

# How everythingdesign helped an Ad-tech consultancy to rebrand and stand out

# Project Overview

## ABOUT

Adnaut is a digital media consultancy that helps advertisers make data-driven decisions to boost business outcomes.

## INDUSTRY

Ad-tech

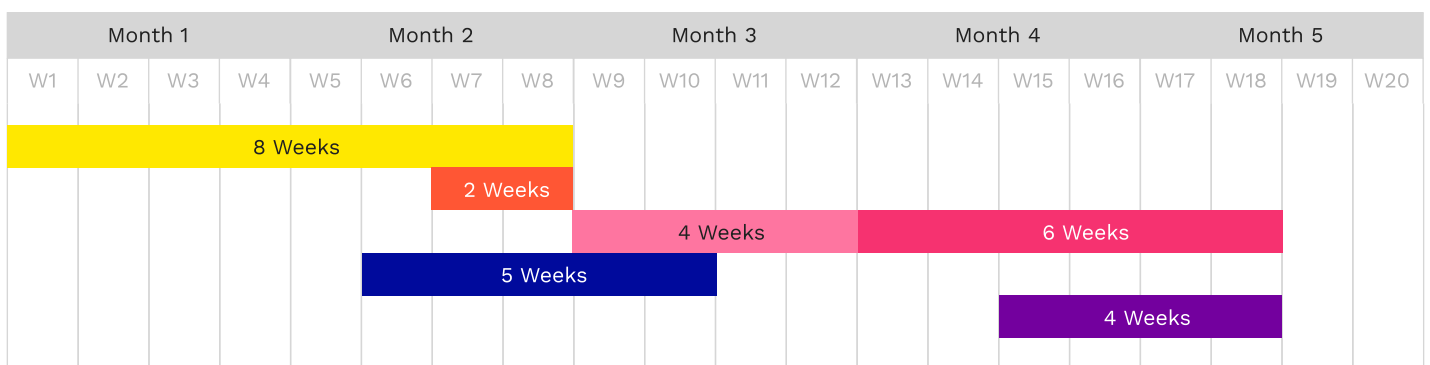
## PROJECT BRIEF

“We wanted to move away from being just a service provider to a disruptive, data-driven ad-tech brand, prioritizing both business and environmental sustainability to ensure every click counts.”



JEET  
FOUNDER, ADNAUT

## PROJECT TIMELINE (18 WEEKS)



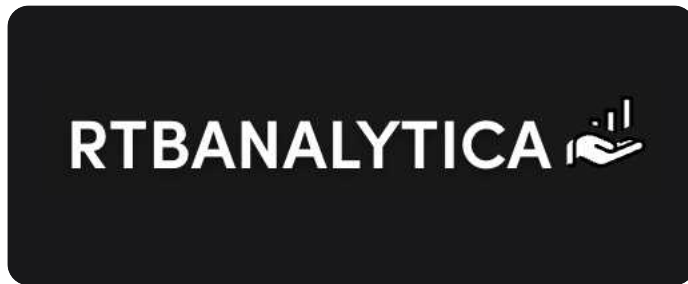
Brand Renaming  
Brand Strategy  
Visual Identity  
Merchandise &  
Collaterals

