

Designing the Brand Experience





**THƯ VIỆN
HUBT**

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Designing the Brand Experience



Preface

It was with great honour that I accepted to write the preface for this book, *Designing the Brand Experience*.

Being a trained designer has meant my life for many years evolved around design. I have witnessed how the whole field of design, as well as the general perception of design, have developed, and especially within the last decade. In many ways, the Internet has influenced accessibility, in particular of graphic design. As a result, there has been an increasing focus on the whole design industry in general. What is it about design that makes it so interesting? Perhaps it is because it surrounds us all the time or merely because design makes the final point of difference and hence is so extremely important to most companies. Let us start by defining design in general. Design, De – sign, [di zin´]. The word “design” is an Anglo-Saxon word. Its etymology comes from the French word “dessein”, meaning project or intention.

Furthermore, the word “design” is very unique in the way that it is both a noun and a verb. As a verb, it means, developing a plan or a process of originating a product, structure, system or components. As a noun, it directly refers to the final plan as a result or to implementing the plan. This being said it could seem quite paradoxical that the perception of design for many years is primarily as a final and physical result. Take a chair or a glass for example.

At the first publication of the Arts Liberales in The Middle Ages, design was not one of the seven genres of art. Maybe, and as a symptom of this, design was for a long time labelled as a manual art. Design was not one of the fine arts until subjugated to furniture, space or industry – in other words, a function. However, it seems as if this long-held perception of

Jesper von Wieding

Jesper von Wieding is Strategic Creative Director and together with Anne-Mette Højland / Per Madsen part owner of Scandinavian DesignLab located in Copenhagen, Denmark and Shanghai, China. In addition, he is a board member of Creative Circle in Denmark and co-founder of Danish Design Association. This summer saw Jesper von Wieding’s appointment as a jury member for the Cannes Lions Festival in the Design Category.

design is finally changing. Today, design is not solely a physical thing – the only uniqueness of which could lie within usability or aesthetics. Instead, the conception of design in general is shifting to its etymological and original meaning – that of planning and processing. Thus, we now talk about design processes as a strategic tool to maximizing business opportunities, and hence we talk about brands and corporate identity as one of the most important business parameters. Design is today the point of difference. *Designing the Brand Experience* showcases some of the best designs and corporate identities in the world. In its own way, the book demonstrates the criteria for a successful corporate identity design. The 180 or so works displayed in this book have a joined reference frame in the way that they all constantly conform to their main goal, and in the way that they are both current and present while still being able to adapt to the future socio-economic environment.

The designs in *Designing the Brand Experience* are there virtue of adopting a global point of view, which means no title to a particular country as the “best design nation”. This is in fact a better view anyway, as it tells us that great design does not speak a certain language. The perception of great design is always as being simply that; great design. It works across all languages and is never culture-based.

However, from my point of view there are several criteria to fulfill in order to obtain a successful and long lasting design. There are three main points. First, one needs to consider the overall corporate design and the visualization. For example, is the design well executed, right down to the smallest detail? In our over communicated society, detailing is very important since in the end it is often what separates the great design from the poorer ones.

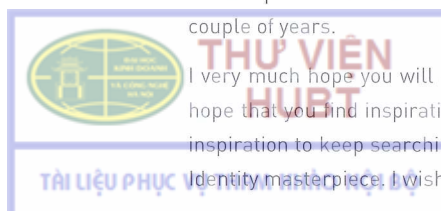
Secondly, the corporate communication needs to be taken into account. What message is it the design wishes to communicate across to the consumer and market? The message needs to be strong and easy to understand. Corporate design often faces the challenge, in contradiction to commercial arts, of having to communicate mainly through visuals with only a limited amount of words.

Lastly, one needs to consider the design solution in the context of moral and ethical precepts. A so-called "Corporate Behavior" analysis should be made from an international point of view, since certain gestures, words and images can change radically in meaning when traveling from one culture to another.

If all the above have been taken into consideration during a full design face, one can be almost certain that the result will be perceived as good design with a long lasting popularity rate. Moving on to the topic of "Corporate Identities", even though working within the field of Corporate Identities is obviously only a small aspect of the whole design industry, it is a very important aspect. A well-defined identity is absolutely necessary for a company's communication activities – externally as well as internally. A corporate identity tells the observer precisely "who a company is" and "what they stand for". In other words, the identity defines the mission, vision and values of a business. Success in this regard depends on whether the whole identity is deeply rooted in the company's basic values and whether the corporate identity is integrated into the business strategy and properly implemented within the organization. The visual extract of a corporate identity is also referred to as the visual identity. It usually consists of graphic elements, pictures and words that the organization uses in order to portray its personality visually. A good and clear visual identity assures that no matter what country or product a given brand speaks for, it is speaking a clear language. Critically, this means it generates the same feelings and emotions among all consumers.

Personally, I find it quite difficult to point out what exactly it is that makes a great Corporate Identity. As with all great design, you just know it when you see it. A great Corporate Identity is not easily forgotten. A great Corporate Identity is one that builds upon the unique set of core values that a business has that are difficult to copy. These values are relevant to the customers/target groups, and hence essential as a way to build competitive advantage and differentiate in the market. An Excellent Corporate Identity shows a company with a clear vision – it is an appealing, easy to understand identity – one remembered! During 2008, I was The Design Jury Foreman at the national Danish Creative Circle Award, and on the jury at the Cannes Lions Festival, in the Design Category. For both occasions, I witnessed some fabulous and well-executed design. Going through the volume of entered design materiel in the two awards shows, one theme came up repeatedly – and that is the one about awareness of environmental problems. Directly or indirectly, many of the entered designs related to the wider discussion about the environment and politics that go with that. Some expressed in their deliberate use of recyclable paper and biodegradable ink. Not too many years ago, great design was all about aesthetics, innovation and usability. It seems to me that the latest trends within design are more concerned with sustainability, green politics and environmental consciousness. I predict that these topics will be the central focus within design development over the next couple of years.

I very much hope you will enjoy reading *Designing the Brand Experience*. I also hope that you find inspiration from the great works showcased in this book – inspiration to keep searching for the perfect design solution or the Corporate Identity masterpiece. I wish you good luck!



Peter Zizka

Peter Zizka together with Achim Heine and Michael Lenz co-founded the design studio Heine/Lenz/Zizka, located in Frankfurt and Berlin. The work of H/I/Z is awarded regularly with national and international prizes such as Type Directors Club New York, iF communication design award, Art Directors Club Germany. This year, Peter Zizka was appointed as a jury member for the iF-concept award.

I was surprised when Vivi Zhou asked me to write a foreword for a book that attempts to present a subjective snapshot of developments in corporate identity within a global setting – surely a huge task that is hard to manage in the context of hugely complex and ongoing brand experience.

Perhaps it is not coincidental, however, that this is being attempted by a Chinese publisher. Whether you look at Guangzhou, Beijing or Shanghai, developments are taking place everywhere in Chinese society and leaving the rest of the world breathless. Conversely these developments are producing a need to have a better understanding of the “rest of the world” – visually too – and completely understandable after decades of a rather holistic approach to communications theory. This is why a global flashlight like this book which illuminates brand communications models for what, in historical and cultural terms worldwide, are just milliseconds, and makes no claim to be a bible, is an interesting attempt to embark on a journey of discovery in the Messenger spacecraft through the design orbit. The way I see it at least, such variety is creating a kind of picture puzzle between global dynamics and regional deceleration. In the Chinese universe, apparently contradictory factors like the “fly generation” and the Cultural Revolution can provide access to visual design formed by a blend of tradition and hyper-dynamic development. Something new always emerges on grinding tectonic plates, and in this case, alongside other evolutionary processes, it is surely a crucial culmination point in global design discourse.

Work by designers like Xiao Mage Chenzi, Don Wong, Yang Zeng, Huang Yan and Li Xinlu are some of the pioneering examples of this. None of them are attempting to follow established graphical examples, but are dedicated to analysing their own origins and culture-based communication strategies. It is precisely at this point that an open-

minded and global synchronisation of conceptual design is possible, and for me this is where the meaningful globalisation of communication starts. Opting to conform out of a desire to be “hip” results in cultural impoverishment and a perception of the designer as a compliant tool at the mercy of selling interests, making them completely interchangeable.

So how does brand communication position itself in highly competitive markets?

Competition is absolutely vital which is why it is not suited to being at the heart of innovative design processes. In recent years, too many identities have been built up around international groups of companies who only use formal gimmicks and clichés to position a brand in the short term and on a purely competitive basis. This is where CIs fail one after the other because they are not able to formulate relevant objectives but instead all shout “higher, faster, further!” at the top of their voices. Innovative companies however have realised the importance of a well-founded corporate identity, and have understood that in many respects added value is what is being pursued in this environment. This approach is crucial to the reputation of the design concept, because in this context design means much more than making something pretty and “just costing money”. Perhaps the best way to describe this approach to design is “sustainable communications”. It does not matter whether I express myself in Báihuàwén, use Neshi script or work with my European idea of typography. What is important is the attitude on which the design is based – an identity cannot emerge without this attitude, either for the people doing the designing or for the project that is being communicated.

It might sound presumptuous, but in these days of excessive demands for oil and huge global challenges, pure aesthetics and decoration are simply not enough to form a common basis of communication that accomplishes more than looking good. In a future characterised by global contexts,

corporate experience and the new intercultural creativity associated with it are in greater demand than ever. An image of the creative characterised by a performance-oriented way of doing business and a western-oriented image of genius is now as askew as the Leaning Tower of Pisa... Designers and communications specialists are now being asked to come to grips with issues and see themselves as a driving force. Admittedly, this is a tall order to which it is hard to do justice, but as the saying goes, "You grow with the job". At least we hope so!

Whenever I am working on a corporate design project, I try to do justice to the requirements that have been set. And I am happy to ask myself and others involved in CI projects basic questions that admittedly cannot always be answered satisfactorily. It might be impossible to avoid a stunning failure, but the discourse around these questions focuses on the development of a CI.

1. Does the concept have social relevance?

This is very important to me, but not always resolved conceptually. To me being socially relevant does not in the least mean producing communications models with an absolute desire for consensus, but the need to come up with an integral concept, a corporate identity even, that takes into account social aspects of communications processes related to their environment, and achieves meaningful communications ergonomics beyond fashionable and fleeting trends.

2. Does the concept communicate genuine values?

All those involved in branding processes know that there is a great temptation to show brands in a different light, using camouflage tactics for more effective positioning than their actual values would suggest. This means you are not being fair to either the customer or the appropriate conceptual demand. Sometimes there is an opportunity to be present during a radical repositioning of a brand, in which case brand communication is also a catalyst for the desired change and shapes positioning for the future.

3. Does the concept fulfil our aesthetic requirements?

In any critique of purely formal design, the work also has to look good. A successful design is simply an integral part of a good communications concept.

4. Can the concept be used in different ways?

This is surely a point that is crucial for the universal use of a corporate design. What has been forgotten today in the general hysteria that surrounds the internet is that graphical applications materialise beyond the screen and are not permitted to confront the user with insoluble tasks, otherwise it puts paid to desired conceptual and graphical consistency.

5. Does the concept have a future?

This does not mean multimedia or the internet, both of which are readily confused with having a future. These media sectors are often interpreted in a short-term, performance-oriented and opportunistic way. The option shared by these applications of instant measurability has more to do with the present than with the future. For me it is much more about brand communication that offers concepts that enable upcoming social problems to be dealt with. The need is for much more than a creative nine-day wonder.

Finally, I would like to establish a megatrend when it comes to future design trends, which is not to follow trends but, in terms of tradition and innovation, to design brands in such a way that these can exist in the global context on the one hand and on the other do not have to lose their identity. Sustainability cannot base itself on formalities, but should be based on long-term, discursive intercultural processes. Today this is being achieved in a very small number of corporate identities and offers numerous possibilities for new concepts. Ongoing scrutiny is required from every angle – perhaps this book will help.





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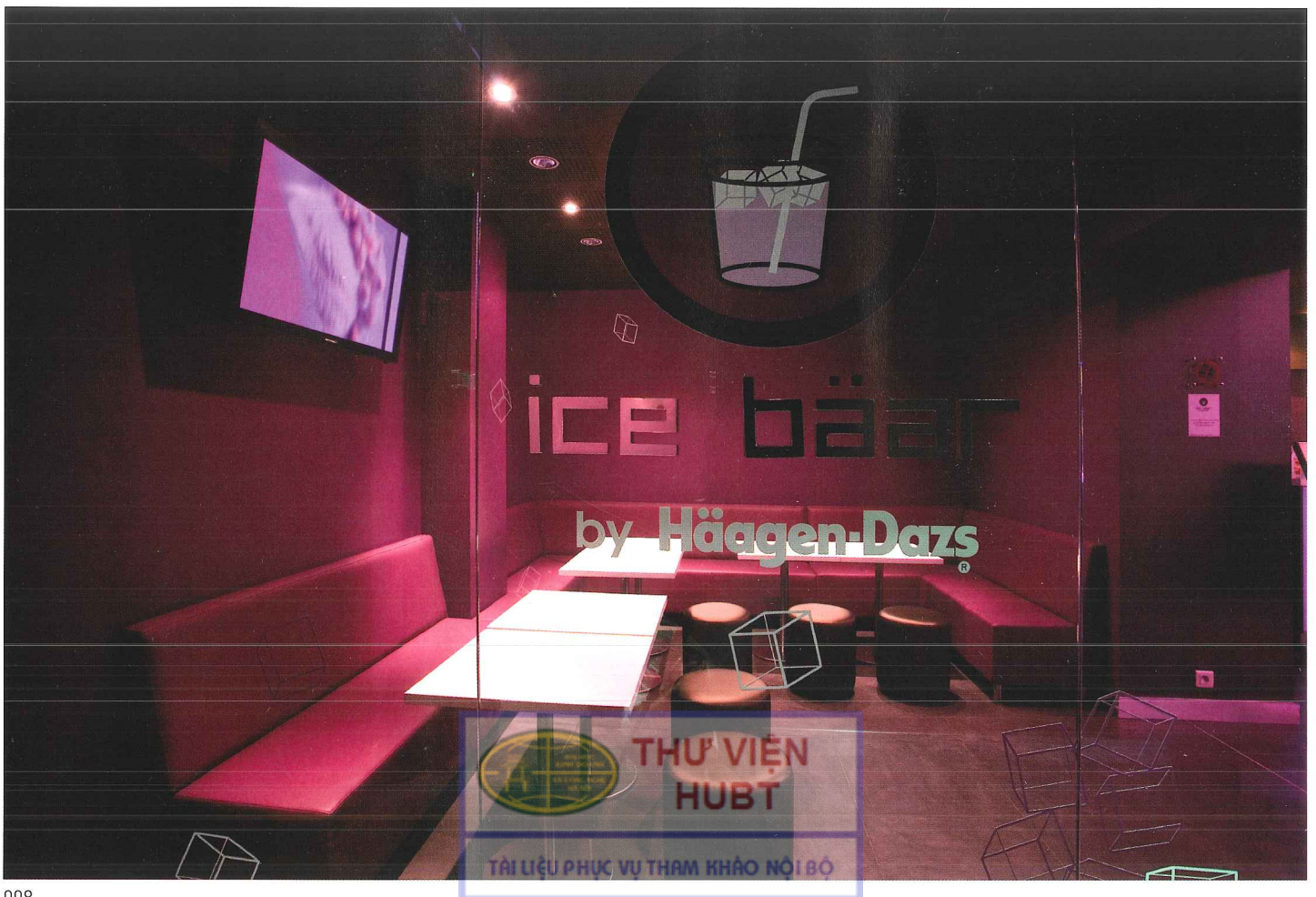
Häagen Dazs

Client: Häagen Dazs

Description: The famous Premium ice cream brand got in the prestigious Champs Elysées Avenue in Paris by creating a fantastic new flagship dedicated to several consumption occasions: morning, day and late night.

Design: Saguez & Partners (France)

Häagen-Dazs®





Jeff de Bruges

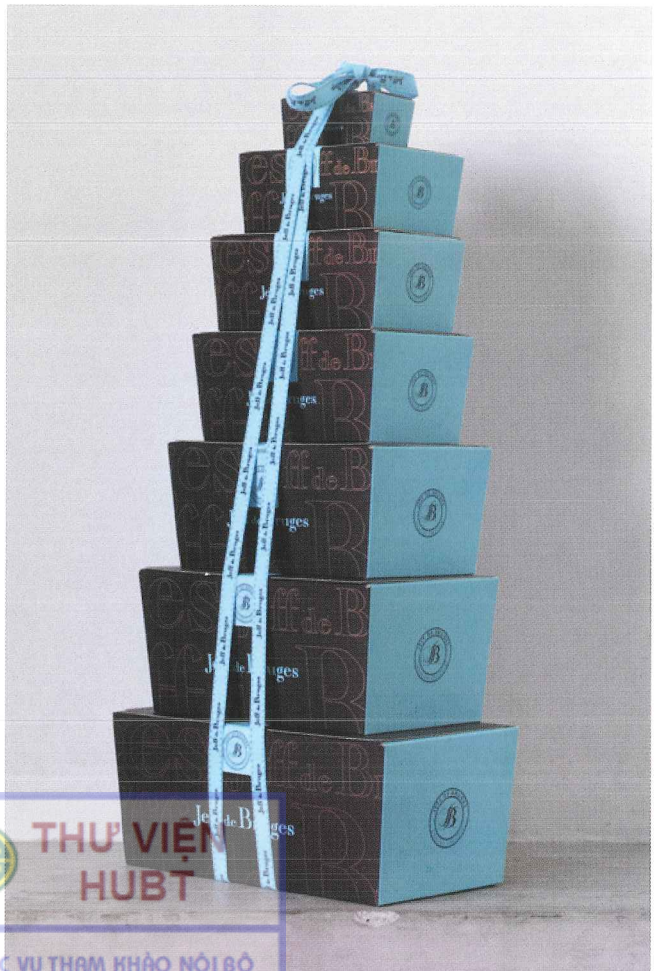
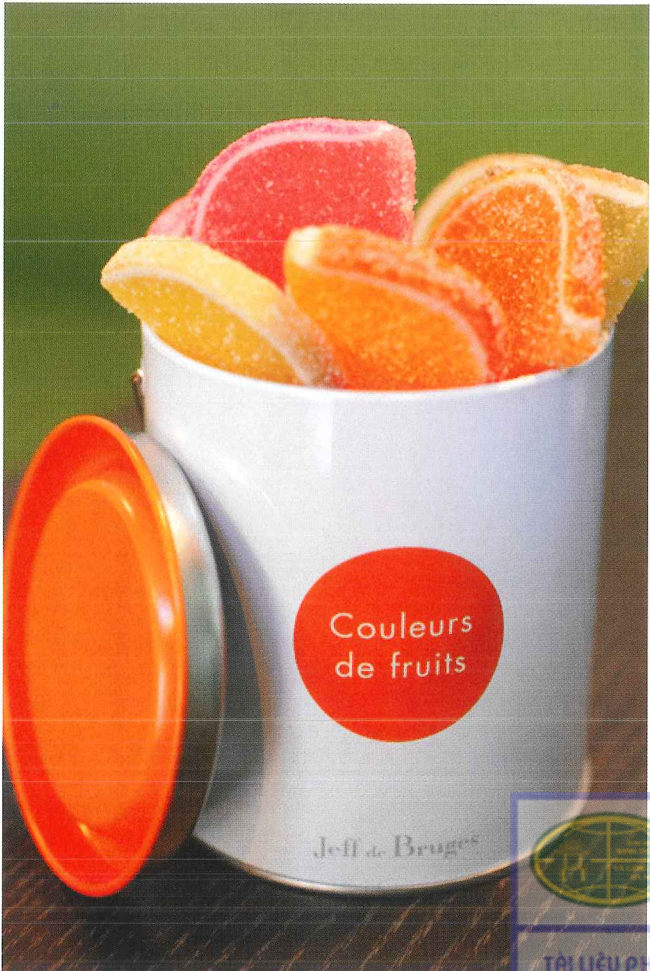
Client: Jeff de Bruges

Description: Jeff de Bruges means not only chocolate, but ice-cream, sugared almonds and sweets. This is also a brand of a family company now has a successful sales network with 215 franchised retail outlets of 30 to 80 m², benefiting from recognized expertise and best value for money. Yet Jeff de Bruges, a "small business" in good health, decided to take its success further, with the ambition to become the favourite brand on its market. The result? A new visual identity, a new interior design concept, new merchandising, new packaging, new products, a new approach to service and a new programme of events. The project was summed up in one short phrase: "chocolate naturally"!

Design: Saguez & Partners (France)







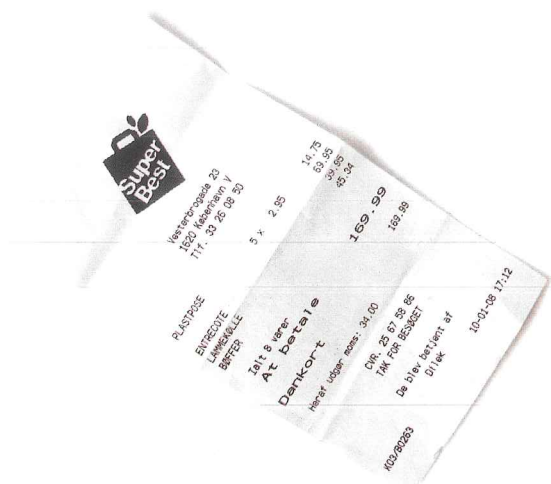
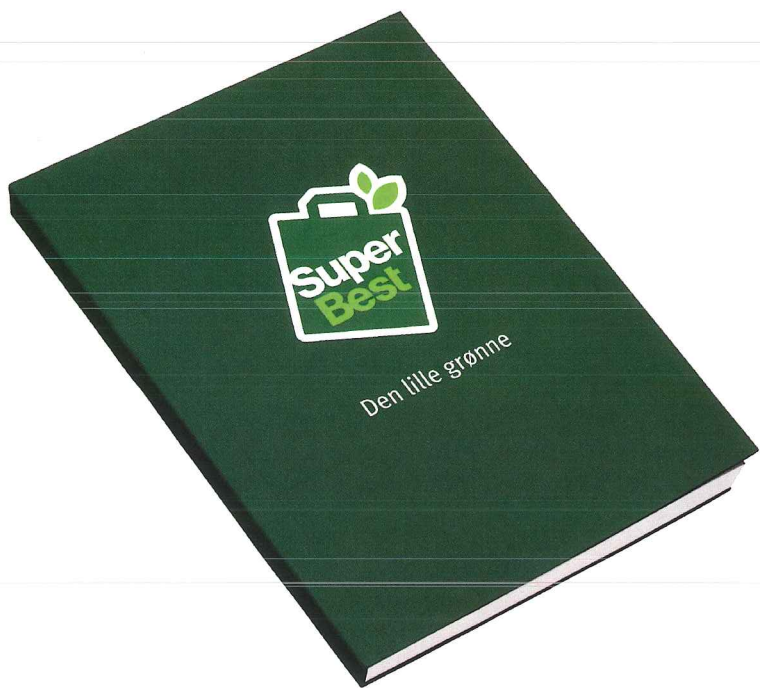
SuperBest

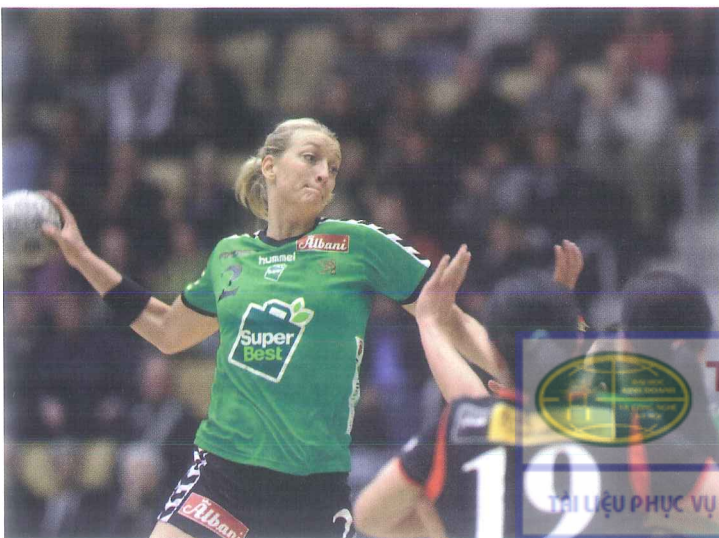
Client: SuperBest

Description: Redesigning the visual identity for supermarket SuperBest, including business cards, shopping trolleys, bags, uniforms, interiors and advertising boards to facades.

Design: Scandinavian DesignLab (Denmark)







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Lagkagehuset

Client: Lagkagehuset

Description: To create a new corporate identity for the delicate Danish bakery Lagkagehuset, a very popular Copenhagen located bakery chain.

Design: Scandinavian DesignLab (Denmark)

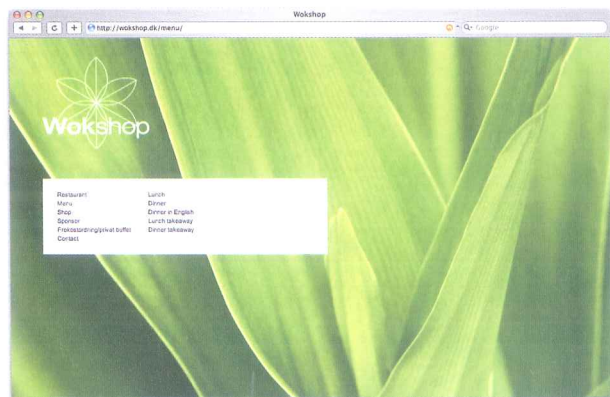


Workshop

Client: Workshop Thai Restaurant

Description: Corporate identity design for a very trendy and popular Copenhagen centred Asian restaurant - Wokshop.

Design: Scandinavian DesignLab (Denmark)



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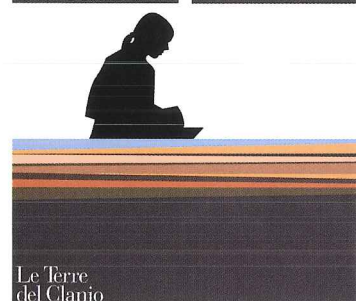
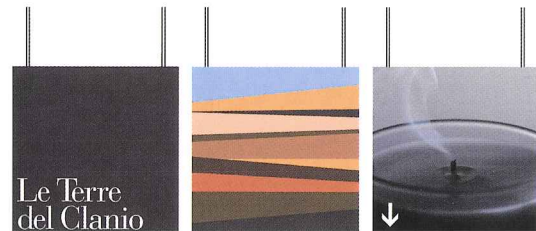
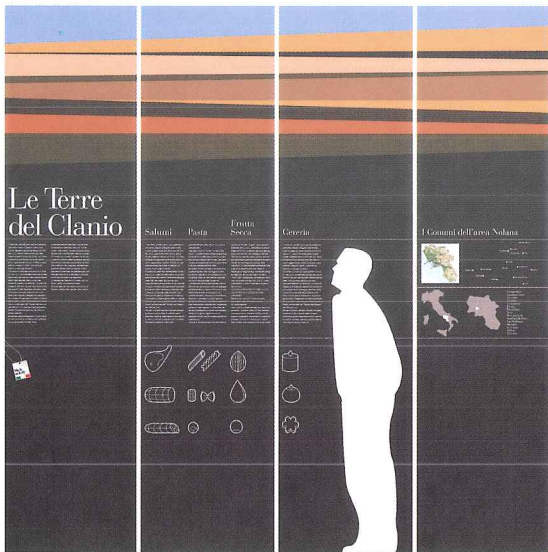
Le Terre del Clanio

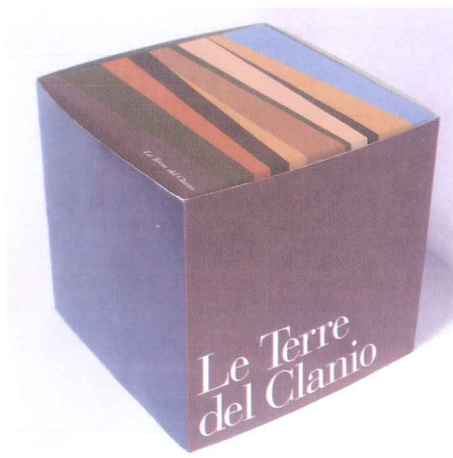
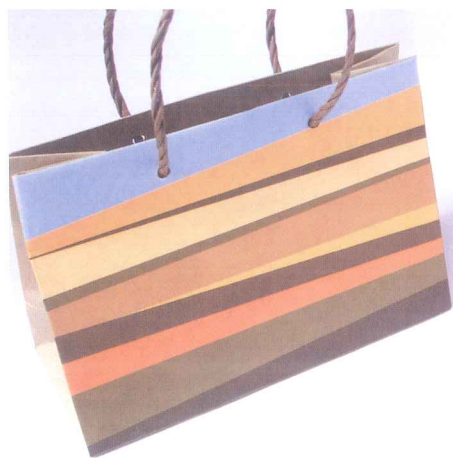
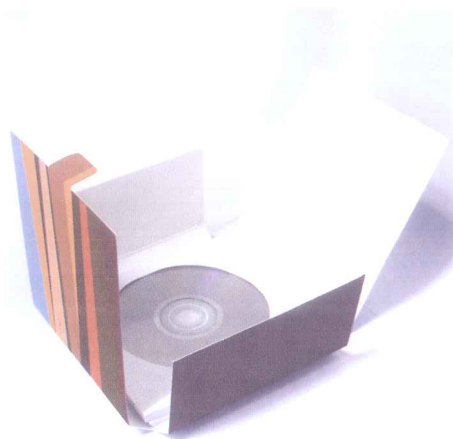
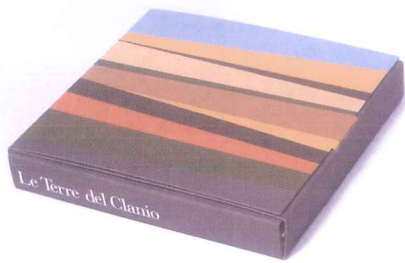
Client: Le Terre del Clanio

Description: The project includes naming program, brand identity, graphic program, stand design and prototype.

Design: Studio 41 (Italy)

Le Terre del Clanio





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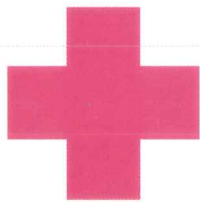
Happy Pills

Client: Happy Pills

Description: An integral project for a candy shop in Barcelona. Sweets can give people a little high, what makes them like bites of happiness. And nowadays they are necessary for serious matters like Sundays without football, the pineapple diet, global warming, square roots or Mondays. The store is like a pharmacy, the brand and packaging are inspired by pharmaceutical design. It's up to consumers to pick what "prescription" they want and how much they want to fill in the bottles. Then the bottle is sealed with a tamper-proof cap and consumers can choose which label best suits their mood. There are also happy pills four-time daily, happy pills for pocket and a "Fist Aid Kit" for emergencies.

Design: m (Spain)

happy pills



happy pills







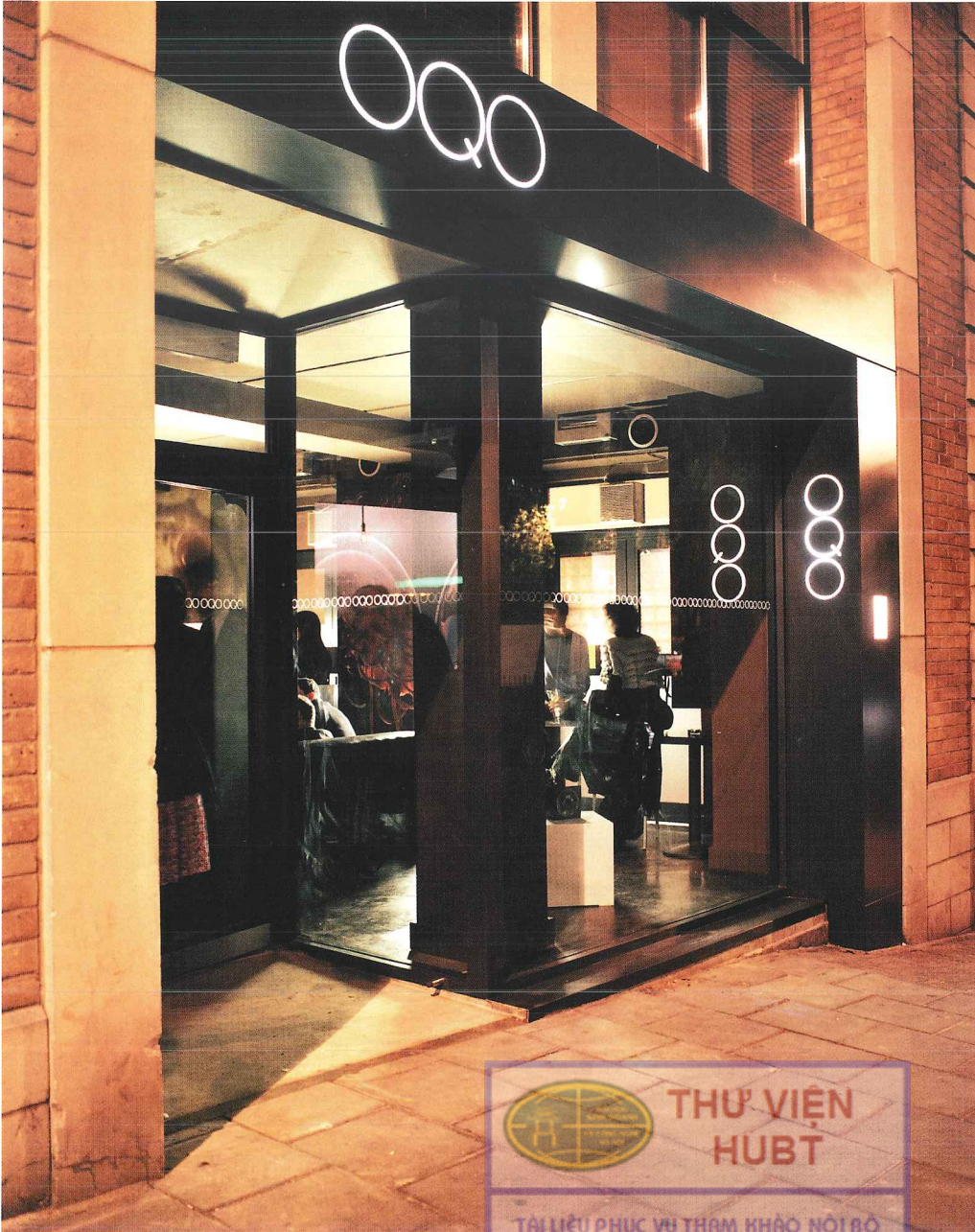
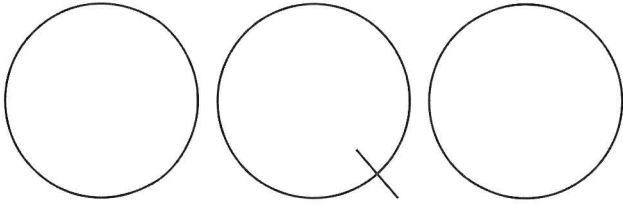


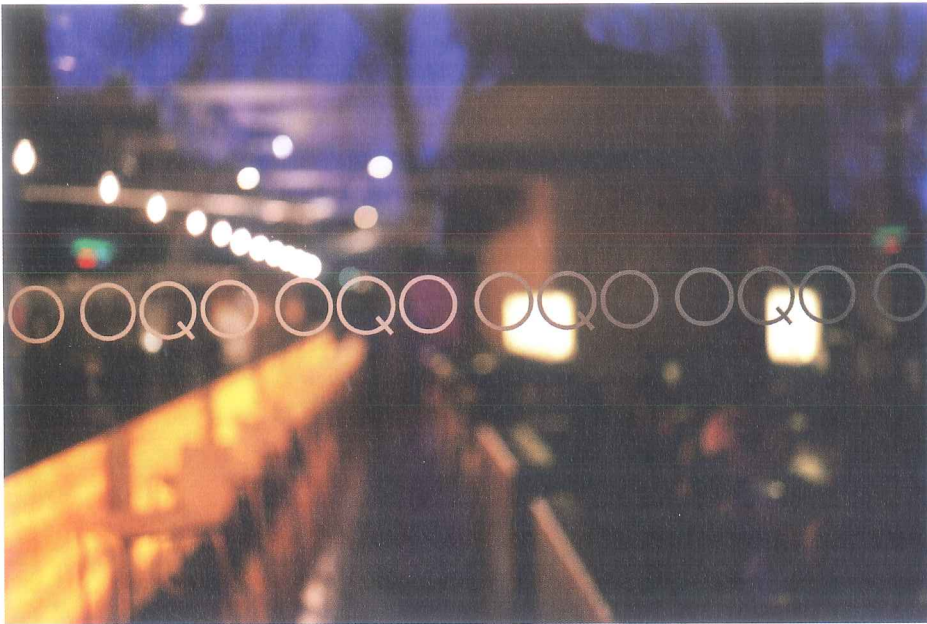
000

Client: 000

Description: Brand identity for 000, a London restaurant and cocktail bar, including brand identity, cocktail images, interior graphics and signage.

Design: Sea Design (United Kingdom)





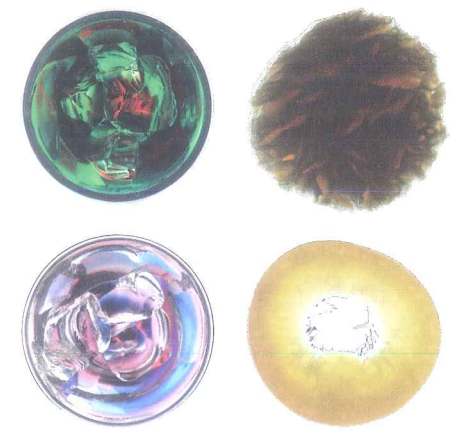
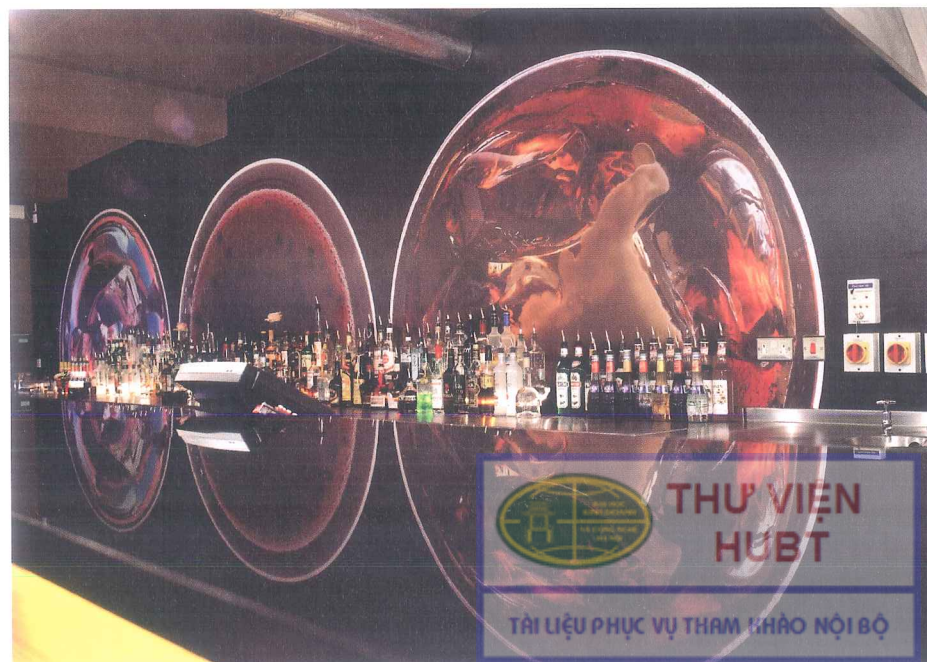
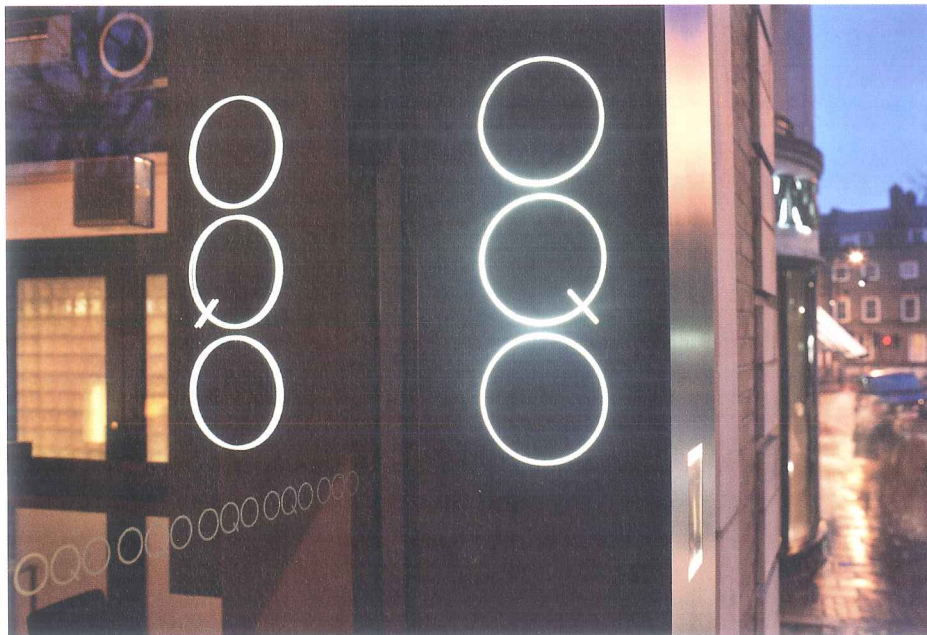
CHINESE TAPAS RESTAURANT
AND COCKTAIL BAR

'OOO, the latest chic eaterie...
wouldn't look out of place in a
an episode of Sex and the City'

Wallpaper
11 March 2005



4-6 ISLINGTON GREEN LONDON N1 2XA
T 020 7704 2332 F 020 7704 2333
INFO@OOOBAR.CO.UK WWW.OOOBAR.CO.UK



Podhale

Client: Podhale

Description: Corporate identity design for cheesecake store "Podhale", including mascot, uniform, interior design, packaging and product designs.

Design: Furi Furi (Japan)

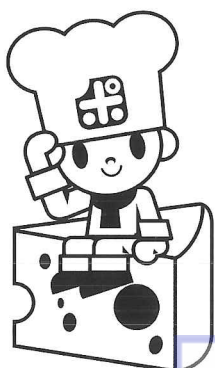


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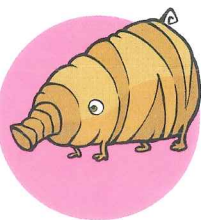

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Döner tier

Client: Doner Kebab

Description: The idea is to establish a Franchise System for Doner Kebab, in design and quality, which did not exist before. Precisely defined processes and standards guarantee high quality and guest satisfaction. The key to the Döner tier success is to offer a comfortable and communicative atmosphere, fresh food, fast and friendly service and the design representing a modern lifestyle. Support to this idea is by the well-known brand and logo - Döner tier, a little animal is known on TV and movies.

DÖNERTIER®



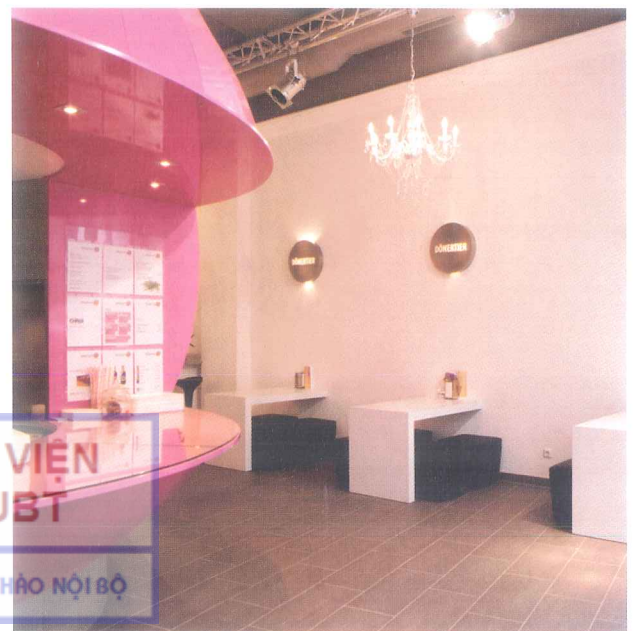
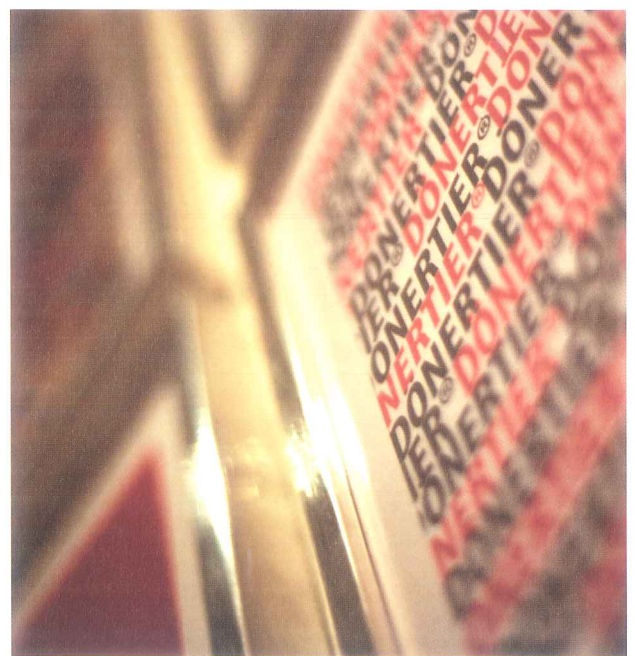
Döner macht schöner®

www.doertertier.ag



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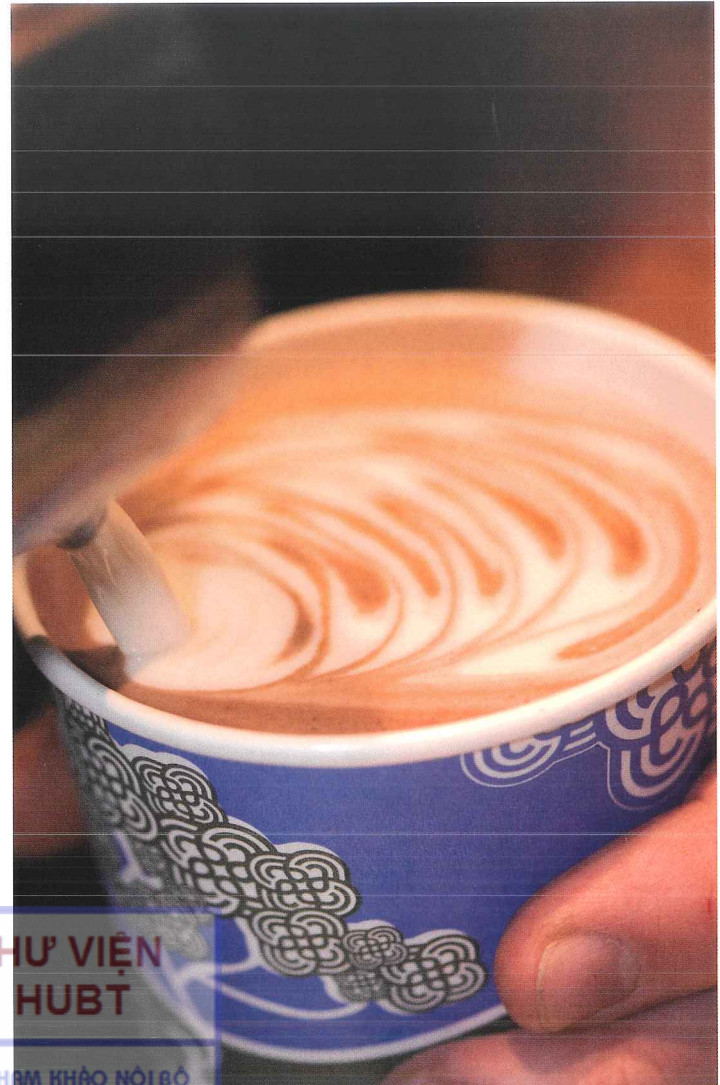
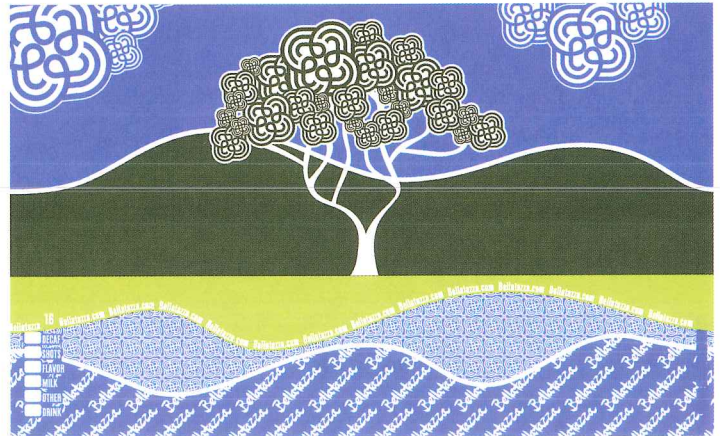
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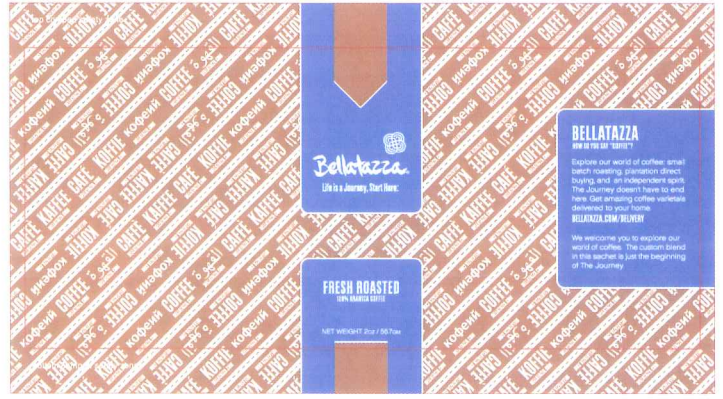
Bellatazza

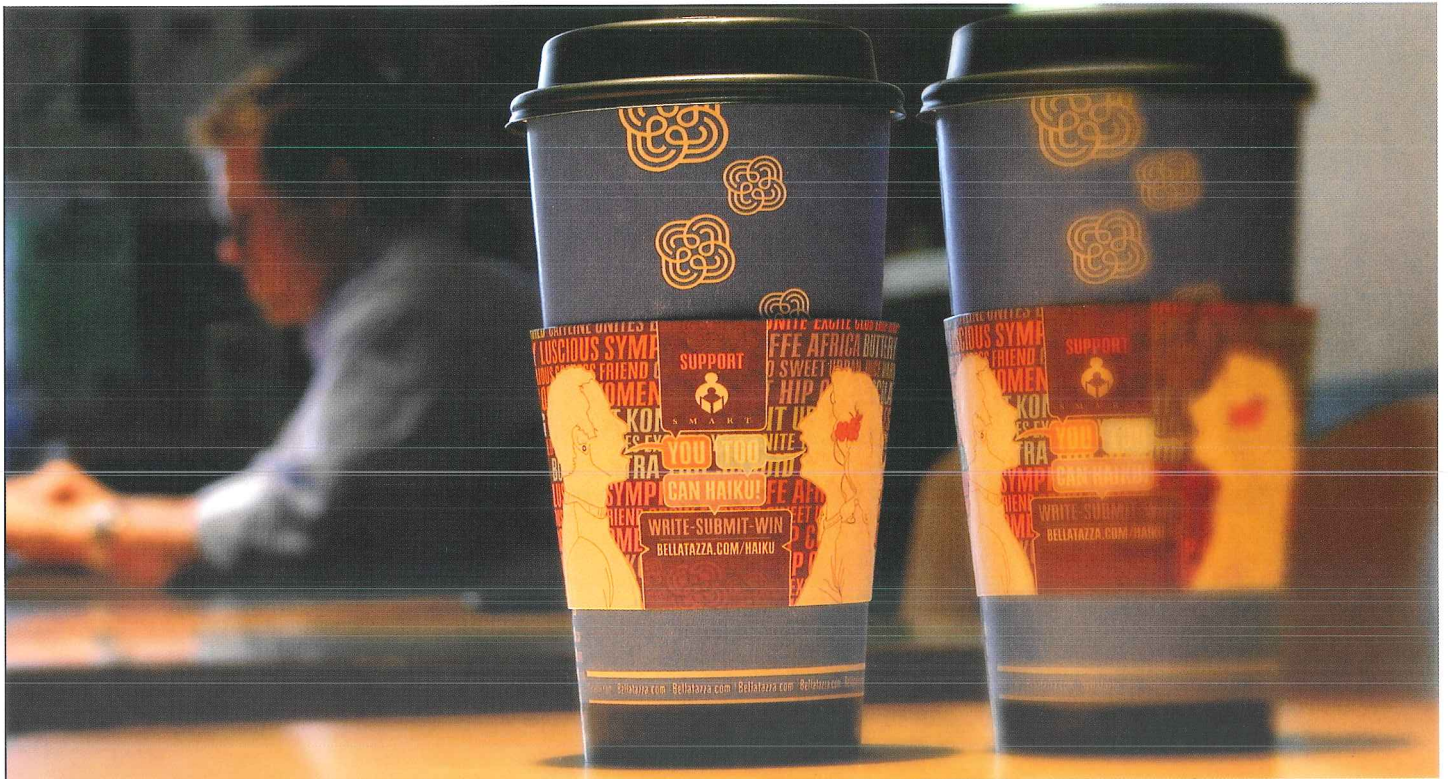
Client: Bellatazza

Description: From logo to television ads to web site to viral marketing campaigns, every aspect of Bellatazza's branding is touched. Bellatazza began as a love for coffee and had little else when it approached Buzzsaw Studios to create a complete brand identity. More than six years later, Buzzsaw Studios and Bellatazza continue to collaborate on all aspects of the coffee house's branding. New cup designs, in-store POP boards, web site messaging, email blasts and a photo shoot for a magazine feature are a few of the recent projects.

Design: Buzzsaw Studios Inc. (America)







Bill and Coo on date
 Flat tire, no spare, Coo sighs, sobs
 Bill turns, smiles, "Hi Coo."

VOTE NOW! **THƯ VIỆN HUBT**

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



 **THƯ VIỆN HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

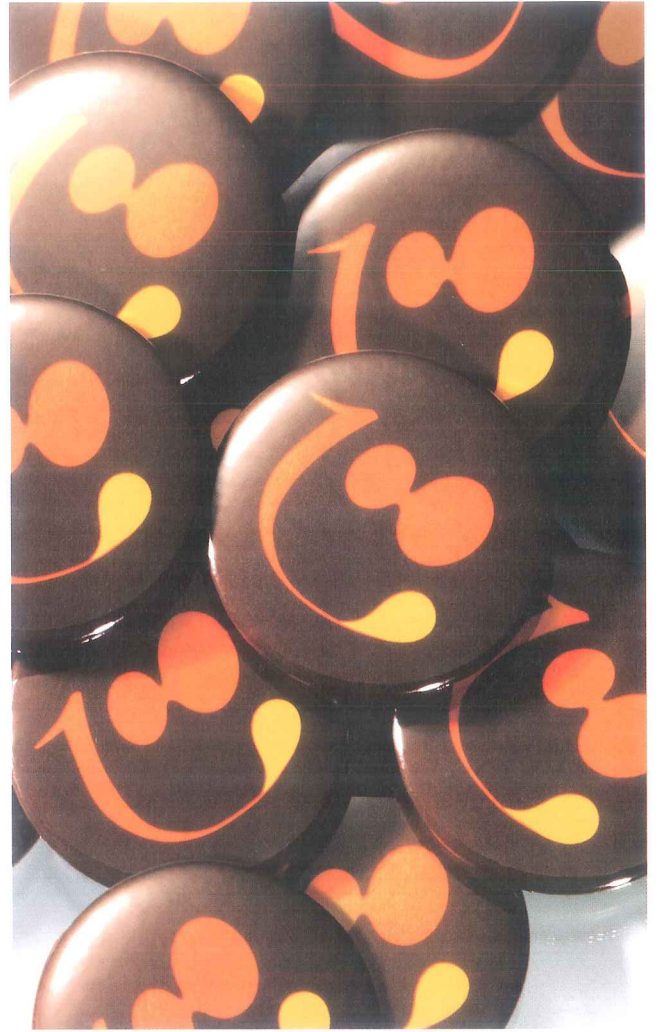
Vgood

Client: Vgood Inc.

Description: Located in San Diego, the U.S., this new restaurant chain targets at young hip consumers. Loveable logotype with orange and brown colour scheme is come up with by the design agency, the orange is chosen as the main colour as it is also the colour of taste that induces appetite. And then, stationery, leaflet, take away menu, menu boards and design system for the interior are developed. The "v", "g" and "d" in the logotype resembling fishing hooks to suggest a fish grill while the "oo" suggests a steak! A set of delicious and yummy faces used for thank you cards, feedback forms and badges are given out to this group of young consumers.

Design: Eric Chan Design Co. Ltd. (Hong Kong, China)





Wanna Juice

Client: Wanna Juice

Description: The concept inspired by California, taking the "smooth" and "being rich in Vitamins" as selling points, aiming to bring delight and health to consumers.

Design: W & Cie (France)





Come Come

Client: Come Come

Description: The concept of the pizza place links to the name: the pizzas are so good that in the pizza place everything looks mouth watering – the furniture, the customers, the chef...The images are based on elements and people involve in the pizza place.

Design: Eduardo del Fraile (Spain)

come come.





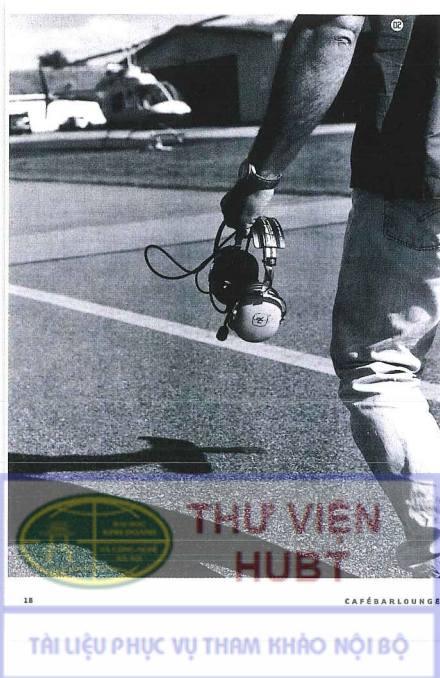
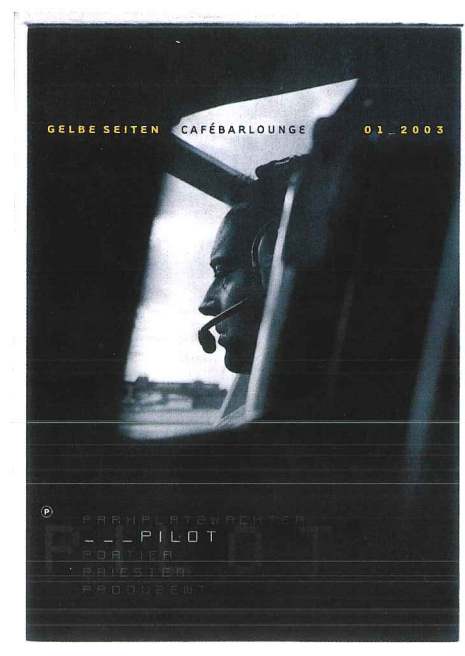
**THƯ VIỆN
HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Yellow Pages

Client: Yellow Pages

Description: Corporate identity design for Cafe/Lounge Bar "Yellow Pages" in Karlsruhe, including logo, menus, tableware, chairs and interior.

