



Protection for Every Life Moment

Bjak Brand Identity Exploration

PREPARED BY: RAYDI CHAM





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Project Brief

You are tasked to create a brand identity and visual design system. Your goal is to develop a distinctive and cohesive visual direction that feels futuristic, intuitive, and human-centered, while building trust, curiosity, and emotional connection with users. The identity should be adaptable across digital and social platforms.

Requirements

- 1. Creative Process Walkthrough**
 - Share your creative process from research, moodboarding, and ideation to final execution.
 - Explain how you defined the brand personality, tone, and audience.
 - Demonstrate how your visual direction ensures consistency and scalability across various touchpoints.
- 2. Design Rationale**
 - Explain your design decisions for key brand elements, including:
 - Logo direction and symbolism
 - Color palette
 - Typography
 - Graphic language, shapes, and motifs
 - Describe how your choices reflect the brand’s essence and emotional appeal.
- 3. Design Challenges**
 - Identify at least one creative challenge you encountered and how you approached solving it.
Example: Finding balance between futuristic design cues and human warmth.
- 4. Design Principles & Brand Impact**
 - Outline the design principles that guided your work (e.g., simplicity, memorability, scalability, harmony).
 - Explain how your design strengthens brand recognition, storytelling, and engagement.

Deliverables

- 1. Brand Identity**

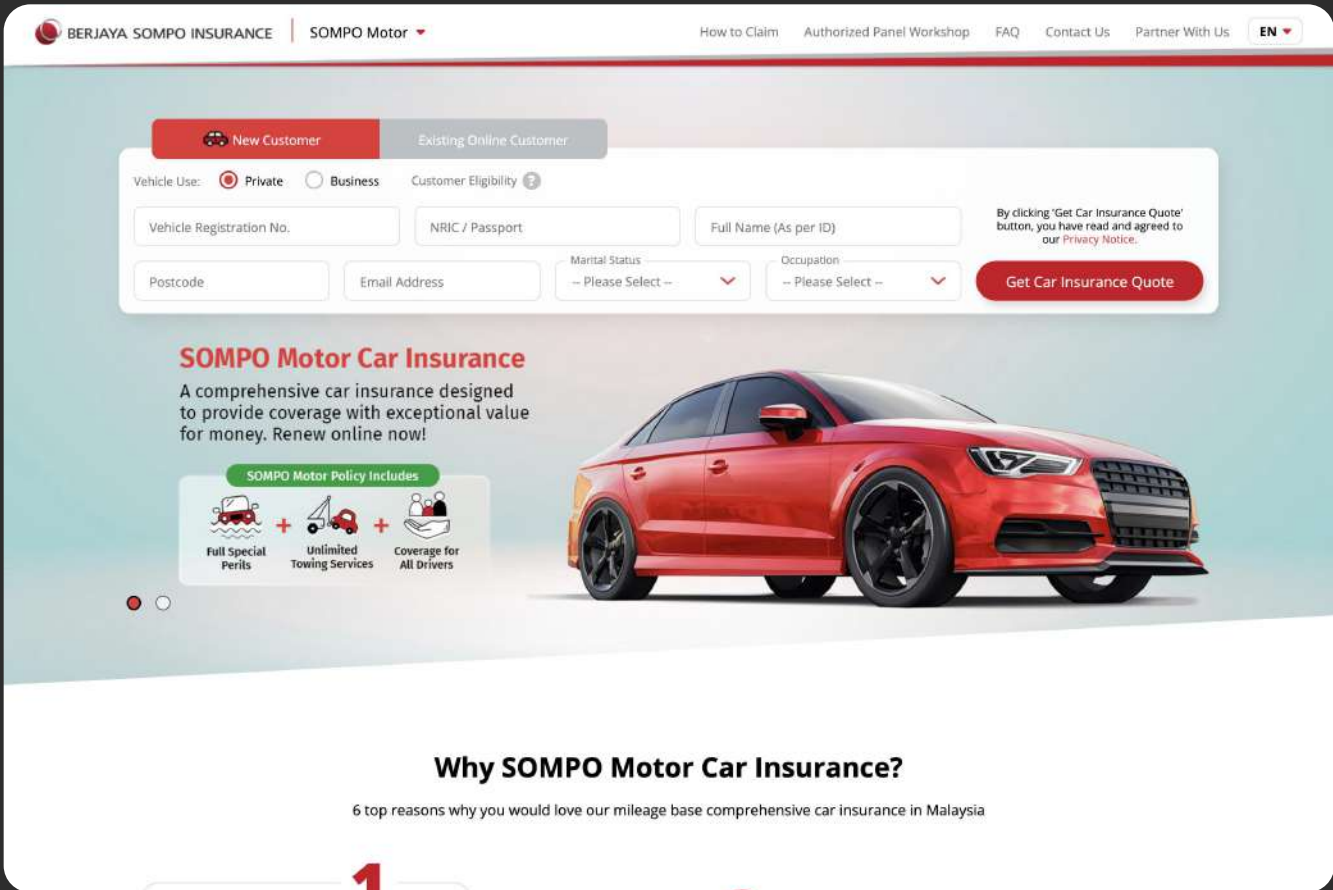
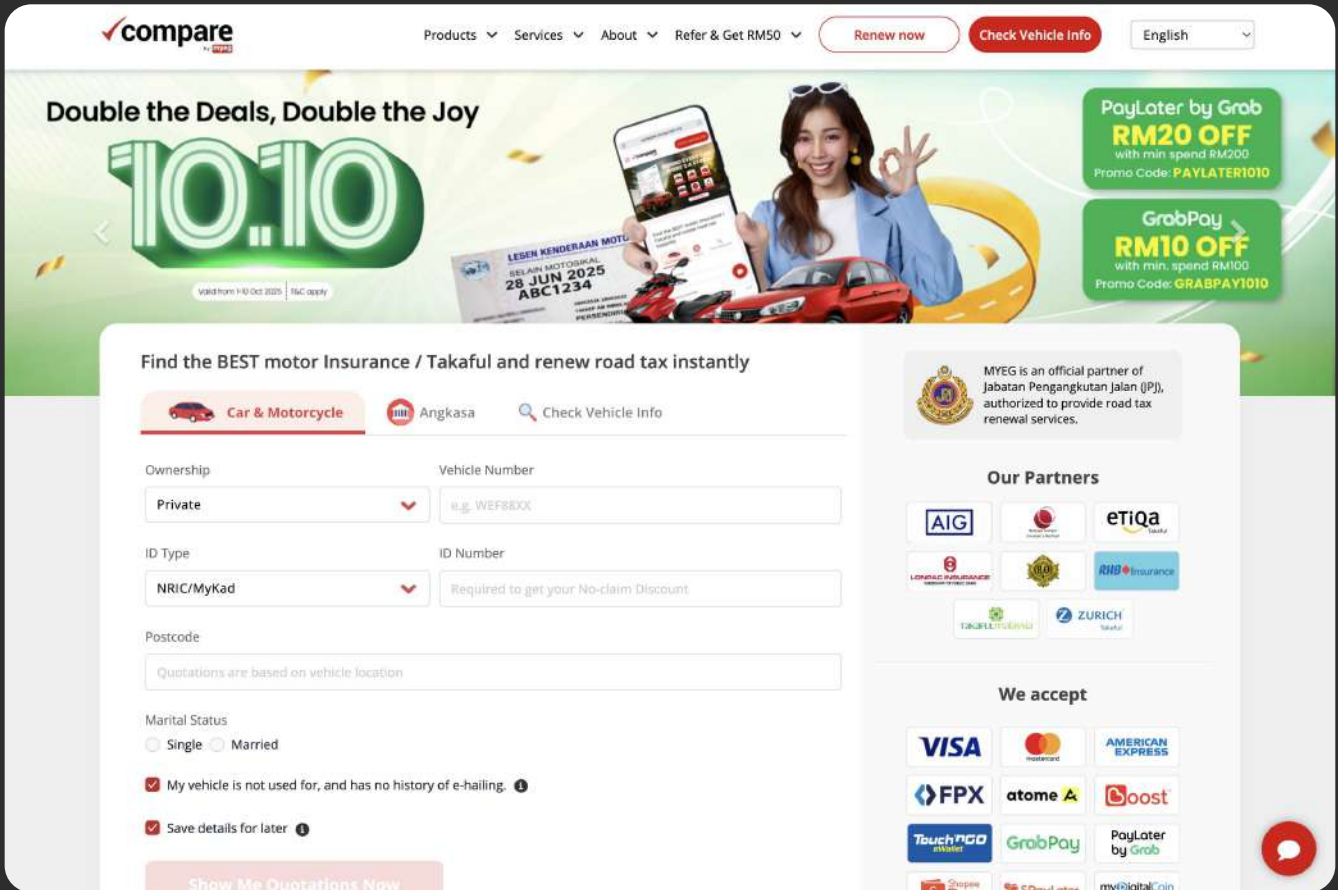
