



[WWW.BRANDIMPACT.COM.PK](http://WWW.BRANDIMPACT.COM.PK)

**BRAND!IMPACT<sup>®</sup>**

C O M P A N Y   P R O F I L E



## WHO WE ARE

**BRAND IMPACT** is a brand development company providing vast services to make your brand memorable, trusted and a name on which people can rely. We have strategic, creative and technical expertise to offer an end-to-end Designing, Branding, Digital & Offset Printing and Indoor & Outdoor Sign solutions. Moreover we are offering a wide range of professional Laser Cutting, Laser Engraving, Vinyl Cutting, Acrylic and SS Letters, Promotional Products/Gifts based on your project requirements and budget limits.

We provide creative solutions to marketing needs and understand your business needs providing solutions with our wide range of design & advertising services. We'll do all the hard work to make your brand successful as we believe, that your success is our success.

## OVERVIEW

**BRAND IMPACT** is a young and vibrant company with a lot of experience in Design and Signage services and product offerings. We will provide guidance through our experience in Signage and Designing Industry. Our aim is to focus on your needs and we offer each client a dedicated client service to help you throughout the development and building of your brand. We create the brand identity you require and build your brand awareness through the countless services we offer. Put your brand in our hands and we will show you the way forward. We're a friendly bunch, down-to-earth and honest. We pride ourselves on long lasting client relationships. We are a small studio but we certainly don't think small. Brand Impact offers you services helping you to establish your market presence.

**BRAND IMPACT** offers you services helping you to establish your market presence. We understand the importance of making a good impression and the value creativity can add in transforming your company's corporate image into a powerful punch. Whether you are creating a new brand or promoting an existing one, your customers first impression is what counts. A brand that is memorable will become relied upon and trusted, a brand that people return to time after time has to have an impact.



# OUR MISSION ▶

We seek to become a trusted partner of all our clients. We attempt to inspire them with our capabilities, providing an advanced environment that boosts their business performance. We will continue to offer cutting-edge solutions and the highest quality of business processes within the fastest turnaround times with utmost determination. With our persistence and unwavering focus, we continue to work dedicatedly to understand the needs of our customers with mutual respect and care, and act with utmost integrity in everything we undertake. Our goal is to provide you with the creative insight and commercial awareness you need to transform your business.

# OUR VISION ▶

We offer creative solutions to marketing needs and understand your business needs across a wide range of design & advertising solutions. We offer our clients the most effective angles to approach their marketing needs and effectively build their brand. We offer a truly octagonal marketing experience, from client service to the final product. One of our priorities is to achieve excellence in customer satisfaction and superior business results. It is our firm belief that, our employees and suppliers hold critical roles in our quality mission. Therefore, we will retain and attract the best employees and choose suppliers with equal rigor in quality.

# OUR SERVICES

**01**

GRAPHIC DESIGN

**02**

WEBSITE DESIGN  
& DEVELOPMENT

**03**

SMM & SEO

**04**

INDOOR &  
OUTDOOR SIGNS

**05**

PRINTING

**06**

PROMOTIONAL  
PRODUCTS/GIVE AWAY

**07**

VIDEO & PHOTOGRAPHY

**08**

CORPORATE  
EVENT MANAGEMENT





# 01 GRAPHIC DESIGN

“There are three responses to a piece of DESIGN, YES, NO and WOW! **WOW** is the one we AIM for.”

- ◆ BRANDING
- ◆ CORPORATE IDENTITY
- ◆ PACKAGING DESIGNS
- ◆ SMM DESIGNS
- ◆ MARKETING COLLATERAL
- ◆ ADVERTISEMENT DESIGNS
- ◆ EXHIBITION STALL DESIGNS
- ◆ INTERIOR DESIGNS

## ► GRAPHIC DESIGN

**BRAND IMPACT** is the name you need to remember if you need any graphic design services in Pakistan. Graphic design can help you develop your business and give your brand an image that people can admire. It has a huge significance in today's world of product marketing. If you are starting a new business or simply looking to refresh your business and developing your presence in the market, you can take the advantage of our creative design solutions. We believe that in creative design there are no set ideas only bespoke solutions as all clients are unique and have specific needs. From logos and letterheads to magazines and packaging, Brand Impact can design just about anything you require in the field of desktop publishing. We design, create and supply the finished artwork to you in the required format, ready to print. Just like all other countries, visual design has become an integral part of marketing and branding process in Pakistan. Social media and online presence have become a marketing need.



