



TOLY DESIGN
STUDIO

Who are Design Studio?

1. Branding
2. Packaging Design
3. Innovation

We're a branding and 3d design service. We create effective design, so you can stand out and look good.

Design studio recognises the need for good design that will achieve the right impact necessary in this very competitive market.

Because we work within a manufacturing environment we have immediate access to all spheres of expertise from decoration techniques, technical know how, to the latest in innovative design.

Value Proposition

Our customers not only wanted great design, but design that works.

With over 40 years of creative experience in the cosmetic packaging business, we have a wealth of knowledge that we use to our best advantage.

And now we are expanding our creative capabilities so that we can offer this unique design service.



Our Services



**Brand Naming
Logo Design**



**Packaging
Design**



Innovation



Brand Naming Logo Design

Stage 1. Initial concepts

Preliminary research/Trends. Covering a Maximum of three slides

Moodboards. Covering a maximum of three slides.

Ideation. Sketches, initial graphic work.

Preliminary 2d concept visuals to three design directions

Max 10 working days

Stage2 (If required) . Concept feedback.

Modification or revised designs. 3d renderings

3 working days

□ Stage3 Artworking.

Preparations for printing
3 working days.

Deliverables.

- Power point Presentation.
- Preliminary research and trends
- Moodboards
- 2d and 3d work.
- Art worked design.

Extra's

Additional Concept work is charged
(Customer changing or adding additional requirements)
Extra 3d Rendering 1x image 3d composition
Costs of fonts or outsourced photography



**Brand Naming
Logo Design**



Packaging Design

Concept Packaging design Phase

☐ Stage 1. Initial concept designs

Preliminary research/Trends. Covering a Maximum of three slides
Moodboards. Covering a maximum of three slides.
Ideation. Sketches, initial 2d design work.
Preliminary 3d concept visuals to three design directions

Max 10 working days

☐ Stage2 (If required) . Concept feedback.

Modification or revised designs includes engineering study.
2 to 5 working days

Concept Packaging design Deliverables

- Power point Presentation.
- Preliminary research and trends
- Mood boards
- 2d and 3d work. Including dimensions.
- Stage 2 (upon requirement). Updated presentation

Extra's

**Additional Concept work is charged
(Customer changing or adding additional requirements)
Extra 3d Rendering 1x image 3d composition**



**Packaging
Design**



Innovation

Proof of principle Prototype Phase (2 to 3 months)

- Will know if the concept works in principle
- Deliverable is a presentation



Innovation

Engineering and Manufacturing Design Phase (7 to 9 months)

☐ Deliverable is Marketing Model and Costings

Terms & Conditions

- IP coverage not included
- Timings dependant on Client Involvement and timeliness of feedback
- Costs may be lower than stated depending on results and complexity of project
- Costs are chargeable at 50% non-refundable deposit, 50% percent paid at the end of each the project.
- Toly can halt project and all costs will be refunded
- Majority of IP share will be owned by Client if manufactured at Toly.
- If IP utilized by alternative manufacturer, 10% royalty will be owed to Toly for every unit
- Includes all overheads, materials, prototypes etc..





THANK YOU
FOR YOUR ATTENTION

TOLY

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