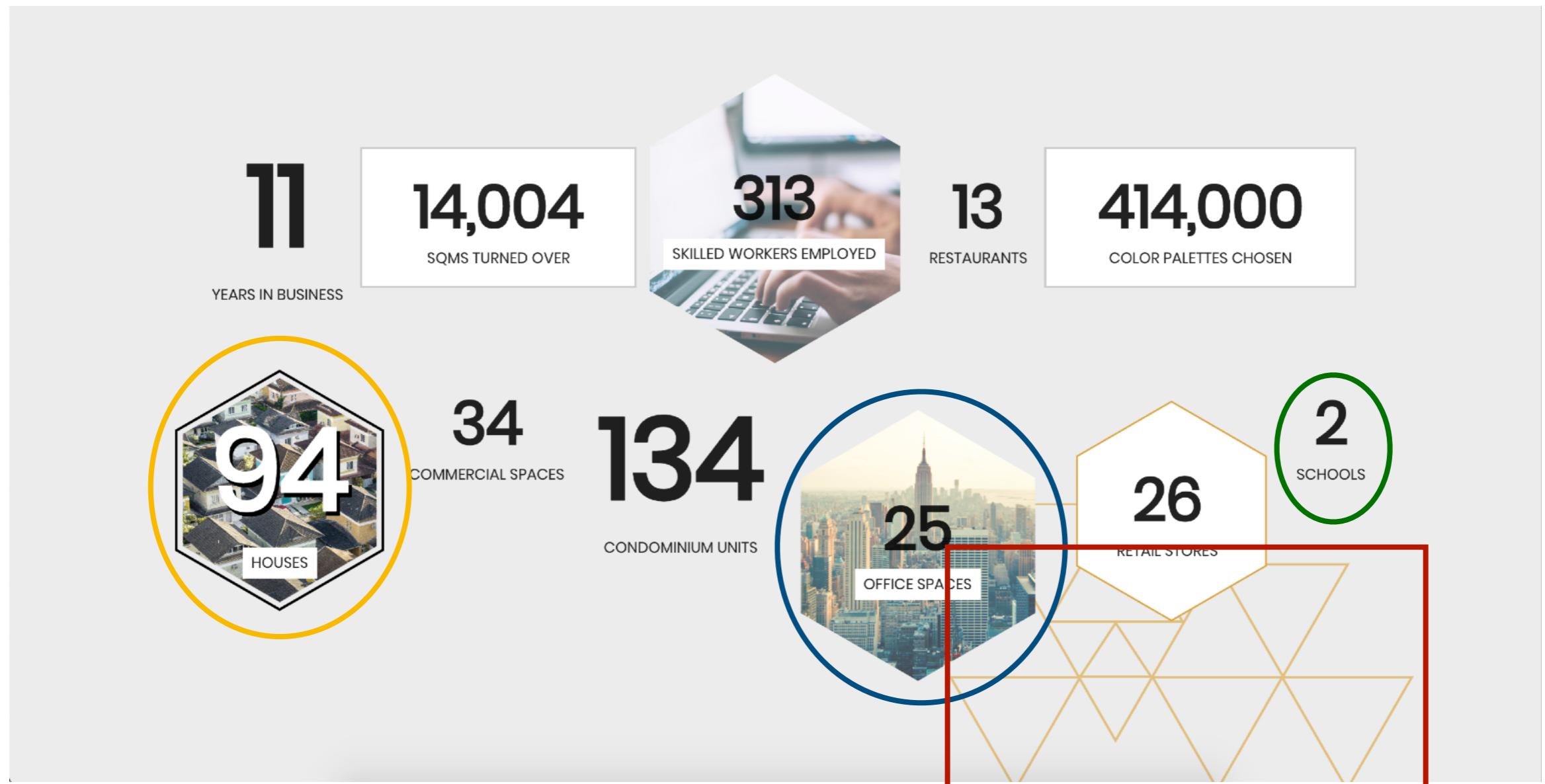


← Creating homes in the Philippines

**Comments:**

- Can we put a border on the yellow block, like in the sample above
- Can we make the text inside the yellow block all caps
- Can we move the text to the left instead of it being in the center of the yellow block?
- Is the photo really pixelated because of the asset that I sent?
- Can we remove the design inside the red box?



