

● BRAND IDENTITY DEVELOPMENT

Brand Identity Portfolio

From logomark to complete brand system — crafting visual identities that are distinctive, consistent, and built to last.



Hasibul Haque Prottoy

Digital Project Manager

50+

BRAND PROJECTS COMPLETED

15+

INDUSTRIES SERVED

6+

YEARS EXPERIENCE

Contact

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[Fiverr](#) · [Upwork](#) · [LinkedIn](#)

Core Services

Logo. System. Guidelines.



Logomark

Custom illustrated or typographic marks built from scratch



Color & Typography

Brand color palettes and type systems for consistent application



Brand Guidelines

Complete style guides covering usage rules, spacing, and do's and



Brand Applications

Business cards, social templates, stationery, and mockups



01/ Orbis Global

BUSINESS MANAGEMENT & CONSULTING · USA

Logomark

Brand Style Guide

Brand Applications

Orbis Global was founded to provide expert business management and consulting. The brand helps organizations overcome challenges, optimize operations, and grow sustainably. It empower businesses to operate efficiently and thrive in a competitive market.




ORBIS GLOBAL

**Empowering
Businesses with
Clarity and
Precision**



Logo Typeface

Typography is a key element of our brand's identity, chosen to reflect our professionalism and clarity:

Logo Typeface

Copperplate (Logo Typeface): A strong, authoritative typeface that conveys trust and heritage, reinforcing our established presence in the industry

Web, and Social

Montserrat (Website Title, Subtitle): A modern, geometric sans-serif typeface that exudes confidence, stability, and accessibility.

Lato (Body, Button, Caption, Anchor Text): A highly legible typeface that balances contemporary design with approachability and warmth.



Our Streamlined Process for Success

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & * ()

Brand's Color Psychology

Primary

Red Ribbon (#E30C33): Represents passion, energy, and action, embodying our drive to create impactful solutions.

Cold Grey (#1C1C1C): Symbolizes professionalism, strength, and reliability, reinforcing our expertise in business management.



Secondary

Clam Shell (#D2A9AC): Evokes warmth, approachability, and trust, ensuring that our clients feel supported and guided.

Mandy (#EC5C6C): Conveys innovation and dynamism, reflecting our forward-thinking approach.



ORB*is*  GLOBAL



ORBIS GLOBAL



WWW.ORBISNOW.COM



BUSINESS PROPOSAL 2025

MARKETING MANAGEMENT
& CONSULTANCY

PROPOSED TO:
Blue Indigo Media

ORGANISED BY:
ORBIS GLOBAL

Goals & Objectives



- 01 Consultant reports usually outline key results of projects
- 02 The marketing agency may also make recommendations
- 03 Final presentations are common in the corporate world
- 04 Procedures will be used to complete the project successfully

BUSINESS PROPOSAL





02/ Hyper-Reach

B2B SAAS · MASS NOTIFICATION TECHNOLOGY · USA

Logomark

Brand Style Guide

Brand Applications

The Hyper-Reach logo mark is a stylized 'H' formed by interconnected nodes, symbolizing mass communication, coordination, and scale.

The design represents:

Connectivity: Seamless communication across multiple channels.

Scalability: The ability to reach large audiences efficiently.

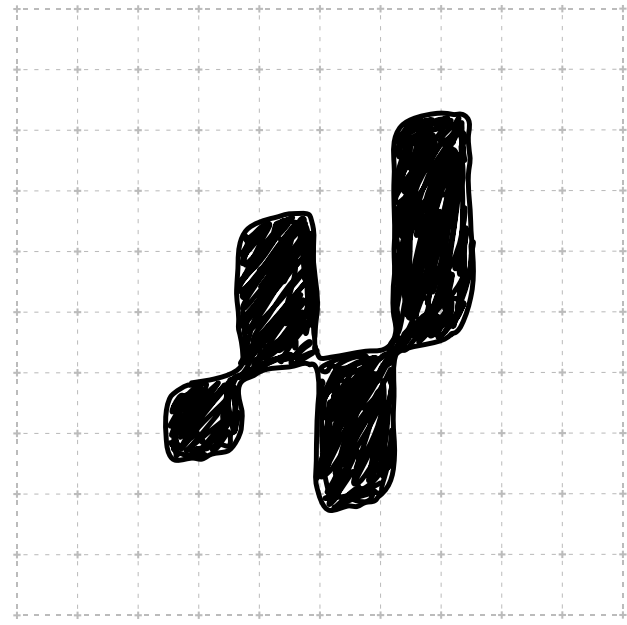
Critical Response: A focus on urgency and reliability in alert systems.

Initial Concepts

We started sketching by focusing on Hyper-Reach's core themes: **swift communication, mass alerts, and critical event coordination.**

We aimed to integrate the letter 'H' with symbols of **connectivity, urgency, and scalability.** Through various iterations, we explored abstract waveforms and networked nodes to represent rapid information dissemination.





H + Frequency + Scale

Symbols and Meaning

The Hyper-Reach logo mark is a stylized 'H' formed by interconnected nodes, symbolizing mass communication, coordination, and scale.

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Scalability: The ability to reach large audiences efficiently.

Critical Response: A focus on urgency and reliability in alert systems.





Logo Variation

The Hyper-Reach logo is designed to adapt seamlessly across various applications and layouts. It can be represented in three forms: Vertical, Horizontal, and as the standalone Icon for versatile brand usage.



Brand's Color Psychology

Our color palette is carefully chosen to evoke the right emotions and reinforce our brand's positioning:

Primary

Cornell Red (#C12026): Represents urgency, alertness, and immediate action, crucial for emergency communication.

