

Sahara Group

www.sahara-group.com

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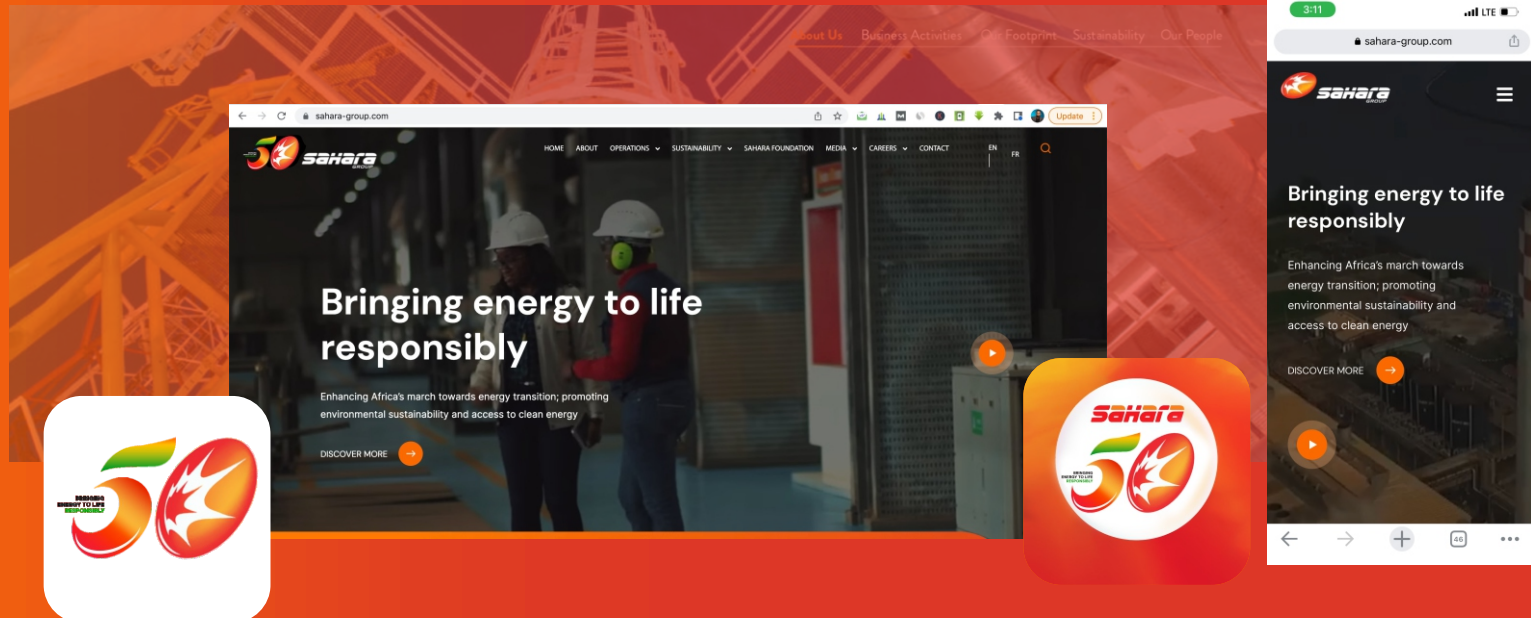
SAHARA GROUP

Sahara Group 50 Years Anniversary Brand Identity

BRAND IDENTITY

WEB

MOBILE



The Sahara Group's 50th Anniversary Brand Identity aims to retain Sahara Group's innovative nature of being a leading energy conglomerate with operations in over 42 countries in Africa, Middle East, Europe and Asia, while still retaining it's laudable history.

