



"More about VIZ" – Company Profile of VIZ- dj.design



Our Background

Who We Are

A full-service "Concept to Completion" design solution and visual communications consultancy

Established 2003, Hong Kong-based and servicing Asia for 22 years

Assist clients through brand ideas development and management, with all applications and solutions for problem solving, work improvement, planning, marketing strategies, graphic, print, web, on-screen and various design media

Our areas of expertise:

- Solutions based on client's marketing plans
- Strategic brand identity development and improvement
- Brand integrity consultancy, brand quality control, and related digital asset management
- Company presentation material organization and development
- Print design, production and management
- Web, App and UI design on both mobile and desktop devices, programming and management
- Event and exhibition design, production and management
- Video shooting, editing, still photography, post processing and interactive media production
- Newly developed 2D and 3D character / object custom design, animation and product application

Our Client

Australian International School Hong Kong
COFCO Property (Group) Co., Limited
Kaspersky Labs Asia Limited
Killer J Monster Figure Designer
Life of Life Healing Spa
Macau Business Aviation Center Limited
Magna Industrial Co. Limited
Motorola Solutions Asia Pacific Limited
Pantone Asia, Inc.
Sky Shuttle Helicopters Limited
The Peninsula Hotels
Vixtrex Plc.
X-Rite Asia Pacific Limited
... and many other direct clients, marketing and event agencies

"VIZ helped us match our key branding objectives by packaging our message in the most visual and compelling way. Thank you for becoming a very important part of our team."

Nancy Wong, Marketing Manager, Asia Pacific Region – Pantone Asia, Inc.

"I received the brochures you printed. They look great! You definitely went the extra mile by placing the logo on all the product shots with spot premium metallic. Your brochures turned out so good. Thanks for sending. Gio and Ron both send their compliments too."

Karen Lantelme, Advertising Director, USA – Pantone, Inc.

"The design visually looks fantastic. I love the designs that done on all brand materials."

Suzi Vujanovic, School Development Manager – Australian International School, Hong Kong

"The idea you have provided to the property entrance signage is so refreshing that goes far beyond the others. Vincent and I both like your designs."

Bill Fong, Deputy General Manager – COFCO Property (Group) Co., Limited

"We are all very impressed by the high quality service that you delivered. It has been a great experience working with you and your team for a successful event"

Denny Leung, Event Manager, Expoplus Company

Holistic Approach

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Understanding The Brand

"We always delve into your brand and plans as if we were your target customers"

Effective and consistent communication begins with a solid understanding of your:

- Brand vision
- Brand promise
- Brand personality
- Brand values

We understand the importance of a strong BRAND IDENTITY and BRAND EXPERIENCE for your customers at every touch point, and that effective and consistent brand communication works hand-in-hand with the overall communications strategy

VIZ is more than a design firm:

we can work with you on developing the best brand strategy and visual approach that works with your marketing plan and brand promise to your target customers

Delivering A Unique Style

"How are your competitors communicating to their customers?"

VIZ goes above and beyond; conducting our own research to analyze the competition and develop a strategy solution and execution that stands out from your competitors

Considering All Options

"Identifying the value of the brand as a communications tool"

Based on different marketing and business plans, we constantly look ahead to ensure the creative design is adaptable and ready for multiple uses and applications. e.g.:

- Print and promotion materials
- On-screen, mobile and web media
- Public awareness locations and events

VIZ's value-add is to explore all options and offer creative, strategic and effective solutions to meet the client's needs

Our Portfolio

"So what is VIZ's graphic style?"

The answer is simple – It's not our style, it's your brand's style!"

Please see later pages for case studies and work samples of our quality service
Thank you for taking the time out to check out VIZ

For a free consultation or to see more of our works, please do not hesitate to contact us:

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To your brand success...
VIZ

Case Study 1

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Project

Marketing Presentation Deck Design & Development
Victrex Plc.

