



AGENCY PROFILE

STATEMENT OF CONFIDENTIALITY.

This portfolio and supporting materials contain confidential and proprietary business information of Lahore Design Studio (SMC-Pvt) Ltd. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.

**Hello. Aloha. Bonjour.
Ciao. Nǐ hǎo. Salam. Olá.
Namaste. Ahlan.**

We help brands and companies stand out
in the digital age.

OUR STORY

PROFILE & HISTORY

Some words

About Us.

ABOUT US

LDS is a design agency that offers a diverse range of services. We take pride in delivering exceptional creative design solutions while maintaining our studio's independence and focus. Every project is handled with a unique creative vision and strategic mindset.

Our services encompass brand identities, exhibitions, signage, products, packaging, advertising, communication, websites, and digital experiences. We have proven track record of working with local and international clients including start-ups, tech companies, educational institutions, and art organizations in Pakistan, UK, USA, and Singapore.

MISSION

Our mission is to collaborate and create distinctive brand identities, develop visually appealing and fully functional websites, and design impactful marketing campaigns that generate tangible results. Our clients entrust us because of our meticulousness, inventiveness, and our agility in adapting to the ever-changing marketing trends.

**A multi-
disciplinary
design
practice.**

What guides us?

Core Values.

INNOVATION • DEPENDABILITY • ETHICAL BUSINESS • ACCOUNTABILITY • LEADERSHIP

These principles are the cornerstone of our culture and guide our conduct, our company, and our relationship with our communities.

Inspired by curiosity

Philosophy.

We are dedicated to providing well-considered and practical design solutions that improve the human experience. We think that effective design has the capacity to uplift, encourage, and ultimately transform the environment in which we live. We work to provide designs that are not only aesthetically pleasing but also enhance the success of our customers' enterprises.

We aim to build strong partnerships with our clients. By combining their goals with our creative expertise, we can deliver design solutions that make a measurable impact on their business and brand.

OUR SERVICES

ALL-IN-ONE SOLUTION



**WE PROVIDE SIX
CUSTOMIZED
PROGRAMS TO
SUIT EVERY TYPE
OF BRAND
EVOLUTION.**

Six Customized Programs

1.

Reposition

Reposition changes your company's category, products, or brand values to keep up with market changes or to align with its growth into a new phase. It helps your company stay relevant and competitive as the market evolves or as your business matures.

2.

Scale Up

Scale up guides your startup or business division as it transitions towards long-term sustainable growth, including necessary updates to brand systems, infrastructure, and governance.

3.

Creation

Creation develops a new brand, business, or unit for your company to enter a strategically valuable market and capitalize on its potential opportunities.

Six Customized Programs

4.

Expansion

Expansion enables your company to swiftly enter new categories, markets, audiences, offerings, or regions, driving revenue growth, building new assets, and maximizing the potential of your existing ones.

5.

Brand Restructure

Brand Restructuring redefines the relationships between your company's brands to clarify positioning, guide innovation, and shape effective acquisition strategies.

6.

Refresh

A **brand refresh** updates key elements of your company's identity to enhance relevance, differentiation, and competitiveness, while preserving essential brand assets.



***ALL YOUR NEEDS
MEET IN **ONE PLACE.*****

A little bit more about our

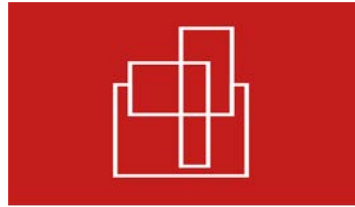
Services

Branding



Effective corporate branding not only creates a unique identity but also helps in building trust and loyalty among clients and customers. LDS's corporate branding strategy focuses on creating a strong visual and verbal identity that accurately represents the company's values, culture, and services.

Creative Design



Graphic Design services cover impactful visuals for both print and digital media, including logos, brochures, posters, and advertisements. We also provide comprehensive Marketing Collateral, designing brochures, business cards, and social media graphics to boost your brand's visibility. Additionally, we create unique Illustrations for books, magazines, advertisements, and digital media, adding a distinctive touch to your storytelling.

Websites & Digital Experiences



Our comprehensive range of digital design services includes custom website development, UI/UX design, mobile app design, e-commerce solutions, and digital marketing materials. We work closely with clients to create visually appealing, user-friendly, and optimized designs that meet their business objectives and provide a seamless user experience across all platforms.

A little bit more about our

Services

2D & 3D Animation



We offer a range of 2D and 3D animation services to help our clients communicate their message in a more engaging and memorable way. Our team of skilled animators can create custom animations tailored to your specific needs, whether it's an explainer video to introduce your brand or product, a motion graphics piece to add visual interest to your website, or a complex 3D animation for a product demo or architectural visualization.

Print & Packaging



We offer comprehensive print and packaging design services that help businesses establish a strong brand presence. Our print design services include packaging, business cards, brochures, posters and flyers, and print advertisements. We take a strategic approach, aligning our designs with your branding and marketing goals to create designs that exceed expectations.

Video & Art Direction



With extensive expertise in art direction for both TV commercials and feature films, we offer a comprehensive range of services to guide and enhance your video projects. From initial planning and storyboarding to set design and execution, our team of seasoned professionals meticulously considers every aspect to ensure your vision is brought to life with utmost creativity and quality.

Good design is simple

A simple approach that works.

We take the time to understand your business and your aspirations, your market and your product or service. We help define what makes your brand great. Our approach is simple. we create inspirational brand stories that connect businesses with their audiences.



PLAN

Regardless of the size of project, from a simple logo concept to the 360 campaign we always have a plan to follow. Well planned concepts always deliver the desired outcome. As they say, if you fail to plan, you are plan to fail.



CREATE

With the big ideas firmly in hand, the creative team and copywriters start to work out the concepts. Research and background information are handed over from the account manager and photography acquired as needed.



DELIVER

After creating visually exciting and compelling designs, we present them in the way the intended audience will receive them to give you an appreciation of how impactful your new designs are and will be.

We build

Brave Brands.



WE TAKE GREAT PRIDE

PAST AND RECENT WORK



the heart of broadband

Kacific is a next-generation broadband satellite operator. Committed to providing universal, fast, high-quality broadband access at an affordable cost using robust technologies and an agile business model.

- Visual Identity
- Brand Kit
- Website Design & Development
- Merchandise
- Event Branding
- ALT & BLT Marketing
- Package Design
- 2D & 3D Video Animation
- Presentation Designs



Visual identity and marketing

Asia Pacific's fastest growing satellite internet.



Brand elements inspired by Pacific

Inspired Design.



Stationary Design



Dish antenna package design



Brochures and flyers



Merchandise



We are very proud to have

SENT TWO LOGOS IN SPACE.



KACIFIC1



A
FORCE
FOR
GOOD



State-of-the-art Kacific1 satellite is built by Boeing and launched from SpaceX facility at Cape Canaveral, Florida. Kacific1 is providing coverage to Asia and the Pacific.



Merchandise for the **Kacific1** launch event

Go for Launch.



Various other event graphics and videos



Partner's campaigns and activations

Kuk i Net
Enjoy the experience

POWERED BY **KACIFIC**

**SURF BETTER, SURF FASTER,
SURF 24-7 WITH KUK I NET**

FAST & AFFORDABLE INTERNET
Everywhere in **Cook Islands**

**DEDICATED
LOCAL SUPPORT
24-7**

☎ 25997 | 55998
🌐 www.kukinet.co.ck
✉ sales@kukinet.co.ck

**New
Broadband Plans with
40%
Lower Terminal Cost.**

in.

