



AGENCY
SHOWCASE
pdotinc.com

Who

we are *LEBANON * NIGERIA*

P.INC is a full-service branding agency passionate about innovative design, storytelling, and creating unforgettable brand experiences. From strategy to launch, we deliver **turnkey solutions** that transform brands and grow businesses. Serving both Nigerian and **International clients**—including **blue-chip** companies—we craft unique, modern brand identities that engage and inspire across every touchpoint.

P.INC SINCE 2001



BRAND CRAFTING

- BRAND CONCEPT
- BRAND POSITIONING
- BRAND IDENTITY
- BRAND GUIDELINES
- BRAND PACKAGING

BRAND ELEVATION

- CONSULTING
- MANAGEMENT
- BRAND STRATEGY

DIGITAL DESIGN

- WEBSITE
- SOCIAL MEDIA
- AI DESIGN

Collaboration

We partner with Rasha Jarmakani, ***Zen Interior Ltd***, to deliver comprehensive branding, interior design, and construction services, creating immersive brand experiences.





EXPERIENCE

With a proven track record since 2001, P.INC has delivered impactful branding solutions to a diverse, multinational client base and Blue-Chip clients. Over the years, we've built a reputation for excellence, consistency, and delivering results that stand the test of time.

INDUSTRIES

We've shaped standout identities across a wide range of industries, including:

F&B

Fashion & Music

Influencer & Celebrity Branding

Interior, Architecture & Real Estate

Technology & Alternative Energy

Non-Governmental Organizations (NGOs)

DESIGN

We specialize in crafting distinctive brand identities that tell compelling stories. Our turnkey approach—strategy to execution—ensures every brand makes a bold, lasting impression.

graphicdesignhaus

24+ YEARS OF BRANDING

We brand products based on a good understanding of the market, and long-term strategic vision, and aim to deliver adequate and innovative visual communication for your brand thus helping you fulfill your ultimate objective.

WE DESIGN EXPRESSIONS



Restaurants Resorts/Beaches

name
concept
design
interior
signage
uniforms
packaging
posters & banners
delivery vehicles
merchandising
website
social media



CHEEKY CHICK

Quick-service restaurant

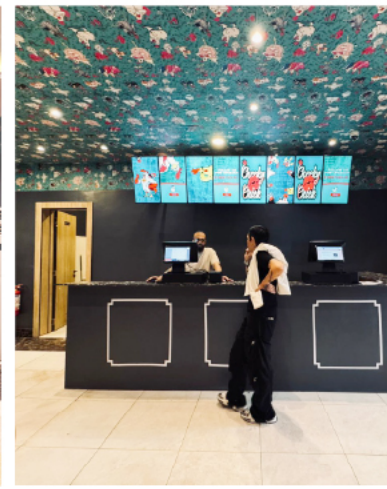
- Concept, Brand Development, Brand Management

• DELIVERABLES:

Name, logo design , packaging, uniforms, signage, posters, flyers, stationery, interior graphics, brand guidelines, and social media design & management, AI Character design

Complete visual identity for a quick-service chicken brand. The project also included the development of illustrated chicken characters (*created as vectors and with AI*), each with a unique story. These characters were featured in promotional posters and branded content to enhance the brand's personality.







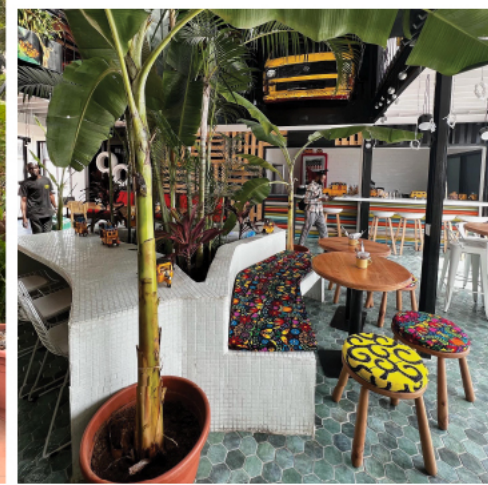
DANFO BISTROS & DIVES

Nigerian Fusion Restaurant

- Concept, Brand Development, Brand Management

- DELIVERABLES FOR 4 BRANCHES:
Name, logo design , packaging, uniforms, signage, posters, flyers, stationery, interior design and graphics, brand guidelines, and social media design & management

This comprehensive concept & brand development project for Danfo Bistro & Dives, a Lagosian fusion restaurant chain, draws inspiration from the iconic Danfo buses and the city's eclectic cultural melting pot. The project encompasses a wide range of deliverables. Additionally, distinct brand identities were developed for four franchise locations, each capturing the unique essence of Lagosian culture. The project also included conceptualizing menu flavors that reflect the diverse cultural influences of Lagos, bringing the brand's culinary experience to life.







SUSHI YOSHI

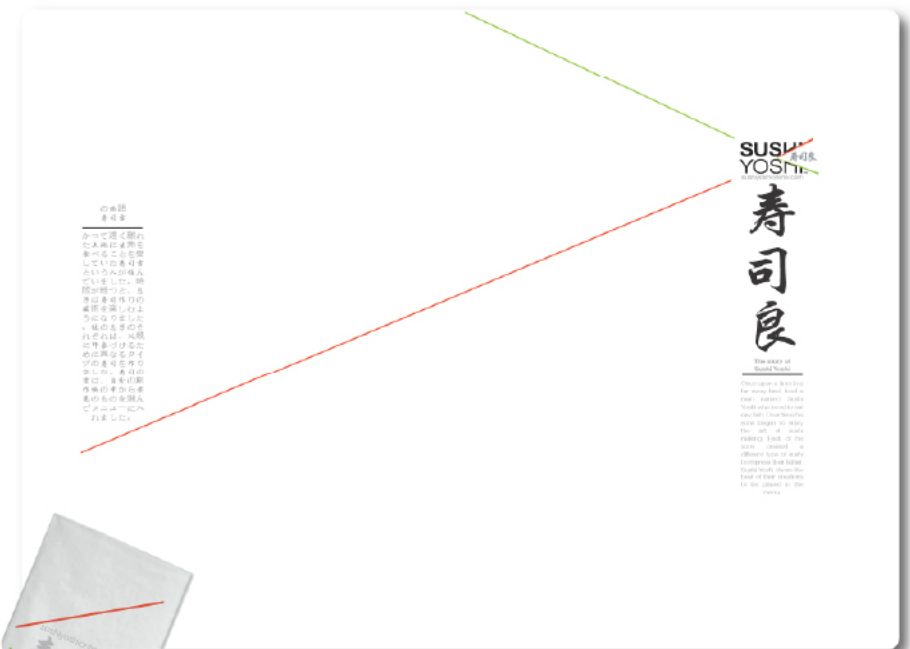
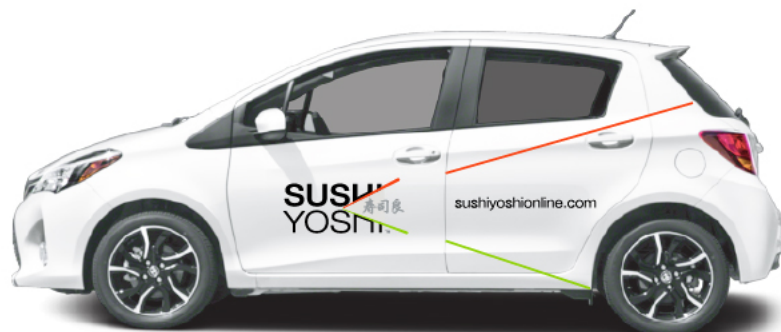
JAPANESE RESTAURANT CHAIN

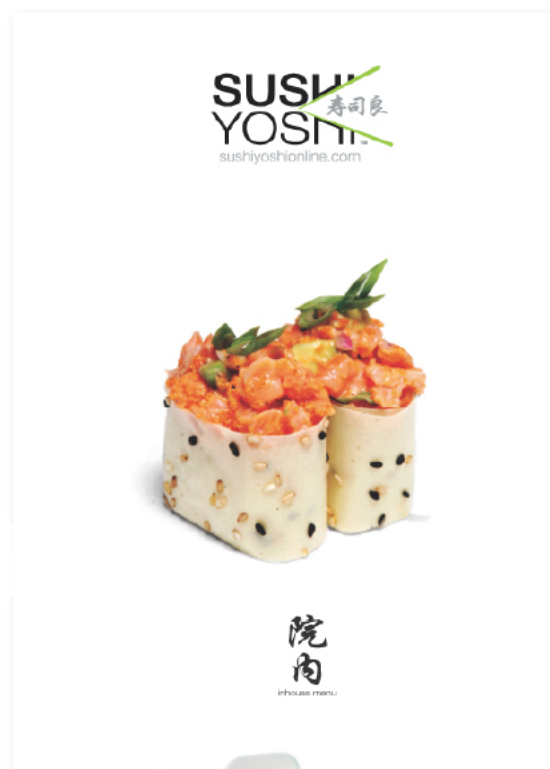
• Brand Identity Design

• DELIVERABLES:

Logo design, packaging, uniforms, signage, posters, flyers, stationery, interior graphics, brand guidelines, and social media assets

This comprehensive rebranding project for Sushi Yoshi, a modern Japanese sushi restaurant in Jeddah, embodies the elegance and precision of Japanese culture, inspired by traditional character scriptures, sushi-making, and Japanese writing. Deliverables included logo design, packaging, stationery, interior graphics, brand guidelines, and social media assets, all unified by a refined, geometric aesthetic and a muted, elegant color palette that captures the essence of Japanese minimalism and precision.







KATANA

JAPANESE BAKERY CAFE

• Concept and Brand Development

• DELIVERABLES:

Name, logo design, packaging, uniforms, signage, posters, flyers, stationery, brand guidelines, and social media assets

Full branding concept and design for a modern Japanese bakery. The visual identity is inspired by origami and clean-cut forms, reflecting Japanese minimalism and precision. All unified by a refined, geometric aesthetic and a muted, elegant color palette.





