

# Agency Deck

# Plan

- Presentation
- Portfolio
- Brand guidelines

2024

# Presentation

- Who we are ?
- What we do ?
- How we do it ?



h / 16 m

## Who we are ?

- Simplicity rules
- Artistic ethos
- Fastidious at core

At H16M Agency: From UX/UI Design to Branding, Marketing & Web Development, we blend creativity with expertise. As we are artists at heart, we believe that every project is a canvas, awaiting its transformation into a fascinating masterpiece.

# Presentation

- Who we are ?
- **What we do ?**
- How we do it ?

# What we do ?

## Branding Services

**Brand Strategy:** Develop a comprehensive plan to define your brand's purpose, values, and positioning in the market. Our strategic approach ensures that every aspect of your brand is aligned with your business objectives and resonates with your target audience.

**Brand Architecture:** Create a structured framework for organizing and presenting your brand's portfolio of products, services, and sub-brands. Our brand architecture solutions help clarify your brand hierarchy and simplify communication with your audience.

**Verbal Identity:** Craft a distinctive and memorable brand voice that communicates your brand's personality, values, and messaging effectively. From taglines to tone of voice guidelines, we ensure consistency and authenticity across all your brand communications.

**Visual Identity:** Design a visually compelling brand identity that reflects your brand's essence and resonates with your audience. From logo design to color palettes and typography, we create visual assets that leave a lasting impression and reinforce brand recognition.

**Brand Guidelines:** Establish clear and comprehensive guidelines that outline the usage and application of your brand assets across various touchpoints. Our brand guidelines ensure consistency and coherence in your brand's visual and verbal expressions, empowering your team and partners to uphold your brand standards.

**Brand Experiences:** Create memorable brand experiences that engage and delight your audience at every touchpoint. Whether it's through events, activations, or digital experiences, we design immersive brand experiences that leave a lasting impact and foster meaningful connections with your audience.

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# What we do ?

## Marketing Services

**Content Strategy:** Develop comprehensive content strategies that align with brand objectives and resonate with the target audience.

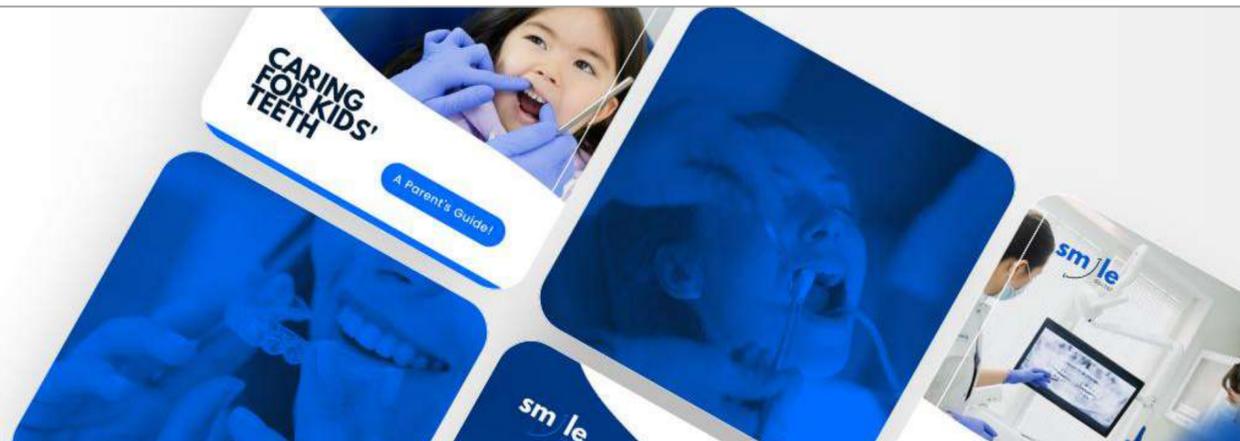
**Social Media Marketing:** Amplify brand presence and engage with the audience on social media platforms through strategic content creation, community management, and targeted advertising campaigns.

**SEO Optimization:** Enhance online visibility and drive organic traffic to the website with data-driven SEO strategies.

**Email Marketing:** Nurture leads and foster customer relationships with personalized email marketing campaigns.

**Digital Advertising:** Reach the target audience effectively and maximize ROI with targeted digital advertising campaigns across various channels.

**Analytics and Reporting:** Monitor campaign performance, track key metrics, and gain valuable insights into audience behavior.



# What we do ?

## Interior and Exterior Design Services

**Interior Design for Stores:** Transform physical retail spaces into immersive brand experiences with innovative interior design solutions tailored to the brand's aesthetic and functional requirements.

**Exterior Design for Stores:** Create visually appealing exteriors that attract customers and communicate the brand's identity effectively.

**Banners and Signage:** Design banners, signage, and other visual elements for local businesses to enhance visibility and attract foot traffic.

**Promotional Materials:** Create promotional materials such as posters, flyers, and brochures to advertise local businesses' products and services effectively.

**Window Displays:** Design captivating window displays that showcase products and promotions, enticing passersby to enter the store.

**Event Decor:** Design event decor and visual elements for local businesses' special events, such as grand openings, product launches, and community gatherings.

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# What we do ?

## Artists Branding Services

**Personal Branding:** Develop a unique and authentic brand identity that reflects the artist's style, values, and vision.

**Visual Identity Guidelines:** Establish comprehensive guidelines that outline the artist's brand's visual elements, including color palettes, typography, imagery styles, and usage guidelines.

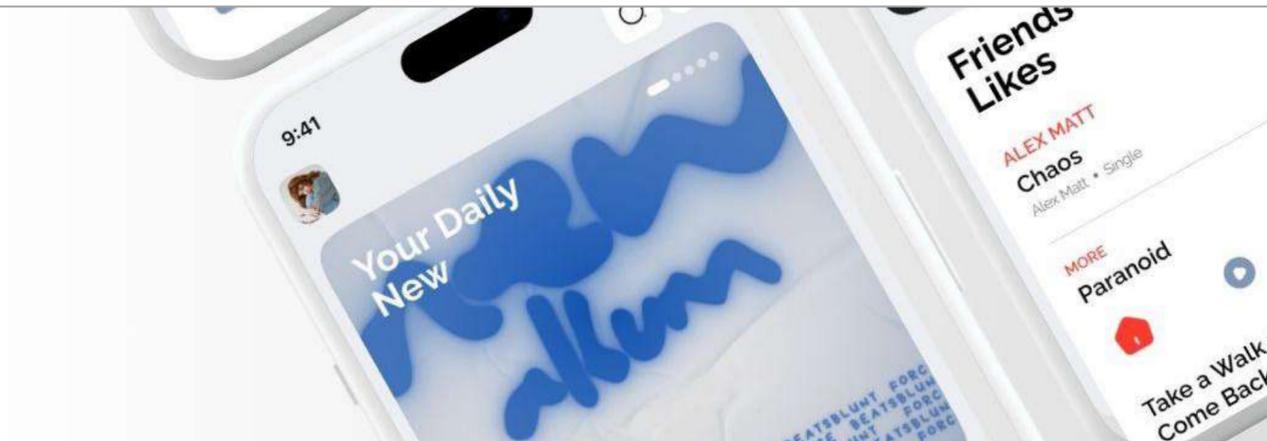
**Cover Designs:** Create captivating cover artwork for albums, singles, and other releases that visually represent the mood, tone, and theme of the music.

**Book Covers:** Design compelling book covers for written works that capture the essence of the story, intrigue readers, and entice them to pick up the book.

**Digital Artwork for Albums and Singles:** Design striking digital artwork for albums, singles, and other releases that stand out in digital music platforms and social media feeds, effectively promoting the latest releases and building anticipation among the audience.

**Social Media Branding:** Customize social media profiles with branded cover photos, profile pictures, and post templates that align with the artist's brand identity.

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# What we do ?

## Sonic Branding

**Crafting unique sonic identities** : that represent and reinforce your clients' brands across various touchpoints, including logos, advertisements, and other marketing materials.

**Soundtrack Production**: Curating and producing the perfect soundtracks or soundscapes to enhance the mood, message, and overall impact of your clients' projects, whether it's a commercial, film, TV show, or any other media production.

**Bespoke Composition**: Tailoring original musical compositions to align perfectly with your clients' brand values, target audience, and project requirements. These compositions are exclusive and created from scratch to ensure a distinctive and memorable sonic signature.

**Re-Records**: Reimagining existing musical pieces to fit the specific needs and preferences of your clients, whether it's updating classic tunes, adapting popular songs, or creating modern interpretations that resonate with contemporary audiences.

**Music Strategy**: Developing comprehensive audio branding strategies that leverage music and sound to achieve specific business objectives, enhance brand recognition, evoke desired emotions, and foster deeper connections with consumers.

**Voice-Over Services**: Providing professional voice-over services to add narration, dialogue, or character voices to your clients' projects, ensuring clear communication and engaging storytelling across various media platforms.

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# What we do ?

## End-to-end development

**Strategic Development:** Crafting data-driven digital strategies tailored to your goals, audience, and market landscape for impactful online presence.

**UX/UI Web Design:** Creating visually stunning and intuitively designed websites that prioritize user experience and engagement across all devices.

**Dynamic Content Production:** Crafting engaging and relevant content tailored to your brand voice and audience preferences to keep your digital presence vibrant and memorable.

**Frontend & Backend Development:** Building robust and scalable web solutions with clean code and seamless integration for optimal performance and user experience.

**CMS Integration:** Streamlining content management with effortless CMS integration, allowing easy content publishing and maintenance for your website.

