



The
Brand
Consultant

■ MEDIA & EVENT GURU

PRINCE

FAJO

Femi Oyelade

MY PORTFOLIO

GRAPHICS DESIGNS | MEDIA STRATEGIST
EVENT PLANNER/MANAGER

Brand Consultant

■ GRAPHICS, MEDIA & EVENT GURU

PRINCE

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Femi Oyelade



Brief Profile

Femi Oyelade is a professional brand consultant, a creative graphic designer and a corporate strategist who has led the design and implementation of multi-million naira projects for SME's and multinational corporations.

With over 15 years and wealth of experience, he has consulted as Creative Director, Brand and Project Director of events for the following companies and Institutions; Dexterite Interactive, The Artisan Hub Synergy Limited, Say It Loud Limited, Chartered Institute of Arbitrators of Nigeria, The Presidency, Federal Republic of Nigeria (Nigeria @60 Special Awards), The Government of Cross River State (Calabar Festival).

He has honed outstanding project management skills by carrying out tasks such as; 360 Project Management and Implementation of Interactive Multimedia CD-ROM for Investment and Tourism Project for Bauchi State and Borno State; Rebranding of Imo State, Nigeria Orient TV and FM Brand; Brand Identity for the Miss Africa Beauty Pageant in Cross River State, Nigeria; Project Management and Creative for UK Nigeria Project 100 for UK Trade and Investment in UK, Lagos and Abuja; and many more. He also created brand and

concept note for a pan Africa reality TV show, called Face of the Earth Africa, a platform to advocate and create awareness on climate change.

As Brand consultant and graphics designer, he has worked for both local and international organizations, including the Quintessential Business Women Association (QBWA), an NGO focused on empowering women in business, especially those in the sphere of Agriculture and Solid Mineral resources, partnering with organisations like Central Bank of Nigeria, Ministry of Agriculture, Bank of Agriculture, Bank of Industry, etc., he successfully completed the content, budget planning and implementation of LIFE project for the Ministry of Agriculture. He has also worked as the Brand Consultant for Makahog Group of Companies and Manda Nut Milk, where he developed the brand manual, marketing strategy and distribution channels and was the Brand and Print Consultant for the 1st and 2nd edition of African Pot Recipe Book. Additionally, he was Brand consultant for the Right-light Mobile (a means of buying power token using mobile phone on any network) project

PROJECT: Creative Design and Logo Creation for clients

DESCRIPTION: As a freelancer, I was engaged to create Logo, digital ads for social media ads, graphics designs for handbills and posters, Billboards and Banners. Here are some of the designs:



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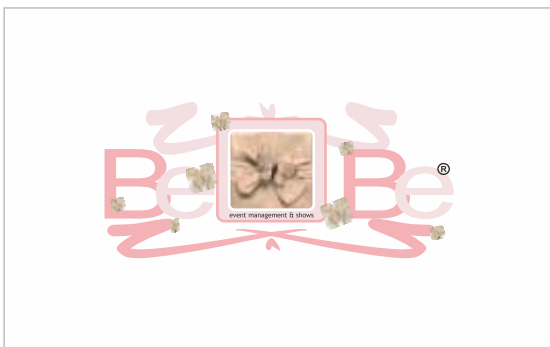
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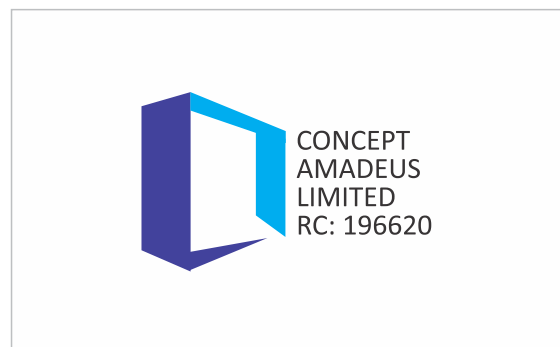
PROJECT: Creative Design and Logo Creation for clients

