

9 Designs Credentials



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Overview

9 Designs is a property-focused, creative design studio. We help property businesses with strategy led branding, graphic design, web design, web development, digital marketing content and digital asset design.

Our prime focus is helping businesses in the property industry to stay relevant, engage with ever-evolving audiences and remaining pre-eminent.



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ARATA



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The 9 Designs Team



Kiki Bhaur

Founder, Brand Strategist & Creative Director

Hey, I'm Kiki, the founder of 9 Designs. My background is in business and property. At the age of 22 I became the VP of Real Estate for a PropTech Firm, SPCE and now have over 5 years' experience in business but for over 15 years of my life, I've been graphic designing. I've been fortunate to be able to merge the three worlds I love the most; design, property and business, to form 9 Designs. I strategise, design and direct mainly here at 9 Designs but really, all the hard and great work I have to credit to the team!



Indy Singh

Marketing Director

Hi, I'm Indy! I'm the head of marketing here at 9 Designs. My experience comes from my background as a musician. It allowed me to focus initially on promoting 9 Designs when we launched. Now I take on the side of maintaining relationships too with our clients. Part of my job also includes handling client marketing and social channels across multiple platforms. This includes consultancy, planning and executing of targeted social strategy.



Elli Smith

Brand, Graphic & Web Designer

Hi! I am Elli Smith and I am a Graphic Designer. I am a recent Graphic Design graduate from the University of Leeds and am now based in Essex. Usually fuelled by a couple of coffees, I love creating an exciting design that makes my clients stand out from the crowd. Despite just graduating, I have a variety of experience through a range of internship and freelance contracts that I completed during my studies. The reason I love Graphic Design is the variety of work; one day I will be doing a brochure design, the next a super sleek piece of UI design!



Dan Lee

Web Designer & Developer

Hello, I'm Dan Lee! I'm an experienced web developer who loves to create and design high-quality websites. My journey started with a Real Estate startup firm in Makati City, Philippines who I worked with for two years. I've had experience on both sides of design and development, conceptualisation and formation of visual appearance, testing and delivering major and minor websites to an organisation, and deployment from domain to hosting.

Client

Case Studies

A full in-depth breakdown of client projects which includes the process and outcome.

01

Arch Investments

This premium property development company envisioned a strong brand identity that would fulfil their company vision, leaving an impression with investors and instilling confidence. They required a brand identity that would represent and match their high-quality developments.

Project Completion: 1 Month

Delivered Solutions

Strategy
Branding
Collateral Design

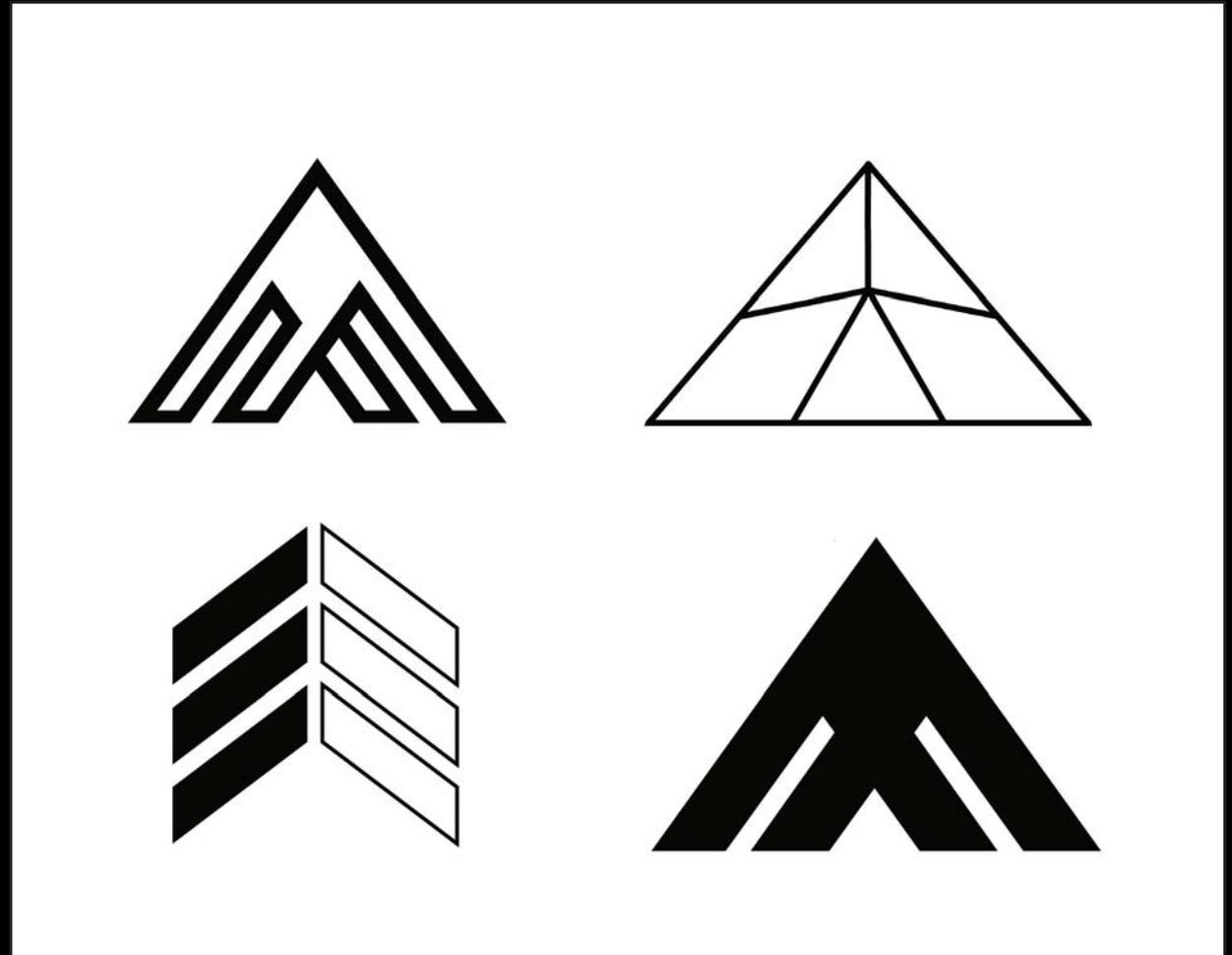
Brand Strategy

Through strategy, we were able to break down and understand the target audience and their specific demographics. Each audience was also explored with personas, clarifying the “ideal client type” and an end goal. This allowed us to dive deeper to understand competition and pave a brand development guide to follow as a result of the findings from the strategy.