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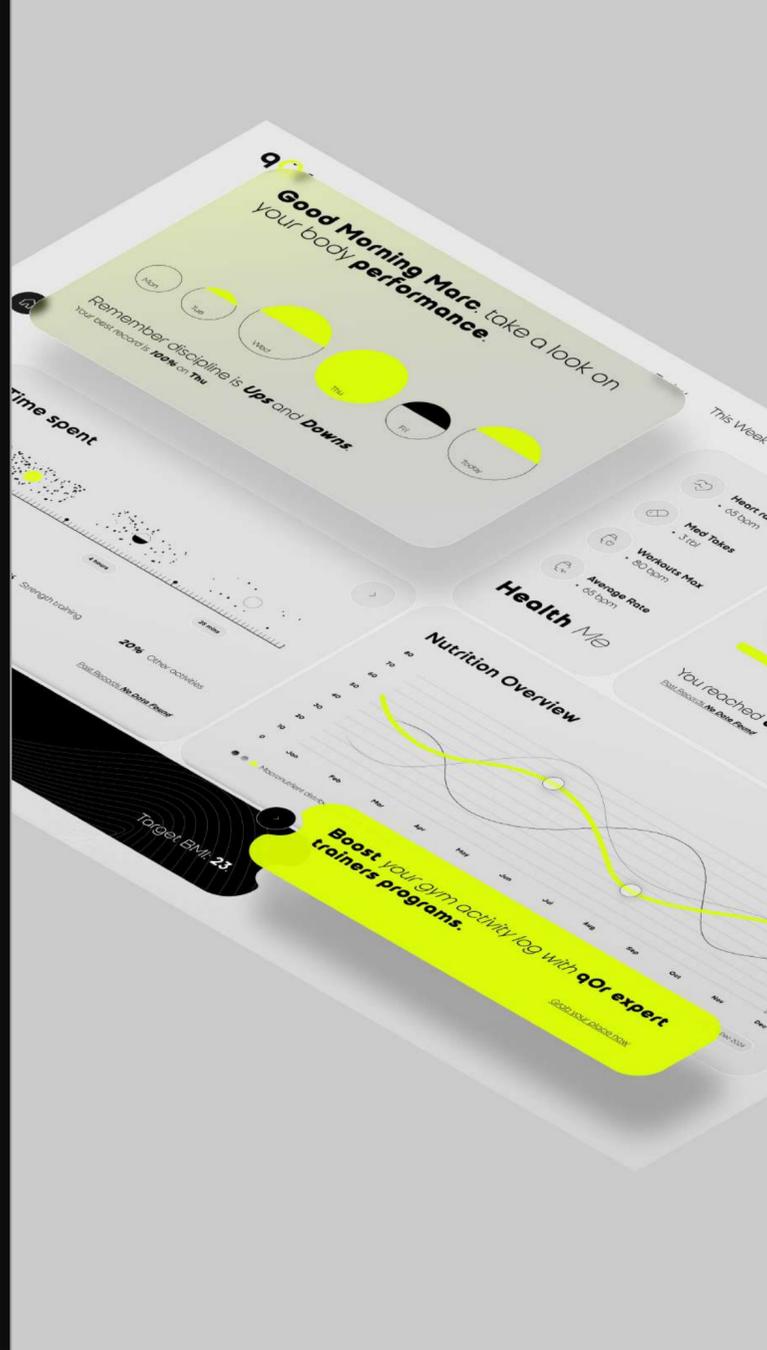
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# How we do it ?

Project Kickoff	We begin by scheduling an initial consultation to discuss your project requirements, goals, and vision. During this phase, we focus on understanding your challenges and aspirations better.
Design Concept Development	Based on the insights gathered during the discovery phase, we develop initial design concepts and present them to you for feedback. We iterate on these concepts until we reach a design direction that aligns with your vision.
Design Refinement & Prototyping	With your feedback, we refine the chosen design concept, focusing on details such as color schemes, typography, and imagery. We then move on to prototype development, creating interactive prototypes for web applications or mobile apps.
Testing, Finalization & Delivery	We conduct usability testing to gather feedback from end-users and stakeholders. Based on the feedback received, we make any necessary adjustments to refine the prototype further. Finally, we finalize the design and prepare it for delivery, ensuring that all files and assets are organized and delivered to you according to the agreed-upon timeline.

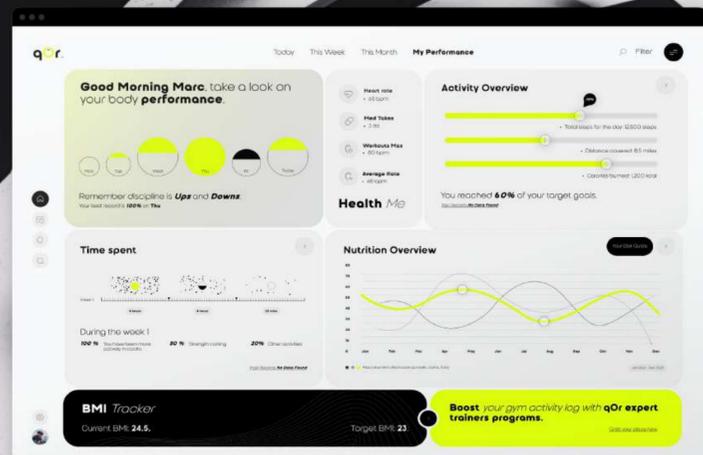
2024



Transform  
Your Lifestyle  
with qOr.  
Track.  
Analyze, and  
Achieve.

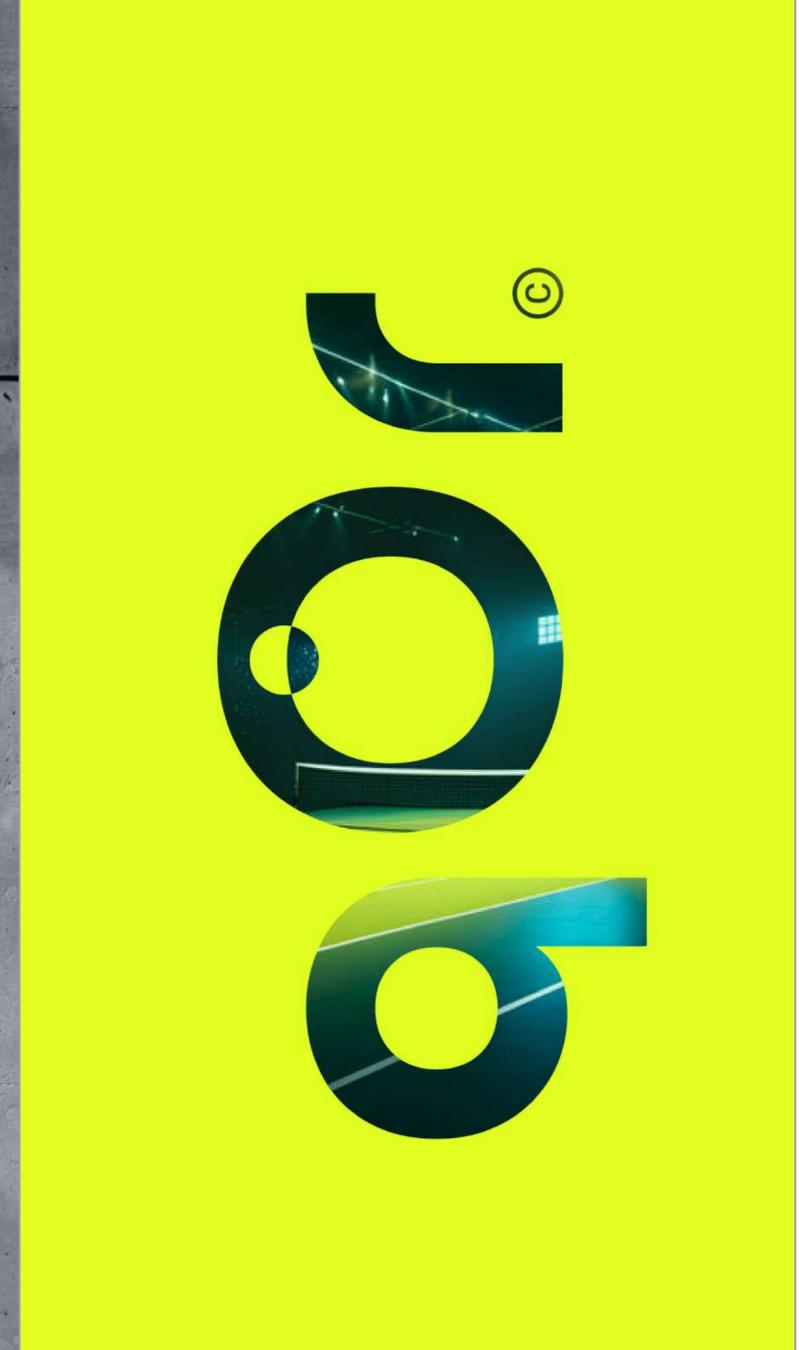
qOr

We made qOr a reality: a dynamic health and fitness platform, marrying vibrant branding with intuitive UX/UI design.



