



360°  
BRAND  
MANAGEMENT

BRANDING BROCHURE



# ABOUT US

## Ourea - The Branding Agency Crafting Brands, Creating Legacies

Ourea is committed to transforming your vision into a tangible reality by creating a distinctive brand identity. We achieve this by incorporating unique elements that set your product or service apart in your industry. Our goal is to make a significant contribution to the growth and improvement of your organisation, allowing it to showcase its strengths and make a lasting impression on consumers. Through our work, we effectively convey the core essence and DNA of your business.



WE CRAFT  
STORIES  
WE CREATE  
**BRANDS**



# BRANDING



# BRANDING

YOUR VISION,  
OUR EXPERTISE,  
ONE POWERFUL BRAND

At Ourea, our commitment is to provide a unique and impactful branding experience. As a top branding company based in Kochi, Kerala, we specialise in creating a unified brand identity that distinguishes your product or service in a competitive market. We recognise the power of emotionally connecting with your audience, fostering enduring relationships, and a loyal customer base.



**BRAND  
DISCOVERY**



**BRAND  
IMPLEMENTATION**



**BRAND  
BUILDING**



**BRAND  
MANAGEMENT**



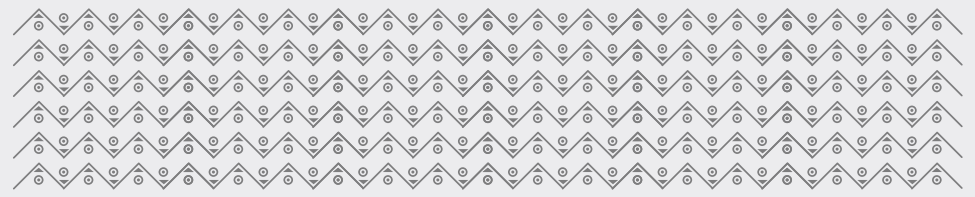
**BRAND  
POSITIONING**





PHASE 1

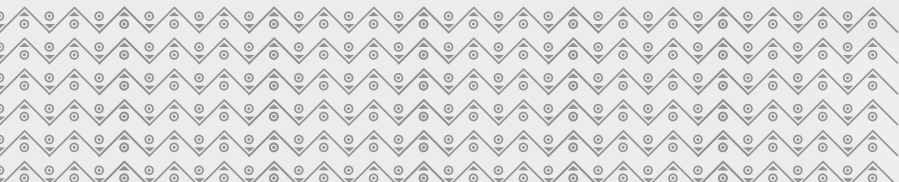
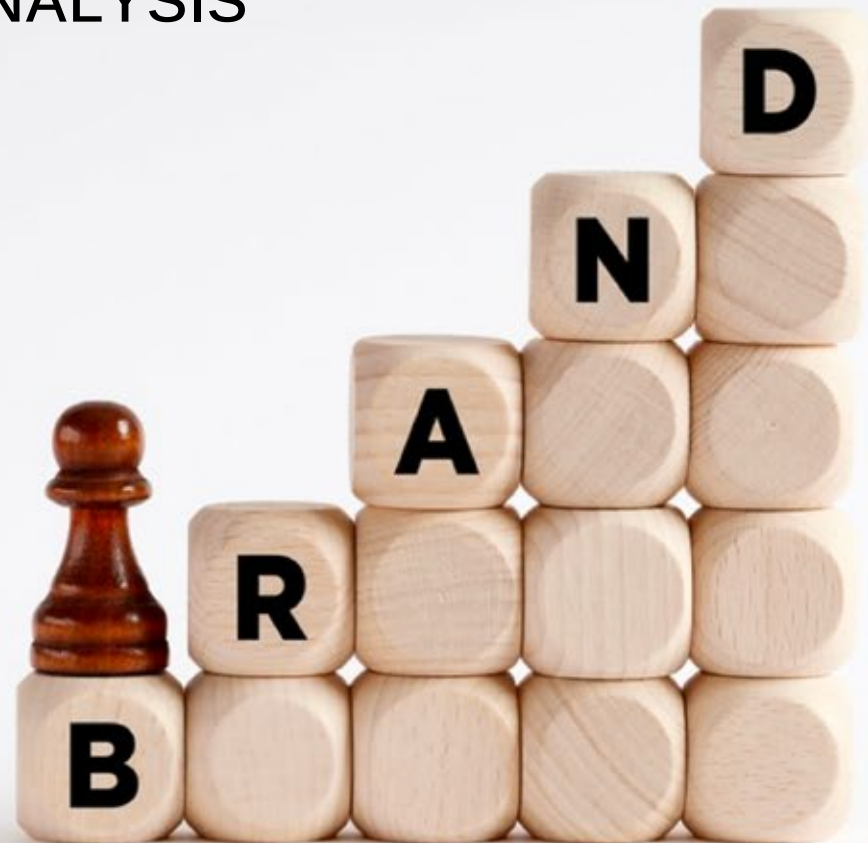
# BRAND DISCOVERY