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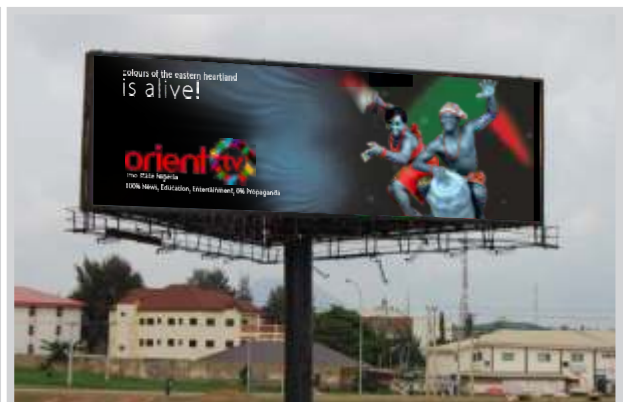
PROJECT: Creative Design and Logo Creation for clients

DESCRIPTION: As a freelancer, I was engaged to create Logo, digital ads for social media ads, graphics designs for handbills and posters, Billboards and Banners. Here are some of the designs:



PROJECT: Creative Design and Logo Creation for clients

DESCRIPTION: As a freelancer, I was engaged to create Logo, digital ads for social media ads, graphics designs for handbills and posters, Billboards and Banners, including branding of kegs for engine oil. Here are some of the designs:



PROJECT: Miss Africa Brand and Social Media Creative

CLIENT: Miss Africa Organisation (Cross River State Government, Nigeria)

JOB TITLE: Brand Consultant/Graphics Designs

DESCRIPTION: I was engaged to create the brand manual and concept notes for a pan Africa beauty pageant and as well to manage the brand identity and create digital contents for both social media and the web.



DESCRIPTION: LOGO CREATION



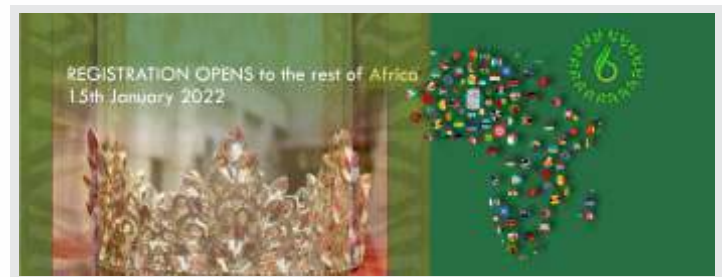
DESCRIPTION: Front Cover; Miss Africa Brochure



DESCRIPTION: Social Media Content



DESCRIPTION: Social Media Content



DESCRIPTION: Website Banner

PROJECT: The Artisan Hub Brand and Social Media Creative
CLIENT: The Artisan Hub Synergy Limited

JOB TITLE: Brand Consultant/Graphics Designs

DESCRIPTION: I was engaged to create the brand manual and concept notes for skill sets and as well to manage the brand identity, create digital contents for both social media and the web, including User Interface for the Mobile App.



DESCRIPTION: LOGO CREATION



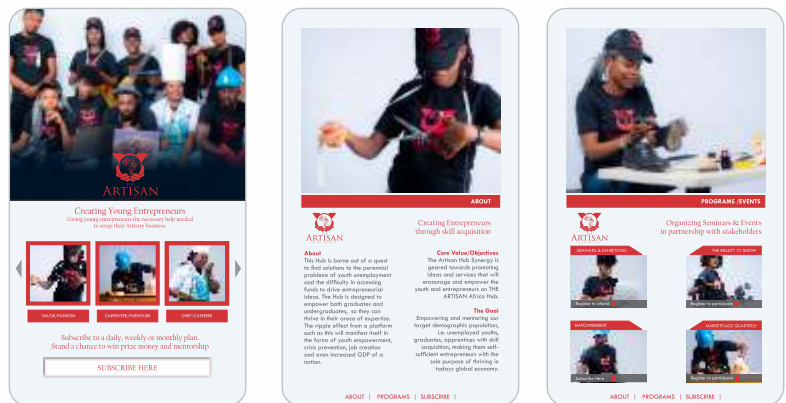
DESCRIPTION: Front Cover; The Artisan Hub Brochure



DESCRIPTION: Social Media Content



DESCRIPTION: Social Media Content



DESCRIPTION: Mobile App UI

PROJECT: Nigeria @60 Jubilee Special Awards
CLIENT: The Presidency, Federal Republic of Nigeria

