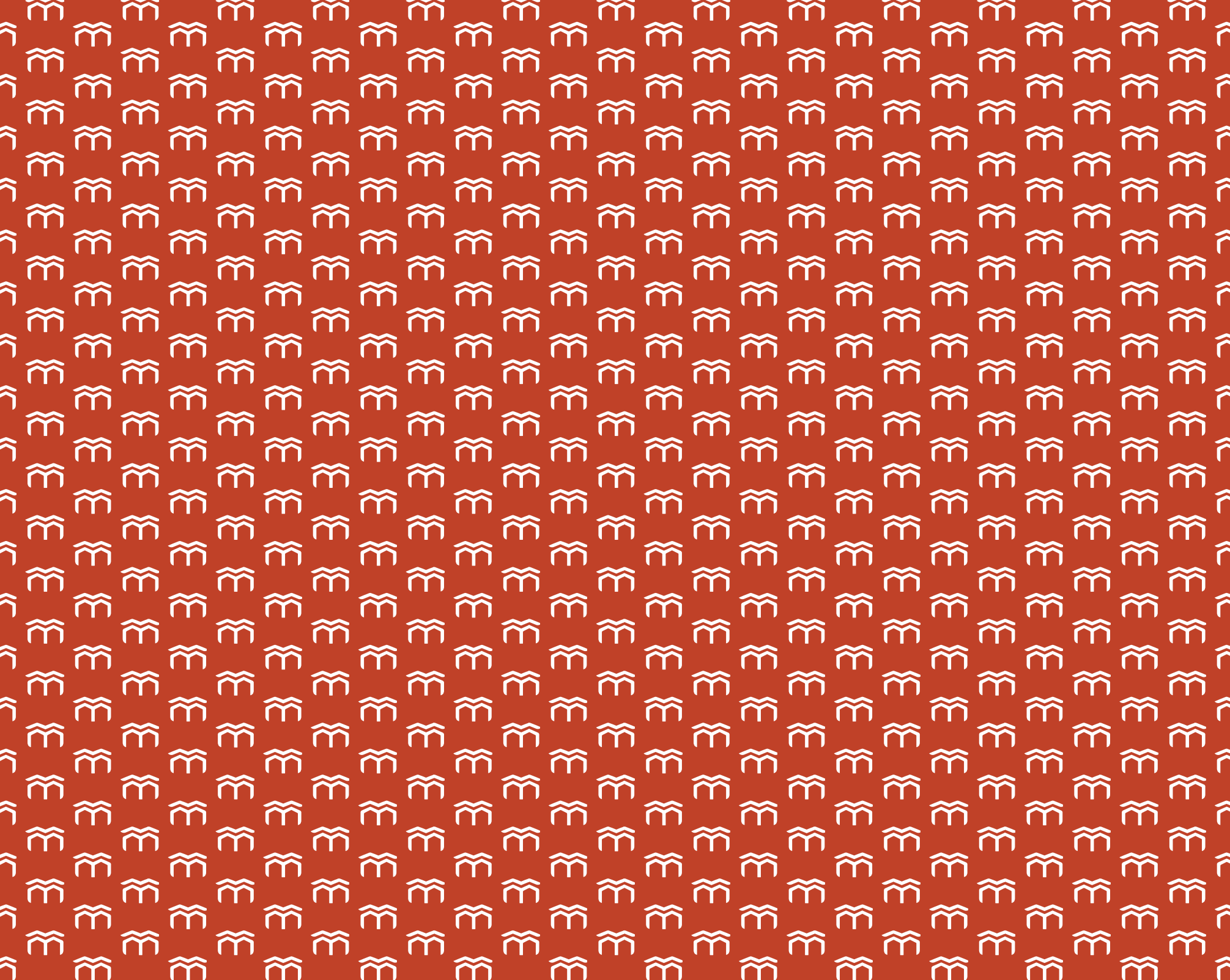


# Company Profile

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# 2023



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	Photography	Architecture Interior and Exterior Advertising Products Portrait Photos Landscape Photos
	Create 2D Motion-Graphic	Motion Poster Story Animation
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**Welcome**

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**01**



# Welcome

Kbeung Creative Studio was created by a young talented team of designers. We strive to promote mainly rich Cambodian cultures and traditions. This company is an originated local team who dares enough to compete with the international team while delivering Cambodian concepts and perspectives. We promise to deliver our services to our clients with quality conceptual and creative designs, architectures, and photography. Kbeung Creative Studio also ensures a high level of client satisfaction with our products, which will be able to deliver their ideas and requirements.

**Our Story**

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**02**

## Our Story

Starting from small talk with our high school friends, those ideas had come up today. 2019 was the year we created the Creative Studio that we have today, and we initially had five members, each serving a different role. We started from a small place, our place of residence until we were able to rent a small house, although we were a small group, our ambition was never small, we worked hard day and night to achieve our goals. We want to reach, and all those efforts are the reasons why we are present to this day, and we continue to strive relentlessly. We want to make this sector more prosperous and internationally recognized.

**Our Mission**  
**Our Vision**

---

**03**

## Our Mission

To be a part of the business by offering the best visual identity design at an affordable price for local and foreign companies.

## Our Vision

To be the best company that provides brand identity design and be at the top of customer mind when they think about Branding.

**Our Services**

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**04**

**Brand Visual Identity Design**

**Photography**

**Create 2D Motion-Graphic**

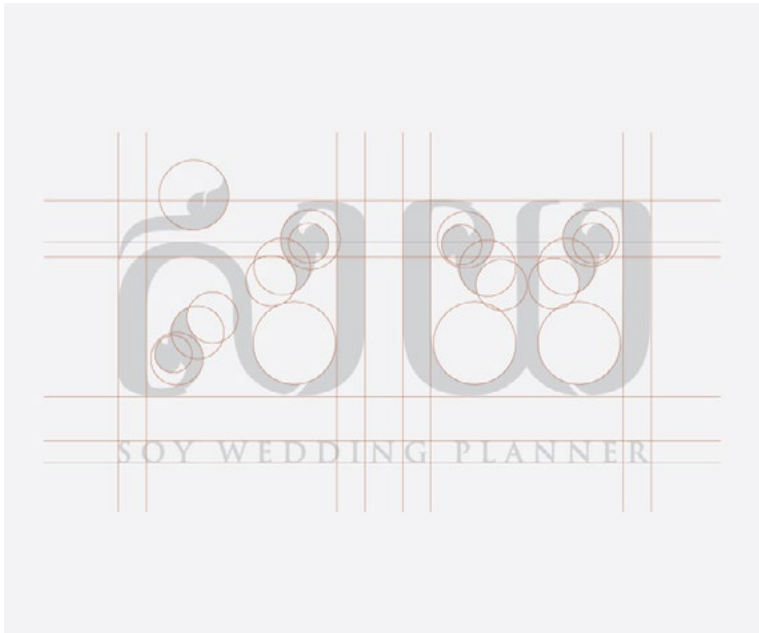
**Social Media Management**

# **Brand Visual Identity Design**

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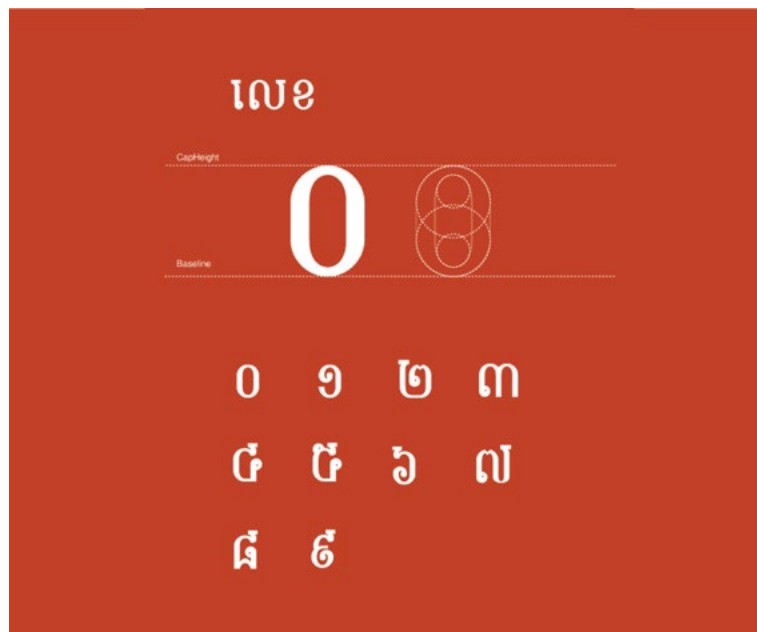
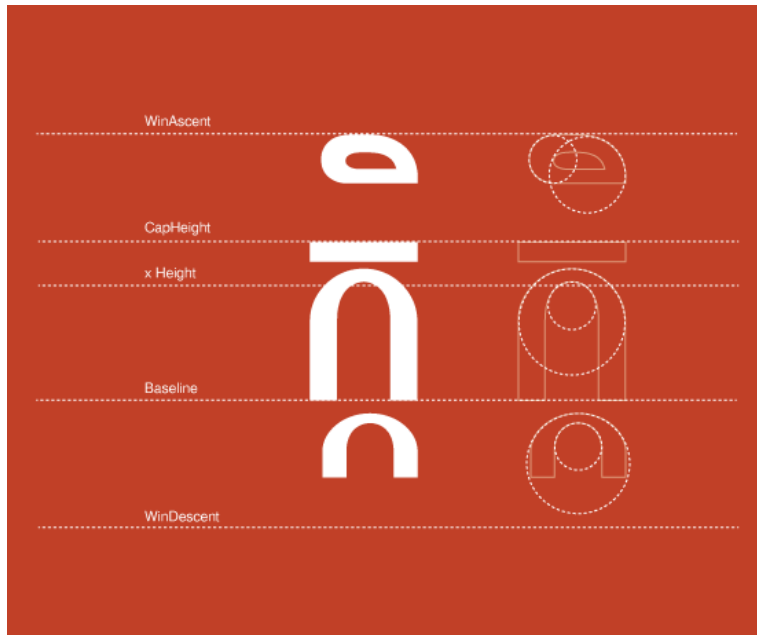


This is very important for business. It keeps the mind of people when they think about your company after seeing it. A company with a creative logo will build brand trust by informing potential buyers about products or services.



## Logo Design

The logo is about creating a company's perfect visual brand mark. Kbeung created a Logo that is part of Brand Visual Identity Design for businesses to affect the minds of buyers.



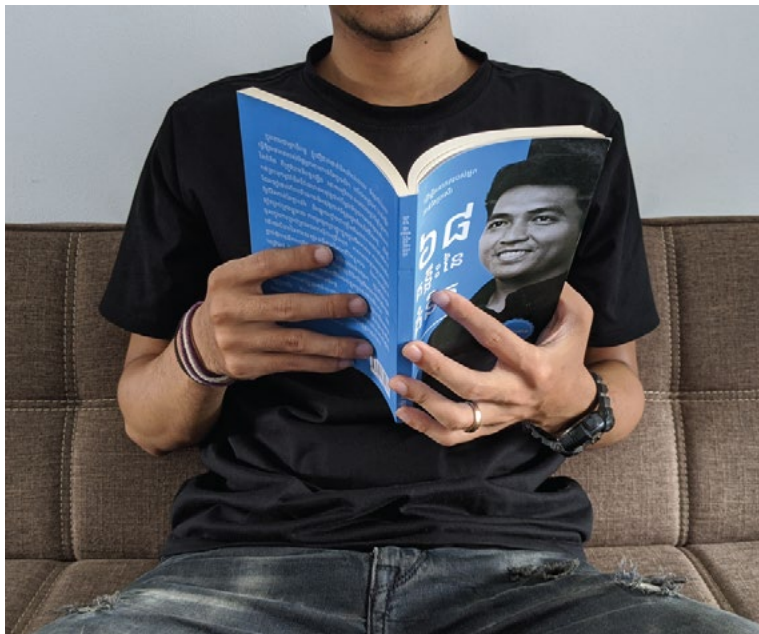
## Type Design

Typefaces enhance the readability of your writing. It aids readers in comprehending information from the text. We make typefaces more creative on Logo to make it easier for customers to read and remember.



## Book Cover Design

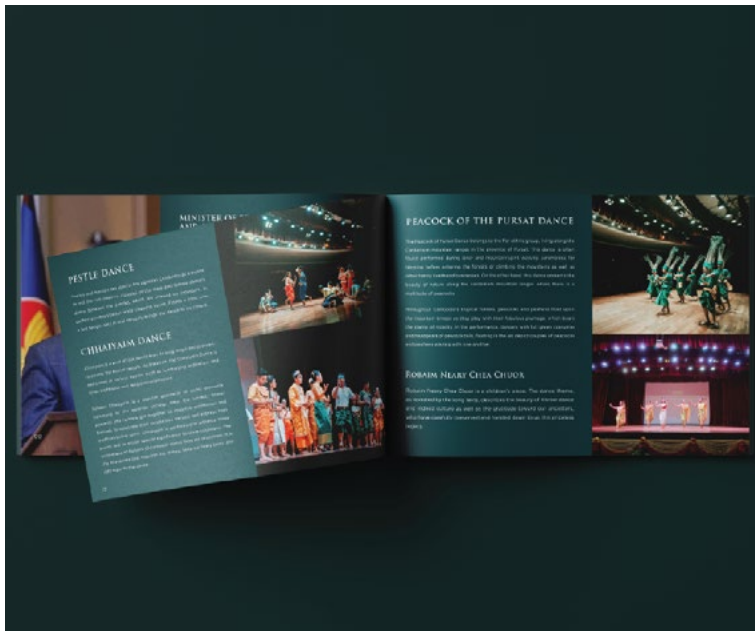
The purpose of book cover design is to draw the attention of potential readers. And we can design a book cover that is attractive to people, just takes a look.





# Booklets Design

It is very helpful for putting all your important information into one piece. Kbeung helped businesses to design booklets that interest them, we created a booklet not just to provide information but more than this, also creative to brand identity.





