

CREATOO  
OOOONS.

# About Us

Creatoons is a branding company that is passionate about its work and optimistic about the world. We live and breathe creativity, collaboration, and a relentless pursuit of excellence.

Our mission is to partner with exceptional individuals and create impactful brands, designs, and experiences.

# **Brand Strategy**

Brand Positioning, Brand Personality, Brand Differentiation, Voice and Tone, Brand Promise, Naming, Brand Messaging, Brand Narrative and Brand Story

# **Brand Design**

Identity Design, Visual Strategy, Visual Elements, Iconography, Illustrations, Branded Collateral and Brand Guide Book

# **Brand Building**

UX/UI Design, Packaging Design, Photography, Advertisements, Campaign Marketing, Social Media Marketing and Digital Marketing

**WE'RE PROUD OF THE  
WORK WE'VE DONE**

But we believe that our best is yet to come!

Brand Refresh

**Spicta**



Spicta created a range of oral health care products that are non-toxic, safe for both the users and the environment, extremely refreshing because of their unique ingredients, and above all - far far away from boring. They're on a mission to create awareness around safe and clean oral care routines, and we were excited to be a part of it!

The challenge? To hit refresh on their brand strategy and packaging.



Old logo

spicta

New logo



From consumer insights we discovered that consumers were enjoying the uniquely-flavoured oral healthcare products offered by Spicta.

So, we made sure that this “experience” stayed with the consumer throughout the day. And well, also the night.

How, you ask? By highlighting the name of the ingredient and combining it with a subtle illustrative presentation of the same ingredient. We skipped the word “flavour” and went ahead with the word “experience” because that is what Spicta represents at the end of the day. Oh, and at the start of it too!

All our efforts to brush off the mindless choosing of oral healthcare products paid off!

Here's what happened: The rebranding charmed the existing users AND attracted a new group of oral hygiene enthusiasts.

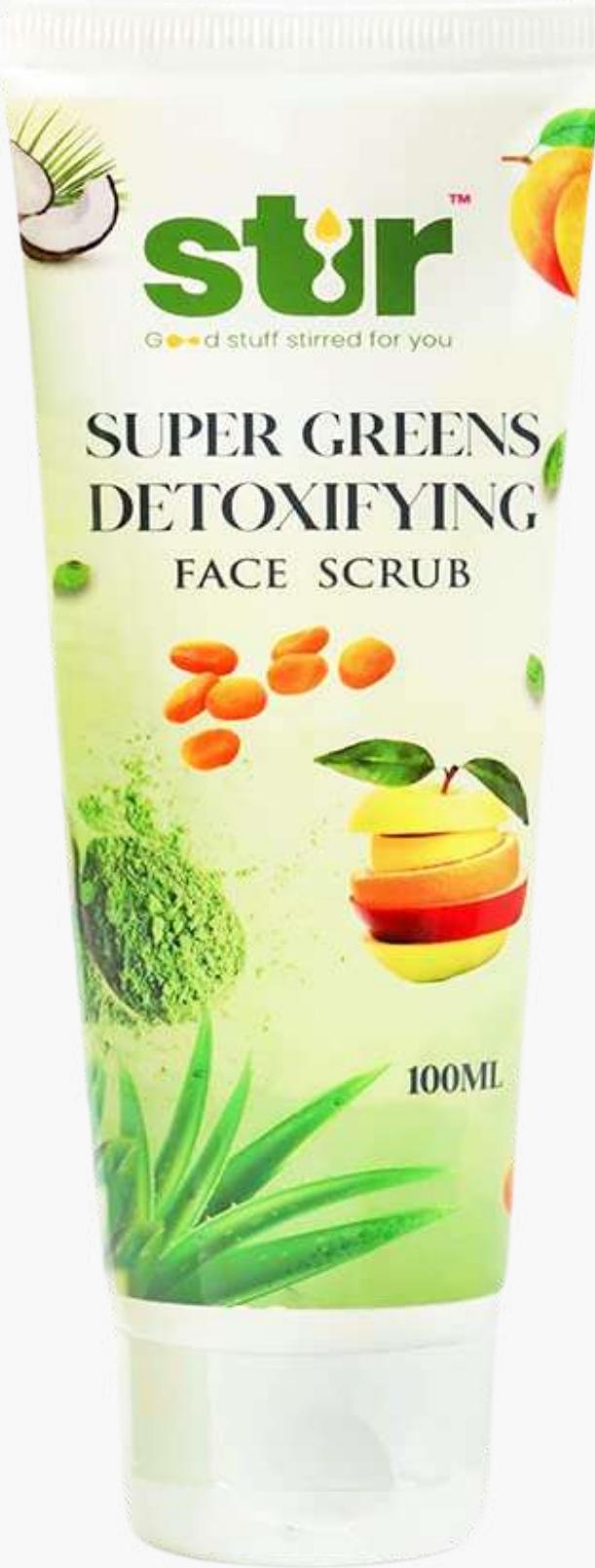




Rebranding  
**Pause**

The 'care' in skincare had started taking a backseat. With people blindly following trends and social media recommendations, there was a dearth of a skincare brand that actually wanted you to STOP AND REFLECT. And so, emerged Pause - a skincare range that embodies mindful and gentle self-care routines.





Before

After

## The saga of the Sage

We defined the brand archetype as Sage.  
As it is all for mindful skincare over  
uninformed, reckless buying.

Keeping this in mind, we designed a logo depicting a sage sitting cross-legged to promote calmness, mindfulness, and insightfulness. With the hands of the sage together in front, it also forms the pause icon that ultimately promotes the brand philosophy to TAKE A PAUSE.



p a u s e

Have you ever wondered why being outdoors makes you feel calmer than being indoors? Because that is when you can connect with nature in more ways than one.

Therefore, every Pause product package was designed to represent a different element combined with an earthy colour palette that promotes a sense of ease and gentleness.

Sounds soothing, right? Well, that was our aim!



