

DIGIDO

A digital marketplace for redistributing second-hand computers and
electronic equipment

ABOUT US

The logo for DIGIDO is presented in a blue rectangular box with a thin green border. The word "DIGIDO" is written in large, white, 3D-style capital letters with a blue shadow. A small white square is located at the top-left corner of the box, and another is at the bottom-right corner.

DIGIDO

**DIGIDO IS A DIGITAL SECOND-HAND ELECTRONIC
EQUIPMENT REDISTRIBUTING PLATFORM**



Team Leader
Hugo Lefebvre

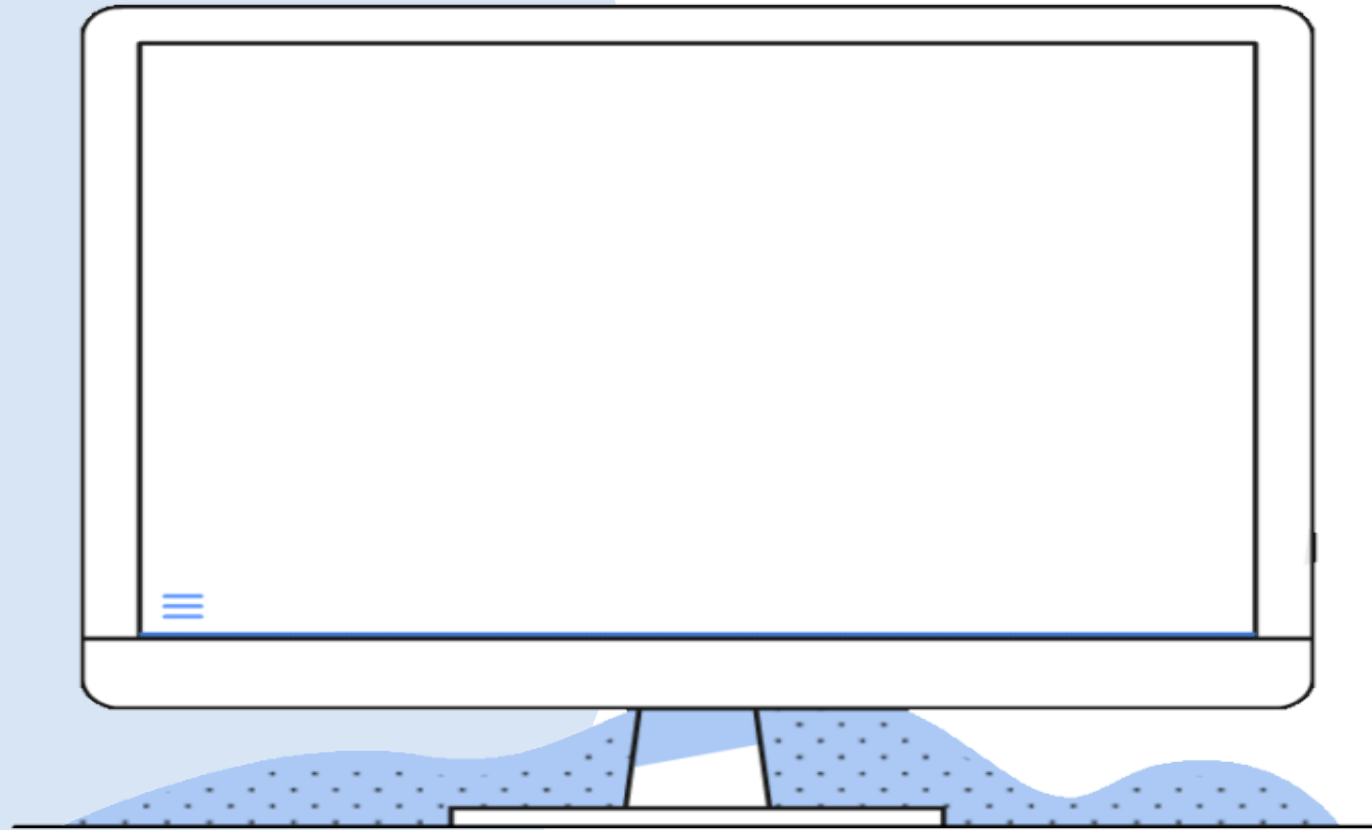
Date of creation
April 1st , 2022



THE TEAM AND ITS DIFFERENT TASKS

DEVELOPMENT FIELD

- HUGO LEFEBVRE
- EMANOEL SHKODROV
- HÀ PHUONG ĐINH
- DUY PHUONG PHAM
- DAVID PIKUSA
- PIERRE MENHEM
- HENOC MASSAMBA
- JEAN GUYLANE MEMIAGHE



