

iConcept Advertising Global, Inc
Business Identity Planner

		KYC	Sansin	EE
1	Business Profile (Existing)			
1.1	Company Name	KYC Machine Industry Co. Ltd, Sansin Sangyo Co., Ltd and Equipment Engineers, Inc		
1.2	Business Summary	Rental and lease, sales and construction of scaffolding & formwork	Rental and Leasing of Scaffolding and Shoring Equipment	Construction scaffolding rental business , trading import, export
1.3	Tagline(if any)	none	Supporting your homes, cities and dreams	none
1.4	Products/services	Rental and lease, sales and construction of scaffolding & formwork Product and service is environmental oriented and sustainable as it is reused for long term.	Scaffolding, Shoring System and Formworks Rental and Leasing	Trading and investment , construction , rental business
1.5	Competitive Advantage	Provide most efficient, effective and safety service of scaffolding in Japan	Strong, Reliable and Affordable Scaffolding and Shoring System	Integrated service offering because of direct supplier which is a stakeholder of JV and expertise Japanese standard. EEI 85 years leadership in construction
1.6	Target Market	General contractors, Developer of residence	Infra Developers and Construction Companies	Contractors, developers , government infra projects , ODAs, local and international
2	Design Goal			
2.1	Logo Message	Safety and quality	Utopia comes to reality	Trust , credible and quality . World class service
2.2	Logo Appeal		Dream big	Dynamic expert , solidarity
2.3	Inspiration			
3	Logo Style			
3.1	Icon & Wordmark			
3.2	Wordmark Only			
3.3	Compound Logo			
3.4	Complex Logo		X	X
4	Design Guide			
4.1	Color Reference			
4.1.1	One Color Only			
4.1.2	3 - 5 colors max			X
4.1.3	Full Color		X	
4.1.4	Choice of Color(s)			
4.2	Logo Wordmark		Please propose	
4.3	Typeface Preference			
4.3.1	Serif			
4.3.2	Sans Serif			
4.3.3	Open		X	X
4.4	Tagline			
4.4.1	Use my Tagline			
4.4.2	Include Supporting credential			
4.4.3	Graphic Icon		Bridge or highrise	
4.5	Logo Configuration			
4.5.1	Horizontal Orientation			
4.5.2	Vertical Orientation			
4.5.3	Open		X	X
4.6	Logo Application			
4.6.1	Normal Application			
4.6.2	Reverse Application			
4.6.3	Open			X
5	Special Instructions			
	<i>Describe other feature you would like for your logo</i>			
6	Mission	Environmental oriented and sustainable company Enhance level of construction industry in the country by providing safe working environment to workers Construbute to mutal economic development and exchange of culture and eeducation between Philippine and Japan		
	Vision	Enhance level of scaffolding industry in construction by providing safety and efficeient scaffolding and service with quality Lead market of scaffolding in the Philippines by providing scaffolding with quality Improvde workability and shorten lead time of construction at construction site		