



# Paul Oyatowo

## Creative Strategist



Portfolio

Paul Oyatowo is a creative strategist dedicated to helping brands establish clarity and impact through strategic design. With expertise in branding, marketing, and storytelling, Paul specializes in crafting compelling brand identities that resonate with target audiences.

# **Key Services:**

- > Brand Identity Design
- > Logo Design & Typography
- > Brand Strategy & Positioning
- > Personal Brand Development
- > Marketing Campaigns & Creative Direction

# Mission & Philosophy

Paul Oyatowo and PENNIO believe in the power of clarity in branding. Every project is approached with a strategic mindset to ensure that businesses and individuals communicate their essence effectively.

LUMIÈRE

LUMIÈRE

LUMIÈRE



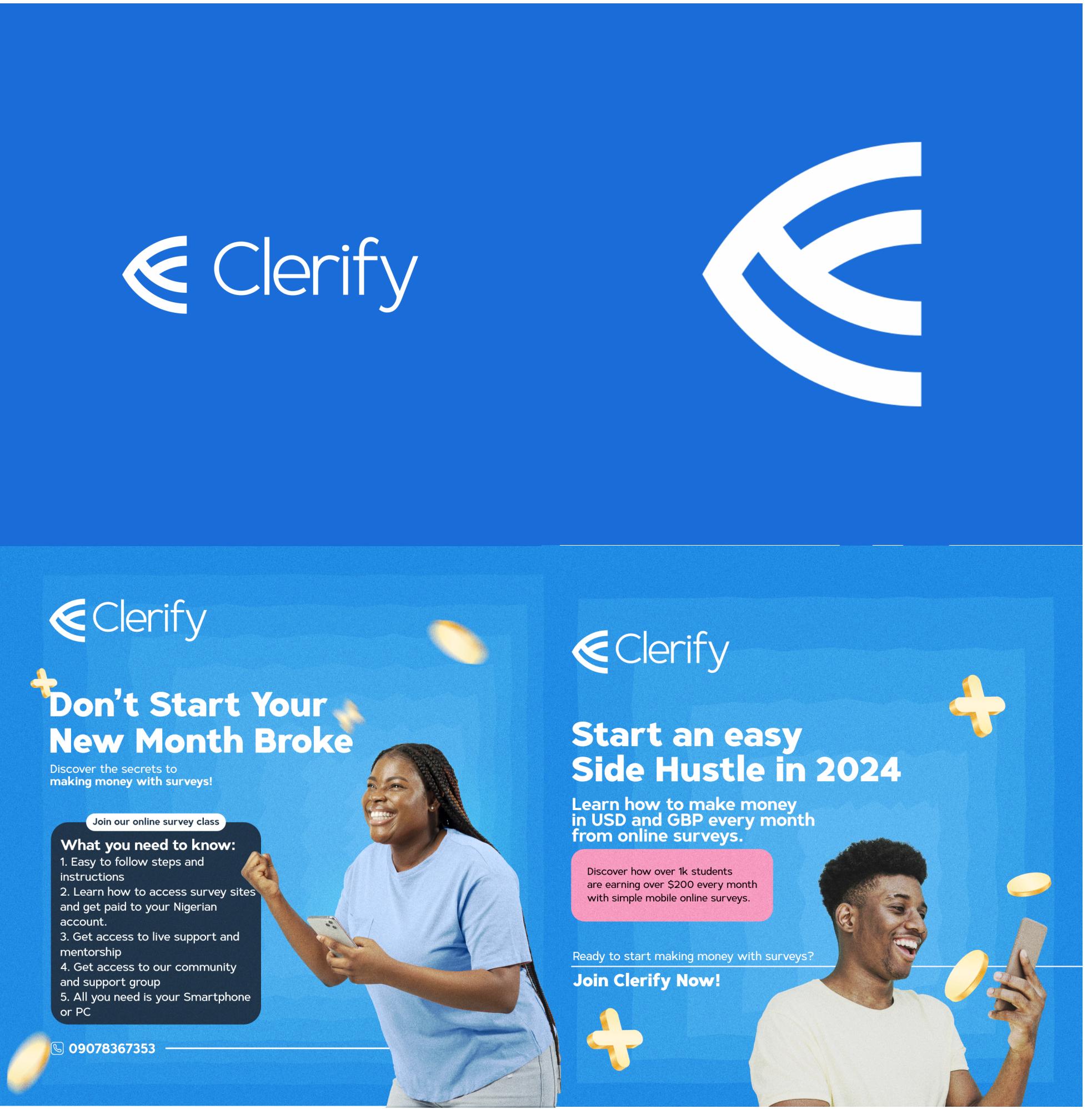
# Lumiére Branding

A premium brand identity project for Lumiére Fashion, emphasizing elegance and simplicity in design. The project focused on crafting a refined visual language that speaks to high-end clientele.



# Marom Treats Identity

Strategic brand design for a confectionery business, ensuring a playful yet sophisticated brand image that appeals to dessert lovers.



