



Inspiring the others in the creative industry

SD SIENNA DESIGN

BRANDING
BEYOND BOUNDARIES



SD

SIENNA DESIGN

sienna-dmb.com



About Sienna Design

How we built our business

SD SIENNA DESIGN

Sienna Design was born out of great passion and endless creative talent.

A boutique creative agency focused on unique innovative, highly creative **design, marketing & branding.**

We are design-captivated & strategy-steered with passion & perfection.

Creating & building disruptive brands together that is engaging & lasting.

Sienna Design was founded by Deborah Melissa Bottreau in **2014**. A multiple award winning entrepreneur whose passion & expertise lies in advertising, design and branding.

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Our Values

CONFIDENT

We do not simply lead brands into the unknown as we do our homework; research, strategy and have the courage to move people in new ways.

ACCOUNTABILITY

Having a good brand is one of the key things to success for a business. Looking professional with class is your first impression. We are too proud to give you less ;)

PASSIONATE

We are simply passionate about our work & we are very proud. Sienna only hires like-minded teammates. Our collective enthusiasm keeps us all in the game with love.

UNIQUE

We start with the pencil & soul not the computer. This ensures our designs are original & unique just for you. We don't agree with templates.



SERVICES WE OFFER

Brand strategy & identity

Strategy is at the heart of all we do—it's what makes a brand move with intent and ambition. Whether your current brand is a thing of beauty, something you've outgrown, or something needed from scratch, our strategic thinking and actionable insights will reveal your brand's opportunities for what's next.

Brand activation

We create compelling brand experiences across all touch-points to delight and captivate audiences, stir emotion and ultimately earn brand loyalty. We pair big ideas with precision work—every detail and every design, all made with a mind to move people.

Digital experiences

The digital landscape has never been so vast or so vital for brands. To thrive with longevity requires an informed strategy and future-proof solutions that address current goals yet keep an eye on the horizon. We provide digital products that make an immediate impact as well as set up moves for the future.

SD

CAPABILITIES



STRATEGY

BRANDING

DIGITAL

WEBSITES

CAMPAIGNS

SOCIAL MEDIA

CONTENT

TRANSLATIONS

PRODUCTION HOUSE

NEXT



Let's break it down...

Design + Brand

- **Brand Strategy & Identity**
 - Market research & insights
 - Core ideology
 - Brand positioning & architecture
 - Naming, voice & tagline
 - Strategy - brand/digital/campaign/content
 - Messaging platforms
 - Visual Identity systems (logo, fonts, colours)
 - Brand Audit
 - Branding Exercise Workshop
- **Brand Activation**
 - Brand creation & refresh
 - Design systems & style guides
 - Brand messaging & copywriting
 - Brand Identity guidelines
 - Campaign creative
 - Art direction, photography maybe video production
 - Event, trade shows and environments
 - Hybrid event solutions
 - Packaging design
 - Company Profile / Annual Reports
 - Investor Decks / Presentation Decks
 - Book cover designs & inside layout editing

Digital experiences

- **Digital Marketing**
 - Digital Strategy
 - Campaign Strategy & development
 - Campaign production
 - Digital marketing calendar
 - Reporting & analytics
 - Analysis & retargeting
 - SEO execution
 - Blog articles
 - SEM management
 - Programmatic campaign management
 - Influencer activations
- **Web & E-commerce with DGI**
 - Website design strategy
 - Build & design website UX/UI design
 - Front and backend development solutions
 - Empowering all into one platform
 - Website management
 - Data analytics setup & analysis

Production House

- **Video Production**
 - Script writing
 - Storyboard
 - Wardrobe Supply
 - Commercial & Corporate TV Video Production
- **Post Production**
 - Video editing
 - Colour Grading
 - Motion & Infographics
 - 3D modelling
- **Event Management**
- **Talen Management**
- **Influencer Management**

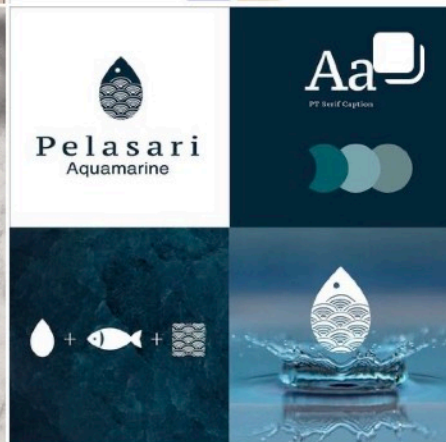
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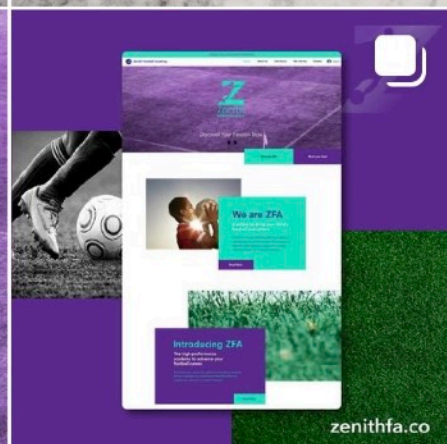
OUR CLIENTS

SOME.....



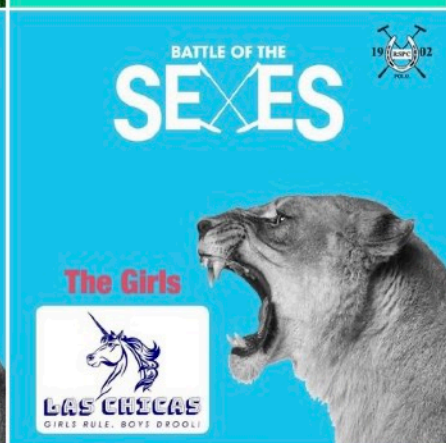
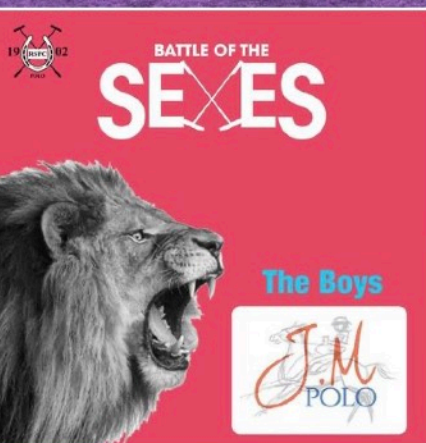
Carmine Gourmet

Branding expert with new name for the company, digital marketing, website development.