# BRAND DISCOVERY

## BRAND RESEARCH & BRAND ANALYSIS

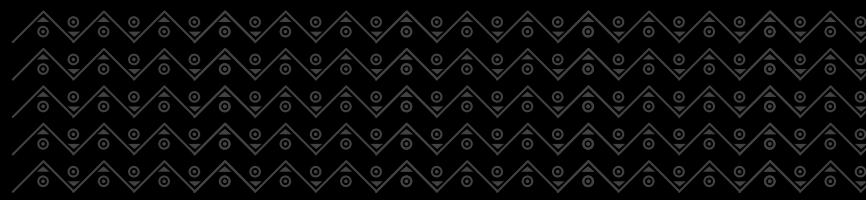
Ourea's approach to brand research and planning is marked by its meticulous and comprehensive nature. Our team of experts is committed to conducting thorough research on the product or service, delving into every aspect associated with it. We facilitate group sessions and engage in brainstorming discussions to encourage collaborative efforts that help gather requirements and attain a deeper understanding of the project at hand.





PHASE 2 

# BRAND BUILDING







# BRAND BUILDING

## ARTICULATING ICONIC BRANDS

Ourea specialises in building distinct and unforgettable brand identities for products, services, individuals, and organisations. We define core values, shape brand personality, and establish positive reputations. Our work includes creating unique logos, captivating colour schemes, and comprehensive business and marketing materials to set your business apart, foster loyalty, and make a lasting impact on the marketplace.

### STEPS INVOLVED IN BRAND BUILDING PROCESS

#### Brand Creation

- Brand Name
- Brand Tone
- Brand Slogan

#### Brand Identity

- Logo & Tagline
- Typography, Colour Palette
- Brand Style Guide





## BRAND NAME

Brand naming is a crucial part of your brand-building strategy, offering an opportunity to distinguish your brand from competitors, connect with your audience, and build recognition. The right name can profoundly impact your brand's success.



## BRAND TONE

At Ourea, we are dedicated to maintaining a consistent brand tone in all our communications, be it marketing materials, customer interactions, or content. This commitment ensures that our brand voice remains recognisable and authentic when connecting with our audience.



## BRAND SLOGAN

Ourea's brand slogan signifies our dedication to making business dreams a reality through innovation and collaboration. We believe that effective communication, embracing change, and strategic planning are the keys to turning your organisation's vision into a profitable reality. At Ourea, we are committed to bringing this mantra to life for our clients.



# BRAND IDENTITY

Ourea plays a pivotal role in shaping brand identities, focusing on enhancing the visibility of your product or service and creating a distinct buyer persona. This transformation elevates your offering into a memorable brand with a unique identity, driving growth and market expansion. Our approach not only establishes a robust brand identity but also paves the way for market growth and expansion.





## BRAND LOGO

Developing a distinctive brand identity is essential to ensure your product or service is easily recognisable. To achieve this, we conduct in-depth research to understand industry trends and generate ideas for the logo. We then create initial logo design sketches based on a collaborative brainstorming session among our team, where we finalise the colour palette, typography, and core identity elements to create the digital rendition of the brand. Feedback and revisions from the customer are essential in this process, guiding us in perfecting the initial concept sketch of the logo. This logo will include a carefully chosen colour palette, typography, and unique patterns or icons that align with your brand.



Aa

## BRAND TYPOGRAPHY

Typography is a potent tool for brand builders to effectively convey a brand's message. By adopting a unique typographic style or crafting a custom typeface, we build brands that are increasingly recognised for their distinct identity through the versatility of typography. While there's no one-size-fits-all solution, every brand must understand typography's impact as a differentiator and formulate a strategic approach for its optimal use.

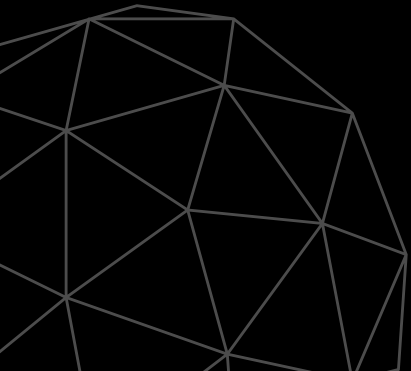
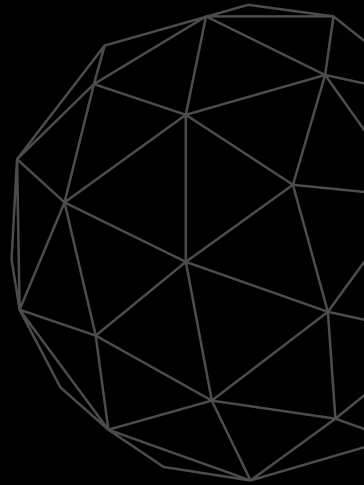


# BRAND COLOUR PALETTE

We create a colour palette by carefully selecting 2 or 3 colours that remain consistent across a brand's identity. The colours associated with a brand can convey a wealth of information about the business, as the psychology of colour plays a crucial role in establishing trust and familiarity with customers by evoking specific emotions. It's worth noting that many of the world's most renowned brands are strongly associated with their logos, and their colours often reflect their brand identity, even when their logos are displayed without any accompanying text.