## ► HOW WE CAN **HELP** YOU WITH YOUR **DESIGN** NEEDS

If you're a start up, looking for a graphic design firm to help you with the visual design of your company or are an existing company that wants to give a new look to one of its products or services, Brand Impact can take care of all your visual needs in one place. At Brand Impact, you can get a new logo, stationary, design for your flyer/brochure or newsletter or other marketing collaterals. Brand Impact offers a vast range of graphic design services for offline and online marketing needs. Do check our range of services which can help your business reach your audience.





WE DESIGN!



LOGO



STATIONERY



PACKAGING



ANNUAL REPORT



BROCHURE



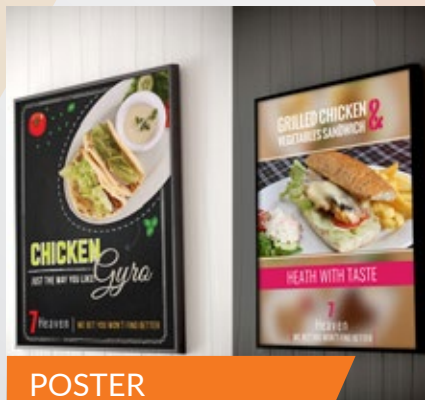
BRANDING



MAGAZINE



CATALOG



POSTER



BANNER



EXHIBITION STALL



CALENDAR

AND MORE...











# 02

# WEBSITE DESIGN & DEVELOPMENT

We Design & Develop WEBSITES that not only looks great but fits your Corporate Identity as well.

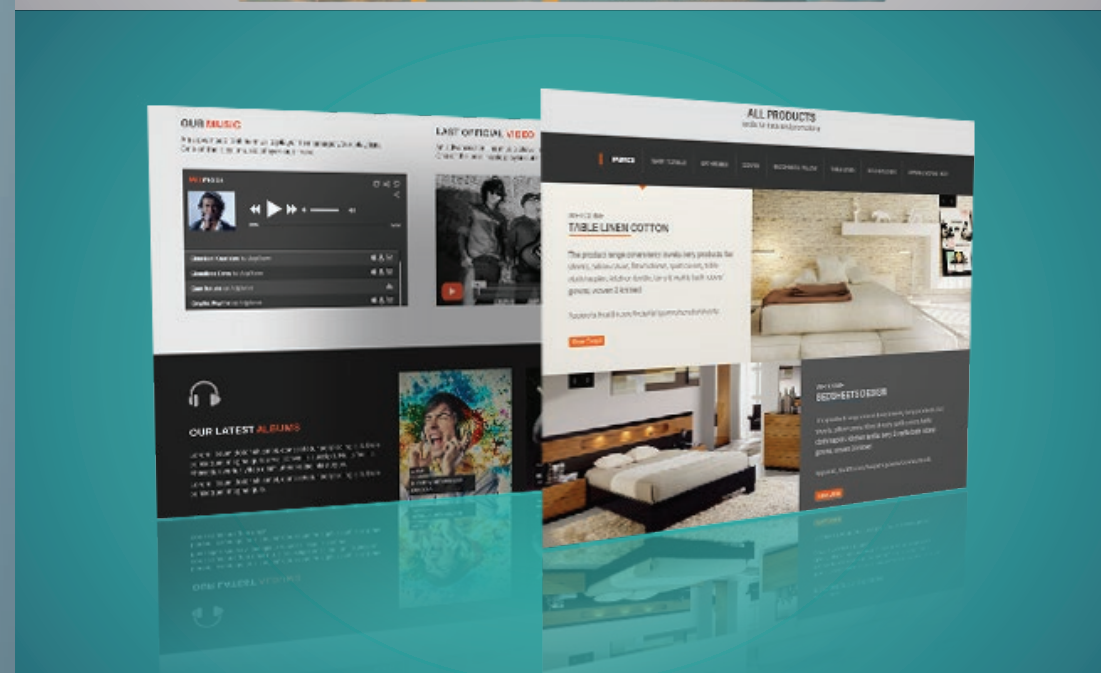
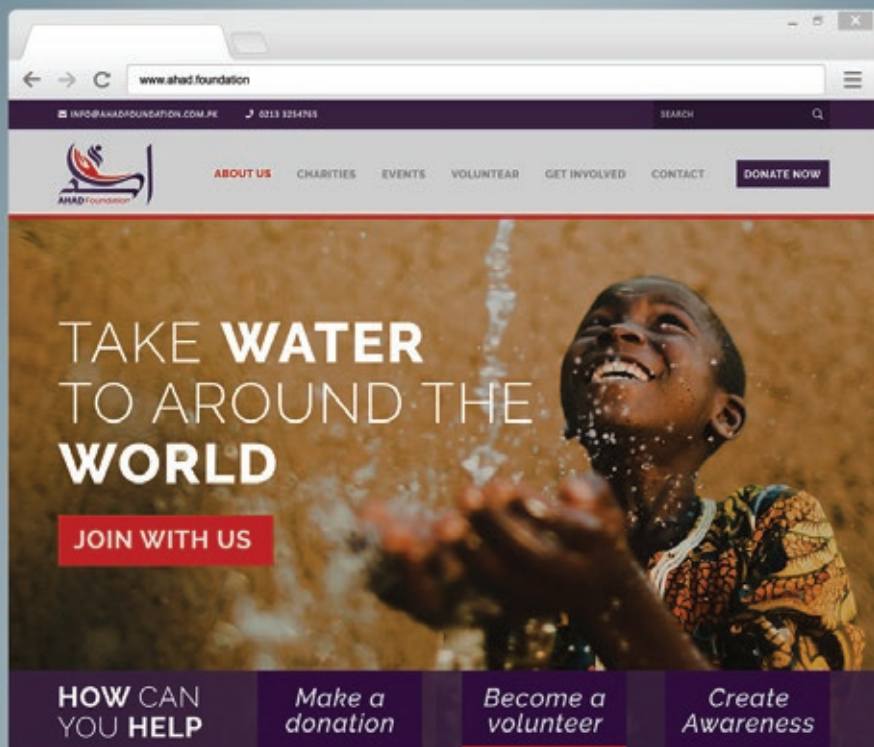
- ◆ BUSINESS WEBSITE
- ◆ E-COMMERCE WEBSITE
- ◆ EDUCATIONAL WEBSITE
- ◆ PERSONAL WEBSITE
- ◆ WORD PRESS
- ◆ HTML & CSS
- ◆ PHP, JQUERY, API, UX
- ◆ RESPONSIVE DESIGN ALONG WITH VERSION CONTROL/GIT