SUSHI BURRITO & CO Japanese Restaurant

- Brand Identity Design

- DELIVERABLES:

Logo design, packaging, stationery, interior graphics uniforms, signage, posters, flyers, and social media assets

Sushi Burrito & Co brings bold flavors and art together. Inspired by pop art's vibrant colors and graphic patterns, our brand identity is playful, modern, and eye-catching. Dynamic visuals and stylized illustrations create a unique brand voice that is hip like the flavors.





MAMA MIA

PIZZA CONES TRUCK

• Brand Identity Design

• DELIVERABLES:

Name, logo design, packaging, truck design and social media assets

This brand identity design for Mama Mia Pizza Cones Truck. The design combines retro charm with modern flair, featuring whimsical illustrations of flying Italian vegetables and balloons.





ROCOCO

ARTISAN & SAVOIR-FAIRE
THE ART OF FINE DINING

ROCOCO

RESTAURANT | LOUNGE | MUSIC HALL

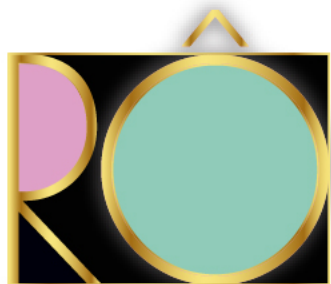
• Brand Identity Design

• **DELIVERABLES FOR ROCOCO & RO:**
Logo design, packaging, brand guidelines, imagery, print and digital collaterals.

This comprehensive branding project for ROCOCO, a restaurant, lounge, and music hall, brings the opulence of the Rococo era to life with a luxurious visual identity. Combed to create a sophisticated and eclectic brand presence that reflects the venue's high-end atmosphere and vibrant vibe.

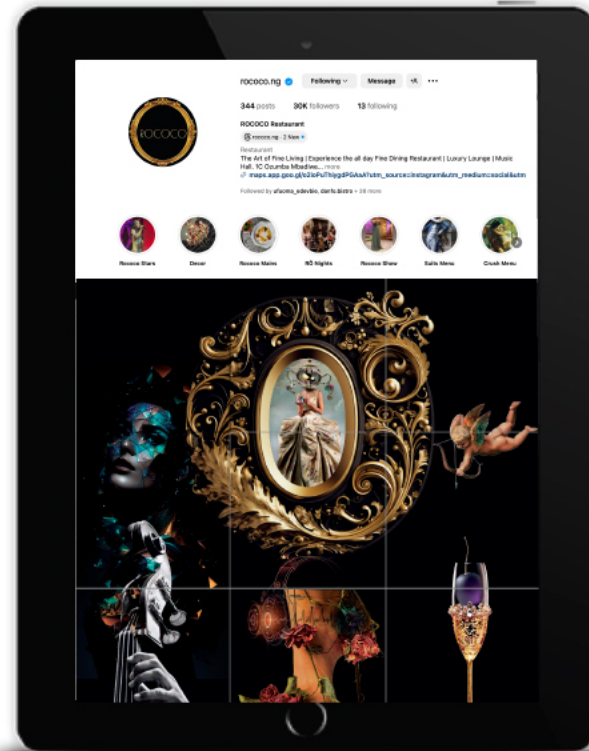
RO CLUB

The "RO" sub-logo is a secondary logo design created specifically for when ROCOCO transforms into a club after hours. This sub-logo is likely more modern, bold, and edgy to reflect the venue's shift in atmosphere and vibe, while still being connected to the main ROCOCO brand. It allows for flexibility and distinct branding for different aspects of the venue.



NIGHTCLUB







OKADA
CAFE | LOUNGE | WORKSPACE

• Concept and Brand Development

• DELIVERABLES :

Concept, Logo design, interior design, uniforms, signage, posters, flyers, packaging, brand guidelines, print and digital collaterals.

A bold concept inspired by "Okada Airlines"—a playful nod to Nigeria's iconic bike taxis—OKADA reimagines travel, food, and culture as a luxurious experience with local soul. Blending gourmet casual dining, the brand delivers a young, trendy relatable atmosphere. We designed the creation of the concept, full brand identity, and social media presence, bringing the vision of elevated local storytelling to life..





LOOMPALAND DESSERT SHOP

• Concept and Brand Development

• DELIVERABLES :

Concept, logo design, interior design, uniforms, signage, posters, flyers, packaging, brand guidelines, print and digital collaterals.

Loompaland is a whimsical dessert concept inspired by the playful world of Willy Wonka, where Oompa Loompas craft sweet creations in their fantastical workshop. The project was developed from the ground up—name, concept, brand identity, and visual design. The space features a bold red-and-white candy stripe theme and embraces a wacky, imaginative aesthetic. Every element was crafted to evoke joy, nostalgia, and a sense of edible adventure.



LILA ROSE

PUB

LILA ROSE
PUB / EATERY

• Concept and Brand Development

• **DELIVERABLES :**

Concept creation to logo design, menu styling, posters, wall art and social media posts

A refined yet approachable pub concept, LILA ROSE blends vintage charm with modern flair. The project included full brand identity development. Inspired by the juxtaposition of delicate elegance (Lila Rose) and the warmth of a classic neighborhood pub, the branding captures a timeless aesthetic with subtle floral cues and a cozy, sophisticated color palette. Every detail was designed to reflect a welcoming atmosphere rooted in character and charm.





Bloom

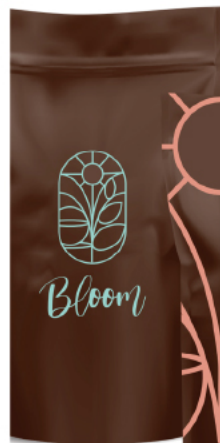
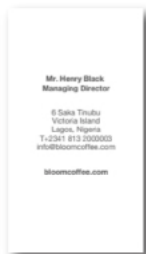
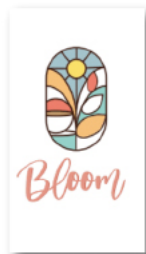
BLOOM
COFFEE / CAFE

• Brand Development

• DELIVERABLES :

Logo design, uniform design, packaging and stationary

The brand identity features a stylized retro-inspired logo with a blooming flower motif in pastel pink, earthy brown, and soft blue hues, creating a warm and inviting atmosphere for coffee lovers. The brand's minimalist aesthetic emphasizes sustainability and freshness, perfect for a specialty coffee shop.



ALFORN

GOURMET

الفرن

جورميه

ALFORN GOURMET

BAKERY & CAFE

- English & Arabic Rebranding & Brand Development

• DELIVERABLES :

Logo design, uniform design, packaging and digital collaterals.

A minimalist brand refresh was implemented, featuring a new logo, packaging, uniforms and menus. The clean and simple design subtly nods to the bakery's heritage through elements evoking bread and flour, resulting in a modern and sophisticated brand identity that honors its roots while appealing to a wider audience.



THE BOXMALL[®] COMPANY

THE BOXMALL COMPANY

HOLDING COMPANY & CONSTRUCTION FOR
ENTERTAINMENT/ RESORT SPACES

- Brand Identity Design

- DELIVERABLES :

Logo design, uniforms, signage, posters, flyers, brand
guidelines, print and digital collaterals.

Boxmall is a holding group that oversees a diverse portfolio of brands, including Turtle Bae, POP, SOL RESORT, and Story Beach Club. Each brand boasts a unique identity, reflected in its distinct logo and visual aesthetic. Meanwhile, the Boxmall brand itself is represented by a sleek grey identity, symbolizing its role in developing innovative container villages. Through its various holdings, Boxmall creates vibrant, branded experiences that bring its vision to life.



BOXMALL[®]



Turtle
Bae



SOL



TURTLE BAE
BEACH RESORT

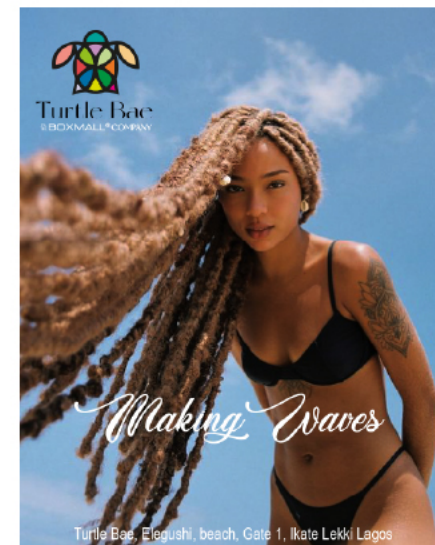
THE SANCTUARY
ANIMAL SANCTUARY IN TURTLE BAE

• Brand Identity Design

• DELIVERABLES :

Name Logo design, uniforms, signage, posters, flyers, brand guidelines, print and digital collaterals.

The Turtle Bae Beach Resort brand identity features a vibrant abstract turtle logo, designed with a fresh color palette. The resort's name pays homage to the local turtle sanctuary, with "bae" adding a playful touch. The branding extends to the sanctuary, creating a cohesive visual identity for both the resort and the conservation-focused sanctuary that cares for turtles and other animals.





SOL BEACH

CONTAINER VILLAGE & BEACH RESORT

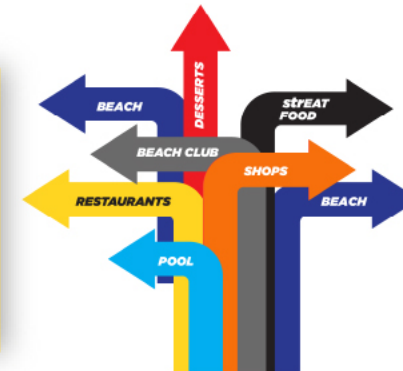
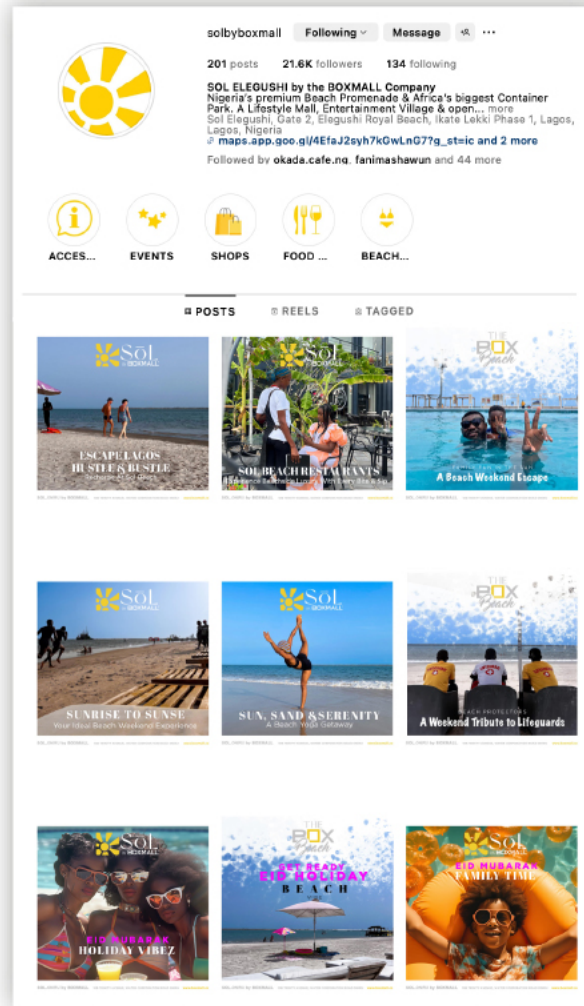
• Brand Identity Design

• DELIVERABLES :

Logo design, uniforms, signage, posters, flyers, brand guidelines, print and digital collaterals.

