



Buzzin  
Creatives

# Logo & Brand Identity Design

[www.buzzincreatives.co.nz](http://www.buzzincreatives.co.nz)



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# About

Hello there

**I am Dhananjaya.**

**Logo & brand identity designer from  
Sri Lanka based in Auckland, New Zealand.**



# Goal



I dedicate myself to achieving nothing short of perfection in every project. **I firmly believe that behind every remarkable logo lies a captivating story waiting to be told.**

I put in my utmost efforts to ensure that your logo effectively tells your brand's story and reflects its personality.



# Values

With creative thinking, software skills and **10+ years of experience** in the creative field, I have the confidence that I am fully capable of providing the **best solutions to your branding needs.**

## What you get

- Professional service
- International standard design process
- High quality design work
- Hassle free experience
- Future proof designs
- Affordable price packages

# Why your business needs a professional logo?

- A professional logo gives your business a unique and recognizable identity. It reflects your brand's values, personality, and purpose, helping you stand out in a crowded market.
- A well designed logo communicates your brand's values, personality, and unique selling proposition, helping you stand out in a crowded market.
- A strong logo helps customers associate your brand with your products or services, increasing their trust and loyalty.
- A high-quality logo demonstrates professionalism and instills trust in potential customers. It shows that you take your business seriously and are committed to delivering quality products or services.
- A professional logo is designed to be versatile and adaptable across various mediums and formats. From your website and social media to business cards and signage, creating a consistent, cohesive brand image.
- A well-designed logo stands the test of time and can remain relevant and effective for many years, providing a solid foundation for your brand's longevity.

“ Investing in a logo is an important step towards building a strong brand identity and establishing a positive perception of your business. It is a worthwhile investment that can yield long-term benefits and contribute to your overall success. ”

# Signs that your business may have a bad logo

- Poorly designed, with uneven proportions, pixelation, low-quality graphics or using special effects such as shadows and glowing effects.
- The logo fails to stand out and lacks uniqueness, it can easily blend in with other businesses in the same industry.
- The logo is overly complex or cluttered with too many design elements. This can be confusing to viewers. A good logo should be simple, clear, and easy to understand at a glance.
- The logo does not match the overall brand identity or fails to maintain consistency across different platforms, it can weaken the brand's image and recognition.
- Unappealing color combinations or inappropriate font choices can negatively impact a logo's effectiveness. Colors and fonts should be chosen carefully to reflect the brand's personality and appeal to the target audience.
- You have only one color version of your logo and you're limited to use the logo on different color backgrounds.
- You have only one or couple of logo files in different file formats. This will restricts the usability of the logo across a wide range of print and digital media.
- The logo name is hard to read or understanding. A logo that is not easily readable may fail to make a memorable impression on customers.
- Logo doesn't maintain its quality and legibility when resized for different purposes like small icons or large banners.

