

CORPORATE IDENTITY CREDENTIALS

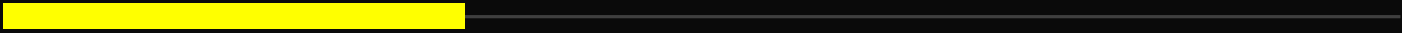
Mustard is a full-service creative and digital agency headquartered in Cape Town, South Africa.

Since 2009, we've been partnering with international clients to craft memorable brand experiences that resonate across multiple industries.

Focusing on the intersection between strategy and creativity, we deliver impactful and functional solutions for your brand. From startups to established corporations, we provide consistent and effective corporate identity collateral, allowing our clients to focus on growing their business.

BRANDING SERVICES

First impressions last. We develop custom identities that perfectly position your brand, improve recognition, create trust, inspire employees and generate new customers.



- ▶ STRATEGY
- ▶ BRAND AUDITS
- ▶ LOGOS
- ▶ STATIONERY
- ▶ BRAND POSITIONING
- ▶ BRAND ARCHITECTURE
- ▶ CREATIVE DIRECTION
- ▶ DESIGN
- ▶ PRESENTATIONS
- ▶ BRAND GUIDELINES



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SHUTTERS
GROUP

PROVIRA



FAIRVEST
PROPERTY HOLDINGS

ROCKWAVE
CAPITAL



WOODSIDE
BY AURIA SENIOR LIVING

VITALITY
GYM

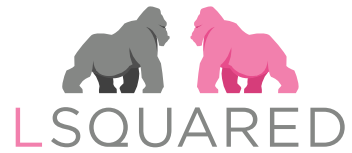


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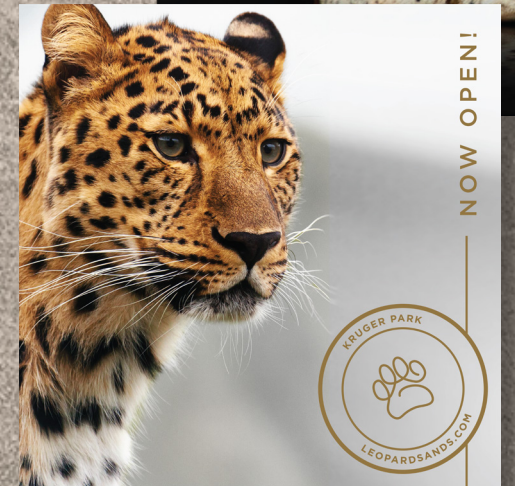






CORPORATE BRANDING EXAMPLES





APATURA

APATURA

APATURA

AUGUST 2023
PRESENTATION
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Short description
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CREATING A
GREEN, SUSTAINABLE
FUTURE

APATURA Energy is the UK's first green energy provider. We are a mission-driven company that is committed to providing clean, green energy to all our customers. We are currently looking for experienced professionals to join our team. If you are interested in this role, please send us your CV and a cover letter to hello@apatura.energy. We will be in touch with you shortly.