Design: Magma Brand Design (Germany)



PARAPLATZWÄCHTER
 PILOT
 PORTIER
 PRIESTER
 PRODUZENT

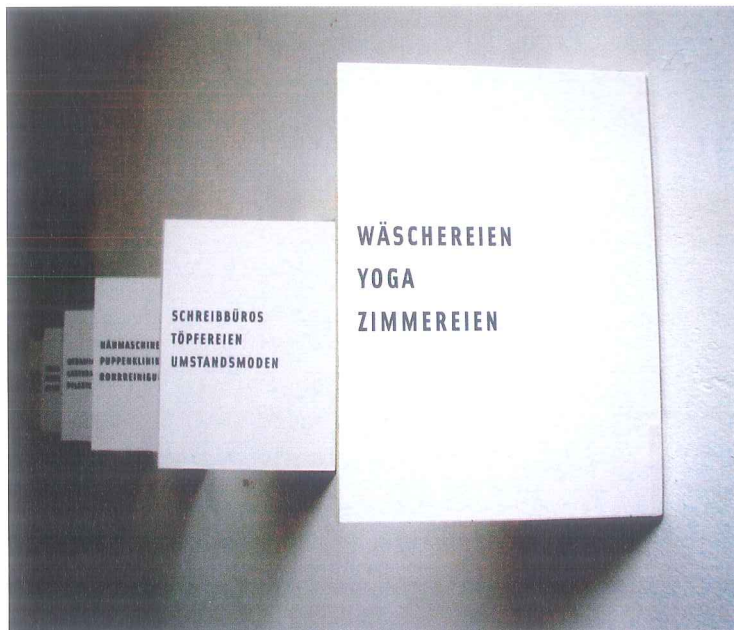
Wer sich nicht bewegt, hat verloren.

In dem Leben des Hubschrauberpiloten Marc Menke geht es stets um Bewegung. Was anderes blieb im auch nicht übrig sein bisheriges Leben Klingt wie ein permanenter Kampf um Freiheit. Mit der Fliegerei hat er endlich den Schlüssel zum Glück gefunden.

Alles begann in Malsch. Damals kreisten die Conadier mit schweren geknittert über sein Heimatdorf. Dort über wollte auch er sitzen. Baus aus dem "sozialen Grenzbereich, den hardcore Elternhaus". Auf Hauptschule folgte Wirtschaftsabi, die Leitung des ersten Karlsruher Skateboard Parks (mit dem legendären Green Ramp Contest), die Gründung der Event Agentur *the effect*, schließlich einige Jahre *unterhaus* und nun der Aufstieg aus der Gastronomie. Sein jetziger Nebenjob, Longrange Kurier, gibt ihm Zeit an seinem Traum zu arbeiten: Hubschrauberfliegen.

Die zivile Ausbildung ist nicht ganz billig, zeitaufwendig und schwierig. Kein Land der Welt verlangt bei dem Erwerb der CHPL (Commercial Helicopter Pilot License) so viel wie die Deutschen Behörden. Gelingen und gefordert darf dann ringende, kontrolliert und geregelt wird alles. Daher zieht es Marc nach Australien seiner Ausbildung ins Ausland. Nach Canada, Neuseeland oder South-Africa. Als Buschpilot. Schwierige Jobs annehmen, denn diese sind anspruchsvoller. Und oftmals spannender, als VIPs zu shutteln oder gestrasste Orte an Unfallorte zu fliegen.

Marc Menke erwirbt zur Zeit die Lizenz, gewerbliche Hubschrauberflüge durchführen zu dürfen. In diesem Rahmen bietet er Rundflüge (Start von *BiederseePark*) zur Selbstkosten an, z.B. ab einer halben Std für 75,- € zzgl. Landegabühren (Kontakt: 0714-9046332 / marcmenke@gmx.de)



**THƯ VIỆN
HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

2nd Bite

Client: 2nd Bite

Description: The driving inspiration behind the creation of 2nd Bite is designers' curiosity to the common adage: "The first bite is always the best". So they were curious to what comes after the first bite? What happens if one bite is not enough? From that fascination they furthered establishing the 2nd Bite image as a chic, hip and upbeat bread and pastry brand.

Design: LeBoYe (Indonesia)

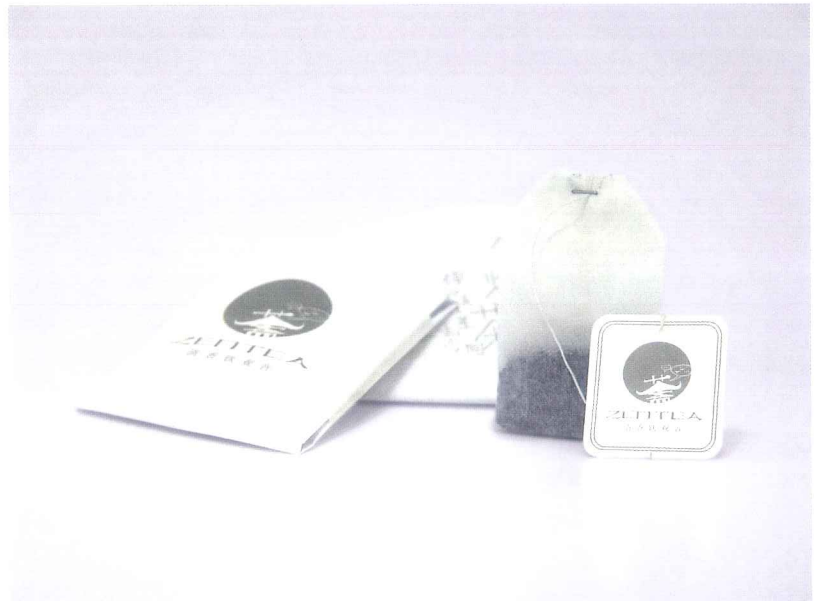


Zen Tea Room

Client: Zen Tea Room

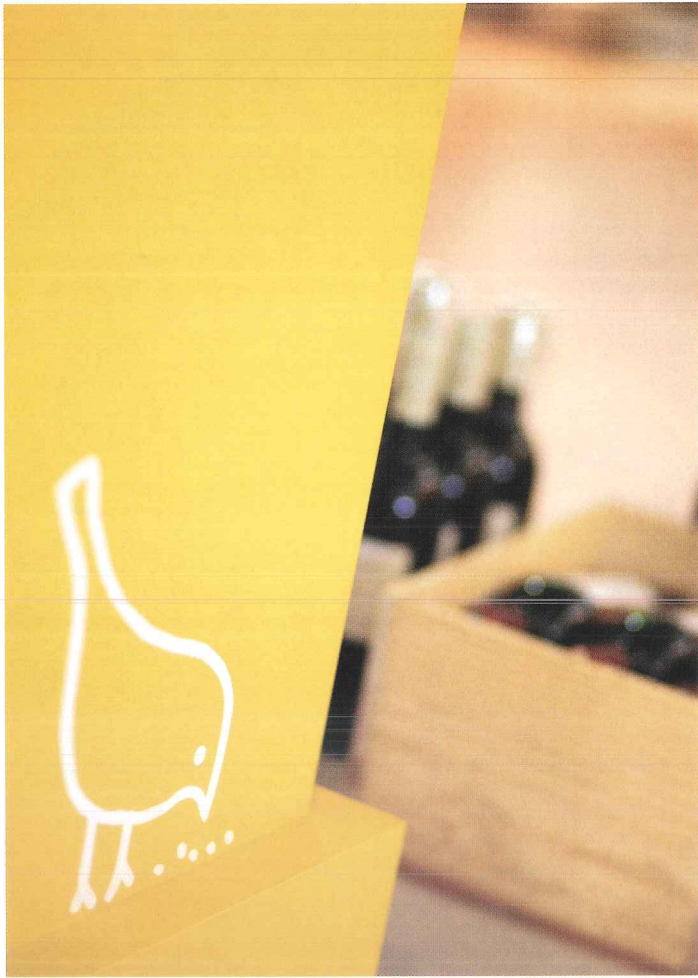
Description: The logo design combines the architectural structure of Chinese traditional tea room with the character structures of “茶斋 (tea room)”, the character “斋” expressing a cozy and harmonious feeling and presents the uniqueness of Chinese tea culture.

Design: X-House Brand Consultant Agency (China)





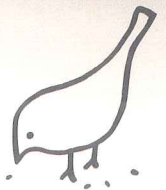
 **THƯ VIỆN HUBT**
TÀI LIỆU DỊCH VỤ THAM KHẢO NỘI BỘ



THƯ VIỆN
HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Les bons ingrédients
pour une cuisine

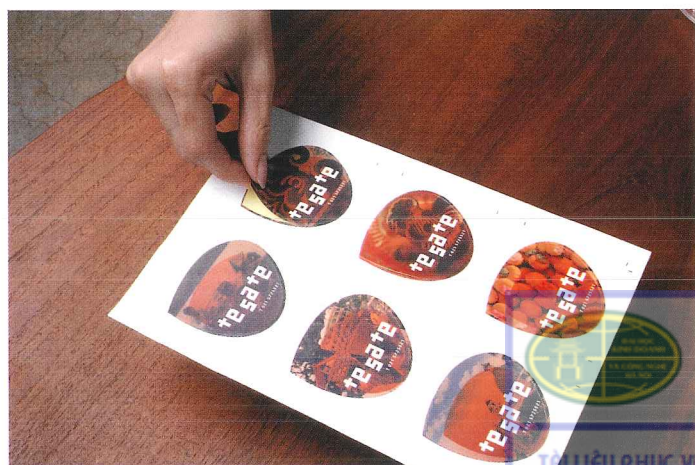


TeSaTe

Client: TeSaTe

Description: The name of TeSaTe is from the unique "call-sign" of how the sate vendor traditionally heralds their fare. The dream behind the brand is to be the first Indonesian global restaurant which promotes not just the diversity of Indonesian food but also the richness of Indonesian culture and celebration.

Design: LeBoYe (Indonesia)





THƯ VIỆN
HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Bunga Rampai

Client: Bunga Rampai

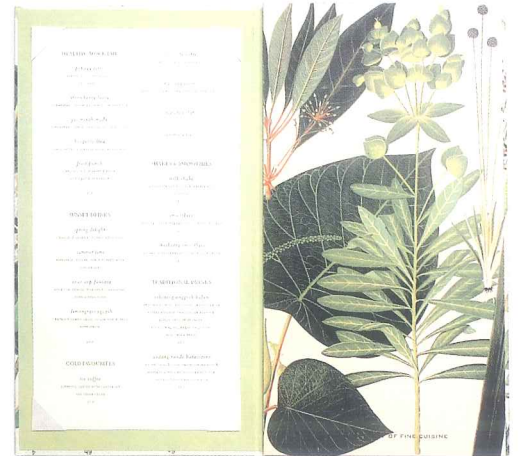
Description: Taking its venue in a colonial landmark which served witness to many of Indonesia's national personages as they masterplanned the birth of a new nation, Bunga Rampai serves as an enchanting Indonesian fine dining within a unique botanical theme.

Design: LeBoYe (Indonesia)



THƯ VIỆN
HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

BUNGARAMPAI

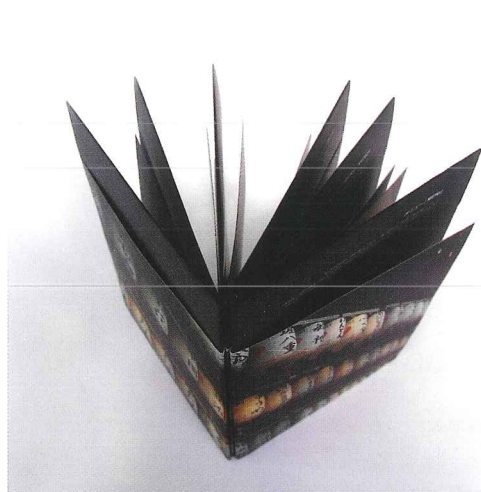
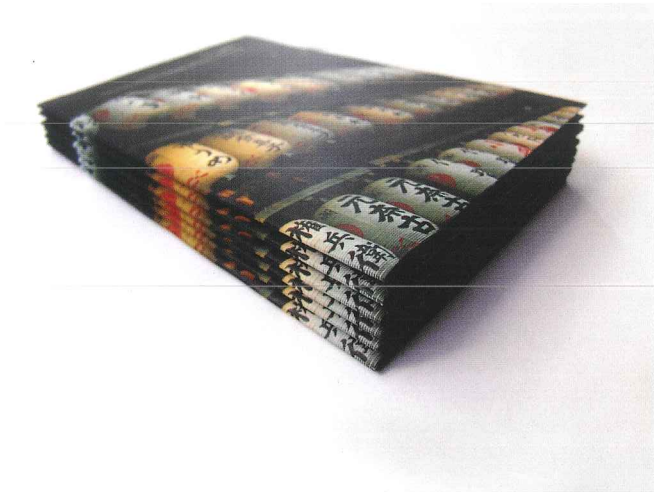


Godzilla Sushi Bar

Client: Godzilla Sushi Bar

Description: Logo and applications for a Japanese restaurant bar. Solid colors - black and red are used to refer to Japanese culture. All the applications are simply designed, using uncomplicated typography and photos of Japanese objects like dolls and lanterns.

Design: G (Greece)



THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



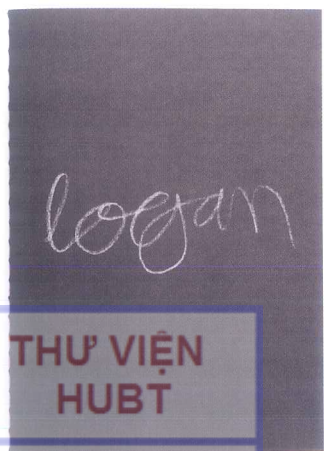
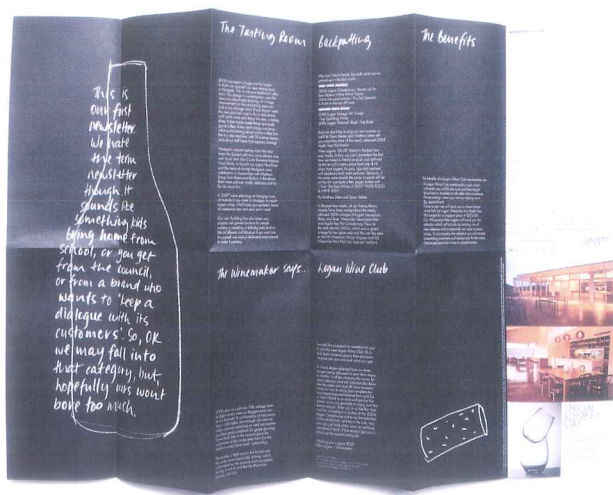
Logan

Client: Logan Wines

Description: Rolled out across all touch points, the hand drawn Logan logo, combined with playful hand written typography, beautiful black and white imagery and an attention to production and printing quality, ensuring a memorable identity. Peter Logan's very particular approach to his winemaking inspired the choice of dimensional embroidery for the Logan Wine Range. The unique approach to embroidery was a fitting metaphor for the patience, care and love that goes into every bottle. By embroidering beautiful, intricate compositions of fruits, berries, leaves and flowers, each label visually represents the textures and flavors inside. The aboriginal name for the district "Weemala" (which to the indigenous Wiradjuri people means good view) inspired a series of labels with different native birds for the Logan Weemala Wine Range.

Design: War Design (Australia)





**THƯ VIỆN HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Vital Ingredient

Client: Vital Ingredient

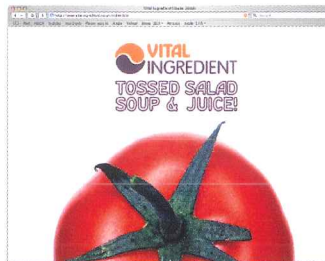
Description: A brand which takes the business of fresh salads and soups very seriously. Using only fresh ingredients and prepared daily, this brand's commitment to exceptional taste is unshakable.

Design: SVI Design (United Kingdom)

VITAL INGREDIENT SALAD, SOUP & JUICE BAR



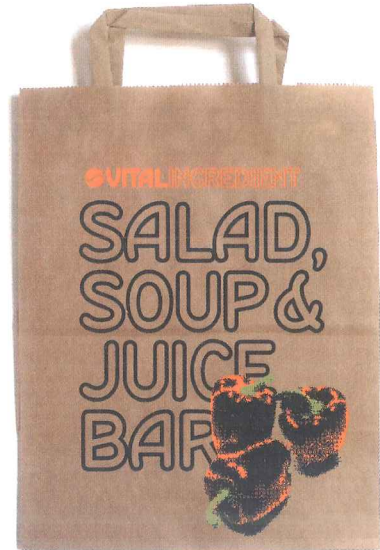
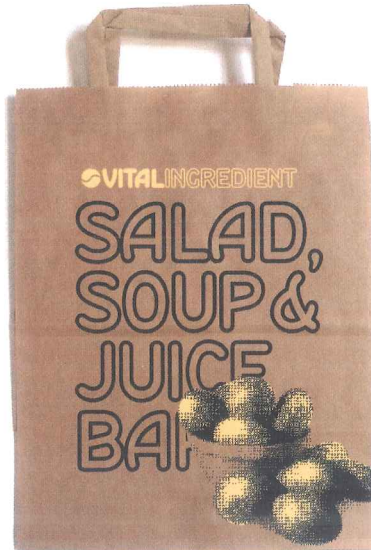
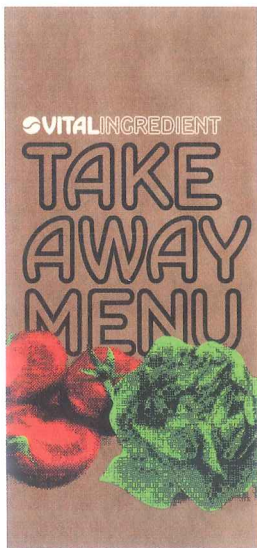
Website



CREATE YOUR OWN SALAD £3.75 (available for £4.50 from 11:30am - 10:30pm)

1 CHOOSE YOUR DISH → **2 CHOOSE YOUR INGREDIENTS** → **3 CHOOSE YOUR DRESSING** → **4 CHOOSE YOUR TOPPING**

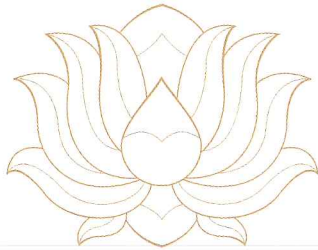
<p>Cool Lettuce wheat & lentils</p> <p>Mixed Lettuces wheat & lentils</p> <p>Roast Vegetables wheat & lentils</p> <p>Goats Cheese wheat & lentils</p> <p>Wild Rice wheat & lentils</p> <p>Jackfruit Protein wheat & lentils</p> <p>Plant Based wheat & lentils</p>	<p>Meat & Fish Chicken Breast Salmon Fillet Pork Tenderloin Beef Tenderloin</p> <p>Plant & Veg Chickpeas Lentils Tofu Edamame</p> <p>Deliciousness wheat & lentils</p> <p>French wheat & lentils</p> <p>Cheese or Low Fat Cheese wheat & lentils</p> <p>Ropy wheat & lentils</p> <p>Carbs/hydration wheat & lentils</p> <p>Wheat Noodles wheat & lentils</p> <p>Plant Protein wheat & lentils</p>	<p>Tomato & Basil wheat & lentils</p> <p>Low Fat Honey wheat & lentils</p> <p>Sweet Chili, Ginger wheat & lentils</p> <p>Blue Cheeses wheat & lentils</p> <p>Low Fat Cream wheat & lentils</p> <p>Red Onions wheat & lentils</p> <p>Red Onions wheat & lentils</p> <p>Red Onions wheat & lentils</p>	<p>House Salad wheat & lentils</p> <p>House Salad wheat & lentils</p> <p>House Salad wheat & lentils</p> <p>House Salad wheat & lentils</p> <p>House Salad wheat & lentils</p> <p>House Salad wheat & lentils</p> <p>House Salad wheat & lentils</p> <p>House Salad wheat & lentils</p> <p>House Salad wheat & lentils</p>
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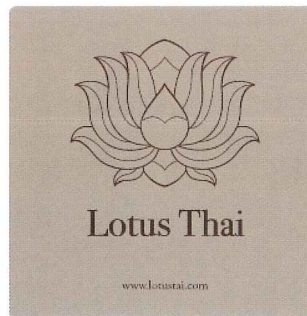
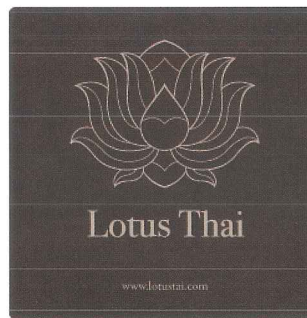
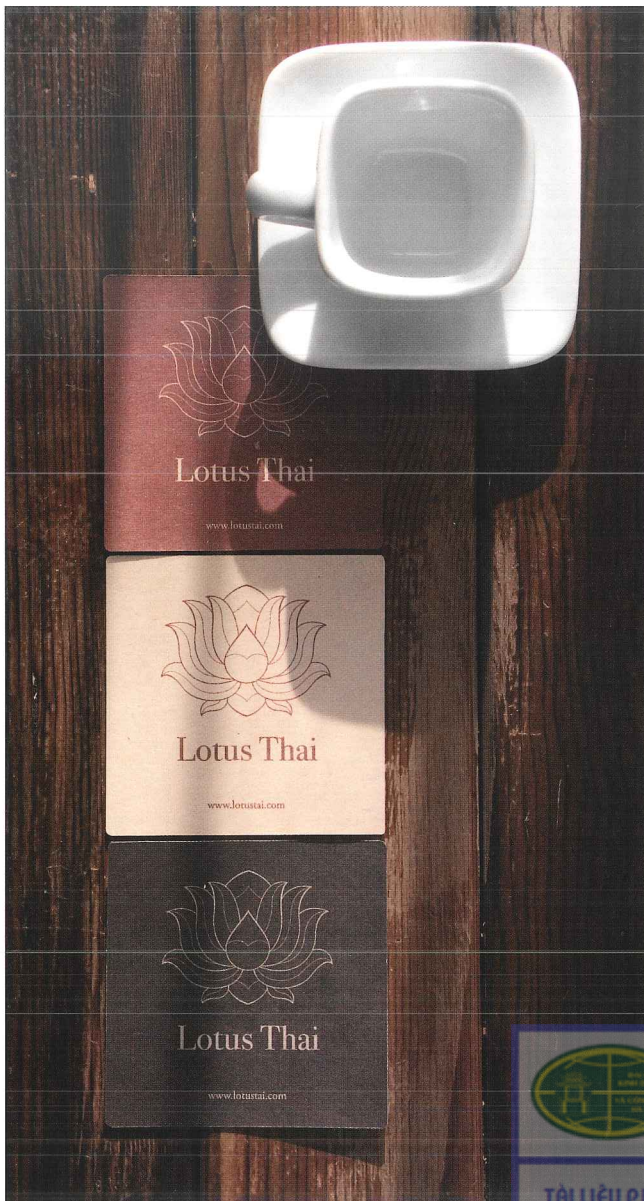
Lotus Thai

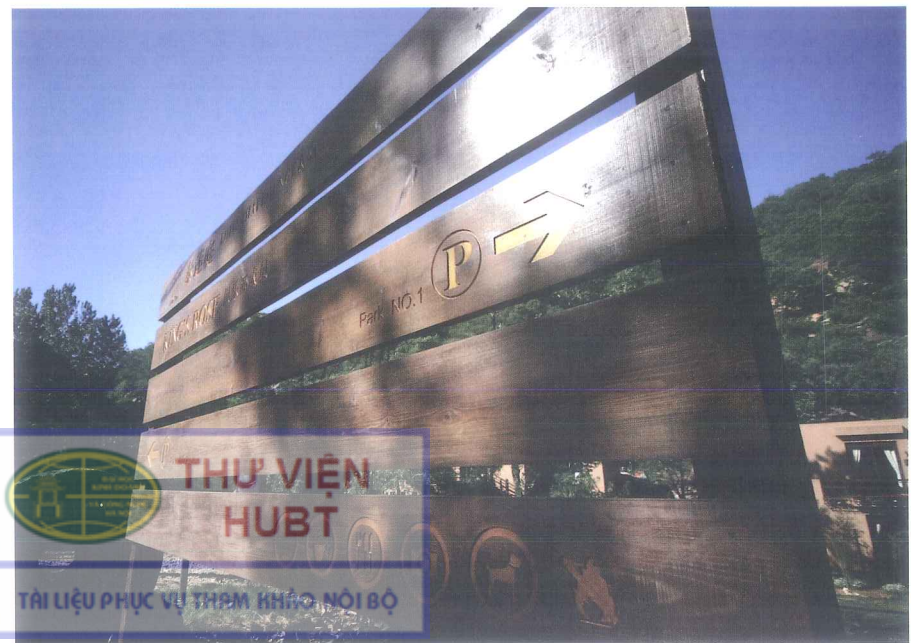
Client: Lotus Thai

Design: Morning Design (China)



Lotus Thai



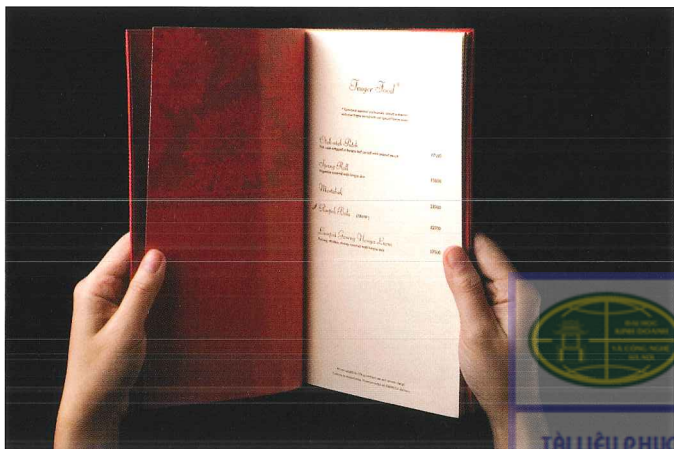
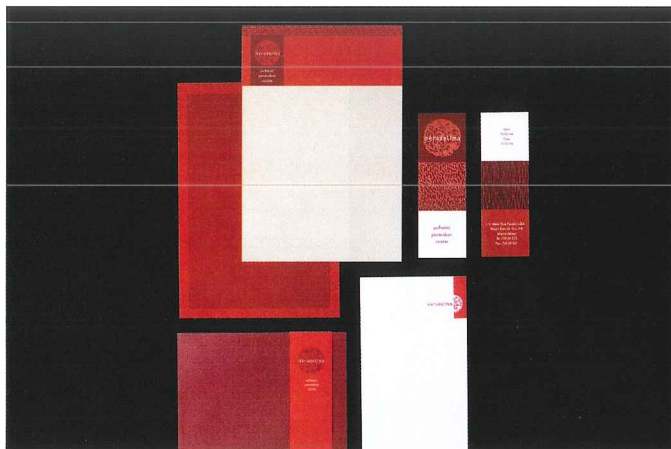
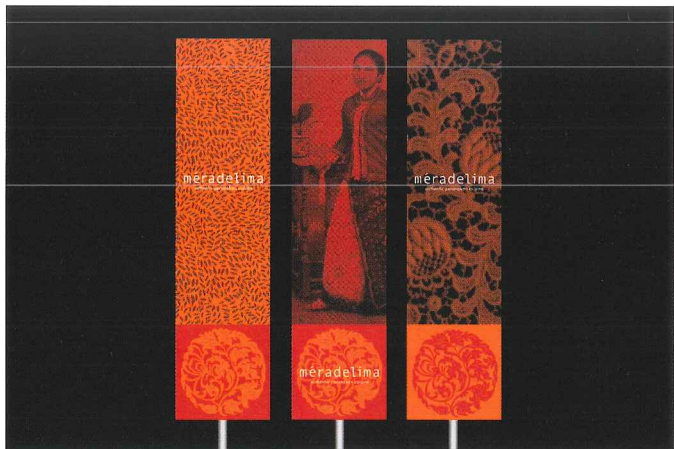
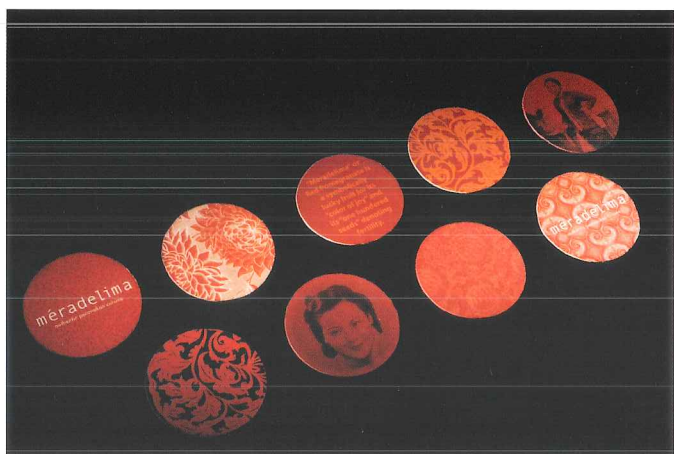


Meradelima

Client: Meradelima

Description: Meradelima is a Peranakan (Indonesian Chinese) restaurant, it is named after the auspicious Red Pomegranate fruit for its red "joyful" color and its "one hundred seeds" denoting fertility and complementing the images of fortune and success.

Design: LeBoYe (Indonesia)





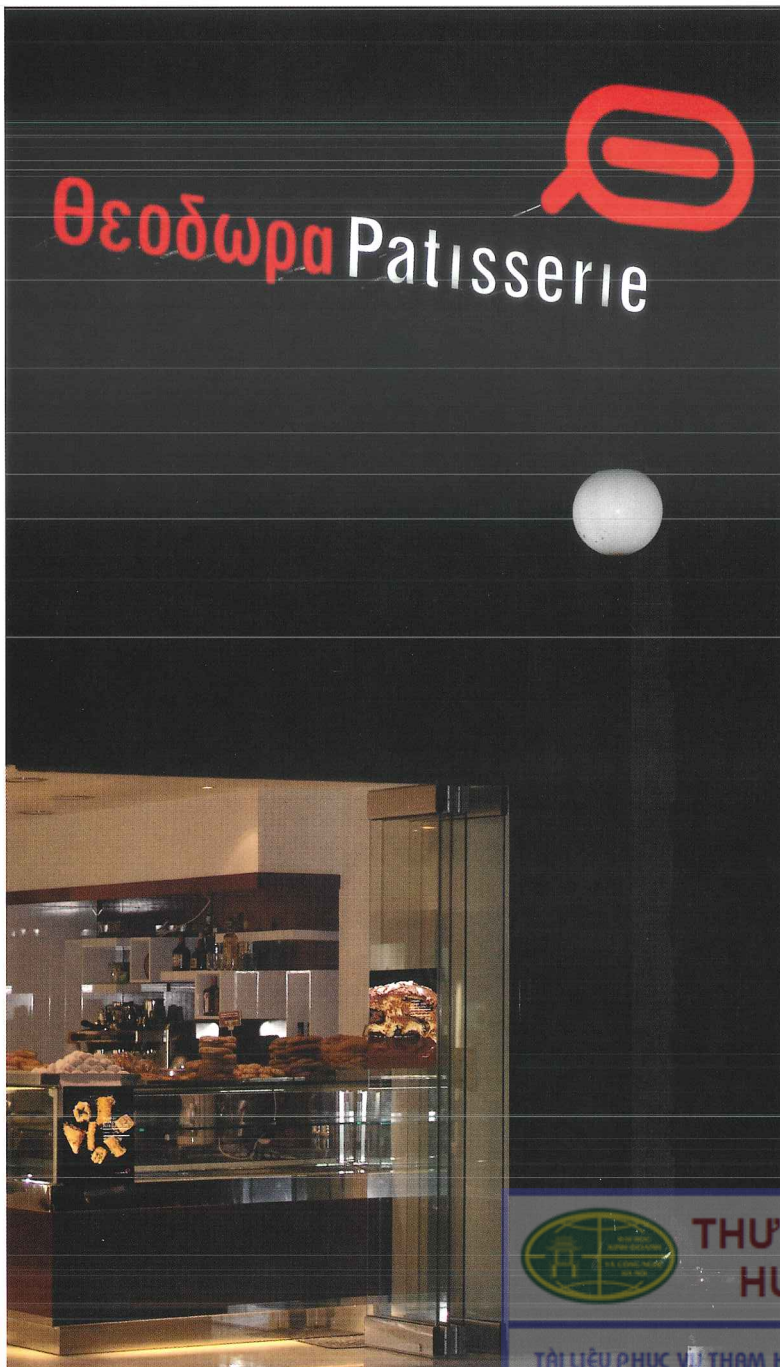

THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

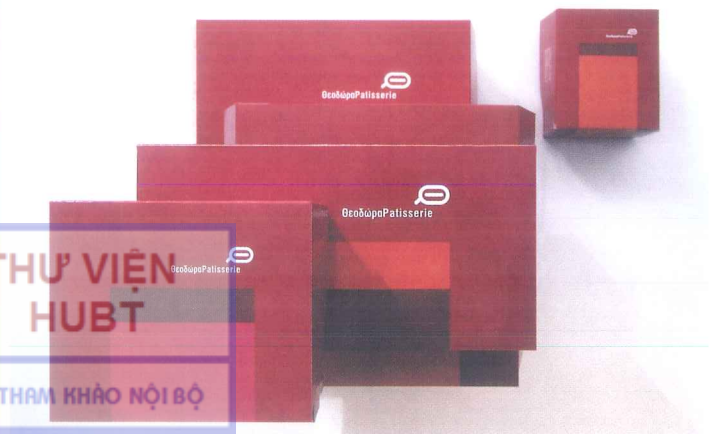
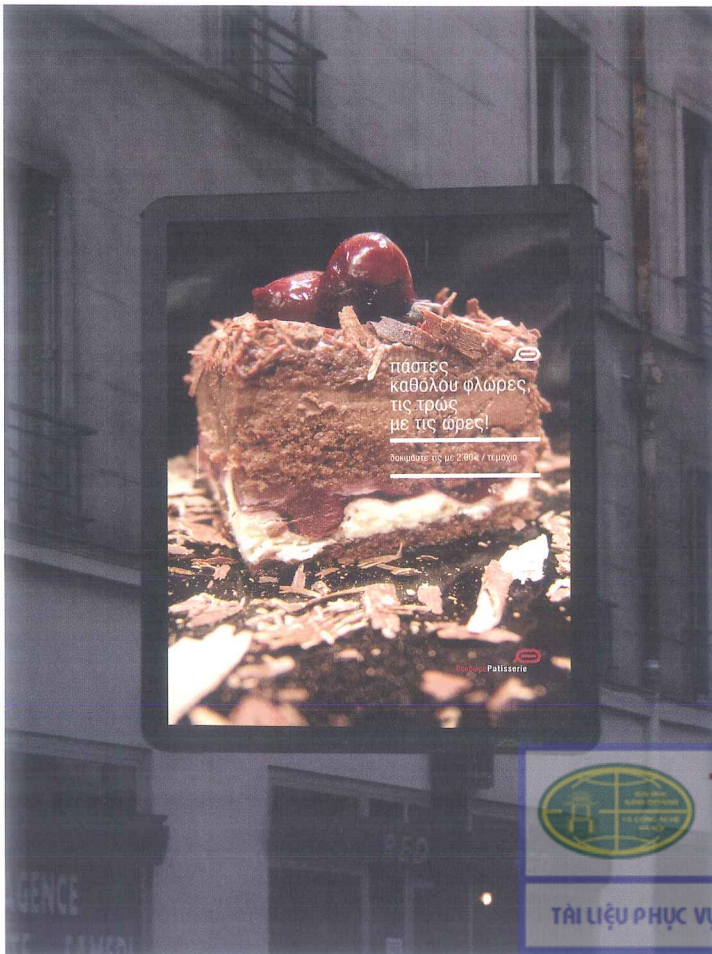
Theodora Patisserie

Client: Theodora Patisserie

Description: Logo design and applications for an Athens based patisserie and coffee shop. With the uses of a solid rich colour palette and motto, the corporate identity brings the flavor of Greek traditional pastry into consumer's mouth by a fresh and stylish look.

Design: G (Greece)






THƯ VIỆN HUBT
 TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

blvd.

Client: Boulevard

Description: Blvd. (Boulevard), a fusion food restaurant in Quito.

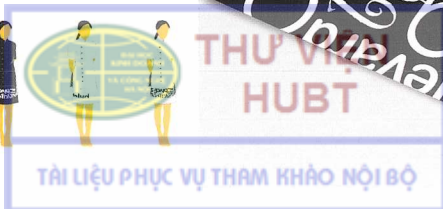
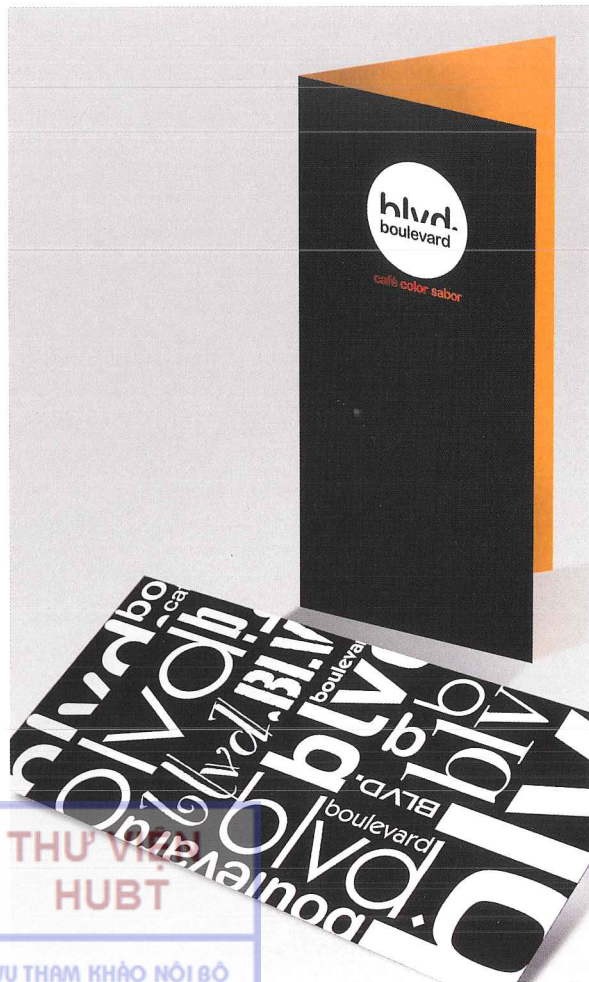
Design: Latinbrand (Ecuador)



café color sabor



<p>p entradas</p> <p>ENSALADA BOULEVARD 4.00 USD <small>ensalada de tomate, pepino, cebolla, queso, pollo y huevo duro</small></p> <p>ENSALADA DE CAMARÓN 6.00 USD <small>ensalada de camarón, tomate, pepino y cebolla</small></p> <p>ANTIPASTO DE VEGETALES AL GRILL 4.00 USD <small>vegetales al grill con queso y tomate</small></p> <p>platos principales</p> <p>LOMO AL GRILL 8.00 USD <small>lomo al grill con papas, cebolla y tomate</small></p> <p>SALMÓN AL GRILL 10.00 USD <small>salmón al grill con papas, cebolla y tomate</small></p> <p>HAMBURGUESA ESPECIAL 6.00 USD <small>hamburguesa especial con queso y tomate</small></p>	<p>n nuestras pastas</p> <p>ESPAQUETTI EN SALSA DE ALMEJAS Y VODKA 8.00 USD <small>espagueti con salsa de almejas y vodka</small></p> <p>FETUCHINI EN SALSA CREAMOSA DE QUESO GORGONZOLA 7.00 USD <small>fetuchini con salsa cremosa de queso gorgonzola</small></p> <p>PIZZINELLE EN SALSA DE HONGOS SALUSTRE 7.00 USD <small>pizzinelle con salsa de hongos salustre</small></p> <p>p especiales</p> <p>LOMO DE CERDO EN SALSA DE CARAMELO 8.00 USD <small>lomo de cerdo con salsa de caramelo</small></p> <p>SANDWICH CHICKEN MELT 6.00 USD <small>sandwich de pollo con queso y tomate</small></p> <p>SUPREMA DE POLLO FLORITINE 8.00 USD <small>suprema de pollo con floritine</small></p>	<p>m postres</p> <p>CHOCOLATES DE ORO 3.00 USD <small>chocolates de oro</small></p> <p>HELADO DE ARZAMA Y EUCALIPTO 2.00 USD <small>helado de arzama y eucalipto</small></p> <p>TIRAMISU CLÁSICO ITALIANO EN GANASH DE CHOCOLATE 2.50 USD <small>tiramisú clásico italiano en ganash de chocolate</small></p> <p>h bebidas</p> <p>JUO DE NARANJA FRESH 1.50 USD <small>juo de naranja fresh</small></p> <p>JUO DE FRUTILLA PASTAUSA 1.50 USD <small>juo de frutilla pastausa</small></p> <p>JUO DE NARANJILLA Y ALMORZA 1.50 USD <small>juo de naranjilla y almorza</small></p> <p>AGUA NATURAL 100% SIN AZÚCAR 1.00 USD <small>agua natural 100% sin azúcar</small></p> <p>CAFÉ 1.00 USD <small>café</small></p> <p>bebidas</p> <p>WINE DE TI IMPORTRADOR 1.50 USD <small>wine de ti importador</small></p> <p>CAFÉ BOULEVARD BAYERN 1.50 USD <small>café boulevard bayern</small></p> <p>CAFÉ BOULEVARD BAYERN QUARTILET 1.50 USD <small>café boulevard bayern quartilet</small></p> <p>CAFÉ EXPRESO DOBLE CAPSUCIONADO 1.50 USD <small>café expreso doble capsucionado</small></p>
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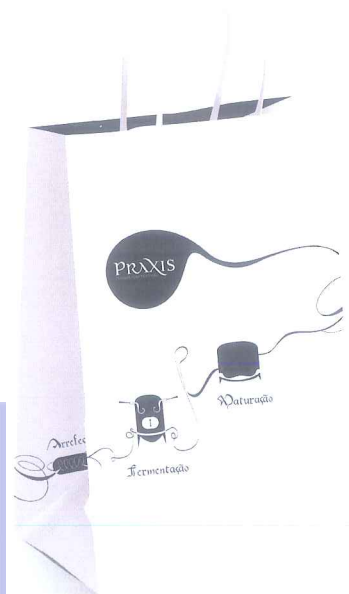
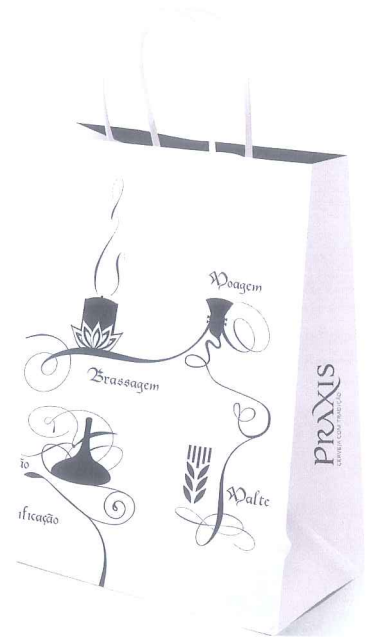
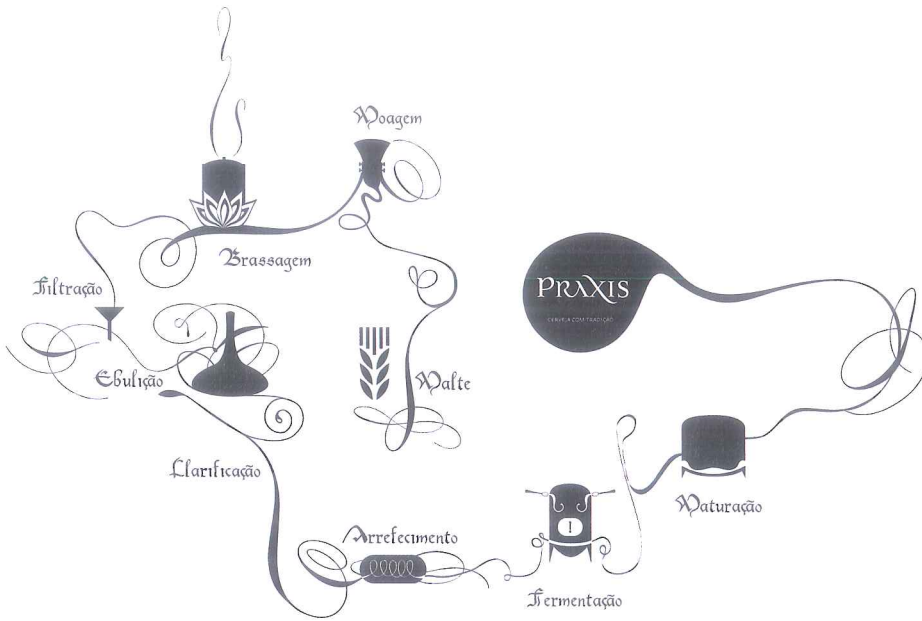


Praxis

Client: Praxis

Description: Identity for a restaurant that will manufacture their own beer. Settled in Coimbra, in which the color black indirectly connected with tradition, the brand illustrates the schematic flow sheet of the beer manufacturing process that is held on the restaurant.

Design: Bürocratik (Portugal)

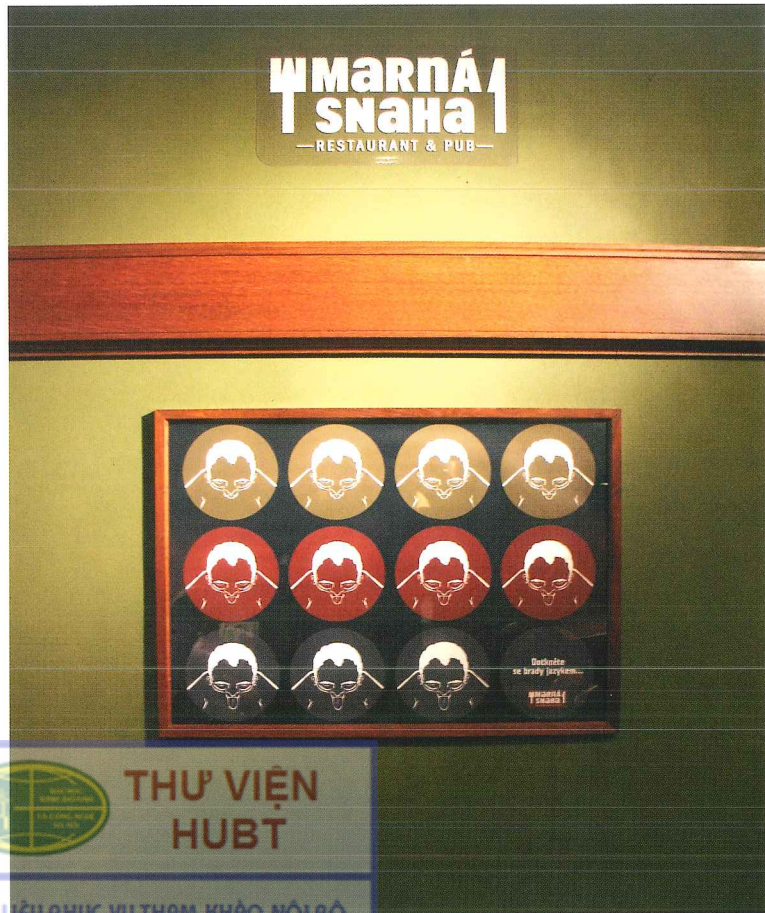


Marná Snaha

Client: Marná Snaha

Description: Logotype design and promotion poster for a new stylish restaurant and pub in Prague.

Design: Intrika/Lukas Holinka (Czech)

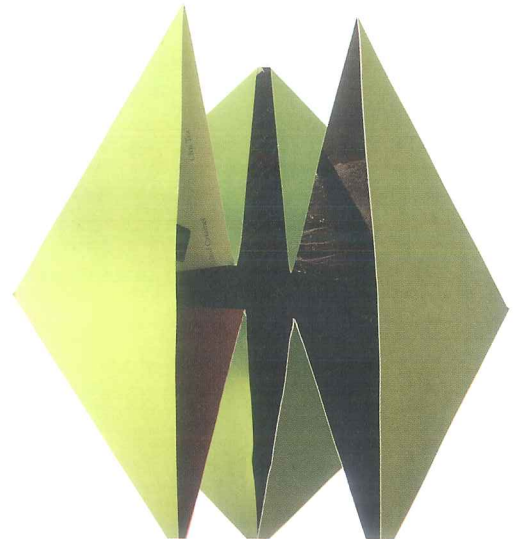
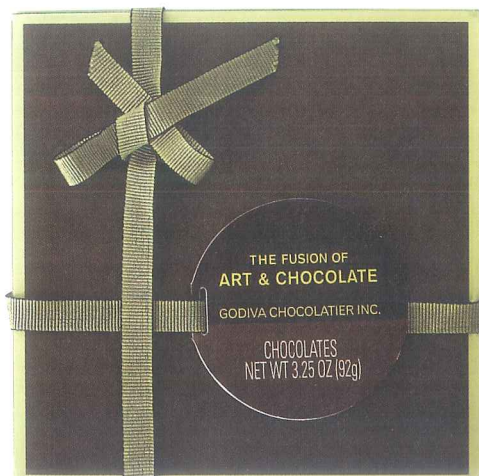


Godiva

Client: Godiva

Description: While Godiva has once been the epitome of indulgence in chocolate, with the gold box standing as a symbol of luxury, the company has stood still while smaller players entered the very high-end of the chocolate market. The G Collection was created as a brand extension of Godiva. Instead of coming up with commonly perceived high-end design elements, unorthodox colors and shapes were elegantly combined.

Design: Tiziana Haug (America)



Henri Le Roux

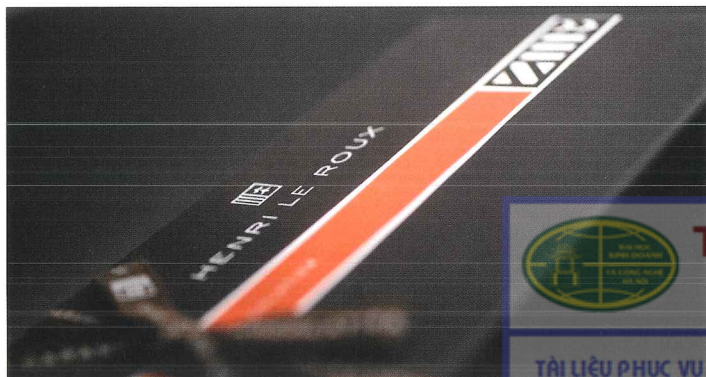
Client: Henri le Roux

Description: When the famous French chocolate and salted caramel chef arrived in Japan, all its identity and packaging are upgraded to better answer local expectations, new visual identity, packaging, bags, paper and shops retail concept are developed for the brand.

Design: Saguez & Partners (France)



HENRI LE ROUX
CARAMELIER ET CHOCOLATIER





日本の皆さま こんにちは
 本日は、サンロード・ショコラへようこそお越しくださいました
 日本の素晴らしい祭典へ、私が初めて
 強い傾倒していた姿を通して、日本のことは
 実際に訪れたのは、それが初めてでした。
 出会いは大切です。
 別の国には、全く別の人間がいるのだらうと思っ
 それが、ヨックモックだったのです。
 1年か2年後、私たちは互いに大切なパートナーと認
 め、ヨックモックを信頼しています。
 山とアンリルルーブランドを継承してくるのだらうと思っ
 りルルーに、引退はありません。これまで通りキプロン
 と作ったキャラメルやショコラを東京へ送り届けます。
 も変わることはありません。私も店に出し、お客様の
 からの声で、今まで以上に自由な時間が手に入り
 ます。新たなお仕事の研究や開発を行います。
 出ているのです。
 私のアイデアをレシビ化し、
 新たな商品づくりが行われます。
 常に忠実に、職人たちの手作業によって作られます。
 らたちは、私の生き方 (art de vivre) を伝えるものと
 イメージも一新し、キプロンとはひと味違う顔つきとしま
 ャムルとショコラを連想させ、
 土地を思い起させるものとなっています。
 ある私のショップで、再びお会いしましょう。

Henri de Roux
 アンリルルー
 2017

GOVIRO
 A LA FLEUR DE SEL,
 AMANDES CARAMELISEES
 ET CREPES DENTELLE

CARAMELIER ET CHOCOLATIER

食感を持つ
 自分は、

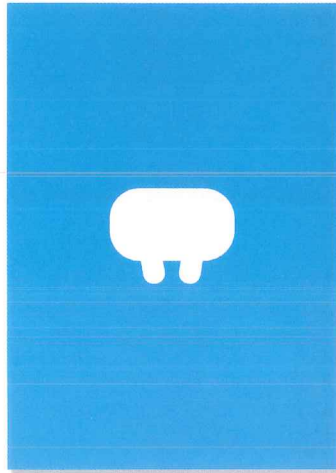
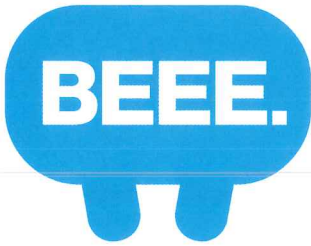


BEEE

Client: BEEE

Description: To avoid strong decorations or special reference marks to implicitly express how "natural" their products are. In terms of goat cheese, colour is used as an element which differentiates the characteristics of the product. In contrast to cows, goats only have two teats, and this is deliberately represented in the logo. On the box, the (graphic) teat contains the name of the product, turning it into a metaphor of speech balloons used in comics – here it is the brand that is speaking.

Design: Eduardo del Fraile (Spain)



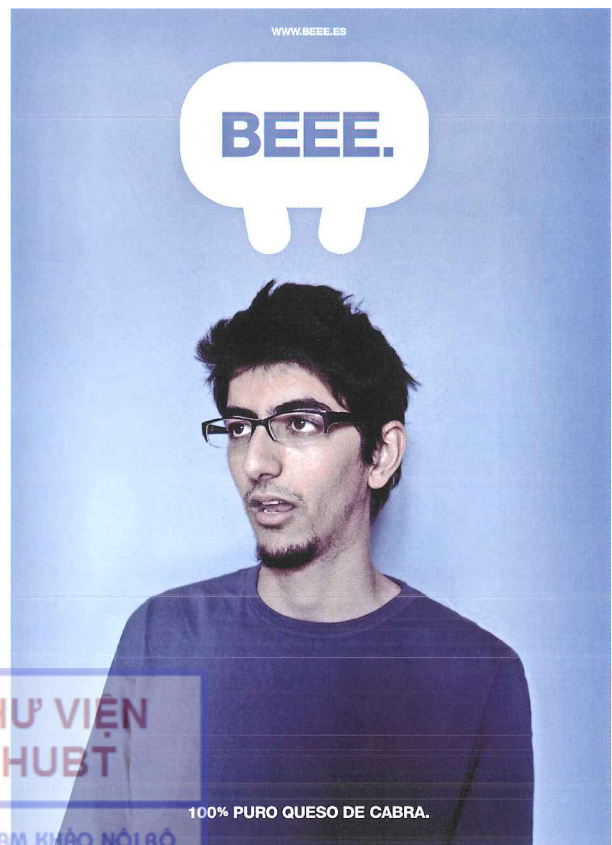
Juan Luis Almir
(+34) 909 094388
Burgos@borea.es
Burgos@borea.es
Finca el campo s/n.
2420 Calabarra
(Murcia) España
Oficina: (+34) 968 720109
Quemada: (+34) 968 433924
Fax: (+34) 968 720591
www.beee.es



BEEE.

BEEE.

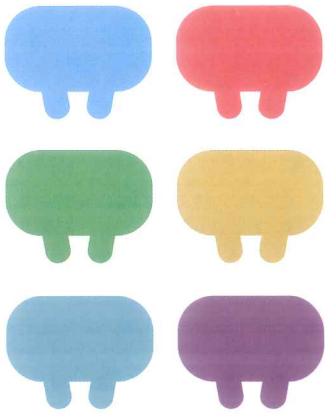
BEEE.




THƯ VIỆN
HUỖT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

100% PURO QUESO DE CABRA.



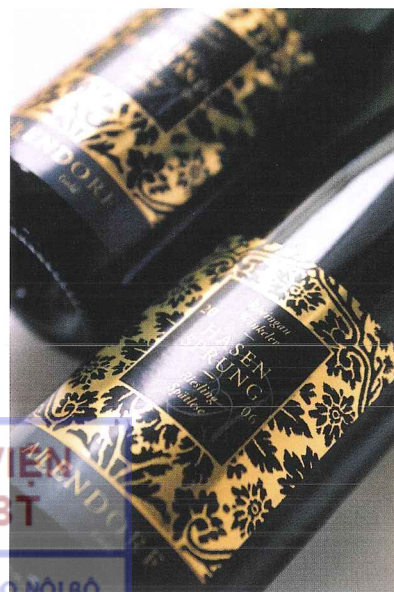
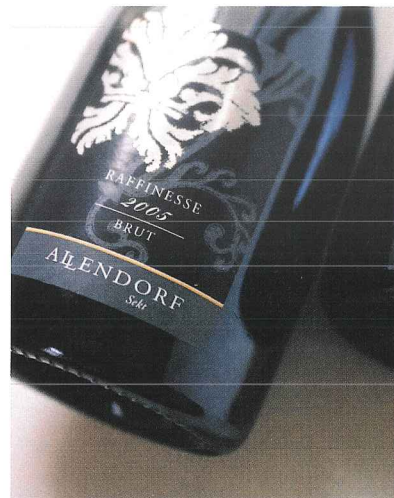
**THƯ VIỆN HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Allendorf Vineyard

Client: Allendorf Vineyard

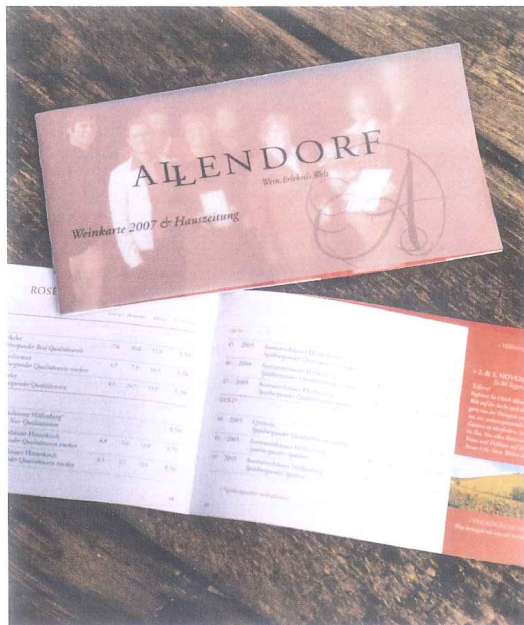
Description: Renewing the corporate and packaging design for Allendorf. Apart from the client objective to know the origin of each single wine and to realize the coherence in the arrays of the products, the new corporate design incorporated the individual identities for products and products lines.

