

Differentiating a Leading
Asian Law School

Highlighting the Uniqueness of a Law School in Hong Kong

The Faculty of Law of the Chinese University of Hong Kong (CUHK) sought to carve out a more distinctive place for itself among the many competing law schools in Hong Kong, Asia and beyond. Base Creative helped the Faculty to identify key differentiators, based on its global outlook and its unique position within a university dedicated to enhancing ties between China and the outside world.

Business Strategy

Brand Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Strategy Book

Design and Touchpoints

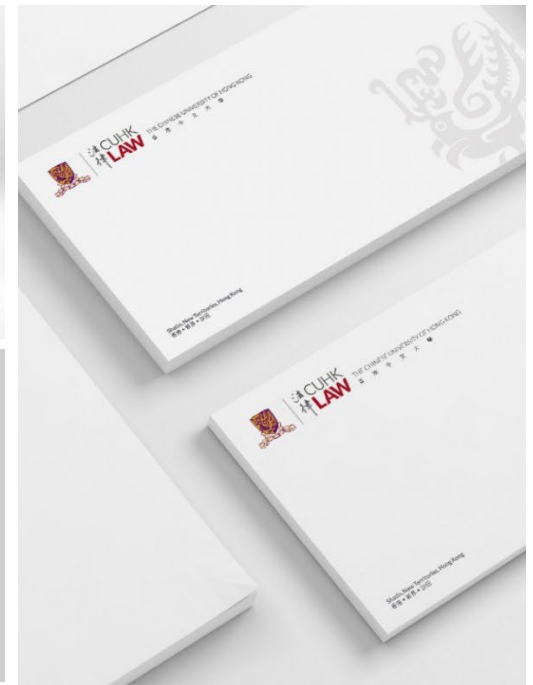
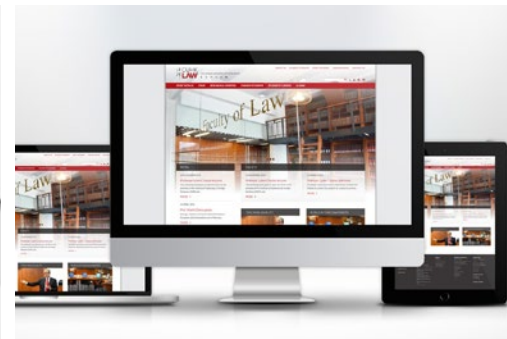
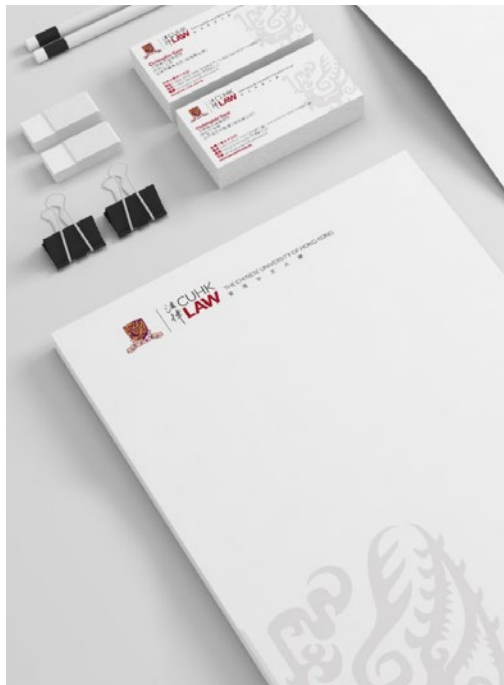
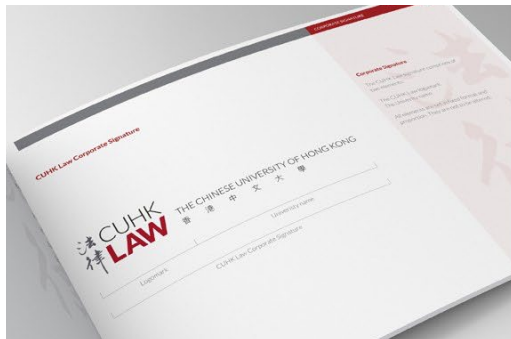
- Brand Identity
- Brand Grid
- Brand Guides
- Writing & Translation
- Photoshooting
- Photo Retouching

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics

CUHK Faculty of Law Brand Refreshment

Updating the Brand Identity of a Leading Asian Law School



Base Creative helped the Faculty to express this differentiation through a redesign of its brand identity. The Faculty's website was rewritten and redesigned, giving it a fresh modern look to mark it out from the conventional conservative style commonly favoured by legal education institutions.

Scope of Work Business Strategy

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