lifewood

Brand Guidelines

Always On Never Off

ADAPTABLE

INNOVATIVE

TECHNOLOGICAL

PROACTIVE

What makes Lifewood Lifewood?

Lifewood is more than just a company that processes data, delivers at speed, and produces projects in multiple languages for some of the world's largest organizations. While these capabilities are essential, they do not fully capture the essence of who we are. At our core, we must define and communicate our identity—both internally to our global teams and externally to our clients, investors, stakeholders, and friends spread across the world.

The communications team began this journey by revisiting the Lifewood Strategic Positioning document presented in Malaysia in November 2023. This document outlines important themes and ideas that encapsulate Lifewood's approach to business, highlighting the role we play in Malaysia, Singapore, mainland China, and across South-East Asia and the world. It emphasizes Lifewood as a bridge between ASEAN and China, and by extension, the rest of the world. The document portrays Lifewood as a builder of harmony, trust, and cooperation across borders, cultures, and business practices. With offices strategically located in both the East and the West, and by leveraging advanced technology like AI, GPT, and Gemini, Lifewood is positioned as a conduit to bring diverse people and interests together to foster new ventures and possibilities.

With our headquarters in Malaysia, Lifewood is ideally situated to support the country's role as a super-bridge connecting China with other nations, especially during these times of tension between East and West. Our vast data resources have the potential to analyze social and environmental challenges not only in Malaysia but also in Singapore and beyond, contributing to social progress and development.

Moreover, Lifewood places a strong emphasis on ESG (Environmental, Social, and Governance) principles, which are evident in our HR policies. In countries like Bangladesh, our Pottya team has taken significant steps to employ a high percentage of women and people with disabilities, particularly in an environment where these groups are often underrepresented.

At this critical juncture of innovation and expansion, we have a unique opportunity to define and communicate Lifewood's potential. By doing so, we can develop an effective and creative communications strategy that not only highlights our capabilities but also showcases our commitment to fostering positive change across the regions we serve.
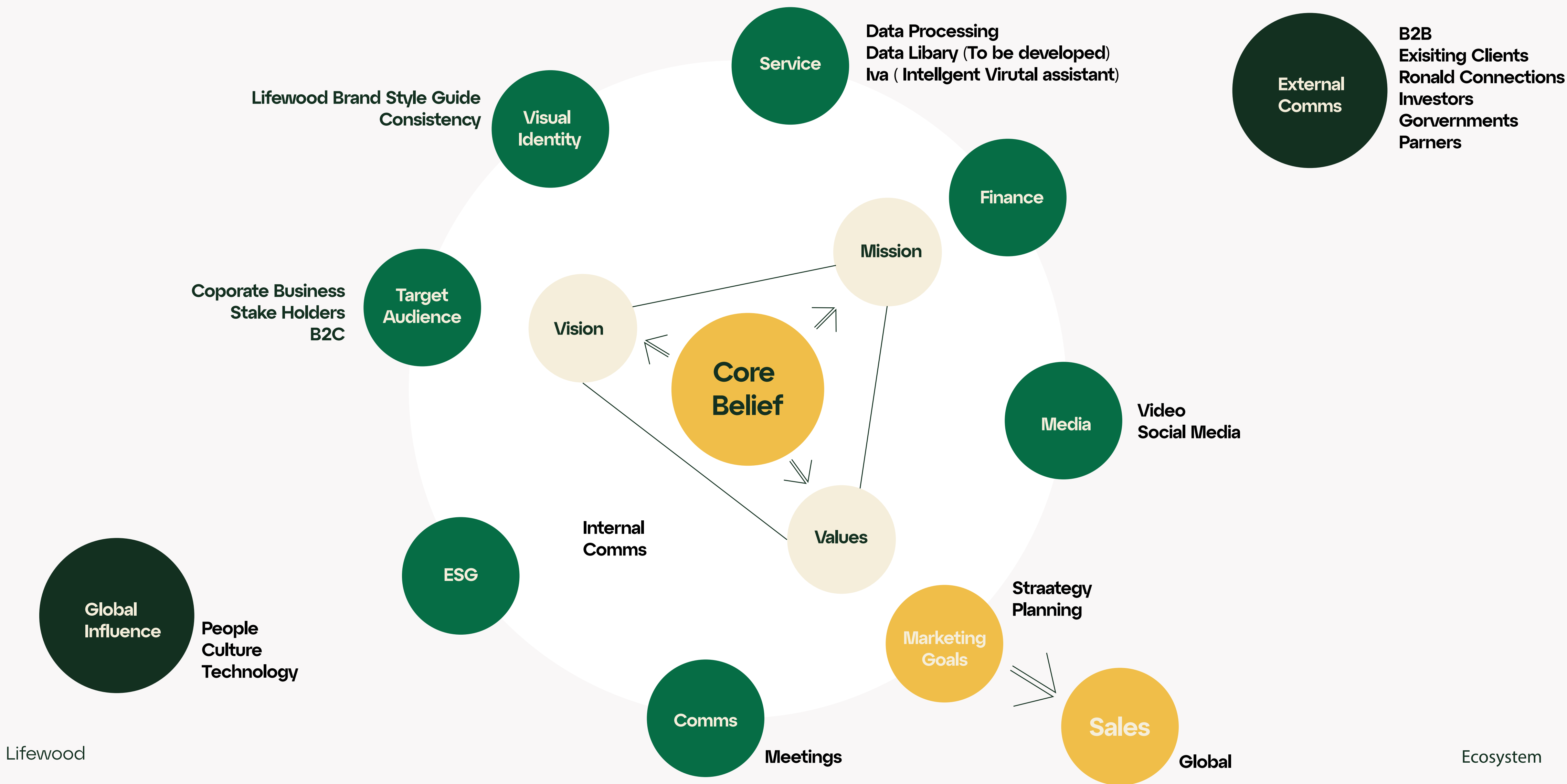
Vision

