



ALJ STUDIO CREATIVE

ALJCREATIVESTUDIO.COM

BRANDBOOK & IDENTITY

ALJ STUDIO CREATIVE IS BUILT FOR BRANDS THAT WANT TO STAND OUT WITH **INTENTION. STRONG VISUALS, BOLD CREATIVITY, AND STRATEGIC THINKING** COME TOGETHER TO CREATE CONTENT THAT **INSPIRES TRUST AND DRIVES ACTION**. THIS BRANDBOOK IS THE FOUNDATION, THE BEGINNING OF A STRONGER, CLEARER, AND MORE IMPACTFUL CREATIVE IDENTITY. ⁽⁰¹⁾

ABOUT ALJ (01)
VISION & MISSION (02)
CORE SERVICES (03)
VOICE & TONE (04)
BRAND TOOLKIT (05)
COLOR PALETTE (06)
TYPOGRAPHY (07)
SOCIAL MEDIA (08)

BRAND STORYTELLING

ALJ STUDIO CREATIVE WAS BORN FROM A BOLD DESIRE TO REDEFINE HOW BRANDS COMMUNICATE IN A FAST-MOVING DIGITAL WORLD. POSITIONED BETWEEN **CREATIVE DISRUPTION** AND **STRATEGIC PARTNERSHIP**, ALJ BLENDS ARTISTIC VISION WITH BUSINESS-ORIENTED THINKING.

HERE, IDEAS TAKE SHAPE THROUGH **POWERFUL VISUALS**, **CINEMATIC EXPERIENCES**, AND **CONTENT ENGINEERED TO CONVERT**. ALJ ISN'T JUST A PRODUCTION STUDIO; IT'S A **CREATIVE ALLY** FOR BUSINESSES SEEKING **TRUST, CLARITY, AND ARTISTIC EXCELLENCE**.