Some real world examples

07

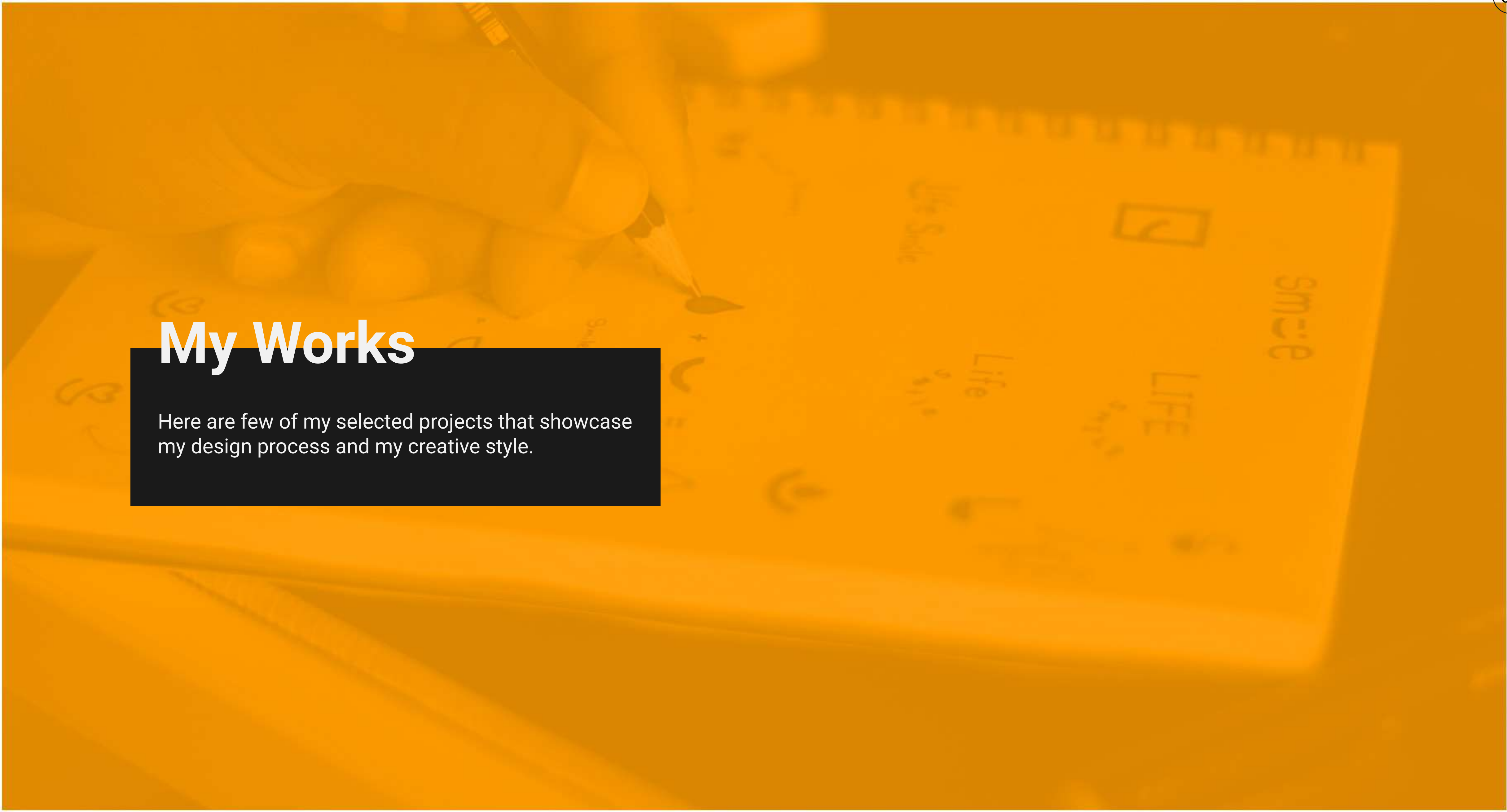


We make computers work for you.



# My Works

Here are few of my selected projects that showcase my design process and my creative style.



