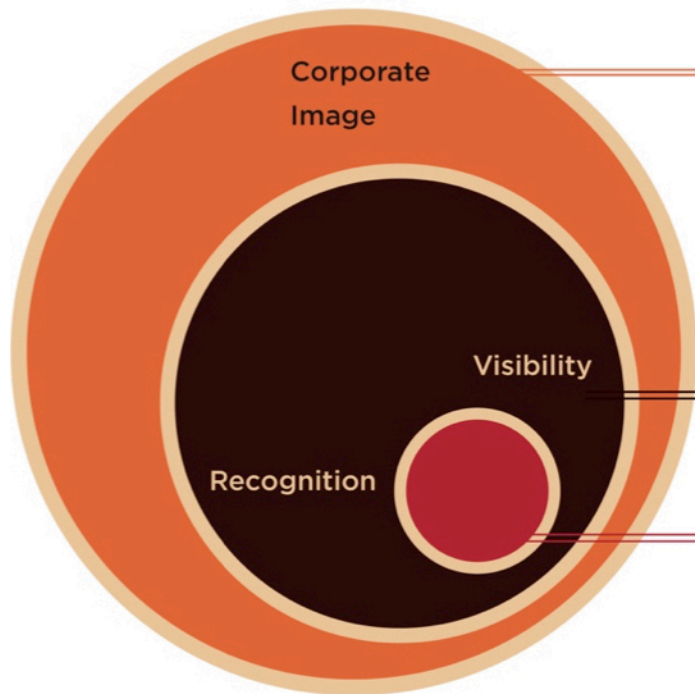


KNOW-HOWS



BRAND

Relationships
Emotions
Expectations
Gut feelings
Memories
Behaviors
Stories

LOGO [VISUAL IDENTITY]

Symbol
Form(s)
Shape(s)
Abstraction(s)
Color(s)
Shape(s)

IDENTITY EXTENSIONS

Deliverable(s):

Stationery
Collaterals (Print Materials)
Signage
Products

Communication Aims:

Positioning
Messaging
Typographic System
Colour System