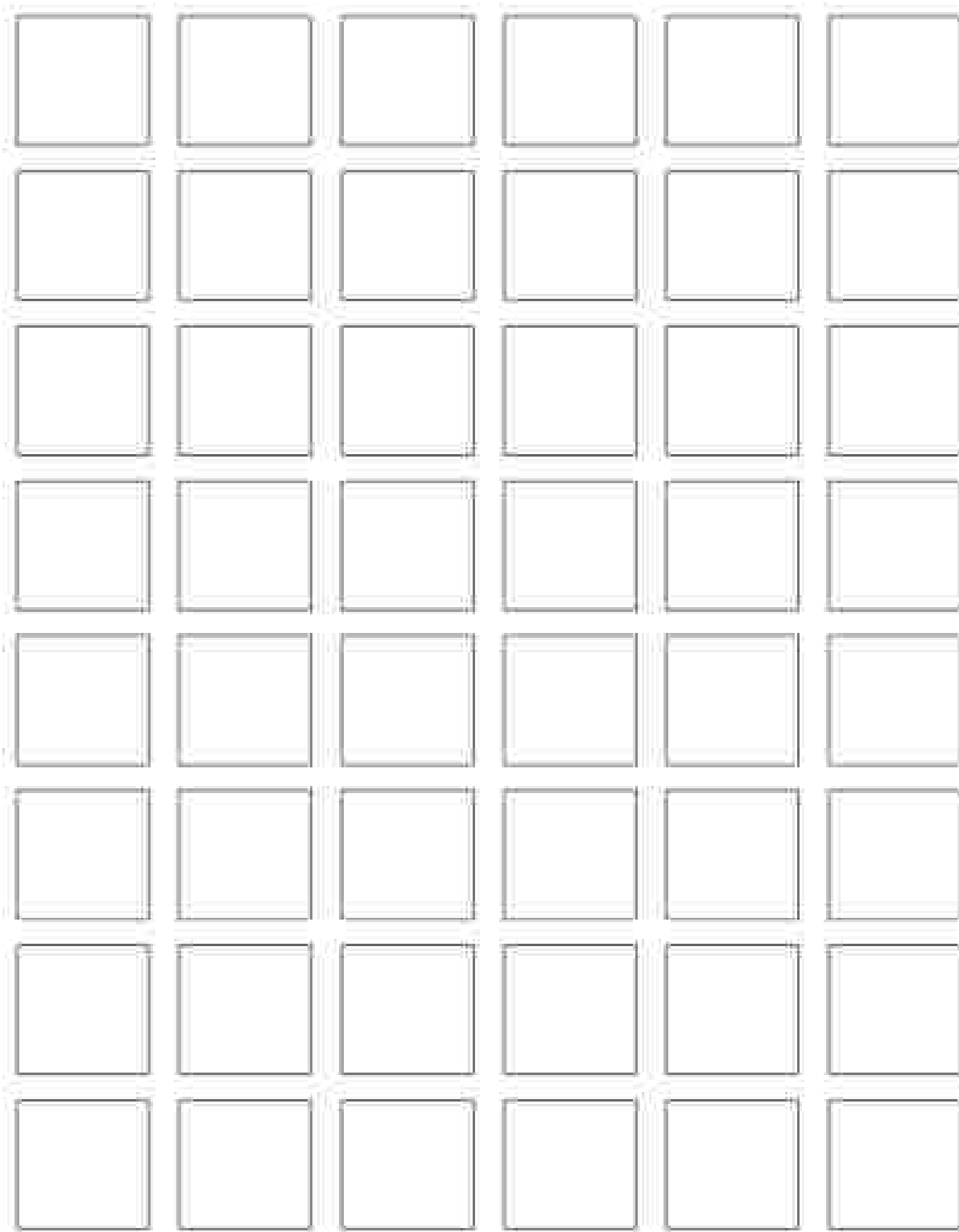
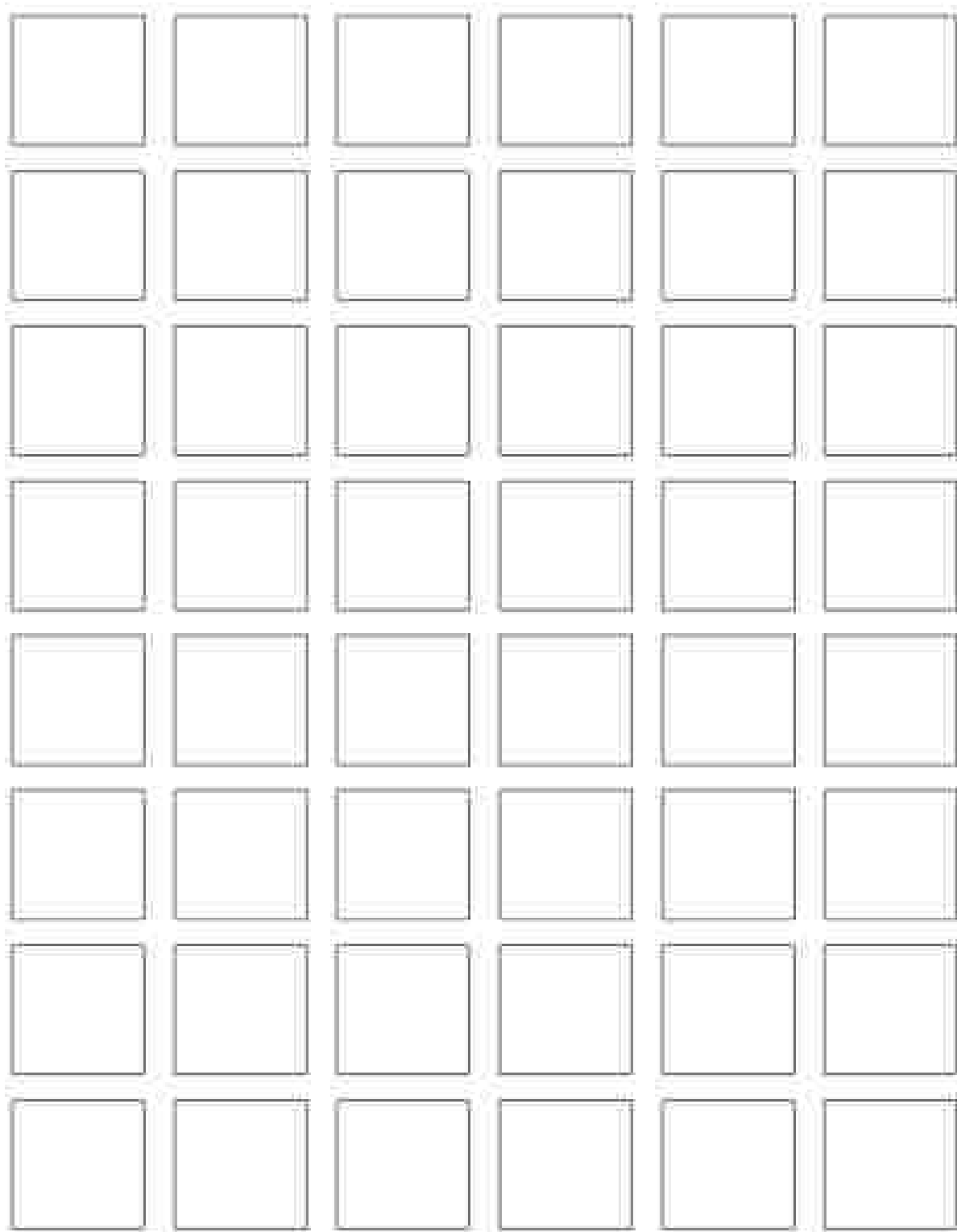
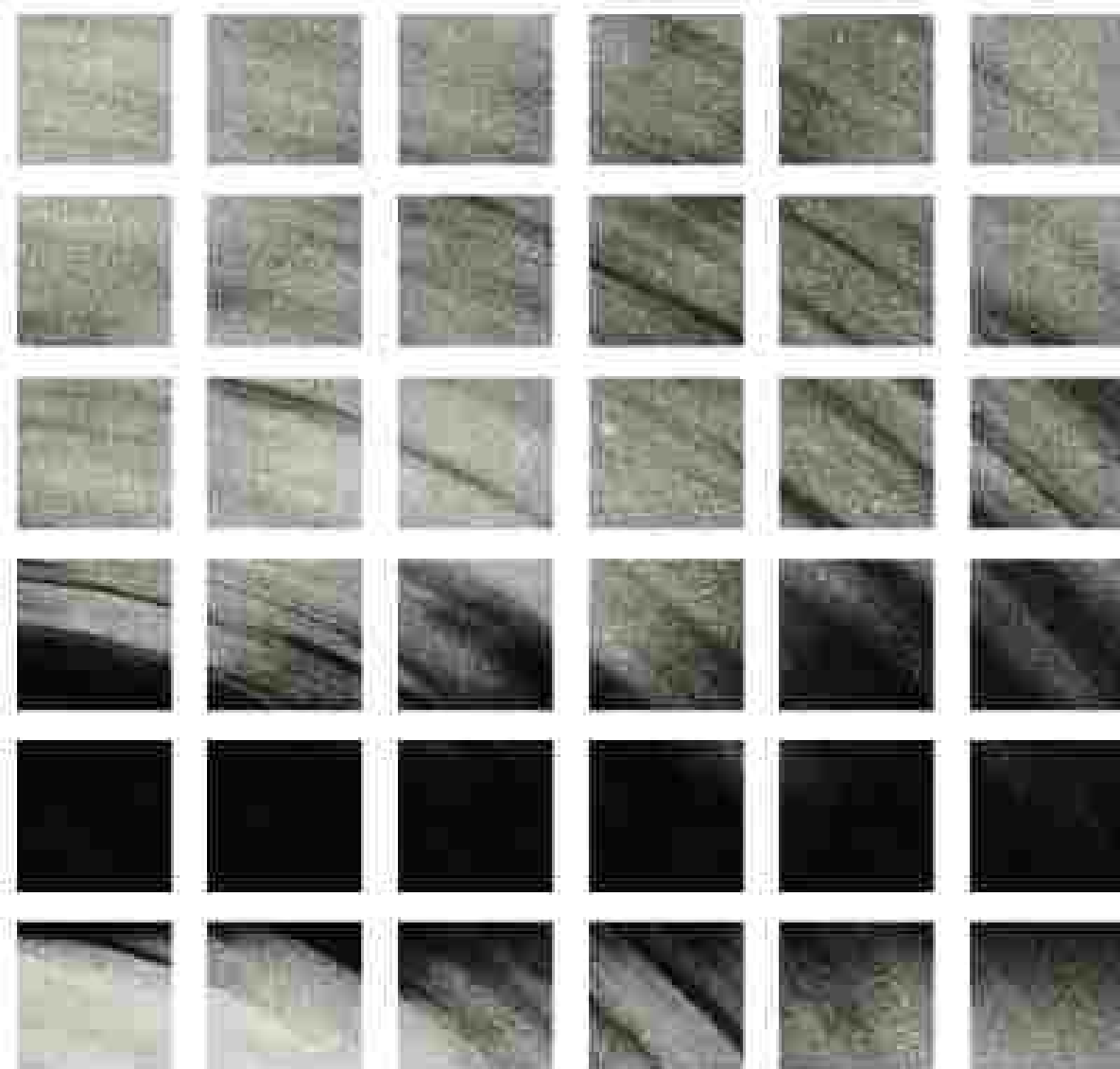
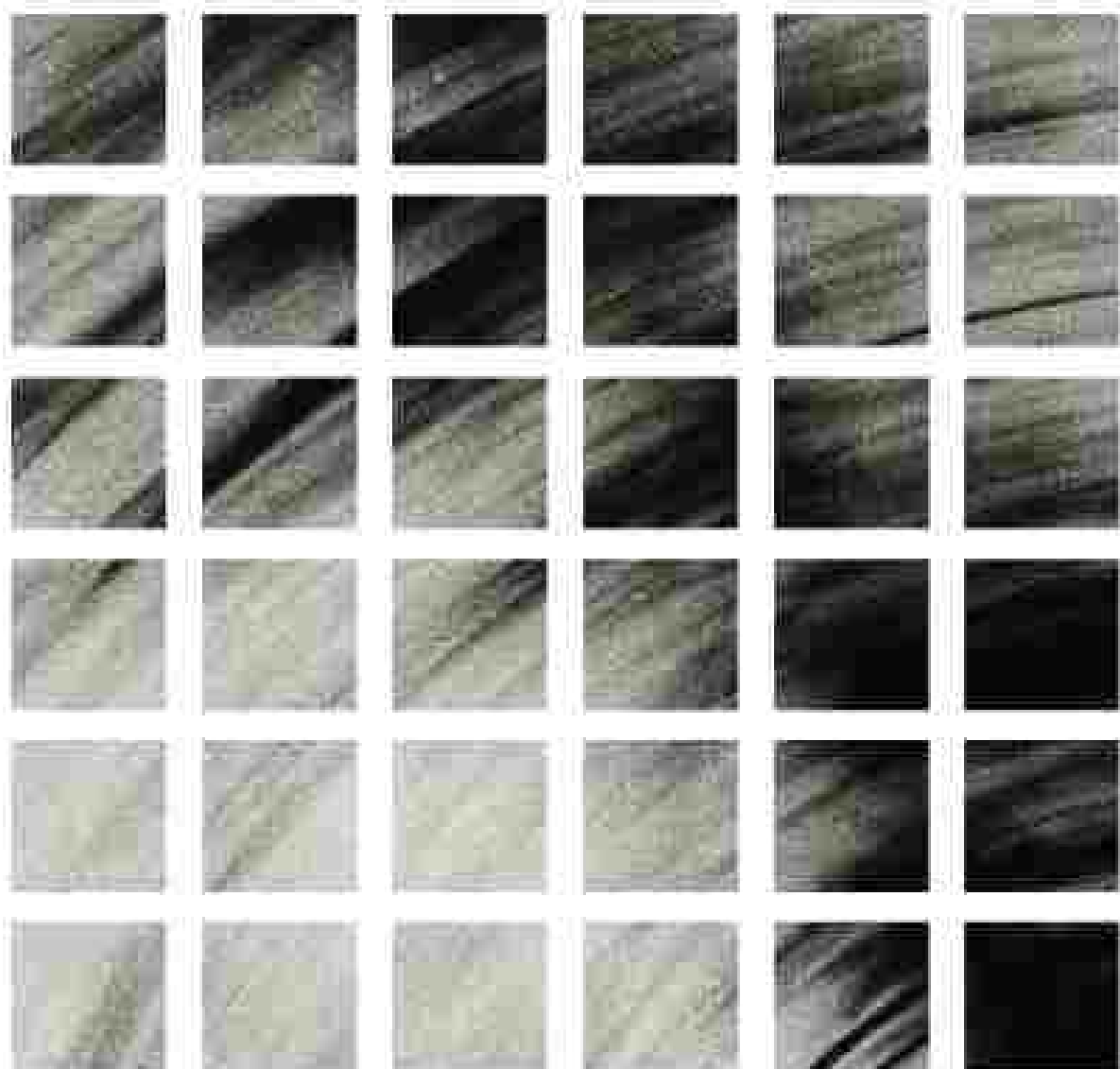






*Branding is my passion.
I enjoy exploring new ideas,
experimenting, and learning
every day to craft unique
and impactful designs.*



Bold Creative Training Lab
383 Nguyen Duy Trinh, Binh Thuan,
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Advertising Design

