

**MonoBook.**

February 22, 2022

# Capabilities Deck

Prepared for The Client

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**Branding**

**Strategy**

**Identity**

**Design**

**MonoBook.**

Hi there!

We are MonoBook.

We believe in meaningful solutions that prioritise clients and users. With an open mind and a fresh perspective.

We approach each project, starting from scratch.

Hence, we begin **MonoBook**.

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**Nice to meet you.**

**MonoBook.**

# Our History

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Founded in 2022 as a humble design studio, **MonoBook** has since grown into a comprehensive agency led by a team of highly skilled creatives and producers.

Guided by our Founder and CEO, Mr. Mehedi, who embarked on this journey in 2016, MonoBook has successfully supported some of the world's largest brands in achieving exceptional design solutions and user experiences.

Our mission is clear-cut: to consistently deliver ideas and work that hold significance, exceeding our clients' expectations. In all our endeavors, we operate within an open, transparent, and collaborative framework.

# Partial Client List

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BMW	Massive Capital	Barterbay
H&M	Uniq Token	Luci88
Nivea	Bytebet	Freckle tv
Dove	Trust	Throne
adidas	CryptoCOCO	Mavero
Pikapoint	OCSWAP	One or Eight
Eazibiz	Punching Grace	Bltzing
Nikotopia	Orion Crypto	Crypto World
SatoshiDAO	RG Softwars	Baikingu
Pantheon Elite	Orion Crypto	Skunexus
iX.finance	Momence	Urban Stay
Prime key	Fitpal	Palm Swap
Aniflow	freemoneymeister	Collective
RedBird	redwigwam	LocumAccess
ihairium	strell	
Redbird	tetrainspection	
Rent Vacation	bityaar	
Pre-round	Getpilot.ai	

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**So, What do  
MonoBook do?**

**MonoBook.**

# Our Services and Capabilities

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At Monobook, we create beautiful, smart, and inspired work that revolves around a business's goals and customers. Through multiple touchpoint, we help organisations achieve their objectives.

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## STRATEGY

Strategy

Discovery & Research

User Experience

Brand Strategy

Positioning

Content Strategy

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## BRANDING & DESIGN

Brand Development & Rebranding

Logo & ID Systems

Color & Typography

Iconography

Brand Style Guides

Messaging

Collateral, Print & Packaging

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## DIGITAL DEVELOPMENT

Social Media Template

UX/UI

Information Architecture

Wireframing

Website Design

Front-End Development



# Services and Rates

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Brand Strategy	\$950-\$2950
Brand Messaging & Positioning	\$295-\$695
UPS & Tagline Design	\$95-\$195
Logo Design	\$950-\$1950
Color & Typography	\$200-\$500
Brand Style Guides	\$950-\$1950
Stationary Design	\$495-\$950
Social Media Strategy	\$350-\$950
Social Media Design	\$350-\$1250
User Interface Design	\$1-\$5k
User Experience	\$1-\$3k
Iconography	\$250-\$550
Post Production	\$25/Hour
Brand Kit	\$550-\$950
Presentation/Design Template	\$250-\$750
Hourly	\$25/Hour

## PRICE LIST BASED PACKAGES

### Logo Design

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- 3 Logo Design Concept
- 3 Round Of Revisions
- Brand Assets (colors & Typography)
- Mini Style- Sheet
- 10-12 Working Days Turnaround Times

**Start At: \$950±**

### Brand Identity

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- 4 Logo Design Concept
- 3 Round Of Revisions
- Brand Assets (colors & Typography)
- Iconography
- Corporate Assets\*
- Digital/Social Assets\*
- Brand Guidelines
- 15-20 Working Days

**Start At: \$2500±**

### Full Branding

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- Naming & Positioning
- UPS & Messaging
- 10 Logo Design Concept
- Brand Assets (colours & Typography)
- Iconography
- Corporate Assets
- Social Media Assets
- Brand Guidelines
- Landing Page Design
- Website Design
- 25 - 40 Working Days

**Start At: \$\$\$**

# Our Approach: Design Thinking

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**"You never really understand a person until you consider things from his point of view."**

- Harper Lee

At Monobook, we design with users in mind. Applying design thinking, we prioritise their needs in products, business models, branding, and digital solutions.

