

 **DUMSDESIGN**
ART'S MANAGEMENT & THE ART OF MANAGEMENT

O F E R T A B R A N D I N G

2017

CE FACEM?

DUMS Design va ofera servicii complete de:

- Branding si Rebranding
- Grafica Publicitara
- Design de Produs
- Web Design
- Planuri de Afacere
- PR si comunicare de piata
- Analiza
- Strategie

CINE FACE?

Pentru Branding si Rebranding lucram in colaborare cu:

- conf. dr. univ. Luminita Serbulescu, fost profesor de Managementul Marcii si al Imaginii de Marca si Managementul Calitatii
- Selena Diana Arsene - Senior PR
- AS Designer - Senior Graphic & Web designer, autor premiat de articole de Marketing si Management.

CE OFERIM?

In cele ce urmeaza va vom prezenta 3 pachete de servicii de Branding si Rebranding pe diferite nivele de complexitate:

- High End
- Middle Ground
- Start-up

HIGH END

Pachetul High-End este adresat in principal unui mediu competitiv dinamic si aglomerat si clientilor care vor sa isi duca afacerea la un urmator nivel

- Analiza mediului competitiv local
- Diferentiere generala in baza analizei si formulare valori
- Analiza targetului si definirea principalelor segmente de piata
- Previziuni tendinte viitoare
- 3 variante de design conform FDI
- Branding Guidelines
- Imagery Concept
- Design blog si guideliness
- Branding stationery + oferta tipografiilor partenere
- Design pagina Social Media si Social Media guidelines si support
- Campanie Social Media
- Campanie Off-set – inginerie si planificare

P R E T

300 EUR

Preturile sunt calculate in functie de dificultatea maxima a unui proiect. Pentru o ofertare corecta nu exitati sa ne contactati.

MIDDLE GROUND

Pachetul Middle Ground imbina mai multe elemente de PR si marketing pentru un rezultat profesionist:

- Analiza mediului competitiv local – competitor principali
- Diferentiere de baza in baza analizei si formulare valori
- Analiza targetului si definirea principalelor segmente de piata
- 3 variante de design conform FDI
- Branding Guidelines
- Imagery Concept
- Branding stationery + oferta tipografiilor partenere
- Design pagina Social Media

P R E T
220 EUR

Preturile sunt calculate in functie de dificultatea maxima a unui proiect. Pentru o ofertare corecta nu ezitati sa ne contactati.

START - UP

Oferta Start-up este pachetul nostru basic pentru business si include:

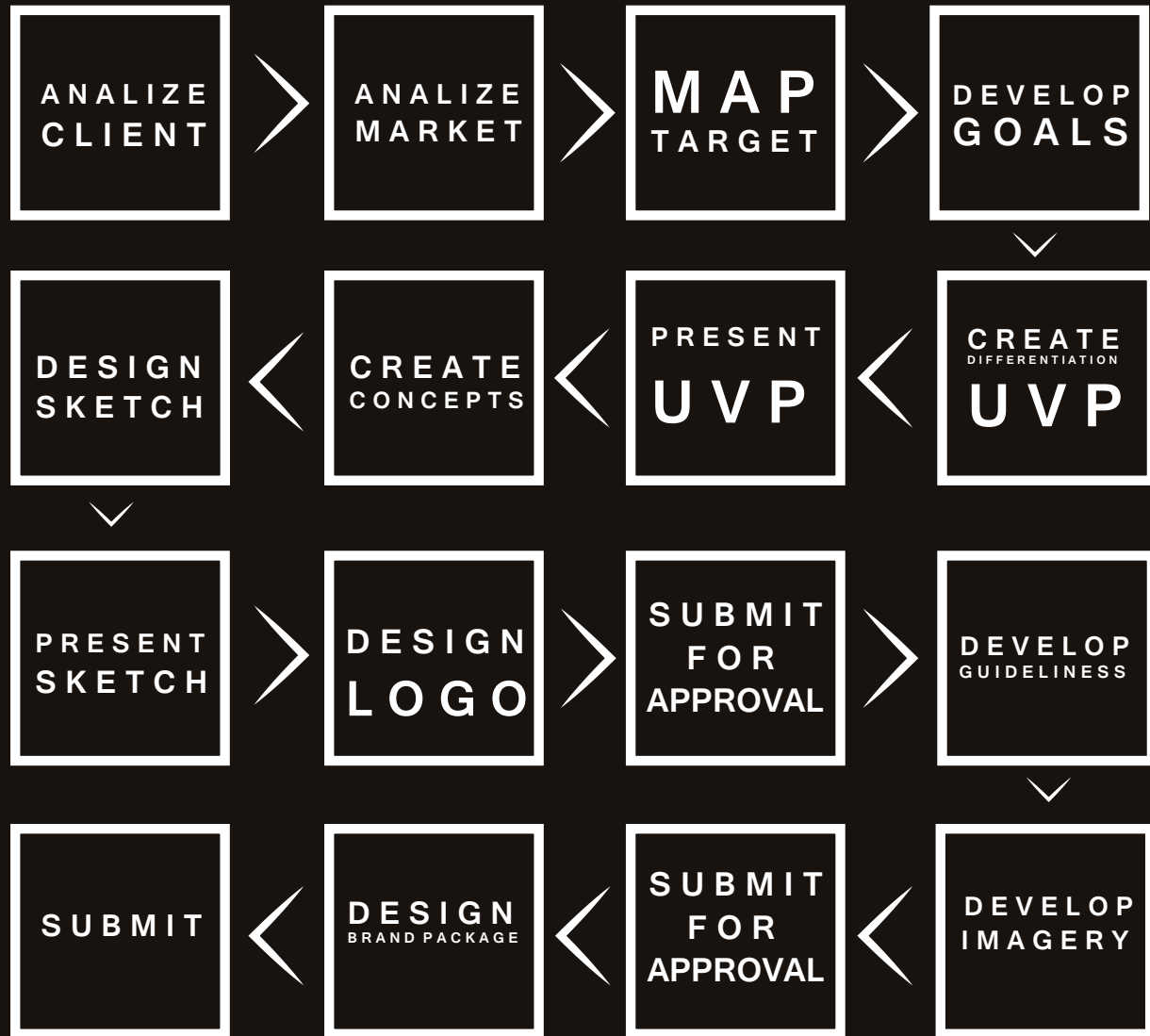
- Analiza mediului competitiv local – 1 competitor principal
- Diferentiere de baza in baza analizei si formulare UVP principal
- 3 variante de design conform FDI
- Branding Guidelines
- Imagery Concept
- Branding stationery + oferta tipografiilor partenere

P R E T

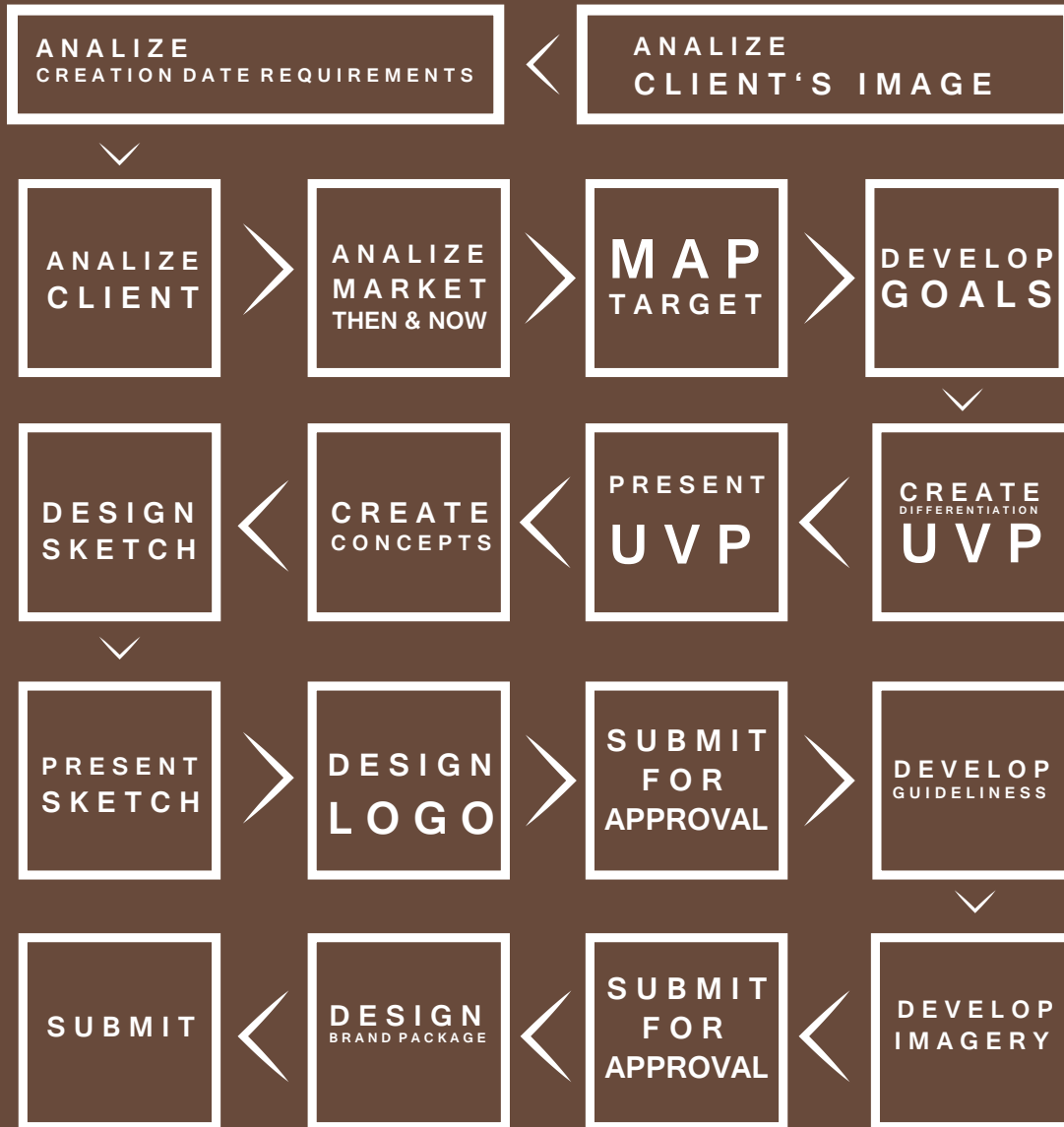
175 EUR

Preturile sunt calculate in functie de dificultatea maxima a unui proiect. Pentru o ofertare corecta nu exitati sa ne contactati.

LOGO DESIGN WORKFLOW



LOGO RE-DESIGN WORKFLOW



LEGALLY
BULLETPROOF THROUGH CTA



You can feel safe with us!
We always present our clients with Copyright Transfer Agreements at the end of the design process, so that they are the legal owners of the product in full right. We do this because we respect our work and we treat it as every industrial property should be treated - as an asset.

UNIQUE
DESIGN ALWAYS*



We make sure you feel and look unique!
We have a fairly complicated design process that involves market research, target market definition, business plan consultancy and UVP creation. Now, we do so, in an attempt to ensure that we understand our clients and their target market understands them as well as we do. And we couldn't achieve this result using templates.

* We never use templates for our websites - we provide an unique personalized product, tailored to the specific need and CDP our clients desire.

HIGH
EXPERTISE IN ALL AREAS.



Your Brand. By professionals
The people we collaborate and work with are highly skilled professionals and even Professors of Economics, Branding and Quality Management. The other people you can work with have probably been trained by the people we do work with.

DEDICATED
PHOTOGRAPHY MADE BY US.



No more worries about stock content!
Stock photos can be bought by anyone, anywhere in no time and they add up to your design bill. We provide you product photography, location and thematic photography and organize specialized sessions where we can - providing you with unique, personalized content.

FUNCTIONAL[®]
DESIGN & CONTENT



Our work promotes itself