Branding

ARCH Investments brought some ideas to the table in terms of design style and colour schemes. From the strategy, we understood they wanted their brand image to come across sharp, premium and confident. An important note was to not get premium confused with “luxury”. It wasn’t luxury they were going for, but higher quality professional standards. They wanted some form of an “arch” present in the brand mark.

To the right, you will see the very first conceptual monochrome designs for the brand mark.



The following selection of typography was presented for the brand mark.



Additional design concepts for further revision rounds.



After three rounds of revisions, we came to a final design for the brand mark. This encompassed an arch and the preferred colour scheme of navy blue and gold.



An inverted variation is always provided. This makes it simple to use the brand mark across all digital and print requirements.

The final piece of this project was the collateral design and printed materials.





ARCH

INVESTMENTS



Application of brand mark and identity, taken from a designed stylescape, which is a carefully collected combination of images, textures, typography, and colours to communicate a certain look and feel of a brand, website, interior space, or any other design project. It's used to help preview a project's visual direction.

02

Studio Modha

Studio Modha, a London based Interior Design company approached us in search of a strong brand identity and website for their business launch.

Project Completion: 3 Months

Delivered Solutions

Strategy
Branding
Collateral Design
Web Design &
Development

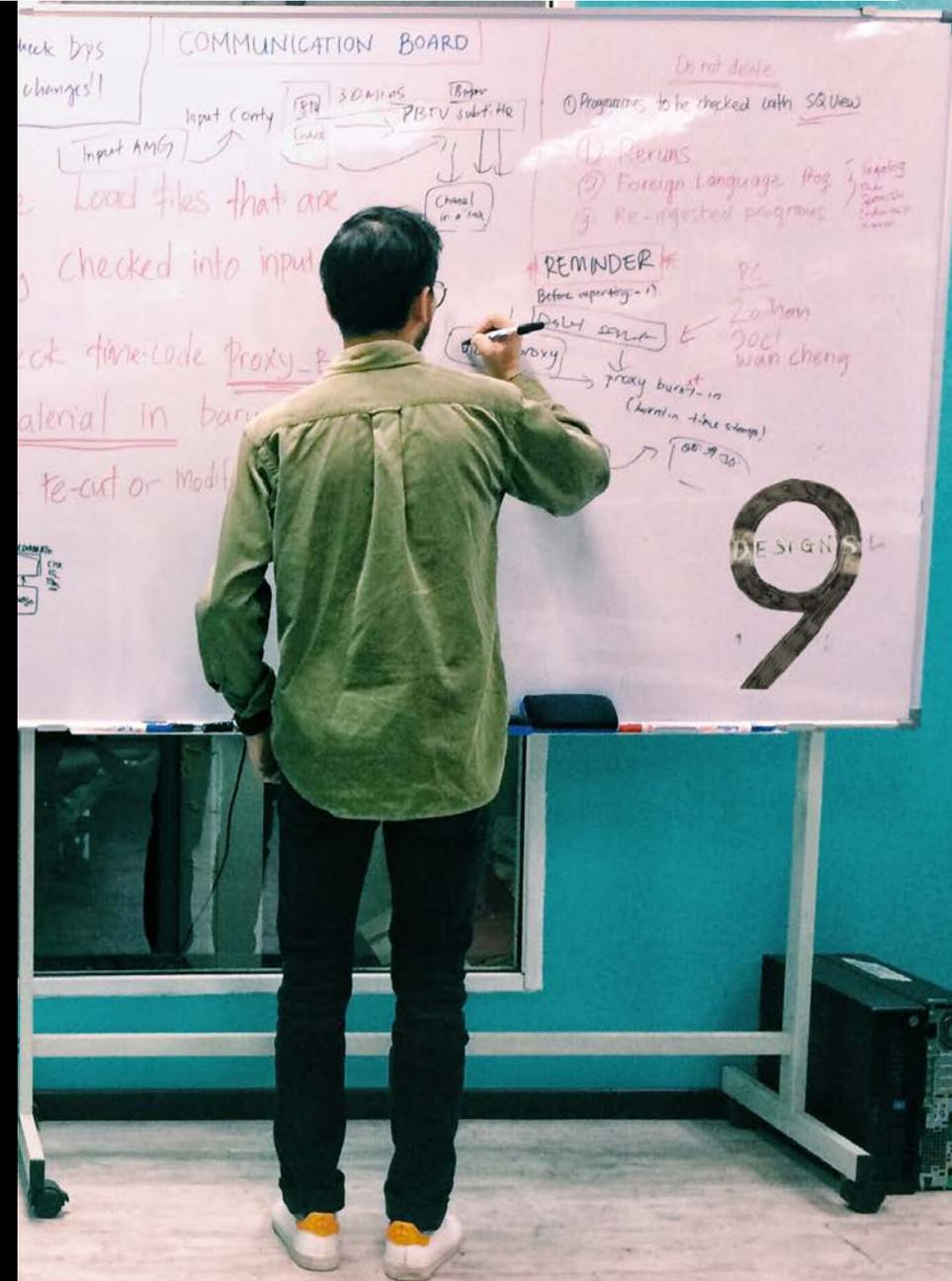
Brand Strategy

Studio Modha had a vision of being uniquely different from the more common branding appearance of interior design companies.

Our strategy session allowed us to explore and understand Studio Modha's brand personality, story, mission, messaging, market positioning and the clientele and audience they were targeting.

