

@IDSbrands

Capabilities Deck

Growth

Working with us

Brands are living things and one thing common with all living things is growth.

At IDSbrands, we define brand growth by two basic parameters - **Relevance** and **Perception**.



Perception

Our proposition

While you maintain relevance by delivering value to your clients through your unique process and outstanding expertise, we ensure that the value you deliver is not underplayed by **managing your perception using meaningful design and messaging** that is deployed through appropriate digital and traditional marketing platforms.



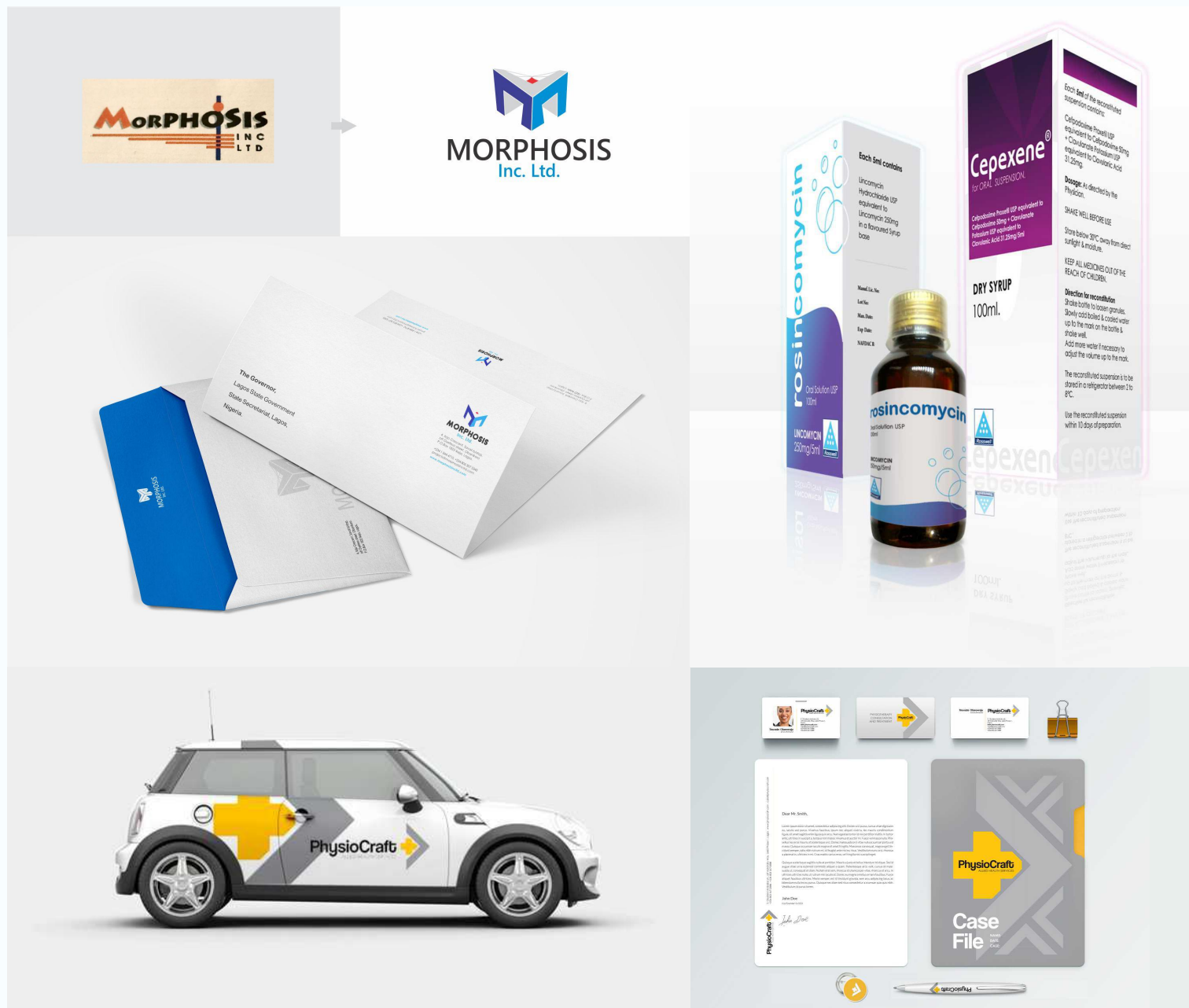
Creative

Capabilities



Creative

- Brand Identity Design
- Brand Guidelines
- Marketing Collateral
- Video Production
- Motion Graphics
- Packaging Design
- Branded Environments



