

Branding & Print Design

Brand Identity
Infographics
Print Design
Re-branding



Certo**soft**

TABLE OF CONTENT

Who
we are



Brand story



Visual
Identity &
Branding



Corporate
Branding



Print Design



Infographics



Re-branding



Contact Us





WHO WE ARE

Certosoft is a digital agency situated in Marol, Mumbai providing a wide range of services in Integrated Digital Marketing, Website Design & Development and Branding. Since our inception we have worked with diverse groups of clients and have received rave reviews for our complete understanding of projects and excellent customer service.

Our Design team can't wait to get started with your branding or rebranding project!

With a passionate team we aim to bring your brand to the next level, we want to understand what your company values are, what your brand story is and what the next steps should be for your organization. A visual identity is at the root of any communication strategy!

Lets us help you tell your brand story.



VISUAL IDENTITY & BRANDING

Your brand is the soul of your company.

Every visual representation of your brand - the name, the logo, the symbols the fonts - convey meaning and create an emotional link between you and your customers.

When designing your visual identity, we follow a creative process.

- We put together a thorough **creative brief**, analysing every aspect of your brand (target audience, positioning, values, mission, personality etc.)
- We drill down to pinpoint the **brand promise**, which must stand out clearly through the sum of representations.
- We build up your **visual identity** (logo, fonts, colours, photography, icons...)
- We ensure that every aspect can be used across all **communication materials** (online and in print.)
- Upon request, we can produce your '**Brand Guidelines**', a working document to be used by any third party involved in communicating on behalf of your brand.



Good branding delivers a clear and forceful message, and builds credibility. For real value: to make you stand out from the crowd.

CORPORATE BRANDING

The process involved in creating a unique name and image for a product in the consumers' mind. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

Corporate Branding includes:

- Logo Designing
- Letterhead Design
- Visiting Card
- T-shirt Design
- Package Design
- Social Media Cover Design
- Single Page Flyer

☎ Get in touch with us for a Quote.



PRINT DESIGN

The design work done for your digital communication does not have to exist only in a virtual form. It makes sense to have one agency working on your overall communication, following an integrated strategy.

We have specialist graphic designers who are able to produce artwork for an array of communication materials designed for print:

- Brochures
 - Business cards
 - Flyers
 - Magazines
 - Product Packaging
 - Billboards
 - Magazine Layout
 - Newspaper Layout
 - Posters
 - Greeting Cards, etc.....
-  **Get in touch with us for a Quote.**



INFOGRAPHICS

We produce infographics that combine the best of text, images and design to tell a captivating story. It's not just a passing trend - all the statistics are pointing to the sky.

Why are infographics such an effective marketing tool?

- Speed - People Are Short on time and inundated with info. Here the message is short and sweet.
- Effectiveness - A message that is visual is more easily understood and remembered.
- Conviction - When presented with facts and figures, people adhere more easily.
- Credibility - Producing infographics portrays you as an expert in your field.
- Traffic booster - More likely to be shared, infographics drive users to your site.

RE-BRANDING

Re-branding indicates changing the present outlook of a brand or logo by redesigning with current trends and detailed description of logo and other related stationeries like visiting card, sign boards, letter head, colour schemes, etc.

- Logo Enhancement (Logo Modification, Upgrades)
- Branding
- Stationery
- Social Media Design

Find the drawback of present logo they have and we will approach the client with new sample logos with the brand chart which will give a detailed idea of how the logo is created, measurements of sign boards, colour pattern to be used, and placing of logo in different sign boards.



CONTACT US



A project you want to us to take a look at?

A question we can help you answer?

Or if you simply would like to know more about us and how we work:

Send us your request, we will get right back to you.

Email: corporate@certosoft.com

Tel: 022 40050300, 9930747283



CERTOSOFT CONSULTANCY SOLUTIONS LLP

D-306, Twin Arcade, Military Road, Marol, Andheri (E), Mumbai- 400 059
corporate@certosoft.com | 022 40050300 | www.certosoft.com