PANTONE 380 C  
R:178 G:120 B:42  
C:27 M:53 Y:100 K:9  
HEX #B2782A





# BRAND STYLE GUIDE

A style guide is a comprehensive document outlining your brand's visual identity and messaging to ensure consistent representation across all brand touchpoints.

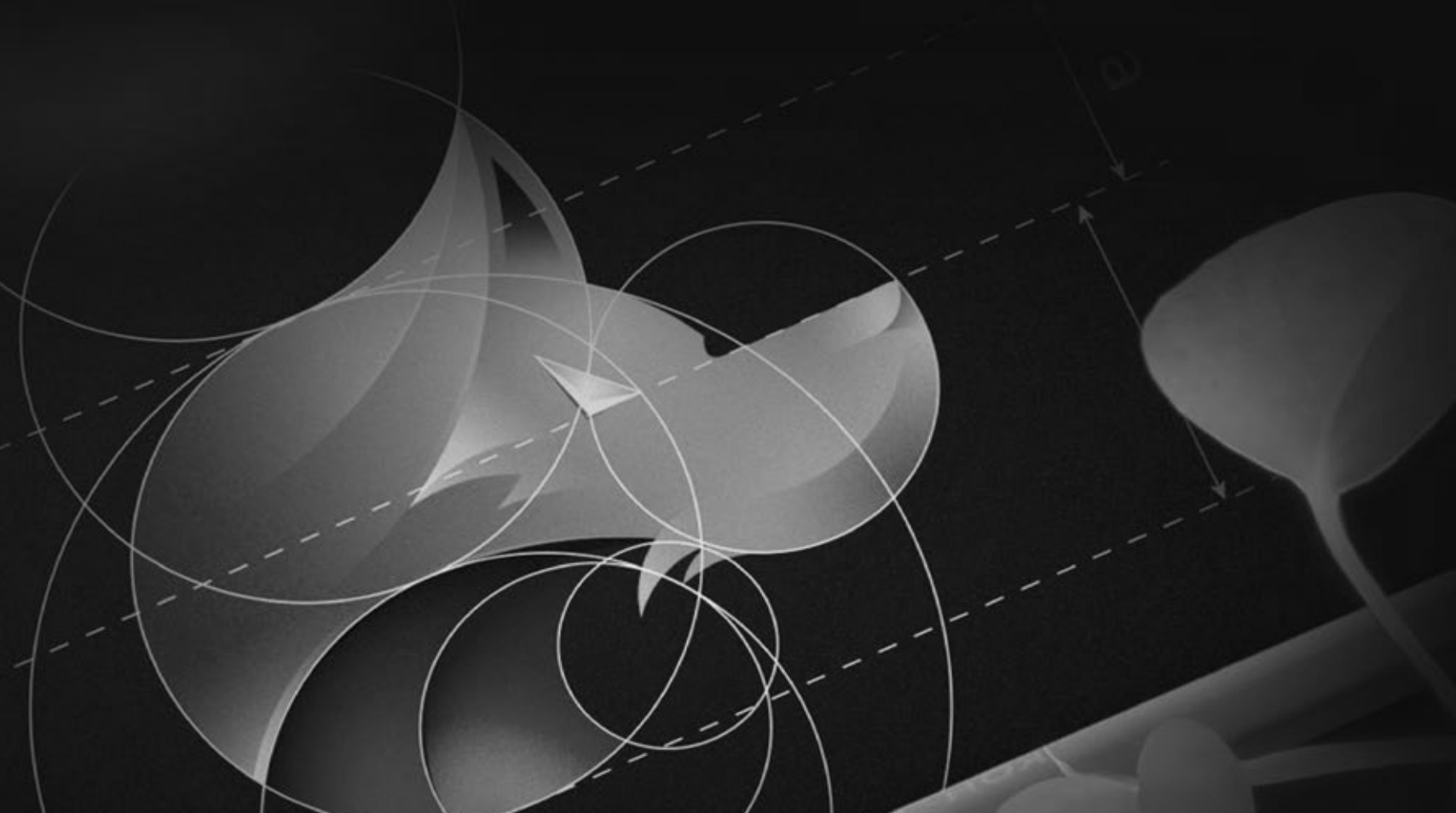
Our team excels in crafting such guides, covering essential elements like your brand's logo, typography, colour scheme, and tone of voice, resulting in a cohesive and easily recognisable brand presence.





