

Product Definition

By Iftekhar Khan

Product Description

A website that helps businesses transform their visual identity through modern branding, and design that provide better user experiences for the customer. From logo redesigns to complete brand overhauls, We provide the tools and knowledge to create a polished end result that resonates with your audience. With customizable branding packages, creative direction, and ongoing design support, We make it simple for businesses to stand out across all platforms.

Purpose Statement

To empower businesses to express who they are through intentional design and branding. Helping companies create authentic, impactful visuals that not only attract attention but also build lasting trust and recognition within their audiences.

User Persona (Primary)

Name: Henry

Age: 35

Location: New York City

Occupation: Coffee Shop Owner

Personality: Extrovert, Not Tech Savvy, Not good at designing,
Loves things done step by step requiring a clear plan.

Henry owns a small but growing coffee shop that's been around for 5 years. While customers love his drinks and cozy atmosphere, his brand feels outdated for example the logo to the menus and social media presence. Competitors nearby have cleaner, more modern branding that's attracting younger crowds, and Henry feels his business is getting left behind.



User Persona (Secondary)

Name: Ahmed

Age: 40-55

Location: Texas

Occupation: Owns a clothing shop and makes his own clothes

Personality: Extrovert, Into Bodybuilding, creative, passionate about design, but struggles with tech and online presentation.

Ahmed runs a small clothing shop where he designs and sells his own garments specifically tailored to activewear and modesty. He's well-known in his community for his craftsmanship and unique style. Customers love his work in person, but he struggles to translate that same creativity into his branding and online presence. Social media and digital marketing feel overwhelming to him, and he often relies on others to help showcase his work.



Top Five Functions of Product

Brand Identity Creation & Refresh

Tools and services to design or update logos, color palettes, typography, and brand guidelines.

Customizable Templates & Design Assets

Ready-made templates for social media, websites, menus, packaging, Easy customization for non-design-savvy users.

Visual Consistency Across Platforms

Helps apply the same brand style to digital platforms (social media, websites)

Guided Rebranding Process

Step-by-step support for businesses rebranding

Makes it easy for users who lack design knowledge or technical skills.

Showcasing & Online Presence Support

Tools and integrations for displaying products/services online (social media kits, website mockups, digital portfolios).

Measure of Success

Stronger Brand Presence

Clients report improved recognition and consistency across online and offline platforms.

User Satisfaction & Ease of Use

Positive feedback from users who find the platform simple and effective.

Client Business Growth

Measurable increases in customer engagement, sales, or online visibility after rebranding.

Competitor's Visual Audit

Name: Digital Silk Design Agency

DIGITALSILK

OUR WORK

Featured Website Design Projects

Custom B2C, B2B and eCommerce solutions
optimized for traffic, engagement and conversion.



FEATURED



B2B



B2C



ECOMMERCE



DIGITALSILK

PREMIUM WEB DESIGN AGENCY

WE GROW BRANDS ONLINE

Custom Websites, Branding & Digital Marketing

[REQUEST A QUOTE >](#)



Best Digital Agency of 2024
Forbes

BABIES RUS

XEROX

SONY

P&G

NYU

NFL

HP

COUNTRY DAY

GRENO SCIENCE

Color Palette

#FFFFFF **WHITE**



#00042A **DARK BLUE**



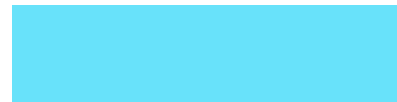
#3B7BCE **BLUE**



#01AFE9 **LIGHT BLUE**



#04E4FF **LIGHTER BLUE**



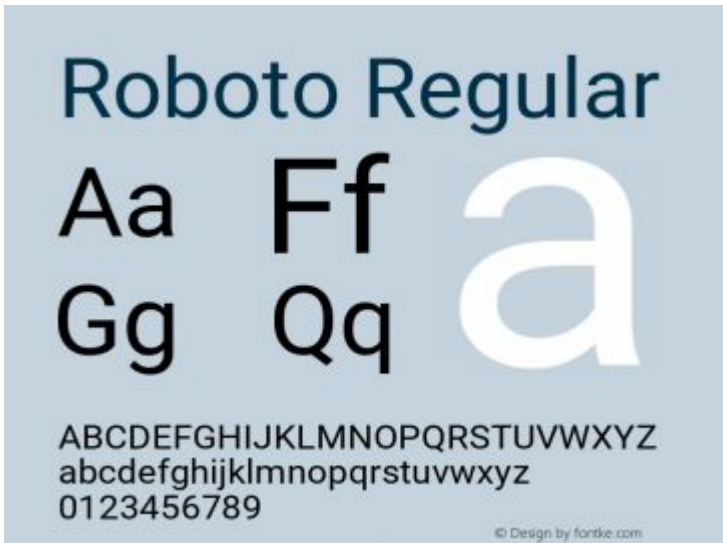
#5F6568 **GRAY**



Typefaces

Roboto Sans-Serif

10px - 150px



Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

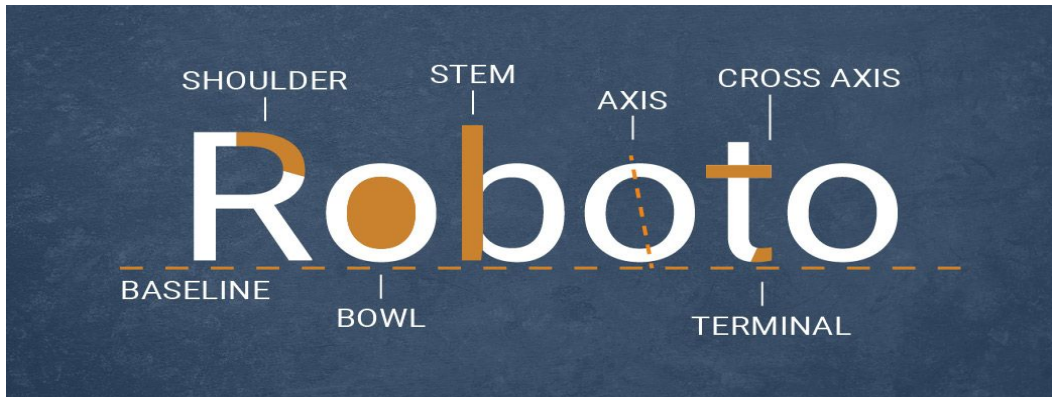
abcdefghijklmnopqrstuvwxyz

0123456789

~ @ # \$ % ^ & * () ! . , ; " '

Objectively innovate empowered manufactured products whereas parallel platforms. Holisticly pre-dominate extensible **testing procedures** for reliable supply chains. services vis-a-vis cutting-edge.

Proactively envisioned multimedia based expertise and cross-media growth strategies. Seamlessly visualize quality intellectual capital without superior collaboration and idea-sharing. Holistically pontificate installed base portals after maintainable products.



Media Types

Images

Videos

Interactive embedded assets

Sliding Images

Primary Function

To create and refine a business's visual identity, ensuring it aligns with the brand's values and appeals to its target audience.