liquid

WE'VE DONE A LOT WITH HP. WE'D LIKE TO DO EVEN MORE.

We go way back.

We have been working with HP on many strategic initiatives and a variety of product launches. We're brand makers from Silicon Valley who understand the HP brand. And we know how you like to work.

Our teams work across disciplines and we do it in a way that is agile and efficient. We value innovation and collaboration. We respect budgets and deadlines. And we strive to meet your goals. Or do even better.

BRAND-BASED SOLUTIONS.

REBRAND

Integrating after a merger or acquisition? Repositioning to stay competitive? There are many reasons to consider rebranding to stay relevant. Liquid's strategic approach ensures that the creative expression will reverberate throughout your business, inspiring employees, customers, and shareholders for years to come.

BRAND LAUNCH

Introducing a new product or service, an entirely new company, or extending an existing brand? Liquid can help you plan and design a comprehensive approach to introducing a new brand to current or new customers while delivering a memorable and compelling brand experience.

BRAND EXPERIENCE ALIGNMENT

Challenged in creating a coherent brand experience for your customers across the ever increasing touchpoints? Liquid can align your brand strategy and touchpoints, so that you can strengthen the bond between your brand and customers.

BRAND CULTURE

Do your employees understand and embrace the importance of your brand and how it translates to them individually and collectively? Liquid designs strategies and engagement programs so that employees can deliver on a brand's promise and create an authentic experience for your customers.

DIGITAL FIRST

Is the primary way people interact with your business through a digital experience? Liquid can help you design your digital first experience to ensure that you are creating an authentic and differentiated brand that will create fans out of your customers.

TAKE A PEEK AT OUR WORK WITH HP.

REBRAND

HP Logo

BRAND LAUNCH & RETAIL

Sprout

Spectre

Back-to-School

The Computer is Personal Again

Holiday Campaign

BRAND EXPERIENCE ALIGNMENT

Win10

Touchpoint Manager

Instant Ink

DIGITAL FIRST

Mobility

Elite Studio

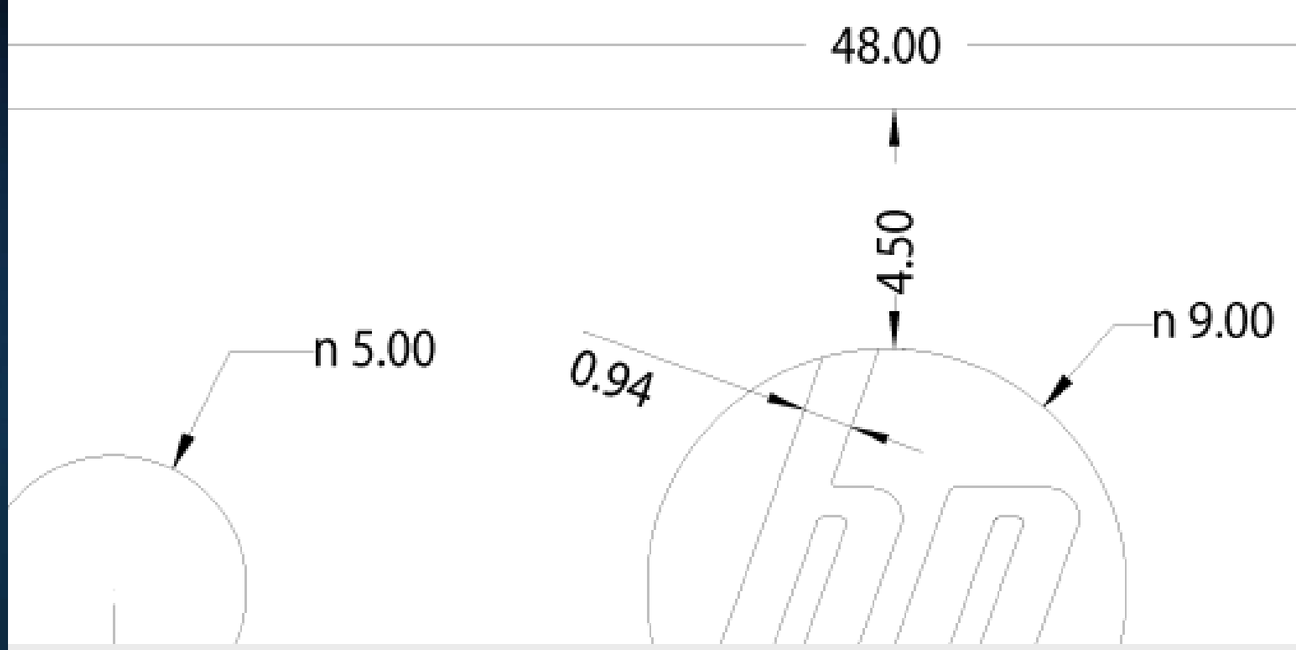
LES Fall Campaign

Desktop Mini

2010 REBRAND

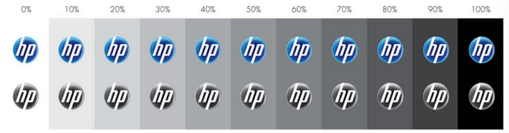
HP LOGO

We optimized the HP corporate logo, ensuring that the details in the typography were engineered to perfection, which is what you would expect from a brand known for its heritage of amazing engineering.



DIMENSIONAL LOGO
BACKGROUND CONTROL: CONTRAST

The preferred backgrounds for our logo are white and black, however in some cases it is necessary to use the logo over tinted or colored backgrounds. The Dimensional HP Circle Logo has been carefully designed to stand out on a wide variety of shades of black. When necessary to reproduce the logo on color backgrounds, please carefully consider how to achieve maximum contrast and legibility for the HP Circle Logo.



DIMENSIONAL LOGO
BACKGROUND CONTROL: PATTERNS

The preferred backgrounds for our logo are simple and clean, however in some cases it is necessary to use the logo over backgrounds that include a pattern or an image.

In these cases, it is extremely important to evaluate which version of the logo should be used to ensure maximum contrast and optimal legibility for the HP Circle Logo.

Please avoid using the logo on busy or distracting patterns that can interfere with the legibility of the logo.

CORRECT USAGE

INCORRECT USAGE

2010 ADVERTISING

THE COMPUTER IS PERSONAL AGAIN

Back in 2010, HP introduced a line up of computers as distinctive as the audiences for whom they were intended. To promote them we created an advertising insert that was placed in major media publications, including Time magazine's annual Person of the Year issue.

