



WINNER OF INDIA'S
BEST DESIGN AWARDS
2019 | 2020 | 2021 | 2022

We build **purposeful** and **profitable** brands.

ABND was established in 2010, with the vision of developing strong brands that go hand in hand with business objectives.

Armed with a focus on the bottom-line and a brand-centric business solution approach, our team of brand practitioners have been able to create hundreds of successful brands that have gone ahead to create massive impact in their respective spaces.

Five clearly defined Practice areas

—
B2B
Practice

—
Consumer
Practice

—
edunoia™
Education Practice

—
People
Practice

—
signoia™
Spatial Practice

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B2B Practice

The B2B Practice works with B2B clients at the cusp of change and evolution. Besides defining strategies, creating brands and rebranding, this division deals with businesses undergoing mergers and acquisitions, stock launches or public offerings, expansion plans, and repositioning.

Consumer Practice

Consumer Practice focuses on building impactful consumer brands (B2C) with an emphasis on long-term business growth. It specialises in helping businesses develop new product lines for untapped markets. This division has also been instrumental in creating consumer brands for several traditional B2B companies and manufacturers. The Consumer Practice also works with global businesses looking to enter Indian markets.

edunoia™ Education Practice

With over a decade of experience in creating and working with numerous prolific educational brands, we established Edunoia in 2020. Edunoia is a strategic brand consulting division that offers advisory services, brand thinking and communication strategies to a broad cross-section of education institutions, EdTech companies, and other learning and development units in businesses.

People Practice

People Practice provides businesses solutions in spaces of employer branding, creating employee value propositions, and deploying culture building.

signoia™ Spatial Practice

Signoia is premier experience design practice that connects graphics with architecture. Our team has collaborated with some of the best architects, developers, and institutions to seamlessly combine branding, wayfinding, signage, art, and graphics into the built environment.


Client

G-Cube (MRCC Group)


Project

Visual Identity V2.0

Considerations for Way Forward




‘Typeface only’ identities for Tenneo and Ozemio, with a symbol integrated in the ‘O’ or any other possibility



Consistency between both identities to connect back to MRCC Group




Ozemio brand promise to be rearticulated



Ozemio orange to be reconsidered

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EMPOWERING



CARING



GROWTH



INSIGHTFUL



PERSONAL



ENGAGING



SUCCESS

Ozemio has been conceptualized with a redefined brand promise that is ‘above the curve’ owing to its 4P focus model (People, Performance, Pedagogy and Profile) . Being a brand that is aligned with transformation, the colours need to resonate with the same.

