

Clinton Marrs

Candidate for Senior Art Director, Marketing - Edward Jones

Art Direction & Brand Communication

ASUS Brand Unity: Global Visual Identity System

ASUS Brand Unity: Global Visual Identity System

The latest on our brand.

Go to the Brand Unity site for the latest branding guidelines and rules for our brand, sub-brand, product series, and more...

ASUS Logo

The ASUS logo is the public face of the company. As such, maintaining strict standards of use for the logo is of vital importance.

Imagery

The aesthetics of our Imagery communicates who we are. The people, products, and scenarios shown in our images.

ASUS Sonic Brand

The ASUS Sonic Brand has been developed to represent our shared through music and sound to move through life.

Typography

TT Norms Pro is our primary typeface. It is a modern, clean, and legible font that works well in all sizes.

FOR RESEARCHERS
LEADING
TECHNOLOGY
INNOVATION

Learn more about how we visually communicate ASUS brand values.

The Type Tester

The Type Tester allows for a quick and easy preview of our brand font TT Norms Pro and Myriad Pro.

You can input custom text to see how your message appears in each font.

Type Tester

ASUSTEK Computer Inc, the Taiwan-based computer hardware and electronics company, had a long history of being a technological innovator.

Are you curious about colors?

Or apply for vendors to have Brand Unity access.

BRAND UNITY APPLICATION

Business Email: ASUS Contact Name:

Password: ASUS Contact Email:

Confirm Password:

Viewing Permissions (select all that apply)

☐ ASUS ☐ ROG ☐ Zen ☐ AI ☐ IoT ☐ IoT ☐ IoT

For more information, visit our FAQ page.
To apply directly, go to <https://brandunity.asus.com/application/>

SHOWCASE

Check the What's New page to see our most recent updates.

| Title | Excerpt | Categories | Date |
|----------------|--|------------|---------------|
| ASUS Program | The ASUS logo is the public face of the company. As such, maintaining strict standards of use for the logo is of vital importance. | | May 2, 2023 |
| Imagery Naming | The ASUS logo is the public face of the company. As such, maintaining strict standards of use for the logo is of vital importance. | | April 6, 2023 |
| Zen Imagery | The aesthetics of our Imagery communicates who we are. The people, products, and scenarios shown in our images. | | April 6, 2023 |
| PGSM Design | The ASUS logo is the public face of the company. As such, maintaining strict standards of use for the logo is of vital importance. | | April 6, 2023 |

Learn more about our brand and visual guidelines at <https://brandunity.asus.com>

Challenge: ASUS lacked a unified source for brand assets and guidelines. Assets were inconsistently managed across global teams via outdated, fragmented PDF/PPT files, resulting in brand misuse, internal misalignment, and significant workflow inefficiencies across all marketing and design functions.

Strategy: Led the end-to-end creation and global launch of a dynamic Brand Platform, a single source of truth, to centralize the new Visual Identity System and eliminate inconsistency. This served to enforce brand compliance and streamline creative workflow globally.

Key Actions:

1. Designed and developed the platform to host the Visual Brand System, with rules for color, typography, sub-brands, and photography.
2. Led comprehensive training workshops on platform access and usage.
3. Established a continuous maintenance and governance process.

Result: Successfully implemented a unified, scalable Visual Identity System, increasing brand consistency across all global touchpoints. The project improved workflow efficiency by reducing time spent on asset searches and compliance checks.

marrsrc@gmail.com

Directing ASUS's First Strategic **Sonic Brand Identity**

The ASUS Sonic Brand

Design story on Behance

Behance

<https://www.behance.net/gallery/172934097/The-ASUS-Sonic-Brand>

Challenge:

ASUS needed to communicate our brand through sound. We wanted a unified, future-forward brand voice to strengthen global recognition and align product lines. This required translating abstract design principles into a concrete, emotional audio identity system for all marketing and product touchpoints.

Strategy: Led the entire project lifecycle, managing agencies and a 12-person cross-functional steering committee.