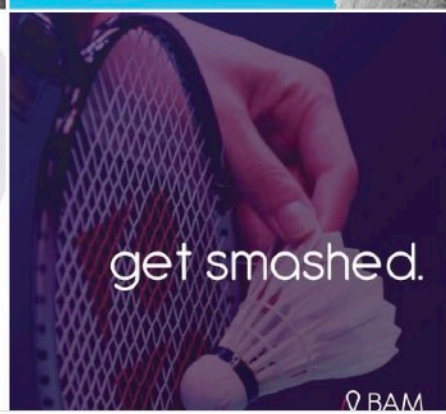
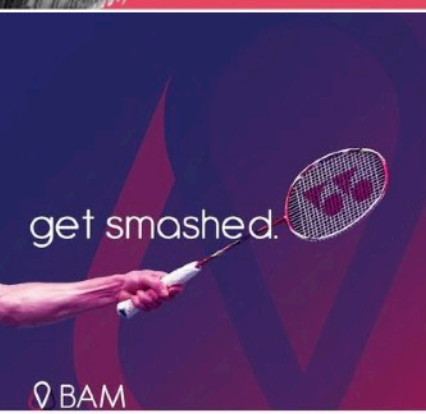
Zenith

Branding expert with new name for the company, digital marketing, website development.



ASEAN

ASEAN Business & Investment Summit 2015 - logo and event branding which was honoured by President Obama himself.



Victory Equine

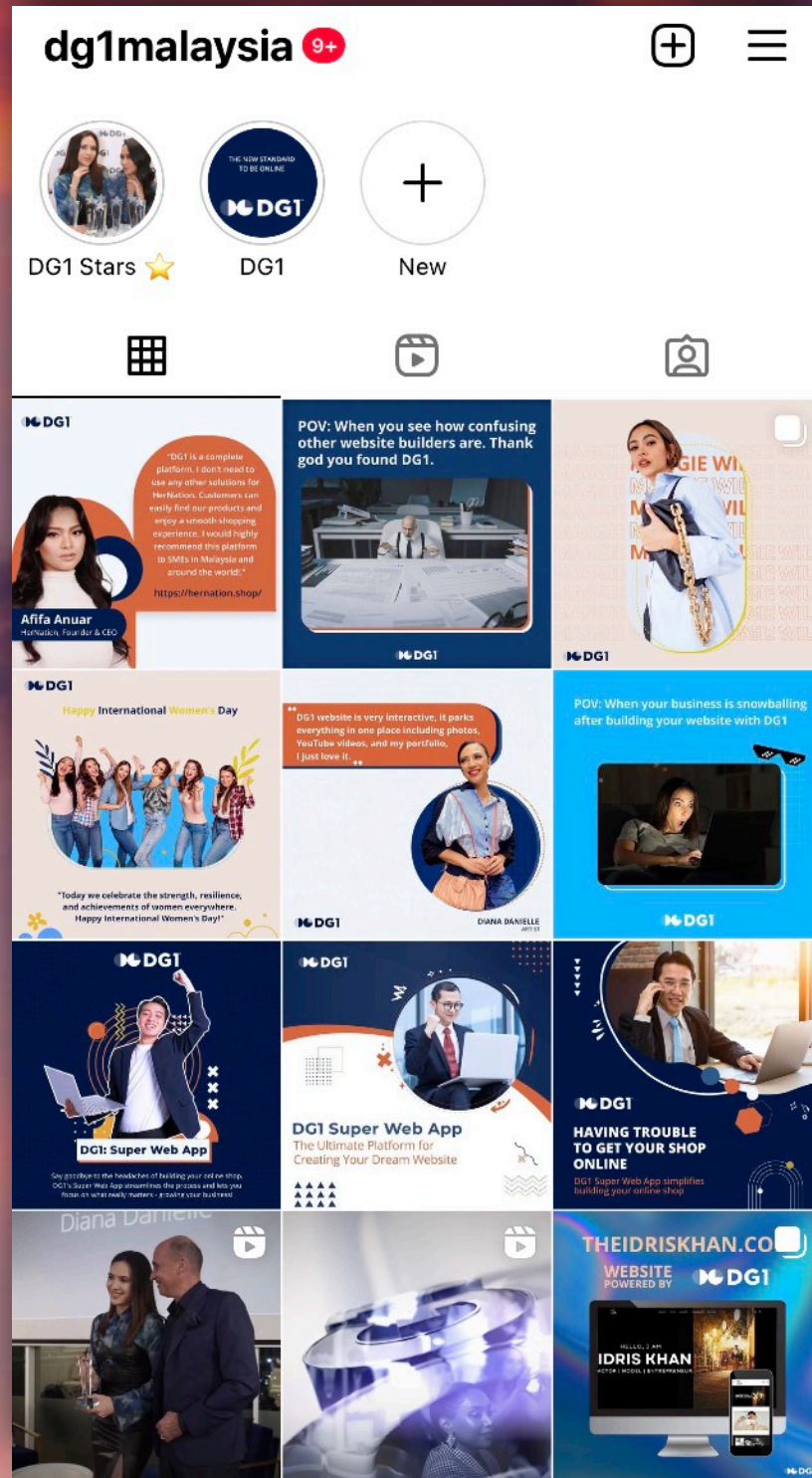
Website design & development

RMPA

Event concept & branding. Digital marketing.

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DG1
 Digital marketing services –
 manage & run all their digital
 marketing in Asia & Europe.

