

**DEVELOPING CORPORATE IDENTITY: A VECTOR
GRAPHIC APPROACH TO THE REBRANDING AND
PROMOTION OF THE LOGISTICS FOR NUCLEUS
CONSULTANTS**



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**DEPARTMENT OF ART AND DESIGN
UNIVERSITY OF PESHAWAR
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*A thesis submitted to the Department of Art & Design in partial fulfillments
for the requirements for the award of degree of BS Art & Design in
Communication Design.*

By:

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**DEPARTMENT OF ART AND DESIGN
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Session 2022-2026**

DECLARATION

I hereby declare that this thesis, titled “**Developing Corporate Identity: A Vector Graphic Approach to the Rebranding and Promotion of the Logistics for Nucleus Consultants**”, is my original work and has not been submitted for any degree, diploma, or other academic qualification in any institution or university.

The research, design process, and findings presented in this report are based on my own work. All references, concepts, and contributions from other sources have been properly acknowledged. I further declare that the corporate identity system, vector graphic designs, branding materials, and promotional assets included in this thesis were developed by me as part of this research project, and any visual or written sources consulted during the study have been appropriately cited.

This thesis was carried out under the supervision of Ms. Farah Javed.

Meer Muhammad Mustafa

Date: ____ / ____ / 2026

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ABSTRACT

In today's competitive business environment, a strong corporate identity is essential for building trust, recognition, and a professional brand image. A well-designed visual identity helps organizations communicate their values, services, and mission effectively to their target audience. This study, titled **“Developing Corporate Identity: A Vector Graphic Approach to the Rebranding and Promotion of the Logistics for Nucleus Consultants,”** focuses on creating a modern and cohesive brand identity that reflects the company's professionalism and expertise in the logistics and consultancy sector.

The research explores the importance of corporate branding, visual communication, logo design, typography, and color psychology in shaping a successful brand image. It also examines how vector graphics can be used to create flexible and high-quality visual assets that maintain consistency across different media platforms. Existing branding practices within the logistics industry are reviewed to understand the visual elements that contribute to effective brand recognition and communication.

Based on the findings, a complete corporate identity system is developed for Nucleus Consultants through a practice-based design process. The project includes logo development, stationery design, brand guidelines, promotional materials, and digital branding assets. Each design element is carefully created to represent the company's values of reliability, efficiency, professionalism, and growth.

This study demonstrates that a strong and consistent visual identity can improve brand visibility, strengthen customer trust, and enhance market presence. The project highlights the role of vector graphic design as an effective tool for creating professional branding solutions that support business growth and communication objectives. Overall, the rebranding of Nucleus Consultants presents a fresh and recognizable identity that effectively promotes the company's services within the logistics industry.

CHAPTER 1

INTRODUCTION

1.1 Introduction

In today's fast-paced and highly competitive business world, a strong corporate identity has become one of the most important assets for any organization. Beyond simply having a logo or a company name, corporate identity represents the overall image, personality, and values of a business. It is the visual and emotional connection that helps customers recognize, remember, and trust a brand. As markets continue to evolve and customer expectations increase, companies are increasingly investing in rebranding strategies to strengthen their position and remain relevant within their industries.

The logistics and consultancy sector is one of the most dynamic industries in the modern business environment. Companies operating in this field must demonstrate professionalism, reliability, efficiency, and innovation in order to gain the confidence of clients and stakeholders. Since logistics services involve coordination, planning, and management of complex operations, a clear and consistent corporate identity can significantly enhance a company's credibility and market presence. A well-designed visual identity not only differentiates a company from its competitors but also communicates its core values and commitment to excellence.

Nucleus Consultants is a company operating within the logistics and consultancy sector. Like many growing organizations, the company faces the challenge of maintaining a modern and professional image that reflects its expertise and business objectives. As industries become increasingly digital and visually driven, traditional branding methods may no longer be sufficient to effectively communicate a company's strengths and capabilities. Therefore, there is a need to develop a refreshed and cohesive corporate identity that accurately represents the company's vision while appealing to contemporary audiences.

This research project focuses on the development of a comprehensive corporate identity system for Nucleus Consultants through the use of vector graphic design. Vector graphics have become an essential tool in modern branding because they offer

flexibility, scalability, and consistency across various applications. Unlike raster-based images, vector graphics maintain their quality regardless of size, making them ideal for logos, promotional materials, stationery, signage, digital media, and other branding elements. Their adaptability allows designers to create professional visual systems that can be effectively used across both print and digital platforms.

The process of corporate identity development involves much more than creating a visually appealing logo. It requires a deep understanding of the company's mission, values, target audience, and industry environment. Every design decision, from color selection and typography to visual symbols and graphic elements, contributes to the overall perception of the brand. Through strategic design thinking and research-based methodologies, a corporate identity can communicate messages of trust, innovation, professionalism, and growth.

In recent years, businesses around the world have recognized the importance of rebranding as a means of adapting to changing market conditions. Rebranding allows organizations to refresh their image, improve customer perception, and align their visual identity with their current goals and future aspirations. For Nucleus Consultants, the rebranding process presents an opportunity to establish a stronger market presence while creating a unified visual language that reflects the company's expertise in logistics and consultancy services.

