

Reizend IT Consultants 



Branding/Brand Development



View in full screen for best view ability

Drisy Building
KINFRA Park – SEZ,
Kazhakuttom
Trivandrum – 695582, India

What is branding?

Branding is a marketing strategy that involves creating a differentiated name, image, logo tagline, website etc. to establish a presence of the business in the consumer's mind and attract and keep customers.

The kind of brandings we expertise in are-

1. Website designing
2. Company portfolio
3. Brochures, pamphlets and leaflets
4. Social media marketing
5. Logo designing





WEBSITE DESIGNING

Introduction

We as a team has consistently proved our capabilities of creating the most intuitive, attractive and creative websites for businesses operating both at domestic and international levels.

1. Extremely low entry costs
2. Large visibility for the business, as more user will get to know about the business
3. The business details are always available in the website, therefore it provides accessibility.
4. It increases the credibility of the business, as they have an identity online too.
5. Improved customer service, as customer grievances and suggestions can be heard online through the website now.



Why do we stand out?

1. Use of copyright protected content.

We make it a point that all the websites we design and develop for our clients are free from any legal issues. The images, videos or content that we use are all purchased with proper licenses. This way we make it sure that in future at no point will our client have to hesitate for using illegal content on their website in the past.

2. Your vision design.

We always make it a point that, all our client requirements are met and finally the website would visually look like how the client wanted it to be. We add in our brilliant ideas to the suggestions and build up awesomeness!

3. Experience

We have successfully designed, developed and delivered more than 20 websites, which proves that we are capable of creating any kind of a website the client wants. A few of the websites we have created has been mentioned in the footer.



4. Research

Our design and development team consistently researches and is always up to date on the new designs and trends of websites, that way we make sure that we deliver the best in the industry at any given point of time.

5. Intensive testing

All our websites are tested intensively before they are delivered. The training process makes it sure that the website is fully functional and does not carry any broken links when it is live to the world

6. Responsive websites (Compatible with smartphones and tablets)

Smartphones are the future! We have understood this in advance and now concentrate on developing websites that are compatible on all devices, including smartphones, tablets and any computers



7. Browser compatible

All our websites are developed and tested in a way that it is compatible with all the browsers. This assures that users can browse the website using any browser and from any computer they want to.



A quick brief on the technology we use

1. HTML5

The prime reason why we chose HTML5 is because, using HTML5 it is possible to embed video and audio, high quality drawings, charts and animation and many other rich content without using any plugins and third party programs as the functionality is built into the browser. It also enables the designer to use more fancier forms.

2. CSS3

CSS3 (Cascading Style Sheet 3) is a style sheet language that specifies style formatting for websites, such as color, font size, and layout. It is most commonly used on HTML pages. It makes the website be attractive, well laid-out, and easy to navigate.

Tools we use for designing-

1. We use Dreamweaver for designing and developing our websites.
2. Adobe Photoshop for image editing
3. Adobe Premiere Pro CC for video editing



We also provide services like

1. Domain name purchase
2. Hosting space purchase
3. Relevant images and videos purchase
4. Designing and development
5. Hosting the website
6. Facebook page designing*
7. Email ID's on company name*
8. Google Ad words*
9. Visibility of business in search engines like Google, Bing and yahoo**

*Done upon request

**Visibility can be provided, upon request





Proudly presenting a few of our works!

