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# Our Elevator Pitch

**We are a digital creative agency with expertise ranging from conceptualization, design, digital innovations, and strategic online marketing.**

PIXELHUB Creative is a full-service marketing communications & digital media innovations agency specializing in branding, creative consultancy, content management system, mobile application development, animation, and social media strategy for businesses across industries here and abroad.

Since our inception in 2006, we have emerged as one formidable creative multimedia solutions company using the most advanced technologies and hip innovations in design, user experience and application development.

We have affiliates in Singapore, Middle East, Netherlands, Denmark, Australia, United Kingdom and the United States.

# Our Quest

**Your success is how we measure our own.**

At PIXELHUB Creative, we are driven by a quest to breed success to all our clients' businesses by delivering innovative marketing concepts that crosses all forefronts.

We make this possible by continuously harnessing strategic partnerships with our customers. Our agency shall aspire to take our clients brands to a heightened state through synergy inspired works.

# Our Calling

PIXELHUB Creative's calling is to become Asia's leading creative and digital media solutions provider in the region. We also envision our firm to establish global presence in strategic demographic interests.

# Our Culture

**Our company firmly believes that people are our greatest asset.**

We cater to our employees' needs and professional growth – be it individual or as a team. We are deeply committed to give them the best experience we can offer to make them feel important and valued.

At PIXELHUB Creative, every team member is given the chance to develop his technical skills, gain knowledge and fulfill his target goals. We see to it that our workforce contributes to our company's success, thus making them adept in their fields.

We see to it that our employees' potentials are enhanced to the fullest by creating an ambience that will make them succeed in their chosen careers. Our company adheres to the latest innovations in this high technology world and is geared in providing them the best possible services.

# Our Services

## IDENTITY

Logos, Branding, Visual Identity Systems,  
Naming, Collateral, Brand Guidelines

## DIGITAL

Website Design & Development, Wordpress, Squarespace,  
Drupal, Magento, Responsive, Google + Social Optimization

## PRINT

Packaging, Stationery, Brochures, Print Ads, Editorial, Book  
Covers, Annual Reports, Signage, Event Graphics, Banners

## STRATEGY

User Experience, Research, Analytics, User Testing,  
Conversion + Search Optimization, Social Media

# Our Clients

PIXELHUB Creative is proud to have worked with the following notable businesses and brands across industries through case studies, collaborations, advertising campaigns and more.



Agencies  
Architecture  
Automobiles  
Banking & Finance  
Beauty  
E-commerce  
Education  
Food & Beverage  
Government, Stat Boards & GLCs

Legal  
Lifestyle  
IT & Communications  
Media & Entertainment  
Non-profit  
Performing Arts  
Services and Retail  
Travel & Hospitality  
Healthcare

# Website and mobile design for one of the largest banks in the Philippines

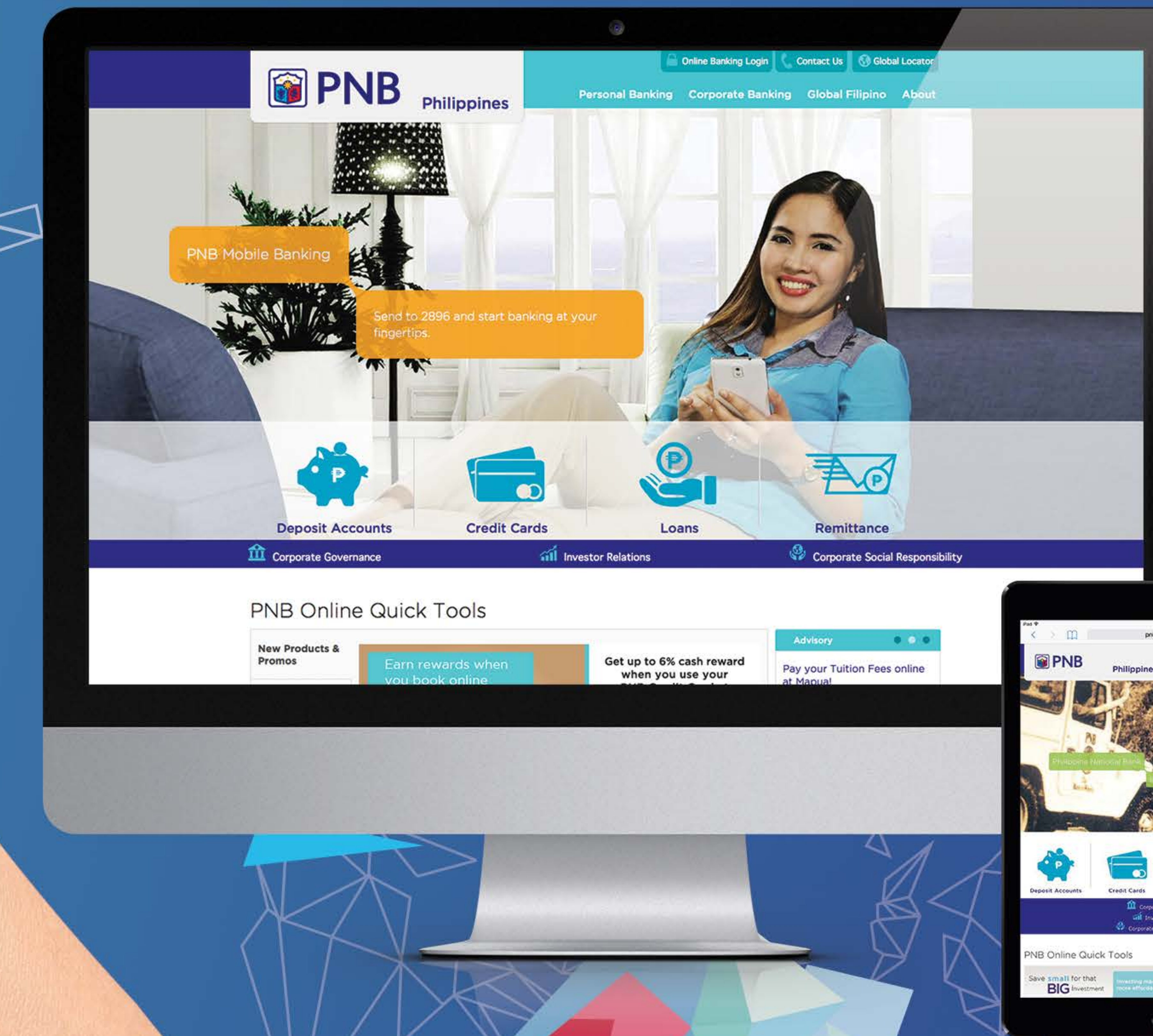
The Philippine National Bank needed a website to activate its new brand. The old website is outdated and had very little information about its products and services.

The bank required us to design their new domestic and online banking website. They wanted a simple and modern design style. We also designed both the tablet and mobile versions so users can access the website across all devices.



## The Process

After few meetings and research, we were able to present several mockup design studies that reflect its branding especially the bank's super graphic. We were able to create designs for their tablet and mobile versions as well. We also illustrated icons for the bank's products and services.