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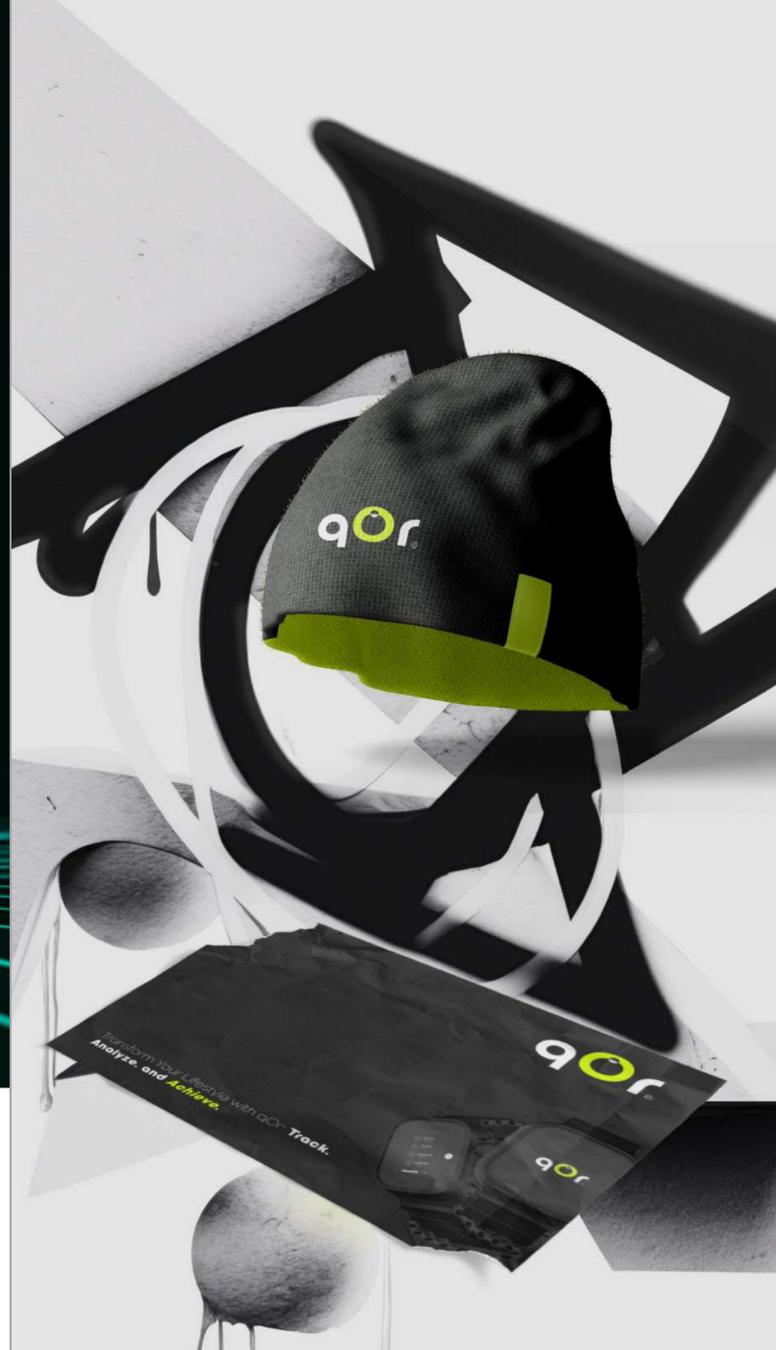
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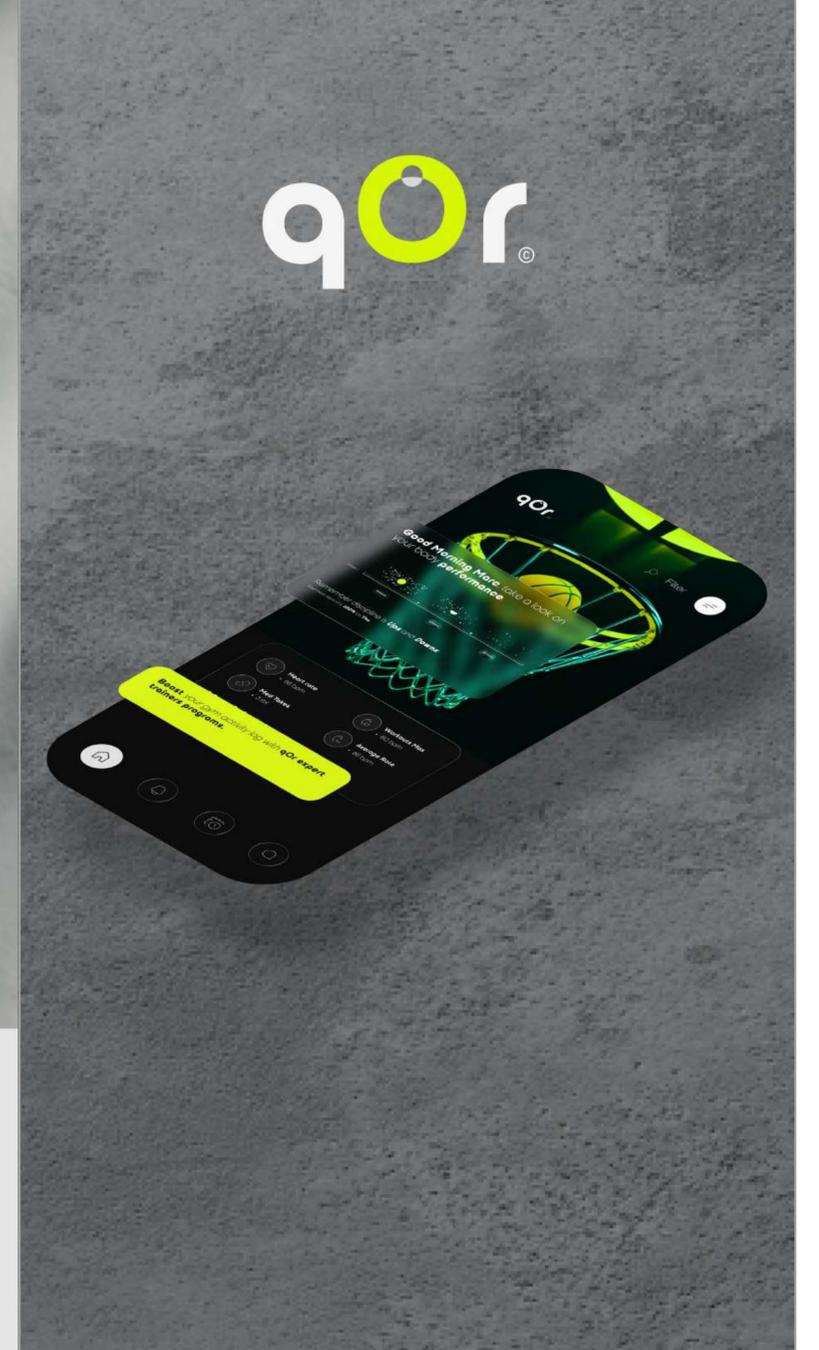


qOr.

