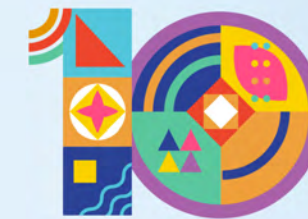




PIXELHUB Creative Design Studio
Tamaro, Bayambang, Pangasinan
Philippines

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+63 977 692 3822 or +63 961 753 9749
or email us at
hi@wearepixelhub.com
or visit our website at
www.wearepixelhub.com



**PIXELHUB DESIGN
+ DIGITAL AGENCY**

Our Elevator Pitch

For ten years now, we are a digital creative agency with expertise ranging from conceptualization, design, digital innovations, and strategic online marketing.

PIXELHUB Creative Design Studio 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 2012, 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.

ABOUT THE COVER. PIXELHUB Creative Design Studio is dedicated to helping clients achieve greater heights of success. The cover design featuring mountains symbolizes overcoming challenges, while the aurora borealis represents limitless possibilities. The agency's commitment to innovation, creativity, and strategic solutions helps clients reach their goals.

Our Quest

Your success is how we measure our own.

At PIXELHUB Creative Design Studio, 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 Design Studio'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.

10 YEARS OF PIXELHUB DESIGN + DIGITAL AGENCY

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.



National Historical
Commission of the
Philippines



Department of Tourism
Region III



Baguio Flower Festival
Foundation, Inc.
Since 1995

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

10 YEARS OF PIXELHUB DESIGN + DIGITAL AGENCY

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.



Developing a Tourism Brand for the third-largest province in the Philippines

The branding of Pangasinan Tourism is rooted in its unique identity as the "Land of Salt," a province known for its meticulous salt harvesting from the seas.

This identity is woven throughout their efforts to slowly and safely reopen tourism, with a focus on implementing health and safety protocols to ensure the safety of tourists and the local industry in the "new normal."

Overall, the branding of Pangasinan Tourism is an intentional and thoughtful approach to showcasing the unique identity and tourism offerings of the province, while also prioritizing the safety and well-being of both tourists and the local industry.



PANGASINAN
PROVINCIAL TOURISM AND CULTURAL AFFAIRS OFFICE



The Process

By conducting extensive research and working closely with key players in the tourism industry, we successfully crafted a series of mockup designs that authentically portrayed the unique brand identity of Pangasinan Tourism.

Our design explorations were specifically tailored to showcase the diverse tourist attractions located throughout Pangasinan's six districts.

See
Pangasinan

See
Pangasinan

See
PANGASINAN

See
Pangasinan

See
Pangasinan

About the Logo

The logo design itself embodies simplicity and modernity, while still conveying the "See the fun in Pangasinan" outlook. The use of the Fonarto font and the blue color scheme are representative of the province's identity, while the Sun on top of the word "Asin" highlights its reputation as the "Land of Salt."

Additionally, the design elements of the Sun, with its waves and wavy rays, evoke images of the province's pristine beaches and beautiful sunset views, with each of the 6 rays representing one of the 6 districts of Pangasinan and the various tourism destinations found within them.

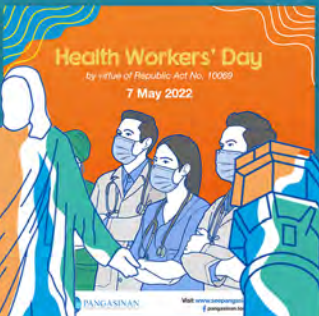
See
Pangasinan

The Results

In September 2021, we successfully launched the new Pangasinan Tourism Brand with the tagline "See Pangasinan." This tagline effectively captures the province's diverse and distinct attractions, making it a compelling destination for travelers. The new branding materials were used across all marketing channels, including the website, social media, print advertising, and billboards.

The results of the branding campaign were outstanding, with the tourism industry in Pangasinan experiencing a significant increase in both local and international visitors. The "See Pangasinan" tagline resonated with tourists, inspiring them to explore the province's natural beauty and cultural richness.





