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Planning and Execution

SOCIAL MEDIA

Strategy, Planning, Creative
Reporting & Analysis

DIGITAL

Performance & Influencer Marketing, SEO,
Media Planning, Blog, Content Marketing &
Media Planning

AMIT SHANKAR

Founder

An award-winning Creative Director, he has spearheaded communication for global brands like Nestle, Cisco, Microsoft, Canon, Pedigree, Honda, and GSK. He has also contributed significantly to India's Pulse Polio campaign.

A best-selling author with five titles to his credit, he is a visiting faculty member at top advertising, design, and management institutes.

As a Political Analyst and a Social Commentator, he is a regular on prime-time news.





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which is not only a product

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Director, Gulshan Group





PRE-LAUNCH TEASER FILMS



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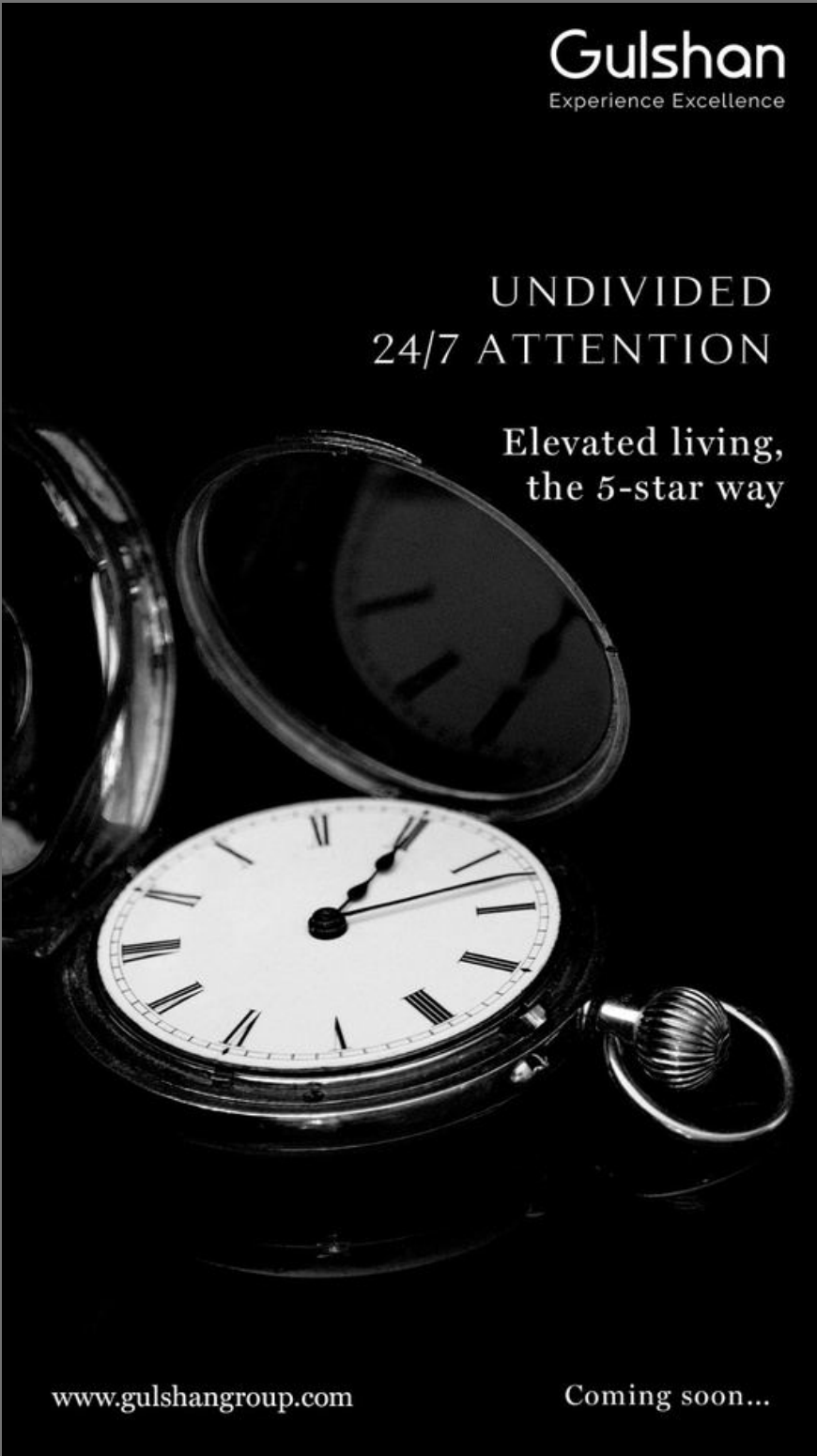
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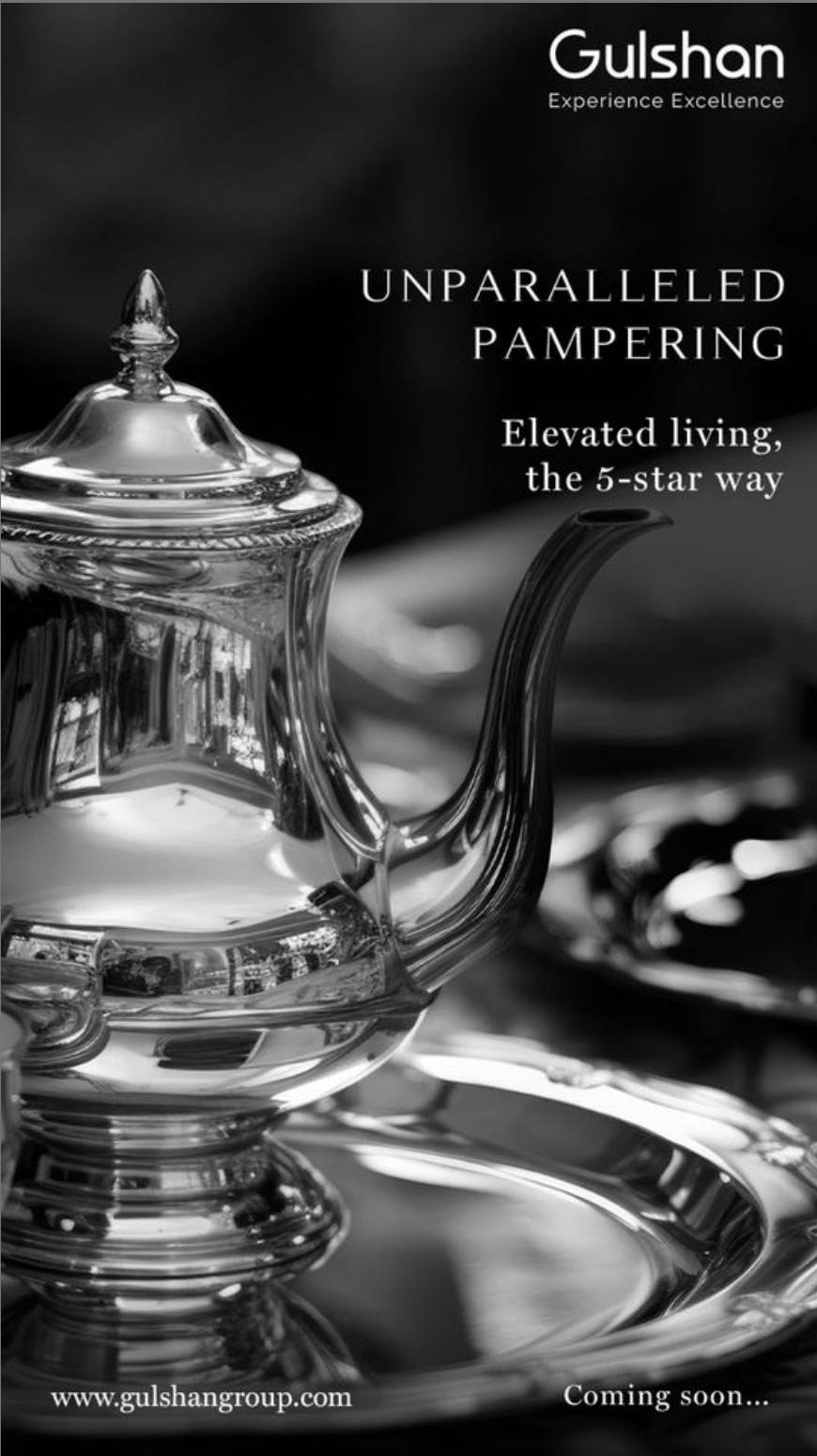
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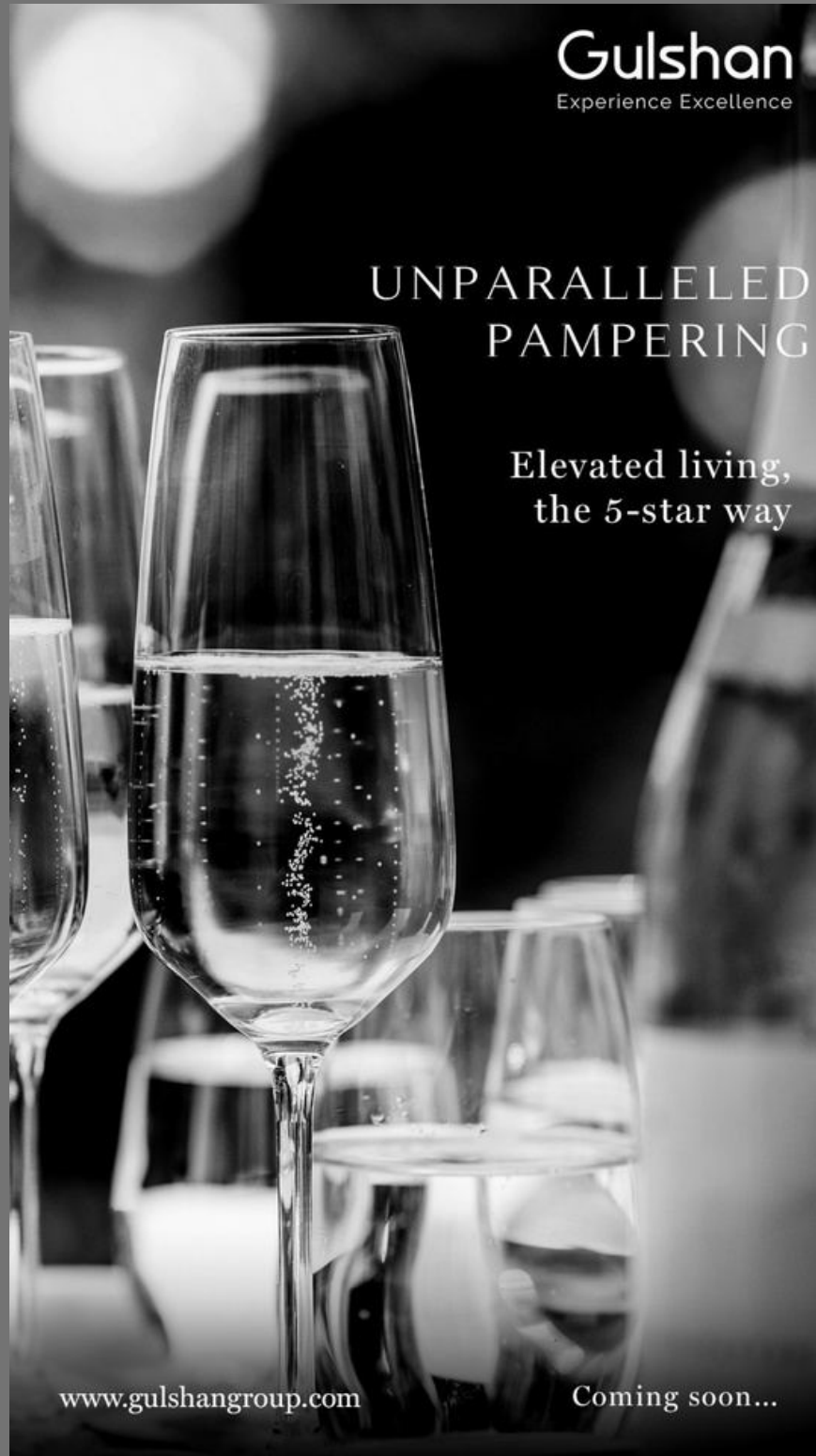
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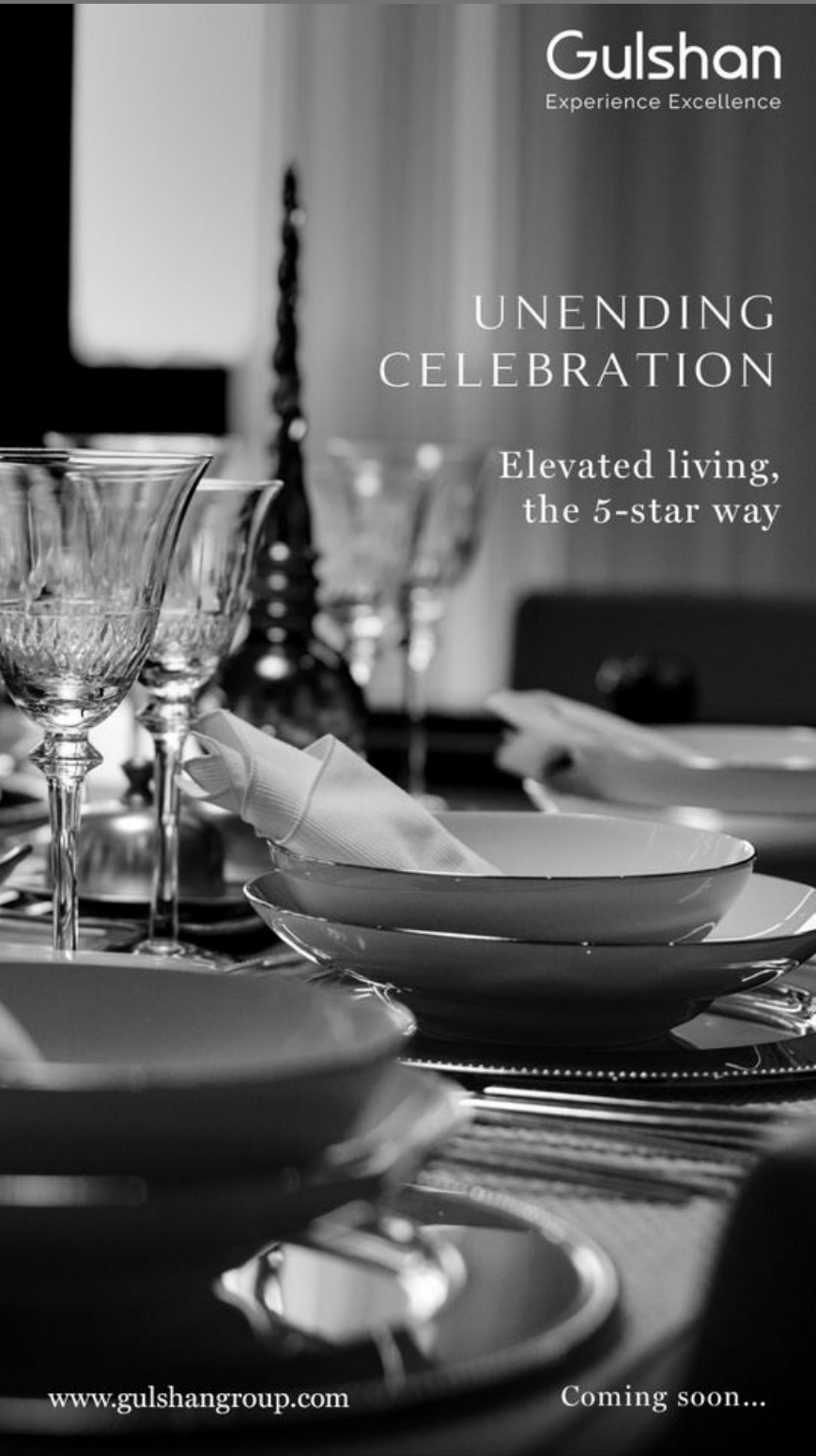
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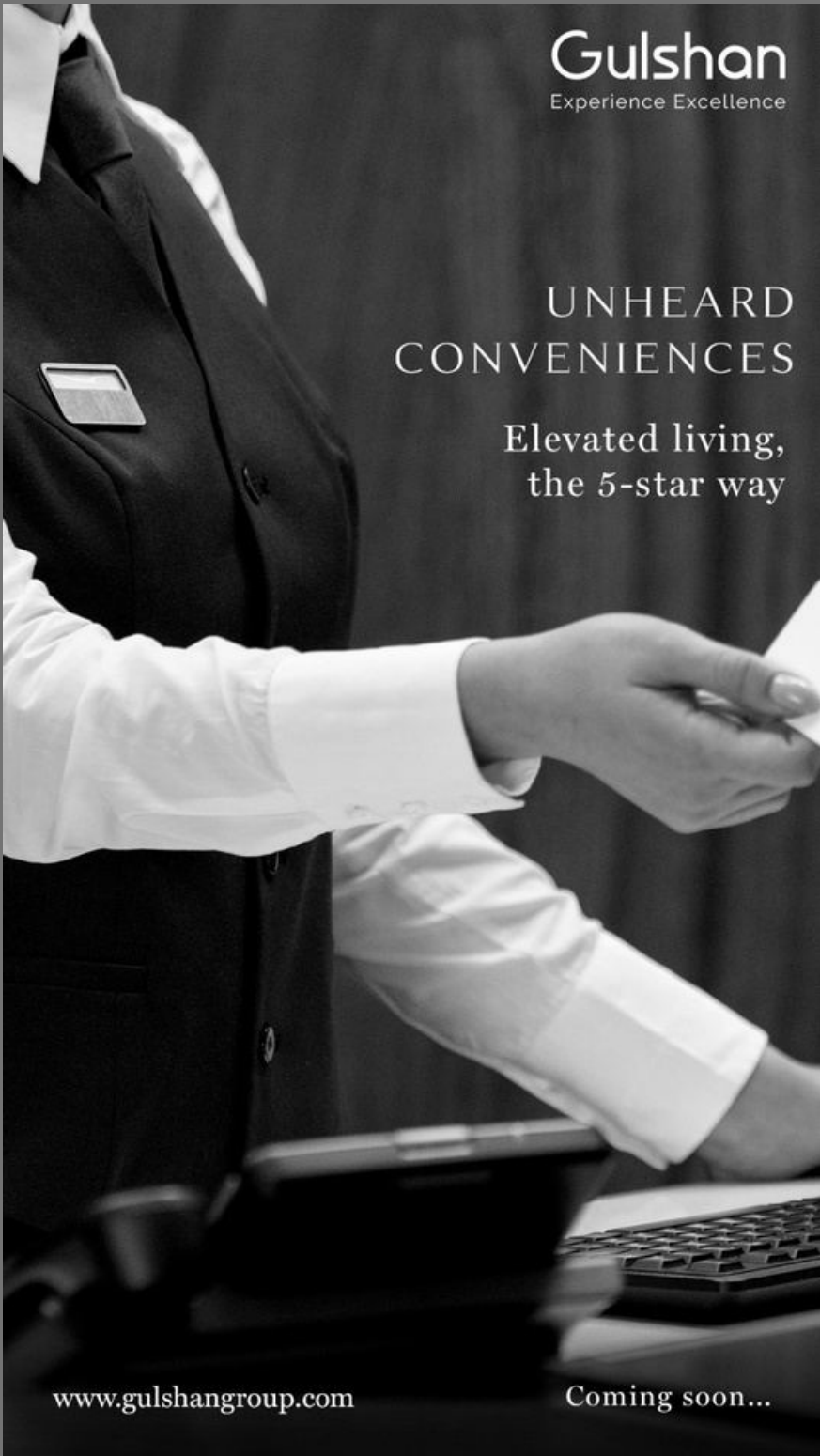


