

We help brands
achieve **CLARITY**
and become
EXCEPTIONAL.

Brand Strategy.

-
Define
what the brand is

DELIVERABLES

- Brand Positioning
- Brand Model
- Look & Feel
- Brand Attributes
- Tone of Voice

Brand Identity.

-
Design
the brand's appearance

DELIVERABLES

- Logo
- Visual Identity Guidelines
- Stationery
- Colours & Fonts

UI & UX.

-
Create
a digital experience

DELIVERABLES

- Wireframing & Prototyping
- Website Design & Dev
- Mobile App Design & Dev
- Experience Design

Brand Experience.

-
Communicate
the brand to audience

DELIVERABLES

- Packaging
- Art Direction
- Video Production
- Marketing Collaterals
- Event Design
- Social Media Content
- Illustration

Case Studies.

Four Seasons - Taste of Artistry event, China

Branding, Event Design & Social Media



The Taste of Artistry
A FOUR SEASONS SIGNATURE SHOWCASE

Logo Design

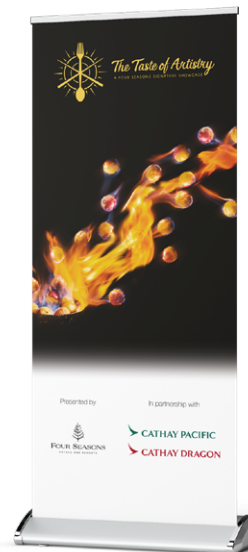


Key Visual
Brochure Design



Social Media
Content creation (Video)

Logo Designs & Branding
Corporate brochures
Social Media Content
Video Production
Event designs



Four Seasons, SE Asia

Branding & Editorial



Book Cover



Logo Designs for Japan



Life by Four Seasons Brand Identity



Over the years we have developed a variety of collaterals for the *Four Seasons* brand in the Asian region.

Among others, we have designed a brand identity for a VIP member's club for *Four Seasons China*, complete sets of marketing collaterals for different properties, book cover designs and more.

- Logo Designs & Branding
- Corporate brochures
- Restaurant menus
- Spa menus
- Book cover
- Advertisements
- Event designs
- Packaging
- Flyers



Four Seasons,
Singapore
Illustration



- Food illustration
- Spa illustration

Grand Hyatt Hotel Singapore, 2016

Festive collaterals



Brochure Design

Design of festive Christmas and NYE collaterals, such as menus, flyers, packaging, envelopes, window decals and tickets.



Packaging Design



Grand Hyatt Hotel Singapore, 2018

Festive collaterals



Banner Design

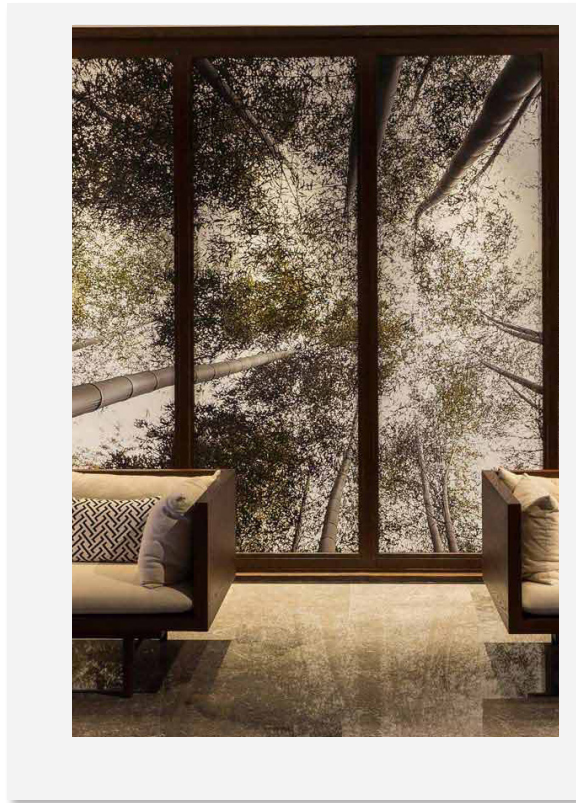


Brochure Design

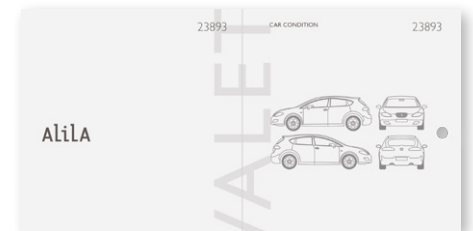
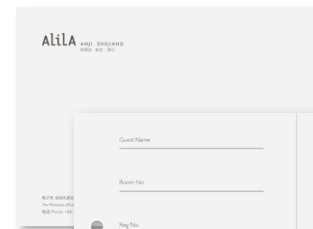
Order Form Design



Alila Hotels Anji, China *Brand Adaptation*



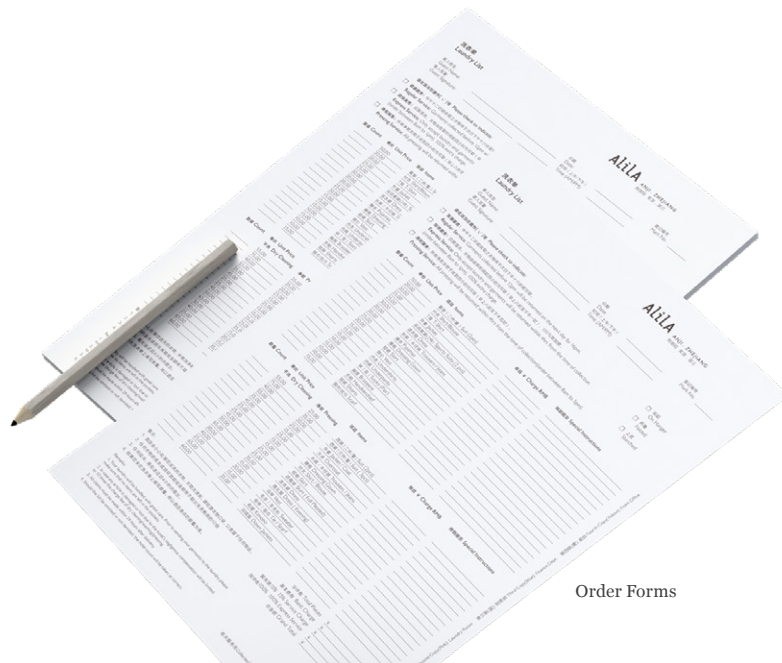
One of the projects we collaborated on with *Alila Hotels* was the brand adaptation for their new property in China. Among others, we've designed all marketing collaterals for the property, designed maps, spa & restaurant menus, as well as an online landing page and electronic direct mailer.