Brand Development of the 2021 Quincentennial Commemorations in the Philippines

The 2021 Quincentennial Commemorations in the Philippines (2021 QCP) is a series of observances to mark the 500th anniversary of various events in the Philippines, notably the introduction of Christianity in the Philippines, the role of the country in the Magellan–Elcano circumnavigation, and the victory of Lapulapu in the Battle of Mactan.

Pixelhub Creative Design Studio was tasked with developing a brand for the 2021 QCP. The studio provided illustrations, set brand guidelines, created digital and print marketing collaterals, developed a social media strategy, revamped the website, crafted an interactive map, and created an online lecture portal and a national memory project digital library. Additionally, Pixelhub was also responsible for developing the brand identity and marketing collaterals for the Philippine International Quincentennial Conference (PIQC). The studio's expertise ensured that the event had a cohesive visual identity and successful digital marketing, preserving the history and culture of the Philippines.



Quincentennial
Commemorations
in the Philippines
Victory and Humanity • 1521-2021

The Process

We developed the brand for the 2021 QCP through a thorough and comprehensive process. The studio started by conducting extensive research on the 34 Quincentennial events to gain an in-depth understanding of their historical and cultural significance. This research informed the studio's approach to creating the brand's visual identity, including the development of custom illustrations that represented each event.

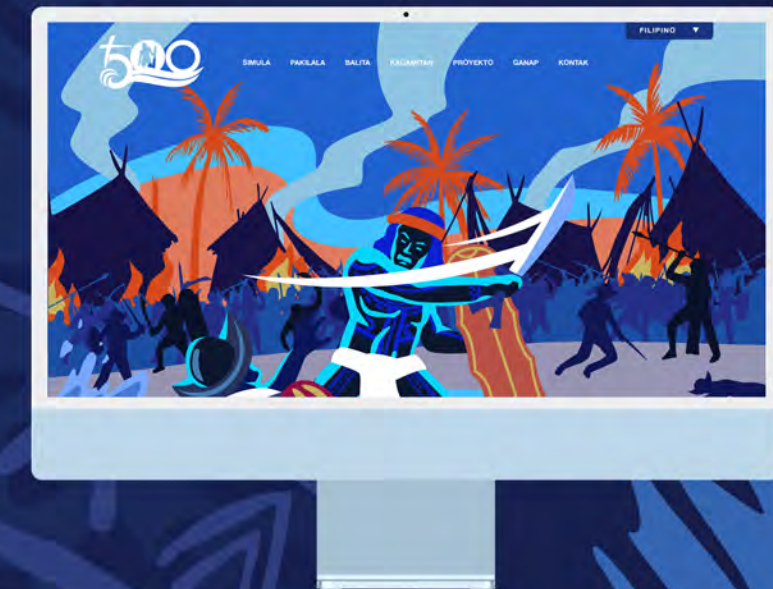
The studio then created a brand manual that outlined the brand's guidelines, including the creation of digital and print marketing collaterals. Pixelhub ensured that the brand's visual identity was consistent across all platforms, including social media, print collaterals, website design, and animated motion graphics.



The Results

The event was successfully marketed to a wider audience, and the national memory project digital library and online lecture portal were valuable resources for preserving the history and culture of the Philippines. The brand developed by Pixelhub Creative Design Studio played a significant role in the success of the 2021 QCP, leaving a lasting impact on the nation's history and culture.

Additionally, the PIQC attracted a diverse audience of over 1,500 attendees, including scholars, government officials, and members of the general public.



Branding one of the Philippines' longest-running festivals for ten years now

As the cool breeze of February fills the air in Baguio City, the annual Panagbenga flower festival comes to life. The festival's name, "Panagbenga," is derived from the Kankanaey language, meaning "season of blooming," reflecting the vibrant blossoms that adorn the city during this time.

Beyond the colorful floral displays, the Panagbenga festival is a celebration of the rich history, traditions, and values of Baguio and the Cordilleras.

Pixelhub has been the branding partner of the festival for the past ten years, creating comprehensive marketing collaterals for both digital and print platforms. These include the development of brand guidelines, production of eye-catching banners, design of attractive giveaways and t-shirts, management of social media accounts, and creation of the festival's official website.



