





**Lahore Design Studio** 



Creative Design & Branding

## **AGENCY PROFILE**



# STATEMENT OF CONFIDENTIALITY.

This portfolio and supporting materials contain confidential and proprietary business information of Lahore Design Studio (LDS). 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** 



LDS 9 Creative Design & Branding

## **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 had the pleasure of serving clients, both local and international, in the UK, USA, Pakistan, and Singapore. Our clientele encompasses startups, tech companies, educational institutions, and art organizations.

#### 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.

## **Core Values.**

We have identified five fundamental values that encapsulate the 'DOT IDEAL.' Each letter of the abbreviation I.D.E.A.L represents an essential principle - **Innovation**, **Dependability**, **Ethical Business**, **Accountability**, and Leadership. These principles are the cornerstone of our local corporate culture and guide our conduct, our company, and our relationship with our communities.

# Philosophy.

We at LDS 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 inspire our community to understand the importance of excellent design. Being one of the top design studio in Pakistan with a varied clientele that includes both tiny startups and major enterprises makes us proud. We are appreciative of the chance to work together with our clients and support their commercial and artistic objectives through superb design.

# HOW WE CAN HELP



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# **Brand Development.**

#### A BRAND IDENTITY

The way you present yourself or your business is crucial for achieving success. We refers to the unique characteristics and elements that distinguish a brand from its competitors. Our services include designing logos, marketing materials, brand guidelines, product design, and packaging to give you a unique identity.

#### **BRAND STRATEGY**

A well-planned strategy is the backbone of a successful brand. Even if the product or service has the potential for immediate success, a brand can fail without a proper strategy. The foundation of effective brand communication is a strong brand strategy that considers the brand's core values, benefits, personality, and essence.

#### **PRINT & PACKAGING**

In today's world, it's crucial to have a high-quality brand and product presentation. We examine every aspect, from business cards to product packaging, to provide distinct print and packaging solutions that accurately reflect your brand and showcase it in the best possible light.

#### **TOOLKIT AND GUIDELINES**

Creating Toolkits and Guidelines for our clients that allow them to deliver consistent marketing communications is vital to any effective brand and business. We work closely with clients to ensure that they have a suite of assets that can be rolled out across any brand small or large to ensure long term effectiveness.

# Digital.

Our approach to digital is unique. We customize all our services according to the specific needs of each brand. We take pride in creating personalized online experiences using the latest technologies, ranging from websites to social media campaigns.

#### **DIGITAL STRATEGY**

Transforming a business strategy into a digital strategy can be more complex than it appears. To ensure your brand continues to succeed online, we work closely with our digital team to gain a thorough understanding of your business and create a comprehensive strategic plan.

#### **WEB DESIGN & BUILD**

We work hand in hand with your digital and business strategy to produce websites that effectively communicate your brand story and message. Our websites are unique to each client, and we do not use templates or creative limitations.

#### **SOCIAL MEDIA**

With our proficiency in the digital realm, we employ social media platforms to distribute captivating and shareable content across multiple channels and touchpoints. We possess the knowledge to incorporate social media channels to broaden your audience and enhance conversions, guaranteeing that your brand remains distinctive among rivals.

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# 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.