OUR CLIENTS



AIRA Residence

Logo rebranding, Website design & Dev, Billboards, Brochure designs

CITAGLOBAL Berhad

Total rebrand with new name for the company – Brand Expert

YUI Bar & Restaurant

Branding Pro, venue design, & brand manager + DM

Genetec Technology Berhad

Website, MYBESS branding + Website, Logo rebranding

Fraser Valley

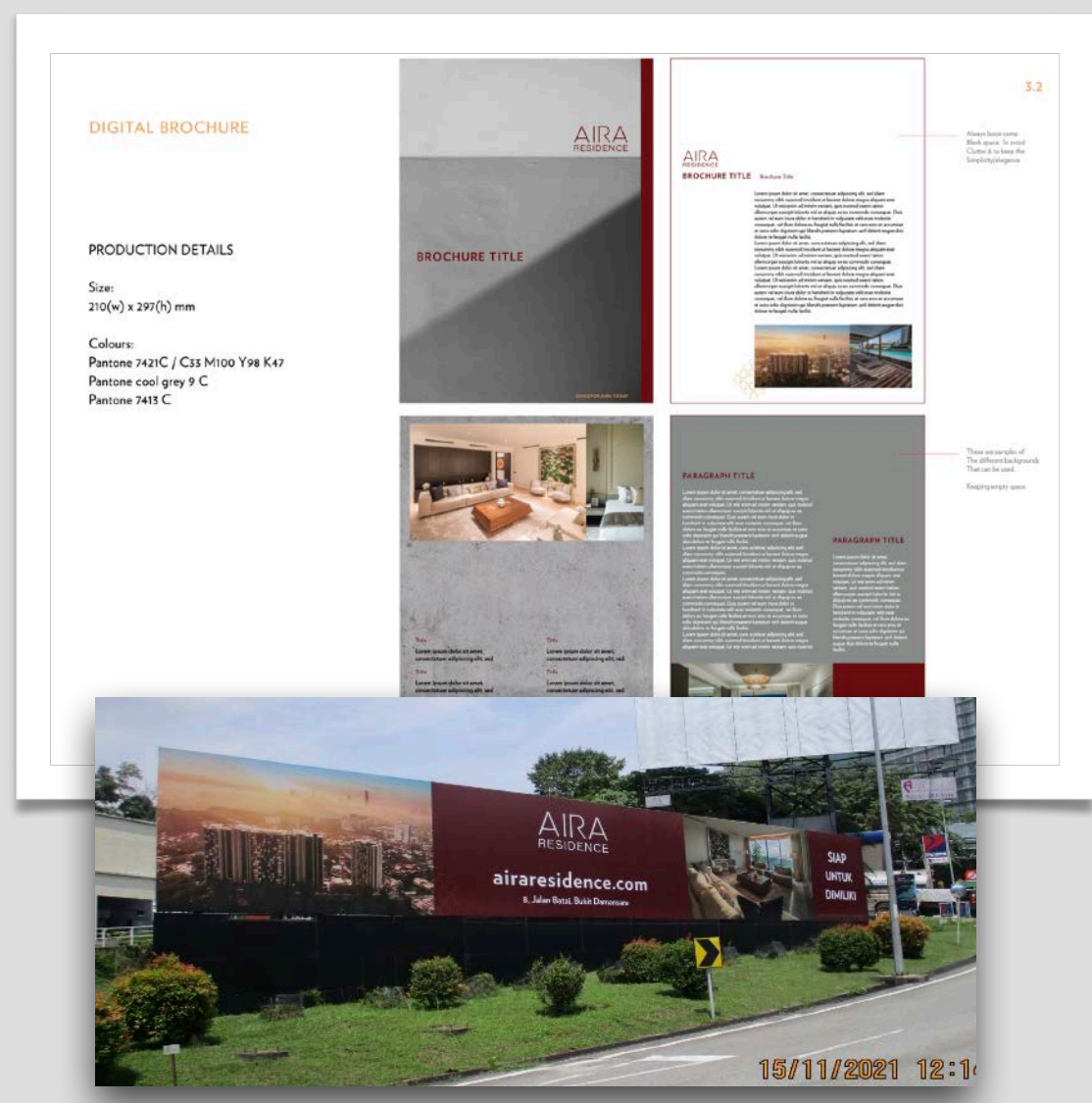
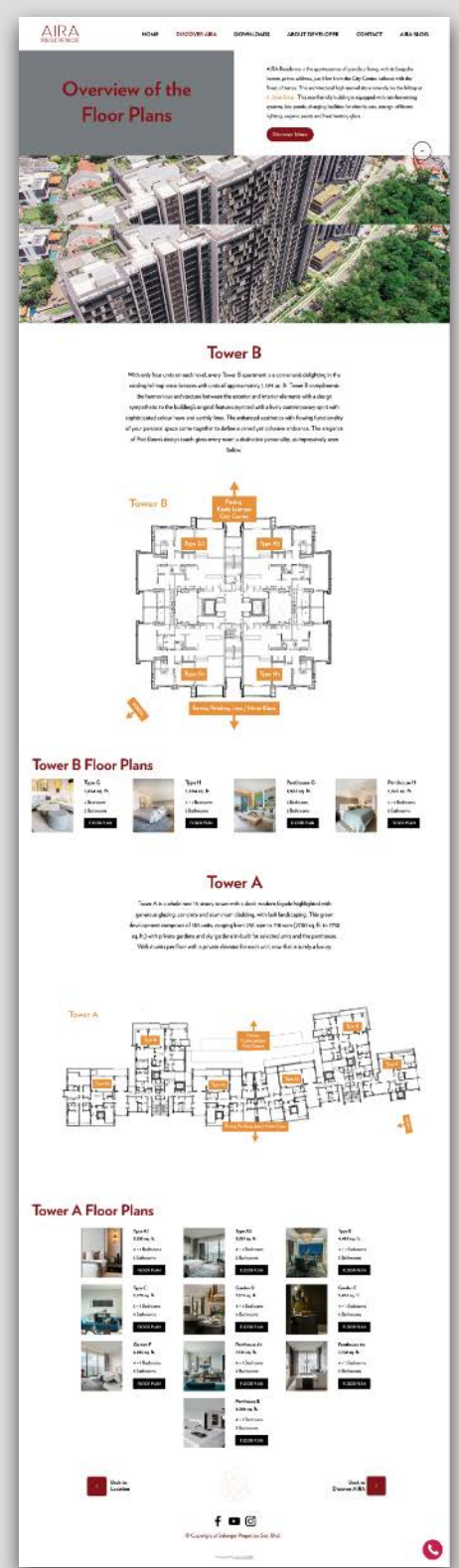
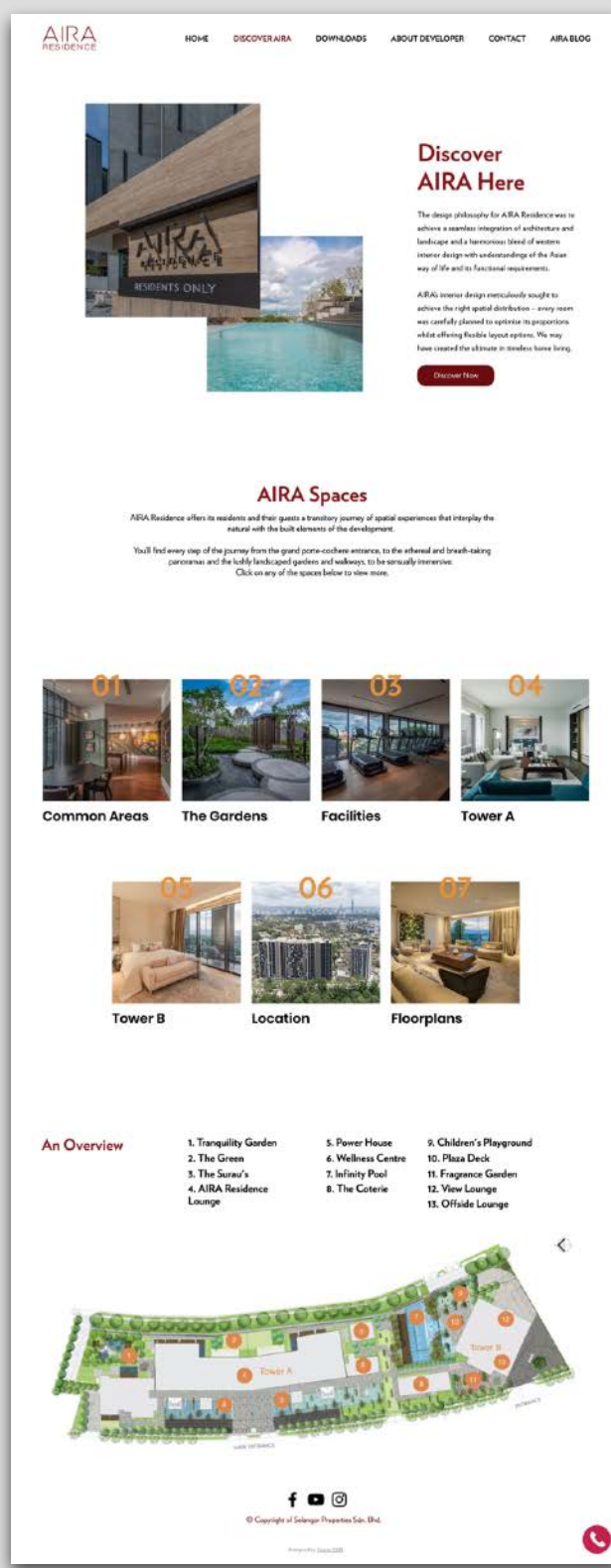
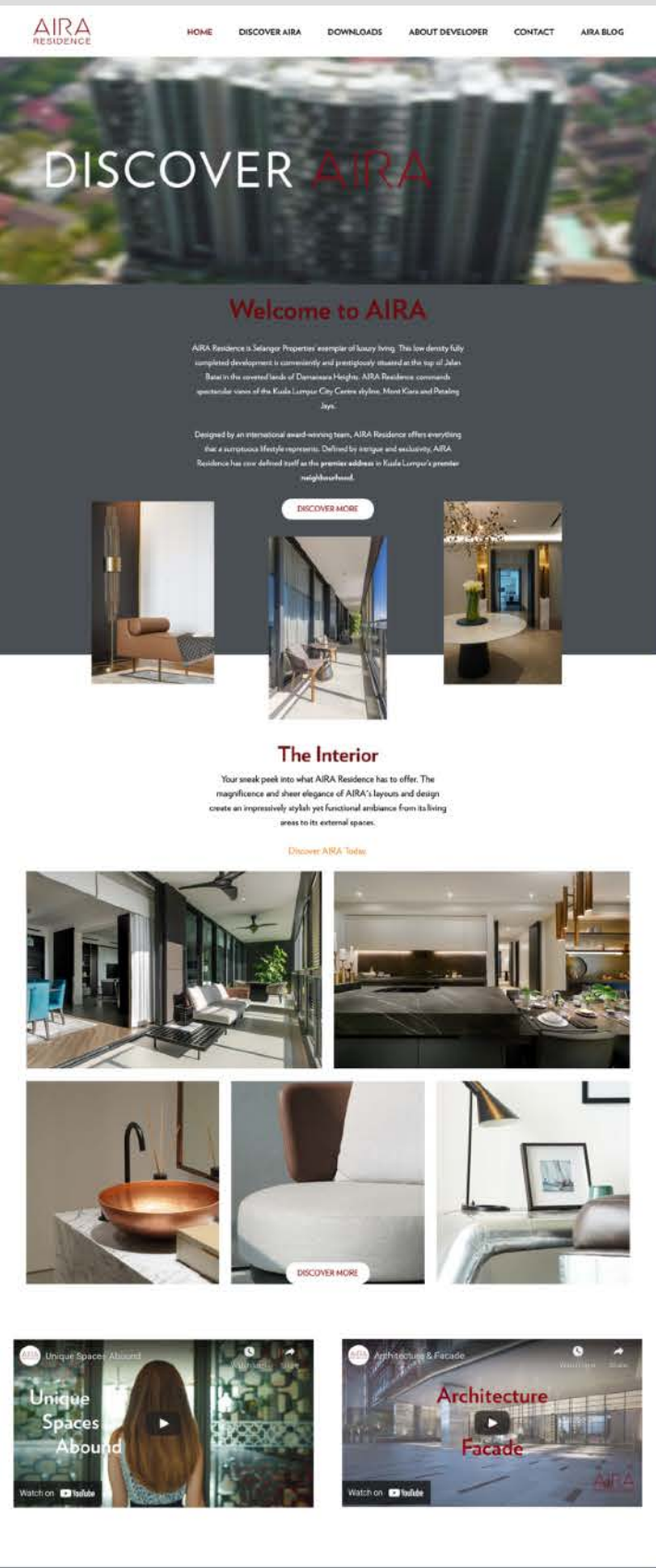
Branding pro. Created and designed the brand.

