

This is Gohan Strategy

Your Startup Brand & Launch Support

Gohan Strategy

We consult & develop modern brands, that want to launch confidently and efficiently in the digital world.

Industry Focus

Startups & Technology Companies

Services

Branding, Strategy, & Workshops

Time & Location

6th year in business, HQ in Singapore

Process

100% Digital Process & Remote Work

Services

With interactive workshops, we create a strong foundation of brand strategy, identity, market positioning, and more.

Service

Strategy Workshops

Building the perfect foundation for startups to (re)position themselves.

Service

Brand Identity Design

Visualize your new identity, supported by the right brand strategy.

Service

Workshopping

Creative and strategic consulting for executives and entrepreneurs.

Clients & Partnerships

Gohan Strategy has worked with numerous startups and purpose driven companies in the past years including multiple top funded projects in the Philippines.

Read more:
Visit our website to view more details about our client projects.

[Case Studies](#)



zenrooms

sarisuki



COMMON
GROUND



First Circle

CITY OF PEARL



kumu



FDB Bank



o!save

NEO

Our Packages

STRATEGY & IDENTITY

Invisible Brand Elements

Brand Strategy

Brand strategy is a long-term plan that educates how a company will create, develop, and maintain its brand over time.

- Personality
Personas
Competitors
- Positioning
Mission/Vision
Values

Visible Brand Elements

Identity Design

Identity Design influences the perception people will create in their minds after seeing your logo, colors, fonts, patterns and overall style of your brand.

- Logos
Colors
Images
- Style
Patterns
Typography

P01

PACKAGE 01 | OVERVIEW

Brand Fundamentals

\$10,000 USD

READ MORE

INVISIBLE BRAND ELEMENTS

The Brand Fundamentals package offers an interactive, workshop-intensive process that creates the foundation which then educates your company culture, sales pitches, market positioning, advertising, design, and other future endeavors.

DELIVERABLES

Brand Summary Page
Brand Workbook
Executive Summary
Workshop Exports
Workshop Recordings

P02

PACKAGE 02 | OVERVIEW

Identity Design Blueprint

\$12,500 USD

READ MORE

VISIBLE BRAND ELEMENTS

The Brand Identity Blueprint package is a strategic creative process, building the visual communications foundation for your 21st century brand and business. These deliverables will prepare you well to launch your brand and marketing efforts.

DELIVERABLES

Primary Logo
Secondary Logo Icon
Color Palette
Typography Styles
Brand Design Elements
Digital Brand Guidelines
Digital Asset Folder

Our Process

STRATEGY & IDENTITY

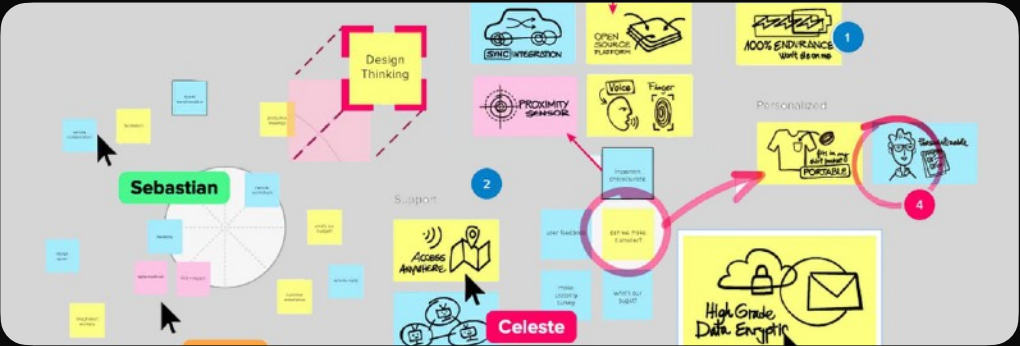
Strategy Process

This process is for our Package 01 titled: “Brand Fundamentals” and only focuses on the strategic and verbal elements of your brand.

