



doobedo design	works
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-
- Identity
 - Packaging
 - Environmental Graphics
 - Retail Interior



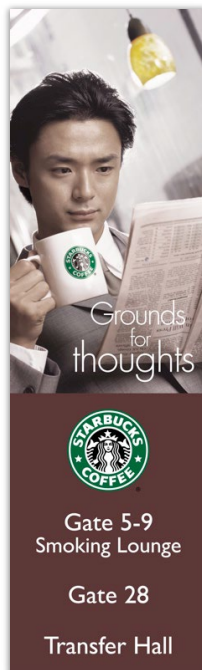
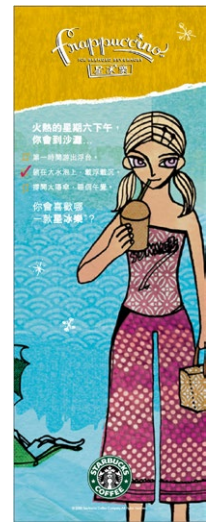


doobedo design is a design consultancy founded in 2010. We provide end-to-end design solutions, from brand identity to environmental graphics. Our philosophy is anchored in a belief in the power of top design, which emboldens us to push the boundaries of creativity, and to bring out the best in our projects.

At doobedo design, brand building is a sophisticated matter of structuring visible and intangible elements, then accentuating the functionality creativity. In environmental design, we apply specific means and materials to distinguish a brand in a design context that delivers clarity and lucidity, all the while taking into account the client's needs.

Starbucks

POS / Packaging



Starbucks

POS / Packaging



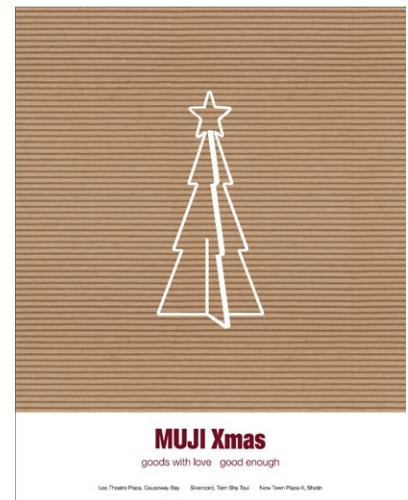
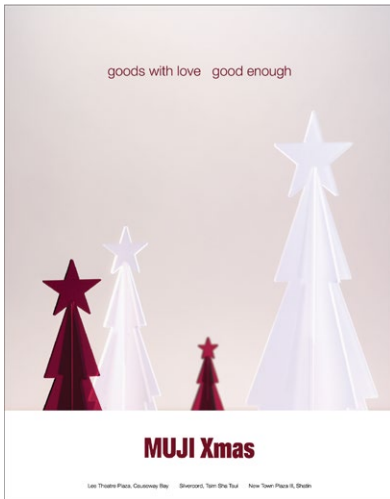
MUJI

X'mas Promotion Brochure



MUJI

X'mas Promotion Brochure

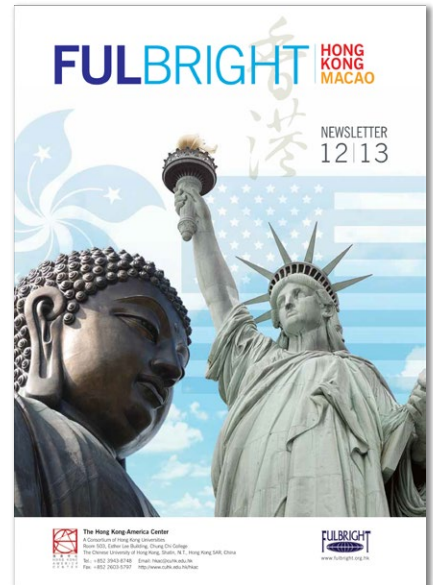


Hong Kong Tourist Association

Promotion DVD Box Set

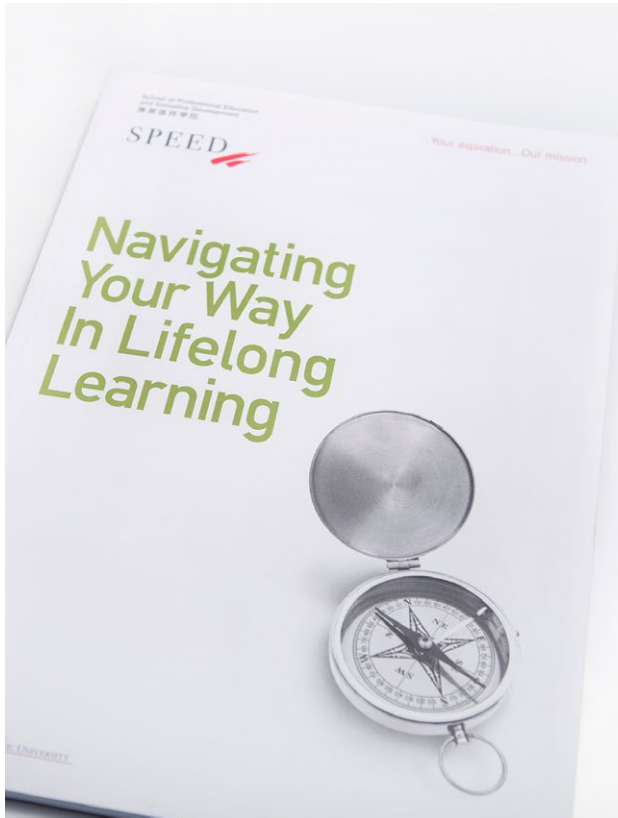


The Hong Kong-America Center Fulbright Report





The Hong Kong Polytechnic University SPEED Prospectus



Antalis

Paper Distributor Calendar





LCX

Xmas Catalogue

A set of stylish catalogue featuring selected gift products.
A set of three to be given away inside LCX and Harbour City.