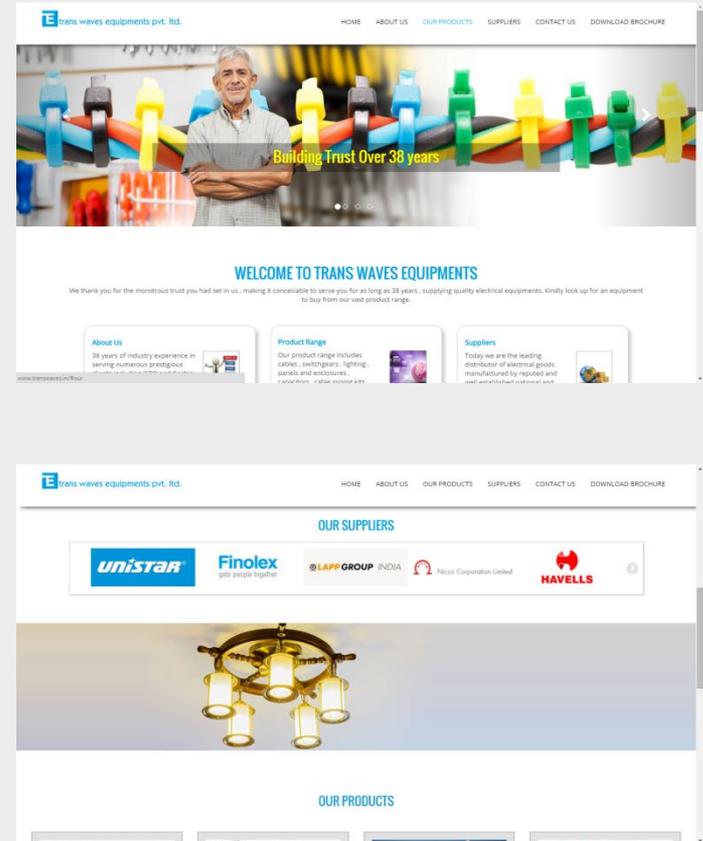


Transwaves Electricals

Transwaves is a company based in Ernakulam, Kerala with more than 25 years of experience in electrical goods business. Their requirement was for a simple looking yet powerful and intuitive website. We build a beautiful interface for the website, which was highly appreciated by the client. Like in the case of all our websites, this too is a responsive website.

Wireframe design, Photoshop design, Bootstrap 3.3.6 and CSS3 were the tools used behind the design and development of the website.

www.transwaves.in

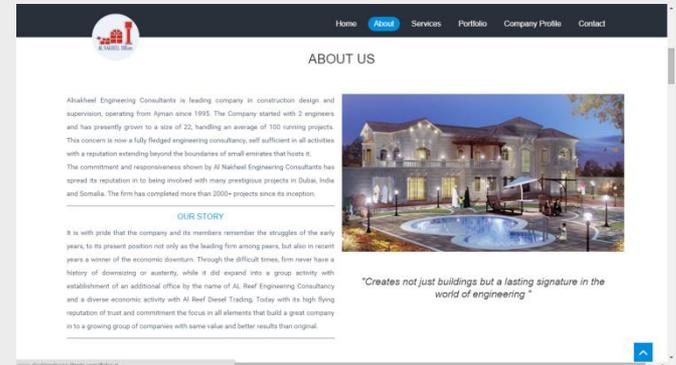


Al Nakheel Consultants

Al Nakheel Engineering Consultants is leading company in construction design and supervision, operating from Ajman since 1995. Al Nakheel Engineering Consultants has spread its reputation in to being involved with many prestigious projects in Dubai, India and Somalia. The firm has completed more than 2000+ projects since its inception.

We built a website that would highlight the establishment and would bring credibility to the establishment.

www.alnakheelconsultants.com



Film City Kozhikode

One of the most advanced multiplex theater in Kozhikode(Calicut), with 4 screens and situated in the heart of the city. The theater is well known for being one of the posh theatres throughout Kerala, India.

We built for them an application for ticket management and online ticketing and is handling over 400 transactions a day, the website was designed in a way to engage the entire crowd logging in to the website

www.filmcityticket.com

The image displays two screenshots of the Film City Kozhikode website. The top screenshot shows the homepage with a navigation bar (HOME, LOGIN, HELP, CONTACT US), a search bar, and a 'MERRY CHRISTMAS !!!' banner. Below the banner is a 'TODAY'S SHOW TIMINGS' table and a 'NOW RUNNING MOVIES' section featuring posters for 'CHARLIE', 'JO AND THE BOY', 'TWO COUNTRIES', 'ENNU NINTE MOIDEEN', and 'ANARKALI'. The bottom screenshot shows the login page with a progress bar (1 Movie Selection, 2 Login Here, 3 Seat Selection, 4 Payment), a login form with fields for 'Enter Your username' and 'Enter Your Password', and a 'SIGN UP' button for new users.