This study explores how vector graphic design can be utilized as an effective approach to corporate identity development and brand promotion. It examines various aspects of branding, including logo design, visual communication, color psychology, typography, and promotional design strategies. The research also investigates how successful corporate identities contribute to brand recognition, customer engagement, and business growth. By analyzing existing branding practices and applying design principles through practical studio work, the project aims to develop a professional identity system tailored specifically to the needs of Nucleus Consultants.

The practical component of this project includes the design and development of various branding materials such as logos, business stationery, corporate documents, marketing collateral, social media assets, and promotional items. These visual elements are designed to work together as part of a cohesive identity system, ensuring

consistency across all brand touchpoints. Through the use of vector graphics, the designs maintain clarity, versatility, and professional quality regardless of their application or scale.

Furthermore, this research highlights the role of graphic design as a powerful communication tool within the business sector. Effective design is not merely decorative; it serves as a strategic medium for conveying information, shaping perceptions, and building meaningful relationships between organizations and their audiences. A strong corporate identity can influence how customers perceive a company, how employees connect with organizational values, and how stakeholders evaluate business credibility.

The significance of this project lies in its contribution to both academic research and professional design practice. It demonstrates how design methodologies can be applied to solve real-world branding challenges while emphasizing the importance of visual communication in contemporary business environments. The project also provides insight into the practical application of vector graphic techniques in creating scalable and sustainable branding solutions.

In conclusion, the development of a corporate identity for Nucleus Consultants represents an opportunity to enhance the company's visual presence and strengthen its position within the logistics and consultancy industry. Through research, analysis, and creative design exploration, this study seeks to create a modern, professional, and memorable brand identity that effectively communicates the company's values and services. The project ultimately demonstrates how strategic branding and vector graphic design can contribute to successful business promotion and long-term organizational growth.

1.2 Statement of the Problem

In today's competitive business environment, organizations need a strong and recognizable corporate identity to effectively communicate their values, services, and professionalism. However, many companies within the logistics and consultancy sector struggle with outdated or inconsistent branding that fails to represent their capabilities and market position. A weak visual identity can reduce brand recognition,

limit customer engagement, and make it difficult for businesses to stand out among competitors.

Nucleus Consultants operates in a professional industry where trust, reliability, and efficiency are essential for success. Despite providing valuable logistics and consultancy services, the company requires a more cohesive and modern visual identity that accurately reflects its expertise and organizational values. Existing branding elements may not effectively communicate the company's professional image or create a memorable impression on potential clients.

This study addresses the need for a strategic rebranding solution by exploring how vector graphic design can be used to develop a strong corporate identity system. The research focuses on creating a visually consistent brand image that enhances recognition, improves communication, and strengthens the promotional efforts of Nucleus Consultants within the logistics industry.

1.3 Aim of the Study

The main aim of this study is to develop a professional and cohesive corporate identity for Nucleus Consultants through the application of vector graphic design. The project seeks to create a modern visual branding system that effectively communicates the company's values, services, and market position while supporting its rebranding and promotional objectives.

1.4 Objectives of the Study

The study aims to achieve the following objectives:

- To explore the role of corporate identity in establishing a strong and recognizable brand image.
- To examine the importance of visual communication in the logistics and consultancy sector.
- To investigate the use of vector graphic design as an effective tool for branding and rebranding.
- To analyze existing branding practices and identify key elements that contribute to successful corporate identities.

- To design a professional logo that reflects the vision, values, and services of Nucleus Consultants.
- To develop a complete corporate identity system, including stationery, promotional materials, and digital branding assets.
- To establish consistency across various brand applications through the use of vector graphics.
- To enhance the visibility, credibility, and market presence of Nucleus Consultants through strategic visual communication.
- To demonstrate the effectiveness of design-based research in solving real-world branding challenges.

1.5 Scope of the Study

This study focuses on the development of a corporate identity system for Nucleus Consultants within the logistics and consultancy sector. The research is limited to the design and implementation of visual branding elements using vector graphic techniques. The project includes logo development, typography selection, color palette creation, stationery design, promotional materials, corporate branding assets, and digital applications.

The study examines relevant theories related to branding, corporate identity, visual communication, and graphic design to support the conceptual development of the project. Practical work includes research, concept development, sketching, digital design exploration, and the production of branding materials that collectively form a cohesive identity system.

Furthermore, the research focuses on visual identity development and brand promotion rather than business operations, financial performance, or marketing analytics. The project emphasizes creative problem-solving through design and demonstrates how a well-structured corporate identity can contribute to stronger brand recognition and professional communication within the logistics industry.

CHAPTER 2

RESEARCH METHODOLOGY

2.1 Methodological Approach

This study adopts a qualitative and practice-based research approach to explore the development of a corporate identity for Nucleus Consultants. The research combines theoretical investigation with creative design practice to understand how visual communication can contribute to effective branding and promotion within the logistics and consultancy sector.

A design-based methodology was selected because the project focuses on solving a real-world branding challenge through visual design solutions. The research involves studying corporate identity principles, branding strategies, visual communication methods, and vector graphic techniques before applying this knowledge to the development of a complete identity system. The combination of research and practical design exploration allows for a deeper understanding of how visual elements can communicate a company's values and professional image.

2.2 Research Design and Data Collection Methods

The research was conducted in two main phases: theoretical research and practical design development.

The theoretical phase involved collecting and reviewing information from books, journal articles, design publications, branding case studies, online resources, and academic research related to corporate identity, branding, logo design, typography, color psychology, and visual communication. Existing branding systems from logistics and consultancy companies were also analyzed to identify common visual characteristics and successful branding strategies.