# Menu Design

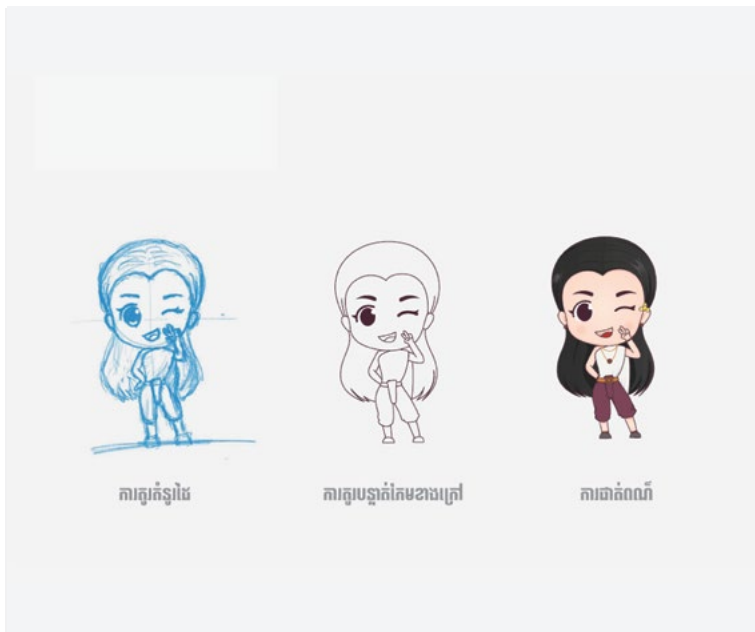
Kbeung helps design menus that offer freshness to the audience. When who take a look, and make feel.





# Stickers Design

Kbeung Creative Studio can make cute stickers. The concept of stickers is to provide a fun and engaging way for people to interact. We can make both stickers on line and outside.



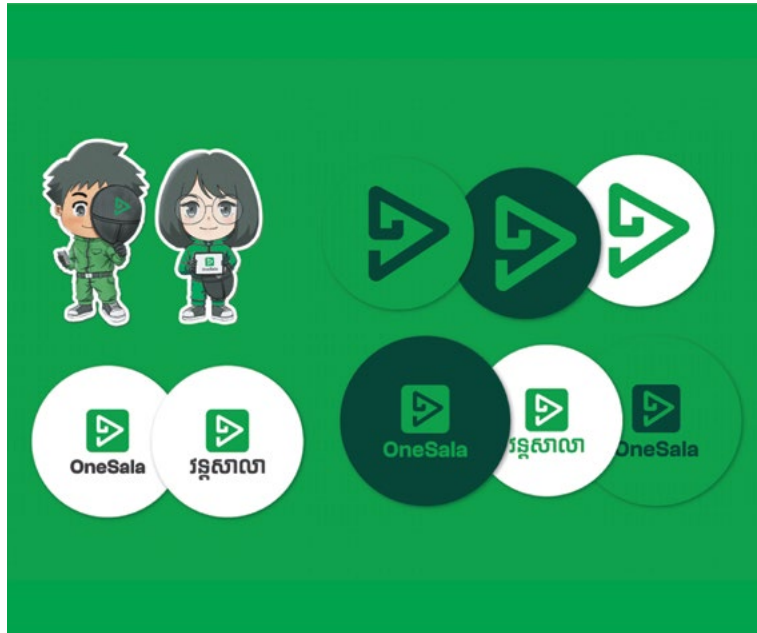


## Visual Identity Design

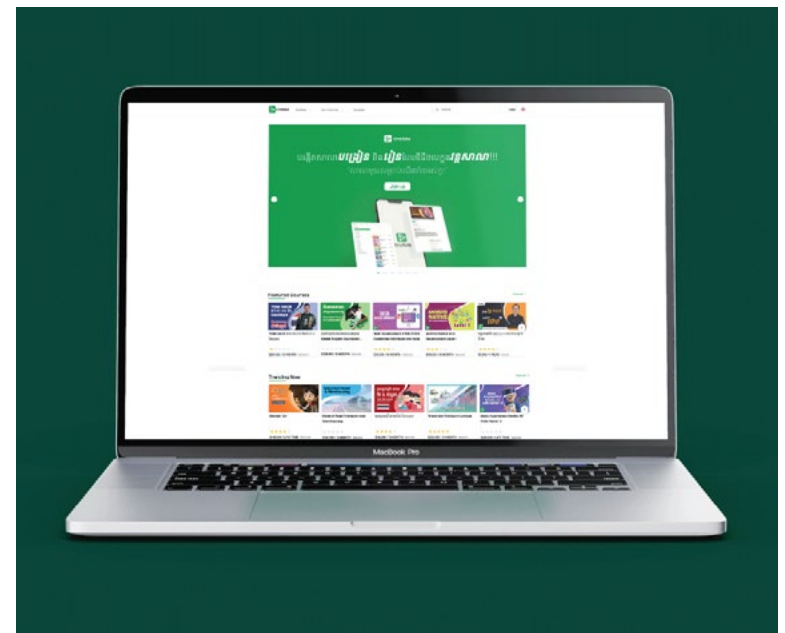
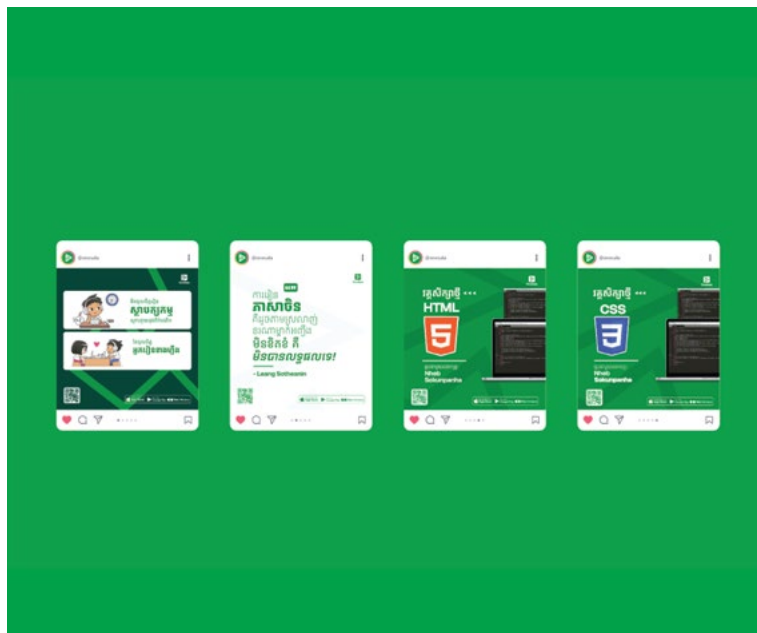
A brand identity is a set of tools or elements used by a company to create a brand image. A brand image is a customers perception of the brand consisting of various associations related to it and memories about interacting with it. A brand identity and its elements stem from a company's mission, brand value proposition, long-term goals, competitive position on the market, and relevance to the values and interests of the target audience.







The most commonly agreed upon elements of a brand identity usually include, a brand names, a tagline or a slogan, colors and graphic styles, a logo and a word mark and their variations, voice and a tone, a style and a typeface. These factors have a foundational nature and, in the branding process, describe what a company wants to communicate. Meanwhile, a brand identity describes how these foundational elements are communicated.



# Photography

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Photography is the process of recording an image or a photograph on light-sensitive film or in the case of digital photography via a digital electronic or magnetic memory. Photography is very important to promote visual identity, show process, show background, and look and feel more standard company to build trust to audiences.



## Architecture Interior and Exterior

Interior and exterior photography is one part of photography. Kbeung notice that photography's interior and exterior can show both inside and outside to provide an emotional deeper down of a product or service.





## Advertising Products

Kbeung takes a picture to show the product and represents promote product detail. So meant that we focus on taking pictures of all product detail and making those products pop up pictures with high quality.







## Portrait Photos

Talk about capturing the essence, personality, identity, and attitude of a person utilizing backgrounds, lighting, and posing. So Kbeung can help you take pictures with high quality to look lovely.



# Landscape Photos

A photography genre that captures nature and the environment.

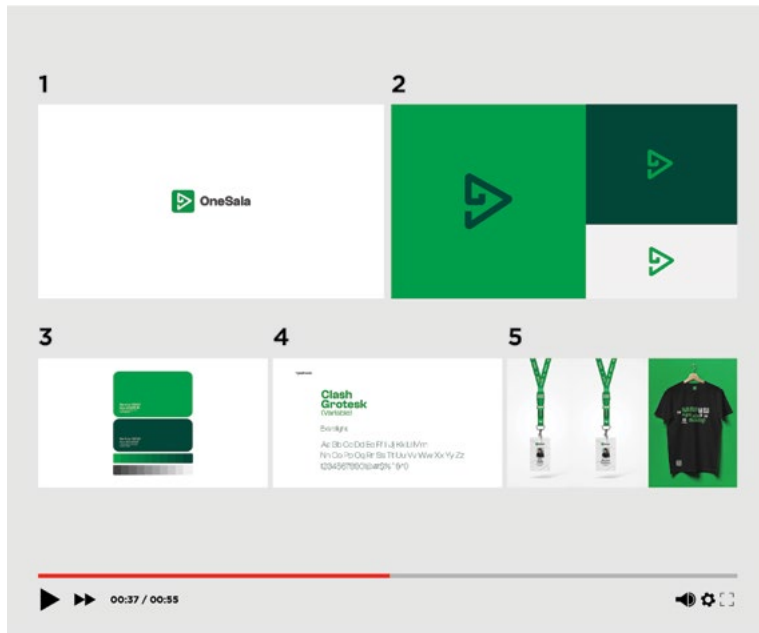


# Create 2D Motion-graphic

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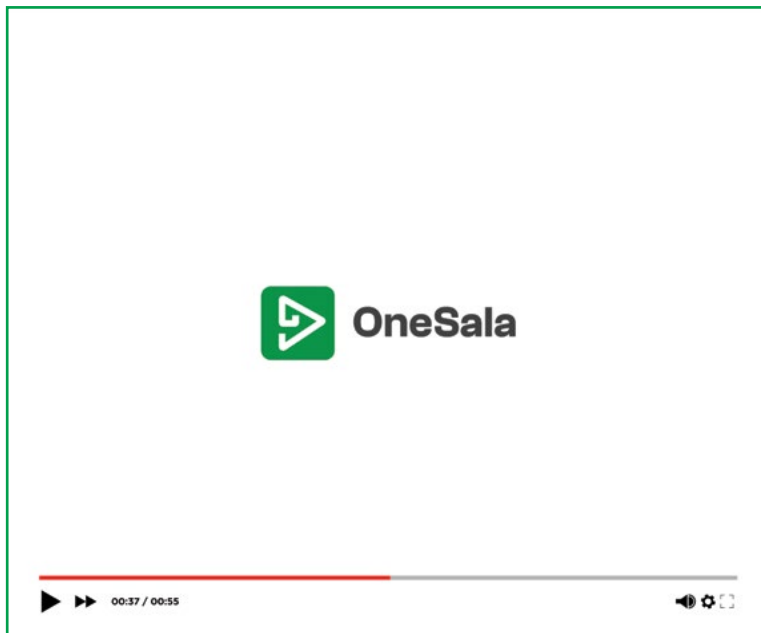


Animation, or product of animation, created when two-dimensional images are rapidly sequenced to create the illusion of lifelike motion. It helpful to your business because showing the audience about action with emotion and 2D motion is effective to the describe the background.



## Motion Poster

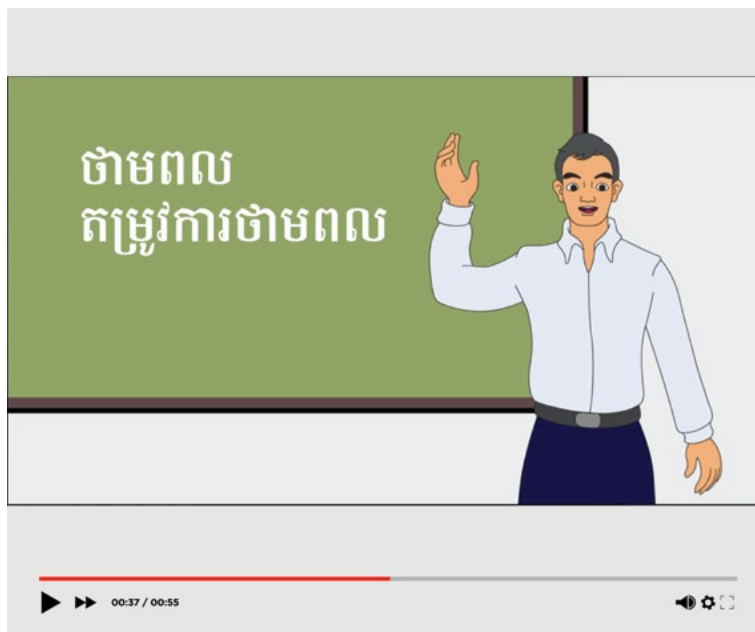
It is similar to a GIF video, or creative poster because it has animation. It helps show an action summary of your business and makes customers easily understand.





## Story animation

Display a long time than motion poster and it has a lot of components (pace, sound, visual extremes, dialogue, emotions, and color) to combine to be a story animation. It is a video education type. Kbeung established story animation to promote and get the trust of the audience.



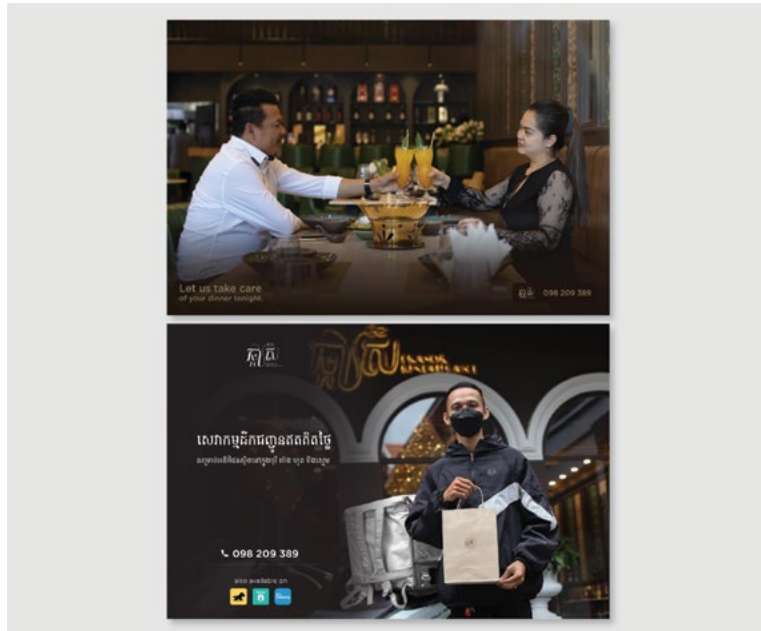
# **Social Media Management**

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A collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing, and collaboration.

