

Your Branding



CHINESE CALLIGRAPHY BRANDING



ALICE REI HO

Vancouver Real Estate

Your name custom illustrated in traditional Chinese Calligraphy.

An elegant and simple text based typemark to accompany it.

Custom colour palette for printing and digital media.



A selection of typefaces to accompany your brand across all print and digital media.

Gilda Display

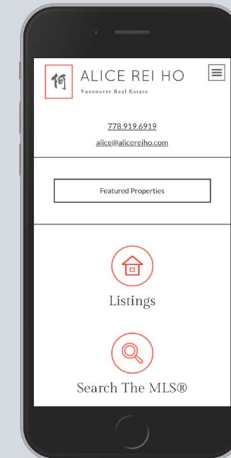
Gilda Display

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BRANDING IS MORE THAN JUST A LOGO.

In addition to the logo design, your branding package includes everything necessary to present your brand consistently across all media.

- CMYK and RGB files for use in print, web and other digital media such as videos, social media, and web advertisements
- A full brand guideline to ensure your brand is always presented consistently



VIEW OUR PORTFOLIO

Square Layout, Dark Background



Vertical Layout, White Background



Horizontal Layout, Black & White



Emblem



Horizontal Layout, Dark Background



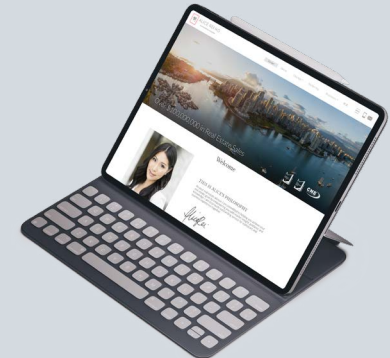
WHY CHOOSE AGENCY GRADE BRANDING?

We consider final applications:

- Digital (Websites, Web ads, Videos, etc.)
- Print (Brochures, Business Cards, Signs, Folders, etc.)
- Social Media (Instagram, Facebook, etc.)
- Branded gifts (Water bottles, Keychains, Hats, Pens, etc.)

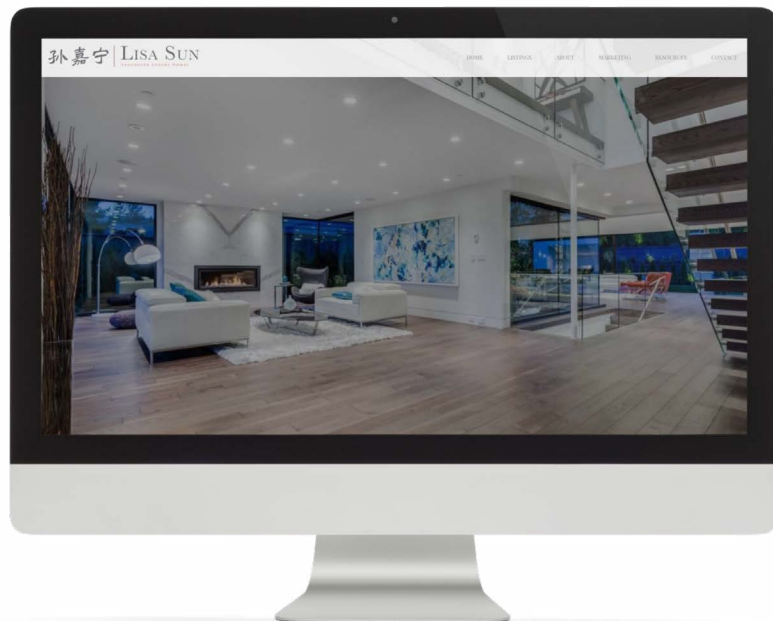
We prepare for all layout scenarios:

- Horizontal
- Vertical
- Square
- Black & White
- Light & Dark Backgrounds

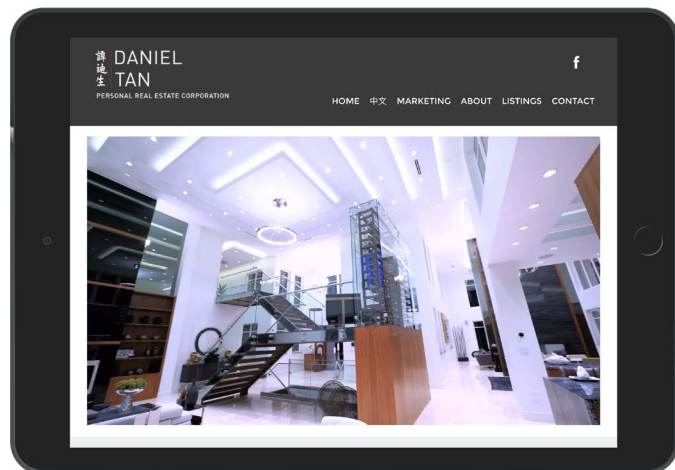


孙嘉宁 | LISA SUN

VANCOUVER LUXURY HOMES

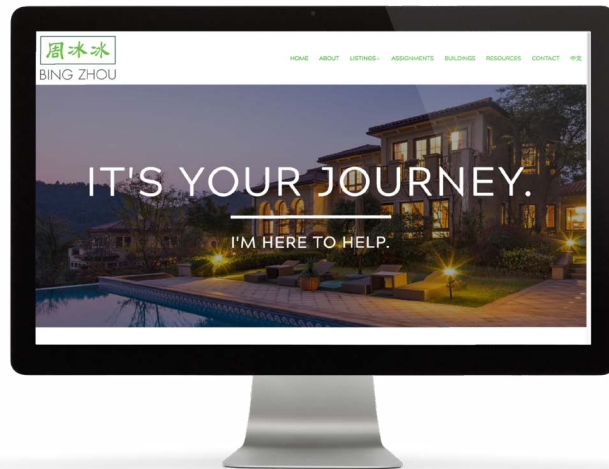


譚迪生 | DANIEL TAN



周冰冰

BING ZHOU



Case Study:

Alice Rei Ho

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

Ideas & Concept

The first stage of custom calligraphic branding is the initial drawings. We are partnered with an artist who provides us with three different hand painted drawings of your name that are then scanned and sent to you for review.



STEP 1

STEP 2

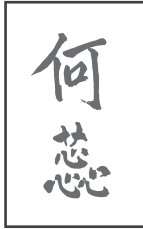
STEP 3

STEP 4

STEP 5

Choose a Direction

Once you pick your favourites, we will then turn them into vector logos, and pair them with elegant typography that best compliments the calligraphy. Several options will be presented to give you a variety of options to choose from.



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STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

Focus & Refine

The next step is to narrow down which calligraphic version of your name, which typeface you like the best, as well as any colours that you would like to integrate into your brand.



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STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

Complete Design

At this stage the final logo has been selected, colours are chosen, and minor adjustments may need to be done based on the client's specifications.



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STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

Final Assembly

The next step in the branding process is to create a font scheme and colour palette to accompany the brand on all print and digital media.



Your brand is ready to go *everywhere.*

- ✓ WEB
- ✓ PRINT
- ✓ SOCIAL MEDIA
- ✓ HORIZONTAL
- ✓ VERTICAL
- ✓ SQUARE