(No design or visuals included)

LANDING PAGE

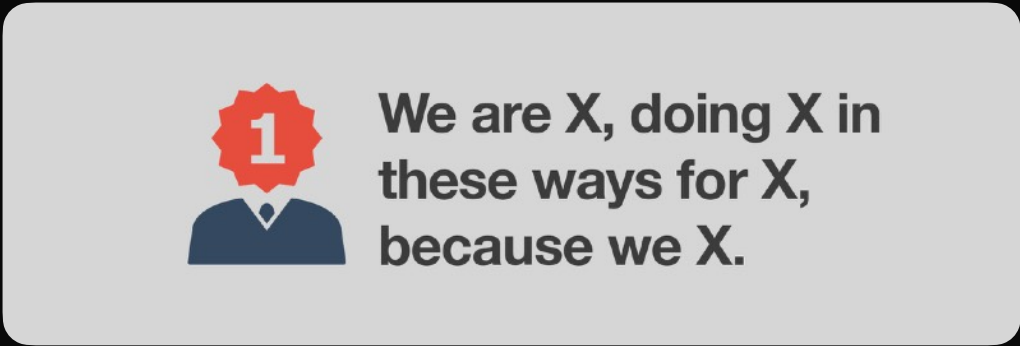
In the first half, we will cover topics such as: market positioning, core values, Brand associations, more to build a strong foundation and finding your purpose as a business.



Positioning Workshop

We will meet 3 consecutive days during our 5 days process and start asking simple yet crucial questions to start building alignment among your team.

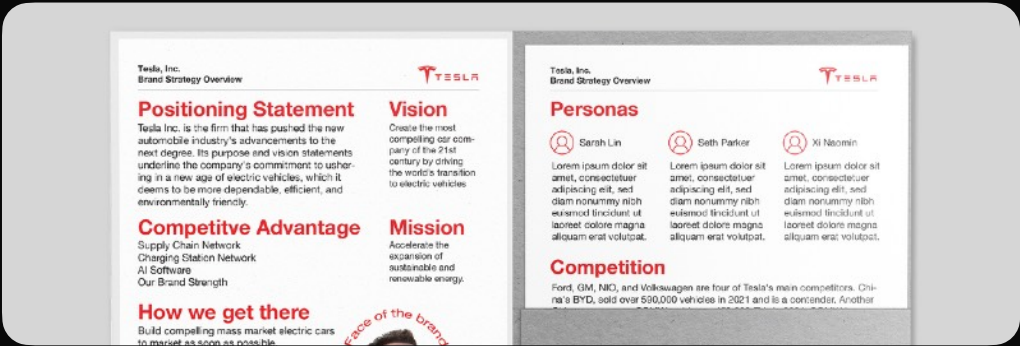
In the first half, we will cover topics such as: market positioning, core values, Brand associations, more to build a strong foundation and finding your purpose as a business.



MVP Statement & Competition

In the second half, we already will be able to connect a few dots and start crafting important statements which will be used to educate all your future marketing endeavors.

Before we summarize everything, we will also be able to talk about customer personas, competitive analysis and other exercises that will uncover our true goals.



Your brand on one page

As the name states, this document will be your guide, your fallback and your insurance throughout a rapid launch period to support everyone who works with your brand.

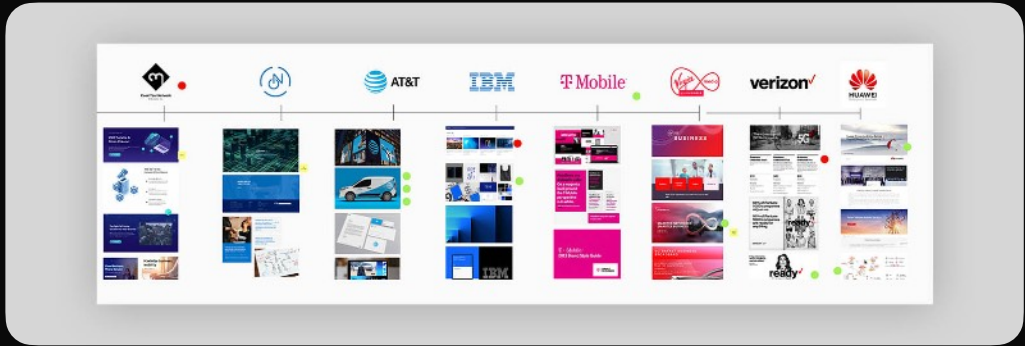
*This document is a dream starting tool for PR and marketing agencies or teams to launch or reposition yourself in the market. (Based on client and partner feedback provided in the past 6 years)

Design Process

This process is for our Package 02 titled: “Brand Identity Blueprint” and only focuses on the visual elements of your brand.

(No strategy or positioning included)

LANDING PAGE



Visual Strategy Workshop

Every Monday, when a new identity design sprint starts, we conduct a one-hour workshop in which we lay out the competitive landscape and agree on the direction our team can explore.

We have developed and refined many interactive tools through several versions of this evolving workshop to create an immersive and engaging digital experience.



Stylescapes & Logo Design

These cinematic views are blueprints for visual branding directions. You can choose elements from each that you want your brand to embody and narrow the design funnel to brand visualization elements that appeal to all parties, internal and external.

