

**NEVEL**

**CONCEPT**

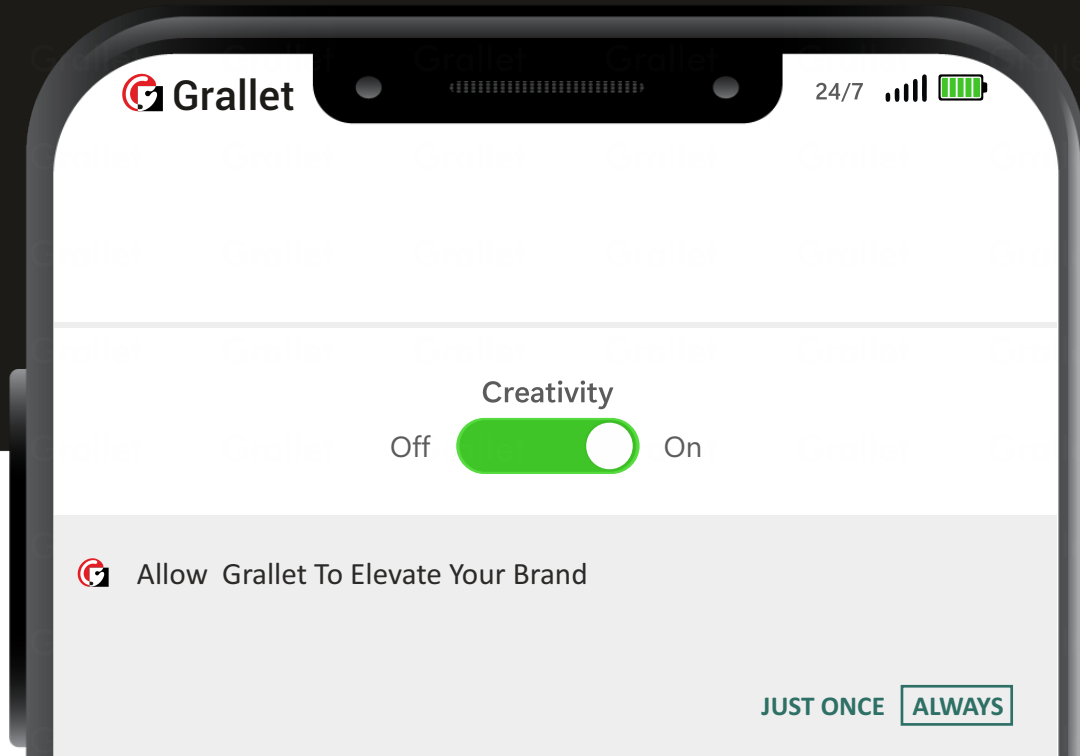


**STARTS  
HERE**



# G R A L L E T

**INTRODUCTION:** Welcome to **Grallet**, where Design speaks volumes. As a premier digital solutions provider, we specialize in transforming your brand's vision into captivating visual experiences. Our name, a fusion of "graphic" and "palette," reflects our commitment to delivering a diverse range of graphic design services tailored to your unique needs.



**MISSION :** Our mission is to convey messages through design that create a positive impact on businesses and people's lifestyles.

**VISION :** Our vision is to be a leading force in the design industry, renowned for our creativity, versatility, & commitment to excellence.



# WHAT WE PROVIDE



## BRAND IDENTITY DESIGN

- **Logo Design** : Creation of a unique visual symbol representing your brand, includes conceptualization, design, & revisions.
- **Business Cards** : Design of personalized business cards that convey your brand's identity and information.
- **Letterheads** : Design of professional letterhead templates for business correspondence, reflecting your brand identity.
- **Brand Collateral** : Design of additional materials such as brochures, flyers, & posters that support your brand's presence.



## PRINT DESIGN

- **Brochures and Flyers** : Design of printed marketing materials used to promote services or events.
- **Posters and Banners** : Creation of large-format print designs for events, promotions, and advertisements.
- **Catalogs** : Design of detailed product or service catalogs, including layout and image integration.
- **Annual Reports** : Design of comprehensive reports detailing company performance, graphs, charts, & summaries.
- **Postcards and Invitations** : Design of personalized postcards and invitations for events or marketing purposes.