## BRAND RATIO

Our designers mainly adhere to the Golden Ratio, which offers valuable guidelines for layouts, typography, imagery, and more. Depending on the specific design and its display requirements, we might also incorporate other ratios, often employing scientific methods to ensure precision and aesthetic appeal.







## BRAND MARKING

Brand marks encompass various visual elements such as logos, colours, images, and icons. While it takes time to establish substantial recognition in the market, once achieved, these brand marks become strongly linked to your company in the minds of your customers. At Ourea, we take great care in meticulously creating all the visual components of your brand, guaranteeing their consistent recognition across all platforms and touchpoints.



PHASE 3 

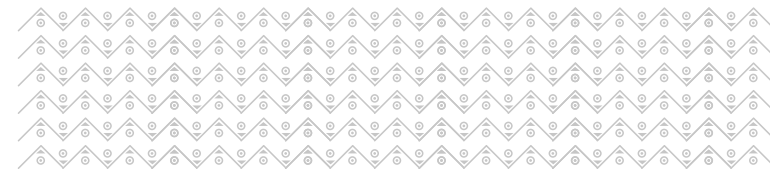
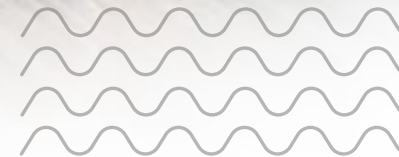
# BRAND POSITIONING





## BRAND POSITIONING

Ourea's brand positioning strategy revolves around a systematic analysis focused on identifying both the shared qualities and unique attributes of a brand. This approach enables us to create an ideal brand identity and construct a compelling brand image. We delve deeply into the intricacies of your brand, accentuating its distinct features while providing valuable comparisons with competing brands. Our meticulously crafted analysis forms the foundation for a successful brand positioning, ensuring that your brand stands out and forges a profound connection with your target audience.





# BRAND STRATEGY

At Ourea, our brand strategies are meticulously tailored to align with your business objectives and address the unique requirements of your customers. Our process includes:

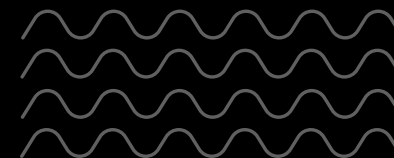
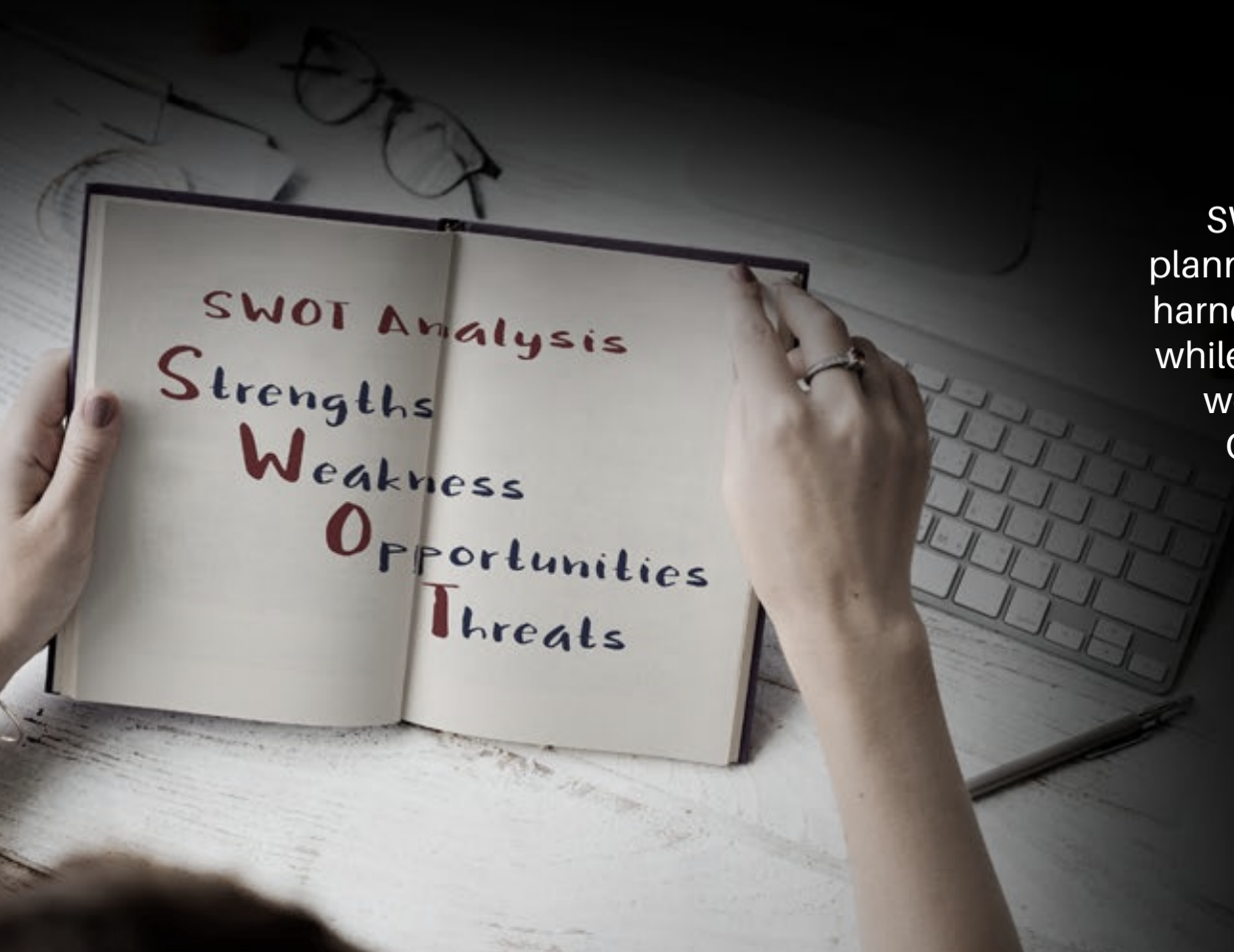
- SWOT & Competitive Analysis
- Market Segmentation
- Ideal Customer Profiling





