

Parallax



BOUTIQUE DESIGN AGENCY



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Table of contents:

- TABLE OF CONTENTS	0
- WELCOME LETTER	1
- COMPANY OVERVIEW	2
- OUR SERVICES	3
- MARKETING CONSULTANCY	4
- WEB DEVELOPMENT SERVICES	5
- CORPORATE IDENTITY AND BRANDING	6
- SOCIAL MEDIA MARKETING	7
- GRAPHIC DESIGN	8
- ADVERTISING STRATEGIES	9
- FULL-SCALE DESIGN	10
- CUSTOMERS - REFERENCES	11



Parallax Graphics:

We would like to exploit this opportunity to humbly present our company profile to you and to briefly inform you about all our services.

We, Parallax Graphics, are a Lebanese based Design Company since 2010.

During the years we noticed a potential to expand and increase our services and certainly our customer base.

Today, and after achieving efficient results for some of the leading governmental, private and semi-private organizations, Parallax Graphics has evolved by developing its own unique identity.

We provide the following services:

- Marketing consultancy
- Branding and Identity conception
- Social media management
- Online marketing
- Graphic design
- Web development
- Advertising strategies
- Full-scale design
- Software development

We look forward to having you as our clients and business partners.

Yours Sincerely,
Parallax Graphics.



Your image ... Our concern

Company Overview:

VALUES:

Parallax is a value based company. The combination of Quality work, satisfactory service and team collaboration are the keys that helped our company gain its successful reputation.

We always make sure our customers obtain the best possible service.

MISSION:

"We live in a life-size design" Everything around us is designed in one way or another, we have worked and will be working on embellishing our society by creating eye relieving, fancy and officially permitted designs, abiding to all the design etiquettes.

We give you uniqueness in a competitive organizational environment.

Today, our marketing and advertising strategies along with our best promotional methods can get you closer than ever to your target clientele.

Parallax team is undertaking the duty of showing you the world from a parallax perspective.

VISION:

We are extending our services to any business, organisation or institution you have, and proposing adequate solutions to your marketing and advertising needs.

It's all about being committed to find the most efficient and smart way to work. Parallax is always connected to the latest trends and technologies worldwide to ensure our customers receive the newest and most efficient marketing and advertising solutions.





Our Services:

Marketing Consultancy

- Idea conversion
- Marketing strategy
- Campaign creation
- Third party follow-up

Web Development Services

- Domain registration
- Web hosting
- E-mail services
- Content management systems (CMS)
- Search engines optimisation (SEO)

Corporate Identity and Branding

- Logo design
- Typography
- Stationery design
- Packaging and Labelling
- Uniform design
- Car vinyl
- Promotional items

Social Media Marketing

- Social Image consultancy
- Professional social business pages management
- Online banner designs
- Interactive presentations

Graphic Design

- Catalogue design
- Menu design
- Invitation cards
- Flyer design
- Poster design
- Info graphics
- Interface design

Advertising Strategies

- Electrical, steady and moving Billboards
- Mass SMS services
- Mass e-mails
- Mass WhatsApp

Full-Scale Design

- Flex banners
- Signage (Indoor, Outdoor)
- Display decorations

Marketing Consultancy:

- **Idea conversion:**

Business is mainly about value, creation and creativity.

The major step in interacting with someone is fully-understanding him: You have ideas, we have adequate solutions to your marketing and advertising needs. It's art. Here at Parallax, we prime the pump with creative ideas and we follow the latest processes to turn these ideas into profit.

- **Marketing strategy:**

Marketing strategy is about setting the main plan that will help your company increase sales and achieve a sustainable competitive advantage. The centre of the marketing strategy is the marketing mix, which includes: The product, the price, the place and the promotion. At Parallax, we take care of promoting your brand, including all promotion types from timing and lifecycle, execution, costs till benefits.

- **Campaigns creation**

Campaigns can be used when launching a new product, organizing events, making any changes in your company or simply on holidays. With our creative team at Parallax, we make sure to create full effective campaigns to help you reach the largest share of your target audience, using different media for different types of audiences.

- **Third party follow-up**

To make sure the execution is well completed, our job is to follow up with third parties like printing press, radio, TV or any other party involved in the process. We keep contact with the chosen promotional media to assure quality, precision and punctuality.



Web Development Services:

- **Domain registration:**

A domain is your identity on the internet. We smooth the process of choosing yours wisely. We register your domain by taking into consideration the following rules:

- Easy to recall
- Reflects your business
- Easily found on the internet

- **Web hosting:**

The web hosting service is a type of our internet hosting services that allows individuals and organizations to make their website accessible via the World Wide Web. We provide space for your websites on our secured servers.