## **Team**



**Muhammad Rizwan** Creative Strategist / Manager



**Naveed Ahmed** Principal Software Engineer



Hassaan Mehmood 2D Animator / Illustrator



Faizan Zahid Account Manager



**Muhammad Akram** Developer



Usama Mehboob Graphic Designer



**Umer Naseer** 3D Artist



**Imran Javeed** Video Editor



**Mudassar Ahmed** IT Manager

## **Brave Brands.**



























# WE **TAKE** GREAT **PRIDE**

**PAST AND RECENT WORK** 

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Cases for brave brands

# **Brand Development.**

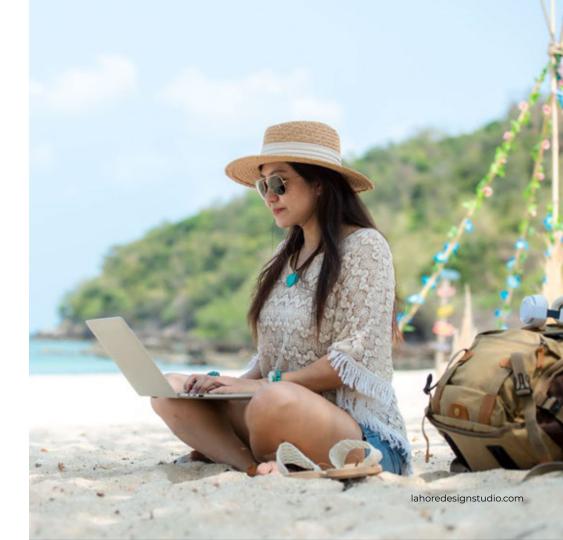
We work with individuals and businesses from the ground up creating bespoke design assets, from logo design, marketing materials and brand guidelines through to product design, packaging and eCommerce.



### 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

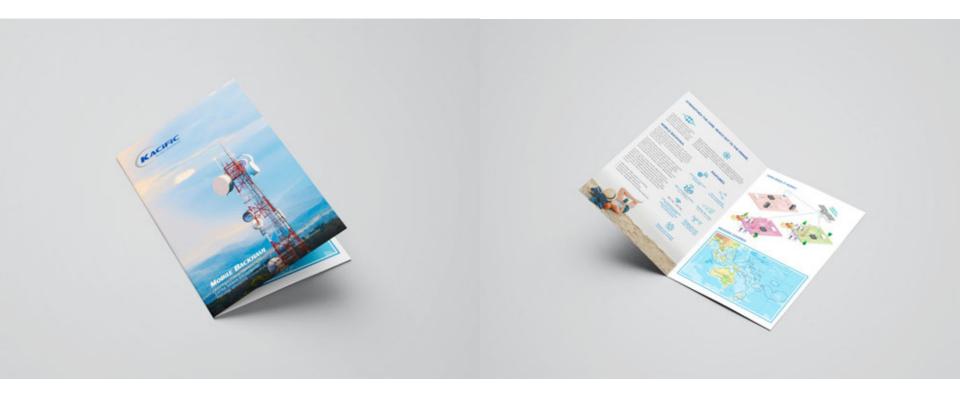


#### Dish antenna package design



Creative Design & Branding

#### Brochures and flyers

















KACIFICI FORCE FOR GOOD

We are very proud to have

# SENT TWO LOGOS IN SPACE.



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lahoredesignstudio.com





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.









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Various other event graphics and videos



#### Partner's campaigns and activations





#### Partner's campaigns and activations





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#### Partner's campaigns and activations