The practical phase focused on applying the research findings through the design process. Information gathered during the literature review was used to develop concepts, visual directions, and branding solutions for Nucleus Consultants.

Observations, visual analysis, brainstorming, and sketch development were used to generate ideas and evaluate different design possibilities throughout the project.

This combination of secondary research and studio-based experimentation provided the foundation for creating a professional and effective corporate identity system.

2.3 Materials and Studio Tools

Various digital tools and design resources were used throughout the project to support the development of the corporate identity.

The primary software used for vector graphic design was Adobe Illustrator, which enabled the creation of scalable and high-quality visual assets. Adobe Photoshop was used where necessary for image editing, mockups, and presentation materials. Additional digital resources, including typography libraries, color palette references, branding guidelines, and visual inspiration boards, were also utilized during the design process.

The materials produced during the project included logo sketches, digital illustrations, typography explorations, stationery designs, business cards, letterheads, promotional materials, social media graphics, and brand application mockups. These materials allowed the identity system to be tested across various print and digital platforms.

The use of professional design software ensured accuracy, consistency, and flexibility throughout the branding development process.

2.4 Studio Practice and Artwork Development Process

The studio practice began with extensive research into the company profile, industry requirements, target audience, and branding objectives of Nucleus Consultants. This stage helped establish a clear understanding of the company's values, services, and desired market positioning.

Following the research phase, brainstorming and concept development activities were conducted to generate initial design ideas. Multiple sketches and visual concepts were explored to identify symbols, forms, and graphic elements that could effectively

represent the company's identity. Particular attention was given to themes such as professionalism, reliability, connectivity, movement, efficiency, and growth, which are closely associated with the logistics industry.

After selecting the strongest concepts, the designs were digitally developed using vector graphic techniques. Various logo variations, typography options, color schemes, and layout structures were tested and refined through an iterative design process. Feedback and evaluation were continuously incorporated to improve visual clarity, functionality, and brand consistency.

Once the final logo and visual identity were established, supporting branding materials were developed. These included stationery systems, promotional designs, corporate documents, digital media assets, and mockup presentations. The completed identity system was then evaluated to ensure consistency across all applications and communication platforms.

This process allowed the project to move from research and conceptualization to the creation of a cohesive and professional corporate identity for Nucleus Consultants.

2.7 Justification of Methodological Choices

The chosen methodology was considered the most appropriate for this study because corporate identity design is both a research-driven and creative process. A purely theoretical approach would not provide practical branding outcomes, while a purely design-focused approach would lack the research foundation necessary for strategic decision-making.

The qualitative and practice-based methodology allowed theoretical knowledge to be directly integrated into the design process. By combining literature review, visual analysis, concept development, and studio experimentation, the research was able to produce solutions that were both visually effective and strategically informed.

Furthermore, vector graphic design was selected as the primary design method because of its versatility, scalability, and professional application across multiple media formats. Since corporate identities must function consistently in both digital

and print environments, vector graphics provided the ideal solution for maintaining visual quality and brand consistency.

The selected methodology therefore ensured that the final branding system was supported by both academic research and practical design exploration.

2.8 Chapter Summary

This chapter outlined the research methodology used in the development of a corporate identity for Nucleus Consultants. The study employed a qualitative, practice-based approach that combined theoretical research with studio design practice. Data was collected through literature review, visual analysis, branding research, and case study investigation, while the practical component focused on concept development, vector graphic design, and the creation of branding materials.

The chapter also discussed the tools, materials, and creative processes used throughout the project, as well as the rationale behind the chosen methodology. By integrating research and design practice, the study established a structured framework for developing a professional corporate identity system that effectively supports the rebranding and promotion of Nucleus Consultants.

CHAPTER 3

DESIGN PROCESS

3.1 Research Board



COLOR SCHEME

The Nucleus Consultants color palette embodies innovation, confidence, and professionalism. The yellow-orange tone symbolizes creativity and optimism, reflecting the company's forward-thinking vision and enthusiasm for progress. The magenta-pink adds a vibrant sense of innovation and energy, showing the brand's dynamic approach to problem-solving. Balancing these bold colors, the dark gray represents reliability, structure, and trust — the foundation of every consulting service they deliver.

STYLE OF POSTERS



I am working on promoting the logistics category of Nucleus Consultants through a storytelling approach that connects with viewers on a visual and emotional level. Each design is crafted to translate complex logistics concepts.

TYPOGRAPHY



3.1.(I) Research Board Explanation

The research board was developed to establish a clear visual direction for the corporate identity and promotional materials of Nucleus Consultants. It served as a foundation for exploring design concepts, color relationships, typography styles, and visual references relevant to the logistics and consultancy industry. By collecting and analyzing different branding examples, the board helped define the overall personality and visual language of the project before the design process began.

The board incorporates visual references from contemporary logistics branding, transportation networks, promotional campaigns, and modern corporate communication materials. These references were selected to understand how successful organizations use design to communicate professionalism, reliability, efficiency, and innovation. The research process also involved examining existing corporate identities within the logistics sector to identify common visual trends and effective branding strategies.

Color Scheme

The selected color palette plays an important role in communicating the values of Nucleus Consultants. The combination of yellow, orange, magenta, and dark gray was chosen to create a balance between energy and professionalism. The yellow and orange tones symbolize progress, optimism, movement, and innovation, reflecting the dynamic nature of logistics operations. The magenta color introduces creativity, confidence, and modernity, while the dark gray provides stability, trust, and professionalism. Together, these colors create a distinctive visual identity that reflects the company's commitment to efficient and reliable consultancy services.

