

Our Capabilities



VUPRA PRINCIPLE 01

Branding is not decoration. It is positioning.

It shapes what people notice, what they trust, and what they remember. We build brands with strategy, clarity, and creative systems designed to hold their meaning as they grow.



About Us

The studio behind the perception



OUR STORY

Vupra Studio is the evolution of Quincy's Design.

We began as a design practice focused on making brands look better. Over time, the work moved upstream—toward strategy, clarity, and the systems that shape how a business is understood. Today, Vupra Studio is a brand perception and identity studio for ambitious founders and growing businesses ready to move beyond generic design.

The shift was simple: from making visuals to engineering perception.



Three lenses guide every decision.

VISION. PERCEPTION. AURA.

Vision

See the opportunity clearly. We study the market, audience, and ambition to identify what the brand must stand for.

Perception

Shape how the brand is understood. We translate strategy into signals people can recognise, trust, and remember.

Aura

Build a presence people can feel. We create a cohesive system with the confidence and consistency to own its space.

Together, they turn strategy into a brand people can see, understand, and feel.



Built for brands at an inflection point.

WHO WE WORK WITH

01

Ambitious founders

Starting with intent and ready to build credibility from day one.

02

Startups entering the market

Preparing to launch, reposition, raise, or compete with greater clarity.

03

Growing businesses

Outgrowing DIY design and needing a system their team can scale.

If the business has evolved
but the brand has not,
that's where we come in.

Launch · Reposition · Rebrand · Scale



What we do

Capabilities designed to work as one system.



One system. Four connected capabilities.

Each capability can stand alone.
Together, they make the brand
more coherent.

01	Brand Strategy	DEFINE	Positioning, audience, differentiation, personality, messaging.
02	Brand Identity	DISTINGUISH	Logo, type, colour, imagery, graphic systems, guidelines.
03	Digital Experience	EXPERIENCE	UI/UX, responsive websites, prototypes, digital assets.
04	Motion & Rollout	EXTEND	Animation, launch assets, campaigns, presentations, ongoing support.



CORE CAPABILITY

Brand Strategy

Clarity before creativity.

We uncover what the brand must mean, who it must matter to, and why it deserves a distinct place in the market.

01 Discovery and stakeholder alignment

02 Market, audience and competitor research

03 Positioning and differentiation

04 Purpose, mission, vision and values

05 Brand personality, archetype and tone

06 Messaging foundations and brand architecture

OUTPUT **A strategic direction that gives every creative decision a reason.**



Brand Identity

A system people can recognise and teams can use.

We turn the strategy into a coherent visual language with enough distinction to be remembered and enough structure to stay consistent.

- 01 Logo and visual identity system
- 02 Colour and typography
- 03 Art direction and imagery
- 04 Graphic elements and patterns
- 05 Iconography and brand assets
- 06 Brand guidelines and launch-ready files



CORE CAPABILITY

Digital Experience

Turn the brand into a clear digital experience.

We design websites and interfaces that express the brand while making the journey intuitive, responsive, and easy to act on.

- 01 **Information architecture**
Structure that makes the experience easy to understand.
- 02 **Wireframes and UX flows**
Early decisions before visual polish.
- 03 **Responsive interface design**
Brand-led UI across desktop and mobile.
- 04 **High-fidelity prototypes**
A clear view of the intended experience.
- 05 **Handoff and implementation support**
Guidance for confident rollout where required.

Website implementation can be added where the project requires it.



Keep the system alive after launch.

Branding creates the system.
Ongoing support keeps it consistent,
relevant, and in motion.

Motion & launch

- 01 Logo animation and motion language
- 02 Launch and introductory videos
- 03 Social and campaign motion
- 04 Presentation and pitch-deck design
- 05 Digital launch assets

Ongoing creative support

- 01 Social media design
- 02 Digital marketing graphics
- 03 Print and event materials
- 04 Campaign extensions
- 05 Website visual assets



How we work

Clear stages. Shared decisions. No mystery.



Clarity is built before the first concept.

DISCOVER — DEFINE — DIRECT

01

Discover

We review the brief, listen closely, and align on objectives, audience, context, ambition, and what success must look like.

02

Define

We research the market, customers, and competitors, then clarify the positioning and strategic decisions the brand must own.

03

Direct

We create moodboards and visual territories to align on colour, type, imagery, texture, and tone before identity concepts begin.

Each phase closes with alignment before the next begins.



The system takes shape through focused refinement.

DESIGN — REFINE — DELIVER

04

Design

We develop identity concepts and build the chosen direction into a coherent, usable brand system. The number of concepts follows the agreed scope.

05

Refine

We review feedback, sharpen the details, test the system across real touchpoints, and resolve the work with precision.

06

Deliver

We prepare the approved assets in the required formats, complete the guidelines, and support onboarding or implementation where needed.

Approved assets. Practical guidelines. A clear path into rollout.



What working with Vupra feels like.

A strong brand is not a single reveal. It is a sequence of clear decisions.

01

Clarity at every stage

Decisions are grounded in the strategy, not personal preference alone.

02

Collaboration without chaos

Structured feedback, defined checkpoints, and one clear path forward.

03

Precision through refinement

The system is tested across real touchpoints before final delivery.

04

A brand built to move

Guidelines, files, and rollout support help the work stay consistent after launch.



Service Pricing

Clarity in Pricing. Confidence in Results.



CORE SERVICE PRICING

\$8,000

Full Brand Identity Design

For brands ready to build a complete, strategic identity from the ground up.

A complete, cohesive brand identity system built to communicate your brand with clarity and consistency across every touchpoint. You'll leave with a distinctive visual language, practical brand assets, and clear guidelines designed to support confident implementation and long-term growth.