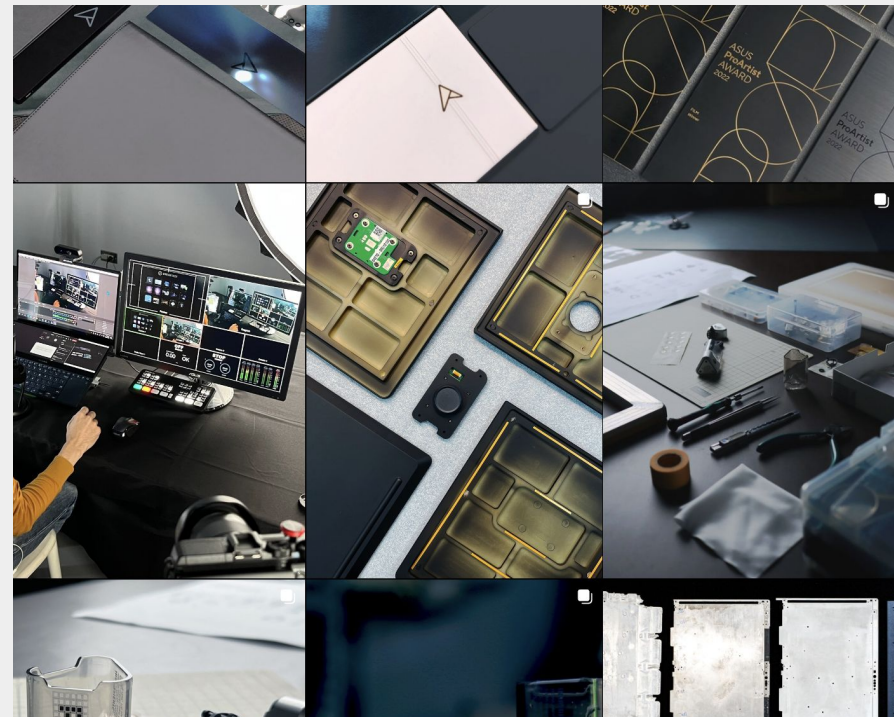
Key Actions:

1. Defined core brand identity language and design principles.
2. Organized and facilitated an 8-week stakeholder workshop to align diverse opinions (Engineering, Design, Marketing, C-Suite).
3. Wrote, directed, and voiced a promotional video ([Link to the work](#)).

Result: Successfully implemented a scalable, strategic sonic identity system, resolving years of internal misalignment and providing a repeatable process for future brand initiatives. Secured final sign-off from CEO and major shareholders, ensuring immediate global adoption across all product lines.

Art Direction & Social Media Assets

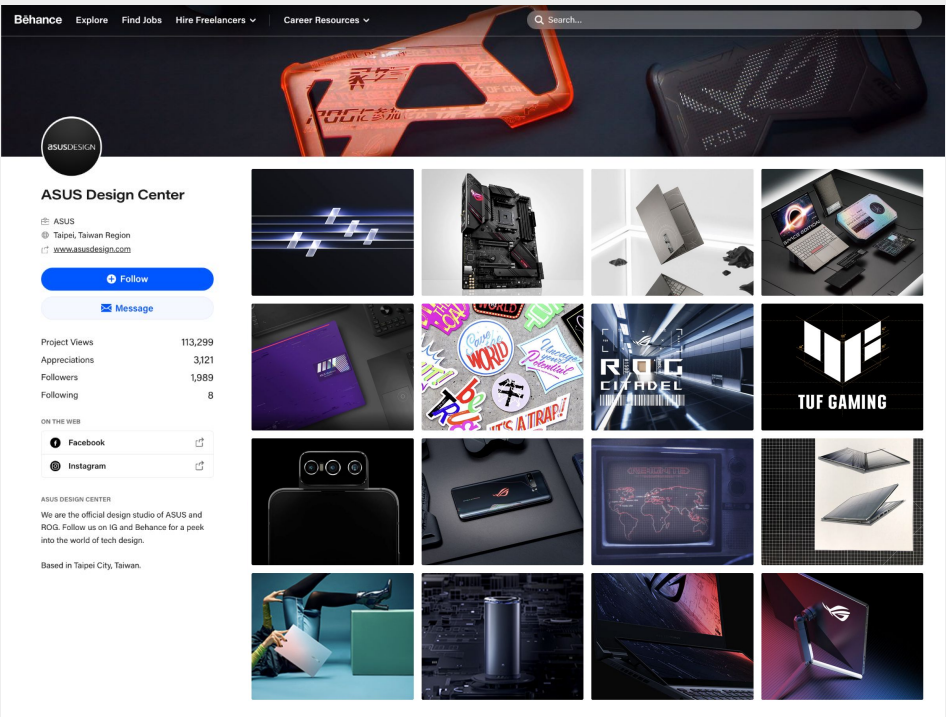
Creative Direction & Social Media Assets



<https://www.instagram.com/asusdesigncenter>

Challenge:

The ASUS Design Center's social media presence was minimal (starting at 200 followers) and lacked strategic visual direction. The objective was to transform it into an authoritative voice for design, innovation, and culture, attracting key talent and media attention.