The Issue

- The PowerPoint presentation from the client's marketing team was required to improve the design and adopted the corporate identity
- The PowerPoint presentation provided was in 16 slides which contained too many information on each slide
- The design and development was required to carry on developing into the newer version and other format like leaflets, web and videos by time, which meant design flexibility was important



Our Solution

- After digesting all 16 slides provided by the client, the content had been reorganized into 60 slides in order to simplify the information displayed on each single slide which made audience easier to view
- Logo elements, stock photos and graphics was developed based on corporate identity and color scheme
- Graphic elements developed were added to the general corporate identity guidelines and then applied to leaflets, web and videos



Case Study 2

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Project

Industrial Lubricant Product Catalog
Magna Industrial Co. Limited

The Issue

- The existing product leaflet was not effective on presenting the right information to the client
- The usage of design elements and typographies was not consistent
- Brand colors were not properly used and presented
- Photo or imagery was not well presented



Our Solution

- Re-organized the sequence of the text content on a folded A4 layout, with a new cover to indicate the product features summary. To enhance the product identity, product photos were included as well as stock photos to define the field of use
- On inside panels, the product information was strengthened with 3D drawings, application areas, stock photos, case study and industrial certificates
- Immersed brand color: gold and silver all over onto the catalog. Professional typography arrangement was applied to show the key information clearly

Case Study 3

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Project

Expandable Mini Trade Show Booth Setup
Kaspersky Labs Asia Limited

The Issue

- Based on the global advertising campaign, a set of flexible setup was required for different sales points located at different countries
- The setup was required not only be flexible and expandable, but also easy to carry and install by amateur and fellow salesman staff
- Visual posters were able to replace easily in order to adopt any future advertising campaign
- Visual posters should follow all the requirements as mentioned on the corporate identity and campaign guidelines



Easy to setup by fellow staff

Our Solution

- A well developed booth system was sourced and chosen to fulfill the client's marketing need with expandable options and flexible shape to fit in different locations
- The booth system was also guaranteed for lifetime quality
- Posters could be replaced one by one and saved costs on future campaign changes



Different parts combinations allowed layout flexibilities and future expansions

Case Study 4

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Project

Photo Retouches and Presentation Preparation
Mission Associates Limited

The Issue

- Too many (100+) original photo shots to be chosen from
- Selected photos were required to retouch according to the client's need and to enhance the over photo mood
- Retouched photos were to put on different usages including contest submission, client website content and presentation book



Our Solution

- 12 photos were chosen carefully with good relationship between each others, and retouches were performed
- Selected photos were layouted into a book presentation with additional interior drawings and text information
- Based on the presentation worked out on the book, similar layouts were adopted into contest boards and website content with a consistency of tone and mood

Case Study 5

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Project

The New Hong Kong SkyMart Launch Party
Hong Kong International Airport, The Airport Authority

The Issue

- Grand opening launch event was required with ribbon-cutting
- Event design, setup & rundown, A/V arrangement, guests performance, audience control, logistics, press media, still & video photography included

Our Solution

- From design rundown setup, contacting different media and performers, performers and workers arrangement, actual event rundown management, event site monitoring were performed
- Budgeting control for the event was also another challenges assigned by the client
- Since this is an event located at the Hong Kong Airport, security and fire proof issues had all been well considered and arranged to meet government's standard



Case Study 6

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Project

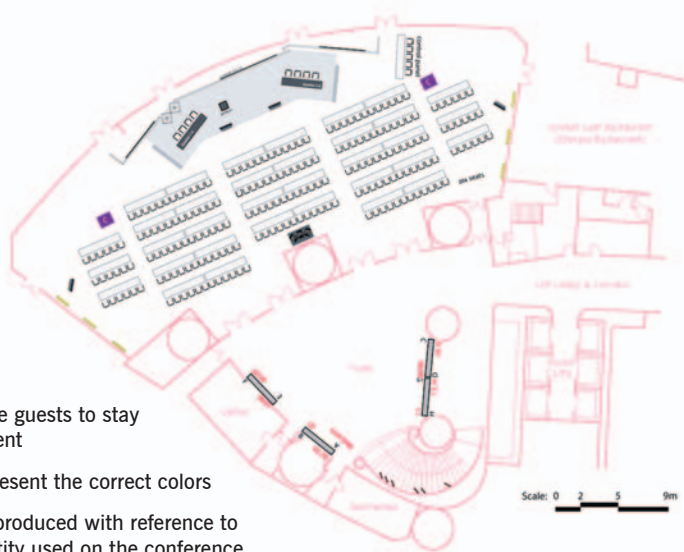
"one step beyond" Investment Partner Conference
Societe Generale Private Banking