For this project, it was vital to understand personas, which is an exercise that steps us into the user's shoes and helps us understand users' needs, experiences, behaviours and goals.

To achieve this, we looked to user pain points; What are the challenges the current users were facing? We also looked at the users' goals, where they go for information, what a win looks like to them and the obvious solution they usually seek out for. From here we performed competitor research and viewed other brands and their campaigns that have been targeted to the similar if not same persona types.



Branding

After the strategy, we began exploring ideas for the brand mark design looking first at the preferences for particular designs, colours, fonts, messaging and art. It's normal to go into some depth with most clients on exploring ideas as they want us to provide them with the options. This helps especially when the client is struggling to communicate the ideas they may have. However, on this occasion, the client had some ideas with how they wanted their brand identity to appear which they believed matched their ideal brand identity vision.

There was a preference for a typographic style for the brand mark. The first few revisions of the brand mark designs are shown below.

STUDIO MODHA
—INTERIOR DESIGN—

STUDIO MODHA
INTERIOR DESIGN

sm
studio modha

studiomodha
INTERIOR DESIGN

STUDIO MODHA
INTERIOR DESIGN

STUDIO modha
INTERIOR DESIGN

The strategy forms clear guidelines for the design which allowed us to reach the final brand mark design after four revisions.

The stencil style look of the word “STUDIO” was relevant to interior design, correlating to the drawings and plans. The central element of “STUDIO” removed to make space for “MODHA”, this is also a portrayal of the anatomy of interior design.

Below you will see the final design of Studio Modha’s brand mark. It achieved the sleek and contemporary look requirement Studio Modha was in search of and the design also fits in uniquely with the contemporary interior design industry.

The three variations of the brand mark enable it to be used across multiple design and marketing applications.



STUDIO
MODHA



STUDIO
MODHA



STUDIO
MODHA

Collateral and mock-up designs were also requested as part of this project. This included branded launch invitations, envelopes, engraved stamps and premium product tag labels





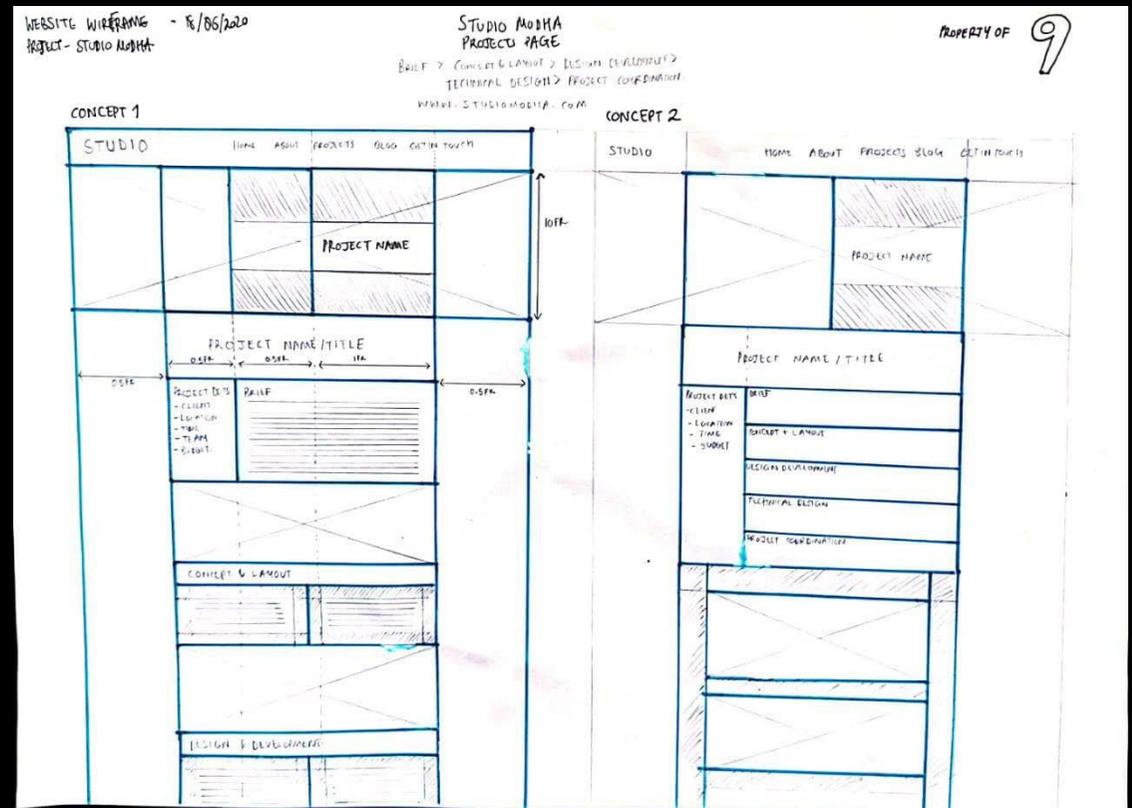
Website Strategy

The website strategy dives deeper to understand business objectives in order to tie these into the design and development of the website.

