

# Proposal 2017



I - Square  
Infomedia

Annual Proposal

Marwadi Education Foundation

Graphic Design Firm - India

## About I-Square Infomedia

I-Square Infomedia has been operating since 2013. Specialists in graphic design, logo design, brand solutions, web graphics design, web development and illustration. Built on the beliefs and values of providing excellent customer service, and retaining skilled, knowledgeable industry experienced staff. Located in Rajkot (India). I-Square Infomedia prides itself on maintaining a professional working environment and work ethic with a strong global presence.

I-Square Infomedia will work with and educate the client throughout the whole design process, as well as provide additional support services to ensure your project is done on time, on budget and effectively to ensure ongoing marketability.

With over 4 years national and International experience within the graphic design industry, I-Square Infomedia encompasses the best in graphic design skills and knowledge ranging from marketing, point of sale, advertising, web integration plus more.

## Our Team will help you with

- Working with your current branding
- Liaisoning with client marketing departments
- Provide design & consultation for new logo designs and branding
- Working through the design process with client education
- Providing professional working practical designs to cater across different media or mediums.
- Providing practical solutions for all design to suit branding.
- Provide support with any project assistance such as website maintenance.

Welcome to I-Square Infomedia

**Thank you,  
I-Square Infomedia**

## Ideas and Approach

With all our design services, we approach it from a marketing angle. Asking questions like: What sets you apart from your competition? What is your motto or mission statement?, Who is your target audience and how do you reach them? What do you want to achieve with your marketing or brand? These are all very important questions to lift your brand and image to put you out in front of your competition.

We are all about delivering the right message for your business. And we can communicate that visually so that you attract the right audience for your business.

We make your business look good and make you look good in business.

## Clients

I-Square Infomedia has provided services for a vast array of clients ranging from :

- Commercial/industrial companies
- Hospitality and Restaurant owners
- Financial
- Legal
- Architectural
- Retail businesses
- Health
- Arts/music organisations
- As well as upcoming artists and bands

We don't align ourselves to certain industries and businesses; I-Square Infomedia caters for just about any business big or small seeking quality practical designs to suit every application.

### Corporate identities

- Logos & stationeries
- Brochures
- Catalogues
- Posters
- Leaflets
- Annual Reports

### Publication

- Magazine design
- Book design
- Newsletters

### Web graphics

- Website design
- Banners
- Advertisements

### Animation

- Classical 2D animated films
- 3D/2D logo animation
- Presentations
- Motion graphics

*(Note: Additional cost as per actual depending upon the nature of the film)*

### Advertising

- Newspaper/Magazine Advts.
- Hoardings
- Package designs

## How do we do Graphic Design?

Here at I-Square Infomedia, we believe in providing the best graphic design that is not only visually appealing, but practical and functional in its outcome. We will work with the client in providing the design solution that best suits their needs.

I-Square Infomedia's unique selling point is being able to cater for all your print and web marketing. Whether it be full colour brochures, large format & back lit displays, vehicle signage, t-shirt design, web & flash graphics, web design & development. I-Square Infomedia's team has the know how to putting your next marketing project out there.

### **With our design work we focus on 6 key areas for any project**

**Purpose** – How is the project going to be used? How will the audience engage it? What is the desired outcome for end users?

**Functionality** – What mediums or applications are involved for it to work? How will it be used in every day workplaces?

**Communication** – What is your message to your audience? How do you want them to react? Is it to inform, buy, sell, promote awareness about your product and/or services.

**Connection** – What do you associate your marketing to connect with your audience? Visual Communication is a great way to connect your audience for any product or service.

**Presentation** – Does your marketing make you look the goods? Does it carry a professional sales image and integrity?

**Innovation** – Does your design and/or brand set you apart in your business? Is it new and exciting that your customers need to have one? Does your business or product set a benchmark for others?

**These areas are very important to the approach of our designs. We believe like any design – it is designed for a purpose.**

There has always been a misconception in recent years as to what graphic designers do in today's society. With the advent of faster computers and cheaper DIY software, a lot of business does refer to the cheaper option thinking that their new software will design things for them, this is not the case. We utilise the best techniques in understanding space, shape, contrast, depth, dynamics, typography, colour harmonies, colour, white space, and balance.

I-Square Infomedia also work in conjunction with print houses, promotional printers, digital, large format and screen printers, copywriters, marketing gurus, web developers, plus more.

## How do we do Logo Design?

I-Square Infomedia are the specialists when it comes to logo design; as some businesses and other designers outsource most of their logo design to cheap overseas logo design websites - our procedure is to meet with the client face to face to work out the past and present business aspects, as well as work with them along the journey of providing a strong brand and message to encapsulate into the final logo design.

Our aim in our logo design is to communicate within the logo some sort of reference, expression, or message which is associated with the business and/or product. This is what gives it its 'individual' feel or 'fingerprint'. This is very important, as with any business, that their marketing is not associated with any other design. Because if your logo or branding is confused with something else your business may be referenced to be something that is totally of the mark.

Your logo is your symbol. It is what you stand for and it captures your business in a nut shell.

A great logo should be able to last 10 years or more, with only minor adjustments over its term. Too many businesses change their logo every 2-3 yrs, which gives a very confusing message for the audience and consumers.

## How we thrust upon Branding?

Here at I-Square Infomedia we believe in strong branding for any business. This is how you set yourself apart from the competition. We will 'streamline' all branding across all designs and media to form 'your brand'. This is not always done by design agencies. They only focus on the 'visual' aspect. Make sure with any design or marketing that your brand style is carried across all mediums like - business stationery, company brochures, reports, websites, banners, signage, corporate apparel etc.

