

EZ-LINK

PREPAID MASTERCARD

BADC4B
BADC4C
BADC4C

MARY
NURIN
REIHAN

TAGLINE

KEYWORDS: SPEED AND CONVENIENCE

LESS EFFORT, LESS TIME

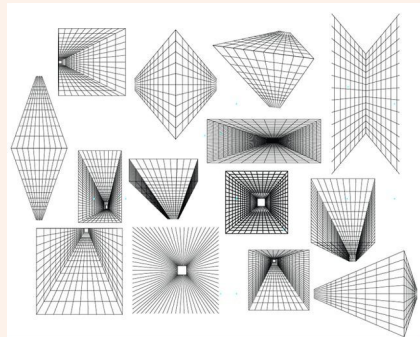
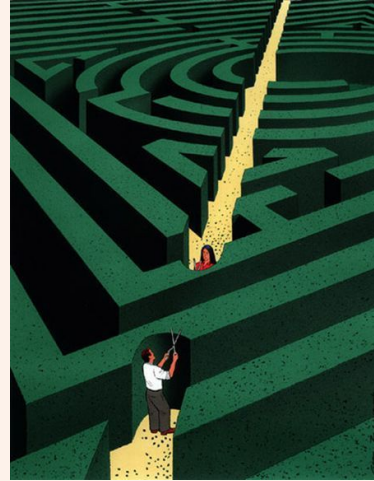
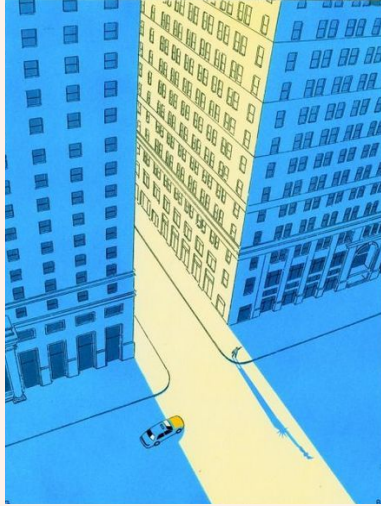
BRAND IDEA



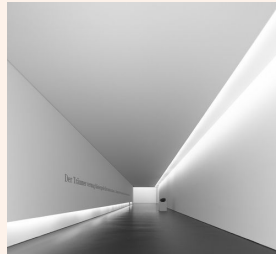
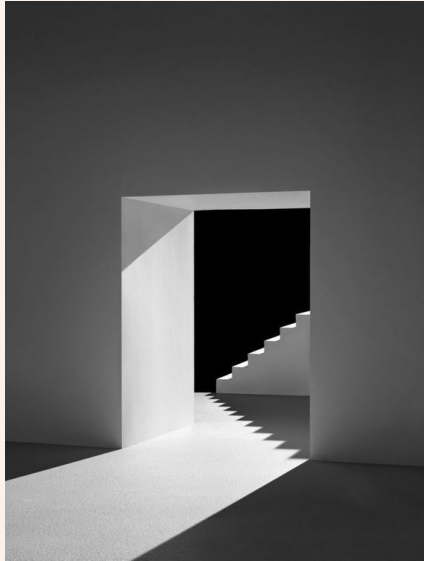
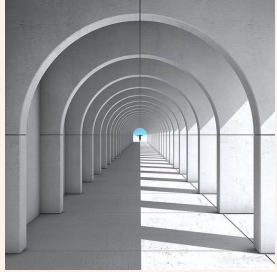
The idea of having a clear pathway that cuts through complications.

Utilizing the idea of minimalism to visualize our brand idea.

