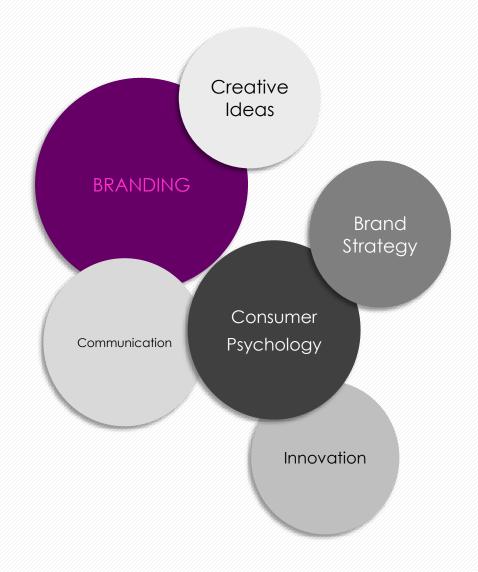
"Design is not just what it looks like and feels like. Design is how it works."

Steve Jobs

# purple tuché brand solutions pvt. Itd.



When it comes to branding
We understand consumer psychology
We construct meaningful ways to communicate with consumers
We deliver creative & strategic business solutions
we design.





### We

A purple thought gives birth to good design.

'purple' color reflects creativity and

'tuchè' a french word, means to treat in some way by contact.

In short purple tuchè means a creative touch.

We at purple tuche take a look at client's brand positioning and help them to stand different in the market with our creative & strategic solutions.



### mission

To help brands connect with people through our creations.



### values

Our success stems from a passion for design,

Our creativity is evident within beautiful and innovative work,

Our quality is assured through experience and attention to detail,

Our commitment is demonstrated through long term, personal service.



#### **CREATIVITY**

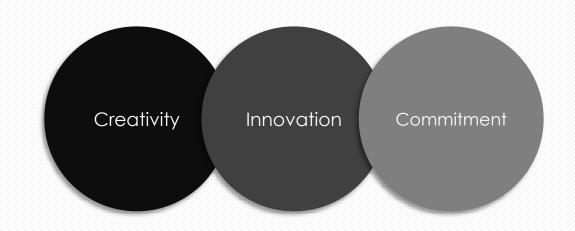
It's a simple idea, but we look to push the boundaries on all projects to ensure that each opportunity is maximized.

#### INNOVATION

Understanding new technologies and being innovative in designs, is something we do to remain a step ahead.

#### COMMITMENT

Design is our passion, we work on every project as if it's our own. Happy clients make us a happy agency.





### we do

We work closely with our clients, on brand development.

Our reputation has been built on close and successful relationships and we constantly strive to produce highly creative and effective designs for all our projects.

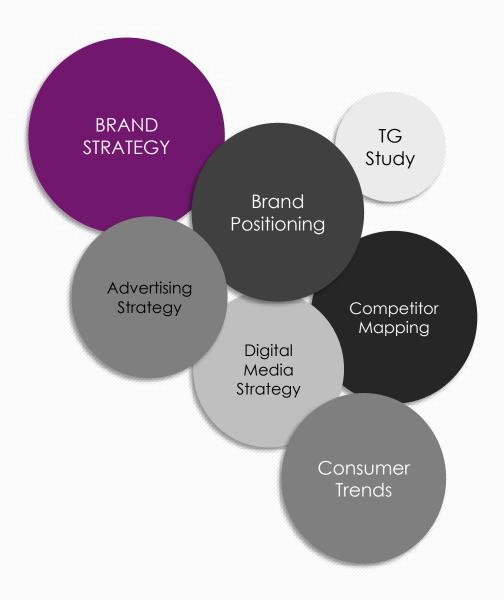




# brand strategy

Planning, Creative, Production and Analytics all come together to develop digital-era Brand Democracies for clients.