## DIGITAL DESIGN

- **Email Templates** : Design of visually appealing email templates for marketing campaigns and newsletters.
- **Digital Advertisements** : Design of online ads, including banners and social media ads for digital platforms.
- **E-books and Digital Publications** : Design of interactive and visually engaging digital books or publications.



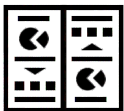
## SOCIAL MEDIA DESIGN

- **Social Media Graphics** : Creation of custom graphics for social media platforms to enhance engagement.
- **Social Media Ads** : Design of targeted advertisements for social media platforms to reach specific audiences.
- **Social Media Templates** : Design of reusable templates for social media posts to ensure consistent branding.
- **Infographics for Social Media** : Creation of visually appealing infographics for sharing on social media platforms.



## OUTDOOR ADVERTISING

- **Billboards** : Design of large-scale outdoor advertisements, including layout and imagery for high-visibility areas.
- **Vehicle Wraps** : Design of vehicle graphics that turn company vehicles into mobile advertisements.
- **Outdoor Signage** : Design of various types of outdoor signs, such as storefront signs and directional signs.
- **Event Booth Designs** : Creation of engaging and functional designs for event booths and trade show displays.
- **Large-format Banners** : Design of large banners for events, promotions, or storefronts.



## INFOGRAPHIC DESIGN

- **Data Visualization** : Design of graphical representations of data to make complex information easier to understand.
- **Process Infographics** : Creation of infographics that illustrate processes or workflows.
- **Statistical Infographics** : Design of infographics that present statistical data in a visually engaging manner.
- **Interactive Infographics** : Creation of dynamic, interactive infographics for online use.



## EDITORIAL DESIGN

- **Magazine Layouts** : Design of magazine layouts, including text formatting, images, and overall visual appeal.
- **Book Covers and Layouts** : Design of eye-catching book covers and interior layouts for various types of publications.
- **Newsletters** : Design of visually appealing newsletters for print or digital distribution.
- **Annual Reports** : Comprehensive design for annual reports, including data visualization and layout.



## TYPOGRAPHY DESIGN

- **Custom Fonts** : Creation of unique, brand-specific fonts to enhance brand identity.
- **Typography for Branding** : Integration of typography into brand materials to ensure consistency and recognition.
- **Poster and Ad Typography** : Design of impactful typography for posters and advertisements.



## PRODUCT DESIGN

- **Packaging Design** : Design of product packaging that enhances appeal and functionality.
- **Product Mockups** : Creation of realistic mockups to showcase product designs.
- **Labels and Tags** : Design of product labels and tags for branding and information.
- **Merchandise Design** : Design of branded merchandise, including apparel and promotional items.



## PRESENTATION DESIGN

- **PowerPoint Presentations** : Design of professional PowerPoint presentations with custom layouts and graphics.
- **Keynote Slides** : Design of engaging Keynote slides for impactful presentations.
- **Pitch Decks** : Creation of visually compelling pitch decks for business proposals and investor meetings.
- **Infographic Presentations** : Design of presentations that incorporate infographics for enhanced storytelling.
- **Training Materials** : Design of training materials, including manuals and slide decks.



# GRALLET OFFERS MONTHLY PACKAGES FOR 20 DIVERSE SECTORS



## EDUCATIONAL INSTITUTIONS

- Custom branding and logo design
- Website design with an emphasis on user experience (UX)
- Course material design and layout
- Promotional materials (brochures, flyers)
- Templates for course materials (PDFs, presentations)



## REAL ESTATE AGENCIES

- Property listing brochures and flyers
- Branding and logo design for agencies
- Property showcase materials
- Infographics for market trends and insights
- Templates for property listing materials



## RESTAURANTS

- Menu design that reflects the restaurant's brand
- Interior design concepts for a cohesive dining experience
- Digital marketing graphics (social media posts, ads)
- Signage design (exterior and interior)
- Branding materials



## E-COMMERCE

- Website design optimized for sales conversions
- Product photography and styling for online listings
- Branding and packaging design for products
- Social media marketing graphics and campaigns
- Templates for e-commerce marketing materials



## CONSTRUCTION DEVELOPERS

- Brand identity design materials
- Project presentation materials (brochures, presentations)
- Showcasing projects and services materials
- Infographics for project timelines and milestones
- Templates for project presentation materials