Visual Style and Promotional Direction

The research board also explores the visual style of promotional materials that will be used throughout the branding system. The selected references demonstrate clean layouts, bold imagery, strong typography, and effective use of color contrast. Logistics-related visuals such as transportation vehicles, route networks, fleet

management systems, and digital tracking technologies were considered to ensure that the final designs accurately represent the industry.

The promotional direction focuses on creating visually engaging designs that communicate complex logistics services in a simple and accessible manner. Through the use of vector graphics, modern layouts, and impactful visual storytelling, the branding aims to establish a professional and memorable presence across both print and digital platforms.

Typography

Typography was carefully studied as part of the research board to ensure readability, consistency, and brand recognition. The selected typefaces feature clean, modern, and bold characteristics that reflect professionalism and confidence. A strong typographic hierarchy was considered essential for improving communication across marketing materials, corporate documents, and digital content. The typography complements the overall visual identity while maintaining clarity and effectiveness across different applications.

3.2 Mood Board



3.2 (I) Mood Board

The final mood board was developed to establish the visual identity and creative direction for the rebranding of Nucleus Consultants. After completing the research board, a collection of visual references, branding examples, typography studies, color

explorations, and logistics-related promotional materials was organized to guide the overall design process. The mood board served as a bridge between research and design development, helping to translate conceptual ideas into a cohesive visual language.

The mood board is centered around themes of professionalism, reliability, connectivity, movement, and innovation. These themes reflect the core values of Nucleus Consultants and the dynamic nature of the logistics industry. Visual references featuring transportation networks, cargo operations, route mapping systems, fleet management technologies, and modern corporate branding were selected to communicate efficiency and global connectivity. The imagery emphasizes the movement of goods, information, and services, which are essential aspects of logistics operations.

A vibrant yet professional color palette was chosen to strengthen the brand identity. Shades of yellow and orange symbolize energy, progress, and forward movement, while magenta represents creativity, innovation, and confidence. Dark gray and neutral tones provide balance by conveying stability, trust, and professionalism. Together, these colors create a modern visual system that supports both corporate communication and promotional activities.

The typography selected for the project focuses on clarity, readability, and visual impact. Bold and contemporary typefaces were chosen to reflect confidence and professionalism while ensuring effective communication across print and digital media. The use of strong typography also contributes to a recognizable brand presence and enhances the overall visual hierarchy of the design system.

The mood board further incorporates design elements such as directional arrows, route indicators, location markers, transportation symbols, and geometric shapes inspired by logistics networks. These elements visually communicate movement, connectivity, organization, and growth, reinforcing the company's role within the logistics and consultancy sector. The integration of these visual components helps establish a consistent and recognizable corporate identity.

The overall visual style combines modern corporate aesthetics with strategic visual communication. Clean layouts, bold imagery, structured compositions, and dynamic graphic elements were selected to create a professional yet engaging appearance. This approach ensures that the final branding materials effectively communicate the company's values while maintaining consistency across various applications, including stationery, promotional campaigns, social media platforms, and digital communications.

The primary keywords identified through the mood board include Reliability, Efficiency, Connectivity, Professionalism, Innovation, Growth, Trust, and Movement. These concepts guided the creative decision-making process throughout the project and played a significant role in shaping the final corporate identity system.

Overall, the mood board successfully established the creative foundation for the development of a modern and cohesive corporate identity for Nucleus Consultants. It provided visual clarity, design direction, and strategic inspiration that informed the logo development, branding applications, promotional materials, and overall rebranding process.

3.3 Introduction

This chapter presents the findings gathered through visual research, branding analysis, concept exploration, sketch development, and digital design practices conducted for the rebranding of Nucleus Consultants. The findings were analyzed to identify key visual communication strategies, branding elements, and design approaches used in the development of a professional corporate identity system. The results are presented according to the major themes that emerged during the creative process. Each theme highlights observations, conceptual interpretations, and design explorations related to logo development, visual identity, color psychology, typography, and promotional branding within the logistics and consultancy sector.

3.4 Conceptual and Design Development of Corporate Identity

A variety of logo concepts, branding elements, and promotional designs were developed throughout the research process. These designs were based on the core

values of Nucleus Consultants, including professionalism, reliability, efficiency, innovation, and connectivity. The design development process involved brainstorming, sketching, vector graphic experimentation, color exploration, typography selection, and branding applications. Most design explorations focused on creating a visual identity that accurately represents the company's position within the logistics and consultancy industry.

The findings revealed that a successful corporate identity requires a balance between visual appeal and strategic communication. Through design evaluation and feedback, it was observed that clean compositions, meaningful symbolism, and consistent branding elements enhanced the effectiveness of visual communication. The study also demonstrated how vector graphics contribute to scalability, clarity, and consistency across various branding applications.

3.5 (I) Theme One: Development of a Distinct Corporate Identity

Most design explorations emphasized the importance of creating a unique and recognizable visual identity. The logo, typography, color palette, and supporting graphic elements were developed to communicate the company's values and services. It was observed that simple yet meaningful visual symbols created stronger brand recognition and improved communication with the target audience.

The findings indicate that a strong corporate identity serves as the foundation for successful branding by creating a memorable and professional image that differentiates the company from competitors.

