

Redesign

# Creative Identity

**EBC** ADVISORY  
CONSULTING  
OUTSOURCING



# > Logo

The old logo consisted of old fonts and seemingly improper text alignment

In contrast, meager alignment removal is a proper solution but no re-arrangement is necessary



- ADVISORY
- CONSULTING
- OUTSOURCING

> Existing logo



## Variant



# > **Typography**

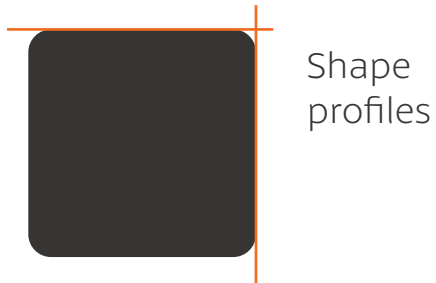
Petala pro family

#Exotic #Professional #Corporate

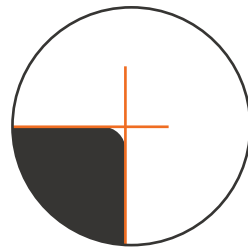
Petala thin	<i>Petala thin</i>
Petala light	<i>Petala light</i>
<b>Petala regular</b>	<b>Petala regular</b>
<b>Petala semi-bold</b>	<i>Petala semi-bold</i>
<b>Petala bold</b>	<b><i>Petala bold</i></b>
<b>Petala extra-bold</b>	<b><i>Petala extra-bold</i></b>
<b>Petala black</b>	<b><i>Petala black</i></b>

# > *Assets*

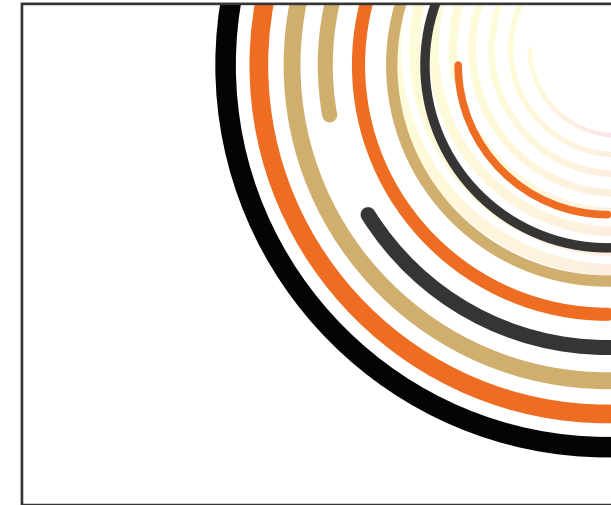
## Shapes



Shape profiles



## Lines



All encompassing lines



Straight foward (Leading the way) lines

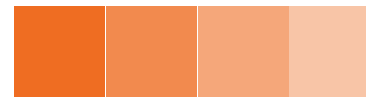
## Colors



**#000000**



**#373534**



**#EF6D14**



**#D0AE6D**

# > *Application*

## *Flyers*

Typography, and  
asset implementation



# Website

Sampled outlook  
of an online website



HOME SOLUTIONS CONTACT

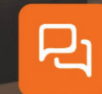


## A consortium of Dedicated professionals

"EBC" is the umbrella brand under which a consortium of dedicated in-house, virtual, associate Professionals & independent firms, with both local & International Experience come together to provide end to end Quality Advisory, Consulting & Outsourcing Services.



Watch overview



MacBook Pro





# Stationery

Daily stationery works

**Notebook**

Creativity  
is to Think  
More  
Efficiently



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**Christian Lenana**  
Director

4th Floor, The Acacia Mall,  
14-18 Cooper Road  
(off Acacia Ave.)  
P.O. Box 3034  
Kampala - Uganda

Office Tel: +256 312 531 517  
Mobile Tel: +256 780 684 716  
+256 703 996 195  
christian@welcometoebc.com  
www.welcometoebc.com

**EBC** ADVISORY CONSULTING OUTSOURCING  
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4th Floor, The Acacia Mall,  
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www.welcometoebc.com



# > Photography

“Professionals everywhere.”

Visual representation of professionals in varying industries.





# Social

Sampled social media  
post

## ➤ *Outsourcing should not feel like fishing*

Let us do the  
leg work for you

