



**WHITE BRICK**

# Branding & Visual Identity

Stand out from your competitors.

# Branding & Visual Identity

Create a lasting impression for your business to attract more customers and increase sales.



## BRAND VALUE

Be the top-of-mind brand among your customers

## COMPETITIVE ADVANTAGE

Get a leg up on the competition with a visually-appealing brand

## CUSTOMER RECOGNITION

Make your brand familiar and easy-to-recognize

What can  
the **right**  
**Branding** do  
for ✨ you?



## CUSTOMER LOYALTY

Transform first-time users into loyal customers

## CREDIBILITY

Show the world that you mean business

## CONSISTENCY

Be relatable and approachable to customers

# Our Branding and Visual Identity Work

# 22 Tango Music Group

## REBRANDING & VISUAL IDENTITY

A new brand identity for Cebu's iconic record label transposing into a global phenomenon.

The team was tasked to create a new brand identity that pitches the idea of music evoking gesture and movement. The identity should represent an expressive, conceptual, and explorative music direction.

The logo incorporates a "22" icon which is a modified musical note. The familiarity of the icon gives the audience an idea of what the brand is all about. The icon is paired with a modern typeface that best captures the dynamic and magnetic language of the brand.



OLD LOGO



NEW LOGO

EVERYTHING RIGHT  
HERE'S TOO DAMN FAMILIAR

**ONE  
RANDOM  
PARTY  
TWO  
PERFECT  
STRANGERS**

RUIN THE PARTY — LOURDES

RUN, RUN AS FAST AS YOU CAN

**DON'T LOOK BACK  
KEEP GOING**

BEFORE THE THOUGHT OF ME CATCHES UP ON YOU

AM, PM, SLIDE INTO HER DM

**But What If I Don't  
Get A Reply?**

What if she never reads them  
What if she did (did)  
What if she won't (won't)  
What if it's too much overthinking



10 Dec 16 - 19 Mar 17

**S.O.S**  
Song of Summer

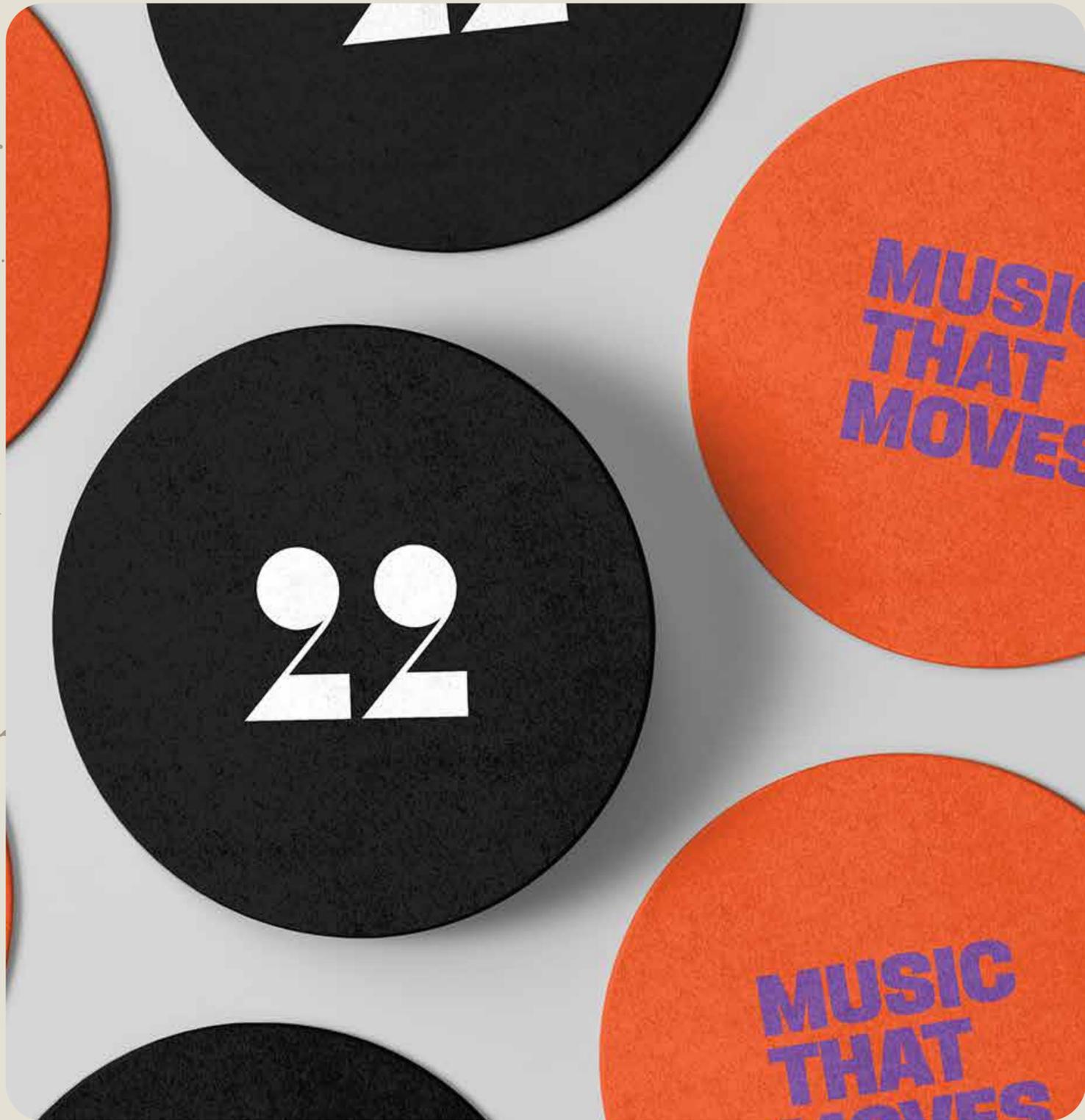
One of my favourite things I like to watch is the bloopers and outtakes that are shown of mistakes made during the making of a movie. Most DVD's have a section of outtakes to be viewed.

