

Brand Identity





Vision

To build a marketing agency that can compete internationally, attracting global clients that pay in first world standards while empowering us to spend and grow in third world standards

Mission

To keep brands on the forefront of innovative marketing. We make it our responsibility to keep our clients well-adjusted for stability and growth in the marketplace.

BRAND QUOTES

“Every question
deserves a creative
answer”



Brand Introduction

Creo Media is a Namibian-based content marketing and creative agency. We deliver end-to-end creative solutions: social media management, strategy, content production (video, photo, design, copy), media placements, and corporate events.

Our Logo

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.







SLATE BLUE

#1C3857

DEEP PLUM

#4B1D34

OLIVE GREEN

#708238

#FF914D

TANGERINE ORANGE

#C8A25F

MUTED GOLD

#A2A9B4

STEEL GREY

BRAND TYPEFACE

PLAYFAIR DISPLAY

1234567890*&\$#@!{}[]()

abcdefghijklmnpqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ



TYPOGRAPHY

Playfair Display - Bold

H1 – STIXGeneral Used for large headings, titles, and impactful brand statements. STIXGeneral brings a timeless, intelligent tone—ideal for expressing authority and creative depth.

H1

H2 – PT Serif

Used for subheadings, section titles, and supporting headers. PT Serif offers strong readability with a warm, humanistic feel—perfect for guiding the reader through content with clarity.

H2

PT Serif - Regular

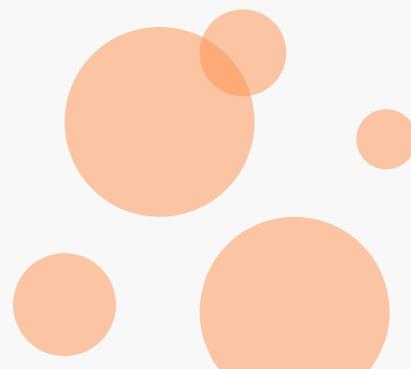
H3 – Open Sans

Used for body text, captions, UI elements, and small labels. Lucida Grande ensures maximum legibility in digital and print applications, maintaining a clean, modern presence across all formats.