- **E-mail services:**

We offer you e-mails following your main domain name, so you can represent the company or organisation you belong to, in a professional manner.

Users access all their e-mail messages regardless of what system or ISP is being used.

- **Content management systems:**

We offer you the content management system (CMS) which is a customized system used to typically manage the content of your website. It allows the user, who may not know Hypertext Mark-up Language HTML to manage the creation, modification, and removal of content from a Website without needing the expertise of a Webmaster.

- **Search engines optimisation:**

Search engines optimization (SEO) is the process of affecting the visibility of your website or a webpage in a search engine's natural or unpaid search results. In general, the higher ranked on the search results page, and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.



Corporate Identity and Branding:

- Logo design:

Your logo is your face. It is how you present your brand to your audience. It is creating an image to position your brand in your audience's mind. Designing the right logo is a very tricky process; we design your logo to visually impress your audience.

- Typography:

Typography plays a crucial role in the design of your brand identity. For example, the typography in a logo can be as impactful as a graphic. Even if you do have a graphic logo mark in your logo design, the typography used with it says a lot about your brand. We unite and standardize your branding typography to build a visual link with your audience.

- Stationery design:

Stationery is one of the most visible aspects of any business. From letterheads and compliments slips to business cards, envelopes and invoices, your stationery will be seen and kept by customers and will influence the way they see your business. We offer Stationery designs that can be used to project your business image.

- Packaging and Labelling:

The way you package and label your product is important. It's known that the package is your last chance to influence your audience. That's why the package you choose must reflect your identity and must capture attention instantly. Also, it should be solid enough to protect your product from any physical, chemical or microbiological invasion. We make sure our design combines the best colours, shapes and materials to positively influence your customers purchase decision.

- Uniform design:

We make sure that your chosen employees' costumes make the best first impression by ensuring that your logo and personalization stand out. We design uniforms where you can add your company name, web address or logo printed or embroidered on any product such as t-shirts, caps, trousers, overalls, and many other items...

- Car vinyl:

Car Vinyl designs help gain brand recognition which is an important step in your company's branding process. Car vinyl catches easily the attention of the audience, giving your business more visibility and brand recognition.

- Promotional items:

Nothing sounds more appealing to your target audience than a gift, ranging from a small bonus pack to a big offer. Promotional items are gadgets relevant to your product that could hold your company's name, logo and tagline. These items may be small but they have a huge effect on your target audience who will always have your company at the top of their mind.

Social Media Marketing:

- **Social image consultancy:**

Social Media has proven itself as the preeminent internet-based communications medium. Nearly 70% of companies/ recruiters use social networking or social media to reflect their image and to support their recruiting efforts. Our main task is to create and manage professional pages on Facebook, Twitter, Instagram, YouTube, LinkedIn and any other social network.

Based on our certifications and extensive experience in social media, marketing and image consulting we know what it takes to keep people active and interested in your company, we make sure to create the best image of your brand.