CityWall

Marketing Promotion Brochure





Grand Century Place

Food Court Leasing
Promotion Brochure



Grand Century Place

Food Court Environmental Graphics & Installations

A new food court concept applied in Grand Century Place, visually drive the appetites of customers, enjoying a happening and cosy environment while having their meals.





Main Visual

The ONE

Spring / Summer Promotion

We were appointed by Chinese Estate to create a set of image to welcome to the summer season of 2011. As the shopping mall has wide range of trade mix including F&B, fashion and life style shops, we proposed to use 3 models dressed in 3 color schemes to represent the vibrant image of this young customers targeted shopping mall.

Together with the images, a set of directional signage with shoppers' information were needed to align to the image. Therefore we have also redesign the shopper main directory, directional standee and shopping guide, which facilitate the shoppers for a more pleasant experience.



In-mall Image Lightbox



The ONE

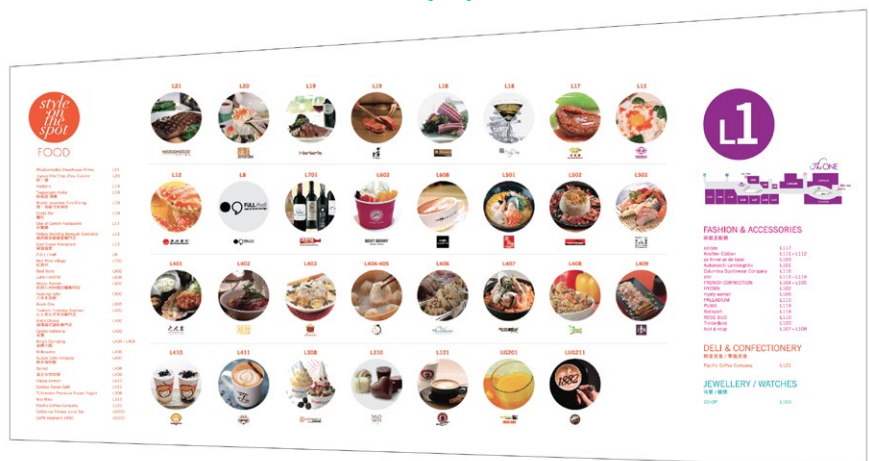
Summer Promotion



Outdoor Billboard



In-mall Image Lightbox



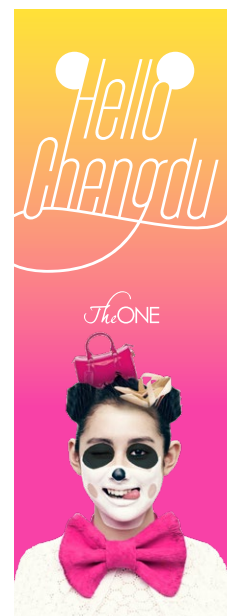
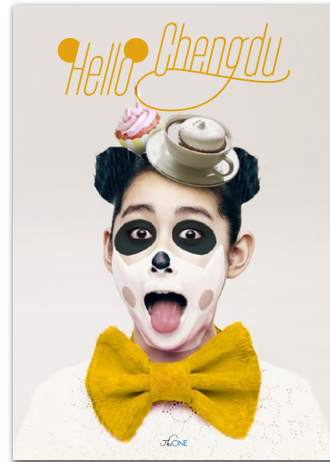
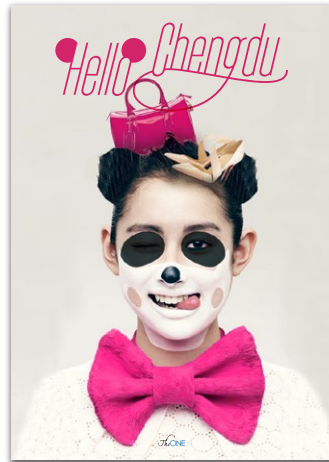
Food Directory