THE TEAM AND ITS DIFFERENT TASKS

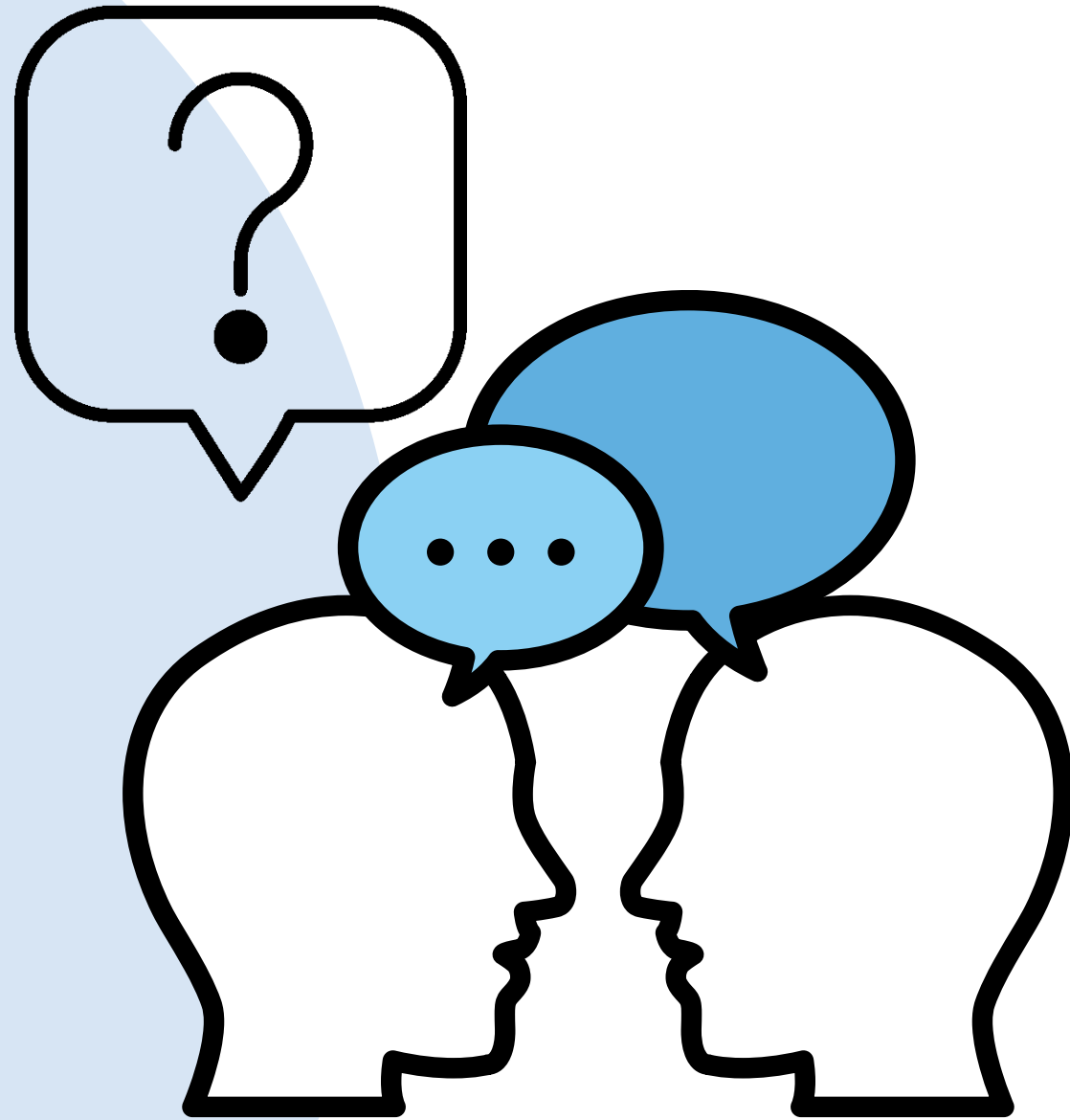
DESIGN FIELD

- ELISA OKYERE-DARKOH
- DARRON PERERA
- MOHAMED SISSOKO
- TSVETELINA STEFANOVA
- FURKAN BUCAK



THE TEAM AND ITS DIFFERENT TASKS

COMMUNICATION FIELD



-IMÈNE MEHADDENE
-FURKAN BUCAK



OUR TARGET

Two main targets



SUMMARY

■ PART I : GRAPHIC DESIGN

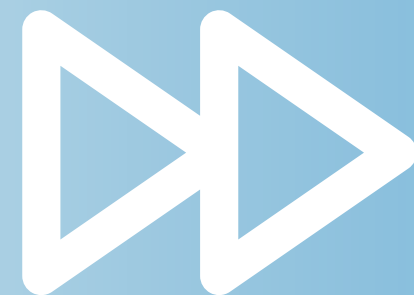
■ PART II : DEVELOPMENT

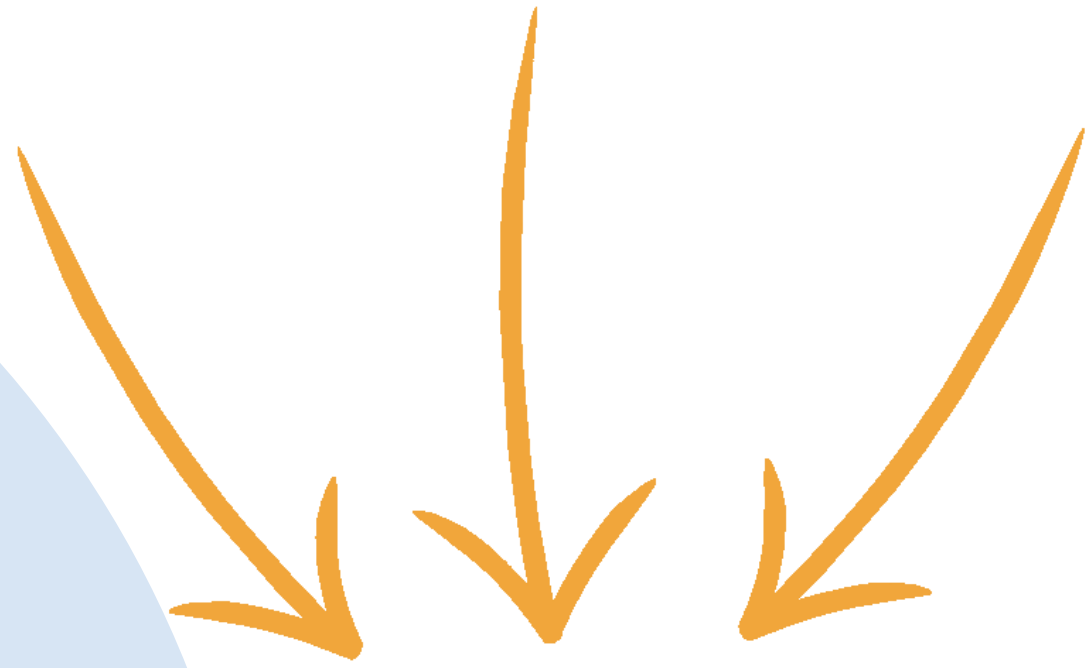
■ PART III : COMMUNICATION CAMPAIGN



PART I:

GRAPHIC DESIGN





+



+



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DIGIDO

=



COLOURS

LOGO COLOURS



#D2D0D0

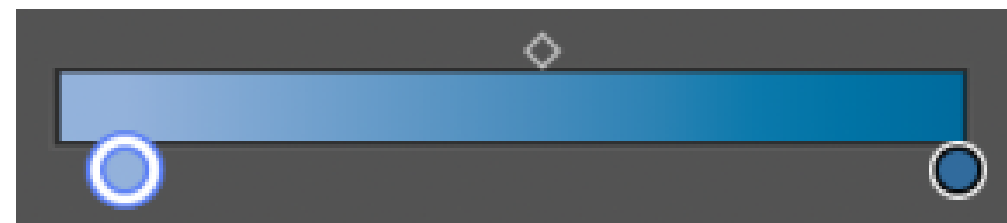
R: 210 G: 208 B: 208

C: 20.78 M: 15.92 Y: 16.55 K: 0.75

#FFFFFF

R: 255 G: 255 B: 255

C: 0 M: 0 Y: 0 K: 0



#89B2DF

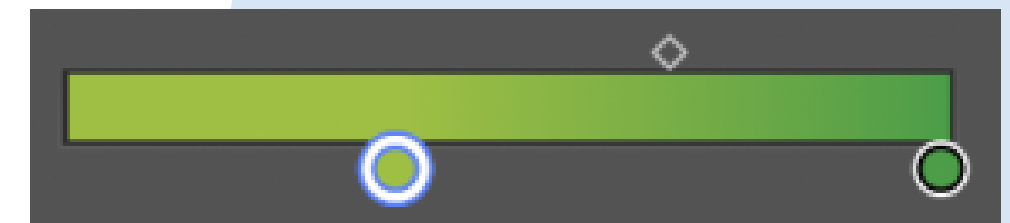
R: 137 G: 178 B: 223

C: 49.83 M: 20.89 Y: 0 K: 1.12

#006CA1

R: 0 G: 108 B: 161

C: 100 M: 18 Y: 0 K: 32



#95C121

R: 149 G: 193 B: 33

C: 50.07 M: 0 Y: 99.58 K: 0

#08A03B

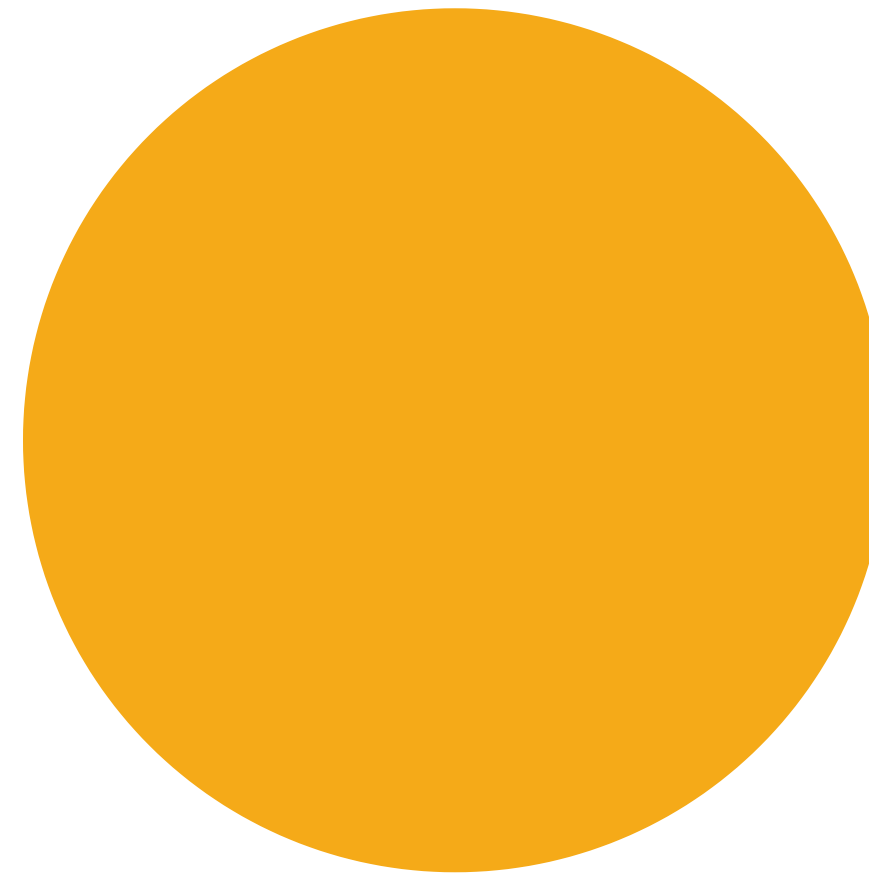
