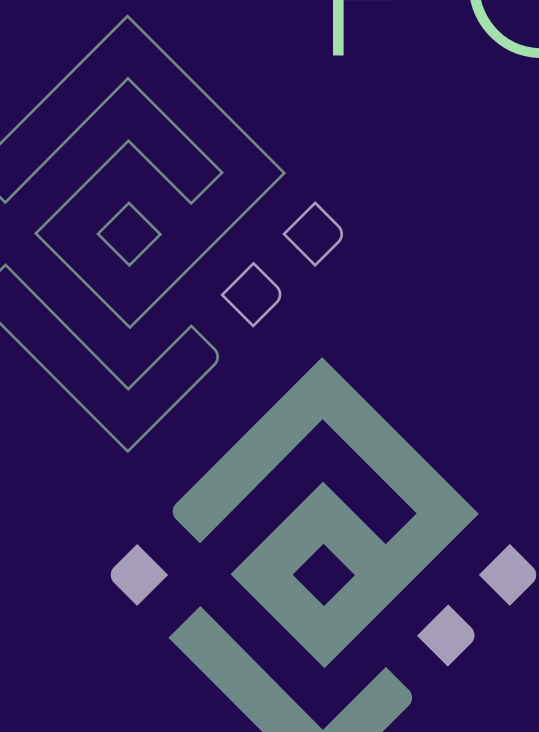




BRAND PORTFOLIO

By Mouna'Tone

Brand Strategy
Identity Systems
Narrative Design



0

1

TECHNOLOGY
& Security

BRAND
PORTFOLIO

Project ATELOC

Designing a forward-thinking identity for a technology-driven brand.

ATELOC operates in technical solutions ranging from network installation and security systems to audiovisual and telecommunication services. The objective was to create a visual identity that reflects innovation and reliability while remaining accessible to both professional and residential audiences.

The creative direction focused on translating the brand's technological spirit into a dynamic and structured visual language. The logo integrates the initials A, T, and L, forming an arrow-like symbol that expresses direction, progress, and continuous evolution. This geometric construction reinforces a sense of precision while maintaining clarity across digital and physical environments.

Color and typography were carefully selected to support this positioning. Deep navy blue conveys professionalism and stability, lighter blue introduces innovation and communication, while energetic orange adds momentum and visual energy. Combined with modern typefaces, the system creates a balanced identity that feels technical, confident, and future-oriented.

Beyond the core logo, the work extended into brand stationery and social media templates, ensuring a cohesive presence across communication materials and reinforcing ATELOC's positioning as a modern and reliable technical partner.

Services : Visual Identity Design
Industry : Technology & Technical Solutions
Year : 2024

Client Feedback

"A modern and dynamic identity that perfectly reflects our technological vision and commitment to innovation."



TECHNOLOGY & Security



TECHNOLOGY & Security



02

INVESTMENT
& Property Strategy

BRAND
PORTFOLIO

Project HOST IMMO

Shaping a trusted identity for modern short-term rental services.

Host Immo was developed as a platform dedicated to simplifying short-term subletting in Morocco, connecting property owners and tenants through a secure and intuitive experience. The objective was to build a brand identity that communicates trust, clarity, and professionalism while remaining welcoming and accessible to a wide audience.

The visual direction focused on translating reliability into a clean and structured identity. The logo merges the initials "H" and "I" with the silhouette of a home, symbolizing both real estate expertise and the sense of security at the core of the brand's mission. This geometric construction allowed the identity to remain recognizable across digital platforms and printed materials.

Color and typography reinforced the strategic positioning. A palette of soft greens and deep blues was chosen to evoke stability, transparency, and calm, while modern typefaces introduced clarity and adaptability across communication supports. The result is a balanced visual system designed to guide users confidently through the rental experience.

Beyond the logo, the project expanded into a complete brand ecosystem, including stationery, promotional materials, and structured visual guidelines, ensuring a cohesive presence across both digital interfaces and physical brand touchpoints.

