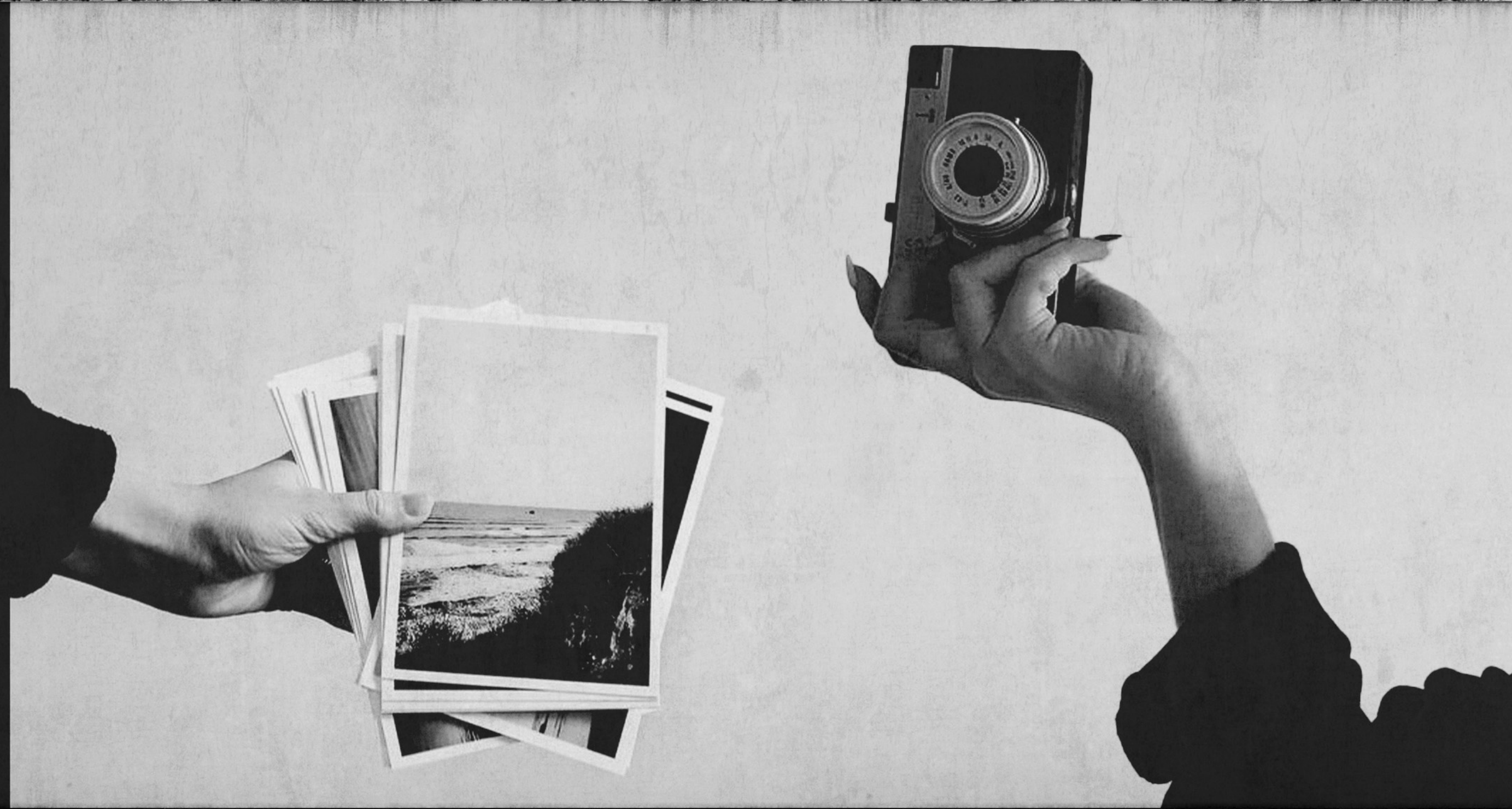


SD
SIENNA
DESIGN



SD SIENNA DESIGN

SD

About Sienna Design

How we built our business

Sienna Design is a boutique creative agency built on precision, imagination, and lasting impact.

Established in 2013 by award-winning creative entrepreneur **Deborah** Melissa Bottreau, Sienna Design has spent over a **decade shaping brands with distinction.** We specialise in **design excellence, brand strategy,** and **visual storytelling** — empowering clients who seek more than just visuals, but a meaningful brand journey.

With a **reputation for quality** and a discerning eye for detail, Sienna Design **partners with visionary businesses** to create thoughtful, strategic, and beautiful brands that stand the test of time.

Our Values

Originality

No shortcuts. No templates. Just timeless, purpose-driven design made for you.

Craftsmanship

We honour the process, from sketches to strategy, ensuring every detail is intentional.

Integrity

We commit to honest collaboration and transparent relationships with our clients.

Purpose

Every project is guided by a clear vision — design that serves, inspires, and endures.



BRANDING **BEYOND** BOUNDARIES



SD

SIENNA DESIGN

sienna-dmb.com



SD

Discover the Power of Design with Us.

NEXT →

Who We Work With **SD**

We collaborate with clients who:

- Value creativity as a business driver
- Are scaling, rebranding, or launching
- Seek design excellence over volume
- Appreciate long-term partnerships

Designing distinction. Building brands that last.

SERVICES WE OFFER

We don't just create — we design with intent. Our services are tailored for businesses looking to **elevate their brand** and connect with their audience meaningfully.

Branding & Identity

- Brand Strategy
- Visual Identity Design
- Brand Guidelines
- Rebranding & Brand Architecture

Creative Design

- Packaging Design
- Print Collateral
- Corporate Profiles & Decks
- Digital & Social Media Assets

Marketing & Digital Strategy

- Campaign Concept Development
- Content Strategy
- Social Media Design & Management
- Digital Activation & Launch Materials

Web & Interactive

- UI/UX Design
- Landing Pages
- Microsites
- Creative Direction for Web Development

SD

CAPABILITIES



STRATEGY

BRANDING

DIGITAL

WEBSITES

CAMPAIGNS

SOCIAL MEDIA

CONTENT

TRANSLATIONS

PRODUCTION HOUSE

NEXT



CORE VALUES

AUTHENTICITY

CREATIVITY

TAILORED SOLUTIONS

EXCELLENCE

SD SIENNA DESIGN

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

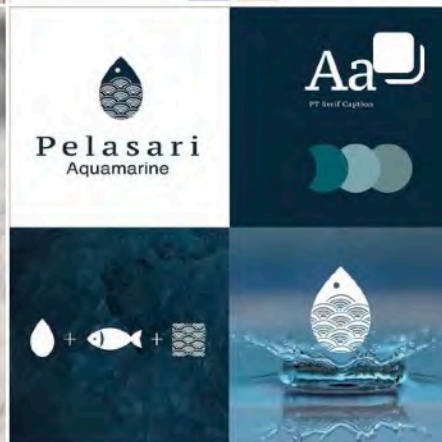
- **Video Production**
 - Script writing
 - Storyboard
 - Wardrobe Supply
 - Commercial & Corporate TV Video Production
- **Post Production**
 - Video editing
 - Colour Grading
 - Motion & Infographics
 - 3D modelling
- **Event Management**
- **Talent Management**
- **Influencer Management**