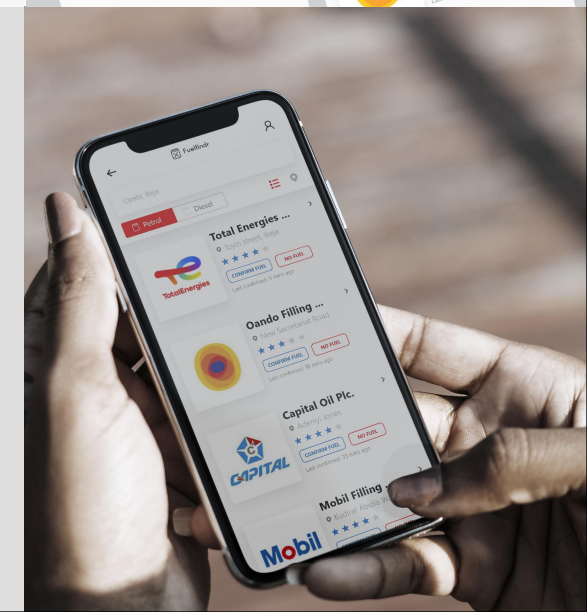
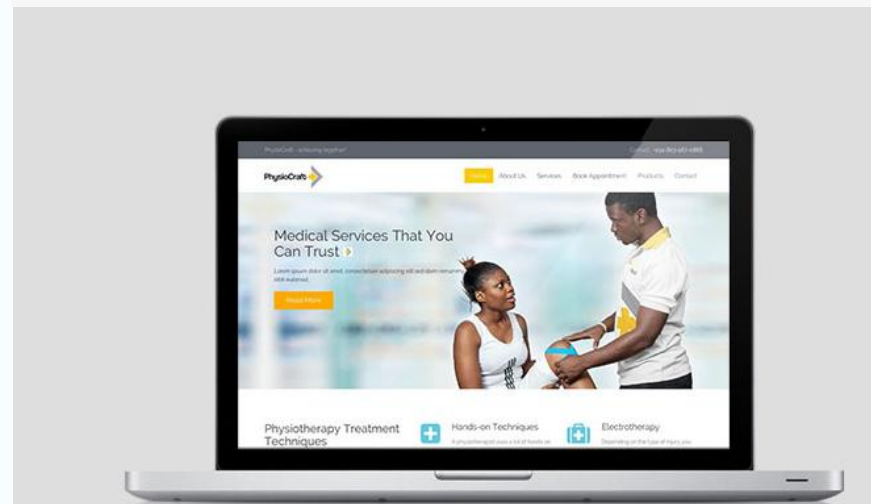
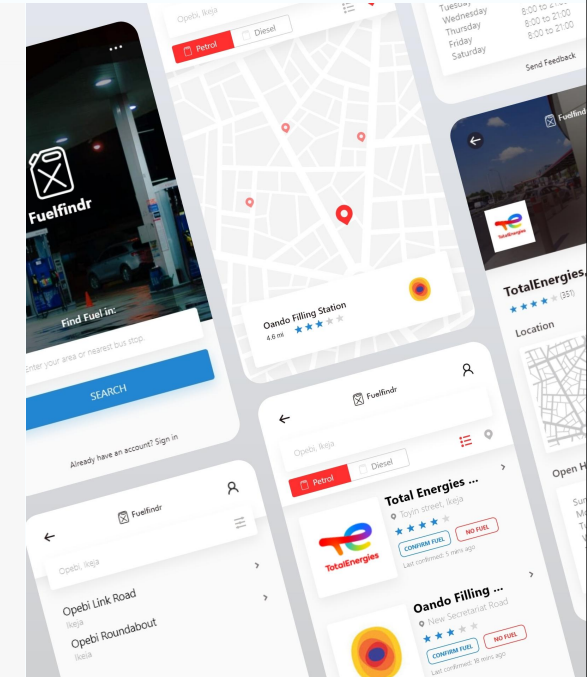
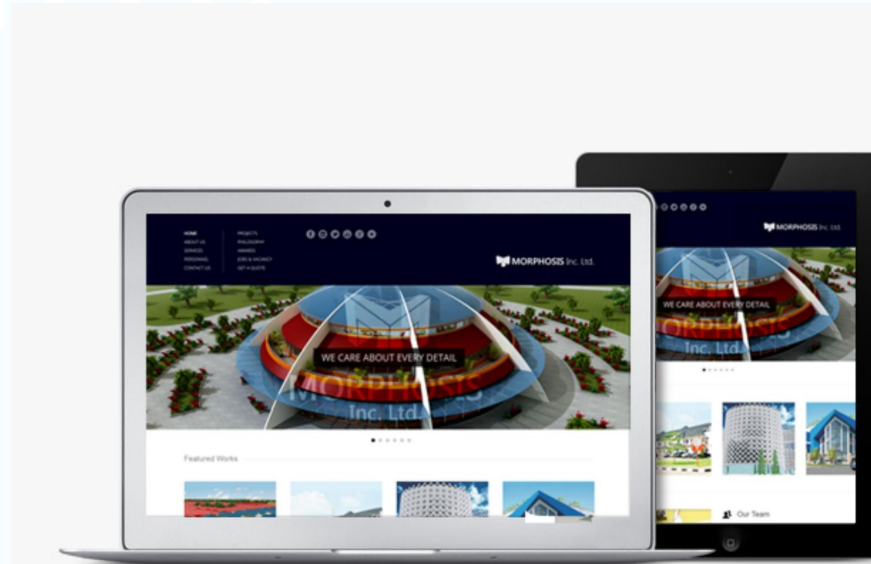
Web+Digital

