

unlocked™



CORPORATE PROFILE

2023/2024

LEVEL 1 B-BBEE CONTRIBUTOR

Reg. No: 2018/621928/07 | VAT No: 4210272394

unlocked™
turning black into white



Unlocked Graphics (Pty) Ltd

Level 1 B-BBEE Contributor

Reg. No: 2018/621928/07

VAT No: 9416325190

www.unlockedgraphics.co.za

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| The bad thing is, there isn't a key to success.
The good thing is, it isn't locked.

THE FUTURE IS

Unlocked

unlockedSM

WELCOME TO OUR *Design Studio*

unlocked™

Unlocked Graphics

A creative agency that is recognised for creating world-class graphic designs and digital adverts. It mothers Unlocked Apparel, a clothing range/division.

turning black into white™

Company Slogan

Derived from the notorious George Orwell's Animal Farm. Turning black into white implies doing the impossible or making the negative look positive, which embodies our company's principles.

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Unlocked Apparel

A clothing range divided from Unlocked Graphics. The agility of the range allows Unlocked Graphics to translate it's designs onto apparel and other corporate promotional items. In it's entirety, the range was created to act as a canvas to the mother company, so it can portray it's message through the clothing range.

THE UNLOCKED PURPOSE

As **creative thinkers**, we are obliged to help our clients rise above the noise of their fiercest competitors. It is our responsibility to champion innovation in the design thinking process. To do this requires experimentation and a relentless challenging of our own assumptions, but the risk is well worth the reward of seeing our clients shine in a sea of distraction.

The brand identity is minimal and professional which aim to communicate our ability to be effortlessly innovative and professional with a dynamic range of service offering.

At Unlocked,
we build brands that are
out of this world. Crafting
not only with passion, but
ambition. Infused with
good looks and a stunning
personality. Each element
clearly defined and
unique.

OUR SERVICES

01

| BRAND DEVELOPMENT

- 3D Visualisations
- Brand Architecture
- Brand Name Generation
- Logo Design
- Slogan Development
- Branded Content
- Stationery Design
- Brochure Design
- Vehicle Branding
- Apparel Branding
- Icon Design
- Brand Manual
- Custom Fonts
- Packaging Design
- Corporate Gifts

02

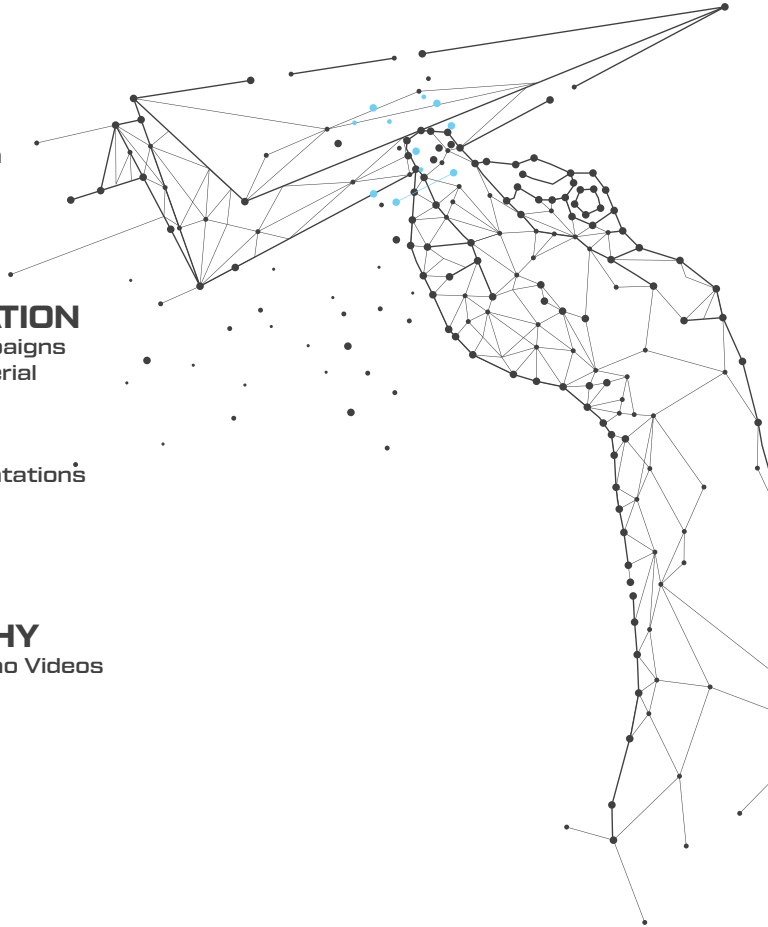
| COMMUNICATION

- Advertising Campaigns
- Promotional Material
- Photography
- Public Relations
- Company Profile
- Corporate Presentations

03

| VIDEOGRAPHY

- Commercial Promo Videos
- Explainer Videos
- Animated Videos
- Corporate Videos



#StayCreative

Each day marks a brand new
chance to create the life
you love.

