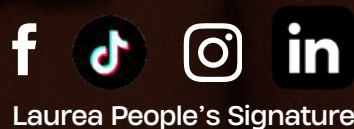




# BRANDING MANAGEMENT



GET SOCIAL



Laurea People's Signature

[WWW.LAUREAPEOPLESSIGNATURE.COM](http://WWW.LAUREAPEOPLESSIGNATURE.COM)





# Branding is the Art of Becoming

## Recognizable, Likeable, and Trustable

Get Social @ Laurea People's Signature





# Strategy to Make Your Brand Known



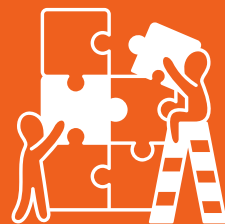
**SEO and Content  
Marketing**



**Email  
Marketing**



**Social Media  
Engagement**



**Networking and  
Partnerships**



**Paid  
Advertising**



**Press  
Releases**



Laurea People's Signature

## Initial Consultation

Offer initial consultation to understand the client's needs, goals, and vision for their brand. This helps build rapport and allows you to gather essential information for crafting a tailored branding strategy.

## Branding Strategy Development

Based on the findings from the brand audit and client consultation, develop a customized branding strategy. This should outline key objectives, target audience insights, brand positioning, messaging guidelines, and a roadmap for implementation.

## Brand Identity Design

Create or refine the visual elements of the brand, including the logo, color palette, typography, and imagery. Ensure consistency across all touchpoints to build brand recognition and trust.

## Online Presence Optimization

Optimize the client's online presence across various digital channels, including their website, social media profiles, Google My Business listing, and online directories. Ensure branding consistency and visibility to enhance brand awareness and credibility.

## Brand Guidelines and Assets

Provide the client with comprehensive brand guidelines that document the brand identity elements, usage guidelines, tone of voice, and other relevant specifications. Also, deliver digital assets in various formats for easy integration into marketing collateral.

## Monitoring and Analysis

Continuously monitor the performance of the branding initiatives and gather feedback from the target audience. Provide regular reports to the client and make data-driven recommendations for optimization.

A man with glasses and a beard, wearing a dark shirt, is sitting at a table and pointing at a tablet. A woman with curly hair, wearing a white shirt and a dark vest, is sitting next to him, looking at the tablet. They are in a modern, minimalist setting with a grey tiled wall and a wooden table.

How We Communicate  
Our Value  
**IN BRANDING**



# KATSys™ SOLUTIONS



**KATs™ Trusted Partners**

elastic, Azure, Flutter, SAP, McKesey & Company, Google Cloud Platform, Hewlett Packard Enterprise, AWS, pwc, EY, Microsoft

**Why Choose Us?**

- Decades of Expertise:** With over 25 years of experience in distribution management, we bring unmatched industry knowledge to the table.
- Proven Track Record:** Our extensive portfolio of successful projects with leading brands globally demonstrates our commitment to delivering results.
- Cutting-Edge Technology Stack:** We leverage state-of-the-art technologies like AI and Big Data to ensure your distribution operations stay ahead of the curve.
- Tailored Solutions:** Our customer-centric approach means we design solutions that align with your unique business needs, avoiding a one-size-fits-all approach.

**LEADING THE WAY IN DISTRIBUTION SOLUTIONS**

support@katsysmy.com

**KATs™ Advantages**

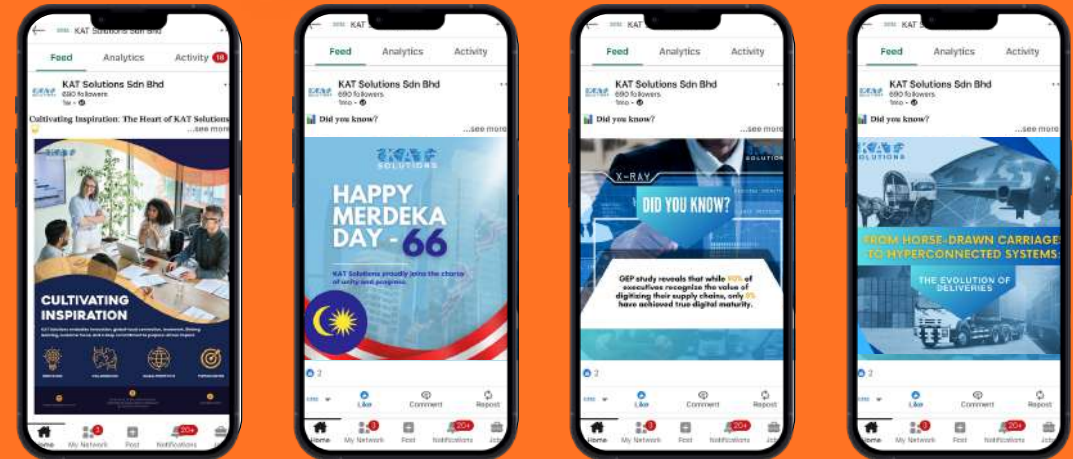
- Streamlined operations
- Enhanced data efficiency
- Real-time decision making
- Improved inventory management
- Reduced costs

