COMPLETE CORPORATE BRAND ARCHITECTURE

OPHRON

Powering Every Operation

One identity for a Singapore facilities group — built to work on a business card, a van door and a quality-audit report. A ten-part master brand system, designed to be used.

SINGAPORE | FACILITIES MANAGEMENT | 10 BRAND COMPONENTS



BAPTIST DIGITEK (P) LTD.

01 — AT A GLANCE

One brand. Every operation.

CLIENT	OPHRON Strategic Holdings & Ventures — facilities & cleaning solutions, Singapore
SECTOR	Facilities management · corporate services
BRIEF	A new corporate identity strong enough for procurement teams, simple enough for a 200-person field workforce
SCOPE	Logo system · colour & typography kits · iconography · corporate identity kit · sales kit · social media system · service-delivery documents · physical brand experience · guidelines
DELIVERABLES	Print-ready CMYK files, editable templates, source files and a governing brand guidelines book



THE MASTER BRAND BOARD — ALL TEN COMPONENTS OF THE SYSTEM ON ONE SHEET

02 — THE CHALLENGE

A brand that had to live in boardrooms and on van doors.

OPHRON wins work from corporate procurement teams, then delivers it through people on site — in uniforms, in vehicles, on client floors. Most facilities brands look like one or the other: either a polished corporate shell with nothing behind it, or a practical service badge that never earns a seat at the tender table.

The brief was to build one identity that does both, and to make it *usable*: every piece had to be reproducible by printers, embroiderers, sign-makers and the client's own admin staff without a designer in the room.

3

AUDIENCES TO CONVINCE — PROCUREMENT, CLIENTS ON SITE, STAFF

40+

TOUCHPOINTS, FROM EMAIL SIGNATURE TO VEHICLE LIVERY

0

IN-HOUSE DESIGNERS AT THE CLIENT — EVERY FILE HAD TO BE SELF-SERVE

1

IDENTITY THAT HAD TO HOLD IT ALL TOGETHER

What the brand had to say without words: trust, precision, and a cleaner, healthier tomorrow — in a category where most competitors say nothing at all.



THE MARK EMBOSSED IN TAUPE ON NAVY — THE BRAND'S MOST-USED PAIRING

03 — THE IDEA

A mark built like a compass needle.

The OPHRON symbol is a single upright blade inside a ring: a spear-point for precision and a compass needle for direction. It reads as a monogram "O" from across a car park and still holds as a 10 mm favicon.

Everything else follows from that discipline. One navy for authority, one warm taupe for the human side of the business, one ivory for breathing space. A classic serif wordmark for the boardroom, a clean sans for the field.

Positioning line: "Cleaner Spaces. Brighter Tomorrows." — chosen because it promises an outcome, not a service.

04 — LOGO SYSTEM

Every version the client will ever need.

Stacked, horizontal and wordmark-only lockups. Symbol, small icon, monogram and app icon. Six approved colour versions, clear-space and minimum-size rules, and a do/don't board so no vendor ever stretches the logo.



05 — COLOUR, TYPOGRAPHY & ICONOGRAPHY

Colour

70 / 20 / 10 — navy leads, taupe warms, ivory gives room. Trust, balance, clarity.

Typography

Canela for display, Montserrat for headings, Inter for body and UI. A full hierarchy from H1 to KPI dashboards.