IN THE NEWS
New Michael Jackson Music Due This Fall
Beck Cuts 'Scott Pilgrim' Songs
"OUTSTANDING"
"UNIQUE"
"JUMP-START"
"STUNNING"
"STUDIO-QUALITY"
THE COMPUTER IS PERSONAL AGAIN.

THE COMPUTER IS PERSONAL AGAIN.

THE COMPUTER IS PERSONAL AGAIN.
HP MINI 110
HP PAVILION DM3
HP PROBOOK 5310
HP ENVY

2011 RETAIL

HOLIDAY

For the 2011 holiday season we designed a retail merchandising campaign featuring seasonally inspired images that highlighted the best features of HP's computing solutions with humor and warmth.

beats audio
HP TrueVision HD
Pavilion dv6

00:06:05 / 02:03:05

2012 **BRAND LAUNCH**

SPECTRE

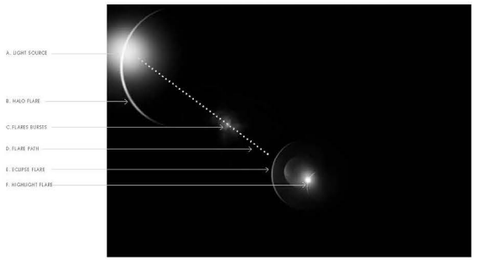
Liquid was tapped to design the brand identity for HP’s first multi-surface glass notebook. We delivered an award winning logo, a sophisticated visual style, a complete photography library, and more.

LIFESTYLE PHOTOGRAPHY EFFECTS

THE FLARE EFFECT: The flare effect is unique to Spectre imagery only and is provided with the following considerations and most delicate creative execution: (A) identifiable light source and a (B) halo flare, (C) no more than 4 flares visible along flare path, (D) the flare path should not to dominate the overall composition. (E) the product remains hero with an eclipse flare and (F) highlight flare.

THE FLARE EFFECT

Web, video, animations, or any other motion graphics using a flare should still follow the still imagery guidelines: (A) identifiable light source and a (B) halo flare, (C) no more than 4 flares visible along flare path, (D) the flare path should not to dominate the overall composition. (E) the product remains hero with an eclipse flare and (F) highlight flare.



PLAY
VIDEO

HP ENVY14
SPECTRE
TIME OF ARRIVAL
30
23
08
DAYS
HOURS
MINS

HP ENVY14
SPECTRE

SPECTRE

SPECTRE
SPECTRE

2012 RETAIL

BACK-TO-SCHOOL

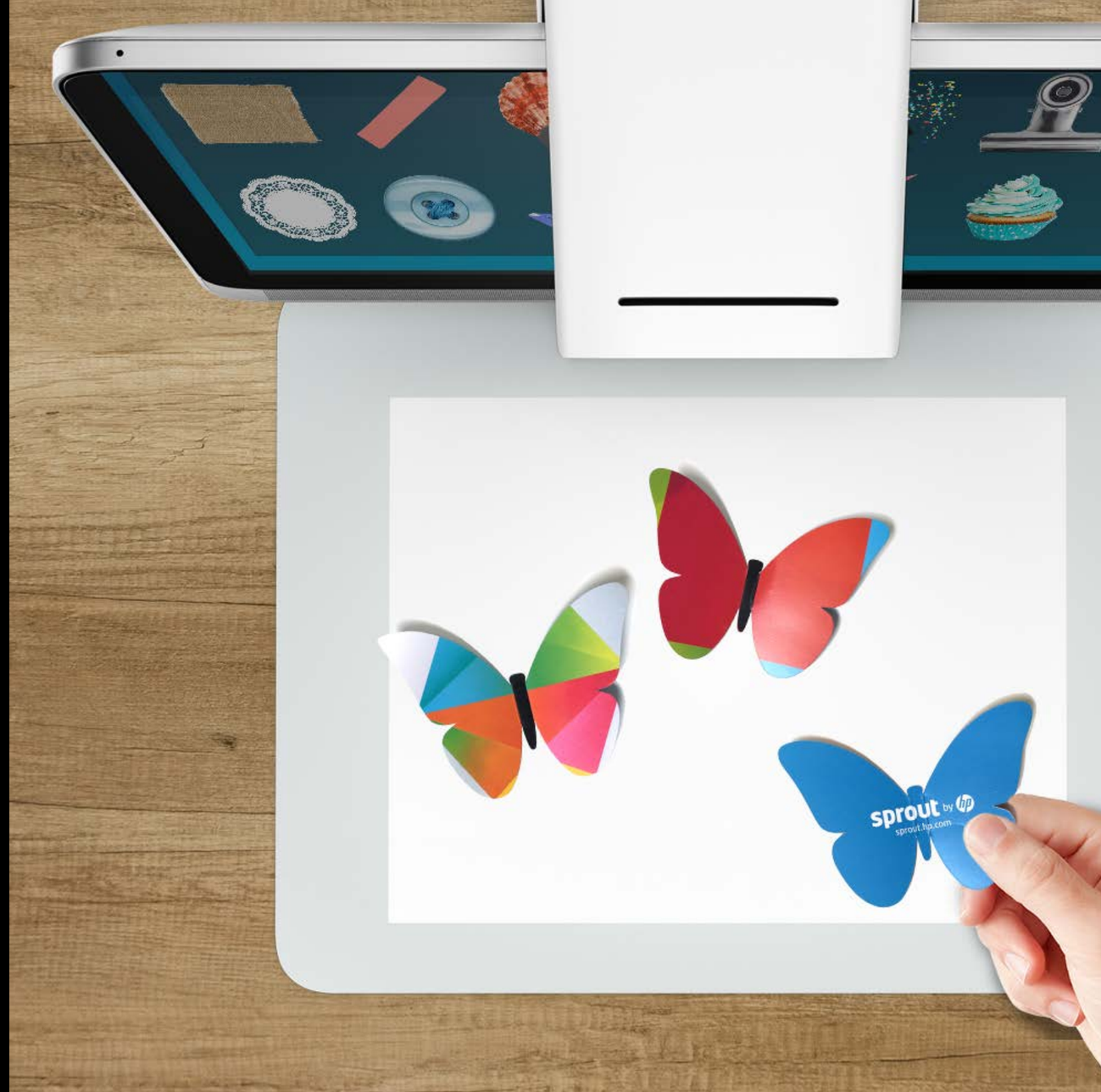
HP asked us to develop the photographic assets needed to support its back-to-school retail campaign efforts. We art directed the photoshoots, developing a library of images that connects to the youth market the brand wanted to influence. Warm and dynamic, the photos are reflective of the lifestyle and attitudes of today's active college-age students.

