

# Visual Communication

## graphic design & branding

How your company, its products and services visually communicates to your customers is an important facet of marketing success. Kinetic Design have intimate understanding of developing visual language and we have the experience to help your company stand above your competitors. Our graphic design services include corporate identity development, branding, concept and art direction development for brochure design, poster and billboard design, typography, press advertising and traditional and new media direct marketing.

### Graphic Design

Creating visually pleasing designs grab your audiences attention to deliver your message. It is a competitive market, and having a great product is simply not enough. Your customers need to understand why and how. Don't be afraid to rely on visual communication to entertain and education your customers, it is stimulating and effective.

Essentially, creative beautiful graphic design will build brand recognition, add value to your brand and there can be little doubt that, ultimately it will lead to a more successful business culture.

As the name suggests the core of Kinetic Design was built on creating stunning graphic design solutions in traditional mediums; brochures, corporate identities and press advertising. Today, though on a smaller scale we continue solve these problems with a high degree of success, efficiency and creativity.

### Brand Values, Strength & Consumer Perception

What makes some brands more successful than others? Ultimately the strength of a brand influences its perception by consumers. Looking at huge retail brands like Nike it is obviously to see.

What can you do to build strength in your organisation? Strength comes from the of your branding. A cohesive approach with the co-ordinated communication will create a unique identity and ultimately branding 'personality'. Customers will associate with brands that appeal to them, adventurous, loud, stylish, rugged or just trendy; a simple, strong and concise message is required.

An important factor in brand success, is courage. If your brand has inherent strength, be bold and believe in it. You and your staff will have the strength to maintain your vision and allow it to evolve and grow. Beware uncertainty or mixed messages, it will dilute the strength of any brand.

Kinetic Design can build your brand through strong positive solutions. The strength of your brand will empower your staff, create a common honest belief and ownership along the path to success.

### Traditional and New Media

Kinetic Design have the experience to design and develop marketing solutions for new and old media alike. Creating a cohesive marketing blend that transcends different media is where we specialise.

The business world is ever evolving and opportunities are presented to us on an almost daily basis. It is important to be prepared to reach customers where we haven't in the past. Adoption of new media increases the need for businesses to have an suitable and effect presence in their marketing mix.

The beauty of the internet is the inter-activity it brings. This allows business to solve marketing and non-marketing issues within the same application.

Kinetic Design develops business solutions with multiple function through the use of the web applications. Examples include integrated CRM database within a corporate website with email direct marketing facility. Possibilities are only limited by your imagination.

## Marketing

The primary objective of successful marketing is to communicate with your potential customers, let them know you exist, have great products and where to get them. It is that simple. But how is this achieved?

Not all companies can afford the high impact full page press advertising or television advertising and the chances are, it may not be suitable anyway. Success marketing is about creating a suitable 'marketing mix'.

All external communication points of a company represent items in the marketing mix. How well these communicate to your customers will determine the success for your businesses marketing.

Kinetic Design will help create uniform messages for your business. Direct and visual communications, creating a synergy with the use of colour, imagery and typography with your corporate communications plays a large part in an effective marketing mix.

Our Graphic Design Services Include

- Logo Design and Corporate Identity Development
- Corporate Style Guides and Signage Design
- Web Site & Application Design
- Poster and Billboard Design
- Press Advertising Design
- Packaging Design
- Brochure Design



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