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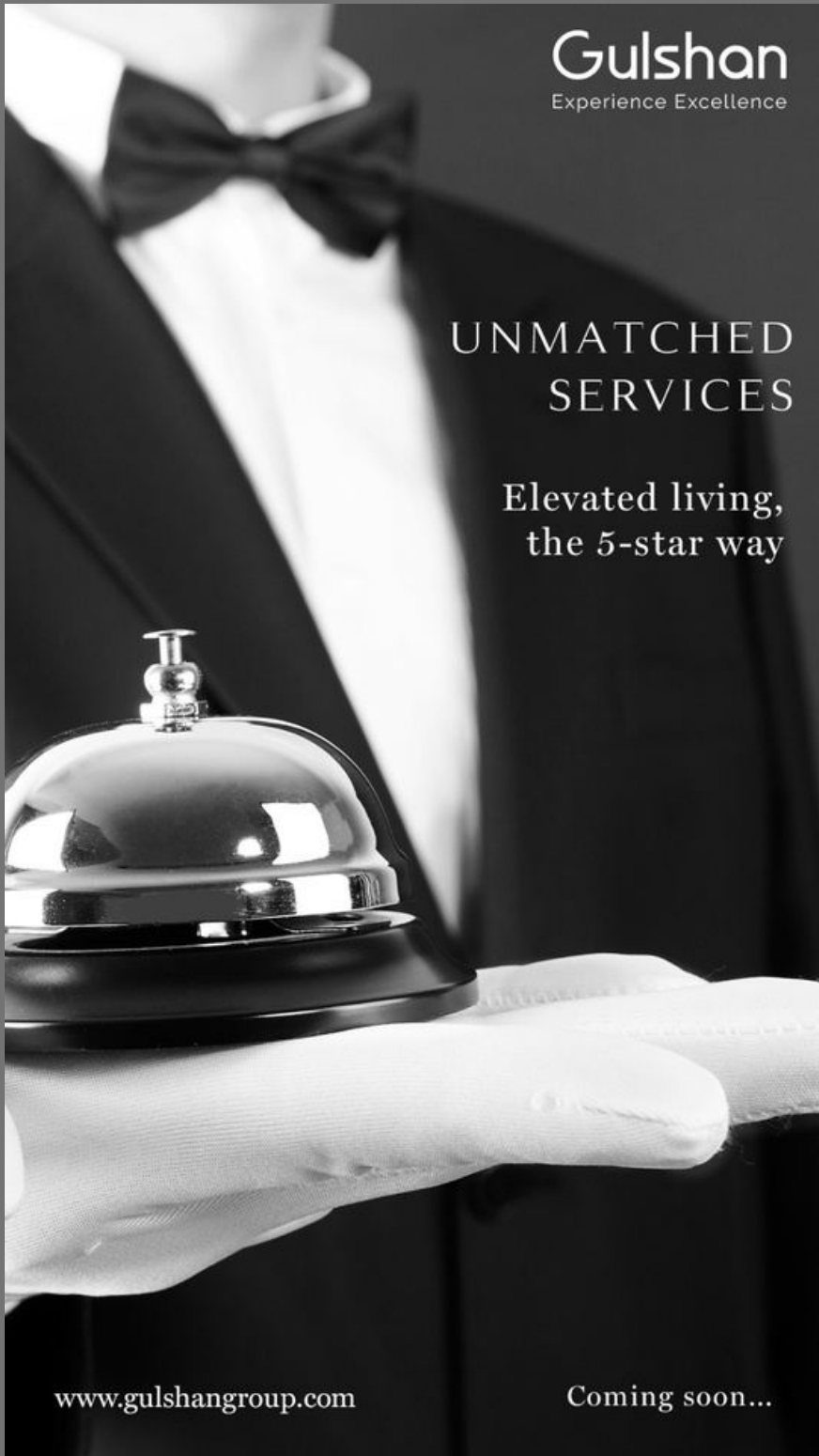