Total Care Center

2014 **BRAND LAUNCH**

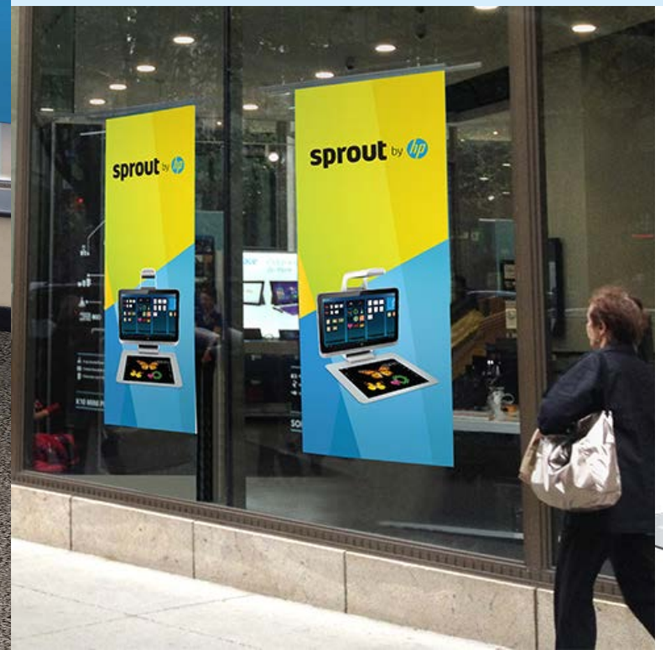
SPROUT

Sprout introduced a whole new dimension to computing. And we were happy to help launch it in the retail channel, a project that included the design of retail merchandising displays, videos, packaging and the out-of-box experience as well as the product's website destination.

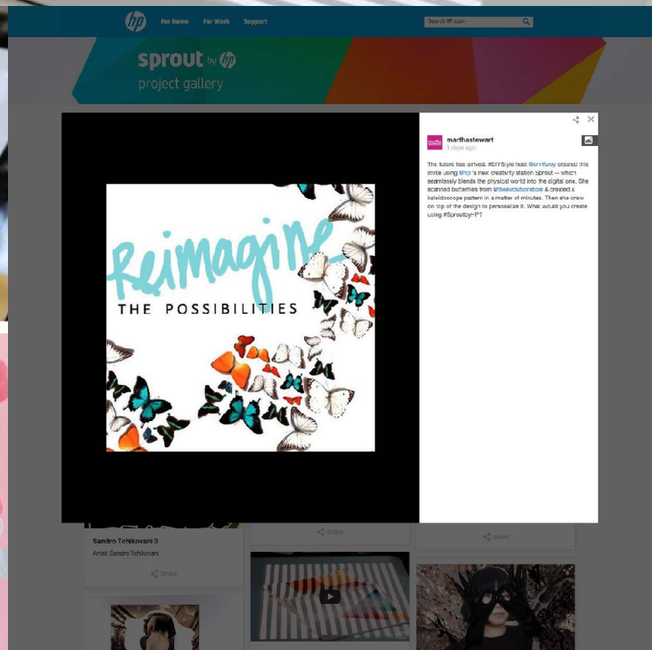


sprout by hp

sprout by hp
reimagine what you can do
BUTTERFLY PROJECT
sprout by hp
sprout by hp
reimagine what you can do
LETTUCE GO
SPECIAL OF THE DAY


sprout by hp
sprout by hp

JON TSUYAMIKA



sprout

features apps creator gallery resources tech specs get a demo

creator gallery

Featured Project: Anne Sage

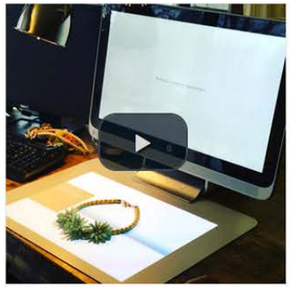
DIY minimalist art with Sprout by HP

Creatively speaking I'm pretty well-rounded. I'm good with words, I can confidently improvise in the kitchen, and I hold my own with a camera.

learn more

everything our picks videos

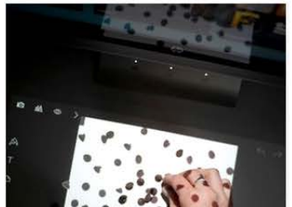
Click here to learn more about Sprout by HP



sarahtyau
Yesterday
Share

The City Sage | DIY Minimalist Art with Sprout by HP

Tiny Rotten Peanuts | Cool Coloring Sheets Made on Sprout



2015 BRAND EXPERIENCE ALIGNMENT

WIN 10

HP and Win10 offer superior performance for consumers and business customers alike. For the launch of the new OS, HP asked us to develop an HP branded experience leveraging the assets provided by Microsoft with the objective to create excitement at launch and encourage adoption.

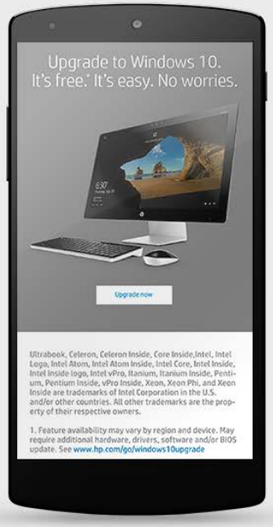
Read more about HP manageability

Take the worry out of taking the plunge.

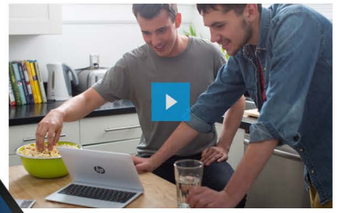
Migrating to Windows 10 is made easy with our readiness workshops. We're here with our partners to get your company up and running on Windows 10 smoothly and swiftly.

HP Pro Tablet 608
Explore now >

Read more about HP migration



HP Spectre x360
Explore now >



Works hard to make life easy

Windows 10 takes the Windows you already know and makes it go even further to work seamlessly with your personal life. HP PCs powered by Intel® Core™ processors, have technologies like InstantGo,[1] which helps you boot up and resume whatever you're doing quickly, and all Windows 10 devices now come with Battery Saver to conserve power. This is a new kind of work hard play hard.

