

# brandgraphica™

## Energise

### 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 Portal:

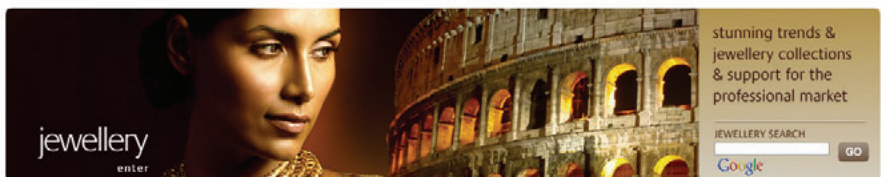
www.gold.org

### Description

Brandgraphica designed this interface with CFP Group for a new portal style web site for World Gold Council. Having worked closely with Wolff Olins and BBH through the development of 'Gold Brand' we have a thorough understanding of World Gold Council. Brandgraphica assisted CFP in creating a look and feel appropriate to the global status of World Gold Council. The site's principal purpose was to provide easy points of access to World Gold Council's expansive knowledge. The design visuals demonstrate the home page and how the montage imagery was developed for each sub portal. The base images were carefully selected and manipulated to create warm golden hues throughout the site.

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

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