R: 8 G: 160 B: 59

C: 81.57 M: 4.54 Y: 99.1 K: 0.1



COLOURS

ADDITIONAL COLOURS



#F5AA18

R: 245 G: 170 B: 24

C: 2 M: 38 Y: 95 K: 0



TYPOGRAPHY

LOGO TYPOGRAPHY

Arial Bounded MT Bold

Aa

Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9



TYPOGRAPHY

TYPOGRAPHY OF ACCOMANIMENTS

RUBIK BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

0 1 2 3 4 5 6 7 8 9

FOCUS GROTESK BOLD

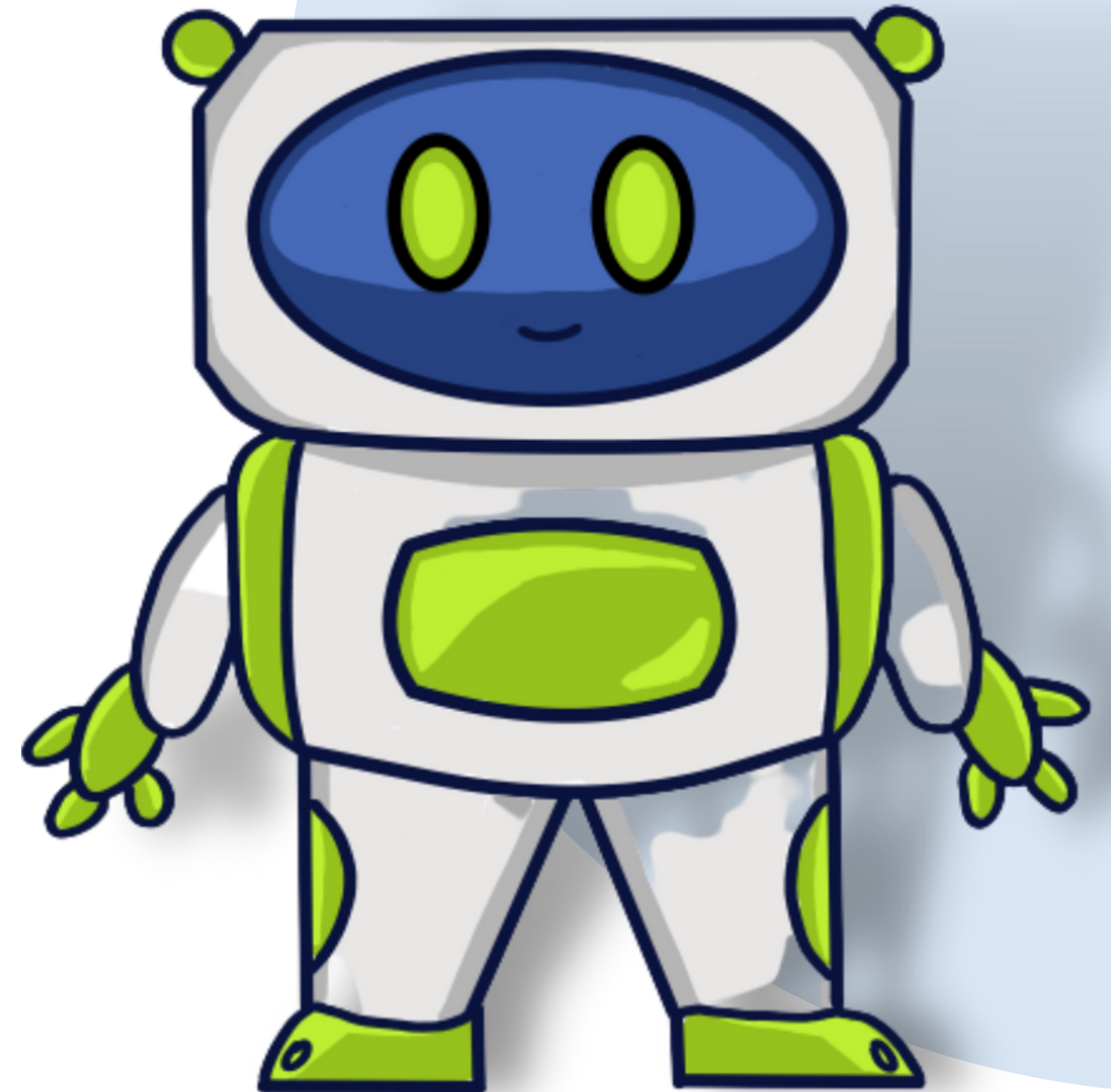
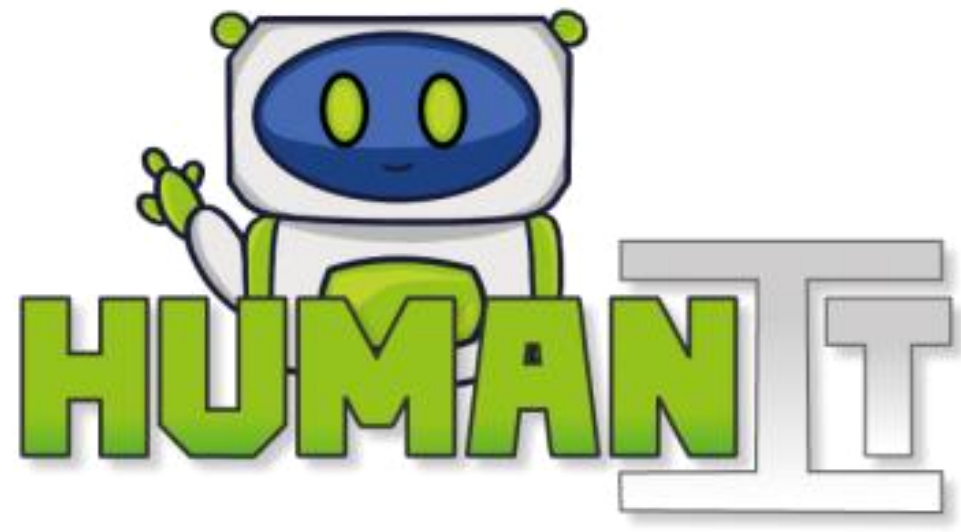
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