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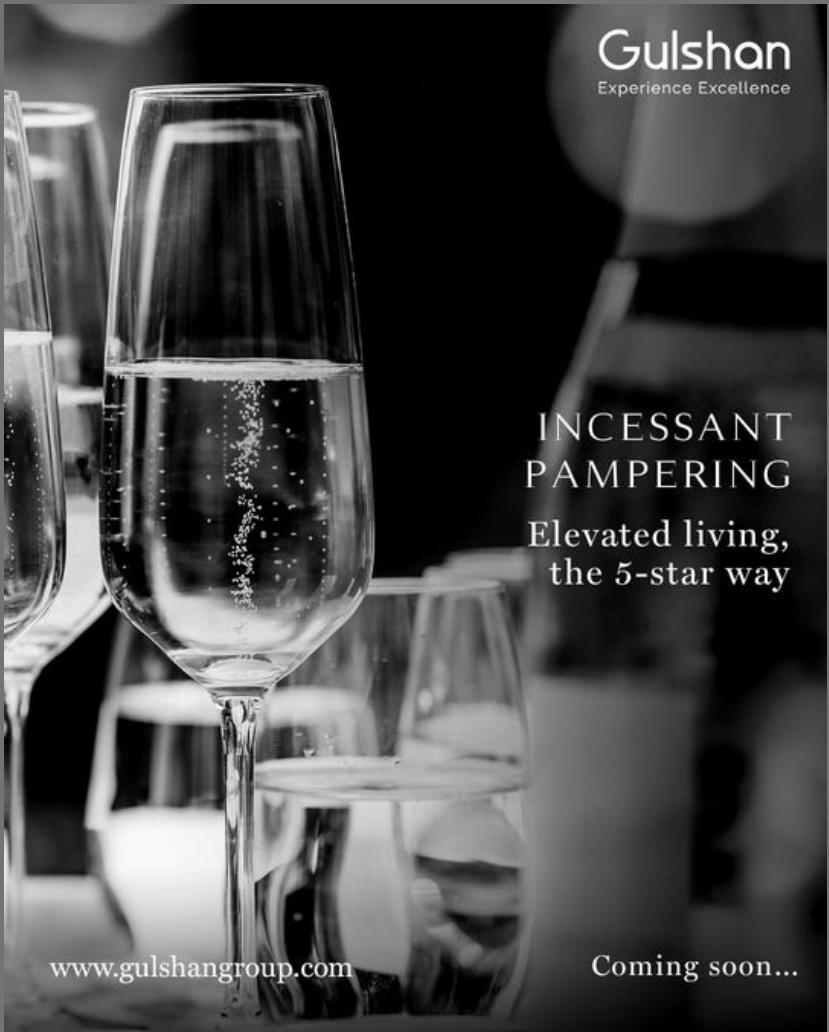


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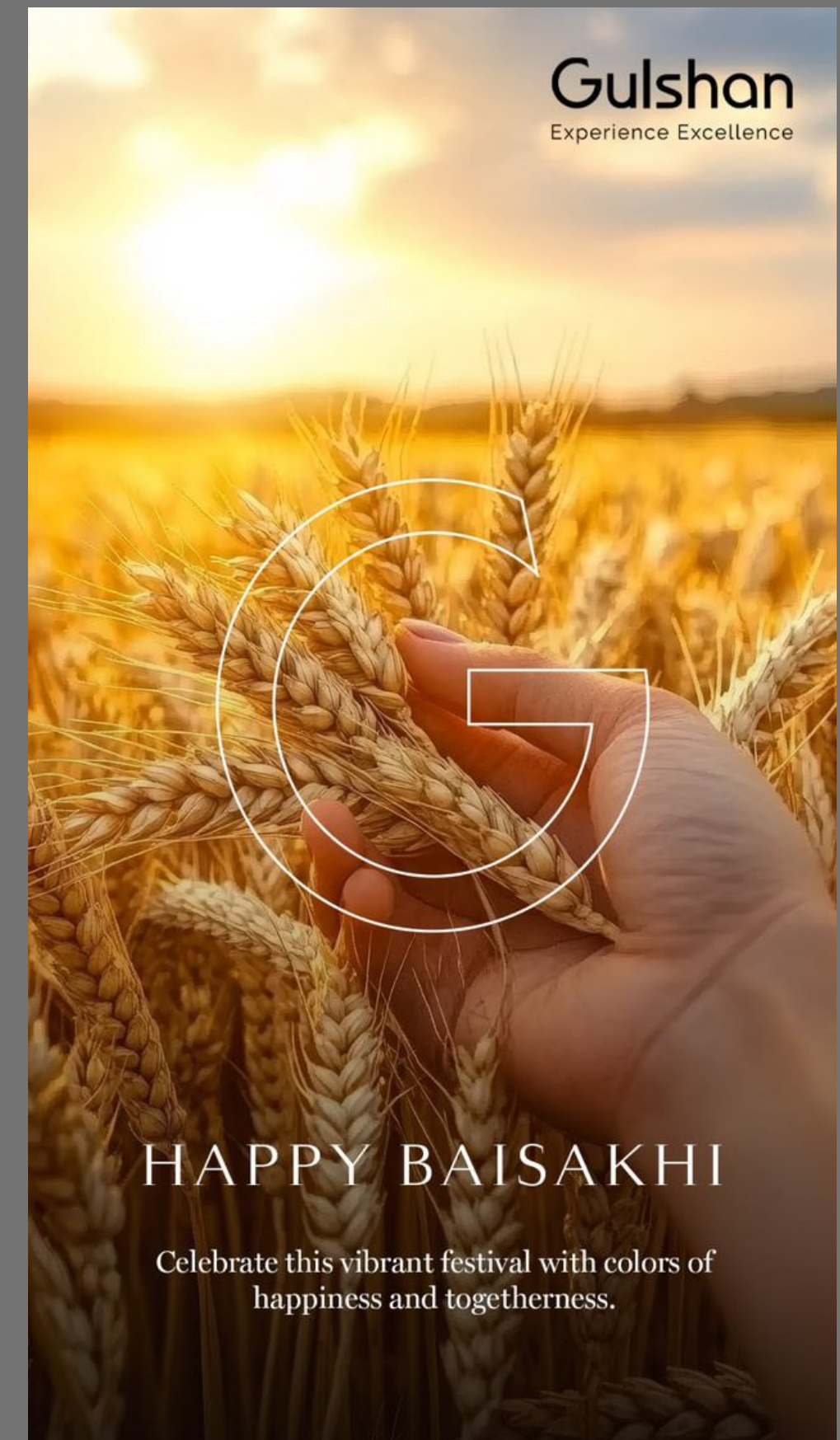


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Date: 15th November 2024
Time: 07:15 am
Meeting Point: Gulshan One29
Venue: Vishalgarh Farms, Gurugram

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Global Outlook, Indian Values

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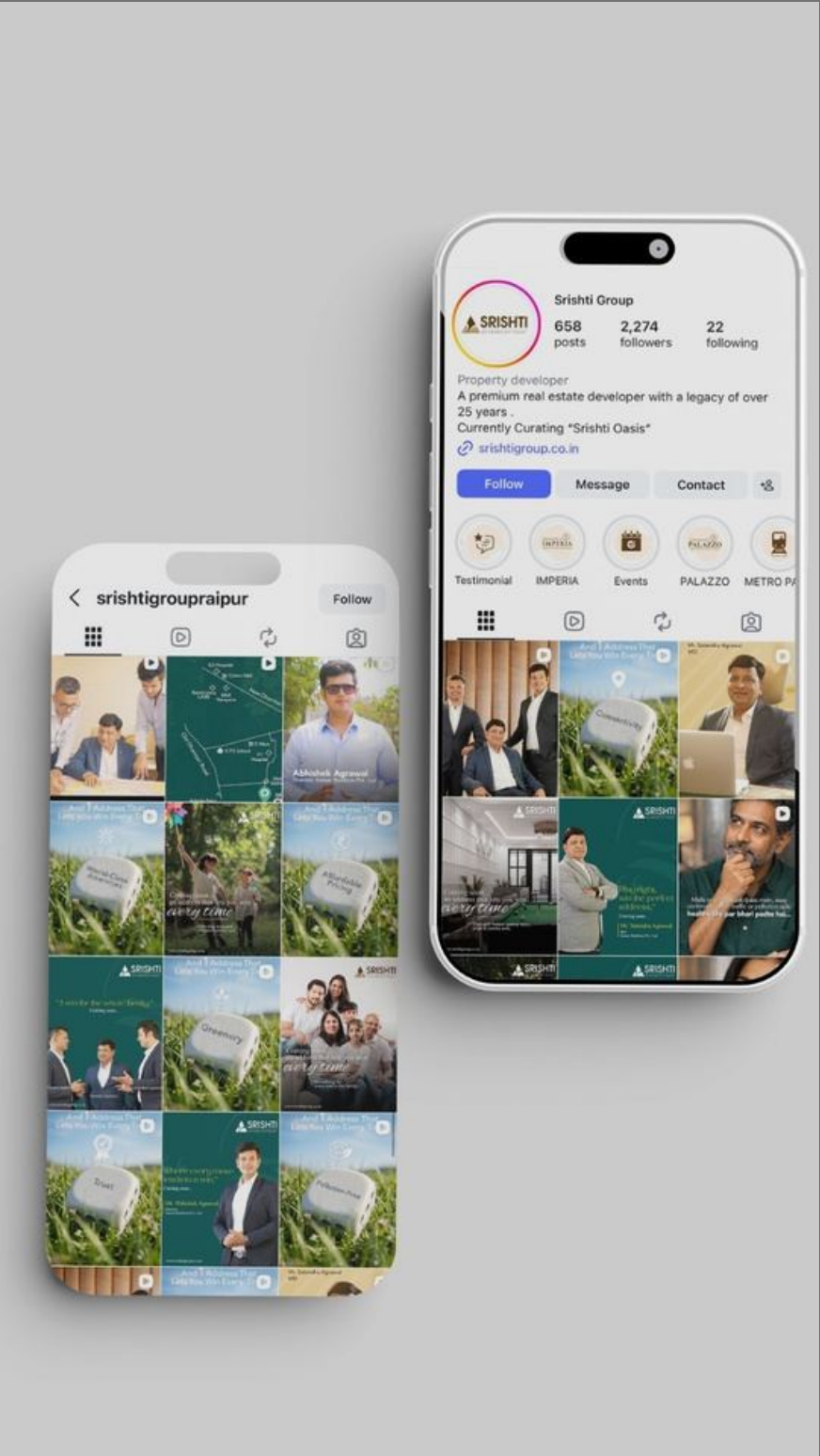


