



# .Artiyum

an interactive agency







# IMPRESSUM

Atriyum is all about establishing and successfully maintaining your brand's distinction with a long-term impact. We understand your business goals and the target group you want to win over. Adopting a strategy built on innovative brand thinking and design excellence, we show the world what makes your business unique. With a creative workforce and an outstanding technical backing, we are well-equipped to promote the spectacular growth of your brand.





# THE WAY WE WORK.

## **Discover**

Review the current situation of your business. If you are a start-up we will learn about your industry / competitors

## **Concept**

Define a strategy to create a compelling brand that will stand out and attract for long-term

## **Sketch**

We sketch out our ideas first, soars to work efficiently and get the proper visual solution

## **Create**

Create the core brand identity. this brings the strategy to life visually

## **Apply**

Apply the brand identity across all touch points. These are building blocks of the brand

## **Revise**

We ask you to choose one concept and focus on that. If there is any revision needed we will work on it.

## **Launch**

Let the world know about your brand



**WE  
DO.**

We believe that every brand story should make an impact in the life of consumers. It should pave the way for a long-lasting relationship between the brand and the end users. We can tell your brand's story in such a way. And every stroke, word, voice, visual we produce is to imprint those inspiring tales in the minds of multitudes.

## **Brand Identity**

Naming  
Logo Design  
Slogan  
Brand Identity Design  
Brand Guideline

## **Content Writing**

Creative writing  
Website Content  
Brochure writing  
Press release writing

## **Graphic Designing**

Print & Web advertising  
Stationery  
Brochures  
Flyers  
Marketing collateral etc

## **Social Media**

Develop social pages  
Design social campaigns  
Create custom content  
Reach target audience

## **Web Designing & Hosting**

Web Designing  
Ecommerce  
CMS  
Custom Web Programming  
Web Hosting & Maintenance  
Domain Registration  
Server space  
SEO





# CREATIONS

All successful business ventures start simply with a good idea that has the potential to bring about spectacular changes. We encourage innovative thinking and are always on the lookout for fresh concepts. What your brand need is a new positioning strategy that will redefine your brand concept, communication, and culture.



# LOGO BRAND IDENTITY



LOGO  
BRAND  
IDENTITY







# BRANDING

We bring together all our expertise to promote your business with a clear-cut marketing communication plan. It considers everything related to the market, customers and the unique features of each brand. We strive hard to make the customers respond positively to your product or service, leading to a long-lasting and successful brand identity.



# BRANDING



Chai Milky is the result of constant innovation and dedication in culinary art, for which many distinguished chefs devoted their expertise to generate an exclusive range of authentic flavors. Our recipes for tea, coffee, juice and snack varieties uniquely blend natural ingredients to create experiences that are apt to raise your happiness quotient (HQ).



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## LOCATION

ABU DHABI

## OUR TASK

Logo Design

Brand Identity

Web & Profile Content

Stationery Designs

Website Development

Outlet Designing



## STORY OF CHAIMILKY LOGO

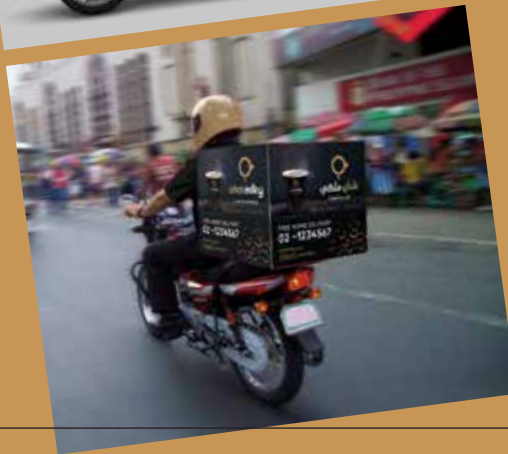
We crafted ChaiMilky's logo and brand identity basing on the 'happiness' theme that is the pillar of all our products and services. As the brand name itself indicate, the logo is inspired by a cup of tea and Smiley Icons that is indispensable in our daily communication process. We developed the logo with minimalist design elements so that the idea behind the brand can be conveyed to the audience without any difficulty.



# BRANDING



# BRANDING



# BRANDING



# BRANDING



# BRANDING

## TeaFika

TeaFika is a cross breed of a snack bar and coffee house. It's a small and classy shop which will be established mostly in malls to provide instant hot and cold beverages along with snacks at an affordable cost.

