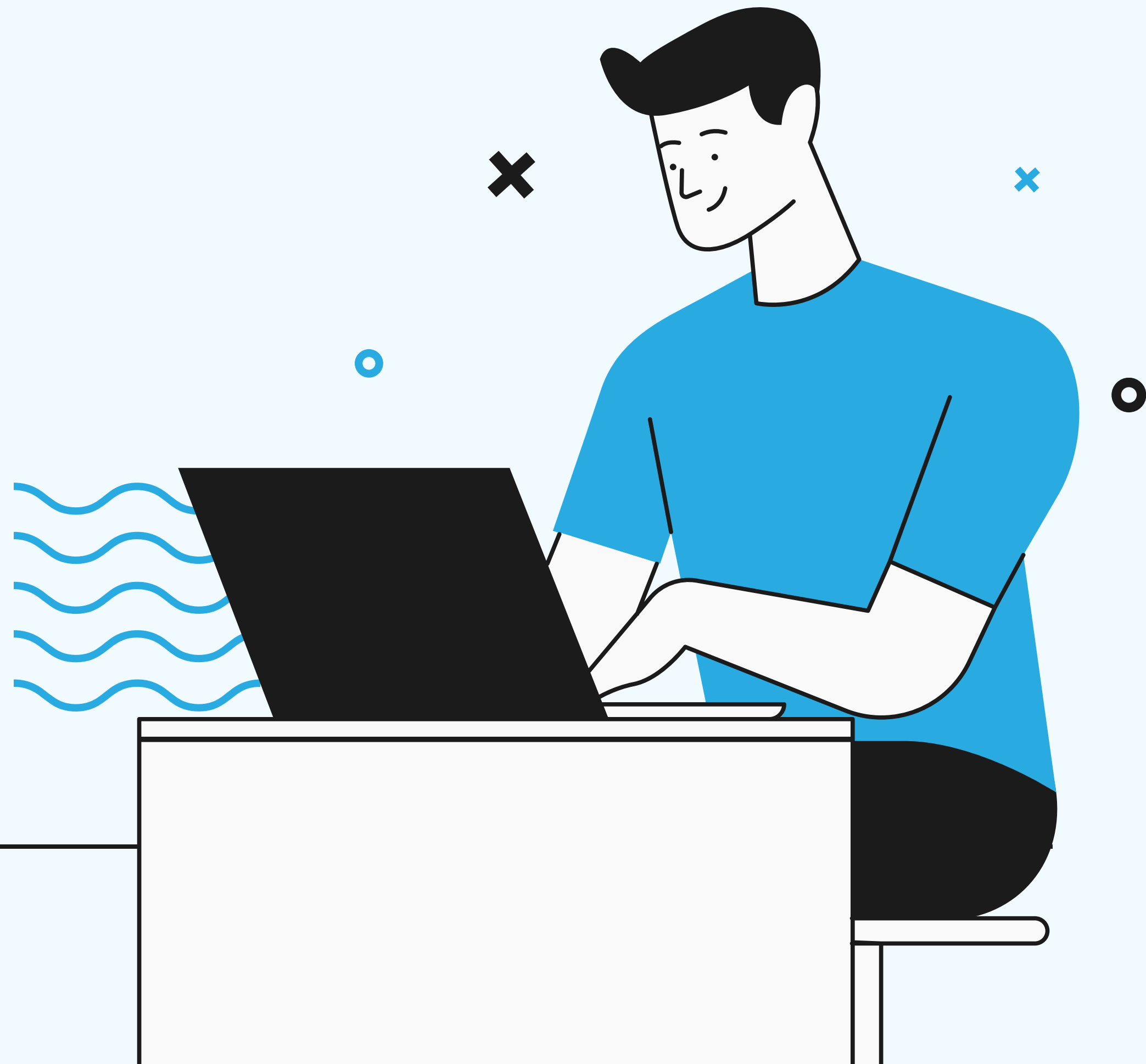
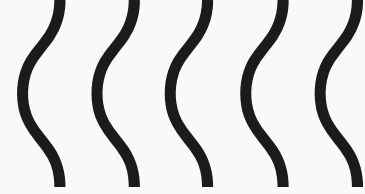


Brand Identity Design

Making Virtual Easy





"A good logo is not about what one likes or dislikes; it's about what works."

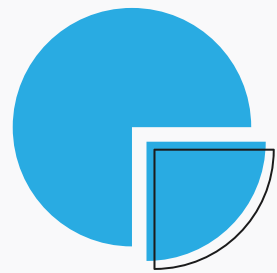


Sagi Haviv

Creator of many of the world's most iconic and enduring brands (Nat Geo, Animal Planet, NBC, Harvard)



Characteristics of a Great Logo



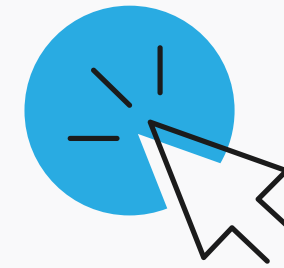
Appropriate

The form and the concept must be appropriate to the personality, the character, and feeling a brand, a company, or an organization wants to show.



