

MARCH 2022

BRANDING CASE STUDY

THE CHALLENGE

Greatsoul operates as a specialized financial institution dedicated to providing financial services such as Loans, Savings & Investment to Individuals, small and medium scale enterprises.

The company seeks a rebranding of its identity and to build a strong, unique brand image which is an essential part of building a good relationship with its customers.

DESIGN REQUIREMENT

The logo must express the concept of simplicity and elegance and should adequately communicate brand's voice at a glance.

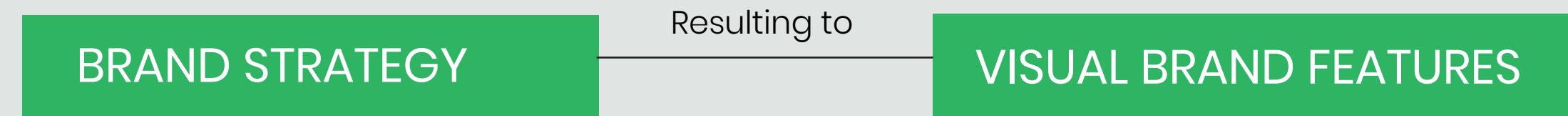


Previous Logo

DESIGN THINKING

A great logo shows the world what you stand for, makes people remember your brand, and helps potential customers understand if your product is right for them.

Logos communicate all of that through color, shape, and other design elements.



Diferenciation Strategy

Greatsoul is dedicated to providing financial services such as Loans, Savings & Investment solutions to Individuals & SME's with few paper works & at competitive rates.

Should be

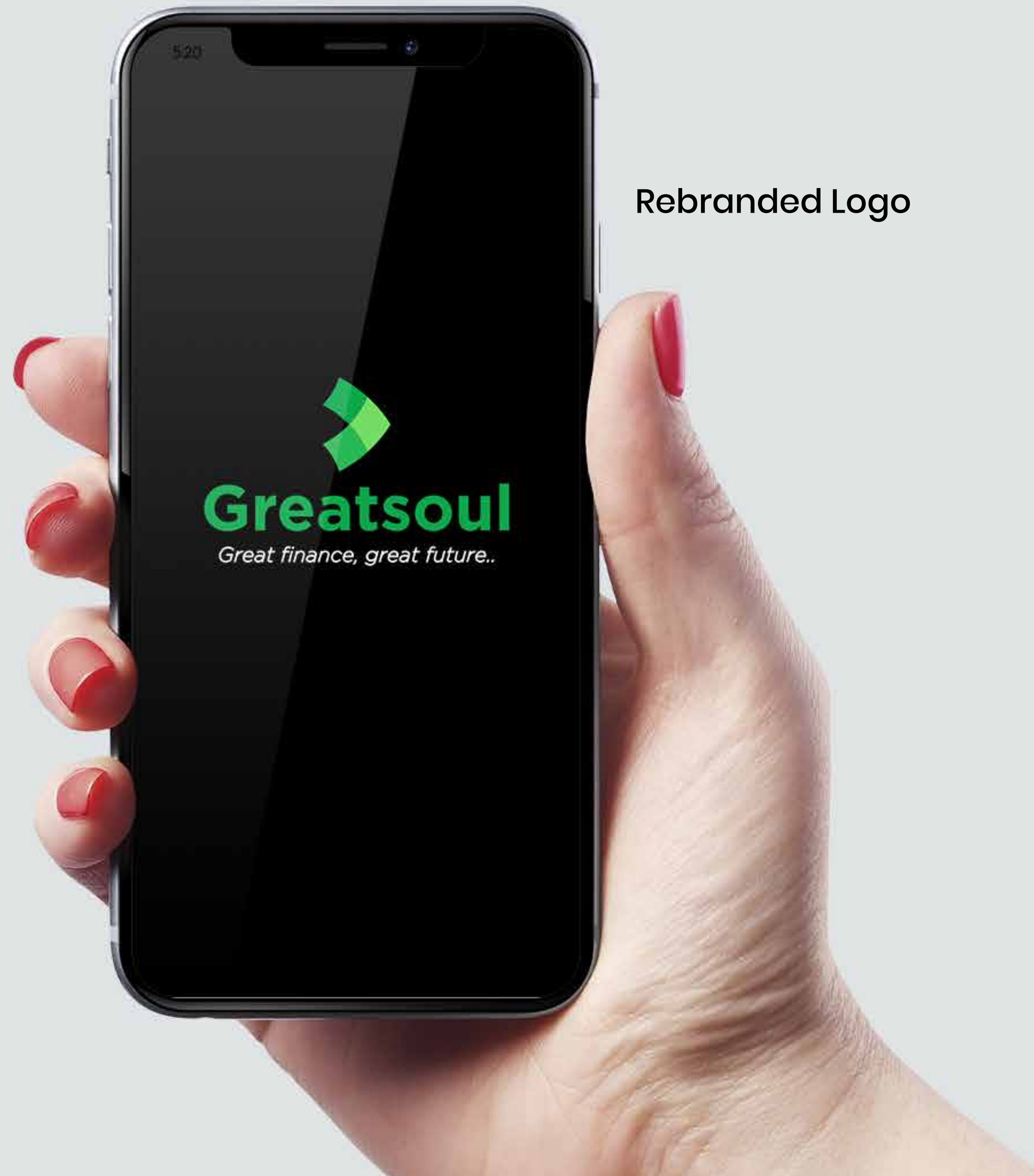
Professional
Positive/ Forward
Growth
Simplicity

Target Audience

Individuals
SME

Looking for

Trust
Convenience



Lock ups



Greatsoul

Great finance, great future..