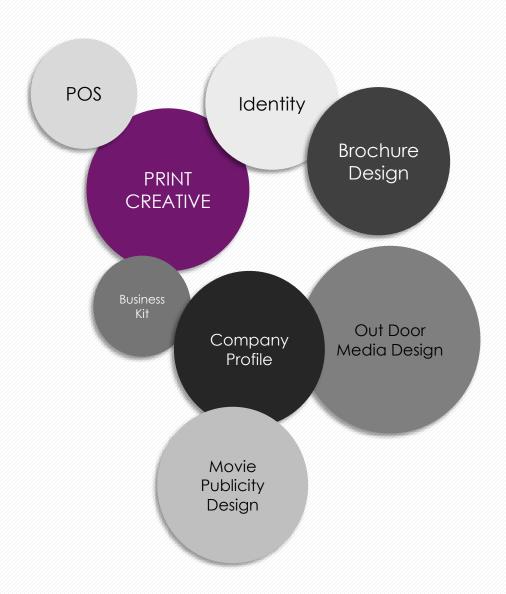
For us, understanding consumer motivation is the key to consistently creating relevant brands that connect.





## print creative

Our graphic design services focus solely on getting our clients noticed and their message communicated effectively.

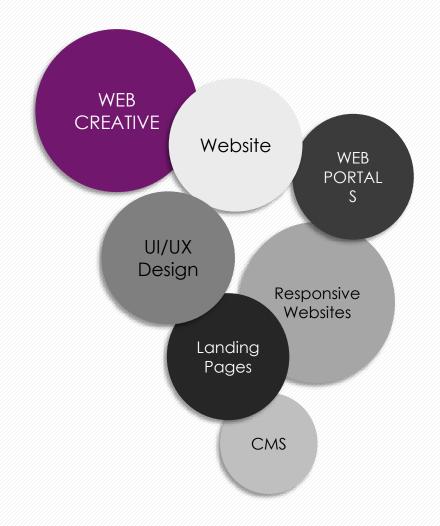




### web creative

We create beautiful and always bespoke website designs, built using the latest development techniques.

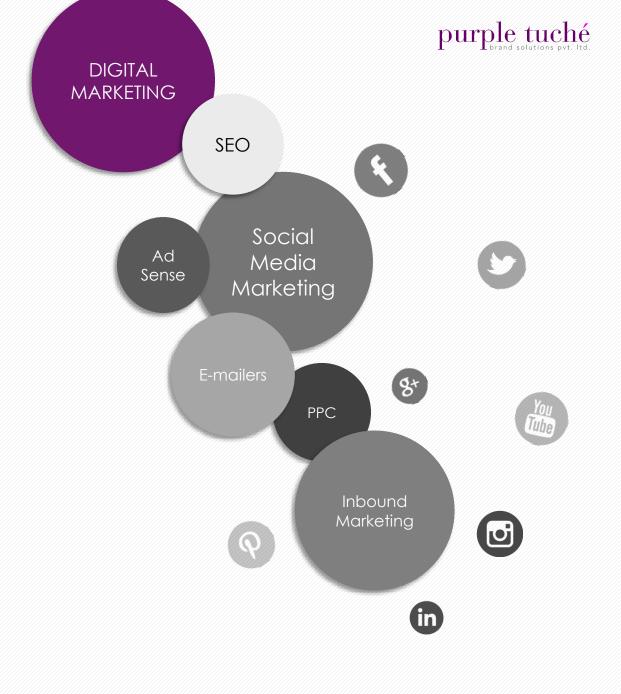
Our passion for design, combined with creativity and an obsessive attention to detail, ensure our website projects are professionally developed, perform effectively and help our clients march on with time.



# digital marketing

Did you know that more than 91% of consumers look online before making purchasing decisions? Every click, every search, every tweet is an opportunity to engage your customers and reach new prospects.

We help brands leverage those opportunities to drive meaningful results.

