



NEWS UPDATE

Going from strength to strength, The Silverback has been working with some well established names and some new ones!

Working with *Shell* has been a fun experience where we delivered the final product in under 4 days. Its been great working with Christina and Oliver from *Nordana* an established shipping company. We look forward to their next boat cruise party!

Singapore's Housing Development Board (HDB) selected The Silverback for a 12 month retainer contract. We are excited to be designing materials that will be distributed throughout Singapore! Our long time client *WSI* continues to innovate as the leader in English language training. As their chosen design agency, we have been involved in brand building activities across print and online enabling them to retain their pre-eminent market position.

Contact us now
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www.thesilverback.com



SHELL EXPLORATION & PRODUCTION

Shell E&P asked The Silverback to produce a presentation pack customised with each recipient's name professionally printed on the sleeve. While the booklet was a small run (20 editions), it was produced with a highly professional look and feel.



NORDANA ASIA ONLINE PRESENCE

Nordana Asia, an established shipping line, engaged The Silverback to design and develop their online presence. Dramatised visuals with a seafaring adventure theme were used, marrying "hygge" with a clean contemporary Danish look and feel. visit www.nordana.com.sg



RETAINER CONTRACT WITH HDB

The Housing Development Board of Singapore awarded a 1 year retainer contract for graphic design work which will be distributed throughout Singapore.



WSI TRANSCENDS LANGUAGE BARRIERS

CLIENT: Wall Street Institute, a globally renowned English language training centre.

DESIGN BRIEF: design and develop integrated marketing materials across online and print media in multiple languages.

RESULTS: The design created, retains a consistent corporate identity across all languages (English, Mandarin and Japanese), to enforce the brand. The Silverback continues to enjoy a close working relationship with WSI since 2002.

Check out www.wsi.com.sg

- [+] Content Generated Websites
- [+] Flash Animation
- [+] Leaflets, brochures, Gifts
- [+] Stationeries & Signage
- [+] Branding
- [+] Website Maintenance



Our services enable you to build a total customer experience

STRATEGY
Brand strategy & positioning
Business strategy
Research

INTERACTIVE MEDIA
Internet/intranet
Multimedia
Motion graphics

PRINT DESIGN
Annual reports
Corporate brochures/flyers
Visual Communications

BRAND IDENTITY
Logo and identity development
Corporate Literature
Brand integration

INTEGRATED MARKETING
Advertising & media planning
e-marketing
Collateral design

WEB HOSTING SERVICES
Domain name registration
Web Hosting
Online project devt status