This user-centric approach drives our transformative brand identity projects, creating meaningful results.

# Our Approach: Design Thinking

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At Monobook, we employ a user-centric framework that defines needs, shapes journeys, uncovers insights, recommends strategies, and delivers tangible results for your brand.

This is an integral step in our overall process:

**Discovery → Solution → Simplify → Delivery**

We follow Agile principles, iterating through ideation, execution, and validation to deliver optimal results.

The result?

Impactful, beautiful brands that resonate.

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**Prove it. Let's  
See Some  
Case Studies.**

**MonoBook.**

# Case Studies

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The following pages cover a handful of case studies that demonstrate our process in great detail. These projects also share some of the challenges outlined in your brief.

These challenges include brand identity design, user experience design, user interface design, visual language, and brand messaging.

# Aniflow Branding

## CLIENT

Aniflow

## DELIVERABLES

Strategy

Logo

Brand Collateral

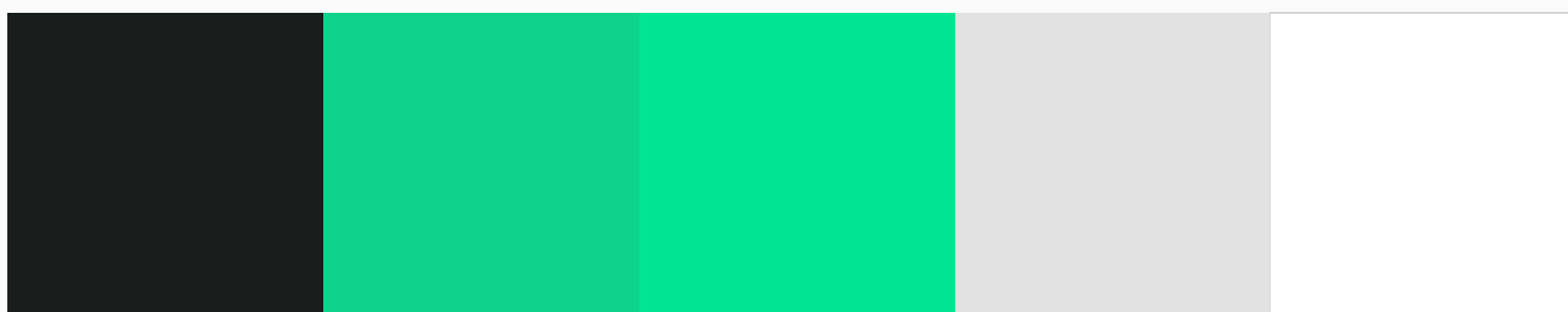
Marketing Material

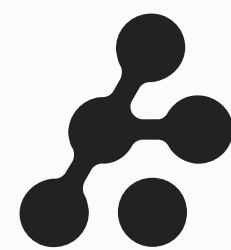
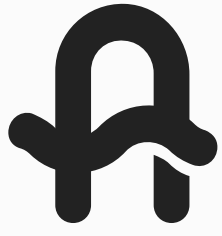