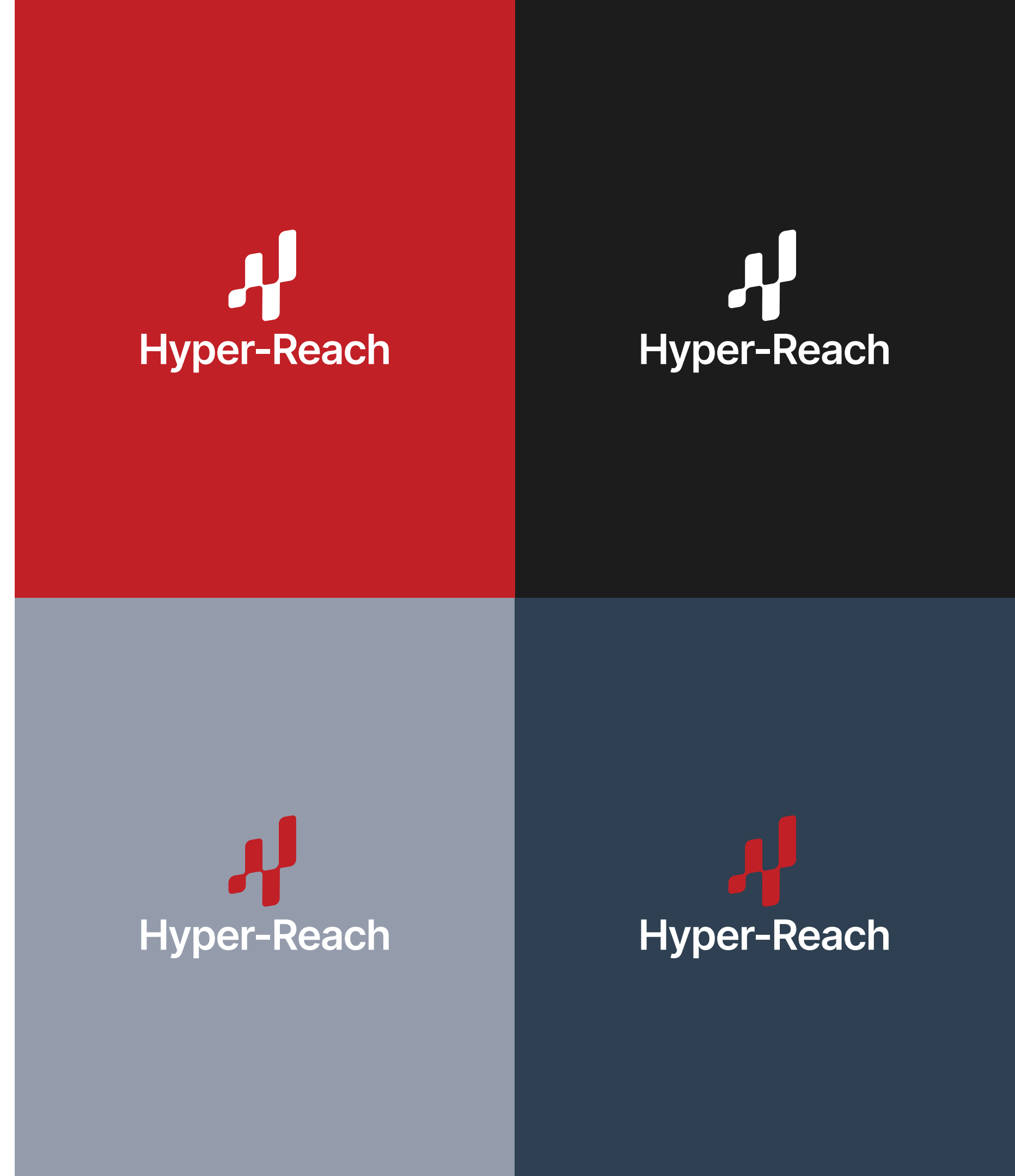
Picklewood Blue (#2E4051): Conveys trust, dependability, and security, ensuring confidence in our system.



Secondary

Santas Grey (#949CAC) & Ghost (#C9D0D7): Neutral supporting colors that bring balance and modern sophistication to our brand identity.

Monochrome (Black & White): Used for versatility and adaptability across different media.





Hyper-Reach

The logo consists of a stylized 'H' formed by four rounded rectangular blocks arranged in a cross pattern.

Hyper-Reach





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14 Jeddah@hyperreach.com
2000 Mountain Avenue Suite
301 Boulder, CO 80505

