

# Portfolio





심민진

1988. 08. 06

## 학력사항

2004. 03 ~ 2007. 02 분당중앙고 졸업  
2007. 03 ~ 2011. 02 서울기독대학교  
음악학과 졸업

## 교육수료 사항

2014. 03 ~ 2014. 05 창의적인 광고기획  
(한국광고협회)  
2014. 06 ~ 2014. 08 소셜, 모바일광고과정  
(한국광고협회)  
2015. 03 ~ 2014. 07 광고편집 정규과정  
(그린컴퓨터 아카데미)

## 자격및 면허 취득 사항

2015. 05 GTQ 2급 (한국생산성본부)  
2012. 04 교원자격증 (교육부)  
2009. 08 자동차 운전면허 (서울지방경찰청)



# BANYANTREE CLUB & SPA

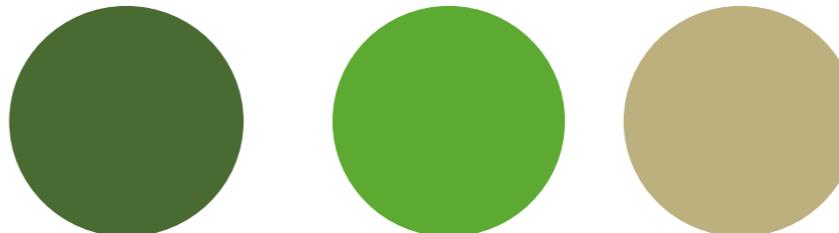
## 브랜드 Application 전개

### 시그니처



### 전용 색상 & 글씨체

글씨: Candara, Bold, 42pt

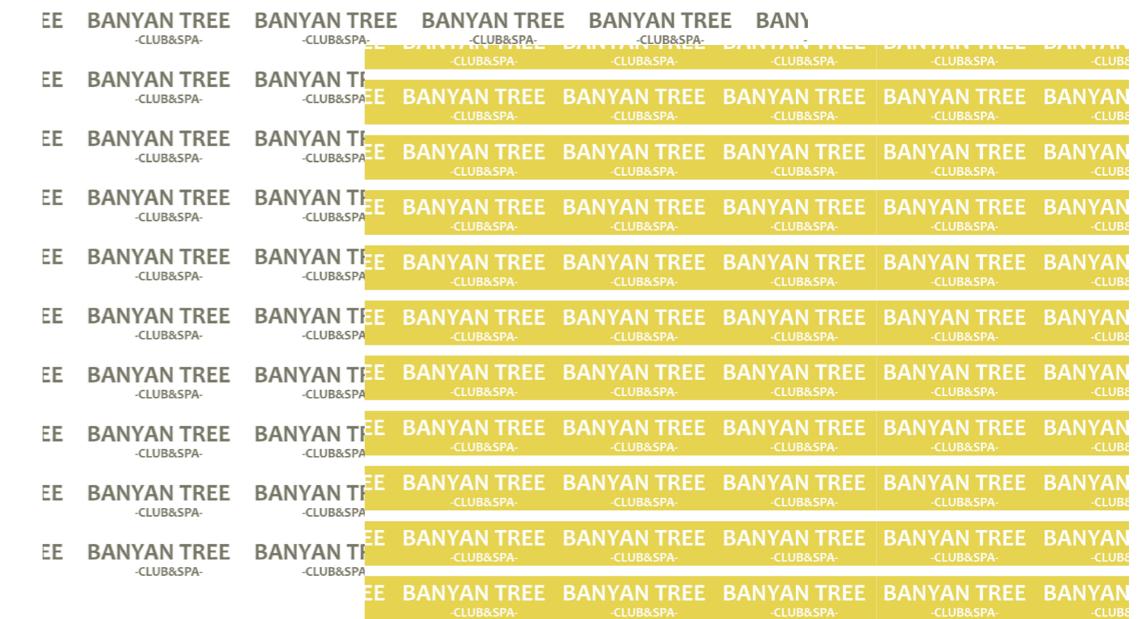
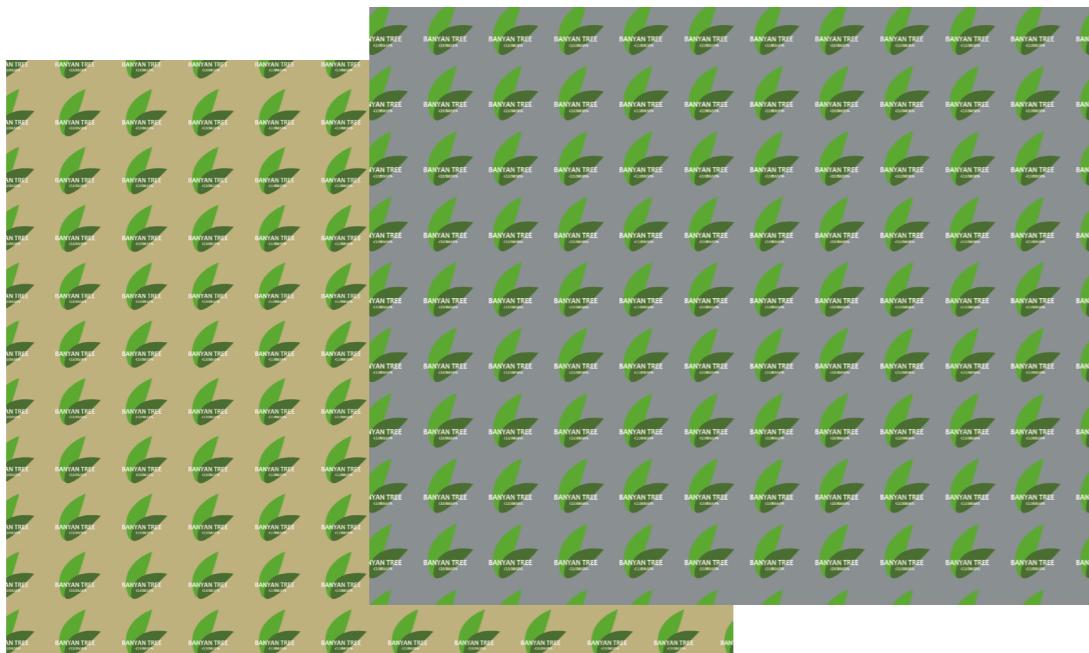


