

Virtus

Brand Identity & Website Design Proposal

Overview

Virtus is being launched as a standalone white-collar recruitment brand, distinct from Momentum's established blue-collar operations.

The purpose of this engagement is to establish a credible, professional brand identity and a clean, conversion-focused website that positions Virtus appropriately in the white-collar market from day one.

This project is delivered as a single, cohesive engagement, covering brand identity and website design and build, to ensure clarity, consistency, and long-term usability across all touchpoints.

Scope of Work

1. Discovery & Positioning

A short upfront alignment phase to ensure clarity before any design execution.

This includes:

- Alignment on target audience and market positioning
- Definition of tone, level of professionalism, and brand personality
- Clarification of key differentiators
- Agreement on how Virtus should be positioned relative to Momentum

This phase ensures the brand is grounded in the right perception and all stakeholders are aligned.