**SSG  
The Shining Star Group of Companies**  
   
Motto: Building Trust Across Every Sector

**1. Corporate Profile**

Name: SSG — The Shining Star Group of Companies  
Head Office: Manyoungar Broad Street, Chubor, Old Road, Congo Town Community, D10, Montserrado, County, Republic of Liberia  
Founded: July 2022  
Ownership: 100% Liberian-Owned  
Sectors of Operation:  
- Security & Safety Services  
- Construction & Engineering  
- Auto Sales & Spare Parts  
- Shipping & Forwarding  
- Printing, Media & Visibility Consultancy  
- Education & Vocational Training  
- Health & Insurance Services

**2. Brand Philosophy**

Brand Promise: To deliver trustworthy, innovative, and people-centered services that improve lives and build national capacity across multiple industries.  
  
Mission: To empower communities and strengthen national development by providing reliable, quality, and affordable services across security, infrastructure, education, media, and healthcare.  
  
Vision: To be Liberia’s most trusted and diversified business group — a Shining example of integrity, innovation, and excellence in every field.  
  
Core Values:  
- Integrity  
- Innovation  
- Quality  
- Teamwork  
- Service

**3. Brand Architecture**

SSG will use a Branded House (Unified) model with sector-based sub-brands:

|  |  |  |
| --- | --- | --- |
| Division | Official Name | Brand Description |
| Media & Communications | SSG Media & Communications Consult | Provides printing, media production, public relations, advertising, and visibility campaign management services |
| Construction | SSG Construction & Engineering | Engages in construction, renovation, civil works, architecture, and related engineering projects within Liberia and abroad. |
| Auto & Logistics | SSG Auto,& Shipping | Transportation, vehicle sales, spare parts, shipment, and forwarding. |
| Security | SSG Security Group | Provides general and private security services including guarding, escorting, and protection of persons and property. |
| Education | SSG Academy & Vocational Institute | Tutorial programs, TVET, and short-term training. |
| Health & Insurance | SSG Health & Insurance Services | Hospital, Clinics, community health programs, and insurance coverage. |
| |  | | --- | | **Mining** | | |  | | --- | | SSG Mining Company | | Exploration, extraction, and processing of mineral resources and natural deposits |
| Waste Management & Environment | SSG Waste & Environmental Services | Solid waste collection, recycling, sanitation, and environmental sustainability programs. |
| Mineral Water Production | SSG LIBAqua Mineral Water | Production and distribution of purified bottled mineral water under the brand “LIBAqua.” |
| General Merchandise | SSG General Merchandise | Trading of assorted goods, wholesale and retail supplies, and general import/export operations. |
| Travel & Ticketing | SSG Travel & Ticketing Agency | Travel consultancy, airline ticketing, tour coordination, and logistics for passengers and groups. |

**4. Visual Identity Guidelines**

Logo Concept: An elegant five-pointed star radiating light, symbolizing excellence, unity, and leadership — enclosed in a circle representing strength and continuity.  
  
Color Palette:  
- Gold (#FFD700): Excellence, leadership, and value  
- Deep Blue (#002147): Trust, stability, and professionalism  
- White (#FFFFFF): Purity, honesty, and transparency  
  
Typography:  
- Primary Font: Montserrat Bold  
- Secondary Font: Open Sans Regular  
  
Tagline Usage: SSG — Building Trust Across Every Sector

**5. Governance and Brand Oversight**

Brand Stewardship: Corporate Communications and Visibility Department under the Executive Director/CEO of SSG shall:  
- Approve all public communication.  
- Ensure adherence to the SSG brand manual.  
- Coordinate social media and publicity campaigns.  
- Conduct quarterly brand audits across all subsidiaries.  
  
Internal Compliance: Each subsidiary will appoint a Brand Focal Person reporting to the SSG Communications Unit.

**6. Communication Framework**

Tone of Voice:  
- Confident but humble  
- Professional yet relatable  
- Results-driven and community-focused  
  
Core Messaging Pillars:  
1. Quality You Can Trust — Every SSG product or service meets the highest standards.  
2. Liberian Excellence — Locally owned, globally inspired.  
3. Innovation for Growth — Modern solutions for a changing world.  
4. Service Beyond Expectation — People-first in every operation.

**7. Digital Brand Integration**

Official Website: www.ssgliberia.com (central hub linking all SSG divisions)  
  
Social Media Handles (Uniform Naming):  
- Facebook: SSG Liberia  
- Instagram: @ssglib  
- LinkedIn: SSG (The Shining Star Group of Companies)  
- Twitter/X: @ssglib  
  
Each subsidiary may manage a subpage or profile under the central SSG account.

**8. Corporate Social Responsibility (CSR)**

The SSG Foundation shall spearhead all community initiatives under the SSG identity, focusing on:  
- Education Support: Scholarships and vocational empowerment.  
- Health Outreach: Community clinics and public health drives.  
- Youth Empowerment: Apprenticeships and entrepreneurship training.  
- Environmental Sustainability: Tree planting and waste management.

**9. Brand Promotion & Visibility Strategy**

Annual Visibility Plan Includes:  
- Quarterly press releases and feature stories across sectors.  
- Annual “SSG Business & Service Fair.”  
- Branded uniforms, vehicles, and signage nationwide.  
- Sponsorships of national and community events.  
- Strong storytelling through media partnerships and social campaigns.

**10. Brand Monitoring and Evaluation**

Every 6 months, SSG will:  
- Conduct public perception surveys on service quality and reputation.  
- Perform visibility and brand consistency audits across all branches.  
- Review internal compliance and adjust communication guidelines.  
  
Reports will be submitted to the SSG Board for action and continuous improvement.

**11. Brand Statement**

SSG — The Shining Star Group of Companies is a proudly Liberian-owned business conglomerate committed to delivering excellence across multiple sectors. From construction and logistics to media, education, and health, SSG continues to illuminate possibilities, build trust, and deliver impact — Shinning the light of innovation and service across Liberia and beyond.