Agong's Cup (King's Cup)

Logo design, branding, event branding + design, social media,
 website, trophy design, Gala dinner design



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AIRA RESIDENCE

Branding Project AIRA Residence – Selangor Properties Sdn Bhd

Logo rebranding exercise followed by designing and developing the new AIRA Residence website to attract a bigger market in Asia, including translating and developing the website in simplified and traditional Chinese for the Hong Kong and China market. All billboards and collaterals were designed as well. Visit the website at www.airaresidence.com to view our web design work we did for them.

NEXT →

| Property features at a glance | | | |
|---|---|---|--|
| Property Type Luxury Condominium | Number of Towers Tower A & Tower B | Number of Floors 17 | Plot Size 3 acres |
| Unit Types 14 types | Tower A - 10 types A, A1, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z | Tower B - 4 types 1, 2, 3, 4 | Garden Units at Tower A 2 units with private pool and garden |
| Unit Sizes - Tower A 2,279 sq. ft. to 5,720 sq. ft. | Units per Floor Tower A - 3 units & Tower B - 4 units | Unit Sizes - Tower B 1,099 sq. ft. to 1,527 sq. ft. | Penthouse Private rooftop garden with pergola, barbecue pit and lounge |
| Building Footprint 70% of total site | Extra Features Garage System, Backwashing units, 24-hour Security | Location Damen Heights | Facilities Infinity pool, lounge area, law lawn, games room, gymnasium, tennis |



Branding, Design & Marketing Project – Agong’s Cup

SIENNA DESIGN - developed the entire brand and marketing for the RMPA Agong’s Cup. Amongst their other tournaments. For the Agong’s Cup we were honoured to design the logo, build the brand for the Royal Gala Dinner and the Agong’s Cup inaugural polo tournament. Including all the visual and design at the venue’s, writing the speeches, emcee scripts, managing their digital marketing which includes website and social media platforms.



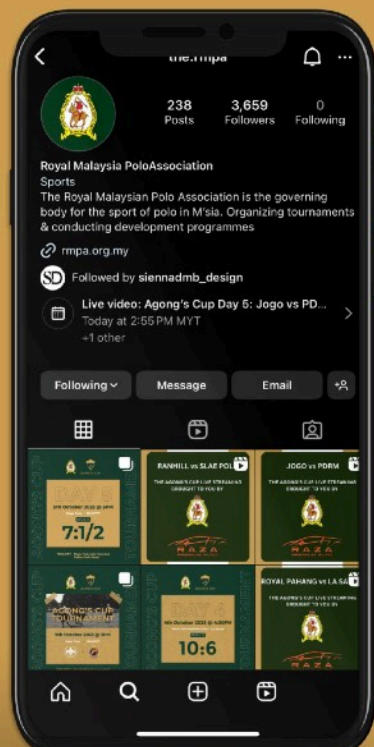


AGONG'S CUP

Logo Design by SIENNA DESIGN



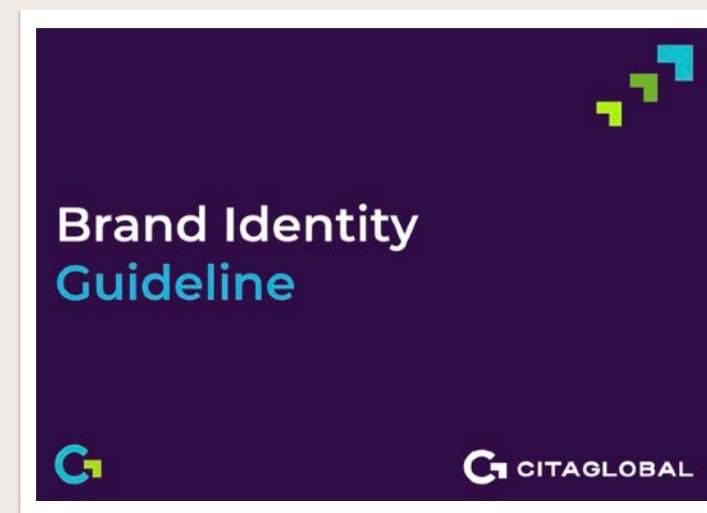
Instagram Feed Design



Rebranding a Public listed Co.

Rebranding for a public listed company

Together with all its subsidiaries, we were tasked to rebrand this public listed company with its new Chairman. It was a challenge as they wanted to move away slightly from the typical corporate colours and look. We presented a more bold and modern approach. SD was assigned to take on their marketing for COP28 in Dubai, 2023



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“Expediting Malaysia's energy transformation journey with Citaglobal

If we could encourage investments from international organizations, financial institutions and investors to come into the Malaysia Renewable Energy segment, this would be a big boost to the economy as a whole.”

Tan Sri (Dr.) Mohamad Norza Zakaria
Executive Chairman & President
Citaglobal Berhad



www.citaglobal.my



EN. AIMI AIZAL NASHARUDDIN
EXECUTIVE DIRECTOR, ENERGY DIVISION, CITAGLOBAL BERHAD

PRESENTATION

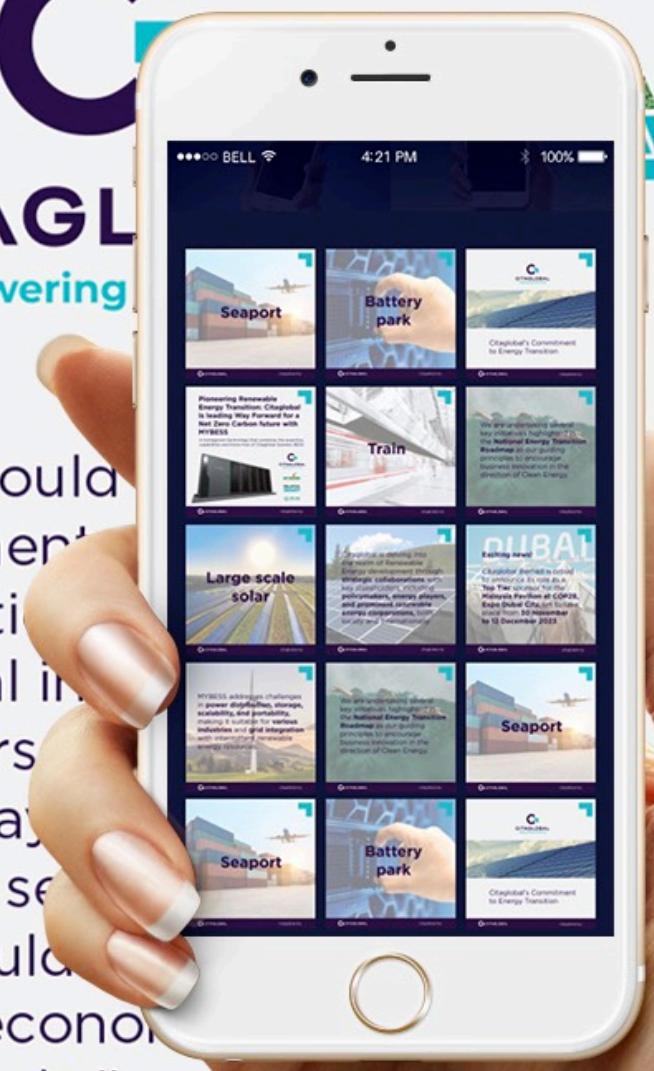
ATTRACTING GREEN FDI IN MALAYSIA'S GREEN ECONOMY: GREEN GROWTH OPPORTUNITIES IN MALAYSIA'S RENEWABLE ENERGY SECTOR



