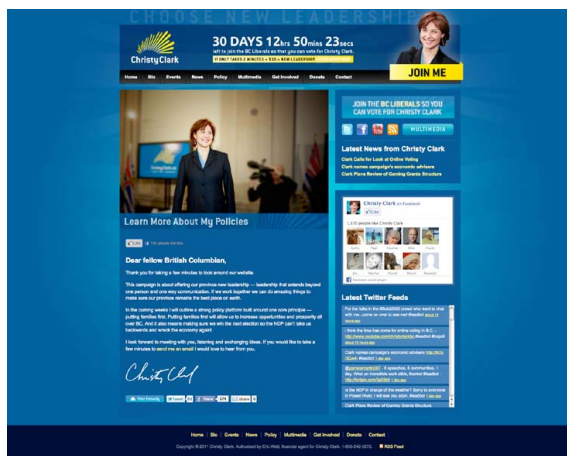


NEWS

1 April 2011

KIMBO Design gave Christy Clark campaign a boost

VANCOUVER—Design studio KIMBO has completed what it describes as an heroic effort, working on the promotional campaign for Christy Clark's successful bid to become the new leader of the B.C. Liberal party. KIMBO designed both print materials and the web presence for the Clark camp.



Vancouver's KIMBO Design had to design and launch the website in two days

“Christy Clark is already a very strong brand,” said Kim Pickett, manager and founder of KIMBO Design. “This was a successful campaign. We employed a lot of blue to connect the theme to the B.C. Liberal party. The B.C. flag displays a sun, so we employed the sunburst to connect to that, and used yellow to add energy and life to the composition.”

The heroic effort mentioned above entailed going from “you’re hired” to “we’re done,” as KIMBO deployed Christy Clark’s web presence in the span of only two days.

“The typeface used for the Christy Clark brand was Conduit Medium ITC. We wanted a strong, square, modern font for this promo material – nothing thin or feminine, but a bold, masculine font to indicate strength of character,” said Pickett. “It had to work on a variety of formats: brochures, online, in adverts. Originally we had planned to use a bit of red in the composition, to further tie it to the flag, but elected against it.”

For more, visit www.kimbodesign.ca

— Tom Czerniawski