



BRAND IDENTITY

Create and Characterize your Brand

Triggering Brand Recognition

Brand, is the promise.



BRAND

Identity, is the promise conveyed.



Brand Identity

Makes the Brand, your business asset.



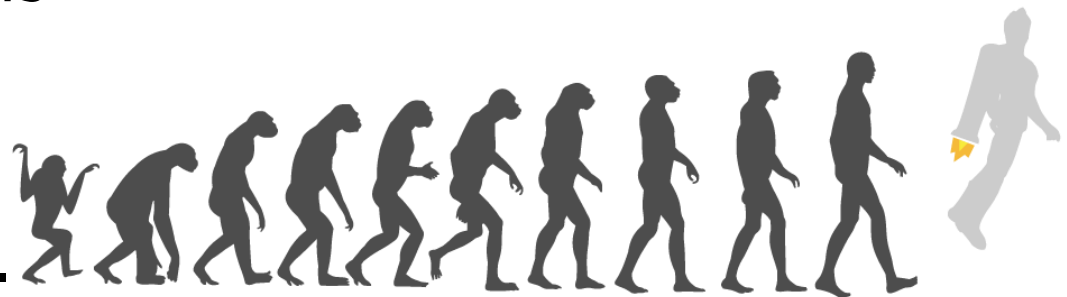
Brand Identity

- ▶ is the total proposition that a company makes to their consumers the promise.



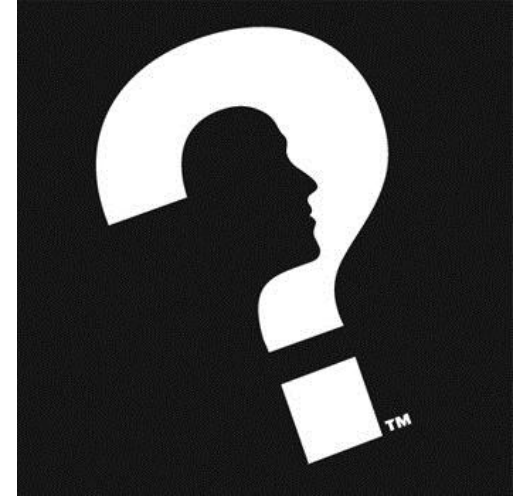
Company Face

- ▶ Companies have personalities, where Organizations have culture and values.
- ▶ In general we can state that all the firms **PRACTISING BUSINESS** do have a face which is known to the outer world as the firm's **Brand Identity that portrays the success..**



Reflection

- ▶ **BRAND IDENTITY** is what the business world looks at and considers as the **reflection** of the people, values, reputations and business practices of the organization.



4Ds inc



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BRAND IDENTITY - Triggering Brand Recognition

comprehensive and customized business solution,

brought to you by **4Ds inc.**

HELPING YOU IN **POTRAITING SUCCESS.**

We,

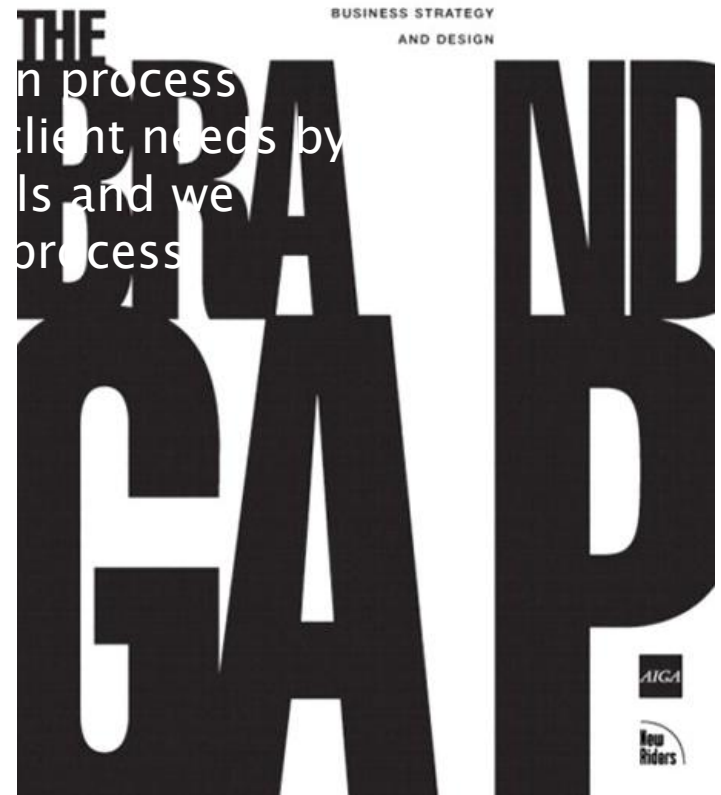
Brand identity

- ▶ Give
- ▶ the
- ▶ Identity
- ▶ to
- ▶ the
- ▶ Brand



We, Bridge the Gap

- ▶ Between the Brand
- ▶ and
- ▶ the Brand Identity



We, develop Brand Identity as....