Dang Nguyen Truc Nhan
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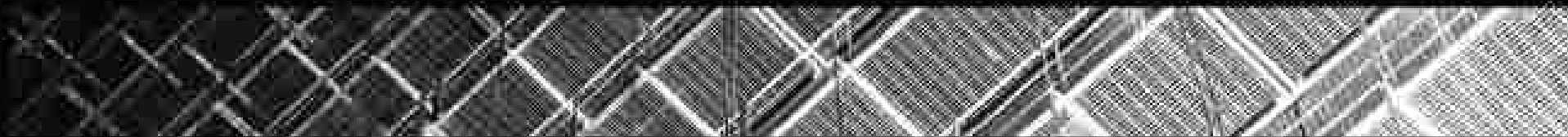
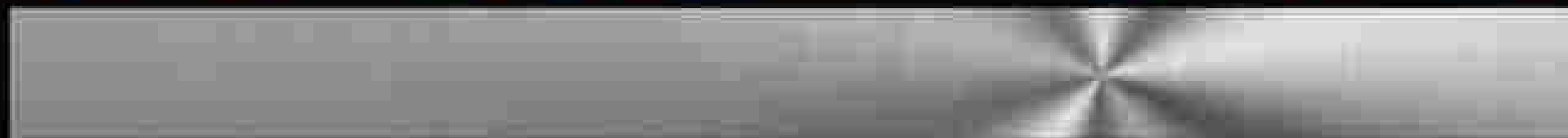
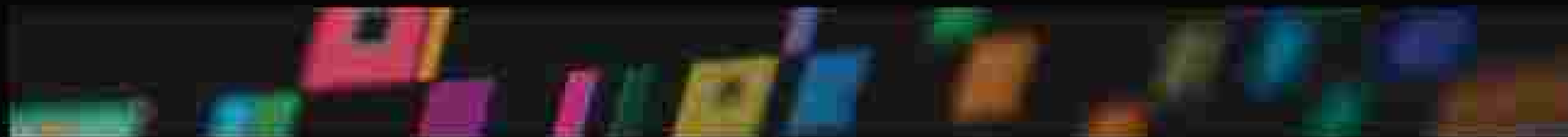
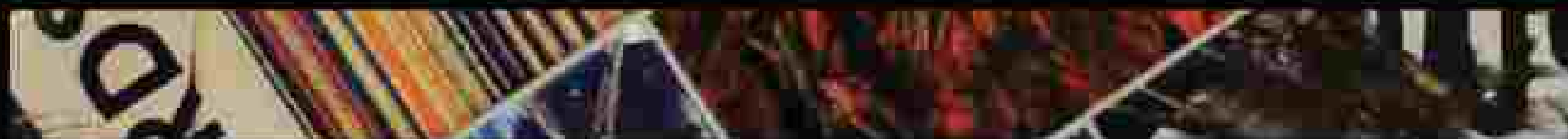
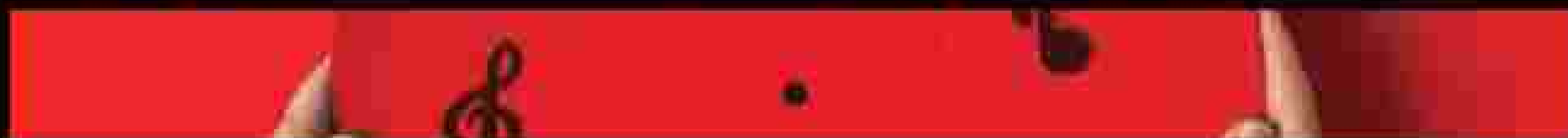
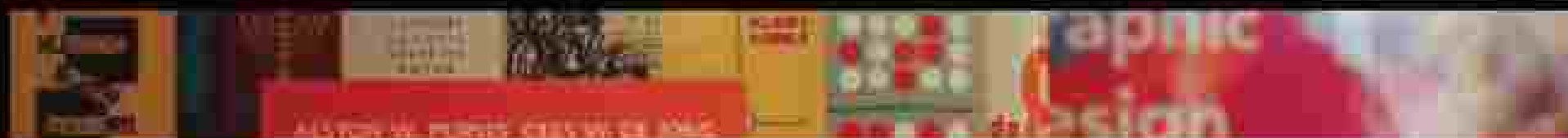
Behance: [behance.net/leadang99](https://www.behance.net/leadang99)

Typeface: TT Hoves Pro
Stock image: Shutterstock, Unsplash, Pexels,
Freepik, Element Emials & Mockup Design

Printing: www.thegioithoi.com

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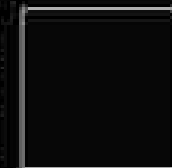
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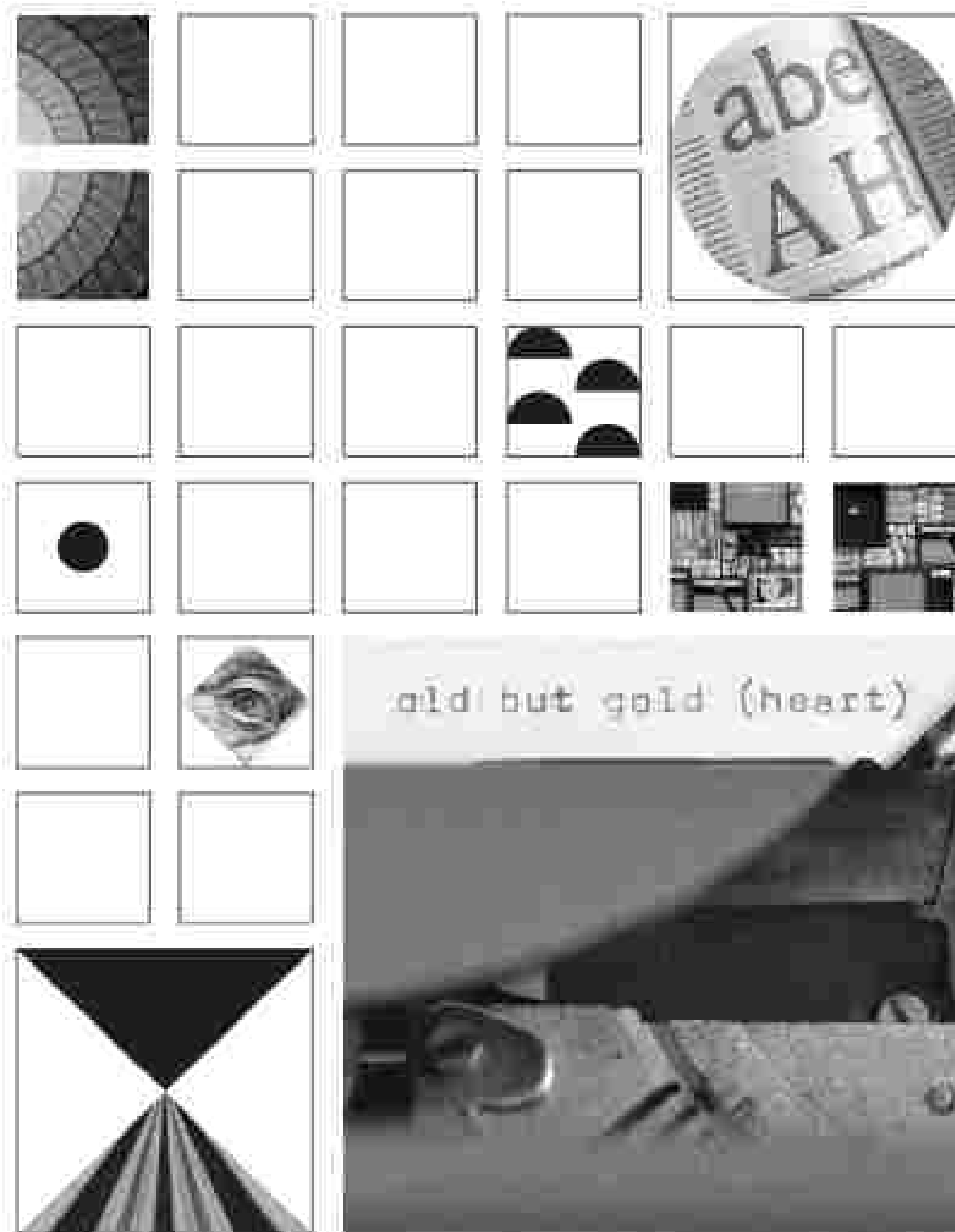
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CBS ART SOUND

CATEGORY

Entertainment

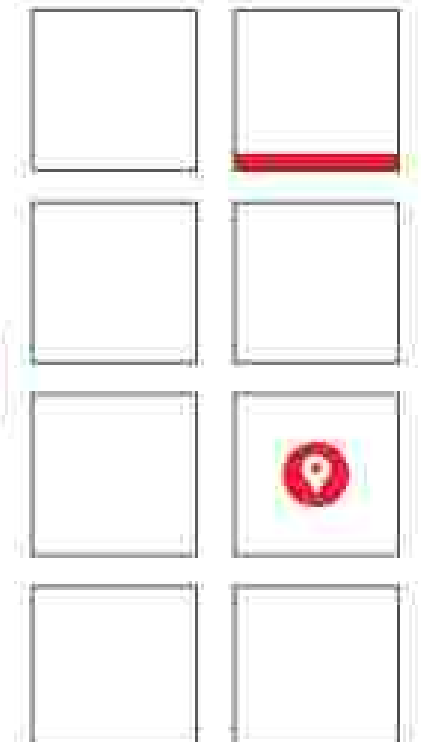
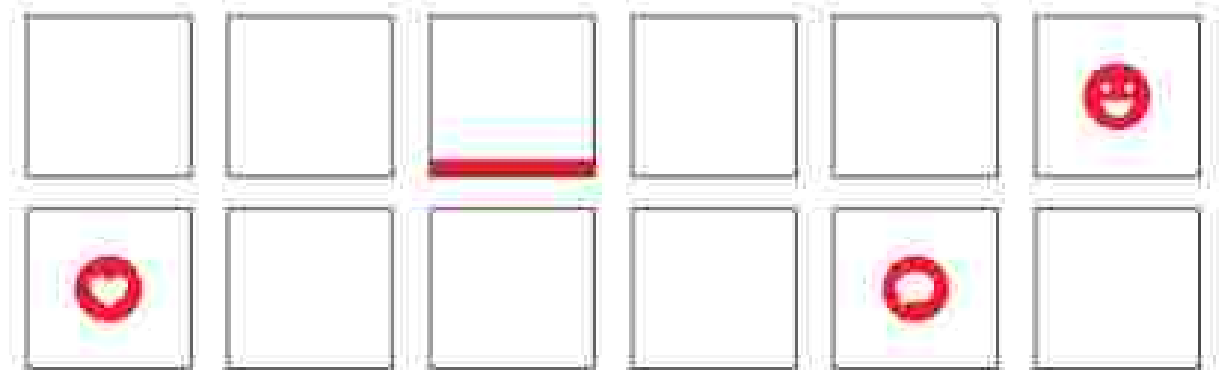
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2020

CREDITS

Branding Studio: Minute-Creative
 Art Direction / Brand Designer: Leo Dang
 Website Design: Leo Dang
 Account Executive: Chi Nguyen
 Showcase: Chau Lai (Bilal), Leo Dang

Visual Animation: Chau Lai (Bilal)
 Website Studio: Chuck Mohon
 Creative Director: Dinh Truc
 Web Developer: Tuan Tran





CBS Art Sound is made in Vietnam since 2023, a podcast by Chau Ngoc Lan (Brian). With the message of sublime message. It tells stories and personal points of view about design, creative and life. Through the lens of positive matter and encouraging people to spread the good things wider and wider. Until now, the brand vision is still maintained and developing.

It's able to catch us from Spotify, TikTok and Youtube. It's a nice thing to raise your voice up to the world out there. Things are possible when you make it with a full heart of inspiration and good effort.

CHALLENGE

The previous branding of CBS Art Sound appeared mysterious with its dark theme. It is more challenging for us to maintain focus and establish a strong brand identity among our target audience. That's why we need to change, to be more dynamic, to be more colorful and to be more inspired.



COLOR

The red color stands for a burning creative flame. It encourages us to look for new destination where new ideas bloom up and is born. It gives us the higher standard and ambition for what we have done so far. We need to get out of the old cover, to run, to fly and be higher.

More than that, red color represents for a strong mental from the one who is able to do all things that he wish of and want to. It's also the heart beat, a hidden message for human connection between the host and his audiences. The one and only priority purpose is spreading positive message and building an able-to-listen place, where audiences can find the moment of themselves in it.

**Concept: Sounds of Life**

Sound: It is where voice, music, and natural sound are blended with the hidden melodies within each soul. Each one tells a story, evoking genuine emotions and resonating with the listener's heart.

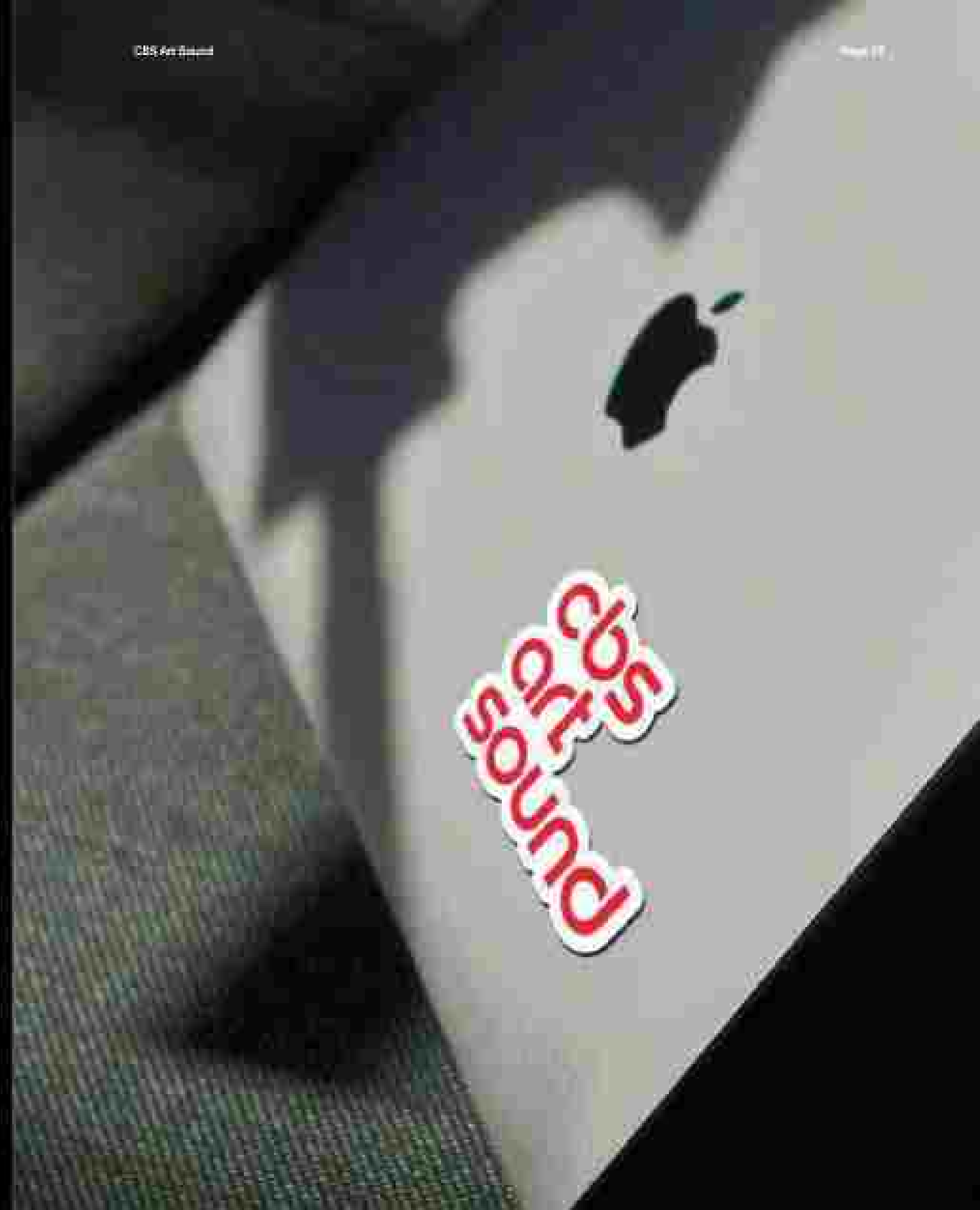
Life: The colorful cycle of life contains countless moments, from the ordinary to the extraordinary, from radiant joy to tears. Podcasts are the bridge, a place where everyday stories are shared, connecting people with each other and creating a community of empathy and understanding.