- 01 Discovery Call
- 02 Brand Strategy
- 03 3 moodboard directions
- 04 Identity design (3 concepts)
- 05 Color palette and typography system
- 06 Stationery set
- 07 Brand guidelines (Full brand book)
- 08 Logo animation & Introductory Motion Video

DURATION **Within 2 Months**



CORE SERVICE PRICING

\$5,000

Visual Identity Design

For brands with a clear strategy and direction, ready to translate that foundation into a distinctive, cohesive visual identity.

A distinctive and cohesive visual identity system that brings your brand to life across every touchpoint complete with essential brand assets and clear guidelines for consistent application.

- 01 Discovery Call
- 02 3 moodboard directions
- 03 Identity design (3 concepts)
- 04 Color palette and typography system
- 05 Stationery set
- 06 Brand guidelines
- 07 Logo animation

DURATION **Within 1 Month**



CORE SERVICE PRICING

\$2,000

Logo Design

Best for early-stage businesses that need a solid starting point.

A distinctive, versatile logo system designed to represent your brand with clarity and impact, delivered in essential formats for consistent use across digital and print.

01

Discovery Call

02

2 moodboard directions

03

Identity design (2 concepts)

04

Brand color palette

05

Logo style guide

DURATION **Within 2 Weeks**



CORE SERVICE PRICING

\$5,000

Web/App Design

For brands ready to translate their identity into an intuitive, engaging digital experience across web or mobile.

A user-centred, brand-aligned UI/UX system with thoughtfully designed screens, responsive layouts, and interactive prototypes ready for development.

- 01 Discovery & UX Strategy
- 02 Sitemap & User Flow
- 03 Wireframes
- 04 UI Design
- 05 Responsive Screens
- 06 UI components & Design System
- 07 Interactive Prototype
- 08 Developer Handoff

DURATION **Within 1 Month**



Add-ons & Rates

Optional services designed to extend your project beyond the core scope, giving you the flexibility to add extra support, assets, or capabilities where needed.

01	Landing Page Design (no development)	\$1,000+
02	Landing Page Design & Development	\$3,000+
03	Merchandise Design	\$1,000 - \$3,000
04	Presentation Template (10-15 Pages)	\$1,500 - \$2,500
05	Social Media Branding Kit	\$2,000 - \$3,000
06	Illustration & Iconography	\$2,000 - \$5,000
07	Product Packaging Design	\$1,500 - \$3,000



Client Reviews

Trusted by Brands We've Helped Elevate



Experiences From Brands We’ve Partnered With.

Grace O.

Co-Founder, Inkluide

“Working with you on my brand identity was a fantastic experience. You took the time to understand our vision and transformed it into a brand that truly reflects who we are and what we want to communicate. Your creativity, professionalism, and attention to detail made the entire process smooth and enjoyable. I’m genuinely happy with the result and would highly recommend your services to anyone looking to build a strong and authentic brand identity. Thank you for bringing my vision to life!”

Hawau Jimoh

Founder, Reticence

“It was a pleasure working with Vupra Studio. They understood my vision, communicated clearly throughout the project, and delivered a brand identity that exceeded my expectations. Their creativity, professionalism, and attention to detail made the entire process seamless. I would happily recommend them to anyone looking for quality branding services.”

Ojumu Isaac I.

GIS Innovator, Spatial Height Technologies

“Working with Vupra Studios was a seamless experience. From the first conversation to the final delivery, everything was handled with clarity, professionalism, and attention to detail. They truly understood my vision and transformed it into a brand identity that exceeded my expectations. I couldn't be happier with the result.”



Brand worlds we've shaped

Across fashion, FMCG, construction and technology.



CONSTRUCTION

Kayton Construction

Solid foundations, expressed
with modern architectural
authority.

SCOPE **Visual Identity System**

The Problem

The construction industry is highly competitive, with many brands relying on generic visual identities that fail to communicate their expertise, reliability, and quality of workmanship. Kaython Construction needed a visual identity that would differentiate the brand, communicate its British heritage and modern capabilities, and establish trust among clients seeking premium construction services.

The response

We developed a visual identity rooted in the strength and familiarity of Britain's iconic red brick, combined with the sophistication of modern architectural design. The three-dimensional logo symbolises structural integrity, innovation, and precision, while subtly incorporating the letter "K" to create a distinctive and memorable brand mark. The result is a timeless identity that positions Kaython Construction as a trusted, forward-thinking construction company built on strong foundations and committed to excellence.



Kaython
Construction





Concept Direction

The logo concept draws inspiration from one of Britain's most iconic construction materials; **The Red Brick**, symbolising strength, durability, and solid foundations. It is thoughtfully combined with the modern sophistication of contemporary architecture and high-rise structures, reflecting Kaython Construction's commitment to innovation and excellence.

The three-dimensional form of the logo represents structural integrity, architectural precision, and the company's forward-thinking approach to construction. From its front-facing perspective, the design subtly incorporates the letter "K," creating a distinctive connection to the Kaython brand while reinforcing its identity as a trusted and modern construction company.





