



FASNOVUS
Branding & Creative Agency
Company profile



“ Every brand
has a story.
We design
how the world
remembers it. ”

MESSAGE FROM FOUNDERS



Apoorva Shukla
Co-founder & CEO
Chief Executive Officer

Shoeb Mattathi
Co-Founder & COO
Chief Operating Officer

Fahad Khalid
Co-Founder & CCO
Chief Creative Officer

Welcome to FAS (FASNOVUS), a sister company of Classic Paramount Real Estate.

We founded FASNOVUS to help brands stand out with clarity, creativity, and purpose. By combining strategic thinking with strong visual design, we create brand identities that are distinctive, meaningful, and built for growth.

At FASNOVUS, every project is approached with fresh ideas, attention to detail, and a deep understanding of our clients' goals. We believe great branding is not just how a brand looks—but how it connects, communicates, and performs.

We look forward to building impactful brands together.
— **The Founders, FAS (FASNOVUS)**

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About Us

FASNOVUS is a modern branding agency focused on building clear, compelling, and consistent brand identities. We combine strategic thinking with impactful design to help businesses stand out, connect with their audience, and grow with confidence.



Our Market

We work with startups, growing businesses, and established brands seeking clarity, consistency, and creative impact across print and digital platforms



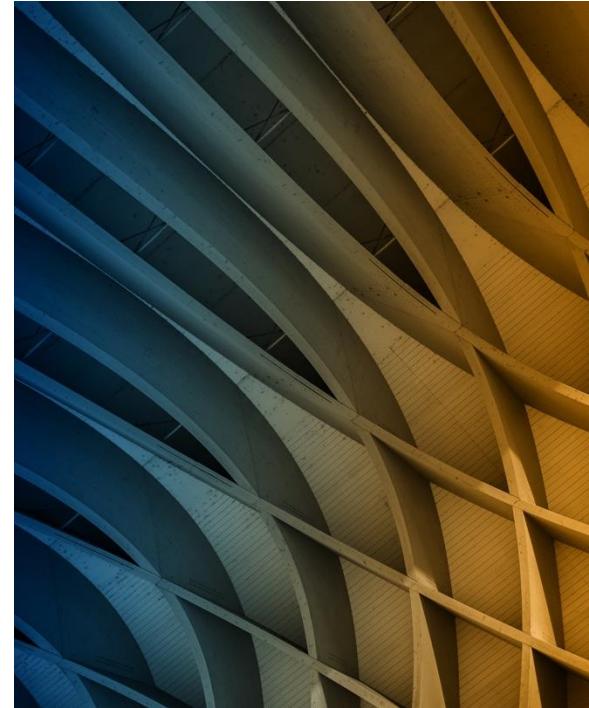
Design Idea

Every design begins with insight. We translate brand strategy into clear, modern, and purposeful visuals that communicate effectively and endure.

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What we do

We create brand systems that are not only visually strong but also purposeful and scalable across all touchpoints.



Our Services

Indoor

Brand Identity

- Logo design
- Color palettes & typography
- Brand guidelines
- Business cards, letterheads, envelopes, email signatures
- Stationery sets and office branding

Digital Design

- Social media creatives (posts, stories, reels, graphics)
- Digital ads & banners (web banners, email campaigns)
- Website UI design and landing pages
- Mobile app interfaces

Creative Design

- Corporate profiles & presentations
- Marketing collaterals (flyers, brochures, posters)
- Print & outdoor creatives (banners, billboards, signage, packaging)
- Infographics and promotional material

Rebranding & Refresh

- Identity redesign (logo, color palette, typography)
- Visual consistency across platforms (print, digital, packaging)
- Brand touchpoints refresh (stationery, signage, templates)

Our Services

Outdoor Advertising

- Billboards & hoardings
- Unipoles & lamp post branding
- Building wraps & façade branding
- Bus, taxi & vehicle branding
- Metro, airport & transit media creatives
- Roadside signage & directional boards
- Outdoor banners & flex advertising
- Temporary & permanent signage solutions

Printing & Installation

Backed by trusted vendors and contracts with top-tier printing partners, we manage your outdoor brand presence from concept to flawless execution.