APATURA

James Perry
FINANCIAL DIRECTOR

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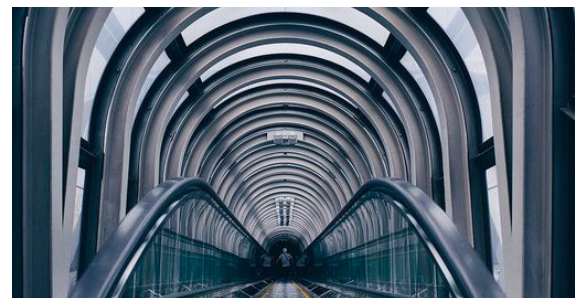
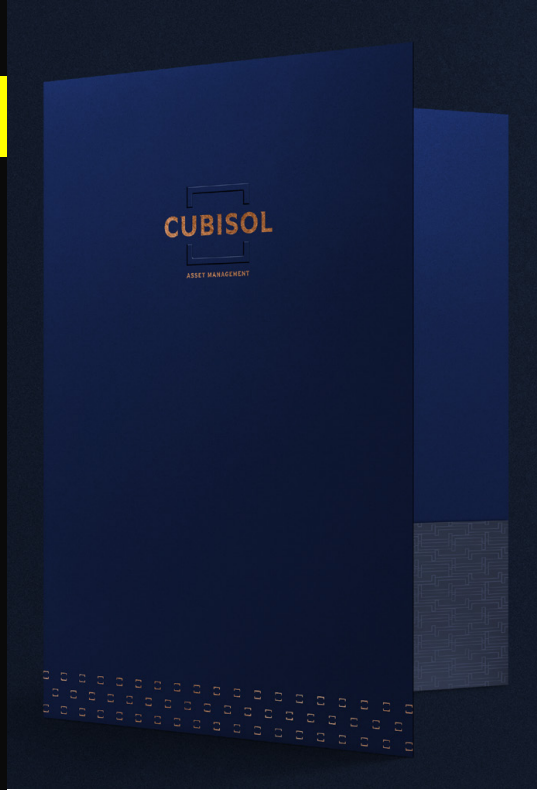
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CUBISOL



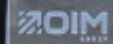
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OIM CONSULTING

Analyse.
Improve.
Sustain.



PATTERN
BOOK



About Us

The OIM Group partners with clients to create long-term value and shape their companies into sought-after investment opportunities, employers of choice and solid business partners.

We are differentiated by our ability to offer an integrated business improvement service that spans the key areas of organisational performance, people management and operational optimisation. Our multi-disciplinary team works closely with each client to understand and resolve unique challenges, unlock the potential of human capital, and build capacity to compete in a volatile marketplace.

Founded in 1982, we have a long track record of delivering sustainable business success in the South African blue-chip sector and abroad, where we have managed assignments in Europe, Australia, the USA and other African countries. We are proud of our long-term partnerships with prominent enterprises and the positive impact that our work has had both locally and abroad.

What We Do

We believe in an integrated approach to business improvement in the key areas of organisational performance, people management and operational optimisation.

The outcome is a high-performing workplace culture, optimised processes and systems, labour peace and stability, as well as focused, effective employees. Sustainability is achieved by teaming up with clients to customise solutions, implement the desired changes and ensure knowledge transfer.

Our key services are:

- Supply chain skills development
- Process and productivity improvement
- Organisational performance
- Leadership talent development
- Labour stability
- Employee engagement



27 May 2019

OIM Group (Pty) Ltd
The Vineyards Square South
The Vineyards Office Park
99 Jip-de-Jager
Waldenwood
7530

Dear Name,

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections.

The bedding was hardly able to cover it and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked. "What's happened to me!" he thought. It wasn't a dream.

His room, a proper human room although a little too small, lay peacefully between its four familiar walls. A collection of textile samples lay spread out on the table - Samsa was a travelling salesman - and above it there hung a picture that he had recently cut out of an illustrated magazine and housed in a nice, gilded frame. It showed a lady fitted out with a fur hat and fur boa who sat upright, raising a heavy fur muff that covered the whole of her lower arm towards the viewer. Gregor then turned to look out the window at the dull weather. Drops of rain could be heard hitting the pane, which made him feel quite sad.

"How about if I sleep a little bit longer and forget all this nonsense," he thought, but that was something he was unable to do because he was used to sleeping on his right, and in his present state couldn't get into that position. One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin. He lay on his armour-like back, and if he lifted his head a little he could see his brown belly, slightly domed and divided by arches into stiff sections. The bedding was hardly able to cover it off any moment and seemed ready to slide off any moment. His many legs, pitifully thin compared with the size of the rest of him, waved about helplessly as he looked. "What's happened to me!" he thought. It wasn't a dream.