DATE
02/22/2025

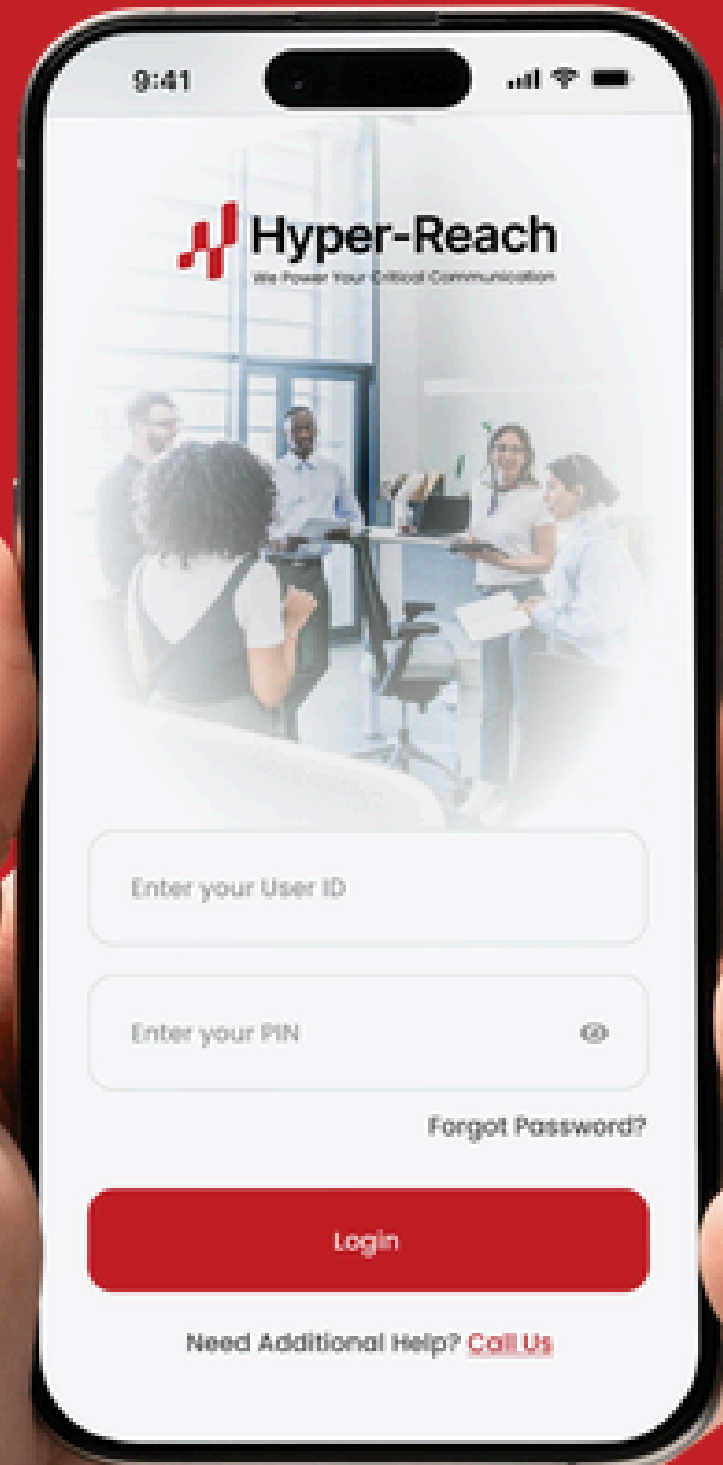
Dear Richard

A letter is a message written for a variety of purposes, from friendly to formal. They can help maintain bonds between friends, especially if they're far apart. Letters are also used by professionals to communicate their concerns. In some schools, kids are encouraged to write letters to Santa for Christmas. There are also letters given by school administrators to the student's parents or guardians.

If you're thinking of writing a letter yourself, make your intentions clear from the start. You can be fun and creative or straightforward, depending on your needs. Most letters are divided into sections, including the date, recipient's name, and parts: the introduction, paragraph, and conclusion.

Elena Sinishina
Elena Sinishina
Marketing Specialist





Instant Team & Mass Notification for Every Situation

Request a Demo



5:12



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Hyper Reach

19K likes • 20k followers



HOOD

03/ HOOD

ECOMMERCE CLOTHING · BANGLADESH

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The story behind the name HOOD is rooted in our commitment to High Quality, On Trend designs, Originality, and Diversity.

Each letter of the acronym represents a core value that defines our brand. We chose "HOOD" because it resonates with our target market – individuals who appreciate quality, stay on top of trends, value originality, and embrace diversity. The name is a reflection of our brand's essence, encapsulating the very principles that guide us in creating fashion that is both affordable and exceptional.

Logo Typeface

Only one typeface is used for the logo. Typeface family: SACCO.



HOOD

F A S H I O N W E A R



Website and Social Media Branding Typeface

For website and social media there are two typefaces. Primary typeface family is: SACCO. Use it for catchy heading and title. Secondary typeface family is: Outfit. Use it for body texts and accents. For Bengali typography there is one typeface: Li Ador Noirrit

Color Psychology

The Pale Carmine and Falu Red colors in our logo were chosen with careful consideration of color psychology.

Pale Carmine signifies warmth, approachability, and a sense of community, creating an inviting atmosphere for our customers. Falu Red, a deeper shade, adds a touch of sophistication, symbolizing strength and resilience.

Together, these colors evoke a sense of trust, passion, and excitement, aligning with the values and aspirations of our middle class and upper middle class target audience.



