



**FAS**

**FASNOVUS**  
Branding & Creative Agency  
Company profile





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

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## 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

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## Design Idea

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

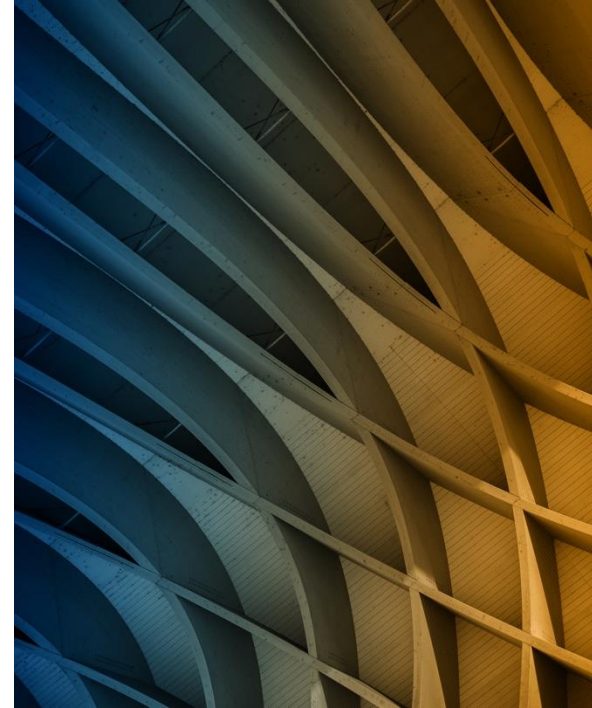
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# What we do

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

## Creative Design

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

## 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

## 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.



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# 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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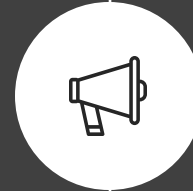
# Our Services

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.

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# 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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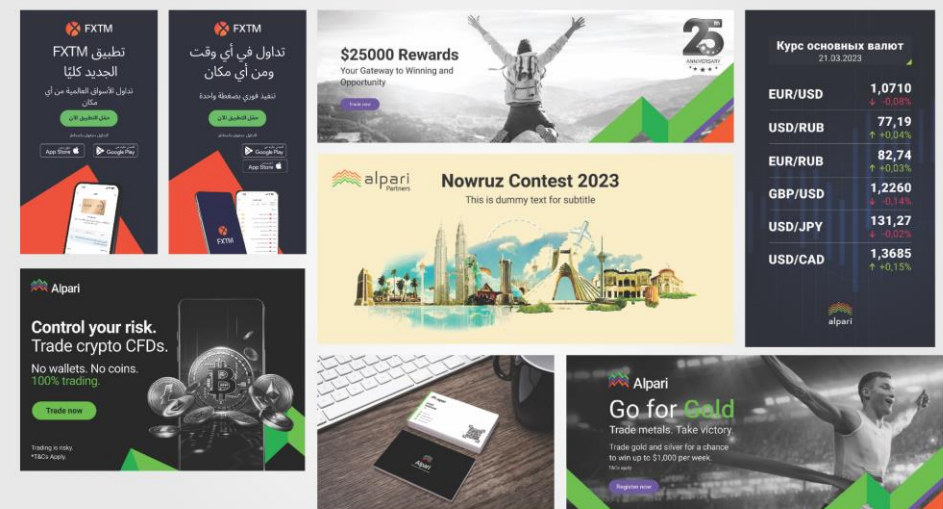
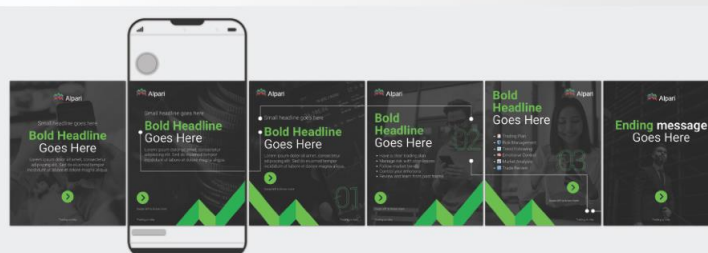
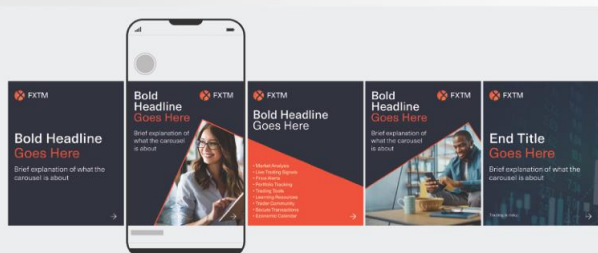
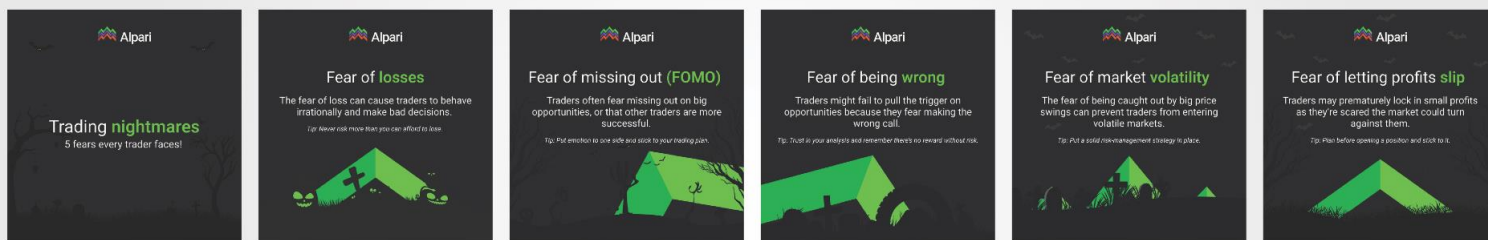
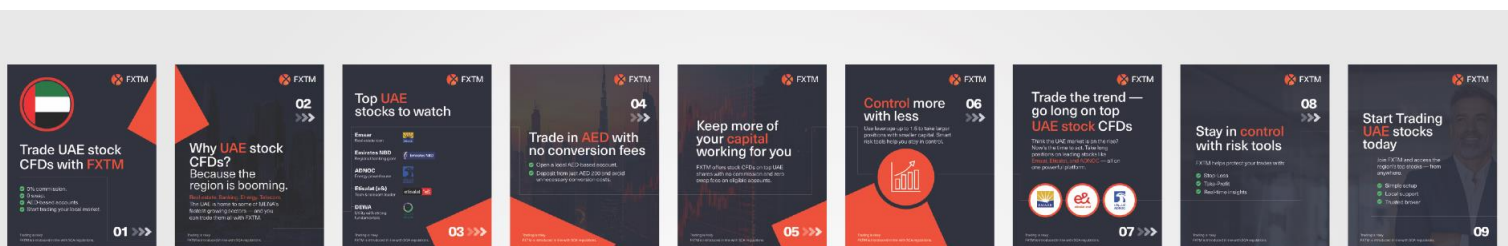