After your brand style is define, we will create a logo mark or a wordmark, deposing on what the we belief will suit the brand best.



Digital Brand Guidelines

At Gohan, we believe in short and compact guidelines that are most useful for your team and the best thing is that they’re digital. (No more sending PDFs back and forth).

When we do this right, valuable references used by many departments, providing clarity and guidance on a daily basis, not forgotten volumes sitting on a shelf collecting dust.

Our Work in Action

CASE STUDIES & PROJECTS

Kumu

Kumu’s mission is to empower and champion the digital creativity of all Filipinos, wherever they are, through Kumu’s mobile app and web platform. The project goal was to create an authentic, positive space for everyone. We love this big, bold, and ambitious goal, because we love the idea of helping to reconnect Filipinos all over the world back to their motherland through technology and creativity.

Full Case Study

Service areas

- Market Research
- Strategy Workshops
- Logo & Identity Design
- Brand Strategy
- Brand Guidelines
- Team Training Sessions
- Design Strategy
- Brand Architecture



Strategy, Branding, Design

Zenrooms

Zenrooms, a Rocket Internet founded startup in 2015 approached Gohan Strategy to reposition and redesign the brand from a franchising and budget hotel listing platform to a leading travel and hospitality technology platform in Southeast Asia. This shift followed Zenrooms management's decision to boost company growth with a greater impact to better serve their clients and the entire hospitality industry in South East Asia and beyond.

Full Case Study

Service areas

- Market Research
- Strategy Workshops
- Logo & Identity Design
- Brand Strategy
- Brand Guidelines
- Team Training Sessions
- Design Strategy
- Brand Architecture



