

Brand Strategy

—Jordyy Design Studios —

Table Of Contents

Brand Strategy	
Origins	2
Mission	2
Core Values	3
Business Communication	5
Visual Identity	6
SEO Strategy	
Keyword Research	8
On-Page Optimization	9-10
Off Page Optimization	11-12
Social Media Strategy	
Platform Selection	14-17
Engagement Tactics	15-17
Content Planning	18-19

Origin

Our sole founder, Jordan Davidson, fell in love with design and creative at the Cape Peninsula University of Technology (CPUT), Which led to her creating Jordyy design studios (JDS). Driven by her passion for creativity and design she envisioned a space where innovation and artistry could come together to create unique digital experiences.

We were founded on the belief that designs should be both extraordinary and functional, creating an emotional connection with every user. JDS commitment to excellence and creativity shines through in every project, making us a beacon of innovation in the web design industry.

At JDS, we also aim to inspire young adults to take control of their creativity.

Mission

At Jordyy Design Studios, our mission is to transform ideas into captivating digital experiences. We are dedicated to providing innovative and high-quality web design solutions that exceed our clients' expectations.

Our commitment to creativity, professionalism, and excellence drives us to create websites that are not only visually stunning but also effective in achieving our clients' goals. We strive to be more than just a service provider; we aim to be a partner in our clients' success, bringing their visions to life with precision and passion.

Core Values

Creativity: We believe in the power of creativity to transform ideas into visually compelling and unique designs.

Professionalism: Professionalism is a cornerstone of our brand. We are committed to maintaining the highest standards in all our projects, ensuring that our clients receive top-quality work delivered on time and within budget.

Innovation: Staying ahead of the curve with the latest design trends and technologies to deliver cutting-edge solutions.

Collaboration: Building strong, collaborative relationships with our clients to understand their needs and deliver tailored solutions.

Differentiation

Jordyy Design Studios stands out in a crowded market by seamlessly blending creativity with technical expertise.

Commitment to Excellence: Our relentless pursuit of excellence ensures that every project we undertake meets the highest standards of quality and professionalism.

Personalized Design Approach: We take the time to understand our clients' unique visions and tailor our designs to reflect their brand's personality and values.

Visual Identity

Business Communication

Business Communication

Name

Jordyy Design Studios

Tagline

Bringing ideas to life

Key Message

“Empowering Your Online Presence”

Tone Of Voice

Positive And Friendly

Visual Identity

—JDS—

Typography

Headings

Roboto Bold 48px

A B C D E F G H I J K l

a b c d e f g h i j k l

H2

Roboto regular 32px

a b c d e f g h i j k l

A B C D E F G H I J K L

Body

Roboto regular 24px

a b c d e f g h i j k l

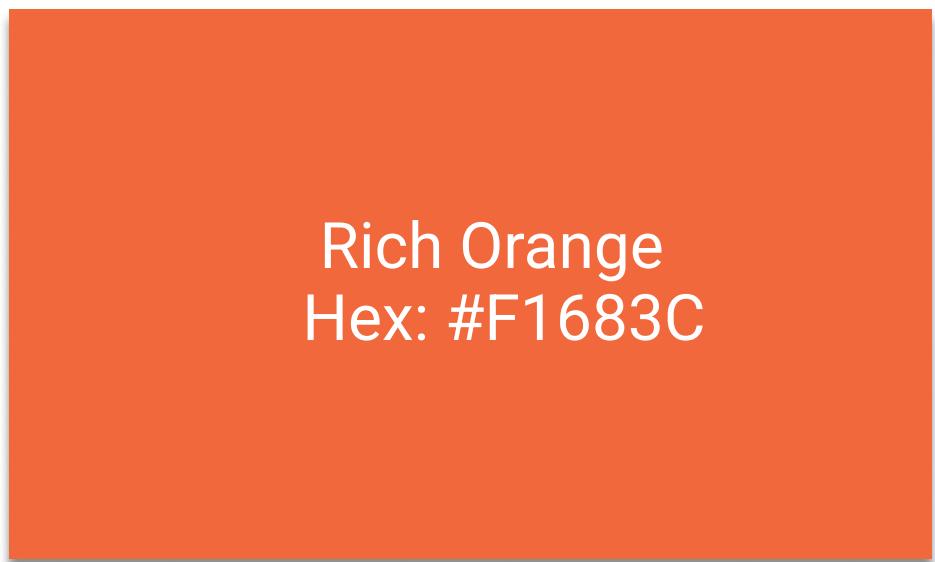
A B C D E F G H I J K L

Logo Usage



Colour Palette

Dark Pink
Hex: DC4A96



Rich Orange
Hex: #F1683C



Custom Gradient
Hex: #DF6AA0
Hex: #EB916F

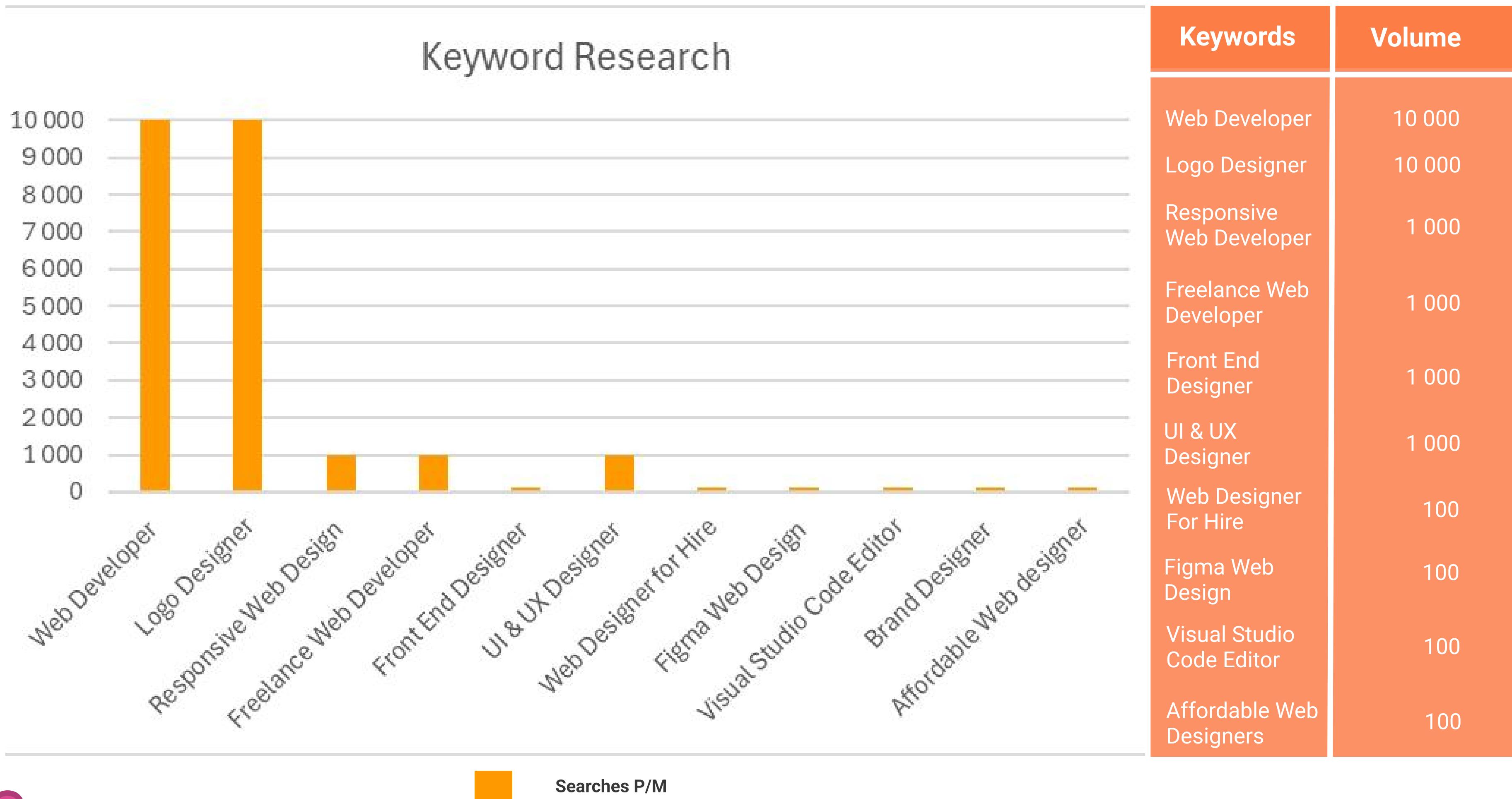
Keyword Research

On Page Optimization

Off Page Optimization

Keyword Research

Jordyy Design Studios has conducted a keyword research process in which we identify terms that are crucial for our brand and target audience. We used the Google Keyword Planner tool to help us.



