

VEE KHUU
BRANDING STATEMENT
WWW.VEEKHUU.COM



Impact

Integrity

Inspiring

Trustworthy

Loyalty

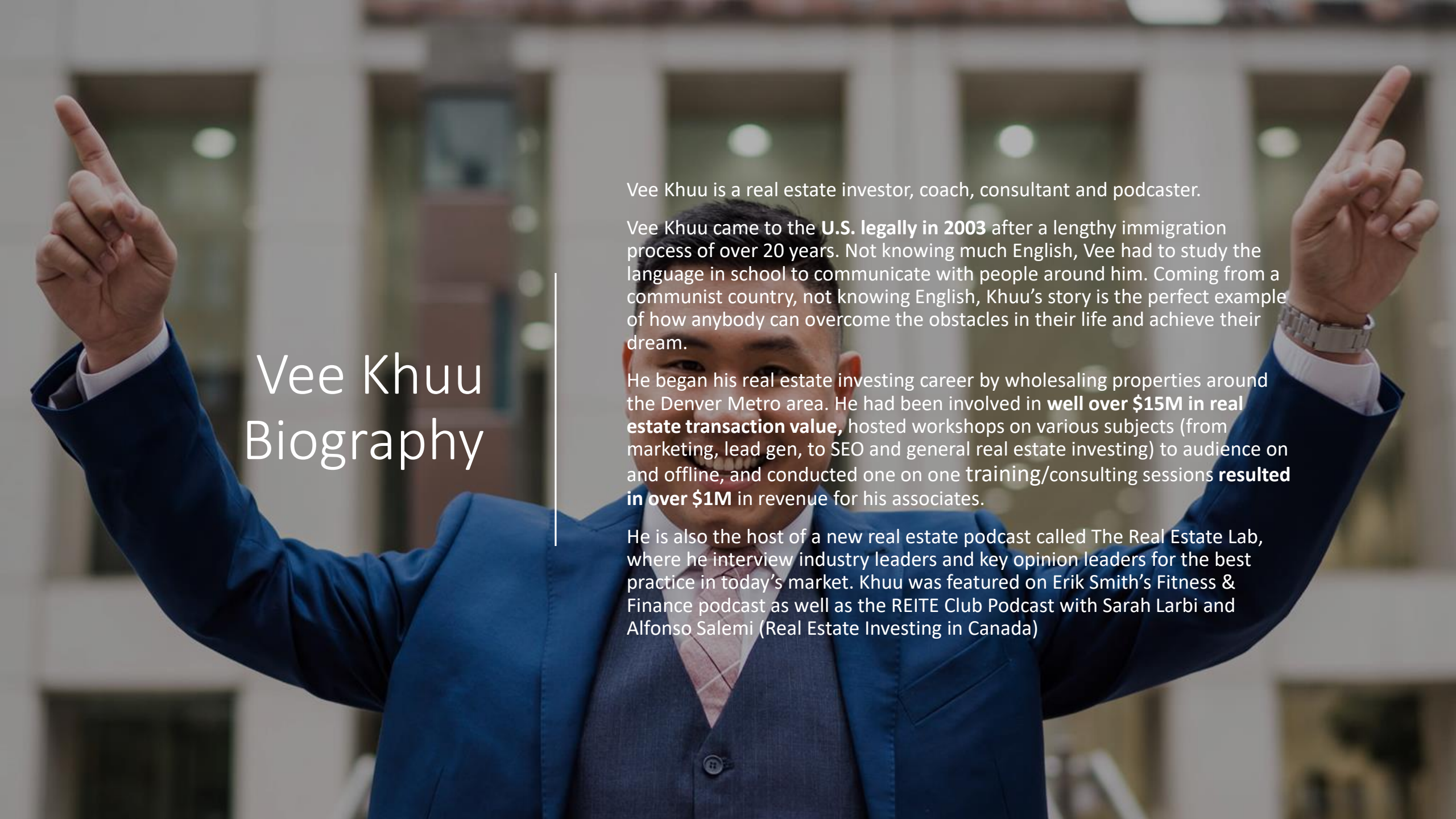
Strategic

Relatable

Vee Khuu New-Brand

This is an overview of my thoughts on where I'm at now and where I'd like to go with my brand. However, I'd love to see some different concepts that would portray this from your point of view as well. You and your teams are the experts not me. These are just my thoughts.