Rather than reliving the past,
create a new future.
Stop comparing and
start creating.

CREATIVE PROCESS

01 CLIENT BRIEF

- Meetings & discussions with the client
- Relevant information from brand questionnaire is extracted
- Creative brief is developed based on information gathered

03 COST ESTIMATE

- Brand deliverables and costs are itemised
- Cost estimate is sent to client for approval

05 PRESENT TO CLIENT

- The creative work is presented to the client at an agreed upon location
- The client selects one of our concepts

07 FINAL PRESENTATION

- The final design work is presented to the client for sign-off

02 RESEARCH

- Research is done on client & their industry
- We discover what makes the client unique
- A strategic plan to communicate the client's competitive advantage is compiled

04 DELIVERABLES

- Idea and concept exploration begins
- Creative work is developed based on client's requirements
- A beautiful presentation is put together

06 REFINING DESIGNS

- The team goes through a process of refining the designs
- Often there is further creative exploration
- This ensures the highest standard of work

08 BRAND ROLL-OUT

- We liaise with suppliers and production teams in order to bring your brand to life
- Brand rolls out across all platforms, from print to digital to signage; ensuring an impactful and seamless brand experience



UNLØ
till infinity

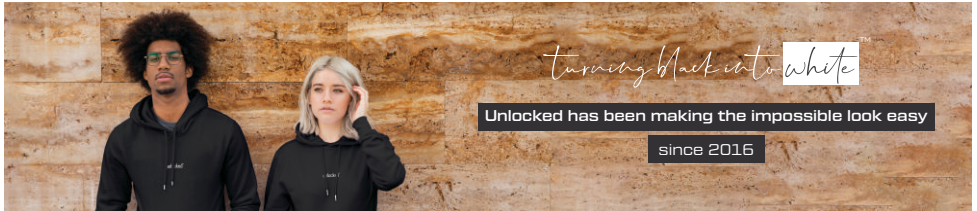
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UNLOCKED APPAREL

Your gear in **Good Times**

UNLOCKED APPAREL

Unlocked Apparel is a local youth fashion brand, where we remix the everyday to offer accessible street and casual fashion for guys and girls.



We foster a culture of creativity, individuality and freedom of expression. Our mission is to deliver new, accessible and on-trend products made for the restless generation. We know our customers keep it real with their own sense of style; they are at the centre of everything we do. Unlocked is committed to making a positive change around the world and within our community through empowering youth.

Our story officially began back in 2018, when the team at the Unlocked Group saw a chance to take their brand know-how one step further, allowing the design team at Unlocked Graphics to be able to portray their designs/artworks to the world.

PRODUCTS OFFERED



• Graphic Tees



• Fleece

* PLEASE NOTE: Complete Unlocked Apparel Catalogue is available upon request



ALL BLUE EVERYTHING

The new black.

