

there is never a second chance to make a first impression!



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Shami frozen products

IN-Design was assigned to design the Shami frozen products and to make it look really appealing to consumers. We started with logo enhancement all the way to a new packaging design with modern stylish food photography for all their products.



We are not just a design Agency. We understand the essence of the first impression being the last only too well and that is why we are a tailor made corporate branding solution provider, who understand the pre and post requisites of corporate branding and its practical application for the various industries.

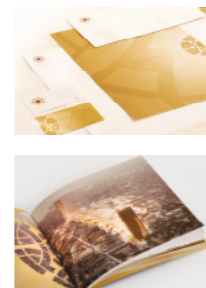
The rivalry in the business community is growing, and if you want to stand a chance... "benchmark your brand"



RAYSAN ARABIA

Challenge In the urban regeneration and real estate development, they wanted to be the leaders, by providing an innovative and unique solutions starting from the Saudi market all the way to the Arab world. IN-Design's challenge was to create a brand that represents the company's vision, mission and objectives. We came up with the brand positioning "Innovative Leadership".

Solution The name we created, RAYSAN, is a name that is easy to pronounce and remember, it has the meaning of leadership as well. The corporate identity was created accordingly with the brand image and visual identity that represents RAYSAN as the source of life and regeneration.



Velor

Challenge IN-Design's challenge was to build a brand that would stand apart from the clutter of the milk powder brands, so many of which are similar; and the brand needed to remain in customer's minds long after their experience of using it for cooking. We have created the two icons of "Your secret to creative cooking" & "the 5 signs" well suited to the brand and its positioning.

Solution The name we chose, VELOR, is a simple five letters name that is easy to pronounce and remember. The brand logotype English/Arabic similarly was created from scratch not a font base, with a touch of three splashes that makes it unique as well. The Packaging design is a mix of blue-and-white based colors, that really reflects the category and gives a great appealing look to the food visual on the pack.

6oumou7

Challenge Aljazira bank wanted to launch a new credit card program (6oumou7) targeting youth, IN-Design was assigned to design the credit card and all program branding material, our challenge was how to design a credit card that appeals to the target market, and make them feel that this program belongs to them by just looking at the card.

Solution The name chosen, 6oumou7, is a simple name that is easy to pronounce and remember. The brand logotype was created using the Internet chatting language, and the card design was very simple, yet attractive with its different color splashes on the white background. The branding looks simple, modern and attractive.



Al-Aamal

Al-Aamal professional training institute provides a wide range of training services in Banking, Finance, HR, Management, insurance and so on. IN-Design was assigned to develop a unique corporate identity that goes with the companies vision.



Valli

New company in KSA that covers a wide range of unique home accessories and gives its customers the variety to choose the best for their homes. IN-Design was assigned to develop a corporate identity that gives the international look and feel to the brand and reflect its quality.



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