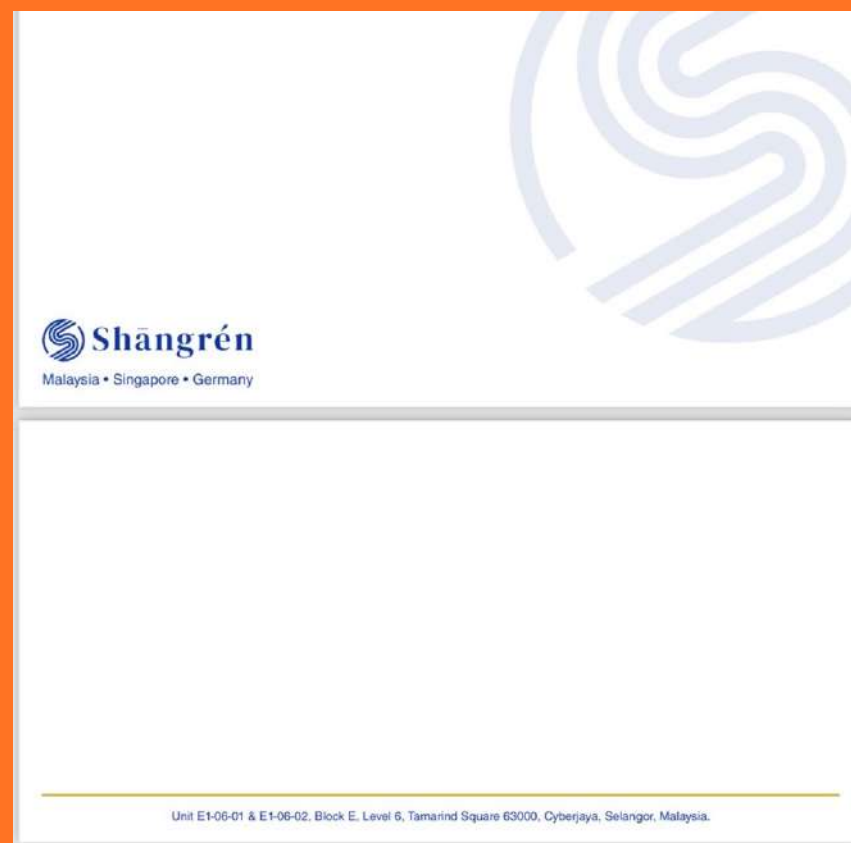
**KATs™ The Premier Choice for Distribution Management - The Award-Winning Choice**

**Mission**  
Our commitment is to establish total visibility, transparency, and security across the Supply Chain with Digital Solutions.

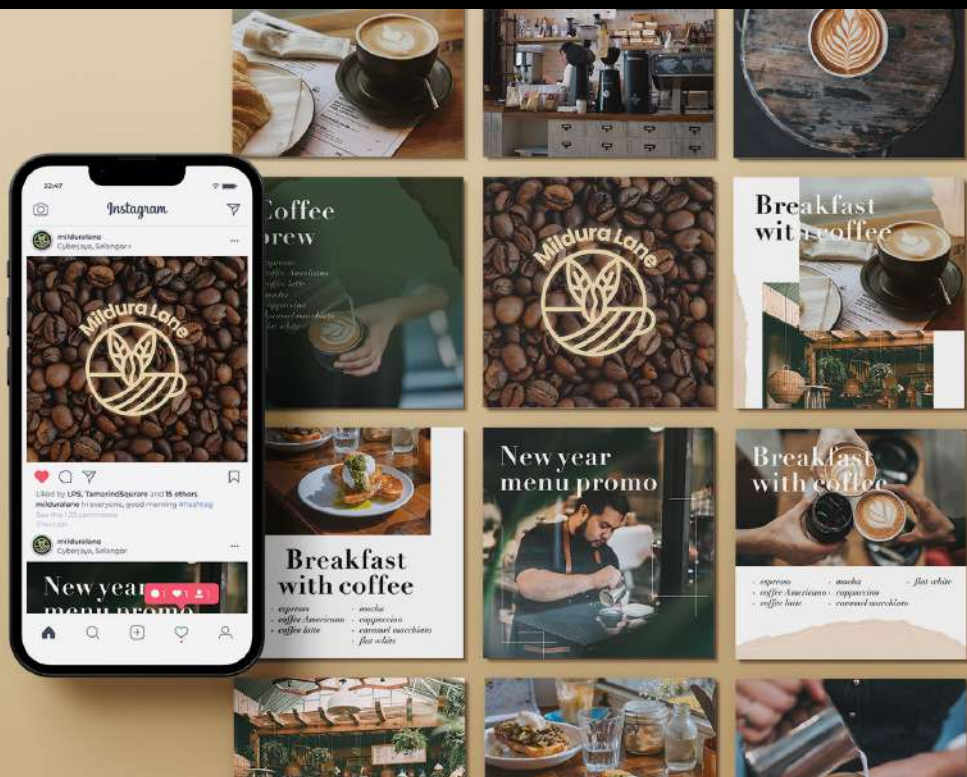
**Vision**  
Enabling Business Growth through Enhanced Distribution Efficiency and Effectiveness.

