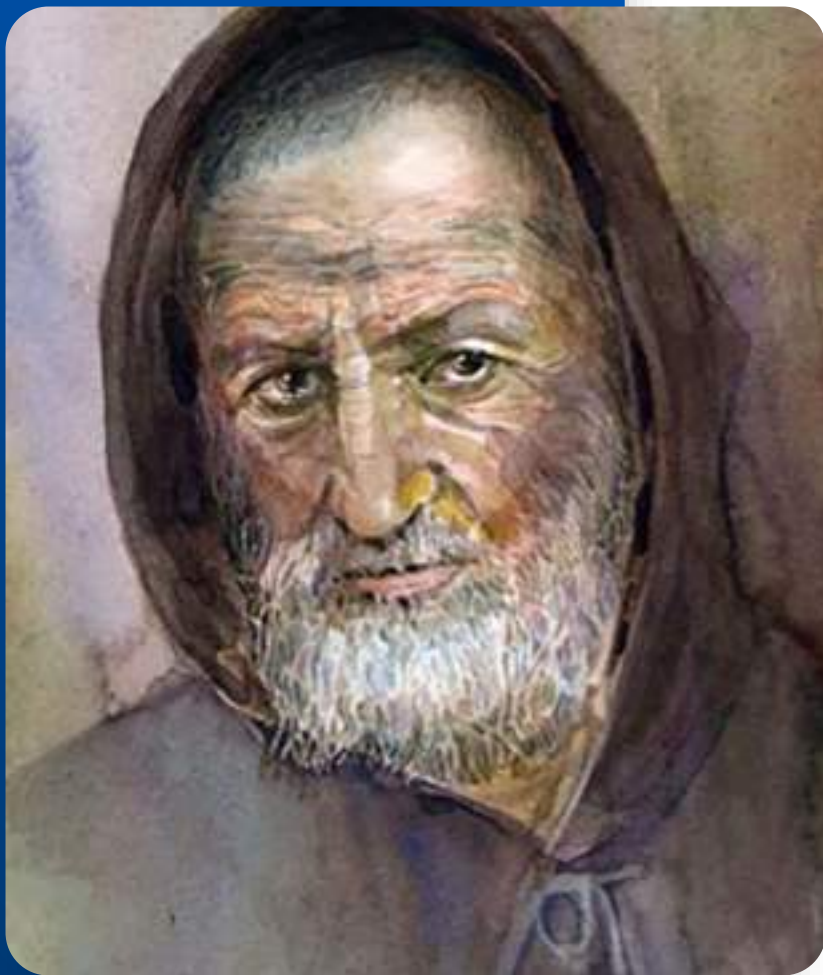


# The Power of Design

AFRICA ID4 2023

**HID**







DESIGNING FOR 30 YEARS

**HID**



# 20 years

Designing ID documents

MY CURRENCY DESIGNS FOR

ZAMBIA





MY CURRENCY DESIGNS FOR

KENYA





**THIS IS  
VITAL AS A  
DESIGNER**



Designed  
**over 30**  
passports  
worldwide



























SOUTH AFRICAN AIRWAYS



INFINITE DESIGN

HID



The variety of design  
& the **opportunities** it  
**presents are endless!**

INFINITE CREATIVITY

HID



We have

16 million

colours to choose from





INFINITE CREATIVITY



A huge variety of  
**materials  
& textures**





# Multiple different styles





Selecting the **typography** and **fonts** to make the right kind of impact.





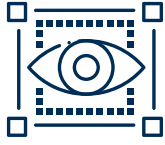


The process starts  
**with you!**



WE START WITH A  
DESIGN WORKSHOP  
delving into  
the **customer**  
**identity.**

# BRAINSTORMING



BE  
VISUAL



ENCOURAGE  
WILD IDEAS



STAY FOCUSED  
ON THE TOPIC



DEFER  
JUDGMENT



BUILD ON  
THE IDEAS  
OF OTHERS



ONE  
CONVERSATION  
AT A TIME

# WHAT DO WE LEARN?





WHAT DID  
WE LEARN?