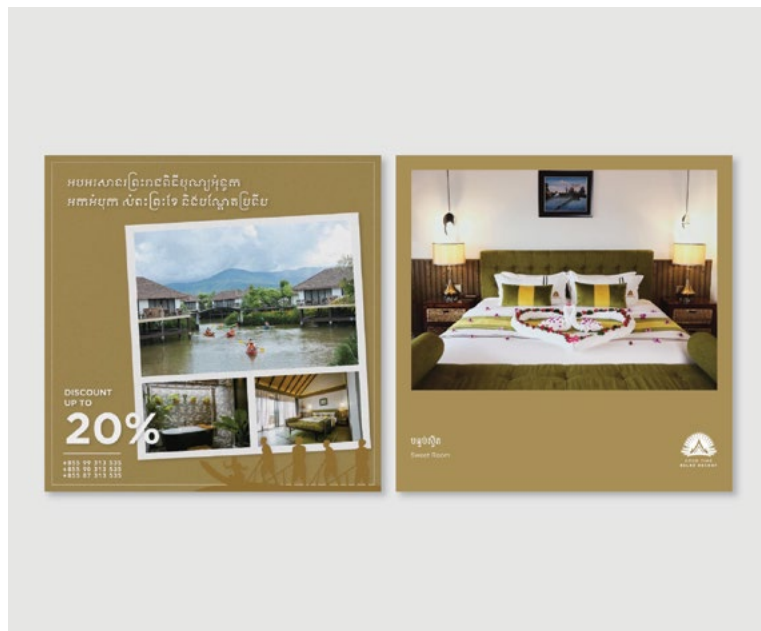
People use social media to stay in touch and interact with friends, family, and various communities.

So, it is very important and most popular on social for business now because 4.0 industry customers and competitors already use social media.



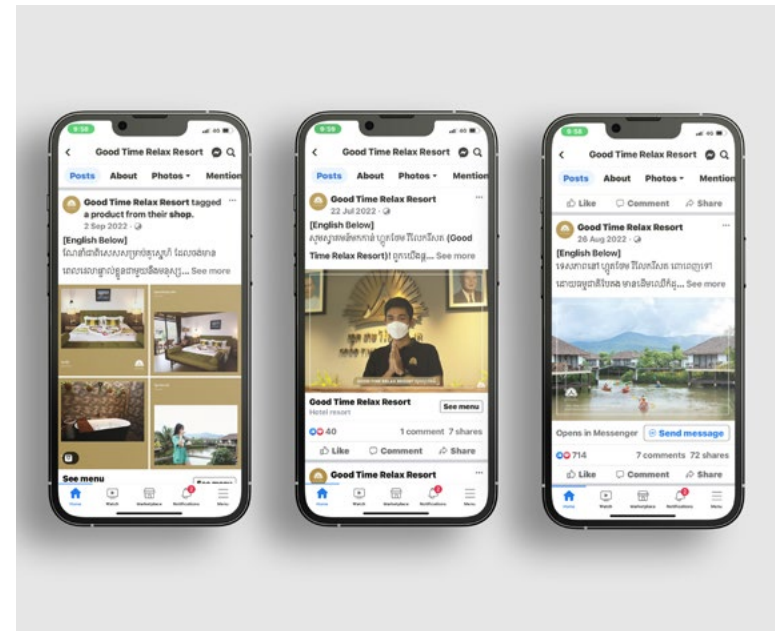
## Social Media Management

When customers received service from Kbeung they get benefits, we provide a strategy to advertise to get customers, we provide service to manage social media as well as effective content to get engagement, and provide attractive artwork to get the emotions of the audience.





And now Kbeung can manage on some platforms such as Facebook, Instagram, TikTok, and YouTube.



**Our Partner**

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**05**



# Partner

Nowadays, Kbeung Creative Studio1 started 4 years ago and during the day we get a lot of clients, some clients need us to design Logo, design Typeface, booklet, book covers, Menu, photography, and brand identity. At the same time, Kbeung has some partnerships to create activities more effective and to achieve goals together.



Create Space  
Design Studio



Zazone  
Architecture



2K Architecture and  
Construction



Beton  
Architecture

**Our Team**

---

**06**

Nowadays Kbeung  
Creative Studio has 9  
members. Each  
member's obligation  
manages each  
position.



**CHHOUN SOPHEAK**

ART DIRECTOR



**SAN CHHUNLIN**

GRAPHIC DESIGNER



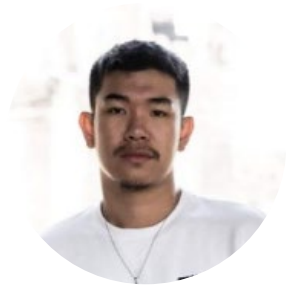
**SOK SEYHA**

PHOTOGRAPHER  
GRAPHIC DESIGNER



**LIM YADAVITH**

GRAPHIC DESIGNER



**DAGA VITH**

SUPERVISOR  
GRAPHIC DESIGN AND MEDIA



**THY PRADER**

GRAPHIC DESIGNER



**PICH LINA**

GRAPHIC DESIGNER



**KHOEUN SONCHHING**

CONTENT CREATOR



**ENG SOPHEAK**

CONTENT CREATOR

**Our Portfolio**

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**05**

- Logo Design
- Type Design
- Book Cover Design
- Booklets Design
- Menu Design
- Stickers Design
- Visual Identity Design
- Photography
- Motion 2D-Graphic
- Social Media Management



## Must Travel

A travel agency company. They chose Kbeung to design Logo, and we decide to take the concept as the letter “ M ” meant that birds can fly everywhere.



LOVE



FLYING



M







## Kottra

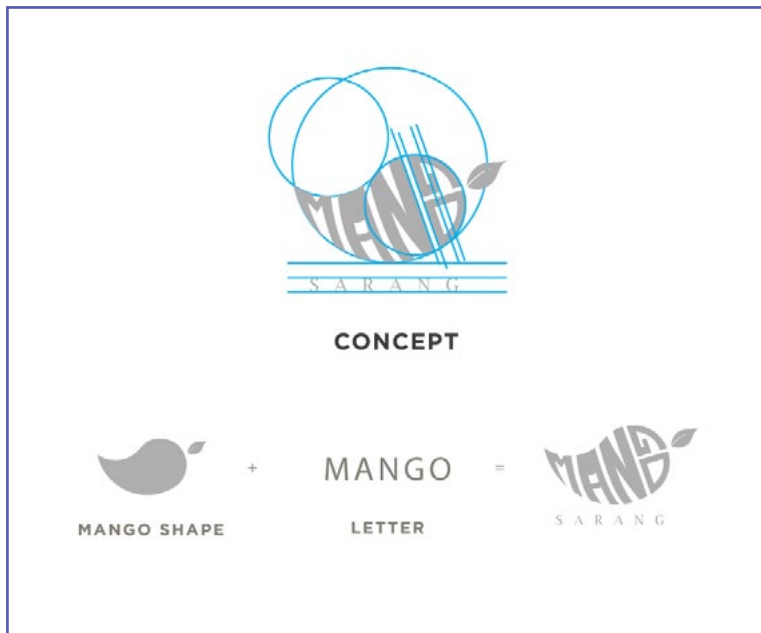
They are a professional Firm, providing Accounting and Tax Advisory Services. We have chosen the logo in the form of the letter “ K ” and the letter “ က ” to represent the company name.





## Mango Sarang

Mango Sarang is a new local company that mainly produces natural fresh mango juice and dried mango located in Kompong Speu province.





## Oyster House

Restaurant Seafood, location 154 Street, Phnom Penh, Cambodia. Kbeung designed a mascot logotype for Oyster House with an oyster's photo as a mascot combined.





# CamWen

An NGO for the Cambodian Women Entrepreneurs Network. In designing this logo, we created colors representing the Khmer nation and Rumduol leaves with female symbols as well.





## Pilea Premium Pre-Wedding

Pila Wedding Embellishment is the perfect service choice for a couple of special days. Location in Siem Reap Province. In designing this logo, we combined Khmer fonts with English serif fonts.





## Soy Wedding Planner

SOY is a company specializing in planning a wonderful wedding event full of creativity and remarkable masterpiece. In the logo, we define Khmer civilization including the use of Kbach Khmer combined with modern font, in addition, we still keep the Khmer identity in our design.







## Boran Wedding Planner

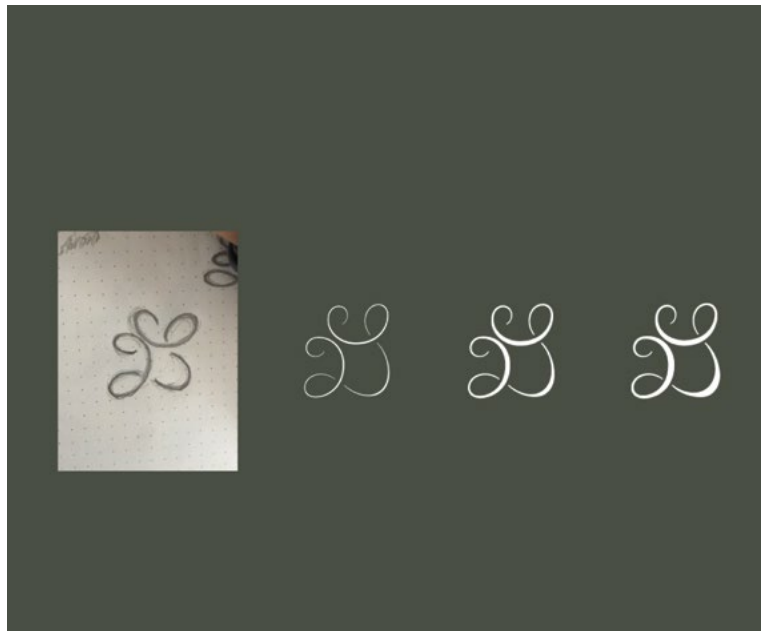
Boran Wedding Planner provided outstanding service for his sons and daughters, Excellencies, Ladies, and Gentlemen on their wedding day. In designing this logo, we combined Khmer fonts with English serif fonts.





## Bou Ngan Wedding Planner

We decided to design it as a Letter forms logotype, we take the concept as the letter “ង” defines Khmer civilization including the use of Kbach Khmer, keeping Khmer identity in our design.

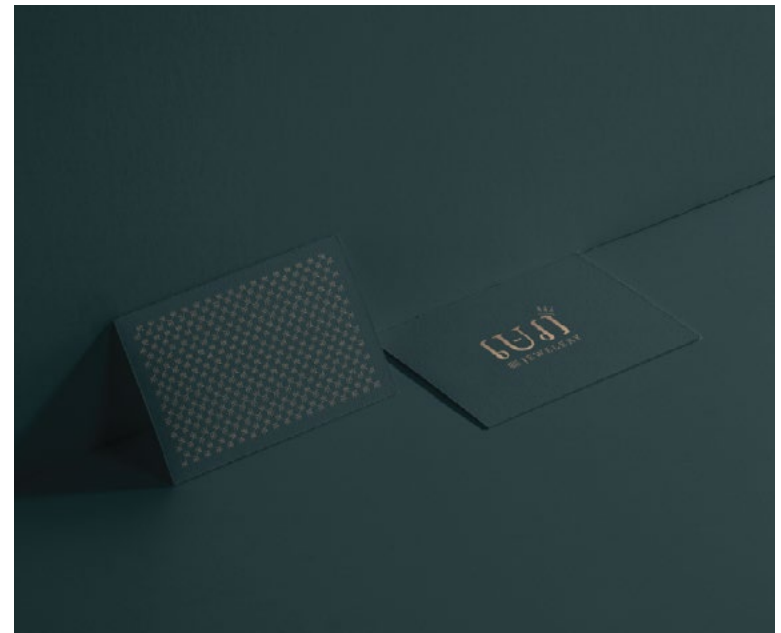
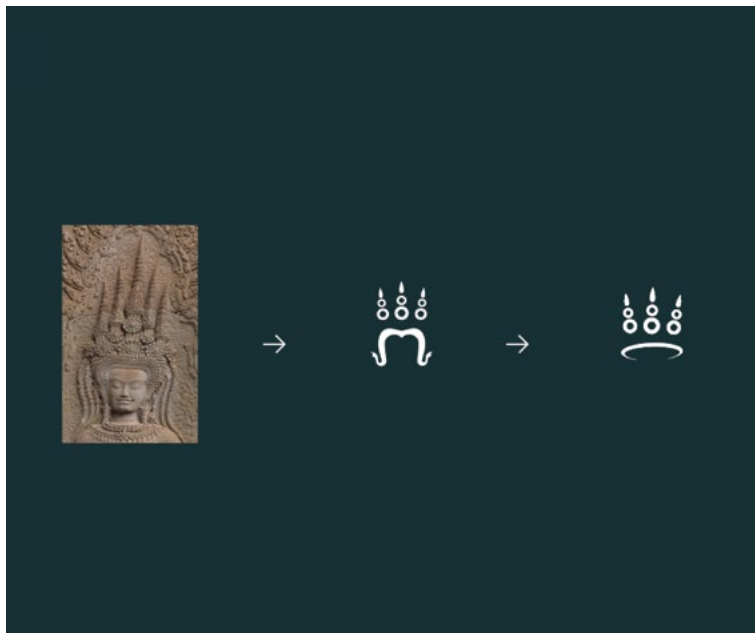






## Mera Jewelry

MERA is a newly opened jewelry store in Phnom Penh, Cambodia. The word MERA in Khmer means an Angel and the three signs on the top right represents the classic jewelry of the APSARA crown, the five stripes on the below left represents the way of bracelet wearing by Khmer ladies.





## Green Light

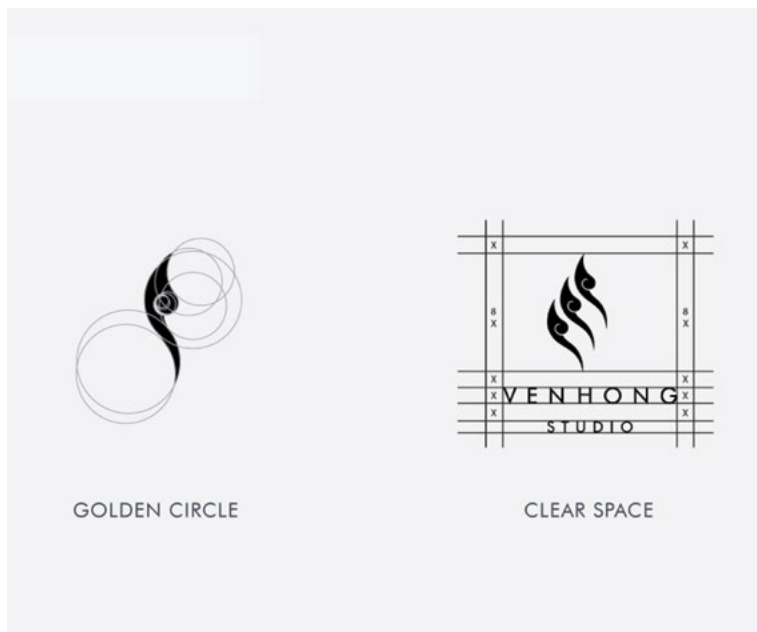
Green Light is a new lighting store in Phnom Penh. By viewing this logo, letter “ G ” represents “Green” and the upside down letter “ L ” represents “ Light ”.We also made two dark green colors to differentiate between the two letters.