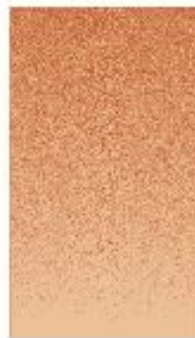
MOODBOARD



MOODBOARD



COLOUR PALETTE



CMYK

02, 79, 76, 00

97, 94, 44, 55

00, 04, 05, 00

12, 49, 74, 00

77, 71, 53, 55

RGB

234, 93, 71

20, 18, 56

253, 242, 235

221, 145, 87

46, 46, 58

HEX

EB5C47

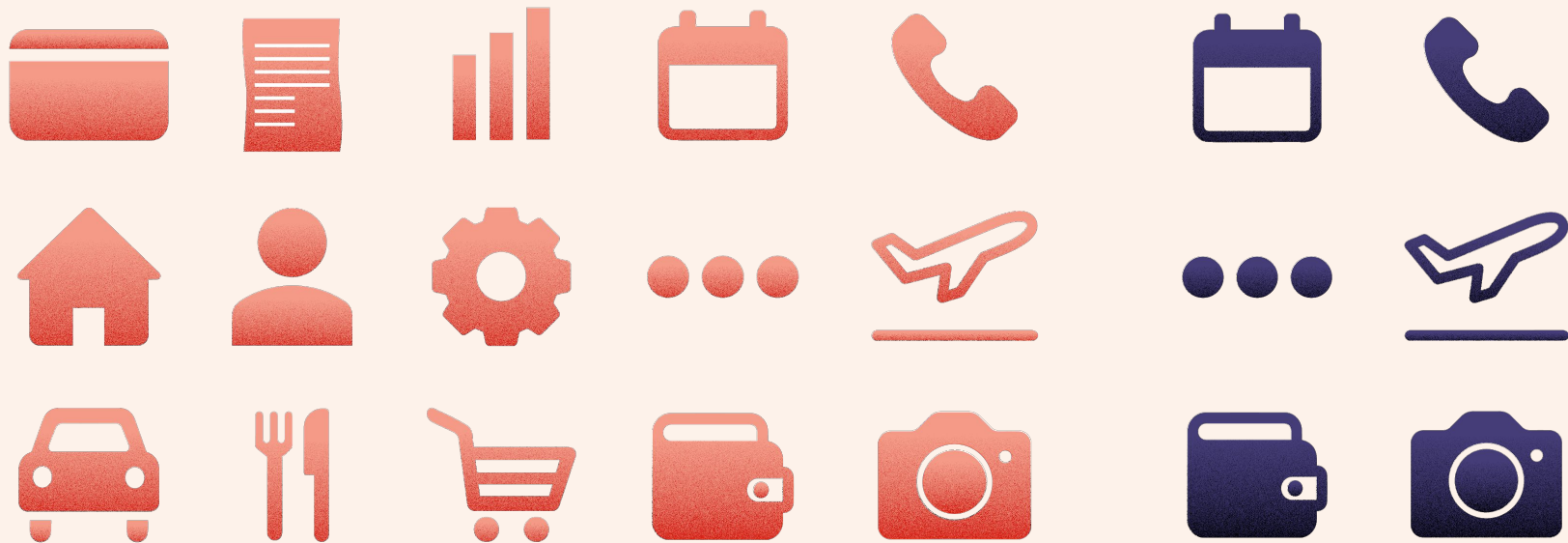
141238

FDF2EB

DD9157

2E2E3A

ICONOGRAPHY



TYPOGRAPHY

OSKAR INLINE TWO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Aktiv Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGOTYPE



EZLINK
PREPAID

The logo features the word "EZLINK" in a bold, stylized sans-serif font. The "E" and "Z" are connected, and the "L" is also connected to the "I". The "N" and "K" are separate. Below "EZLINK" is the word "PREPAID" in a smaller, all-caps sans-serif font.

EZLINK
PREPAID

The logo is identical to the one on the white background, but the text is white, creating a high-contrast look.