Transform Your Lifestyle with qOr:  
**Track, Analyze, and Achieve.**



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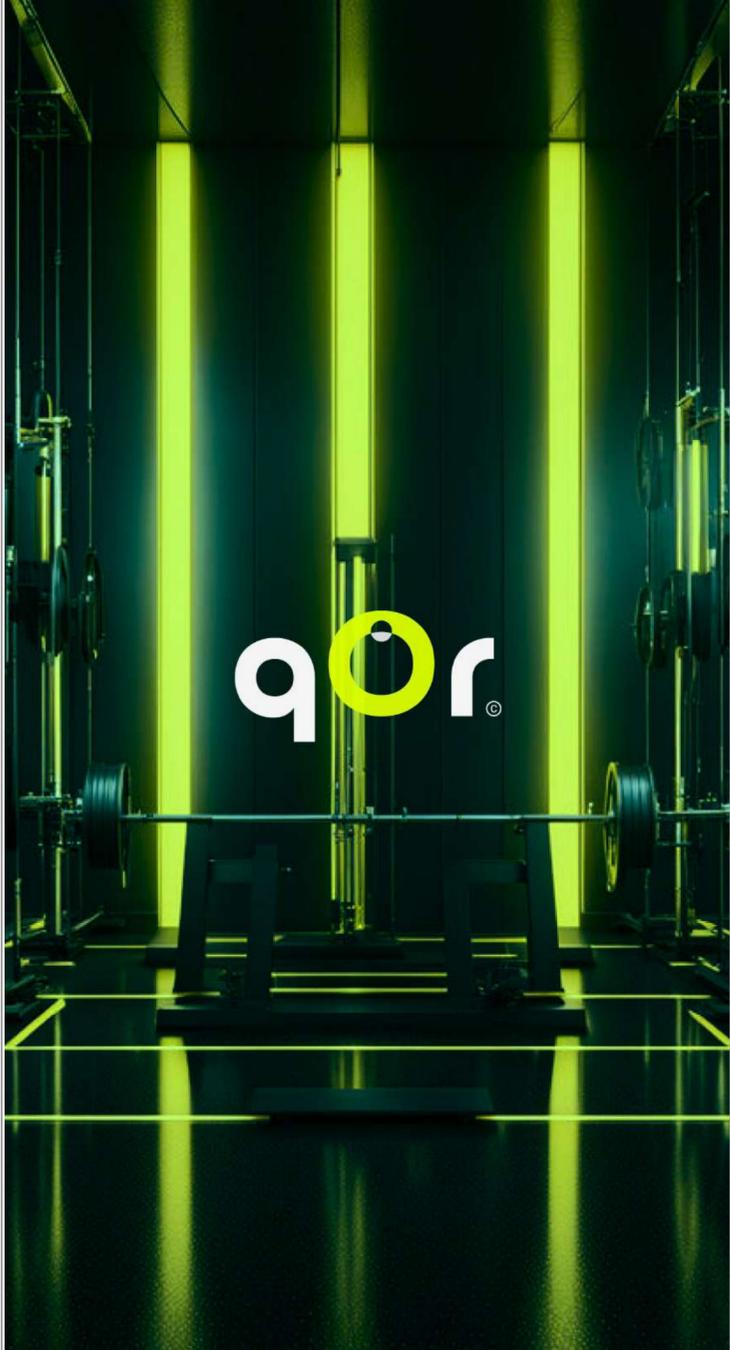
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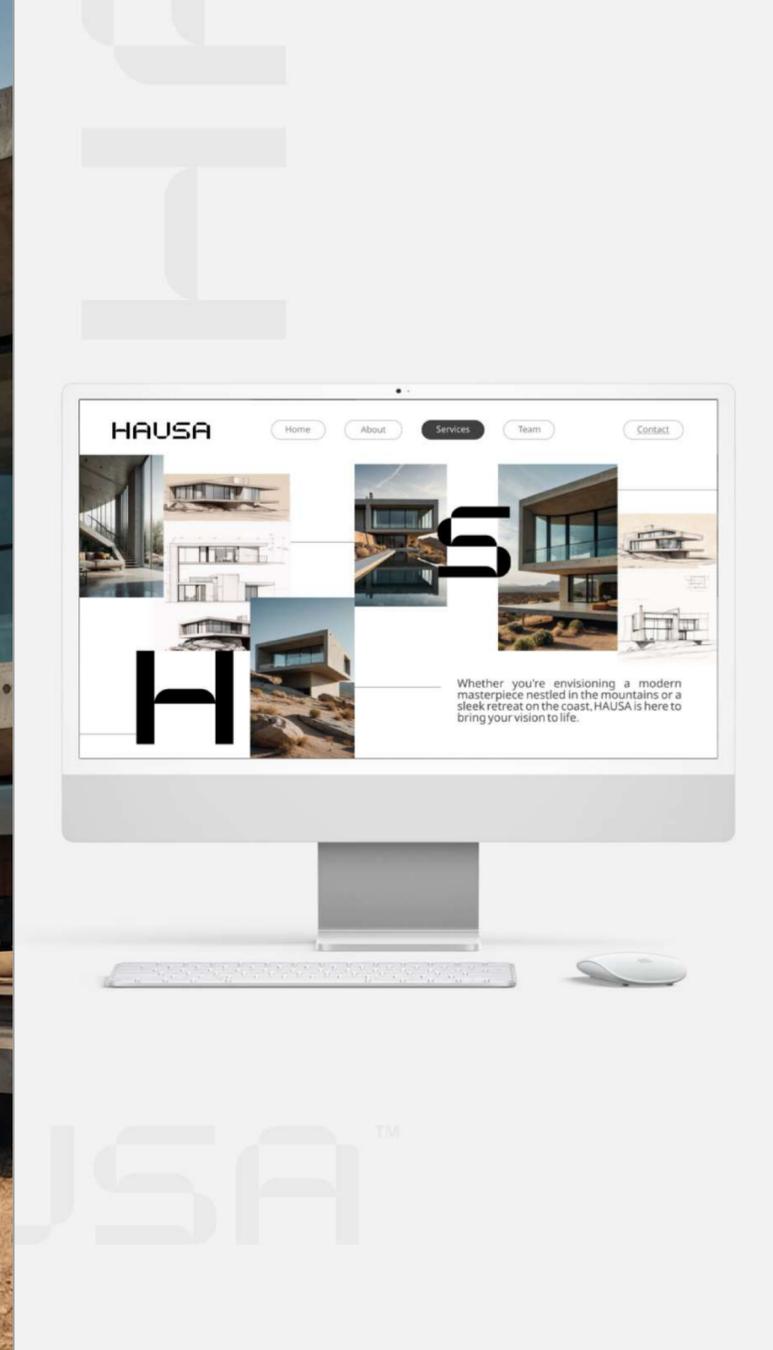
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## Hausa

Hausa, an architecture and interior design firm, we spearheaded a comprehensive branding overhaul, crafting UI/UX designs for their website and stationery solutions.



HAUSA™



HAUSA is here to bring your vision to life.