0 1 2 3 4 5 6 7 8 9



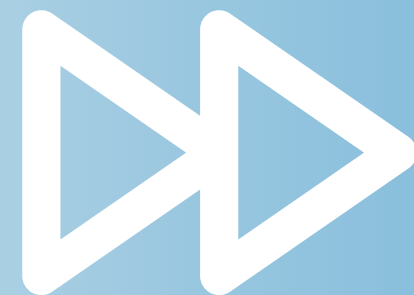
MASCOT

MASCOT + LOGO OF THE AGENCY



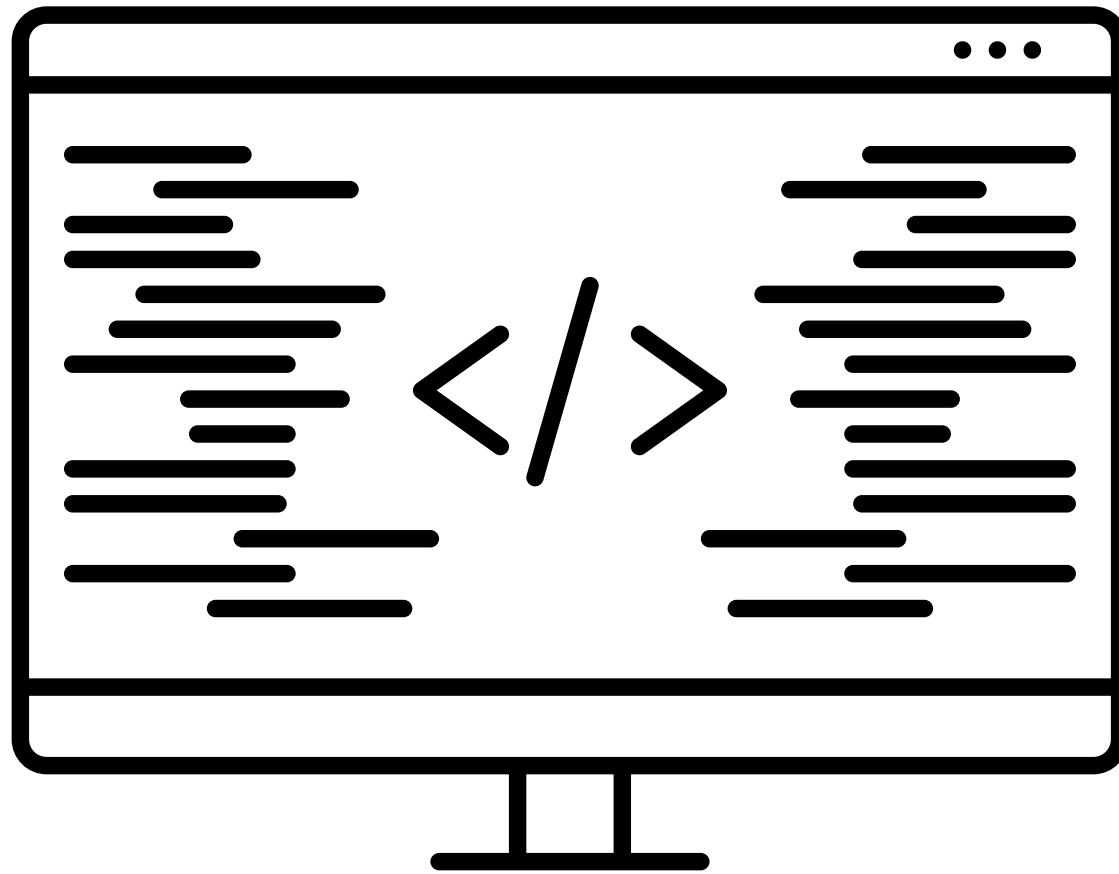
PART II:

DEVELOPMENT

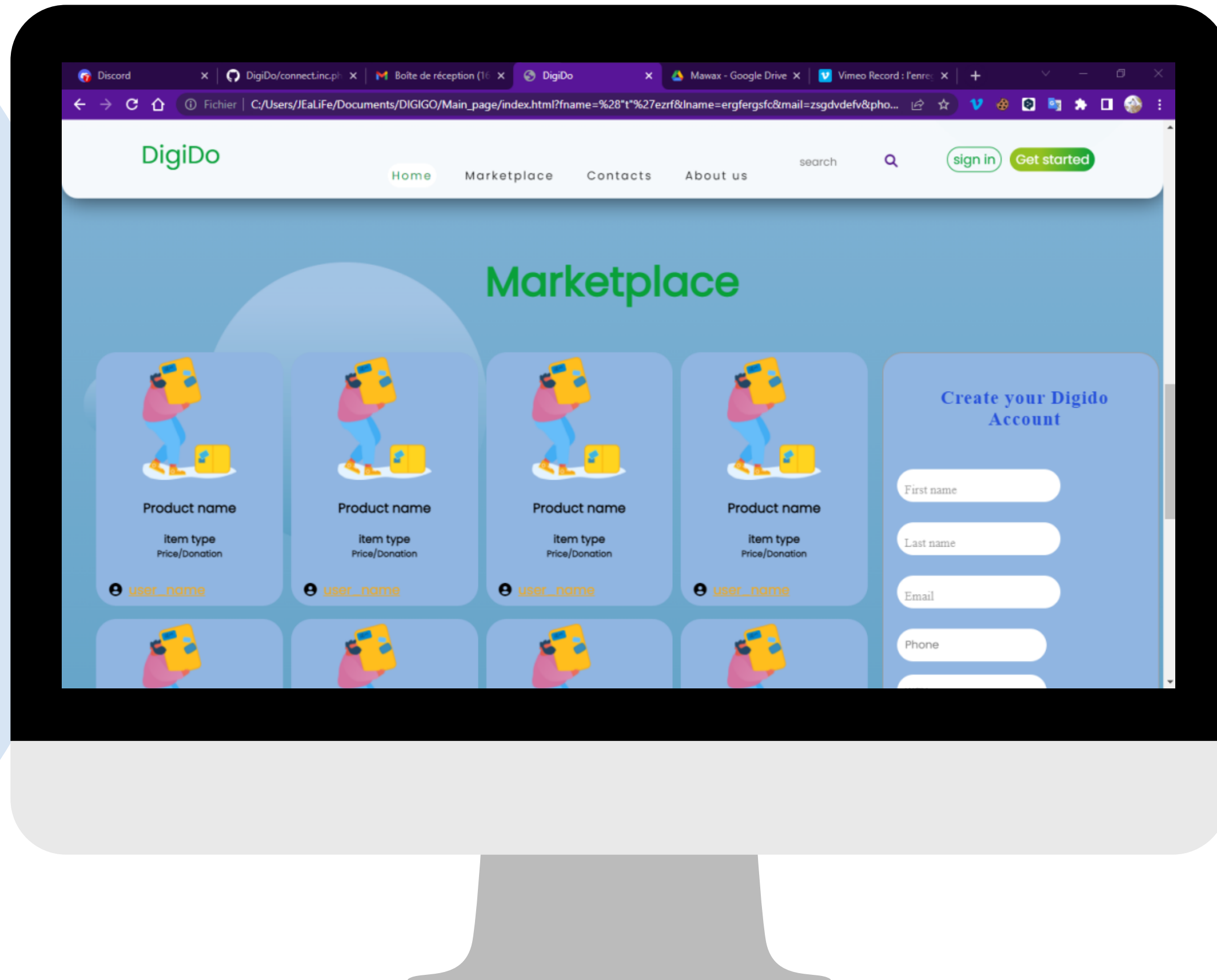


WEB DEVELOPMENT

OUR WEB DEVELOPERS HAVE DONE THEIR BEST TO MAKE UP THE BETTER PLACE TO DONATE OR TRADE YOUR GOOD OLD HARDWARE.

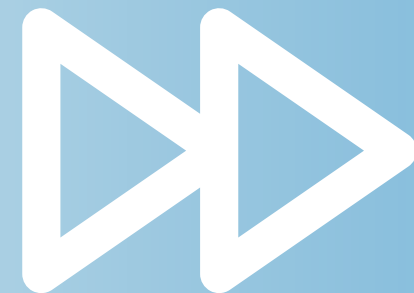


WEB DEVELOPMENT



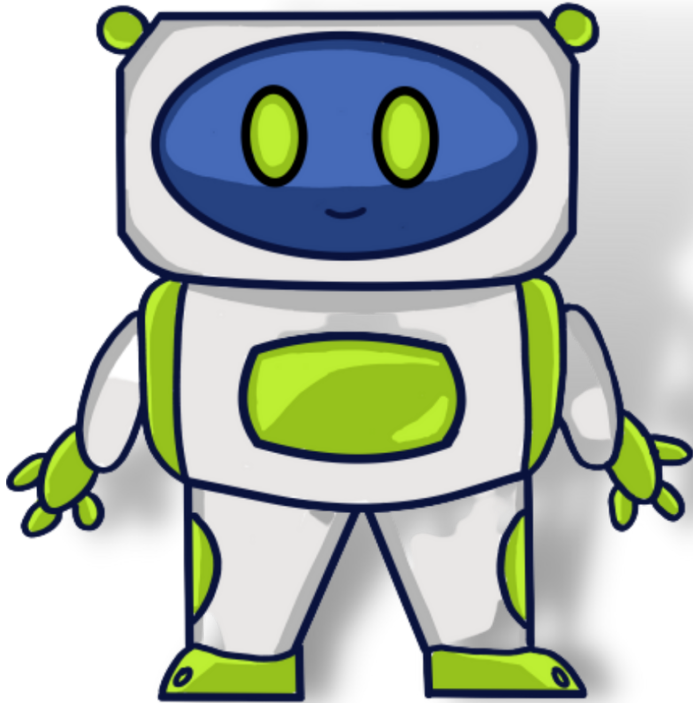
PART III:

**COMMUNICATION
CAMPAIGN**



COMMUNICATION CAMPAIGN

□ Digital communication



Rechercher

DigiDo IOBC
Hardware redistribution platform
Paris, Île-de-France, France

Indiquez aux recruteurs que vous êtes disponible – vous contrôlez qui peut voir ceci.
[Commencer](#)

DigiDo, mettez votre profil à jour pour vous faire remarquer

Quand avez-vous rejoint Indépendant ?
Mois de d... Année de ...

Accueil Mon réseau Publier Notifications Emplois

digido.iobc

9 Publications 20 Abonnés 21 Abonnements

DigiDo
The digital second-hand electronic equipment redistributing platform
[Voir la traduction](#)

[Modifier profil](#)

What is DIGIDO?
The digital marketplace for redistributing second-hand computers and electronic equipment

