

Branding

Services



**KHESHT
DESIGN HOUSE**
Creative Communication



#1

it's all about Branding & Services #1

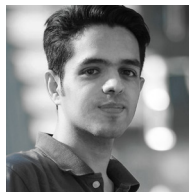


lets get in!



**KHESHT
DESIGN HOUSE**
Creative Communication

**AMIN
EBRAHIMI**
Art Director



Our core focus is to create powerful visual creative communications within our clients' ventures. we deliver strong visual messages via graphic design including visual identity, interactive design, Advertising, print design and signage. Believing that design cannot happen without passion, intelligence and engagement, our job is to create these processes with our clients.

About us



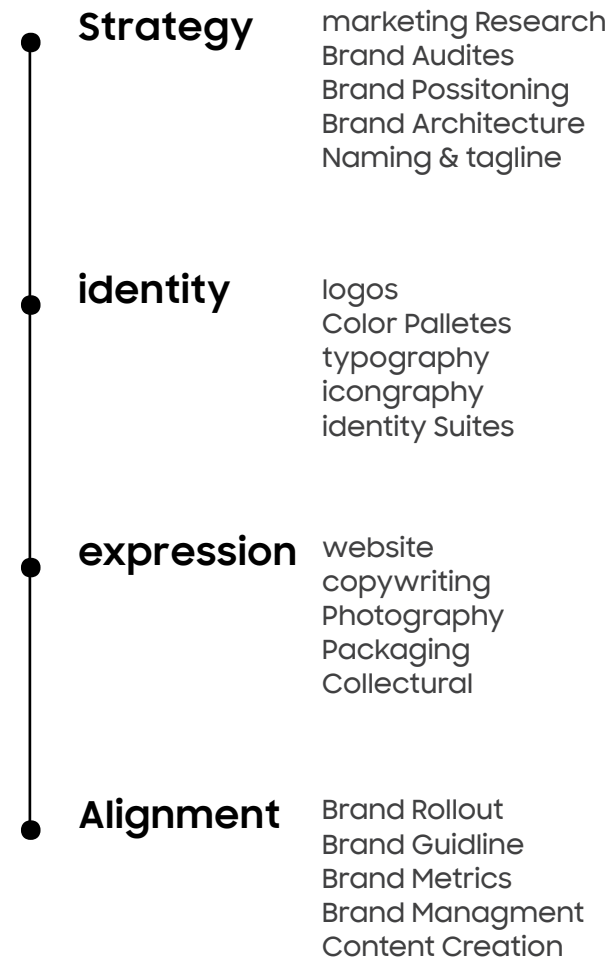
WWE

Services



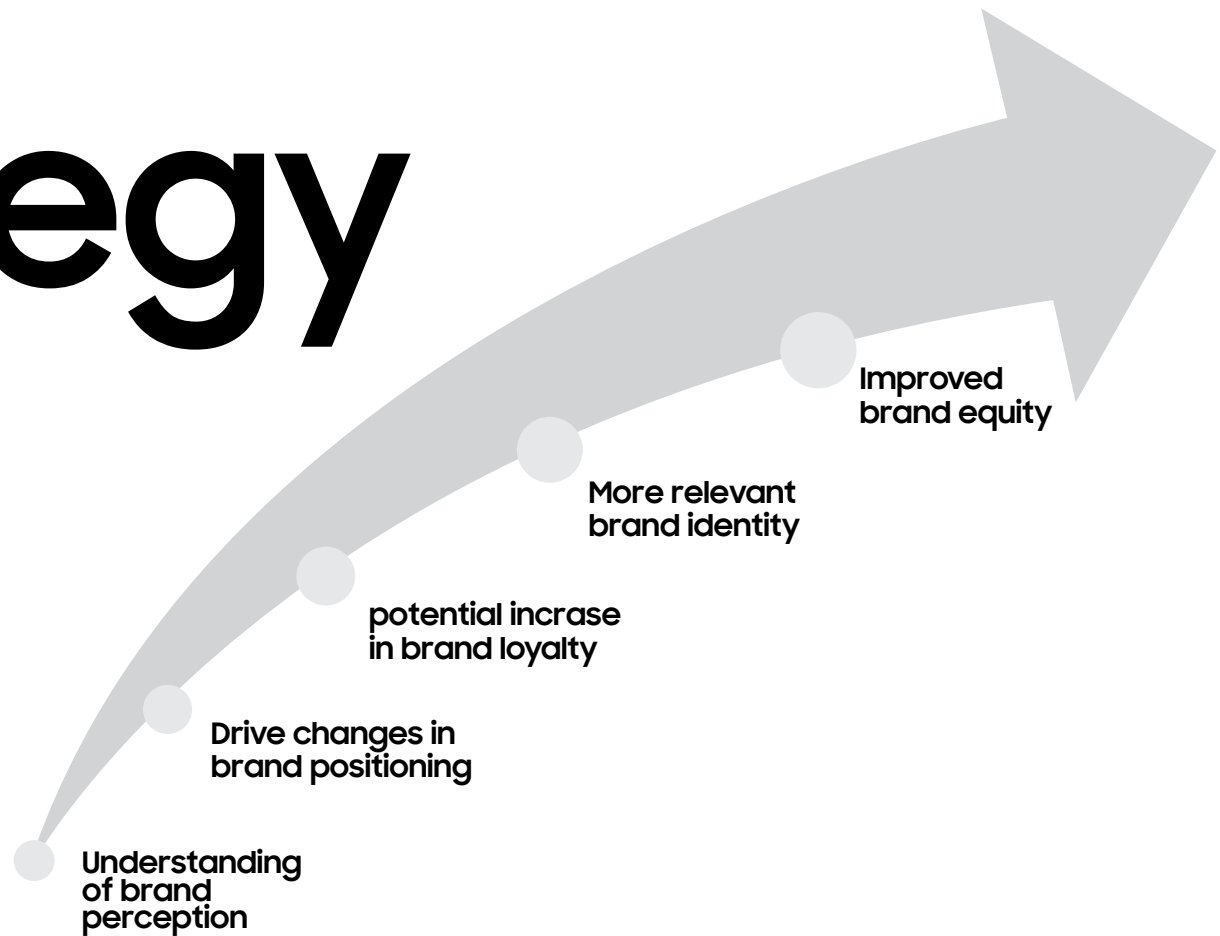
#2

& this Proposal is made by Khesht group



#3

Strategy



marketing Research

Brands are not defined just by their products or services. A brand is made up of much more; it has its own personality (contributed to by its employees), its own mission statement, its own goals, its own ethos, even its own humour (see Innocent drinks for an example). However, a brand's perception is not owned by the brand itself, rather it is owned by the customer, based on how they see and feel it.

A clever brand will spend time understanding how its communications and messaging alter brand perception, and much of this is done via communication with its customers.



Brand Audites

A brand audit is a thorough examination of a brand's current position in the market compared to its competitors and a review of its effectiveness. It helps you determine the strength of your brand together with its weaknesses or inconsistencies and opportunities for improvement and new developments.



Brand Positioning

Brand positioning has been defined by Khesht as “the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market”. In other words, brand positioning describes how a brand is different from its competitors and where, or how, it sits in customers’ minds.