Capabilities



Web + Digital

- Responsive Web Development
- E-commerce Websites
- Landing Page Design
- User-Interface Design
- Banner and Graphic Design
- Search Engine Optimization
- Copywriting



Strategy

Capabilities



Strategy

Brand Positioning

Messaging Guidelines

Social Media Architecture

Brand Awareness Campaigns

Customer Journey Maps


Consumer Research

Pitch Decks



pladis
DESSERTS
A STRESS REVERSAL WORKSHOP

Welcome Message.



TUNJI BABAJIDE
Lecturer

GETTING STRESSED IS NORMAL. STAYING STRESSED IS NOT THAT'S WHY WE'RE PROPOSING THIS WORKSHOP.

DESSERTS IS SIMPLY 'STRESSED' SPELT BACKWARDS. IT'S A ONE-DAY INTENSIVE BUT NON STRESSFUL STRESS REVERSAL PROGRAM FOR PLADIS NIGERIA WORKFORCE.

Introduction



#desserts

Highlights



#desserts

What to expect

- Understand that stress is an unavoidable part of everybody's life.
- Recognize the symptoms of chronic stress overload.
- Change the situations and actions that can be changed
- Deal better with situations and actions that can't be changed
- Create an action plan for **work, home, and play** to help reduce and manage stress.

#desserts

Thank You!