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# Some Creatives – Our Portfolio

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.







تريد با ۱ دلار

Register for our  
Festive Season Contest  
Win a share of  
**\$8,000!**

Explore CFDs on  
leading **UAE-listed**  
companies

A black and white photograph of a male swimmer in the foreground, wearing a swim cap and goggles, with his mouth open in a shout of triumph. He is surrounded by splashing water. The background is a dark, textured surface. The overall composition is dynamic and celebratory.



**Alpari**

**Go for Gold**

Trade metals. Take victory.

Trade gold and silver for a chance  
to win up to \$1,000 per week.

[Register now](#)

A promotional graphic for the Pulse trading app. The background is dark purple. At the top left is the Pulse logo, which consists of a stylized 'P' made of three colored triangles (red, green, blue) followed by the word 'PULSE' in white. Below the logo, the text 'THE FAST AND FUN WAY TO TRADE' is written in large, bold, white capital letters. Underneath this, a paragraph in white text reads: 'Experience the thrill of trading from just \$1 with Pulse.' At the bottom left, there is a yellow rounded rectangular button with the text 'TRADE NOW' in black. On the right side, a smartphone is shown at an angle, displaying the Pulse app interface. The app screen shows a green header with 'PULSE' and a balance of '\$100'. Below that is a green bar with 'Pulse Trading' and a yellow star icon. A prominent red banner across the screen says 'Upgrade to Premium!' with the subtext 'Upgrade your mind & trading portfolio'. Below the banner, there are statistics: '1.17x' and '925'. At the bottom of the screen is a line chart showing price fluctuations. The overall design is modern and energetic.

The slide is titled 'EcoBank' in the top left corner. It features a large red arrow pointing right, containing the text 'Start small, dream big' and 'EcoBank is the only bank in the world that has a green bank license'. To the right of the arrow is a man in a blue suit, smiling with his arms crossed. Below him, the text reads 'Unleash the power of your business' and 'EcoBank is the only bank in the world that has a green bank license'. At the bottom, there is a section titled 'Why choose EcoBank?' with four icons representing different services: 'EcoBank is the only bank in the world that has a green bank license', 'EcoBank is the only bank in the world that has a green bank license', 'EcoBank is the only bank in the world that has a green bank license', and 'EcoBank is the only bank in the world that has a green bank license'. Below this is a section titled 'Deposit funds your way' with three icons representing different deposit methods: 'EcoBank is the only bank in the world that has a green bank license', 'EcoBank is the only bank in the world that has a green bank license', and 'EcoBank is the only bank in the world that has a green bank license'. At the bottom, there is a section titled 'We're always ready to trade with you' with four icons representing different trading services: 'EcoBank is the only bank in the world that has a green bank license', 'EcoBank is the only bank in the world that has a green bank license', 'EcoBank is the only bank in the world that has a green bank license', and 'EcoBank is the only bank in the world that has a green bank license'. The slide is set against a background of a city street.