PROMOTIONAL CORPORATE

CORPORATE APPAREL



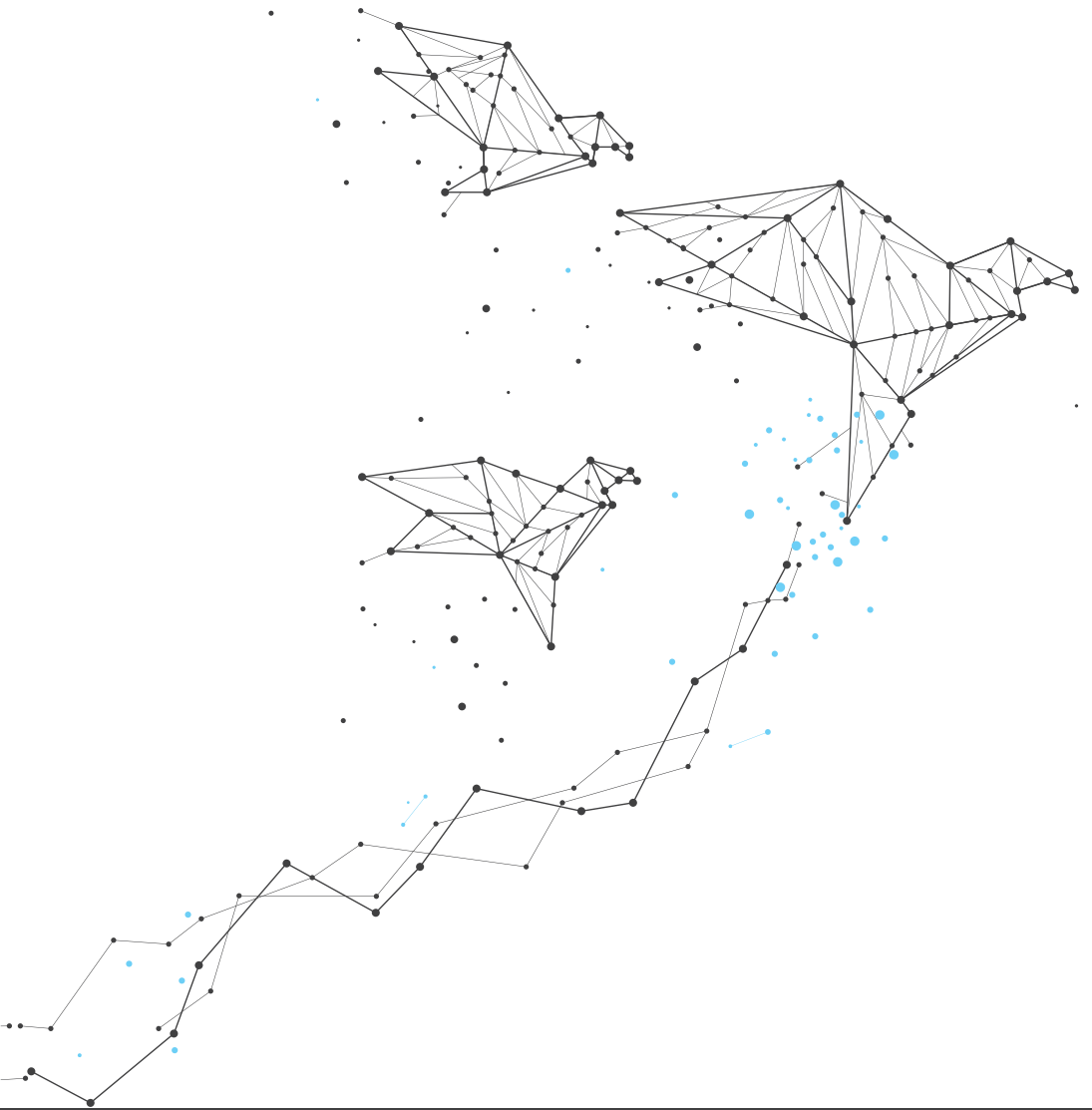
Golf shirts, t-shirts, jackets, hats, scarves, sportswear, shirts, blouse, knitwear, vests, pants, skirts, industrial wear, and much more...

Corporate apparel gives your team a professional and polished look. Whether it is a branded golf shirt embroidered with your company logo or a complete outfit, we can give your company the look-and-feel that aligns with your identity. With many corporate apparel ranges to choose from, we can help put together a uniform that meets every budget, style, and job description.

PROMOTIONAL PRODUCTS



Everyone likes to get something useful for free. They will keep this product and use it. It carries your name and contact information. It is a gift that keeps on selling. Promotional products have long been a great supplement to your marketing efforts. Selecting the right product from our extensive list of pens, mugs, caps, and more provides a great return on your investment. They can be distributed at events and corporate functions.



OUR PORTFOLIO



MELZ

ENTERPRISE (PTY) LTD

MELZ ENTERPRISE




LOGO DESIGN



Melz Enterprise is a privately-owned civil engineering and mining company with its home base in Secunda, Mpumalanga.

Unlocked created a distinctive brand identity which proudly speaks about the brand's successful history and range of world-class products and services. The agility of the brand identity allows it to translate onto vehicles, signage, corporate stationery and multiple marketing materials.