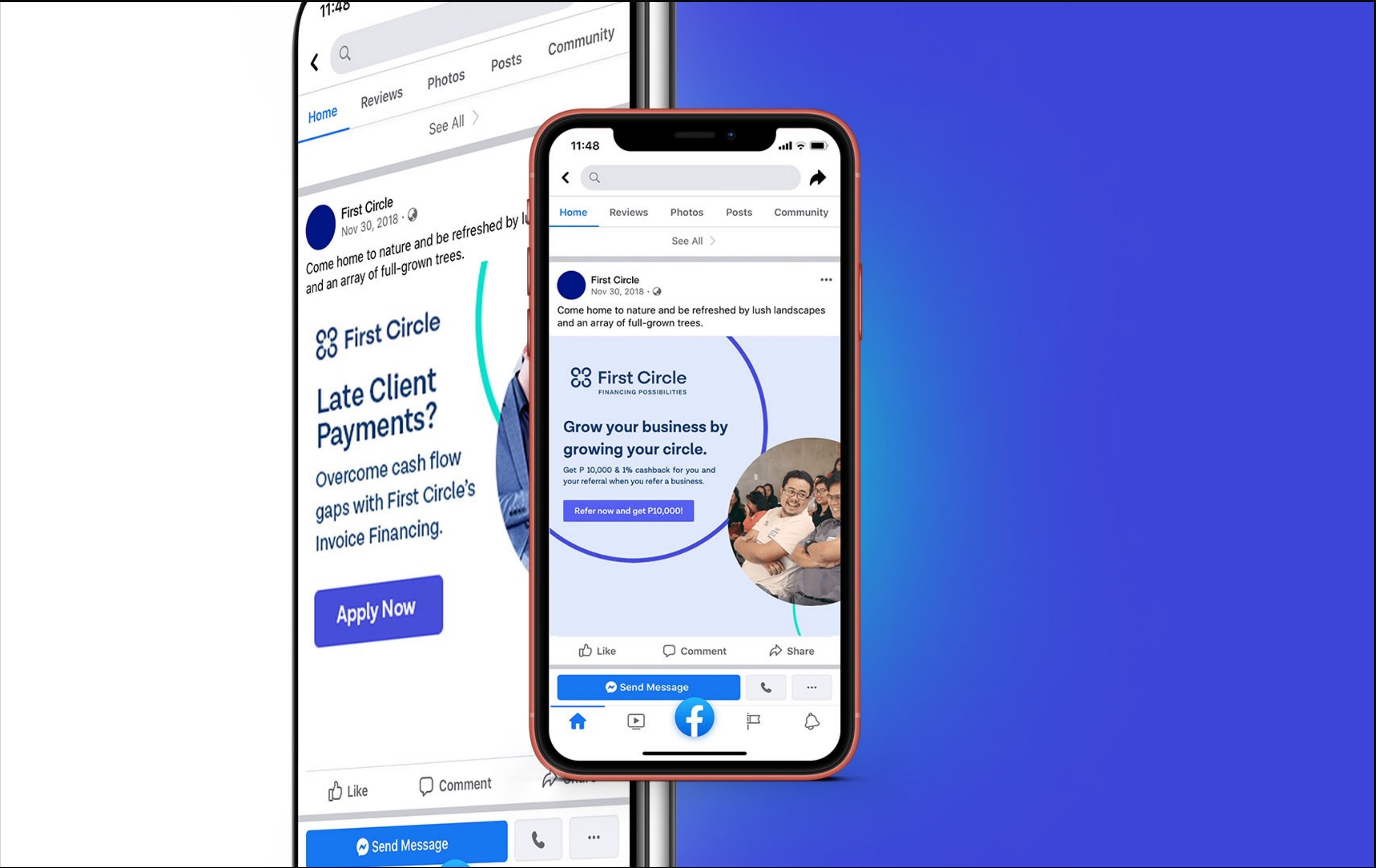
First Circle

First Circle is a Philippines financial technology company providing an easy and affordable alternative to companies that are not able to access traditional bank loans. First Circle is the leading provider of non-bank financing for small and medium sized businesses, with nearly all transactions originating on the Internet. First Circle offers various different types of loans to fund investment or working capital requirements.

Full Case Study

Service areas

- Market Research
- Strategy Workshops
- Digital Asset Design
- Strategy Workshop
- Video & Photo shoots
- Creative Direction
- Digital Media
- Inbound Marketing



