



Brand Strategy & Identity Systems

GRAY GARCIA
**PORT
FOL
IO**
2026

I am a Manila-based brand strategy consultant, graphic designer, creative director, and educator working with founders, executives, and organizations across industries and borders. My work begins with questions. Not colors. Not logos. Questions about direction, ambition, and the kind of reputation a business intends to earn.

Branding, to me, is structure before style. It is making deliberate choices and standing by them. I help businesses find their center of gravity, define their position, and translate that clarity into identity systems that scale with confidence. Every project is anchored in strategy, built with discipline, and designed to hold under growth.

I have led branding engagements across hospitality, construction, renewable energy, executive leadership, product design, and education for a decade already. Different industries, same principle. A strong brand is not loud. It is aligned. It is clear. It knows exactly what it stands for.

Alongside consulting, I teach marketing and branding. The classroom sharpens the thinking. It keeps the frameworks rigorous and the execution grounded. It reminds me that good strategy must make sense on paper and in practice.

I care about work that carries weight. Brands that are intentional, not accidental. Systems that last beyond trends.

When clarity meets conviction, a brand does not compete for attention. It commands it.

A stylized, handwritten-style logo for 'gray' in a light gray color.

Gray Garcia, MSc

BRAND STRATEGY CONSULTANT • GRAPHIC DESIGNER • CREATIVE DIRECTOR • BRAND & MARKETING

Duckie Irwin

Executive & Personal Brand Identity

Client: Duckie Irwin

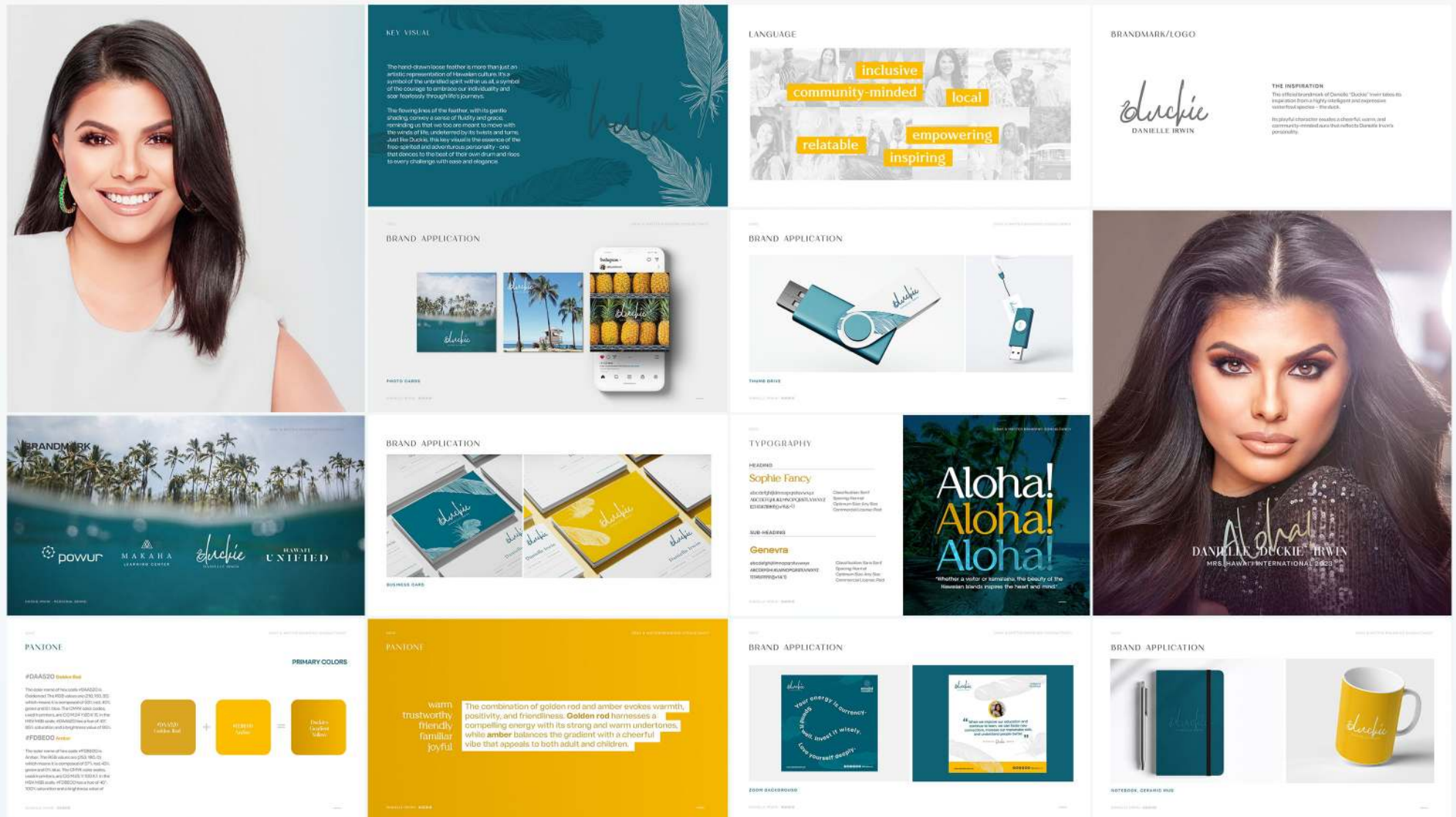
Scope: Personal Brand Strategy, Visual Identity, Social Media Collaterals, Executive Branding

Duckie Irwin's personal brand was developed to reflect the multidimensional nature of her leadership as Chief Strategy Officer of Hawaii Unified, President of Makaha Learning, Mrs. International Hawaii 2023 & Mrs. Pacific Islands 2024, and Founder of Clear Current. The objective was to create a cohesive identity that brings together executive authority, community leadership, and public presence under one clear and confident brand system.

The visual direction balances strength and approachability, combining structured typography with a refined, modern aesthetic designed to translate across corporate communications, speaking engagements, pageant platforms, and social media.

The result is a unified personal brand that supports her work across business, education, and advocacy while maintaining consistency and credibility in every space she occupies.





Supreme Radiance

Brand Identity & Packaging Design

Client: Supremacy International, Philippines

Scope: Brand Development, Identity Design, Packaging

Supremacy International sought to create Supreme Radiance, a premium skincare line formulated to brighten, moisturize, and revitalize the skin. The objective was to develop a cohesive brand identity that conveys purity, sophistication, and efficacy, positioning Supreme Radiance as a trusted name in the skincare industry.

The design approach embraced minimalism and elegance, integrating a monochromatic palette, fluid textures, and modern typography to reflect the brand's commitment to science-backed skincare and luxury aesthetics. Every visual element—from the logo to packaging—was crafted to ensure clarity, consistency, and premium appeal.

The launch of Supreme Radiance successfully established a strong brand presence, reinforcing Supremacy International's reputation in the beauty sector and appealing to consumers seeking effective, high-quality skincare solutions.





Branding & Identity / Client: Supremacy International / Packaging Design / Product Positioning / Print & Digital Marketing / Campaign Rollout / Retail & Consumer Engagement / Influencer Collaborations / Typography & Color System / Packaging Materials & Production

Fokal Design, Inc

Full Branding & Identity Project

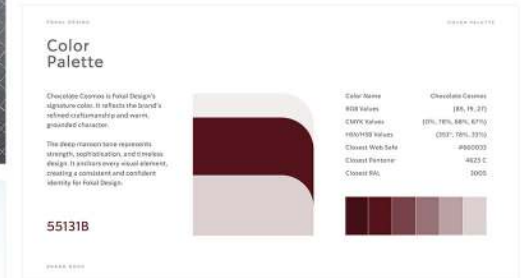
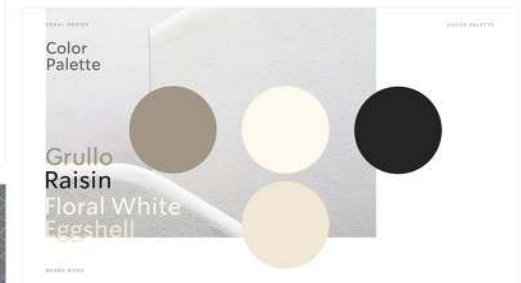
Client: Fokal Design, Inc.

Scope: Brand Strategy, Visual Identity, Brand Book, Corporate Collaterals

Fokal Design, Inc. is a multidisciplinary construction and interior design firm specializing in architectural build, bespoke interiors, custom furniture, and curated lighting solutions. The branding focused on expressing precision, craftsmanship, and design intelligence while positioning the company as a refined, end-to-end solutions provider.

The strategy balanced technical expertise with creative depth. Clean geometric forms, a confident typographic system, and a material-inspired color palette were developed to convey structure, clarity, and modern authority.

From logo architecture to corporate presentations and marketing assets, each touchpoint was designed to reinforce consistency and professionalism, supporting Fokal's evolution as a contemporary design and construction firm.





Looking ahead, Fokal Design aspires to become a leading force in shaping the future of Filipino design.

The studio aims to elevate local craftsmanship, foster collaboration with homegrown artisans, and introduce a new standard for integrated architecture and interior design in the Philippines.

FOKAL DESIGN

Logo

BRAND BOOK

LOGO



FOKAL DESIGN

DESIGN PHILOSOPHY

Visual
Philosophy

Symbol Logic

Core Geometry

Architectural Perspective

Interior Design Influence

Furniture and Object Design

The Fokal Philosophy

BRAND BOOK

FOKAL DESIGN

BRAND BOOK

Typography

Aa

Heading
Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Refoke Regular
400

Refoke Italic
400

Refoke Bold
700

Refoke Bold Italic
700

Refoke Black
900

Refoke Black Italic
900

Refoke

Refoke reflects Fokal's commitment to balance, precision, and quiet sophistication. Designed for architecture, interiors, and furniture applications, it carries a modern sans serif structure that feels both refined and grounded.

Each letterform is crafted with clarity and proportion, echoing the discipline of design and the warmth of crafted spaces. Refoke unites strength and subtlety, making it ideal for brand marks, proposals, and editorial materials.

It is a typeface that speaks with intention. It elevates communication through simplicity, restraint, and enduring style.

BRAND BOOK



Strategy / Creative Direction / Art Direction / Identity System / Typography & Color Curation / Photography Direction / Print & Digital Assets / Campaign & Experience Design / Typography & Layout / Marketing Collaterals

Velada Cocktail Bar

Full Branding & Identity Project

Client: Privilegio Group, Inc.