Ultimately, I want people to feel and think a certain way when they see my brand. When they see my name or my site/picture/myself, I want them to feel a sense of impact, high integrity, inspiring, trustworthy, loyalty, strategic and relatable.



Vee Khuu Biography

Vee Khuu is a real estate investor, coach, consultant and podcaster.

Vee Khuu came to the **U.S. legally in 2003** after a lengthy immigration process of over 20 years. Not knowing much English, Vee had to study the language in school to communicate with people around him. Coming from a communist country, not knowing English, Khuu's story is the perfect example of how anybody can overcome the obstacles in their life and achieve their dream.

He began his real estate investing career by wholesaling properties around the Denver Metro area. He had been involved in **well over \$15M in real estate transaction value**, hosted workshops on various subjects (from marketing, lead gen, to SEO and general real estate investing) to audience on and offline, and conducted one on one training/consulting sessions **resulted in over \$1M** in revenue for his associates.

He is also the host of a new real estate podcast called The Real Estate Lab, where he interview industry leaders and key opinion leaders for the best practice in today's market. Khuu was featured on Erik Smith's Fitness & Finance podcast as well as the REITE Club Podcast with Sarah Larbi and Alfonso Salemi (Real Estate Investing in Canada)

Current Identity

Currently, I don't have a brand identity. I am venturing into a new arena of coaching and wanted to combine all of my assets into one site. Since the beginning of my journey, I am venturing away from active real estate investing and into coaching.

As I continue to develop my business, I want to build a new brand identity which includes real estate investing (my current site is www.EastWestVentures.co), podcasting (www.RealEstateLab.live) and coaching (which your team will help put together on this new site)

I have not done extensive time and research with a brand coach or anyone to guide me in the right direction of figuring out what my attributes are and what I portray as a person (and how I want to come about as my brand identity.) But after doing a little research and brainstorming, the following attributes are what I think I want to include.

PASSION

Highest emotional attribute

Loving, helpful, a connector, supportive, soulful, willingness to help others

LOYALTY

This is the second attribute that I want to show up. Having loyalty in business to my partners, investors and friends.

Trustworthy, Supportive, Respectful, Sincere, Integrity, dedication, and fun

SUCCESS

I am developing this attribute in my work and brand.

**Driven, motivated, determined, risk taker, connector, disciplined
student/learner, always strive for more**

LOGOTYPE

My thought is the logo should be type driven and let the brand elements project the more fun and craft aesthetic. I see the logotype being simple, modern, sophisticated, yet have some uniqueness with the character letters. These are my current logos that am using.



real estate Lab podcast



LOGOTYPE

This is my podcast cover and the logo that I use for emails
You can check out my current website for podcast at
www.RealEstateLab.live



LOGOTYPE

I don't have the original logo anymore. So I am providing a low res picture of it here. I am using this for my real estate website www.EastWestVentures.co

FONT TYPE

- I have fonts that I like, downloaded from dafont.com
- When we get to the time where you need it, I will send those files over. Or if you have some other suggestion, I am open to it as well.

THRIVE
GLOBAL

Entrepreneur

BOSS
HUGO BOSS

SUCCESS[®]

Supreme

FORTUNE



Forbes

LOGOTYPE

VOGUE
PARIS



These are the type of look that I want to portray. Between these logos and what I am using, I am sure you will be able to come up with something.

I am looking for 2 to 4 concepts to choose from.



