

THE GREAT PILGRIMAGE OF HOPE

November 27-30, Penang Malaysia

Creating a
relevant
Brand
Identity

Recap
from the
brief

“Memorable... Simple...
Aesthetically interesting...
Contemporary...Asian Flavour”

“Hope & Togetherness....in
the context of Sharing the
Gospel in Asia”

Hope
Expressed through
smiles



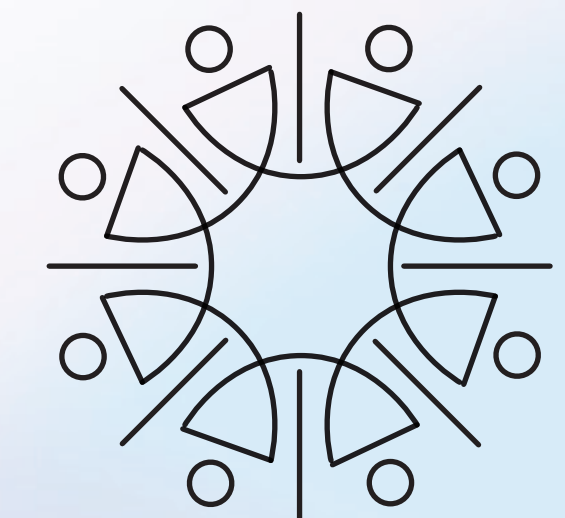
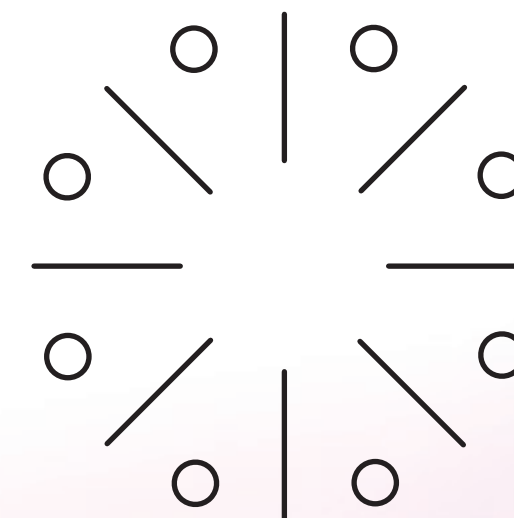
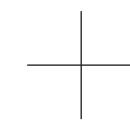
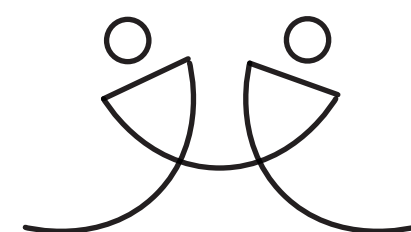
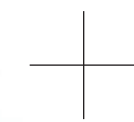
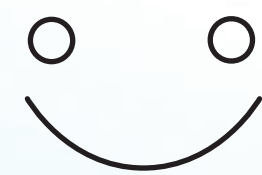
Togetherness



Lines expressing the
radiating Light of the
Gospel



Circular Form signalling
The Asian Church,
a Missionary Community



Developing a meaningful graphic form



Vibrant Colours drawn from Asian Cultures. Bringing in a strong “Asian Flavour” and giving the logo a contemporary look.

The graphic form and colours lends itself to diverse design extensions and collaterals.