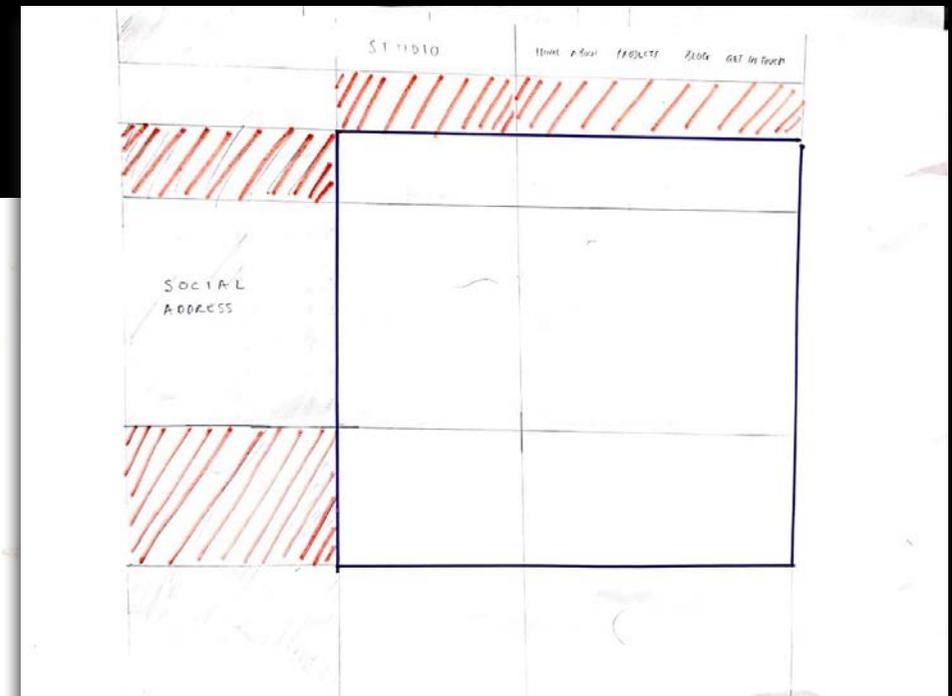
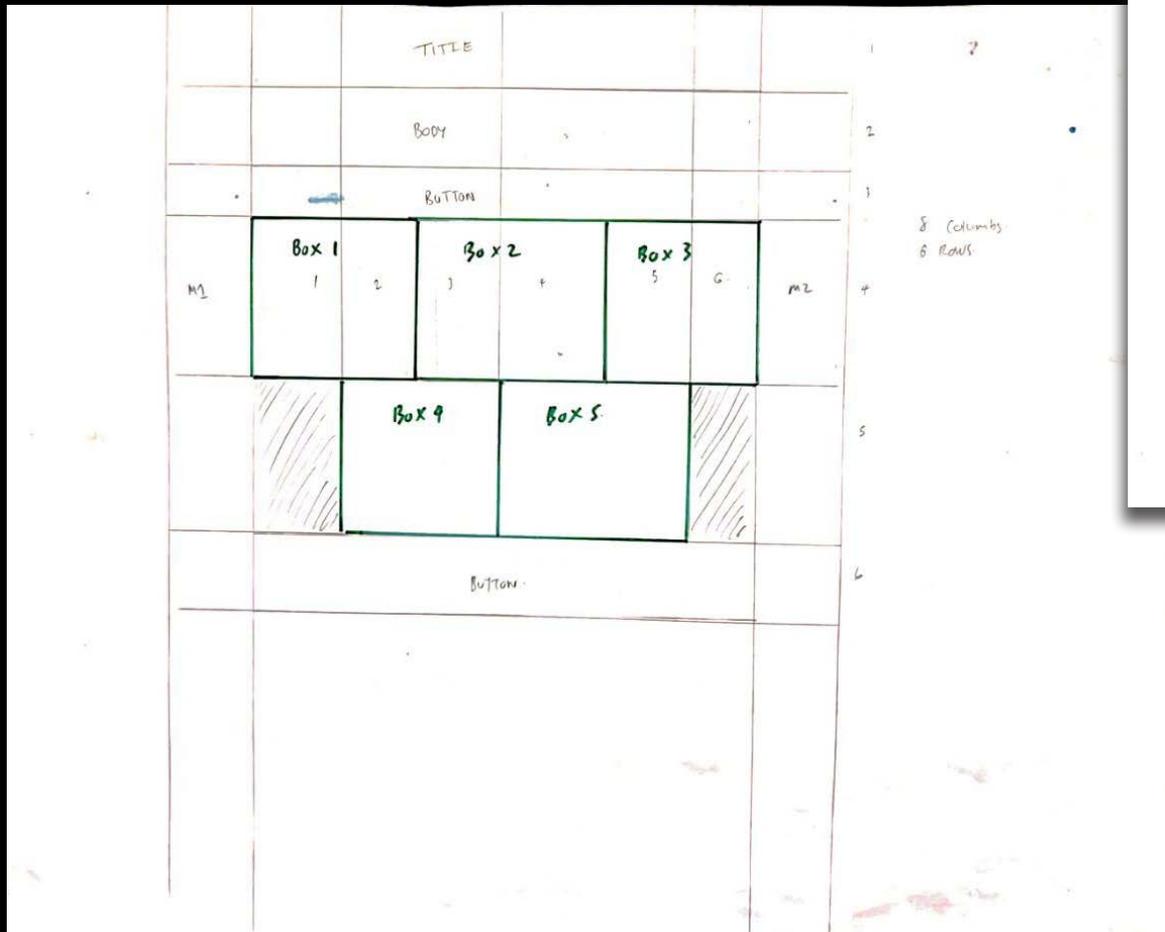
Studio Modha's business objectives were getting one big development deal within the next twelve months and a consistent stream of medium-scale projects monthly.

We mapped out how we could achieve this through the website, ensuring the site has enough content to entice both medium-sized projects and the large projects.

To the right here you'll see how we begin to wireframe the site to plan the content which comes off the back of the strategy.



The last part of the strategy is looking more into the specifics of the website. This includes going through initial plans or preconceived ideas the client may already have. Studio Modha had mind-sketched a basic structure of content. This included having sections explaining about Studio Modha, showcasing projects, hosting blog content and a contact form for the final call to action.



Wireframe sketches are completed before the development stage begins. They are presented along with the first concepts of the website design.