## The Results

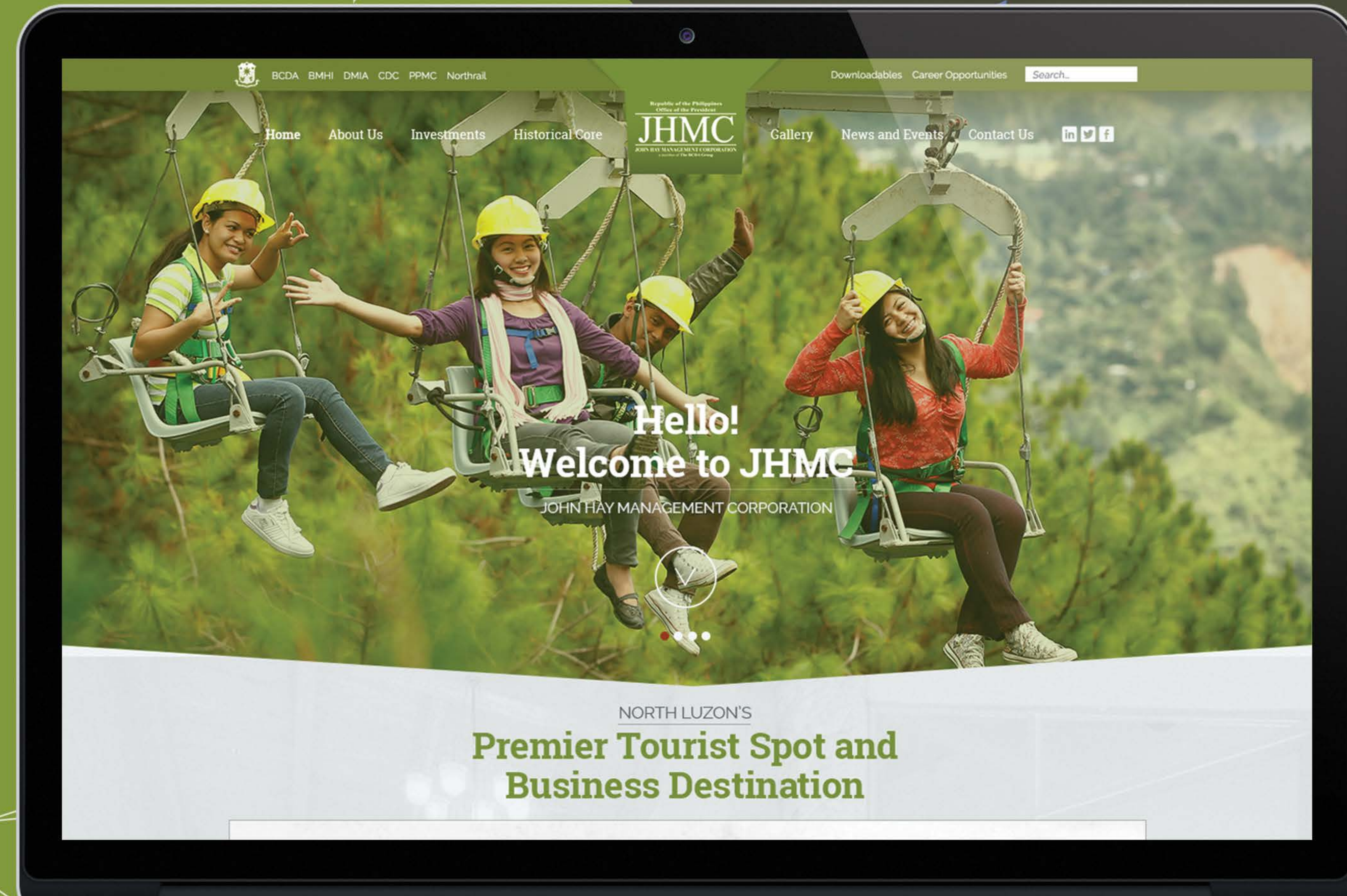
The Asian Banking and Finance Retail Banking Awards recently awarded Philippine National Bank (PNB) with the highly-esteemed 2015 Best Website of the Year recognition. This honor validates PNB's concerted efforts to address the ever-evolving needs of its clients.



# Full branding, animation, and website for a former American camp

John Hay Management Corporation needed full branding for a new brochure design, animation and website to develop the Camp into a premier tourist destination and a human resource development center.

To celebrate their 110th anniversary, they needed an anniversary logo and a new corporate branding that will be used across their collaterals for their marketing efforts for the John Hay Special Economic Zone (JHSEZ) here and abroad.



## The Process

We designed their anniversary logo, brochure, animation and website drawing inspirations from the Camp - its vast pine tree forest, cool weather and its over-all landscape.

To drive their digital performance, we created a brief animation about JHMC and launched their new website using their new branding.



## The Results

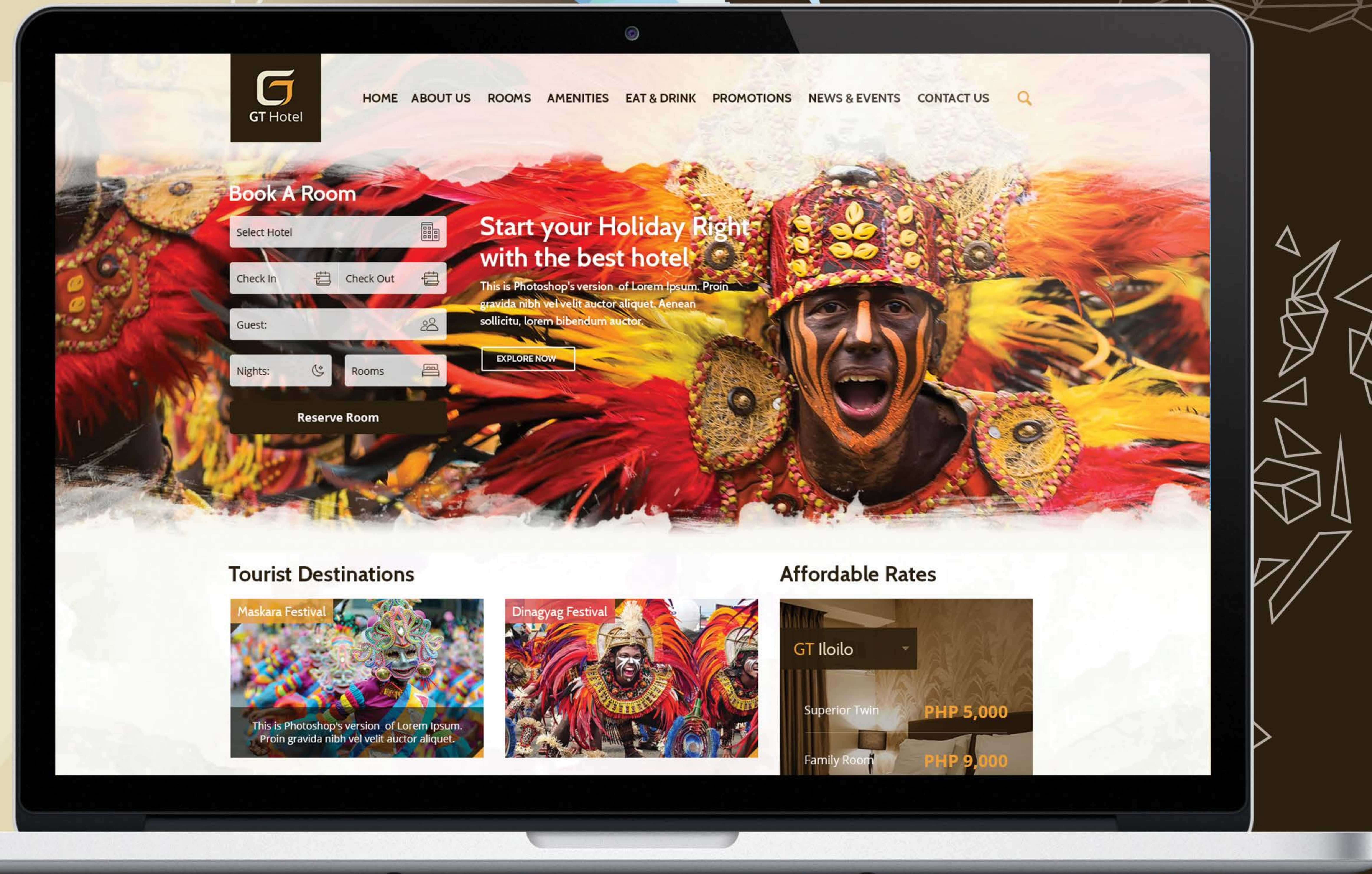
We were able to help promote the John Hay Special Economic Zone (JHSEZ). Our work has reached their recent Hong Kong, Canada and the United States conferences and expositions alike.



# Full branding for the fastest growing hotel chain in the Visayan Islands

GT Hotel is currently the fastest growing hotel chain based in Iloilo City, Philippines. Currently, they have four branches - Iloilo City, Jaro Iloilo, Bacolod City and Boracay. This year they are opening three more braches in Kalibo Aklan, Coron Palawan and Guimaras.

GT Hotel is managed by the same group who manages Hotel Del Rio and the Iloilo Convention Center.



## The Process

We are handling GT Hotel's print, digital and multimedia needs all year round. We are already developing their new website and is set to launch later this year.



## The Result

With great pride, we have been producing several collaterals both in print and digital for hotel and marketing use. Later this year, we will launch their official website that will hopefully boost their online presence and sales.

# Launching of a newly renamed consumer bank in the Philippines

Last November 25, 2014, Allied Savings Bank formally changed its name to PNB Savings Bank. They wanted to launch a new website and activate their new brand to serve as validation of its expansion and strength in the consumer finance industry.