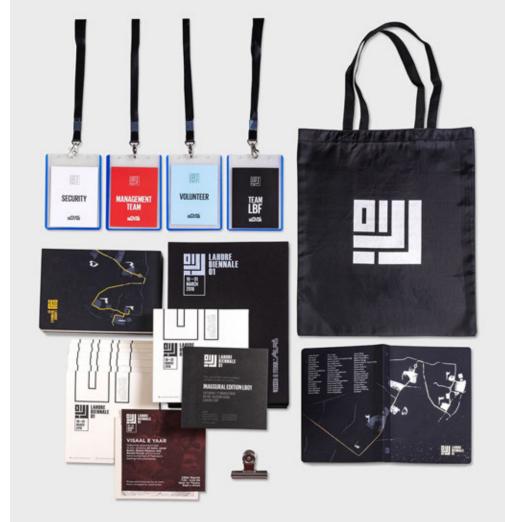
### Lahore **Biennale** 01 & 02

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







LAHORE BIENNALE

18-31 MARCH 2018

TIPLE DELEGATE



LAHORE BIENNALE

18-31 MARCH 2018 ۱۸ تا ۳۱ مارچ ۲۰۱۸

SHEKR O FUNN



LAHORE BIENNALE

18-31 MARCH 2018 ۱۸ تا ۳۱ مارچ ۲۰۱۸

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CONTRIBUTED TO FUNN



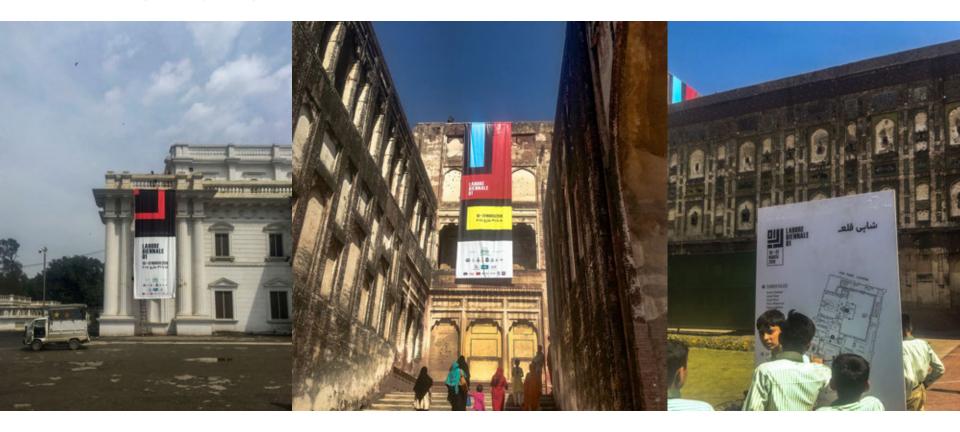








#### On-site branding and wayfinding solutions







2nd Edition of Lahore Biennale inspired by city pop culture

# Bilingual Design.





Publication and print materials

# Making it relevant.







LDS 

Creative Design & Branding

## Carnegie Mellon University

School of Architecture

# 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.



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# **Experimental Approach**







Case Studies

Conversations

SOUTH ASIAN

#### **DRIVING THE CLIMATE** CHANGE CONVERSATION

Environment in South Asia

SOUTH ASIAN URBAN CLIMATES

Krithika Srinivasan

Maan Barua

Nikhil Anand

Harshavardhan Bh

Waqas Butt

Susmita Rishi

Anu Sabhlok

Shweta Wagh

Yaffa Truelove

Shruti Syal

Siddharth Menon

Nausheen Anwar

## **Publications**

Conversations

Case Studie Teaching







Urban Climates: Power, Developr Environment in South Asia







Home page



Cambridge Workshop -Urban Climates: Power





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, Cambridge, CB3 9DT

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



Various web pages









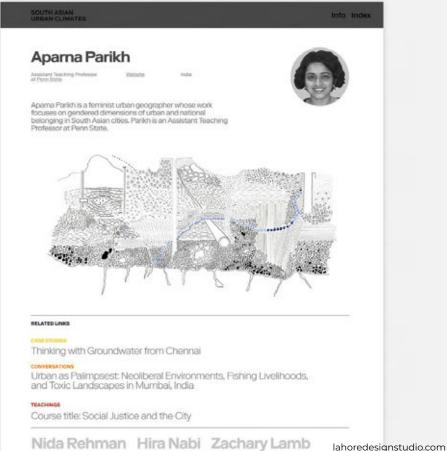




LDS 2 Creative Design & Branding

### Various web pages





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

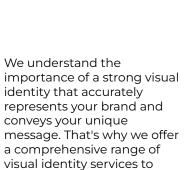


Visual identity and on-site event branding

# Keep it simple.



The process of creating brand elements and identity

































































audience.

