KEIFI

Insurance aggregator

<u>Project Deliverables</u>

Logomark & Brand Identity

Online Identity

Website design

01

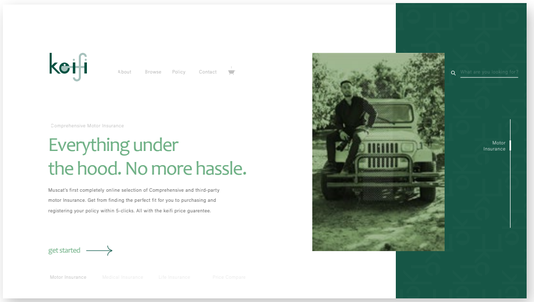


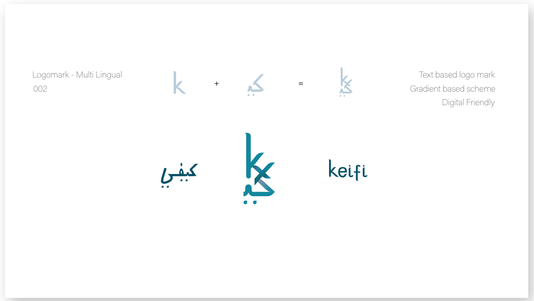
Concept Development & Design approaches

Ideating on different styles, using three different design directions - to choose the one direction that reflected the brand and it's attributes.

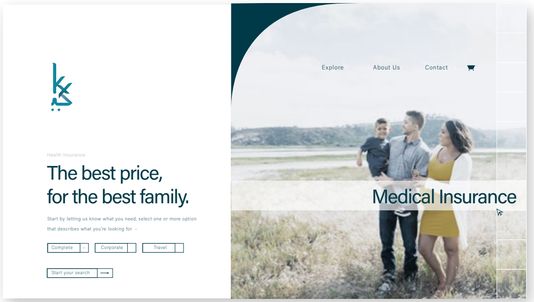


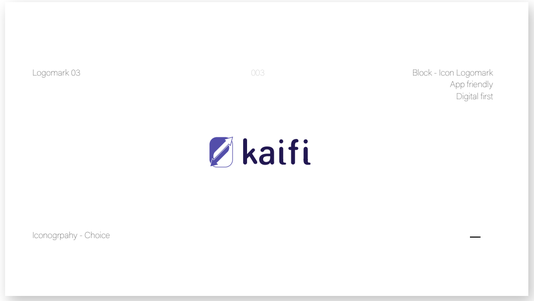




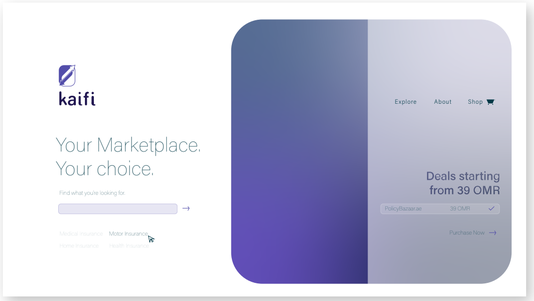


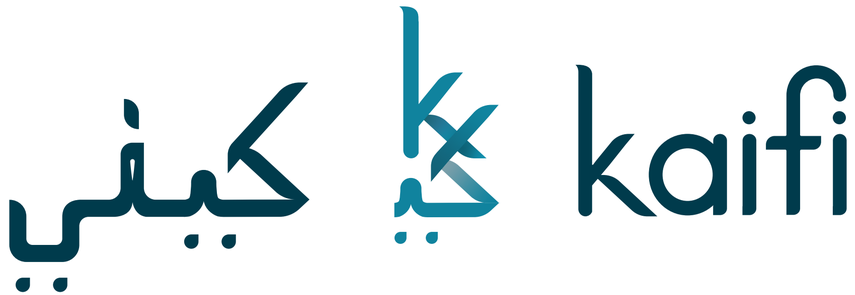












English & Arabic Logotype

Logomark

Keifi



Arabic Logo - Negative



Primary
#10839E

Secondary
#003B4C

Gradient
#10839E #76B4C1
#13657B #003B4C

Background
#001122

Colour Scheme

WhyteInktrap-Regular

Light
Regular
Black

The WhyteInktrap font family works well with the ‘Playful’ and ‘Approachable’ characteristics that Keifi aims to embody. The non linear forms of the type allow for a certain play between characters, while still remaining leggibile and easily identifiable.

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
¿ ? ¡ ! & @ ‘ ’ “ ” « » % * ^ #
$ £ € ¢ / ( ) [ ] { } . , ® ©


kaifi
36 BD
Add these benefits?
Off Road assistance (+12 ro)
Purchase this policy
NEXT
009
Brand Identity
Approachable
& Accessible
Keifi aims to be a one stop shop for all insurance related products & services. Striving to 'demistify' the insurance process and stay user centered in their direction, Keifi aims to become a 'playful' and 'easy to use' platform that revolves around providing the user the best choice for their required service.
Key Attributes
Freedom of choice
User autonomy - variety
Transparency
Accessibility
Under one roof
Few steps - easy - not time consuming
Tone of Voice
Keifi
Water Journal 1
Tone of Voice

Insurance?
We got you covered!

Oman’s **first completley online insurance experience.**
Find your deals, no hidden fees or costs, all laid out in front of you in a simple and easy to complete 4 step process. Lets us know what you’re looking for, make your choice, fill in your details and you’re done!

