



"Time is unlimited. Time is your whole file"

**luxury
BUSINESS CARDS**

EXECUTIVE LUXURY

**branding
CONCEPTS**

DESIGN CODEX



it's your
time, now!





CELEBRATE IT, THAT'S A VICTORY!

Victory - Branding Concepts is a creative branding line developed by **Martin's House**, dedicated exclusively to the design and exploration of refined brand identities.

Each **Victory concept** is created as a strategic visual study, where design, typography, and visual architecture come together to express the potential character of a brand. Rather than presenting a simple logo idea, Victory concepts explore how a brand may live across materials, presentation environments, and professional interactions. The purpose of Victory is to demonstrate how a brand can embody clarity, confidence, and distinction through thoughtful design. Every concept is developed with the philosophy that branding is not only a visual element, but a strategic presence — a way for a company to communicate authority, elegance, and credibility in every interaction.

Through **Victory, Martin's House** presents branding concepts that reflect the values of discipline, sophistication, and executive refinement, allowing clients to envision how their brand may stand confidently within competitive and high-level markets.

Victory is therefore not simply a design proposal. It is a vision of how a brand can present itself to the world.

choose
wisely.

EXECUTIVE LUXURY

executive
business
cards!



victory
BRANDING CONCEPTS

LUXURY BUSINESS CARD CONCEPT!

Executive Identity Presentation.

The **luxury business card** concept was designed as an essential extension of the brand's identity and professional presence.

In executive environments, a business card is often the first tangible expression of a brand. For this reason, the concept was developed with a focus on minimalism, precision, and refined visual balance. The deep black surface exudes authority and timeless elegance, and the typography has been chosen to convey clarity and sophistication. The clean, structured layout allows the brand name to stand as the central element of the design.

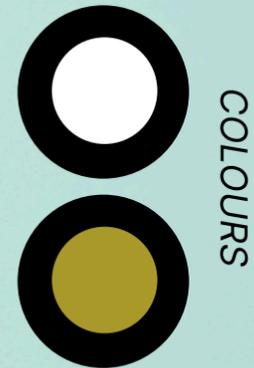
Subtle graphic accents add a contemporary touch, enhancing the card's character without compromising its simplicity. The result is a business card concept that reflects professional confidence, modern luxury, and strategic brand positioning. Lasting and distinguished impression in every professional exchange.

THE CLASSIC BLACK!

The luxury business card was designed as a refined extension of the brand identity. The card features a sleek black finish with minimalist typography, creating a strong contrast that highlights the brand name with elegance and clarity. The clean layout ensures the card remains visually balanced while maintaining a premium and modern appearance. A subtle geometric detail was incorporated into the design to add depth and visual character without overwhelming the simplicity of the card.

The result is a business card that communicates confidence, professionalism, and executive presence. Its minimalist luxury style ensures it stands out in professional environments while reinforcing the high-end positioning of the brand.

Classic Black.



EXECUTIVE
Luxury for You



THE EXECUTIVE LUXURY PACKAGE!

The proposed executive luxury package was designed to communicate refinement, authority, and premium brand positioning. Every element in the package follows a minimalist aesthetic, allowing the brand identity to stand out with clarity and sophistication. The presentation includes a luxury black gift bag, a premium textured gift box with satin ribbon, and a coordinated luxury business card. The monochrome palette was intentionally selected to convey timeless elegance and professional confidence, qualities commonly associated with high-end brands and executive environments.

The glossy black bag makes a strong first impression and enhances the prestige of the brand during client meetings, events and corporate presentations. The structured gift box, finished with a satin ribbon, adds a ceremonial touch, making the presentation feel exclusive and memorable.

These elements work together to create a cohesive brand experience, ensuring that every physical interaction with the brand reflects professionalism, quality and attention to detail.

the package.



victory
BRANDING CONCEPTS

THE SQUARE BLACK!

The luxury Square business card was designed as a refined extension of the brand identity. The card features a sleek black finish with minimalist typography, creating a strong contrast that highlights the brand name with elegance and clarity. The clean layout ensures the card remains visually balanced while maintaining a premium and modern appearance. A subtle geometric detail was incorporated into the design to add depth and visual character without overwhelming the simplicity of the card.

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EXECUTIVE
Luxury for You

Square Black.



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victory
BRANDING CONCEPTS

THE CLASSIC WHITE!

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EXECUTIVE
Luxury for You

Minimalist
Classic

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victory
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EXECUTIVE
Luxury for You

W
S
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S

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the package.



victory
BRANDING CONCEPTS

your
victory
is near!



victory
BRANDING CONCEPTS



CELEBRATE IT, THAT'S A VICTORY!

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don't
wait, act!

THE CIRCLE BLACK!

The luxury Square business card was designed as a refined extension of the brand identity. The card features a sleek black finish with minimalist typography, creating a strong contrast that highlights the brand name with elegance and clarity. The clean layout ensures the card remains visually balanced while maintaining a premium and modern appearance. A subtle geometric detail was incorporated into the design to add depth and visual character without overwhelming the simplicity of the card.

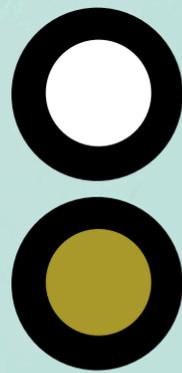
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circle
black.



Nadia McDwell

CEO & Creative Director



COLOURS



victory
YOUR LOGO HERE

+447000000

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<https://www.victory.com>

EXECUTIVE
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THE EXECUTIVE LUXURY PACKAGE!

