

Leading the way
toward in the future
sailing



THE ESSENCE OF GREEN VOYAGER

... ultra-efficient hull design (stump bow and waterline length just 50 cm shorter than the yacht). This will optimize propulsion efficiency by 10-15%.

... cruising performance with a top speed of 16.5 knots.

... range under diesel electric power, burning only 50 litres per hour.

... SHIP EcoProp Hybrid Advanced System - low fuel consumption and low emission of toxic gases.

... management System - maximum recovery and storage of energy (zero wastage).

... battery bank (800 kWh lithium-ion battery) to supply power for hotel loads at night or at anchor where virtually no sound or pollution is on board. It can also offer silent cruising for 3 hours at 6 knots.

Green
VOYAGER




KINGSHIP

Creating a Modern Luxury
Brand for a Pioneering Asian
Yacht Builder

KINGSHIP

Upgrading the Branding of an Asian Luxury Yacht Builder

Leading yacht producer Kingship asked Base Creative to upgrade its service offerings and help establish it as a luxury brand of the highest quality.

Business Strategy

Brand Strategy

Brand DNA
Brand Differentiation

Design and Touchpoints

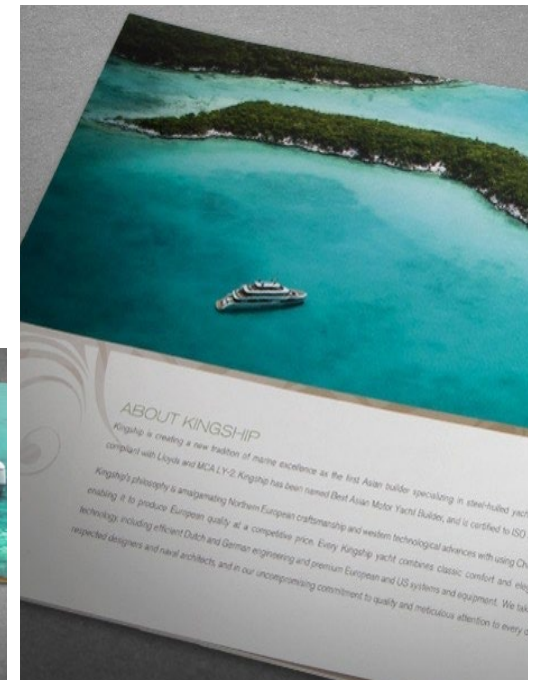
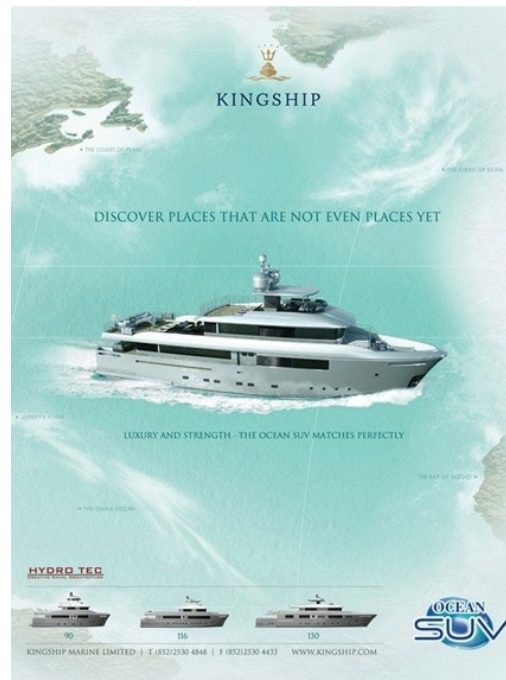
Brand Identity
Brand Guide
Brand Grid Refreshment
Writing & Translation
Print Advertising Design
Brochure Design

Digital & Social Media

UI and UX Design
Brand Website

Kingship Brand Refreshment

Creating a Modern Luxury Brand for an Award-winning Asian Yacht Builder



Base Creative helped to position Kingship as an ultra-premium and exclusive yacht brand that is pioneering innovative designs like the Ocean SUV.

Scope of Work Business Strategy

Brand Strategy
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Brand Differentiation

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Brand Identity
Brand Guide
Brand Grid Refreshment
Writing & Translation
Print Advertising Design
Brochure Design

Digital & Social Media
UI and UX Design
Brand Website

Kingship Brand Refreshment

Creating a Modern Luxury Brand for an Award-winning Asian Yacht Builder



Base Creative helped Kingship to refine its brand identity and to project the exceptional quality which has earned it the title of "Best Asian Motor Yacht Builder" across all touchpoints – including identity, print ads, brochure, and website.

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