



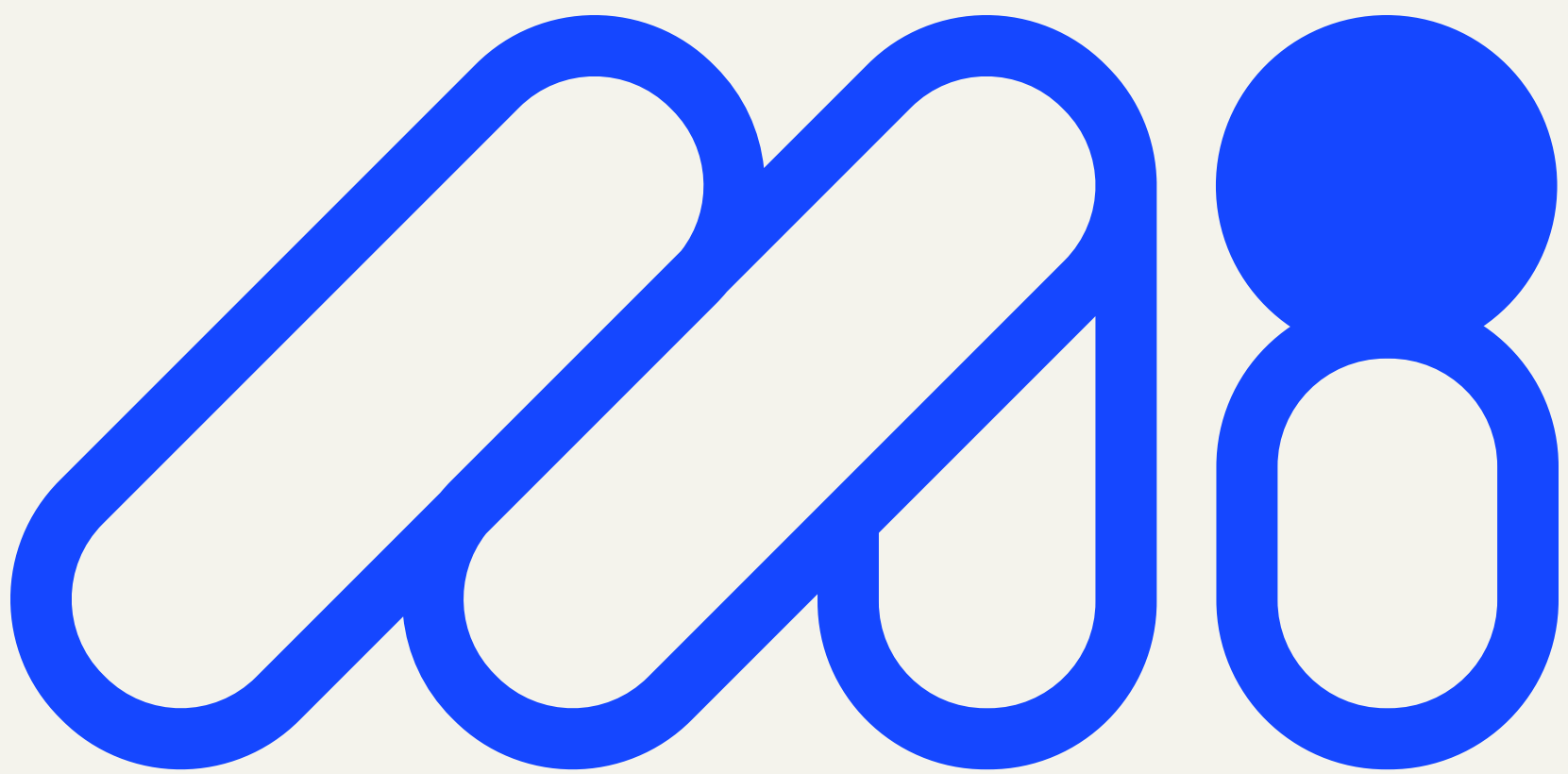
SUMI

酥米

Curiosity
in action.



One mark. Many possibilities.



Three original vector paths are retained from the 2021 poster.
Their linked diagonal forms suggest an open-ended journey.
The SUMI name and Chinese companion are newly typeset.

A clear, curious voice.



