

PRESS RELEASE

From: Red Design Consultants
Subject: PRESS RELEASE about the creation of the symbol of 40 years of diplomatic relations between China and Greece
Date: 06/07/2012

Red Design Consultants designed a symbol of friendship: a message of hope, dialogue & prosperity

The emblem of 40 years of diplomatic relationship between China and Greece

Two ancient civilizations - one world:

The emblem of “40 years of diplomatic relations between China and Greece” symbolizes the flourishing relations between two countries that stem from ancient civilizations carrying universal inspirational values, while they advance to a bright future. Their collaboration thrives on mutual respect and deep appreciation, bringing the message of hope, dialogue & prosperity.

It is a dynamic, inviting symbol that conveys the pulse of the exploration of new horizons, reflecting a rich and exciting journey that unites the two countries with strong bonds of friendship. The blue of the Greek sea and red, a symbol of vitality, joy, good fortune and growth in the Chinese culture, are combined with the warm yellow of the sun light.

"This emblem, with its enchanting, elevated yet intuitive design, has in it the pulses of the longstanding friendship, kindred spirit and human values shared by our nations and civilizations. I whole-heartedly thank and congratulate the Red Design artists who have diligently produced this work of art and kindly contributed to the celebration of the Fortieth Anniversary of the Establishment of Diplomatic Relations between the People's Republic of China and the Hellenic Republic," wrote Ambassador Du Qiwen in his letter addressed to Ms. Gina Senduka and Ms. Rodanthi Senduka.

Ms. Gina Senduka, Managing Director and Partner of Red Design Consultants, said that "it is a great honor for us be entrusted by the Embassy of the People's Republic of China in Greece with the creation of the emblem that symbolizes the values shared by two countries. We would like to express our gratitude to the Ambassador, Mr. Du Qiwen for our excellent collaboration".

Red design consultants® creating brands that matter

Syngrou 5, Kifissia Athens GR-14562 T: +30 210 801 0003 F: +30 210 801 0940
www.reddesignconsultants.com

Red Design Consultants is the leading Greek branding company based in Athens. The multi-cultured, multi-disciplined team of Red Design Consultants is working passionately seeking innovation in the fields of marketing, communication, graphic, product & environmental design. Red has contributed to the creation and development of major Greek brands with a worldwide profile. The emblem of Olympic Games Athens 2004, which has been internationally welcomed with great enthusiasm, constituted a significant milestone in this journey. Red Design Consultants has won over 120 international awards for its services. In 2010 and 2011 Red was awarded the first prize in China's Most Successful Design Awards. Most recently, Red Script Pro Typeface by Red Design Consultants won the Silver A' Design Award in the Graphics Design category.

For further information please contact:

Daphne Vassiliadis

Red design consultants[®] creating brands that matter

Syngrou 5, Kifissia Athens GR-14562 T: +30 210 801 0003 F: +30 210 801 0940

www.reddesignconsultants.com