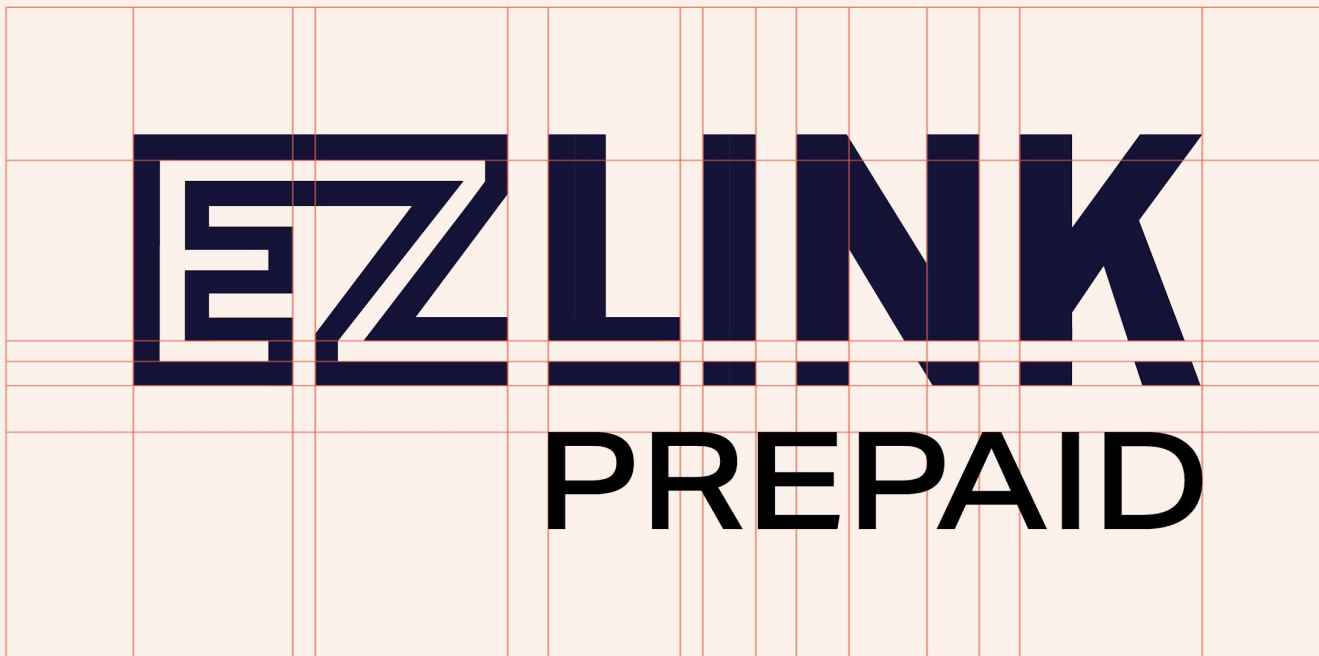
EZLINK
PREPAID

The logo is identical to the one on the white background, but the text is dark blue, providing a strong contrast against the orange background.

EZLINK
PREPAID

The logo is identical to the one on the white background, but the text is orange, creating a high-contrast look against the dark blue background.

LOGOTYPE WITH GUIDELINES



KEYWORDS

Simple

Decluttered

ATTRIBUTES

Leading Pathway

Open Path

One-Point Perspective

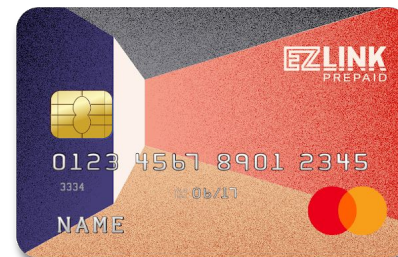
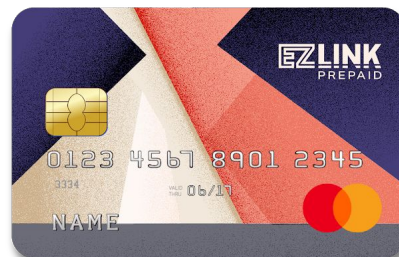
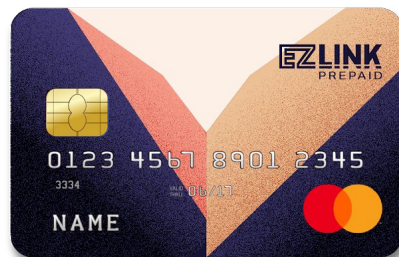
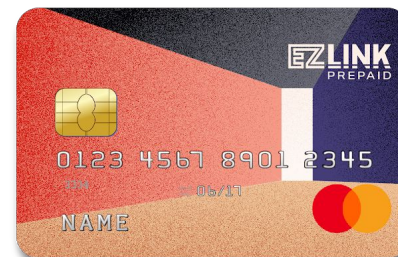
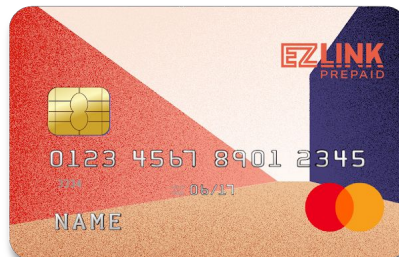
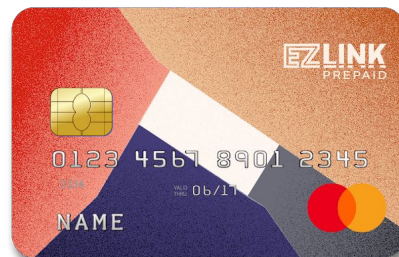
Straightforward