Our Services

Website & Digital Services

- Website UI/UX design
- Corporate & portfolio websites
- Landing page design
- E-commerce website design
- Mobile-responsive design
- Website content structuring & wireframing
- Website revamp & redesign
- Basic SEO-ready design structure
- Website maintenance & visual updates

Tools & Plug-ins

We develop modern, high-performance websites tailored to your needs—whether you choose a premium theme or a fully custom-built solution.

Equipped with the latest tools, technologies, and plugins, we ensure your website delivers a polished look, seamless functionality, and an exceptional user experience.

Industries We Have Catered To

- Real Estate & Property Development
- Retail & E-commerce
- Hospitality & Tourism
- Corporate & Professional Services
- Healthcare & Wellness
- Education & Training
- Restaurants, Cafés & F&B
- Automotive & Mobility
- Construction & Infrastructure
- Events, Exhibitions & Entertainment
- Technology & Startups
- Logistics & Transportation
- Fashion, Lifestyle & Luxury Brands

We've partnered with brands across diverse industries, delivering end-to-end branding, advertising, and visual communication solutions. From real estate and retail to corporate and lifestyle brands, our work spans indoor, outdoor, and digital platforms. Each project is tailored to business goals, ensuring visibility, consistency, and long-term brand impact.

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Our Services

At FASNOVUS, we offer flexible engagement options to suit your needs: **monthly retainer, project basis, or yearly contract**. You can choose the model that best fits your business goals.



Monthly Retainer

Ongoing support for consistent branding and content. Includes regular creative updates, brand maintenance, and monthly reports. Ideal for startups or growing businesses needing steady brand management

Project Basis

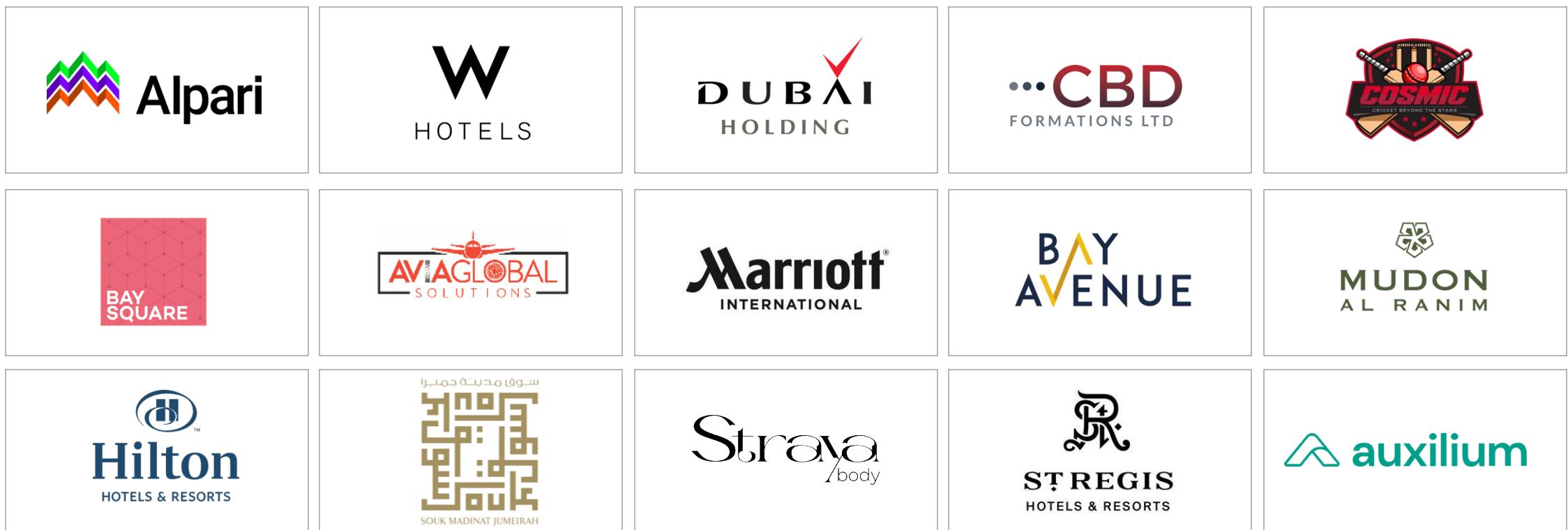
One-time creative solutions for specific campaigns or needs. Covers logo design, marketing materials, digital campaigns, and brand audits. Perfect for launches or businesses requiring a single project.

