



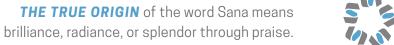


CELEBRATING 39 YEARS OF BRANDING BRILLIANCE



# Reimagine your brand's inner brilliance.

Sana is a strategic brand consultancy that redefines the world's leading business enterprises. By combining strategic disciplines with creative expression, we transform our clients' brand narratives into brilliant identity systems that ignite high growth and ensure sustainable profitability.







# Areas of Expertise and Mastery

#### **BRAND RESEARCH**

Brand and Name Equity Research
Brand Positioning Development
Positioning Evaluation
Customer Experience Journey
Creative Evaluation
Communications Optimization
Product and Service Innovation

#### **BRAND STRATEGY**

Brand Compass Workshop
Brand Strategy Consulting
Company and Product Naming
Brand Architecture
Discover Your North Star
Develop Brand Core
Brand Positioning and Pillars
Customer Experience Roadmap

#### **BRAND EXPRESSION**

Corporate Identity
Brand Visual Expression
Brand Voice and Tone
Internal and External Brand Launches
Social, Digital and Website Development
Sales Tools and Training
Brand Collateral and Execution

#### **BRAND MANAGEMENT**

Brand Standards and Guidelines Book Infusing the Brand Into Hiring and Training Brand Tracking and Measurement Brand Compliance