CLARITY
GROWTH
SUCCESS
HOPE

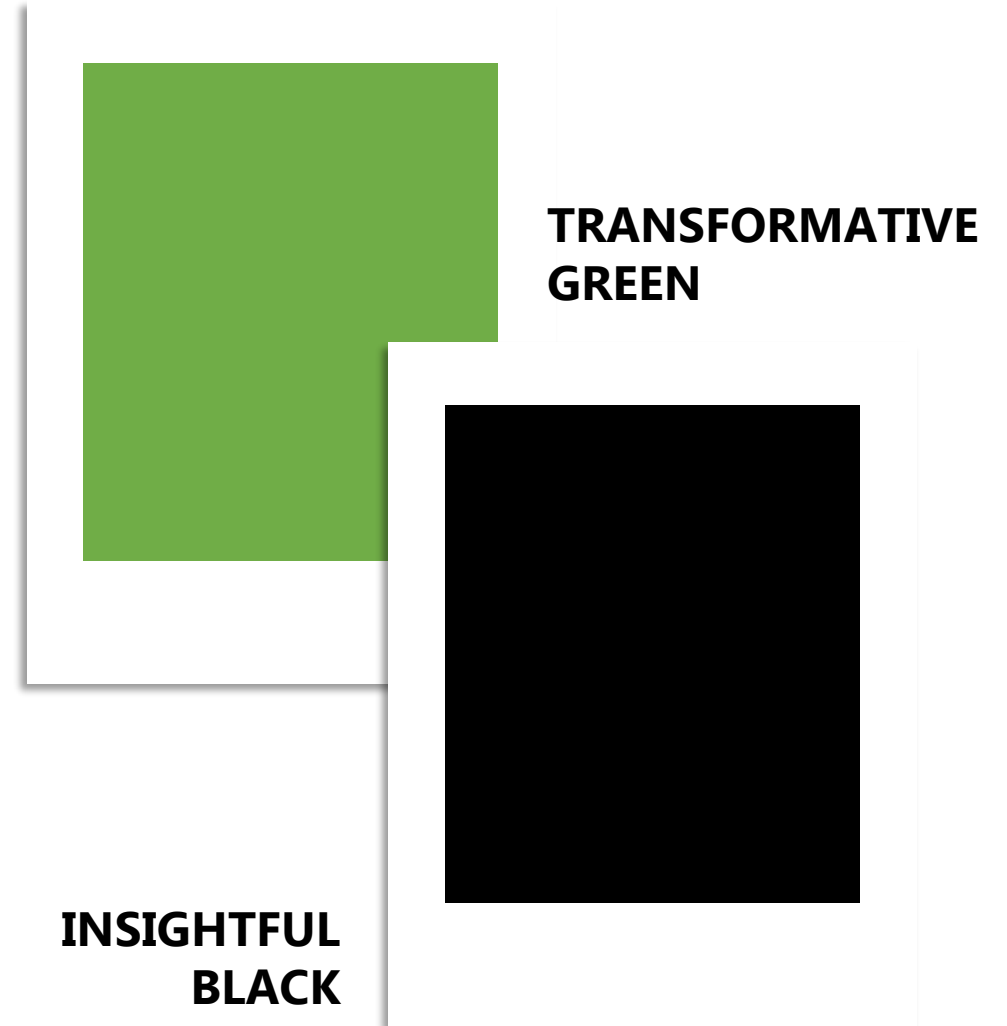
And something

NEW, NOVEL,
UNIQUE

The colour green is also very human-friendly, resonates with feelings of security and peace, and links back to the 'personal people-centric' nature of our brand.