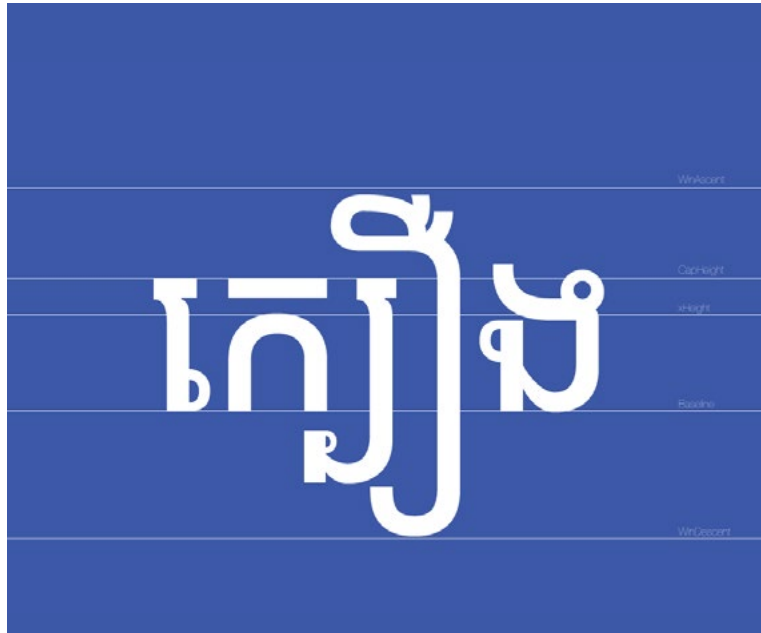




## Venhong Studio

VenHong studio is located in Siem Reap they focus on capturing moment, romantic to fashion, cinematography, etc. With logo, it tries to impress with the fashion sense and romance mood that include kbach Khmer with clear space.

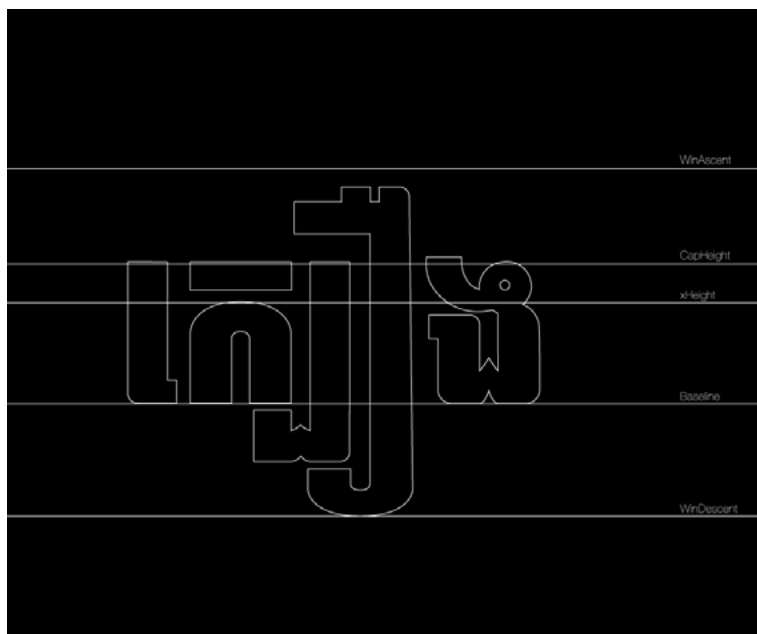




## Kbeung Toch

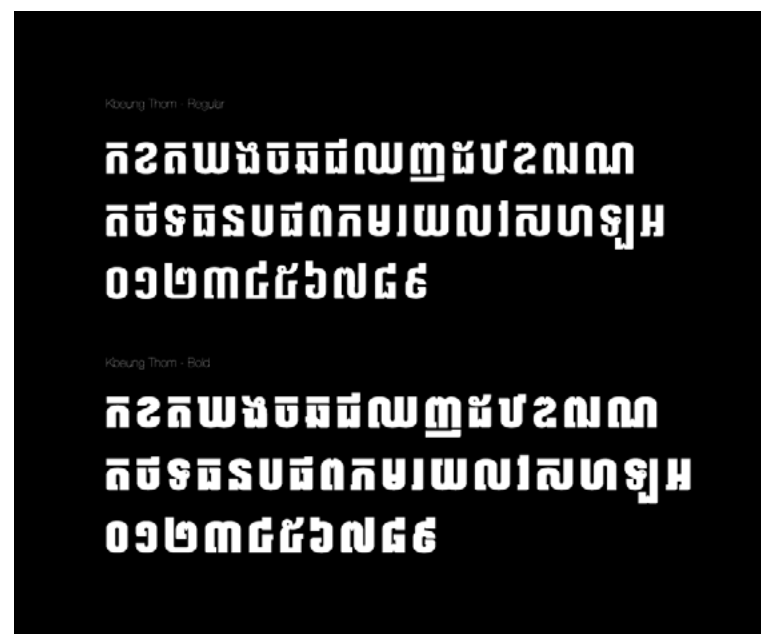
Fonts were created by the Kbeung Creative Studio team in order to facilitate the wider and richer use of Khmer fonts. The design is focused on a contemporary style with straight lines.

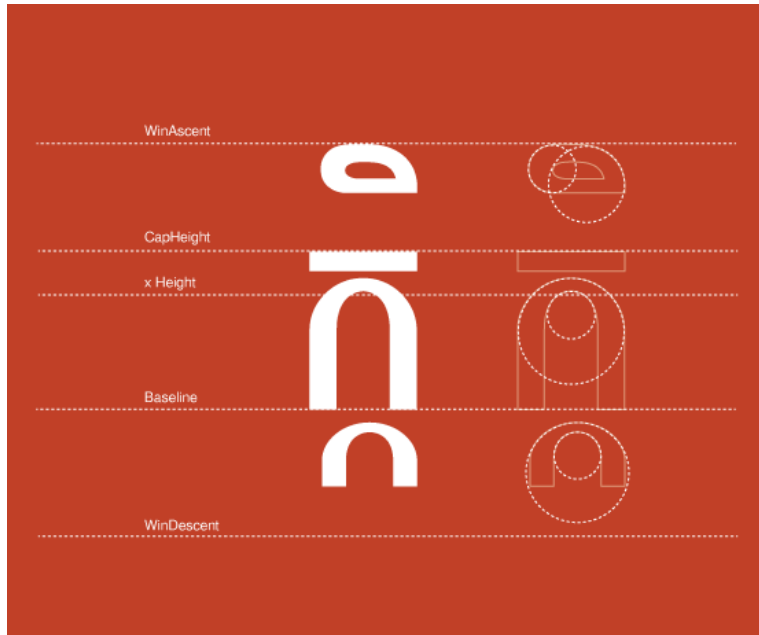




## Kbeung Thom

Kbeung Creative Studio comes up with an idea to innovate a modern Khmer font that displays its beauty and has a sense of purpose to circulate our national literature. It is well connected from one alphabet to another in a sentence, and when it is used in the headline, it catches the readers' eyes.

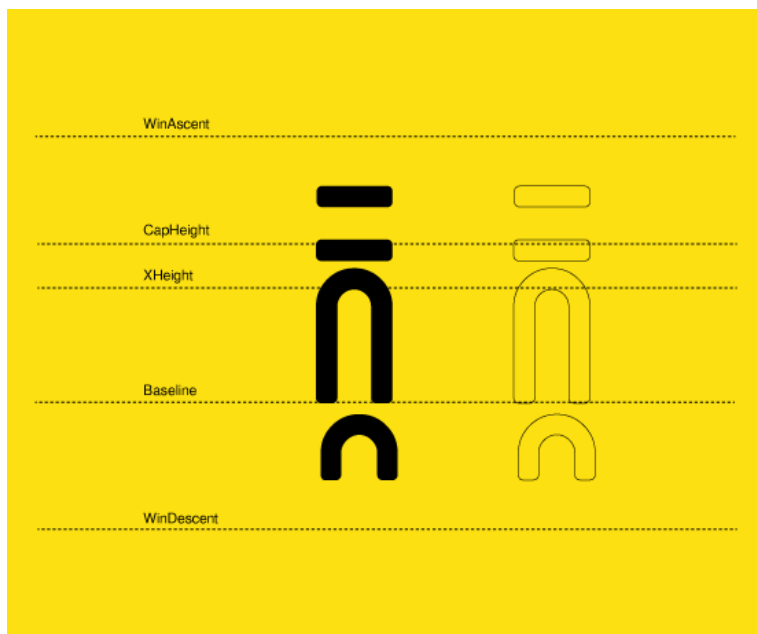




## Kbeung Eak

Kbeung Eak font was created by the Kbeung Creative Studio team. For the design, we focus on a modern style with a straight line similar to the Sans-Serif font. Kbeung Eak is the first-generation font of Kbeung Creative Studio.





## Kbeung To

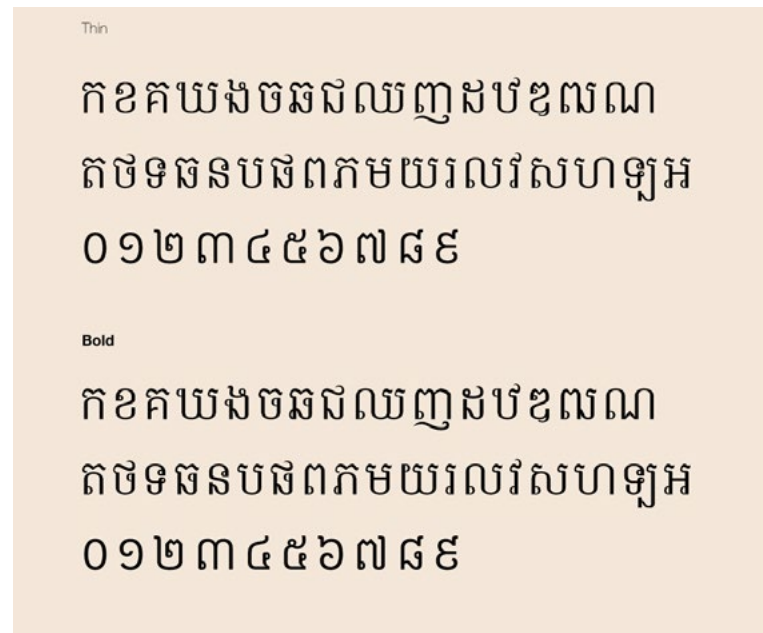
Kbeung To is the second Khmer Font created by our team. This font was designed based on the modern style that is perfect for the digital platform. Our main objective is to provide more variety of Khmer Fonts and to encourage other Khmer designers to keep developing more choices for all users.





## KS Metika

KS Metika is the Khmer Font created by our team. KS is short cut from Kbeung Studio.

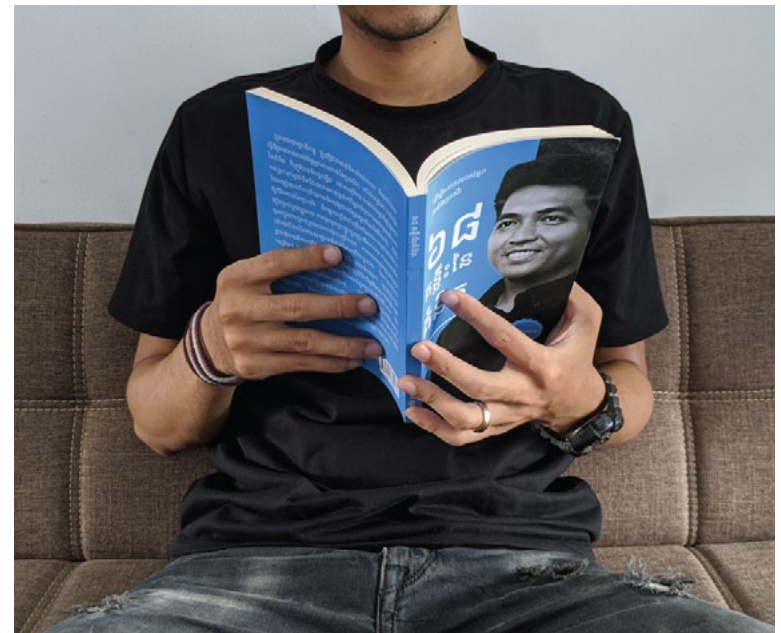






## 68 keys Of Ideas

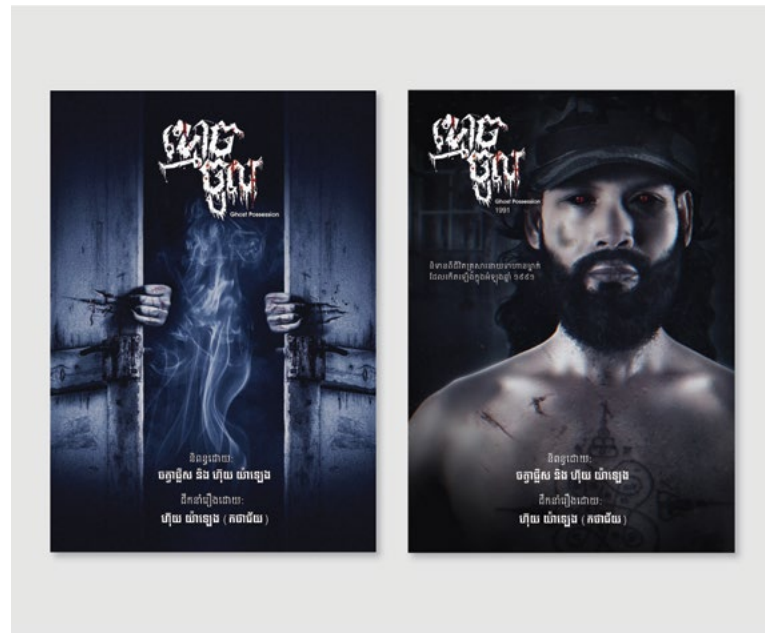
A book about the different 68 keys of ideas, by author Mr. Som Sothea, that provides new life experience and ideas for adults and young entrepreneurs. We have been selected to design the cover for this book.





## Kmouch Jol

A book talks about the life of a soldier. Kbeung has been selected to design the cover for this book.





# Father

A well-known film in Cambodia that reflects the struggle of a single father despite his leg condition he tries his best to raise both of his children. Kbeung Creative Studio became part of the design and we spent 6 months working on this project we hope to share even more in the design field.