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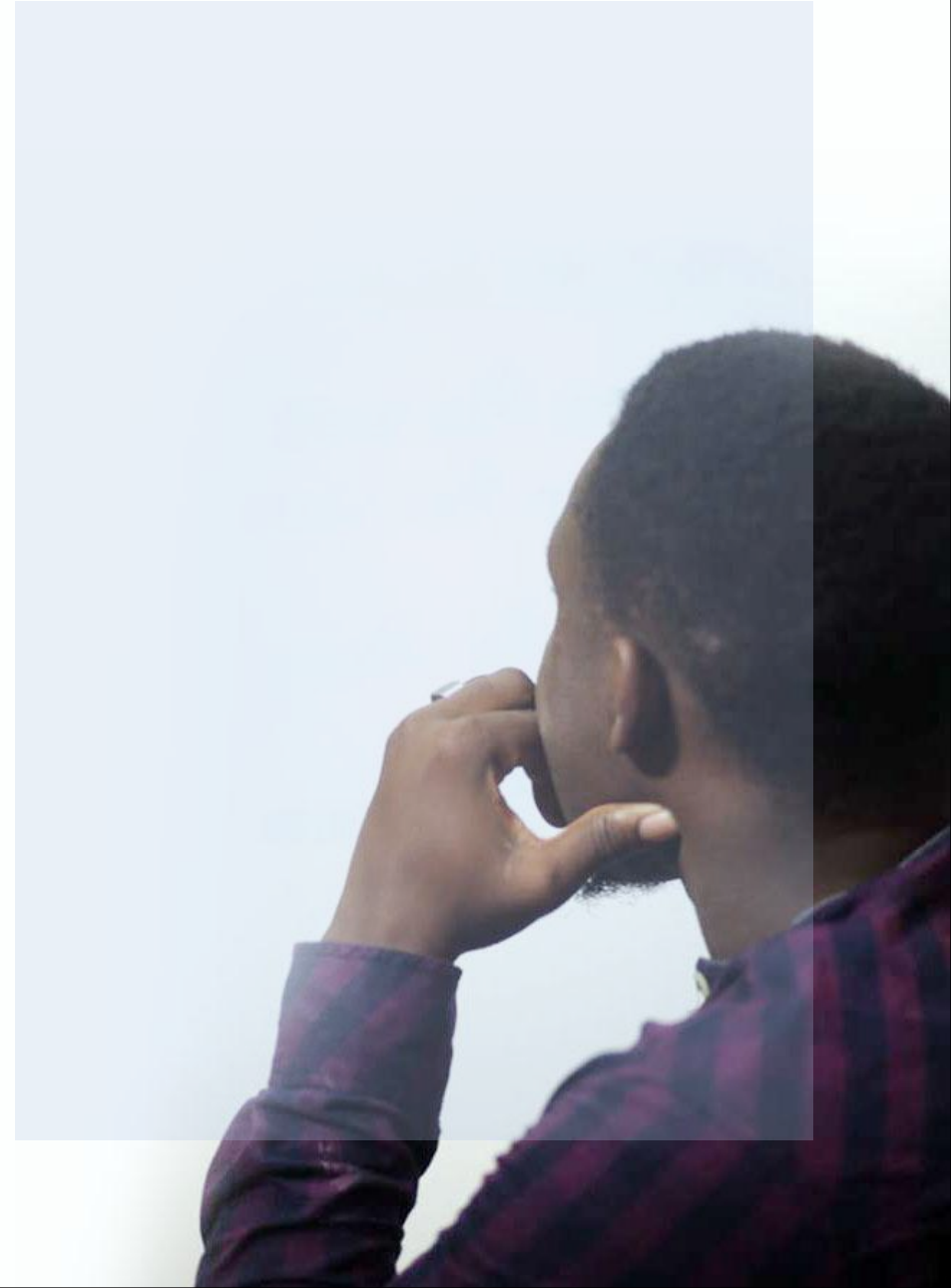
Excellence

About us

Spelt IDS,
pronounced IDEAS.

IDSbrands is a Brand Identity and Digital Experience Design Studio that provide **IDentity Solutions** to strengthen our clients' brand perception.

At the center of everything we do is a passion for excellence and willingness to grow and exceed present milestones.



Case Study 1

Baron Architecture

www.baronarchitecture.com

Scope

- Brand Identity Design
- Basic Stationery Design & Print
- Corporate Profile/Presentation Design
- Responsive Website Design
- Visual Effects

Objective

The company's identity system had run its course and was no longer representing the personality the company now projects: functional contemporary architecture. The dilemma was, how do we change the logo and still make it recognizable as the same old one?

Our Solution

Eliminating the excess part of the old logo and integrated the design across all brand touchpoints. The simplified identity retained connection to the firm's history of delivering functional and reliable solution while allowing more dynamic use across several other platforms.

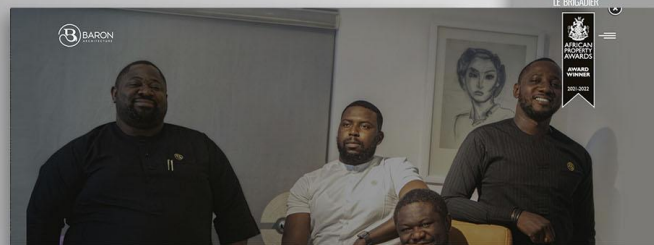




We have a professional bias for design advisory, a broad range of experience in providing Architectural, Interior, Project Management and Urban Design solutions.

100+
FINISHED PROJECTS

26
STAFF STRENGTH



WHAT WE DO

- ARCHITECTURE
- PROJECT CONSULTING
- MULTIMEDIA

WE FOCUS ON THE NEEDS OF OUR CLIENTS TO PRESERVE THE ESSENCE OF THE BRIEF AND ORIGINAL CONCEPT.

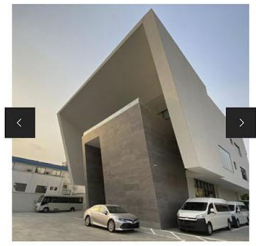
Contact Us



TEMI AJIBAWO
Director

MFON ANDREW-ESSEN
Director

FOLARIN BAMBOPA
Director



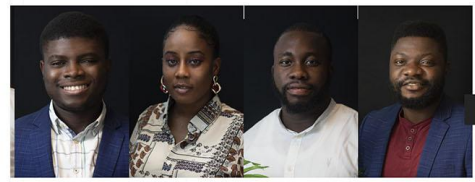
100+ PROJECTS
IN NIGERIA AND BEYOND

We design and execute highly functional projects working actively with suppliers and other professionals locally and internationally while focusing on the needs of our clients and preserving the essence of the brief and original concept.

We have a professional bias for design advisory, a broad range of experience in providing Architectural, Interior, Project Management and Urban Design solutions.

100+
FINISHED PROJECTS

26
STAFF STRENGTH

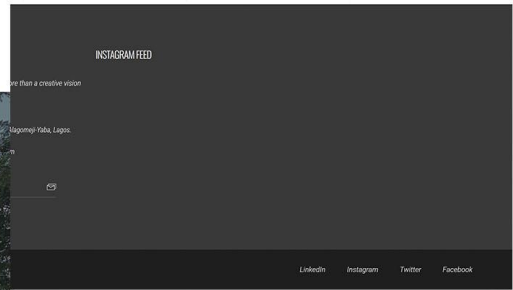


TEMIDAYO AKINYELLURE
Senior Architect I

STEPHANIE ASHEFOR
Senior Architect I

BAYO FAMORITTIIVE
Senior Architect I

DAVOLA FADOLUTIMI
Senior Architect I



Case Study 2

The Limi Hospitals

www.limihospital.net
www.limichildrenshospital.com
www.cardiocare.ng



Scope

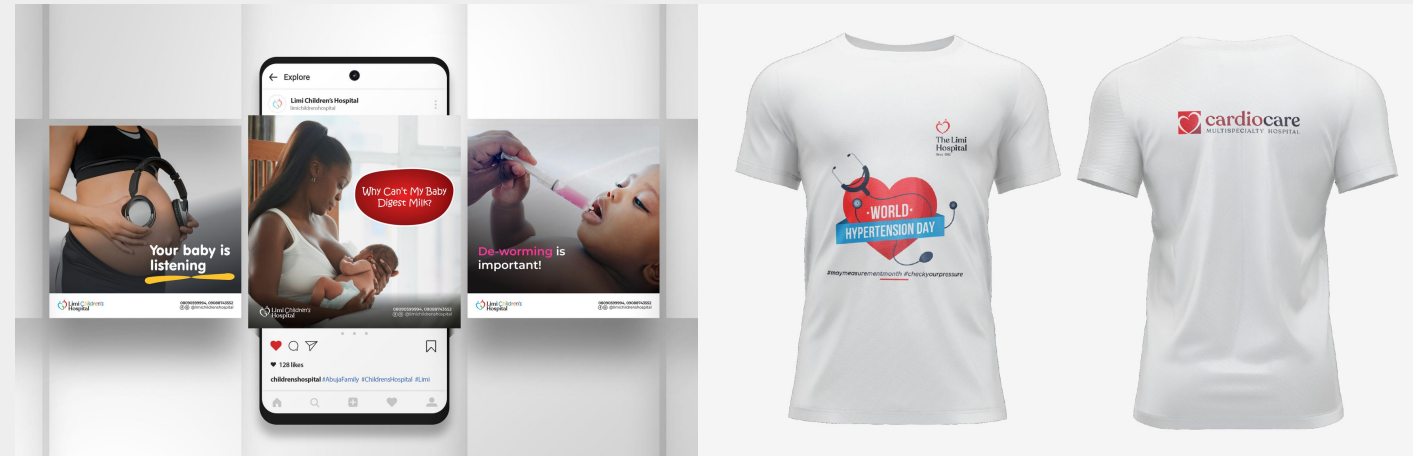
- Brand Identity
- Brand Audit & Strategy
- Social Media Management (till Dec. 2021)
- Website Design for all 3 branches
- Out-of-home Displays
- Photography