## TRAVEL AND TOURISM AGENCIES

- Branding and logo design for agencies
- Brochure and itinerary design for travel packages
- Website design featuring destinations and bookings
- Promotional materials for travel campaigns
- Templates for travel brochures and itineraries



## CLINICS AND HEALTHCARE PROVIDERS

- Branding and logo design for clinics and services
- Patient information materials (pamphlets, guides)
- Website design focusing on accessibility and usability
- Signage design for clinics and facilities
- Templates for informational materials



## AUTOMOTIVE DEALERSHIPS

- Branding and logo design for dealerships
- Vehicle brochure design and promotional materials
- Website design for showcasing inventory
- Signage design for the dealership lot
- Templates for vehicle brochures and marketing materials



## EVENT MANAGEMENT

- Event branding and promotional materials
- Design for events with ticketing options
- Social media graphics and advertising campaigns
- Signage and display design for events
- Templates for promotional materials



## MEDIA AND ENTERTAINMENT

- Branding and logo design for media companies
- Promotional materials for shows, movies, or events
- Website design for content delivery and engagement
- Social media graphics and campaigns
- promotional and marketing campaigns



## SALONS AND SPAS

- Brand identity design that reflects the salon/spa
- Service menu design and promotional materials
- Interior design concepts for a relaxing environment
- Digital marketing graphics for social media
- Templates for service menus and promotional materials



## LEGAL FIRMS

- Brand identity design that communicates professionalism
- Informational brochures and client guides
- Website tile design focusing on service offerings
- Marketing materials for client outreach
- Templates for client guides and informational brochures



## FASHION INDUSTRY

- Fashion lookbooks and catalog design
- Branding and logo design for fashion lines
- Website design materials
- Packaging design for clothing and accessories
- Templates for fashion lookbooks and catalogs



## LOGISTICS AND SUPPLY CHAIN

- Branding and logo design for logistics companies
- Infographics for supply chain processes
- Website design showcasing services and tracking
- Promotional materials for B2B outreach
- Templates for infographics and promotional materials



## ELECTRONICS

- Product packaging and branding design
- User interface (UI) design for applications or devices
- Marketing materials for product launches
- Website design focusing on product features
- Packaging and marketing materials



## RETAIL STORES

- Store branding and signage design
- Promotional materials for sales and events
- Website design with e-commerce capabilities
- Visual merchandising concepts for product displays
- Templates for promotional materials and signage



## GYMS AND FITNESS CENTERS

- Branding and logo design tailored to fitness
- Promotional materials for classes and events
- Website design with membership management features
- Interior design concepts for workout spaces
- promotional materials and class schedules



## TECH STARTUPS

- Branding and logo design that reflects innovation
- UI/UX design for software or apps
- Website design focused on product features and benefits
- Marketing materials for investor and client presentations
- Templates for marketing presentations



## NGOs

- Brand identity design that communicates the mission
- Informational brochures and reports
- Website design focused on awareness and donations
- Marketing materials for fundraising campaigns
- Templates for reports and informational brochures



## HOSPITALITY

- Branding and logo design for hotels and resorts
- Brochure and marketing material design
- Website design with booking functionalities
- Interior design concepts for guest experiences
- Templates for brochures and marketing materials



Grallet believes in the power of design as a bridge between brands and their audiences. We envision a world where every business story is told through captivating visuals that evoke emotion and inspire action. By understanding the essence of each industry, we craft unique design solutions that not only represent a brand's identity but also foster meaningful connections and drive engagement. Our approach is rooted in creativity, ensuring that every design serves as a driving force for growth and transformation.

## HOW WE CAN GROW YOUR BRAND



### COMPREHENSIVE BRAND STRATEGY

- Develop a clear and compelling brand narrative.
- Create a visual identity that resonates with your target audience and sets you apart from competitors.



### ENGAGING VISUAL CONTENT

- Design high-quality visuals that capture attention and drive engagement across various platforms.
- Ensure consistency in design to reinforce brand recognition and loyalty.



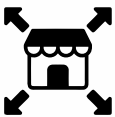
### SOCIAL MEDIA STRATEGY

- Craft visually appealing social media assets that enhance your online presence and drive interaction.
- Implement targeted campaigns and promotions to reach your desired audience effectively.