To be the global champion in AI data solutions, igniting a culture of innovation and sustainability that enriches lives and transforms communities worldwide.

Mission

To develop and deploy cutting edge AI technologies that solve real-world problems, empower communities, and advance sustainable practices. We are committed to fostering a culture of innovation, collaborating with stakeholders across sectors, and making a meaningful impact on society and the environment.

Service

Data Processing
Data Libary (To be developed)
Iva (Intellgent Virutal assistant)

External
Comms

B2B
Exisiting Clients
Ronald Connections
Investors
Gorvernments
Parners

Lifewood Brand Style Guide
Consistency

Visual
Identity

Finance

Coporate Business
Stake Holders
B2C

Target
Audience

Mission

Vision

Core
Belief

Media

Video
Social Media

Values

Internal
Comms

ESG

Straategy
Planning

Global
Influence

People
Culture
Technology

Marketing
Goals

Sales

Comms

Meetings

Global

Proactive
Determined
Inclusive
People
Transformative
Technology
Concise
Bridging
Trust
Innovative
Culture
Global
Evolve
Tenacious
Relentless
Explorative
Adaptive
Purposeful Speed
Always switch on never off

Design is not just about how things look.
It's about how they make you feel,
how they solve problems,
and how they inspire connection and innovation.
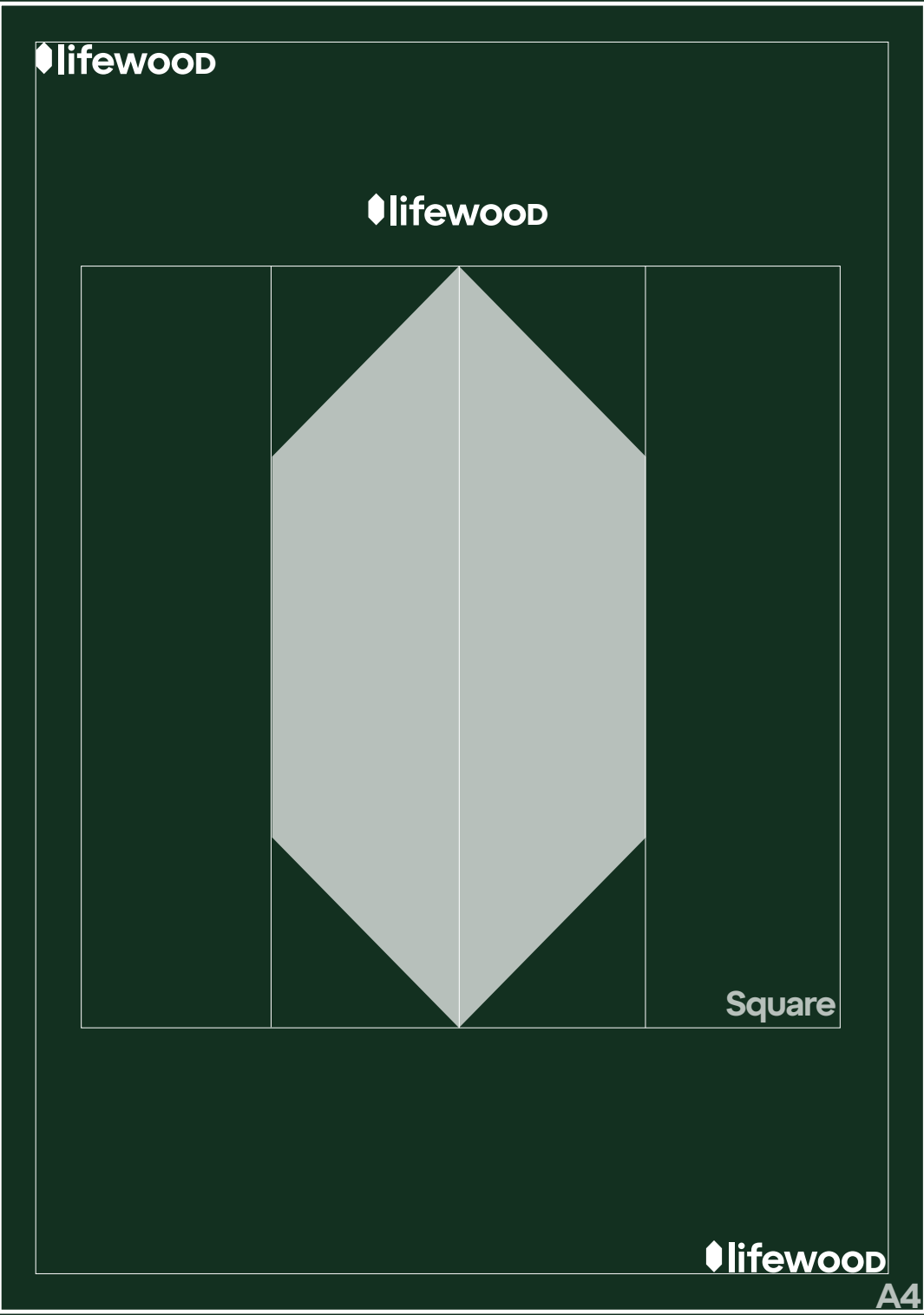
Lifewood logo (potential?)