# Logo Design

## Niva Creatives

Creative service provider - Sri Lanka

### Project Brief

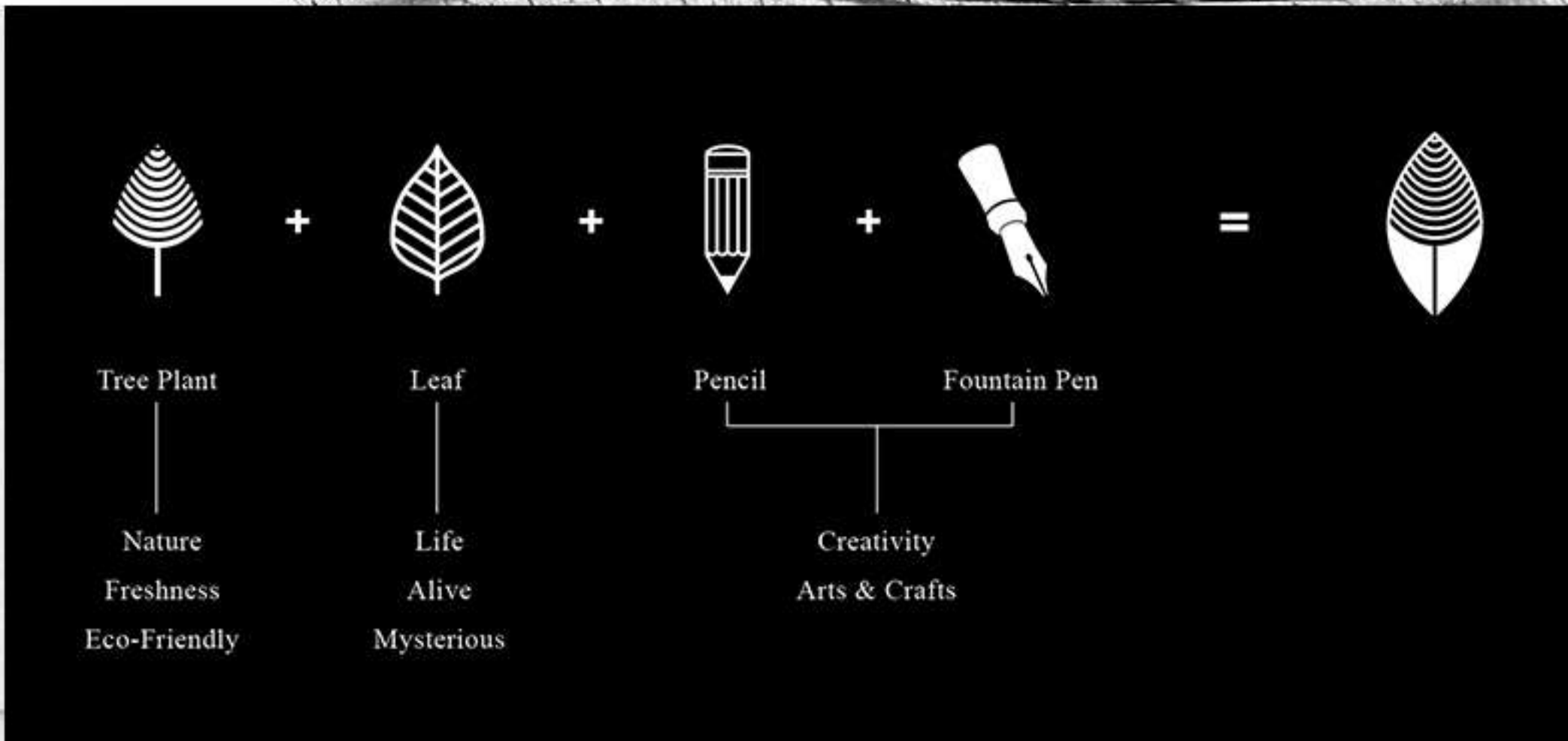
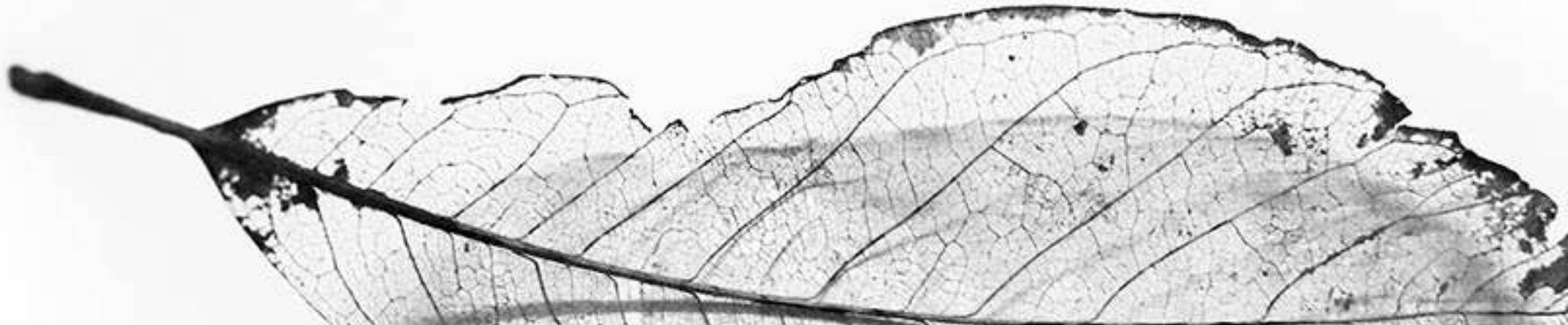
Niva is a designing service provider in Sri Lanka with a different perspective of creativity. The brand explores the world of arts and crafts with its unique creativity and imagination while being humble and sensitive to nature, thus providing Eco-friendly & up-cycled products for its client's desires. The client wants to create a logo which reflects creativity and mystery of art.

