



Graphic Design & Branding

Portfolio

PRECISION PLANNING,
MEASURABLE GROWTH

Creative visuals. Strong brand identity.
Designs that build trust and recognition.



Logo Design



Brand Identity



Marketing Creatives



Brand Guidelines



BRAND PERFORMANCE



+68%

Brand Recognition



+54%

Audience Engagement



+42%

Visual Consistency



About STRIVE

Graphic Design & Branding

STRIVE helps businesses build a strong, memorable visual identity that connects, communicates, and converts. From logo design to marketing creatives, we craft designs that reflect your values, engage your audience, and elevate your brand.

Creative strategy. Purposeful design. Lasting impact.

BRAND COLOR SYSTEM



0E2B1C



1F4D2E



3F6B3C



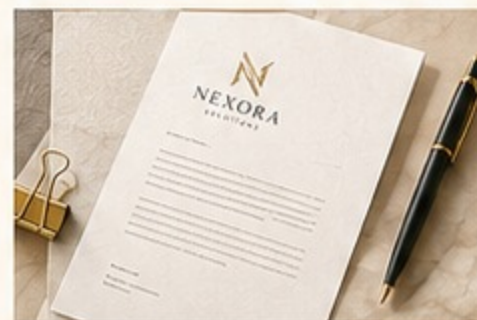
D4A017



E9D8B5



F6F2E7



OUR WORKFLOW



Discover

We learn about your goals, audience, and market positioning.



Concept

We brainstorm ideas and build creative directions.



Design

We craft intentional visuals that bring your brand to life.



Refine

We fine-tune every detail for clarity, balance, and impact.



Deliver

You receive polished assets ready to launch and grow.



Support

We're here for updates, expansions, and ongoing support.

THE IMPACT WE CREATE



+68%

Stronger brand recognition across target audiences.



+54%

Higher engagement through visual storytelling.



+42%

More trust and credibility in your brand.



+35%

Better conversion with consistent branding.

WHAT YOU CAN EXPECT



Strong Brand Identity

A distinctive logo and cohesive identity that sets you apart.



Professional Presentation

Well-designed materials that communicate trust and value.



Visual Consistency

Unified colors, typography, and style across all platforms.



Business Credibility

Designs that build confidence and strengthen customer perception.



Creative branding. Professional presentation. Lasting impact.

02/10



Our Services Overview

GRAPHIC DESIGN & BRANDING

01



Logo Design

Unique, memorable logos that represent your brand identity with impact.

02



Brand Identity Design

Complete brand identity systems that build trust and recognition.

03



Social Media Post Design

Eye-catching posts designed to engage your audience and strengthen presence.

04



Brochure & Flyer Design

Informative and visually appealing designs that communicate clearly.

05



Business Card & Stationery Design

Professional business cards and stationery that leave a lasting impression.

06



Presentation Design

Clean, persuasive slides that make your ideas stand out and inspire.

07



Ad Creatives

High-converting ads designed to capture attention and drive results.

08



Packaging & Label Concepts

Creative packaging and label designs that elevate product appeal.

09



Brand Guidelines

Clear brand guidelines to ensure consistency across all platforms and touchpoints.

10



Marketing Collateral Design

From catalogs to one-pagers, we design collateral that supports your goals.

Work Samples



Brand Board



Social Media Templates



Stationery Mockup



Presentation Slide Sample



Professional Look

Elevates your brand with polished and premium designs.



Strong Recall

Creates memorable visuals that stay in your audience's mind.



Consistent Branding

Builds trust through visual consistency across all platforms.



Conversion-Focused Design

Designs that not only look good but also deliver results.



Problems *We Solve*

Design challenges can hold your brand back. We help you fix them with clarity and purpose.



Weak Brand Identity

Unclear messaging and visuals that fail to create a lasting impression.



Inconsistent Visuals

Mismatched fonts, colors, and layouts that confuse your audience.



Low Social Media Appeal

Content that doesn't stop the scroll or engage your ideal audience.



Outdated Marketing Materials

Old designs that make your brand look stuck in the past.



Unprofessional Presentations

Slides that lack structure and impact, weakening your message.



Poor Color Consistency

Random color usage that dilutes trust and brand recall.



Lack of Design System

No guidelines or templates, leading to repeated mistakes and delays.



Low Brand Recognition

A brand that blends in instead of standing out and being remembered.

“ Without strong visuals, even great businesses can look forgettable. ”

BEFORE: COMMON CHALLENGES IN ACTION



Outdated Flyer

Cluttered layout and outdated design that looks unappealing.



