



CASE STUDY

Graphic Design & Branding

Illustrative Sample Case Study

This case study illustrates how STRIVE helped a growing business build a stronger brand identity through clean visual design, cohesive branding assets, and a professional presentation system designed to improve trust, consistency, and recognition.



INDUSTRY:

Professional Services /
Small Business



SERVICE:

Graphic Design &
Branding



TIMELINE:

4 Weeks



TOOLS:

Canva, Adobe Illustrator,
Photoshop, Figma



CASE STUDY

Client Overview

Business context at a glance

The client is a growing professional services business that wanted a more polished and recognizable brand presence. Their goal was to present the business more professionally, improve consistency across touchpoints, and create stronger trust through a cohesive visual identity system.



BUSINESS TYPE:

Consulting / Professional Services



TARGET AUDIENCE:

Small business owners and decision-makers



PROJECT TYPE:

Brand identity refresh



MAIN GOAL:

More trust, clarity, and recognition



BRAND NEEDS:

Logo use, stationery, social media visuals, presentation design



FOCUS AREAS:

Visual consistency, premium design, brand clarity



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Client Challenge

What needed to improve

Before STRIVE, the client's brand materials looked inconsistent and lacked a clear premium identity. Visual communication was not structured, which made the business appear less polished and reduced brand recall across different platforms.

01



Inconsistent visual identity

Different materials used different styles, reducing recognition.



02



Weak logo presentation

The existing logo application lacked structure and polish.



03



No clear brand color system

Colors were not standardized across assets.



04



Unpolished marketing materials

Flyers, documents, and social visuals lacked a premium look.



05



Scattered social media presence

Posts did not feel unified or strategically branded.

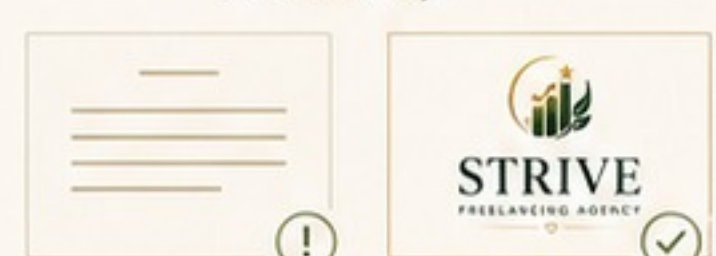


06



Low trust in presentation

Business materials did not communicate credibility consistently.



These challenges weakened recognition, reduced consistency, and limited the brand's professional impact.

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Goals & Priorities

What needed to improve

The objective was to create a cleaner, more premium, and more consistent visual identity system that could strengthen credibility, improve brand recall, and support client-facing communication more effectively.



1. Build a premium brand presence



2. Create a consistent visual system



3. Improve brand recognition



4. Strengthen trust and credibility



5. Make marketing materials clearer



6. Improve presentation across platforms

PRIORITY MATRIX



Quick Wins
High impact, low effort improvements



Major Projects
High impact, higher effort initiatives



Fill-Ins
Medium impact, medium effort tasks



Low Priority
Low impact, low effort items

PRIORITY FOCUS CHECKLIST

- | | | |
|---|-----------------------------|--------|
| 1 | Premium brand presence | HIGH |
| 2 | Consistent visual system | HIGH |
| 3 | Brand recognition | HIGH |
| 4 | Trust and credibility | HIGH |
| 5 | Clearer materials | MEDIUM |
| 6 | Cross-platform presentation | MEDIUM |

“Clear priorities create focus. A stronger brand system builds confidence, clarity, and measurable visual impact.”

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STRIVE Solution

How the workflow was improved

STRIVE designed a practical branding workflow focused on identity refinement, layout consistency, polished brand materials, and professional presentation — creating a system that improved recognition and trust across all visual touchpoints.



1. Brand audit and visual review

Reviewed the client's existing materials and identified consistency gaps.



2. Color and typography direction

Defined a clear visual style using refined colors and readable type.



3. Logo application system

Improved how the logo and brand marks were used across materials.



4. Stationery and document design

Created clean business documents and stationery layouts.



