

CASE STUDIES 2021

A selective of brand identity design projects
from corporate identity to sport and television
station identity.

精選的品牌商標設計項目。從企業形像到
體育賽事和電視台形象設計。

厳選されたブランドアイデンティティプロジェクト：
企業アイデンティティ、スポーツイベントや
メディアアイデンティティ

ALAN
LO°

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YOUR VISION OUR MISSION

We understand a strong design partnership for businesses is as vital for create a compelling marketing solution that truly defines your goals and values. A trustworthy partnership that could help moves your business forward and beyond.



Hing Lung Lo (Alan)
Founder/ Creative Director

As a branding director with over 20 years experience in the field, we take pride in understanding the challenges that you are facing daily in your businesses. We work and collaborate with the best and trustworthy talents in the industry to help our customer shapes bespoke and cost effective marketing solution.

Our 360 design approach, covers every aspect of your communications from logo design to marketing campaign, editorial communication to corporate film and logo animation. Our award winning creative team making sure the quality of all output reaches beyond international standards.

Our divers work experience for account such as Union of European Football Associations (UEFA), EBU Eurovision, Honda F1 Racing, Mitsubishi Heavy Industries, British Airways, Discovery Channel, True Vision Thailand, TVB HK. etc has proofed to be a solid foundation to foresee your vision.

Your vision is our mission - we are always looking out for new creative challenges through which we hope to advance our expertise and to help shape your businesses growth.

PROJECT:

UEFA CHAMPIONS LEAGUE

INDUSTRIES/ TYPES:

SPORT EVENT/



A Brand Evolution - the UEFA Champions League identity built on the creative concept “Star Connection” has proven to be a huge success across all media. The highly polished silver Starball icon, celebrates the ‘Star quality’ of the biggest club football competition in Europe. The package has been implemented across a wide range of print environment and screen-based applications.

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3 Union Of European Football Associations

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PROJECT:

SBF BASKETBALL LEAGUE

INDUSTRIES/TYPES:

SPORT BRANDING/



A comprehensive identity package has been designed for the launch of the brand new Saudi Basketball League. In this concept, we used lightning and speed as our core inspiration to graphically interpret the dynamic and impactful nature of a basketball game. The new brand proposition “Redefining Basketball” give the brand an edgy and challenging attitude.

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4 Saudi Basketball Federation

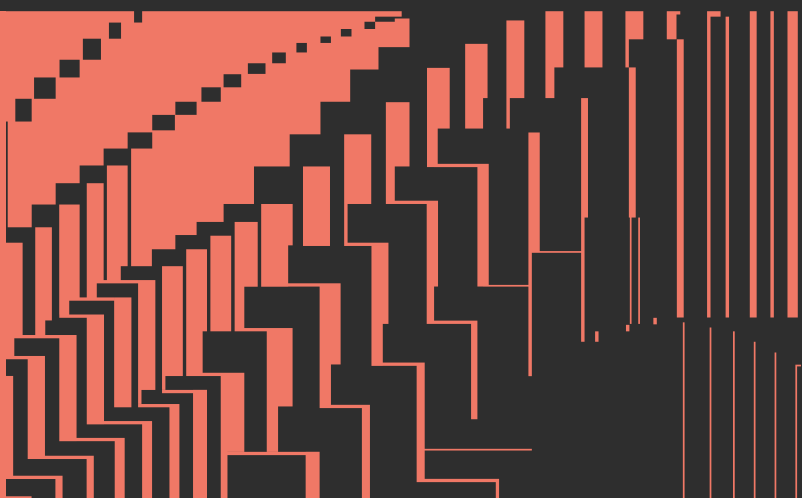
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PROJECT:

UEFA EURO 2008

INDUSTRIES/ TYPES:

SPORT BRANDING/



The European Football Championship is the 2nd largest football event in the world. The official logo was launched in June 2005. The 'love for nature and football' concept in the identity was symbolised by the mountain shorthand embracing the football. A comprehensive brand identity package has been designed and implemented across a wide range of media.

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5 Union Of European Football Associations

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PROJECT:

HONDA FORMULA-1 RACING

INDUSTRIES/TYPES:

SPORT BRANDING/



Working with Nineteen Entertainment UK to develop the initial identity concept for Honda's new "Earth Car" project. This identity is aim to raise environmental awareness for F1 racing and it's international audience. A comprehensive identity package is developed to showcase how the concept can live across all media platforms.