Strategy, Branding, Design

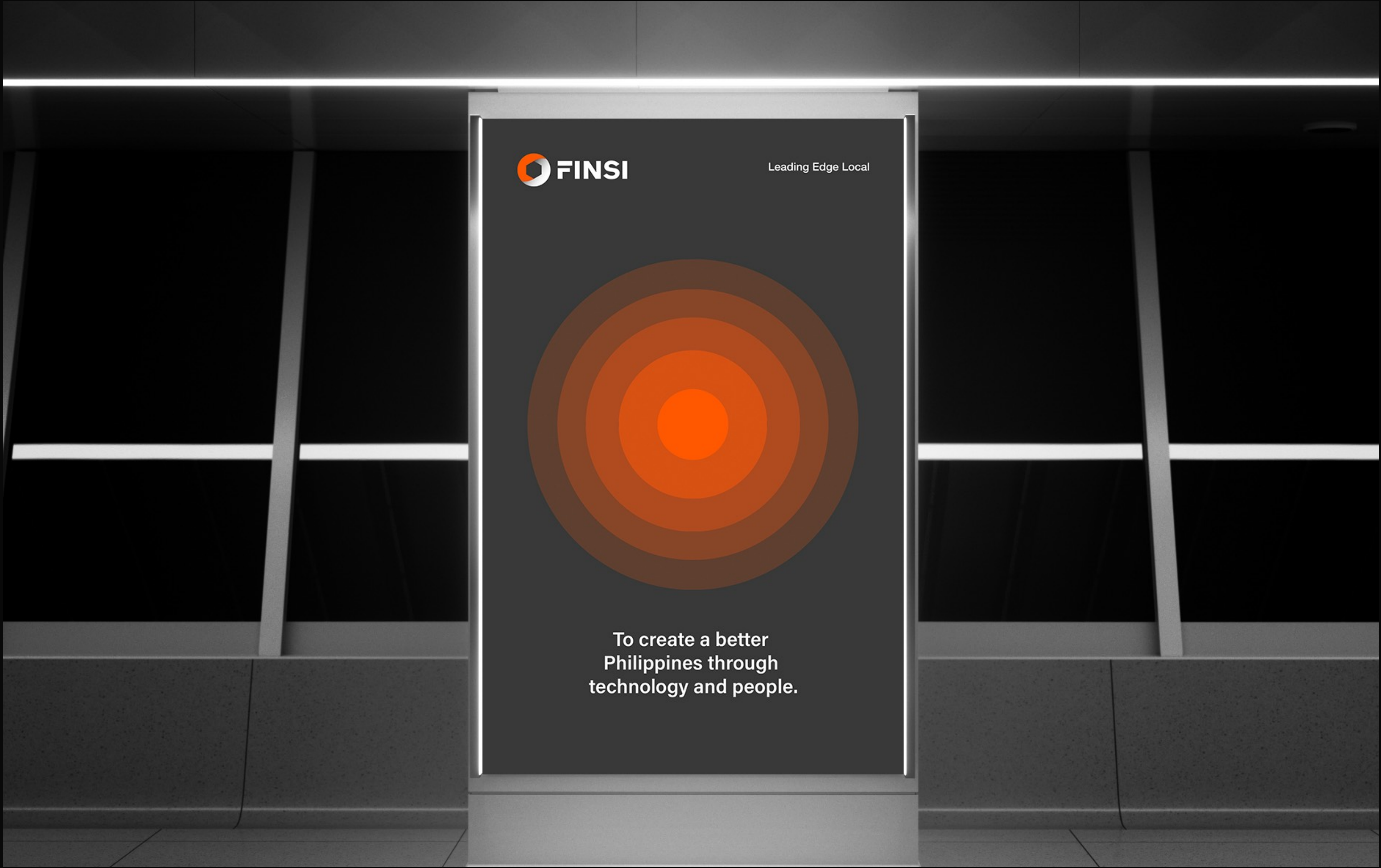
FINSI

Technology is changing our world rapidly. For most companies, staying ahead of the curve can be pretty overwhelming. FINSI helps customers create simple, effective, value-added technology solutions. FINSI’s local experts are dedicated to looking beyond “off the shelf” solutions likely to be obsolete in the near future; focusing instead on creating innovative solutions specifically tailored for each business.

Full Case Study

Service areas

- Market Research
- Strategy Workshops
- Logo & Identity Design
- Brand Strategy
- Design Team Training
- Corporate Decks
- Tagline
- Corporate Assets



Strategy, Branding, Design

Snippet Media

SnippetMedia was a pioneering digital media app available on Android and iOS that was a single destination of the world’s most entertaining and trusted sources of information. It was the first-of-its-kind infotainment companion that provides only the most relevant content, where users could keep abreast of stories they want and information that mattered to them.

Full Case Study

Service areas

- Market Research
- Strategy Workshops
- Logo & Identity Design
- Brand Strategy
- Design Team Training
- Social Media Design
- Tagline & Slogan



Testimonials

CLIENT FEEDBACK

CLIENT

Strategy & Branding

Roland Ros

Kumu Inc.



FEEDBACK

“It was an absolute pleasure trusting Gohan with the heart and soul of our brand. The team can attest how your workshops, expertise, and creativity have had a huge beneficial impact for the team. You have helped us build a foundation that is super aligned with our current growth, and will help us get to the next level of our journey.”

Founder

[Read Full Review](#)

CLIENT

Strategy & Branding

Karen Bautista

Asticom Technology Inc.



FEEDBACK

“We are very happy with our new identity and looking forward to see the brand grow and develop!

Gohan worked above and beyond to understand the company and their needs. As a result, the client was able to launch their brand to the public within the plan...”

Business Development & Marketing

[Read Full Review](#)

CLIENT

Strategy & Branding

James Murray

Epoch Partners



FEEDBACK

"They created the logo, image, and brand concept, and they were very helpful with all the design elements of the website. We started from scratch. We discussed colors, concepts, and ideas, then they created a moodboards. We narrowed down our options through a guided process."

Founder

[Read Full Review](#)

FAQs

FREQUENTLY ASKED QUESTIONS & INFORMATION

Investment

How much does it cost to brand my company with Gohan?

We offer two standard branding packages ranging from 10K-12K USD with possible add-ons options.

Custom packages with extensive workshops to tackle specific problems for larger organizations start at (40K+ USD)

Payment terms

How does Gohan's payment process work?

For projects that last only one week, we require the full payment upfront. For longer projects we ask for a 50% downpayment before the strategy workshop, followed by the final 50% payment due before handing over final deliverables.

Do you provide special payment options for Startups?

We are open to explore equity or other form of payments, to support any agreement that helps both of us grow.



BOOK A CALL


Yohji Alexander Kanki
Founder

Our superpower is our ability to understand and relate to executives and leadership teams. Other agencies are naturally biased: if you ask an agency that specializes in logos, they will tell you need a new logo; if you ask an agency that specializes in website development, they will tell you need a new website...

At Gohan, we listen first and come up with solutions together with you team, only then we can fuse your expertise of your industry with our expertise of brand development.

Thank You.

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Testimonials:

[Clutch](#)
[Sortlist](#)
[Hubspot](#)
[Google](#)
[Top Digital](#)
[TDA](#)

Packages:

[Package 01](#)
[Package 02](#)
[Home Page](#)

Social Media:

[Linkedin](#)
[Facebook](#)
[Youtube](#)
[Podcast](#)

Awards & Partners

[Top B2B Company 2022](#)
[Top Philippines Agency 2021](#)
[Best Branding Agency 2019](#)
[Best Tech Solutions 2021](#)