Mascot Design  
Content Strategy  
Copywriting

Website Design  
Website Development

Brand Launch Video

## LOGO - BEFORE



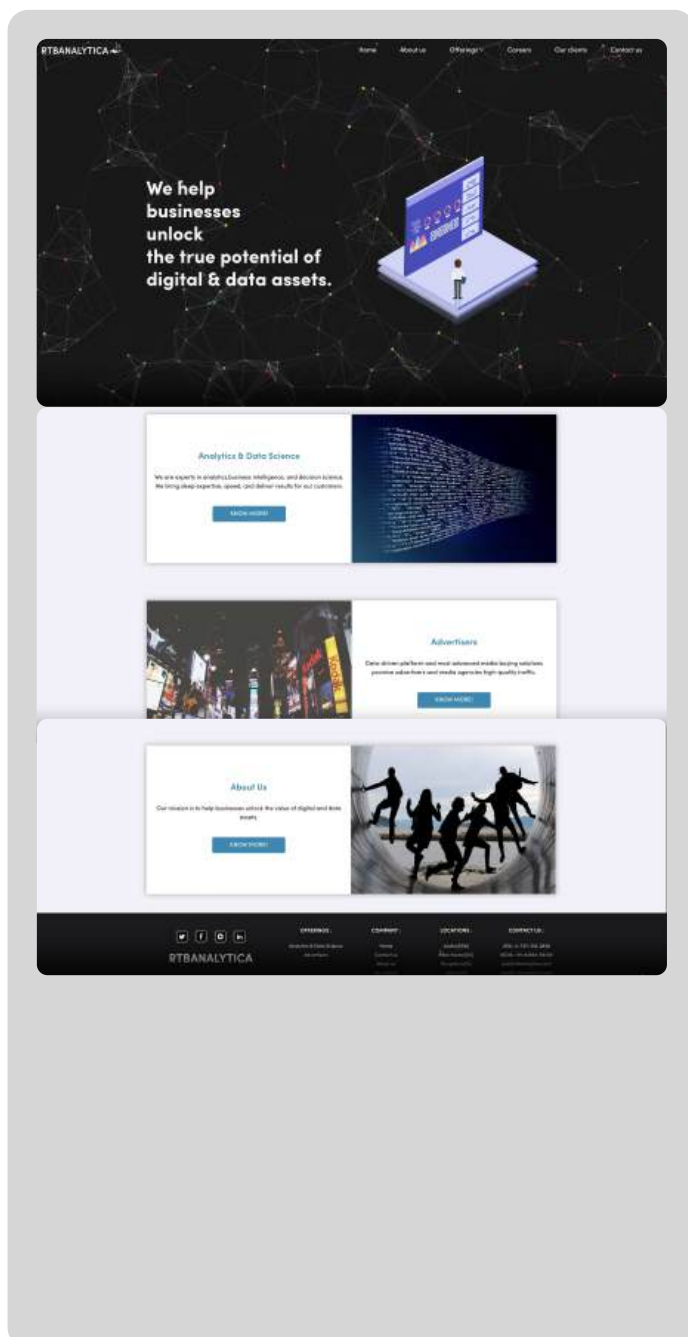
Industry terminology as a brand name limits brand building. The logo was not distinct.

## LOGO - AFTER



A name inspired by 'Navigators of the Ad-Tech Universe'. A logo with distinct character.

## WEBSITE - BEFORE



## WEBSITE - AFTER



# The 'pixel-verse'

The entire visual look was derived from the humble 'pixel', the building block of the digital media universe.



Custom icons inspired by the pixel concept.

## Defining the Brand Voice

Transforming the Future of  
Digital Media Buying:

Boldly.  
Fearlessly.  
Sustainably.

CRISP  
BOLD  
FORWARD-THINKING  
WITTY

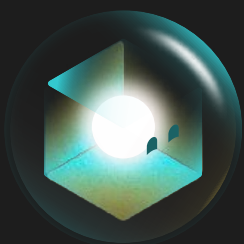
# Why a Mascot

The intersection of their proprietary tech and exceptional team are their strongest differentiators. There was a need for a symbol to embody this.

Hence, that symbol become the brand mascot.



GENDER NEUTRAL  
EXPRESSIVE  
SIMPLE FORM  
TECH CORE



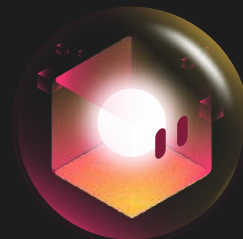
happy



ecstatic



analysing



eureka!



sleepy



# Brand Applications



VIEW PROJECT



launch video



[www.adnaut.digital](http://www.adnaut.digital)



BRAND STRATEGY  
WORKSHOP WITH CLIENT

## PROJECT TEAM

### Design

**Athira Krishnan**

Project Owner |  
Lead Designer

**Ekta Manchanda**

Principal Designer |  
Partner

**Zakia Ali**

Mid-Weight Designer

**Nanki Arora**

Illustrator

### Development

**Jiyash AK**

Senior Webflow Developer

**Saurabh**

Head of Webflow Dept.

**Rajashri**

Webflow Developer

### Strategy

**Swathi Mohan**

Content Writer

**Mejo Kuriachan**

Brand Direction

### Management

**Arpan Sen**

Chief of Staff

**Akshay A D**

Project Manager

### Motion Design

**Felix Hartley**

Head of Motion Design

**Nanki Arora**

Motion Designer

**Sreejith K**

Mid-Weight  
Motion Designer

**Varsha P**

Motion Designer

**Deepanjan Laha**

Motion Designer

CLIENTS WE HAVE WORKED WITH



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