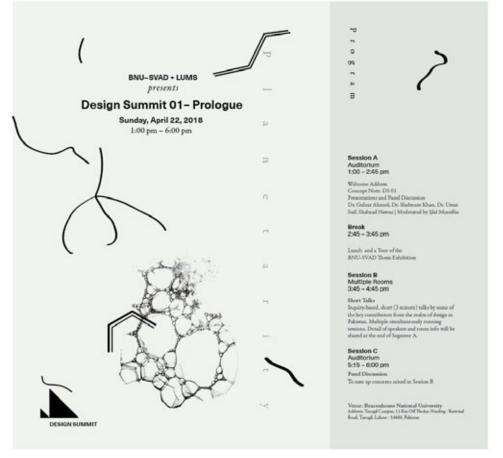
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ensure that your brand stands

out from the competition and connects with your target

Visual elements









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### Publication





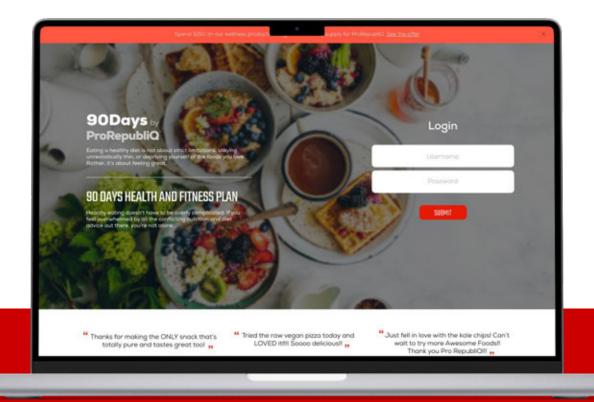


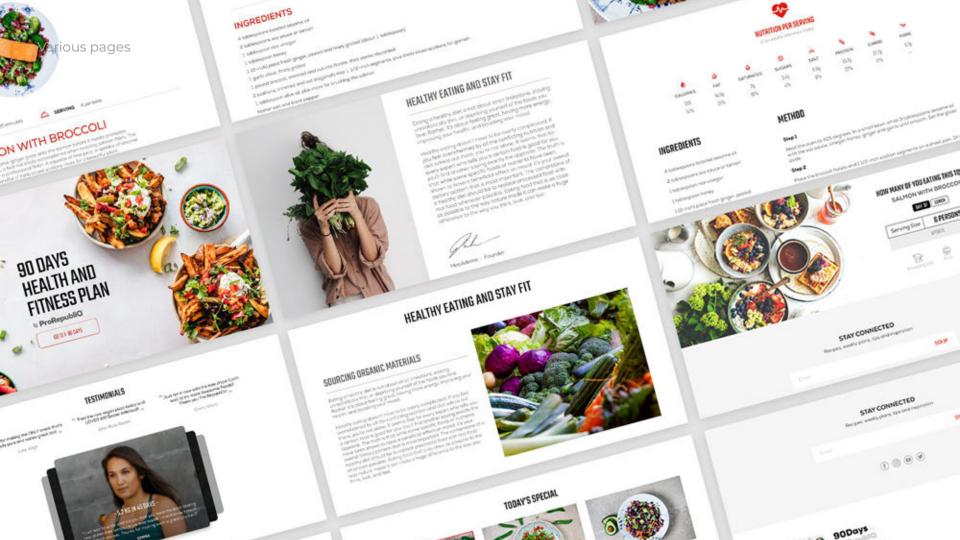


# Website Design & Development

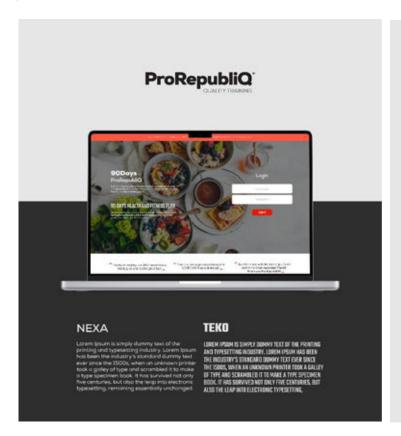
In order to best represent its brand image, this health and fitness gym website design combines clean aesthetics with an easy-to-use interface for optimal functionality. Customized nutrition programs and workout regimens are emphasized throughout the site as well. Signing up for membership and creating 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.