# ► RESPONSIVE WEBSITE DESIGN & DEVELOPMENT

**BRAND IMPACT** offer complete package of your online presence, website designing and web development solutions including e - business applications with our experienced and skilled expertise. We deliver the best quality solutions by employing latest technologies. Whether you are a small business or a large corporate, Brand Impact can help you to achieve an online presence to give cutting edge to your business. We offer web design services, e-commerce web applications and also provide a variety of web services such as website search engine optimization (**SEO**) services, website programming and website redesign. We are ready to go extra mile to be always at hand when support, maintenance or our creative activity to perform design or redesign if, required. We offer a complete package, from visualization, design and layout of your website through to development and hosting and just about everything in between. Our aim is to develop a website that only looks great but is functional and fits your Corporate Identity.









# 03

# SEO & SMM

We Optimize your Website and Improve your Rankings in Google. So you can be seen by Customers when they're Searching for your Offerings.

- ◆ WEBSITE ANALYSIS
- ◆ ON-PAGE & OFF-PAGE OPTIMIZATION
- ◆ BACKLINKS
- ◆ GENUINE CONTENT
- ◆ KEYWORDS
- ◆ KEYWORDS RESEARCH
- ◆ TRAFFIC & RANKING
- ◆ INDEXING TO SEARCH ENGINES



# BTK FIRE STATION

## 04

## INDOOR & OUTDOOR SIGNS

We offer Signage Services in Pakistan which fulfills all specific and exact needs of your business. We'll help you select the right ingredients for your required signage and put them together in just the right proportions.