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6 Nineteen Entertainment

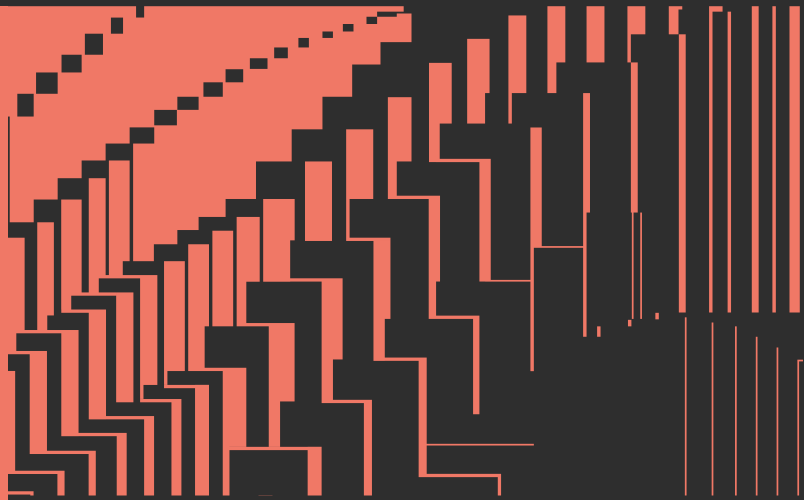
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PROJECT:

TÜRKİYE NEWSPAPER

INDUSTRIES/ TYPES:

NEWS BRANDING/



Türkiye Gazetesi, founded in April 1970, is one of the oldest newspapers publication in Turkey. Our brief was to evolve the Türkiye brand identity into something contemporary yet accessible. A bold appearance that reinforces it's new editorial positioning "Focus on the stories that matter".

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7 Türkiye Gazetesi

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PROJECT:

EBU EUROVISION 2011

INDUSTRIES/TYPES:

EVENT BRANDING/



The Eurovision 2011 grand final took place in Düsseldorf, Germany. It is one of the most prestigious song contest in Europe. Eurovision broadcast live in over 43 countries to an audience of approximately 125 million people. The new identity is featuring a stylistic heart symbol that builds from multiple colour of lights. It symbolises passion, love and diversity and reinforces the event strap line -“Feel your heart beat!”

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8 European Broadcasting Union

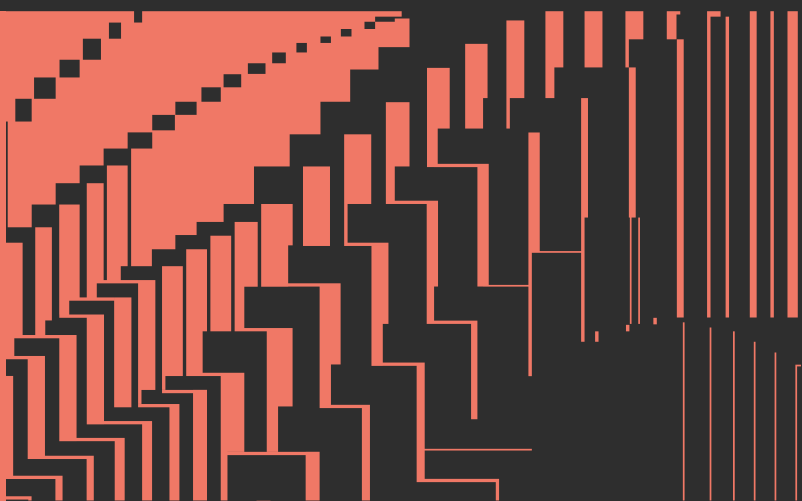
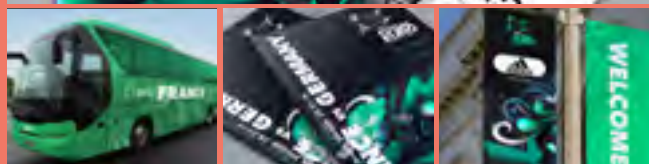
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PROJECT:

UEFA FUTSAL EURO

INDUSTRIES/ TYPES:

SPORT BRANDING/



We were invited by Motus Design to develop a pitch proposal for the new UEFA Futsal Euro brand identity. The Futsal Euro will be expand to a 16 nation event that will host in every 4 years from 2022. Two other new competitions will be introduce from 2019 - the UEFA Women's Futsal EURO and the Under-19 Futsal EURO. The new identity reflects the change of format and the new proposition - Unleashing Your Star Potential.