#### Comments:

- The numbers that should be highlighted/bigger in size are the following: Years in Business, Houses and Condominium Units
- Can the numbers mentioned above have the same border/shape as the one in a yellow circle?
- Can we have the following numbers have the same border/shape as the one in a blue circle? Skilled workers employed, Commercial spaces, schools and retail stores
- Can we have the following numbers with no border/shape, like the one in a green circle? SQMs turned over, Restaurants, Color palettes chosen, Office spaces
- Can we remove the design inside the red box?
- Given this, I think we'll need to edit the layout of all the numbers
- Can we add a header on the upper left side with the text "IDEAFORMA IN NUMBERS" (Note: Logo can be used instead of spelling out Ideaforma)



## Our Core



### Comments:

- For this page, is there a way to make all five photos and descriptions fit altogether once scrolled?
- Please remove the line inside the red box?
- Can we make the text “Our Core” all caps instead? And then let’s move it to the left
- Can we make all of the borders just black, instead of having just one gold and the rest black?
- Can we zoom out the photo of Malen Garcia to make it look more similar to the photo of Nina Camacho?
- Can we edit the photos to black and white?
- Can we change the font color of the header to the same shade as the yellow block in the homepage?



**DR. MALEN GOMEZ-GARCIA**  
Creative Director

With over fifteen years of invaluable experience in the interior design industry & a sincere passion to understand each client's behavior, needs & wants, Malen has designed hundreds of projects that her clients have called home. Her natural eye & style coupled with the right balance of form & function has molded the distinct character of an IdeaForma home.



**NINA GOMEZ-CAMACHO**  
General Manager

Nina, with her love for learning proven by achieving two master's degrees, one in Business Management, and another in Entrepreneurship, plus significant brand & marketing experience in other industries, has grown the business from a one-man team to a fully functional interior design & project management firm. With Nina's crystal clear focus on IdeaForma's mission & vision, that is to be the preferred Home Management Company, there's no stopping this team of siblings that she leads.

**Comments:**

- Same comments as the slide above
- Can we make the description text justified?
- Can we change the font color of the names to the same shade as the yellow block in the homepage?

### LISA GOMEZ

Marketing Head

With customer experience in this highly competitive service industry as her main priority, Lisa has recently introduced significant & personal touches in the whole IdeaForma experience. This marketing expert's decade-long experience with one of the country's most successful high-end developers, Rockwell Land Inc., has infused her with the greatest attention to detail, knowing that it's the small things that truly matter.



### RICO GOMEZ

Asst. General Manager

Having handled multiple projects of different styles, paces & clients all through out his five years in the firm, Rico has perfected the smoothest implementation of the unique IdeaForma design process & over-all management. With almost a hundred projects under his sleeve, his project management, finance & administrative skills are truly quite remarkable.

### ERICA GOMEZ

Marketing Associate

With her fair share of outside experience in the client-servicing industry, particularly as a senior account manager of Nuworks Interactive Labs Inc., a young & vibrant advertising agency, Erica is now this design firm's key to moving the IdeaForma service experience closer to perfection. Each project is unique and handled in the most personal manner but she ensures that every client recognizes those service trademarks of notable excellence & selfless service.

### Comments:

- Can we make the description text justified?
- Can we also zoom out on the photo of Rico Gomez to be more similar to the photo of Erica Gomez?
- Can we edit the photos to be black and white?
- As mentioned above, is there a way to make all five photos and descriptions fit in one page?
- Please see attached photo with this email for photo of Lisa Gomez
- Can we change the font color of the names to the same shade as the yellow block in the homepage?