### My Approach

My task was to create a unique and creative logo which will reflect the brand name, what it does and its different perspectives of creativity.

The name 'Niva' created from owner's name 'Nivanthi'. Even though I felt that this name also has a connection with the word 'Nirvana'. The word Nirvana is a part of Buddhism and it has a strong connection with leaves, especially with Bodhi leaf. So I thought to try the logomark with my initial gut feeling. I had to be very careful to come out with a unique design as there are so many leaf-based logos out there.

# NIVA



Full case study:  
[www.behance.net/gallery/56573217/NIVA-Logo-Design/](http://www.behance.net/gallery/56573217/NIVA-Logo-Design/)

# Re-branding

Eco X-Pert Group

Group of service company - New Zealand

## Project Brief

Eco X-pert Group is a New Zealand based group of company which delivers services like House moving, House cleaning and Gardening. They provide their services under the eco-friendly tag and they are expert & professional in what they do. They didn't have any clue on how their brand looks to others and how it can be improved to make more sales.

## My Approach

When I first saw their logo, I knew that it needs to be changed. The old logo doesn't look trustworthy, reliable and memorable enough to be recognized easily. So I approached the Group CEO to discuss their re-branding and he was happy to give it a go.

My task was to re-brand Eco X-Pert Group and its related companies to match with the new digital generation. I started by changing the company logo. I wanted it to be more professional, trustworthy, reliable and easily memorable. At the same time, it needed to be versatile to work effectively in a wide range of situations.

Full case study:

[www.buzzincreatives.co.nz/portfolio/eco-x-pert-group/](http://www.buzzincreatives.co.nz/portfolio/eco-x-pert-group/)



# Logo Design

## Atmos Cleaning Solutions

Cleaning Service Provider - New Zealand

### Project Brief

Atmos is a commercial and residential cleaning solutions provider in New Zealand. The owner wanted their brand to represent the New Zealand identity and be more appealing to the local audience. He was also looking for something unique and minimal in design.

### My Approach

I had a face to face meeting with the owner to understand his vision more clearly for the brand. Even though he didn't have a clear image for the logo initially, I was able to get everything I needed by asking some questions related to his business.

The owner came up with the Orange color for the logo and I agreed with him as it is a bold and unique approach for a cleaning company not only in New Zealand but in the global market as well.

After the discovery session, I started my initial brand research and try to make some solid concepts by sketching everything that comes to my mind. After some refines and tweaks to one of the initial concepts, I have completed the final logo for the Atmos brand which can reflect their unique identity among New Zealand businesses.

Full case study:

[www.buzzincreatives.co.nz/portfolio/atmos-cleaning/](http://www.buzzincreatives.co.nz/portfolio/atmos-cleaning/)



# Branding

## PrimeOrgs

Organic herbs and spices distributors - Sri Lanka

### Project Brief

The company wanted to make a brand new logo and a complete brand guidelines set for the PrimeOrgs brand. The logo should communicate their core values effectively while being the primary identification of their brand.

