

portfolio

2025

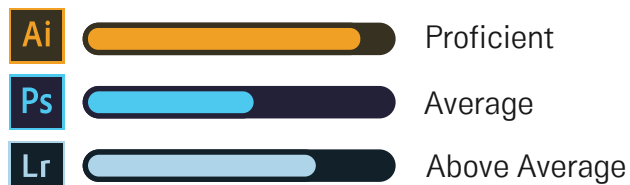
KYLE
CHRISTIAN
ONGOCO

about me

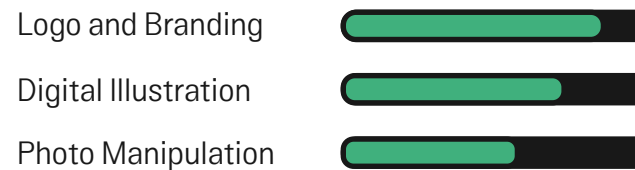
I am an aspiring graphic designer focused on creating sleek, modern design work. With a strong sense of adaptability, I tackle any challenge to deliver clean and cohesive brand identities. My goal is to translate a client's vision into designs that not only resonate with their audience but also elevate their brand across any venture.



SOFTWARE PROFICIENCY



GRAPHIC DESIGN SKILLS



personal branding

LOGO CONCEPT

The name **Kihaku** is derived from 2 japanese kanji:

I utilized the negative space in the middle to form the letter **i** while the other letters are merged in to depict the word **KIHAKU**.

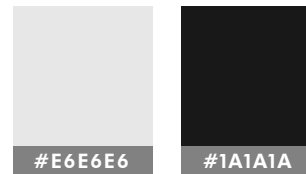
I came up with this concept by picking 2 letters from each name that I have. I also wanted to express my fondness of japanese culture and my asian heritage which results to my logo looking like a chinese/japanese character whilst being a monogram to represent my branding in a unique way.

The combination of **Ki** and **Haku** resembles my passion for art since I put my heart and soul into everything that I created.

Ki & **Haku**
heart, mind soul, spirit

気 & 魄
Ki Haku

COLOR PALETTE



FONT

FUTURA-BOLD

ICON FORMAT



STACKED FORMAT



logo anatomy



logo mock-ups



design collection

BRAND REDESIGN

OLD



APC SPEAKS

NEW



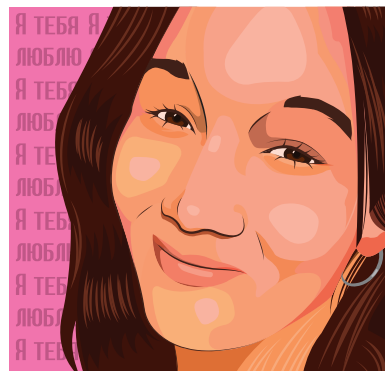
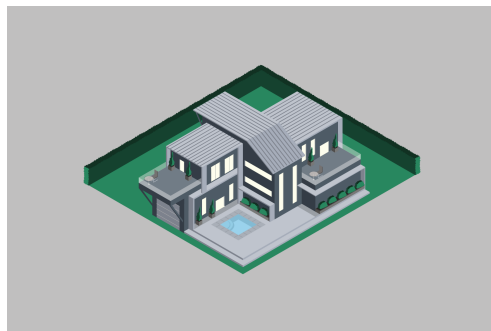
APC
SPEAKS

I strive to create impactful redesigns that **simplify and modernize** existing logos while preserving their core identity.

My approach focuses on **strengthening and solidifying** the overall brand presence of the company or organization.

design collection

DIGITAL ILLUSTRATION



I value **simplicity and clarity** in my digital illustrations. I focus on crafting clean visuals that resonate ideas effectively and with precision.

My expertise spans from vector portraits, e-sports mascots, and isometric art. Every piece is carefully refined to ensure that each detail **strengthens and complements the overall concept.**

contact me



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📷 [kihaku.studios](https://www.instagram.com/kihaku.studios)

"Design is the silent ambassador of your brand."

— Paul Rand