On-Page Optimization

Pages	Titles	Meta Description	Content	Heading
HomePage	Jordyy Designs Studio Creative Web Design and Development in Cape Town	Jordyy Designs Studio Creative Web Design and Development in Cape Town	Use Keywords like: Web Developer, Logo Designer, Affordable Web Designer and Front End Designer	Main Heading : Welcome to Jordyy Designs Studio Empowering Your Online Presence
About	Jordyy Designs Studio Creative Web Design and Development in Cape Town	Jordyy Designs Studio Meet our web developer based in Cape Town.	Use keywords like: Front End Designer, Web Developer, Visual Studio Editor	Main Heading : Our Story Our Projects Our Mission
Services	Jordyy Designs Studio Affordable Web Designer and Logo Designer	Jordyy Designs Studio Offering web design, Figma design, and Visual Studio Code expertise.	Use keywords like: Affordable Web Designer, Logo Designer, Brand Designer, Web Developer	Main Heading : Web Development Services Logo Design Services UI/UX Design Services
Gallery	Jordyy Designs Studio Responsive Web Design	Jordyy Designs Studio Explore our gallery of responsive web design and logo design projects	Use keywords like: UI & UX Designer, Logo Designer, Brand Designer and Freelance web developer	Main Heading : A gym website created by Jordyy Designs Studio using React app
Blog	Jordyy Designs Studio 10 Things I Wish I Knew Before Joining the Web Development Industry	Jordyy Designs Studio Front End Designer And Web Developer tips	Use keywords like: Web Developer, Front End Designer and UI & UX Designer	Main Heading : 10 Things I Wish I Knew Before Joining the Web Development Industry

User Experience

Mobile Optimization: Ensure your website is fully responsive and provides a seamless experience across all devices.

Page Speed: Optimize your site's loading speed using tools like Google PageSpeed Insights. Implement caching, compress images, and minify CSS and JavaScript files.

Navigation: Create a user-friendly navigation structure with clear menus and categories to enhance user experience and reduce bounce rates.

Internal Linking

Link Structure: Use a clear and logical internal linking structure to help search engines understand your site's hierarchy. Link to related articles and pages to keep users engaged.

Anchor Text: Use descriptive and keyword-rich anchor text for internal links to improve SEO relevance.

Backlink Building

Guest Blogging: Contribute posts to top web design and development blogs, including links to our site.

Quality Content: Create info graphics and videos that others in our industry will link to.

Collaborations: Partner with influencers and reputable sites for joint content and backlinks.

Increasing Domain Authority

Consistent Content: Publish high-quality, relevant content regularly to establish authority.

Community Participation: Engage in industry forums and online communities, linking back to our site.

Improving Online Pressence

Active Profiles: Engage with followers on Instagram, TikTok, and LinkedIn, sharing our content and industry insights.

Influencer Partnerships: Collaborate with industry influencers to promote our content.

Local SEO

SEO Tools: Use Google Analytics and Moz to monitor site performance and track keyword rankings.

Local Content: Develop content based on local events this will help boost local exposure.

Platform Selection

Engagement Tactics

Content Planning

Platform Selection

Instagram, **TikTok**, and **LinkedIn** are the best social media sites for displaying web designs and development work and interacting with both creative and professional audiences. Jordyy Design Studios connects with these three.



Goal

To **inspire young adults** and **older adults** to **explore their creativity** and **web designing skills**. JDS strives to **increase** their **online presence** and **engagement** across the following platforms: Instagram, TikTok and LinkedIn.

Instagram

Excellent for displaying design work and communicating stories through images. Jordyy Design Studios' creativity is in line with the platform's visual focus.

The majority of Instagram users are young adults aged 18 to 34, making it an ideal platform for reaching JDS's target audience who are drawn to creative content and web design.

Instagram is one of the most widely used social media platforms, providing ample visibility and engagement opportunities. It is perfect for increasing brand engagement.

Engagement Tactics

Contests And Giveaways (Monthly)

Followers can submit their designs or creative ideas to win a free consultation or design service. Encourage sharing and tagging to increase reach.

Live Q&A Sessions (Weekly)

Followers can ask questions about web design, creative processes, and industry trends. Enhances direct interaction and builds trust with followers.

TikTok

TikTok is a platform where short, creative videos can go viral quickly, making it ideal for showcasing web design processes, tips, and behind-the-scenes content in an engaging and entertaining manner..

TikTok's rapidly growing user base and high engagement rates offer a great opportunity for JDS to reach a broad audience and increase brand awareness

JDS's objective of inspiring young adults is well-suited to TikTok's user base, this includes a sizable percentage of teens and young adults.

.

Engagement Tactics

Creative Challenges (Monthly)

Launch creative challenges encouraging followers to recreate popular design trends or share their design process. Use a branded hashtag for visibility. Engages users creatively.

Tutorials and Tips (Weekly)

Post short, engaging tutorials and design tips that followers can easily apply to their own projects. Highly useful for the audience and attracts more followers

LinkedIn

LinkedIn is ideal for sharing industry news, professional insights, thought leadership articles, and case studies, aligning with JDS's commitment to excellence and professionalism.

LinkedIn's user base consists of professionals, including older adults who might be interested in web design for their businesses or personal development.

LinkedIn provides a valuable platform for professional networking, attracting potential clients, and showcasing JDS's expertise.

.

Engagement Tactics

Thought Leadership Articles (Monthly)

Publish articles on web design trends, industry developments, and expert opinions to establish authority and credibility. Builds brand authority and attracts industry professionals.

Professional Insights and Case Studies (Weekly)

Share in-depth case studies and professional insights on successful projects, detailing the challenges and solutions. Showcases expertise and attracts a professional audience.

Content Planning

JDS needs to stick to a posting schedule on social media in order to accomplish its goals and maintain organizational integrity inside the company.

Monday

Post on Instagram (10am)

Post on TikTok (3pm)

Tuesday

Post on LinkedIn (1pm)

Wednesday

Post on Instagram (12pm)

Post on TikTok (4pm)

Wednesday

Post on LinkedIn (10am)

Post on Instagram (5pm)