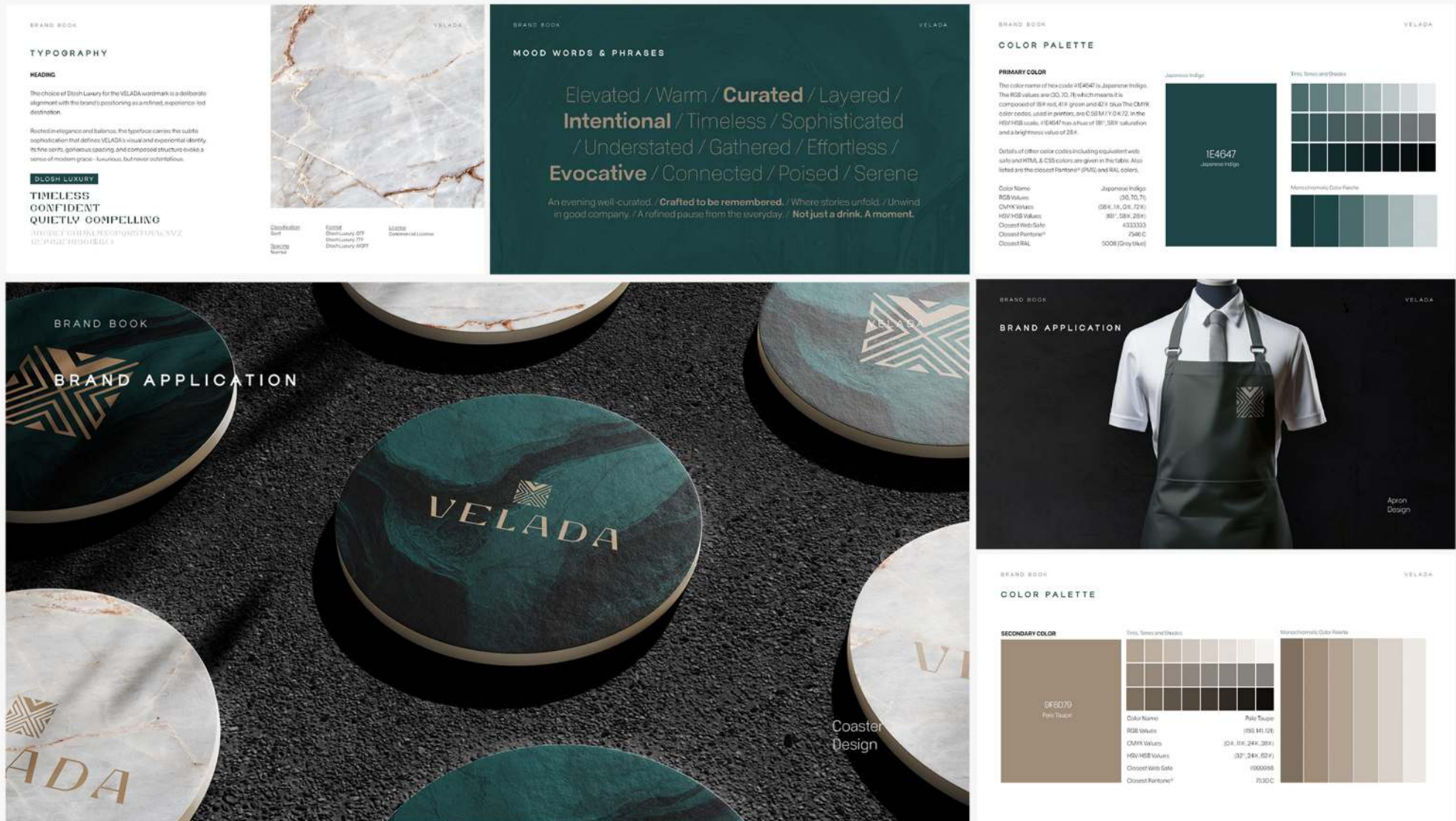
Scope: Brand Strategy, Visual Identity, Brand Book, Collaterals

Velada is a refined gastrobar concept developed to deliver curated evening experiences defined by intimacy, mood, and modern sophistication. The goal was to position the brand as an elevated yet approachable destination within the hospitality space.

The identity draws from the essence of an intimate evening gathering, expressed through rich, moody tones, clean typography, and a restrained yet elegant visual system. Every touchpoint, from logo to menus and digital assets, was designed to create a cohesive, premium experience.

The result is a distinctive and scalable brand that strengthens Privilegio Group's portfolio while establishing Velada as a lifestyle-driven dining destination.





Brand Strategy / Creative & Art Direction / Visual Identity / Typography & Color Architecture / Photography & Styling Direction / Brand Book / Menu & Print Design / Digital Visual System / Campaign Development / Environmental Applications / Launch & Experience Design



Photography Direction / Visual Narrative Development /
Post-Processing & Retouching / Color Theory & Tonal
Calibration / Image Finalization



Menu Creative Direction / Editorial Menu Design /
 Typography & Layout / Print Production

Gratitude Factory Co., Ltd.

Marketing Collaterals & Presentation Design

Client: Gratitude Factory Co., Ltd., Tokyo, Japan

Scope: Marketing Collaterals, Presentation Design, Content Development, Visual Communication

Gratitude Factory is a Tokyo-based manpower agency providing staffing and workforce solutions across multiple industries in Japan. The engagement focused on strengthening the company's external communications through professionally designed marketing materials and client-facing presentations.

I developed print collaterals and conceptualized presentation decks used to introduce their services to prospective clients and partners. Each material was structured to communicate clarity, credibility, and professionalism while aligning with the expectations of a Japanese corporate environment. The work supported their business development efforts by translating operational capabilities into clear, visually cohesive narratives.