The SOL BEACH brand identity is deeply rooted in its namesake, "Sol," which represents the soul of Lagos. This concept is cleverly intertwined with the meaning of "sol" as the sun, symbolizing warmth, energy, and vibrancy. The logo design embodies this duality through stylized sun rays in a harmonious palette of yellow and grey. These colors not only evoke the brightness of the sun but also convey a sense of balance and sophistication.

The design philosophy behind SOL BEACH aims to create an inviting and uplifting atmosphere, making it the perfect haven for those seeking relaxation and rejuvenation. By capturing the essence of Lagos's spirit and the warmth of the sun, SOL BEACH's brand identity stands out as a beacon of happiness and tranquility in the hospitality industry.





 **SOL**
ONIRU

im
WALKIN'
Sunshine

 **TO ADVERTISE HERE!**
T: 0916 207 7770



 **SOL**
ONIRU

THE BEST BEACH
LIKE A PARADISE

SOL
SUM
MER

 **SOL.ONIRU by BOXMALL**
10B Trinity Avenue, Water Corporation Road, Oniru 



 **SOL**
BEACH

SOL
DESTINATION

SOL.ONIRU by BOXMALL
10B Trinity Avenue, Water Corporation Road, Oniru

THE BOX Beach

THE BOX BEACH/BAR BEACH & BAR

• Brand Identity Design

• DELIVERABLES :

Logo design, uniforms, signage, posters, flyers.

THE BOX BEACH / BAR's brand identity design extends the warmth and energy of SOL BEACH, its parent brand. Inspired by SOL BEACH's stylized sun rays, the logo creates a cohesive visual identity. Deliverables include a unique logo, custom uniforms, signage, posters, and flyers, all designed to capture the beach spirit and style.

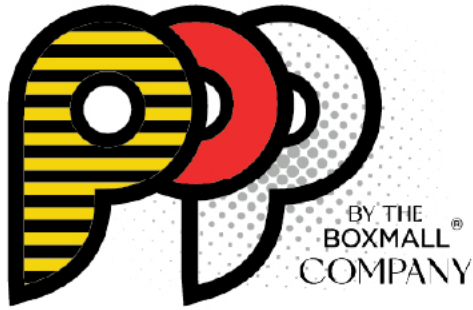


SOL.ONIRU by BOXMALL 10B TRINITY AVENUE, WATER CORPORATION ROAD ONIRU www.boxmall.co



SOL.ONIRU by BOXMALL 10B TRINITY AVENUE, WATER CORPORATION ROAD ONIRU www.boxmall.co





POP

CONTAINER EVENT AND FOOD COURT

• Brand Identity Design

• DELIVERABLES :

Logo design, uniforms, signage, posters, flyers, brand guidelines, print and digital collaterals.

The design concept draws inspiration from the Pop Art movement and comic book aesthetics, characterized by bold colors and graphic patterns. This vibrant and playful style aims to appeal to a younger audience and align with the energetic atmosphere of an event and food court. The overall design approach suggests a lively and engaging brand identity.



The Pop Culture Experience

POP village is revolutionizing the concept of social hubs by seamlessly merging art, commerce, and leisure. Inspired by the vibrant colors and bold graphics of Pop Art, this innovative space brings pop culture to life. Imagine strolling through a village filled with larger-than-life installations, retro futuristic designs, and interactive exhibits that invite you to become part of the art. Each container is transformed into a unique retail space, art gallery, or entertainment venue, creating an immersive experience that blurs the lines between shopping, art appreciation, and socializing. Think Warner's Comixprints Soup Cans come to life as functional coffee, or Lightkeepers come book-inspired murals guiding you through interactive photo ops.

POP is where art meets commerce, and leisure meets creativity, making it the ultimate destination for those who live and breathe pop culture.



BRAND GUIDELINE POP

BRAND VALUES

EXPRESSION
Our spaces are canvases for artists and guests alike.

COMMUNITY
We build places for people to connect, collaborate, and celebrate local culture.

INNOVATION
We merge art, technology, and business in unexpected ways.

JOY
Bright colors, fun events, and playful design - everything is meant to delight.

SUSTAINABILITY
Upcycling containers reflects our belief in transforming the old into something meaningful.

AUTHENTICITY
We remain true to our brand's roots, values, and mission, delivering genuine experiences.

BRAND GUIDELINE POP

BRAND IMAGE

Playful + Quirky Contrast
Raw, edgy containers provide an urban, industrial backdrop that contrasts with playful, polished pop art visuals.

Modular + Visual
The stacked, modular design of containers gives POP a unique architectural edge, blending city cool with artistic flair.

Art Everywhere
The entire space looks and feels like a living comic book, with bold outlines, vivid colors, and graphic patterns.

Color-Driven Visual Identity
Creating instant mood and emotional energy.

Art Everywhere
Every surface - from containers to benches - is treated as a canvas. Bold patterns, graffiti-style art, and visual storytelling throughout.

Unforgettable Spaces
Design moments are built for social sharing - from neon-lit search bubbles to interactive installations and neon signs.

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TONE OF VOICE

POP speaks like your coolest, most creative friend.

ENERGETIC
Our tone has a beat. Short, punchy sentences that feel alive.

PLAYFUL
We use wit, irony, and cheeky humor where appropriate - just like Pop Art.

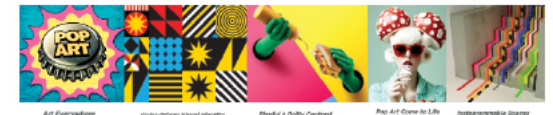
INCLUSIVE
Our words invite people in. Simple, clear, never exclusionary.

CULTURAL
We reference hipster pop culture, art history, and trends in ways that are familiar yet fresh.

Authentic
We're honest about our mission, values, and what we're really up to.

Unforgettable Spaces
Design moments are built for social sharing - from neon-lit search bubbles to interactive installations and neon signs.

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Every surface - from containers to benches - is treated as a canvas. Bold patterns, graffiti-style art, and visual storytelling throughout.



Art Everywhere Color-Driven Visual Identity Playful + Quirky Contrast Pop Art Come to Life Unforgettable Spaces

BRAND GUIDELINE POP

BRAND ELEMENTS IDENTITY

The brandmark consists of three elements:
1. The typeface logo in a POP ART font.
2. The brand origin logo (By The Boxmall Company) on site or below type logo as in the diagram.
3. The Trade Mark, must always be placed on the top right corner of the typeface.

These elements have a fixed relationship and must never be modified or altered in any way and must be presented in approved colors and font only as outlined in these guidelines. The POP Brandmark may not be used for commercial use or by any unauthorized individual or organization.

CO-BRANDING LOGO PLACEMENT
Combination of the primary POP typeface logo with the co-brand below it with or without the Brand Origin Logo.

DO NOT:
• Alter the size, relationship or position of the type or the icon in the brandmark.
• Alter the color of any part of the brandmark beyond the approved variations provided in the guidelines.
• Overwrite type or place elements over the brandmark.
• Add letters or other graphic elements to the brandmark.



POP Brandmark Brand Origin Logo Typeface Logo

BRAND GUIDELINE POP

BRAND ELEMENTS IDENTITY

LOGO USAGE

PRIMARY POP LOGO

The core logo includes "POP" in a comic-style speech bubble, plus the tagline "By The Boxmall Company".

Always use the full logo for official materials (like signage, menus, ads, and website headers).

For small applications (e.g. social media icons or business cards), it's okay to use just the "POP" letters.

In these cases, make sure the full logo with tagline appears somewhere nearby (like a website footer or profile bio).

POP Landmark co-branding Logo
This version adds the Landmark logo beneath the main POP logo for the Landmark location.

Use this only for location-specific materials (e.g. Pop-up signage, press releases, co-branded campaigns).

POP remains the lead brand in the layout, with Landmark shown as a partner in a very blue font with its icon.

Do not alter or recreate this layout. Always use the official version provided in the Brand asset pack.

LANDMARK'S NAME IS CENTERED AND SIZED TO BALANCE VISUALLY WITH POP.



CENTERED



ZORYA

ZORYA.CLUB

ZORYA NIGHT CLUB

• Brand Identity Design

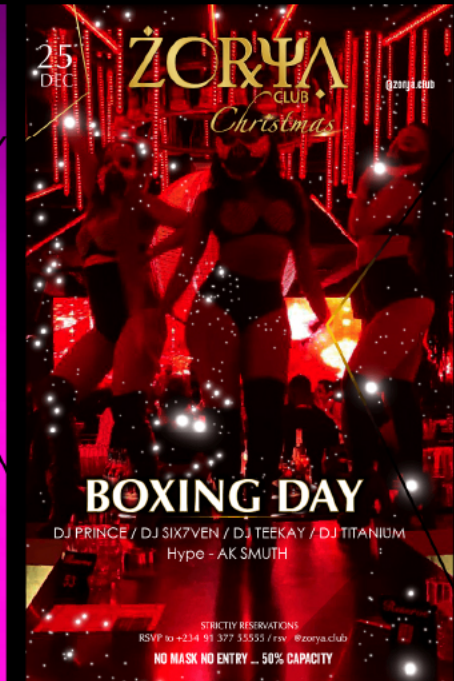
• DELIVERABLES :

Logo design, uniforms, signage, posters, flyers, brand guidelines, print and digital collaterals.

