

AI BRAND
SOLUTIONS

CASE STUDY · 2026

FoneZone, *reimagined.*

A full visual brand for a UAE certified-renewed tech retailer — store, app & social, from one concept.

Built by AI Brand Solutions · fonezone.aibrandsolutions.in

Great products. The visuals can *catch up*.

FoneZone already has the catalogue, the prices and the trust signals — certified-renewed iPhone, iPad, Samsung & more, with warranty and returns. A genuinely strong offer.

But the storefront leans on templated category banners, text-only trust badges and no lifestyle imagery. The opportunity: make the store *look* as premium as the deal — one cohesive system across every surface.

Make the store look as good as the *deal*.

01 One cohesive system

A single visual language across hero, category, trust, deals and social — unmistakably FoneZone.

03 Give the tagline a home

"Better Tech, Less Waste" becomes real, share-worthy sustainability imagery.

02 Show "Certified Renewed"

Turn an abstract promise into visible proof — the #1 objection to refurbished, answered.

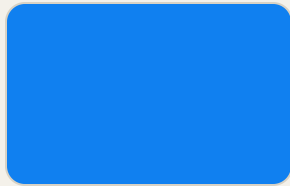
04 Reusable, every format

Category tiles and deal banners that ship to web, app and social in minutes.

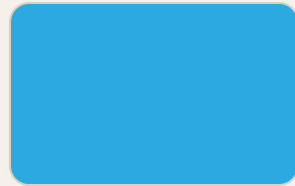
Built on FoneZone's *own brand.*



#142C73
Brand navy



#1080F0
Action blue



#2BA9E0
Logo blue



#FFD010
Deal amber

Sora **Display** — headlines & logotype feel

Inter **Body** — UI, captions & copy

Voice: confident, warm, value-forward.

Tagline: "**Better Tech, Less Waste.**"

From flat tiles to *cinematic heroes*.

The "Shop by brand" banners on fonezone.ae today — and our concept for each.

● LIVE TODAY



✦ OUR CONCEPT

**Every iPhone.
Every budget.**

Certified renewed & tested.

● LIVE TODAY

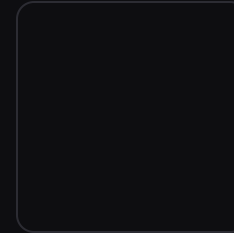


✦ OUR CONCEPT

**iPads that do more.
For less.**

Certified renewed & tested.