# The Brand



# λniflow





**λniflow**

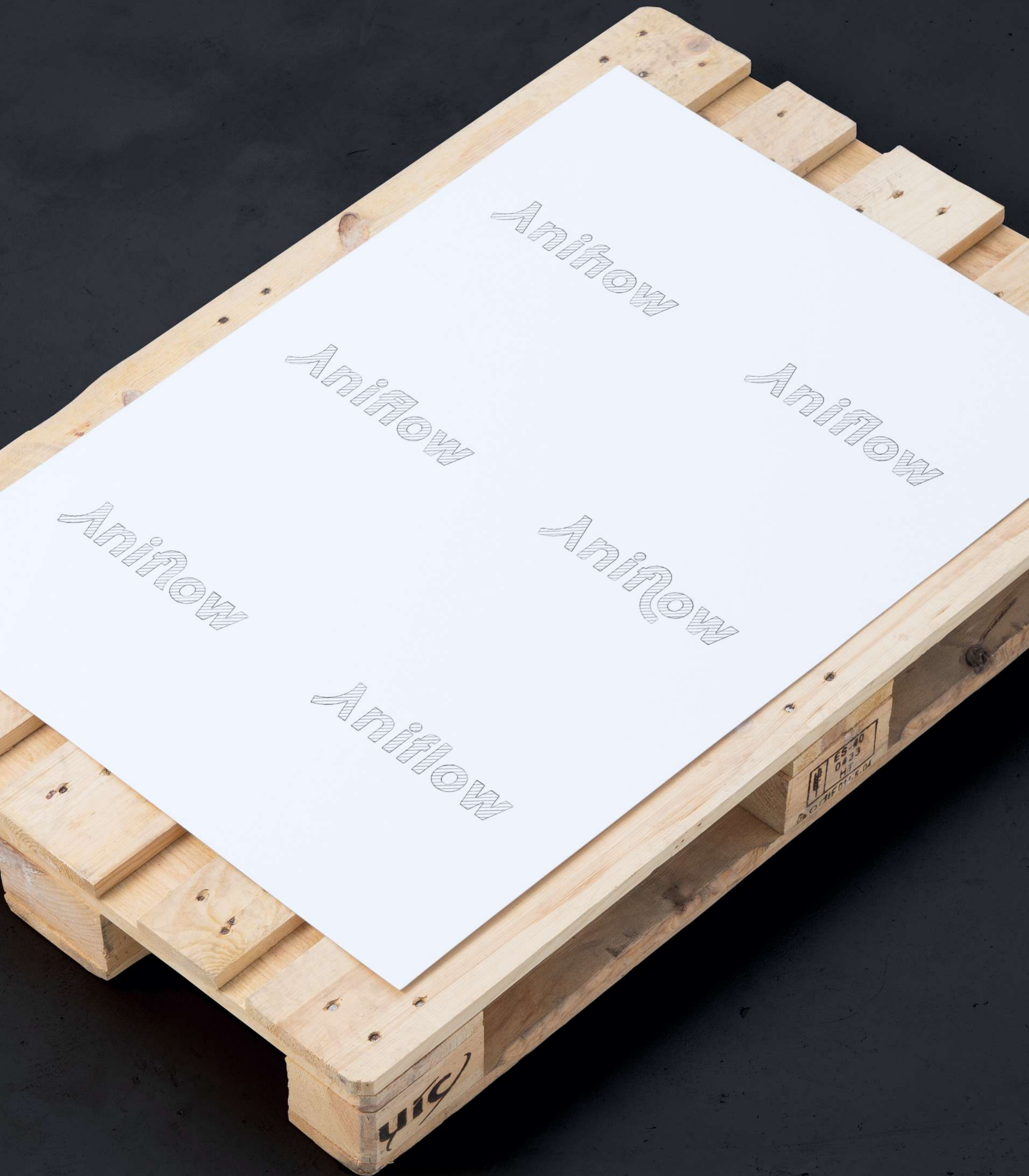
**λniflow**

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**λniflow**







# Be Safe & Secure

Aniflow help you to  
Invest Better way.

**Aniflow**

# Be Safe & Secure With Aniflow

Aniflow help you to Invest  
better way.

The Aniflow logo is rendered in a vibrant green color and is placed on a dark grey, perforated metal surface. The surface is composed of a grid of small, circular holes, creating a textured background for the logo. The logo itself is a stylized, bold font with a unique 'A' character that has a curved, wave-like top.The Aniflow logo is presented in a clean, white, bold font against a solid, bright green background. The 'A' is the same stylized character as seen in the top image, featuring a curved top. The rest of the letters are in a simple, sans-serif style.



**Let's work  
together**

[mehedi@monobook.co](mailto:mehedi@monobook.co)

**MonoBook.**