Future Forward

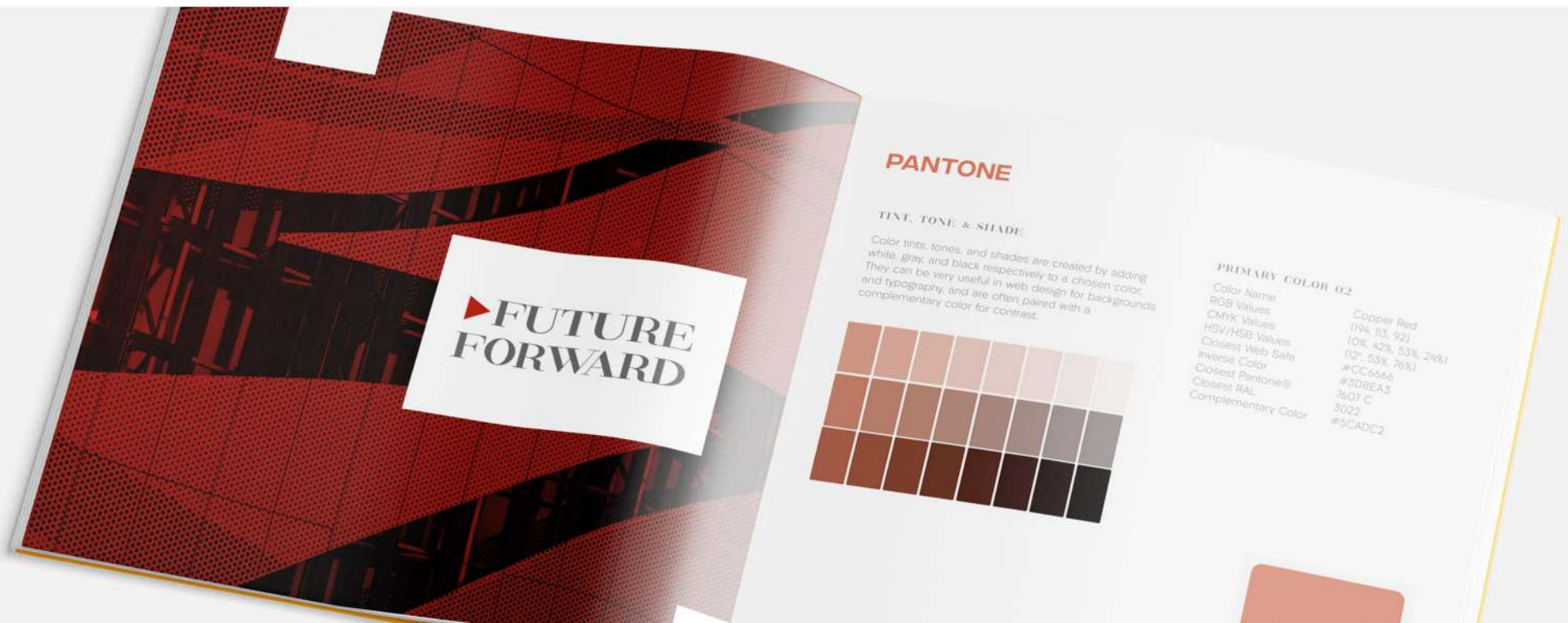
Comprehensive Brand Book Development

Client: Sun Life of Canada - Philippines, Inc. – Gerald Ford Unit

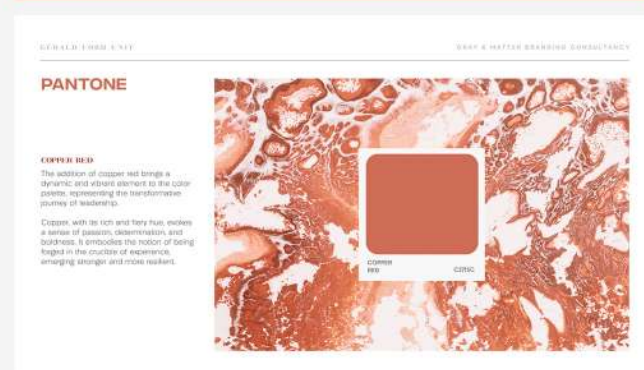
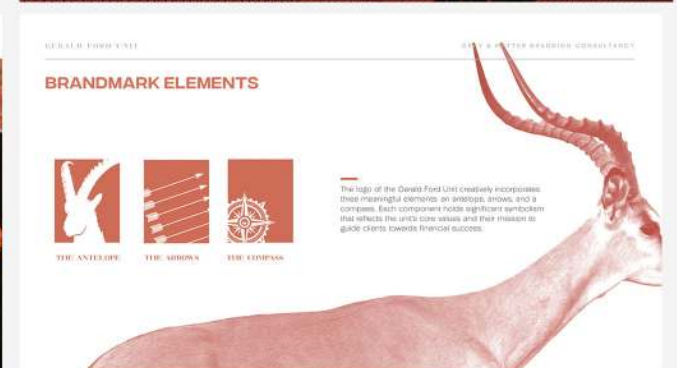
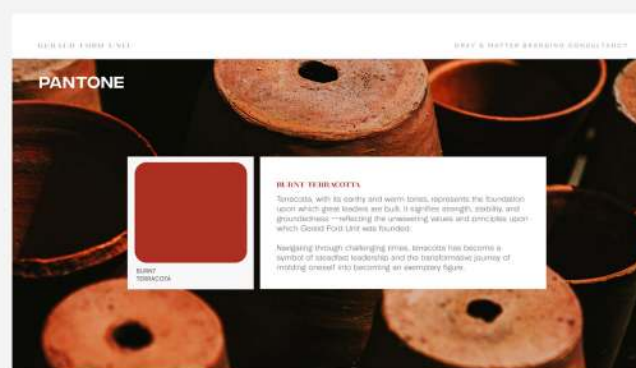
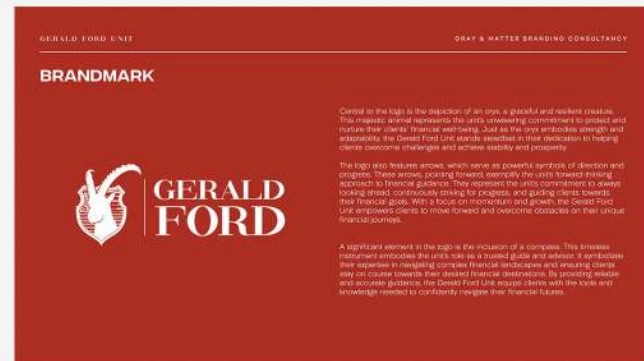
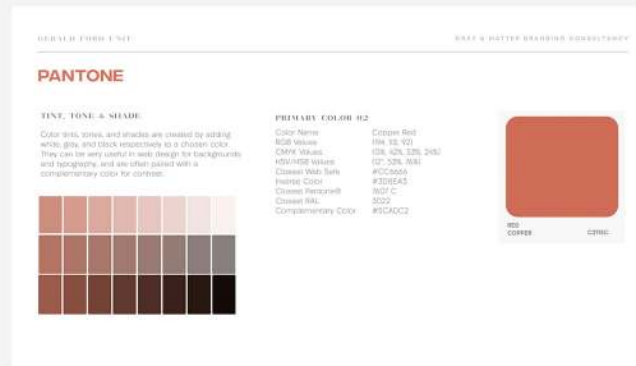
Scope: Brand Strategy, Identity Development, Brand Book Creation

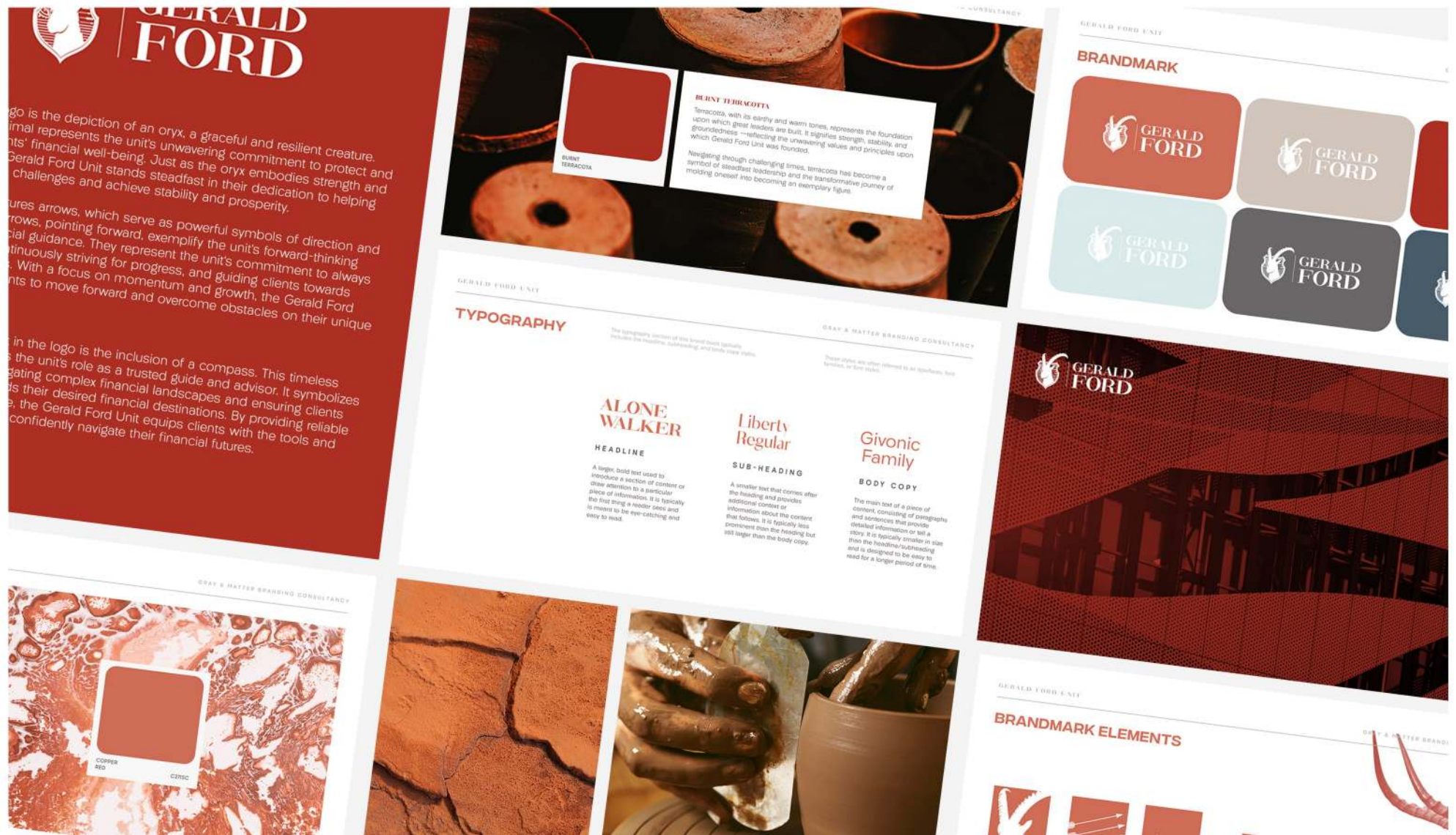
The Gerald Ford Unit required a comprehensive brand book to establish a unified identity, reinforce its values, and enhance brand consistency across all touchpoints. The objective was to create a strategic and visually compelling guide that encapsulated the unit's mission, vision, and brand personality.

The brand book established clear guidelines for logo usage, typography, color schemes, tone of voice, and marketing collateral, ensuring a cohesive and professional identity. Designed for clarity and functionality, it became a definitive resource that strengthened the Gerald Ford Unit's presence and reinforced its credibility in the financial services industry.



Brand Strategy / Creative & Art Direction /
Visual Identity / Typography & Color
Architecture / Photography & Styling Direction
/ Brand Book / Menu & Print Design / Digital
Visual System / Campaign Development /
Environmental Applications / Launch &
Experience Design







Hikialani

Full Branding & Identity Project

Client: Hikialani at Mauna'olu Estates

Scope: Brand Strategy, Visual Identity, Brand Book, Marketing Collaterals

Hikialani is a luxury vacation rental brand built on the idea of reimagining island comfort. Designed to offer an elevated yet accessible escape, the property blends refined accommodations, modern amenities, and personalized hospitality within the natural beauty of Hawaii.

Guided by the tagline "Island Comfort, Reimagined," the branding captures the essence of island living while presenting a polished and contemporary identity. The visual system reflects serenity, warmth, and openness, drawing inspiration from coastal landscapes and tropical surroundings.

Applications extend across guest materials, digital platforms, and promotional assets, creating a cohesive brand experience that communicates relaxation, accessibility, and thoughtful hospitality.