The design concept is inspired by Greek mythology. The logo design concept features an icon of the goddess with three faces, symbolizing the mythological figure of Zorya, who is often depicted with three aspects. The use of gold and black colors in the design conveys luxury, sophistication, and mystery, aligning with the nightlife atmosphere of a nightclub. The overall design approach suggests a unique and memorable brand identity that stands out in the entertainment industry.



ZORYA.CLUB





STORY BEACH CLUB

BEACH NIGHT CLUB

• Brand Identity Design

• DELIVERABLES :

Logo design, uniforms, signage, posters, flyers and digital collaterals.

The brand identity design for STORY BEACH CLUB features a bold concept with a script font in neon pink, conveying the vibrant and lively atmosphere of a beach night club. The neon pink adds a touch of fun and energy, perfectly capturing the essence of a nightlife experience by the beach. This design element is likely intended to appeal to a younger audience and create an inviting visual identity for the club.





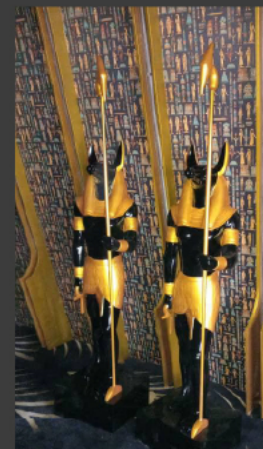
RA CASINO CASINO

• Brand Identity Design

• DELIVERABLES :

Logo design, wallpaper design, uniforms, signage, posters, flyers and digital collaterals.

RA Casino is a bold, Egyptian-themed entertainment space inspired by the grandeur of ancient pharaohs and the mystique of Ra, the sun god. The project included the full visual identity bringing a rich, immersive experience to life. Gold accents, hieroglyphic patterns, and symbolic motifs were used to create a luxurious yet modern interpretation of Egyptian mythology, offering guests a visually striking and memorable casino environment.





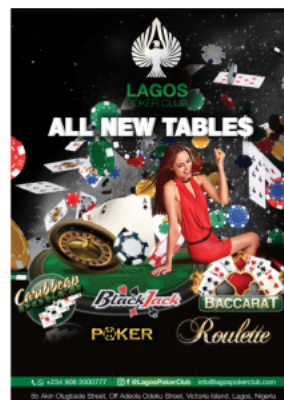
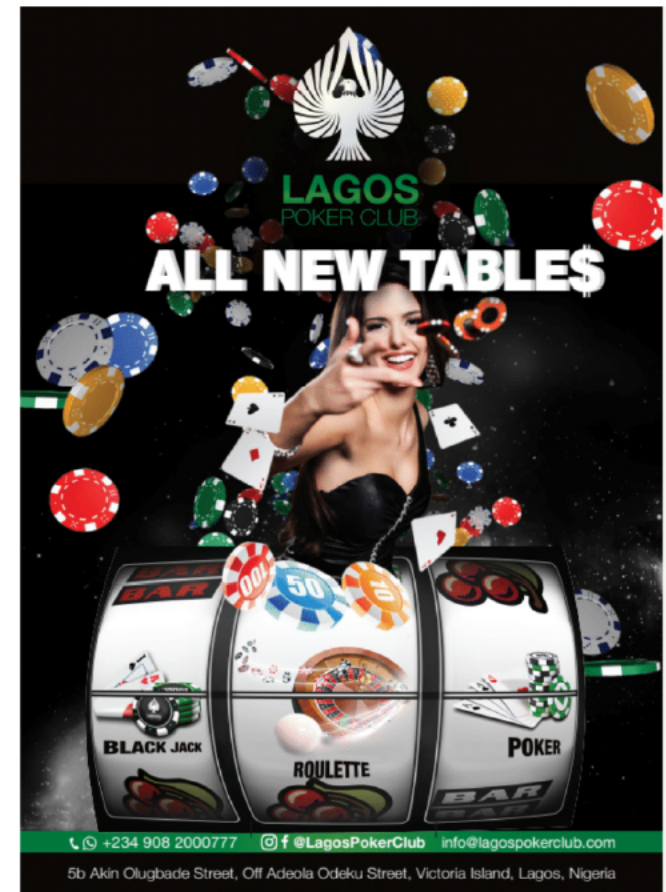
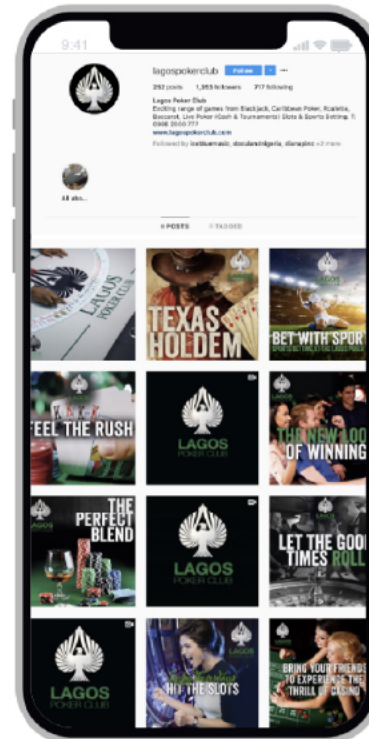
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Logo design, wallpaper design, uniforms, signage, posters, flyers and digital collaterals.

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ORA SUPERMARKET

SUPERMARKET

• Brand Identity Design

• DELIVERABLES :

Logo design, uniforms, signage, posters, flyers and digital collaterals.

The logo design features a heartwarming concept of a family at its core, symbolizing community, care, and togetherness. The central element of the logo is designed to resemble a heart, signifying love, warmth, and nurturing. This thoughtful design approach conveys that ORA SUPERMARKET values its customers and strives to be an integral part of their family's shopping experience, providing for their needs with care and dedication.



Package Branding

name
concept
design
guidelines
posters & banners
billboards
delivery vehicals
website
social media

AnaB

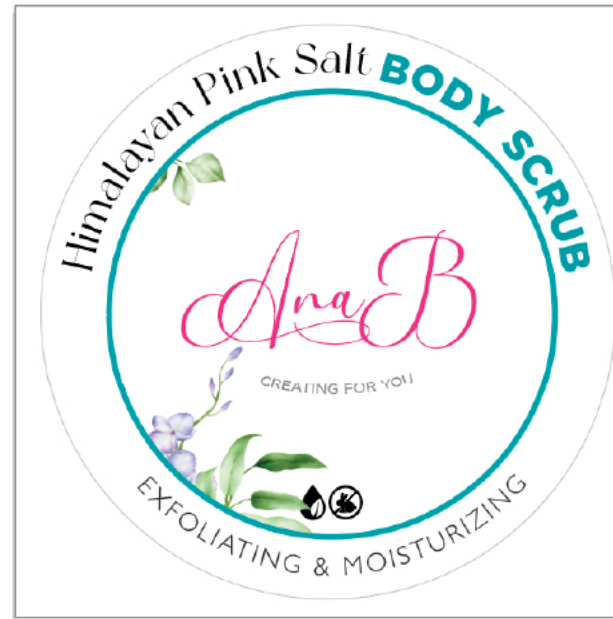
ANA B BEAUTY PRODUCTS

• Brand Identity Design

• DELIVERABLES :

Logo positioning & design, packaging, posters, flyers , brand guidelines and digital collaterals.

The brand identity design for ANA B Beauty Products embodies a minimalist German style aesthetic, characterized by a predominantly white color scheme accented with soft pastels. This design approach creates a fresh and clean visual identity that resonates with the brand's values and mission. The simple yet elegant font styles convey sophistication and refinement, while the minimalist philosophy emphasizes clarity and focus, allowing the beauty products to take center stage. Overall, ANA B Beauty Products is positioned as a purveyor of high-quality beauty solutions that cater to the modern individual's quest for simplicity and elegance.





THE FAT BUTCHER

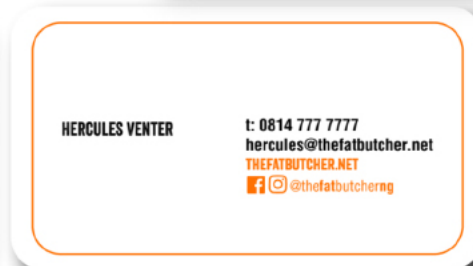
BUTCHER SHOP

• Brand Identity & Packaging Design

• DELIVERABLES :

Logo design, packaging

The Fat Butcher design combines traditional butchery elements with modern flair. Created using brush script, the design captures the rustic feel of a butcher's shop while incorporating fluorescent colors to convey a contemporary twist. Embracing a minimalist approach, the design balances simplicity with bold accents, ensuring a clean and impactful visual identity. The AI-generated character adds a unique touch to the packaging, blending nostalgia with cutting-edge style.



The Fat Butcher

AI GENERATED CHARACHTER FOR PACKAGING

The Chicken design was crafted using AI-powered tools, resulting in a versatile and dynamic visual identity. Not only does the design excel in static applications, but its AI-generated elements also make it perfectly suited for animations, bringing the brand to life in a captivating way



AU RO RA

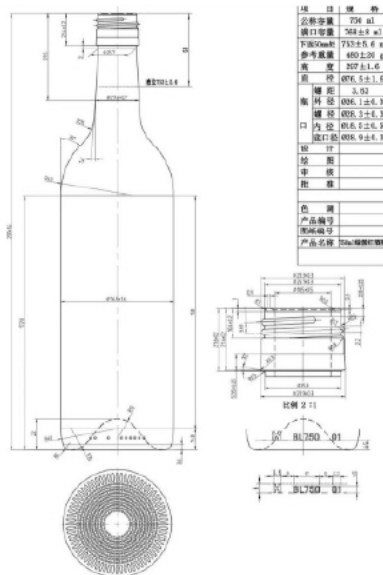
AURORA

BAR PRODUCT DESIGN

- Brand Identity & Packaging Design

- **DELIVERABLES :**
Logo & label design

The Aurora logo and label were designed for a bar syrup, blending modern Swiss design principles with bold visuals. The design allows bartenders to instantly identify flavors, streamlining service and enhancing efficiency behind the bar.