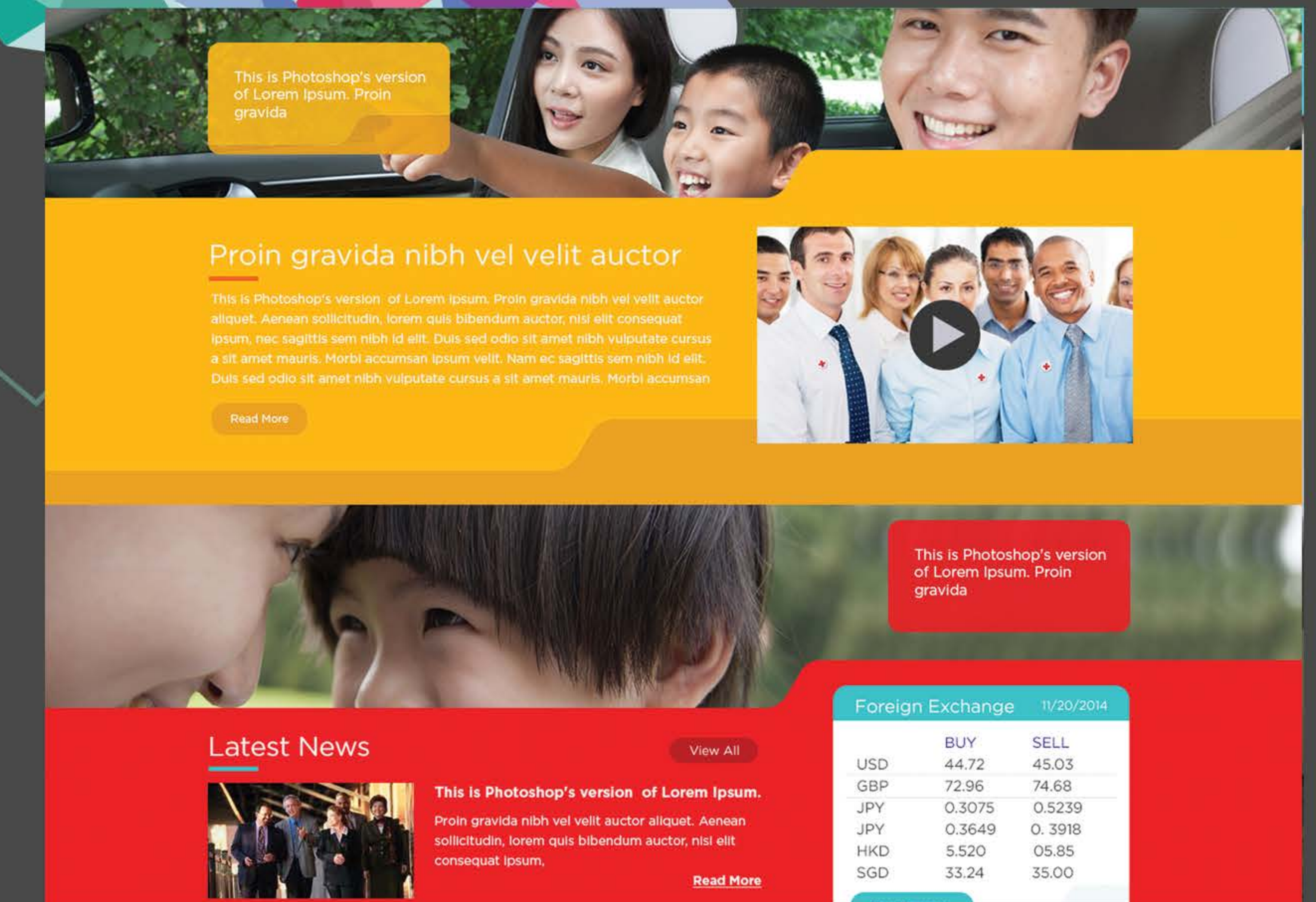
They also wanted to increase their user engagement and make use of the new website as a tool for their consumers.



## The Process

We designed a fresh new style for PNB Savings Bank that embodies a retail feel, product centric, and modern colorful style without deviating from its mother bank's brand.

We also created an icon pack for its products and services from scratch. The new website is responsive, where users can access the website across different devices.



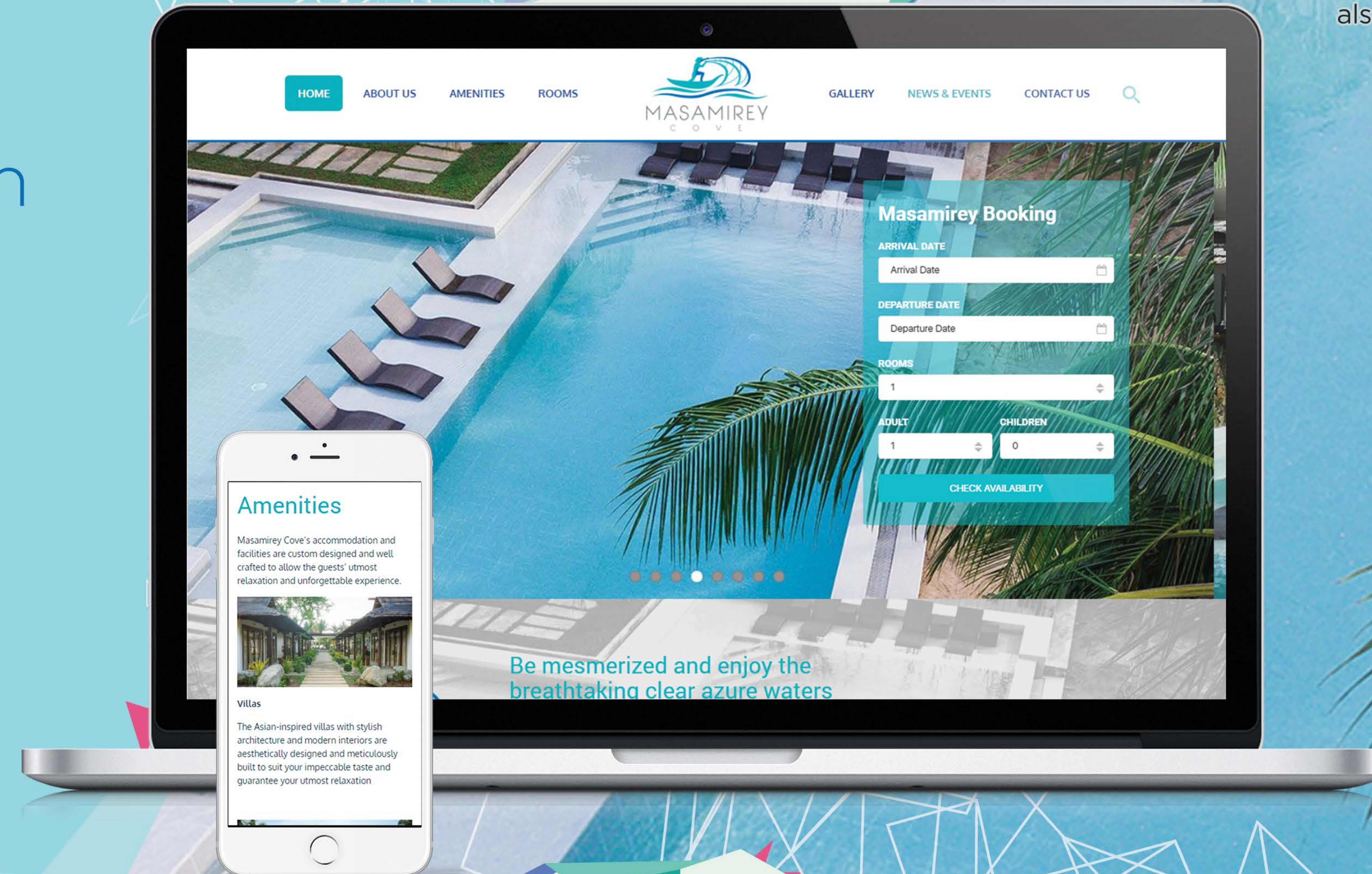
## The Results

There is an increase in terms of user engagement and daily visitorship that makes not only us but also the bank happy.

# Branding for one of Pangasinan's viral & hidden paradise beach resort

Masamirey Cove is a hidden paradise resort nestled amidst a fishing village in one of Pangasinan's pristine beaches – the Masamirey beach.

Be mesmerized and enjoy the breathtaking clear azure waters serenely splashing over the white sand beach as you ensconce in the idyllic private resort on the coastline of Sual, Pangasinan.



## The Process

The owners wanted to highlight the community where the resort thrives - a fishing village. So we decided to use it as our inspiration for their brand. We also made sure that their website is efficient and effective.



