



Branding

OCT, 2024





CREATIVE DESIGN
S T U D I O

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About OOB

- OOB is a cutting-edge digital marketing and advertising agency founded with the goal of transforming businesses by delivering unique and creative marketing solutions.
- We believe in thinking beyond conventional boundaries to deliver marketing strategies that stand out.

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Core Values

- **Innovation:** Delivering out-of-the-box ideas that push the boundaries.
- **Professionalism:** Offering reliable, high-quality services to our clients.
- **Collaboration:** Working hand-in-hand with clients to achieve excellence.



Project Brief



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Project Overview

- OOB is a creative digital marketing and advertising agency, newly established with a clear vision to challenge traditional marketing norms by thinking outside the box.

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Target Audience

- Businesses in the UAE, specifically targeting startup entrepreneurs and established businesses looking to expand their digital presence.



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Objective

- To create a recognizable brand identity that communicates professionalism, creativity, and expertise in digital marketing.
- Offering affordable, top-tier marketing campaigns and digital solutions to our clients.



Project Plan



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Timeline

- **Week 1:** Brainstorming and initial logo sketches.
- **Week 2:** Finalizing the visual identity and brand guidelines.
- **Week 3:** Designing social media templates and business cards.
- **Week 4:** Creating the invoice template and preparing the final presentation.



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Milestones & Tools Used

- Logo approval.
- Social media campaign setup.
- Business card and invoice finalization
- Adobe Illustrator: Logo and identity creation & Final Presentation.
- Photoshop: Social media visuals and invoice design.



The Team



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Meet the Team

- Zahraa Sayed: Logo & Visual Identity Design.
- Salma Hassan: Logo & Visual Identity Design.
- Ahmed Bahaa: Social Designs & Presentation.
- Aly Hussien: Social Designs & Presentation.
- Mohamed Abdelaziz: Social Designs.



Logo & Visual Identity



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Logo Concept

- The OOB logo represents our philosophy of thinking outside the box, using modern design elements to reflect innovation and creativity.
- **Flexibility:** The logo is designed to be used across various platforms, with the ability to switch colors to fit any branding need.





Logo Structure



Logo Clear space

To look its best our logo needs space to stand out
we have designed parameters to make sure no
other elements encroach on this clear space.



Logo Variation



Logo Variation

HORIZONTAL



Logo Colors

The logo is flexible and its colors can be changed without affecting its composition.



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S T U D I O



Logo Icon

Our symbol is our mark of creativity. It's unique and innovative, and refers to our slogan which is "outside the box" It can stand out alone with its ever-growing brand awareness.



Logo Placement

These are the allowed areas where you can use the logo in.





Colors

These colors combine creativity and vitality, striking a balance between freshness and strength, and enhancing the message with attractiveness and clarity.

Red (Crayola)

R 242
G 32
B 89

Vivid Sky Blue

R 5
G 219
B 242

American Yellow

R 242
G 183
B 5

Blue-Violet

R 121
G 65
B 242





Typography

Lato is chosen for its simplicity and modern feel. Its clean lines and high readability make it ideal for digital and print applications, ensuring that the brand's message remains clear and accessible while maintaining a contemporary aesthetic.



Typography LATO

A 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

a 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

0 1 2 3 4 5 6 7 8 9

~ ! @ # \$ % ^ & * ()

