**About Us**

**We are a digital creative agency dedicated to building masterfully crafted design experience. Our goal is to help your brand gain significant recognition in the cooperate world. It's all about giving your brand a unique personality.**

**With a fine mix of creativity, technology, simplicity, strategy, collaboration, and craftsmanship, we are dedicated to bringing your ideas to life.**

**CORE VALUES**

**Creativity**

**Integrity**

**Transparency**

**LOGOS OF PAST CLIENTS**

**Creative design**

Designs are a reflection of what to expect from a company or business. Your design should be a well thought out reflection of what you want potential customers to expect from you. As a creative agency, our goal is to help you create a solid visual identity that cuts through the noise and express who you are.

**Brand Strategy**

Do you have an idea of what your vision and mission are as a brand? Are you confused as to how to pass your message across to potential customers? Well, look no further! We can help you strategically position your brand in your industry.

**Web Design**

With the advent of technology, your website is one way to reach potential customers and be able to interact without necessarily meeting physically. Let us help you design and build a beautiful professional website that befits your brand and connects your services to the right customer.

**UI/UX**

Do you want to build a website? One that takes the online experience of the customer seriously? We are your one-stop-shop for all UI/UX services as we apply behavioral science to customer experience to design engaging digital products enjoyed by millions of people.

**Motion Graphics**

Do you want to infuse more life into your website? Do you have a story to tell? Well, look no further, we are a creative and diverse team with a shared desire to build the best user experiences and provide the best possible result for you as a client.

**Video Production**

As the digital world is constantly evolving, we help you build a solid visual online identity and develop creative experiences that can help to grab the attention of your audience. We conceptualize and develop launch campaigns that intrigue your audience,

pass your message across and compel them to act.

MY WORKS

Samples…

**Are you ready to start something new?**

**Let's build together!**

**Contact us @....**

CASE STUDIES

Dr. Elix

## ****Challenge:****

As part of their plans to enter the international market and build recognition as a global brand, Dr. Ellis Co. decided to reinvent its brand representation to appeal to a multicultural society.

We were required to create a more flexible model while retaining the essence of what was already a successful local brand.

### ****Outcome:****

In line with the desires of the executives at Dr. Ellis Co, we conducted an extensive brand overhaul of the organization.

The company logo, visual identity, PowerPoint templates, signage, and website were all reinvented to guarantee the multicultural and multi-generational acceptance required for an international brand.

**Meetings:**

We isolated the words that were most frequently used in describing the goals of Dr. Ellis Co as the core ideals to build the brand around.

Beauty Wellness Lifestyle Luxury

Identity Confidence Desire Exclusivity

### ****Understanding the customers:****

The customers of Dr. Ellis Co, view the brand as more than a beauty and wellness brand. They believe it to be a central piece in their lifestyle. For these people, the company’s branding must communicate an elevated status – being better than the ordinary.

Understanding the pains and wants of this particular audience was vital in forming the ideal brand for the company.

Simply put, the brand had to make them feel good about themselves. We knew if we could achieve this, it was going to be a hit with the customers.

### ****Design process:****

The re-branding for a company with the kind of ambition Dr. Ellis Co had was always going to be a marathon. This mega-project took a mammoth 5 months to complete.

Due to its importance to the work at hand, we started with redesigning the logo.

**Final Delivery:**

The final logo communicates the luxury it was intended and by extension was a smash hit with the executives at Dr. Ellis Co.

**Video Montage:**

These two short video montages were developed as marketing material to be used in all video-ad campaigns during the re-branding.

**Website:**

Dr. Ellis Co also got a sleek website optimized for sales with an e-commerce section and automated chat-box.

Preview the beta version of the site.

Convallis Attorneys

### The Challenge:

For a company looking to indicate a new direction and the dawn of a new era, getting the details of their visual rebranding spot on was crucial. The focus of our task was to convey a breath of fresh air in a profession that is steeped deep in tradition. We were tasked with creating an identity that was both modern and appealing to customers across several generations – making corporate law attractive.

### The Outcome:

To help Convallis Partners achieve its desires, we rejigged their logo and marketing material to convey their strengths in a warm and confidence-inspiring way. We also created a modern, user-friendly website to improve accessibility to potential clients. The result has been a 300% increase in client appointments and a recorded improvement in the organization’s brand recognition statewide.

### The Meetings:

Over the next month, we had three physical meetings at their head office and several phone calls with the associates at Convallis Partners.

We believed that seeing the environment in which they operated would give us a broader perspective of where they’d been, what they wanted and where they wanted to be.

### Strategy:

During our several conversations with the partners at Convallis, we noted a few words that were regularly used to describe what they wanted. These words became the centerpiece of our design plans.

Words:

Loyalty Creativity Adaptability Integrity

Strength Inclusiveness Evocative Friendly

### Final Delivery:

After 4 weeks of constant chopping and changing to improve the design, we arrived at a new logo and unique responsive website which highlighted a clear shift in the way the firm wanted to do business.