LAUNCH CAMPAIGN

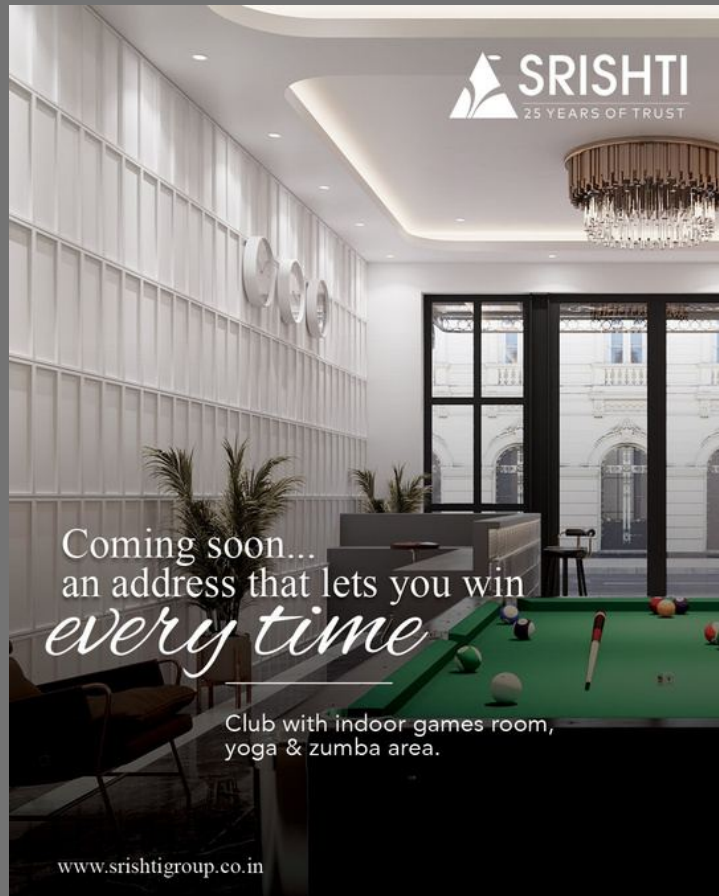


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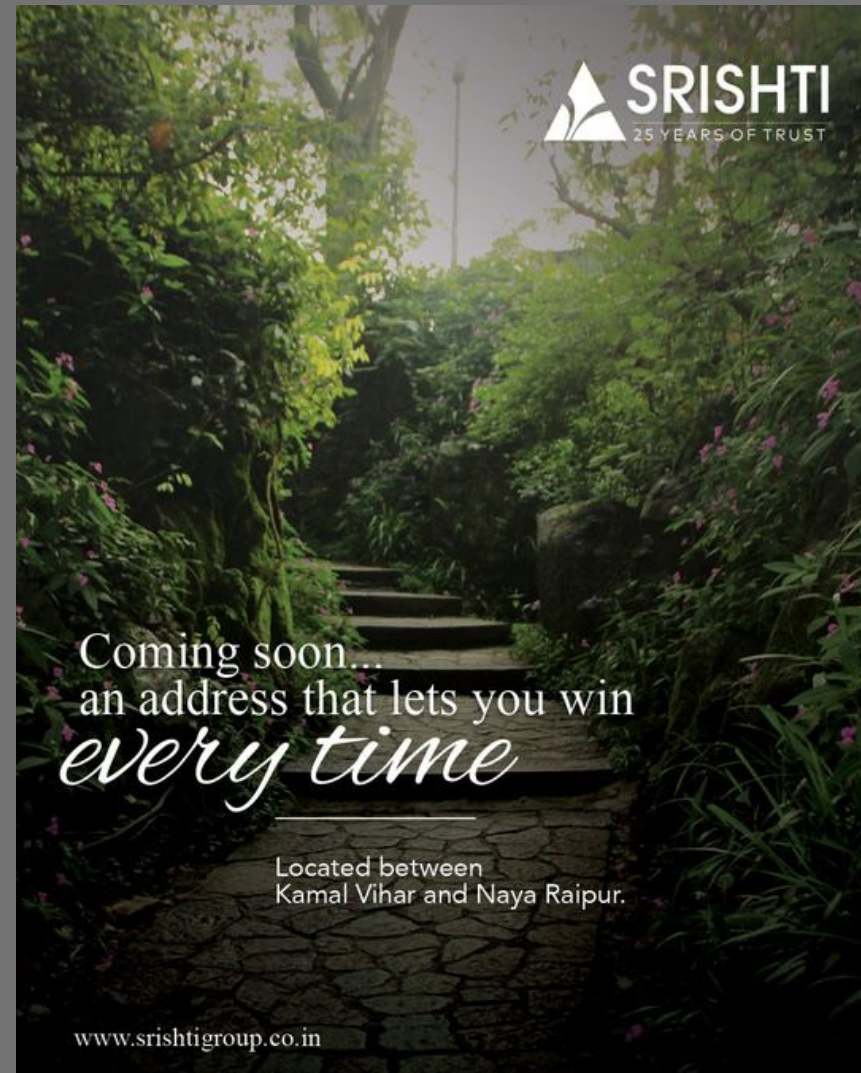
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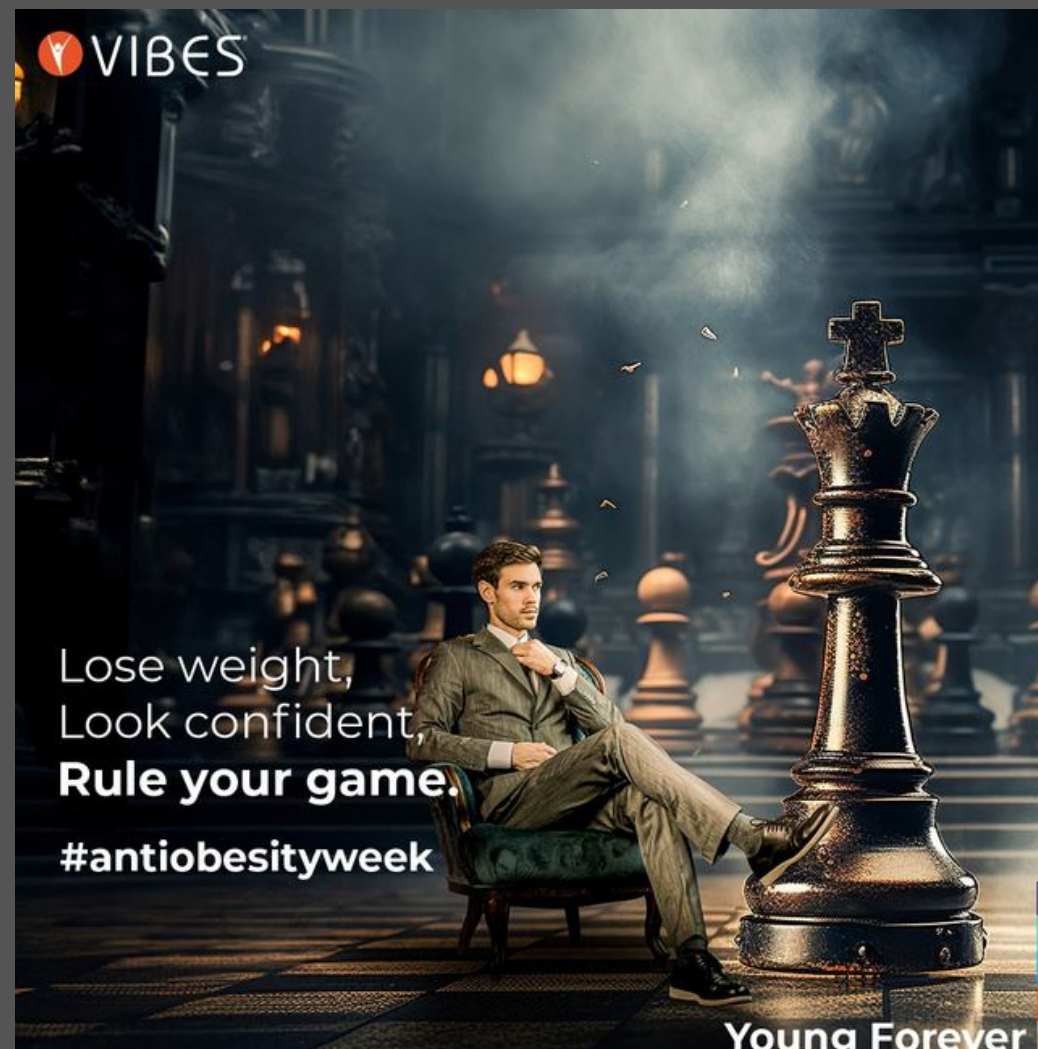


