

WE DON'T JUST BUILD PRODUCTS,  
WE ARCHITECT BRAND ECOSYSTEMS.

Press Kit - 2026

# THE PROJEKT

# WHO WE ARE

The Projekt is a full-service marketing and creative agency **headquartered in Orlando, Florida**. We serve as the team behind the team: **a dedicated extension of our clients' own operations, built to fill the gaps that slow growing businesses down and to handle the work that requires real craft.**

Our work spans three integrated service verticals. **On the creative and digital side**, we design and build websites, develop brand systems, produce marketing content, and manage the ongoing campaigns that keep businesses visible and competitive. **On the technology and security side**, we deliver cybersecurity solutions that protect the infrastructure our clients rely on, paired with offshore staffing that gives growing companies access to skilled, vetted talent without the overhead of traditional hiring. **Through Rogue Cinematography, our in-house production arm**, we bring event coverage, film, and visual storytelling to clients who need their work seen and remembered.

The Projekt was built with a **belief that most agencies give clients a vendor relationship when what they actually need is a partner**. Every system we have built, from governance and onboarding to delivery and accountability, is designed around that premise. We do not just complete tasks. We show up as part of the team.

Beyond client work, The Projekt **is actively engaged in the public sector through its government contracting practice**, pursuing opportunities with federal and state agencies where our capabilities in web, brand, and technology can serve a broader public interest. In parallel, **we are developing Build With The Public (BWTP)**, a structured research initiative working to identify the digital tools and infrastructure gaps that humanitarian organizations in the United States need most. BWTP reflects the same operating principle that drives everything we do: **that careful, intentional work creates outcomes worth talking about.**

**The Projekt is based in Orlando, Florida**. We work with clients across industries, serve businesses at every stage of growth, and take on every project with the same level of care.

[wearetheprojekt.com](http://wearetheprojekt.com)

# PRODUCT OFFERINGS



## FOUNDATION PACKAGE

Built for founders in their early stages, this package lays the groundwork like clarifying message, design, and structure to help you show up with confidence and intention from day one.



## FOUNDERS EDGE PACKAGE

Built for founders in their early stages, this package lays the groundwork like clarifying message, design, and structure to help you show up with confidence and intention from day one.



## CONTROL PACKAGE

A step up for solopreneurs and growing teams ready to scale. Control brings focused strategy, SEO, content, and tech tools that sharpen your presence and move you from setup to momentum.



## FOUNDER'S EXPANSION PACKAGE

These are tools and frameworks built in-house, tested with ambitious teams, and refined over time. Expansion is where our learnings turn into scalable systems for other real-world builders.

# BRAND GUIDELINES



Assets Link: [The Projekt Logo](#)

The Projekt logo represents intention, trust, and clarity. More than a symbol it's a consistent visual anchor that ensures the brand is instantly recognizable across all touchpoints.

## Logo Lookup

The Projekt logo is built on symbolism: two hands holding space representing care, curation, and collaboration and a star at the center, symbolizing focused excellence.

## Logo Variations

The Projekt logo includes a stacked version and horizontal wordmark. Use the one that offers best balance, clarity, and adaptability across layouts.



### Icon

A bold symbol built from two hands and a star — representing care, clarity, and excellence.



### Wordmark

A clean, sharp typographic system that reinforces precision, structure, and professionalism.

# BRAND GUIDELINES

## Color Palette

Color is central to The Projekt’s identity. Our palette blends deep, grounded tones with energetic blues and balanced neutrals. Together, these colours provide the foundation for gradients, layouts, and digital experiences.

