

Jescod Studios

BRAND GUIDELINE

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Brand Guidelines

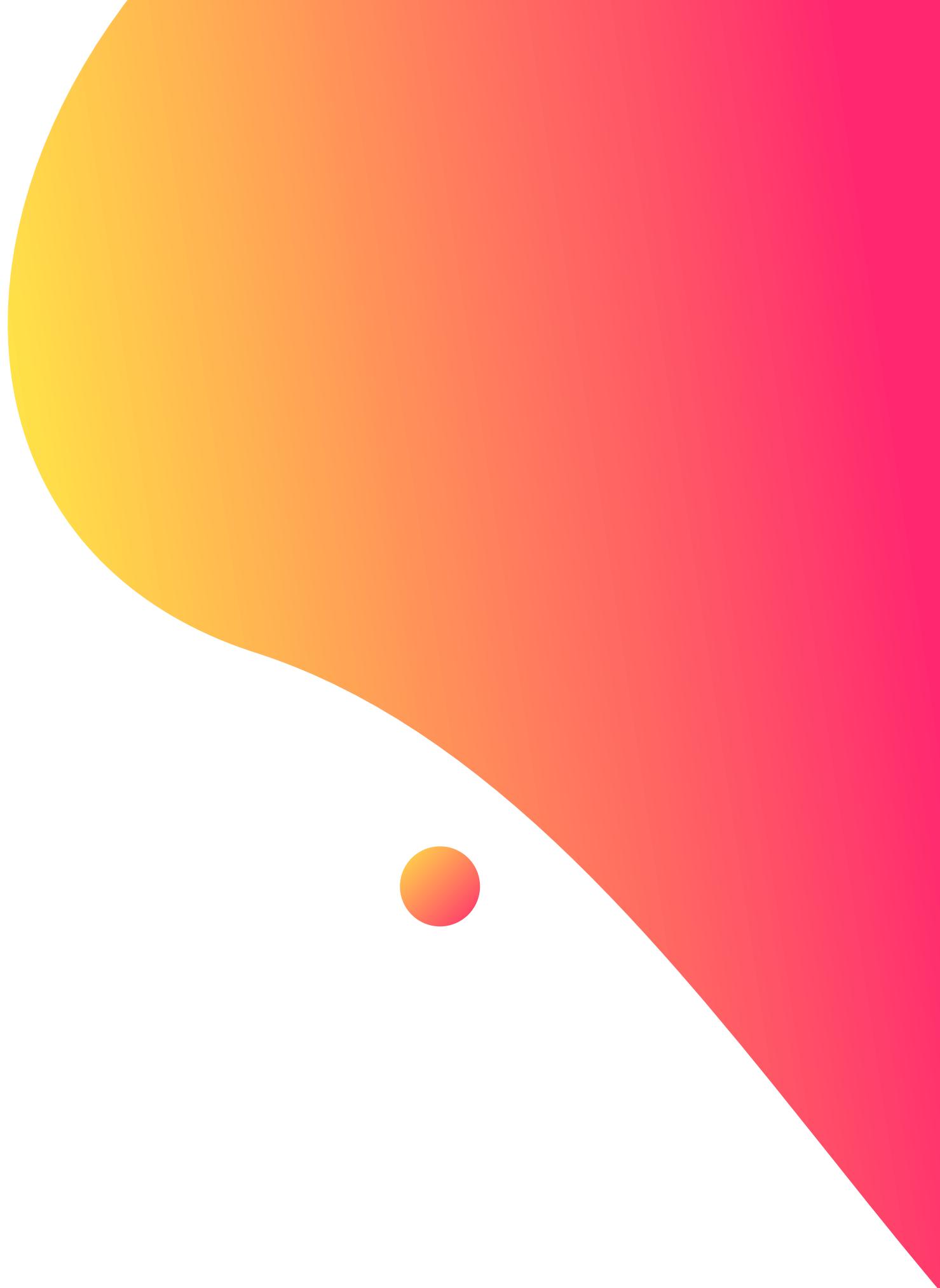
About Jescod Studios

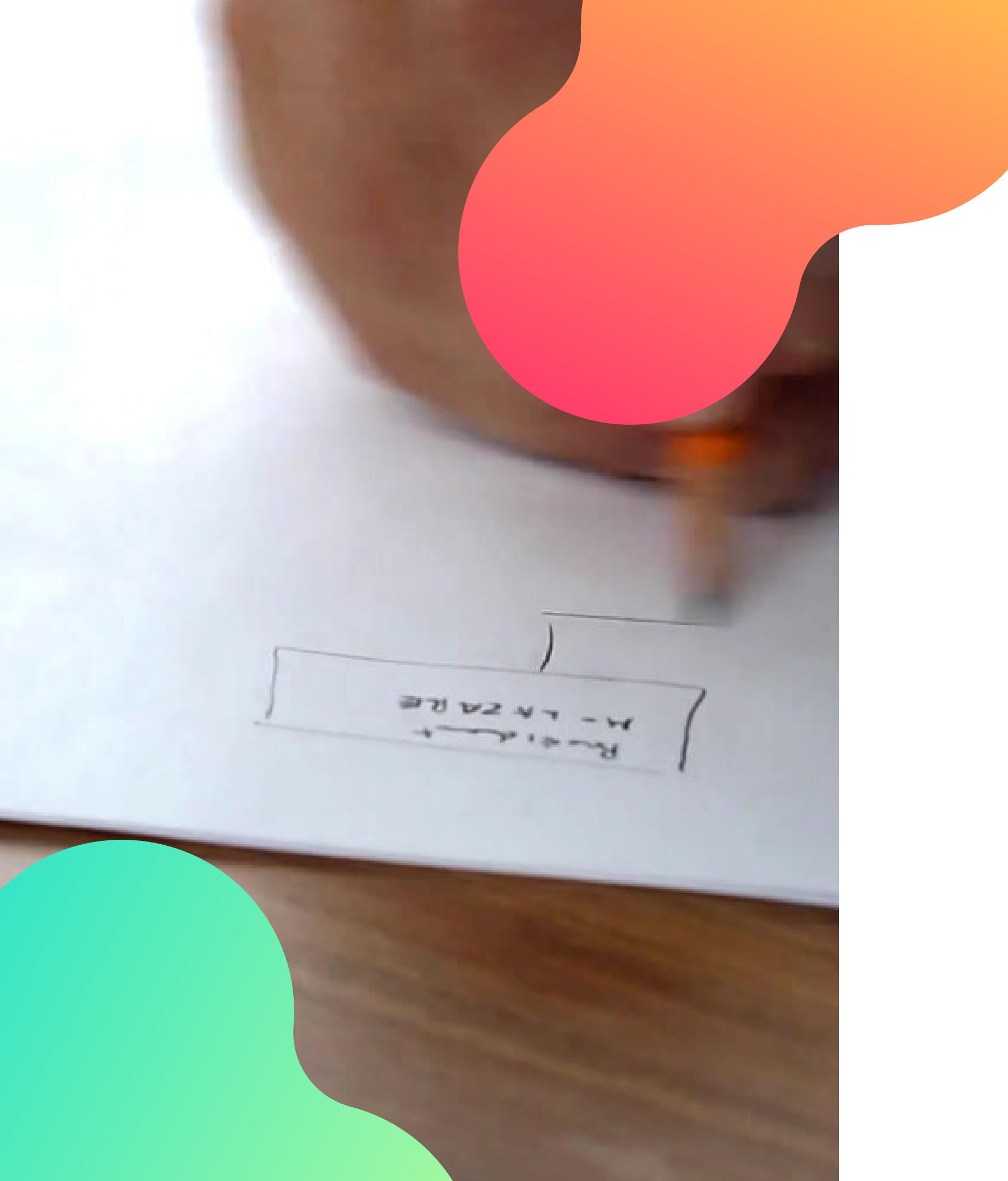
Brand Story

Creative ToolKit

Why Jescod Studios?

Our Team





ABOUT JESCOD STUDIOS

Our Mission and Vision

Mission: To provide quality, professional and affordable services to all our clients.

