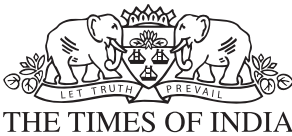
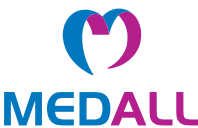


1POINTSiZE ***THE WORK***

A D V E R T I S I N G | G R A P H I C D E S I G N | W E B D E S I G N

BRANDS WE'VE BUILT



You are just about to see the creative showcase of **1POINTSiZE**. We call it **THE WORK** because these are works of art that have actually worked. We are a creative communications specialist based out of Chennai, India. We are good at creating logos, print, outdoor, TV, radio & web advertising. We are even better at building brands. Tiny brands, big brands. Old brands, new brands. You name it, we can build it. One thing we are bad at is bull shitting. So we wish to cut the crap and take you to our work, right away.



CHALLENGE: Stori was a struggling me-too men's wear brand with a wide product range. The brief to us was to transform Stori into a likeable brand with a premium aura.

SOLUTION: The products of Stori were nothing extraordinary. If we had done catalogue advertising, the campaign would have sunk without a trace. The only thing unique about the brand was its name. So we leveraged it. And decided every piece of advertising for Stori will tell a story with a twist. And preferably a guy-get-girl story.

RESULT: The campaign ran for six months, and in this period, Stori grew from a Bangalore-based clothing store to a national brand.





CHALLENGE: Stori wanted to strengthen its equity with young executives without deviating from its theme of telling a story with a twist. Our challenge was to find a way of connecting with high-performer executives who were willing to pay a premium for Stori. **SOLUTION:** If you really look at it, every high performing executive is a real-life super hero. He does a lot more than others can even imagine. We leveraged this super-hero aspect and created the now-famous 'Inside Story, Outside Stori' campaign. **RESULT:** The campaign won a nomination at the New York Festivals. And Stori's corporate collection fared significantly better.





CHALLENGE: Kerala Jewellers wanted us to showcase their products with a catalogue campaign. Our challenge was to add some intrigue to the catalogue campaign.

SOLUTION: As the jewellery we showcased were the most priceless pieces in the client's collection, we decided to call it the 'Priceless Collection' and the campaign was a visual interpretation of the word 'Priceless'. **RESULT:** The catalogue shots won a nomination at the prestigious International Photography Awards. And the store experienced a surge during the festive season.



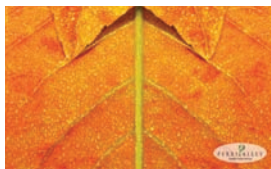


CHALLENGE: Kirtilals, the renowned premium jewellery store, approached us for developing a catalogue ad for their diamond wedding ring collection. The challenge was to make it unconventional and interesting. **SOLUTION:** As women have a huge appetite for diamonds, we decided to use this insight as our visual metaphor.



CHALLENGE: Derby Clothing Company suffered a perception problem of being a so-so brand of men's wear. Derby wanted to up its premiumness quotient among young executives. **SOLUTION:** The reason why most young men shop for new clothes is to look hot. Looking hot means guaranteed female attention. So we zeroed in on 'the sign of hot men' as our theme. And did a campaign that projected the Derby man as THE SIZZLER wherever he goes. **RESULT:** Enhanced brand image. More walk-ins.





CHALLENGE: Perri Alley shirts did not have a distinct brand promise despite years of existence. Our challenge was two fold: a) to find a brand proposition and b) to create a memorable campaign to bring the proposition to life. **SOLUTION:** The unique aspect of Perri Alley is it's made from natural cotton. We reinterpreted this as 'Crafted from nature'. And we made shirts out of leaves to amplify our point. **RESULT:** The campaign garnered overnight fame for this little known brand and bagged one Gold & one Bronze at the New York Festivals.





CHALLENGE: Although the Beissel brand of sewing machine needles had tasted many important successes abroad, not many in India, had heard about it. The challenge was to create an unoboring information-rich corporate campaign. **SOLUTION:** Since Beissel is in the business of helping craft fashion, we created a campaign that reeked of craft. We did a typography-based campaign and got it machine embroidered to different fabrics.





CHALLENGE: A lot of export houses were using the wrong needles for stitching some of the finest fashion labels. So Beissel Needles wanted us to develop a campaign that threw the spotlight on the ill-effects of using a wrong needle. **SOLUTION:** Using a wrong needle can kill any design. We used this insight and interpreted the design murder in a dramatic way. **RESULT:** The campaign was a show stopper at the IMB Fair in Cologne.