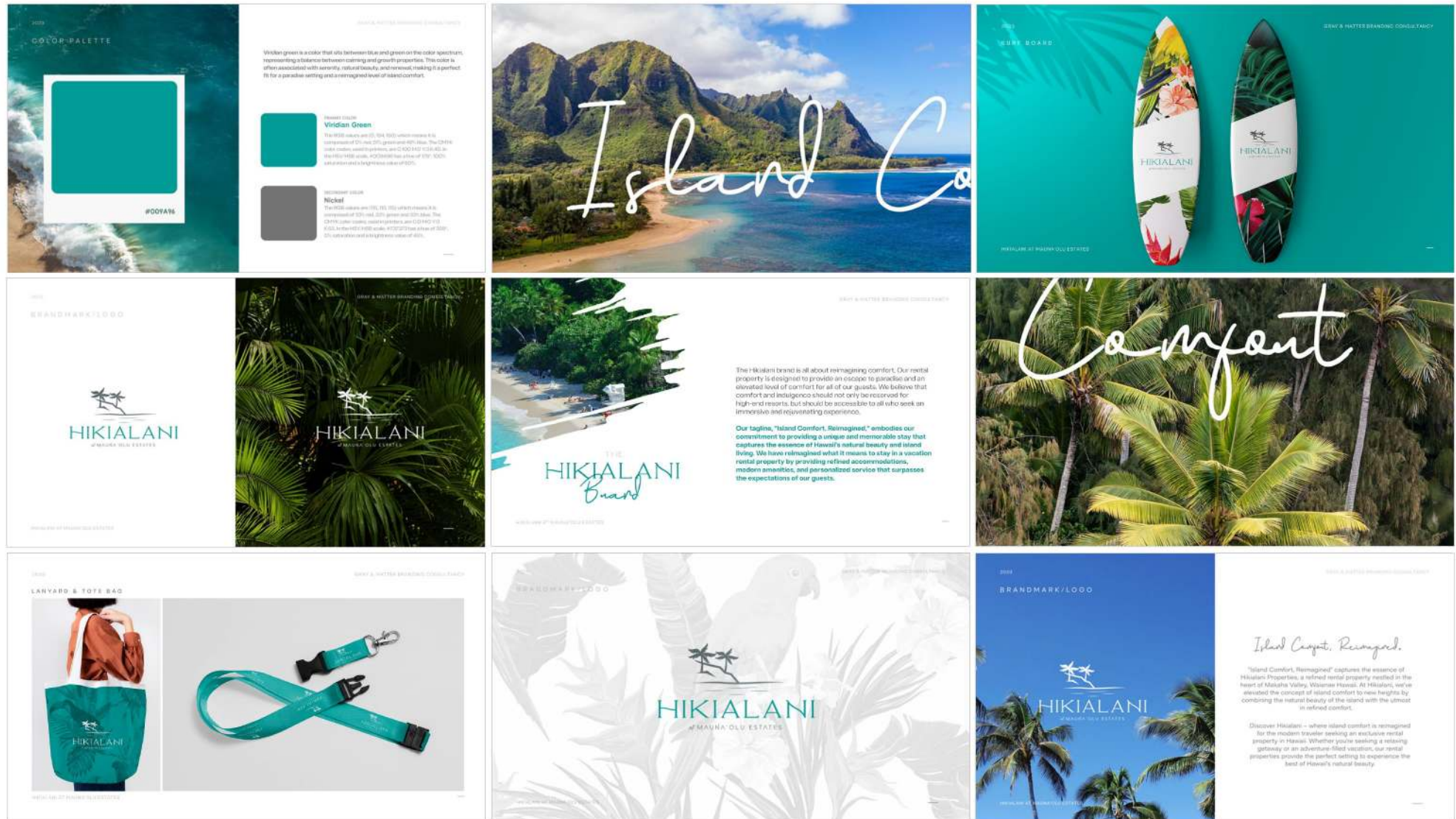
HEADING

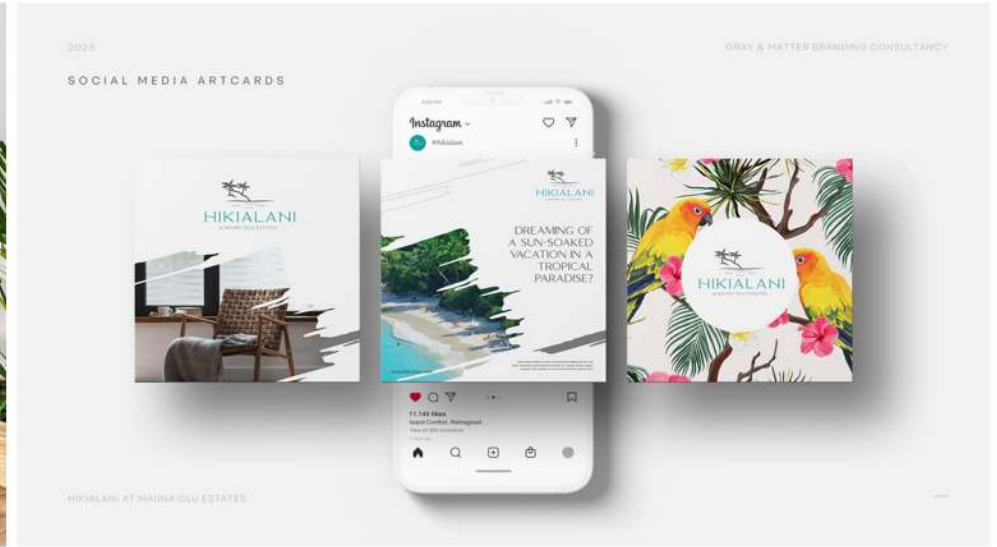
WELCOME TO HIKIALANI

SUB-HEADING

Island Comfort, Reimagined.

MAUNA'OLU ESTATES





Brand Strategy / Creative Direction / Visual Identity System / Typography & Color Architecture
/ Marketing Collaterals / Digital Applications / Brand Book Development

Ryno Irwin

Executive Brand Identity

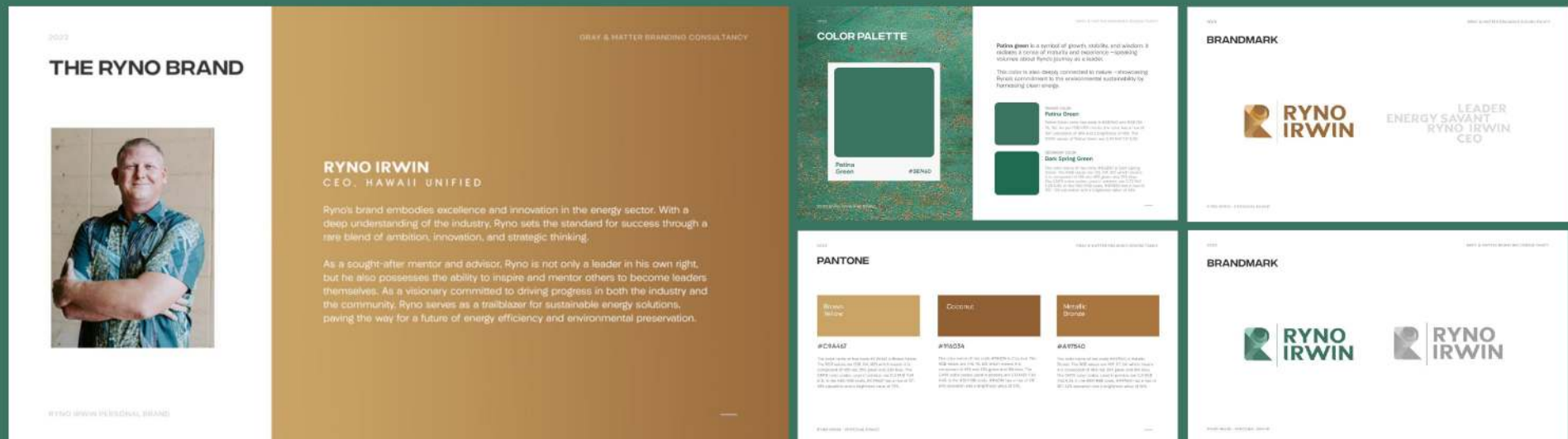
Client: Ryno Irwin, CEO, Hawaii Unified

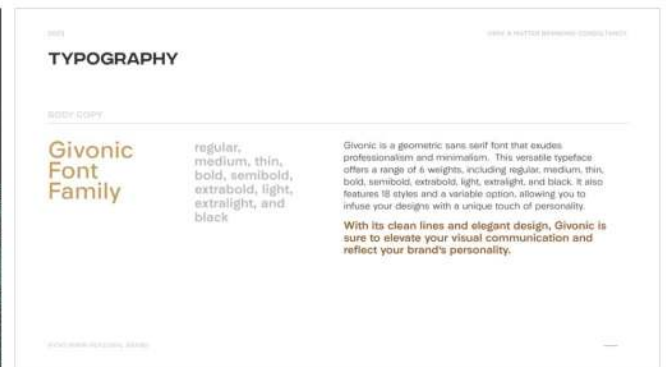
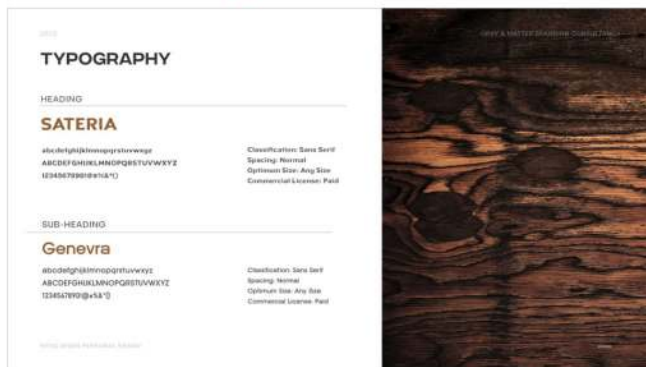
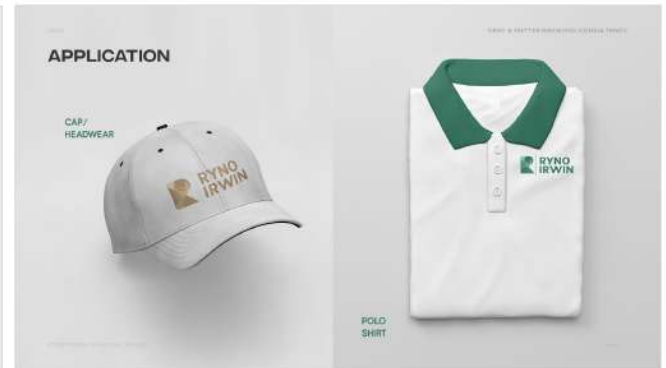
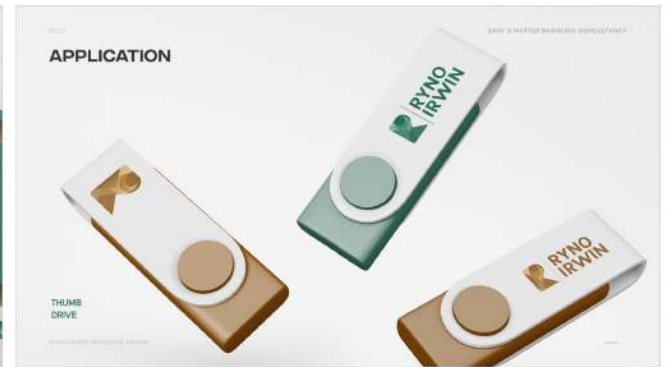
Scope: Personal Brand Strategy, Visual Identity,

Executive Collaterals, Brand Guidelines

Ryno Irwin is the CEO of Hawaii Unified, operating within the renewable energy and construction sectors. The objective was to develop a cohesive personal brand identity that reflects his leadership, technical expertise, and commitment to sustainable infrastructure.

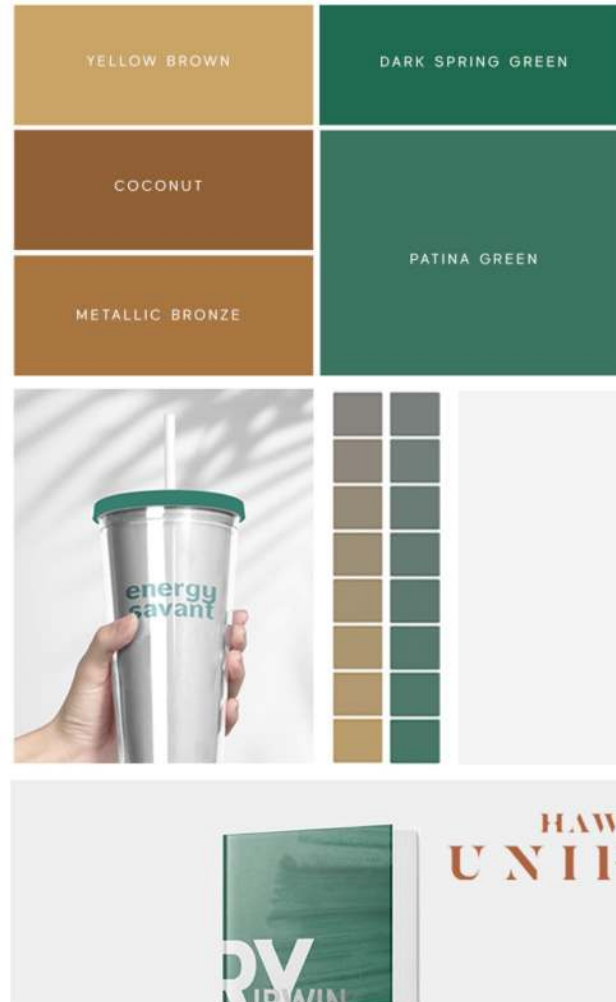
The identity balances executive authority with approachability, expressed through a refined typographic system and a warm, modern visual language inspired by energy and progress. The system was applied across executive presentations, social media collaterals, and professional communication materials to ensure a consistent and credible public presence.