Design: Eiche, Oehje Design (Germany)



THƯ VIỆN
HUẾ

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ





**THƯ VIỆN
HUBT**

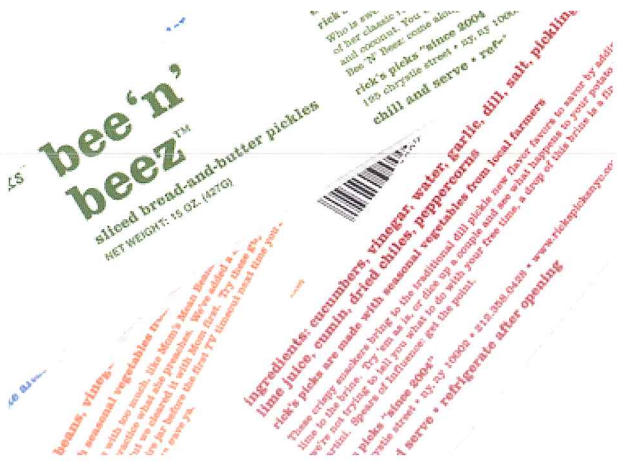
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Rice's Picks

Client: Rick's Picks

Description: Packaging, identity design and a full graphic system for Rick's Picks, a newly launched pickle company.

Design: Stiletto NYC (America)



Nicolas

Client: Nicolas

Description: Nicolas is a leading French proximity wine retail brand. Its two very popular wine collections called Les Petites Récoltes & Grain de Cépage for helping people discover wine step by step.

Design: Saguez & Partners (France)

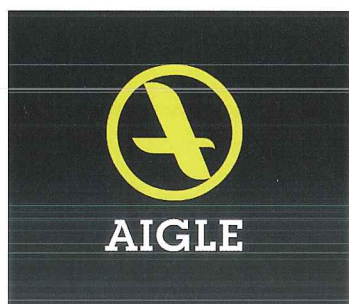


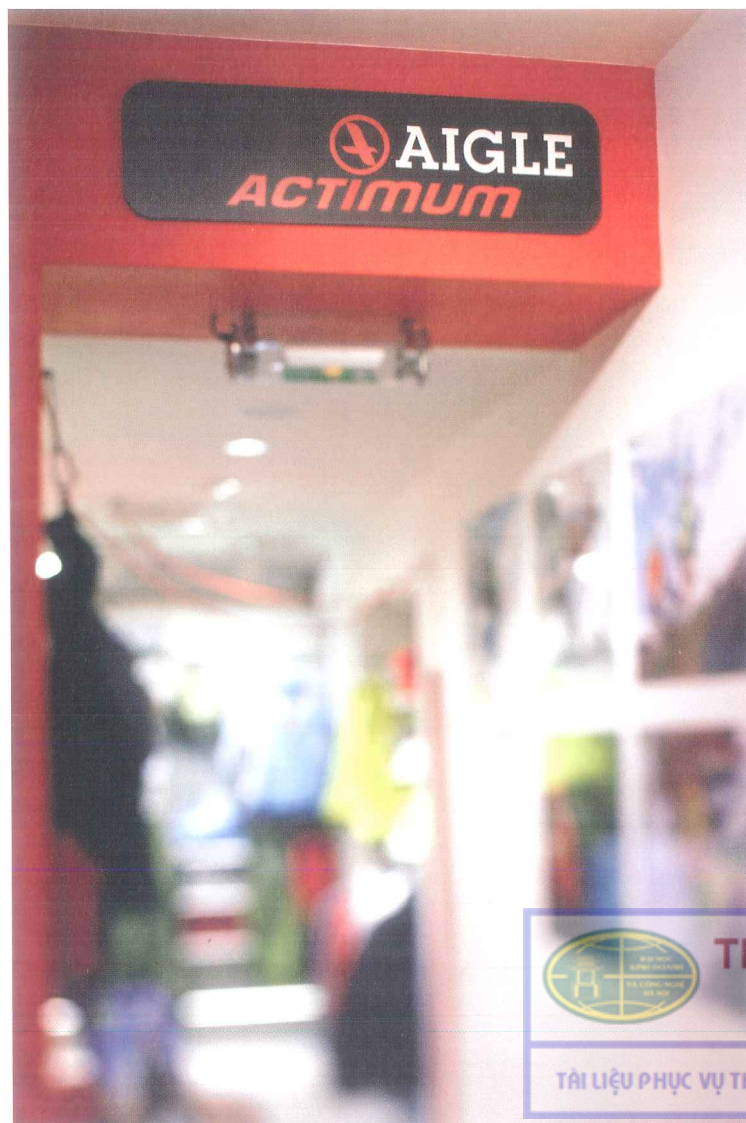
Aigle

Client: Aigle

Description: For helping a French outdoor wear brand develop its business internationally and be more attractive to women, that reposition, new logo and retail concept are developed.

Design: Saguez & Partners (France)





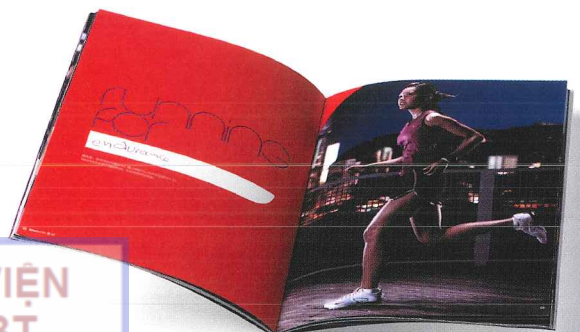
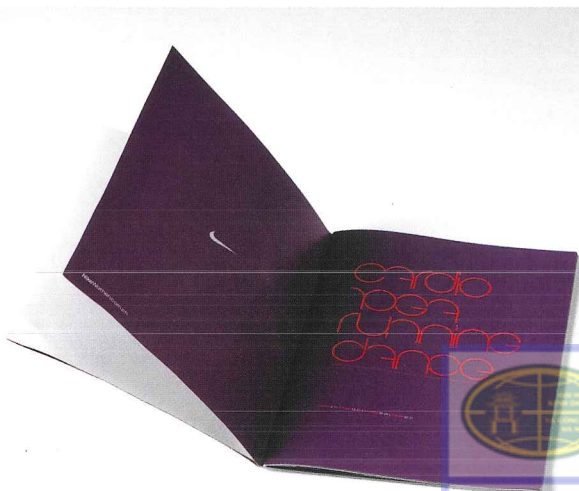
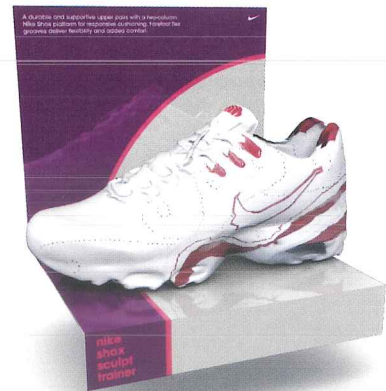
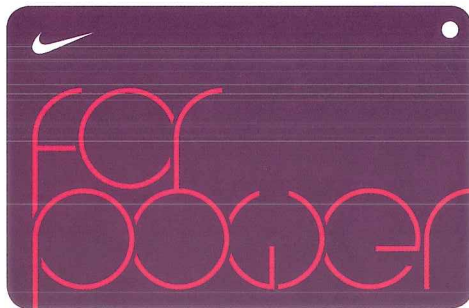
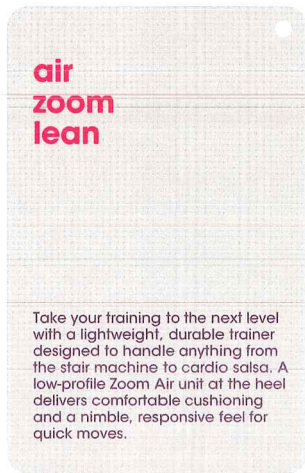
 **THƯ VIỆN
HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Yoga for Strength

Client: Nike

Description: Yoga for strength, yoga for power, yoga for life. To celebrate the strength and intensity of Yoga, character designed a system, including in-store graphics, merchandising displays and collateral mailer for Nike's Asia Pacific retail market.

Design: Character (America)



**THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



THƯ VIỆN HUBT

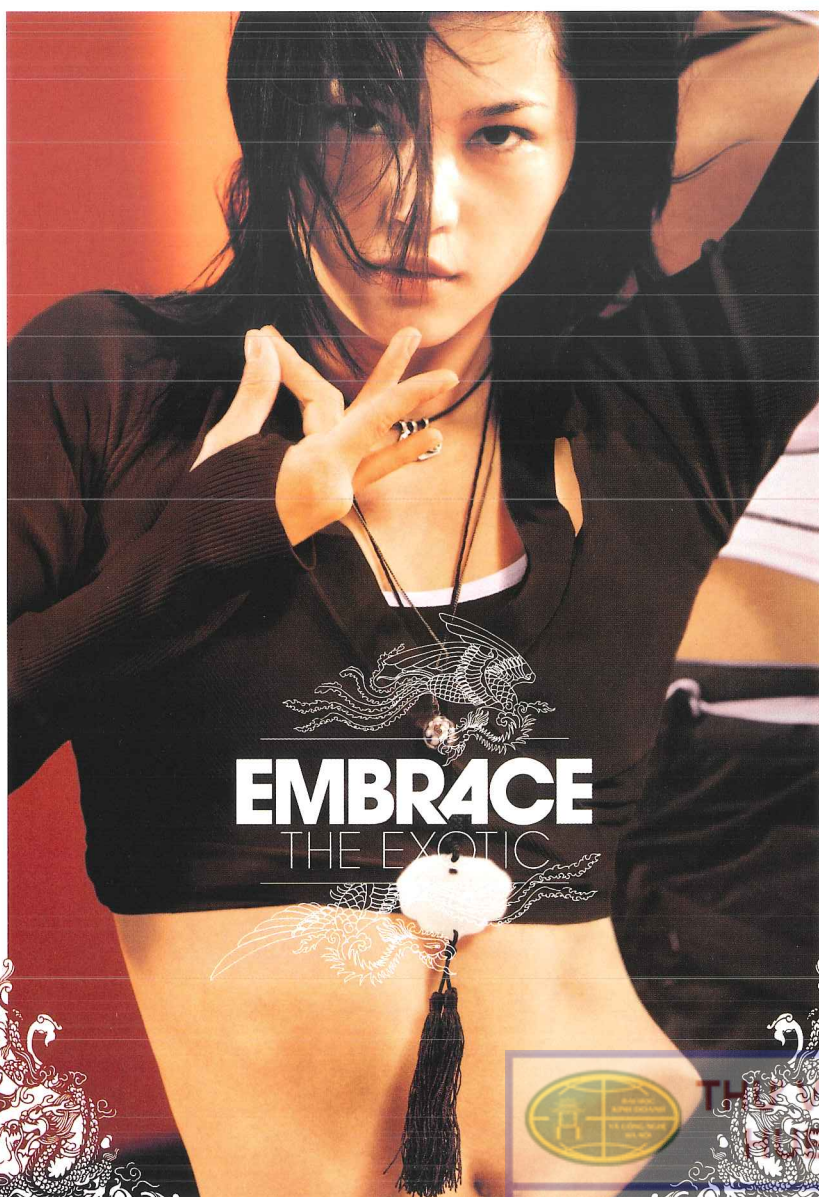
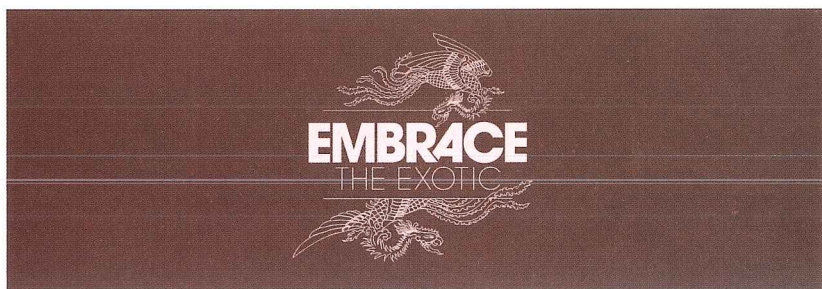
THƯ VIỆN PHỤC VỤ THAM HIẢO NỘI BỘ

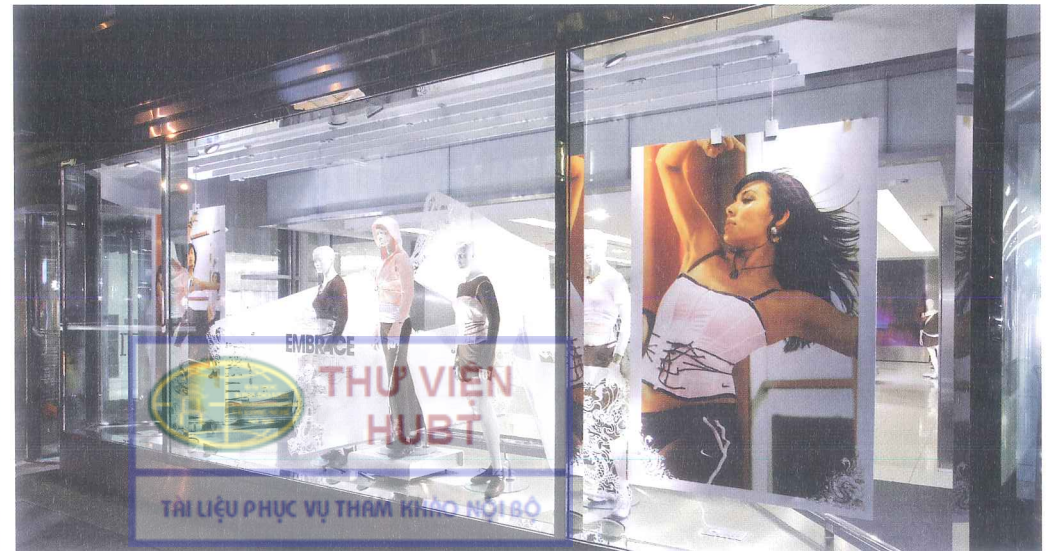
Embrace the Exotic

Client: Nike Women

Description: East meets west for Nike Women. Taking its cue from the Far East, character designed an in-store system that draws its inspiration from the phoenix embroidery and prints that adorned the season's apparel.

Design: Character (America)



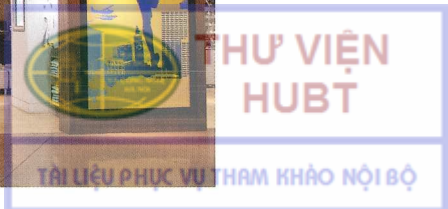


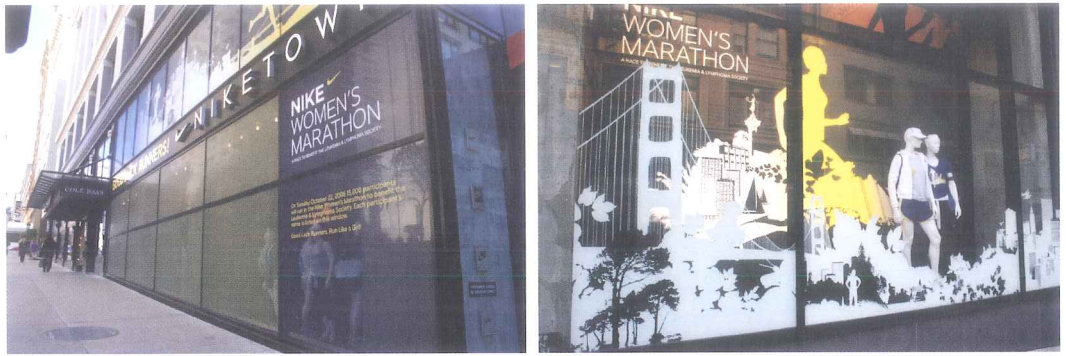
Nike Women's Marathon

Client: Nike Women

Description: Held annually in San Francisco, Nike Women's Marathon is the largest women's full and half marathon in the US. The Nike Women's Marathon benefits the Leukemia and Lymphoma Society. Character's designs extended through to in-store display, tee-shirt graphics, billboards, collateral, PR kits, event tents and signage.

Design: Character (America)



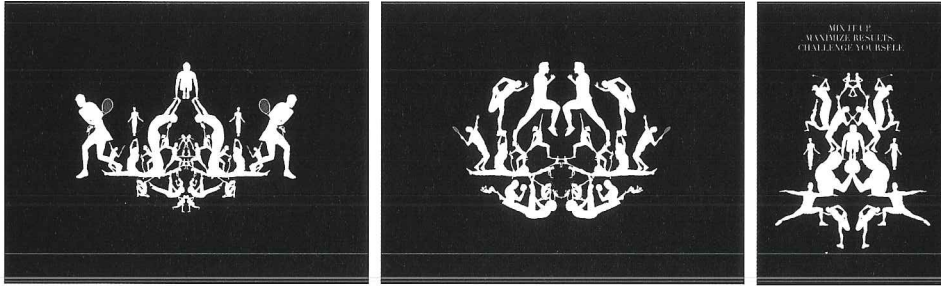


New Year New Sport

Client: Nike

Description: Focusing on the idea that people are more inclined to try something new as they head into the gym post-holiday, Nike's New Year retail system highlights the richness of multiple fitness interests, from running and spinning to yoga and tennis.

Design: Character (America)



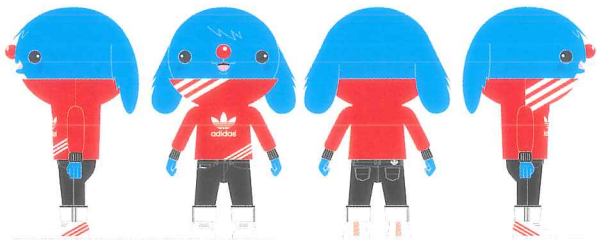


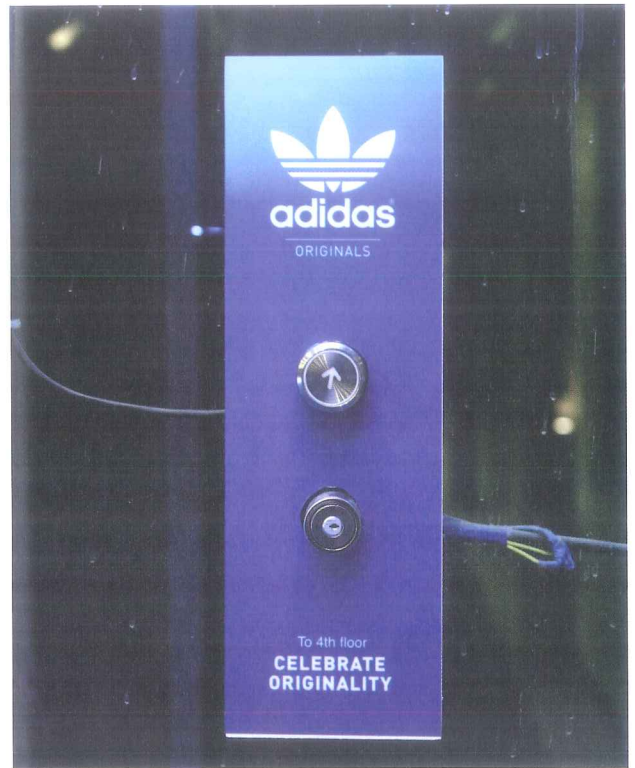
Celebrate Originality

Client: Adidas

Description: On March 12th, a revel broke out in "Shanghai 1933 Old Millfun", an emerging gathering place for creative industries in China. The show "Celebrate Originality" was held by Adidas Original, showcasing and revealing the brand's spirit in encouraging originality, inspiring infinite possibilities of creative expression ways.

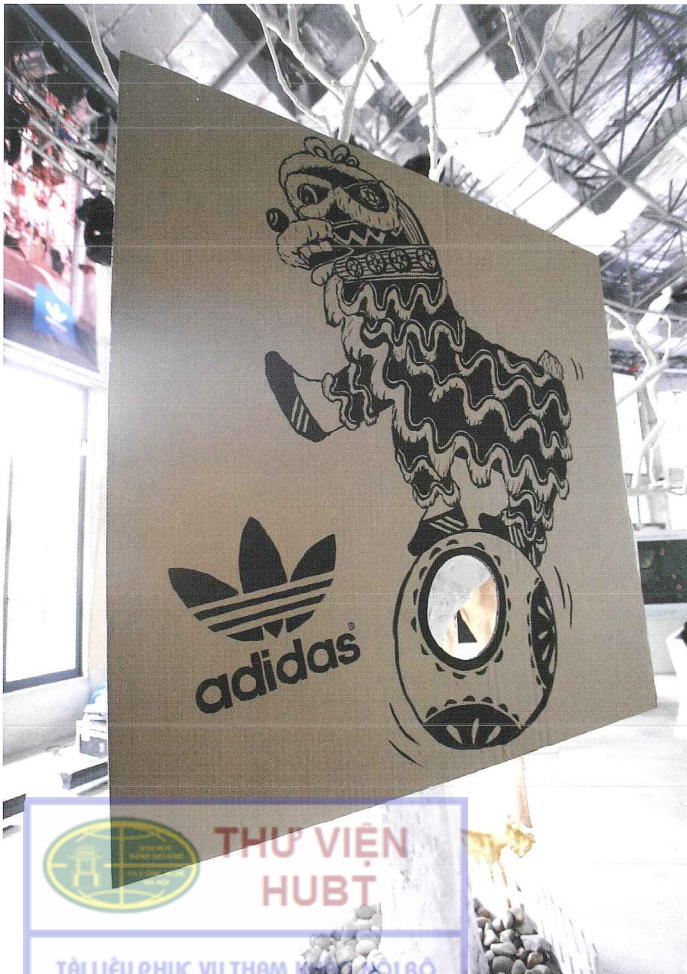
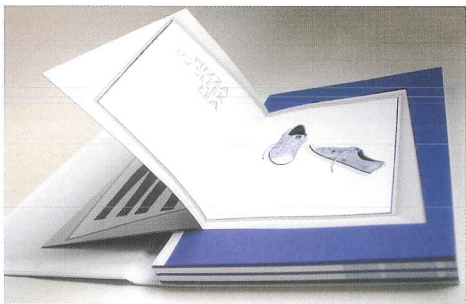
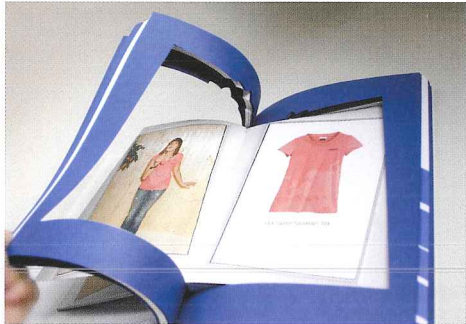
Mascot Design: Gaston Caba (Argentina)



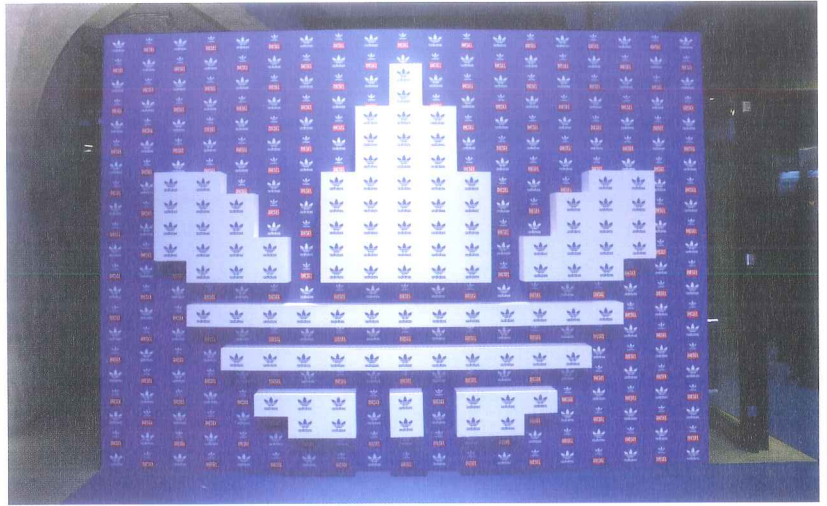


THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

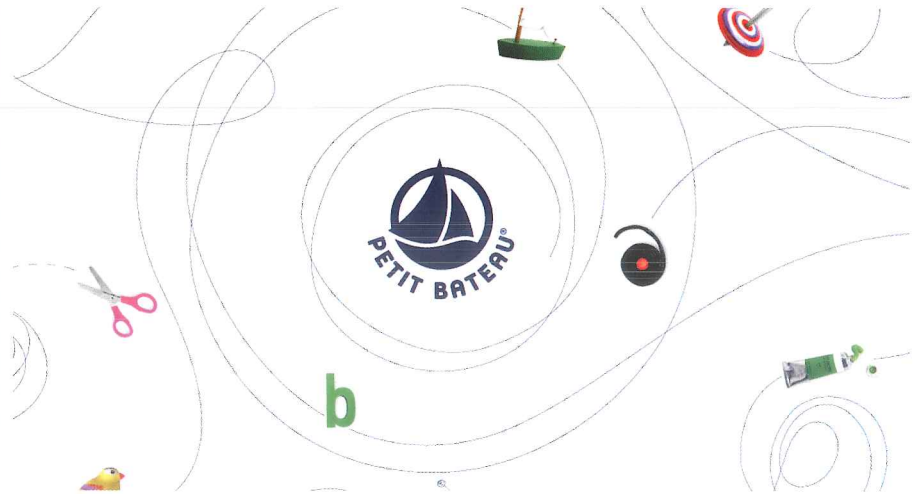


Petit Bateau

Client: Petit Bateau

Description: Repositioning, logo lifting and a complete new graphic system, retail concept, packaging structure for the French historical leader in children's clothing that wants to grow internationally and expand its offer to adults.

Design: Saguez & Partners (France)







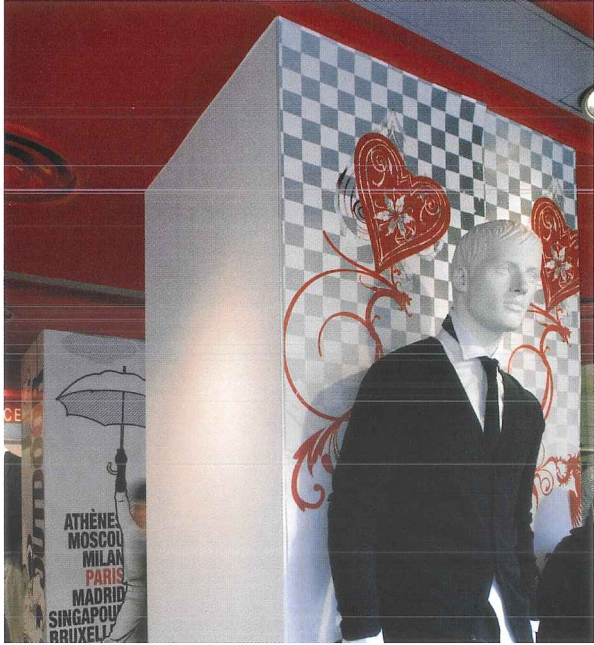
Celio

Client: Celio

Description: Reposition, logo lifting, a complete graphic system, retail concept, packaging structure are developed to create a new look and lifestyle for the brand.

Design: Saguez & Partners (France)



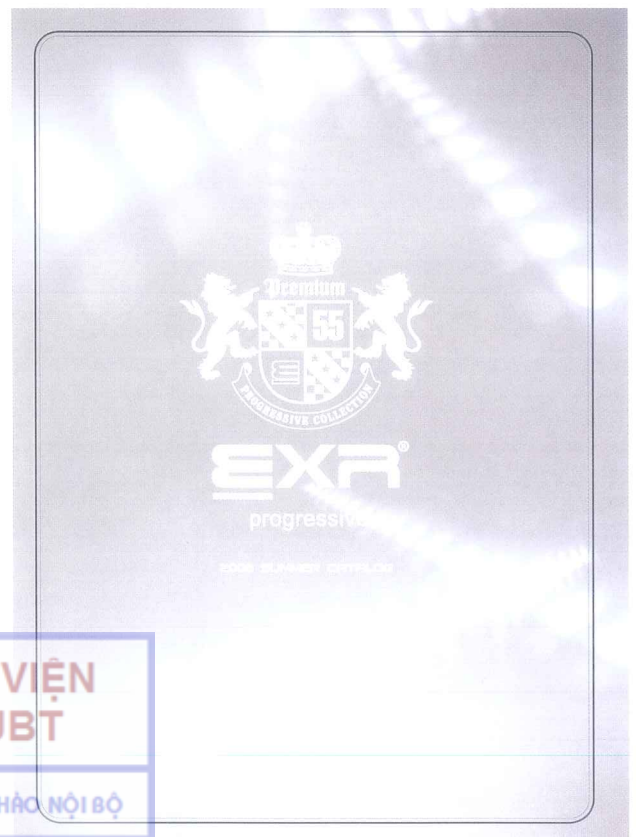
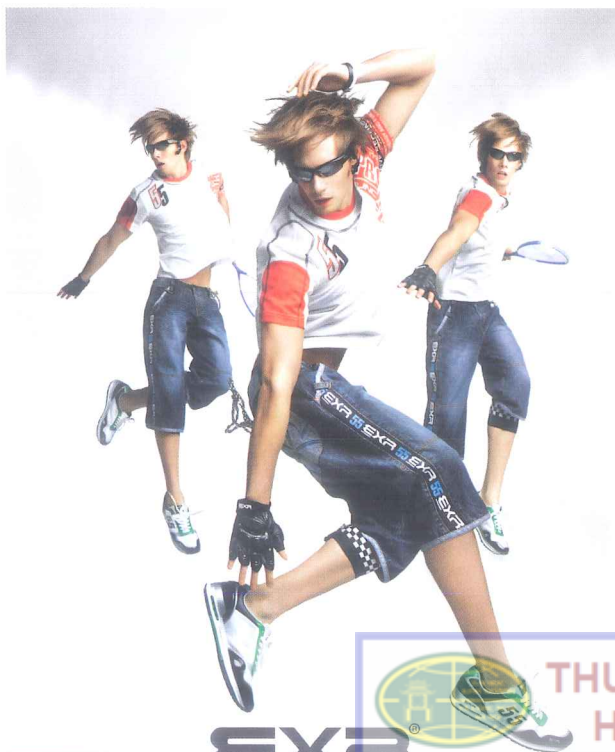


EXR

Description: EXR Korea, which first introduced the concept of "Caports" casual-sports-combined style and opened up a new market. With a 169% high growth rate for 5 years, EXR Korea is implementing its global strategy as a pioneer of new markets based on the values and competitive factors achieved in Korea.

EXR®

progressive



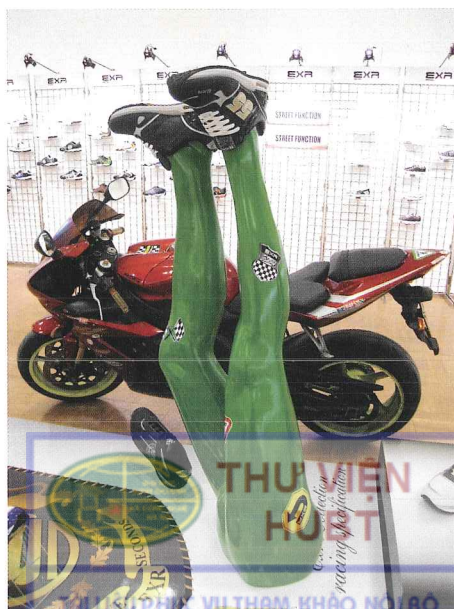
EXR®

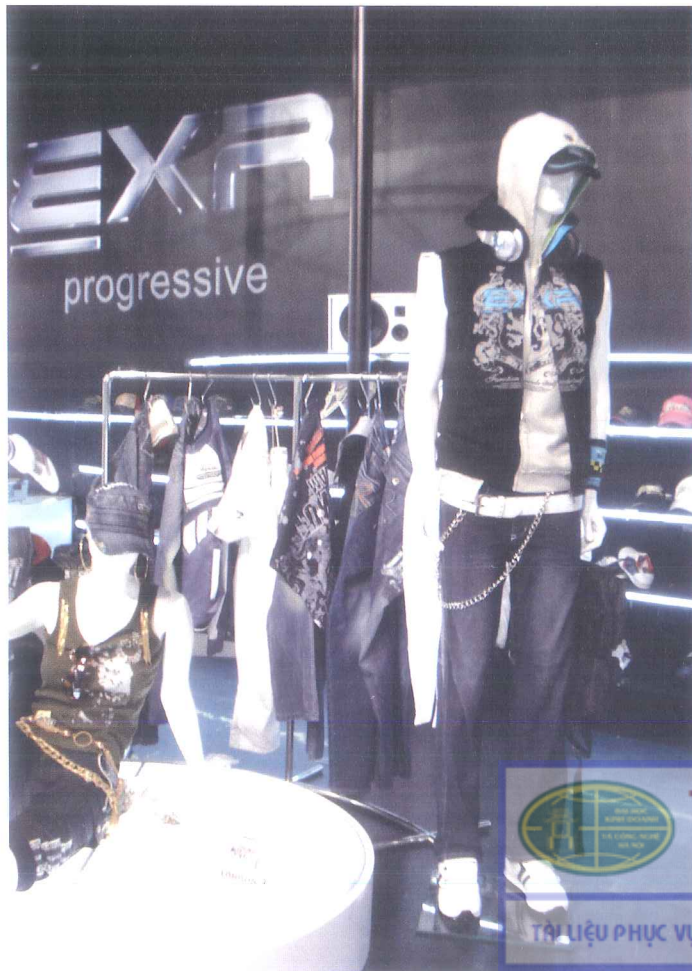
progressive



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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



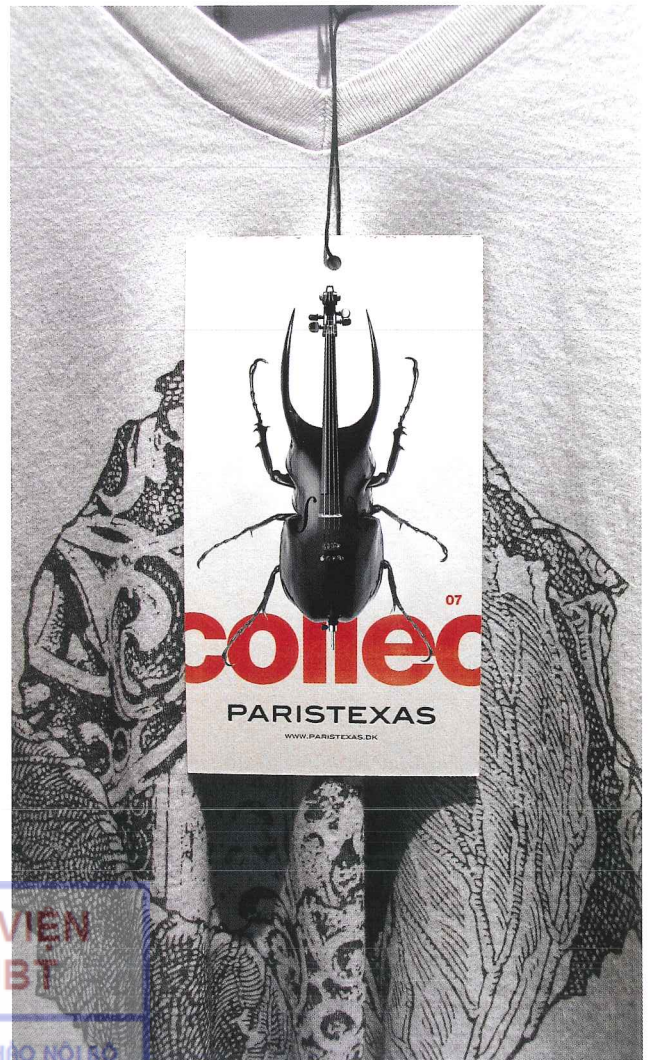


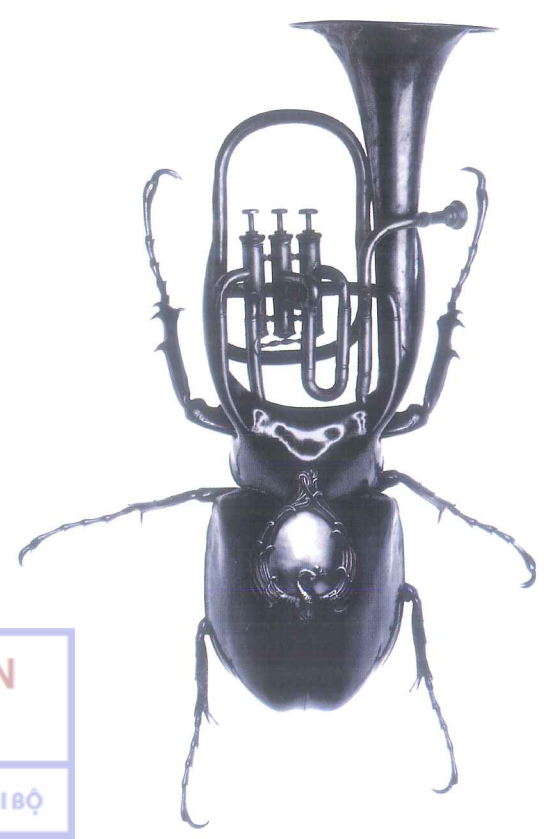
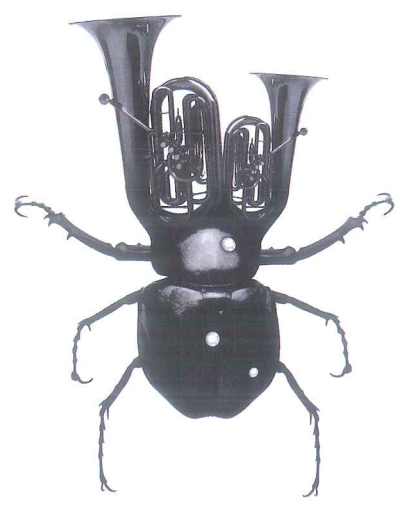
Paristexas

Client: Paristexas

Description: Paristexas opened its doors in spring 2007 to an entirely new shopping experience in the heart of Copenhagen. Paristexas is an exclusive fashion store focusing on specially selected designer products for men and women. The store's collection is unique, like a symphony composed of a number of international trendsetting underground brands. The assignment involved creating an identity that broke with the traditional thinking behind identities and by extension supports a sense of unique, international exclusivity and underground.

Design: Scandinavian DesignLab (Denmark)





 **THƯ VIỆN
HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

3 + 3

Client: 3+3

Design: Y'N Brand Consultant Co., Ltd. (China)



居家服

3+3

FASHION HOME

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THƯ VIỆN HUBT

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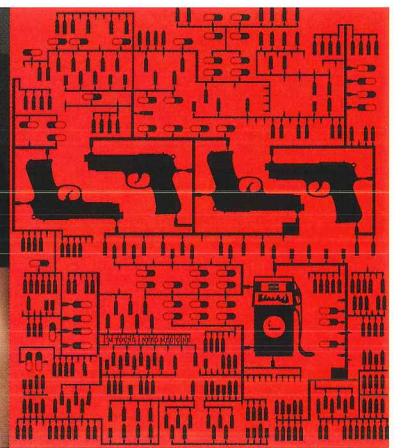
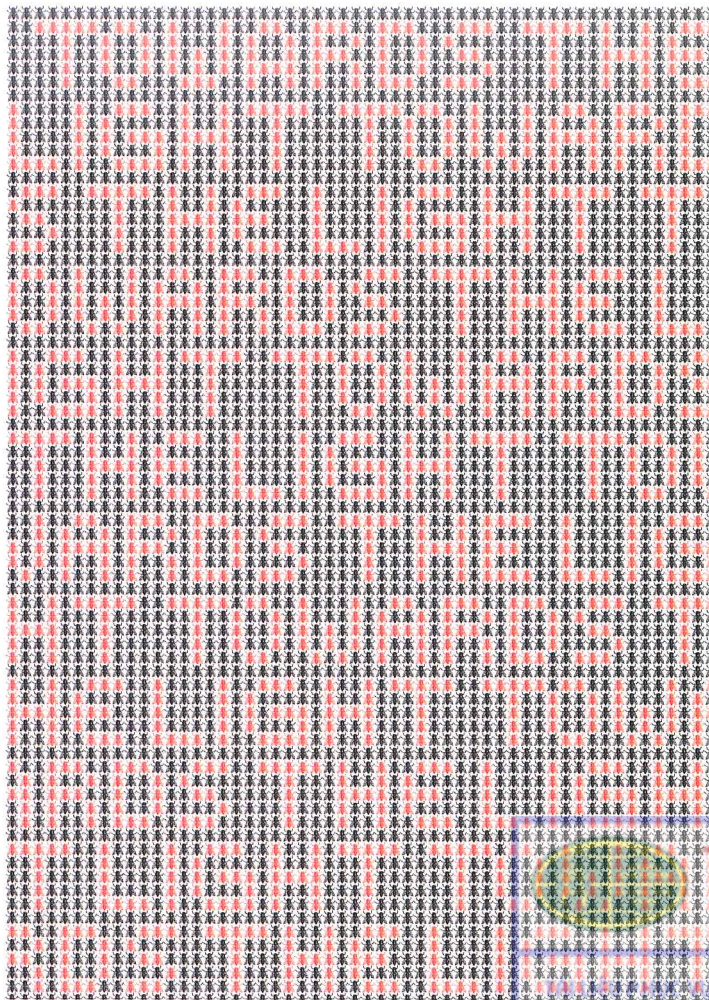
THƯ VIỆN
HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Black Flame

Client: Black Flame

Description: Motorfinger made this logo for Black Flame Denim. It is a traditional high school emblem for the darkest, heaviest and most extreme of all high schools... the Hardcore High.

Design: Motorfinger (Norway)

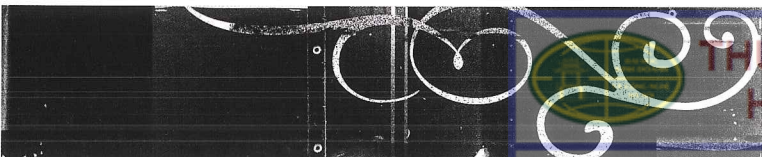
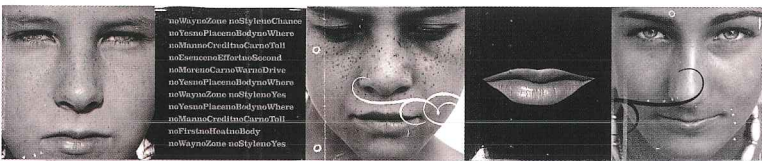
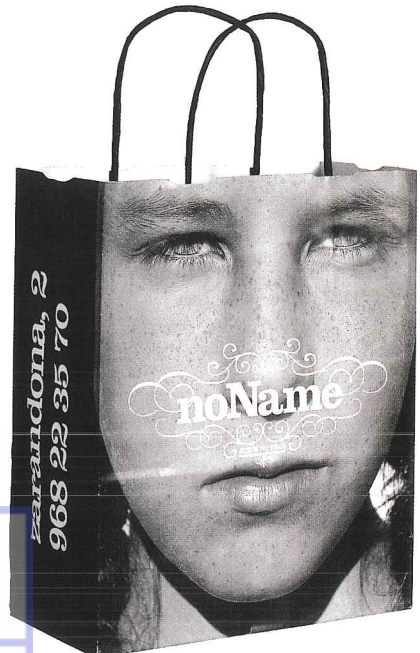
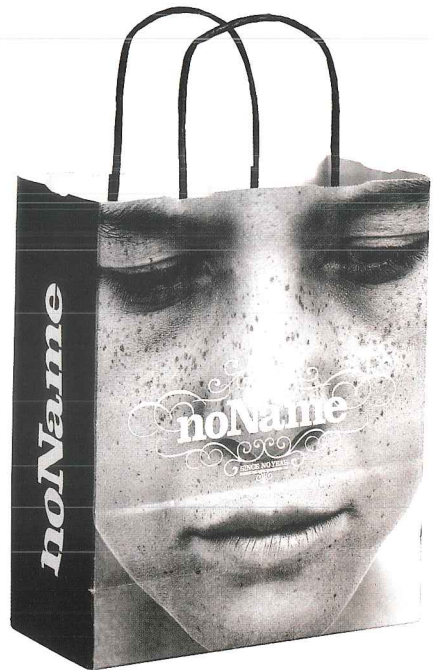


No Name

Client: No Name

Description: Corporate identity for a fashion shop targets at young people.

Design: Eduardo del Fraile (Spain)



THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Cristallo

Client: Cristallo Collection Ltd.

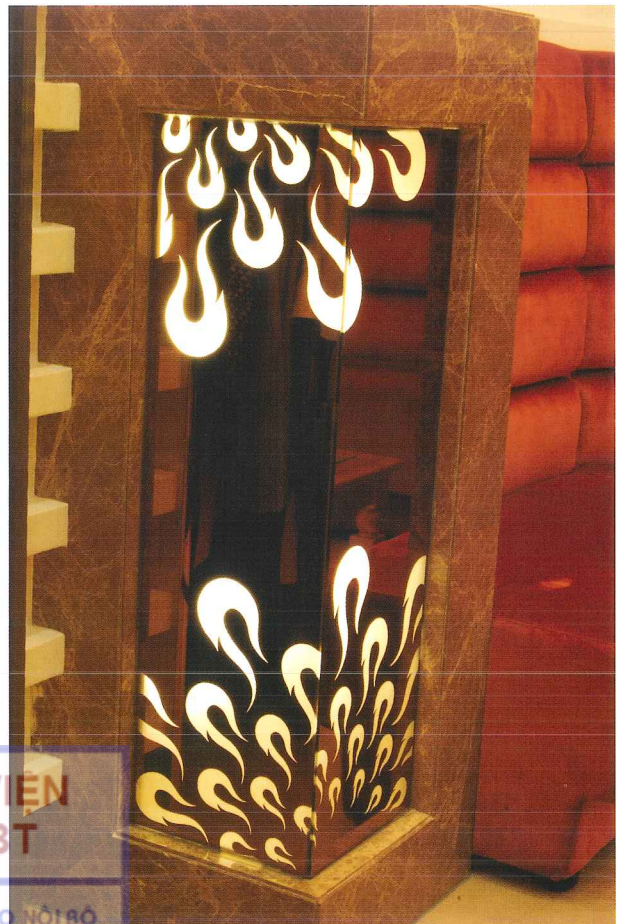
Description: Cristallo Collection Ltd. is a multi-brands retail store, it sells European, Korean and Japanese female apparels. Italian "Cristallo" is "Crystal" in English, meaning "Cultivate a temperament by pureness". The project design based on visual elements, including the logo and font designs. The diverse reorganizations and duplications of aided designs make different material design unique.

Design: Foshan Sunfire Advertising, Planning & Engineering Co., Ltd. (China)

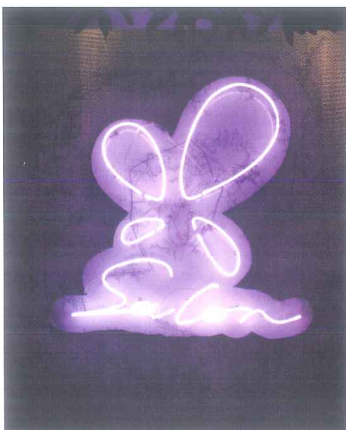
CRISTALLO

— 纯粹 —





 THƯ VIỆN
HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

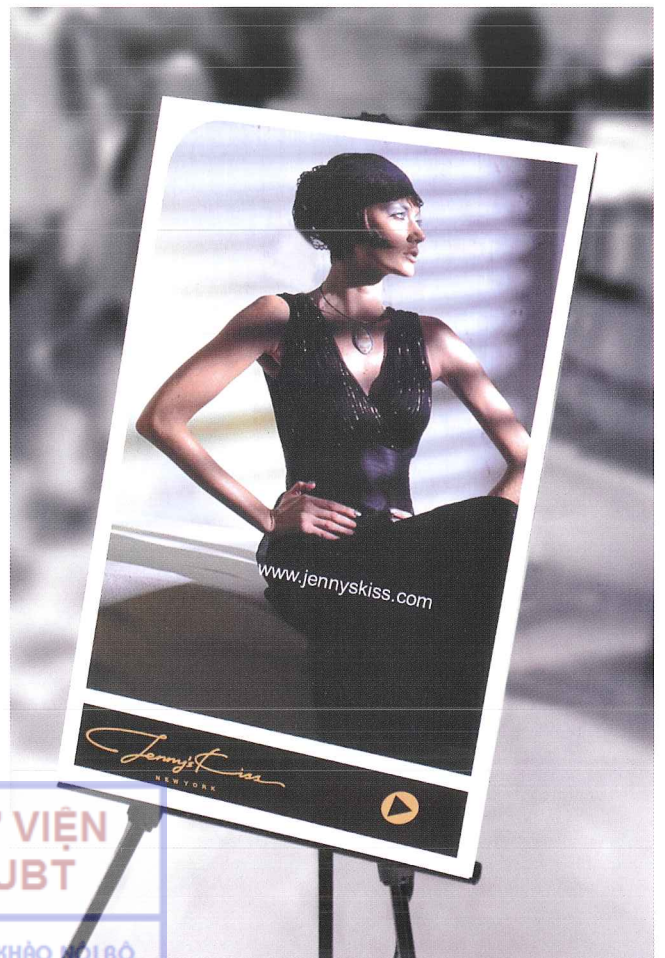
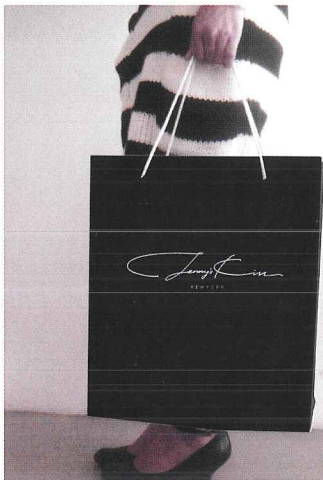


Jenny's Kiss

Client: Jenny's Kiss

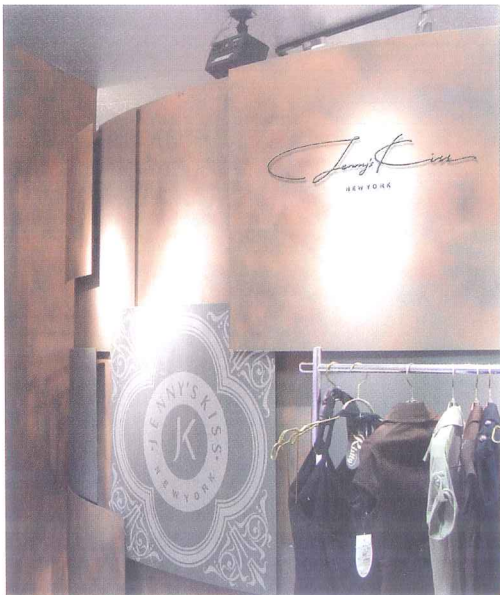
Design: Y`N Brand Consultant Co., Ltd. (China)


Jenny's Kiss
NEW YORK



THƯ VIỆN
HUBT

TẠI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



**THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

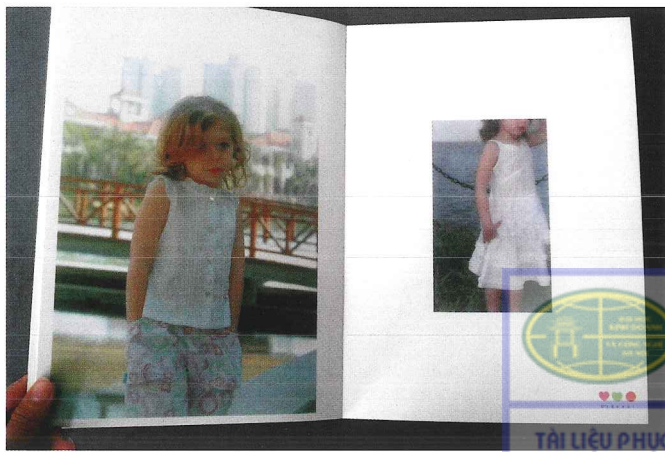
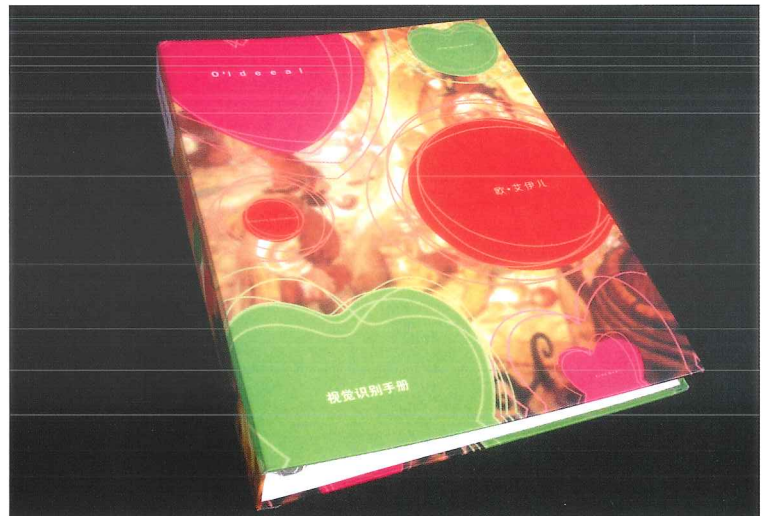
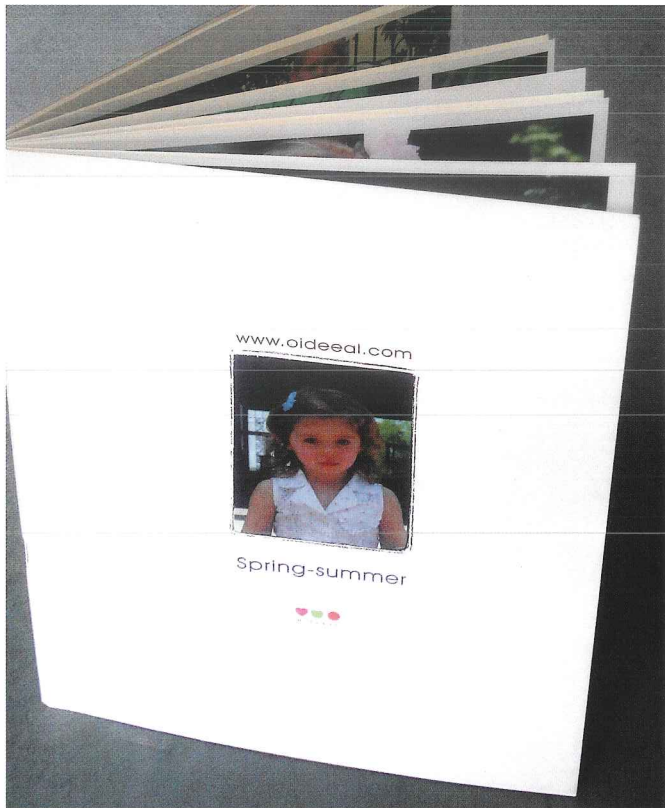
O'ideeal

Client: O'ideeal Kids Wear

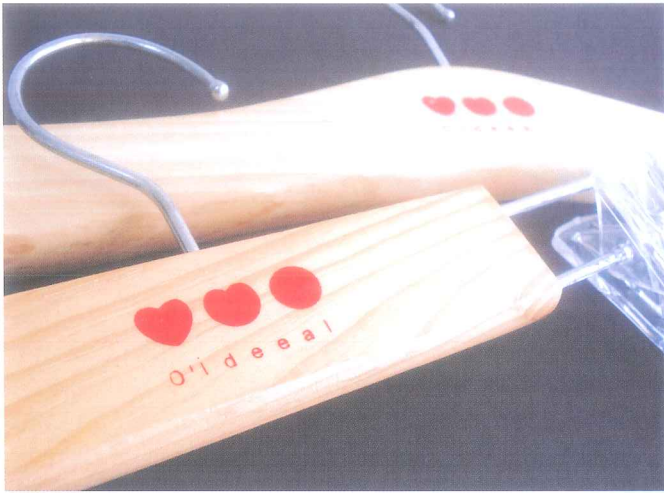
Design: Y`N Brand Consultant Co. Ltd. (China)



O' i d e e a l
Kids Wear



THƯ VIỆN
HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



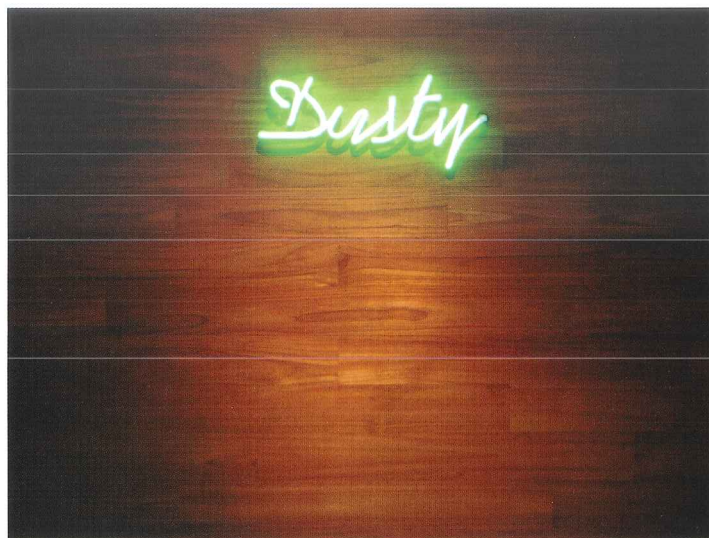
THƯ VIỆN
HUB

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Dusty

Description: Dusty established in 1997 with a small collection of T-shirts has now grown into a full range of "semi-casual" fashion brand for men and women. Drawing inspiration from both the high and low ends of the fashion spectrum, Dusty has always stood for providing quality products, creating taste and inviting people to take part in their dream. In every stylish and contemporary-designed Dusty product, one can easily find creativity and attention to details. The brand combines every aspects of its attitude towards the direction of "Rebel without a pause".

