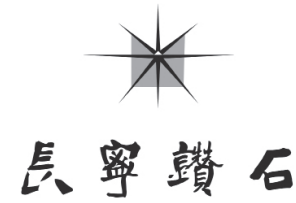


136 CHEUNG NING



137 RPW Law



138 Where They At



136
:Client's Brief

CHEUNG NING, an international diamond processing company, finished transforming from a traditional family business to an international listed enterprise. So they needed to upgrade and optimize their identity to become more international.

:Design Philosophy

CN is the abbreviation of CHEUNG NING. The typeface absorbed and inherited the "dragon" element of the previous logo. The "dragon" element got simplified and blended with the typeface.

137
:Client's Brief

RPW wanted an updated, fresh look.

:Design Philosophy

When redesigning the logo, Garrett Patz thought that law always came full circle.

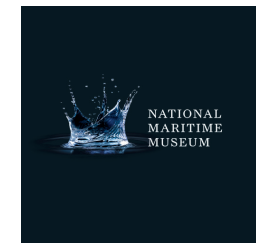
138
:Client's Brief

The aim was to bring a less feminine style to this New Orleans Hip-Hop documentary photography exhibition.

:Design Philosophy

Erik Kiesewetter wanted to call back to the style of the 1990's hip-hop record label companies of the South.

139 National Maritime Museum



139
:Client's Brief

SomeOne was appointed as brand strategist and identity consultant following a four-way pitch in April 2010 to rebrand and rename The National Maritime Museum, which is one of the largest museums in the world on this theme and one of the most popular attractions in the UK, along with rebranding The Royal Observatory, Peter Harrison Planetarium and The Queen's House.

:Design Philosophy

The identity uses a splash image to reflect the global reach of discoveries about navigation, timekeeping, astronomy and technology made in Greenwich. The splash has different colour variations to denote the Museum's different sites, using sea-blue for the Maritime Museum, gold for the Queen's House and Royal purple for the Royal Observatory.