

Ben-Mo

Benmo is a bespoke travel company that takes parties to China on individually tailored tours and brings parties from China to England on educationally or commercial promotion tours. The Set created the brand and logo, which reflects the oriental nature of the organisation drawing on traditional black and red which emulates chinese enamels.

Great care was given to the print techniques, the dark black on all printed material was produced by printing a blue shiner behind the black, which gives the finished collateral it rich distinctive feel. The Set also produced a company website, which was based upon rare chinese art.