## CKS Report

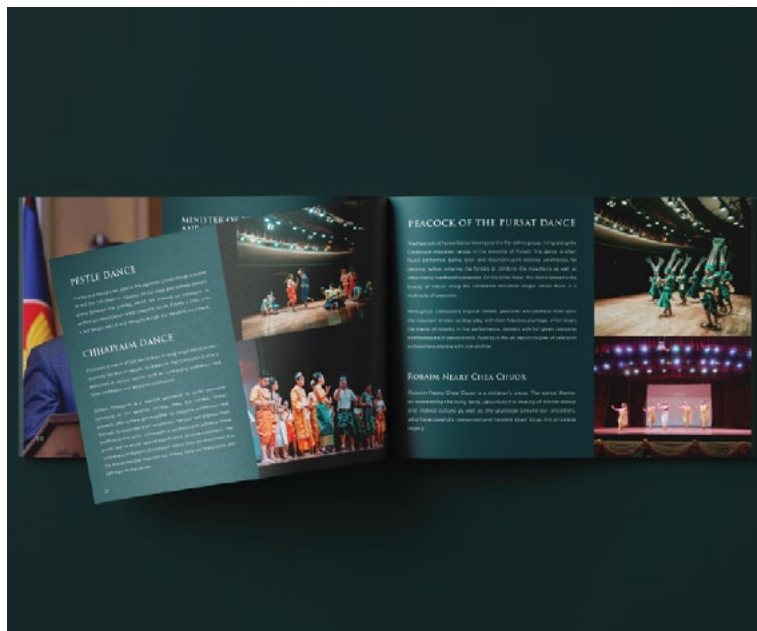
Kbeung prepares a booklet for CKS, and we design the font color and make it all symmetry.





## CYP 46th

SSEAYP International Cambodia is the official alumni association of Cambodian Participating Youths joining the Ship for Southeast Asian Youth Program. We choose Lakhon Sbek Thom (ល្ខោនសៀកធំ) to design a profile book represent our culture in Asian Countries for CPY's 19.







## Cambodia Chicken Rice

Khmer style restaurant located in Phnom Penh, Cambodia. This restaurant mainly focuses on delicious Khmer chicken rice, and many other Khmer dishes and beverages. We are proud to be the designer of the whole food menu and food stylish photographer.





# Pkator Restaurant

A restaurant that serves a range of Vietnamese, Thai, and Khmer dishes. It is located in Khan Chbar Ampov, Phnom Penh. Pkator Restaurant chose Kbeung to provide services including logo design, Menu design, photography, packaging, and staff outfits.







# Soul Coffee House

Soul Coffee House provides you delicious signature drinks and desserts with euphoria and pleasant feelings. We design a menu to show about names of the food with images. Our design helped them get feeling interested in customers.







# Romyol Garden

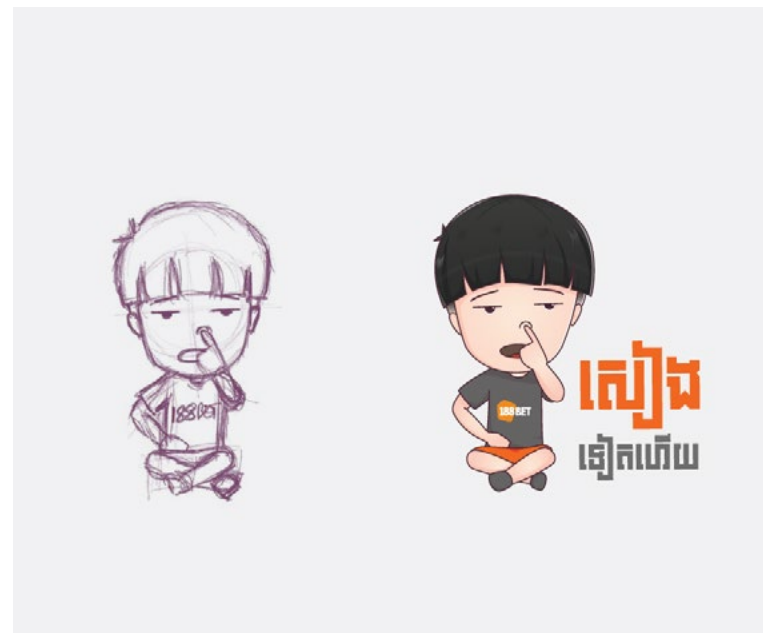
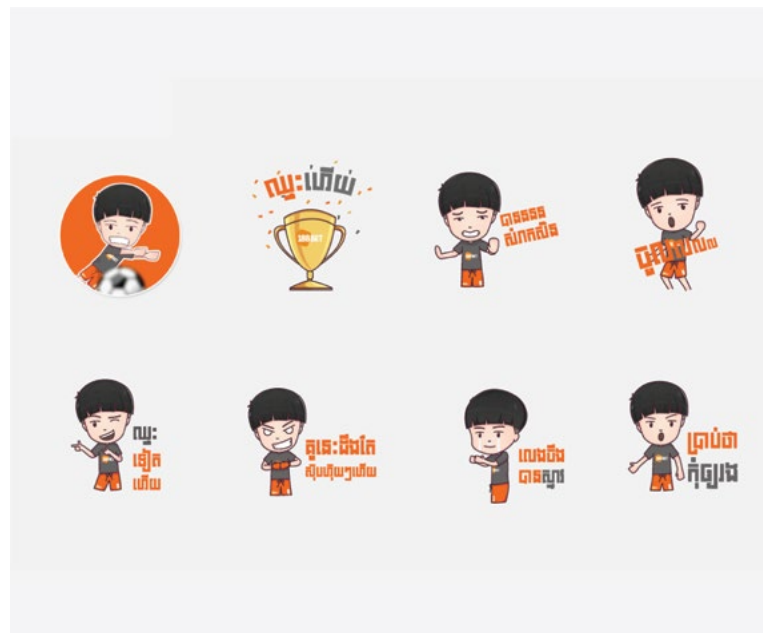
Khmer & Thai & Vietnamese & Seafood BBQ restaurant. Location Sangkat Boeung Keng Kang III, Phnom Penh. We designed a menu that provides attractive to customers of Romyol Garden.





## 188Bet Sticker

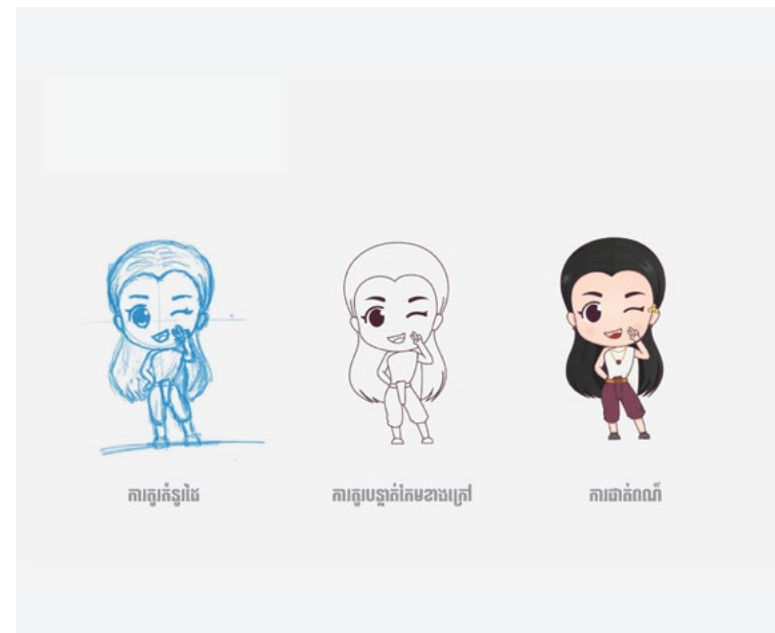
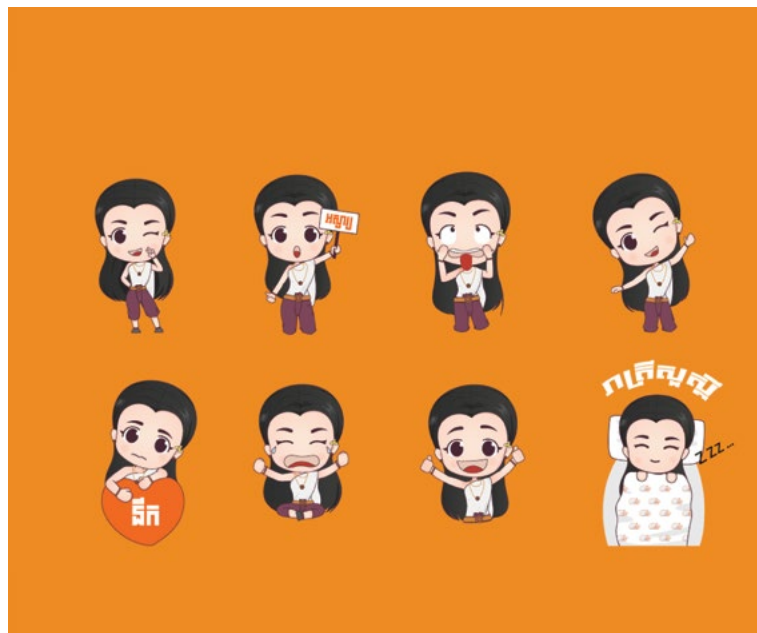
A very popular football betting on line company in Cambodia. Kbeung Creative Studio was chosen to design their company's Telegram stickers. Stickers designs based on various characters and expressions, such as, delightful, fun, nasty, angry, disappointed, etc.





## 188Bet Couple Sticker

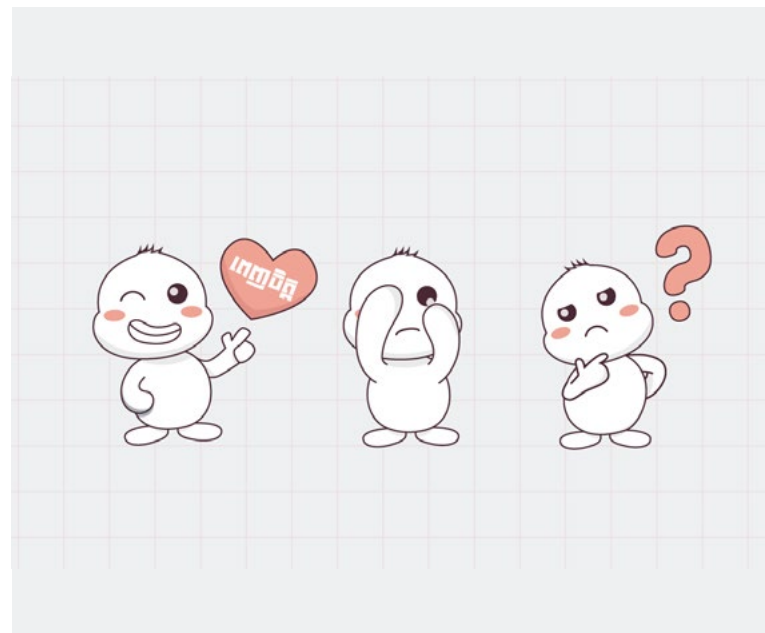
It is the same 188 BET Sticker, for the difference is a picture of the sticker, couple sticker can use in all situations excluding football betting on line.





## Tea Toch Sticker

Our latest telegram sticker called Tea Touch. It is inspired by a white duck named “Pekin”. Tea Touch has 12 emojis that you can use as a way of expressing a feeling, a thought, or just plain old fun. Provide a fun and engaging way for people to interact with their content.

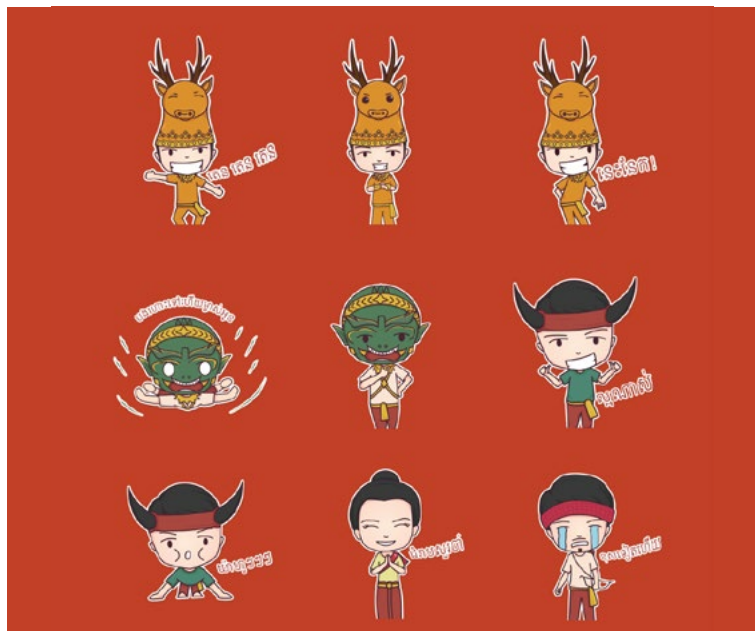






# Trot Khmer Sticker

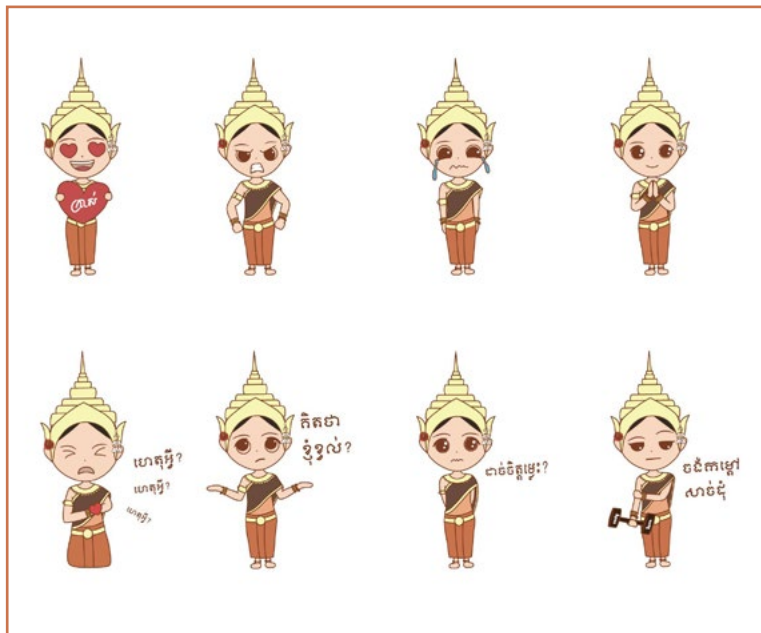
In celebrating the upcoming Khmer New Year, Kbeung Creative Studio has designed some unique stickers in Telegram, which we extracted from Cambodian Trot Dancing.