## SWOT ANALYSIS

SWOT analysis is a guiding factor in strategic planning, shedding light on how your brand can harness its strengths and external opportunities, while also indicating where it should work on its weaknesses and address potential threats. At Ourea, we emphasise the importance of this understanding for crafting effective brand positioning and strategy.





# COMPETITIVE ANALYSIS

Competitive analysis plays a vital role in branding as it offers valuable insights into your competitors' strengths, weaknesses, market positioning, and strategies. Our team at Ourea utilises this analysis to pinpoint opportunities for setting your brand apart, creating unique selling points, and making informed decisions to gain a competitive advantage.





# MARKET SEGMENTATION

Market segmentation is vital for branding as it helps businesses identify customer groups with distinct needs and preferences. This insight guides our team of strategists in developing tailored brand strategies that resonate with your target audience, creating a meaningful and relevant connection that drives brand loyalty and business growth for your venture.





# IDEAL CUSTOMER PROFILING

Ideal customer profiling involves creating detailed personas that represent your brand's perfect customers, considering demographics, behaviours, preferences, and needs. At Ourea, we aim to understand your target audience deeply, enabling you to customise your offerings and marketing strategies to effectively meet their specific requirements. Profiling ideal customers leads to more personalised brand experiences, resulting in greater customer satisfaction and loyalty.





# BRAND CONCEPT

The development of every brand is the outcome of meticulous brainstorming and in-depth research conducted by our team of experts. We leave no aspect related to the product or service unexplored. To ensure a clear and comprehensive understanding of our strategic planning, we conduct group sessions and brainstorming discussions to gather requirements and establish a precise purpose for our actions.