50

CLIENT
TRUSTED US

+100

CREATIVE VIDEO
PRODUCED

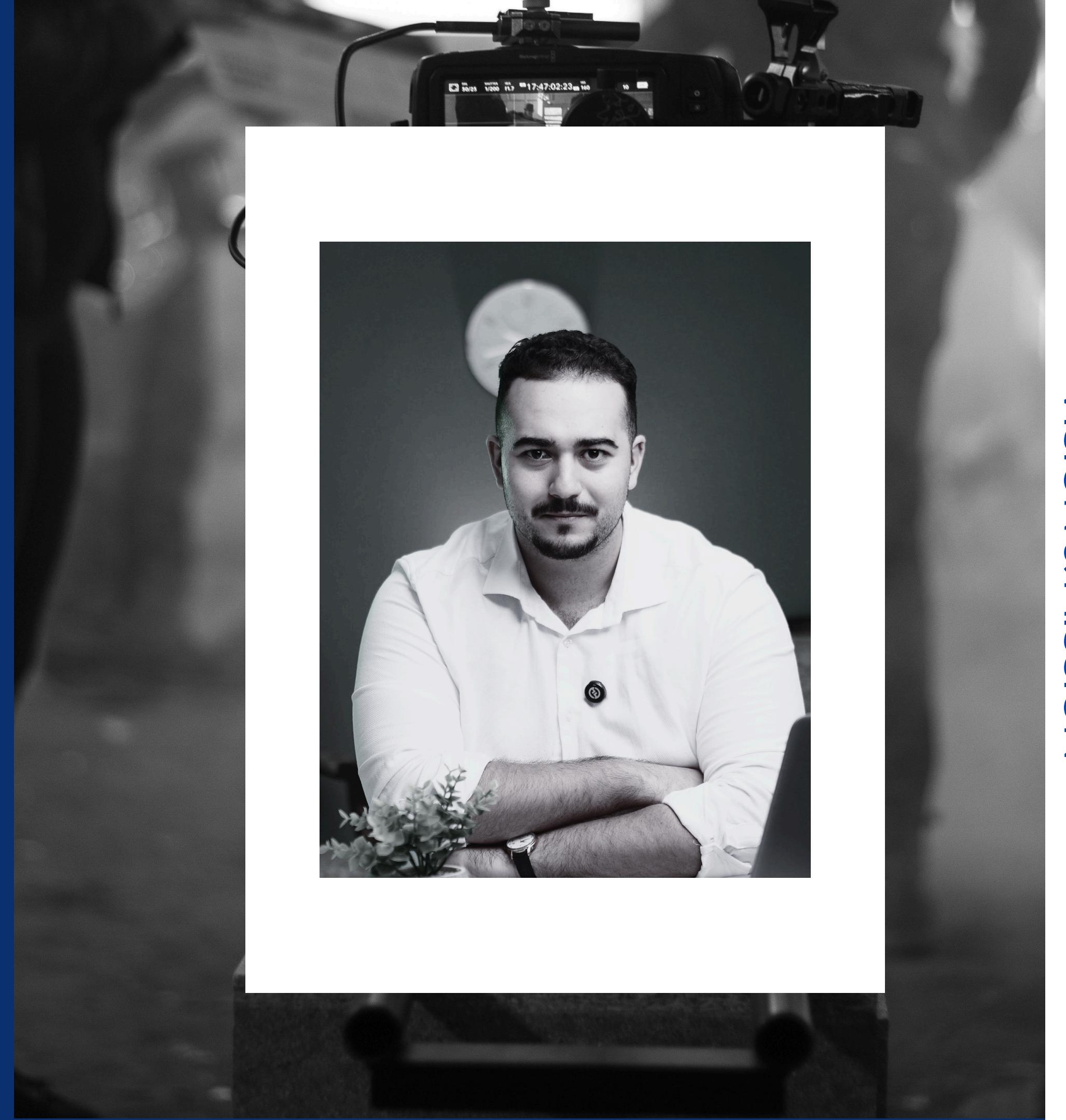


"BEHIND THE SCENES – ALJ STUDIO
CREATIVE VISUAL PROCESS"

ALJ VISION (02)

TO ESTABLISH **ALJ STUDIO CREATIVE** AS MOROCCO'S LEADING BOLD AND ARTISTIC VIDEO STUDIO, DELIVERING HIGH-IMPACT, TRUSTWORTHY, AND MODERN CREATIVE SERVICES THAT SUPPORT BUSINESSES ACROSS THE COUNTRY.

02





ALJ MISSION

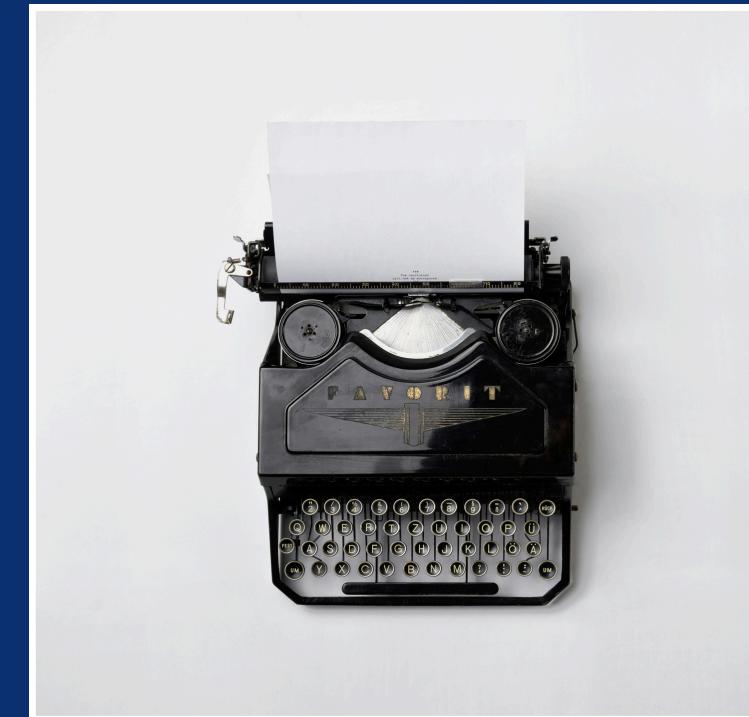
TO DELIVER HIGH-QUALITY, STRATEGIC, AND INNOVATIVE VIDEO CONTENT, FROM IDEATION TO EXECUTION, HELPING BUSINESSES GROW THROUGH **TRUST, CREATIVITY, AND TAILORED VISUAL EXPERIENCES.**

