



"Color your thoughts"



Branding  
Advertising  
Digital / offset print  
Web Design  
Promotional gifts



CRAYON  
ADVERTISING

## ABOUT

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

Crayon Advertising is your partner in adding life to your big ideas through specialized print & design consultancy. As leaders of our field, we are experts in Visual Management – the art of communication through the perfect combination of creativity through compelling design and print, consummate quality through state of the art equipment and affordability through smart print solutions.

## SERVICES



### BRANDING / ADVERTISING

- Graphic design
- Creative strategy
- Corporate Identity
- Conceptual design
- Illustrations
- Business collaterals



### DIGITAL / OFFSET PRINT

- Indoor - outdoor print
- Business card
- Letterhead
- Flyer
- Brochure
- Booklet
- Newsletter
- Roll-up & Pop-up
- Hordings
- Banners
- Vehicle graphics
- Oneway vision sticker
- Foam board mounting
- Lamination
- Acrylic boards



### PROMOTIONAL GIFTS

- Calendar
- Diary
- Branding on USB, Bag,  
T-shirt, Mug & Clock
- Paper bag



### WEB DESIGN

- Website
- UI / UX
- Mobile apps
- Social media
- Web animation



**“Communicating  
Brand Identities.  
Attracting  
consumers.  
Delivering  
returns”**

## BRANDING / ADVERTISING

In a drastically evolving retail and corporate world, consumers grow smarter and independent with the ever increasing array of choices competing for their attention.

A brand can truly stand out of the competition and grab its consumer's attention and market share through a distinct identity and smart communication.

We specialize in:

### **Brand Identity Creation**

We specialize in creating a unique identity for your brand through logo creation, collateral design and construct a definite language for brand communication that the consumer identifies with through an colour, font, design and copy that represents the brands values & goals.

### **Brand Analysis, Positioning and Strategy**

Like the base to a good foundation, brand analysis and study are our first steps to creating a communication strategy that positions the brand within the right target audience by gripping consumer attention through creative marketing strategy.

### **Brand Communication / Advertising**

Just like individuals we create brand personalities that communicate emotionally and intellectually to its consumers through smart graphic design, copy writing and advertising that ultimately result in a profit based return.

## DIGITAL / OFFSET PRINT

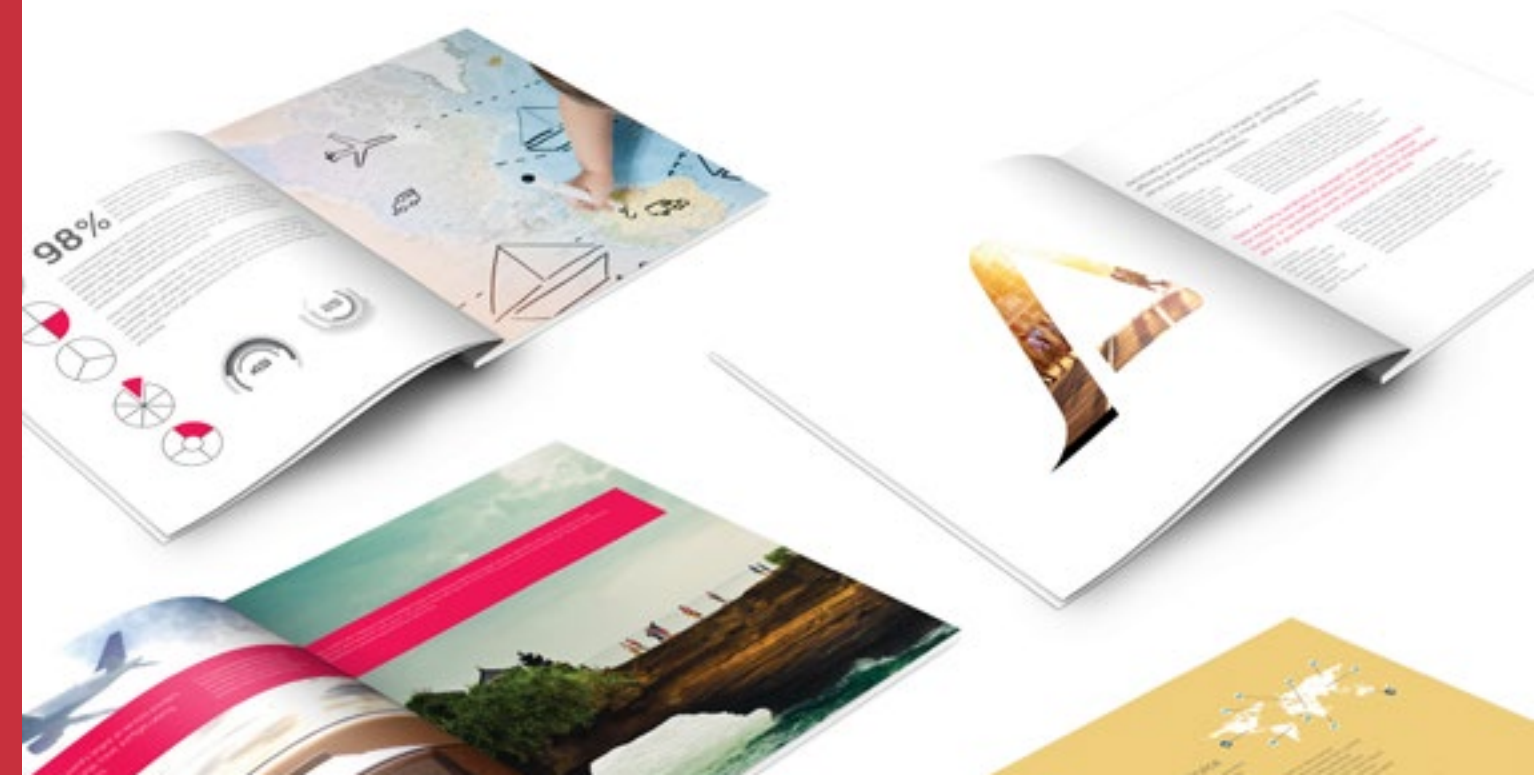
From 10 to 10000 prints, the only thing that remains constant is impeccable quality and affordability through our varied digital and offset print solutions.

