



# DESIGN



WeChat : IDG-IP



Line : @idgthailand

Our experienced designers can communicate your brand through co-creations and presentations in brand-new aspects. We are chefs who pick ingredients from the principle of marketing in consumer perspectives. Knowledge derived from products, merchandises, services, and working together with various customers made us a designer team with insights in tendency of new needs and future trends.

## Corporate Identity / Logo Design :

We designate what your organization wants to convey to partners and customers by analyzing business models, target customer groups, corporate personality and many other factors.

## Presentation Template Design :

IDG emphasizes your brand's communicating data through Presentation Template that represent proper information about your brand identity. The format of template is attractive, and will make viewers recognize your brand identity with ease.

## Package Design :

We help you design unique packaging, focusing on designs that could increase the value of your products. We are able to design packaging that suits for current trends and culture.

## Mascot / Character Design :

Using cartoon characters to represent a brand or organization is another strategy that is able to communicate with consumers. Plus, they could form friendly image that helps approaching customers. We can help creating a mascot that is suitable for your organizations, products, services and businesses.

## Print Design :

Publications that introduce organizations in order to form an effective corporate communication. Arranging elements that the organizations wish to convey. Skills in composing information and present them through proper graphic and illustration works could differentiate the strong points between each product or services from the organizations.



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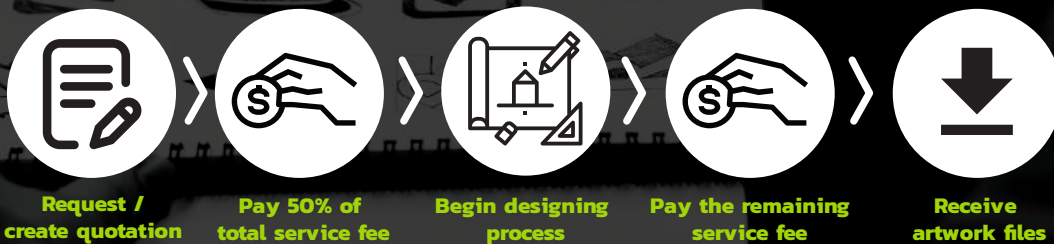
## LOGO X CORPORATE IDENTITY



### Logo and Corporate Identity Design Service

IDG provides service in designing corporate images, logos that can be registered as trademarks, and various marketing media services to suite what your organization wants to communicate with partners and customers, by analyzing business models, target customer groups, corporate personality and many other factors. We have professional designers who have various abilities and good knowledge in intellectual property. We are able to design works that can be registered as intellectual properties, as well as avoid unintentional infringement of others' intellectual properties caused by unawareness. We help you carry on and develop your business with quality design. Our team is ready to provide advices to get the best design works for your organization.

### The process / procedure in the service



### You will receive

- Artwork files (.PNG .JPG .AI formats)
- User manual, logo and corporate identity.

### Terms and Conditions

The first form submission will consist of no less than 3 drafts (Concept Design) for consideration. You can choose the drafts and adjust/modify the total of 4 times.

### Period of time

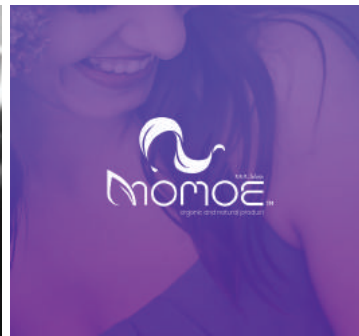
Logo 7-14 business days for submission form the 1st time.  
Corporate identity 10-20 business days for submission form the 1st time.