The Issue

- Conference presentation was required for capacity of 200 guests
- Other than regular conference at a hotel event hall, at the reception area art pieces from SG sponsored art gallery were required to be displayed

Our Solution

- Conference setup and rundown was dedicatedly arranged with time for the guests to stay at the reception area and enjoying the art pieces with a cocktail refreshment
- All art pieces were applied with accurate color management in order to present the correct colors
- For some 3D art pieces, specially made stand and display modules were produced with reference to the SG corporate identity guidelines, which best matched the overall identity used on the conference



Our Portfolio

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Brand Identity
Pantone Asia, Inc.

VIZ worked closely with the advertising staff and designers at Pantone Asia Pacific and the USA headquarters to refresh the entire Pantone brand.

PANTONE®



We developed a consistent, fresh brand look across various marketing materials including magazine ads, product posters, catalogs, event and tradeshow graphics, web promos, presentation materials, souvenirs and more...



Our Portfolio

Company Profile of VIZ – DJ DESIGN

Brand Identity
Australian
International School
Hong Kong

The Australian International School asked VIZ to create a coherent and consistent brand guidelines and templates for their school logo. The logo was used for both internal and external communications.

The objective was to create a professional and clean logo design that would appeal to both staff, parents and students. We developed new, practical and adaptable style guidelines to allow the school to work with the logo in a variety of applications, and furthermore, to maintain their leading position as a pioneer among international schools.



Various logo applications has been prepared and applied onto a set of essential graphic collateral. Below are some of the initial designs that have taken the new idea and concept stated on the school style guidelines.



Our Portfolio

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Brand Identity Sky Shuttle Helicopters

For their 10th anniversary, Sky Shuttle Helicopters Limited wanted an entirely new brand identity including a new logo. We were able to create a completely new look beyond marketing collateral and their logo – we even re-designed their helicopter and other transportation vehicles, plus provided key patterns and design features for their refurbished interiors and lounges.



Helicopter & Vehicles Painting Scheme



Logo Identity
Guideline Book and
Various Graphic Applications



Location Signages for Customers



Website



Interior Wall Logo and Graphic Patterns

Our Portfolio

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Brand Identity First Cambodia Airlines

We worked together with the Cambodia, Singapore and China-based management team at First Cambodia Airlines to ensure we developed a new brand identity for First Cambodia Airlines that both fitted the Cambodian culture and worked across key markets overseas. After creating the new logo and brand style, we developed a whole range of design applications including the multi-lingual typography, essential stationery, check-in/ticketing counter signage and flight tickets. We were delighted to be able to provide the paint design for their fleet of airplanes. Maybe you will see VIZ's work up in the sky the next time you look up!