CHALLENGE: Kamasutra is an iconic condom brand that does communication bordering on the wild side. The challenge before us was to create an effective campaign for their wet & wild condoms that would showcase this aspect to the conservative Indian market. **SOLUTION:** We interpreted the wet & wild aspect of Kamasutra quite literally to create a piece of work that brought out the sensuality of the brand in an alluring way.



CHALLENGE: Kamasutra wanted a unique piece of communication to clearly position their new flavoured dotted condoms, Excite. **SOLUTION:** We interpreted the flavoured part quite literally using the idea of a cone atop two scoops of the flavoured ice cream to create an ad that would visually bring out the concept of a flavoured condom in a cheeky way.





CHALLENGE: Eatalica being a small restaurant, didn't have moneys to publicise its home delivery service. So the challenge was to create a simple piece of communication that explained the concept of home delivery in a charming way. **SOLUTION:** Birds have this habit of hunting for the best food and bringing it home to feed their young ones. We found this as an apt parallel to explain our home delivery service. **RESULT:** The ad picked up a nomination at the Food & Beverage Awards in Paris.

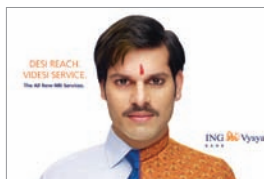


CHALLENGE: Everyone knows of pizza delivery and burger delivery. Very few people in Chennai know that even pasta can be ordered home using a telephone. So our job was to raise the awareness of the pasta hotline. **SOLUTION:** The telephone cord and pasta have a remarkable similarity. We exploited this resemblance to communicate the pasta hotline imaginatively. **RESULT:** Telephonic pasta orders experienced a huge spike.

DESI REACH.
VIDESI SERVICE.
The All New NRI Services.



ING  Vysya
BANK



CHALLENGE: ING Vysya Bank wanted a relaunch campaign for its NRI Services. The key challenge was to pique the interest of the NRI. **SOLUTION:** Just like the NRI, ING Vysya is part Indian and part International. So we used this split personality concept as our visual idea. Since reach and convenience were the two key benefits of the bank, we positioned ING as the bank that offers countrywide access and world-class service.



"The Hindu Goddess of Prosperity in the Land of Inequality" as photographed by Sharad Haksar.

लक्ष्मी



CHALLENGE: To present Sharad Haksar, as the creative photographer who understands the finer nuances of India, to potential international clients. **SOLUTION:** India is a nation of 330 million gods. And yet the country is a melting pot of materialism and things far from divine. We captured this glaring contradiction by creating the artistic 'Divine Irony' series.





CHALLENGE: MNC brands often miss out the local sensibilities when they import their international campaigns to India. The challenge was to get the MNCs to think about this glaring mistake. **SOLUTION:** Sharad shot a series of images that capture the irony of advertising sugar water, shoes and computers in places that have never seen a drop of water, never worn sophisticated footwear or never used a mouse. **RESULT:** The campaign got international attention from BBC, Rediff.com and several thousand websites.





CHALLENGE: Sting Casuals was a late entrant into the Denim category. The challenge before us was to create an arresting piece of communication to present Sting as a sturdy brand of jeans. **SOLUTION:** We reinterpreted 'sturdy' as 'tough stuff' and we decided to use the famous Bruce Lee flying kick in the hall of mirrors as our iconic image to showcase tough stuff. **RESULT:** Sting Denim got attention. And fresh orders from its dealer network.

Exclusive Associated Press Service

Oakland Tribune.

LAST Edition

VOL. LXXVII WEATHER

Oakland and vicinity: Fair tonight and Tuesday; light northerly wind.

OAKLAND, CALIFORNIA, MONDAY EVENING, APRIL 15, 1912.

18 PAGES

NO. 55

TITANIC'S PASSENGERS SAVED; LINER SINKING

ILL-FATED VESSEL BEGINS TO FOUNDER WHILE LIMPING TOWARD HALIFAX AFTER ALL ABOARD ARE RESCUED

State Department Note Brings About Crisis; Answer Is Anxiously Awaited

Orozco to Be Judged by Deeds Rather Than by Promises; Americans to Arm

WASHINGTON, April 15.—The State Department's foreign policy note to the contending factions in Mexico, warning them against any mistreatment of Americans, is believed to have brought the relations between the United States and Mexico to the critical point. This is a fair deduction from past experience and tradition of the State Department, notably and recently in the case of Cuba.

It is recalled that such warning as this preceded the Spanish-American war, culminating in the famous message of President McKinley which referred "to intolerable conditions existing at our doorway."

It still is hoped and believed by administration officials, however, that Saturday's notes will have a sobering effect on the passion of the factions and that it will not be necessary for the American government to consider drastic steps regarding Mexico. This hope, led to renewed assurances from official quarters that there would be no intervention.