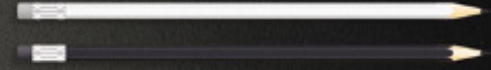
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New Message

Recipients

Subject

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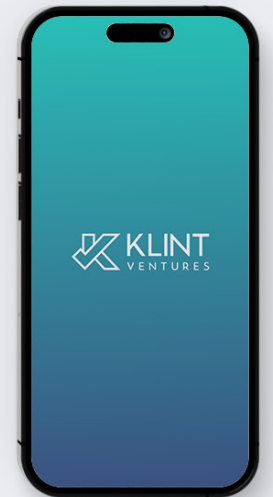
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SAN SERENO
 BY AURIA SENIOR LIVING

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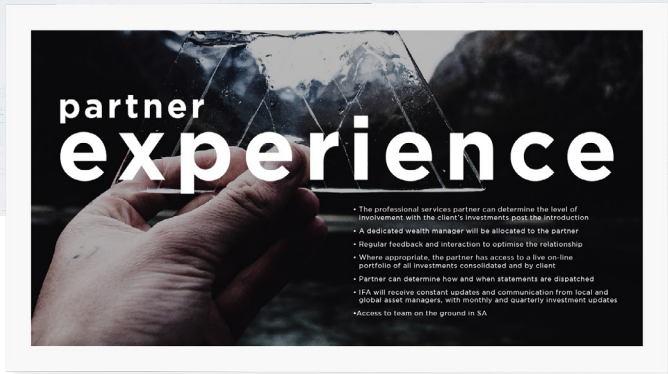
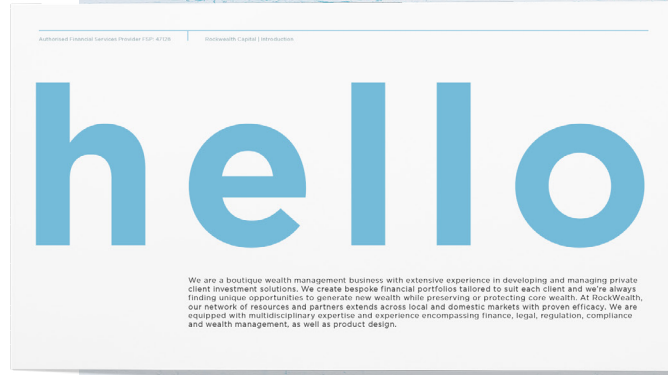
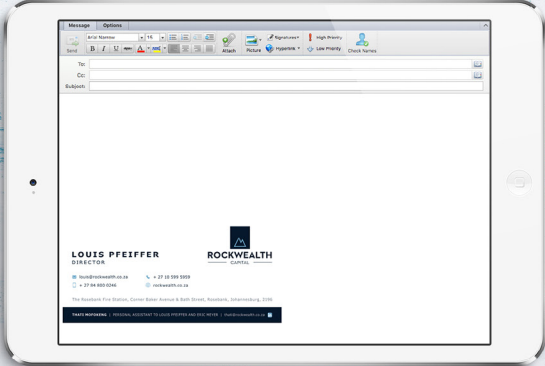
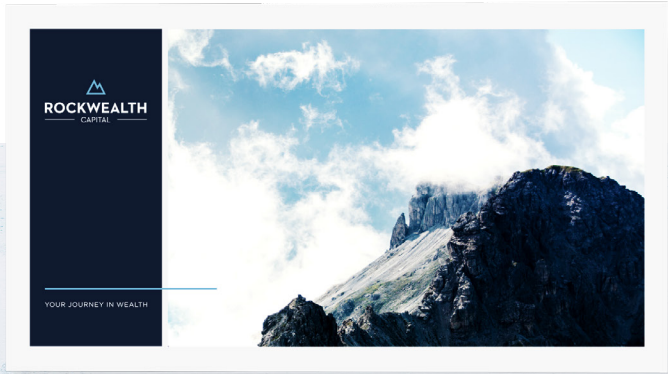
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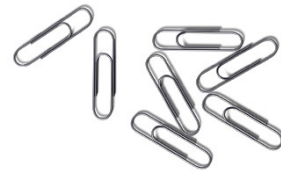
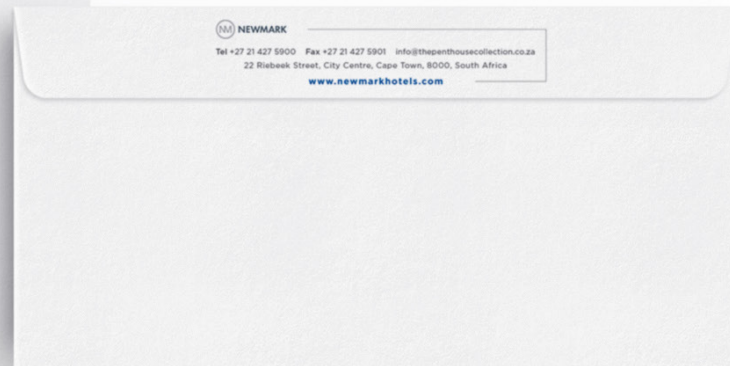
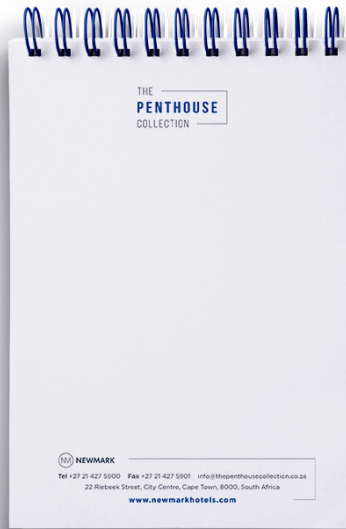
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Alliances Manager & US Partnerships

