

*"Simplicity is the ultimate sophistication."*

*~Leonardo da Vinci*



Communication  
*Crafts*

***Say Hi!***  
***to a new breed  
of communicators!***



35+ creative brains

DESIGN  
FREAKS

Supporting clients in  
4 time zones

The team-next-door

700+ projects wrapped up

Who  
we are...

Loved  
by clients

Executors of *ideas*

120+ happy clients, globally

Tech nerds

40+ techies

**Yes!**  
***That's what we are***

*and if you have a message  
to be given out*

***loud and clear,***  
*you are holding the right profile in your hands!*



*We provide cost effective solutions  
that are a blend of*

***INNOVATION***

**+**

***TECHNOLOGY***



## ***Our Design Services***

- › ***Brand Architecture***
- › ***Identity Design***
- › ***Logo & Stationery***
- › ***Ad Campaigns***
- › ***Custom Illustrations***
- › ***Collaterals***
- › ***Event Creatives***
- › ***Info Graphics***



***Design***

## CASE STUDY 1

### **IMS ONE WORLD** **Brand Architecture**

IMS wanted to separate their Global Recruitment Services (GRS) from Offshore Recruitment Services by creating a sister brand and wanted a total recreation of this new identity. Right from a brand new website to the name and logo, we created a whole new identity for GRS. The logo is a reflection of their vast geographical presence and has the same brand colors as the parent family.



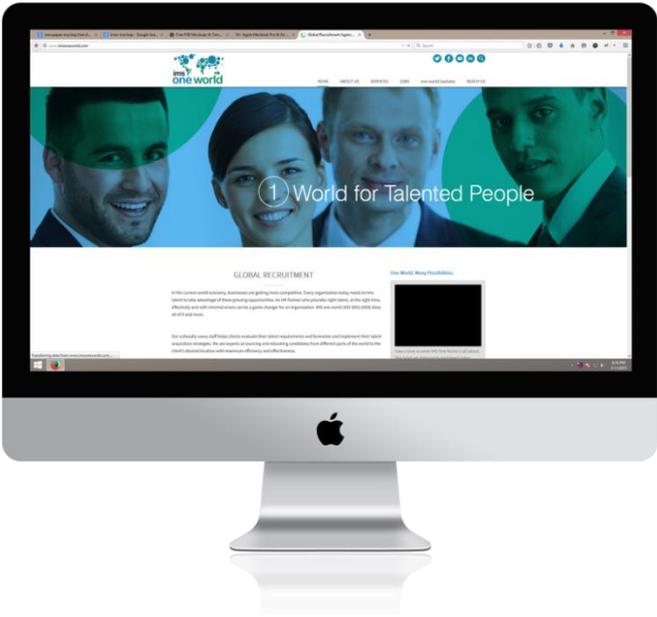


## **CONCEPT: CIRCLES**

IMS wanted the brand to be accepted among its core team. They felt it was confusing for team members to be suddenly put under a new company. We found a creative solution to this human resource problem. We gave them a detailed internal brand launch agenda along with a fun colorful teaser-film that explained the core behind the concept of erasing boundaries and going global.



**Brand Launch  
Film: Circles**



## CASE STUDY 2

### **IGNITE PEOPLE ACADEMY** **Brand Identity**

A sophisticated identity for an elite professional training academy that wants to break free from the clutter. Especially note the negative space between the orange spark that forms the letter 'N'. The designer has portrayed the intangibility of knowledge by creating a play within the solid and the void. There is a conscious effort to step away from the flame motif that is so done to death.





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www.imspeople.com  
301, President Plaza, N. Thattaj Cross Road,  
S G Highway, Ahmedabad 380054, India

April 15, 2015

First Last Name  
Street Address  
City, State 00000

Dear :

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit.

Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisi lacinia.

Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum laculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis saplen ornare dui, ac tincidunt ligula odio congue purus. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis dui porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

Sincerely,



Anil Somaiya  
CEO

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anilsomaiya@imspeople.com

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S G Highway, Ahmedabad 380054, India

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STATIONERY



Website

**IG'ITE**  
INDUSTRY GRADUATE

Other districts may apply to category of job holder: Youth

62"  
61"  
60"  
59"  
58"  
57"  
56"  
55"  
54"  
53"  
52"  
51"  
50"  
49"  
48"  
47"  
46"

Name: Sameer  
Degree: Graduate  
Salary: Rs. ₹ 8000?!