**Awards & Recognitions**  
SMEcorp, WINNER 2013, APICITA, S&BA

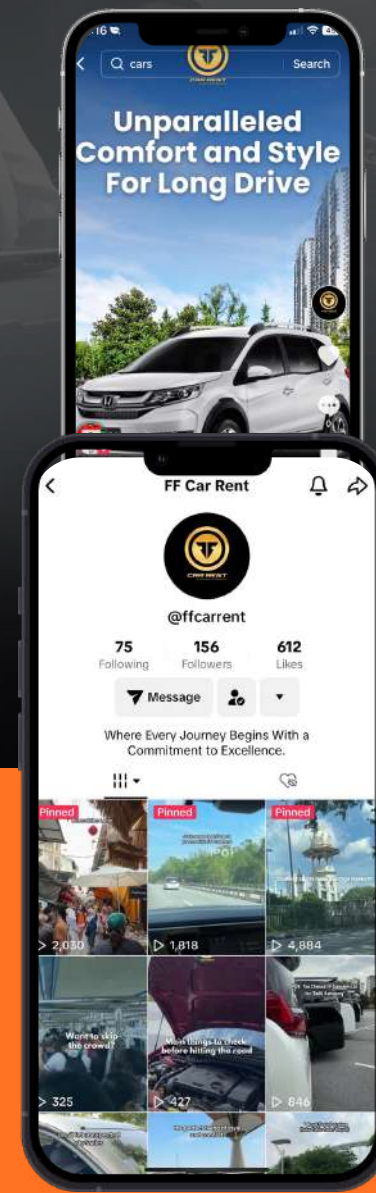
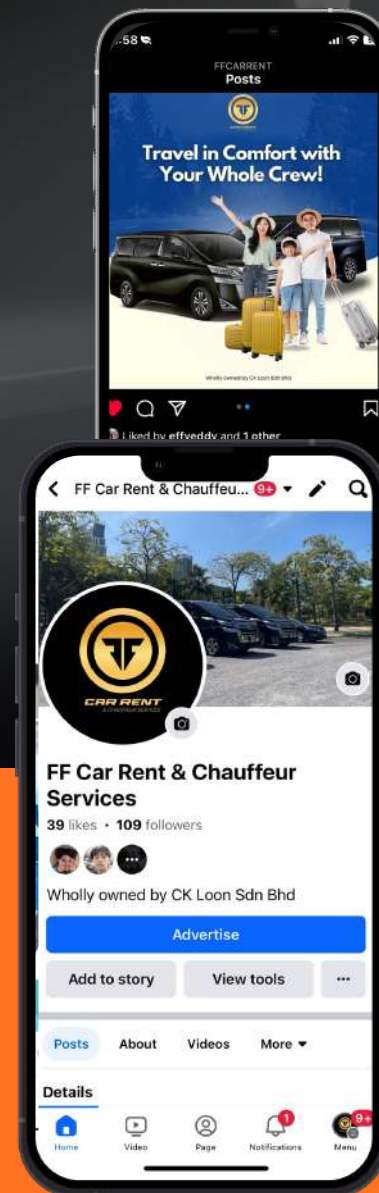














# Branding Moodboard

Various Industries

**MESSRS ASGHAR**  
Advocates & Solicitors

**Logo Options**

**Color Palette**

#7ABDAA
#E903B7
#000000
#FFFFFF

**Font Guide**

**Large Heading**  
SUB-HEADING GOES HERE  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut hendrerit ipsum quam, quis convallis tellus gravida ut.