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Highlights

MY ROLE

Researcher, UX/Product Designer,
Brand Designer

TOOLS

Adobe Premiere Pro, Sketch,
Photoshop, Illustrator, Zoom, Figma

CLIENT

Sahara Group

SKILLS & METHODS

Experimentation, A/B Testing, Qualitative
Research, Usability Testing, UX Design,
UI Design

TOOLS

April 2-4 2022, 2 Days

TOOLS

Flows, wireframe sketches,
screens, responsive web pages

TEAM



The Problem

The Sahara Group's 50th Anniversary Brand Identity aims to project Sahara Group's innovative nature of being a leading energy conglomerate with operations in over 42 countries in Africa, Middle East, Europe and Asia, while still retaining its laudable history.

Before now, I always knew Sahara group to be a multinational company, particularly as I had a friend who worked in Egbin Thermal Power Station which operates the largest power generating station in Nigeria with an installed capacity of 220MW each.

SAHARA GROUP AT A GLANCE

Consolidated Revenue

\$10 Billion

Number of Staff

4,000+

Business Footprints

42+

Countries

Transactions Closed

\$12 Billion+

What I did

I created a representative identity which preserves Sahara Group's history and at the same time communicates the journey into the future as a leading conglomerate that is constantly bringing energy to life responsibly

Try Prototype Out

Defining the problem

“Who am I designing for and what challenges are they facing currently with the top energy challenges across the world?” I kept asking myself these questions as I tried to define the problem space and who to design for. I started first by narrowing down my user group to users in Africa, Middle East, Europe and Asia between the ages of 18 - 65 as this age range has the highest rate of energy adoption (source).”

OPPORTUNITY

There are over 7.9 billion people in the world as of April 2022 according to the United Nations. One of the most pertinent questions raised over the years has always been the sustainability of energy that is made accessible to all.

HYPOTHESIS

I believe United Nations and the world in general have been exposed to non sustainable means of energy consumption over the years. I also believe Sahara Group is investing heavily in solar, wind and thermal power, improving energy productivity, and ensuring sustainable energy remains accessible.

Research really opened my eyes

1

The primary logo of Sahara Group is orange, red and tints of yellow. The current logo did not have a sustainable energy color resident in the logos.

2

Surveys showed that people would prefer a more sustainable energy use method such as solar, hydro power and avoid the use of coals and fossil fuels.

3

Survey responders opined that they wish solar methods of power generation can be made more affordable and accessible to all.

Synthesizing these insights made me to come up with a refined problem statement:

How might we create an identity that celebrates the group on its 50th year anniversary and also demonstrate that it provides sustainable energy?

Who am I designing for?

From my research session, I was able to come up with two proto-personas and prioritize features to support them.

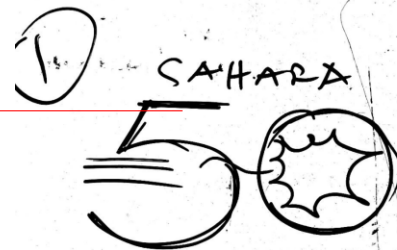
Core Task Flow

The core task flow of the identity was creating an identity with the Sahara Group (oval and star) logo in addition to the number 50. I decided to go with a simplified task flow of the process for efficiency. For this project I had a constraint of exploring only one task flow.

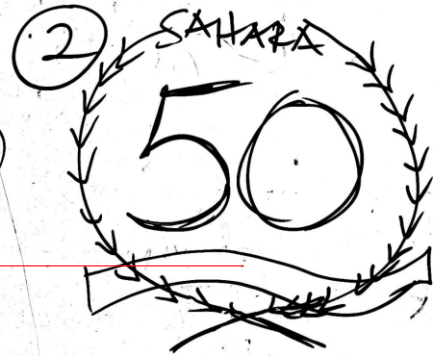
Iterations & Adjustments

Once I got my core task flow all together, I started to ideate on what the representation of my identity could be from. From early sketches to low-fidelity designs.

