



www.distinctlyred.com

Your Brand Is Your Voice.

Shout loudly!

But don't forget to listen.



www.distinctlyred.com



*Redefining,
Engaging and
always Developing.*

Welcome to our Brand! Distinctly Red has been the accumulation of many things... Design, Advertising, Product Development, Marketing, Distribution, Customer Service... The list goes on. But more importantly, its about the Brand! Your Brand!

After years in the Design & Advertising Industry, we diversified into developing not just our own Brand, but that of other retailers both BIG and Small to make a visible difference in their world for their customers!

The right Company Image in name and logo is just the start to creating the right presence and appeal to your preferred target audience. Getting customers to recognise you is superficial. Getting them to remember you because of your Brand is the GOAL we can achieve for your business!

*There is always
more than meets the Eye!*

*Starting From Scratch.
How we can Assist...*

Red ≈ Design

- Corporate Branding
- Graphic & Advertising Design
- Creative Consultation
- Digital Imaging and Illustration
- Product / Portrait / Wedding Photography
- Exhibition Booth Design
- Website Development
- Copywriting
- Editing / Publishing
- Print Management / Brokering

Red ≈ Events / Promotions

- Media Management
- Marketing & Promotions
- Public Relations
- Receptions, Gala Dinners
- Arts & Entertainment
- Office Opening
- Family Day / Carnivals
- Sports & Entertainment Launches
- Treasure Hunts

Call for Quote

Direct : 778-996-3363

Distinctly RED Global Distribution
6589 Parkdale Drive, Burnaby BC V5B 2X4
Tel: (778) 996 3363 Fax: (604) 294 6168
GST No. 82092 1278 RT0001 PST No. R387482



Redefining Brands

A good Brand Identity will create curiosity in the viewer to want to find out more about who you are and what you do. Identity comes with being recognized, remembered and synonymous with your Clients and Consumers. Throughout the years, we have helped develop many Brands that have transcended many industries.



Campaign FillYourOwn



Creative consultation on Brand Identity and Promotional material together with product photography. We assisted the owner with the importance of Brand strength to achieve the right appeal for both Brand and product for North America.



Postcard Design



Campaign Lothantique

A good Brand Identity will create curiosity in the viewer to want to find out more about who you are and what you do. Identity comes with being recognized, remembered and synonymous with your Clients and Consumers. Throughout the years, we have helped develop many Brands that have transcended many industries.



Campaign CNC

Concept, Design & Art / photography direction for Clinical Neuroscience Centre - a series of Corporate flyers for public awareness to medical challenges relating to the Brain. This project was done in accordance with partner Hospitals - Mt Elizabeth and Gleneagles Hospital.



Corporate Brochure Designs

Redefining Occasions

From Engagements, Weddings and Anniversary celebrations, we design to suit the occasion as well as to and make a statement for the couples special day! Nothing says more than a well designed card to mark that eventful day...



Redefining Sports

We were tasked to redefine what Sports and Gymnastics were all about and had to incorporate the look and feel reflective of something never seen before in Asia. A call for entry for the Slamball campaign was a challenge for us which we took head on!



Campaign BD

Our client had requested that we paint a less “Cold” atmosphere where pharmaceutical products were concerned and we used warm colors to create a welcoming and more approachable feel for all their products and trade show booth. The result was garnering more customers who took the time to “experience” both the booth as well as get to know the products on a more intimate basis.



BD Trade Booth Design



Paperbag, packaging, brochure and Flyer campaign

Campaign PMR

Re-Branding campaign of Pan Malayan Pharmaceuticals. To redesign an up-to-date and “young” company logo, stationary, sales kit, point of sales material and packaging for pharmaceutical products.



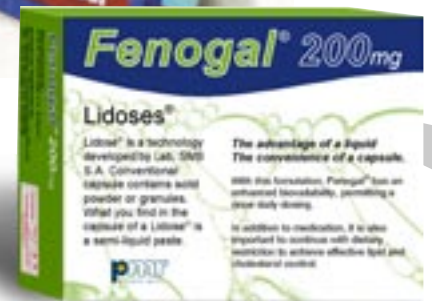
PMR Postcard Design



Arcadust Point of Purchase



Xanthium Packagin Design



Fenogal Packagin Design

Campaign Singhealth

Under the Parent Brand of SINGHEALTH - we assisted in the design and launch of a new WORK LIFE Policy for all associate members under the major core group of medical facilities in Singapore. We developed a AO size jigsaw puzzle board that was held and placed together on launch day by heads of each faculty. A miniature size puzzle was framed and presented to all participants as well in remembrance of the event.