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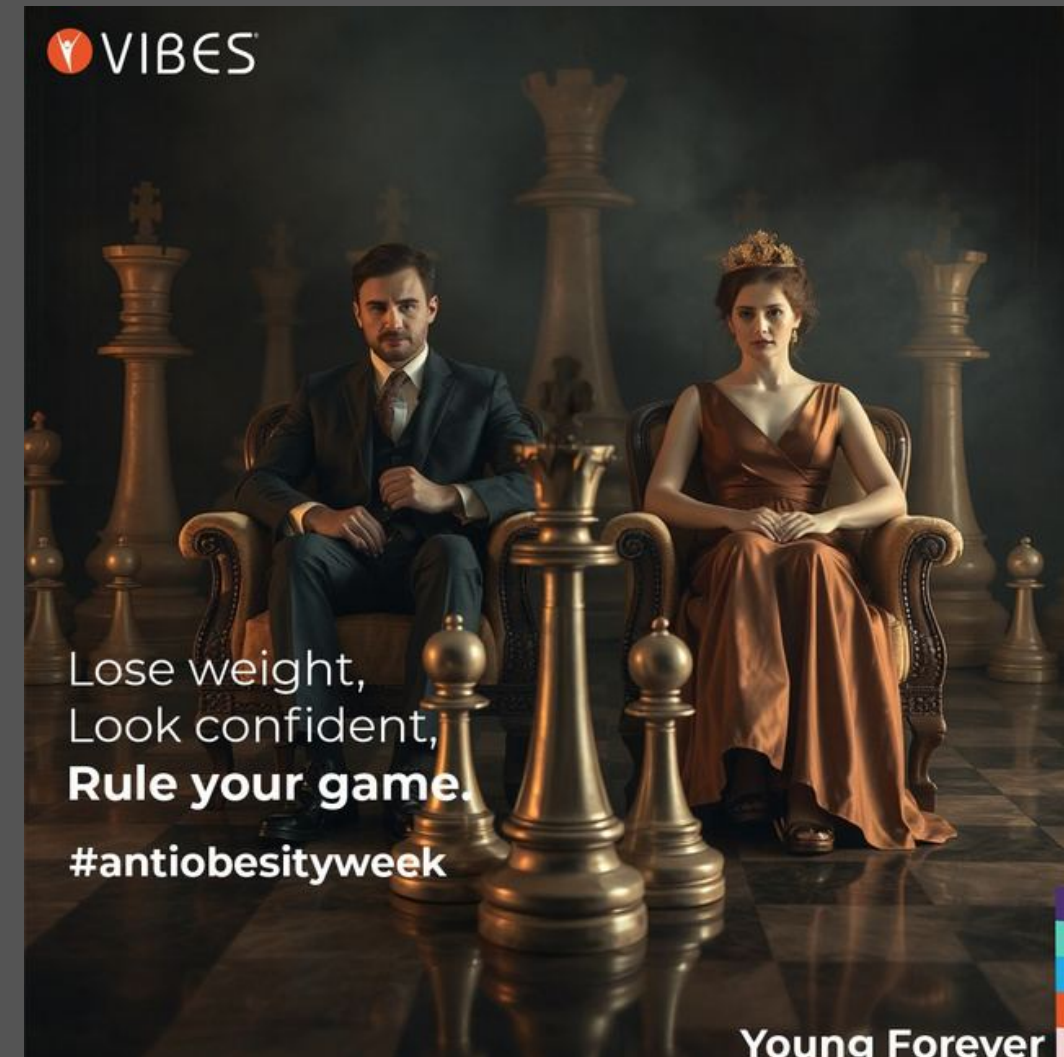


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Anand mela

1. Pot luck
2. Hoopla ring
3. Glass toss
4. Balloon pop
5. Laughter house

Bamboo-oxy park

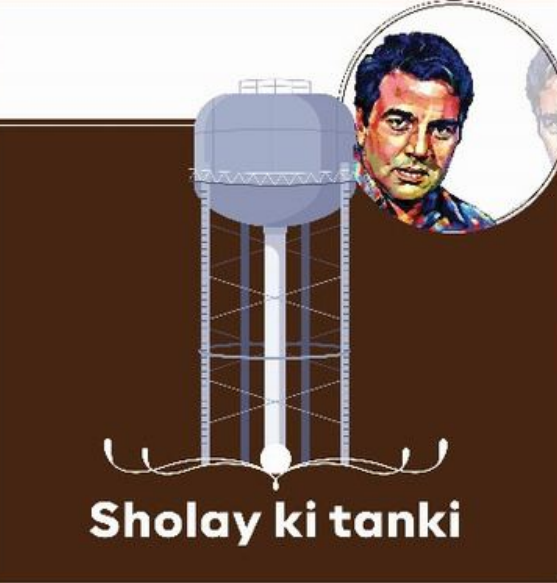
Bamboo is an extremely versatile plant and makes for a wide landscape range.

The bamboo also has a lifespan of over 100 years and is known to maintain a variety of other species.

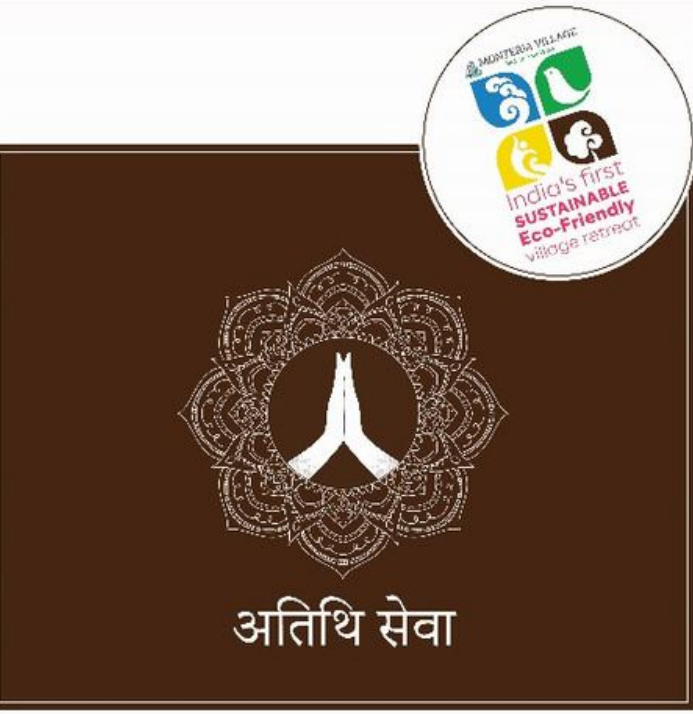
Because of this, planting bamboo is a great way to reduce your carbon footprint and help fight global warming.

A grove of bamboo releases 15 times as much oxygen than equivalent stand of trees.





Sholay ki tanki



अतिथि सेवा

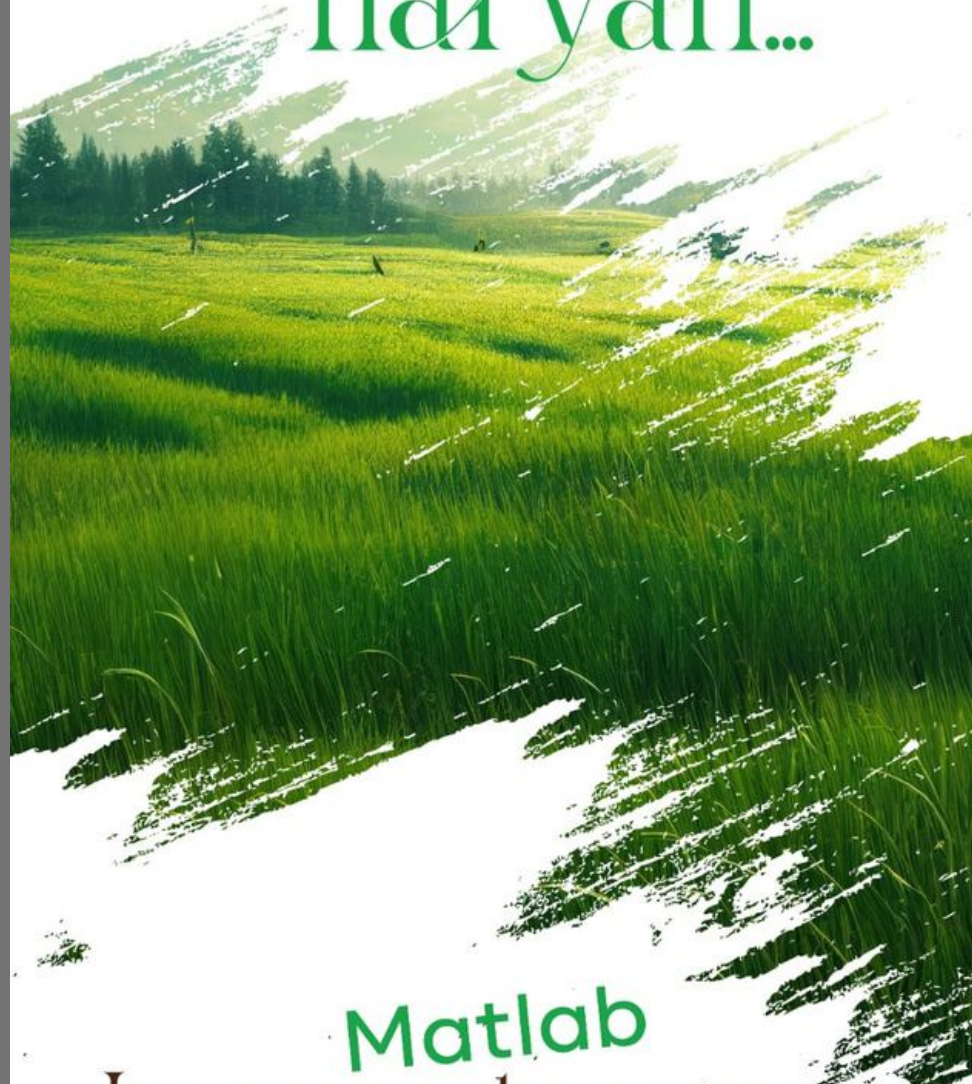
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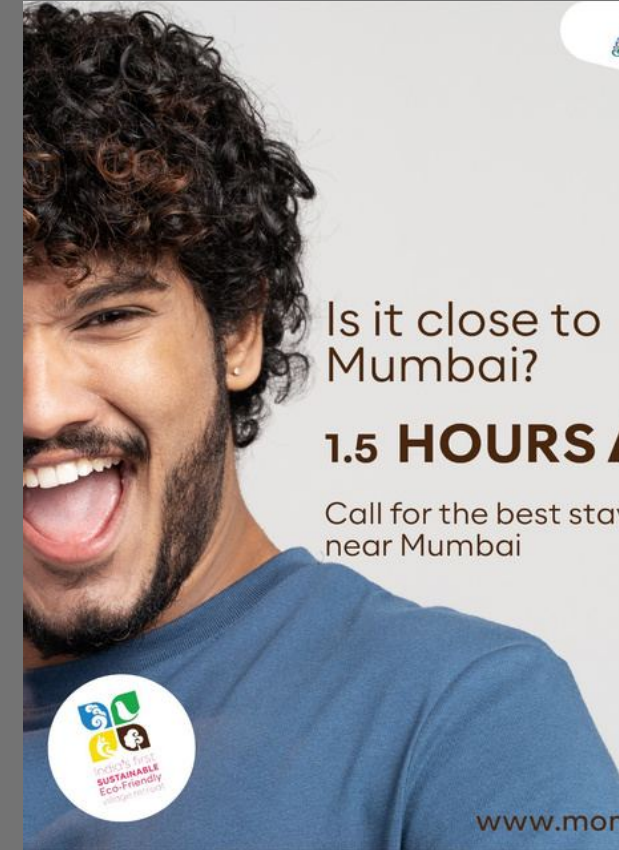
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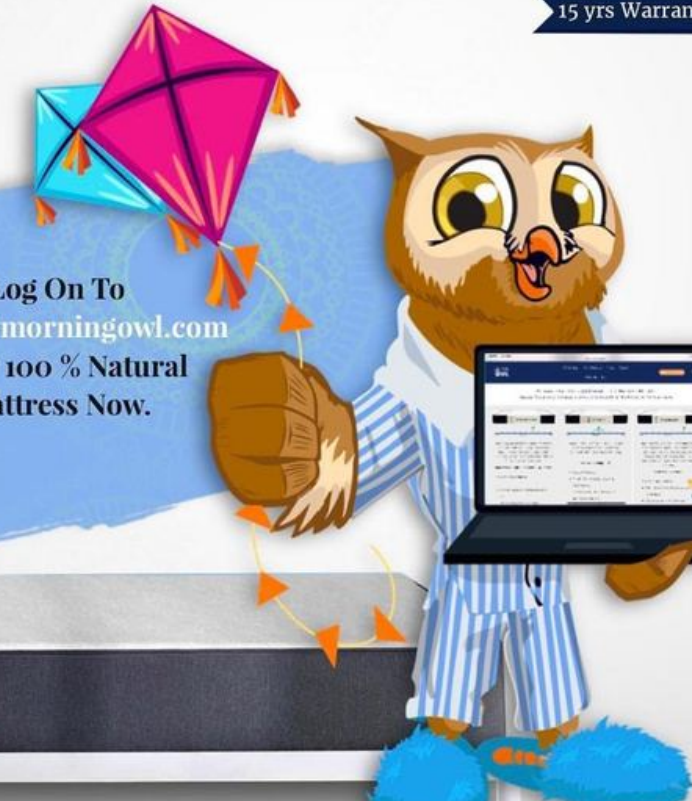


