

# Goulding & Co

STRATEGIC ADVISORY

# Project Goal

Ultra-pro and fully minimalist, our aim is to build a brand identity that is clean and simple, instantly showing corporate clients that the brand is serious and reliable.

Our color palette will be deep navy blue, light gray, and pure white. This balanced trio creates a stable visual base that inspires trust without ever feeling flashy.

The logo will be presented exclusively in text form, without any pictogram or mascot. By using a classic, clean, and perfectly legible typeface, the logotype will emphasize the strength of the name as the sole emblem, reinforcing the image of timeless expertise.

In terms of positioning and feel, every design choice will highlight the brand's intellectual strength and strategic precision. At the same time, this visual style will stay approachable, giving a solid sense of competence without any extra frills.

Your  
next  
move.

#051c2c

#ffffff

Goulding & Co  
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#033295

Goulding & Co  
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Gradient

#000000

#e3e2e2

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DESIGNED BY TIM WIN

VISUAL IDENTITY

2025



# Loretta

Title font

The Loretta typeface blends the elegance of a classic serif with the freshness of a calligraphic touch, boosting your firm's credibility and trust. Its balanced contrast and open shapes ensure clear readability across print and digital media. Available in Text and Display styles, Loretta maintains a consistent visual identity, while its lively italic adds a warm, human feel that engages your clients.

abcdefghijklmnopqrstuvwxyz 123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# SF Pro display

Normal font

The SF Pro Display typeface merges the clarity of a modern sans serif with a refined, professional design. Its optimized letterforms and broad weight range deliver crisp readability on screen and in print. With consistent styling across styles, SF Pro Display ensures a unified visual identity, while its subtle italics add a dynamic touch that strengthens your messaging.

abcdefghijklmnopqrstuvwxyz 123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