JOB TITLE: Brand Consultant/Graphics Designs and Management of the Awards event
DESCRIPTION: I was engaged to create brand manual and concept notes for the N60SA. I created and manage the Social Media contents, Print Media and the Website contents, including multimedia campaign on mainstream. For more info (IG@Nigeria_Specialawards)



DESCRIPTION: LOGO CREATION



DESCRIPTION: One of the Social Media Content template (IG @Nigeria_Specialawards)



DESCRIPTION: Front Cover; The Award Brochure



DESCRIPTION: Award Plaques Design+Print

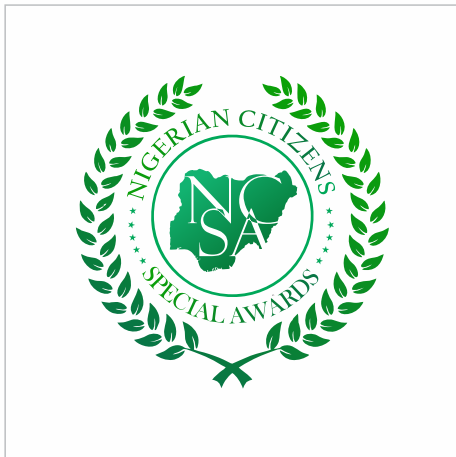


DESCRIPTION: Invitation Card.



PROJECT: Nigeria Citizens Special Awards
CLIENT: The Presidency, Federal Republic of Nigeria

JOB TITLE: Brand Consultant/Graphics Designs and Management of the Awards event
DESCRIPTION: I was engaged to create brand manual and concept notes for NCSA 2022. Social Media contents, Print Media and the Website contents, including multimedia campaign on mainstream. For more info (IG@Nigeria_Specialawards)



DESCRIPTION: LOGO CREATION



DESCRIPTION: Social Media Content
(IG @Nigeria_Specialawards)



DESCRIPTION: Social Media Content
(IG @Nigeria_Specialawards)



DESCRIPTION: Front Cover; The NCSA Brochure



DESCRIPTION: Stage Banner for the Press Briefing



PROJECT: Qietur Real Estate Brand and Social Media Creative
CLIENT: Banco Seregenti Limited

JOB TITLE: Brand Consultant/Graphics Designs

DESCRIPTION: I was engaged to create brand manual and produce printed materials and billboards for publicity, as well to manage the brand identity, create digital contents for both social media and the web, including motion graphics.