Our brand concept includes defining

- Brand Values
- Brand Pillars
- Key Differentiators





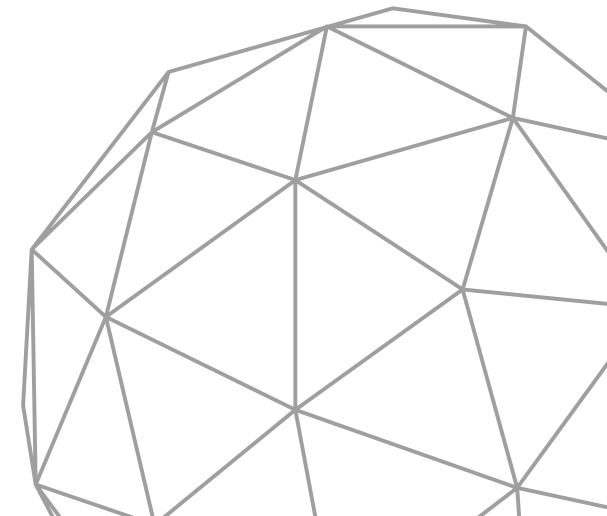
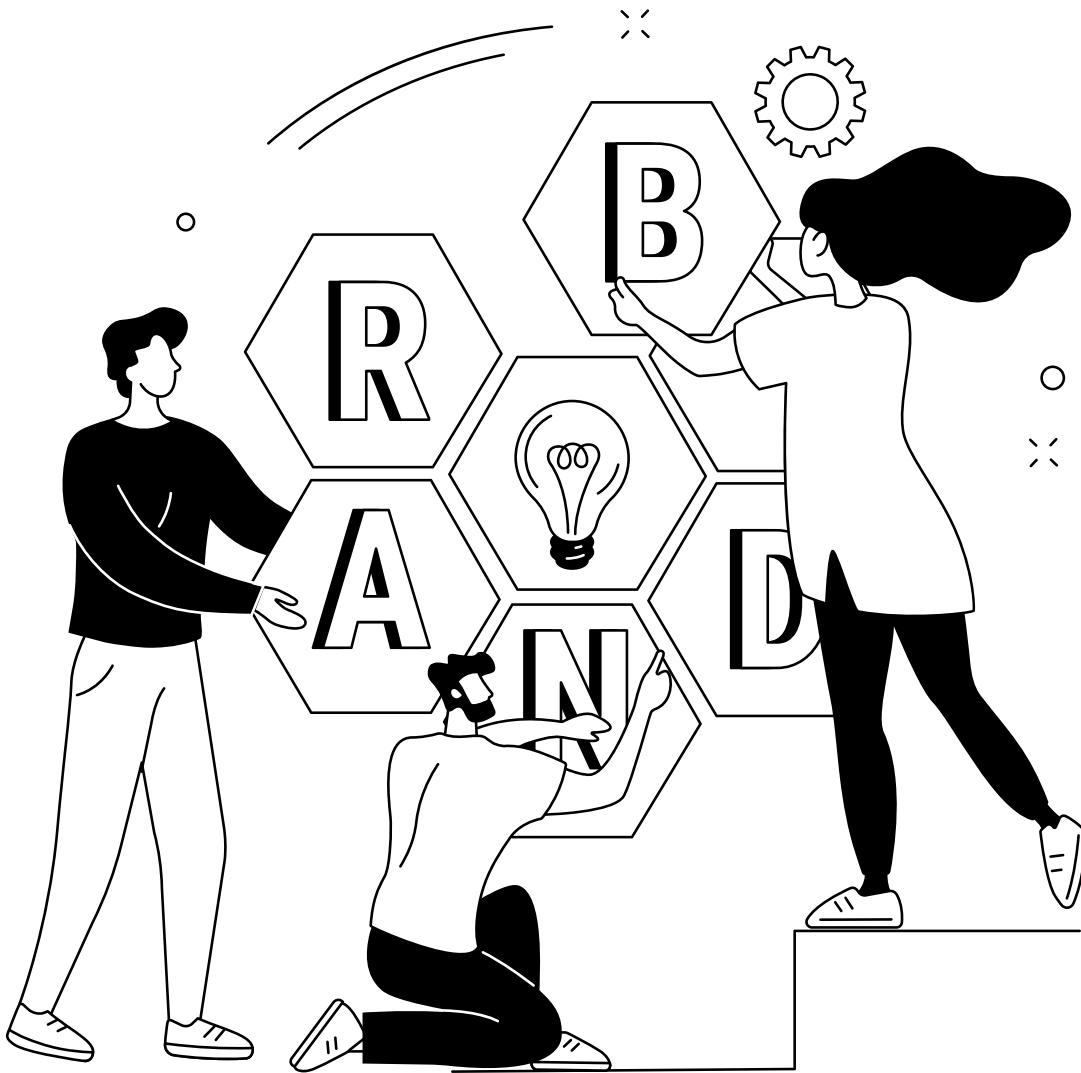
PHASE 4



# BRAND IMPLEMENTATION

# BRAND IMPLEMENTATION

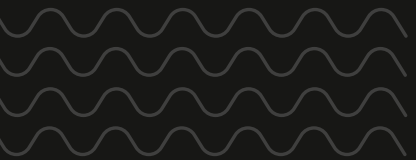
To effectively implement our brand strategies, our team transforms the brand concept into tangible assets and experiences across different touchpoints using elements developed during the branding process. Ourea guarantees a seamless brand implementation by ensuring consistent alignment of visual identity, messaging, and overall brand strategy. This involves integrating logos, colour schemes, typography, and other brand elements across marketing materials, digital platforms, physical spaces, and relevant contexts, resulting in a cohesive and impactful brand presence.





# BRAND DESIGN

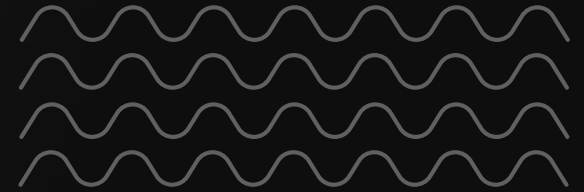
Brand design includes visual elements such as logos, colours, typography, and other creative components that establish a brand's identity. We emphasise the importance of creating a brand design that effectively communicates your values and personality, ensuring it's easily recognisable and appealing to your target audience. This design significantly influences how your brand is perceived and contributes to its overall success.





## BUSINESS COLLATERALS

Corporate business collaterals designed at Ourea serve as powerful marketing materials for business promotion and representation. This extensive collection includes items like business cards, letterheads, merchandise, and more. Every collateral piece is crafted with meticulous consideration for branding elements, including logos, colour palettes, and typography, ensuring a consistent and professional image. Whether in print or digital format, these collaterals play a vital role in increasing brand visibility, building credibility, and improving overall marketing effectiveness.