Objective

This group of three independent hospitals under the same management needed to unify their identity and strengthen their competitive edge.

Our Solution

After an in-dept discovery session, we centered the brand personality around intensive care, professionalism and family values. The new design system helped simplify brand communication in-house and with clients and partners.




More Experience
Be confident in the treatment plan and your doctor's abilities.

The right answers?
Get the answers and assurance you deserve with accuracy you can trust.

Seamless care
We're committed to delivering compassionate healthcare.

Unparalleled expertise
Don't doubt that you are getting the expert care that you deserve.

[About Us](#)



Our Services

-  Pacemakers & Cardiac Device
-  Echocardiography & Radiology
-  Intensive & High Dependency Care
-  Dialysis & Renal Care
-  Stress Electrocardiogram
-  Non-Invasive Cardiac Surgery

Our Patients



ception, good doctors. There are equipment in-
duct cardiovascular health checks and results
are released within a timely manner

Side Note

Need a Second Opinion?


Second opinions becomes a second chance for our guests. Speak to us today about your health goals and needs.

[Request on Appointment](#)

-  A MANSARD
-  Redcare HMO
-  ProHealth HMO Ltd
-  Reliance HMO

<p>Patient Care</p> <ul style="list-style-type: none"> Providers Visiting Hours and Direction Careers Request an Appointment Testimonials & Reviews Billing & Insurance 	<p>Our Practice</p> <ul style="list-style-type: none"> About Quality & Safety FAQ Contact & Location Blog 	<p>Contacts</p> <p>Address: 5, Sisa Close off Durosoke Street, Asokoro 11, Abuja, Nigeria Phone: +234 817 444 5544 Opening Hours: Mon-Fri: 07:00-23:00h</p> <p>Directions</p>
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*234 817 444 5544



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Find the Care You Need

Reversing Medical Tourism.

[Our Services](#)

COVID-19 INFORMATION
What you need to know about the Corona Virus

[COVID-19 Resources](#)

Welcome to Cardiocare

Cardiocare Introdu...

[doctors](#)

Our Location

We are 90 minutes* from all major cities in Nigeria and West Africa.

View larger map

Use Google Maps to zoom the map

[GET IN TOUCH](#)

Appointments

Call 0817-444-5544 or click to request a same-day appointment.

get in touch

[REQUEST AN APPOINTMENT](#)

Why Choose Cardiocare ?


More Experience
Be confident in the treatment plan and your doctor's abilities.

The right answers?
Get the answers and assurance you deserve with accuracy you can trust.

Seamless care
We're committed to delivering compassionate healthcare.


Unparalleled expertise
Don't doubt that you are getting the expert care that you deserve.

[About Us](#)



Our Services

-  Ultramodern Cathlab
-  Pacemakers & Cardiac Device
-  Echocardiography & Radiology
-  Intensive & High Dependency Care



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What you need to know about the Corona Virus

[COVID-19 Resources](#)



Case Study 3

Lemon7 Beach House

www.visitlemon7.com

Scope

- Brand Identity Design
- Welcome Pack and Brochure Design
- Responsive Website with Booking System
- Search Engine Optimization
- Copywriting

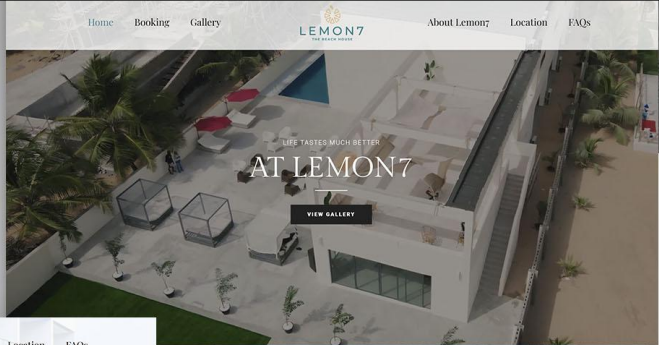
Objective

This new beach house on the shores of Ilashe beach island needed to differentiate itself from competition. We were to create an identity that is distinction and a simple user experience across all digital platforms

Our Solution

Gold and aqua colors formed the focal point of the brand identity, which signifies the most important qualities of the establishment - quality of service, privacy and freedom. Among other things, a google business profile was created to manage visitors' reviews, answer inquiries and lead prospects to the simple and easy to navigate website.





Home Booking Gallery **LEMON7** THE BEACH HOUSE About LEMON7 Location FAQs

About LEMON7

★★★★★

Upper class just got lower priced

LEMON7 Beach House gives you an atmosphere and freedom to be your natural self. Relax and enjoy the views in selective solitude or come celebrate life's milestones with colleagues, friends and family.

LEMON7 is a sophisticated Beach House with 14 units of studio apartments on Ikole Beach Island. Each unit is a practical specimen of affordable luxury indoor and a fabulous display of nature outdoor. Booking a luxury beach apartment in Lagos, Nigeria used to be a reserved privilege for a selected few with an exorbitant budget. Not anymore.

The LEMON7 Beach House facility has indoor and outdoor lounges, the longest swimming pool by the beach, fire pit and play area with a selection of games, among other things. Visit the gallery page to view pictures and video showcasing each part of the facility or visit booking page to browse available booking options.

[View Gallery](#)

LEMON7
THE BEACH HOUSE

Come relax and enjoy the views in selective solitude or celebrate life's milestones with colleagues, friends or family.

[Load More...](#) [Follow on Instagram](#)

Home Booking Gallery **LEMON7** THE BEACH HOUSE About LEMON7 Location FAQs

Comfort guaranteed

The breeze, the view!

Welcome to LEMON7

★★★★★

LEMON7 is a sophisticated Beach House with 14 units of studio apartments on Ikole Beach Island. Each unit is a practical specimen of affordable luxury indoor and a fabulous display of nature outdoor.

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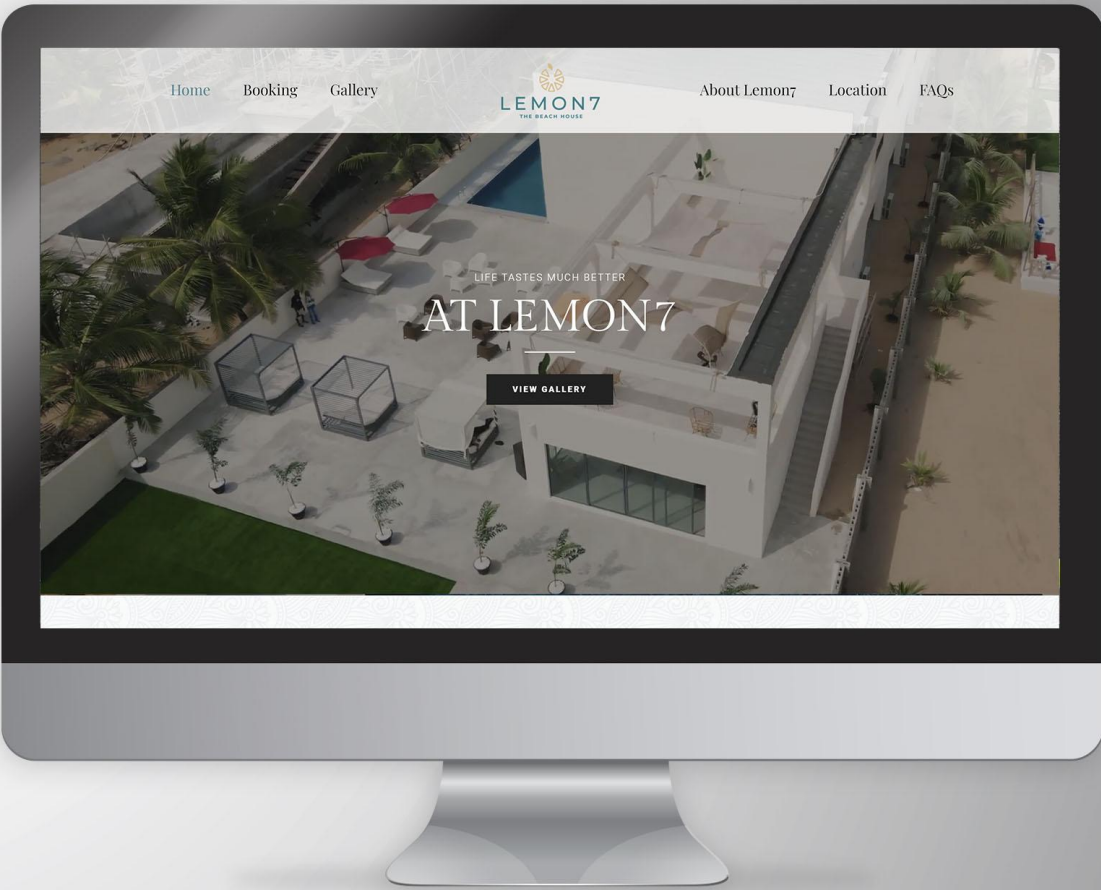
[Book your room](#)