WALT DISNEY

NATIONAL GEOGRAPHIC

DISNEY INTERACTIVE

HB0

NATIONAL PUBLIC RADIO

**BUENA VISTA PICTURES** 

**TOUCHSTONE PICTURES** 

HOLLYWOOD PICTURES

JERRY BRUCKHEIMER FILMS

NICKELODEON

TIME WARNER

NFL

**BRISTOL-MEYERS SQUIB** 

JOHNSON & JOHNSON

MERK

**ASTRAZENECA** 

TAMPA GENERAL HOSPITAL

**ABBOTT** 

**BAYER** 

**PFIZER** 

**GLAXO SMITH KLEIN** 

ANAZAO HEALTH

STRYKER

**USF HEALTH** 

JPMORGAN CHASE

BANK OF FLORIDA

FOWLER WHITE BOGGS

**TRUMP** 

FLORIDA FINANCIAL ADVISORS

SMOKEY ROBINSON FOUNDATION

**NOKIA - LATIN AMERICA** 

**BIC - INTERNATIONAL** 

UNIVERSITY OF SOUTH FLORIDA

UNIVERSITY OF WEST VIRGINIA

ALL PRO DAD

REEVES IMPORT MOTORCARS

SIXWATCH

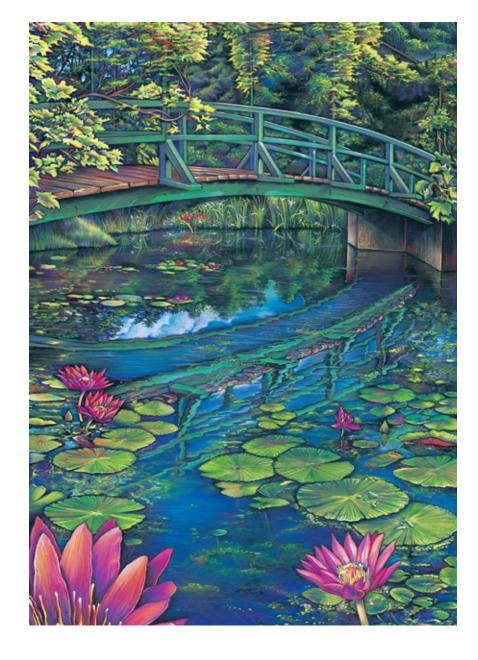
A.R. SAVAGE & SON

SELAH FREEDOM

ADVANCED RX















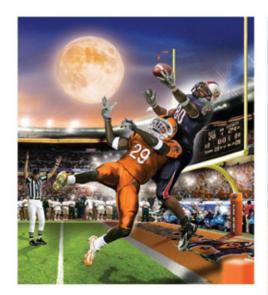


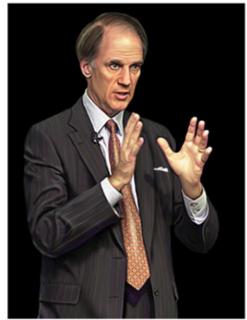




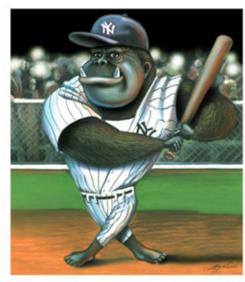
































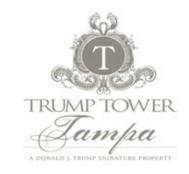








































































































































































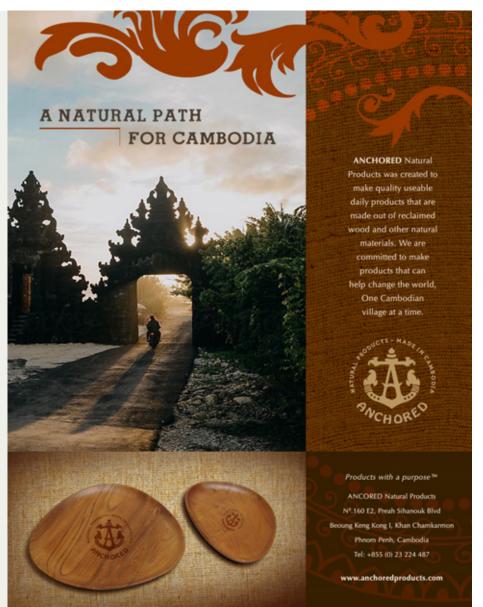
## ផលិតផលធម្មជាតិយុថ្កា

#### ANCHORED NATURAL PRODUCTS

phlitaphl thommocheate youthkea
No. 160 E2, Preah Sihanouk Boulevard
Beoung Keng Kong I, Khan Chamkarmon
Phnom Penh, Cambodia

Tel: +855 (0) 23 224 487 Fax: +855 (0) 23 224 488

www.anchoredproducts.com



























#### PRIMARY COLOR PALETTE

Color is a powerful tool that provides a quick means of identification. Freedom Park maintains an impressive amount of brand equity in our recognizable color scheme. Consistent use of these primary colors will provide a common link among Freedom Park and its marketing, advertising and promotional materials.

#### PANTONE 556 C Green

RGB: 120 154 117

HEX/HTML: 789A75 CMYK: 35 0 47 34

PSYCHOLOGICAL MEANING: Renewal, growth, nature, environment, healthy, good luck, youth, vigor, spring, generosity, peaceful, fertility, and envy.

### COOL GRAY 11 C

Gray

RGB: 84 86 91 HEX/HTML: 54565B CMYK: 48 36 24 66

PSYCHOLOGICAL MEANING:

Security, technology, reliability, intelligence, staid, modesty, dignity, maturity, solid, practical, and conservative.

## PANTONE 7451 C

CMYK 46 23 0 0

Blue RGB 137 171 227 HEX/HTML 89ABE3



### PSYCHOLOGICAL MEANING:

Calming, confidence, intelligence, faith, truth, heaven, cleanliness, open spaces, freedom, imagination, expansiveness, and inspiration.

#### DOWNLOADING LOGOS Our logos are free to download and use for our employees and our partner agencies at www.freedomparkhub.com

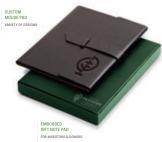




Photoshop transparent PNG and

#### AROUND THE OFFICE









Illustrator EPS files are both available.