**KISS AND  
DISAPPEAR:  
THE TOUR**

**LOURDES**

TANGO MUSIC GROUP

**22 TANGO**  
MUSIC GROUP



This simple and straightforward approach extends to the brand's identity. The simplified shapes are inspired by musical contexts to evoke a fun and dynamic approach.

The team also collaborated on brand strategy and messaging, helping the label create a new leitmotif - Music That Moves. This is a wordplay on the namesake Tango and the company's mission to create original music that inspires people and organizes events that engage the community.

# Big Poppa's Deli

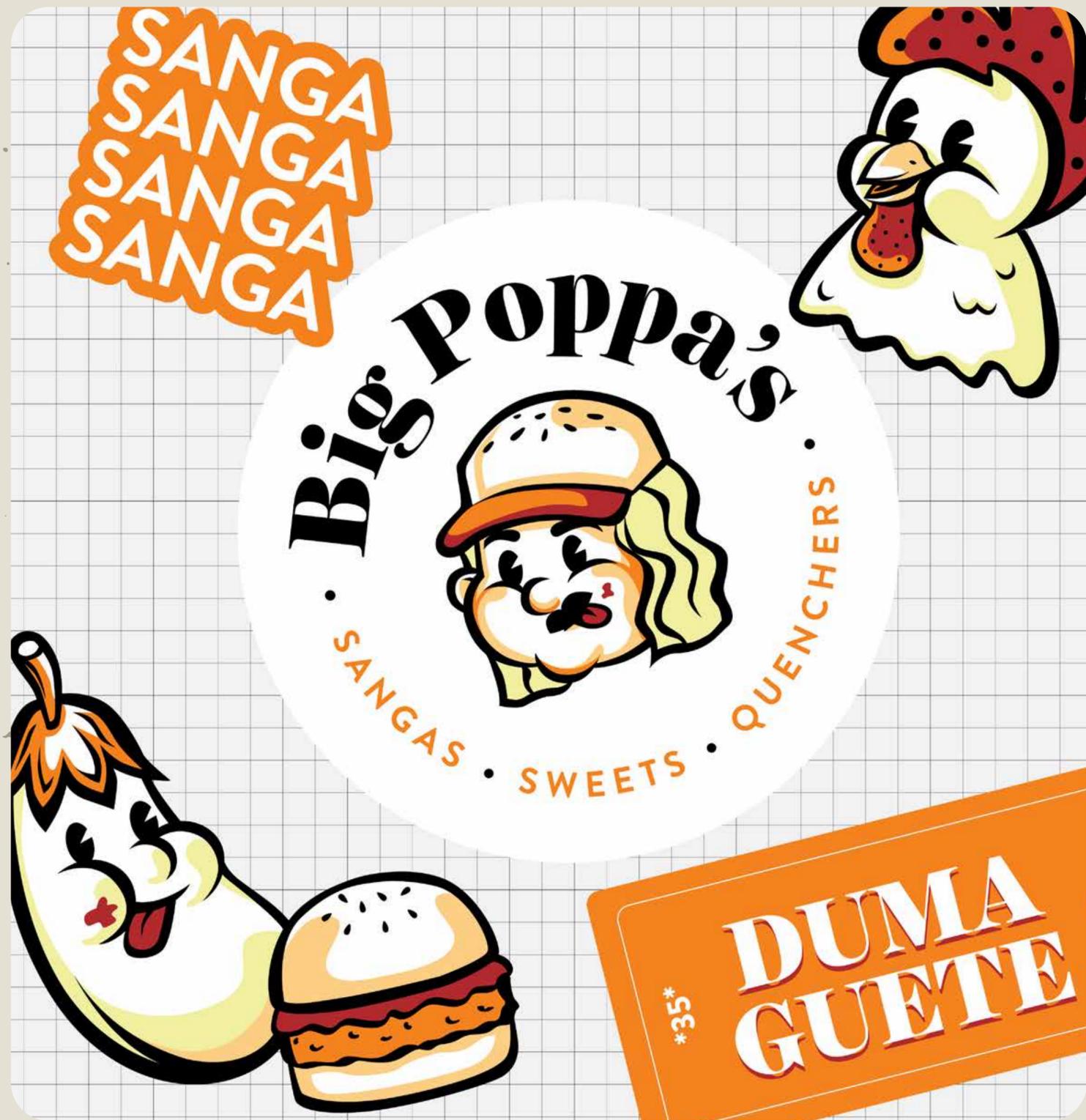
## BRANDING & VISUAL IDENTITY

Big Poppa's Deli is the first gourmet chicken sandwich shop in Dumaguete City. They serve modern chicken sandwiches or "sangas" with both Filipino and Australian influences. Aside from chicken sandwiches, Big Poppa's Deli also offers vegetarian sandwiches, rice meals, desserts, and milkshakes.

White Brick's goal was to create a visual identity that shows the brand's fun street style personality and Aussie influence. It had to look fresh and bright, similar to the owner's vision of how the brand should be.







To embody the image of Big Poppa, we illustrated a character that resembles an Aussie surfer, but clearly one that is left in the kitchen. He tries to lick traces of the signature sauce with his cheeks all puffed up, which indicates how he's just devoured a whole sanga in just one bite. He wears a hat that resembles a burger bun to cap his identity as Big Poppa.