**Centre for  
cultural heritage**



**Sports  
& fitness**



**Peace  
& unity**



**Women  
empowerment**

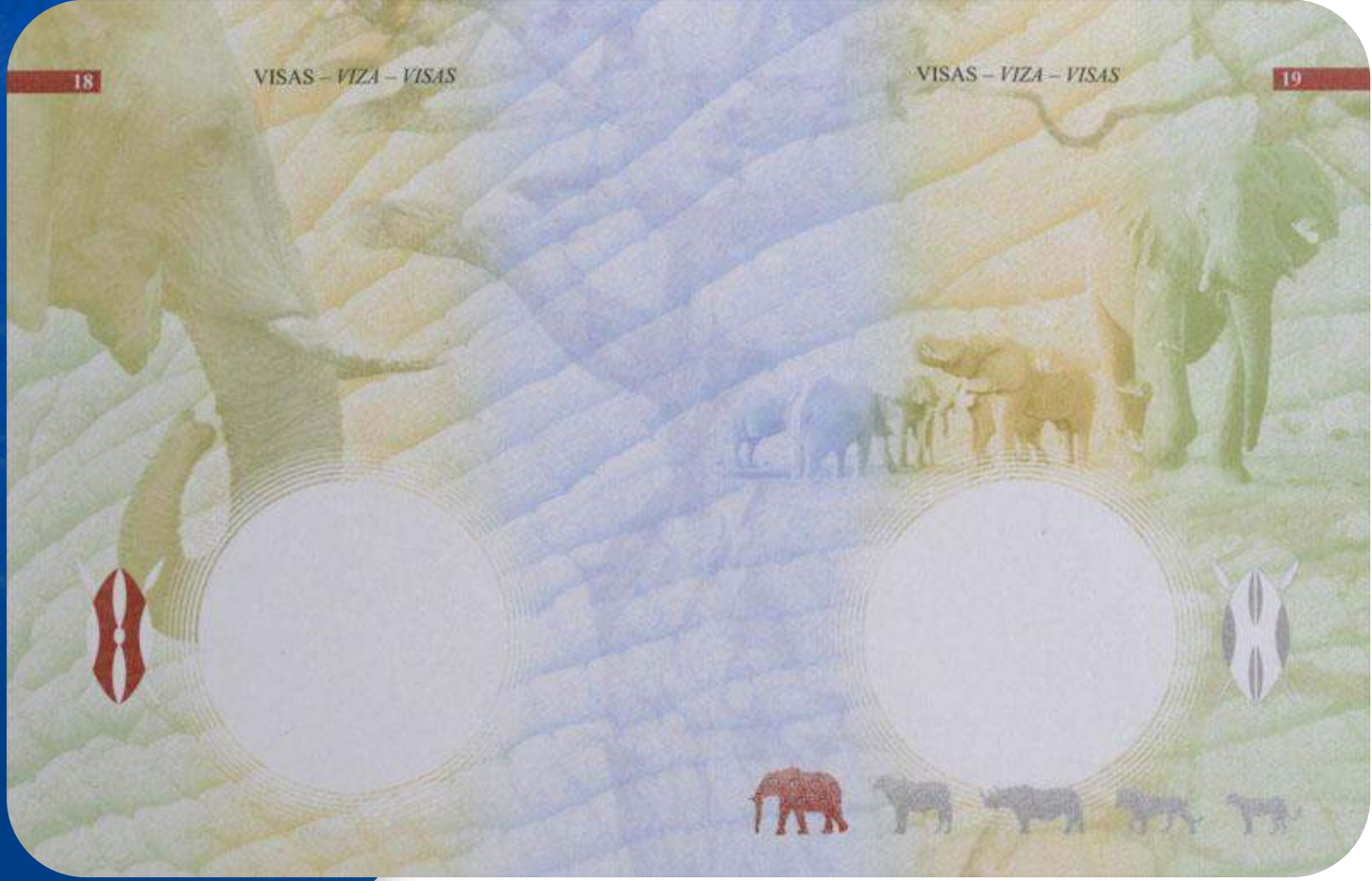






GRAPHIC CONCEPT

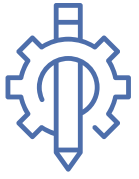
# ELEPHANTS





**HID**





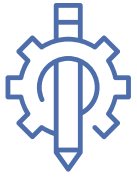
HID