Friday

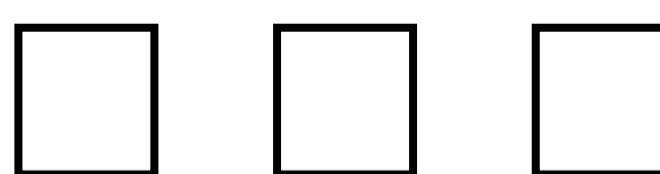
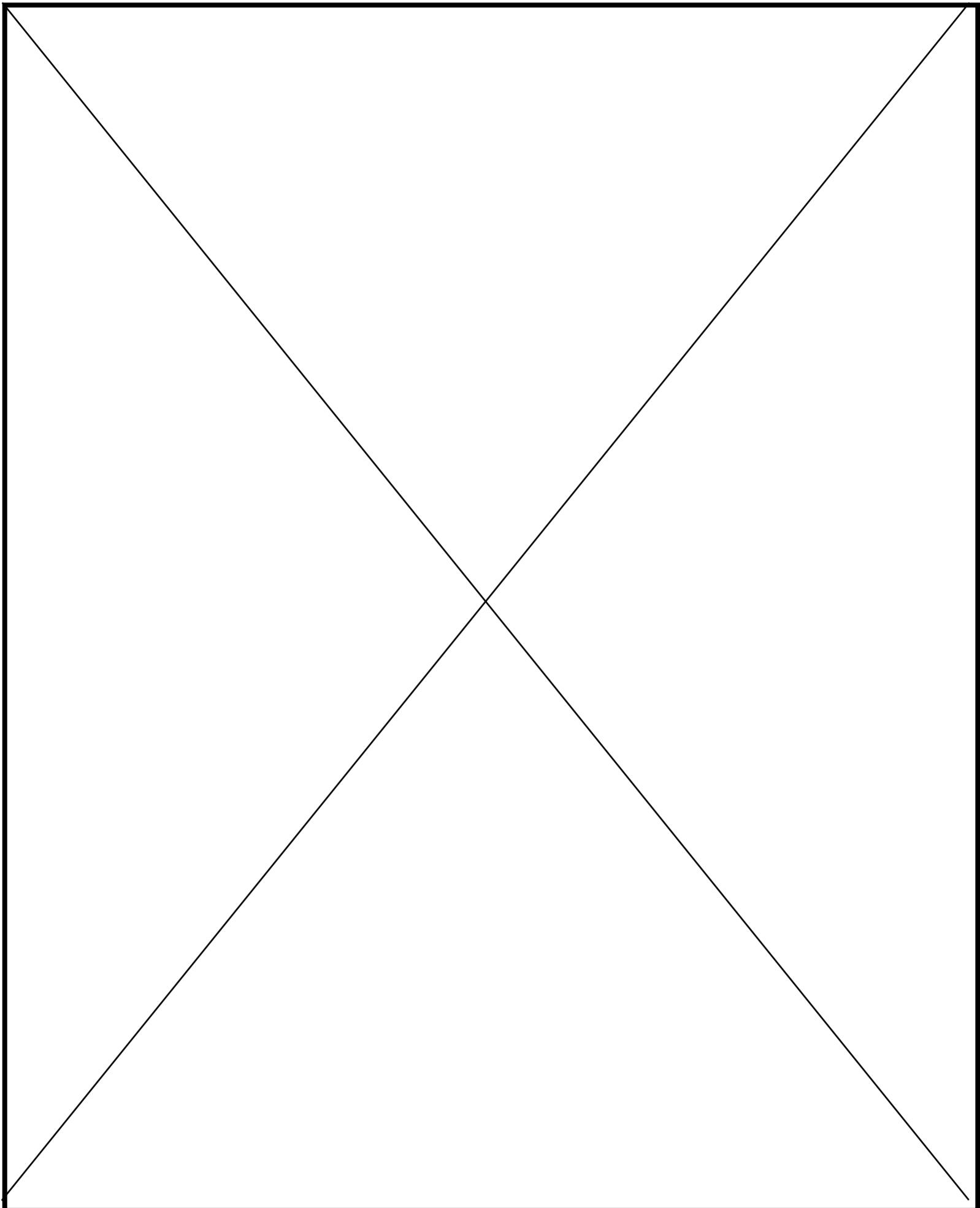
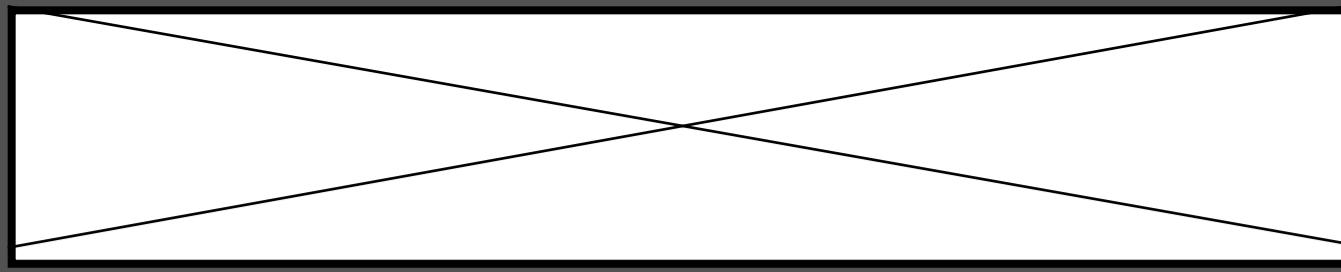
Post on TikTok (5pm)

