



# PIXORA

CLIPS

# OVERVIEW

**Pixora Clips** occupies a clear and distinct space in the market: We are a pure production house, not a marketing agency.

Our clients are businesses that already have a marketing strategy, an internal team, or a partner agency. They don't need someone to manage their social media accounts, run ad campaigns, or track metrics. They need a reliable, high-skill partner to create the content.

We are the arsenal, not the strategist. We deliver broadcast-quality visual assets—from aerial footage of an industrial site to a fast-paced "Reel" for a recruitment drive—that are ready for our clients to deploy across their channels.





# PIXORA

CLIPS



## 001. Introduction

About Brand  
Brand Mission  
Brand Vision  
Brand Core Values



# ABOUT US

**Pixora Clips** is your dedicated partner for all professional visual media needs, transforming concepts into compelling imagery that drives engagement and results.

We specialize in end-to-end media production, moving beyond simple documentation to craft dynamic visual assets for any industry.

Our services encompass high-impact **Reels** and **short-form video creation**, breathtaking **drone coverage**, and utilization of **trending edits** to ensure your content is modern and effective. We also offer **professional photography**, Complementing our video expertise. At Pixora Clips, we manage every visual aspect of your project, guaranteeing a cohesive, high-quality look that elevates your brand's story.

# MISSION



**To give every brand the power of high-impact visual storytelling.  
We are dedicated to producing stunning, professional media and graphics that capture attention, communicate clearly and elevate the standard of visual communication for our partners across all industries.**



# VISION



**To be the globally recognized, leading creative authority for professional visual media production, setting the industry standard for quality, innovation, and impactful storytelling across all sectors. We envision a future where every brand, regardless of size or industry, has access to the highest caliber of visual content necessary to dominate its market.**

# CORE VALUES



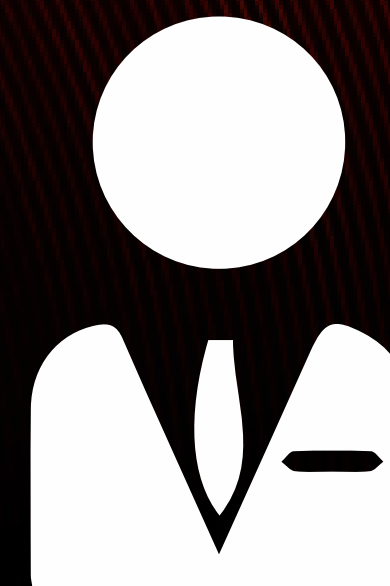
## Visual Excellence

Committed to achieving the highest standard of quality in every frame and graphic.



## Creative Innovation

Continuously seeking and mastering new visual techniques, editing styles, and creative solutions.



## Professional Integrity

Operating with transparency, reliability, and accountability, and build lasting, trustworthy partnerships with our clients.



## Impact & Purpose

Ensuring every piece of media we create serves a defined strategic purpose.



## Dedication to Craft

Passionately devoted to the art and science of media production. We foster a culture of expertise, continuous learning, and pride in the visual craft.



## Client Collaboration

Placing the client's vision at the center of our process. We are committed to active listening, flexible adaptability, and open communication,



## 002. Logo

Logo  
Logo Grid  
Logo Break  
Logo Meaning  
Logo Clearspace  
Logo Sizes  
Logo Placements  
logo Usage Background  
Logo Favicon  
Logo App Icon  
Logo Brand Colour

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LOGO

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LOGO  
GRID



**BREAK**







## MEANING

Pixora Clips is the agency that transforms raw footage and concepts into visually stunning, high-impact content.

**The Camera Shape is a universal symbol for Media Production.** It instantly tells clients you are in the business of shooting, recording, and creating moving images, covering your Drone coverage and filming services.

**Red is a high-energy, dynamic, and action-oriented color.** In branding, it signifies passion, excitement, and urgency. It helps your logo stand out and suggests that your agency creates content that demands attention and gets results.

**Bold, White Text:** The bold, white, sans-serif font for PIXORA is clean, professional, and highly legible. The white color ensures it pops against the dark background, conveying clarity and expertise.



