

Corporate Branding Works

By Jacks Maliyakal



Corporate Branding for **NAVAM Retreat**



- Project Time line : **October 2016 - December 2016**
- Overall Time spent : 20 to 25 hrs
- Work Involved : Understanding the customer expectation and target audience, Creating a brand identity. Co-ordinating with content creation as per the brand positioning, Creating stationaries, marketing collaterals, initial social media integration and co-ordinating with the website creation.

NAVAM
 WELLNESS

Full Name _____
 Designation _____

+91 95910 22506
 name@navamwellness.com

www.navamwellness.com

Navam - Wellness, 49/17, Arkola, Karnataka, INDIA, Pin 581 334
 Tel : +91 8888 - 231 112/13/14 email: navam@navamwellness.com

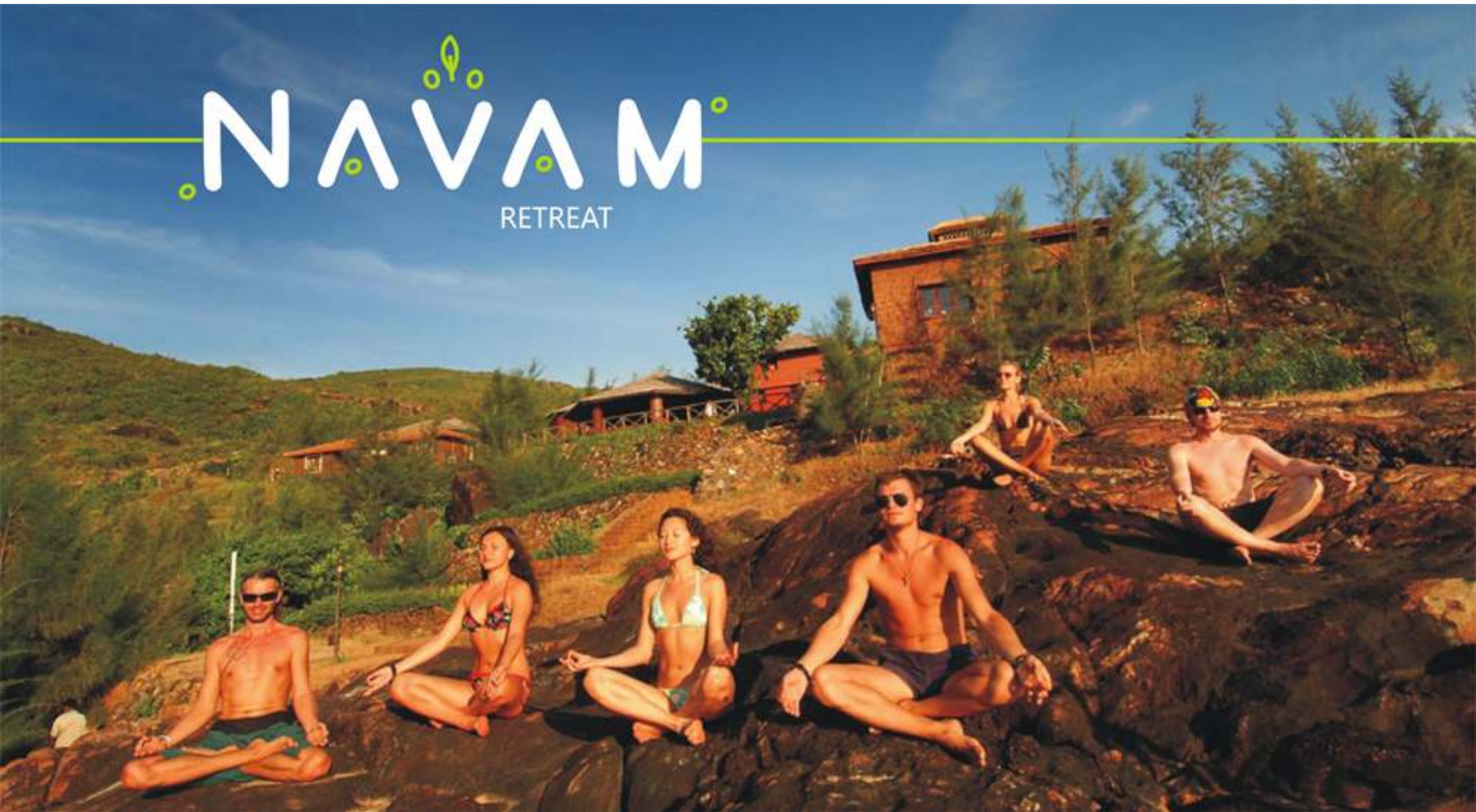
NAVAM

www.navamwellness.com



NAVAM

RETREAT



Corporate Branding for **Celtycs Technologies**

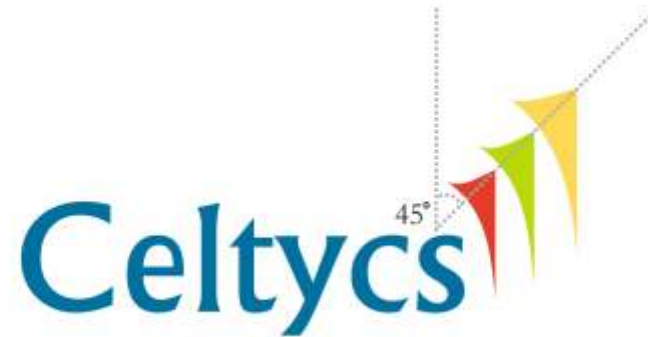
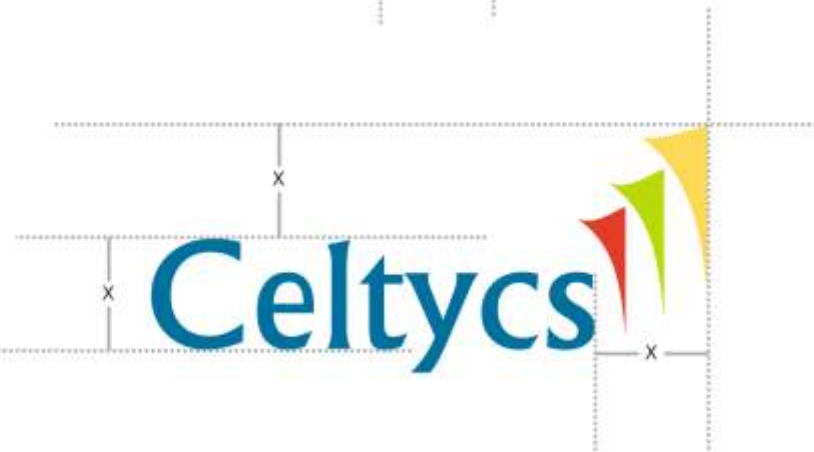
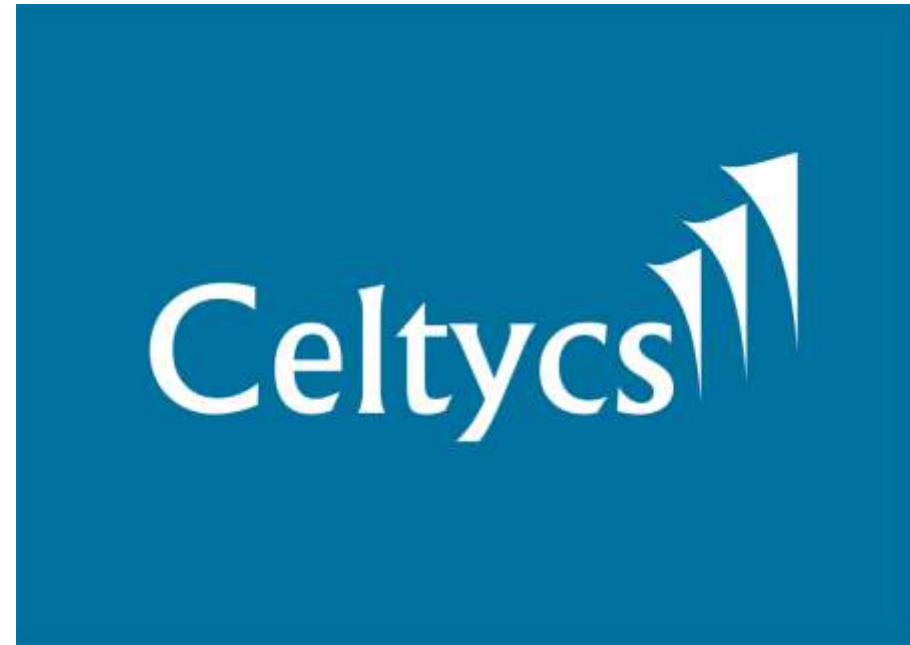
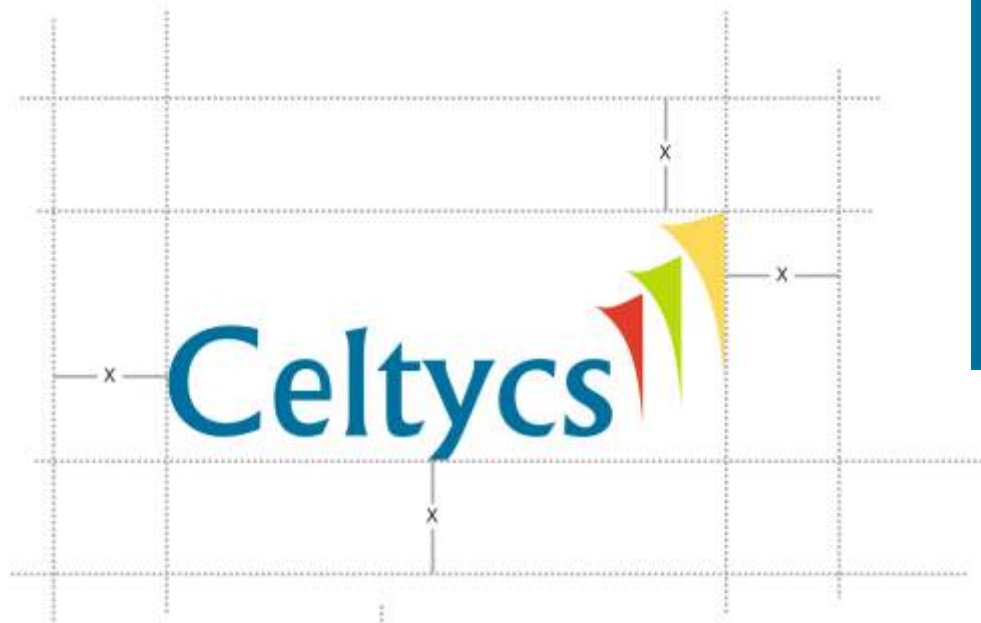