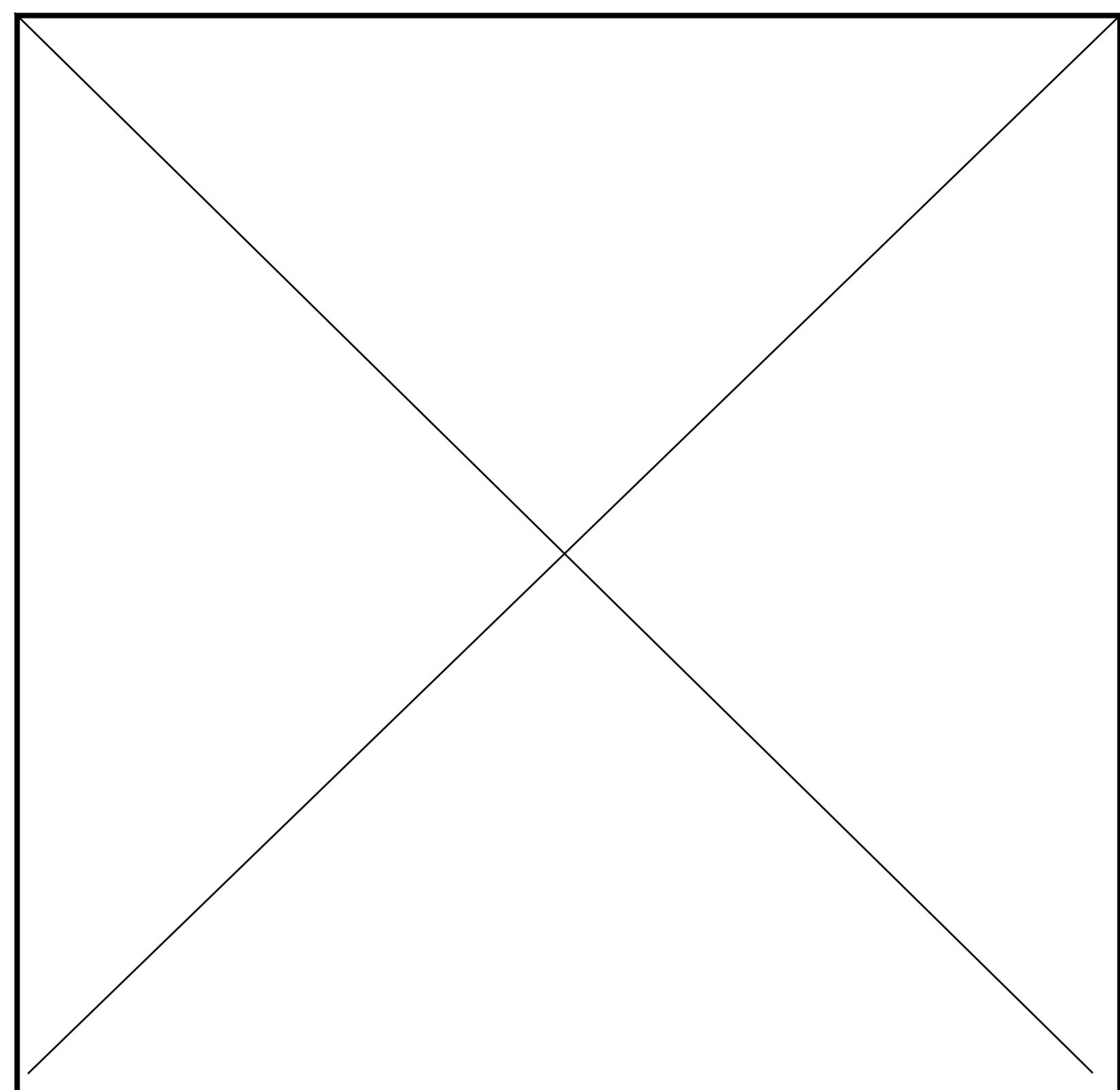
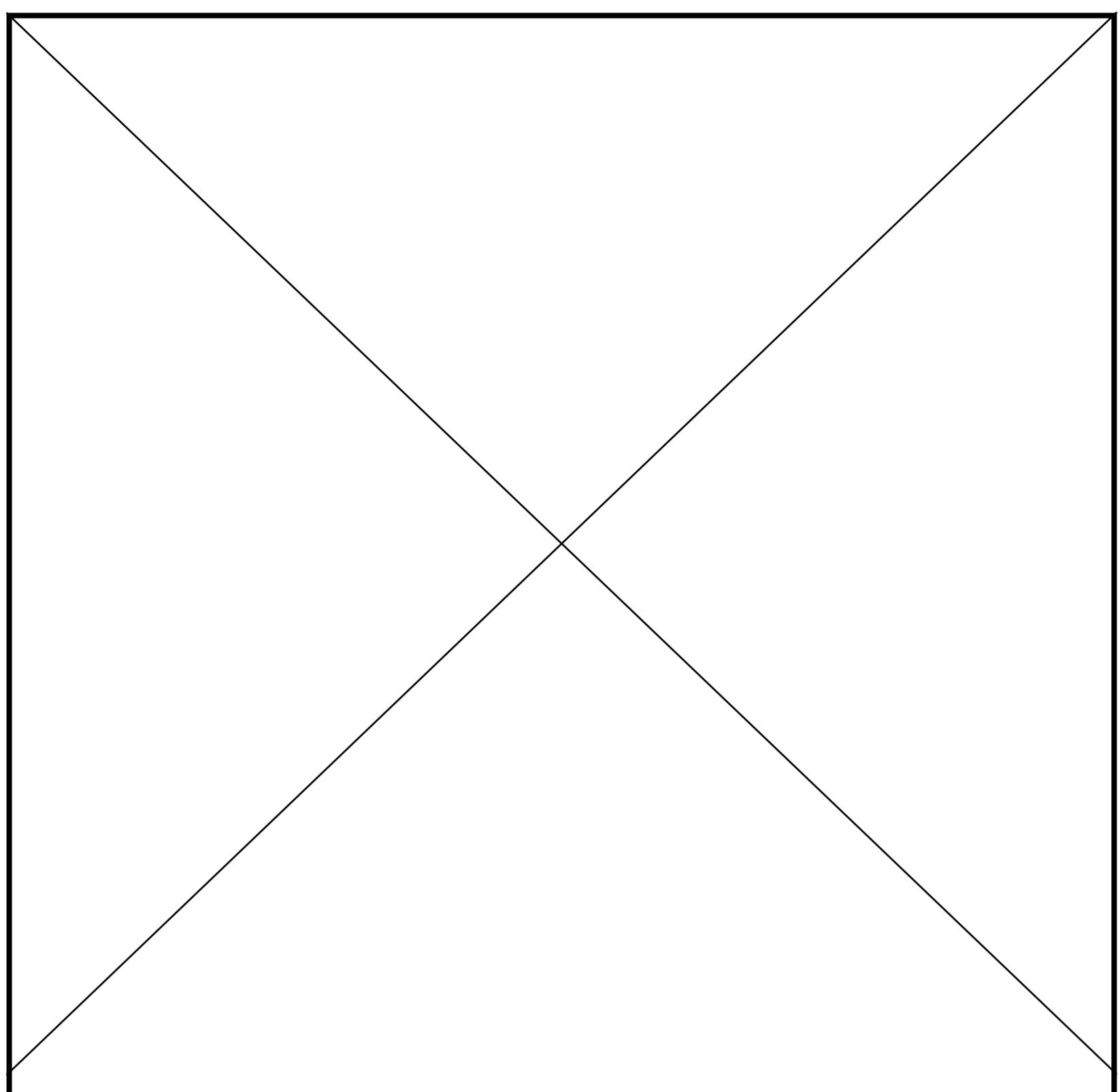
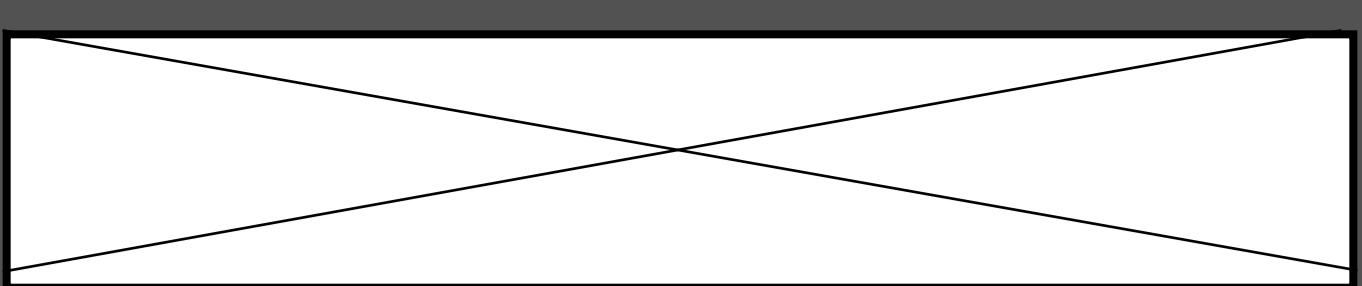
Content Planning Table