SD

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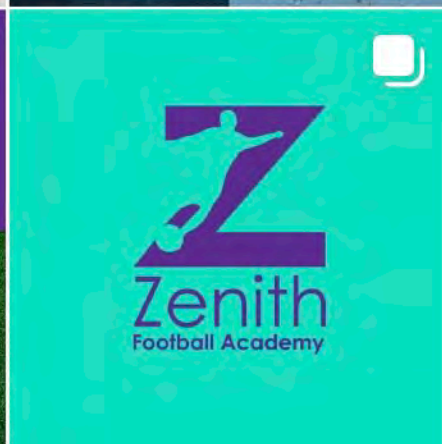


OUR CLIENTS SOME....



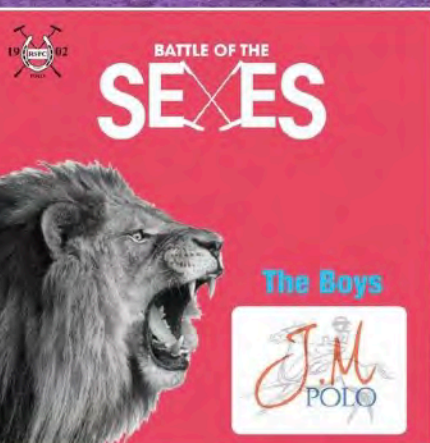
Carmines Gourmet

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.

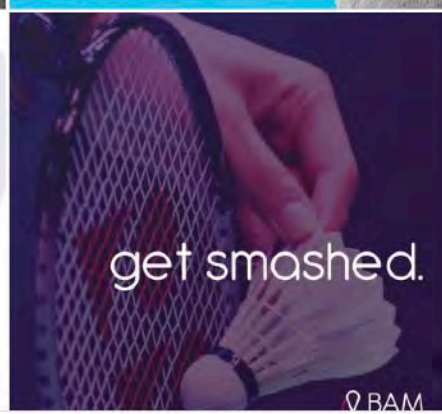
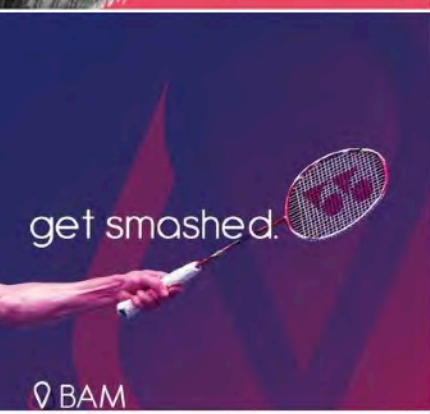


Taman Kuda Club

Branding Sprint - logo, brand and direction

ASEAN

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



Victory Equine

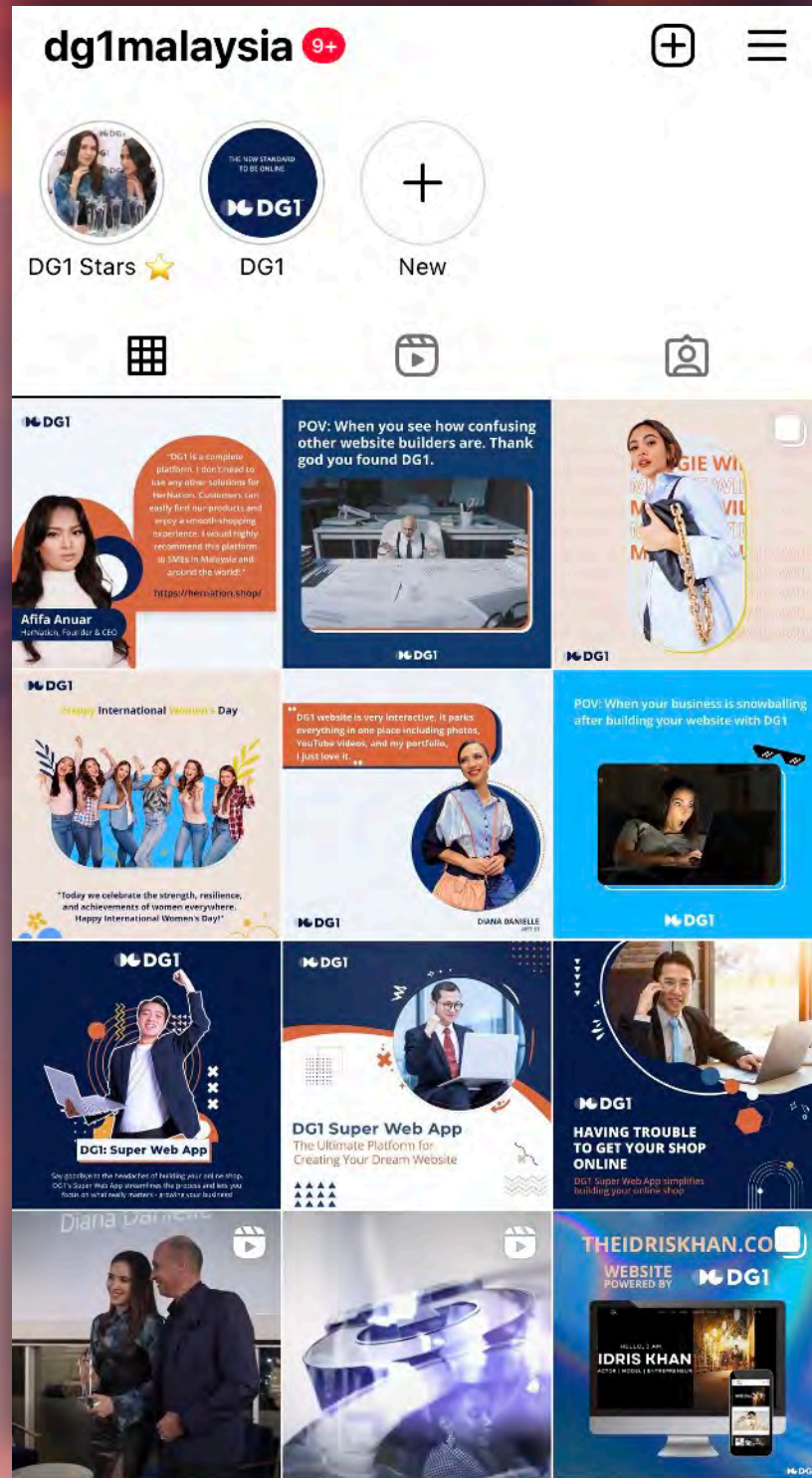
Website design & development

RMPPA

Event concept & branding. Digital marketing.

