

An aerial photograph of a city street during sunset. The sky is filled with large, soft clouds in shades of orange, pink, and purple. The buildings are multi-story, with light-colored facades and dark roofs. A busy street with many cars is visible in the foreground, and a railway track runs along the bottom left. The overall atmosphere is warm and urban.

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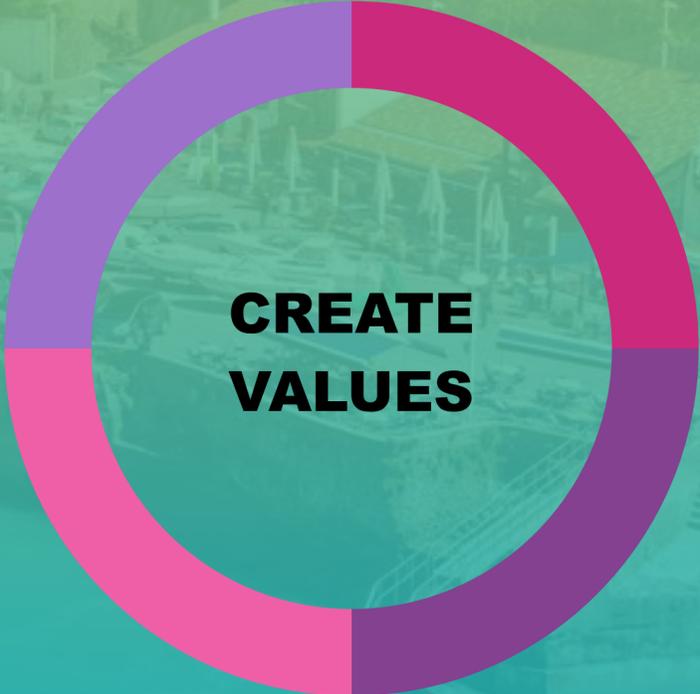
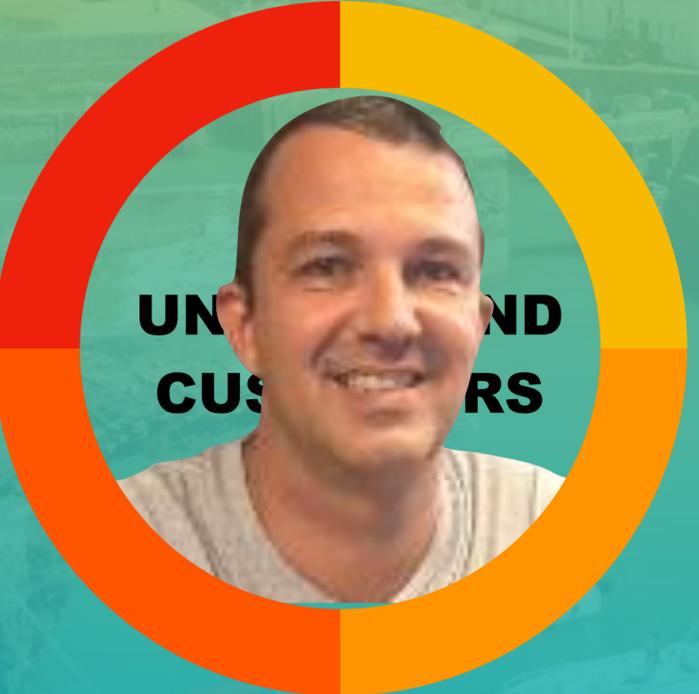
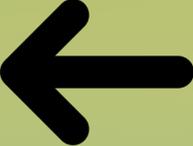
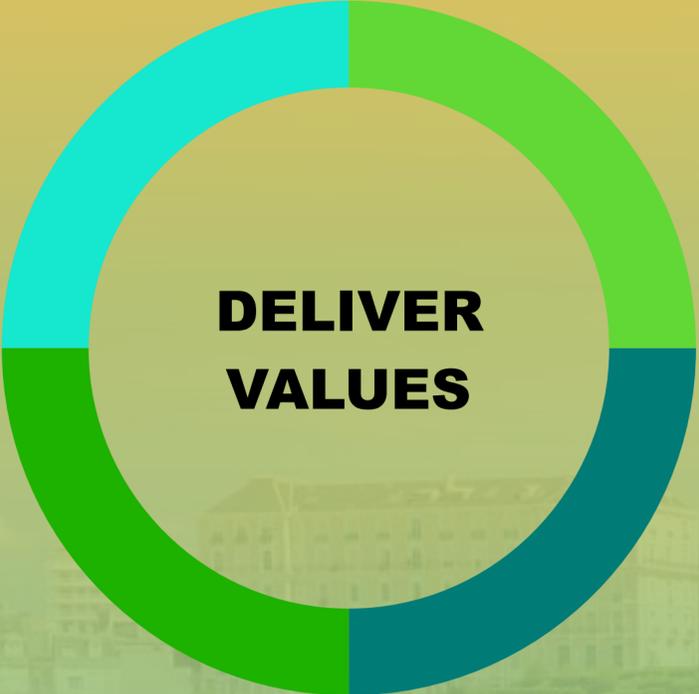
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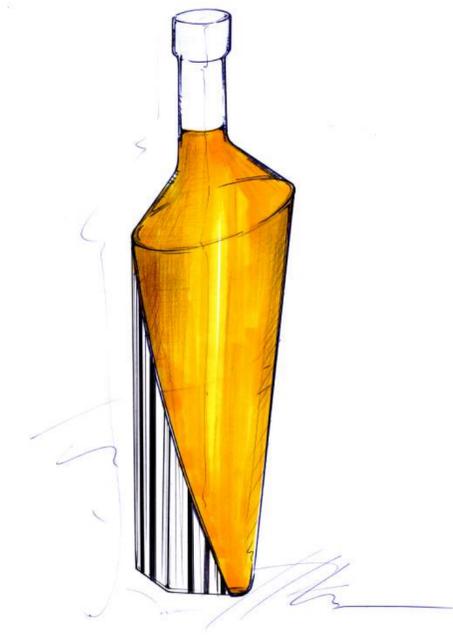
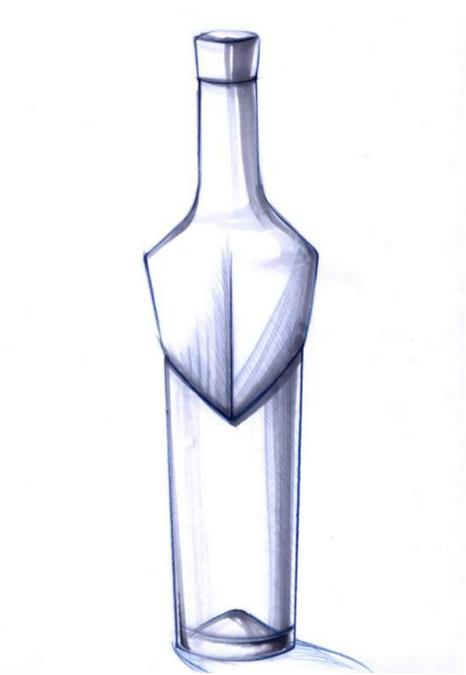
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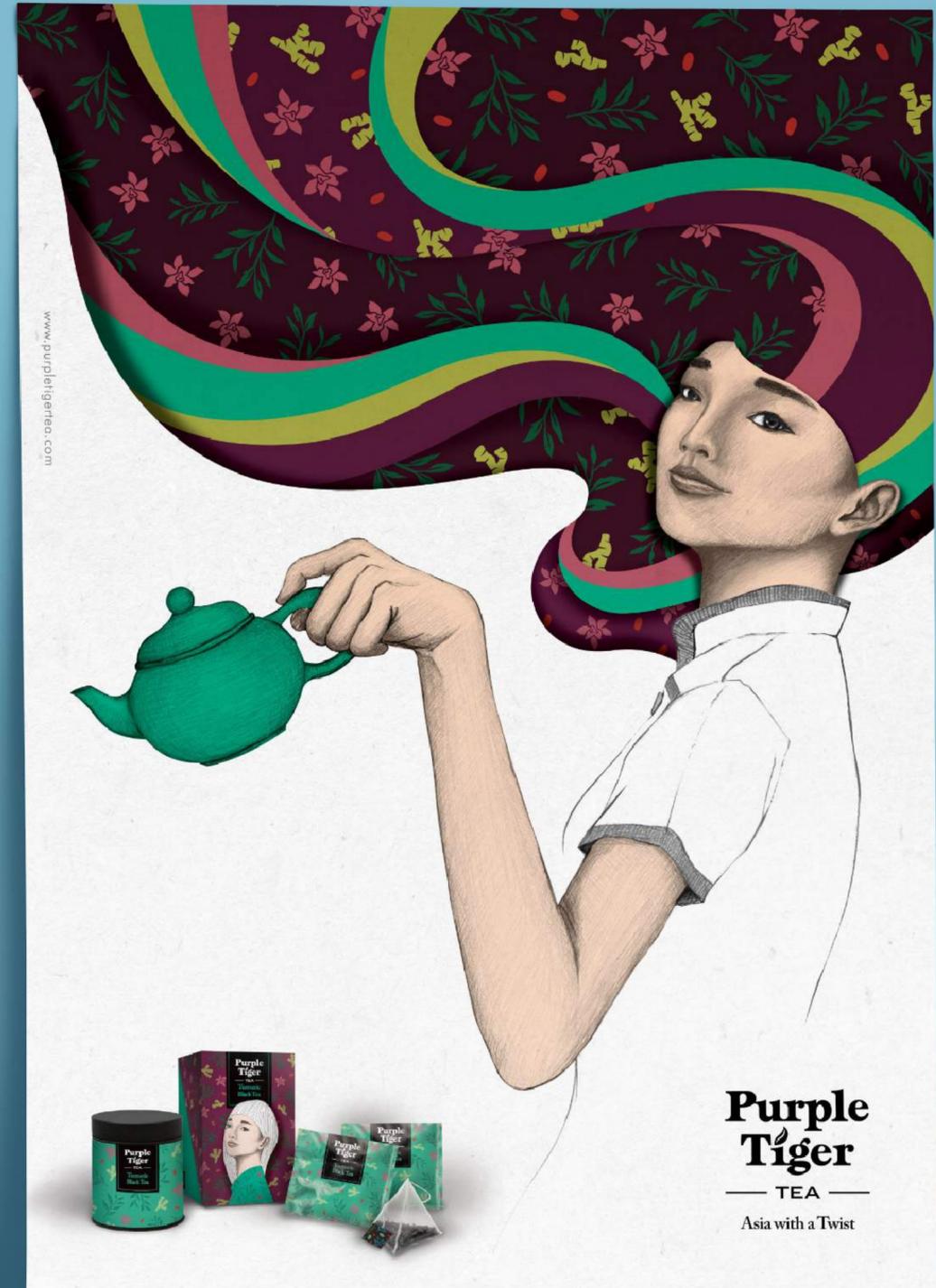