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Billboards

## CASE STUDY 3

### **CIIE** **Brand Revamp**

CIIE is IIM-A's entrepreneurship development arm. They came to us with a unique problem. They wanted to revamp their brand identity in such a way that they do not get overshadowed by their prestigious parent nor get subdued by their sub brands who are very vocal in the playing field. CC not only helped them put their designs in place, but also took them through a holistic brand approach redirecting exercise, clarifying their brand statement and purpose of existence.







## CASE STUDY 4

### **INCASA RESTAURANT**

#### ***Theme based Brand Identity***

INCASA is Ahmedabad's first illusion themed multi-cuisine restaurant. We designed their logo and collateral keeping world cuisines and fine dining to the forefront and illusions as a subtle presence throughout. Note that the logo itself an illusion of the concave-convex nature.







**Brand Launch on Facebook**

## CASE STUDY 5

### **OPEZ GROUP** **Brand Identity**

The client had a wide business portfolio & they wanted a single, powerful brand identity for themselves. Coined from opus, we came up with their name and a logo that was adaptable to suit diverse domains.





**Nitin Desai**  
 Chairman  
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 India  
 Email: nitin@opez.in



**OPEZ GROUP**  
 21, Shanti Park, Nr. Sun & Shop Club, Neway Tower, Gurgaon  
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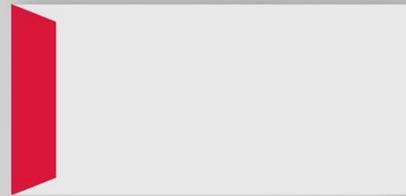


## CASE STUDY 6

### **TURN2HOME.COM** **Brand Identity**

Turn2Home is a B2B ecommerce portal which offers a spectrum of products and services for all construction and housing solutions. The brand desired to convey to its franchisees, investors, and suppliers about the services and its pan-India network. The communication was required to be very basic when addressing to the franchisees, and sophisticated for the suppliers and the investors. The new brand identity was created so as to be immediately appealing to all concerned. The effort was well appreciated by the client.