BLACK	BLUE 700	BLUE 600	BLUE 500	BLUE 350	WHITE	GRAY 100	BLUE GRAY 800	BLUE GRAY 600	BLUE GRAY 100
#020D12	#051F2D	#026093	#3CA2D9	#BEE8FF	#FFFFFF	#E0E0E0	#202A30	#6C8EA3	#D9E2E7
R: 01 G: 06 B: 09	R: 5 G: 31 B: 45	R: 2 G: 96 B: 147	R: 60 G: 162 B: 217	R: 190 G: 232 B: 255	R: 255 G: 255 B: 255	R: 224 G: 224 B: 224	R: 32 G: 42 B: 48	R: 108 G: 142 B: 163	R: 217 G: 226 B: 231
C: 89 M: 28 Y: 0 K: 93	C: 89 M: 31 Y: 0 K: 82	C: 99 M: 35 Y: 0 K: 42	C: 72 M: 25 Y: 0 K: 15	C: 25 M: 9 Y: 0 K: 0	C: 0 M: 0 Y: 0 K: 0	C: 0 M: 0 Y: 0 K: 12	C: 33 M: 13 Y: 0 K: 81	C: 34 M: 13 Y: 0 K: 36	C: 6 M: 2 Y: 0 K: 9
PMS: BLACK 6 C	PMS: 296 C	PMS: 7691 C	PMS: 6120 C	PMS: 290 C	PMS: BRIGHT WHITE	PMS: COOL GRAY 1 C	PMS: 433 C	PMS: 6113 C	PMS: 649 C
TP — 01	TP — 02	TP — 03	TP — 04	TP — 05	TP — 06	TP — 07	TP — 08	TP — 09	TP — 10

**Please note:**  
Various factors can affect color reproduction. Prior to large-scale print runs, it's advisable to conduct testing.

# BRAND GUIDELINES

## Typography

Assets Link: [The Projekt Typography](#)

Typography at The Projekt is designed to feel clear and confident, never loud, never dull. It brings out what matters, keeps things legible, and makes sure nothing gets in the way of the message.

### Weights & Styles

To ensure consistency, we use a range of weights from Extra Light to Bold, along with matching italics. Stick to Regular, Medium, and Semi-Bold weights for most brand use.

### Font

We use General Sans as our brand typeface. This versatile font keeps our identity modern, calm, and confident — ensuring clarity across every digital or physical medium.