## DEBBIE RAMOS

Operations Supervisor

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## MIKE UMBAO

Administrative Staff

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## RACHEL TANADA

Sr. Design Associate

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### Comments:

- Can we separate Rachel Tanada from this group/page?
- Can we remove the colored border/shape behind Debbie Ramos and Rachel Tanada
- There will be no description for these team members, only their names and positions will be mentioned
- Can we change the font color of the names to the same shade as the yellow block in the homepage?
- Suggested layout in the next slide
- Instead of spelling out “ideaforma”, can we use the logo?



**DEBBIE RAMOS**

Operations Supervisor



**MIKE UMBAO**

Administrative Staff



**ANGELICA JAURIGUE**

Jr. Interior Designer

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**RENECA ABUSO**

Jr. Interior Designer

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**ALLY ASPREC**

Technical Designer

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tempor ut labore voluptate.

◀ BACK TO OUR CORE

**Comments:**

- Let's include Rachel Tanada from this group/page
- There will be no description for these team members, only their names and positions will be mentioned
- Can we change the font color of the names to the same shade as the yellow block in the homepage?
- Suggested layout in the next slide
- Instead of spelling out "ideaforma", can we use the logo?



**RACHEL TANADA**

Sr. Design Associate



**ANGELICA JAURIGUE**

Jr. Interior Designer



**RENECA ABUSO**

Jr. Interior Designer



**ALLY ASPREC**

Technical Designer



# Our Services



## INTERIOR DESIGN

Aesthetic and function are put together in *detailed drawings* with corresponding *material specifications*. These elements are carefully developed to complete the interior design blue print of the project.



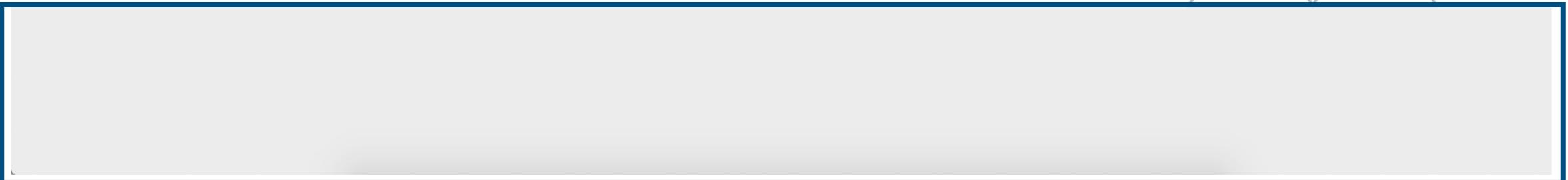
## PROJECT MANAGEMENT

A meticulous process that monitors *budget* and *timeline* is implemented for cost-efficient and timely turnovers.



## HOME MANAGEMENT

Coming Soon!



### Comments:

- Please remove the line inside the red box?
- Can we make the text “Our Services” all caps instead? And then let’s move it to the left
- Can we remove the gray part at the bottom of the page and the design on the lower left (in blue box)
- Can we change the font color of the service labels to the same shade as the yellow block in the homepage?
- Can we change the font color of the header to the same shade as the yellow block in the homepage?



## Featured Projects



BUHAIN ▶

### Comments:

- Please remove the line inside the red box?
- Can we make the text “Featured Projects” all caps instead? And then let’s move it to the left , aligned with the rest of the headers
- For the project label, can we make the text centered in the box? And can the box be the same color as the box in the homepage?
- Can we change the font color of the header and the arrows to the same shade as the yellow block in the homepage?