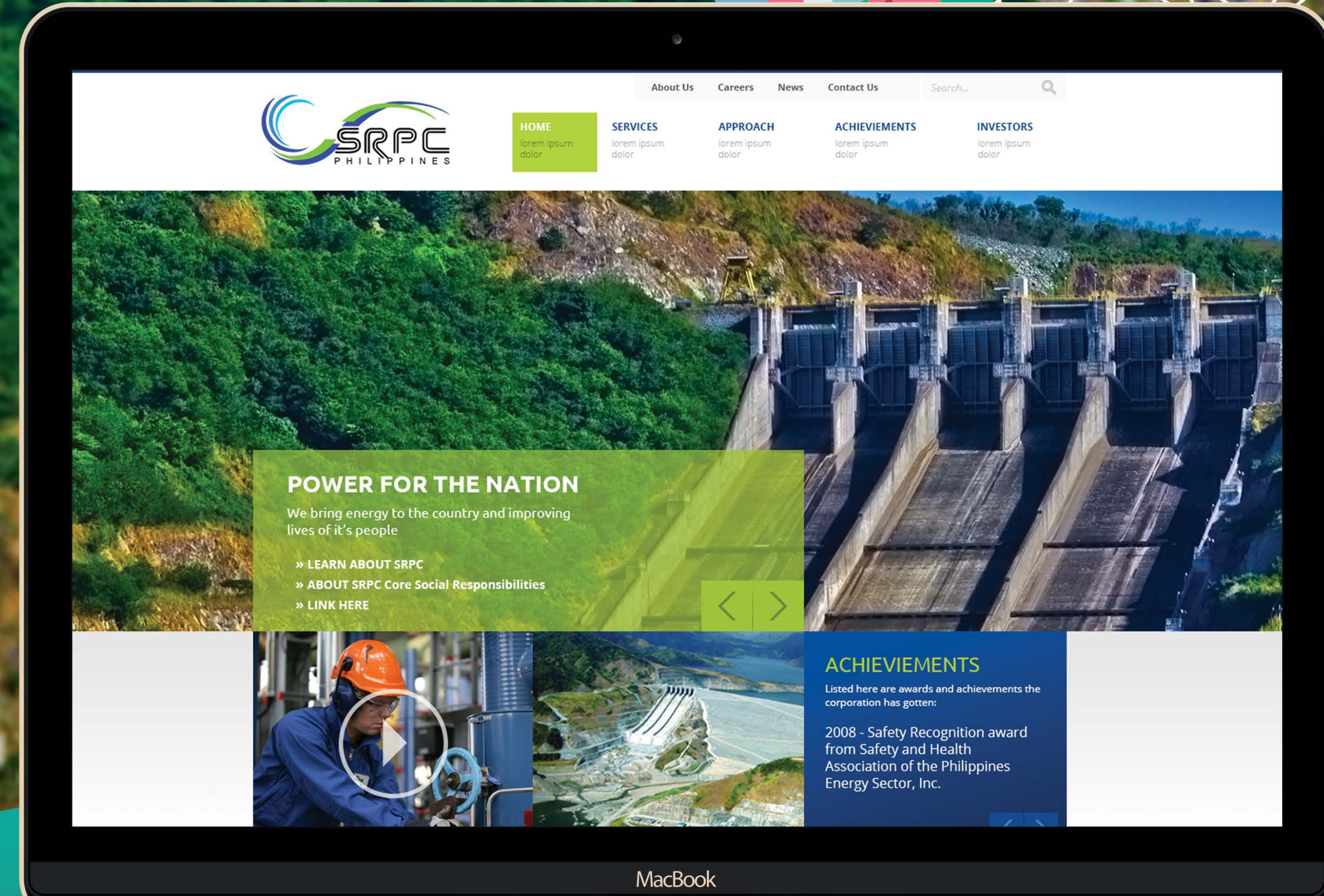
## The Results

Masamirey Cove became one of the most popular beach resort in the country. Online bookings went high surpassing its target on its first month from launching.

# Website design and development for the tallest dam in Asia

San Roque Power Corporation (SRPC) is responsible for the operations and maintenance of the power-generating facility of the San Roque Multipurpose Project for 25 years.

The client wanted us to update their old website and make it look stylish, more modern looking yet simple. They also asked us to showcase the dam and their social corporate responsibility efforts in the community.



## The Process

After thorough deliberations, research and design studies, we were able to create several mockups that were inspired by their corporate colors, corporate mission and vision. We highlighted their website with big image sliders to showcase their products and services for people to see and fully understand.



## The Results

Their website visitorship grew and raised awareness of the company's profile.



**HABITAT**  
CO-LIVING SPACE

# Full branding for Iloilo's first co-living space

Habitat Co-Living Space is a new concept of living in Iloilo, a home designed to meet the expectations of millennials and all those who value sharing, spontaneity and experience.



## The Process

We came up with an icon which is a stylized letter "H", the initial letter of Habitat. It is formed with two side view faces that also look like talk bubbles. These elements represent socialization.



MS. JOHANA SMITH  
1587 S. 129th Street Nardonia, NC 56452



DEAR, PABLO PEREZ  
Director

Habitat Co-Living Space  
The Galleria, Valencia Street, Iloilo City

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Habitat Co-Living Space  
www.habitat.ph  
habitatph@gmail.com  
522222  
0917777777

JOHANA SMITH  
Manager

## The Results

We've created a brand book for Habitat Co-Living Space and Hotel. We've added brand guidelines, color schemes, brand applications and many more. The Hotel and Co-Living Space are set to open next year.





# A Singapore company wanted to help artisans around the globe

Matcha5 aims to bridge the gap between rural and underprivileged artisans and the global economy. By having a marketplace exclusive to rural and underprivileged artisans, they give them the opportunity to set-up and manage their own e-store.

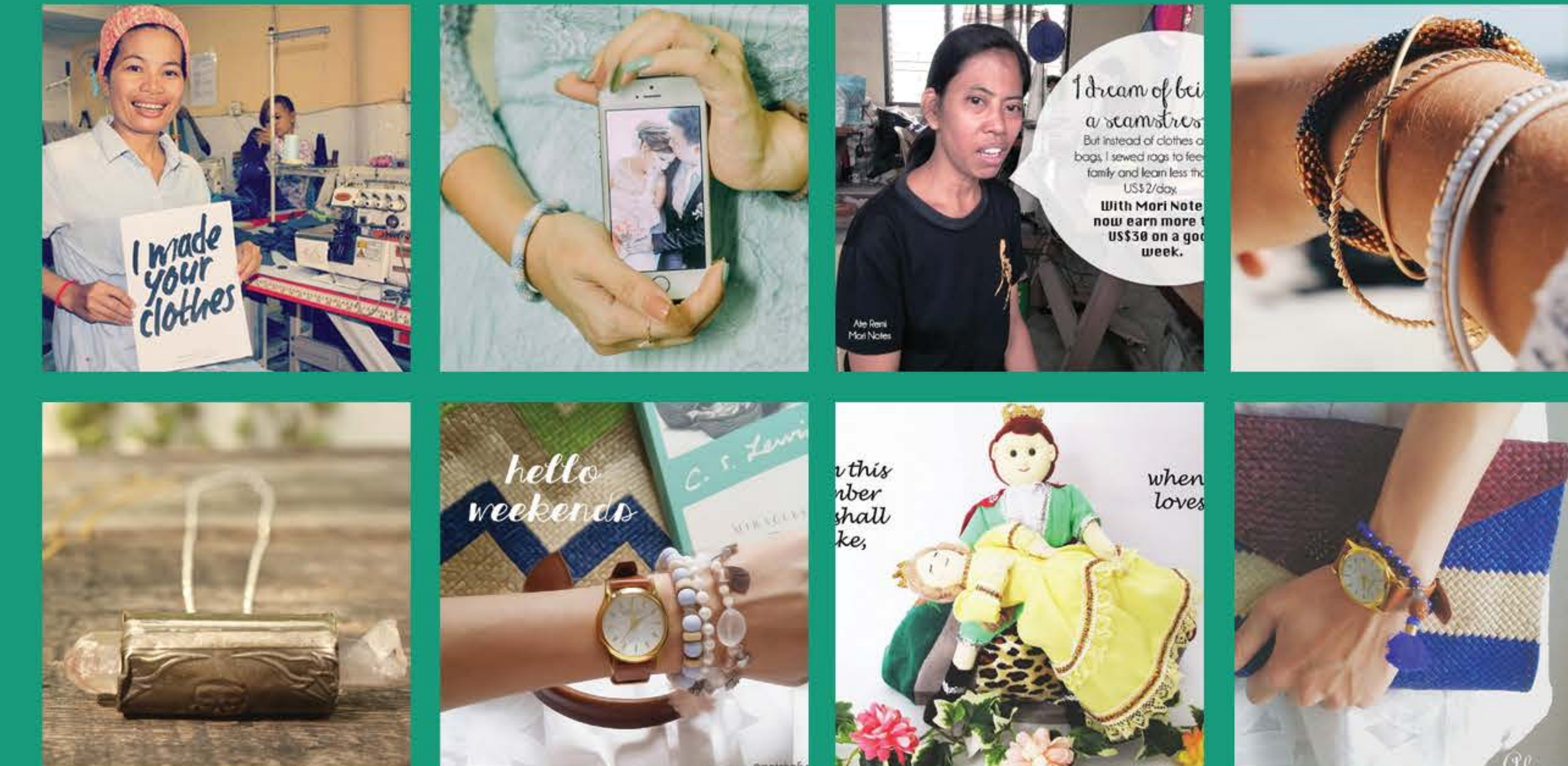
Matcha5 tasked us to design their corporate logo, branding and set up an e-commerce website where artisans can create their own online store.