DUSTY





-DUSTY-

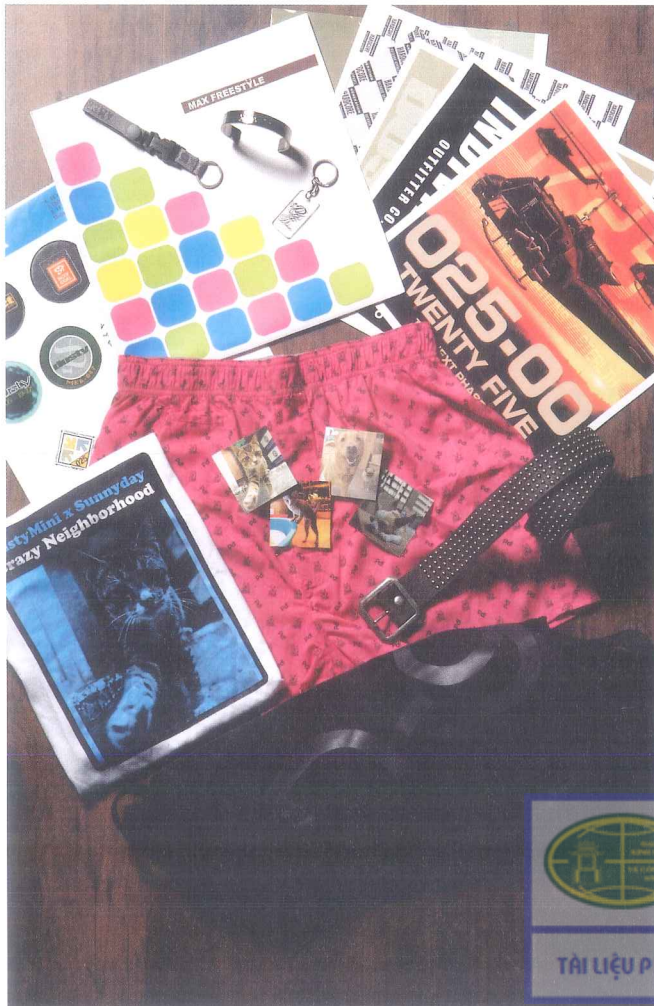
CUSTOMER HOTLINE : 27108201

HTTP://WWW.DUSTY.COM.HK

DUSTY I - 2/F, 1/F, ALLIED PLAZA, 780 NATHAN ROAD, KOWLOON, 2789 1178

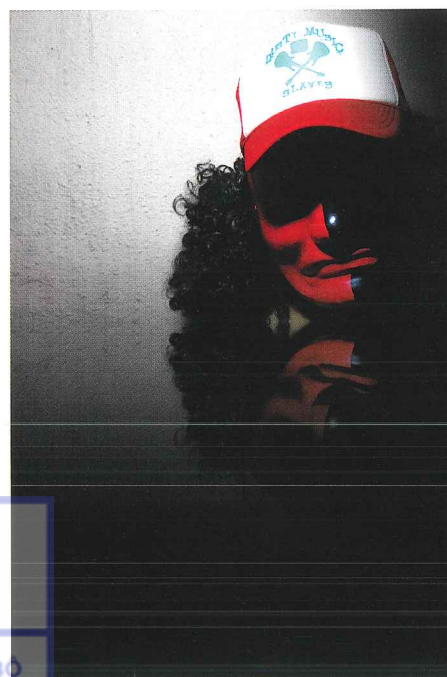
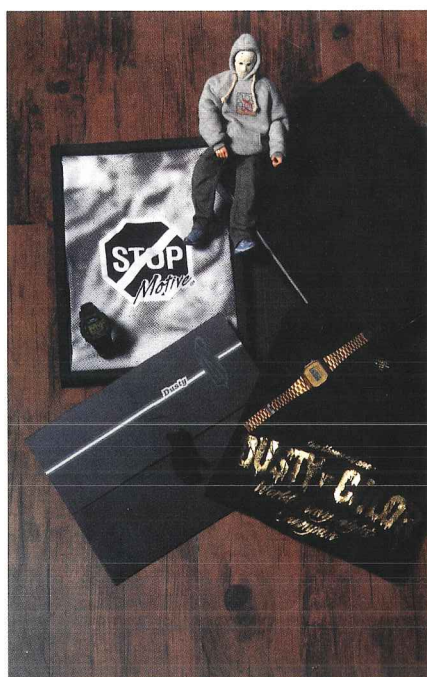
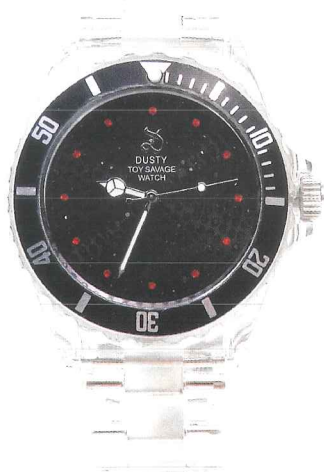
DUSTY II - M/F, 86 FA YUEN STREET, MONSIEUR, KOWLOON, 2789 2177

DUSTY III - 1/F, 515 LOCKHART ROAD, CAUSEWAY BAY, HONG KONG, 2838 2841



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Pottery Barn Kids

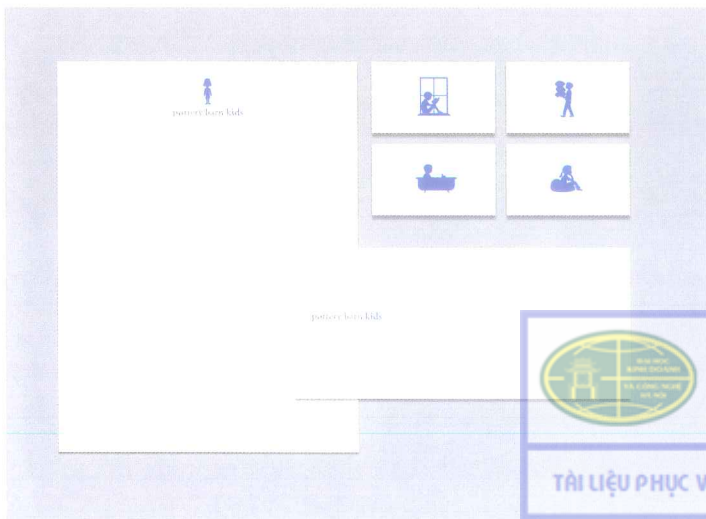
Client: Pottery Barn Kids

Description: Partnered with Pottery Barn Kids in 1999 to design the fledgling company's brand identity. The collaboration then extended to development and art direction of the Pottery Barn Kid's catalog, as well as design of retail system, in-store packaging, hang tags, shopping bags and gift registry collateral.

Design: Character (America)

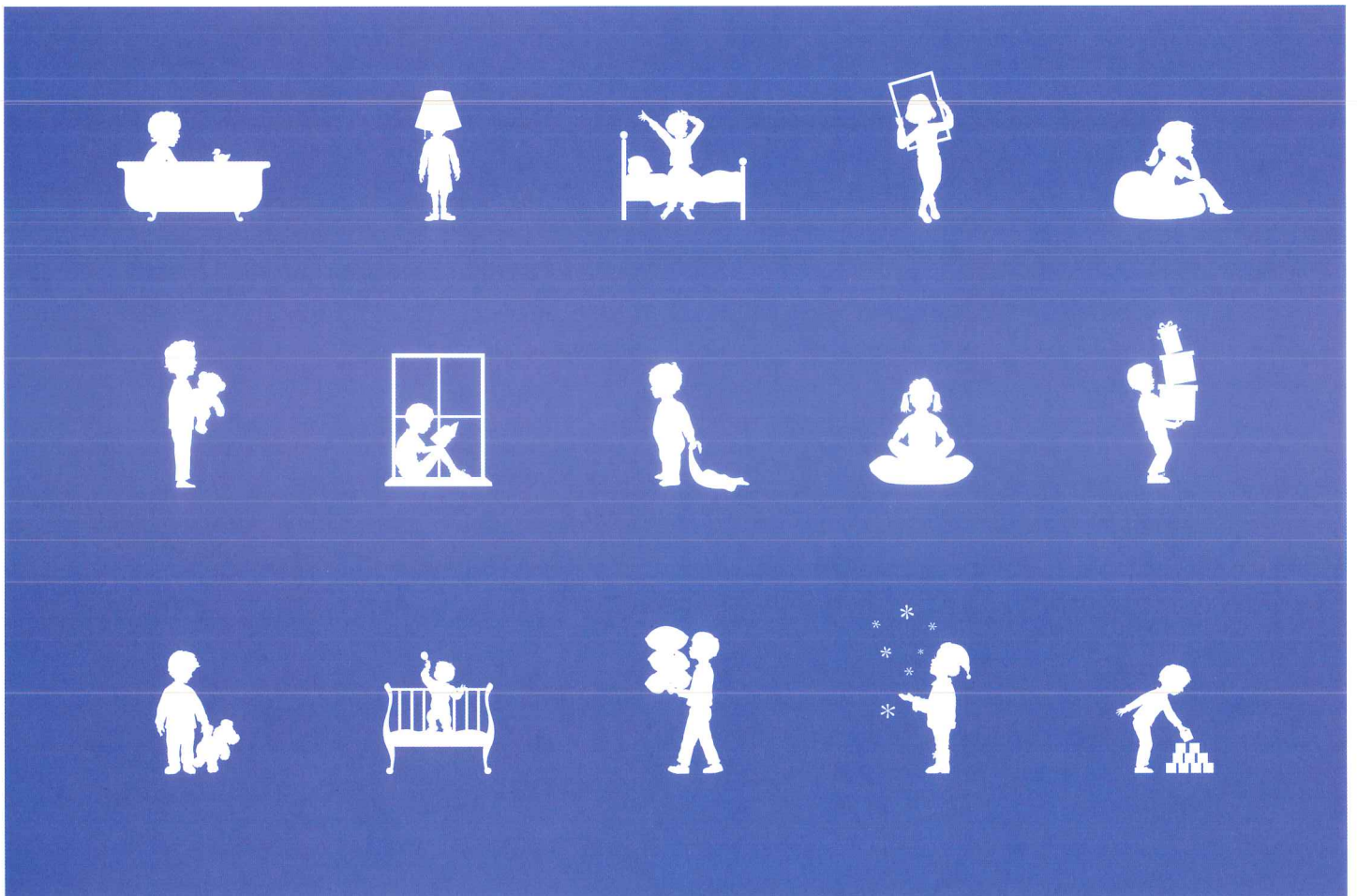



pottery barn kids




THƯ VIỆN
HUBT


TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ


What you need to know about
FURNITURE & TOY CHESTS



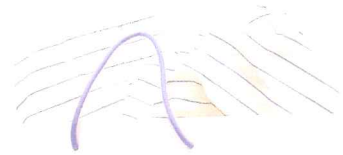
How to throw a
PARTY



How to start a
NURSERY



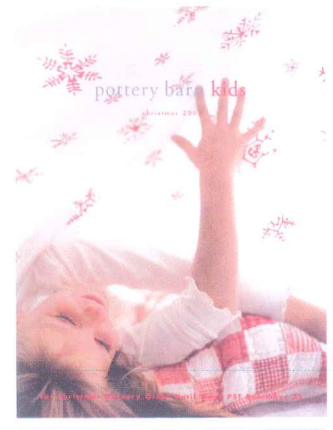
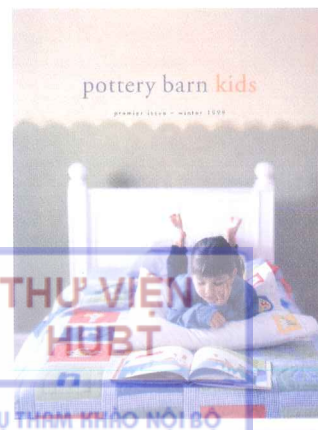
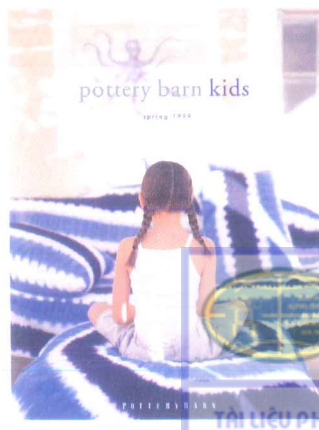
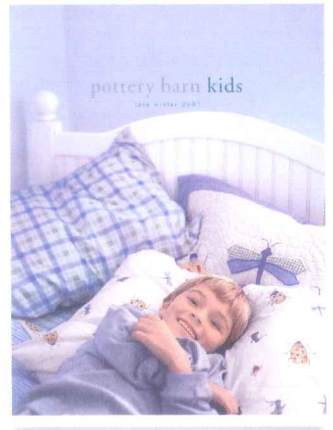
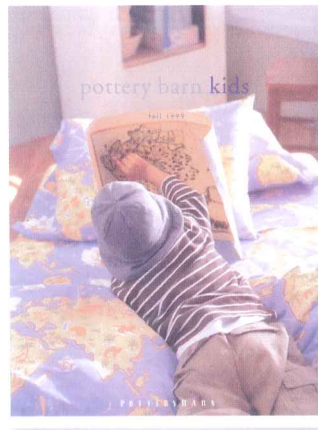
What you need to know about
BEDDING



pottery barn kids



pottery barn kids



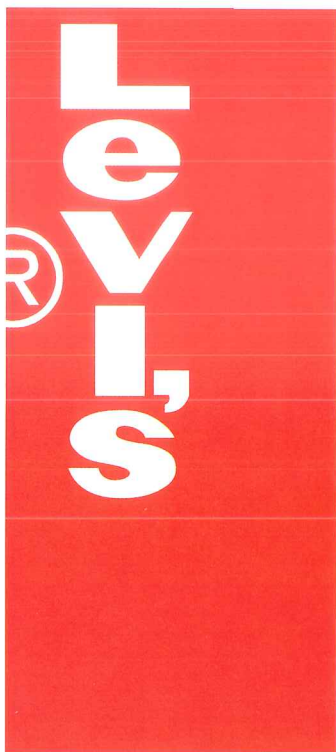
THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Asterism

Client: Levi's

Description: Levi's introduced a lay's style collaboration – Asterism, a limited edition fashion and accessory collection for celebrating Summer 2007. Four girls – Lily (rock style), Eva (street fashion style), Veronica (cowgirl style) and Iris (beach style) created with Alice's well-liked distinctive figures, goggle-eyed dolly and each of them accompanies by a lively animal. Levi's Asterism collection came with 12 tee shirts and accessories.

Design: Aerialand/Alice Chan (Hong Kong, China)



THƯ VIỆN HUBT
TÀI LIỆU ĐƯỢC VỊ THAM KHẢO NỘI BỘ

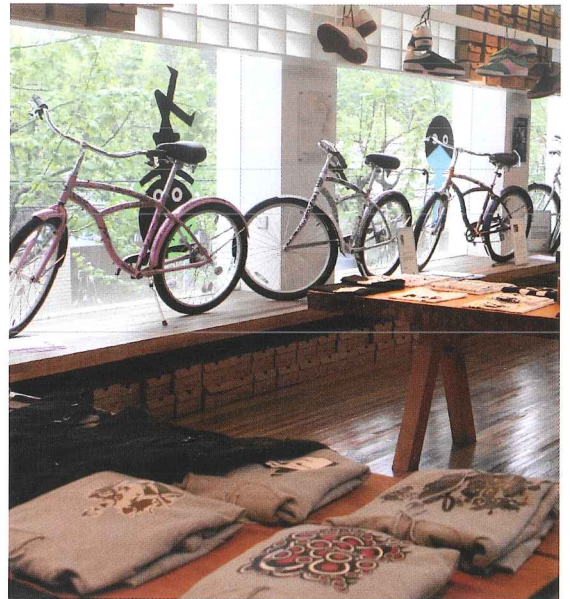


folded umbrella




THƯ VIỆN HUBT
 TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Description: eno is the first streetwear and creative lifestyle brand of China providing a platform for artists, even you to collaborate and design products. Based in Shanghai, eno designs and manufactures products with creative talents from China and around the world. eno's concept store is located on Changle Lu in Shanghai. The concept shop is a dynamic space consist of a gallery, café, event area and of course, retail. It is a popular gathering place for movers and shakers in Shanghai's creative industries.



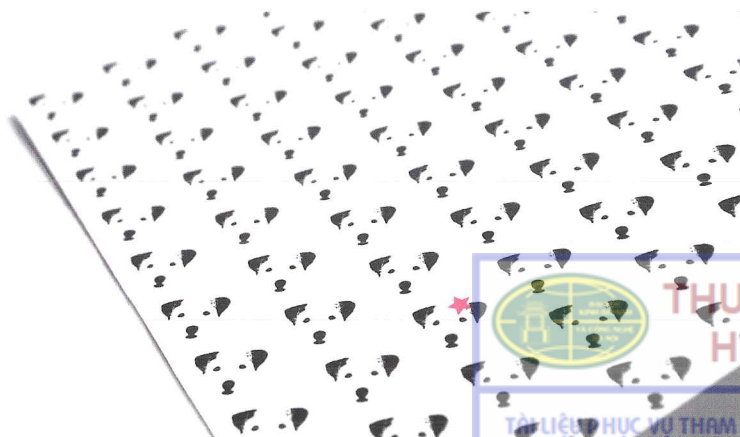
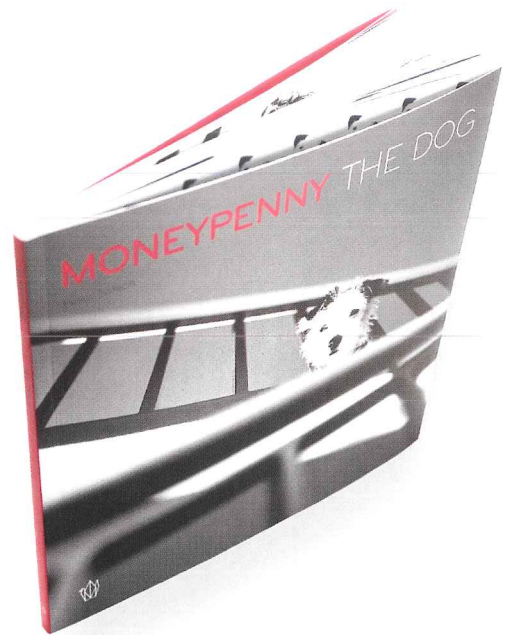
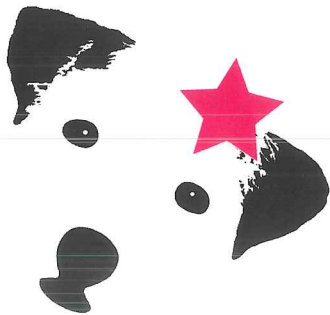


Money Penny The Dog

Client: Money Penny The Dog

Description: Money Penny is a real dog. Everything started out from a photography book "Money Penny The Dog", which is a black and white documentary photography about the life of Money Penny that full of humour and bounce. Considering as a creature has its own personality and man's best friend, "Money Penny The Dog" is further developed into a brand.

Design: Rupa Design (Germany)



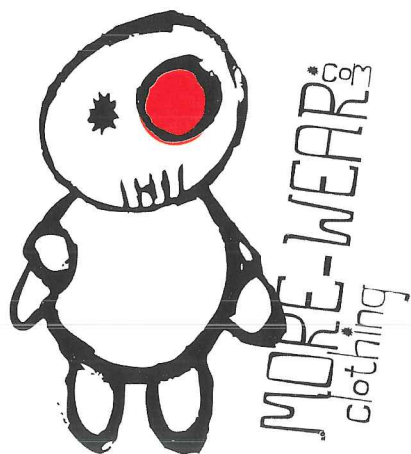


 **THƯ VIỆN
HUBT**

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

More-Wear Clothing

Description: Created by Matt Bugeja, an art director from Malta with rich experience in print design, branding, publications and web.



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

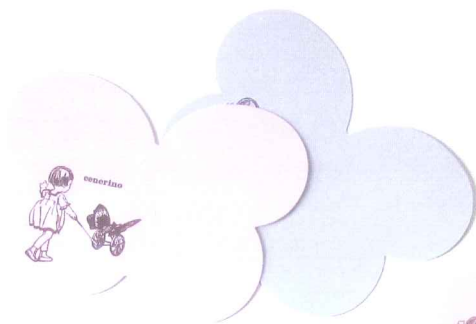
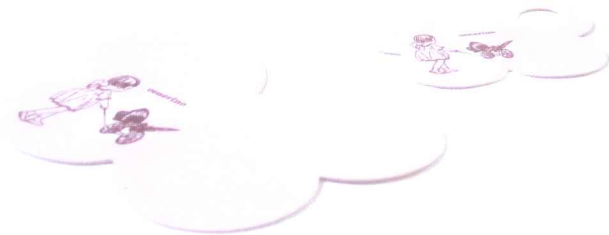
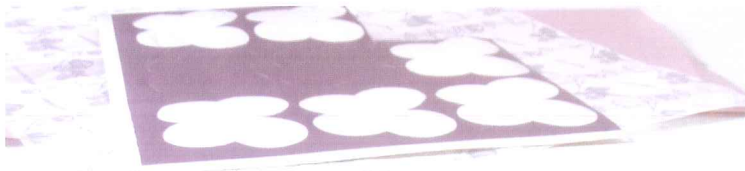
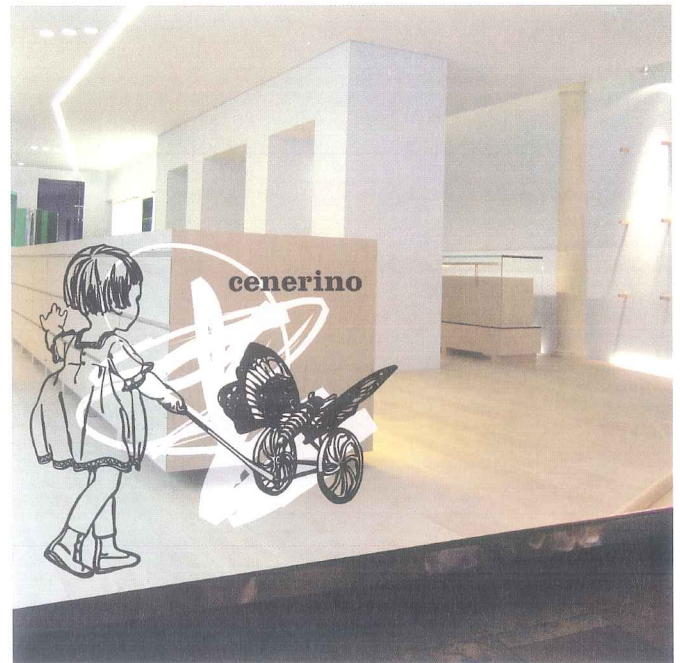
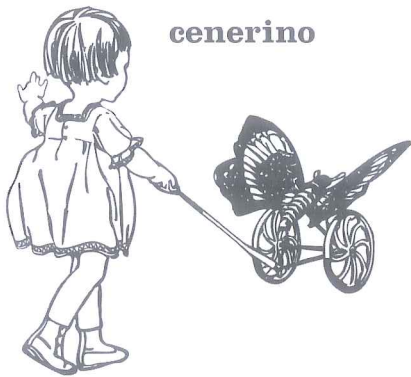
Cenerino

Client: Cenerino

Description: Store logo and identity design for a new high-end children's clothing store in Bassano, Italy.

Design: Stiletto NYC (America)

cenerino

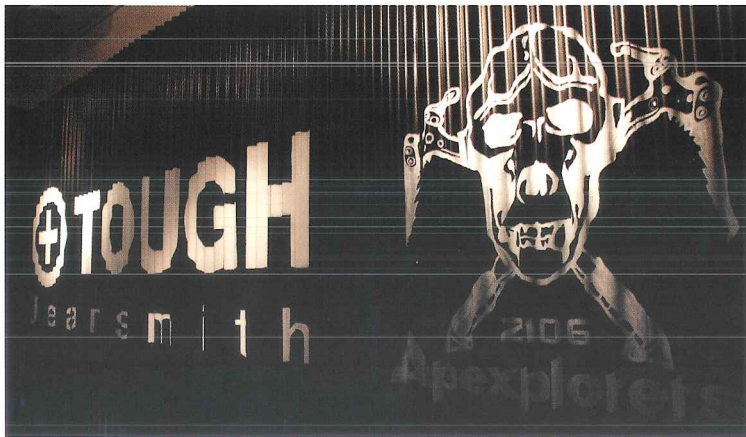


Ice in Black

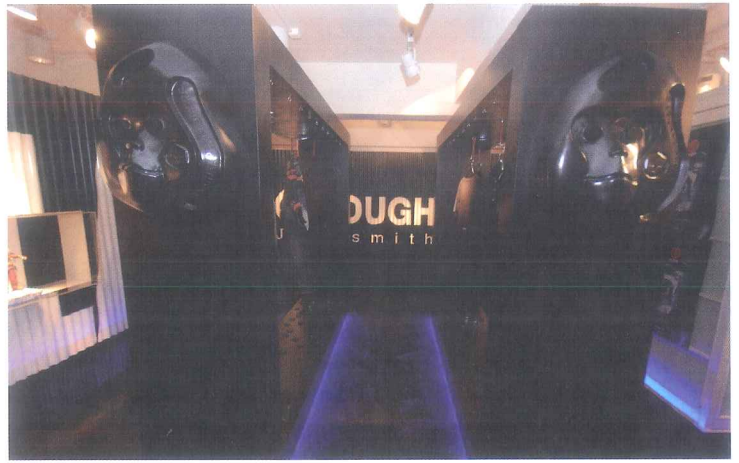
Client: Tough

Description: A crossover project by Tough and Apexplorers. An action figure and a series of Apexplorers fashion line are produced, including T-shirt, jeans, back pack and Tote bags.

Design: Winson Creation/Winson Ma (Hong Kong, China)



THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



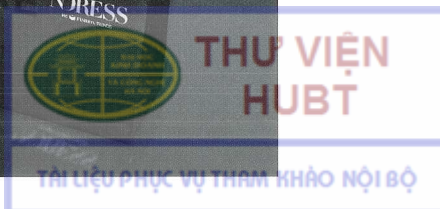
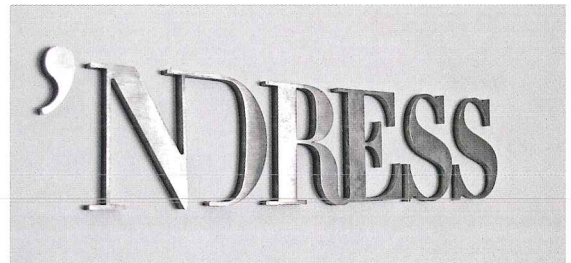
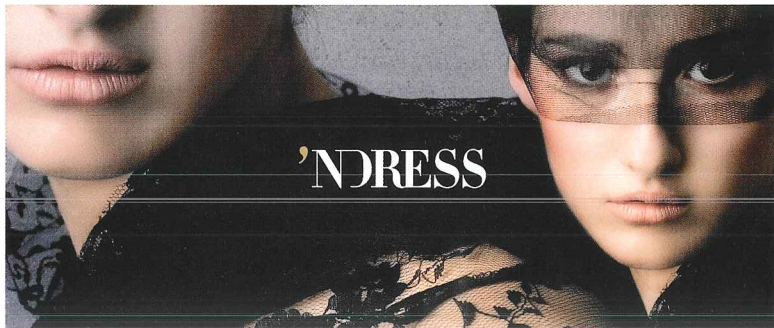
**THƯ VIỆN HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

NDRESS

Client: NDRESS

Description: Corporate identity for fashion store - NDRESS, with goals of reflecting the glamour and beauty of the brand.

Design: Filipe Cavaco (Portugal)





 **THƯ VIỆN
HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Le Teresa

Client: Le Teresa

Description: Le Teresa concentrates on middle and high-class well-educated female. The systematic brand communication aims at delivering the feature of each new collection through employing its symbolic element has special meaning, to realize an exclusive visual expression of each new collection and generate dialogue between the brand and consumers.

Design: Dragon Doing Communications (China)

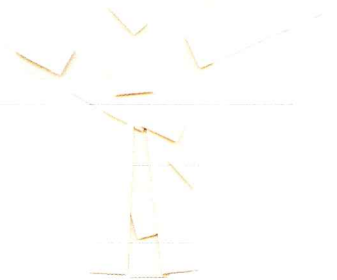
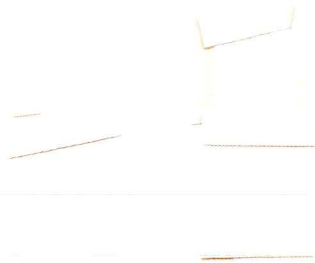
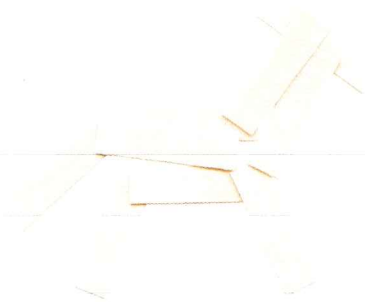
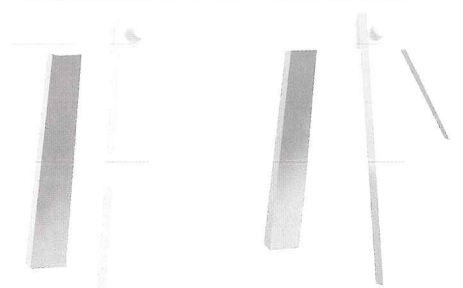
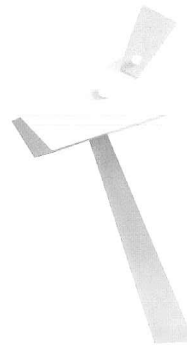
LE TERESA

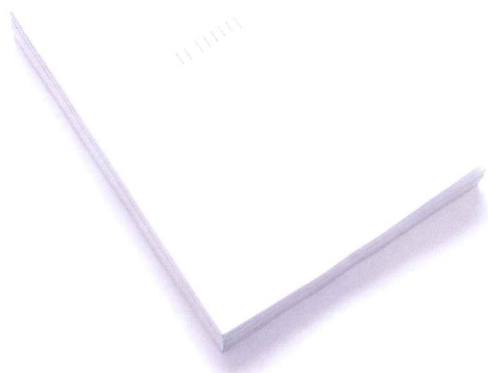
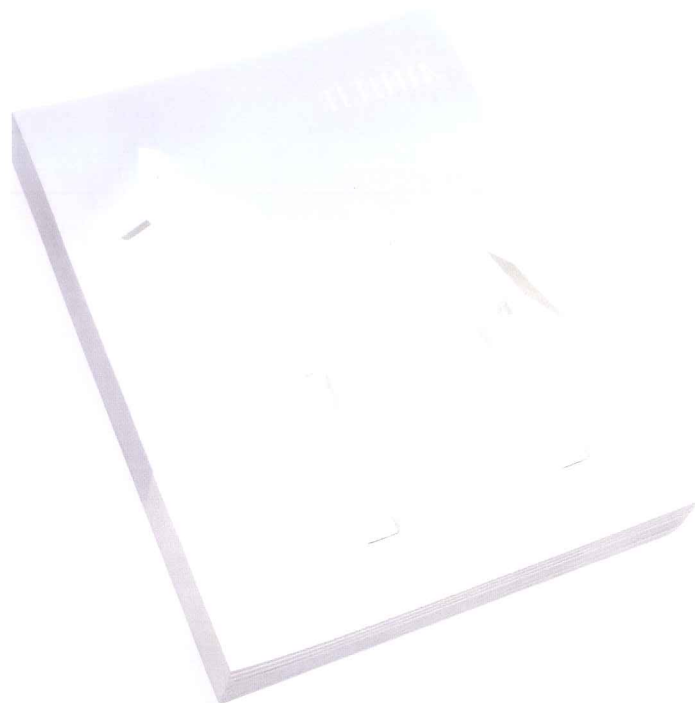
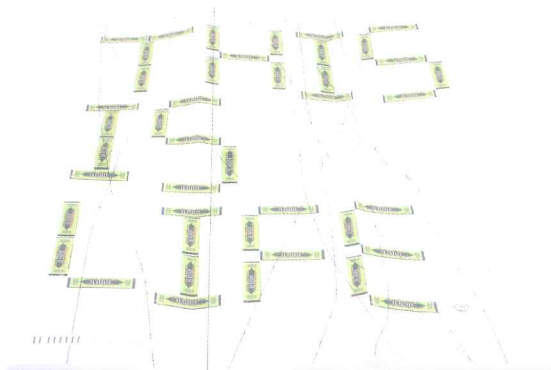
LE TERESA

LE TERESA

LE TERESA

LE TERESA



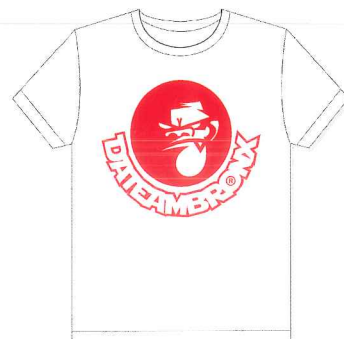


Da Team Bronx

Client: Da Team Bronx

Description: Tim Tsui launched his character and related products under his label "Da Team Bronx", including poster, painting, skate deck, tee and figure. Teeth of one of the figures are made of diamonds, successfully draws attention from the people who did not know Tim Tsui's works.

Design: Tim Tsui (Hong Kong, China)



THƯ VIỆN HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

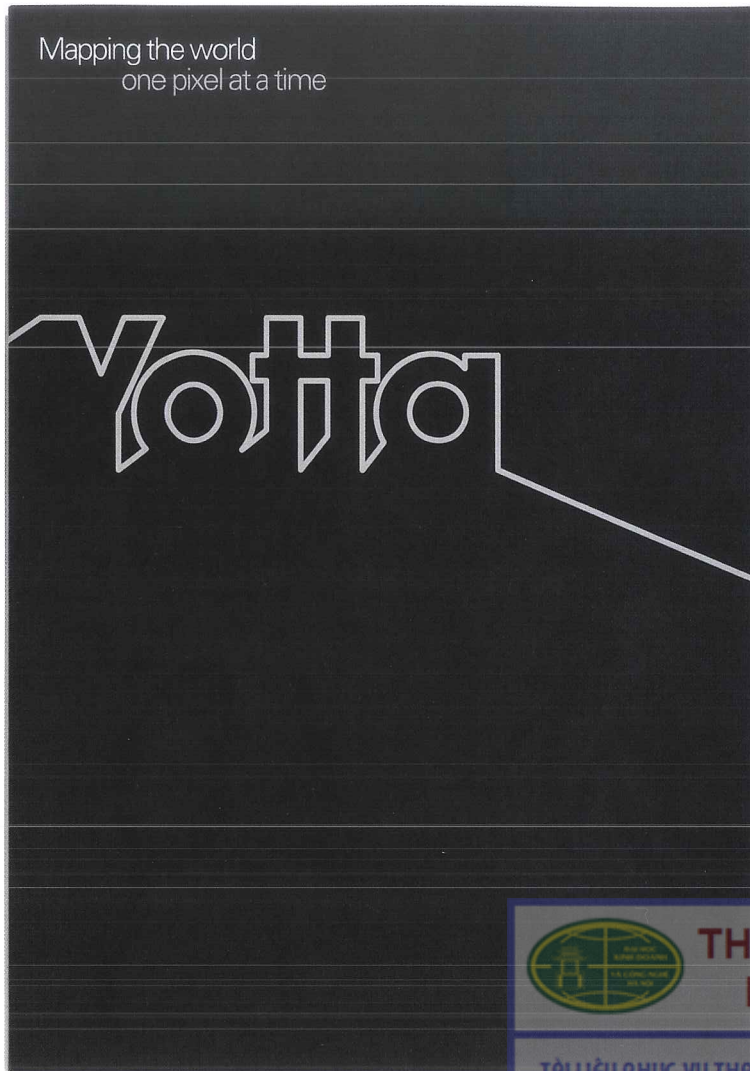
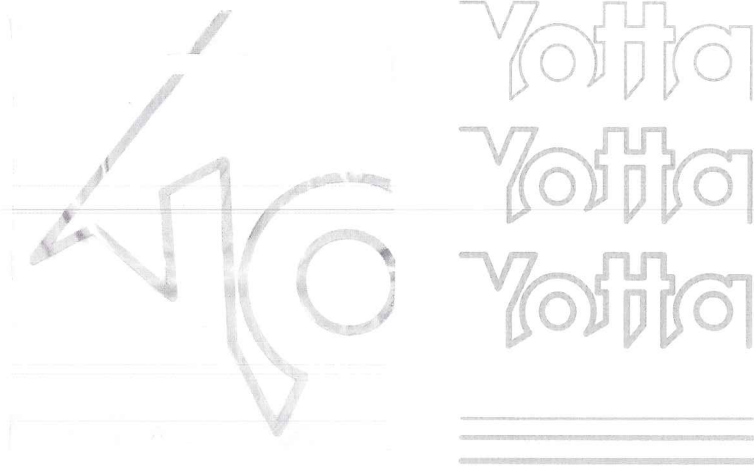


Yotta

Client: Yotta

Description: Brand identity for the highway maintenance company, including stationery, van, livery.

Design: SEA Design (United Kingdom)



Mapping the world
one pixel at a time



La Poste

Client: La Poste

Description: New corporate architecture, identity design and decoration, headquarters redesign and packaging design for the Post Museum of French National Post.

Design: Saguez & Partners (France)



THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Nørrebro Theater

Client: Nørrebro Theater

Description: Nørrebro Theatre has 100-year long history. In spring 2007 this historical old theatre came under new management and adopted new goals. The new Nørrebro Theatre will nourish the continuation of its long and distinguished history, but will also challenge and surprise with its vision to tackle contemporary comedy and create "Entertaining theatre with content". Nørrebro Theatre will be a democratic, versatile theatre where everyone is welcome. The new visual identity should both further the theatre's traditions and revitalize the theatre experience.

Design: Scandinavian DesignLab (Denmark)

NØRREBRO TEATER



**HEDWIG
AND THE ANGRY INCH**
20. SEPTEMBER - 10. NOVEMBER 2007

BILLETTER BESTILLES PÅ BILLETNET.DK ELLER TLF. 7015 6565
LÆS MERE OM FORSTILLINGEN PÅ NBT.DK

N NØRREBRO
TEATER

DAN ANDERSEN, FRANK HVAM
KRISTIAN HOLM JOENSEN, ISAM B.



2. FEBRUAR 2008 KL. 21-00
**LATE NIGHT
LØRDAG** THUR VIEN
HUBT

BILLETTER BESTILLES PÅ BILLETNET.DK ELLER TLF. 7015 6565
LÆS MERE OM FORSTILLINGEN PÅ NBT.DK

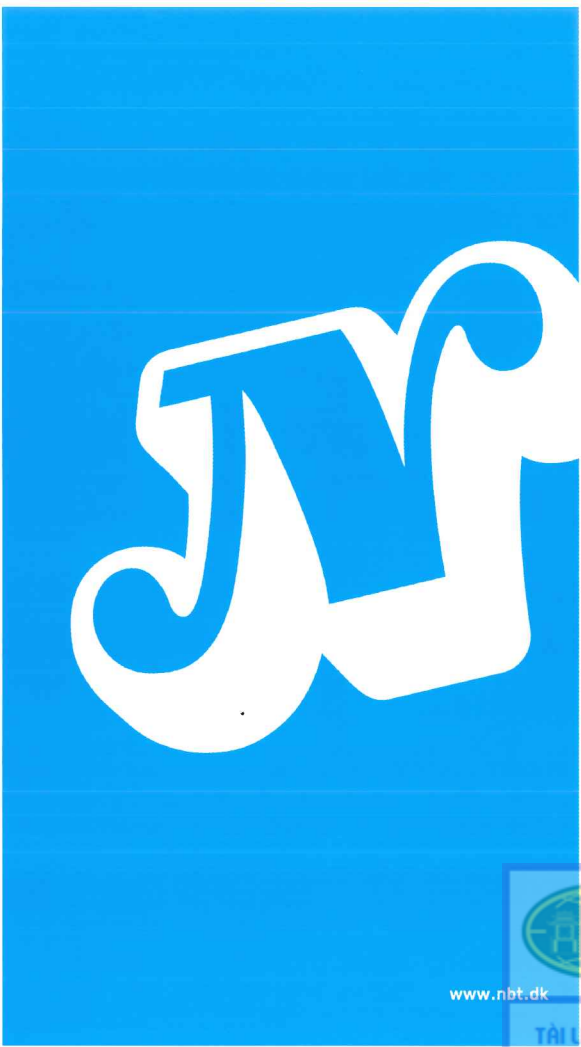
N TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ
TEATER



**KVINDERNES
HÆVN**
6. DECEMBER 2007 - 26. JANUAR 2008

BILLETTER BESTILLES PÅ BILLETNET.DK ELLER TLF. 7015 6565
LÆS MERE OM FORSTILLINGEN PÅ NBT.DK

N NØRREBRO
TEATER



**THƯ VIỆN HUBT**
www.nbt.dk
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

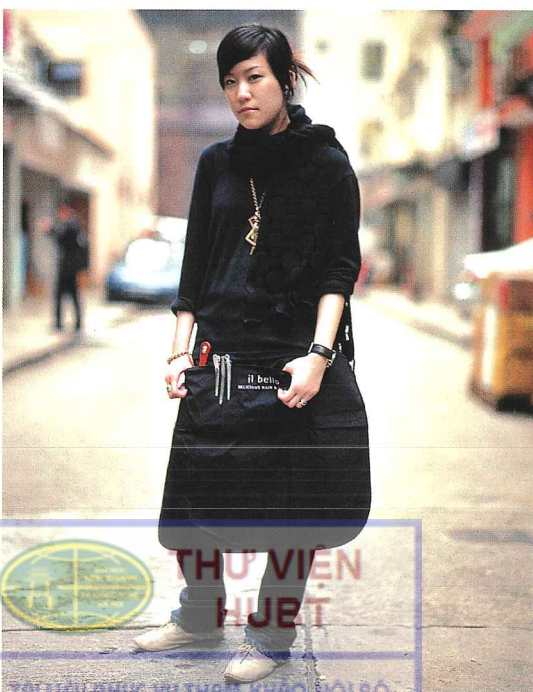


il bello Hairs & Nails

Client: il bello Group

Description: il bello Hairs & Nails is a hair salon for trend-setters. Located in Admiralty Hong Kong, the salon offers stylish, high end hair styling and nail polishing services. The interior design and decoration of the salon feature a style of simplicity and elegance. The design concept and spirit behind this logo ride on hair and "water" to create a feminine and stylish mood. Using water drops sliding down strands of hair, the branding identity of this new hair and nail salon is created. To emphasis its slick, clean and artistic image, a minimalist and contemporary style is opted for.

Design: Eric Chan Design Co. Ltd. (Hong Kong, China)





THƯ VIỆN HUBT

il bello
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

il bello
il bello

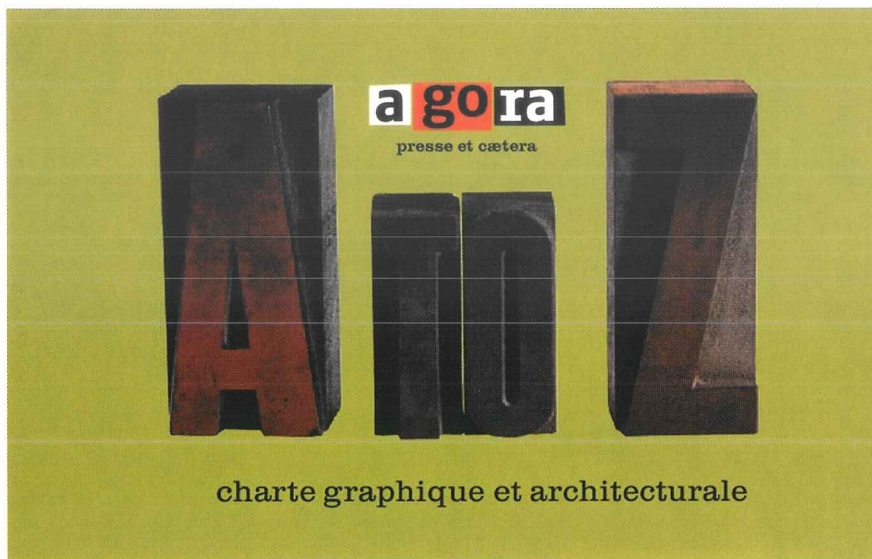
il bello

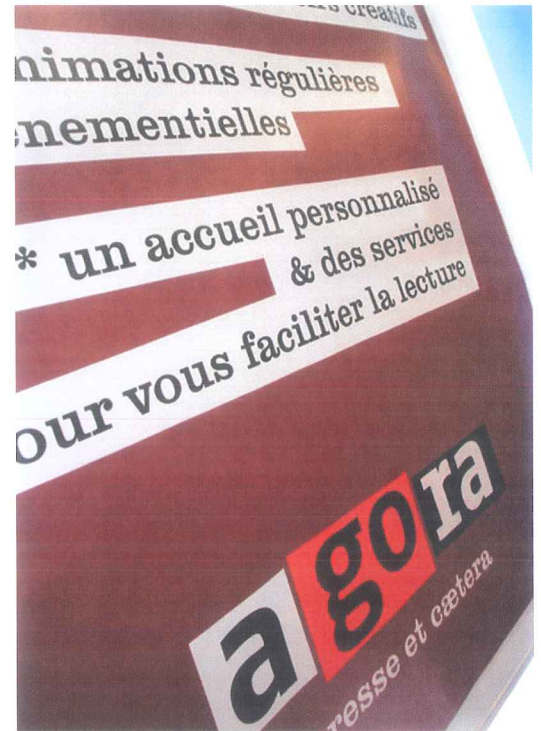
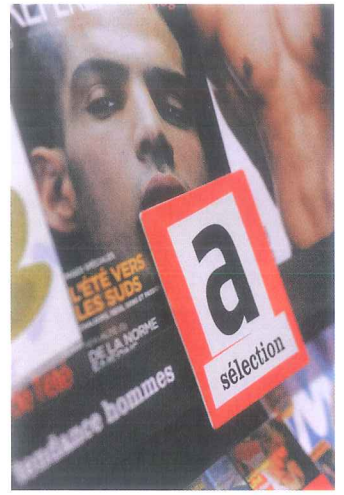
Agora

Client: Agora

Description: A unique sales network for Agora, a magazine retailer.

Design: W & Cie (France)



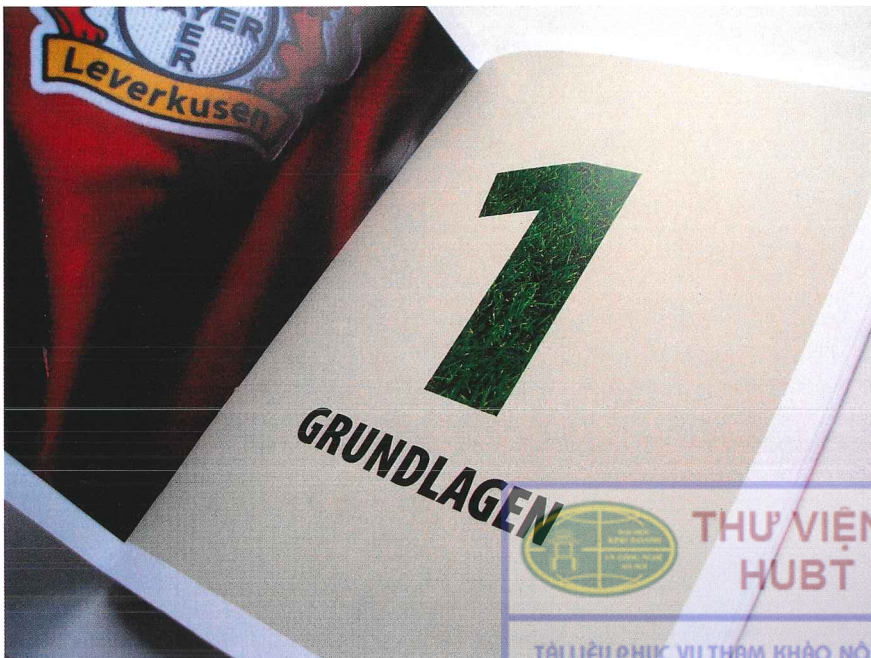


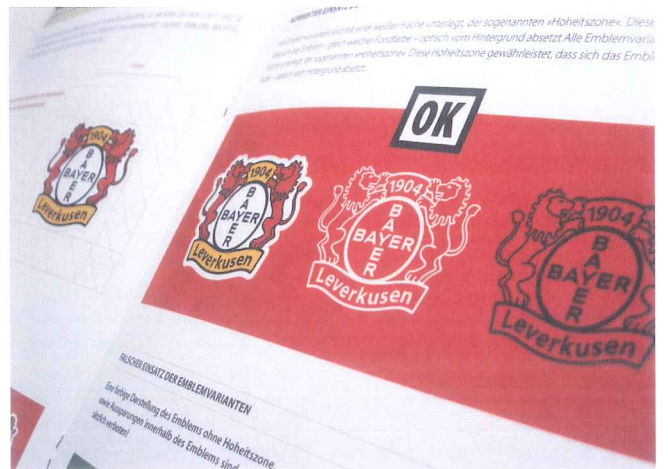
Bayer 04 Leverkusen

Client: Bayer 04 Leverkusen Fußball GmbH

Description: Corporate identity redesign and optimization for Bayer 04 Leverkusen emblem, including umbrella brand conception and composition of brand architecture, product and media branding, color standardization and corporate typography, definition of generally applicable design parameters for all communication media and means of communication.

Design: 804 Graphic Design (Germany)





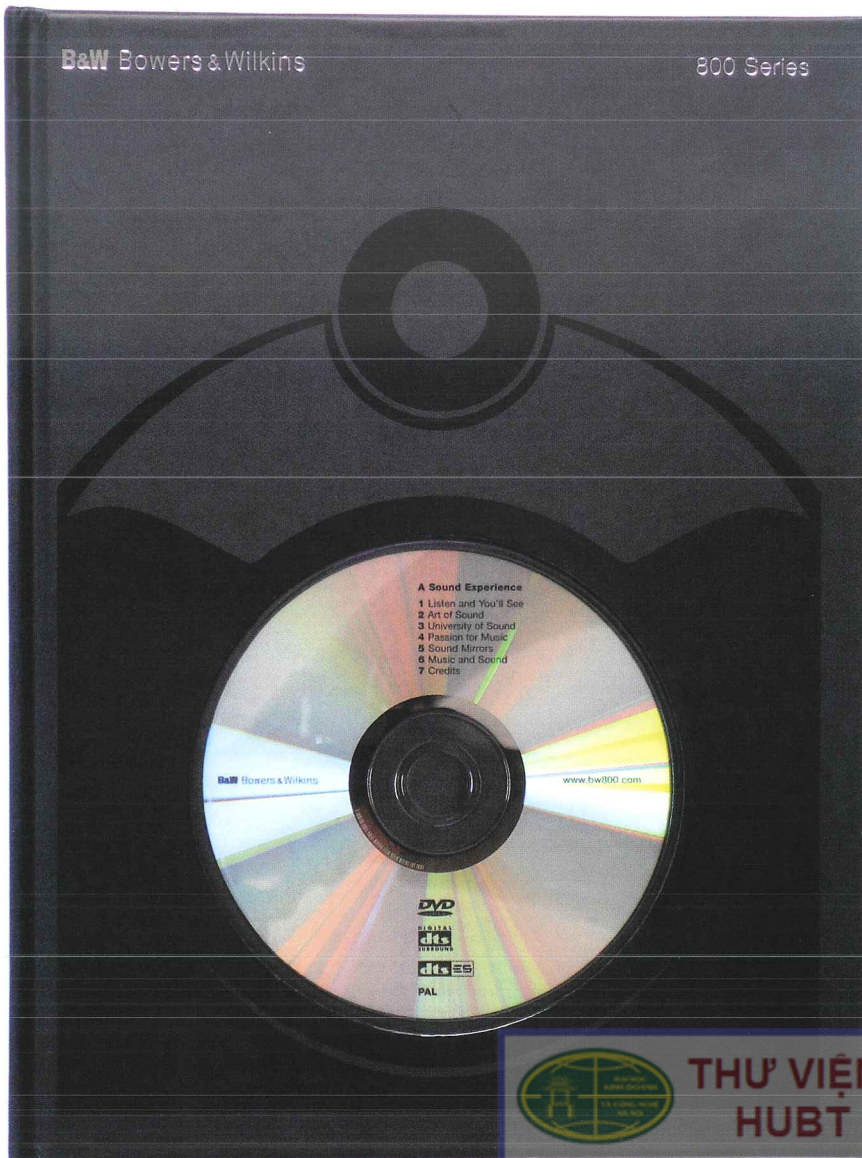
THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Client: Bowers & Wilkins

Description: The company was started by John Bowers and Peter Hayward in 1966 with a single, simple, passionate aim to build the best loudspeakers possible.

Design: Thomas Manss & Company (United Kingdom)

B&W Bowers & Wilkins





**THƯ VIỆN
HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

GF Smith

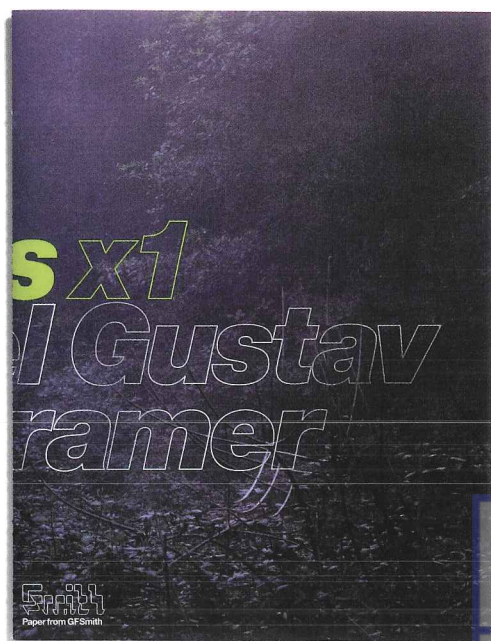
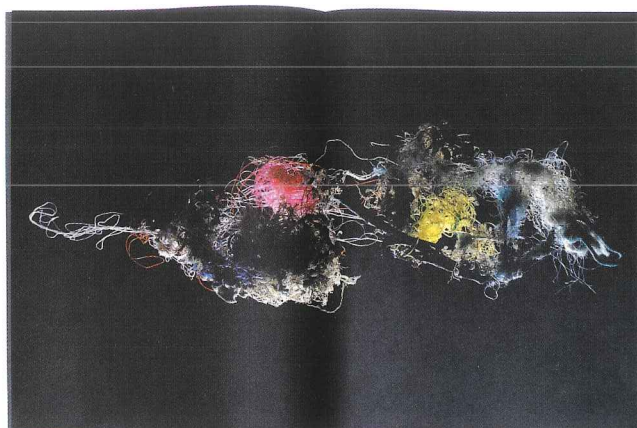
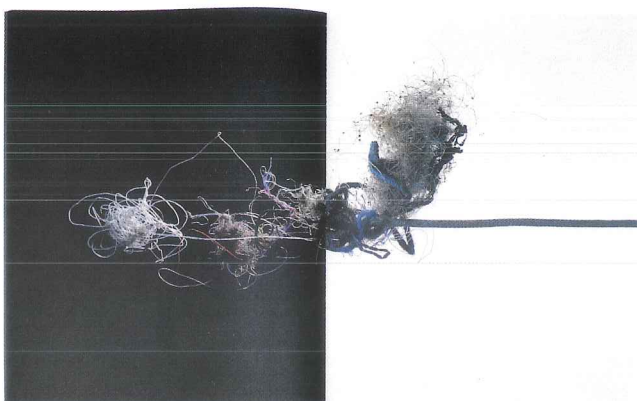
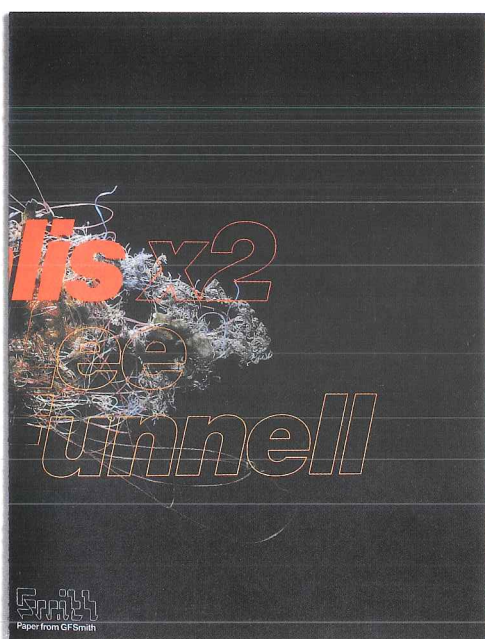
Client: GF Smith

Description: Brand identity for GF Smith - a fine paper company, including stationery, campaign materials.

Design: Sea Design (United Kingdom)

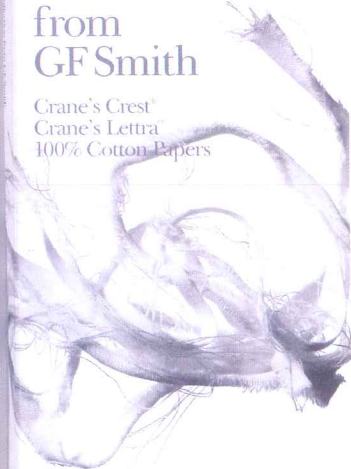
Smith

Paper from GF Smith



Crane's Collection from GF Smith

Crane's Crest
Crane's Lettra
100% Cotton Papers



Smith
Paper from GF Smith



Crane's Crest

Crane's Crest from GF Smith

Introduction



Crane's Crest papers are made from 100% cotton and are known for their strength and durability. They are made from the finest cotton fibers and are available in a variety of weights and finishes. Crane's Crest papers are perfect for all your business and personal printing needs.

