

Project: Masaha 360 – Integrated Brand Campaign

In this project, I developed a comprehensive marketing campaign titled "Masaha 360" for Masaha Equipment Company, aiming to highlight their full spectrum of services, including equipment sales, rentals, maintenance, and spare parts.

The campaign's visual identity centers around a circular motif, symbolizing the company's all-encompassing solutions. I ensured strict adherence to Masaha's brand guidelines by utilizing their established color palette, typography, and logo usage across all materials.

The campaign was applied across various platforms:

Print Materials: Brochures and posters designed for clarity and brand consistency.

Digital Media: Social media templates and website banners crafted for engagement and adaptability.

Outdoor Advertising: Billboard designs and vehicle wraps created for maximum visibility and brand reinforcement.

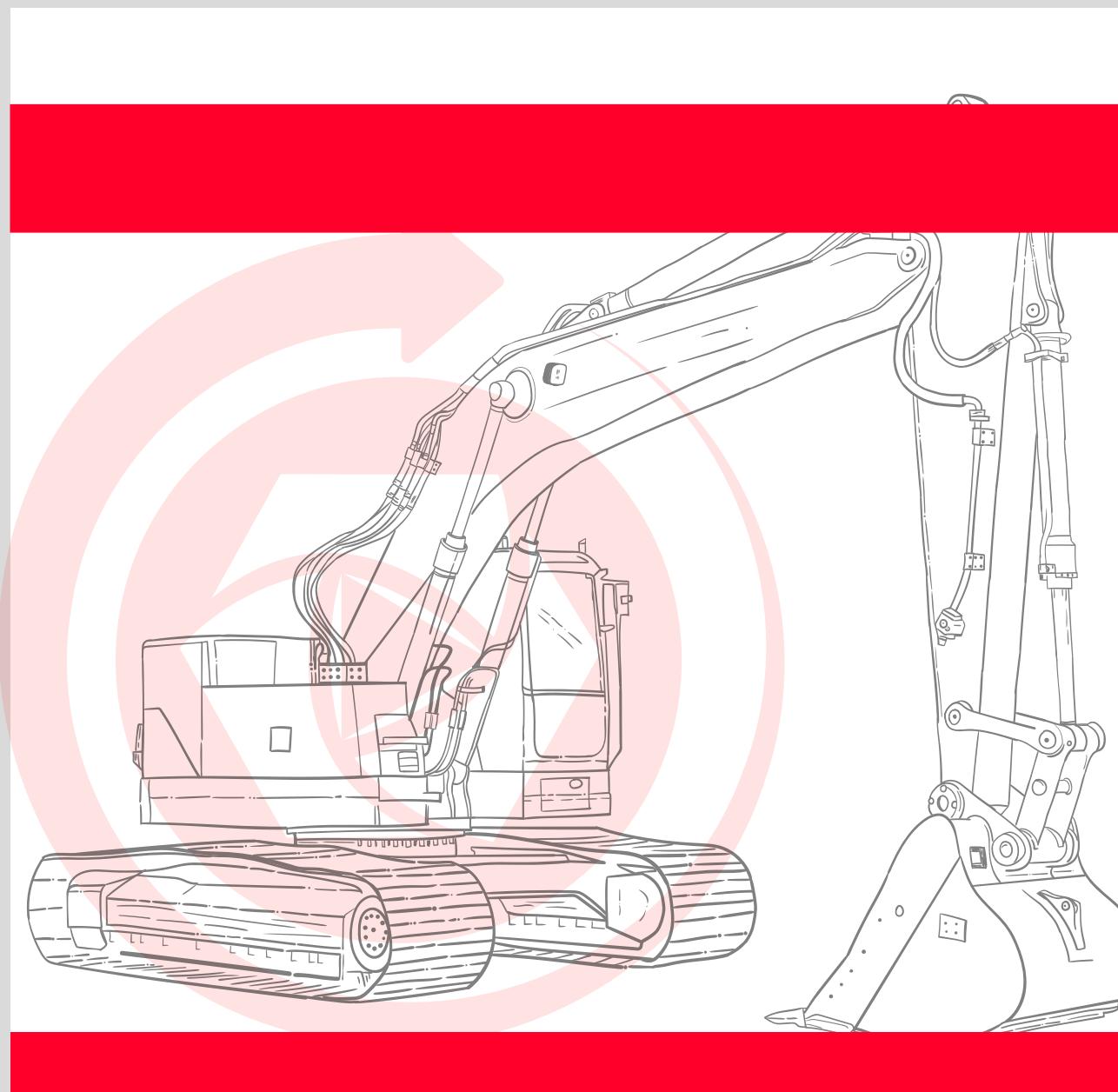
This project demonstrates my ability to execute a unified marketing campaign that aligns with existing brand standards while effectively communicating the company's comprehensive services.