Gift Design



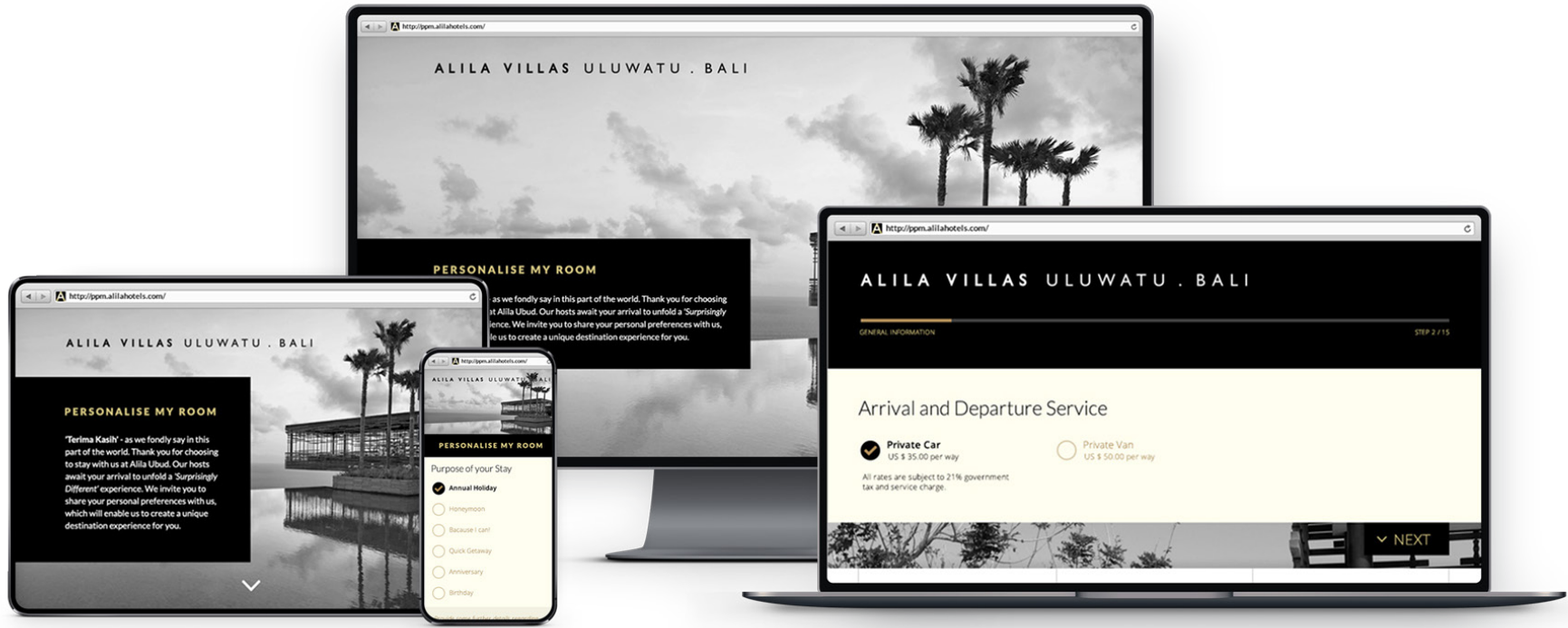
Luggage Tags



Order Forms



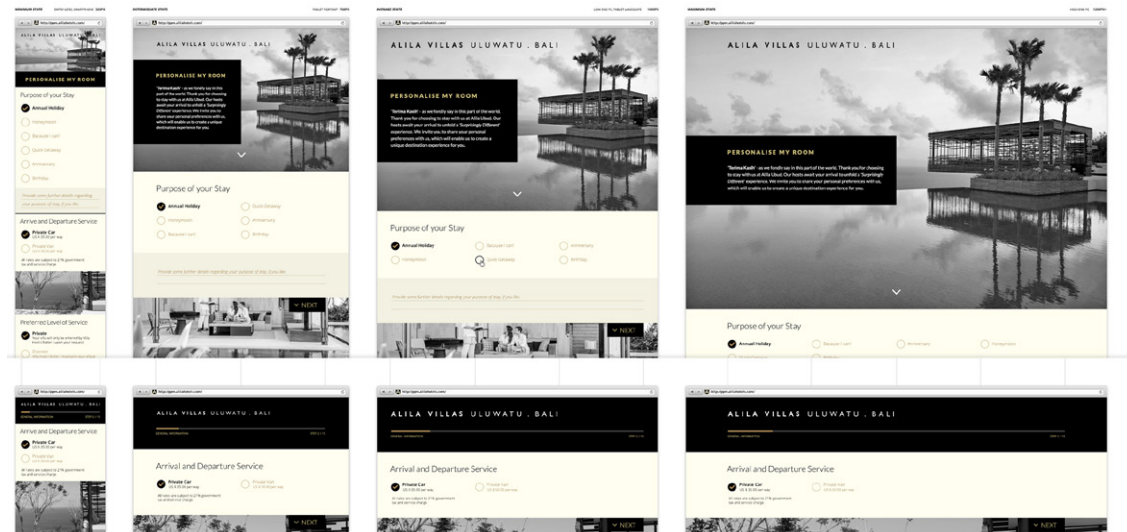
Baggage tags



Personal Preference Menu - Design & Development



Email Design



Desti Saint

Brand development, E-commerce and Video Production

1.

Background.

The wonderfully creative entrepreneur and bag designer, Desti Saint, came to us with the request to help her rebrand the existing identity and take the business to the next level. She felt like the brand was outdated and was not living up to its full potential. It was also missing a design system which made the brand application across several touch points very difficult.

We took Desti through our brand strategy process and helped her develop a brand identity that is in tune with her actual vision and can compete on a higher level.

Logo Design.

desti saint
wear it. live it. love it.



D E S T I



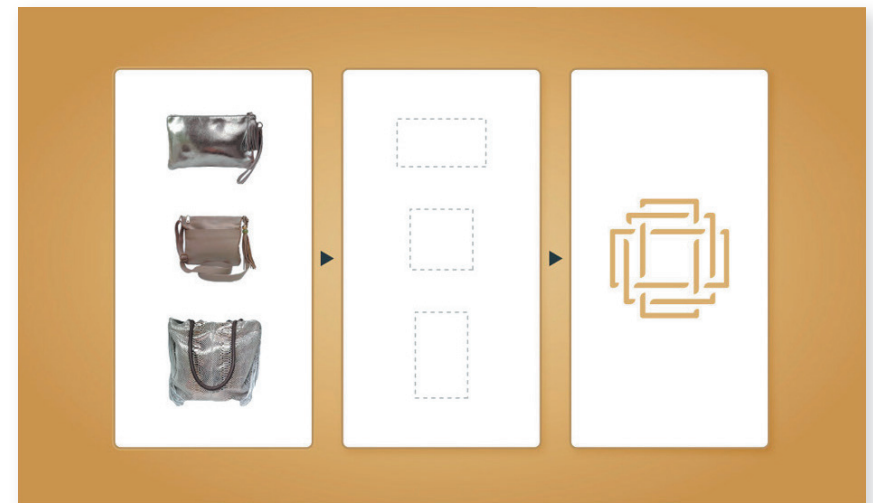
S A I N T

2.