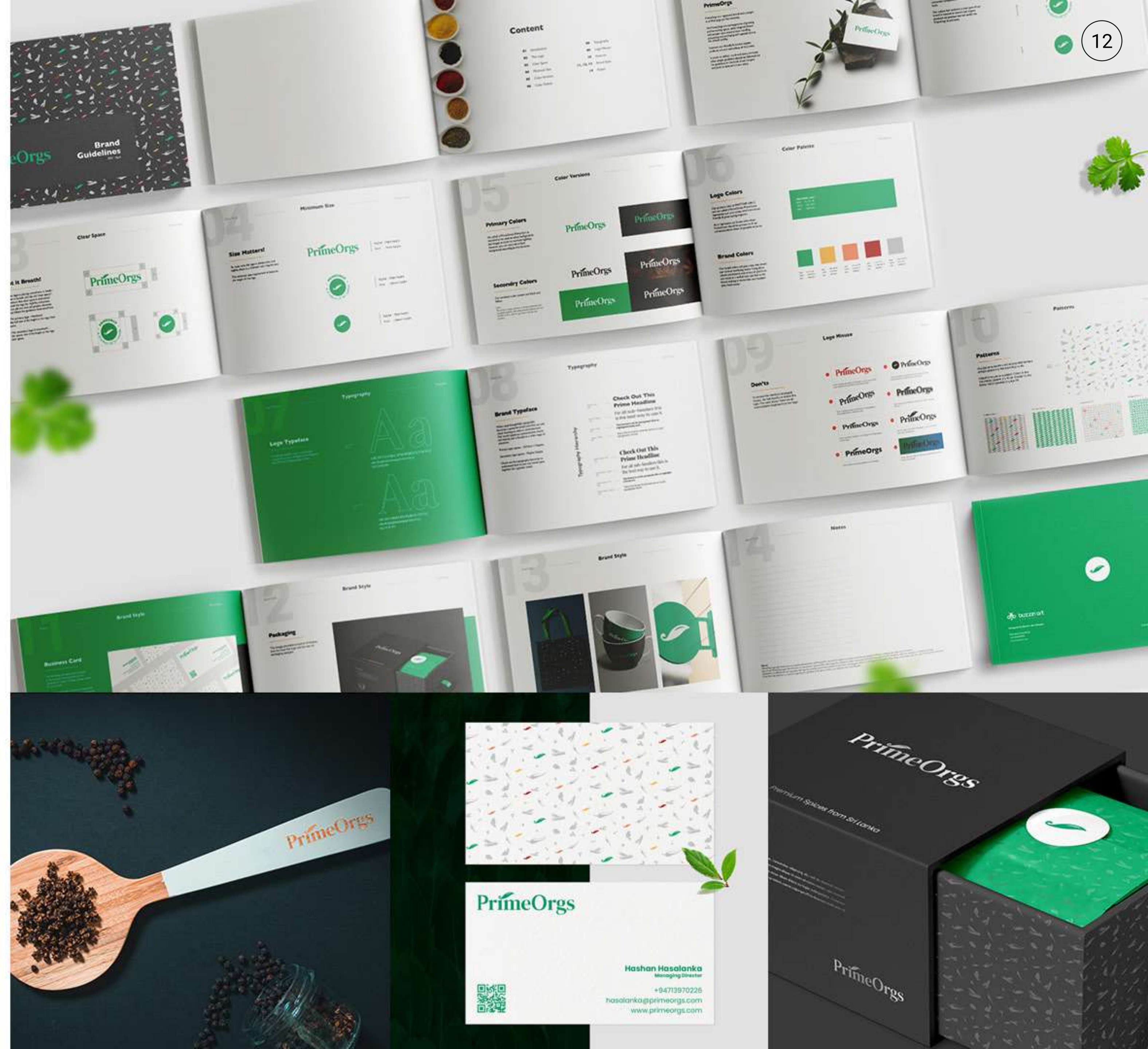
### My Approach

After the initial discovery session with the two managing directors of the company, we've come to the conclusion that the logo should be simple enough to read and to be more memorable. I did my research part for the logo and the brand and presented 3 mood boards to them to understand their perspective more visually and to make sure we all are on the same path in this design process. At first, they were more likely to go with the Greenary mood board, however after I explaining the advantages of having some extra colors for the brand we decided to combined both Greenary and Color Mantra mood boards to create their brand visual.

After the discovery session, brand research and mood board presentation, I had a clear and well directed path to my design process. I gave them 3 initial logo concepts and they were happy with one of the concepts and suggested some small suggestions to it. After some refines and tweaks I was able to complete the final logo for the PrimeOrgs which reflects their premium, eco friendly organic products.