- ▶ Line Extensions
 - ▶ Extending brand with existing product category
- ▶ Brand extensions
 - ▶ Extending a brand name to the new or modified products in new category
- ▶ Multi Brands
 - ▶ Additional brands in the same category
- ▶ New Brands
 - ▶ New products in new product category



BRAND DEVELOPMENT

COLOR HELPS YOU BUILD YOUR BRAND

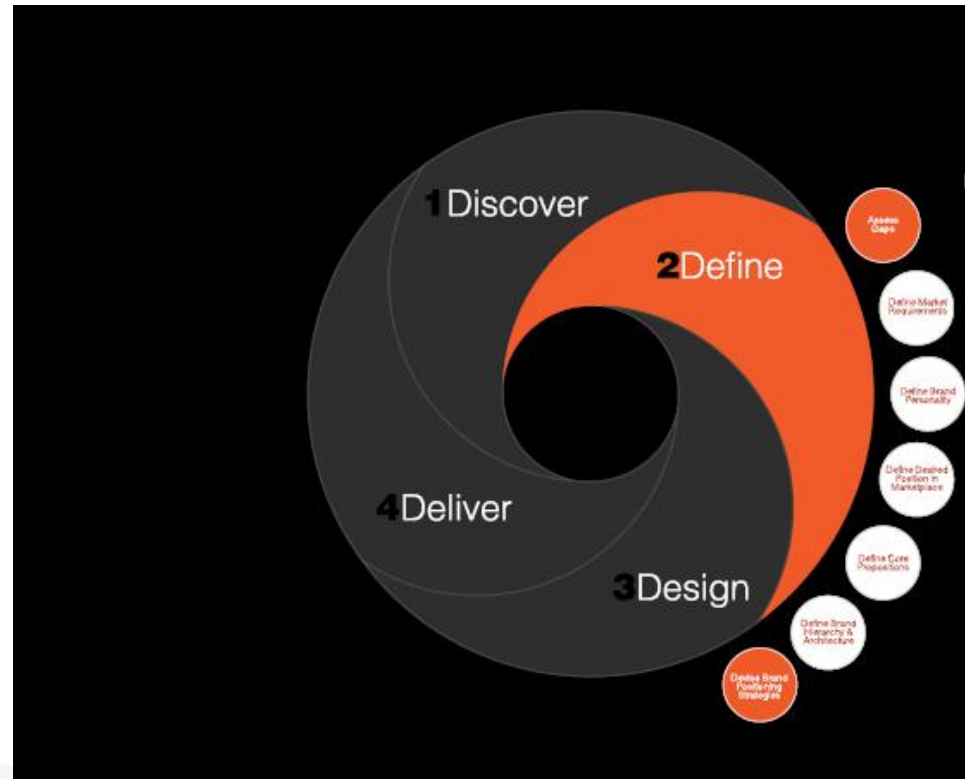


WITHOUT A STRONG IDENTITY
AN IMAGE MEANS NOTHING

We practice....

- ▶ We do detailed evaluation process towards understanding client needs by experienced professionals and we practice well structured process

**THE
BRANDING
PROCESS
IS EVOLVING**



We, Trigger the brand....



- Strong awareness for **B2C**
- Conceptual Visualization for **B2B**



We, Reform....

Brand planning

- Company Names
 - Corporate / product dominant
- Business Tag Lines
- Slogans
- Company Profiles
- Logos
 - Names/Symbols/Abstract
- Brand Communication
- Brand Digitalization.



We, Create....

Visual Representation

- Color schemes
- Typography
- Layouts
- Packaging and labeling



We, Merchandize

General
and
Customized
Products
practicing
Brand
promotion



We, Design, Print & Publish

▶ Collaterals

▶ (Product & Business based)

▶ Paper Products

▶ Brochures

▶ Leaflets

▶ Business Flyer

▶ Customized
Calendars

▶ Catalogue Manuals.

▶ Electronic Products

▶ e-Banners

▶ e-Mailers

▶ e-Catalogues

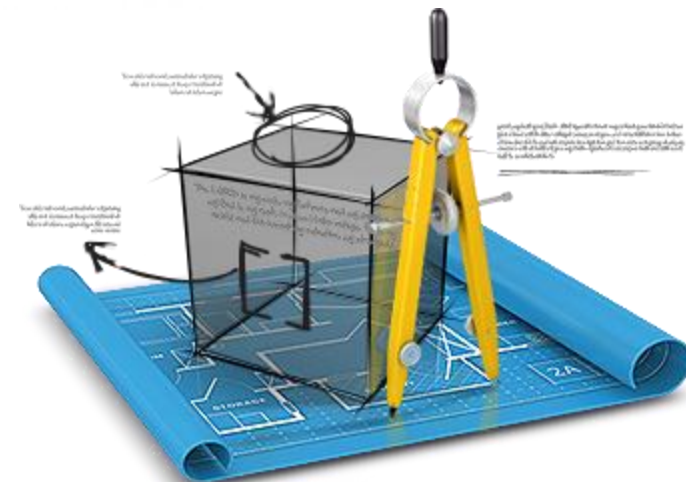


We, create Outdoor brand Identity

- ▶ Location ambience
- ▶ Stall Designing
- ▶ Product Display
- ▶ Hoardings
- ▶ Kiosks
- ▶ Wall papers
- ▶ Banners
- ▶ Merchandized products
- ▶ Customized Gift articles.



Brand
Identity



BRAND IDENTITY

Let's Portrait Success



Call us for partnering the process of
Growth and Reorganization.

Let's Shape the relationship.

Communicate:

Vocal: + 91 99 98 97 40 40

Digital: info@4dsinc.com