Learn more

Protects your work life.

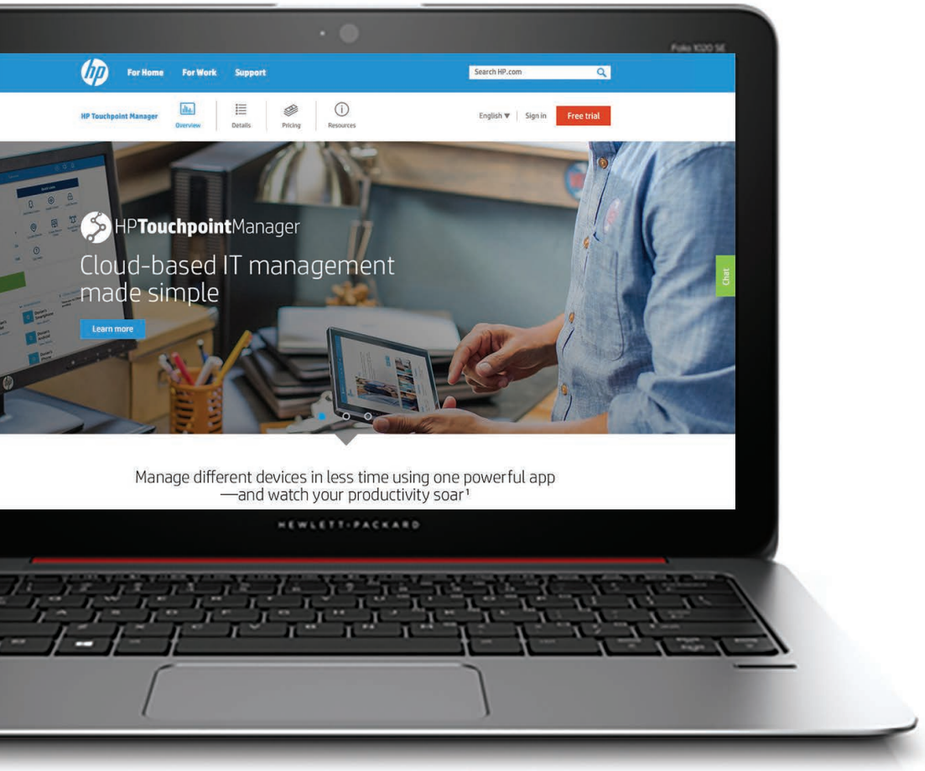
Windows 10 + HP brings you industry-leading security on HP devices, so you're fully equipped to protect your work from any attacks. The most comprehensive security solution out there doesn't have to be the most boring either. Windows 10 new manageability and productivity features create the most powerful HP devices yet, so you can work without any worries.

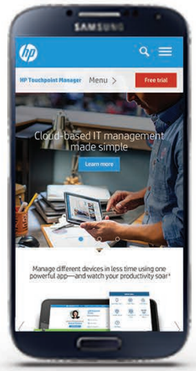
Learn more

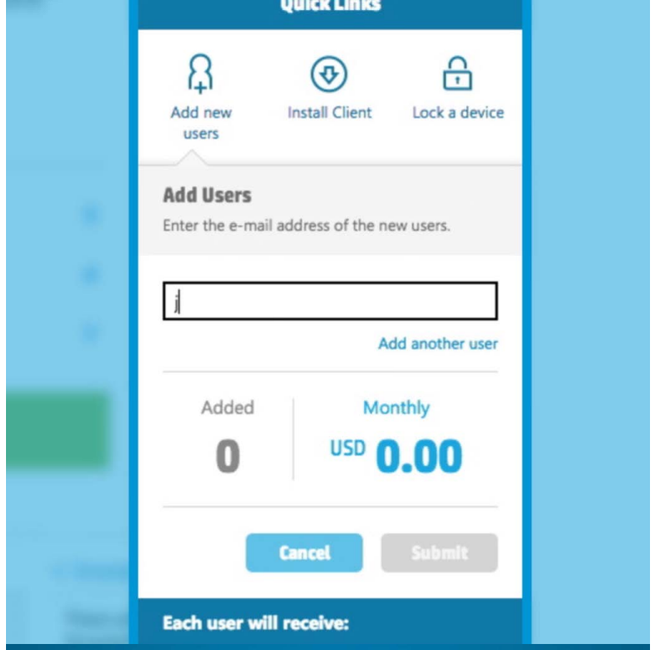
2015 BRAND EXPERIENCE ALIGNMENT

TOUCHPOINT MANAGER

Liquid was tasked with increasing the effectiveness of the website by encouraging downloads of the free trial. We created a better customer experience through intuitive navigation, an optimized process, and smart UX design.







To sign in, go to

http://hptouchpointmanager.com

Customer wants to add HP Touchpoint Manager to order

HP Reseller generates subscription key

Subscription key is emailed to customer

Subscription key is verified

2015 BRAND EXPERIENCE ALIGNMENT

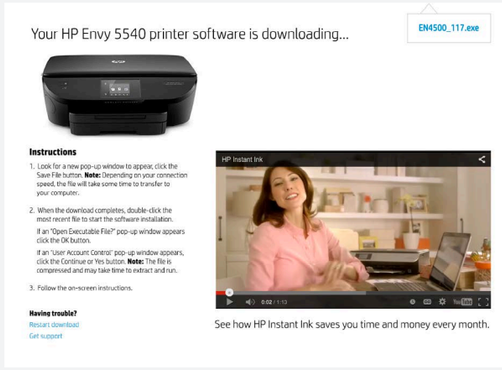
INSTANT INK

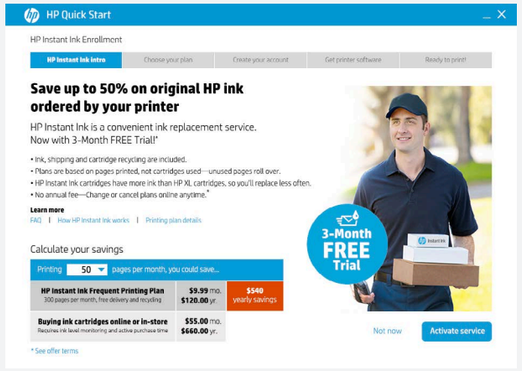
The easier you make it for customers to get stuff done, the happier they are. And the more they like your brand. We helped streamline the set up and subscription process for Touchpoint printers and increase conversion. In a few easy steps.