Kaython
Construction





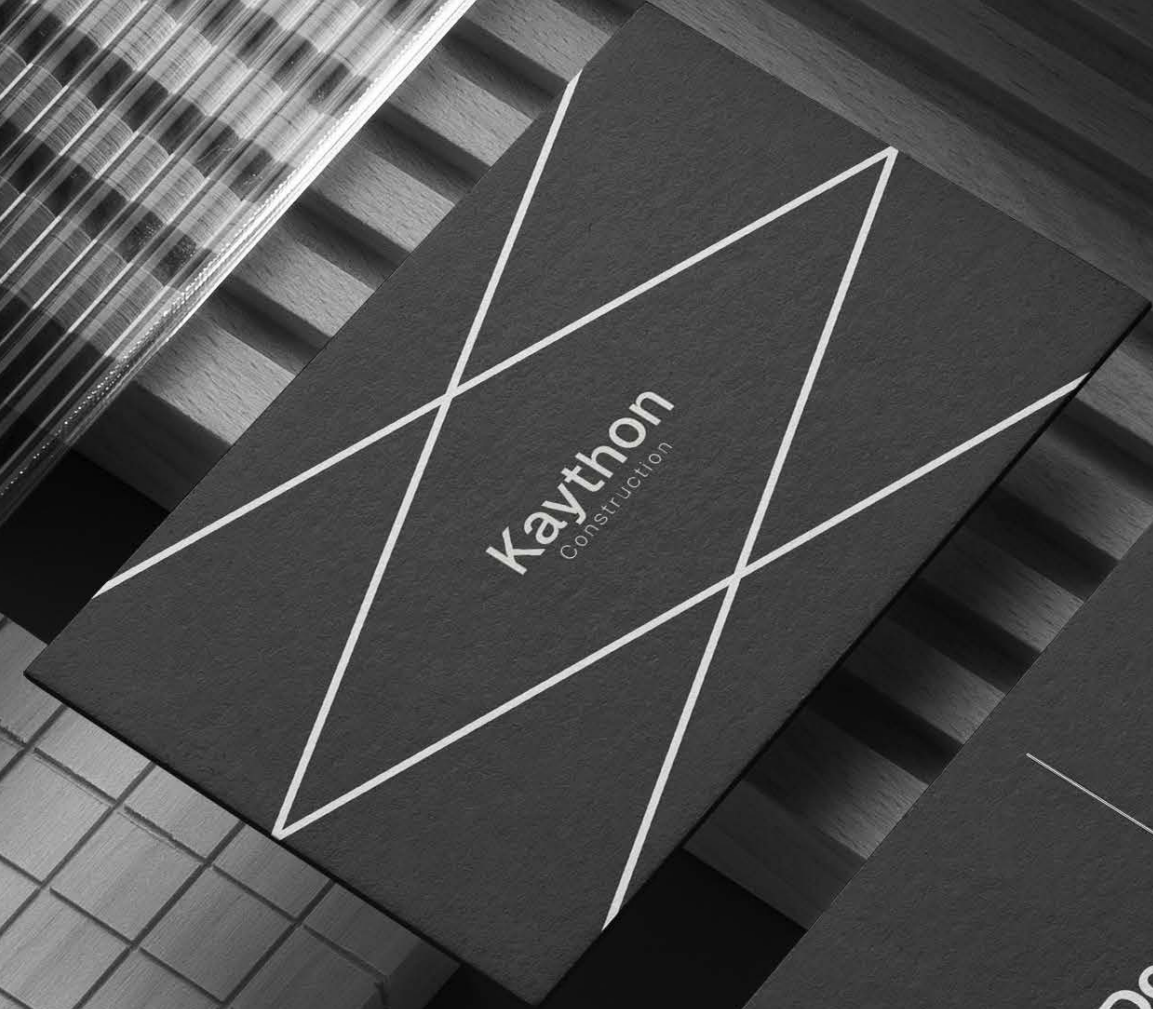
Dear John,

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Sincerely,
The Communication team,
Kaython Construction.

www.kaythonconstruction.co.uk
info@kaythonconstruction.co.uk
+44 703 200 0000





Step Inside

Excellence Is Under Construction



MODEST FASHION

Reticence

A contemporary modest fashion brand rooted in the values of grace, dignity, and intentionality

SCOPE **Visual Identity System**

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Why the name Reticence?

We searched for a name that wasn’t trendy, but true. Something quiet, intentional, and full of depth. A name that felt like stillness in motion.

~~Modest Nana~~ ~~Modestly~~ ~~Treasure~~

~~Modest Hawa~~ ~~Abike’s Silhouettes~~

Then we found it:

Reticence

A word that speaks of elegance, grace, and the kind of strength that whispers.

We chose Reticence because modesty isn’t silence; it’s intention, purpose, and quiet confidence.

This is who we are.

To be reticent is to hold power without
needing to display it.
To express beauty in restraint.
To let presence speak louder than
words.





Reticent White
#F8F5F0
RGB (248, 245, 240)
CMYK (0, 1, 3, 3)

Reticent Black
#1C1C1C
RGB (28, 28, 28)
CMYK (0, 0, 0, 89)

Outer Space
#484A4B
RGB (72, 74, 75)
CMYK (4, 1, 0, 71)



Reticence™
New collections.

ReticenceTM

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Sincerely,

Reticence Sales Team

+234 706 424 7022
contact@reticence.com
www.reticence.com



Refined. Reserved. Radiant.