Brand Strategy.

The new brand system showcases the essence of the brand in a beautifully modern and elegant, yet simple style that can easily be implemented across different media. We moved away from the previously used “Saint” element and instead captured the essence of the brand in a minimal, exotic and oriental identity, that took inspiration from Asian architecture and fashion.

The overall look and feel of the new Desti Saint brand is meant to be luxurious and high-end, yet friendly, approachable and unpretentious. All of the elements that Desti Saint perfectly embodies herself.



3. Brand Identity.

The three differently-sized shapes that create the logomark are based on Desti Saint's actual product line-up. The logomark exuberates class and premium quality, and sets the stage for a visionary brand that can compete with the best of them.

The newly introduced brand identity has received tremendously positive feedback from the existing client base and has proven to be easily applicable to different aspects of the brand itself.

“ The work that Alex and his team did for us was incredible. Everyone loved the new identity that they developed for us and I am very happy to finally have a solid online shop that works. I'm not an expert in design and marketing, so it's great to have the Titans accompany and consult us. I am recommending them to everyone I know.

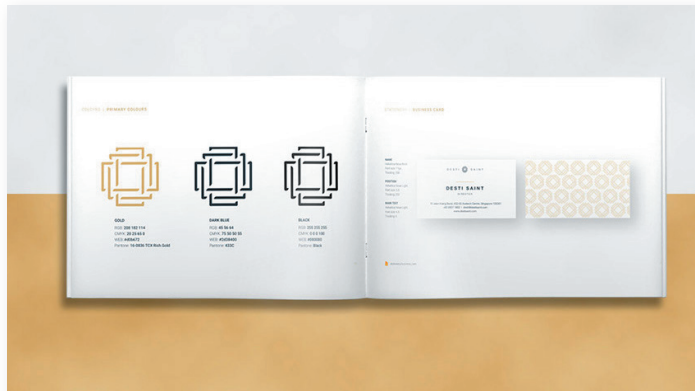
- Desti Saint, Founder

Packaging.



Print Ads.

Brand Guidelines.



4.
Visual Communication.

Visual materials were created for several touch point of the brand. We've helped Desti produce life style shots, a product video that was used for her website as well as the kickstarter campaign, and product photography for use on social media.

To improve the overall customer experience we've also redesigned all of the product packaging and helped with the production process.

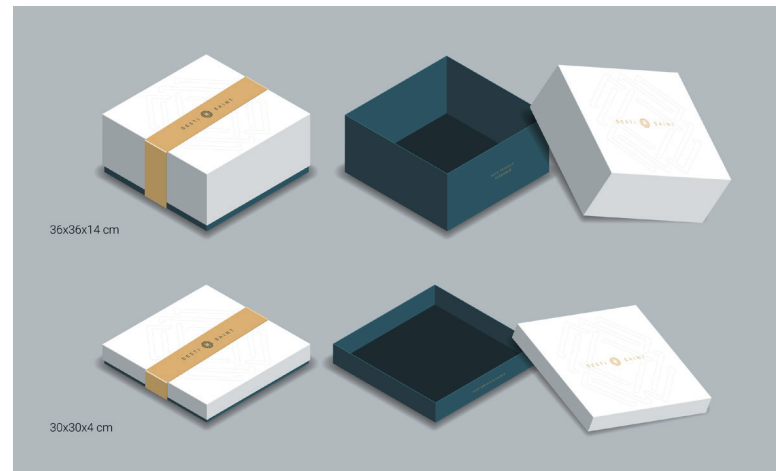
Video (Press to play)



<https://vimeo.com/337204589/35cf400ce>



Lifestyle shots.



Packaging. (still in production)



5.
E-commerce.

A website was developed with the goal to become a substantial source of income, since Desti Saint bags are only sold in a few physical shops across Singapore.

Connectivity to several outside platforms was established, e.g. inventory system, email marketing platform. The website is also responsive to all device types and SEO optimised.

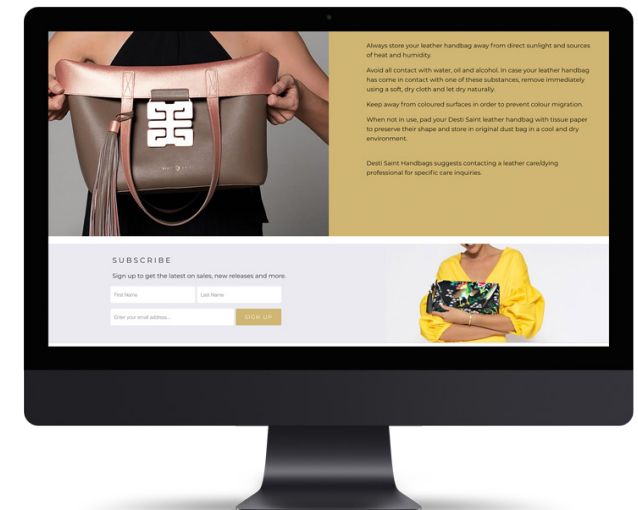
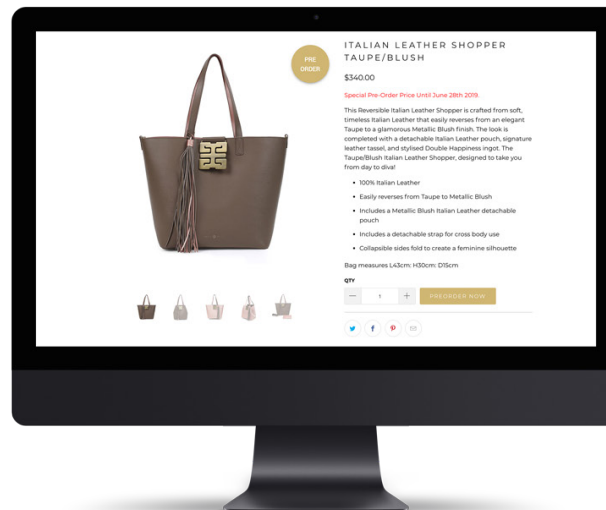
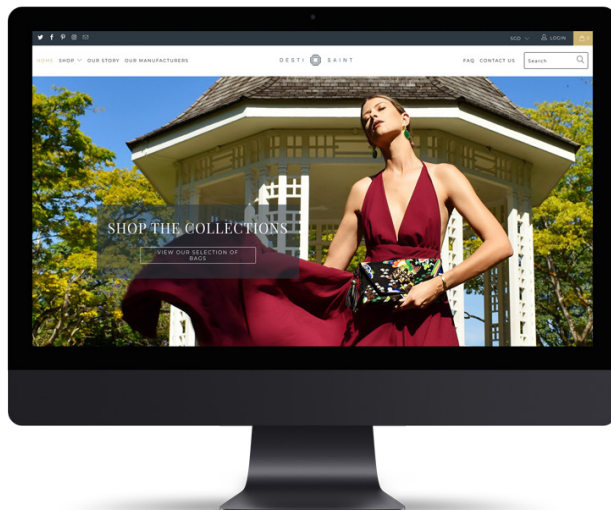
6.
Immediate Results.

