



SWANA

Creating a New and Instantly
Classic Brand of Refined
Diamond Jewellery

Creating a New and Instantly Classic Brand of Refined Diamond Jewellery

Swana manufactures and designs one-of-a-kind diamonds that feature 89 facets and a perfect eight-pointed star in the heart of the gems. To launch such unique products into the market, Swana needed to create an equally distinctive and valuable brand.

Business Strategy

~~Business Model Adaptation~~
~~Business Process Changes~~
~~Organisational Empowerment~~

Brand Strategy

Management Interviews
Brand Workshop
Brand DNA
Brand Differentiation
~~Brand Architecture~~
Brand Strategy Book
Ongoing Brand Management

Creative Theme
Photo Styling

Design and Touchpoints

Brand Identity
Brand Grid Refreshment
Product Photography
Writing & Translation
Booth Design
Advertising Design

Digital & Social Media

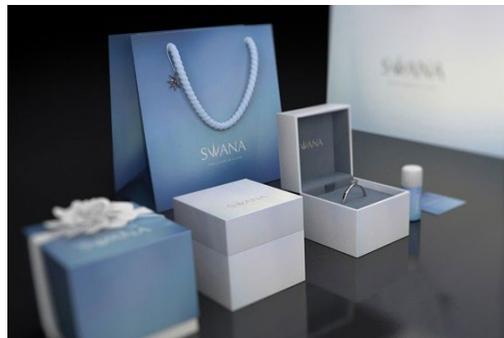
UI and UX Design
~~Brand Website~~
Ecommerce Website
~~Social Media Management~~
~~Social Media Advertising~~
Analytics

Swana Brand Creation

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SWANA
PERFECTION OF A STAR



Swana asked Base Creative to design a brand – ranging from brand identity, print ads, interior concepts, to website, etc – that would speak persuasively of the product's unique selling points.

Scope of work

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