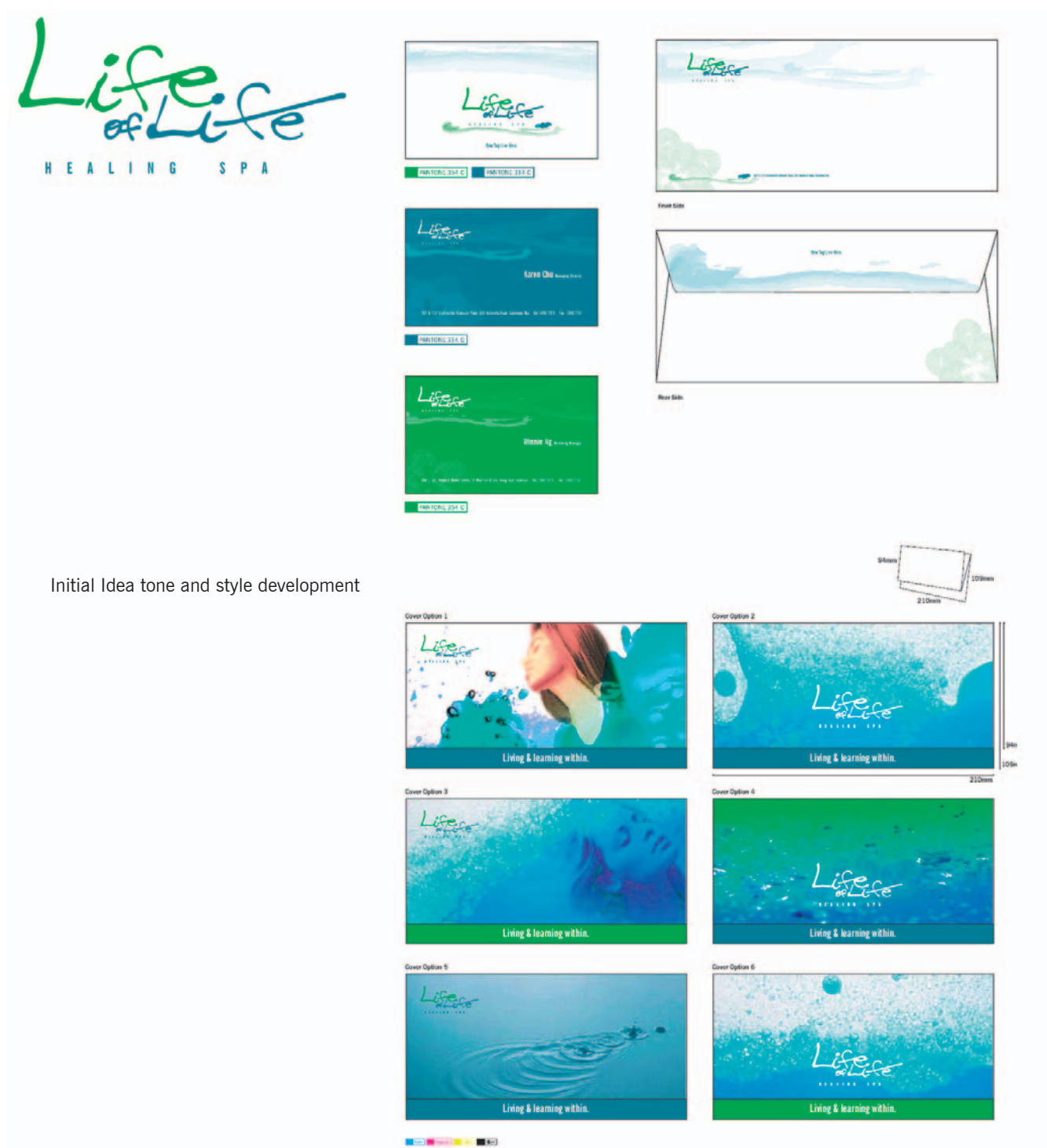


Our Portfolio

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Logo Design Life of Life Healing Spa

Life of Life is a retail brand who wanted to distinguish themselves from the numerous competitors in the marketplace and create original, distinctive designs that would catch the eye of the general public. We developed a bright, invigorating brand identity and color scheme which supported their key brand messages and led to an increase in overall brand recognition



Initial Idea tone and style development

Our Portfolio

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Logo Design Zu San Li Massage

Our brand design for this premium massage shop mixed classic Chinese patterns with western typographies to represent the powerful blend of Western management and emphasis on quality with Chinese massage skills. The luxurious, timeless design gave the promise of quality service, distinction and ultimate relaxation and healing



Our Portfolio

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Logo Design
Killer J
Monster Figures Designer

Killer J is an alternative toy company. They have an edgy Japanese toy aesthetic as far removed from corporate company culture as you can imagine. There were several brand challenges such as pre-defined design parameters which could not be changed. For each piece of communication collateral, we presented a different graphic but maintained consistency though the tone and treatment.