## MARKETING COLLATERALS

Marketing collateral comprises a broad spectrum of media that plays a vital role in enhancing the sales of a product or service. In the digital age, where strategic digital assets can reshape brand perception, our branding team is dedicated to crafting marketing materials that encompass a wide range of media types. These assets serve as invaluable tools for communicating information, engaging customers, and fostering business growth. Our marketing collateral includes diverse formats such as company profiles, e-brochures, traditional brochures, catalogues, flyers, presentation slides, signage boards, hoardings, billboards, and even WhatsApp presentations, among others.





## PACKAGING DESIGN

Product packaging design plays a crucial role in positioning your product in the market. Ourea, with its team of skilled graphic designers, has gained recognition as a leading branding agency in Kerala. Our designers expertly craft visually appealing packaging with the right blend of colour, theme, rhythm, and fonts, ensuring it captures the attention of your intended audience. Our ultimate goal is to align packaging design with your business and marketing objectives, effectively communicating with consumers and creating a brand aura that fosters a preference for your product.





# BRAND DEVELOPMENT

Brand development aims to create a brand that resonates with the target audience, fosters recognition, and sets the brand apart from competitors. In Ourea, we adopt a comprehensive strategy that includes everything from conceptualising the brand to implementing it across various touch points and marketing channels, ultimately driving the brand's success and growth.



DEVELOPMENT



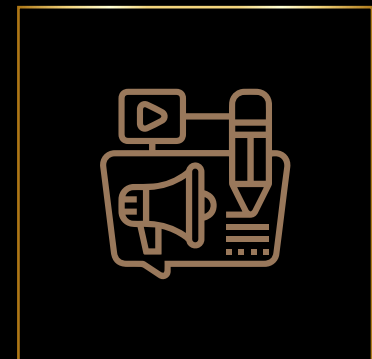
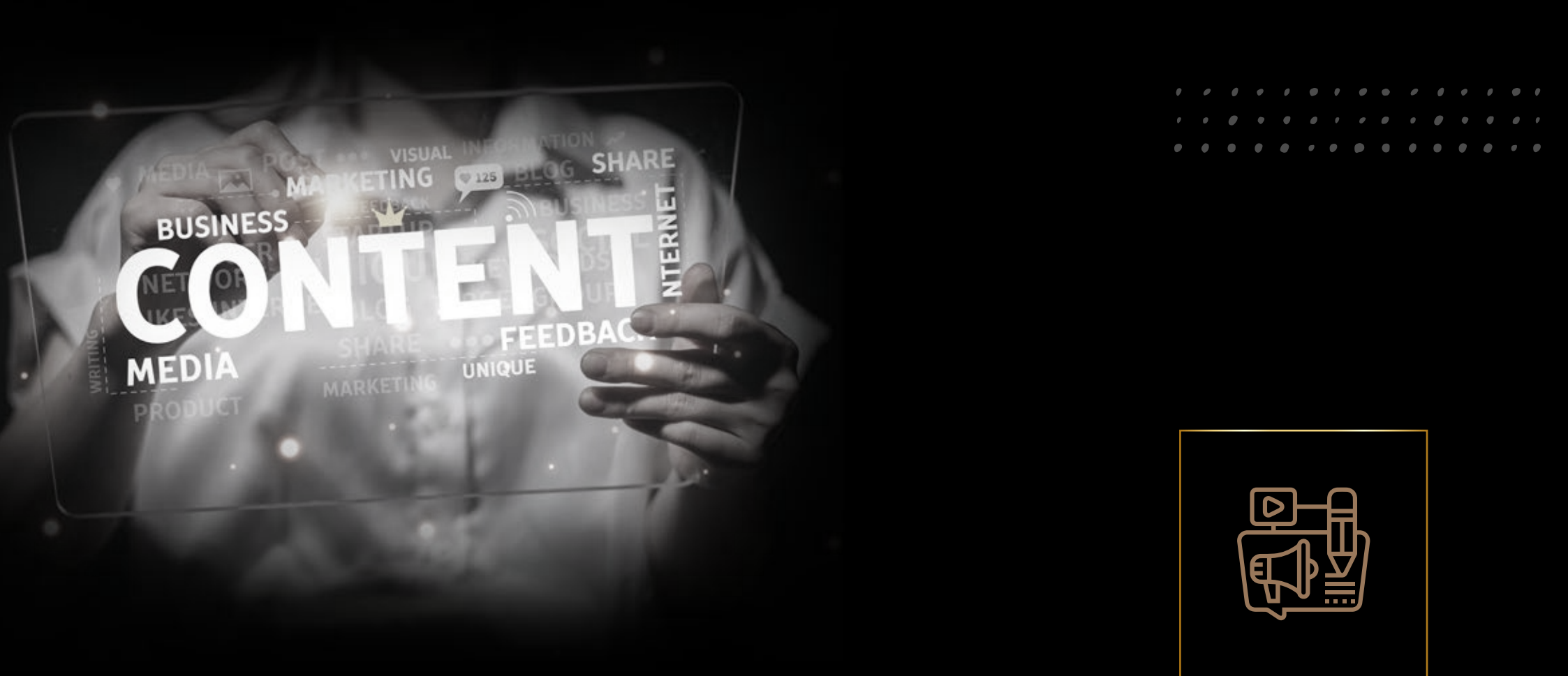




