

**Pronunciation: /brand/**

*noun*

A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image.

**and we illuminate brands**



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# Welcome.

you just made your first step

We are full service branding agency based in Mumbai - India, delivering solutions for branding, identity strategy and visual communications for actual and future clients.

FIRE BRANDS was created out of the belief that in order for you to reach your full potential you must be noticed.

What does that mean? Well it simply means we have the ability, resources and experience to execute your branding requirement.

**Its important to be noticed, for YOU and for US.**



# We illuminate brands.

we seriously do

It's like your clothing, FIRE BRANDS takes consummate care of the entire domain of visual identity, We work to discover tyefaces, symbols, colors and style that effectively translate your company, service or product essence into visible, memorable and touchable reality.

**A brand needs to speak for you, who you are, what do you want and why do you represent the right choice for your clients.**

## **Strategy**

- Identity / Brand auditing
- Brand strategy development
- Communication strategy

## **Verbal identity**

- Corporate / Brand names
- Slogans / Tag lines

## **Visual identity**

- Basic applications
- Stationery
- Folder design
- Flyer design
- Brochure design
- Newsletter design

## **Brand Management**

- Brand Manual (Guidelines & Standards)

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# How we work.

the process

Branding  
Planner

Online  
Research

Color  
Research

Unique  
Custom  
Design

Unlimited  
Revisions

100%  
Satisfaction

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# Why us.

why, why, why?

## 5 Principles we follow for Effective Branding

Simple

Memorable

Timeless

Versatile

Appropriate

Before we design a logo, we try and understand what a logo is, what it represents and what it is supposed to do.

A logo is for inspiring trust, recognition and admiration for a company or product, it's a face value of the company.

### A logo must be timeless

An effective logo should be timeless – that is, it will stand the test of time. Will the logo still be effective in 10, 20, 50 years?

### A logo must be versatile

An effective logo should be able to work across a variety of mediums and applications. For this reason we design logo in vector format, to ensure that it can be scaled to any size. The logo must work in just one colour too.

### A logo must be simple

A simple logo design allows for easy recognition and allows the logo to be versatile & memorable.

### A logo must be memorable

Following closely behind the principle of simplicity, is that of memorability. An effective logo design should be memorable and this is achieved by having a simple, yet, appropriate logo.

### A logo must be appropriate

How you position the logo should be appropriate for its intended purpose. For example, if you are designing a logo for children's toys store, it would be appropriate to use a childish font & color scheme. This would not be so appropriate for a law firm.



# Contact.

happy branding

If you think that our agency is good for you or you want to ask us anything, contact us.

You prefer writing? Write to us, Important is that we are ready for you.

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Thankyou