Western

Lifewood

= Minimum empty space required on all sides of the logo

◖lifewooᴅ

lifewood活树

→

Logo positioning on documents

◖lifewooᴅ

◖lifewooᴅ

Square

◖lifewooᴅ
A4

Lifewood

Body   (Kerning 15)

▌ 活树 微软雅黑 Regular

Headline 02 /Accent   (Kerning 15)

▌ 活树 **Alimama ShuHeiTi Bold**

Display / Headline 01   (Kerning 15)

▌ 活树 **Alimama ShuHeiTi Bold**

Body   (Kerning 15)

▮ Aa Manrope regular

Headline 02 /Accent   (Kerning 15)

▮ AA Manrope Medium

Display / Headline 01   (Kerning 15)

▮ Aa Manrope Semibold

Size

Body should be 1/2 the size of Headline,
Headline should be 1/2 the size of Display Line.
(2:1 ratio)

Justification

Always left or center justified.

Tracking and Leading

The selected typography already features
perfect aligments and spacings, auto settings
are ideal.

Casing

Traditional Sentence casing is ideal for both body, headline
and display uses.

2x **Display example**

1x Subtitle Example

2x Headline example

1x Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed
diam nonummy nibh euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat. Ut wisi enim ad minim veniam,
quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut
aliquip ex ea commodo consequat. Duis autem vel eum iriure

4x **Display example**

2x Subtitle Example

1x Lorem ipsum dolor sit amet, consectetuer adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut la-
oreet dolore magna aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis nostrud exerci tation ul-
lamcorper suscipit lobortis nisl ut aliquip ex ea com-

Color Palette

Paper
#f5eedb

White
#ffffff

Sea Salt
#F9F7F7

Dark Serpent
#133020

Lifewood

Castleton Green
#046241

Saffaron
#FFB347

Earth yellow
#FFC370

Lifewood Colour

Logo & Type

Logo should only be used in its color, green, Saffaron and white variants.
Text should always be colored in either white paper or Dark green)
Saffaron should be used as an accent tone for buttons etc. (not on colored backgrounds)

Background

White & Paper should be the main background colors.
Dark Green and Saffaron can be utilized as background tones to create visual interest.