- Established efficient and automated sales process.
- 40% increase in website traffic in the first month.
- Kickstarter campaign: 60% of goal reached in less than 2 weeks.
- Two bag designs completely sold out.
- Over 100 pre-orders on new Italian bag design.

Website.



www.destisaint.com



TPI (JTB Americas)

Brand development & UI/UX

1. Background.

The largest Japanese travel bureau JTB Japan reached out to us to rebrand one of their existing companies in Los Angeles, TPI America. They were in dire need of a new brand identity because everyone in the company felt that the existing one was outdated and wasn't representing the company values in the right way. Travel Plaza International (TPI) is a tour operator and offers products, services and local operations to B2B wholesalers across the world.

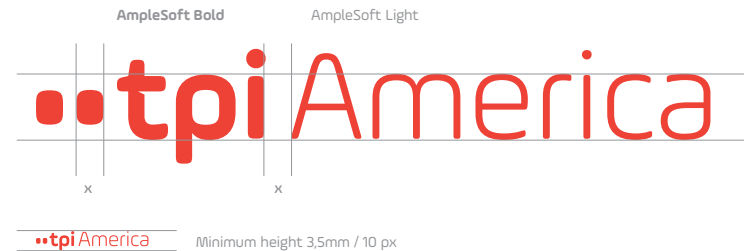
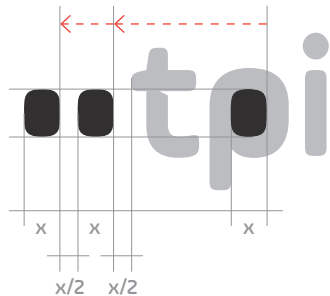
2. Brand Strategy.

There were several layers of decision-makers involved on the client side, so we decided to organize a 2-day brand workshop in Los Angeles to align everyone's vision and provide brand clarity. The idea of the workshop was to clearly identify the company's brand attributes and product language, and to figure out how and where the brand should be positioned in the market.

3. Brand Identity.

The TPI brand system is based on the aspect of travel and features round shapes that create a friendly and approachable look. Look through the TPI window that is featured in the logo and you will discover beautiful places and make new unforgettable memories. The logo itself features a continuous line of windows like the side of an airplane. The unconventional warm tone of red – called Coquelicot – stands for care, passion and friendliness and is a colour that is rarely used in the travel industry which makes it stand out so much more.

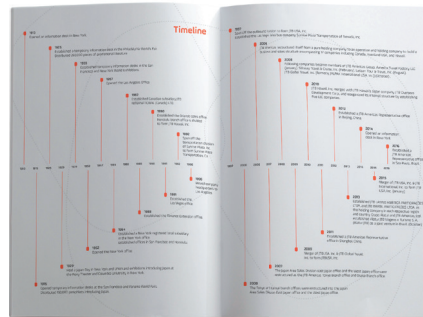
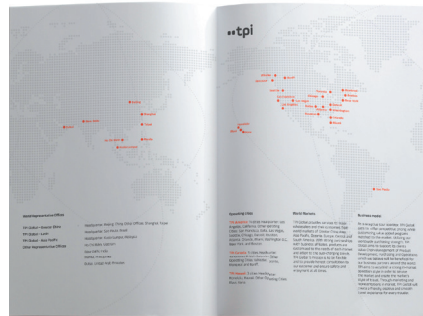
Logo Development.



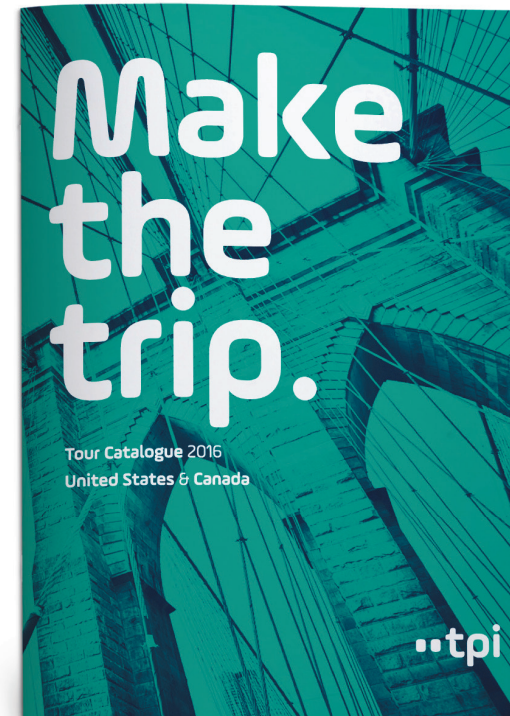
4.
Visual Communication.

The effective structure of the brand system allowed us to easily implement it across all kinds of media. We've expanded on the visual elements and created TPI's digital presence but also made sure that they are properly represented on print media across the globe.