2ND DEC
4:30PM - 5:00PM

LOCATION:
MALAYSIA PAVILION,
EXPO DUBAI CITY,
COP28 BLUE ZONE

LIVESTREAM AVAILABLE: WWW.MALAYSIAPAVILION-COP.COM



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(Dr.) Mohamad Norza Zakaria
Executive Chairman & President
Citaglobal Berhad

CITAGLOBAL

CITAGLOBAL's Commitment into

EMPOWERING THE FUTURE



ENERGY



MR. CHUA KEAN POH
GENERAL MANAGER, CITAGLOBAL
GENETEC BESS SDN BHD



MRS. CHOK YIN PENG
GENERAL MANAGER, RENEWABLE ENERGY, CITAGLOBAL BERHAD

TECH TALK:

EMPOWERING THE FUTURE: ADVANCEMENTS IN BATTERY ENERGY STORAGE SYSTEMS FOR SUSTAINABLE ENERGY SOLUTIONS



4TH DEC

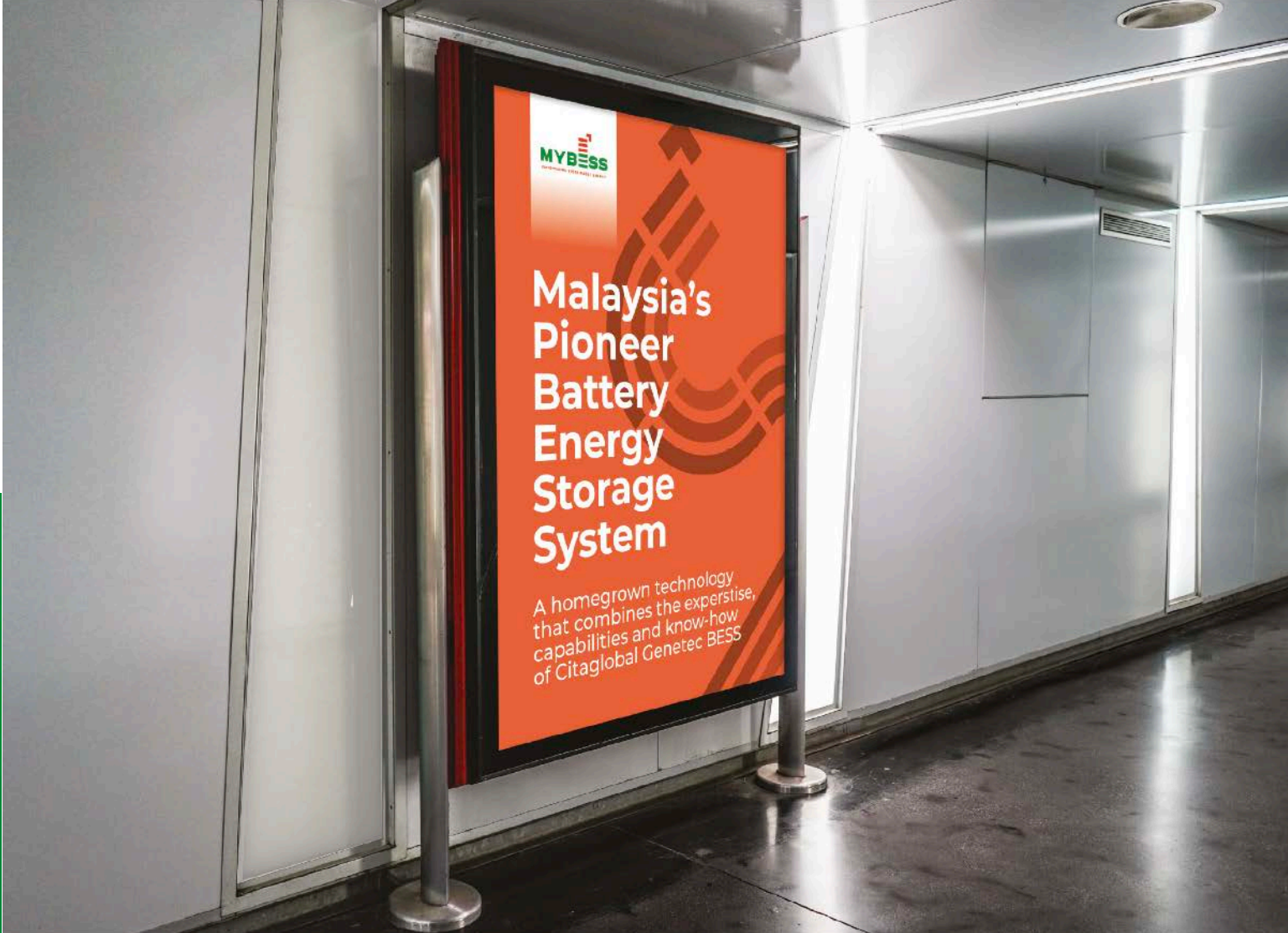
5:30PM - 6:00PM GST
LOCATION: MALAYSIA PAVILION,
EXPO DUBAI CITY, COP28 BLUE ZONE

LIVESTREAM AVAILABLE: WWW.MALAYSIAPAVILION-COP.COM

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Branding Project MYBESS – Citaglobal Genetec Bess Sdn. Bhd.