Web Design & Development

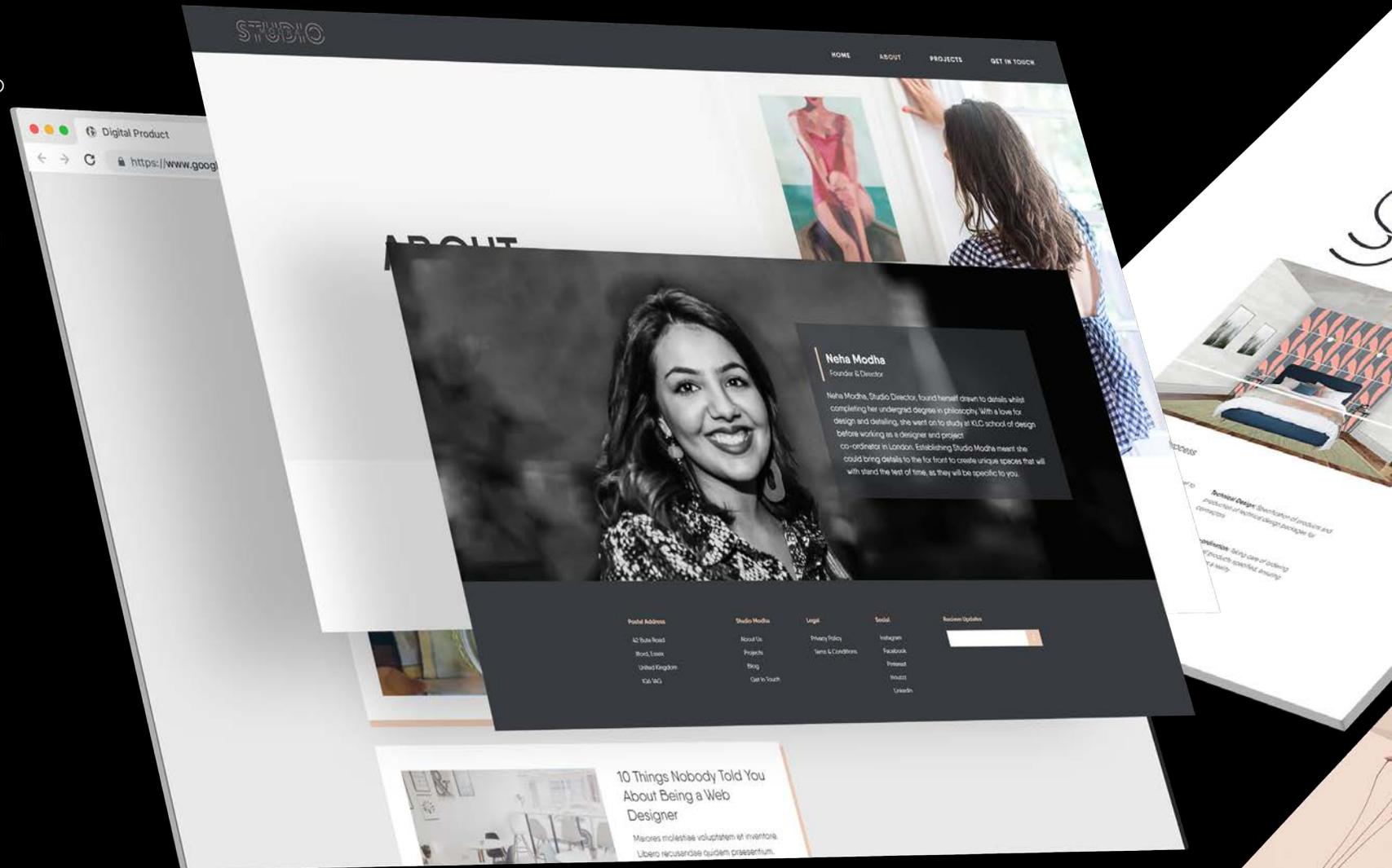
Two initial website design concepts were presented at the beginning. The preferred concept was carried through to the rest of the design.

This process took a little over 3 weeks in total to complete, with the design being changed around and altered.

After this we then go onto the development stage. Here we began adding content and revising designs which were reviewed weekly.

The design and development took a total of three months to complete.

We were able to achieve all the objectives laid out by the strategy for this project.



Client

Portfolio

An overview of featured client projects.

01

Engineering Wealth

Engineering Wealth focuses on providing training on building, expanding and protecting wealth. A brand identity was required to fit the narrative of “engineering” your wealth, following the founders engineering and investment background. This project also required a website along with ongoing design, marketing and videography services for the continuous release of products, training and for social media.