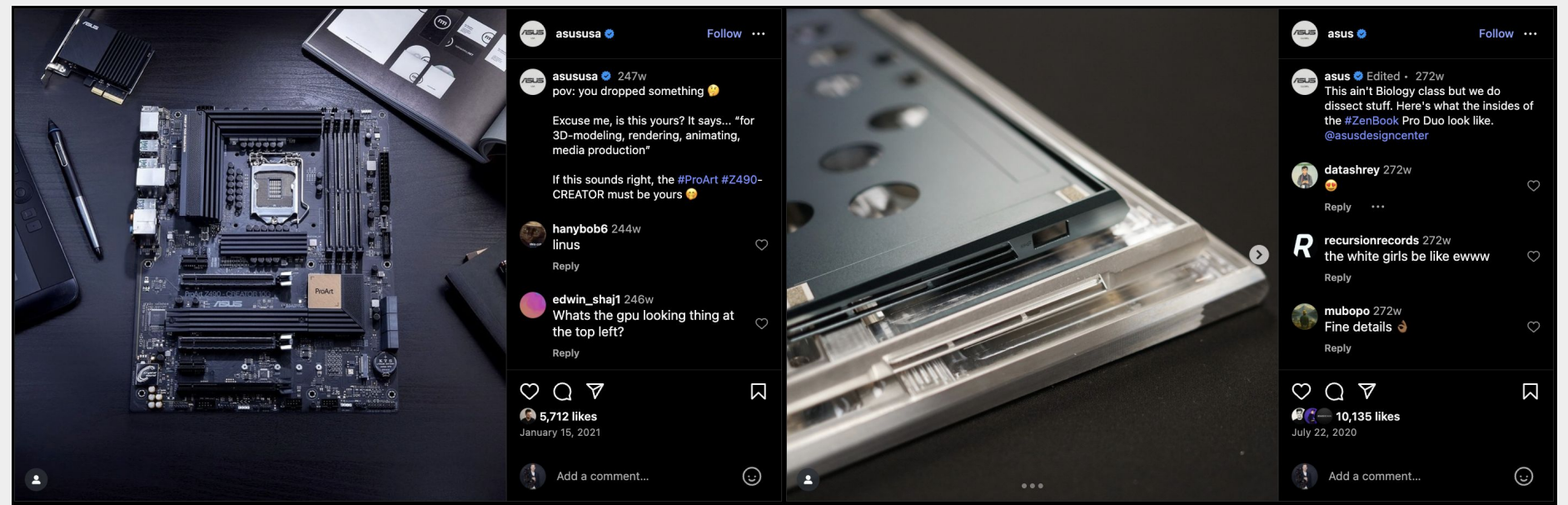
<https://www.behance.net/asusdesigncenter>

Strategy:

Implemented a data-driven, full-lifecycle content strategy across Instagram, Facebook, and Behance. Collaborated with ASUS corporate accounts and design media to cross-promote our channel and rapidly grow the following across emerging channels.

marrsrc@gmail.com

Creative Direction & Social Media Assets



https://www.instagram.com/p/CKC_sBRs-Xt/?hl=en

<https://www.instagram.com/p/CC8QY7AhnkF/?hl=en>

Key Actions:

- 1. Defined visual guidelines and style guides for ASUS Design content, ensuring a high-quality, visual look and feel for all campaign assets.
- 2. Developed a tiered content calendar blending technical innovation deep dives with human-interest storytelling, adapting our brand voice to communicate with our growing audience.
- 3. Led creative direction and managed workflow of the content calendar, ensuring timely execution and brand consistency.
- 4. Established KPIs focused on engagement rate and cross-channel traffic, using performance data to rapidly iterate and optimize content themes.

Result:

Achieved 40x audience growth and secured consistent, high-quality coverage in external design publications by providing a steady stream of engaging content. Maintained a strong reputation for consistent, high-quality brand storytelling, successfully exceeding engagement rate and post cadence goals.

Event Brand Design & Visual Communication

Future Fest: Integrated Event Branding and Visual Communication



Challenge: Create a strong, cohesive visual identity for the ASUS Future Fest event that aligns with the corporate brand platform, requiring visual execution across multiple mediums.

Strategy: Applied Art Direction and branding expertise to own the end-to-end design of all event assets, ensuring immediate visual recognition and high production quality.

Key Metric: Streamlined creative production for the event, ensuring all assets met strict corporate quality standards.