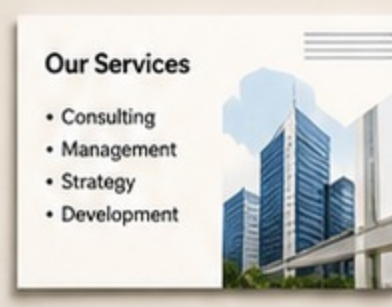
Inconsistent Social Posts

Different styles and tones create confusion and weaken brand trust.



Poor Brand Colors

Too many random colors with no harmony or clear direction.



Messy Presentation Slide

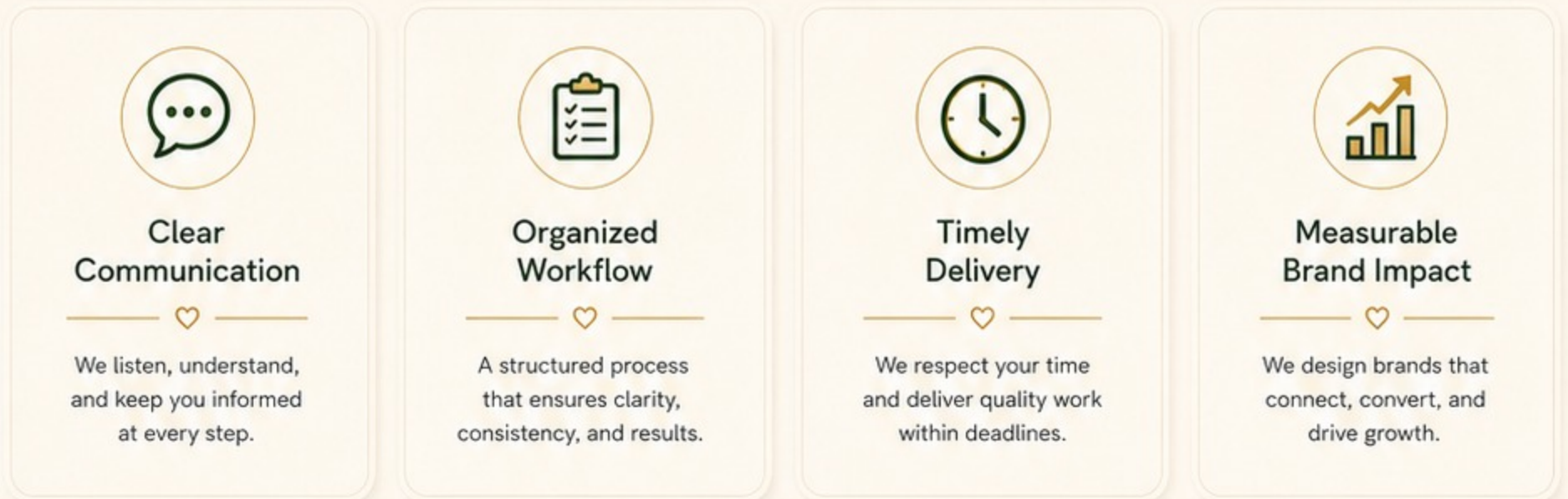
Text-heavy, unbalanced layout that lacks clarity and professionalism.





Our Process

A strategic, creative, and collaborative approach that turns ideas into powerful brand identities.



Design Brief

DESIGN BRIEF

Project Overview

Brand Name

Nesora Solutions

Industry

Architecture & Design

Target Audience

Homeowners, Architects, Interior Designers

Brand Personality

Modern, Minimal, Trustworthy

Project Goals

Build a professional brand identity that conveys trust and innovation.

Deliverables

☒ Logo Design

☒ Brand Identity

☒ Brand Guidelines

☒ Stationery Design

☒ Social Media Kit



Weekly Design Schedule

WEEKLY DESIGN SCHEDULE

	Mon	Tue	Wed	Thu	Fri
Week 1 Discovery & Research	✔	✔	●	●	●
Week 2 Concept Development	●	✔	✔	●	●
Week 3 Design & Revision	●	●	●	✔	✔
Finalization	●	✔	✔	●	●
Week 5 Delivery & Support	●	●	●	●	✔

Revision Tracker

REVISION TRACKER

Round	Date	Feedback Summary	Status
R1	Apr 28	Logo adjustments, color preferences	✔ Completed
R2	May 02	Typography & icon refinement	✔ Completed
R3	May 06	Layout alignment, spacing updates	✔ Completed
R4	May 09	Final refinements & approvals	👉 Approved

Notes

All feedback incorporated.
Client satisfied with final results.