BEST

ALCOHOL BRAND

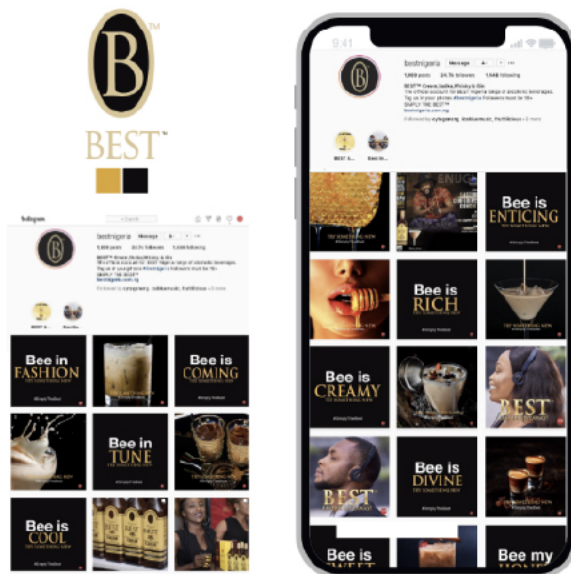
• Brand Identity & Management

• DELIVERABLES :

Logo design, packaging design, social media management & design, billboards & posters



We designed the BEST brand identity and managed its development, targeting the low-to-middle-class demographic with labels that conveyed an international appeal without appearing overly expensive. From an initial set of 10 label designs, Whiskey Black Label and Inferno were selected for upgrade to limited editions, adding an exclusive touch to the product line. We also designed the Inferno bottle, elevating its overall packaging. Furthermore, I developed the launch campaign visual identity and created comprehensive social media assets, including weekly posts, to build brand presence and engage the target audience.





PAPA JOE

ALCOHOL BRANDING

• Brand Identity & Packaging Design

• DELIVERABLES :

Logo design, packaging

The Papa Joe brand design and logo were crafted for an alcohol company seeking to honor its family heritage. The logo combines a modern, fluid design within a classic emblem frame, blending tradition with a contemporary twist. This approach pays homage to the brand's Nigerian background while resonating with their younger generation.

THE DESIGN WAS SOLD BUT NOT YET IMPLEMENTED



MISCELLANEOUS PACKAGES

Our miscellaneous design portfolio showcases a diverse range of packaging solutions, from coffee bags and water bottles to event invitations and beyond. We craft unique designs that bring brands to life, developing concepts and creating visuals that capture the essence of each product. With a keen eye for detail, we transform ideas into stunning packaging that resonates with target audiencesway

x





Invitation Cards

We craft bespoke wedding and event invitations, offering 3D packages and 2D designs tailored to every occasion. Our creative approach incorporates unique paper selections and packaging ideas to match the event's theme. For special weddings, we source exquisite papers from around the world. No idea is too small – we bring every concept to life with precision and elegance.



Wedding Invitation



Fashion Show Invitation



Wedding Invitation



1st Birthday Invite



Wedding Invitation



Shop Opening Invitation



Bar/Club Opening Invitation

Baptism Giveaway



JRF Anniversary Giveaway



Wedding Giveaway



Investment Bank Giveaway

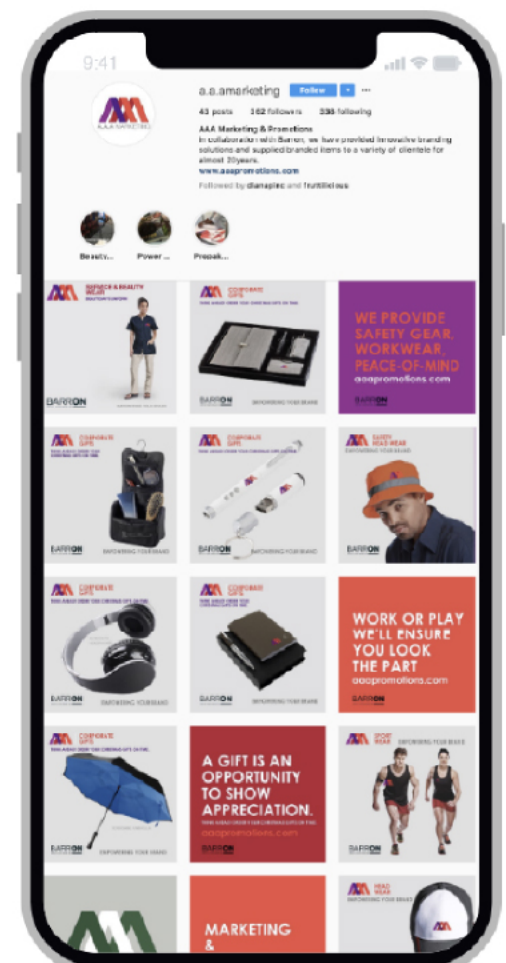
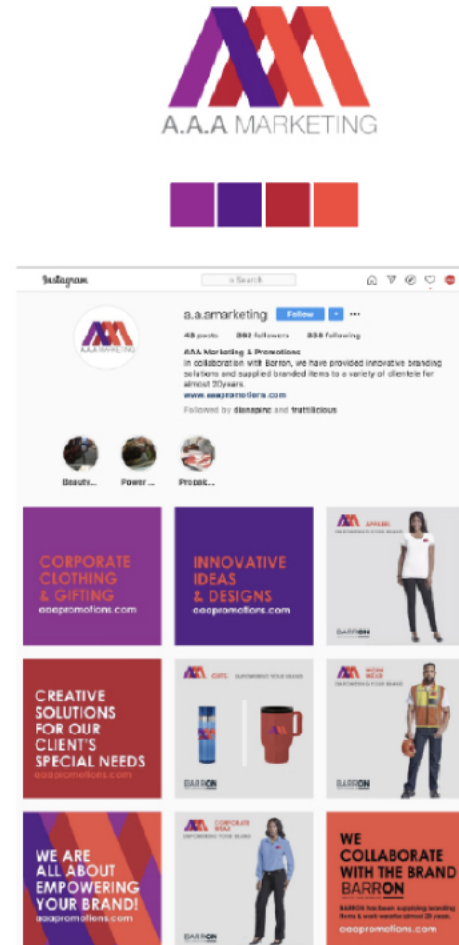
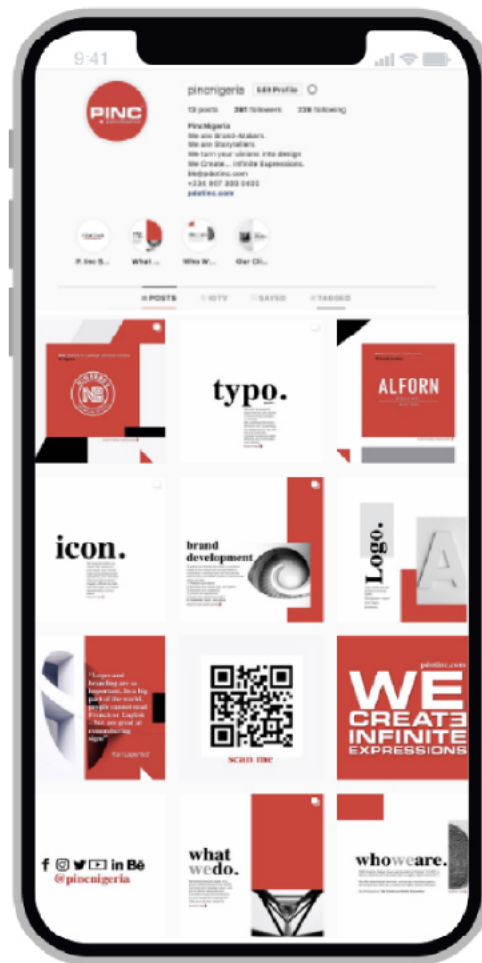
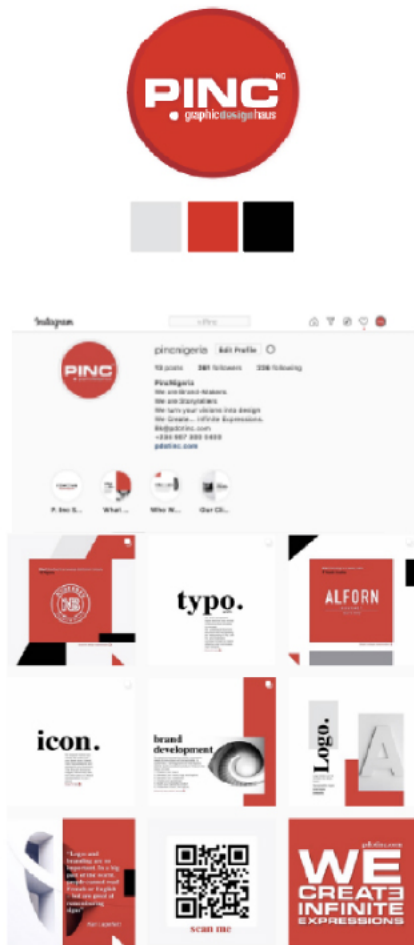


