

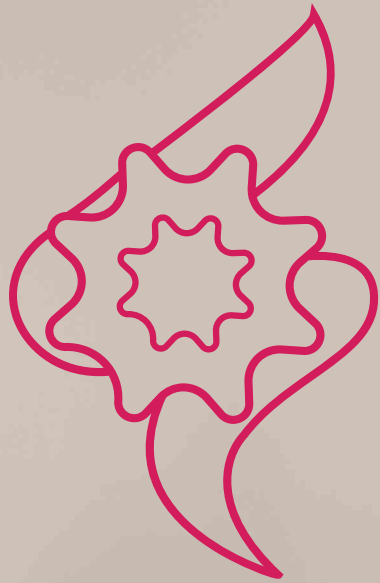
TDS Graphics

THE BRANDING AGENCY

BRAND BOOK

SUMMARY





THE BRANDING AGENCY

THIS IS **TDS GRAPHICS**



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OUR BACKGROUND

We believe in building powerful and strong reliable brands. That's been our aim since 2017, when we launched our client-based services and products. To help our clients solve their business problems and accelerate business growth, we first took some time to understand that each company or organization has a culture, a vision, an identity which defines it and makes it unique.

We believe in products and services differentiation and that has been our focus for the past 6 years. As we went online and expanded into a branding and marketing agency, we stayed true to only working with the best.

We have accomplished a good name in the industry by being a loyal 'brand' since we have been identified for a lot of very good services.

TDS Graphics is a branding and marketing agency that practically understands that each company or organisation has a culture, a vision, an identity, a soul, which defines it and makes it unique - and so every business matters.

For the last 6 years, TDS Graphics has been focused on guiding and assisting entrepreneurs and young start-ups with building forward brands that accelerate business growth effectively.

Our mission is to create unique eye-catching brand identities sending a strong reliable business message to customers.

That is what we known for and that's what we do best.



**OUR
STORY**

THE BRAND





We create memorable brand identities that highly communicate core values, brand personality and position.

WHO WE ARE

We are a brand for unique brands.

WHO WE SERVE

Entrepreneurs . Creators . Corporate Brands

WHY WE EXIST

We create unique eye-catching brand identities.

WHAT WE DO

We shape how brands communicate on the market.



We are all about building productive ecosystems to accelerate and forward brand growth.

HOW WE BEHAVE

Innovative . Productive . Creative

OUR BRAND PERSONALITY

Reliable . Intelligent . Expert

OUR VOICE

Confident . Enthusiastic . Polite

OUR BELIEFS

Authenticity . Consistency . Durability . Uniqueness . Experience

TDS Graphics

SERVICES
AND
PRODUCTS



THE BRANDING AGENCY

There are many ways of networking finding people interested in your brand or product.

We have invested in building strategies that will guarantee good results and brand's lifetime success.



BRAND STRATEGY

- Brand Positioning
- Purpose
- Messaging
- Brand Architecture
- Brand Naming



BRAND IDENTITY

- Visual Identity
- Logo Suite
- Brand Story
- Brand Voice
- Brand Guidelines



SOCIAL MEDIA

- Pages Creation
- Content Strategy
- Pages Optimization
- Pages Management
- Post Designs

As **DESIGNERS** we create harmonious displays that convey information and send a strong message, attract viewers, and very effectively beautiful.

The fundamental principle of good development and design is to understand your users or customers, they are the people who will actually be using or interacting with your the brand.

What are they looking for?

What are their objectives?

What do they like?

etc



BRAND WEBSITE

UI/UX Strategy

Web Design

Copy Writing

Website Programming

Hosting and Maintenance



MARKETING MATERIALS

Poster Design

Flyer Design

Banner Design

Brochure / Menu

Product Catalog **and more**



OFFICE TEMPLATES

Letterhead Template

Quotation Template

Invoice Template

Business Cards

Company Profile



PACKAGING DESIGN

Product Architecture

Product Evaluation

Product Design

Copywriting

Product Infographics

TDS Graphics

PORTFOLIOS
AND
SOCIAL MEDIA



THE BRANDING AGENCY



FACEBOOK

facebook.com/tdsgraphx



INSTAGRAM

instagram.com/tds_graphx



INSTAGRAM

instagram.com/tdsgraphx



TWITTER

twitter.com/tdsgraphx



WEBSITE

www.tdsgraphics.co.za



BEHANCE

behance.net/tdsgraphx



DRIBBLE

dribbble.com/tdsgraphx



GITHUB

github.com/tdsgraphx



INVISION STUDIO

tdsgraphics.invisionapp.com

**BUSINESS ADDRESS
AND
CONTACT DETAILS**



logo suite
brand icon
pattern
colors
fonts

- inspiration
- style guide
- moodboard
- customer
- strategy

TDS Graphics

what wor
sign
tion
sters
rtising

- social media
- brand website
- brand profile
- mockups
- packaging

TDS Graphics



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**AT
GLANCE**



Thank you for helping us
build a better brand.

TDS Graphics
THE BRANDING AGENCY



 www.tdsgraphics.co.za