



Acacia Branding Packages



Start-up Packages

To facilitate the branding of start-ups, Acacia provides cost effective packages to enhance such businesses. These packages will help clients avoid high financial commitment during the initial business start-up phase, yet allow them to embrace and reap the benefits of branding-oriented strategy – from the outset.

Clarify Platform

- Vision / Mission
- Positioning
- Design Objectives



Create Expression

- Brand Identity
- Basic Stationery
- Basic Marketing Collateral (Print / Digital)



Establish Guidelines

- Brand Identity Application
- Colour Palette
- Corporate Fonts



Customised Branding programmes are also available for SMEs and MNCs



SME Packages

Every SME has distinct goals and needs. That is why, when it comes to branding in relation to SMEs, Acacia seeks to offer customised packages that have the versatility to meet the differing needs of SMEs. Acacia works in close partnership with SPRING and IE Singapore, which has programmes in place to help SMEs defray the cost of implementing branding initiatives.



MNC Packages

Branding is vital for every modern MNC, regardless of whether it is a B2B or B2C concern, and regardless of whether it is product or service oriented. Acacia provides holistic branding packages the help MNCs differentiate themselves in today's multi-faceted marketplace. Acacia works in close partnership with IE Singapore, which has programmes in place to facilitate MNC's overseas expansion.

\$9 million fund for SMEs, with grants of up to 70% of project costs.

This year, funding from SPRING Singapore and IPOS is readily available for local SMEs through the SCOPE IP™ programme, which covers up to 70% of programme costs.

Acacia is listed under SCOPE IP™'s panel of business consultants. Contact us for more details!

DID YOU KNOW?

Contact us for a full presentation!

Acacia Design Consultants
 tel +65 6333 6287
 fax +65 6333 6387
 email mail@acacia-design.com
 web www.acacia-design.com

A member of
 Strategic Gap Global Brand Alliance
 Barcelona•London•Paris•Beijing•Chennai
 www.s-gap.com

WANNA KNOW MORE?

Who is Acacia?

Award Winning Agency

Acacia is a multiple-time winner of the Singapore Star Award and a nominee for the Spirit of Enterprise Award



Professional Team

Acacia is made up of qualified professionals who are registered as:

- Brand Pact Specialists with SPRING Singapore
- i-Advisors with IE Singapore
- Scope IP™ Consultants with IPOS



Proven Branding Methodology

“No other initiative, in the last 4 years or so, has had a more profound and lasting impact in our business as the rebranding of our corporate image, under Acacia's creative direction... the rebranding has given the business a new face and a new attitude that has been positively felt at all levels, including customers, suppliers, employees, and the local community.”

Daniel Cruz
CEO
Vivian Regina, South Africa

