



add  
value

Remember, your business is your own creation. Make it unique! The world is witnessing the birth of new promotional opportunities. The commercial prospect of a lifetime is now yours for the taking!!!

So let us help You focus on your business.



**Earth** - A symbol of dignity, respect & strength of our resolve; provides balance (Balance is an equilibrium that results from looking at images and judging ideas of physical structures. It is arrangement of the object to relate their visual weight within a composition)

**Water** - A symbol of tranquility, gentleness & the blossoming of an open heart; produces harmony (Harmony relates all the part in composition to complement each other. It involves the selection/design of elements that share a common trait. Also pulls similar unit together to form masterpiece)

**Fire** - A symbol of energy, enthusiasm & the vitality of life; shows dominance (Dominance relates to varying degrees of emphasis in design. It establishes space & perspective, determines the visual weight of composition and often resolves where the eye goes first when looking at a design)

**Air** - Symbol of hope, faith & belief in the universe that has given us life; indicates rhythm (Rhythm is the repetition or alternation of elements with defined intervals. It creates sense of movement and can establish pattern & texture)



the **team**

“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.” - Margaret Meade

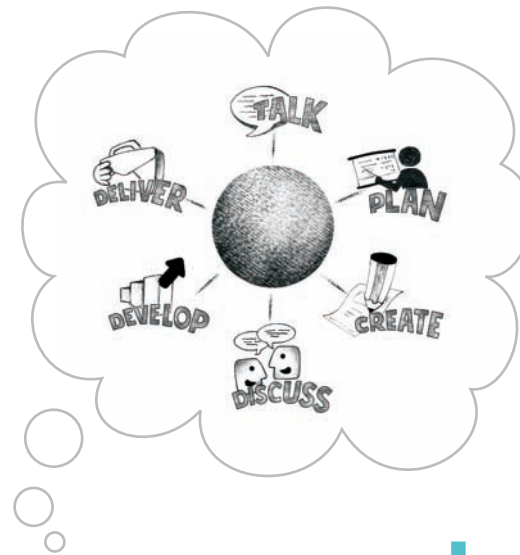
DESIGN ELEMENTS- a team of 15 people with proven track record on their own domain is all set to create the business sense and help you achieve marketing expertise.



# our **efficiency**

With wide experience and in the pursuit of creating a new breed of marketing communication; we combine the creative skills and strategic planning of a media distribution (Releasing arm - MEDIA MERCHANT). We offer services like Advertising (Print & Online), Brand Building, Event Management & Print Production. We are also equipped with cutting edge technology, in-house multimedia and video production.

Your global presence in a complete visual environment and better solution for your product to generate best impact is source of our inspiration. We will continue to guide and guard your business interests using our strengths. The relationship hopes to help you grow in to a Market Leader in your core business skill and surpassing your competitors in profits.



our **approach**

We accept as true in the value of good communication and strategic planning. We work closely with clients by implementing strong communication plan for the completion of the assigned job within the specified time frame, with an assurance of extreme visibility.

We offer you the broadest array of tools and techniques to understand, develop and enhance the relationship between a consumer and a brand.

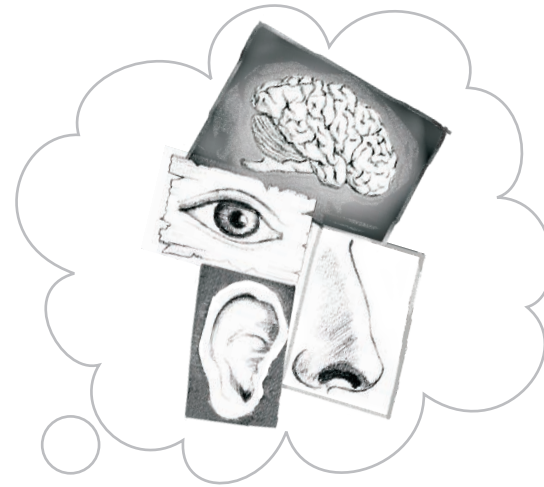


we **be**  **ieve**

We firmly believes that building brands today requires a keen understanding of its psychology, developing new channels, creating new opportunities and combining these with vibrant creativity. As a one-stop-shop for your every designing and promotional requirement, providing best of creative outputs as per your requirement for better corporate image building.

Core Values

- Customer First • Driven by Integrity • Unmatchable Services • Compatible Delivery



the difference

- Beautiful mind to nurture your thoughts
- Sharp eye to see the futuristic opportunities
- Trained nose to sense competitive threat
- Big ears to listen your thoughts

## Design Prints

- Corporate Identity
- Business Card & Office Stationery
- Product/Conceptual Advertisement
- Product Catalogue & Brochure
- Posters & Banners
- Annual Reports
- Calendars, Diaries & Collaterals
- Corporate gifting
- Personalised T-shirt/BAG
- Personalised Mugs/Mouse Pads
- Illustration/Sketches

## Design Interactives

- Online Brand Positioning
- e-Media Planning & Buying
- Search Engine Optimization
- Search Engine Marketing (Lead Generation)
- Websites
  - E-commerce
  - Marketing Web Sites
  - Database Driven
  - Flash Animated
- Corporate Presentation
- Website Maintenance & Management
- Site Tracking & Analytics
- Customized Content Management
- Bulk Mail Campaign & Online Newsletters

## Design Events

- Exhibition stands
- Commercial interiors
- Retail shops
- Banner stands
- Exhibit / Panel / Signage systems
- 3d Walk throughs animations
- POP (Point of Purchase)
- POS (Point Of Sale)
- OOH

## Design Entertainment

- Events & Seminar
- Studio Work
- Digital Activation
- Electronic Advertisements

# prints

Corporate Identity  
Business Card & Office Stationery  
Product Catalogue & Brochure  
Corporate Presentation  
Illustration / Sketches  
calendars , diaries & collaterals  
Corporate gifting  
Personalised T-shirt / BAG  
Personalised Mugs/ Mouse Pads  
Invites & Corporate gifting  
Posters & Banners



# interactives

Online Brand Positioning

e-Media Planning & Buying

Search Engine Optimization

Search Engine Marketing (Lead Generation)

Web Sites

- E-commerce
- Marketing Web Sites
- Database Driven
- Flash Animated

Website Maintenance & Management

Site Tracking & Analytics

Customized Content Management

Bulk Mail Campaign & Online Newsletters



# events

Exhibition stands

3d Walk through animations

Exhibit / Panel / Signage systems

Retail shops

Banner stands

Commercial interiors

POP (Point of Purchase)

POS (Point Of Sale)

OOH



# entertainment

Events & Seminar

Studio Work

Digital Activation

Electronic Advertisements





## Design Elements

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