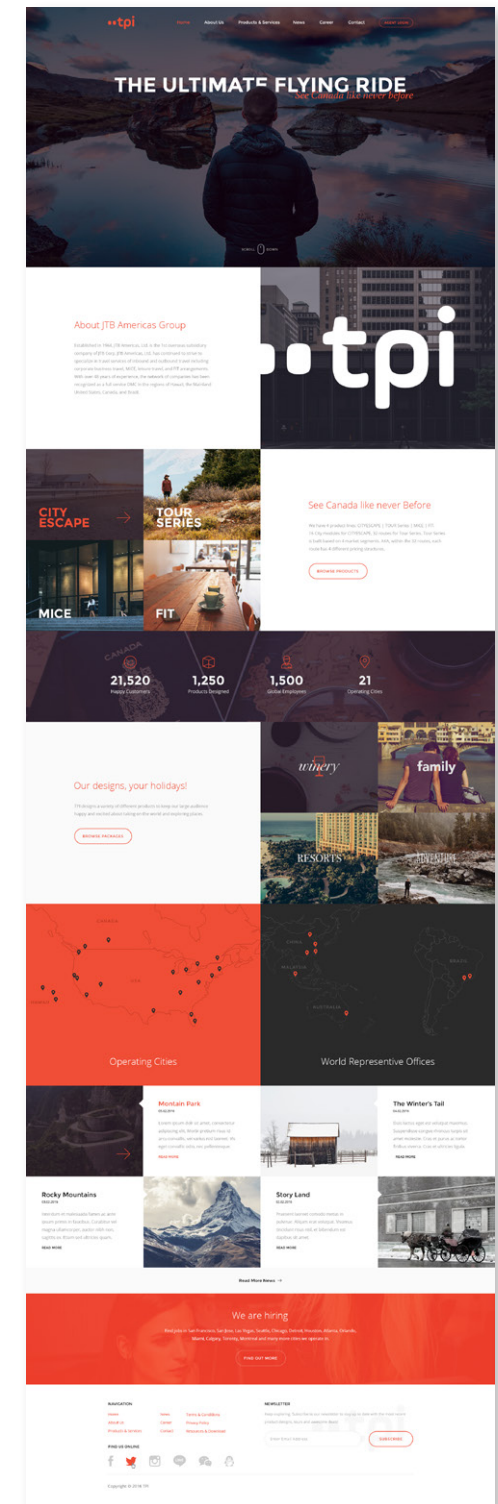
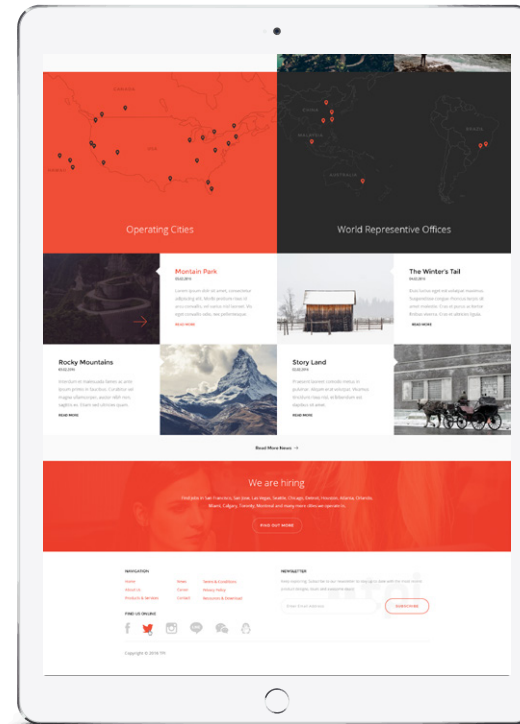
Print.



Icon Set.

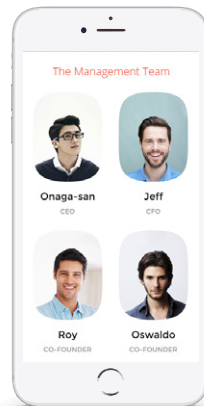
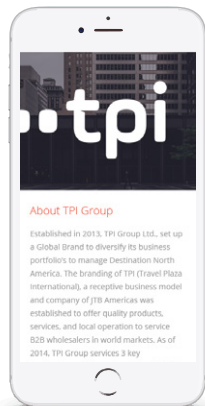


Digital.



“ The Titans became a vital part of our organization and have been supporting us for many years. They helped us create a brand that worked and that all employees were really proud of.

- Jeff Tano - Managing Director



Events.



Dwellease

Brand development & UI/UX

1.

Background.

The founder of Dwellease came to us with a groundbreaking idea for the real-estate industry. He wanted to create a platform where tenants and property owners can come together and interact directly without having to deal with third parties. Finding a place to live has never been an easy process and Dwellease was meant to change that. The platform brings curated high quality properties to serious users.

At this stage, Dwellease was nothing but an idea and we were tasked with helping the startup get to market.

2.

Brand Strategy.

Several branding sessions with the owners of Dwellease helped us create a branding approach that was scalable, encourages sign-ups and interaction between tenants and owners, and sets the startup apart from other competitors on the market.

We needed to develop a brand that immediately stood out from the old-fashioned companies that were currently in the market, by offering innovative services and the look and feel of the brand.

The process included the naming of the company, identity design across all platforms, as well as the digital strategy and user interface design for the main platform.



Logomark

dwellease

Wordmark



dwellease

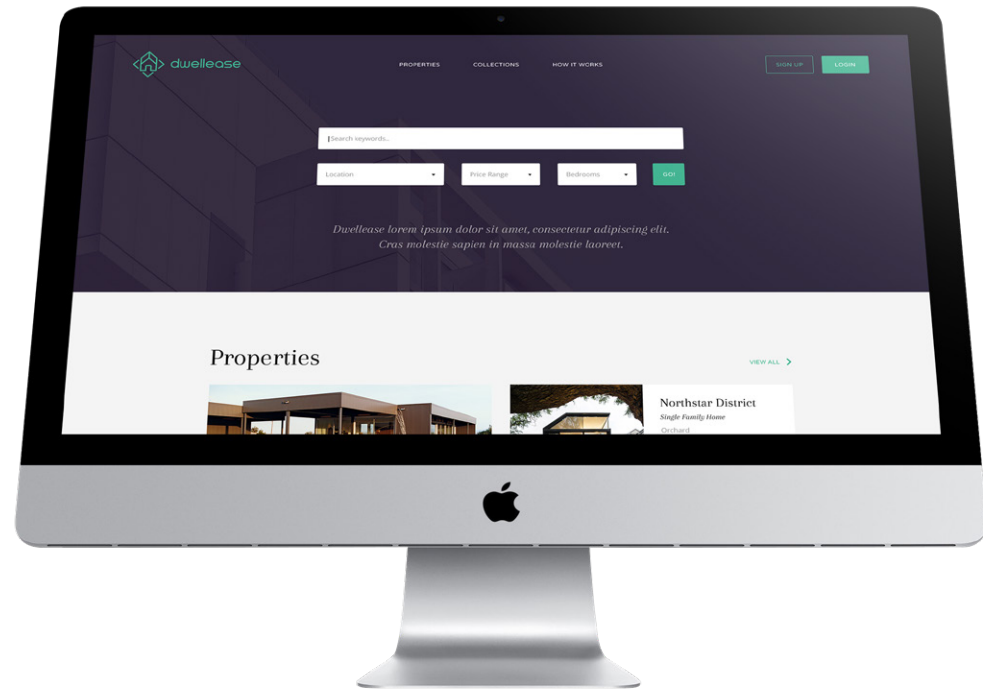
Full Logo

3. Brand Identity.

The brand creation process started with naming the company Dwellease, which means exactly what it says - the ease of finding a place to dwell. We were aiming for a memorable, easily-understandable and friendly-sounding name that was easy to pronounce and didn't need to be spelled out.