A B C 1 2

A B C 1 2

A B C 1 2

A B C 1 2

A B C 1 2

A B C 1 2

A B C 1 2

A B C 1 2

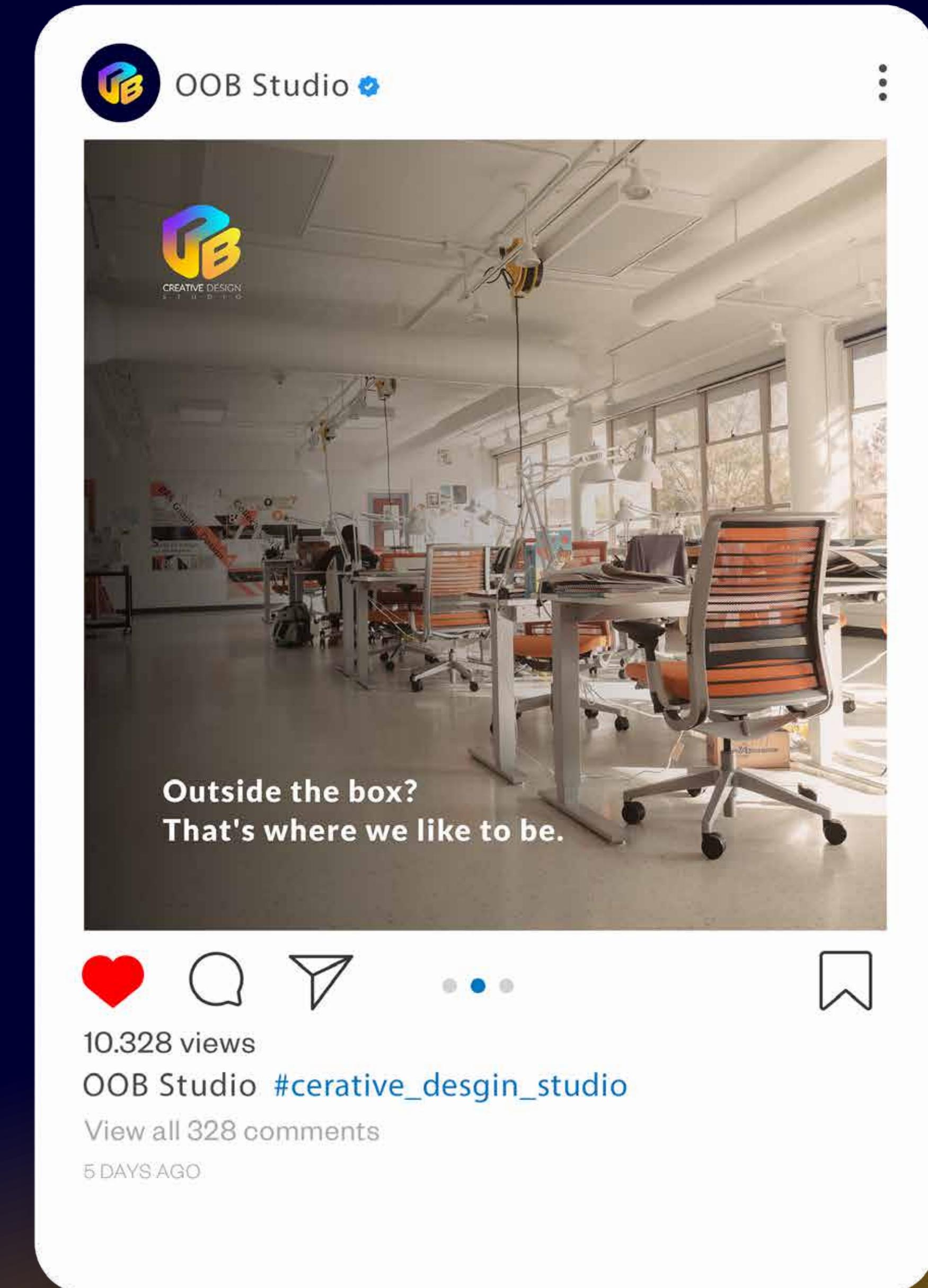
A B C 1 2

A B C 1 2

