



UNDER ONE ROOF X DESIGN & DIGITAL

U1R Credentials

Services **UNDER ONE ROOF**



Brand Strategy
& Identity Design



Digital
Marketing



Graphic
Design



PPC Marketing
Google Business & Ads



Social Media
Marketing



Menu & Brochure
Design



Video Content



Website Design

Clients we have worked with

HOSPITALITY - RESTAURANTS



Branding, Graphic Design,
Website & Social Media Management



Branding, Graphic Design,
Website & Social Media Management



Videos &
Social Media Management



Event Flyers &
Social Media Management



Graphic Design &
Social Media Management



Videos &
Social Media Management



Event Flyers &
Social Media Management



Graphic Design &
Social Media Management



Website &
Social Media Management



Videos & Social
media management

Clients we have worked with

HOSPITALITY - HOTELS



Logo & Brand Identity



Logo & Brand Identity



Social Media Management



- a boutique hotel -

Social Media Management



Social Media Management

HEALTHCARE



Branding, Website, Digital Marketing,
Social Media & SEO



Branding, Graphic Design, Website,
Social Media Management



Branding, Website,
Digital Marketing & SEO



Website Design,
Google Ads & SEO

Clients we have worked with

EDUCATION

iCollege



Graphic Design, Website Development & Maintenance, Intranet



Graphic Design



Social Media Management

Clients we have worked with

OTHERS



Explainer Videos, Project Microsites



Branding, Event Social Media
Management & Website



Website Development



Website Development

THE PAVILLION

Website, Graphic Design
& Social media management



Website Development



Website Development



Swiss-Indian Chamber of Commerce

Website Development

A top-down view of a desk with various office supplies. On the left, there's a white desk lamp with a black cord. Next to it are blue-handled scissors, a blue calculator, a blue pencil, and several blue paper clips. A blue ruler is visible at the bottom. The background is split into a blue area on the left and a yellow area on the right.

Who **WE ARE**

UIR was started with the belief that **good design is the core of great content**, and with a goal to provide sharp creative solutions across media, all Under One Roof.

We have been designing brand stories, beautiful websites, engaging social profiles and vibrant content; and a whole lot more, during our 15+ years of experience.

Together we can help your brand to look beautiful, and your business to do better.

Let's do this!

the team @ U1R

Partners Laves Khairajani & Karlyle Gomes, built their foundation in Design in University together, and this background brings the creative force to everything under one roof.

The small yet skilled team at U1R comprises graphic designers, video editors, social media executives & managers, content writers and web & SEO techxperts. This team is spread across Mumbai & Goa - and caters to clients from India and across the globe.

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Branding & GRAPHIC DESIGN

Depending on what stage of the journey you are in your brand development and digital presence or what goals you have for your business & marketing, we have a plan to fit your needs

- **LOGO & BRANDING** - Our expertise being Brand Design & Development, we like to build the design legacy for your company, for years that will follow. Your vision will be visible in our execution.
- **MARKETING COLLATERALS** - The essentials that help you keep connected to the customers like brochures, flyers, banners, presentations and more, are the additional services we offer. Good communication with design is our prime focus here.

Digital **MARKETING**

- > Social Media Profile Management (per platform) includes - Preparing a content bank with post image/creative, caption & hashtags, posting and response management (comments & messages).
- > For the Booster & Full-Blown packs we also carry out Online Engagement - which is sharing content to profile and other relevant groups to increase organic reach.
- > Standard Platforms considered for Base Management are Instagram & Facebook.
- > Other Platforms to be managed could be Twitter, LinkedIn and/or pages like Zomato, Swiggy for Restaurants.
- > All Ad Spends budgets are to be additional to the Agency Fees mentioned.

Website DESIGNING



To Design & Develop the client's website as a informative and appealing platform, highlighting all service offerings and details.

- **Our Expertise:** Proper understanding of the brief and SOW, Website Development based on client's design and UI references, to execute the given brief and on-time delivery of a modern, device-responsive, mobile-friendly information-driven **(basic or e-commerce)** website.
- We also provide efficient **Post-launch support** to help with proper functioning and optimal user experience with the new platform.
- **Annual Maintenance (AMC)** option, so that your product is maintained without any effort on the Client's part and they can focus on Marketing & Business Development.