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9 Union Of European Football Associations

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PROJECT:

EBU EUROVISION 2012

INDUSTRIES/TYPES:

MUSIC EVENT/



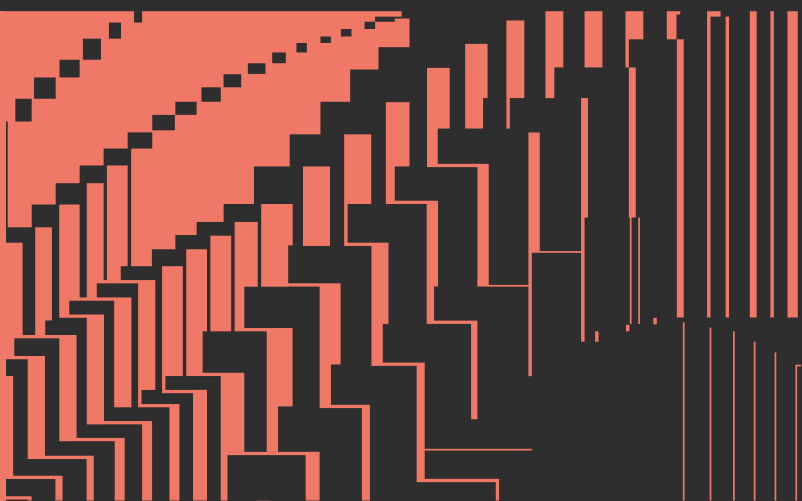
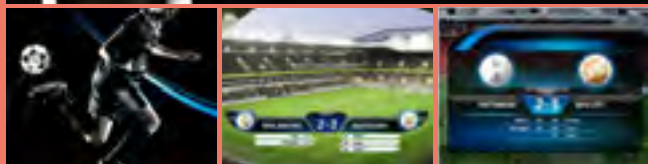
The Eurovision 2012 grand final took place in Baku, Azerbaijan. Azerbaijan has long been called 'The Land of Fire' due to the abundance of natural oil and gas. This nature provides us with the inspiration of a cave fire - a symbol that symbolises the idea of people coming together to share their stories and music.

PROJECT:

STV SPORT

INDUSTRIES/ TYPES:

CHANNEL BRANDING/



“Precision sports broadcasting” is the concept behind this new channel’s rebrand for STV Sports. A complete solution has been designed and implemented for the channel, including idents, promo toolkits and match graphics templates.

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11 Saudi Arabia Television Network

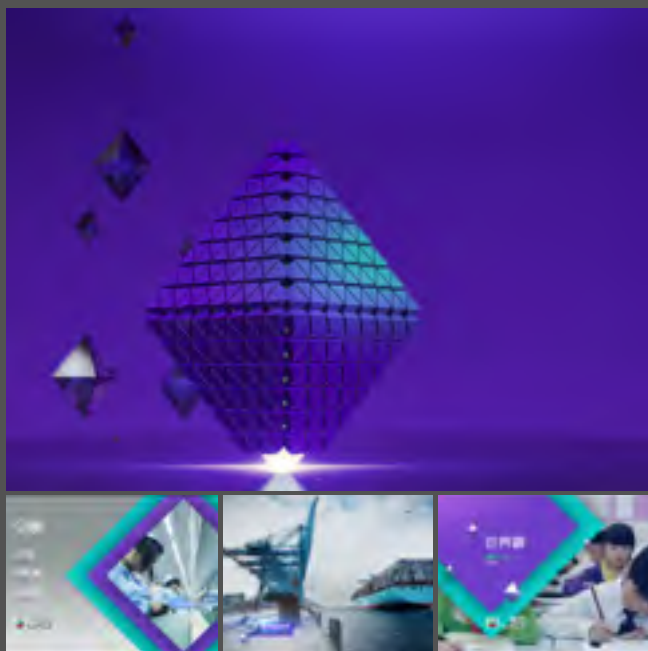
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PROJECT:

TVB JADE 5

INDUSTRIES/TYPES:

CHANNEL BRANDING



TVB - J5 is a brand new infotainment channel launched in 2015, featuring a rich variety of factual programmes. Our brief is to create an energetic identity that could reflects the idea- The cube of knowledge.

