



Mr. Hezek Tang

FUTURE TO BE
2018

T H E B R I E F

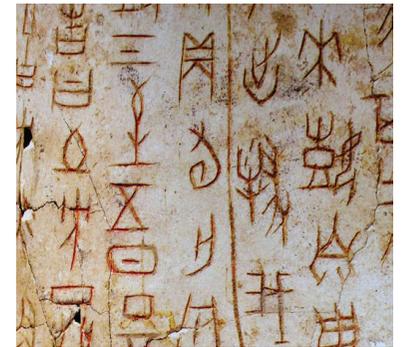
A venture capitalist has required to create an out-of-the-box new business or name card in order to **reinvigorate the philosophy of his investment**. He has already funded in tenfold of a diverse genre of venture mainly in Hong Kong. The range of his investment portfolios was amazingly wide and beyond.

Drezier Communications solidified that **much of his interested venture lies in the cultural perspective**, widely and acutely. Besides, style, tone and manner have been induced down to exquisite, humane and etiquette through several in-depth discussions.

THE CONCEPT

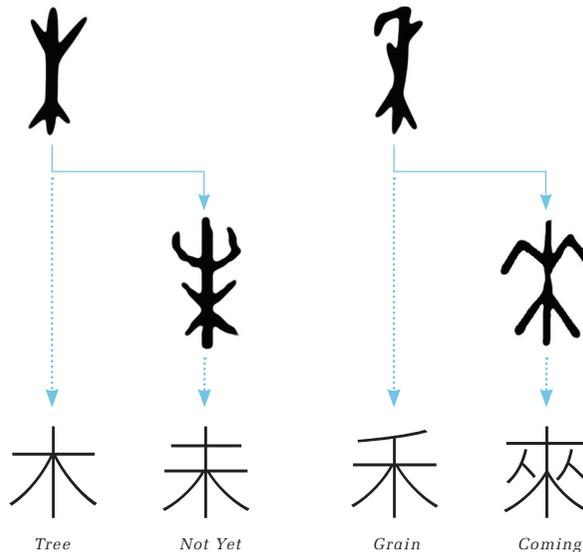
Cultivation is a word oftentimes used in agriculture and refers to the preparation of ground to promote growth. Yet, in modern days, cultivation means a designated process of trying to obtain a quality or skill. The aspiration of new investment engagement should be aimed at the cultivation of personalities including decency of their future. **“Cultivating the future” is sustainability as well as a sustainable concept.**

Back into the ancient times, cultivation was an essential living of human being. 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 inscriptions were used for divination, or to record ceremonial activities. As time went by, more specific characters were expanded increasingly in the cause of cultural development. The Chinese characters “未” [meaning: not yet] and “來” [coming] were evolved from the origin of root characters “木” [tree or wood] and “禾” [grain or crop] respectively. Together, the two characters “未來” **combined means the future.** “Not yet coming (Chinese: 未來),” or the future, is lived through the cultivation of land that blossoms into accomplishment and prosperity.



(Source: internet)

Original root of character
(oracle bone script):



REFERENCE :

- Oracle bone script in Wikipedia:
https://en.wikipedia.org/wiki/Oracle_bone_script
- Chinese character 木 (meaning: tree or wood) in Wiktionary:
<https://en.wiktionary.org/wiki/%E6%9C%A8>
- Chinese character 未 (meaning: not yet) in Wiktionary:
<https://en.wiktionary.org/wiki/%E6%9C%AA>
- Chinese character 禾 (meaning: grain or crop) in Wiktionary:
<https://en.wiktionary.org/wiki/%E7%A6%BE>
- Chinese character 來 (meaning: coming) in Wiktionary:
<https://en.wiktionary.org/wiki/%E4%BE%86>
- Chinese characters 未來 (meaning: future) in Wiktionary:
<https://en.wiktionary.org/wiki/%E6%9C%AA%E6%9D%A5>