Cut-out Directory Stand

The ONE Chengdu

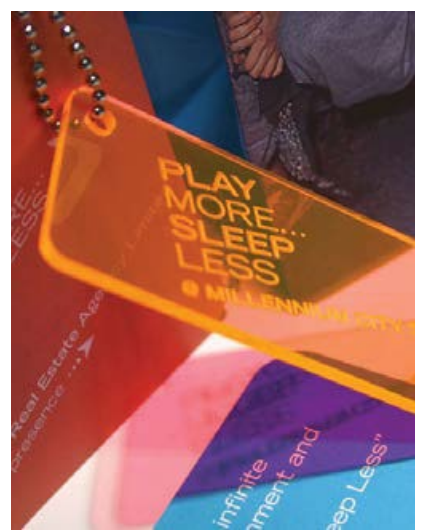
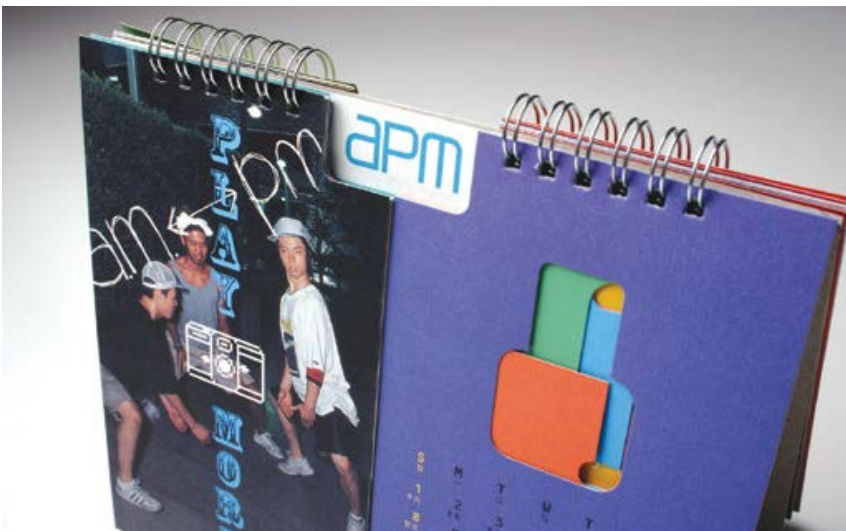
Opening Promotion





apm

Mall Opening Promotion



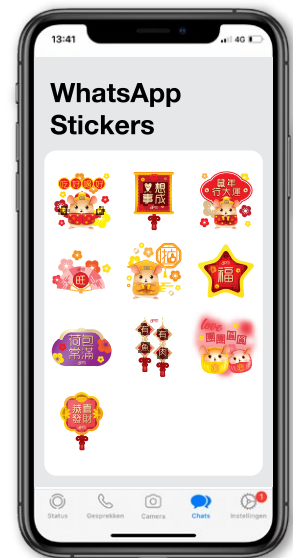
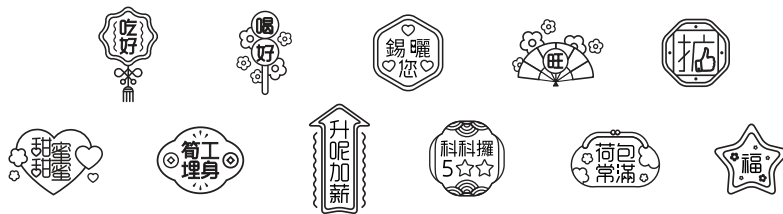
apm X'mas Promotion Materials



apm CNY Promotion Materials



Wishing Card & Chops



apm

In-mall Selfie Wall





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In-mall Food Directory



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In-mall Renovation Hoarding



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In-mall Promotion Materials



iapm

VIC Club Member Kit Set

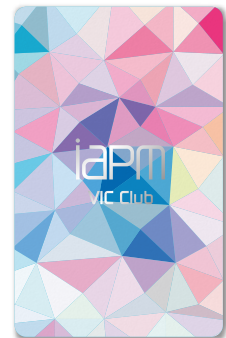
VIC Club Kit Set - Folder



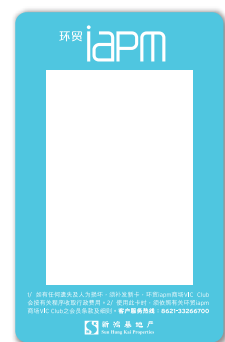
VIC Club Kit Set - Welcome Message



VIC Club Kit Set - Member Card



Front



Back





World Trade Centre (WTCHK) Promotion Materials



BMX Park

Brochure Design





BMX Park

Website Design





The Spaghetti House

F&B Brand Positioning

Facing the keen competition from factory based restaurant, TSH took on a brand renewal work for it's chained restaurant in order to differentiate themselves as a kitchen based restaurant.

Using the "Pasta Expert" mark and it's renewed style to extend the whole visual identity.



ME.N.U

Chained Restaurant Brand Identity & Interior Design

ME.N.U is a brand operated by The Spaghetti House, Cafe De Coral. Extending their experience in pasta dining and fast food operation, this restaurant brand is a new fix of the both of the expertise.

The design is based upon the positioning of contemporary fast food diners have expectation of new fast food experience and product selection. The restaurant has applied an extensive use of contemporary elements such as illustration and geometric form to bring new dimensions to the market.



ME.N.U

Chained Restaurant Brand Identity & Interior Design



Contemporary
Dining Experience



Happy Lemon

Chained Restaurant Brand Identity / Visual Identity / Packaging / Interior Design

Happy Lemon is a take away Taiwanese drink speciality store operated by specialist RBT. In order to penetrate to the new market by this new retail operation, an extensive development from unique brand name to every detail in the store were needed.

