



CASE STUDY

BRANDING & DESIGN

Company Name:	Sky Expert Advertising Services
Industry:	Advertising Services
Duration:	6 Weeks.
Services Delivered:	Bespoke Visual Identity, Executive Typography Suite, Luxury Digital Brochures, Brand Guidelines

01. The Situation

Where They Started

The client had strong market capability, but their visual collateral looked like a **low-budget generic agency**. They were competing for multi-million dirham listings and international investor capital with **Canva-style templates and unformatted PDFs**. High-net-worth prospects questioned their credibility, resulting in **discounted fee negotiations and lost proposals**.

02. The Problem

What Was Actually Broken

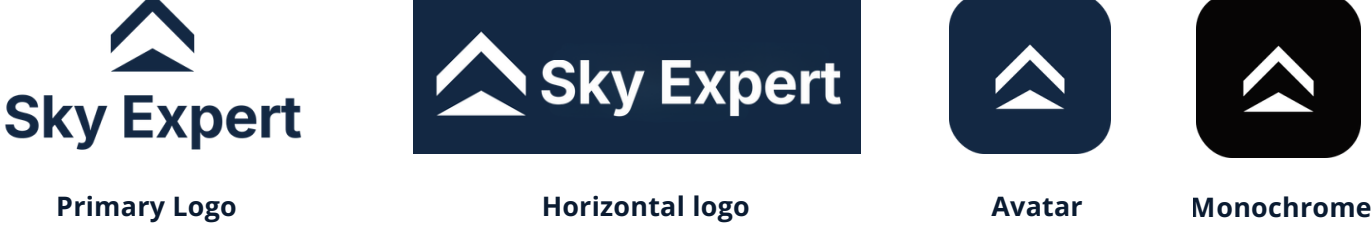
- Root Cause 1 (Zero Perceived Premium):**
The brand lacked a cohesive design language; colors, fonts, and logos were inconsistent across web, proposals, and social media.
- Root Cause 2 (Heavy, Unreadable Collateral):**
Project brochures were 35MB desktop PDFs that took 40 seconds to download on mobile and were impossible to read on WhatsApp without pinch-zooming.
- Root Cause 3 (Sales Team Friction):**
Agents were embarrassed to share existing collateral with international family offices, forcing individual brokers to create their own mismatched pitch decks.

03. What We Did

The 3-Phase Work Architecture

- Phase 1: Strategic Positioning & Visual Audit:**
Conducted a competitive audit of top-tier global luxury brands, defined brand personality pillars, and established high-status typography standards.
- Phase 2: Bespoke Visual Identity & Executive Asset Suite:**
Engineered custom logomark variations, a mid-navy color hierarchy, and a 42-page comprehensive Brand Guidelines Manual.
- Phase 3: Mobile-First WhatsApp Digital Brochures:**
Redesigned all project brochures into lightweight (<2MB), vertical mobile-first interactive decks engineered for rapid 1-click WhatsApp delivery.