WORK-LIFE POLICY

We recognise that staff want to achieve a balance between work commitment and personal needs.

We believe that promoting this balance will enhance the well-being, productivity and commitment of our staff, resulting in greater effectiveness for the organisation.

We will work together to achieve sustainable work-life effectiveness to meet both the organisation's objectives and the employees' needs.



AO size Event Launch Jigsaw puzzle commemorative set

Campaign 2bSURE

An internet startup company, 2bSURE wanted something different from the masses and we had a 6 hour turn around time to come up with the concept and Ad campaign. We took their corporate material from print right up to Display material on various modes of Transport - Buses, Taxi's , Light Rail Transport, Bus stop ads, Bus Danglers and even Tatroo give away's.



Taxi, Bus and Train Advertisement Decals



A form of guerrilla marketing that was launched for promotional purpose and to drive customers to the website.

Campaign *Epson*

EPSON
EXCEED YOUR VISION

Epson Singapore - tasked us to design a series of multiple Ads for their electronic components division where these were featured in Singapore, Malaysia, Thailand, India and even Australian electronic publication magazines for marketing of their micro components technology.



Three visually different forms of Electronic ads that graced major Electronic publications in Asia.

Campaign *Castrol*



We took on the challenge of designing & conceptualizing a Corporate Rewards Program for Castrol Marine Club where a Rewards Booklet, Loyalty Card and Direct Mailer for the card and brochure was done for the clients of Castrol BP. Also included was a proposal for their Exhibition Trade booth design for when on showcase to the public.