Spatial Design

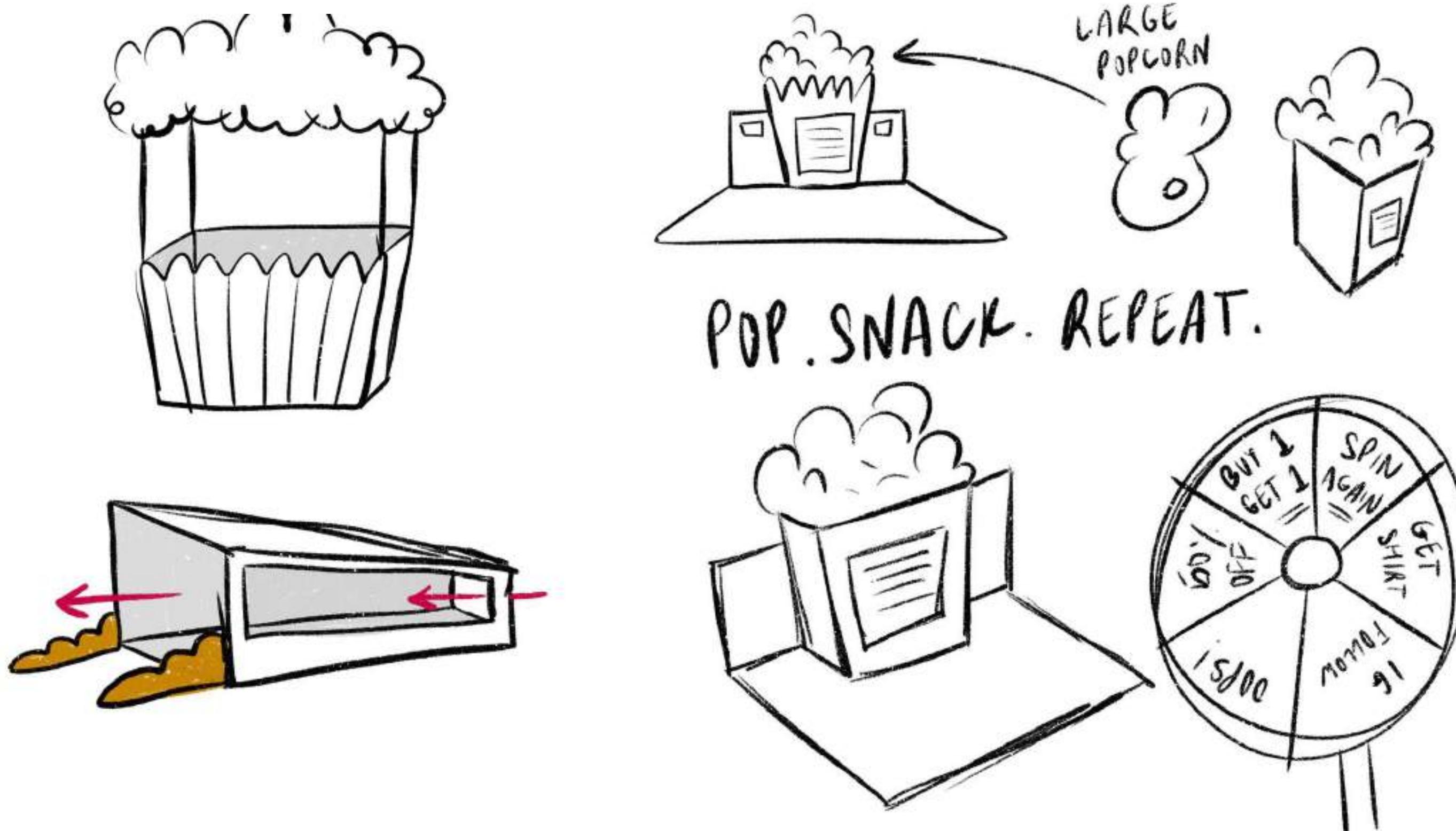
Ultrapop

When they said “Baap baap hota hai!” they weren't lying. Because UltraPOP is literally the father of all POPcorn innovations out there. From bringing you drool-worthy flavours to providing you with a non-fried munching option that is good for your gut, it makes for the perfect snack for all you snaccs out there!

So, when we got a chance to help them make their booth pop out, we started jumping up and down just like those tiny ready-to-burst kernels!



We started having corn-versations around designing a booth that's both; huge enough to spot from afar, and attractive enough to make the customers want to get in and check out all the yummy things that Ultrapop has to offer.

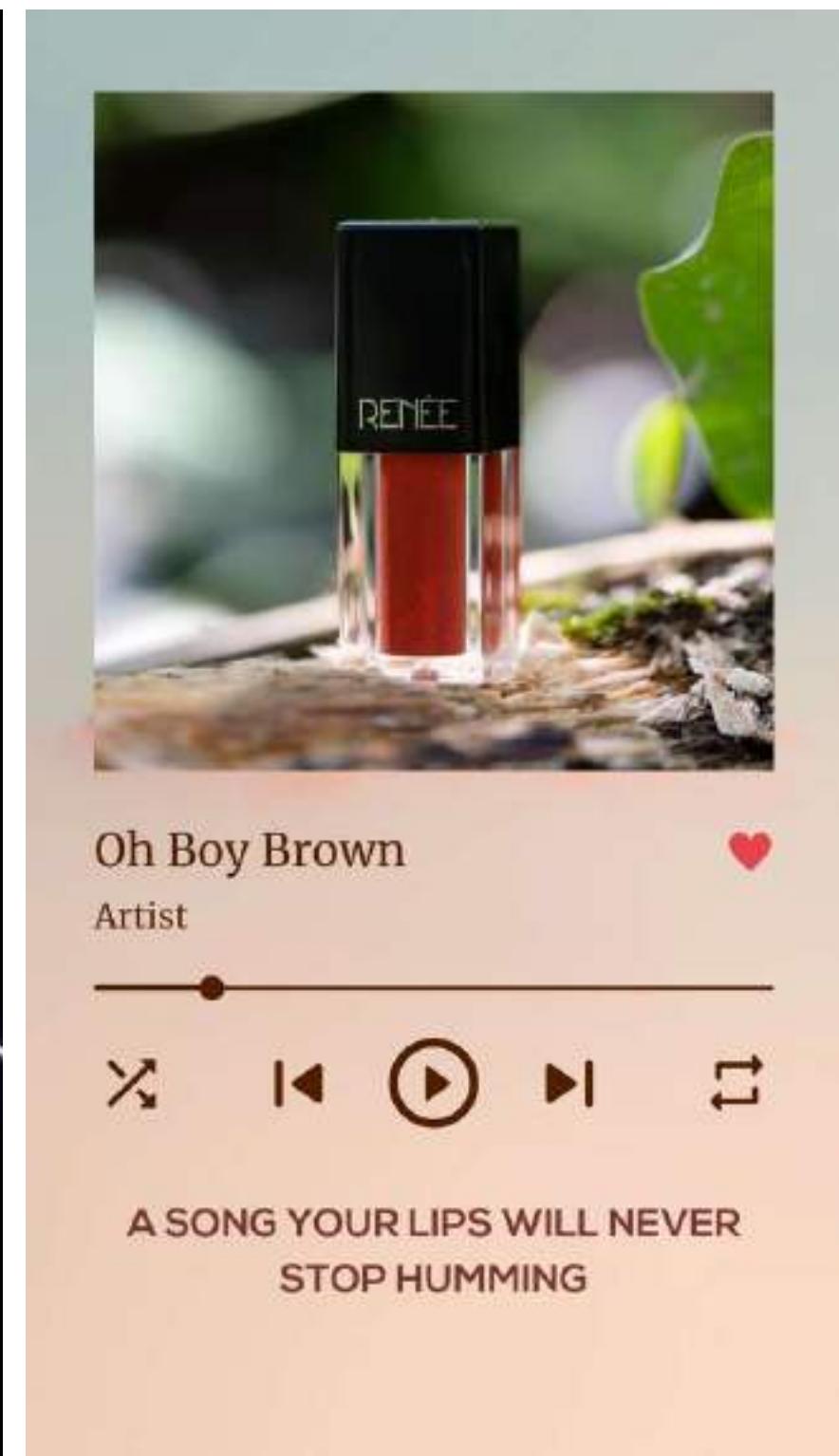
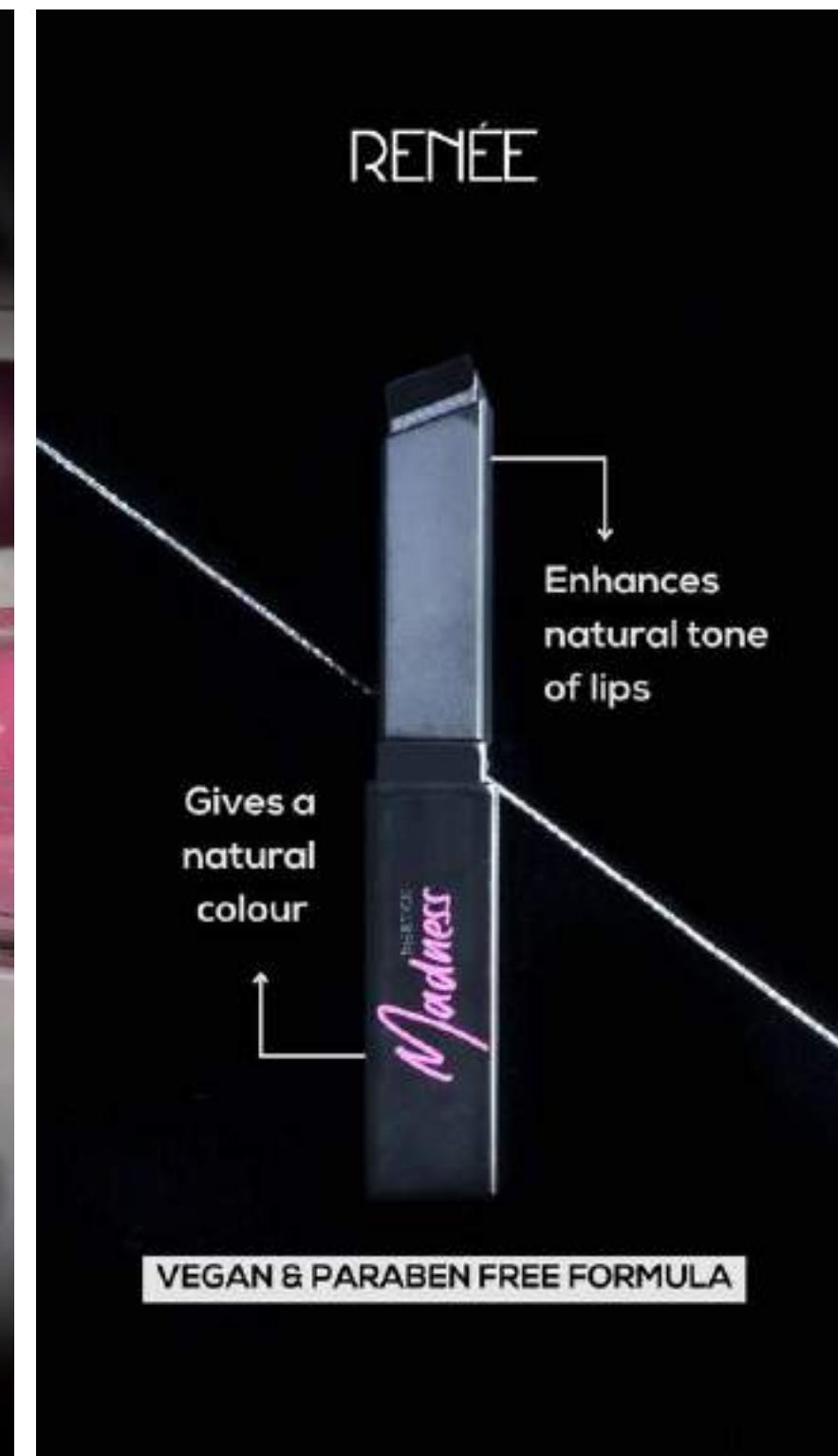
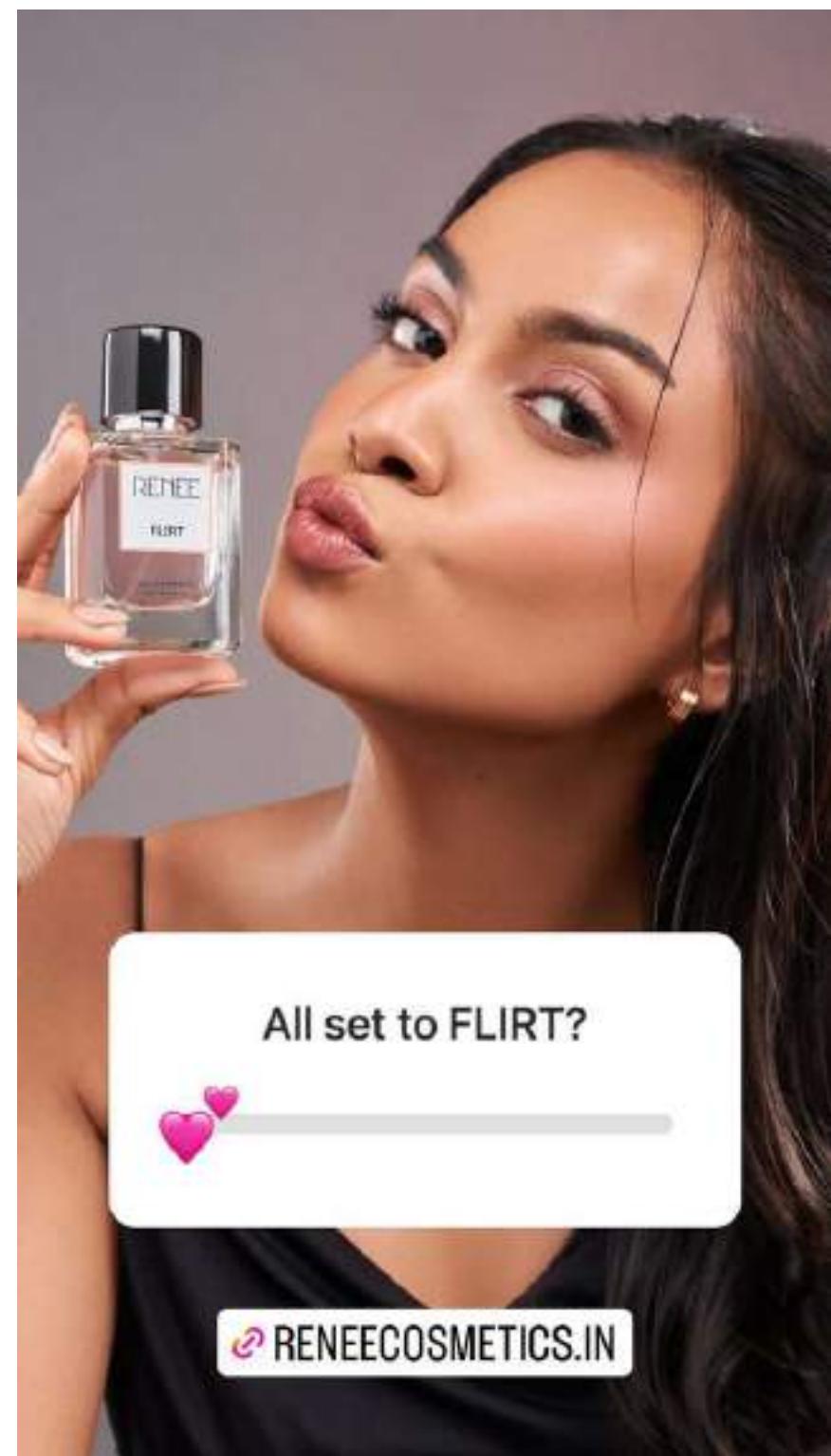


