

TANDEM DESIGN

WE ARE A STRATEGIC DESIGN CONSULTANCY.
WE BELIEVE THAT EFFECTIVE DESIGN HAS
THE ABILITY TO CHANGE THE WAY A BRAND
DOES BUSINESS AND ULTIMATELY CHANGE
CONSUMERS' ATTITUDE TOWARDS IT.

STRATEGIC DESIGN FOR BRANDS

Approach

What we believe

We believe that effective design has the ability to change the way a brand does business and ultimately change consumers' attitude towards it.

We also believe that brands should be honest and true to themselves and that aligned and simple design can join the dots by representing how they look, what they say and how they say it and how they behave and act.

The way we work

Our name is no co-incidence. Partnering with key stakeholders allows us to understand the intent and direction of a business, and gives us the ability to evaluate the objectives and opportunities in context of the big picture. Understanding the strategic context allows us to cohesively fit all the pieces together.

Internally, we adopt strategies relevant to the project. We're known for being creative – but we also like to think. Devising solid creative solutions takes time, and strategy is one of our core principles.

How we do it

Our Inform–Create–Express methodology, helps our clients at varying stages of a brand's life from creation, evolution through to execution and design management.

Being able to dip into any or all aspects of our creative experience, allows our clients to see big differences from even the smallest projects. Using our brand health check audits, design workshops and brand toolkit development, brand architecture platforms, visual toolbox development we can extract the potential of brands to make differences that can translate into big business.

Capabilities

At Tandem Design we work with clients from a wide range of sectors and industries, common to all of them is their need for aligned communications.

Our expertise covers a range of disciplines including:

- Strategic Design
- Brand Consultancy
- Brand Management
- Corporate Identity
- Brand Identity
- Visual Identity
- Information Design
- Literature Design
- Packaging Design
- Signage Design
- Brand Guidelines

Inform

The Inform phase delivers clear picture of the critical issues that the brand faces, from this a Brand Roadmap is developed to drive future the brand forwards.

Create

The Create phase brings life to the Brand Roadmap developing the visual, verbal, environmental and behavioural building blocks of the brand – brand assets.

Express

The Express phase applies the brand assets to specific applications. Documentation in the form of a brand toolkit captures the value and knowledge developed.

At Tandem Design we have developed Inform-Create-Express, a three phase process to approach brand issues. Each phase contains a range of services and deliverables that are tailored to the brand's specific needs.

Inform deliverables

Design Audits
Competitor Analysis
Insight Workshops

Benchmarks the brand expression and recommends future opportunities.
Maps the competitive landscape highlighting white space opportunities.
Provides a stakeholder perspective of the brand and how it is perceived.

Create deliverables

Identity Creation
Visual Language
Information Architecture

Develops the core visual identity assets – logo, wordmark or icon.
Creates the look and feel of the brand and its tone of voice.
Provides structure to the visual and verbal elements.

Express deliverables

Design Toolkit
Design Management
Implementation Services

Documents the brand to enable it to be expressed in all its forms.
Provides consultancy on day-to-day brand management.
Uses the Design Toolkit to develop real collateral items.



Building new horizons for Sunridge

Construction management consultancy, Sunridge engaged Tandem Design to develop a new brand platform to position Sunridge for its next stage of development.

Scope

Visual Identity

Deliverables

Identity Creation

Visual Language

Design Toolkit

Implementation Services

Issue

Sunridge was initially intended to be a sideline consulting offering that in the space of 6 months developed into a serious business opportunity. Sunridge's management recognized the need to develop a strong brand image to fully realise future business opportunities.

Tandem Design was engaged to develop a brand platform that would be true to the companies straight-forward ethos; whilst being to manageable for a rapidly growing small business.

Solution

Working with Sunridge's principal, Tandem Design developed the notion of 'Trusted-Innovation', this became the driver of the new visual identity. This concisely expressed the extensive industry expertise of Sunridge principal; combined with a fresh approach to solving complex problems.

Sunridge's new wordmark blends stature with a contemporary look and feel. The gun-metal blue and slate grey colour palette delivers a fresh clean look. Supporting graphics are based on the 'S' character of Sunridge, expressing the innovative approach that Sunridge offers.

Result

Following the launch of the new identity Sunridge has be able to communicate with increased professionalism to new and existing clients. A new sense of pride emerges when presenting name cards. Tandem Design developed a brand toolkit to enable consistent expression of the identity as Sunridge expands.



Enriching life with Art

Revitalising The Fuschia Tree's identity system and marketing communications enabled the brand to flourish and move beyond its online presence.

Scope

Visual Identity

Deliverables

Identity Creation

Visual Language

Design Toolkit

Implementation Services

Issue

The Fuschia Tree started in India as an online affordable curated art platform and lacked a coherent visual identity that would grow with future international business expansion. The visual expression was restricting development of brand beyond the online platform. It also lacked alignment with the business ambition that the brand aspired to be.

Tandem Design reviewed the existing brand expression to establish a road map for the development of the brand identity.