Social Media Platforms	Types Of Posts	Key Message	Content Type
Instagram	Portfolio Highlight Design Tip or Trend Client Testimonial or Poll	Inspiring young adults through captivating visuals and interactive content.	Promotional Content Engaging Content
TikTok	Quick Design Tutorial Trending Challenge Project Recap or Highlight	Engaging and educating young creatives with innovative web design content.	Educational Content
LinkedIn	Industry News or Trend Service Highlight	Sharing industry insights and professional expertise.	Educational Content Engaging Content

Brand Strategy

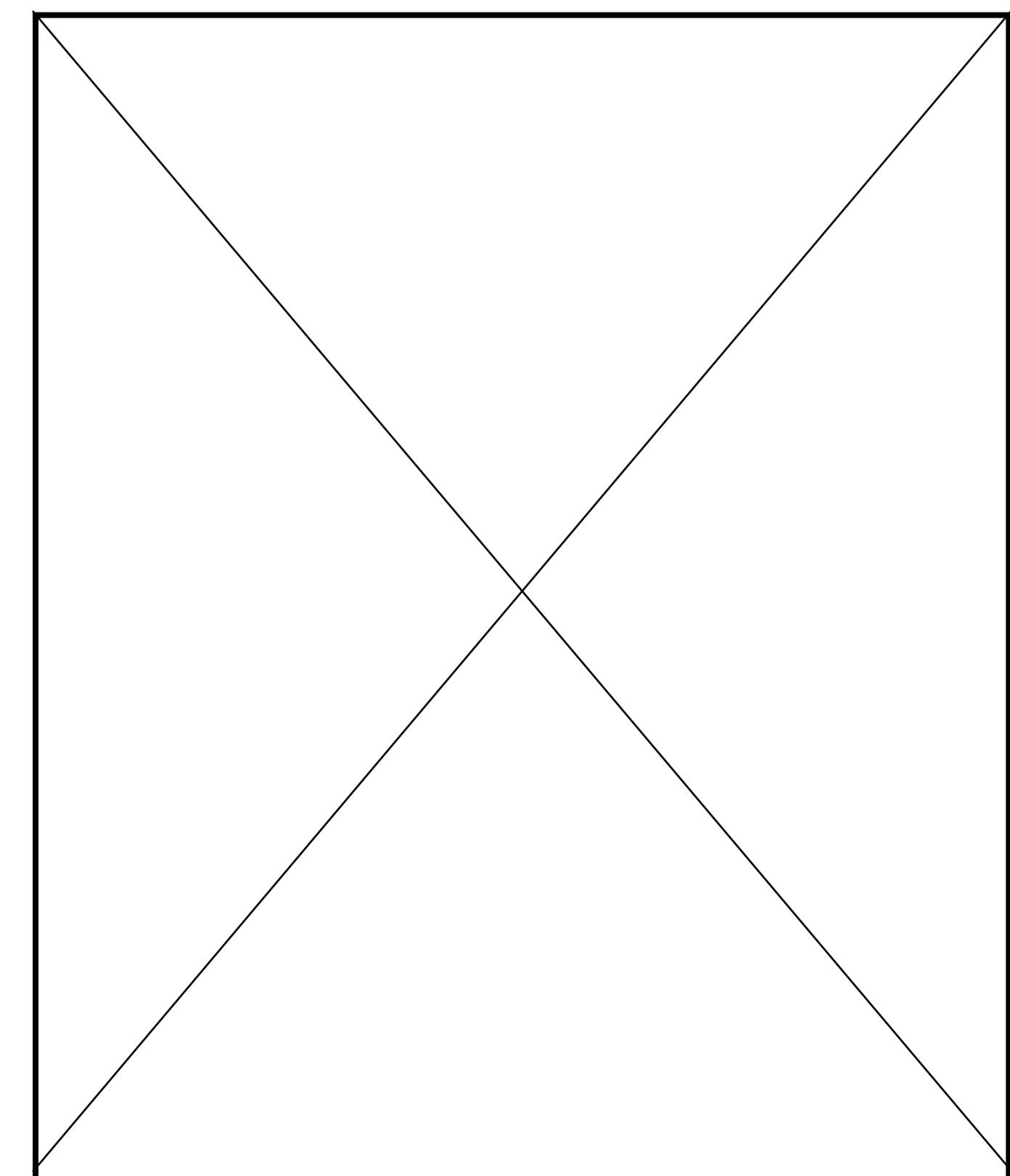
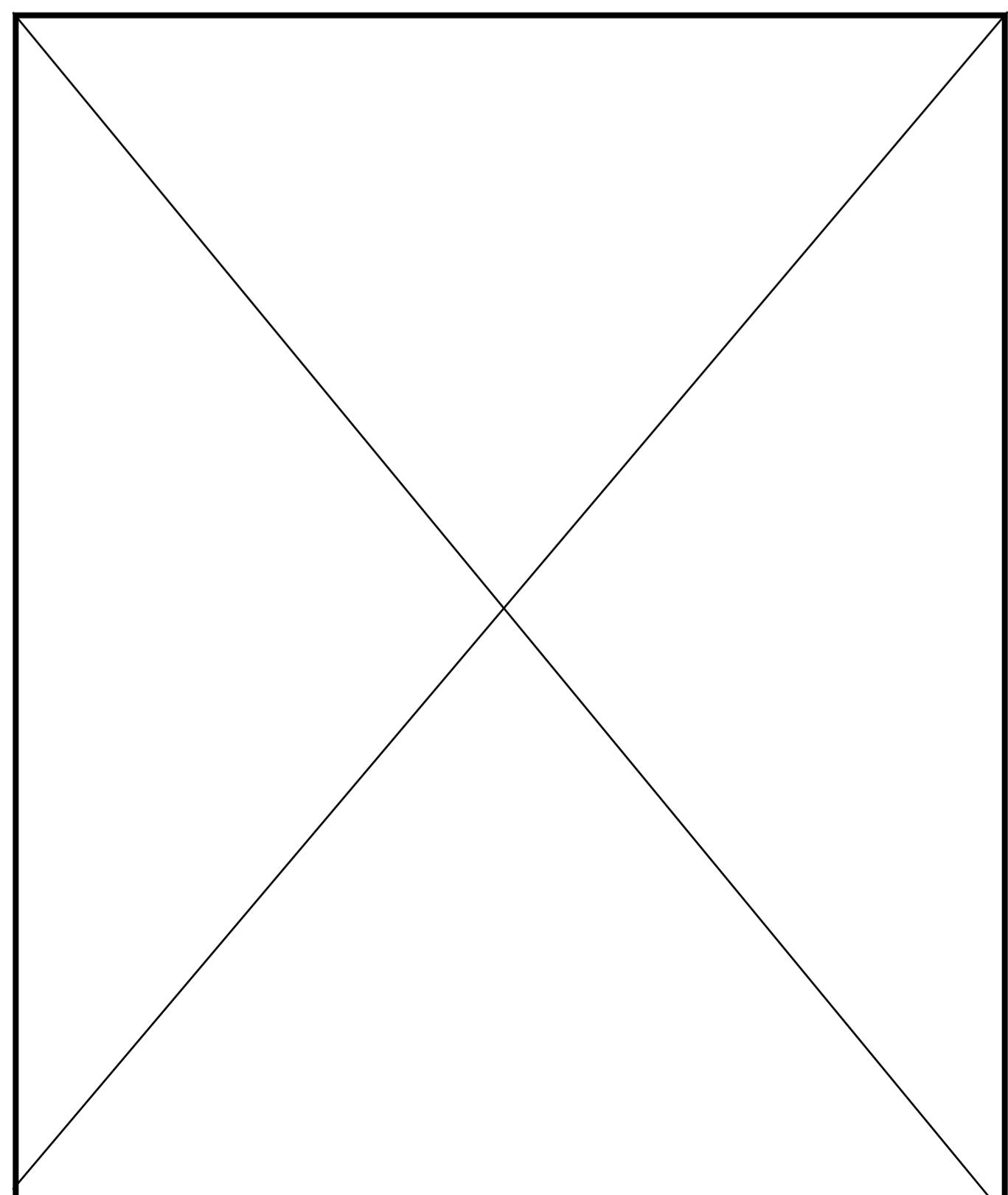
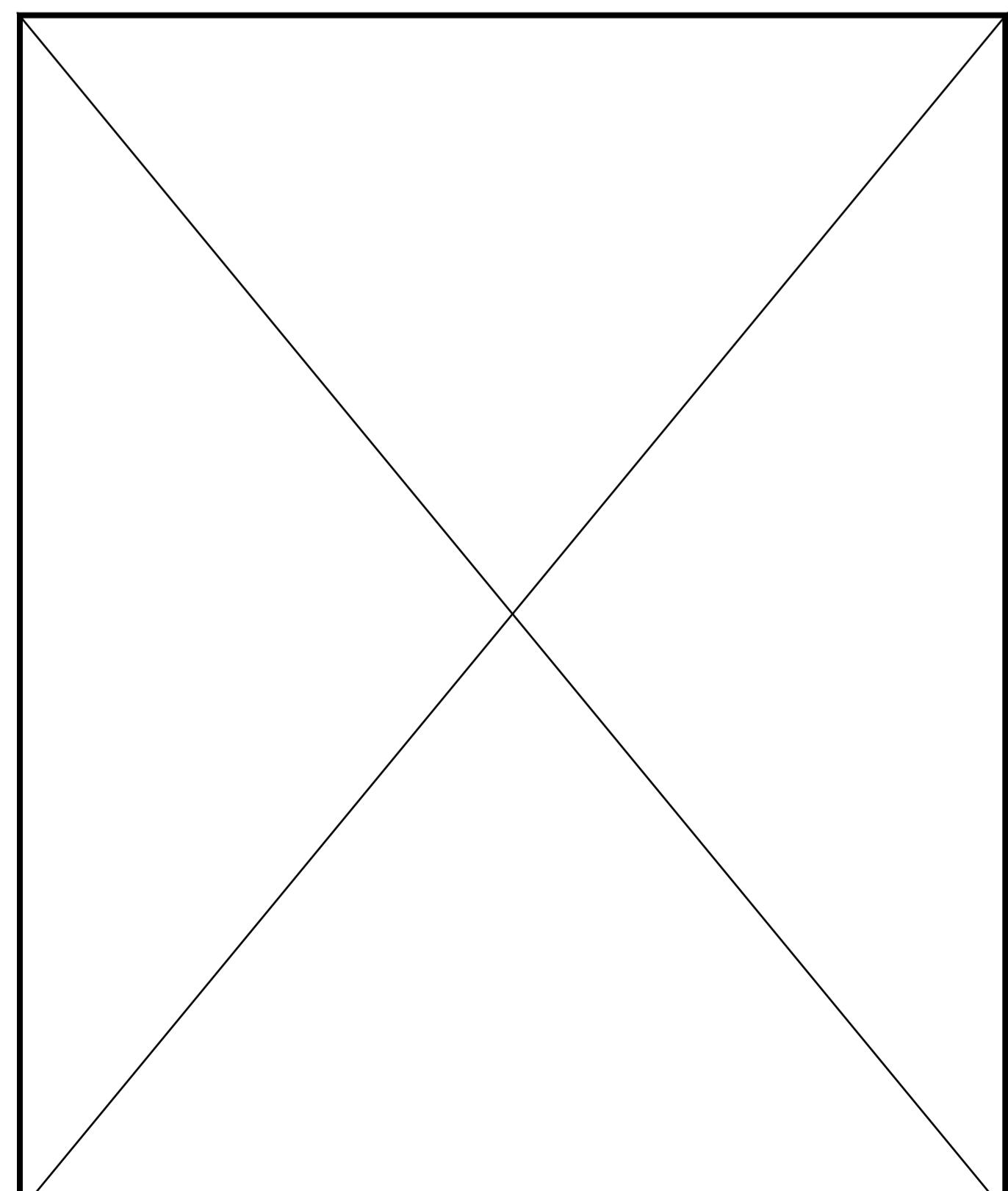
—Jordyy Design Studios —