- **Professional social business pages management**

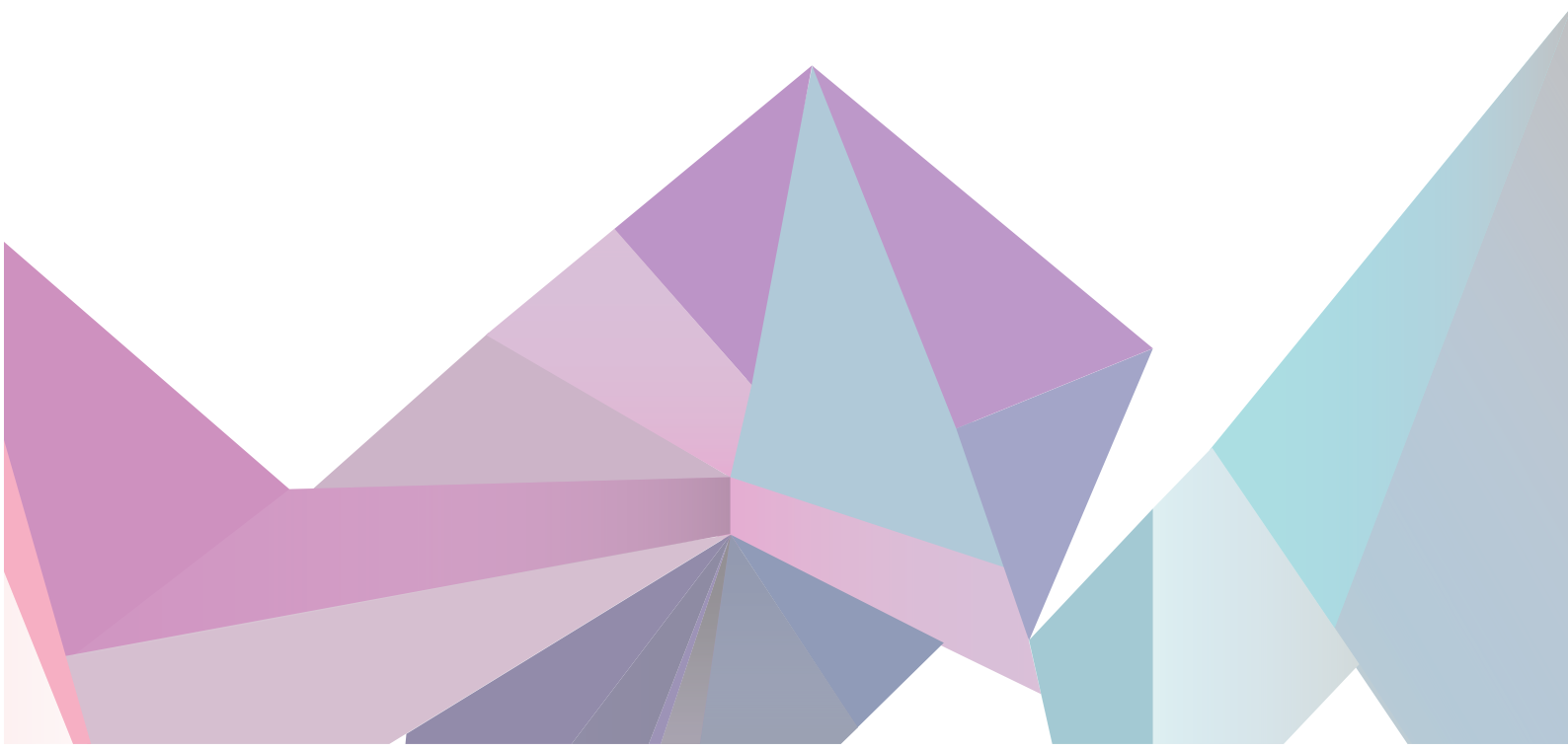
We offer well organized Facebook, Linked In and INSTAGRAM pages (new or restructured) with a professional look and feel, followed by weekly banners, special APS, map, photo albums, and distinctive ideas with identical structure, colours and effects to give the business a unique personality, by taking into consideration the company's accustomed branding and Identity, all generating to a strong brand recognition technique.

- **Online banner designs:**

Each and every banner we design aims to be effective, creative and smart to attract more eyeballs to your product promotion, So we spend a lot of time to design customised web banners that bring more traffic to your page from other websites or applications.

- **Interactive presentations:**

We design presentations that can include a combination of audio, still images, animation, video or any interactivity content forms. It is usually recorded and played, displayed, or accessed by information content processing devices, such as computerized and electronic devices, but can also be part of a presentation or live performance.



Graphic Design:

- Catalogue Design:

A well-conceptualized and designed catalogue is a marketer's biggest asset. Parallax has assisted companies in the conceptualization, design and development of catalogues. Our catalogue designs substantiate for your products or services and more importantly, for your company.

A catalogue is a great way to introduce your products/services and give out information.

- Menu Design:

Visual perception is inextricably linked to how customers read a menu. Most menus are presented visually.

In Parallax we do menu engineering, we focus on how to increase attention by strategically arranging menu categories within the pages of the menu, and item placement within a menu category. We graphically design and customize your menu according to your business personality.

- Invitation cards:

Commonly used to invite friends and family to special occasions. Whether sent by mail or electronically (e-cards), a card sends a simple, meaningful message to people you care about. Our designs cover multiple types of invitation cards, depending on the occasions (birthdays, weddings, anniversaries, celebrations or holidays).

- Flyer Design:

A flyer is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place.

Flyers may be used by individuals, businesses or organizations. Flyers are a low-cost form of mass marketing or communication.

Here at Parallax, we create flyers that represent your intended ideas in personalized designs and forms, flyers that capture attention and get people to stop and take a look at it.