Primary Typeface  
THE PROJEKT

Type Foundary: Google

GENERAL SANS →

*Extra Light talic*

Extra Light

Light

*Light Italic*

Regular

*Regular Italic*

Medium

*Medium Italic*

Semi-Bold

*Semi-Bold Italic*

*Bold Italic*

**Bold**

# General Sans

Font Weight: 11

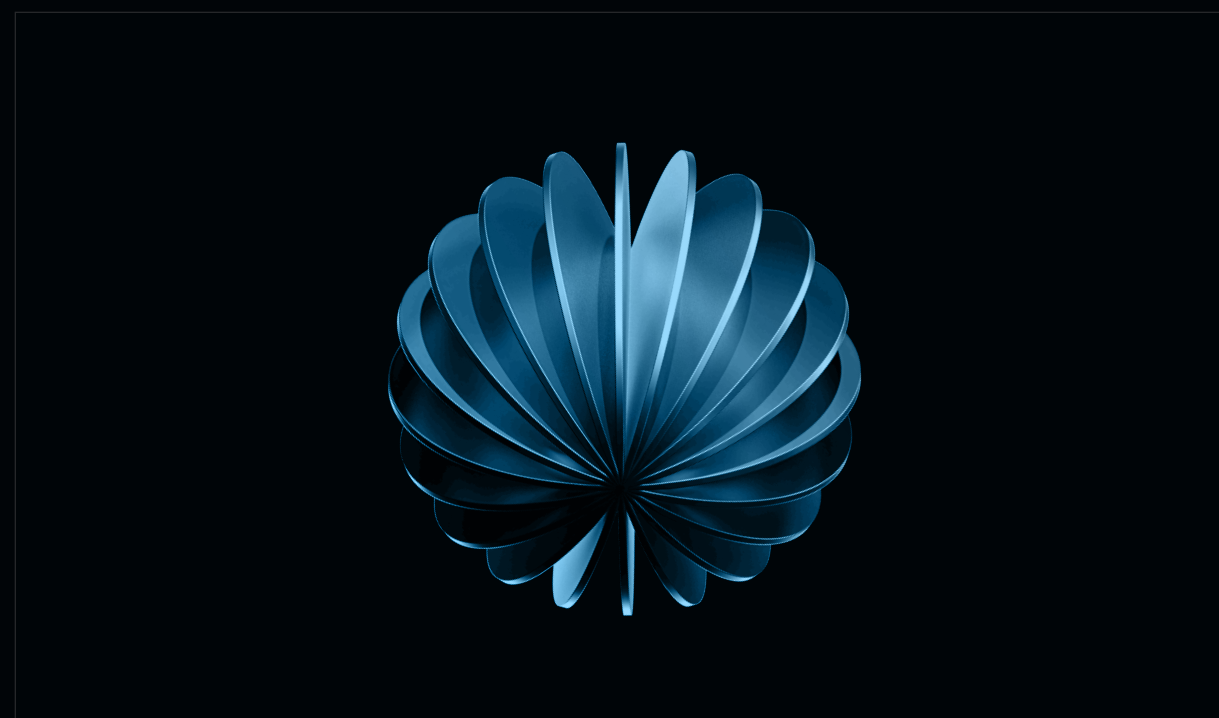
# BRAND GUIDELINES

## Visual Elements

Our visual identity is built on powerful signature elements made to evoke a sense of depth, precision, and presence. These assets help keep the brand distinct, memorable, and consistent across every touchpoint.

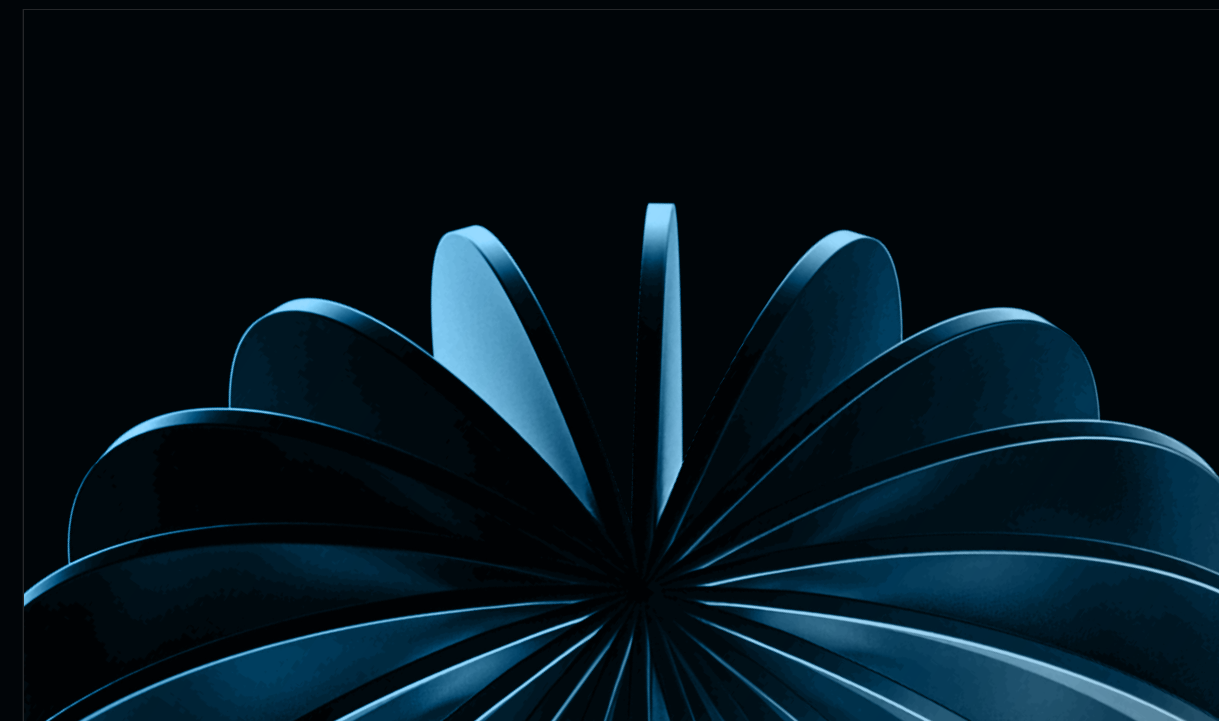
### Signature Element

This is our core 3D visual asset a symbolic form we call Nova Bloom. It reflects layered thinking, digital evolution, and engineered beauty. Versatile and abstract, it anchors our brand visuals with a futuristic, refined tone.