Full case study:

[www.buzzincreatives.co.nz/portfolio/primeorgs/](http://www.buzzincreatives.co.nz/portfolio/primeorgs/)



# Branding

## Mustang Painters

Residential Painting Company - New Zealand

### Project Brief

The client wanted to make a brand new logo and a complete brand guidelines set for the business. A key requirement from the client was to incorporate his connection to Nepal into the logo, creating a unique blend of personal heritage and professional dedication.

### My Approach

The name 'Mustang' originates from the Mustang District in Nepal. So we have decided to hide the origin story of the brand name inside its logo. This not only makes the logo visually appealing but also adds layers of meaning that resonate with the brand's history and values.

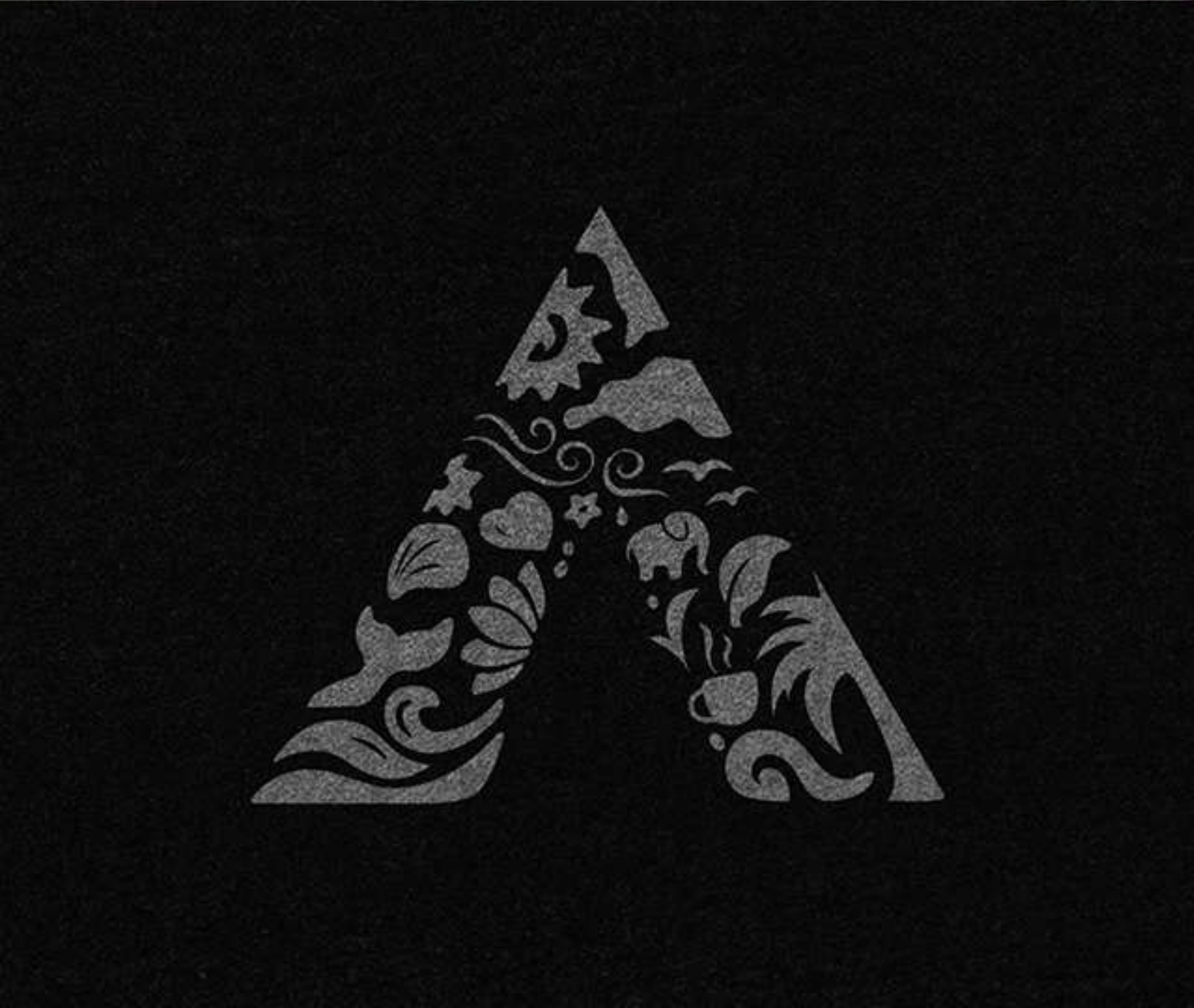
The logomark was crafted by combining two triangles to create the shape of the letter 'M'. The negative space in the bottom part was deliberately designed to resemble a mountain top.