Distinctive & Memorable

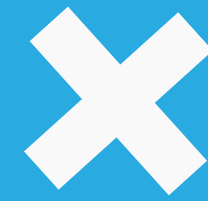
Have an element that is distinct or unique enough to make it memorable to the people who see it.



Simple

Basic in form, simple, and not complicated. The simplicity will ensure that it will be consistent everywhere it appears.

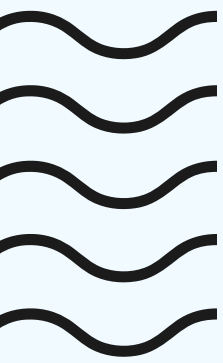
Design Objectives



What do we want to achieve in this branding design?

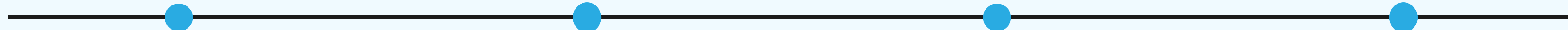
Firm, professional and trustworthy

Our goal is to design a new brand identity that conveys your brand as a firm, professional, and trustworthy institution. Making it the top-of-mind and go-to training provider for those who want to start a VA career.



From words to visual design

Words that best describe MVE



Minimalist

Approachable

Innovative

Genuine





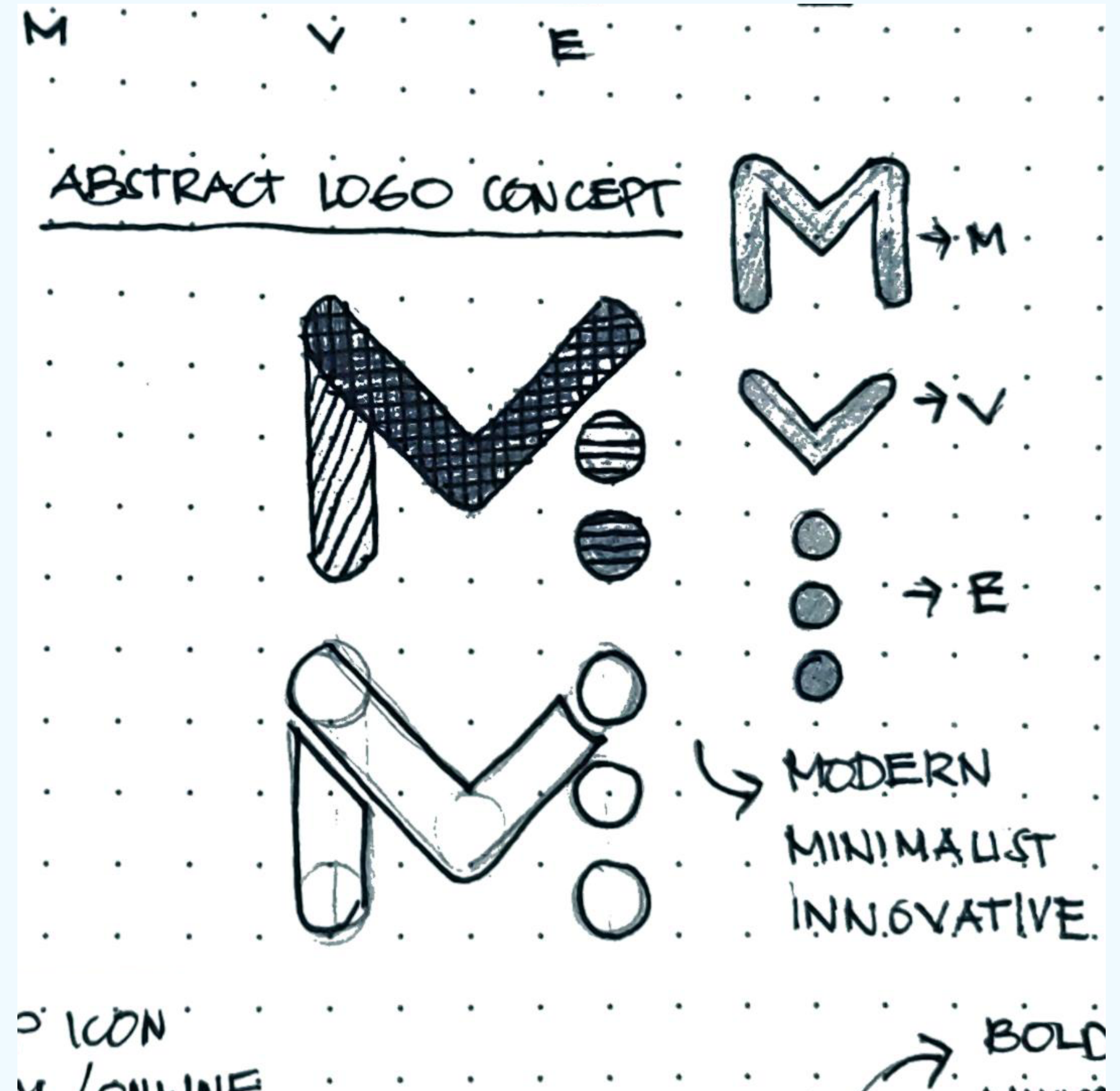
Brand Identity Design

Creating a new brand identity that would effectively communicate the agency's ethos.