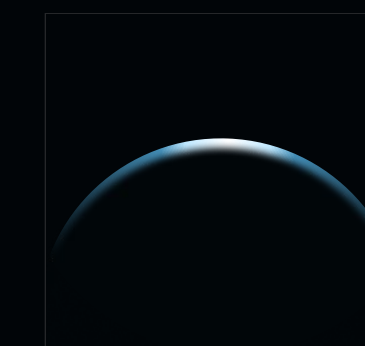
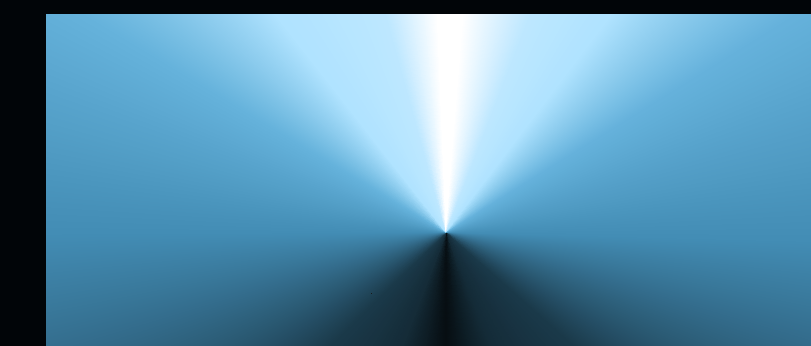
### Angle & Versatility

The element can be presented from multiple angles to reflect adaptability and momentum. Use it dynamically in layouts, motion, or static visuals to emphasize dimensionality and modernism.



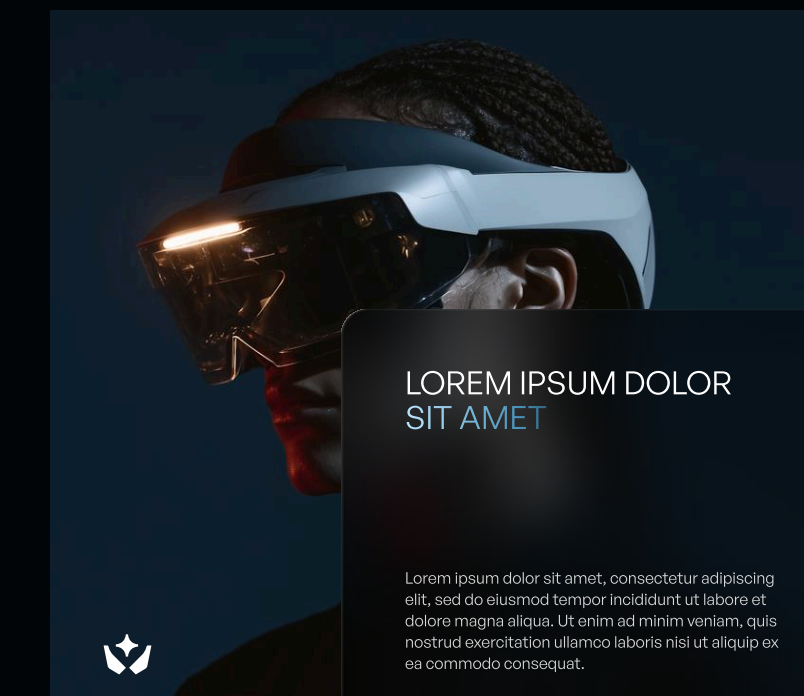
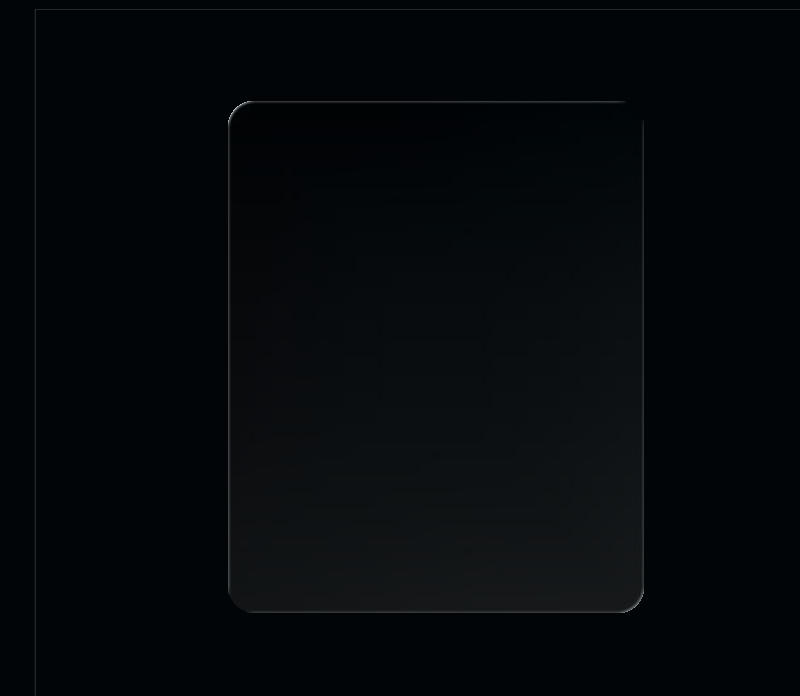
### Gradients