COLOR PALETTE



Midnight Blue
#284E60

Orange
#F99B45

Blue Gray
#63AAC0

Hot Pink
#D95980

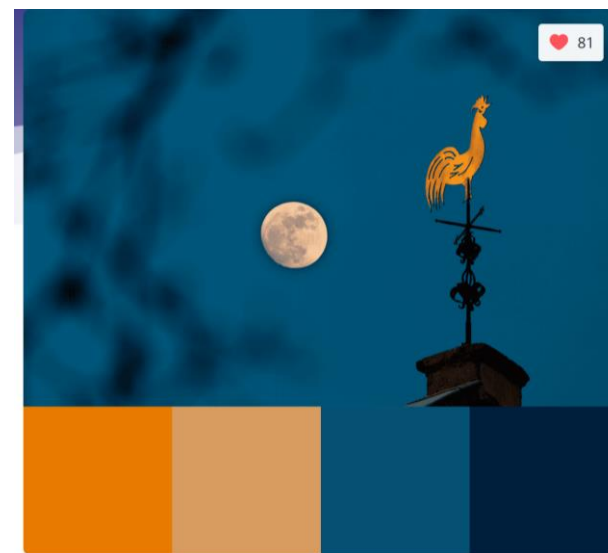
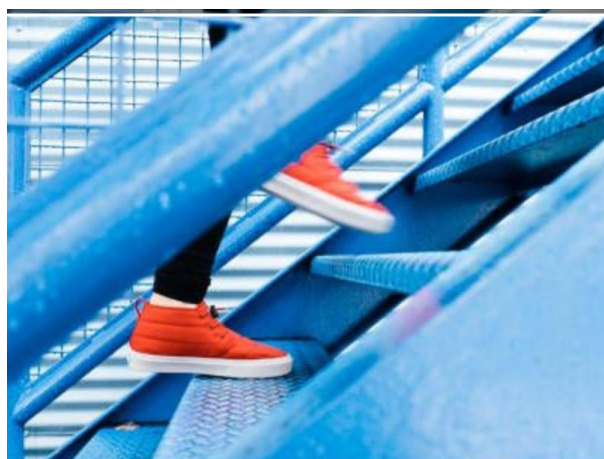


Scallop Seashell
#E4D7D0

Orange
#FF9636

Teal Green
#4B8378

Navy Blue
#0A4158



Burnt Orange
#E87A00

Desert Sun
#D89C60

Navy Blue
#045174

Midnight Blue
#001F3D



COLOR PALETTE

You can probably tell by now that I like blue or some shade of blue. I am open to exploring others that might enhance the brand and quality of the image.

Feel free to play around with the palettes that I have provided or suggest something else.

OWNABLE ICON

I would like to create an ownable icon, that is part of the brand, but not a logo. It's something that can be used in visual elements, but then translated into graphics to create items and props in a photoshoot or for creative graphics on my site, for future products that I create like shirts, notebooks, decals, etc. Something that resembles energy, creativity and boldness. I don't have a favorite symbol or any idea at all. This is a wish list item at the moment. But I feel I need something that can be applied in different mediums, even pencil sketch.

Here is the first podcast episode where I shared a little bit more about myself so you get a better idea of who I am.

<https://youtu.be/RSdFsHO6j5I>

I'd like to have an amazing layout on my homepage. I am thinking featuring my podcast, YouTube videos (right not just the audio version of my podcast), and Instagram in a creative way somehow. We can brainstorm this section.

Others Assets

I am currently using ActiveCampaign to send email out. I'd love to have a **graphic template as well as a banner** that I can use every time I send out an email.

I want a **Facebook banner** that will fit well with the brand we are creating

Inspiration Websites

- These are the websites that I like
 - <https://www.jordanharbinger.com/>
 - <https://colehatter.com/>
 - <https://travischappell.com/>
 - <https://pengjoon.com/>
 - <https://brendon.com/>
 - <https://www.timstorey.com/>
 - <https://www.mikezeller.com/>
 - <https://www.lewishowes.com/>
 - <https://www.russellbrunson.com/hi>
 - <https://advanceyourreach.com/>
 - <https://mikekim.com/>

WEBSITE

Now that you have had a chance to look over the websites that I like, I am sure you have a sense of what styles I like.

My thought on the platform is either Squarespace or at some point in the future, I will get either Kartra or Click Funnels.

I don't know what the best platform is. Start on Kartra or Click Funnels right the way? Or start with a static website on Squarespace and add funnels later? We could discuss more on this.

You'll have to design all the web elements. Copy writing could be handle by someone else if you team doesn't have that talent.

Must be optimize for mobile as well!

NEXT STEP?

So what's **your next step?**

I'd like to get a **proposal from you** for what you can and cannot do.

Things to include:

- Timeline
- Previous work samples
- Price and a full break down

IF you are going to use a template, please make sure your bid reflect that

Payment will be 1/3 – 1/3 – 1/3 (Progress base, we can work out details and milestones)