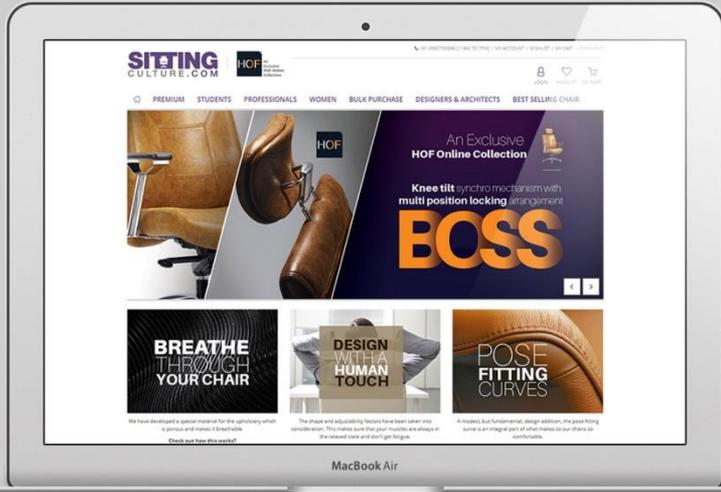


## CASE STUDY 7

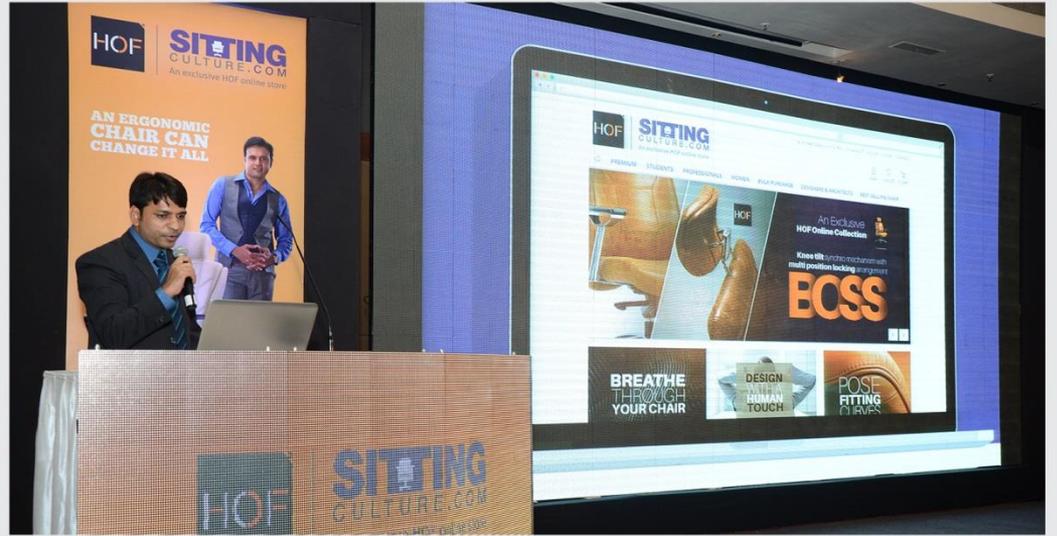
### **SITTINGCULTURE.COM** **Brand Identity**

Sitting Culture is an online furniture store- a joint venture between HOF and Ecumen for the urbane and contemporary buyer. The logo gets a rich feel owing to the shade of purple and has creatively clubbed the double 't's and negative space to resemble a table and a chair, an ergonomic one to be precise! The brand identity and communication needed to be bright and interesting; and that's what we have maintained across the portal. Appealing to the intelligent and charming to the discerning. The site offers a look at the collection in its entirety, that can be browsed and ordered with ease of a few clicks.





Website & Collateral



Brand Launch:  
Ergonomics  
Workshop

# THE TIMES OF INDIA

**NEWS BULLET**  
Cashish found in...  
Scientists forecast...  
Tunisia, Egypt, Yemen...  
CVC's food secretary...  
Shinde alleged bribe...

## It'll get hotter and wetter in India

Scientists forecast crop failures and risk of floods. Days of deserts numbered? Chaos...

## Tunisia, Egypt, Yemen... Arab world is roiling

Days of Deserts Numbered?

### CVC's food secretary stint not in bio-data

Shinde alleged bribe in bid to fix Sonawane

### Shinde alleged bribe in bid to fix Sonawane

Unparliamentary...  
Charged with...  
HC made...  
BKC...

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 For details call us at: **91 98 800 7333 58**





Website

## CASE STUDY 8

### **CARE FINANCE** **Brand Identity**

Care Wealth Advisors is a prestigious Ahmedabad based financial advisory firm. They wanted to extend their brand identity in their stationary as well. Our approach towards their brand communication was simplistic without much ancillary visual features.





## CASE STUDY 9

### **OPEN WITH SMILE** **Brand Identity**

Open with Smile is a brand that offers gifting solutions with a smile. A big part of the brand identity is the logo. The warm shade of red along with the cursive font, gives a flowy, celebratory, and personal feel to the logo. The ribbon like font replicates the instant when a promising gift is just about to be opened, guaranteed to bring a smile as it is revealed. After cracking the right brand identity, the team went forth and designed attractive merchandise for the brand as well. The novelty and freshness of thought in the branding was acknowledged and appreciated by the client.