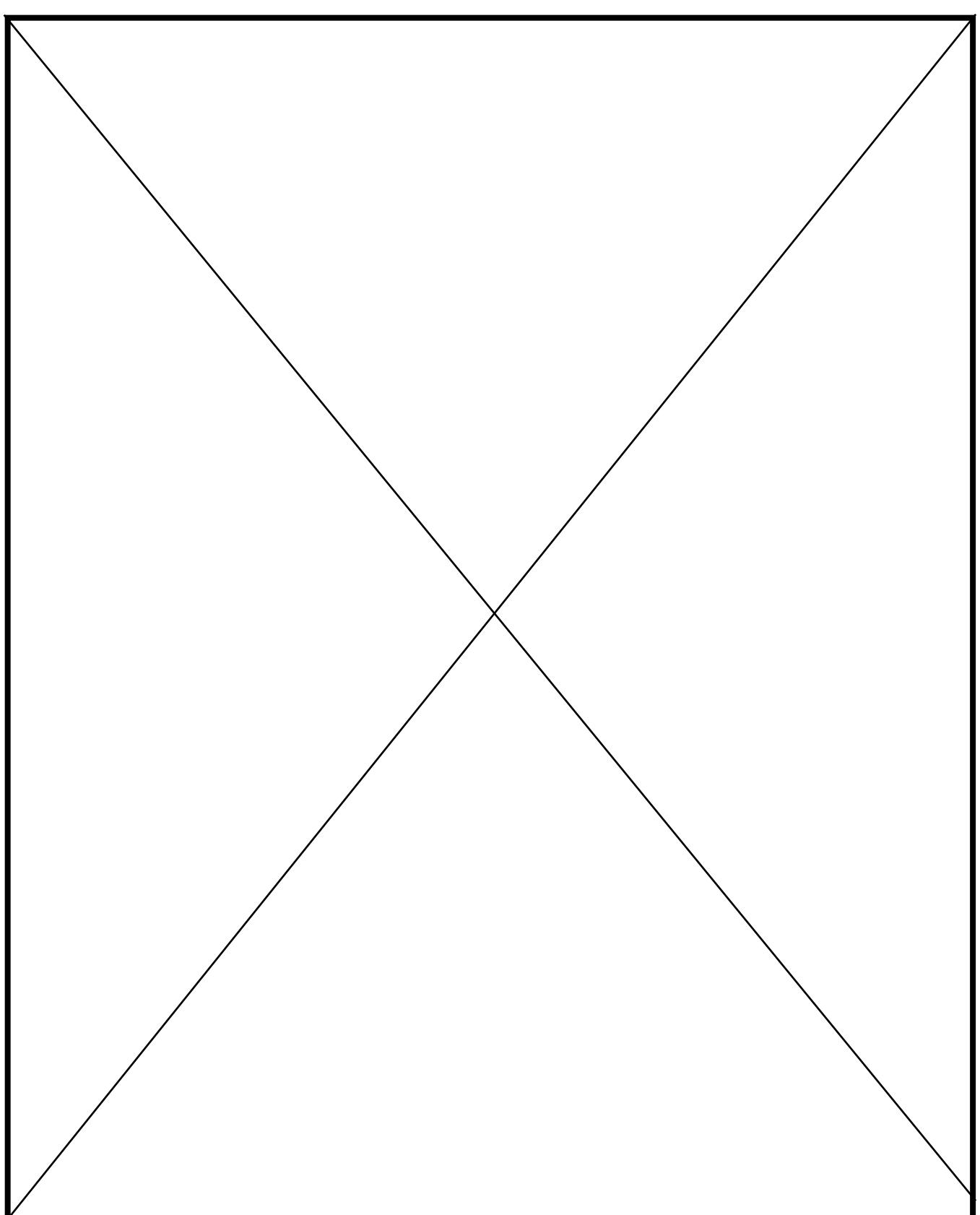
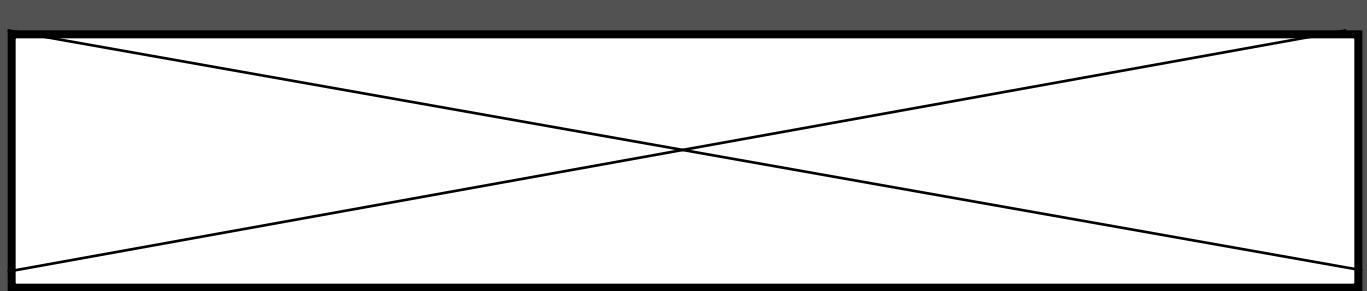




LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM





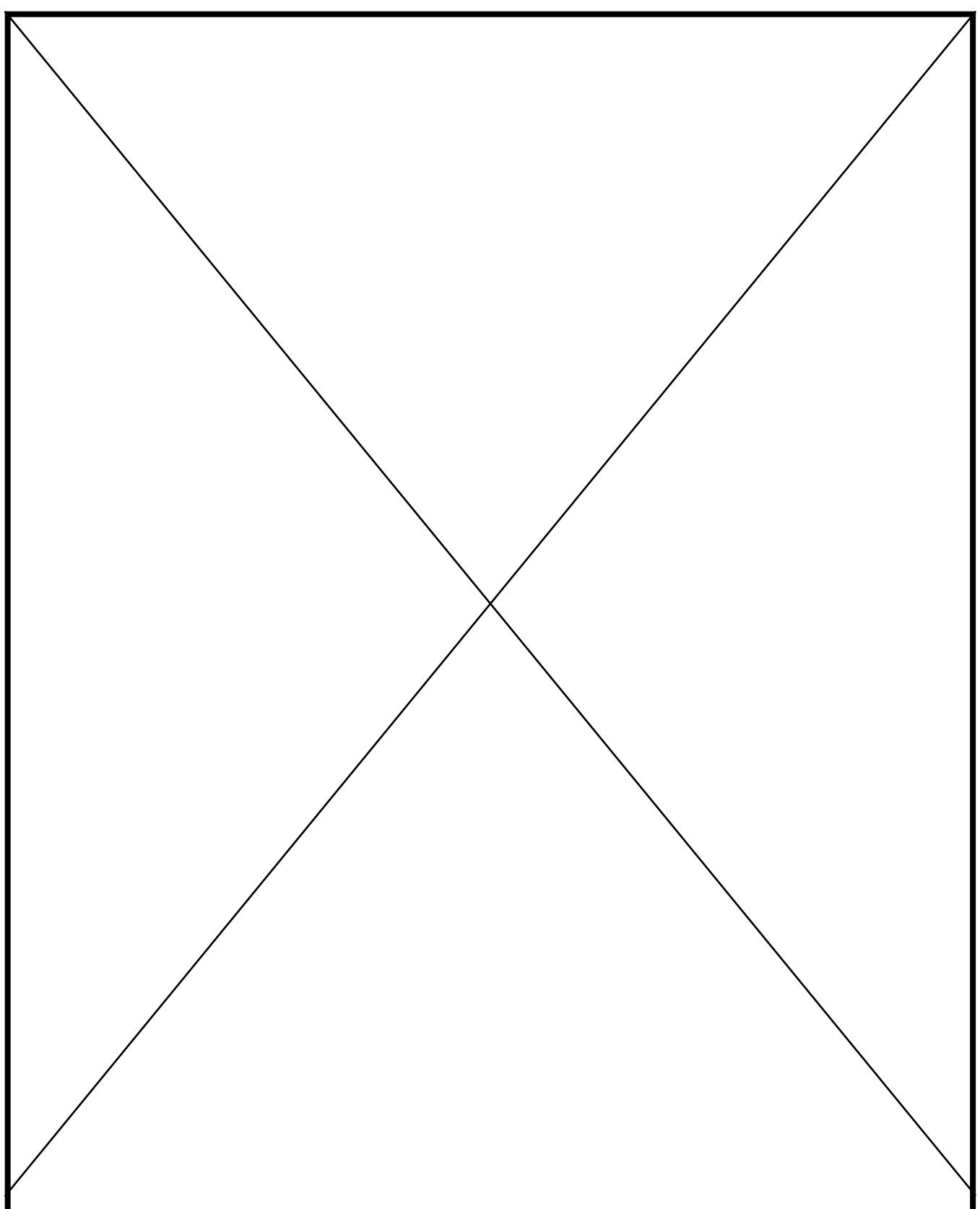
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

