



Art Portfolio

Hanna Wu

Graphic Designer / Illustrator



Coeur Fleuri (Blooming Heart) is a fictional brand created for an upscale french winery and restuarant. This project consisted of a 4 logo variations, brandmark, full beverage and food menus, product mockups, and mobile UX/UI interface.

Brandmark is based on French “fleur-de-lis” or others say is an Iris. The petal are arranged like an Iris formation leading back to the name Coeur Flueri or in English: Blooming Heart`



LOGO SYSTEM

PRIMARY LOGO

SECONDARY LOGO

TERTIARY LOGO

COLOR AND TYPOGRAPHY

Monsieur La Doulaise

Script type. Connects back to regality and upscale feeling. This font mostly used in logo only.

SPECTRAL SC

Serif Font, provides a more readable title font.

Cormorant Garamond

Serif Font, similar to the title font but provides a type heirachy

MAIN COLOR

#1C1D4C

C: 100

M: 97

Y: 37

K: 38

SPOT COLOR

#D6B445

C: 18

M: 26

Y: 87

K: 0

BACKGROUND

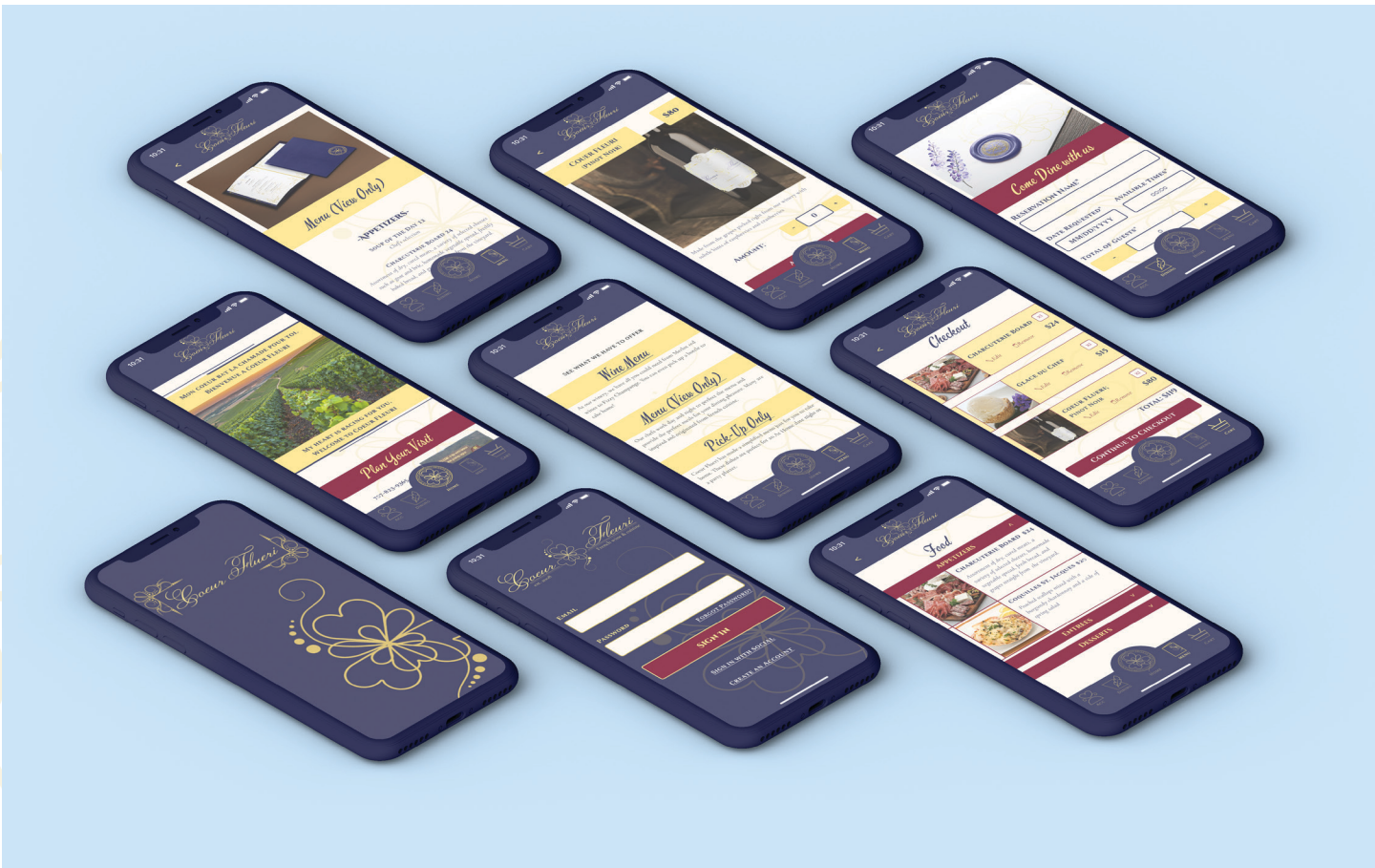
#FFF9EF

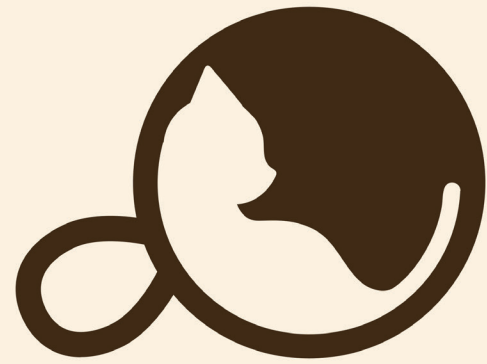
C: 0

M: 2

Y: 5

K: 0





Kitten Cove

Cat Cafe | 2023

Fonts

Itim

Marigny



Colors

#402a12

C: 0
M: 9
Y: 18
K: 75

#fcf1df

C: 0
M: 4
Y: 11
K: 1

#b3e1a9

C: 18
M: 0
Y: 22
K: 12

#e6a6ac