Key Actions:

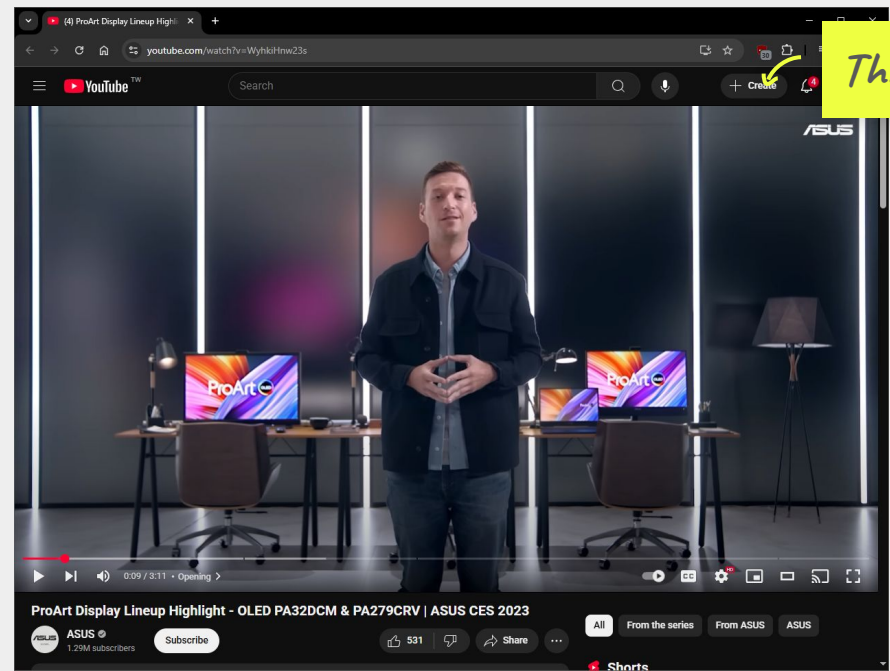
- 1. Designed the official event Logo and Key Visual (KV).
- 2. Managed production of physical event merch (lanyard, pins, bags).
- 3. Created the social media activation matrix.

Result: Established a unified, professional visual identity that ensured the event successfully communicated the brand's innovative message.

Marketing and Communications

Event and Technical Marketing: Scripting and Presenting Product Narratives

Event and Technical Marketing: Scripting and Presenting Product Narratives



<https://www.youtube.com/watch?v=WyhkiHnw23s>

Challenge: Effectively communicate complex, proprietary design features, while ensuring technical accuracy and maintaining brand voice.

Key Actions:

- 1. Wrote and refined scripts for authenticity and clarity.
- 2. Directed studio sessions, providing real-time feedback.
- 3. Delivered the final performance, presenting our brand voice with confidence.



Result: Created high-engagement video content that successfully educated customers and media on core design principles.

Key Metric: Videos received 100k+ total views and were used in global media outreach packs, establishing a template for future video communications.


Traditional Marketing Content: Corporate Newsroom & Media Assets

Traditional Marketing Content: Corporate Newsroom & Media Assets

ASUS Pressroom

Blog

Here are some of the most iconic ASUS collaborations...so far



Creating a great product is just the first step on the road to success. Formulating an innovative marketing strategy that can effectively reach out to your target audience is also essential in today's hyper-competitive market. A possible solution to this challenge is to identify collaboration opportunities with other brands that allow you to create synergies that can help take your marketing and branding to the next level.


ASUS has always been committed to providing incredible products and solutions that

<https://press.asus.com/blog/here-are-some-of-the-most-iconic-asus-collaborations-so-far/>

Challenge: Systematically communicate complex, multi-faceted corporate initiatives—including partnerships and internal development methodologies—to the public and media via the official newsroom.

Strategy: Authored and managed the publication of long-form news articles that translated internal concepts and diverse product lines into cohesive, professional public relations assets.

ASUS Pressroom



What Is ASUS Design Thinking?

ASUS Design Thinking involves carefully considering user needs and preferences. This thoughtful approach to product development is how ASUS engineers create truly innovative devices that offer the features and functionality that users want.

ASUS has been applying the ASUS Design Thinking approach to product development for more than a decade, making it an integral part of the corporate culture.

<https://press.asus.com/blog/asus-design-thinking/>

Result: Created professional, evergreen marketing/PR assets that were distributed to media globally, increasing the visibility of key corporate values and product stories.

Key Metric: Provided clean, pre-approved copy that significantly expedited media outreach and journalist briefing sessions for multiple major product launches and partnerships.

marrsrc@gmail.com

Thank you.

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