Quietly powerful.
Elegantly *Modest.*



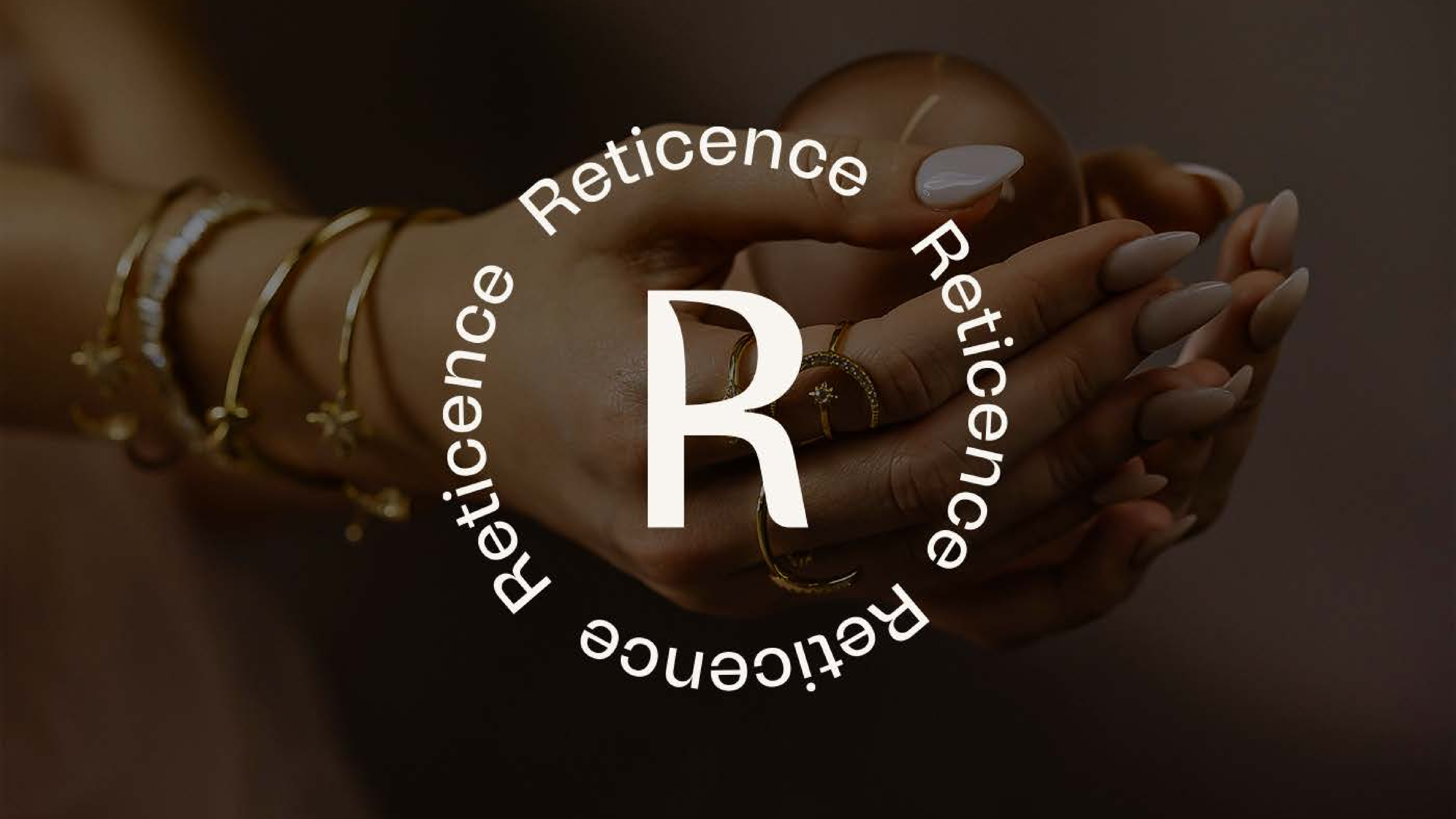
ReticenceTM



Reticence™

Elegance that doesn't need to speak.





Reticence

R

Reticence

Reticence

Reticence



FMCG

Bubble Industries Limited

A cleaner, livelier identity for a beverage brand in a crowded market

The Problem

Nigeria's beverage market is highly competitive, with established brands dominating through extensive distribution and strong brand recognition. Many brands rely on similar visual identities and messaging, making it difficult for new entrants to stand out, build trust, and create lasting emotional connections with consumers.

The response

Bubble Industries Ltd is positioned as a bold, youthful, and culturally connected refreshment brand with a distinctive visual and verbal identity. By combining vibrant branding, approachable messaging, and a modern design system, Bubble is equipped to differentiate itself, build strong consumer recognition, and establish meaningful connections in the Nigerian FMCG market.

SCOPE **Strategy / Brand Identity System**

A large, modern glass building with a dark frame. A large, rectangular sign is mounted on the facade. The sign has a dark, textured background with horizontal lines. The text 'Bubble Industries Ltd' is displayed in white, 3D-style lettering. The word 'Bubble' is in a large, rounded, sans-serif font, with a small circle above the 'B'. The words 'Industries Ltd' are in a smaller, sans-serif font below 'Bubble'. The building's glass reflects the sky and clouds.