### 컬러시스템



반얀트리 클럽앤파는 이름만들어도 분우기가 동남아 계열의 리조트 라는 느낌이 드는데 실제로 웬만한 동남아에서 유명한 고급리조트입니다. 이 리조트 방식이 한국에도 들어와 외관과 실내가 동남아 느낌을 주면서도 고급스러운 분위기를 가지고 있습니다. 마크만 보아도 동남아 고급호텔 같은 느낌과 휴양지를 가는 느낌을 주기 위해 초록색 계열의 나뭇잎과 뒤배경색을 다운시켜주는 어두운 느낌으로 제작 하였습니다.

## 전용패턴



## 어플리케이션 시스템

명함



심민진

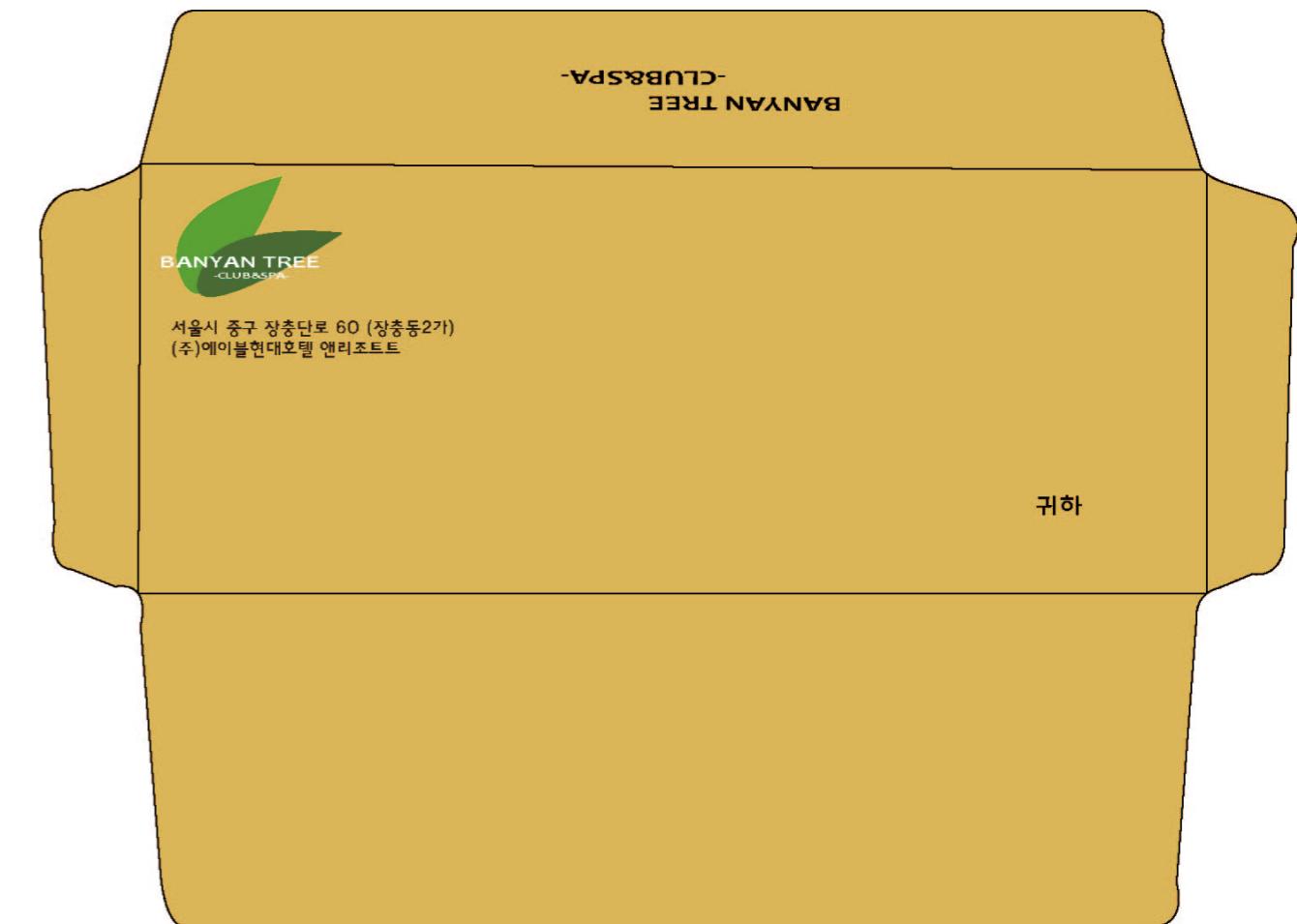
H.P 010-6378-8756  
TEL 02-2250-8080

서울시 종로구 장충단로 60 (장충동2가)  
(주)에이블현대 호텔 앤 리조트

명찰