Kuk i Net
Enjoy the experience

POWERED BY **KACIFIC**

**FAST & AFFORDABLE
INTERNET, EVERYWHERE
IN COOK ISLANDS**

**DEDICATED
LOCAL SUPPORT
24-7**

☎ 25997 | 55998
🌐 www.kukinet.co.ck
✉ sales@kukinet.co.ck

MCS
Micronesia Computer Services

POWERED BY **KACIFIC**

**FAST & AFFORDABLE
INTERNET PLANS**
Everywhere in FSM

10% OFF
TO SIGN UP TODAY
AND PAY FOR 12 MONTHS

UNLIMITED
ENTERPRISE PLANS

At
40 MBPS
MAXIMUM SPEED

AND MORE FROM
USD 195
PER MONTH

Now with **40%**
Lower Terminal Cost

320-4778
sales@mcspohnpei.com

The advertisement features a woman in a white t-shirt and jeans, smiling and looking at her smartphone. In the background, there is a Kacific satellite dish and a satellite in orbit. The background is a vibrant green with a pattern of small white dots. Social media icons for WhatsApp, Telegram, Facebook, and LinkedIn are visible on the right side.

MCS
Micronesia Computer Services

POWERED BY **KACIFIC**

**RELIABLE & HIGH-SPEED
BUSINESS INTERNET**
Everywhere in FSM

10% OFF
TO SIGN UP TODAY
AND PAY FOR 12 MONTHS

UNLIMITED
ENTERPRISE PLANS

At
40 MBPS
MAXIMUM SPEED

AND MORE FROM
USD 195
PER MONTH

Now with **40%**
Lower Terminal Cost

320-4778
sales@mcspohnpei.com

The advertisement features a man in a yellow t-shirt and jeans, smiling and looking at his laptop. In the background, there is a Kacific satellite dish and a satellite in orbit. The background is a vibrant blue with a pattern of small white dots. Social media icons for WhatsApp, Telegram, Facebook, and LinkedIn are visible on the right side.

Partner's campaigns and activations



FUZIONNET
INTERNET SERVICE PROVIDER

POWERED BY **KACIFIC**

AFFORDABLE AND FAST INTERNET

Everywhere in Solomon Islands

UNLIMITED BROADBAND PLANS

AT

50 Mbps
Maximum speed

& more for

SBD 3,482
per month

Terms And Conditions Apply

8598374 | 8547750
www.fuzionnet.net



FUZIONNET
IT SOLUTIONS

POWERED BY **KACIFIC**

AFFORDABLE AND FAST INTERNET

Everywhere in Solomon Islands

UNLIMITED BROADBAND PLANS

AT

50 Mbps
Maximum speed

& more for

SBD 3,482
per month

Terms And Conditions Apply

8598374 | 8547750
www.fuzionnet.net



MARIANA WIRELESS

POWERED BY **KACIFIC**

Connect your IoT devices

such as **sensors** for soil sanity, nutrient levels and humidity – with **low-cost, fuss free** satellite broadband connectivity on your remote sites.

IoT Plan

Up to

5 MBPS **5 MBPS**

Plan Price

USD 27

2GB Capped Plan

Terminal price USD588

TERMS AND CONDITIONS

- All published rates are VAT or GST inclusive.
- Rates may change with prior notice due to changes in exchange rate.
- Subject to a one-time terminal kit and installation fee.
- Standard terms and conditions apply.

2990 Jovagiri Koyu Ave
PO Box 506852 Cruden Kanaka Super MP 96960

+1670-763-0023 marianawireless@gmail.com

PAKISTAN'S LARGEST ART EVENTS

We are the first local agency who got the amazing opportunity to design visual identities for two editions of Lahore Biennale, 2018 and 2020.

Lahore Biennale 01 & 02

The inaugural Lahore Biennale was a project that I am proud to have been heavily involved in from start to finish. One of our primary goals was to highlight and showcase Lahore's art scene as one with many unique characteristics in its regional context.

- Visual Identity
- Logo
- Publication
- Wayfinding
- Website Design & Development
- Merchandise
- On-site Branding



Visual identity and
design collateral

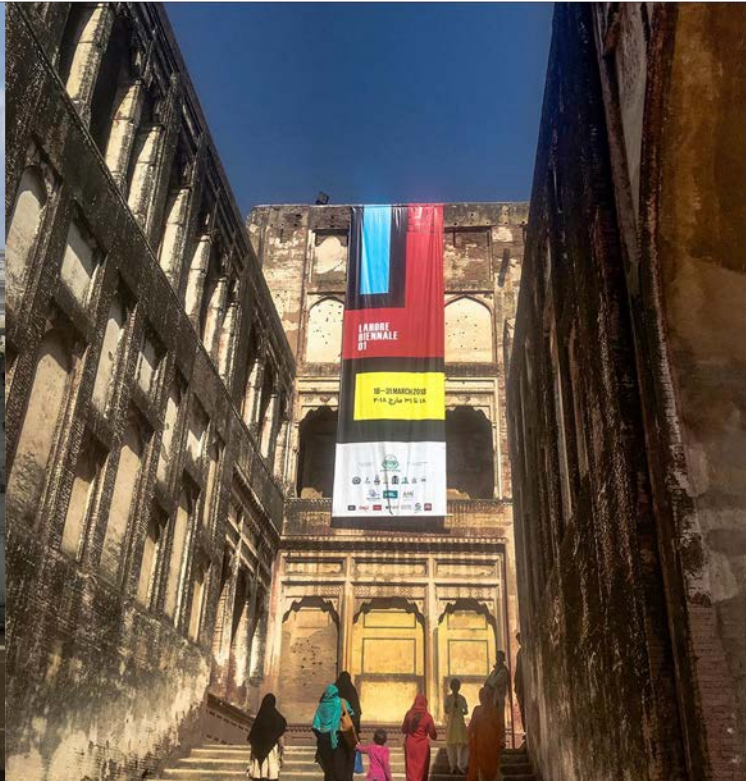




Banners



On-site branding and wayfinding solutions





2nd Edition of Lahore Biennale inspired by city pop culture

Bilingual Design.





Publication and print materials

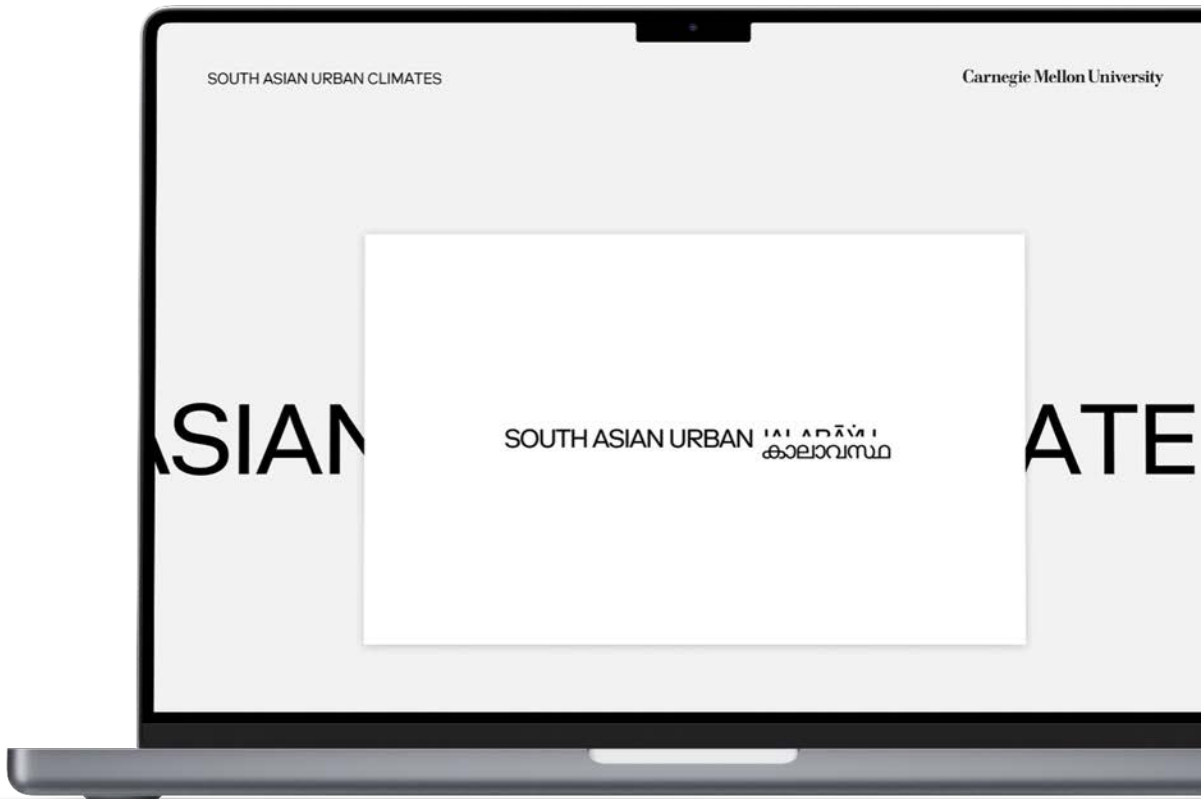
Making it relevant.