The logomark consists of two simple elements that carry the brand's message - a house and arrows that point into all four directions - supporting the company's slogan "Wherever you go, Dwellease is bringing you home".

The wordmark is kept purposefully in lowercase to make the brand look friendlier and more approachable.

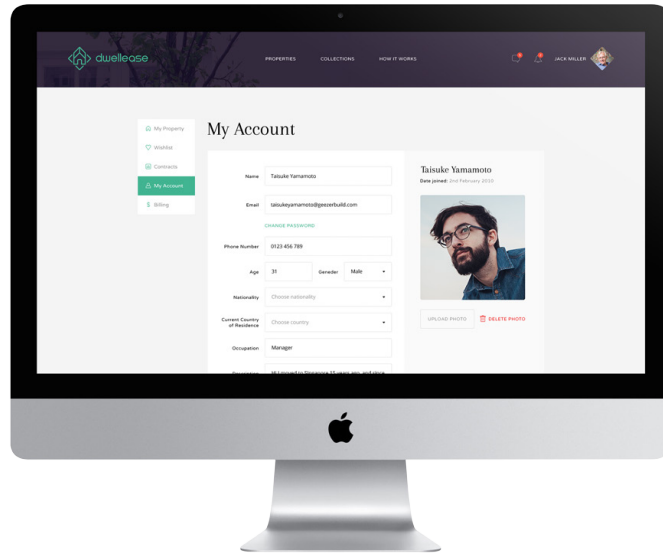


“ Our startup was nothing but an idea before we engaged with the Titans Design team. They helped us turn that idea into reality and have supported us ever since. They did an outstanding job creating a brand identity for us and most importantly helped us develop our online real-estate platform. I would recommend Titans Design as a very capable team in the areas of branding and strategy but also web design and development.

- Neil Yates, Founder and CEO

4. Visual Communication.

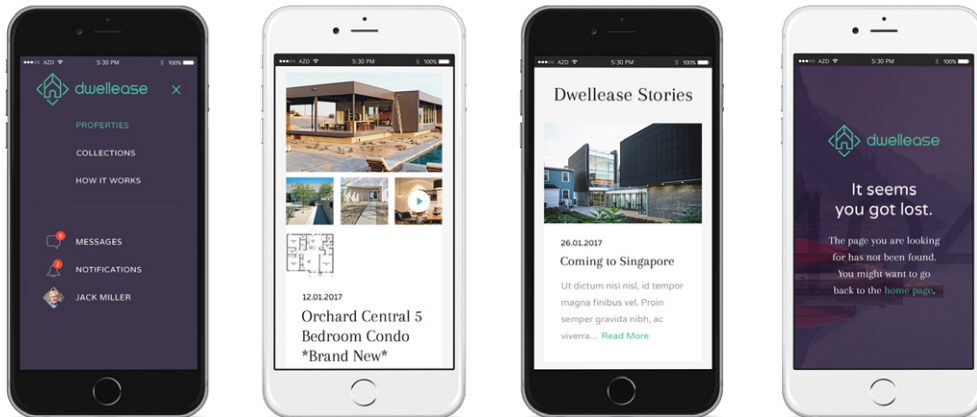
The interactive online platform was the main focus of the project but several supportive materials were developed as well - investor materials, online and offline advertisements, banners, email campaigns, explainer video, and others.



5. The Product.

The platform that we developed for Dwellease is responsive with fully custom design and is based on a unique CMS that was developed specifically for this project. Features include an intuitive search function, personal dashboard, messaging system, member's area, verification process for all members and much more.

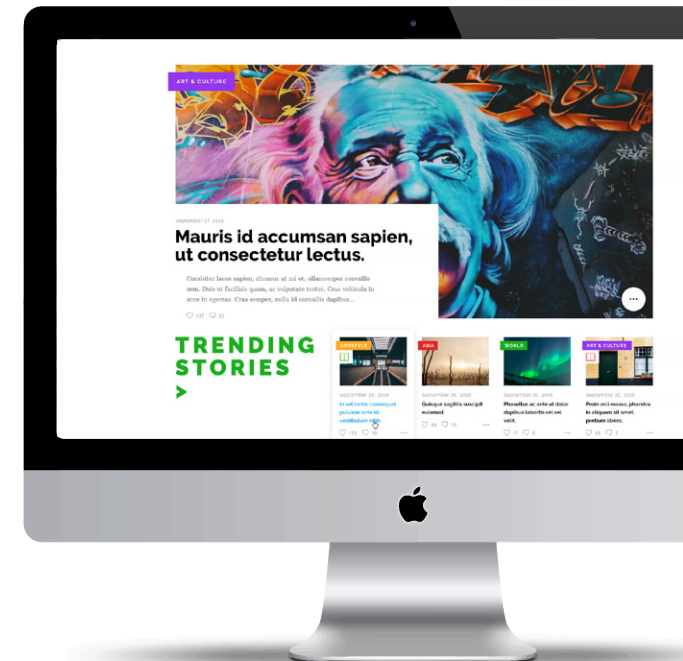
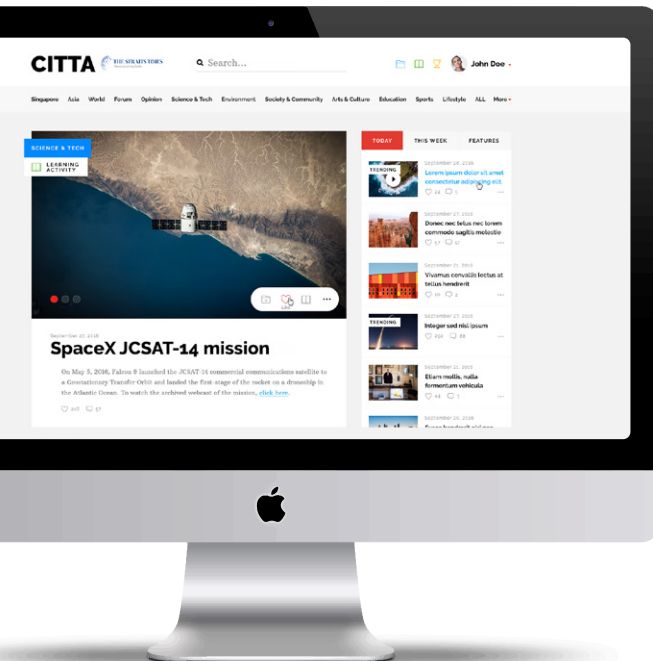
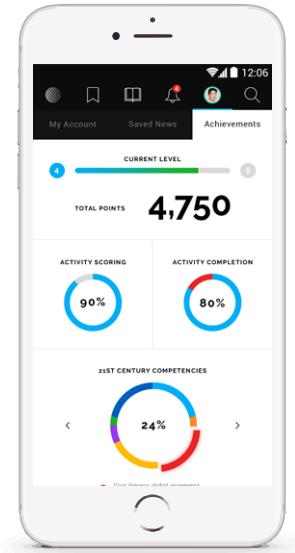
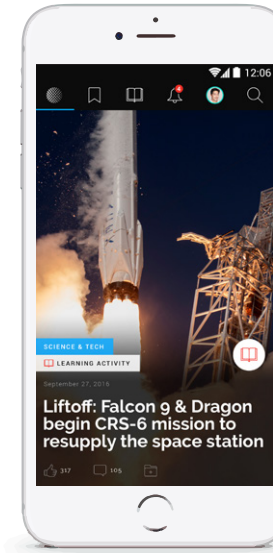
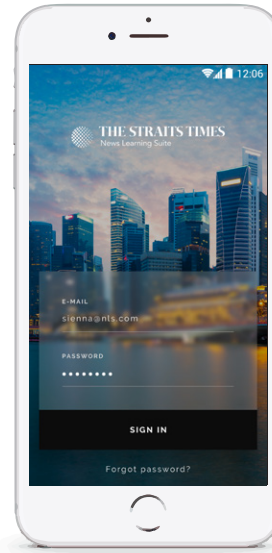
The project is still ongoing and new features / services are added to Dwellease on a regular basis.