Life tastes better at the beach

Features & Amenities

Every part of LEMON7 Beach House is thoughtfully designed and carefully fitted with the best furnishings to ensure unparalleled relaxation and enjoyment.

- Free Wi-Fi
- 4.5x43m swimming pool
- Fitted kitchenette & dining area
- Recreation facility

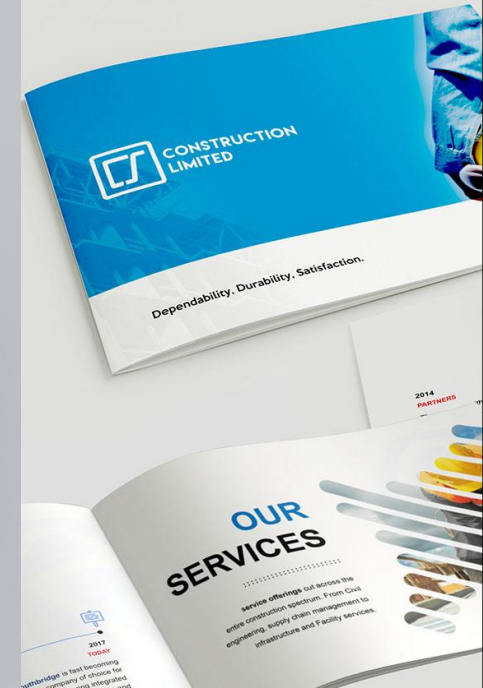


Contact information

Book a room

More...

Other Projects



More...

Other Projects

Life Coaches Association of Nigeria
branding | website | strategy
www.lcan.ng

Physiocraft Allied Services
branding | website | print
www.physiocraft.com

Cedars House of Grace
branding | website | copy | seo
www.wearecedars.com

Dainty Oaks School
website
www.daintyoaks.com

Construworth Limited
website | print
www.construworth.com

Morphosis Incorporated Limited
branding | website | print
www.morphosisincltd.com

Pristine Development Company
website | social media
www.pristinedevelopments.com

Architects Design Centre
branding | website | print
www.architectsdesigncentre.com

Architext Design Associates
website
www.architextdesigns.com

CS Construction Limited
website
www.csconstructioncoltd.com

LawSpace, Australia
branding | website
www.lawspace.me

Reves Clothing Company
branding | website | print
www.revesclothing.com

Luxe Corporate Solicitors
website
www.luxesolicitors.com

Gbeminiyi Eboda
website
www.niyieboda.org

Tayo Abobarin
website | print
www.abobarin.com

Mode Lagos Store
branding | website
www.modelagos.com

Thank you!



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