Final Delivery Pack

FINAL DELIVERY PACK

 Logo Files

.AI, .EPS, .PDF, .PNG, .SVG

 Brand Guidelines

PDF Document

 Stationery Design

Business Card, Letterhead

 Social Media Kit

Profile & Cover Templates

 Brand Assets

Icons, Patterns, Textures

 Thank you for trusting STRIVE to bring your brand to life.



Client Case Study 2

Coaching Business

Purpose. Clarity. Impact.

A personal brand for a business coach that inspires trust, communicates value, and attracts aligned clients.



CLIENT PROBLEM

The coach had valuable programs but lacked a cohesive brand identity and professional materials to attract premium clients and build authority.



SERVICES PROVIDED

- Brand Identity Design
- Social Media Content Design
- Lead Magnet & Workbook Design
- Presentation Slide Brand System
- Communication Kit & Templates



PROCESS

1. Discovery & Brand Strategy
2. Moodboard & Brand Direction
3. Logo & Visual Identity Design
4. Content & Collateral Design
5. Brand System & Template Delivery



RESULT

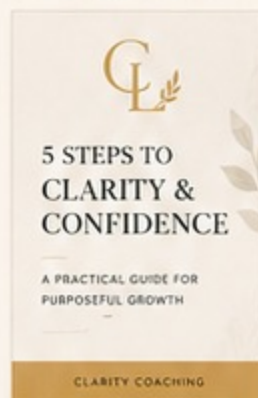
A polished, cohesive brand that positions the coach as a trusted expert, attracts ideal clients, and elevates her online presence with confidence and consistency.

BRAND IN ACTION

Instagram Post Set



Lead Magnet Cover



Workbook Cover



Presentation Slide System



24+

Branded Assets
Delivered



95%

Visual
Consistency



50%

Faster Content
Workflow



100%

Organized Communication
Design Kit



"STRIVE captured my vision perfectly and transformed it into a brand that truly reflects who I am and the impact I create. My content looks consistent, professional, and powerful across every platform."

— LISA M.
Business Coach & Mindset Strategist





STRIVE

FREELANCING AGENCY

PRECISION PLANNING • MEASURABLE GROWTH

CLIENT CASE STUDY 2

COACHING BUSINESS

Content strategy. Educational posts.
Audience trust.



CLIENT PROBLEM

The coaching business lacked a content structure and had a weak online presence, resulting in low engagement and inconsistent leads.



SERVICES PROVIDED

- Content Strategy & Planning
- Post Creation & Design
- Audience Engagement
- Performance Tracking & Reporting



PROCESS

- Discovered brand voice & goals
- Planned content pillars
- Designed engaging posts
- Scheduled & published consistently
- Analyzed results & optimized



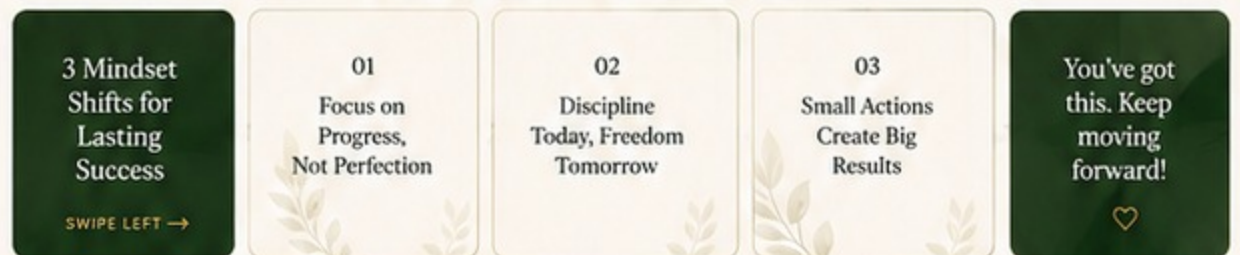
RESULT

A clear content strategy and consistent posting helped build trust, increased engagement, and generated quality leads for the coaching business.