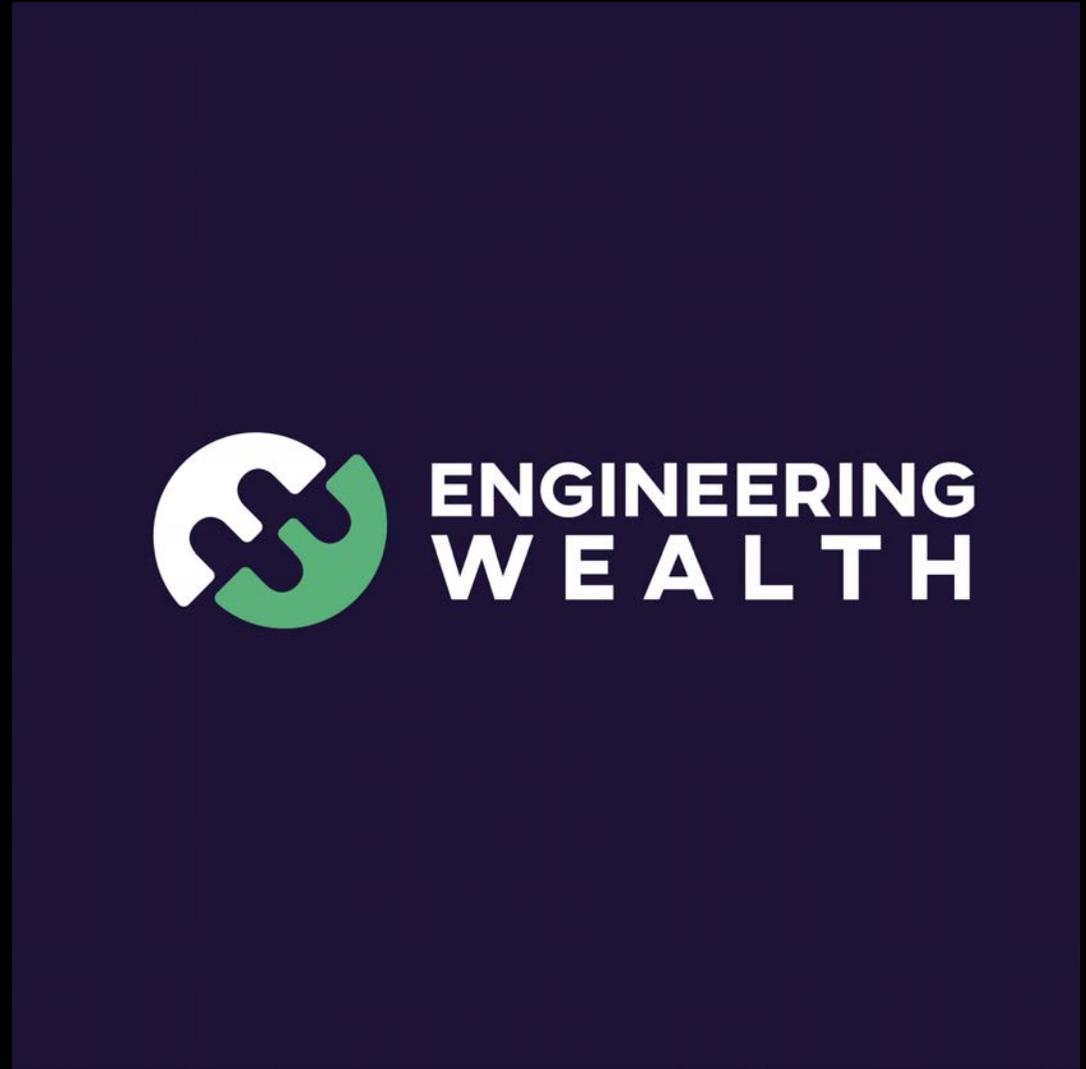
Project Completion: 4 Months / Ongoing

Delivered Solutions

- Strategy
- Branding
- Web Design & Development
- Product Design
- Collateral Design
- Social Media Content Design
- Digital Asset Design
- Video Editing
- Animation
- Marketing Consultancy

Branding

The brand mark represents a take on “Engineering” with emblem looking as if it could slot into each other. It also represents the six pillars of Engineering Wealth – Money management, mindset, planning, income, invests and protect.





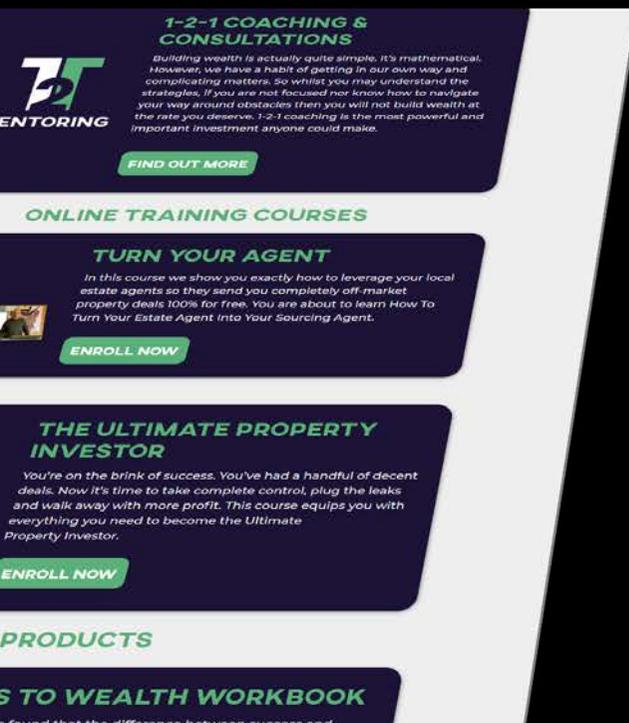
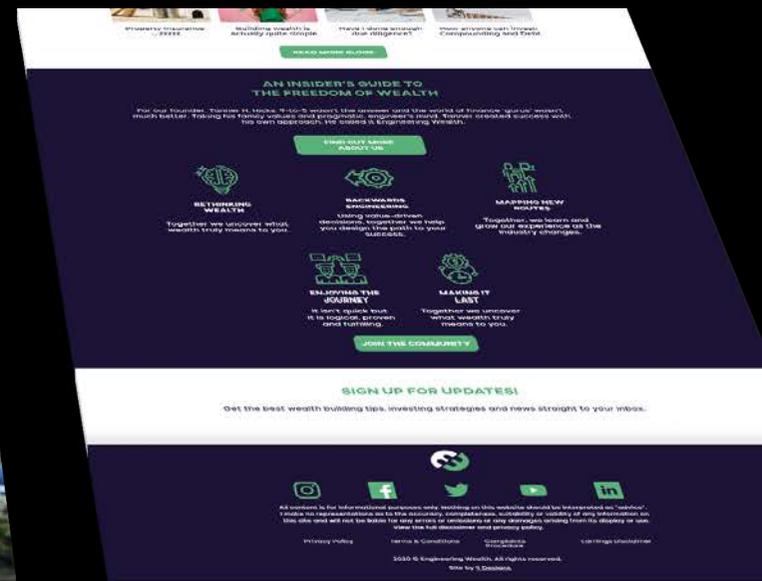
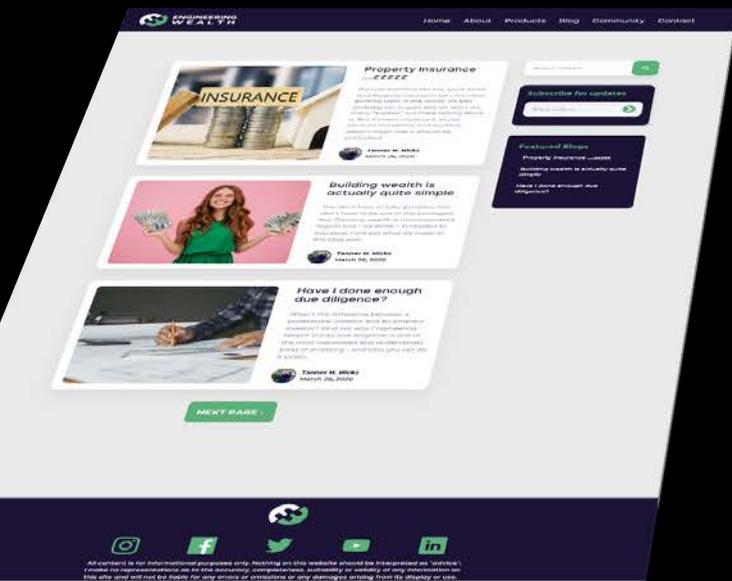
Brand Style Guide

A brand style guide is a rulebook containing specifications on everything that plays a role in the look and feel of your brand—everything from typography and colour to the brand mark and imagery. It lets everyone know exactly how to present your brand across digital, print and to the world.

