

BRAND DNA

AAcreation

Build, sell, and use AI, made simple. A digital studio that gets everyday people online, selling, and using AI, simply and affordably.

PILLAR 1

Positioning

BRAND ESSENCE

AAcreation gets everyday people online, selling, and using AI, simply and affordably, so anyone can turn what they know into a business.

THE BELIEF

Anyone can build a real business online if it's made simple and affordable.

THE PROMISE

I'll get you online, selling, and using AI, without the tech headache or agency prices. If a total beginner can't follow it, it's not done.

THE ENEMY

The "this is too hard for me" overwhelm, kept alive by gatekeepers, agency prices, and confusing tools. You were never too dumb for this, it was just built to feel that way.

WHO IT'S FOR (THE CENTER)

A first-time solopreneur with a skill or product to sell, no website, who feels tech is over their head and can't afford an agency.

PILLAR 2

Voice & tone

THE VOICE

Ahmed, the plain-spoken simplifier. Honest, warm, zero jargon. "I've got you, this is easier than they made it look."

Sounds like

- Explain like they're brand new, about a 6th-grade level
- Short sentences, one idea at a time
- Reassure first, then the how
- Real-world analogies over technical terms

Words

- Use: you, simple, build, create, here's how, affordable
- Never: jargon, corporate-speak, hype, or shaming anyone for not knowing

PILLAR 3

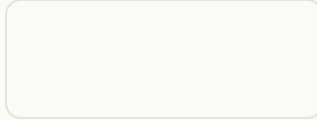
Visual identity

Bold, minimal, high-contrast. Black and white with one hot red and a bright gold, confident type, lots of breathing room.

Palette



Ink
#0E0E0E



Paper
#FAFAF7



Signal Red
#F5001F



Bright Gold
#FFD24D

Red leads and does the work (max ~15% of a composition). Gold supports as a small premium detail. Never orange, that belongs to other brands.

Typography

AAcreation

The quick, plain-spoken sentence that gets you building, no jargon in sight.

Display: Archivo Black · Body: Inter

Composition

- One focal point, one hot accent per piece
- Generous whitespace, never fill the frame
- Bold headline plus a short support line
- Show the real product or result

Never

- Busy, congested, or cluttered
- Gradients, glows, or drop shadows
- Thin, script, or handwritten type
- Orange, or generic agency-blue energy

PILLAR 4

Story

THE THROUGH-LINE

Always a creator. From behind the camera to building the tools, helping people make and sell their own thing.

THE ORIGIN

AAcreation began as Ahmed Ahad's wedding photography and videography, capturing people's biggest moments. As AI and tools like Claude Code matured, he saw he could build the very things agencies gatekeep, websites, tools, and skills, and hand them to everyday people. Same name, same creative eye, new medium. Cameras to code, still creating.

THE MISSION

Put the power to build, sell, and actually use AI into everyday people's hands, simply and affordably, so anyone can turn what they know into a business.

The sign-off

Keep creating.

Every video, page, and email ends here. These words never change.