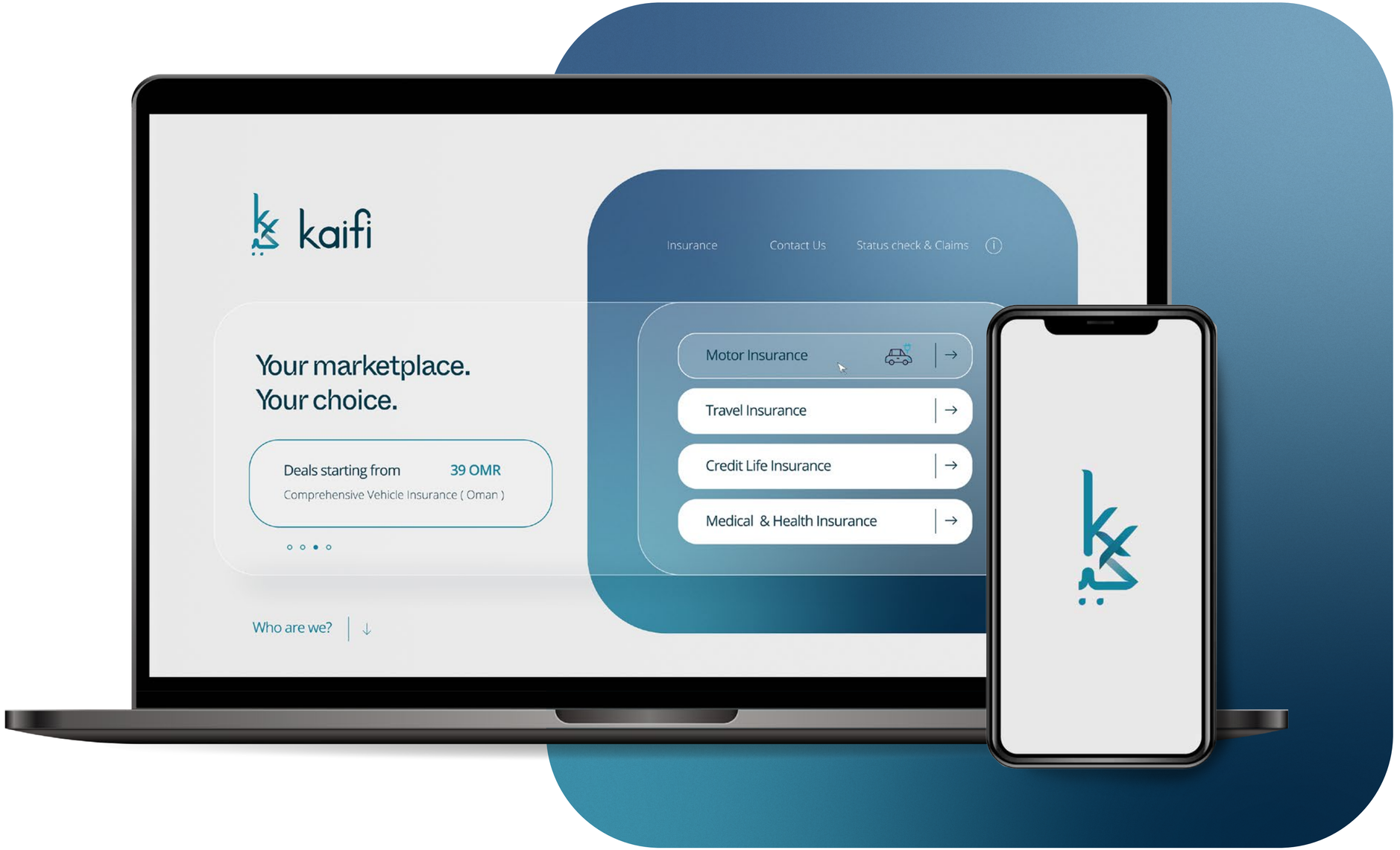
Brand Identity

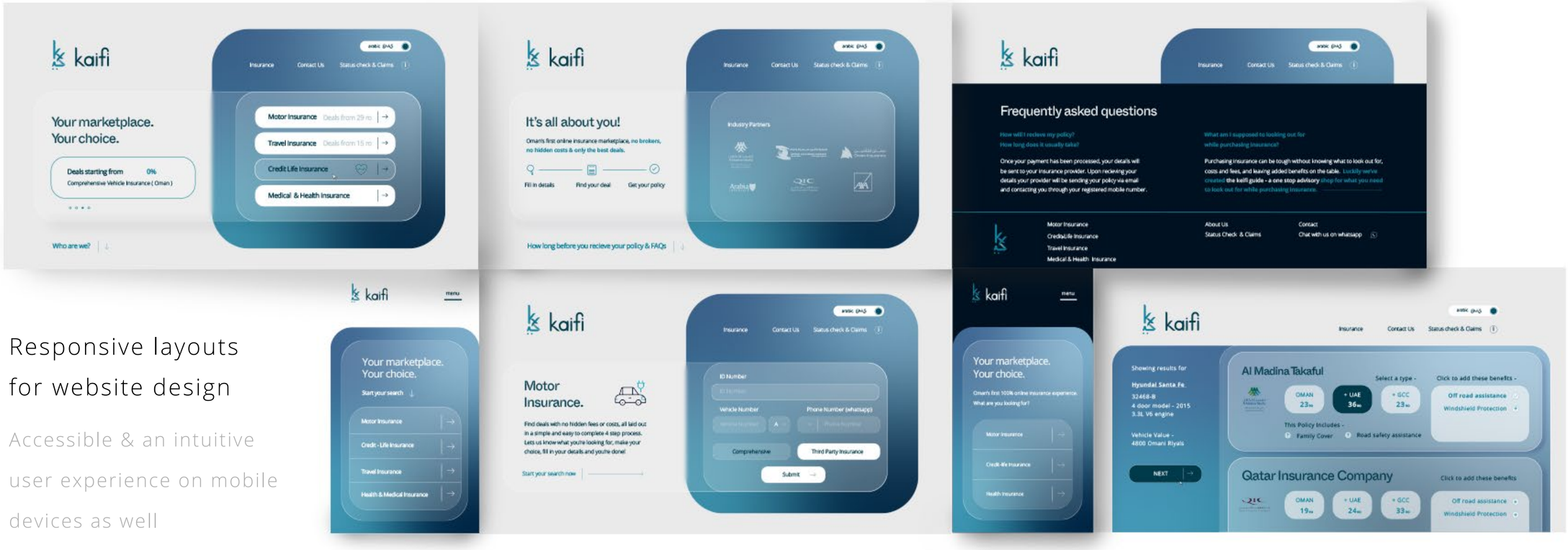


Gradient based Imagery
Rounded rectangle banner
Glass morphism aesthetic
Playful & approachable tone of voice

Keifi

Design Language


kaifi
Insurance
Contact Us
Status check & Claims
Your marketplace.
Your choice.
Deals starting from 39 OMR
Comprehensive Vehicle Insurance (Oman)
Motor Insurance
Travel Insurance
Credit Life Insurance
Medical & Health Insurance
Who are we?



Responsive layouts for website design

Accessible & an intuitive user experience on mobile devices as well



CRESCER AI

AI Consultancy

Project Deliverables

Logomark & Brand Identity

Digital Identity

Website design & Deveopment

www.crescer.ai

02



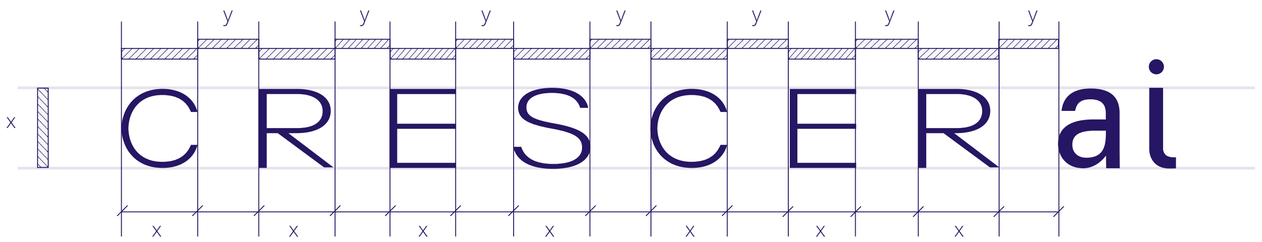
Logomark Ideation

The company initially had a logo with a paper plane that signified the ingenuity of the brand, however a typographic mark was selected that had a stronger appeal tto the name crescer - rather than a mark that didn’t relate entierly to the brand name.



CRESCER ai

Logomark - Negative



Logomark - Spacing Breakdown

open sans font family

light
regular
italic
semibold
bold
extrabold

The Open Sans font family is a sans serif font based on geometric designs that portray the professionalism and new age tendencies of Crescer's interest area - AI and machine learning. Compatibile on all platforms online such as google docs, webkit etc.

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
¿ ? ¡ ! & @ ' ' " " « » % * ^ #
$ £ € ¢ / ( ) [ ] { } . , ® ©

AI made accessible.

open sans, light, 100 pt.

Crescer AI’s collective expertise is as deep as it is broad; the team leverages rigorous industry experience to translate cutting-edge research into tangible business solutions.

open sans, regular, 25 pt.

Confident & Competent

Confident in it’s ability to derive a high-level solutions for complex problems.

Competence shown through it’s qualified team of experts, network of AI professionals, and past experience of implementing intelligent solutions & problem solving for businesses.

