

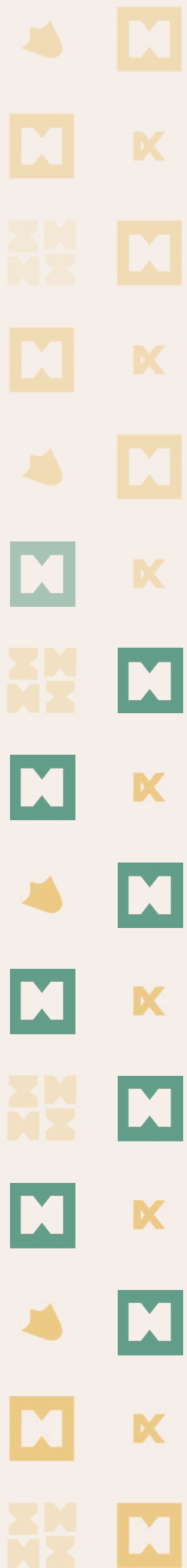


CREATIVE BRIEF



We're making digitalization more straightforward, faster – and most importantly, more affordable for all.

The traditional processes for business owners in Malaysia to hire a website design agency and run digital ads are opaque, stressful and slow. Fees aren't transparent, and some web designers' services are highly variable. We're breaking the status quo.



Malaysia's sole ISO9001-certified Google Partner Agency



Transparent Pricing:

We believe in openness and clarity. Our pricing model is standardized and transparent, ensuring our clients know exactly what they are paying for. No hidden fees, no surprises.



Service Standardization:

Our team follows a strict service standardization approach and is ISO-9001 certified. By implementing SOPs, we ensure that every step of the process, from initial consultation to the final delivery, is carried out safely, efficiently, and consistently. This means that every client, regardless of the project scale, can expect consistent quality and service.



CONTINUOUS LEARNING:

We actively cultivate a culture of learning and growth. We recognize that the digital landscape evolves rapidly, and continuous improvement is crucial. Our team is encouraged to stay at the forefront of industry advancements through ongoing training and development programs.



Integrity

Minimalism

Effectiveness

Positivism

Leadership

Continuous Improvement

Teamwork

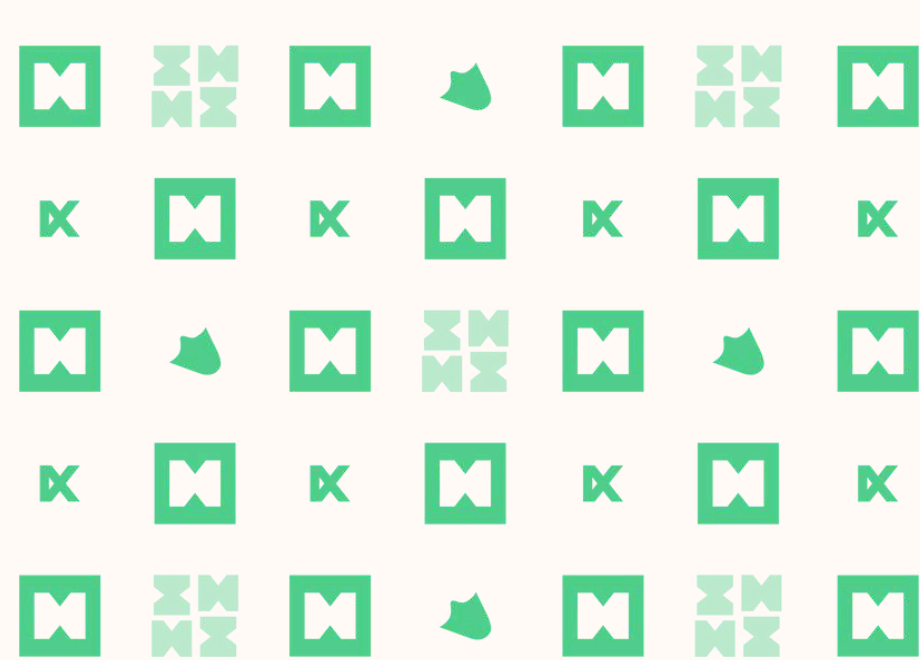
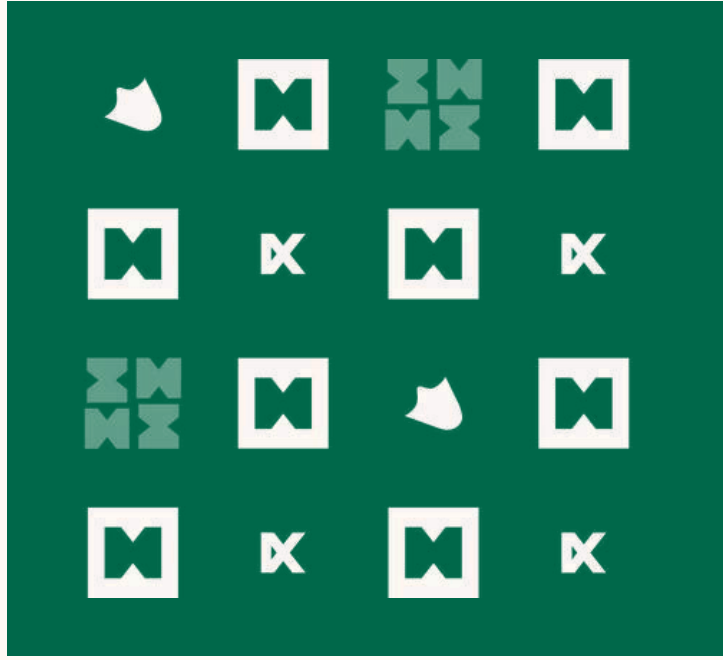
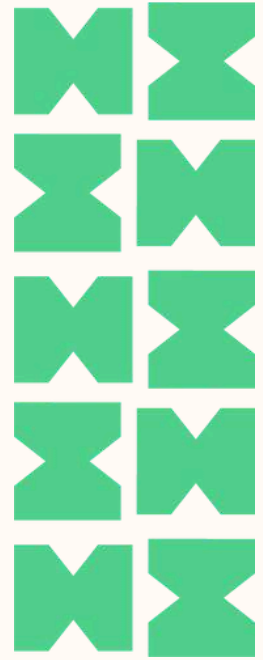
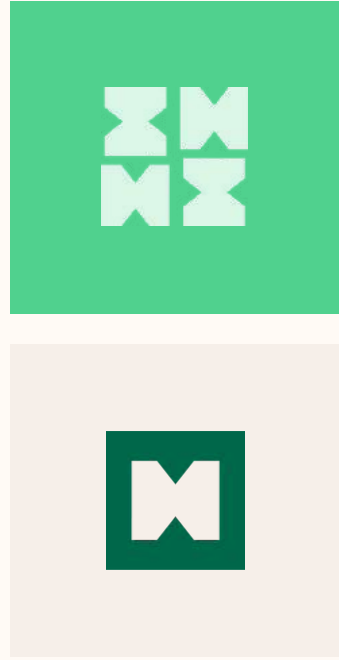
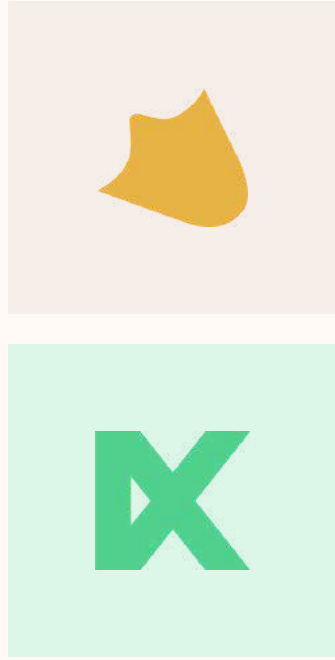
Relationships

