

# the SILVERBACK

### **NEWS UPDATE**

The Silverback has gained momentum since our first edition of Primal Call. During the first half of 2005 we worked with some leading brands such as MTV, Laneige, LimeLight Studios and Venue Asia (representing Puma).

Our work has included brand building, online design, photography and print, and it continues to speak for itself. Word of mouth has been spreading and our clients keep coming back for more!

We are always on the lookout for new clients who appreciate great design. If you have print or online design needs and would like to give us a try, whether an annual report, a new corporate identity, or a simple web site, we would be excited to hear from you.

Please contact us at <a href="mailto:silverback.com">silver@thesilverback.com</a> www.thesilverback.com



### MTV Asia Awards 2006

MTV selected The Silverback to develop the MTV Asia Awards 2006 kit, which includes a book and DVD. Stay tuned for full details in our next newsletter.



## **LimeLight Studios**

LimeLight Studios is making waves on the Singaporean photographic scene. The Silverback was engaged to develop a comprehensive corporate identity covering logo design, web site and stationery.



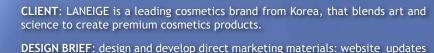
CLIENT: VENUE is a lifestyle company that distributes high-end fashion products throughout South East Asia. Some of its brands include Puma, Starck, Nuala and

DESIGN BRIEF: design and develop the brand, extending it through online (website), print (business cards, letterhead) and ensure consistency with the boutique/showroom. incorporate showroom photography and portraiture.

RESULTS: we used a rich textured look and feel, mixing brown leather with wood grain, imbibing a luxurious effect synonymous with the projected brand image, while maintaining a 'cutting edge' with the 'v' cut running thematically throughout the various media.

WHATS NEXT: packaging design, product photography, brochure, web updates. Check out www.venue.com.sg





and maintenance. incorporate product photography into the design.

**RESULTS:** eye-catching direct marketing materials designed to ensure customer share-of-mind while reinforcing the brand promise. Visit www.laneige.com.sg

WHATS NEXT: the silverback is Laneige's regular design house and we are very excited to be working closely together on some cutting-edge design work!



- [+] Product Photography & Imaging
- Digital Enhancements
- Concept & Art Direction
- Vendor & Project Management
- Direct Mailers, Print Materials
- Advertisements/Advertorials Website Development



### Our services enable you to build a total customer experience

Brand strategy & positioning Business strategy Research

# **BRAND IDENTITY**

Logo and identity development Corporate Literature Brand integration

### INTERACTIVE MEDIA

Internet/intranet Multimedia Motion graphics

### INTEGRATED MARKETING

Advertising & media planning e-marketing Collateral design

### **PRINT DESIGN** Annual reports

Corporate brochures/flyers Visual Communications

### WEB HOSTING SERVICES

Domain name registration Web Hosting Online project devt status