



CARAVEL



Brand Design and Marketing
Communications for a
Diversified Conglomerate

THE
CARAVEL
GROUP



Structuring the Brand of a New Conglomerate

The Caravel Group is a newly established conglomerate with three primary operating units. As a new brand with multiple service offerings, they asked Base Creative to identify their brand architecture and provide clarity to the organization and marketplace.

Business Strategy

Brand Strategy

- Management Interviews
- Brand Workshops
- Brand DNA
- Brand Differentiation
- Brand Architecture
- Brand Strategy Book
- Ongoing Brand Management

Design and Touchpoints

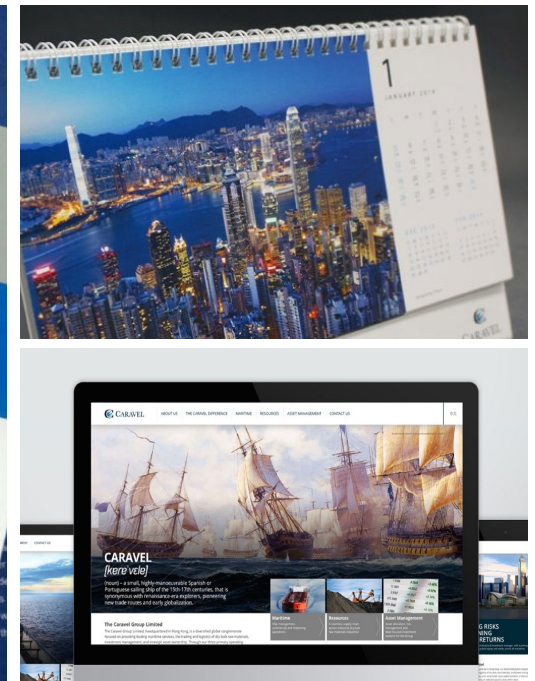
- Brand Identity
- Brand Guides
- Photography
- Writing & Translation
- Booth Design
- Advertising Design

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics

The Caravel Group Brand Creation

Creating Brand Assets to Strengthen the Business Strategy



The Caravel Group's proposition is about providing synergy across industries, allowing seamless executions for businesses to take full advantage of global opportunities.

Scope of Work Business Strategy

- Brand Strategy
- Management Interviews
- Brand Workshops
- Brand DNA
- Brand Differentiation
- Brand Architecture
- Brand Strategy Book
- Ongoing Brand Management

Design and Touchpoints

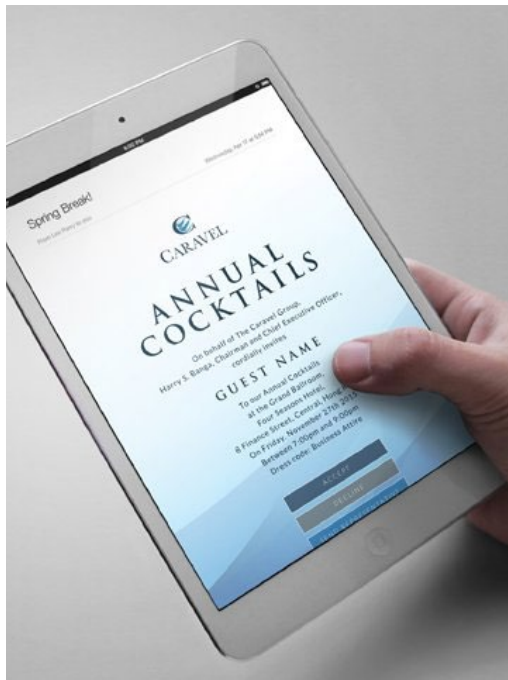
- Brand Identity
- Brand Guides
- Photography
- Writing & Translation
- Booth Design
- Advertising Design

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics

The Caravel Group Brand Creation

Creating Brand Assets to Strengthen the Business Strategy



Base Creative created marketing communications positioning Caravel as the conglomerate that is “structured for success”. The new brand is now globally relevant to both the corporate and consumer sides of the business.

Scope of Work

Business Strategy

Brand Strategy

- Management Interviews
- Brand Workshops
- Brand DNA
- Brand Differentiation
- Brand Architecture
- Brand Strategy Book
- Ongoing Brand Management

Design and Touchpoints

- Brand Identity
- Brand Guides
- Photography
- Writing & Translation
- Booth Design
- Advertising Design

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics