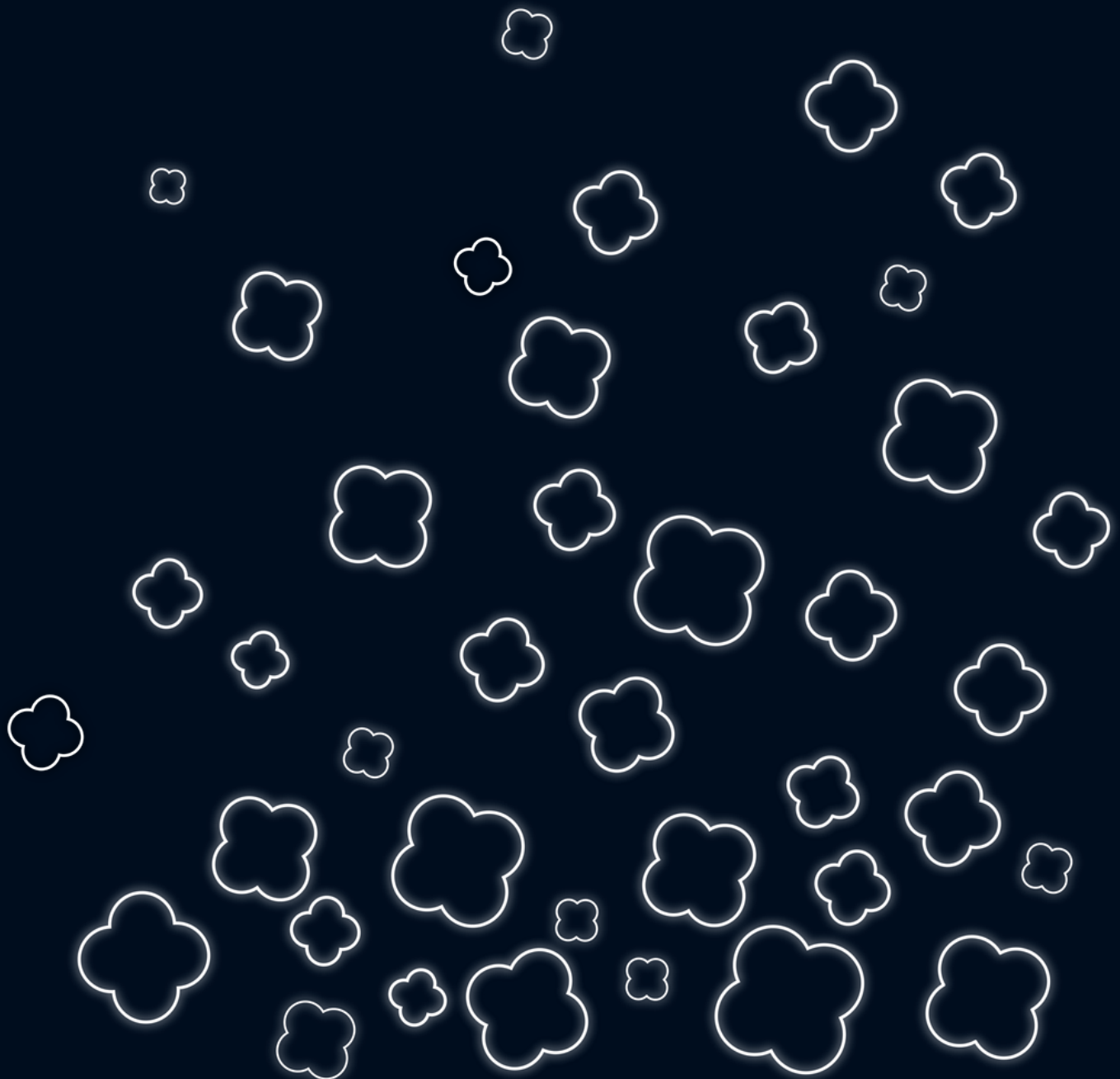


SPECTRUM

Brand & Expertise Showcase

2025



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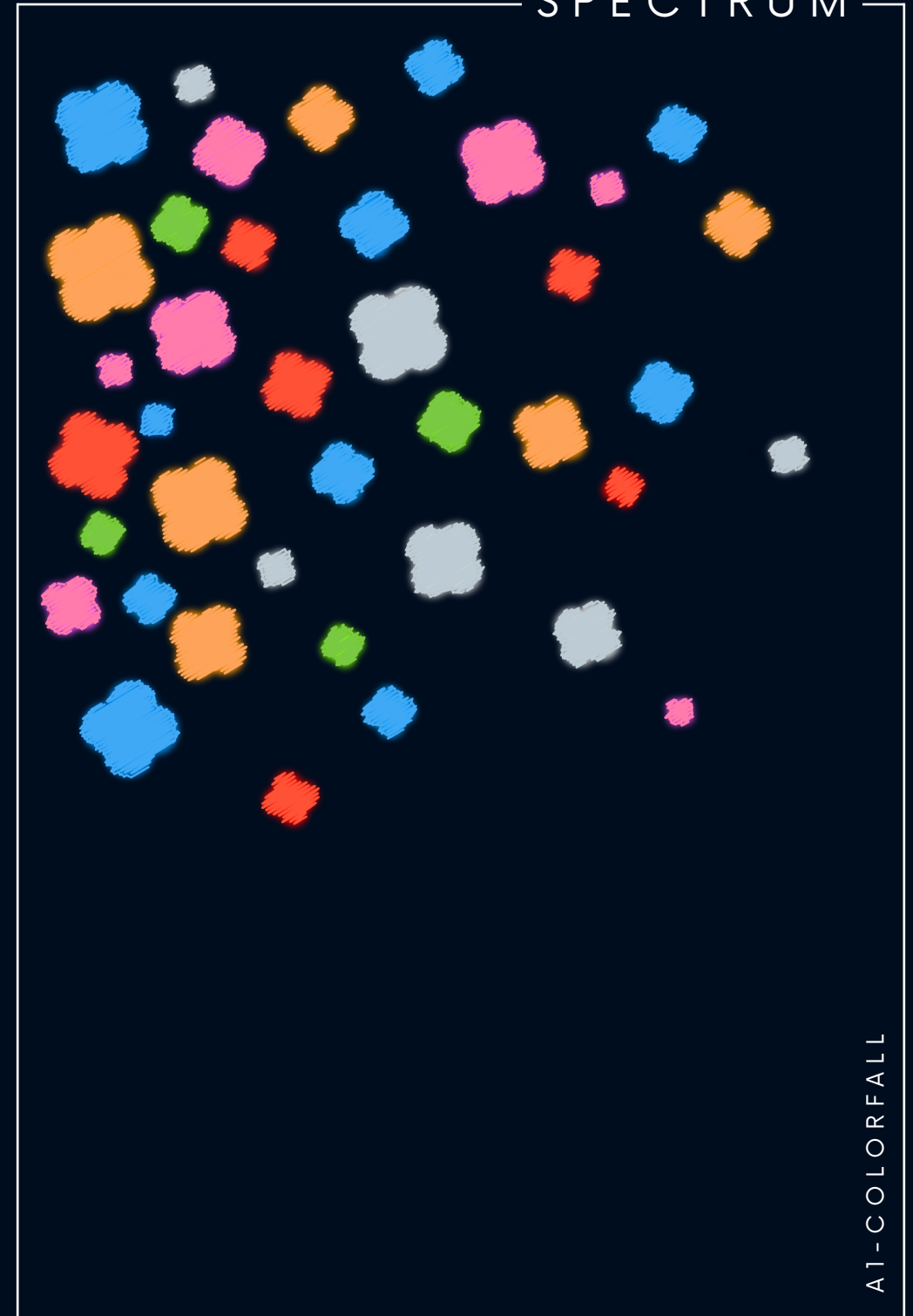
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Defining SPECTRUM



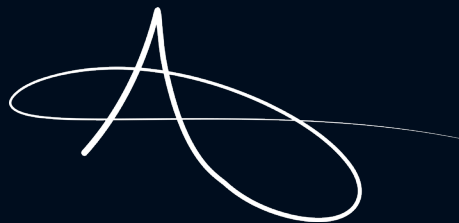
1.1 About Us

SPECTRUM is a creative brand specializing in professional graphic design, presentations, and reports for businesses.

Our focus is on delivering high-quality visual solutions that combine aesthetics with functionality, ensuring that your brand or message makes a lasting impact.



When I started SPECTRUM, my goal was simple:
to create designs that not only look great but also solve real business challenges.
Whether you're a startup, student, or corporate professional,
I'm here to bring your ideas to life and ensure your brand stands out.
Let's work together to make your vision a reality!



Adrien Darbes —
Founder, SPECTRUM



1.2 Mission & Vision

MISSION

At S P E C T R U M, our mission is to empower businesses by providing exceptional design solutions that communicate their vision with clarity and impact. We believe that great design bridges the gap between ideas and audiences, and we are committed to creating visuals that enhance brand identity, convey professionalism, and inspire confidence.

VISION

We aspire to become a trusted partner for businesses and individuals worldwide, recognized for our ability to merge creative ingenuity with strategic insight.

Our vision is to redefine how design supports success—whether through branding, impactful presentations, or meticulously crafted reports.

By combining aesthetics with functionality, we aim to leave a lasting imprint on every project we undertake, helping our clients achieve their goals.



1.3 Core Values

CREATIVITY

At S P E C T R U M, we create designs that reflect your individuality, helping you stand out in the business world. Every project is tailored to showcase your unique identity and vision.

EXCELLENCE

Attention to detail is our hallmark. We are dedicated to maintaining the highest standards of quality in every aspect of our work, from concept development to final delivery.

CLIENT - FOCUS

Your success is our priority. Through collaboration and open communication, we deliver designs that align with your objectives and exceed expectations.

1.4 Color Palette - Brand Colors

At S P E C T R U M, our palette isn't just a set of colors—it's a reflection of who we are. Like a spectrum, we embody endless possibilities, adapting to any vision, challenge, or idea. Each color represents a unique strength, and together, they symbolize our ability to be anything our clients need us to be.

Name	HEX	Description
BLACK PEARL	#000D1E	Represents sophistication, reliability, and professionalism. Black Pearl is the foundation of our palette, reflecting the strength and stability we bring to every project.
BUTTERFLY BLUE	#3FA9F5	Symbolizes innovation, energy, and clarity. Butterfly Blue reflects our forward-thinking approach and the freshness we bring to each design.
MANTIS GREEN	#7AC943	Represents growth, harmony, and success. Mantis Green captures our mission to foster progress and help clients thrive in competitive markets.
ATOMIC TANGERINE	#FEA45A	A vibrant color that symbolizes enthusiasm and creativity. Atomic Tangerine reflects our dynamic energy and passion for delivering designs that stand out.
SUNSET ORANGE	#FF5135	Represents boldness, confidence, and action. Sunset Orange is a call to action, inspiring decisive steps and impactful results.
RASPBERRY GLAZE	#FF7BAC	Represents modernity, creativity, and approachability. Raspberry Glaze brings personality and charm, ensuring every design feels unique and client-focused.
JUNGLE MIST	#BDCCD4	Reflects balance, neutrality, and elegance. Jungle Mist provides a calming contrast, enhancing the vibrancy of other colors while maintaining visual harmony.



1.4 Color Palette - Gradients

At S P E C T R U M, our gradients are more than color transitions—they represent who we are. Like a true spectrum, they embody adaptability, evolving from bold depths to vibrant light. Each gradient reflects creativity, strength, and growth, telling a story and evoking emotion.

Name	HEX	Name	HEX
M I D N I G H T F A D E	#000D1E #FFFFFF	S T A R L I G H T A B Y S S	#000D1E #010882
S K Y L I N E D R I F T	#3FA9F5 #FFFFFF	N O C T U R N A L W A V E	#000D1E #3FA9F5
V E R D A N T G L O W	#7AC943 #FFFFFF	F O R E S T D U S K	#000D1E #7AC943
C I T R U S H O R I Z O N	#FEA45A #FFFFFF	T A N G E R I N E F A D E	#000D1E #FEA45A
S O L A R F L A R E	#FF5135 #FFFFFF	R U B Y S H A D O W	#000D1E #FF5135
P I N K R E V E R I E	#FF7BAC #FFFFFF	T W I L I G H T R O S E	#000D1E #FF7BAC
E T H E R I A L M I S T	#BDCCD4 #FFFFFF	C E L E S T I A L V E I L	#000D1E #BDCCD4

1.5 The Logo

At S P E C T R U M, our gradients are more than color transitions—they represent who we are. Like a true spectrum, they embody adaptability, evolving from bold depths to vibrant light. Each gradient reflects creativity, strength, and growth, telling a story and evoking emotion.



