How can one brand carry three distinct offers?

The branded house behind Ulka Ventures, Training, and Consultancy.



One masterbrand. Three divisions.

Ulka is the masterbrand in a branded-house system. Ventures, Training, and Consultancy share the Ulka name and shooting-star mark. A descriptor identifies each division.

MASTERBRAND

ULKA

ULKA VENTURES

Ventures

ULKA TRAINING

Training

ULKA CONSULTANCY

Consultancy

A shooting star inside the name.

Ulka means shooting star. The mark sits in the last letter of the wordmark as negative space. The style guide also gives it a life of its own.

ORIGINAL STYLE GUIDE · LOGOMARK VARIATIONS ↗



How each division signs its name.

Full wordmarks identify the division with a descriptor. Compact versions use V, T, or C, carrying the same relationship into smaller spaces.

DIVISION	WITH DESCRIPTOR	WITH LETTER CHIP
Ventures		
Training		
Consultancy		

One shared base, three accents.

Blue identifies Ventures, green identifies Training, and purple identifies Consultancy. Navy and the pale neutral give all three a shared base.



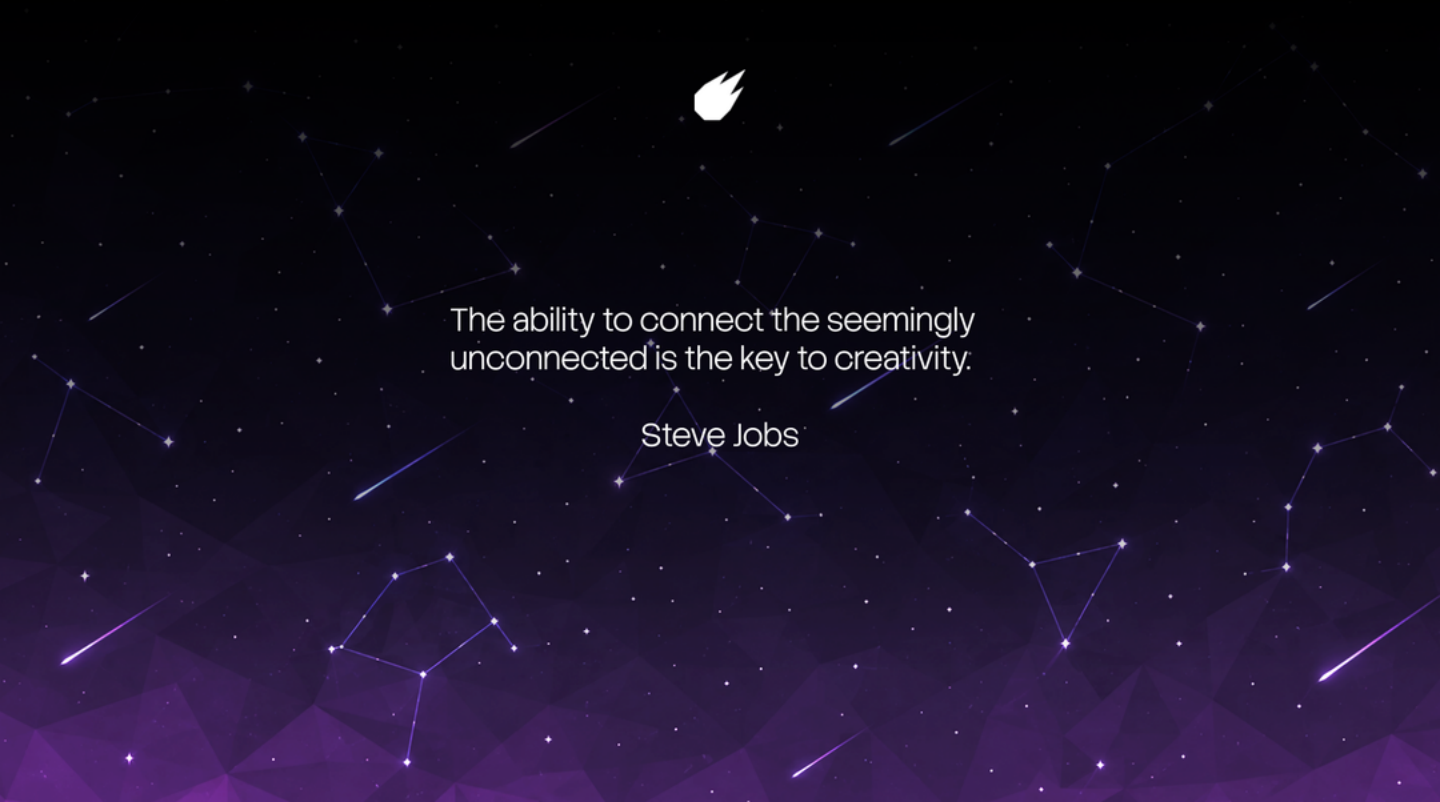
Ventures	Training	Consultancy	Navy	Pale neutral
#1F70EA	#24CA24	#6A42F2	#0D2348	#F1F5F9

COLOURS FROM THE SHARED ULKA STYLE GUIDE

Connect the points.