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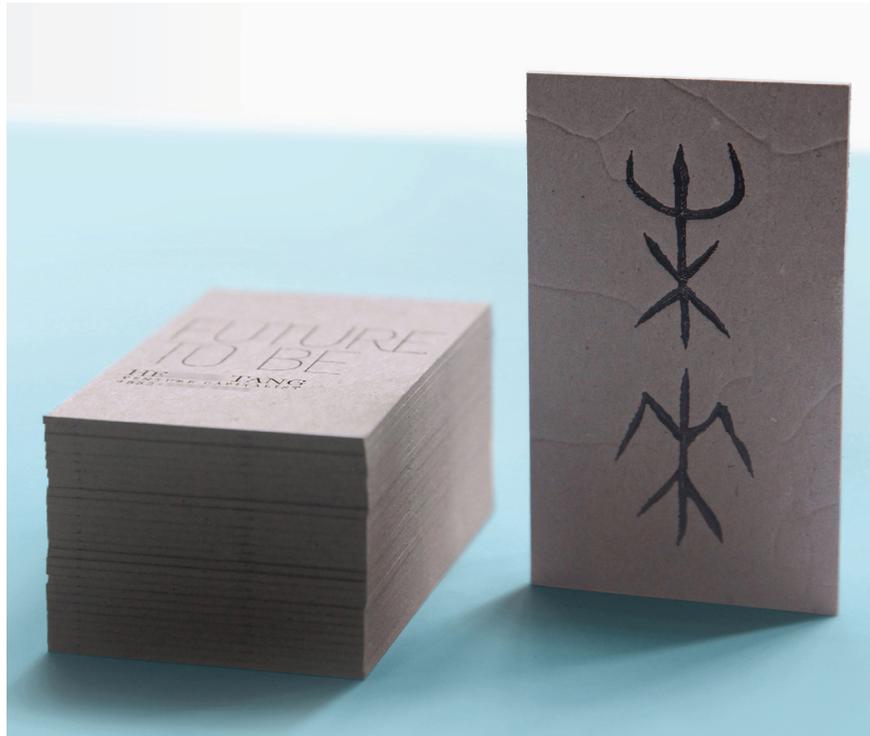


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GRAPHIC DESIGN

Client: Mr. Hezek Tang, Hong Kong
Nature: Venture Capitalist
Type of Work: Brand Revamp
Project Name: Business Card
Location: ---
Net Area: ---
Overall Concept: Cultivating 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 DELIVERABLES

“To be” is a verb which shows a state of existence; whilst “-to-be” refers “of the future.” **A theme-line “Future To Be” is put forward in the combination of the awareness of cultivating the future.** The combined characters “未來 [the future]” in oracle bone script is a promise of the rich harvest of cultivation.

Drezier Communications designed the venture capitalist’s new business card with modernised elements of a shell, the customarily vertical alignment of two oracle-bone-script characters “未來 [the future]” and the created theme-line “Future To Be”. **Raw, neat and in style.**

Ultra thick grey cardboard was used to capture the texture and mass of a shell. The inscribed Chinese characters and “Future To Be” were hot-stamped. Cracks were stimulated by analogous embossing effect which escalated the overall style, largely.

[Original Online Portfolio: <https://drezier.com/2019/01/21/personal-branding-english-business-card-design-venture-capitalist-in-hong-kong/>]



Thank you

More branding & graphical works
on drezier.com

THE WRITE - UP

The venture capitalist has already invested in a broad range of investment portfolios, mainly in Hong Kong. Dreizer Communications was keen to use the remote oracle-bone-script of Chinese characters “未來 [the future]” as to create interest. And thus it promoted him to **anchor a heartfelt and compelling conversation**. It provided **an occasion to refine his vision and mission in full**.

In the process of liaising new investment, two different scenarios generally happen. At casual gatherings and business-wise functions, a universal business card with a full list of investment portfolios is deployed. However, a premium name card is presented in a one-on-one meeting with a high potential entrepreneur. In short, two distinct English versions of name card have been created to meet with almost every circumstance he will confront.