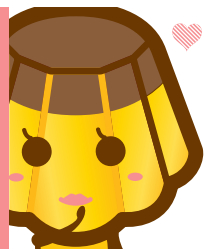
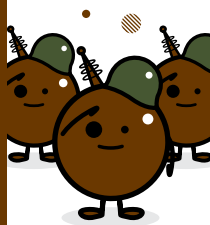
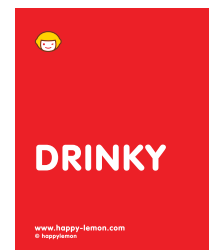
As the management has a high expectation on the branch expansion internationally, we use an extensive and catchy way of graphic language and interior design to differentiate this brand from the traditional Taiwanese drink selling brand. Happy Lemon has expanded to more than 100 stores in Greater China and her foot print can now also be found in Hong Kong, Macau, Taiwan, Korea, Japan, Australia, Singapore, Philippine, Dubai, UK, USA and Canada.





Happylemon

Chained Restaurant Brand Identity / Visual Identity / Packaging / Interior Design



Happylemon

Chained Restaurant Brand Identity / Visual Identity / Packaging / Interior Design



Happylemon

Chained Restaurant Brand Identity / Visual Identity / Packaging / Interior Design





Tea Life Concept

Chained Restaurant Brand Identity / Visual Identity / Packaging / Interior Design

An experimental brand variant developed as a new concept. The store is located in TheOne, Tsim Sha Tsui, Hong Kong.
Introducing real tea enjoyment by offering tea leaf products and premium tea drinks.

Tea Life Concept

Chained Restaurant Brand Identity / Visual Identity / Packaging / Interior Design





Tai Cheong Bakery

Chained Store Brand Identity / Packaging

Redesign the image of a legendary bakery in Hong Kong. Beside it's famous Chris Patten egg tart, Tai Cheong has extended it's product into different categories from traditional Cantonese snacks to drinks. A series of product identity were designed to facilitate the client to position their product more efficiently.





Tai Cheong Bakery

Chained Store Brand Identity / Packaging





Tai Cheong Bakery

Chained Store Brand Identity / Packaging





Jovell

Packaging Design





Cowboy Seven Cafe

F&B Brand Identity / Packaging

A cafe serving quality coffee drinks and chocolate with delights. As facing the demand of coffee drinker needing brand switch, Cowboy Seven offer an new cafe experience to it customers by applying unique visual design and interior design.



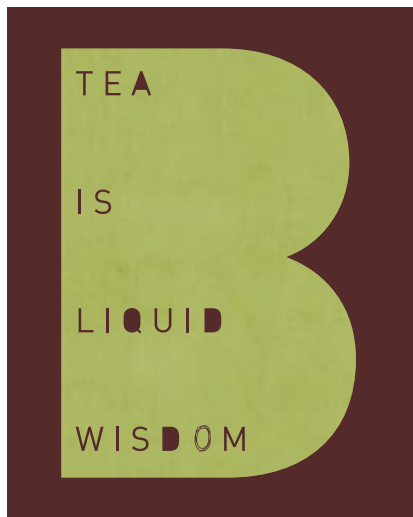
Cowboy Seven Cafe

F&B Brand Identity / Packaging



Cowboy Seven Cafe

F&B Brand Identity / Packaging



RBT II Tea Cafe

Chained Restaurant Brand Identity / Visual Identity / Interior Design

Evolving from RBT, Shanghai market demands a newer RBT image. The new image apply from brand logo, visual systems and restaurant interior design.





