GrowX Digital

CASE STUDY
Branding Design
for **GrowX Digital**

GrowX Digital

CLIENT OVERVIEW

CLIENT: GROWX DIGITAL

INDUSTRY: DIGITAL MARKETING

WEBSITE: WWW.GROWXDIGITAL.COM

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🎯 PROJECT OBJECTIVE

GrowX Digital is a full-service digital marketing agency offering services in graphic design, video editing, web development, eCommerce, SEO, and more. As the agency expanded, there was a strong need to establish a powerful, modern, and scalable brand identity.

Our in-house creative team was tasked with building a complete 360° branding system — from the logo and social media design to office branding, outdoor advertisements, stationery, and a media kit.
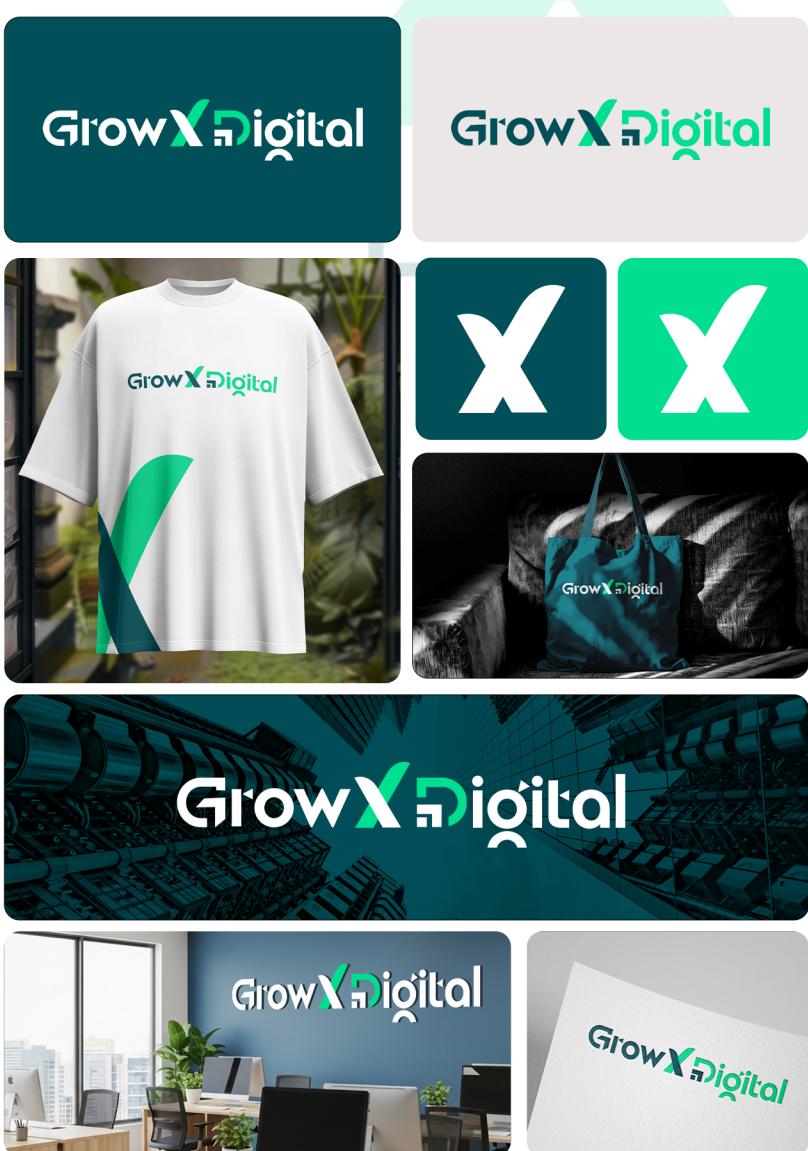
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LOGO DESIGN & BRAND IDENTITY

Objective:

Create a logo that reflects growth, transformation, and digital professionalism.

Approach:

We designed a bold logotype featuring the letter "X" to symbolize innovation and expansion. The primary color, #01515A, evokes trust and authority. Typography was selected for a modern, strong presence.

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SOCIAL MEDIA BRANDING

Objective:

Build a consistent and engaging visual identity across all social platforms.

Approach:

We developed platform-specific cover banners, post templates, story highlight icons, and carousels. Editable formats ensured the internal team could continue creating on-brand content effortlessly.

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OFFICE BRANDING & DECOR

Objective:
Transform the office space into a physical extension of the brand.

Approach:
We created professional in-office visuals including standees, motivational wall posters,
and glass door stickers all reflecting the brand tone and visuals.

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OUTDOOR & PRINT MEDIA

Objective:
Design impactful print materials for local visibility and promotions.

Approach:
We designed billboards, pole banners, and flex boards with strong taglines, large fonts, and visual appeal to engage potential clients from afar.

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Adobe Illustrator & Photoshop

Canva & Figma (for editable layouts)

Mockup tools for visual presentation

⬅️ **CONCLUSION**

This branding project is a showcase of how creative consistency across digital and physical touchpoints can shape a strong, trustworthy brand identity. As a creative agency, building our own identity with the same dedication we offer to clients was both a challenge and a proud milestone.