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DUBAI

## OUR TASK

Logo Design

Brand Identity

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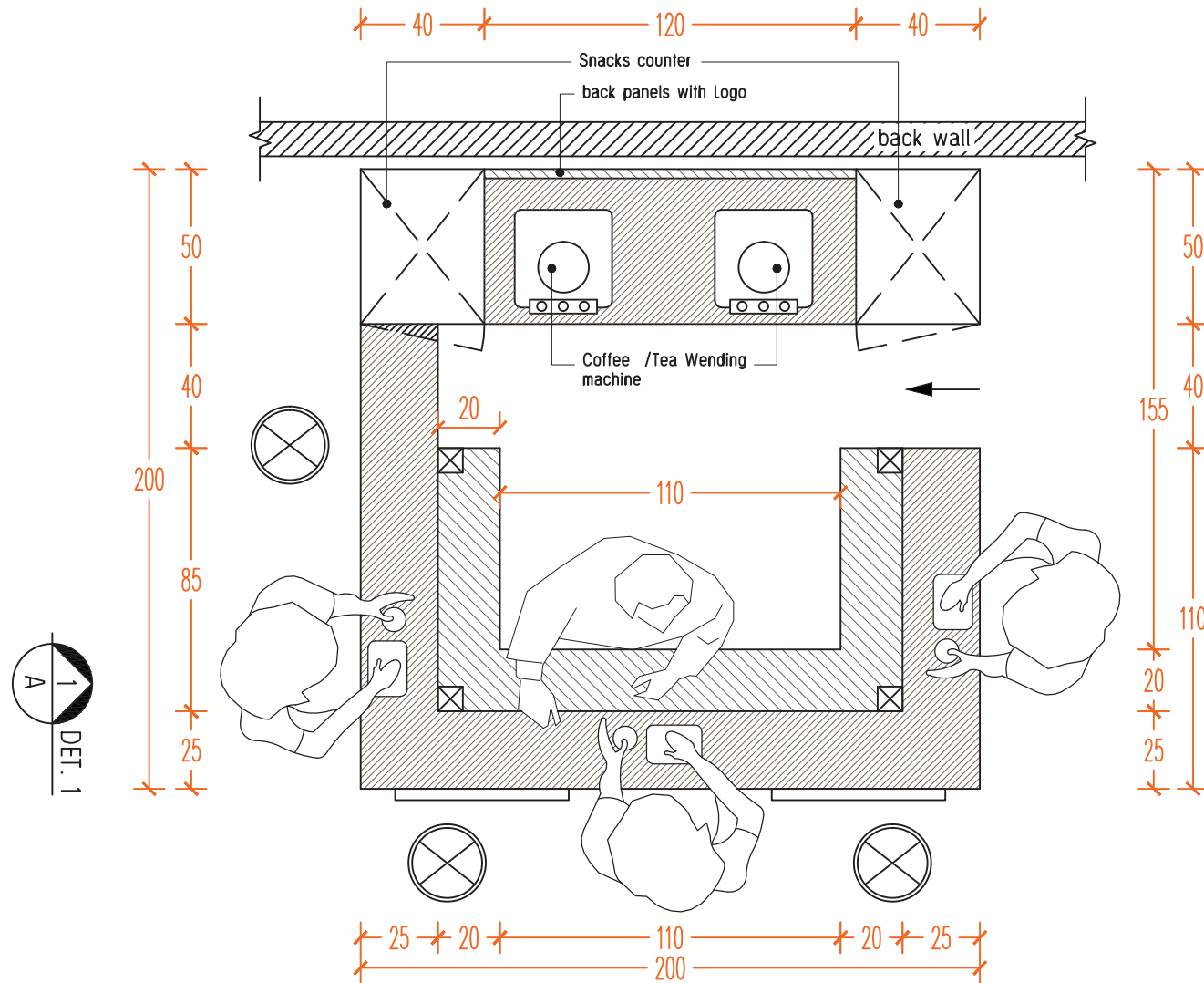
# BRANDING



# BRANDING



# BRANDING



PLAN (SCALE : NOT TO SCALE)



PACKAGING  
DESIGN





# CAMPAIGNS

We carry out a wide variety of promotional activities, taking advantage of both traditional and new media. From beginning to completion, from conceptualizing to execution, we stick to best-laid plans to achieve the goals. Our experience has taught us that following an ideal strategy for each project always yields the desired results.





## CAMPAIGN SOCIAL MEDIA

We carry out a wide variety of promotional activities, taking advantage of both traditional and new media. From beginning to completion, from conceptualizing to execution, we stick to best-laid plans to achieve the