RBT II Tea Cafe

Chained Restaurant Brand Identity / Visual Identity / Interior Design



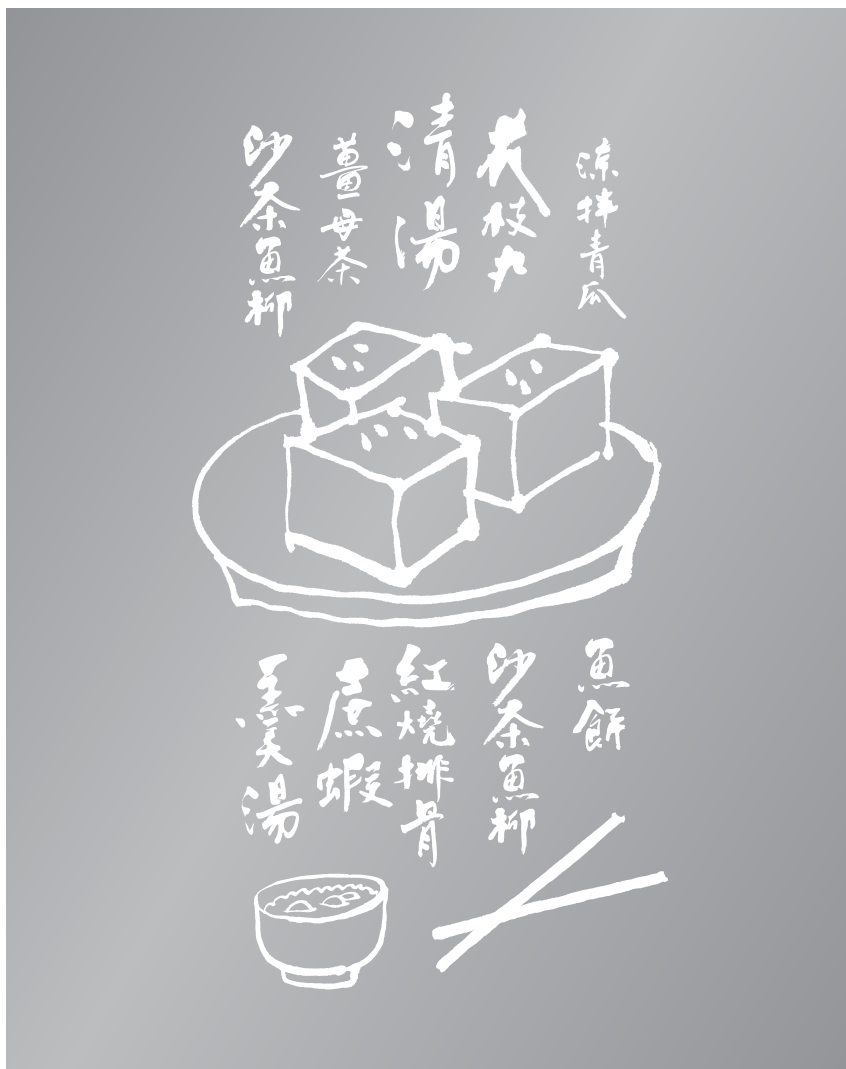
Sima Coffee

F&B Brand Identity / Packaging

Yee Ya Noodle

Chained Store Brand Identity / Visual Identity / Packaging / Interior Design

A Taiwanese noodle stall embracing it's famous Stewed Beef Noodle and Thousand Year Egg with Cold Tofu, finding it's opportunity by applying appetizing brand identity and visuals, together with the new restaurant design.



Yee Ya Noodle

Chained Store Brand Identity / Visual Identity / Packaging / Interior Design



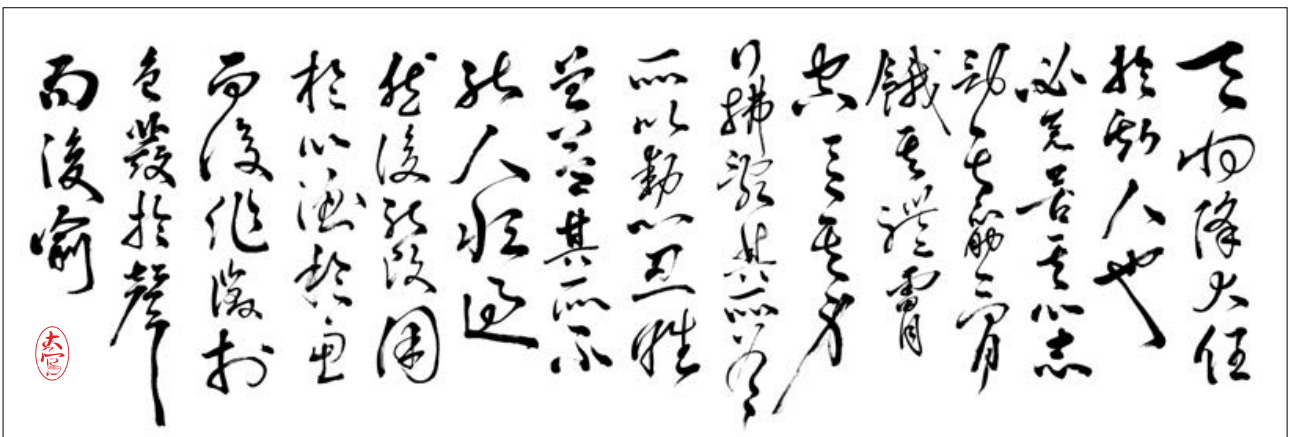
Yee Ya Noodle

Chained Store Brand Identity / Visual Identity / Packaging / Interior Design



Da Guan Noodle

Chained Store Brand Identity / Visual Identity / Interior Design



Da Guan Noodle

Chained Store Brand Identity / Visual Identity / Interior Design



iCorner Story

Chained Store Brand Identity / Visual Identity / Interior Design



iCorner Story

Chained Store Brand Identity / Visual Identity / Interior Design



90° Coffee Bar

Chained Store Brand Identity / Visual Identity / Interior Design



严谨 原味 温和 自主

AMAZING TEAM



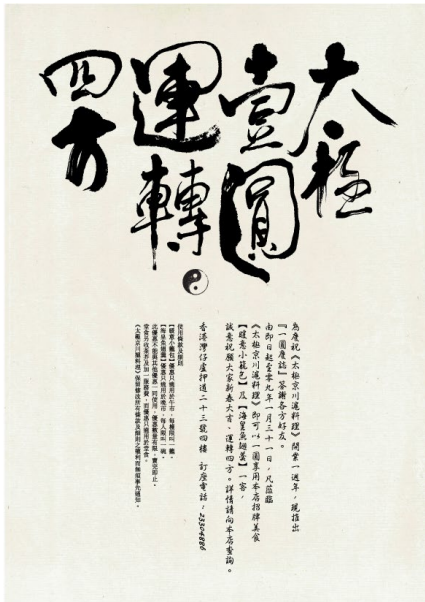
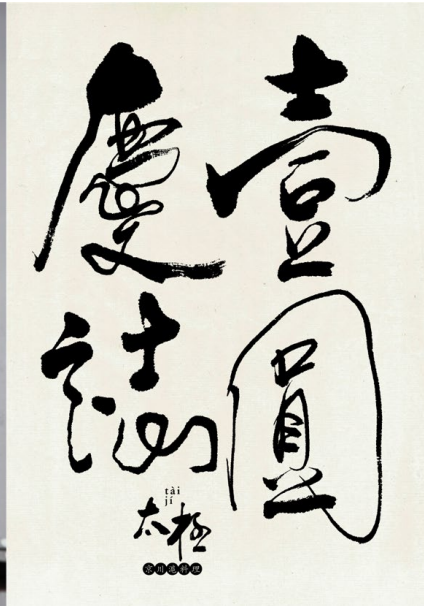
90° Coffee Bar

