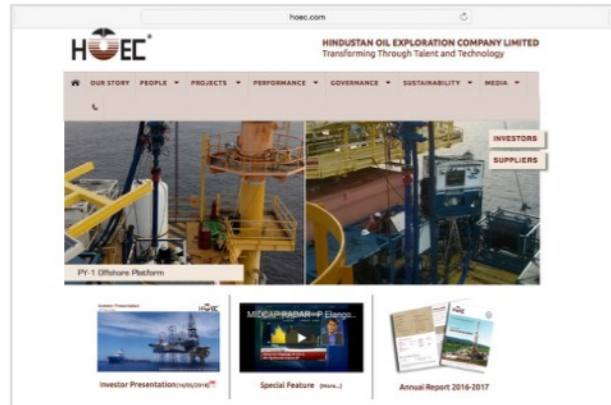




Respond | Design | Activate



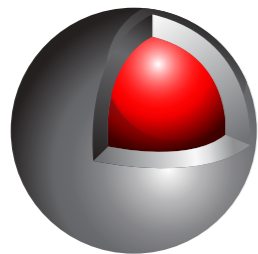
[www.studiorda.com](http://www.studiorda.com)

copyright©2024 studiorda. All Rights Reserved

Brand Identity  
Strategic Design  
Creative Media



## About Us



Studio RDA is a design and media firm established in 2005, located in Chennai. With almost 20 years of experience, we have successfully completed a diverse range of projects both within India and internationally.

Our clientele encompasses large corporations, medium-sized companies, well-known brands, and dynamic startups. Our expertise spans various sectors, including Retail, Education, Energy, Real Estate, Entertainment, Automotive, Finance, Hospitality and Culture.

We specialise in these service verticals:

**Brand Identity, Strategic Design and Creative Media**

The firm has worked with over 100 clients, completing more than 1,000 strategic design projects, over 20 creative media initiatives and more than 50 brand identity projects.

Respond | **Design** | Activate



## Our People



Raghuram Avula is the Founder & CEO of Studio RDA, bringing over 25 years of experience in the design and media sectors. Our team of talented personnel consists of designers, social media specialists, web programmers, content creators, visualisers and project managers.

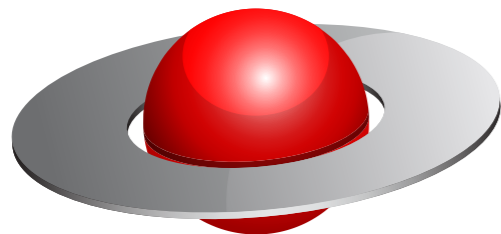
Our design team operates with both Win and Mac workstations, equipped with the latest design software. Additionally, we collaborate with a network of consultants who provide expertise in brand strategy, strategic marketing, design research and media planning.

To enhance our capabilities, we partner with production studios that feature chroma key facilities, enabling us to produce engaging video campaigns, reels and corporate films.

Respond | Design | Activate



## Our Approach



Design has always played a crucial role in driving innovation in product and service development. However, in the past decade, the term "Design Thinking" has gained traction, serving as a recognition that businesses and organisations can greatly benefit from the designer's approach to thinking and working.

Design Thinking encompasses the cognitive, strategic, and practical processes through which design concepts are crafted. Additionally, it is linked to recommendations for innovating products and services.

Studio RDA uses design to efficiently combine the creative process with the functional needs that make the solutions more unique and effective.

Respond | Design | Activate



## Our Strategy



Effective **communication** plays a crucial role in how customers discover a company's products or services, highlighting what sets brands apart from their competitors. It enables management and employees to synchronise their efforts, ensuring the entire organisation is aligned with the same strategic objectives. Additionally, it allows executives to keep investors, the media, and the public informed about significant developments within the organisation.

Studio RDA enables its clients to build such an **integrated communication** system that includes reports, social media messaging, website data, videos, newsletters and even presentations so they are seamlessly interacting and in alignment with the identity and vision of the organisation.

Respond | **Design** | Activate





# CLIENTS



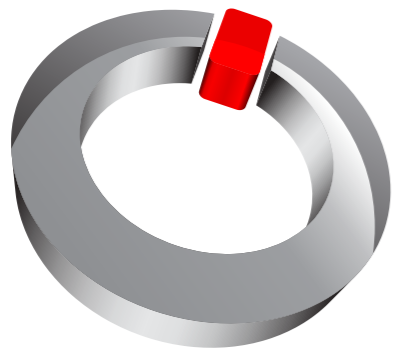


# Brand Identity

A brand identity weaves together the tapestry of visual and content choices that embody the spirit of your product or service. It serves as the visage of your brand.

This identity comprises not only the visual elements you select, such as your vibrant colour palette, but also the essence of your brand's promise, voice and tone. When crafted with care, your brand identity reflects and hints at your brand's core values and mission.

By forging a robust brand identity we will empower you with tangible brand touch points to cultivate an image that resonates with your target audience and help build brand loyalty and equity that increases the intangible values to greater levels.



Respond | Design | Activate



# Strategic Design

Strategic design applies future-oriented design principles in order to increase an organization's innovative and competitive qualities. Its strength lies in the analysis of external and internal trends and data, which enables design decisions to be made on the basis of facts rather than aesthetics or intuition.

Our multidisciplinary approach involves integrating insights from various fields to reframe challenges and develop solutions grounded in a deeper understanding of complex issues.



Respond | Design | Activate





# Creative Media



Creative Media enables us to gather a comprehensive view of the world in a manner that is easily understandable, allowing each person to select the information that resonates with them.

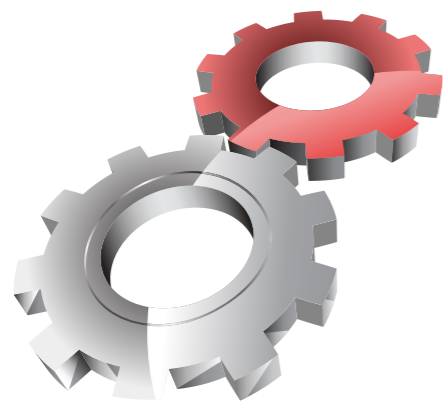
Whether it's a print advert, a social media video, a signature Tune, or even a blog post, storytelling serves as a fundamental element of all these media forms.

The digital realm is unique as it accommodates a wide range of creative content, including graphic design, video, and audio.

Respond | Design | Activate



## Our Model



Our model at Studio RDA centers on delivering exceptional value to clients, particularly in terms of return on investment. Our multidisciplinary service framework offers clients a diverse range of customisable design options, fostering a more collaborative and effective work environment.

Depending on their needs, clients can opt for either a **project-based** model or a **monthly retainer** arrangement.

Over the years, we have developed an efficient design workflow that ensures timely delivery of our projects.

Respond | **Design** | Activate



Respond | Design | Activate

118, workafella, 10, Uttamar Gandhi Road  
Nungambakkam, Chennai 600034

T 91 44 43526613 | E [design@studiorda.com](mailto:design@studiorda.com)

[www.studiorda.com](http://www.studiorda.com)