Yearly Contract

Comprehensive brand management over 12 months. Includes strategy, design, content creation, audits, and quarterly reports. Best for established brands seeking long-term growth and consistency.

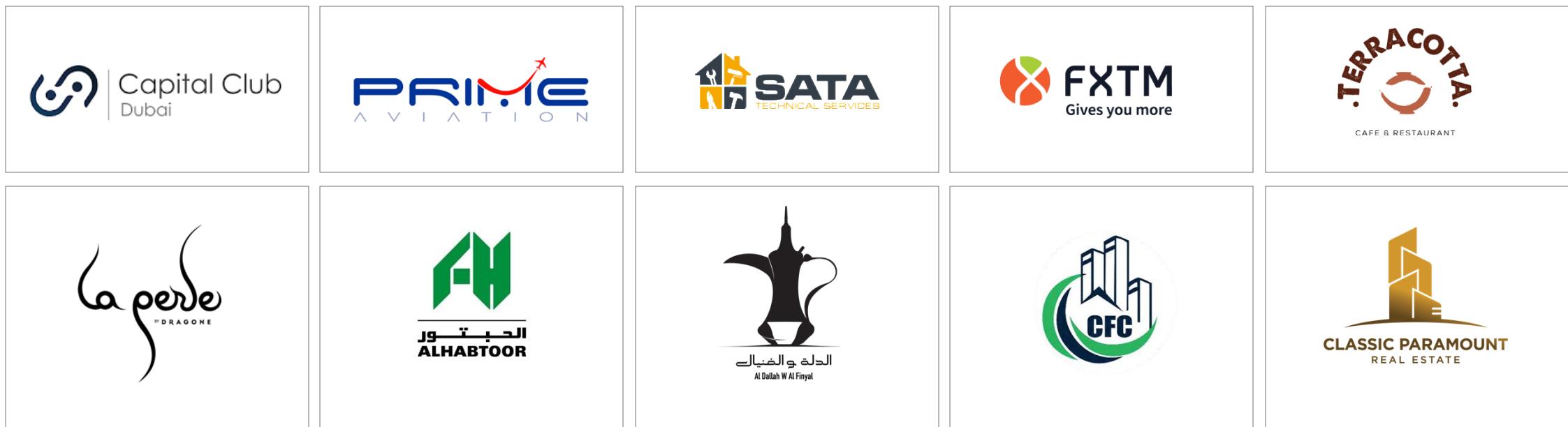
Businesses or Clients, we have worked for – Our Portfolio

Our creative team & CCO worked with diverse businesses to create impactful brands and compelling visual experiences. Our portfolio reflects strategic thinking, creative excellence, and results-driven design across industries. Some highlighted ones are:



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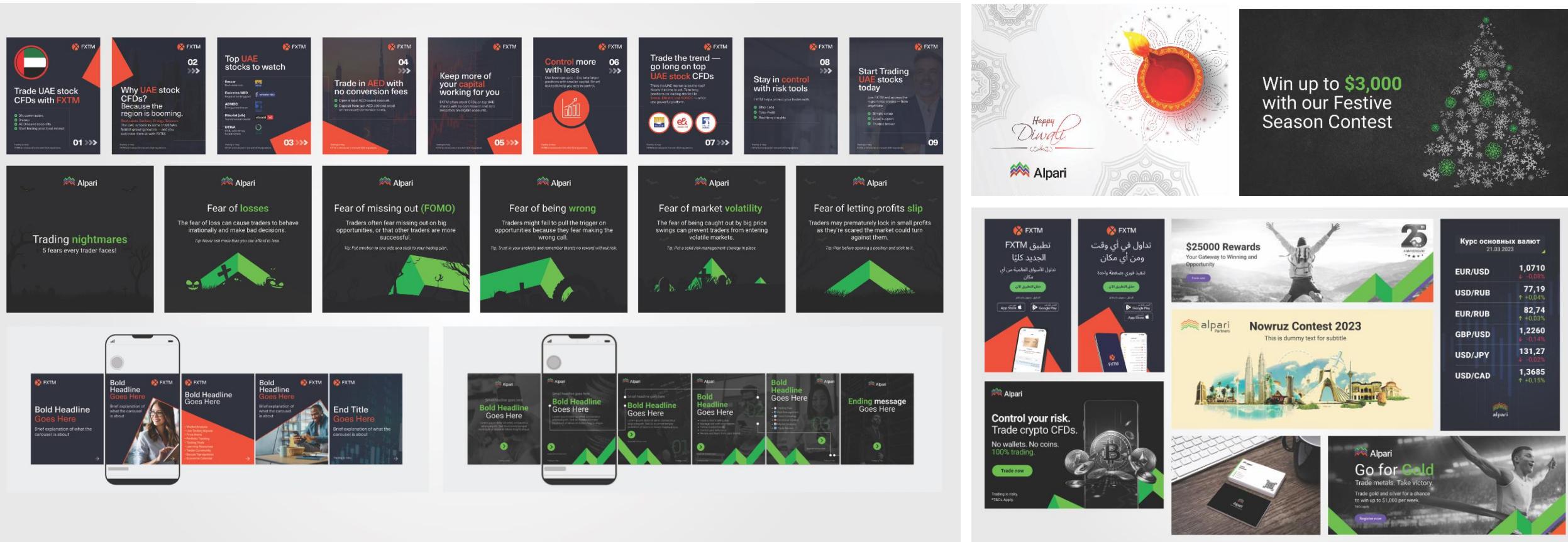
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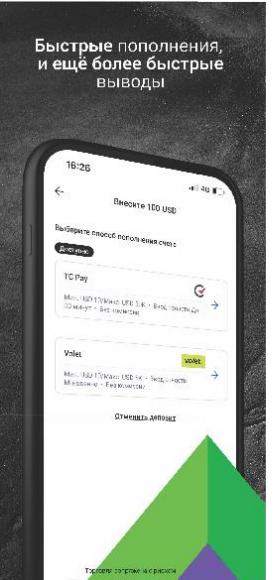
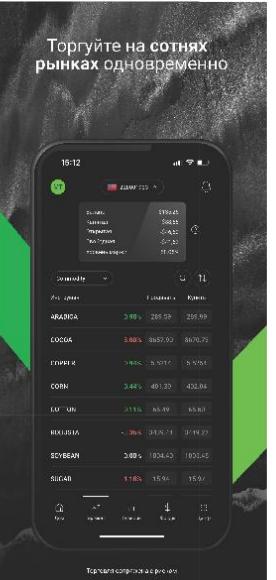
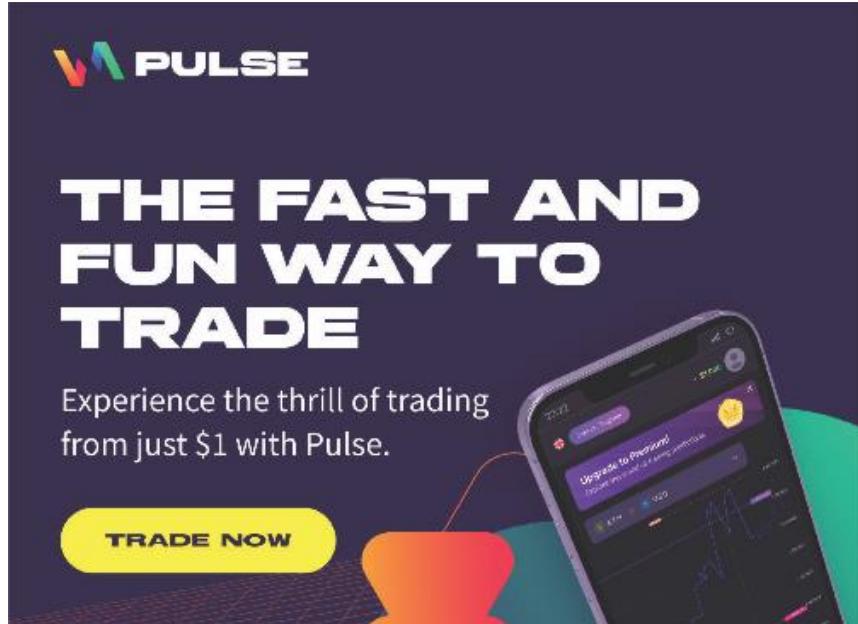
Some Creatives – Our Portfolio

These are a select few creatives showcased from our portfolio.