HOOD



HOOD



HOOD



HOOD

HOOD

FASHIONWEAR



হুডের সাথে
ঐদের আনন্দ
হবে দ্বিগুণ

HOOD

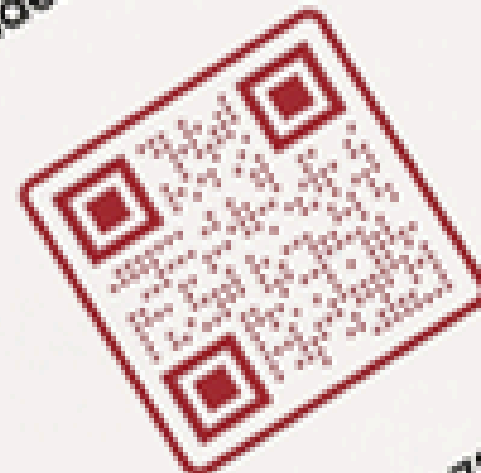




HOOD

**RABBI
NIROB**

Founder and CEO



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HOOD
FASHIONWEAR

www.hoodfashionwear.com

WINTER COLLECTION 24

HOOO





04/ Goods Procurement

INTERNATIONAL PROCUREMENT MANAGEMENT · USA

Logomark

Brand Style Guide

Brand Applications

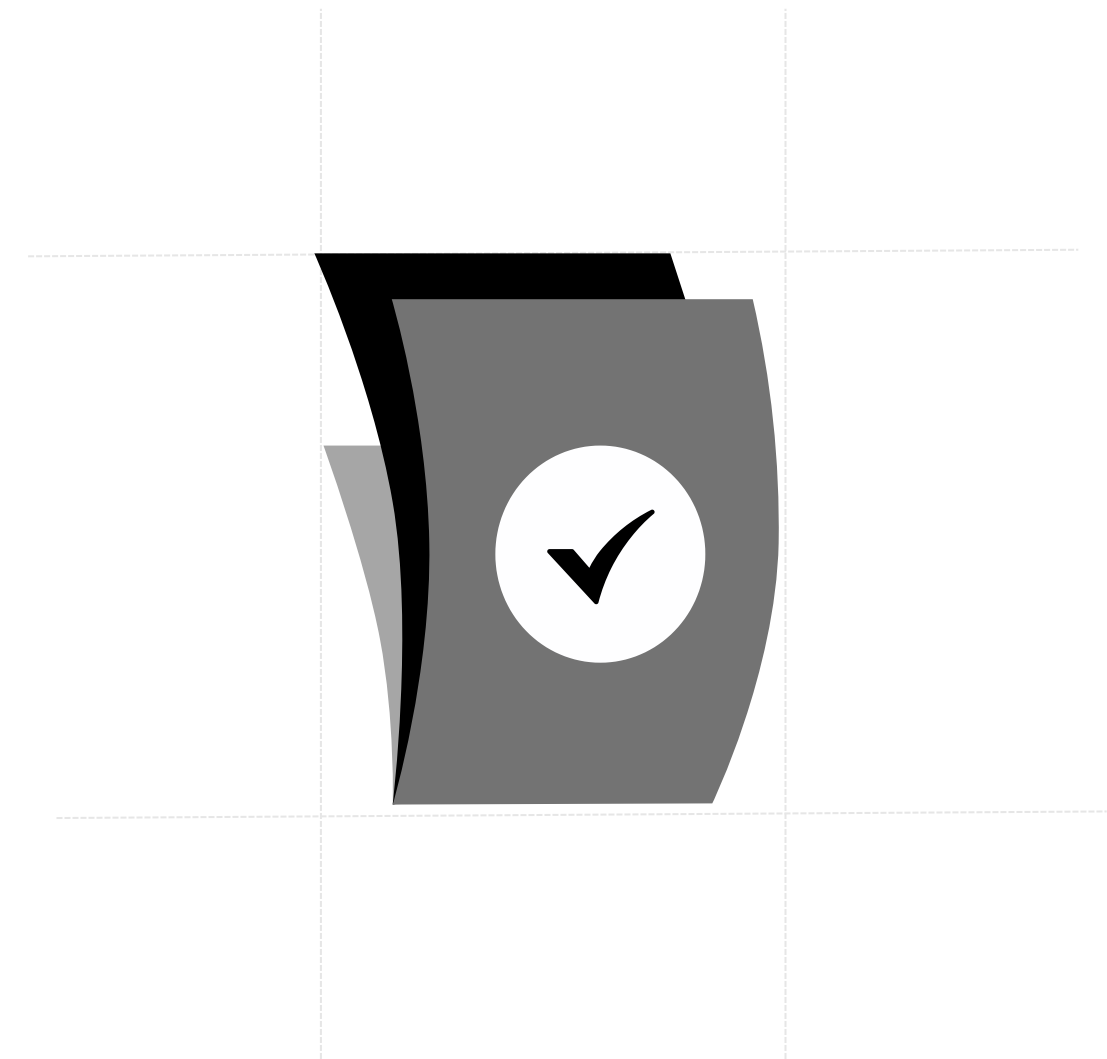
Goods Procurement is a company that specializes in providing top-notch services in international tendering/bidding, procurement management and analytics, product and supplier sourcing, commercial documentation etc. A team of experts is dedicated to helping businesses streamline their procurement processes, compliances, and increase efficiency.

Logo

The abstract document icon represents the commercial documentation aspect of the company's services, while the checkmark icon represents the successful completion of procurement processes.

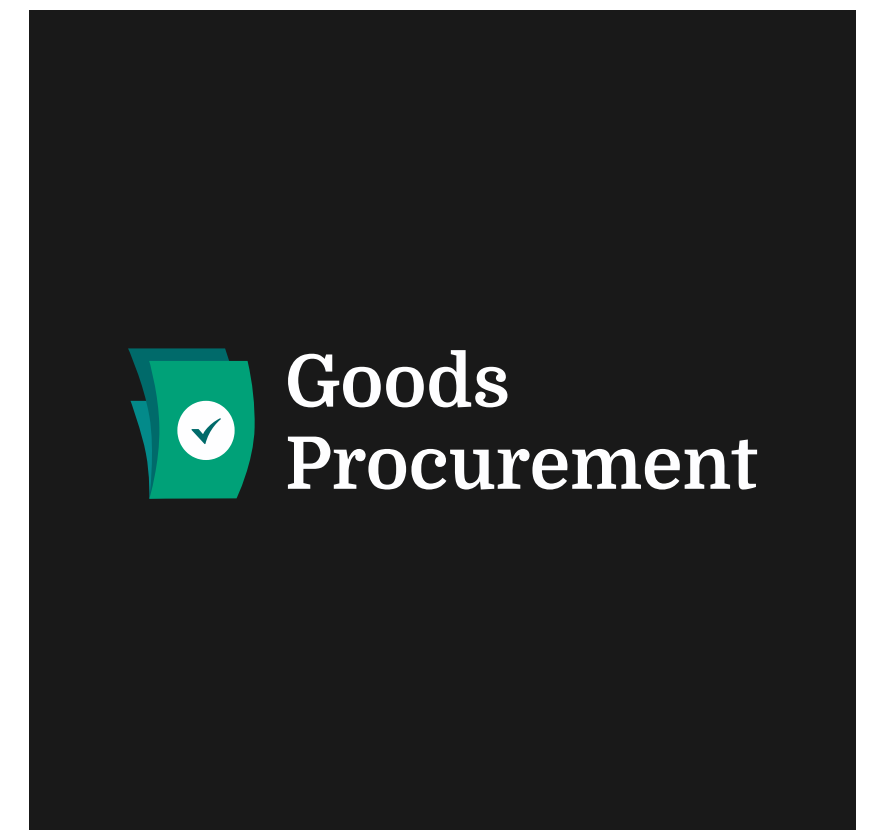
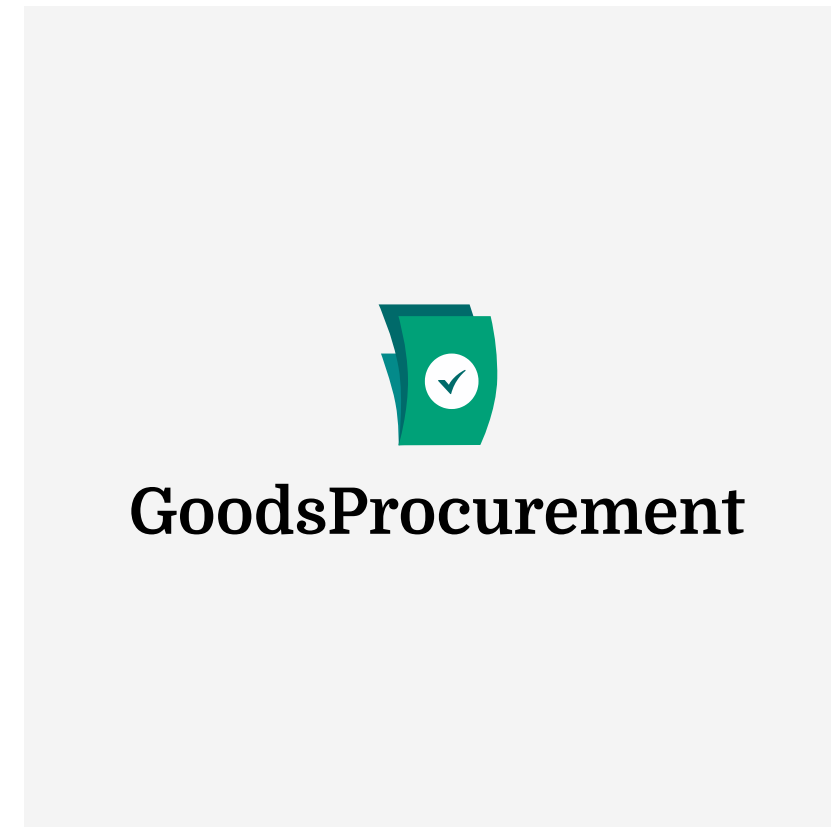
The idea behind the logo is to symbolize the efficiency and accuracy of the procurement process that Goods Procurement provides to its clients.