3.5 (II) Theme Two: Effectiveness of Vector Graphic Design

The research findings highlighted the significant role of vector graphic design in the branding process. Vector-based designs provided flexibility, scalability, and consistency across different media platforms. It was observed that logos and branding materials created using vector graphics maintained their visual quality regardless of size or application.

The findings suggest that vector graphics are essential for developing professional corporate identities because they allow seamless adaptation across print materials, digital platforms, promotional products, and large-scale branding applications.

3.5 (III) Theme Three: Visual Communication and Brand Perception

The study revealed that visual communication strongly influences how audiences perceive a brand. Design elements such as typography, layout structure, imagery, and graphic consistency contributed to building trust and professionalism. It was observed that clear visual communication helped simplify complex logistics concepts and made the company's services more accessible to potential clients.

These findings demonstrate that effective branding goes beyond aesthetics and plays an important role in shaping customer perception and organizational credibility.

3.5 (IV) Theme Four: Importance of Color and Typography

Color and typography played a crucial role in establishing the personality of the brand. The selected color palette was designed to represent energy, reliability, innovation, and growth, while the typography was chosen to communicate professionalism and clarity. It was observed that consistent use of color and type enhanced visual recognition and strengthened the overall identity system.

The findings suggest that color and typography function as essential branding tools that contribute to emotional connection, brand recall, and visual consistency.

3.5 (V) Theme Five: Rebranding and Promotional Impact

The study found that the integration of corporate identity and promotional design significantly improved the communication potential of Nucleus Consultants. Branding materials such as stationery, promotional graphics, social media content, and corporate applications created a unified visual presence that reinforced the company's professional image.

The findings indicate that strategic rebranding can strengthen market visibility, improve brand recognition, and support long-term business growth. The combination

of corporate identity design and promotional communication creates a cohesive brand experience for both existing and potential clients.

3.6 Summary of Findings

The findings revealed five major themes, including the development of a distinct corporate identity, the effectiveness of vector graphic design, visual communication and brand perception, the importance of color and typography, and the impact of rebranding and promotion. The results indicate that a well-developed corporate identity can effectively communicate the values and services of Nucleus Consultants while strengthening its professional image within the logistics industry.

The study demonstrates that strategic branding and vector graphic design work together to create a cohesive, recognizable, and adaptable identity system. Through research, concept development, and practical design application, the project successfully established a modern corporate identity that supports the rebranding and promotion of Nucleus Consultants.

CHAPTER 4

CATALOGING

4.1 Introduction

This chapter presents the final design outcomes developed for the project titled **"Developing Corporate Identity: A Vector Graphic Approach to the Rebranding and Promotion of the Logistics for Nucleus Consultants."** This chapter presents the final design outcomes developed for the project titled **"Developing Corporate Identity: A Vector Graphic Approach to the Rebranding and Promotion of the Logistics for Nucleus Consultants."** The purpose of this chapter is to showcase the final branding solutions and demonstrate how the corporate identity has been applied across various communication and promotional platforms.

The final identity system was designed to reflect the core values of Nucleus Consultants, including professionalism, reliability, innovation, efficiency, and connectivity. The project focused on creating a cohesive visual language that strengthens brand recognition and effectively communicates the company's services within the logistics and consultancy sector. Through the use of vector graphics, all design elements maintain consistency, scalability, and adaptability across different applications.

The catalog includes the final logo design, color palette, typography system, corporate stationery, promotional materials, social media branding, and various brand applications. The logo serves as the primary visual identifier of the company, while the color palette and typography establish a distinctive and recognizable brand personality. Supporting materials such as business cards, letterheads, envelopes, brochures, posters, banners, and digital advertisements further reinforce the visual identity and ensure consistency across all communication channels.

In addition, various mockups and brand applications were developed to demonstrate the practical implementation of the identity system. These include vehicle branding, office signage, presentation templates, corporate merchandise, and social media graphics. Each application was carefully designed to maintain a professional appearance while enhancing the visibility and promotional impact of the brand.

The cataloging process highlights how strategic branding and vector graphic design can be combined to create a strong corporate identity that supports organizational growth and market recognition. The final outcomes demonstrate the successful rebranding of Nucleus Consultants and provide a comprehensive visual system capable of representing the company across both print and digital platforms.

4.2 Final Logo Design

The final logo was developed to create a distinctive and professional visual identity for Nucleus Consultants while reflecting the company's role within the logistics and consultancy industry. The design combines modern geometric forms with logistics-related symbolism to create a memorable and meaningful brand mark. The logo was designed using vector graphic techniques to ensure scalability, consistency, and adaptability across various branding applications.