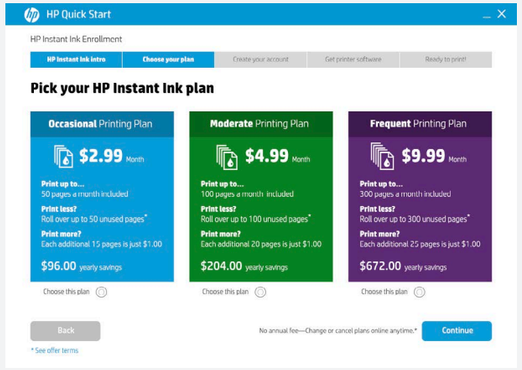
Your printer is eligible for
HP Instant Ink—ink replacement service

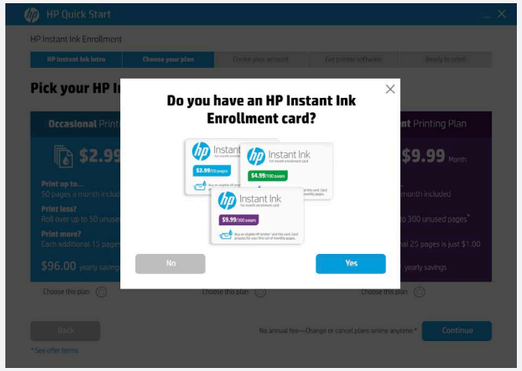
Save up to 50% on ink*—Original HP Ink ordered by your printer, delivered to your door.

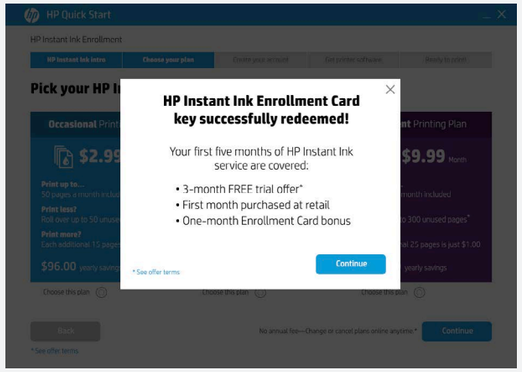
Plans start at $2.99/month.

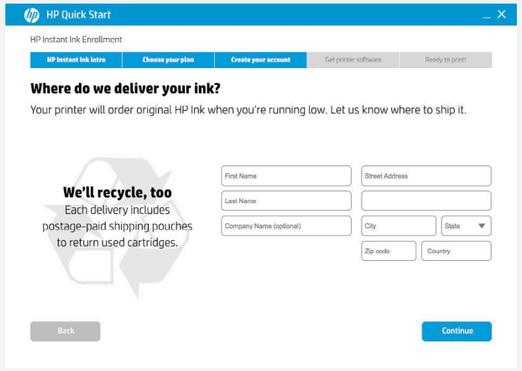








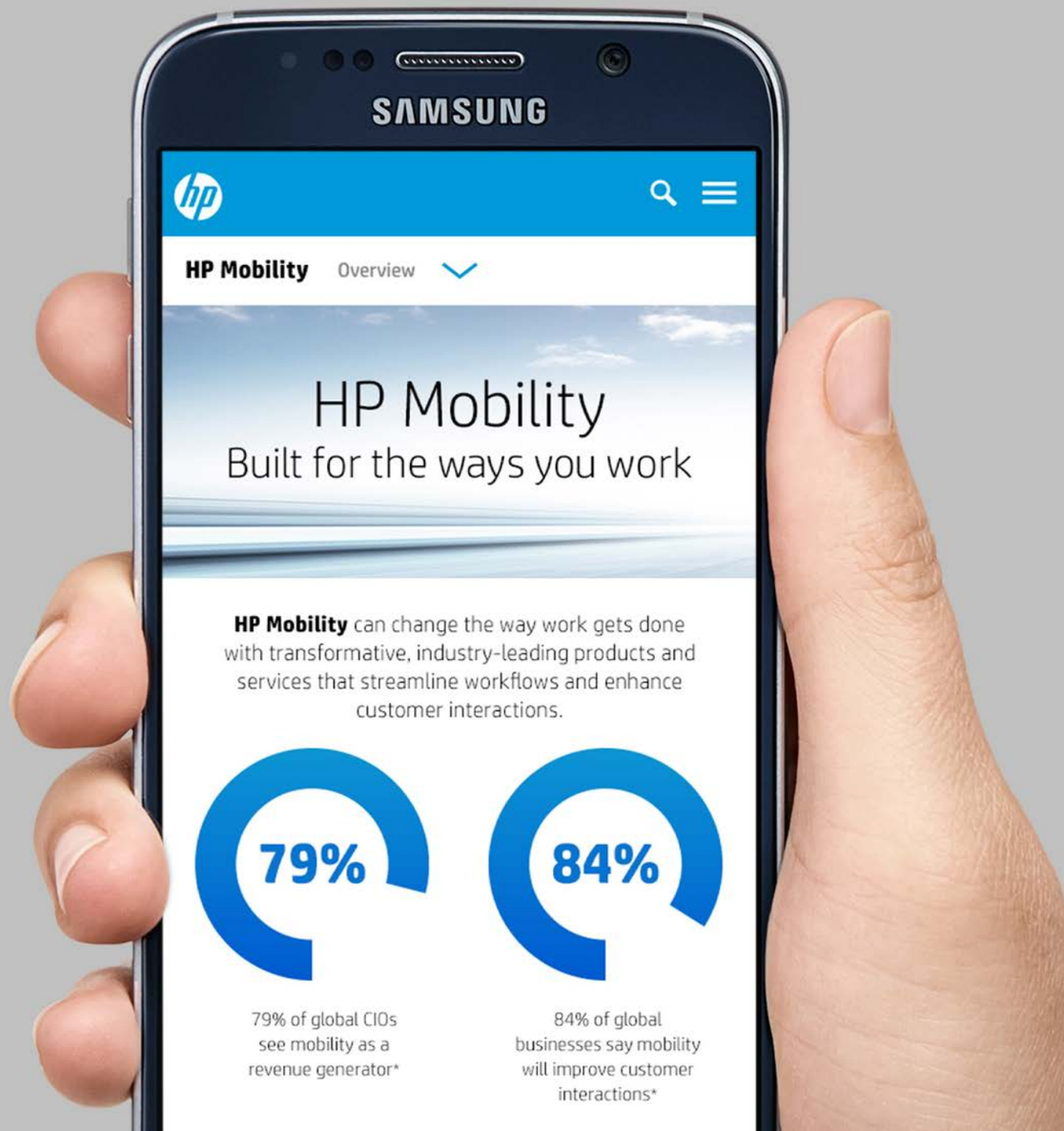




2015 DIGITAL FIRST

HP MOBILITY

We were asked to communicate HP's leadership in mobile business technology. We designed a website that showcases HP's transformative, industry-leading products and services, offering a whole new perspective on mobility.