## Bottrey Toch Sticker

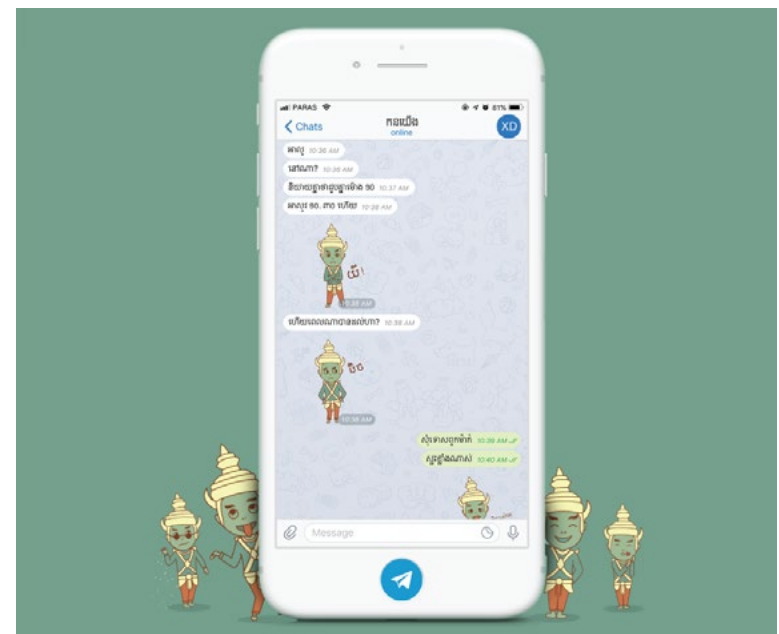
Kbeung Creative Studio has designed some unique stickers in Telegram, which we extracted from Cambodian religions as angels.





## Bottra Toch Sticker

Our first sticker for telegram is also the most download one to this day. Bottra Toch was inspired by the Khmer Culture. We simplify the shape of jewelry and make it less detailed and turn our character to be more friendly and funny guys.



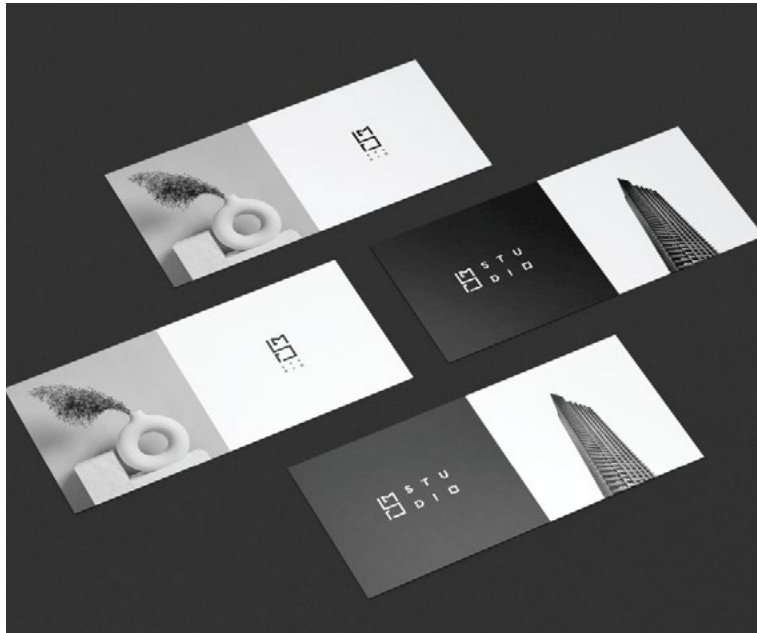


## 26 Studio

An architectural studio, which is based in Phnom Penh. This company provides specialized services in architecture and building construction.







The project including logo design, name card, uniform employees, etc.





# Clava

A coffee shop is an establishment that primarily serves coffee of various types.





The project consists of visual designs such as a logo, uniform, packaging, employee's identity card, and coffee cup.





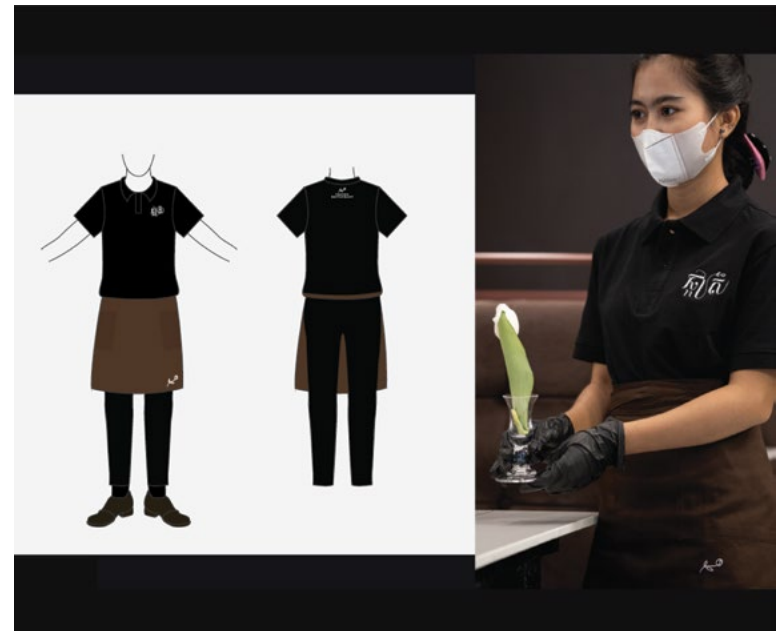
## Pkasor Restaurant

A restaurant that serves a range of Vietnamese, Thai, and Khmer dishes. It is located in Khan Chbar Ampov, Phnom Penh.





Pkasor Restaurant chose Kbeung to provide a visual brand identity. The project including logo design, Menu design, uniform employees, photography, packaging, etc.





## Phum Morodork

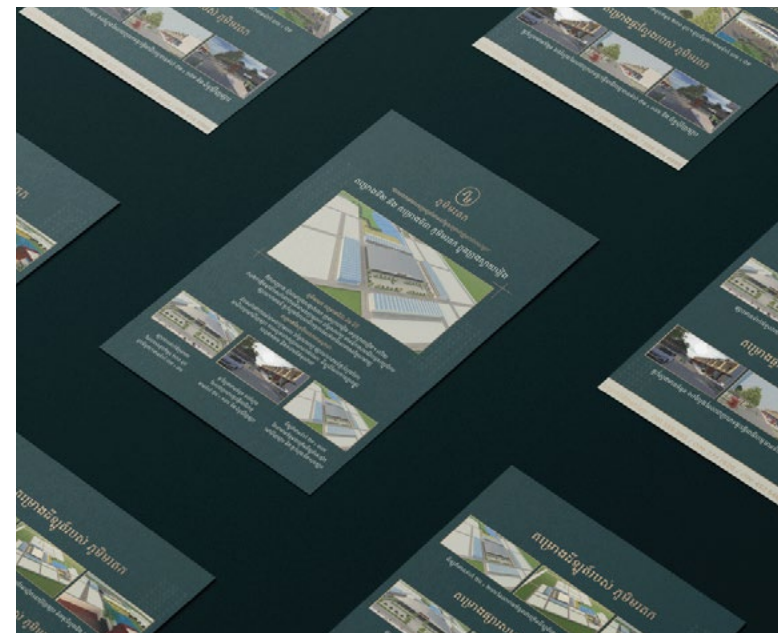
A real estate company in Svay Rieng, and they will establish their branches in other provinces. For this identity, we focus on the nature and luxury of real estate projects and the abundance of people who live in rural areas. We have chosen the logo in the form of the letter “ ហ ” and the letter “ ម ” to represent the company name.





We have merged it into a single picture and used a unique font to make it different from other company.

The primary color that we have chosen to identify the “ Phum Morodork ” is dark green which represents the natural environment, and we have chosen gold as the secondary color, which represents the luxury and sustainability of the company as well.







## Romyol Garden

Khmer & Thai & Vietnamese & Seafood  
BBQ restaurant. Location Sangkat  
Boeung Keng Kang III, Phnom Penh.







Addition on designing Logo and Menu  
Kbeung team the brand identity. We make packaging and promote it on social media to receive reach out to people.





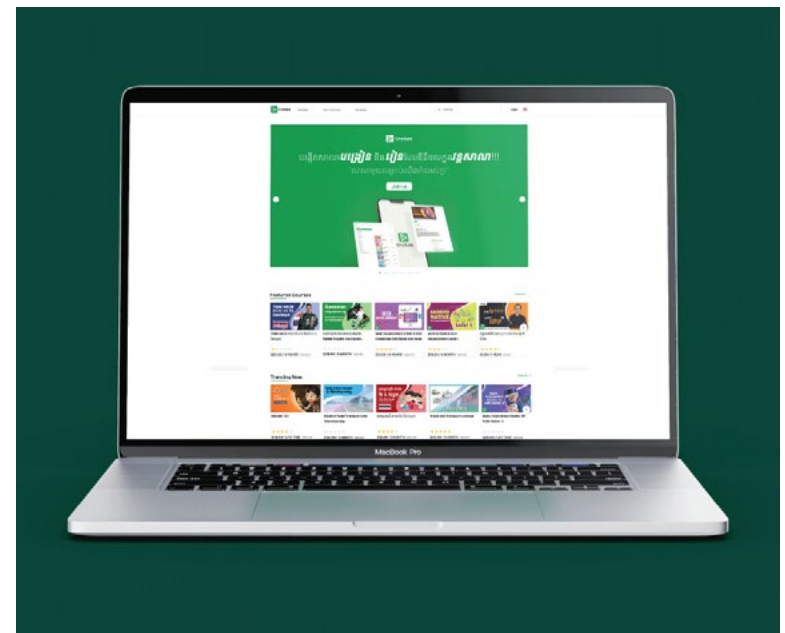
## One Sala

An on line learning and teaching platform for those who want to do self-study and increase their knowledge everywhere through the Internet or other electronic devices such as smartphones and computers.





Kbeung team redesigned the brand identity of the OneSala App, we have modified and added some elements to the missing point of the existing brand identity.





## Hope Rice

Providing natural Khmer rice to  
Cambodian people and it is receiving  
huge support and order, it is located in  
Battambang Province.





Moreover, its brand identity was developed based on rice, string with rice symbol plus Khmer traditional knife and we still keep its color light green to represent of nature.



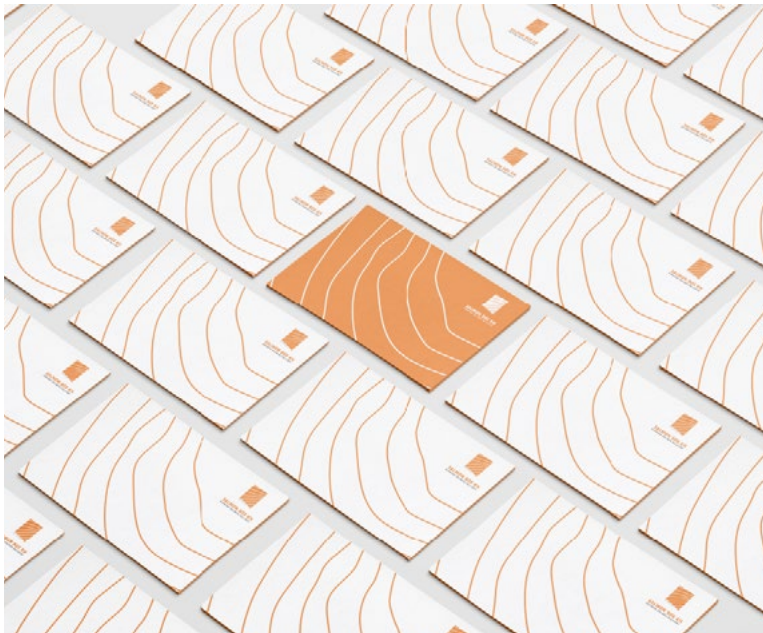




**SALMON BOX KH**  
EXPRESS SALMON DELIVERY

## Salmon Box KH

A newly opened store in Phnom Penh.  
This store provides fresh salmon and  
other seafood.





The main concept of the logo design is the pattern of salmon. We choose white and orange colors with transparency to make the product look more attractive and healthier.



សាច់ម៉ុងហាប



## Salmon Hub

The restaurant that serves Japanese food, especially Sashimi and Sushi which is made from fresh Salmon, this restaurant is located at Samdach Preah Thoamak Lekhet Ouk St. (184), Phnom Penh.



S: SALMON  
H: HUB



FISH REPRESENT  
TO SALMONIDAE





For Brand Identity, it represents Khmer latter in sharp Japanese font and included with a fish icon and maintains the color of Salmon.





## KCE International School

A Khmer, Chinese, and English international school in Phnom Penh, Cambodia, which provides trilingual education for students from kindergarten to Grade 6.





These are our full package designs of KCE International School, such as name cards, economic bags, staff and student identity cards, letterhead, flayers, students' vans, logo animation, and company profiles.





## Soul Coffee House

Kbeung Creative Studio has developed a new brand identity for Soul Coffee House. The design with an overall minimal look takes the form of a shaped paper cup with the color theme, a light brown palette.







The logo is aesthetic, lively, and minimal, with a headline based on Gotham that makes it stand out from the crowd. The project consists of visual designs such as logo, uniforms, packaging, menu, and coffee cup.





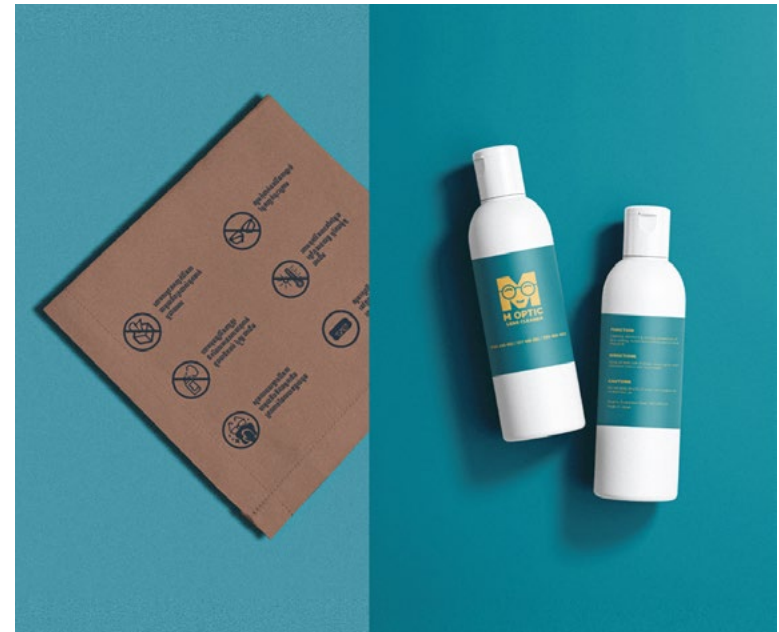
## M Optic

A very popular for all brand glasses which included very good quality and trust, that located in BKK, Phnom Penh.