SD

NEXT →



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

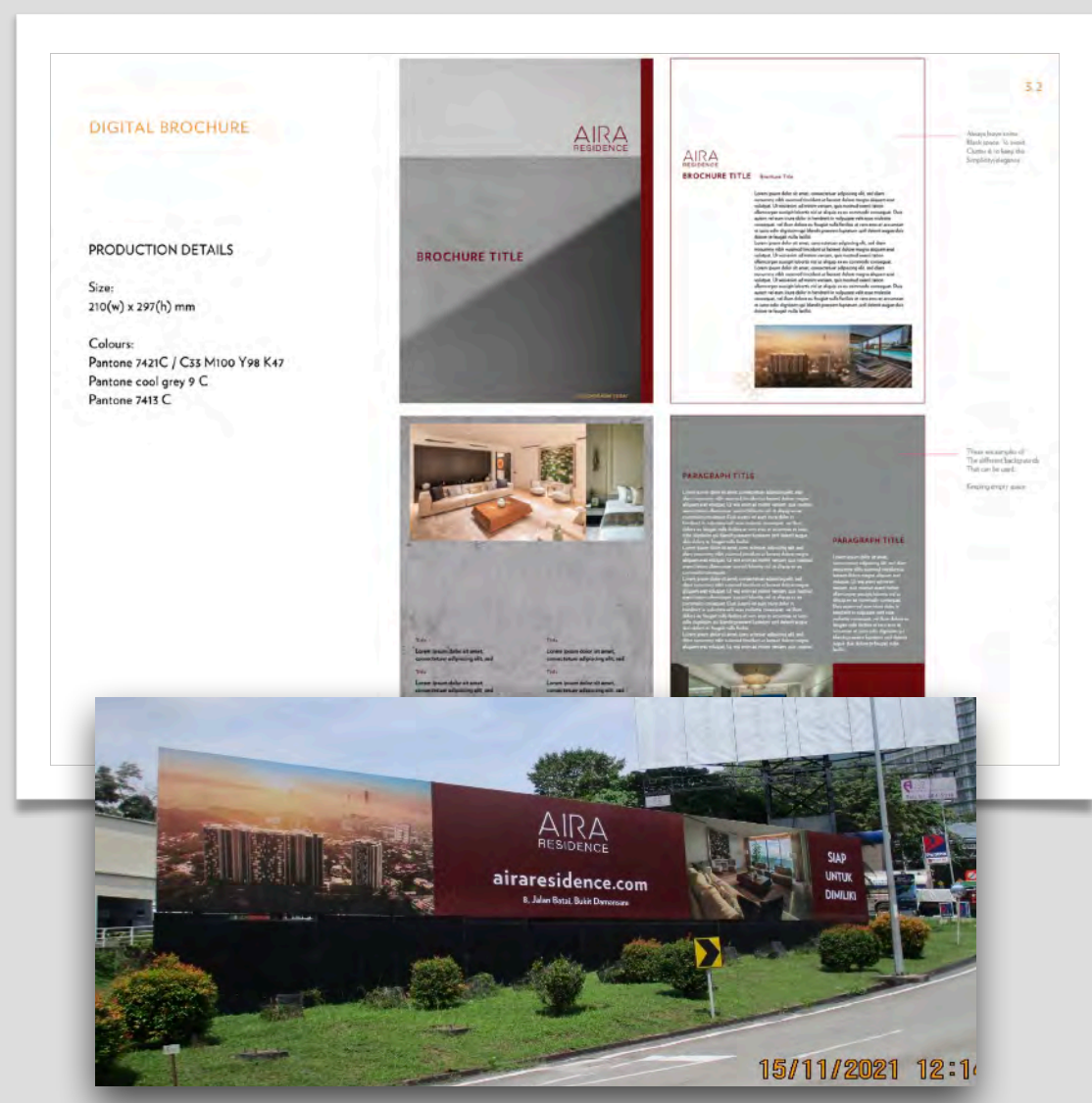
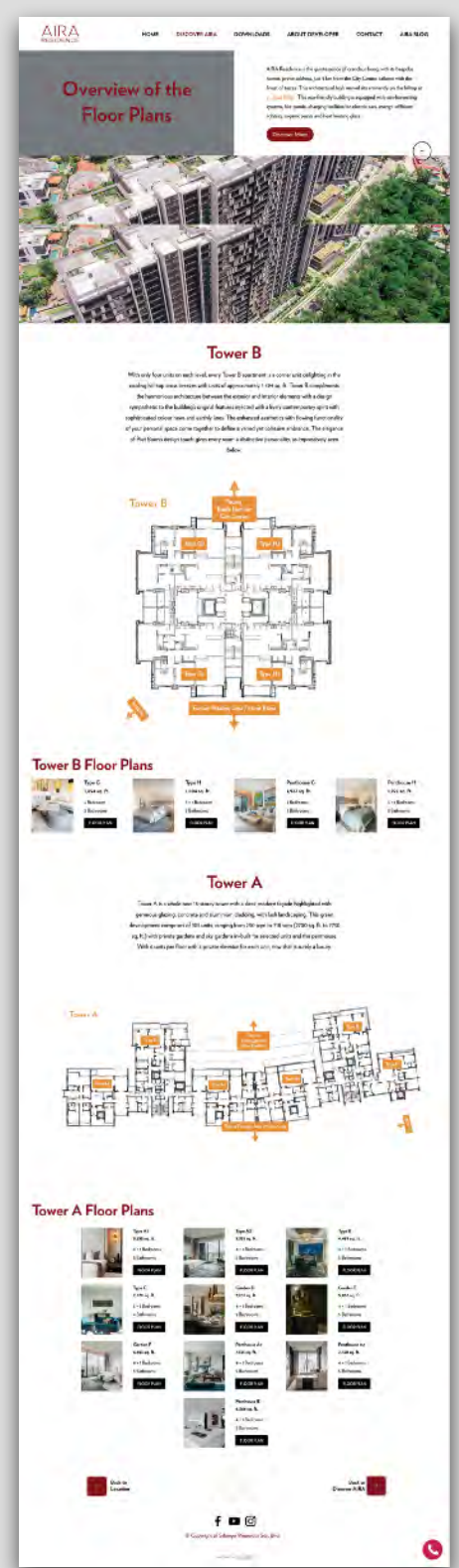