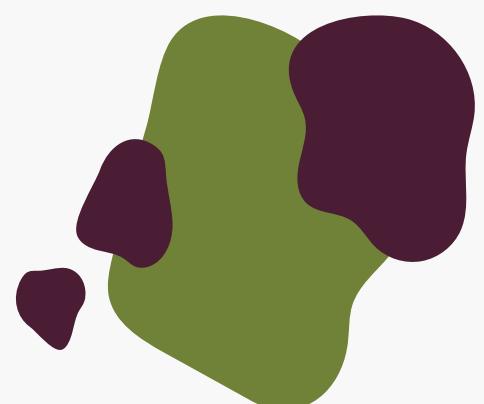
H3

Open - Regular

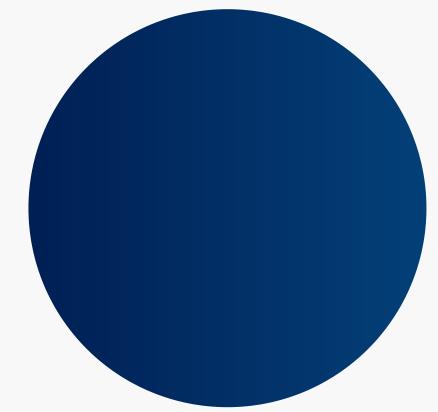
Element & Illustration



ELEMENT 1



ELEMENT 2



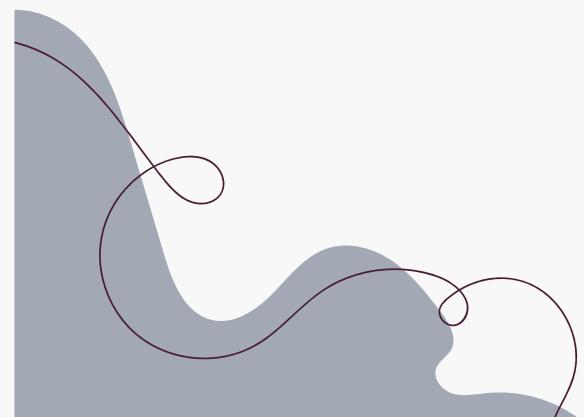
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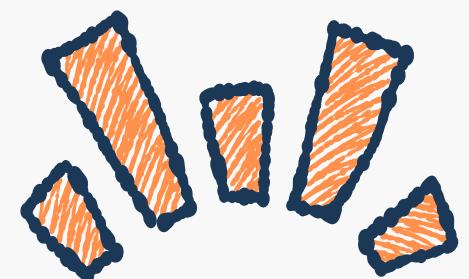
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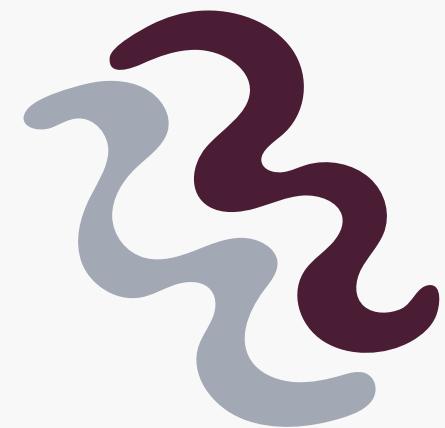
ELEMENT 5



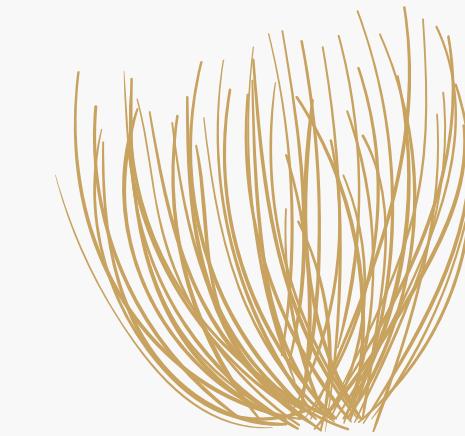
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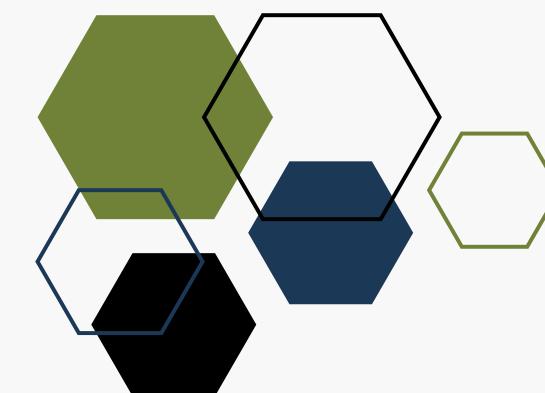
ELEMENT 7