5. Social media and marketing assets

Developed branded post templates and promotional visuals.



6. Presentation and handover system

Delivered structured final files with a polished brand-ready format.



PLAN

Understand goals and evaluate current materials.



REFINE

Define strategy, style, and brand direction.



DESIGN

Create refined assets and visual systems.



APPLY

Implement across all brand touchpoints.



DELIVER

Deliver organized files and brand guidelines.



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Work Process

From requirement to final delivery

At STRIVE, we follow a structured branding process that ensures every visual asset is planned, refined, and delivered with consistency. This process transforms scattered brand ideas into a clear and professional identity system.



We transform scattered visual ideas into a *cohesive, premium, and impactful brand experience.*





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Deliverables

Project outputs

All outputs were delivered in a clear, organized, client-ready format.

01

Sitemap

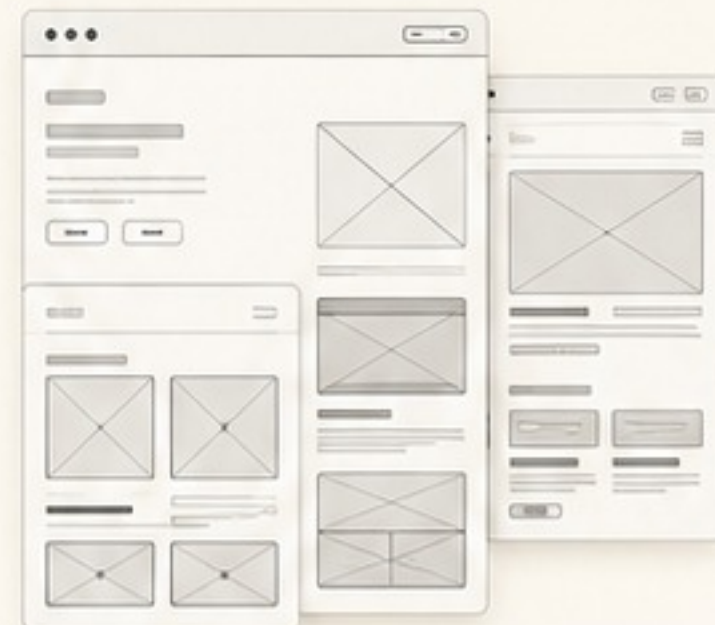
A clear site structure designed to guide users and support smooth navigation.



02

Wireframe Set

Low-fidelity wireframes outlining layout, content placement, and user flow.



03

Homepage Design

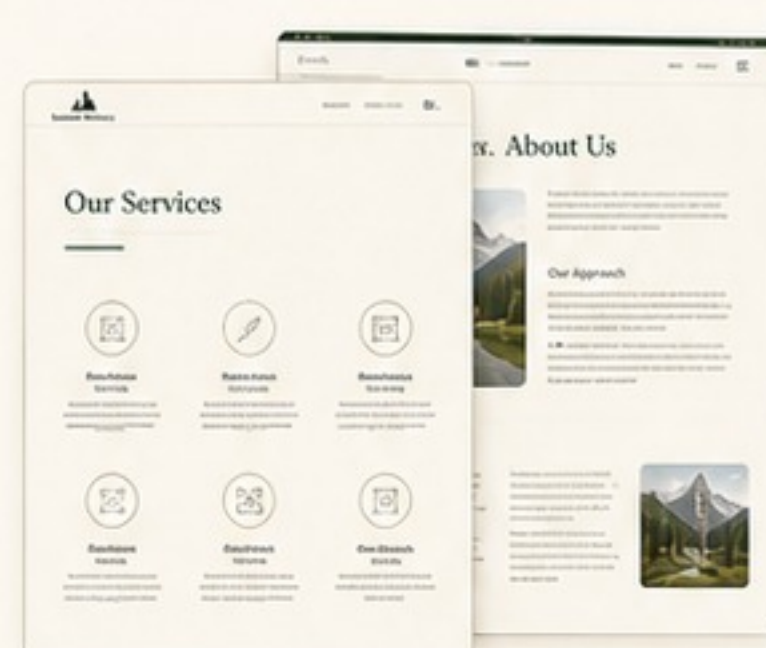
A modern, conversion-focused homepage designed to engage visitors and build trust instantly.