Text Example

Text Example

Text Example

Text Example

X

活树
lifewood

Do not move the chinese characters

X

lifewood 活树

Do not outline the logo

X

lifewood 活树

Do not put shadow beneath the logo

X

lifewood活树

Do not change the shape of the diamond

X

lifewood活树

Do not stretch the logo

X

lifewood 活树

Do not tilt the logo

X

lifewood 活树

Do not change the font of the chinese character

X

lifewood活树

Do not change the colour of the logo unless consulted with Georges or Paul

✓

lifewood活树

Do not tilt the Diamond

Do not outline the logo

Do not put shadow beneath the logo

Do not change the form of the diamond

Do not stretch the logo

Do not tilt the logo

Do not move the diamond in relation to the word lifewood

Do not change the colour of the logo unless consulted with Georges or Paul

Power Point Guide

Background colour

White #FFFFFF	

C17110	E89131	FFB347	FFC370	F4D0A4
133020	034E34	417256	708E7C	9CAFA4
666666	999999	CCCCCC	E6E6E6	FFFFFF

Paper #f5eedb

Dark Serpent #133020
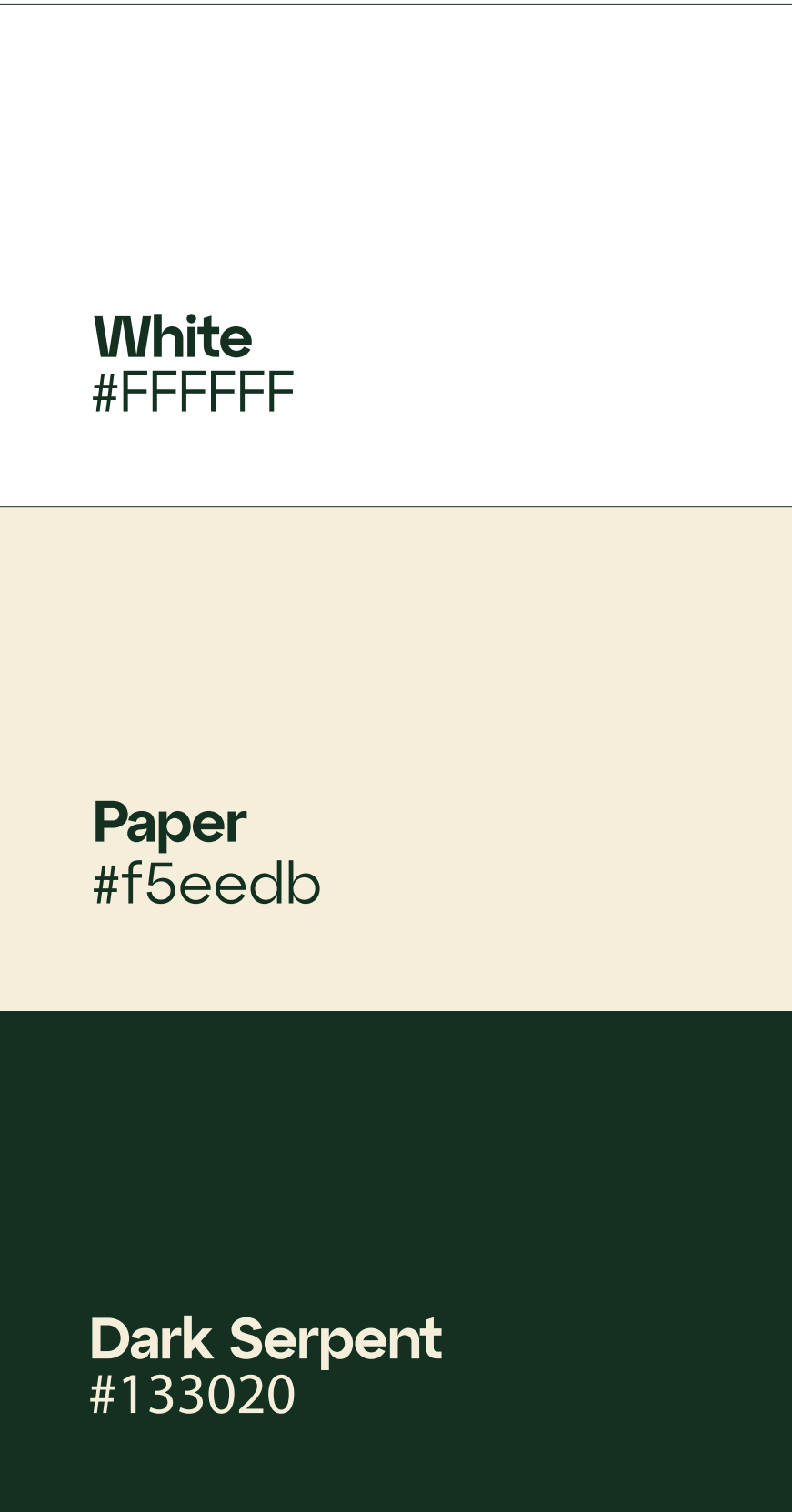
The above colours are colours that you could use when creating a diagram and icons. Always start with colours in the colour palette page then use these colour when there is not enough colour.

