**Kebulan Grid - Corporate Brand Identity & Logo Design**

**Project Owner:** Random Owner  
 **Teams Involved:** [Branding Team + UI/UX Team]   
**Target Completion Date:** 1-3 weeks

**Section 1: Kebulan Grid Logo Design & Conceptualization**

*Focus: Developing distinct logo concepts that embody Kebulan Grid's corporate identity.*

* **Task 1.1: Develop Initial Logo Concepts & Questionnaire**
  + **Assignee:** Design Team (Derek & Iti for concepts & questionnaire)
  + **Due Date:** 11/06/2025
  + **Description:** Based on the brand brief, generate diverse logo concepts Ensure versatility for various corporate applications   
    (website, presentations, social media, eventual sub-brand integration).
  + **Subtasks:**
    - Brainstorm and sketch initial logo concepts.
    - Develop a questionnaire to guide feedback on concepts.
    - **Iti:** Include initial thoughts on primary color directions for each concept.
  + **Deliverables:** Digital sketches/low-fidelity mock-ups of diverse logo concepts.
  + **Status:** Needs Review (by Design Team Lead)
  + **Comments:** "Concepts and questionnaire developed by Derek and Iti."
* **Task 1.2: Internal Design Team Review & Feedback on Logo Concepts**
  + **Assignee:**
  + **Due Date:**
  + **Description:** Conduct a peer critique session with the design team. Consolidate technical and creative feedback to refine the strongest directions.
  + **Subtasks:**
    - Present initial logo concepts to the design team.
    - Collect detailed feedback from design team members.
    - Refine concepts based on feedback.
  + **Deliverables:** Consolidated Design Feedback, Revised Logo Concepts.
  + **Status:** Needs Approval (by Design Team Lead)
  + **Comments:** "Ensure concepts are ready for broader team review on or before the 11th of June

**Section 2: Kebulan Grid Brand Identity System Development**

*Focus: Building out the comprehensive visual language for the entire company.*

* **Task 2.1: Present & Secure Final Logo Approval**
  + **Assignee:** Design Team Lead + Executive Partners
  + **Due Date:** 11th July
  + **Description:** Present the refined logo concepts to all Executive Partners. Clearly explain the strategic rationale and versatility of the chosen option. Secure formal approval on the primary Kebulan Grid logo.
  + **Deliverables:** Approved Final Kebulan Grid Logo.
  + **Status:** Approved
* **Task 2.2: Develop Core Corporate Color Palette**
  + **Assignee:** Design Team (Iti + Derek)
  + **Due Date:**
  + **Description:** Expand the approved logo's colors into a comprehensive primary and secondary palette for corporate use. Ensure colors are accessible (high contrast ratios) and perform well across all media (digital, print, presentations).
  + **Subtasks:**
    - Define primary and secondary colors.
    - Define exact color codes (Hex, RGB, CMYK, potentially Pantone) for future use.
  + **Deliverables:** Final Kebulan Grid Color Palette (with codes).
  + **Status:** Done by iti (to insert color codes and appropriate text)
* **Task 2.3: Select Primary Corporate Typography & Corporate Intellectual Property**
  + **Assignee:** Design Team (Derek)
  + **Due Date:** TBC
  + **Description:** Choose typefaces for Kebulan Grid's corporate communications (website headings, letterheads, body text, presentation titles, invoices, and merch for physical media). Verify chosen fonts are licensed for corporate use.
  + **Deliverables:** Defined Corporate Typography System.
  + **Status:** Awaiting response
* **Task 2.4: Design Core Corporate Graphic Elements & Iconography**
  + **Assignee:** Design Team
  + **Due Date:**
  + **Description:** Design a core set of versatile corporate icons (e.g., for services, mission, vision, pillars, and partnerships) and other supporting graphic elements.
  + **Deliverables:** Corporate Graphic Elements & Iconography Set.
  + **Status:** Done (Iti)
* **Task 2.5: Create Centralized Kebulan Grid Brand Asset Library**
  + **Assignee:** Project Team
  + **Due Date:** TBC
  + **Description:** Organize and store all final logo files (vector, raster, various formats for web/print/app icons) in a central digital asset management (DAM) system.
  + **Subtasks:**
    - Set up Google Drive folder structure for all brand assets.
    - Upload and categorize all final logo files, color palettes, font files, and iconography.
    - Ensure assets are version-controlled.
  + **Deliverables:** Centralized Digital Asset Management (DAM) folder/system with all assets (Google Drive).
  + **Status:** Awaiting action

**Section 3: Kebulan Grid Brand Application & Handoff**

*Focus: Preparing the brand for real-world use across Kebulan Grid's internal and external touchpoints.*

* **Task 3.1: Design Core Branded Corporate Templates**
  + **Assignee:** Design Team (Derek)
  + **Due Date:** TBC
  + **Description:** Design key templates for consistent corporate communication.
  + **Subtasks:**
    - Design company letterhead and official document templates.
    - Create standardized email signatures for all Executive Partners and staff.
    - Design basic social media profile banners and post templates.
  + **Deliverables:** Suite of Branded Corporate Templates.
  + **Status:** In Progress
* **Task 3.2: Initial Corporate Digital Presence Update**
  + **Assignee:** Marketing Lead / Tech Lead
  + **Due Date:** TBC
  + **Description:** Apply the new branding consistently across Kebulan Grid's primary digital touchpoints.
  + **Subtasks:**
    - Apply new branding to the Kebulan Grid corporate website.
    - Update all Kebulan Grid official social media profiles (LinkedIn, Instagram, Twitter X, etc.).
    - Ensure all internal communication platforms (e.g., Slack, Asana) reflect the new branding.
  + **Deliverables:** Branded Corporate Website Live, Updated Social Profiles.
  + **Status:** Not Started (Dependent on Task 3.1)

Endless Possibilities!!!