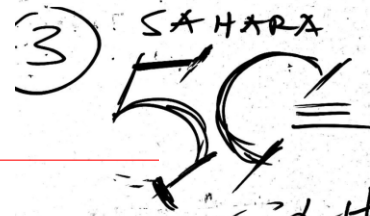
Logo Sample 1



Logo Sample 2



Logo Sample 3



Logo Sample 4



Logo Sample 5

Iterations & Adjustments

Low fidelity designs

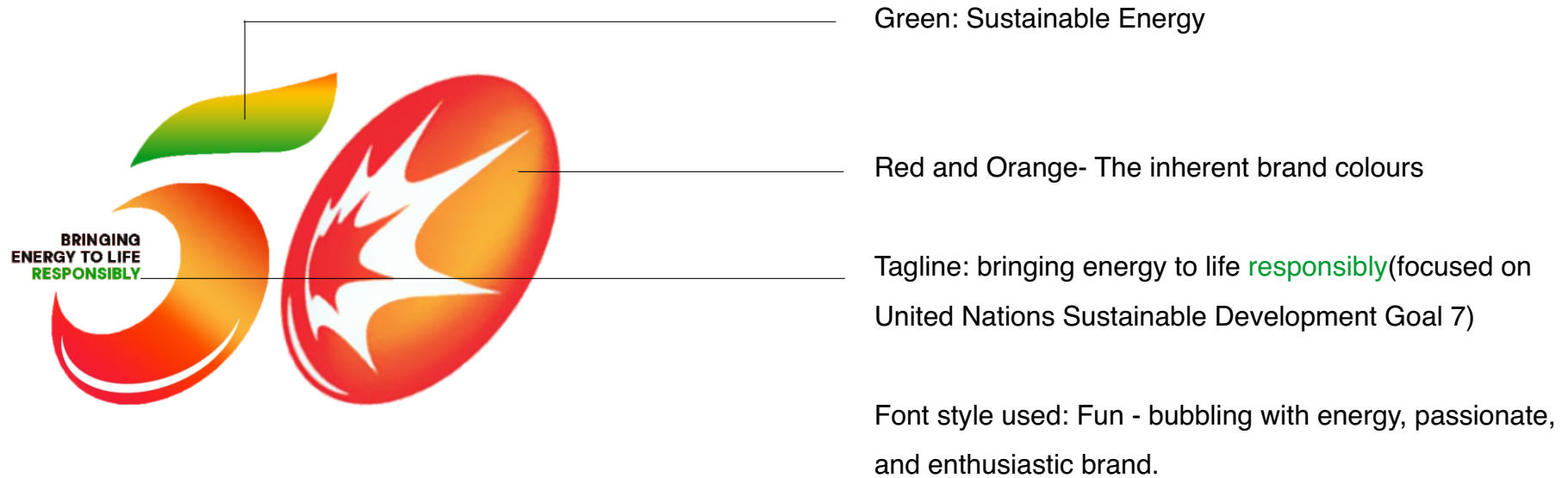


Iterations & Adjustments

High fidelity designs



Design breakdown



The final solution

After usability testing sessions, I consolidated all the feedback and came up with high fidelity designs for the identity. I created the logo and colour scheme for the identity as well as the logo applications.



Bringing energy to life responsibly

The identity preserves the history of Sahara Group (The Sahara Emblem), celebrates the 50th anniversary of the company (50) and reiterates its commitment to bringing sustainable energy to all. (Green)



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Bringing energy to life responsibly