## The Process

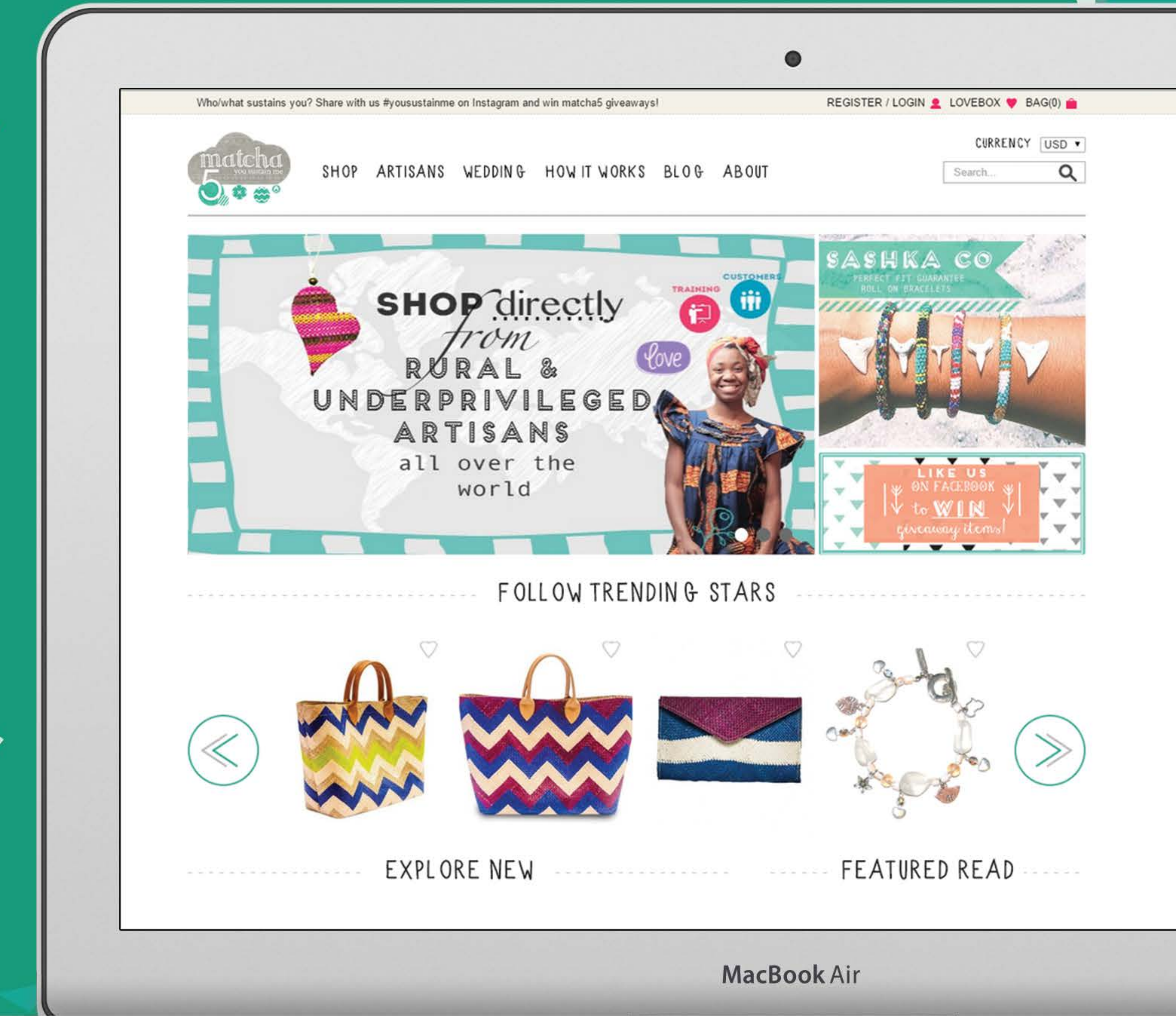
After meetings in Singapore and the Philippines, we created several logo design studies that reflect the mission and vision of matcha5. We also created a brand style guide for them to maintain the overall look and feel of the branding.

We designed the e-commerce website and developed it using an open source e-commerce platform. We customized the platform to meet the needs of the online store.



## The Results

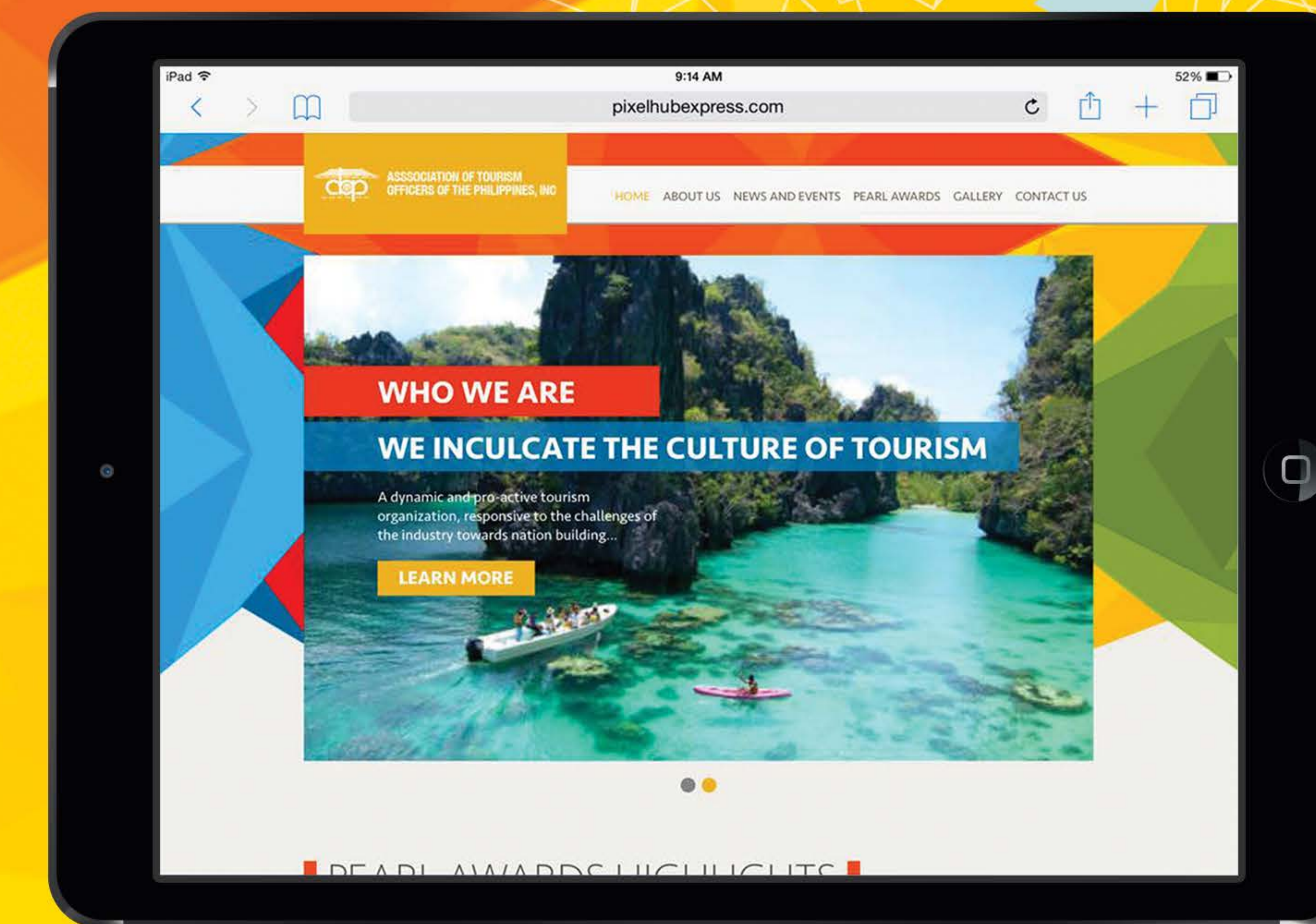
Matcha5 was launched successfully in 2015. The feedback was good and they doubled the artisan sign-ups in just two weeks. They also were able to sell many products in two months time.



# A tourism organization needs a website for marketing

The Association of Tourism Officers of the Philippines (ATOP) is a dynamic and pro-active tourism organization, responsive to the challenges of the industry towards nation building.

They needed a website where they can post latest news and events to their members. ATOP is currently based in Iloilo City making the website a tool to reach out to their members.



## The Process

We were able to create a website that is modern, clean and still aligned to the branding guidelines of the Department of Tourism. Users can also use the website using their desktops, tablet and mobile.

## The Results

We were able to meet the expectations of the clients which made them happy. The site has doubled its page views and increased its reach allowing more members to join the organization.

# Ten year contract with the country's only flower festival

The Baguio Flower Festival Foundation Inc. (BFFI) is the sole organizer of the Panagbenga Flower Festival. They signed a five-year contract with us in 2012 as their exclusive web and creative partner. Just recently, our contract was renewed for another five years.

They needed a website design and development for the promotion of the Flower Festival website every year.



## The Process

We have been designing the Panagbenga website using various illustration styles. We also used parallax and jquerys to animate the different elements of the website which gives users a whole new experience every year.

## The Results

To date, we already designed five (5) Flower Festival websites. The amount of traffic from visitors here and abroad is continuously increasing. We also added a live stream feature so users can watch the main events live from the comfort of their homes. Just this year, we made history, Panagbenga parades were put into live coverage through Facebook. The views were awesome!



