About:

AB GLowspark Technology is an innovative company whose main aim is to provide electricity solutions to it’s clients. Ranging from design and installation of Solar systems, provision of other renewable energy systems, and maintenance and installation of electrical components in houses and offices.

Tasks:

Branding: This involves the creation of a new logo, logo assets from the created logo to represent the face of the brand, and, the creation of a color palate for the brand to help boost the brand's personality and promote brand awareness.

Designing printed flyers and social media E-Flyer

Procedure:

I start by having a discovery session with my client, where we discuss the brand's purpose, vision, mission, pain point, competitors, and target audience.

Then, I did a competitive analysis of some of their competitor (Gennex Technologies)

The information from the discovery session and competitive audits is then used to create new logo assets and a combination of colors to create a color palate for the brand kit.

This brand kit serves as a guide and boundary for the creation of visual designs and assets for the brand, some of which are, social media banners, and flyer design.

Result:

Consistent onboarding of new clients on a weekly basis

35% increase in social media post engagement.

Increase in website visits by new prospective clients

Placing a mark on the first thought on the customer’s mind