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the package.



victory
BRANDING CONCEPTS

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EXECUTIVE
Luxury for You

A stylized logo for 'EXECUTIVE Luxury for You' with 'EXECUTIVE' in a small, uppercase sans-serif font and 'Luxury for You' in a large, elegant script font.

Minimal Circle

A large, stylized text graphic in a serif font, oriented vertically on the right side of the page. The background features a detailed mechanical watch movement.

THE EXECUTIVE LUXURY PACKAGE!

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the package.



victory
BRANDING CONCEPTS

EXECUTIVE LUXURY

a premium
executive
card!



victory
BRANDING CONCEPTS

A PREMIUM EXECUTIVE CARD!

The **premium executive card** concept was designed as an essential extension of the brand's identity and professional presence.

In executive environments, a business card is often the first tangible expression of a brand. For this reason, the concept was developed with a focus on minimalism, precision, and refined visual balance. The deep black surface exudes authority and timeless elegance, and the typography has been chosen to convey clarity and sophistication. The clean, structured layout allows the brand name to stand as the central element of the design.

Subtle graphic accents add a contemporary touch, enhancing the card's character without compromising its simplicity. The result is a business card concept that reflects professional confidence, modern luxury, and strategic brand positioning. Lasting and distinguished impression in every professional exchange.

premium. golden.

THE PREMIUM EXECUTIVE CARD!

The premium executive card was designed as a refined extension of the brand identity. The card features a sleek black finish with minimalist typography, creating a strong contrast that highlights the brand name with elegance and clarity. The clean layout ensures the card remains visually balanced while maintaining a premium and modern appearance. A subtle geometric detail was incorporated into the design to add depth and visual character without overwhelming the simplicity of the card.

The result is a business card that communicates confidence, professionalism, and executive presence. Its minimalist luxury style ensures it stands out in professional environments while reinforcing the high-end positioning of the brand.





THE SQUARE & CLASSIC!

The result is a business card that communicates confidence, professionalism, and executive presence. Its minimalist luxury style ensures it stands out in professional environments while reinforcing the high-end positioning of the brand.



EXECUTIVE
Luxury for You

VICTORY- EXECUTIVE LUXURY BRAND PACKAGE!

A **Strategic Identity Experience.**

Your brand is often judged before a conversation begins.

The Victory Executive Luxury Package was created to ensure that the first impression communicates authority, refinement, and leadership without explanation. Designed by Martin's House, this package transforms essential brand materials into a powerful executive statement — one that reflects confidence, precision, and modern luxury.

The square black signature card establishes presence and credibility in high-level environments, while the gold edition introduces visibility and distinction for moments of expansion and connection. Together, they create a strategic dual identity: discretion when authority is required, brilliance when opportunity appears. Every detail — proportion, typography, material balance, and presentation — has been intentionally designed to elevate perception and reinforce trust at the executive level.

This is not simply a business card system. It's a positioning tool.

Created for women CEOs, founders, and leaders building legacy-driven brands, the Victory package ensures your identity is experienced as carefully as it is communicated. Because in executive environments, perception is not decoration.

It is a strategy.

Victory — Branding Concepts by Martin's House

Where leadership becomes visible.

victory
BRANDING CONCEPTS

the
package.

VICTORY- EXECUTIVE LUXURY PACKAGE!

The **Victory Executive Luxury Package** transforms brand identity into a tangible expression of leadership.

Designed for women who lead with clarity and presence, each element reflects precision, discretion, and modern authority. The square black signature card communicates confidence and permanence, while the gold edition introduces visibility and momentum — together forming a strategic language of executive identity.

More than stationery, this package is a first impression crafted with intention. Every detail is designed to speak before conversation begins, establishing trust, refinement, and distinction at the highest professional level.

Victory — where identity becomes presence.



victory
BRANDING CONCEPTS

VICTORY- EXECUTIVE LUXURY BUSINESS CARDS!

Every Victory creation begins with a conversation.

The Executive Luxury Business Card is not a standard product available for immediate purchase. Each edition is developed through a curated process designed to understand the identity, leadership position, and strategic vision of the client.

Victory works exclusively with founders, executives, and women CEOs seeking to translate their professional presence into a refined and lasting brand expression.

THE PROCESS

1 — Initial Inquiry

Submit your request outlining your role, brand vision, and intended use. This allows our studio to understand the level of positioning required.

2 — Private Consultation

Selected clients are invited to a confidential consultation where identity direction, aesthetic language, and executive positioning are defined.

3 — Concept Development

Victory develops a tailored business card concept aligned with your leadership identity and brand strategy.

4 — Production & Presentation

Your executive package is produced using premium materials and delivered as a complete luxury presentation experience.

WHO WE WORK WITH.

Victory Executive Luxury Business Cards are designed for:

- Women CEOs & Founders
- Creative Directors
- Private Consultants
- Luxury Entrepreneurs
- Leadership Figures Building Legacy Brands

Our work prioritises discretion, precision, and long-term brand authority.

INVESTMENT PHILOSOPHY.

Victory creations are developed as strategic brand assets rather than printed materials. Each project reflects a commitment to craftsmanship, thoughtful design, and executive positioning.

Availability is limited to maintain creative focus and exclusivity.

SUBMIT AN INQUIRY

To begin your **Victory Branding** experience, please contact:

Studio Inquiries

victoryconcepts@jorgedd.com

or visit:

www.jorgedd.com/victory

Selected inquiries receive a response within 3–5 business days.

client inquiries.

it's time to
celebrate
your victory.



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