# FROM CORN-VERSATION TO DESIGN



Social Media

**RENÉE**



## SPILL YOUR BEAUTY SECRETS

International Makeup Day edition!



Your signature lip look?

- Matte Lipsticks
- Glossy Lipsticks

RENEE Matte Lipstick

RENEE Glossy Lipstick

RENEE Hard Black Kajal

RENEE Madness PH Lipstick

Never leaving the house without?

- Hard Black Kajal
- Madness PH Lipstick

RENEE Hard Black Kajal

RENEE Madness PH Lipstick

Can't-Do-Without Renée product for you?

- FAB5
- Bollywood Filter
- Madness

RENEE FAB5

RENEE Bollywood Filter

RENEE Madness

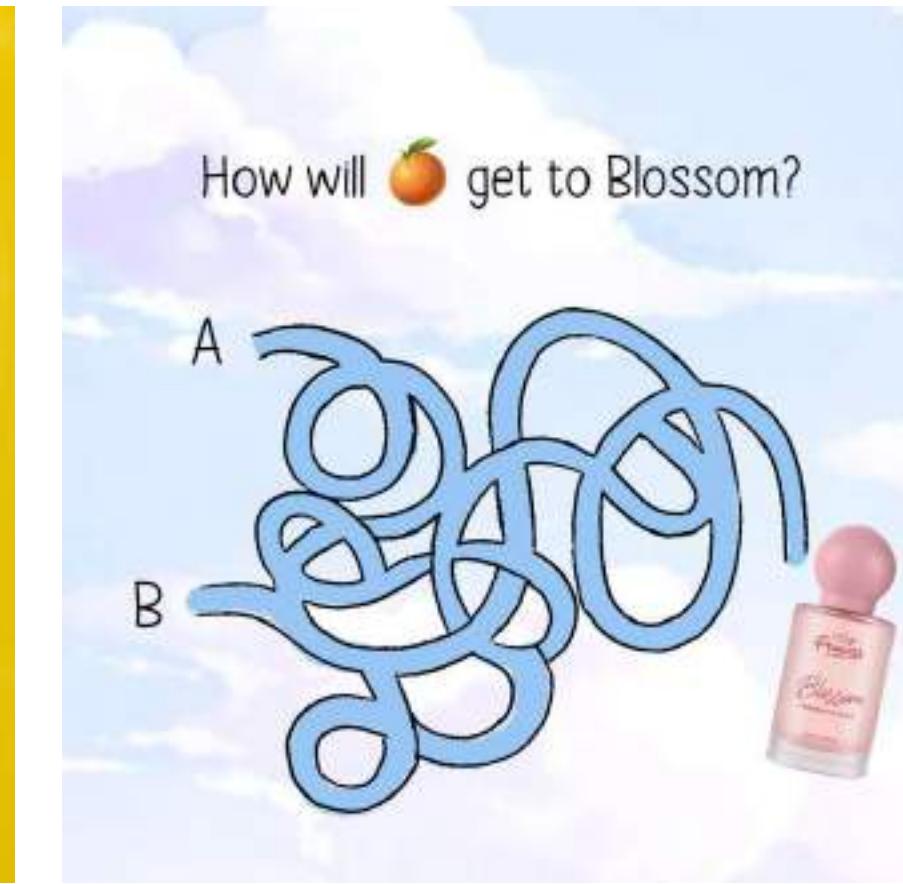
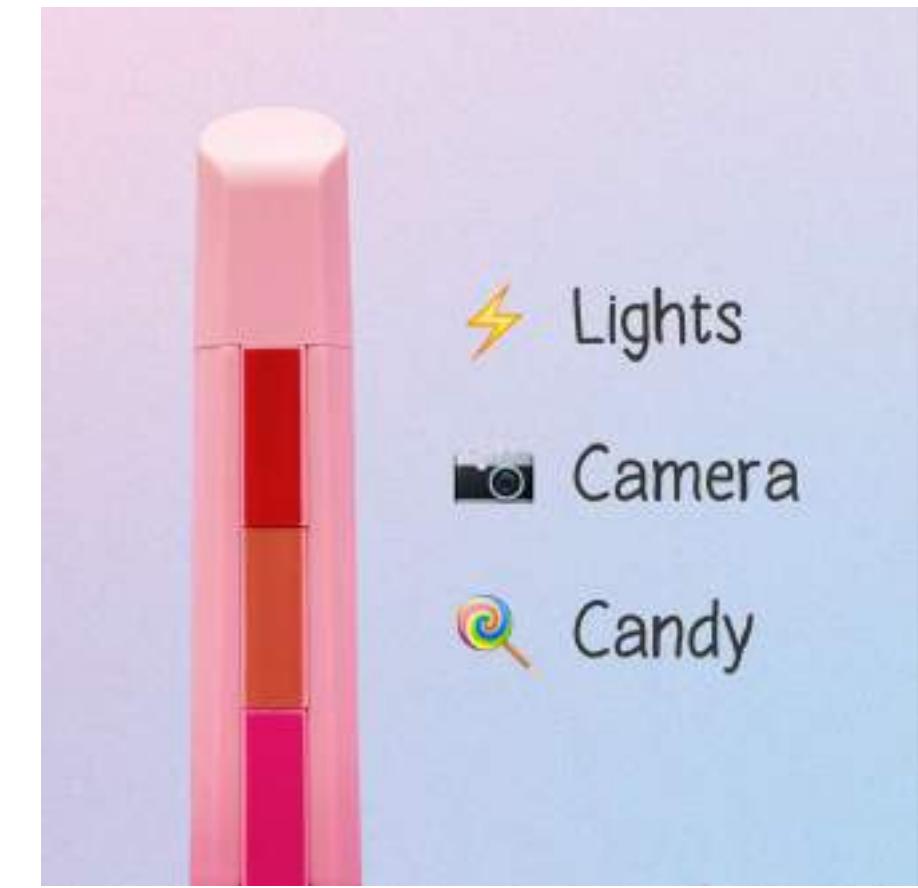
Social Media