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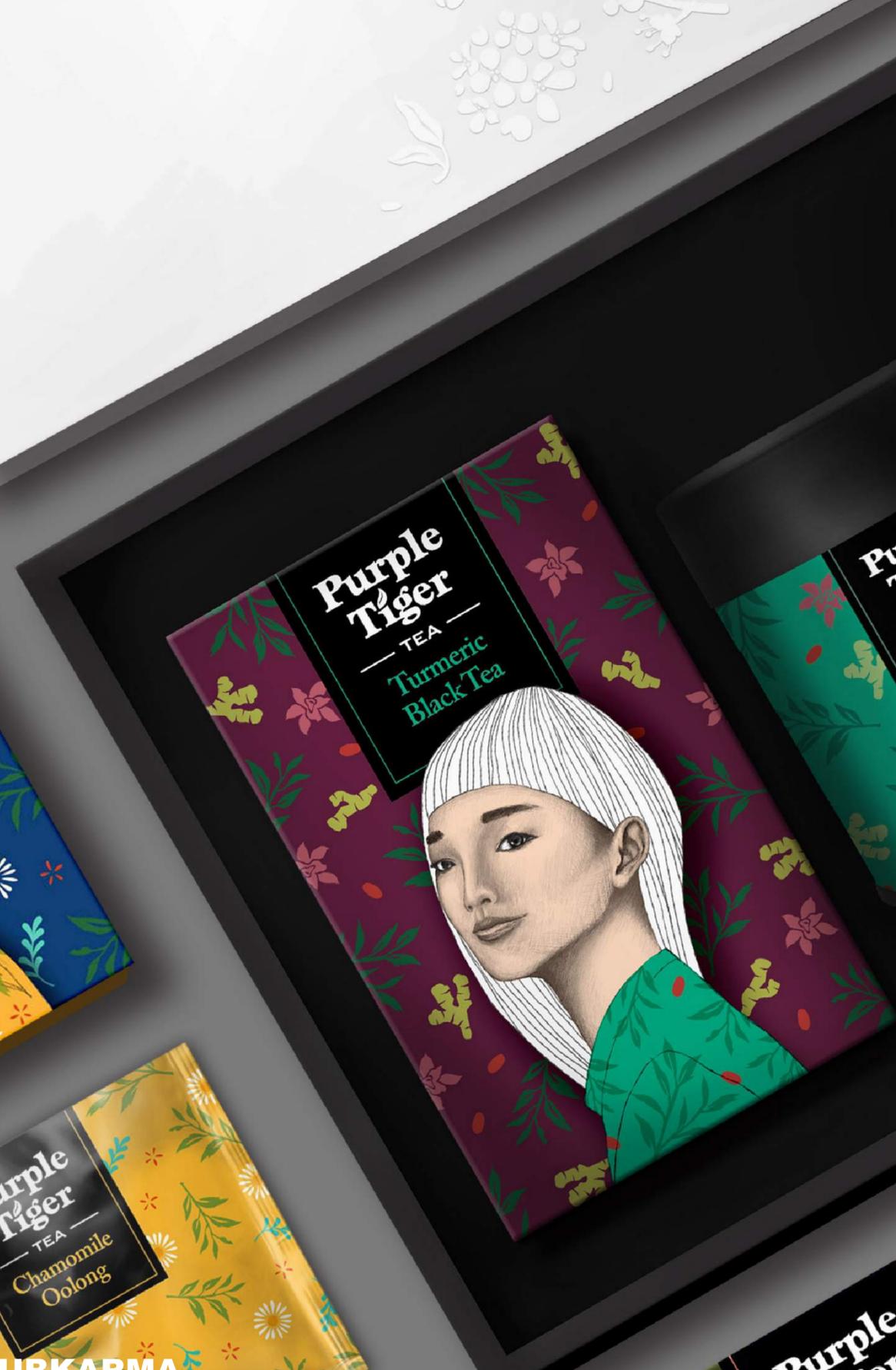
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Leatrice Eiseman