C: 0
M: 25
Y: 23
K: 10



Kitten Cove is a cat cafe where visitors can drink coffee and spend time with shelter cafe to do work or simply relax. This is a full branding collaboration project including logo system, marketing, UX/UI system, motion graphic, and illustrations.

Responsibilities

- Logo
- Menu
- Motion Graphics
- Poster Illustration

Kitten Cove's *Fireside Latte*

16 oz cup

Latte

1/3 cup Ice
2 shots of espresso
Caramel syrup
8 oz whole milk

Toppings

Caramel syrup
Marshmallow syrup
Whipped cream
Crushed graham crackers



🐾 Seasonal Items 🐾

- Fireside Latte** 4.99
Iced latte with marshmallow syrup, caramel sauce, whipped cream, graham crackers
- Affogato Amorosa** 5.99
Espresso shot with honeysuckle and rose infused vanilla ice cream
- Blush Pink Lemonade** 4.99
Homemade sparkling ice lemonade with watermelon, strawberries, mint

Coffee

	Kitten	Cat
Coffee	1.99	2.50
Latte	3.99	4.50
Cappuccino	3.99	4.50
Macchiato	3.99	4.50
Cafe Au Lait	2.99	3.50
Espresso		1.99

Extra espresso shot or flavor is 0.50

Flavors:

Salted Caramel
French Vanilla
Hazelnut
Mocha
Amaretto

Milk Alts:

Almond
Oat
Coconut
Soy

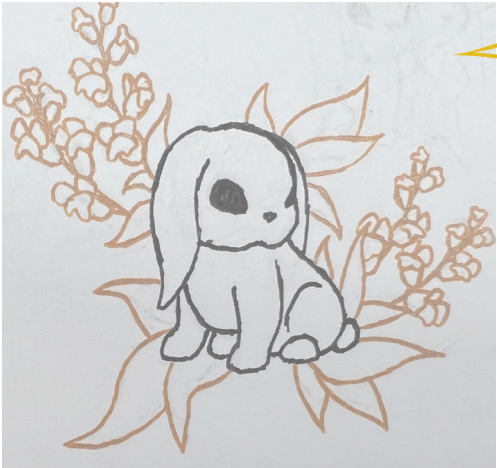
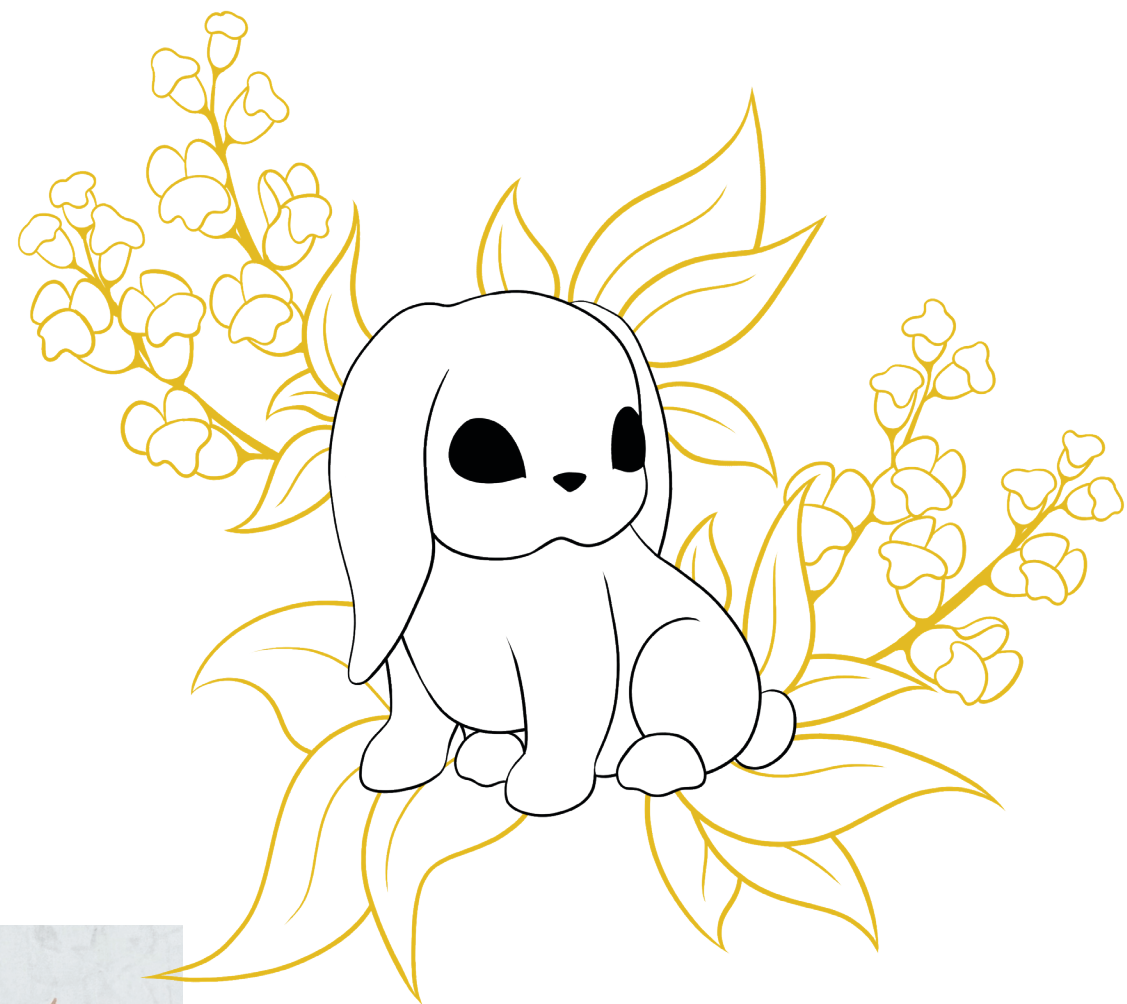
Other Drinks

