



FATE

First Aid Training & Education

VISUAL EDITION

2026

Knowledge into care.

LEARN. PRACTISE. CARE.

让所学，成为关怀。

Knowledge into care.

A warm, clear visual language for learning materials.
The original heart identity meets editorial typography,
paper textures and a calm rhythm of red rules.



A heart for learning.



FATE

First Aid Training & Education

Keep the identity together.

The complete original raster includes the heart,

FATE wordmark and First Aid Training & Education descriptor.

Preserve its proportions, colours and internal spacing.

Place it on white, with clear space around all sides.

Colour & typography.



Editorial warmth.

Georgia brings an open, human tone to the headlines.

Helvetica Neue keeps labels and supporting text direct.

Hiragino Sans GB carries the Chinese campaign language.

Red rules establish rhythm across covers and pages.

From class to outdoors.



One learning collection.

- Two archival course titles inform new cover designs.
- A practice notebook extends the collection.
- Supplied photographs stay full-frame and proportional.
- These are covers and blank worksheets, without clinical content.

Room to reflect.



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LEARNING JOURNAL

Notes & reflections.

DATE

TOPIC

NOTES

BLANK WORKSHEET / DESIGN STUDY 2026



FATE

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*Knowledge
into care.*



LEARN.
PRACTISE.
CARE.

FATE / 2026

A place to keep notes, questions and reflections.

A matching bookmark carries the theme through the collection.

A message with care.



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VISUAL EDITION / 2026

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Knowledge into care.

FATE / BRAND DESIGN STUDY



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LEARN. PRACTISE. CARE.

VISUAL DESIGN EDITION / 2026

The campaign connects a large poster and a small card.
The complete identity anchors both scales.

Archive & new work.

THE ARCHIVE

Four files in the FATE folder plus two linked EmergMart files.

Six source paths reduce to five distinct files.

One linked native file is byte-identical to a FATE original.

Source documents date to 2022. The complete raster identity is retained.

THE NEW EDITION

New 2026 theme, typography, posters, covers and blank worksheets.

Two supplied archive photographs retain their full original frames.

Photographer, licensing and depicted affiliations are not established.

AI-assisted print scenes illustrate application concepts.

Historical contacts, certificates and clinical procedures are not republished.

Client adoption and physical production are unconfirmed.