A constellation makes connection visible. The shooting-star mark anchors the slide above the message.

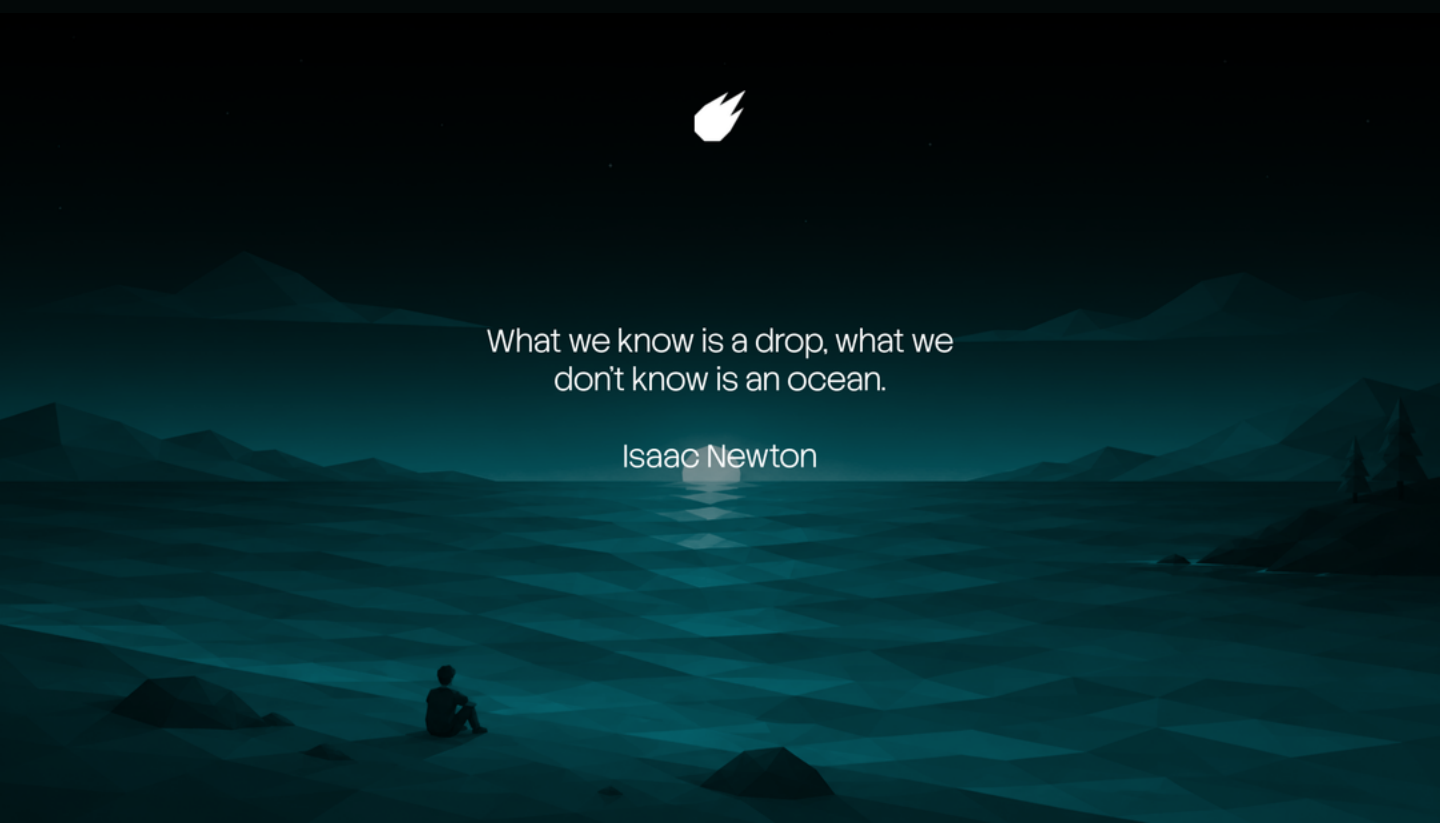
ORIGINAL ULKA PRESENTATION SLIDE



Give the message room.

A low horizon leaves the centre open for the words. The small figure in the foreground gives the scene a sense of scale.

ORIGINAL ULKA PRESENTATION SLIDE



Put movement in the frame.

Blue light follows the rocket through the scene. The shooting star holds its place as the setting changes.

ORIGINAL ULKA PRESENTATION SLIDE



Return to the shared symbol.

The closing slide brings the shooting star back on a quieter field. The same mark carries the identity from the wordmark to the last frame.

ORIGINAL ULKA PRESENTATION SLIDE



Connect the unconnected.



Onindo Ahmed

A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

+880 1611878701

hello@onindoahmed.com

onindoahmed.com