CORE SERVICES

DISCOVERY & STRATEGY (01)



CONTENT PLANNING



CREATIVE DIRECTION
& SCRIPTING



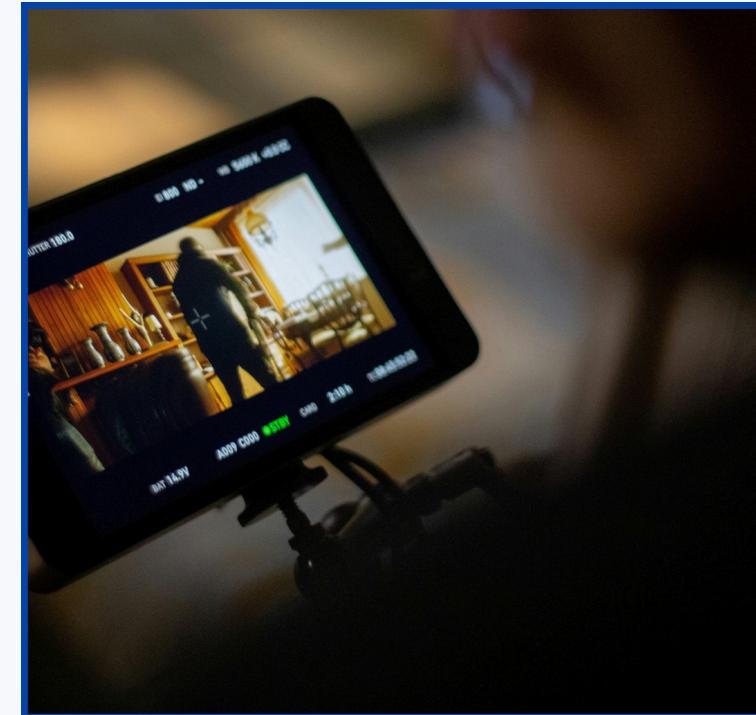
MARKETING STRATEGY

CORE SERVICES

CREATIVE PRODUCTION (02)



MISE EN SCÈNE
(SETUP)



VIDEO SHOOTING



EDITING & POST-
PRODUCTION

CORE SERVICES

TALENT & CREATIVE SUPPORT (03)



UGC CREATORS



MODELS



FULL VIDEO CREATION
FOR ALL INDUSTRIES

VOICE & TONE



TRUSTWORTHY

CLEAR, CONFIDENT, RELIABLE.

CREATIVE

IMAGINATIVE, BOLD, FULL OF FRESH IDEAS.

PROFESSIONAL FRIENDLY

EXPERT YET HUMAN, APPROACHABLE
WITHOUT LOSING AUTHORITY.

TONE GUIDELINES:

COMMUNICATE WITH CLARITY AND PRECISION.
KEEP MESSAGES ACCESSIBLE AND CONSUMABLE.
USE BOLD STATEMENTS BACKED BY EXPERTISE.

VOICE & TONE

THE CREATIVE COLLABORATOR



THE MARKETING MANAGER



THE CREATIVE COLLABORATOR

EMERGING CREATORS SEEK PLATFORMS TO SHINE. **ALJ STUDIO** PROVIDES AN INSPIRING ENVIRONMENT WHERE TALENT COMBINE WITH PROFESSIONAL PRODUCTION, HELPING THEM GROW PORTFOLIOS AND GAIN VISIBILITY.

BRAND PERSONA

Growth, visibility, and creative expression.

Motivation

Professional content that enhances their reputation and online presence.

Gift

Build a structured, inspiring environment with clear art direction.

Strategy

Chaotic projects, unclear direction, or poor creative leadership.

Fear

Build their portfolio and collaborate on quality productions.

Goal

A studio that values creativity and gives them exposure.

Promise

THE MARKETING MANAGER

Achieving campaign success and proving ROI.

Motivation

A creative studio that understands KPIs and produces content that performs.

Gift

Offer smooth workflows, strong planning, and creative leadership.

Strategy

Missing deadlines, inconsistent quality, or lack of creativity.

Fear

Deliver consistent, engaging content that supports campaigns.