DIGIDO

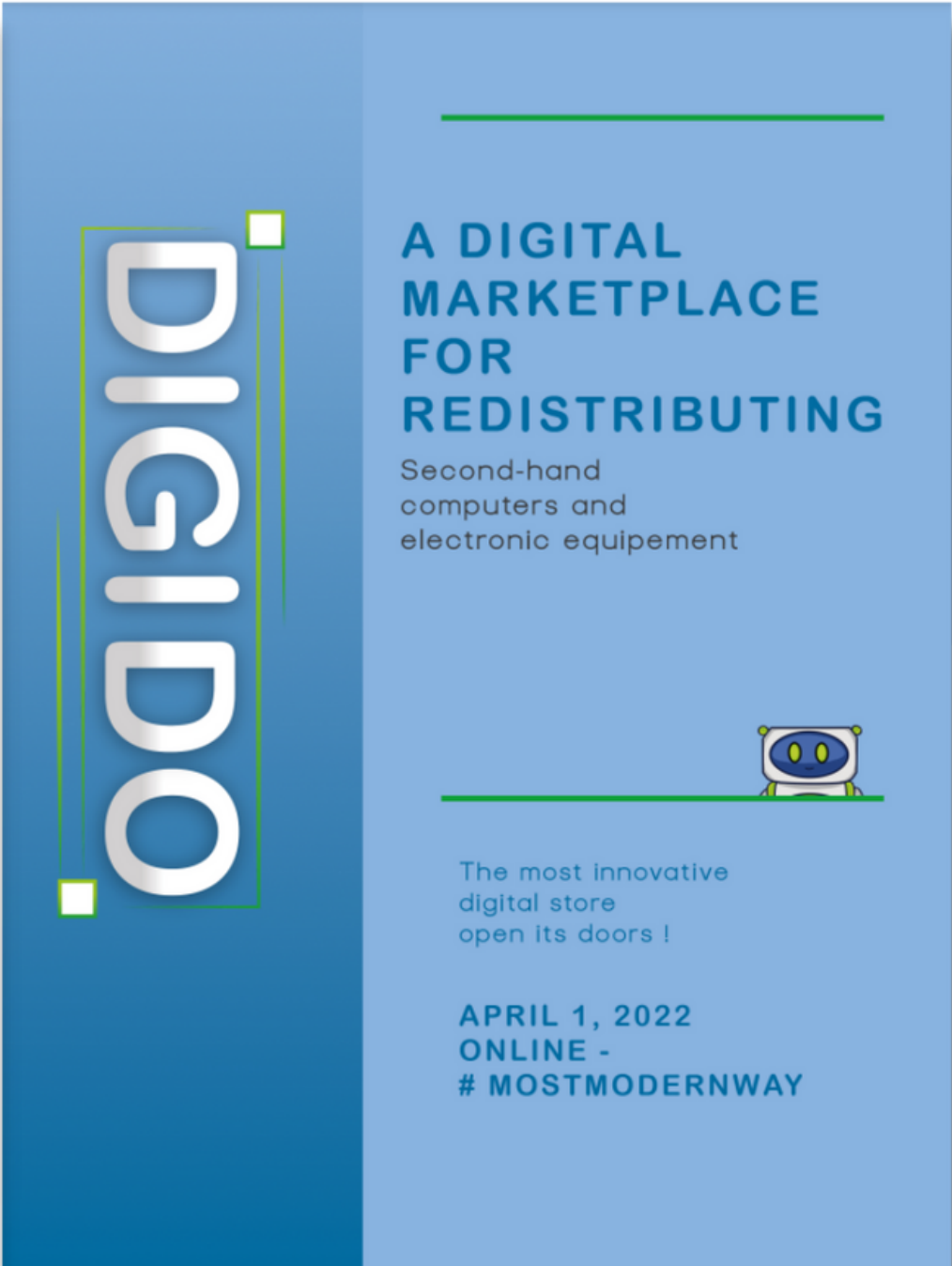
Key number
More than 11 million French households do not have a computer at home, while a million used computers are sent for scrapping each year by companies while they can still be used...

2022 DIGIDO CONFERENCE
SAFRA A. CATZ, Chief Executive, Officer of Oracle
JOHN SMITH, Developer of Salesforce
WILLIAM HANT, iTRex

THE PURPOSE OF DIGIDO
A company of an average person will want to "donate" their old computer. They will then donate their old computer to a charity or a fully functional...
This is where DIGIDO comes in. Our platform helps companies that need to be transparent about their IT assets and...
THURSDAY, MARCH 31, 2022