GRAPHIC CONCEPT

# African Passport designs







GRAPHIC CONCEPT  
- END PAGE

# Sierra Leone





GRAPHIC CONCEPT

# FOREST & CHIMPANZEE





GRAPHIC CONCEPT

# WINDOWS & PATTERNS





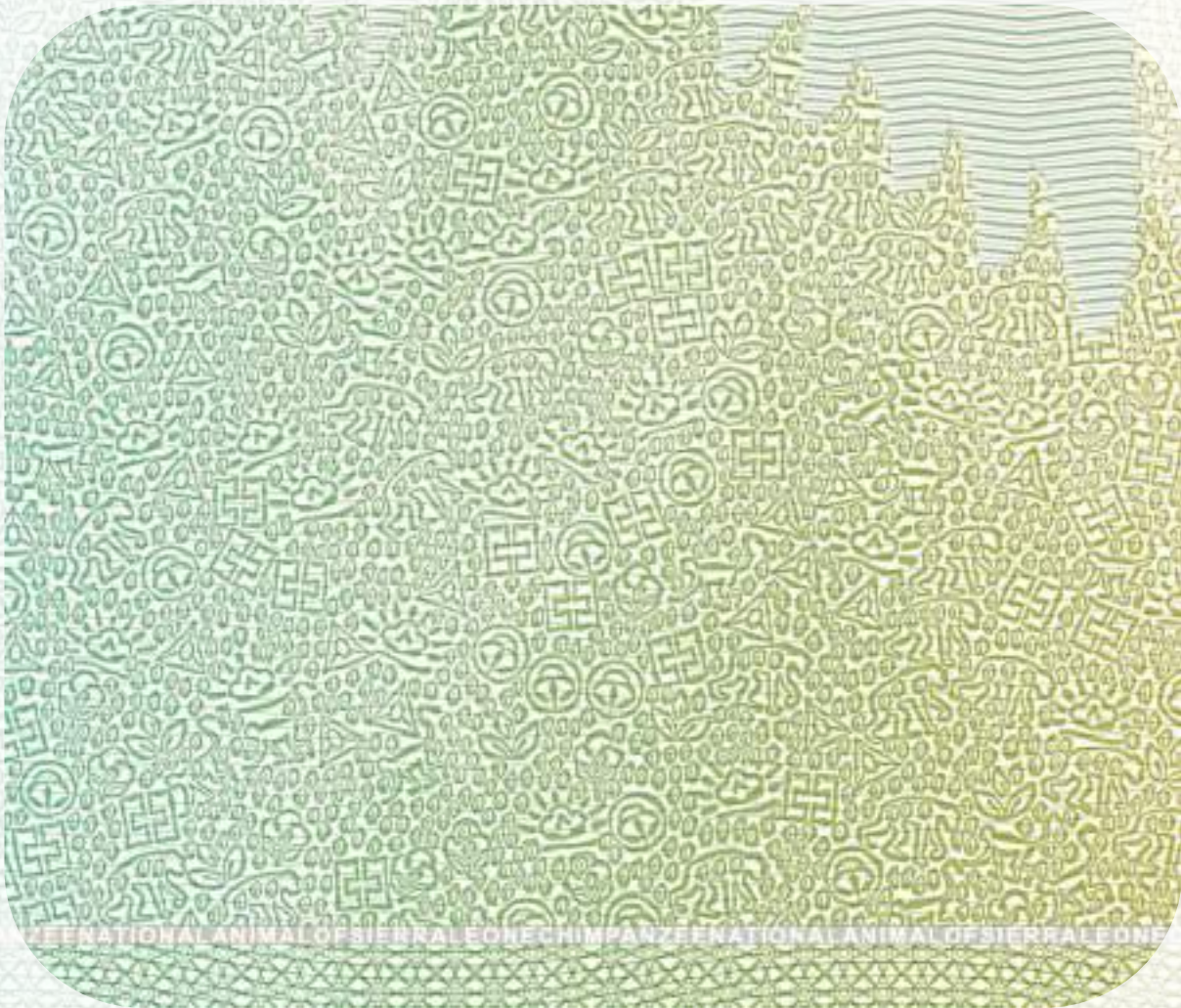
# Sierra Leone

VISA CONCEPT

**HID**







GRAPHICAL ICONS &  
