

Business in Asia: Practical Considerations

Branding and Graphic Design.



Asia Pacific region.

- Over 4.5 billion people (UNESCAP 2016)
- 60 percent of the world's population
- 48 countries
- 53 official languages
- Cultural, religious, political diversity

What is a brand?

A brand is a promise. It is not just a logo or a label. It is the image of you that lives in the **hearts and minds** of the consumer.

When used collaboratively and consistently each element of your branding combines to create a message that **motivates, captivates and satisfies** your customers.

What is a brand?

“A brand is the set of **expectations, memories, stories and relationships** that, taken together, account for a consumer’s decision to choose one product or service over another.”

Seth Godin

Branding - the foundation to your success.

- What is your brand?
- Telling your story
- Resonate, evocative, authentic, connect
- What is your 'onlyness'?

Onlyness.

“...It refers to that spot in the world that only you are standing in. It’s such a distinctive point of view. It’s your creative source. It’s the perspective that allows you to challenge convention. It is that idea that only you have.”

Nilofer Merchant

Graphic design.

Communicating your brand.

Logo, packaging, stationery, brochures, signage, posters, uniforms, livery, website

Graphic design.

- Colour
- Form - logos, shape, images
- Words - name, text

Colour.

Colour associations can vary enormously from culture to culture throughout Asia.

RED.

WESTERN CULTURES

Love

Romance

Passion

Stop

Danger

EASTERN AND ASIAN

Happiness

Joy

Celebration

Good fortune

Danger (Japan)

BLUE.

WESTERN CULTURES

Trust (banking)

Masculine

Calming

Depression

Dairy

EASTERN AND ASIAN

Immortality

Feminine (China)

GREEN.

WESTERN CULTURES

Nature

Environment

Go

Envy

EASTERN AND ASIAN

Nature

New life

Exorcism

Infidelity (China)

PURPLE.

WESTERN CULTURES

Royalty

Wealth

Honor

EASTERN AND ASIAN

Nobility

Wealth

Mourning (Thailand)

BROWN.

WESTERN CULTURES

Earthy

Wholesome

Environment

Recycled

EASTERN AND ASIAN

Mourning

BLACK.

WESTERN CULTURES

Death

Mourning

Formality

Powerful

Strong

EASTERN AND ASIAN

Masculinity

Wealth

Health

Prosperity

Evil (Thailand)

WHITE.

WESTERN CULTURES

Purity

Peace

Weddings

Clean

Sterile

EASTERN AND ASIAN

Death

Mourning

Unhappiness

Misfortune

Form.

- Logos, shape – simple, legible, usable, unambiguous
- Images, photography – culturally appropriate

Words.

- Name
- Text – consistent tone of voice



Lithuanian Telecommunications Company

Lithuanian = bee

French = male genitals(slang)



PEUGEOT

Peugeot

China = handsome

Southern Chinese dialect = prostitute



Nokia Lumia

Spanish = prostitute (slang)



Mitsubishi Pajero

Spanish = wanker (slang)

Design checklist.

- Research
- Talk with your business partners
- Know your story
- Labelling mandatories
- Protect your brand

Thank you.