HP Mobility

Built for the ways you work

HP Mobility can change the way work gets done with transformative, industry-leading products and services that streamline workflows and enhance customer interactions.

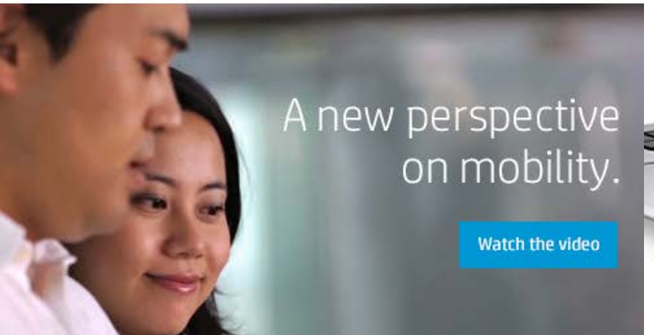
79%

79% of global CIOs see mobility as a revenue generator*

84%

84% of global businesses say mobility will improve customer interactions*

*Accenture 2013 CIO Mobility Survey



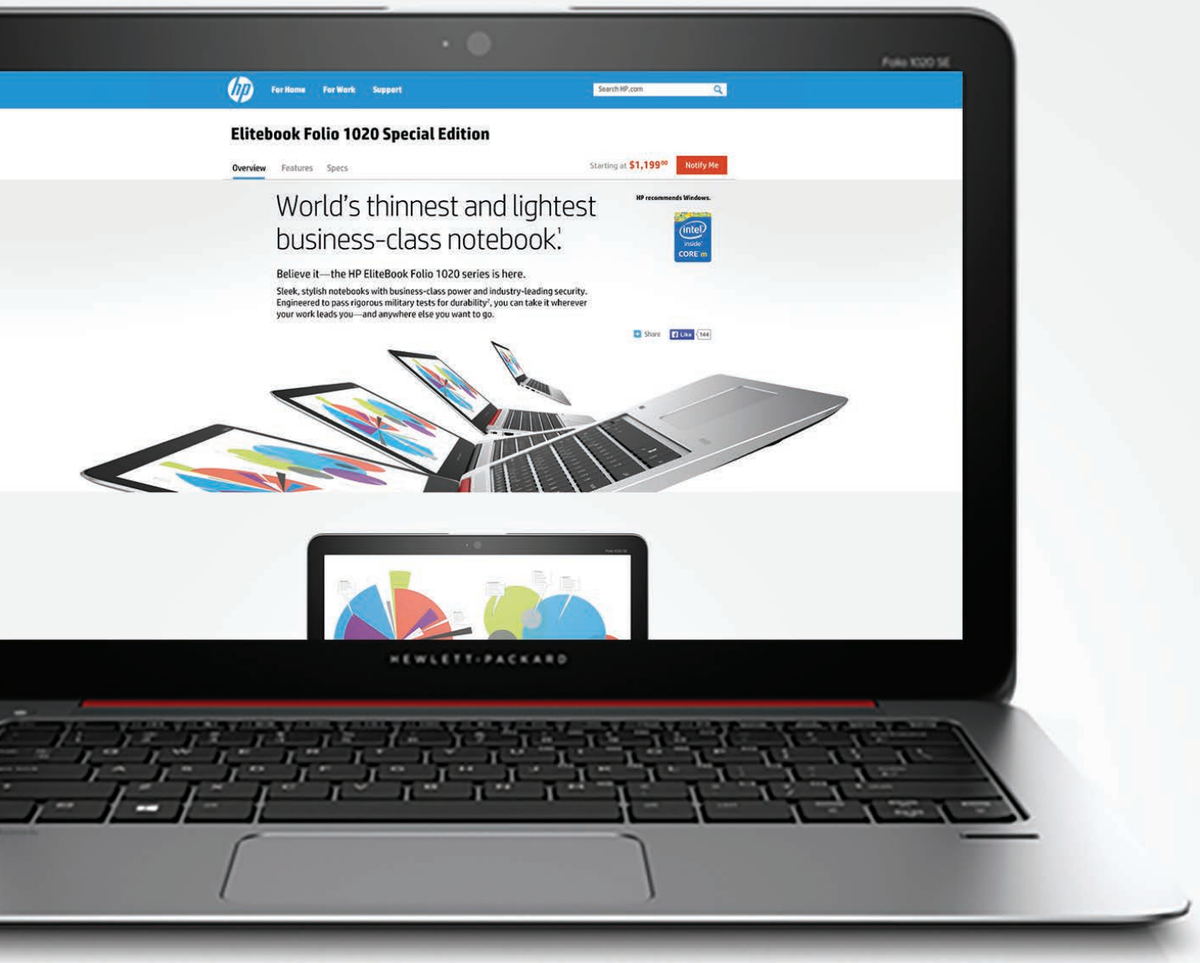
"Mobility will be a paradigm shift on the same order of magnitude as the industry's move from mainframes to client/server, and client/server to Internet. Mobility for businesses isn't just a device plus an app or adopting BYOD scenarios; it's about businesses using purpose-built devices and industry-specific solutions that combined have the power to enable a workplace transformation."

– Michael Park,
Vice President & General Manager, Commercial Mobility & Software, Business Personal Systems, HP

2015 DIGITAL FIRST

ELITE STUDIO

HP wanted to create a more dynamic experience for the Elite Studio website. We immediately went to work and improved the visual design, developed fresh content and integrated social media.



24/7

Built for business, designed for flight.

Take your work anywhere—and look good doing it—with a slim, stylish notebook.

Covered—from click to cloud.

Heavyweight protection that's easier than ever to manage, with HP SureStart, HP BIOSphere,[6] and HP Touchpoint Manager.[7]

Learn more

HP SureStart

HP BIOSphere

HP Touchpoint Manager

Tough. Tested. Tireless.