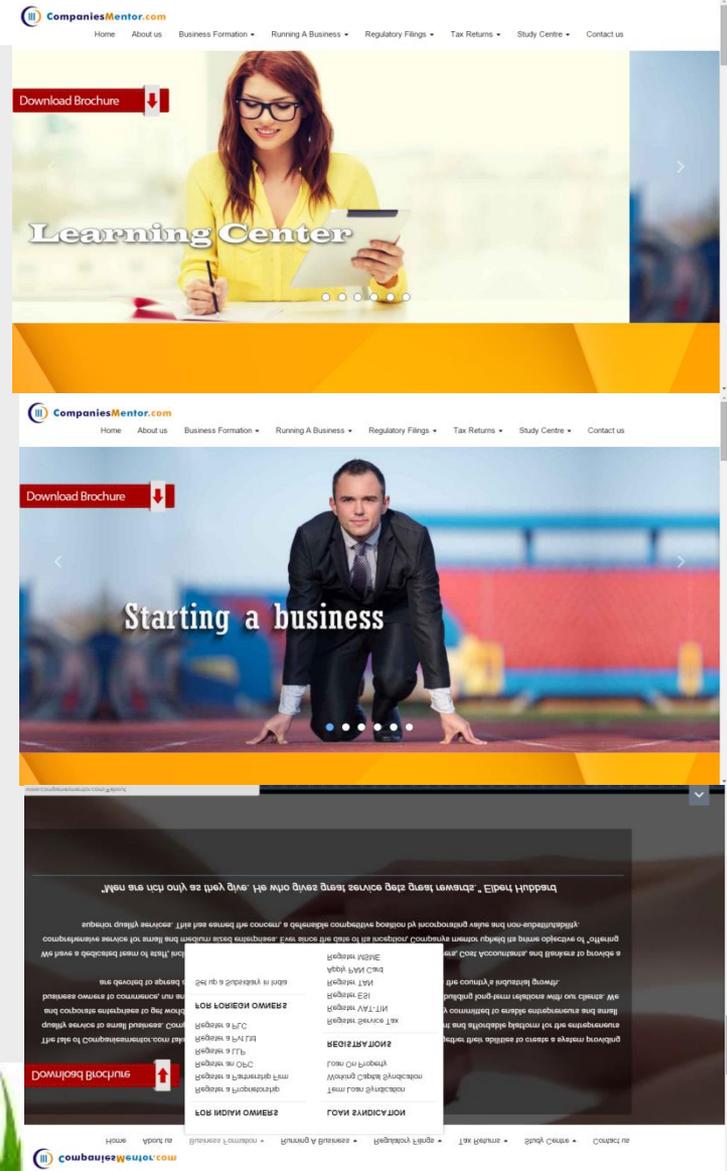
TODAY'S SHOW TIMINGS					
Pathemari					
22:45					
Dilewe					
13:30					
Amar Akbar Anthony					
18:00					
Charlie					
10:00	10:15	12:30	15:00	17:30	20:00
22:30					

Companies Mentor

Companies mentor is an enterprise, founded by the group of professionals including chartered accountants, company secretaries, lawyers, cost accountants and bankers. The vision was to provide comprehensive service for small and medium sized enterprises.

The website was designed and developed using tools like Wireframe design, Photoshop design, Bootstrap 3.3.6 and CSS3.