**Baguio Flower Festival
Foundation, Inc.**
Since 1995



The Process

Through extensive research and close collaboration with key players in the tourism industry, Pixelhub crafted a series of mockup designs that effectively captured the unique brand identity of the Panagbenga Festival.

Our design explorations were strategically developed to highlight the diverse tourist attractions located in and around Baguio City.

The Results

As the branding partner of the Panagbenga Festival, Pixelhub Studio has delivered impressive results for over a decade. The festival's crowd has grown significantly each year, thanks in part to our comprehensive brand guidelines for all digital and print marketing platforms. These include eye-catching banners, engaging social media posts, attractive posters, and a well-designed official website that effectively promotes the festival's unique brand identity.

Our team also takes great care in creating illustrations that align with the festival's yearly theme. By closely collaborating with the organizers and incorporating their feedback, we are able to produce designs that capture the essence of the festival and resonate with its target audience. As a result, the Panagbenga Festival has become one of the most anticipated and well-attended events in the Philippines.



10 YEARS OF PIXELHUB DESIGN + DIGITAL AGENCY

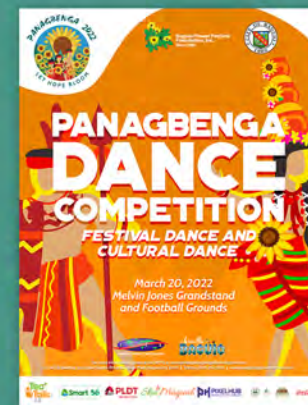
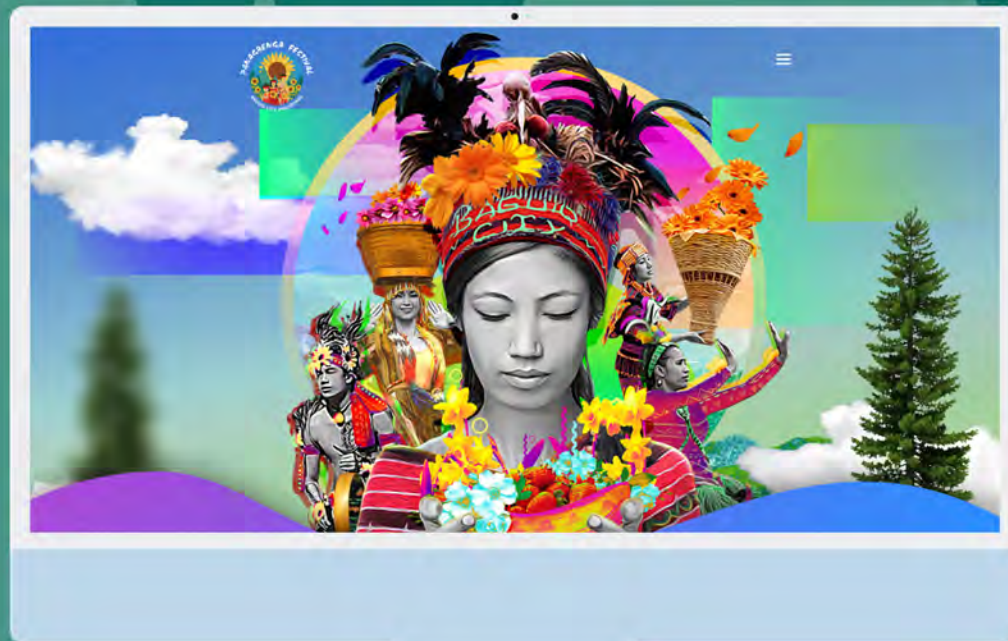
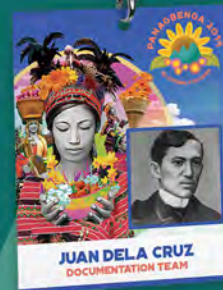


PANAGBENGA 2020
Baguio Flower Festival Foundation, Inc. Since 1993
CITY OF BAGUIO 1999