The Straits Times Learning Suite Website & App Singapore Digital

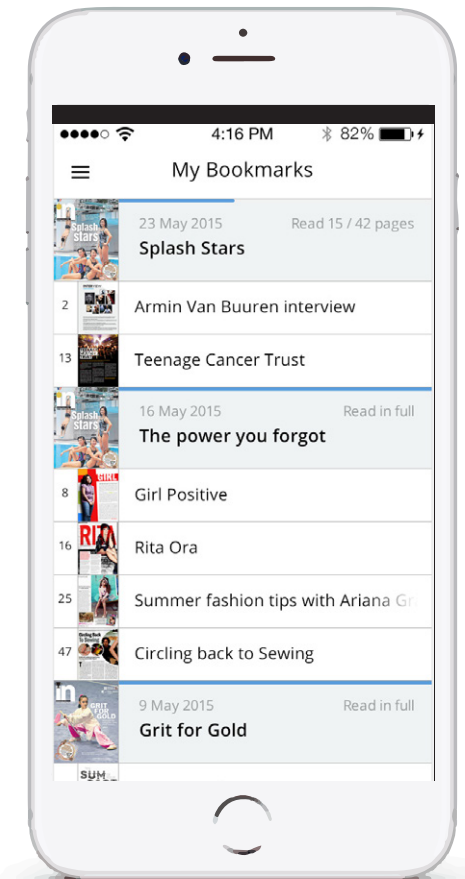
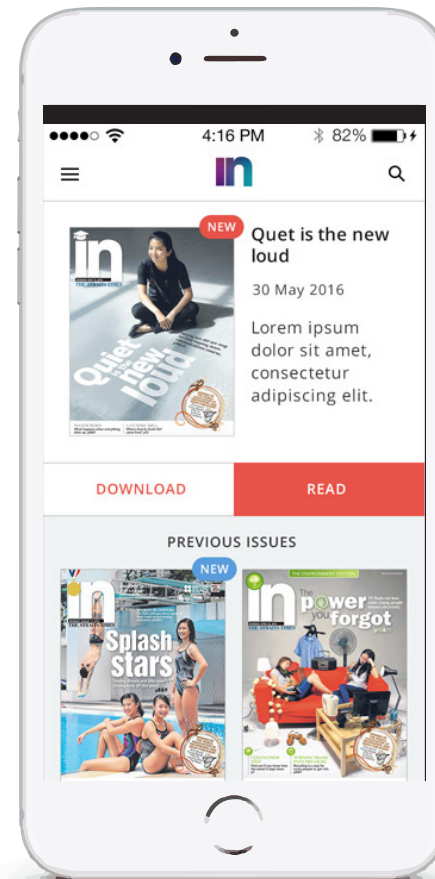
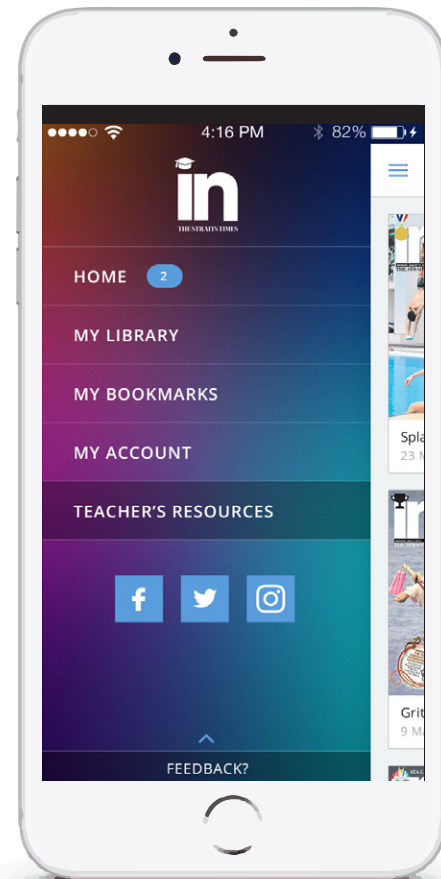
2. Website.