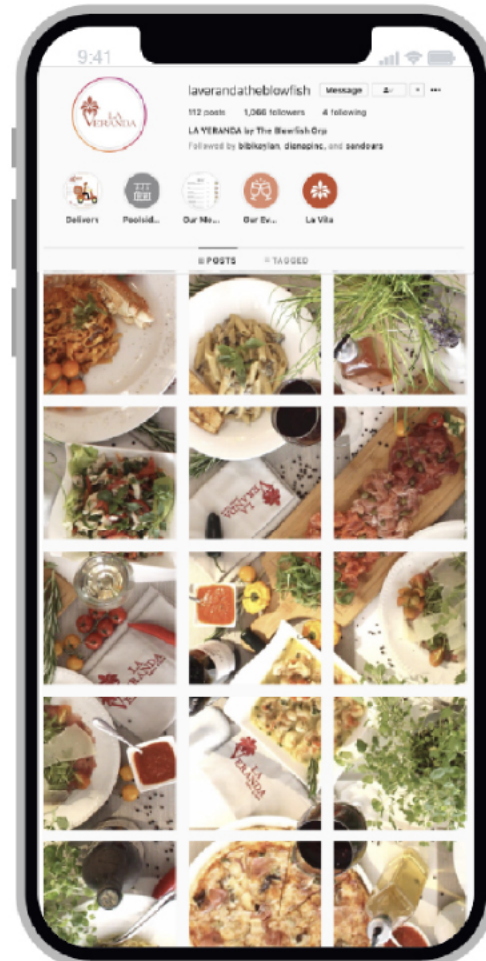
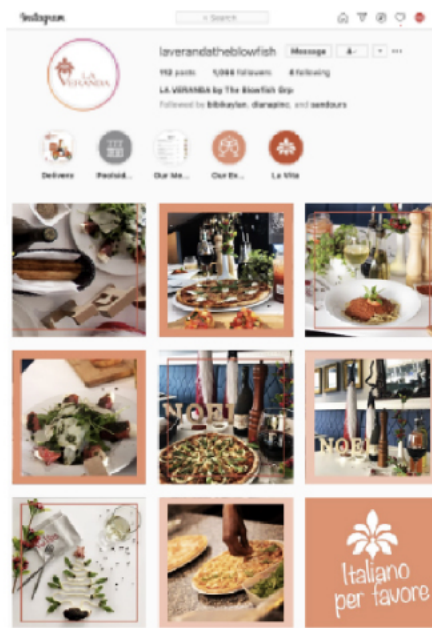
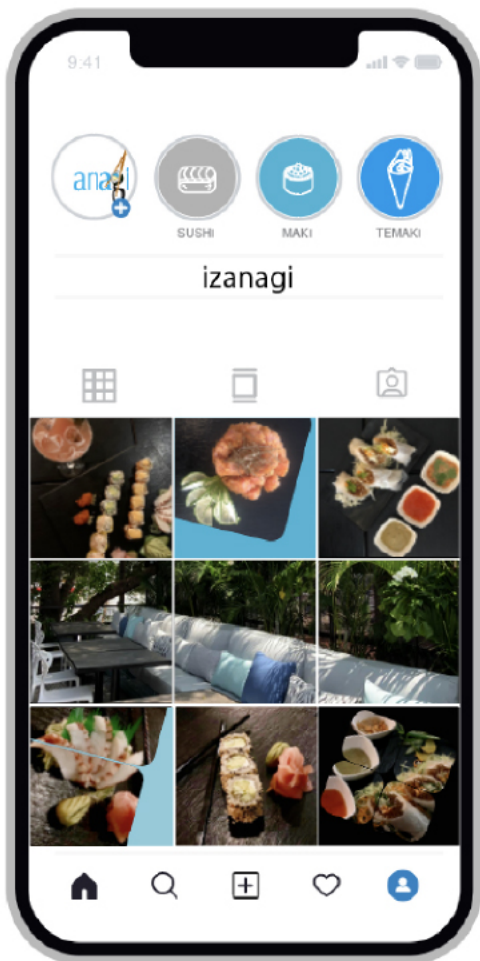
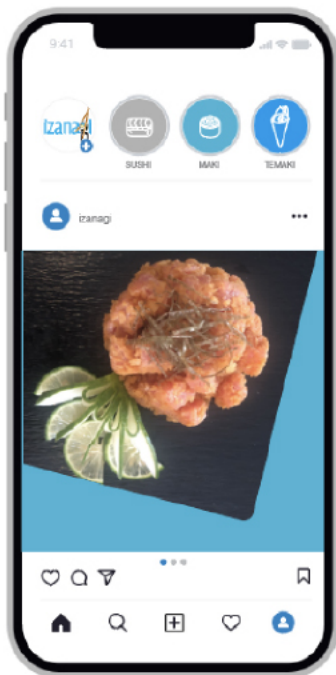
Social Media Management & Design

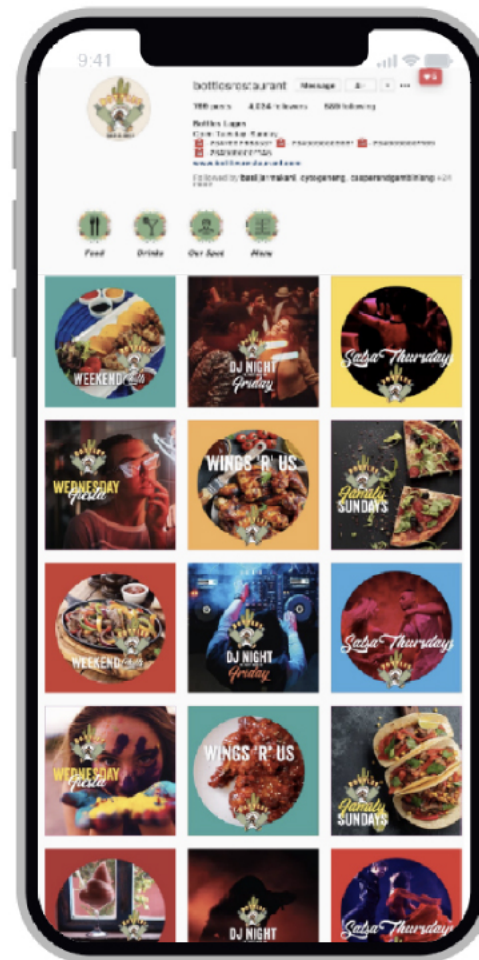
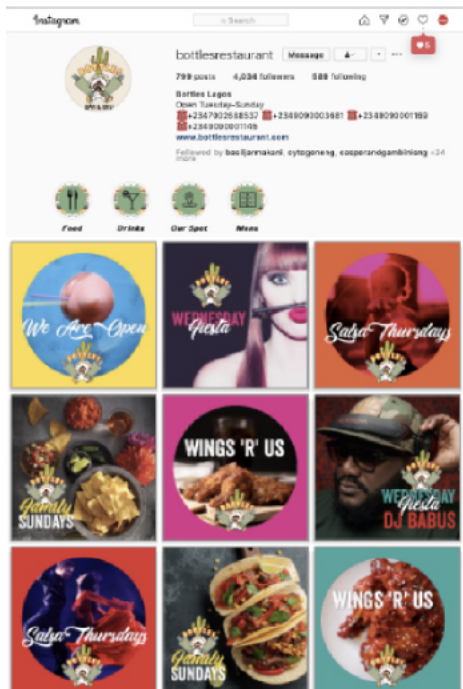
*look & feel
guidelines
page design
story video editing
story posts
page posts
posters & banners*

Social Media Design

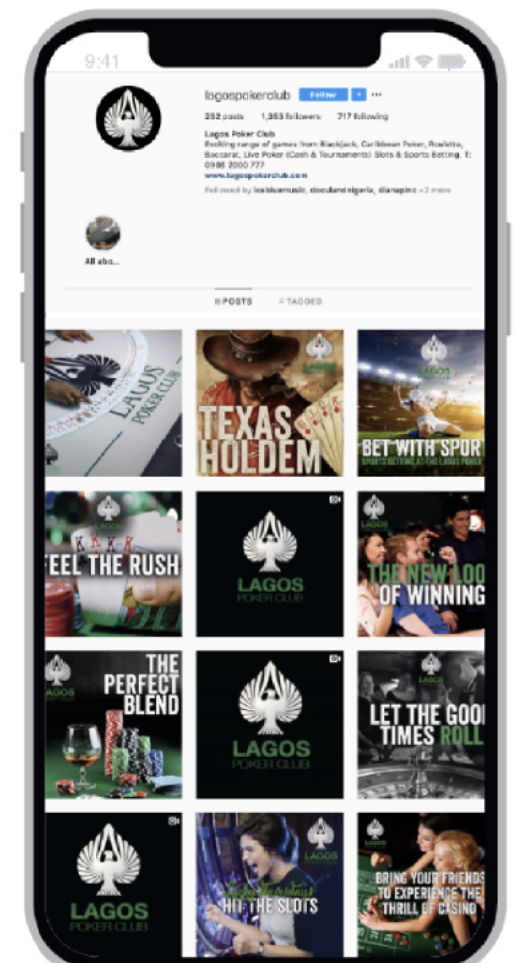
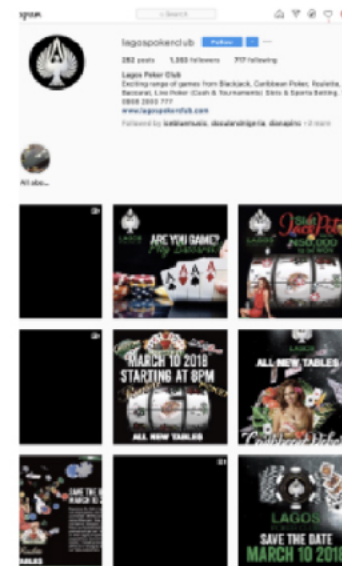
We carefully follow the brand's tone of voice and visual identity, ensuring consistency and cohesion across all platforms. We emphasize key selling points and unique value propositions to captivate the target audience. By balancing visuals and content, we created page harmony that attracts and engages viewers. Our team developed compelling posts and stories, adhering to brand guidelines to maintain a unified voice and aesthetic, ultimately enhancing the brand's online presence.







LAGOS
POKER CLUB



Corporate Branding

name

logo

concept design

corporate identity

guidelines

posters & banners

brochures

signage

uniforms

presentations

billboards

delivery vehicals

website

social media

Logo Design

Each logo design begins with strategic positioning, where we define the brand's identity and purpose. From this foundation, we craft a logo that visually represents the brand, carefully selecting fonts, colors, and shapes that resonate with the target market and convey the desired message. The logo's design is informed by the brand's status, industry, and values, ensuring a cohesive and impactful visual identity





مؤسسة نهر الأردن Jordan River Foundation

JORDAN RIVER FOUNDATION HRH QUEEN RANIA FOUNDATION

• DELIVERABLES :

Logo design, corporate collaterals, guidelines for each foundation and one for her as a brand, billboards, campaigns, gift items

As Pinc, we had the esteemed privilege of securing a 5-year retainer to manage HRH Queen Rania's brand, where we spearheaded the development of her brand identity, conceptualizing and designing three distinct foundation logos that embodied the organization's mission and values. We crafted comprehensive brand guidelines, ensuring a unified visual identity across all platforms and materials. Furthermore, we developed her personal brand personality guidelines, meticulously aligning all touchpoints to reflect her compassionate leadership and commitment to philanthropy. Throughout our five-year partnership, we successfully oversaw the execution of branding initiatives nationwide in Jordan, significantly enhancing the foundation's visibility and reputation. A highlight of our collaboration was the conceptualization and design of the 15-year anniversary campaign, which featured striking billboards and bespoke event branding that was showcased at the prestigious Ritz Hotel in the Red Sea district, leaving a lasting impression on attendees, stakeholders, and the wider community.