Solution

A fresher, more vibrant and flexible visual identity was developed that built upon the visual essence of the original logo. The strong accent fuchsia colour was enhanced by a colour palette developed to enhance the key colour. The use of actual art from the collection in collateral materials provided a stronger connection to the artists that The Fuschia Tree seeks to develop.

Result

The Fuschia Tree now has a brand that can grow to meet the needs of a new business initiatives. Since its origins as an online only platform, The Fuschia Tree has transformed into an art gallery, artist workshops and a range of artist merchandising as their new offerings.



Getting started with Prudential Hong Kong

Prudential Hong Kong's Human Resources team engaged Tandem Design to package a new joiners kit as part of a revamped staff orientation program.

Scope

New Staff Orientation Kit

Deliverables

Information Architecture

Visual Language

Implementation Services

Issue

Prudential's orientation pack had grown organically into a mass of information. While comprehensive, its contents was difficult to navigate and confusing. This made the first weeks of new joiners that little bit more difficult as basic information was not being communicated.

Tandem Design was tasked to develop a method of organising and presenting a revised orientation package for new joiners at all levels to easily access the information.

Solution

The orientation materials were broken down into six sections, relating to the information needs of new joiners. A welcome folder entitled 'Getting Started' was developed to contain all the orientation materials. The folder is personally presented, and explained to all new staff on their first day of work to kick-starting the orientation process.

Electronic templates were developed to allow easy update and personalization information. The ring binder format was selected to allow for future content revision.

Result

The 'Getting Started' pack now forms a tangible part of the orientation process, its clear and straight-forward look and feel makes it quick and easy to access information. Whilst a positive impression is gained of new starters of Prudential as they transition into their new role.



Making a statement

Leading financial services brand Prudential, Hong Kong collaborated with Tandem Design to redevelop its customer statements system.

Scope

Customer Statements Redesign

Deliverables

Information Architecture
Design System
Design Toolkit

Issue

Growth of Prudential, Hong Kong product offerings lead to the existing statement design being not able to effectively deal with the new product type. The result was lack of consistency among the different statement types in terms of layout, typography, information and language presentation.

Tandem Design was tasked with revamping the whole statement system, building on customer research that Prudential had conducted. The aim was to develop clarity in an important piece of customer communication and reduce natural resources used in a transition to customer opted paper-less electronic statements.

Solution

Tandem Design partnered with Prudential's multi-department taskforce to develop a flexible bilingual information architecture system that would increase ease of use and clarity whilst saving paper usage. A consistent masthead was adopted for all the different statement type with colour used to identify between insurance and investment statements.

Result

Prudential have managed to reduce paper usage, the revised system enabled the production of statements to be outsourced to third-party partners.



HR becomes Prudential's trusted advisor

The Human Resources regional leadership team of Prudential engaged Tandem Design to help reposition their HR offering, to that of a trusted partner.

Scope

HR Internal Communication

Deliverables

Identity Creation

Information Architecture

Design Toolkit

Implementation Services

Issue

A change in the regional Human Resources leadership team at Prudential Corporation Asia led to a review of stakeholder communications and service delivery. As a result of the review action needed to be taken to raise the status of Human Resources at all levels of the organisation.

Tandem Design was tasked to develop a suite of communication materials that would create a unified look and feel for internal staff and potential recruit materials.

Solution

Working in partnership with the Human Resources and Brand and Communication teams it became clear that more strategic solution was required. Tandem Design developed 'PRU&YOU' as a communication theme as a core component to the design system.

'PRU&YOU' is used as a typographic element to communicate the new partnership approach that Human Resources has adopted. A new look and feel was developed giving Human Resources a distinct identity whilst still maintaining a clean and uncluttered Prudential feel.

Result

The new look and feel was launched at an internal regional conference to positive feedback around. A brand toolkit was developed to allow the new design system to be applied to all Human Resources materials regionally.



Seen and heard: Latest from Ogilvy in Asia

In a world of electronic communications Ogilvy Asia Pacific took a more traditional approach to communicating best practise and news to its staff and business partners.

Scope

Internal Communications

Deliverables

Literature Design
Design Expression

Issue

For any professional services firm the client communication is often a priority over internal communications. The corporate communications team decided that rather than a 'modern' electronic method of communication that only a physical newsletter placed on staff members desk would get the required attention.

Solution

Rather than create a 'top down' corporate communication vehicle as more human approach was adopted. Taking design cues from Sundaycolour supplements found in broadsheet newspaper, a approachable and clean look and feel was developed. Sections use different colours to aid readers navigation. Striking cover images are used as the magazine is placed directly on staff desks, to make sure it is not missed in the midsts of client deadlines.

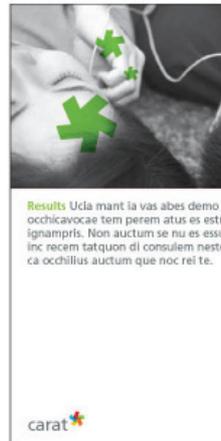
Result

The current form of Ogilvy's Asia has been used successfully since 2002. In 2009, a new regional CEO will lead the next generation of Ogilvy's Asia forwards.