### DATA-DRIVEN DESIGN

- Utilize analytics and insights to refine design strategies and measure the impact of visual content.
- Continuously adapt and evolve based on performance data to achieve optimal results.



### MARKET EXPANSION

- Design promotional materials and campaigns tailored to different markets and demographics.
- Support your growth ambitions with designs that appeal to diverse audiences and industries.

At Grallet, we firmly believe that conceptual design can be a transformative force for your brand. By centering our efforts on the core ideas and messages behind each design, we assist you in crafting a robust identity that authentically reflects your values and mission. This deeper connection not only enhances your brand's visibility but also makes it more relatable and memorable to your target audience. In a crowded marketplace where competition is fierce, establishing a unique identity is crucial, and our conceptual design approach helps you achieve just that. Our commitment to conceptual design emphasizes emotional engagement, which is essential for creating lasting relationships with your audience. We understand that consumers today seek more than just products or services; they crave connections and experiences that resonate with them on a personal level.

By using thought-provoking visuals and compelling narratives, we enable your audience to engage with your brand on a more profound level. This emotional connection fosters loyalty and encourages customers to advocate for your brand, ultimately leading to increased customer retention and brand ambassadors. Moreover, conceptual design provides a significant advantage by differentiating your brand from the competition. While many brands focus solely on creating visually appealing graphics, we go a step further by communicating purpose and meaning through our designs. This approach allows your brand to stand out not just for its looks, but for the values it embodies and the stories it tells. By aligning your brand with meaningful concepts, you can appeal to a broader audience and build a community of supporters who share your vision. Our conceptual designs empower you to tell your brand's story in a creative and effective manner. By incorporating visual metaphors and symbolism, we facilitate the communication of complex ideas in a simple yet impactful way. This storytelling approach not only captures attention but also resonates with your audience, making your message more memorable and engaging. Every design element serves a purpose and reinforces your brand's narrative. In summary, our focus on conceptual design at Grallet allows us to create designs that are not just aesthetically pleasing but also meaningful and impactful. Together, we can craft a brand identity that stands out, fosters emotional connections, and effectively communicates your story, driving loyalty and long-term growth for your business. Let's collaborate to elevate your brand and create a lasting impression in the minds of your audience.

## WHY CHOOSE GRALLET ?



### INNOVATIVE SOLUTIONS

- We stay ahead of design trends to deliver fresh and impactful solutions.



### TAILORED APPROACH

- Every project is customized to meet your specific needs and objectives.



### EXPERT TEAM

- Our skilled designers and strategists bring a wealth of experience and creativity to every project.



### CLIENT-CENTRIC SERVICE

- We prioritize your satisfaction and work closely with you to achieve your vision.

Grallet's conceptual design ensures your brand won't just be seen—it will be felt and remembered.

## MONTHLY PACKAGE



### SOCIAL MEDIA GRAPHICS

Number of Designs

Up to 20 designs per month (Day special)



### PRINT DESIGN

Number of Designs

Up to 3 designs per month



### OUTDOOR ADVERTISING

Number of Designs

Up to 3 designs per month



### CUSTOM DESIGN SERVICES

Scope: Includes up to 3 custom design per month (packaging, promotional materials, product design)



### EDITORIAL AND DIGITAL DESIGN

Number of Designs:

Up to 1 design per month (infographics to layouts )



### REVISIONS AND UPDATES

Scope: Includes up to 10 revisions per month

**PRICE ₹11,999 per month**

## MONTHLY PACKAGE



### SOCIAL MEDIA GRAPHICS

Number of Designs:

Up to 30 designs per month (Day special)



### PRINT DESIGN

Number of Designs:

Up to 5 designs per month



### OUTDOOR ADVERTISING

Number of Designs:

Up to 3 designs per month



### CUSTOM DESIGN SERVICES

Scope: Includes up to 3 custom design per month (packaging, promotional materials, product design)



### EDITORIAL AND DIGITAL DESIGN

Number of Designs:

Up to 2 design per month (infographics to layouts )



### REVISIONS AND UPDATES

Scope: Includes up to 15 revisions per month

**PRICE ₹14,999 per month**

- **SERVICE FLEXIBILITY WITH GRALLET**

At Grallet, we understand that your design needs can vary from month to month. That's why our **Comprehensive Monthly Design Package** comes with built-in flexibility to help you get the most out of our services. Here's how it works:

- **REALLOCATION OF UNUSED SERVICES**

If you find that you're not utilizing certain services, such as editorial design, we offer the flexibility to reallocate those unused services to other areas within your package.