1st in its industry - Marine Rewards Card



Marine Rewards Brochure

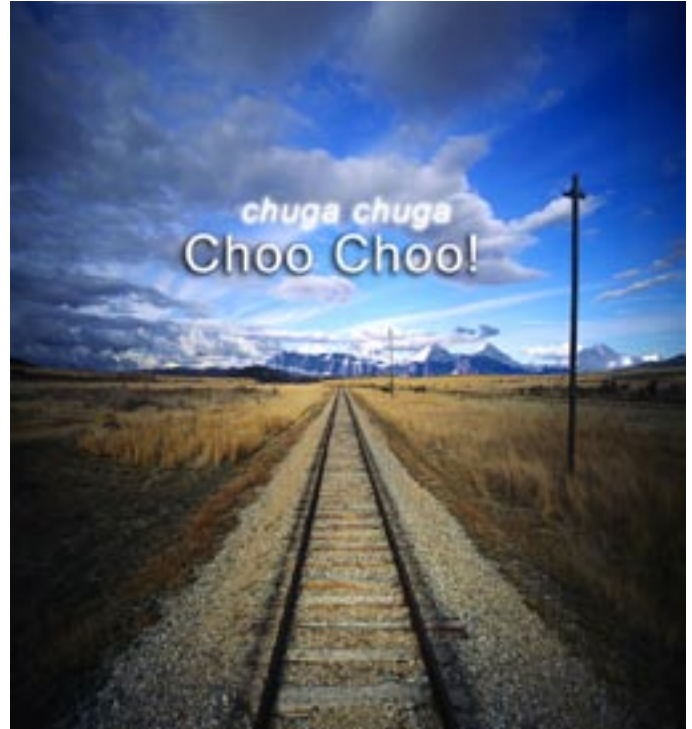


Castrol Trade Show Booth Design

Campaign *Travelex*

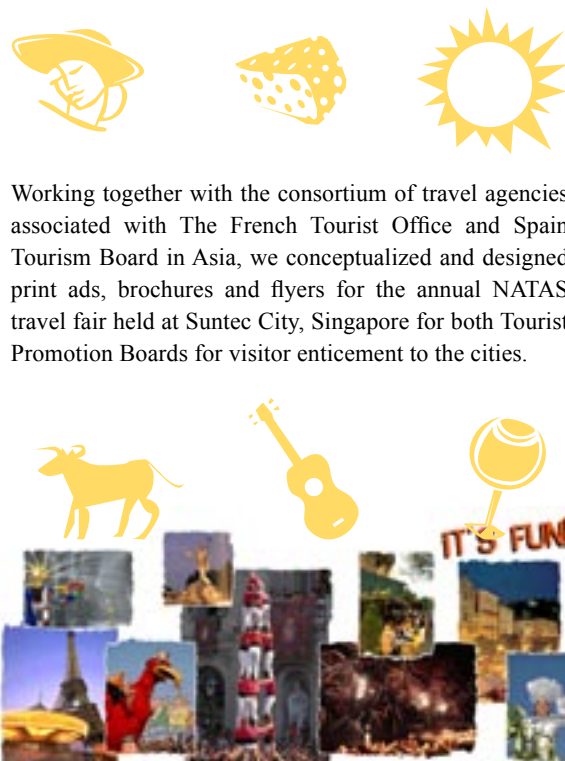


Travelex - Formerly known as Thomas Cook Travels had wanted a more lifestyle approach to their range of rail travel brochures. We assisted by creating and maintaining the romantic essence of rail travel within Britain, Europe and North America for Asians. for their travel brochures.



Reviving The Romance of Travelling by Train!

Campaign *Spain & France*



Working together with the consortium of travel agencies associated with The French Tourist Office and Spain Tourism Board in Asia, we conceptualized and designed print ads, brochures and flyers for the annual NATAS travel fair held at Suntec City, Singapore for both Tourist Promotion Boards for visitor enticement to the cities.



Brochure cover Design

Campaign *STA Travel*

STA TRAVEL

STA Travel which does Students working holidays around the World, assigned us to revamp their travel brochures to appeal more to a younger generation / audience. These travel brochure in both full and 2 color processes were done for NATAS Travel Fair in Singapore.



Range of 4 brochures in 2 and 4 color process for the NATAS Travel Fair in Singapore

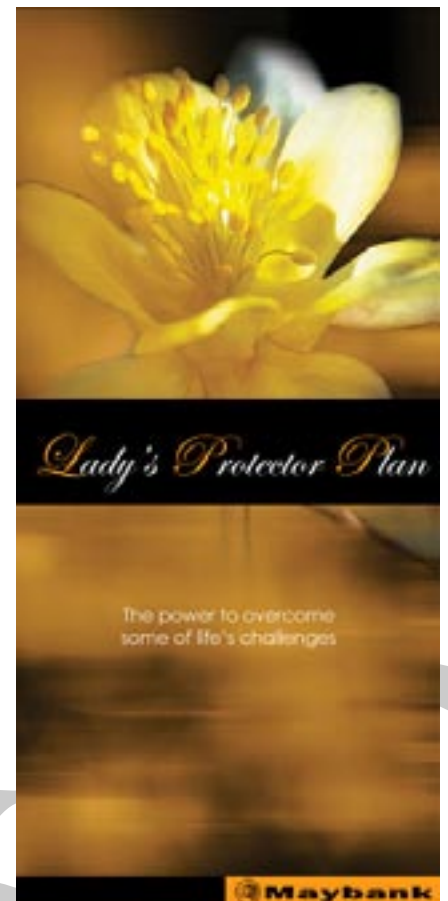
Campaign *Maybank*

Maybank and Mayban Assurance (A Malaysian Offshore Bank) asked us to design and conceptualize a series of "Take One's for informational purposes to the general public about the Bank's programs as well as their insurance divisions for purpose of selling the Bank's services.

Mayban Assurance



Take-one's for Maybank and Mayban Assurance outlets for public awareness of existing bank plans & promotions



Campaign SES



Singapore Exhibition Services

Singapore Exhibition Services is one of Singapore's premier Trade and Event management company's which manages shows like OSEA, Food&HotelAsia, CommunicAsia, BroadcastAsia... etc. We assisted with Branding and development of many of these Trade shows for inviting exhibitors from overseas to participate through Ads, Brochures, Flyers, Postcards, Call for papers etc.



Concept & Design of publicity material for OSEA2002-2004. Advertisements, Invitation cards and VPO's.

Campaign Eagle

Eagle Services Asia is a joint venture between Singapore Airlines and Pratt & Whitney USA. They combine their strengths to perform commercial engineering repairs to aeroplanes fleets from major carriers worldwide that use Singapore as a HUB. We were tasked to re-brand their image to reflect a modern and efficient service organization through corporate folders, brochures and even internal family day events for their 80th anniversary.

EAGLE SERVICES ASIA

Pratt & Whitney / SIA Engineering Company Joint Venture



Corporate Folder Design



Corporate Brochure Design for Brand awareness