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12 Television Broadcast Limited - Hong Kong

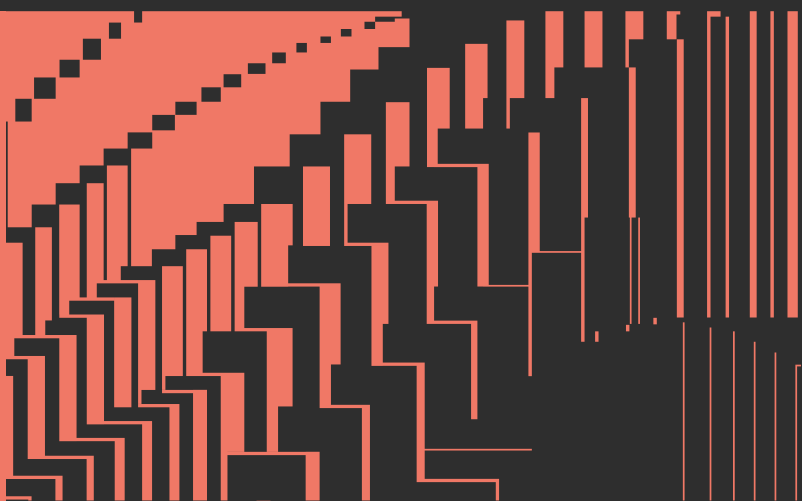
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PROJECT:

MHIH GOLF CHAMPIONSHIP

INDUSTRIES/ TYPES:

SPORT BRANDING/



The Mitsubishi Heavy Industries Golf Championship is a private championship that host yearly for the organisation and the industries. In 2020, we are lucky to be invited to participate to their brand refreshment, to review and revitalise the existing brand identity and its toolkit. The new identity where inspired by the concept of intelligent sporting. We fuse the idea of the a digitise circuit board and golf action together to create this imaginative emblem for the tournament marque.

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13 Mitsubishi Heavy Industries - Hong Kong

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PROJECT:

ZONE TV CHANNEL

INDUSTRIES/TYPES:

CHANNEL BRANDING/



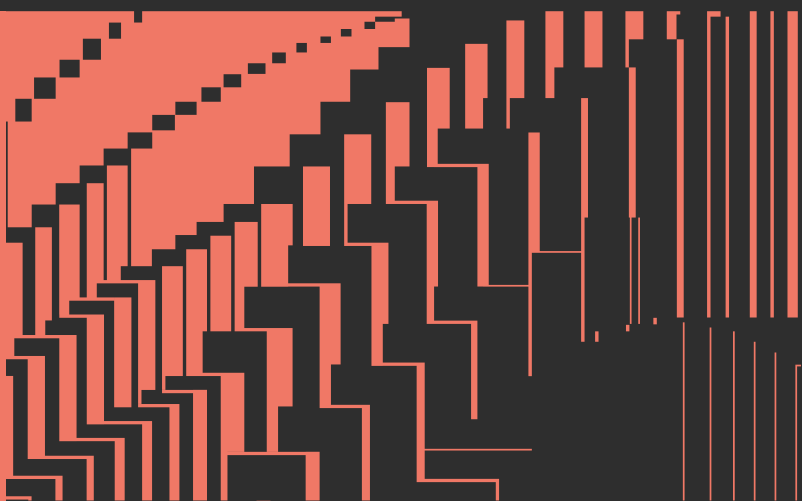
Zone TV is an online youth channel featuring original, cutting edge programme contents, targeting on audiences age 15-25. We have created an edgy and energetic identity to reflects the channel's quirky personality.

PROJECT:

NBQ PRODUCTION

INDUSTRIES/ TYPES:

MEDIA BRANDING/



NBQ Entertainment Limited - a young starts up management & production company, specialises in event for the entertainment industries. The company working very closely with charitable organisation such as HKGDA, HKDR that based in Hong Kong. We are invited to rebrand their existing identity and to create concept for their communication materials.