CBS Art Sound brings you the **Sounds of Life** through emotional podcasts. A place where stories, experiences, and everyday moments are shared authentically, connecting people with life and with themselves.













Explore the CBS Art Sound website, and you will find a personal space to listen to yourself.

Each podcast and article is carefully crafted in content, creating an emotional journey of discovery.



BOLD CREATIVE TRAINING LAB

CATEGORY

DATE

Education

2022

CREDITS

Creative Director: Leo Huan
 Managing Director: Linh Dam
 Art Director / UI Designer: Leo Dang
 Lead Content: Thanh Nguyen
 Moderator: Leo Dang

Website: VnEzyMedia
 Illustration: Dien Nguyen Hoang





Established in 2020, is a common home for those who are passionate about creativity and want to become experts in Marketing, Advertising, and Communication.

With the motto of harmoniously combining academic knowledge and practical experience, Bold not only equips learners with a solid theoretical foundation but also trains practical work skills through real-world projects and opportunities to work with leading experts in the industry.



LOGO DESIGN

The height of the "Bold" character is adjusted to create a more balanced logo alongside the phrase "Creative Training Lab".

The phrase's color is changed from dark gray to black to enhance contrast.

To improve legibility at smaller sizes, the overall line thickness of the logo is increased.

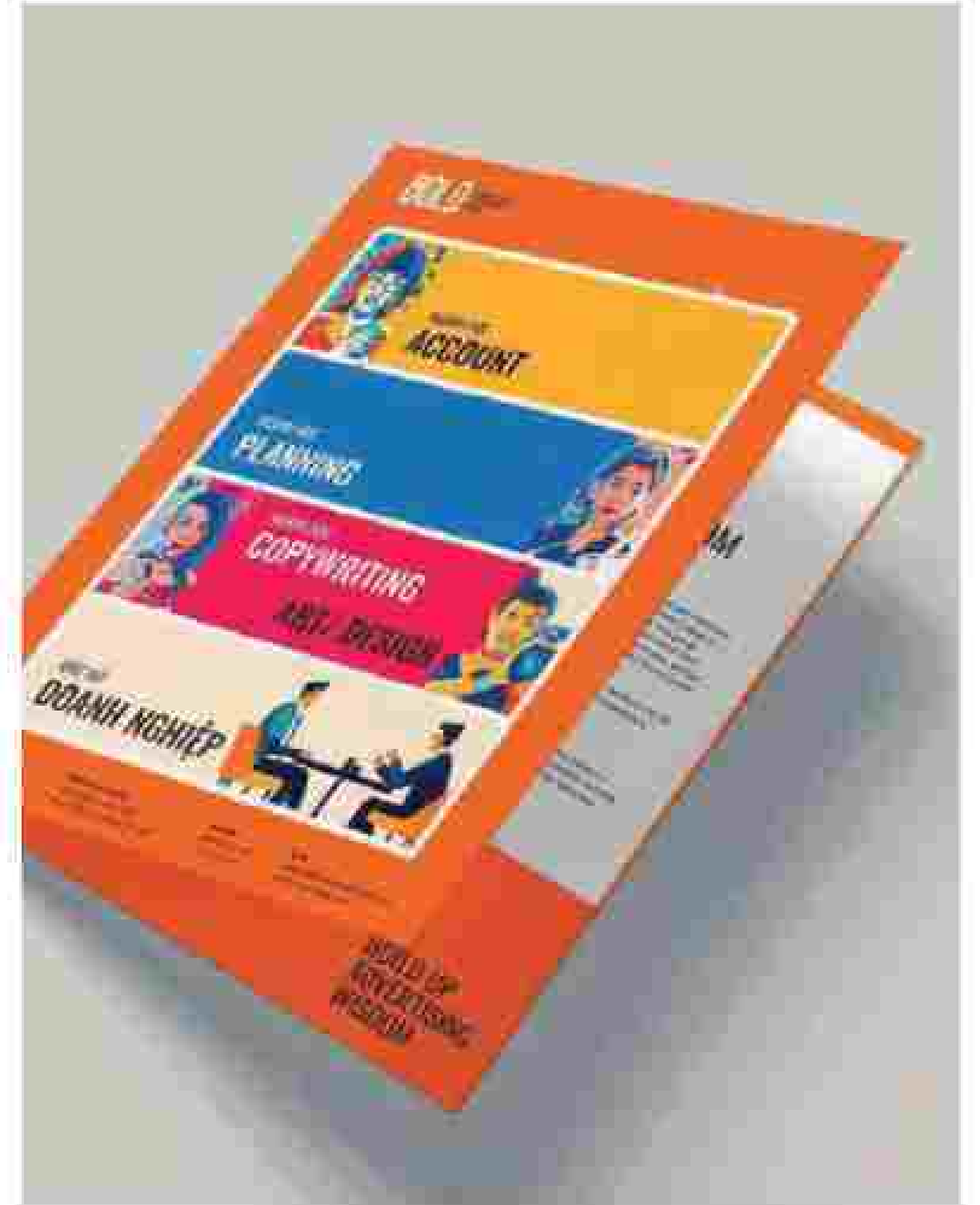


COLOR

The near-orange color of the logo powerfully affirms the brand's youthful, energetic, and creative spirit. Its deeper hue not only enhances vibrancy and contrast but also clearly reflects the school's passion and commitment to delivering the highest-quality lectures to students.

VISUAL IDENTITY

The "B" symbol has become a storyteller, inspiring and creating positive values for the brand.



Old



New

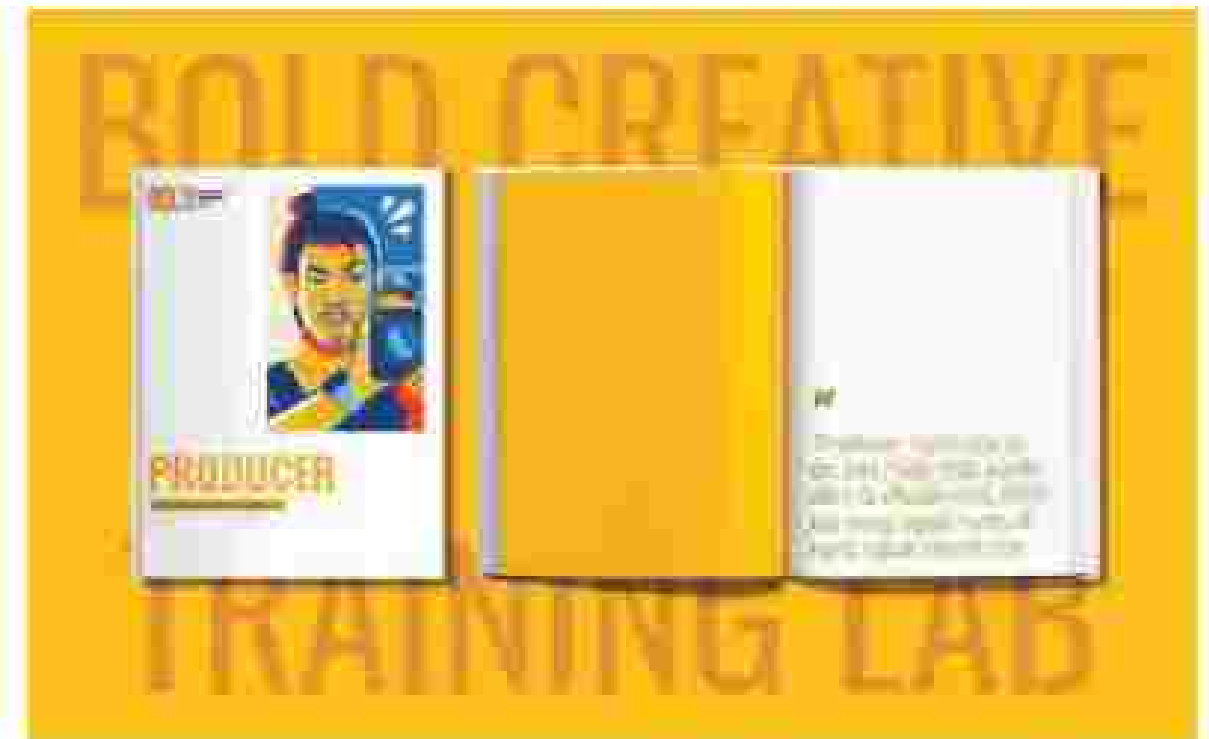
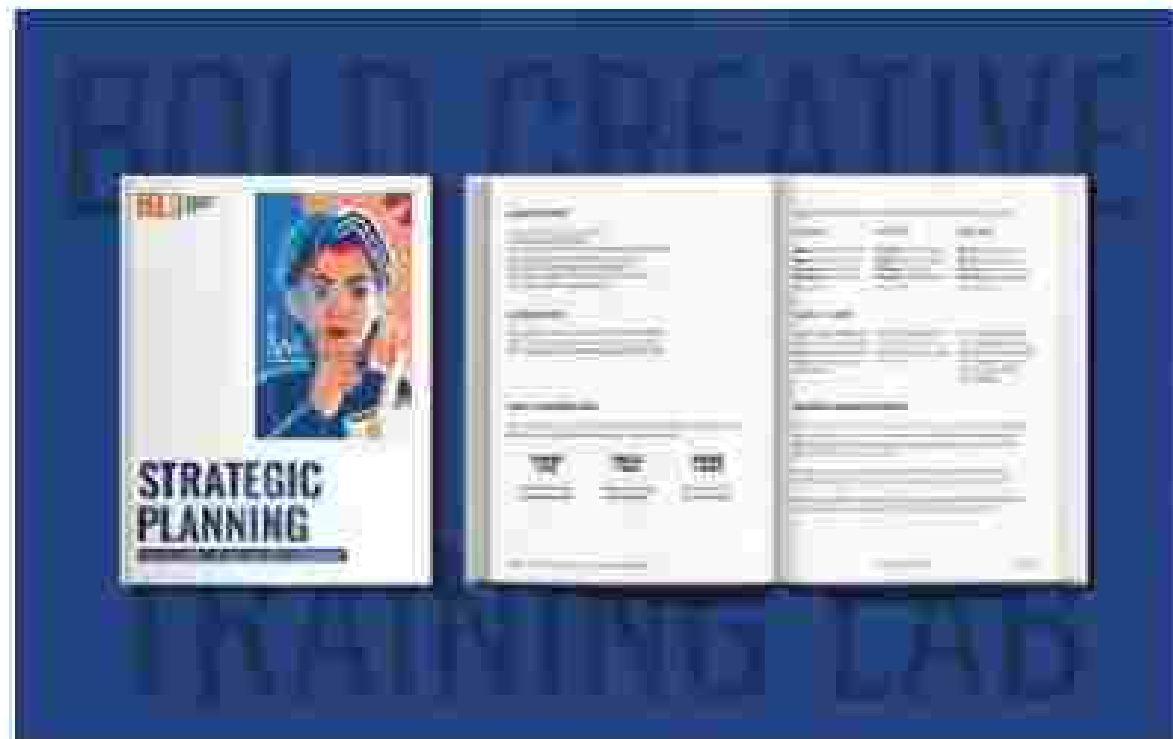














TNG AUDIO

CATEGORIES

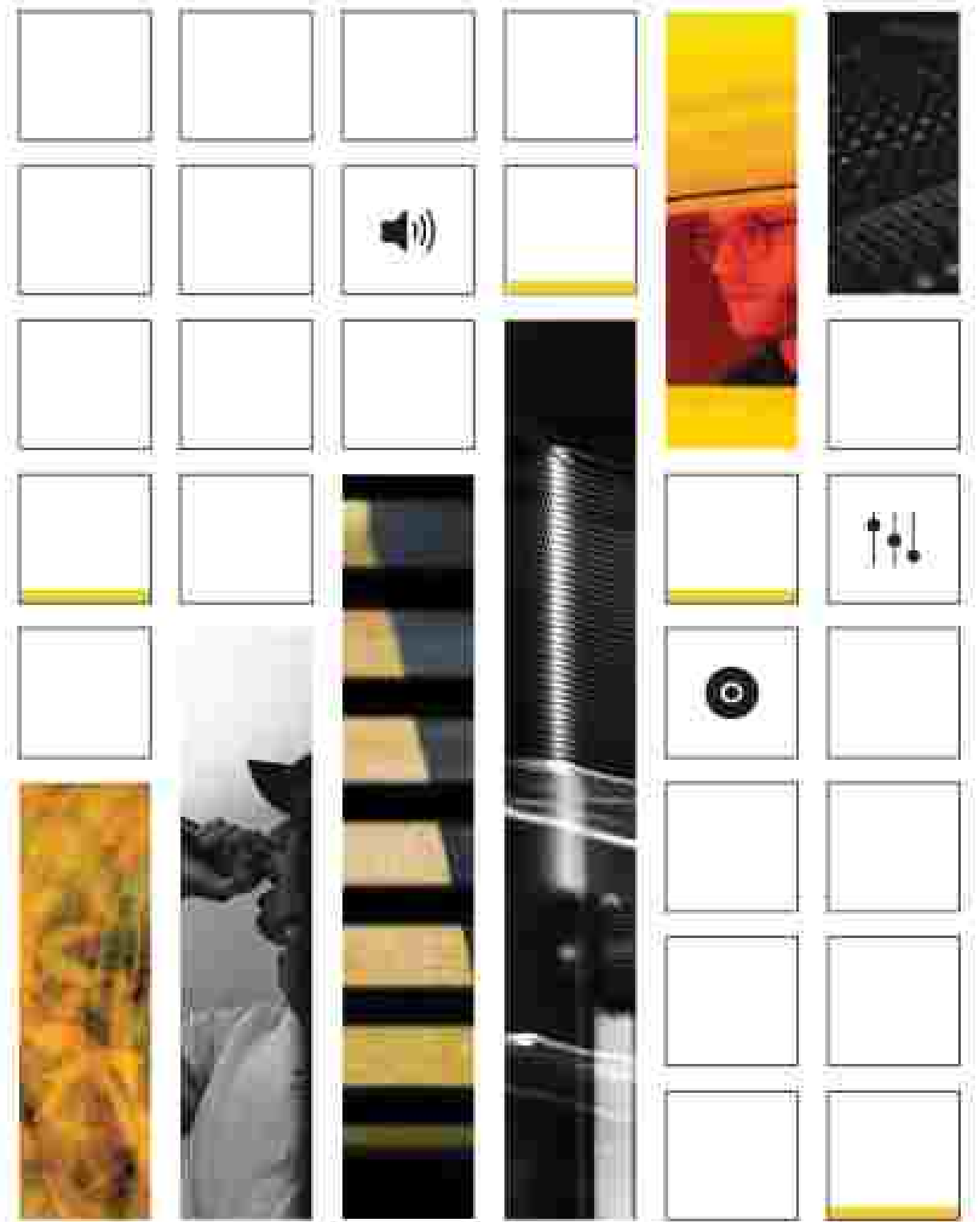
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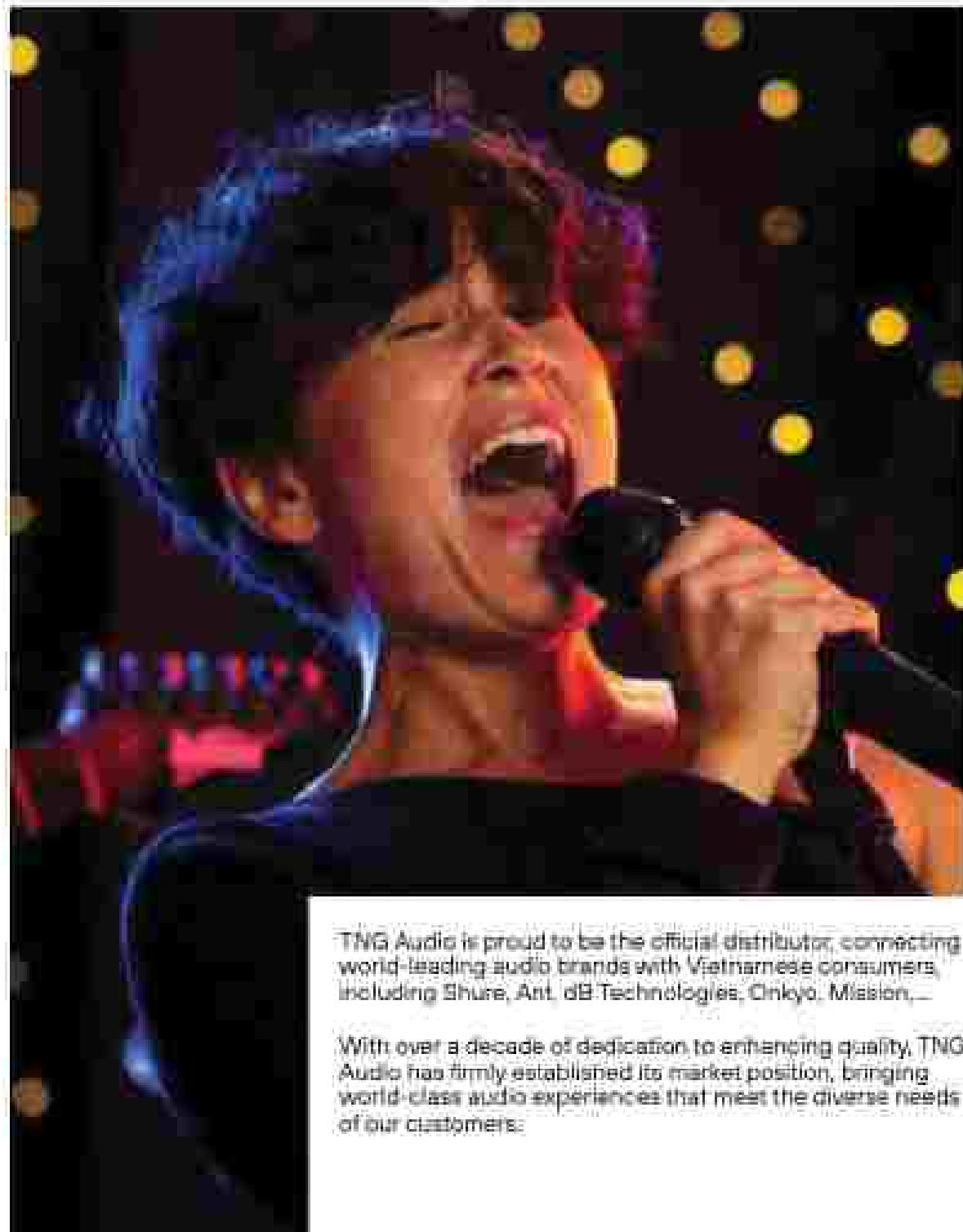
1111

