



# Brand Design System

Protect and maintain your brand intent with a robust brand design system

After you have invested in a new brand, you want to ensure the design is well maintained and new elements are added in line with best design practices. Our brand design system is a critical component and empowers teams to stay on top of the latest look-and-feel and other critical aspects the brand experience.

## THIS SERVICE HELPS TO...

Sustain your brand design for the long term

Support new contributors to stay on-design and on-brand

Effectively share brand standards with your designers



## WHAT YOU GET

By capturing your brand in a robust design system, you drive continuity and consistency for your design in the long term. You get:

- ✓ Knowledge transfer of best-in-class brand designs to continuously empower your design and content teams
- ✓ Professionally developed and custom brand design system that you and your designers will take pride in
- ✓ Long-term excellence and consistency in the experience that your brand delivers

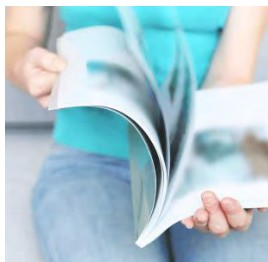


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## HOW WE DO IT

- 1 We collaborate with your team to create a place for designers and your partners that guides best application of the brand.
- 2 We provide ongoing support for design teams to help drive the best use of brand experience elements, such as logos, colours, icons, and other visual assets.

- 3 We create the brand design system environment as a training platform for new team members and outside partners to make sure a solid set of brand design system patterns are applied effectively by designers and content creators.



## About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

## Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

## Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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