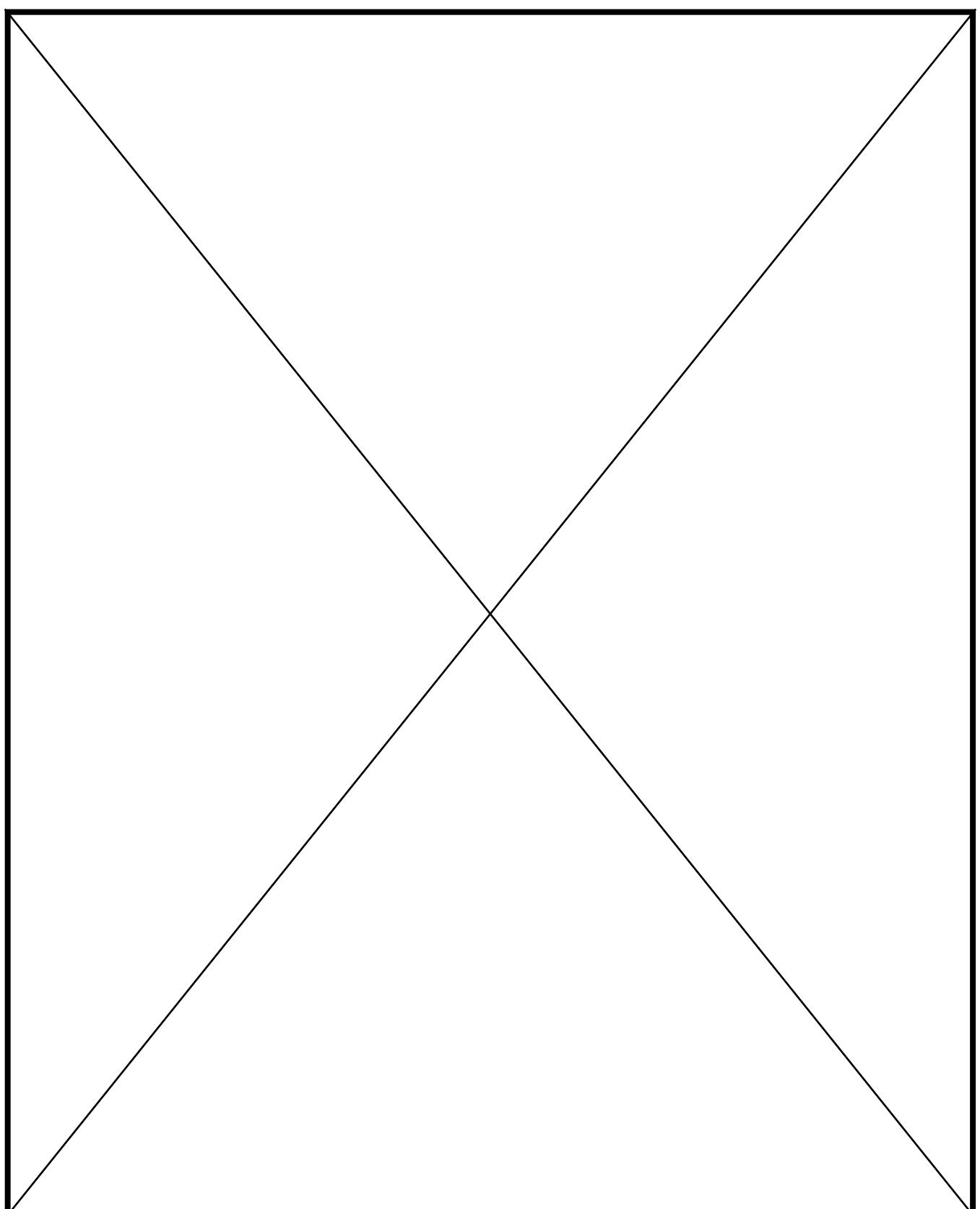


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum
dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non
proident, sunt in culpa qui officia deserunt mollit anim id est laborum

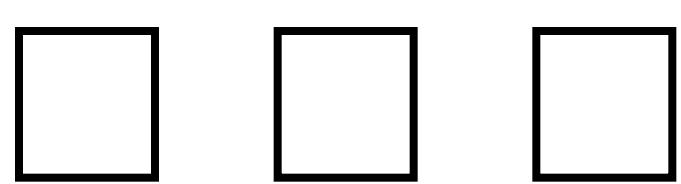


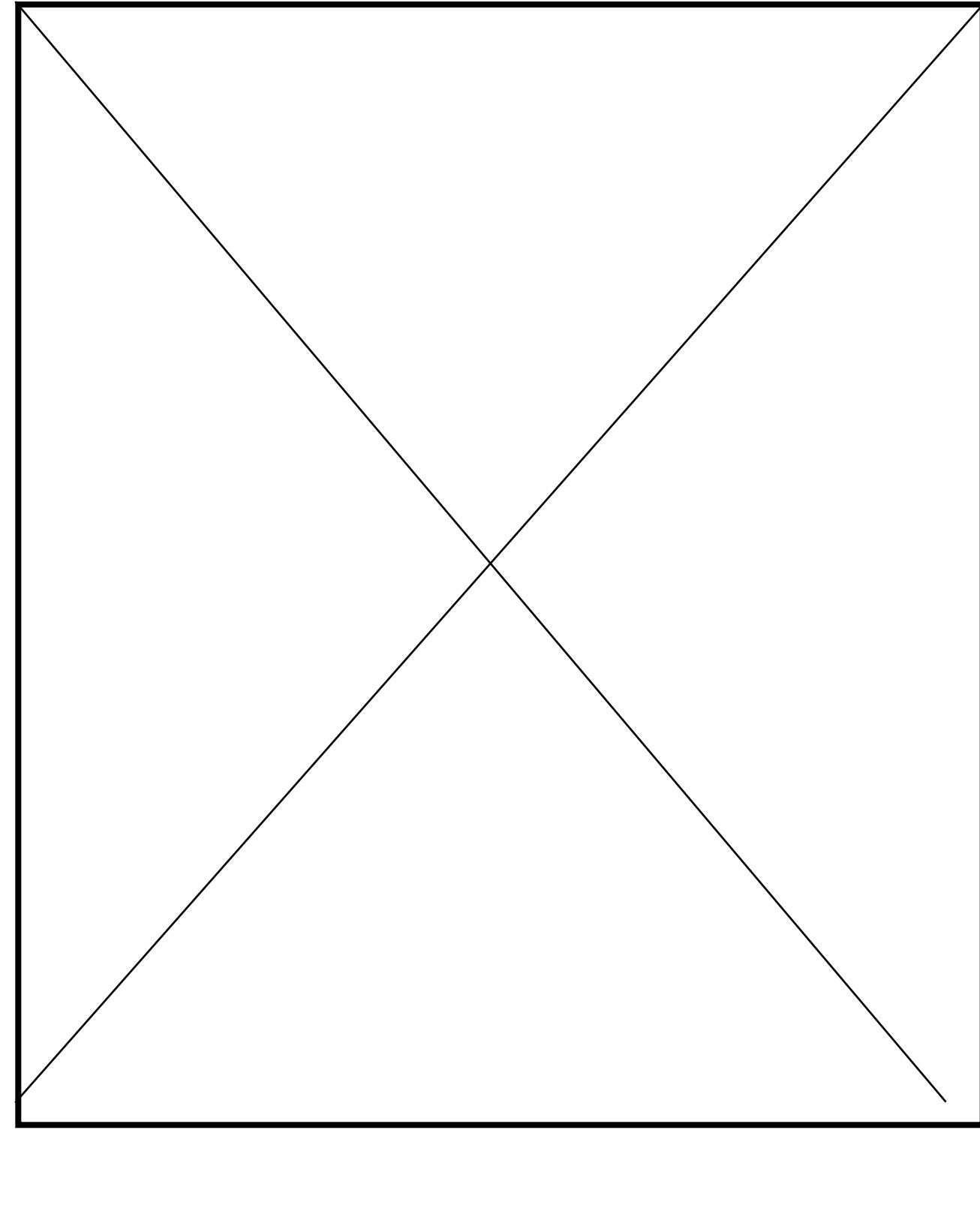
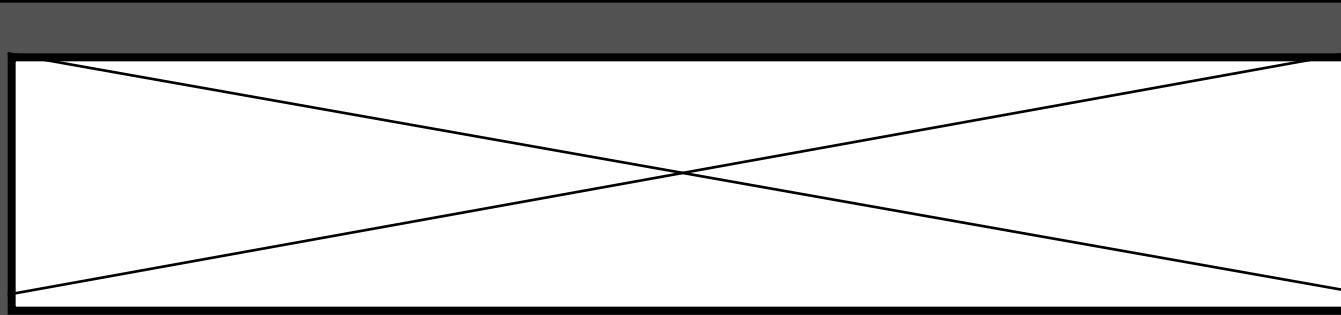
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