For any business a good logo and/or brand is their foundation, and like a house it requires strong foundations. As this stems all the marketing collateral, colours, design styles for years to come, which sets them apart in the business world. Coca-cola, Nike, McDonald's don't spend millions on good marketing for nothing. Your brand is your integrity.

## What is the idea behind Web Design?

This is where you can maximise your promotional campaign or project through web media, not only are you stuck with some designers only doing print design, we take your project a step further and put it online.

Most web designers can build great websites, but don't know how to design. This is where we come in.

By keeping your brand and project consistent with colours, layouts, imagery just like your printed material, but online. We can design the graphics for you, menus, buttons, icons, as well as create exciting new flash animations and online video to add that extra excitement to your page.

I-Square Infomedia also works alongside great web developing companies, that provide the best in Search Engine Optimization, Content Management Systems, Shopping cart, E-commerce, Email Marketing etc. Online businesses can be very successful if you build your site the right way.

Ask us how we can:

- Turn your website into a sales machine
- Rank highly in Google
- Drive more traffic to your site
- Increase your online visibility
- Educate yourself & staff about website success
- update your site quickly & easily yourself
- Convert site visitors into prospects & clients
- Receive ongoing support and advice

Want to improve your site visually? Have you tried incorporating some flash animation or video?

## What we do with Photography?

Photography can be an integral part of design, and here at I-Square Infomedia we include this as part of our service. Where we can shoot products within our studio, as well as provide on-site photography.

Like our design work, we like to reflect and capture the best form of character within our photo shoots, whether it's for print design, product photography, or even web concept work and profile shots. This is just another part of how to keep all the design working in conjunction with each other from concept to design, to photography, web page, multi-media and final production.

We work with lighting, angles, depth, colours etc. to provide some interesting imagery and design work. I-Square Infomedia also work with other photographers who specialise in model photography.

## Our team expertise in Art Direction?

Looking for that certain angle? Seeking something unique and different to other design or imagery?

I-Square Infomedia will bring your designs to life, and always look for ways that more than meet the eye. I-Square Infomedia can provide art direction on your next project or photo shoot.

## We strongly work with you in Marketing

Does your new product need to 'stand out' from your competitors? Do you want to attract more customers? Do you wish to expand your business profile?

I-Square Infomedia can help you with marketing ideas through to large campaigns. Do you have a particular product you need to launch and need to get it out there? Well, we have the right tools to get your product out into the vast world of print, web and multimedia.

Imagine the possibilities of having your product not just printed on simple handouts but extended to:

- Large format displays/advertisements
- T-shirt and clothing apparel
- Promotion vehicles like cups, key rings, pens etc.
- Websites and online marketing
- Point of sale & exhibition displays
- Television & film

### **Ask yourself this:**

Does your business or product give a good impression of what it is about in the first 3-5 seconds of viewing?

Do you want your customers to recognise your business instantly?

Does your company want to stand out from the pack and have great impact?

What message does it say to your customers and competitors?

Does it come across as professional and concise as you hoped it would?

How can you improve this to make sure that your customers receive the best message?

How do you go about reaching your audience?

Remember the saying.. 'a picture tells a thousand words'... we can design and develop your brand so that it will portray and reflect the best corporate image or product branding visually with the impression you want, so that your customers know who you are, what it is, and what you do, all by looking at your excellent design produced by us.

Take a look at McDonalds, Nike or Coca-Cola, their branding is so instantaneous that even a 3 yr old knows what McDonald's is. With excellent design and branding we can enhance your business or product profile so it really 'sells' and expresses itself in the best possible way.

Investing in good corporate imagery and branding is an investment in your business. It will lift your profile and reach your audience more easily and effectively by displaying your key features in a simple design, which leaves them with the best impression and you with an impressive image.

## How we would align with Marwadi Education Foundation

### Scope of the Project :

We at "I-Square infomedia", have been with MEF for several projects. We look forward to be the single point design firm which would cater to the complete communication design solutions for MEF. Our mutually worked out projects has been successful in itself.

### Method of working :

We would follow the same format for all the work :

**Phase I :** When we take up any work, we would be meeting the MSFL Team to understand all the details. Once we are clear with the details , we would let the team know about the work and the time frame required.

**Phase II :** In this phase we would be having the presentation of the concepts. Once the concepts are discussed and approved by the MEF team, we would move ahead with the final concept. The working on the final concept begins.

**Phase III :** In the last phase, we would present the final concept. Once the concept is finalised, we would give the respective files to the MEF team.

### Time plan :

The complete project would be completed in discussed days. It is vital to complete the project in the given time span as we at "I-Square Infomedia", would require all inputs from your end for timely completion.

Our team would work in the time frame according to the necessity of the project however we would appreciate if we get stipulated time for successful deliverables.

### Budget Plan :

We understand the value of work hence, we shall be charging on work basis which can be mutually agreed upon based on the requirements.

*\*The budget doesn't include any printing or photography charges, If we use and image from the web, the client has to pay for the same.*

*\*A signed and sealed copy of the same has to be returned with the company address. This is an official document. Any legality is subjected to Rajkot jurisdiction.*

*\*As Design is an intangible asset, we deliver the completed CD format only after the completion of the project.*

# Recent Work

<http://www.isquareinfomedia.com/portfolio>

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