**End your daily to-do and**  
 1. Call your mom  
 2. Call your sister  
 3. Call your brother  
 4. Call your friend

**End your daily to-do and**  
 1. Call your mom  
 2. Call your sister  
 3. Call your brother  
 4. Call your friend

**Engage family, clients,**  
 1. Call your mom  
 2. Call your sister  
 3. Call your brother  
 4. Call your friend

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Альпари: Ваше новое  
приложение для  
трейдинга



The image shows a dark, textured background. In the center is a rounded rectangle representing a smartphone screen. On the screen is the Alpari logo, which consists of a colorful, stylized mountain or wave graphic above the word "Alpari" in white. To the right of the phone, there is a green diagonal shape.

Торгуйте на сотнях рынках одновременно

15:12 4040 7777 7777 7777 150 000

Александр

4040 7777 7777 7777

150 000

Пополнение

Списание

Списание

Списание


Списание

Платежи

Переводы

История

Главная



Быстрые пополнения,  
и ещё более быстрые  
выводы

A promotional graphic for the Pulse trading app. The background is dark purple with a grid pattern. On the left, the Pulse logo (a stylized 'V' in red and green) is followed by the word 'PULSE' in white. Below this, the text 'INTRODUCING PULSE' is written in large, bold, white capital letters. Underneath, the phrase 'Easy trading. Instant payouts.' is displayed in a smaller white font. At the bottom left, a yellow rounded rectangle contains the text 'TRADE NOW' in black. On the right side, a smartphone is shown at an angle, displaying the Pulse app interface with various charts and data. A large, colorful, abstract shape in shades of orange, red, and blue is positioned behind the phone.



**جشنواره زمستانی آبیاری**  
 ۵ هفته، ۱۰۰ برنده، ۵۰,۰۰۰ دلار جوایز نقدی  
 همین حالا معامله کنید\* و شانس خود را برای برنده شدن  
 در قرعه‌کشی‌های هفتگی بیازمایید.

\*شرایط و ضوابط اعمال می‌شود. معامله کردن با ریسک همراه است.

# 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.



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## 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.



## 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.



## 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.



## 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.

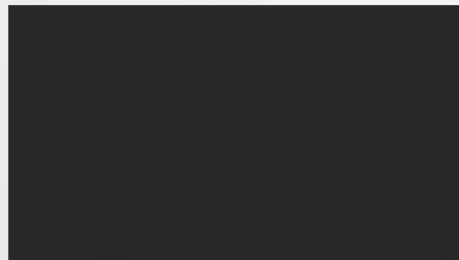


This button provides an easy option for user can check and know which coffee to order

This button allows to experience making your own coffee yourself

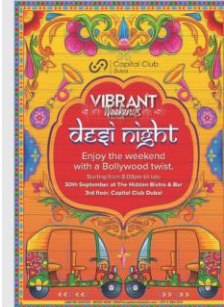
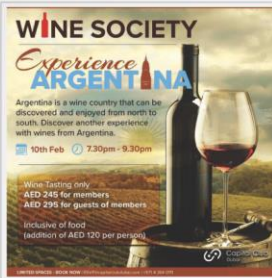
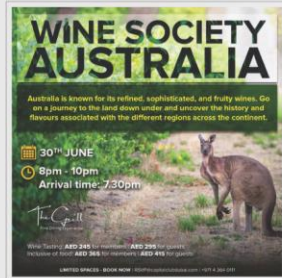
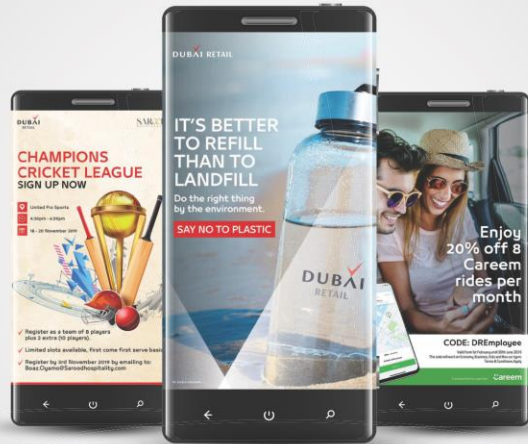
## Persona: Natasha – Coffee lover

**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





## Some Creatives – Our Portfolio





## Some Creatives – Our Portfolio





Some Creatives – Our Portfolio





## Some Creatives – Our Portfolio



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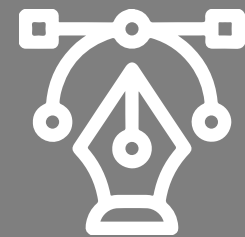
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# Why Choose Us?

- 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