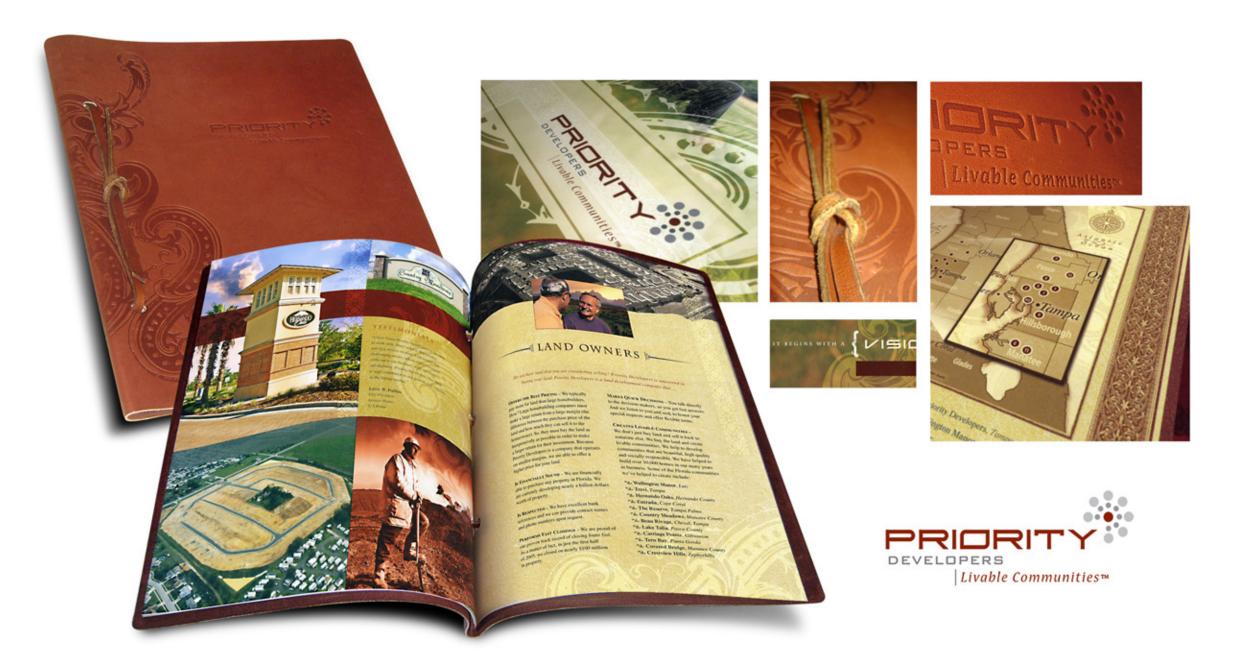




















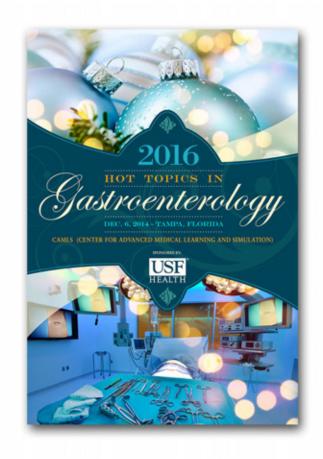


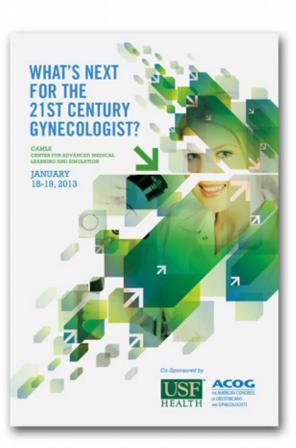


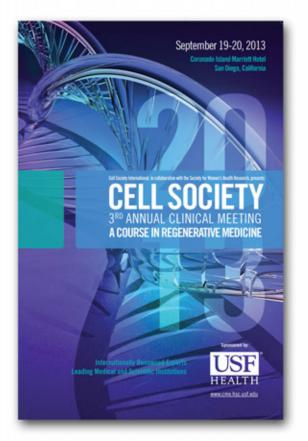


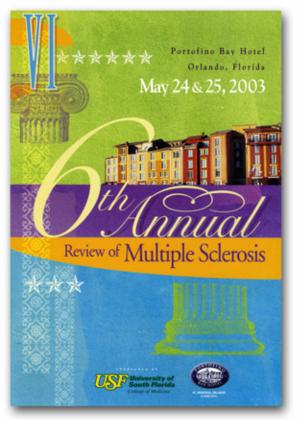




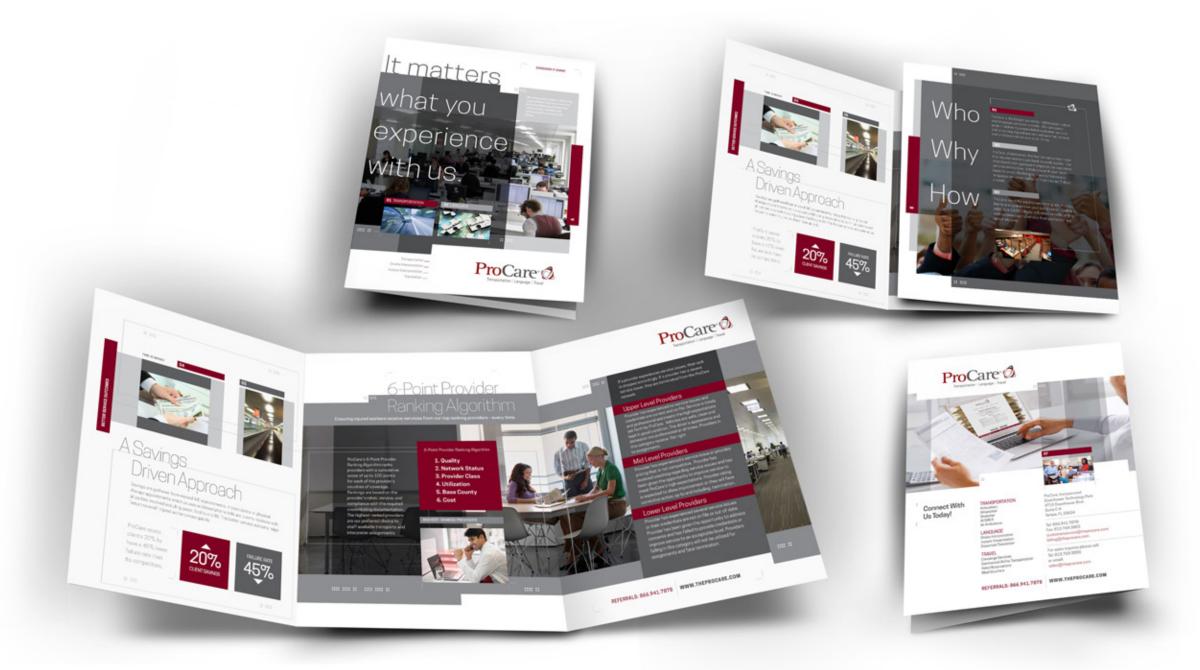






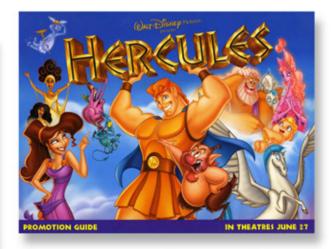




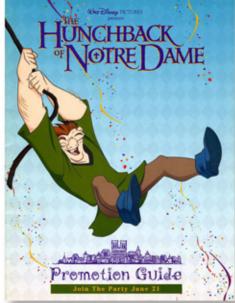


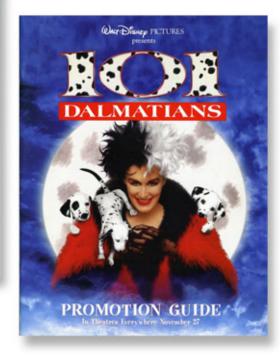