Goal

A reliable creative partner who executes fast and professionally.

Promise

JUGGLING CAMPAIGNS AND DEADLINES, THE MARKETING MANAGER SEEKS A DEPENDABLE CREATIVE PARTNER. **ALJ STUDIO** BECOMES THEIR GO-TO TEAM, PRODUCING CONTENT THAT MEETS KPI GOALS WHILE REMAINING VISUALLY COMPELLING.

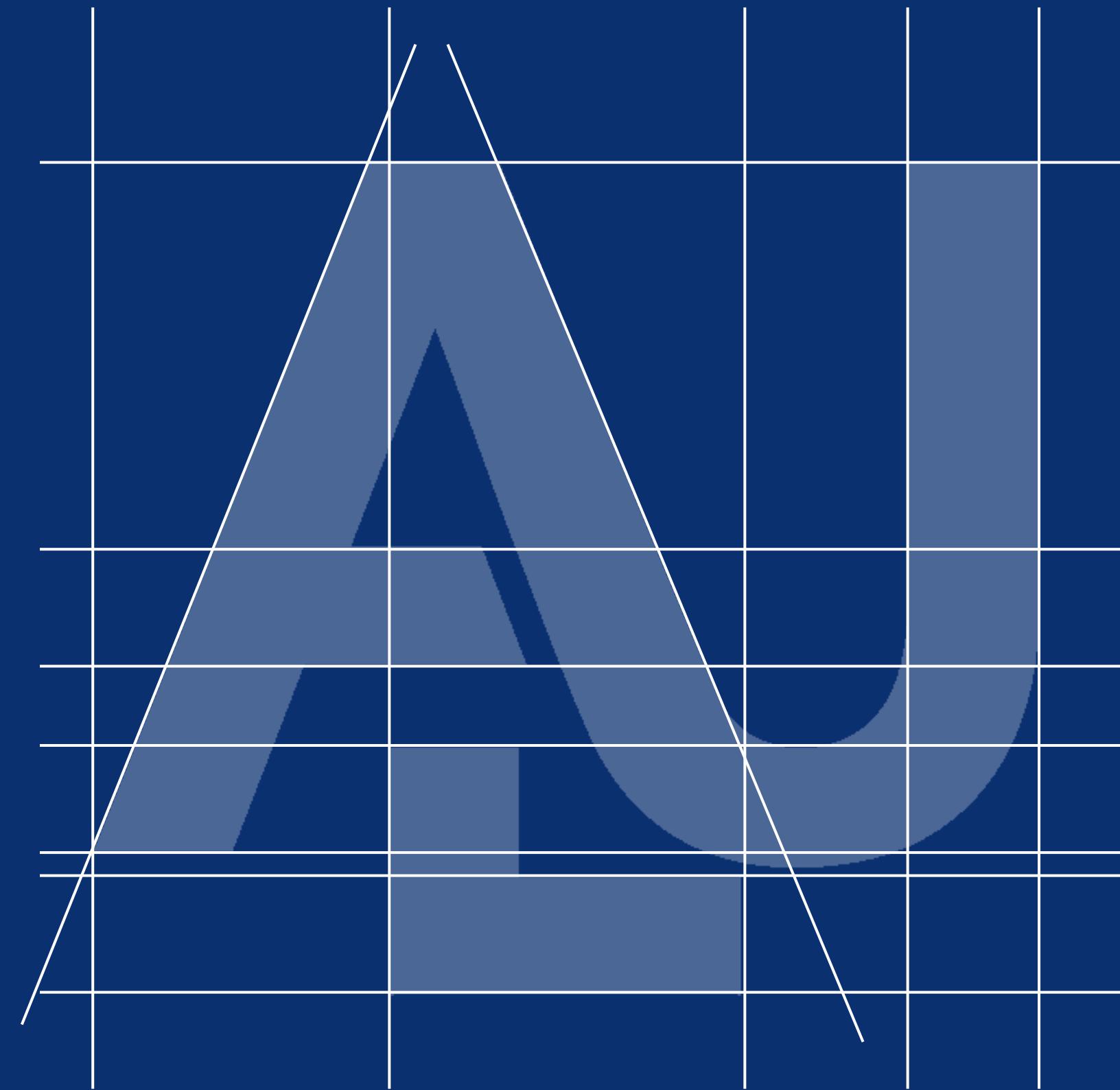
BRAND TOOLKITS⁽⁰⁵⁾

BRANDBOOK & IDENTITY

THE ALJ STUDIO CREATIVE TOOLKIT IS THE OPERATIONAL HEARTBEAT OF THE BRAND.
IT GATHERS EVERY VISUAL, STYLISTIC, AND STRATEGIC ELEMENT INTO ONE UNIFIED SYSTEM, ENSURING CONSISTENCY,
CLARITY, AND IMPACT ACROSS ALL TOUCHPOINTS. **(05)**

PRIMARY ICON

THE ALJ ICON UNITES THE LETTERS A, L, J INTO A MINIMAL, ARCHITECTURAL FORM. THIS UNIFIED SYMBOL REPRESENTS THE STUDIO'S CORE PILLARS, CREATIVITY, STRUCTURE, AND TRUST, CAPTURED IN ONE BOLD VISUAL SIGNATURE.



BRANDBOOK & IDENTITY



ALJCREATIVESTUDIO.COM



AJ creative
studio

FULL
LOGO

"ALJ STUDIO CREATIVE" IN CLEAN, STRONG SANS SERIF
TYPOGRAPHY. MODERN SPACING, BALANCED WEIGHT, BOLD
PRESENCE.

AJ creative
studio

AJ creative
studio

AJ creative
studio

DO

USE BOLD COLORS FOR EMPHASIS

USE LIGHT COLORS FOR SPACE + CLARITY

MAINTAIN CONTRAST FOR ACCESSIBILITY

DON'T

DON'T MIX UNAPPROVED TONES

DON'T CROWD TOO MANY COLORS IN ONE LAYOUT

DON'T PLACE YELLOW TONES ON WHITE TEXTS

