



BRAND PRESENTATION
Ideation and Conceptualization

The background is a collage of three distinct images. The left image shows a large, textured bag made of orange and green crocheted yarn. The middle image features aloe vera plants and two glass perfume bottles on a sandy surface. The right image depicts a red high-heeled shoe filled with dried baby's breath flowers, with a tag that reads 'FOR MOM' and a wrapped gift box partially visible.

elom

Beauty

With Style

Project

Brand and Visual Collateral

Year

2025

Year

2025

Company

Cruxage Solutions Ltd.

Industry

Product and Ecommerce

Location

Nigeria

SBM

is committed to becoming one of the worlds largest brands for quality handmade products. Our mission is to meet our customers, needs by crafting exceptional handmade items that seamlessly blend functionality with style. Every piece we create reflects our dedication to quality, craftsmanship, and timeless design.

Vision Statement

To be one of the largest brands for quality handmade products in the world

Mission Statement

To satisfy customers needs by producing quality handmade products that address functionality with style

Bold

Confident

Swift

Vibrant

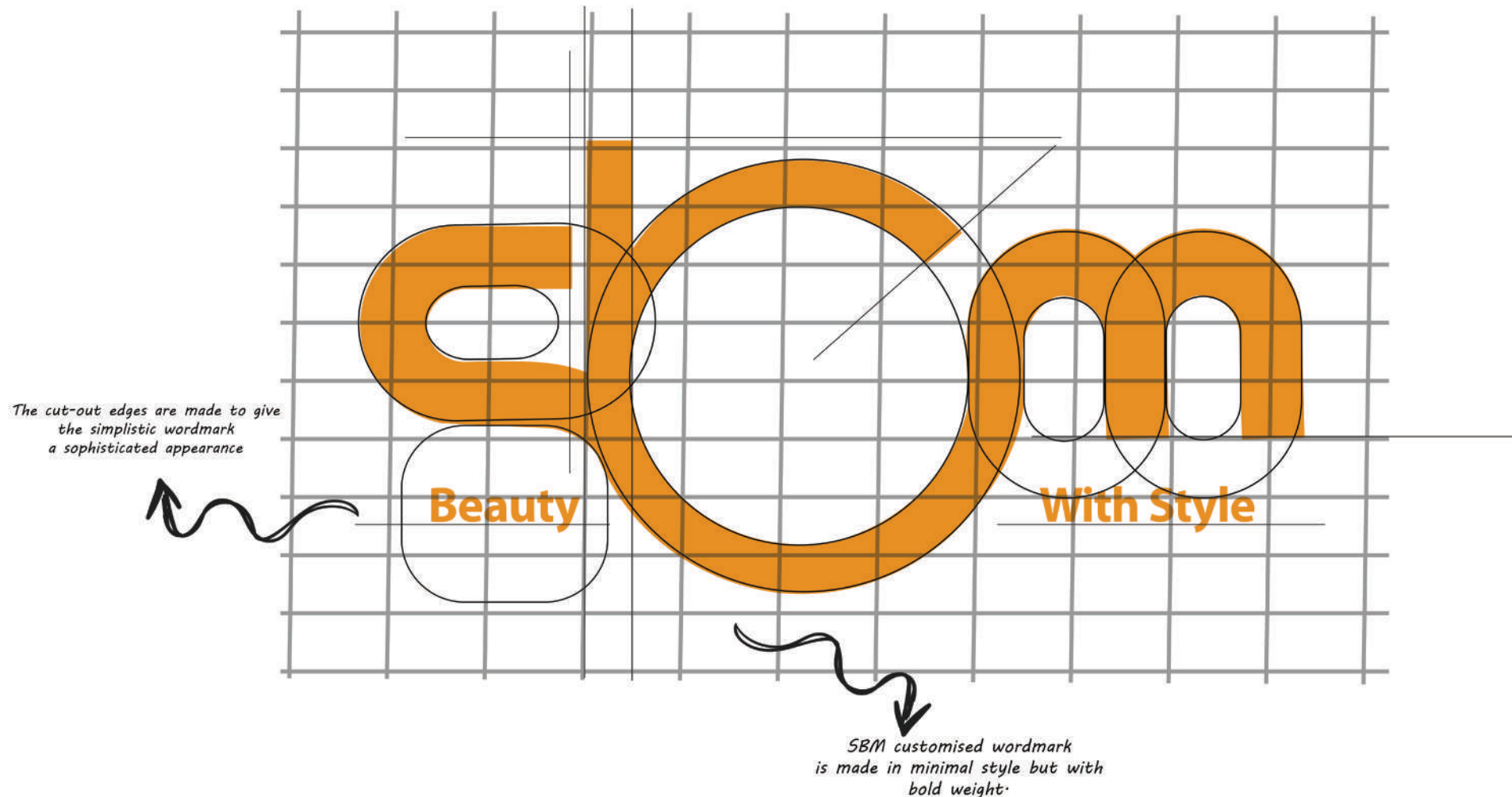
Young

MOODBOARD



Brand Logo Conceptualization

SBM is drawn simplistically from a bold stand point to quickly reflect quality, elegance and style. The lettermark combines a rounded-curved edges as positive spacing on the lettermark to indicate handmade and swiftness





PRIMARY FONT: ARTICULAT CF FAMILY

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

123456789

GOLD DROP ORANGE
#E88F00

PRIMARY FONT: ARTICULAT CF FAMILY

DARK NAVY BLUE
#00032E

SOFT PEACH
#EFEEEC

PRIMARY FONT: ARTICULAT CF FAMILY





BACK



Thard is an official documentation
of SBM Group and relates only to the
identity of the person described,
it is therefore not transferable

Loss must be reported
immediately

If found, kindly call
07013280123







EXCLUSIVE DISCOUNT



Get free shipping on your first order
limited time only



SHOP
NOW!

&

Get 15% off
your first order!



EXCLUSIVE DISCOUNT



Get free shipping on your first order
limited time only



SHOP
NOW!

&

Get 15% off
your first order!

Free handmade keychain
with your bag or shoe purchase!
Inclusive



Only on SBM



EXCLUSIVE DISCOUNT



Get free shipping on your first order
limited time only



SHOP
NOW!

&

Get 15% off
your first order!

Free handmade keychain
with your bag or shoe purchase!
Inclusive





THANK YOU FOR YOUR
PATRONAGE

Surulere, Lagos Nigeria

CONTACT US TODAY;

Instagram: sbmdesigns_ Email: handmadebysbm@gmail.com

WhatsApp: +2347013280123



THANK YOU FOR YOUR
PATRONAGE

Surulere, Lagos Nigeria

CONTACT US TODAY;

Instagram: sbmdesigns_ Email: handmadebysbm@gmail.com

WhatsApp: +2347013280123



**EXCLUSIVE
DISCOUNT**

Get free shipping on your first order
limited time only

SHOP
NOW!

& Get 15% off
your first order!

Free handmade keychain
with your bag or shoe purchase!
Inclusive



Public Notice!

We Have
Rebranded



07013280123

handmadebysbm@gmail.com

sbmdesigns_

MOCKUP AND APPLICATION





Thank You

    @Cruxage | info@cruxage.com | +234 905 922 9547