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## Chill Creative Portfolio

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## Branding for a Healthy Bistro in Hong Kong

Shaping identity for a youthful and elegant new eatery.

### Client

Papillon Caffe

### Scope

- Brand audit and analysis
- Brand strategy
- Brand story creation
- Brand logo design
- Brand naming
- Brand identity and style guides
- Print collateral



## Branding for a Healthy Bistro in Hong Kong

### Project Background

Chill Creative worked with Zen Cuisine, a 30-year-old F&B group that originated in the UK, to develop an innovative brand design and identity for Papillon Cafe in Hong Kong. Targeting a young and hip generation of consumers who want an elegant and easy-going lifestyle experience, Papillon caters to the Gen-Y segment by offering high-quality food and beverage services. "Papillon" means "butterfly" in French, and Chill gave life to this concept by developing three keywords - "Hearty, Balance, Infinity" - to reflect the quality products and services provided by our client. We produced a fully developed brand identity guide that included the logo, secondary graphics and typography as defined by the brand's core values. We also designed all communication tools including store wall graphics, paper utensils, promotional items and the website to ensure the consistency of the brand's long-term image.



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