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**BRETT GOULDING**

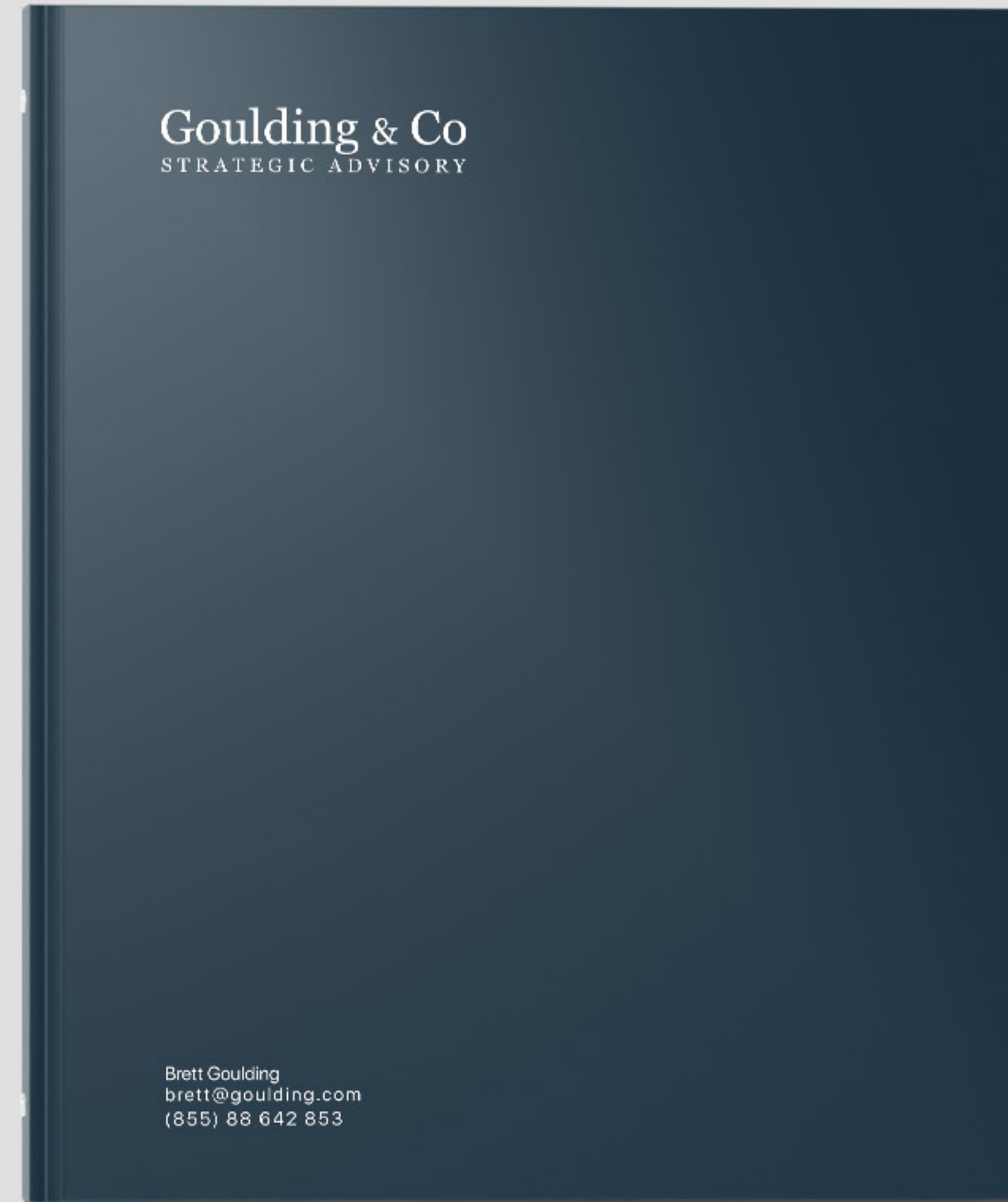
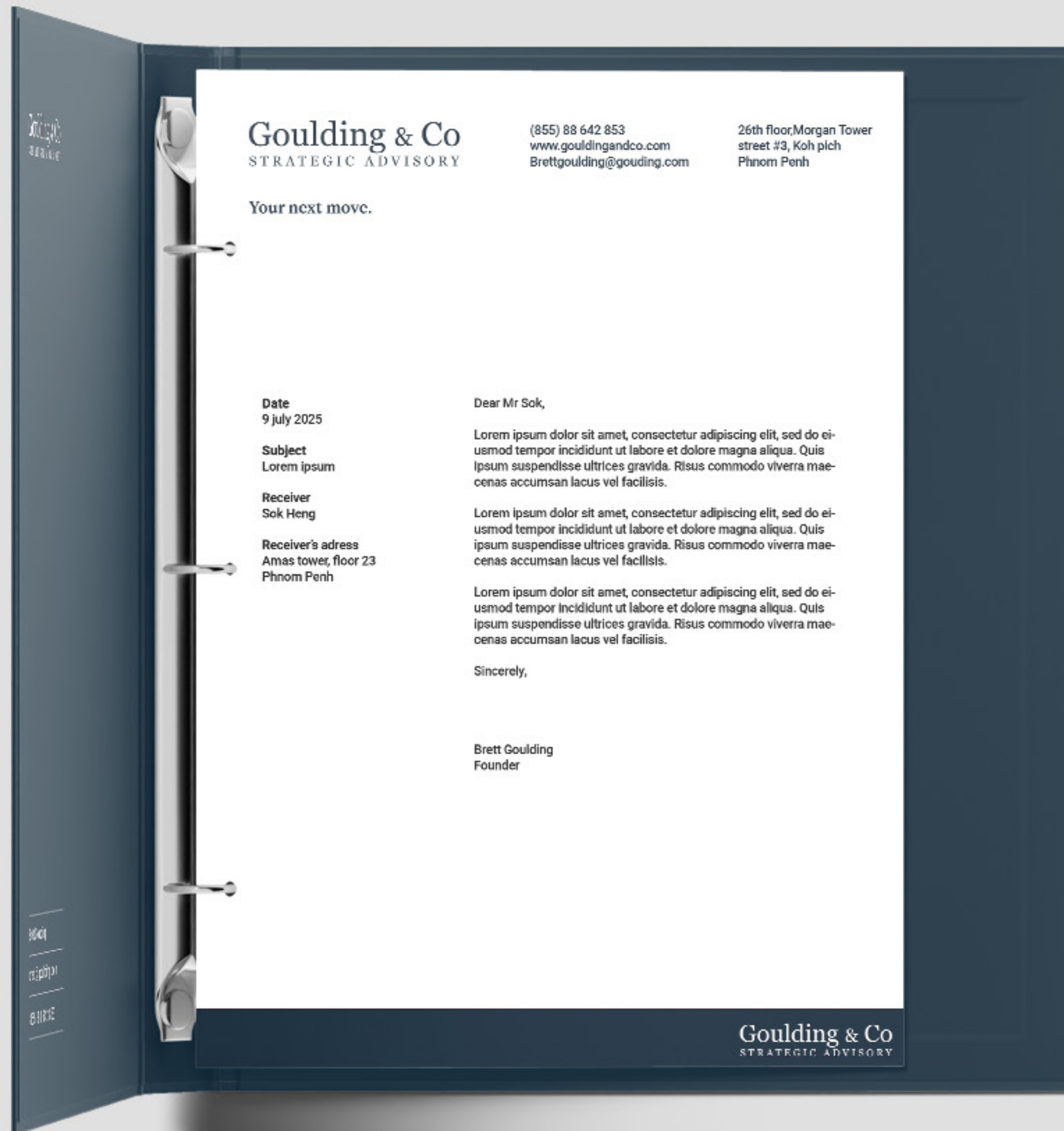
Founder / CEO  
brett@goulding.com  
(855) 88 642 853

e2 Street 2, Chak Angrae  
Khan Steung Meanchey, Phnom penh

[www.goulding.com](http://www.goulding.com)















# ELEVATE YOUR BUSINESS

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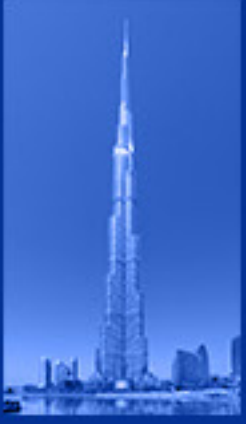






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EMIRAT



PARIS  
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NEW YORK  
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HONG KONG  
CHINA



HO CHI MINH  
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PHNOM PENH  
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# VISUAL IDENTITY GOULDING&CO.