capable
accomplished
well-equipped
trustworthy
positive
reliable
authentic

Futuristic and data processing
related imagery with blue & purple highlights

Iconic purple & blue gradient

Minamalist two-tone design approach

#261663

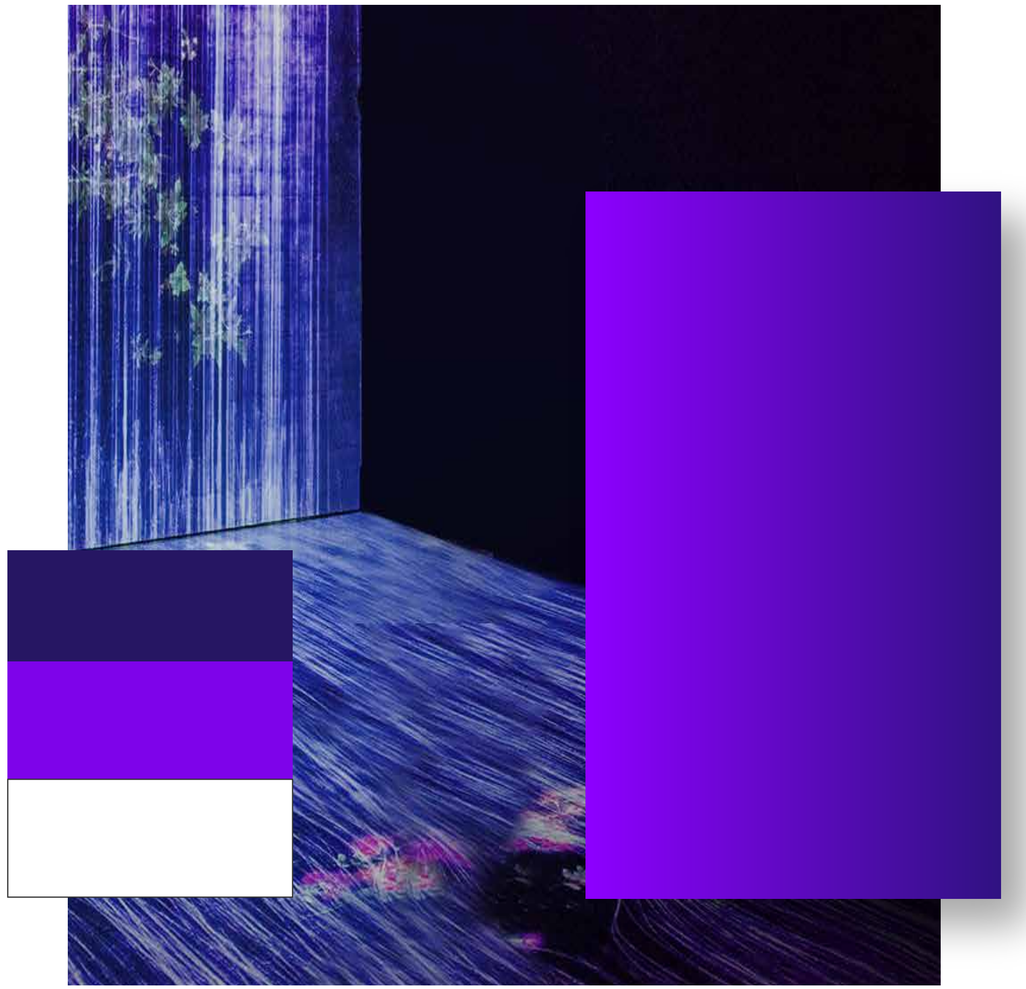
Primary Colour

#6E05D6

Secondary Colour

#FFFFFF

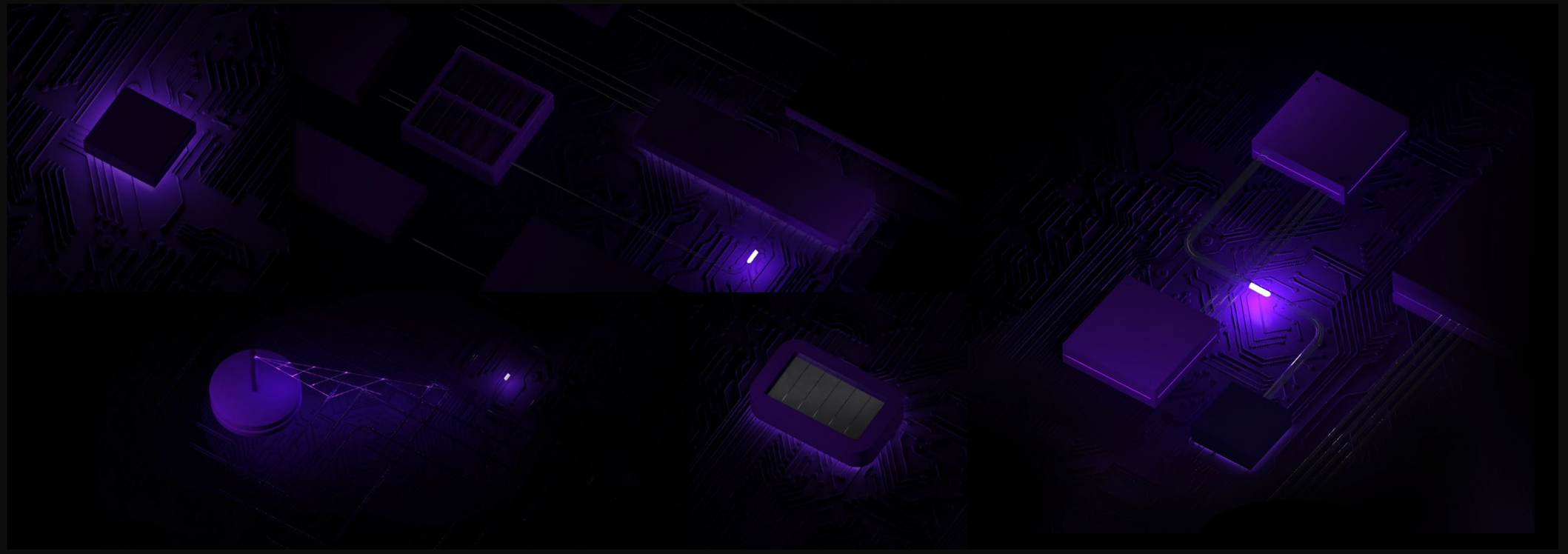
Neutral

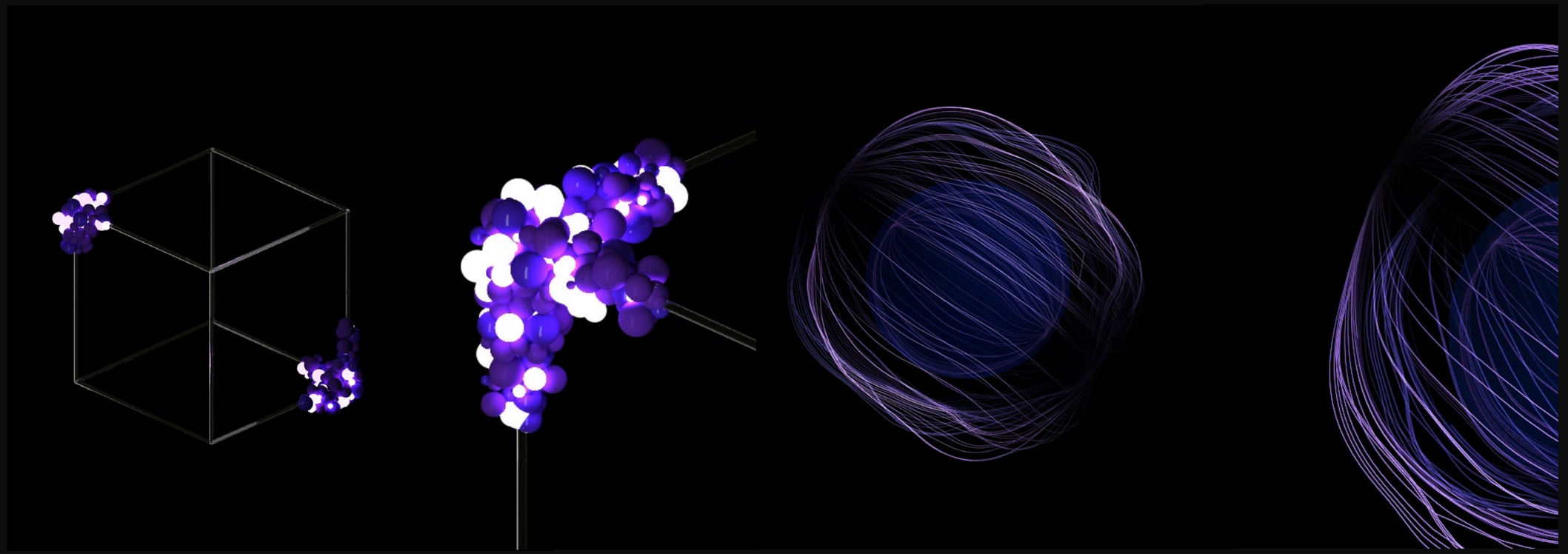


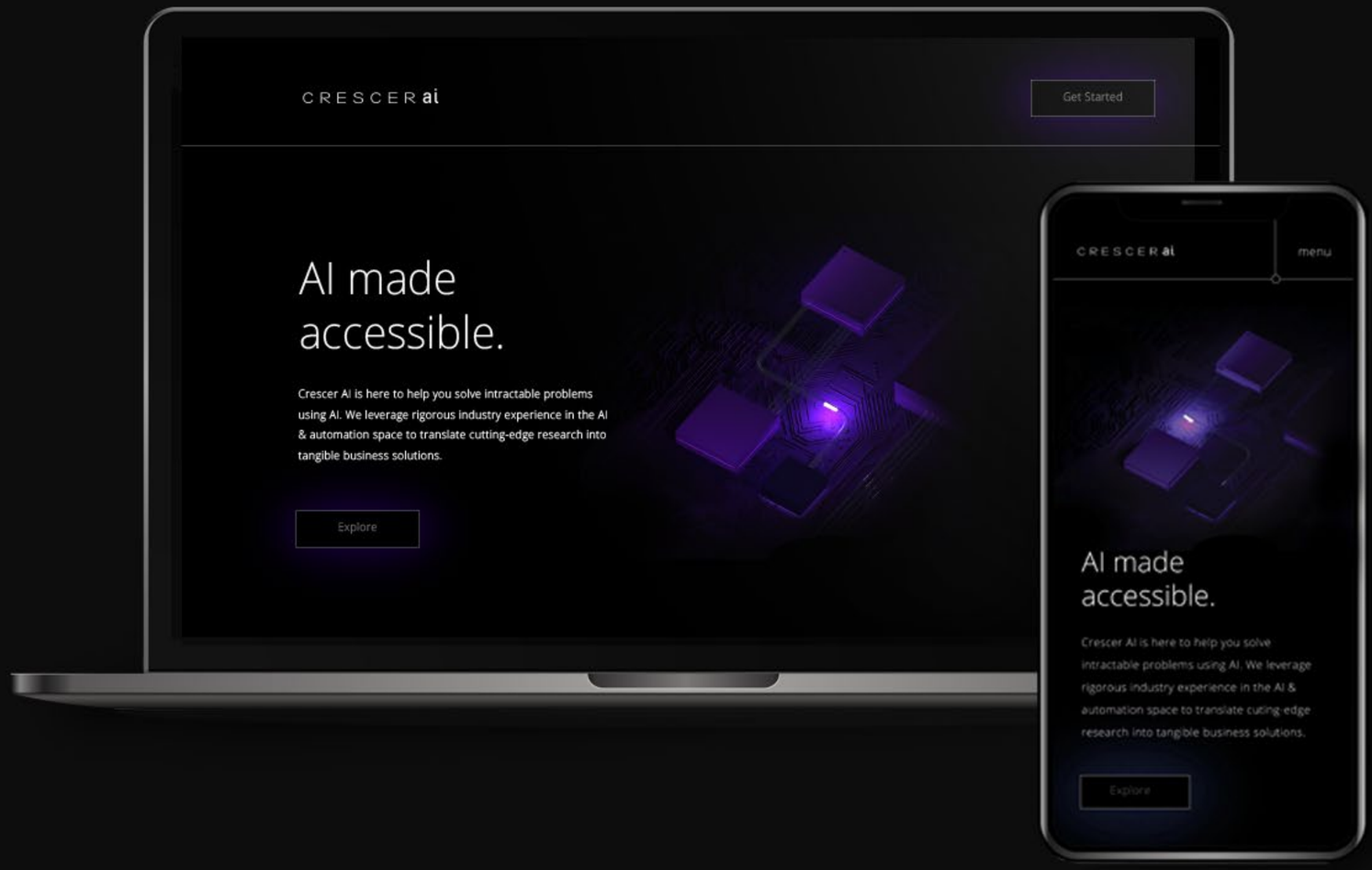

CRESCER ai
Company Overview
