

# *Saiira Arts*

**CREATIVE CORPORATE BRANDING**

*"We design to make your brand look Divine"*

*"We design to make it Divine"*

Hi!

## About Us

We are here to generate your very own **Branding Force**. In an era that has redefined the ways in which consumers interact, get informed and then buy, we make sure that you get **plugged into the full potential of online communication**.

**We get your message out, we make it spread down every channel.** Together, we'll produce digital communication with a force that draws in the clients, irresistibly.

We are a **South-Indian based firm** delivering solid, cutting-edge technology, with a close attention to design, so as to sublimate your identity and guide your clients with ease to your goods and services.





E-marketing



World-Class  
Technology



Services



Digital  
Strategy



Exemplary  
Printing

# Concept Identification

At the heart of a powerful brand lies a promise.

The challenge consists in defining that promise clearly and making it obvious to your target audience, both in your communication and through all your actions.

We get to the core of your brand identity and highlight that promise. It is the CONCEPT that will guide the creative approach, giving your communication it full force.



## Logo Creation

A great logo is vital to your company for many different reasons. It allows you to communicate with your clients and/or potential clients uniquely, making the experience very personal.

A logo can give consumers insight into the essence of your business while making your brand instantly recognizable to the end viewer. Plus, a good visual mark or type treatment makes your company more memorable, especially for people who learn better visually than otherwise.



## Digital Magazine

The digital magazine does not aim to be a replacement of print, its the hyperactive, exciting younger brother who appeals to todays content-hungry users.

Whats so great about digital magazines? They are:

- **Real-time** - post news when it happens, not the following week
- **Interactive** - you can draw users to wherever you want them via links
- **Content-rich** - keep your users interested, theyll keep coming back
- **Search-engine** friendly - thats a huge added-value
- **Cost-effective** and ecological - its good to save on paper!

## Web Design

Your web site is your window to the world. You are showcasing your identity, your products, your expertise

All this will be assessed by your visitors, within just a few seconds.

Your web site must be both **effective** and **unforgettable**.

We have built up our expertise over years. We analyse your project in detail, in order to bring you a **complete offering** that integrates every essential aspect:

- A strong visual identity
- The right first impression
- Ergonomics
- Ease and speed



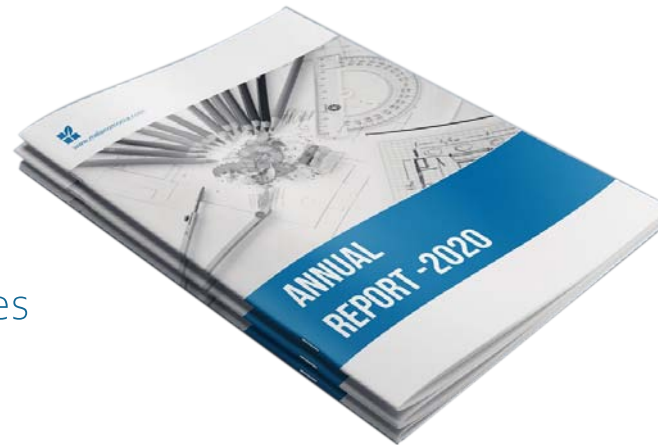
# Exemplary Printing

The design work done for your digital communication does not have to remain virtual.

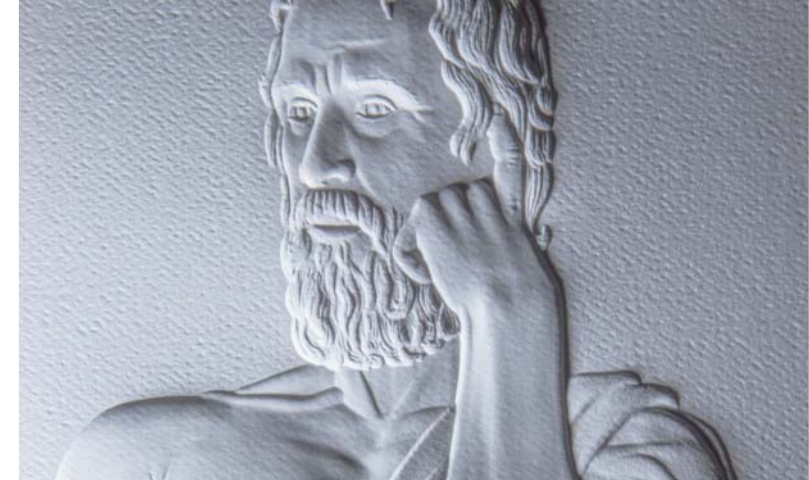
It makes sense to have one agency working on your overall communication, following an integrated strategy.

We have specialist graphic designers able to produce artwork for an array of communication materials:

- Booklets
- Brochures
- Annual reports
- Folders & Certificates
- Calendars
- Paper bags
- Letterheads & Envelopes
- Packaging boxes
- Posters & Danglers



# Unique Premium Effects



From digital to print, we spread the force of your communication.



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சனிக்கிழமை	ஞாயிறு	திங்கள்	திருவாரூர்	வெள்ளி	சனிக்கிழமை	ஞாயிறு
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2	3	4	5	6
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



# Creative Works



# Saira Arts

CREATIVE CORPORATE BRANDING



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