	Kitten	Cat
Tea (Iced/Hot) Honey Citrus Mint , Orange Spice, Earl Grey, Chamomile, Matcha, Chai	1.99	2.50
Lemonade Honey Mint, DragonFruit, Peach, Strawberry, Ginger	2.99	3.50
Apple Cider Caramel, Cinnamon, Cloves	2.99	3.50

Seasonal Pastries and Cat Treats on the board

LUNA

Luna is a wine label design inspired by the Chinese Lunar Zodiac and Lunar New Year. Each zodiac design contains the animal and matching flower.



- #ED1C24

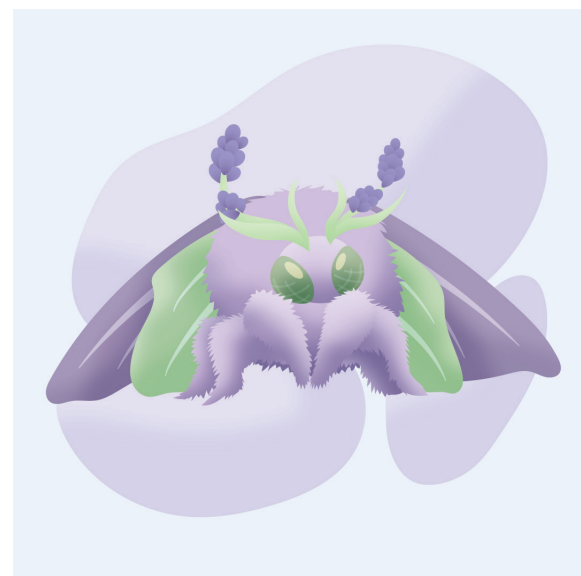
C: 0 M: 100 Y: 100 K: 0

Attracts good fortune; prosperity
- #e3b922

C: 12 M: 25 Y: 100 K:

luck; joy; happiness





Ani-Food Duos

Ani-Food Duos was created towards the end of quarantine to help with a serious case of art block. On social media, there are multiple trends where artists can participate and share their ideas. The series started with an online animal generator and an abnormally large jar with a wide variety of taffy flavors by my desk. I pulled out a piece of taffy to find a random flavor then opened an online generator to find an animal to combine with food. This was the moment my series, Ani-Food Duos, was born. Since it is vector art, these illustrations can be used on a broad variety of merchandise from tote bags, stickers, and coasters





Ethereal Playing Cards

Ethereal was a branding assignment to create a pack of playing cards. The series consists of three face cards, 5 number cards, and all the included iconography. Ethereal was born as an introduction to Adobe Illustrator using vector to create watercolor-inspired illustrations. Theses illustrations could also be used for poster designs and phone backgrounds due to its resizable nature.



Queen of Diamonds illustration used on other merchandise