ELEMENT 8



ELEMENT 9

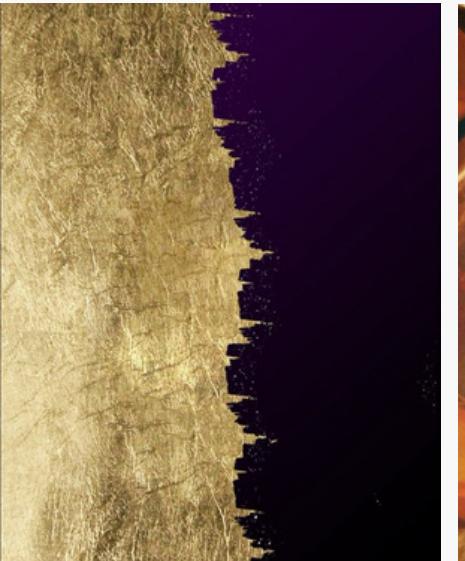
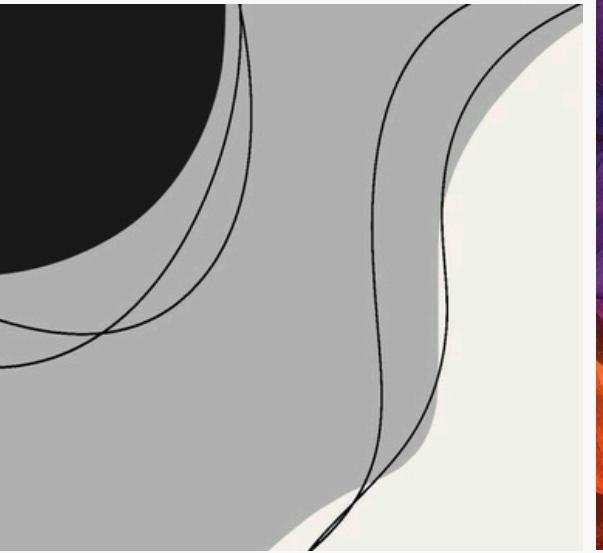