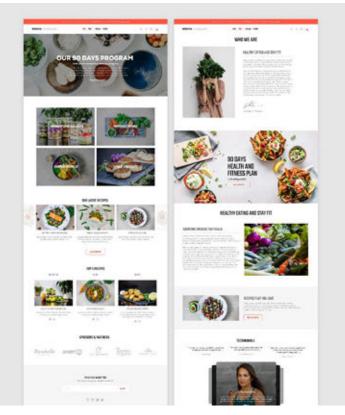






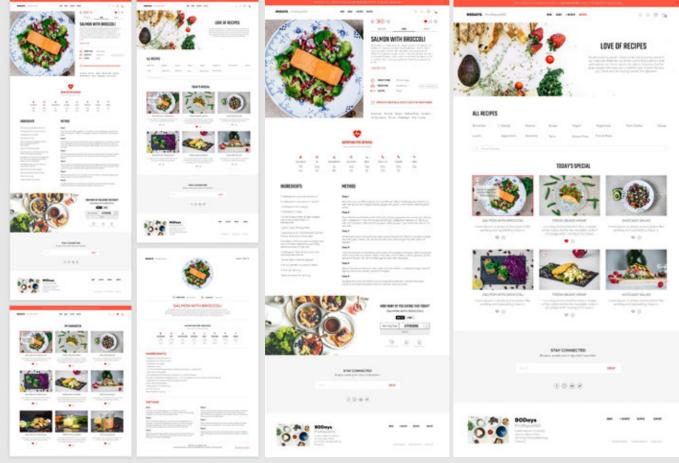
### Various pages





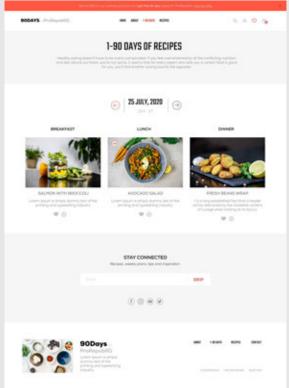
LDS ② Creative Design & Branding

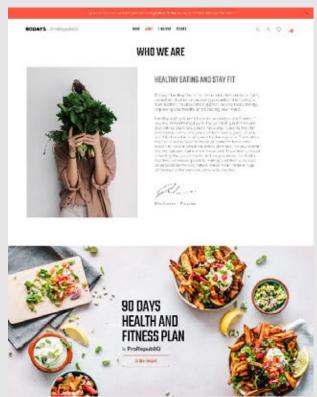
Various pages

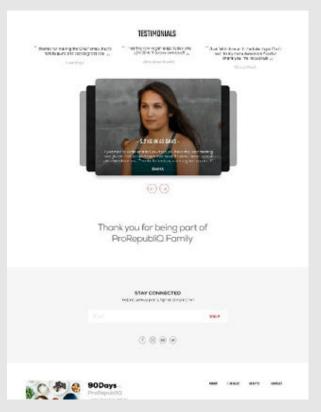


LDS ② Creative Design & Branding

#### Various pages







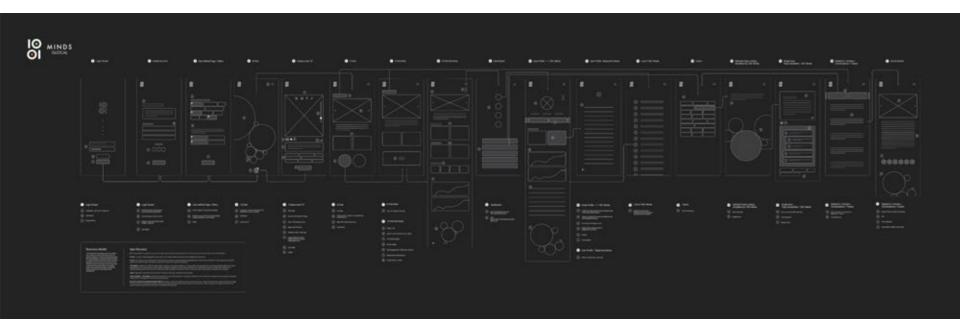


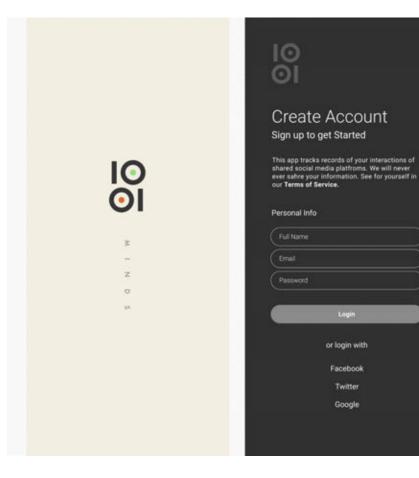
## Mobile App Concept

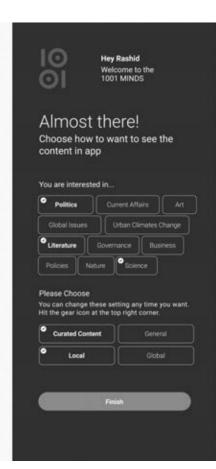
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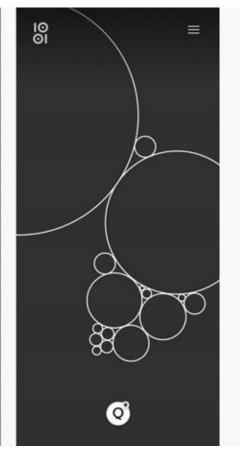


## Process followed.











Can Israel be classified as and apartheid state on the basisi 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?

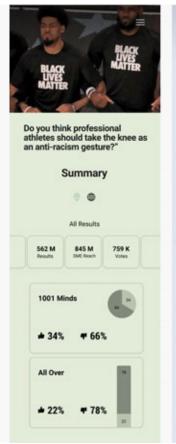