Logo graphic



Monochrome
version



Colour
version

Logo formats

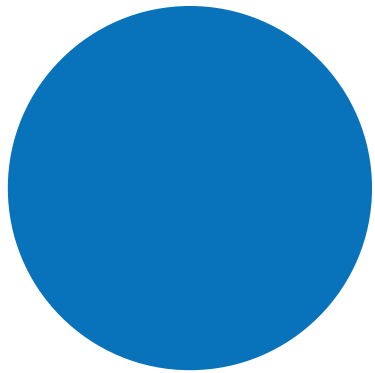


Logo formats

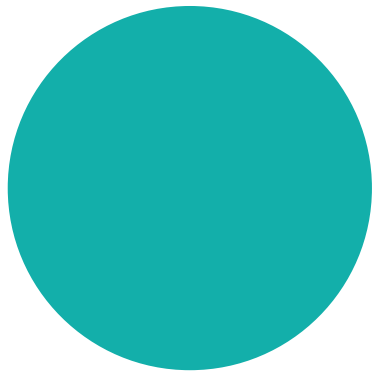


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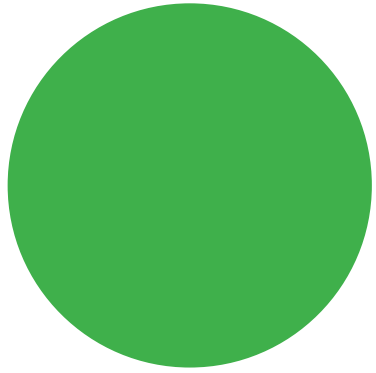
Colour palette



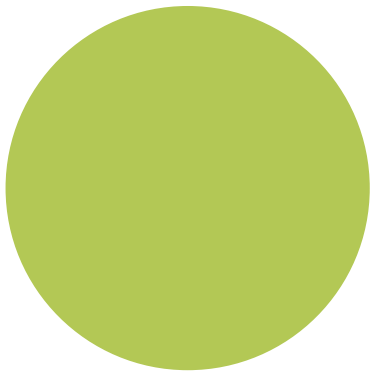
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G : 115
B : 185
0F73B9



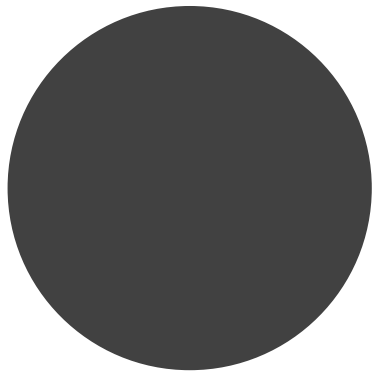
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G : 175
B : 170
00AFAA



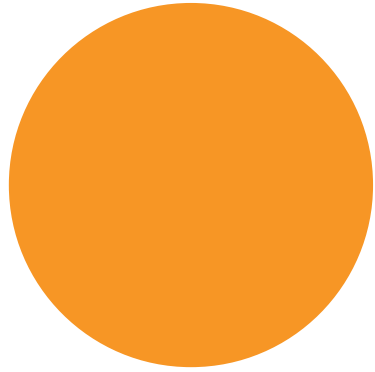
R : 65
G : 175
B : 75
414141



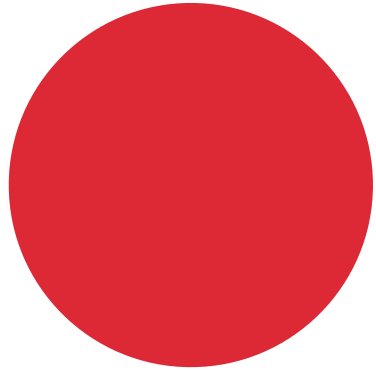
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G : 200
B : 85
B4C855



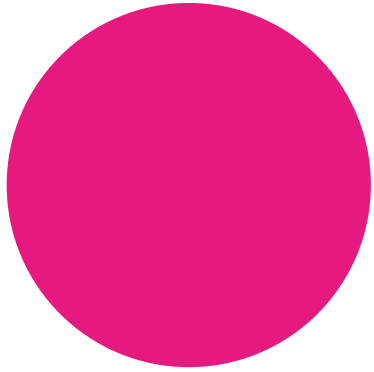
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G : 65
B : 65
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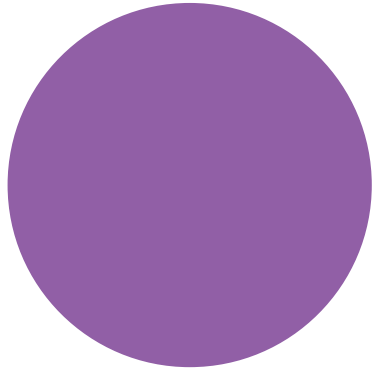
R : 250
G : 150
B : 35
FA9623



