



FINANCE TRADE AND
BUSINESS AVENUE,
GWADAR

Case Study

Brand Identity & Website Design





About FTBA

FTBA is a real estate development company offering a unique investment opportunity near the Gwadar Port in Pakistan. The Gwadar Port is undergoing significant infrastructure development and is expected to become a central hub for both business and residential communities. FTBA Gwadar's location within the first development phase of the Gwadar Port City Masterplan makes it particularly attractive for investors seeking to capitalize on this growth.



Challenges

Partnering with The Design Firm (TDF), they aimed to establish a user-friendly and informative website to connect with their target audience and showcase their offerings.

- **New online identity:** With no website beforehand, FTBA required a design that effectively communicated their services and built a strong brand identity from scratch.
- **Reaching the right audience:** The website needed to cater to potential investors seeking information about FTBA's expertise in the Gwader region and a broader audience interested in the company's services.
- **Optimizing user experience (UX):** Creating a website that is easy to navigate and visually appealing was crucial for user engagement and a positive first impression.



Solution

TDF addressed these challenges through a strategic website design and development process:

- **Brand strategy and design:** TDF collaborated with FTBA to develop a clear and consistent brand identity reflected throughout the website's design elements (colors, fonts, imagery).
- **Content development:** Informative and SEO optimized website content was created to explain FTBA's services, target audience, and unique value proposition.
- **Clear and concise navigation:** A well-organized menu structure allowing users to easily find the information they need.
- **Responsive design:** Ensuring the website adapts seamlessly to different devices (desktop, mobile, tablet) for optimal viewing across platforms.
- **Calls to action (CTAs):** Strategically placed CTAs to encourage user engagement, such as "Contact Us" forms or buttons to learn more about specific services or investment opportunities.





Brand Identity



FINANCE TRADE AND
BUSINESS AVENUE,
GWADAR

Primary

Secondary

PASSIONATE BLUE

RGB: R 26 / G 54 / B 101
CMYK: C100%, M86%, Y33%, K22%
HEX: 1A3665



PACIFIC BLUE

RGB: R 36 / G 179 / B 231
CMYK: C69%, M10%, Y0%, K0%
HEX: 24B3E7



MIKADO YELLOW

RGB: R 254 / G 205 / B 8
CMYK: C1%, M18%, Y99%, K0%
HEX: FECD08



COD GRAY

RGB: R 0 / G 34 / B 125
CMYK: C100%, M73%, Y0%, K51%
HEX: 191919



Stationery Design





Flyer Design

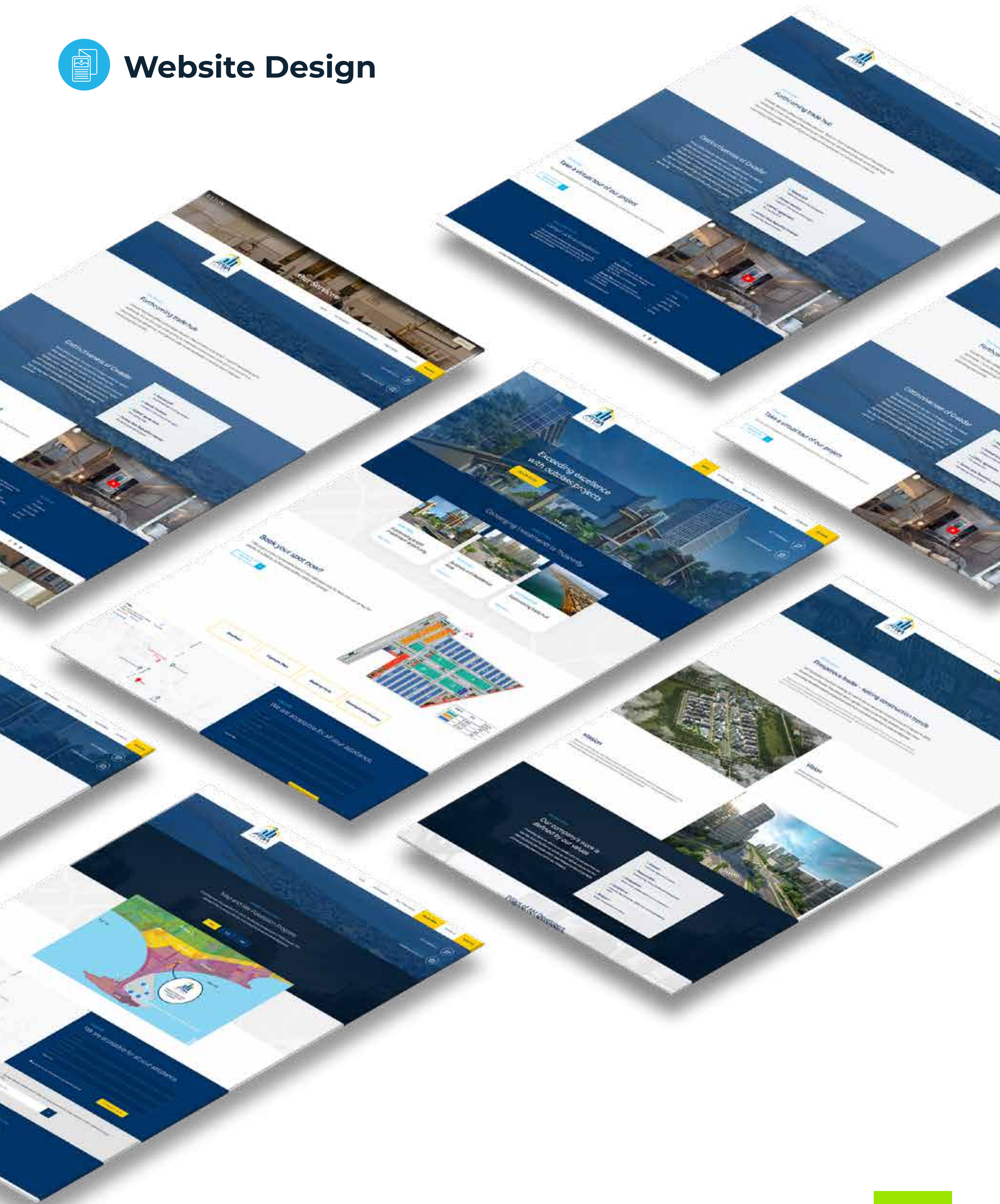


Brochure Design





Website Design





Conclusion

The collaborative efforts of TDF and FTBA resulted in a website that effectively addresses the initial challenges. By establishing a clear brand identity and crafting informative SEO optimized content, the website attracts both potential investors seeking expertise in the Gwader region and a broader audience interested in FTBA's services. The user-friendly design fosters exploration and simplifies communication, ultimately positioning FTBA for growth and success in the digital landscape.