1200 x 630 px



**MASAHA
360**

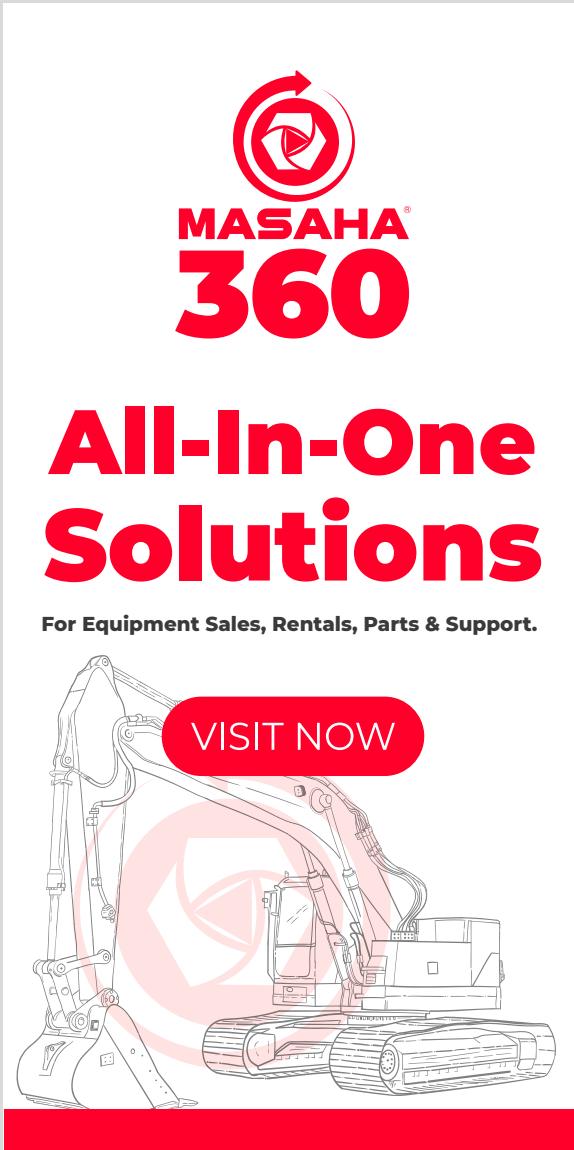
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300 x 600 px



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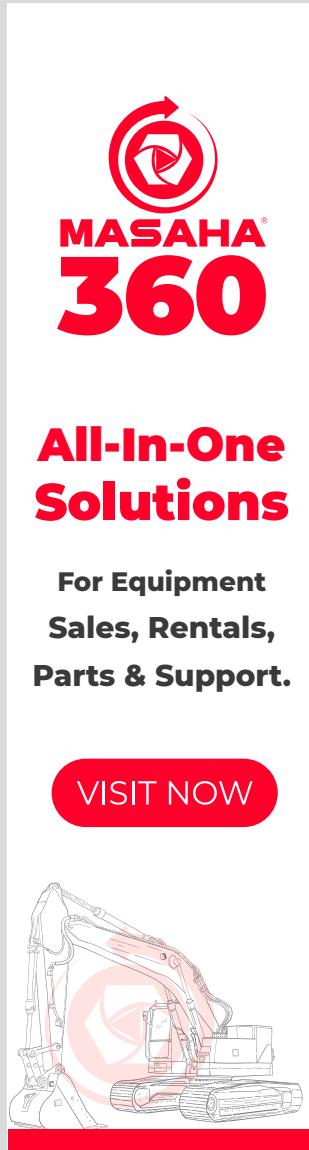
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160 x 600 px



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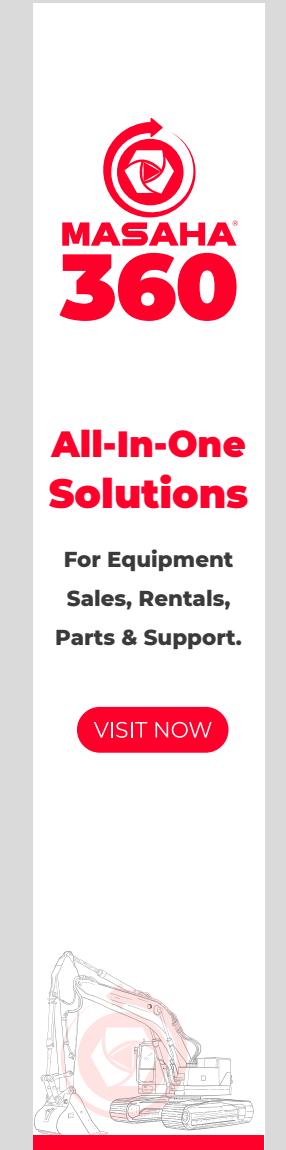
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120 x 600 px

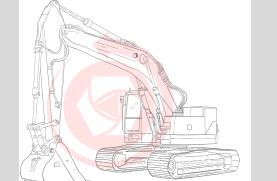


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480 x 60 px



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320 x 50 px

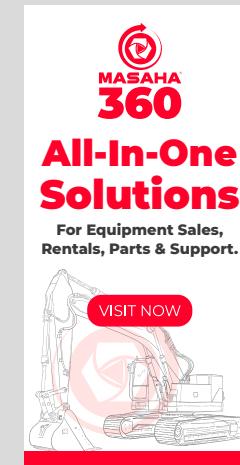


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120 x 240 px



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300 x 250 px



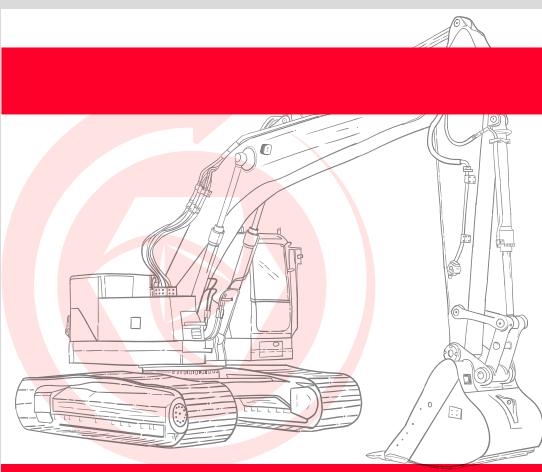
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970 x 250 px



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