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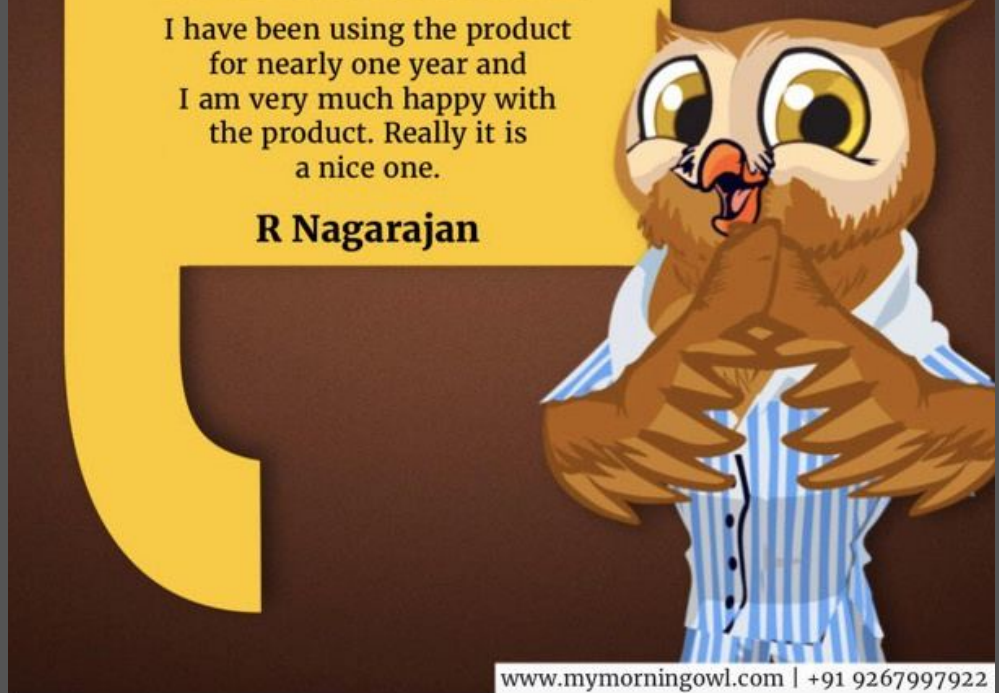


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SOPRA STERIA

URS produire, notamment les itent d'avoir des couleurs re utilisées qu'en cas de	ROSE C: 5 M: 90 Y: 0 K: 0	ELECTRIC PINK
	LIGHT BLUE C: 80 M: 0 Y: 0 K: 0	BLUE LAGOON
	YELLOW C: 0 M: 20 Y: 90 K: 0	TEQUILA SUNRISE
	DARK BLUE C: 100 M: 60 Y: 0 K: 0	OCEAN BLUE

COULEURS PRINT

COULEURS PRINT
Les différents éléments à produire, notamment les objets publicitaires nécessitent d'avoir des couleurs dites print.

Ces couleurs ne doivent être utilisées qu'en cas de nécessité.

ROSE	C: 5 M: 90 Y: 0 K: 0	ELECTRO PINK	C: 5 M: 90 Y: 0 K: 0	C: 85 M: 100 Y: 0 K: 0
LIGHT BLUE	C: 80 M: 0 Y: 0 K: 0	BLUE LAGOON	C: 40 M: 0 Y: 5 K: 0	C: 80 M: 0 Y: 0 K: 0
YELLOW	C: 0 M: 20 Y: 90 K: 0	TEQUILA SUNRISE	C: 0 M: 20 Y: 90 K: 0	C: 5 M: 90 Y: 0 K: 0
DARK BLUE	C: 100 M: 60 Y: 0 K: 0	OCEAN BLUE	C: 80 M: 0 Y: 0 K: 0	C: 100 M: 80 Y: 0 K: 0

LOGO ELEMENTS



FIG. 1 FORMS
The squares used for the logo are separable and reclining. Used with the gradients, they are the basic toolbox needed to develop different pictograms.



FIG. 2 DESIGN
The design of the pictograms is free depending on whether it fits into a 5 by 5 square given by a unit of "x".



FIG. 3 USE
The use of pictograms must remain extremely moderate so as not to encroach on the logo itself.

PHOTOGRAPHY: TOP DOWN VIEW

This is supported by the use of top down views images to express the greatness and the internal aspect of Sopra Banking Software.



PHOTOGRAPHY: HUMANS

At Sopra Banking Software, humans come first. Within our photo selection we put the individual in all its facets first.



WEB TYPOGRAPHY

Aa

WEB FONT
Baton turbo is a winsome and trendy sans serif font. Her design brings clarity and enthusiasm to the brand. It further underlines a certain fiery and gives to our brand a real optimism. This elegant sans-serif typeface family intended for a state-of-the-art look, without losing focus on the letters.

BATON TURBO REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
?!"'(%)[#]{}@]/&\<

BATON TURBO MEDIUM
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
?!"'(%)[#]{}@]/&\<

BATON TURBO BOLD
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890
?!"'(%)[#]{}@]/&\<