Services : Brand Strategy & Visual Identity Design

Industry : Real Estate & Short-Term Rental Platform

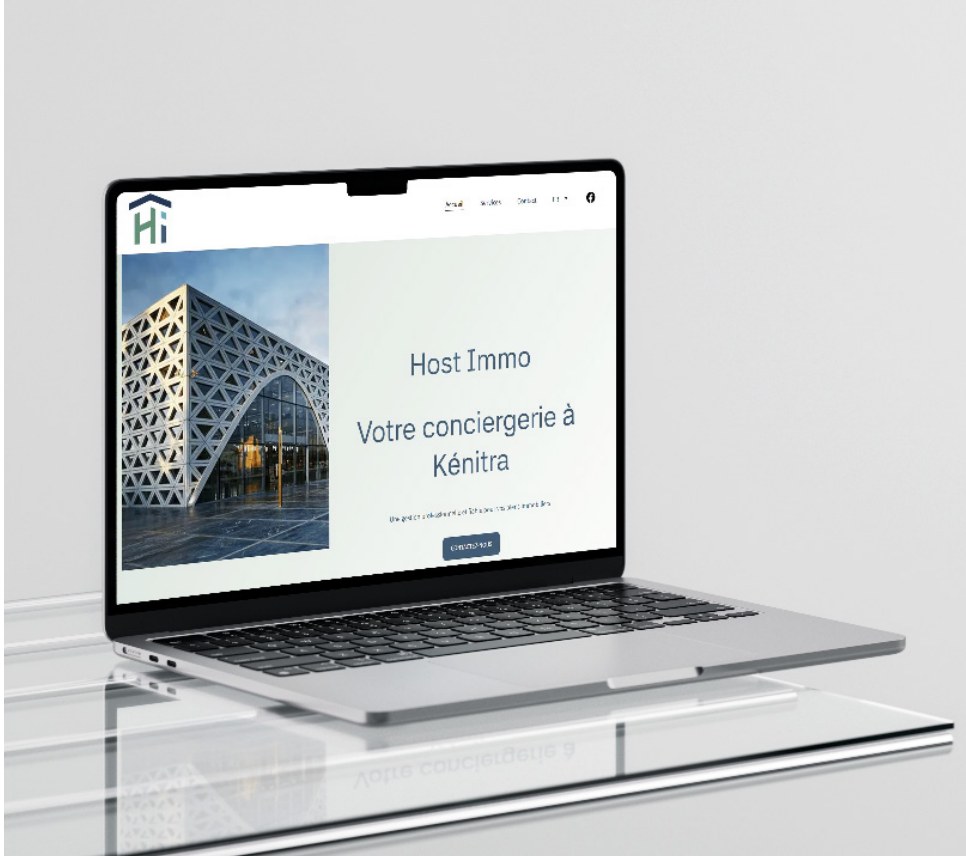
Year : 2025

Client Feedback

« We truly enjoyed the collaboration. The essence of Host Immo was understood from the very beginning and translated into a modern, clear, and cohesive identity. The process felt smooth, professional, and respectful, and the final result reflects the brand vision with accuracy and care. »

INVESTMENT & Property Strategy





INVESTMENT & Property Strategy



03

WELLNESS
& Personal Development

BRAND
PORTFOLIO

Project SOULWOVEN

Designing a soulful identity rooted in transformation and quiet strength.

SoulWoven was created as a conscious brand dedicated to supporting women through moments of inner growth, emotional grounding, and personal transformation. The objective was not only to design a visual identity but to build a brand universe that reflects softness, clarity, and intentional living, translating deep values into a cohesive and meaningful experience.

The creative direction centered around symbolic storytelling. A spiral-based emblem inspired by a modern phoenix became the heart of the identity, representing rebirth, evolution, and gentle empowerment. Every element was designed to express movement without chaos, a visual language that feels calm, grounded, and emotionally resonant.

Color and typography played a key role in shaping this atmosphere. The “Grounded Bloom” palette blends muted neutrals and earthy tones to evoke serenity and soulful elegance, while a combination of serif, script, and sans-serif typography balances expressive storytelling with clarity and readability. Together, these choices create a refined system that reflects emotional depth without visual excess.

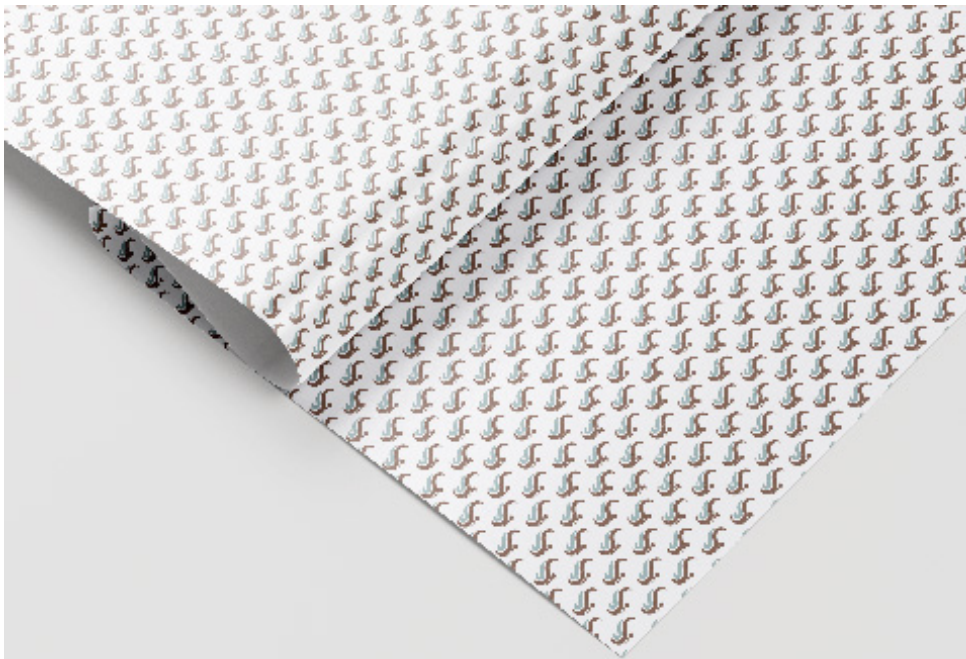
Beyond the logo, the project expanded into a full brand ecosystem, including patterns, digital applications, product mockups, and experiential touchpoints, ensuring that every interaction feels aligned with the brand’s philosophy of intentional design and inner alignment.