THE LOGO



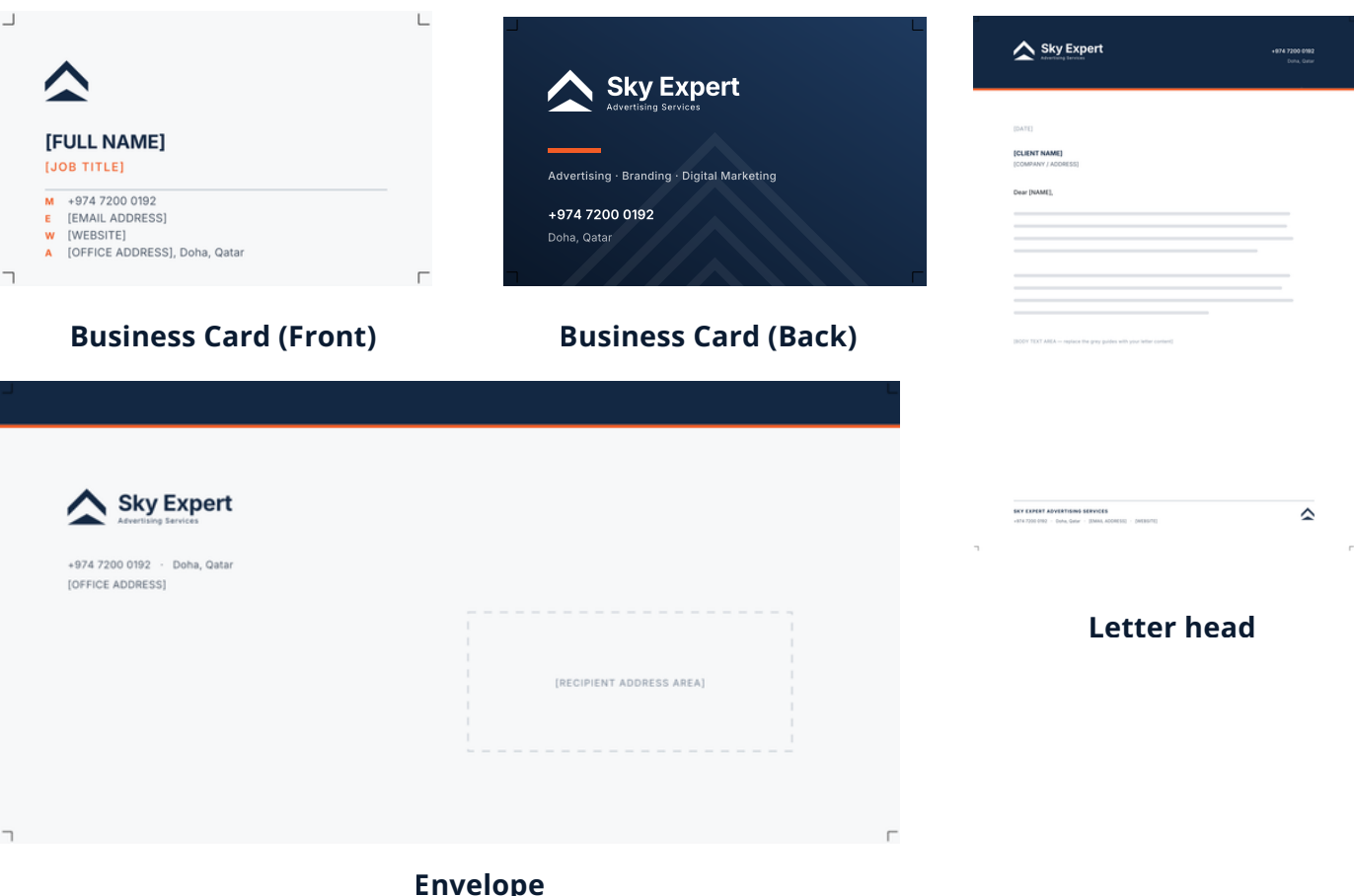
SIZES

Logo	Minimum Sizes
Stacked logo — print	22 mm wide
Stacked logo — screen	90 px wide
Horizontal logo — print	32 mm wide
Horizontal logo — Screen	130 px wide
Symbol — print	7 mm wide
Symbol — screen	24 px wide