Basic Shapes

STANDARD CARD



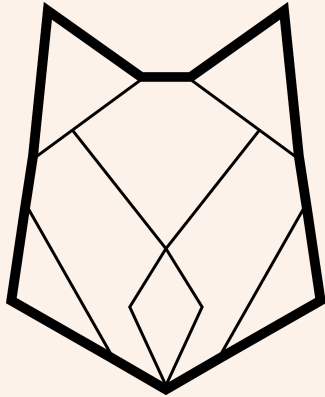
CUSTOMISED CARD



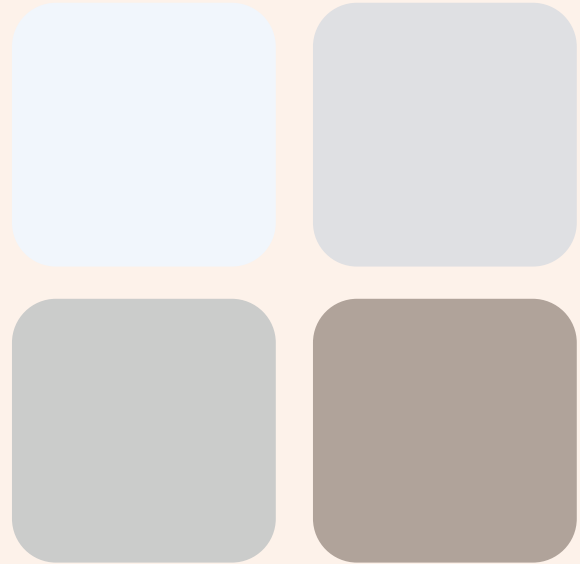
CHOSEN COMPANY

Interior Design SMEs Company:

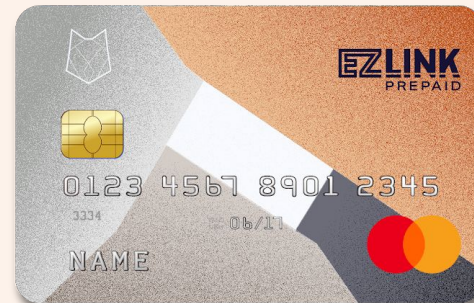
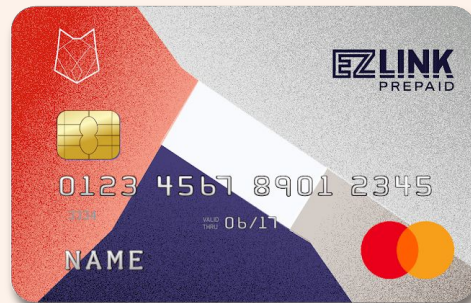
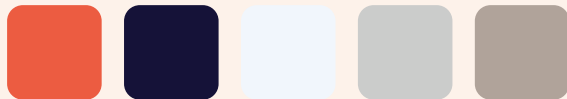
WOLF STUDIOS