Toy Packaging Card



Toy Illustrations



Graphic Posters

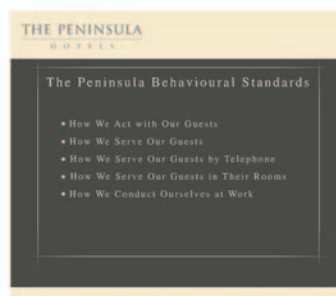
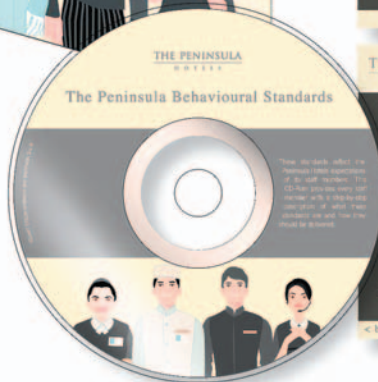
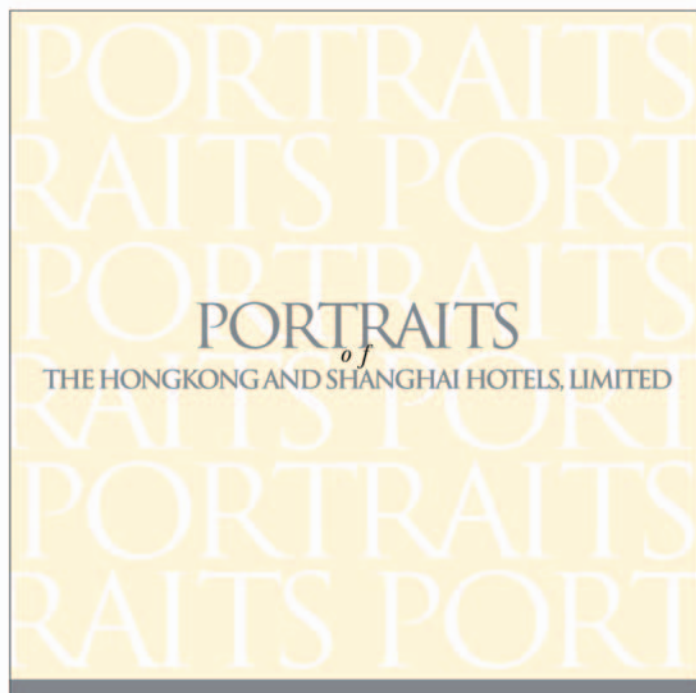
Our Portfolio

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Brand Application
The Peninsula Hotels

VIZ has studied the well-developed corporate identity guidelines from The Peninsula Hotels and successfully applied the simple but classics style of the brand onto different collaterals including prints, on-screen videos, software, presentations and even staff training materials.

THE PENINSULA
HOTELS



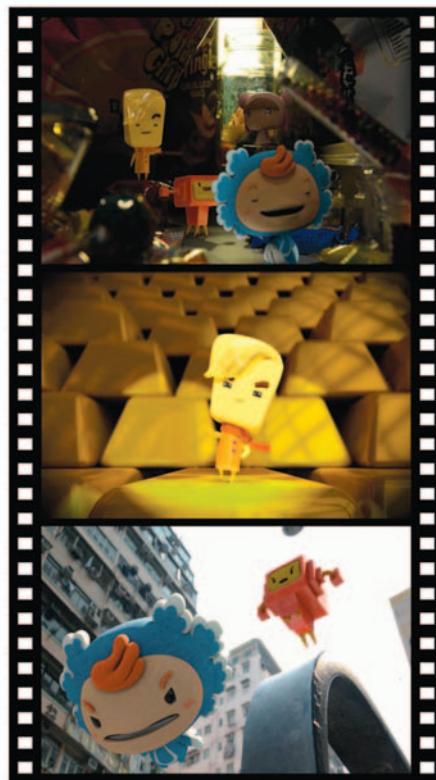
Our Portfolio

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2D and 3D Character Custom Design

Custom character design for the client's brand, service, or product, based on research and analysis on the target audience. Basic service includes creating the character appearance, biography and world settings. A style guide of the character that contains different poses of the character with fabulous emotions and actions can also be complied upon request

In addition, consultation service on promotion strategy with the characters can be provided in various applications such as, illustrations, photo and video integrations, animations, comics, souvenirs and products, with our guaranteed quality control.



Our Portfolio

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Other Logo Designs



APT Communications - TelePark Data Centre



Crystal Palace Shop



Chic Garden Korean Fashion



Richland Catering Holdings Limited



Venice Oyster Bar & Grill



Lorenzo Italy (H.K.) Limited



MC.Founfer Limited



nano Communications



Personalize Beauty & Massage



Mushroom Kingdom Organic Farm



Ishi Couloir Hotel, Niseko Japan



Club Recycle Online