2000

CREDIT

Branding Studio: Minho Creative
 Art Direction / Brand Designer: Leo Dang
 Creative Partner (Agency Owner): Phan Trinh
 Account Executive: Da Nguyen
 Showcase: Leo Dang





TNG Audio is proud to be the official distributor, connecting world-leading audio brands with Vietnamese consumers, including Shure, Ant, dB Technologies, Onkyo, Mission,...

With over a decade of dedication to enhancing quality, TNG Audio has firmly established its market position, bringing world-class audio experiences that meet the diverse needs of our customers.

LOGO CURRENT

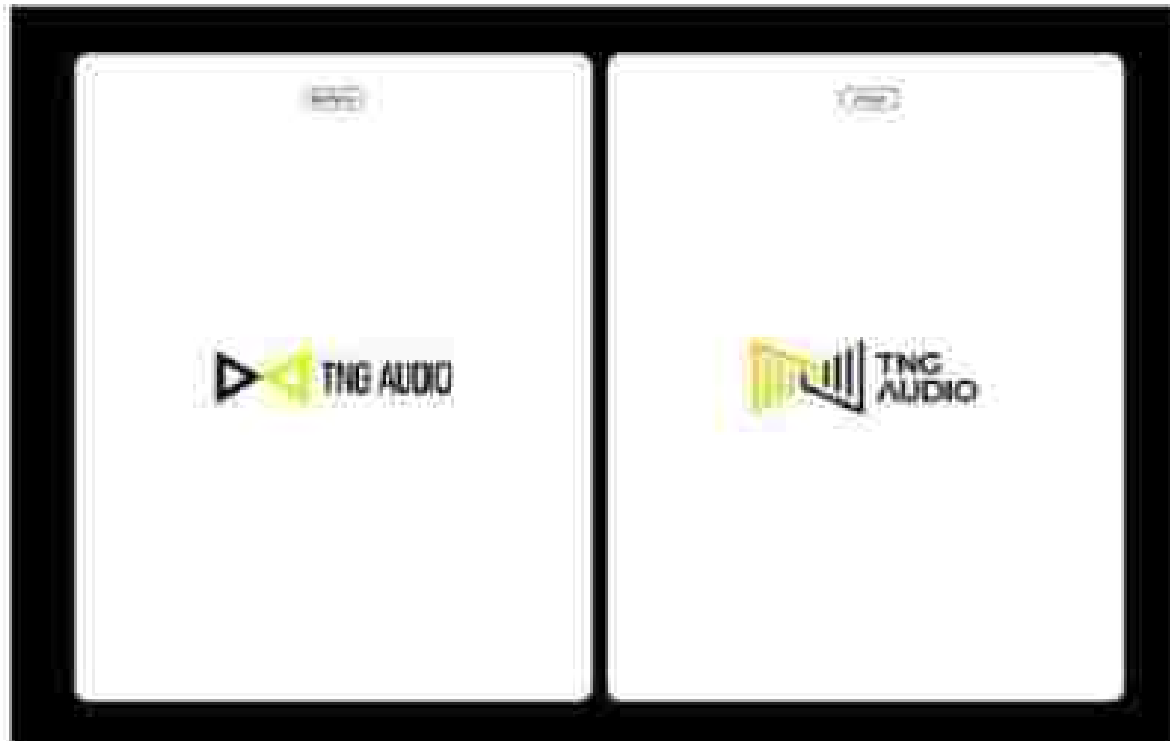
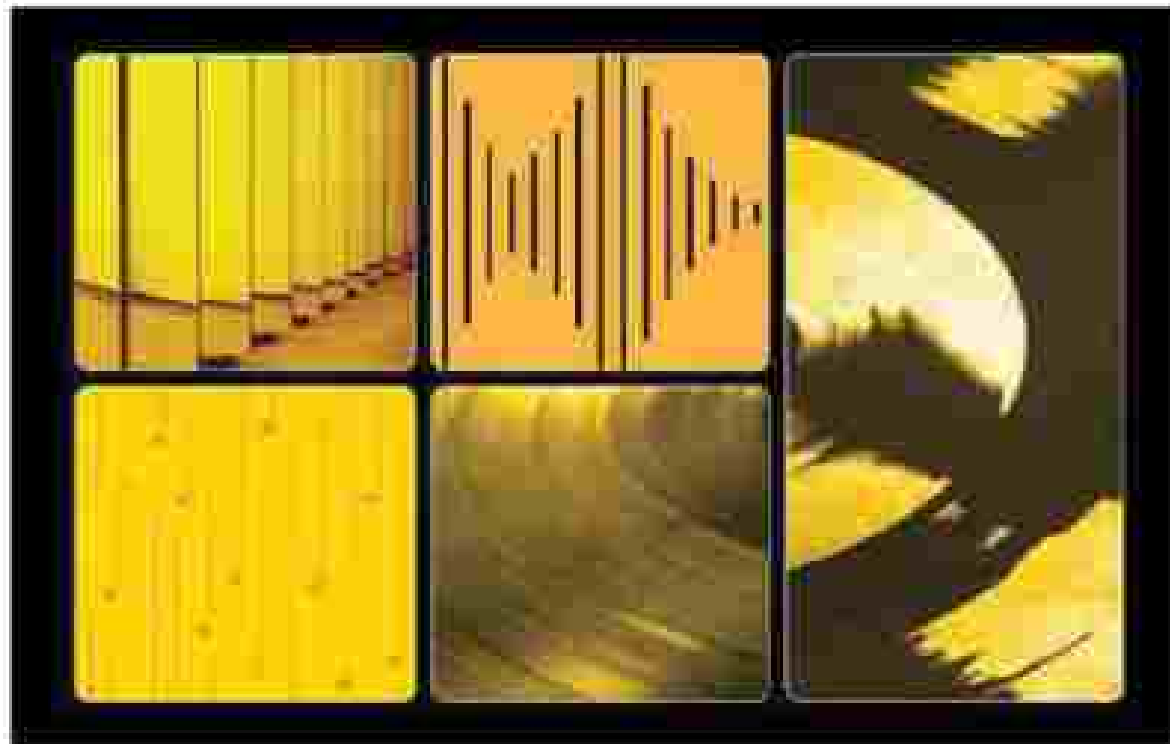


PROBLEM

TNG Audio has recognized that its current logo, featuring two balanced triangles pointing towards each other, creates a sense of opposition, reducing its friendliness. Additionally, the yellow color in the logo does not stand out on a white background, causing display, recognition, and printing issues.

Moreover, the TNG Audio logo lacks consistency, alternating between the names "Tieng Ngoc Audio" and "TNG Audio." This dual usage creates inconsistencies within the brand identity system and affects the professionalism of the brand's image as seen by customers.

Recognizing these issues and understanding that a cohesive brand identity covering logo, name, colors, and typography is essential for long-term success and sustainable growth, Minute-Creative has proposed a rebranding initiative for TNG Audio. This involves redesigning the logo by refining existing elements while standardizing the color palette and typography to make TNG Audio more recognizable and prominent across all platforms. This approach will foster consistency and create a powerful, lasting appeal for the brand.

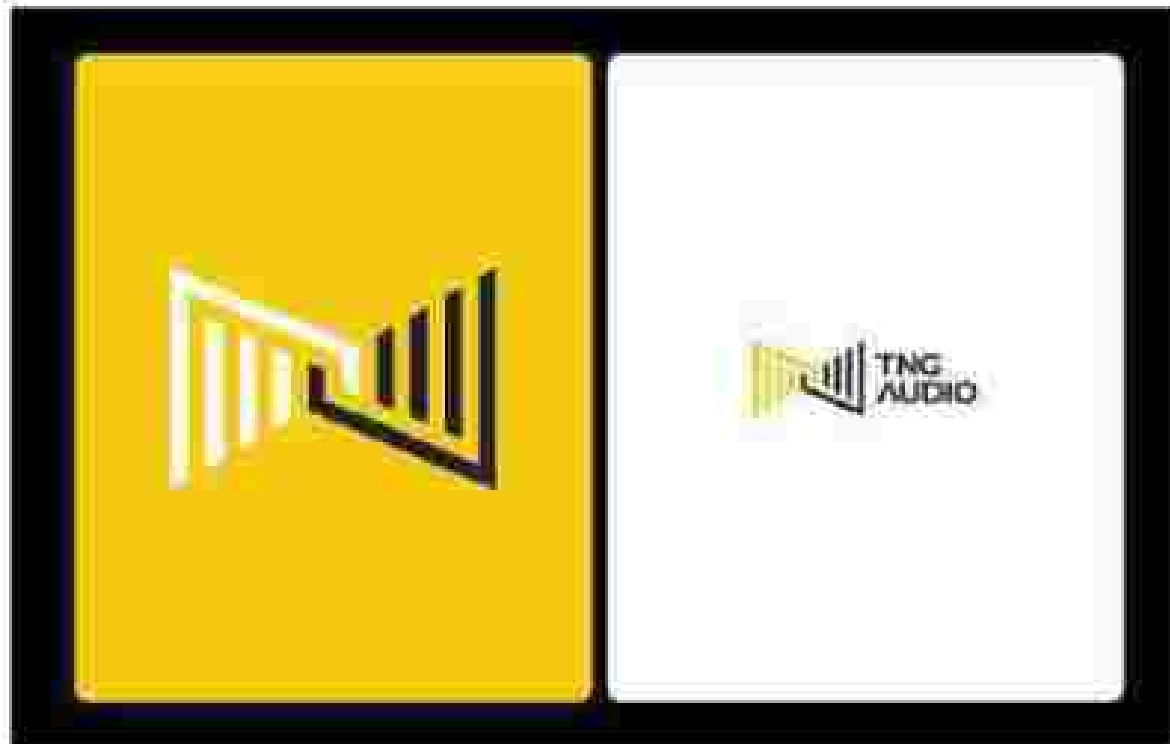


LOGO DESIGN

TNG Audio - Connecting passion with quality

With the desire to evolve and elevate its position, without losing the familiarity of its past, Minusine drew inspiration from the old iconic structure, containing it with a new image developed from sound waves to reflect the business field that TNG Audio is developing. The two isosceles triangles were replaced by a vibrant symbol with interconnecting waves, representing the strong collaboration between TNG Audio and its partners.

Moreover, the experience of sophisticated, premium sound will connect TNG Audio and its customers. When passions are met with top-quality products, that's when the "frequencies" harmonize appeal for the brand.