Power point layout guide

01

1.0 This is an example

02

01

03

04

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer
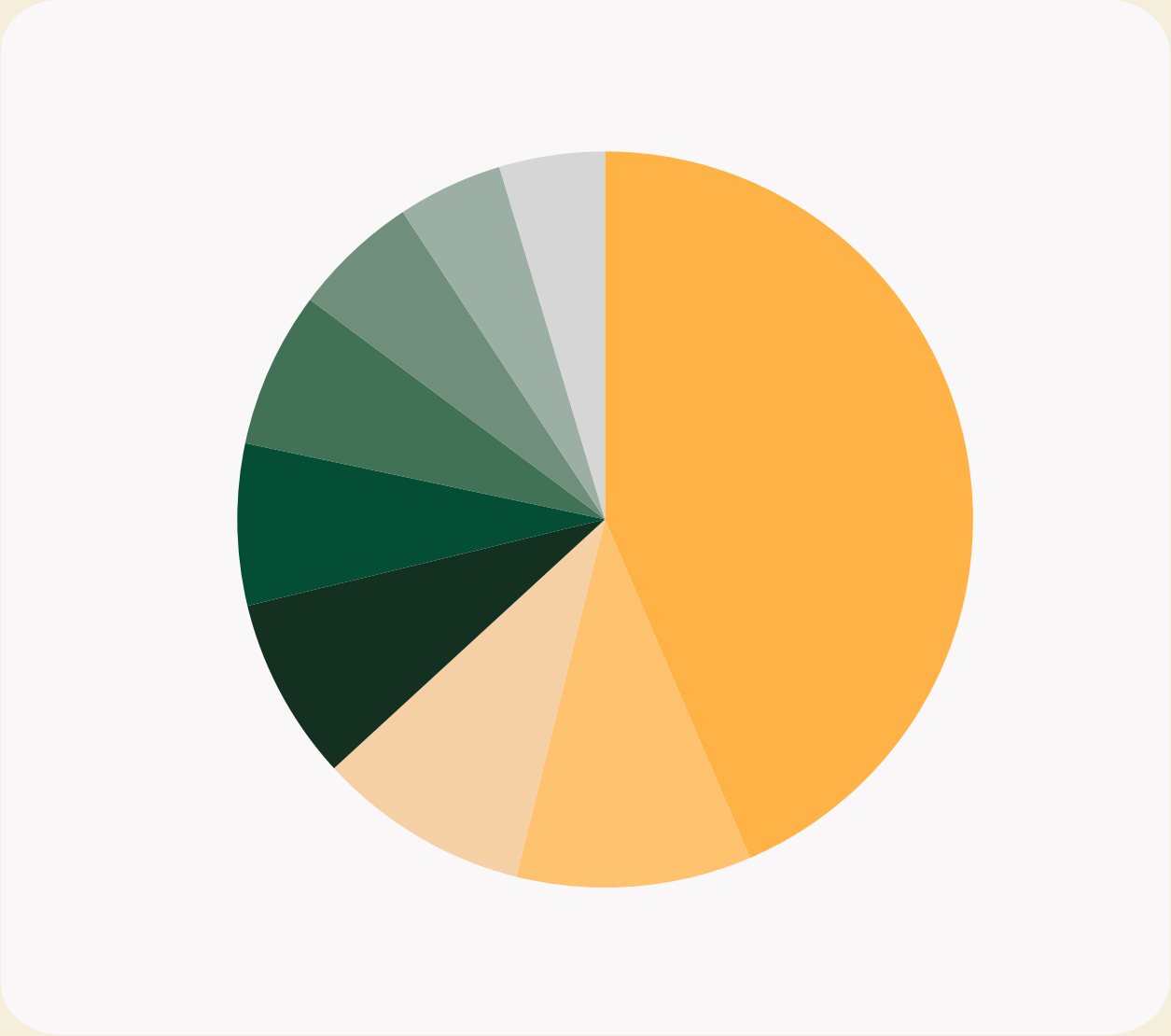
Diagram should always be in White box

05

Diagram

06 lifewood

01
- Font: (Manrope light)
- Alyways number your heading.

02
- Font (Manrope light)
- Page number

03
- Always use rounded box for images, diagram or screen shots unless the image is taking up the entire screen or half of the screen example next page.