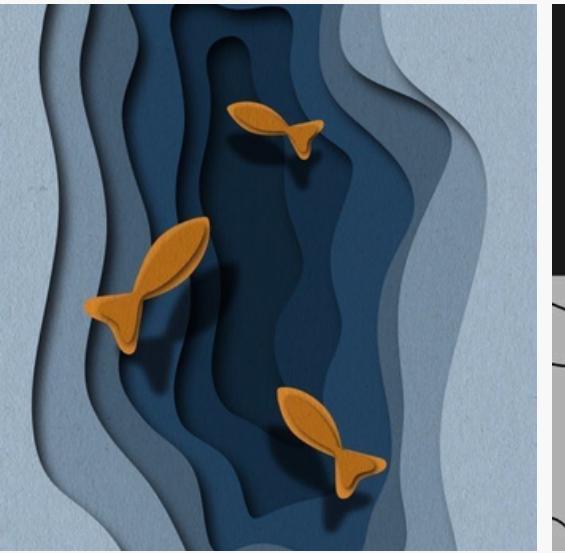
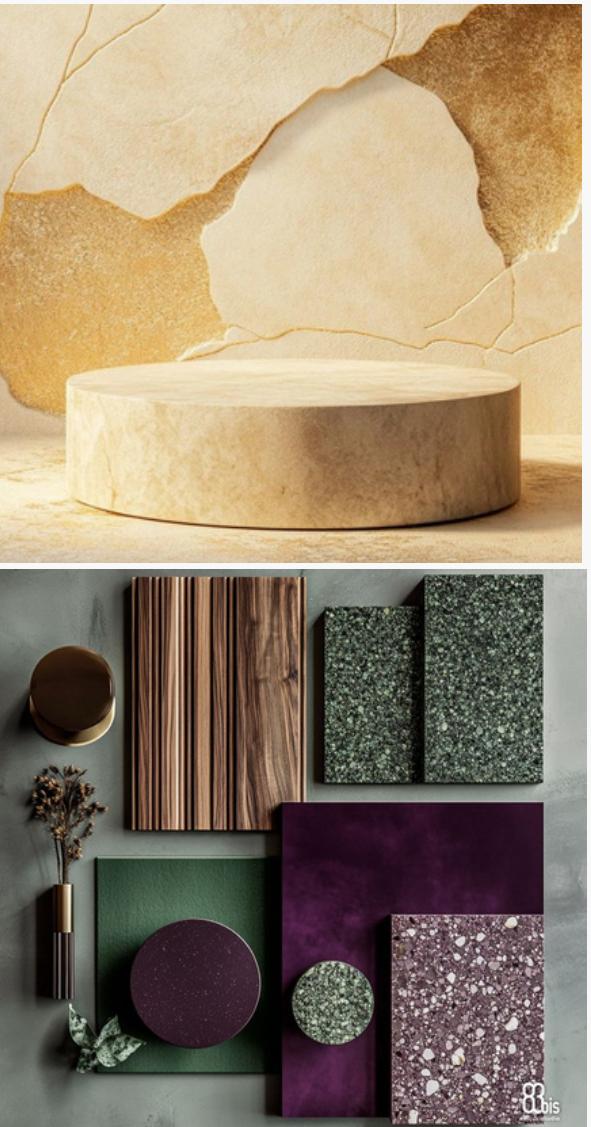
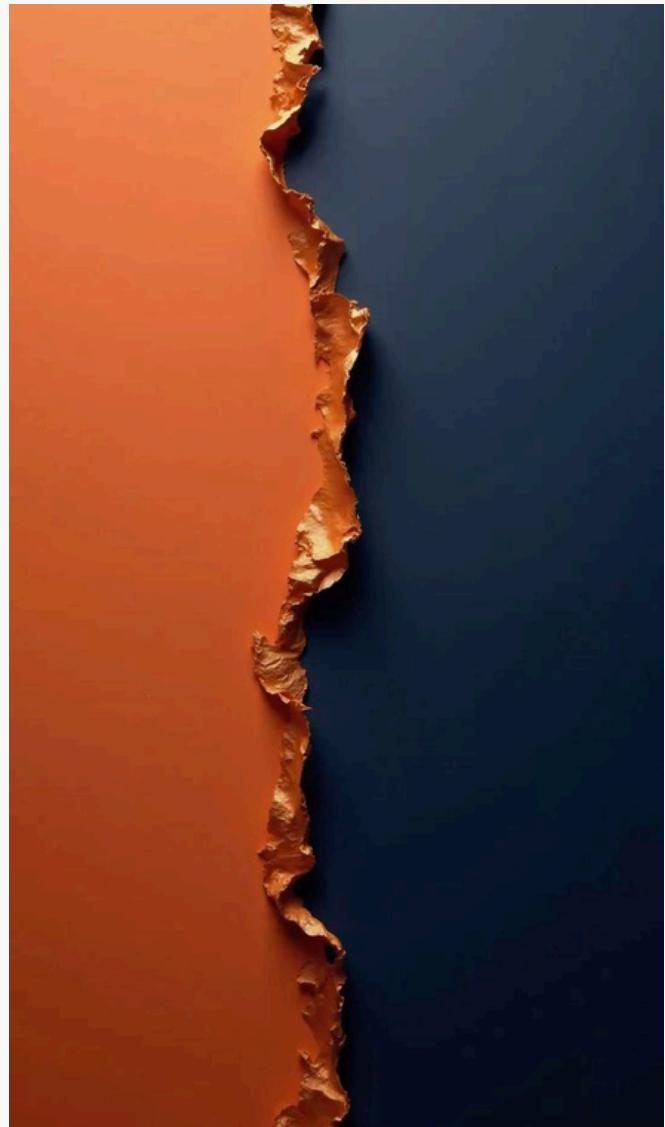