- **EDITORIAL DESIGN UNUSED**

If you don't need editorial design this month, you can use those slots for additional social media graphics, print designs, or any other service within your package. This ensures that you're always receiving the services that are most relevant to your current needs.

- **SERVICE SUBSTITUTION**

We offer the option to substitute any unused services with other design needs you might have. You can opt to replace unused editorial design hours with extra designs for outdoor advertising or additional custom projects. This way, you can tailor your package to fit your evolving requirements.

- **ACCUMULATION AND CARRY OVER**

To give you even more flexibility, any unused services can be accumulated and carried over to the next month. Here's how it works:

- **CARRY-OVER LIMIT**

Unused services can be carried over to the following month, up to a specified limit.

For example, if you don't use all your editorial design slots, you can use them in the next month, ensuring you get full value from your package.

- **SERVICE CREDIT SYSTEM**

If you prefer, unused service portions can be converted into credits. These credits can be redeemed for:

- **ADDITIONAL SERVICES**

Use credits to access extra designs or additional hours of service as needed.

This system ensures that you have the flexibility to use your package's value in a way that best suits your business.

- **MONTHLY REVIEW AND ADJUSTMENT**

We'll have regular check-ins to review your usage and needs. During these reviews, we can:

- **ADJUST YOUR PACKAGE**

Make adjustments to your service allocations based on your current requirements. For example, if you need more print design work instead of editorial design, we can reallocate resources accordingly.

- **YOUR BENEFITS**

**CUSTOMIZABLE :** Tailor the package to fit your exact needs each month.

**VALUE :** Ensure you're always getting the most out of your investment.

**FLEXIBILITY :** Adapt to changing business requirements without extra hassle.

- **OUR GOAL** is to provide you with a seamless and **FLEXIBLE DESIGN EXPERIENCE**, making sure you get exactly what you need from **GRALLET'S** services. If you have any questions or need to make adjustments, our dedicated project manager is always here to help!

## TERMS AND CONDITIONS

### PACKAGE OVERVIEW

- The **Comprehensive Monthly Design Package** includes a set number of designs and services per month as outlined in the package details.
- The package is priced at ₹14,499 per month and requires a minimum commitment of three months.

### SERVICE ALLOCATION AND FLEXIBILITY

- **Social Media Graphics** : Up to 30 designs per month.
- **Print Design** : Up to 10 designs per month.
- **Outdoor Advertising** : Up to 5 designs per month.
- **Custom Design Services** : Up to 5 projects per month.
- **Editorial and Digital Design** : Up to 3 updates per month.
- **Revisions and Updates** : Up to 10 revisions per month.

### FLEXIBILITY

- **Reallocation of Unused Services**: Unused services from (ex.editorial design) can be reallocated to other services within the package.
- **Service Substitution**: Clients may substitute unused services with other design needs, subject to package limits.
- **Accumulation and Carry-Over**: Unused services can be carried over to the next month, up to a specified limit. The maximum carry-over is limited to 20% of the monthly package value.
- **Service Credit System**: Unused portions of the package can be converted into credits for future use. Credits are valid for 3 months from the date of accrual.
- **Service Delivery**
- **Turnaround Time**: Design turnaround times vary based on complexity and client feedback. Grallet will provide estimated delivery times upon receipt of design requests.
- **Request Submission**: Clients must submit design requests and feedback in a timely manner to ensure on-time delivery.

### MINIMUM COMMITMENT AND CANCELLATION

- **Minimum Commitment**: The package requires a minimum commitment of three months.
- **Cancellation**: Clients may cancel the package with a 30-day written notice after the initial three-month commitment. Early cancellation may incur a cancellation fee equivalent to one month's package fee.

### ADDITIONAL COSTS

- **Additional Work**: Any work beyond the package limits or urgent requests will incur extra charges. Additional costs will be communicated and agreed upon in advance.
- **Overage Fees**: Fees for exceeding package limits are calculated based on the rate applicable to the additional services required.

### PAYMENT TERMS

- **Billing Cycle**: Payments are billed monthly in advance. Payment is due on or before the start of each billing cycle.