Project Time line : **May 2017**

Overall Time spent : 10 hrs

Work Involved : Understanding the customer expectation, market need and target audience, Creating a brand identity.

Creating identity standards, Creating stationaries



Celtycs



Full Color reverse logo

Celtycs



35mm

minimum width


PMS 122C
C0 M18 Y83 K0

PMS 382C
C30 M0 Y94 K0

PMS 179C
C0 M79 Y94 K0

PMS 3015C
C100 M23 Y0 K18

Celtycs



Corporate Branding for **C-Group Constructions**



Project Time line : **July 2017**

Overall Time spent : 10 to 15 hrs

Work Involved : Understanding the customer expectation, market need and target audience, Creating a brand identity.

Creating stationaries, Sign Boards, marketing collaterals,



CHARALIL
G GROUP Constructions

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G GROUP

Constructions

Corporate Branding for QuizBrain



Project Time line : **February 2008**

Overall Time spent : 10 to 15 hrs

Work Involved : Understanding the customer expectation, market need and target audience, Creating a brand identity.
Creating identity standards, Creating stationaries. Creating initial website templates as per
identity standards

Quizbrain signature system

Below is an overview of the Quizbrain signature system. It organizes the signatures based on color or black & white, positive or reverse, gradient mark (with or without a shadow) or solid mark. There are 12 approved versions for the Quizbrain Corporate Signature.

	three-color signatures	two-color signatures	one-color signatures	black & white signatures
gradient with shadow				
gradient				
gradient reverse				
solid				
solid reverse				



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porate identity system-
nature colors and the
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porate identity system:
 marketplace.

as for supporting
 are designed to help
 ure correctly and

for products, services
 the license agreement



is available online at: www.quizbrain.com/identity

Contents

- Building a consistent brand image.....
- Quizbrain corporate signature.....
- Quizbrain signature system.....

Quizbrain Corporate Signature

The Quizbrain Corporate Signature is a combination of two elements: the dynamic dots and the Quizbrain custom-drawn logotype.

Because the Quizbrain Corporate Signature has been registered, the wordmark should be used with the statutory superscript, [™], whenever the wordmark is prominently displayed. By preference, this superscript should immediately follow the stylized, "Quizbrain" lettering as illustrated below. When the wordmark is used in text or product literature, it is preferred that its first reference in the text be indicated as "Quizbrain[™]".



Corporate Signature (Wordmark)

Do not attempt to recreate this artwork. Always use approved artwork available at www.quizbrain.com/identity when reproducing the Quizbrain Corporate Signature.



Quizbrain™
Corporate Identity System

Graphic Standards and Usage Guidelines

Corporate Branding for **Sip fresh coffee**



Project Time line : **June 2013 - July 2013**

Overall Time spent : 15 to 20 hrs

Work Involved : Understanding the customer expectation, market need and target audience, Creating a brand identity.
Creating identity standards, Creating stationaries. Designing labels and signs for machinery and transportation



Sip
fresh coffee