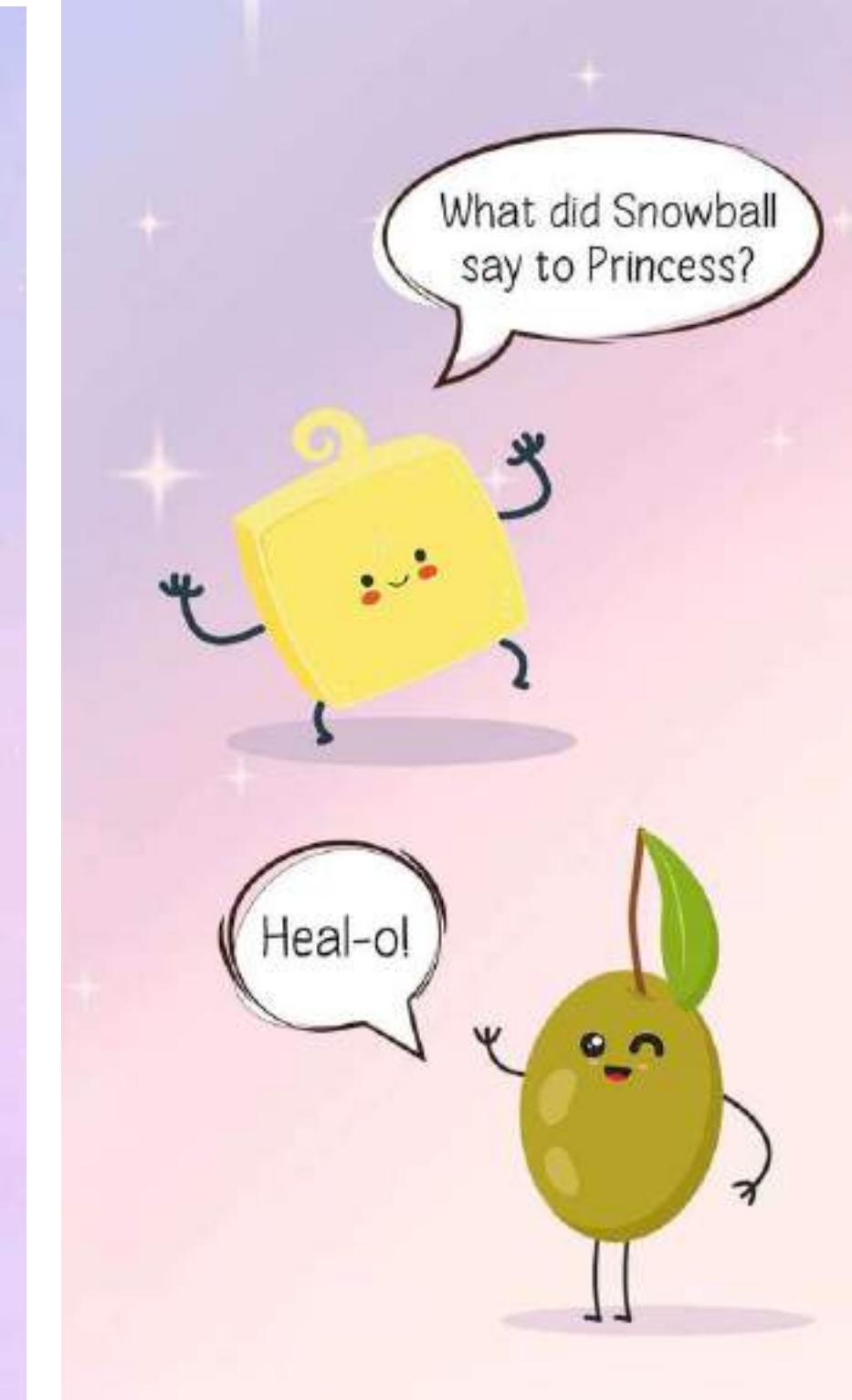
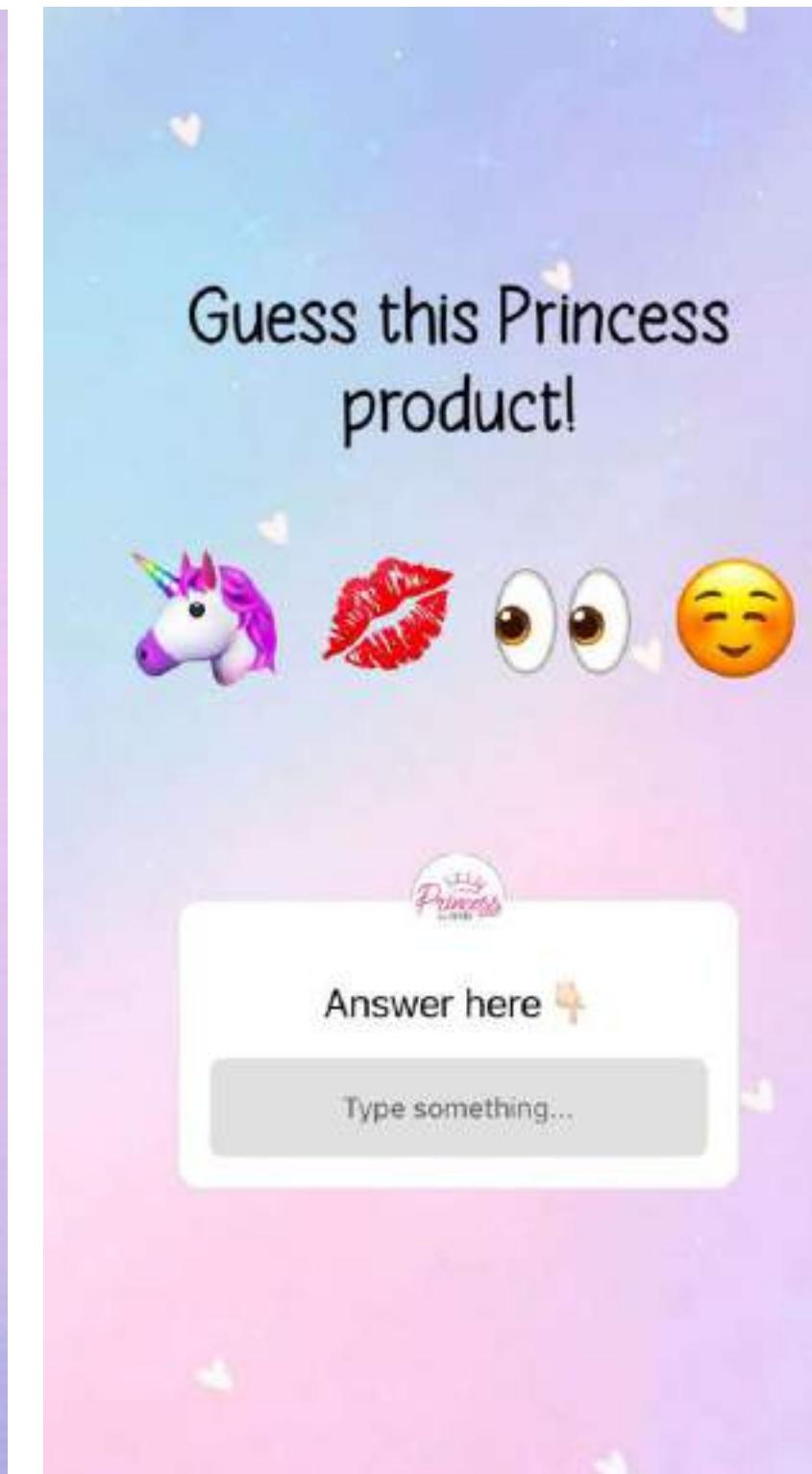
Princess by