The image shows a promotional banner for Clerify. At the top, there's a large blue background with the Clerify logo and the word "Clerify". Below this, a smaller section features two people, a woman on the left and a man on the right, both smiling and holding smartphones. Gold coins are floating around them. The woman is associated with the text "Don't Start Your New Month Broke" and "Discover the secrets to making money with surveys!". The man is associated with the text "Start an easy Side Hustle in 2024" and "Learn how to make money in USD and GBP every month from online surveys.". There are also sections for joining an online survey class and a phone number (09078367353).

**Clerify**

**Don't Start Your New Month Broke**

Discover the secrets to making money with surveys!

Join our online survey class

**What you need to know:**

1. Easy to follow steps and instructions
2. Learn how to access survey sites and get paid to your Nigerian account.
3. Get access to live support and mentorship
4. Get access to our community and support group
5. All you need is your Smartphone or PC

09078367353

**Clerify**

**Start an easy Side Hustle in 2024**

Learn how to make money in USD and GBP every month from online surveys.

Discover how over 1k students are earning over \$200 every month with simple mobile online surveys.

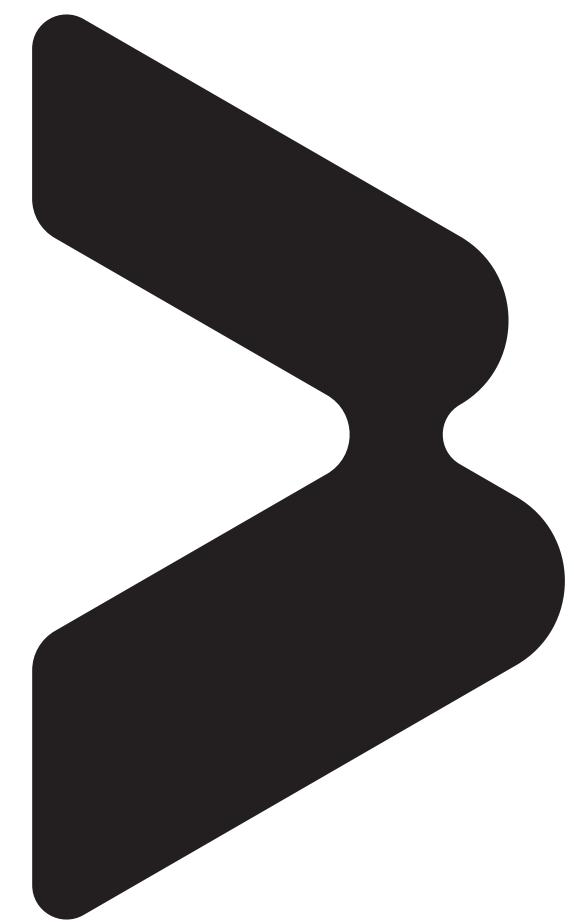
Ready to start making money with surveys?

**Join Clerify Now!**



# Clerify Brand Identity

A professional identity for Clerify, an online platform that teaches people how to make money online.