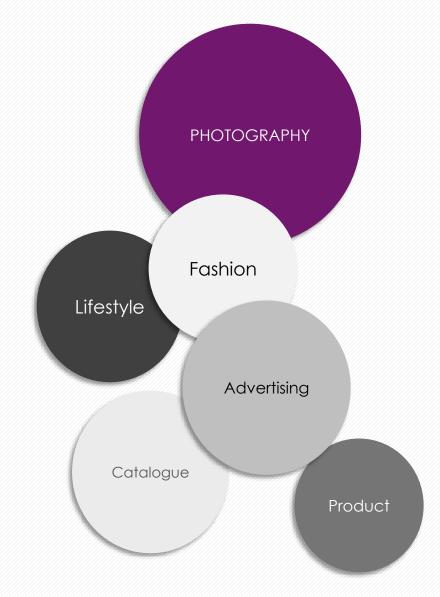




# photography

"In photography there is a reality so subtle that it becomes more real than reality."

An in-house team of photographers specializing in Fashion, Lifestyle, Advertising & Product helps in taking design a step further.

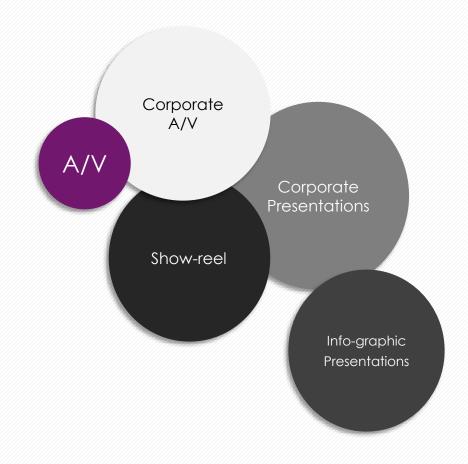




## corporate A/V's

We love telling stories...

We think of ideas and then point our cameras & lights at said things to create an approach to your project that is remarkably synergistic.



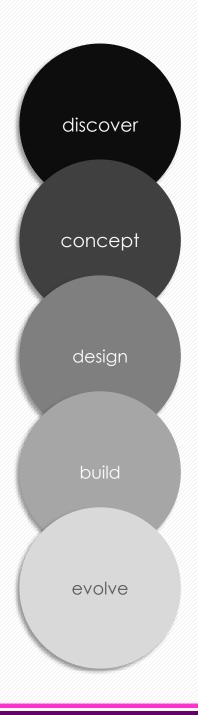


### process

Each and every project is unique and each requires a bespoke solution. Our methods are constantly evolving to accommodate the needs of our clients, but in each case our process remains the same.







Investigating your sector and researching your competitors, the discovery phase identifies opportunities and enables us to formulate a compelling strategy.

From the information we begin concept development. Concepts are brainstormed and the best, most applicable and exciting are developed.

Example page spreads and layouts are produced. Accompanying fonts and color palettes are defined. Concepts are sketched.

Concepts are presented and your feedback and comments are gathered. Designs are finalized and presented for your approval and sign off. Development Starts.

Once a project has been built, we ensure a successful launch.



#### Luxury & Jewellery





















#### Education

clients

Respect those who have & continue to inspire...











#### Real Estate



































#### Architects & Interior Designers























Oil & Gas









#### Engineering & Manufacturing















Food & Beverages

















#### Healthcare

















#### Fashion & Apparel













#### Entertainment

































#### Others































# get in tuché

#### Mumbai Office:

1301, DLH Swakrut, Sahakar Nagar, Off Link Road, Andheri (W), Mumbai 400 053 T l +91. 22. 6556 0001

#### Ahmedabad Office:

301 A, Raindrops Complex, C G Road, Ahmedabad, 380 009

#### Nagpur Office:

8, Shewalkar Jaishree, Daga Layout, North Ambazari Road, Nagpur 440 010

El info@purpletuche.com

www.purpletuche.com