Typesetting Lettering



Always use fresh, active photography.

Corporate JRF > HRH
Images will be of HRH with either the children or Community.
These images must not look like an advertisement for HRH but that she is in the program.

Colour variations in image editing | In addition to the regular colour representation in CMYK, photos can also be implemented monochrome blue.

Primarily, photos are used in full colour. CMYK photos feature natural, realistic colours that are supported by the appropriate natural light sources.

Secondarily, and only in corporate communications, photos are used in blue monochrome.

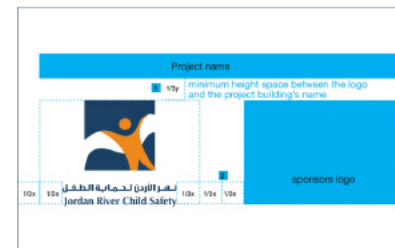


Project Signage with sponsor

■ When a project has a sponsor the JRCH logo must always be below the project's name next to the sponsor.

JRCH logo placement is flexible only in this circumstance depending on the sponsor's importance and position in the project.

The minimum height space between each is 1/3y. This rule can be modified according to the size of the signage. However, the height space must NEVER exceed 3/3 (1 logo icon).



To get the margin grid the logo is divided into 3 sections horizontally and vertically.

The margin size is 1/9 cubic or 1/3x.

• Margin grid 1/3x

■ The minimum width distance is 2/3x from the JRCH typeface to the sponsor's typeface.

■ Project name will follow the same fonts and color as the logo. Optima typeface for the English and G E East typeface for the Arabic.

■ Logo sizes will always be determined by the JRCH icon size which must be a minimum of 20% to the project's building name, and a maximum of 80%.







MEGA PLAZA SHOPPING MALL

• DELIVERABLES : Logo design & corporate collaterals

We designed a modern, commercial logo upgrade for Mega Plaza Shopping Mall, incorporating a bold red and blue color scheme to create a vibrant brand identity



Letter head back



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14 Idowu Martins st, VI, Lagos, Nigeria
T: 07025770785 • M: 07025770785
Email: customercare@megaplaza.com.ng

megaplaza.com.ng



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Electronics • Office equipments • Household appliances • Furniture • Cloaks • White goods • Toys • Gadgets • Sports shop • Food court • Telecommunications • Games • Supermarket • Car park

Electronics • Office equipments • Household appliances • Furniture • Cloaks • White goods • Toys • Gadgets • Sports shop • Food court • Telecommunications • Games • Supermarket • Car park



NIGERBEV

SPIRIT HOLDING COMPANY

• DELIVERABLES :

Logo design, uniforms, signage, posters, flyers and digital collaterals.

We designed a distinctive brand identity for Nigerbev Spirit Holding Company, introducing a sleek emblem that features the NB initials on a petroleum blue background with silver accents. The design is modern, sophisticated, and versatile, making it easily adaptable for various products and applications. Our thoughtful approach to branding has resulted in a professional and memorable visual identity for the company



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With Compliments



LANDMARK CENTER EVENTS CENTER

• DELIVERABLES : Brochure Design

The landmark brochure design mirrored the logo's diagonal lines and incorporated transparencies, effectively conveying the exhibition halls' versatility and dynamic atmosphere. This design approach created a visually striking and cohesive brand identity, showcasing the venue's modernity and flexibility.



The Landmark Centre halls are flexible and can cater to any size and type of event.

Whether your event is large or small we have space to meet your needs.



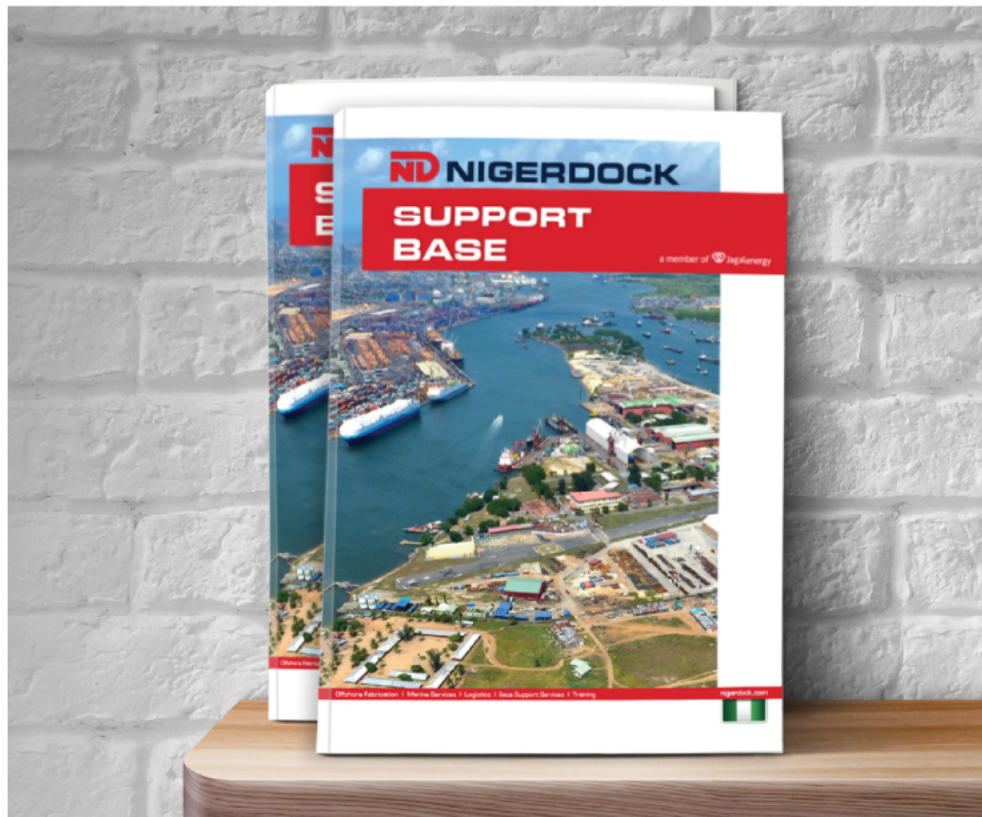


NIGERDOCK
LOGISTICS COMPANY

• **DELIVERABLES :**

Logo design, uniforms, signage, posters, flyers and brochure

24 years ago, we had the privilege of designing the Nigerdock logo, which we had the opportunity to upgrade a few years ago along with their brochure. The brochure features a minimalist design that effectively showcases the company's commitment to technology and innovation, highlighting its forward-thinking approach.







MEGA MANU

TRADING COMPANY

MEGA MANU
TRADING COMPANY

• **DELIVERABLES :**
Brochure, posters, Banners & Truck branding

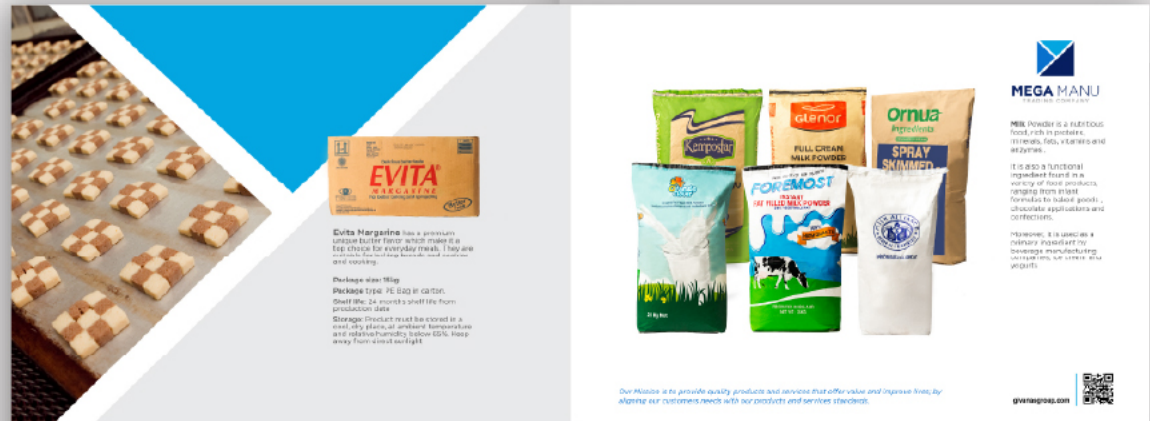
For Mega Manu, we incorporated the logo's shapes into the brochure, creating visual continuity. The design aesthetic was clean and modern, featuring a crisp palette of white and blues, inspired by German-Swiss design principles. This cohesive look was consistently applied to truck designs, reinforcing the brand's strong identity across all touchpoints.



MEGA MANU
TRADING COMPANY



T: +234(0)2004050033 • 10/05 Barua Road, Agege, Lagos, Nigeria
givanasgroup.com • Givanas@givanas@gmail.com





MIKANO INTERNATIONAL GROUP COMPANY

• DELIVERABLES :

Logo uplift & sub logos, photo shoot art direction, brochure & posters

We revitalized the Mikano International logo and developed a cohesive visual identity for its holding company by creating 11 sub-logos, each retaining the core design elements while introducing distinct color variations. To further amplify the brand's presence, we designed 11 bespoke brochures for Mikano and its subsidiaries. Collaborating with a photographer from the UK, we art-directed a high-end photoshoot that captured the essence of the brand, elevating its visual narrative across all marketing materials.



