

BRAND STRATEGY & DESIGN | RUN



A strategy-based design solution is the core approach that Design Horse Branding Agency follows meticulously.

The agency strongly believes that developing a comprehensive brand insight (a forward-looking perspective) is crucial. Brand design is about making the brand strategy visible to prospective consumers. Defining the brand's mission, vision, and values—and capturing the big idea visually—helps build strong recall and perception.



6.1 Brand Guideline

@2024 Brand Strategy & Design Solutions for R.U.N.

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6.1 Brand Guideline

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BRAND STRATEGY/DESIGN

Strategic Design and Branding Fuel Sustainable Market Growth

Brand strategy and design are critical for market excellence because they define identity, differentiate from competitors, and build emotional connections. A coherent strategy guides messaging, positioning, and long-term growth, while compelling design enhances recognition, trust, and perceived value. Together, they align internal teams, streamline decision-making, and ensure consistency across touchpoints. Strong branding drives customer loyalty, supports premium pricing, and fuels word-of-mouth referrals, ultimately boosting market share, profitability, and sustainable growth.

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WELCOME MESSAGE

BRAND STRATEGY & DESIGN

Strategic Design and Branding Fuel Sustainable Market Growth



Egg white protein powder packed with 7 egg whites per scoop!



Mission

STATEMENT

To embody our 3S in every action—Simplicity, Superior Quality, Solution-Oriented Innovation—delivering world-class food solutions.

Vision

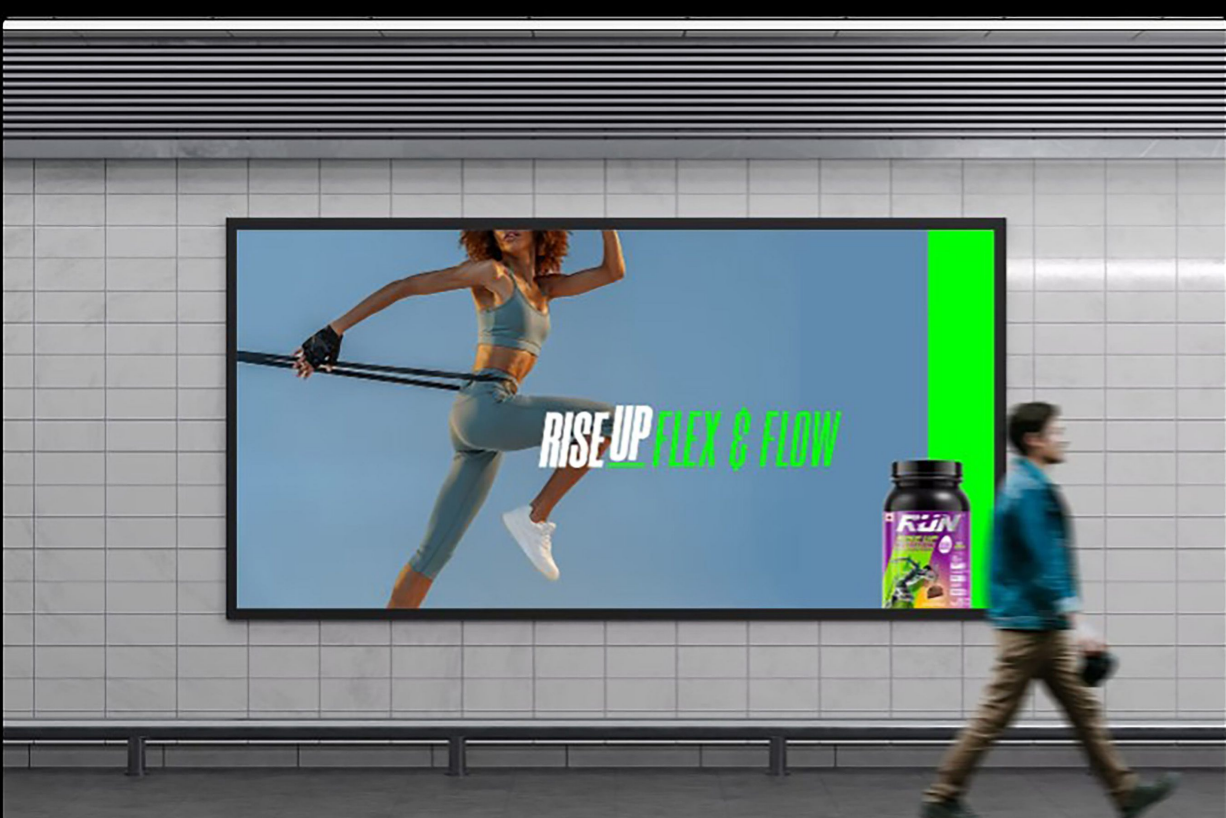
STATEMENT

To become a holistic food-solutions leader globally, crafting innovative, comprehensive products that cater to diverse nutritional needs.

RISE UP MUSCLE FITNESS



1. Design Horse Branding Agency offers comprehensive brand crafting that starts with strategy and is followed by design—turning “strategy made visible” into a reality for prospective consumers.
2. We emphasize the importance of defining mission, vision, and values, guiding brands to think deeply and craft a strong strategic foundation to excel in the market.
3. Over the years, Design Horse has consistently helped brands thrive, build lasting value, and earn a strong reputation among their consumers.



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