CONTENT CALENDAR

MON	TUE	WED	THU	FRI	SAT	SUN
01 Mindset Monday	02 Coaching Tip	03 Client Story	04 Q&A Session	05 Self-Help Friday	06 Live Session	07 Inspiration Quote
08 Mindset Monday	09 Coaching Tip	10 Myth Busting	11 Q&A Session	12 Toolkit Thursday	13 Live Session	14 Motivation Post
15 Mindset Monday	16 Coaching Tip	17 Success Story	18 Q&A Session	19 Self-Help Friday	20 Live Session	21 Inspiration Quote
22 Mindset Monday	23 Coaching Tip	24 Client Highlight	25 Q&A Session	26 Toolkit Thursday	27 Live Session	28 Motivation Post
29 Mindset Monday	30 Coaching Tip	31 Monthly Recap				

CAROUSEL POST SAMPLES



INSIGHTS DASHBOARD



CLIENT TESTIMONIAL



24+

CONTENT PIECES



95%

BRAND CONSISTENCY



50%

FASTER POSTING
WORKFLOW



100%

ORGANIZED
CONTENT PLAN



Client Case Study 1

Overseas Education Consultancy

WORK SAMPLES



CLIENT PROBLEM:

Student documents, application forms, and SOP drafts were spread across files and required translation plus proper formatting.



SERVICES PROVIDED:

- Document Translation
- SOP Formatting
- Student Application Document Support
- File Organization
- Report Updates



PROCESS:

- 1 Review source files
- 2 Translate content
- 3 Standardize formatting
- 4 Organize final document folders
- 5 Deliver cleaned files



RESULT:

- Faster application processing
- Clearer communication
- Better document readiness

BILINGUAL ADMISSION DOCUMENT



University of Global Studies

الجامعة العالمية للدراسات
مركز القبول والتسجيل

Admission Letter

Dear Ms. Aisha Khan,

We are pleased to inform you that you have been admitted to the Master of Business Administration program for Fall 2025.

This letter confirms your admission and the next steps.

Best regards,
Admissions Office

رسالة قبول

عزيزتي عائشة خان،

نحن سعدون جداً بأنك قد تم قبولك في برنامج ماجستير إدارة الأعمال للعام الدراسي 2025.

هذه الرسالة تؤكد قبولك في البرنامج والخطوات التالية.

مع أطيب التحيات،
المكتب القبول والتسجيل

STUDENT CHECKLIST

STUDENT APPLICATION CHECKLIST

- ☒ Personal Statement (SOP)
- ☒ Academic Transcripts
- ☒ Recommendation Letters
- ☒ Passport Copy
- ☒ English Proficiency Test
- ☒ CV / Resume
- ☒ Application Form
- ☐ Proof of Funds
- ☐ Portfolio (if applicable)

DOCUMENT TRACKER

DOCUMENT TRACKER			
Document Name	Status	Language	Last Updated
SOP_Draft_01	Translated	EN / AR	May 10, 2025
Transcript_Bachelor	Formatted	EN	May 10, 2025
LOR_Prof_Smith	Formatted	EN	May 11, 2025
Passport Copy	Verified	EN	May 11, 2025
Application Form	Reviewed	EN	May 12, 2025
CV_Updated	Formatted	EN	May 12, 2025

ORGANIZED FILE FOLDERS



50%

FASTER
DOCUMENT
PREPARATION



95%

FORMATTING
CONSISTENCY



100%

ORGANIZED
FILE PACK



12+

HOURS SAVED
WEEKLY



CLIENT FEEDBACK:

"STRIVE transformed our scattered student documents into a professional, well-organized file pack. Their translation accuracy, formatting consistency, and structured process saved us significant time and improved our success rate."



Ms. Sana R.

Founder

Overseas Education Consultancy





Work Samples / Screenshots

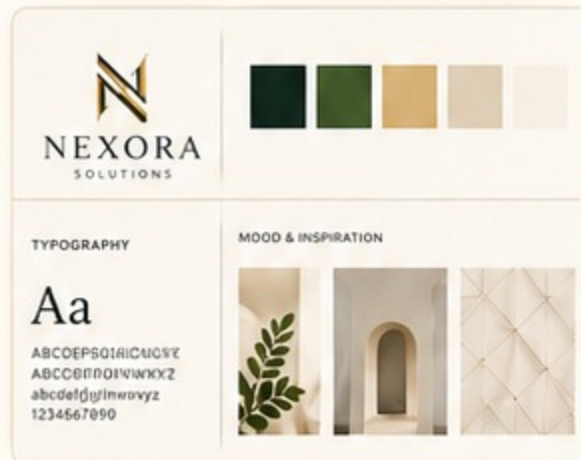
Real examples. Real design.