Was Naomi Osaka's withdrawal from the French Open due to anxieties related to media engagements justified?"



LDS ② Creative Design & Branding

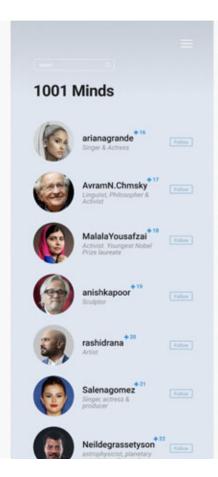




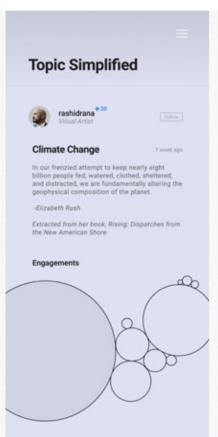


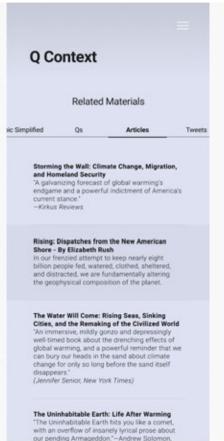












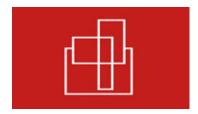
## **SERVICES SUMMARY**

## Corporate 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.

# Visual 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.

## 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.

Creative Design & Branding

## **SERVICES SUMMARY**

## 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.

# THANK YOU

#### **UNITED KINGDOM**

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#### **PAKISTAN**

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