

brandgraphica™

Genesis / Task

Client

World Gold Council

Founded in 1987, the World Gold Council is an organisation formed and funded by the world's leading gold mining companies with the aim of stimulating and maximising the demand for, and the holding of gold.

Project

Gold Inspirations - online jewellery e-zine
www.goldinspirations.com

Description

Brandgraphica created 'Gold Inspirations' – an online e-zine brand for its web partners, CFP Group, in 2004. Having worked closely with Wolff Olins and BBH through the development of 'Gold Brand' we then developed WGC's first online, gold jewellery e-zine. Brandgraphica assisted CFP in designing and developing the name, strapline and Flash™ interface that gave the site its cutting edge appearance. The site promotes gold designers, innovative jewellery design and comments on gold trends. Now in its fourth year, the e-zine is supported by a full editorial team as visitor numbers continue to increase. The latest version of Gold Inspirations, designed in 2008, is shown right.

Brandgraphica continues to work on many projects for CFP and World Gold Council.

creating web brands

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Gold Fashion
A Floridian woman has had a gold wedding ring returned 50 years after she first lost it. Beatrice Di Tondo, of western Lake Worth in Florida, lost her according t Massachusetts >>
Only Gold
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Giovanni Milan
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A Floridian woman has had a gold wedding ring returned 50 years after she first lost it. Beatrice Di Tondo, of western Lake Worth in Florida, lost her ring while washing nappies the northern state of Massachusetts 50 years ago, according to the Palm Beach Postke Worth in Florida, lost her ring while washing nappies the northern state of Massachusetts >>
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Wellendoff
The German company, Wellendoff, famed for its distinctive silk-like gold rope jewelry, was founded in 1893, in Pforzheim, and is today still owned and run by fourth generation family members. Christophe Wellendoff talks to G about tradition, craftsmanship and art.
"The secret of our company can be summed up in two key words: Focus and values. Taking a narrow and deep approach, we focus totally on what we do better than anyone else, on our specialities of the Wellendoff gold rope, as soft and fluid as silk, and our joyful, colourful spinning rings, with their unique cold enamel. >>
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