- ◆ 3D/2D BACKLIT SIGNS
- ◆ MONUMENT SIGNS
- ◆ RECEPTION SIGNS
- ◆ DIRECTION SIGNS
- ◆ SAFETY SIGNS
- ◆ TRAFFIC SIGNS
- ◆ INDOOR & OUTDOOR BRANDING
- ◆ OFFICE/LOBBY/DEPARTMENT SIGNS



**BRAND IMPACT** is pleased to offer Signage Services for number of applications. We are specialized in many more inventive products but could develop standard signs for Offices, Factories, Restaurants, Vehicles, Schools and more. We manufacture Signs, Letters and Logos according to your design and specifications. Brand Impact offers Sign and Vinyl cutting service all over Pakistan. You can use our sign service for small, medium and large businesses as we provide Vinyl, Acrylic, Fibre, Wood, SS & MS Signs to customers with different needs. You can use our friendly service to get your specified Signs, Logos, Letters designed and converted into 2D/3D Signs as per your requirements and specifications. A variety of materials can be combined for all your sign needs. Whether you are a sign professional or a do-it-yourself, you will find that you can build your signs easily and hassle-free with our friendly services. If you install the signs yourself, we can help you save time and money. Optional installation template can be included and shipped with your order showing exact spacing as in the file. Signs and Logos, that usually take hours to install, can be done in minutes. We also offer custom fabrication and installation guides to help you with your sign project.





## WHY YOU NEED SIGNS IN YOUR OFFICE/FACTORY

**BRAND IMPACT** believes that customers first impression is very important for any brand that's why 2D/3D signs can create a great impact on your customers with eye catching 2D/3D Logos for exterior and interior. There are several reasons you should consider getting signs in your office or factory. First of all, you should consider getting fire safety signs in your office or factory because they are the most important. Fire safety should be taken seriously as it can be catastrophic when it comes to the loss of human lives. You should also get signs to indicate the factory environment and the necessary steps that people should take when in the factory. For example, most factory environments require certain safety and precautionary measures to be taken while some areas are off limit. Signs can help you with indicating all such necessary instructions and guidelines. Signs are important in offices and factories because it's not possible to monitor or survey the entire campus all the time. Thus, signs can help provide people with necessary guidelines and instructions.



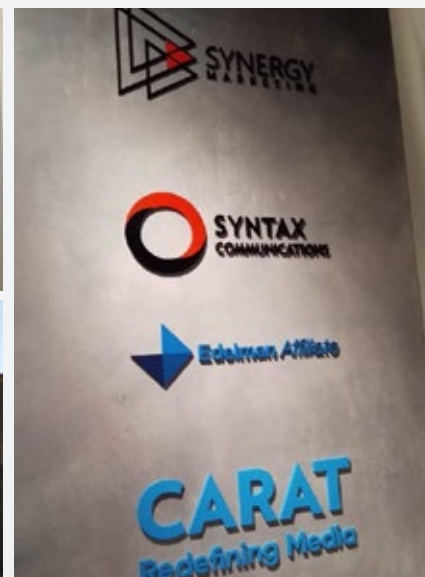
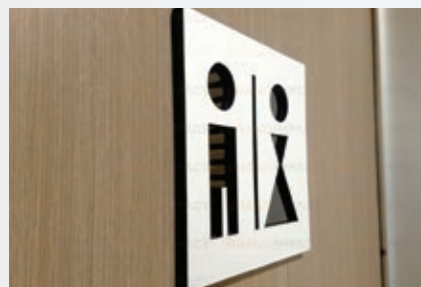






## ► TYPES OF SIGN

- 3D SIGNS
- CUSTOM LETTERS
- OFFICE SIGNS
- FACTORY SIGNS
- BANK SIGNS
- LOBBY SIGNS
- TRAFFIC SIGNS
- RETAIL STORE SIGNS
- ARCHITECTURAL SIGNS
- BANNERS
- HEALTH & SAFETY SIGNS
- FIRE SAFETY SIGNS
- WARNING SIGNS
- DIRECTIONAL SIGNS
- CONSTRUCTION SIGNS







# 05

# DIGITAL & OFFSET PRINTING

From DESIGN to PRINT under one roof as we offer state of the Art, Digital & Offset Printing services for your print jobs. No matter how large or small the order may be, we have one stop printing solution for you, along with high-quality digital printing and offset printing.

- ◆ CATALOGS
- ◆ PACKAGING
- ◆ BROCHURES
- ◆ STATIONERIES
- ◆ ANNUAL REPORTS
- ◆ BAGS
- ◆ MAGAZINES
- ◆ CALENDARS
- ◆ POSTERS & BANNERS
- ◆ NOTEBOOKS/DIARIES
- ◆ STANDEES
- ◆ SCREEN & UV PRINT
- ◆ VEHICLE BRANDING
- ◆ PANAFLEX FLEX PRINT
- ◆ VINYL PRINT and more...