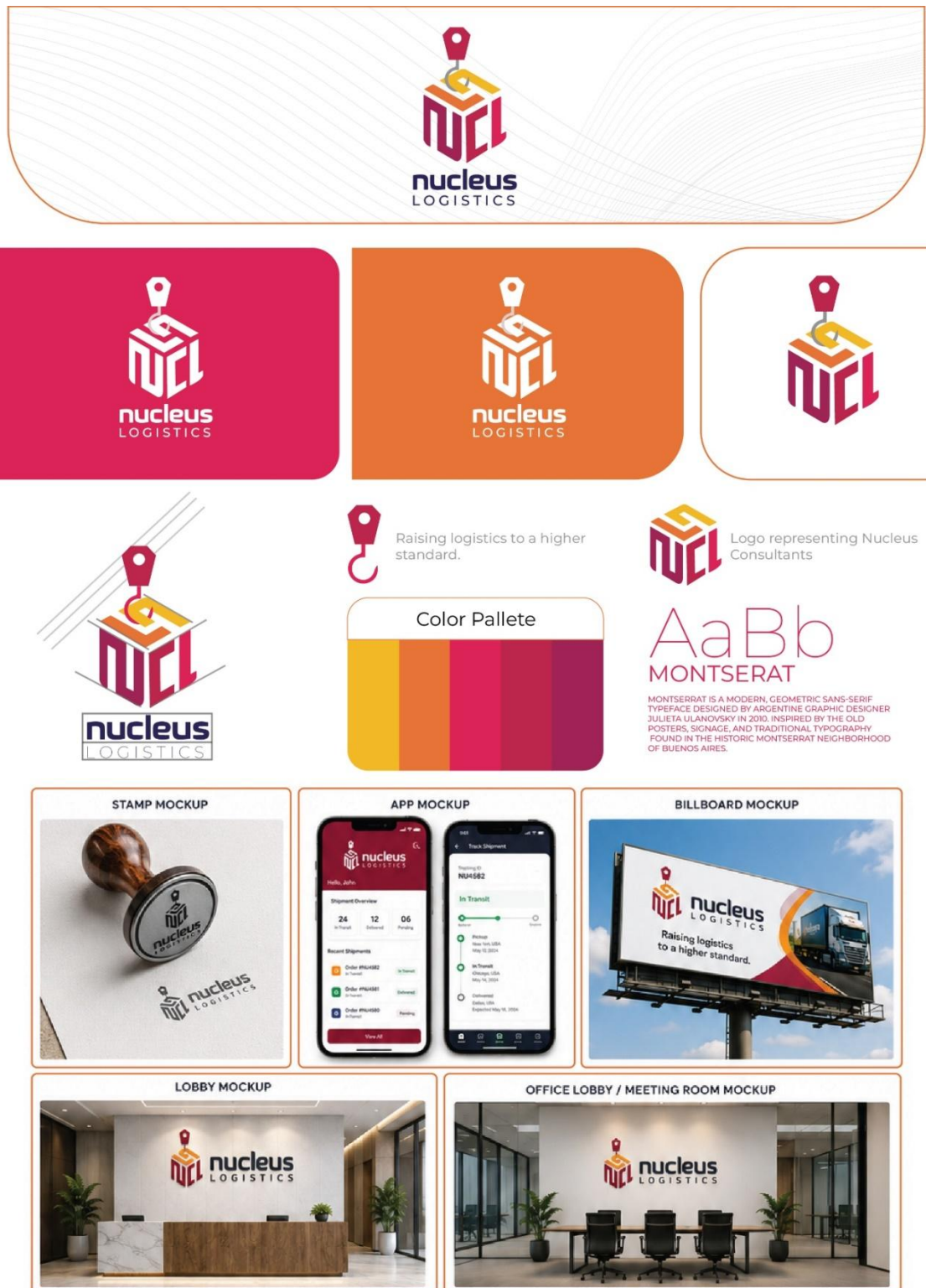
The primary structure of the logo is formed through the integration of the initials "N" and "L," representing Nucleus Logistics. These letterforms are arranged within a geometric cube-like composition that symbolizes structure, organization, stability, and operational efficiency. The three-dimensional appearance of the mark reflects the interconnected nature of logistics networks and the movement of goods, services, and information.

A location pin element is positioned at the top of the logo to represent navigation, route management, delivery destinations, and geographic connectivity. This visual element directly relates to the logistics sector and reinforces the company's commitment to providing efficient transportation and consultancy solutions. The integrated hook shape further symbolizes cargo handling, transportation services, and the movement of resources throughout supply chain operations.

The selected color palette consists of yellow, orange, magenta, and deep purple tones. Yellow and orange represent energy, growth, innovation, and forward movement, while magenta communicates creativity, confidence, and modern thinking. The darker purple tone provides balance and conveys professionalism, trust, and reliability. Together, these colors create a vibrant yet professional identity that distinguishes the brand within a competitive market.

The logotype utilizes the Montserrat typeface, chosen for its clean geometric structure and contemporary appearance. The typography enhances readability while supporting the modern and professional character of the brand. Its simple and balanced design complements the symbol and contributes to a cohesive visual identity system.

Overall, the final logo successfully communicates the core values of Nucleus Consultants, including reliability, connectivity, efficiency, professionalism, and growth. Through the combination of symbolic elements, geometric construction, and strategic color selection, the logo establishes a strong corporate identity that effectively supports the company's rebranding and promotional objectives.



4.3 Color Palette

The color palette was carefully selected to communicate the personality and values of the brand. Warm shades of yellow and orange represent energy, progress, innovation,

and forward movement, while magenta introduces creativity and confidence. Dark gray serves as a stabilizing element that conveys professionalism, trust, and reliability.

The selected colors create a strong visual identity and provide consistency across all branding materials. The palette was designed to function effectively in both digital and print environments while maintaining visual impact and readability.