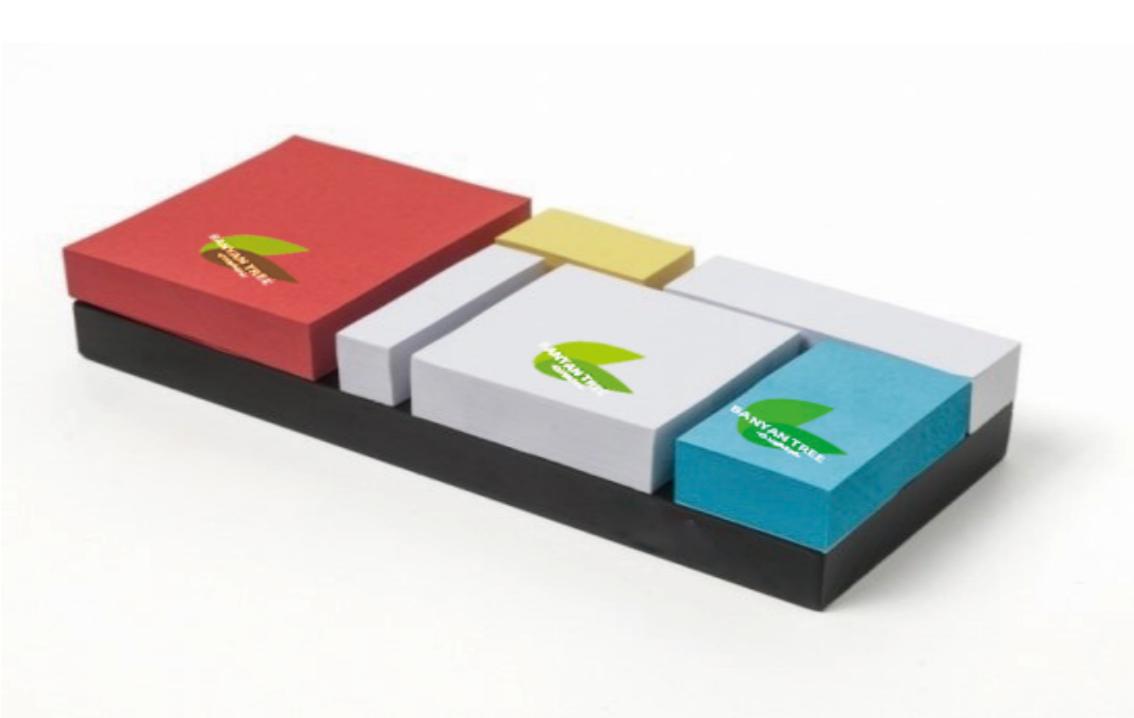


## 포장류



## 객실비품





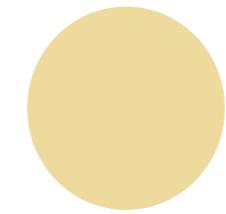
외관



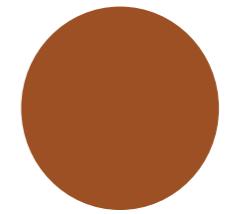
## 브로슈어



## 사용한 색상 & 글씨체



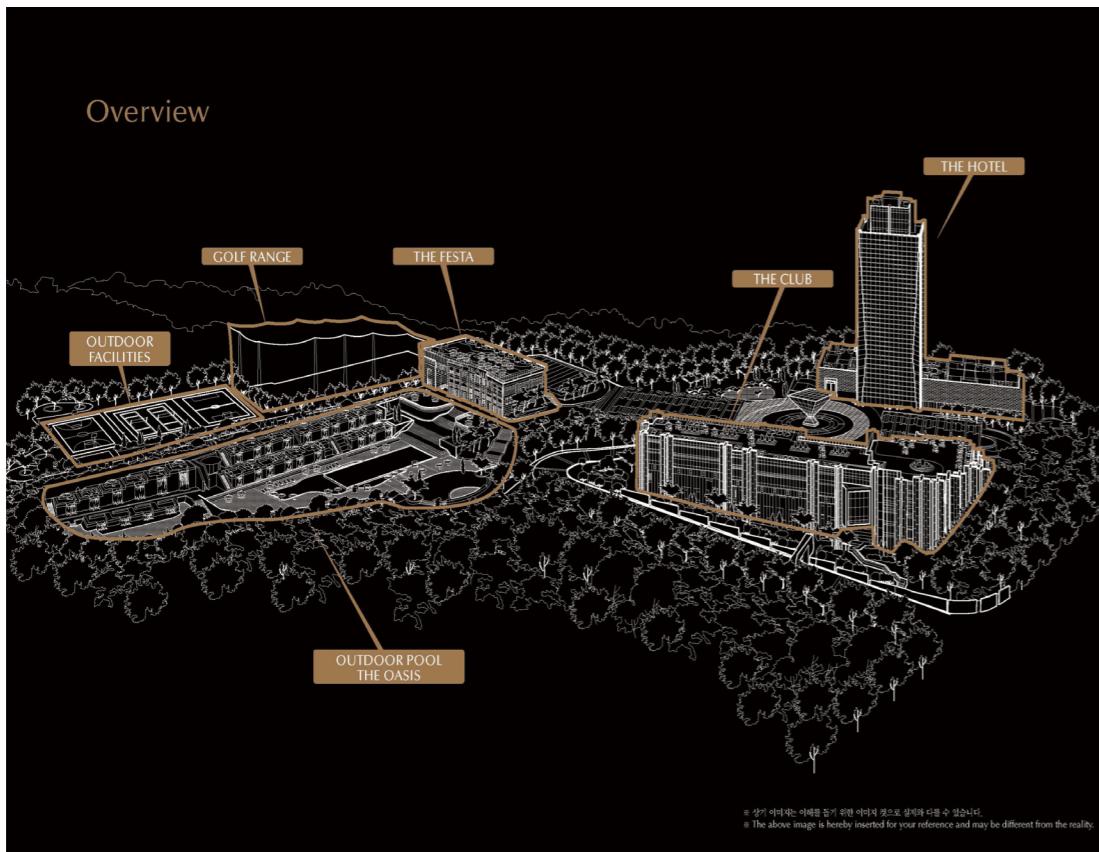
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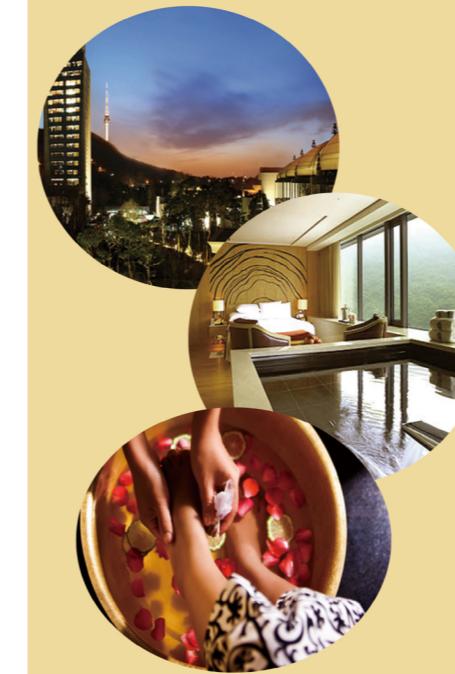
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내용: Arial, Regular, 12pt