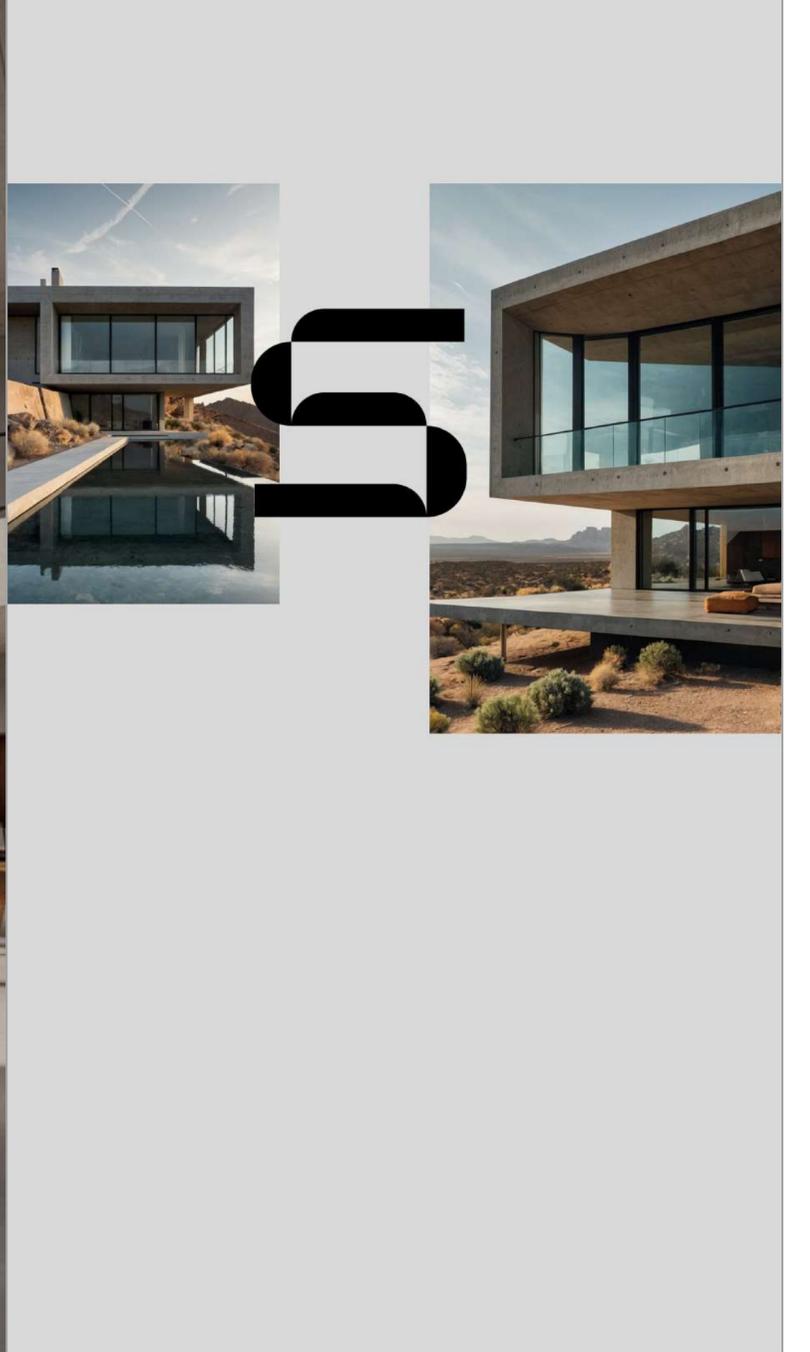


HAUSA™



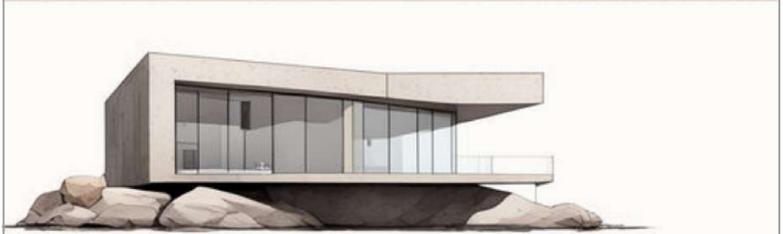
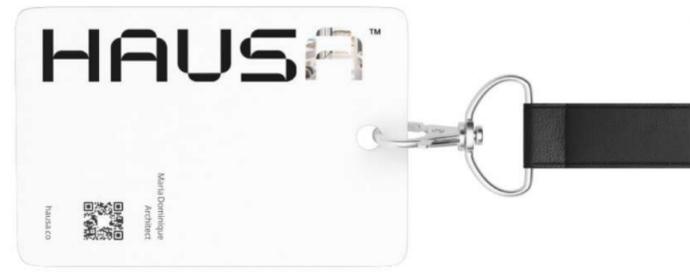
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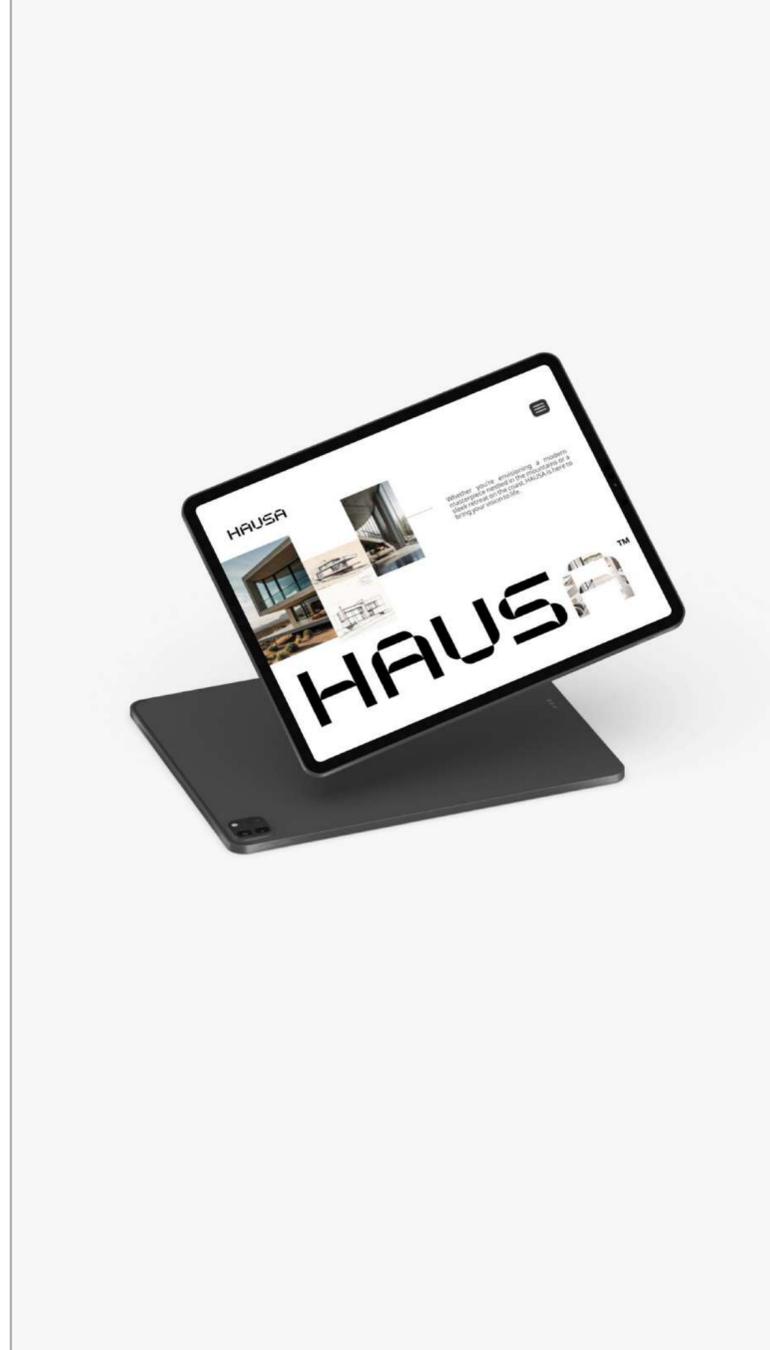
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**HAUSA™**  
Whether you're envisioning a modern masterpiece nestled in the mountains or a sleek retreat on the coast, HAUSA is here to bring your vision to life.

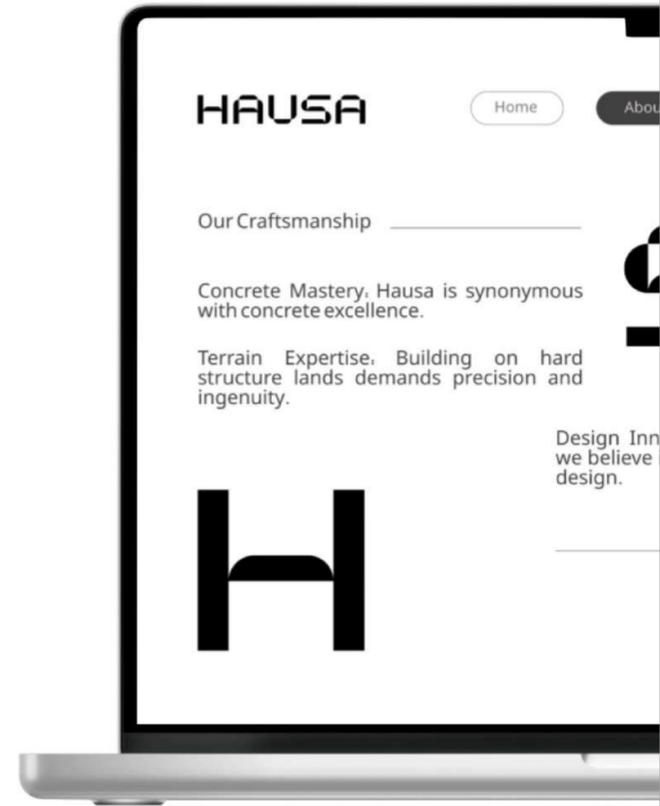
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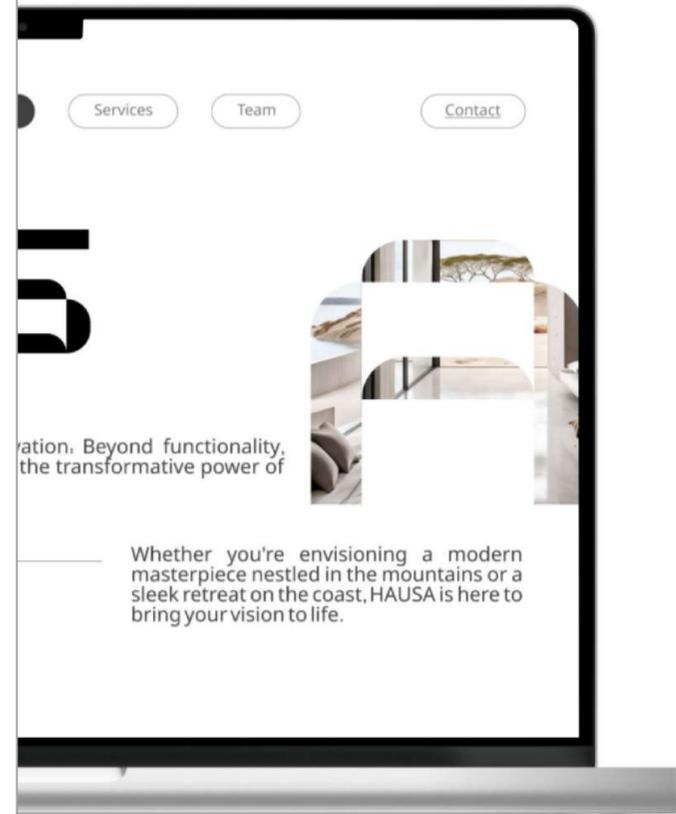