Its brand's identity shows up with a very friendly logo that represents modern lifestyle and beauty. The font latter looks simple with a classic sense which represents our daily life. Below is our design, please have a look.







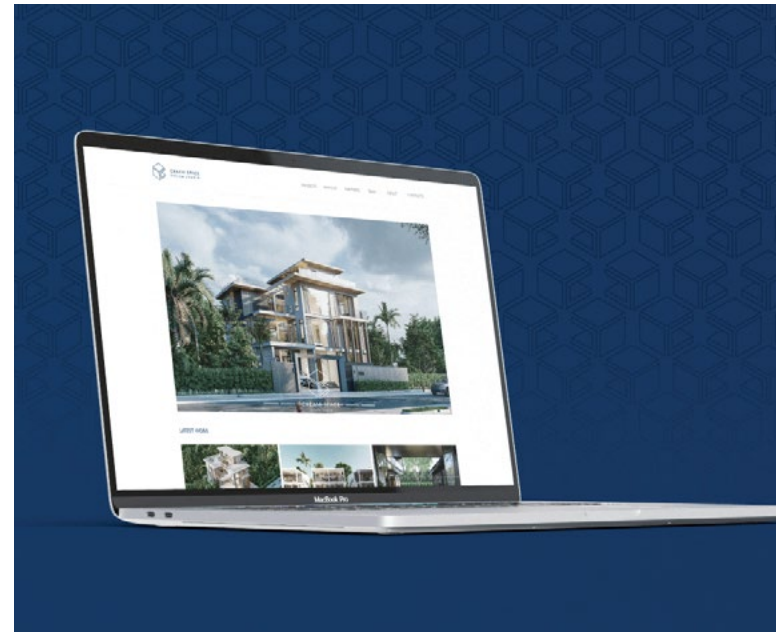
## Create Space

In 2021, we had a chance to reconfigure the Create SPACE Design & Construction brand identity. The first thing we did was to rework the iconic “geometry” symbol, with respect to their brand value and culture.





We redesign with a modern minimalist and creative negative space of the letter “C”. This logo plays off the natural shape created by the three-square boxes to create a ‘C’ for ‘Create’ in the negative space.





## Byte Associate

Byte Associate is agriculture designer, located in Cambodia.





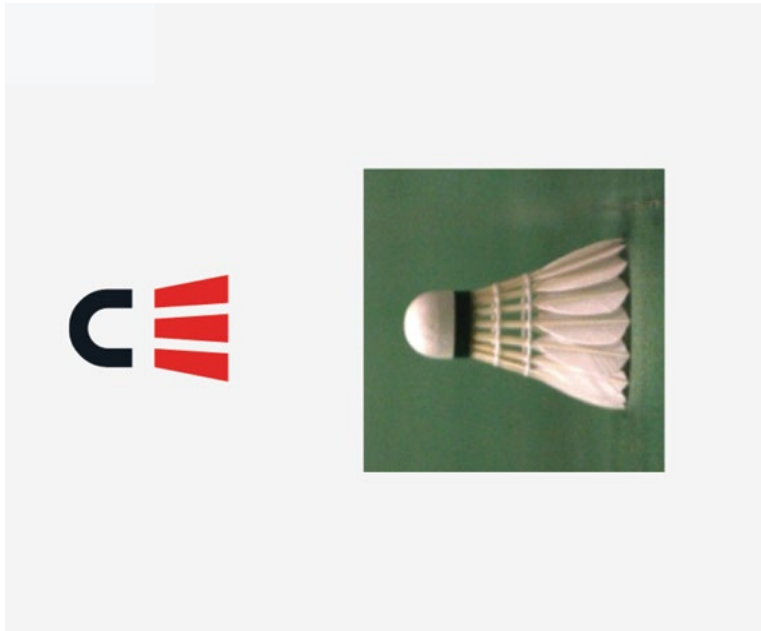
We selected to develop their brand identity with three main color, black, white and red with font style simple look but very neat and nice as it represents with creative of agriculture.





## Central Badminton

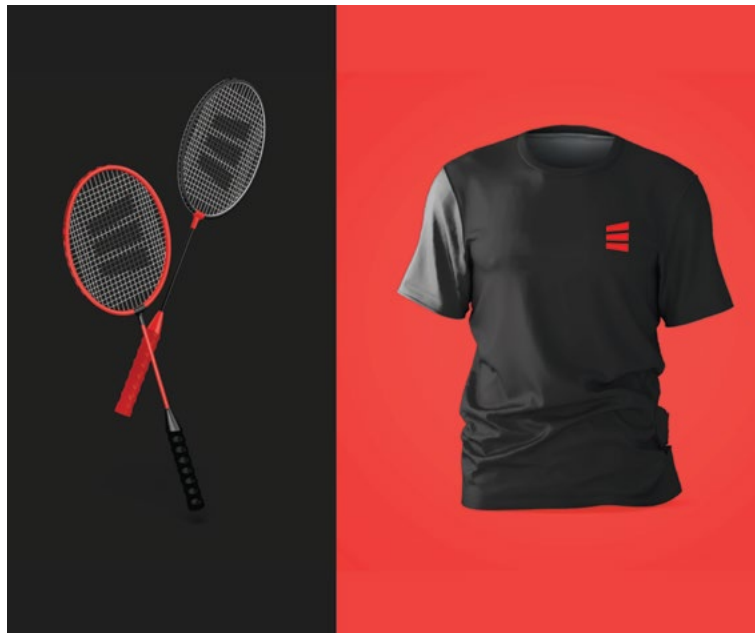
A shop that provides material  
badminton in phnom penh.







They chose Kbeung to design logo and name cards and focus on visual brand identity.





## Good Time Relax Resort

Good Time Relax Resort is surrounded by the natural Kampot River and set in unparalleled tranquility. And also, they are a head client of Kbeung Creative Studio.







They chose us to take photography both of type like interior and exterior need us to provide Social Media Management services to them too.





## Good Time Relax Resort

Kbeung Creative Studio created interior photos for Good Time Relax Resort that we show about the view in the accommodation room.







In this project, we take photos that show decorated rooms, and decorum is like color, bed, bathroom, and view inside.





## Good Time Relax Resort

For exterior photos, we take pictures showing views outside of Good Time Relax Resort.







You can see the right side, the tributary, kayaking, the landscape along the river, and an overview of the Resort.





## Pkasor Restaurant

Pkasor Restaurant has a lot of cuisine types, so we have to take images following the concept of the restaurant.





We take high-quality images to suit their product.







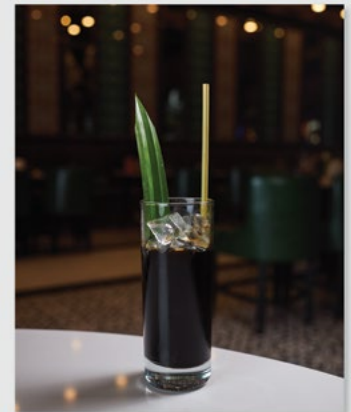
## Pkasor Restaurant

For photography, Kbeung takes pictures of products that show cuisine that you can see on the left hand side.





We want to show all of you our team photography skills.





## Portrait Photos

Currently, we take portrait images for a lot of clients as well as advertising products, models, actors, and anything else.

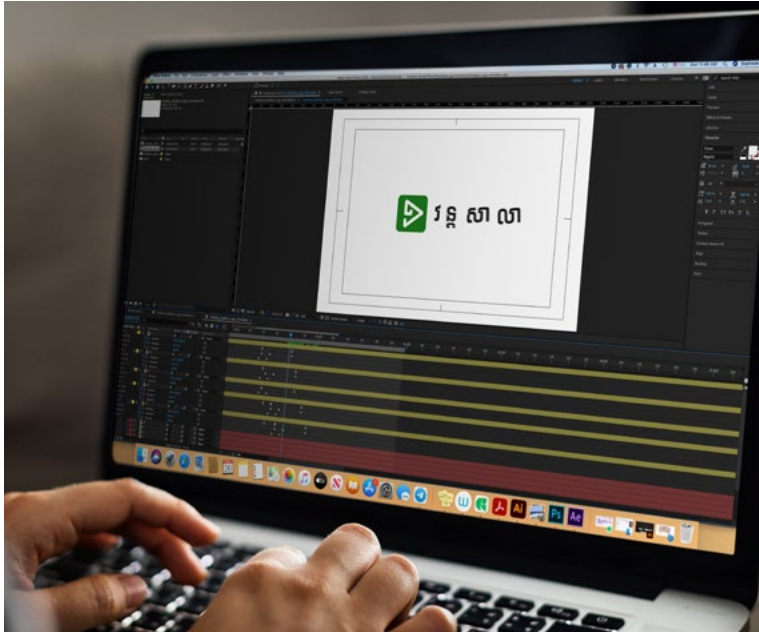




And for technical we have experts to design and take images of high quality.

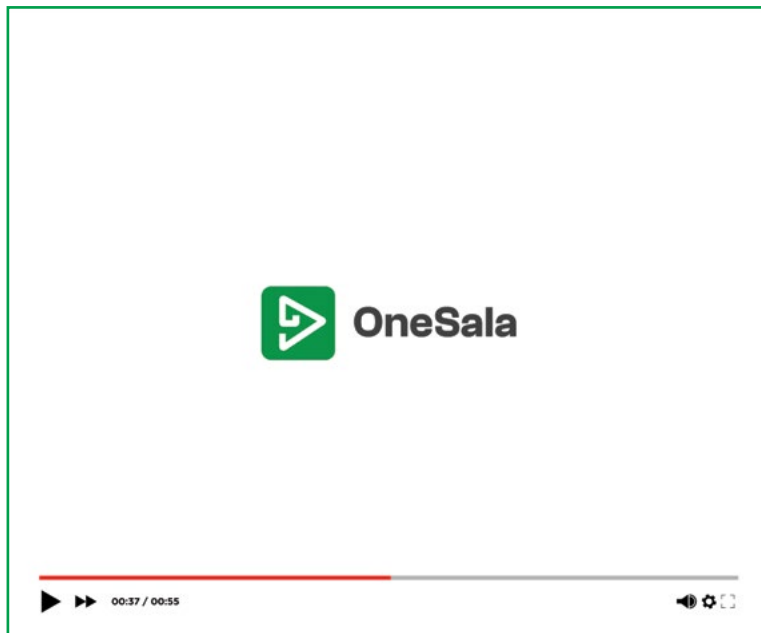


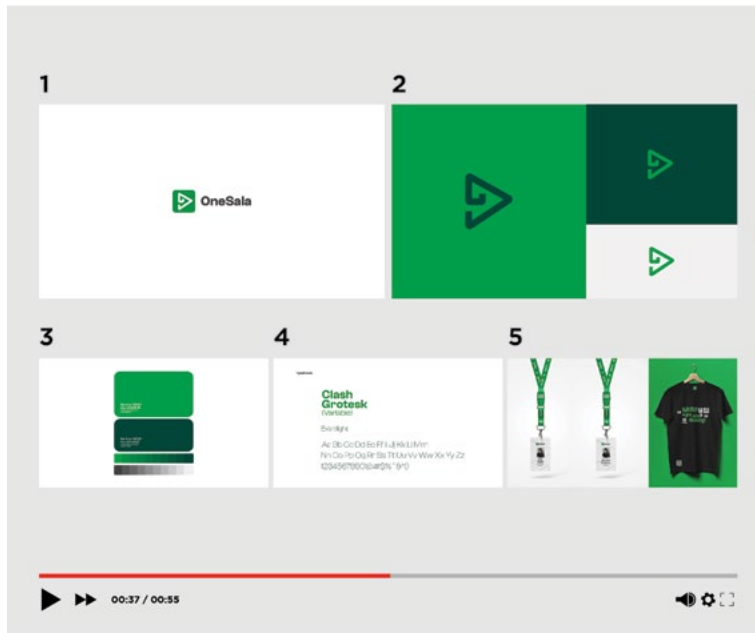




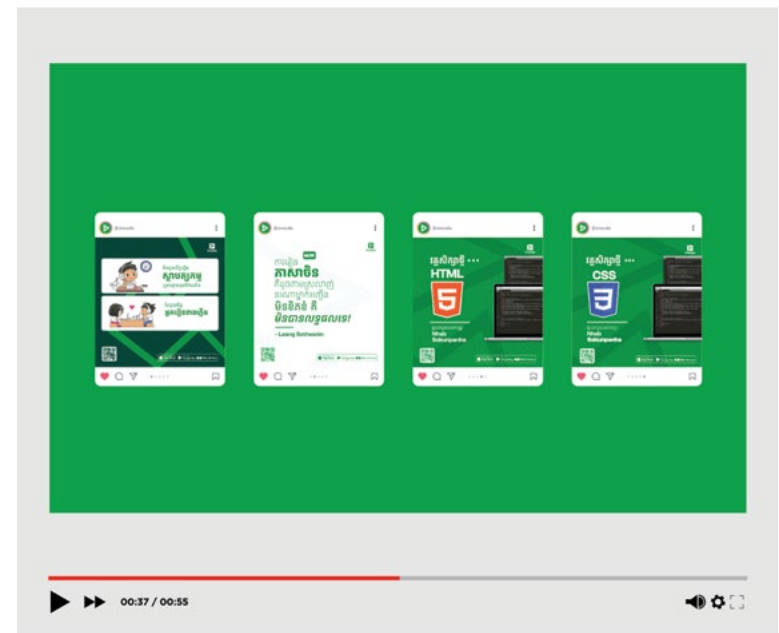
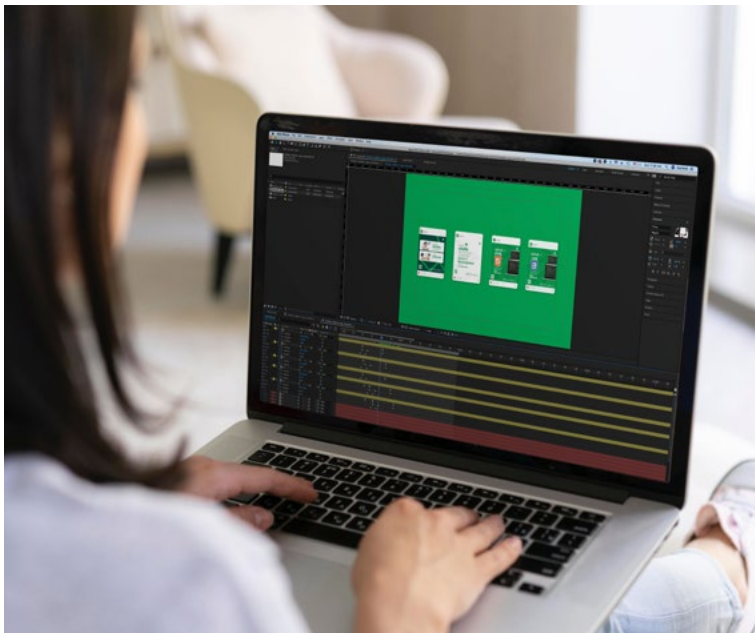
## Motion Graphic

OneSala chose Kbeung to create a visual brand identity already and now they still chose Kbeung to create Motion 2D-Graphic.