04
- Font (Manrope regular) Body of text

05
- Section name of your slides

06
- Company logo

Power point graph example
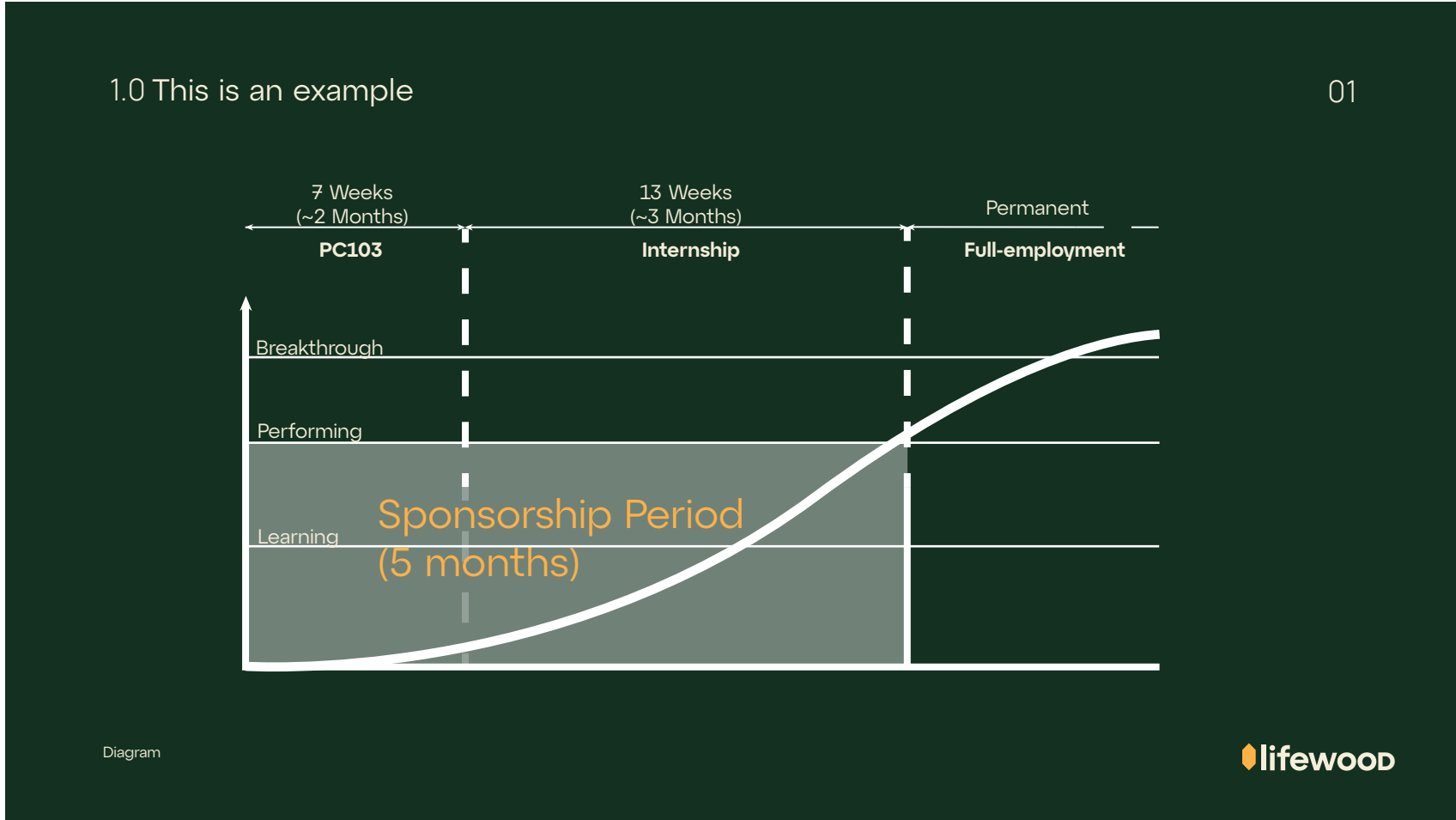
Important information could be highlighted in orange as shown
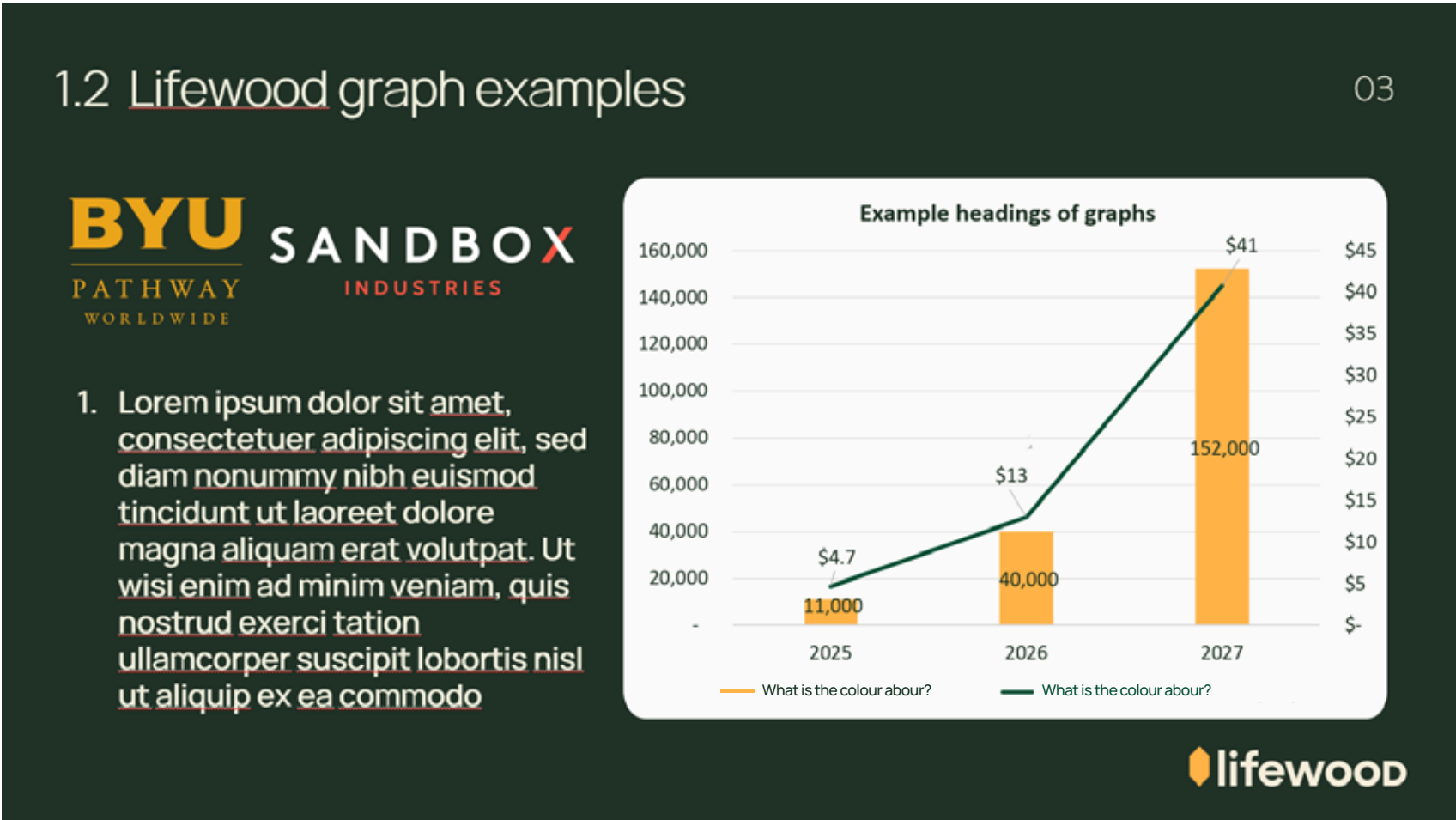
When screen shots graphs always use a white box.