www.companiesmentor.com



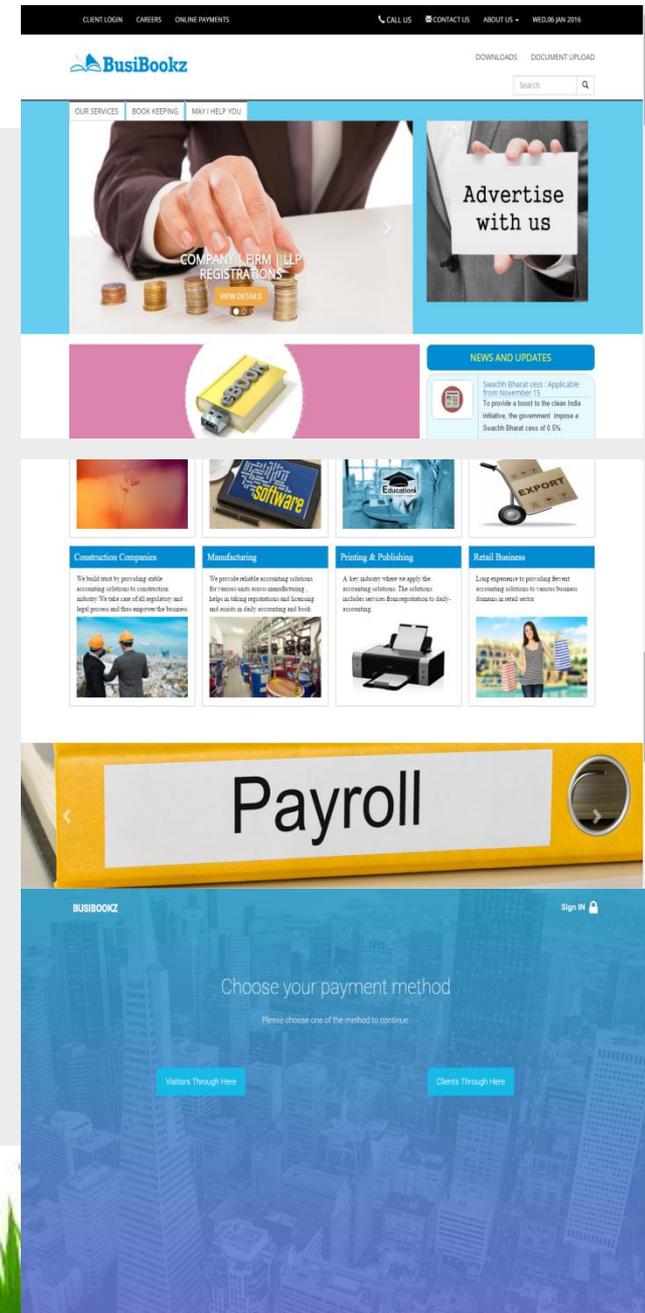
Busibookz

Busibookz is an accounting and book keeping team, with expertise in handling book keeping, accounting taxation etc.

The website developed was meant to bring about a trust factor among their clients, which is highly relevant for a firm like them.

We built a website exactly matching their requirements.

www.busibookz.com



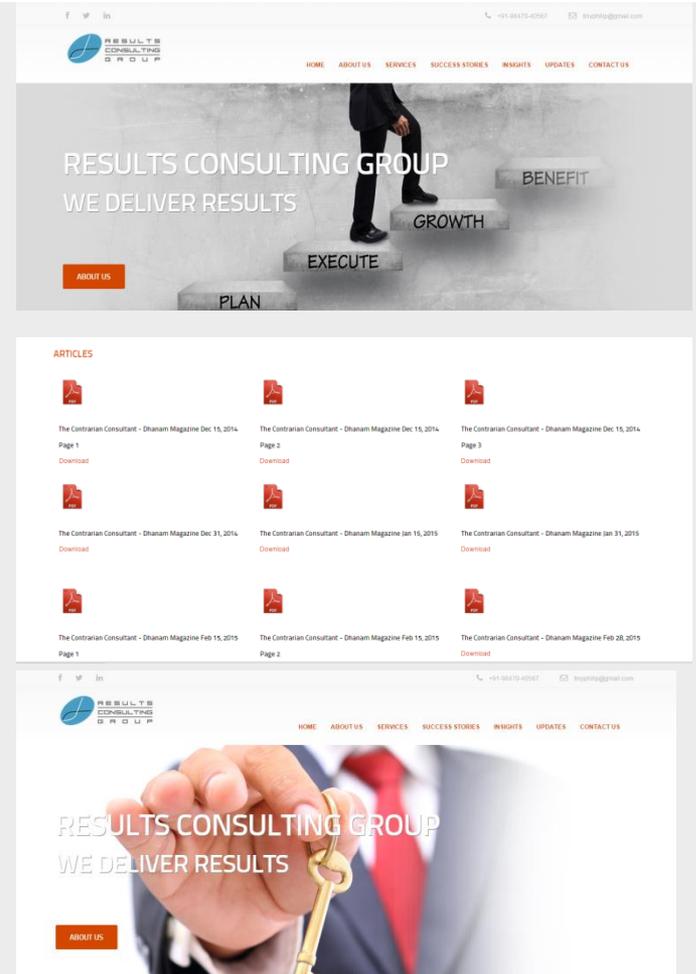
Acme TradeLinks

ACME Tradelinks FZE was established in UAE by Mr. Rajan Pillai in the year 2012, it deals in trading of building materials and printing consumables.