DESCRIPTION: LOGO CREATION



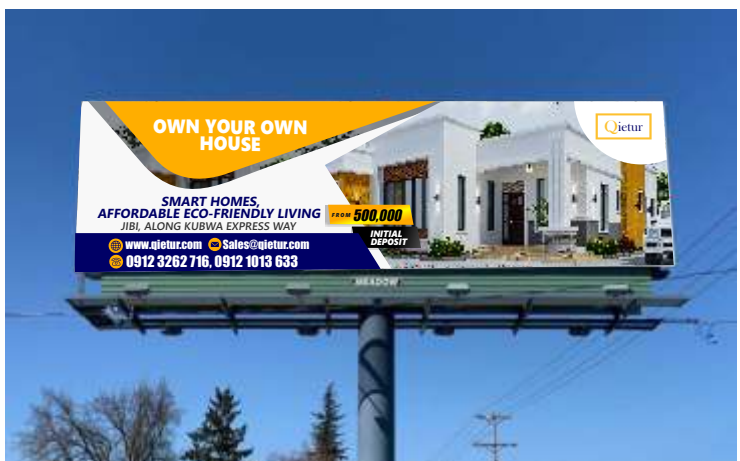
DESCRIPTION: Business Cards



DESCRIPTION: Branded T-shirts



DESCRIPTION: Printable Graphics for marketing



DESCRIPTION: Billboard Design and Placement

PROJECT: Creative Content Creation for a cookery book

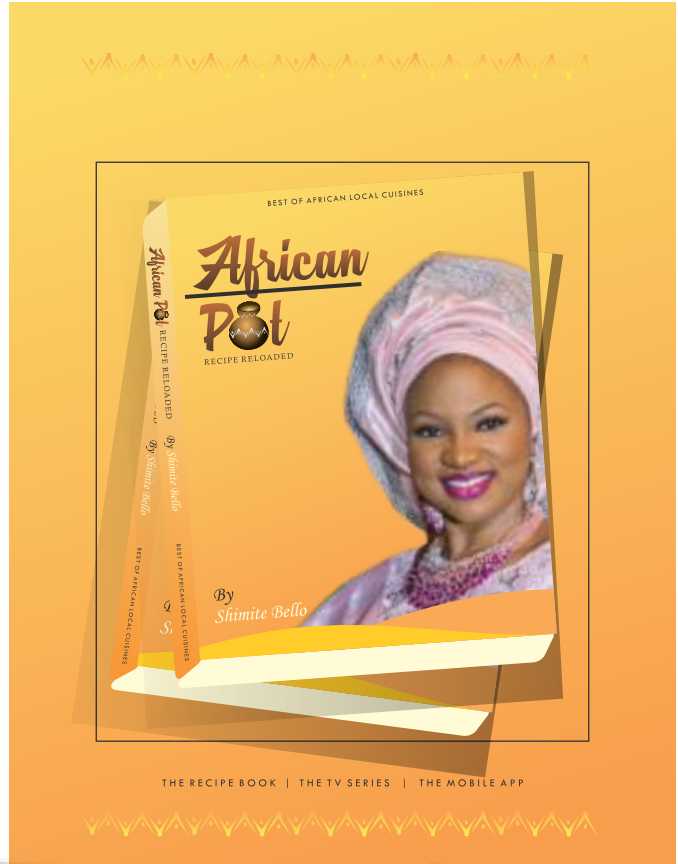
CLIENT: Shimite Bello

JOB TITLE: Brand Consultant/Graphics Designs/Print Production

DESCRIPTION: I was engaged to create brand manual, design layout of cookery book and produce printed copies.



DESCRIPTION: LOGO CREATION



PROJECT: Creative Content Creation for CIARB
CLIENT: Chartered Institute of Arbitrators of Nigeria, Abuja

JOB TITLE: Brand Consultant/Graphics Designs/Print Production
DESCRIPTION: I was engaged to design layout a directory book with the picture profile of Members and produce printed copies.



PROJECT: Campaign Branding
CLIENT: DBL; Dayo Benjamins-Laniyi

JOB TITLE: Brand Consultant/Graphics Designs/Print Production
DESCRIPTION: I was engaged to brand and design campaign materials for DBL 2023.



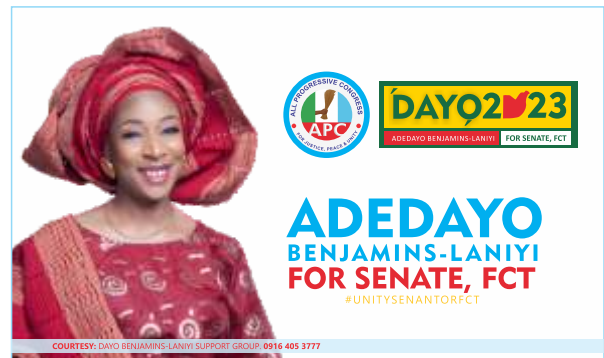
DESCRIPTION: LOGO CREATION



DESCRIPTION: BRAND ON FACE CAPS



DESCRIPTION: POSTERS & HANDBILLS



DESCRIPTION: BILLBOARD DESIGNS

PROJECT: Award of Excellence
CLIENT: NACCIMA

JOB TITLE: Brand Consultant/Graphics Designs/Print Production

DESCRIPTION: I was engaged to brand and design the materials needed for the Award night.



DESCRIPTION: LOGO CREATION



DESCRIPTION: FRONT COVER DESIGN OF THE BROCHURE

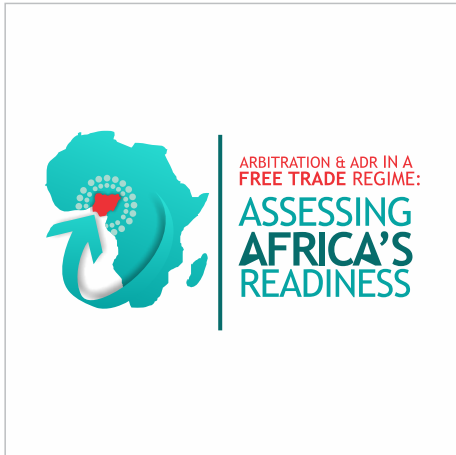


DESCRIPTION: STAGE DESIGN AND INSTALLATION

PROJECT: Graphics Designs for CIARB ANNUAL CONFERENCE 2020
CLIENT: Chartered Institute of Arbitrators (Nigeria Branch)

JOB TITLE: Brand Consultant/Graphics Designs/Print Production

DESCRIPTION: I was engaged to brand and design the materials needed for the conference.