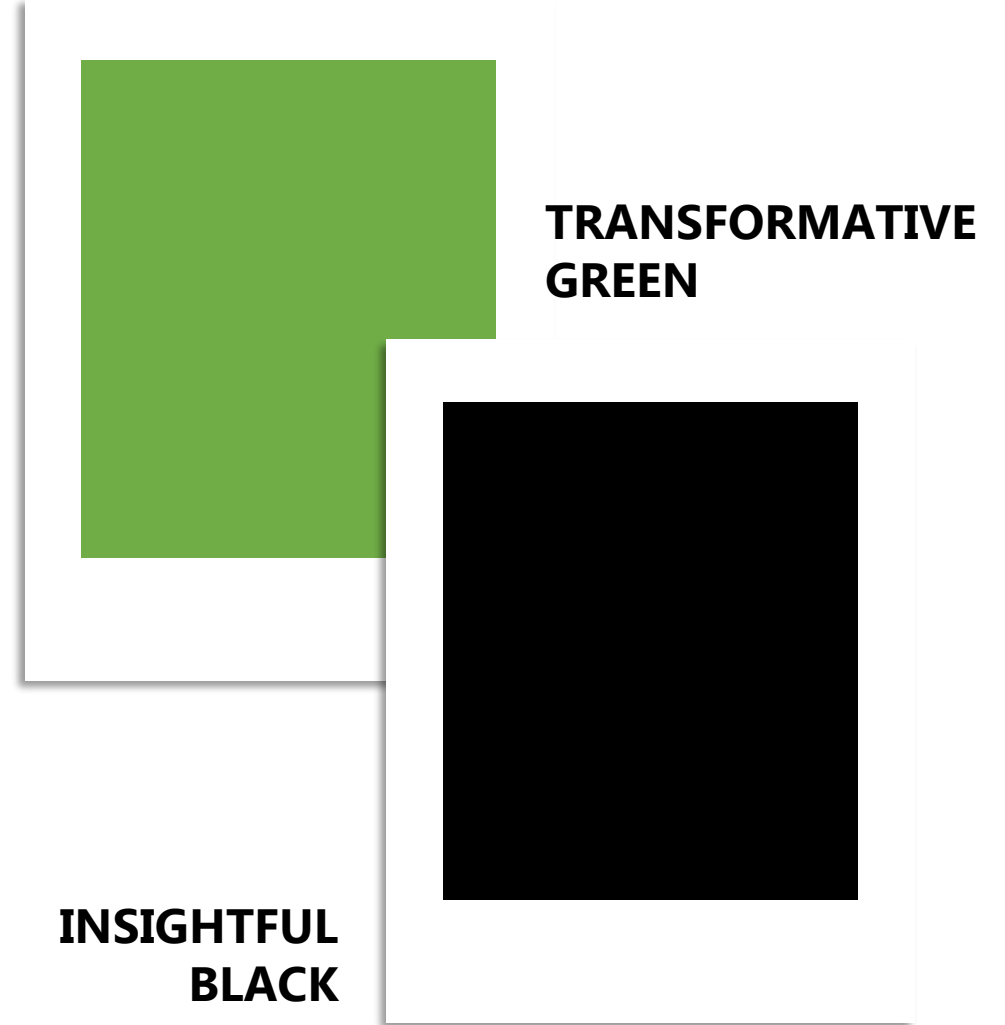
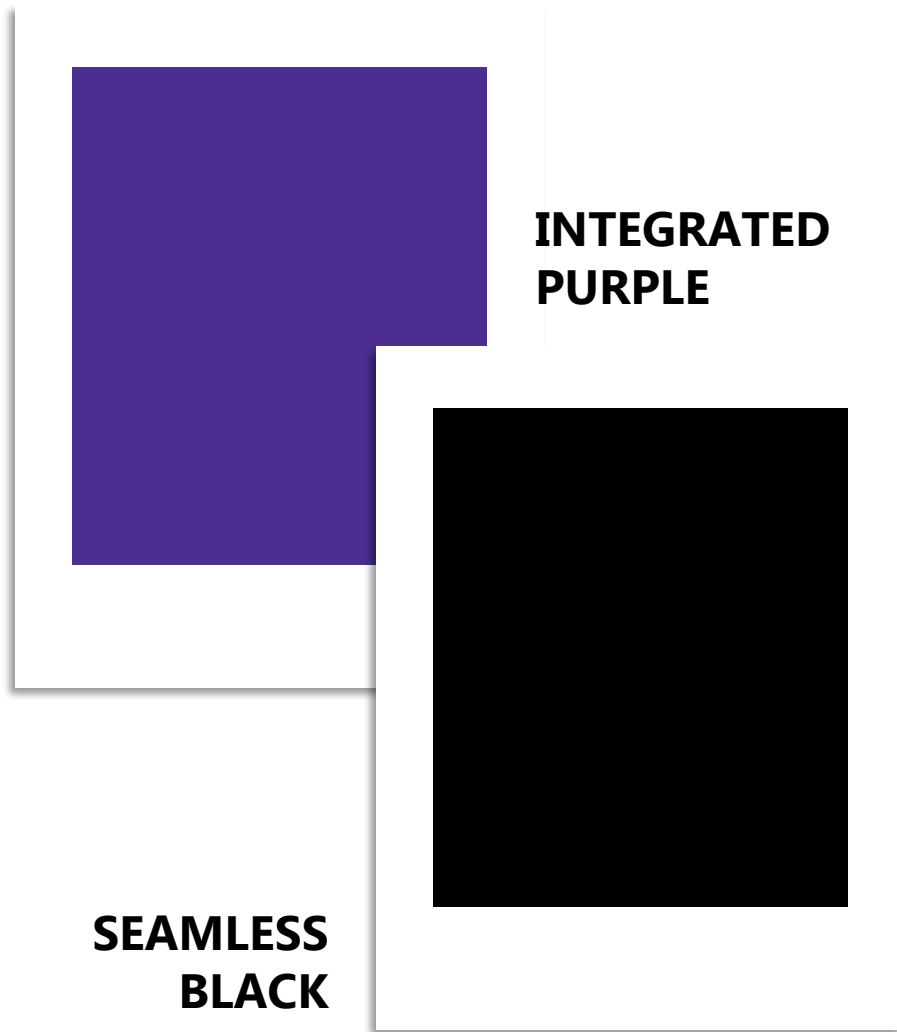
EMPOWERING
INSIGHTFUL
INTELLIGENT

Proposed Brand Colours




As a System


Purple and Green are also complimentary colours that work alongside each other on a group level.