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# CAMPAIGN PRINT MEDIA





# CAMPAIGN VISUAL MEDIA

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CAMPAIGN  
VOICE  
MEDIA

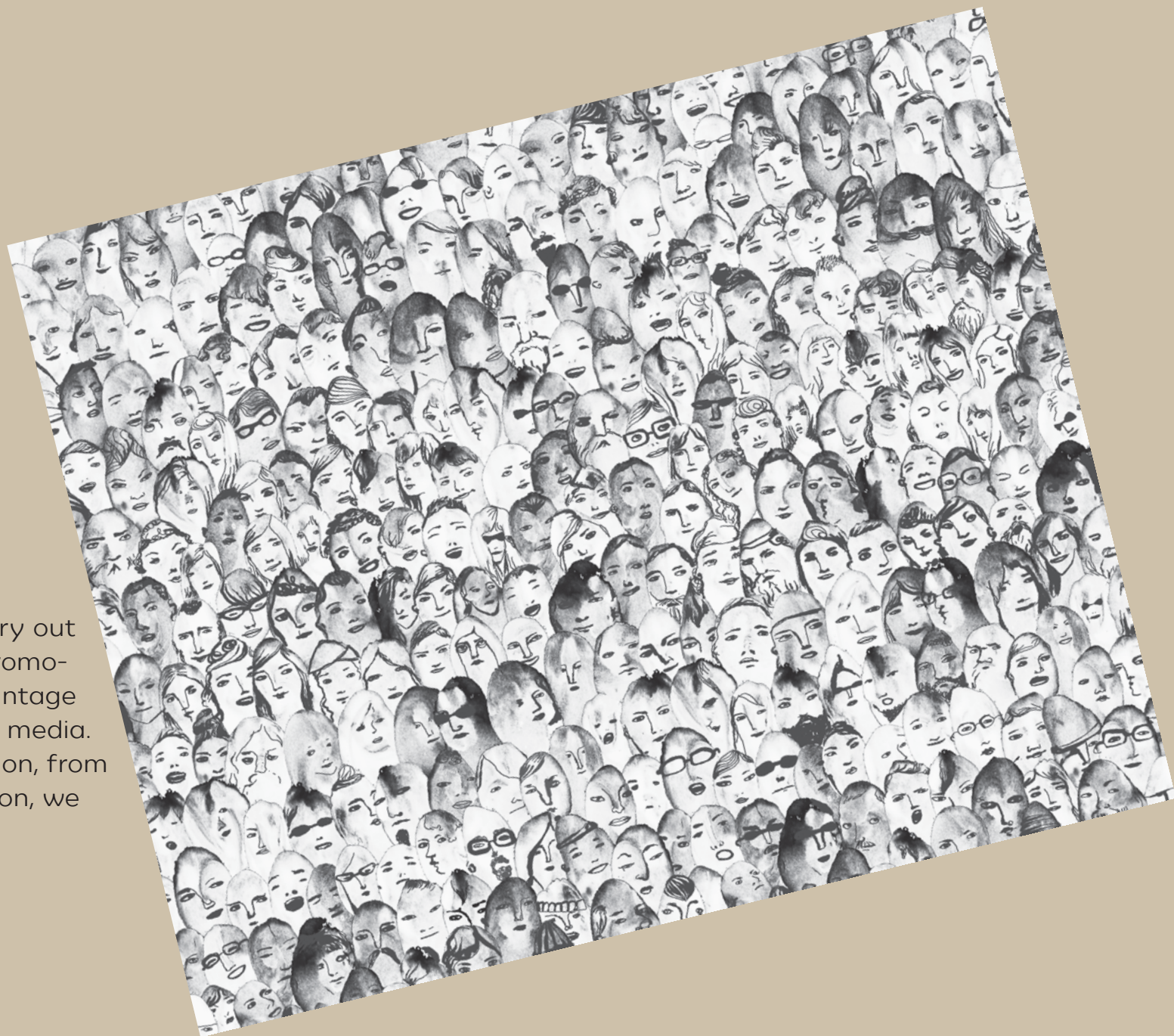


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## CAMPAIGN PROMOTIONAL

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# CREATIVE SIGNAGE



VEHICLES  
GRAPHICS



arcodesignz



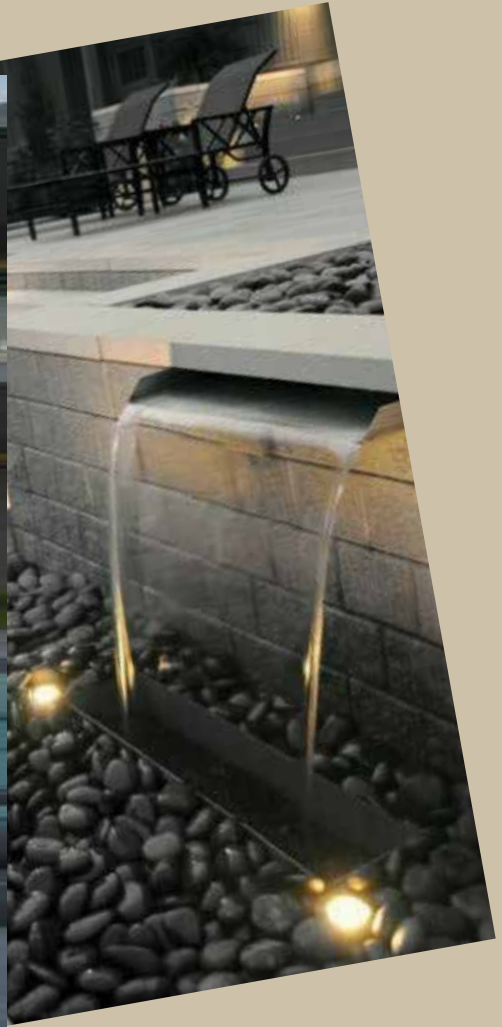
# BILLBOARDS



# INTERIOR



# EXTERIOR





# EVENTS



# EXHIBITIONS





atriyum.com



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