# Full branding for the first music and arts festival of the north

For two years now, we've been helping Up North Music and Arts Festival with its branding, marketing and digital promotions.

Up North Music and Arts Festival (UNMAF) has been inviting and showcasing indie artists, bands and art aficionados every year.

**UP  
NORTH  
MUSIC ARTS  
FESTIVAL  
2017**

April 22, 2017

**UP  
NORTH  
MUSIC ARTS  
FESTIVAL**

OH, FLAMINGO!  
QUEST  
BP VALENZUELA  
TAKEN BY CARS  
TIMMY TIM  
THROUGH THE WAVES  
THE CROWN  
AUTOTELIC  
CURTIS SMITH  
CLARA BENIN

Get access to the  
Art Fair and Music  
Platforms for only

**550 pesos**

#UpNorthMusicFestival2017

Gates open at 4PM  
CSI Mall Parking Grounds  
Lucao, Dagupan City

Tickets are available at the customer  
service desk of CSI branches and all CSI  
Best Home Furniture Stores.

Contact Us  
0922 832 4023 | 0905 342 1007  
(075) 529 1629 | (075) 523 5416



## The Process

Up North Music and Arts Festival is the biggest and brightest Music and Arts festival of the north. Every year, we handle their branding and marketing efforts to promote the event.

## The Results

Another successful event was held last 22nd of April 2017.



## Corporate identity and website development for a local real estate company

Real Estate Manila is a go-to site for people who are in search for the best real estate properties in Metro Manila, as well as its neighboring provinces.

The client wanted us to design a timeless and classy corporate identity and a modern website design to showcase their properties.

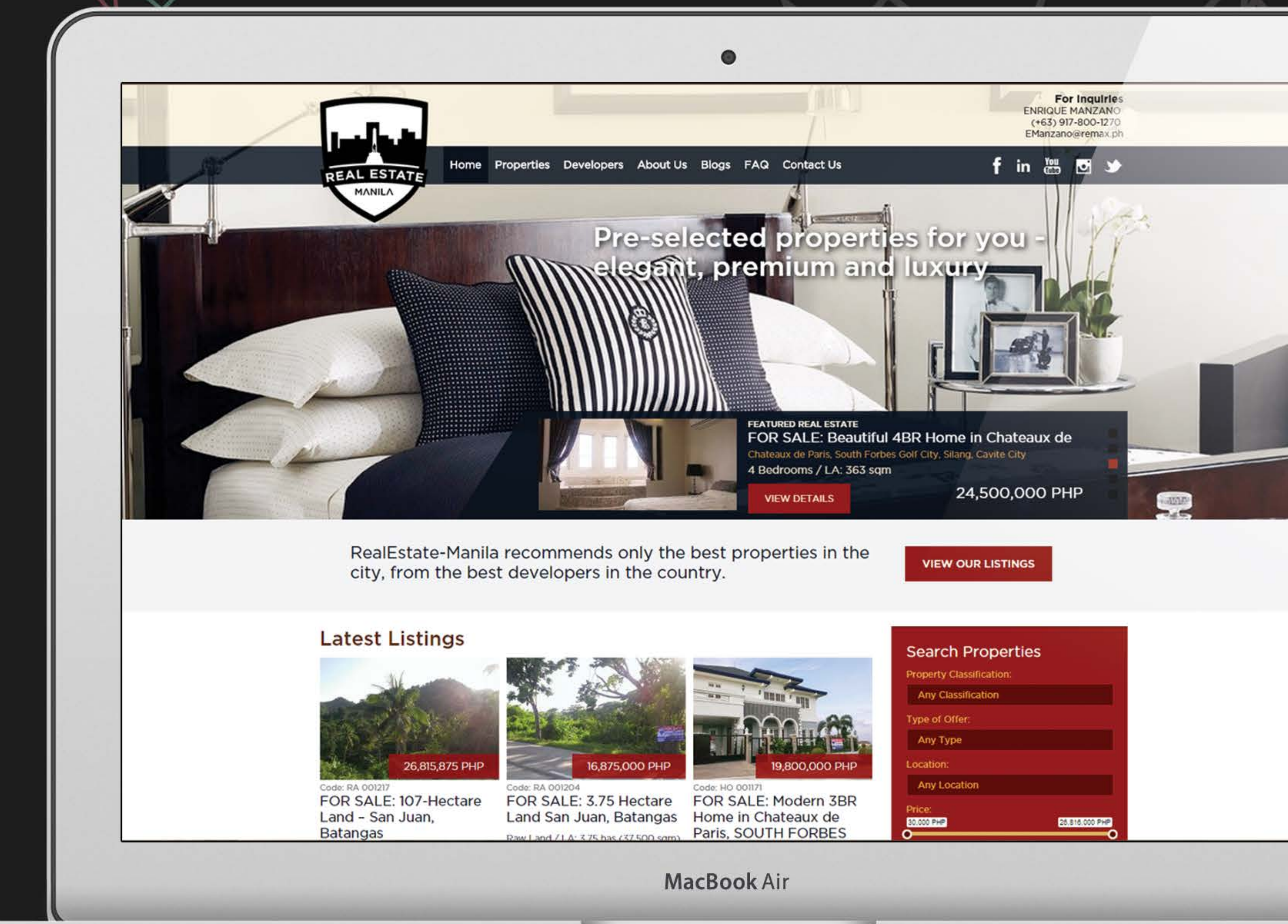


## The Results

The client was very happy and told us that the website reached its highest number of visitors already since the launch. People started to inquire about the properties listed and the sales inquiries are phenomenal.

## The Process

We helped create an inspiring, unprecedented and modern brand, logo and website that allowed users to use as a tool to look for the best properties in Metro Manila and nearby provinces.

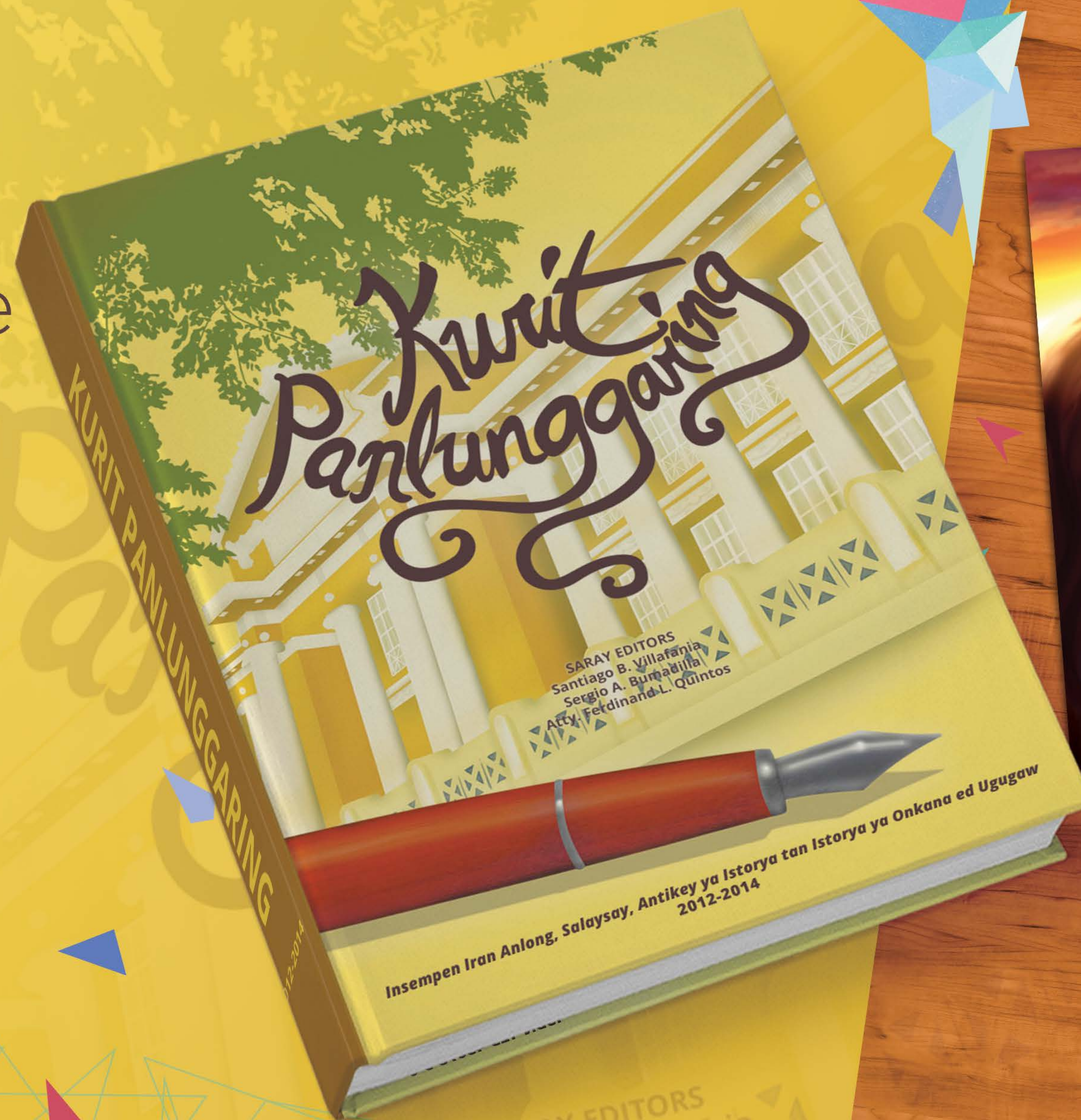


# First book anthology publication of the Pangasinan language

Kurit Panlunggaring, the first literary contest in the Pangasinan language, is designed to improve the production of more Pangasinan literary works and provide a venue for participants to craft their literary works in their native language.

