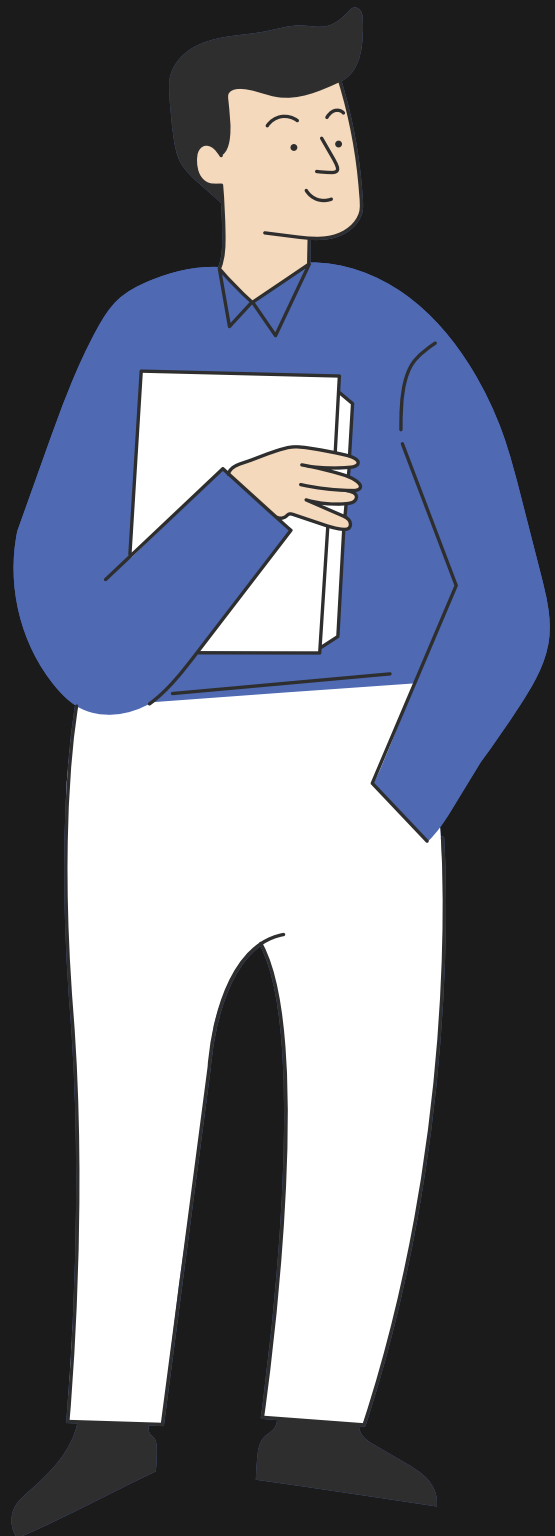


Brand Story



**Does anyone here
have a business card?**

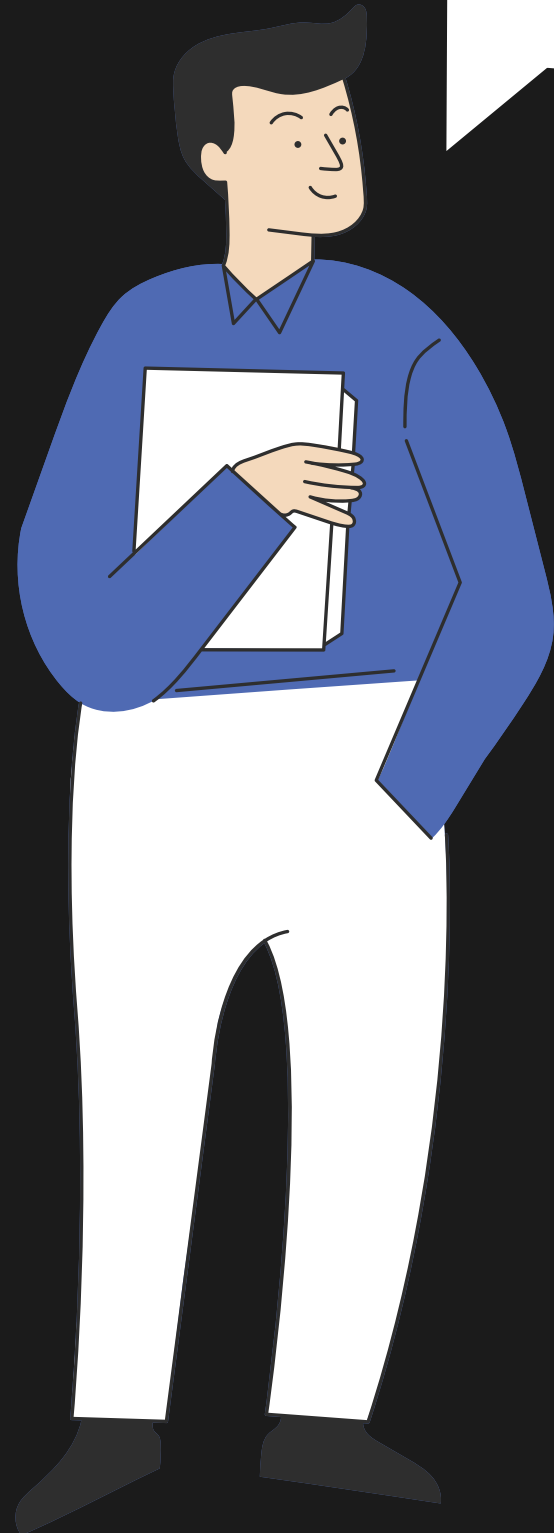


Brand Story