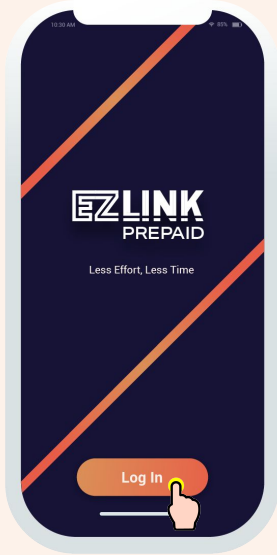
Company's Colour Palette:



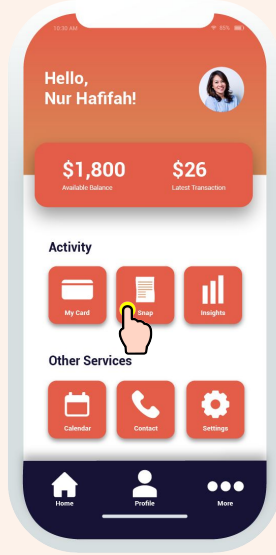
CUSTOMISED CARD WITH CHOSEN COMPANY



USER JOURNEY MAP: SUBMITTING RECEIPT



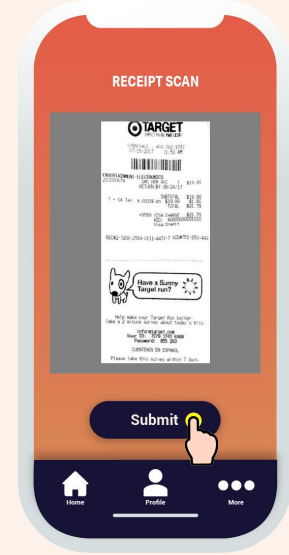
STEP 1:
Log in



STEP 2:
Click "Snap" button

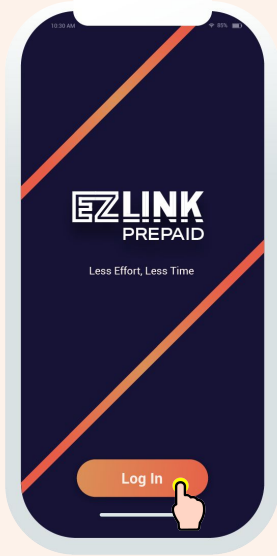


STEP 3:
Take photo of receipt

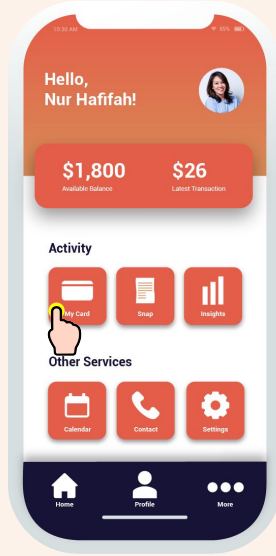


STEP 4:
Confirm photo
and submit

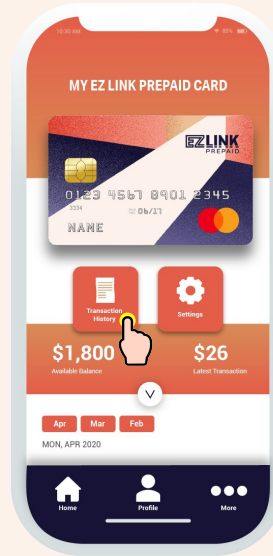