johnsmith@vatit.com
425-974-0495

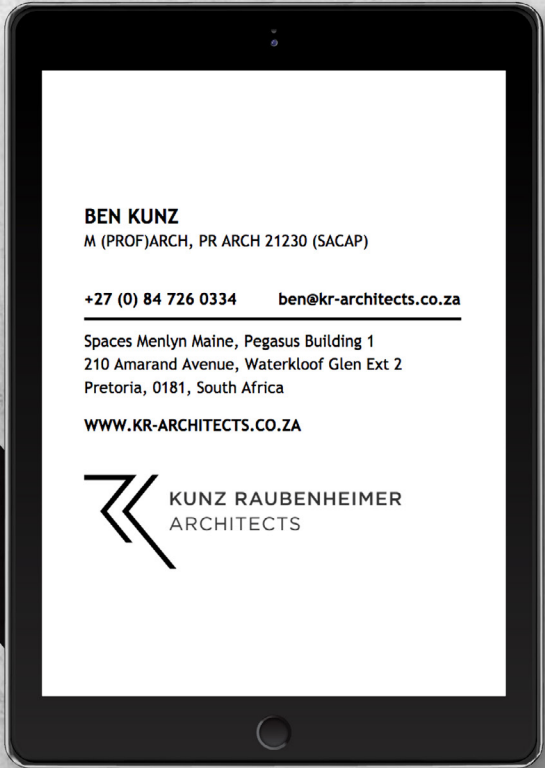
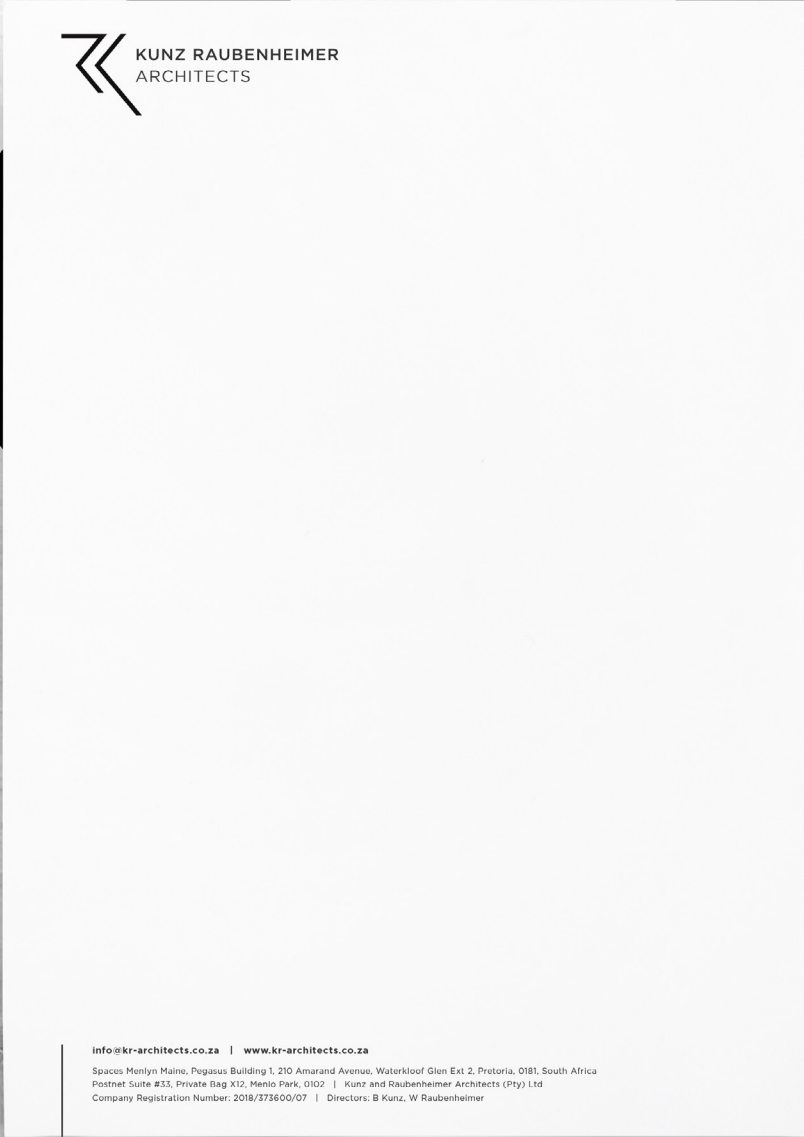
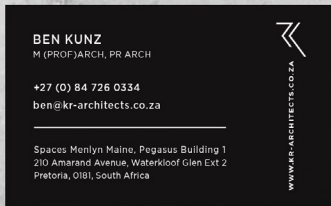
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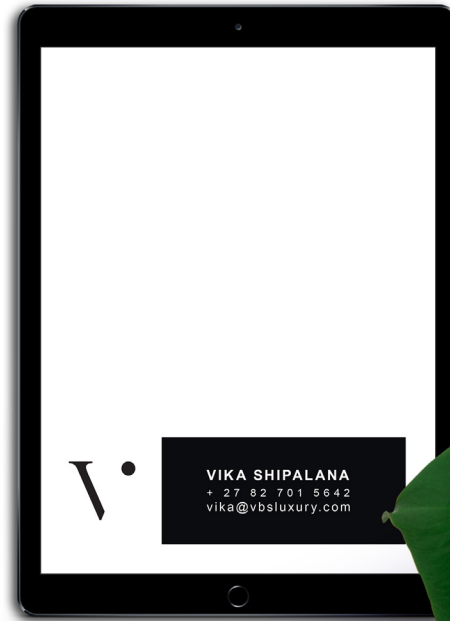
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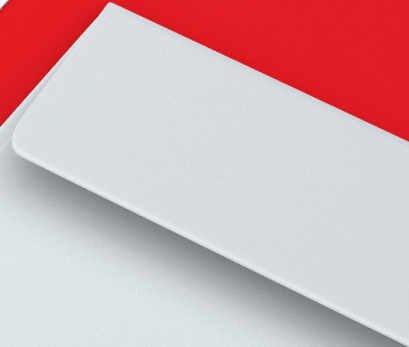
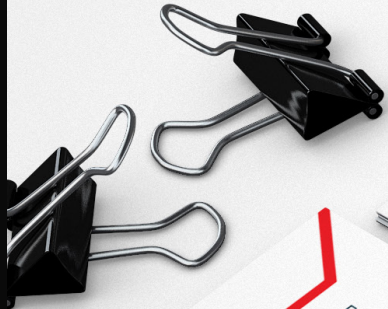
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YOUR RESIDENCE

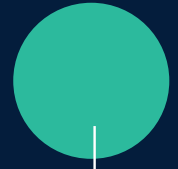




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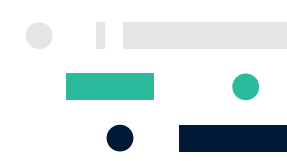
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