ELEMENT 10

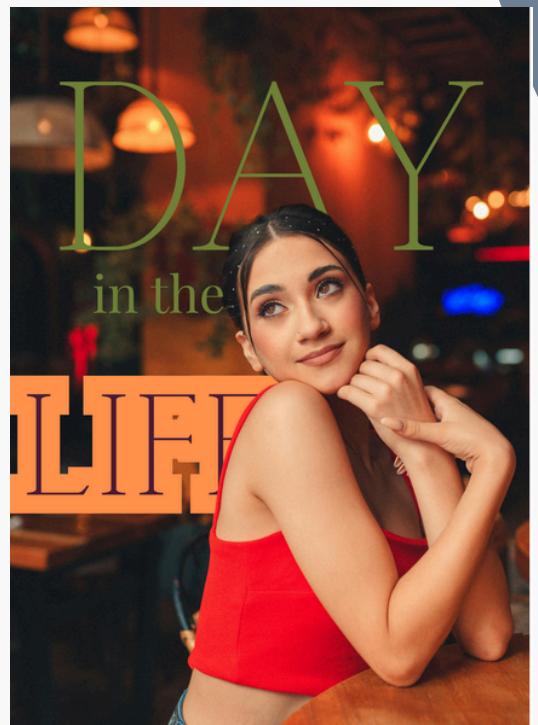
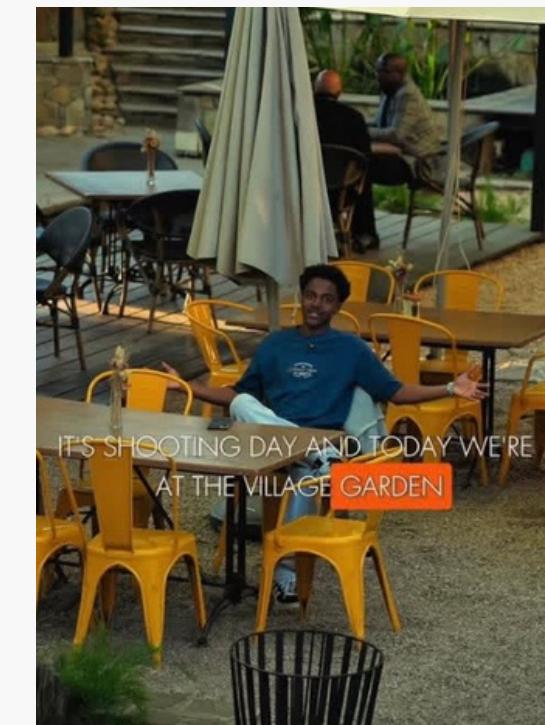
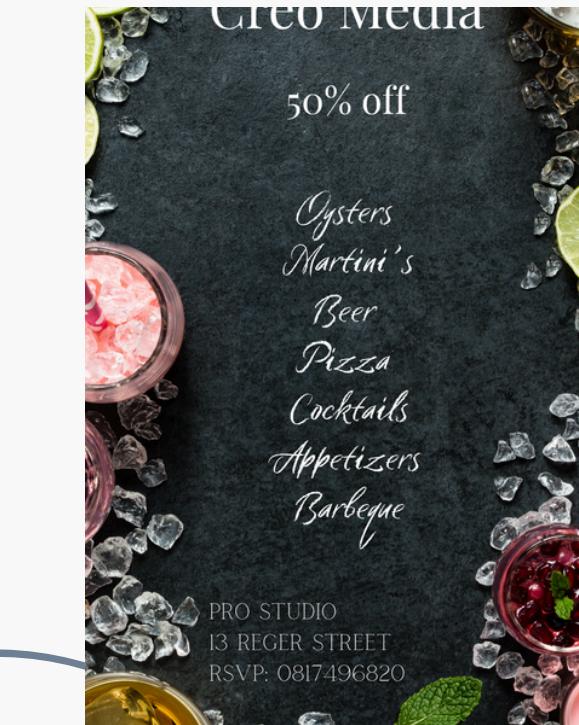
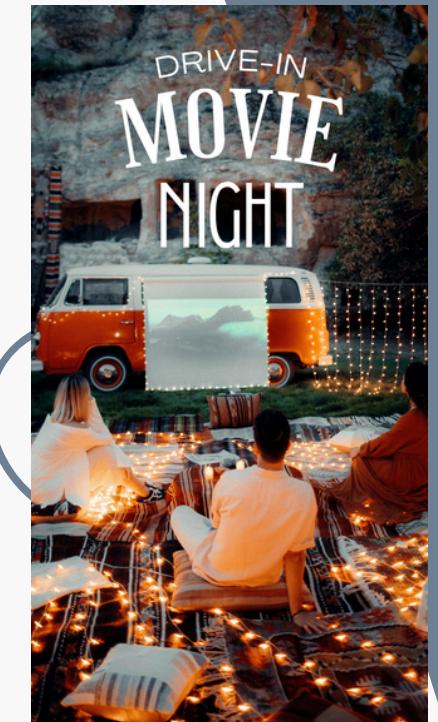
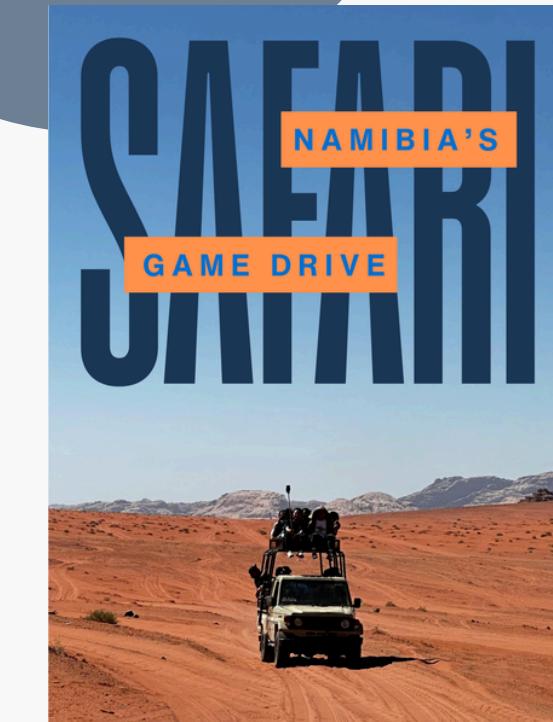
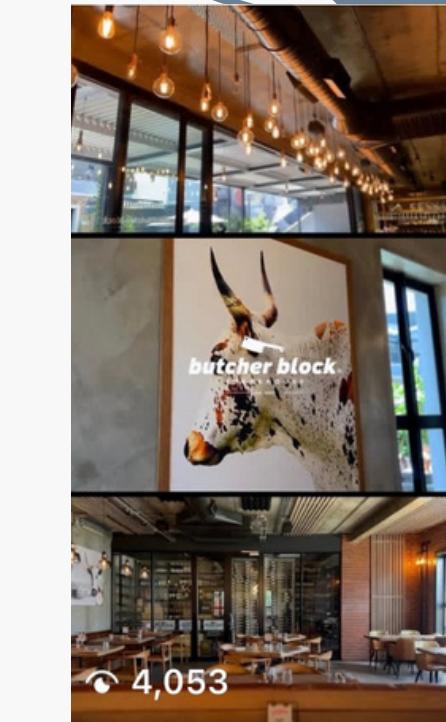
MOCK UPS