Search Engine Optimization (SEO) & Google Ads



What **WE NEED**

While it is on us to efficiently deliver your projects, manage your pages & profiles and create some great looking content pieces, we depend on you to make sure we get the right bits and bobs, in time, to put it all together.

- **Branding Guidelines** - logo files, colours, fonts, tone of voice & imagery.
- **High-resolution photos and videos** of different aspects of your business & products - in advance, as they happen or done to a plan. If you need us to organize a photo and/or video shoot for you, we can do that as well.
- **Fair bit of notice** and all relevant details to help us design the promotional material you need. A quarterly calendar, for example.
- **Insights into your business and audience**, as it exists and where you want it to be. Transparency is key. It helps us work better.

Marketing is no longer
about the stuff that you
make, but about the
Stories you tell

Seth Godin, Author & Entrepreneur





PR ACTIVITY

To create awareness, increase brand visibility or create real-time experiences via influencer marketing, we offer services in Public Relations that will help your brand stay ahead of the curve, and synergize online and offline promotions.

List of activities conducted:

- > Public Relations
- > Strategic and tactical media relations
- > Documentation and Creation of Relevant Content
- > Brand Reputation Management
- > Blogger & Influencer Marketing

** Details of all the above and costs can be shared separately..*



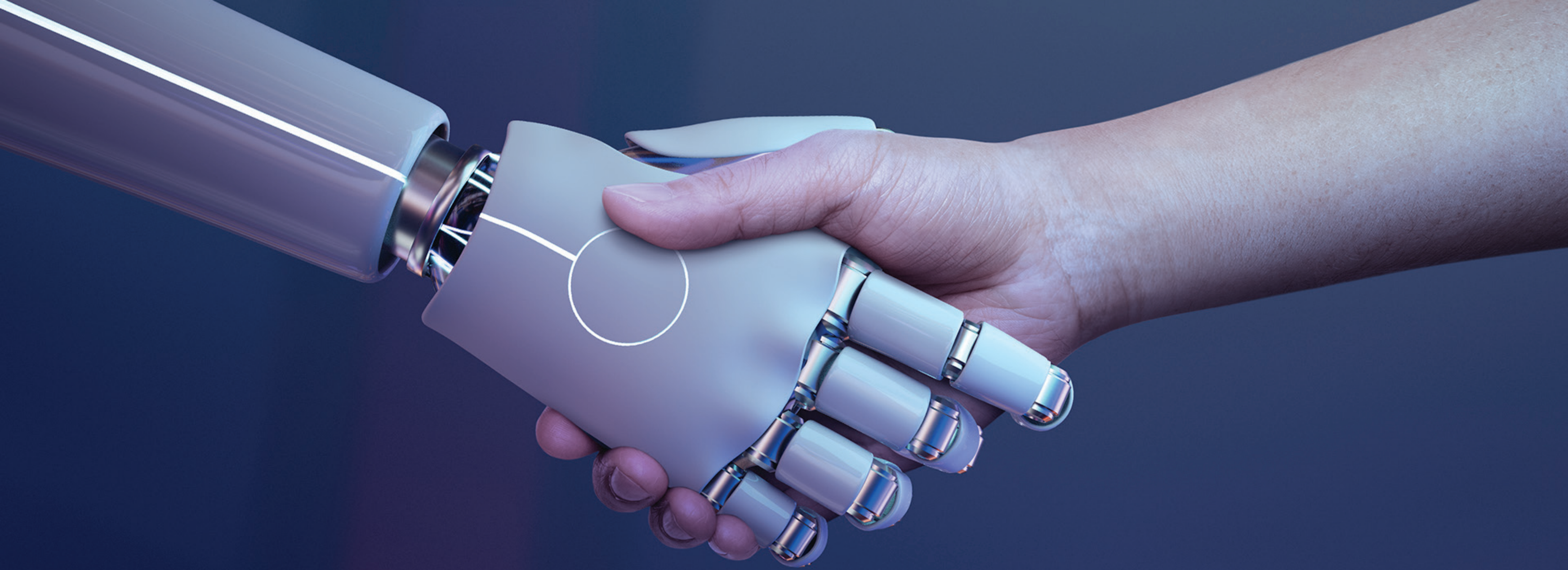
& HERE'S LOOKING FORWARD

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Visit **www.ulr.in** for our complete profile



Thank You