## COMPUTERIZED LASER ENGRAVING

**BRAND IMPACT** offers impeccable Computerized Laser Engraving Services. We engrave, etch or mark on many products including Acrylic, Aluminium, Corian, Glass, Steel, Stone, Marble, Granite, Wood and many more. We provide fast and simple methods to permanently mark various metals using laser power to make high contrast, high resolutions mark. We can mark or etch stainless steel, carbide, chrome, brass, copper & pewter along with several other metals. Coated as well as painted metals have always been quickly engraved with our laser systems, provided there is a contrast in colour between the outer and underneath colours. Anodized aluminium products have always been a popular material with regard to laser engraving because the laser bleaches the colour, creating an attractive contrasted mark, without interfering with the anodization process.

## COMPUTERIZED LASER CUTTING

**BRAND IMPACT** Laser Cutting is the technology that is commonly used on materials of various types using a powerful laser beam. We offer you the best Laser Cutting Service and not just that, we can cut sheets of size up to 12mm thickness of materials such as Acrylic, although at the moment the Laser Cutting service offered by Brand Impact is limited to non-metallic materials. If you're wondering which materials can you get cut using our Laser Cutting service, here are some common materials that we can cut using our Laser cutting machine: Acrylic and Plexiglass can definitely be cut as well as balsa wood, beech wood, and veneer wood. You can also avail this service to get Leather, Fabric, Paper and Cardboard cut. Architectural Scale Models, Lobby Signs and Logos, Monument Signs, Exhibits, Trade Show Displays, Corporate Promotions, and Product Displays are the common applications of Laser Cutting. Laser Cutting provides certain advantages that will convince you to use this service. It's a precise process and requires less energy as compared to other cutting processes, especially if the material to be cut is hard and thick.





06

# GIVEAWAY & PROMOTIONAL ITEMS

- ◆ PEN
- ◆ SHIELDS
- ◆ KEYCHAINS
- ◆ DESKTOP ITEMS
- ◆ T & DRESS SHIRTS
- ◆ WALLETS
- ◆ CALENDARS
- ◆ GOODIE BAGS
- ◆ TEA COASTERS
- ◆ DIARES/NOTEBOOKS
- ◆ MUGS
- ◆ CLOCKS
- ◆ USB & POWERBANKS
- ◆ CUSTOMIZED GIFT SETS
- ◆ MUGS and lot more...





## ► CORPORATE BRANDING, GIVE AWAY & PROMOTIONAL ITEMS/GIFTS

**BRAND IMPACT** offers you a chance to give your product a boost with our unique and personalized promotional products that will help your product reach a broader audience. You can also take advantage of our give-aways and promotional item services for other purposes such as awarding your loyal customers and clients with different promotional items. This is a special service because you can have us print and engrave your logo or customize on a wide range of products. Promotional gifts have become far more than just a growing trend in event marketing or just for brand awareness. Companies are discovering that the benefits are widespread, allowing you to get your brand's name out there in the most appropriate and unique ways. Corporate products are a greatly effective way to reward, thank or inspire employees, customers or potential customers, while still educating and informing people about your brand. These are some common give-aways and promotional items that you can use to boost your business and reward your clients and customers or employees.













# 07

## VIDEOS & PHOTOGRAPHY

The goal of the film is to communicate already what your brand is all about. One of the biggest search engines these days is YouTube which can help your brand reach out to millions without any sort of costs. A film or video can help your brand promotion in certain ways firstly through multiple search engines.

- ◆ DVC
- ◆ TVC
- ◆ PSM
- ◆ FILM/TV/WEB VIDEO
- ◆ INFOMERCIALS
- ◆ COOPERATE FILMS
- ◆ CONCEPT DEVELOPMENT
- ◆ COMMERCIALS FOR CINEMA
- ◆ CONTENT WRITING
- ◆ STILL PHOTOGRAPHY
- ◆ PRODUCT PHOTOGRAPHY
- ◆ CORPERATE EVENT PHOTOGRAPHY



08

# CORPORATE EVENT MANAGEMENT & PHOTOGRAPHY

◆ EVENT MANAGEMENT

◆ STALL DESIGN

◆ STALL FABRICATION

◆ EVENT DESIGN

◆ VIDEOGRAPHY

◆ EVENT PHOTOGRAPHY





## OUR PRECIOUS CLIENTS