Full case study:

[www.buzzincreatives.co.nz/portfolio/mustang-painters/](http://www.buzzincreatives.co.nz/portfolio/mustang-painters/)







**DESIGN  
PROCESS  
LOGO  
PACKAGES**

# Design Process

You will find my design process is unique, well structured and professional. It is what makes me specialize and always help me to deliver the best to my clients. As the client, you will engaged with me throughout the whole process. So you know what you get, no final surprises. Also, keep in mind that the process will change accordingly to the design brief and the project scope.

## 01 Discovery

The first step is to build a creative design brief to understand and align with you and your needs.

This session will include,

- Discovery call
- Online questionnaire
- Sending the proposal
- Project timeline
- Agreement signing
- Advance payment

## 02 Research & Strategy

At this stage, I will build up a solid base to work with your project by researching your company, target audience, competitors, etc.

Based on my research I will create moodboards, generate creative strategies and directions for your project.

## 03 Sketching & Concept Develop

At this point, I take out my sketch book and start sketching to figure out all the possibilities and the best concepts for the project.

Then, I will move on to design software to refine and constructed the design properly.

## 04 Presentation & Feedback

I will present the work to you in a well-structured presentation format.

Then according to your feedback, I will take the necessary actions at the revision round.

At this stage, we will spend some time discussing the concepts and any questions you may have.

## 05 Project Delivery & Support

Once the project is completed, I will require the balance payment before delivering the final files to you.

The final files will be neatly arranged so you don't have to spend hours finding the correct files you need. I'm happy to support with any questions you may have, with the final project files and their usage.

# Packages

If you need a customized package or need any help finding the best package for you, feel free to contact me at any time.

## Logo Re-Design Package

You already have a logo, but you aren't happy with it or it looks outdated and you need to re-fined it and create a professional trendy logo to match to the new generation.

- Discovery session, which includes 30-60min initial consultation + logo questionnaire
- Examine the problems of the current logo
- 1 original logo concept
- 3 revisions
- Final logo provide in multiple file formats(Print & Digital) in a well organized folder structure
- Basic logo guidelines - 1 page PDF
- 100% user ownership and after service support

## Logo Design Package

With this package, you'll receive a unique and professionally made logo design to your business or brand. All the basics of a great logo to get your business start on the right foot.

- Discovery session, which includes 30-60min initial consultation + logo questionnaire
- Research about your company, target market, competitors, etc.
- 3 original logo concepts
- 3 revisions to the approved concept
- Final logo provide in multiple file formats(Print & Digital) in a well organized folder structure
- Basic logo guidelines - 1 page PDF
- 100% user ownership and after service support

## Brand Identity Package

Are you planning to do a full branding? or need a fresh start with re-branding your ongoing business, Then this package is for you. This complete brand identity package will setup a good foundation to your brand.

- **Logo re-design or logo design package**
- +
- In-depth research about your company, target market, competitors, etc.
- Logo intro animation video\*
- Printable brand guide book - PDF  
This includes - Brand patterns, brand typography, brand colors and many more brand attributes.  
Eg: <https://online.pubhtml5.com/qwfm/lkvr>
- Brand identity package\*
  - 1 x Business card design
  - 1 x Letterhead design
  - 1 x Envelope design
  - 1 x Email signature template
  - 3 x social media profile images

Upgrade your  
package with



Printable logo guide book - PDF (Eg: <https://online.pubhtml5.com/qwfm/favt>)

Logo intro animation video\*

Add Business card & Letterhead designs

# Let's **Talk**

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## I'd love to hear from you

Feel free to get in touch with me. I am always open to discuss new projects, creative ideas or help on your branding needs. **Just say hello!**



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**Thank You!**

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