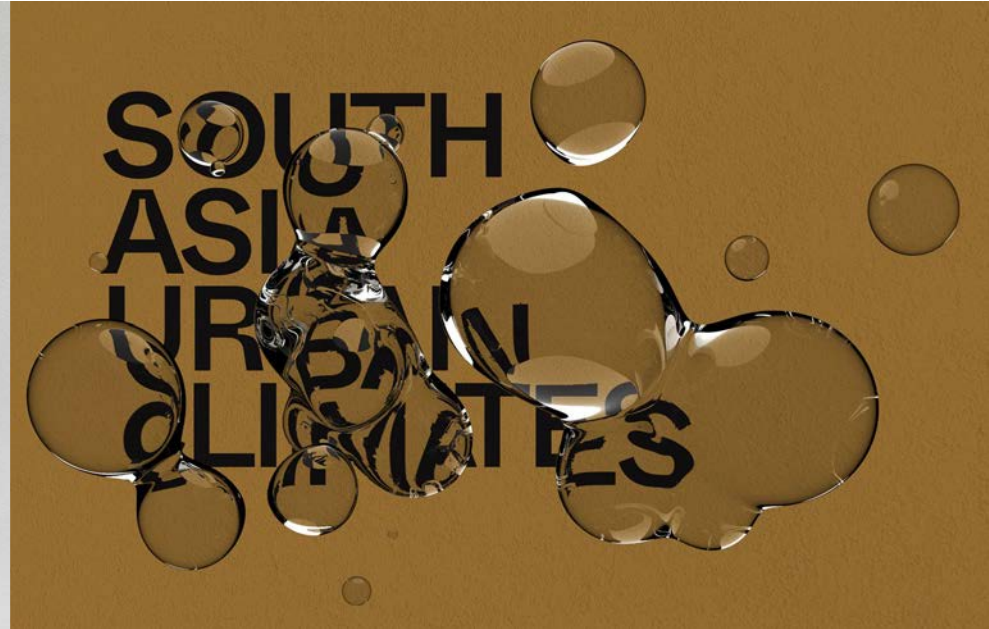
Visual Identity & Website Design

South Asian Urban Climates is a platform for discussion, collaboration, and emerging scholarship on the histories, power structures, and material assemblages that make up the climate in and across South Asian cities. We are a transnational and interdisciplinary community of scholars, educators, filmmakers, and other practitioners looking closely and critically at the intersections of climate, politics, and urbanism in South Asia.



Visual identity & elements

Experimental Approach





Publications

Conversations

Case Studies

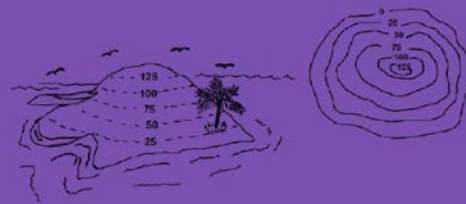
- Publications
- Conversations
- Case Studies
- Teaching



Krithika Srinivasan
Maan Barua
Nikhil Anand
Harshavardhan Bhat
Waqas Butt
Susmita Rishi
Anu Sabhlok
Shweta Wagh
Yaffa Truelove
Shruti Syal
Siddharth Menon
Nausheen Anwar

Environment in South Asia

SOUTH ASIAN URBAN CLIMATES

Urban Climates: Power, Development
Environment in South Asia

**DRIVING THE CLIMATE
CHANGE CONVERSATION**

Small-scale publishers are giving climate journalism a new voice and look

Urban
Architecture
Design[illegible]

Edge of Land



Keywords: child sexual abuse, child sexual exploitation, child sexual abuse, child sexual exploitation, child sexual abuse, child sexual exploitation

Barnmouth Workshop: Urban Climate: Power, Development, and Environment in South Asia

Home page





June 7-8, 2019

Cambridge Workshop - Urban Climates: Power, Development, and Environment in South Asia

Alison Richard Building, 7 West Road,
Cambridge, CB3 9DT

Organized by Nida Rehman (University of
Cambridge) & Aparna Parikh (Dartmouth College)



June 7-8, 2019

Cambridge Workshop - Urban Climates: Power, Development, and Environment in South Asia

June 7-8, 2019

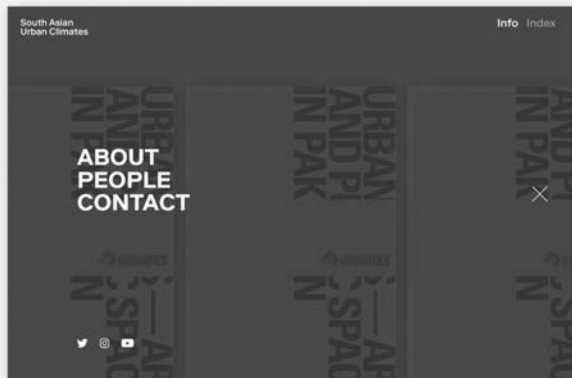
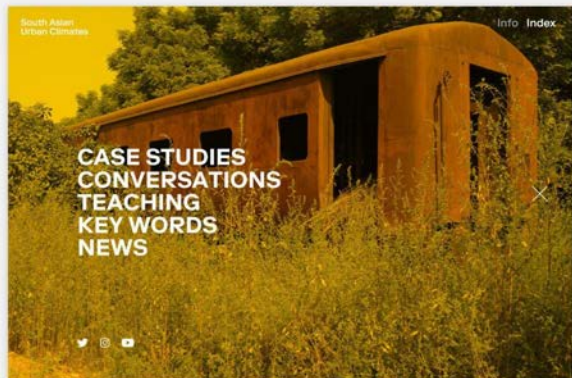
Cambridge Workshop - Urban Climates: Power, Development, and Environment in South Asia