Bubble
Industries Ltd

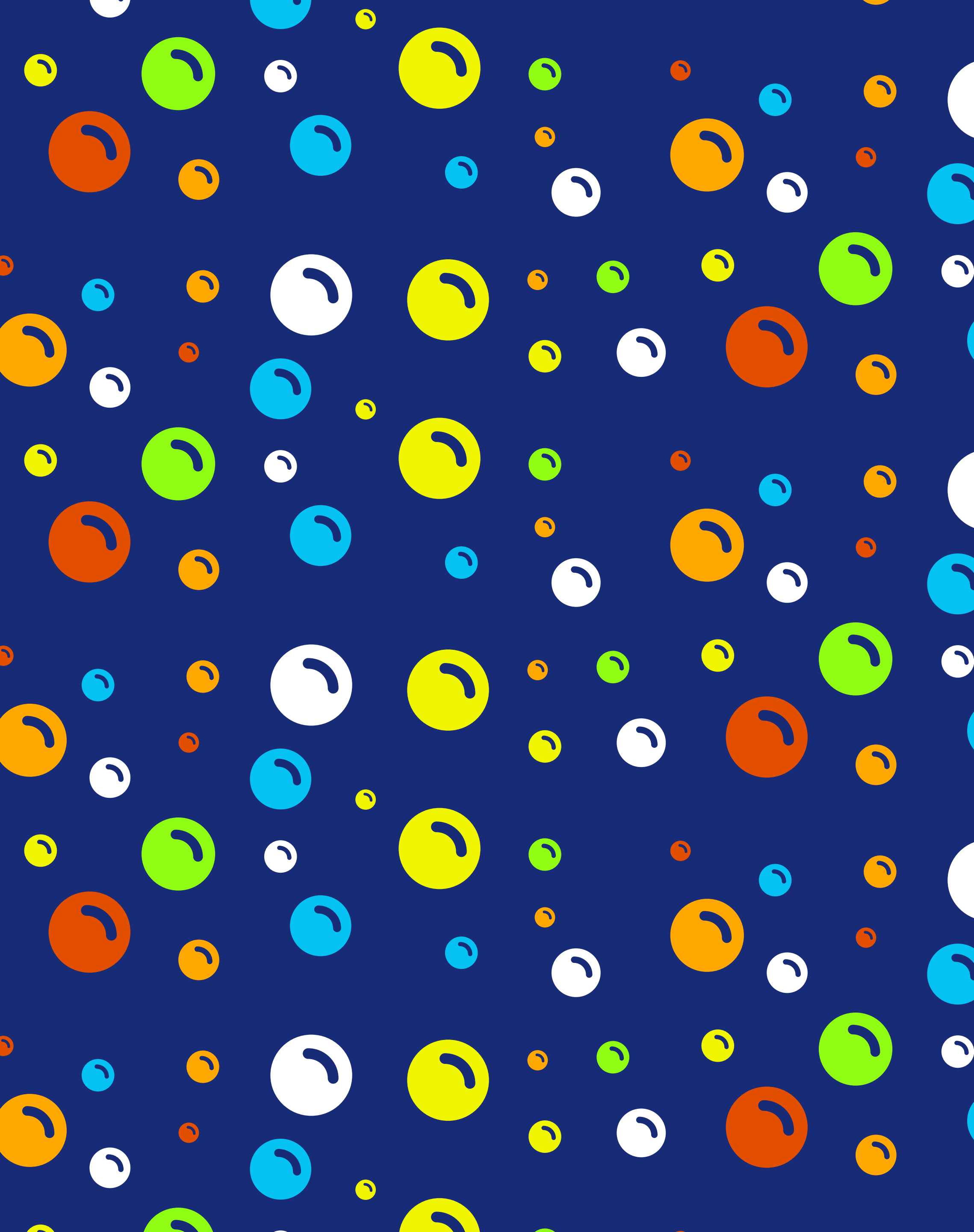


Bubble

*Refresh
Your
Vibe.*

www.bubble.com

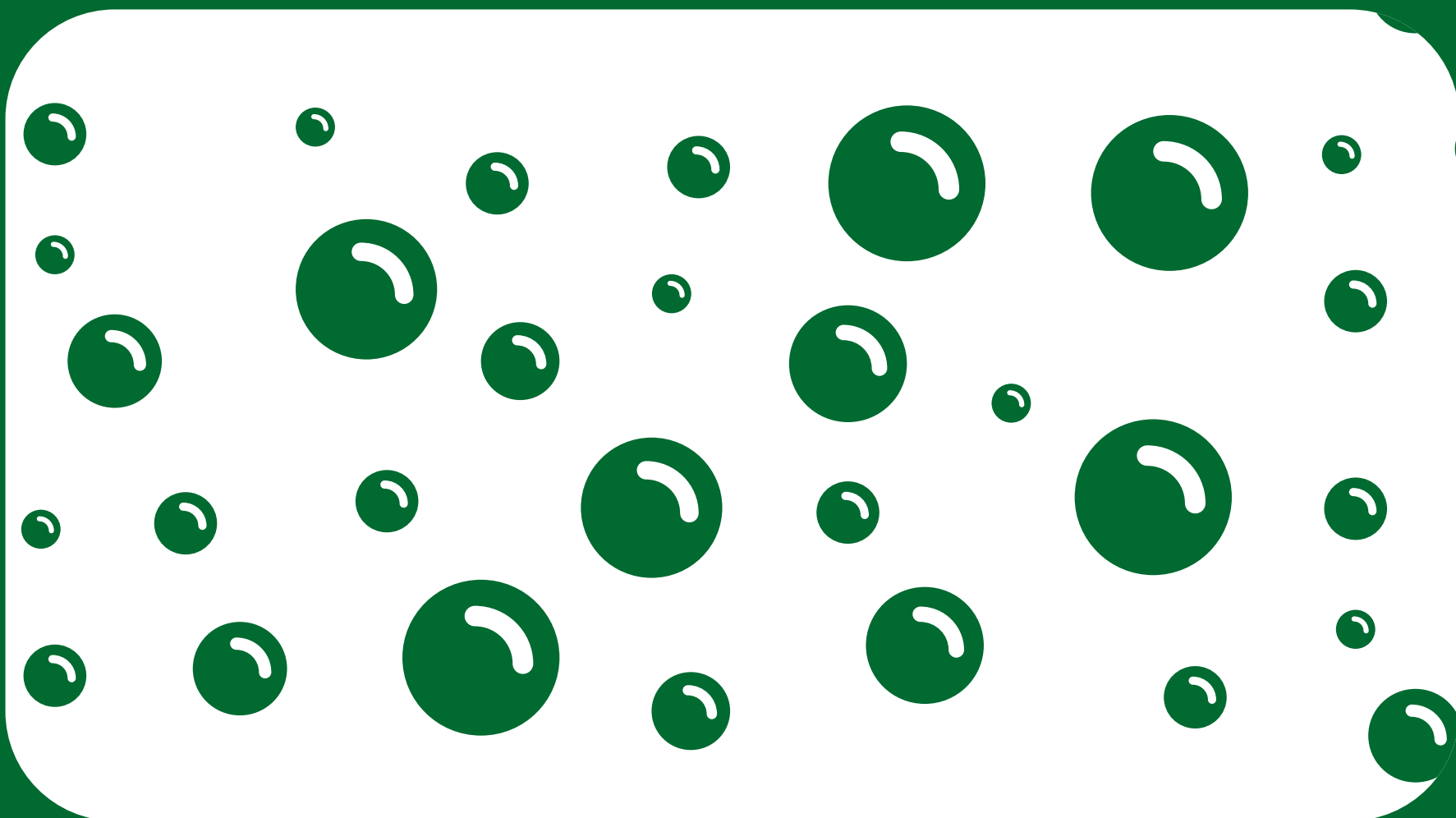




Bubble



A brand that blends enjoyment, identity, affordability, and