Hyundai's Hydraulic Excavator, Wheel Loader, Skid Steer Loader and Backhoe Loader products incorporate the latest technologies, safety features and efficiency in operation, whilst being manufactured under stringent quality control standards, it has been recognized and awarded around the world for outstanding performance and value for money.

Mikano International Ltd. prides herself in delivering Hyundai Construction Equipment products to the Nigerian market, whilst cultivating lasting relationships with both customers and industry stakeholders alike. At the coal face Mikano works with its customers to deliver an industry leading parts, service and support infrastructure to ensure maximum product efficiency and optimization.

Our Policy is to have perfect quality control and complete customer satisfaction.

MIKANO INTERNATIONAL LIMITED

www.mikano-intl.com



ASSEMBLY PLANT

As a household brand name, Mikano has the largest assembly plant for all its varying capacities generator sets from 9KVA-5000KVA. Equipped with the top-notch machineries in the coupling and alignment of component part, it is indeed a toast of the industry while adhering to standard operation models.

MIKANO INTERNATIONAL LIMITED

www.mikano-intl.com

Magazine Design

Our team undertook the comprehensive design of magazines in various languages, meticulously crafting each element from logos and layouts to editorial content and advertisements. This holistic approach ensured a unified brand identity and captivating reader experience, tailored to diverse linguistic and cultural audiences. Through attention to detail and creative expertise, we delivered publications that effectively communicated their intended messages and resonated with their target readerships.





Client List

NIGERIA

Nova (Internet Solutions)
 Zen Group (Construction)
 * Snake Island (Integrated Free Zone)
 Computer City
 American Furniture
 * Addidas
 Office World
 Mazen Engineering (Construction)
 Continental Feeders (Dairy Food Distributors)
 Savannah Soaps
 Zen Juice & Butter
 Fizzmaster Chapman (Soft Drink)
 Black Horse (Plastic Furniture)
 * IHS Towers
 * Mikano International Limited
 SAF (Outdoors Plastic Furniture)
 * Belimpex (Toilet Paper factory)
 Landmark Center (Event Venue)
 Bottles Mexican Restaurant
 Lost in Lagos Magazine
 Cytogene
 La Pointe
 Sharwarma n Co
 Smart Distributors LTD
 AAA Marketing
 La Pointe
 * Jagal Group (Oil & Gas)
 * Nigerdock (Oil & Gas)
 * Nigerstar 7 (EPCI Contractors)

Sushi burrito & Co. (Restaurant)
 BEASTS. Beirut Events & Street Shows
 TKup (Chai Latte)
 Black Star studios (Music Studio)
 Mega Plaza Shopping Center
 Legacy Sports (La Liga's Marketing company)
 Ziatech Nigeria Limited (Generators)
 Greenkey Facility Management
 DAJU online (Business Online Platform)
 * InterContinental Hotel Lagos
 Lagos Poker Club
 * Global Management Challenge Nigeria Xploit
 * Nigerbev
 12rgy
 Novatrack
 * American International School Lagos
 Bottles Restaurant
 Idearize
 Radio Molotov
 La Veranda Italian Restaurant
 The Blowfish Hotel
 Wox Asian Restaurant
 Izanagi Japanese Restaurant
 MEGA MANU
 The Wine Lab (Restaurant)
 JOSIEN
 Flashman
 The Omar Group
 * Forte Oil Plc
 Maria Martinz (Personal Branding)
 Luxeria (Alcohol Distribution & Shop)

* BLUE CHIP CLIENTS

Danfo Bistros & Dives (Restaurant)
 Danfo EXPRESS (Fast Food)
 Danfo on the Beach (Restaurant)
 Danfo Secret Garden (Restaurant)
 ZORYA Night Club
 GAIA Night Club
 Shaga (Shisha Vape)
 Get Creamed Ice cream shop
 Pink Elephants (Beach Shop)
 The Green House (Membership Club)
 OKADA Puff Puff & Coffee House
 STORY Beach Club
 LOOMPALAND The Dessert Shop
 POP The Market Place (Entertainment Village)
 SOL by BOXMALL (Beach/ Entertainment Village)
 THE BOXMALL COMPANY (Construction)
 Lagos Crispy (Chicken Fast Food)
 Bao Waw Asian Food (Fast Food)
 RA Casino
 ROCOCO Restaurant. Lounge. Music Hall
 Cheeky Chick (Chicken Fast Food)
 Lila Rose Pub
 Scarlet Night Club
 LOS BANDITOS (hotdog Fast Food)
 Aurora International (Whole Sale F&B Ingredients)
 EL TORRO Paella Restaurant
 CHAPLIN Pub
 ANA B (Beauty Cosmetics)
 Aria Dream Ltd (Hospitality & Entertainment Management)
 GBG Ltd (Technology Innovation and manufacturing)

Client List

INTERNATIONAL

LEBANON

- * Patchi
- * Virgin Mega-stores
- * Zuhair Murad
- * Middle East and Africa Bank
- * Jammal Trust Bank in Beirut & Egypt
- * Yeprem Jewellery
- * Virnart jewellery
- * Vero Moda Fashion Show
- * Sacrosanct in London & Beirut
- * Fashion TV (FTV)
- * EWE (Emerging World Entertainment)
- * Harley-Davidson
- * American University of Beirut
- The National Football Stadium of Beirut
- The Medical Syndicate of Beirut campaign, 'Health & Pollution'
- The 60th Anniversary of Trad Hospital
- * Abdul Rahim Diab / Hitachi
- * Entertainment TV
- * Rotana Fame Academy
- * Fifty Cent Concert
- Antony Papas Concert
- George Acosta Concert
- Tall Paul Concert
- Al Salam Holding
- Sanine Roastery
- Loewe Essencia Launching
- Wild Discovery Travel and Tourism
- Voile Bleu Beach
- Palm Springs Village
- C&C (Conferences & Conventions)
- Nandos Beirut (Restaurant)
- Melrose (Restaurant)
- Belorient (Restaurant)
- Strange Fruit (Club)
- Julia's Italian (Restaurant)
- Claudia's Italian (Restaurant)
- Il Forno Italian (Restaurant)
- Food Yard (Restaurant)
- Bar Louie (Resto/Bar)
- Slim'n lite (Restaurant)
- Thai Delivery Project (Restaurant)
- Thai (Restaurant)
- House of Salads (Restaurant)
- Omsiyat (Restaurant)
- Royal Plaza Hotel Fish Market
- Souvlaki Greek Food
- Bar Med
- Frenchy(Restaurant)
- Henry's Cafe
- City Sandwiches
- * Pascucci Cafe
- Bed Pub
- Auberge de Faqura
- L'Escroc (Restaurant)
- Molly Mallones (Resto/Bar)
- Oliver's (Restaurant)
- Hamra Gate (Restaurant)
- Fula (Restaurant)
- StarBuzz Tex-Mex (Restaurant)
- Khan el Kahlil(Restaurant)
- Blush boutique club
- B O18 Classic Club
- Express (Restaurant)
- Meito Cafe
- Royal 1920/Mya
- Add Mind
- Hands (Architectural/Interior Company)
- * HICE (Industrial Kitchen Equipments)
- Kaztel (Cellular Shop)

- Liban Carte (Cellular Shop)
- Promofix (marketing company)
- Civiarch (Architectural/Interior Company)
- WAF (Investment Company)
- SETENDA (Investment Company)
- SNSE (investment companies)

* HITACHI: ABDUL RAHIM DIAB

- PRINCESS
- NAZIH TRADING
- MCTC Brochure
- TIIGAN
- MELG
- Sk Bijoux

* Al Mokadam Group

UAE

- Centric Consulting
- FT Design
- 180 Degrees Interior
- Takaful
- ADD Media Publications
- Potential
- The White Label

KUWAIT

- B+F (Restaurant)
- Design Squared

KSA

- * Al Mugayel Group
- * Rashaf Investment
- Shamou Investment
- * Unimac
- * Sacep
- * Saudi Brothers LTD
- * ChemsBro

* BLUE CHIP CLIENTS

- Sushi Yoshi (Restaurant)
- Melange (Restaurant)
- ALFORN (Restaurant)
- Crepe Factory (Restaurant)
- Nakhil (Restaurant)
- Pizzaiolo (Restaurant)
- The Cofi Shop
- Wrapawarma (Restaurant)
- Attalah Happy Land
- Yummy Tummy Candy Shop
- Transit Supermarket
- Katana Japanese Bakery
- Re-branding Sushi Yoshi (Restaurant)
- Atallah Happy Land (Amusement Park)

* B-Concept

JORDAN

- * HRH Queen Rania Of Jordan Foundations
- * Jordan River Foundation
- * Jordan River Childrens Program
- * Jordan River Community Empowerment

ANGOLA

- IBC JUICE
- AQUA VITA

SUDAN

- Riders Diner

EGYPT

- Libnani

LIBYA

- * Tilisy Group
- * Afmenco
- * Keyman
- * Technoserve

VENEZUELA

- Beirut Café

Client List

DIGITAL DESIGN

WEBSITE DESIGN

a.com.lb
nigerstar7.com
beasts.me
nj-africa.com
ziatech.net
sushiburritoandco.co.za
bccl.info (under construction)
legacysports-ng.com
changecommerce.cn
purangol.com
mc.com.lb
bluering.com
elkhouryandpartners.com
faircointl.com
alsafiwater.com
cellis.org/default.aspx
krikita.net

fomahome.com/default.aspx
vitob.com/default.aspx
telcotravel.com
np-designs.com/home.aspx
beirutgp.com
lbcfoundation.org/default.aspx
albasel.co
saudilebanese.com/default.aspx
house-of-art.com.hk/default.aspx
jgroup-me.com/default.aspx
alumcogroup.com
only-create.com
ilgustino.com
pro-services.net
fuzkudia.com/default.aspx
telco-zone.com
t-lawadvisors.com

INSTAGRAM MANAGEMENT & DESIGN

@danfo.bistro
@danfo_secret_garden
@zorya.ng
@gaia.ng
@mallanamartinez
@luxeria.ng
@shaga_shisha
@okada.cafe.ng
@story.beachclub
@loompaland.ng
@solbyboxmall
@racasinolagos
@cheekychick.ng
@lilarosepub
@eltorropaella
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