4.4 Typography System

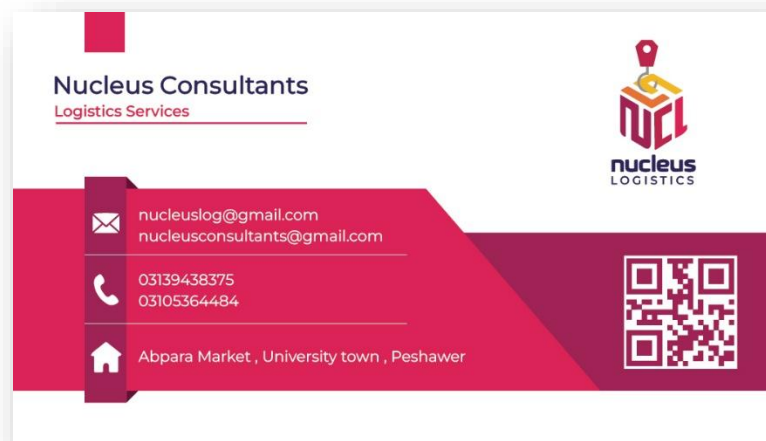
Typography plays an important role in establishing a consistent visual identity. The selected typefaces were chosen for their modern, professional, and highly readable characteristics. Bold typography is used for headlines and key messages, while clean supporting typefaces ensure clarity throughout corporate communications.

The typography system contributes to the overall branding strategy by reinforcing professionalism and creating visual consistency across all applications.

4.5 Stationery Design

A complete corporate stationery system was developed to support professional communication within the organization. The stationery package includes business cards, letterheads, envelopes, and official document templates. Each item incorporates the visual identity elements of the brand, including the logo, color palette, typography, and graphic motifs.

The stationery system ensures consistency in corporate correspondence while strengthening brand recognition among clients and stakeholders.







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4.6 Social Media Branding

Digital communication plays a significant role in modern brand promotion. Therefore, a series of social media templates and promotional graphics were developed to establish a consistent online presence for Nucleus Consultants. These designs maintain the visual identity system while adapting content for various digital platforms.

The social media applications help strengthen audience engagement and enhance the company's professional image in the digital environment.



4.7 Brand Applications and Mockups

To demonstrate the practical implementation of the corporate identity, various brand applications and mockups were developed. These include office signage, corporate merchandise, vehicle branding, presentation templates, uniforms, and digital interfaces. The mockups illustrate how the visual identity functions across different real-world applications while maintaining consistency and professionalism.

These applications provide a comprehensive view of how the rebranded identity can be implemented throughout the organization.

4.8 Posters

The poster series was developed as part of the promotional campaign for Nucleus Consultants to strengthen brand visibility and communicate the company's logistics services in a clear and engaging manner. The design approach follows a minimalist concept, focusing on simplicity, strong visual hierarchy, and effective communication. Rather than overcrowding the layouts with excessive information, the posters utilize clean compositions, bold typography, and carefully selected imagery to deliver messages quickly and efficiently.

The visual concept is inspired by movement, connectivity, transportation, and modern logistics systems. Elements such as delivery vehicles, route tracking, cargo transportation, location indicators, and directional graphics were incorporated to reflect the nature of the logistics industry. These visuals help communicate the company's expertise while creating a professional and contemporary appearance.

A minimal design style was chosen to enhance readability and create a strong visual impact. The use of negative space allows key information to stand out while maintaining balance within the composition. Bold headlines and concise messaging were used to capture attention and reinforce the core values of efficiency, reliability, and professionalism associated with Nucleus Consultants.



EVERY DELIVERY STARTS WITH
A PROMISE.



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YOU CAN EASILY TRACK US
WITH OUR APP



You Pack , We Take

We Care

The image shows a smartphone with the 'Track us' app open. The app screen displays a red cube icon with a checkmark and the text 'Track us'. Below the icon is a red button labeled 'Click here >'. Underneath the button are two input fields: 'Order number' and 'Estimated time', each with a red arrow icon. The phone is positioned in front of a stack of four cardboard boxes, each labeled 'FRAGILE' and featuring a red ribbon. The background is a solid red color.

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**YOUR ORDER IS HERE OUT
THE DOOR STEP !**



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4.9 Chapter Summary

This chapter presented the final catalog of design outcomes developed for the rebranding of Nucleus Consultants. The catalog included the final logo, color palette, typography system, stationery designs, promotional materials, social media assets, and brand applications. Together, these elements form a cohesive corporate identity system that effectively communicates the company's values and strengthens its presence within the logistics and consultancy industry. The completed branding system demonstrates the successful application of vector graphic design as a strategic tool for corporate identity development and brand promotion.

4.10 Thesis Display



CHAPTER 5

CONCLUSION

5.1 SWOT Analysis

Strengths

The proposed corporate identity for Nucleus Consultants possesses several strengths that contribute to its effectiveness and professional appeal. The logo design is simple, memorable, and highly adaptable, allowing it to function effectively across both print and digital platforms. The use of vector graphics ensures scalability and consistency in all branding applications. The selected color palette creates a strong visual impact while communicating professionalism, innovation, and reliability. Additionally, the cohesive branding system strengthens brand recognition and helps establish a trustworthy image within the logistics and consultancy industry.

Weaknesses

One potential weakness of the identity system is that the modern and minimal design approach may require consistent implementation to maintain its effectiveness. Inconsistency in the application of colors, typography, or logo usage could reduce brand recognition. Furthermore, as a newly developed corporate identity, it may take time for existing and potential clients to fully associate the visual identity with the services offered by Nucleus Consultants. Continuous promotion and brand exposure are therefore necessary to strengthen market awareness.