● LIVE TODAY



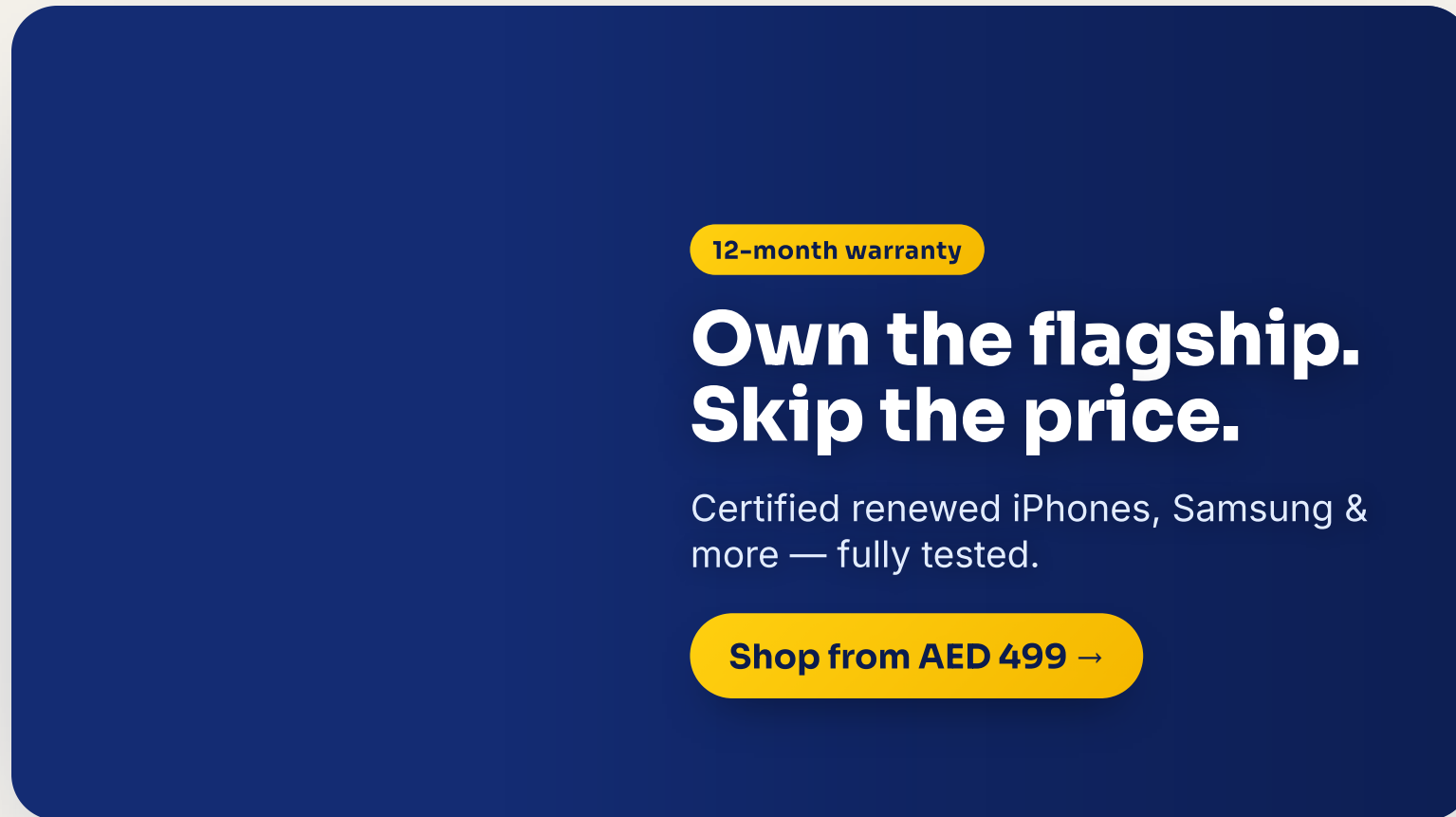
✦ OUR CONCEPT

**Galaxy, reimagined.
For every budget.**

Certified renewed & tested.

One hero that sets *the tone*.

A single cinematic, on-brand hero — premium, but a great deal — that reflows across web, app and social.



Homepage hero · 1920×640 · reflows to app banner & story

Real UAE *faces.*

Authentic casting in real Dubai settings — builds trust, and feeds endless social content.

Certified renewed

**Premium,
minus the
premium
price.**

Trusted phones, trusted
across the UAE.

Shop from AED 499 →

Emirati professional
Dubai mall · trust

12-mo warranty

**Your style.
Your
budget.**

Certified renewed —
kinder to your wallet.

Shop now →

Gulf-Arab woman
Skyline, golden hour

7-day returns

**Better tech,
together.**

The phones the UAE loves — for
less.

Shop from AED 499 →

Expat couple
Dubai Marina

Proof you can *see*.

Showing the QC process turns "Certified Renewed" from a text badge into visible proof.

12-mo warranty

Certified. Tested. Trusted.

Every device lab-inspected before it reaches you.

Shop certified renewed →

Certified phone · inspection stand

Certified renewed

Every device, rigorously checked.

A multi-point inspection on every renewed phone.

Shop certified renewed →

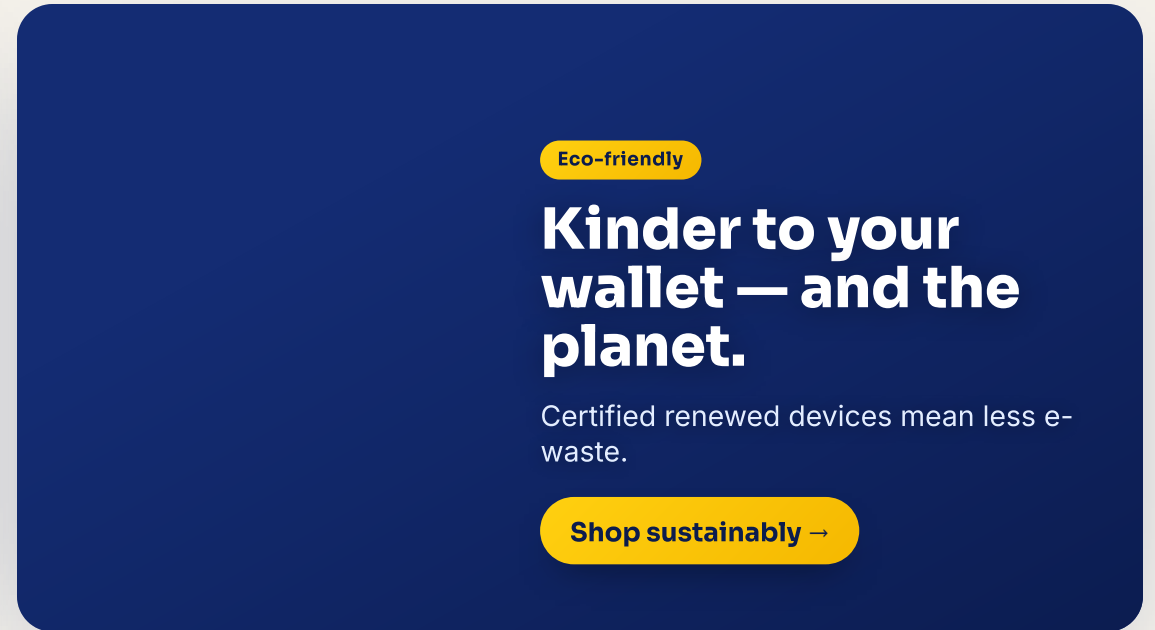
Gloved hands · multi-point QC

"Better Tech, Less Waste" — *made visible.*

FoneZone's strongest differentiator, finally with a visual home worth sharing.



Finished sustainability hero — headline baked in



Phone among leaves · eco campaign

One system, *every format.*



One backdrop, *every price tier.*

A single reusable brand background — drop any tier on the left and you have a banner, an ad or a story in seconds.

Under 499 / 999 / 1499

Big tech. Small prices.

Certified renewed phones, tablets & laptops.

Shop from AED 499 →

One reusable backdrop → drop any tier · web banner · FB/IG ad · IG Story

A live concept *site*.

01 Animated hero — store on a phone

02 Certified & trust strip

03 Lifestyle band

04 Sustainability story

05 Deal banner system

06 Category banners

fonezone.*aibrandsolutions.in*

12

sample creatives

6

store sections

3

device categories

0

photoshoots

On-brand, in days — not weeks.

AI BRAND SOLUTIONS

Brand systems, built for the internet.

aibrandsolutions.in

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