



Exclusivity meets exceptional.

The Price of Success, sailing through a solitary path

With the growing trend of privacy and discretion concerns, many HNWIs are extra cautious with sharing their financial information. With One in four individual under 45 are highly concerned about their privacy and security.

Positioning

For High Net Worth individuals and venture capitalist, Credit Cloud Capital is the Digital Banking Service that delivers first-class personalized service, by assigning a private banker to cater to each individual, for their needs. Credit Cloud Capital is Professional, Trustworthy, and Innovative, and takes in the uniqueness of each client's goal. Including venture capitalists that are looking for investment possibilities. This is what makes us Credit Cloud Capitalist, *exceptional*.

Tagline

Exclusivity meets exceptional.

Drivers

Streamlined process for Convenience
Transparency interactions
Strong Security

Personality

Prestigious
Consistency
Sophisticated

Values

Status
Reliability
Exclusivity

Voice

Authoritative
Trustworthy
Personalized



Assignment 3

Research
Blueprint
Target
Segmentations

Demographics

- Older Generation Age 40 and above
- HNWI Individuals
- Income of minimum 500K

Psychographics

- Prioritizes Luxury
- Values Time, Knowledge and Power
- Strives for Exclusivity and Premium services
- Struggles with taxation process
- Digital Native

Assignment 3

Research
Blueprint
Target
Segmentations
Logo



WORDMARK

The wordmark for Credit Cloud Capital showcases of custom hand-drawn font. This exploration includes different variations such as the alignment and different styles.

Assignment 3

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SYMBOL

Our symbol incorporates clouds, that plays a central role. It represents freedom, possibilities and to rise above challenges and invites our clients to dream big.



Assignment 3

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MONOGRAM

The monogram of our brand revolves around the letter “C”. The sleek and clean design embodies our attentiveness to elegancy in our brand, Credit Cloud Capital.

Assignment 3

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EMBLEM

Our Emblem explorations consist of various concept driven by the desire to create a one that represents “Credit Cloud Capital. An example would be using crowns to symbolize luxury and status.

Assignment 3

Research
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Target
Segmentations
Logo

C → CCC → cCc → cCc

Credit
CLOUD → CreditCloud → CreditCloudCapital

C → C → C

cCc

Assignment 3

Research
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Segmentations
Logo



Tagline

Exclusivity meets exceptional.

Rationale

A three-dimensional logo of the letters in “cCc” in gold against a transparent background.

cCc’s logo is derive from the brand’s belief that focus on dedication and excellence we aim to deliver. We want our clients to feel like they are on cloud while we handle the rest of the financial matters.

The choice of Gold colour represents Success, Prestige and Bold.



Assignment 3

Research
Blueprint
Target
Segmentations
Logo
Lock ups



Exclusivity meets exceptional.

HORIZONTAL



Exclusivity meets exceptional.

VERTICAL



Assignment 3

Research
Blueprint
Target
Segmentations
Logo
Lock ups

BA Logo
extensions



cCc.Health



cCc.Miles

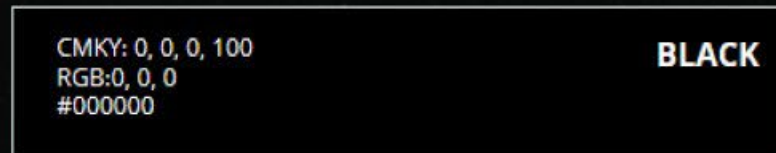
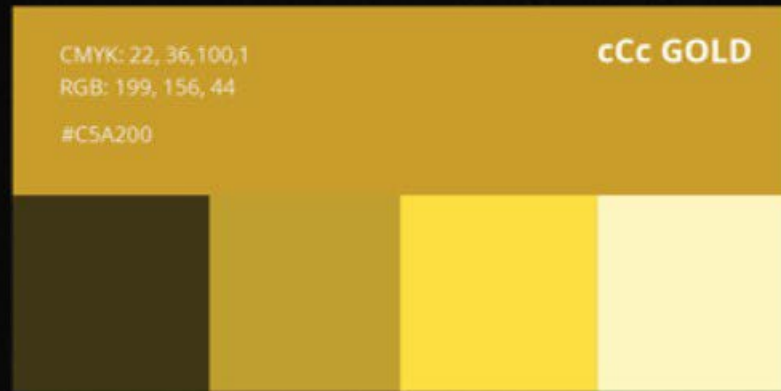


cCc.Meta

Assignment 3

Research
Blueprint
Target
Segmentations
Logo
Lock ups
BA Logo
extensions

Corporate Colours



Assignment 3

Research
Blueprint
Target
Segmentations
Logo
Lock ups
BA Logo
extensions
Corporate
Colours
Logo
variations

POSITIVE



GREYSCALE



Variations

Multiple version with various background, with the most preferred choice is the Golden Cs with transparent background.

In situations where the logo is compromised, use alternative formats.