A brand positioning strategy therefore involves creating brand associations in customers’ minds to make them perceive the brand in a specific way.



Brand Architecture

The short version is that a brand's architecture is a way of organizing the different subsections of a larger brand. Brand architecture shows us how the sub-brands of a larger whole are organized, and how they all relate to each other. It can help a marketer see how to keep parts of a brand separate when needed, and also how to allow them to work together to boost one another in the marketplace.



Naming & tagline

A memorable name can set you apart from your competitors. Conversely, with a predictable, commonplace name, you'll undoubtedly get overlooked. The naming of an organization is an important first step towards planting your flag and staking your claim – with confidence.

A successful name is one that your organization embraces, adopts and shouts proudly. More importantly, a great name is one that your customers speak fluently and with admiration. Splendor has a long history of helping companies find that perfect moniker that fits their mission, tone and vibe.



#4

identity



logo

A logo is a graphic mark, emblem, symbol or stylized name used to identify a company, organization, product, or brand. It may take the form of an abstract or figurative design, or it may present as a stylized version of the company's name if it has sufficient brand recognition.

Logos have become an integral part of a company's brand identities. A widely and instantly recognized logo is a valuable intangible asset for a corporation and is thus trademarked for intellectual property protection, in the majority of situations.



Color Pallette

Color and color palette are the most important components of a brand's visual identity. Where you tend to arouse the audience's feelings away from any exaggeration, color is the most powerful tool for building a strong and lasting relationship.