The Provincial Government of Pangasinan through the Tourism office tasked us to design the overall book branding and asked us to illustrate the title pages of all the winning entries from the year 2012 to 2014.

*Kurit Panlunggaring*



## The Process

After reading all the entries, we are able to understand and interpret them. We first created drafts by pencil sketching before finally creating its digital version.

## The Results

The Kurit Panlunggaring Anthology Book 1 was successfully launched on April 10, 2015 during the Agew na Pangasinan (Pangasinan Day) celebration.



# Mobile Application for the Philippines' Death Care Experts

The St. Peter Group of Companies are DeathCare Experts, the choice of every Filipino in the delivery of world-class DeathCare Services - a progressive partner in nation building.

St. Peter Group of Companies wanted a mobile sales toolkit that will aid their sales and marketing team.

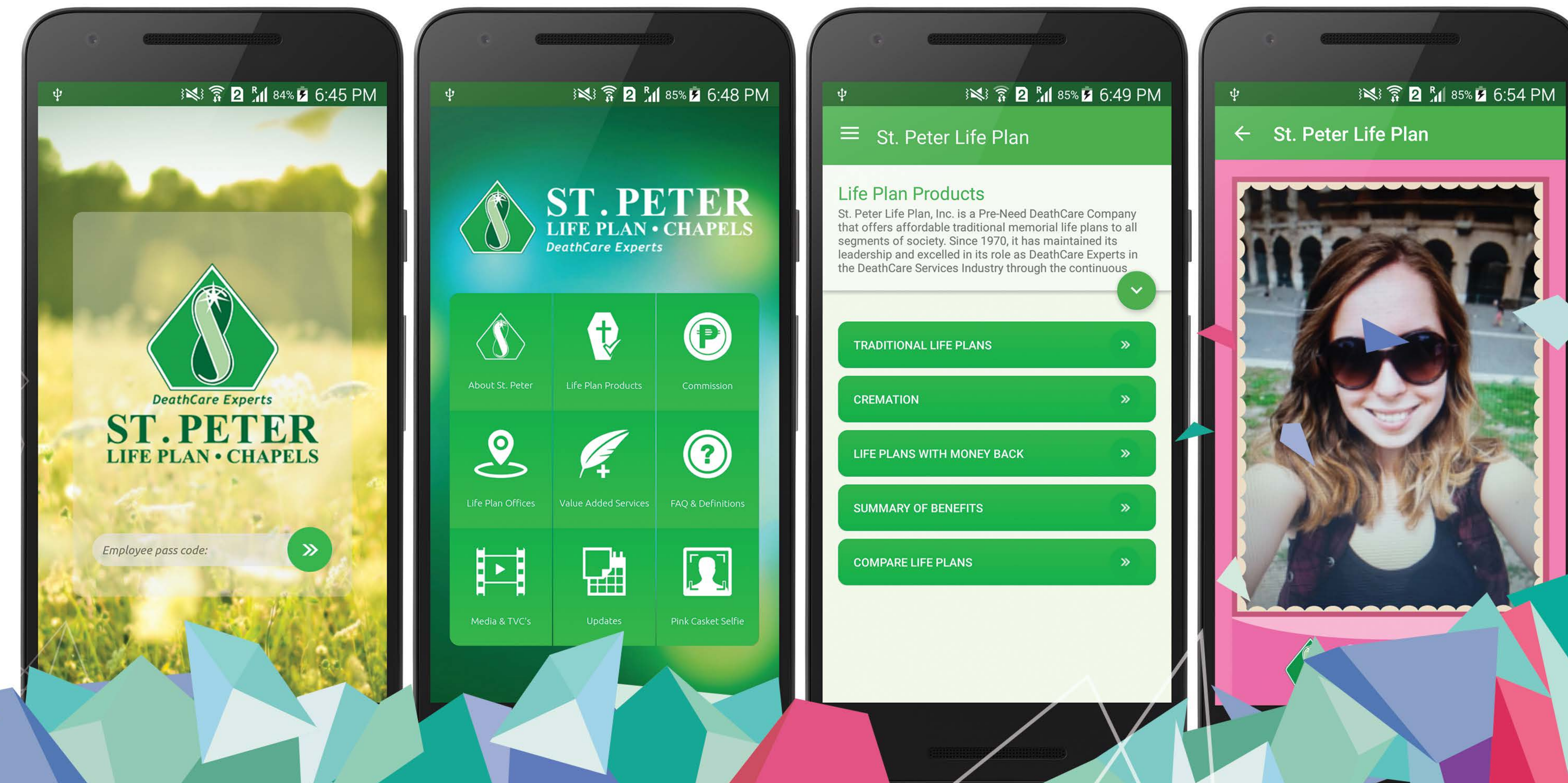


## The Process

We developed both android and iOS mobile applications for St. Peter Life Plan and Chapels. The sales toolkit app has many features that include a location-based directory, value added services and a pink casket selfie.