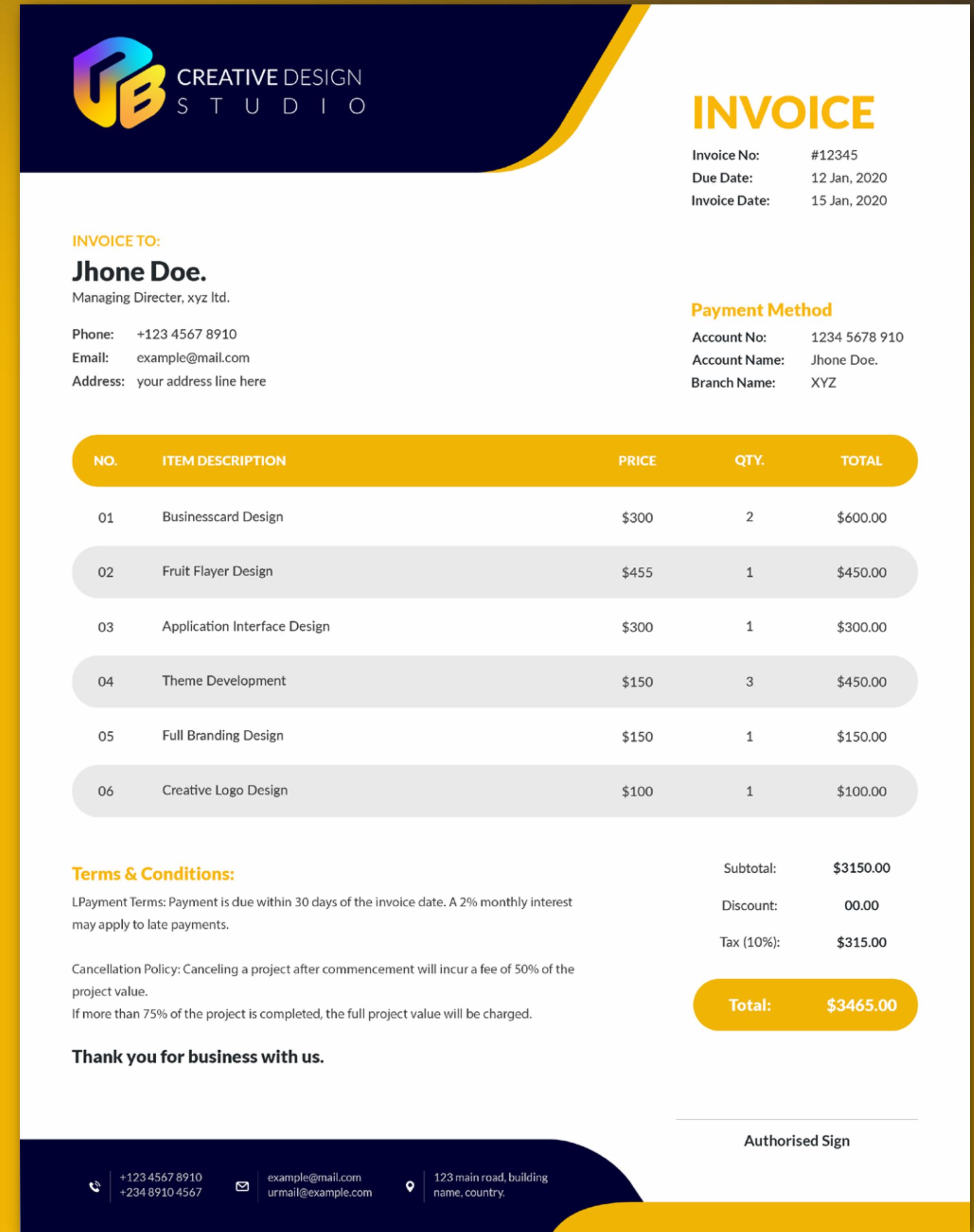


Logo Mockup

SOCIAL MEDIA LOOK







INVOICE

CREATIVE DESIGN STUDIO

INVOICE TO:
Jhone Doe.
 Managing Director, xyz ltd.