DESCRIPTION: LOGO CREATION



DESCRIPTION: FRONT COVER DESIGN OF THE BROCHURE



DESCRIPTION: CONFERENCE TAGS



DESCRIPTION: DIGITAL NEWSLETTER DESIGN



Brief Profile

Femi Oyelade

In event planning, **success is in the details**. Keeping track of numerous tasks, multiple vendors, and constantly changing to do lists all at once, while keeping my client happy is my forte. Being highly organized is a must as I believe it's the number one tool to a successful event. From organizing a registration templates for event forms and spreadsheets, guest list data collation to developing an event planning checklist that is customized for your event is one of my core competence and valuable event planning tools to a successful event planning and execution.

I and my team are passionate as we know people are a common factor in planning every event. My ability to be personable, engaging, have a good conversation and excellent in listening has over the years given me that desired success in event planning.

We task ourselves with the following:

- Negotiating with venues and hotels
- Discussing food menu with catering managers
- Meetings with vendors
- Pitching your event ideas to a prospective sponsors and partners where its necessary
- Networking anytime and anywhere & Supervising event staff
- Working through your event and interacting with guests and workers
- Writes event proposal and creating event brand
- Creates creative contents and materials to market your event
- Writes contracts with clients and vendors
- Drafting thank you notes to guests speakers and VIP's where its required.
- and much more as required.



Our Technical Team

The minds of our people are equipped with the right attitude to produce effective solutions. Made up of gurus that religiously but without tradition execute tasks related to their concerns which spread across Event Budgeting & Management, the multimedia turfs of Graphic Designs, Programming, Animation, Web Development, Print Production, Installation of Advert Mediums and Audio - Visual effects.

They consistently stand up to challenge of being better than their very own personal best with the understanding ***“that the trip to perfection is unending”***.

Our Business Mission

To project your image through the planning and delivery of high quality event, media production and promotional materials that is sure to give an edge over every of your competition.

PROJECT: Nigeria @60 Special Awards
CLIENT: The Presidency, Federal Republic of Nigeria

JOB TITLE: Brand Consultant/Event Planner and Coordinator

DESCRIPTION: I was engaged to brand and draw out a comprehensive blue print and concepts for the Nigeria @60 Special Awards. I also came up with the brand and graphic designs.



PROJECT: Nigeria @60 Special Awards
CLIENT: The Presidency, Federal Republic of Nigeria

JOB TITLE: Brand Consultant/Event Planner and Coordinator

DESCRIPTION: I was engaged to brand and draw out a comprehensive blue print and concepts for the Nigeria @60 Special Awards. I also came up with the brand and graphic designs.



PROJECT: Bring Your Own Grill with Jameson
CLIENT: Jameson Whiskey

JOB TITLE: Event Planner and Manager

DESCRIPTION: In partnership with Jameson, I was engaged to plan and coordinate BYOG where guests are allowed to bring their own grill to the venue while they get to buy Jameson. Live performances and Dj mix to trill everyone as they sip on Jameson and grill.



PROJECT: Bring Your Own Grill with Jameson to Celebrate Marley Day
CLIENT: Jameson Whiskey

JOB TITLE: Event Planner and Manager

DESCRIPTION: In partnership with Jameson, I was engaged to plan and coordinate BYOG where guests are allowed to bring their own grill to the venue while they get to buy Jameson. Live performances and Dj mix to trill everyone as they sip on Jameson and grill.