BATON TURBO HEAVY
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
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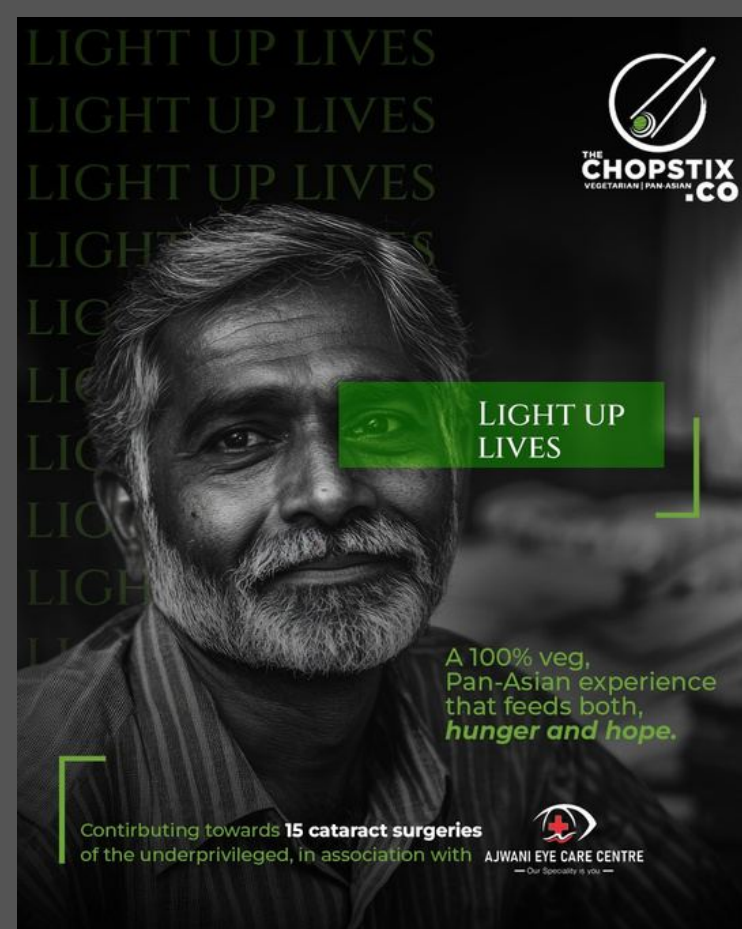
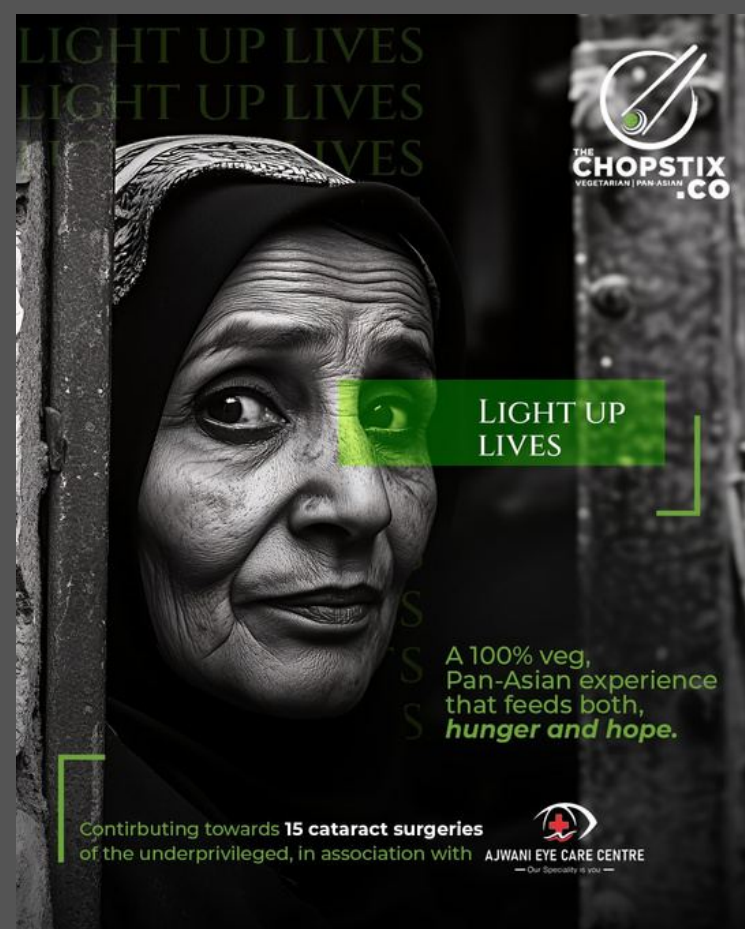
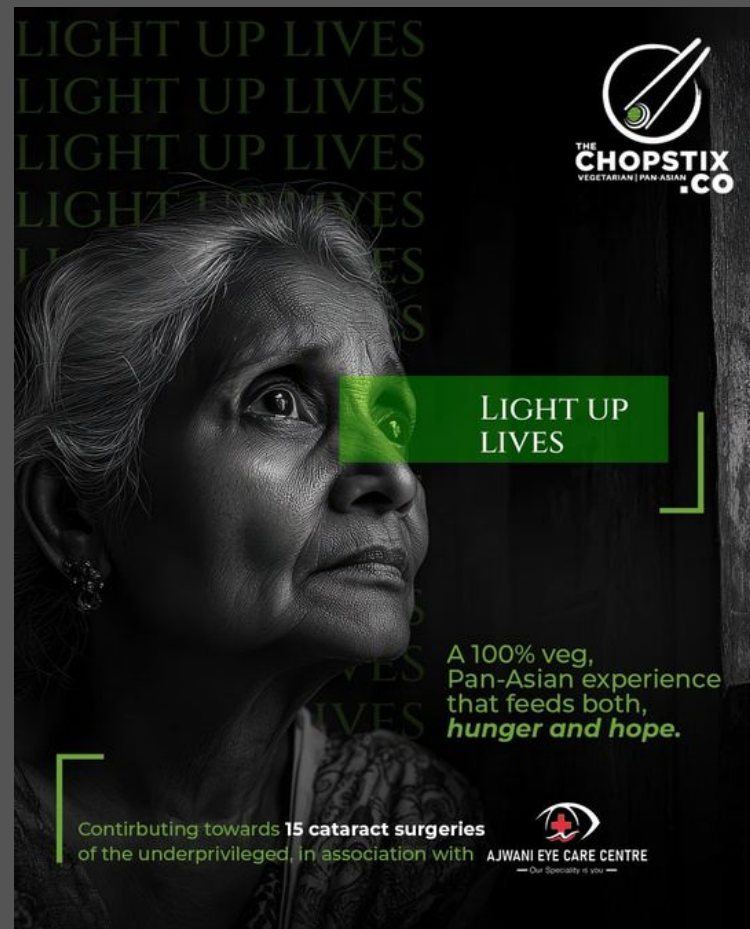
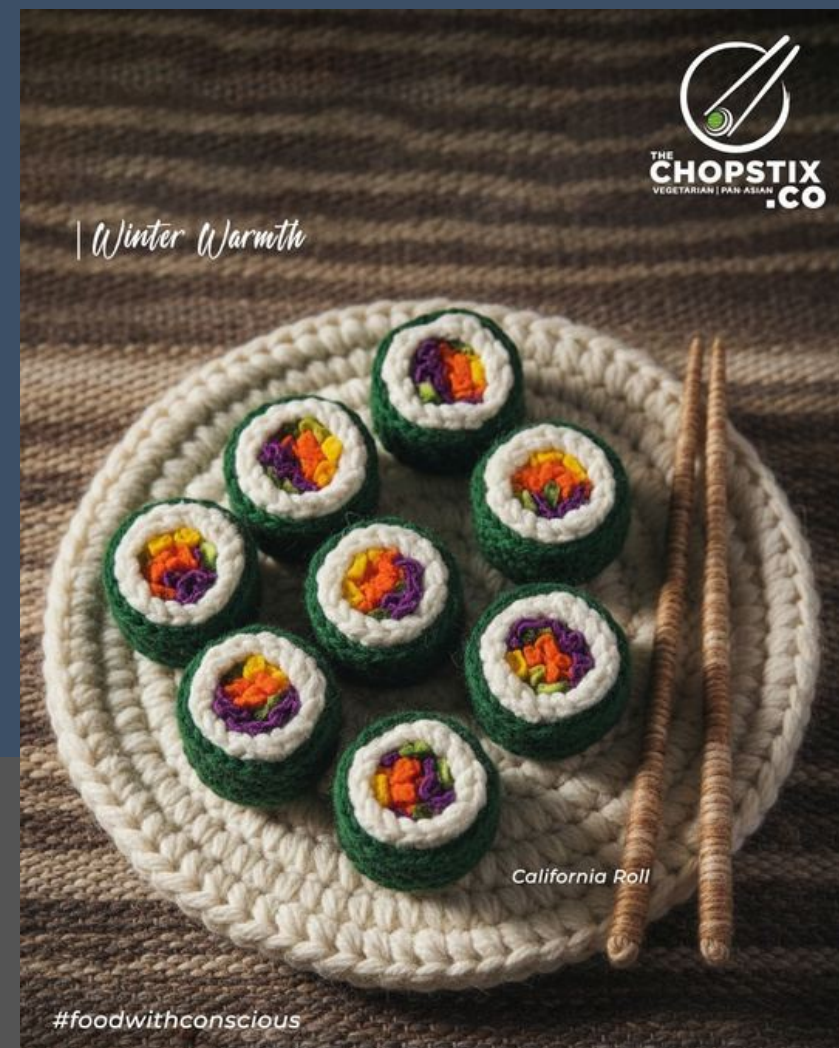
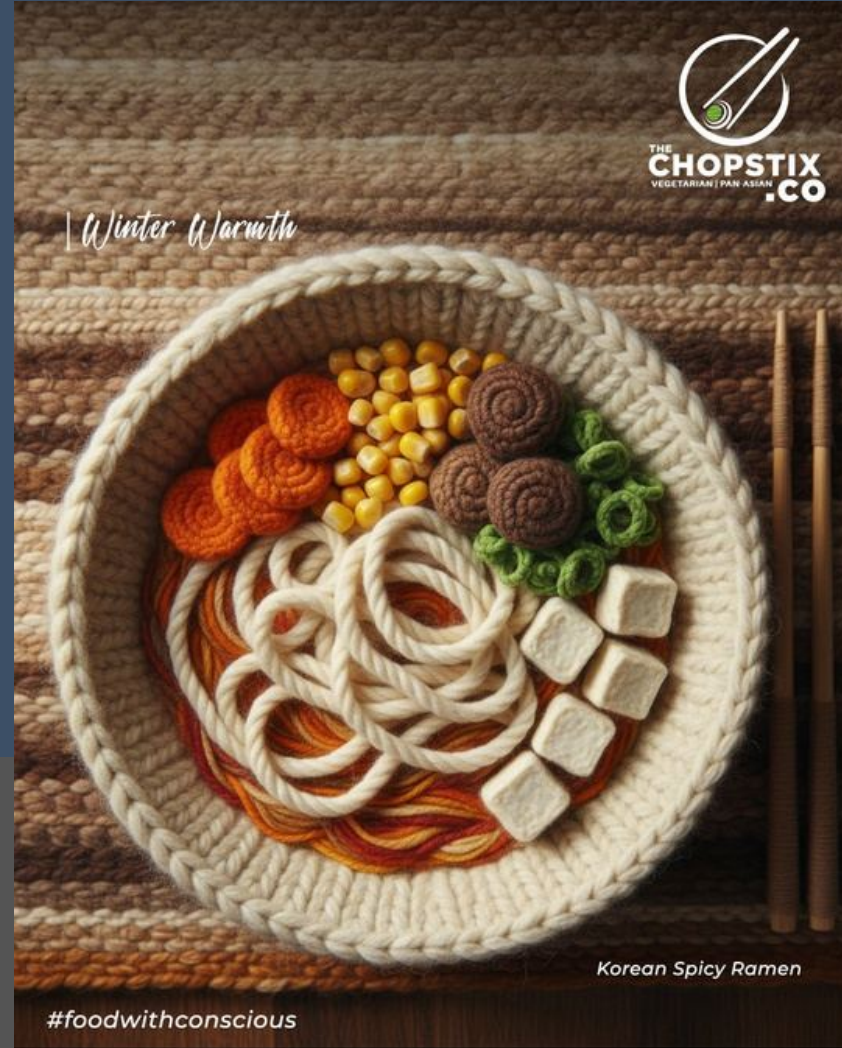
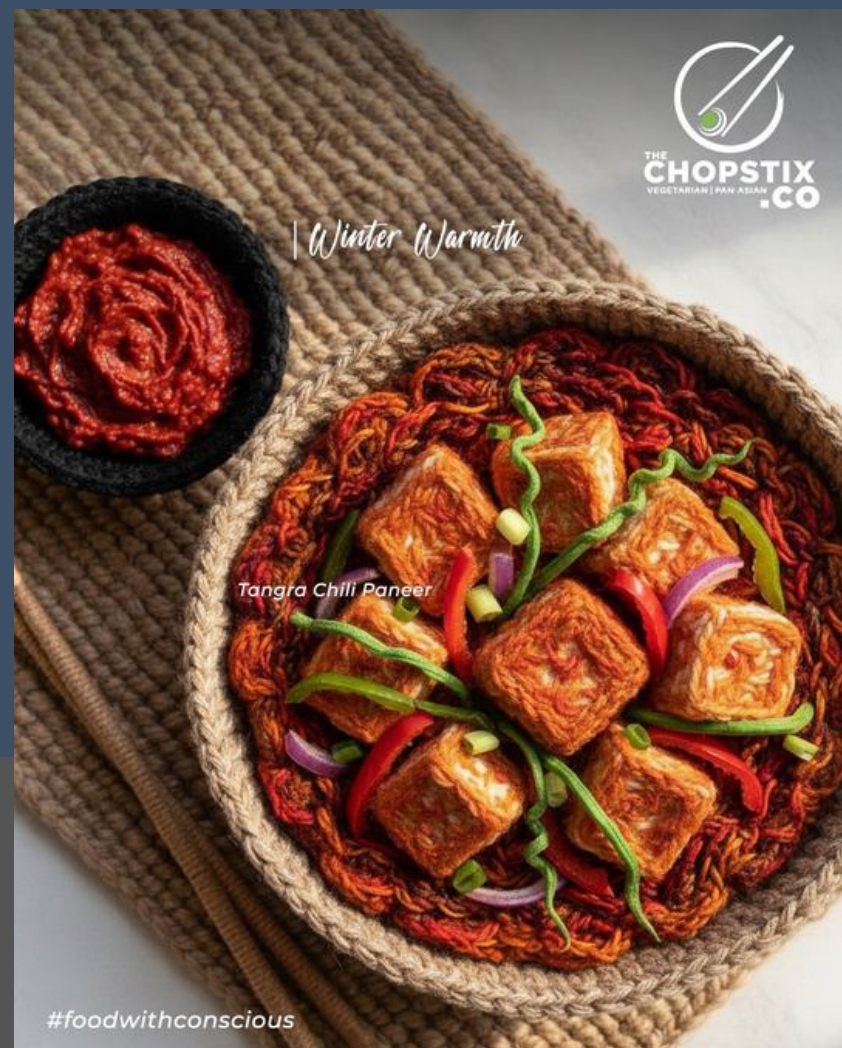
INFINI
THE SKY LOUNGE

