



Creating a Memorable 20th Anniversary for Hong Kong's Leading Investment Firm

VALUE PARTNERS

Marking 20 Years of Investment Achievement

Value Partners is an internationally renowned Hong Kong-based asset management company. Value Partners sought a memorable way to celebrate their achievements over the past twenty years.

Business Strategy

Brand Strategy

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

Design and Touchpoints

- Event Identity
- Brand Grid
- Brand Guide
- Writing & Translation
- Photoshooting
- Photo Retouching
- Brochure Design
- Corporate Folder Design

Digital & Social Media

Value Partners Marketing Communications

Creating Memorable Marketing Materials to Mark a Major Milestone



The firm asked Base Creative to create a comprehensive set of premiums and brand elements, including a brand identity that would complement its existing stationery.

Scope of Work Business Strategy

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