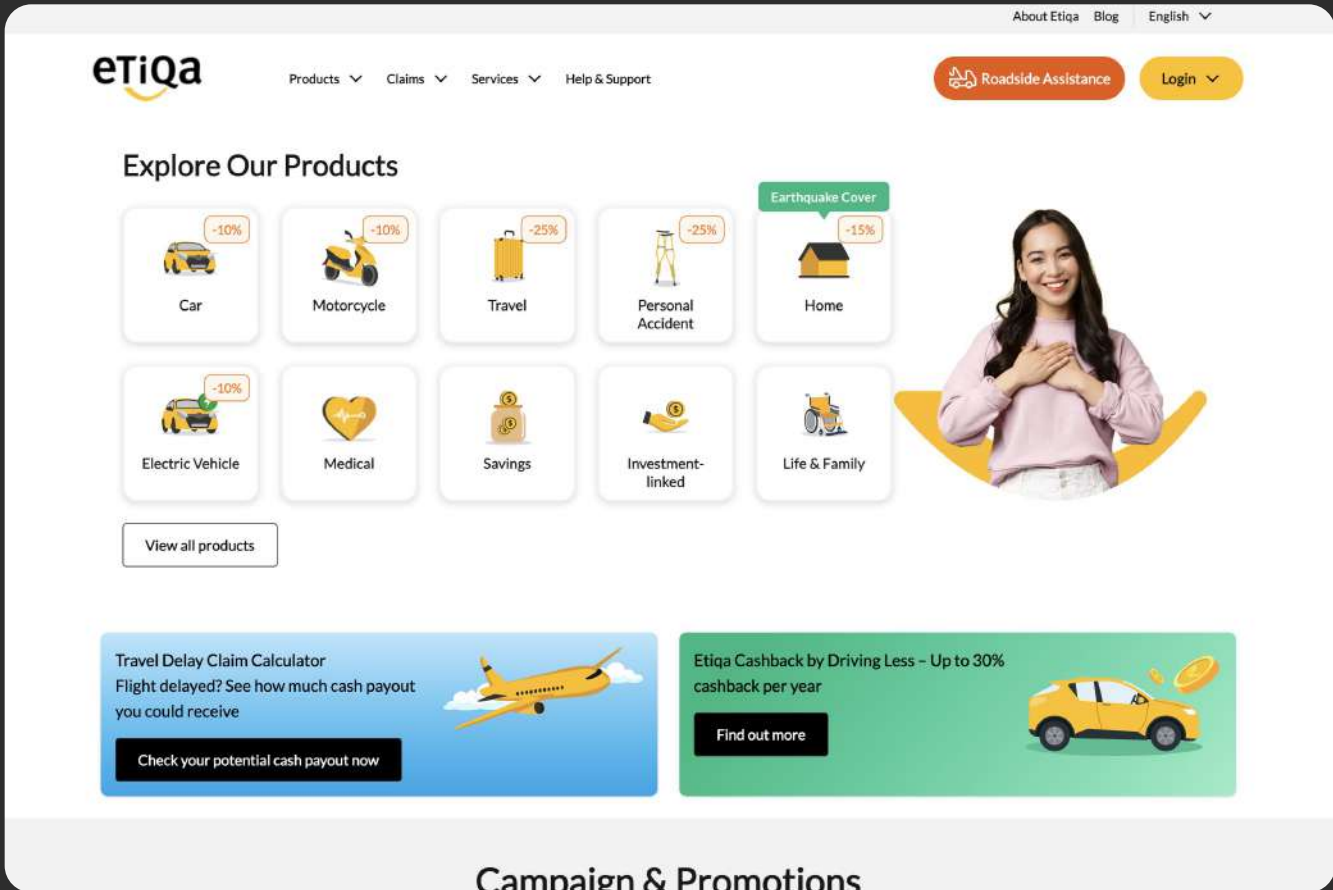
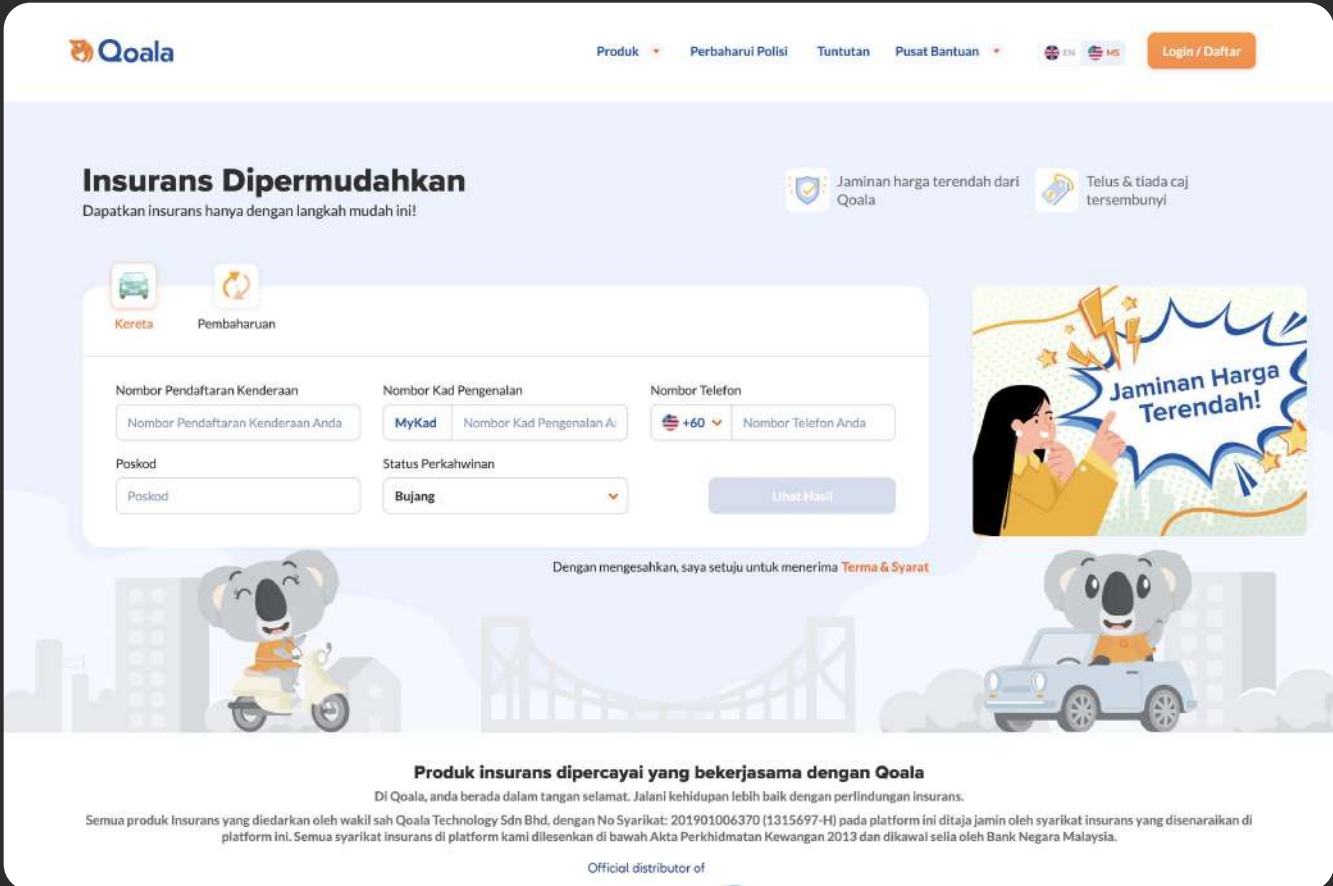
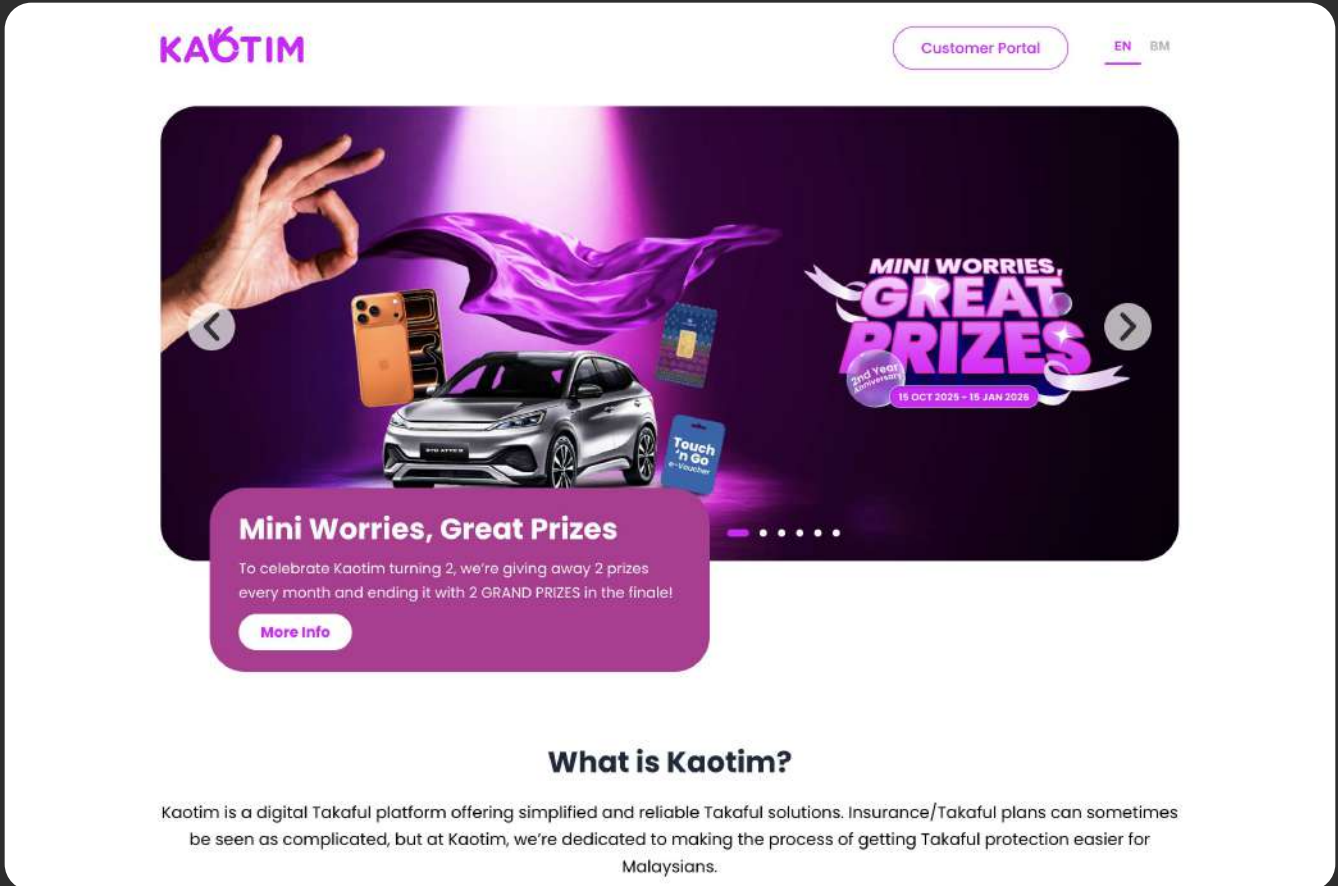
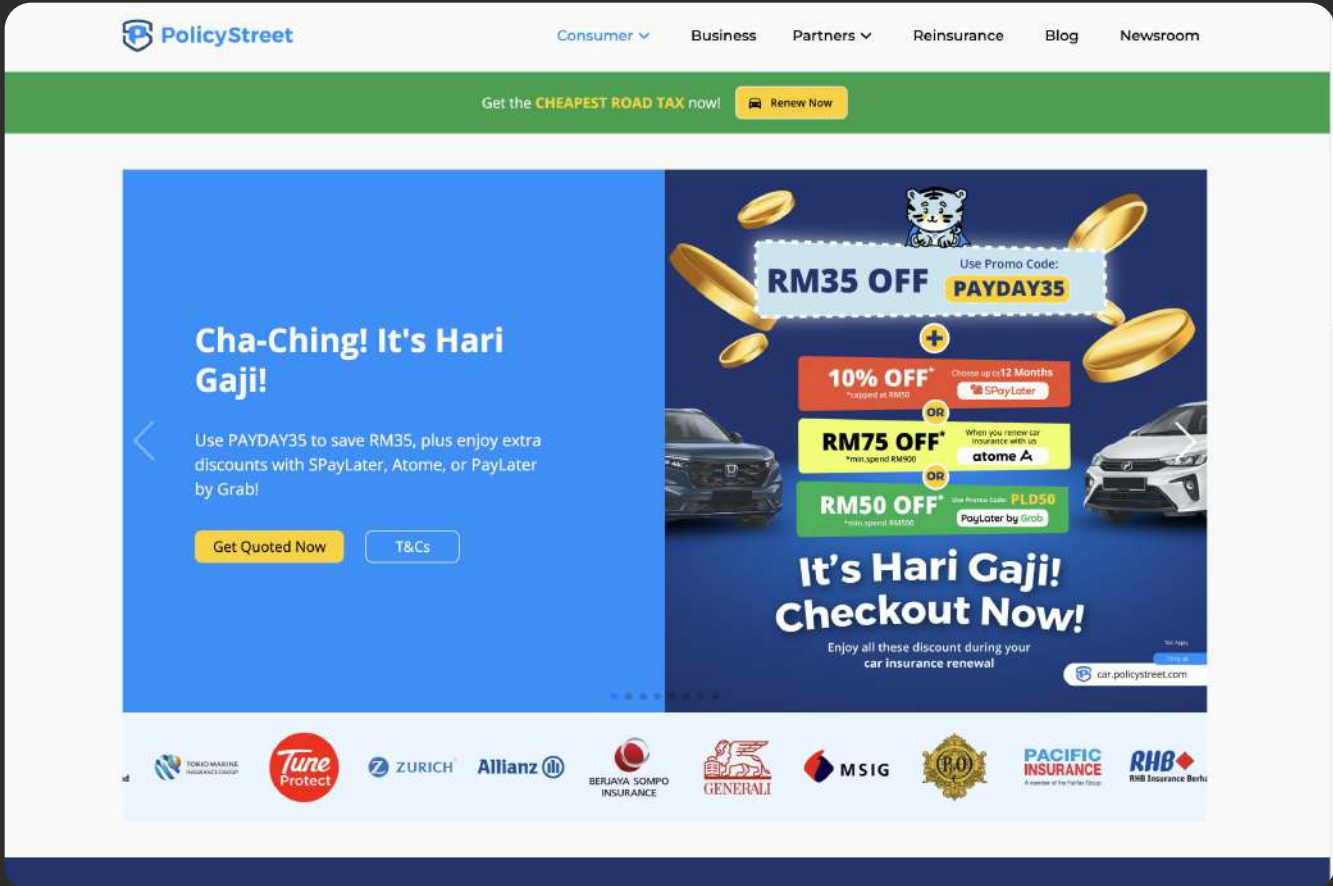
Logo (main and alternate lockups), color palette, typography system, and visual motifs or iconography
- 2. Design System**
 - Visual applications (layout direction, imagery style, graphic system)
 - Simple style guide or reference sheet showing brand consistency
- 3. Social Media Content Mockups**
 - Minimum of 3 examples (static or motion) showing brand application on social platforms
 - Demonstrate creativity, storytelling, and visual coherence
- 4. Optional**
 - A short brand tagline or story
 - Submit your work in Figma link, presentation deck, or PDF format.
- 5. Reference: Example of storytelling + design showcase**