Services : Brand Strategy & Visual Identity Design **Industry :** Wellness & Conscious Lifestyle Brand
Year : 2025

Client Feedback

« The collaboration was seamless and thoughtfully handled from start to finish. The vision behind the project was understood with care and translated into a creative result that felt intentional and aligned. Communication remained clear and professional throughout the process, with strong attention to detail and openness to feedback. The overall experience reflected a balance of creativity and professionalism, making the collaboration both smooth and rewarding. »

WELLNESS & Personal Development



WELLNESS & Personal Development



04

WELLNESS
& Performance

BRAND
PORTFOLIO

05

COACHING
& Counselling

BRAND
PORTFOLIO

Project FIND INTEGRITY

Crafting a values-driven identity rooted in clarity and personal growth.

Find Integrity was created as a life-coaching brand focused on guiding individuals toward self-awareness, ethical alignment, and meaningful personal transformation. The objective was to develop a visual identity that reflects balance, empathy, and professionalism while staying deeply connected to the brand's core philosophy of authenticity and growth.

The creative direction translated these values into a symbolic and human-centered design language. The logo combines organic forms with a human-like figure, representing guidance, support, and the ongoing journey of self-discovery. Designed with symmetry and intention, the mark communicates harmony and inner balance while remaining clear and adaptable across coaching platforms.

Color and typography reinforce this positioning. A palette of soft neutrals and earthy greens creates a calm, grounded atmosphere aligned with introspection and trust, while modern yet warm typography ensures clarity across both digital and printed communication. Together, these elements build a visual system that feels nurturing, structured, and aligned with the brand's mission.

Beyond the logo, the project expanded into a complete brand ecosystem, including patterns, structured guidelines, and visual applications, ensuring consistency across coaching materials, digital platforms, and future brand growth.

Services : Brand Strategy & Visual Identity Design

Industry : Life Coaching & Personal Development

Year : 2025

Client Feedback

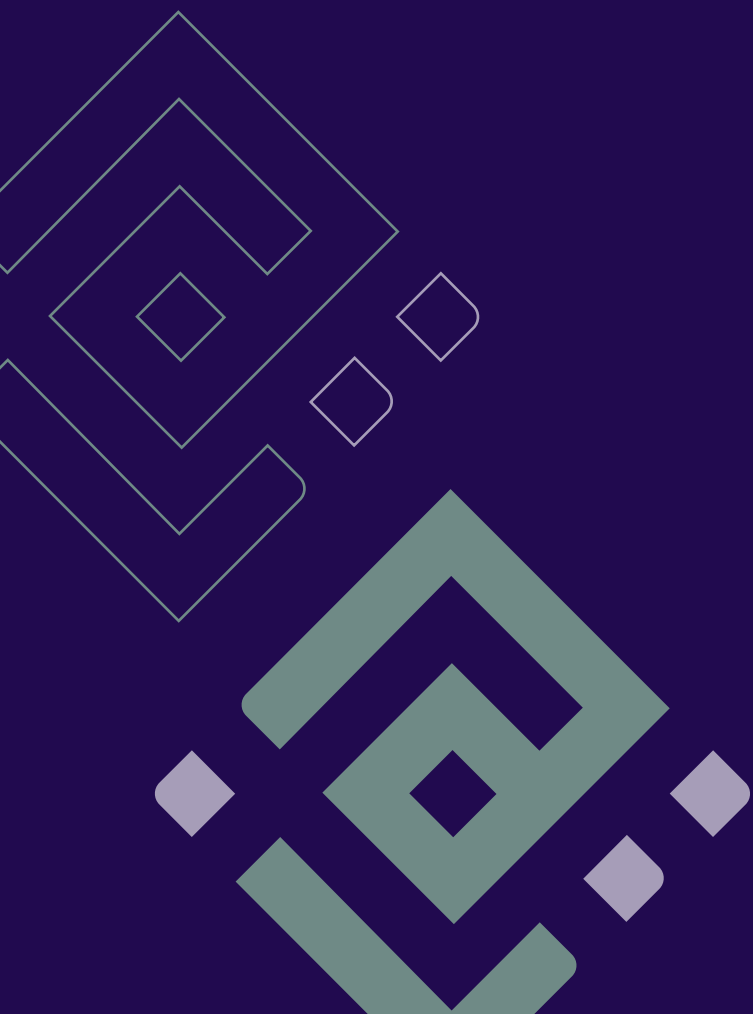
« One of the most valuable aspects of this collaboration was the ability to translate a clear vision and set of values into a cohesive and strategic brand identity. The process combined flexibility with professionalism, balancing creative exploration with a structured, results-focused approach. Strong attention was given to content direction, messaging refinement, and the creation of visually aligned social media assets. The experience reflected reliability, thoughtful execution, and a consistent commitment to delivering high-quality work. »

COACHING & Counselling



COACHING & Counselling





By Mouna'Tone

BRAND PORTFOLIO