Tips: At the end of the day the main goal of a power point is to showcase the data clearly. So function over form.
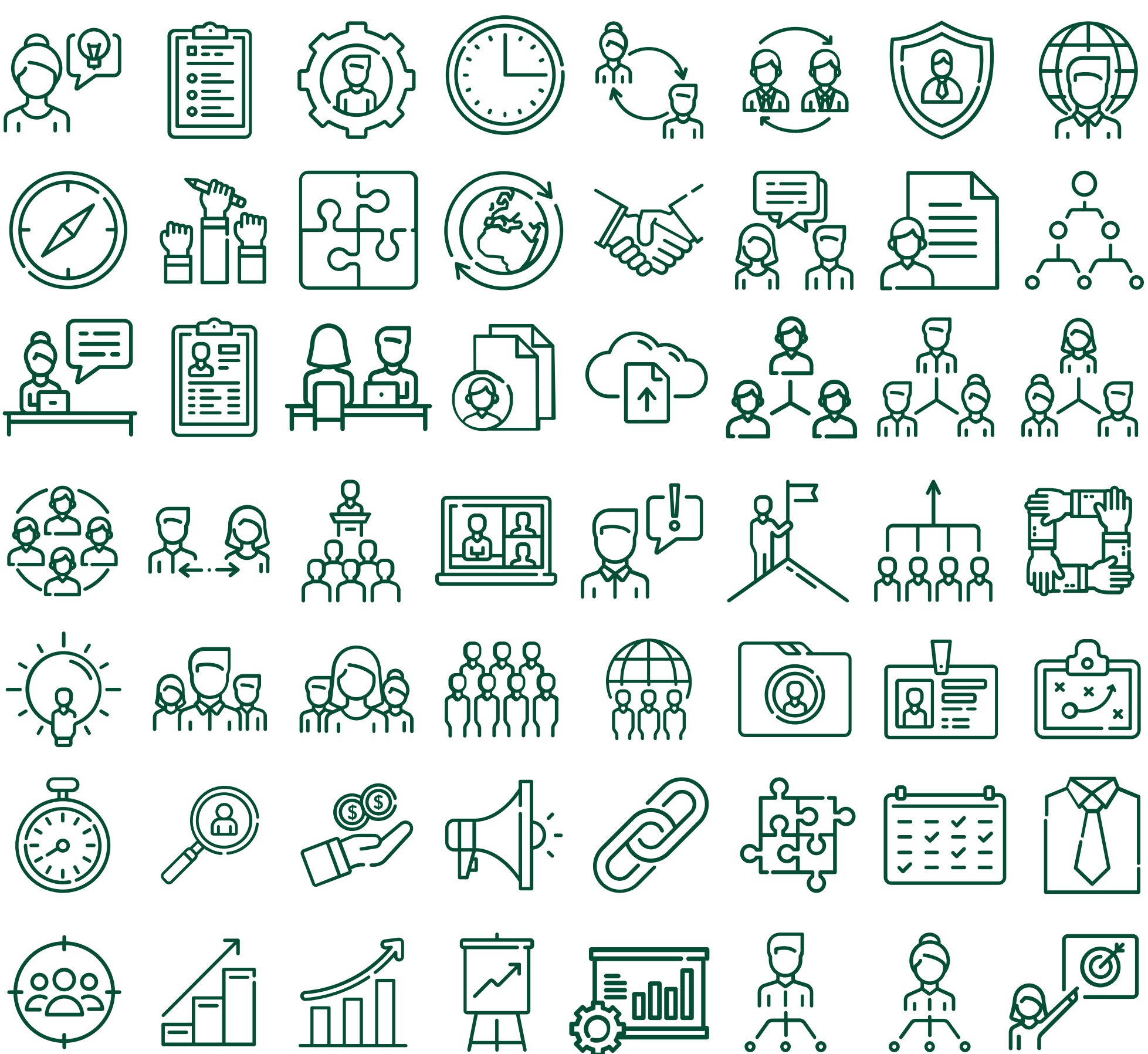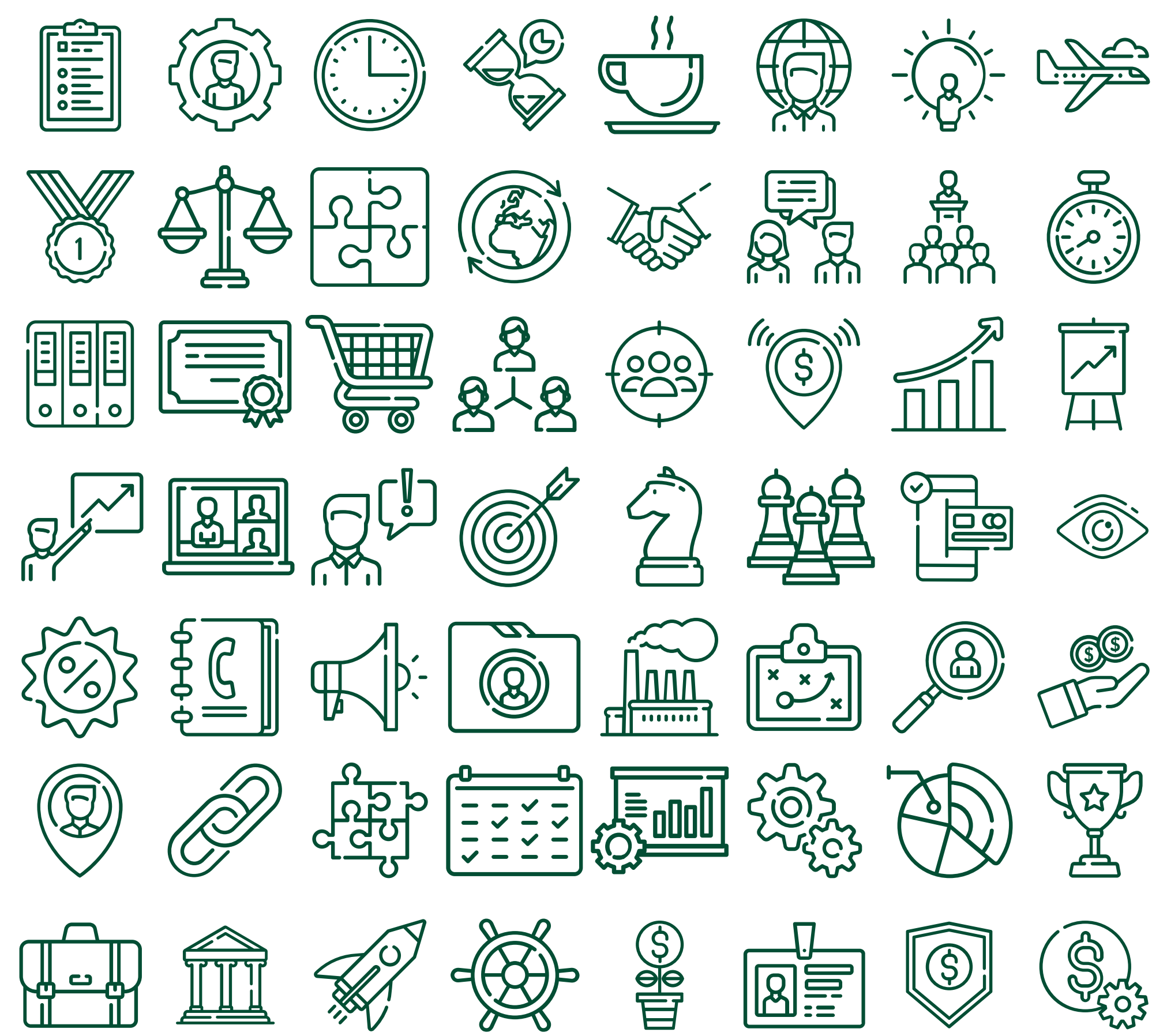
Follow the font and colour pages and do not use any other colours unless approve by Georges or Paul.

Power point icons

Use the icons from the lifewood icon and vectors