SHAURAYA Portfolio

Brand Guidelines

October 15

Brand Statergy for Portfolio Website

Brand Name : SHAURAYA SALWAN

PROJECT OVERVIEW :

SHAURAYA : Our mission is to empower individuals and businesses with creative and innovative solutions for successful digital experiences.

VISION :

To become the leading source of creative inspiration and digital expertise, setting the industry standard for quality and innovation.

MISSION :

SHAURYA SALWAN aims to provide superior digital solutions that exceed client expectations and foster lasting relationships for success.

BRAND PERSONALITY :

Our passion for creative design and technology reflects SHAURYA SALWAN's innovative and forward-thinking personality, which we approach with utmost professionalism.

CORE VALUES :

Our organization is built on five core values that guide everything we do:

1. Creativity: We encourage and celebrate creativity and innovation. Our goal is to always push boundaries and inspire others to do the same.

2. Quality: We are committed to delivering high-quality work. Our team strives for excellence in every project we undertake.

3. Client-Centric: Our clients are our top priority. We are dedicated to understanding their unique needs and delivering tailored solutions that align with their goals.

4. Integrity: We believe in operating with honesty, transparency, and accountability. Our team takes pride in consistently doing the right thing, even when no one is watching.

5. Collaboration: We are stronger together than we are alone. We believe in the power of teamwork and collaboration to achieve the best possible results.

TARGET AUDIENCE :

Our target audience includes small to medium-sized companies, startups, and creative professionals seeking innovative digital and design solutions.

UNIQUE SELLING PROPOSITION :

SHAURAYA SALWAN provides customized digital solutions to meet clients' unique needs, seamlessly blending aesthetics with functionality for impactful experiences.

COLOR THEME:

The primary brand colors for SHAURAYA SALWAN are light purple, white, and light grey. The deep, rich purple color of the brand symbolizes creativity, sophistication, and originality.The primary brand colors for SHAURAYA SALWAN are light purple, white, and light grey. The deep, rich purple color of the brand symbolizes creativity, sophistication, and originality.

WEBSITE PURPOSE:

The SHAURAYA SALWAN portfolio website showcases our creative design and digital projects to potential clients.
Its purpose is to provide an overview of our services and establish Haem as a trusted source of innovative design and digital solutions.

WEBSITE FEATURES :

The website should have a homepage that introduces our brand with an attractive hero image, a short description, and a call to action that encourages visitors to take action.We should showcase our best work in design, web development, branding, and other areas in a portfolio section.
This section should include detailed project descriptions and images. Our "About Me" page should provide background information about our team, values, and SHAURAYA SALWAN. We should make it easy for visitors to contact us through a contact form or by displaying our contact details.
To build trust and credibility, we should display client testimonials. Additionally, we should highlight in-depth case studies of successful projects to demonstrate our expertise in a dedicated "Case Studies" section.

CONTENT STRATEGY :

Produce informative and visually appealing content, including articles, case studies, and high-quality images, while maintaining a consistent, professional, and engaging tone throughout the website.
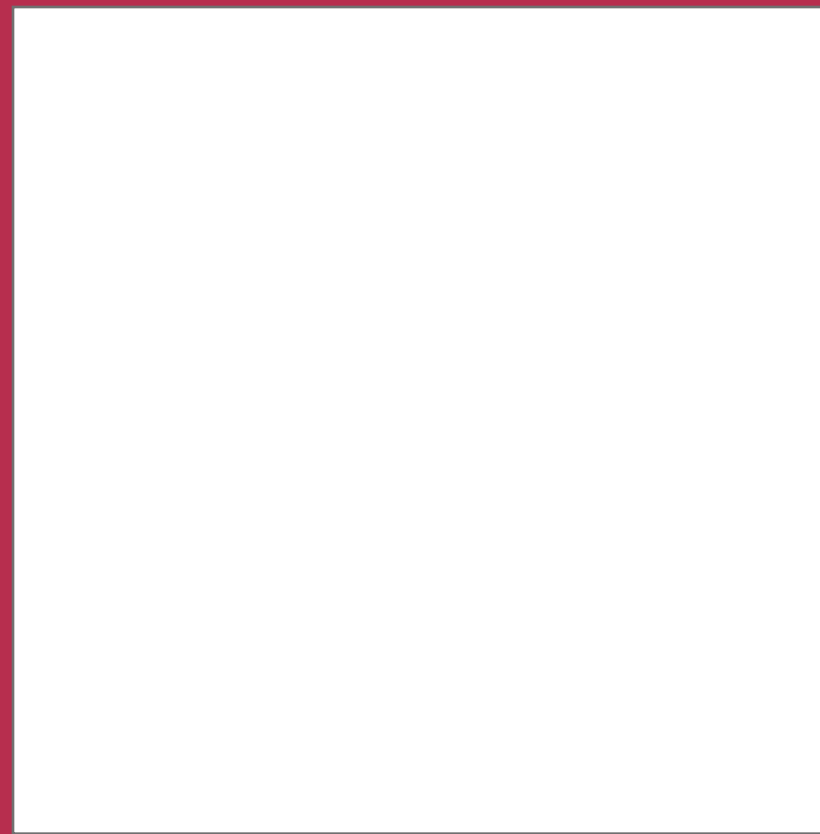
CONCLUSION:

SHAURAYAS' brand document offers a comprehensive overview of your brand strategy and the project's scope for your portfolio website.

BALANCED COLOR :

The primary color palette should be predominantly red to promote its use as the primary color.
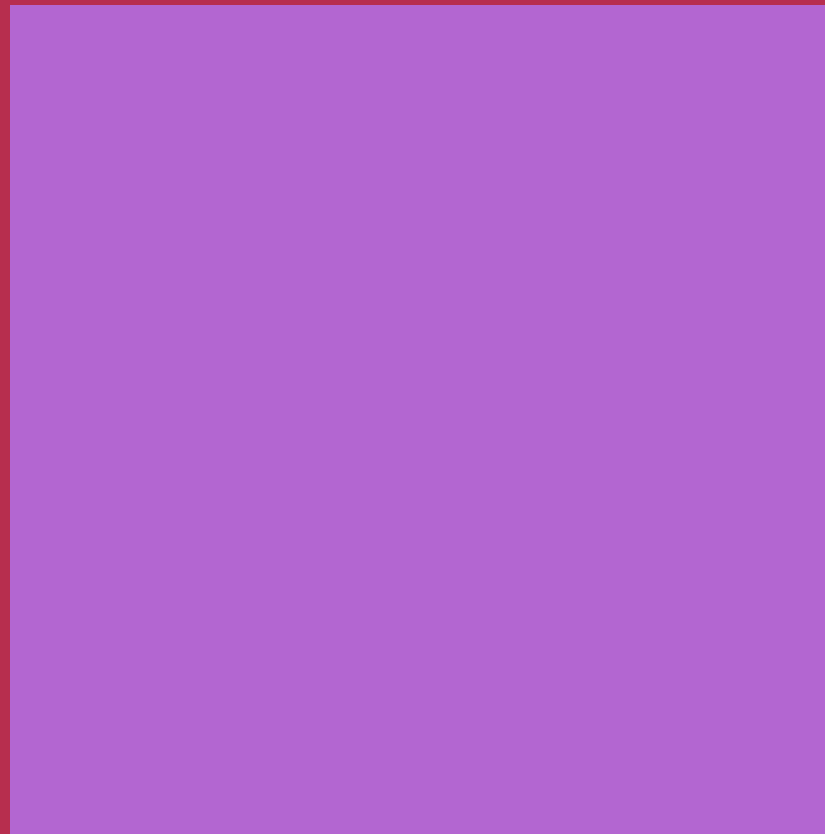
Color : LIGHT Purple

Color : White

Color : BLACK

BALANCED FONTS :

The primary font is Poppins and is available in a number of weights and styles. This font can be used on all print communications and some digital applications.

Note: In special circumstances an accent font may be used at the discretion of the professional in-house design team. External vendors must consult with the in-house team before liberties are taken.

Aa Aa Aa Aa Aa

Regular   Light   Medium   Semi   Bold
                              Bold

ALTERNATE COLOUR VERSIONS :

A number of alternate colour versions of the logo are available for use in a number of different production scenarios. These are described in the column on the far right.

LOGO :

The logo that will be used on the website is
the final version.

● **INSPIRATIONAL EXAMPLES OF EXISTING PORTFOLIO WEBSITES**

https://webflow.com/made-in-webflow/
website/Virginia-Orosa

● **INSPIRATIONAL PORTFOLIO BRANDING EXAMPLES PRELIMINARY LOGO DESIGNS COLOUR SCHEMES**

https://www.behance.net/gallery/177460399/Logo-Purified-Water-Drinking-Aqua-Drops-H-logo?tracking_source=search_projects|h+logos+

● **INSPIRATIONAL EXAMPLES OF DEMO REELS**

https://vimeo.com/271702418

THANK YOU