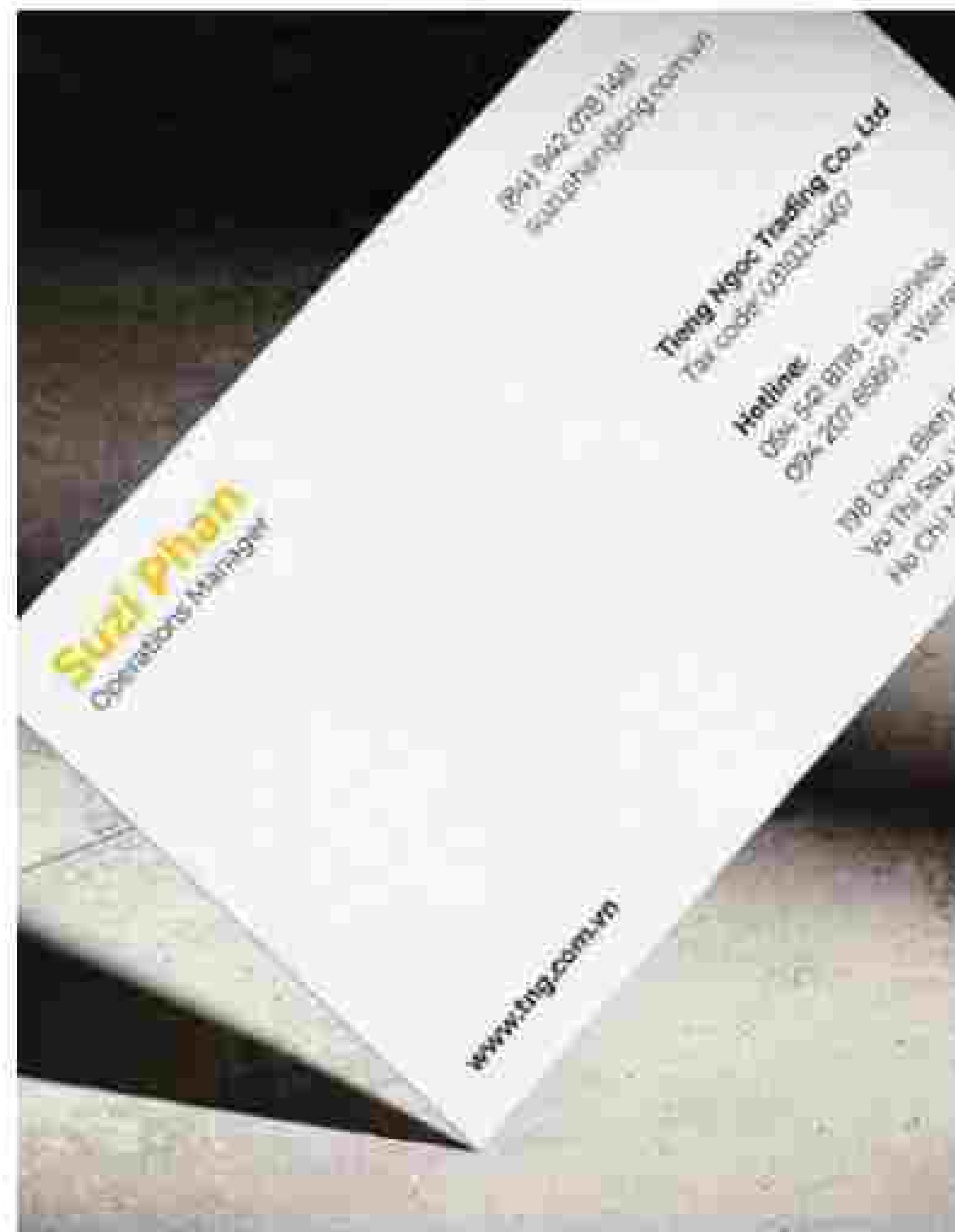


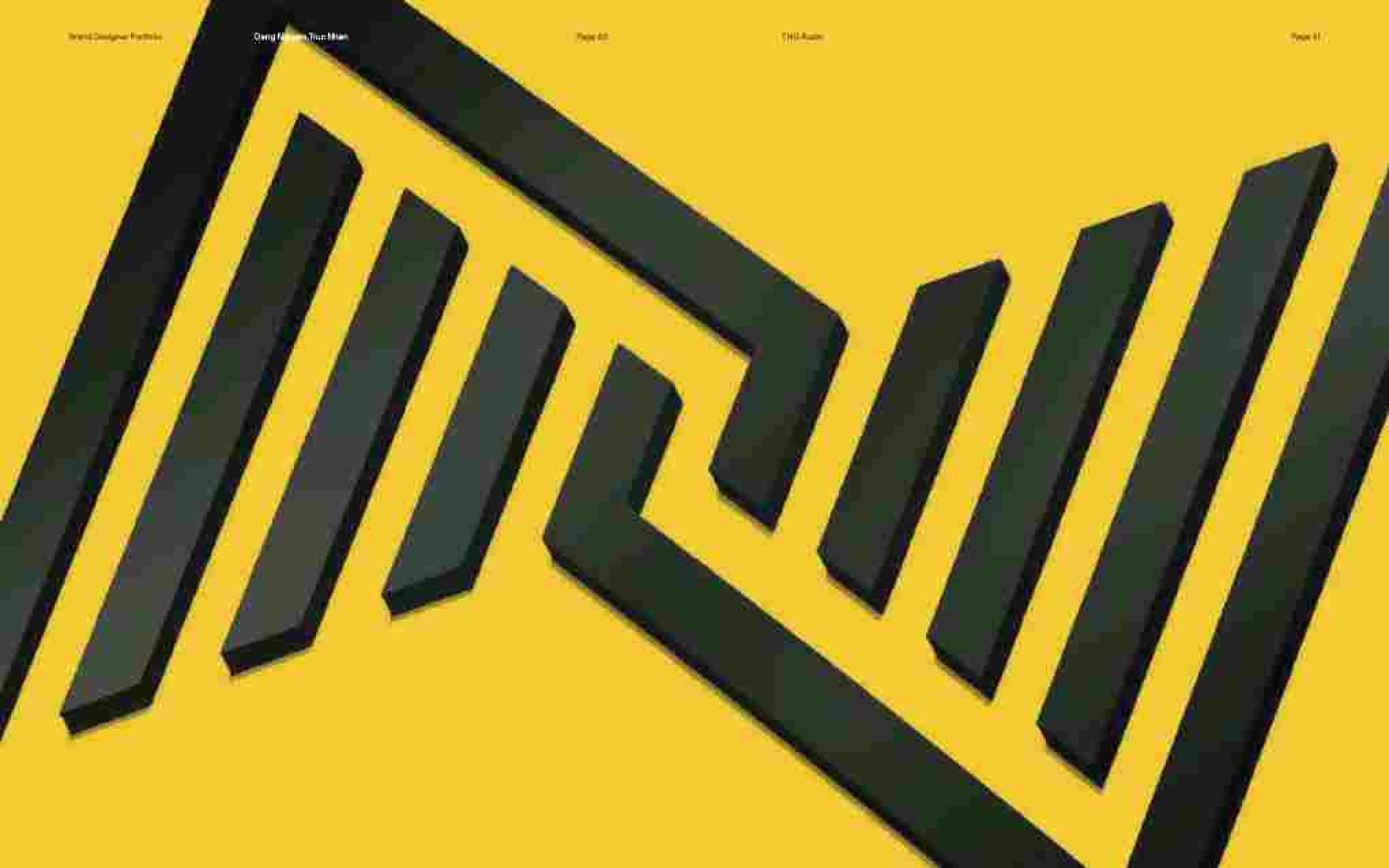
COLOR

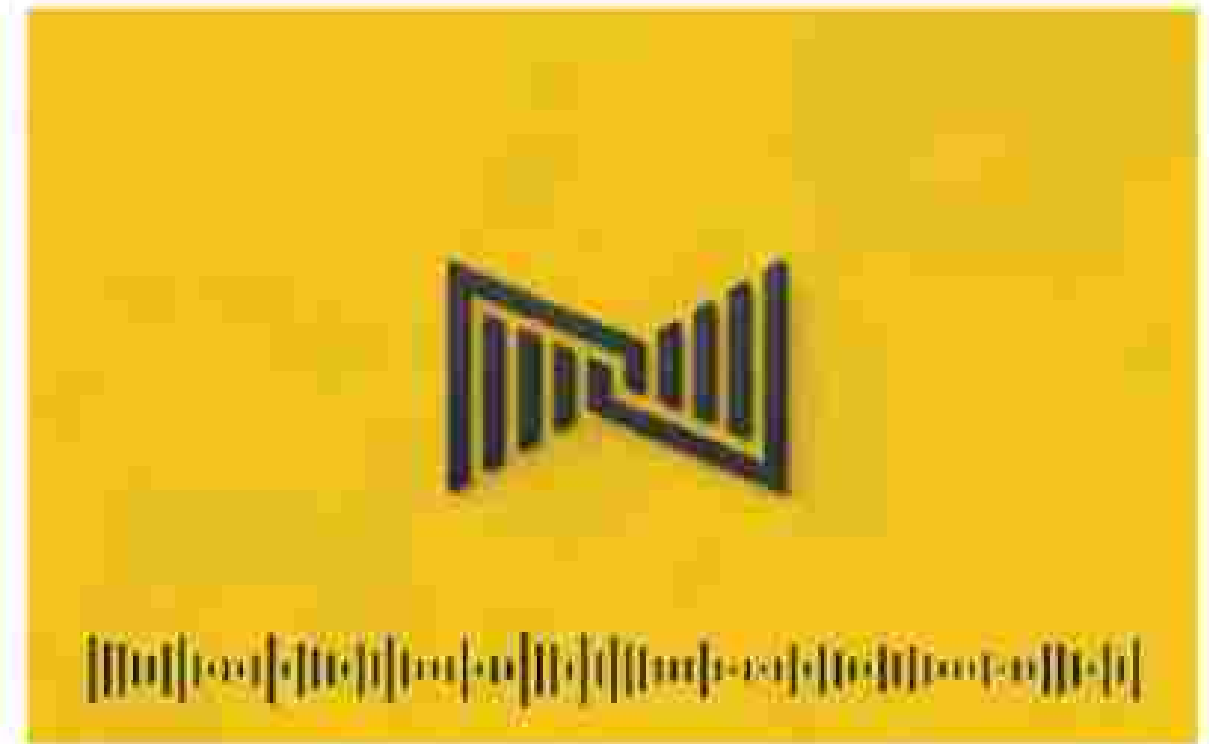
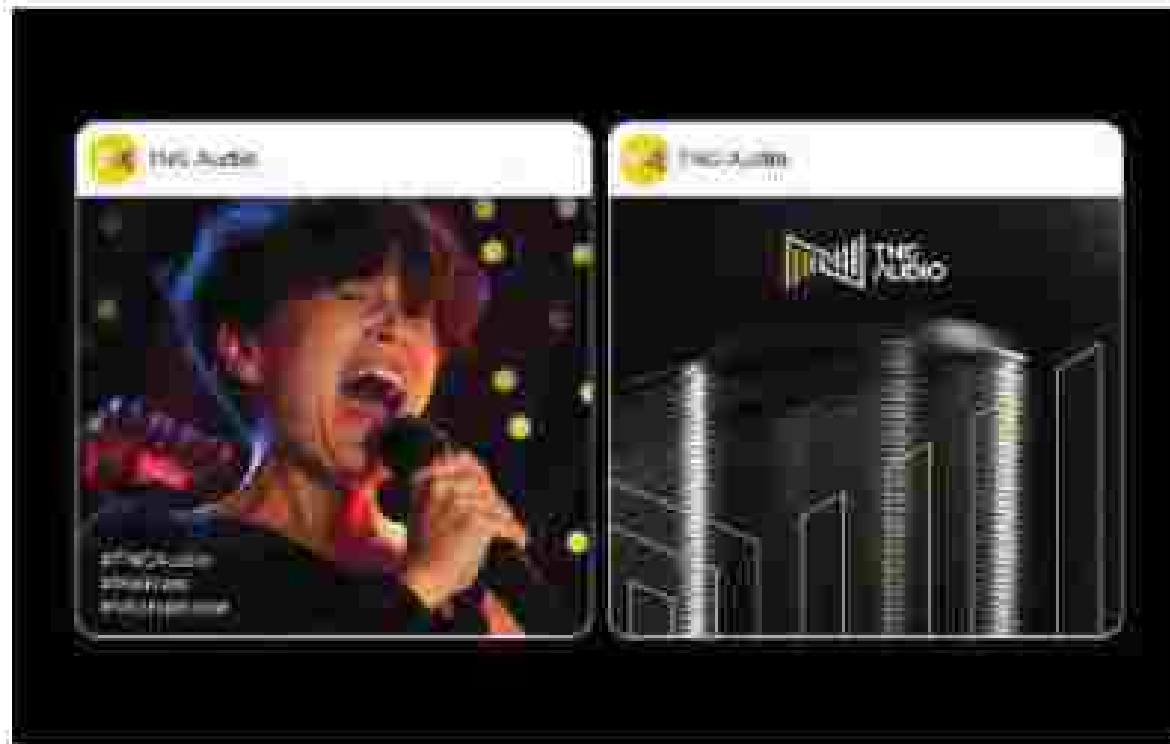
TNG Audio has chosen yellow as its primary color to represent 5-star quality, service, and credibility in the audio industry. This color creates a strong impression, making it easy for customers to recognize & associate with TNG Audio's premium products, and dedicated, professional service.















Tlong Ngoc Trading Co., Ltd

Address:

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Vo Thi Sau Ward, District 3
Ho Chi Minh City, Vietnam

Hotline:

094 541 8116 - Business
094 207 8580 - Warranty

CHUCK MOTION

CATEGORY

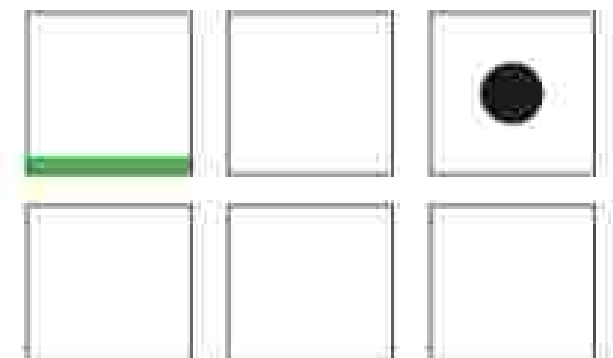
Motion

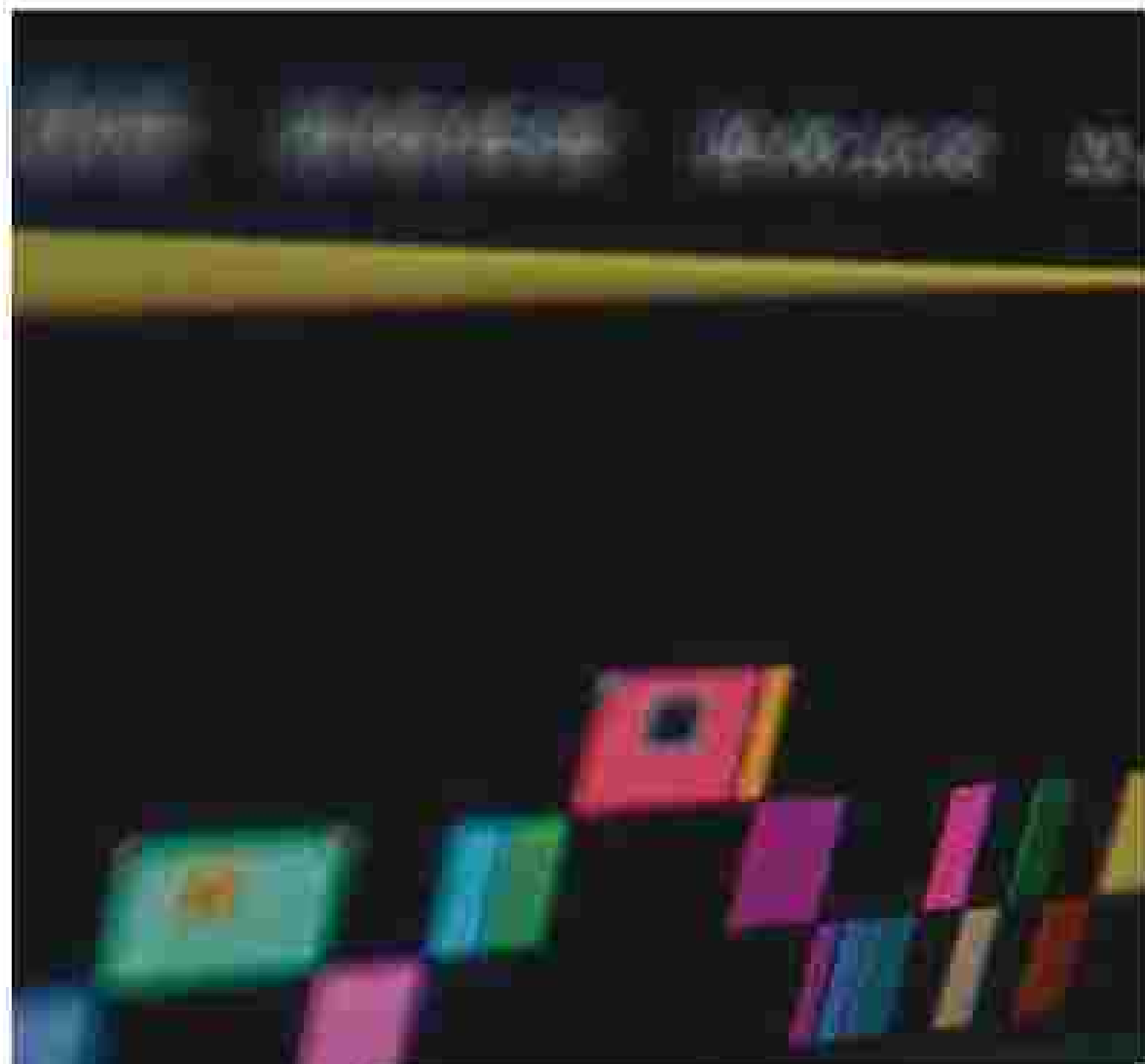
DATE

2024

CREDITS

Storyboard Studio: Minh Creative
Art Direction / Brand Designer: Leo Dang
Creative Partner (copy-writer): Phan Thien
Account Executive: Da Nguyen
Storyboard: Leo Dang





In 2020, after starting as a freelancer, the founder of Chuck decided to form a team that operated as a small studio in Saigon. The team offered various services, including logo design, website development, and motion graphics.

