

Lisa Cong

丛 龙 菲

*Home begins
with a
conversation.*

A NEW PERSONAL-IDENTITY CONCEPT

A personal signature.

Lisa Cong

丛 龙 菲

LISA CONG / 丛龙菲

The original archive identifies Lisa Cong as a mortgage specialist.
Her English and Chinese names are confirmed in the native files.
The new typographic signature uses the full name, with a quieter
Chinese line beneath. It is a 2026 concept, not an inherited logo.

GEORGIA / HELVETICA NEUE / HIRAGINO SANS GB

Georgia gives the name and headlines an editorial character.
Its italic adds a conversational tone; the sans-serif supporting
type keeps short information clear. Use generous margins and
keep the signature intact in each application.

A human point of view.



OLIVE / #606A56

INK / #242B29

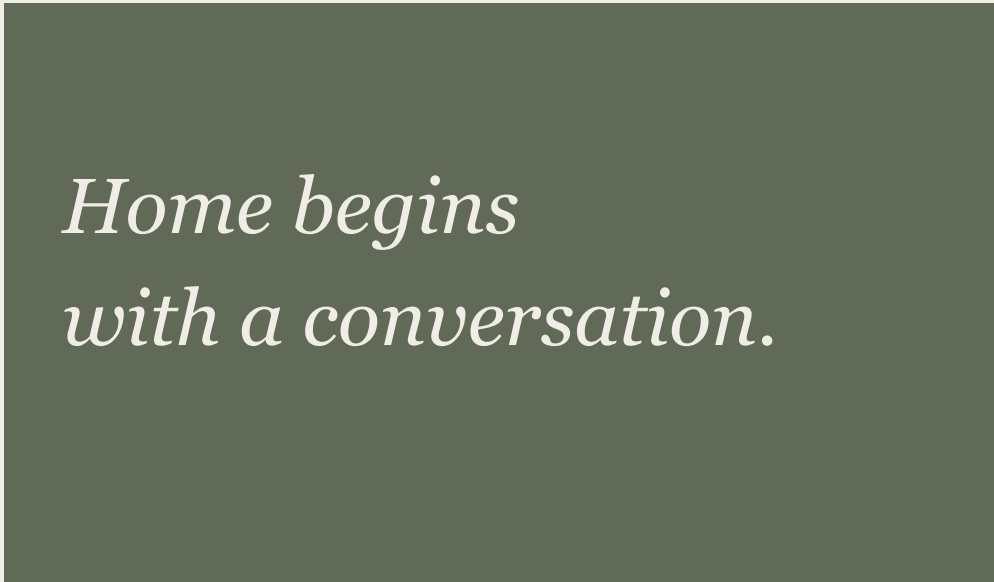
SAGE / #CED4C7

The selected archive portrait is kept in its complete original frame.
No facial retouching, background replacement or AI regeneration
is applied. Keep its natural proportions and space around the face.
Olive, ink, sage and warm paper (#F0EDE7) are a new palette,
introduced for this personal-identity concept.

Considered, together.

Lisa Cong

丛龙菲



PERSONAL IDENTITY / 2026 CONCEPT EDITION

The original archive contains seven distinct files: four native Affinity documents, two portrait variants and a one-page banner PDF. It spans 2021-2024 and includes different bank-branded materials.

The name and selected portrait come from that archive. Typography, palette, copy, stationery, editorial covers and posters are new 2026 portfolio concepts. Bank logos, historical offers, personal contacts and QR codes are excluded from this edition. AI-assisted scenes illustrate applications; they do not regenerate the portrait. Current employment, bank affiliation, client adoption and physical production have not been confirmed.