Helvetica Neue / A bold, direct English voice

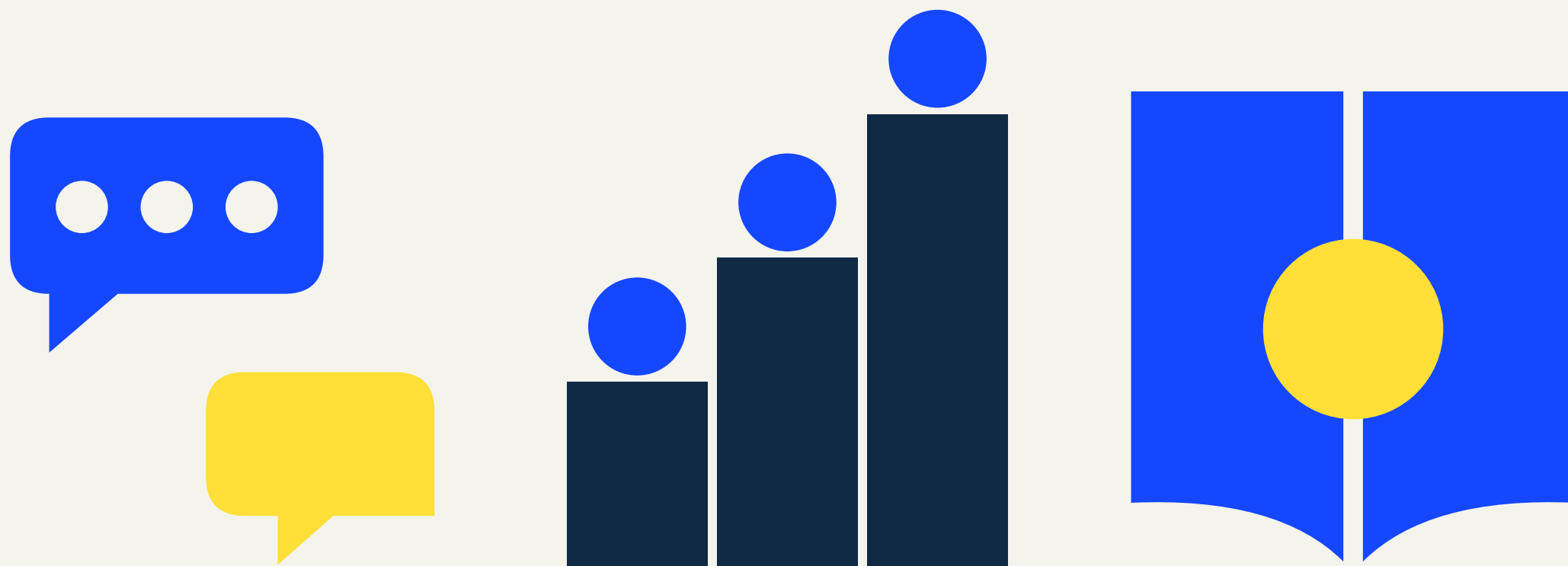
Hiragino Sans GB / A clear Chinese companion

Blue and yellow continue the archive palette relationship.

All exact flat colours and the pink accent are new.

Suggested clear space: half the symbol height on every side.

People. Community. Expression.



01 / THE MEDICS

02 / THE CONSULTANTS

03 / THEATER OF BEING

New graphic families give each archived programme a voice. Conversation, building blocks and a stage aperture translate its central idea without relying on generic classroom imagery.

Explore. Do. Reflect & create.



01

认知



02

执行



03

升华

The original three-stage process becomes a simple visual rhythm.
Knowledge informs community practice. Experience becomes
reflection, a story, a proposal or a creative work.

An authentic start. A new expression.

Archive / SUMI client folder, original documents from 2021-2022

Retained / Complete three-path symbol and programme themes

Renewed / Brand name, typography, flat colours and hierarchy

New / Graphic families, copy, print and spatial applications

A 2026 portfolio concept based on original design documents.

Programme descriptions reflect archival themes, not current offers.

Fees, admissions claims, personal details and third-party reference decks are excluded. AI-assisted scenes visualise proposed brand applications; they are not records of real client installations.

Client adoption, printing and installation are unconfirmed.