簡介

Leatrice Eiseman (Lee) 是一位被譽為「國際色彩領袖」的色彩權威專家。她的色彩專業是被公認為相當國際化的特別是作為一位Pantone的色彩首席顧問以及色彩溝通與規範的領導者。她曾協助過許多公司的產品發展、品牌形象、室內外設計、時尚美妝、等顏色選擇相當寶貴的各项應用，進行最優化的色彩選擇以助於產品及環境的成功。Lee也曾參與時尚與居家的色彩與趨勢預測她領銜著「伊絲曼色(Eiseman)彩信息和培訓中心」，同時也是「潘通(Pantone)色彩協會」的執行董事。

Lee曾被廣泛地引用於各項刊物，同時也被《財富雜誌》(Fortune Magazine)及《華爾街日報》(Wall St. Journal) 認定為全球最具影響力的色彩大師。

她同時也是一位在貿易展、校園、內部業務呈現、以及色彩趨勢、顏色的心理學及其用法、消費者的顏色偏好之網路研討會中相當受歡迎的演講者。

Color of
the Year
2018

PANTONE®

A close-up shot of Leatrice Eiseman, an older woman with short, wavy blonde hair, wearing dark-rimmed glasses and large gold hoop earrings. She is wearing a purple top with a black collar and a necklace made of various colored buttons. She has her eyes closed and a slight smile, appearing to be in the middle of a conversation or presentation. The background shows an indoor setting with a ceiling fan, a window with a view of greenery, and a bookshelf.

Leatrice Eiseman

executive director of the Pantone Color Institute

在某種程度上世界對色彩的認知確實已變得更加全球化



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Brand Talks品牌教練實戰短講-Subkarma問卷測驗

讓我們一起來看看不同地區的人對於相同問題，會有什麼不一樣的結果吧：)

開始 ↻ 填答

1 請問當您想到「法國」時，下列哪個形容會是您的第一印象？(單選) When you think about 「France」, what word comes first in your mind?

浪漫 Romantic

美食 Food

驕傲 Proud

時尚 Fashion

藝術 Art

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