- Poster design:

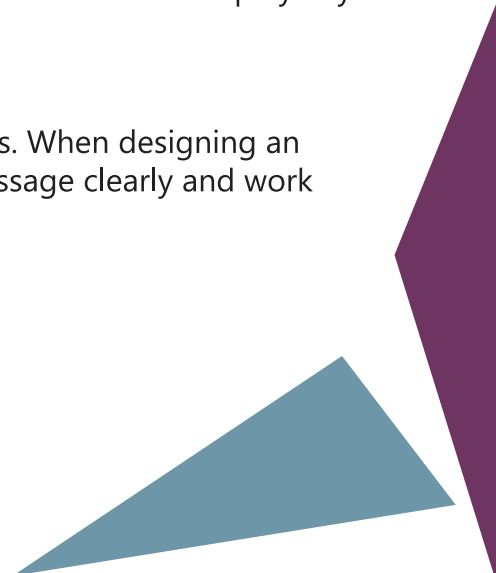
Posters are a bigger version of flyers; they hold a creative part and an informative part at the same time. The creative part helps to actually catch people's attention in order for them to read the informative part. Posters are a great tool to reach a mass audience. Here at Parallax, we make sure to get a good dose of creativity balanced with a relevant load of information in order to make sure you have, as a result, the most effective poster for your purpose.

- Infographics:

Infographics are a visual presentation of studies, data or information in order to simplify any complex information to come out loud and clear.

- Interface design:

This is the part concerned with first impression and user friendliness. When designing an application, it needs to be simple, easy to understand, deliver a message clearly and work fast. Otherwise, users will not have any interest in using it again.



Advertising strategies:

- **Electrical and steady Billboards:**

Billboard advertisements are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the advertisement after they have driven past it. And this is where we sparkle. Our skilled team at Parallax has established during the past few years a pack of creative billboards that stood up in the market for their creativity and originality.

- **Mass SMS services:**

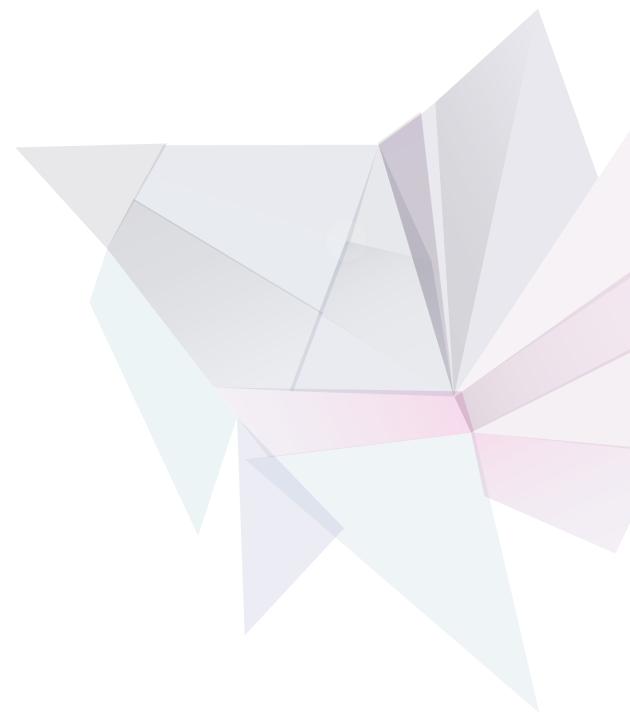
Or Bulk messaging is the dissemination of large numbers of SMS messages for delivery to mobile phone terminals. It is used by enterprises and consumer brands for a variety of purposes including entertainment, marketing, alerts, reminders, and also for information and communication between both staff and customers.

- **Mass e-mails:**

Our online marketing strategy is very productive and impactful when it comes to grabbing the attention of the target, generating interest and building desire. We offer different packages to meet our customers' needs and budgets.

- **Mass Whatsapp:**

MassWhatsapp is an effective tool to send out a message for a mass audience. With the use of our internal data, we can reach your clientele using the Whatsapp application, by exchanging texts or pictures.



Full-Scale Design:

- **Flex banners:**

Flex is a sheet of polythene widely used to deliver high quality digital print for outdoor hoardings and banner mainly printed by large colour plotters in CMYK mode. We design these banners in a form of rollups or simply flat banners.

- **Signage (Indoor, Outdoor):**

We design your advertising signs for indoor and outdoor representations with its various types:

- Printed shop signs
- Light boxes
- Letters
- Alicobond
- Stainless steel
- Led Lighting Signs

- **Display decorations:**

We mainly design shop displays, see-through, or window display to capture customers' attention in special events, openings or celebrations.