Opportunities

The rebranding project provides significant opportunities for Nucleus Consultants to enhance its market presence and attract new clients. The modern visual identity can improve the company's professional image and create stronger engagement across digital platforms, social media channels, and promotional campaigns. The growing demand for logistics and consultancy services also presents opportunities for the company to expand its operations while utilizing the new corporate identity as a strategic branding tool. Furthermore, the flexibility of vector graphic design allows

future adaptation and expansion of branding materials without compromising visual consistency.

Threats

The project may also face certain external challenges. One major threat is the dominance of fast fashion and mass production, which often undervalues conceptual and handmade textile work. Another challenge is strong competition within the fashion and textile industry, where many designers are also exploring narrative and experimental design approaches. The increasing use of digital production methods may also reduce appreciation for traditional textile techniques. Additionally, misinterpretation of narrative themes by viewers may affect the intended meaning of the designs. In the future, maintaining originality, strong conceptual clarity, and proper documentation will be essential to overcome these challenges. The logistics and consultancy sector is highly competitive, with many companies competing for market visibility and customer attention. Similar branding approaches used by competitors may reduce differentiation if not supported by effective marketing strategies. Rapid changes in design trends and digital communication platforms may also require periodic updates to maintain relevance. Additionally, ineffective implementation of the corporate identity across different communication channels could weaken the overall brand image and reduce the impact of the rebranding effort.

5.2 Introduction

This chapter presents the discussion, conclusions, and recommendations derived from the study titled "**Developing Corporate Identity: A Vector Graphic Approach to the Rebranding and Promotion of the Logistics for Nucleus Consultants.**" The chapter examines the major findings of the research and evaluates how the developed corporate identity addresses the branding and promotional needs of Nucleus Consultants. It also discusses the practical significance of the project, identifies limitations encountered during the research process, and provides recommendations for future studies in the field of corporate identity design and visual communication.

5.3 Discussion of Major Findings

The findings of this study demonstrate that a strong and cohesive corporate identity plays a significant role in improving brand recognition and professional communication. Through the research and design process, it was observed that the combination of meaningful visual symbolism, strategic color selection, and modern typography contributes to the development of a memorable brand image. The final logo successfully communicates the concepts of logistics, connectivity, reliability, and growth while maintaining a professional appearance suitable for the consultancy sector.

The study further revealed that vector graphic design provides an effective solution for creating adaptable and scalable branding materials. Because vector graphics maintain quality across different sizes and applications, they proved highly suitable for corporate identity development. The research also highlighted the importance of consistency across branding materials, including stationery, promotional designs, digital content, and corporate applications. A unified visual system strengthens brand recognition and enhances communication with target audiences.

Additionally, the promotional materials developed during the project demonstrated how strategic visual communication can improve audience engagement and support business promotion. The findings confirm that a well-designed corporate identity can positively influence public perception and strengthen the overall market presence of an organization.

5.4 Practical Implications

The outcomes of this project have practical value for both Nucleus Consultants and the broader field of graphic design. The developed corporate identity system provides a professional visual framework that can be implemented across various communication platforms, including print media, digital marketing, corporate documents, social media, and promotional campaigns.

The project demonstrates how design can be used as a strategic tool to solve branding challenges and enhance organizational communication. The identity system developed through this research can help Nucleus Consultants improve brand consistency, strengthen customer trust, and establish a more recognizable presence within the logistics and consultancy industry. The findings may also serve as a useful reference for designers and organizations seeking to undertake similar rebranding initiatives.

5.5 Limitations of the Study

Although the project achieved its objectives, certain limitations were encountered during the research process. The study focused primarily on the development of visual identity components and did not include long-term market testing or audience response analysis. As a result, the effectiveness of the branding system was evaluated mainly through design principles and professional practice rather than extensive consumer feedback.

Additionally, the scope of the project was limited to the branding and promotional requirements of Nucleus Consultants. Factors such as financial performance, marketing analytics, and business management strategies were beyond the scope of this study. Time constraints also limited the development of some advanced branding applications and large-scale implementation strategies.

5.6 Recommendations for Future Research

Future studies may expand upon this research by investigating the long-term impact of corporate identity design on customer perception, brand loyalty, and business

growth. Researchers may also explore the effectiveness of digital branding strategies and social media communication within the logistics industry.

Further research could include audience testing, customer feedback analysis, and comparative studies of branding approaches used by competing logistics companies. Additionally, future projects may investigate the integration of motion graphics, interactive media, and emerging digital technologies into corporate identity systems to enhance user engagement and brand communication.

5.7 Conclusion

This study successfully developed a comprehensive corporate identity system for Nucleus Consultants through the application of vector graphic design. The project demonstrated the importance of strategic branding, visual communication, and design consistency in creating a professional and recognizable brand image. Through research, concept development, and practical design implementation, a cohesive identity system was established that reflects the company's values of reliability, efficiency, professionalism, and innovation.

The findings indicate that corporate identity is a powerful communication tool capable of enhancing brand recognition, improving market visibility, and strengthening organizational credibility. The use of vector graphics ensured flexibility, scalability, and consistency across all branding applications, making the identity suitable for both current and future communication needs.

Overall, the project achieved its primary aim of developing a modern and effective corporate identity that supports the rebranding and promotion of Nucleus Consultants within the logistics and consultancy industry. The study contributes to the understanding of branding as a strategic design practice and demonstrates how visual identity can play a meaningful role in organizational growth and success.

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