Personal Brand Strategy / Creative Direction / Executive Identity Design / Social Media Collaterals /
LinkedIn Branding / Typography & Color System / Corporate & Presentation Templates





RYNO IRWIN
BYNO

“The greatest power is the power to preserve, protect, & sustain the world for future generations.”

Ryno | CEO, Hawaii Unified

HAWAII
UNIFIED



Island Facility Services

Full Branding & Identity Development

Client: Island Facility Services, Hawaii

Scope: Brand Strategy, Rebranding, Visual Identity,
Brand Book, Corporate Collaterals

Island Facility Services is a multi-trade maintenance and construction company providing HVAC, electrical, plumbing, flooring, and building support across Hawaii, Puerto Rico, and mainland U.S. markets. The project focused on developing a cohesive brand identity that reflects operational reliability, technical expertise, and scalable growth.

The visual system was built around clarity and structure, combining a strong typographic foundation with a disciplined color architecture inspired by island heritage and industrial precision. Applications were designed to function seamlessly across uniforms, service vehicles, proposals, and digital platforms.



CONCEPT ELEMENTS



Waves / Island Geography

The flowing, horizontal curves resemble ocean waves which reference Hawaii, Puerto Rico, and island life in general.

It symbolizes movement, adaptability, and connection to nature and water (an essential element of island ecosystems and maintenance systems alike).



Structure/Built Environment

The rectangular container of the logo and the wave placement suggest a building grid or stylized wall slots.

It reflects facility maintenance, order, and engineered systems (like HVAC ducts, piping, or even paneling).



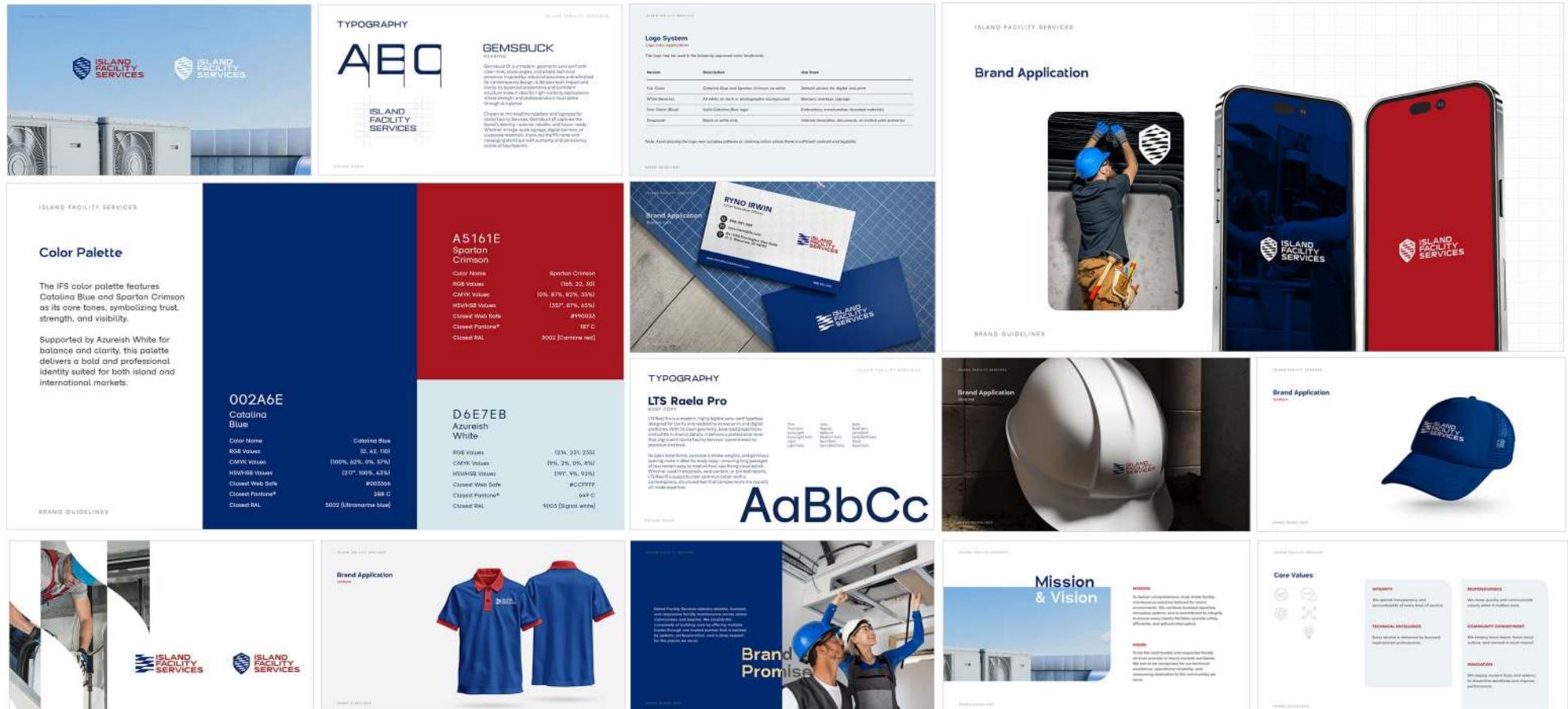
Energy/Air/Water Systems

The curved lines could stand in for airflow, water pipes, or energy currents—all key areas in facility systems.

It reinforces the technical nature of the business, subtly indicating what types of services are offered.

BRAND BOOK





Coqui Kit

Branding & Sales Kit Development

Client: MelPro Group - Puerto Rico

Scope: Brand Development, Identity Design, Sales & Marketing Strategy

MelPro Group, a renewable energy company based in Puerto Rico, sought a strategic branding solution for Coqui Kit—a specialized solar sales kit designed to empower solar advisors. The objective was to create a culturally resonant identity that embodies sustainability, trust, and local heritage while enhancing sales and marketing efforts.

Inspired by the Coquí, a beloved symbol of Puerto Rican culture, the branding seamlessly blended tradition with innovation. From logo creation to the development of marketing materials, the design reflected MelPro Group's commitment to clean energy and community empowerment. The sales kit was structured to provide clarity, professionalism, and persuasive tools for advisors, ensuring an effective customer journey.

The launch of Coqui Kit positioned MelPro Group as a forward-thinking leader in the renewable energy space, strengthening its market presence and equipping solar advisors with a compelling, well-structured sales and branding tool.



typography

COQUI KIT

BRAND IDENTITY
Coqui Kit

Color Palette
Typography
Logo Design
Logo Versions/Iterations
Brand Application

HEADING

MELPRO
LAUNCHES
COQUI KIT

SUB-HEADING

EMPOWERING PUERTO RICO
WITH SUSTAINABLE SOLAR
SOLUTIONS

MelPro is proud to introduce Coqui Kit, an innovative solar energy solution designed to empower Puerto Rican homeowners with sustainable, reliable, and culturally resonant clean energy. Inspired by the iconic coqui frog—symbolizing resilience and connection to nature—Coqui Kit represents a commitment to environmental stewardship and energy independence.

BRANDING PROPOSAL

BODY COPY

Combining cutting-edge solar technology with a deep appreciation for Puerto Rican heritage, Coqui Kit offers an all-in-one solution that includes high-efficiency solar panels, expert installation, and ongoing maintenance support. More than just a solar package, it is a movement toward a cleaner, more self-sufficient future for the island.

At the heart of the Coqui Kit branding is a thoughtfully designed logo that captures the essence of the brand's mission. The stylized taro or kalo leaf, creatively blended with a radiant sun motif, embodies the harmony between nature and renewable energy. This symbolic fusion reflects Coqui Kit's dedication to growth, sustainability, and the harnessing of Puerto Rico's natural resources to power homes and businesses.

With over 35+ years of experience in the solar industry, MelPro has built a reputation for delivering high-quality, long-lasting solar solutions tailored to the unique needs of Puerto Rico. The Coqui Kit continues this legacy, offering accessible financing options and personalized customer support to help homeowners transition seamlessly to solar power.

As Puerto Rico moves towards a more sustainable energy future, Coqui Kit stands as a beacon of progress and cultural pride, empowering communities to take control of their energy needs while honoring the island's rich environmental heritage.

logo/
brandmark

COQUI KIT

BRAND IDENTITY
Coqui Kit

Color Palette
Typography
Logo Design
Logo Versions/Iterations
Brand Application

LOGO ITERATIONS



BRANDING PROPOSAL

brand
application

COQUI KIT

BRAND IDENTITY
Coqui Kit

Color Palette
Typography
Logo Design
Logo Versions/Iterations
Brand Application



BRANDING PROPOSAL

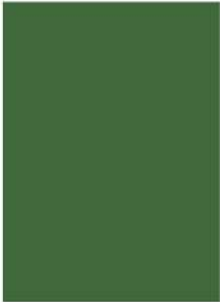
color
palette

COQUI KIT

BRAND IDENTITY
Coqui Kit

Color Palette
Typography
Logo Design
Logo Versions/Iterations
Brand Application

COLOR VISUALIZER



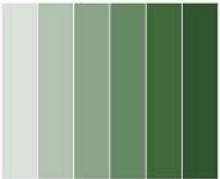
COLOR CODES

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Hex code	#3F895A
RGB	63,135,98
CMYK	(40%, 0%, 45%, 59%)
HSV	14,45,41
HSB	14,45,41
Closest Web Safe	#339966
Pantone	7743 C
RAL	6010

TINT, SHADE, & HUE



MONOCHROMATIC COLOR PALETTE



BRANDING PROPOSAL

Bag O' Shrimps

Marketing Collaterals & Menu Design

Bag O' Shrimps is a casual seafood restaurant focused on bold, approachable dining. I designed menus, indoor and outdoor collaterals, promotional posters, and loyalty cards to strengthen the in-store brand experience. I also developed social media visuals and structured promotional materials to support customer engagement across digital platforms.