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Approved Direction

Tenneo 

ozemio 

— New Identities

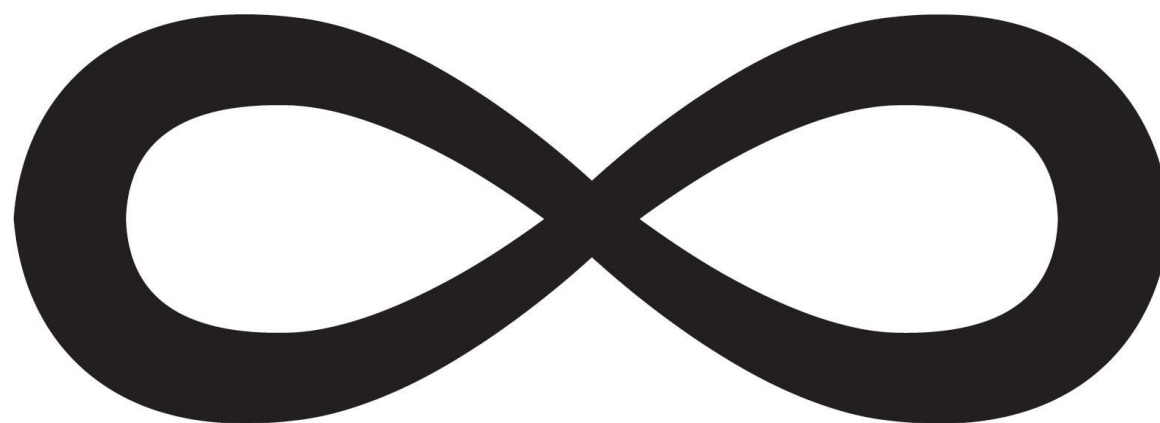
Route #1

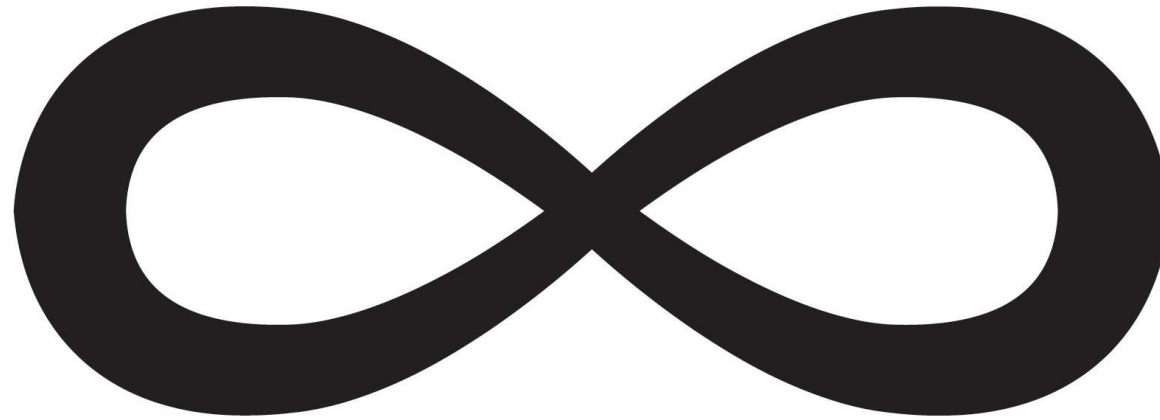
We have taken the route of Infinity for visual identities of the brands.



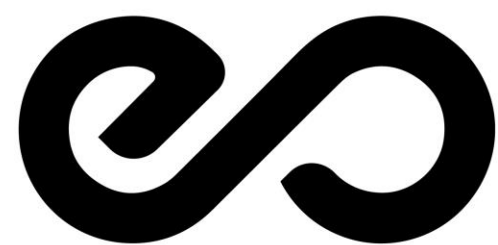
INFINITE POSSIBILITIES WITH TENNEO AND OZEMIO







Visually infinity is symbolic of seamlessness



Tennes

Tennes

Square peg in a round hole?
Not a chance.
*Integrating People and Technology
for Business Growth.*



