LITTLE THINGS MAKE BIG THINGS HAPPEN 2017

Branding for Your Consumer Touchpoints
THE SMALL THINGS MATTER
Kural Design’s touchpoint quality is superior because we’ve avoided the trend to one-size-fits-all design applications. We provide brand alignment through beautifully effective, client-driven, communications solutions for every client, large or small. Whether you need marketing collateral, a look book, or a website, our solutions fuse three things: our enthusiasm for developing client-driven solutions, love of design, and skill of using the tools of visual communication available to design agencies.

We bring a wide range of critical skills to focus on ensuring that your brand identity is fully activated in our solutions, including project management, design, photography and photo retouching, print production, videography, website coding, and writing.

We look forward to hearing from you.
Target asked us to develop a multi-use template for their online look book. We designed an interface that makes it easy to browse each of the products and it’s implemented using the latest web standards.

**Custom Applications**

Target partnerships require a little something extra. We tailor each look book’s specific functionality to fit Target’s current overall marketing campaign. Target also tasks us with the responsibility of leading collaborations with other Target design agencies when projects require our specialized experience. We custom code each book to implement the approved design, then we run a variety of tests to ensure that the application runs well under all conditions and is ready for its official launch date.

**Interactive Look Books**

By applying our custom multi-use template, we’ve developed an online editorial look book for Target’s internal brands as well as their partners. We have successfully launched over thirty look books and we continue to make ongoing updates to tailor our templates to their growing needs.

**Printable Look Sheets**

When time is of the essence or the campaign calls for a take-away, we include a printable look sheet that includes Target’s partnered-brand standards. Our look sheets have had a very high success rate in these scenarios by ensuring that the partnership’s brand message and products are clear and accurate.

VISIT OUR TARGET CLIENT PAGE TO FIND OUT MORE.
Turning the iPad into a Wine Buyer’s Advice Columnist

WWine to develop a method or system which would lead to an exceptional in-store experience for their customers. The result was an iPad app that is easily accessed via in-store kiosks anytime a customer desires. We worked with Total Wine and Wine Spectator to develop the data for the kiosk. We worked with Ironpaper to program the extensive functionality of the app.
A Place of Residency

Elliott Capital needed a brand and a website for their commercial property Jackson Park Hospital Apartments. Using their suggested color choice, we designed a brand around their glowing residency testimonials and existing assets.
A “Tuttlely” New Way To Social

Helping companies find their way in an ever-changing social media landscape, Tuttle Digital needed a brand that was inline with their vision of remaining fresh and current. With the use of warm tones, we came up with a logo and color palette that reminiscent of a late afternoon sun-filled office.
Imaging is Everything

Canon contacted us to create consumer standout designs to separate them from the herd of multi-function printers that crowded big box store shelves. By making great use of color, we created POP pieces and POP stickers to be placed on each machine to highlight their specifications.
Increase productivity and cost-efficiency with the built-in ethernet port for networking.  Shared printing and faxing directly from your PC.

Quick First Print  Accomplish more in less time with an instant warm-up and fast print speed.

Two-sided Output  Create two-sided prints, copies, and fax from two page originals.

Built-in Network  Increase productivity and cost-efficiency with the built-in ethernet port for networking.  Shared printing and faxing directly from your PC.

Automatic Document Feeder  35 sheet

Multipurpose Tray  250 sheet Front Cassette

Network/ User ID  for the shared office.

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Send  Scan and send directly to e-mail, USB memory, fax, or network folder.

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LIST OF SERVICES

BRAND IDENTITY
Building robust brands from the ground up by applying experience and industry best practices.

BRAND ALIGNMENT
Coordinating company culture—vision, mission, and core values—to showcase the essence of your brand.

WEB DEVELOPMENT
Applying a brand-first approach to web asset creation whether the project is simple or complex.

INTEGRATED CAMPAIGNS
Developing promotional-campaign marketing collateral that is an extension of your brand’s message.

PRINT + WEB DESIGN
Enhancing the look of your brand by applying classic or even cutting-edge design principles.

CONTENT STRATEGY
Analyzing existing content and refining, or identifying content gaps and rectifying through new content.

MARKETING COLLATERAL
Planning and producing the range of print and web applications needed to elevate your brand.

WEBSITES + CMS SYSTEMS
Constructing responsive, brand-aligned web content management systems built on open-source platforms.

ANIMATION + VIDEO EDITING
Creating videos or animations that broaden and strengthen your brand communications.
We look forward to developing solutions for your brand’s identity.

—kural design