February 2020
Adani Group
Business opportunities with AI.
Global Business Value Derived From AI
Your industry will be
unrecognizable in 10 years.

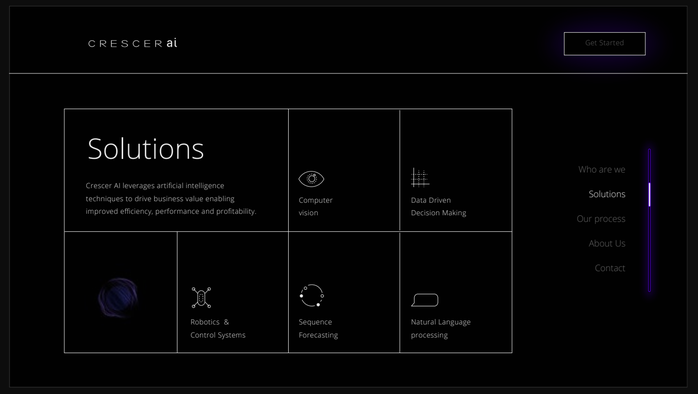

CRESCER ai
Style Guide for corporate presentations
December 2020
studio
massotti
State-of-the-art solutions
to unique problems.
CRESCER ai
Introduction to the
Crescer AI slide deck
01
The Grid System
The Slide deck is based of a Grid System which primarily divides the page into two vertical halves and serves as a reference for the design elements & content on each individual page.
The vetrical guide lines broadly give us 3 types of page layouts which can be seen utilized in the slide deck. These 3 pages serve as the main base of the presentation and allow for a consistent layout and heirarchy throughout Crescer's corporate communication.
①
②
③

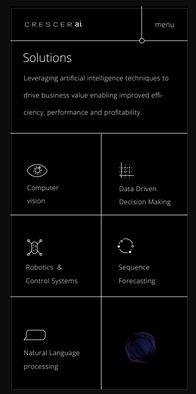
Design Studies in 3D -
Exploring ‘computer chip’ and ‘data’ related imagery