Renée



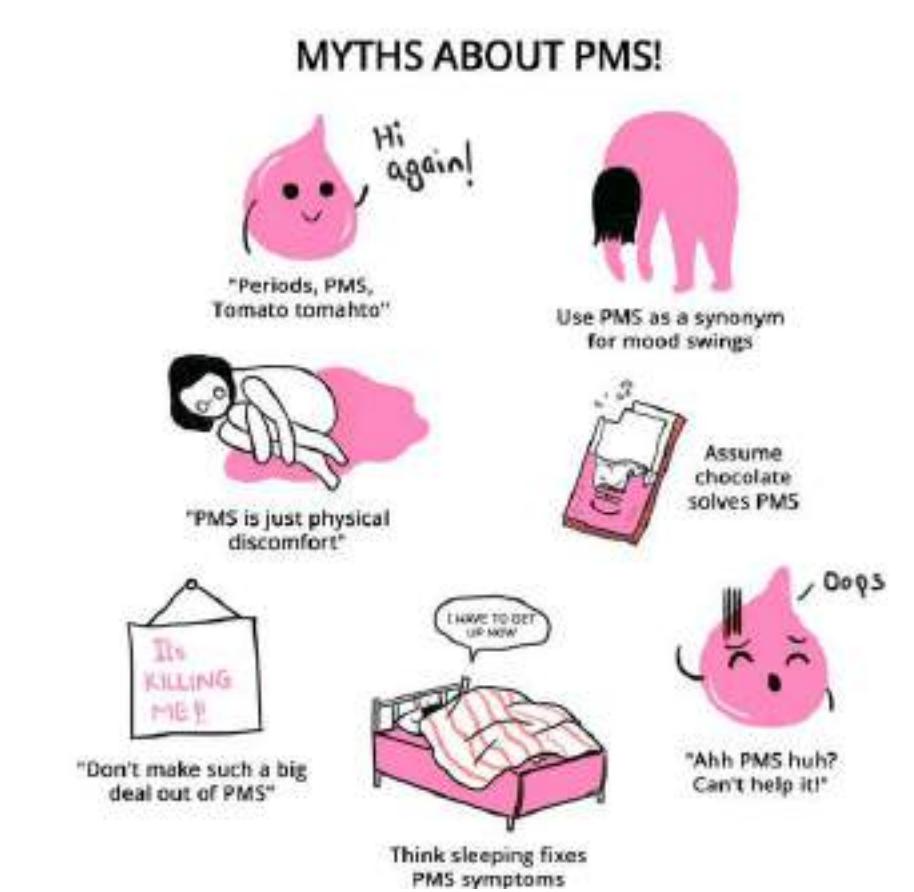
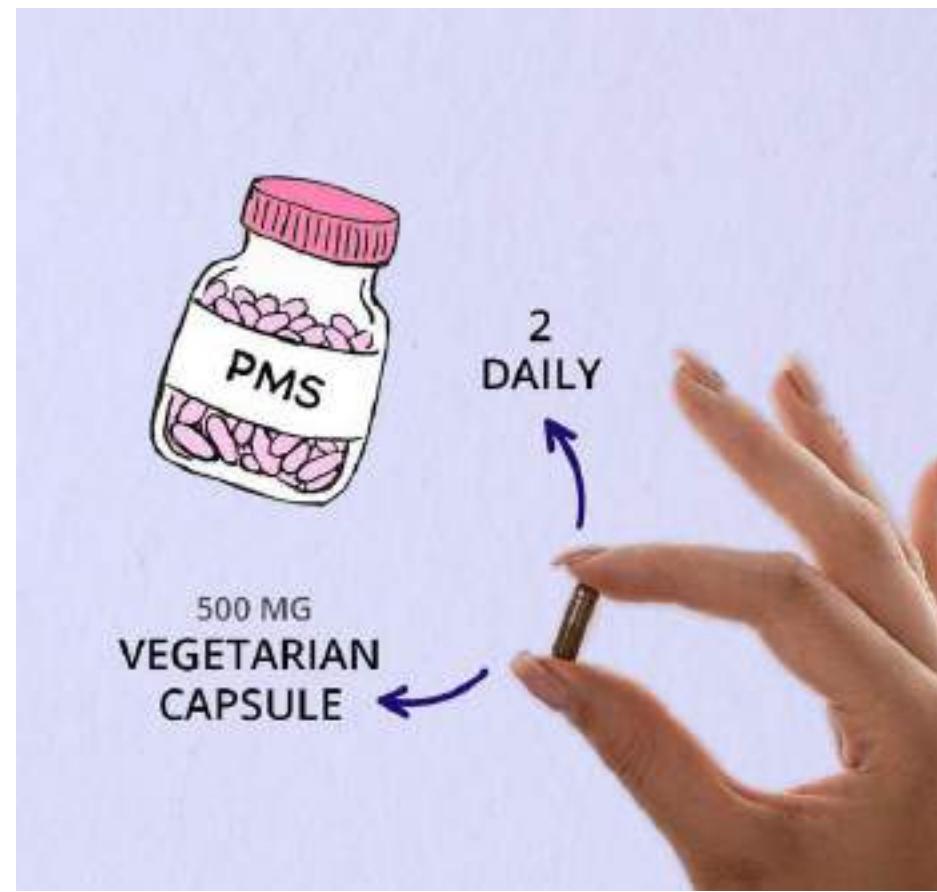
| Her lips need | Try this           |
|---------------|--------------------|
| Care          | softy for lips     |
| Colour        | treat for her lips |
| Sparkle       | light 'em up gloss |

