

DESIGN PORT FOLIO

STASH PIXEL

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stashpixel

EVERY LINE HAS ITS OWN STORY TO DRAW

In a digital era, when competition is fierce and every brand is trying its best to have a strong personal brand, aiming for a bigger picture.

We at Stash Pixel focus on small. Small strokes that enhance the big picture effectively. Small details that matter utmost in presenting a strong reliable brand.

We understand your brand identity and with the perfect splash of research, creative strategy, and design decision we strengthen it with visual branding.

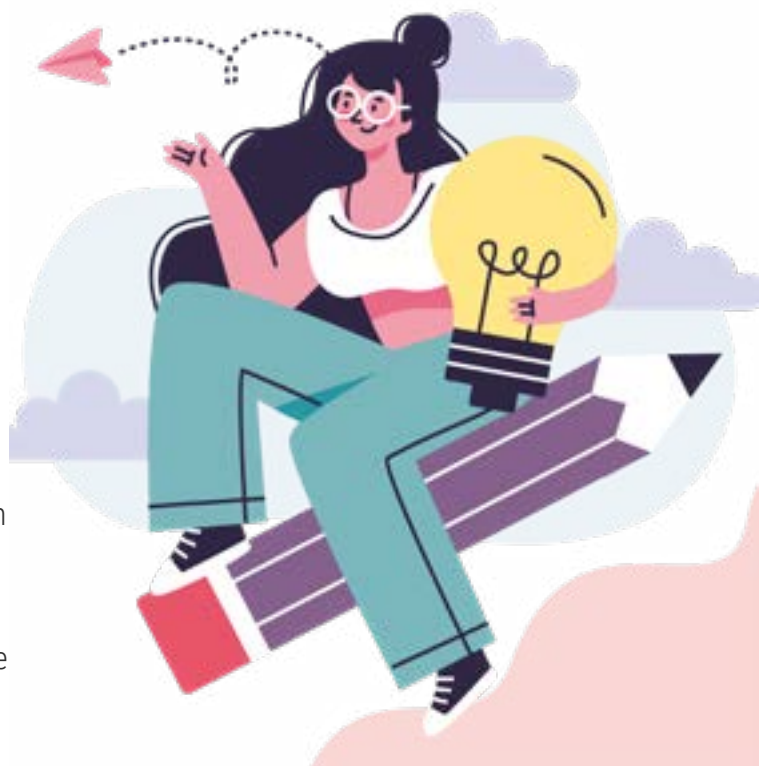
We aim to capture the essence of the brand and present it with designs that back up its strong message and ideas. Ideas that feel like an extension of themselves to the customers.

MEET THE FOUNDER



APARNA BALA

A young marketing enthusiast who turned her passion into a successful business. Working in the industry for over half a decade she brings her in-depth knowledge of branding and visual identity to the table making brands memorable and relatable amongst the crowd.



WHY CHOOSE US

Stay in touch-

Influence the market or connect with your buyers with visual elements that resonate with evolving customer preferences.

Quality branding-

We don't believe in guesswork. A/B testing, and continuous refinement in strategies by analysing customer behavior offer tangible results and grade brand recognition.

Impressive experience-

Giving customers a cohesive brand experience with various touchpoints- website, social media, print material, and packaging- fosters a deeper connection with them.



OUR SYSTEM AND PROCESS

A Session- In a discovery call we learn about your business, its objectives, and services. The brand narrative you want to set across platforms. This audit helps us recognize your business strengths and weaknesses.

Market research- Following up a call comes intensive market research that tells us more about your target audience, their preference, behaviors, and desires. Giving us an insight as to which part of your brand is more crucial to your audience. Additionally, we examine your competitors which helps us present your brand's message uniquely in the market.

A rundown presentation- After analyzing all the information in hand we make you a presentation that includes our thought process behind the mood board, theme, and styles that align with your brand, a color palette that conveys the right emotions, and designs that attract an audience and make you stand out.

A 6-month plan- Planning without execution is a plan to an end. Keeping that in mind we lay out a strategic six-month plan in great detail that builds trust in the market with consistency in tone, style, and key messages. Taking your brand to the height it always meant to be at.

OUR SERVICES

01

VISUAL BRANDING

A Brand's visuals are the first thing people acknowledge about it, hence it's a crucial element overall. It goes beyond having a stunning logo. It's a blend of small details- color, illustration, fonts, pictures-that makes all the difference. Details that change the whole brand representation once cracked perfectly.

1. Logo.
2. Brouchers/ Catalogue design.
3. Merchandise.
4. Packaging design.
5. Outdoor Branding.
6. Event Branding.
7. Print Advertising.
8. Stationary.
9. Business card.
10. Flyers.

02

WEB DEVELOPMENT

Every brand aims to have a global reach and a well-designed website acts as a digital storefront. Attracting leads, educating browsers about the brand, and building credibility through effective communication. Having a reach of a brand that goes beyond physical location.