COLOR PALETTE

OUR PRIMARY COLORS REFLECT THE CORE OF OUR STUDIO, **BOLD**, **PURPOSEFUL**, AND **CREATIVELY DRIVEN**.
DEEP BLUES EXPRESS **TRUST** AND **CLARITY**, WHILE WARM AMBERS BRING **ENERGY** AND **INNOVATION**.

MIDNIGHT NAVY

#0A3070

ROYAL BLUE

#0344AA

SAFFRON ORANGE

#F18701

AMBER

#F7B801

SOFT STEEL BLUE

#B1C7D6

COLOR PALETTE

SECONDARY COLOR PALETTE



#000000



#D8D8D8



#F7F8FB

OUR SECONDARY COLORS PROVIDE THE FOUNDATION FOR A CLEAN AND MODERN AESTHETIC. BLACK ADDS **PRECISION**, WHILE LIGHT GREYS AND OFF-WHITE OFFER **SIMPLICITY** AND **BALANCE**.

TYPOGRAPHY

Plus Jakarta Sans

CHOSEN FOR ITS CLEAN, MODERN, AND HUMAN-CENTERED AESTHETIC, **PLUS JAKARTA SANS** REINFORCES **ALJ STUDIO**'S APPROACHABLE YET PROFESSIONAL VOICE. ITS BALANCED GEOMETRY AND SOFT CURVES MAKE IT IDEAL FOR BOTH **BRAND IDENTITY AND COMMUNICATION**.

Aa

Regular

Bb

Semi-Bold

Cc

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890&\$:~

TYPOGRAPHY

PRAGMATICA

WE USE **PRAGMATICA** FOR ITS CLEAN, HUMAN-CENTERED AESTHETIC THAT REINFORCES **ALJ STUDIO**'S CLARITY AND STRUCTURED THINKING. ITS BALANCED FORMS MAKE IT IDEAL FOR **BODY TEXT**, **CAPTIONS**, AND **DETAILED INFORMATION**, KEEPING EVERY PARAGRAPH **READABLE**, **MINIMAL**, AND **EFFORTLESSLY ACCESSIBLE**.