# Buhain

Projects

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## Comments:

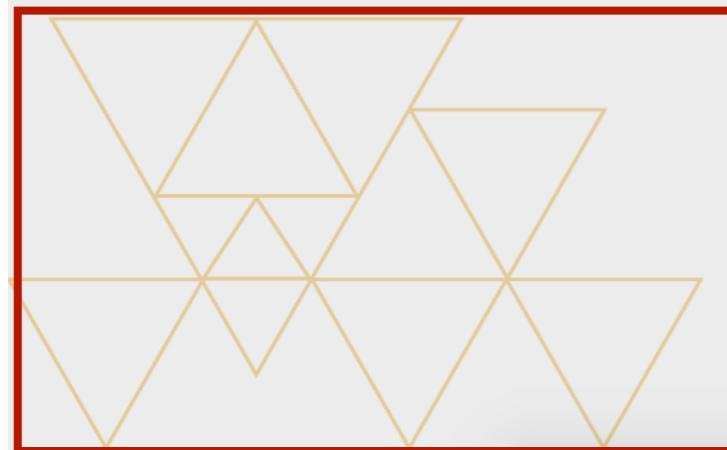
- Please remove the line and text inside the red box?
- Can we change the font color of the header to the same shade as the yellow block in the homepage?
- Can we make the name BUHAIN all caps?
- Instead of spelling out “ideaforma”, can we use the logo?