After more than four years of operation, Chuck decided to establish a company to provide Motion Graphic services with a more professional team. Chuck has had the opportunity to collaborate with leading companies and well-known brands to deliver solutions for advertising campaigns, achieving high effectiveness.

CURRENT BRAND IDENTITY



PROBLEM

Chuck was founded with various services, which posed significant challenges in delivering the best service quality for clients and made it difficult to build a distinct brand identity.

Initially, Chuck chose a neon green color scheme, which displayed well on digital devices but appeared inconsistent when printed. Additionally, the original name, "The Chuck Studio," was lengthy and not particularly memorable, so it was later simplified to "Chuck."

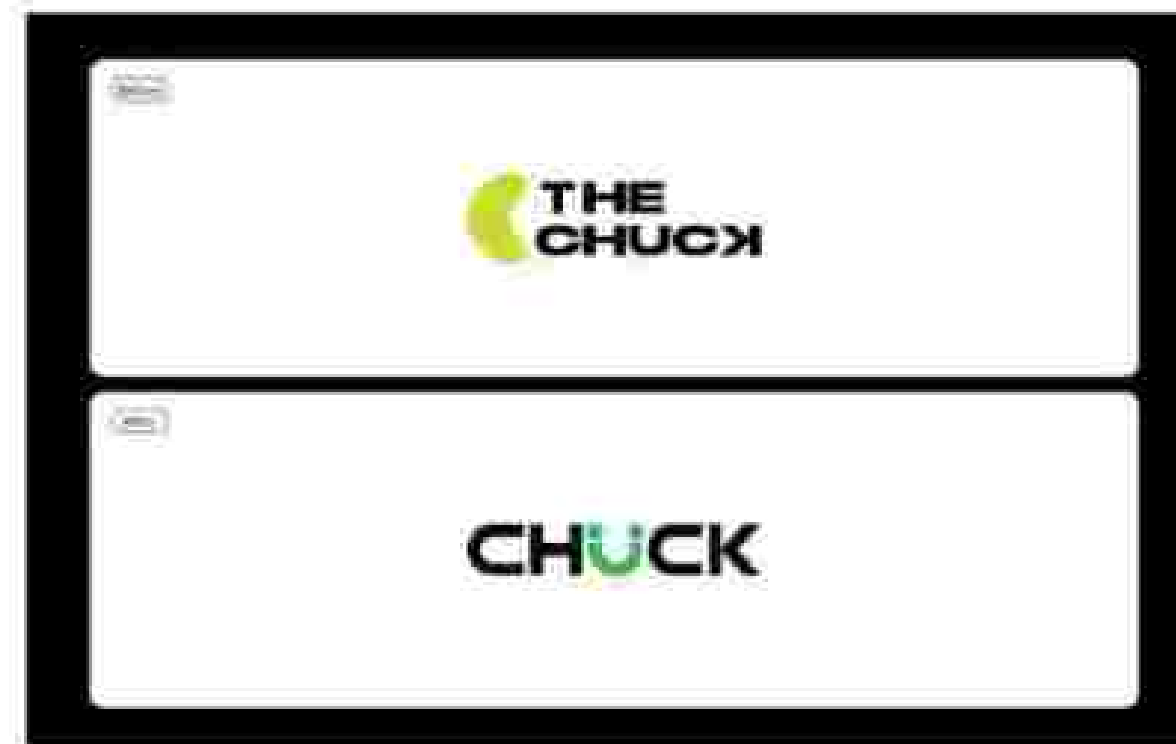
Recognizing these challenges, Chuck partnered with Minute-Creative to completely transform its development strategy. By refreshing the brand and focusing primarily on motion graphics, Chuck is now well-positioned for robust growth in the next phase.

CONCEPT

Motion & Life – Bringing Vitality To Your Brand

"Motion & Life" is a unique concept that combines the two elements of "motion" and "life," bringing emotionally engaging and captivating visual experiences. "Motion" would merely be movements without emotion, but when infused with life in each small detail, every piece becomes vivid and full of character. "Life" is the journey of bringing the brand into reality, creating a deep connection with customers through the most authentic visuals.

"Motion & Life" is not just a way to convey messages but an art of building strong relationships, where every image and every movement becomes the vibrant voice of the brand.

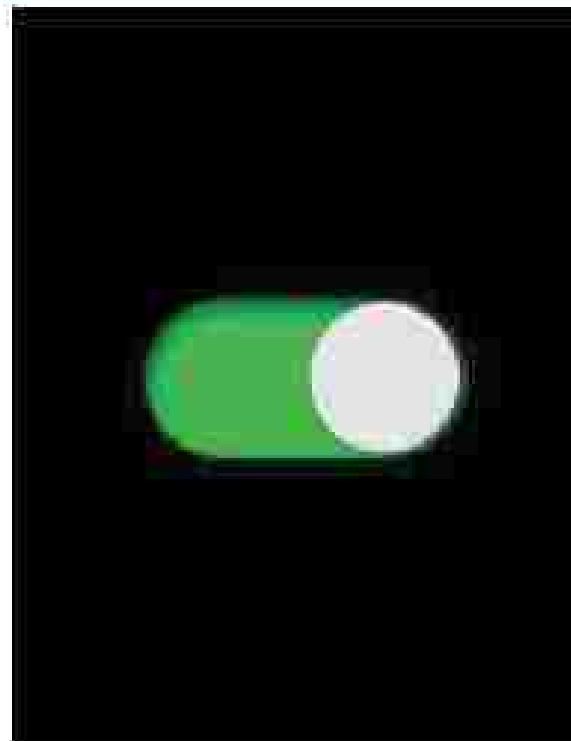


LOGO DESIGN

The new logo is distinguished by its brightness, featuring a more generous smile and sparkling eyes while still retaining the familiar familiarity of the past version.

This new symbol is elegantly integrated into the letter "U," embodying Chuck's core values: a youthful, dynamic, and friendly smile - two people shaking hands in cooperation - and the satisfied smile of a customer. Chuck's creativity and fresh approach promise high-quality services that meet client expectations.

The bright eyes and clever design reflect a commitment to delivering innovative, modern, and highly effective solutions in motion graphics. This new logo marks a shift in brand identity, affirming Chuck's dynamic spirit and readiness to break new ground in pursuit of ambitious goals.



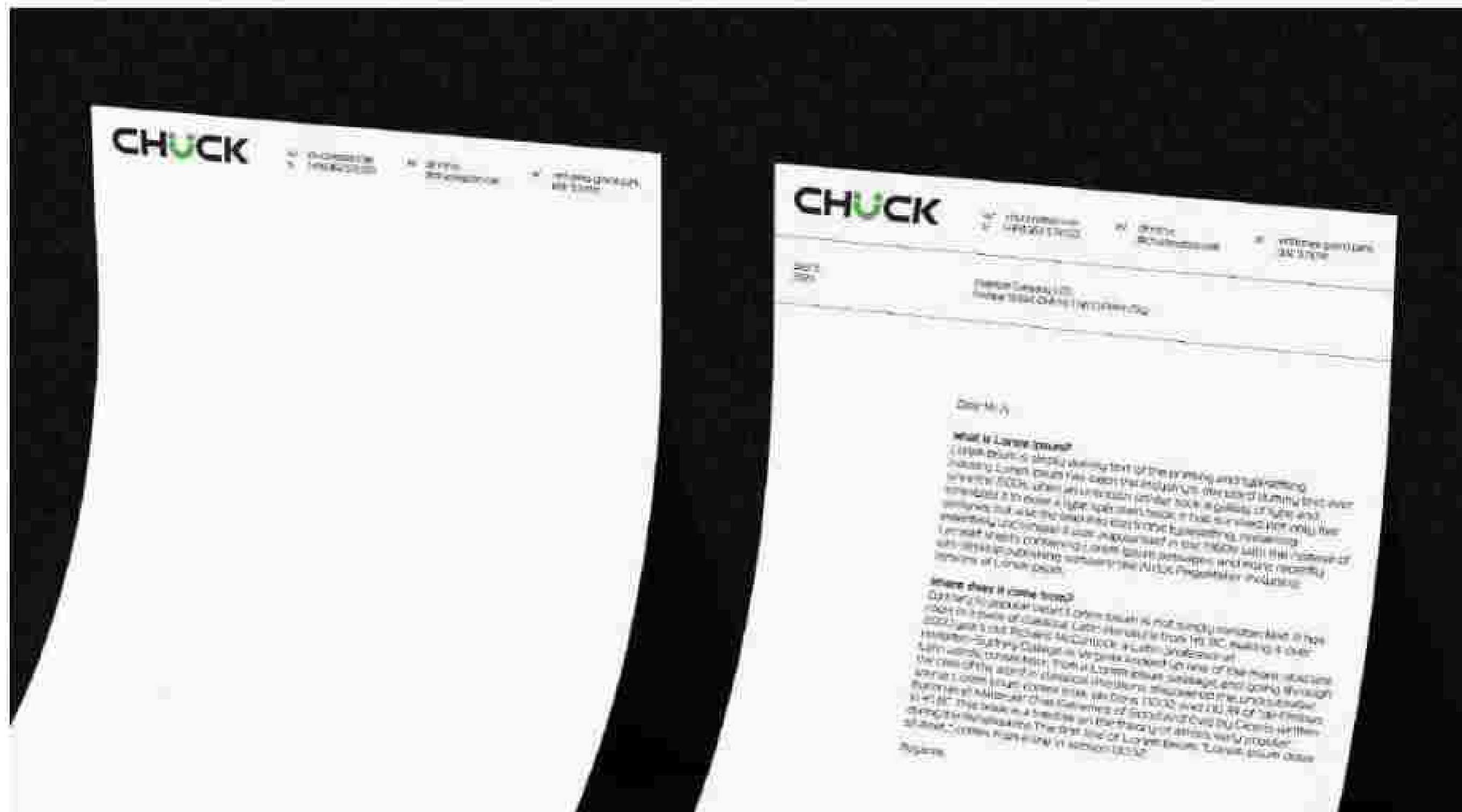
COLOR

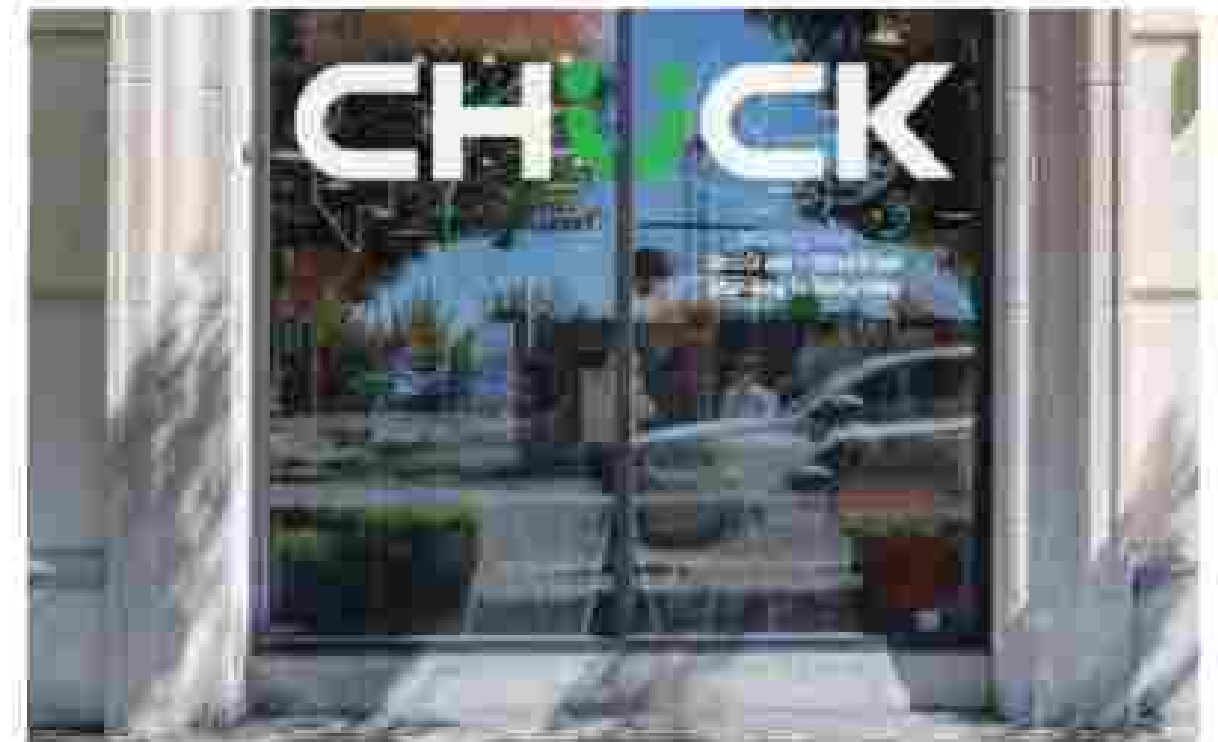
Switch Off Worries to Turn On Creativity. Inspired by the "on" button, once creativity is activated, every client issue finds its solution. The green color symbolizes the shift from "static" to "dynamic." The message is "alive" and "active" to connect with audiences most humanly.











ALP

CATEGORY

Aluminium

DATE

2022

CREDITS

Agency: Formula Creative
Creative Director: Leo Phan
Project Leader: Linh Sam
Logo Designer: Khairi
Brand Designer: Leo Dang
Showcase: Leo Dang





A pioneering Vietnamese brand elevating the value of aluminum, providing aluminum application solutions for a stable residence, career building and developed life.

With over 25 years of experience, An Lap Phat has consistently provided high-quality aluminum and glass products and services to millions of customers nationwide.

ALP (LETTER MARK)

The name change from An Lap Phat to ALP aims to simplify brand recognition and internationalize the brand, allowing products to reach further and cover the globe.

The design language of the ALP typeface, with its carefully rounded corners, symbolizes the meticulous design and manufacturing process of each aluminum product, ensuring user safety.

SYMBOL

Two rectangular bars with a 90-degree angle represent the aluminum industry and related products. The 90-degree angle at the corner symbolizes the precision and standardization of the products.

Two interlocking rectangles symbolize innovative solutions and sustainable development.