Alison Richard Building, 7 West Road,
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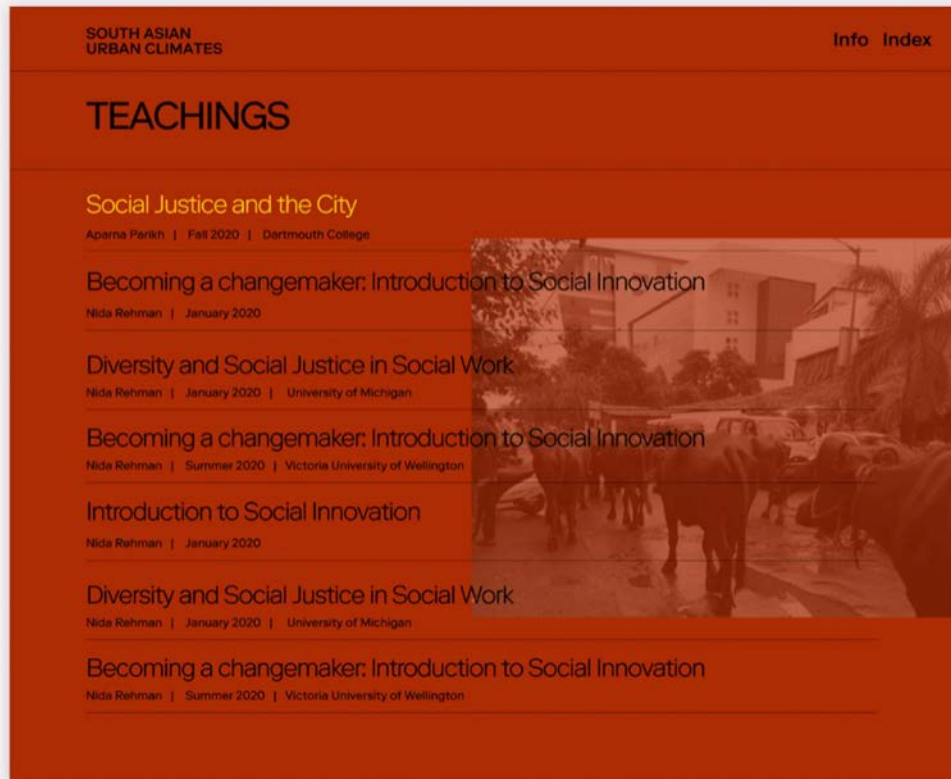
Organized by Nida Rehman (University of
Cambridge) & Aparna Parikh (Dartmouth College)

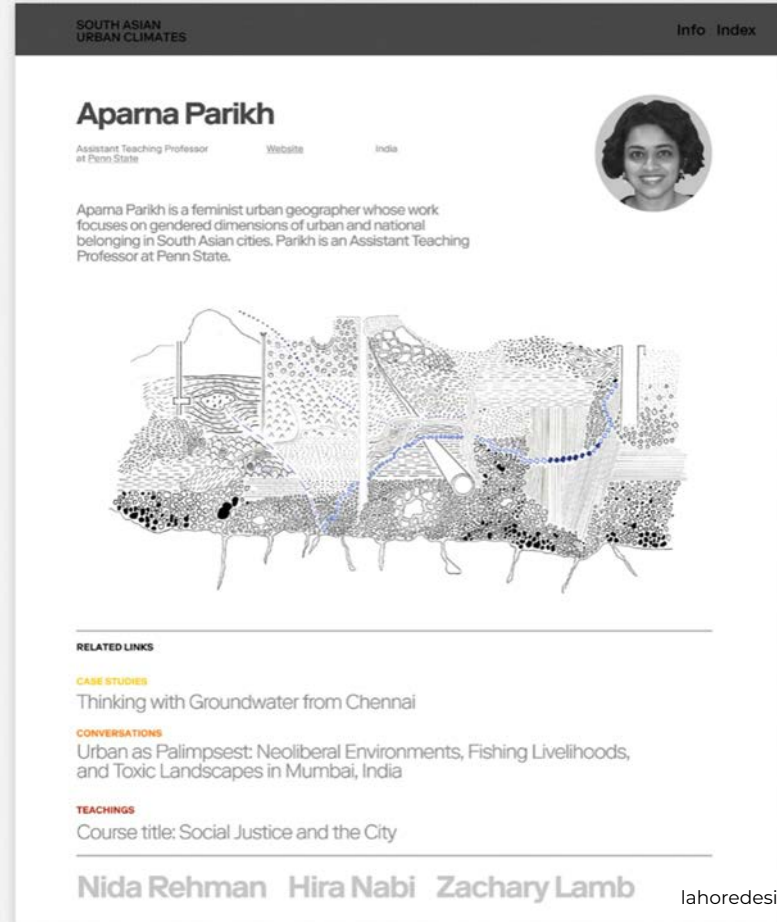
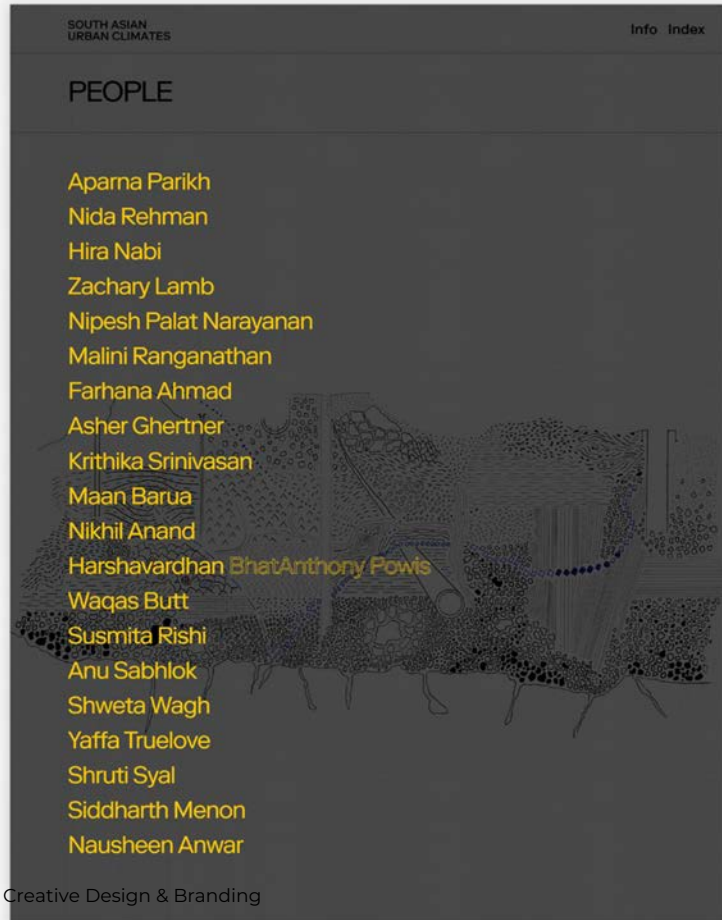


Various web pages



COLOUR PALETTE





Mariam Dawood

School of Visual Arts and Design



Visual Identity

A unique event (and the first one of its kind), it brought together a range of design disciplines under one conceptual roof to generate a much needed critical discourse on design. The Design Summit as an inclusionary body, aims to continue supplementing design academia as well as the design industry at large, and facilitating a cross-disciplinary discourse with leading professionals and stakeholders of the region

- Visual Identity
- Publication
- Wayfinding
- On-site Branding



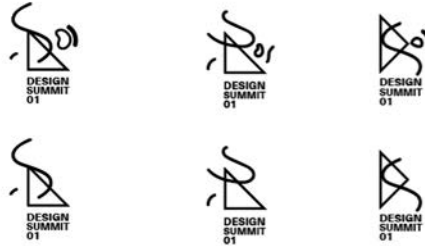
Keep it simple.



The process of creating brand elements and identity



We understand the importance of a strong visual identity that accurately represents your brand and conveys your unique message. That's why we offer a comprehensive range of visual identity services to ensure that your brand stands out from the competition and connects with your target audience.