# DIGITAL MARKETING

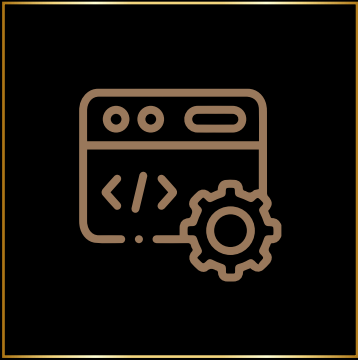
At Ourea, we adopt a consistent and innovative approach to tailor digital marketing strategies to our clients' unique needs. Our experienced consultants conduct systematic audits, analyse customer insights, and benchmark against competitors to create a strategic and customised digital marketing plan aligned with our clients' objectives.





# MEDIA AND CONTENT MARKETING

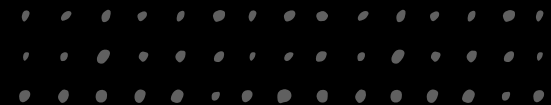
Media and content marketing are potent tools for brands to connect with their audience, boost awareness, nurture customer relationships, and drive business growth. Ourea utilises diverse channels like social media, online advertising, and email marketing to reach and engage target customers. Our strategy involves creating and distributing valuable, relevant, and consistent content to attract and engage specific audiences, strengthening the brand's online presence and impact.



# WEB DEVELOPMENT

Our expert team specialises in developing responsive designs to enhance performance and create websites, eCommerce storefronts, web applications, content management systems (CMS), software as a service (SaaS), and enterprise applications that are stunning, user-friendly, and highly engaging. Our goal is to ensure that your online presence stands out from the crowd, offering robust functionality and an exceptional user experience.

- E-commerce Solutions
- Corporate / Business Websites
- Informative Websites
- Catalogue Listing
- Platform / Membership Websites
- Personal Websites



PHASE 5



# BRAND MANAGEMENT





# BRAND MANAGEMENT

Our brand management process begins with a comprehensive assessment of how your brand is currently perceived by its target audience, ensuring alignment with its objectives and setting the stage for realising its long-term vision and goals. We consistently implement promotional strategies through a variety of PR campaigns across multiple marketing channels, strategically positioning your brand to ensure it resonates with your customers in the desired manner.





# BRAND MARKETING

Our brand marketing strategies focus on building and enhancing your brand's identity through conceptualised designs and compelling creative communications. We ensure that the right message reaches your target audience through a variety of digital marketing activities, setting your product apart from competitors. We employ a comprehensive approach, promoting your brand across all social media platforms to increase visibility, ultimately driving lead generation and fostering brand.

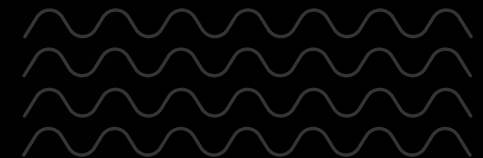
- Association
- Collaboration
- Business Events





# SOCIAL MEDIA MANAGEMENT

Our social media management approach encompasses creating, scheduling, and analysing content on platforms like Facebook, Instagram, X, and LinkedIn. We focus on posting content, managing the community, analysing performance, and adapting the strategy to enhance brand visibility and drive business growth.

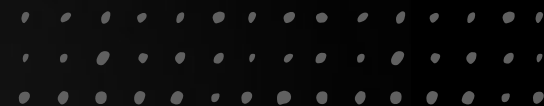




## PR MANAGEMENT

Ourea excels in developing PR strategies that enhance brand visibility, reputation, and drive sales and growth. Our approach includes media outreach, event planning, and compelling content creation, from meticulously crafted press releases to impactful social media posts. We focus on showcasing your business's unique value proposition and offerings, fostering robust connections with your audience.

- Press Releases
- Featuring on Business Articles
- Highlighting on News Portals
- Featuring in Online Magazines
- TV / Interviews / Podcast
- Speaking Sessions







## WEB MAINTAINANCE

We offer consistent support and maintenance services to help you maintain an uninterrupted online presence and enhance user experiences. Our services include monitoring your website for issues, ensuring uptime, performing firewall checks, and repairing and cleaning the database, including post revisions. Our comprehensive approach ensures a seamless online presence.

Our services include:

- Basic Website Issues
- Annual Maintenance
- Web Security



ELEVATE YOUR  
BRAND WITH US



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