Open  
with  
smile



Card



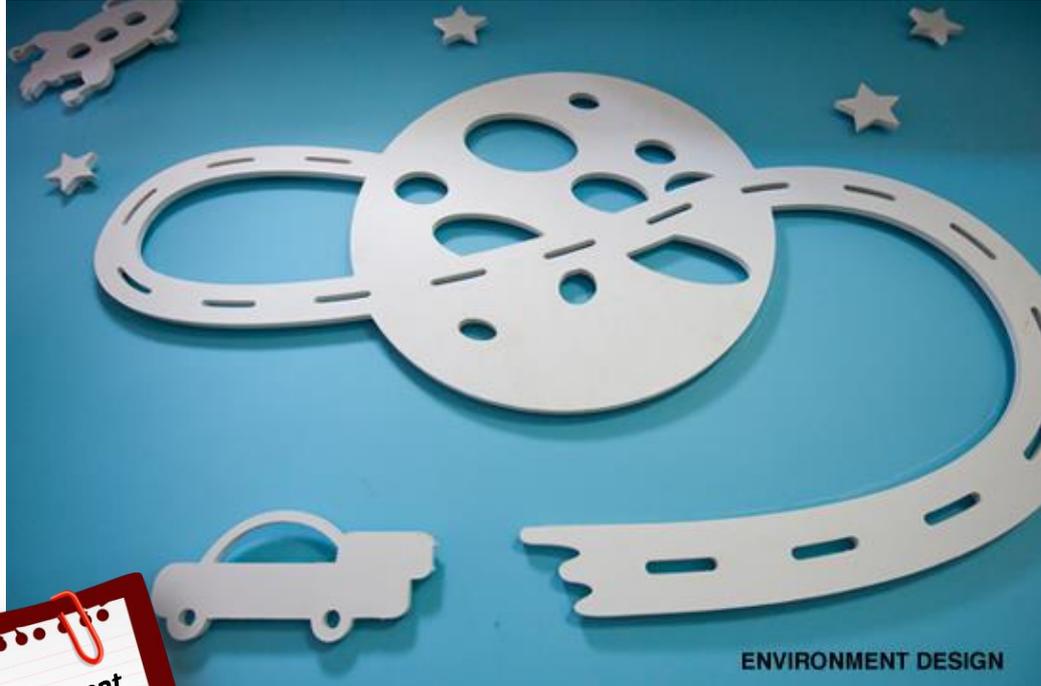
Gift Bag

## CASE STUDY 10

### **APPLE HOSPITAL** **Brand Identity**

The identity for the 'child-friendly' neonatal care hospital has been designed from scratch. And the core-idea reflects in all the communication designed including the hospital environment design.







Collateral

## CASE STUDY 11

### *ADIAM*

The client is a Dubai based diamond exporter and he specializes in cut diamonds. We made sure we give him a crystal clear, clean logo with subtle colors and a beautifully cut diamond interwoven in the typeface.





**Corporate  
Stationery  
&  
Accounts  
Stationery**

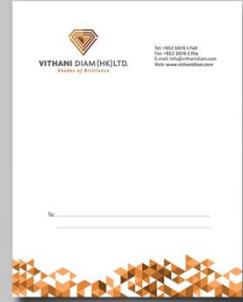
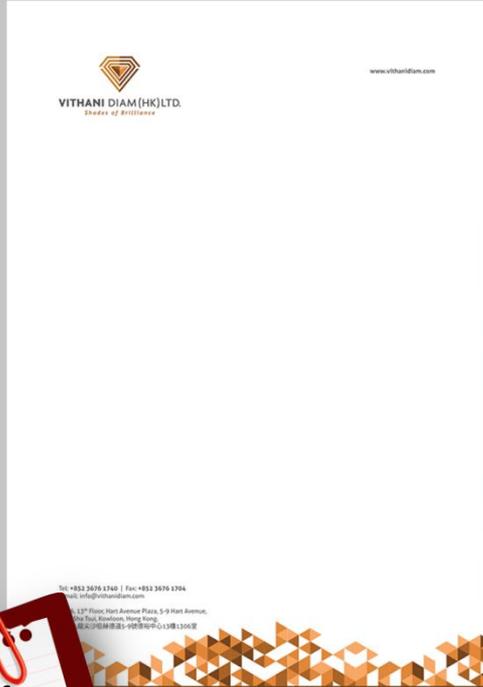
## CASE STUDY 12

### **VITHANI**

A diamond merchant specializing in brown and white diamonds who asked us for a simple, sophisticated print-friendly design. We also made sure that the brand identity is aligned to their tagline "Shades of Brilliance"



**VITHANI DIAM (HK) LTD.**  
*Shades of Brilliance*



Corporate Stationery & Accounts Stationery

# Clientele



# International Clientele



***Thank You for your attention.  
We'd love to hear from you.***



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