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Branding a 30-year old theatre legend

How does one begin to brand or rather re-brand a much-loved character who has been so warmly accepted into the homes of families from Singapore to Iceland? The Aago Brand Consulting team set about its task by delving deep into the identity of the iconic Emily.

Who was she? A Peranakan, for sure. A matriarch, feared and adored. We do not know her and yet we do know her. After all, she has been telling us about her life all these years, in a very intimate way, confiding in us. In considering the creative direction of the brand logo for Emily, we decided, after much deliberation, on a typeface approach to creating the brand identity.

We scoured the typeface libraries, finally settling for Adine Kirnberg, a calligraphic typeface inspired by the script fonts from the renaissance era. With our slight thickening of the typeface, the resultant cursive font could very well have been Emily's own handwriting! The strokes are "beautiful" (in Stella's words) yet hesitant and very personal.

But there was a certain regal quality, an intrinsic old world glam of Emily we wanted to also capture as Emily was the definitive hostess of her ballroom heyday. A kerosang belonging to Jean (a Peranakan herself) became the source of inspiration. Johan, Aago's Design Strategist (a Swedish who had received a crash course on the Peranakan culture from Jean, ploughed through her piles of Peranakan books

and visited the Peranakan Museum) embellished the "E" of "Emily" with the "intan" from the kerosang. "Beni Macham Berlian", as the song from the musical goes.

Brand colours? Nothing less than the heady colour combination so characteristic of the Peranakan colour strategy. Our choice- Magenta, feminine yet mature. And Emerald. Of Emerald Hill.

Emily
of
Emerald Hill
 THE MUSICAL
 IN CONCERT



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