Aa Cc

Regular

Bold

ABCDSEFGHIJKLM
NOPQRSTUVWXYZ
1234567890&%\$!~

TYPOGRAPHY

Gotham

Aa Bb Cc

Regular

Semi-Bold

Bold

WE USE **GOTHAM** FOR ITS MODERN PRESENCE THAT REFLECTS OUR PROFESSIONAL AND DESIGN-DRIVEN IDENTITY. ITS GEOMETRIC PRECISION GIVES STRENGTH TO **SUBHEADINGS**, **HIGHLIGHTS**, AND **STRUCTURED SECTIONS**, ADDING **AUTHORITY** AND **CONTEMPORARY SOPHISTICATION** TO KEY MESSAGES.

ABCDSEFGHIJKLM
NOPQRSTUVWXYZ
1234567890&%\$!~

TYPOGRAPHY

Montserrat

WE USE **MONTserrat** FOR ITS BOLD, GEOMETRIC, AND CONTEMPORARY AESTHETIC, PERFECTLY ALIGNING WITH **ALJ STUDIO**'S MODERN AND CONFIDENT BRAND IDENTITY. IT WORKS BEAUTIFULLY FOR **TITLES, HEADERS, AND STATEMENTS**, ENSURING **CLARITY, IMPACT, AND MEMORABILITY**.

Aa Bb Cc

Regular

Semi-Bold

Bold

ABCDSEFGHIJKLM
NOPQRSTUVWXYZ
1234567890&%\$!~

SOCIAL MEDIA GOALS (08)

BRANDBOOK & IDENTITY

ALJ STUDIO CREATIVE LEVERAGES SOCIAL MEDIA NOT JUST FOR VISIBILITY, BUT **AS A STRATEGIC TOOL TO GENERATE LEADS, CONVERT CLIENTS, AND BUILD LASTING RELATIONSHIPS**. EACH POST, REEL, AND CAROUSEL IS DESIGNED TO SHOWCASE EXPERTISE, INSPIRE TRUST, AND DRIVE ACTION. (08)

GROWTH TARGETS

+15%

**FOLLOWERS
EVERY QUARTER**

~3

**VIRAL-FORMAT
VIDEOS PER MONTH**

+25%

**ENGAGEMENT
RATE IN 2 MONTHS**

OUR AIM IS TO STEADILY GROW OUR AUDIENCE AND ENGAGEMENT, REACHING POTENTIAL CLIENTS ORGANICALLY TO ENSURE BOTH AN INFLUENTIAL AND A DISCOVERABLE PRESENCE.

CONTENT STRATEGY

1

CAROUSEL PER
WEEK

2

EDUCATIONAL POST
PER WEEK

3

REELS PER WEEK

WITH 3 WEEKLY REELS (BTS, CLIENTS, TIPS), 1 CAROUSEL (CASE STUDIES, STORYTELLING), AND 1 EDUCATIONAL POST (VIDEO & BRANDING), WE DELIVER VALUE WHILE KEEPING OUR ALJ STUDIO TOP OF MIND.

CONVERSION GOALS

+30%

FOLLOWERS
EVERY QUARTER

~10

VIRAL-FORMAT
VIDEOS PER MONTH

~5

NEW CLIENTS PER
MONTH

EVERY CONTENT PIECE IS DESIGNED FOR RESULTS: +30% INQUIRIES IN 90 DAYS, ~5 NEW CLIENTS MONTHLY, 10 PER QUARTER, AND A MONTHLY LEAD-MAGNET VIDEO, TURNING ENGAGEMENT INTO REAL OPPORTUNITIES.

BRANDBOOK & IDENTITY

THIS BRANDBOOK IS MORE THAN GUIDELINES —
IT'S THE BLUEPRINT FOR EVERY IDEA WE CRAFT, EVERY FRAME WE SHOOT, AND EVERY PARTNERSHIP WE BUILD.
WITH **CLARITY, CREATIVITY, AND CONSISTENCY**, ALJ STUDIO CREATIVE MOVES FORWARD WITH A UNIFIED VOICE AND A SHARED VISION.
TOGETHER, WE SHAPE CONTENT THAT PERFORMS, INSPIRES, AND STANDS OUT.
THE FUTURE IS IN MOTION. AND SO ARE WE.

ALJCREATIVESTUDIO.COM

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AJ creative
studio

LET'S WORK TOGETHER