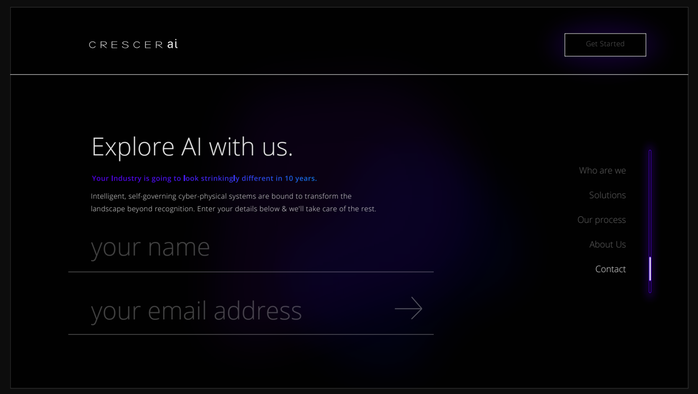


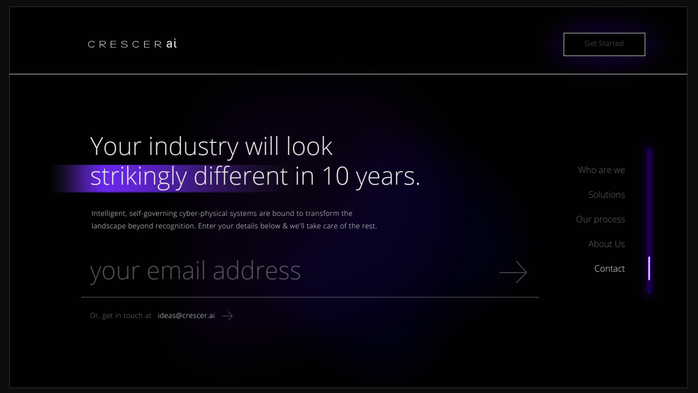


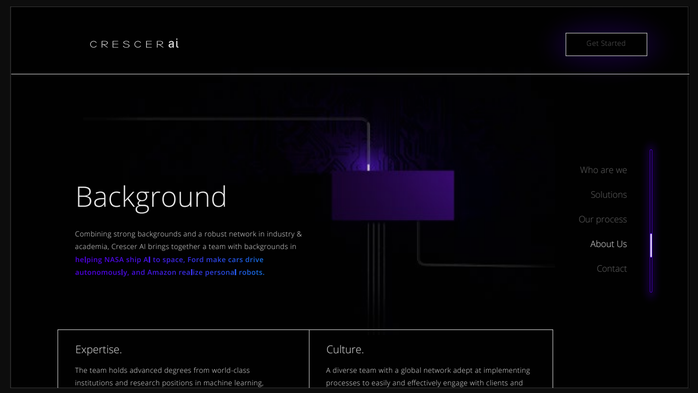

CRESCER ai
Get Started
AI made accessible.
Crescer AI is here to help you solve intractable problems using AI. We leverage rigorous industry experience in the AI & automation space to translate cutting-edge research into tangible business solutions.
Explore
CRESCER ai
menu
AI made accessible.
Crescer AI is here to help you solve intractable problems using AI. We leverage rigorous industry experience in the AI & automation space to translate cuting-edge research into tangible business solutions.
Explore

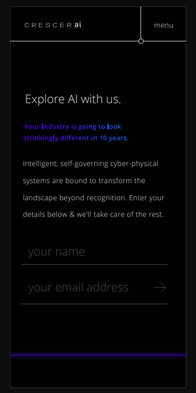








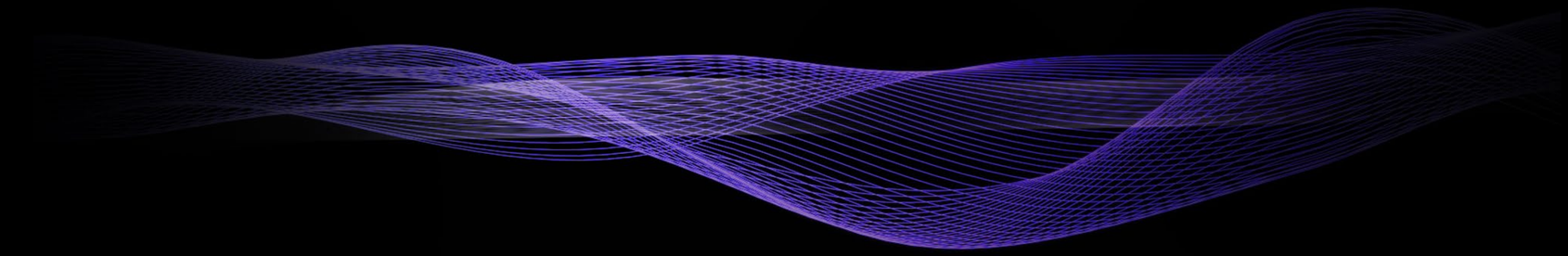




Accessible layouts for website design

Using 3D animations to introduce visual imagery and interactivity to the website, all while staying responsive across devices, and having a consistent user experience.