Logo rebranding exercise followed by designing and developing the new website to attract a bigger market in Asia, managing all their marketing & branding.



In line with this philosophy, we propose featuring our solid color logo as the forefront of our corporate identity. This choice not only aligns with the minimalist trend but also ensures visibility and clarity across different platforms and devices. To enhance the visual appeal and convey a sense of motion, we incorporate an extended line originating from the logo. This dynamic element not only adds a touch of movement but also symbolizes the internal wiring within the battery storage, providing a subtle yet meaningful connection to our core technology.

Identity System



Styling/ design

Our inspiration derives from Earth's natural elements—earth, wind, water, and sun. These elements align seamlessly with MYBESS, a product that prioritizes sustainability and environmental harmony. By harnessing these forces, MYBESS exemplifies our commitment to a greener future, where renewable energy sources play a pivotal role in fostering environmental well-being.



Brand Identity Design

Entire branding design and strategy



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結 YUI

BAR & RESTAURANT

Brand Identity Design & Marketing

Branding design, menu designs, food photography,
digital marketing management & design.

NEXT →



CARPACCIO OF BURI,
SMOKED CAVIAR &
UMI BUDOU



@YUI.TTDI



ROYAL FRENCH
BROWN CRAB



@YUI.TTDI



BRAISÉ OF
JAPANESE
GINDARA



@YUI.TTDI



RISOTTO OF WILD
GOOSE WITH FOIE GRAS



@YUI.TTDI



AWABI COLD
SOMEN NOODLES



@YUI.TTDI



JALAPEÑO
BABY SABAH
PRAWN



@YUI.TTDI



結 YUI
BAR & RESTAURANT

MEET THE MAN
**CHEF
DANIEL**

PROMO RM18++

結 YUI
BAR & RESTAURANT



JANUARY
PROMO

KAMIKAZE

COCKTAILS

結 YUI

BAR & RESTAURANT

FRENCH JAPANESE

FEBRUARY SPECIALS

結 YUI
BAR & RESTAURANT



**KYOTO
BREEZE**

COCKTAILS

結 YUI
BAR & RESTAURANT

SAVOUR THE
SYMPHONY OF
FLAVOURS. WHERE
EVERY DISH IS A
MASTERPIECE AND
EVERY MEAL IS A
CELEBRATION.

@YUI.TTDI

FEBRUARY SPECIALS

結 YUI
BAR & RESTAURANT



**CUPID'S
KISS**

COCKTAILS

Brand Identity & Website Design + Dev

A special product - eel & we made it beautiful

Aljarith Naturel
Live Stock

Live Stock

Growing up size is according to the market / customer's demand.

Aljarith Arctic
Frozen Eel

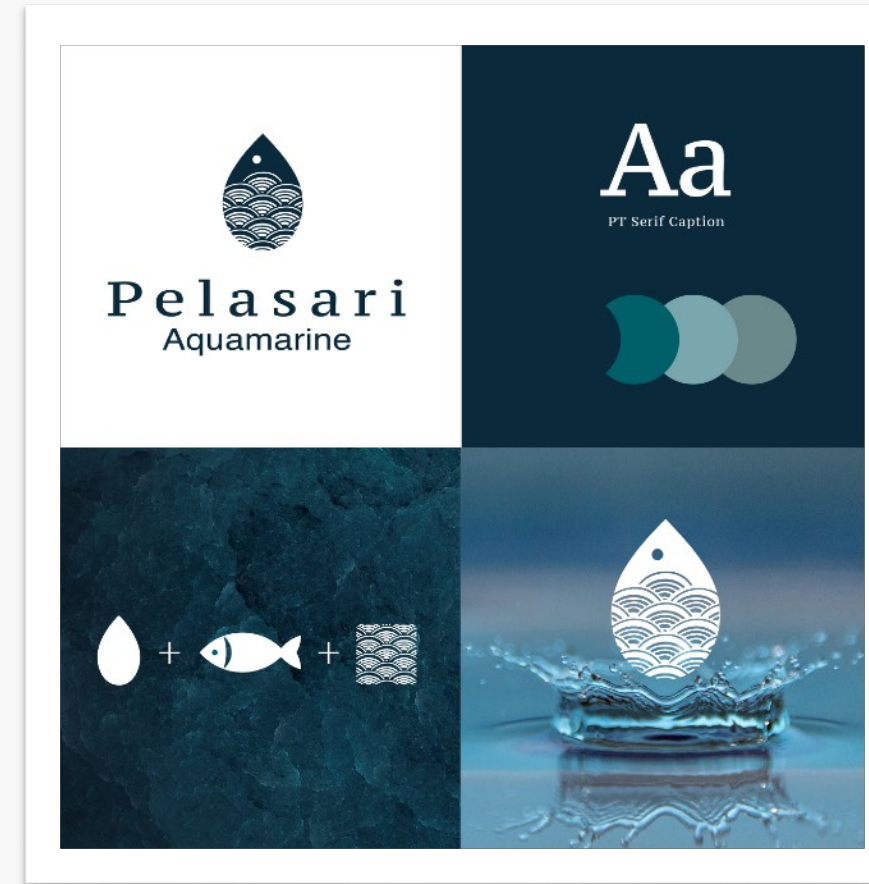
Frozen Eel

Pre-packed frozen eel is available upon request.

Aljarith Essence
Eel Extract Powder

Eel Extract

This comes in a powder form. Supplied for the needs of the medical and cosmetics



Home | About | The Monopterus Albus | Products | Contact

Meet Pelasari Aquamarine

Aquafarming the Highest Quality for You

We provide fishery products through our aquafarming. We believe the aquaculture sector will help increase fish production to meet domestic demands and expand export potential. Pelasari Aquamarine prepares its own feed internally using clean, pure and hazal ingredients.

Asian Swamp Eel

"*Monopterus Albus*"

The Asian swamp eel, "*Monopterus albus*" was hardly explored and cultivated in Malaysia. The species that belongs to the fish family, are very popular among the community, especially in the east coast and the northern parts of the country because of its delicious meat and high nutritional value.

In Malaysia, eels are usually caught from the wild by using traps or snares mainly during the rainy season. Eels are difficult to obtain during the hot and dry season causing prices to rise due to high demand.