Vision: To transform creativity into greatness.



Something to Remember:

The details are not the details.
They make the design.

Charles Eames

OUR STORY

Brand Positioning

Step by step, we are creating a creative studio people love. Each day, we are guided by our core values of consistency, integrity (do the right thing), kindness, and commitment; to be remarkable at work and in our community. Jescod Studios also promotes a diverse and inclusive culture and is an Equal Opportunity Employer.





OUR STORY

Brand Personality

Our Brand Personality is a combination of Excitement and Sincerity.

1. Excitement: Daring, Spirited, Imaginative and Up-To-Date.
2. Sincerity: Down to earth, Honest and Wholesome.

OUR STORY

Target Market

Corporates, Hotels, Beauty Parlours,
Gyms & Spas, Medical Facilities & Health
Providers, Colleges/Training Institutions.



Our Core Values

1 Integrity

We do the right thing(s) even if no one is watching.

3 Kindness

We believe that the world can only go as far as we are willing to be kind to those around us.

2 Commitment

Going out of our way to ensure a project is professionally done to completion.

4 Consistency

1000 miles journey begins with a single step. We believe in making deliberate steps to completing our projects. We just don't stop.

OUR CREATIVE TOOLKIT

Visual Elements



OUR LOGO

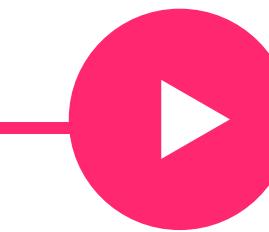


Vision and Inspiration

We are a creative studio that promotes diversity, inclusivity and watchfulness which is why our logo is round. We watch our client's back to ensure they get the best services in the market which is the reason for the space at the left side of the logo (symbolizing our lenses).

As it is, our slogan is Dare To Be Great!

OUR SERVICES



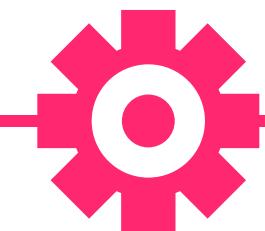
CONTENT CREATION

Video Production,
Photography, Voice
Overs, Video Editing



GRAPHICS DESIGN

Flyers, birthday cards,
posters, business cards,
brochures, logos,
etcetera



WEB DEVELOPMENT

We develop professional
websites for businesses,
blogs and companies.

WHY JESCOD STUDIOS?

What's in a Name?

All companies, even our competitors have names, however it doesn't really matter to us because all that eventually matters is what we do (Quality Services we offer you) and who we are (Our Core Values that we strive to abide by).



Breaking down "why us?"

Value for Money

We help you sensitize/promote content we create

Social Media Management

We manage your social media presence (free) for the time you contract us.

State of The Art Equipment

Our Equipment ensure crisp, crystal clear content.

Flexibility & Reliability

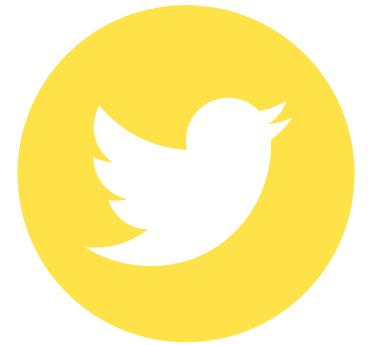
We are flexible, consistent, creative and very reliable.



On Brand Photography

Just a sneak preview of what we are about. Video Production/Photography, Web Development and Graphics Design.

Social Media Pages



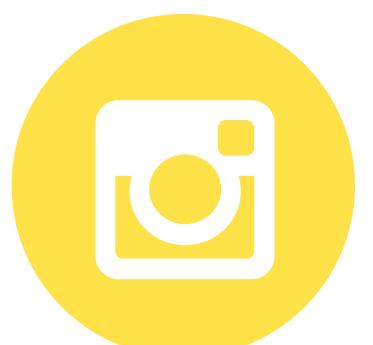
Twitter

@JescodStudios



Facebook

Jescod Studios



Instagram

@Jescod_Studios

OUR TEAM



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