It represents the brand's commitment to providing high-quality services that meet and exceed client expectations.



Logo Variation

Logo used on an application will often depend on the background and production method. Logo can be used both vertically and horizontally.



Brand Pattern





Goods
Procurement



Goods Procurement



To Whom It May Concern:

A letterhead refers to the heading at the top of a sheet of letter paper. It usually consists of a name and an address, or a logo. This often appears in letters created by companies and individuals for communicating messages, whether it's within the team, business partners, or with clients.

Letterheads are important branding tools as well, as they are sent out to a wide audience. They can set the tone for messages while showcasing your company's expertise and professionalism. This makes it important for you to create a letterhead that captures your brand's identity while presenting important details. It helps to create a template that you can use for different occasions, from interoffice memos to customer correspondences.

Sincerely,
[Name]
[Role]





R.I Parvez
CEO and Founder

123 Anywhere St., Any City
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+123-456-7890



R.I Pa
CEO and Fou

123 Anywher
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**Goods
Procurement**

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05/ RMLS

B2B SEO AGENCY · USA

Logomark

Brand Style Guide

Brand Applications

Rank My Local SEO is a dedicated digital agency specializing in helping local businesses enhance their online presence and grow their brand.

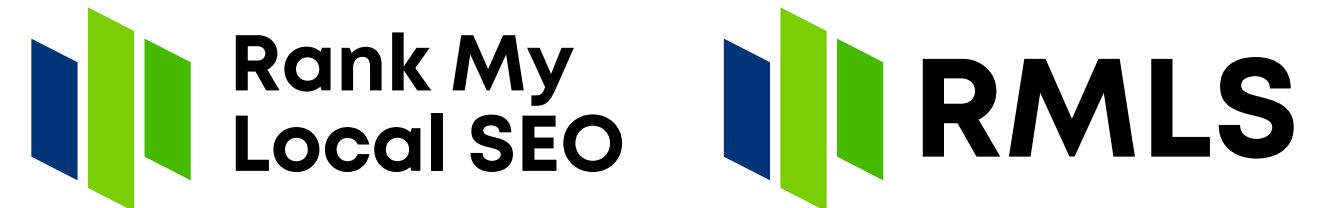
Logo Concept

The logo for **Rank My Local SEO** is a modern, geometric design featuring three vertical bars of different heights. These bars, each a distinct color—*Regal Blue*, *Apple Green*, and *Kelly Green*—symbolize the stages of growth and development.

The first bar represent the core stage of a brand's development: establishing a strong brand identity. The second bar means building an effective online presence, and the last one define optimizing visibility through strategic SEO. Together, they form a balanced, strong brand.



Horizontal Vertical



Version Version



Rank My Local SEO

Color Psychology

- **The First Bar (Regal Blue):** The depth and stability of Regal Blue reflect the *trust, credibility, and professional grounding* that Rank My Local SEO helps businesses establish from the outset. This is the cornerstone upon which all other growth is built.
- **The Second Bar (Apple Green):** Standing tallest in the sequence, this bar symbolizes building an *effective online presence*. The vibrant Apple Green conveys *freshness, innovation, and dynamic energy*, signifying the phase where a brand becomes visible and active in the digital space. This is where businesses begin to stand out and attract attention.
- **The Third Bar (Kelly Green):** Slightly shorter than the second, this bar represents the critical phase of *optimizing visibility through strategic SEO*. The rich Kelly Green denotes *growth, prosperity, and sustainability*, reflecting the continuous improvement and refinement of a brand's presence.