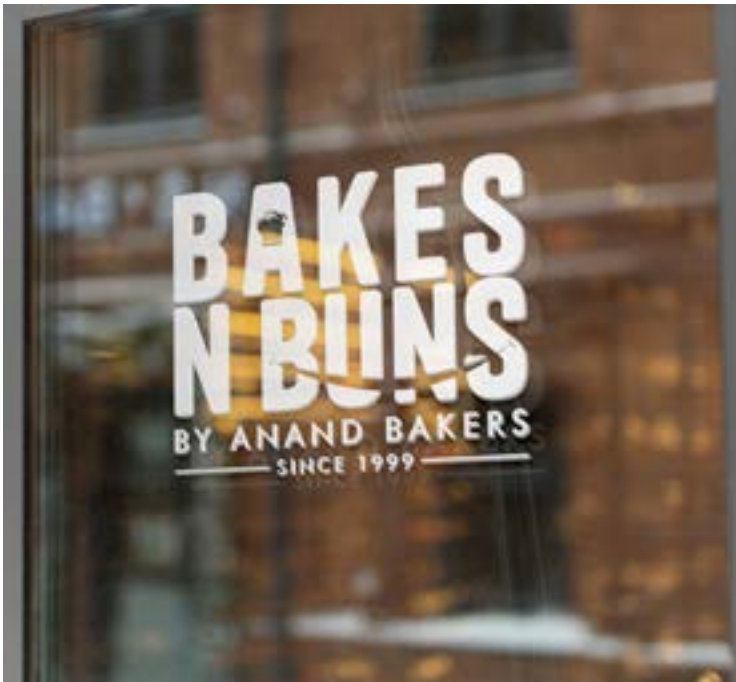
1. UI/UX design.
2. E-commerce website.
3. Dynamic website.
4. Creative static website.

03

CONTENT CREATION

Audiences are more invested in your brand than you think in this digital era but it also comes with a short attention span. Hence, having a strong personal brand across platforms that expresses a brand message, behind-the-scenes, opinions, ideas, and upcoming projects effectively is important. Content creation is the center of keeping audience hooked and turning them into loyal consumer base through credibility that shines continuously.

1. Ghostwriting across platform.
2. Blog posts/ Articles.
3. Whitepapers and reports
4. Social media posts.
5. Email marketing
6. Newsletter.
7. Website pages, Landing



BAKES AND BUNS

Clients overview:

Bakes and Buns, a renowned bakery based in Bihar India, established its presence in 1999. With a legacy of over two decades, the brand has earned a loyal customer but felt a need for a fresh and modern image in a new age of business.



Challenges:

Bakes and Buns recognized existing identity needs a makeover to appeal to a wider audience and demography.

The collaboration with Stash Pixel:

Stash Pixel helped Baked and Bun with rebranding by changing their logo to modern and versatile, setting up a website for the best online presence and aesthetically pleasing packaging overhaul which resulted in a notable increase in sales and positive reception, ensuring it continued success in food industry.



FEMMEJOCK

Clients overview:

A pioneering women-centric company based in the U.S.A. with a mission to provide women facing pelvic floor dysfunction, postpartum, and weak pelvis tissue with a solution that makes a difference.

Challenges:

In a competitive world Femmejock's one of the biggest challenge was to convey their USP across social media and boost their sales game.

The collaboration with Stash pixel:

Stash pixel developed a content strategy plan to roll out a new brand positioning. This includes creating engaging content for social media and websites that attract customers. The display of emotion was a helping hand that approached the right audience with empathy, leading to sales going up from 500 to 10000+ in a short span of time.





SOCIAL MEDIA POSTS



MOCKUPS





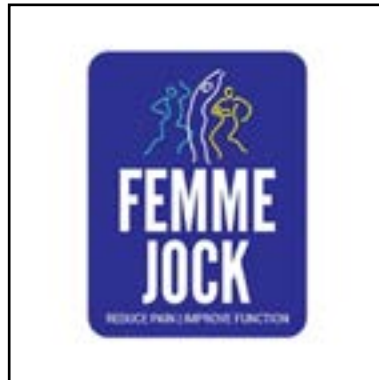
SOCIAL MEDIA POSTS



LOGO DESIGN



CLIENTS LIST



THANK YOU

A few pages could not contain all the creative ideas Stash Pixel can bring to the table but this portfolio is the overview of passion, learning, and experience throughout the years of working in the industry.

We are grateful for the opportunity and the positive impression it may have left you. Time is the biggest gift and we appreciate you taking it out to understand our process better.

We look forward to having further discussions and collaboration with your brand.



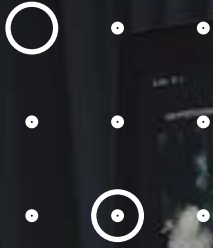
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Presented by

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