**Poppins**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.?!/,:;()@#%

**APHRODITE Beauty spa**  
I'm Not Perfect, I'm Unique

**Brand Marks**

**Logo Options**

**Color Palette**

#000000
#8B4513
#FFFFFF

**Font**

**Heading**  
Aa  
Buxton Angel  
Aa  
Aileron Regular

**Body Text**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**Slogan Suggestion**

"Precision in Every Part"  
"Quality Parts, Quality Journeys"

"Ketepatan Di Setiap Komponen"  
"Alat Ganti Berkualiti, Perjalanan Hebat."

**Logo Suggestion**

**Color Palette**

#F0B28C
#000000
#FFFFFF

**Core Values: The Pillars of Our Success**

- Quality Commitment
- Customer-Centric Approach
- Innovation and Growth

**Primary Font**  
Specifications for the modern, sleek, and sharp-edged font used in the logo for headings and titles.

**Secondary Font**  
Additional typeface that complements the primary font for body text in marketing materials.

**TT Interphases**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.?!/,:;()@#%

**Rubik**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.?!/,:;()@#%

**We Make Your Dream Construction**

**Color Scheme for the Brand**

This scheme not only adds a professional touch but also gives a sense of luxury and trustworthiness.

#F8E6AC
#1925AC
#FFFFFF

**Logos**

The logo features a stylized outline and bold lettering, which should be prominently displayed on all marketing materials.

**Fonts Guide**

Keep the typography consistent, clean, and readable, similar to the corporate partner's font.

**Large Heading**  
SUB-HEADING

Professional yet approachable in Emphasis machine, bringing and showcasing in all communications. Ensure clarity and conciseness in all messages.

**Fonts in Use**

A specially designed font has been created for the brand.

**Aa**

Codes Pro  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.?!/,:;()@#%

**Aa**

TT Name  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.?!/,:;()@#%



# Branding Moodboard


Various Industries

**JoJo**

## Heading Tittle

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890.,\_?



#A6F5E7 #F1ABB3 #757272  
#ED207A #A8A5A6 #F3F2EE

**Welcome!**

Puppy Treats, Bat & Toys Care, Booking, Grooming

**Pet Grooming**

1. Positive & Relaxing Grooming Experience

**DIVA SECRET INTERNATIONAL**

## DIVE SECRET INT.

**ABOUT**

A brand board is a visual guide that outlines how each brand element should be used. It helps your business stay on brand, ensuring consistency across all your designs, whether for print or digital materials and allows you to have all your visual elements ready at a glance.

**FONT IN USE**

AA VOGA  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890.,\_?@#%&\*~!@

AA Fira Sans  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890.,\_?@#%&\*~!@

**COLOR SCHEME FOR THE BRAND**

#6B8E23 #8E44AD #E74C3C  
#2E86C1 #A8A5A6 #F3F2EE

**Shiha Zikir Nasi Ayam**

## RAJA NASI AYAM TERUNGKUL DI BANDAR

**Alternative Logos**

Our logo is our compact visual identity.

**Primary Color Palette**

These are colors that we are recognized by.

#000000 #FFD700 #FFFFFF

**Font in Use**

Roca One  
HK Grotesk

**Font Guide**

Our message goes across with the right meaning and usage of fonts.

**Large heading**

Sub-heading

Visual Element Applications

Menu Kami

Tersedia Di GoFood & GrabFood

Delicious Goodness

Nasi Ayam

**T4 MARKETING**

## Slogan Suggestion

"Precision in Every Part"  
"Quality Parts, Quality Journeys"

"Ketepatan Di Setiap Komponen"  
"Alat Ganti Berkualiti, Perjalanan Hebat."

**Color Palette**

#E00000 #000000 #FFFFFF

**Primary Font**

Specifications for the modern, sleek, and sharp-edged font used in the logo for headings and titles.

**Secondary Font**

Additional typefaces that complement the primary font for body text in marketing materials.

**TT Interphases**

ABCDEFGHIJKLMNPOQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,\_?@#%&\*~!@

**Agrandir**

ABCDEFGHIJKLMNPOQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,\_?@#%&\*~!@

**Imagery and Iconography**

**TOYOTA**

Web design principles, including navigation, responsiveness, and SEO best practices.



# LOGO CREATION

For Brands





# THANK YOU



**Driven By Technology to the  
Digital Future**

## Contact Us



[support@laureapeoplessignature.com](mailto:support@laureapeoplessignature.com)



[www.laureapeoplessignature.com](http://www.laureapeoplessignature.com)



+6016-644 1334