



Rebranding the World's
Oldest Chinatown

ONE BINONDO

Destination Branding for a New Chinatown Landmark

Leading developer Filinvest asked Base Creative to develop a cohesive brand strategy and identity system to brand its new large-scale development in Manila as a picture postcard image of Chinatown. The image needed to become the catalyst for regeneration of the area and to rekindle the glory days of downtown Binondo as the most urbanized and commercialized part of Manila, yet still remain relevant to the modern market's everyday needs.

Business Strategy

Business Model Adaptation

Brand Strategy

Management Interviews
Brand Naming
Brand DNA
Brand Differentiation
Brand Architecture
Unique Positioning Statement
City/Destination Branding
Brand Workshops

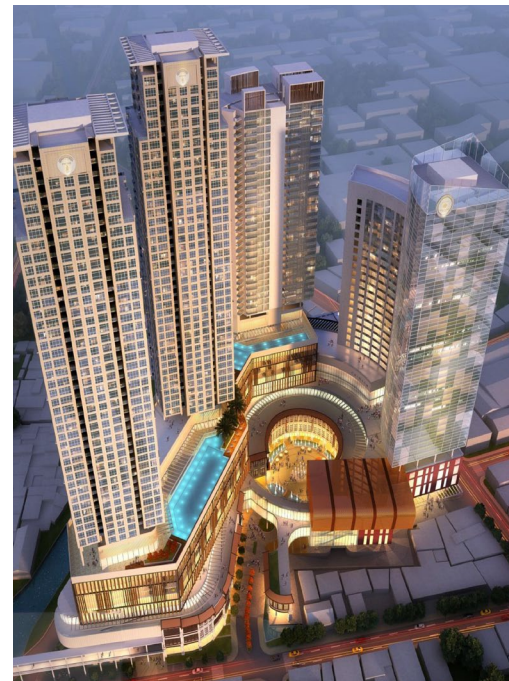
Design and Touchpoints

Brand Identity
Brand Guide
Brand Grids
Writing & Translation
Brochures
Advertising Design
Hoarding Design
Signage Design

Digital & Social Media

One Binondo Brand Creation

Creating a New Centre of Diversity, Prestige and Prosperity



Base Creative's branding needed to respect the unique heritage of Chinatown while offering contemporary standards of comfort and convenience. The development needed to combine elegant living, hospitality, shopping and business to create a unique experience for visitors, businesses and residents alike – one that establishes a template for the renewal of Binondo's role as the traditional commercial heart of Metro Manila.

Scope of Work Business Strategy
Business Model Adaptation

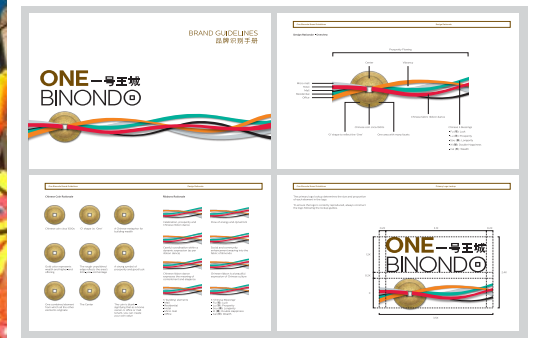
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Based on a series of extensive qualitative and quantitative research, we formulated the core values and structure of the Brand DNA – “prosperity, heritage and progress” – both looking back to the area’s historical importance and forward to its renewed prosperity in future. This combination subsequently informed the identity and visual design of the brand.

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