Affordable Flooring Warehouse

Brand Book and Marketing Collaterals

Client: Glassman Surfaces, LLC

Scope: Brand Strategy, Visual Identity System, Brand Book, Marketing Collaterals

Affordable Flooring Warehouse is a retail flooring company focused on value, service clarity, and dependable installation. The project centered on formalizing the brand through a structured brand book and developing cohesive marketing materials to support both in-store and digital growth.

The visual system emphasizes approachability and trust through clear typography, a defined color architecture, and consistent layout standards. Marketing collaterals were designed to strengthen customer communication, reinforce professionalism, and create alignment across promotions, sales materials, and advertising platforms.





Brand Strategy / Visual Identity System / Brand Book Development /
Marketing Collaterals / Retail Applications / Sales Enablement Materials

Ayala Young Leaders Congress

Event Branding & Design

Client: Ayala Foundation, Inc.

Scope: Event Branding, Merchandise Design, Journal Book Design, Marketing Collaterals

The Ayala Young Leaders Congress is a premier leadership program that gathers high-potential student leaders from across the Philippines. The objective was to develop a cohesive event branding system that reflects purpose-driven leadership, national impact, and youthful dynamism while honoring the program's established legacy.

The visual direction balanced institutional credibility with contemporary energy, ensuring the identity resonated with student delegates while remaining aligned with the foundation's standards. The system extended across event materials, merchandise, delegate kits, journal book design, and promotional collaterals, creating a unified and immersive brand experience throughout the congress.

Each application was crafted to strengthen engagement, reinforce community, and elevate the overall delegate experience.





Event Brand Strategy / Creative Direction / Identity System / Typography & Color /
Merchandise & Journal Design / Marketing Collaterals / On-Ground Application

10 Plates Restaurant

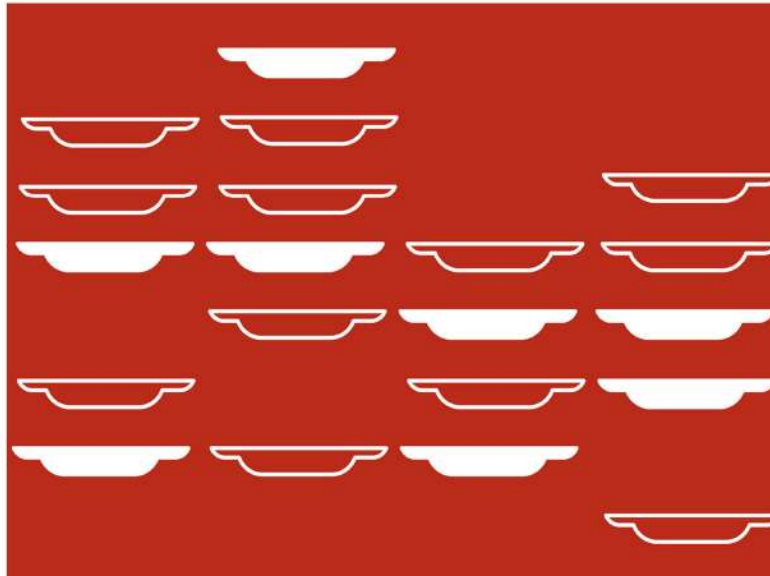
Full Branding & Identity Project

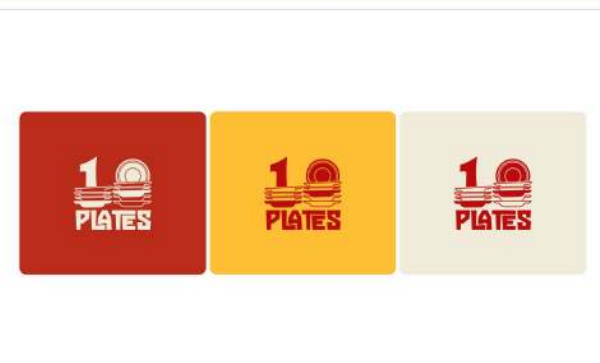
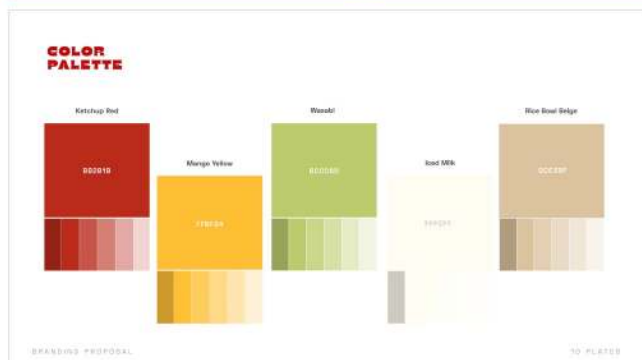
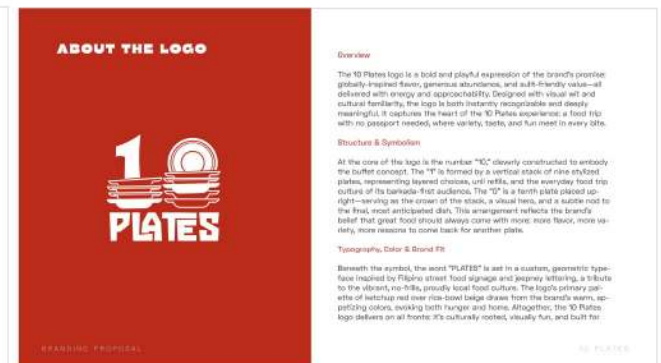
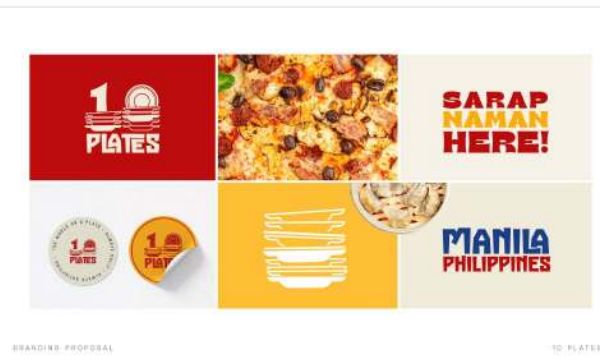
Client: Privilegio Group, Inc.

Scope: Brand Strategy, Visual Identity, Brand Book, Marketing Collaterals

10 Plates is a casual, globally inspired dining concept centered on variety, accessibility, and shared food culture. The branding was designed to reflect a fun, energetic personality through bold typography, vibrant colors, and playful graphic elements inspired by everyday dining and street food.

The identity extends across signage, packaging, uniforms, and marketing materials, creating a lively and approachable brand experience that reflects the spirit of abundance and global flavors.





Brand Strategy / Creative Direction / Visual
Identity System / Typography & Color
Architecture / Environmental Applications /
Marketing Collaterals / Brand Book
Development

David The Great Unit

Logo & Team Branding Project

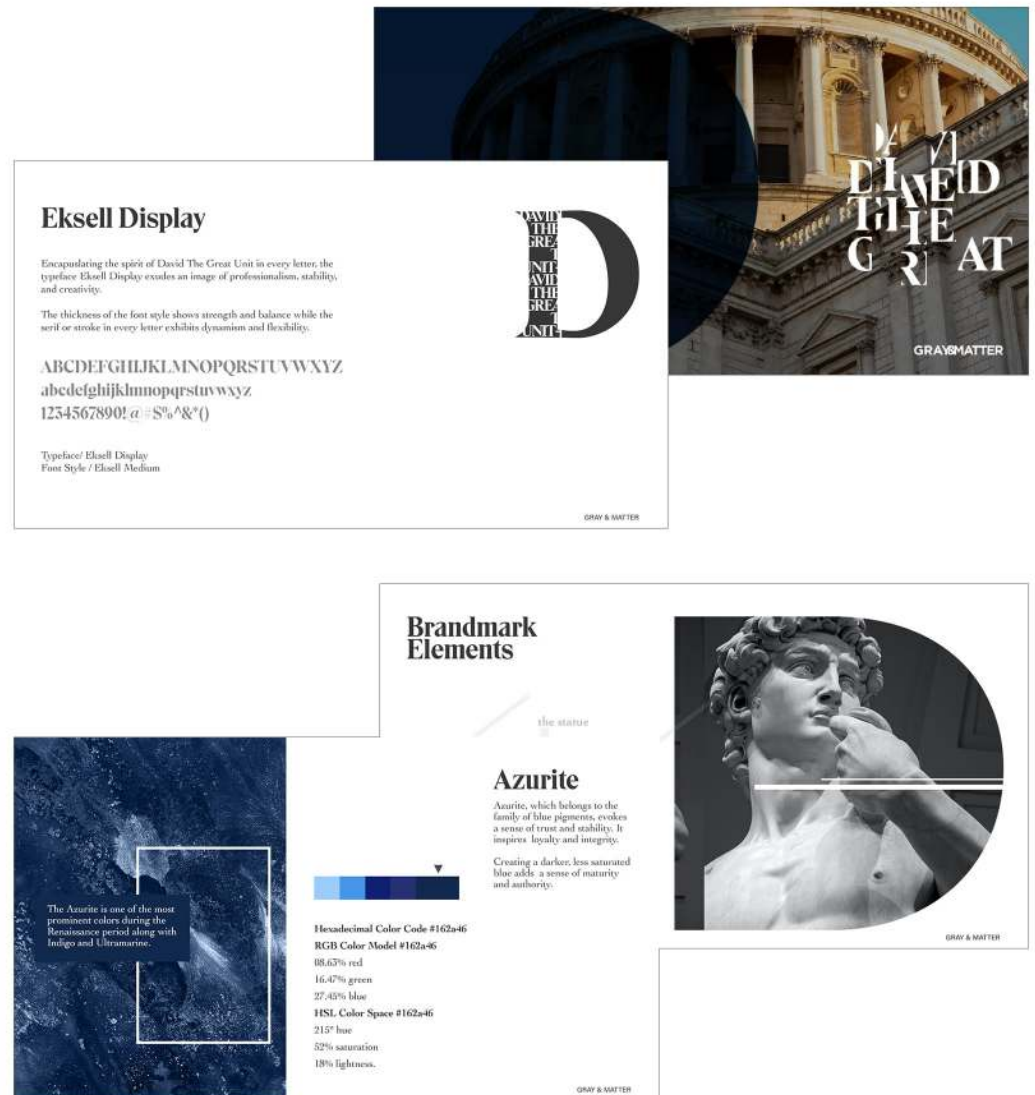
Client: David The Great Unit, Sales Team of Sun Life Philippines

