



ABOUT US

We are a branding & innovation consultancy that partners clients to solve business problems with design.

APT811 is a design & innovation agency that believes in collaboration with clients. We believe that what we design never exists in a silo, which is why we always consider the big picture. We start each project with research to understand people, both staff and customers. Finally, we ensure that our quality of craft remains consistent no matter the size of the project. We have worked with statutory boards, corporations and startups at varying stages of development and funding.

DESIGN RESEARCH & ANALYSIS

- Research for Design
- Persona Building
- Customer Journey
- Cultural Aesthetic Research

INNOVATION & CULTURE DEVELOPMENT

- Idea Exploration
- Opportunity Mapping
- Visioning Workshops
- Brand Culture Alignment Workshops
- Future Exploration Workshops
- Current and Future Abilities Audit

DESIGN & INNOVATION STRATEGY

- Packaging & Editorial Design
- Graphic Design
- Social Media Strategy
- Content Creation
- Creative Direction

BRAND ENGAGEMENT STRATEGY

- Experience and Service Design
- Brand Experience Audit
- Digital Experience
- Identity Development

CLIENTS

Asian Creative Industries Alliance (ACIA)
CVista HR
Cyber Security Agency of Singapore
DesignSingapore Council
Dragon Brand Bird's Nest
Genki Sushi
Ju-Jitsu Association of Singapore
Kaplan
Koufu
Ministry of Communication and Information
National Arts Council of Singapore
National University of Singapore
OCBC Securities
Pawfact
Republic of Singapore Navy
Royal Melbourne Institute of Technology
Samaritans of Singapore (SOS)
Singapore Food Manufacturing Association
Singapore Polytechnic
Young NTUC

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SINGAPORE

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DEFINING A NATION'S DESIGN IDENTITY

Looking beyond the red dot and focusing on the many facets of the Singaporean community.



CLIENT:

DesignSingapore Council

CHALLENGE:

Develop an identity for a young nation as it joins the UNESCO Creative Cities Network.

OUTCOME:

A recognisable symbol that resonates among Singaporeans of national importance as a City of Design, both locally and internationally.

Having been designated United Nations Educational, Scientific and Cultural Organisation (UNESCO) Creative City of Design, Singapore joins the growing network of cities that have identified creativity as a factor for sustainable development. The successful bid was submitted by DesignSingapore Council, the governing body that helps develop the nation's design sector.

For Singapore, a modern city-state located in Southeast Asia, this news came in the same year Singapore celebrated its golden jubilee. So DesignSingapore asked APT811 to imagine an innovative and differentiated identity that best represents Singapore accomplishments in design.

APT811's research and design phase, including interviews with the public and local designers, uncovered two key factors that influenced the design: There is no one common word to describe Singapore as a City of Design. Local designers also indicated that the little red dot best represents Singapore as it is straightforward and iconic.

Local designers, the team, learned, none of the icons resonated with the locals as much as the red dot although it was used during Singapore's SG50 golden jubilee celebration. If given a choice, they would prefer to have a brand new symbol. These insights led the team to develop a new icon that encompasses all 50 years of nation building combined with Singapore's identity.

The resulting logo was a polished cut diamond representing Singapore's multi-faceted society, and that design permeates all facets of Singaporean lives, supporting our ideals as symbolised by the five stars. Singapore's success as a nation took 50 years of hardships and planning, similar to that of charcoal having undergone immense pressure to become a diamond.

The final logo was revealed during the launch of Singapore Design Week and National Design Strategy 2025.

BRINGING THE NAVY EXPERIENCE TO THE SHORES OF VIVOCITY

Developed a strategic approach to communicating Navy's commitment to keeping our waters safe.



CLIENT:

Republic of Singapore Navy

CHALLENGE:

Design a new campaign for the Navy to connect with the Singapore public.

OUTCOME:

A branded event that enabled the public to connect with the men and women of the Navy. Communication materials created across online and offline transit media.

IMPACT:

Across the four-day event, a total number of visitors increased **19.6%** compared to 2014, **608,637** Facebook live views, **>2k** mentions of #navyatvivo on Twitter. Garnered interest from the public to purchase miniature ships for collection.

The Republic of Singapore Navy (RSN) safeguards Singapore's territorial waters against sea-borne threats and protection of its sea lines of communication. Navy@Vivo was first initiated back in 2012 to reach out to public, connecting with the public in hopes to educate them more about what the Navy does.

With Navy@Vivo running the third year at Vivocity, the Singapore Navy was looking for a new way to stay relevant to this generation. Together, the Singapore Navy and APT811 partnered communication students of Singapore Polytechnic to collaborate on a solution. APT811 led the early research, conceptual strategy development of the project with assistance from the students, executing the project in just three months.

After 30 rounds of face-to-face interviews with parents and young adults, the team uncovered what motivates them to attend an event organised by the Singapore Navy at Vivocity. One critical insight stood out from all interviews: The public acknowledges the presence and importance of the Navy, however, feel disconnected from the impact they have on their lives.

It was imperative for the design team to develop a concept with imagery and copy that highlights how Singapore's maritime force is not something 'distant' but very much part of our everyday lives. The resulting concept combines three key visual elements to deliver the message: a miniature naval vessel, Vivocity shopping mall and weekend activities.

After the launch of the online Facebook campaign, it was well received; the miniature naval vessels even garnered interest from the public asking to purchase them for collection.

MAKING HUMAN RESOURCE APPROACHABLE

Helping a human resource startup forge stronger relationships with clients



CLIENT:

CVista HR

CHALLENGE:

Shift client perception of CVistaHR from a typical HR firm into a trusted and approachable source for human resource related needs.

OUTCOME:

A refined brand vision, strategy, internal 3-step methodology, and identity across online channels.

Companies can grow fast especially when managed well and deliver excellent products and services; this sudden growth requires positions to be filled quickly and often can be challenging for employers. The process of hiring the right person can be overwhelming and may result in penalties associated with errors in human resource management.

A small startup called CVista HR had a mission to make this process easier. With the goal of connecting the right people to the right business, CVista HR and APT811 worked together to define the company's innate abilities, strength and opportunities to act on.

The result was an internal 3-step methodology that understands both business and candidates' needs for a good fit, streamlining the process of connecting potential employers and employees.

Part of CVista HR's unique identity was an iconic bear mascot; they are warm, sturdy, grounded yet confident. As a company that aims to connect people, the bear's approachable appearance played a huge part in the choice of animal. After all, when you meet with problems, you know that you can always rely on the bear.

Ultimately, CVista HR is not just about the number of placements done; it's about providing meaningful insights to help their clients make the right HR decisions.

Learn more about CVista HR at www.cvistahr.com