Tennes

Seamless
Success



A speck on a white shirt?
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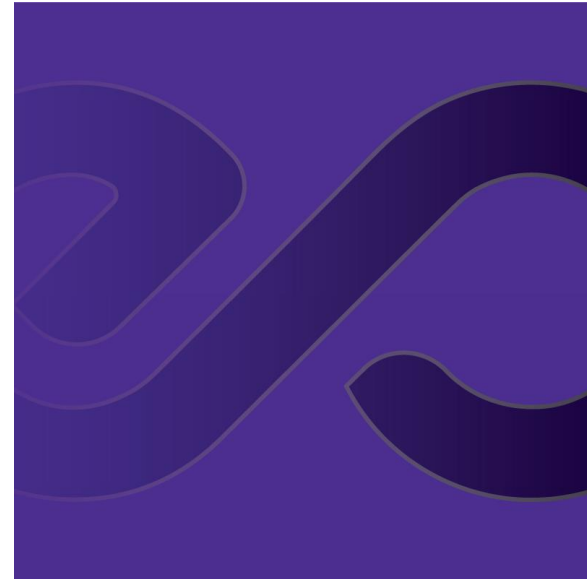


Trial and error
Not a chance.
*Integrating People and Technology
for Business Growth.*

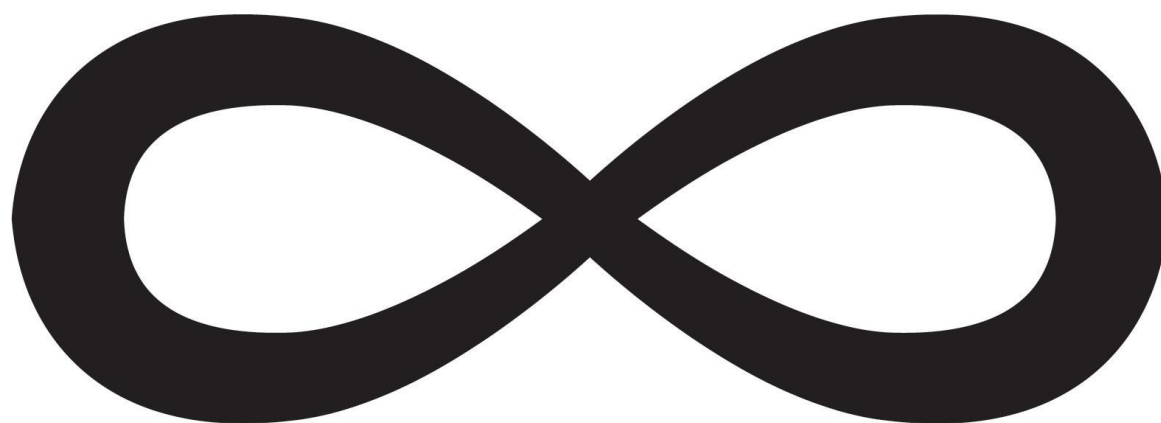
Tennes

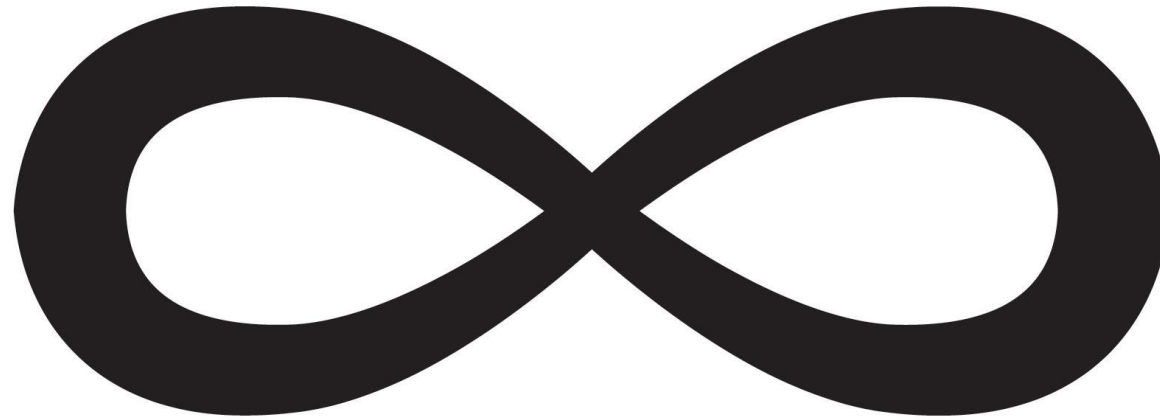
Seamless
Success

App Icons









Infinity is a gesture of continuous
transformation which translates to Ozemio

σz

zemio

szemio

szemio

STAY ABOVE THE CURVE

Successful organisations thrive
when employees up their **profile**
and accelerate their **performance**.