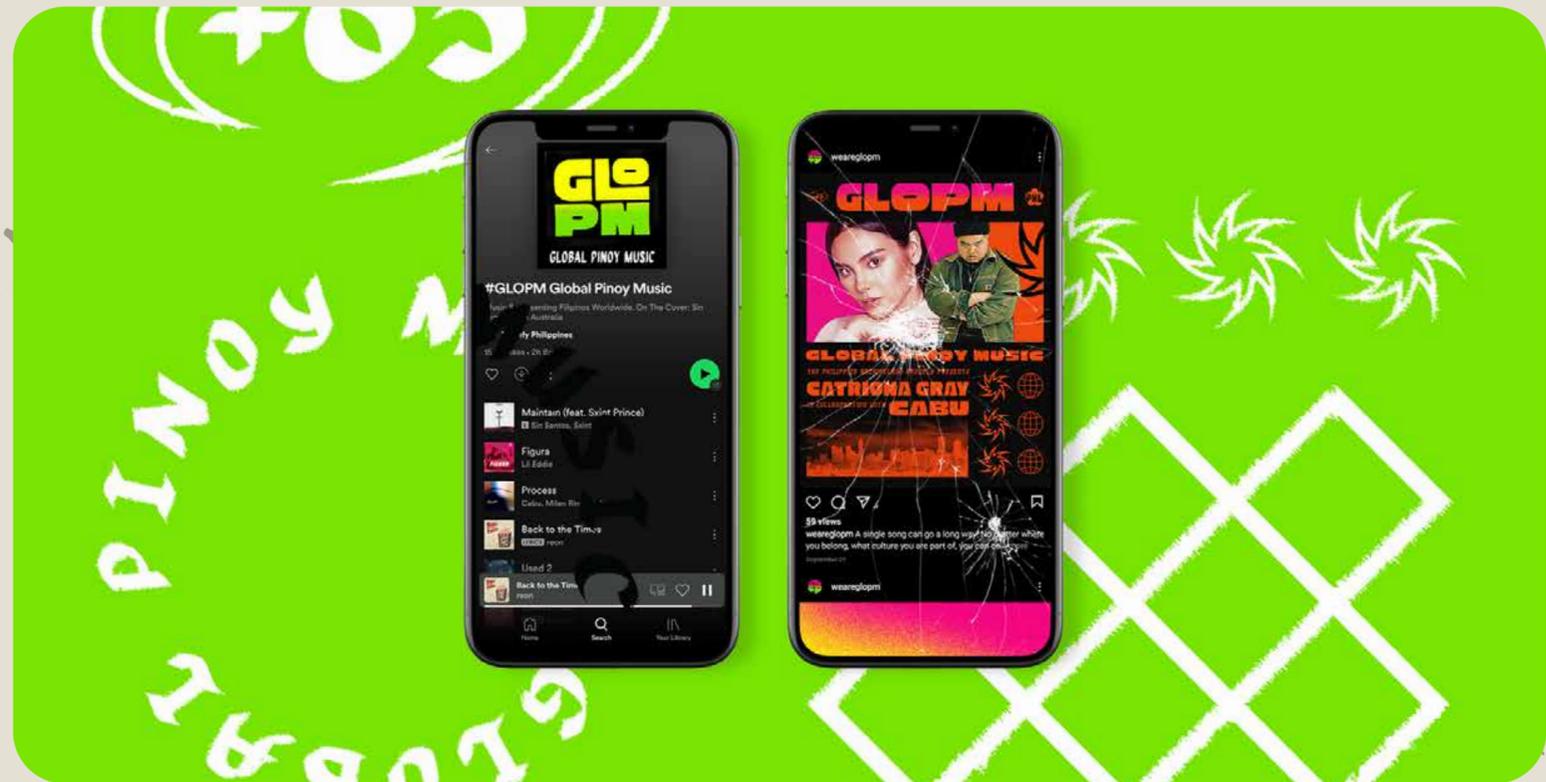
Aside from Big Poppa, 2 more characters, Big CHX and Egg P., make the brand more dynamic. These characters symbolize the products that make Big Poppa's Deli unique (chicken sangas and eggplant sanga). This also opens an opportunity for more characters to be made as the brand also expands.

# Warner GLOPM

## BRANDING & VISUAL IDENTITY

Global Pinoy Music (GLOPM) is a collaborative movement launched by Warner Music Philippines to strengthen its global effort to promote Filipino music. It aims to showcase Filipino talents internationally while creating opportunities for them to team up with other artists around the world. Through GLOPM, Pinoy musicians will be paired with Filipino-Global producers, making it possible for local and international musicians to learn from each other and create music that will resonate with Filipinos across the globe.







This system of graphic elements can be scaled up and down, repeated, combined, taken apart, used as main graphic shapes or as supporting elements. The result is a look that is distinctly Filipino, but ready to take on the world. Locally crafted yet export quality. Loud, proud, and all over the place

The visual identity is our love song to Filipino culture. We took notes from the jeepneys and fiestas in the streets to the colors and creativity of the Filipino spirit to create an aesthetic that is a little chaotic but always luminescent. We created symbols of sampaguitas, puso (hanging rice), and coconut trees referencing the Philippines and remixed them with meridian globes and fire. For the logotype and headlines, we used Cubao, a font created by Filipino designer Aaron Amar and an homage to the hand-drawn lettering on jeepney signages.



**WHITE BRICK**

Thank  
you!

LET'S WORK  
TOGETHER!

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