THE DESIGN

1. Transparency

The semi-transparent design allows the logo to take on the background's color or texture, symbolizing infinite potential and the ability to adapt seamlessly.

2. Colors

When filled with gradients or vibrant hues, the logo demonstrates the diversity and creativity that defines our brand.

3. Cloudmark

The clean, minimalist design of the Cloudmark ensures a modern and timeless aesthetic that seamlessly complements any context or medium.

WHY IT MATTERS

Our logo is more than a symbol; it's a statement of who we are.

The ability to adapt across different styles and designs mirrors our approach to every project: personalized, impactful, and client-focused.

Whether in full color, monochrome, or gradient, the S P E C T R U M logo embodies the essence of endless creativity.



SPECTRUM

A2-CHROMA CHESS



Services

2.1 - GRAPHIC DESIGN

1. Logo Design

Crafting memorable logos that reflect your brand identity and set you apart.

2. Custom Illustrations

Unique designs for marketing campaigns, websites, social media, and branding.

2.2 - PRESENTATIONS & REPORTS

1. PowerPoint Presentations

Custom templates and slides that communicate ideas with clarity and impact.

2. Report Formatting

Polished, professional reports with consistent formatting and attention to detail.

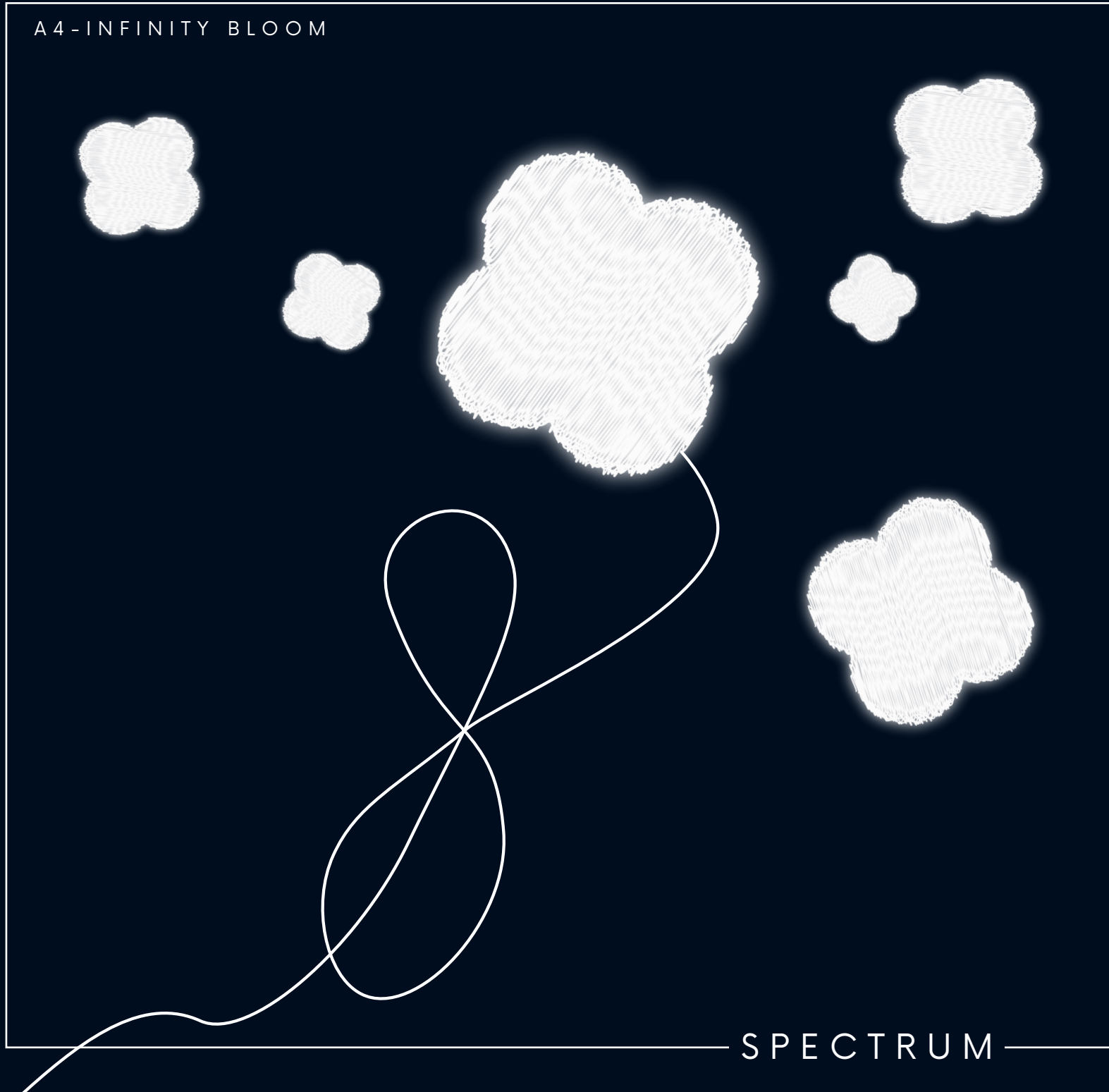
2.3 - CONSULTING

Have a unique project in mind?

At S P E C T R U M, we excel in turning ambitious ideas into reality. Whether it's a bold branding campaign, specialized graphics, or a project that doesn't fit the mold, we thrive on crafting creative, custom solutions tailored to your exact needs. Share your vision, and let us collaborate to bring it to life with expertise and innovation.

SPECTRUM

A4-INFINITY BLOOM



SPECTRUM

Creative Process

3.1 Workflow

3.2 Client Satisfaction

3.3 Feedback & Revision

3.1 Workflow

SPECTRUM

At SPECTRUM, we follow a structured yet flexible workflow to ensure every project is handled with precision and creativity. Here's how we bring your ideas to life:

1. Discovery Phase