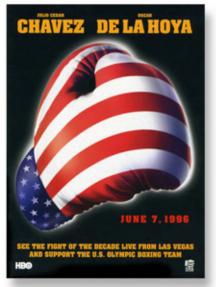


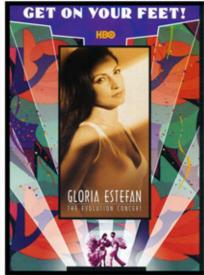
































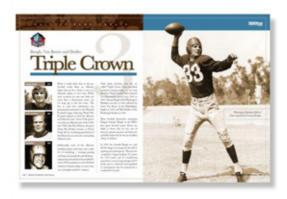








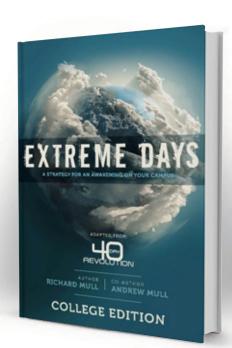




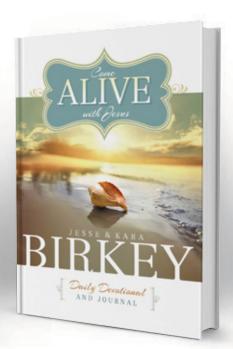


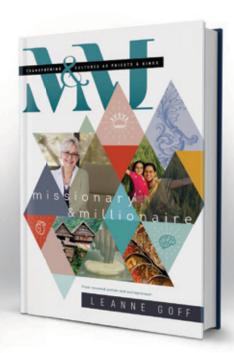


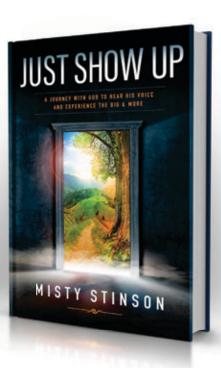












AS SEEN ON



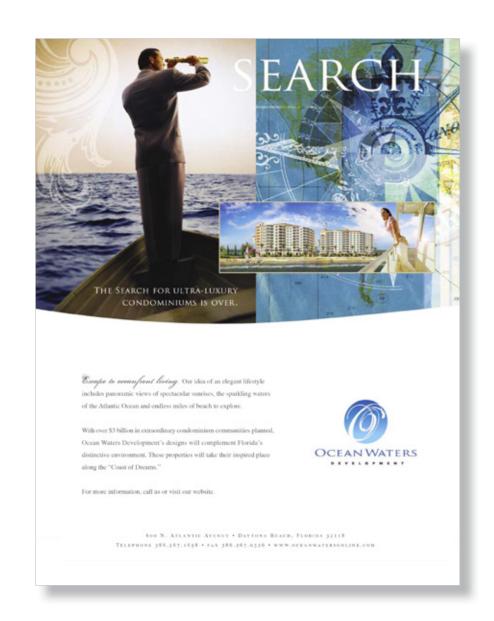