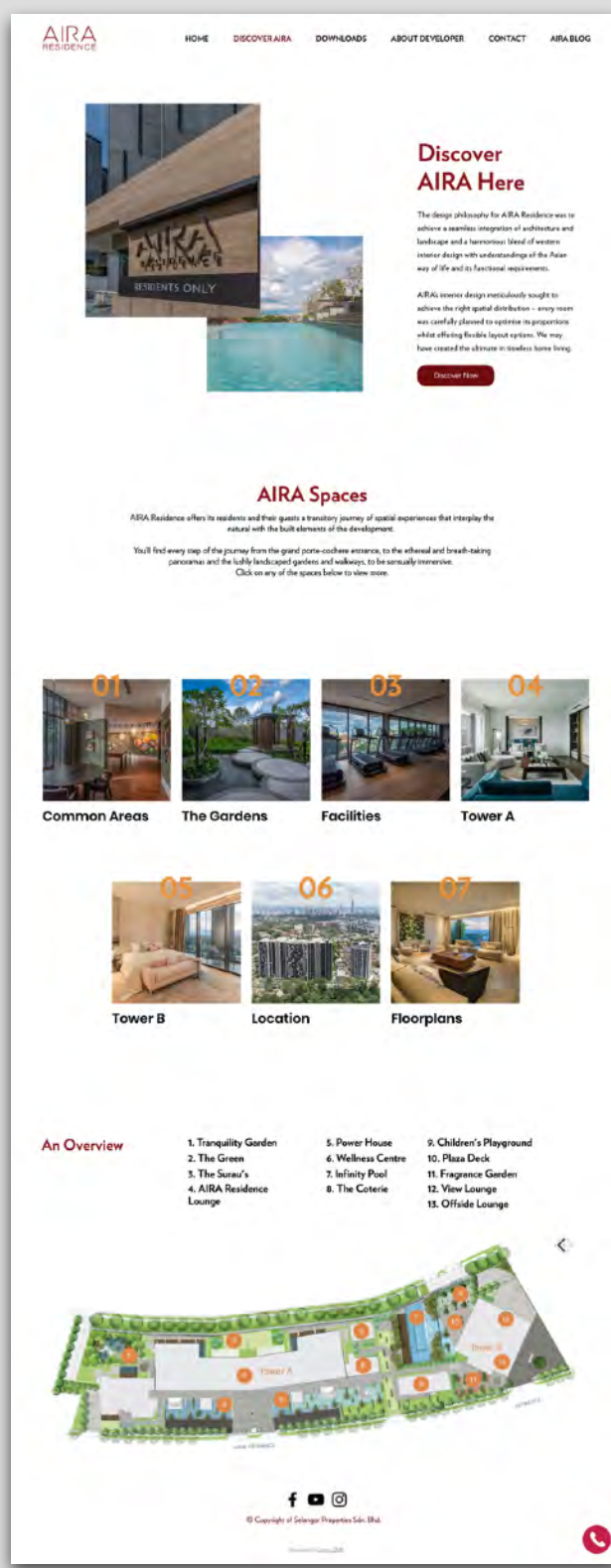
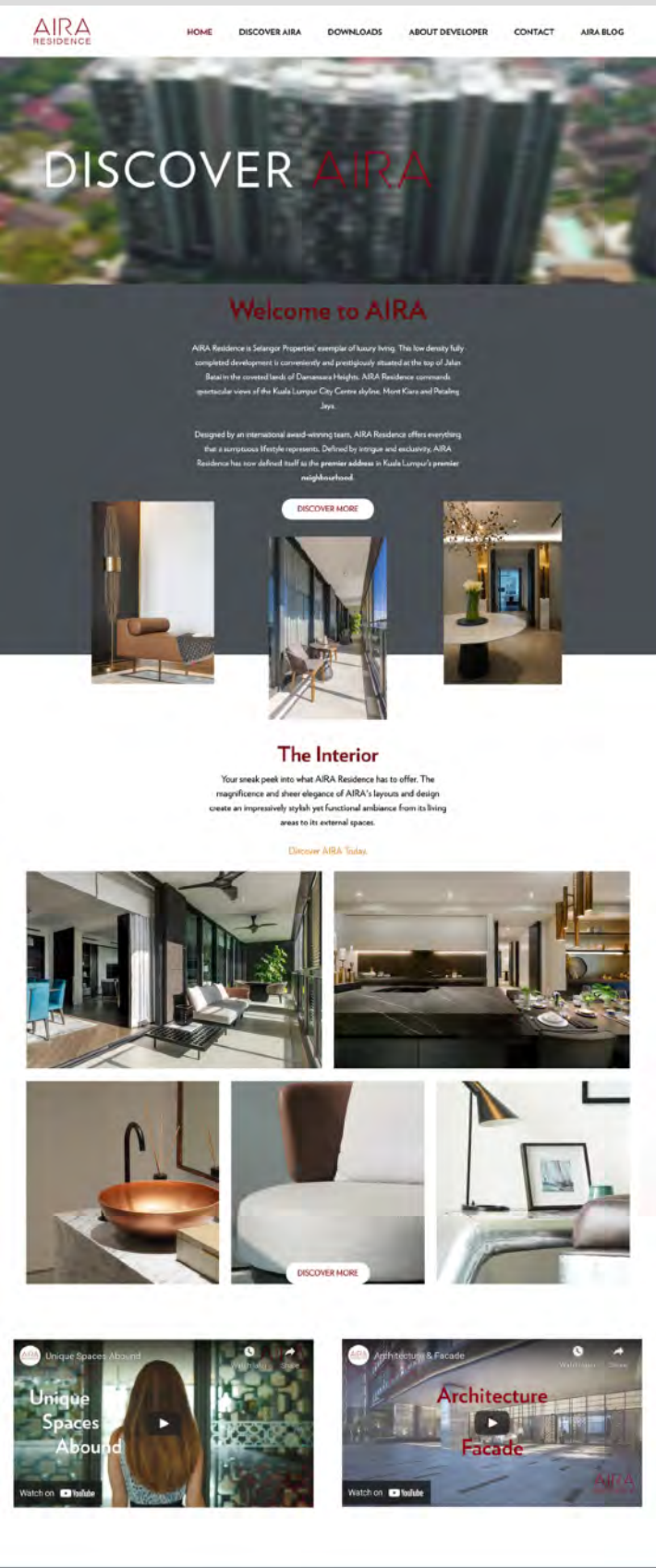
Branding pro. Created and designed the brand.