https://www.behance.net/gallery/42918779/Nubank-Identity-2014?tracking_source=search_projects|nubank&l=0

Research

Competitor

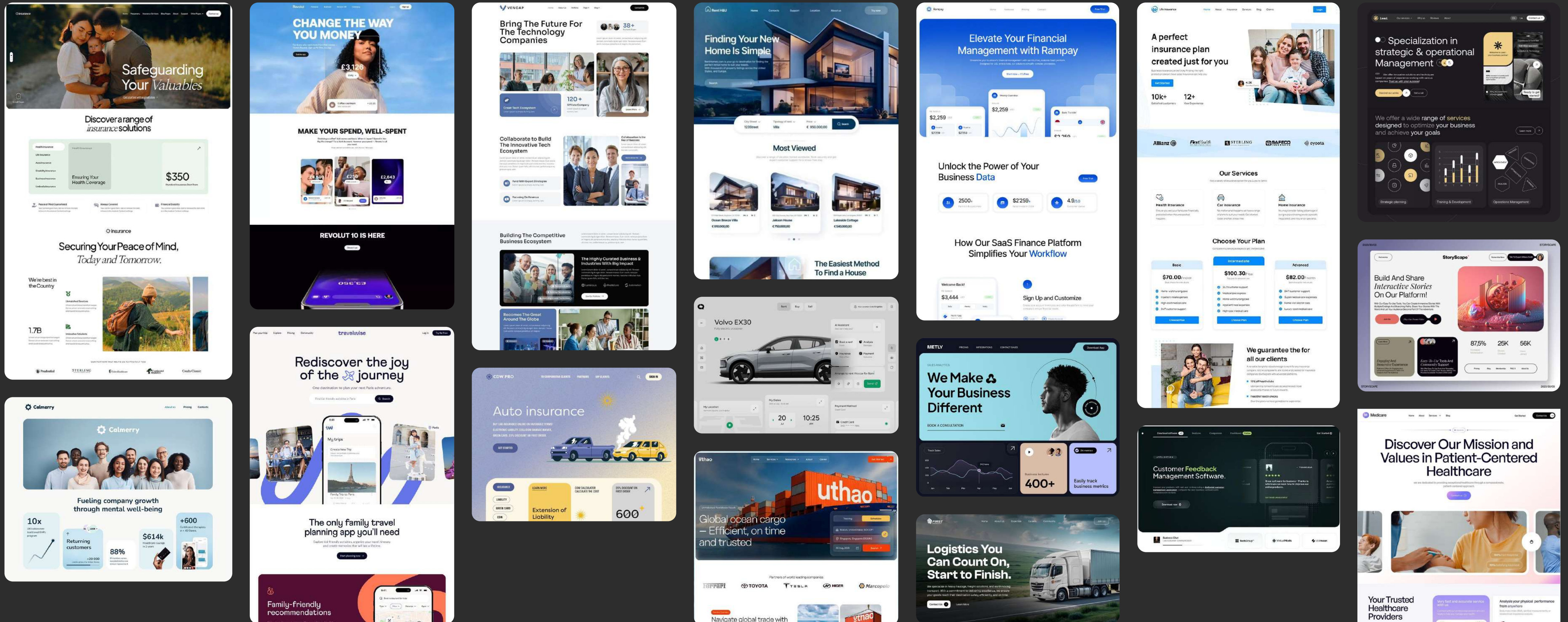
Note: in a real life project we will go deeper into the competitor research from various angle (e.g: marketing materials, website, products, etc). Data driven decision will be made.



Research

Inspiration

Note: in a real life project we will dissect and documents every interesting angle for us to implement and test.



Moodboard

Protection for Every Life Moment

With you, every step of the way

Life is made of moments, big and small.

Your first car. Your first home. Your child's first day at school. A bold new business idea. Caring for ageing parents. Choosing health and peace of mind.

With every chapter, new responsibilities emerge. New dreams. New risks.

BJAK exists to give Malaysians the confidence to move forward, knowing they're protected wherever life leads, from today's decisions to tomorrow's possibilities.

We don't just insure events, we protect journeys, memories, futures.

Because your story deserves to be secured at every turn.

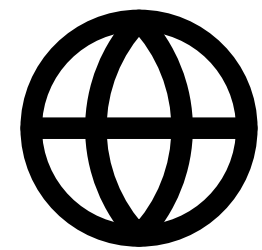
Keywords: Human-first, clarity, clean, timeless, life chapters, trust, reliability, growth, maturity, optimistic, multi-generational, emphatic, scaleable, accessible, empowering, friendly, calming, helpful, solution provider.



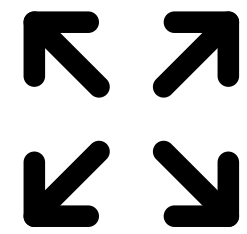
Logo

Protection for Every Life Moment

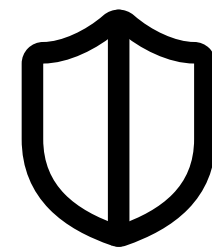
With you, every step of the way



Globe



Expanded Arrow



Shield

Representation

- Lifelong support / seamless experience
- Global expansion & movement
- Growth, journey, guidance
- Protection + assurance
- Brand identity
- Friendly fintech, modern Asia

Master Logo Lock up



Logo

Bjak primary logo should be used across all forms of communication, including digital and print media. Please adhere to the guidelines on proper usage and avoid any misuse of the logo.

The primary logo should always appear in its approved form, using the designated color versions (full-color, monochrome, or reversed) as outlined in this guideline. It should never be redrawn, distorted, or altered in any way.

When applying the primary logo:

- Maintain clear space around the mark to ensure visibility and impact.
- Use the approved color variations depending on the background.
- Ensure legibility at all sizes, from app icons to signage.
- Avoid using effects such as shadows, gradients, or outlines unless explicitly approved.

The consistent use of the primary logo builds recognition, reinforces trust, and strengthens the Bjak brand across every interaction.

Primary Color



Black



White



Alternative Color 1



Alternative Color 2



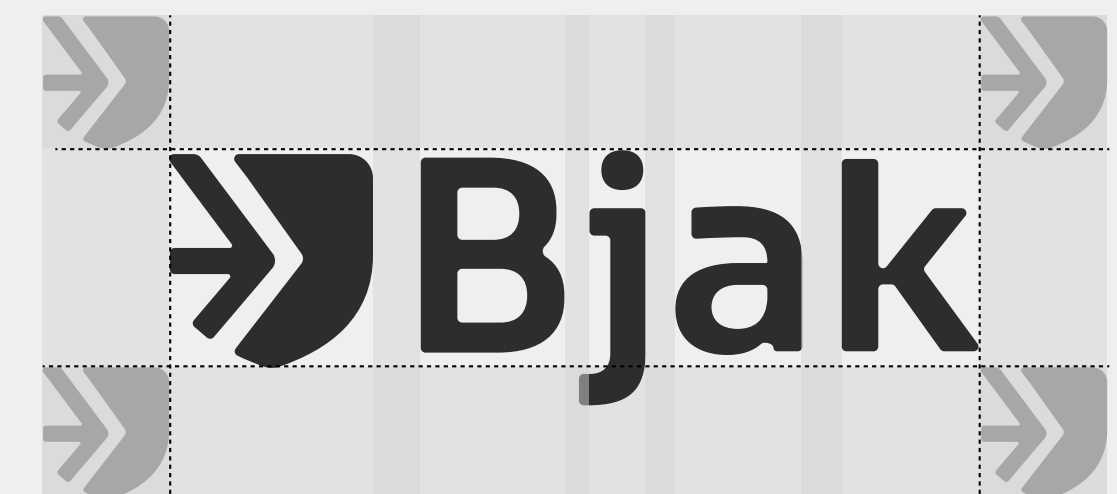
Alternative Logo Lock Up



Bjak Symbol



Logo Safe Space



Colors

Primary Colors

Bjak primary colors are the Clarity, Trust, Growth, and Emphatic. All four colors are to be used across all Bjak digital and print materials. All four can be combine to create a gradient but not to be altered.

Do not change the shade/opacity or tweak the color code. Bjak Clarity, Trust, Growth, and Emphatic has been optimised and passed the WebAIM contrast checker.

The primary color establishes consistency and sets the visual tone of the brand. It is the anchor around which secondary and accent colors are applied, ensuring balance and hierarchy in design.

When applying the primary color:

- Use it prominently in backgrounds, headers, and key brand elements.
- Ensure sufficient contrast for accessibility and legibility.
- Pair with secondary or neutral colors to maintain clarity and avoid visual overload.
- Never alter or substitute the primary color outside the approved palette values.

The consistent use of our primary color strengthens recognition and reinforces the Bjak identity across every interaction.

Clarity

HEX: #F4F4FF
RGB: 244, 244, 255, 100
CSS: rgba(244, 244, 255, 1)

Trust

HEX: #05172D
RGB: 5, 23, 45, 100
CSS: rgba(5, 23, 45, 1)

Growth

HEX: #00E3B6
RGB: 0, 227, 182, 100
CSS: rgba(0, 227, 182, 1)

Emphatic

HEX: #3AFFFF
RGB: 58, 175, 255, 100
CSS: rgba(58, 175, 255, 1)



Colors

Shade of Grey

Our shades of grey form the neutral foundation of the Bjak color system. They provide balance, flexibility, and accessibility across both product and marketing applications. These tones support the primary and product colors by offering structure and contrast without competing for attention.

Greys are essential for creating hierarchy, readability, and a modern aesthetic across digital and print environments. They are versatile enough to serve as backgrounds, dividers, or text, ensuring clarity and consistency throughout the brand experience.