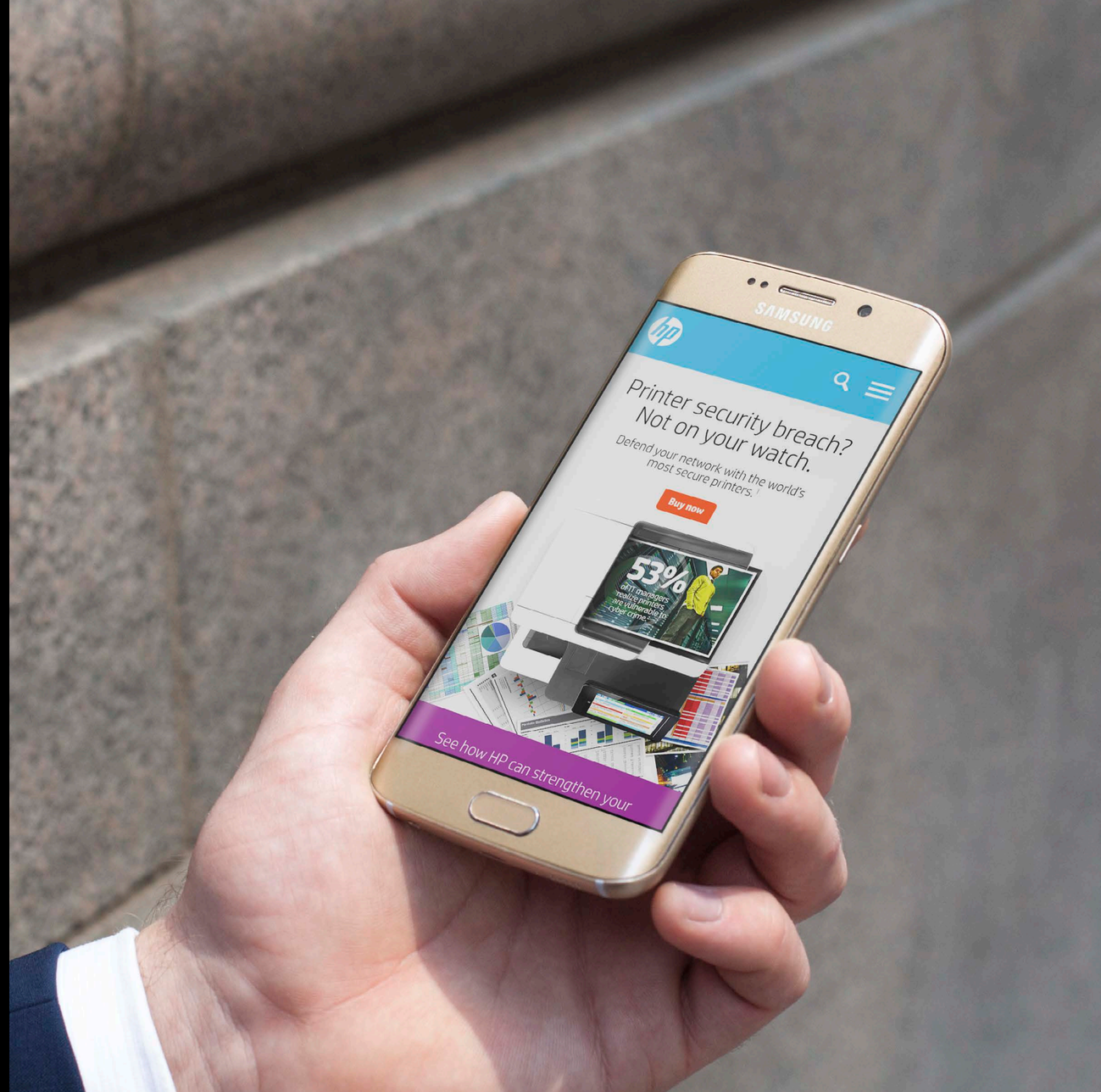
Designed to take your best shot. And then some. Carry this notebook into virtually any rigorous environment—it's built to pass U.S. military standards (MIL-STD 810G)[2] for reliability and endure 115,000 hours of HP total test process.

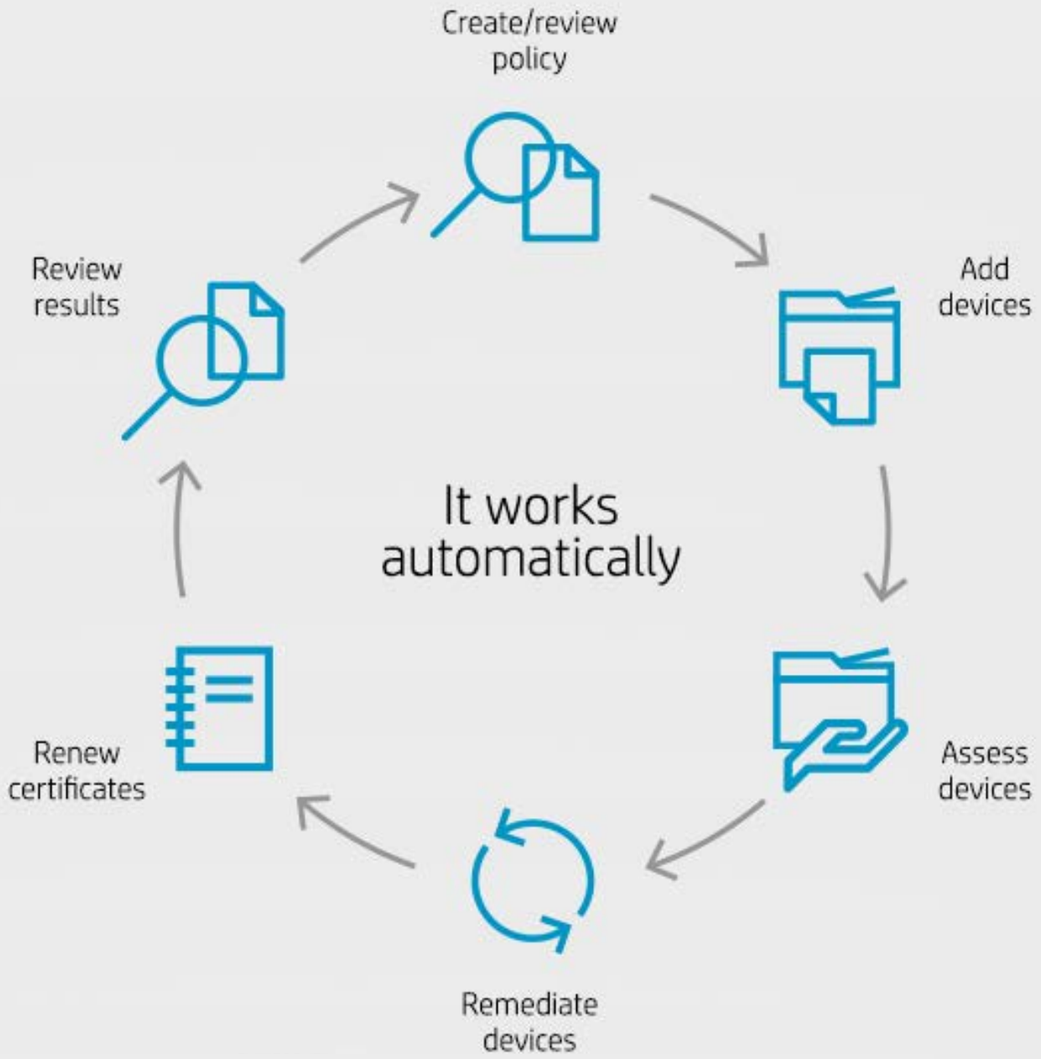
HP EliteBook PCs Military Standard Testing

