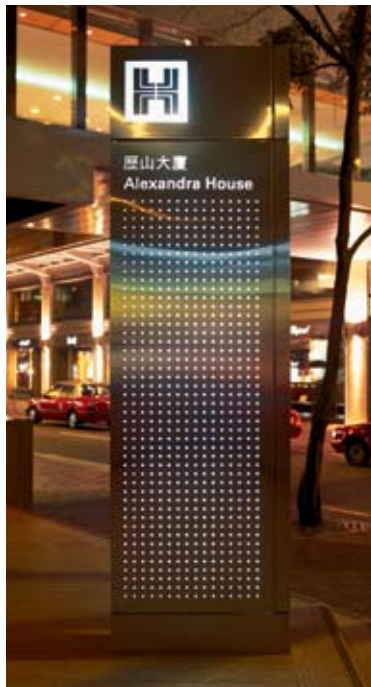




“Connect 12” Signage, Wayfinding, and Branding Program

Hong Kong



Decorative and functional, the “Connect 12” signage and graphics program forms a thread of brand continuity by linking multiple street and pedestrian bridge destinations in bustling Central Hong Kong.



“Connect 12” Signage, Wayfinding, and Branding Program

Hong Kong



Covering over twenty blocks of Central, Hong Kong, the signage, wayfinding, and branding program promotes the 12-building office and retail portfolio of Hongkong Land Limited.



The Landmark Retail Atrium

Hong Kong



The system of signs for Hong Kong's most prestigious retail address reflects interior details and relates to the "Connect 12" pedestrian bridge signage program.