About:

Lahtech is a Business-to-customer brand that sells and repairs smart phones for new and returning clients.

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 an E-Flyer to be used on WhatsApp and other social media platforms

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 (3C Hub, King Yazo Gadgets)

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, flyer designs, and other related designs.

Result:

Build trust in the minds of prospective clients

Consistent onboarding of new clients on a daily basis

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