Empathy

Giving Back



BRAND STRATEGY



MAIN LOGO



SECONDARY LOGO



FAVICON



CLEAR SPACE

LOGO



COLOURED VERSION



WHITE VERSION



To keep things clean and not too cluttered, we have set a clear logo space which includes:

-  Use the circle of the letter "i" as space around the icon.
-  Make sure the text's height does not exceed the logo icon.

LOGO MISUSES



LOW CONTRAST:

The logo should not be placed against dark colours.



BLACK VERSION:

Use the white version when it comes to a dark background.



EXTREME TRANSFORM

Do not transform the logo.



EFFECTS:

Do not use effects such as outer glow, drop shadow, outline, etc.



WRONG COLOUR SCHEME:

Do stick to the colour scheme used without changing anything.



WRONG SIZE:

Please stick to the set guidelines.

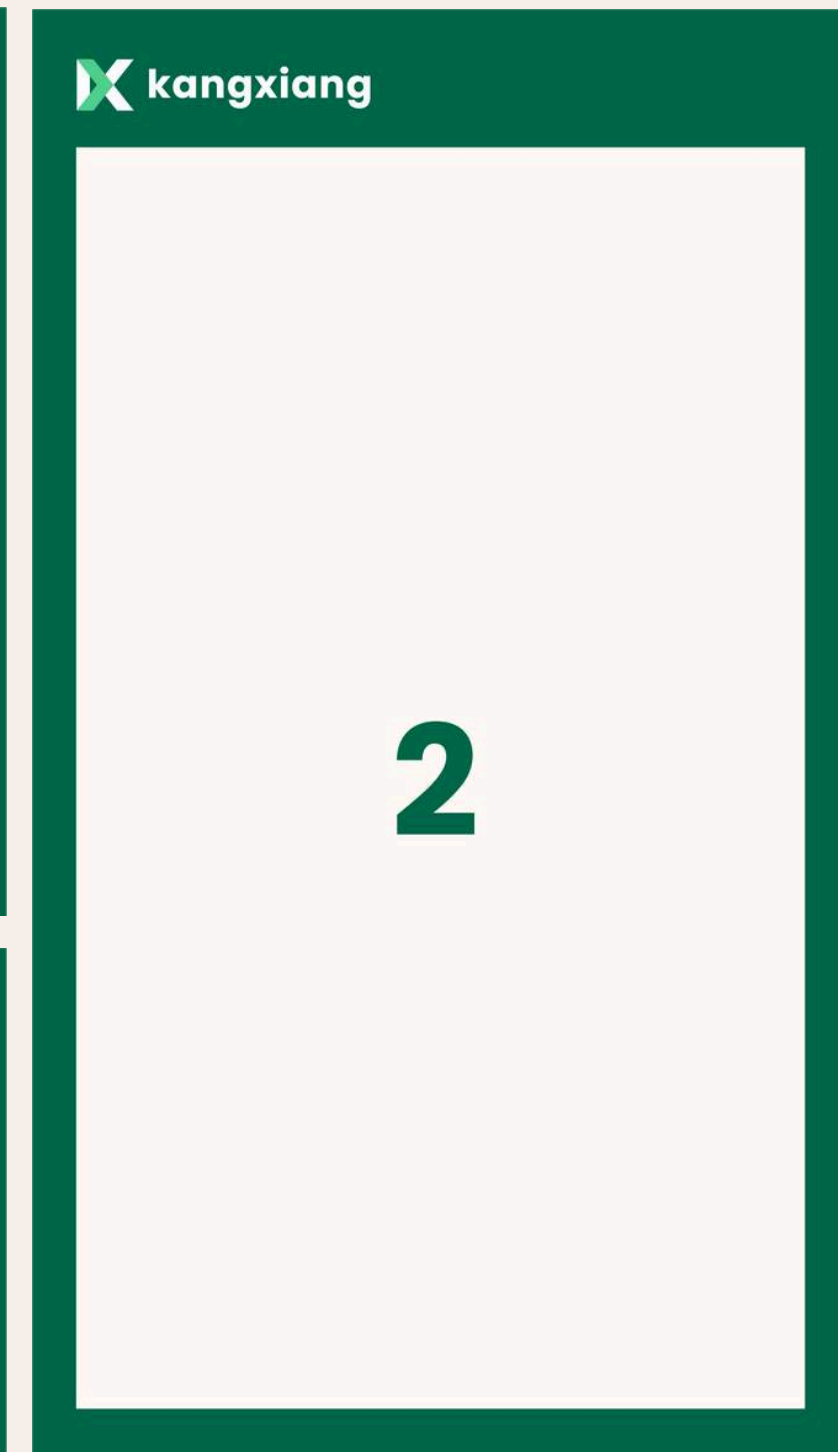
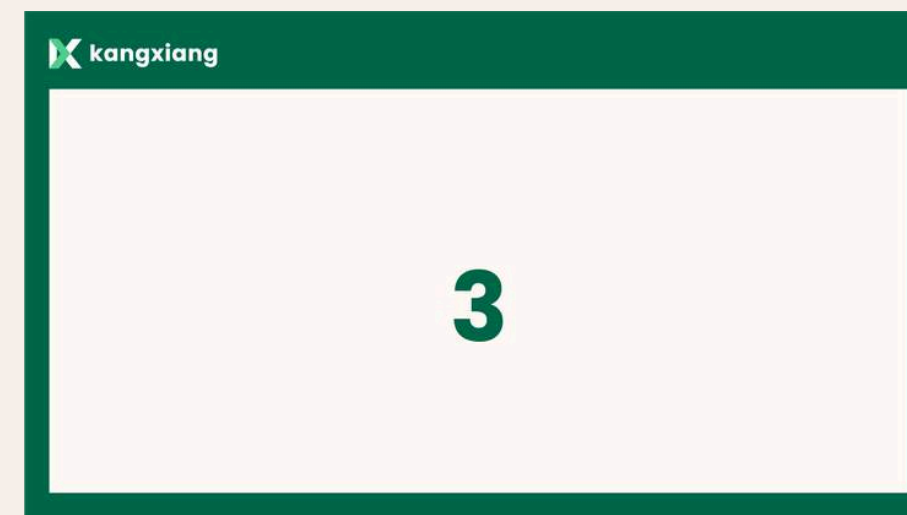
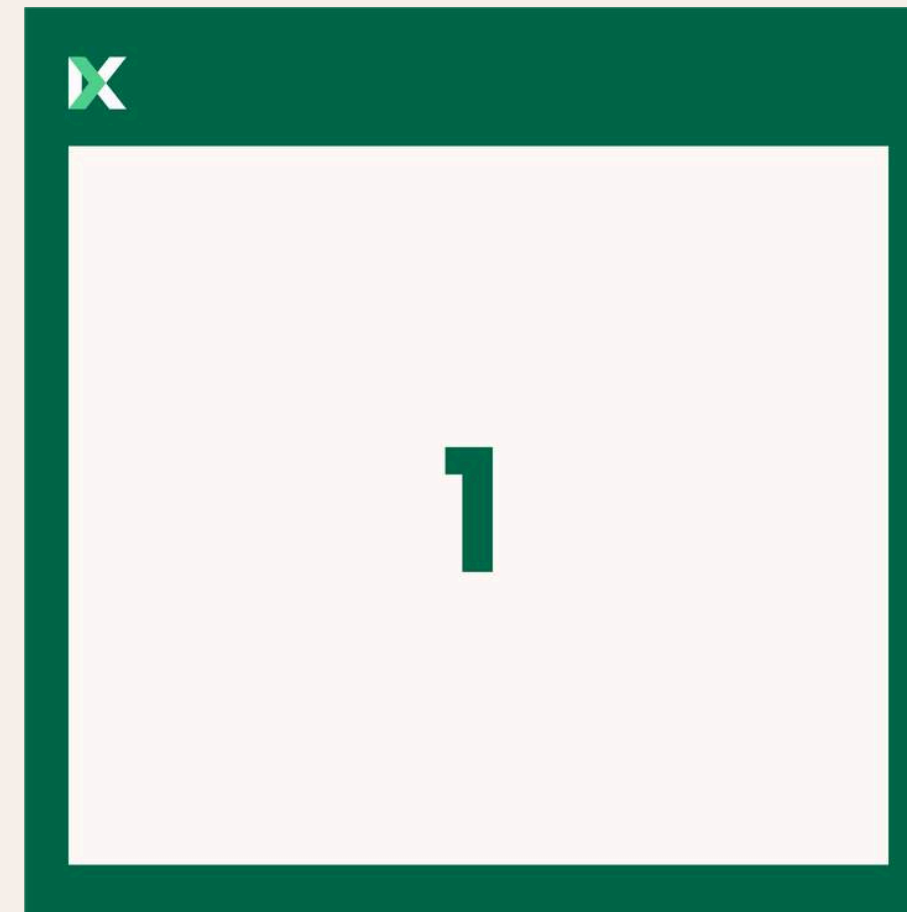