Agong's Cup (King's Cup)

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



NEXT →



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	Number of Towers	Number of Floors	Plot Size
Luxury Condominium	Tower A & Tower B	11	2 acres
Unit Types	Tower A - 10 types AV, AZ, 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, AA, AB, AC, AD, AE, AF, AG, AH, AI, AJ, AK, AL, AM, AN, AO, AP, AQ, AR, AS, AT, AU, AV, AW, AX, AY, AZ, BA, BB, BC, BD, BE, BF, BG, BH, BI, BJ, BK, BL, BM, BN, BO, BP, BQ, BR, BS, BT, BU, BV, BW, BX, BY, BZ, CA, CB, CC, CD, CE, CF, CG, CH, CI, CJ, CK, CL, CM, CN, CO, CP, CQ, CR, CS, CT, CU, CV, CW, CX, CY, CZ, DA, DB, DC, DD, DE, DF, DG, DH, DI, DJ, DK, DL, DM, DN, DO, DP, DQ, DR, DS, DT, DU, DV, DW, DX, DY, DZ, EA, EB, EC, ED, EE, EF, EG, EH, EI, EJ, EK, EL, EM, EN, EO, EP, EQ, ER, ES, ET, EU, EV, EW, EX, EY, EZ, FA, FB, FC, FD, FE, FF, FG, FH, FI, FJ, FK, FL, FM, FN, FO, FP, FQ, FR, FS, FT, FU, FV, FW, FX, FY, FZ, GA, GB, GC, GD, GE, GF, GG, GH, GI, GJ, GK, GL, GM, GN, GO, GP, GQ, GR, GS, GT, GU, GV, GW, GX, GY, GZ, HA, HB, HC, HD, HE, HF, HG, HH, HI, HJ, HK, HL, HM, HN, HO, HP, HQ, HR, HS, HT, HU, HV, HW, HX, HY, HZ, IA, IB, IC, ID, IE, IF, IG, IH, II, IJ, IK, IL, IM, IN, IO, IP, IQ, IR, IS, IT, IU, IV, IW, IX, IY, IZ, JA, JB, JC, JD, JE, JF, JG, JH, JI, JJ, JK, JL, JM, JN, JO, JP, JQ, JR, JS, JT, JU, JV, JW, JX, JY, JZ, KA, KB, KC, KD, KE, KF, KG, KH, KI, KJ, KK, KL, KM, KN, KO, KP, KQ, KR, KS, KT, KU, KV, KW, KX, KY, KZ, LA, LB, LC, LD, LE, LF, LG, LH, LI, LJ, LK, LL, LM, LN, LO, LP, LQ, LR, LS, LT, LU, LV, LW, LX, LY, LZ, MA, MB, MC, MD, ME, MF, MG, MH, MI, MJ, MK, ML, MM, MN, MO, MP, MQ, MR, MS, MT, MU, MV, MW, MX, MY, MZ, NA, NB, NC, ND, NE, NF, NG, NH, NI, NJ, NK, NL, NM, NN, NO, NP, NQ, NR, NS, NT, NU, NV, NW, NX, NY, NZ, OA, OB, OC, OD, OE, OF, OG, OH, OI, OJ, OK, OL, OM, ON, OO, OP, OQ, OR, OS, OT, OU, OV, OW, OX, OY, OZ, PA, PB, PC, PD, PE, PF, PG, PH, PI, PJ, PK, PL, PM, PN, PO, PP, PQ, PR, PS, PT, PU, PV, PW, PX, PY, PZ, QA, QB, QC, QD, QE, QF, QG, QH, QI, QJ, QK, QL, QM, QN, QO, QP, QQ, QR, QS, QT, QU, QV, QW, QX, QY, QZ, RA, RB, RC, RD, RE, RF, RG, RH, RI, RJ, RK, RL, RM, RN, RO, RP, RQ, RR, RS, RT, RU, RV, RW, RX, RY, RZ, SA, SB, SC, SD, SE, SF, SG, SH, SI, SJ, SK, SL, SM, SN, SO, SP, SQ, SR, SS, ST, SU, SV, SW, SX, SY, SZ, TA, TB, TC, TD, TE, TF, TG, TH, TI, TJ, TK, TL, TM, TN, TO, TP, TQ, TR, TS, TT, TU, TV, TW, TX, TY, TZ, UA, UB, UC, UD, UE, UF, UG, UH, UI, UJ, UK, UL, UM, UN, UO, UP, UQ, UR, US, UT, UU, UV, UW, UX, UY, UZ, VA, VB, VC, VD, VE, VF, VG, VH, VI, VJ, VK, VL, VM, VN, VO, VP, VQ, VR, VS, VT, VU, VV, VW, VX, VY, VZ, WA, WB, WC, WD, WE, WF, WG, WH, WI, WJ, WK, WL, WM, WN, WO, WP, WQ, WR, WS, WT, WU, WV, WW, WX, WY, WZ, XA, XB, XC, XD, XE, XF, XG, XH, XI, XJ, XK, XL, XM, XN, XO, XP, XQ, XR, XS, XT, XU, XV, XW, XX, XY, XZ, YA, YB, YC, YD, YE, YF, YG, YH, YI, YJ, YK, YL, YM, YN, YO, YP, YQ, YR, YS, YT, YU, YV, YW, YX, YY, YZ, ZA, ZB, ZC, ZD, ZE, ZF, ZG, ZH, ZI, ZJ, ZK, ZL, ZM, ZN, ZO, ZP, ZQ, ZR, ZS, ZT, ZU, ZV, ZW, ZX, ZY, ZZ		



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.