The identity works well for screen and other digital media



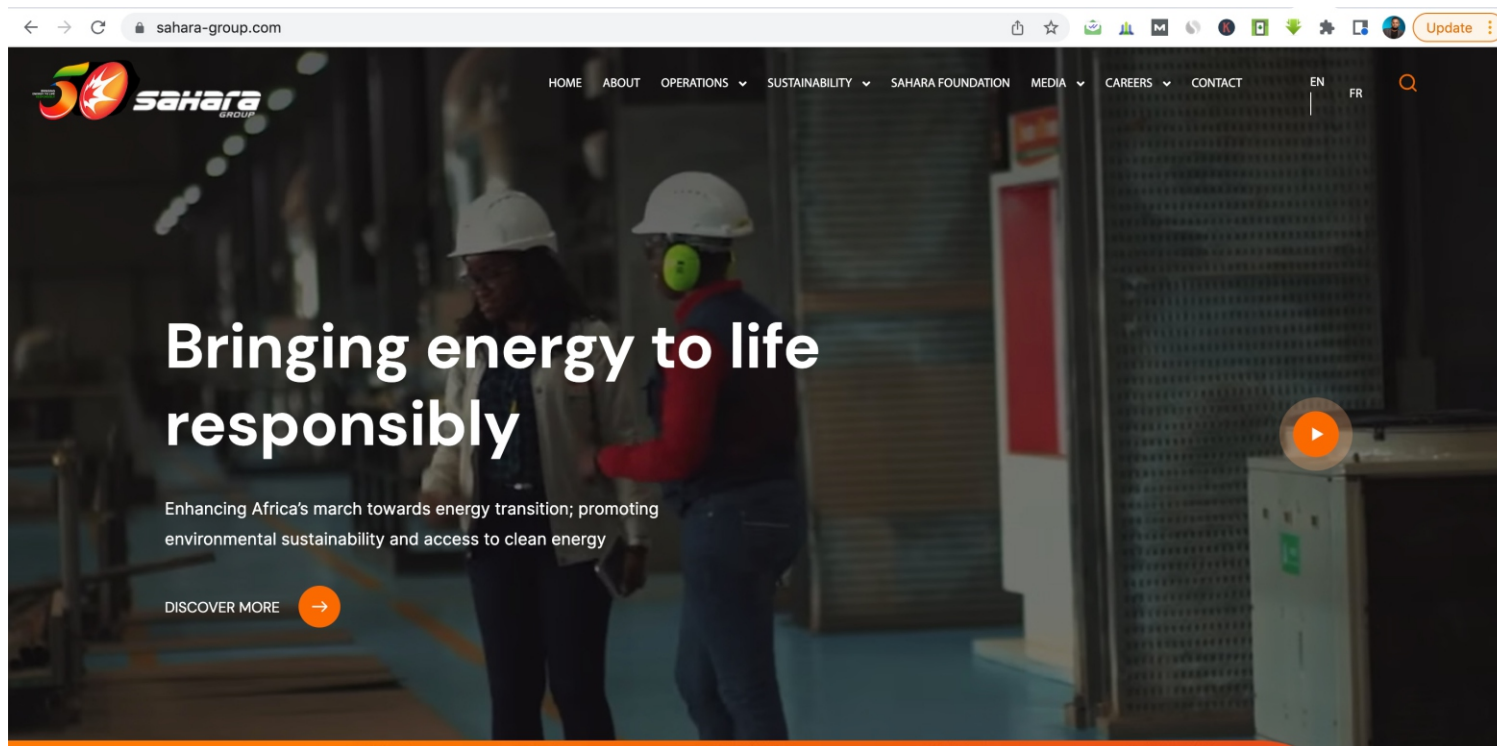
Option 2

An alternative to the first high fidelity design



Website

The logo sits pretty as the website logo, favicon and reverse logo on the website.



Instagram board

The logo sits pretty as the website logo, favicon and reverse logo on the website.



Suit lapels

The identity works well for office souvenirs for print and commercial purposes.



T - Shirts

The identity works well for office souvenirs for print and commercial purposes.