LOGO

Logo placement can be tricky, so here are three basic guidelines to help:

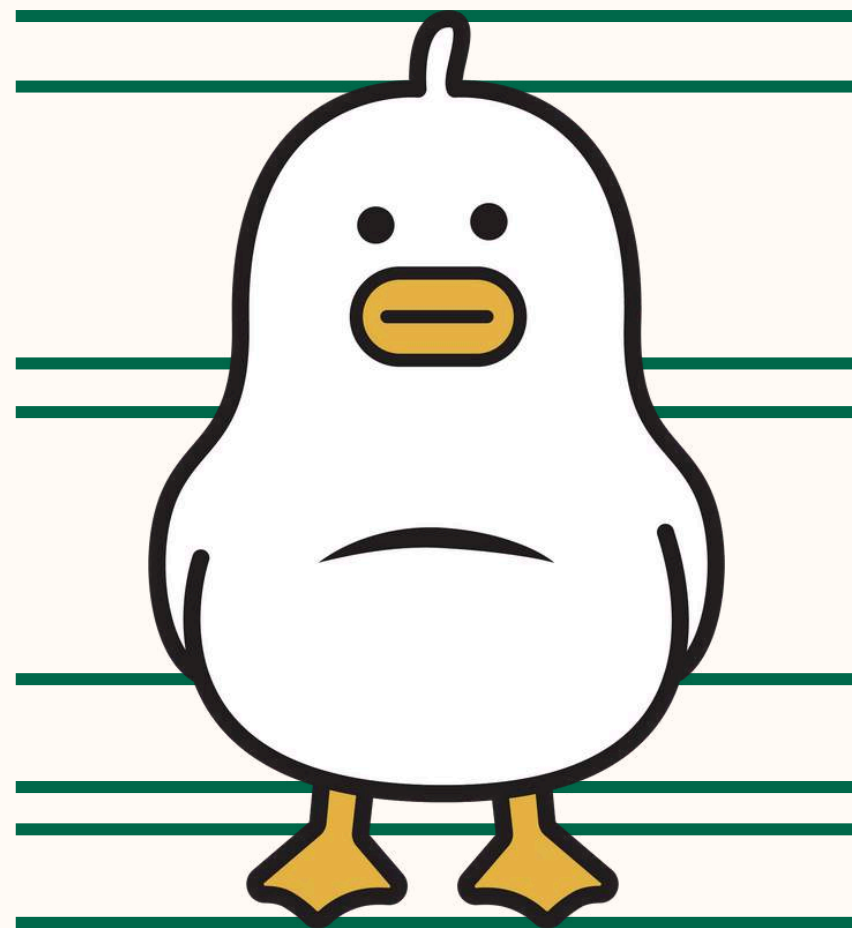
- 👉 If possible, always aim for the top left position, especially for a 1:1 aspect ratio like 1080 x 1080 px.
- 👉 For portrait sizes, the aspect ratio is 9:16 or 1080 x 1920 px.
- 👉 For landscape sizes, the aspect ratio is 16:9 or 1920 x 1080 px.