Brand Story

**Does anyone here
have a business card?**



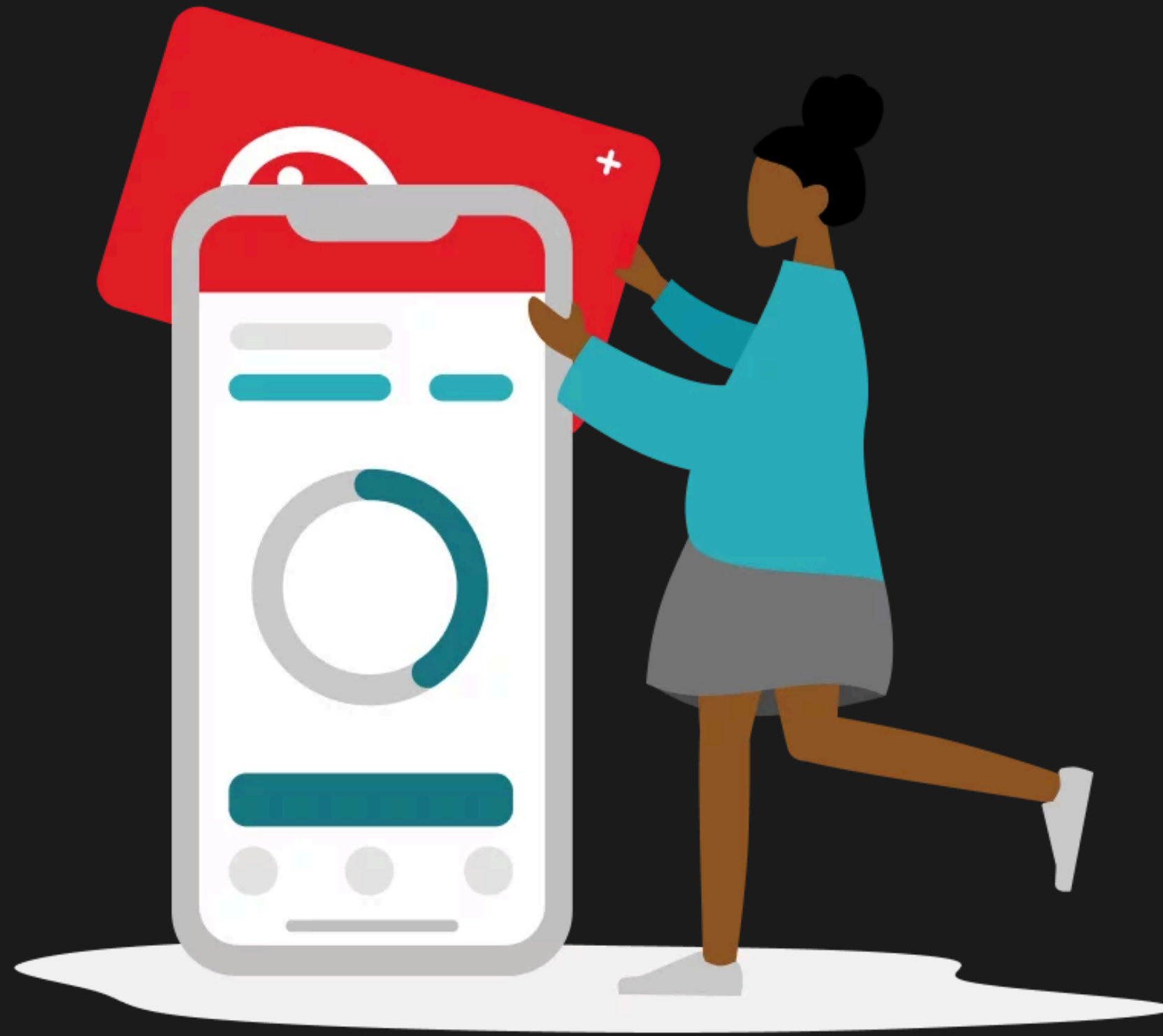
**Pffft, What student
has a business card**