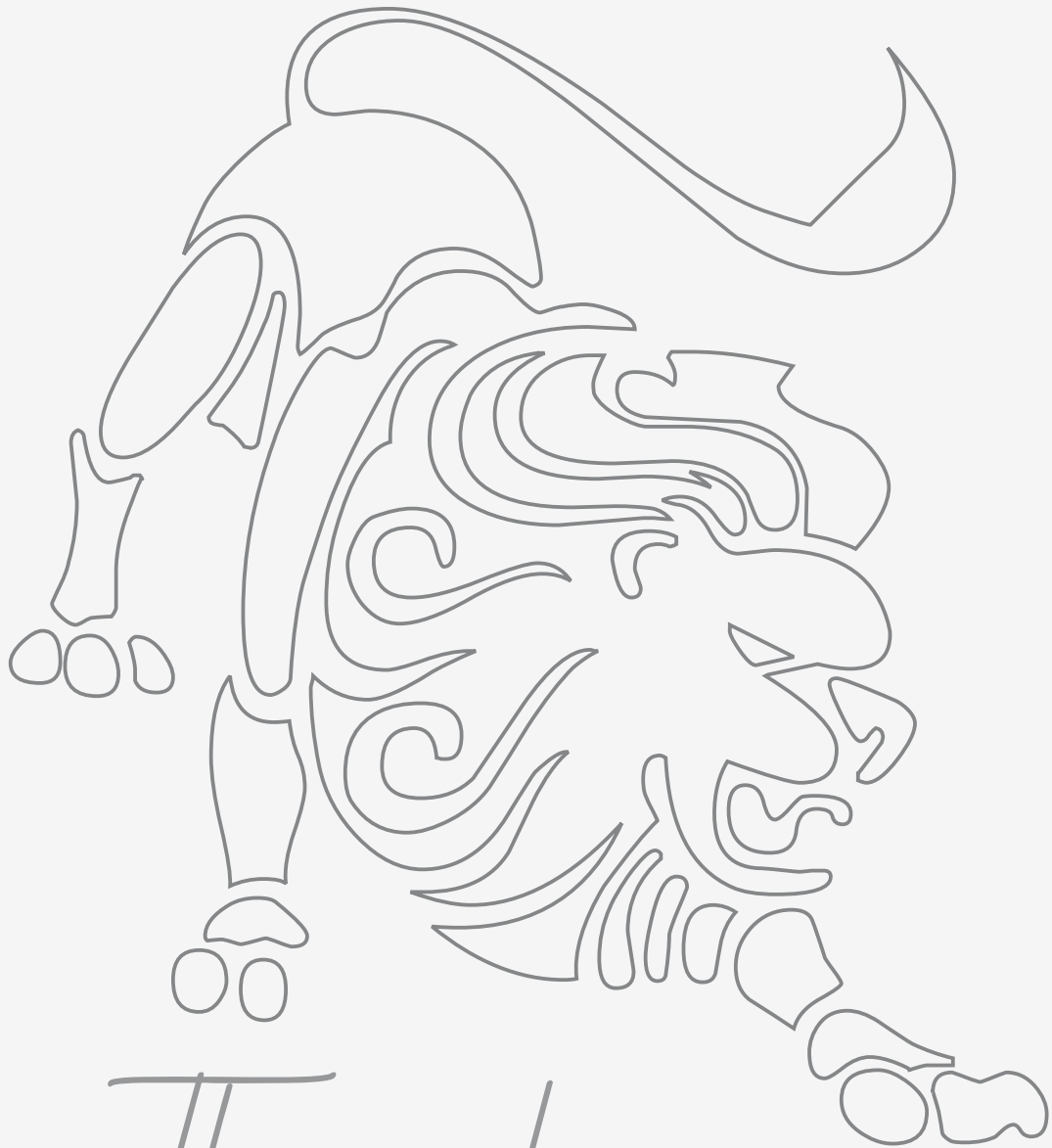
PROJECT: Miss Africa Beauty Pageant and Projects

CLIENT: Event Department, Office of the Governor, Cross River State, Calabar, Nigeria

JOB TITLE: Brand Consultant/Graphics Designs/Project Coordinator

DESCRIPTION: I was engaged to brand and draw out a comprehensive blue print and concepts for the Miss Africa Competition with a unique theme per year. I also came up with the brand and graphic designs for the web, social media contents and printable materials





Thank you
PRINCE
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Femi Oyelade

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