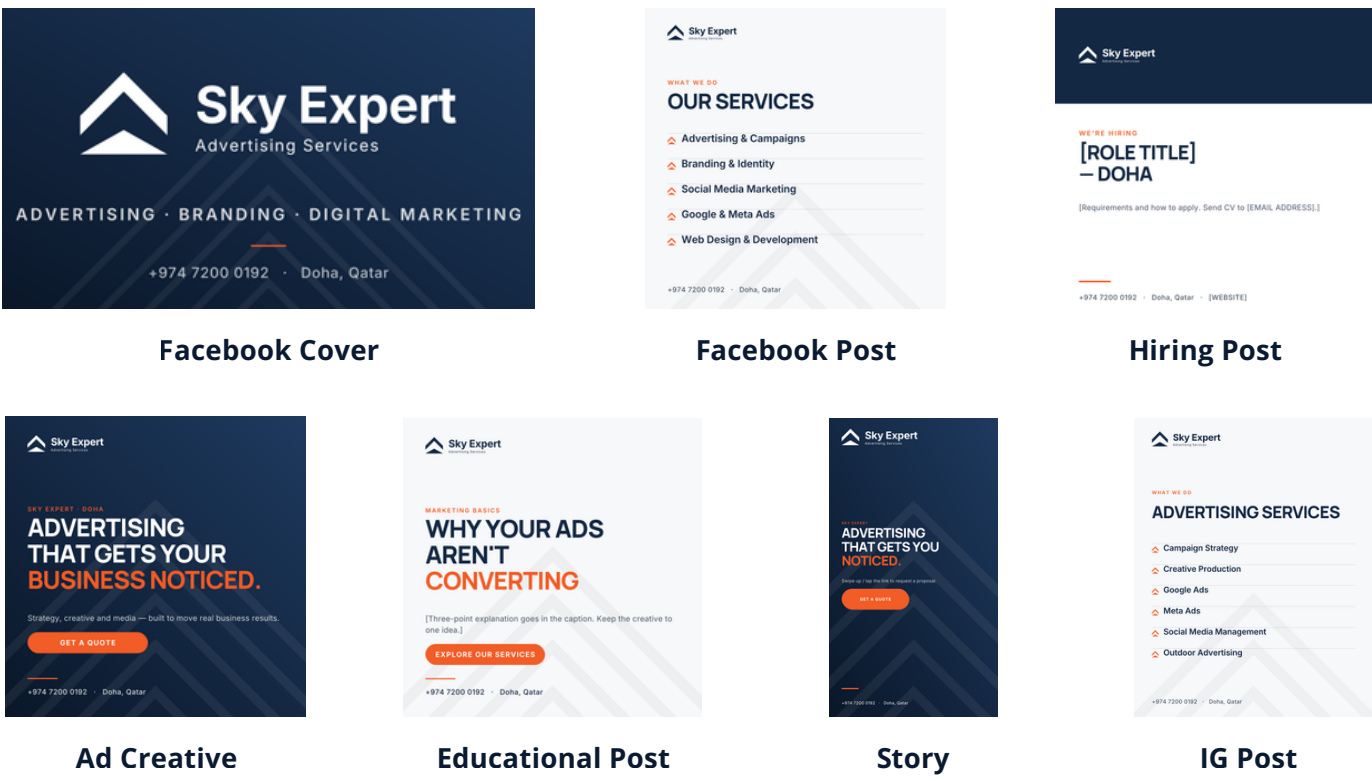
COLOUR PALLETE

COLOUR & USE	HEX	RGB	CMYK
Sky Expert Navy Primary. Backgrounds, the logo, headlines on light surfaces.	#132843	19 40 67	94 79 46 47
Deep Navy Gradient base, dark sections, print solids where richness is needed.	#0A1729	10 23 41	97 85 51 66
Mid Navy Gradient top, cards and panels on dark surfaces.	#1E3A5F	30 58 95	91 74 35 24
Steel Blue Secondary panels, charts, dividers on dark.	#3D5A80	61 90 128	80 60 28 9
Sky Blue Data, illustration, highlights. Never for body text.	#7FABD9	127 168 217	51 27 0 0

CORPORATE



SOCIAL MEDIA



04. The Results

Branding & Design Measurement Standard

Core Measurement Metric	Before	After	Performance	Data Source
Proposal Win Rate	18.5%	44.0%	+137.8% Lift	Client Sales CRM
Average Listing / Contract Deal Size	\$1.2M AED avg.	\$2.8M AED avg.	+133.3% Scale	Listing Mandates Closed
Mobile Read-Through Rate	21.0%	79.5%	+278.6% Lift	Analytics Link
Average Sales Cycle (Pitch to Close)	68 Days	34 Days	-50.0% Faster	Sales Operations Audit

05. In Their Words

Client Quote

“Before the rebrand, we kept getting treated like just another mid-tier agency and had to discount our commission. The moment we started presenting Abbasi & Sons’ luxury brochures and executive decks, clients stopped questioning our pricing. We closed **two exclusive 15M AED mandates in our first month**.”

Tariq Al-Fahim, Managing Director