

TOURISM

HONG KONG TOURISM BOARD

Verve Interactive Ltd was invited by The Saltmarsh Partnership to create a poster campaign for The Hong Kong Tourism Board (HKTB).

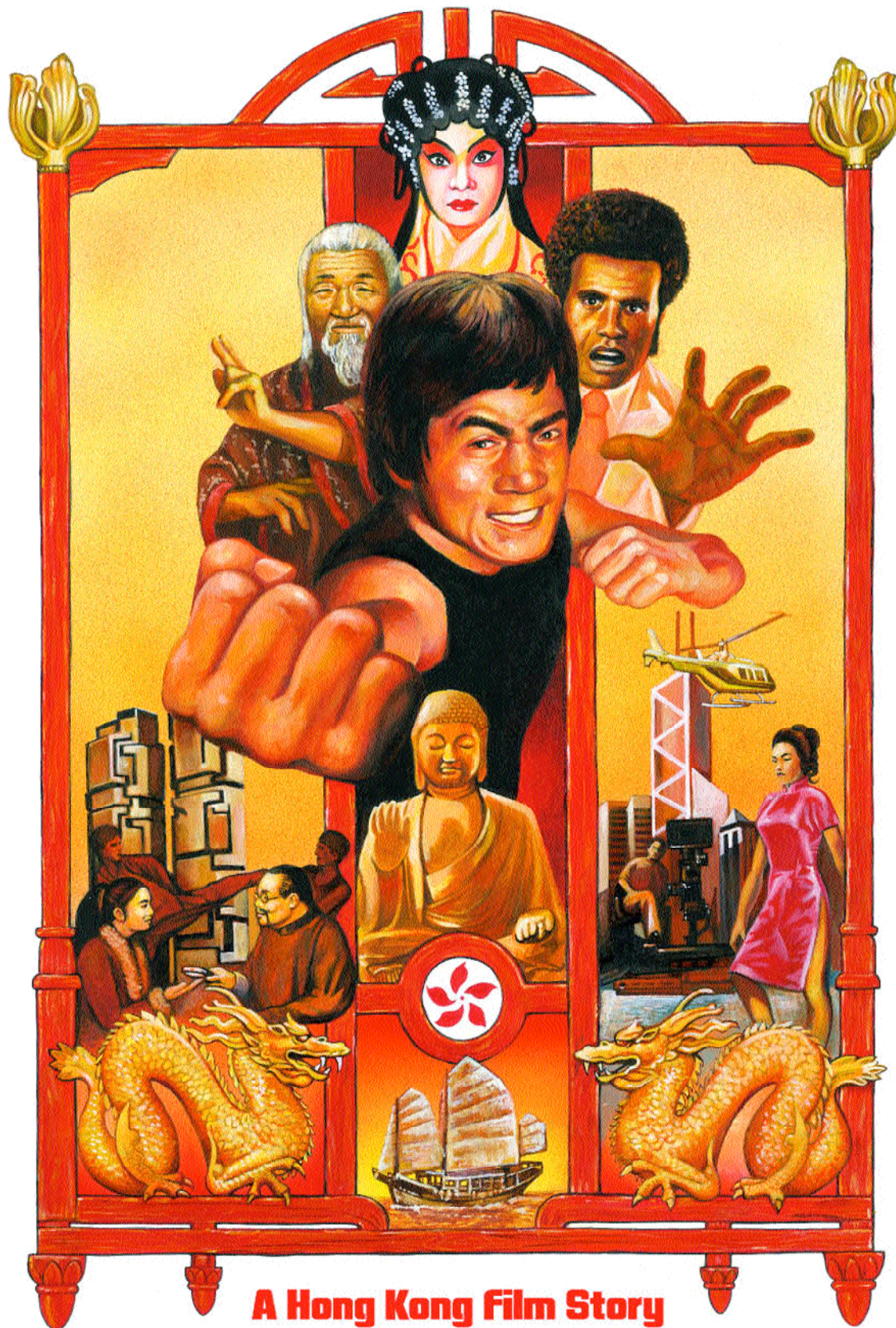
Hong Kong has a thriving film industry and has been used as the location for many successful films. The HKTB wished to attract film fans to Hong Kong to see the locations and visit the film related attractions.