## CONTENTS



**Introduction**  
Banyan Tree Club & Spa Seoul

### Overview

### The Club

Gymnasium / Sauna  
Banyan Tree Spa / Indoor Pool / Banyan Tree Gallery  
Member's Lounge / The Club Member's Restaurant  
Kids Club / Member's Guest Rooms

### The Hotel

Accommodation  
Meeting & Banquet  
Granum Dining Lounge / Boardroom

### The Festa

The Festa Bistro & Bar

### Outdoor Facilities

The Oasis  
Oasis Restaurant / Oasis Wine Cellar  
Troon Golf Academy  
Tennis Court / Futsal Field / Basketball Court

\* The contents of this brochure are subject to change without notice.

## THE CLUB



The Club is a facility exclusive to members enhancing health and relaxation of the body and soul. Within The Club facility, you can experience an indoor gym as well as an outdoor gym where you can embrace the fresh air both equipped with various programs to keep you body fit. Other facilities include The Club Member's Restaurant and Member's Lounge where you can actively communicate among other members, and a Kids Club, a special space for our young members.

1F Gymnasium, Studio, Juice Bar  
2F Sauna, Sauna Snack Bar, Gymnasium  
3F Banyan Tree Spa Indoor Pool



Banyan Tree Spa

With only natural ingredients, not a single drop of chemical product, Banyan Tree Spa is famous in Asia as the most luxurious spa. With its High Touch Low Tech, our therapists, all with training from the Banyan Tree Spa Academy, will enlighten your body and soul. All spa products are customized and freshly prepared for each individual.

\* Location 3F  
\* Facilities 5 Deluxe Single Treatment Rooms, 4 Deluxe Double Treatment Rooms, 2 Spa Suites with Rainmist



Indoor Pool

Our indoor pool is set up with loungers across 3 areas, and a Jacuzzi providing a spot for both adults and children by being separated into an adult pool, Kid's Pool and Toddler's Pool. It also features diverse swimming programs.

\* Location 3F  
\* Facilities Main Pool, Kid's Pool, Toddler's Pool, Jacuzzi



Banyan Tree Gallery

Following the Banyan Tree Corporate Philosophy in abiding the Corporate Social Responsibility, Banyan Tree Gallery showcases indigenous handicraft by artisans from all over the world.

\* Location 3F



#### The Oasis

Exotic outdoor pool for summer and  
Ice-rink & icesled in European mood for winter

The Oasis will make you feel as if you're in a foreign country. Separated into an adult pool, Kid's Pool and Toddler's Pool for safety, come enjoy the relaxation and serenity right in the middle of the city. With 23 private cabanas with personal pools, beds protecting you from the sun, and dining tables, each space allows you the calmness and tranquility you seek and per request, transforms into a private party venue. The Aqua Bar connected to the adult pool features drinks without even getting out of the pool.



#### Oasis Restaurant

Serving light poolside snacks for lunch and a romantic poolside BBQ for dinner, the Oasis Restaurant is a fabulous place to visit. The Oasis Restaurant showcases a Snack Bar with warm food for Ice-rink and Snow Sled users in the winter. Do not miss out on the extraordinary experience of private dining in the convenience of our cabanas.

\* Capacity Inside 36 seats,  
Outside 96 seats, Cabana 128 seats



#### Gymnasium

Our Gym helps you to find the balance between your body and soul through various programs. With Techno Gym, the finest fitness brand, the Gym is equipped with over 200 equipments including the top of the line 'EXCITE'. We have separated the cardiovascular equipment and muscle training equipment into two areas increasing efficiency of your workout. You can also enjoy Sports Climbing in our indoor rock wall. Also on the Rooftop Outdoor Gym, the only location in Korea, where you can enjoy jogging on treadmills in the open air. With outdoor stretching classes and outdoor yoga classes, try out programs other than your routine workouts.

