



Chill Creative Portfolio

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Original Design



Our Solution



Rebranding to Attract Talent

Creating an aspiring brand image for a recruitment agency in Hong Kong.

Client

KOS International

Scope

- Brand audit and analysis
- Brand strategy
- Brand logo design
- Brand identity and style guides
- Website UI (User Interface) design

Attracting New Talent

After five years of operation, KOS was ready to upgrade and expand to the middle-management recruitment segment. We gave new meaning to the company name to emphasise the priorities of growth in career paths and within the team. The group's new image aligned with this change in business direction and was vital to entering the Hong Kong market as a listed company.



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