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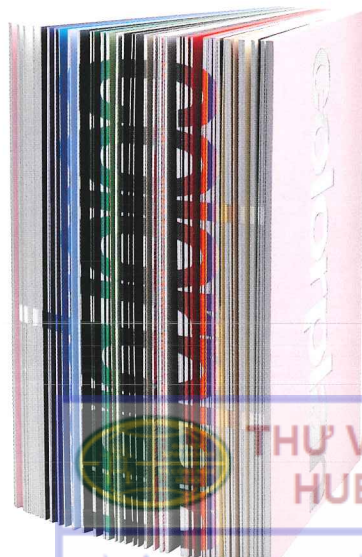
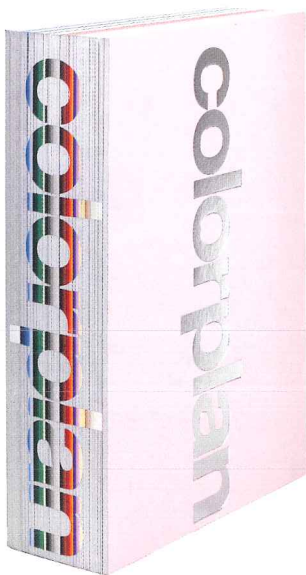
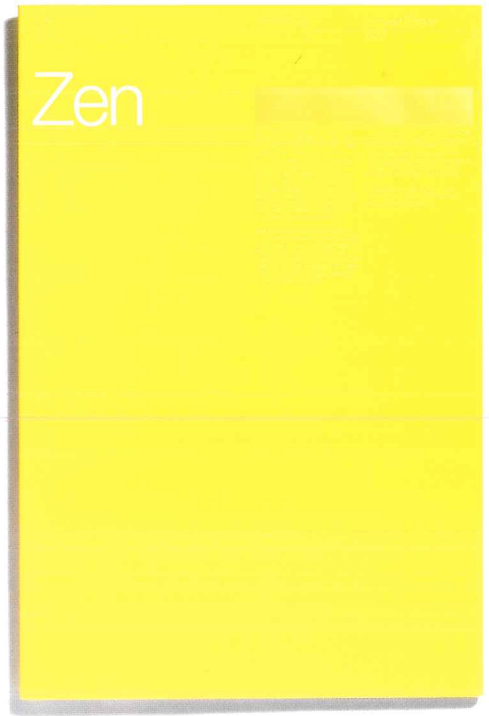
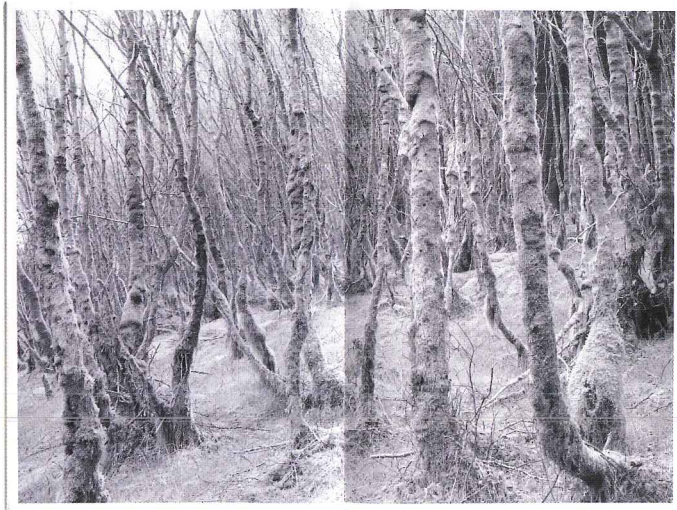
Continued

Crane's Crest papers are made from 100% cotton and are known for their strength and durability. They are made from the finest cotton fibers and are available in a variety of weights and finishes. Crane's Crest papers are perfect for all your business and personal printing needs.



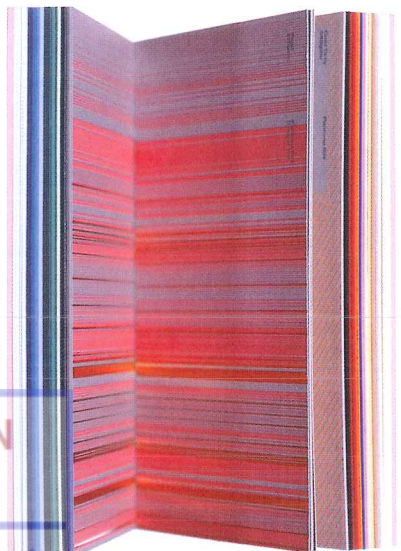
**THƯ VIỆN
HUBT**

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ





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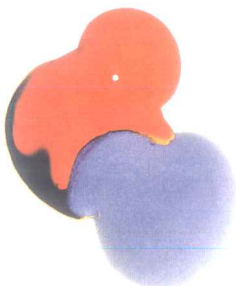
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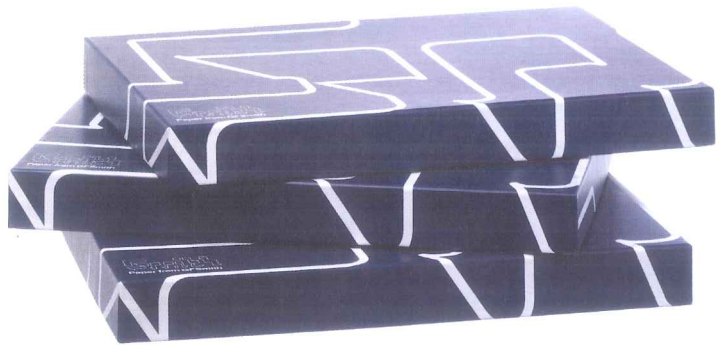
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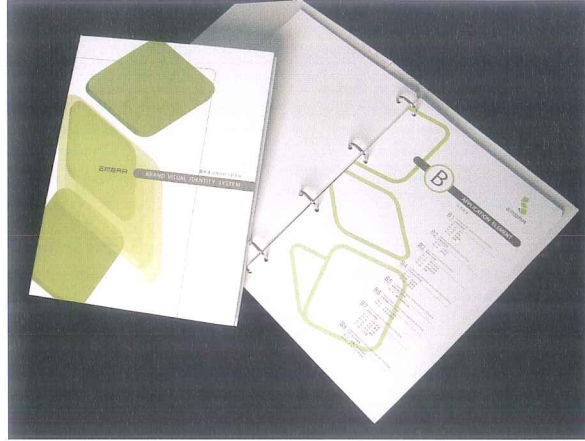
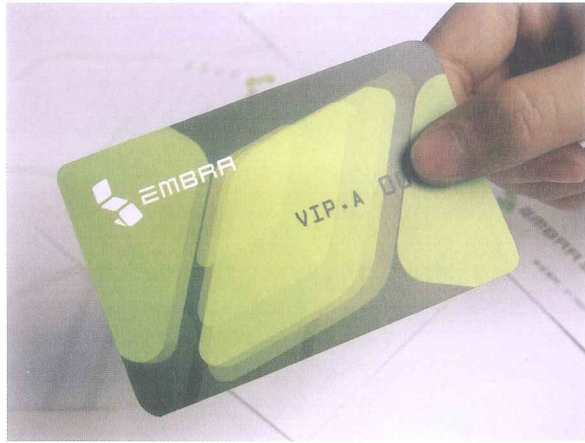
Embra

Client: Embra

Description: The logo is the abstraction of letter "E", being composed of several pieces that are in different angles. The pieces are organized to generate an image of a chair, showing the industrial characteristic by its representative product.

Design: Sido Design Consultant Co., Ltd. (China)





Fixie Inc.

Client: Fixie Inc.

Description: Corporate identity and product designs for BlackJack sportive cycling.

Design: Magma Brand Design (Germany)



PURE BLOOD CYCLOCROSS

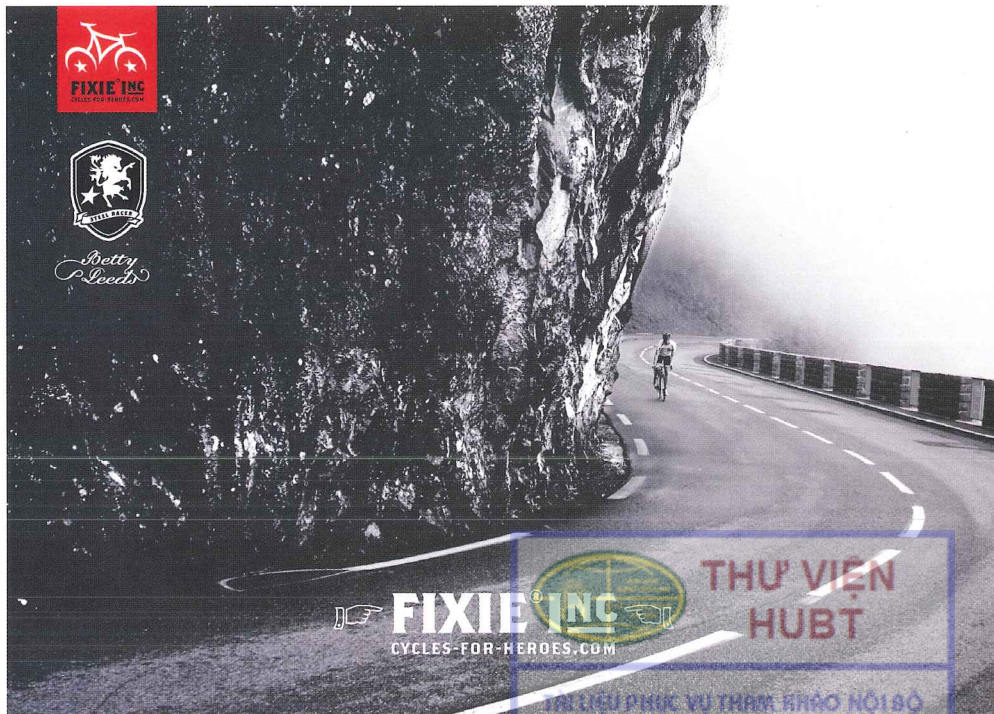


The Rebirth of Race

Straße oder Gelände. Schaltung oder Singlespeed. Verwische die Grenzen und schärfe den Blick. Entdecke neu, was schon immer da war. Lass dich entführen und erweitere deinen Horizont. Dein PureBlood überlässt dir die Wahl. PureBlood steht für austauschbare 105-Austallenden, exzellente Schultebarkeit und kompakte Schalenbremsfunktionalität. PureBlood ist die neue Definition von Cyclocross.

On-road or off. Derailleur or singlespeed. Blur the limits and gain focus. Rediscover what was always there. Drift away and broaden your horizon. Your PureBlood gives you the choice. PureBlood stands for modular 105-dropouts, excellent carryability and discbrake functionality without compromises. PureBlood is the new definition of cyclocross.

FOR DETAILED SPECS & INFORMATIONS CHECK
WWW.CYCLES-FOR-HEROES.COM





 **THƯ VIỆN
HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Apricot

Client: Apricot

Description: Logotype, print corporate designs and design manual for a new young advertising agency from Prague.

Design: Intrika/Lukas Holinka (Czech)

apricot
WITH TASTE!

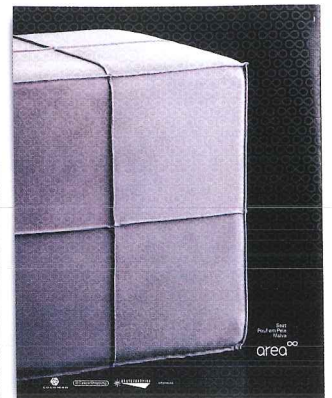
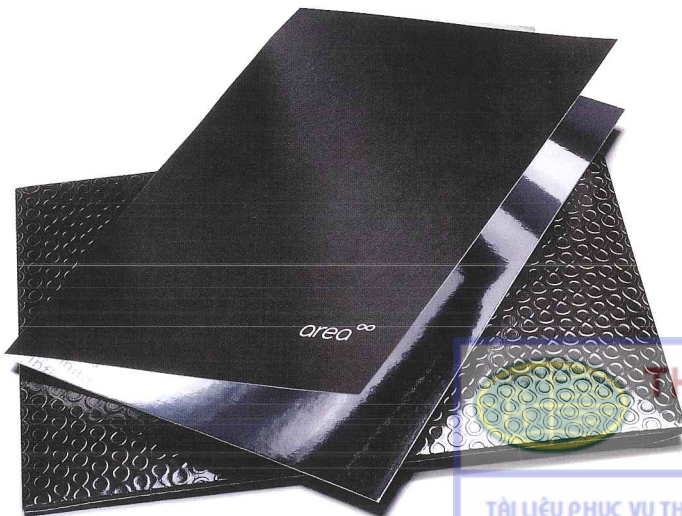
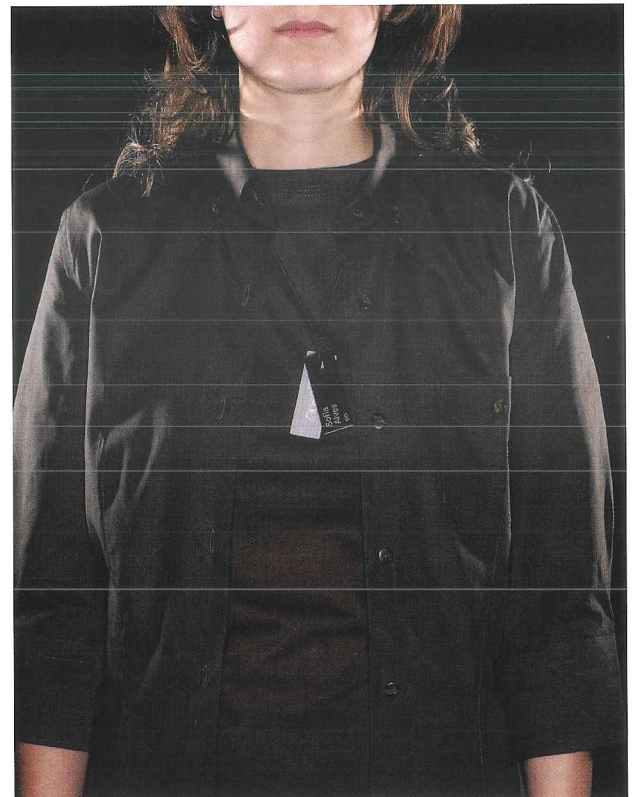


Area

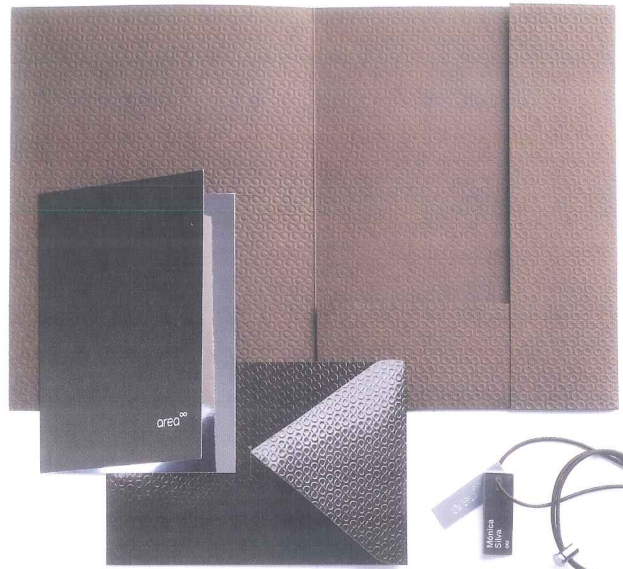
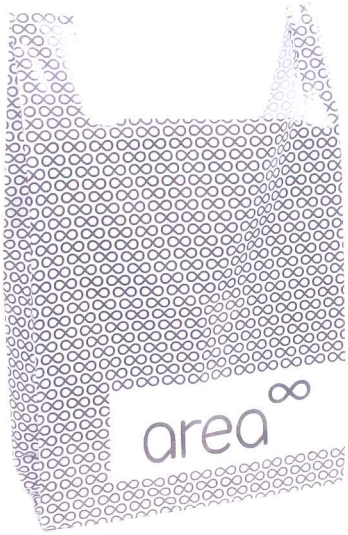
Client: Area

Description: Area is a conceptual home department store based on the principle that "Luxury can be affordable". The simple and sophisticated logo is accompanied by the infinite symbol, representing the infinity decoration possibilities for the infinity of spaces. The relation between the elements of signature was carefully studied and thought to create a visual balance, harmonious and elegant.

Design: RMAC Brand Design (Portugal)



TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



area ∞



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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

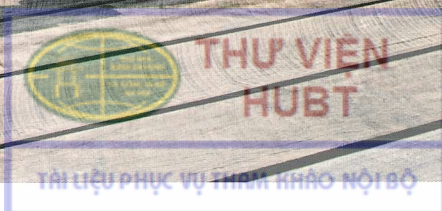
Fred International

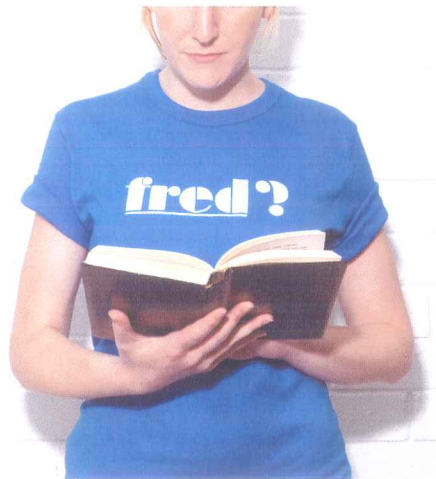
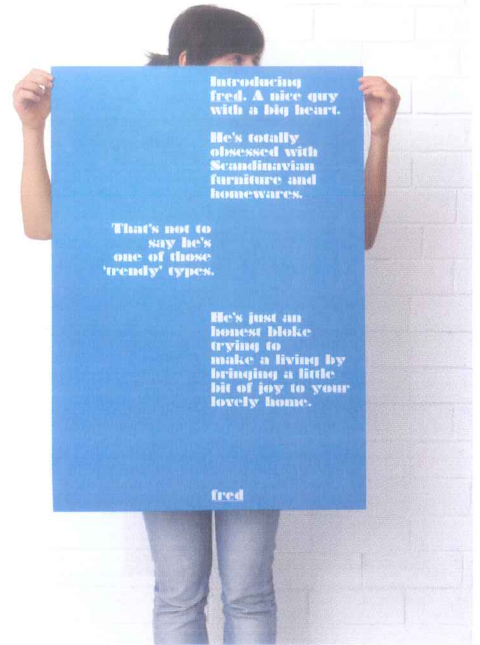
Client: Fred International

Description: Fred International is a boutique importer of modern Scandinavian furniture. Beginning with naming, the project was sought to differentiate the brand from the ground up, and deliver a 'friendly, approachable' personality for the brand. Fred means "peace" in Swedish, but in Australia he is a bloke! The brand identity thus became an investigation of personal identity itself and the potential to play games with the audience about whether Fred is real or not was a fertile territory to play in. Pursuing the idea of Fred being a real person, typographic statements discussing Fred's personality traits, his interests and hobbies are deployed throughout the identity.

Design: War Design (Australia)

fred





fred

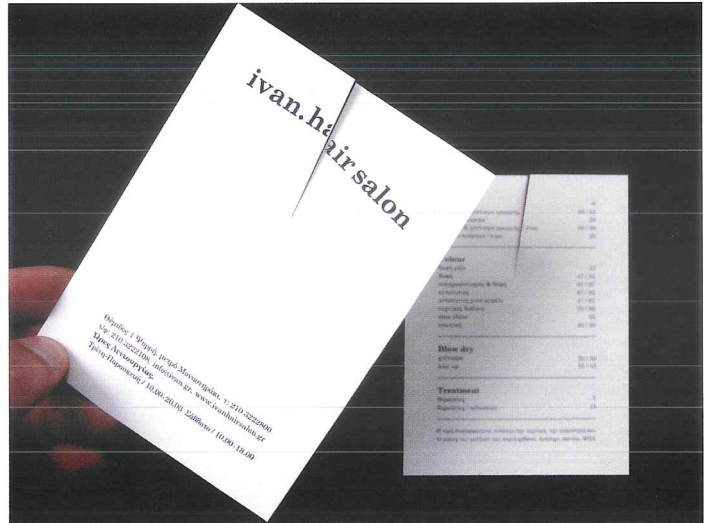
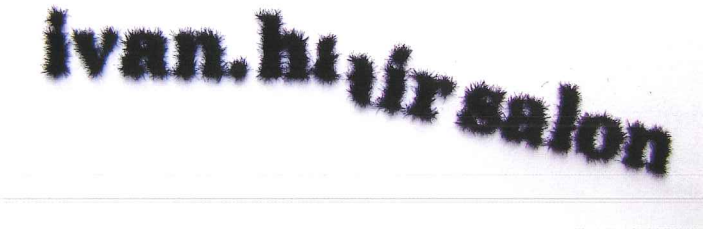


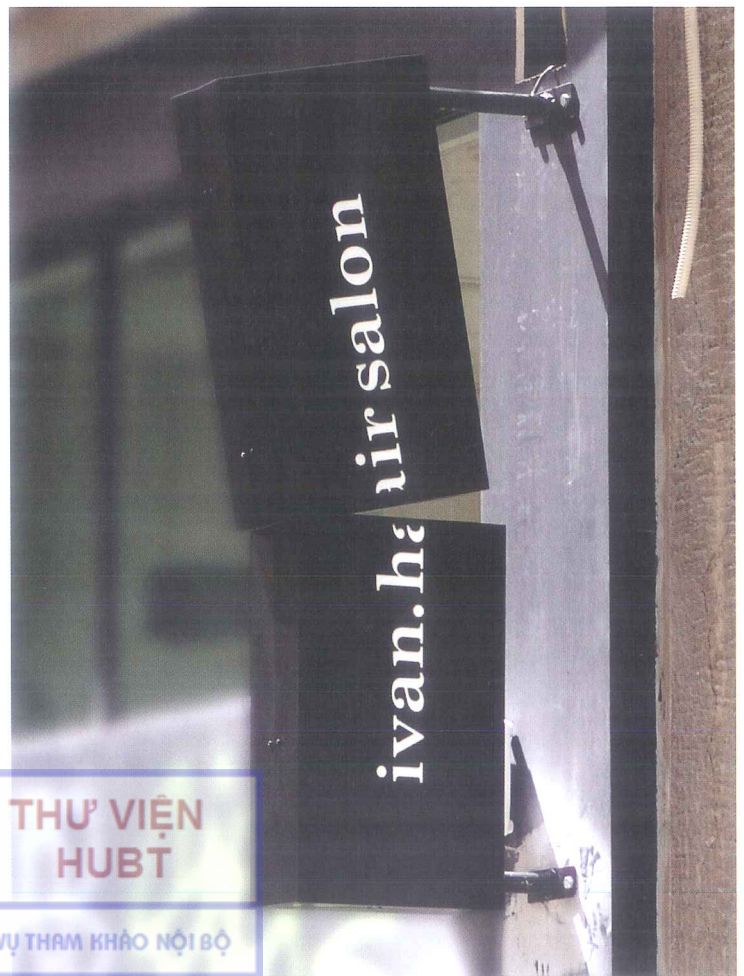
Ivan Hair Salon

Client: Ivan Hair Salon

Description: Identity for a hair salon based in Athens, Greece. The identity based on the idea of live cutting all the applications. For some applications, silk print materials that look like hair are used.

Design: G (Greece)

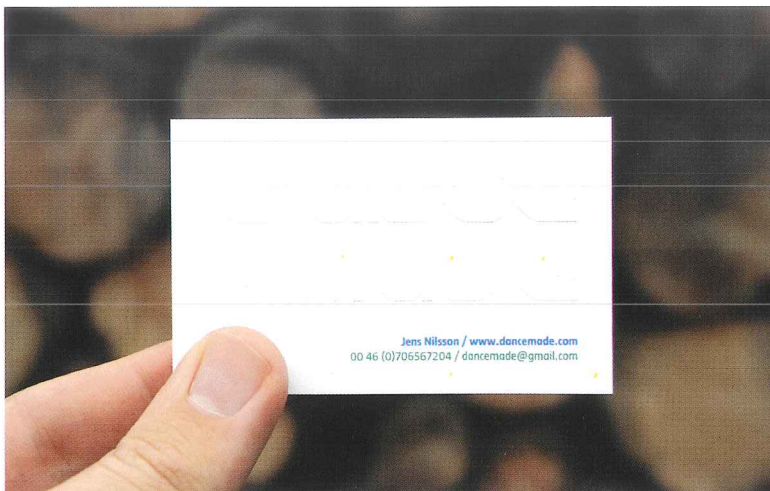




Bancemade

Description: Experimental identity for own personal brand – Bancemade.

Design: Jens Nilsson (Switzerland)



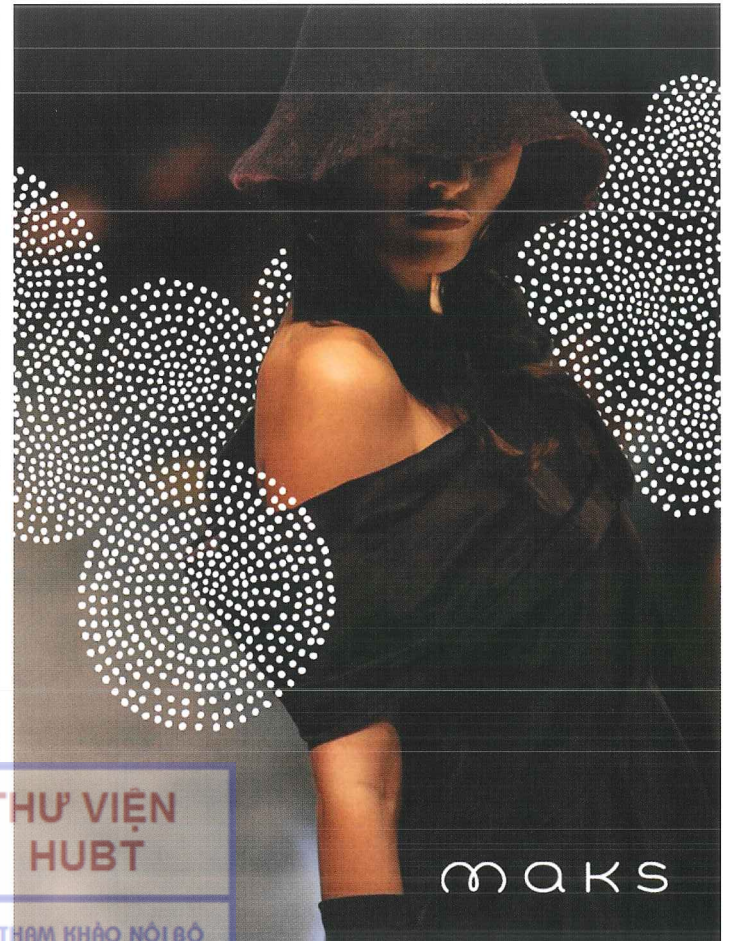
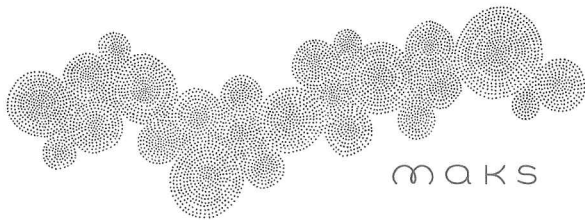


Maks

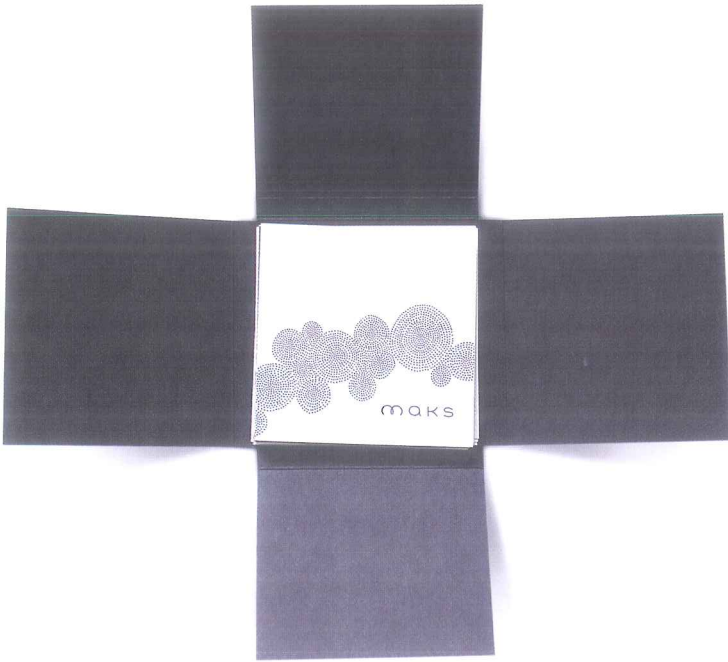
Client: Maks

Description: Hand made identity has been made to celebrate 25 years of the legendary family owned fashion label in Zagreb, Croatia. It reflects relaxed, comfortable style of clothes which are all made of top quality cotton, linen and other natural fabric. The identity is flexible and playful composition of dotted circles and could be easily applied onto the stationery, packaging and retail.

Design: SVI Design (United Kingdom)



THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

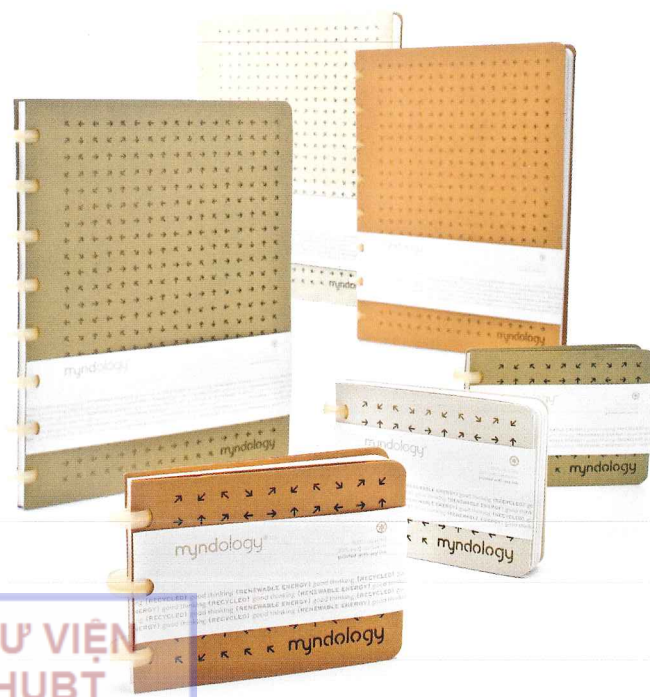
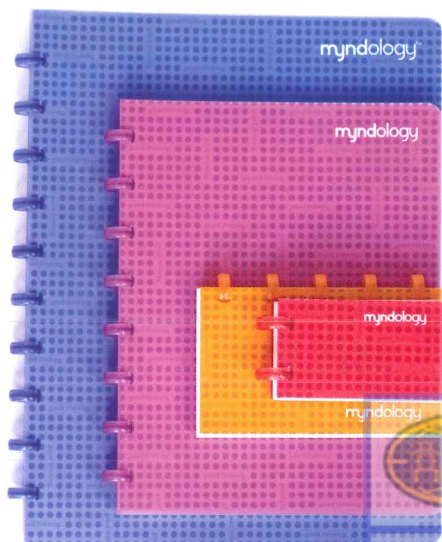


Myndology

Description: From notebooks to flashcards, index card to journals, the Myndology products are designed to evoke inspiration and "good thinking". Patterns, icons and thought bubbles inspire the creation of an idea, a concept, data, numbers, a fact or doodle.

myndology

good thinking

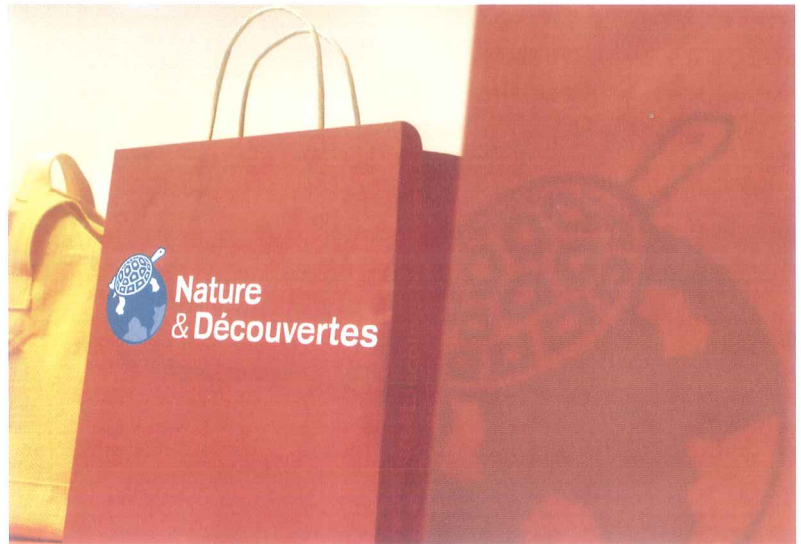


Nature & Découverte

Client: Nature & Découverte

Description: Accurate market orientation is located for the brand which once lost its competitiveness due to the shortage of recognition.

Design: W & Cie (France)



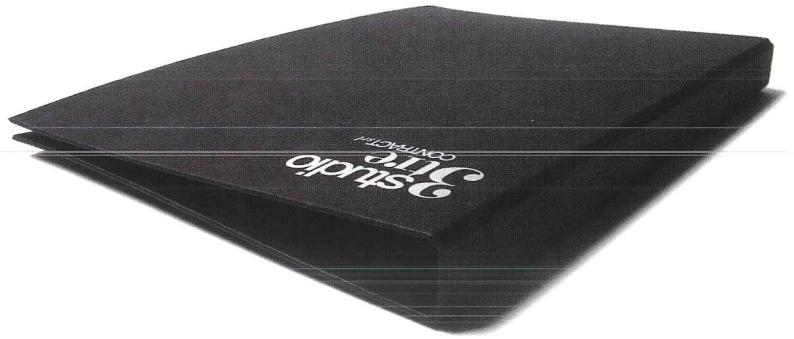
Studio Tre

Client: Studio Tre

Description: Logo and corporate identity for Italian-based shop, a design production and furniture prototyping studio.

Design: Styletto NYC (America)

**studio
tre**
CONTRACT*srl*

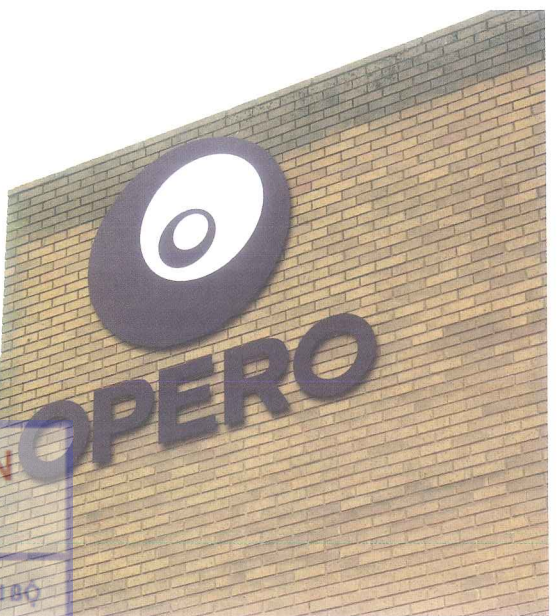
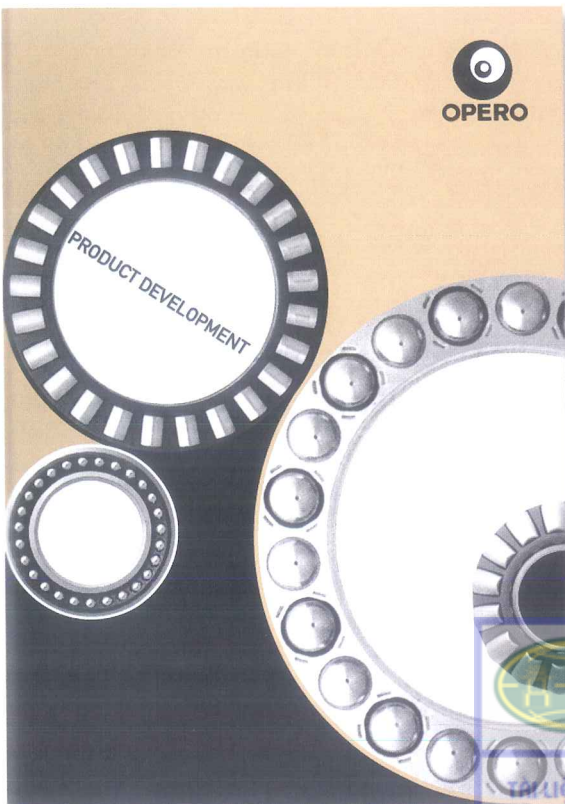
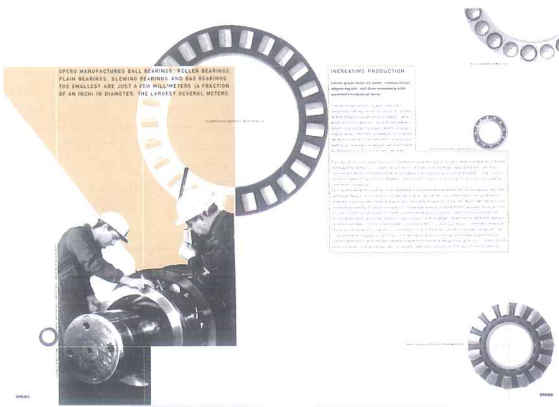


Opero

Client: Opero

Description: Opero is a brand which produces high quality bearings for use in many industry sectors, from automotive to electrical, from heavy machinery to most sophisticated moving parts. Precision, high quality and pride in making this product are reflected through dramatic imagery and bold layouts.

Design: SVI Design (United Kingdom)



City Library in Piestany

Client: City Library in Piestany

Description: Logotype is based only on typography, the composition of typography types simulates books on bookshelf.

Design: Dizajn na Kolesach (Slovakia)

MESTSKÁ
KNIŽNICA
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MESTSKÁ
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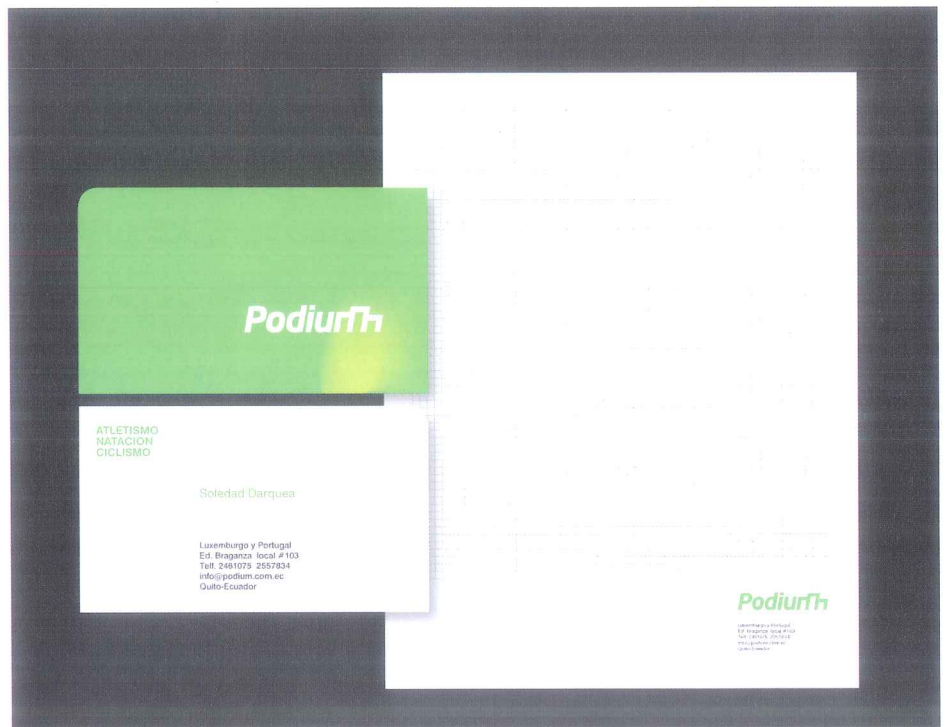
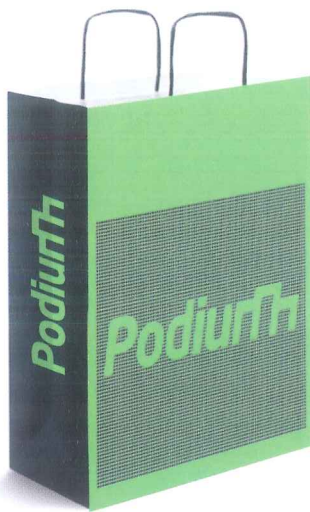
Podium

Client: Podium

Description: Podium is a store specializes in athletics, swimming and triathlon.

Design: Latinbrand (Ecuador)

Podium

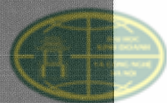
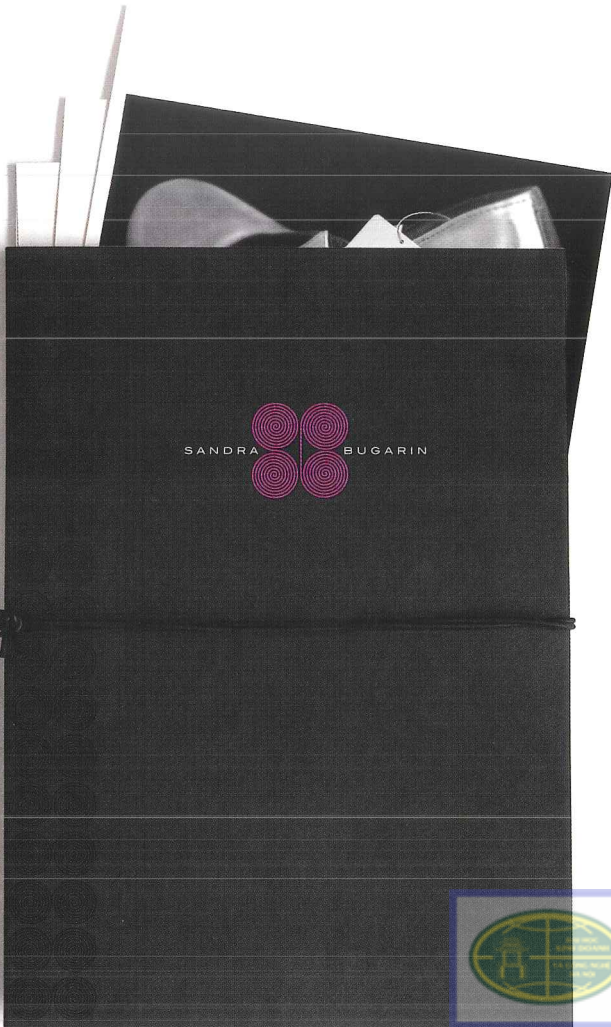
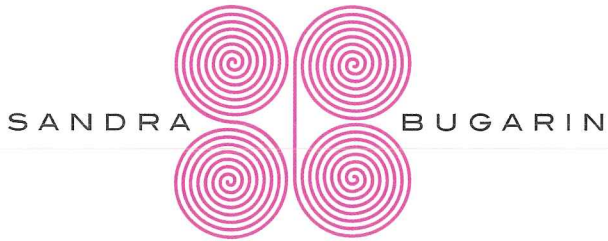


Sandra Bugarin

Client: Sandra Bugarin

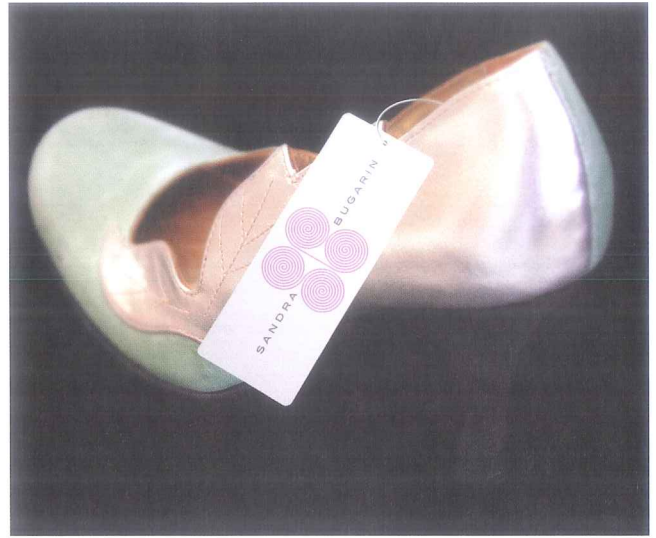
Description: Quality obsessed fashion, shoes and accessories label from Eastern Europe draws its inspiration from traditional crafts of the region. The love for handcraft and natural materials is reflected in the logo which depicts a detail from Serbian national costume. Intricate spirals are connected in two stylized letterforms creating the initials of the designer.

Design: SVI Design (United Kingdom)



THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



 **THƯ VIỆN
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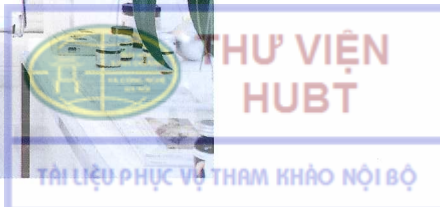
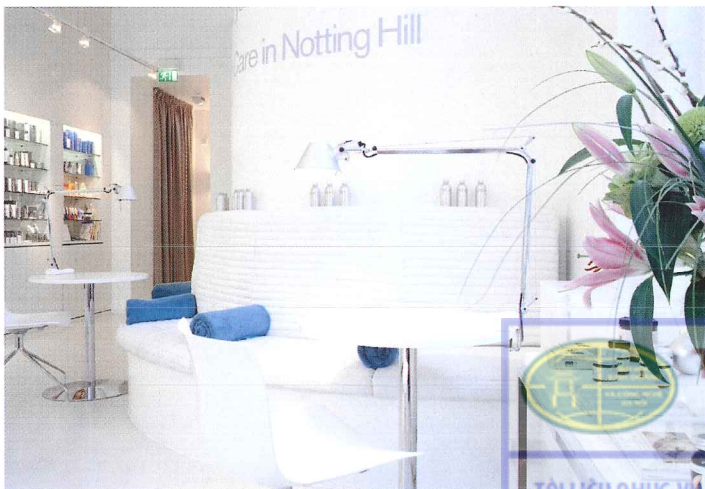
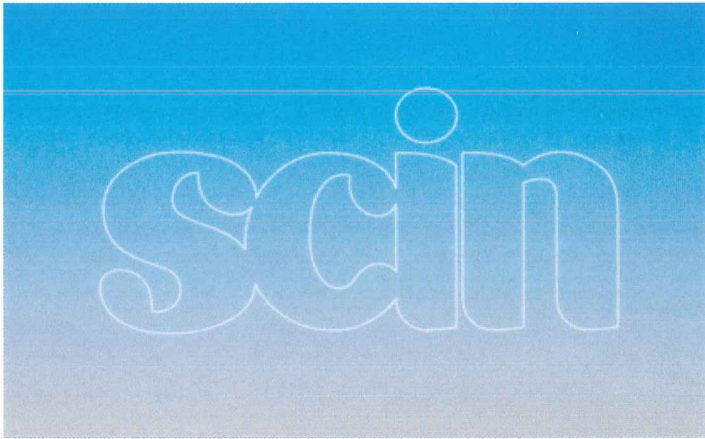
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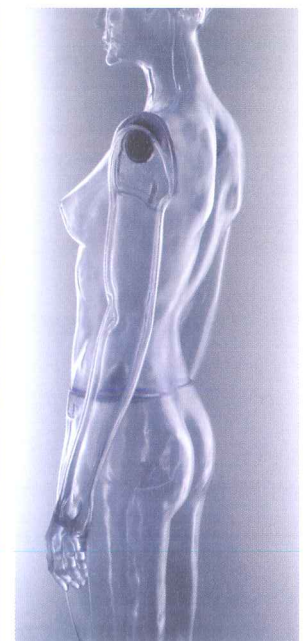
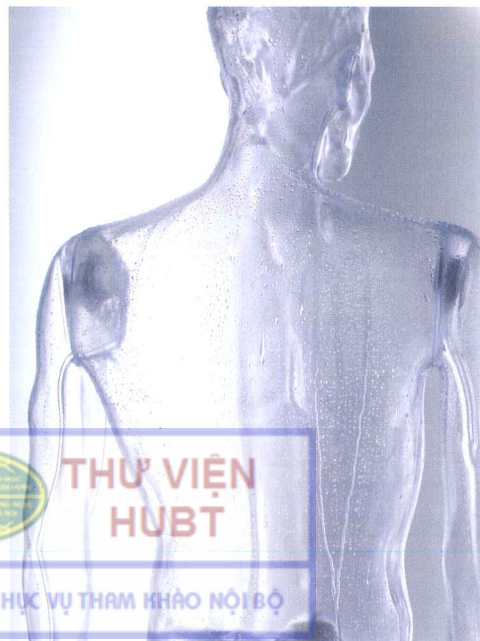
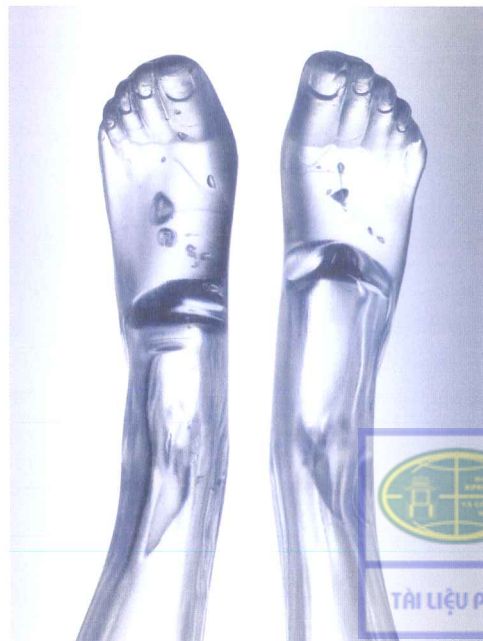
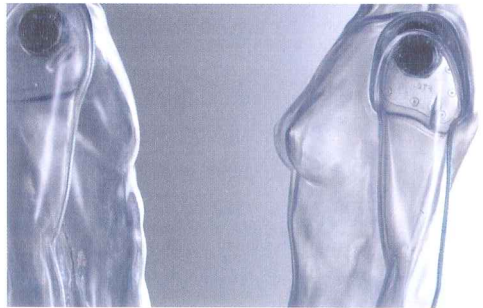
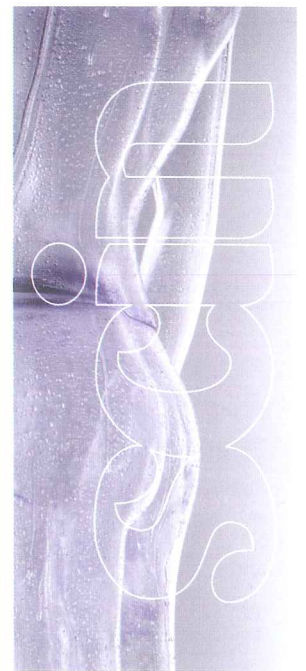
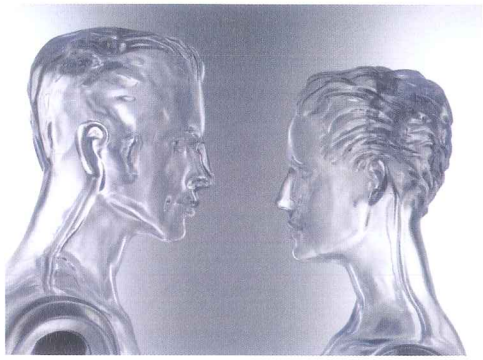
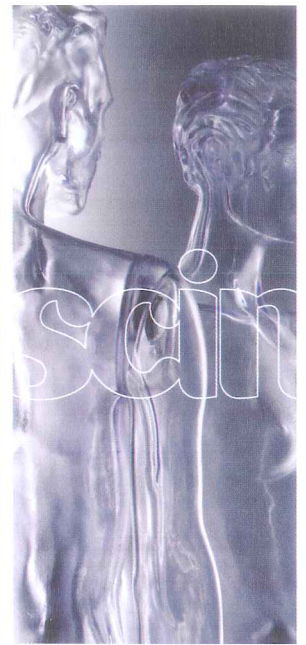
Scin

Client: Scin

Description: Brand identity and name generation for the, Notting Hill-based beauty boutique and day spa, including exterior signage, packaging, art direction and in-store literature.

Design: Sea Design (United Kingdom)





**THƯ VIỆN
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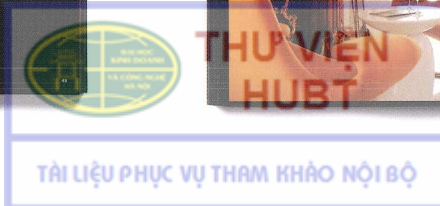
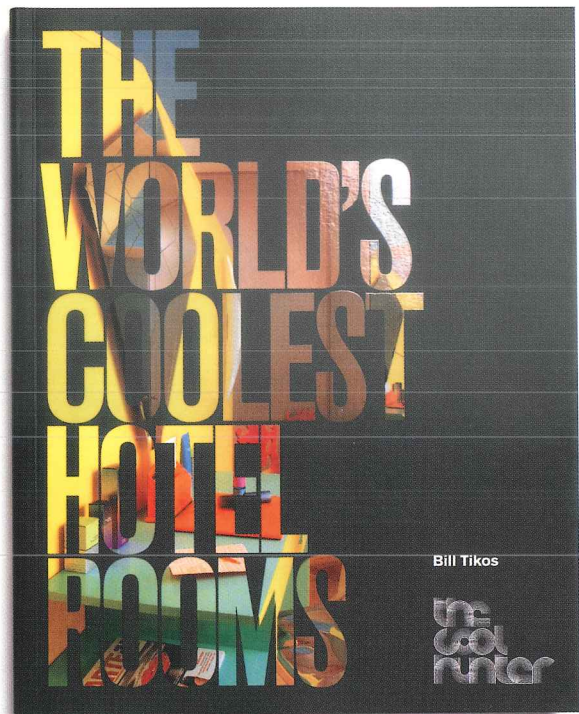
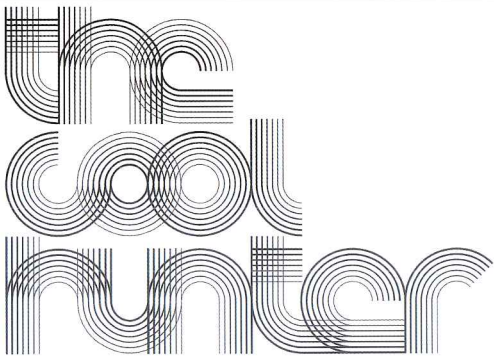
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

The Cool Hunter

Client: The Cool Hunter

Description: The Cool Hunter is a leading online blog and a hub for what is the most creative, the most innovative, the newest, best and coolest. The client wants the logo to be memorable, ownable and stand out in the cluttered online domain. Inspired by The Cool Hunter's love of rounded type and neon lights, a logo mark designed to reflect the dynamic nature of "cool hunting".

Design: War Design (Australia)





 **THƯ VIỆN
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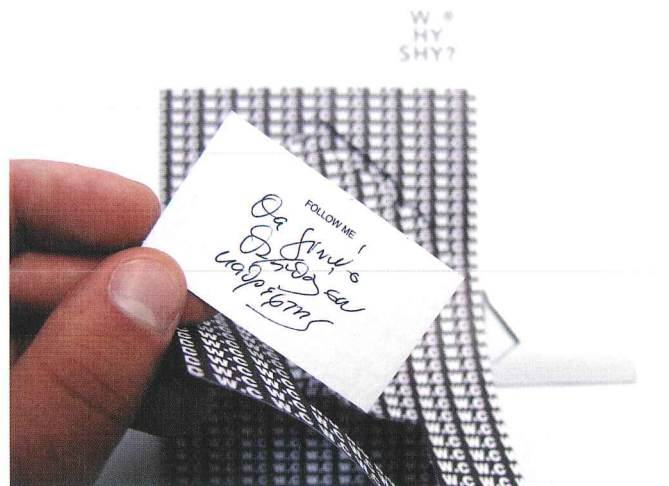
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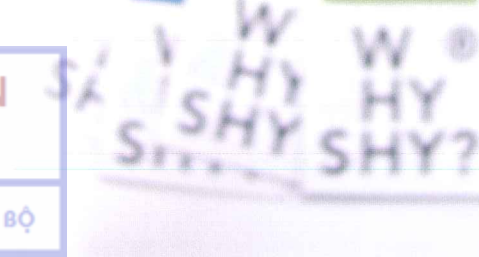
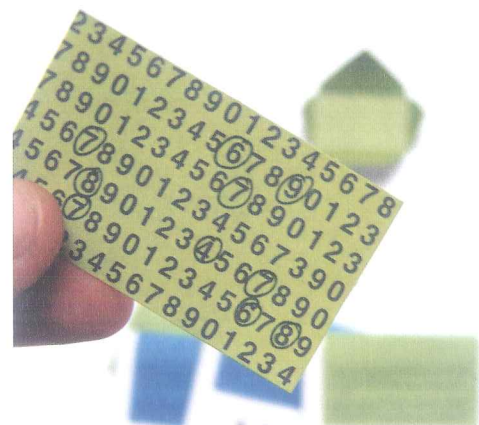
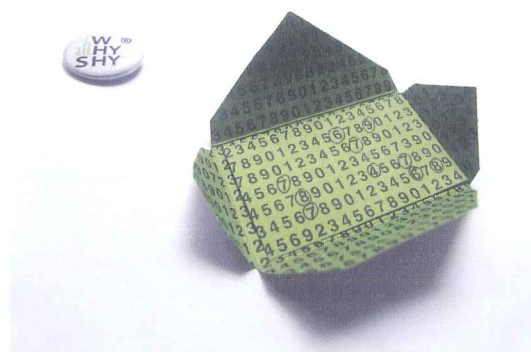
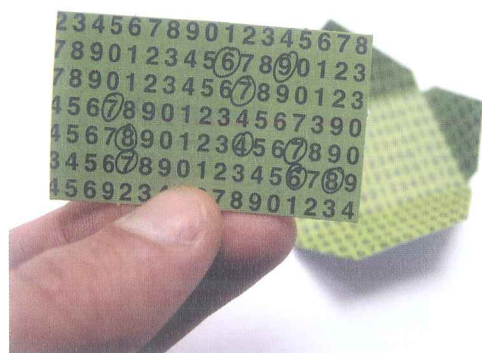
Why shy?

Client: Hartovasilion

Description: The urban communication movement. Why shy? is an underground, subtle, tender movement. Employing paper to be the vehicle and tool, all pages are transformed into tiny envelopes in which little papers get enclosed carrying messages that best suits you. Five tiny envelopes along with five respective messages like "LOVE ME", "DON'T LEAVE ME", "SHUT THE FUCK UP", "FOLLOW ME" and "CALL ME" are waiting to be delivered to the right or even wrong addressee. Why shy? allows you to say what you want to without shouting it out loud.

