



NAME CARD

The name card is designed to revolve around the brand logo. On the back of the name card, emphasis on a part of the brand logo can be seen.



Front



Back

RESUME

GOH CHANG YUN

+65 9123 4567

e0123456@u.nus.edu

ImChangYun.github.io

Education

- National University of Singapore Aug 2021 - Present
Bachelor of Social Sciences with Honours
Major in Communications and New Media
- Singapore Polytechnic Aug 2016 - Apr 2019
Diploma in Business Administration
Specialising in Supply Chain Operations

Activity

- ComLink Befrienders Feb 2023 - Present
 - Listened attentively to the concerns of families and children, working to better understand their needs
 - Demonstrated empathy, sensitivity, and professionalism in all interactions with families
- NUS Bowling - Vice-Captain Jul 2022 - Jul 2023
 - Coordinated team training by confirming lane availability and sending monthly schedules
 - Acted as a liaison between team members and the coach, communicating concerns to improve team performance
- Future Electronics - Inside Sales Coordinator Intern Sep 2018 - Feb 2019
 - Verified purchase order data within 24 hours, ensuring accurate processing and preventing shipment of wrong items, resulting in a cost savings of \$400.
 - Managed daily administrative tasks for sales branch, maintaining efficient operations.

Competencies

English

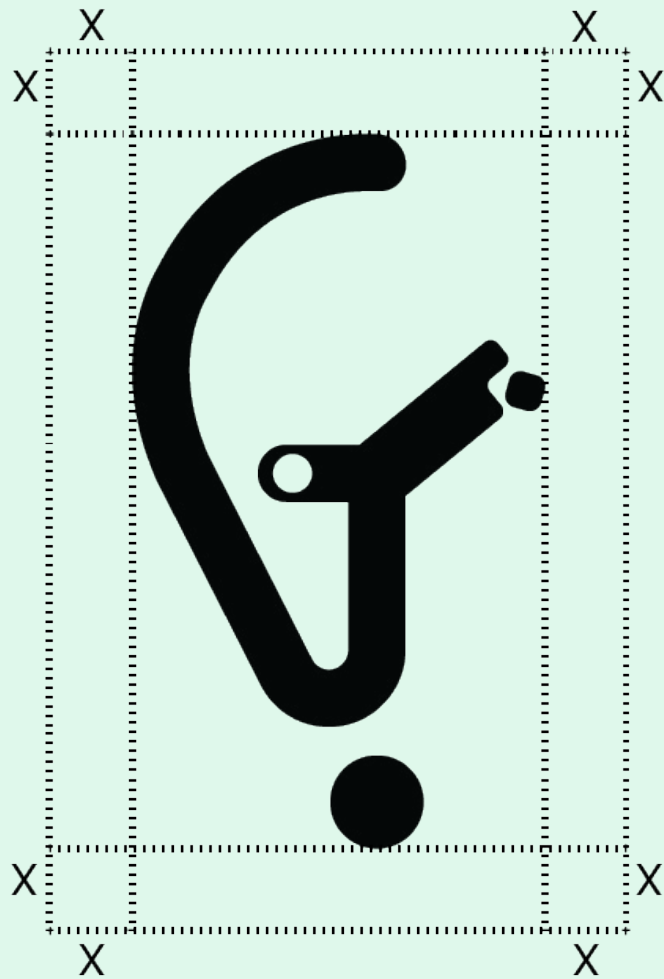
Javascript CSS
HTML Illustrator
Chinese

Excel
Premiere Pro

Photoshop InDesign
Python R Studio



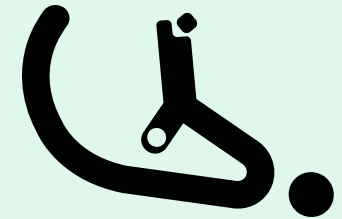
LOGO GUIDELINES



Exclusion Zone



Do not change logo to any other color



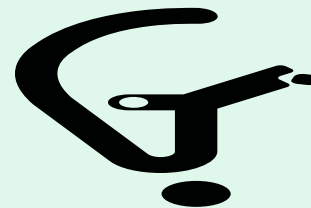
Do not rotate logo



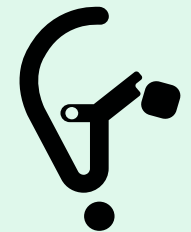
Do not remove any element from logo



Do not add text to logo



Do not distort logo

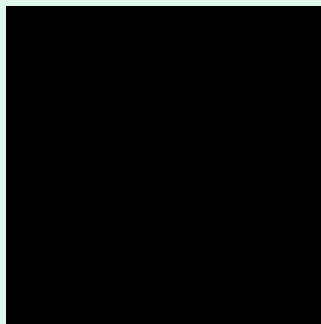


Do not alter any element from logo

COLOR GUIDELINES

The primary color of White Ice, Pale Purple, and Brown Sugar are vibrant to the eyes. They represent the brand image of calmness, determination and positivity.

The neutral color of Black is used as the secondary color to convey the idea of professionalism and minimalism of the brand image.



Black

HEX #000000
RGB 0, 0, 0
CMYK 75, 68, 67, 90



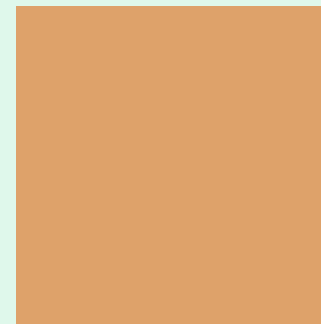
White Ice

HEX #DFF8EB
RGB 223, 248, 235
CMYK 10, 0, 5, 3



Pale Purple

HEX #B78CE6
RGB 183, 140, 230
CMYK 20, 39, 0, 10



Brown Sugar

HEX #DEA26A
RGB 222, 162, 106
CMYK 0, 27, 52, 13

TYPOGRAPHY

CIRCULA MEDIUM | HEADERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

“!@#%\$%^&*? ,+-= /

Homizio Black | Sub-Heading

Homizio Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

“!@#%\$%^&*? ,+-= /

Homizio Regular | Body Text

Homizio Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

“!@#%\$%^&*? ,+-= /

NAME CARD - MOCK UP



RESUME - MOCK UP

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