When applying shades of grey:

- Use lighter greys for backgrounds, surfaces, and subtle layering.
- Use mid-tones for secondary text and supporting UI elements.
- Use darker greys for body text, strong contrast, and high legibility.
- Avoid overuse, greys should act as supporting elements, not dominate layouts.

By using greys thoughtfully, we create a clean and sophisticated canvas that allows our primary and product colors to stand out while maintaining balance and harmony.

Bjak Grey 100	HEX: #EBEBEF RGB: 235, 235, 239 CSS: rgba(235, 235, 239, 1)
Bjak Grey 200	HEX: #C3C4CD RGB: 195, 196, 205 CSS: rgba(195, 196, 205, 1)
Bjak Grey 300	HEX: #9B9DAC RGB: 155, 157, 172 CSS: rgba(155, 157, 172, 1)
Bjak Grey 400	HEX: #73768B RGB: 115, 118, 139 CSS: rgba(115, 118, 139, 1)
Bjak Grey 500	HEX: #525463 RGB: 82, 84, 99 CSS: rgba(82, 84, 99, 1)
Bjak Grey 600	HEX: #31333B RGB: 49, 51, 59 CSS: rgba(49, 51, 59, 1)
Bjak Grey 700	HEX: #101114 RGB: 16, 17, 20 CSS: rgba(16, 17, 20, 1)

Typography

Typography is a key element of the Bjak identity, shaping how our brand communicates across product and marketing. It reflects our tone of voice, clear, confident, and approachable. While ensuring consistency and legibility in every context.

Our type system is built to provide flexibility, with defined styles for headlines, body text, and supporting content. The chosen fonts balance modernity with readability, creating a visual rhythm that guides users through information with ease.

When applying typography:

- Use the approved typefaces exclusively across all brand and product materials.
- Follow the established hierarchy (e.g., headline, subhead, body, caption) to maintain clarity and structure.
- Maintain consistent sizing, spacing, and alignment to create cohesion.
- Ensure accessibility by preserving sufficient contrast and legible sizes across devices and mediums.

Follow the usage rules for each font family.

Do not:

- Stretch font
- Skew font
- Add kerning

Sora

Sora Thin

Sora Thin Italic

Sora Extra Light

Sora Extra Light Italic

Sora Light

Sora Light Italic

Sora Regular

Sora Italic

Sora Medium

Sora Medium Italic

Sora Semibold

Sora Semibold Italic

Sora Bold

Sora Bold Italic

Sora Extrabold

Sora Extrabold Italic

Usage:

- Bjak Branded Ecosystem
 - Digital Assets
 - Website & UI/UX
 - Video / Animation
 - Prints

Sora

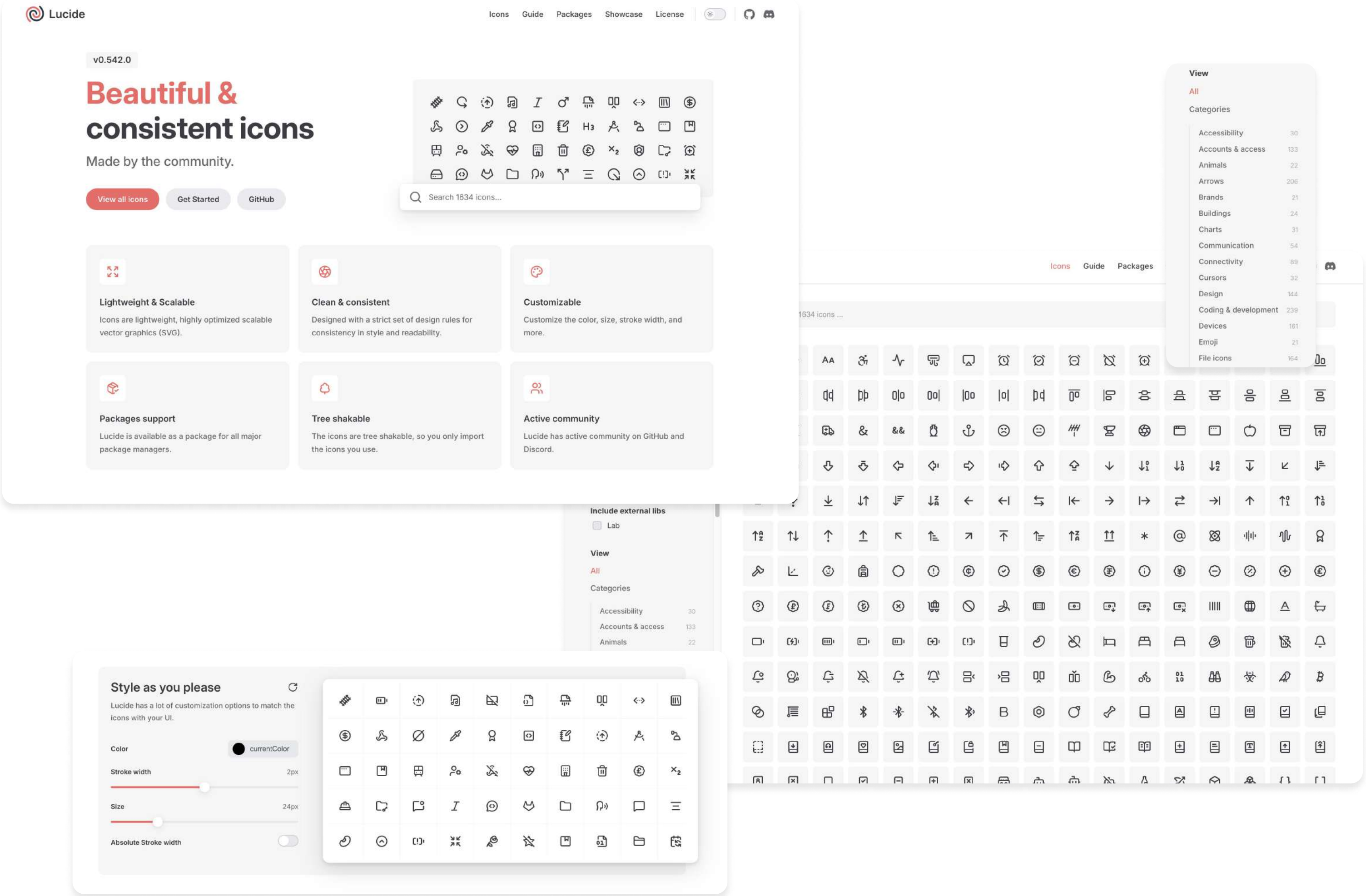
Iconography

Our iconography system is designed to be clear, consistent, and functional across both product and marketing touchpoints. We use the Lucide icon set (lucide.dev), a modern, open-source library known for its clean lines and balanced proportions.

Icons play a supporting role in our visual language: they simplify communication, guide users through interfaces, and add clarity without distracting from content.

When applying icons:

- Use Lucide icons exclusively to maintain consistency across all Bjak experiences.
- Keep icon sizing and spacing consistent with our typographic scale.
- Apply brand colors thoughtfully, icons should complement, not compete with, text and imagery.
- Favor simplicity and clarity over decoration; icons should always aid comprehension.



Photography

Usage:
Digital & Prints

Keywords:
Memory Nostalgia Hope Safety Belonging
Love Trust Reassurance Growth Calm
Future Readiness Emotional Continuity
Cinematic Life Moments Photography
Soft Natural Lighting Lifestyle Portraits
Documentary Family Photography
Real People Emotional Candid Moments
Warm Tones Emotional Storytelling Portrait
Asian Family Lifestyle Premium Photography
Life Milestones Photography Storytelling
Travel Journey Cinematic Stills
Airport Family Farewell Emotional
Grandparents Grandchildren Bonding
Wedding Morning Documentary Photography
First Car Graduation Celebration
Home Staircase Morning Light Family Moments
Warm Gradient Dawn Sunset Tones
Soft Golden Hour Light
Neutral Beige Navy Gold Palette
Calming Premium Tones
Subtle Glow Cinematic Contrast
Soft Grain Film Look
Pathway Leading Lines Photography
Road Trip Sunrise Metaphor Journey
Timeline Visual Metaphor Life Journey