Motion 2D-Graphic Kbeung created a motion poster that displays the logo, uniforms, and student's name card, and also shows the process of application of OneSala.



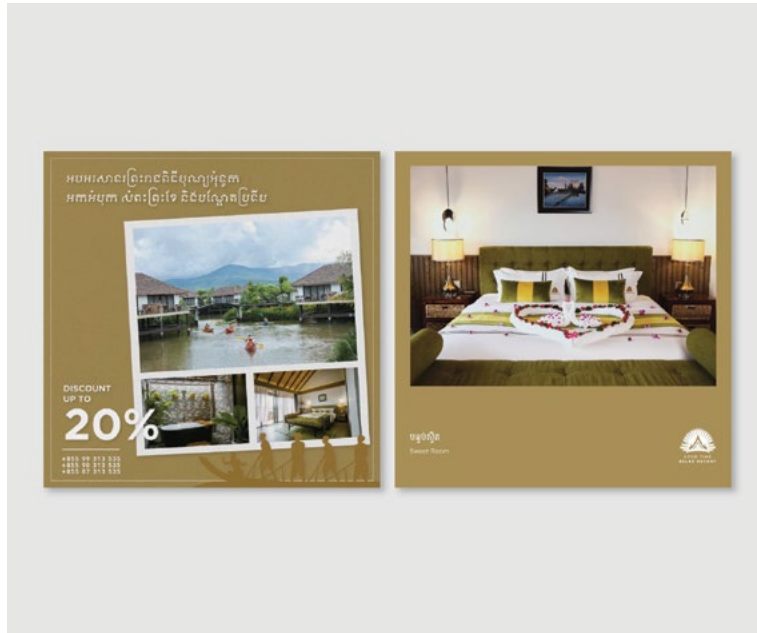




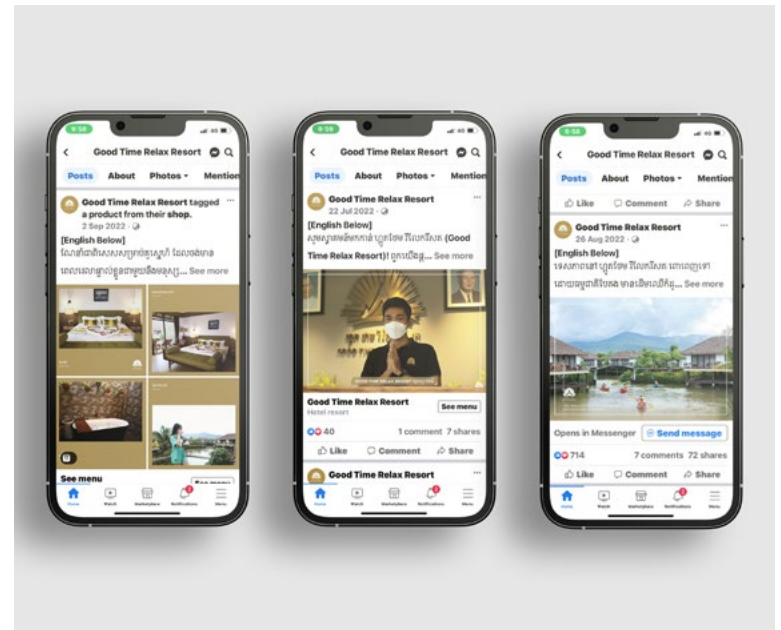
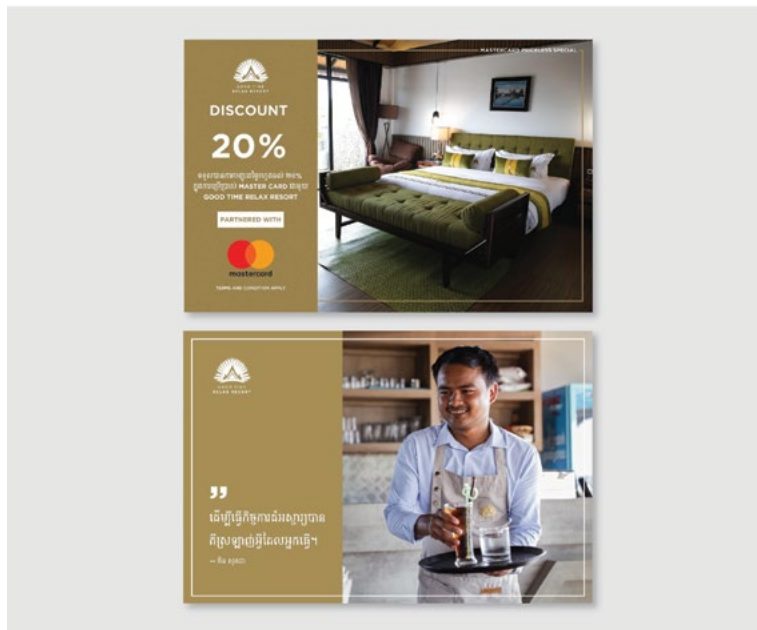
## Good Time Relax Resort

Good Time Relax Resort choose Kbeung again to create Social Media Management.





So, in this project, we make artwork, create content, and do strategic marketing. Especially we focus on social media platforms, for now, we manage the Facebook platform, TikTok platform, and Instagram platform.

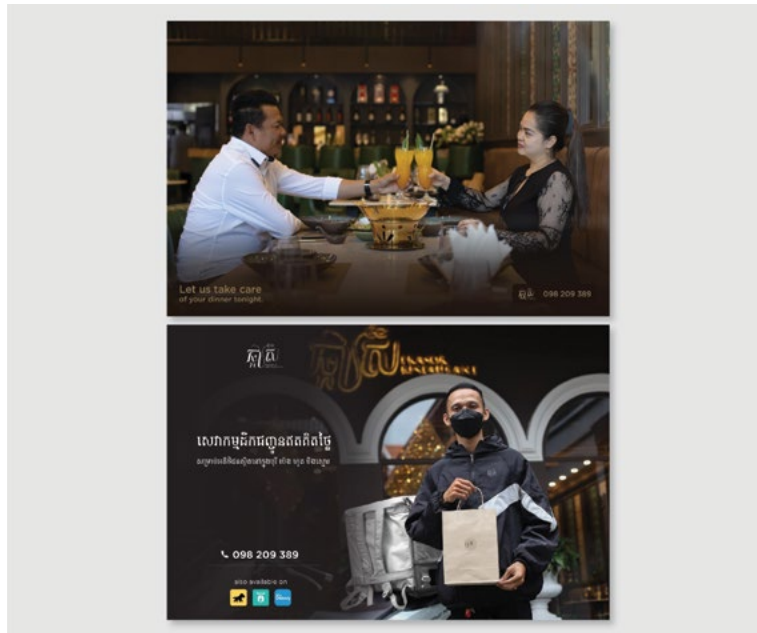




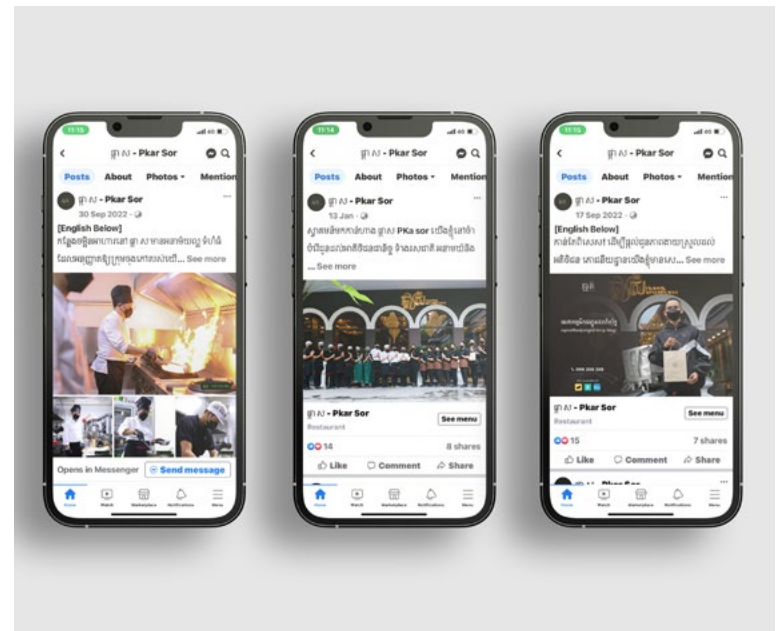
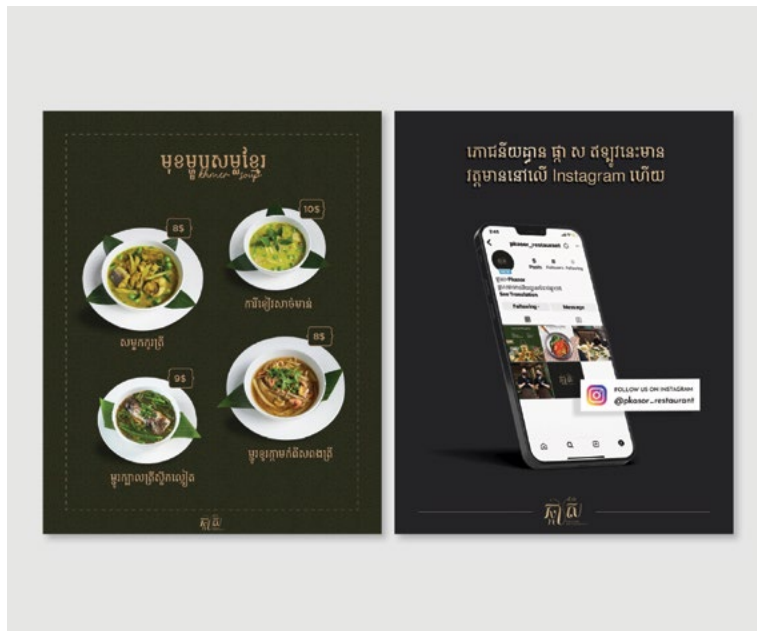
## Pkator Restaurant

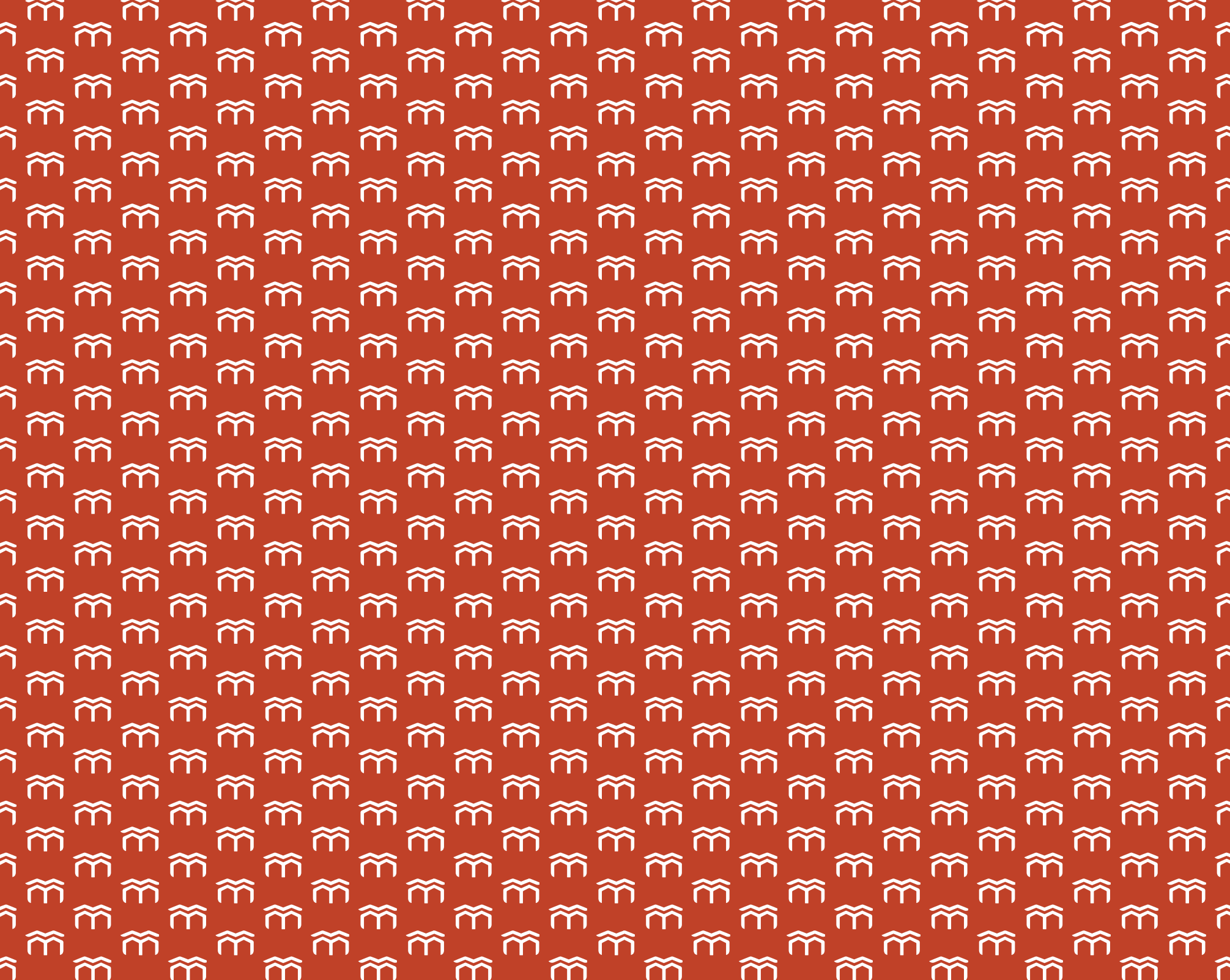
For Social Media Management service Kbeung provides to Pkator Restaurant we create posters with content to post on social media platforms.





So, in this project, we make artwork, create content, and do strategic marketing. Especially we focus on social media platforms, for now, we manage the Facebook platform.





# Thank You

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Kbeung Creative Studio





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