Chained Store Brand Identity / Visual Identity / Interior Design



Taiji

F&B Brand Identity / Visual Identity



Coffee Story

Chained Store Brand Identity / Visual Identity / Packaging / Interior Design



Coffee Story

Chained Store Brand Identity / Visual Identity / Packaging / Interior Design

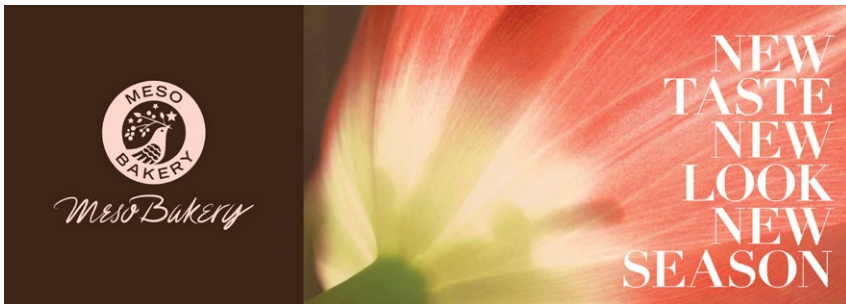


Meso Bakery

Chained Store Brand Identity / Visual Identity / Packaging / Interior Design



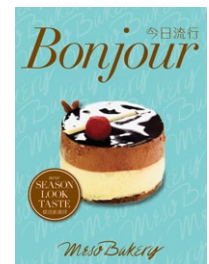
Meso Bakery





Meso Bakery

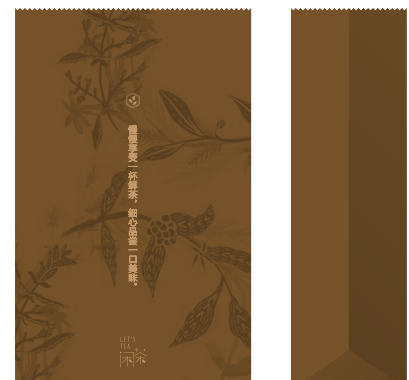
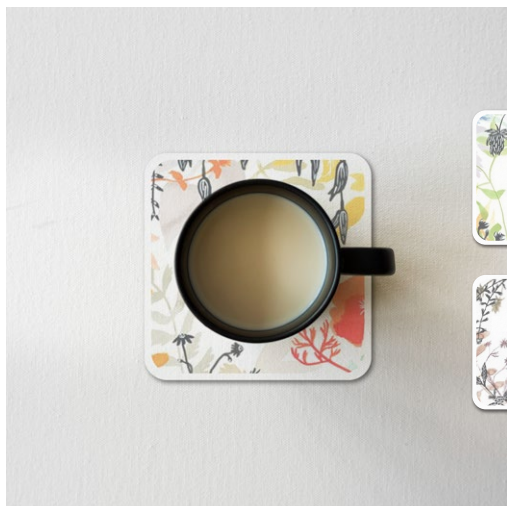
Chained Store Brand Identity / Visual Identity / Packaging / Interior Design