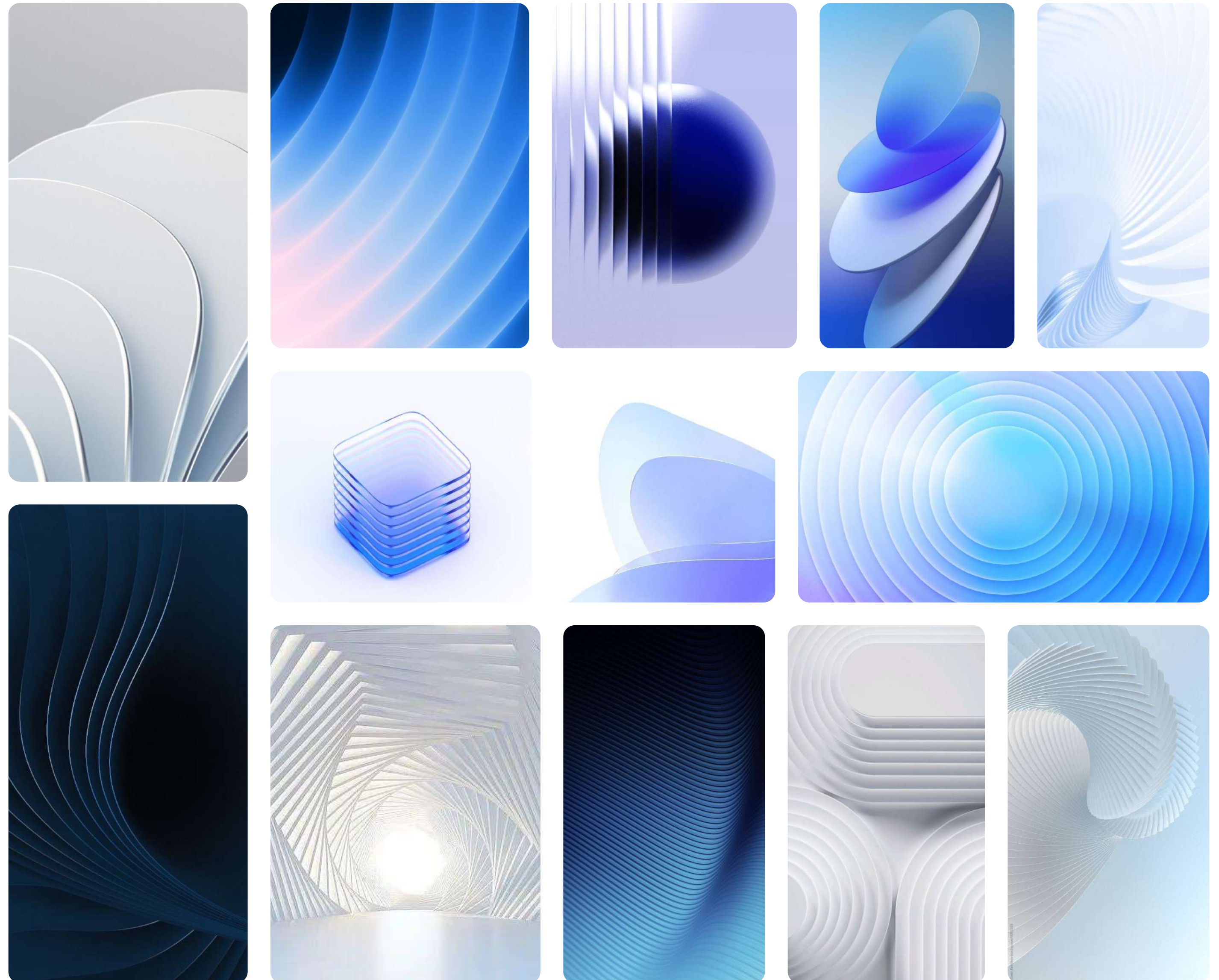


Pattern

Patterns can be applied across both digital and physical touchpoints, including backgrounds, packaging, social media graphics, and presentations. They should always align with our core visual system, using approved brand colors and proportions to ensure a cohesive look and feel.

When applying patterns:

- Use them as supporting elements, not the primary focus.
- Ensure legibility by balancing pattern density with whitespace.
- Maintain consistency by following scale, color, and placement guidelines.



