



**The
Onboarding**
welcome on board

FiberOne
A new way of life



FiberOne

A new way of life

VISION

To reinvent the future by creating access to the possibilities inherent in the world with the internet.

MISSION

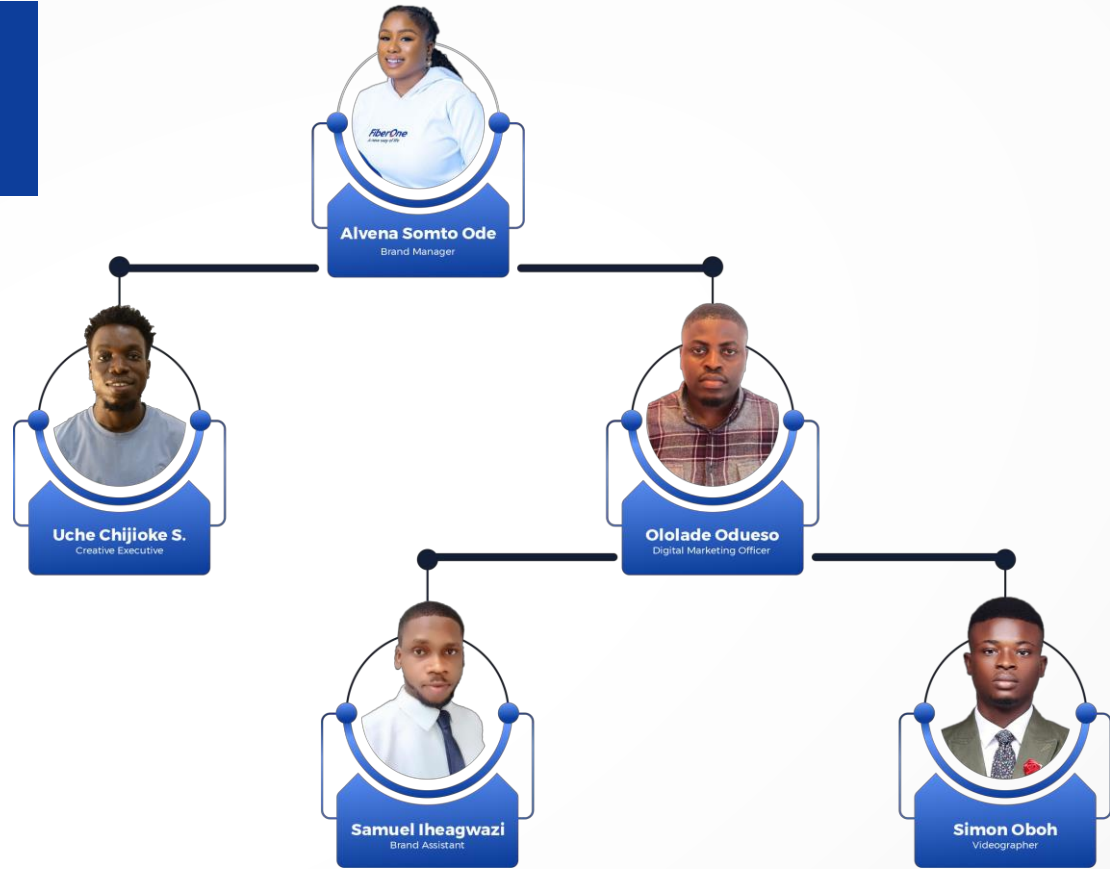
To inspire innovation by providing unlimited possibilities to all that come across our brand

CORE VALUES

1. Innovation
2. Quality
3. Integrity

Organizational Structure

- Alvena Somto Ode
Brand Manager
- Uchechukwu Chijioke S.
Creative Executive
- Ololade Odueso
Digital Marketing Officer
- Samuel Iheagwazi
Brand Assistant
- Simon Oboh
Videographer





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Tagline

Logo Style: *Typography and Icon*

Icon

Logo design was derived from the tagline which positions it as an entirely new experience to the use of internet to both individuals and corporate bodies.

Branding and Marketing Department

Drives the promotional engine of a business. We are responsible for increasing brand awareness overall, while also driving potential and recurring customers to a company's products or services.

Create Brand Strategies



- Identify your target clients.
- Develop content marketing strategy.
- Develop your name, logo and tagline

Revising Brand Guidelines



In a dynamic business world, there may be need to review sections of our brand identity or re-brand completely.

Enforce Brand



- Educate Employees on brand guidelines.
- Establish brand standards.
- Monitor internal compliance

Measure Adherence



Brand compliance is measured to ensure that the brand identity is intact and not compromised.



01

FOB Staff Email Signature Format



"First Name" "Last Name" | "Approved Job Title"
FiberOne Broadband Limited
2, Amaechi Onuoha Crescent, Lekki Phase 1, Lagos.
O: 0908 798 1900 M: "CUG line"
firstname.lastname@fob.ng | www.fob.ng

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03

Avenir Family

Our typeface is Avenir family

02



FOB Blue



Passion Red

Brand Primary Colours



@2022 FIBERONE

Marketing Campaigns



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Thrive
With FiberOne

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Goodbye
to Sloppy
Internet!

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Get started today and enjoy
ultrafast unlimited internet



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Collaboration

vs



Discounted Price, Limited Stock.

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~~₦25,000~~

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-  **6 Months** Warranty
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Product Launch



Special Events

vs

Staff Appreciation

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Congratulations

MICHAEL ANATE

Most Social and Brand-Conscious Staff, March 2023.

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THANK YOU!

Welcome to the team.

*@Branding & Marketing
Communications Department,
FiberOne Broadband*