LOGO PLACEMENT

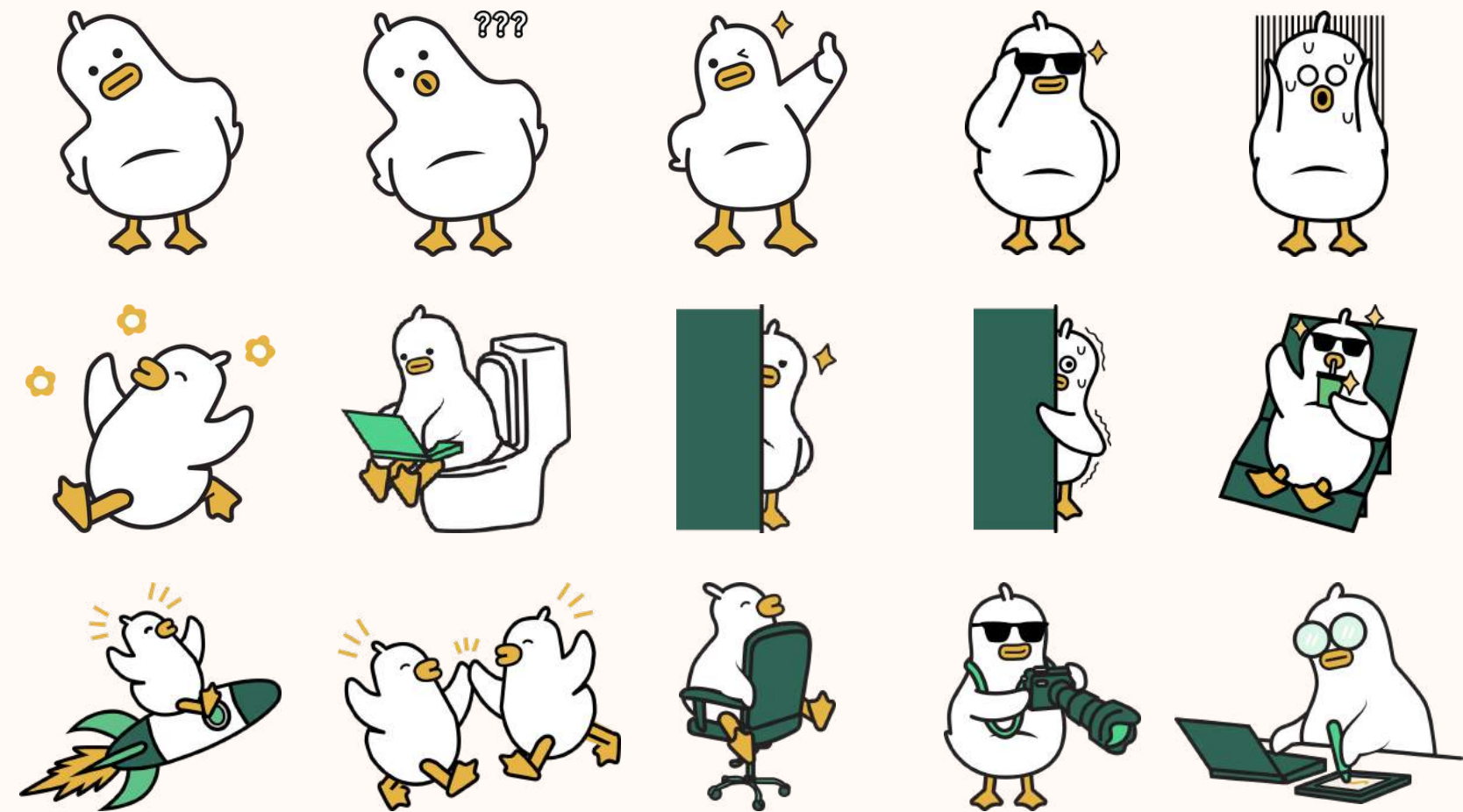


INTRODUCE MUAJI THE DUCK

Muaji symbolizes liveliness, teamwork, and adaptability as ducks are outgoing and social animals well adapted across the water, land, and air realms.



BODY PROPORTION



EXAMPLES OF EMOTIONS & ACTIONS

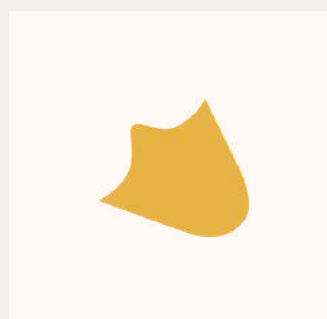
BRAND ASSETS



Created by duplicating the logo, flipping it horizontally, and combining them.



Formed by utilizing the above assets and rotating them.



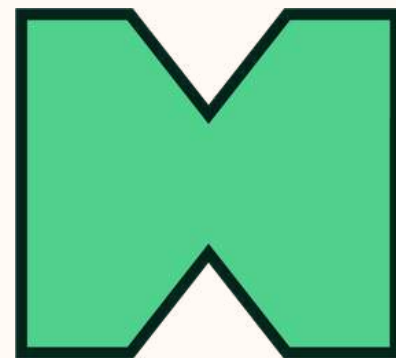
Muaji's footprint remains square-based, akin to the assets above.



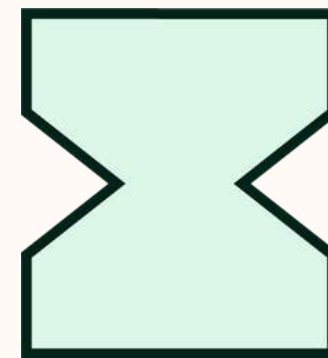
BRAND COLOURS



c: 100 m: 0 y: 29 k: 59
r: 0 g: 104 b: 74
#00684A



c: 62 m: 0 y: 32 k: 18
r: 80 g: 209 b: 142
#50D18E



c: 11 m: 0 y: 6 k: 4
r: 220 g: 246 b: 232
#DCF6E8



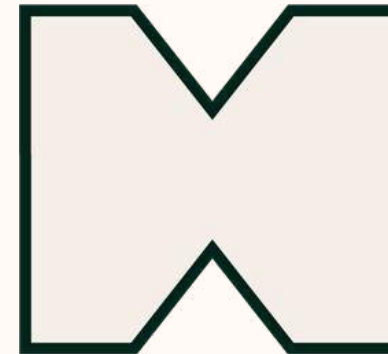
c: 52 m: 0 y: 15 k: 61
r: 48 g: 100 b: 85
#306455