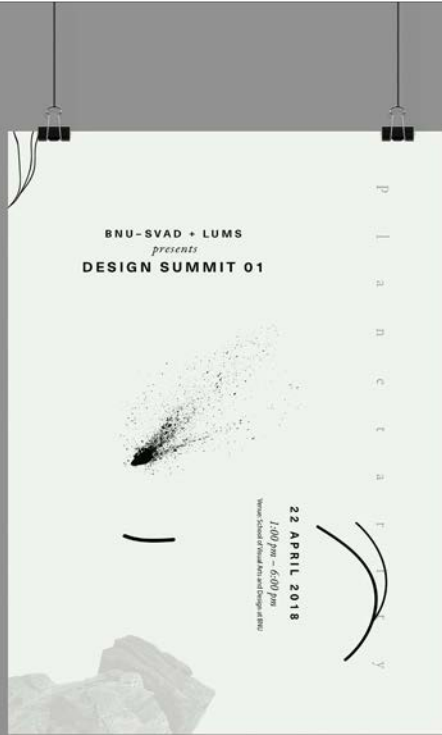


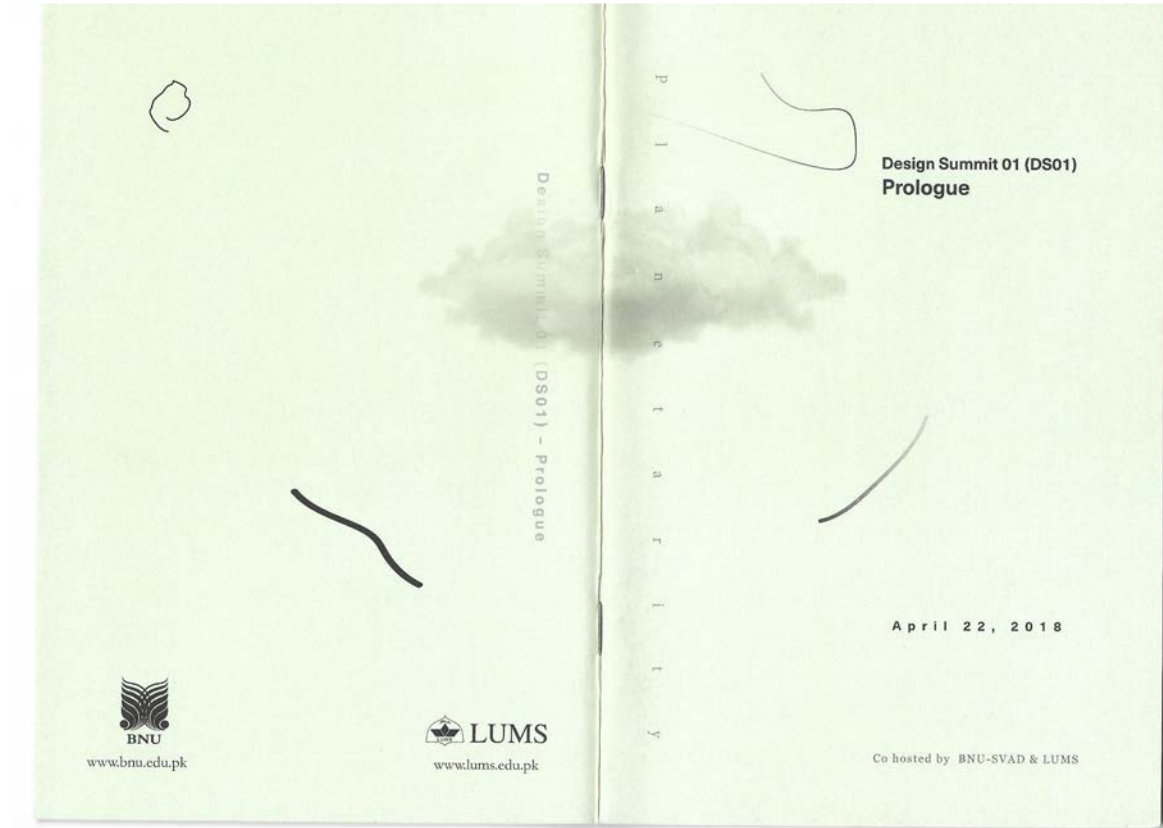


Visual
elements



Posters

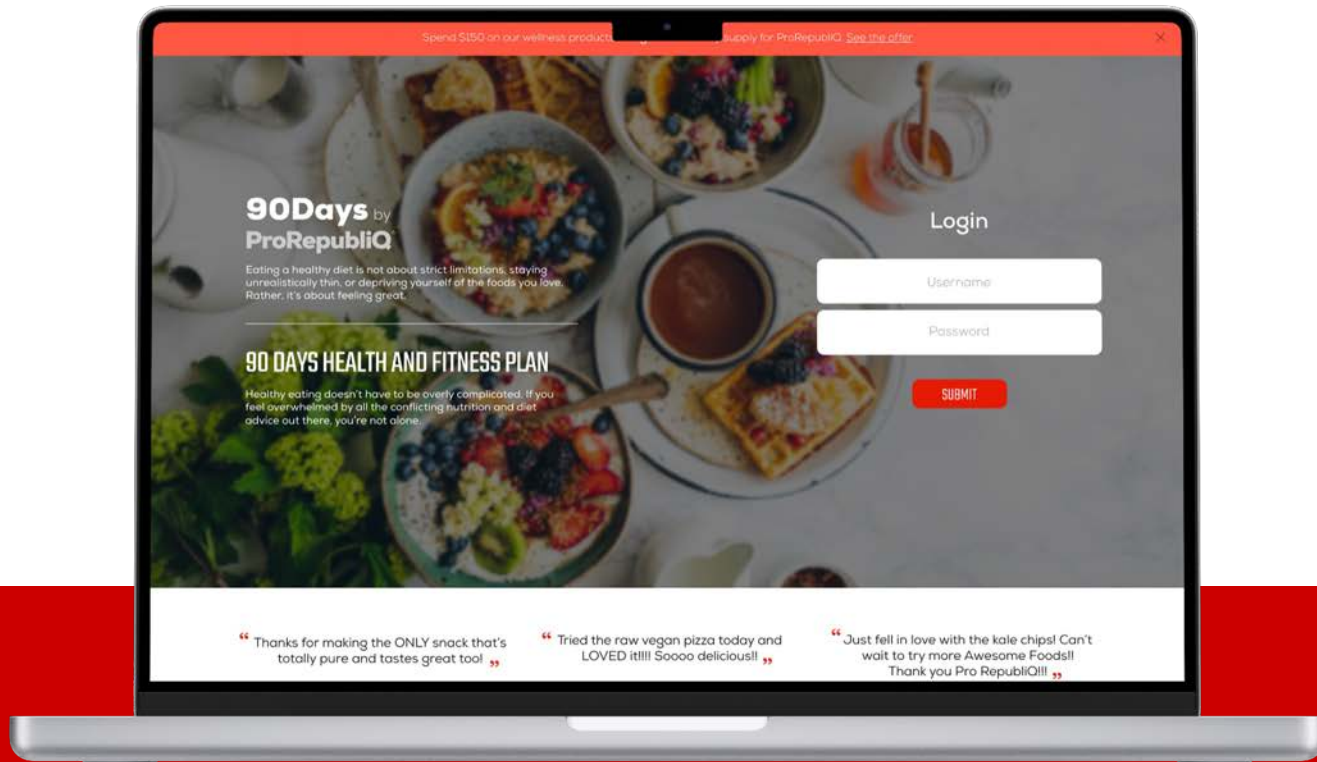




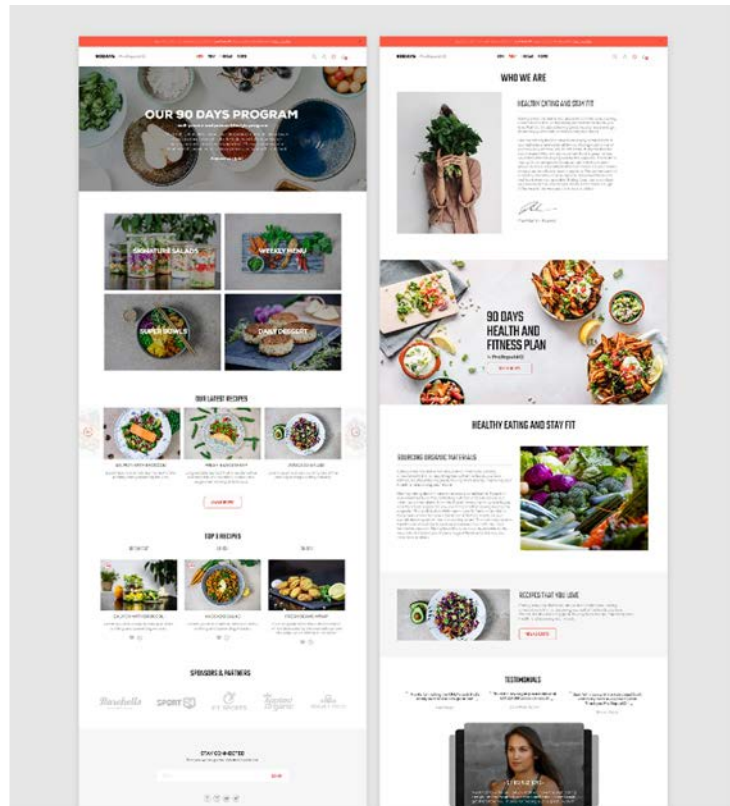
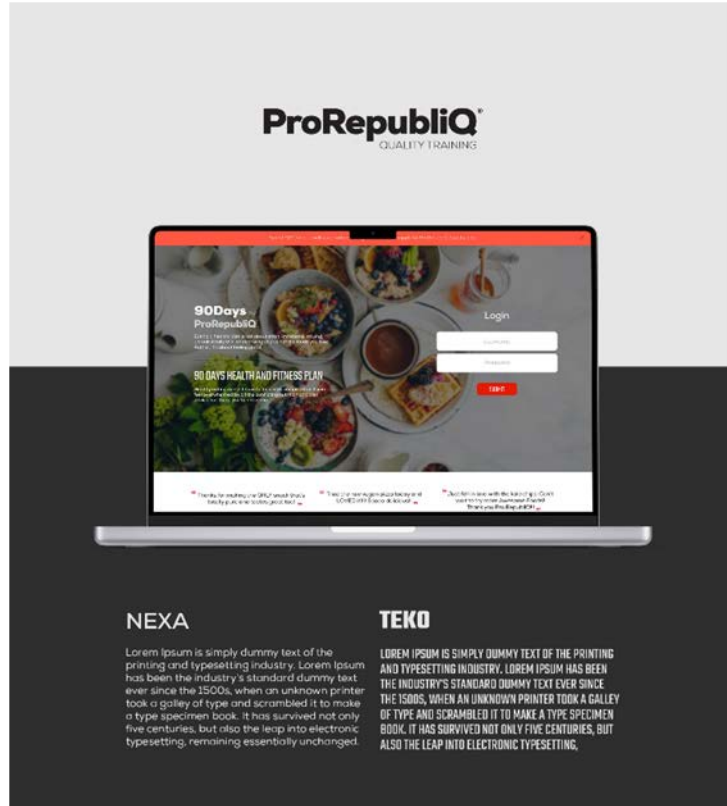
Website Design & Development

In order to best represent its brand image, this health and fitness gym website design combines clean aesthetics with an easy-to-use interface for optimal functionality. Customized nutrition programs and workout regimens are emphasized throughout the site as well. Signing up for membership and creating personalized plans is made simple through the streamlined navigation system provided on the website. To further inspire users toward achieving their fitness goals, high-quality graphics are utilized which add a motivational touch.