1. App.



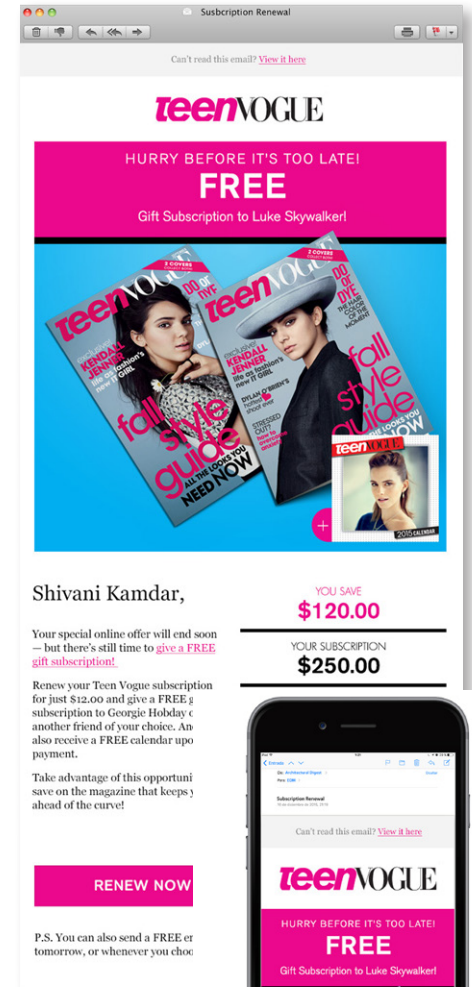
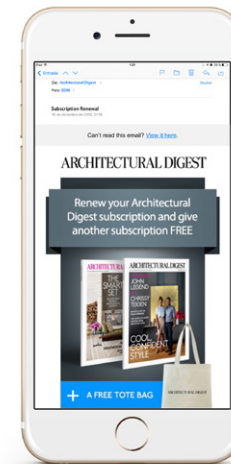
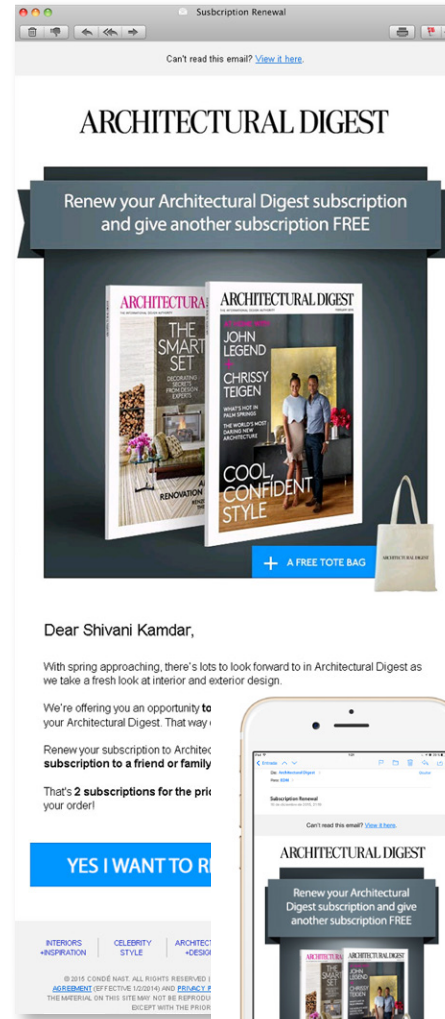
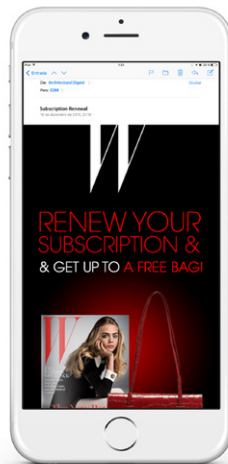
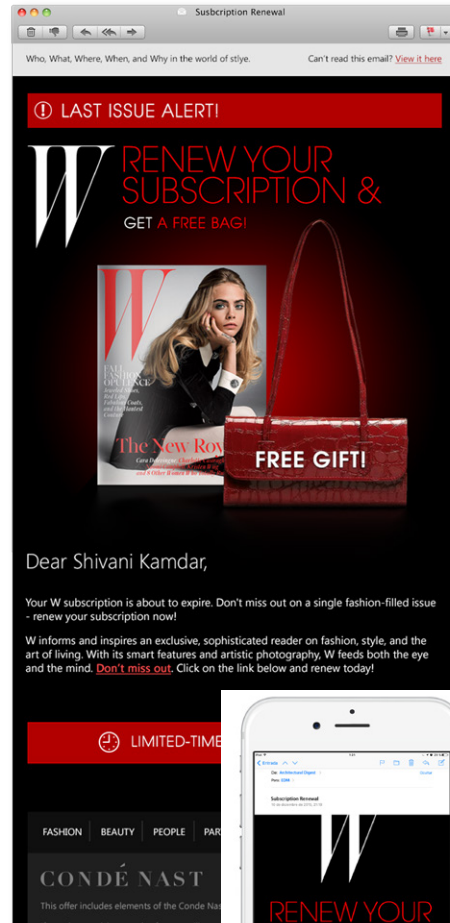
The Straits Times IN App Singapore

Digital



We've helped Singapore Press Holdings develop "The Straits Times IN" app which essentially helps users read, store and download all Straits Times issues onto their phones. It allows students to read more, interact with content and gives teachers a way to easily create classroom discussion points in the app.

Condé Nast New York, USA Digital



Condé Nast is a media company in New York that covers brands like Vogue, Vanity Fair and W Magazine to name a few.

In an attempt to redesign their digital presence and increase traffic as well as sales, we created several electronic mailers, landing pages and printed collaterals for Condé Nast.

Each design resulted in higher statistics and click through rates than the previous designs.

The Company.

titans.

Design is so simple,
that's why it's so complicated.

- Paul Rand -

1. Company.

Titans Design is a brand consultancy that specialises in providing both strategic and visual brand clarity to clients.

We have been around for over a decade and are based in Singapore but operate within a global network of creatives and designers, and serve clients worldwide.

2. Clients

You don't have to be in Singapore to work with us. We work with clients on a global scale and love collaborating with people who share the desire to create something valuable and innovative.

3. Team.

The core team is held purposefully small and consists of five members. Whenever necessary, however, we tap into our network of partners to bring in experts and professionals from various fields.

Selection of Clients.

General Electric, Singapore

Conrad Hotel, Singapore

Four Seasons Hotel, Singapore

Condé Nast, New York

Pan Pacific Hotel, Singapore

IP Global, Hong Kong

TÜV Rheinland, Singapore

Grand Hyatt, Singapore

Liqui Moly, Singapore

Urban Remedy, Singapore

National University of Singapore

Alila Hotels & Resorts, SE Asia

JTB Americas, Los Angeles

Tucker Medical, Singapore

Quarkie, Singapore

Trimmings, Singapore

Frontier Danceland, Singapore

Moreish, Hong Kong

Fraser Hospitality, Singapore

Asia Institute, Hong Kong

Singapore Press Holding, Singapore

Singapore Business Federation, Singapore

M1, Singapore

Biobot, Singapore

Dwellease, Singapore

Eagle Commodities, New York

Fullerton Hotel, Singapore

IMS Health, New York

UN Japan, Tokyo

Eagle Commodities, New York

ZIG Medtech, Singapore



Credentials.

titans.

“

The Titans became a vital part of our organization and have been supporting us for many years. They helped us create a brand that worked and that all employees were really proud of.

**- Jeff Tano - Managing Director
JTB Americas**

“

Our startup was nothing but an idea before we engaged with the Titans Design team. They helped us turn that idea into reality and have supported us ever since. They did an outstanding job creating a brand identity for us and most importantly helped us develop our online real-estate platform. I would recommend Titans Design as a very capable team in the areas of branding and strategy but also web design and development.

**- Neil Yates, Founder and CEO
Dwellease**



Next steps?

We would love to hear from you and find out more about the challenges you are facing and see how we can help you solve them.

Please go to our website at **www.titansdesign.com** to view our full portfolio and feel free to get in touch if you have any questions.

Best Wishes!



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titans.