After



Before



Providing recognition to Prudential employees

An internal staff recognition programme wasn't 'invisible' to staff members due to a lack luster visual identity that emerged from a internal competition.

Scope

Internal Recognition Programme

Deliverables

Visual Identity
Design System

Issue

A well meaning staff committee developed a new staff recognition programme. The provide the initial internal promotion a competition was devised to create a 'logo' for the programme. The result was a 'logo' that did little to express the brand values and gave Marketing a black mark, against programme they were not responsible for.

Tandem Design was tasked with developing a new visual identity that would allow a 'transition' story to be expressed, the aim being to create an identity that they would be proud to associated with.

Solution

The existing dancing figures were discarded and a more conceptual rendition of group strength and support developed. A hexagon of stars sybomlised the five values of the programme while delivering a modern and impactful image. The existing colour palette was refreshed to give a brighter and more vibrant look and feel. Communication materials used black and white photography overlaid with elements from the symbol to visually differentiate from other communications materials in use.

Result

The new visual identity is currently being applied next phase of the programmes development.



Prudential Corporation Asia

Brand architecture guardians for the Asia region. Visual identity consultants. Internal HR brand creation. Literature and customer statement systems for Hong Kong.



The Fuschia Tree

Brand consultancy, brand repositioning, visual identity creation, brand architecture development, creation of corporate brochure, marketing materials and brand toolkit.



British Council Hong Kong

Creation of visual identity system marking the 60th anniversary in Hong Kong, the visual identity was expressed in all marketing collateral and brand activities.



Bordeaux Winebank

Brand consulting, brand creation, brand architecture system, visual identity creation website development.



Shangri-la Hotel and Resorts

Brand consulting, visual audit to provide alignment to the brand's print based communication materials. Creation of road map to align the brand expression to the core essence.



The Venetian Macao

Brand consultancy and brand source book creation for all marketing collateral and advertising materials. Usage guideline for visual identity system and brand assets.



Ogilvy & Mather Asia Pacific

Internal communications, Asia Pacific staff newsletter design system and implementation service.



Senrigan Capital Group

Brand creation, brand positioning, visual identity creation, visual identity guideline, marketing collateral and website development



CITIC-Prudential

Creation of literature system and literature guideline documentation.



Jardine Matheson

Development of refreshed look and feel for group corporate policy and human resources materials.

News Release

TANDEM DESIGN PICKS UP SECOND PLACE AT INTERNATIONAL DESIGN AWARDS



Los Angeles, Hong Kong (6 February 2009) Kevin Yuen and Jeremy Vinson of Hong Kong was Awarded: Second Prize in Print – Direct Mail for the entry titled, “Design is not pretty”.

The International Design Awards exist to celebrate the world's most visionary designers, discover new and emerging talent, and promote the appreciation of design worldwide.

Architects and designers of interiors, fashion, products, and graphics submitted over 1000 entries from 52 countries throughout the world, proving IDA's global emphasis. Judging was a rigorous process, with winners receiving publication of their work in the 2008 International Design Awards art book, to be distributed to museum bookstores nationwide; promotion to 100,000 design professionals and potential clients worldwide; year-long coverage on the International Design Awards website; and critical acclaim by our distinguished panel of judges.

Jurors included Qingyun Ma, Dean of Architecture, University of Southern California; Gwynne Pugh, Pugh+Scarpa Architects; Kahi Lee, Host, HGTV's “Design on a Dime” and Style Network's “My Celebrity Home”; Rido Busse, Chairman, German Industry and Trade Board; John Dunnigan, Chair, Department of Furniture, Rhode Island School of Design; and Brandusa Niro, Editor-in-Chief and Founder, Fashion Week Daily; and other leaders and editors in the design fields.

About the Winner

Tandem Design is a strategic design consultancy. We believe that effective design has the ability to change the way a brand does business and ultimately change Consumers' attitude towards it.

Founded by design duo Kevin Yuen and Jeremy Vinson. Hong Kong based, Tandem Design provides “Strategic Design for Brands” and working with clients from a wide range of sectors and industries, common to all of them is their need for aligned communications. Tandem Design expertise covers a range of disciplines including: Strategic Design, Brand Consultancy, Brand Management, Corporate Identity, Brand Identity, Visual Identity, Information Design, Packaging Design, Signage Design and Brand Guidelines.

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At Tandem Design, we see strategic design as the competitive business tool to make businesses into great brands. We are a fresh new strategic design consultancy focused on adding value with design effectiveness.

To find out more how Tandem Design can give your business the design advantage, get in touch.

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Strategic Design | Brand Consultancy | Brand Management | Corporate Identity
Brand Identity | Visual Identity | Information Design | Literature Design
Packaging Design | Signage Design | Brand Guidelines

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