R : 220
G : 45
B : 55
DC2D37



R : 230
G : 35
B : 125
E6237D



R : 145
G : 95
B : 165
915FA5

Typography

KoHo Bold

KoHo is a fusion of Asian and Latin Fusion Type inspired by geometric and humanist sans serifs. The letterforms appear neither too mechanical nor too calligraphic. Works for both display and text.

Sans Serif Family
giving a
contemporary
look.

Even spaced
making it easily
readable and
visible

**PILGRIMAGE
OF HOPE**

Unique curves
gives it a
recognizable look



The colours
and the
forms lend
themselves
well to
collateral
designs





Collaterals



Ecofriendly
cloth bag





Priest
vestments

Vehicle Branding

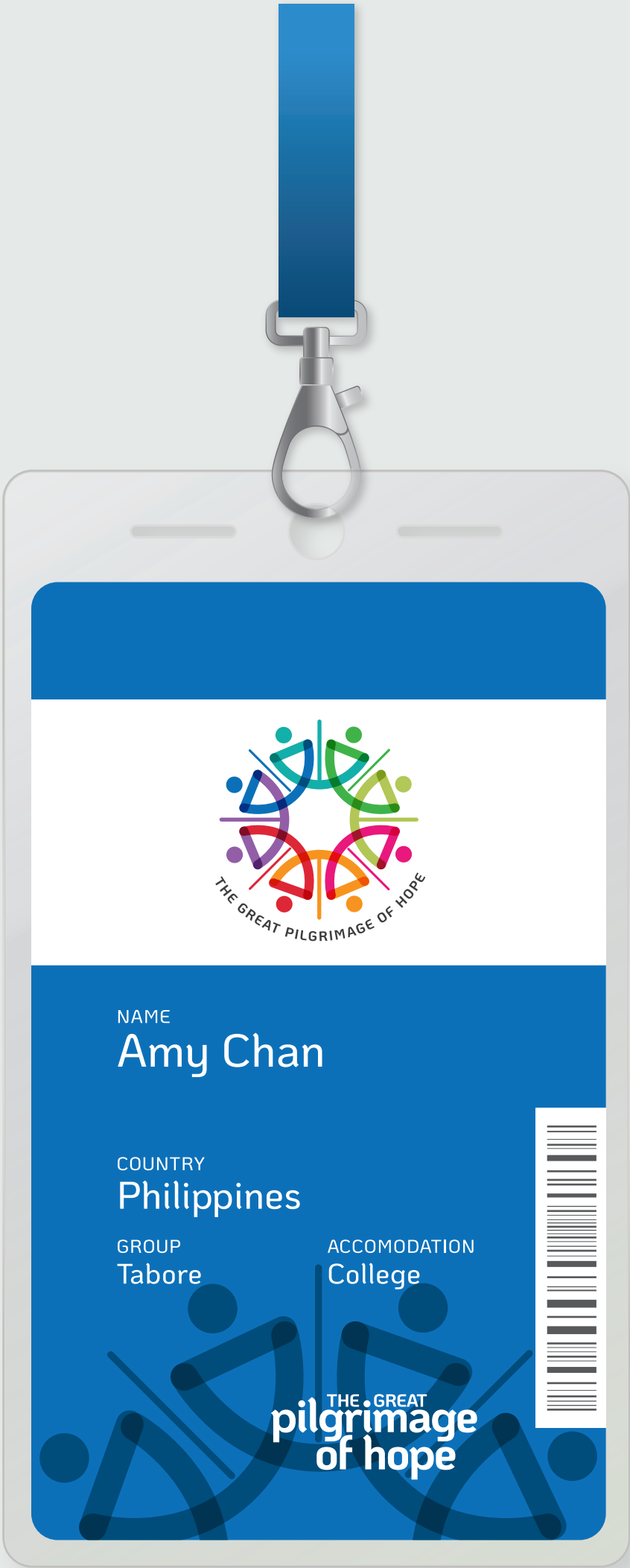
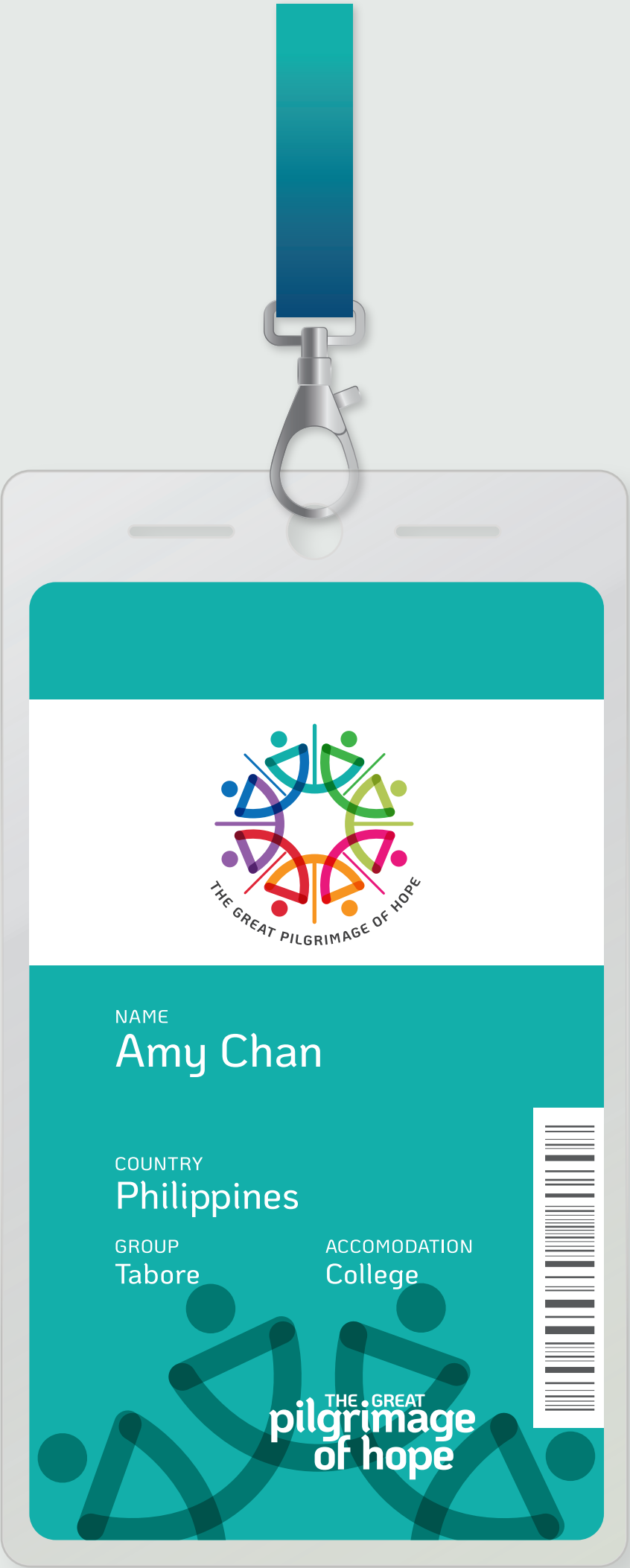