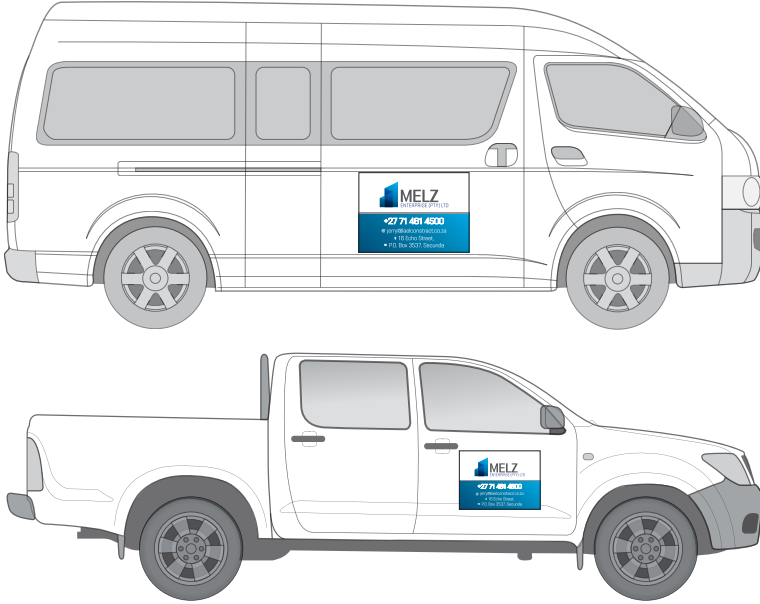
COLOUR PALETTE

	CMYK	C100 M89 Y13 K3 /
		C100 M0 Y0 K0
	RGB	R54 G75 B141 /
		RO G175 B239
	COLOUR	FOUNTAIN
	CMYK	C0 M0 Y0 K90
	RGB	R64 G64 B64
	COLOUR	CHARCOAL
	CMYK	C100 M89 Y13 K3
	RGB	R54 G75 B141
	COLOUR	ROYAL NAVY

CORPORATE STATIONERY



VEHICLE MAGNETS



BRANDED 3 IN 1 JACKETS

Branding Type: Embroidery



LANYARDS/ ID TAG



CORPORATE STAMP





NKENTSY
ENGINEERING

NKENTSY ENGINEERING

LOGO DESIGN



Nkentsy Engineering (Pty) Ltd is a privately owned engineering company headquartered in Ogies, Mpumalanga with branch offices in Oggies and Secunda, that provides industrial engineering services and supplies. **Nkentsy Engineering (Pty) Ltd** is 100% black owned by Eddy Ndashe with level 1 B-BBEE contribution.

COLOUR PALETTE



CMYK | C3 M62 Y1000 K0
 RGB | R238 G130 B54
 COLOUR | DEEP ORANGE



CMYK | C0 M0 Y0 K80
 RGB | R64 G64 B64
 COLOUR | 80% BLACK

ON-SITE PHOTOGRAPHY



BRANDED PROTECTIVE OUTERWEAR

Branding Type: Embroidery & Screenprint



BRANDED 175G PIQUE KNIT GOLFER MENS

Branding Type: Embroidery



BRANDED PROTECTIVE HARDHEAD

Branding Type: Pad Printing



BRANDED 6 PANEL CAPS

Branding Type: Embroidery





LAUNDROMAT

THE LAUNDRY STORY

LOGO DESIGN



The Laundry Story is an independent Laundromat with it's home base in Secunda, Mpumalanga.

Given free reign, our aim was to establish a unique and approachable corporate identity that would stand out from the crowd.