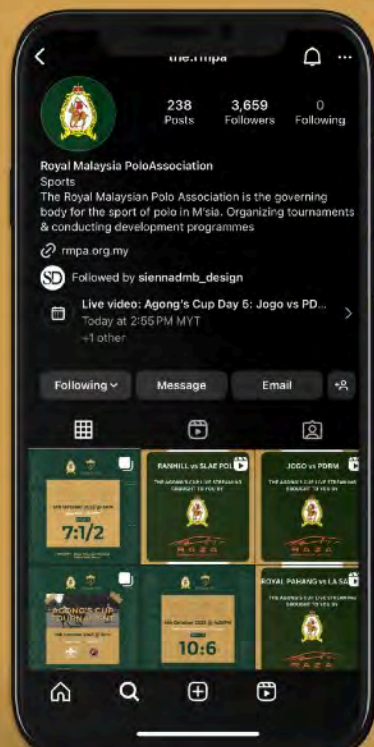


AGONG'S CUP

Logo Design by SIENNA DESIGN



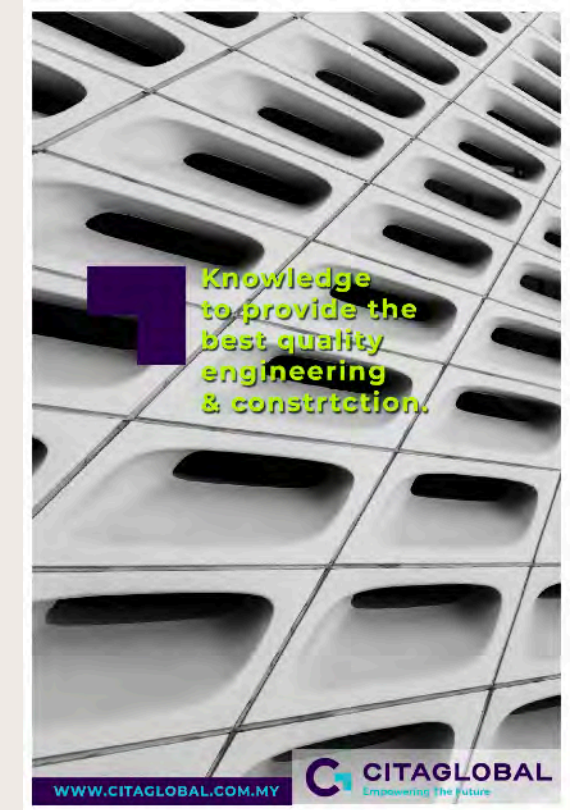
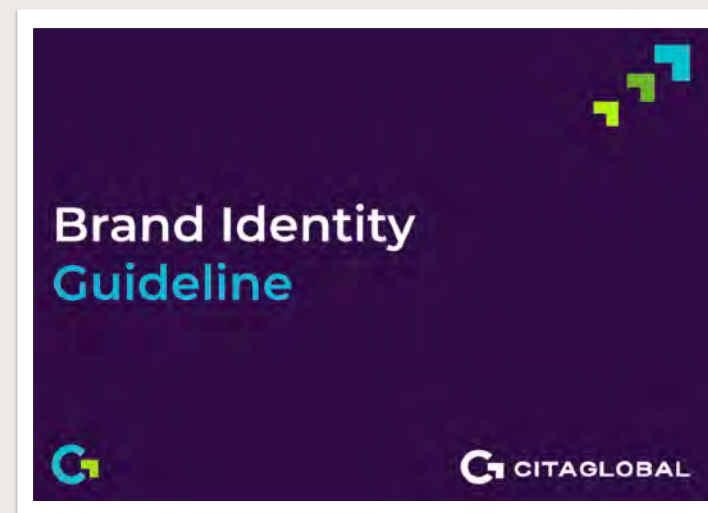
Instagram Feed Design



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



NEXT →



“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

SCAN THE CODE FOR MORE INFO

www.citaglobal.my



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

PRESENTATION

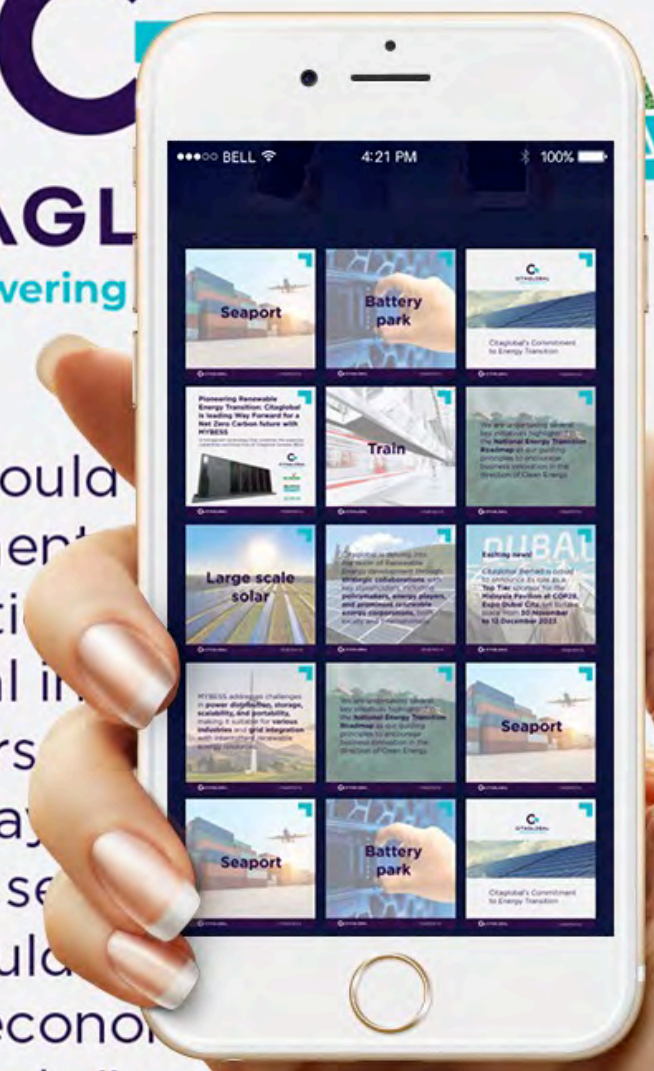
ATTRACTING GREEN FDI IN MALAYSIA'S GREEN ECONOMY: GREEN GROWTH OPPORTUNITIES IN MALAYSIA'S RENEWABLE ENERGY SECTOR



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

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

LIVESTREAM AVAILABLE: WWW.MALAYSIAPAVILION-COP.COM



“e could
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Malay
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would
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whole.”

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

CITAGLOBAL

bal.

CITAGLOBAL's Commitment into

EMPOWERING THE FUTURE



ENERGY

SCAN THE CODE FOR MORE INFO



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

NEXT →

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.



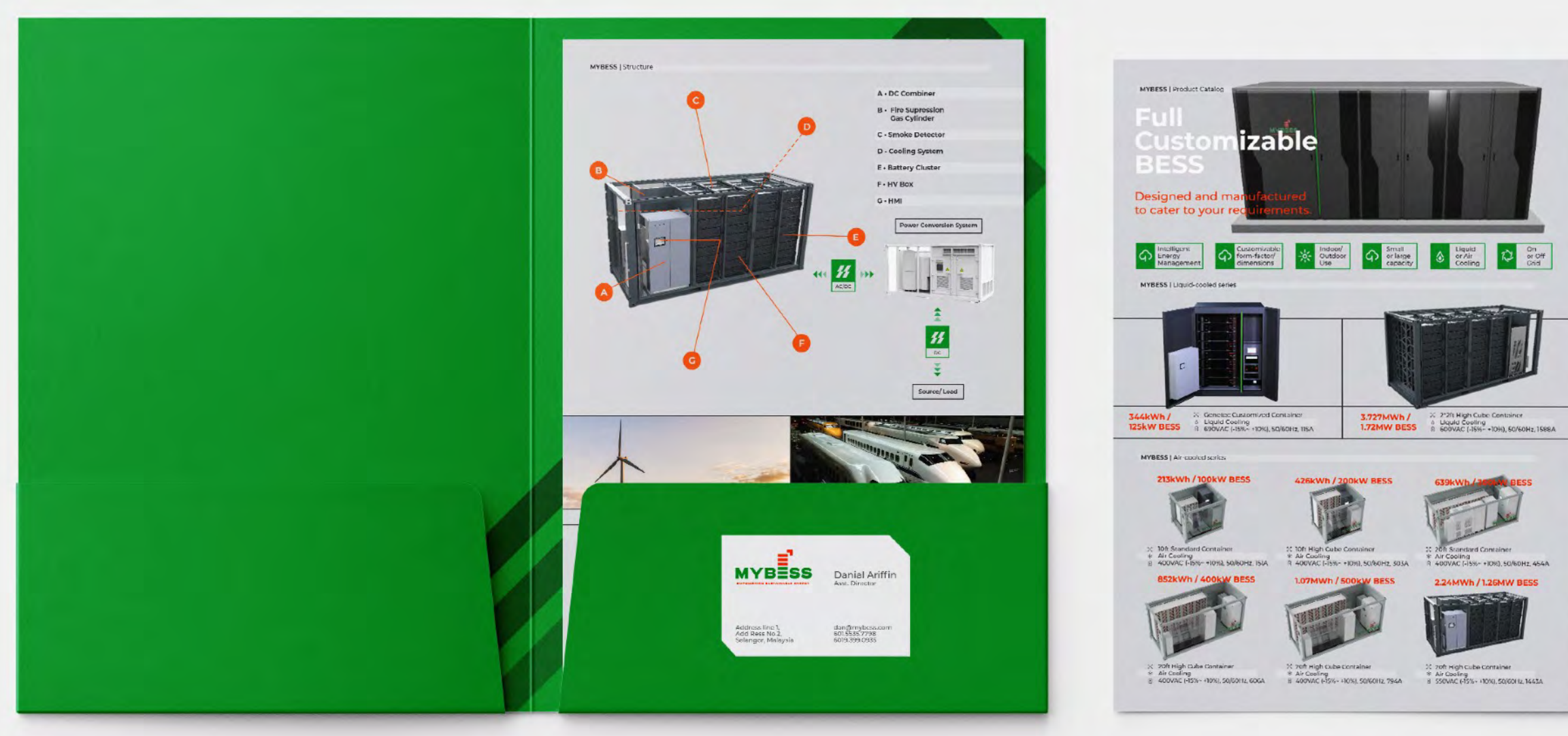
In line with this philosophy, we propose featuring our solid color logo as the forefront of our corporate identity. This choice not only aligns with the minimalist trend but also ensures visibility and clarity across different platforms and devices. To enhance the visual appeal and convey a sense of 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