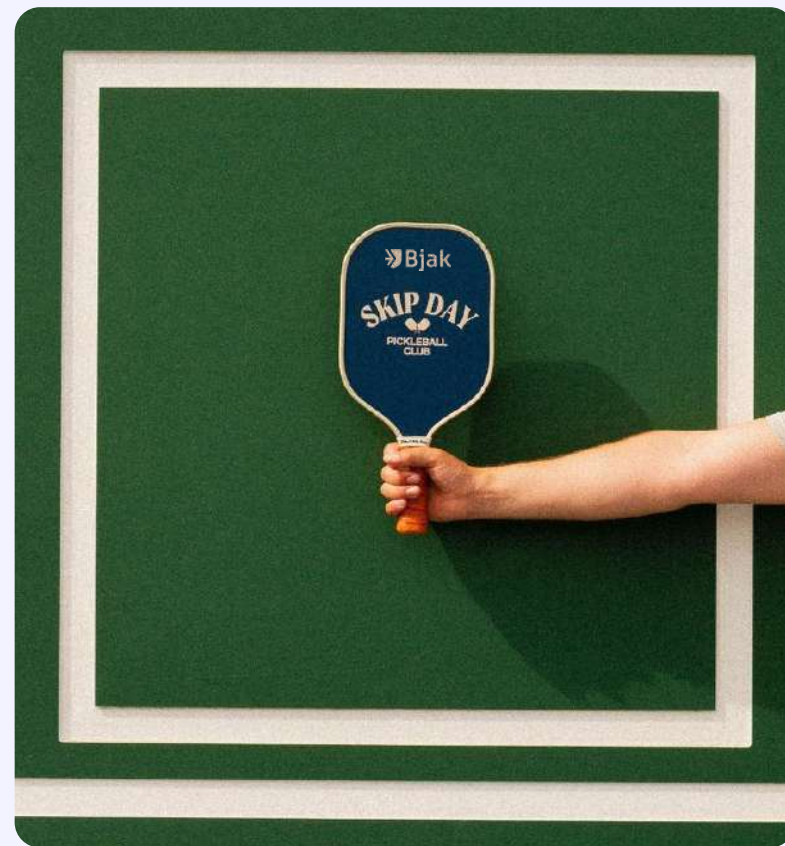


Thank You

Protection for Every Life Moment

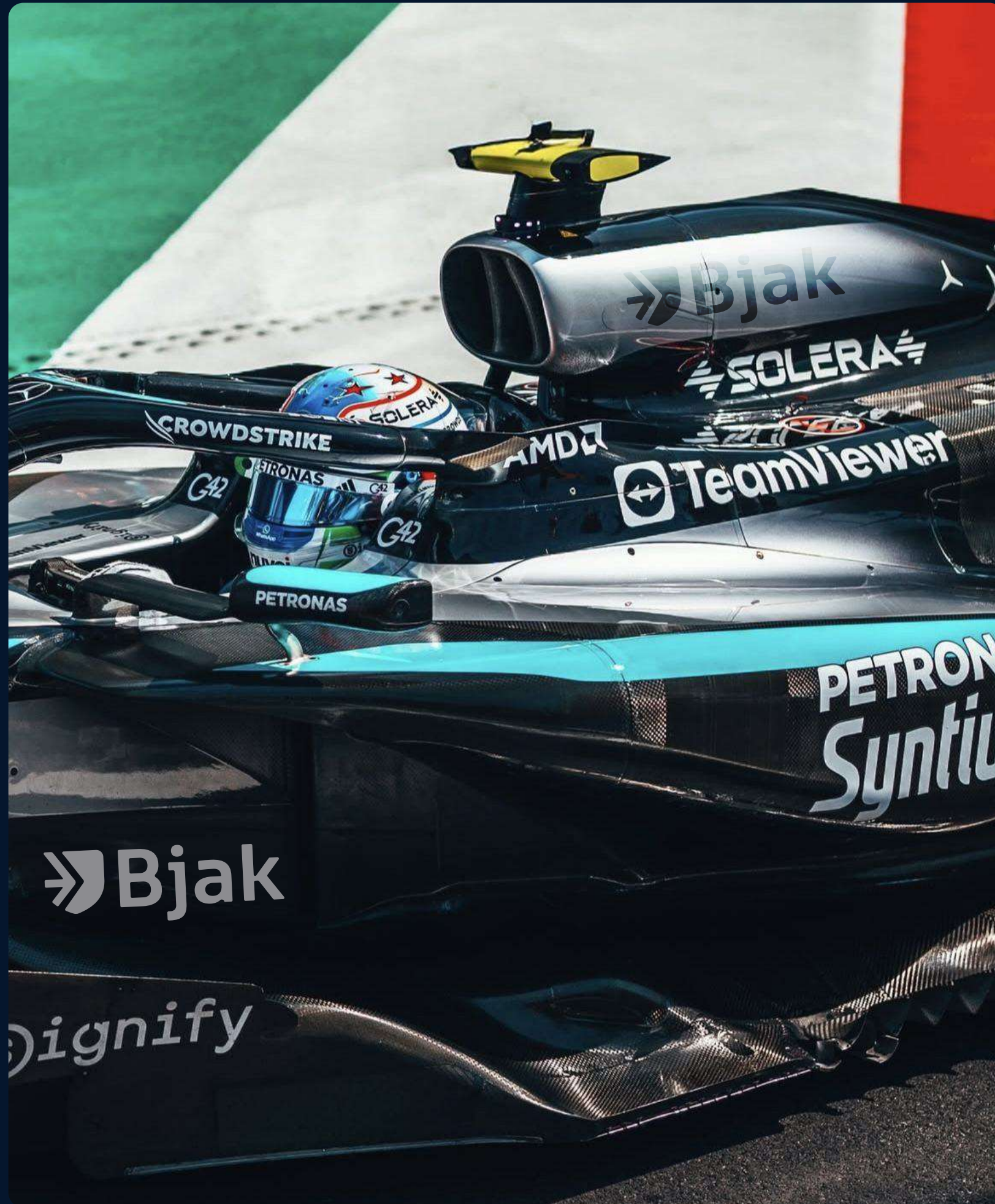
Bjak Brand Identity Exploration

Bjak Merchandise



BJAK creates useful, well-designed merchandise that champions our mission and celebrates everyone who's part of our journey.

Bjak Sponsorship



BJAK is committed to supporting and sponsoring insurance focused events that advance industry knowledge, innovation, and consumer awareness.



Home

Why Bjak

Our Products

How it Works

Help & Support

About

Sign Up

Log In

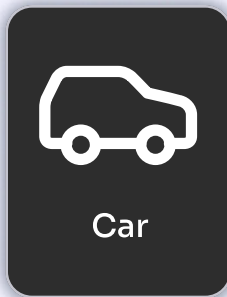
Find The Best Insurance/Takaful Deals

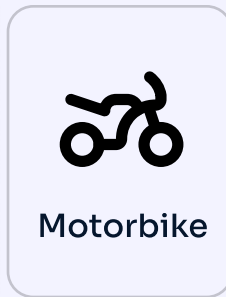
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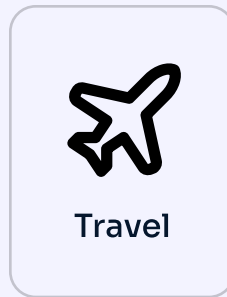
With you, every step of the way

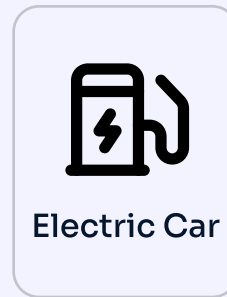
Sign Up for The Best Deal

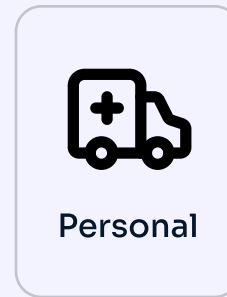
Our Products

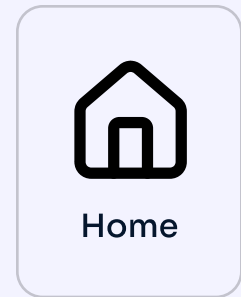
- 

Car
- 

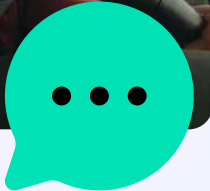
Motorbike
- 

Travel
- 

Electric Car
- 

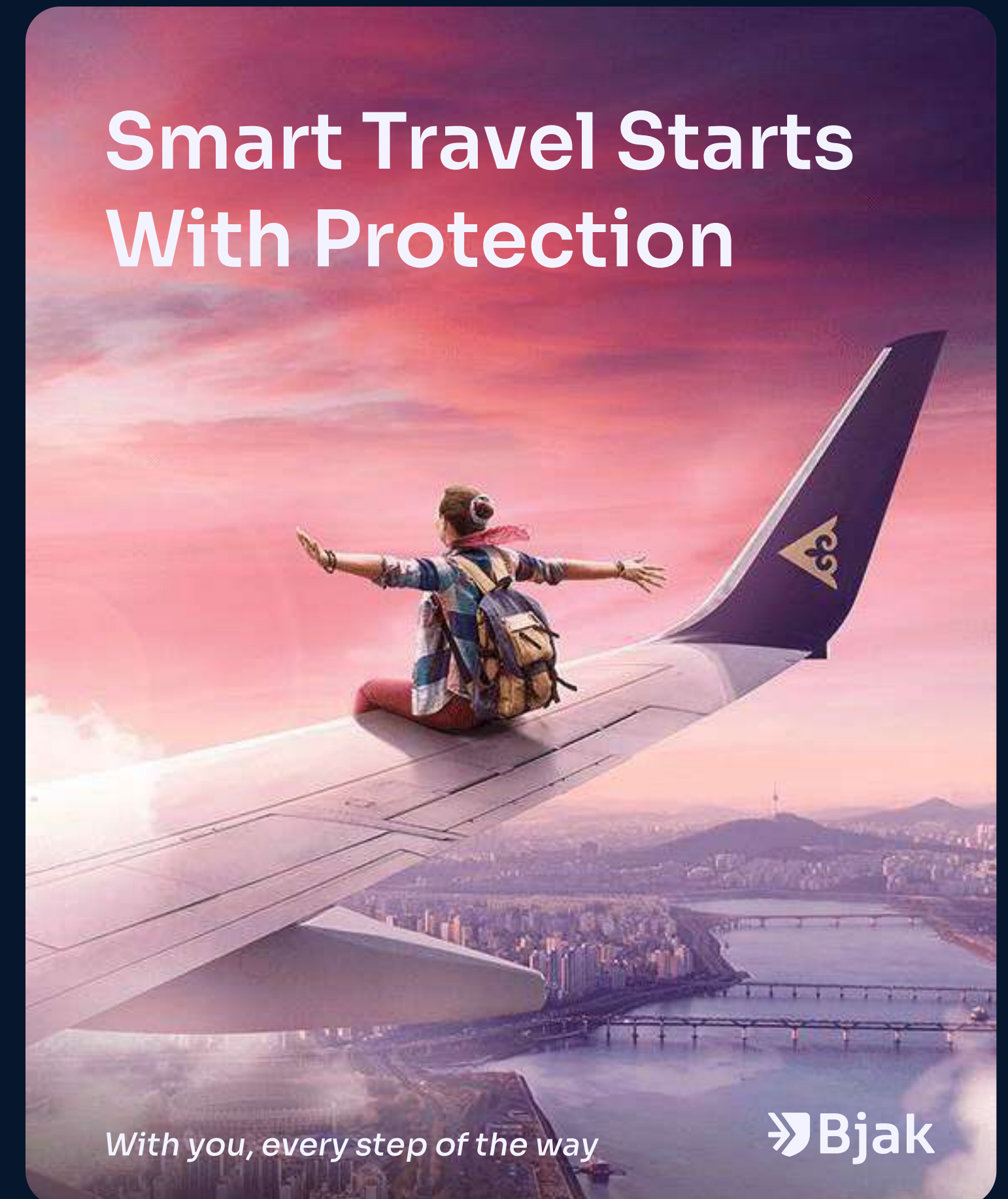
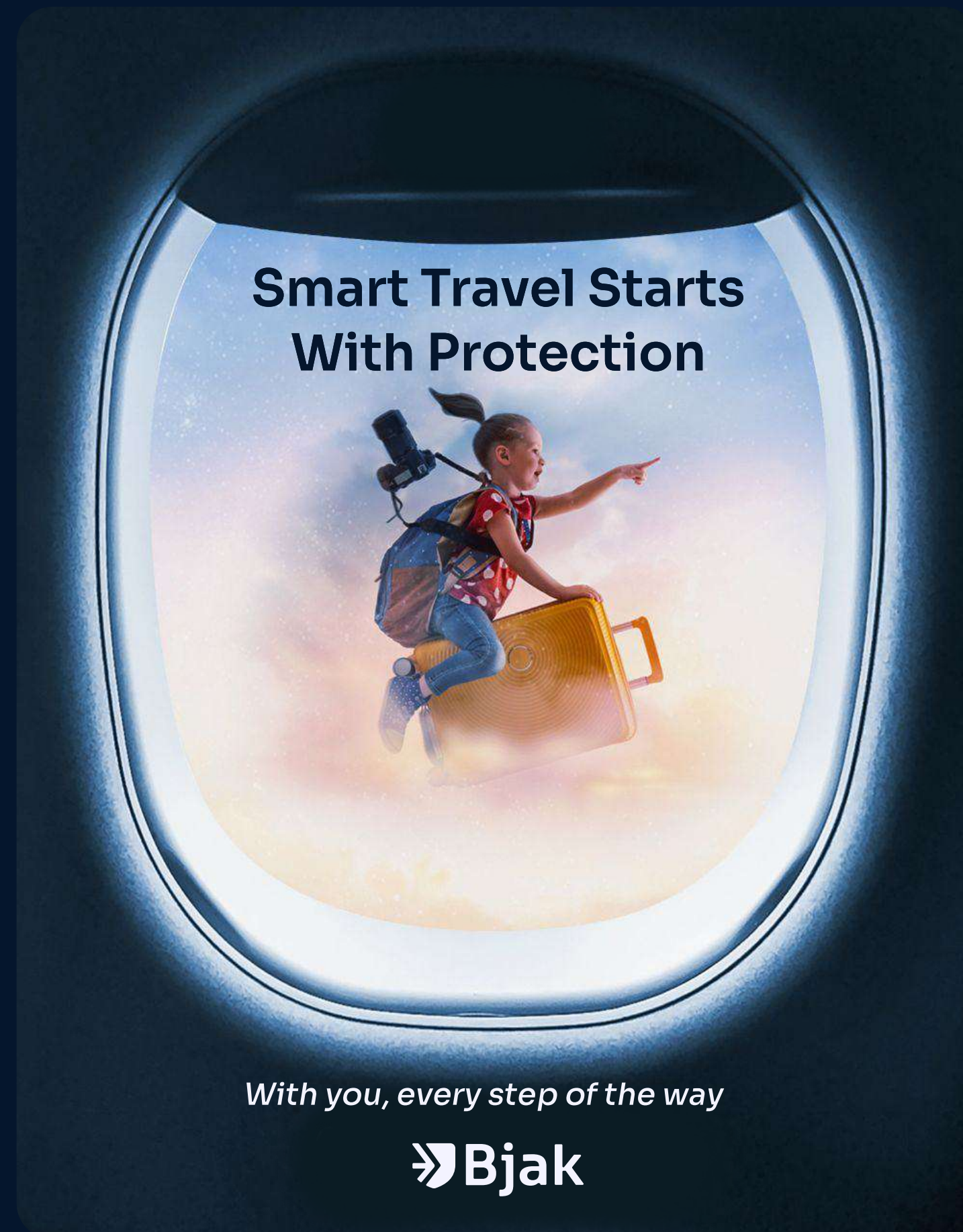
Personal
- 