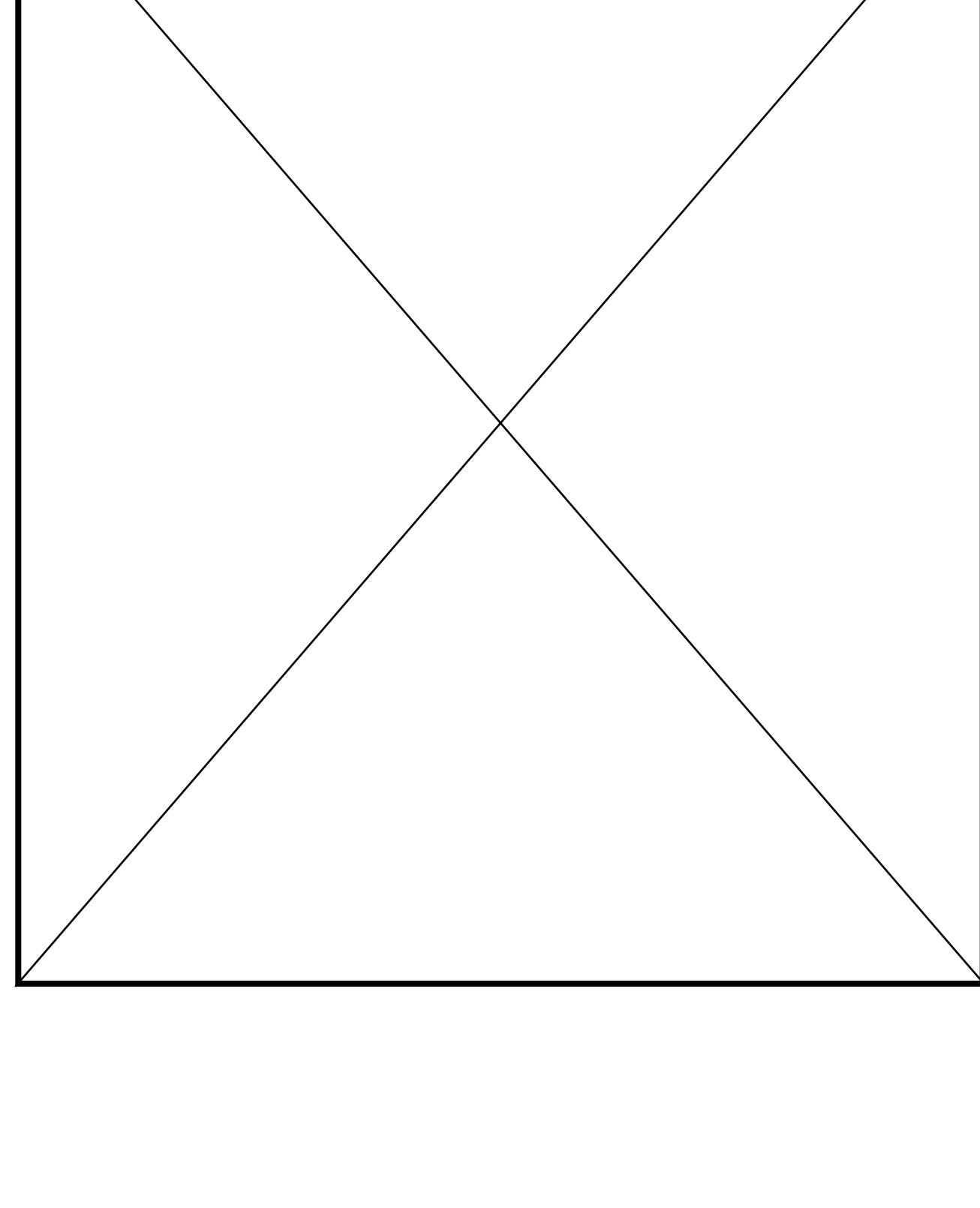
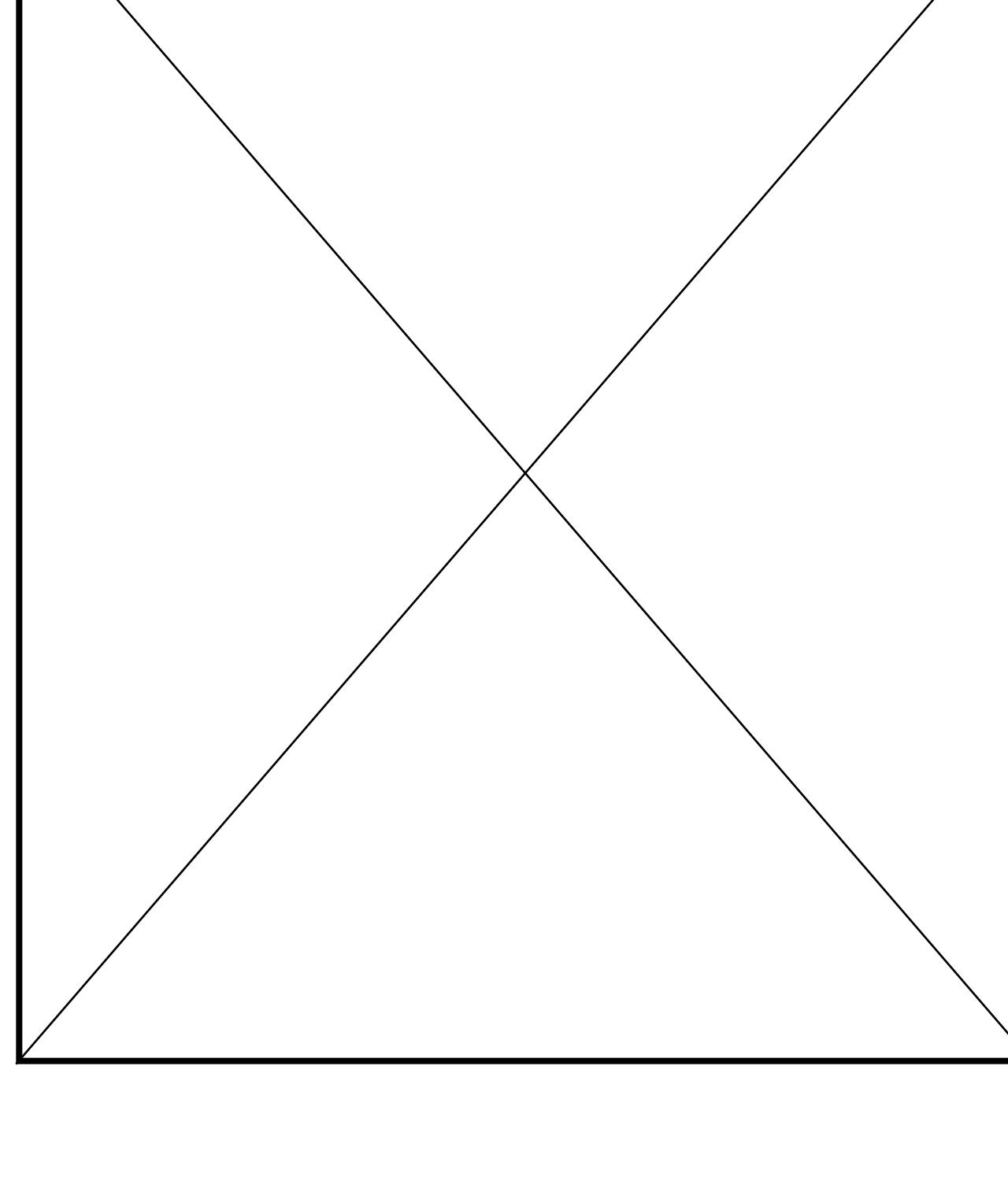
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum





dunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est labo- rum



tation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