## Featured Projects



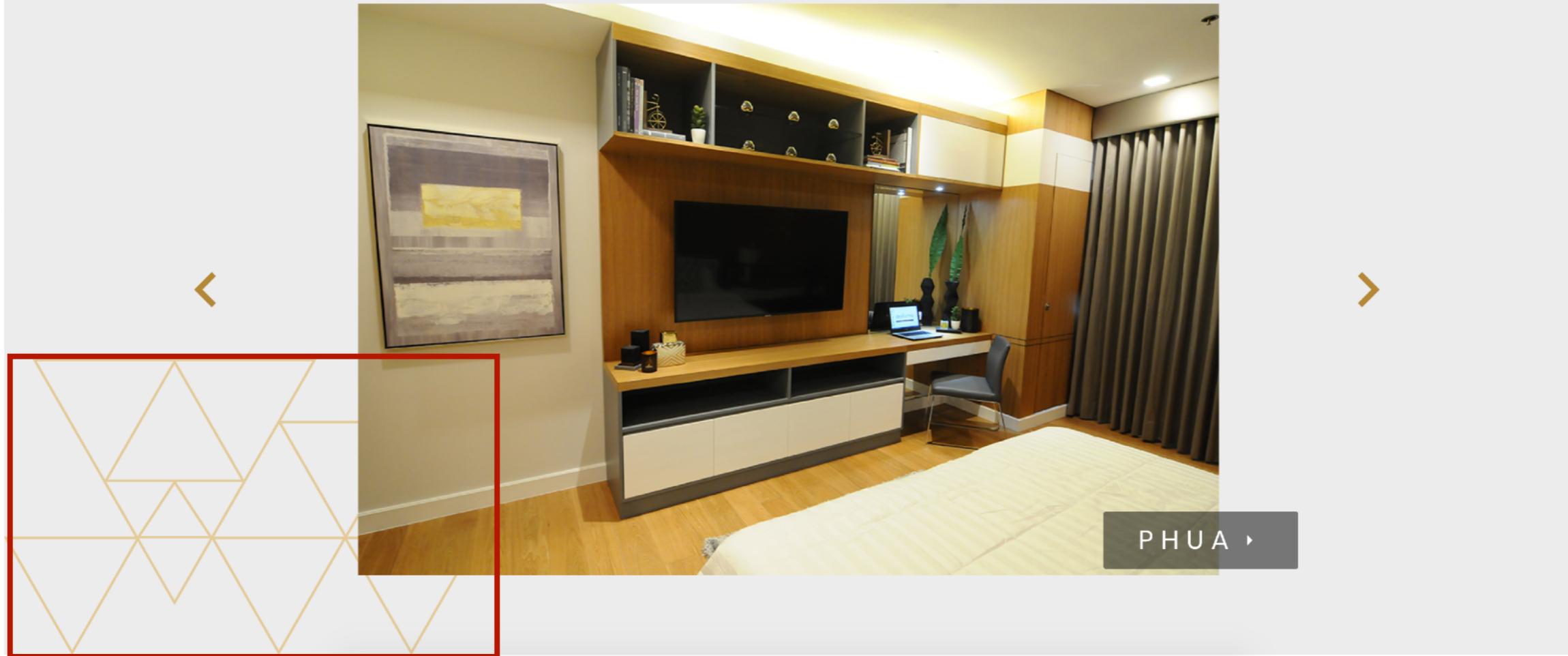
LAVIDES ▶



### Comments:

- Please remove the line inside the red box?
- Can we make the text “Featured Projects” all caps instead? And then let’s move it to the left , aligned with the rest of the headers
- For the project label, can we make the text centered in the box? And can the box be the same color as the box in the homepage?
- Can we change the font color of the header and the arrows to the same shade as the yellow block in the homepage?
- Can we remove the design on the lower left? (in red box)

## Featured Projects



### Comments:

- Please remove the line inside the red box?
- Can we make the text “Featured Projects” all caps instead? And then let’s move it to the left , aligned with the rest of the headers
- For the project label, can we make the text centered in the box? And can the box be the same color as the box in the homepage?
- Can we change the font color of the header and the arrows to the same shade as the yellow block in the homepage?
- Can we remove the design on the lower left? (in red box)



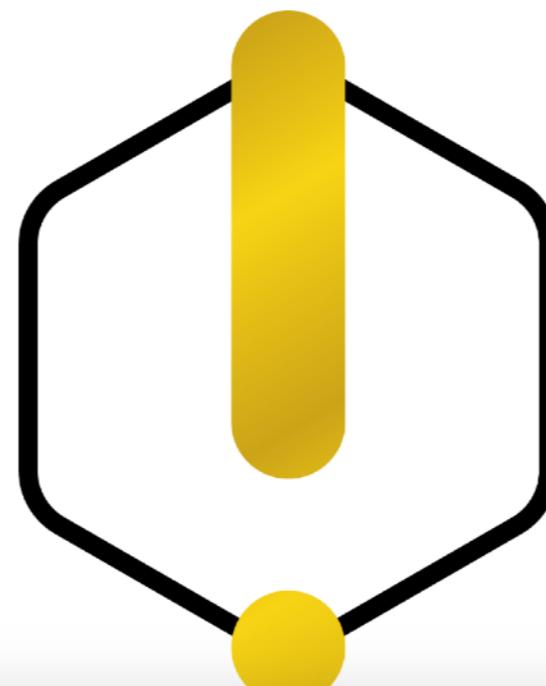
# Our Process

## 1 Absorb

We'll start by listening to your story – learning about your lifestyle, your design concerns, the most precious of your possessions and the most important people in your life who will live in your home. We believe that the information that we gather from your current space is as important as learning about your dreams for the new one.

## 2 Envision

We'll invite you IdeaForma's creative playground where we'll play with colors and toss around ideas until a design vision is created. This part of the process gives you a sneak peek of the end in mind. It's a presentation of the big picture yet full of all those little details, all about your future home.



## 4 Aim

Considering both budget and timeline, we set clear cut goals. We pride ourselves with the most efficient monitoring and project management experience in interior design & construction making the experience as delightful as possible.

## 5 Build

Turning the vision to reality, we start building the space. As the one of the most critical phases in the process, we will keep you updated on all the accomplishments and promise the most creative solutions in times that bridging the vision and reality may become a challenge.

### Comments:

- Please remove the line inside the red box?
- Can we make the text “Our Process” all caps instead? And then let’s move it to the left , aligned with the rest of the headers
- Can we change the font color of the steps to the same shade as the yellow block in the homepage?
- Is it possible to make all steps (numbers 1-6) fit in one page?
- Can we also fix the layout so that the description text is justified and it’ll be more or less aligned with each other?

