



Rezayat Information Technology and Communications Company

DESIGN SERVICES

'Good Design Is Good Business.'

Thomas Watson,



01

CORPORATE
IDENTITY




02

PRINT
BASED



03

SCREEN
BASED



THE VISUAL IDENTITY WE CREATE FOR YOUR COMPANY OR BRAND GIVES A GLOBAL IMPRESSION FORMED IN THE MINDS OF YOUR CUSTOMERS. IT IS THE IMAGE WHICH THE PUBLIC WILL RECOGNIZE TO IDENTIFY YOUR COMPANY OR BRAND. AN IDENTITY WILL GIVE YOUR VENTURE AN IMAGE WHICH WILL DIFFERENTIATE THE COMPANY FROM ALL YOUR COMPETITORS. THIS ENSURES STRONG RELATIONSHIPS WITH YOUR CUSTOMERS, INSPIRING THEM TO TRUST AND RESPECT THE COMPANY IN THE LONG TERM.

01.1 Corporate Identity

A visual message that reflects the image of a company to create a globally consistent and recognized identity.

- Logo Design
- Business Card
- Letterhead
- Envelope
- Identity Guidelines
- Folder Design
- Notepad
- Invoice | Memo
- ID Tags
- Signage | Boards
- Promotional Items
- Greeting Cards

01.2 Branding

A visual message that reflects the image of a product to create a unique and recognized identity.

- Logo Design
- Identity Guidelines
- Signage | Boards
- Promotional Items

Stationary Design

A family of elements based on the identity of the company. Stationary Design refers to business cards, envelopes, letterheads, invoice, fax and receipt papers.

Identity Guidelines

A document that explains how the logo should be used, taking into considerations the guidelines of the identity. For instance, a basic explanation of how and when to use the logo.

Signage & Boards

We design interior and exterior professional signage to enhance your company's image. We design residential and commercial signs, vehicle wraps & digital imaging and more

01.1 Business Improvement Group | BIG Logo & Stationery Design



- **Brief**

'Business Improvement Group' or BIG, are a new consultancy company whose services are directed to Rezayat Group.

- **Concept**

The logo professionally shows the three main qualities of BIG through an icon representing three interacting circles.

01.2 Rezayat Catering & Subdivisions

Sequential Logo Design



- **Brief**

Rezayat Catering, Rezayat Cleaning, Rezayat Maintenance and Rezayat Ground Maintenance are related companies offering a wide range of services.

- **Concept**

The visual solution is four unique and special logos, that keep however the same style and identity and are related.

WE COMMUNICATE AND DESIGN INTERESTING CONCEPTS THROUGH UNDERSTANDING AND RESEARCH ABOUT YOUR COMPANY OR YOUR PRODUCT .WE INTEGRATE THAT CONCEPT INTO EVERYTHING THAT REPRESENTS YOUR COMPANY, FROM ADVERTISING CAMPAIGNS TO EYE CATCHING PACKAGES.PRINT WORKS CAPTURE THE ATTENTION AND IMAGINATION OF TARGETED CUSTOMERS, AND CREATE BRAND CONSISTENCY ACROSS PRODUCT LINES.

02.1 Advertising Campaigns

Solutions to advertise and market the image of the company through a concept, which will be implemented on a series of identifying materials:

- Banners | Billboards
- Booklets | Leaflets
- Brochures | Catalogue | Magazine
- Layouts
- Flyers | Invitation Cards
- Unipoles

02.2 Packaging Design

To attract the audience and convey a brand's value, a package should be exciting and eye-catching for international product marketing purposes.

- Bag Design
- Box Design
- CD Covers
- Folder Design
- Label Design

02.3 Photo Retouching

Quality retouching to give more value to an image.

- Photo-Montage
- Photo Enhancement



02

PRINT
BASED

02.1 Rezayat Catering

Promotional Banners



- **Brief**

Rezayat Catering requested a series of promotional banners to display at their different locations to promote the company.

- **Concept**

The solution is aesthetically attractive banners that are effective in communicating the business and marketing message behind them.

02.2 Rezayat Cleaning Promotional Leaflets



• Brief

Rezayat Cleaning requested from RITCCO to design promotional leaflets showcasing their different services and contact info.

• Concept

The solution is a friendly and fresh leaflet in two different sizes that is appealing to the viewers and clearly states their services.

THE SCREEN BASED DESIGNS WE CREATE IS TO ATTRACT USERS AND TARGET THEM TO A CERTAIN POINT. FOR INSTANCE, WE CREATE LAYOUTS THAT ARE USER FRIENDLY AND AT THE SAME TIME MARKET A CERTAIN IMAGE. OUR DIGITAL DESIGN SERVICES ARE HIGHLY QUALIFIED THROUGH TAKING INTO CONSIDERATION THE IDENTITY OF YOUR COMPANY. OUR DIGITAL DESIGN DEPARTMENT IS DIVIDED INTO SEVERAL SECTORS.

03.1 [Web Applications](#)

Solutions to expose your company profile globally. Building applications from scratch or update your existing one.

- Websites
- Custom Applications
- Portals
- Intranets
- Extranets

03.2 [Training Materials](#)

Everything you need to train and develop your business team.

- Product Manuals
- User Manuals
- Training Manuals

03.3 [Presentations](#)

A powerful gathered information to inform, interact and engage the audience.

- Portfolio Presentations
- Power Point Presentations
- Flash Presentations
- Interactive CDs



03

SCREEN
BASED

03.1 Rezayat Catering Website Design



• Brief

Design an informative website about Rezayat Catering and its different types of services.

• Concept

The website is visually attractive as well as functional in the navigation and information layout and communication.

03.1 Rezayat Trading Website Design



• Brief

Redesign of the Rezayat Trading website, highlighting their different types of services.

• Concept

The website emphasizes the main sectors of the company

03.1 RITCCO Website Design



- **Brief**
Website Design for
Rezayat Information Technology
& Communications Company.

- **Concept**
The website conveys the RITCCO
identity through consistent
visuals and reveals the services
the company offers.

03.2 RITCCO & Rezayat Trading Company

Greeting e-Cards



• Brief

Design corporate greeting cards for the Eid and for Season's greetings/occasional.

• Concept

Aesthetically pleasing cards were designed that clearly communicate the desired message.

03

SCREEN
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