Our experienced team of consultants and creative heads provide you with the best design and print solutions that will develop your ideas and projects and make your communication stand out without compromising quality or affordability with state of the art equipment.

Stand out larger than the crowd through our large format print solutions.

A prepress shop with experienced print technicians and state of the art equipment; we provide the ideal finish that converts your big ideas to big prints.

Be it design, print, mounting or laminating we provide a timely and inexpensive one stop turnaround from design to print with 18 wide format printers of up to 60inches wide.





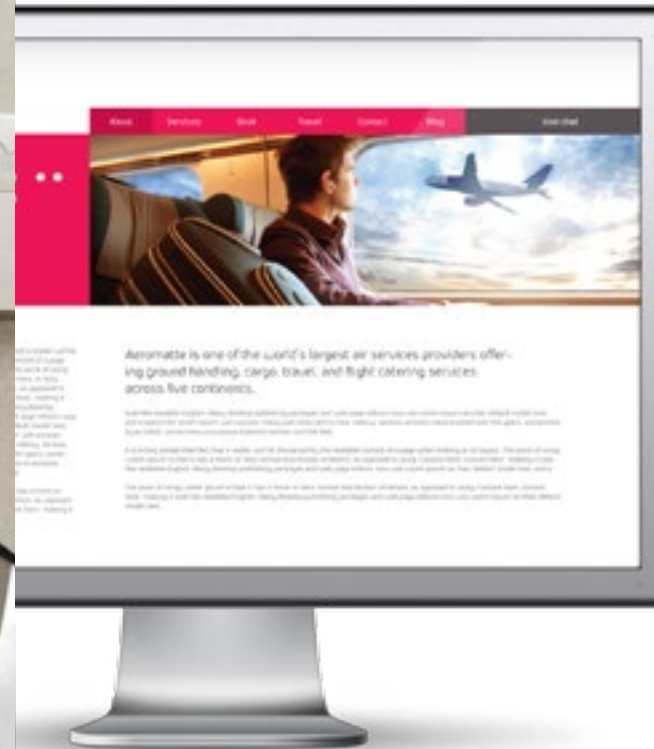
## PROMOTIONAL GIFTS

**“Where business get a personal touch.”**

Every business has a personal voice towards its valued customers. We at Crayon Advertising are here to enhance your businesses promotional marketing voice through our customized promotional products available both on and off the web.

Promotional products or specialty advertising are useful items imprinted with an advertiser's name, logo, message or offer. We have all heard of promotional products. We all know what promotional products are...or do we? Promotional merchandise, promotional items, promotional products, promotional gifts, or advertising gifts are articles of merchandise that are branded with a logo and used in marketing

and communication programs. They are given away to promote a company. So where exactly do we draw the line between a “promotional product” and a simple product with a logo on it? Or can we actually draw a clear, definitive line? At first thought, we all know what a promotional product is. Most would say a pen or a pencil (or another freebie item) that has a logo on it and in some way promotes a specific company, organization, cause, etc. But there are more to the world of promo items.



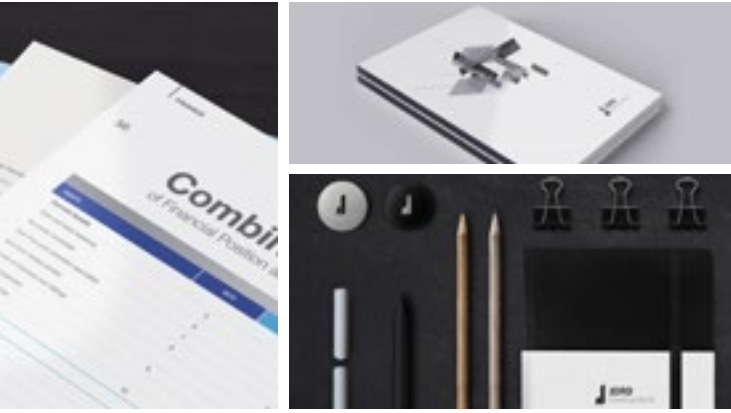
## WEB DESIGN

Your website is your digital ID and it is a powerful method to communicate your brand message, manage the brand-desired perception and communicate your business objectives. All of these and more are taken into consideration in developing a rewarding online experience for your customers and clients.

We start with understanding your business including your models and objectives as well as your audience characteristics. These insights are captured through a series of meetings alongside efficient competitor analysis with your marketing team.

Our website packages provide a convenient, affordable and timely solution for business that needs to go live without ignoring quality parameters. We work closely with our customers to create websites that enhance their company's brand equity while incorporating the necessary development procedures that match with recent standards.

**PORTFOLIO** Visit our website to view full projects



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