Phone: +123 4567 8910
 Email: example@mail.com
 Address: your address line here

Payment Method
 Account No: 1234 5678 910
 Account Name: Jhone Doe.
 Branch Name: XYZ

NO.	ITEM DESCRIPTION	PRICE	QTY.	TOTAL
01	Businesscard Design	\$300	2	\$600.00
02	Fruit Flayer Design	\$455	1	\$450.00
03	Application Interface Design	\$300	1	\$300.00
04	Theme Development	\$150	3	\$450.00
05	Full Branding Design	\$150	1	\$150.00
06	Creative Logo Design	\$100	1	\$100.00

Terms & Conditions:

Payment Terms: Payment is due within 30 days of the invoice date. A 2% monthly interest may apply to late payments.

Cancellation Policy: Canceling a project after commencement will incur a fee of 50% of the project value.
 If more than 75% of the project is completed, the full project value will be charged.

Total: \$3465.00

Authorised Sign

+123 4567 8910 | example@mail.com | 123 main road, building name, country



BANNER



T-SHIRT



HOODIE



CAP



PENDRIVE



AIR PODS



LAPTOP





APPLE WATCH

IPHONE CASE



PAPER BAG



MUG

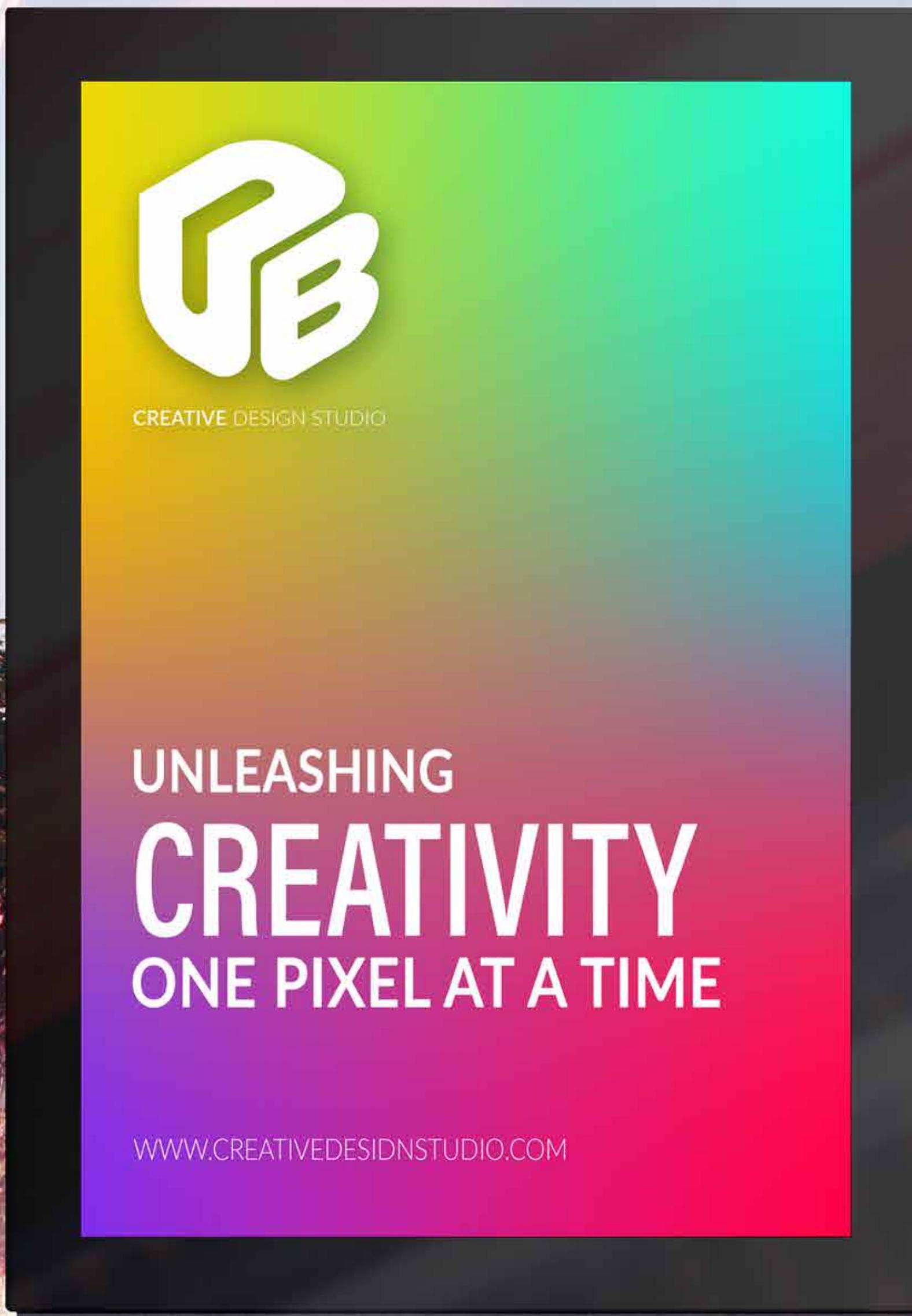


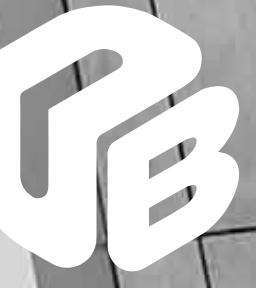
TAGS







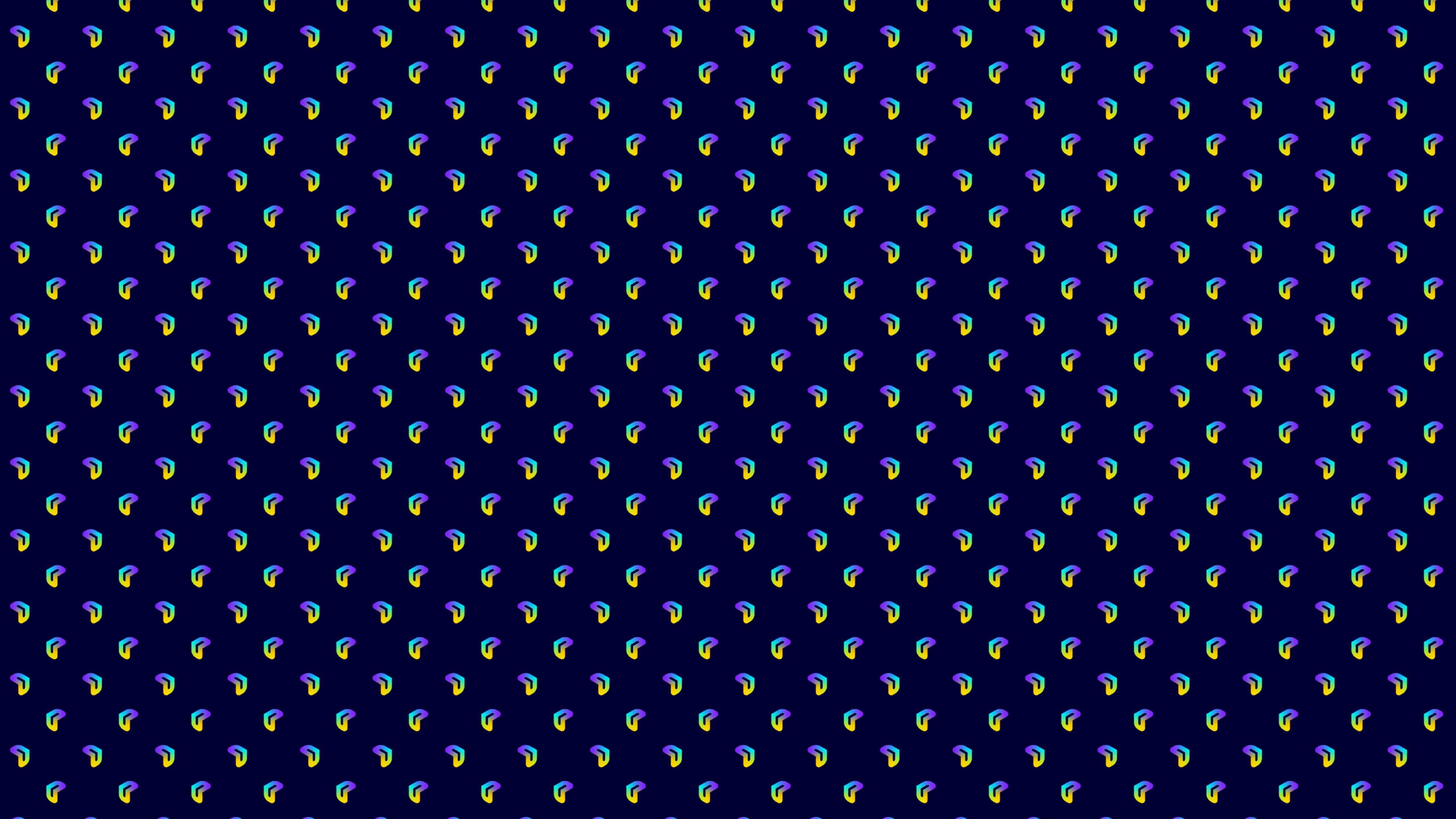






Pattern







Marketing Strategy





Campaign Overview

- This social media campaign aims to position OOB as a leading creative agency that delivers out-of-the-box solutions tailored for businesses. It targets startups and established companies in the UAE looking for unique marketing approaches.





Target Audience

- **Demographics:** Business owners, marketing managers, and entrepreneurs aged 55-25.
- **Location:** United Arab Emirates.
- **Psychographics:** Individuals who value innovation, are open to modern digital strategies, and seek to enhance their brand's online presence.





Key Objectives

- **Brand Awareness:** Increase recognition of OOB's creative and marketing capabilities through visually impactful designs.
- **Lead Generation:** Attract potential clients who are seeking unique marketing solutions for their businesses.
- **Engagement:** Foster interaction with our content to build a community of like-minded professionals and potential collaborators.





Campaign Channels

- **Social Media Platforms:** Focus on Instagram, Facebook, and LinkedIn for visual appeal and business networking.
- **Content Type:** Engaging visuals, infographics, and short-form video content showcasing the creative edge of OOB.
- **Advertising Approach:** Use targeted ads to reach potential clients within the UAE market, highlighting OOB's capabilities in digital transformation and tailored marketing solutions.