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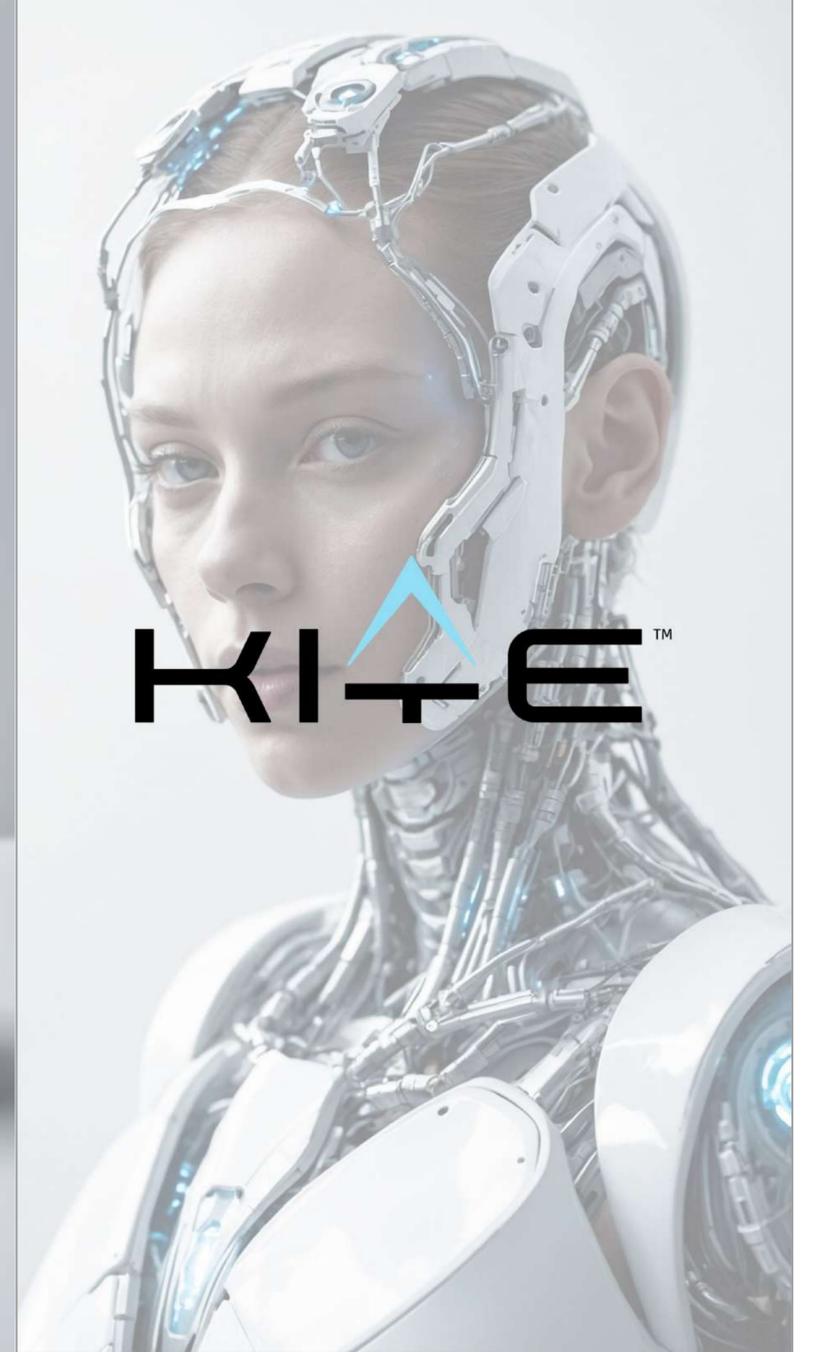
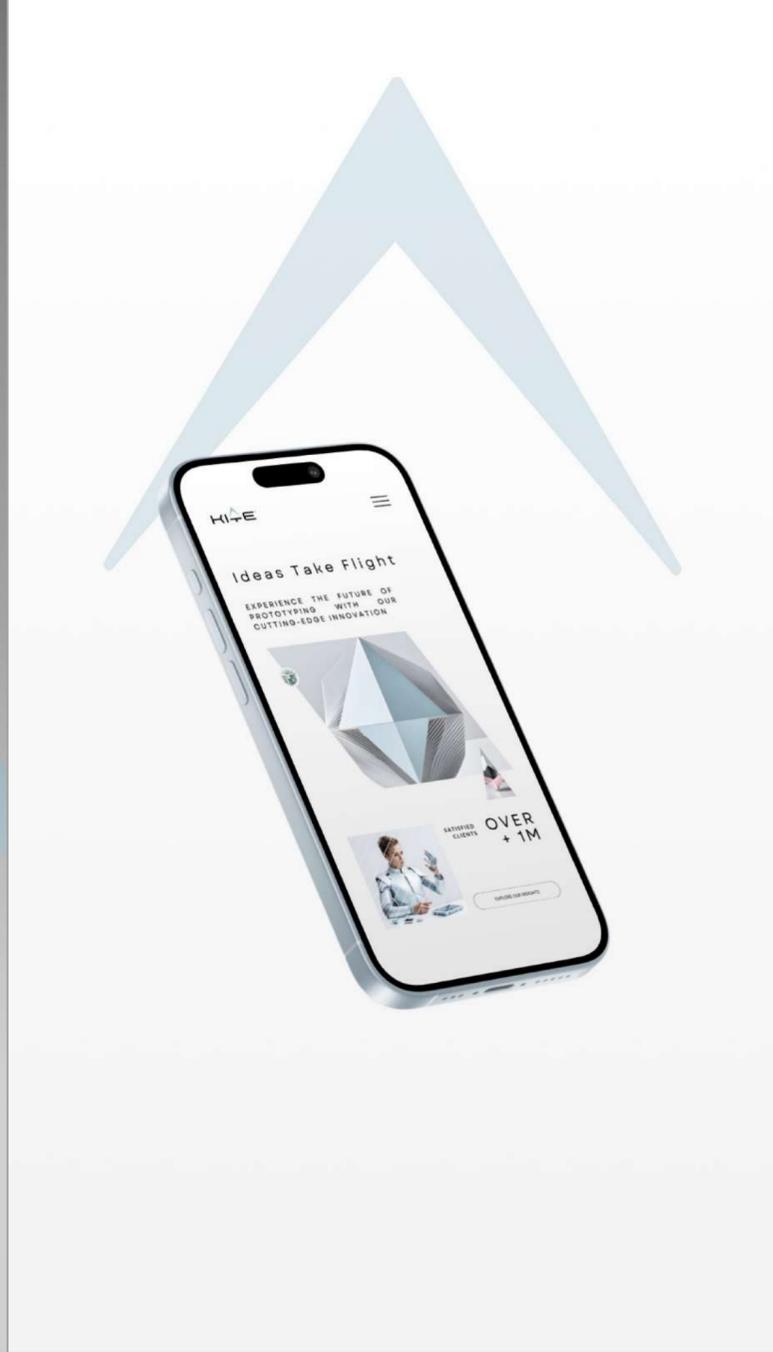
At Hausa, we are more than architects and interior designers; we are artisans of concrete, sculpting homes that harmonize with the rugged beauty of hard structure lands. Our team of talented professionals is dedicated to turning challenges into opportunities, transforming daunting terrain into breathtaking living spaces.



We recognize that each project is as unique as the land it inhabits. Hausa collaborates closely with clients to understand their vision and tailor our solutions to suit their individual needs and preferences.

# Hausa

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## Kite

Kite, a technology prototyping firm, we crafted its brand identity, user-friendly website, and captivating 3D product models, while also designing their stationery.



KITE™



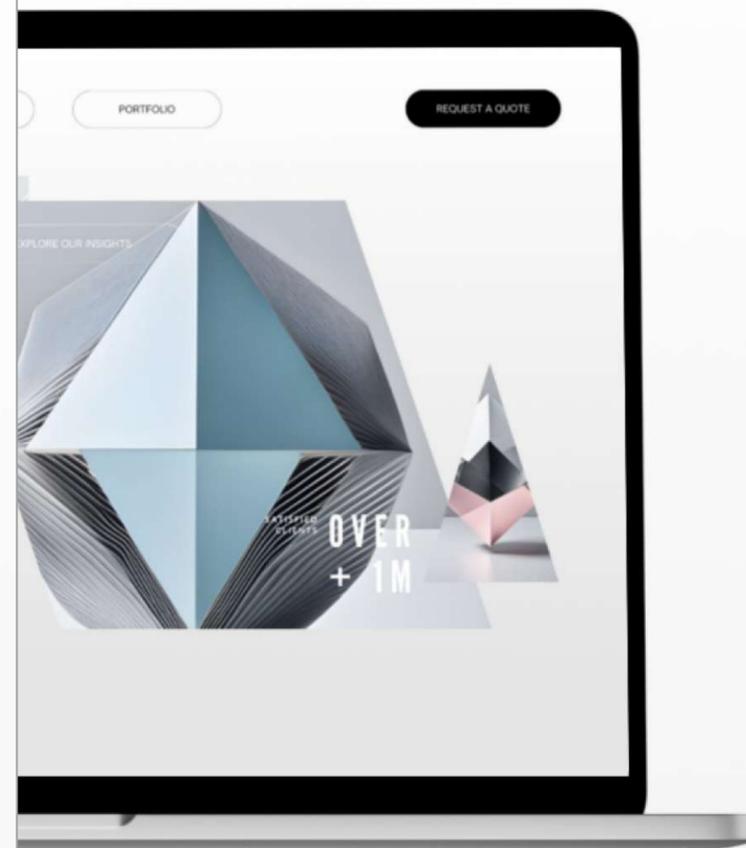
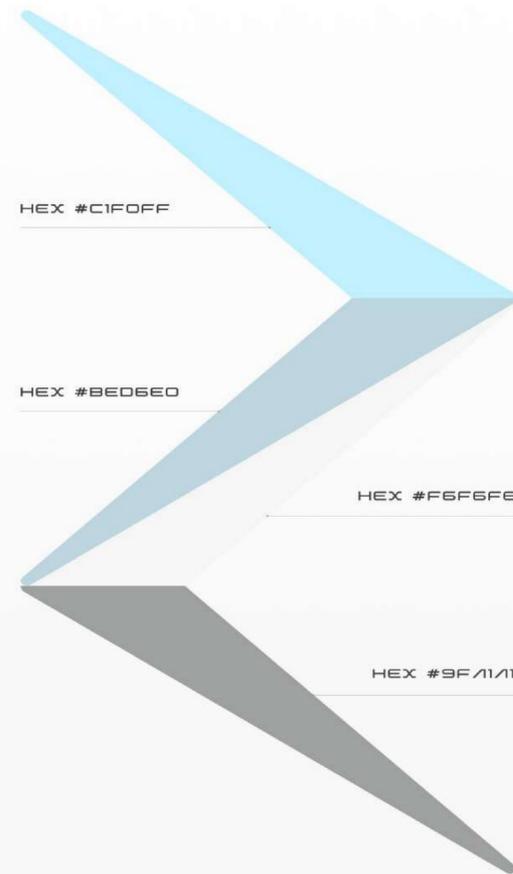
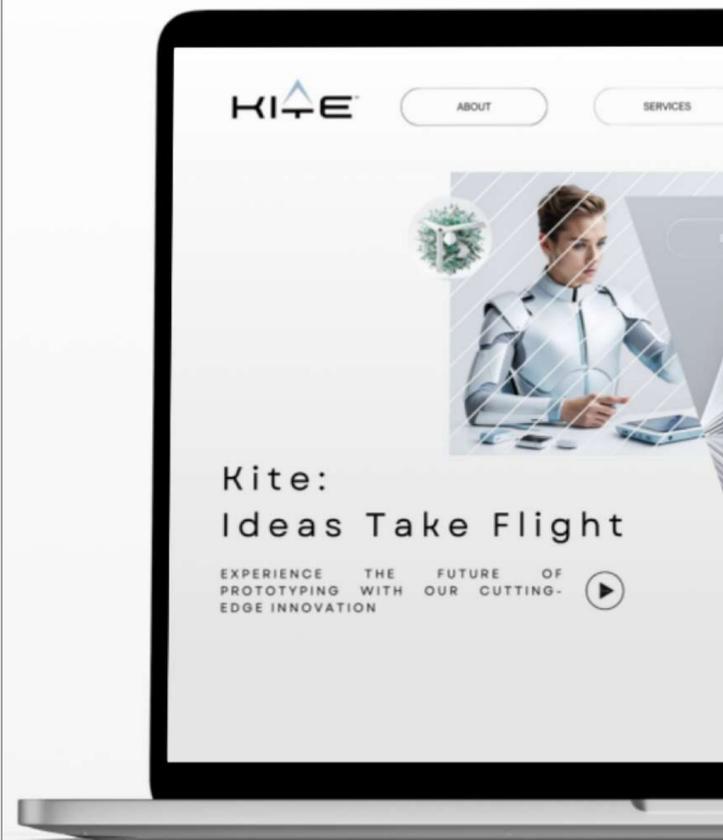
TECHNOLOGY  
STACK

Revolutionize your  
concept into reality with  
Kite's unparalleled  
prototyping expertise.