They had requested for a website, that would add to their goodwill, a website that is visually appealing.

We build such a website as requested by them using Photoshop design, Bootstrap 3.3.6 and CSS3 for the design and development of the website.

www.acmetradelinks.com





COMPANY PORTFOLIOS

What is it?

A company portfolio is a collection of the products, services and achievements of the company in a single document. It is often created to showcase the capabilities and strengths of the business's services.

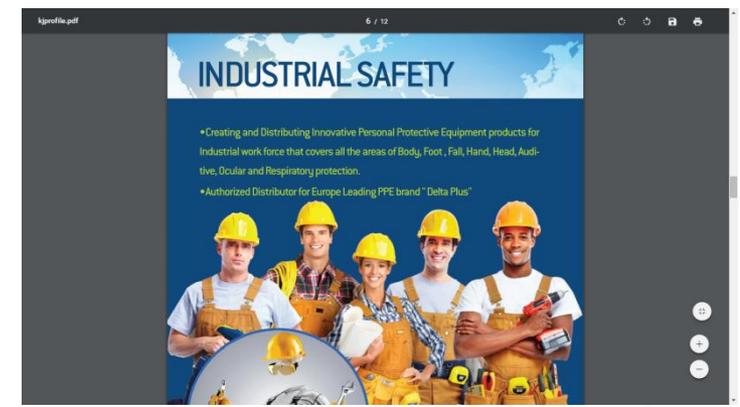
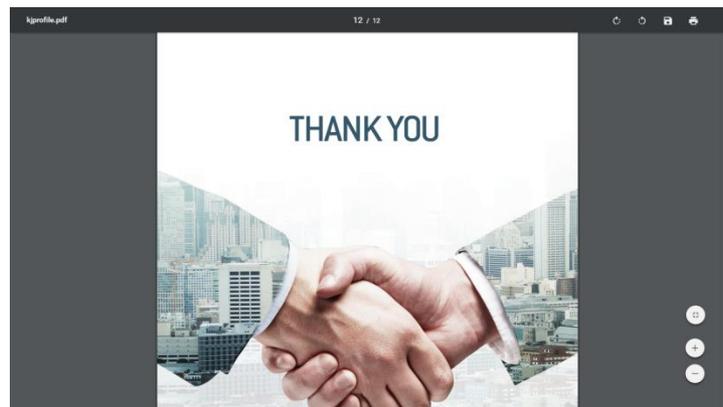
The reason why a company portfolio is made is to create a presence of the business on the market, attract more customers and to show how the business differs from its direct competitors on the market

These portfolios can be used to represent the company to **investors and to win contracts from the clients.** Therefore this document holds an important role in the life of any business.



Let us take you through a few Company Profiles we have created.

These are all a few screenshots of the company portfolios we created





BROCHURES, PAMPHLETS AND LEAFLETS



Brochures, Pamphlets and leaflets

Brochures, pamphlets and leaflets are advertising pieces mainly used to introduce a company or organization and inform about products and/or services to a target audience.



Reasons why a brochure is important

Flexibility

Brochures offer range of ideas in terms of designs and decorations. We can place pictures on different folds on a brochure, each representing the information mentioned. Furthermore, we can also choose from variety of templates for our brochure designs.

Portability

Brochures are brief and compact. This makes it more adaptable and flexible in terms of advertising and portability. People can carry them or put them in the pocket. Due to their brevity, companies more often go for a brochure than a flier.

Time-Effective

Creating a brochure is a more time-effective tool than any other branding methods. There is no need to craft brochures for a specific target audience or group of people and we can easily send them to a wider audience through mail.



What kinds of brochures do we do?

Print brochures

The normal brochures that are designed and printed, such brochures are useful when we physical copies of the brochure is required. If in the other case e- Brochures is the new trend.