USER JOURNEY MAP: TRANSACTION HISTORY



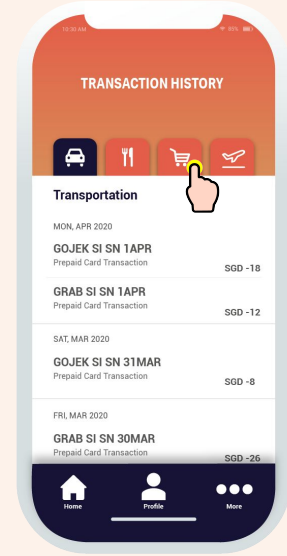
STEP 1:
Log in



STEP 2:
Click "My Card" button



STEP 3:
Click "Transaction History" button



STEP 4:
Click "Shopping" button

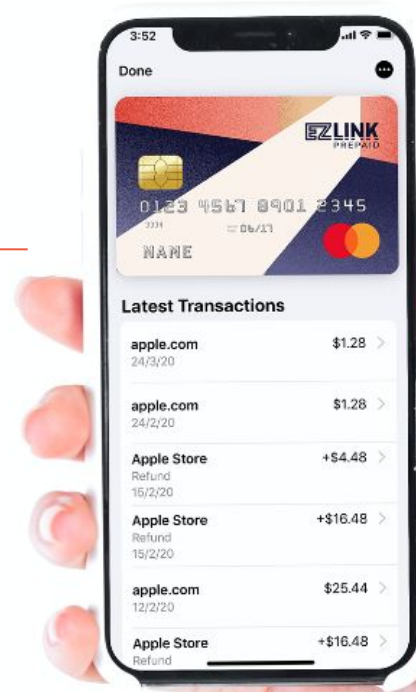
TOUCHPOINTS



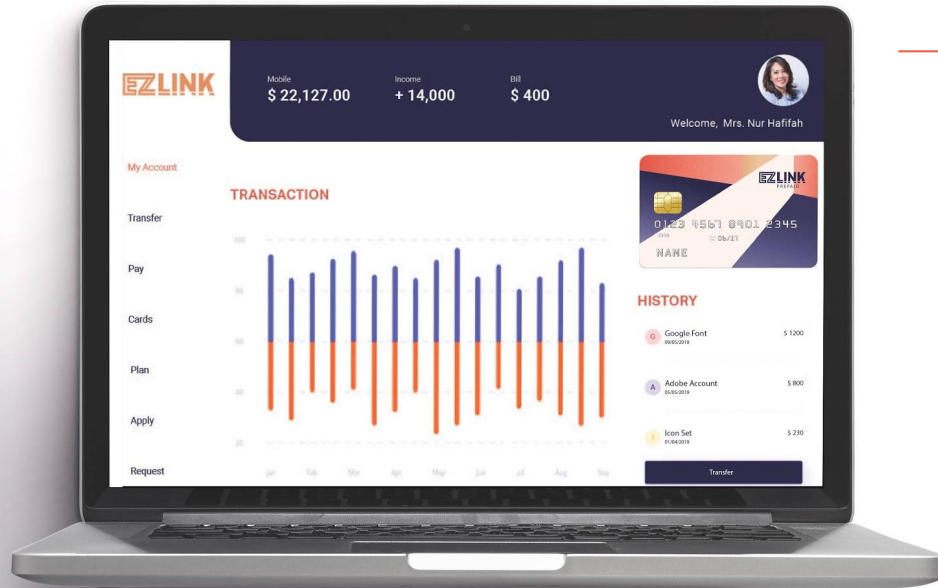
Holding Card with
Card Design

TOUCHPOINTS

Card Design on
Wallet App

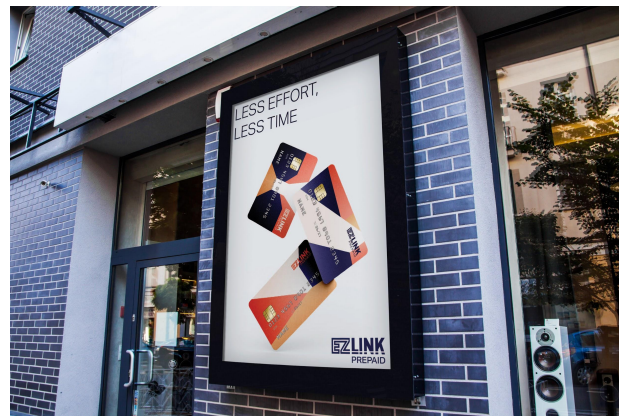


TOUCHPOINTS



Card Design on Website

TOUCHPOINTS





THANK YOU