01 Logo Concepts



02 Brand Board



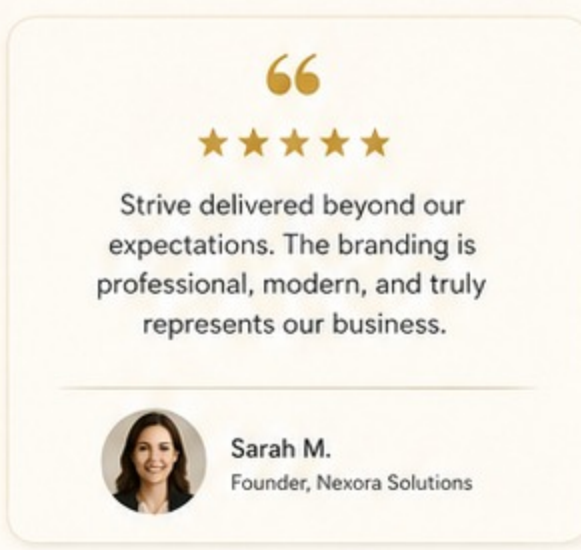
03 Social Media Template Set



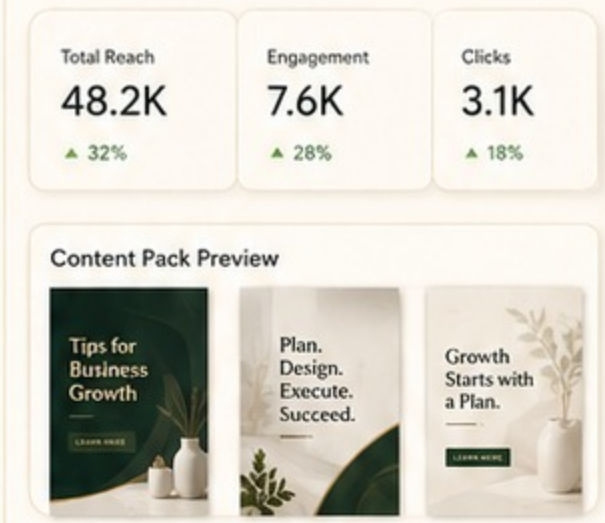
04 Brochure / Flyer Design



05 Client Feedback



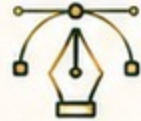
06 Performance Dashboard / Content Pack Overview



Tools We Use



Canva



Adobe
Illustrator



Photoshop



PowerPoint



Google
Slides



Figma



Trello



Notion



Google Drive



Reporting
Tools

Results & Testimonials

Real support. Real results.

BEFORE

- ✗ Language confusion
- ✗ Messy files
- ✗ Delayed reports
- ✗ Poor formatting
- ✗ Missing notes

VS

AFTER

- ✓ Clear communication
- ✓ Organized document system
- ✓ Polished reporting
- ✓ Consistent formatting
- ✓ Measurable productivity



15+

Hours Saved
Per Week



98%

Accuracy
Standard



45%

Faster
Turnaround



100%

Organized
Records



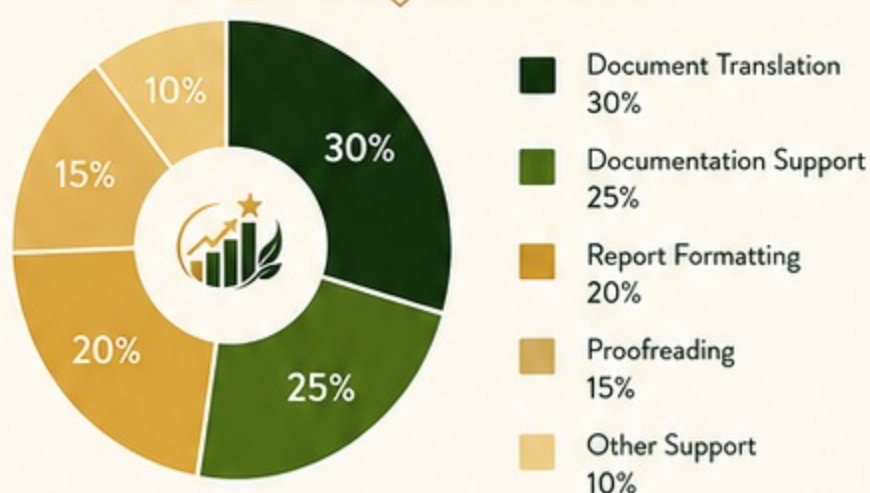
3x

Better Retrieval
Efficiency

Productivity Over 8 Weeks



Support Mix by Category



Client Chat



"STRIVE made everything so easy! They understood our needs quickly and delivered high-quality work sooner than expected."



Client Email



"Their translations are accurate, reports are clean, and communication is excellent. A reliable partner we can always count on."



Professional Review



"STRIVE consistently delivers professional, error-free documents with great attention to detail and on-time results."

Thank you for trusting STRIVE.