



**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 [silver@thesilverback.com](mailto:silver@thesilverback.com)  
[www.thesilverback.com](http://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.

[+] Namecard



[+] Letterhead



**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 96 Hours.

**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, imbuing 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](http://www.venue.com.sg)



**CLIENT:** LANEIGE is a leading cosmetics brand from Korea, that blends art and science to create premium cosmetics products.

**DESIGN BRIEF:** design and develop direct marketing materials: website updates 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](http://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**

**STRATEGY**  
Brand strategy & positioning  
Business strategy  
Research

**INTERACTIVE MEDIA**  
Internet/intranet  
Multimedia  
Motion graphics

**PRINT DESIGN**  
Annual reports  
Corporate brochures/flyers  
Visual Communications

**BRAND IDENTITY**  
Logo and identity development  
Corporate Literature  
Brand integration

**INTEGRATED MARKETING**  
Advertising & media planning  
e-marketing  
Collateral design

**WEB HOSTING SERVICES**  
Domain name registration  
Web Hosting  
Online project devt status