\* Location 1F, 2F & Rooftop  
\* Facilities Studio, Juice Bar, Rooftop Outdoor Gym, Rock Climbing



#### Sauna

Banyan Tree Club & Spa Seoul, emphasizing the value of 'experience', provides you with the facilities and services for your special experience even in the ordinary areas like the sauna. The Experience Shower, the first in Korea, is an independent shower booth specially made to help you experience a therapeutic shower using water pressure, lights and music.

\* Location 2F  
\* Facility Snack Bar



#### Troon Golf Academy

Troon Golf, with around 200 golf courses over 30 countries worldwide, provides the Troon Golf Academy Program from top golf professionals. Troon Golf Academy is on 2 stories with 27 bays including private lesson bays, 3D screen golf facility (3TRAK Golf Simulator) and a golf shop. Systemized lessons are offered from qualified Troon Golf Academy PGA coaches ranging from private lessons, group lessons, junior lessons, and lessons to fulfill your needs.

\* Location Connected to The Festa



#### Tennis Court Futsal Field Basketball Court

Multi court is the perfect outdoor area to develop physical and spiritual health with various programs provided for members young and young at heart.

\* Facilities 2 Tennis Courts maximum of 8persons / Futsal Field 20 persons / Basketball Court 6 persons

## INTRODUCTION

### Banyan Tree Club & Spa Seoul

A beginning of a new era. In the heart of Seoul. Within the best environment-Namsan. These are all just some of the modifiers to define the leading social club for the exclusive group of Seoul. We invite you to the heritage club, where the membership lives on for 3 to 4 generations, spread out on 70,000m<sup>2</sup> opening doors to a new culture in Korea-covering political, economical, social and cultural aspects of Korea.

Top-end club facilities centered in Namsan-a heavenly spot in the midst of the city

Although there may be metropolis preserving its natural surroundings, it is difficult to find a case where a resort situates itself right in the midst of a natural environment. Banyan Tree Club & Spa Seoul is the place to find peace of mind, soul and body with various events and programs.

A social club to share common interest and leisure

After its launch in September of 2007, Banyan Tree Club & Spa Seoul has received numerous queries and had undergone countless consultations from customers and currently has a lot of members exploring the dynamics of its services and facilities. Banyan Tree members share their common interest in all fields including economics, culture, art and more along with various social activities.

Adding significance to members through programs

Banyan Tree Club & Spa Seoul is already renowned for its affiliation with leaders of its industry to enhance the value of its membership, programs, and events. With incomparable member events and programs dispersed over the Fitness Center, Kids Club and other facilities in and around the club, we are confident that you will feel rejuvenated and invigorated.



**BANYAN TREE**  
**-CLUB&SPA-**

서울시 종로구 장충단로 60(장충동 2가)  
Tel : 02.2250.8080



포스터 & 홍보

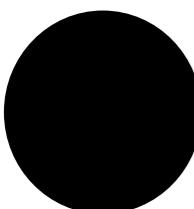
포스터 & 홍보



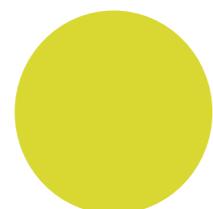
반얀트리는 매년 여름마다 오아시스 풀에서  
클럽 옥타곤과 함께 풀파티를 열고 있고 이행사가  
오아시스 풀의 대표적인 행사라고 볼수도 있습니다.  
풀파티 컨셉으로 포스터와 입장권을 제작해 보았습니다.



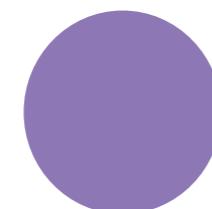
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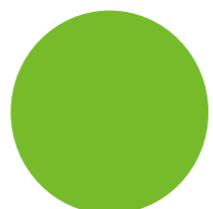
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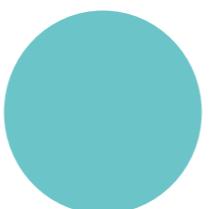
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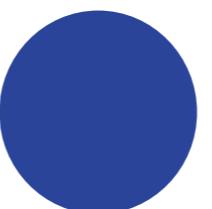
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https://www.facebook.com/BanyanTreeClubandSpaSeoul

반얀트리 클럽 앤 스파 서울

Chloe Choi 까악~~ 좋아요!!

Angela Choi 이민현 사랑한 생애주오빠?

좋아요 답글 달기 · 2 · 7월 9일 오후 4:07

답글 5개

댓글 2개 더 보기

반얀트리 클럽 앤 스파 서울님이 김명희님, 성원경님과 함께 있습니다.

7월 14일 오전 10:06 · 0

#반얀트리 #여름 #이벤트

대한민국 어디든 가지고 주말여행 어디가지? 하루 2번 업데이트되는 대한민국 주말나들이 소식을 정보 추천!

페이지 좋아요 · 김민규님이 이 페이지를 좋아합니다.

황지은 · 문상혁 · 임하일 · 임찬기 · 문태원 · Tae Kim · 츠유정 · 부선애 · Bumsoo Kim · 김호영 · 응건욱 · Hb Sunwoo · Jin Jeong · 혜원 · 표나라 · 윤지연

관련성 높은 댓글

1,813명이 좋아합니다.