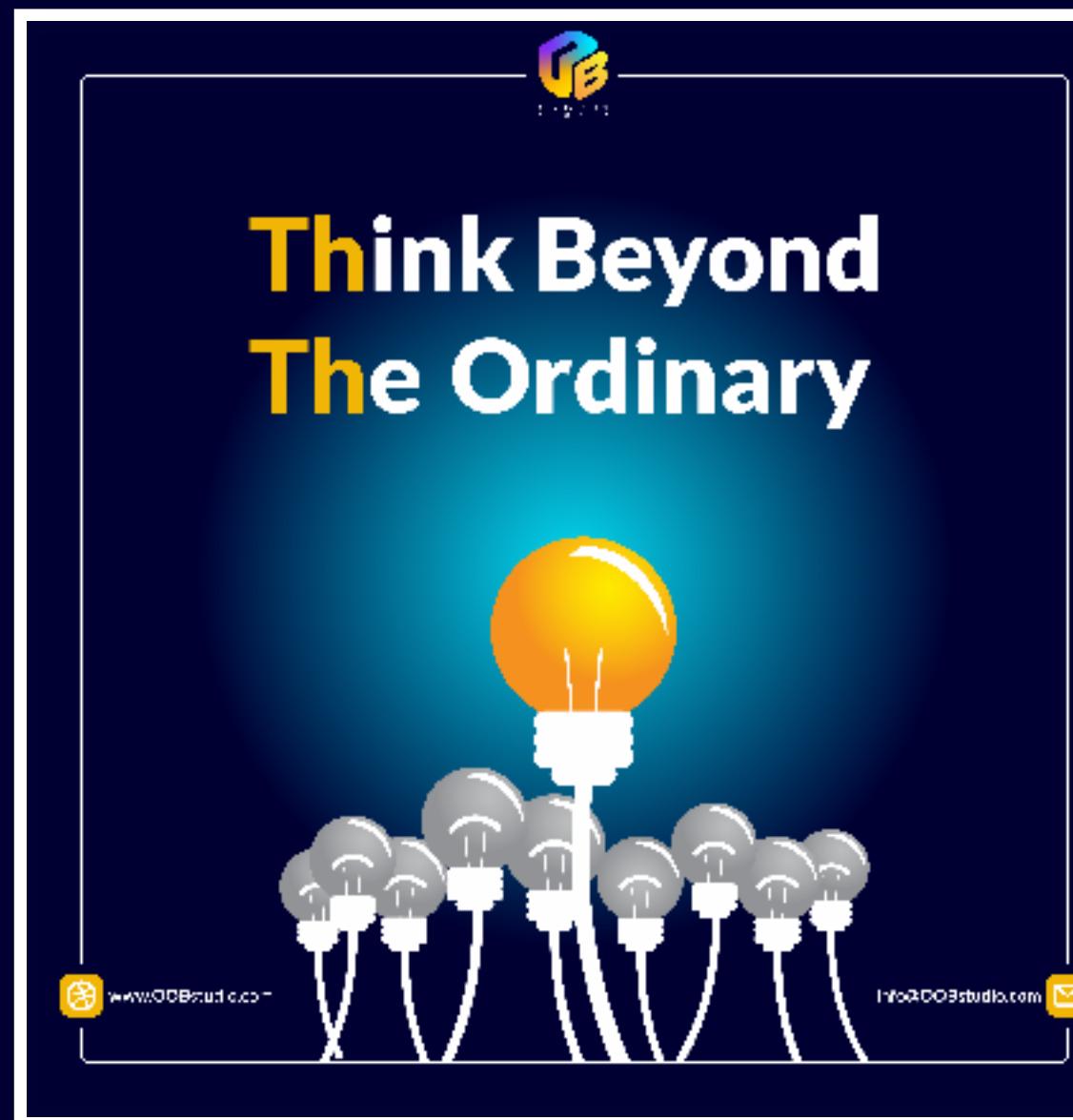




Success Metrics

- **Reach & Impressions:** Measure the number of people exposed to the campaign.
- **Engagement Rate:** Track likes, comments, and shares to assess audience interaction.
- **Conversion Rate:** Measure the number of inquiries and leads generated through campaign activities.





Expected Outcomes





Increased Brand Visibility

- Elevate OOB's brand presence in the UAE market, making it recognizable among business owners and potential clients.
- Establish OOB as a go-to creative agency for businesses seeking non-traditional marketing approaches.



Client Acquisition & Lead Generation

- Generate a steady flow of new client inquiries through increased interest in OOB's services, leading to an expected %20 increase in monthly leads.
- Convert at least %15 of the generated leads into paid projects within the campaign duration.





Stronger Digital Presence

- Boost the engagement on OOB's social media platforms, achieving an estimated %30 growth in followers and a %25 increase in overall engagement rate.
- Enhance website traffic by %40, driven by call-to-action (CTA) elements in the campaign designs that direct potential clients to the website.



Brand Perception as Industry Innovator

- Position OOB as a forward-thinking agency that provides creative solutions tailored to the unique needs of each client.
- Strengthen the perception of OOB as a market leader in creative and digital marketing solutions through positive feedback and client testimonials.



Conclusion



we have summarized the key points and successfully achieved the outlined goals, providing a comprehensive vision and creative solutions that enhance digital identity.

We hope this presentation has given you a clear understanding of how the project can support your future objectives.



Finally, we welcome any questions or inquiries you may have and look forward to further productive collaboration.



Thanks