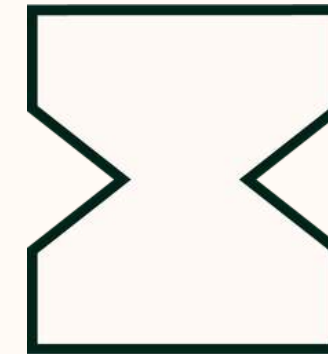
c: 66 m: 46 y: 0 k: 77
r: 20 g: 32 b: 59
#14203B



c: 0 m: 21 y: 70 k: 10
r: 229 g: 180 b: 69
#E5B445



c: 0 m: 3 y: 5 k: 4
r: 246 g: 239 b: 233
#F6EFE9



c: 0 m: 2 y: 4 k: 0
r: 255 g: 250 b: 245
#FFFAF5

WE APPRECIATE DIVERSITY OF COLOURS

Make sure the colour pairings are high enough in contrast.





COLOURS

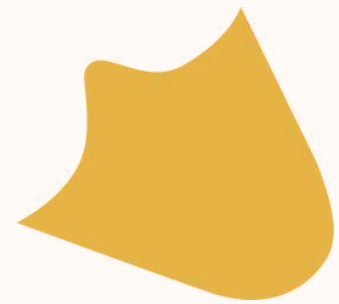
DO NOT USE...

Too much yellow on the greens.

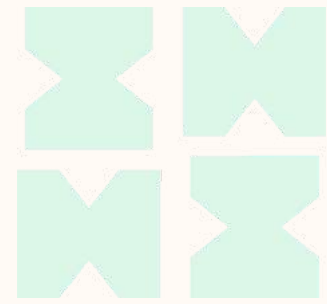




SOME ELEMENTS TO ADD A TOUCH OF DELIGHT



It can resize and rotate but not transform. Opacity can be adjusted.



The element needs to be square-based or round-based.



Any colour in the colour palette provided can be used for the elements.