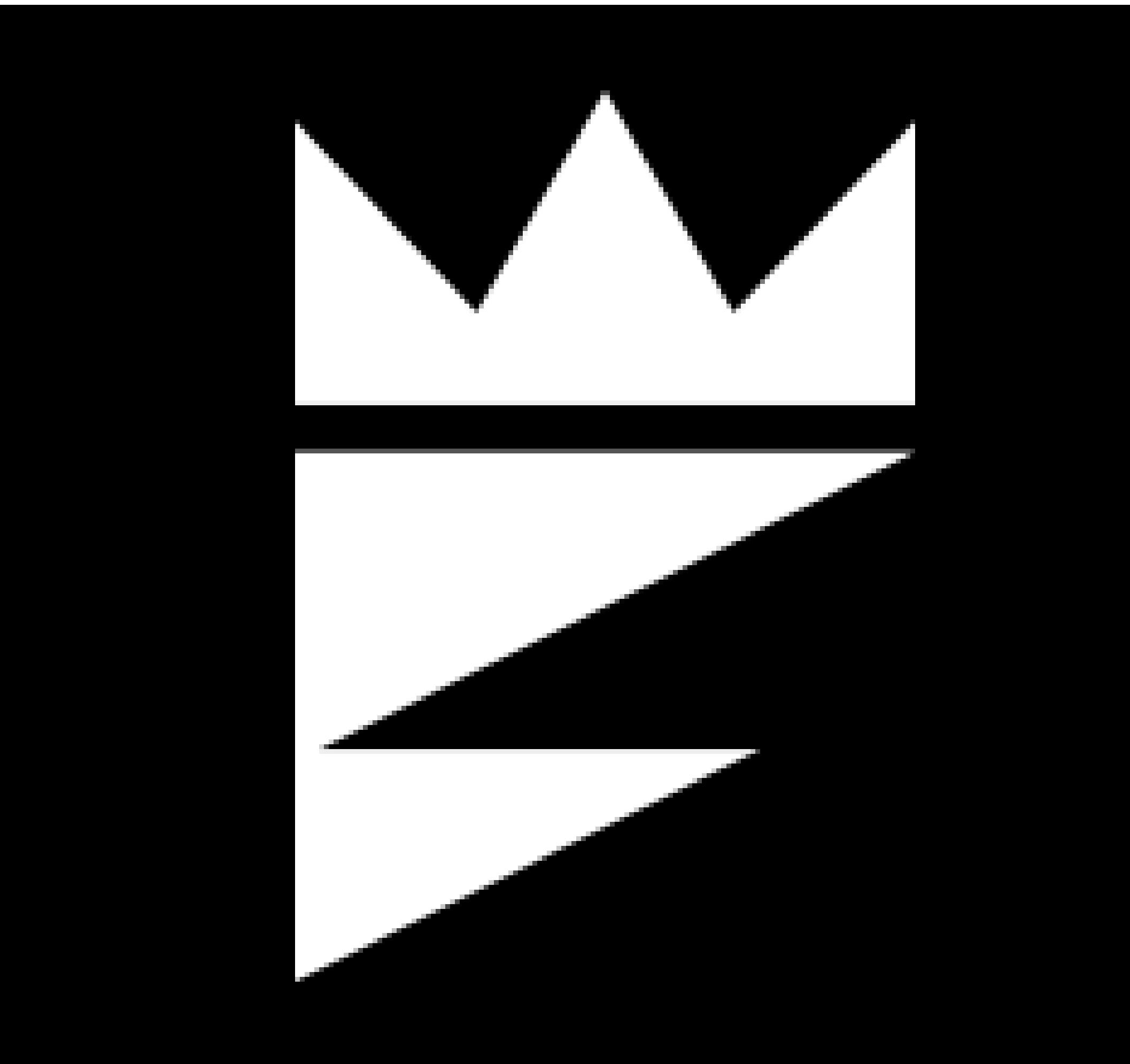
**Branpaign**

# Branpaign

Branpaign is a branding initiative dedicated to crafting campaigns that deeply resonate with audiences. It focuses on storytelling, emotional engagement, and strategic marketing to ensure brands not only sell but forge lasting connections with their target audience.



**FOREVER  
WINNING  
ENTERTAINMENT**



# **Forever Winning Entertainment**

Visual identity and strategic positioning  
for a Nigerian record label, ensuring a  
strong brand presence in the competitive  
entertainment industry.



# Brillá.ng

A full branding service for Brillá.ng, a professional cleaning service, covering logo design, website development, marketing materials, and social media assets to enhance brand recognition.

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