

# GINA ZHENG



A new chapter.  
A clear direction.

BRAND NOTES / 2026

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GINA ZHENG / REAL ESTATE

# A distinctive beginning.



The original GINA + jet emblem is retained as one complete graphic.

The 2021 brief asks for a bilingual identity in gold and dark grey.

The new edition gives the name and the emblem more space.

## A new chapter. A clear direction.

Clarity in the hierarchy.



GINA ZHENG

REAL ESTATE

地产战斗机

Use the complete emblem. Keep the name easy to read.

Separate the personal name, brand nickname and descriptor.

Leave generous clear space around the signature.

# Depth, warmth and space.



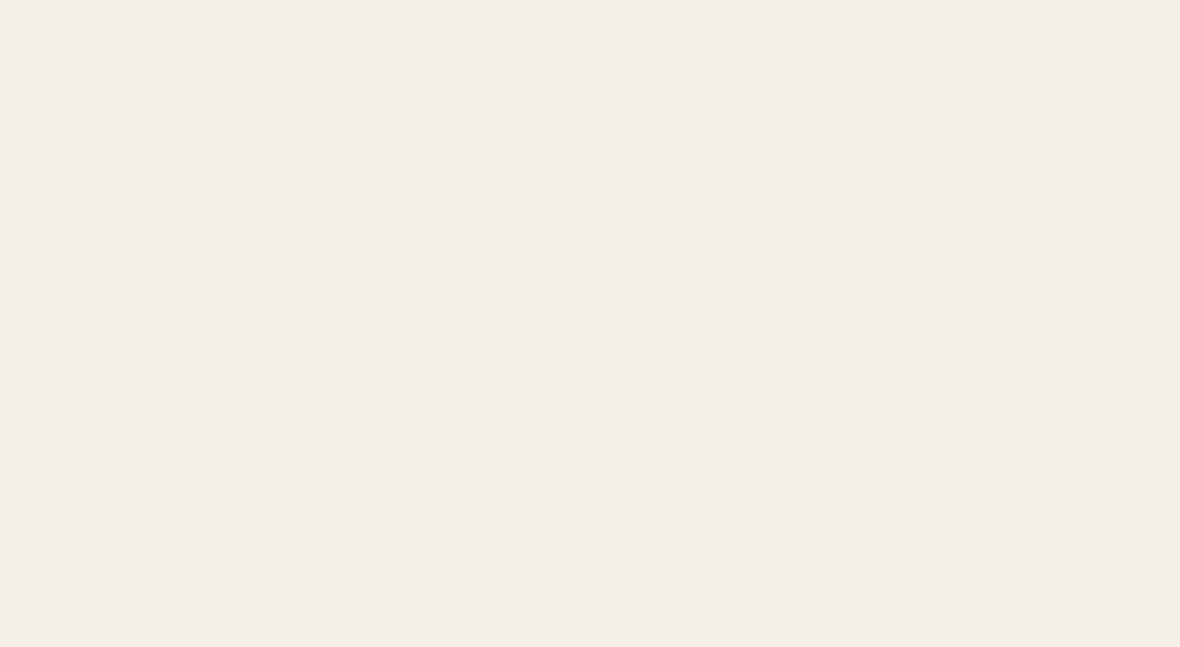
CHARCOAL

#242425



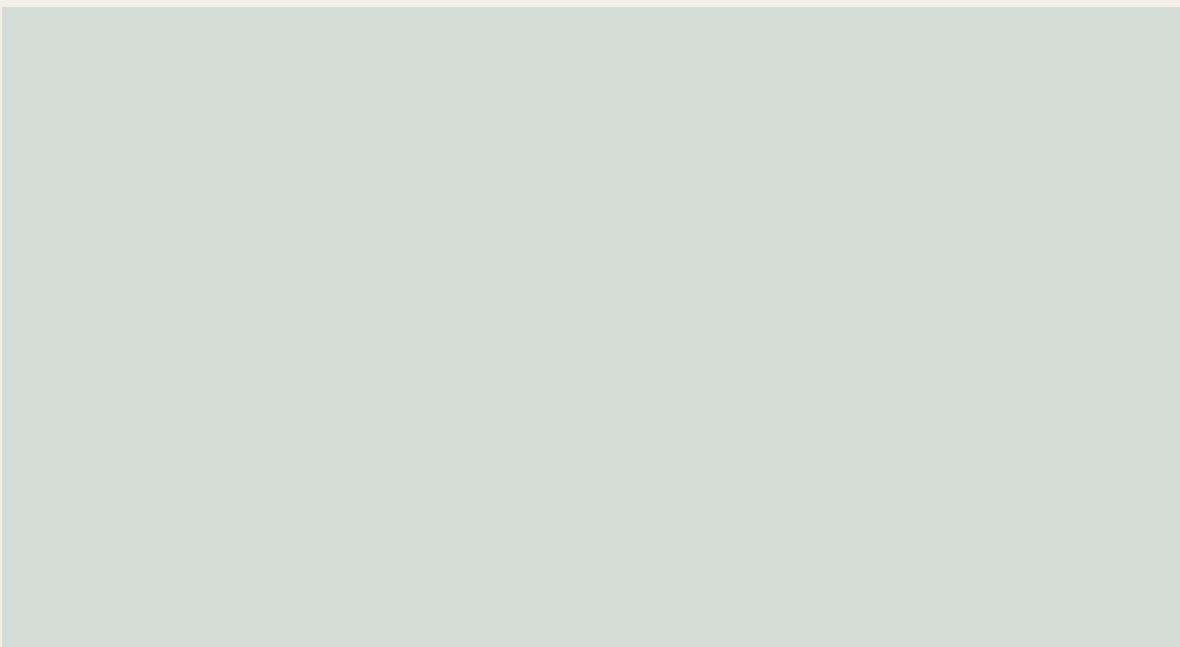
GOLD

#BEB088



PAPER

#F4F0E6



MIST

#D5DDD9

Gold and charcoal carry the original character.  
Paper and mist create a lighter setting for the refined system.

Type with a sense of place.

BASKERVILLE / DISPLAY

Gina Zheng

*Your next chapter.*

HELVETICA NEUE / INFORMATION

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

SONGTI SC / CHINESE

下一程，向着家。

# About this edition.

## SOURCE

Original 2021 identity brief, emblem and sign designs.

2023 business-card layouts provide the later application context.

The original SVG supplies the retained three-path GINA + jet emblem.

## NEW WORK

Typography, hierarchy, layouts and applications developed in 2026.

New stationery, posters and signage are portfolio visual concepts.

Historical contact details, listing imagery and portraits are excluded.

This edition does not claim current affiliation or client adoption.

# GINA ZHENG