- We start by understanding your goals, preferences, and the purpose of the design.
- Through consultations, we gather detailed insights into your brand, audience, and vision.

2. Concept Development

- Initial drafts and ideas are created based on the information gathered during the discovery phase.
- These concepts focus on style, layout, and design direction, ensuring alignment with your objectives.

3. Feedback & Revisions

- Your feedback is crucial to refining the design.
- We offer multiple rounds of revisions to ensure the final product exceeds your expectations.

4. Final Delivery

- Once the design is perfected, we provide high-quality deliverables in multiple formats (PNG, JPEG, AI, PDF, etc.), ready for use across various platforms.

3.2 Client Satisfaction

At S P E C T R U M, client satisfaction is our highest priority. Our process is built around:

1. Active Listening

We take the time to fully understand your needs and ensure they are reflected in the design.

2. Flexibility

No matter how many revisions are required, we work until you are completely satisfied.

3. Professionalism

Timely updates, clear communication, and on-time delivery are guaranteed for every project.

3.3 Feedback & Revisions

1. Interactive Feedback

- During the revision phase, we provide clear options and visuals for you to review.
- Feedback is integrated quickly, ensuring minimal delays.

2. Transparent Revision Policy

- We offer unlimited revisions for all packages to ensure satisfaction.
- This ensures that even the smallest details are perfected to your liking.

3. Ongoing Communication

You'll always know where your project stands, with regular updates and open lines of communication throughout the process.



Expertise

At S P E C T R U M, our gradients are more than color transitions—they represent who we are. Like a true spectrum, they embody adaptability, evolving from bold depths to vibrant light. Each gradient reflects creativity, strength, and growth, telling a story and evoking emotion.

Adobe Suite



Microsoft Office



A5-NEON SKIES



Let's work together



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SPECTRUM

