

Success Story of Project Completed for The Government

Project Owner:

Hong Kong Police Force (HKPF)

Project Name (in English):

Design and Production Service of Hong Kong Police Review 2024

Project Name (in Chinese):

香港警察 2024 年度報告設計及製作服務

Project Description:

The Hong Kong Police Force Annual Report Project exemplifies BINGO (HK)'s capability in delivering large-scale institutional publication projects. The report presents the Force's key achievements and community initiatives through a disciplined, modern, and accessible visual language that balances clarity, accuracy, and design excellence.

BINGO (HK) was responsible for the overall creative direction, bilingual editorial work, layout design, and digital adaptation. Every stage of production — from concept development to final delivery — was carefully managed to ensure the publication accurately reflected the organization's image, values, and communication objectives.

In addition to the print and PDF versions, BINGO (HK) developed a fully interactive website version, transforming static content into an engaging online experience that enhances accessibility and audience reach.

Through refined design, structured editorial workflow, and strict quality control, the final deliverables achieved a professional balance between readability, aesthetics, and accessibility across all media formats.

About BINGO (HK)

BINGO (HK) is a leading creative agency in Hong Kong, specialising in annual report design and corporate publication services for listed companies, NGOs, and government departments.

With over a decade of experience in corporate communications design and more than 6,000 successfully completed projects, BINGO (HK) is recognised as one of

the region's most trusted and innovative design partners.

In this project, BINGO (HK) provided end-to-end creative and production services covering six key areas:

1. Creative and Visual Direction

The overall design concept was developed around the Hong Kong Police Force's identity and annual theme, combining institutional credibility with contemporary visual style. Layout, typography, and imagery were crafted to communicate professionalism and clarity.

2. Editorial and Bilingual Content Management

A dedicated editorial team ensured linguistic precision and consistency across English and Chinese versions. The service included content refinement, proofreading, and structural editing for corporate, community, and statistical sections.

3. Data Visualization and Infographics

Performance data and operational highlights were translated into clear, visually engaging infographics and charts, enabling readers to understand complex information at a glance.

4. Interactive Digital Edition

The report was extended into a responsive, web-based interactive version. This edition enhanced the reader experience and accessibility, supporting multi-device browsing and dynamic content interaction.

5. Print and Accessibility Compliance

Layouts were optimised for both print and digital formats. The digital and web editions followed the Web Content Accessibility Guidelines (WCAG) established by the World Wide Web Consortium (W3C) Web Accessibility Initiative (WAI), ensuring inclusive and barrier-free access for all users.

6. Quality Control and Project Delivery

BINGO (HK)'s internal quality assurance system monitored every stage of production — from design layout to final proofing — to guarantee precision, consistency, and on-time delivery.

Means of Service Acquisition: Open Tender

Contractor Name: BINGO (HK)

Subcontractor Name: N/A

Project Commenced on: Jul 2025

Project Completed on: Oct 2025