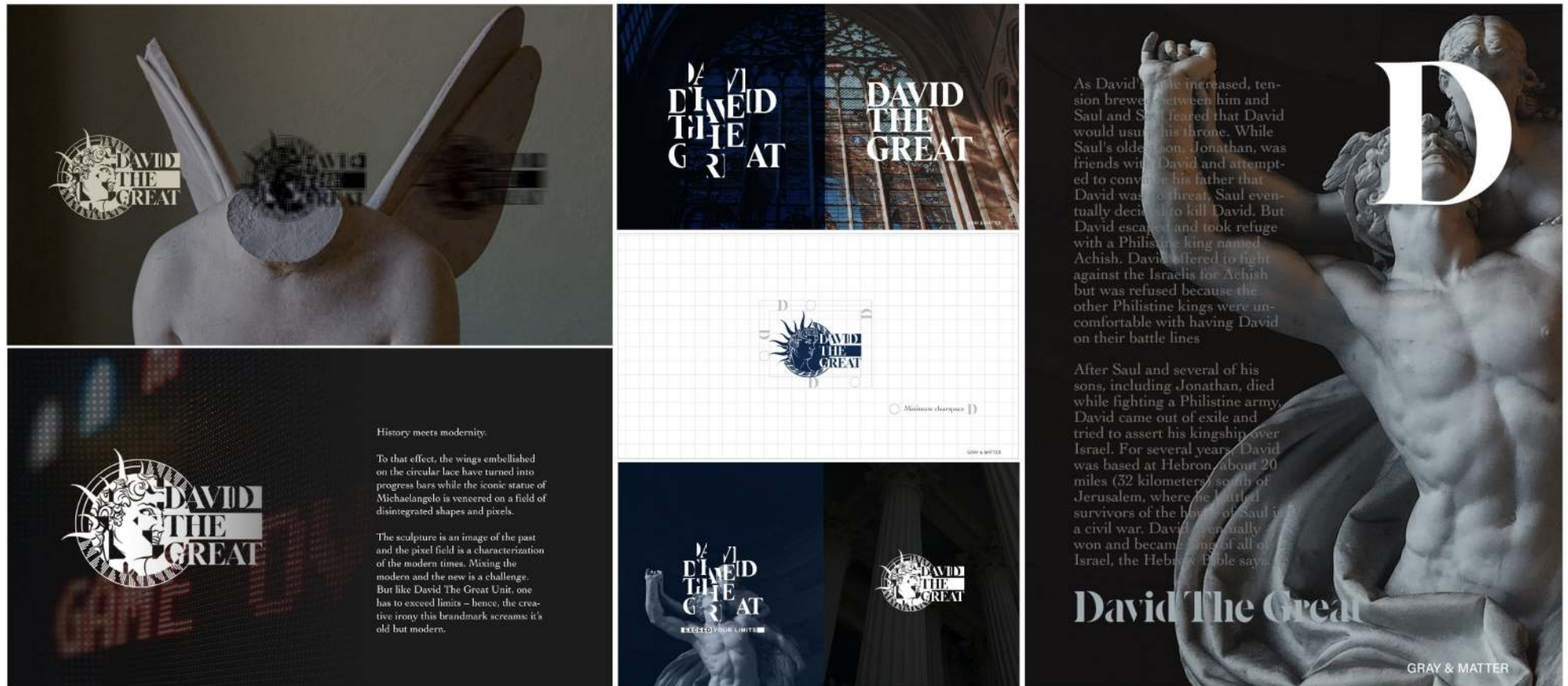
Scope: Logo Design, Team Branding, Visual Identity Development

David The Great Unit is a high-performing sales team under Sun Life Philippines. The objective was to create a distinct team identity that embodies strength, resilience, and excellence in financial advisory.

Drawing inspiration from Michelangelo's David, the branding symbolizes courage, discipline, and mastery in the face of challenge. The logo and visual system were developed to reflect confidence and leadership while maintaining alignment with Sun Life's corporate standards.

The identity provides the team with a unified and aspirational visual presence across internal materials, presentations, and recruitment communications, reinforcing a culture of greatness and high performance.





Logo Concept Development / Team Branding / Visual Identity System / Creative Direction

EEC International Corp.

Rebranding & Identity Refresh

Client: EEC International Phil. Corp.

Scope: Brand Strategy, Rebranding, Visual Identity System, Brand Book, Corporate Collaterals

As EEC International Phil. Corp. approached its 30th year in the financial services industry, the company initiated a comprehensive rebrand to reflect its growth, modernization, and continued leadership in remittance and foreign exchange services. The objective was to preserve the trust built over decades while evolving the brand to meet contemporary market expectations.

The strategy focused on reinforcing institutional credibility and global connectivity through a refined visual system, disciplined color architecture, and modernized typography. The refreshed identity communicates stability, clarity, and forward direction.

The rebrand signals a new chapter for EEC, aligning its legacy with a stronger, more future-ready brand presence.





Museo Lhuillier

Brand Identity & Experience Design

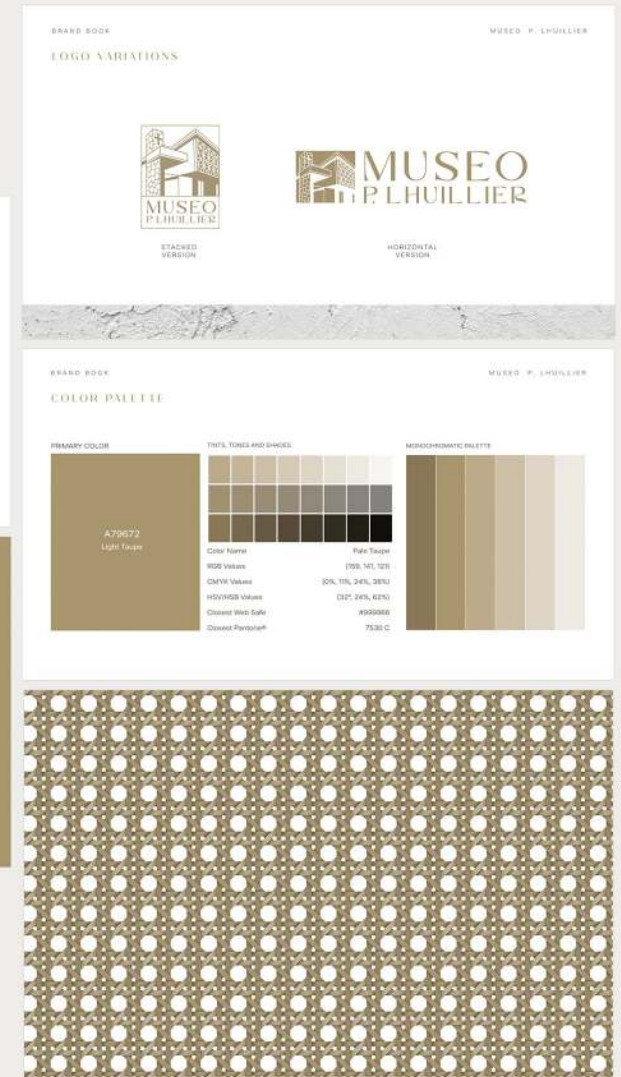
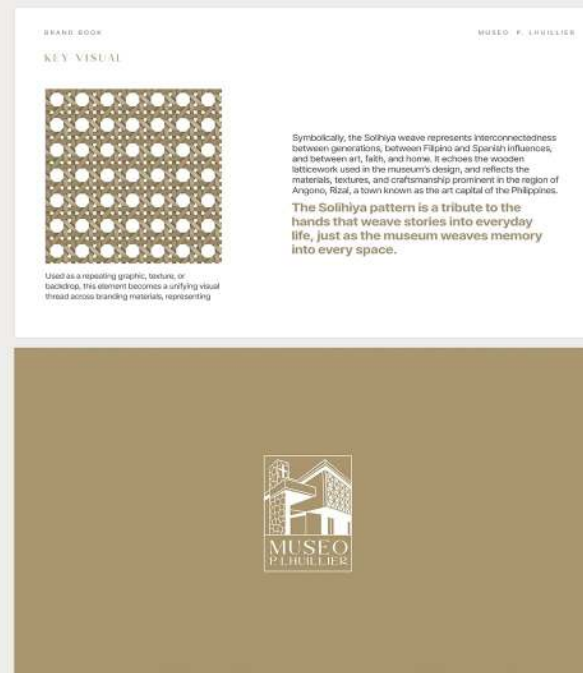
Client: Museo Lhuillier

Scope: Brand Strategy, Visual Identity,
Environmental Graphics, Collaterals

Museo Lhuillier is a heritage-driven cultural space dedicated to preserving and showcasing historical artifacts and Filipino legacy. The objective was to develop a brand identity that honors tradition while presenting the museum as a refined and accessible cultural destination.

The strategy focused on heritage, permanence, and quiet sophistication. A restrained visual system, classic typographic direction, and a dignified color palette were developed to reflect historical depth without feeling dated.

The identity extends across environmental applications and institutional collaterals, supporting the museum's role as both a custodian of history and a contemporary space for cultural engagement.