MICRO SYMBOLS

INTERNATIONAL ANIMAL OF SIERRA LEONE CHIMPANZEE INTERNATIONAL ANIMAL OF SIERRA LEONE



THE  
SPOONBILL

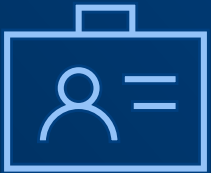
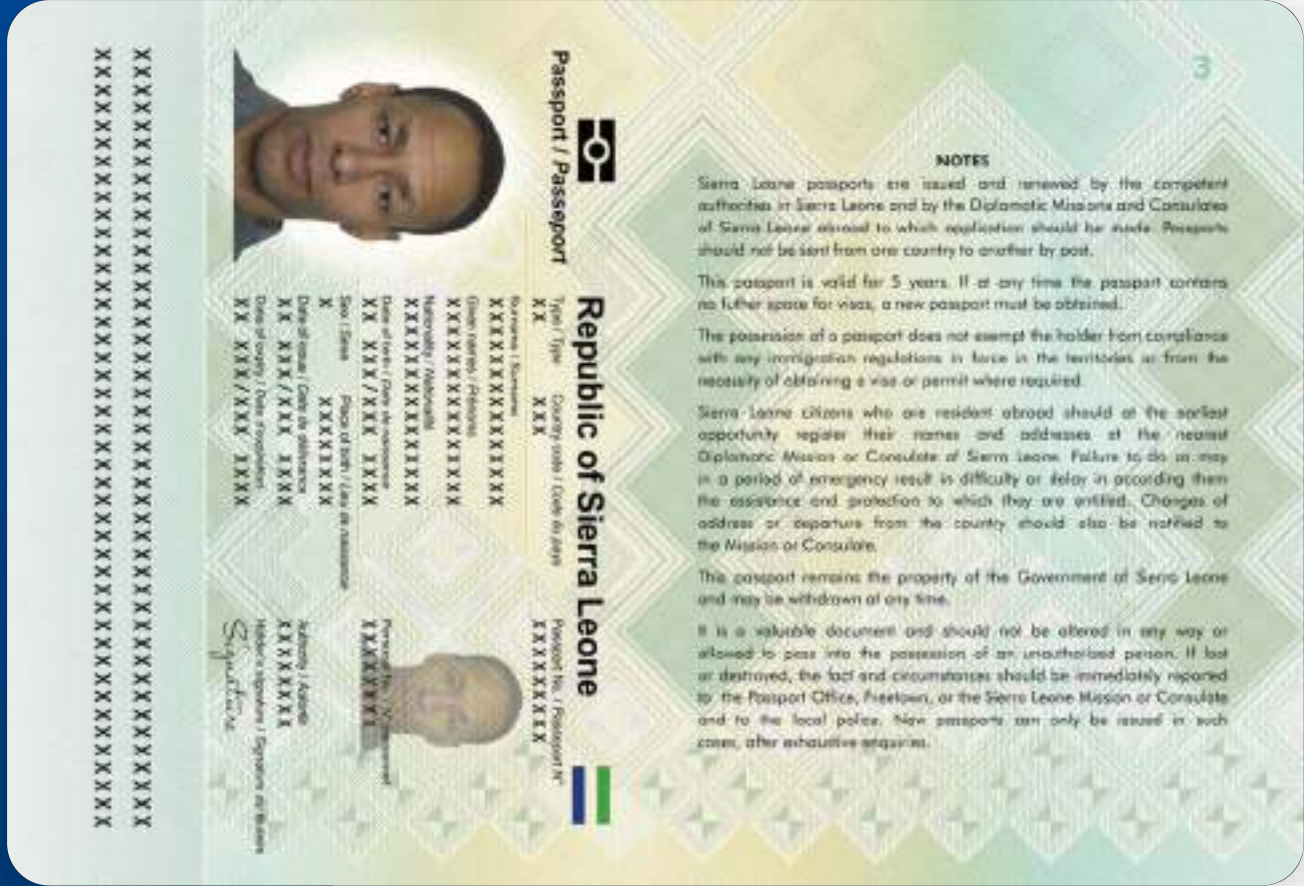






**Designed  
to dazzle**





# The Bio Data page

**HID**

**Thank you**

HIDGLOBAL.COM