### CLIENT RESPONSIBILITIES

- **Design Requests**: Clients are responsible for providing clear and accurate design requests and feedback.
- **Approval**: Clients must approve design proofs before finalization and print production. Any changes requested after approval may incur additional charges.

### CONFIDENTIALITY

- **Client Information**: Grallet will maintain the confidentiality of all client information and design materials.
- **Design Ownership**: Upon full payment, clients will have ownership of all final designs. Grallet retains the right to use designs in its portfolio and marketing materials unless otherwise agreed.

### LIMITATION OF LIABILITY

- **Liability**: Grallet's liability for any loss or damage arising from the use of the package is limited to the amount paid for the package. Grallet is not liable for any indirect or consequential loss or damage.

### DISPUTE RESOLUTION

- **Dispute Resolution**: Any disputes arising from these terms will be resolved through mediation or arbitration in accordance with Indian law.

### AMENDMENTS

- **Changes**: Grallet reserves the right to amend these Terms and Conditions. Clients will be notified of any changes, and continued use of the package constitutes acceptance of the revised terms.

### GOVERNING LAW

- **Jurisdiction**: These Terms and Conditions are governed by and construed in accordance with Indian law. Any legal disputes will be subject to the jurisdiction of the courts in [Nagpur/Maharashtra]

## PROJECT TIMING AND MONTHLY PRE-PLANNING

At Grallet, we aim to deliver high-quality designs efficiently while ensuring that your needs and expectations are met, we follow a structured approach to project timing and monthly planning.

### HERE'S HOW IT WORKS

#### PROJECT TIMING

##### STANDARD TURNAROUND TIME

- **Social Media Graphics**: Typically delivered within 1-2 business days per design.
- **Print Design**: Usually completed within 1-3 business days per design, depending on complexity.
- **Outdoor Advertising**: Delivery within 1-2 business days per design.
- **Custom Design Projects**: Usually completed within 7-8 business days per project, depending on the scope and complexity.
- **Editorial and Digital Design Updates**: Generally delivered within 5-7 business days per update.

##### B. Rush Requests

- **Expedited Service**: For urgent design requests, we offer expedited service at an additional cost. Delivery times for rush requests will be discussed and agreed upon based on the project's urgency.

##### C. Revision Timing

- **Initial Revisions**: Typically completed within 2-3 business days of receiving feedback.
- **Additional Revisions**: Subsequent revisions are handled promptly, usually within 2-3 business days, depending on complexity.

## MONTHLY PRE-PLANNING

### INITIAL PLANNING AND SETUP

- **Kick-Off Meeting**: At the beginning of each month, we'll schedule a kick-off meeting to discuss your design needs, review priorities, and set goals for the month.
- **Design Briefs**: Clients are encouraged to provide detailed briefs for all design requests to ensure clarity and efficiency.

### MONTHLY DESIGN ALLOCATION

- **Service Allocation**: Based on your package, we'll allocate design resources to different services (e.g., social media graphics, print designs). We will help prioritize based on your needs.
- **Project Schedule**: We will create a project schedule outlining key milestones and deadlines for each design request.

### ONGOING COMMUNICATION

- **Regular Check-Ins**: We'll schedule periodic check-ins to review progress, discuss any adjustments, and ensure alignment with your goals.
- **Feedback Loop**: We encourage timely feedback to keep projects on track and ensure that revisions are completed promptly.

### FLEXIBILITY AND ADJUSTMENTS

- **Reallocation of Resources**: If priorities change or new needs arise, we can reallocate resources and adjust the project schedule accordingly.
- **Service Adjustments**: If you need more focus on certain design services, we can adjust the allocation within the scope of your package.

### FINAL REVIEW AND APPROVAL

- **Delivery and Review**: All completed designs will be delivered in the agreed formats. We'll provide a review period for final approval.
- **Completion**: Once approved, designs will be finalized and delivered. Any final adjustments or additional requests will be handled as per the package terms.



Ready to elevate your brand with **stunning design** ?

Reach out to **Grallet** today to discuss your project and see how we can bring your **ideas to life**.

" **We promise** your **experience** with  
Grallet will always be **wonderful** "

*Thanks*



**Grallet**  
Where Design Speaks Volumes