AWARDS & RECOGNITIONS

Awards/ Recognitions
(Role: Design & Art Direction)

Gold Award in Promax BDA Europe

For Best Mix Media Package Design - UEFA Champions League

Silver Award in Promax BDA Arabia

For Best On Air Ident Design - STV Sports

Gold Award in Promax BDA Arabia

For Best Use Of Arabic Typography - SPL.Promo

Eyes & Ears Awards 2011 Special Prize of Innovation

Eurovision Song Contest Düsseldorf

Works showcased in publications, such as **Creative Review**,
Design Week, **Televisual**, **Asia Image** and **IdN**.

Personal Details

Name: Lo Hing Lung (Alan)
Nationality: British (H.K ID Card)
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Garden, Hung Hom, Kowloon, Hong Kong

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Email: hinglunglo@gmail.com
Website: www.alannlo.tv

Education & Qualifications

1999 - 2000 Central Saint Martins College of Art & Design
MA Communication Design

1997 - 1999 Central Saint Martins College of Art & Design
BA (Hons) Graphic Design

1994 - 1997 Hong Kong Technical College
Higher Diploma in Graphic Design

Employment History

Mar 2016 - Present Freelance Creative Director
Design Consultant. Specialise in brand identity projects for
corporation, event and TV station.

Oct 2015 - Mar 2016

Visual Executive

TVB Hong Kong (Programme Promotion + Broadcast Branding Design)

Duties

- To provide bespoke and effective design and art direction on programme's promotions and channel's Identity project.
- Manage designers, animators in the promo department while communicating with management level in order to ensure all design requirements for each project are delivered.

Feb 2014 - May 2014

Design Director

BDA Creative London (Broadcasting + Branding Design Consultant)

Duties

- Actively involve design and direct branding projects from brief to delivery.
- Working closely with the design team, providing direction to animators and production facilities.
- Provides effective and flexible solutions to meet clients' needs. Ensure design deliverable are consistent with their brand proposition and objectives.
- Liaison with clients closely in order to ensure their needs are translated into projects positively.
- Participating design conferences held in London with aim to get exposure to the current market.

Feb 2008 - Dec 2013

Screen/ Design Director

Turquoise Branding (Broadcasting + Branding Design Consultant)

Duties

- Lead projects ranging widely from TV channels to digital communication materials effectively and timely.
- Manage designers, animators and production facilities while communicating/coping with management level in order to ensure all design requirements for each project are delivered.
- Provides creative solutions that enables to meet clients' needs effectively and flexibly. Ensure design deliverable is consistent with current marketing positions and brand objectives.

2002 - 2007

Senior Designer/ Director

English & Pocket Ltd. (Broadcasting + Branding Design Consultant)

Duties

- Execute branding design projects covering areas including visual identity, editorial, event branding and TV channel's re-branding brief, from implementation to final delivery. Direct team of crew in live action shoots for ident sequences.
- Coordinate designers, animators and production facilities to deliver projects in line with project aim.
- Liaison with clients to reflect their objective to projects throughout.
Ensure to provide design solutions which are effective even in international and corporate environment while keeping design current in the fast moving market.

2001 - 2002

Graphic Designer

Inflate Design Ltd. (Product + Exhibition Design Consultant)

Duties

- Look after Inflate Design Ltd's retail shop, promotional materials and packaging.
- Maintain and control Inflate Design Ltd's brand identity across all platform.
- Design for branding events of the Inflate Design Ltd's clients.

Achievements

- Improve public exposure of the product branding.
- Develop and operate the graphic design department.

Feb - May 2000

Freelance Designer

GR/DD (Graphic + Interactive Design Consultant)

Duties - Design corporate identities and website interfaces.

Skills

Software

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe InDesign
Adobe Flash
Maxon Cinema 4D

Language

Fluent in Cantonese & English
Beginner in Mandarin
Beginner in Japanese

Clients / Accounts

UEFA, British Airways, Saudi Airlines, Honda F1 Racing, Türkiye Gazetesi, Eurovision
TGRT Haber, STV Networks, Discovery Channel, Alaan TV, True Vision Network -
Thailand, Saudi Basketball League

Awards/ Recognitions

(Design/ Art Direction on projects)

Gold Award in Promax BDA Europe for Best Mix Media Package Design -
UEFA Champions League.
Silver Award in Promax BDA Arabia for Best On Air Ident Design - STV Sports
Gold Award in Promax BDA Arabia for Best Use of Arabic Typography - SPL Promo
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Düsseldorf Works showcased in publications, such as Creative Review, Design Week,
Televisual, Asia Image and IdN.

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