공유 125개

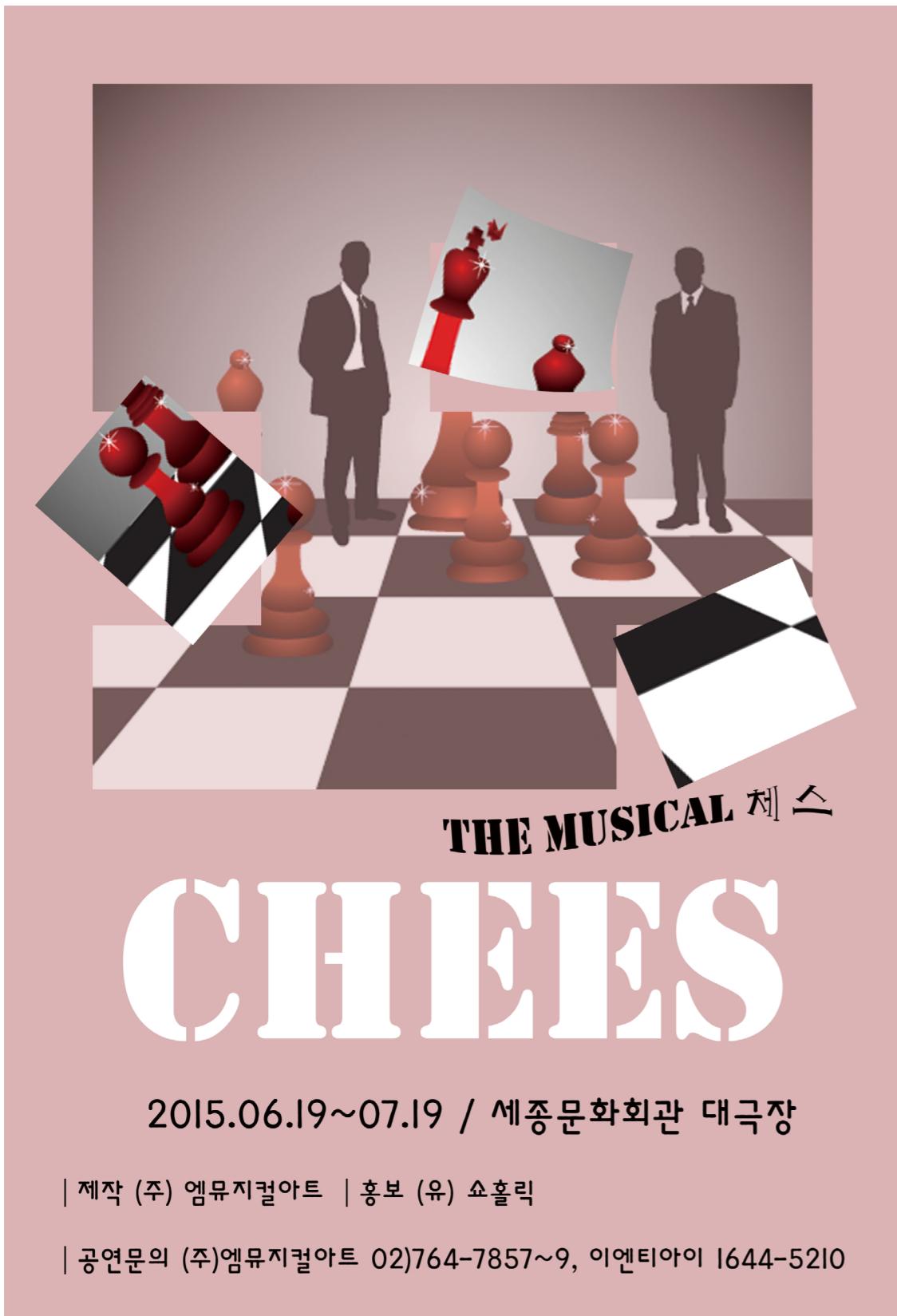
댓글을 입력하세요...

김도연 지난겨울 반얀트리 클럽 앤 스파에서 가족들과의 행복했던 시간이 생각나네요~ 출여를 아직 흥가 계획을 못 세웠는데 뜨거운 여름 반얀트리 클럽 앤 스파와 함께

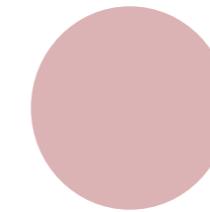
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내용:Lithos Pro, Regular, 50pt