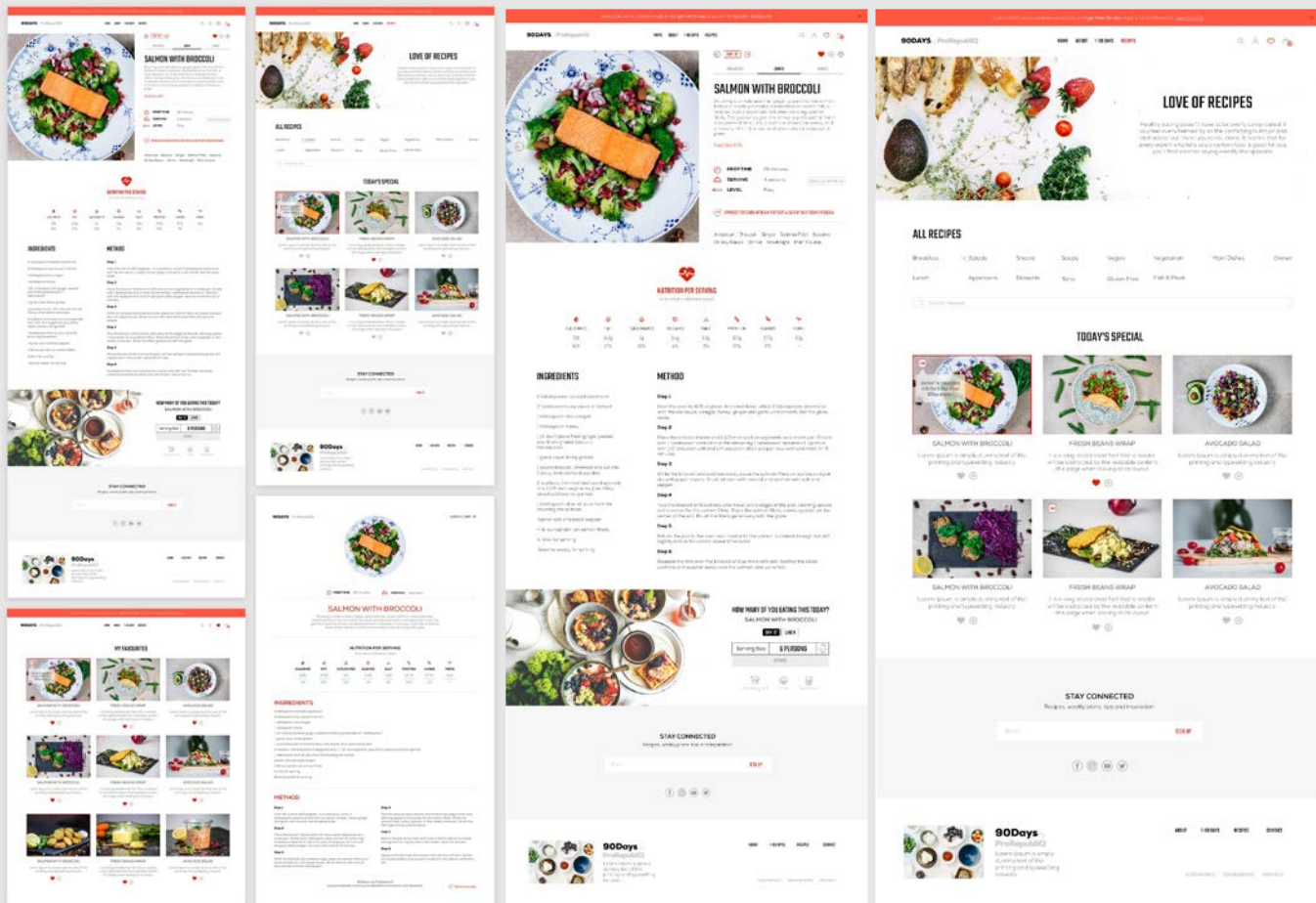




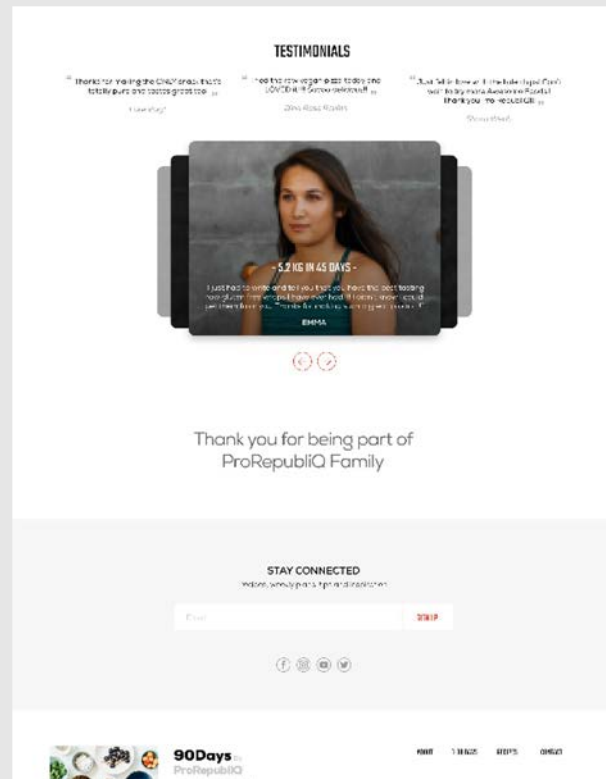
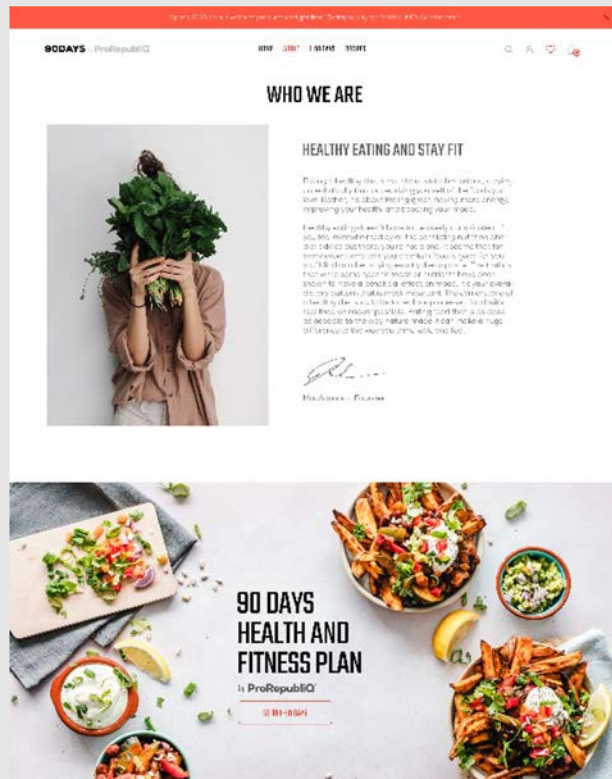
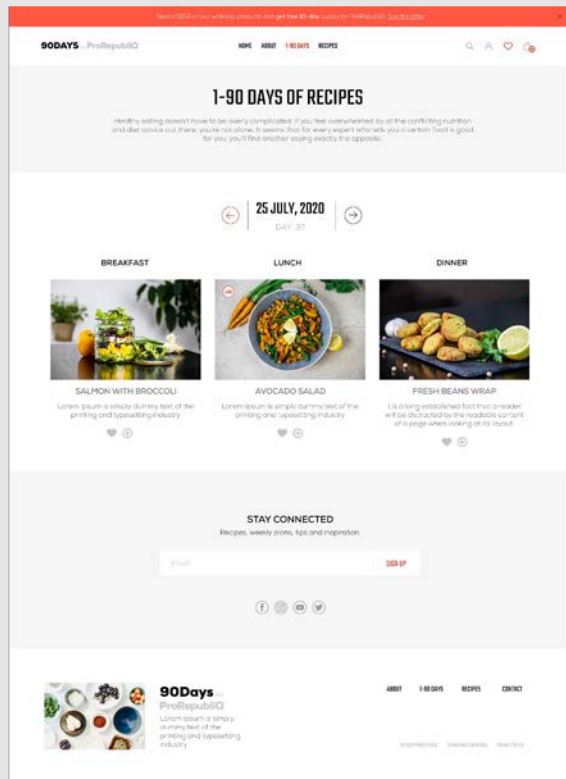
Various pages



Various
pages



Various pages





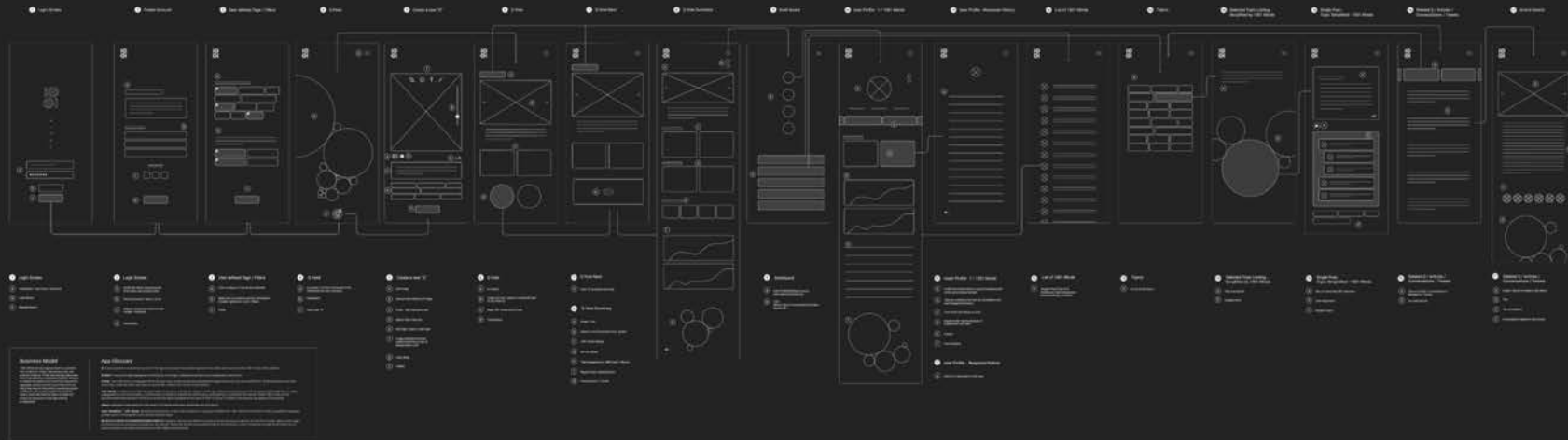
Mobile App Concept

In order to best represent its brand image, this health and fitness gym website design combines clean aesthetics with an easy-to-use interface for optimal functionality. Customized nutrition programs and workout regimens are emphasized throughout the site as well. Signing up for membership and creating personalized plans is made simple through the streamlined navigation system provided on the website. To further inspire users toward achieving their fitness goals, high-quality graphics are utilized which add a motivational touch.