Let's Tea

Chained Store Brand Identity / Visual Identity / Interior Design



Let's Tea

Chained Store Brand Identity / Visual Identity / Interior Design



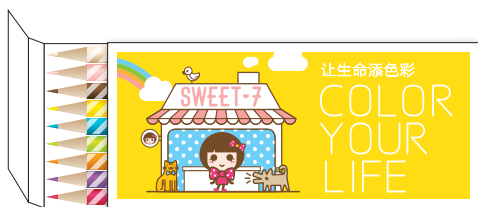
Seven 7

Chained Store Brand Identity / Visual Identity / Packaging / Interior Design



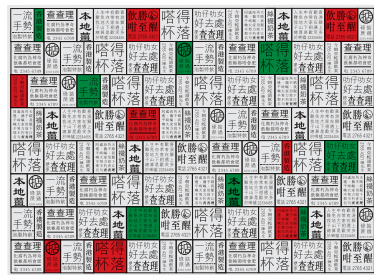
Seven 7

Chained Store Brand Identity / Visual Identity / Packaging / Interior Design



Cha Cha Lee

Chained Store Brand Identity / Visual Identity





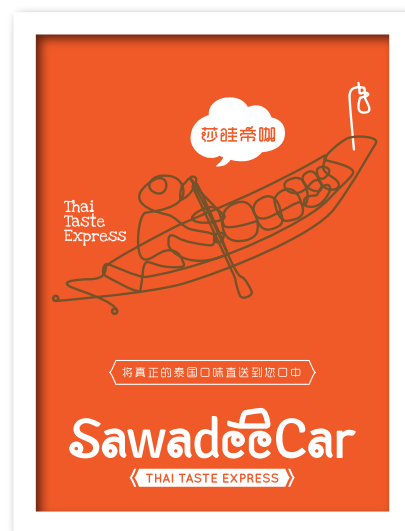
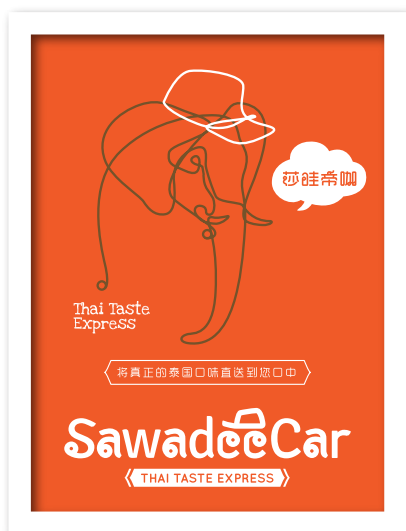
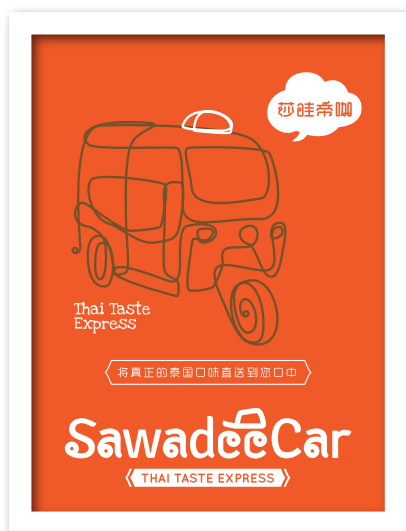
SawadeeCar

F&B Brand Identity / Visual Identity



SawadeeCar

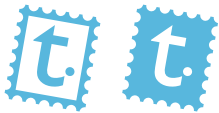
F&B Brand Identity / Visual Identity



Letter T.

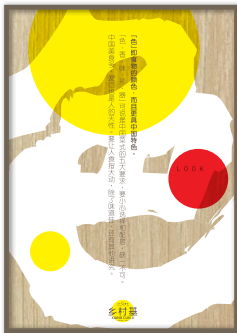
Chained Store Brand Identity / Visual Identity / Packaging

letter **t.**
萊特亭



Xiang Cun Ji

Chained Store Brand Identity / Shop Visual Identity



Xiang Cun Ji

Chained Store Brand Identity / Shop Visual Identity



乡村基

概念店新视觉设计概念

新视觉设计概念源自于品牌的核心文化，乡村基的使命就是——

“做一顿好吃的饭
让您感受到家的温暖”

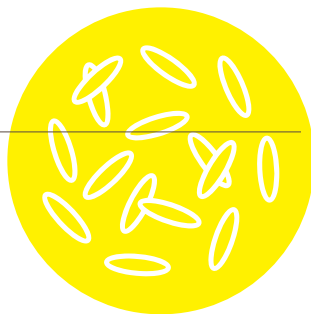
做一顿您每天生活最基本的饭，不作花巧添加，只用心做让每个客人都感受到像家人为您做的饭菜由内到外的温暖，像太阳高挂照出的温暖。



“一碗饭”作为形象图案，
代表每天基本的需要就是饭，
就是乡村基



黄色圆点作为形象色系，
代表给您温暖的太阳，
照遍大地





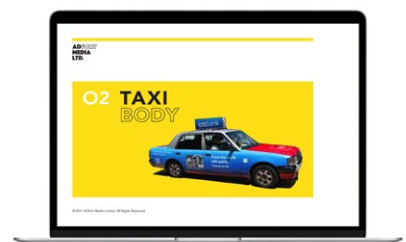
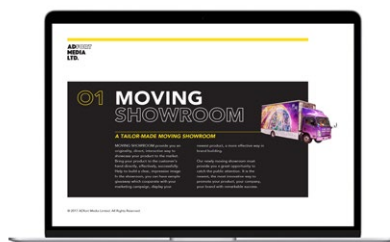
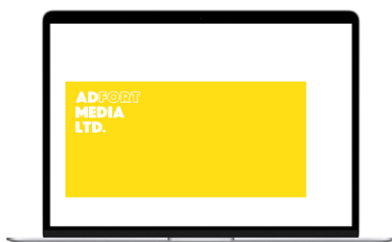
ADfort Media Ltd.

