

Creating Brand Strategy and
Marketing Collaterals for a
Global Logistics Company

ROYALE
INTERNATIONAL

Creating Brand Strategy and Marketing Collaterals for a Global Logistics Company

With over 30 years of logistics expertise and continuous business growth, leading logistics company Royale International needed to refresh its image and rethink its brand strategy in order to take its place alongside the 1st tier brands.

Business Strategy

Business Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- ~~Brand Architecture~~
- Brand Strategy Book
- Ongoing Brand Management
- Unique Positioning Statement

Design and Touchpoints

- Brand Identity
- Brand Guides
- Brand Grid
- Advertisement Design
- Corporate Brochure Design
- Marketing Collateral Design
- Vehicle Design

Digital & Social Media

- Online Banner

Royale International Brand Creation and Marketing Communications

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Base Creative worked with the management team to redefine the brand DNA and develop a compelling new visual concept for the brand across all countries. The distinctive logo and slogan are applied across the wide range of services and have become the centre point of the design and messaging in all marketing collaterals.

Scope of Work

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