aspiration into everyday refreshment.



Bubble

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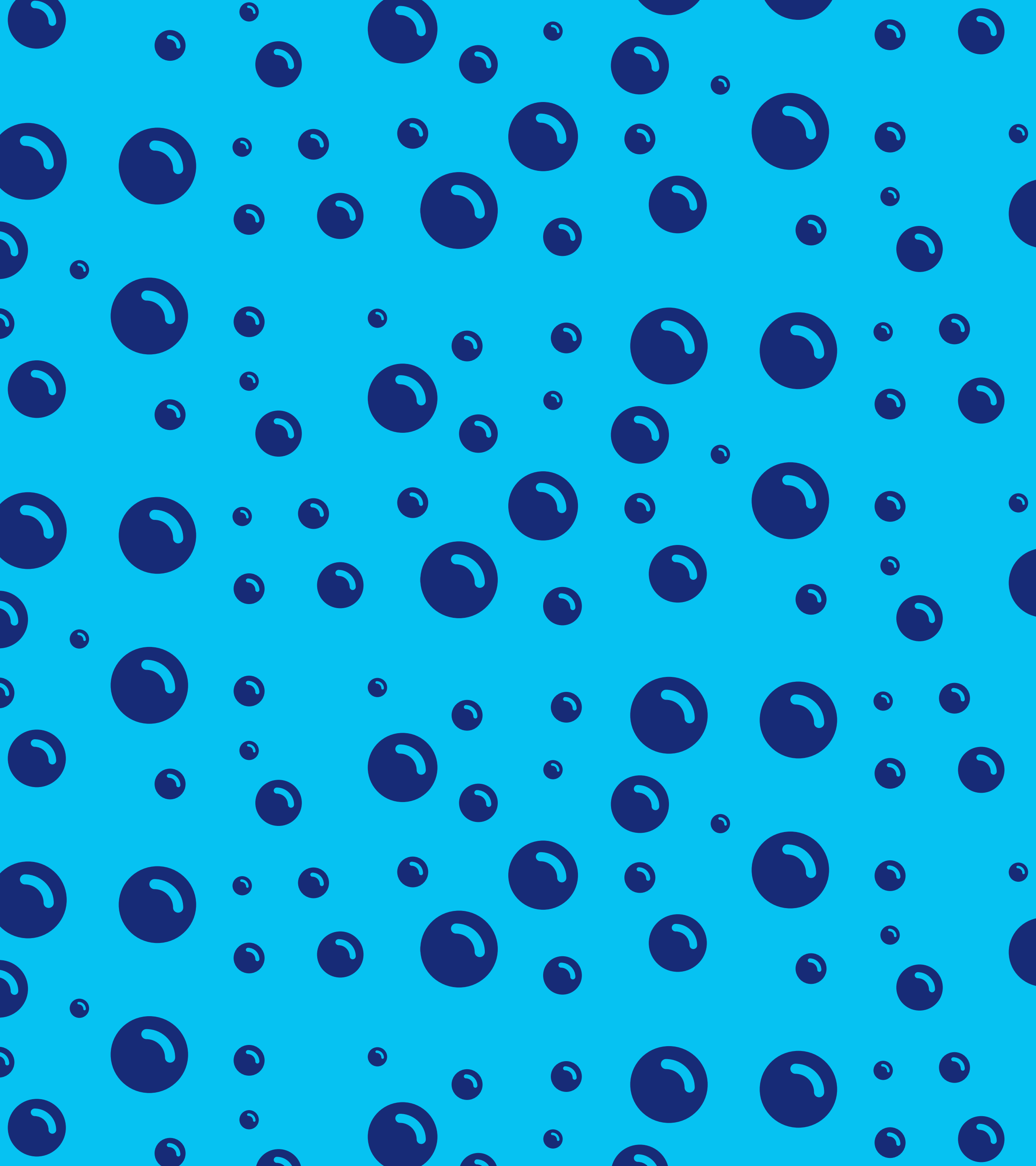
Sincerely,
The Communication team,
Bubble Industries Ltd.