E- Brochures

The kind of brochures that does not need to be printed, rather it is uploaded in to the website or is send to the client directly.

The relevance for e- Brochures is highly increasing now a days and research shows a great customer response to e- Brochures.





SOCIAL MEDIA MARKETING



Social Media Marketing

Social media marketing is basically is a form of internet marketing that utilizes social_networking websites such as Facebook, YouTube, twitter etc. as a marketing tool.

At present the advantages to a business for being a part of social media marketing is endless. However we will list a few important ones, down-

- **Social media can reduce the overall marketing costs by more than 50 %**
- **Better customer services can be offered through social media as the customer directly gets to communicate with the business.**
- **Customers can validate the business through social media which boosts the trust**
- **Social media is an easy way to learn about your audience, using tools like Facebook insights(hootsuit), the targeted audience can be easily identified.**



Our successful social media marketing pages-

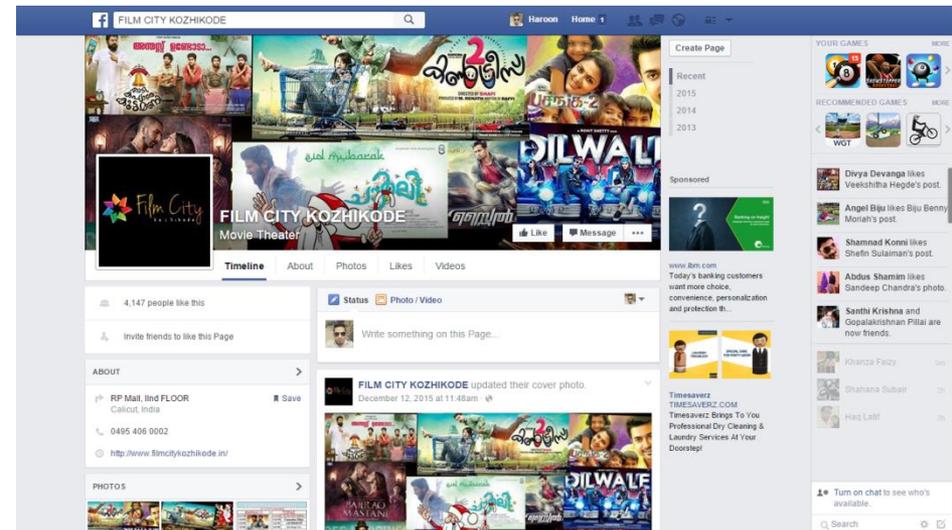


Savitha Film City

Likes received in just 5 months – 7,397
Check ins- 48,931

Film City Kozhikode

Likes received in just 1 month – 4,147
Check ins- 24,330





LOGO DESIGNING



Logos

Logos are a critical aspect of business marketing. As the company's **major** graphical representation, a **logo** anchors a company's brand and becomes the single most visible manifestation of the company within the target market.

A logo acts as the face of the business. It is how the business is recognized. It reflects the businesses, values and principles. It is the most powerful marketing tool known. Below are a few sample logos, as a matter of fact these logos have actually contributed a lot to the goodwill of the respective companies.



Our contribution-

We have a team, capable of designing logos that meets the international standards and the modern day designs. Here are a few logos we created.



REIZEND



What is important to us?

You! The client

We always make it a point that, all our client requirements are met and finally the designs would visually look like how the client wanted it to be. All the works we have portrayed were built on the suggestions made by the client. We add in our brilliant ideas to the suggestion and build up awesomeness!



What does our clients say about us!

» I totally appreciate your efforts in the progress of our project. I am glad to inform you and your team that we are very much happy with the developments so far.

(JAZ K E, Thameez Mohammed – Savitha Film City)

» Firstly I would like to thank the whole team for work put in to create a excellent product. Even though we will be having refinements in the future, overall the product have been created as per our requirements. Please extend our appreciation to the whole team involved in this project.

(Jacob KJ – KJ solutions)

» Great appreciation for your great effort for the brilliant development of my dream project. The work, so far, you have done is very nice and still i am expecting a the same till the end of it.

(Sherin Skaria – Let me serve)





Thank you

REGARDS
TEAM REIZEND