04

Inner Pages Design

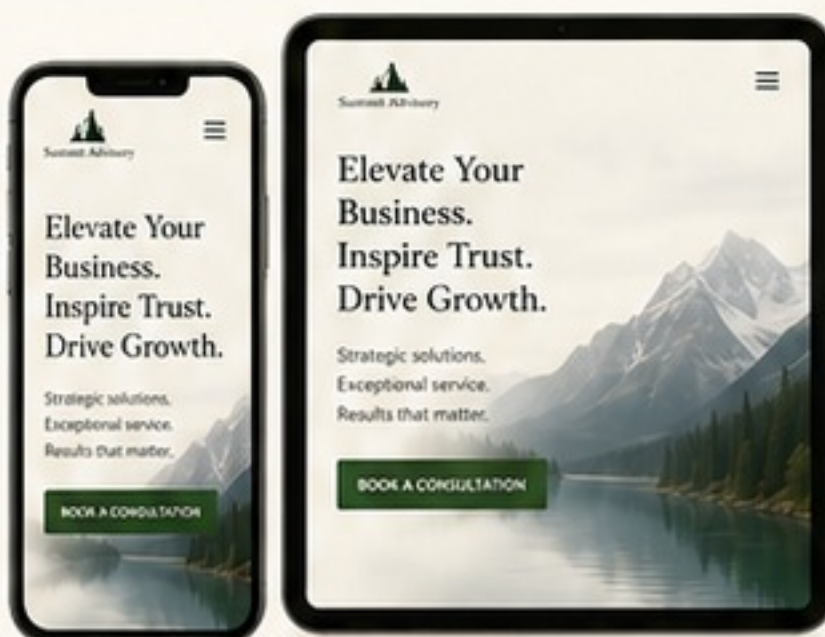
Professionally designed inner pages that inform, build credibility, and drive action.



05

Mobile Responsive Layout

Fully responsive design ensuring a seamless experience across all devices.



06

Handover Notes

Complete documentation and notes to ensure a smooth handover and easy future management.



♥ *Delivered with care, handed over with confidence—
ready for a better website experience.* ♥





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Before & After

How the process changed

Before STRIVE, the business had a scattered and outdated online presence that lacked clarity and direction. After our implementation, the website became more structured, modern, and user-friendly—designed to build trust, guide visitors, and convert with confidence.



BEFORE		AFTER	
	outdated layout	→	 modern professional design
	unclear page flow	→	 clear navigation structure
	weak mobile view	→	 responsive mobile experience
	limited trust content	→	 stronger credibility sections
	difficult inquiries	→	 streamlined contact journey



This transformation didn't just improve the look—it improved **clarity, consistency, and business trust** at every touchpoint.





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Business Outcomes

Results demonstrated by this illustrative project



The new branding workflow brought consistency, clarity, and stronger presentation together in one cohesive system. Each improvement was designed to help the business communicate its value more clearly and appear more established across every visual touchpoint.



01

01 Better brand presentation

A more refined identity improved the overall first impression.



02

02 Clearer visual consistency

Materials looked aligned and professionally connected.



03

03 Improved brand recognition

Consistent visuals made the brand more memorable.



04 Stronger trust signals

Professional materials improved credibility.



05 Easier content application

Templates simplified future design use.



06 Professional digital presence

The business looked more established and future-ready.



These outcomes worked together to create a stronger, clearer, and more trustworthy visual identity system.



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Need a Similar Solution?

Let's build a stronger visual identity for your business

STRIVE designs tailored graphic design and branding solutions that help businesses present themselves professionally, improve consistency, and build trust through polished visual communication.



“

Verified client feedback will be added after publication approval. No placeholder testimonial is used.

”

READY TO TRANSFORM YOUR BRAND PRESENCE?



1. Share your current brand problem



2. We assess and recommend the best visual direction



3. Focus on your business while we build the brand system

[START YOUR PROJECT](#)

[REQUEST CUSTOM QUOTE](#)

Your Goals. Our Support. Great Results.