Billboard Advertising

The identity works perfectly for outdoor advertisements



iPhone

iPhone Wallpaper and Mobile Responsive Website

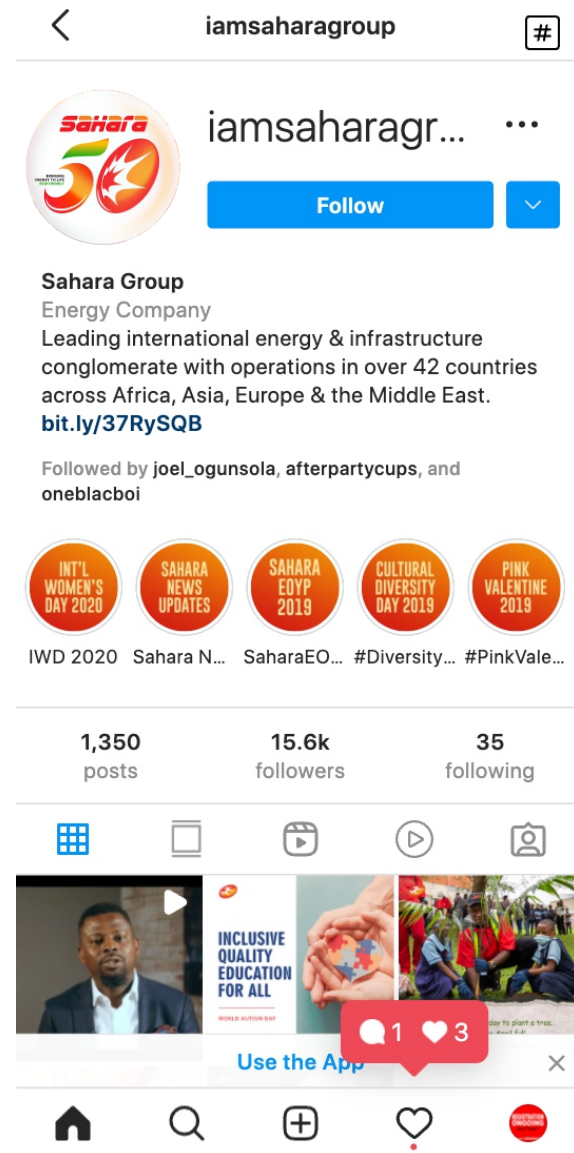


Truck Branding

The identity works well for office souvenirs for print and commercial purposes.