CLEAR SPACE





# SIZES



100%



75%



50%



25%

PLACEMENTS



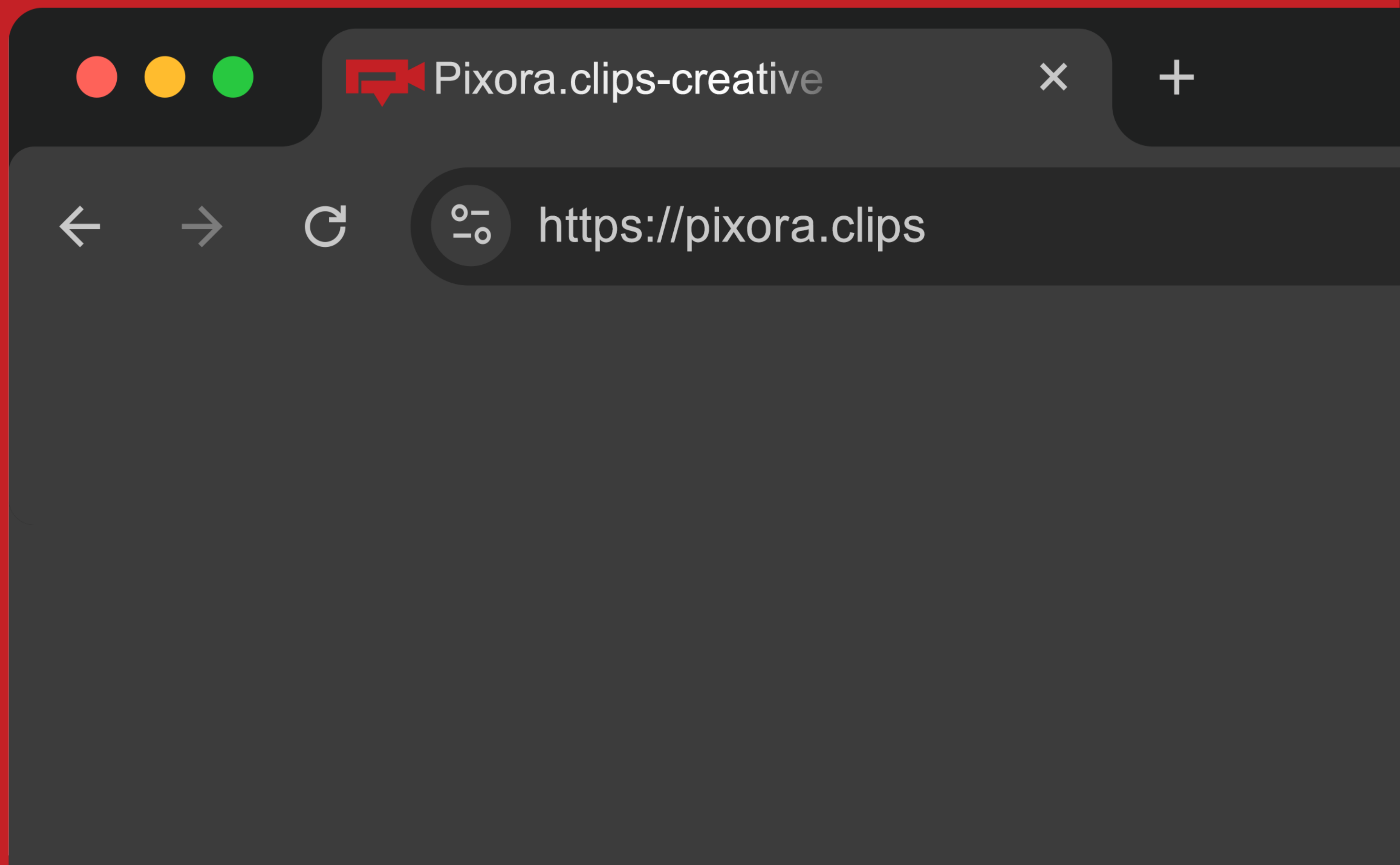


USAGE  
COLOUR



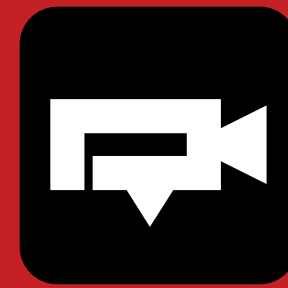


FEVICON





PIXORA  
CLIPS



APP  
ICON





**BRAND  
COLOUR**

**#C42126**

Red

**#FFFFFF**

White



## 003. Typography

Primary Font



PRIMARY  
FONT

Nexa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678!@#\$%^&\*()<>?:/|

Nexa Consist of 3 Different Font Weights.

Thin  
Bold  
Heavy

Aa

ROBOT  
HEROES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678!@#\$%^&\*()<>?:/|

Robot Heroes Consist of 2 Different Font Styles.

REGULAR  
ITALIC

A



## 004. Stationery

Business Card  
Envelope



# BUSINESS CARD





# LETTERHEAD





## 005. Mockup

Several Mockup





PIXORA  
LIFE

The image shows a modern building with a glass facade. A large, dark, rectangular sign is mounted on the building. The sign features the word "PIXORA" in large, white, 3D block letters. Above the letter "X" is a red, stylized icon that resembles a camera or a video player. Below "PIXORA", the word "LIFE" is written in smaller, white, 3D block letters. The building's glass reflects the sky and clouds. The sky is a clear, light blue.





  
**PIXORA**  
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