Design: G (Greece)





Halvors

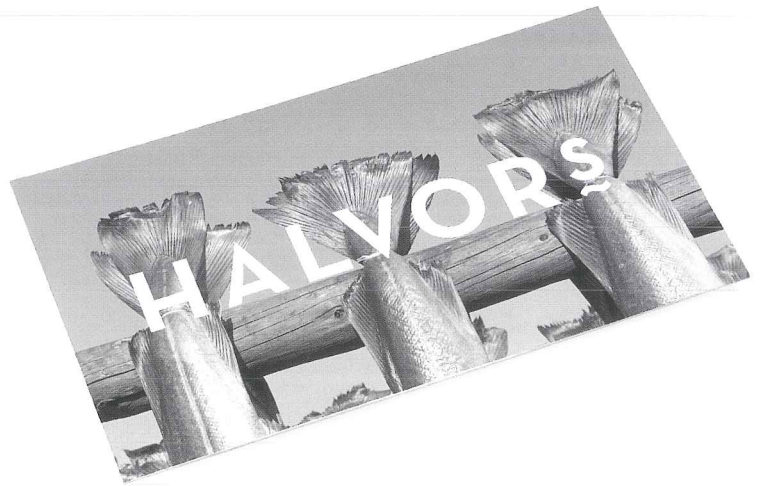
Client: Halvors

Description: As a traditional Norwegian producer of high-quality stockfish, Halvors is dedicated to providing honesty and focus by giving customers the absolute best of fish. The product box is used in high-end grocery stores and smaller niche-stores.

Design: Tank (Norway)

HALVORS

Tørrfiskfilet, Klippfisk, Lutefisk og Boknafisk

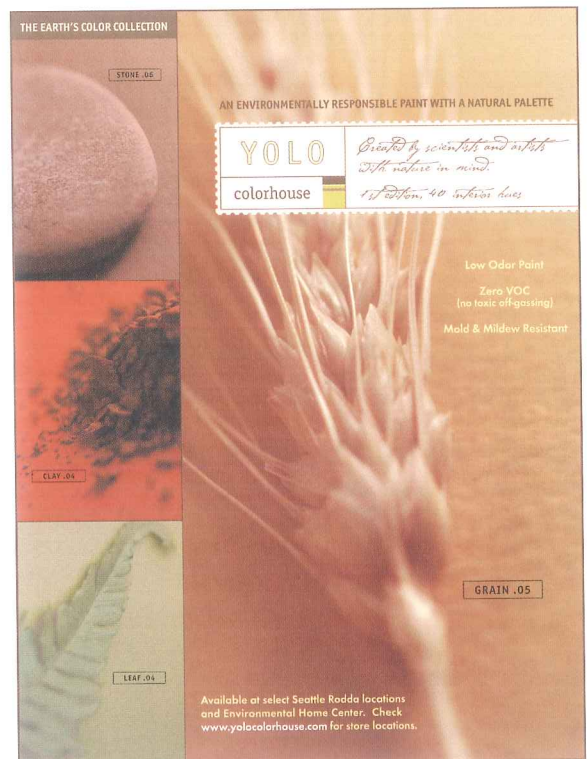
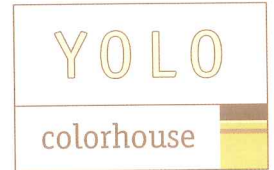


Yolo Colorhouse

Client: YOLO Colorhouse

Description: Yolo Colorhouse required an identity reflects the simple unity of art, nature, and science that are intrinsic to its line of paints.

Design: YaM Brand (America)






**THƯ VIỆN
HUBT**
 TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

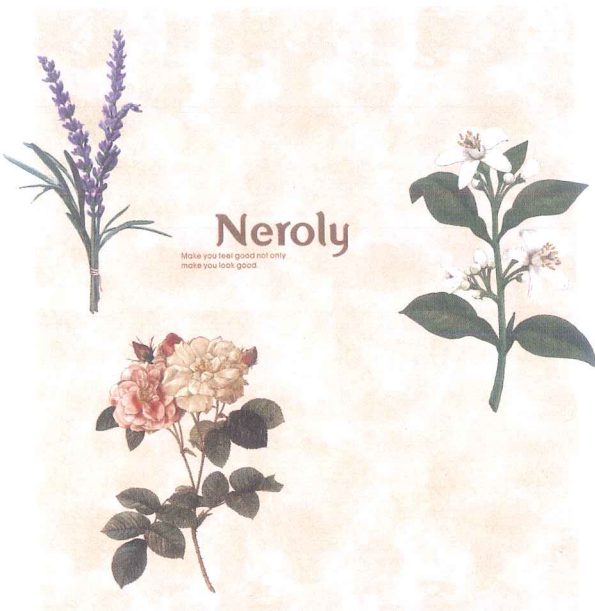
Neroly

Client: Neroly

Description: The original spelling of "Neroli" is too ordinary to draw Chinese consumers' attention. In order to cater for the recognition and aesthetic habit of Chinese people to English letters, new branding designs are done specially for Chinese market, ranging from logo, icon to corporate identity and packaging.

Design: Fresh AD (China)

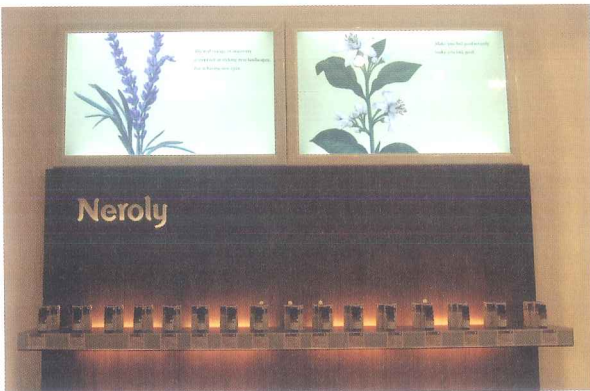
Neroly 萊薏





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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



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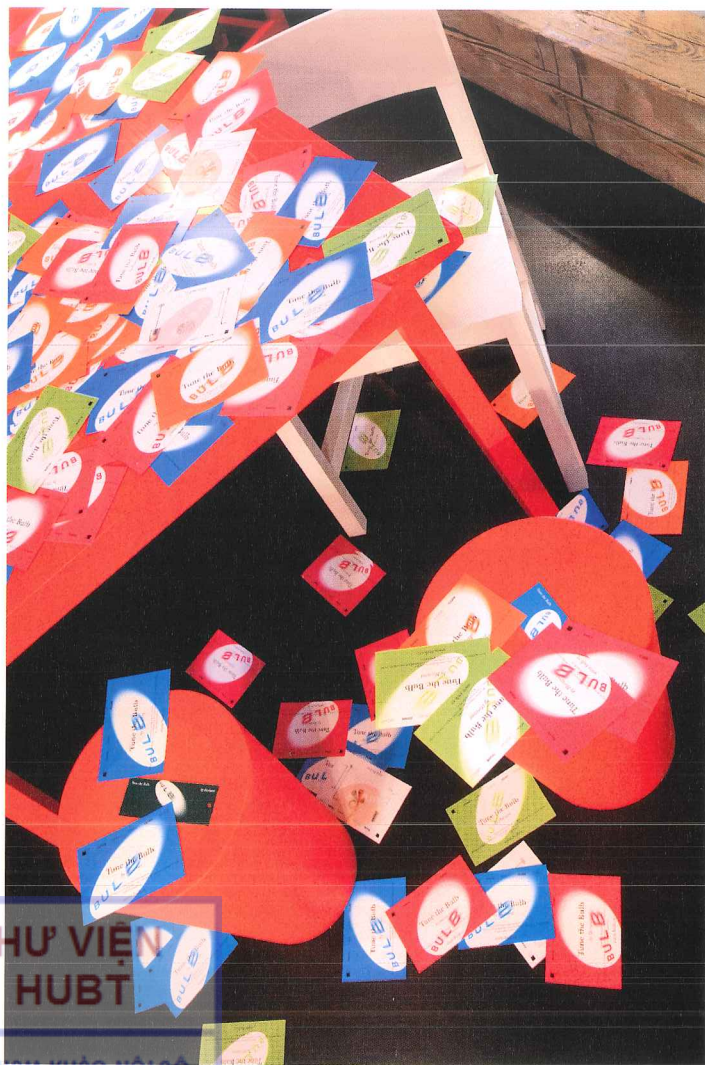
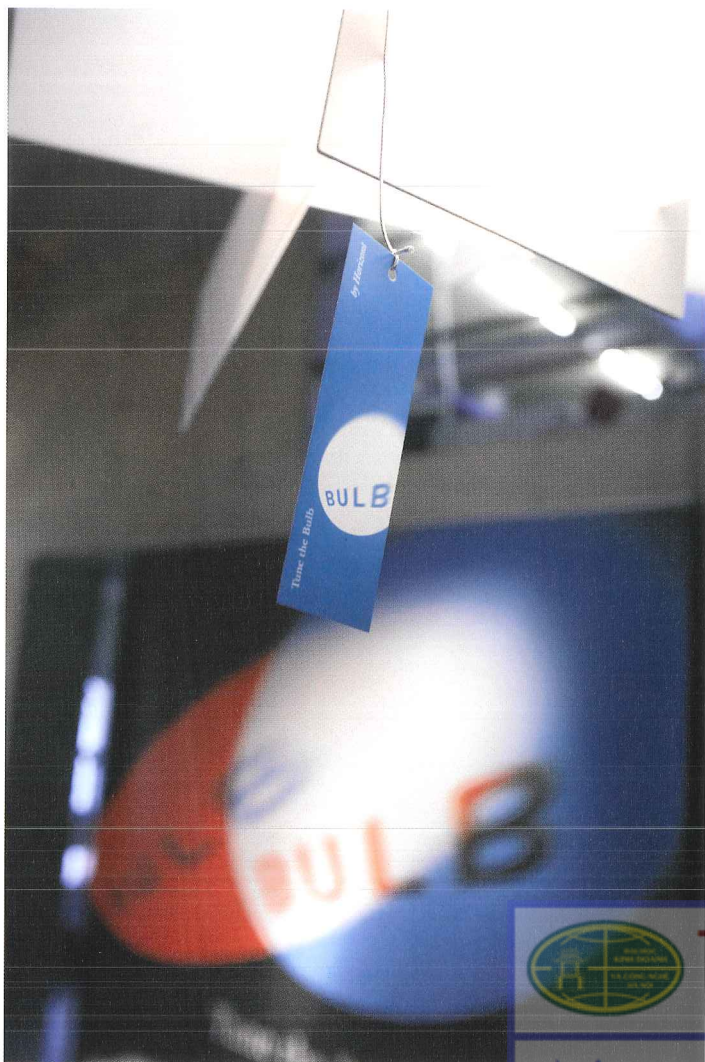
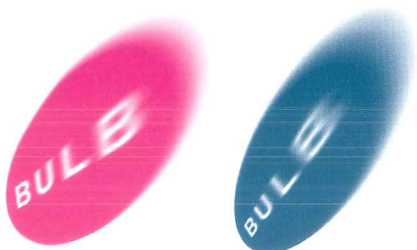
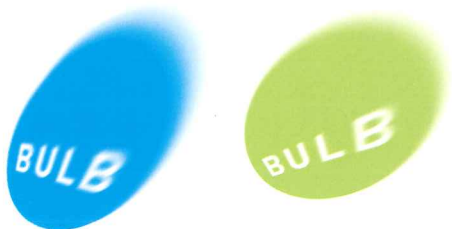
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Bulb

Client: Bulb

Description: Bulb is a new company that sells design lights and provides solutions to interiors lights. The brand went out from the principle of luminary spot which is in motion and changing its color and shape. The identity has several colors and shape varieties that are unusual in corporate identity, but here this diversity goes.

Design: Studio Najbrt (Czech)



THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Czech Telecom

Client: Czech Telecom

Description: This is the only unimplemented order. The visual style was to provide Telecom with a starting point to compete with new telecommunications companies and change people's perception of this company that had previously failed to provide telephone lines to all applicants. The design philosophy was to promote a new friendly communication with clients and improve the living environment, particularly in cities.

Design: Studio Najbrt (Czech)



THƯ VIỆN
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THƯ LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

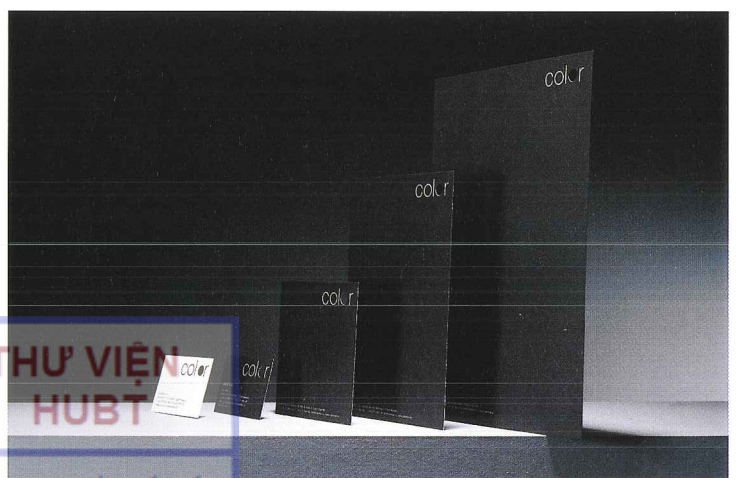
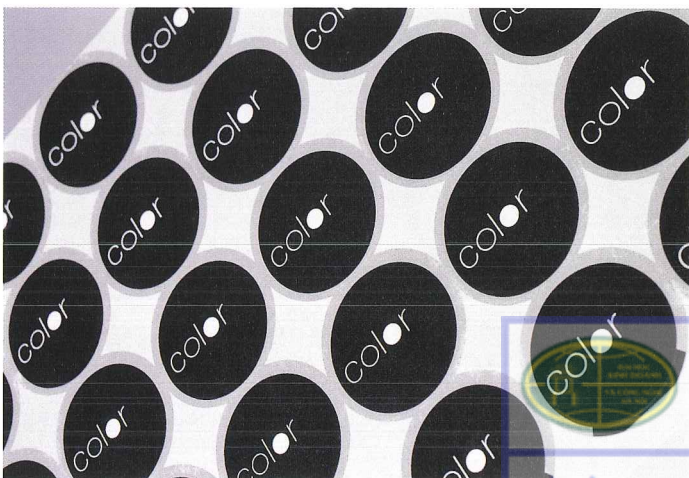
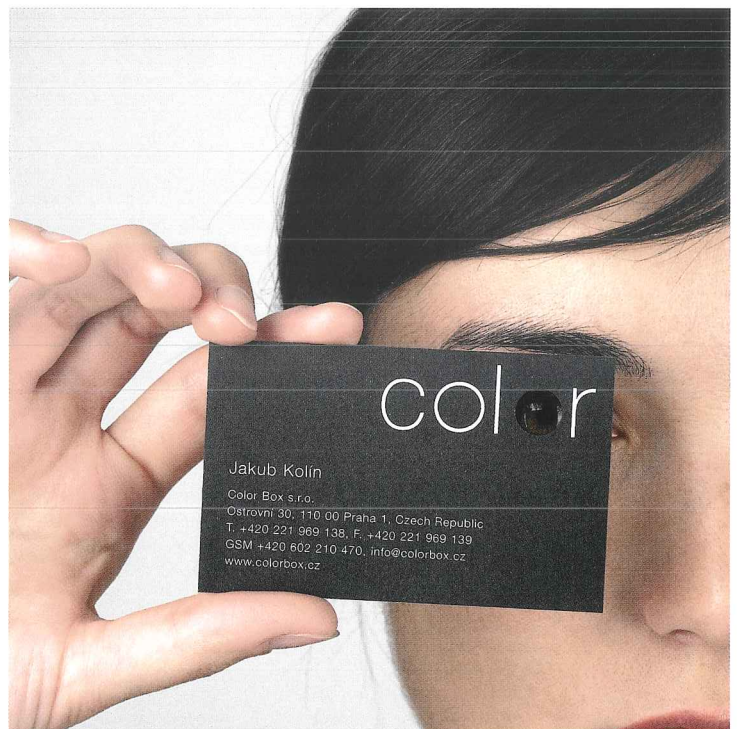
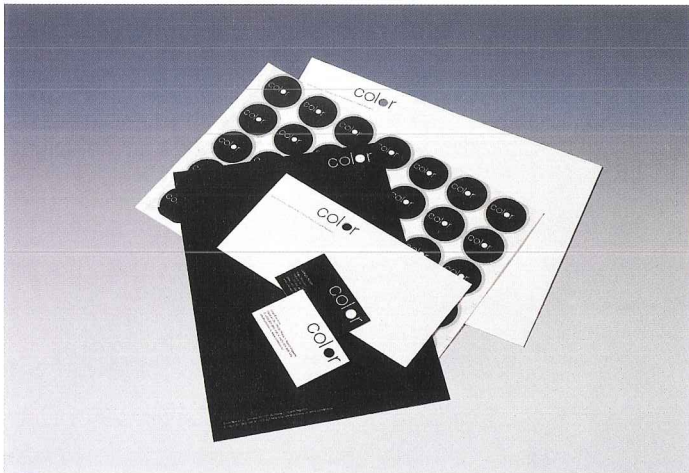
Color

Client: Color

Description: Color is a photo production company that represents photographers for various commercial purposes. The logo is based on the contrast between the company's name and a black-and-white design with a circular hole - a lens - instead of one of the "o's".

Design: Studio Najbrt (Czech)

color

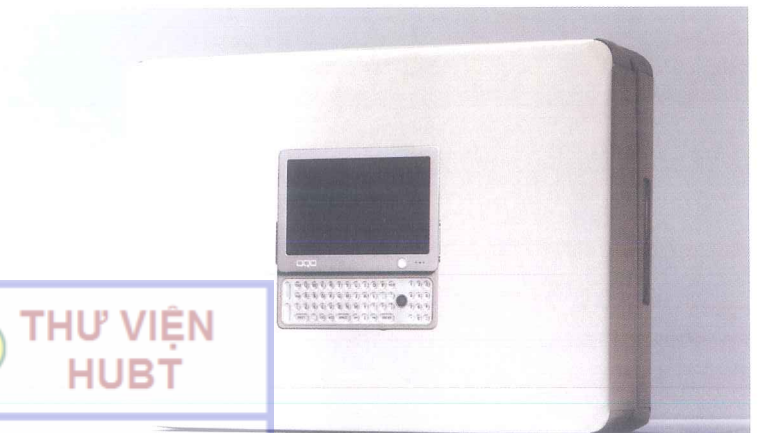
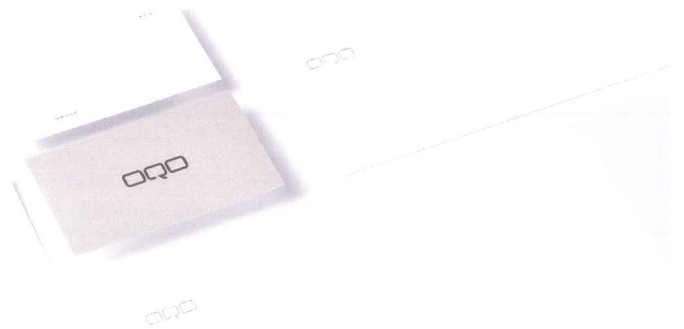




Client: OOO

Description: To coincide with OOO's unveiling of its first product. Character designed the website, product packaging and brochure after designed the corporate logo and identity system.

Design: Character (America)



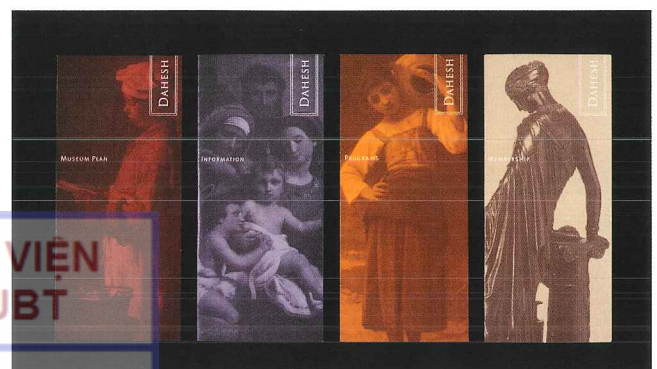
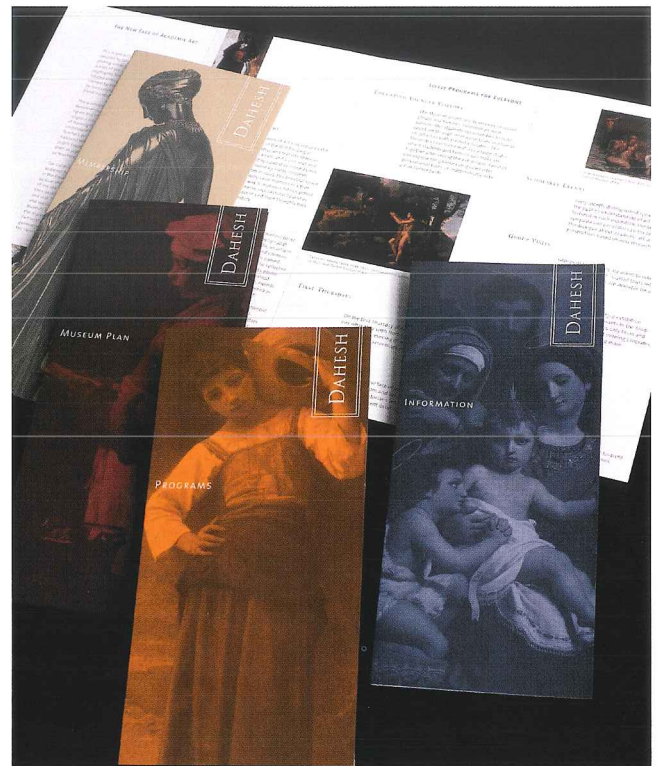
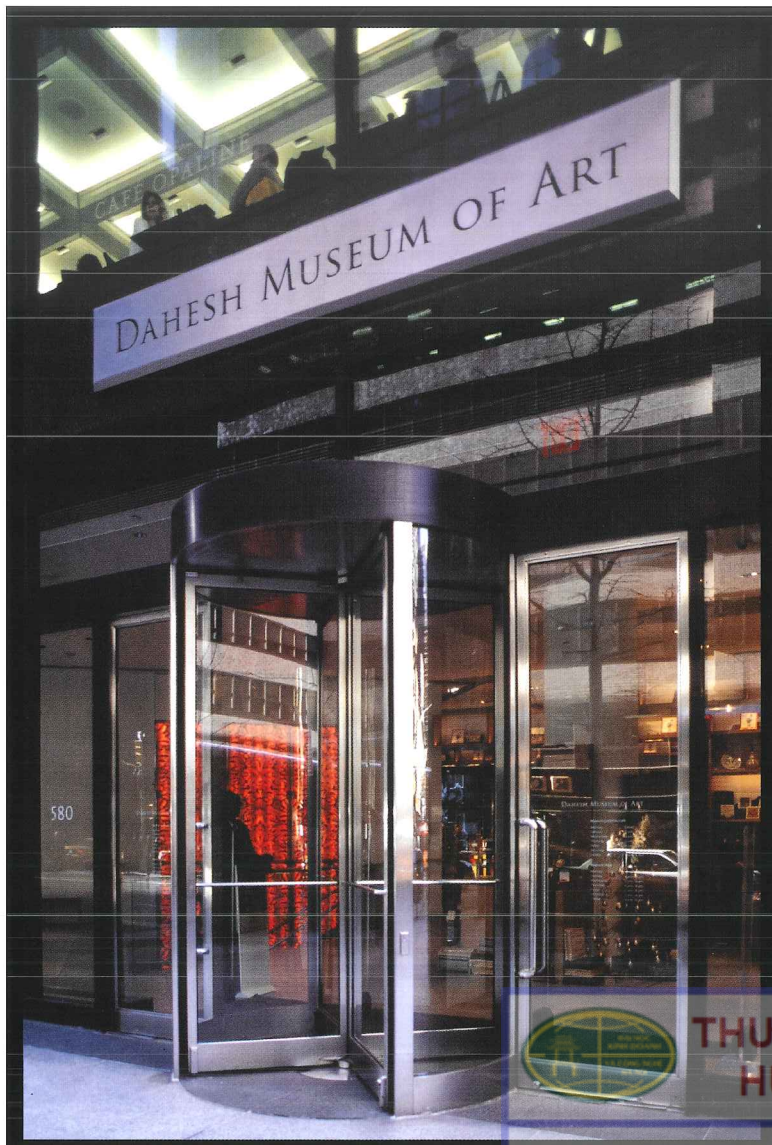
Dahesh Museum of Art

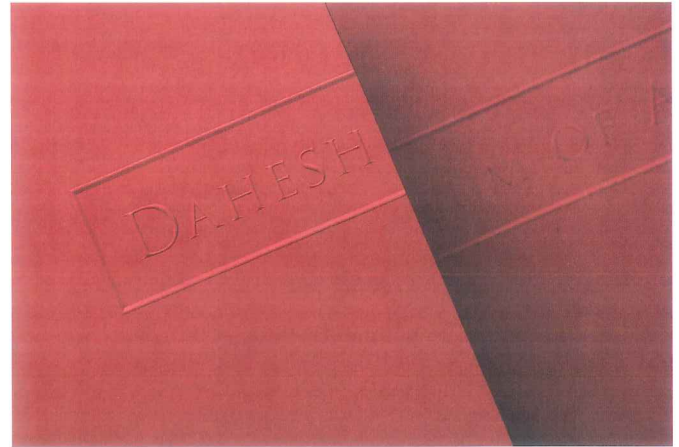
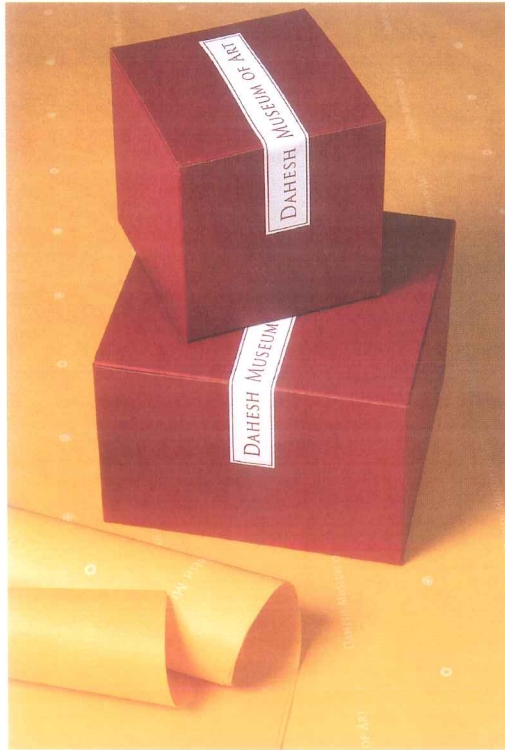
Client: Dahesh Museum of Art, New York

Description: The critical concern for the redesign of the Dahesh Museum of Art's identity was that it simultaneously reflects the Museum's unique history and tradition, as well as its new role as a major cultural destination in New York City. This duality is ultimately expressed by the contemporary interpretation of a typeface derived from early Roman letterforms. The versatility of the resulting logotype allowed for its application to everything from shopping bags to business cards.

Design: Poulin + Morris Inc. (America)

DAHESH MUSEUM OF ART

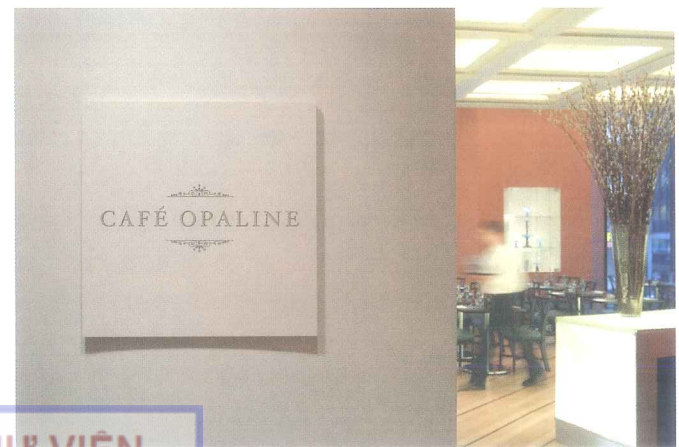





**CHARLES BARGUE:
THE ART OF DRAWING**

November 25, 2003 - February 8, 2004
 Gallery Level

DAHESH MUSEUM OF ART





**THƯ VIỆN
HUBT**

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

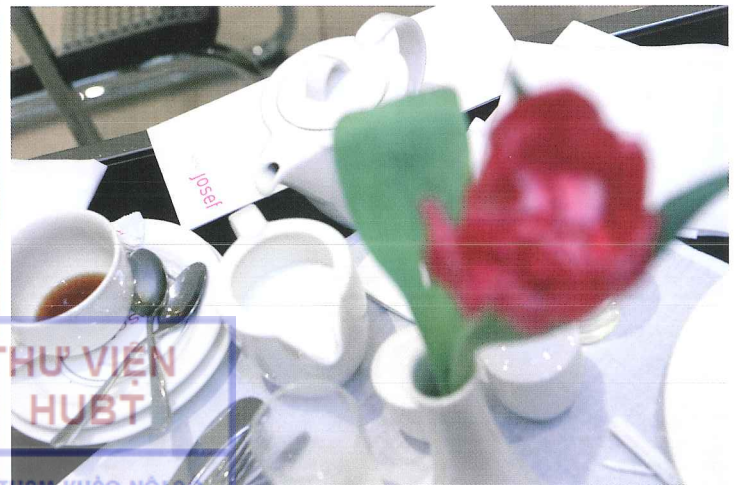
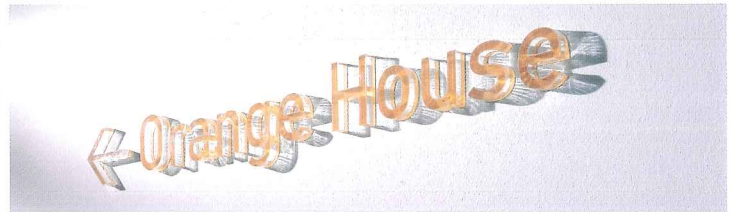
Hotel Josef

Client: Hotel Josef

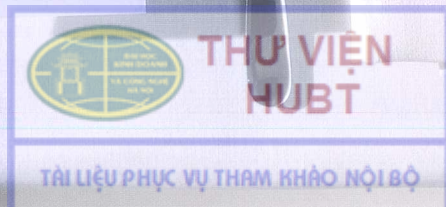
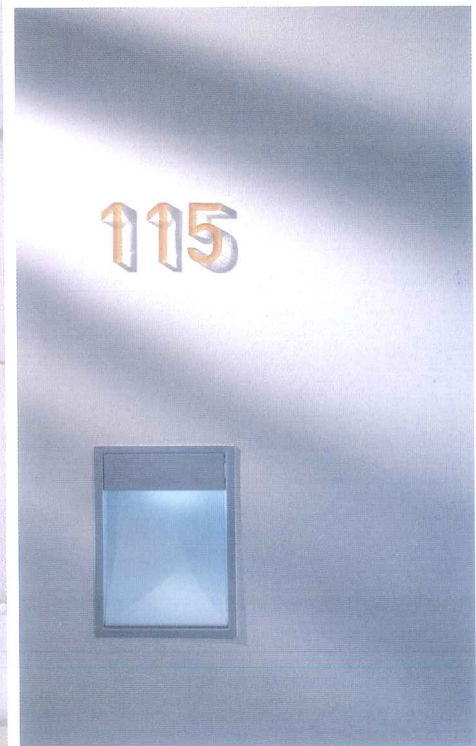
Description: Unified visual style and orientation signs for the first design hotel in Central Europe by architect Eva Jiricná. The style is based on simple typography using pink, orange, and silver. The sign system uses transparent perspex plates that reflect the colours of the Orange House and the Pink House.

Design: Studio Najbrt (Czech)

HOTEL josef



THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Hotel Yasmin

Client: Hotel Yasmin

Description: The graphic concept for the Hotel Yasmin resulted from the modern transformation of calligraphy aspect of the essential symbol of the hotel's logo. The corporate identity works with free textured grids, which are expressively incorporated in the interior with regard to used materials. The graphic concept guided the hotel structures from the beginning to the complex solution was taken in close cooperation with the studio MImolimit.

Design: Studio Najbrt (Czech)



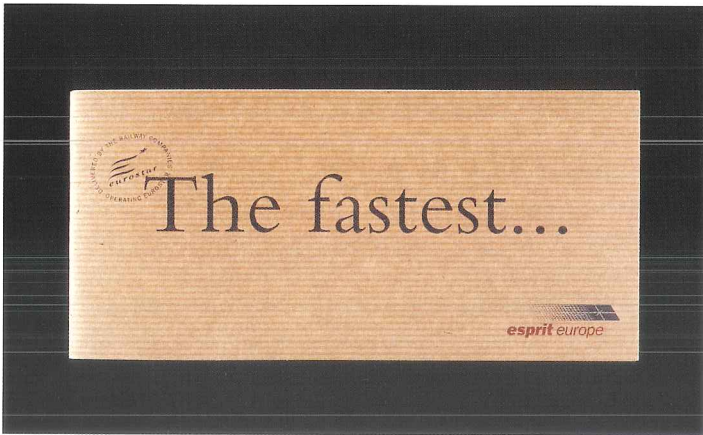


**THƯ VIỆN
HUET**
TÀI LIỆU DỊCH VỤ THAM KHẢO NỘI BỘ

Client: Esprit

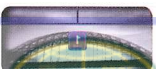
Description: Name generation and branding for the Eurostar's express delivery service which exploits their fast connection between the UK and continental Europe. The logo echoes the shape and speed of the Eurostar trains and the promotional materials reinforce the idea of speed. The plain brown backgrounds refer to brown wrapping paper. In its first year of business Esprit Europe won a Design Effectiveness Award for delivering outstanding results.

Design: HGV Design (United Kingdom)



Founded on the success of the world's first Express Train & Express Van, Esprit Europe is a leading provider of express delivery services. The service is available in the UK, Europe and worldwide. For more information, visit our website at www.esprit-europe.com.

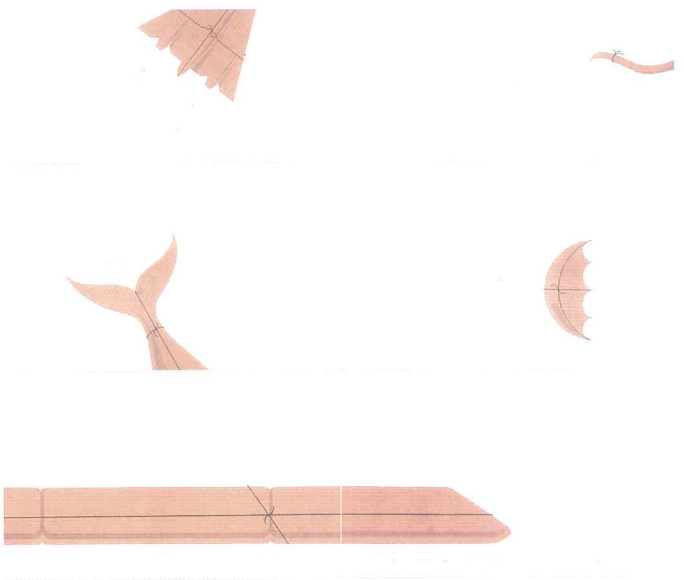
The service is available in the UK, Europe and worldwide. For more information, visit our website at www.esprit-europe.com.



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

The fastest...
 esprit europe



the **fastest** service competition
 sponsored by Esprit Europe the fastest parcel service - delivered by Eurostar
 in the gallery, open to all, prizes for the fastest serves

esprit europe

THƯ VIỆN HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Pet

Client: Pet

Description: Identity for a new, luxury pet gift store in London. The owner is a veterinary surgeon who adores animals and loves to indulge his own pets. Aimed at his wealthy and celebrity customers, keen to smooch their pooch, the identity expresses a passion for pets and glamorizes their accessories. The dog tag identity and fur applied on signage, stationery and livery conveys a sense of familiarity and fondness for pets, confirming that Pet is a fun place to treat human's favourite friend.

Design: HGV Brand Design (United Kingdom)



M-13

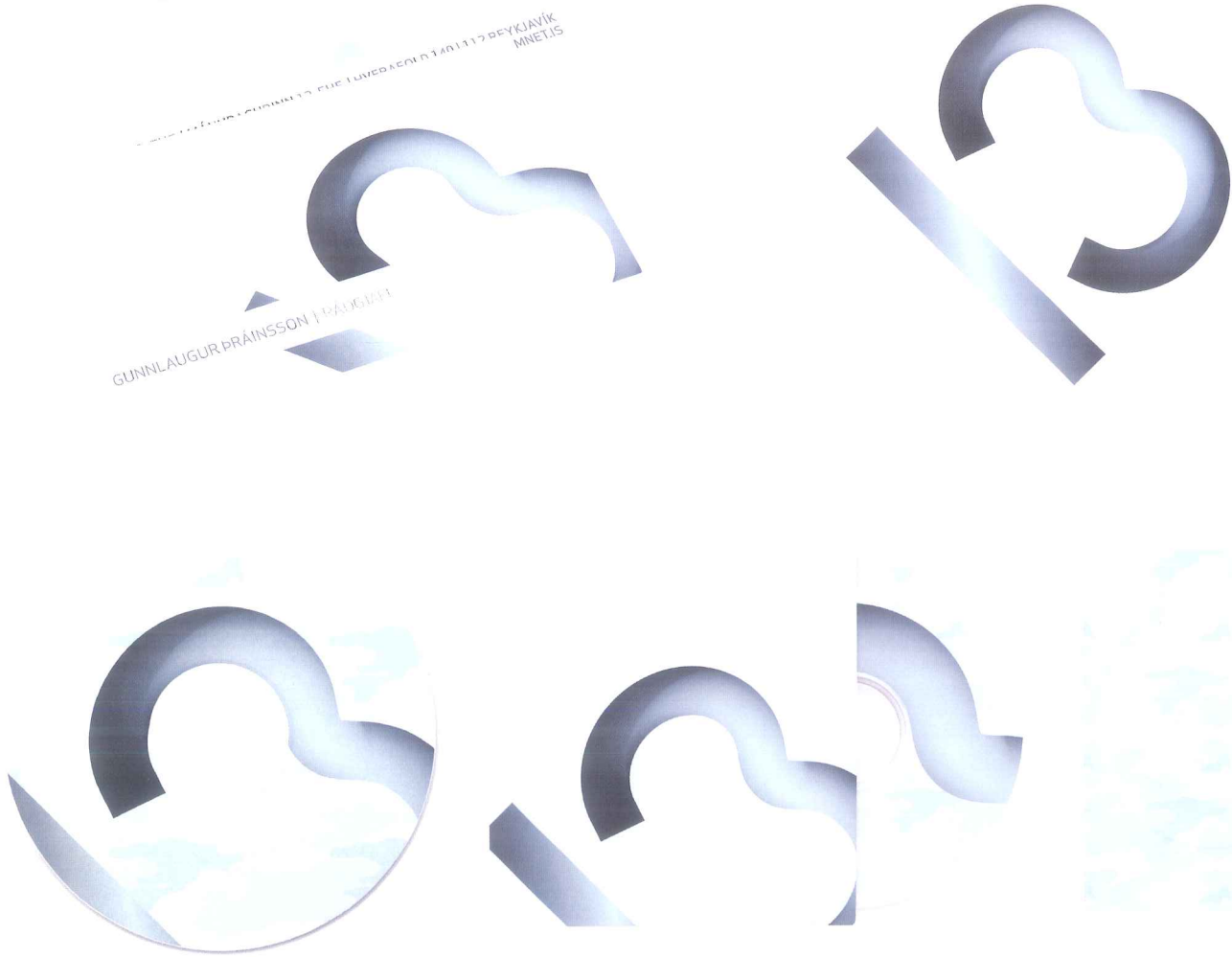
Client: M-13

Description: M-13 stands for "Monday the 13th".

Design: Siggeir M. Hafsteinnsson (Iceland)

UNIVERSITY OF REYKJAVÍK
MNET.13

GUNNLAUGUR PRÁNSSON | HAUGAFLI



**THƯ VIỆN
HUBT**

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Biomondego

Client: Biomondego

Description: Corporate Identity for the Nutrition Center "Biomondego". Mondego is a river's name of the 3rd biggest Portuguese city - Coimbra where the company is settled. The brand development premises are: Nature / Healthy / Peaceful Identity. The leaf merged into the B glyph drawn with very organic shape giving the mood the client wants. The colors reinforce the nature extension which applied to beautiful, healthy photos to complete the identity. The main identity incorporates the B into the name and the outdoor applications reinforce the B brand as the nature meets peoples' favorite nutrition spot.

Design: Bürocratik (Portugal)

Biomondego
CENTRO DIETÉTICO



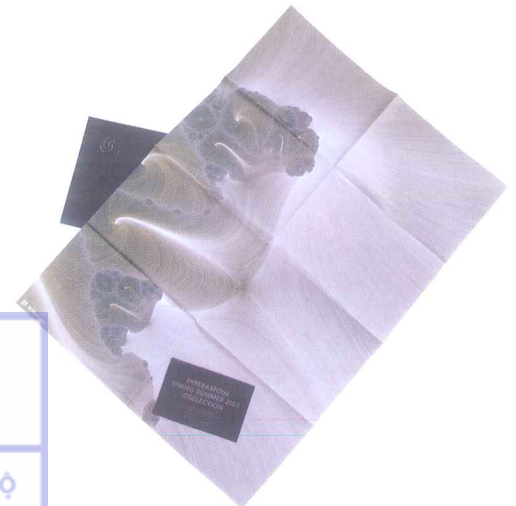
Three as Four

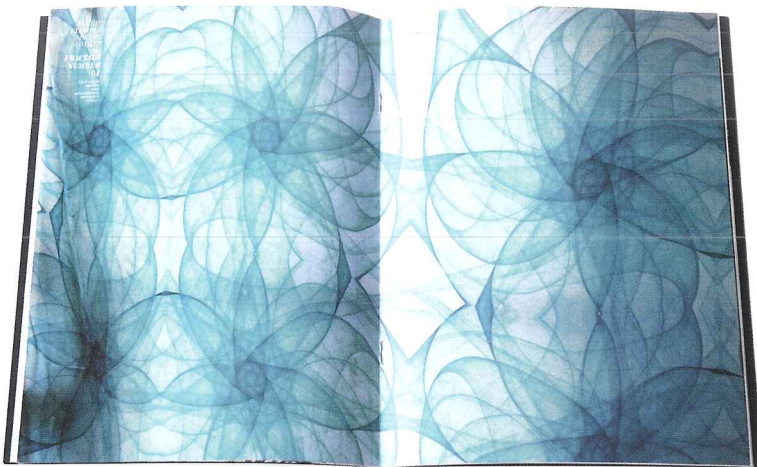
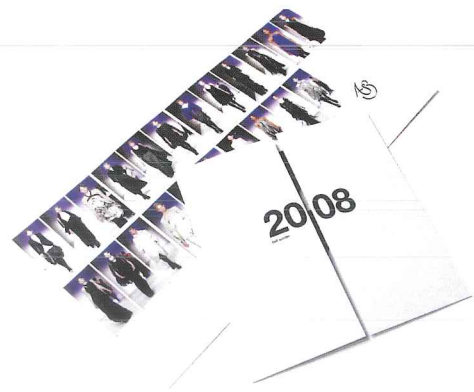
Client: Three as Four

Description: The project includes business cards, various show invitations and look books, clothing labels, perfume packaging and advertisements for New York City fashion designers.

Design: Stiletto NYC (America)

THREEasFOUR







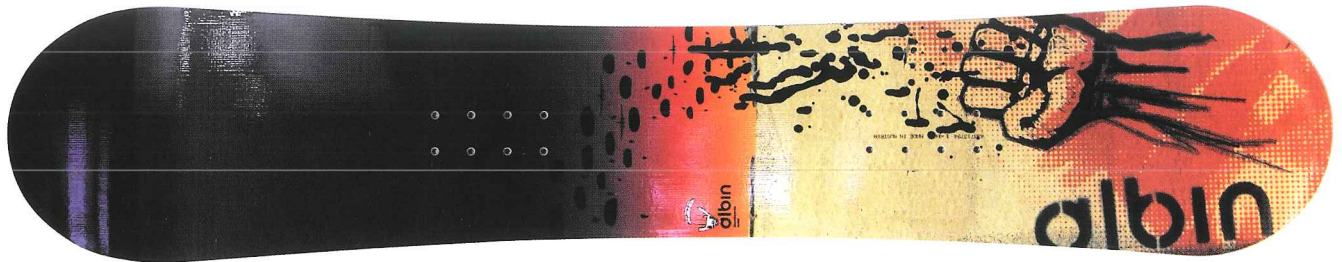
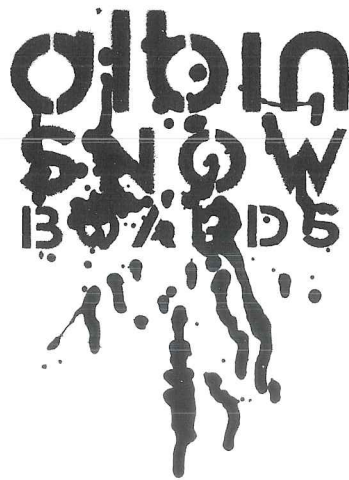

**THƯ VIỆN
HUBT**
 TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Albin

Client: Albin

Description: Corporate design for a famous Swiss snow-boarder, including logo, snowboard, image brochure and clothes.

Design: Raffinerie AG für Gestaltung (Switzerland)

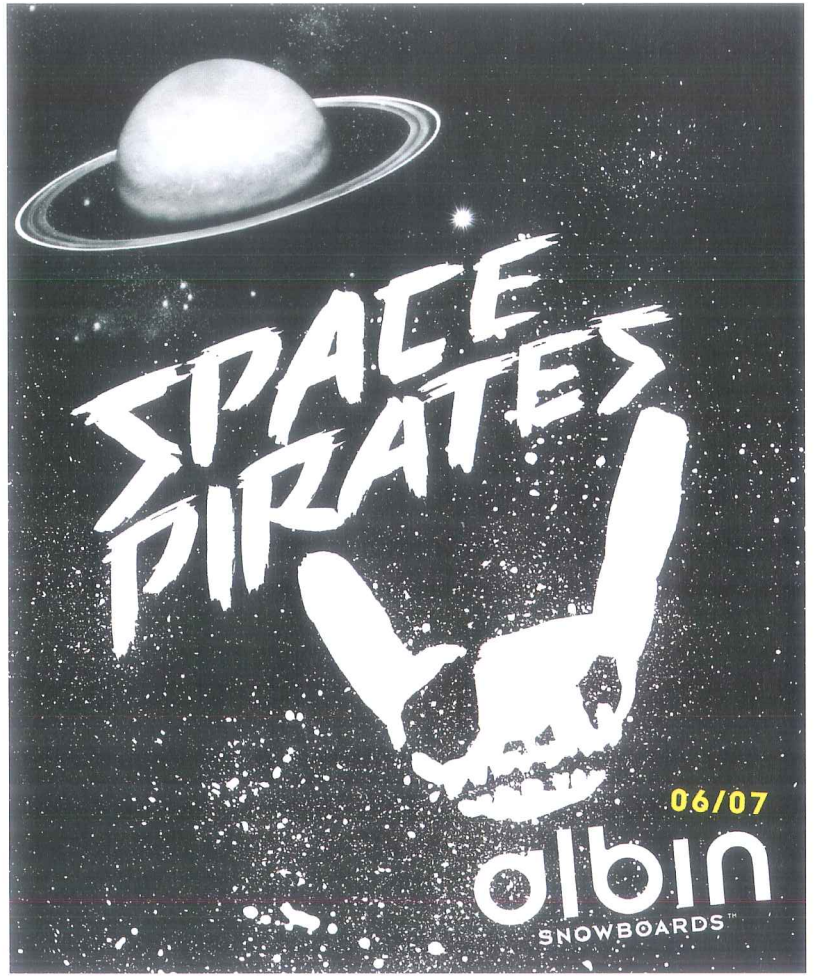



albin tcc



ALBIN
SNOWBOARDS



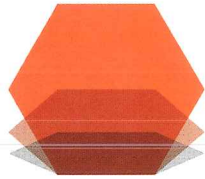


 **THƯ VIỆN HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Client: Dottikon

Description: Corporate design for a Swiss chemical firm, including logo and signage, which have been applied on vehicles and buildings, stationary, annual report and website.

Design: Raffinerie AG für Gestaltung (Switzerland)



dottikon

* Forward

Our experience with clients up to date shows that demand for performance leadership in hazardous reactions is evident and its added value useful. The strategy starts to be going along. Apart from a solid balance sheet, the company presents an increased net income and free cash flow in comparison to the previous years. This year's and future dividend policy intends to distribute excess liquidity in the amount not required for internal growth and related investments under consideration of the respective profitability.

Our gratitude is expressed to the employees for their great effort and high willingness to perform. These qualities enabled a successful start in our independence and provide a good basis for future value increase in favor of all shareholders and stakeholders.

Dottikon, May 15, 2006
For the Board of Directors


Heinz Boller
Chairman of the Board of Directors



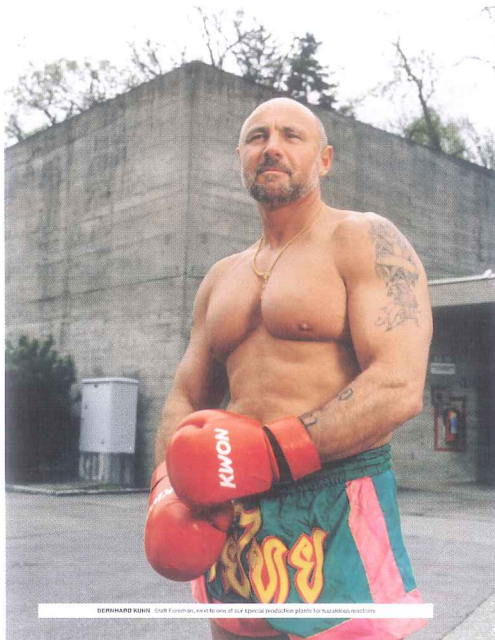
** Financial Statements DOTTIKON ES HOLDING AG

Statement of Changes in Equity DOTTIKON ES HOLDING AG

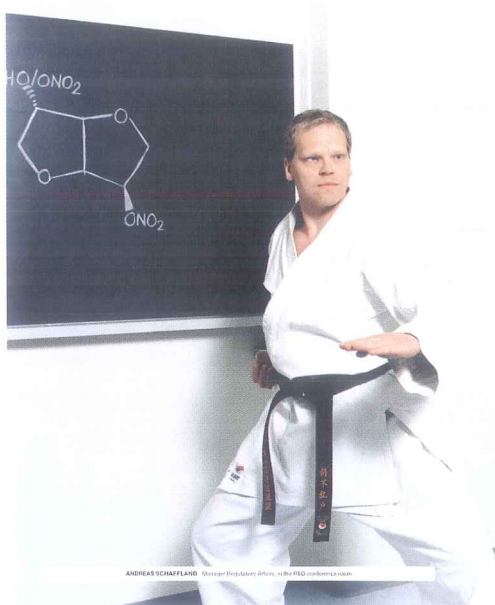
For the period: 01.01.2005 - 31.03.2006
in CHF million

	Share capital	Reserves	Retained earnings	Other reserves	Total equity
Balance 18.02.2005	100	0	0	0	100
Share capital increase	4,253				4,253
Net income			10,531		10,531
Retained earnings		3,233	-1,723		1,510
Balance 31.03.2006	6,303	0	7,327	18,051	31,681





BERNHARD KUHN: Staff Foreman, expert for one of our special production plants for hazardous reactions



ANDREAS SCHAFFLAND: Manager Hazardous Effects in the HAZO conference room



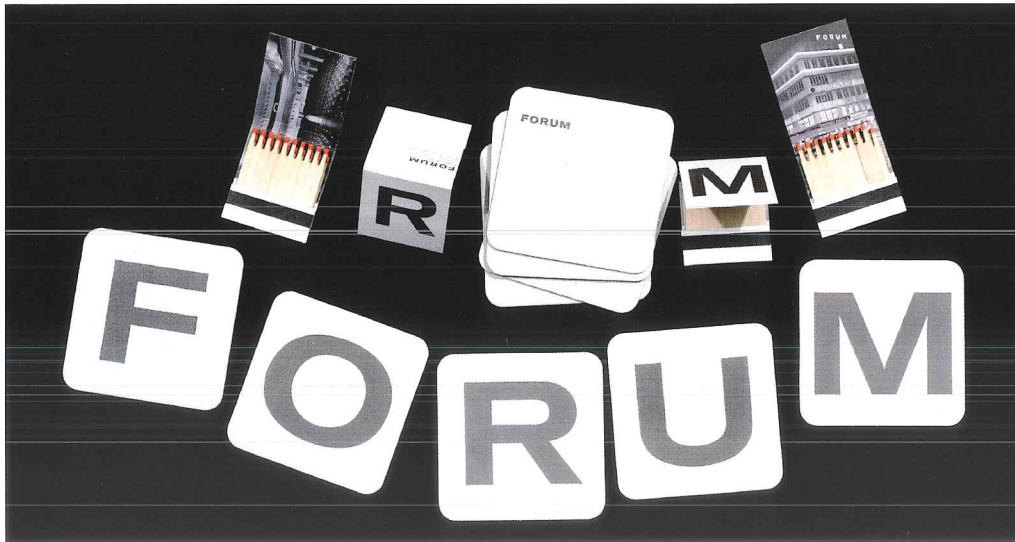
PILO HUBACEK: Director of HAZO control of HAZO Office, expert for one of our HAZO plants

Forum

Client: Forum

Description: Corporate design for a restaurant in the heart of Zurich, including stationary, matches, menu, cards and a CD with a lot of Swiss DJ acts.

Design: Raffinerie AG für Gestaltung (Switzerland)

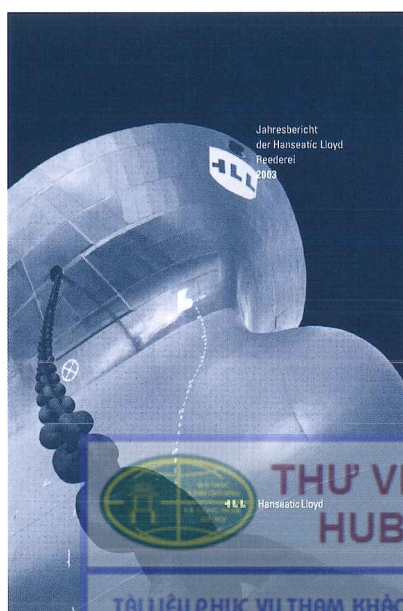
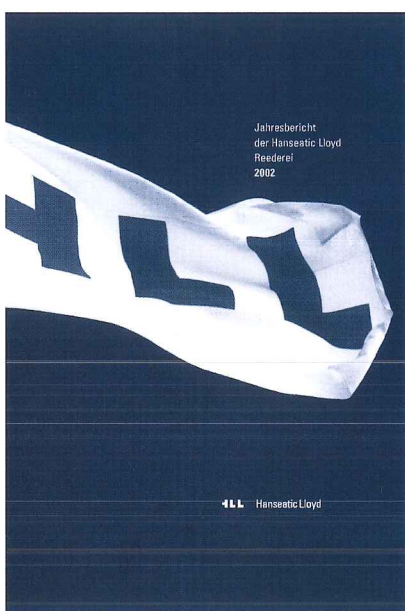
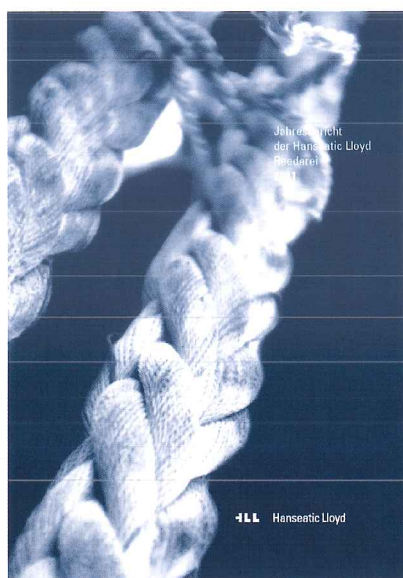
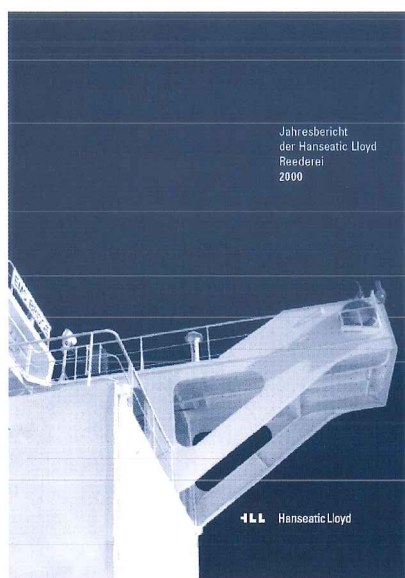
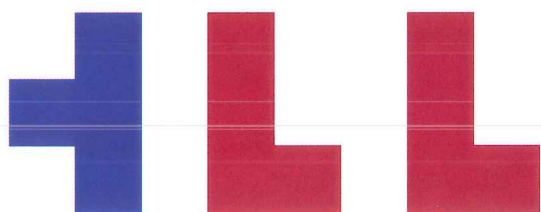


Hanseatic Lloyd

Client: Hanseatic Lloyd

Description: Branding and corporate design program for Hanseatic Lloyd, a group of companies with worldwide operations and is one of the biggest shipping companies in Bremen, Germany.