Social Media



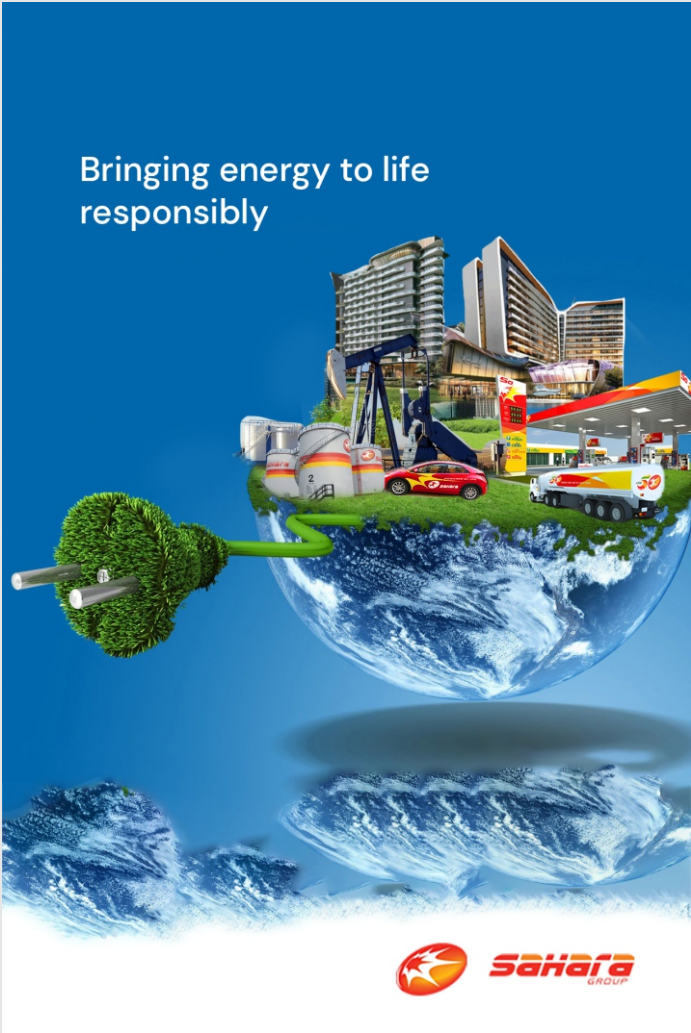
Laptop Sticker



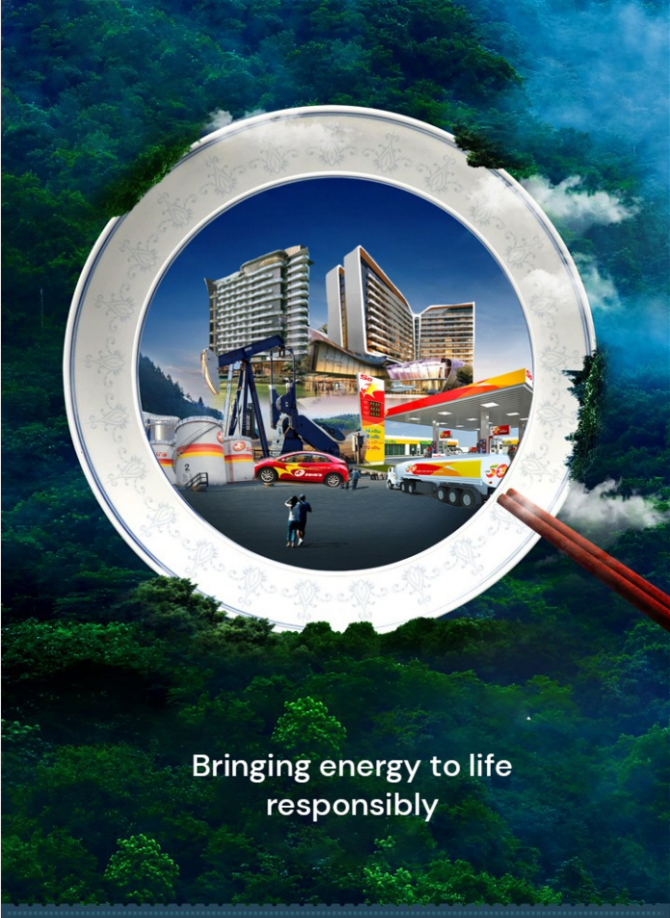
Graphic Designs

Graphic Designs that connote “Bringing energy to life responsibly”