**The 25th Panagbenga Festival
Calendar of Events
Traditional Events**

DATE	EVENT	VENUE
ON GOING	BAGUIO BLOOMS EXPOSITION LANDSCAPING EXHIBITION AND COMPETITION	Baguio Convention Center Parking Area Designated Areas in the CBD / Parks
FEBRUARY 22	FLOWER TEE GOLF TOURNAMENT	Baguio Country Club
MARCH 4-6	SCHOOL-BASED LANDSCAPING COMPETITION (JUDGING)	Participating Schools in Elementary and High School
MARCH 11 SUNDAY	HANDOG NG PANAGBENGA SA PAMALAY RAGUO (FAMILY FAIR - WHOLE DAY) LET A THOUSAND FLOWERS BLOOM (WHOLE DAY) PANAGBENGA OPEN KITE-FLYING COMPETITION PANAGBENGA CULTURAL SHOW FIREWORKS DISPLAY	Public Jones Grandstand and Football Grounds
MARCH 21 SATURDAY 8AM	GRAND OPENING PARADE STREETDANCE COMPETITION (ELEMENTARY DIVISION)	Panagbenga Park - DLE - Session Road to Magway Avenue to Harmon Road to Baguio Avenue Road
MARCH 22 SUNDAY 4PM	PANAGBENGA CULTURAL DANCE COMPETITION	Public Jones Grandstand and Football Grounds
MARCH 23 SATURDAY 8AM	PANAGBENGA GRAND STREET DANCE COMPETITION AND PARADE	Panagbenga Park - DLE - Session Road to Magway Avenue to Harmon Road to Baguio Avenue Road
MARCH 24 SUNDAY 8AM	PANAGBENGA GRAND FLOAT COMPETITION	DLE - Session Road to Harmon Road to Public Jones Grandstand and Football Grounds
MARCH 28-29	SPONSORS' DAY	Baguio Athletic Road (February 28) Public Jones Football Grounds (March 1)
MARCH 30 TO APRIL 5	SESSION ROAD 'N' BLOOM	Session Road
APRIL 6	PONY BOYS' DAY	Vigilante Park, Baguio City
APRIL 6 SUNDAY 9PM	CLOSING CEREMONIES GRAND FIREWORKS DISPLAY	Baguio Athletic Road 1 Station (City-Wide)

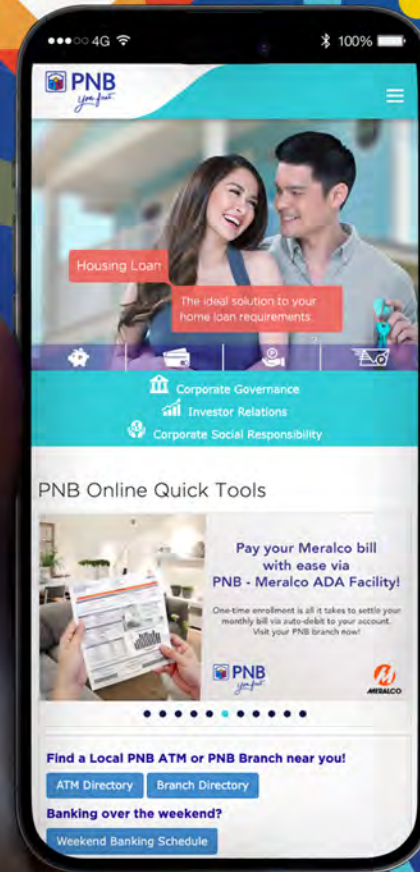
For more information, please email: WFFFI@panagbengafestival.com
or visit: www.panagbengafestival.com
or call: (075) 443-4371 / 1-800-888-8888