## The Results

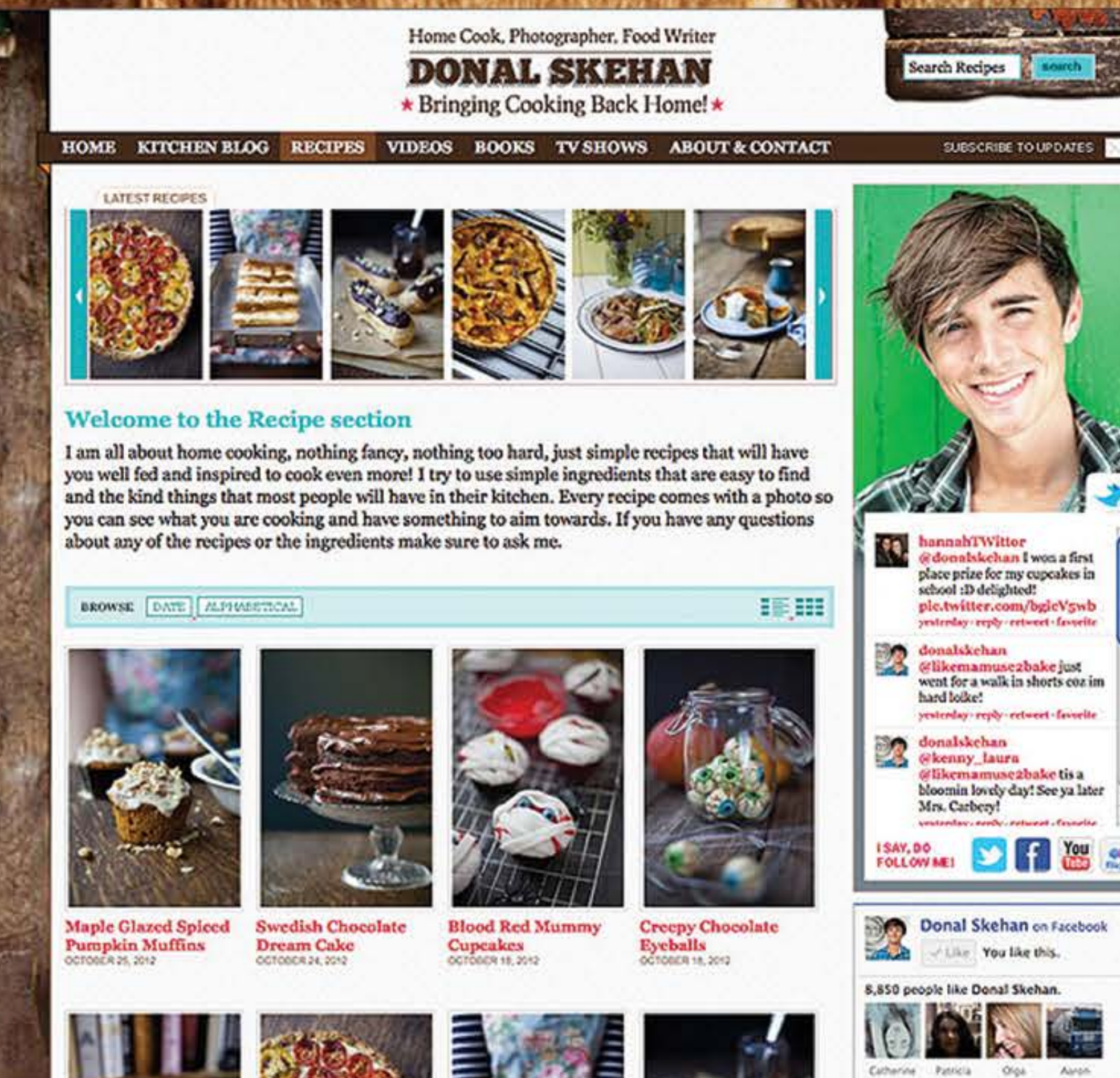
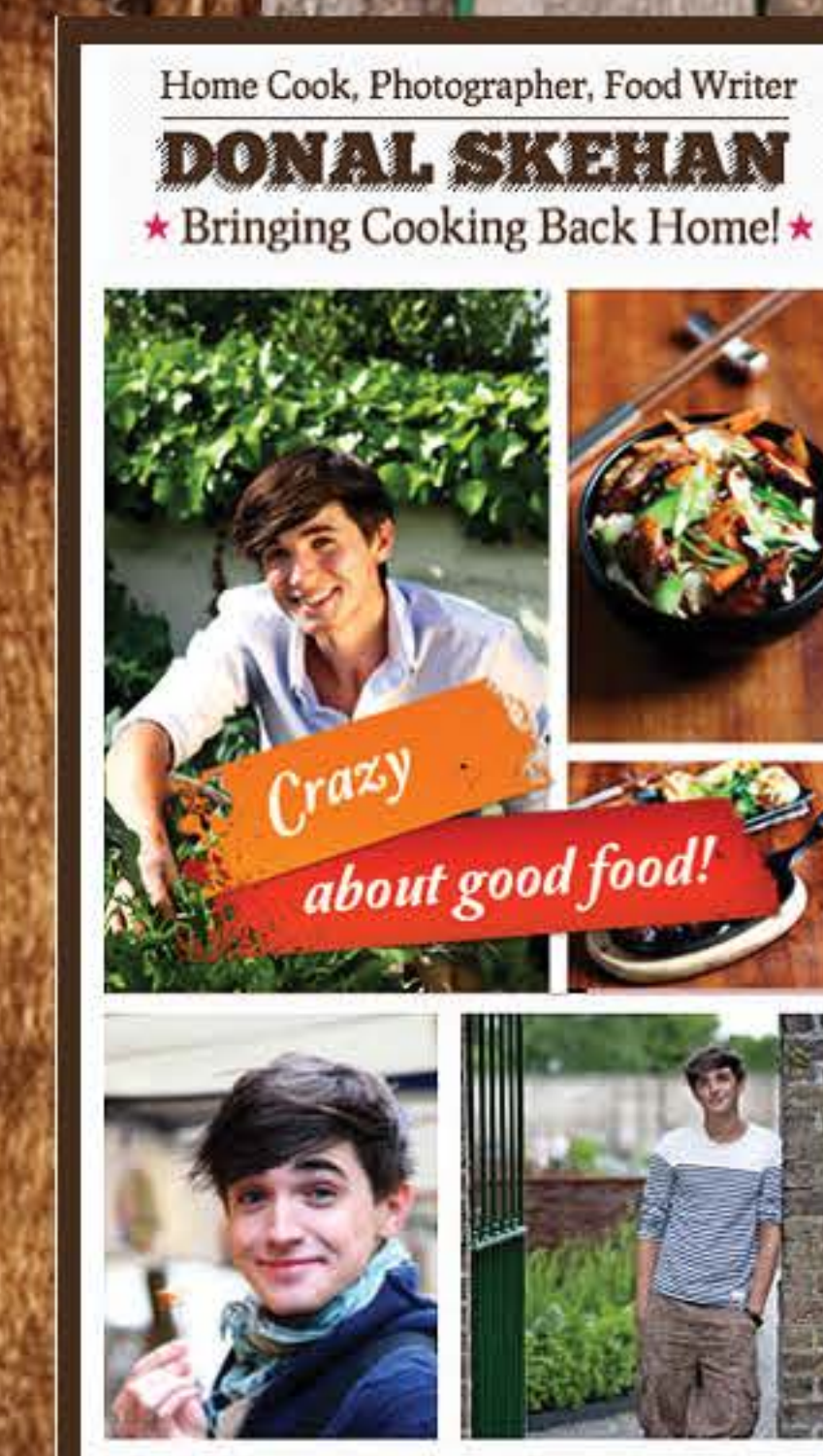
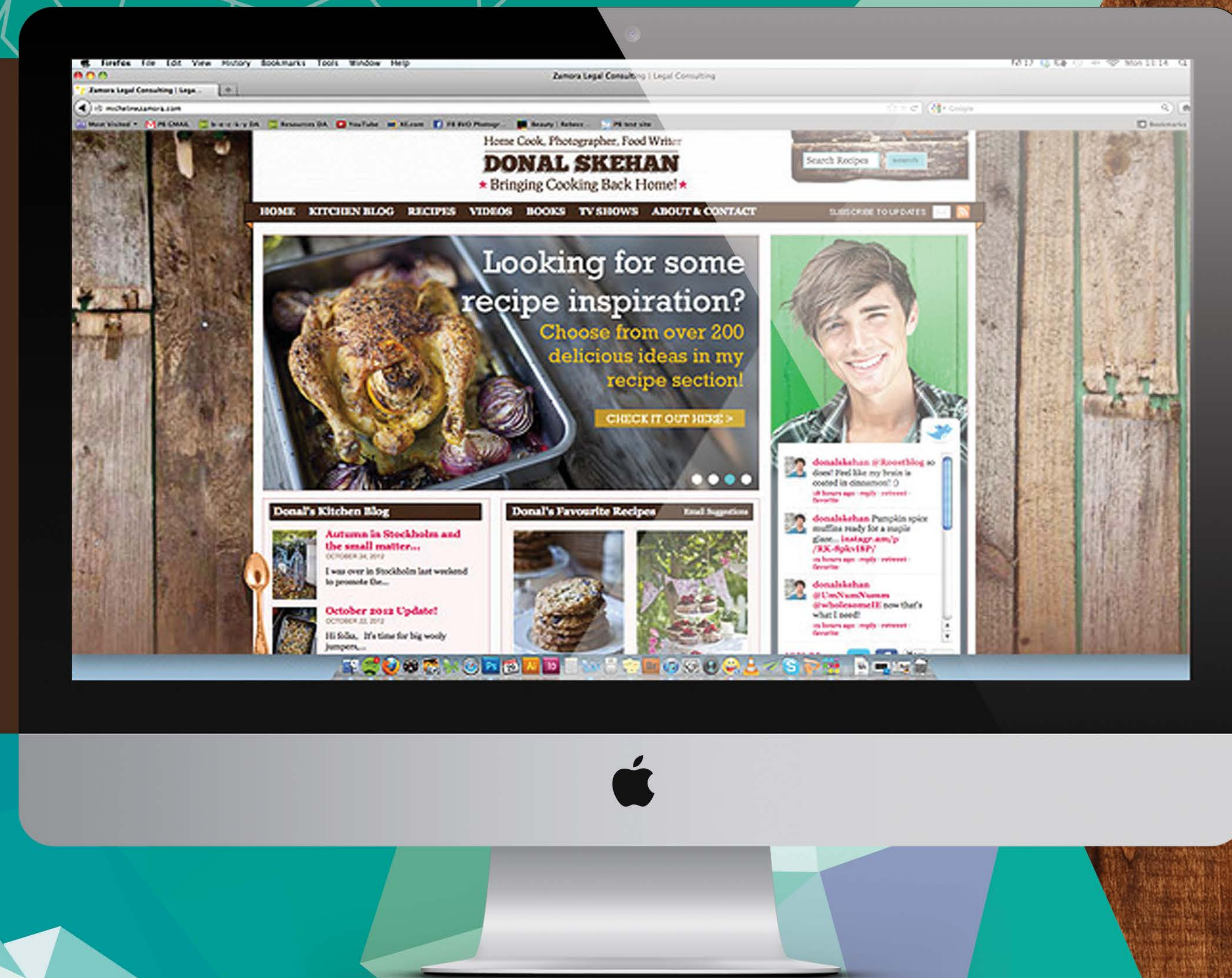
The app was successfully launched in November 2015 during St. Peter's National Convention at Solaire Resort and Casino.



# Branding for a celebrity chef

Donal Skehan is an Irish food writer, food photographer and television presenter living in Dublin, Ireland.

He asked us to design his brand, corporate identity and website. We also managed his website's search engine optimization (SEO).



## The Process

The client wanted his website to look clean and sophisticated, but also playful, which fit in well with the use of woods and inspired by the kitchen. The web design was made with textured woods and several kitchen wares that made it home feel.

## The Results

The website visitorship and user interaction to all Donal's recipes increased since web launch. People started sharing his recipes since we added social media buttons. The client was very happy and gave us a thumb up!