CRESCER ai



PAD UP VENTURES

Startup Incubator

<u>Project Deliverables</u>

Brand Overhaul

Website design

3D imagery for

promotional content

03

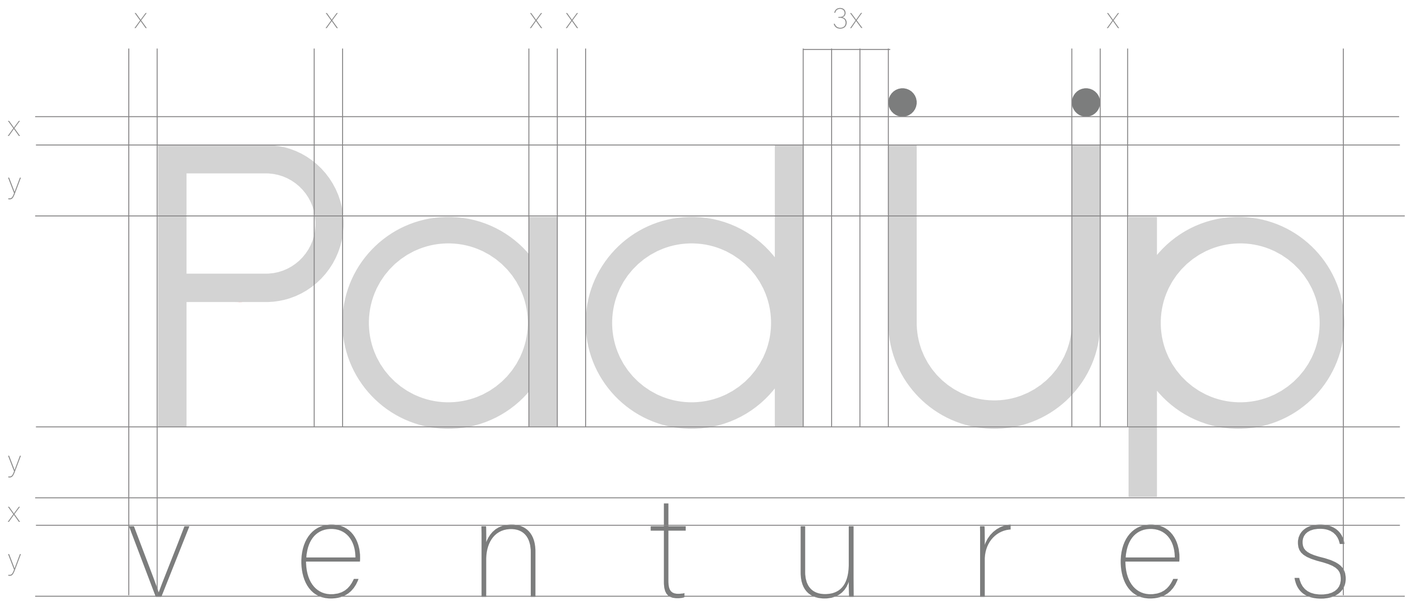


Old logo

Pad Up
Ventures

New Logo

Pad Up
ventures


x
x
x x
3x
x
x
y
y
x
y
PadUp
ventures

Old colour scheme

Red Orange

HEX : #FC4C30
RGB : 252 / 76 / 48
CMYK : 0-85-86-0

Grey

HEX : #7a7a7a
RGB : 125 / 125 / 125
CMYK : 55-49-47-10

New colour scheme

Pad Up Red

HEX : #DD1414
RGB : 221 / 20 / 20
CMYK : 7-100-100-1

Pad Up Grigio

HEX : #3D3D3D
RGB : 61 / 61 / 61
CMYK : 68-61-60-49

Pad up white - albaster

HEX : #FAFAFA
RGB : 250 / 250 / 250
CMYK : 1-1-0-0

Pad Up
ventures



creating employers not employees

Build your business with us

Sign up for PadUp's unique entreprenaurship bootcamp and begin your journey with PadUp.

Our courses are designed around start-ups, but each business is different and requires it's own commitmment & approach. We'd love to hear from you!

enter your email address, we'll be in touch!

Apply now





Start your PadUp journey here!

Write to us below and our team will be in touch!

tell us about yourself

email address

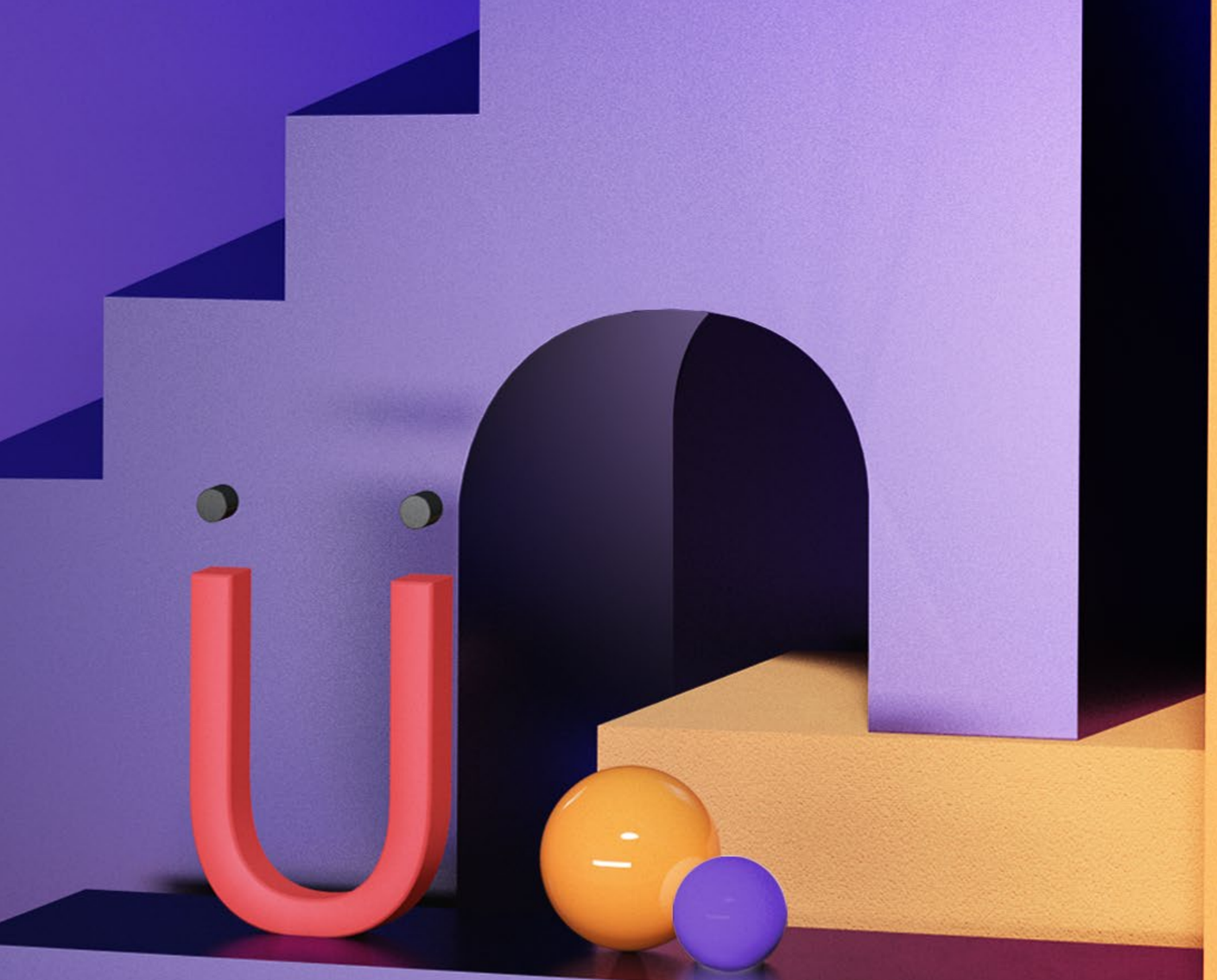
Submit



In every crisis lies a seed funding oppurtunity

BootUp Lockathon 2.0

open call for applications



Pad Up

ventures