www.bubble.com
communications@bubble.com
+234 703 250 0000

John E. Doe
Operations Manager

Bubble
Industries Ltd

Bubble
Industries Ltd





GEOSPATIAL TECHNOLOGY

Spatial Height Technologies

A modern identity built on location intelligence

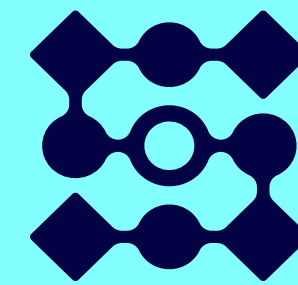
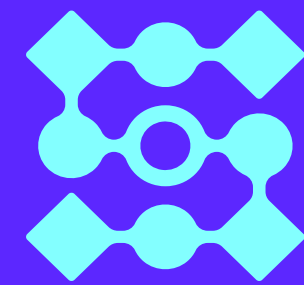
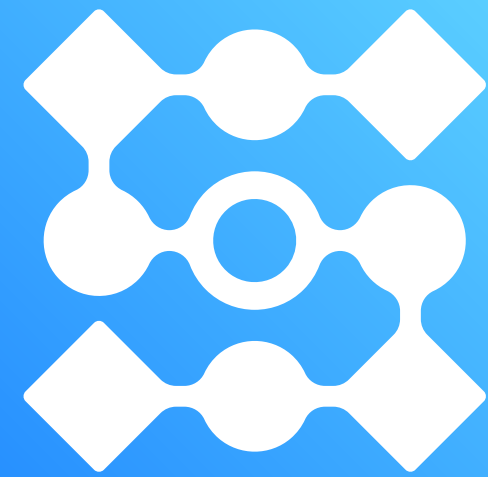
The Problem

Spatial Heights needed a visual identity that reflects its credibility in geospatial technology while standing out in a crowded market. The challenge was to balance trust and professionalism with innovation and modernity, Creating a brand image that resonates locally in Africa yet aligns with global standards.

The response

The new visual identity solves this by combining modern design with meaningful symbolism. Through clean typography, vibrant gradients, and abstract geospatial-inspired forms, it conveys trust, innovation, and connectivity. The identity not only distinguishes Spatial Heights in the geospatial industry but also reflects its mission to empower Africa with smart, globally relevant solutions.

SCOPE **Visual Identity System**

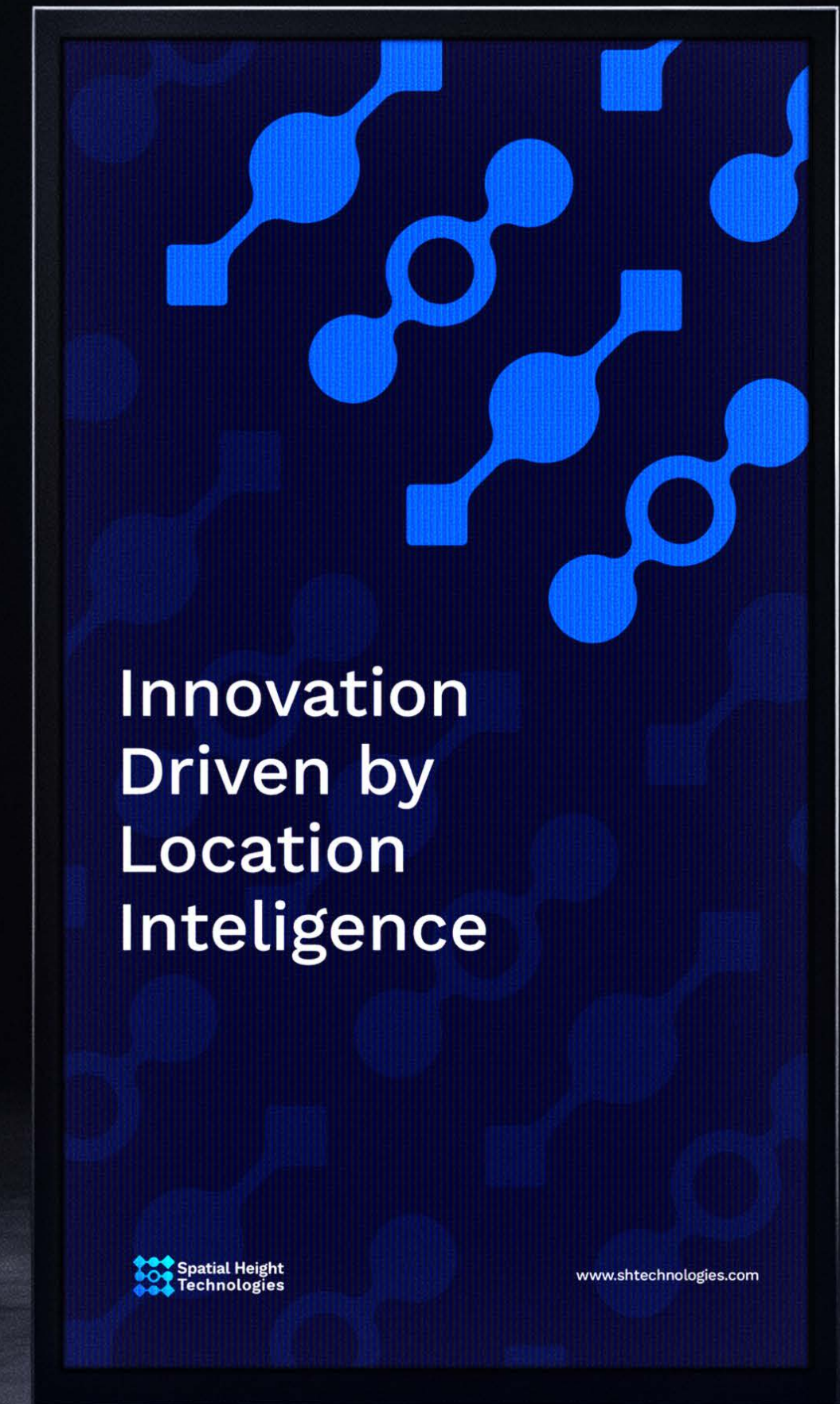


Unlock the power of location intelligence with Spatial Heights Technologies.