Restaurant

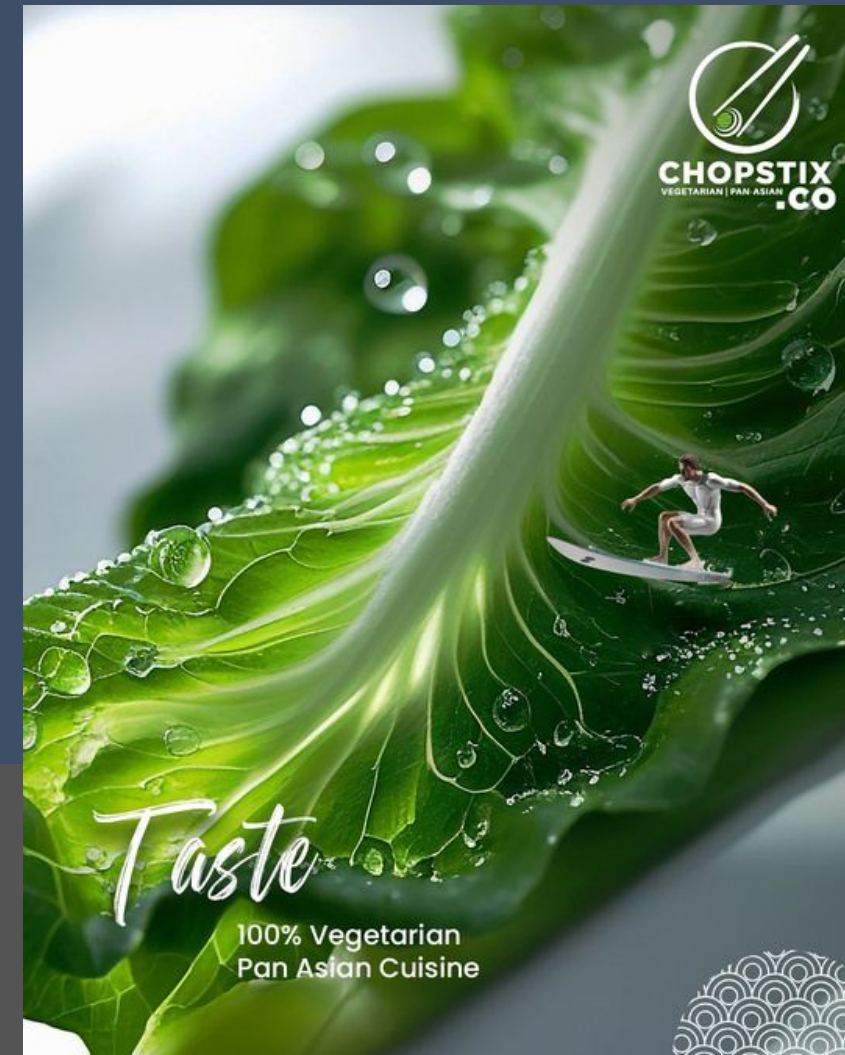
THE CHOPSTIX.CO

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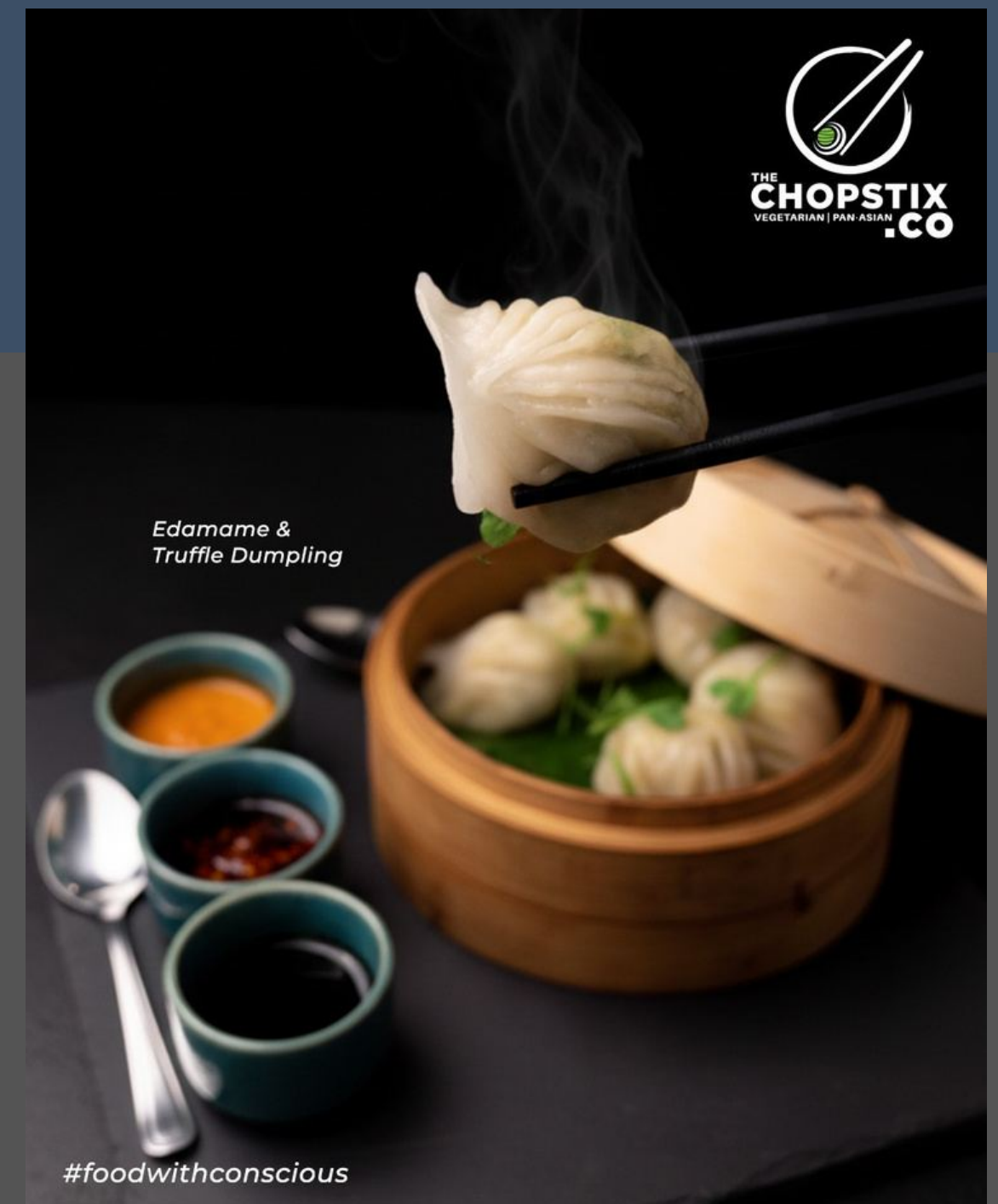




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SOCIAL MEDIA

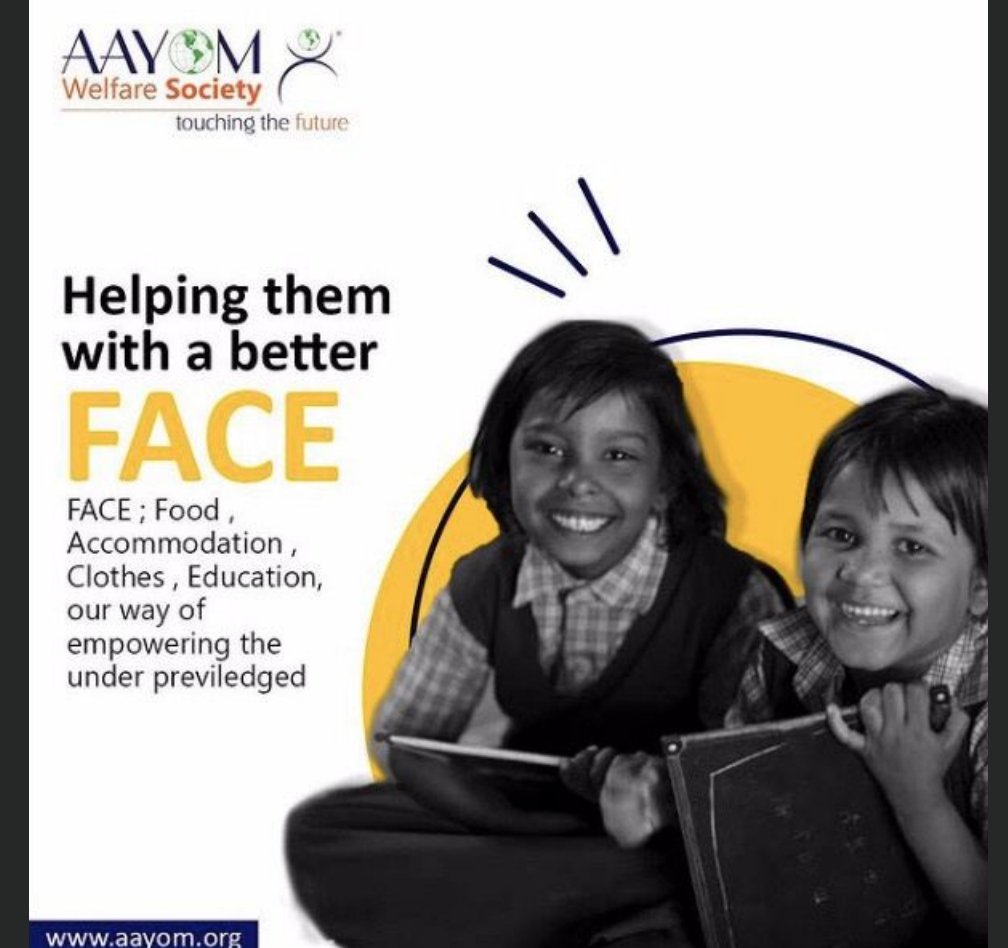


PHOTOGRAPHY

NGO

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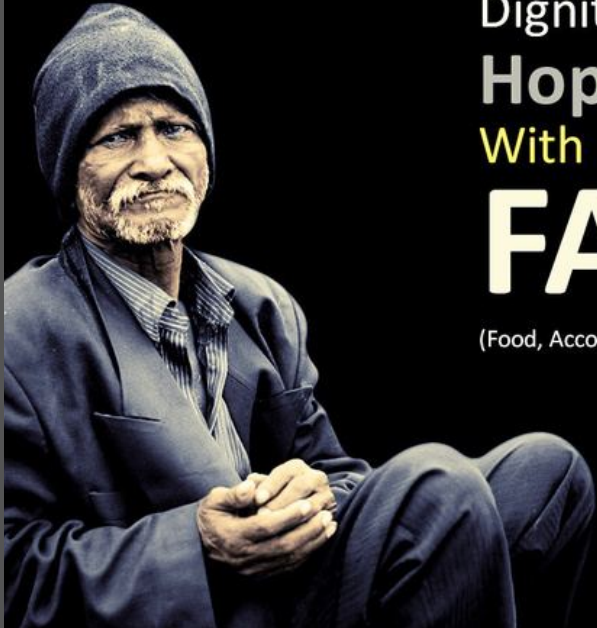


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