Collateral & Digital Asset Design

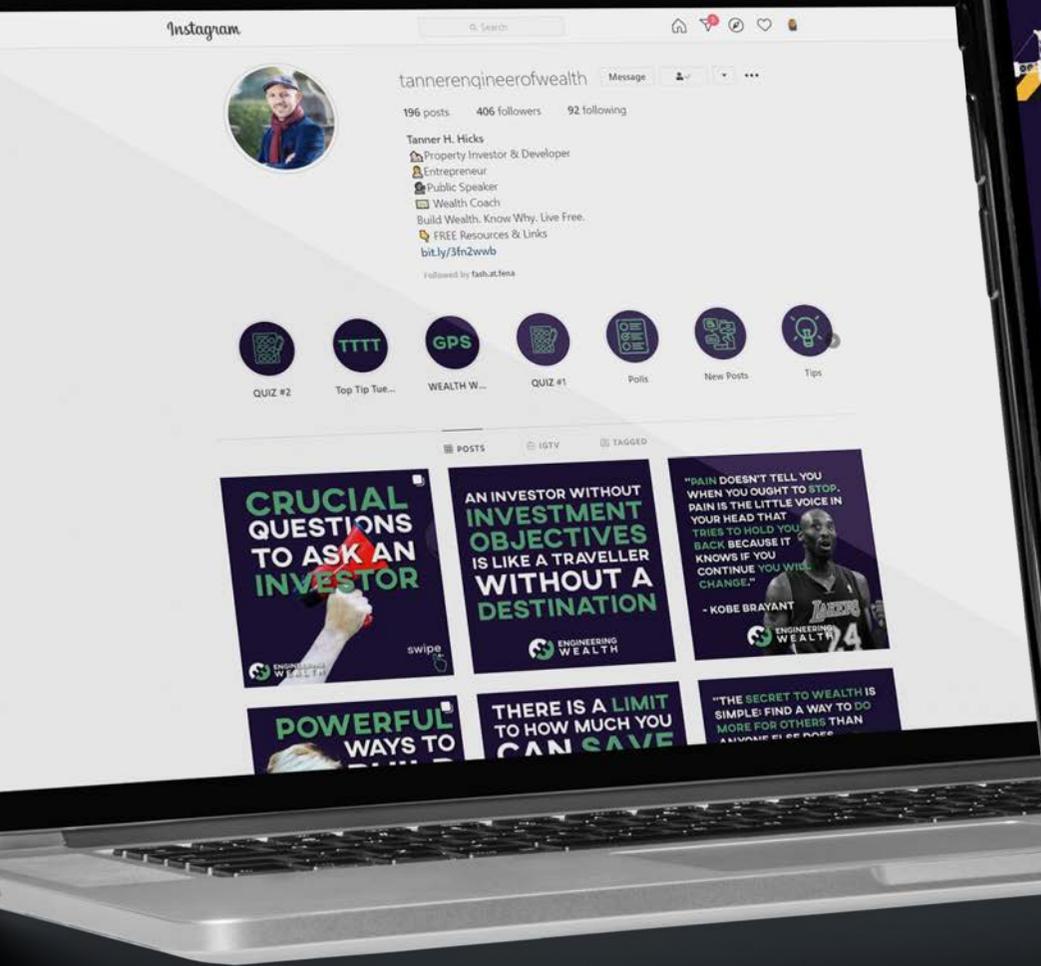


Web Design & Development



Digital & Social Content Design

Instagram content, YouTube video edits and thumbnail designs.



02

Turtle Ship Investments

Turtle Ship Investments were looking for a brand which tied together their focus on culture, strategy and discipline. It was very important for them to have a brand identity which embodied the design of the Korean Turtle Ship, a warship that was used intermittently by the Royal Korean Navy during the Joseon dynasty from the early 15th century up until the 19th century. Along with a brand identity design they required various collateral designs.

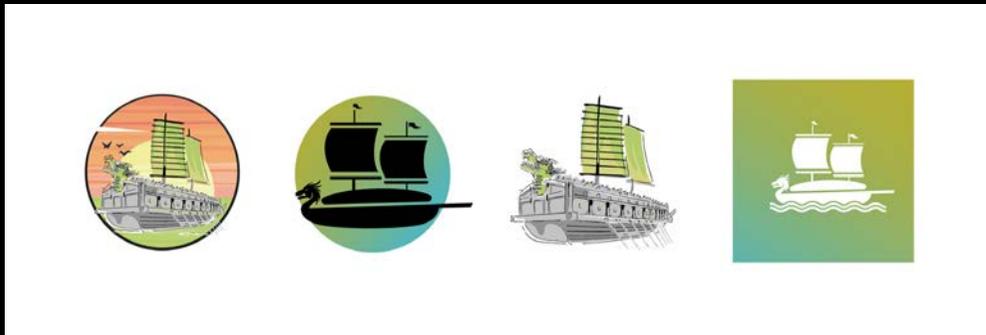
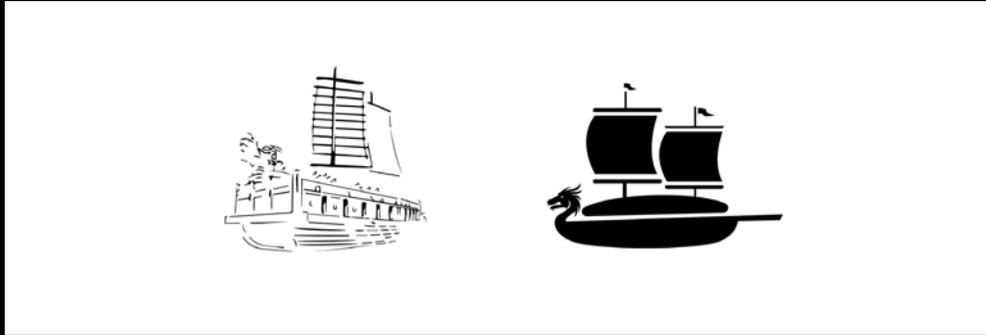
Project Completion: 2 Months