MOOD BOARD



IG AESTHETIC BOARD



Voice & Tone

Our brand voice is professional yet friendly, reflecting our commitment to exceptional customer service. Our tone adapts depending on the context and audience.

Confident

Inspiring

Exclusive

Creative

Forward-Looking

Authentic

Playful

Voice & Tone in captions

SITUATION	SENTENCE STYLE	EXAMPLES
TAGLINE	SHORT, BOLD	WE DON'T JUST CREATE CONTENT, WE CRAFT EXPERIENCES
SOCIAL POST	ACTIVE, MOVEMENT-ORIENTED	STORIES THAT TRAVEL BEYOND BORDERS
ABOUT PAGE	CREDIBLE, AUTHENTIC	AT THE INTERSECTION OF CLARITY AND IMPACT, WE BUILD CONTENT EXPERIENCES THAT FEEL INEVITABLE - AUTHENTIC, BOLD, AND DESIGNED FOR WHAT'S NEXT
CASE STUDY	OUTCOME-FOCUSED	WHEN A STORY EARNS ATTENTION, IT CHANGES OUTCOMES. WE PARTNERED WITH (CLIENT) TO TURN IDEAS INTO MEASURABLE IMPACT
NEWSLETTER	INVITING, FORWARD	FORWARD-FOCUSED STORIES, CRAFTED WITH CARE