zemio
Transformation Experiences Solutions

STAY ABOVE THE CURVE

Successful organisations
thrive when great **pedagogy**
empowers their **people**.

zemio
Transformation Experiences Solutions

App Icons



— At a Glance

Tennes

zemio



Tennes

Tennes



Ozemio

Ozemio

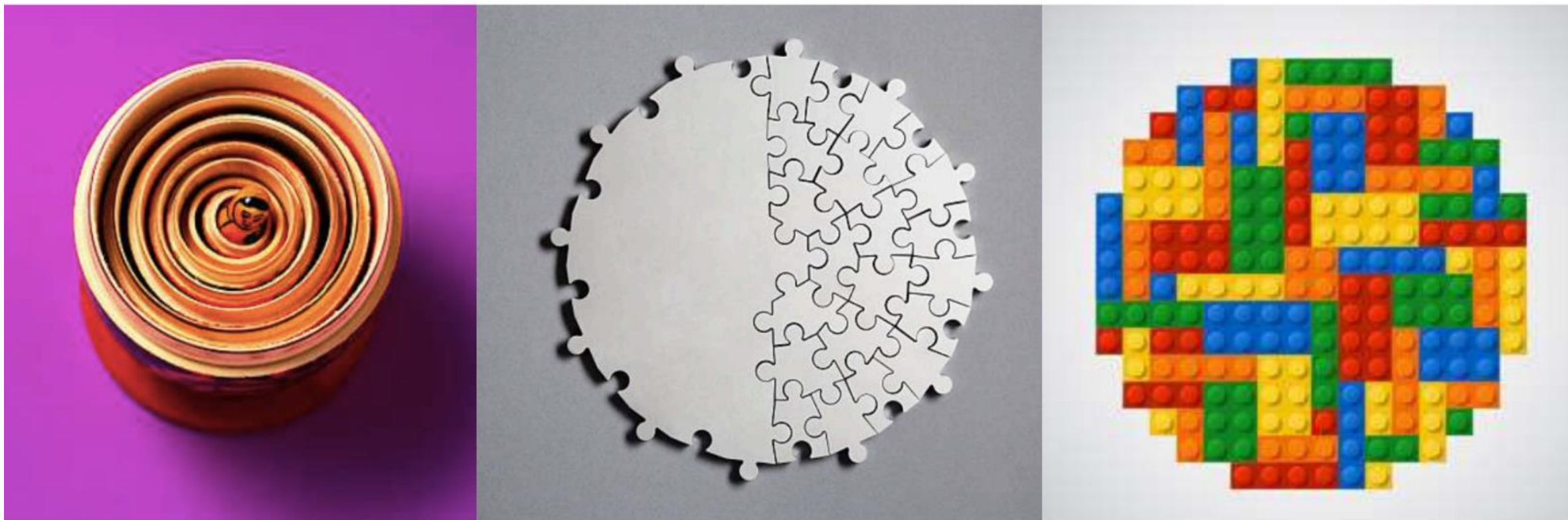


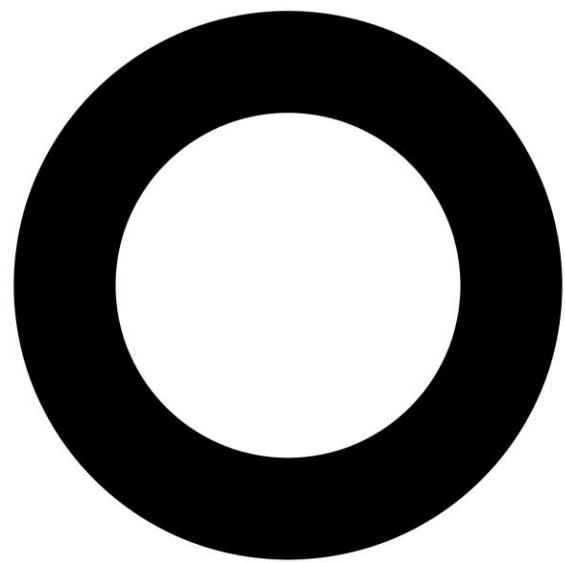
New Identities

Route #2

This route is similar to the idea of concentric circles presented in the past, with a different visual manifestation.













