

Hoktiff are a distinct design and build company. They have a strong design ethos which they wanted to present in their corporate brand image.

Allde approached their enthusiasm for a unique identity by taking them back to basics - to defining the individual lines that represented their identity. Here Allde's own knowledge of architecture came to the fore in the creation of design elements that is the Hoktiff brand identity.



The lines

De-line-ate

The starting point for the Hoktiff brand began with the font. Having researched and ascertained the important value drivers it became apparent that Hoktiff required a very individual approach. The priority message to convey was the fact that they were a construction company - no existing font could be utilised to meet this requirement.

Allde created a new font that used 3 dimensional lines to show that Hoktiff is a construction company -this is a direct reference to lines within the spaces that Hoktiff designs. Techniques from cubism were employed to reinforce this message.

On-line

Using the logo as a springboard the remaining elements of the Hoktiff brand came together in the website design. The use of the signature colour red was employed in different shades to distinguish sections of the website and reflect the bold style of the Hoktiff designers.

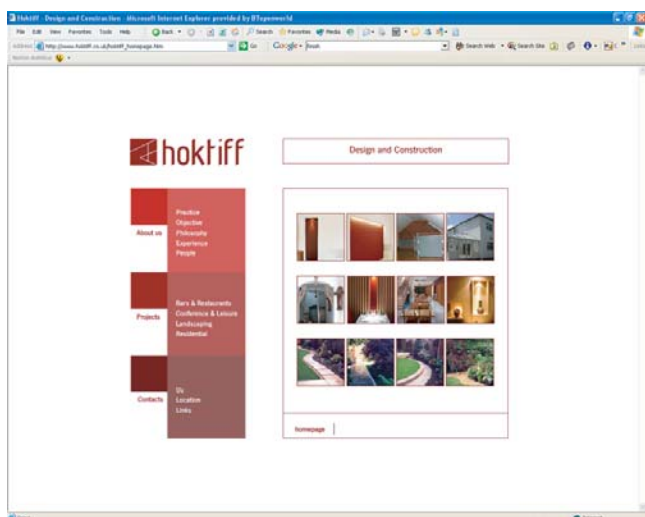


Photo Diary

A design company needs to showcase their work to be effective in communicating the quality and standards they uphold. Allde introduced a photographic portfolio of Hoktiff's work. The lighting, quality and composition of each image were produced to highlight and reinforce the signature style of Hoktiff.