Home



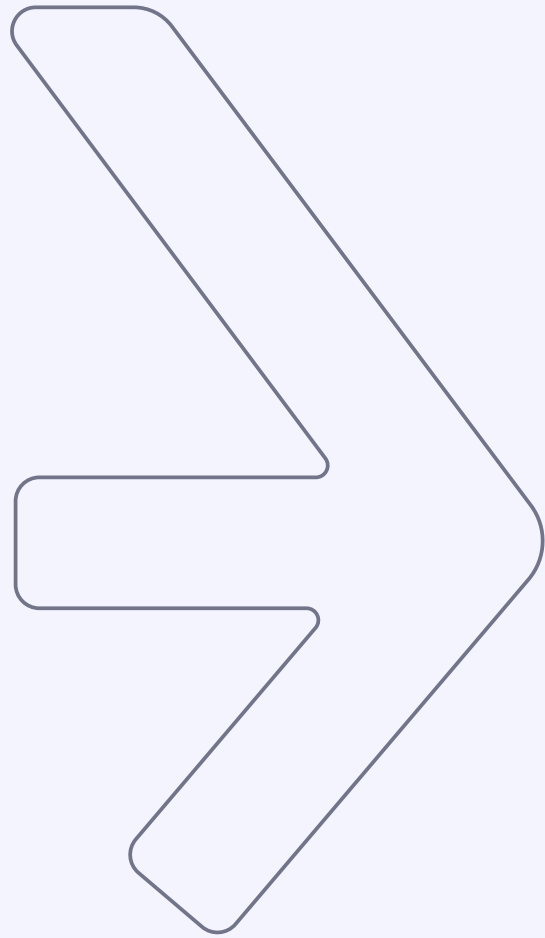
Social Media

Smart Insurance Campaign





Implementation



BJAK is Southeast Asia's largest online insurance platform, built in Malaysia and expanding globally.

We exist to simplify protection, empower people, and make financial security accessible to everyone, from everyday Malaysians to individuals and families across Japan, Taiwan, Thailand, Indonesia and the United States.

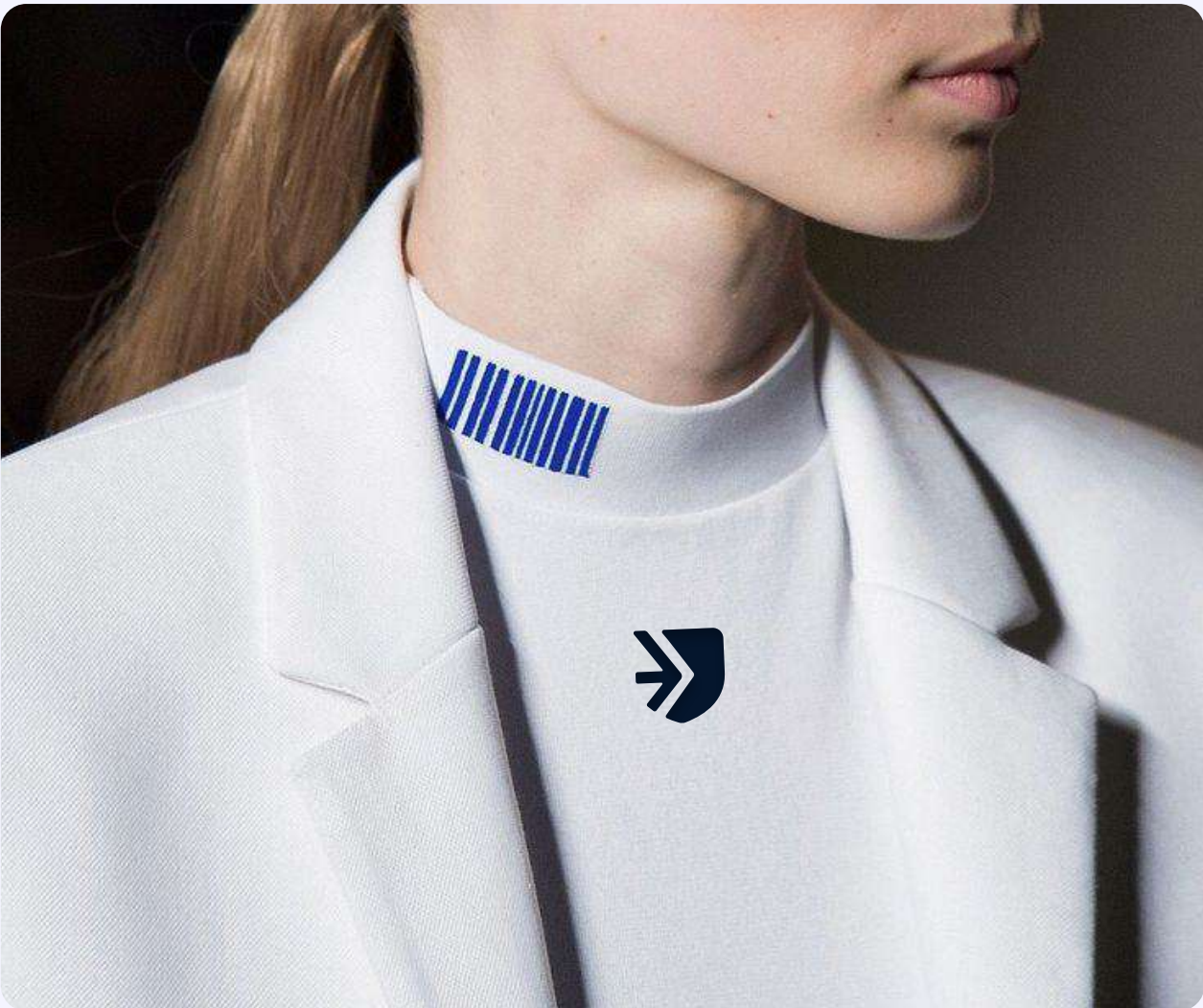
This identity evolution strengthens BJAK's role as a trusted, human centered, and future ready leader in digital insurance.





Bjak Team Apparel

BJAK is committed to providing team apparel that reflects our culture, unites our people, and represents our brand with pride and professionalism.





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Because your story deserves to be secured at every turn.

» Bjak