Brand Identity / Website Design

**ADFORT
MEDIA
LTD.**

**AD
ML.**

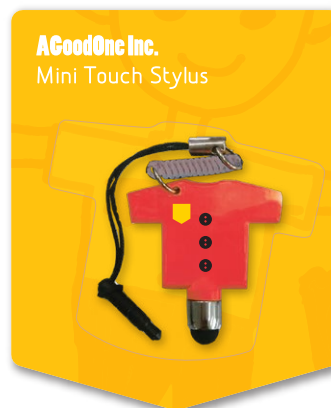
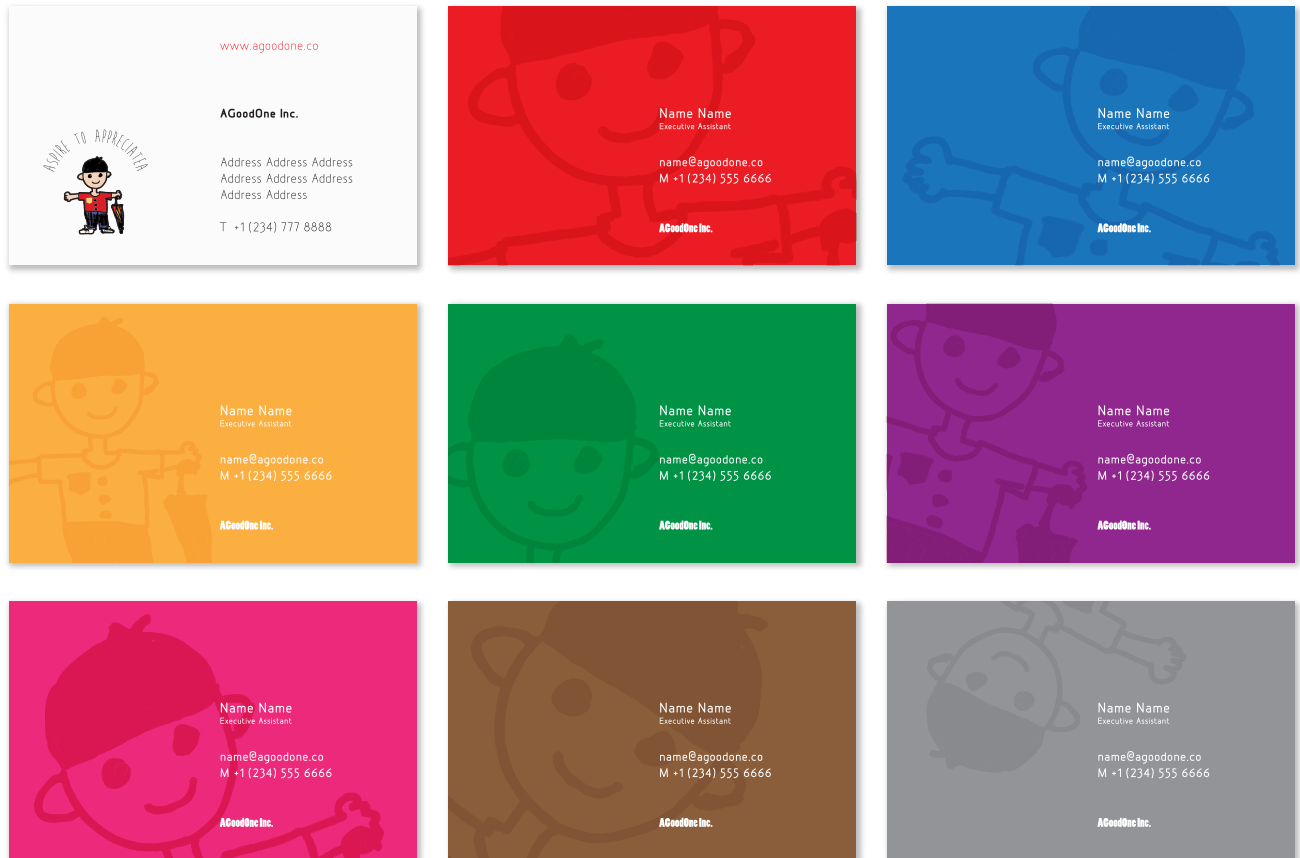
**AD
ML.**





A Good One Inc.

Name Card & Mini Gift Design for a Canadian Startup Business





A Good Home

Logo & Postcard Design for a Canadian Startup Business



A
GOOD
HOME

www.agoodhome.co

FRONT

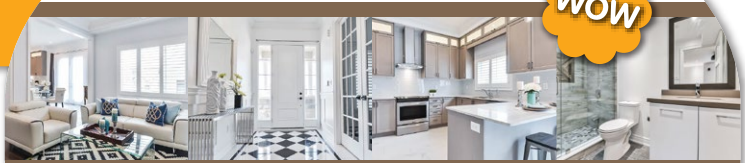


AGOODHOME
TOTALLY LIVING SOLUTION



AGOODHOME
DESIGN & RENOVATION

WOW



WITHIN
BUDGET



ON
SCHEDULE



WORRY-FREE
QUALITY

123-123-4567

info@agoodhome.co

Showroom
Address Address Address Address
(by appointments only)

BACK



Amoy Plaza

Way Finding System and Mall Zoning

Amoy Plaza was a scattered shopping mall (with 3 different blocks) without extensive retail plan before this major renovation in 2009.

Due to the complication of the retail mix, zoning system was the first task to facilitate better shopping flow. With the use of zoning identity logo and color, the style of the shopping is also undated to fit nowadays shopping trend and the local market.



Lee Theatre Plaza

Mall Signage Design & Ambiance Enhancement

The Developer Hysan Developments has this commercial complex in the prime area of Causeway Bay. However, the original ambience and signage system was not up to the expectation of the shoppers.

This custom sign system was design to enhance the shopping experience by applying lighting ambance and shopping informations, including places for tenants' exposure advertisement.

Lan Kwai Fong - California Entertainment Building

Building Identity & Signage / Commercial Complex



LOGOS

zenana



ME.N.U



LiteMagic



club
nava



BRECCIA







LOGOS