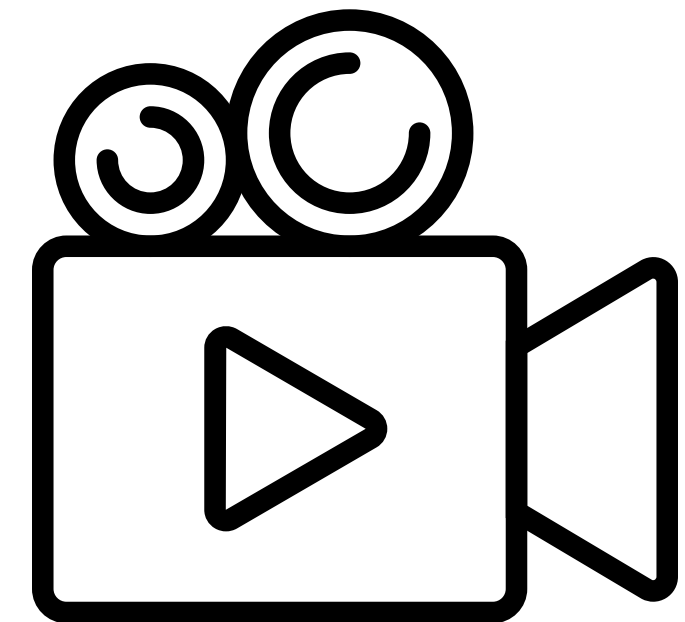
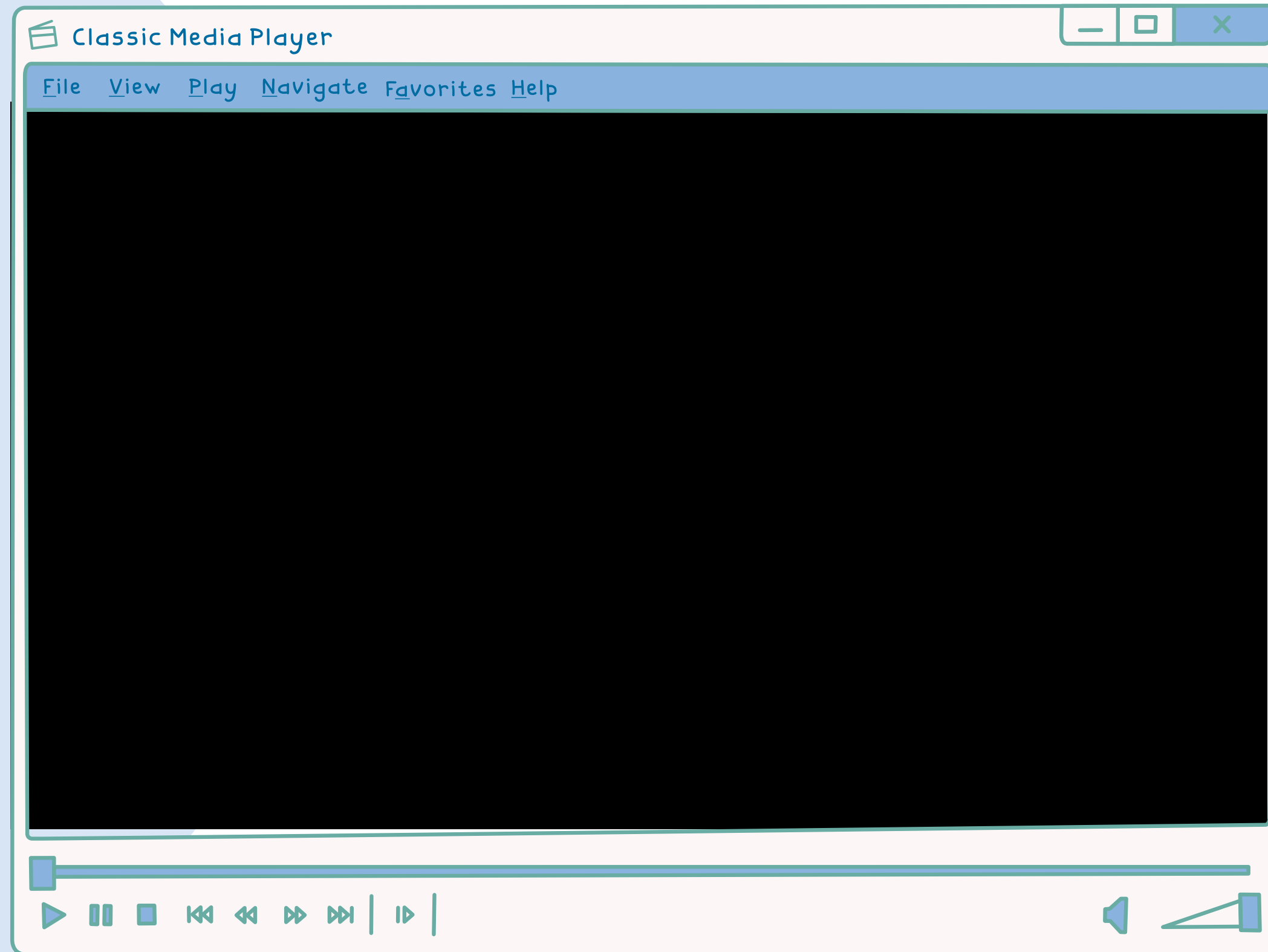
COMMUNICATION CAMPAIGN

Print communication

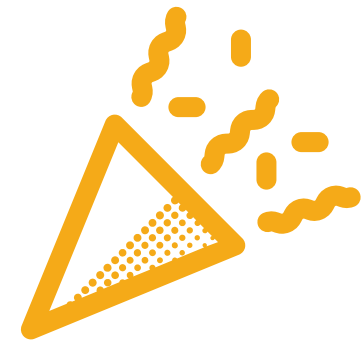


COMMUNICATION CAMPAIGN

Promotional video



COMMUNICATION CAMPAIGN



Event-driven communication

Launch party and conference



The purpose of this event is to make DigiDo known and to open us up to a network of potential customers



COMMUNICATION CAMPAIGN

Business model

5%



\$200



\$10

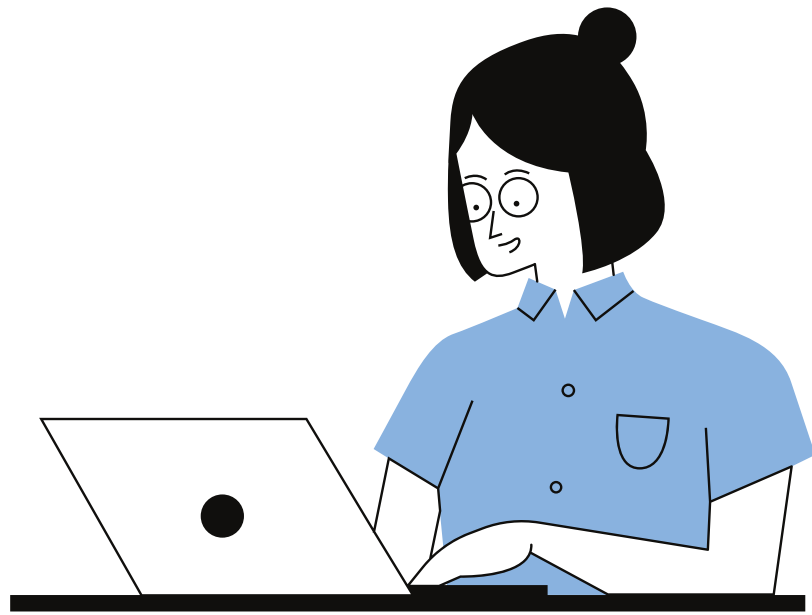




We are lucky to
have the
participation of
Ha Phuong Dinh
a student from
Vietnam for this
oral



CONCLUSION



DIGIDO WILL ACCOMPANY THE USERS WHO WANT TO GIVE AWAY THEIR HARDWARE, AND HELP THOSE EQUIPMENT TO FIND A NEW OWNER INSTEAD OF BEING CRUSHED IN THE MIDDLE OF THEIR LIVES.