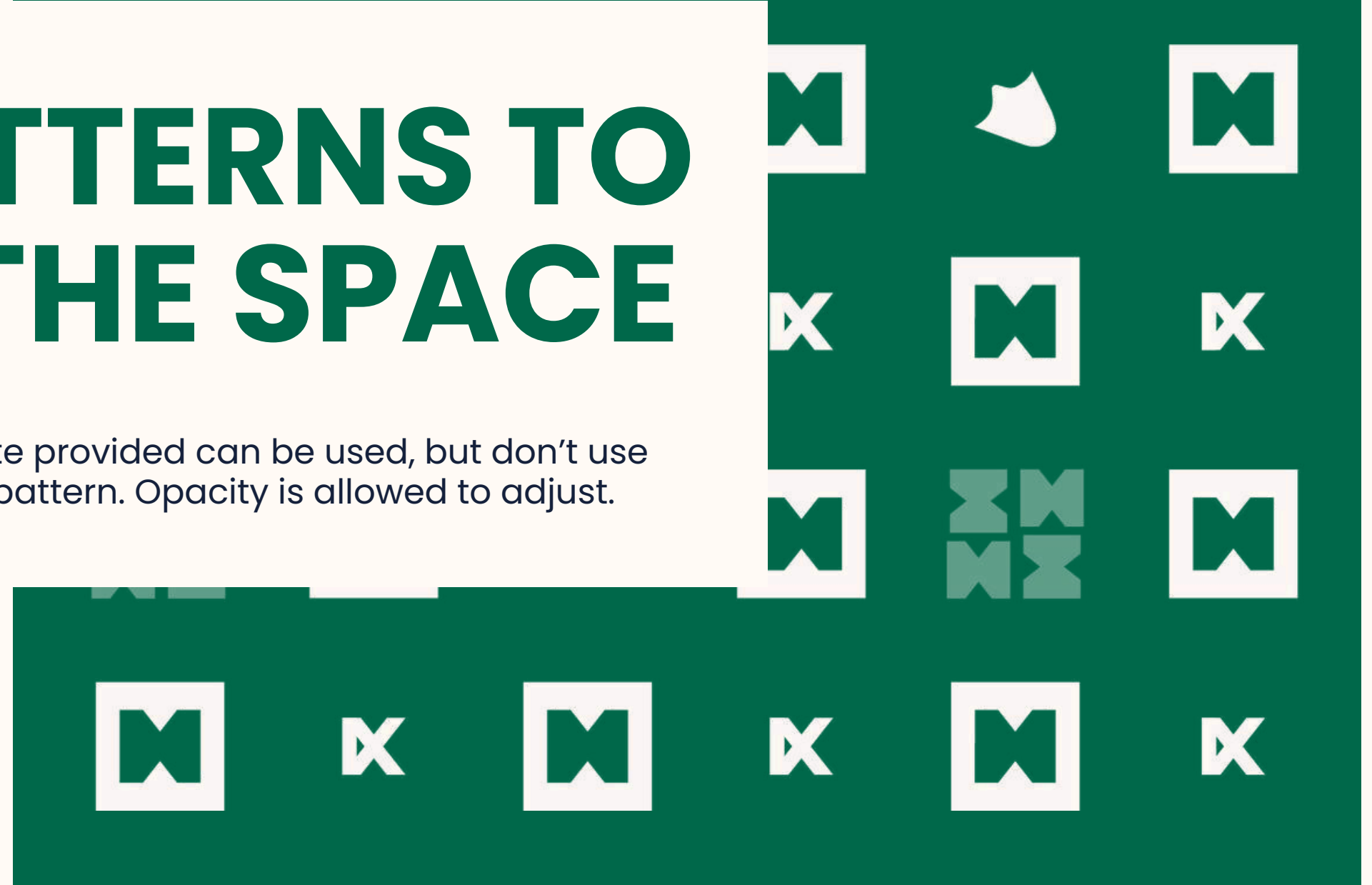


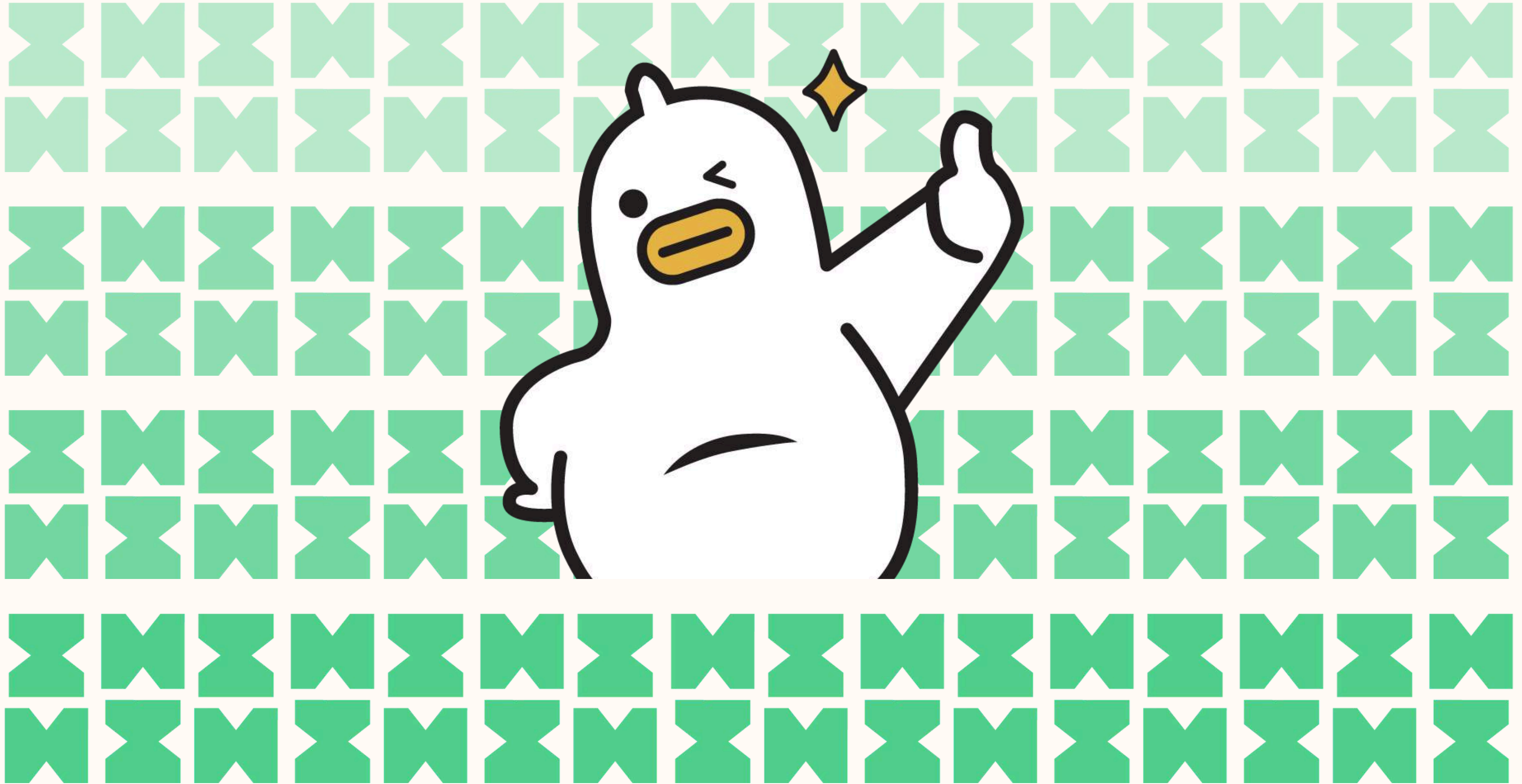
You can add to the elements as long as the base is the same.



AND PATTERNS TO FILL UP THE SPACE

Any colour in the colour palette provided can be used, but don't use more than two colours in a pattern. Opacity is allowed to adjust.





PRIMARY TYPEFACE



For Headings and Titles

Our primary typeface is Poppins Bold, a simple sans serif font full of personality with sharp edges and thick weight.

**Poppins
Bold**

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz	00	01
02	03	04	05	06	07	08
09	!@	#\$	%^	&*	()	?~

SECONDARY TYPEFACE

For Subheadings

Our secondary typeface is Poppins Semibold, a thinner version of Poppins that makes it much easier to differentiate from the main title.