COLOUR PALETTE



CMYK | C0 M0 Y0 K90
 RGB | R64 G64 B64
 COLOUR | ROYAL NAVY

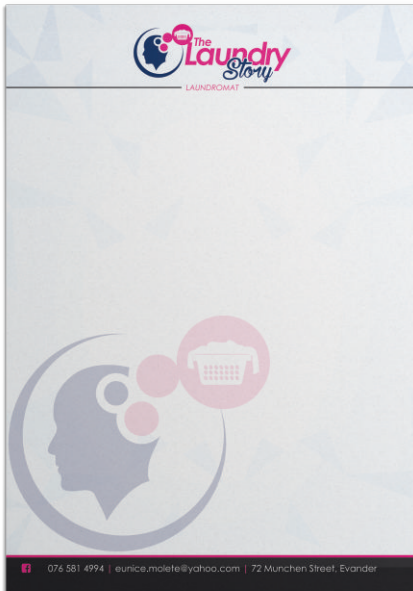


CMYK | C0 M0 Y0 K80
 RGB | R64 G64 B64
 COLOUR | 80% BLACK



CMYK | C0 M0 Y0 K90
 RGB | R64 G64 B64
 COLOUR | NAVY

CORPORATE STATIONARY





M_DIMENSION
CONSULTANTS

M_DIMENSION CONSULTANTS

LOGO DESIGN



M_DIMENSION
CONSULTANTS

COLOUR PALETTE

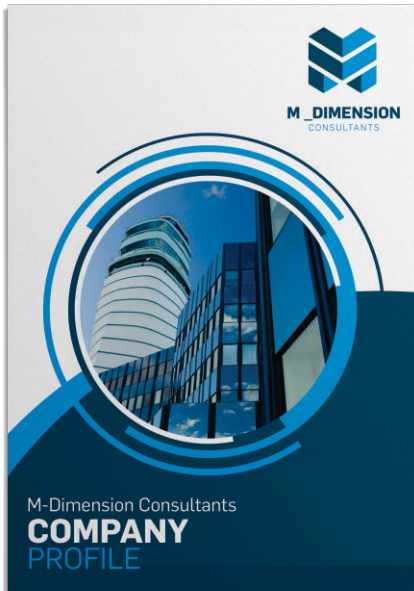


CMYK | C100 M70 Y40 K30
RGB | R37 G77 B102
COLOUR | NAVY



CMYK | C100 M20 Y0 K0
RGB | R0 G152 B218
COLOUR | SKY BLUE

CORPORATE PROFILE & STATIONARY



M - Dimension Consultants is a consulting company that offers complete services which includes comprehensive architectural services, construction project management and other specialised professional services.

Our challenge was to address inconsistent branding by creating a visual unity across all different divisions. Under the guidance of Unlocked, the carefully paired brand architecture and integrated visual approach of M-Dimension has cemented them as a recognised corporate in their field.



Soulful
SESSIONS

SOULFUL SESSIONS

LOGO

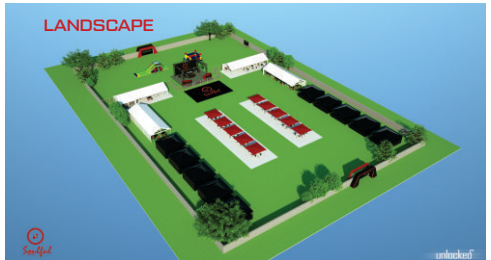
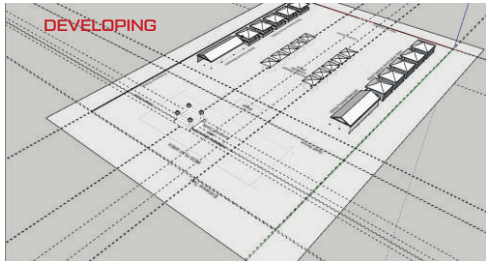
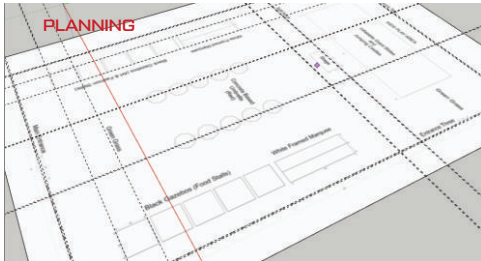


COLOUR PALETTE



CMYK		C13 M100 Y100 K6
RGB		R202 G52 B56
COLOUR		DEEP RED

VISUALS



Soulful Session is a food and music social event, taking place in Newcastle, KZN.

A creative brief was submitted to create 3D Visualisations of the space and the event as a whole. Unlocked created a complete 3D landscape visuals with an agile brand architecture. Soulful session is now one of many progressive social events in country - much respect for always delivering the best.

CAPTURE
SEASONS™

CAPTURE SEASONS

LOGO DESIGN

CAPTURE SEASONS™

COLOUR PALETTE

	CMYK CO MO YO K90 RGB R64 G64 B64 COLOUR ROYAL NAVY
	CMYK CO MO YO K80 RGB R64 G64 B64 COLOUR 80% BLACK
	CMYK CO MO YO K90 RGB R64 G64 B64 COLOUR NAVY

Capture Seasons is one of Unlocked's original events – it is a multimedia exhibition that mainly focuses on local brands around Middelburg, Mpumalanga.

The name Capture Season was generated from the name of the venue where the event was taking place, Capture Corner in Middelburg. Capture Seasons generally means that the event will take place every season of the year.

The theme of the main event was “Out of this World” as would see the lady interplanetary popping in the middle of nowhere with planets surrounding her, on the main poster.

The lady has luminous crown caused by refraction through ice crystals in the atmosphere, which is made to look like the Jesus's crown of thorns. The butterflies & palms reflects "Life" to the piece and bring a thought that we are still within the universe.



ADVERTISING

LOCAL BRANDS EXHIBITION
SAT. 27 APRIL 2019
 CAPTURE CORNER, ROCKDALE MIDDELBURG





CAPTURE SEASONS™

EXHIBITION | FOOD | MUSIC | LIFESTYLE

ADVERTISING



OUR CLIENTS



GET IN TOUCH

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COMPANY DETAILS

Unlocked Graphics (Pty) Ltd

Level 1 B-BBEE Contributor

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FOLLOW US

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