[www.kiteam.co](http://www.kiteam.co)

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KITE™

Embark on a journey of discovery  
with Kite, where imagination  
knows no limits.

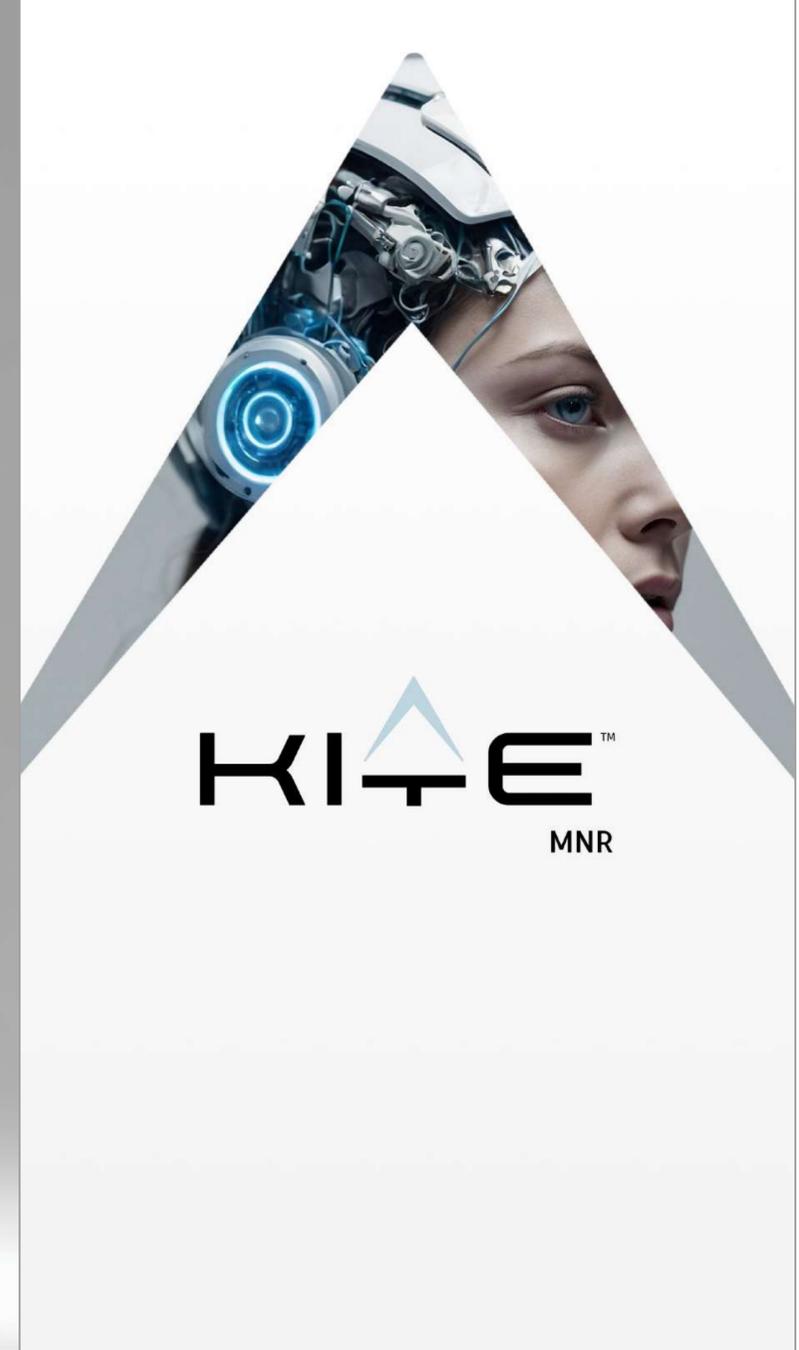


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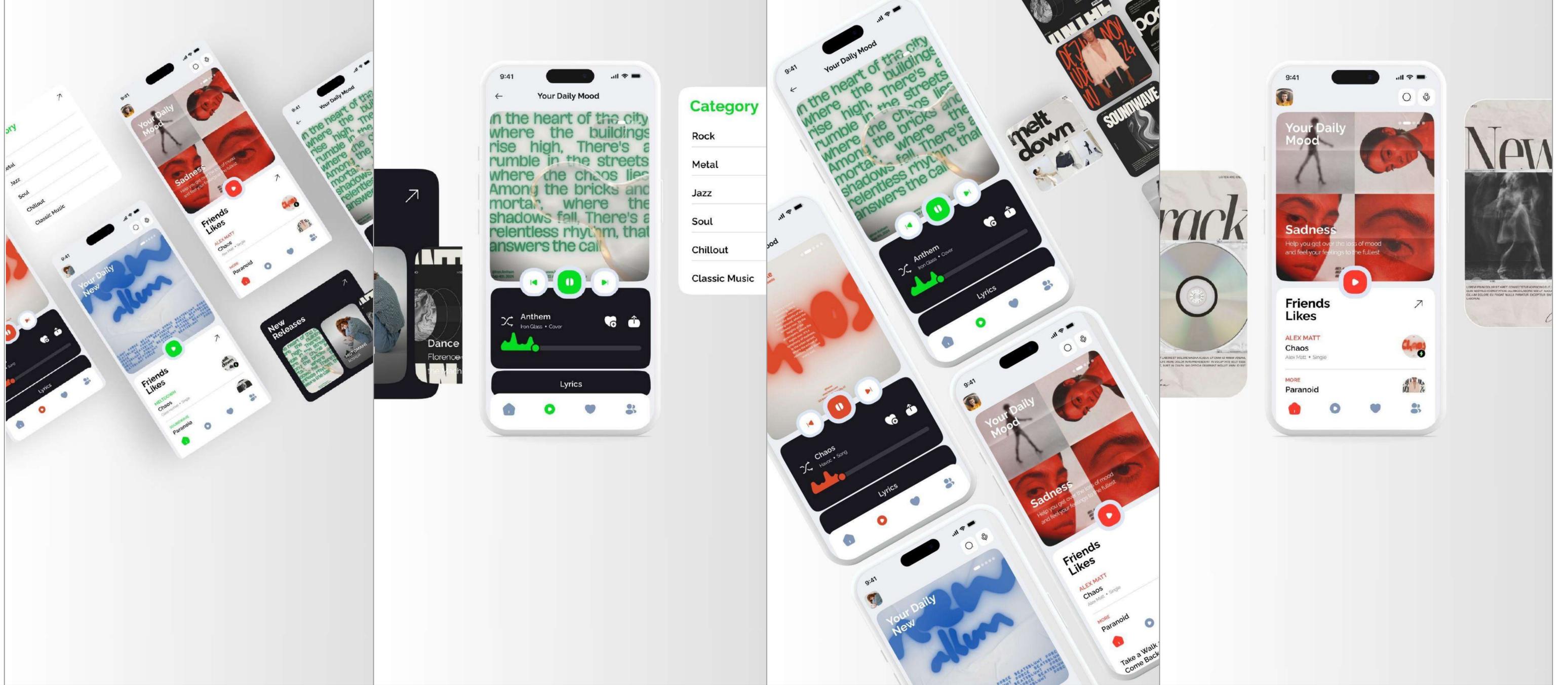
**NEBULA**  
regular



**KITE**<sup>™</sup>  
MNR

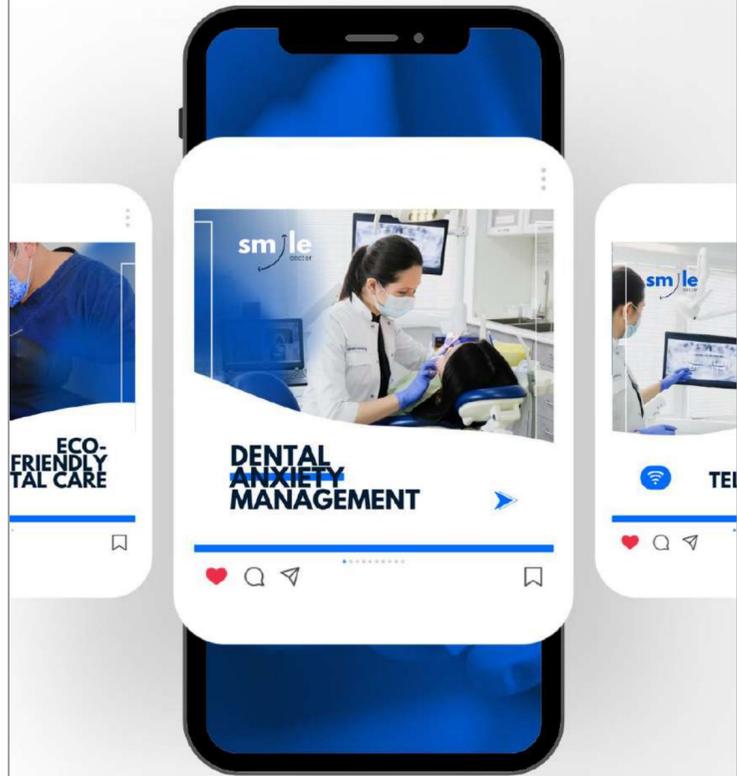
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## Artists

We amplified artist's brand presence through captivating album covers, enriching their identity across social media platforms with impactful marketing, as well as developed user friendly interfaces to enjoy music.