These visual forms create emotional depth and spatial focus. Designed to resemble energy bursts and horizon glows, they offer subtle contrast, balance, and harmony in branded compositions.



### Glass Card Modules

Our modular UI element — GlassCard — adds sleekness and spatial clarity across interfaces. Ideal for overlays, CTAs, content blocks, or storytelling panels, it adapts to both light and dark modes seamlessly.



# ABOUT THE PROJEKT

Boilerplate

The Projekt is a full-service marketing and creative agency headquartered in Orlando, Florida, building remarkable businesses. Serving as the team behind the team, The Projekt delivers web design and development, brand strategy, marketing, cybersecurity, and offshore staffing solutions across three integrated service verticals. The agency also operates Rogue Cinematography, its in-house production arm, and is actively developing Build With The Public (BWTP), a research initiative focused on identifying the digital infrastructure needs of humanitarian organizations across the United States.

For more information, visit [wearetheprojekt.com](https://wearetheprojekt.com).

**Usage Note:**

*This paragraph is for use at the bottom of all press releases and contributed articles issued by or on behalf of The Projekt. It should appear under the heading “About The Projekt” and remain consistent across all publications.*

# THE FOUNDERS



**Neo Dore** is the co-founder of The Projekt, a full-service marketing and creative agency headquartered in Tallahassee, Florida. Born in the United States and raised in Nigeria, Neo returned to the States in 2017 bringing with him a perspective shaped by two worlds and a conviction that the right tools, in the right hands, can close the distance between them.

**His career has run** two tracks in parallel from the start. On the technical side, Neo built his foundation in IT support and endpoint security, eventually advancing to patch compliance work with the Florida Division of Emergency Management, where he holds an active Level 2 Security Clearance. On the creative side, what began as a solo film production and photography operation during college evolved into Rogue Cinematography, the media arm of The Projekt, which Neo leads and which focuses on corporate and product visual production.

**At The Projekt, Neo drives strategy,** lead acquisition, client relationships, and business growth. His philosophy is systems first: whether the deliverable is a brand identity, a software product, or a media shoot, the goal is always to build something that holds up and scales. He believes good creative work and good operational thinking are the same discipline, and The Projekt is built in that image.



**Zino** is the co-founder and technical lead of The Projekt, based in Delta State, Nigeria. A software engineer by training and a builder by instinct, Zino brings to the agency the kind of technical depth that most creative studios simply do not have in-house.

**Before co-founding** The Projekt, Zino spent years in software engineering, developing a command of full stack development and a clear understanding of what separates well architected products from ones that cannot scale. His notable work includes contributing to the founding build of get billing. co-developing an orphan care platform for vulnerable children, and mentoring emerging engineers navigating the early stages of their careers.

**At The Projekt, Zino oversees** all development work and leads the technical team, ensuring that every product, platform, and digital system delivered to clients is built on a foundation that fits the business it serves. His approach is direct: if you can imagine it, it can be built. What separates ambition from outcome is the right strategy and the genuine dedication to see it through.

# WHAT WE ARE WORKING ON

The Projekt has always operated with a longer view. Alongside our client work and government contracting practice, we are currently developing an initiative that reflects what we believe agencies with real capacity should be doing: using their skills in service of something that matters beyond the bottom line.