Aware of this potential, Pelasari Aquamarine has taken the initiative to conduct a comprehensive study to breed the species, with the aim to consistently supply eels throughout the year.

[More Details](#)

[Products](#)

Chat With Us

Do you want to know more or place an order? Just email or call us. Get in touch today.

info@pelasariaquamarine.com
+6017-9836272

[Pelasari Aquamarine](#)

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www.pelasariaquamarine.com

<https://www.pelasariaquamarine.com>



Brand Identity &
Website Design
+ Dev + Digital
Marketing



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**Darren
Chin**

Real People. Real Stories. Real Malaysia



A SEEING EYE ARTS COMMUNITY INITIATIVE



**SOH CHIN AUN:
TITLE OF THE INTERVIEW**



**Happy
International
Day of
Happiness**



Ahmad Zakii Anwar
Acclaimed Artist

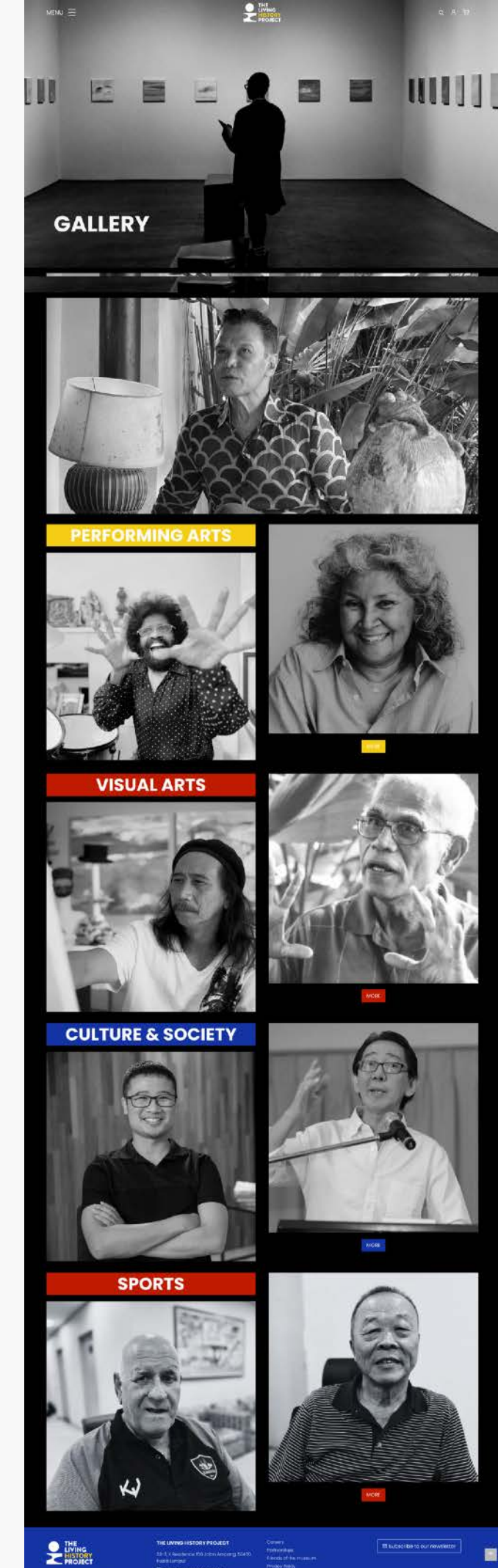
Real People. Real Stories. Real Malaysia



“ PRESERVING THE MEMORIES OF MALAYSIA’S HISTORY, ONE STORY AT A TIME ”

<https://www.thelivinghistoryproject.com.my>

Website Design + Development





SD SIENNA
DESIGN

We are born out of
great passion
and endless
creative talent.

SIENNA DESIGN
sienna-dmb.com

Why Choose Sienna Design



Our clients testimonials

Experienced

"When looking for a branding company to manage the growth of Zenith Academy we looked around and did due diligence on two. Sienna was an easy choice based on past experience and the detailed proposal delivered to us by Deborah and her team.

The Sienna DMB team executed the plan to the letter, on budget and never missed a beat, they made quick decisions, guided and educated us and took our feedback on board. The results were fantastic and we have a company portfolio and brand we are very excited about. I would highly recommend the Sienna DMB team and especially Deborah to run any project."

— Daniel Vale / Partner, Zenith Academy

Quality design + value

"We have a 150-acre property near Frasers Hill that we plan to develop into an agro tourism park called Fraser Valley. To start this project, we needed to come up with a unique brand. I engaged Deborah from Sienna DMB and she came up with a brand that we are proud of. The brand design is elegant, yet simple, makes the brand unique and speaks for itself. She managed to capture what we wanted just after a few meetings.

For another project, where I started a new company doing aquaculture called Pelasari Aquamarine, again Deborah came up with a very interesting design for our brand. It is modern and incorporates interesting elements that say a lot about the company's background.

All the projects were timely. Compared to other branding companies that we have worked with previously, Sienna DMB delivers quality design ideas and professionalism with value for money. We will be engaging Sienna for many more future projects and we highly recommended their services."

— Dato' Quzier Ambak, Director

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“ Creativity means to break boundaries & have the ability to design out of the box. ”

DEBORAH M BOTTREAU



FOUNDER & CREATIVE DIRECTOR

DEBORAH MELISSA BOTTREAU

Deborah founded Sienna Design, a creative and branding agency based in Malaysia, in 2013, combining her expertise in advertising, design and e-commerce. Alongside growing and running her business, she is the Founder & President of the Malaysian Young Entrepreneurs ASEAN Association (MAYA), and the founding Secretary General of the ASEAN Young Entrepreneurs Council (AYEC), as well the Vice Chairwoman representing Malaysia at the ASEAN Young Women’s Entrepreneurs Club (AYWEC). Recently she was elected the 1st President for the International Alliance of Young Entrepreneurs Associations (IAYEA). Over the years, Deborah has won numerous awards, such as Prestige Top 40 Under 40 in Malaysia, Most Amazing Women (Marie Claire) 206, 30 Women Achievers & Leaders for the Golden Globe Tiger Awards 2017/2018.

SD SIENNA DESIGN

**GREAT BRANDS HAVE THE
POWER TO SHAPE THE
WORLD.**



SD



Contact Us

Ways to reach Sienna Design
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