

## Brand Guide for a World-renowned Name in Electronics

Philips – one of the most familiar consumer electronics brands – wished to define and document their branding process.

**Business Strategy** 

**Brand Strategy** 

Management Interviews Brand DNA Brand Differentiation Brand Strategy Book **Design and Touchpoints** 

Brand Identity Copywriting Brochure Design Digital & Social Media



## Philips Brand Book

## Brand Guide for One of the Most Respected Electronics Companies





Base Creative helped Philips to define and record their Brand DNA and branding process in an appealing and informative reference manual.



Scope of Work Business Strategy









Design and Touchpoints
Brand Identity
Copywriting
Brochure Design