NEXT →



FRASER VALLEY

FRASER VALLEY
KUALA KUBU BHARU



OASIS HALL



TRIVERSIDE



PALM RETREAT



SPORT FISHING

FRASER VALLEY
KUALA KUBU BHARU



CLUBHOUSE



FV POLO CLUB

FRASER VALLEY
KUALA KUBU BHARU



Villa
References



VILLA INTERIOR



FRASER VALLEY
KUALA KUBU BHARU



POLO FIELD



STABLES & ARENA



ENTRANCE



FV POLO CLUB

A NEW CHAPTER POLO LIFESTYLE



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

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

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

Aljarith Arctic
Frozen Eel

Pre-packed frozen eel is available upon request.

Aljarith Essence
Eel Extract Powder

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

Pelasari Aquamarine

Aa
PT Serif Caption

Pelasari Aquamarine

Pelasari Aquamarine Sdn. Bhd.
101, Jalan 1/14, Seksyen 14, Taman Mawar, 40100 Shah Alam, Selangor, Malaysia
Tel: +603-5111 1111
Fax: +603-5111 1111
Email: info@pelasariaquamarine.com

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 halal 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](#)

The Monopterus Albus
Asian Swamp Eel

Clean environment & Nutritious food

[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



NEXT →



**Darren
Chin**

Real People. Real Stories. Real Malaysia



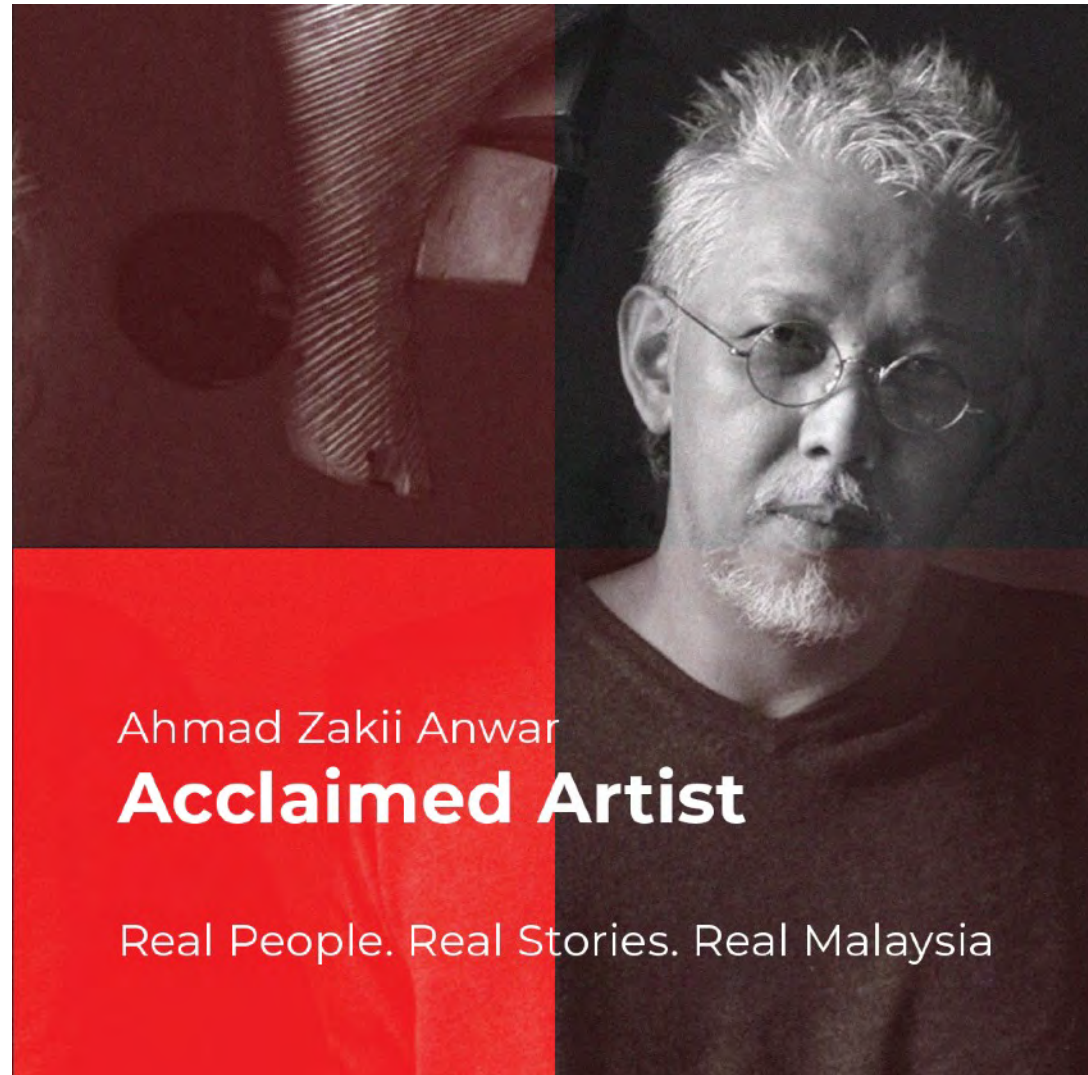
A SEEING EYE ARTS COMMUNITY INITIATIVE



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



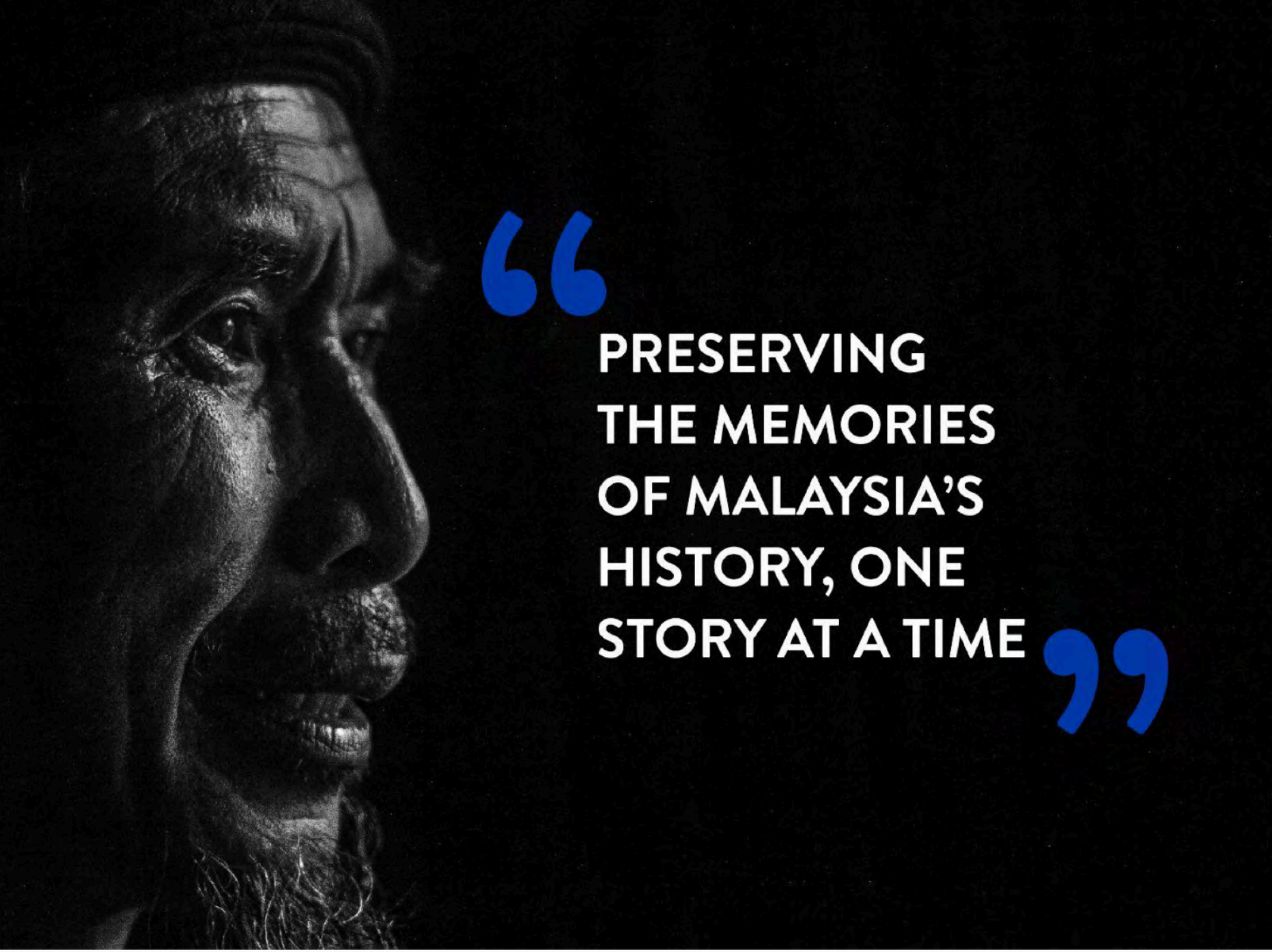
**Happy
International
Day of
Happiness**



Ahmad Zakii Anwar
Acclaimed Artist

Real People. Real Stories. Real Malaysia

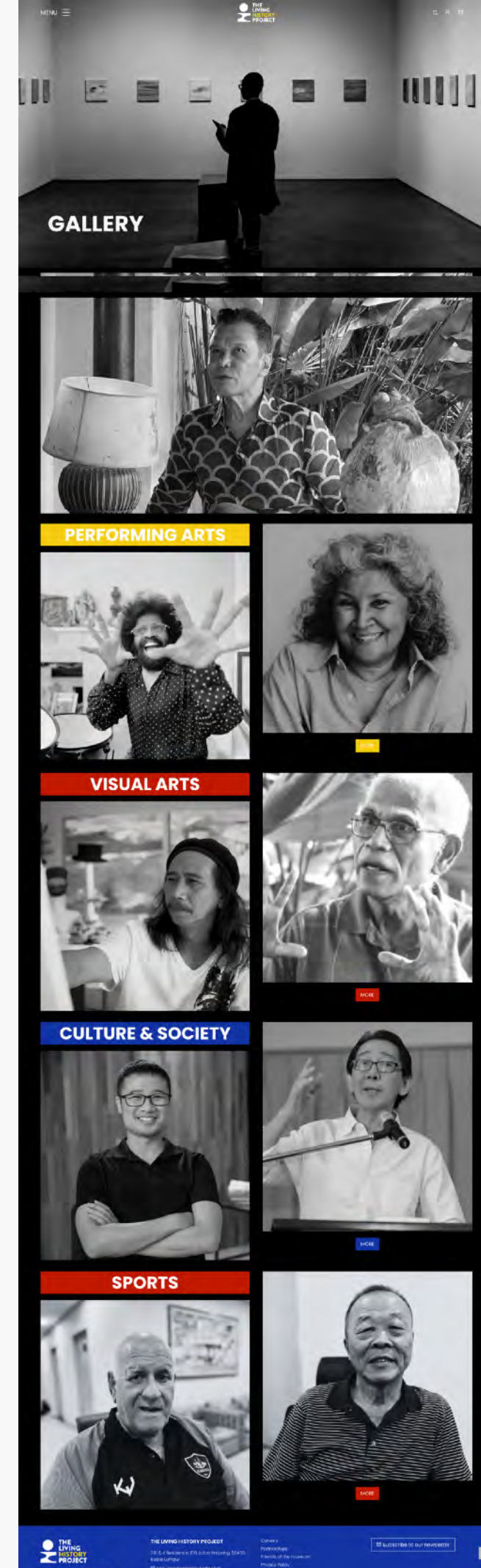




“ PRESERVING THE MEMORIES OF MALAYSIA’S HISTORY, ONE STORY AT A TIME ”

<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

NEXT →

OUR PROCESS



Discover

Brand audit & alignment

Define

Strategy & creative direction

Design

Visual identity & assets

Deliver

Execution & ongoing refinement

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



SD

SD
SIENNA
DESIGN



Website

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Phone Number

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Email Address

mailbox@sienna-dmb.com