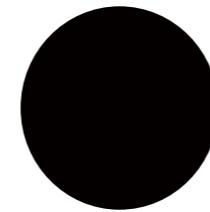
# 기타 작업



### 사용한 색상& 글씨체



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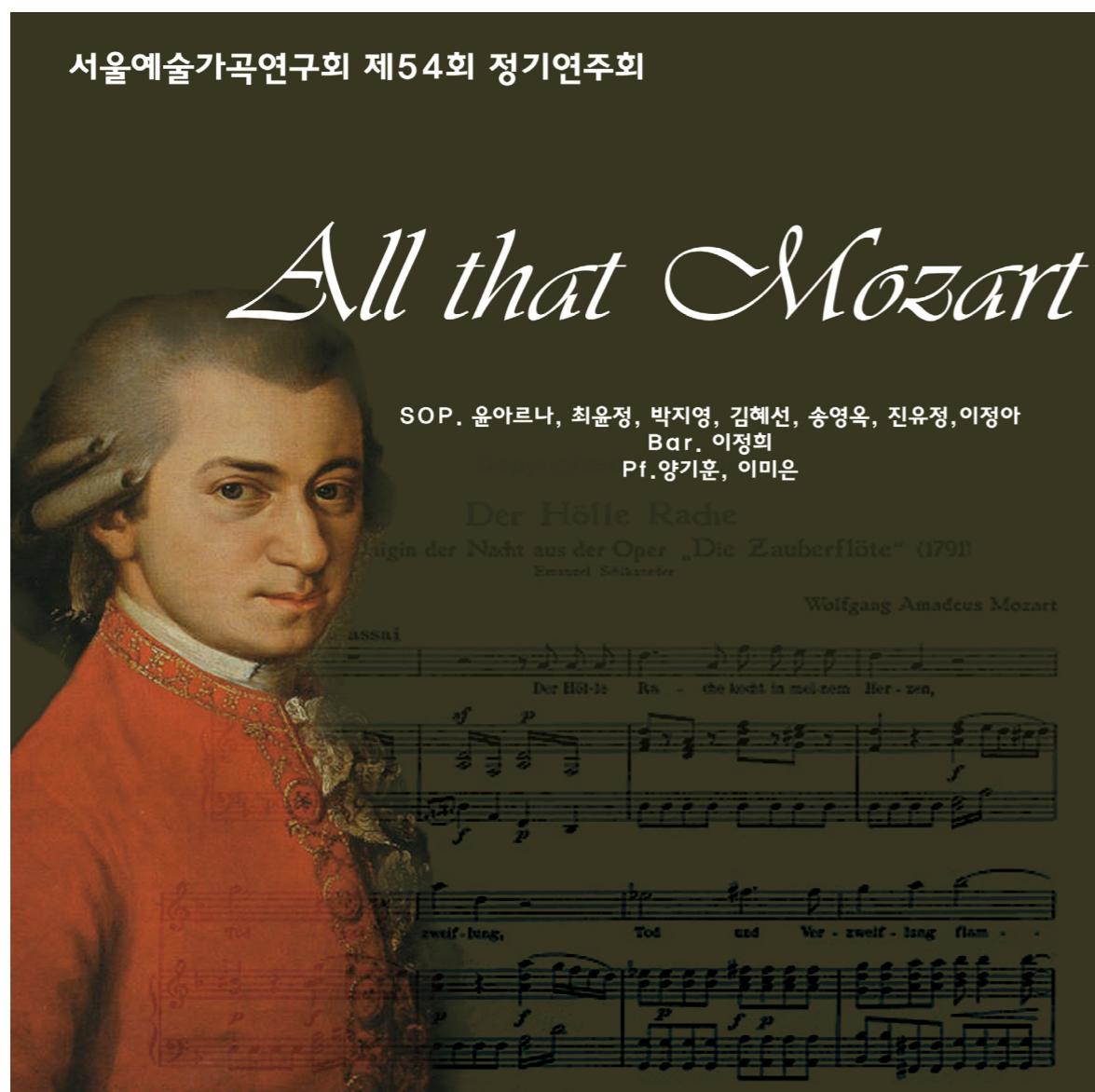


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서울예술가곡연구회 제54회 정기연주회



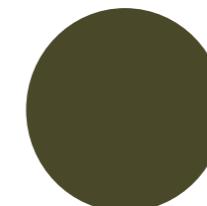
2015. 05. 04 월 7:30pm 세종문화회관 체임버홀

주최 | 서울예술가곡연구회 주관 | JIEUM ART

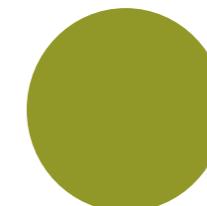
회원권 | 전석 2만원 (초~대학생 50%할인) 문의 | 지음기획 02)2265-9235 , [www.jieumart.com](http://www.jieumart.com)