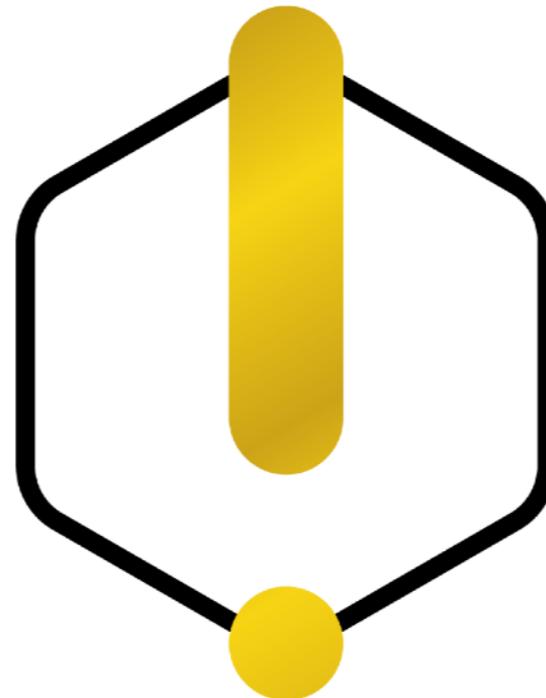
about your lifestyle, your design concerns, the most precious of your possessions and the most important people in your life who will live in your home. We believe that the information that we gather from your current space is as important as learning about your dreams for the new one.

## 2 Envision

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## 3 Collaborate

We're all about working hand in hand with our clients in coming up with collaborative ideas and finding design solutions together — from big decisions in furniture space planning to the littlest of details like organizing your closet shelves & drawers. Its putting together your needs & wants with our ideas & expertise in the most collaborative experience.



.....

Considering both budget and timeline, we set clear cut goals. We pride ourselves with the most efficient monitoring and project management experience in interior design & construction making the experience as delightful as possible.

## 5 Build

Turning the vision to reality, we start building the space. As the one of the most critical phases in the process, we will keep you updated on all the accomplishments and promise the most creative solutions in times that bridging the vision and reality may become a challenge.

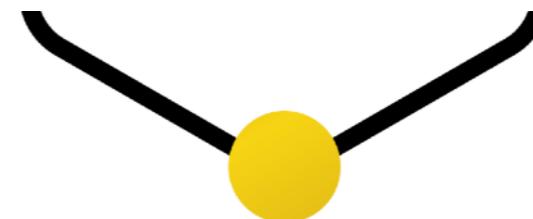
## 6 Live

We deliver as close to the design perspectives. We clean each nook & cranny. We help you prepare the space for living. After achieving our design & project goals and finishing your new home, it's time to enjoy, it's time to live.

### Comments:

- Same comments as the slide before this one

those little details, all about your future home.



the challenges of moving into a new home can become a challenge.

### 3 Collaborate

We're all about working hand in hand with our clients in coming up with collaborative ideas and finding design solutions together — from big decisions in furniture space planning to the littlest of details like organizing your closet shelves & drawers. Its putting together your needs & wants with our ideas & expertise in the most collaborative experience.

### 6 Live

We deliver as close to the design perspectives. We clean each nook & cranny. We help you prepare the space for living. After achieving our design & project goals and finishing your new home, it's time to enjoy, it's time to live.

## Contact Us

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam consectetur auctor odio, nec tempor mi placerat at. Donec et mauris pretium, rutrum urna eu, sollicitudin velit. Praesent vitae nulla venenatis, interdum metus nec, placerat magna.

 Unit 235 Cityflex Towers, Tower 1, 7th Avenue corner Lane T,  
Bonifacio Global City, Taguig City

 jobs@ideaforma.com.ph

 9466011 / 0917 170 6563

## Careers

- Interior Designer
- Marketing
- Project Manager
- Accounting Admin

Send your resume and cover letter to  
[jobs@ideaforma.com.ph](mailto:jobs@ideaforma.com.ph)

## Comments:

- Let's just remove the description text under "Contact Us"
- Can we make "Contact Us" and "Careers" all caps?
- Can we move the "Careers" text and everything below it more to the right? I think the two columns are too close to each other