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## Chill Creative Portfolio

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# Stepping Out of Hong Kong with Chui Cheung

Subtly modernising the company's logo for global expansion.

## Client

Chiu Cheung Company Limited

## Scope

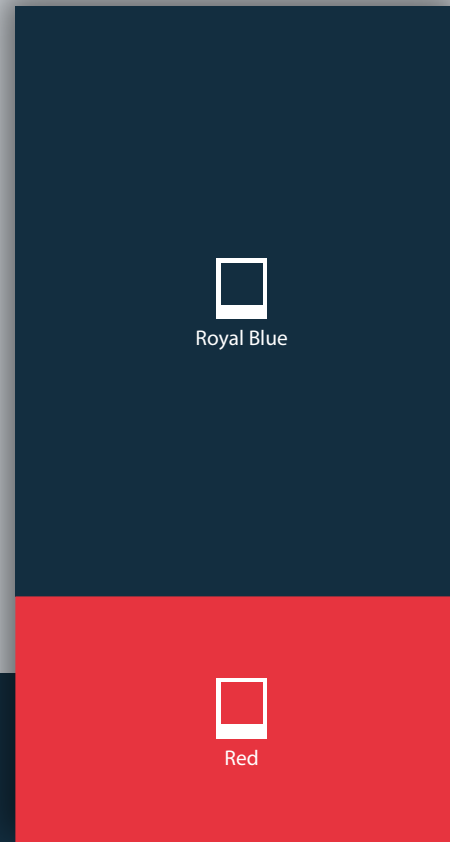
- Brand logo design
- Brand identity and style guides

## Background

Founded in Hong Kong in 1947, Chiu Cheung is an integrated service provider of control consoles, server racks and other high-end sheet metal-fabricated products. To mark the company's 70th anniversary, Chiu Cheung commissioned Chill to update its logo and internationalise its image.



#### #Primary Brand Colors



#### #Secondary Brand Colors



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### Making a Case for Subtlety

While we were allowed to tweak the design, Chiu Cheung wanted to keep the logo's original identity. Chill's updated logo utilised a new colour scheme while depicting the summit of a mountain as the pinnacle of success. We created a guide to brief employees on the new logo, a branding campaign, advertising templates and even updated uniforms. This project was an example of how subtle design tweaking can create maximum effect. Chiu Cheung is now a fast-growing company in China with an eye on global expansion.

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