**Poppins
Semibold**

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz	00	01
02	03	04	05	06	07	08
09	!@	#\$	%^	&*	()	?~

TERTIARY TYPEFACE

For Paragraphs

Our tertiary typeface is Poppins Regular, which is a lighter, thinner weight than the first two. It makes reading paragraphs a lot easier.

Poppins
Regular

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz	00	01
02	03	04	05	06	07	08
09	!@	#\$	%^	&*	()	?~



TYPOGRAPHY




TEXT STYLES

**POPPINS
BOLD TITLE**



**Poppins Semibold
Subheading**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



TITLES/MAIN HEADLING

-  Letter spacing: 0
-  Line height * 1 (e.g. if the size is 60pt, the line height is 60pt).
-  The title is in all caps; the heading can be in all caps or lower caps.

SUBHEADING

-  Letter spacing: 0
-  Line height * 1.2 (e.g. if the size is 40pt, the line height is 48pt).

PARAGRAPHS

-  Letter spacing: 0
-  Line height * 1.5 (e.g. if the size is 16pt, the line height is 24pt).

TEXT LOCKUP



1

HEADING/TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

2

HEADING/TITLE

This is a Sample Subheading

4

HEADING/TITLE

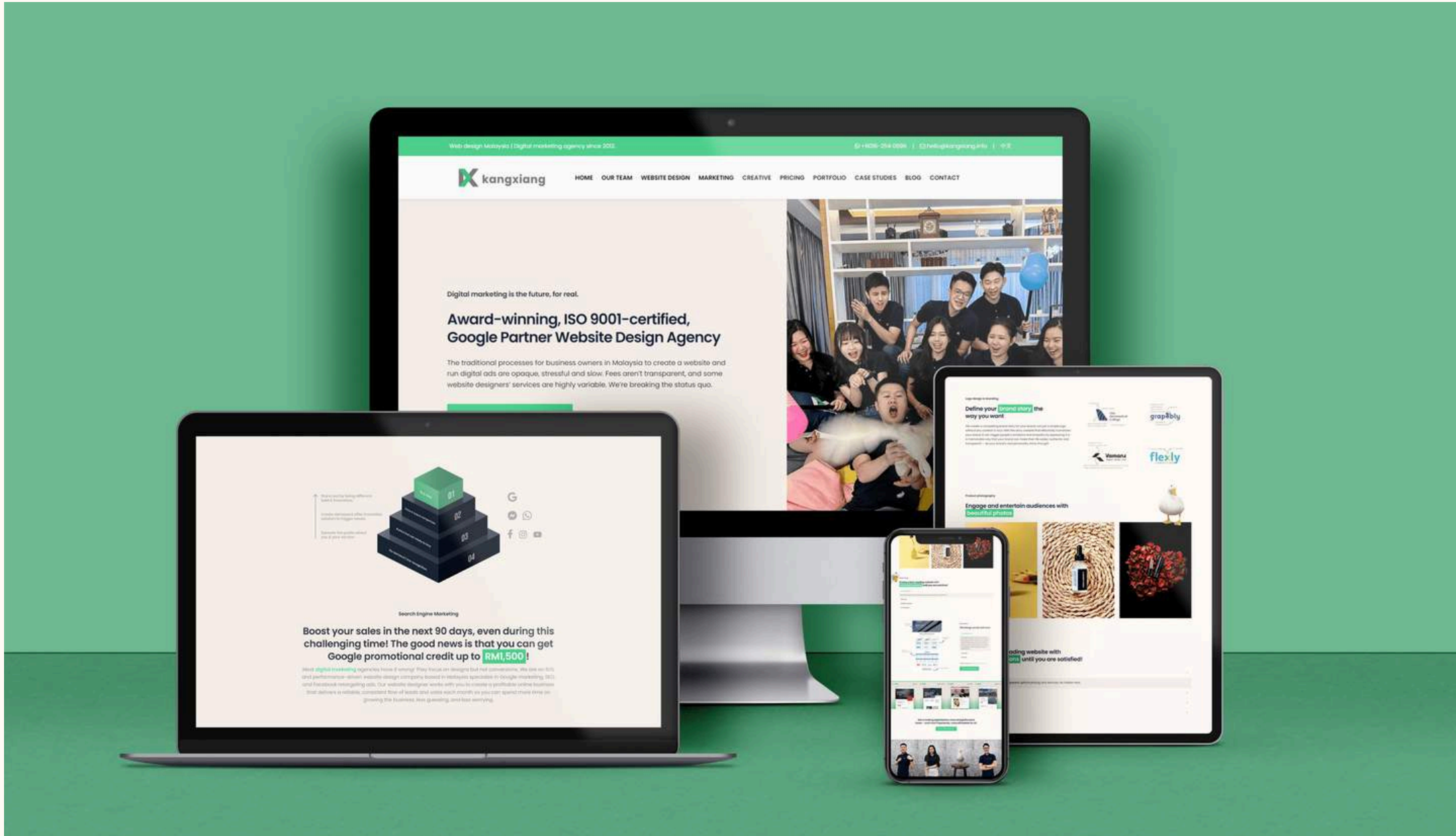
This is a Sample Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

3

This is a Sample Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



KX & Partners Sdn Bhd

**It's all about being
minimalist,
boldness, and
progressiveness.**

