



Mr. H. Tang

FUTURE-TO-BE PROJECT
2018

T H E B R I E F

A venture capitalist has approached Drezier Communications to create a brand new business or name card in order to reinvigorate the philosophy of his investment. The venture capitalist has already invested in tenfold of different genre of business mainly in Hong Kong and mainland China. The range of his investment portfolios was tremendously wide and beyond. The project's briefing should be concluded in a handful of keywords – tradition, future, pragmatic and devotion.

Drezier Communications has consolidated that our client's interested venture lies in cultural aspect, widely and acutely. Besides, style, tone and manner all have been outlined through several lengthy and deliberated discussions. Briefly, five attributes summarise the deliverable's characteristics – etiquette, exquisite, inheritance, sustainability and cultivation.



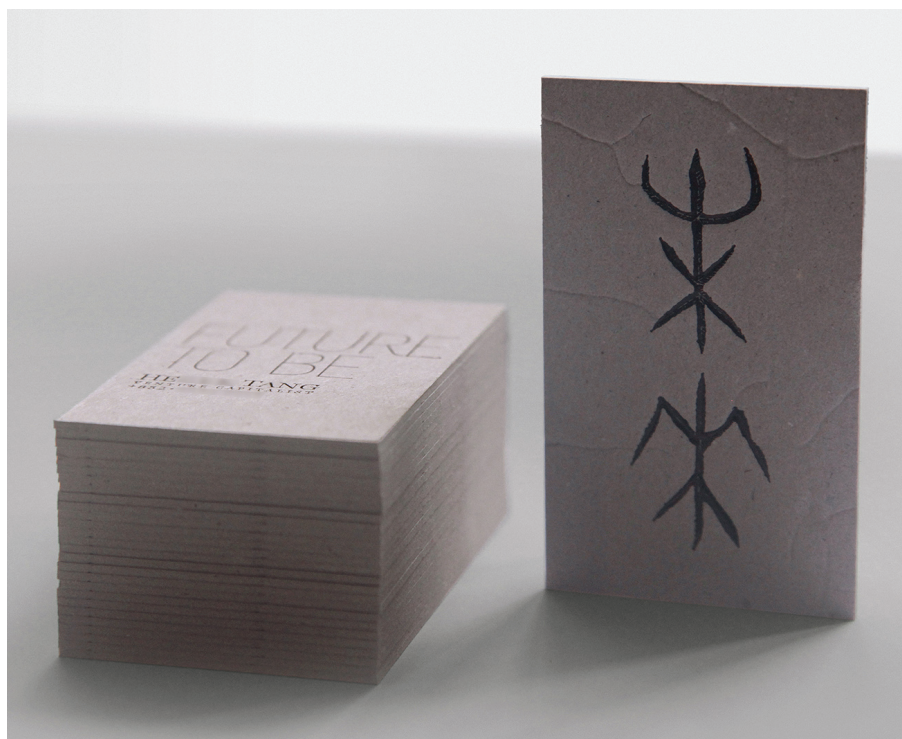
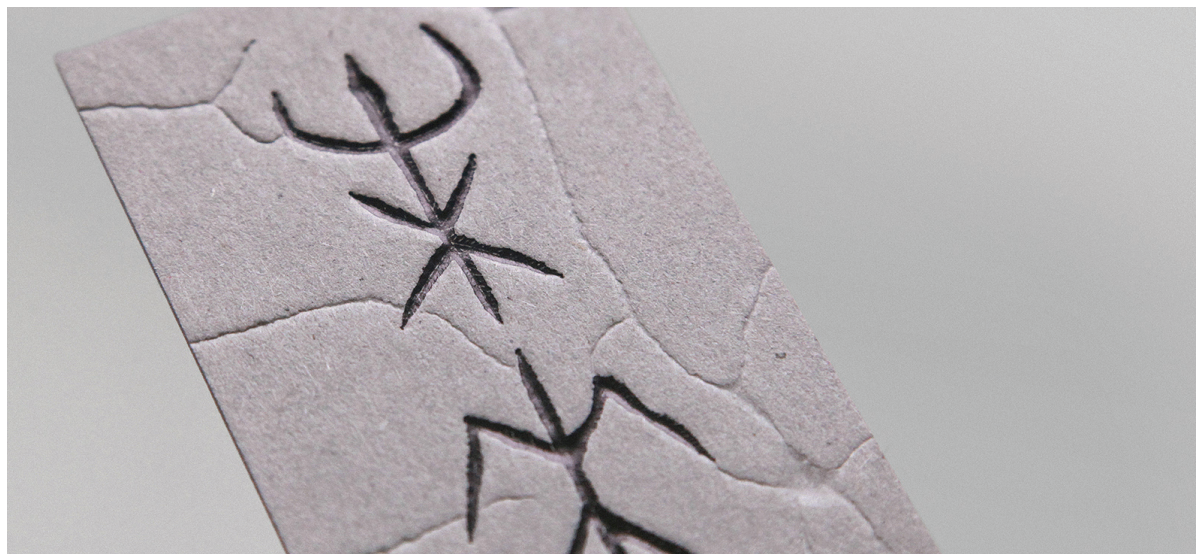
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GRAPHIC DESIGN

Client: Mr. H. Tang, Hong Kong
Nature: Venture Capitalist
Type of Work: Brand Revamp
Project Name: Business Card
Location: ---
Net Area: ---
Overall Concept: Cultivation for the Future
Style of Work: Raw and Neat
Materials used: Grey Thick Cardboard

Creative Director: Alan TF So
Production Manager: Alan TF So
Designer: Alan TF So
Production Unit: B/W Production, Hong Kong
Completion: August 2018



THE DELIVERABLE

In ancient times, cultivation is an essential thought of people. One of the earliest written scripts in the world was oracle bone script (Chinese: 甲骨文) found in the cradle of Chinese culture. Simple symbolic scripts were used to record knowledge or ceremonial activities. As time went by, more complicated characters were expanded in the cause of cultural development. The Chinese characters “未” (meaning: not yet) and “來” (coming) were evolved from the origin of characters “木” (tree or wood) and “禾” (crop or grain) respectively. Together, the two characters “未來” combined means the future. “Not yet coming” or the future is constructed through cultivation of land that blossoms into good hope and prosperity. Drezier puts together designated elements of oracle bone, customarily vertical alignment of oracle-bone-script characters “未來” and the theme “Future To Be” into the venture capitalist’s new name card. Raw, neat and in style.

[Original Online Portfolio: <https://drezier.com/2019/01/18/personal-branding-english-business-card-design-venture-capitalist-in-hong-kong/>]



Thank you

More branding & graphical works
on drezier.com