Primary Color Palette



#003479



#7ACE04



#44BB01

Secondary Color Palette



#01532A



#95E083



**Rank My
Local SEO**



**Rank My
Local SEO**



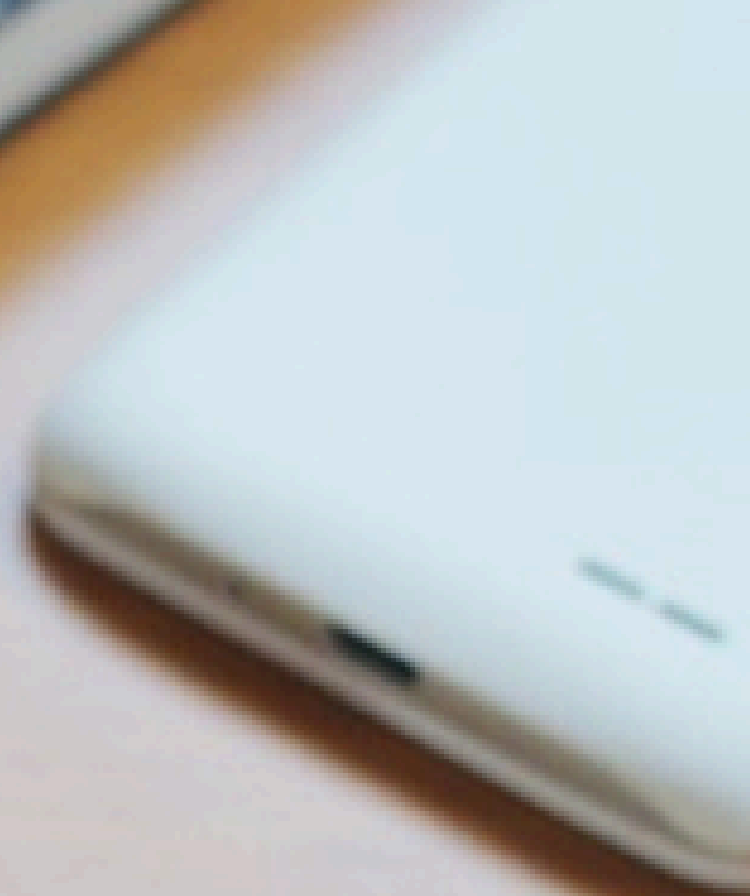
**Rank My
Local SEO**



**Rank My
Local SEO**



**Rank My
Local SEO**





**Rank My
Local SEO**

- +123-456-7890
- hello@rankmylocalseo.com
- www.rankmylocalseo.com



**Rank My
Local SEO**



Building Visibility, Driving Success.

- Social Media Optimization & Content Strategy
- Social Media Content Design
- Local Search Engine Optimization
- Website Design and Development

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RMLS
Building Visibility, Driving Success

Rank My Local SEO

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Social Media Templates

Struggling to keep up with **social media trends**?

Our content strategy and design services ensure your brand stays relevant and engaging. 💡

Contact Us

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hello@rankmylocalseo.com
www.rankmylocalseo.com



Did you know?

A well-optimized **Google My Business** profile can increase local visibility by up to **50%**!

@rankmylocalseo



Which aspect of branding do you find most challenging? 🤔

A) Search Engine Optimization

B) Website Development

C) Social Media Strategy



Another 5 Star Review



Brigitte Schwartz



Rank My Local SEO transformed our online presence! Our business visibility skyrocketed after their strategic SEO and Social Media Planning. I highly recommend them!



06/ Insure Damage

B2B SAAS · USA

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[Brand Applications](#)

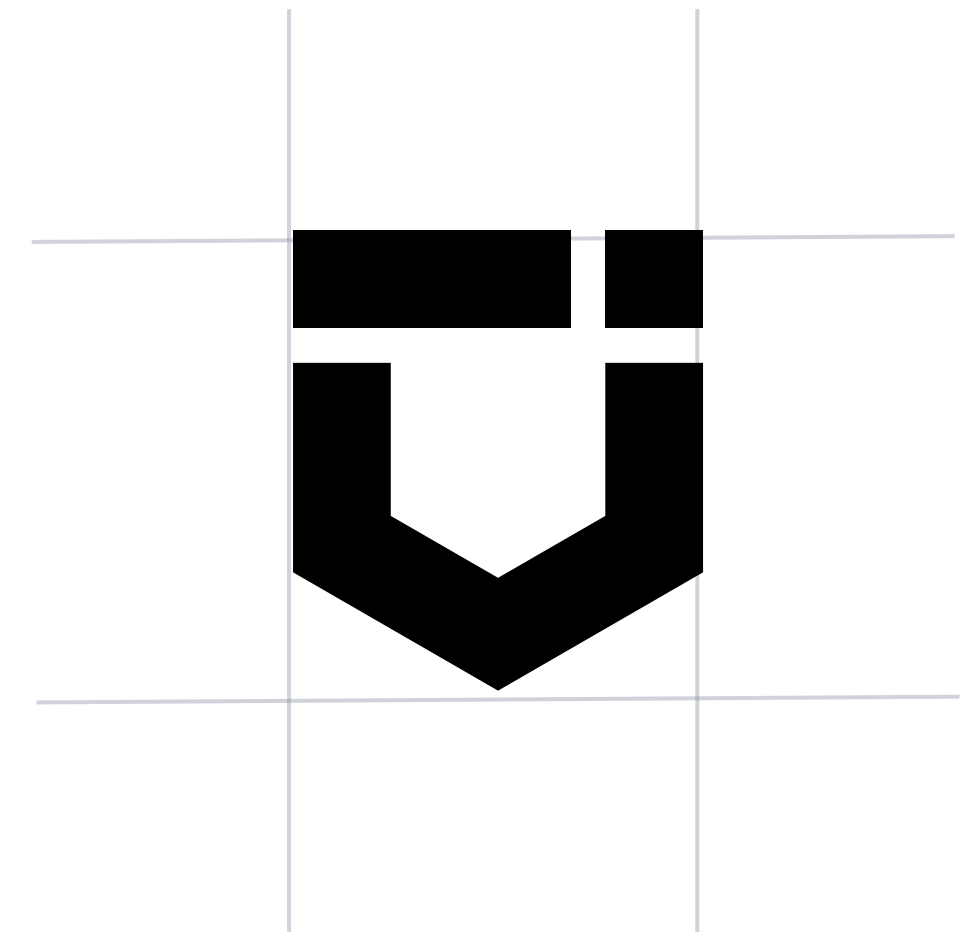
Welcome to Insure Damage, a company dedicated to enhancing smartphone safety and providing peace of mind to users. Insure Damage's primary goal is to ensure the security of smartphones, offering comprehensive insurance coverage to all phone owners in Bangladesh.

Logo

The Insure Damage's logo is a powerful representation of the brand's commitment to ensuring the security and safety of smartphone insurance.

The logo prominently features the letters "I" and "D," creatively combined to form a symbolic shield. The shield shape in the logo symbolizes protection, strength, and security. It serves as a visual metaphor for the comprehensive insurance coverage provided by Insure Damage.

I +D + Shield



Logo Variation

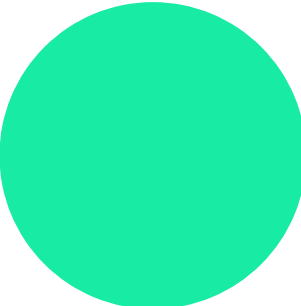
The color palette chosen for the logo further reinforces the brand's values.

A combination of bold and trustworthy colors is used to evoke a sense of reliability and assurance. The primary color of the logo is a Spring Green, representing optimism and trust. The Brandeis Blue is the secondary color, which adds a touch of security and tranquility.