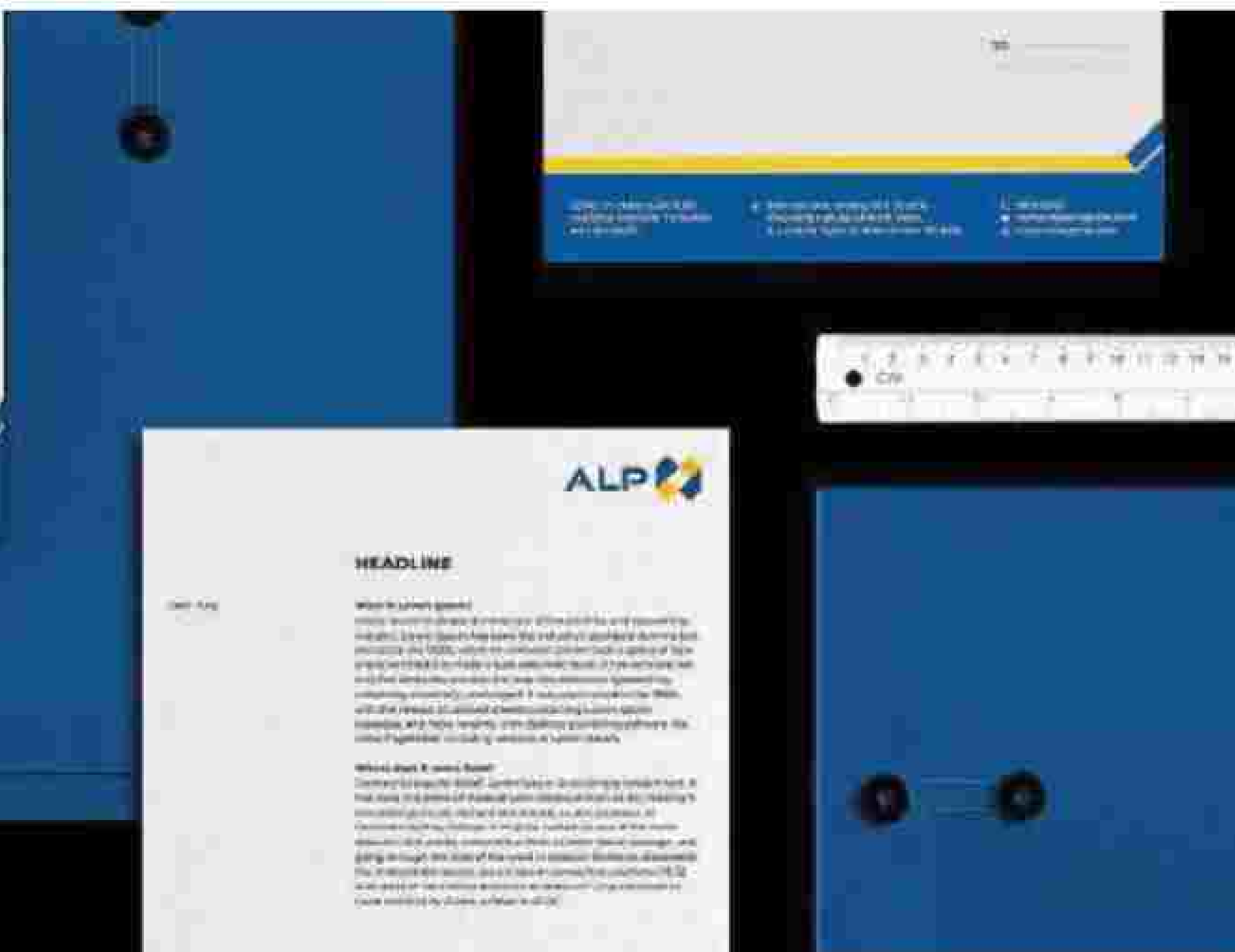
COLOR



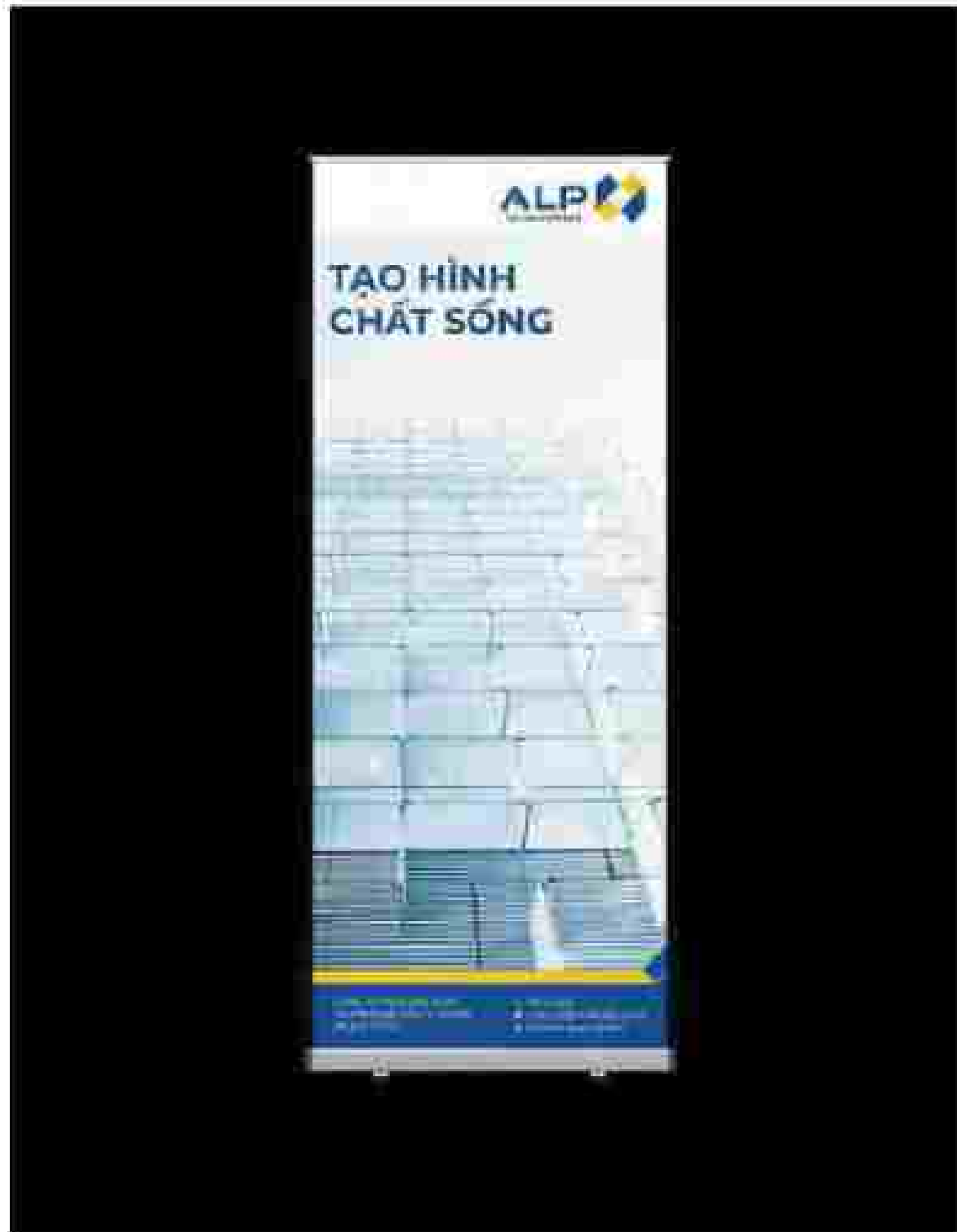
Blue Royal color: The Royal Blue shade, originating from the color of the sky. Blue signifies certainty, durability, and the enduring cycle of life and rebirth.



Yellow Gold color: The color of sunlight, symbolizes positivity, energy, and quality. The daily appearance of sunlight also represents newness and creativity.











VIC

CATEGORY

Aluminium

DATE

2023

CREDITS

Agency: Pomelo Creative
Creative Director: Leo Phan
Project Leader: Linh Sam
Brand Designer: Leo Dang
Showcase: Leo Dang





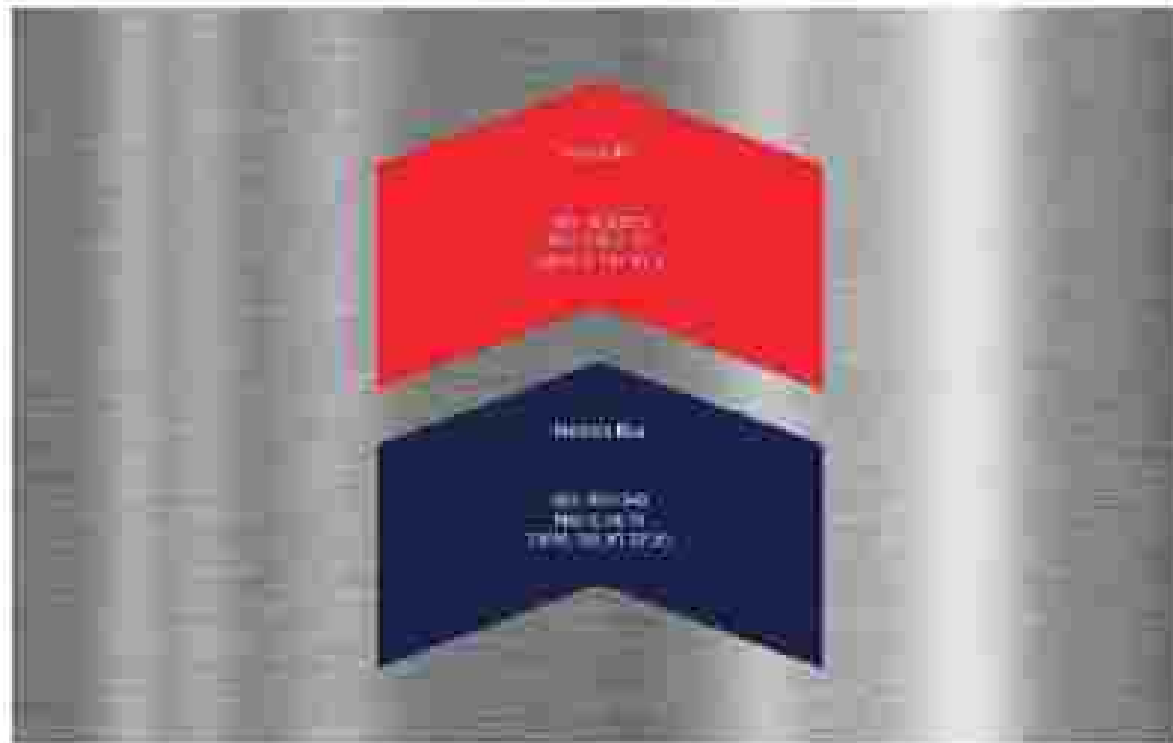
Viet Chau (VIC) - Over 35 years of creating ideal living spaces, continually growing and affirming its leading position. With a highly experienced engineering team and modern production lines, VIC delivers high-quality aluminum doors that meet all customer needs, from residential projects to industrial constructions.



LOGO DESIGN

The VIC logo with two upward-pointing arrows symbolizes a brand that consistently leads in setting new standards for aluminum door solutions. Driven by a desire to reach new heights, VIC brings the best of the best to all deserving owners of a perfect mansion.





COLOR

VIC's color palette reflects the brand's core values.

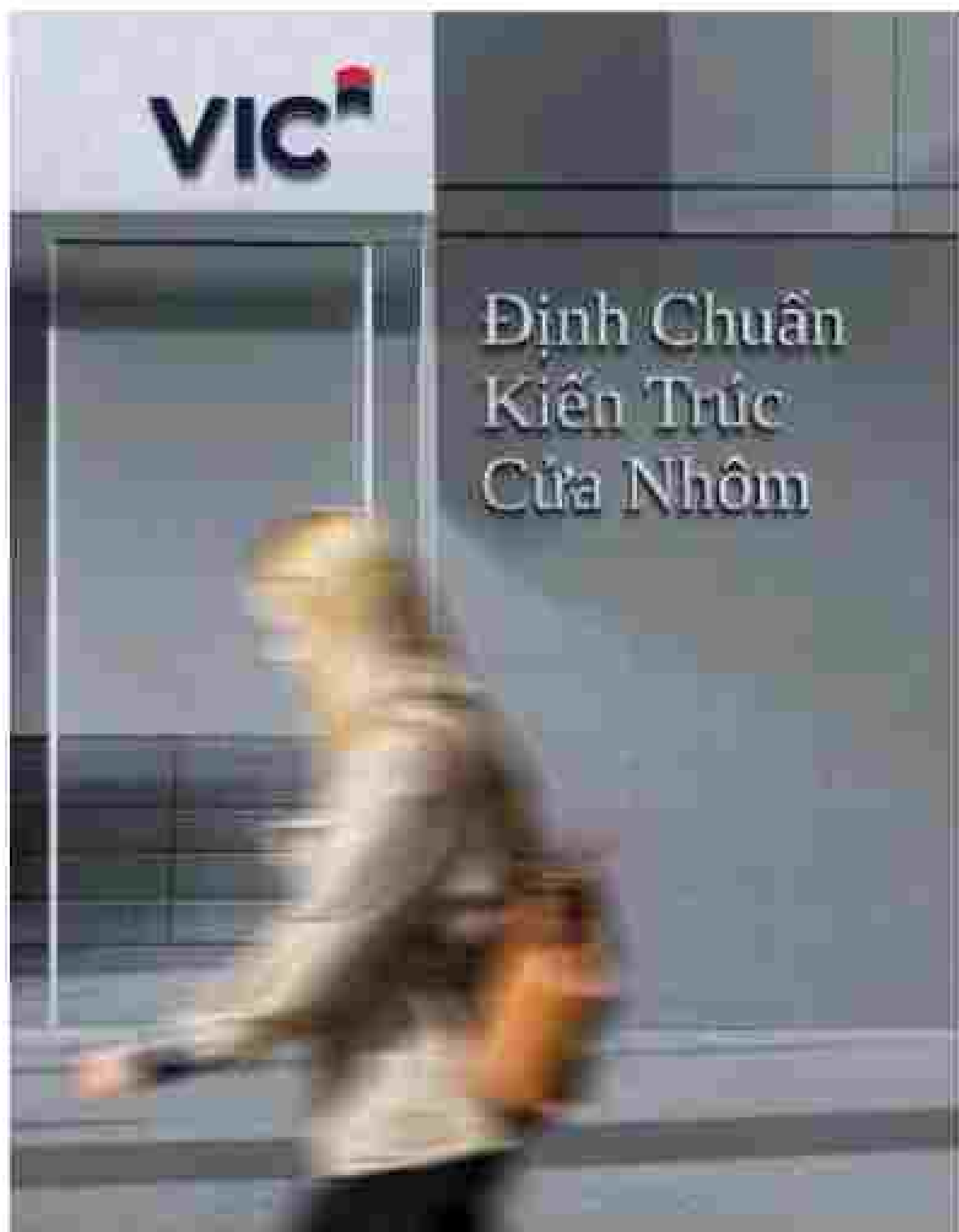
Premium Blue:

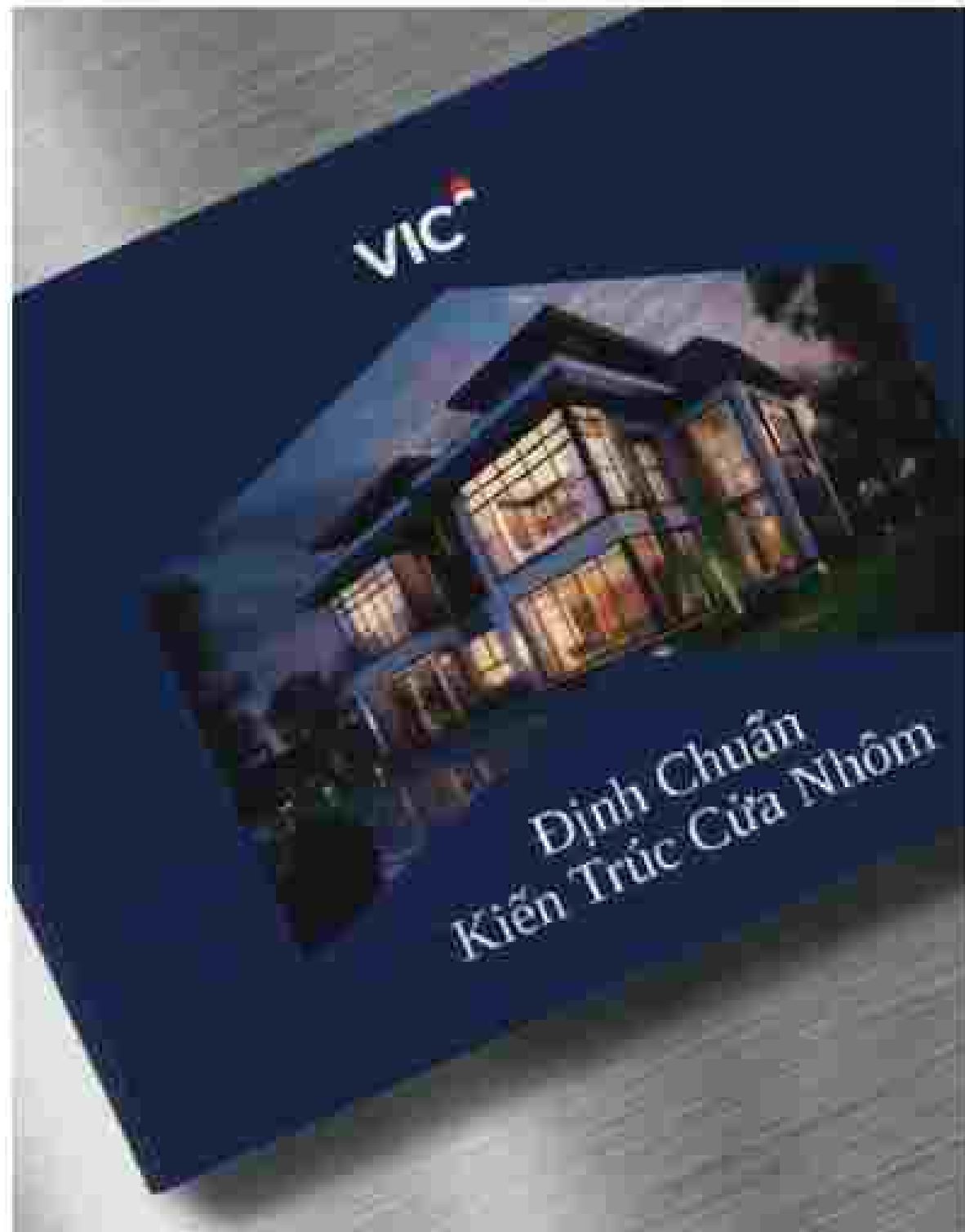
The primary dark blue color represents the brand's credibility, professionalism, and steadfastness.

Victory Red:

The red color signifies sophistication and the aspiration to lead, continually grow, and conquer new heights, aligned with the mission of "Setting the Standard in Aluminum Door Architecture" and creating exclusive, upscale living spaces for every customer.







Định Chuẩn
Kiến Trúc Cửa Nhôm





BEAM PILATES

CATEGORY

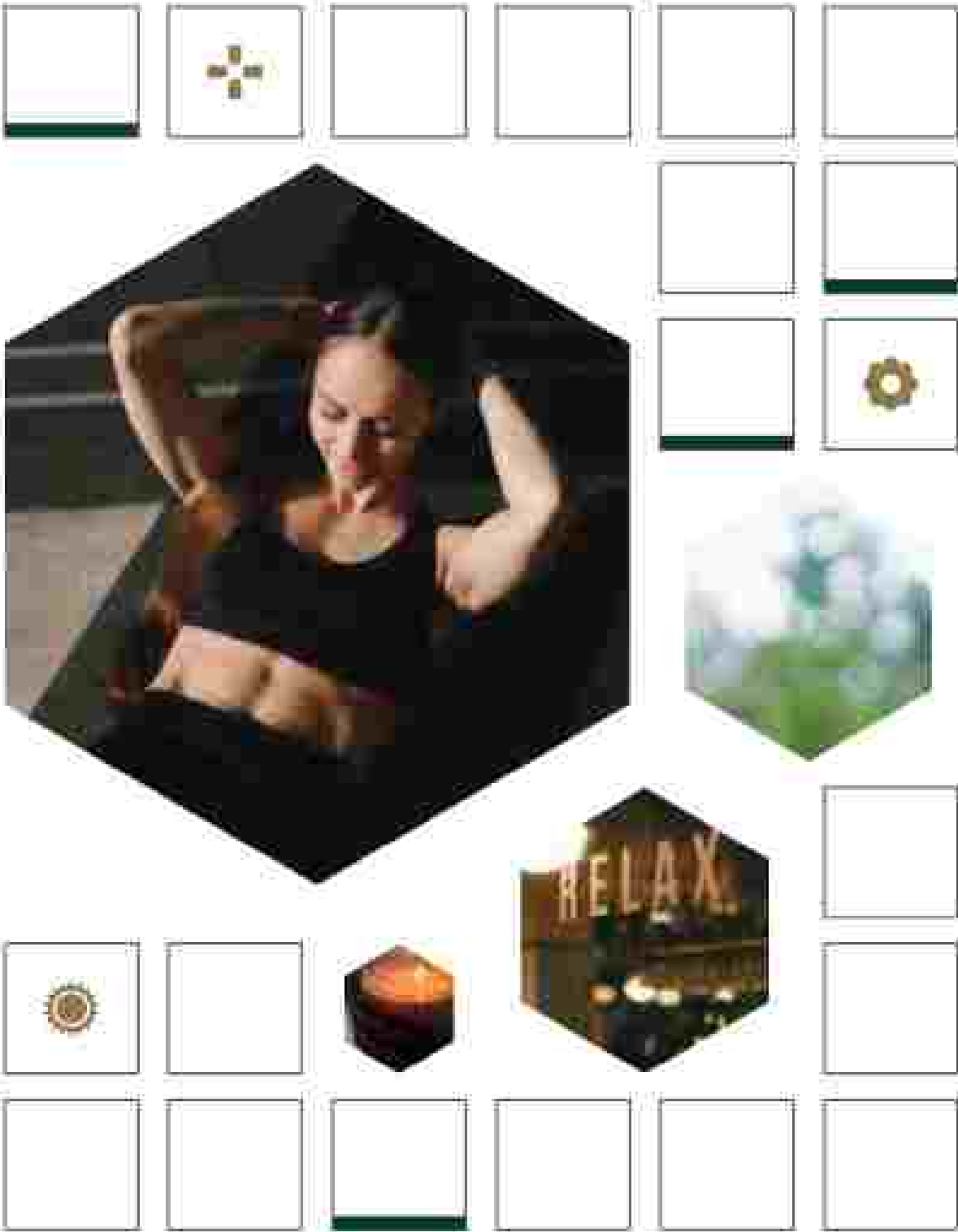
DATE

Pilates

2024

CREDITS

Branding Studio: Minute-Creative
Art Direction / Brand Designer: Leo Dang
Creative Partner (Copy-based): Pass Trinh
Account Executive: Oa Nguyen
Showcase: Leo Dang





Beam Pilates - International standard Pilates studio system in Ho Chi Minh City

Beam Pilates utilizes the comprehensive power of Pilates to transform lives and elevate lifestyles. Through gentle yet highly effective exercises for the body, combined with a cozy space, Beam Pilates will be a place where you can slow down to reorganize your life, balancing your outside work and your inner world. Beam Pilates wants to bring you the most complete experiences on your journey of relaxation and self-discovery.



CURRENT

This current logo does not effectively convey the characteristics of its industry or services. Its visual identity lacks consistency, as there is no specific concept, the colors, and fonts used are not cohesive. Additionally, the logo becomes unclear when scaled down, with a lack of balance in its composition the text and symbol are disconnected and lack unity. Furthermore, the design style is outdated and does not align with modern trends.

Recognizing the problem and understanding that the representative image of a brand is an important factor in demonstrating professionalism, Beam Pilates wants to renew the brand image to reaffirm its position in the market.

The new logo will bring a revolutionary look, not only harmoniously reflecting the overall image of the parent brand but also establishing a uniqueness for the sub-brand.



LOGO DESIGN

The logo represents the balance in Pilates.

Keeping the core meanings from the parent brand's win concept, the Beam Pilates logo retains the hexagonal symbol with an integrated plus sign representing unity and commitment to the core values of the Beam Group community.

To create its distinct identity, Beam Pilates adopts a new color and utilizes a logotype with softer, more fluid typography, embodying two key characteristics of the brand: closeness and gentleness.





COLOR

Immerse yourself in nature to discover the inner connection. The steppe green symbolizes a deep bond with nature, evoking feelings of relaxation, freshness, and vitality. Combined with the natural wood brown, a symbol of simplicity and coziness, it brings about a sense of balance.

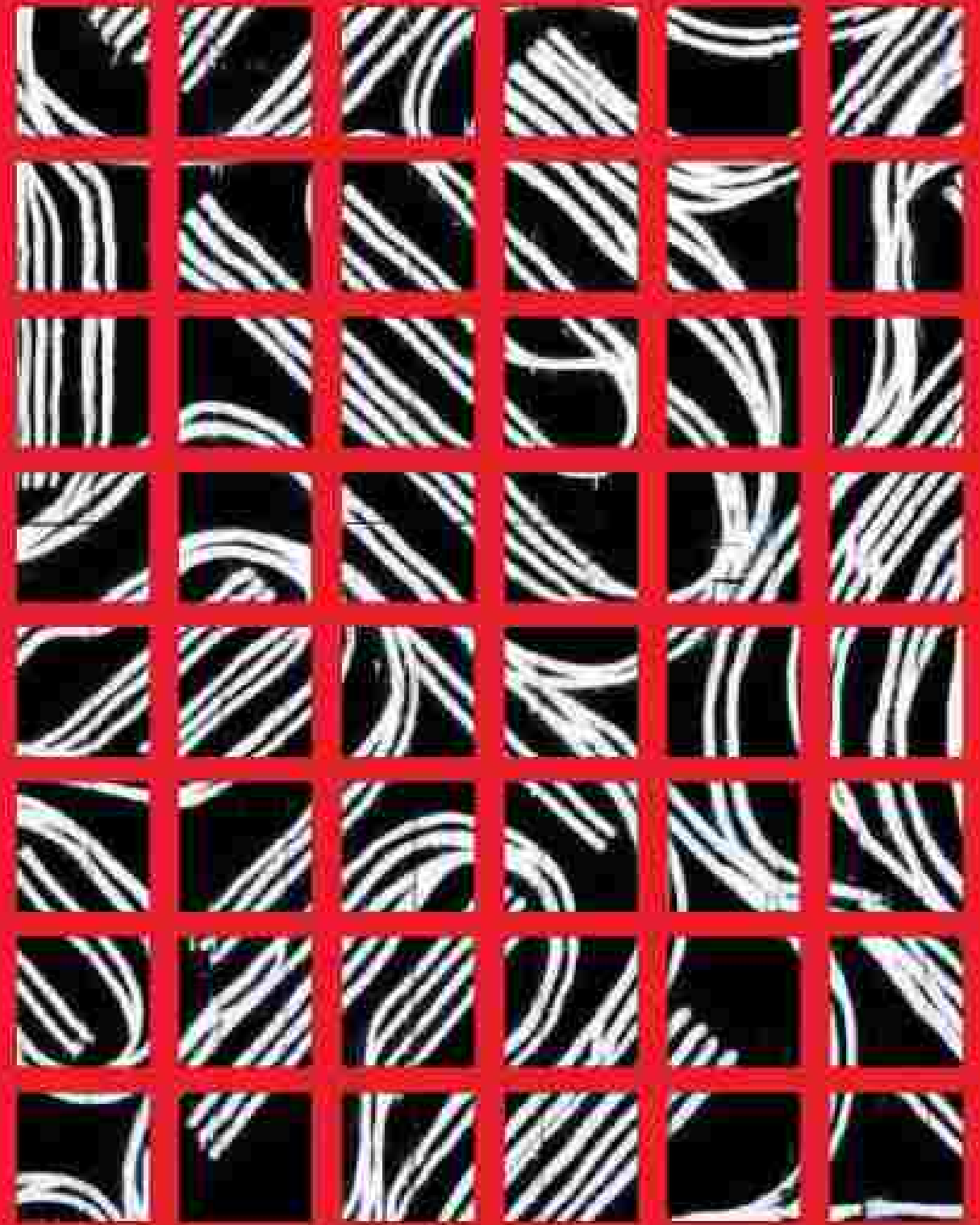
The harmonious blend of steppe green and natural wood brown represents the unity of "Wood" and "Earth", two foundational elements for sustainable growth. This not only inspires a sense of peace and balance but also conveys the brand's message: placing humans at the heart of every value.



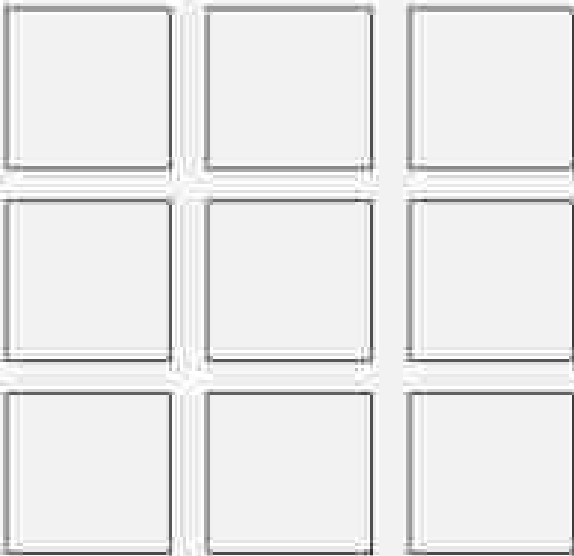
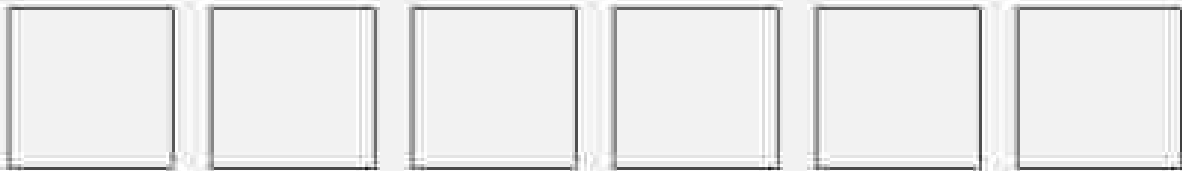




*Life is a journey,
not a destination.*



MANY THANK



SPECIAL THANKS TO

I would like to sincerely thank Mr. Phan Trong Binh for the opportunities and the best conditions he has created for me during my study and work. His patient guidance and candid feedback have not only helped me complete projects successfully but also helped me grow significantly in my professional skills.

Thanks to him, I have made significant progress and feel more confident in my abilities. I am very grateful for everything he has given me.

INSTRUCTOR AND ADVISOR

Binh Phan, Binh Nguyen, Tammy Hoang, Phuc Nguyen, Quyen Chau, Hung Thai, Thang Nguyen, Minh Nhat, Ha Nguyen, Truong Thanh, Son Phien, Uyen Dong, Phuong Nguyen, Tan Le, Huy Nguyen, Xuan Pham, Mai Tran, Thao Duong, Linh Tran, Tuan Le, Hoa Tran, Linh Sam.

FAMILY & FRIENDS

Grandparents: Dad, Mom, Hoang Danh, Hai Nguyen, Thanh Truc, Kim Nhu, Minh Thao, Phuong Thao, Kieu Quyen, Dai Nguyen, Chau Lan, Tuan Vinh, Hieu Black, Hoang Vuong, Nhu Nguyen, Van Anhi, Duy Nguyen.

THANKS

The love, support, and guidance I've received from everyone are truly priceless. I deeply value every moment of your companionship. I offer my heartfelt thanks to you all for everything.