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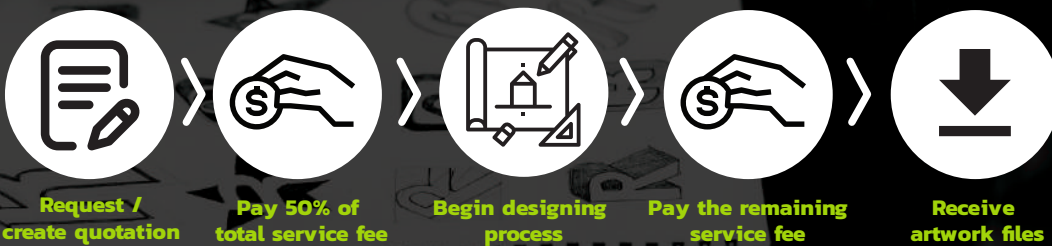
## MASCOT DESIGN



### Mascot Design Service

"Mascot or Cartoon" is another tool to communicate your brands. It is another strategy that can send your ideas to the consumers well. Plus, it could create friendly image that helps approaching customers. At IDG, we have teams that create Mascots to suit your organizations, products, services and businesses.

### The process / procedure in the service



### You will receive

- Artwork files (.PNG .JPG .AI formats)
- Mascot user manual

### Terms and Conditions

The first form submissions will consist of no less than 3 drafts (Concept Design) for consideration. You can choose the drafts and adjust/modify the total of 4 times.

### Period of time

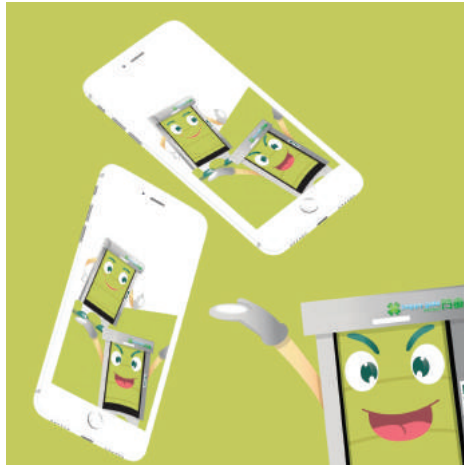
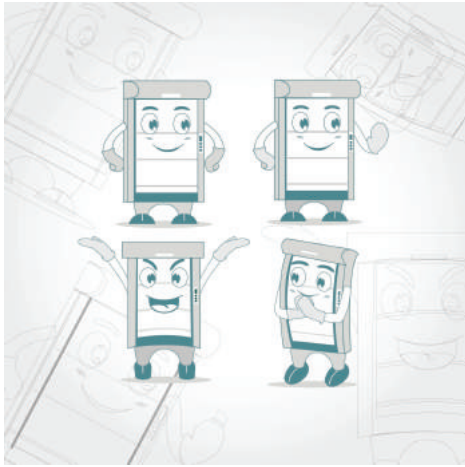
Mascot Design 10-20 business days for the first submissions.



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## PACKAGE DESIGN



INSPIRATION

COMMUNICATE

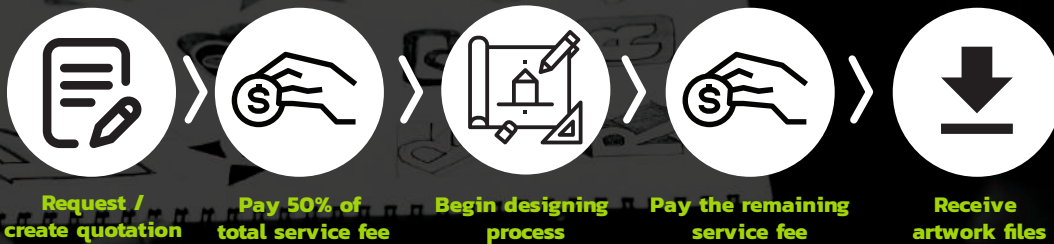
PROTECT

MEMORABLE

### Package Design Service

Our design team is able to create your unique packaging by focusing on the design, to increase product value. We are able to make the design appropriate for the current trends and culture. Once the design is finished. Our legal department will proceed to register copyright for your packaging design with Department of Intellectual Property, to protect your packaging from being copied. We can also help you find packaging manufacturers in various styles.

### The process / procedure in the service



### You will receive

- Artwork files (.JPG .AI formats)
- Material descriptions, size and pantone for packaging printing.

### Terms and Conditions

The first form submissions will consist of no less than 3 drafts (Concept Design) for consideration. You can choose the drafts and adjust/modify the total of 4 times.

### Period of time

Package Design: 10 - 20 business days for the first submissions.



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