Delivered Solutions

- Strategy
- Branding
- Collateral Design

Branding

A very particular brand mark, which required an advanced level of design and thought out process. As a result we were able to portray the shape of the historical warship with a minimalistic design.



TURTLE SHIP
INVESTMENTS LTD



TURTLE SHIP
INVESTMENTS LTD

Collateral Design

Business cards and investment brochures were created for presenting proposals to investors. The brochures had a prime focus on increasing the likelihood of raising capital through it's thought out strategic design which allows the reader to digest relevant and important information with ease.



03

J&J Property

J&J Property is a contemporary property development company focused on providing multiple occupancy house shares to professionals across the UK. They approached us in search of a brand identity that represents their provision and development of professional and high-quality housing. The brand was important to represent their company professionally to partner agencies, making them stand out and memorable compared to competitors.

Project Completion: 1 Month

Delivered Solutions

- Strategy
- Branding
- Collateral Design

Branding

The brand mark is formed with the two "J's". The double J also forms the lower half of a house. The typography presents the professional approach for the business within their brand mark.



J&J
Property Ltd

Collateral Design





VICTORIA WILLIAMS
Production Head

PROPORARTSIE INTERIOR

PROPORARTSIE INTERIOR
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+62(0)81 234 567 890 | +62(0)81 234 567 890

Dear Mr. Glael,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

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Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Cordially,

JAMMIE ANDERSA
Production Head of Proporartsie Interior
jammie@proporartsie.com



Design

Concepts

Conceptual designs are based on theoretical projects and showcase the additional design depths and capabilities. These designs also represent the project types we are aiming to work on with future clients.

Arabiadev

Arabiadev is a property development firm who invest and develop in high rise luxury residential housing. Based in the UAE, Arabiadev works with partner investors and specialist teams across Europe and Asia to provide a high standard and contemporary living spaces.

Delivered Solutions

Strategy
Branding
Collateral Design
App Design / UI
Marketing Material
Design

Branding

Arabiadev required a luxury brand identity. This was achieved by focusing on a minimal design for the brand mark and using a very sleek, thin and sharp typeface. The symbol represents the skyline of Arabiadev's developments.

The logo consists of a stylized, wavy symbol above the word "arabiadev". The symbol is a thin, red-to-orange gradient line that curves upwards and then downwards, resembling a stylized skyline or a wave. The word "arabiadev" is written in a lowercase, serif typeface with thin, sharp lines.

arabiadev

The logo is identical to the one on the left, but the background is a gradient from dark red on the left to light orange on the right. The wavy symbol and the word "arabiadev" are rendered in white, creating a high-contrast, elegant look.

arabiadev

Collateral & Marketing Material Design





A set design for business card's which are used by the worldwide Arabiadev team.

A unique "proposal tube" designed to contain and present planning and development proposals to presidents, partners, authorities and investors.







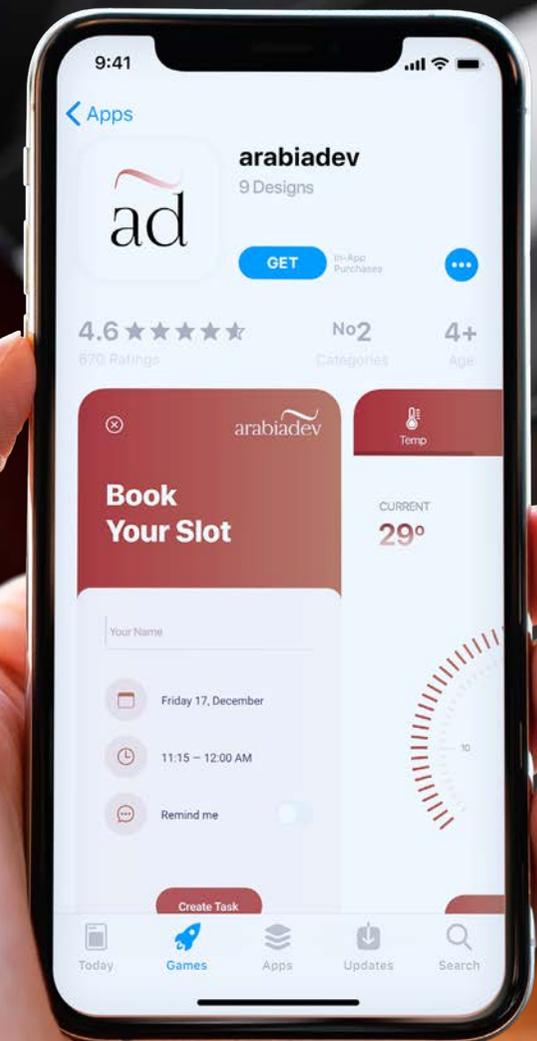


A standing banner design which was part of the print marketing campaign for the HNW - Private International Property Investor event hosted in London and Berlin.



A glimpse of the UX/UI design for the Arabiadev app used by residents and maintenance staff in each of development for management and housekeeping.

The app allows you to change the temperature of your apartment, request fixes, book in house meditation rooms, private sauna slots and more.



Thank you.



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