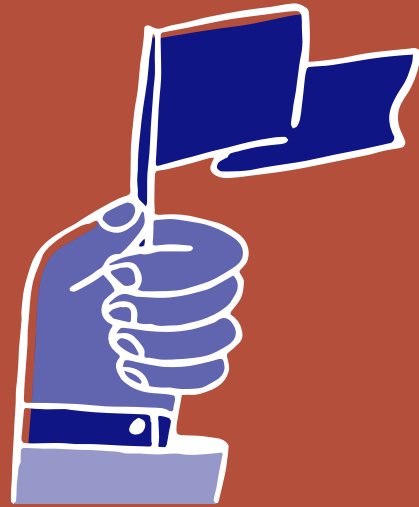


BRAND STRATEGY

FOR CO-WORKING SPACE

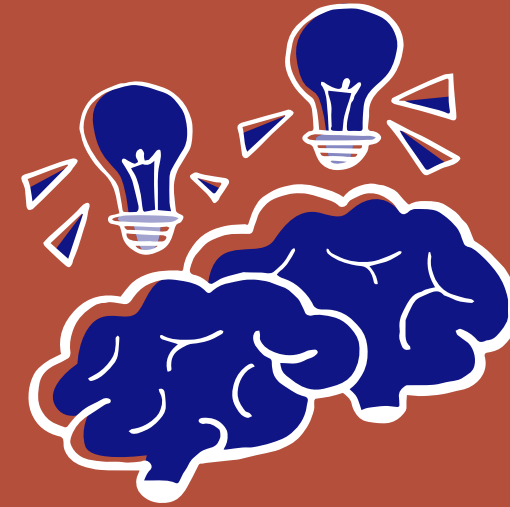


MISSION



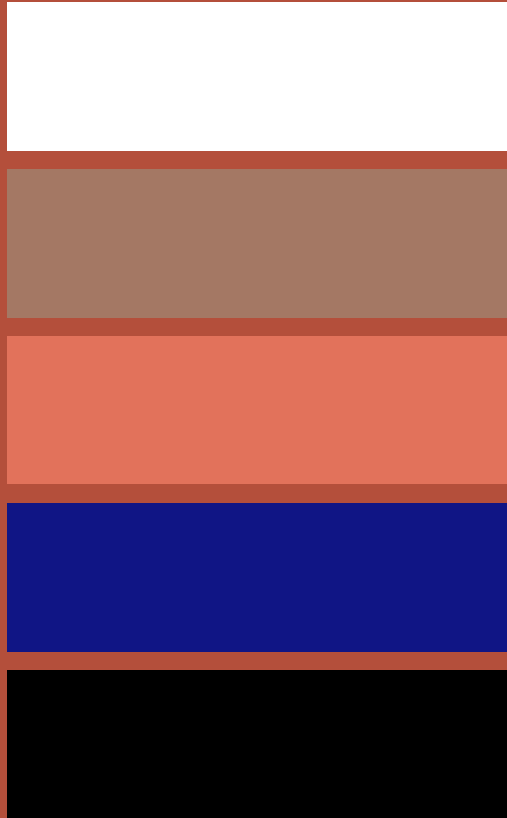
**To foster a vibrant community for
creators, freelancers, and
entrepreneurs.**

VISION



**To be the go-to co-working hub for
meaningful collaborations and
creative synergy.**

BRANDING



#FFFFFF

#A47864

#E2725B

#101585

#000000



According to WIX, colours like navy blue, terracotta red and mocha mousse will be on trend in 2025!

Fun and interesting fonts :)



DOVDE

AGRANDIR



*Modern and
minimalistic logo*

CORE VALUES



COMMUNITY

*Bringing people together to
spark ideas.*



COLLABORATION

*Creating opportunities for
teamwork and growth.*



WELL-BEING

*Promoting a healthy work-
life balance.*

TARGET AUDIENCE



Freelancers, entrepreneurs, and remote teams

Creatives, digital nomads, and startups

Professionals seeking a collaborative & social
workspace

BRAND IDENTITY



Warm, inviting, and energetic

Creative, modern and minimalistic

Diverse, inclusive and community-oriented

BRAND APPLICATIONS

- **Website:** A vibrant, easy-to-navigate space with community highlights and event calendars.
- **Social Media:** Engaging content with member spotlights, event promos, and collaboration stories.
- **Marketing Collateral:** Flyers, business cards, and newsletters with consistent branding.
- **Interior Design:** Welcoming, open spaces with oak furniture and a mixture of cream and colourful sofas and arm chairs + plants, and shared tables.



TAGLINES



"LinkUp: Connect. Create. Collaborate."

"Link up and make it happen!"

BRAND HASHTAGS



#LinkUpCollective #ConnectCreateCollaborate

#CoworkingCommunity #WorkTogether

#CreativeHub