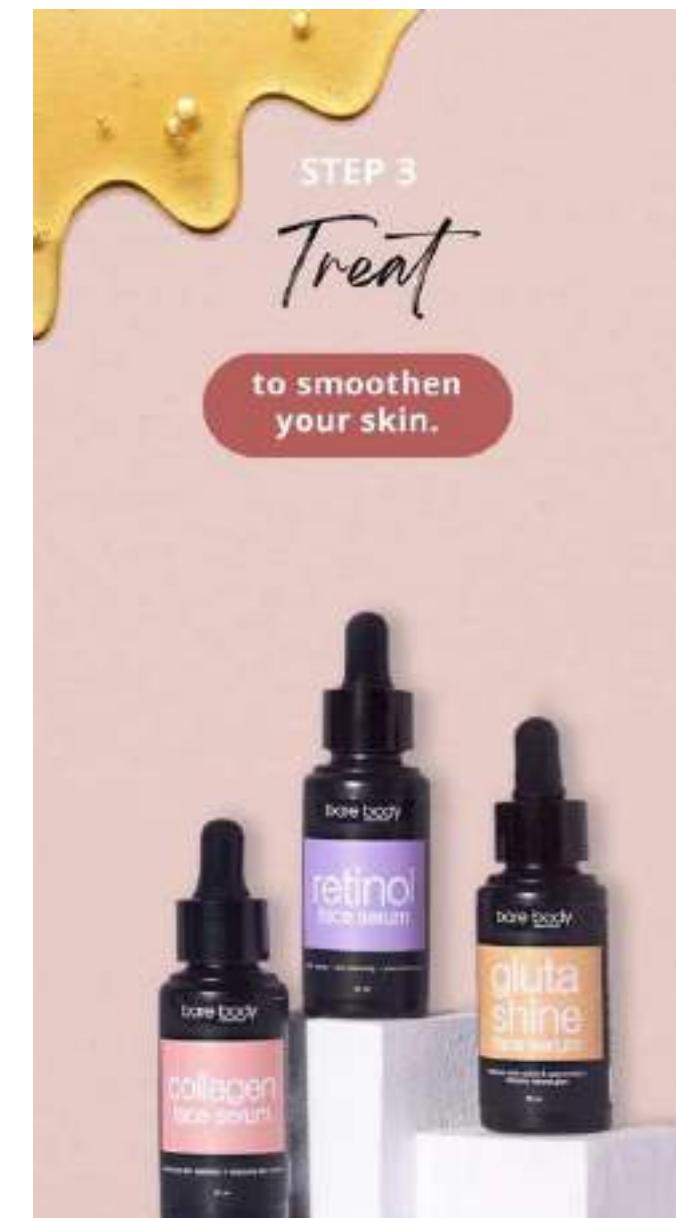
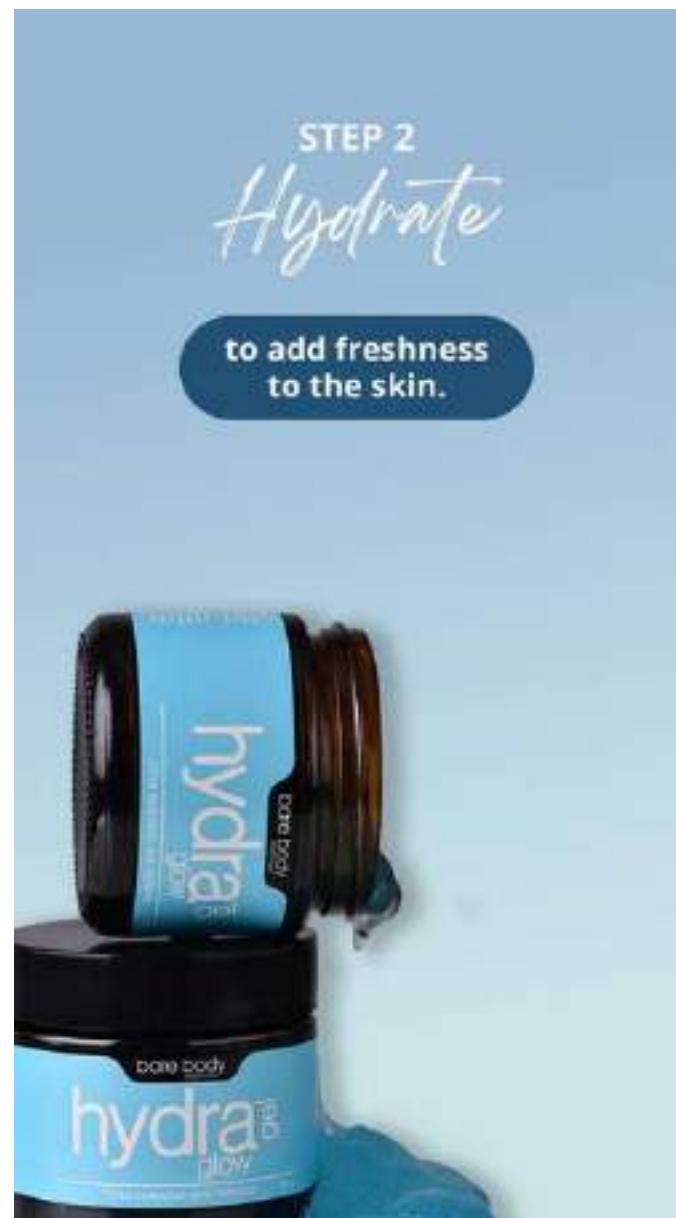




Social Media

# Bare Body Essentials



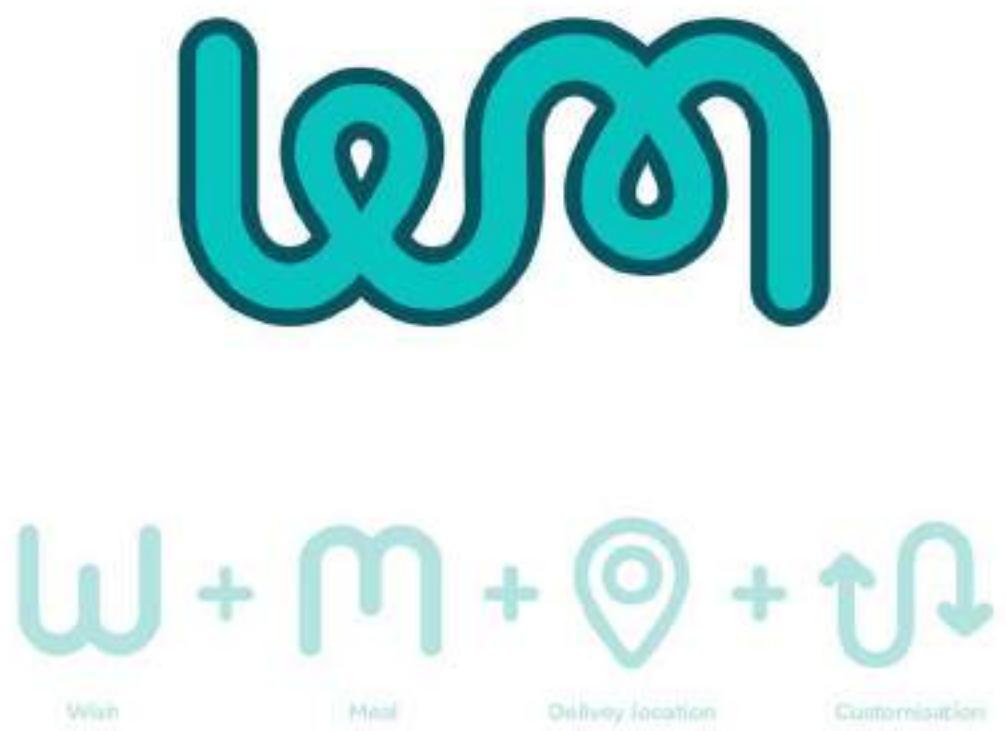


Branding & Social Media

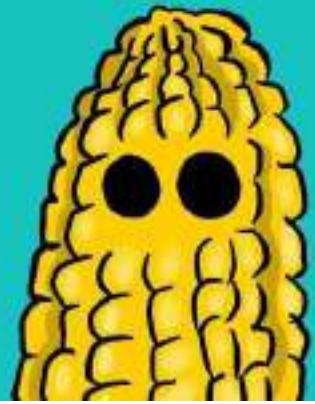
**WishMeal**

When eating healthy can be made fun, why can't your brand?

Driven by this thought, Creatoons partnered with WishMeal and provided them with brand solutions that were as thoughtful as their personalised meal plans!

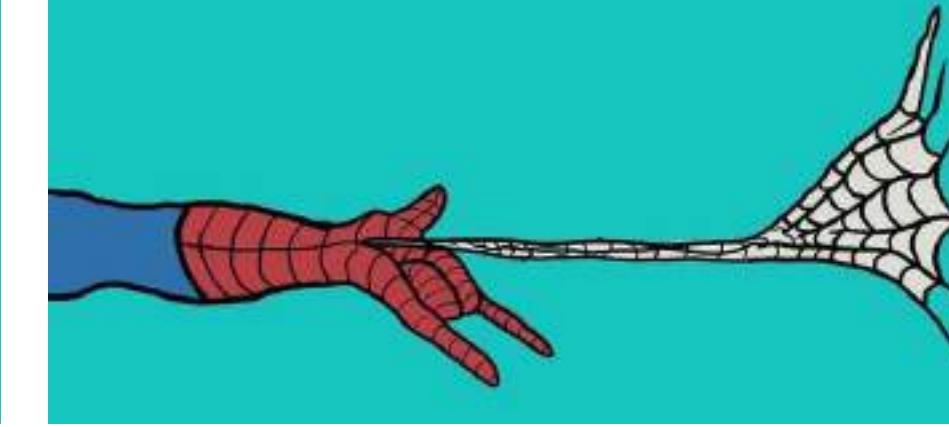


**Corn  
Appreciation  
Post**



**CORN**  
~~Interstellar~~  
season is here.

When Spiderman said  
“everywhere I go,  
I see his face,”  
every corn was offended.



Nothing to see here,  
just a corn sunbathing.



Corn hu main,  
mujhe khud nahi pata.