Flyers



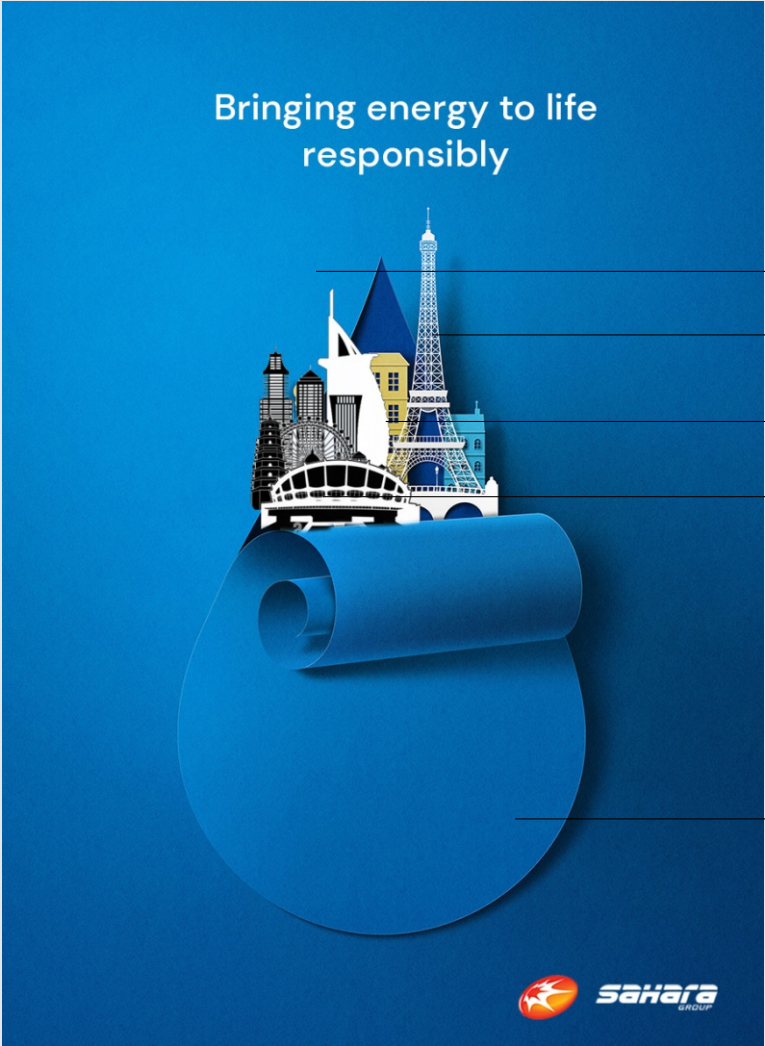
Flyers



Bringing energy to life
responsibly



Flyers



Merlion Statue, Singapore (Asia)

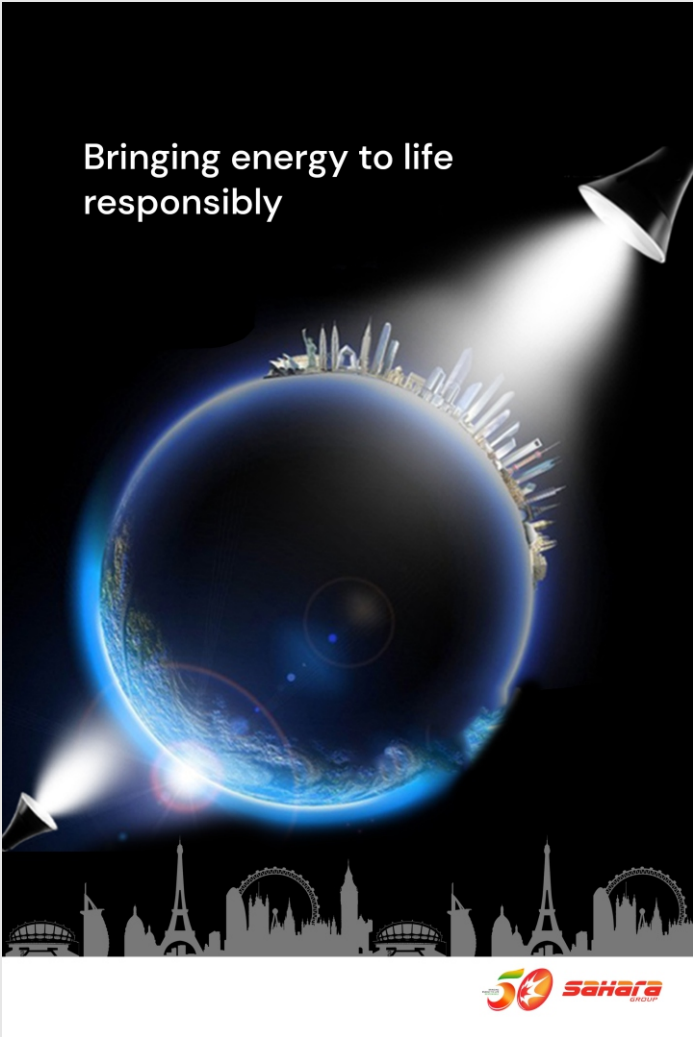
Eiffel Tower (Paris, France)

Burj Al Arab (Duabi, UAE) (Middle East)

National Theatre, Lagos, Nigeria (Africa)

Drop of oil

Flyers



Flyers



Thank you.