AVAILABLE FOR PURCHASE

ADVERTISING, OUTDOOR AND EXHIBIT







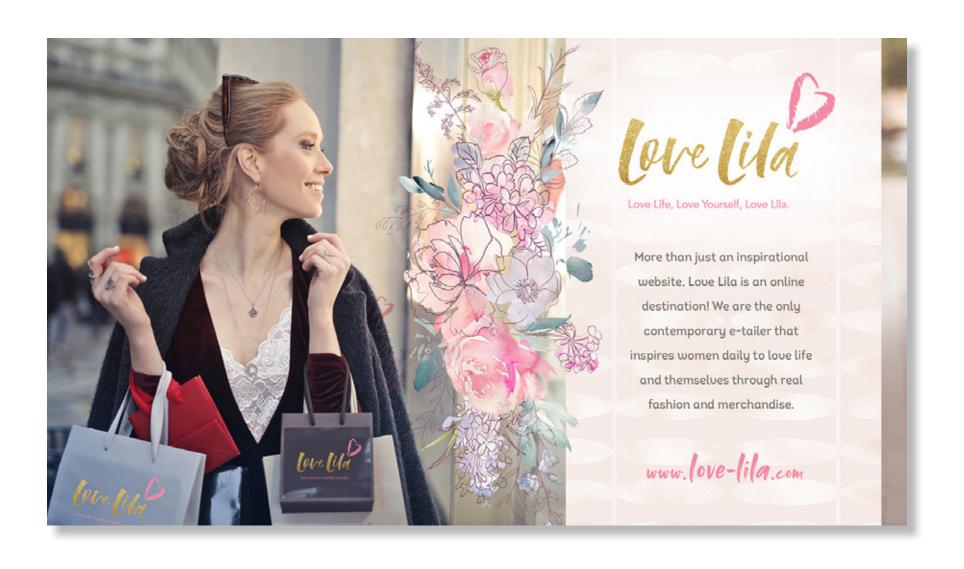








































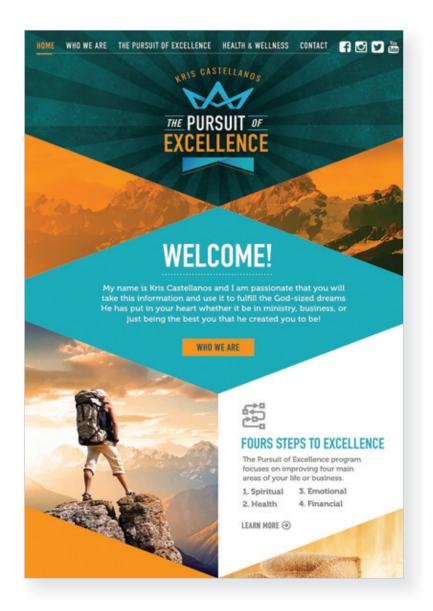




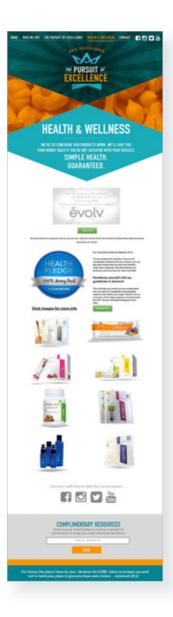


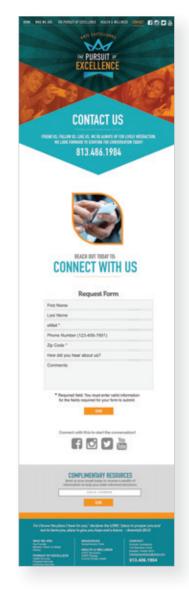










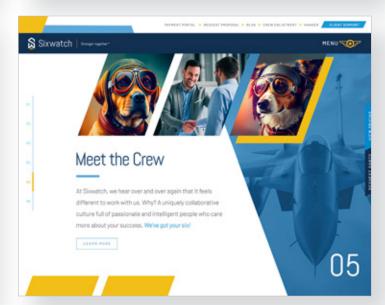


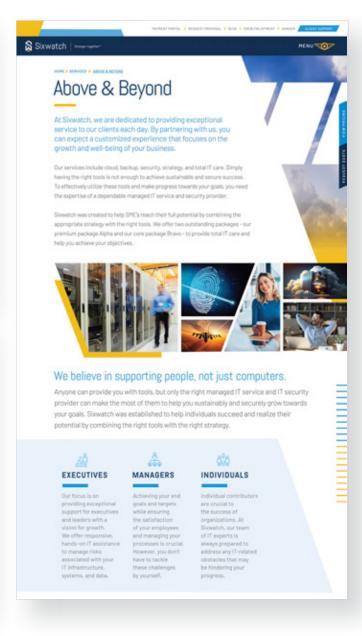












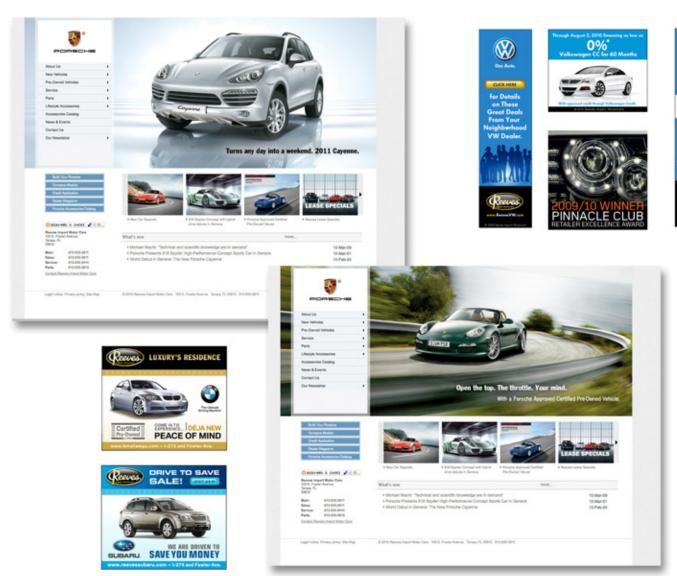










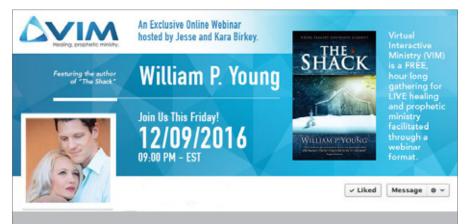


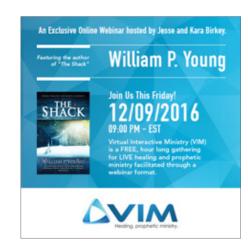




























**LET'S CREATE** a modern culture that promotes innovation over me-too thinking, purpose over process, collaboration over silos. Sana defines clarity and brilliance that inspires brand connections through the power of strategic thinking and creative expression. Let's connect today!



