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## COMPANY PROFILE

### William Harald-Wong & Associates Sdn Bhd Kuala Lumpur

William Harald-Wong & Associates (whw) is a design consultancy with more than fifteen years' experience in the creation, implementation and management of brand and corporate identity programmes.

With projects spanning diverse geographical locations, from Bali to Bangladesh; Uzbekistan to Mozambique, our company understands the necessity of balancing the needs of global branding with local culture, social mores, and local sensitivities.

## SERVICES

### Brand and Corporate Identity Design

Logo, identity system and its applications: stationery, forms, signage, livery, etc // Brand and Corporate Identity Manual, in print and digital forms // Communications, from annual reports and corporate/product brochures to shaping messages (image-building) in interior and exterior environments.

### Comprehensive Brand Consultancy Service

*Our services help your company move from brand awareness to brand stewardship.* // Brand Audit to determine current perceptions vis-à-vis your employees, stakeholders, clients and the public // Workshops to determine your Brand Blueprint and Promise // Brainstorm Brand Expression for people, place, product and publicity // Seminars on Internal Brand Implementation.

### Information Design

*Making simple your complex information* // Visualisation of text-based information; pictorial graphics, flow-charts and diagrams redesigned for clarity and translated for use on different media:- print, Powerpoint presentations, signage, exhibition panels, etc.

### Environmental Graphics

*Designing in three-dimensions takes particular logistical as well as creative skills. We have the relevant technical experience, project management skills, a multi-disciplinary approach and a network of specialised collaborators to ensure that all aspects of a project are fully addressed.* // Shaping powerful messages through graphics, text and interactive design for interiors (e.g. corporate offices and showrooms) and exteriors (building façades, streetscapes, etc) // Wayfinding/signage systems // Exhibitions and international trade shows.



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## PERSONAL PROFILE

### **William Harald-Wong** *Principal & Design Director*

William has more than 19 years' experience in design and has directed many brand and corporate identity programmes.

He founded The Design Alliance™, a collaborative network of Asian design consultancies, to help clients with business interests in Asia foresee and solve design, technical and logistical problems, as well as offer an intimate knowledge of local language and culture. The Design Alliance is well-positioned to assist corporations, multinationals and international design and strategy consultancies in the implementation and management of visual identity programmes throughout the Asian region.

In September 2001 William was elected Vice-President of Icograda, the International Council of Graphic Design Associations. He is a frequent speaker at international and regional conferences on topics ranging from corporate identity and branding, to the design and culture of Southeast Asia. Countries in which he has given talks include the Netherlands, France, Canada, South Africa, India, Hong Kong, Korea, Japan, Vietnam, Laos, Malaysia, Singapore, Australia and New Zealand.

Exhibitions include: "Speakers' Works – The Hong Kong International Poster Triennial 2001", "Entdeckungen der Staedte / Cities Discoveries" (Berlin 2000), "The Global Exhibition – 33 Designers from around the World" (Osaka and Tokyo, 1997), "Tokoh-tokoh Seniman Werdha" (Indonesia 1997), "6 Asian Designers" (Osaka, 1995), and various group exhibitions at the National Art Gallery in Malaysia.

William writes for design magazines and journals on the design and culture of Southeast Asia and is the author of a guidebook "Managing Brand Identity in a Fast-changing World" published by Arjo-Wiggins Pte Ltd.



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## ASSOCIATE COMPANY

### Moment Font Studio

*Kuala Lumpur and Penang*

Moment Font Studio focuses on intercultural visual research and documentation. Its research is aimed at traditions and beliefs throughout Southeast Asia from ancient times to the present. Its findings will serve as a resource for the creation of design concepts and communication that is meaningful and significant for Asians.

## PROJECTS

**“Tokoh-tokoh Seniman Werdha” BALI, INDONESIA.** In 1994 and 1996, a group of legendary Balinese dancers and musicians, some in their late 80s, came together for a rare series of performances in Peliatan, Bali. For many of the performers, this was their first public appearance in decades, if not generations. Even the Balinese themselves had believed that many of them were no longer living.

The project includes the recording of the rehearsals by video, sound and photography, and interviews with the artists. The materials are destined for various archives and other specialised repositories of performing art.

**“Spirit of Wood—Malay Woodcarving from Kelantan, Terengganu and Pattani” MALAYSIA.** Scope of work includes the creation of a museum database, book design, and the provision of curatorial assistance for an exhibition tracing Malay woodcarving motifs back to the ancient kingdom of Langkasuka. The exhibition opened at Badan Warisan in Kuala Lumpur in 2000. An expanded exhibition is scheduled to open at the Asian Civilisations Museum in Singapore in 2003, and at the Brunei Gallery, School of Oriental and African Studies, London in 2004.