We have created the formula that calculates the market efficiency of a design - so you can rest assured that your design is the best one you can get (marketwise). The content and web design mockups we create are 100% adapted to SEO needs of our PR experts.

GLOBAL
VIEW OVERALL COVERAGE.



Bring your services to us and worry no more!
We deal with everything from Business Plans to Events promo and media coverage. The fact that we master the creation and promotion processes gives us a lead in the design industry - we understand not only the design side, but also the side of the developer and the PR.

INTERNATIONAL
EXPERIENCE.



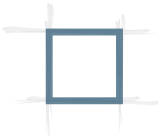
Ever wanted to be listed among the top brands?
Our experience on the market spreads to almost 20 countries from all the continents of the globe. This means we understand and can adapt to any cultural differences and trends and we need to keep in touch with the latest news on our areas of activity.

TRADITIONAL
ARTISTS UNIQUE WORKS.



Your design - a work of art
Our artists can use the pencil on paper, as well as canvas and a wide range of materials. This means they are all trained professionals that have gone through intensive years of study, mastering concepts such as chromatic, aesthetic, graphic signs meaning and compositional balance.

RESEARCH
BEFORE, EVERYTIME.



We can give you answers before you even ask!
Research is a key part of our decisional process. How can we help you establish your products or chose a color scheme for your brand if we do not know the specifications of your target market? Thankfully, we do research.

CERTIFIED
QUALITY & EXPERTISE.



Your brand, certified!
Our certifications are what guarantees you the quality of our work. They also apply to your brand as well, guaranteeing your clients your mark of quality

Applies to CDP and Marketing Consultancy services.



visit our website at: www.full-design.ro



Write us a message at:
contact@full-design.ro



Let's talk Business at:
0040-730-735-668



Pay us a visit in:
Bucharest, RO