Brand Story



Brand Story



Brand Story



**Snapper +
Business Card = ???**

Brand Story



Convenience

Brand Story



Convenience



Sustainability

Brand Story



Convenience



Sustainability



100's of
Traditional
Business Cards

Brand Story



Convenience



Sustainability



**100's of
Traditional
Business Cards**



**Lost or
thrown away**

Introducing



Linka

"Be Unforgettable, One Card, Endless Opportunities"

Brand Name

The word "Linka" was formed as a relation to the word "Link" and networking terminology.

Representing that you become another link in someones chain of connections.

It was important that the brand name was short, memorable and relevant.

Brand Features

Symbols and Logos

Colour Scheme



#131415

#44474C

#676A71

#7E838B

#AA864B

#BB9963

Brand Features

Packaging



Pictured is Burgopaks Slider Packaging for Revolut UK

Music in Promotional Campaigns

Orchestral and Regal Sound to induce a sense of power, dignity and prestige.

Brand Mantra

Unforgettable, Professional, Lasting Impressions

Target Market



Executives
Business
People



Salespeople



Real Estate
Agents



New Client
Consultants

Frequently in contact with new people

Target Market



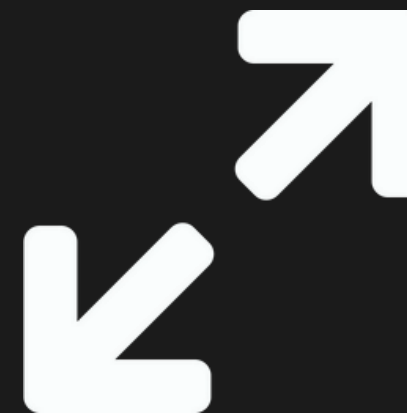
Medium to High
Disposable Income



Central Business
Districts



Values innovation,
technology, networking
and first impressions



Target Market Expansion
using Branded House

Promotional Campaigns

1 - Virtual and In-Person Networking Events

2 - Video Advertising

Networking Events



Connect



Discuss



Learn



Early Access

Video Advertising

*Available in landscape and portrait view,
for use across multiple digital communication
channels.*

*Including orchestral and regal sounds, to induce
feelings and evoke emotions*



Linkka

"Be Unforgettable, One Card, Endless Opportunities"