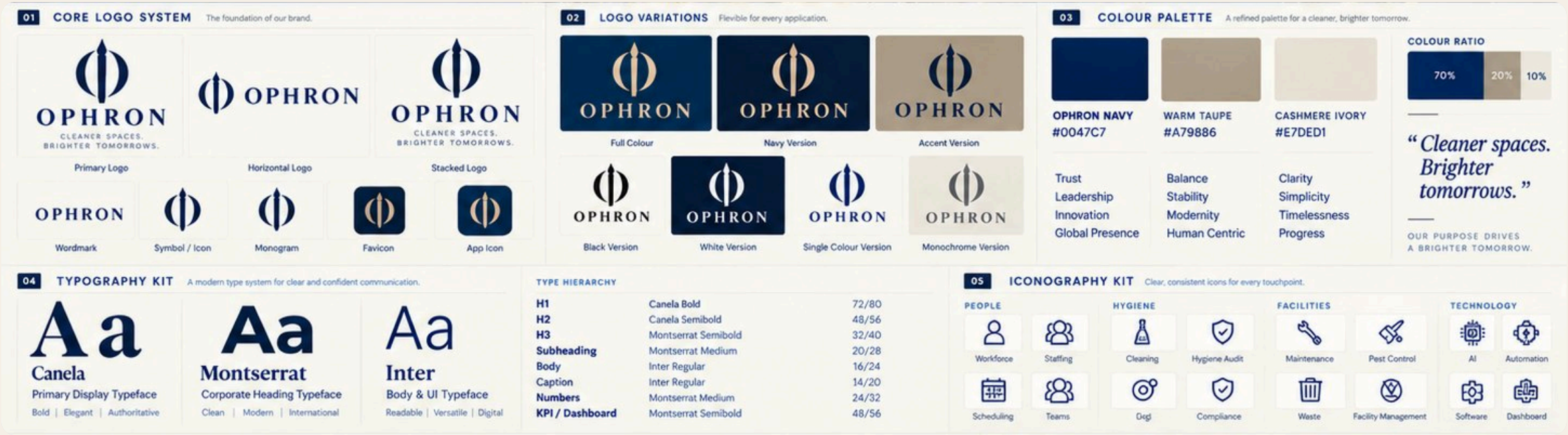
Iconography

Twenty custom icons across People, Hygiene, Facilities and Technology — so reports and apps share one visual language.

OPHRON NAVY
Trust · Leadership

WARM TAUPE
#A79886 · Balance · Human

CASHMERE IVORY
#E7DED1 · Clarity · Space



06 — CORPORATE IDENTITY KIT

Stationery that carries the brand into every letter.

Three letterhead templates and a window-envelope system, each with the same navy band, taupe rule and contact block — so a quotation and a thank-you note look like they came from the same company.





07 — FOLDERS & INVOICE KIT

The documents clients actually keep.

Presentation folders in navy and taupe with a business-card slot, and three editable A4 invoice templates built for Singapore GST — print-ready, brand-aligned, and usable by the accounts team without design help.





08 — PEOPLE & PREMIUM TOUCHPOINTS

What staff wear and what clients receive.

Name badges in navy, ivory and taupe so teams can be told apart on a client site, plus the hardbound guideline books and branded notebooks in the welcome kit that goes out with every signed contract.





09 — SALES BRANDING KIT

Tools to win the tender.

Master company deck, corporate profile, one-page overview, case-study template, bifold sales brochure and proposal cover — every document a business-development team needs, sharing one layout grid and one photographic style.



10 — SERVICE DELIVERY KIT

The brand after the contract is signed.

Client communication template, facility report, quality-control checklist, dashboard UI, team lanyards. This is where most brands fall apart — the monthly report that looks nothing like the pitch deck. Here it's the same system.



11 — PHYSICAL BRAND & SOCIAL MEDIA

Uniforms, vehicles, signage — and the feed.

Staff polos and caps, vehicle livery, equipment branding, site and office signage, event roll-ups — plus a LinkedIn and Instagram template set so the brand looks the same online as it does on the road.



PHYSICAL BRAND EXPERIENCE KIT



SOCIAL MEDIA KIT

12 — THE OUTCOME

Handed over complete, and in use.

OPHRON received a brand it can run itself: every template editable, every file print-ready, every rule written down. New staff get a badge and a signature on day one; a tender response and a facility report now look like they come from the same company — because they do.

10	60+	20	2
BRAND COMPONENTS	TEMPLATES & ASSETS	CUSTOM ICONS	GUIDELINE BOOKS

“ We needed a brand that could sit in front of a procurement committee in the morning and on a cleaning van in the afternoon. Baptist Digitek built exactly that — and handed it over so completely that our own team runs it without a designer. Our proposals, reports and uniforms finally look like one company. ”

— Isaac Vivian, Director, OPHRON Strategic Holdings & Ventures

What this means for your brand

The same system thinking that keeps OPHRON consistent across vans and uniforms keeps any brand consistent across its signboard, stationery, staff ID cards and social profiles. The scale is different; the discipline is identical.

READY TO LOOK UNFORGETTABLE?

Brands that look as good as the care they *give.*

Tell us about your clinic or brand. We reply with a scope and a quote within one working day.

WhatsApp +91 78458 34708

Email support@baptistdigitek.com

Web baptistdigitek.com/branding

01
Discover
We learn your practice, patients and positioning.

02
Concepts
Two to three identity directions, shown in real contexts.

03
Refine
Your direction becomes a full system — colours, type, stationery, digital.

04
Handover
Print-ready files, source files and a guidelines board your team can follow.

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