## Smile Doctor

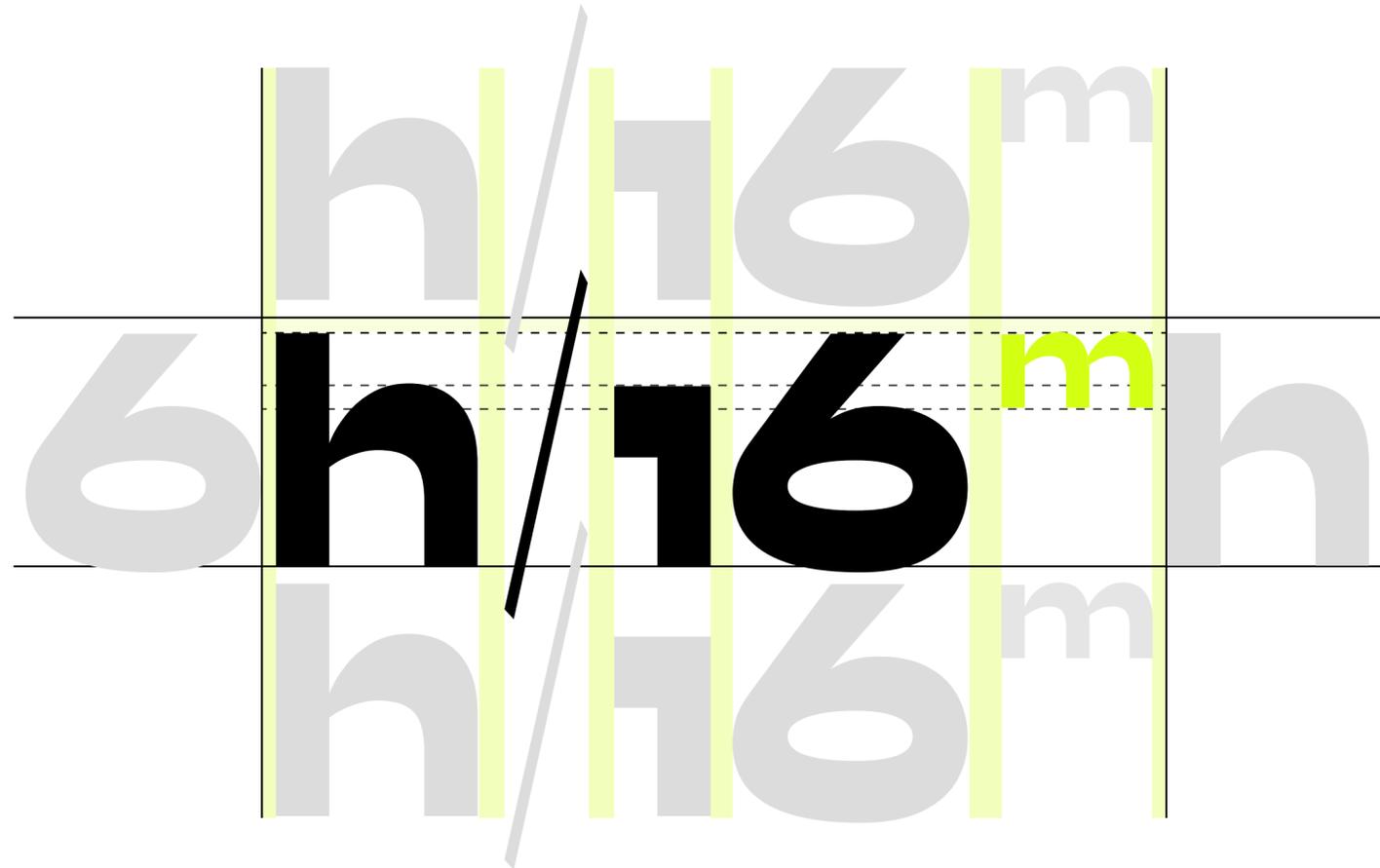
Smile Doctor is a branding project focused on crafting a cohesive visual identity and social media visuals for a dental clinic or healthcare service, aiming to attract and engage clients through professional yet friendly design elements.



## Single-line Lockup

- Simplicity rules
- Consistent experience
- Syne font

The "h16m" logo intertwines letters and numbers to symbolize the founder's journey, blending their initials and significant numeric representations into a unified emblem of personal and professional growth.



## Clearspace

Clear space around the logo is equal to the cap height of the “H” and “6”. Nothing break the limit of this space that the H’s create



## Color

The logo should be white on darker backgrounds and black on lighter backgrounds

Dark: #000000

Light: #FAFAFA

124 px



64 px



32 px



16 px



## Scale

Our logo is designed to scale to small sizes on print and screen. These sizes are specific to Mobile and desktop applications.

© **h/16<sup>m</sup>** x **manar h.**

## Featured Logos

The "h16m" logo seamlessly combines featured logos, ensuring their compatibility with background colors: on black backgrounds, the inverted or light logo version is employed, while on white backgrounds, the opposite is applied, maintaining optimal visibility and aesthetic harmony.

© **h/16<sup>m</sup>** x **manar h.**

				
	<p>Black: #111111</p>	<p>White: #FAFAFA</p>		
<h2>Core Palette</h2>	<p>Our core palette which is white and black. The core palette is used to provide accessibility, simplicity, and consistency throughout all brand communications.</p>			
<p>H16m Agency Deck</p>	<p>Color</p>		<p>038</p>	

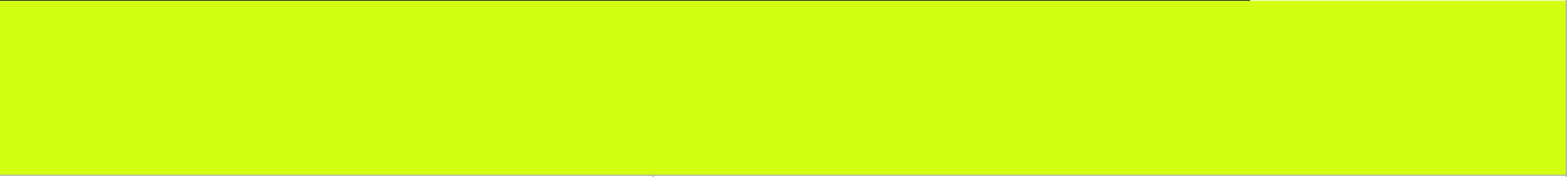
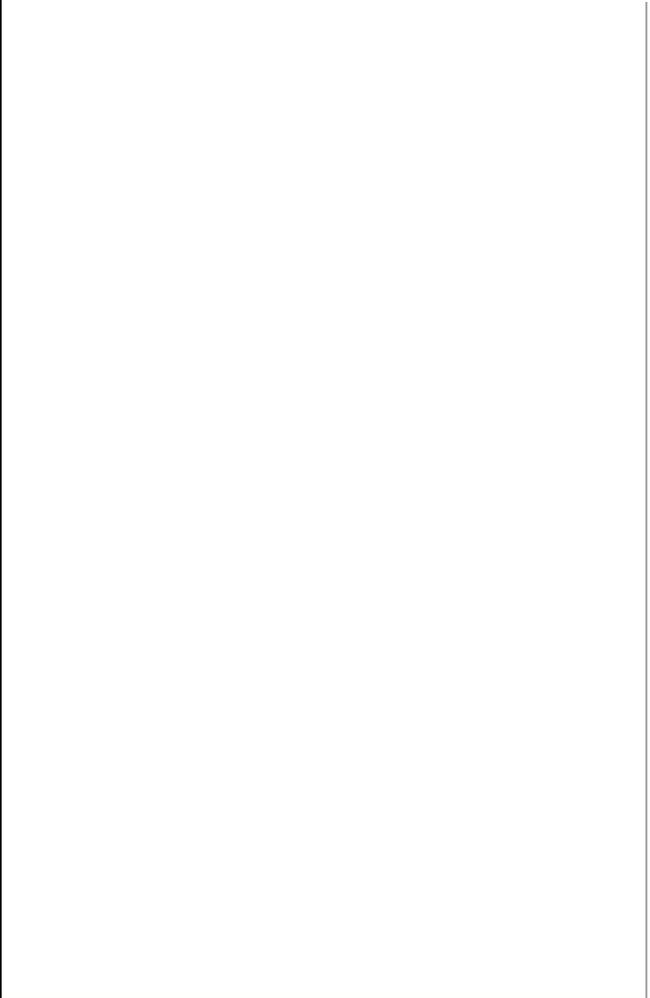
## Core Palette

Black: #111111

White: #FAFAFA

Our core palette which is white and black. The core palette is used to provide accessibility, simplicity, and consistency throughout all brand communications.

	<p>Limerick: #D2FF12 Mode: Dark</p>	<p>Purple: #6202EE Mode: Light</p>	
<p>Brand Palette</p>	<p>In our design, our accent color in dark mode is "Limerick," evoking vibrancy and contrast. For light mode, we opted to invert the accent color, resulting in a striking purple hue that maintains visual appeal and consistency across different modes.</p>		
<p>H16m Agency Deck</p>	<p>Color</p>		<p>039</p>



## Usage Proportions

Mode: Dark

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people. White plays a very important role in all brand communications and should provide balance with black.

## Usage Proportions

Mode: Light

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# Syne

Light  
Regular  
Medium  
Bold

General Use Font

Main

- Print + Digital intertwined
- swiss bank sensibilities
- strong
- safe
- unique

# Jost

Light  
Regular  
Medium  
Bold

General Use Font

Secondary

- Print + Digital intertwined
- swiss bank sensibilities
- strong
- safe
- unique

# Heading

## Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# Heading

## Subheading

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General Use Font

Secondary

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www.h16m.com  
@h16m