Sometimes a single color has the ability to present a different and powerful emotional presentation, and sometimes it requires the combination of the second and third colors to stand out in your market competition. Therefore, recognizing the feelings of your customers and stimulating them requires knowledge that will lead you in the direction of your goals.



typography

Typography, design or re-selection, you can keep the words and sentences that you can in printed form on the page, in the form of authorized blocks, do the typography that does this, you can use different options Use paper, ink selection, printing method, service design and layout.



icon -ography

Icons are a great way to highlight key messages and content on your visual identity .A main goal of using icons should be to help the visitor absorb and process information more effectively. Icons can enrich even sparse content by giving it greater substance, enabling effective communication without being verbose. Icons should highlight the content on a page, not overshadow or replace it.



identity Suites

In visual requirements, letters, business cards, and correspondence design are effectively embellished and shaped according to the services, products, and individuals they represent. Prominent brands transfer their organizational identity to customers in this way.

The second part includes in-depth case studies that lead to brand development through the creative use of visual requirements. From Wanderlust, to S.J.C. The creator of the unique interior art objects in Sweden, visual requirements show how to control the fleeting concepts around a brand and use it as an organization's value.



#5

expression



website

Websites come in a nearly endless variety, including educational sites, news sites, forums, social media sites, e-commerce sites, and so on. The pages within a website are usually a mix of text and other media. That said, there are no rules dictating the form of a website. A person could create a website of nothing but black and white photos of roses, or the word "cat" linked to another Web page with the word "mouse." However, many sites follow a standard pattern of a homepage that links off to other categories and content within the website.



copy -writing

Copywriting is the process of writing advertising promotional materials. Copywriters are responsible for the text on brochures, billboards, websites, emails, advertisements, catalogs, and more.

Unlike news or editorial writing, copywriting is all about getting the reader to take action. That action might be to purchase, opt-in, or engage with a product, service, or company.

That's why a copywriter is often referred to as "a salesman in print."



Photo -graphy

Brand photography is a suite of professional images that represent your business visually, and fit with your visual identity through their use of colours, tone, props, sets and more. These can include photos of you, your team, your products, your process, your space and other things that make your business unique.



Packaging

The Packaging refers to all those activities related to designing, evaluating and producing the container for a product. Simply, the box-like container, wherein the product is stored to protect it from any physical damage and at the same time attracting the customer through its appeal is called as packaging.



Collectural

Branded collateral works within both definitions. You are aiming to highlight your brand across a number of channels or locations in parallel with your advertising, and to fill the gaps left by your advertising to mitigate the risks of having all your eggs in one basket.

Simply put, branded collateral is not just advertising; it's the cumulative touchpoints that your audience have with your brand everywhere else. For example, it works as an advertisement in the form of a trade show banner, but this would also help customers to pinpoint your location in a vast trade show hall, being a brand they recognize and are therefore drawn to.



#6

Alignment



Brand Rollout

Rollout is an informal business term for the introduction and integration of a new product or service to the market. A rollout often refers to a significant product release, which is frequently accompanied by a strong marketing campaign, to generate consumer interest. There can also be rollouts of new changes within a company across the board to operationalize a new procedural or structural change.



Brand Guideline

A company's brand provides its individual identity, differentiating it in the marketplace and conveying qualities and values in consumers' minds.

Brand guidelines are a suite of documents which set out how to use the design elements of a company's brand.

The brand guidelines should be developed to complement the company's house style which sets out the language to describe the company and what it does. Some elements of a company's communication (such as standard letter templates and email footers) include both graphic design and wording.



Brand Metrics

Brand metrics are standard ways to measure the value of brands and evaluate the performance of marketing strategies in area such as brand identity, brand positioning, brand experience, product development, promotion and customer experience.



Brand Managment

Brand management is a marketing technique which focuses on improving the reputation of a brand or product. The brand is what customers think of when they see or hear the brand name. Many multinational companies' brands are worth billions of dollars.

Essentially, a brand is the image and personality of a product or service that a firm provides. Good brand management can improve brand loyalty, which subsequently keeps customers coming back. This, in turn, can be beneficial for a company. Put simply; a good brand allows a company to raise prices and increase profits



Content Creation

Content is the King of the Marketing World, and we rely on your expertise and expertise to analyze the behavior and interests of your target audience, your target users, and digital space users. And ... we put it in front of your audience.



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Thanks and the best Regard