Our approach was to create a poster campaign that tapped into the rich visual art of film posters. The Kung Fu Genre is synonymous with Hong Kong and in particular the films of Bruce Lee and Jackie Chan.

We created a compositional sketch of the poster to indicate the landmarks we needed to include. This was approved by the HKTB and then worked up by a professional illustrator. The illustrator used similar techniques and materials used to create the posters of the 1970's, for an authentic look.

The typography is based on poster art from the 1970's and the letter forms of the title were created for this project.

The posters were designed for display in Tourism Offices.



A Hong Kong Film Story
Legend Of The Nine Dragons

"Spectacularly lit" - Sunday Express "Hong Kong offers everything" - Marie Claire
"Hong Kong loves to party" - Sunday Mirror "Visit this wonderful place" - Liverpool Echo



Shot on location in Hong Kong ★ You Only Live Twice ★ Crouching Tiger Hidden Dragon ★ Love Is A Many Splendored Thing ★ Rush Hour & Rush Hour 2 ★ Love Story ★
★ The Man With The Golden Gun ★ Kill Bill Volume 1 ★ The Pillow Book ★ Infernal Affairs ★ Enter The Dragon ★ Tomb Raider: The Cradle Of Life ★ and many more!
Map on general release JUNE 2004 available from the Hong Kong Tourism Board - Film Festival in Hong Kong - 22 March - 16 April, 2005

PRESS COVERAGE

The following interview appeared in the Daily Telegraph Business Section 12/04/05. It concerns the importance of colour in branding and was titled 'The fashion of colour'.

The Daily Telegraph

In our first look at colour and its uses, Kate Battersby examines how some shades come to be in season while others are clichéd

Corporate branding has an eternal case of the blues. Or so it can sometimes seem to those charged with creating graphic design identities for companies worldwide. If businesses were required to produce their own branding for themselves, then one colour above all others would be the permanent first preference.

"Most clients need to be steered away from blue," says Paul Hitchens, the creative director at graphic design consultants Verve Interactive. "Everyone feels it gives them an air of respectability, suggesting you can have confidence in their brand. But if you look around, it soon becomes clear that about 90 per cent of all business logos are blue and the easiest way to make a brand stand out is simply to go for something else. One of our recent clients was a training organisation whom we switched from blue to green to suggest growth. They stood out a mile from their competitors instantly."

Hence, while trends do exist in corporate colour choice, those trends are not influenced by the

factor which dictates so many other design developments, namely the latest catwalk fashions.

"Only subliminally, if at all," agrees Hitchens. "Fashion is fickle. You can't choose a colour just because it feels right at the time. There has to be a reason in keeping with the company which delivers a lasting message. The image must have substance."

So what's the modish shade of the moment? "Surprisingly, many people are happy to switch to purple," says Hitchens. "They see it as near enough to blue to retain the implication of reliability, but with an element of creativity and free thinking. I see a lot of it now. In fact, purple is so much in vogue that what was recently quite a radical choice is itself becoming almost conservative."

But according to Jonathan Hubbard, the creative director at branding consultancy Interbrand, purple brings its own problems.

"You can run into difficulties with it because people either love it or hate it," he points out. "It also has particular associations. In Italy it's a papal colour. Elsewhere, it's associated with mourning. Other unpopular colours are brown or

pink, but UPS and T-Mobile respectively have overturned that trend to achieve the ultimate goal of 'owning' those colours - they are twinned in the public mind with those companies and no others.

"That is what is chiefly so difficult about blue," Hubbard continues, "as it's impossible for one company to own it. New brands think using blue will give them an established feel, and it is true that it is often used by long-standing companies to underline a sense of heritage and stature. Certainly no one dislikes blue in the way they can brown or pink.

"At present, I would say certain beiges are very difficult to use in a way that looks relevant and contemporary - they're seen not just as old-fashioned, but as muddy and even dirty. Cleanliness and clarity are definitely in. I saw a whole spate of lime greens recently. Bright oranges and reds - warm colours - are around now. Colour combinations also go through cycles, with light blues and browns popularly paired at the moment."

So what do the experts forecast will be the next purple? Hitchens laughs. "Probably blue," he says ruefully.