For all the digital products

Process followed.





M
I
N
D
S



Create Account

Sign up to get Started

This app tracks records of your interactions of shared social media platfroms. We will never ever sahre your information. See for yourself in our [Terms of Service](#).

Personal Info

Login

or login with

Facebook

Twitter

Google



Hey Rashid
Welcome to the
1001 MINDS

Almost there!

Choose how to want to see the
content in app

You are interested in...

☒ Politics☐ Current Affairs☐ Art☐ Global Issues☐ Urban Climates Change☒ Literature☐ Governance☐ Business☐ Policies☐ Nature☒ Science

Please Choose

You can change these setting any time you want.
Hit the gear icon at the top right corner.

☒ Curated Content☐ General☒ Local☐ Global

Finish





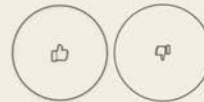
Can Israel be classified as and apartheid state on the basis of its actions in the West Bank?



Is it accurate to classify Hamas as a terrorist organization?



Is a two-state solution to the Israel-Palestine conflict desirable?



Was Naomi Osaka's withdrawal from the French Open due to anxieties related to media engagements justified?"





Do you think professional athletes should take the knee as an anti-racism gesture?"

Summary



All Results

562 M

Results

845 M

SME Reach

759 K

Votes

1001 Minds



34%

66%

All Over

78

22%

78%

22



Rashid Rana

Visual Artist

www.era1.com/mf/

Follow

@rashidranastudio

Visual Artist

www.era1.com/mf/

Widely considered to be one of the leading artists of his generation in South Asia today, Rashid Rana emerged as the maker of an entirely new kind of art from Pakistan, at the start of this century. Notable for his ideas, imagery and pictorial strategies.

@rashidranastudio

@rashidranastudio

Topic Simplified Qs History

12.4 K

Total Interactions

8.1K

4.3%



Topic Simplified



rashidrana

Visual Artist

Follow

Climate Change

1 week ago

In our frenzied attempt to keep nearly eight billion people fed, watered, clothed, sheltered, and distracted, we are fundamentally altering the geophysical composition of the planet.

-Elizabeth Rush

Extracted from her book, *Rising: Dispatches from the New American Shore*

56 K Interactions

2.1 M

4.4 M



102 COMMENTS

Write your comment

Oliver

Elizabeth creatively explains climate change in a broader context and she is voicing the ignored.

Diego

Yes, she is bringing more clarity on this global issue that is already surrounded by many false notions.

Theodore

We are a destructive species that is in denial of the fact that climate change is cooking our planet.

Juliet

Not to mention our cruel economies which make me think that nothing has changed much in our life styles, so far.

Benjamin

In order to truly address the impacts of climate change, it is critical to be more aware and encourage actions on global and local levels.

Camila

Climate change should be prioritized in our national budgets.

Thomas

Elizabeth has explained a complicated issue such as climate change in a very simple and informative way.



RISING

Rising: Dispatches from the New American Shore - By Elizabeth Rush

In our frenzied attempt to keep nearly eight billion people fed, watered, clothed, sheltered, and distracted, we are fundamentally altering the geophysical composition of the planet.

-Elizabeth Rush

External Links:

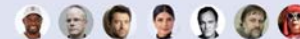
<https://www.pulitzer.org/finalists/elizabeth-rush>

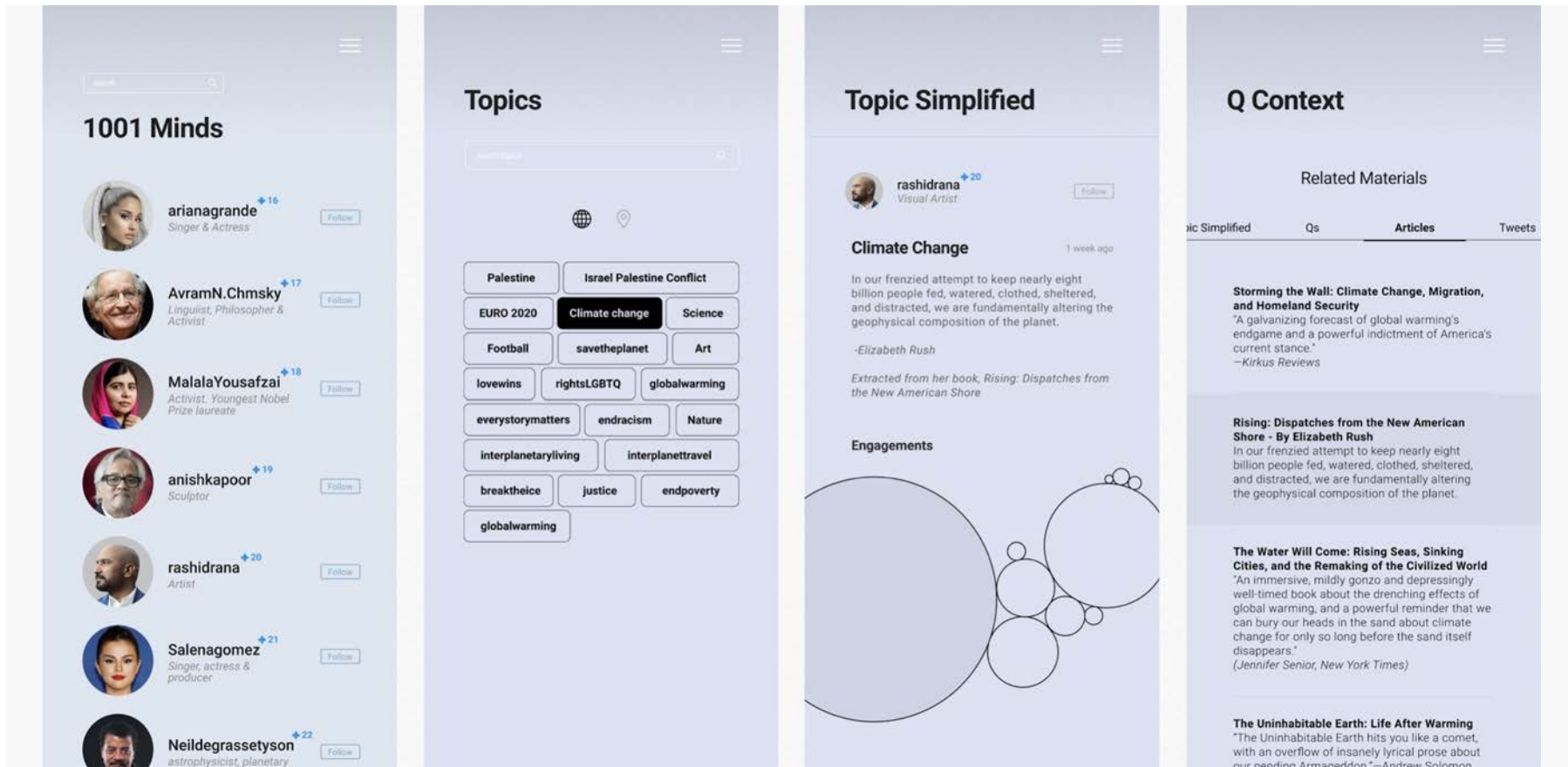
<https://www.nytimes.com/2018/08/17/books/review/rising-elizabeth-rush.html>

<https://coloradoreview.colostate.edu/reviews/rising-dispatches-from-the-new-american-shore/>

<https://ribook.org/rising-dispatches-from-the-new-american-shore/>

Contributors





THANK YOU



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