From geospatial solutions to data-driven insights, we help organizations make smarter decisions and shape a sustainable future.



www.shtechnologies.com

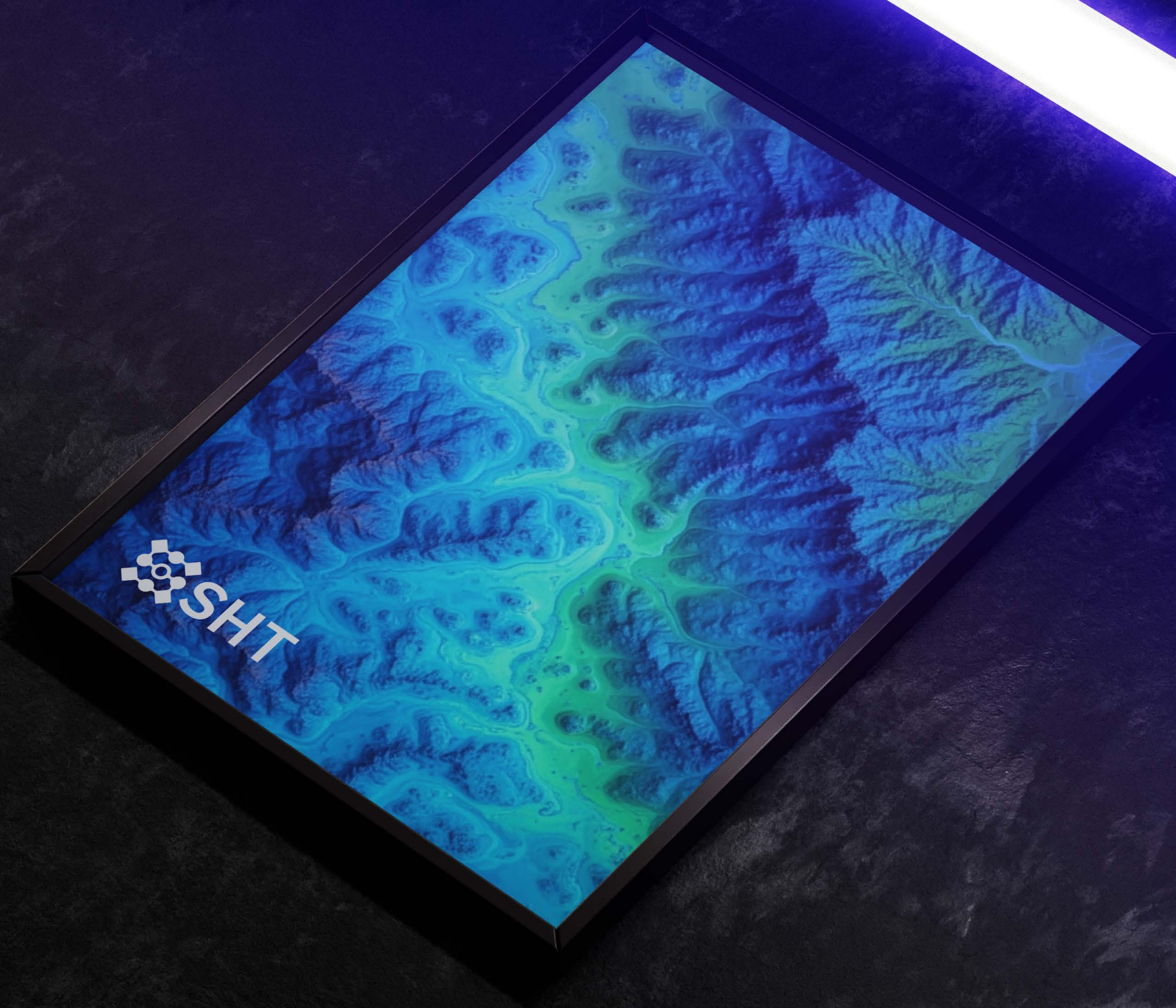


Geospatial Solution for a Connected World.



www.shtechnologies.com







Innovation. Connectivity. Growth.

Unlock the power of location intelligence with Spatial Heights Technologies. From geospatial solutions to data-driven insights, we help organizations make smarter decisions and shape a sustainable future.

www.shtechnologies.com



Geospatial Solution for a connected Africa

www.shtechnologies.com



INCLUSIVE FASHION

INKLUUDE

Comfort, independence, and confidence—without a clinical brand language.

The Problem

Inclusive fashion brands are often visually represented through clinical, medical, or overly functional aesthetics, while mainstream fashion visuals frequently exclude diverse bodies, abilities, and gender expressions. This creates a disconnect where people feel unseen, misrepresented, or forced to choose between accessibility and style.

The response

A thoughtful identity and verbal direction designed to make every wearer feel seen, supported, and confident.



INCLUDE











INKLUUDE



New Collection

Bumper Jacket





Start with what the brand needs now.

Every scope is shaped around the stage, ambition, and internal capacity of the business.

01

Brand Foundation

Strategy and creative direction for businesses that need clarity before execution.



02

Complete Identity

End-to-end strategy, identity, guidelines, and launch-ready brand assets.



03

Rollout Partnership

Website, motion, presentations, campaigns, and ongoing creative support.





Your brand is already creating a perception.

Let's make it intentional.

Ready when you are.

enquiries@vuprastudio.com