Can we lose weight by  
running away from Mondays?



Website

Ridham

EDUCA

EDUCATIONAL INNOVATION

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## Trade-in to stay up-to-date

Effective upgrading solutions for an advanced learning.



**Why Trade-in?**

Apple devices are built with accessibility and availability in mind. Most Macs bring home whilst maintaining a high residual value even after three years. This makes upgrading or replacing them a lower barrier than ever before to trade in. Our trade-in with Apple Devices is optimised for an educational environment and designed to support the latest apps, features and updates, our provide hassle-free upgrade solutions. With Educa, you can follow your school's old devices from the laptop for your budget and the planet, whereas your good grade can be traded in for credit towards new Apple products, all while being recycled responsibly by us, which makes having Apple devices worth it.



**How can we help?**

The Educa program connects you with companies that help you to recycle your old Apple devices for a maximum value, as well as taking the latest technology efficiently. By selling the maximum value of the used products, making the cost of new devices, which can boast latest features, it is cost effective to replace. When a quote given by the third party for use receives your acceptance, your amount will be credited on accepting the final quotation, so you can make use of the money from your old device for a required upgrade.

### A Sustainable Approach

Everyone has the responsibility to our future. This provides a sustainable model for your IT usage. The large amount of resources used in the supply chain and production of a single individual's laptop per year increases by enormous rapidly, which helps increase the global demand and therefore production of new devices. Educational and the education moving of low materials produced when the content transferred from its producer and transportation of the devices are shared by organisations with its students and others open through trading. Overall, it's a win-win for making a difference to the planet while staying ahead with an up-to-date learning environment.



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Apple devices are tailor-made for your child's dreams and future, enabling them to achieve everything they desire from anywhere they desire.

A photograph showing a person's hands interacting with an iPad. The screen displays a detailed scientific illustration of a cell, with various organelles labeled. A white Apple Pencil is being used to point at or draw on the screen, demonstrating the device's use for educational purposes.

## Why Apple products are best for your child

The Apple technology is the change in the field of education that everybody talks about. It is detail oriented, educational and custom made for your child's education and gives them an excellent learning experience. Apple classroom technology has completely revolutionized learning. By introducing easy-to-use technology, Apple makes it possible for your child to learn from anywhere and make the most of their learning process.

A photograph of four Apple devices: two iPads and two MacBook laptops. They are arranged together, with one white Apple Pencil lying next to them, illustrating how these devices can be used together for various educational tasks.

### Making the most of iPad and Mac

Apple helps your child harness their talents and gives them tools to explore it to realize. These devices are loaded with a plethora of educational apps, books and videos that draw learning more engaging and keeps your child hooked to it longer. It also allows your child to access the digital library directly by bypassing internet which is a must need for every student. Likewise, the e-commerce, finance model of art offers from ed app you can always trust Apple to have something for everyone.

### Complete Security - Absolute Safety

Apple devices come with a strong built-in security system that guarantees a safe learning experience for your kids. These systems are robust and protect the system from any kind of internal threat. Moreover, the Apple School Manager also gives the school IT team the power to put a security system in place. This makes sure that the academic system is protected from hacking or any kind of malice even if the student uses the device at home.

### Protecting student's privacy

Apple hardware, software and all other features are carefully designed keeping the students' privacy in mind. Moreover, with advanced technological features like Managed Apple IDs and Apple School Manager, it is taken care that all the school details of the students are thoroughly protected and kept private. Rest assured, any data collected from the students is used for educational purposes only.

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## Accessibility For Learning Alike

Powerful assistive features for an exceptional learning experience



**Apple for Accessibility**

Students should be able to learn alongside their peers by personalizing their education. All students have different needs and abilities. Apple's accessibility tools make learning easier, with Apple's educational tools like the AssistiveTouch, ZoomText, and VoiceOver, making it easier for students with physical, cognitive, or visual impairments to learn.

### Diverse Capabilities - Diverse Features

An equal approach to learning with built-in assistive features to aid SLDU students with their vision, hearing, motor skills, learning, and literacy.

| Visual   | Hearing  |
|--|--|
|                         |                               |
| <b>HighContrast</b> - enhances contrast of screen elements to make them easier to see and identify.          | <b>TextToSpeech</b> - reads all types of text on the screen to help users who are visually impaired.               |
| <b>LargeTitles</b> - makes all text and sub-titles larger so they're easier to read and understand.          | <b>Screen Mirroring</b> - connects your iPhone to your television screen.  |
| <b>ZoomText</b> - provides preference settings for zooming in and out.                                       | <b>Memory</b> - creates a visual cue for key words or concepts.  |
| <b>Caption</b>   | <b>Localization</b>  |
| Mobility   | Cognitive  |
|                         |                               |
| <b>WheelChair</b> - provides alternative input and output methods for users with mobility issues.            | <b>SharedMeets</b> - allows users to share their screen and control it from multiple devices.                      |
| <b>StickyKeys</b> - allows users to press two keys simultaneously without having to press them both at once. | <b>QuickPaths</b> - provides navigation controls for users who are visually impaired and need to use the keyboard. |
| <b>AssistiveTouch</b> - allows users to quickly access common functions without using a mouse.               | <b>Go!</b> - provides a series of simple tasks to help users learn how to use the computer.                        |
| <b>TouchAccesibility</b> - helps users learn how to use the iPhone's accessibility features.                 | <b>SmartFinger</b> - allows users to type using their fingers instead of a keyboard.                               |
| <b>Caption</b>   | <b>Localization</b>  |

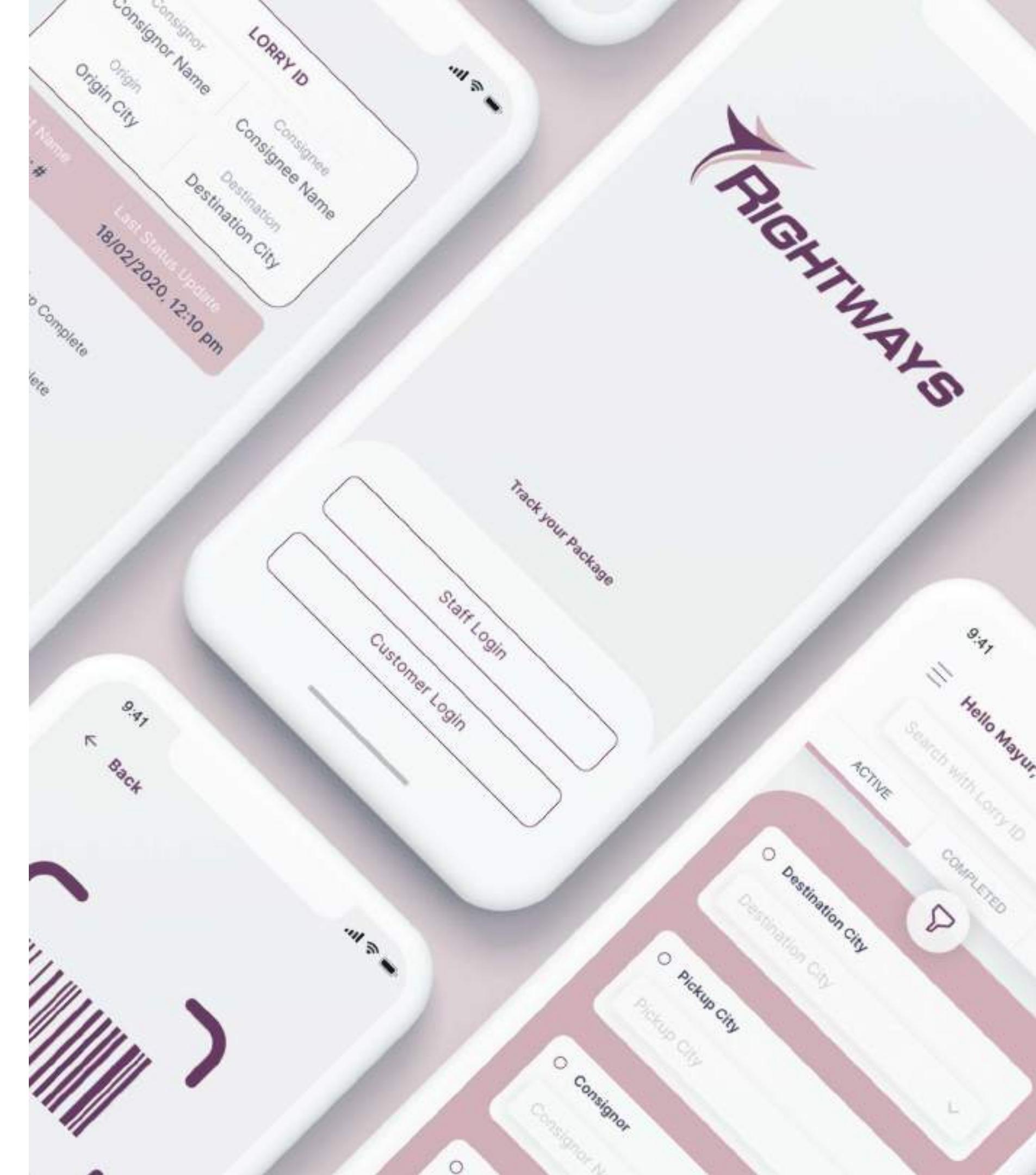
UX and UI

# Rightways

When you ask, Rightways delivers. So, when Rightways asks, you deliver too, right?!