While we have produced a vast range of work for our clients, only approved pieces are displayed here to respect copyright and client confidentiality.



Some Creatives – Our Portfolio



Some Creatives – Our Portfolio

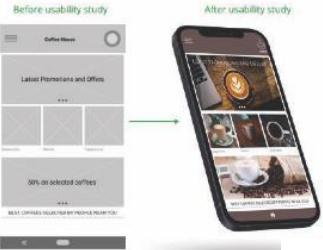
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows . It also meet user needs for a accessing current location of the coffee houses.



Mockups

In early designs, users could not read the home page text but after the usability study, I increased the text size so users can read it clearly.



Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



Persona: Natasha – Coffee lover

Problem statement:
Natasha is a marketing manager and sometimes stay late in office and she needs her coffee in 5 minutes of time whenever she is craving for it.

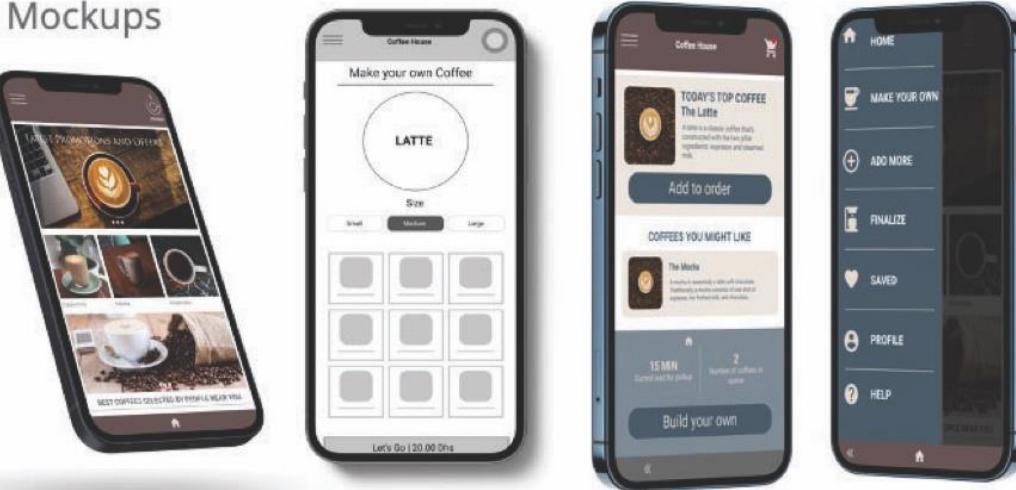


High-fidelity prototype

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Mockups



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected so the prototype could be used in a usability study.



Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

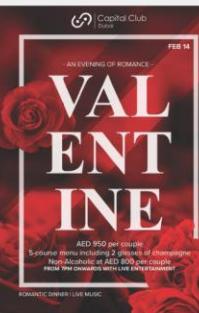
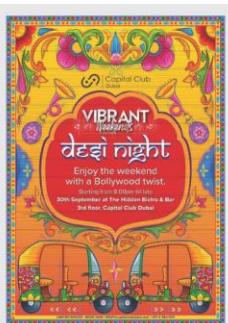
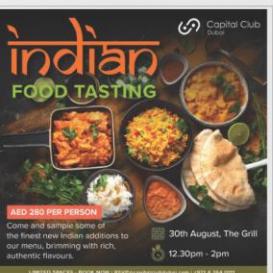
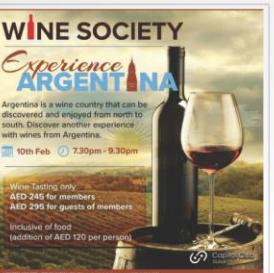
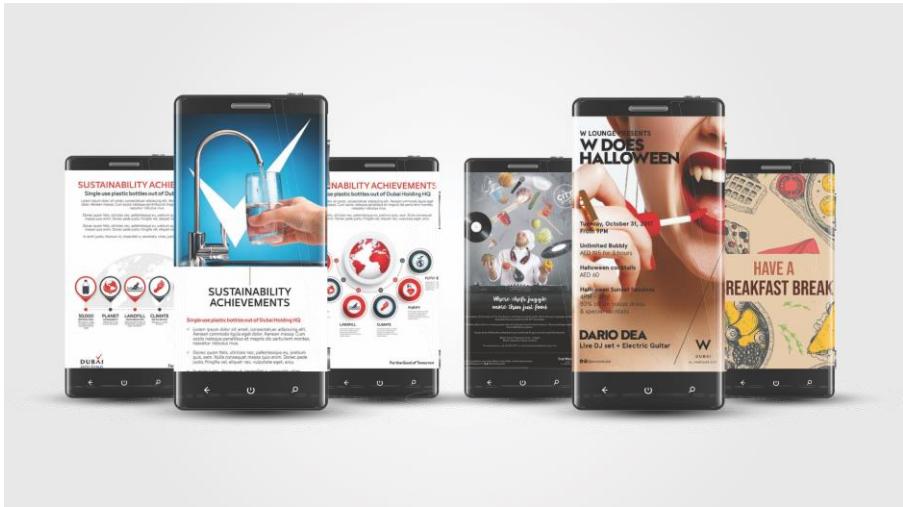
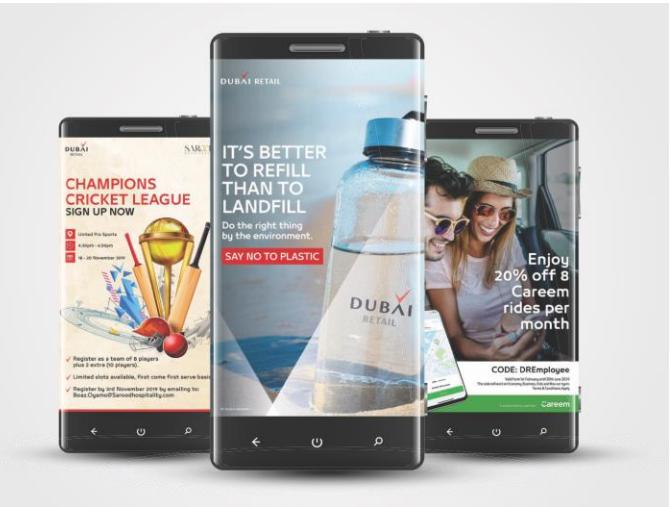


This button allows to experience making your own coffee yourself

This button provides an easy option for user can check and know which coffee to order

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BRAND IDENTITY MOCKUPS



Some Creatives – Our Portfolio



Capital Club - Anniversary Party 2022 Campaign



You are cordially invited to the return of our most popular themed event "James Bond – No Time to Die" to celebrate the 14th anniversary with us.

A glamorous evening of cocktails, sumptuous feast, great prizes up for grabs, top-secret dashing and daring entertainment acts with live music performing the very best Bond.

**FRIDAY
MARCH 18, 2022**

DOORS OPEN 7:30PM
For Members: Complimentary entrance
For Guests: AED 650 per guest
Come in with your best Bond Glamour attire for a red carpet entrance!

**NO TIME
TO DIE**



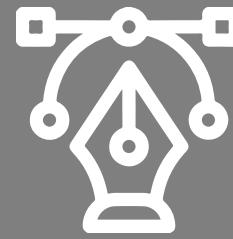
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Why Choose Us?

- Strategy-led creative thinking
- Clean, modern, and impactful design
- Consistent quality across all mediums
- Founder-driven involvement

Let's Build Your Brand

We partner with ambitious businesses to create brands that are memorable, meaningful, and built to last.



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Contact Us

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thank you