Design: causa formalis (Germany)





Jahresbericht der
Hanseatic Lloyd Reederei
zum Geschäftsjahr
2004

Hanseatic Lloyd

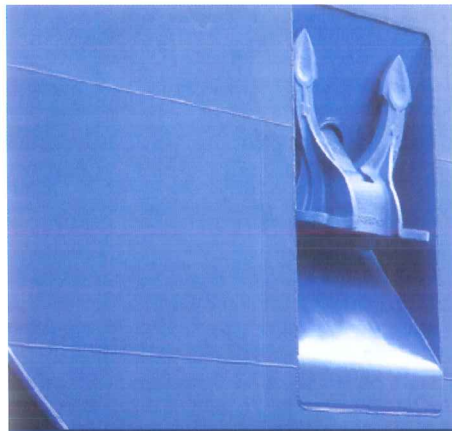


Hanseatic Lloyd



Jahresbericht der
Hanseatic Lloyd Reederei
zum Geschäftsjahr
2006

Hanseatic Lloyd



Jahresbericht der
Hanseatic Lloyd Reederei
zum Geschäftsjahr
2006

Hanseatic Lloyd



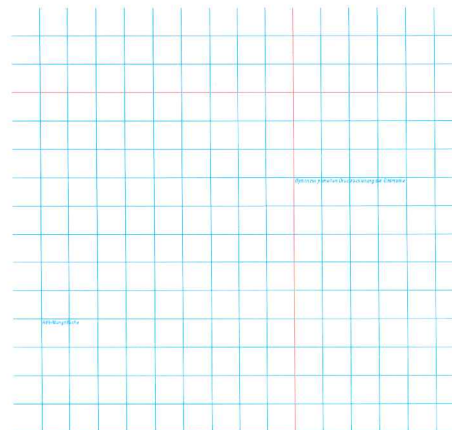
Jahresbericht der
HLL Baltic
Schiffahrtsgesellschaft
mbH & Co. KG
zum Geschäftsjahr
2006

Hanseatic Lloyd



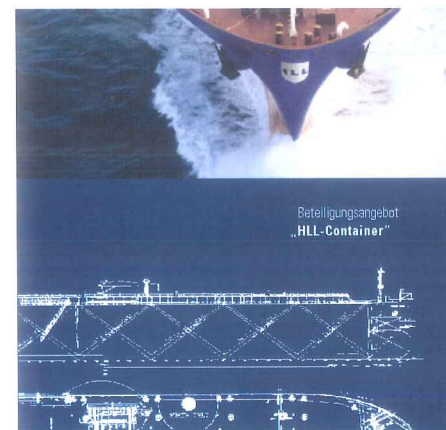
Jahresbericht der
Hanseatic Lloyd Reederei
zum Geschäftsjahr
2006

Hanseatic Lloyd



Beispiel
Geschäftsberichte der
Hanseatic Lloyd Reederei
2007

Hanseatic Lloyd



Beteiligungsangebot
„HLL-Container“



THU VIỆN
HUBT

Hanseatic Lloyd

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Jahresbericht der
Hanseatic Lloyd Reederei
zum Geschäftsjahr
2006

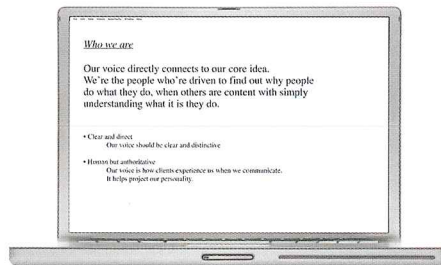
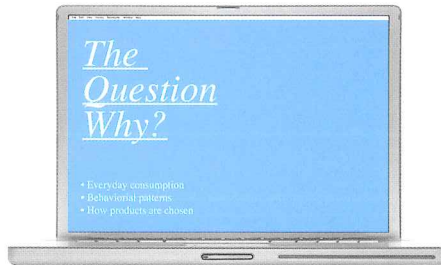
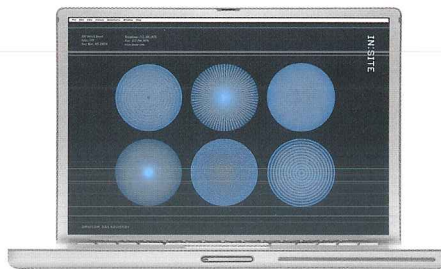
Hanseatic Lloyd

IN:SITE

Client: IN:SITE

Description: New brand identity for IN:SITE, an ethnographic research company, visualizing the company's scientific approach to the study of individual peoples and customs. Turning the logo 90° and transforming the colon into eyes or symbols of a recording device. The circular patterns are an imagined enlargement of the colon, and they serve as a metaphor for IN:SITE's process of revealing complexity and human behavioral patterns through close observation.

Design: Tiziana Haug (America)



Meoclinic

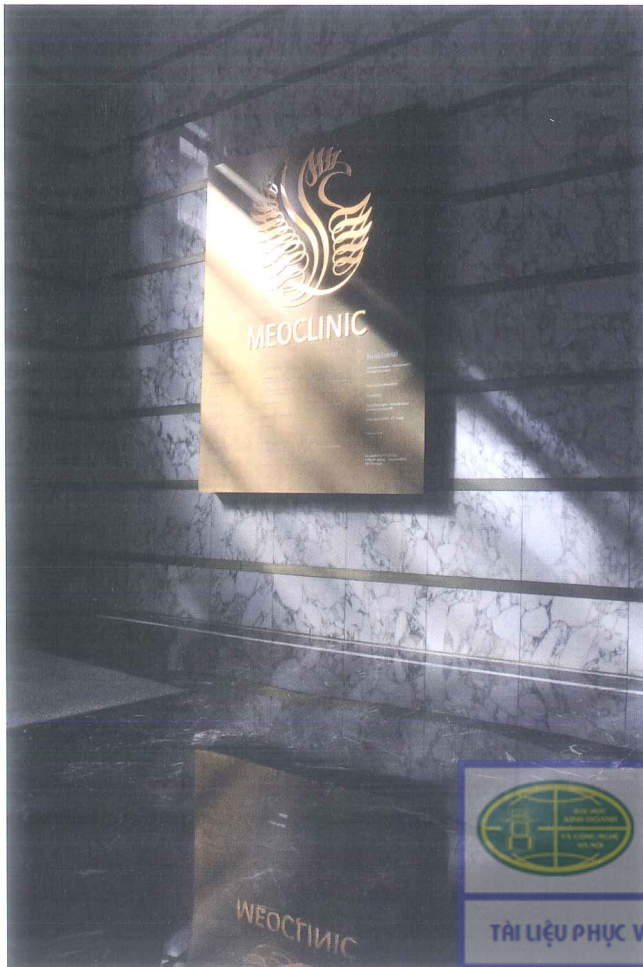
Client: Meoclinic

Description: The Meoclinic in Berlin is a private luxury hospital. It offers top class medical services both for cosmetic work and medical needs in an atmosphere of comfort and well-being, to a diverse, wealthy, international clientele. In this project a traditional style is taken to provide customers with traditional comfort.

Design: Thomas Manss & Company (United Kingdom)



MEOCLINIC



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Urban

Client: Urban

Description: Corporate design for a toy trader, including stationary and website.

Design: Raffinerie AG für Gestaltung (Switzerland)

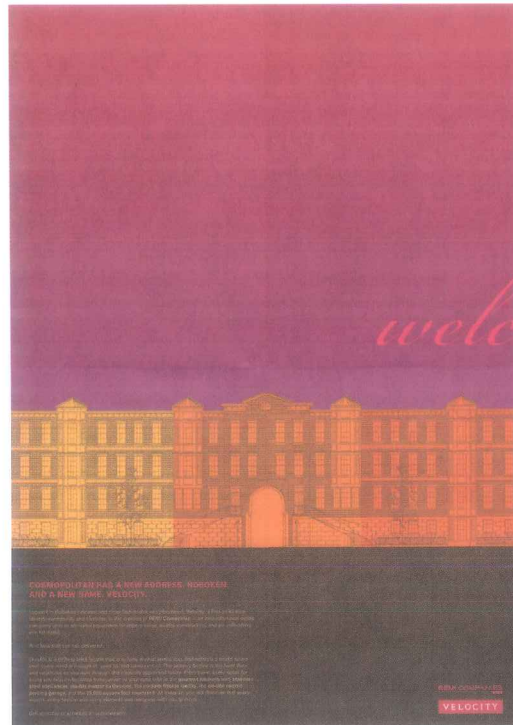


Velocity

Client: Velocity

Description: Velocity, a New Jersey condominium, was in need of an identity that visually referring to its traditional architecture and attracting buyers in their early 30s. In line with the interior design approach, old and new design elements are carefully combined. Ornaments and patterns live side by side with bright and loud colors, creating a modern feel within a historic context.

Design: Tiziana Haug (America)



VELOCITY REMI COMPANIES
REMI COMPANIES
1000 Park Plaza, Suite 401
Hoboken, New Jersey 07030

APARTMENTS
1 BEDROOM: 800 SQ. FT.
2 BEDROOM: 1,100 SQ. FT.
3 BEDROOM: 1,500 SQ. FT.
*Minimum 3-year lease

AMENITIES
GOURMET KITCHEN
HARDWOOD FLOORING
ELEGANT MARBLE BATHROOM
JULIETTE BALCONY
CONCRETE CONSTRUCTION
COMPREHENSIVE HOME SECURITY SYSTEM
ADVANCED TELEPHONY PACKAGE
HOTWATER INSTALLATION
HIGH SPEED INTERNET
24-HOUR CONCIERGE
CENTRAL AIR/HEAT
MODERN OVA FACILITY
LANDSCAPED COURTYARD
DRIVE-THRU HEATED PARKING GARAGE
CLOSE PROXIMITY TO LIGHT RAIL STATION

LOCATION
Jardines Tower between 6th and 7th Streets
Hoboken, New Jersey

CONTACT
For more information or to schedule a viewing, contact our sales team at (201) 461-4400. We'll help you find the perfect home for you.
201.461.4400 EXT. 800
www.velocityhoboken.com

Carl Van der Rohr Family Tree

ARE YOU PART OF THE FAMILY?

THƯ VIỆN HUBT

YOU? TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

The document features a large, stylized family tree diagram with many names and portraits. The text is in both English and Vietnamese. At the bottom, there is a logo for 'THƯ VIỆN HUBT' and a blue box with the text 'YOU? TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ'.

VELOCITY REMI COMPANIES
REMI COMPANIES
1000 Park Plaza, Suite 401
Hoboken, New Jersey 07030

On a cold December night in late 18th Century Amsterdam...

VELOCITY

REMI COMPANIES
VELOCITY

The document features a dark background with a large white square in the upper left. Below it, there is text in English and Vietnamese. The text is arranged in columns and includes a large white square in the upper left.

REMI COMPANIES. REAL ESTATE. REAL VISION.

At REMI, an entrepreneur sits at every desk. We're rock climbers, parents, big thinkers and detail-oriented managers. We're aspiring artists and former teachers. We're new to the business and ten-year veterans. Together, our team of passionate and dedicated people create new boundaries, and then break them. It's our way of life and our business philosophy.

Beyond structure.
Without boundaries.
The REMI lifestyle.

Remi Companies consists of:

- REMI Residential/Commercial
- REMI Construction
- REMI Capital
- NoTech title

REMI, founded by Erik Kaiser in 1998, is one of the most dynamic real estate companies working in the New Jersey, New York and Florida marketplaces. Mr. Kaiser and REMI have received international recognition for the company's high quality construction, innovative marketing, and sharp focus on the future possibilities of the industry.

REMI Capital is a fully licensed mortgage banker that currently lends in NJ, NY, CT and FL. REMI features a full array of mortgage options including fixed-rate and ARM financing. The staff of mortgage professionals will work with you to find the financing option that fits your needs.

For additional information on financing offered by REMI Capital, please call 201.798.7714 ext. 104 or visit www.remicapital.com.

For appointments and inquiries or more information on Velocity, please call us at 201.420.7142 or email: velocitysales@remicompanies.com.

www.velocityhoboken.com

VELOCITY REMI

Additional floorplans are available. Please go to www.velocityhoboken.com to view all available options.

1549 SF 3 BEDROOM:
DINING AREA
LIVING AREA
2 BEDROOMS
KITCHEN
2 BATHS
4 CLOSETS

799 SF 1 BEDROOM:
DINING AREA
LIVING AREA
BEDROOM
KITCHEN
BATH

919 SF 1 BED + DEN:
DINING AREA
LIVING AREA
BEDROOM
DEN
KITCHEN
BATH

1117 SF 2 BEDROOM:
DINING AREA
LIVING AREA
2 BEDROOMS
KITCHEN
2 BATHS
CLOSET

1242 SF 2 BEDROOM:
DINING AREA
LIVING AREA
2 BEDROOMS
KITCHEN
2 BATHS
CLOSET

UNIT PP 1549 SF 3BR

UNIT P 799 SF 1BR

UNIT G 919 SF 1BR + DEN

UNIT A 1117 SF 2BR

UNIT A 1242 SF 2BR

URGENT TELEGRAM.

This message has been received subject to the post and telegraph act. All communications to be addressed or written to the deputy postmaster general.

OUR SEARCH IS COMPLETE AND
YOU ARE RELATED!

PLEASE JOIN US
FOR THE GROUNDBREAKING
CELEBRATION AT VELOCITY.

REMARKS

What? 01.20.09, 7-10pm

Where? JACKSON STREET BETWEEN 6TH AND 7TH STREETS

What? BRING THE KEY!

REMI
VELOCITY

DISCOVER WHERE HOBOKEN IS GOING NEXT AND UNCOVER A NEW WAY TO LIVE. REMI COMPANIES INVITE YOU TO ONE NIGHT, AND ONE NIGHT ONLY, OF VELOCITY.

JANUARY 20, 2009
7 - 10 PM
JACKSON STREET BETWEEN 6TH AND 7TH STREETS
SPECIAL PERFORMANCE BY THE HOBOKEN JAZZ ENSEMBLE
This program is sponsored by the City of Hoboken. Please RSVP at 212.219.3500 or visit www.velocityhoboken.com.

COME UP →

VELOCITY

move

THƯ VIỆN HUBT

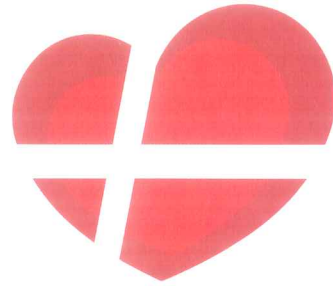
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

VisitDenmark

Client: VisitDenmark

Description: Corporate identity for Danish National Tourism Organization.

Design: Scandinavian DesignLab (Denmark)



Denmark



THƯ VIỆN
HUBT

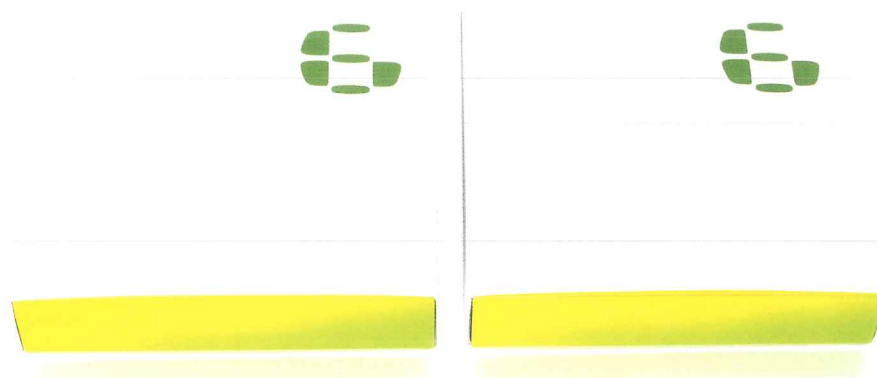
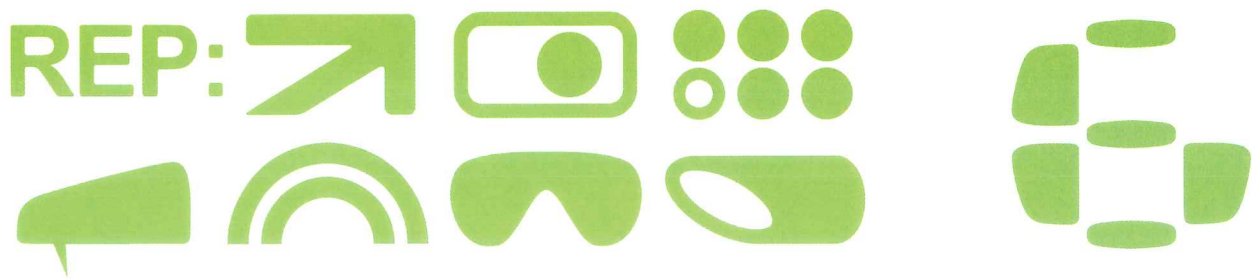
TÀI LIỆU HỌC TẬP TRONG KHU VỰC NỘI BỘ

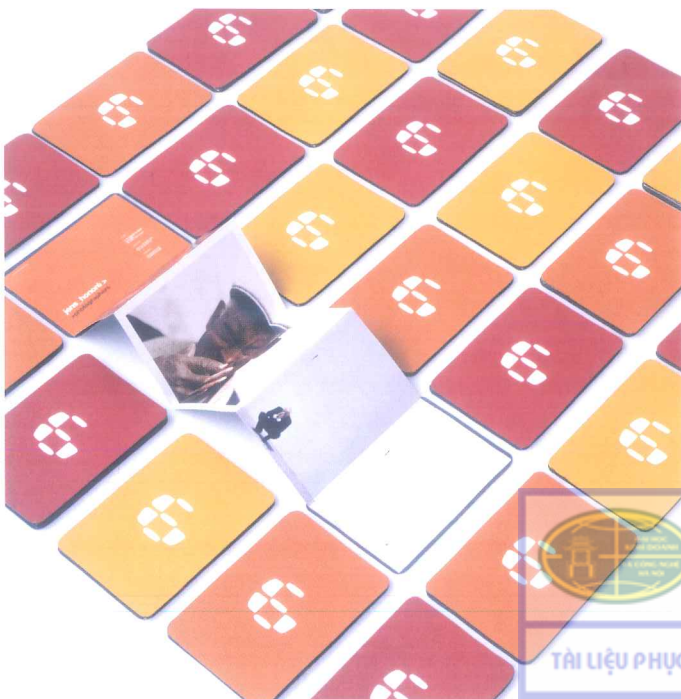
6 Agency

Client: 6 Agency

Description: Visual identity for Danish 6 Agency, which represents some of Denmark's best fashion and lifestyles photographers, stylists and makeup artists.

Design: Scandinavian DesignLab (Denmark)





**THƯ VIỆN
HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Client: aap Bio Implants Group

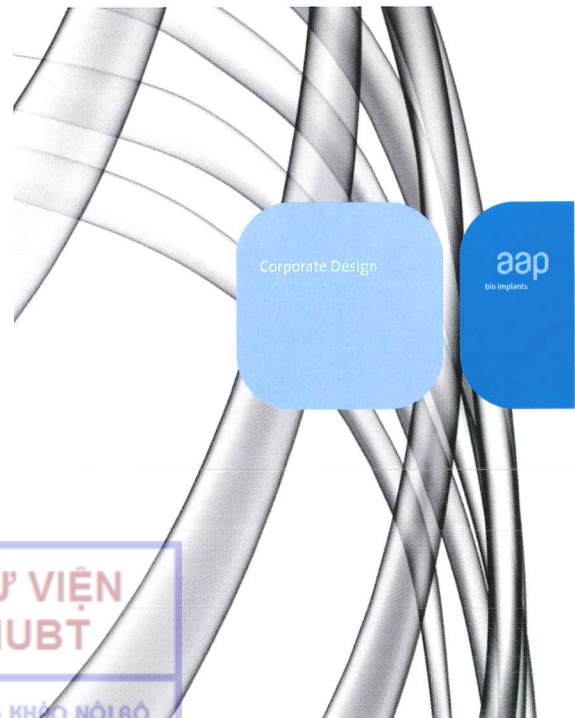
Description: New brand design for a German/Dutch medical technology company - aap bio implants develops and produces innovative bone cements as well as biomaterials for traumatology and orthopedics. The project includes packaging, literature and exhibition design etc. The form of the logo reflects what is essential for biological implants: to nestle naturally to the bone and to undergo a reaction. At the same time the likeable logo is visualizing the high-tech competence of the company.

Design: Hesse Design (Germany)

aap

Thesis Sans for headlines and short copy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Thesis Serif for products and long copy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz



Jason®
Collagen fleece per impianto
(Chirurgia - Soft 2)

Jason® 12 X 

Collagen fleece
pH neutral / Absorbable, porcine local
hemostatic for surgery

Kollagenvlies
pH-neutral, resorbierbar, porcines lokales
Hämostase

2 x 2 cm
Fetri di collagene
pH neutro / Emostatizzante porcino,
assorbibile, per l'uso in chirurgia

Compressa de colágeno
pH neutro / emostatizante local porcino
absorbible, para cirugía



Jason®
Collagen fleece per impianto
(Chirurgia - Soft 2)

aap
biomaterials



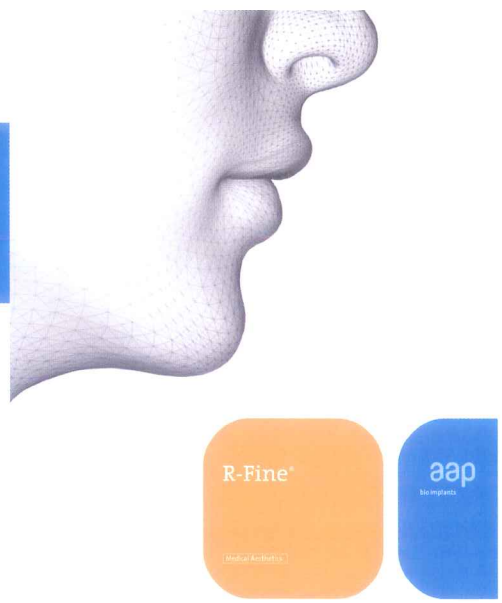
BonOs® Inject
(Microsclerone)

aap
biomaterials



R-Fine®
(Medical Anesthetic)

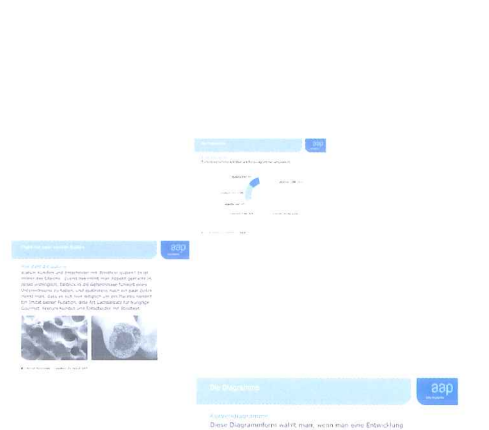
aap
biomaterials



Re Disipatore

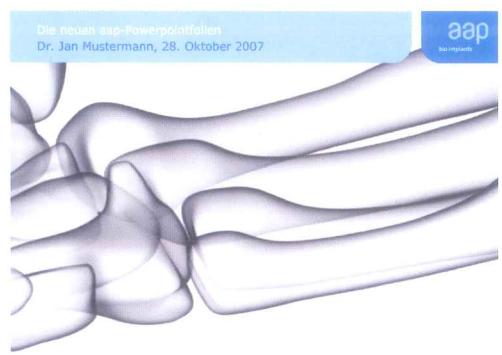
aap
biomaterials

Questo Disipatore funge da max...
...con una emulsione di
...diagnostica.



Die neuen aap-Powerspinnfasern
Dr. Jan Mustermann, 28. Oktober 2007

aap
biomaterials



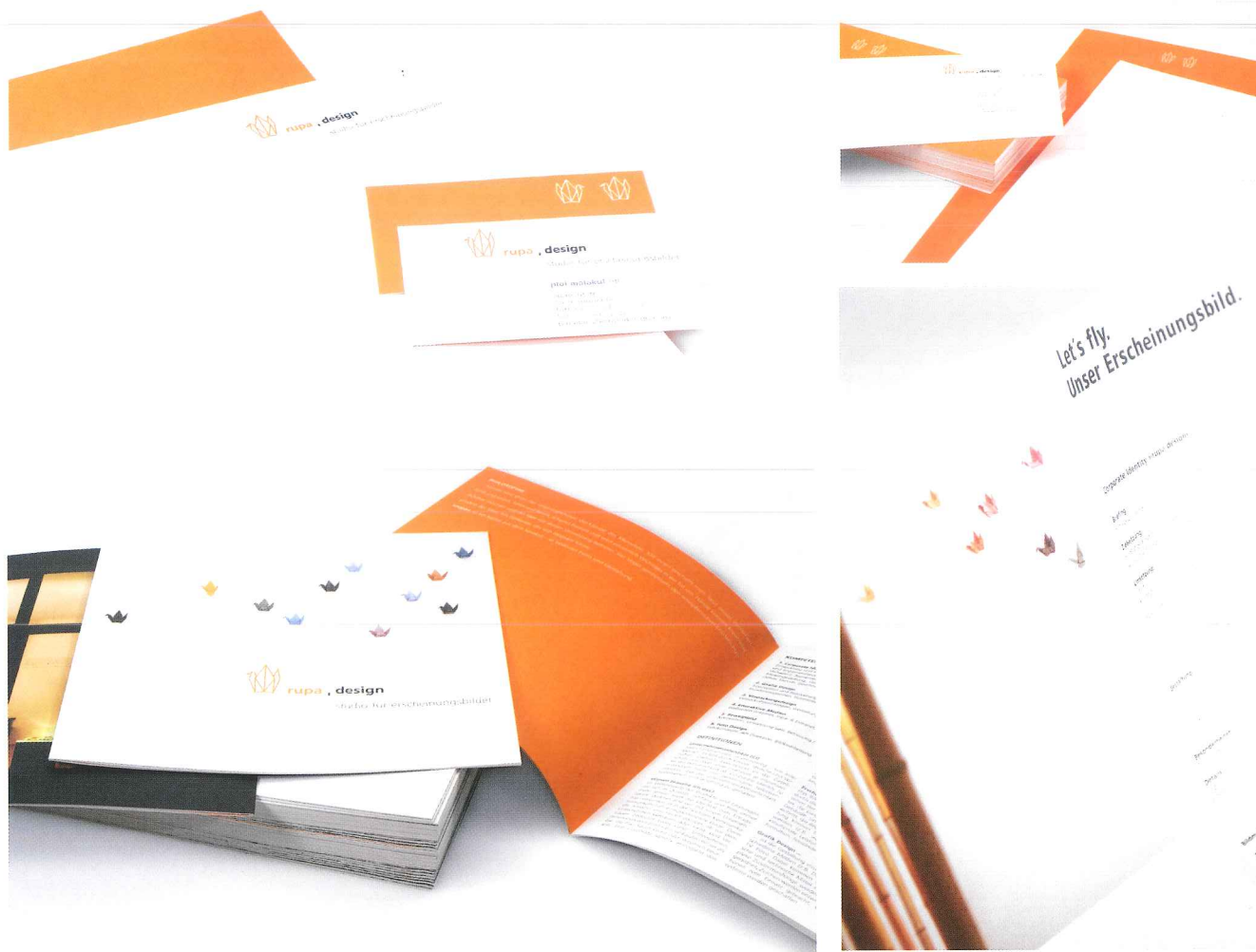
THƯ VIỆN HUBT

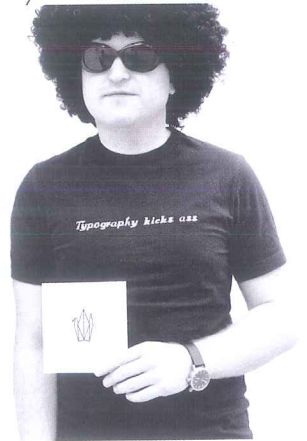
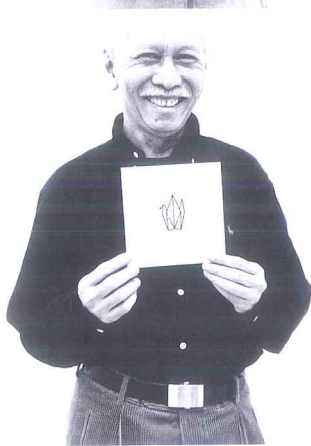
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Rupa Design

Description: Rupa Design is a corporate design studio, founded in Munich, Germany by Ploi Malakul in the year 1997. The symbol of a crane symbolizes and transfers their philosophy, which is a metaphor that showing how idea is slowly formed and turning to be an object from 2 dimensional to 3 dimensional. "Rupa" is a Sanskrit name means form and creation.





 rupa , design
studio for corporate design



**THƯ VIỆN
HUBT**

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

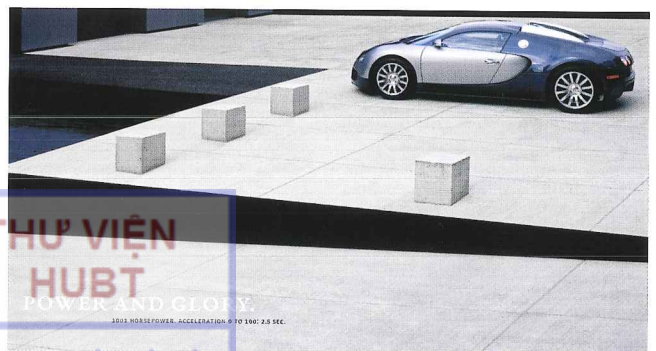
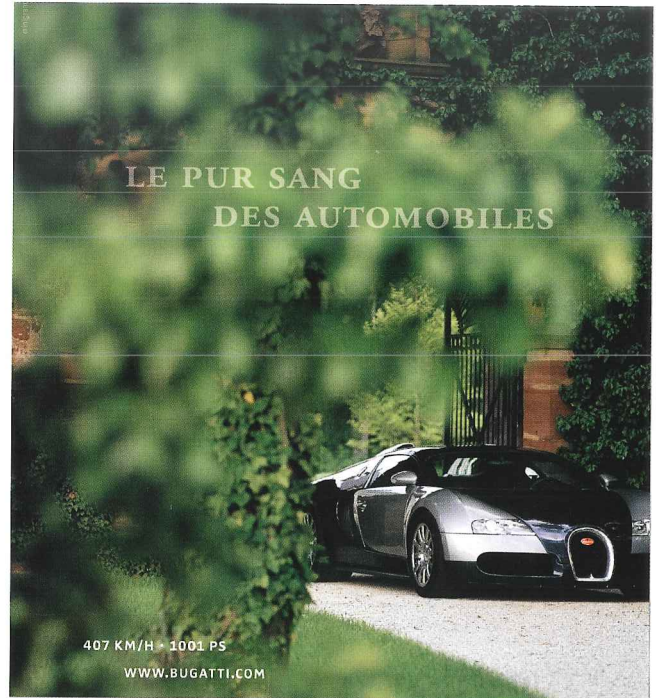
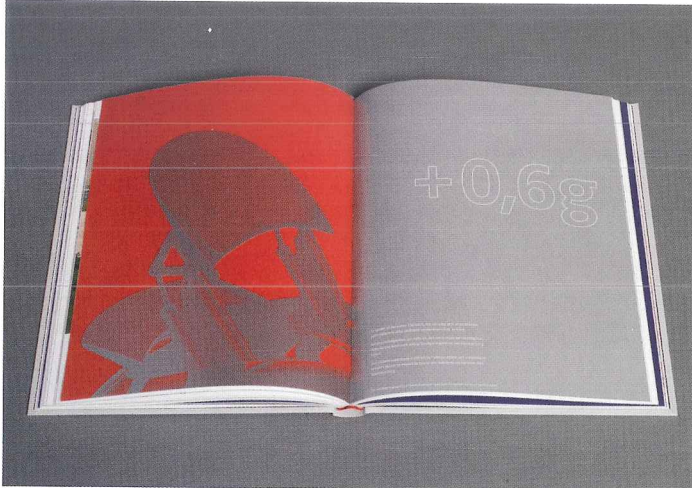
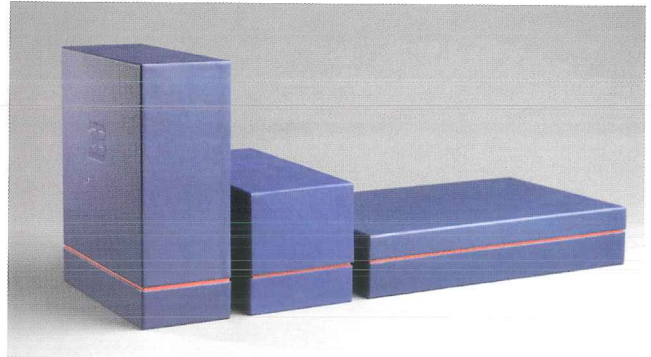


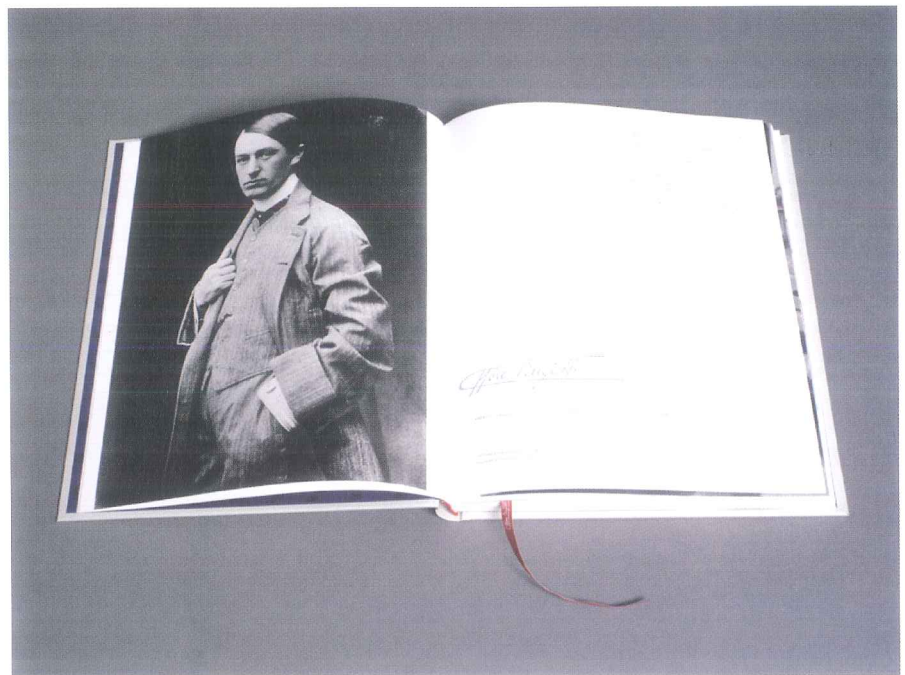
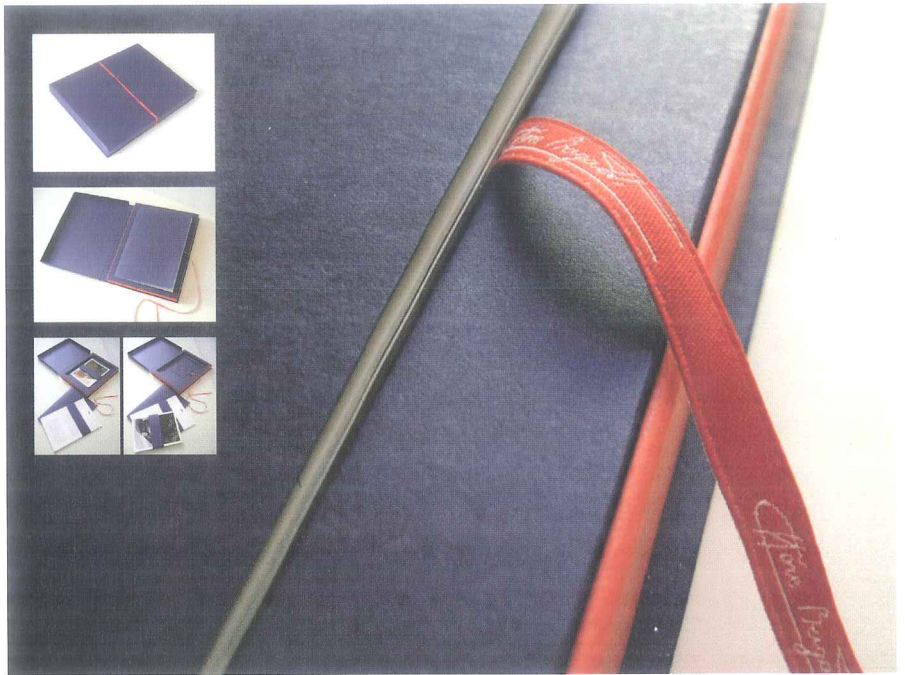
Bugatti

Client: Bugatti Automobiles S.A.S.— Bugatti Veyron 16.4

Description: Within the launch of the new Bugatti Veyron 16.4, a concept for communication materials was developed and different materials were created for customers and prospects, including special press kits, brochures and books, a sales tool and ads. Furthermore, the studio has developed a special box to present license holder's products and supervises the exhibition design at Bugatti's Chateau in Molsheim, France.

Design: minigram (Germany)





**THƯ VIỆN
HUBT**

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

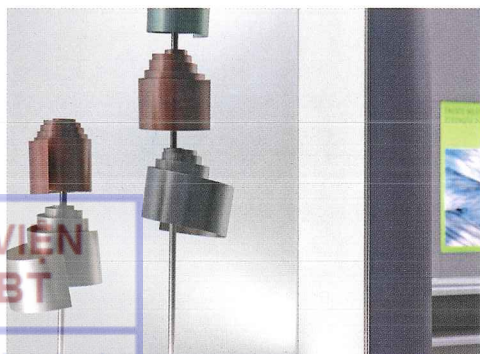
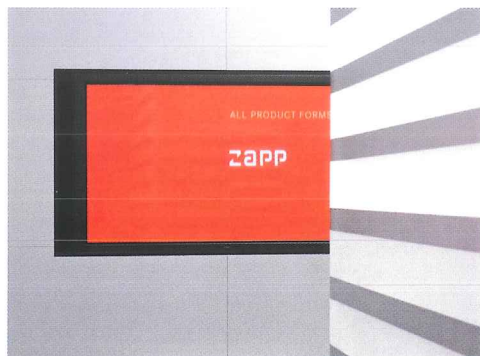
Zapp

Client: Zapp Group

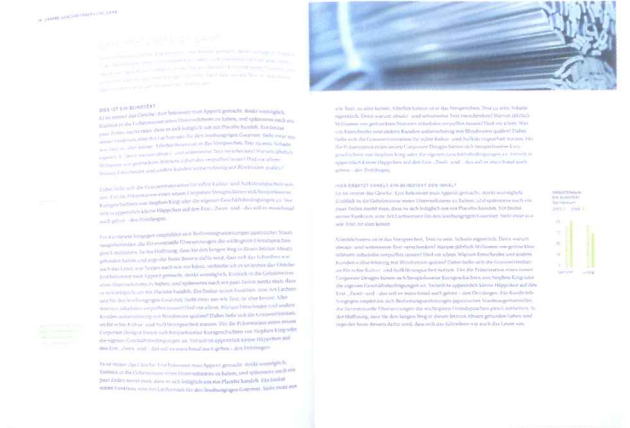
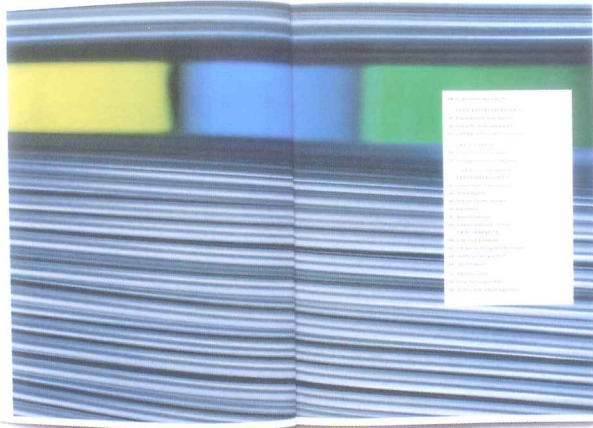
Description: In 1998 the companies of the Zapp Group have been united to the Zapp AG. The new corporate design should represent the new organization structure as well as its growing international target groups and new markets. On the one hand, dynamics, the high-technological level and internationalization are communicated by the new corporate design. On the other hand stable values, self-conception as well as differentiating criterias of the several units have to be worked out during workshops.

Design: Hesse Design (Germany)

ZAPP



THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ





THƯ VIỆN HUBT

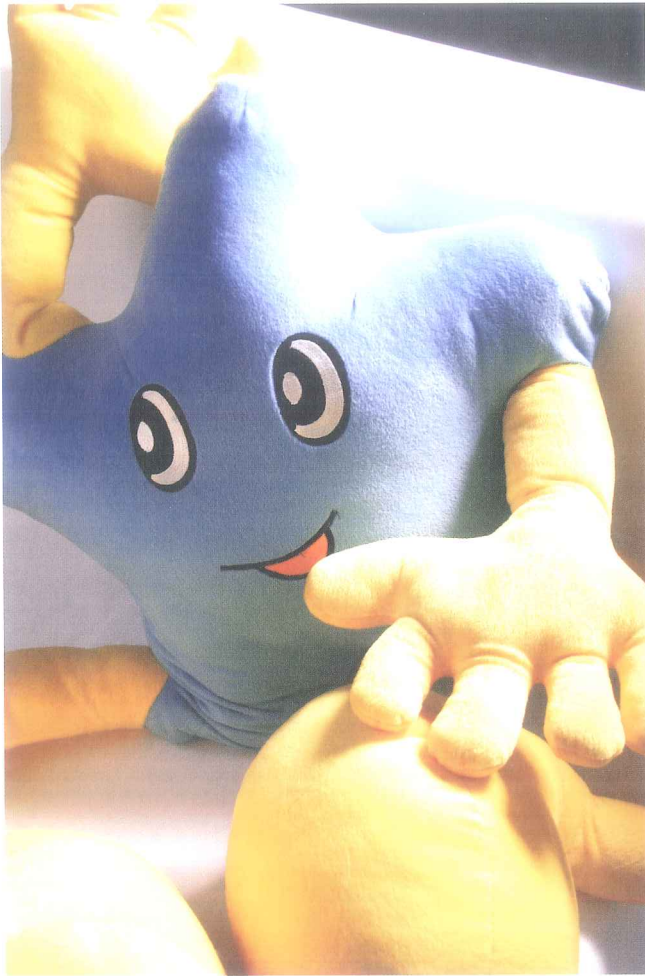
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Ocean Family

Client: Ocean Family

Design: Morning Design (China)





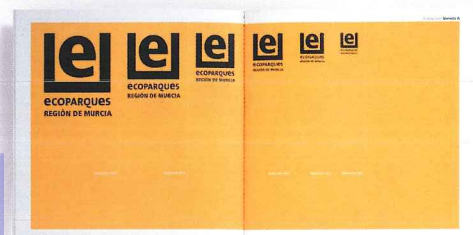
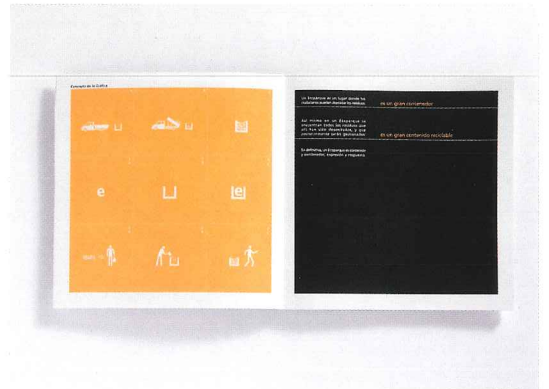
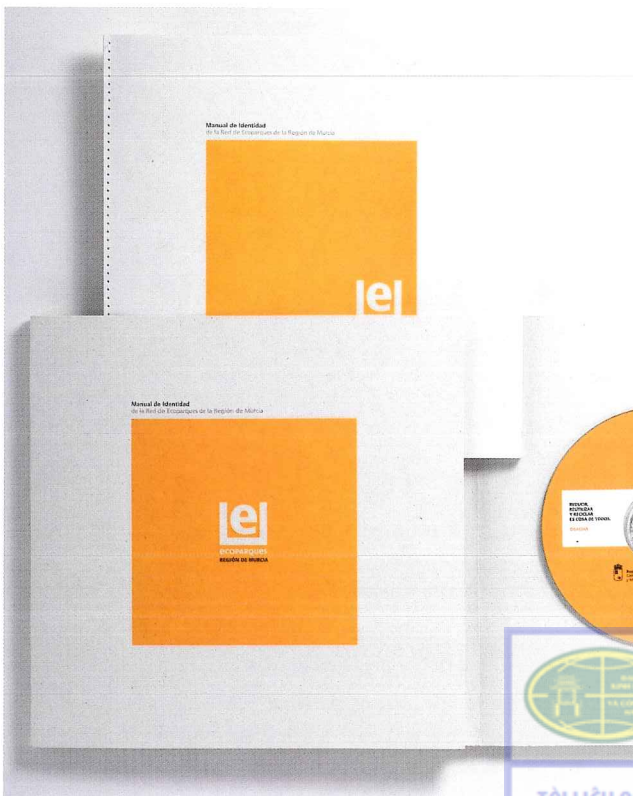
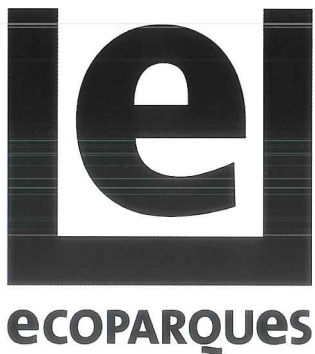
 **THƯ VIỆN HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Ecoparques

Client: Ecoparques

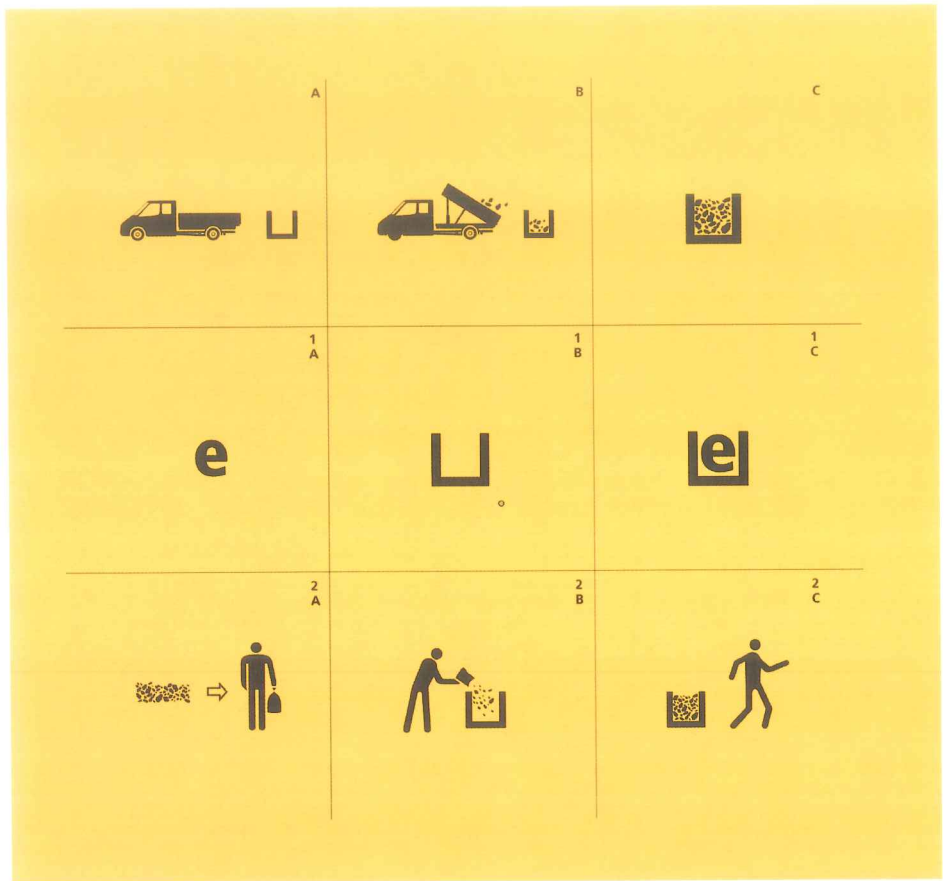
Description: Branding and development of Ecoparque's corporate identity. An eco-park is a place that stores waste to be recycled and the major part is daily waste, which in most cases can't be put into a traditional container. The logo defines the brand as a container with the letter "e" of Ecoparque inside, expressing the concept of a container and its contents, implying the eco-park just like a waste container, and its contents are recyclable objects.

Design: Eduardo del Fraile (Spain)



THƯ VIỆN
HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Lineamosaico

Client: Lineamosaico

Description: A company of decoration mosaics sought after a spot that would launch the recognition of their products and remind the consumers of the meaning of their brand. The proposal involved the development of an animation with a gigantic scenario which gradually becomes small pieces of mosaic, that in turn, making up their logo.

Design: Eduardo del Fraile (Spain)

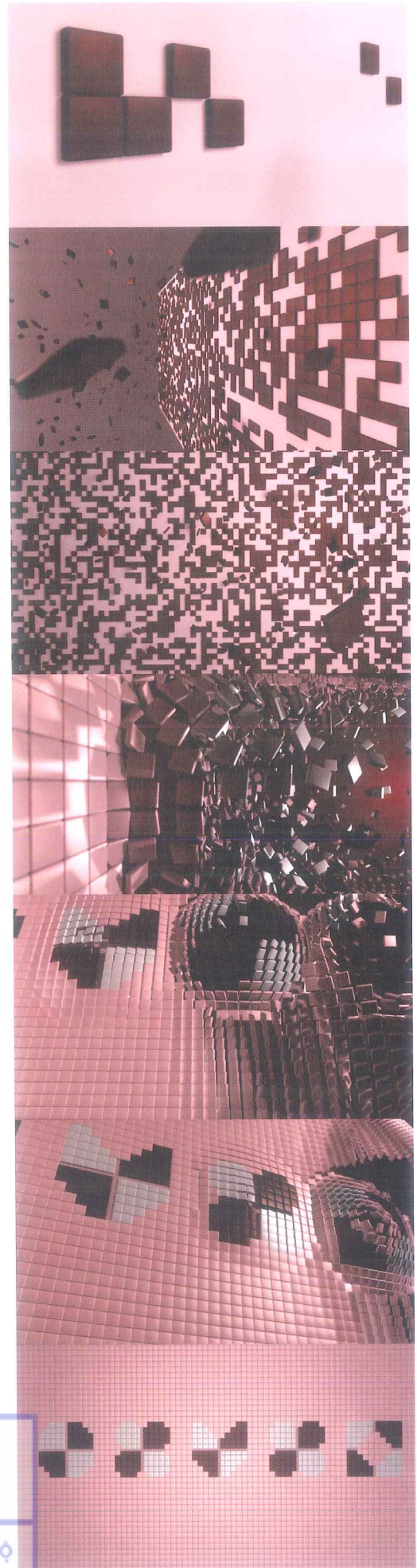


líneamosaico





 **THƯ VIỆN
HUBT**
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



Hope for Children

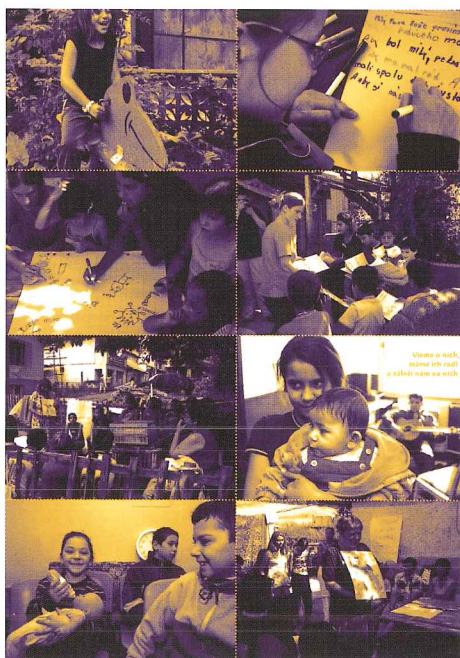
Client: Hope for Children

Description: Logotype for a non-profit organization, which devotes to taking care of gipsy children. Umberala is used in logotype to signify the shelter for children when they need help.

Design: Dizajn na Kolesach (Slovakia)



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Tiskoviny, ústavná nádej deťom

Občianske združenie nádej deťom

Občianske združenie nádej deťom

Viemo o nich, máme ich radi a zájezť nám na nich

THƯ VIỆN HUBT

TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ



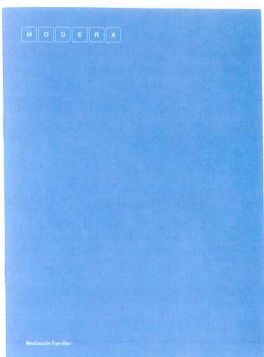
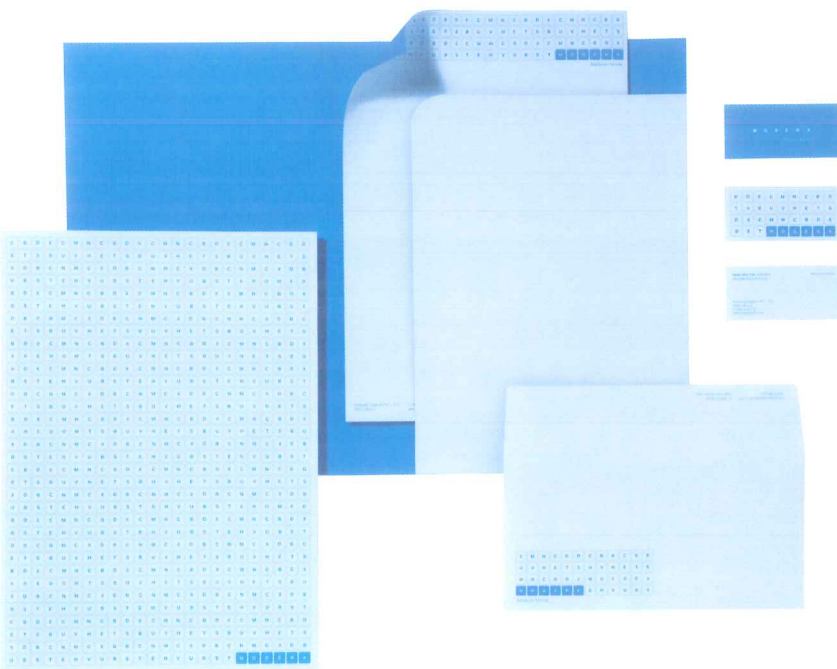
Modera

Client: Modera

Description: Family mediation is a branch of psychology that deals with conflict moderation when there is any kind of relationship problem. When a relationship is tense and hard to be solved, people turn to a moderator who can help reduce the tension and conflict in order to reach a balanced agreement. The moderator moves the "tiles" of the relationship to reduce and tone down the effects of a separation process. The image is a metaphor of the game scrabble, arranging the letter tiles to get meaningful words. Meaning is achieved.

Design: Eduardo del Fraile (Spain)

U	V	H	E	T	S	B	U	V	H	E	T	S
M	N	C	B	D	X	C	M	N	C	B	D	X
E	H	V	U	B	S	T	M	O	D	E	R	A



Conflicto
 La falta de entendimiento y de comunicación pueden generar un conflicto de pareja. No siempre es fácil exponer las ideas y mucho menos reconocer los errores. En ese momento, es difícil dialogar con sentido común desde una postura racional, entonces las emociones dominan nuestros actos.

VIỆN HUBT

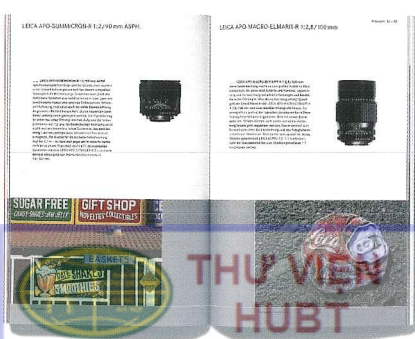
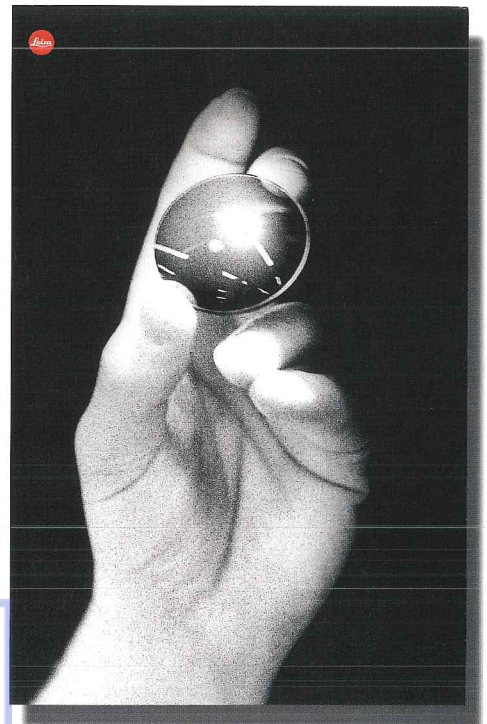
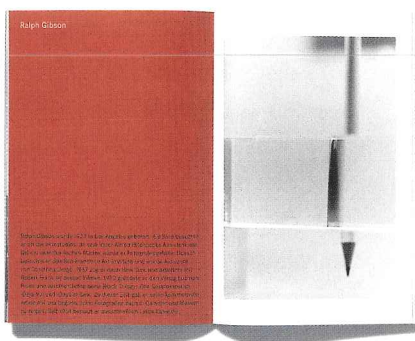
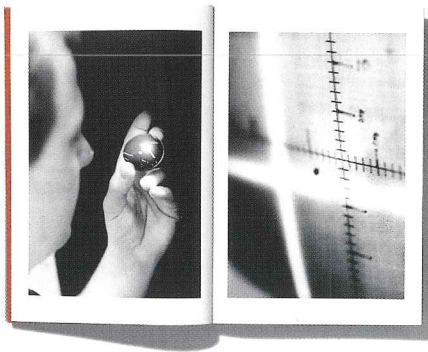
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Leica Camera

Client: Leica Camera

Description: Leica is a myth, so it is very difficult to transfer this statement into a relevant imagination. The photographer's view, interpretation of things, personal feeling concerning camera as an object and the high value of his/her authorship are used as the main ideas behind the design.

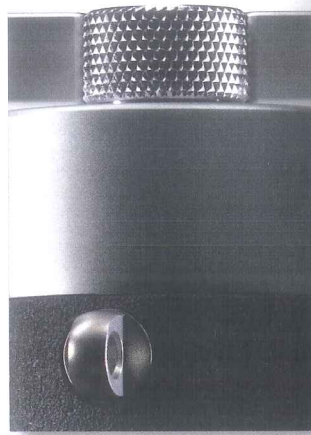
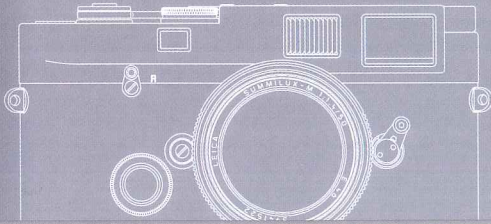
Design: Heine/Lenz/Zizka (Germany)





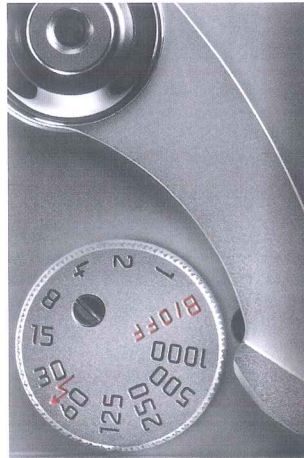
LEICA MP

Das Werkzeug



Das Leica MP ist ein Meisterwerk der Leica-Genossenschaft. Es ist ein Werkzeug, das für die Kunst der Fotografie geschaffen wurde. Die Leica MP ist ein Meisterwerk der Leica-Genossenschaft. Es ist ein Werkzeug, das für die Kunst der Fotografie geschaffen wurde.

