



Enhance your communication with our **Design Support** Retainer Package

"An image is not simply a trademark, a design, a slogan or an easily remembered picture. It is a studiously crafted personality profile of an brand, institution, corporation, product or service".

We offer our design expertise to make all your communication more meaningful and expressive. We work very closely with your marketing and sales team as an extended arm for all your internal and external communication. Be it corporate communication, sales promotion campaign, marketing presentation or coordinating with vendors for on time and quality delivery we will be there as your internal experts.

Activities

Primary Package

- New Brand Logo Designing / Existing Brand identity design refinement
- Designing of Brand Identity Manual i.e. Logo proportions, colour specifications, corporate stationery templates, logo meaning, brand philosophy, brand values, logo applications on various promotion media, etc.
- Designing of ongoing marketing communication i.e. E-mailers, PPT Presentations, etc.(On line & Print)
- Designing of Corporate Profiles.
- Designing of Print Media Campaigns.
- Designing of Sales Promotion Campaigns.
- Designing of Marketing / Sales Promotion Literatures.
- Designing of News Letter, Technical Journals, House Magazines, etc.
- Designing of Hoardings, Banners, Kiosks, Signage, etc.
- Designing of POP & Packaging.
- Designing of Website templates.
- Designing of event communications i.e. Invitation, Backdrop, Venue Signage's, Posters, Presentations, Participant Kits, Badges, Mementos, etc.
- Designing of Exhibition Branding and Visual Posters.
- Designing of seasonal marketing communication i.e. Theme Calendars, Invitations, Greetings, etc.



Planning, Implementation & Monitoring

- Preparation of Annual Advertising & Promotion Media Mix.
- Planning of design and technical specifications.
- Preparation of budgets, Vendor negotiation, Price analysis, etc.
- Ongoing Reviews, Implementation monitoring, Feedback analysis, Production quality control, etc.

Upgraded Package

- All above plus;
- Designing of Websites and maintenance
- Designing and implementation monitoring of Exhibition Stall Projects
- Designing of Product Displays

Methodology & Deliverables

- Planning & Guidelines
- Close interaction with business Promoters, Directors, CEO's & Marketing Managers.
- Weekly 2 visits of half day with prefix agenda and close interaction with marketing team and other concerned people.

Ongoing Design Support

- Creation of brief, collecting relevant inputs by interacting with all concerned people.
- Preparation of design options with internal team of professional designers.
- Presentation, Feedback collections, Approvals and Rendering of final artworks.

Ongoing Planning, Implementation & Monitoring

- Vendor meetings, Negotiations, Budget preparation, Implementation monitoring, Quality control, etc.
- Periodic reviews, Data management, Preparation of backward schedules, etc.

Talk to us today and explore how effective our engagement would be for all your design requirements.