2015 DIGITAL FIRST

LES FALL CAMPAIGN

These days security is a big deal for businesses of all sizes. That's why HP asked us to design a website that would increase awareness and preference for HP's world-class security solutions and services.





For Home
For Work
Support
Search HP.com
Buy now

Printer security breach?
Not on your watch.

Defend your network with the world's most secure printers.[1]

Buy now

53%
of IT managers realize printers are vulnerable to cyber crime.[2]

See how HP can strengthen your company's security.

Defend your network with the deepest device, data, and document security

The new HP LaserJet 500 series with JetIntelligence

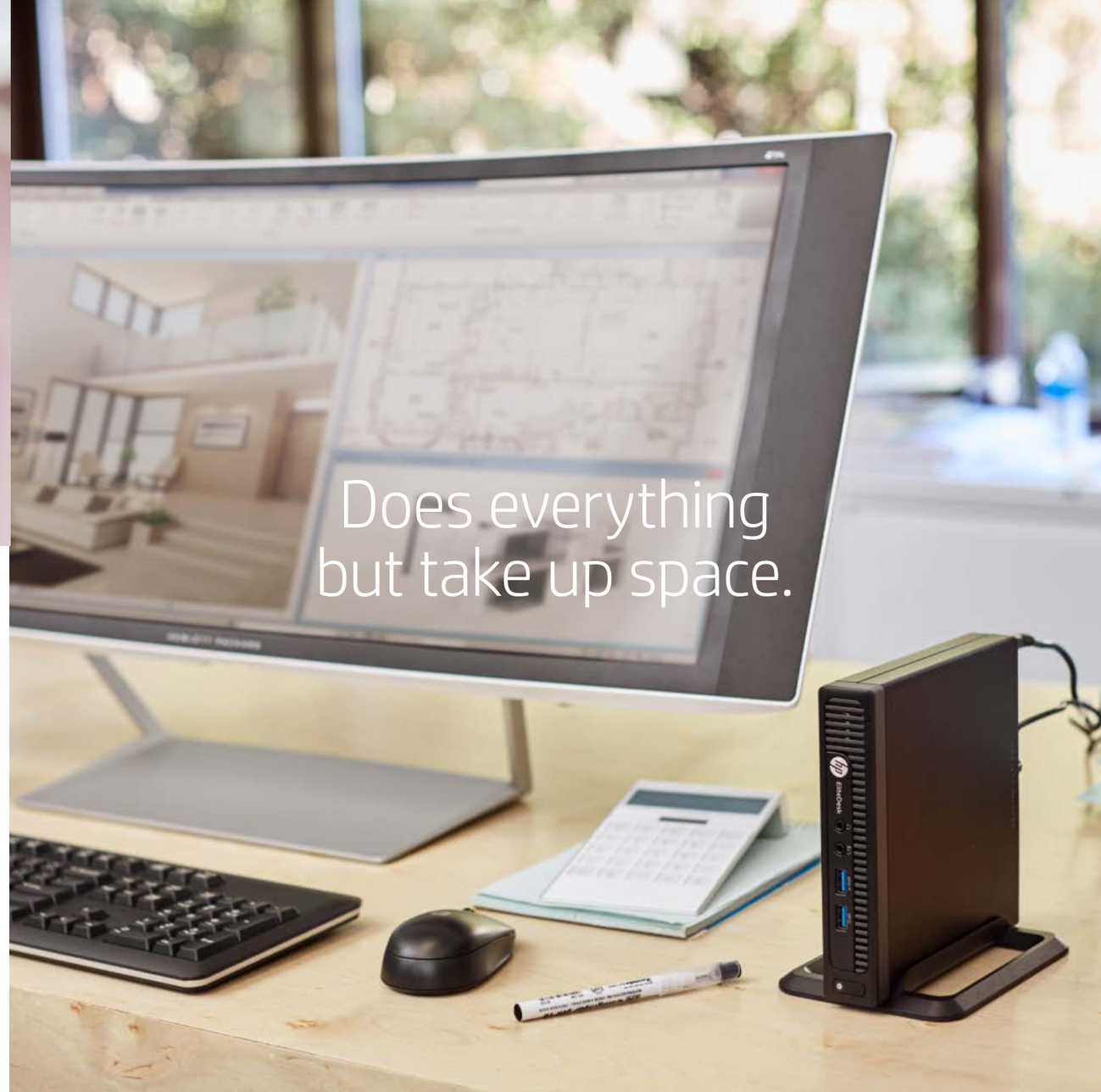
2015 DIGITAL FIRST

DESKTOP MINI

The systems that make up the HP Desktop Mini are small. Yet very powerful. We crafted a website that leverages lifestyle shots featuring the world's smallest business class desktops, driving home the point that sometimes smaller is better. Way better.

SAMSUNG
HP Elite Mini Desktop Family
Overview
Products
Accessories
The HP Desktop Mini Family
World's smallest business class desktop

Integrated VESA mount
Microphone
EliteDesk
3.5 mm headphone
USB 3.0 ports


Does everything but take up space.

WE'D LOVE TO HEAR FROM YOU.

If you would like to learn more about the work we've done for HP, and how we can help you with your next project, just send us an email or give us a call.

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