

Build the mark for the institution above the portfolio.

Design objective: Create a distinctive, ownable identity for KaurNel Global that can represent the organization for decades - from boardroom documents today to a future global headquarters.

WHO KAURNEL GLOBAL IS

KaurNel Global is the parent and stewardship company for a growing portfolio of independent businesses operating across multiple industries and countries. It is not an operating brand tied to one sector. Its role is to provide common purpose, governance, leadership standards and enduring stewardship while allowing each portfolio company to remain entrepreneurial and distinct.

THE CORE PHILOSOPHY

ONE PURPOSE A shared direction	CLEAR AUTHORITY Decisions with ownership	ACCOUNTABLE LEADERSHIP Freedom with standards	ENDURING STEWARDSHIP Built beyond one cycle
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WHAT THE BRAND SHOULD FEEL LIKE

Institutional / not startup

Calm authority / not aggressive power

Timeless / not trend-driven

Global / not geographic

Sophisticated / not ornamental

Modern / not futuristic

THE DESIGN CHALLENGE

Communicate a strong whole without erasing the independence of its parts. The mark should suggest alignment, purpose and stewardship - not control for control's sake.

Global scope should be felt rather than illustrated literally. Strength should feel composed, intelligent and durable.

PORTFOLIO CONTEXT

Business services & BPO • Technology & AI/SaaS • Infrastructure • Energy • Real estate • Future investments

Do not design the parent identity to visually belong to any one of these industries.

THE PARENT BRAND SHOULD STAND ON ITS OWN.

KaurNel should give independent companies a common center without making them look or feel the same. It does not need to visually match any existing portfolio-company identity.

Create something we can earn meaning into over time.

CREATIVE TERRITORIES TO EXPLORE

Purpose & direction

A clear center, orientation or sense of intentional movement.

Structure & alignment

Independent elements functioning with order and coherence.

Continuity & compounding

Progress that builds over time rather than chasing the moment.

Stewardship & legacy

Responsibility for what is built, protected and passed forward.

Independent parts, stronger whole

A parent identity that unifies without making every company the same.

Global scale & permanence

International credibility without obvious globe or map imagery.

WHAT TO AVOID

- Generic globes, maps, swooshes or stock-market arrows
- Random connected dots/nodes with no ownable idea
- Buildings, skyscrapers, dollar signs or literal finance imagery
- Generic shields, crests or "prestige" emblems
- A bank, accounting-firm, consulting-firm or crypto aesthetic
- A basic interlocking KG monogram with no deeper concept
- Template-looking marks or effects the logo depends on to work

NON-NEGOTIABLE REQUIREMENTS

- Logo text: KaurNel Global. The primary logo should not require a tagline.
- The symbol should be strong enough to work independently from the wordmark over time.
- Must remain clear at favicon/app-icon scale and feel credible on large building signage.
- Must work in full color, one color, black, white, and on both light and dark backgrounds.
- Show a horizontal lockup and a compact/stacked option when the concept supports it.
- Typography should feel refined, confident and highly legible - not decorative for its own sake.
- Final artwork must be clean, scalable and vector-ready.
- Include a short 2-4 sentence explanation of the idea and symbolism behind the design.

HOW WE WILL JUDGE THE STRONGEST ENTRIES

Concept & meaning: Does the design have an intelligent, defensible idea?

Distinctiveness: Could this become recognizably KaurNel rather than a generic corporate mark?

Timelessness: Will it still feel credible 30-50 years from now?

Scalability: Does the mark survive from small digital use to signage?

Typography: Does the wordmark feel deliberate and institutional?

THINK INSTITUTION, NOT STARTUP.

Think 30-50 years, not the current design trend. Give us a simple, meaningful symbol KaurNel can grow into and earn recognition for over time.

Creative freedom is encouraged. These are strategic guardrails - not a request for literal iconography.