## Build With The Public (BWTP)

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Build With The Public is a structured research initiative being developed by The Projekt to identify the digital tools and infrastructure that humanitarian organizations across the United States need most.

**The work is methodical:** mapping the landscape of nonprofits, advocacy groups, and service organizations, understanding where technology gaps slow their work down, and building a clear picture of where purposeful digital intervention would have the most impact.

**The initiative is rooted in a straightforward belief:** that organizations doing meaningful work in their communities should not be held back by the absence of the right tools, the right systems, or the right digital presence.

BWTP is being built to understand that problem at scale before proposing solutions to it. Research is currently underway. Further details on BWTP, including its scope, methodology, and outcomes, will be shared as the initiative develops.

## Case Study 01

# Building a Brand That Moves as Fast as the Story Does

**Client:**

Media and Creator  
Platform (name withheld)

**Services Offered:**

- Brand Identity
- Logo Design
- Marketing Research

## The Problem

The client came to The Projekt with a functioning product and no coherent identity to show for it. They were operating in the creator and media space, a crowded and fast-moving category where visual ambiguity gets punished quickly. Their existing materials communicated nothing memorable. More critically, they had no clear point of view on who they were for or what made them worth paying attention to. They needed more than a logo refresh. They needed a brand that could carry weight across multiple formats, multiple audiences, and a product that was still actively evolving.

## The Approach

The Projekt began with a research and positioning phase to understand not just the client's product but the ecosystem it was entering. Who were the founders trying to attract? What did the competitive landscape look like, and where was the white space? That work shaped every design decision that followed. From that foundation, we developed a modular brand identity built for flexibility. The visual system was designed to scale: clean enough to anchor a professional pitch deck, expressive enough to hold its own in a social-first content environment. The logo carried structural logic that mirrored the product itself. Nothing was arbitrary. Every element was chosen because it could do more than one job.

## The Result

The client launched with a brand that felt built, not assembled. The identity gave the founding team a clear visual language to work from and a confident way to present the product to investors, collaborators, and early users. The modular system meant they could move quickly without starting from scratch each time. The Projekt delivered a foundation designed to grow with them.

## Case Study 02

# Giving Meaning a Visual Language

**Client:**

Custom Jewelry Brand  
(name withheld)

**Services Offered:**

- Brand Identity
- Logo Design
- Packaging Design
- Web Development
- Social Media

## The Problem

The client was building a custom jewelry brand around a simple but specific idea: that jewelry should carry personal meaning, not just aesthetic value. Each piece was designed to hold a word, a memory, or a quiet message for the person wearing it. The product was genuinely distinctive. The challenge was building a brand that honored that distinctiveness without overexplaining it.

The risk was real. Too much sentiment and the brand tips into cliché. Too much restraint and the emotional core gets lost entirely. The client needed a visual and verbal identity that could hold that tension well, across packaging, web, and social media, while staying accessible to buyers who were not looking for a luxury price point.

## The Approach

The Projekt's approach was grounded in restraint. We built a visual identity around deep teal and near-black tones anchored by clean off-whites, a palette that communicated quiet confidence rather than noise. The wordmark used a serif treatment that carried elegance without crossing into formality. Every design choice was made to feel considered, the way the product itself was meant to feel.

The brand voice was developed alongside the visual system. Sincere, soft-spoken, and care-led. The brand does not shout. It shows up with intention. That principle carried through to packaging design and web development, where the experience was kept clean and purposeful, and to social media, where content was built to invite rather than pressure.

## The Result

The client launched with a complete brand ecosystem: identity, packaging, website, and social presence all speaking the same language. The visual system gave the brand a clear, ownable position in a crowded market without leaning on trend or volume.

Customers responded to a brand that felt personal because it was built that way from the start.

# GET IN TOUCH

For press Inquires, Interview request , brand assets  
or editorial questions

[support@theprojekt.io](mailto:support@theprojekt.io)

Response time  
Within 24 hours

Website  
[www.theprojekt.com](http://www.theprojekt.com)

Social Media  
[LinkedIn](#)  
[Facebook](#)  
[Instagram](#)  
[X \(Twitter\)](#)



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