Making Virtual Easy

Logo Sketch

Modern minimalist style logo concept

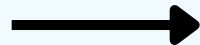


Design Concept



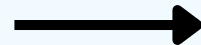
M shape

Letter M from brand initials turn into modern minimalist shape



V Shape

Letter V from brand initials turn into modern minimalist shape



E shape

Letter E from brand initials turn into modern minimalist shape

Making Virtual Easy



Visual Design Elements



Shapes

Curves, circles, round and ring elements- community, partnership, stability and endurance.



Colors

Blue - genuine, trust and approachable
Gray Black & White - expertise, authority

Rubik

Fonts

Sans Serif font - Clean, modern and engaging. straightforward, simple and no-nonsense brand image.



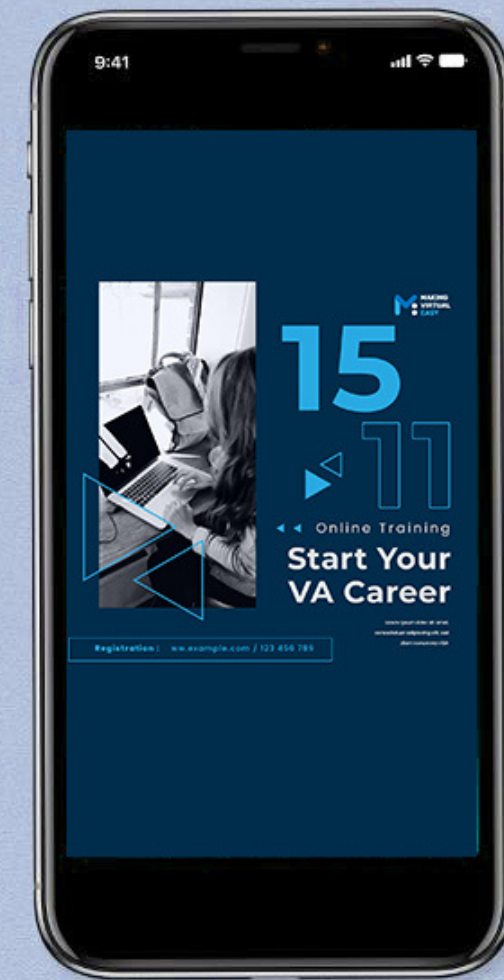
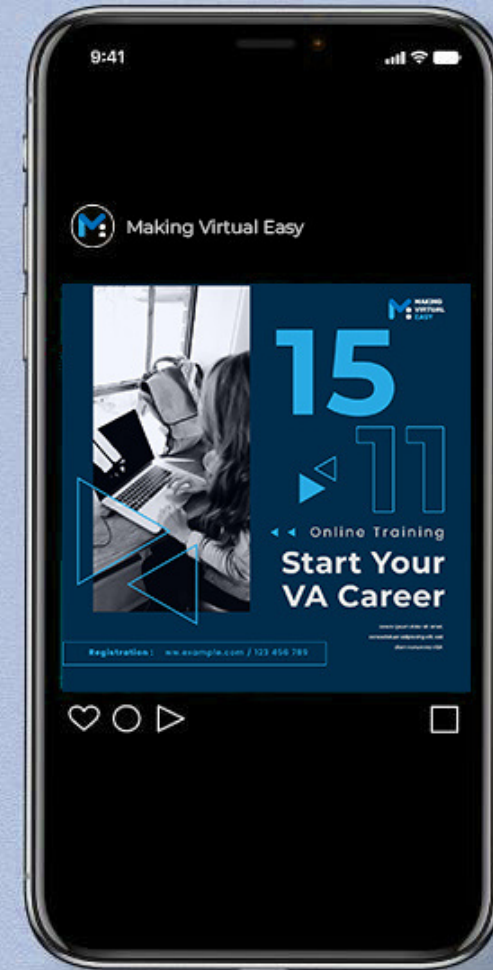




Logo Applications

Frequent logo applications in working environment.









Thank You

Let's Work Together

Email

edgard.f.salo@gmail.com

Website

sites.google.com/view/es-design

Linkedin

Edgard Salo

WhatsApp

+63-906-331-1266