예매 | [www.interpark.com](http://www.interpark.com) 1544-1555

## 사용한 색상& 글씨체



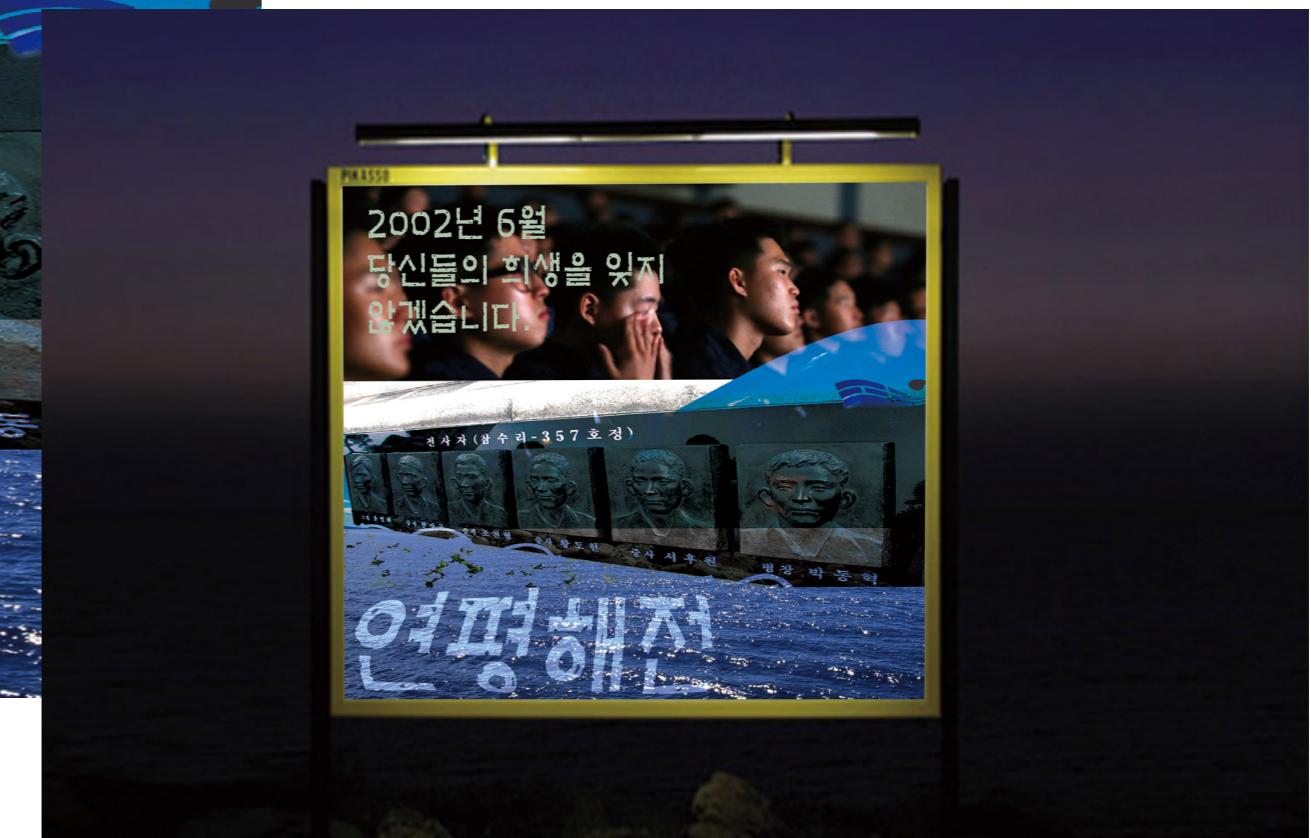
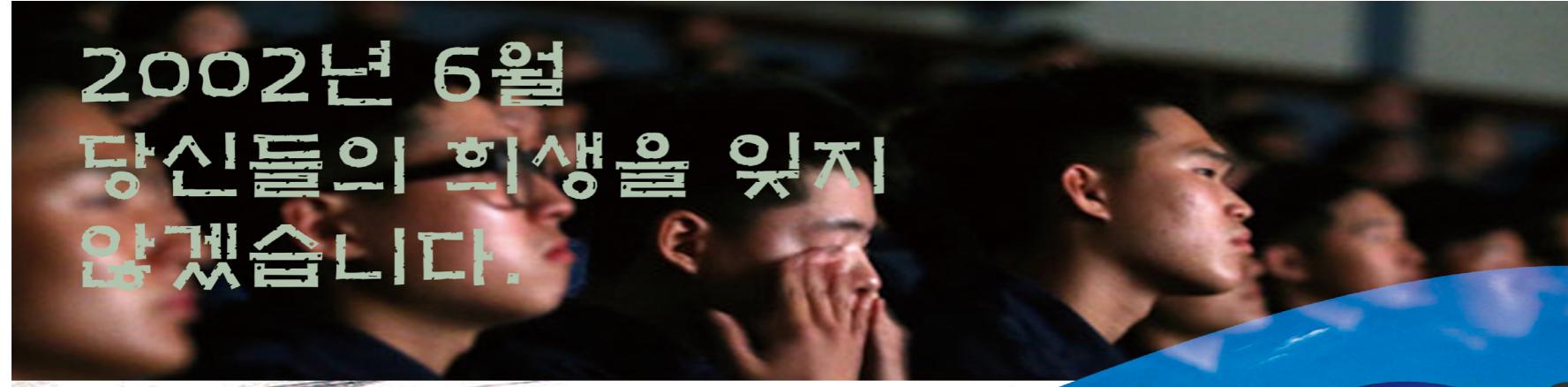
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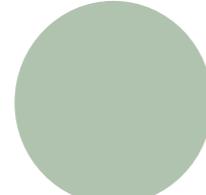
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사용한 색상& 글씨체



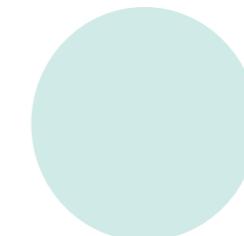
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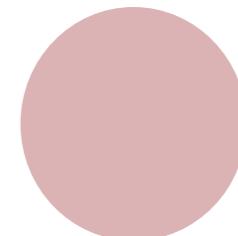


로이스 (ROYCE)초콜릿은 일본에서 유명한 초콜릿으로 평범한 네모 모양의 초콜릿 뿐만 아니라 사진처럼 감자칩에 초콜릿을 입혀 스낵처럼 쉽게 먹을수 있는 형태로 출시 되었다. 스낵처럼 먹을수 있는 제품에 반에 케이스는 네모 모양의 투박한 모양으로 나왔는데 손에 들기도 편하고 스낵느낌을 더 살릴수 있는 디자인으로 리디자인을 해보았다.

#### 사용한색상 & 글씨체



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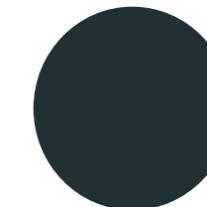
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Y: 21%  
K: 0%

내용: Haan Baekje M, 40pt, 15pt



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표현 하였습니다.

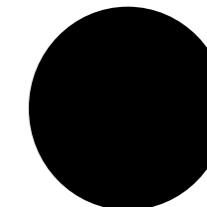
사용한 색상& 글씨체



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Y: 100%  
K: 0%



C: 89%  
M: 50%  
Y: 74%  
K: 11%



C: 0%  
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HAPPY  
EVERY DAY!

2015



2015.04

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		



2015.07

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
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2015.09

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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20	21	22	23	24	25	26
27	28	29	30			



**2015.12**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Thank  
you