SILHOUETTE



Assignment 3

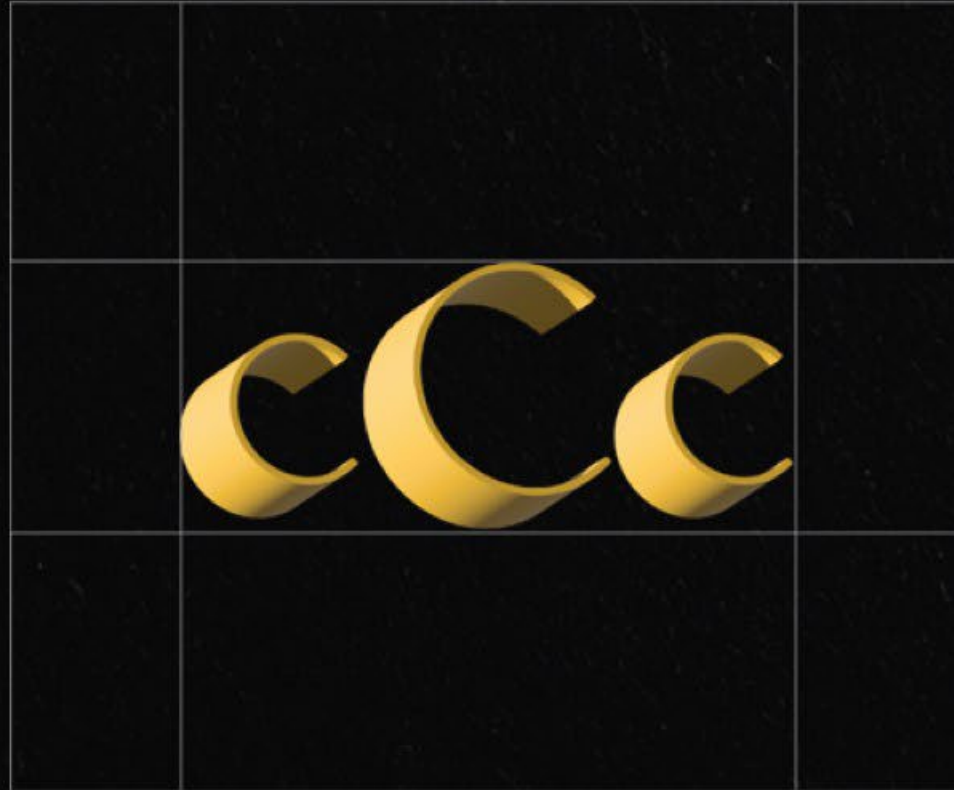
Research
Blueprint
Target
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Logo
Lock ups
BA Logo
extensions
Corporate
Colours
Logo
variations

Minimum size



Assignment 3

Research
Blueprint
Target
Segmentations
Logo
Lock ups
BA Logo
extensions
Corporate
Colours
Logo
variations
Minimum size
**Logo
variations**



Assignment 3

Research
Blueprint
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Segmentations
Logo
Lock ups

BA Logo
extensions

Corporate
Colours

Logo
variations

Minimum size

Logo
variations

Logo Misuse



Do not
rearrange the logo in any form



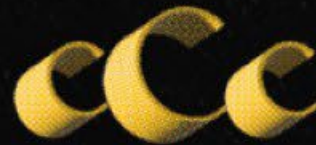
Do not
distort the logo in any form



Do not
change the colour of the logo



Do not
outline or add any effects
to any part of the logo



Do not
reproduced the logo in
a lower resolution



Do not
combine the logo with
other graphic elements.



Assignment 3

- Research
- Blueprint
- Target
- Segmentations
- Logo
- Lock ups

BA Logo extensions

- Corporate Colours
- Logo variations
- Minimum size

Logo variations

Logo Misuse
Typeface

PRIMARY TYPEFACE

Atlante var

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

SECONDARY TYPEFACE

Futura

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy

Light

Medium

Bold

Assignment 3

- Research
- Blueprint
 - Target
 - Segmentations
- Logo
 - Lock ups
- BA Logo
- extensions
 - Corporate Colours
- Logo variations
 - Minimum size
- Logo variations
 - Logo Misuse
- Typeface
- Examples




Assignment 3

- Research
- Blueprint
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New Message

Recipients

Subject



Dear Lawrence,


We hope this email finds you in well. As a valued customer, we wanted to personally extend an exclusive invitation for you to join us on upcoming event on Friday, 30 June 2023 at Shangri-la Hotel.

The evening will feature live performances by world-renowned artists, and a culinary award-winning chefs, leaving you and your senses delighted. Moreover, Exclusive networking opportunity, allowing you to connect with fellow accomplished individuals from various industries.

To ensure an exceptional experience for each attendee, we kindly request that you RSVP by 10th June 2023.


We looking forward to seeing you.

Venue: Shangri-la Hotel Valley Wing, State Room.
Date and Time: 30 June 2023, 8pm-11pm.



Your Catered Banker, Pei
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Send



Voice

Authoritative
Trustworthy
Personalized



Thank You