RELANS Studio

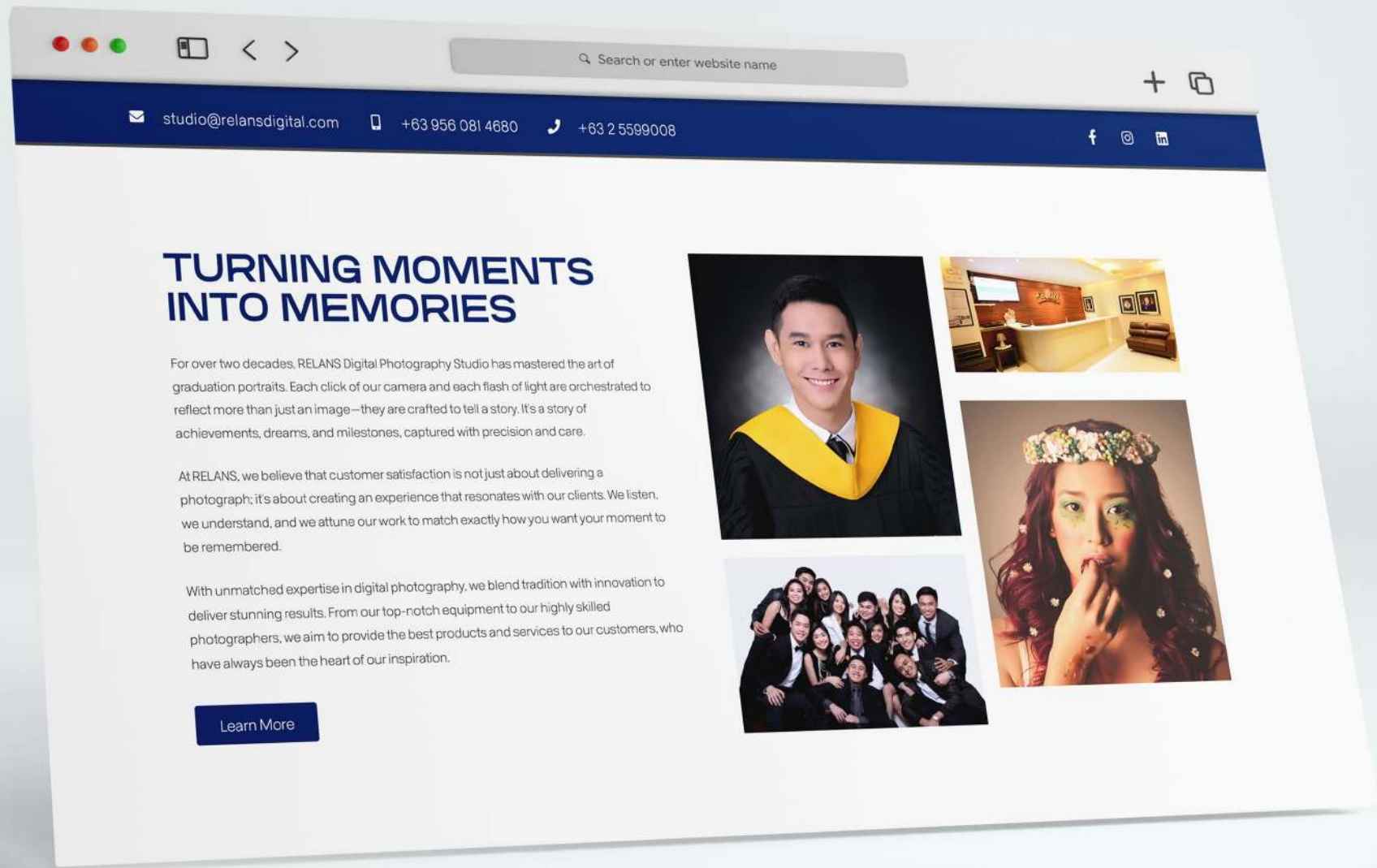
Website Design & Digital Presence

Client: RELANS Digital Photography Studio Manila

Scope: Website Strategy, UX Structure, Visual Direction, Content Layout

RELANS Digital Studio is a photography studio specializing in graduation portraits and milestone shoots. The website was designed to present the brand in a clean, modern, and professional way while making navigation simple for students and families.

The structure prioritizes clarity, service visibility, and seamless inquiry flow, translating the studio's visual quality into a cohesive digital experience that supports bookings and brand credibility.



TURNING MOMENTS INTO MEMORIES

For over two decades, RELANS Digital Photography Studio has mastered the art of graduation portraits. Each click of our camera and each flash of light are orchestrated to reflect more than just an image—they are crafted to tell a story. It's a story of achievements, dreams, and milestones, captured with precision and care.

At RELANS, we believe that customer satisfaction is not just about delivering a photograph; it's about creating an experience that resonates with our clients. We listen, we understand, and we attune our work to match exactly how you want your moment to be remembered.

With unmatched expertise in digital photography, we blend tradition with innovation to deliver stunning results. From our top-notch equipment to our highly skilled photographers, we aim to provide the best products and services to our customers, who have always been the heart of our inspiration.

[Learn More](#)



Right This Way Flooring

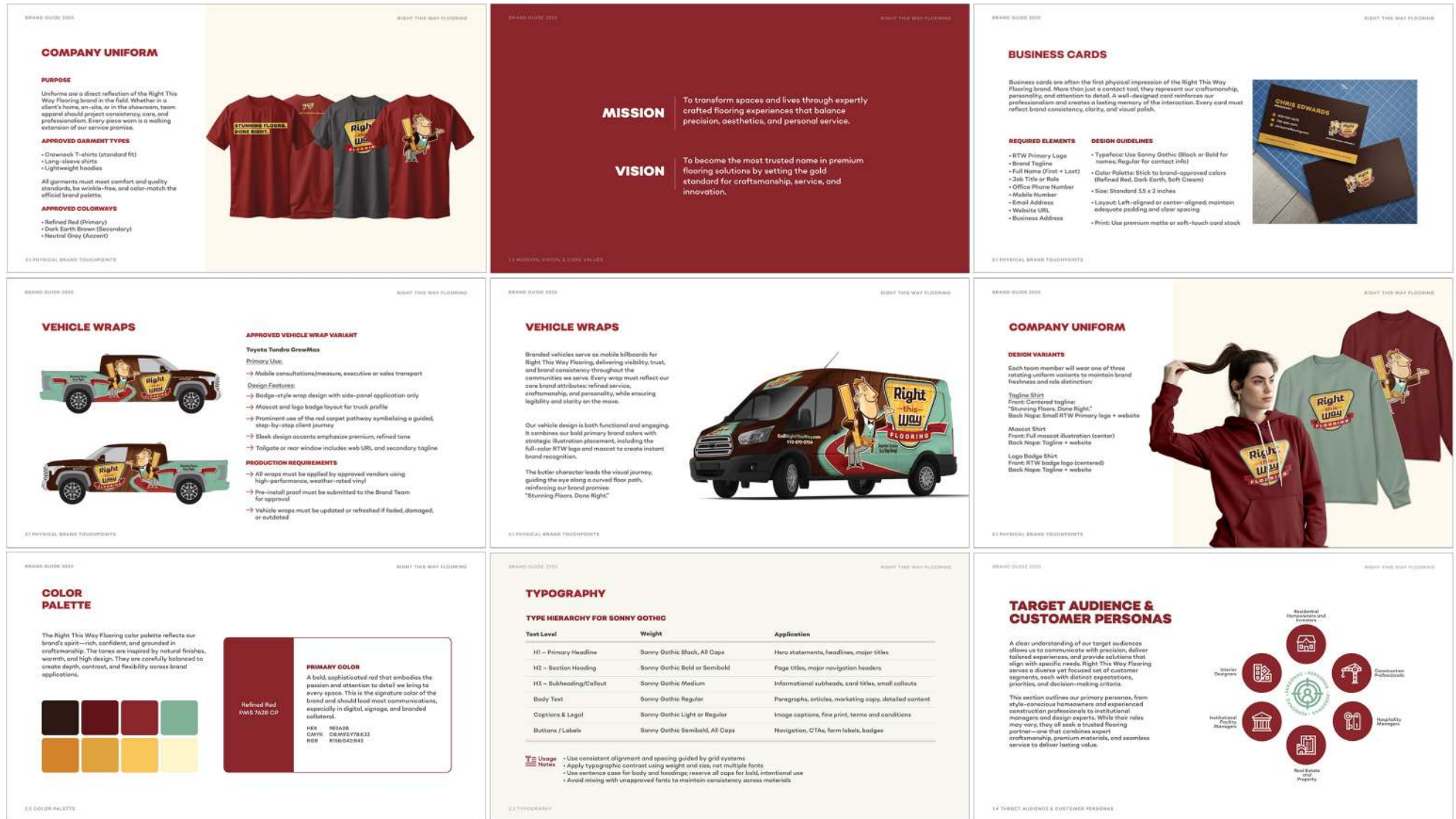
Brand Book Development

Client: Right This Way Flooring, LLC

Scope: Brand Strategy, Visual Identity System, Brand Book

The Right This Way Flooring Brand Book was developed to formalize the company's identity as it strengthened its positioning in the residential and commercial flooring market. The objective was to create a structured and scalable framework that reinforces clarity, trust, and professionalism across all brand touchpoints.

The system defines visual standards, typography, color architecture, and communication principles to ensure consistency across marketing materials, digital platforms, and environmental applications. It serves as a strategic guide for maintaining brand alignment as the business grows.



Supreme Fit

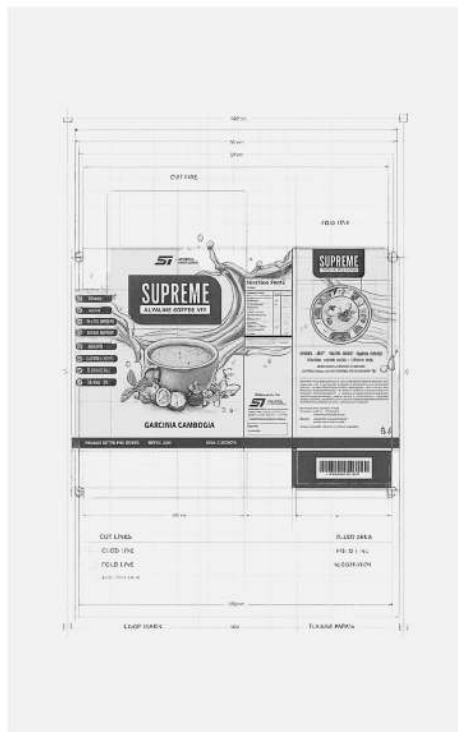
Brand Identity & Packaging Design

Client: Supremacy International, Philippines

Scope: Brand Development, Identity Design, Packaging

Supreme Fit is a nutrition-focused product line created for everyday wellness and active lifestyles. The goal was to develop a strong, approachable brand identity supported by packaging that feels energetic, clear, and trustworthy on shelf.

The design combines bold branding with structured information, allowing the product to stand out while remaining easy to understand. From logo development to final packaging execution, the system was built to feel cohesive, functional, and retail-ready.





Marriage & Megawatts

Podcast Branding & Concept Development

Client: Danielle & Ryno Irwin

Scope: Branding, Marketing, Concept Creation

Marriage & Megawatts is a podcast that blends meaningful conversations with sustainability, hosted by Ryno and Duckie. The project required a compelling brand identity and strategic marketing approach to capture the essence of warmth, authenticity, and engagement.



The visual identity was designed to reflect the podcast's approachable and heartfelt nature. A handwritten typeface conveys simplicity and sincerity, while the earthy color palette embodies sustainability and connection. Every branding element, from the logo to the promotional materials, was crafted to reinforce the podcast's inviting and genuine dialogue.

Through strategic marketing initiatives, including social media campaigns and promotional assets, Marriage & Megawatts successfully positioned itself as a space for insightful discussions, fostering a strong and engaged listener community.



Logo Folio

Over the years, I have designed logos and identity marks for brands in hospitality, bars and restaurants, construction, interior design, manufacturing, retail, consulting, and education. Each mark is grounded in strategy and created to reflect the brand's direction, character, and long-term vision.

These identities are built to function across print, digital, and physical spaces, serving as the foundation for cohesive and enduring brand systems.