A 23 year old company, Rightways Air Logistics Pvt. Ltd. is the maestro when it comes to delivery management.

We partnered with them to develop a user-friendly application that would update both the parties involved about the movement of their goods. From research to development, we at Creatoons, perfectly integrated all features as requested, and built an app as smooth as the Rightways' style of working!



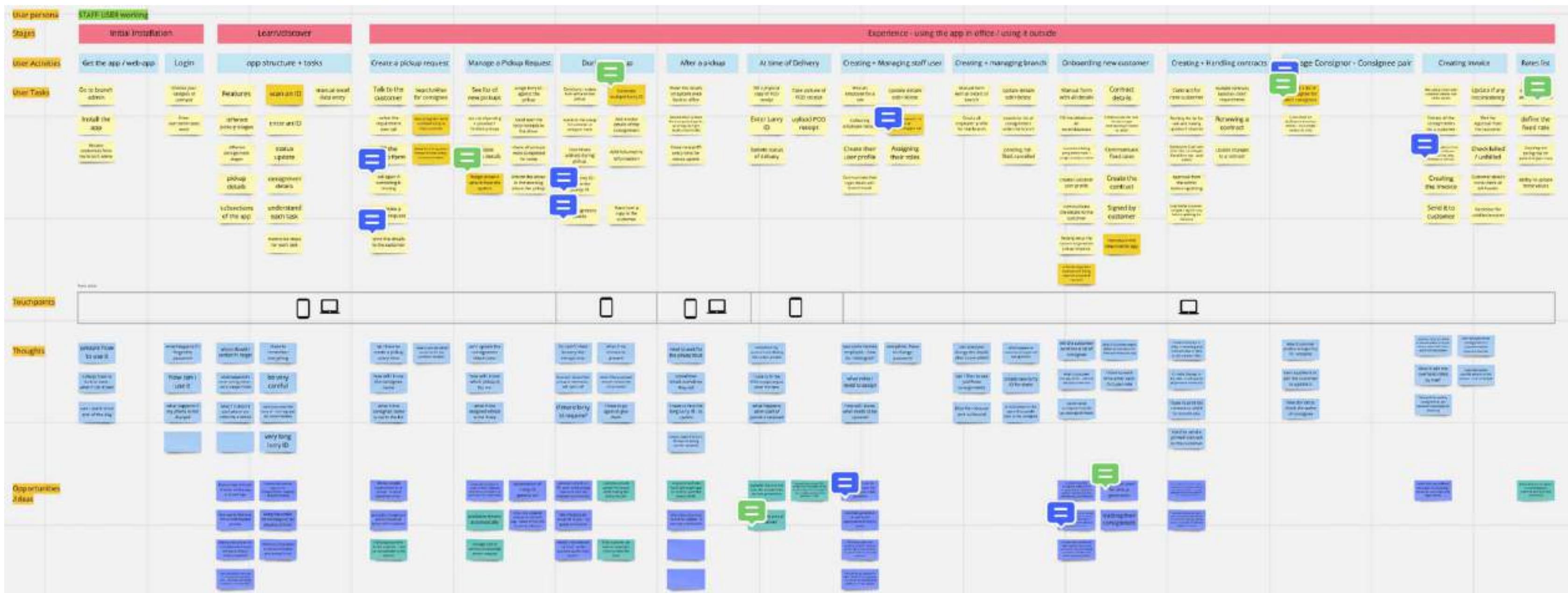
# Approach

Find, Form, Execute, and Add



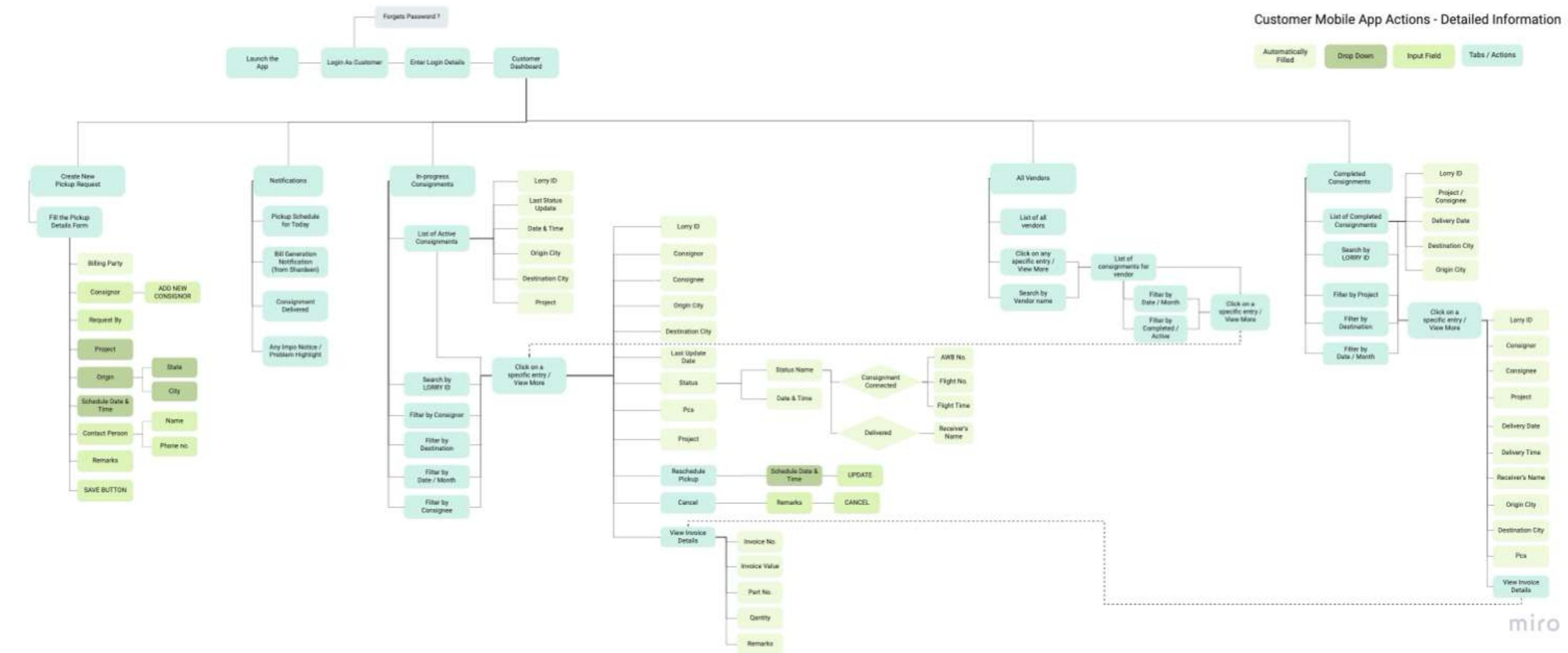
# Card Sorting & Customer Journey Map

We organised all observations and categorised them using a customer journey map. This helped identify pain points and areas of improvements along the entire user journey.



# Information Architecture

Our focus was on simplifying the steps involved in the central day to day tasks to bring value and easy transition to the mobile system. By boiling down our research into these goals, it helped us make sure the design decisions are grounded in user research.



# UI Design

During the ideation and testing stage, a vast quantity of low-fi prototypes, such sketches, wireframes were shared with users and employees of Rightways to prove different solutions right or wrong, and iterate quickly over the winning ones.



## Rightways App Link

Web App: <https://xd.adobe.com/view/4ea6e878-4bbc-445a-92d4-50b533f043b5-1bf5/grid/>

Mobile App: <https://xd.adobe.com/view/de6e1d62-1587-49a9-81a9-aa9d2f51427c-8b3d/flow/>

**Let's chat over a virtual coffee  
and brainstorm some epic ideas!**

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