



UNCUVA DESIGN LTD



BRAND GUIDELINES. AND STRATEGY



REDISCOVER YOUR BRAND

Great design simplifies
a very complicated world.

U.



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uncuva.



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Brand Guides and Overview

Logo Primary

uncuva.

Logo Secondary

U.

Logo White

uncuva.

Logo Mark

U.

Brand Colours

Colour Palette



Colour Values

- Lime Green**
Creative, Confident, High Energy
#acd037
- Charcoal Grey**
Sophisticated, Refined, Sleek
#2a292e
- Light Grey**
Modesty, Stability, Calm
#cecece
- Pure White**
Fresness, Safety, Purity
#ffffff
- Black**
Professional, Serious, Elegant
#010101

REDISCOVER YOUR BRAND

Great design creates
incredible value.





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Brand Guides and Overview

Logo Primary Explanation

uncuva.

Wording "uncuva" formed using word "uncover". Each letter has been customised to create a unique and simplified look, that is not only easy to remember, but also, visually pleasing to look at. A dot "." is representing the pinnacle of excellence in the field.

Logo Secondary Explanation

U.

Customised letter "u." taken from the original primary logo, followed by a dot simply implies simplicity and gives extra room for creativity, such as creating patterns and icons.

Typography

Century Gothic Paneuropean
Extra Bold - Usage

uncuva
ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
0123456789
&.,!/?/:"'+-+=

Century Gothic Paneuropean
Light - Usage

ABCDEFGHIJKLMN
OP
QRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz



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Great design helps to
create brand voice.



Brand Strategy and Overview

Overview

uncuva.

Uncuva Design Ltd are an independent branding and packaging design agency located in Ipswich, UK since 2009. Our goals are to lead the industry, raise the standards and successfully create a positive impact upon brands and its consumers through our strategic design and thinking.

Vision

U.

Become the leaders of the industry that will forever change the way we see brands today.

Mission

Be able to create better and straight forward communications between brands and its consumers, using strategic and thoughtful design.

Values

Uncuva Design Ltd believe in simplicity and minimalism, a forward thinking and innovation. Pioneering modern day communications through design that help brands to understand consumer needs just a little bit better.

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Great design helps brands to flourish.





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Brand Strategy and Overview

Key Services

uncuva.

Uncuva Design Ltd offer its customers a one to one, independent brand identity and packaging design services, to help flourish they brand, maintain the right image and expand its clientele.

Demographics

U.

UK and Europe based companies, ranging from small start-ups to large established organisations.

Targeting company owners, directors, managers, marketing departments and people alike with significant control over the decision making.

Marketing Strategy

Establish a bullet-proof brand identity, from logos to packaging, print and workwear, website and communications.

Create consistency of communications throughout online media, website, branding, colours, messaging, apparel and marketing channels.

Create marketing campaigns, Google PPC, Sales Funnels, Radio, TV and social media ads that provide a fantastic ROI while also attract new clientele and are able to generate new leads and sales.



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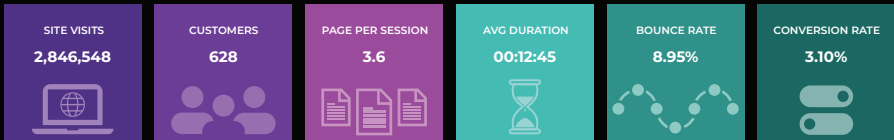
Brand KPI's (Key Performance Indicators)

KPI's Include

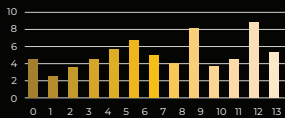
Site visits per week, based on 10 week gap and measured per 1K visits.
 The number of visitors that converted into customers. The number of pages visited on site per visitor/per session.
 The average duration each visitor spent during his/hers session.

KPI's Include

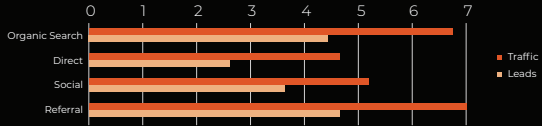
Bounce Rate: the percentage of visitors that leave a webpage without taking an action. (20% - 30% is average).
Conversion rate: the total number of conversions divided by the total number of interactions.
 Ex. (if you had 50 conversions from 1,000 interactions, your conversion rate would be 5%, since $50 \div 1,000 = 5\%$).



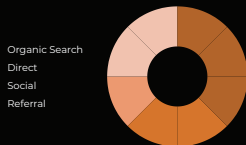
SITE VISITS by Week per 1k



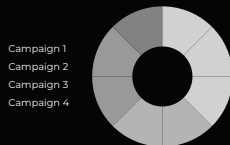
TRAFFIC and LEADS Per Source



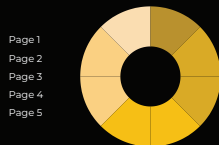
TOP CHANNELS by Conversion



TOP CAMPAIGNS by Conversion



TOP PAGES by Conversion



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Marketing KPI's (Key Performance Indicators)

KPI should be SMART

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

Marketing KPI's

- Number of impressions
- Number of clicks
- Click rate %
- Number of conversions
- Conversion rate %

Campaign Variations

Top 5 Ad Campaign Variations / Tester

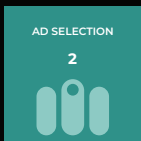
- 1. Location, Demographic, Interests, Content
- 2. Location, Demographic, Interests, Content
- 3. Location, Demographic, Interests, Content
- 4. Location, Demographic, Interests, Content
- 5. Location, Demographic, Interests, Content



Ad Campaign Selection

Selecting Best Performing Ad

- 2. Location, Demographic, Interests, Content



Improving Ad Set

- Amount spend increase
- Backlinks
- CTA's (BUY NOW) (CALL NOW) (REGISTER NOW)
- Interactions (commenting, liking, sharing)
- Measure KPI's, investigate and improve every two weeks

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