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Tenneo Seamless Success

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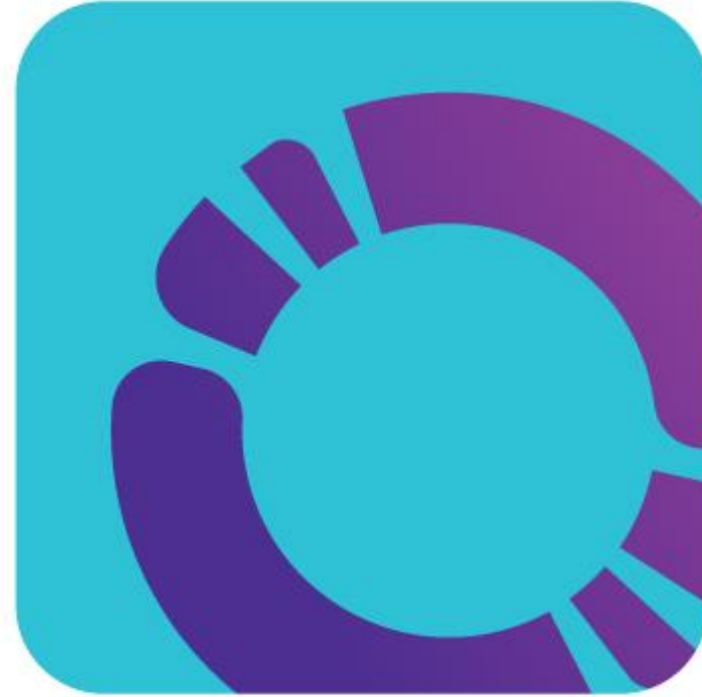
Tenneo Seamless Success

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Tenneo Seamless Success

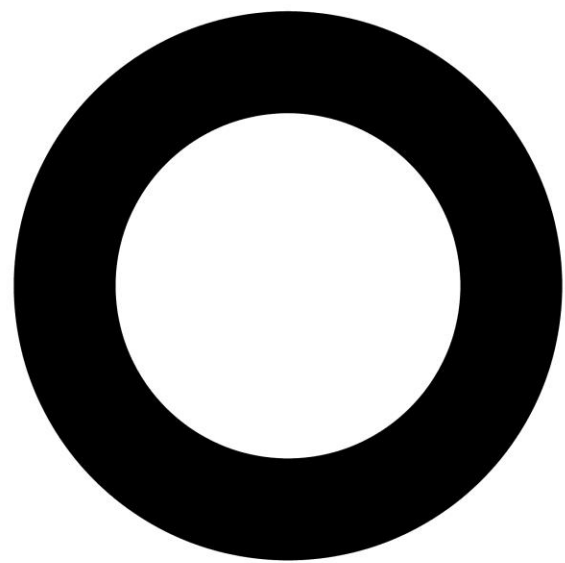
App Icons

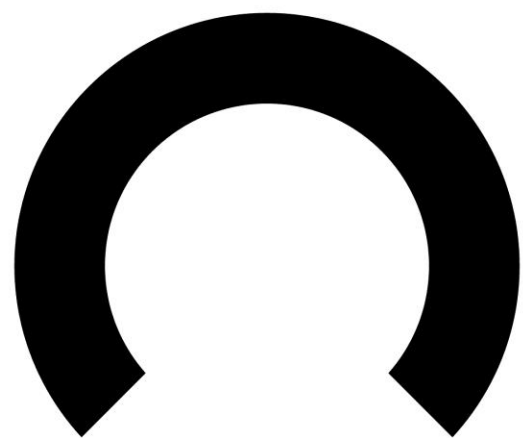




Similarly playing on the direction of O, first and last O have been highlighted











oze mio

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App Icons



— At a Glance



Tenneo



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Thank you for your time!

Please feel free to send us any
questions you may have.

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