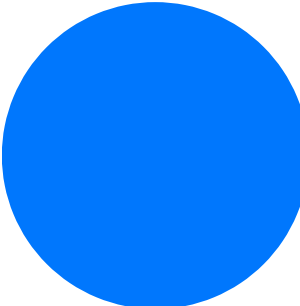


Brand Color

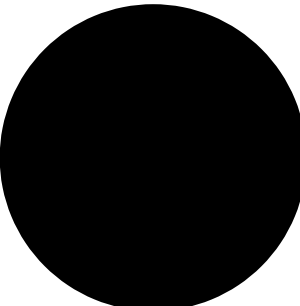
Primary Color Palette



HTML #18EBA3

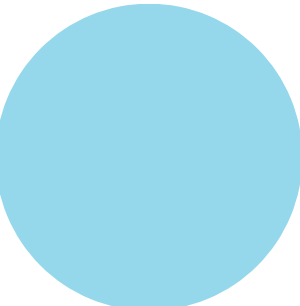


HTML #0077FD

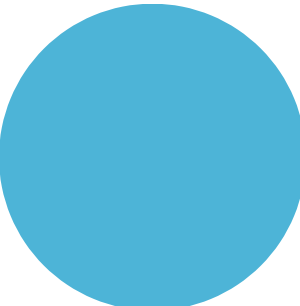


HTML #000000

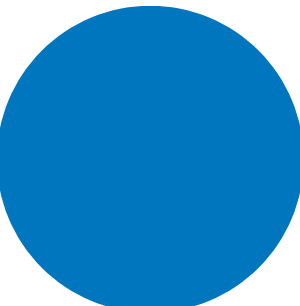
Secondary Color Palette



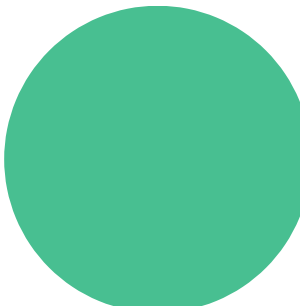
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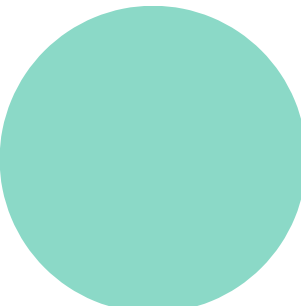
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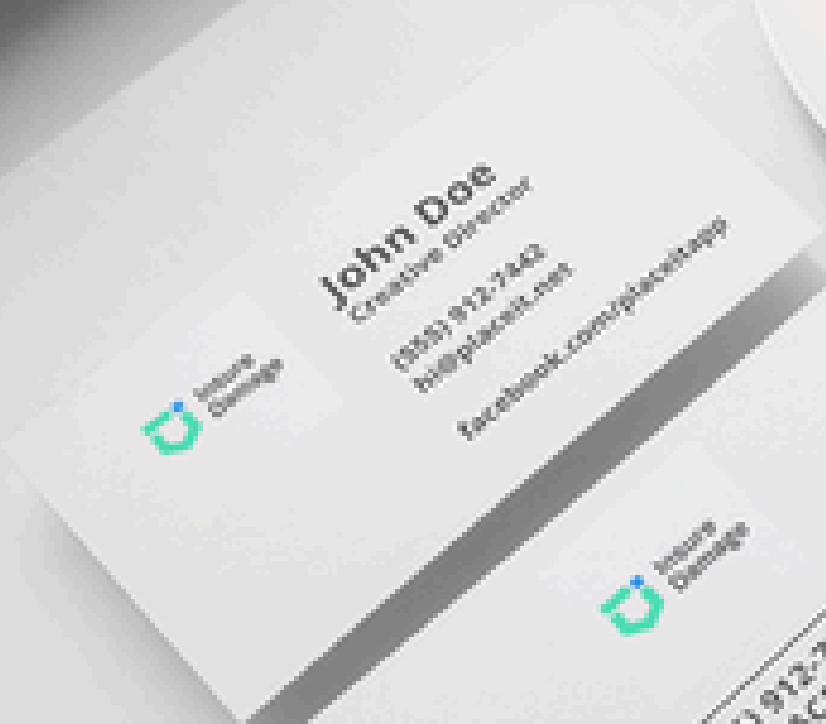


HTML #48BF91



HTML #8BD9C7

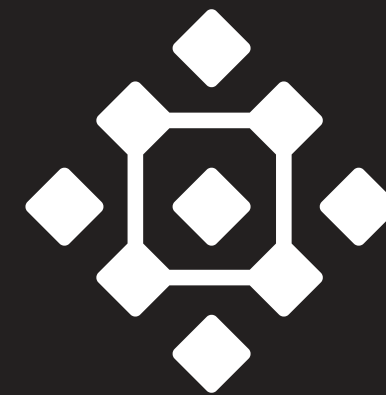








Insure Damage



07/ Orenda

B2B SAAS · USA

Logomark

Brand Style Guide

Brand Applications

Orenda sell solutions to help salesforce users to find insights from mountains of data (find the needle in the haystack) with minimal time and effort. It allows them to discover hidden insights, eliminate blind spot, and see below the 'surface'.

Introduction

Orenda is not just a brand; it is a revelation. As the successor to hyper comps, we bring a fresh perspective to the world of data solutions.

Our mission is clear: empower Salesforce users to navigate the vast landscapes of data effortlessly, like seasoned explorers who effortlessly find the needle in the haystack.

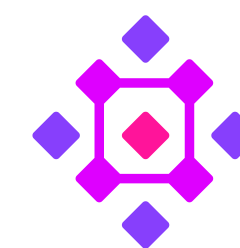
We're not just a solution; we're a mindset, a belief that within the layers of information lies the power to transform, illuminate, and elevate.