Logo Patterns



Event Badges



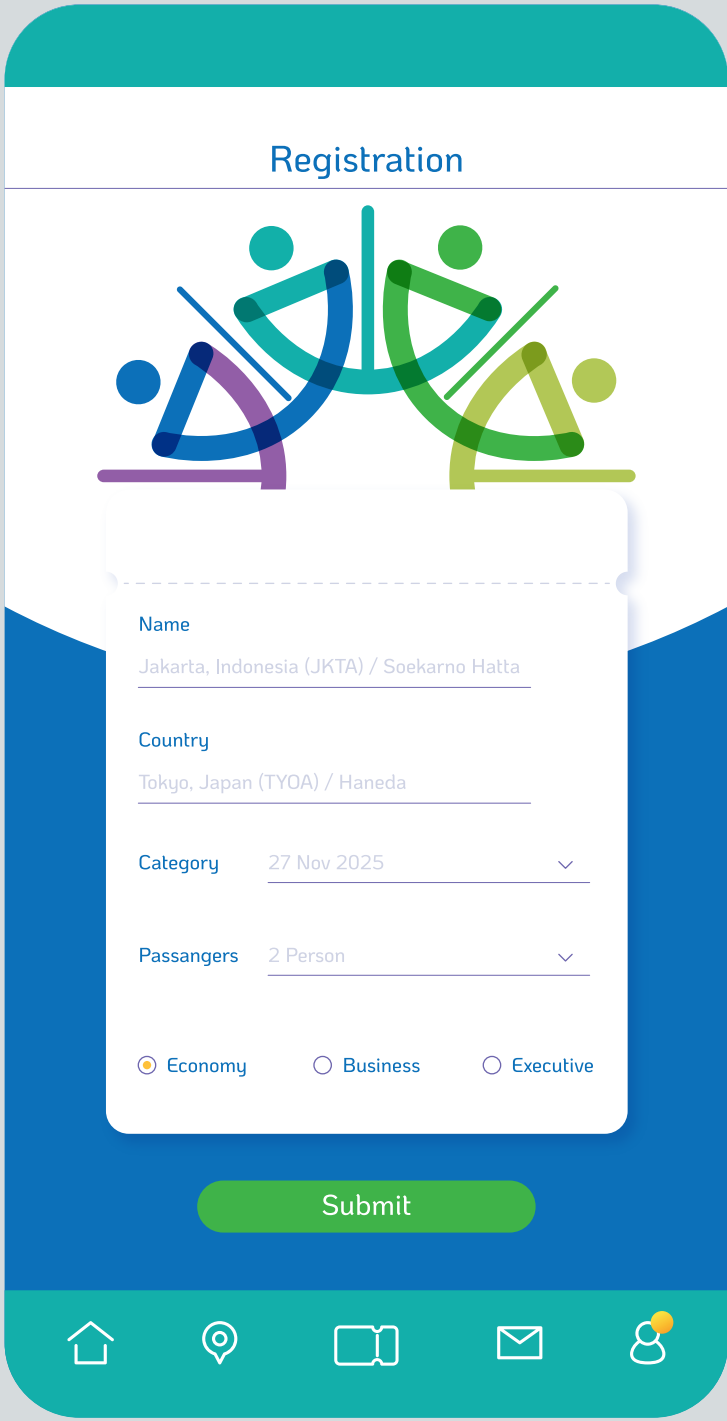


THE GREAT
pilgrimage
of hope



THE GREAT pilgrimage of HOPE

Mobile App







THE GREAT
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NOV 27-30, 2025
PENANG, MALAYSIA



Sanil Augustine has been part of the creative, marketing, and communication industry for the last two decades. He has held lead roles and headed design and art teams in leading advertising agencies. For the past decade, he has been one of the Founder Directors of Popkon Creatives, a leading Advertising Agency. Sanil also plays an active role as a Lay leader in the local Parish community. He lives in Kerala, India, with his wife Asha and two children.