Greatsoul 

Great finance, great future..

THE SELECTED LOGO IDEA

CREATIVE CONCEPT

Clients Request:

“The main focus of the project is to design a brand Identity that communicates effectively the brands offerings”.

“The logo should express the concept of simplicity and elegance and should adequately communicate brand's voice at a glance”.

Creative Concept:

The logo concept is mainly based on the combination of “abstract mark” and “word mark”.

The abstract mark was designed using golden ratio principle to construct an “arrow” which in modern logos, denotes positive, upward, or outward movement, increase, growth etc making it a great logo symbol in the Loan & investment sectors such as Great Soul Nig. Ltd,

whose customer’s primary goals would be to seek financial solutions to grow their business through loans, or increase their money through savings and investment

Each Vital Colours of the arrow denotes the service pillars the brand offers which includes Loans, Savings & Investment.



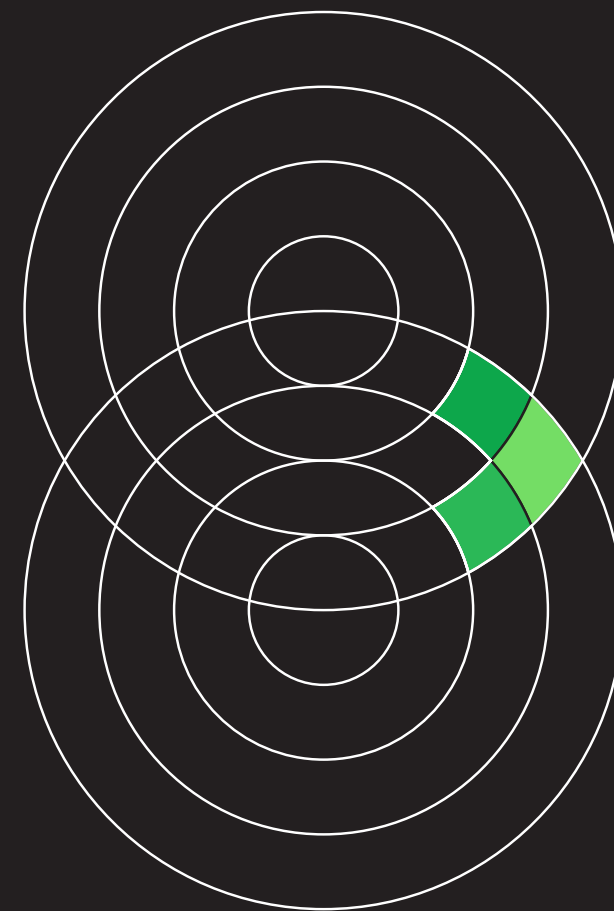


V1



V2

*Brand Name + Arrow
(denotes positive, upward,
or outward movement)*



Greatsoul 
Great finance, great future..


Greatsoul
Great finance, great future..

One Colour

Greatsoul 
Great finance, great future..

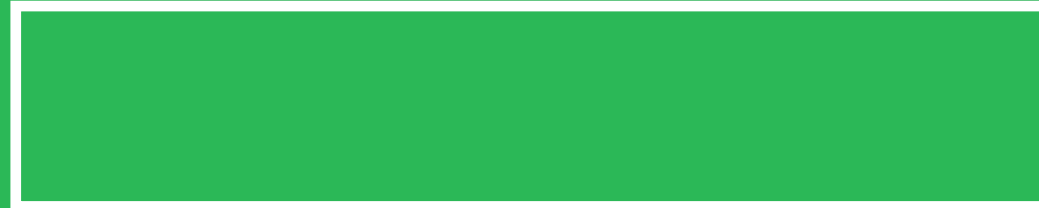
One Colour

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Colour



R: 13 G: 167: 75
Hex: 74dd65



R: 43 G: 184: 87
Hex: 2bb857



R: 40 G: 201: 234
Hex: 28c9eb

Typography

Gotham :

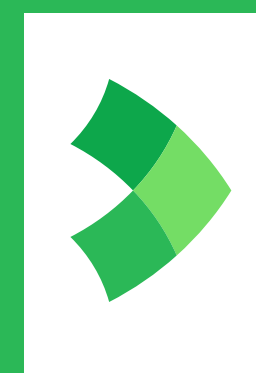
Gotham is a geometric sans-serif typeface family designed by American type designer Tobias Frere-Jones with Jesse Ragan and released through the Hoefler & Frere-Jones foundry from 2000

***Gotham** font family packages including Gotham Black, Gotham Bold, Gotham Book, Gotham Medium, Gotham Narrowunique font styles & weights. The font family is characterized by excellent legibility in both – web & print design areas, well-finished geometric designs, optimized*

Gotham Font

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Uu Vv Ww Xx Yy Zz
01234567890**

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Uu Vv Ww Xx Yy Zz
01234567890*



Greatsoul 
Great finance, great future..

**Money can
grow, try
Investment!**



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Date: 25 September, 2030

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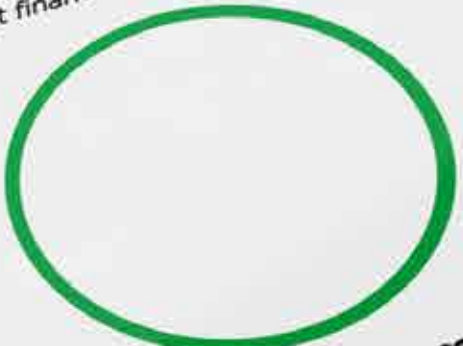



Greatsoul Nig. Ltd
Loans Savings & Investment


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Sanusi
Authorized Signature

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Thanks for your time