Old Version



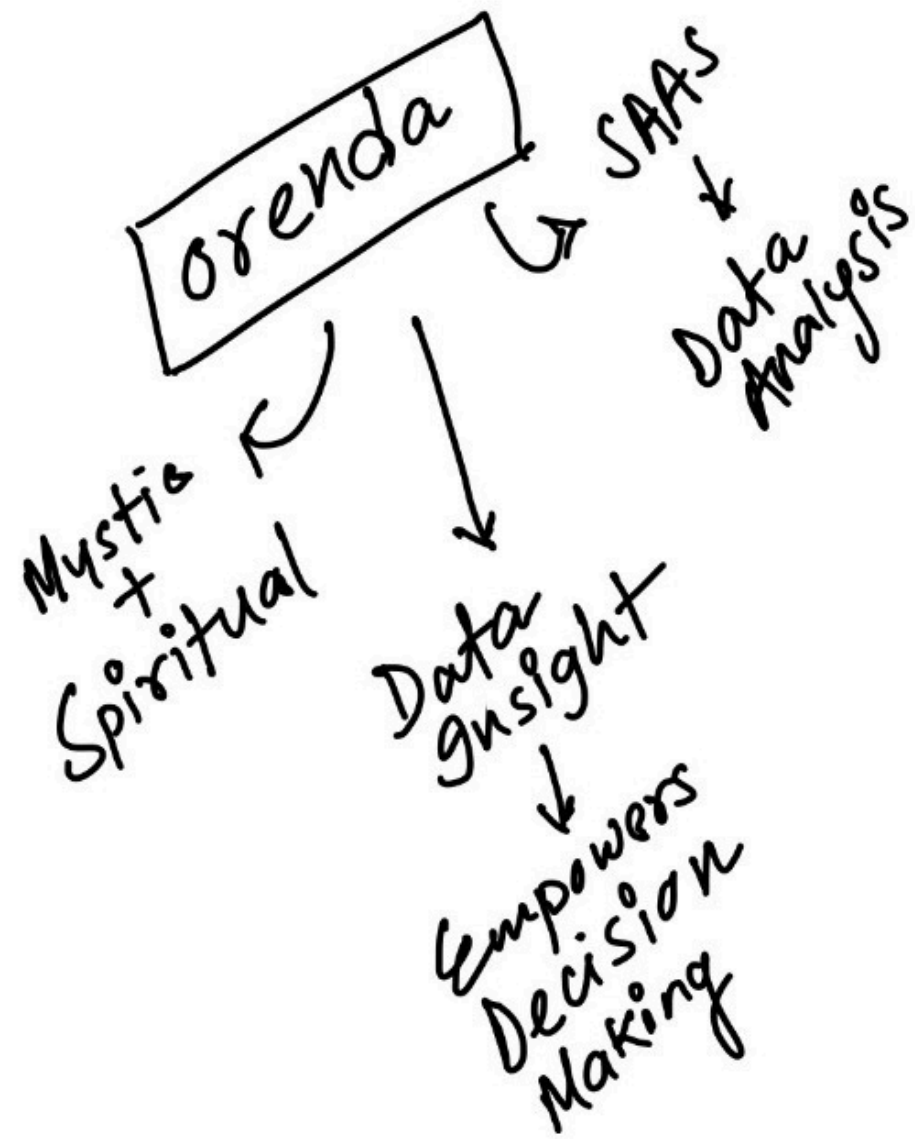
Hyper Comps

New Version

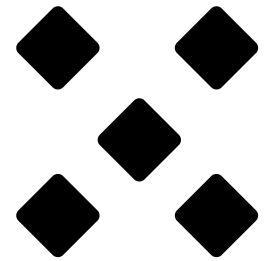


orenda

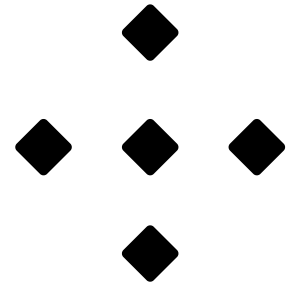
Brain Storming & Sketching Phase



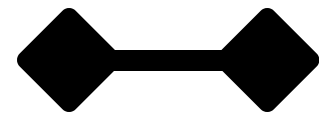
Iteration & Concept



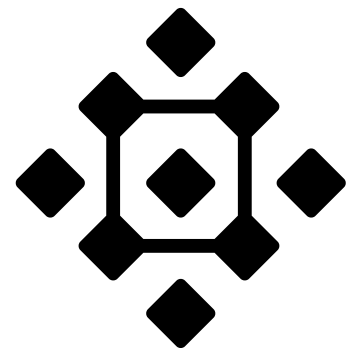
Piece of data; part of a data orb



Combines and close to each other to form an insight

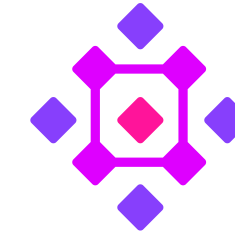


Pieces connect together to make powerful impact



Mystical pattern includes the central piece of data that shows insight and empowers decision-making

Vertical Version



orenda

Horizontal Version



orenda

Color Psychology

The color psychology of Orenda's brand palette is meticulously designed to convey depth and insight.

Night Blue exudes trust and stability, Aztec Purple adds sophistication and mystery, Deep Pink injects vibrancy and energy, and Phlox brings warmth and approachability.

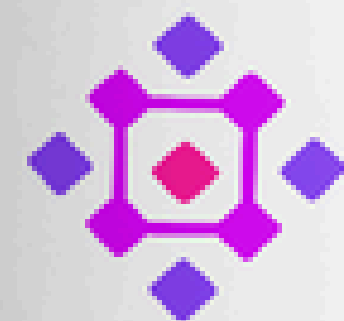
The use of gradient overlays symbolizes adaptability and the seamless integration of insights, reinforcing Orenda's commitment to innovation and modern data solutions.

The Orenda logo, consisting of a stylized diamond-shaped icon followed by the word "orenda" in a lowercase, sans-serif font, is centered on a solid dark blue background.The Orenda logo is centered on a background with a vertical gradient from light purple at the top to dark purple at the bottom.The Orenda logo is centered on a background with a vertical gradient from light pink at the top to dark pink at the bottom.The Orenda logo is centered on a background with a vertical gradient from dark purple at the top to dark blue at the bottom.



 **orenda**

 **orenda**



Orenda

Your brand is the first impression. **Make it count.**

Available for remote roles or freelance projects.



Hasibul Haque Prottoy

Digital Project Manager

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