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Beschleuniger: LEICAVIT-M und Rückspulkerbel
Die LEICA MP ist ein Meisterwerk der Leica-Genossenschaft. Es ist ein Werkzeug, das für die Kunst der Fotografie geschaffen wurde. Die Leica MP ist ein Meisterwerk der Leica-Genossenschaft. Es ist ein Werkzeug, das für die Kunst der Fotografie geschaffen wurde.



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Michel Comte
Michel Comte, 1954 in Zürich geboren, machte seine früh erwachte Liebe zur Fotografie zur Profession. Mit Porträt- und Straßenaufnahmen in dem stilistischen Vogue und in Vanity Fair wurde er zu einem der weltweit gefragtesten Fotografen. Er arbeitet seit Jahren mit dem Internationalen Komitee des Roten Kreuzes und anderen Organisationen zusammen und wurde ein unermüdlicher Chronist in den Einsatzregionen dieser Welt. Bei allen Aufnahmen sucht er die Nähe, benutzt nie ein Teleobjektiv. Sein Handwerkszeug, die diskreten Leica-Messsucherkameras.



THƯ VIỆN HUBT

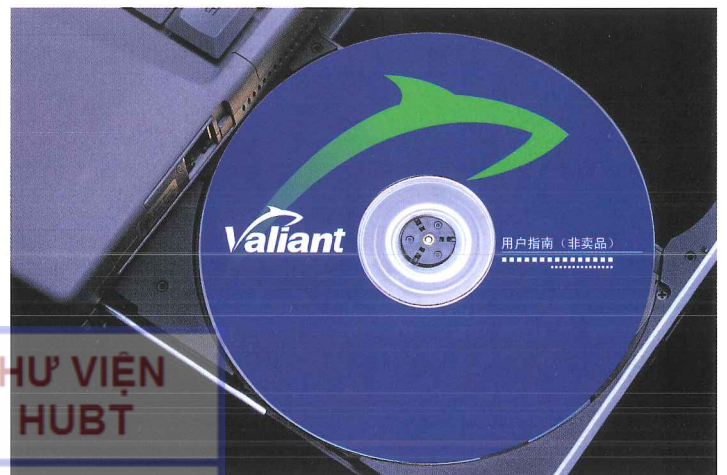
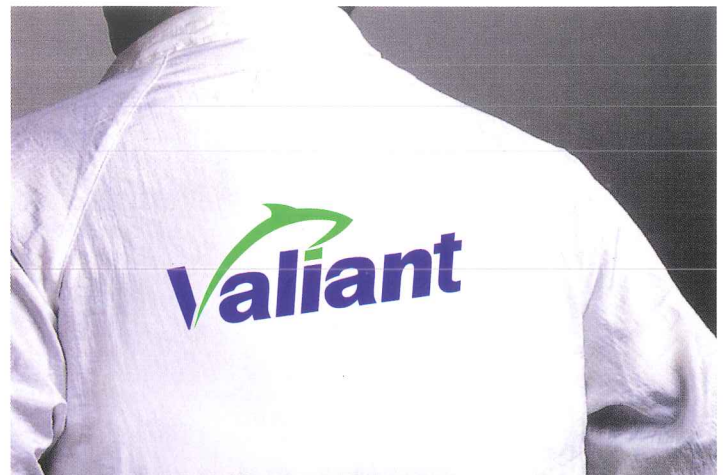
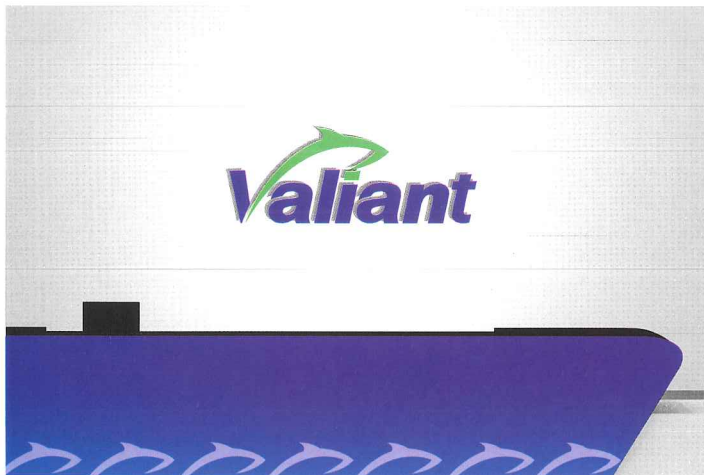
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Valiant

Client: Valiant

Description: The logo design is highly identifiable resorting to legible letter assembling. The transformation of capital "V" resembles a swimming dolphin against rip current. The logo is applied with green and blue colours to demonstrate the brand's engagement in surf business and its environmental protection awareness.

Design: Nanjing Zhuan Yi (China)

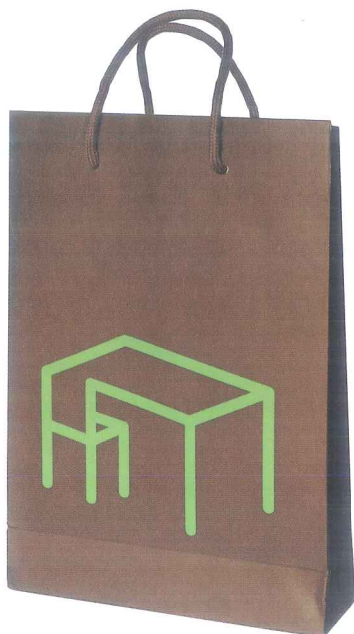
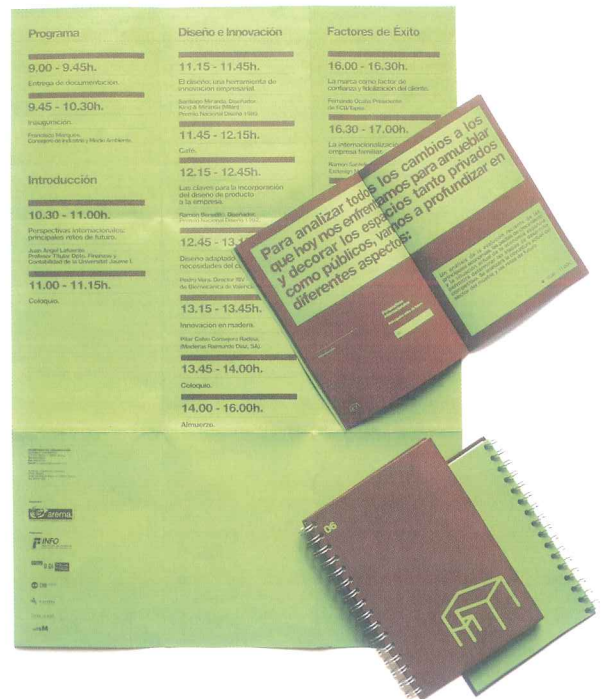
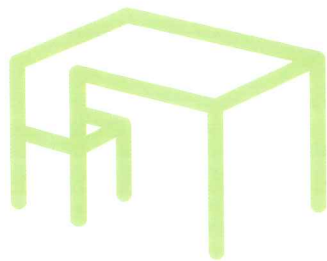


Congreso

Client: Congreso

Description: Development of an image for the third edition of Congreso. The only condition imposed by the customer was not to use a chair as a symbol. But why not play with the impossible shape of a "chair + table" and look at furniture from different points of view.

Design: Eduardo del Fraile (Spain)

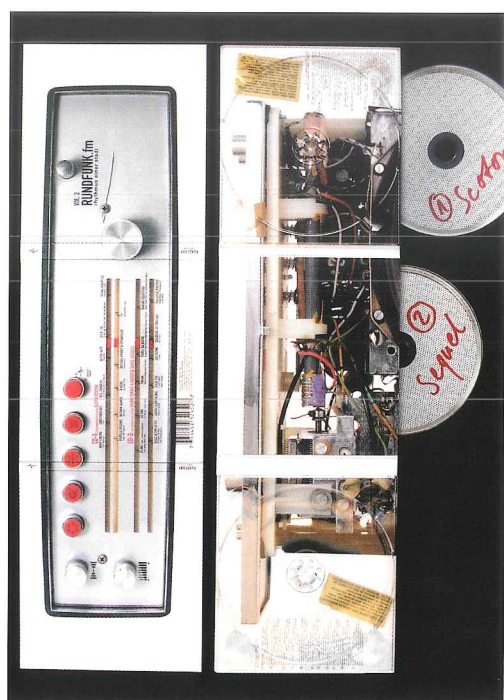
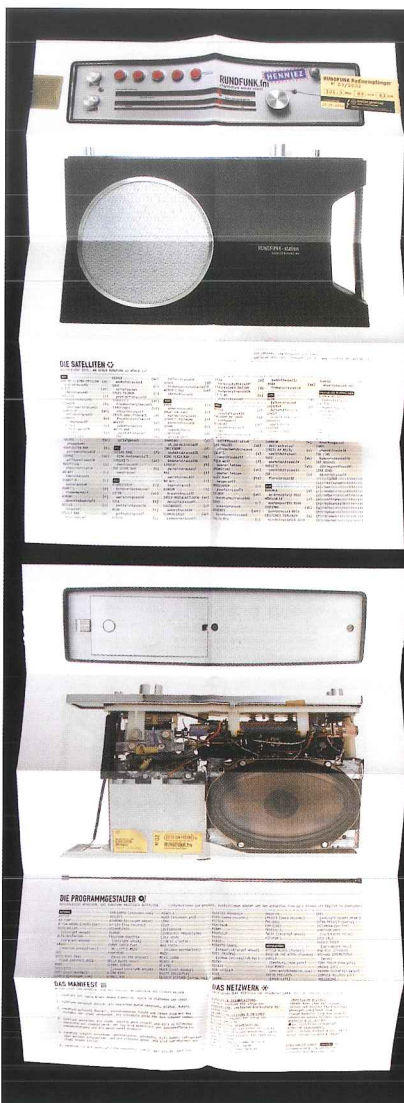
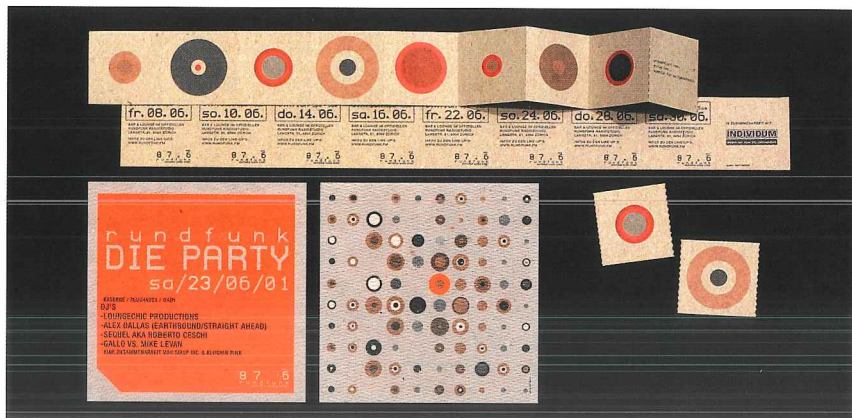


Rundfunk.FM

Client: Rundfunk.FM

Description: Visual identity design, posters design, flyers design and CD-sleeves design for the music-festival – rundfunk.FM.

Design: Raffinerie AG für Gestaltung (Switzerland)

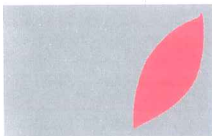
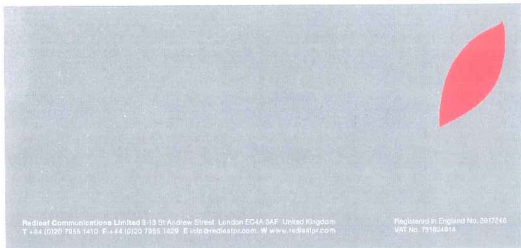


Redleaf

Client: Redleaf

Description: Redleaf Communications is one of the most respected PR and investor relations agencies in the UK, they hoped to refresh the Redleaf brand. Very gave their logo a new more confident look, and designed new stationery and marketing materials. Redleaf were also supplied with guidelines and a rationale for the effective implementation of their brand.

Design: Very Studio (United Kingdom)

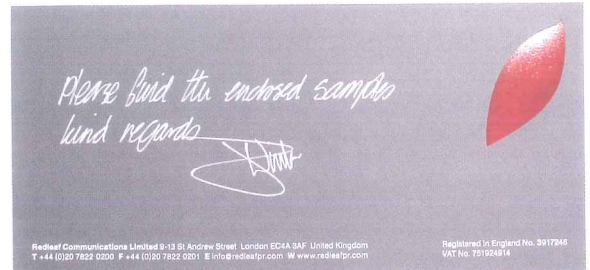


Emma Kane
Chief Executive

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E info@redleafpr.com W www.redleafpr.com



Redleaf



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or Rob Bain on: 020 7522 0200
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THƯ VIỆN
HUBT

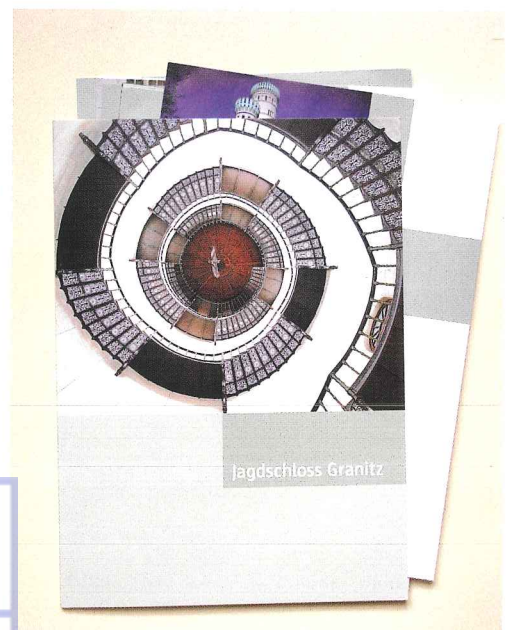
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

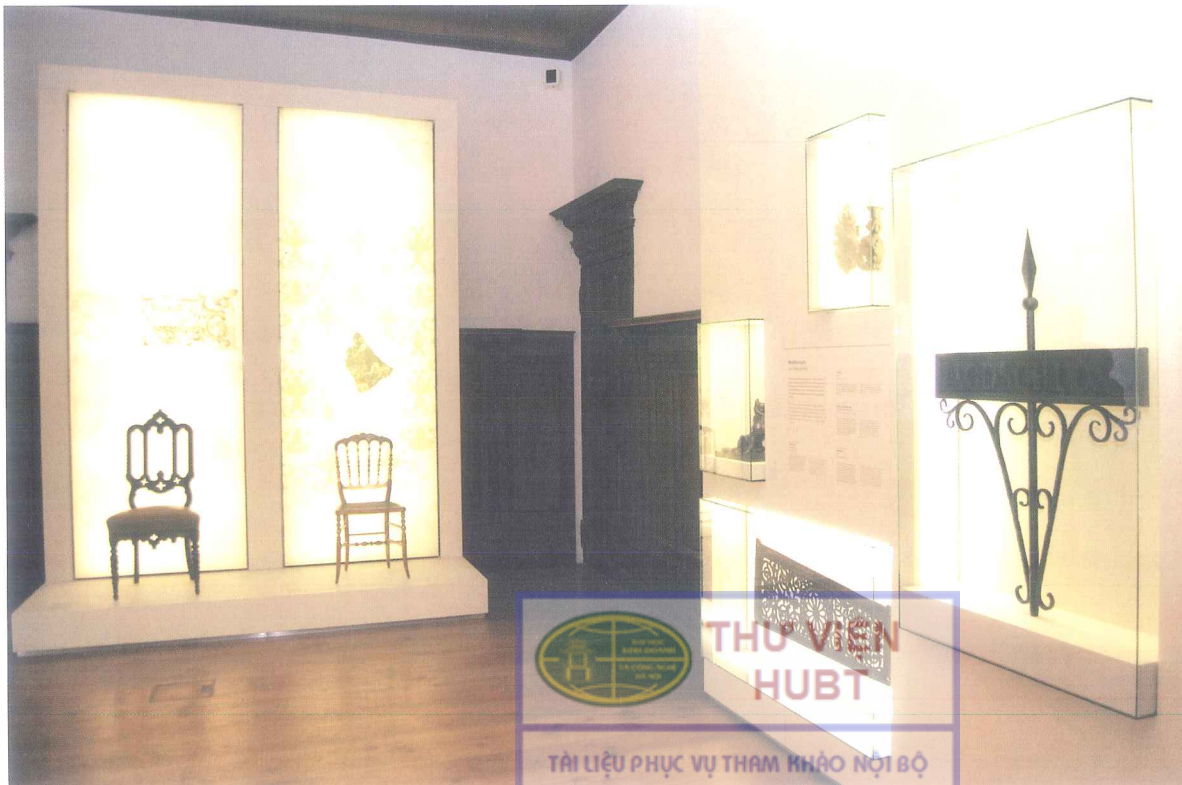
Granitz Hunting Castle

Client: Staatliche Schlösser und Gärten im Betrieb Fur Bau - und Liegenschaften Mecklenburg Vorpommern, Pommersches Landesmuseum Greifswald

Description: The castle, its building and its hunting touristic history takes the center stage of the exhibition. In cooperation with Sunder-Plassmann Architekten, exhibition design and printing products are done for the first part "building history" as well as guidance system. The museum will be completed in 2009.

Design: linksbündig (Germany)





Home Style Fair 2007

Client: Poly Realestate Group Co., Ltd

Description: The logo is a metaphor of a colourful house covering with petals, in which the meaning of "home" is revealed while the orientation of "boutique residence" is demonstrated. The green tone shows the appeal to environmental protection residence, conveying an upbeat atmosphere while serving as a foil to the philosophy of "A flowers blooming boutique house". The complex exhibition information is communicated by the symbolic design, delivering humanistic care to visitors.

Design: Dragon Doing Communications (China)



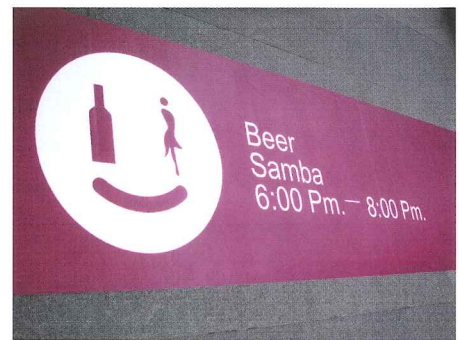
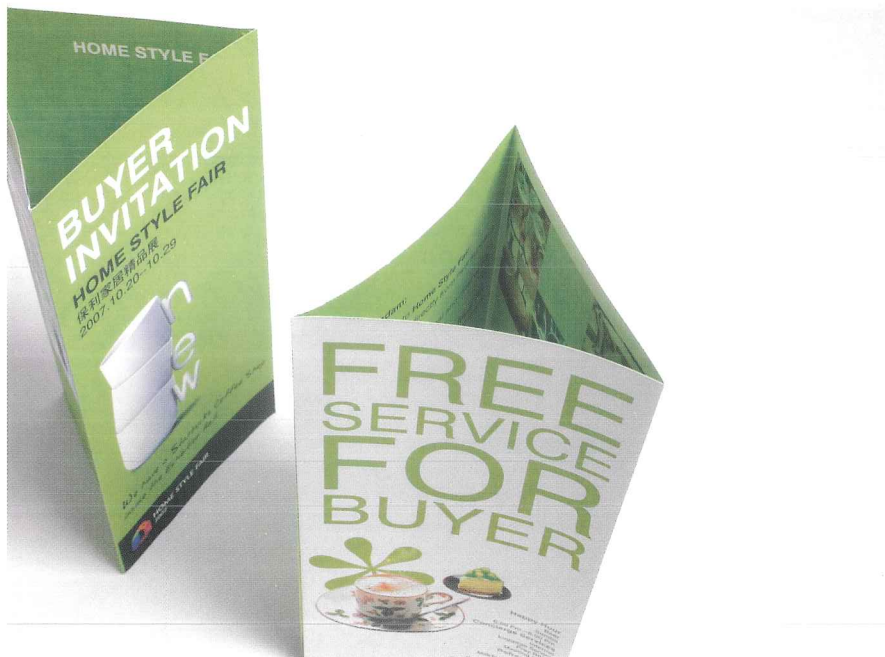
HOME STYLE FAIR
2007



HOME STYLE FAIR
2007



HOME STYLE FAIR
2007



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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

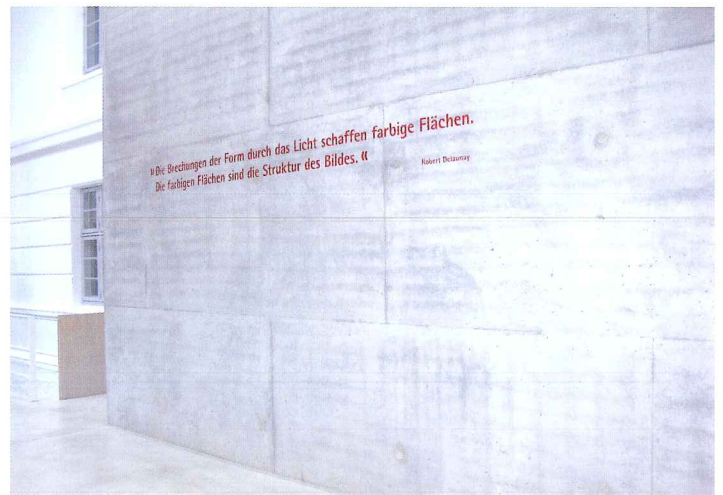


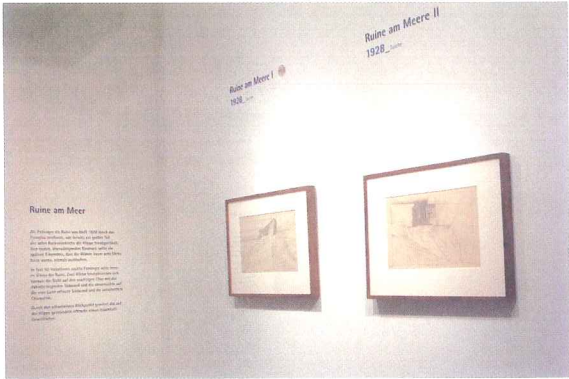
Lyonel Feininger


Client: Lyonel Feininger

Description: In cooperation with Rüdiger Stern to develop a coherent concept for the exhibition space, uniting the information, drawings and paintings. Banners and fabric covered with signages guiding visitors through the museum. This concept connects the sails, overlays and transparency presented in Feininger's artwork.

Design: linksbüendig (Germany)



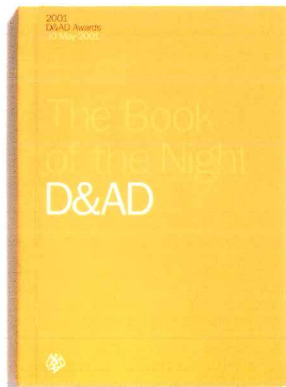
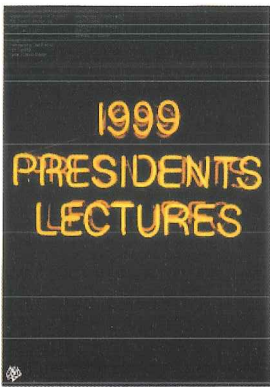



**THƯ VIỆN
HUBT**
 TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Client: D & AD

Description: Presidents Lecture campaign 1999; Identity and exhibition graphics for the Annual Show 1999; Visual identity, exhibition and promotional literature for the Annual Show 2000; Awards Ceremony 2001, book of the night and invites; Annual Show Exhibition 2006 and promotional literature.

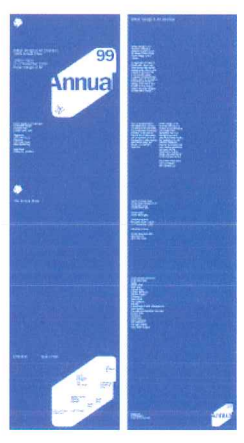
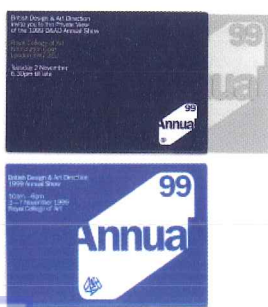
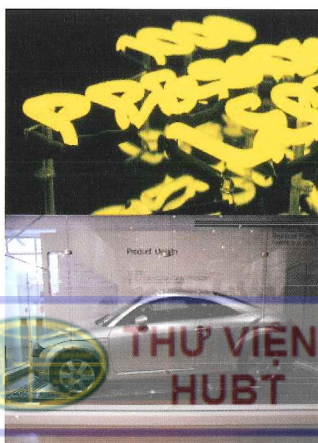
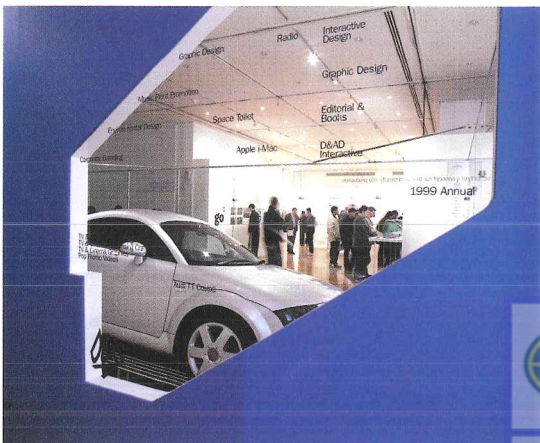
Design: Sea Design (United Kingdom)

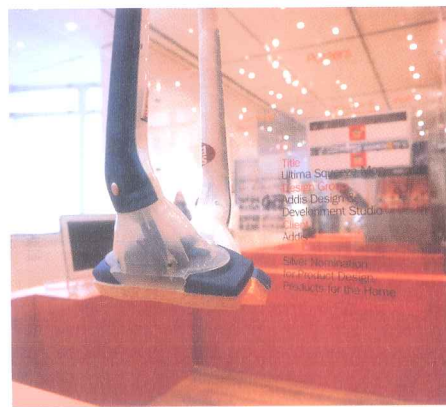


Tonight's Dress Code. A guide for Gentlemen. Ignore the code totally, and you'll brand yourself as a maverick. You're more trouble than you're worth. The trick is to find a way of saying, 'I know the rules. And I know when to break them.'

Cracking the Enigma code was a doddle compared to unravelling the D&AD Dress Code. Follow the 'Black Tie' rule slavishly and you'll send out a signal that says you lack imagination. You're subservient. Hardly the right message.

Top tip — 'Black' is more important than 'Tie'.





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Staverton

Client: Staverton

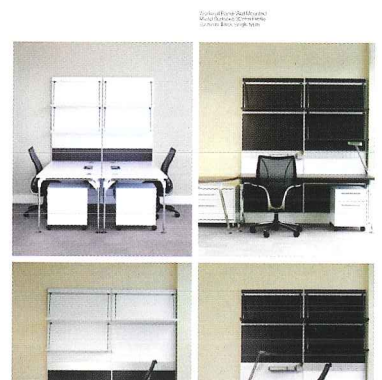
Description: Branding identity for a contemporary office furniture company, including exhibition graphics, art direction, product literature and advertising.

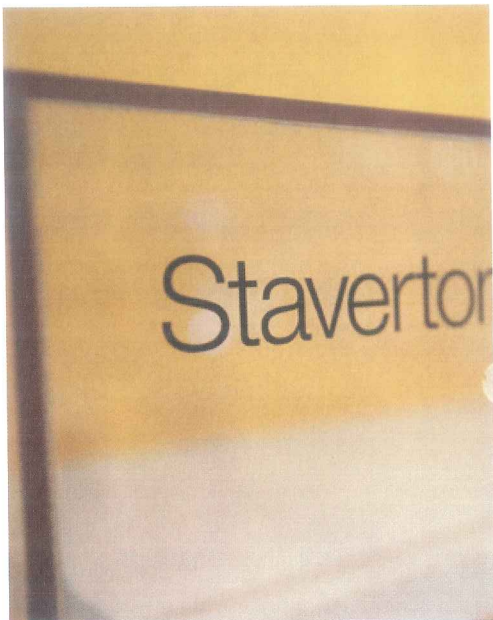
Design: Sea Design (United Kingdom)



Staverton products are designed in the UK and through our multi-disciplined approach, offer far greater flexibility than is normally associated with a premium brand of furniture.

Where projects demand it, Staverton's bespoke service offers clients the opportunity to influence the design of their new furniture.





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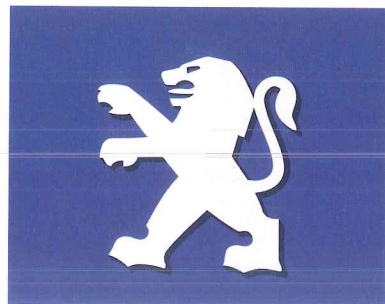
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

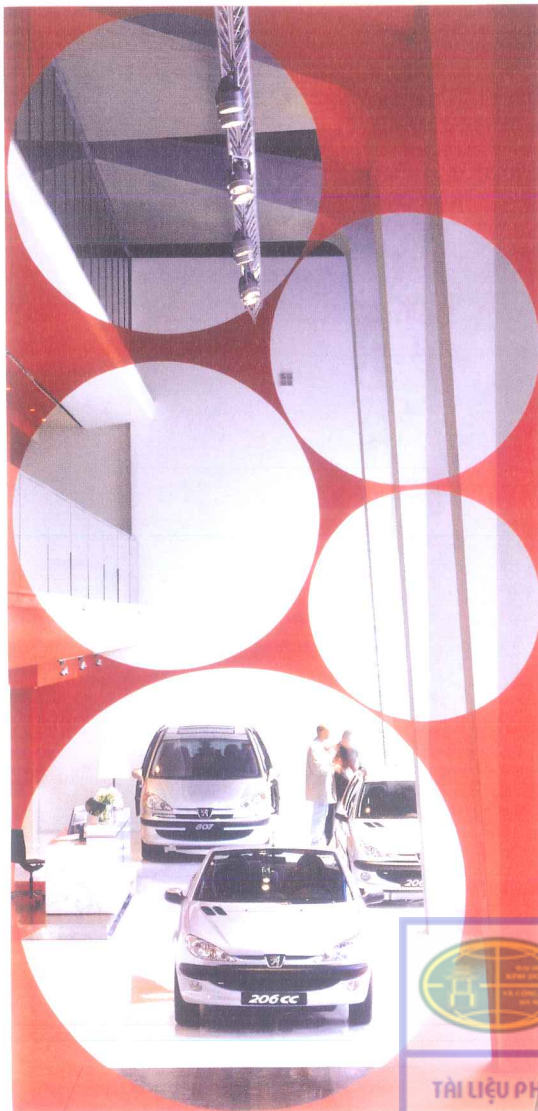
Peugeot

Client: Peugeot

Description: Peugeot's headquarters get used to expressing their corporate brand values best. The car dealership concept "Blue Box" modernizes the approach of car testing and service and the brand room concept in the middle of the famous Champs Elysées in Paris helps communicate with consumers the brand messages and attract new clients in a non-sale space.

Design: Saguez & Partners (France)





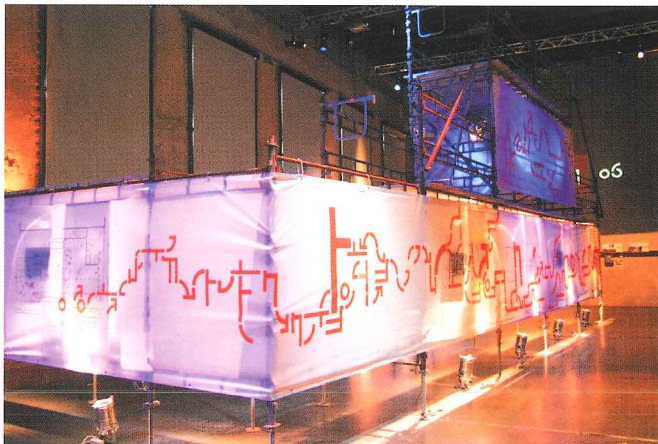
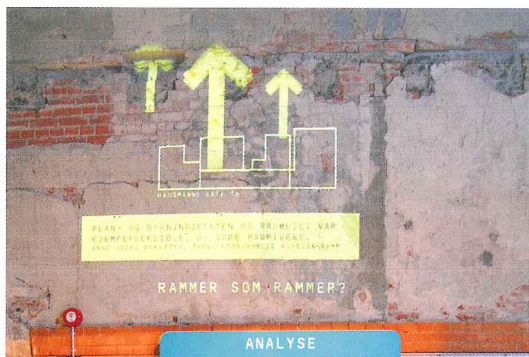
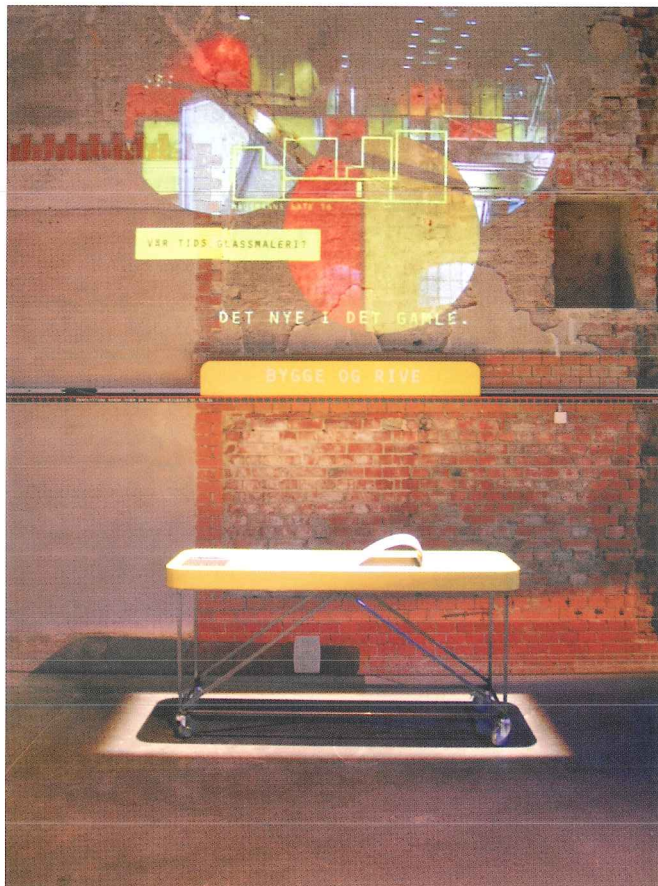
 **THƯ VIỆN
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TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

Transform 06

Client: Transform 06

Description: The transformed logo is composed of parts of letters, bricks and building pieces. A fragment of what building and rebuilding is about. The graphic portfolio based on the elements of the logo. It is also all different patterns, signs and graphic elements are derived from, constructing a strong visual platform through the whole exhibition.

Design: Motorfinger (Norway)

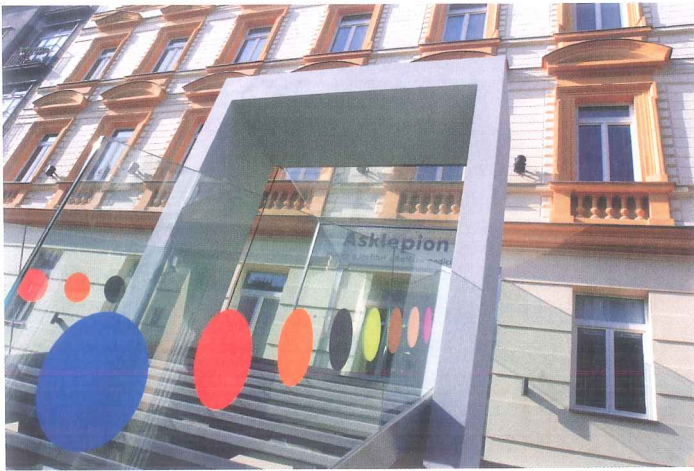


Asklepion

Client: Asklepion

Description: The Asklepion clinic visual style is based on colours and a figure made of coloured dots. The intention is to create an enjoyable and clear visual style which would evoke confidence and pleasant feelings to the patients. The colourful dots represent the complexity offered by the clinic.

Design: Studio Najbrt (Czech)



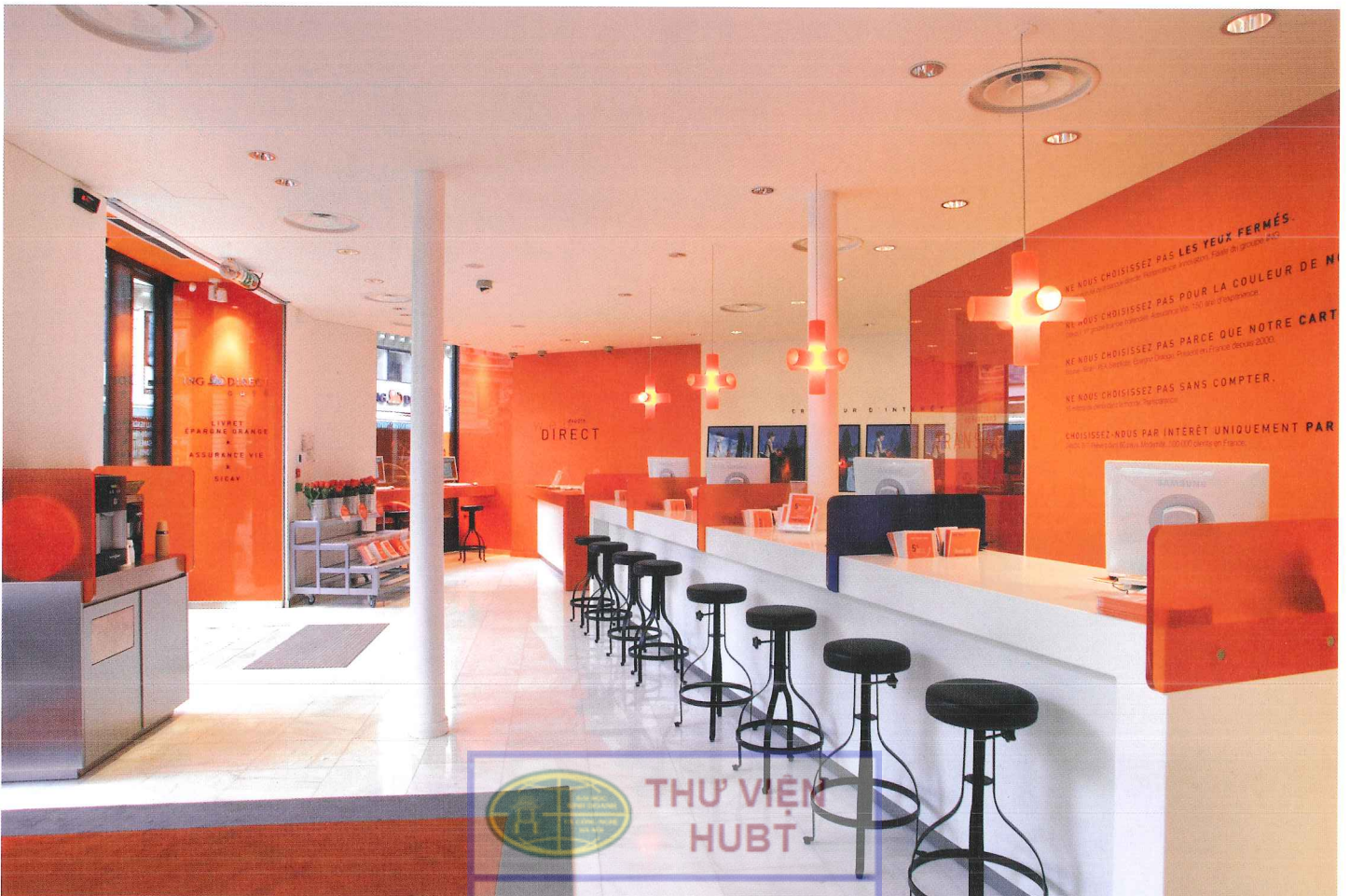
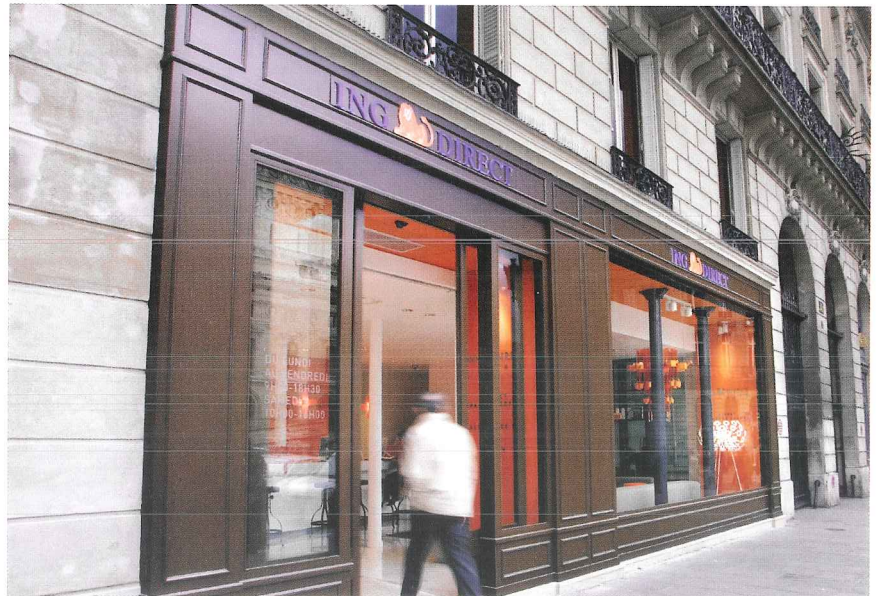
THƯ VIỆN HUBT
TÀI LIỆU PHỤC VỤ THAM KHẢO NỘI BỘ

ING Direct Café

Client: ING Direct

Description: The famous Dutch online bank knows the meaning of creating real customer experience. In the very heart of Paris' financial district there is a unique venue which has nothing like a bank.

Design: Saguez & Partners (France)





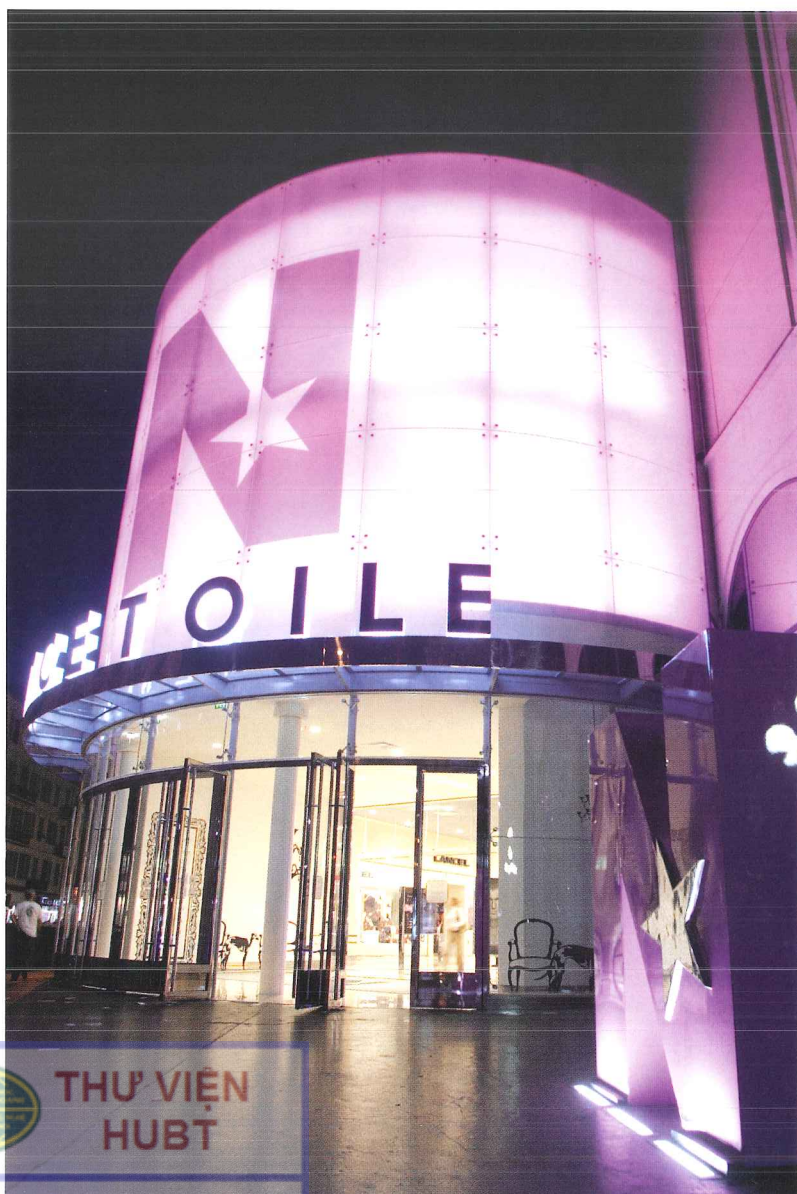
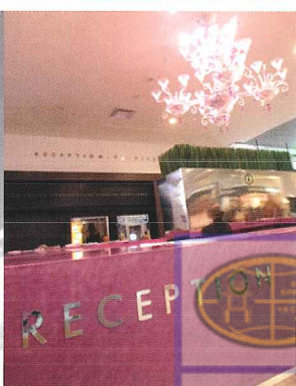
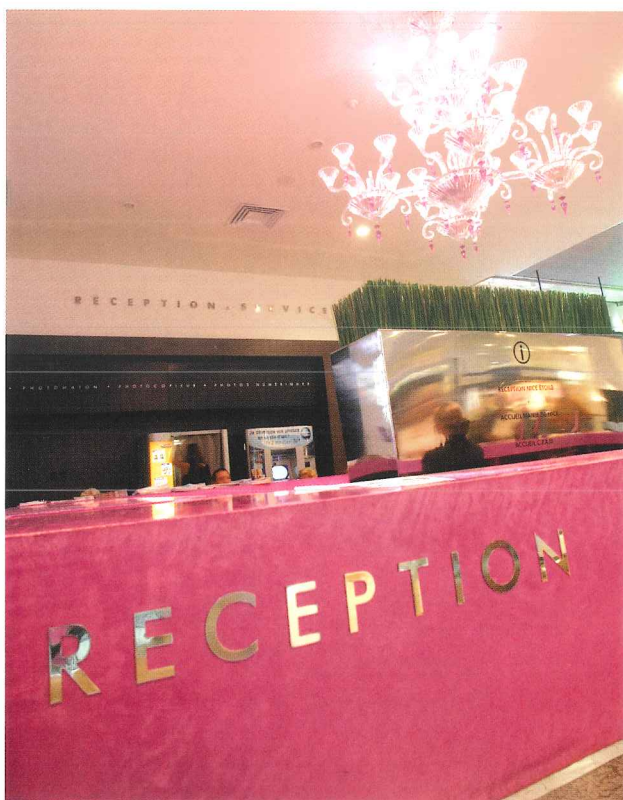
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Nicétoile Shopping Centre

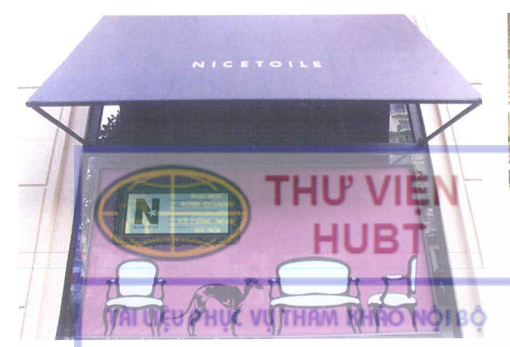
Client: Nicétoile Shopping Centre

Description: A complete and surprising makeover for the old city shopping center, making it into a marvelous grand hotel style place, down on one of the Nice's finest avenues in the heart of Nice.

Design: Saguez & Partners (France)



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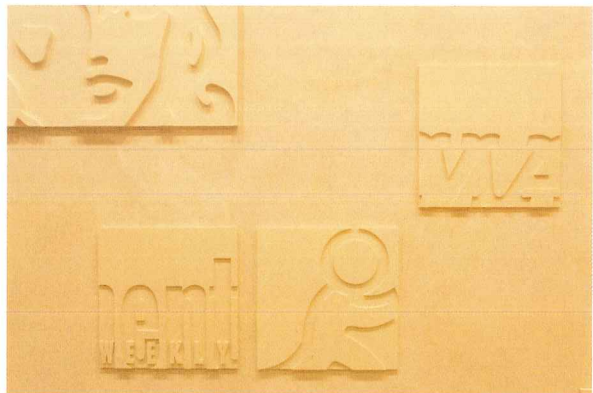
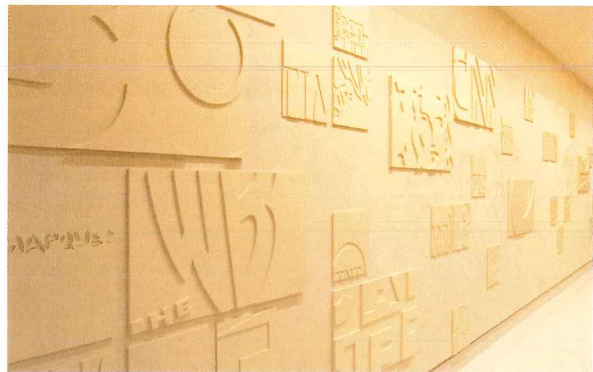


Time Warner Center

Client: Time Warner, New York

Description: The scope of work includes many diverse and unique components, but at its core are the programming, design, documentation, and implementation supervision of a comprehensive environmental graphics and wayfinding sign program for this headquarters facility.

Design: Poulin + Morris Inc. (America)



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Asterialand/ Alice Chan



Country: Hong Kong, China

Website: <http://www.asterialand.com/>

804 © Graphic Design



Country: Germany

Website: <http://www.no804.de/>

Bürocratik



Country: Portugal

Website: <http://www.burocratik.com/>

Buzzsaw Studios Inc



Country: America

Website: <http://www.buzzsawstudios.com>

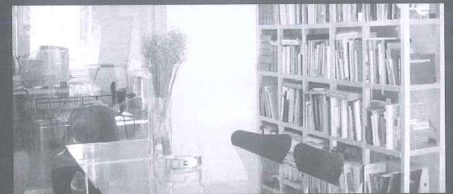
Character



Country: America

Website: <http://www.charactersf.com/>

causa formalis



Country: Germany

Website: <http://www.causa-formalis.de/>

dizajn na kolesach



Country: Slovakia

Website: <http://www.dizajnnakolesach.sk>

DFraile/ Eduardo del Fraile



Country: Spain

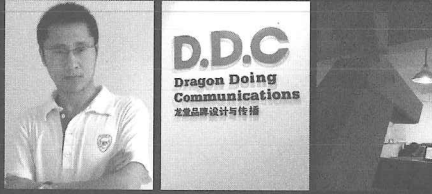
Website: <http://www.dfraile.com/>



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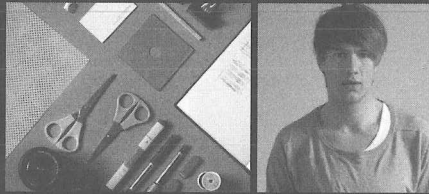
Dragon Doing Communication



Country: China

Website: <http://www.helloddc.com/>

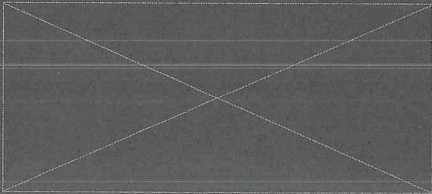
Dancemade/Jens Nilsson



Country: Switzerland

Website: <http://www.dancemade.com/>

Eric Chan Design Co. Ltd.



Country: Hong Kong, China

E-mail: ecdesign@netvigator.com

Eiche, Oehjne Design



Country: Germany

Website: <http://www.eiche-oehjne.de/>

Furi Furi Company



Country: Japan

Website: <http://www.furifuri.com/>

Fresh AD



Country: China

Website: <http://www.freshad.com.cn/>

Filipe Cavaco



Country: Portugal

E-mail: fcavaco@medipom.pt

G



Country: Greece

Website: <http://www.georgiougavrilakis.com/>



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Guangzhou Sido Design Consultant Co., Ltd



Country: China

Website: <http://www.sido.cn/>

H&V Design



Country: United Kingdom

Website: <http://www.hgv.co.uk/>

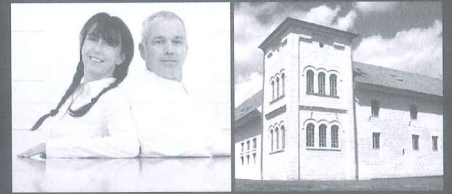
Heine/Lenz/Zizka



Country: Germany

Website: <http://www.heine-lenz-zizka.com/>

Hesse Design GmbH



Country: Germany

Website: <http://www.hesse-design.de/>

linksbündig



Country: Germany

Website: <http://www.linksbuendig.de/>

Intrika/Lukas Holinka



Country: Czech

Website: <http://www.intrika.cz/>

Latinbrand



Country: Ecuador

Website: <http://www.latin-brand.com/>

LeBoYe Design



Country: Indonesia

Website: <http://www.leboyedesign.com/>



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M Barcelona



Country: Spain

Website: <http://www.m-m.es/>

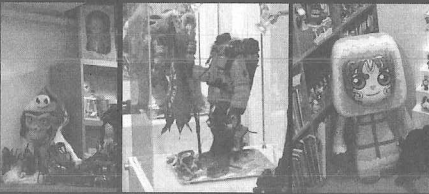
Minigram



Country: Germany

Website: <http://www.minigram.de/>

Winson Creation/Winson Ma



Country: Hong Kong, China

Website: <http://www.winsoncreation.com/>

Motorfinger Design Studio



Country: Norway

Website: <http://www.motorfinger.no/>

Morning Design



Country: China

Website: <http://www.m1998.com/>

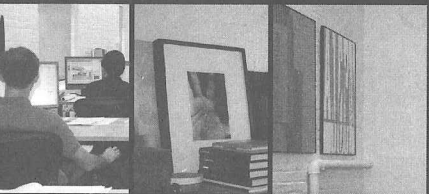
Magma Brand Design



Country: Germany

Website: <http://www.finestmagma.com/>

Poulin + Morris



Country: America

Website: <http://www.poulinmorris.com/>

Raffinerie AG für Gestaltung



Country: Switzerland

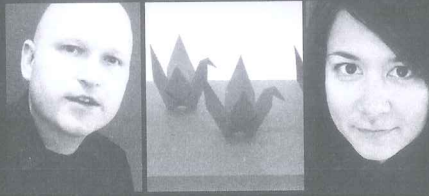
Website: <http://www.raffinerie.ch/>



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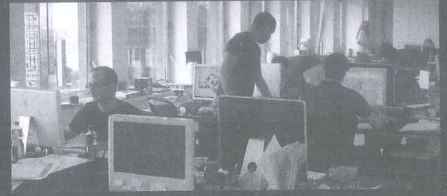
Rupa Design



Country: Germany

Website: <http://www.rupadesign.com/>

RMAC Brand Design



Country: Portugal

Website: <http://www.rmac.pt/>

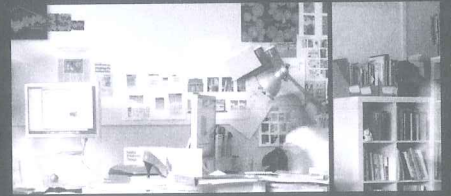
Studio Najbrt



Country: Czech

Website: <http://www.najbrt.cz/>

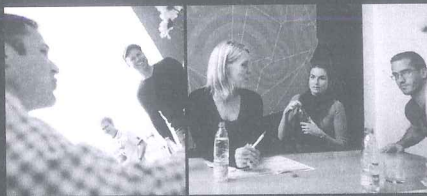
SVI Design



Country: United Kingdom

Website: <http://www.svidesign.com/>

Scandinavian Designlab



Country: Denmark

Website: <http://www.scandinaviandesignlab.com/>

Studio41



Country: Italia

Website: <http://www.studio41.it/>

SEA Design



Country: United Kingdom

Website: <http://www.seadesign.co.uk/>

Saguez & Partners



Country: France

Website: <http://www.saguez-and-partners.com/>

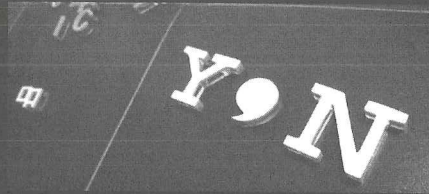


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Sanfang Brand Communication Agency

Shenzhen Y ' N Brand Consultant Co., Ltd



Country: China

Country: China

E-mail: fssunfire@vip.163.com

Website: <http://www.y-nbrand.com>

Siggeir M. Hafsteinsson

Stiletto NYC



Country: Iceland

Country: America

Website: <http://www.digital.sys.is/>

Website: <http://www.stilettonyc.com/>

Tiziana Haug

Tim Tsui



Country: America

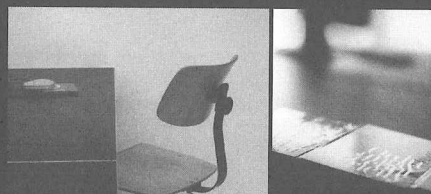
Country: Hong Kong, China

Website: <http://www.inthehabit.com/>

Website: <http://www.teamzero.com.hk/>

Tank Design

Thomas Mass & Company

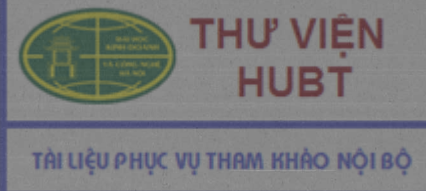


Country: Norway

Country: United Kingdom

Website: <http://www.tank.no/>

Website: <http://www.manss.com/>



Very Studio



Country: United Kingdom

Website: <http://www.verystudio.net/>

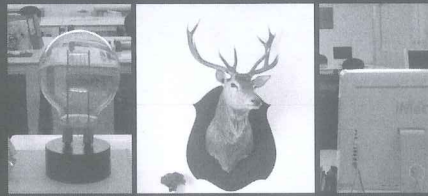
W & Cie



Country: France

Website: <http://www.wcie.fr/>

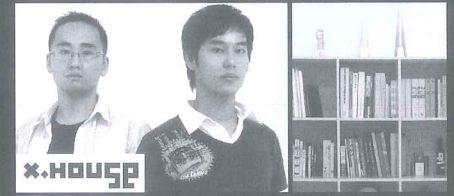
War Design



Country: Australia

Website: <http://www.wardesign.com.au/>

X-House Brand Consultant Agency



Country: China

Website: <http://www.x-house.cn/>

YaM Brand



Country: America

Website: <http://www.yamstudio.com/>

ZHUANYI



Country: China

Website: <http://www.njzyad.com/>



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