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

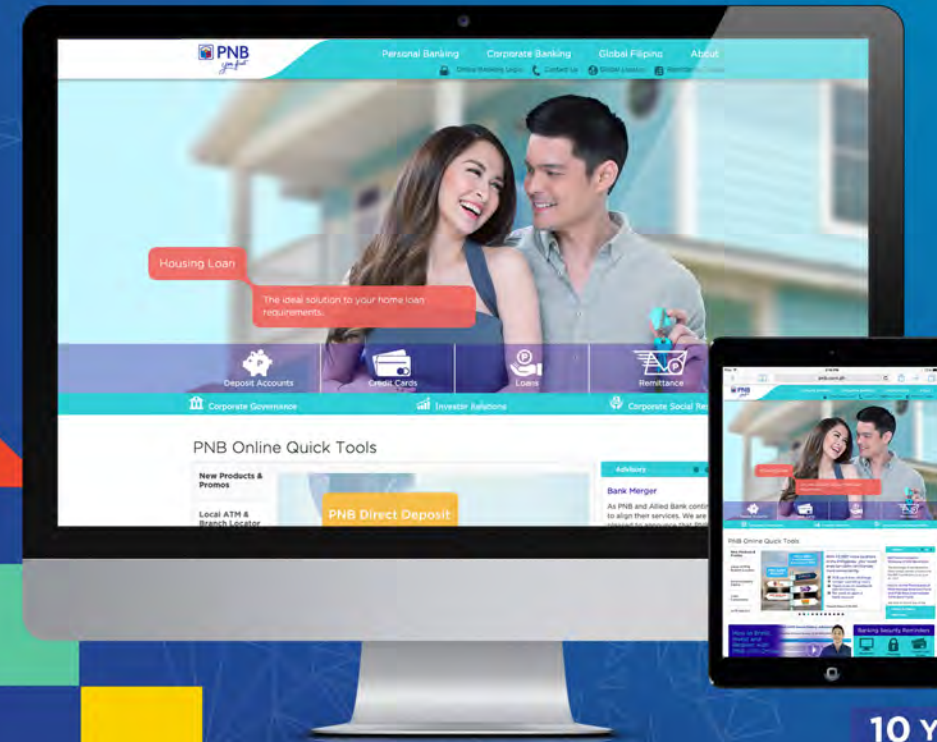
In order to align with their new brand identity in 2015 and offer a seamless digital experience for their customers, the Philippine National Bank sought a fresh website design.

Their previous online presence was lacking in vital information about their products and services, and was in dire need of a revamp. As their brand strategists and creative partners, we were tasked with creating a modern and streamlined domestic and online banking website, complete with mobile and tablet versions for optimal accessibility.



The Process

Through thorough research and collaboration with the bank, we were able to curate a selection of mockup designs that accurately reflected their brand identity. Our design studies encompassed not only their desktop website, but also intuitive and visually stunning versions for both mobile and tablet users. To further enhance the user experience, we also illustrated custom icons for each of the bank's unique products and services.



The Results

In 2015, the Philippine National Bank (PNB) was bestowed with the prestigious Best Website of the Year award at the Asian Banking and Finance Retail Banking Awards in Singapore, a significant accomplishment that serves as a testament to their unwavering dedication to meeting the ever-changing needs of their clientele. This recognition is a testament to the bank's unwavering commitment to innovation and excellence in the digital space.

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

The John Hay Management Corporation is aiming to position their Camp as a top tourist destination and human resource development center. To achieve this goal, they require a comprehensive branding strategy for their new brochure design, animation, and website.

In addition, to commemorate their 110th anniversary, the corporation is seeking a new corporate branding that can be used consistently across all their marketing materials, both locally and internationally. This includes creating an anniversary logo that represents their rich history and longstanding commitment to excellence.

By implementing a strong branding strategy, John Hay Management Corporation can increase brand awareness and establish a solid reputation as a leading player in the John Hay Special Economic Zone (JHSEZ) market.



NORTH LUZON'S
**Premier Tourist Spot and
Business Destination**

The Process

We leveraged the unique qualities of the Camp - its expansive pine tree forest, refreshing climate, and stunning landscape - to design their anniversary logo, brochure, animation, and website.

Our design approach aimed to capture the essence of the Camp, creating a brand identity that resonates with their target audience.



The Results

Our efforts in promoting the John Hay Special Economic Zone (JHSEZ) have successfully reached various international conferences and expositions, including those held in Hong Kong, Canada, and the United States.