AWAIT ANSWER

The next step must be taken by Mexicans either through the rebel leader, Orozco, or by President Madero, from whom some kind of an answer to the State Department's representation surely will be forthcoming.

"Actions speak louder than words," was a State Department comment today in reference to Orozco, who will be judged by his deeds rather than by his promises.

Meanwhile conditions throughout Mexico have undoubtedly become worse within the last week and State Department advice from various agencies as made public show that the area of turbulence and violence has grown to formidable proportions. Conditions in the States of Micho-

Giant Liner Titanic of the White Star Line, which collided with an iceberg last night in midocean while on her maiden voyage.



MONSTER OF OCEAN BADLY DAMAGED BY COLLISION WITH ICEBERG; MANY NOTABLES ON LIST

Wireless Calls for Help Crash Out in Night, Calling Greyhounds of Sea to Stand By

BULLETIN

HALIFAX, N. S., April 15. — The Canadian government marine agency here at 4:15 p. m. received a wireless dispatch that the Titanic is sinking. The message came via the cable ship Minia off Cape Race. It is said the vessels towing the Titanic were endeavoring to get her in to shoal water near Cape Race.

BLOODSHED IS FEARED IN CHICAGO

Troops and Police Are Called to Prevent Strife

CHICAGO, April 15.—Through riot and bloodshed still was feared at today's 600th County Democratic Convention, the "Honest-Harriet" faction won the first victory peacefully enough when, after the doors of the Seventh Regiment Armory had been broken down at orders from County Judge Owens, the "Honest" delegates filed into the Armory while the state troops made no resistance. While the doors were being broken down, a man turned in an alarm of fire. Firemen who responded found nothing to see and returned to their quarters.

Until the arrival of Judge Owens the three factions found each other outside the building, each armed with a court order and backed by men of arms.

SEEK DISMISSAL OF 80 RUEF INDICTMENTS

Attorneys Make Plea Before the District Court of Appeals

SAN FRANCISCO, April 15.—Attorney Bert Schindler and George Keane, on behalf of Abraham Ruef this morning filed a petition in the District Court of Appeals for a writ of mandate to compel Superior Judge Dunne to dismiss the 80 indictments standing against him.

The application sets forth that the true bills had been pending against the former boss for five years; that he had repeatedly asked for their dismissal and no action had been taken. It is set forth that Ruef has always been ready for trial and has in fact repeatedly demanded a trial. The application goes on to say that both former District Attorney Langdon and District Attorney Robert admit that there is not sufficient evidence to convict Ruef should he be placed on trial. The court is asked to take the same action as that followed in the case of Patrick Calahan, thenward Mayor, after a speedy trial guaranteed him by the laws and the constitution of this state; that he has applied to Judge Dunne for a hearing and the charges just have been refused without justification of legal cause and is arbitrarily deprived of his rights.

CONVICTS RIGHTS CITED.

The principal point of law quoted by counsel in the petition is from the People against Keefe, a Montana decision in which it is held that the right to a speedy trial is not denied to a convict.

The petition for a writ of mandate does not ask that Judge Dunne be commanded to dispose of the cases, but that he be ordered to dismiss them. The petition is substantially the same as that filed by the attorneys of the United Railroads in the case of Calahan. Mullally, Ford and Abbott, says that Ruef's position as a convict here in the penitentiary is now taken into consideration.

We believe that Mr. Ruef is being deprived of his constitutional rights," said Attorney Schindler this morning.

BOMBS EXPLODE WRECKING N. STORE

Internal Machines Damaged in East Side.

NEW YORK, April 15.—Three bombs were exploded early today within a short distance of each other in the Italian East Side colony.

One bomb wrecked a grocery on Twelfth street, another demolished the front of a fish store on Eleventh street and the third burst without serious damage in front of a tenement on Tenth street.

The grocer admitted to the police that he recently had received a series of threatening letters, but the fish dealer insisted that he was on good terms with all the world, and no one could be found in the Tenth street and the third burst without any reason for being hand delivered.

LEONARDO DICAPRIO KATE WINSLET

PLAY IT AGAIN.

Tic Tac MOVIE RENTALS

TITANIC

WINNER OF 11 ACADEMY AWARDS®

INCLUDING BEST PICTURE

CHALLENGE: Tic Tac movie rentals wanted a distinctive poster campaign to plug their historic films collection to the younger generation. **SOLUTION:** Watching a historical is like replaying the past. And DVDs let you watch history, again and again. So we used 'Play it again' as our theme and consciously used old newspaper clippings as our visual hook. The idea being instead of just reading about the event, relive history by renting a DVD.



CHALLENGE: Times of India wanted to position its recruitment paper as the best possible option for the big jobs. Our task was to make the campaign more engaging.

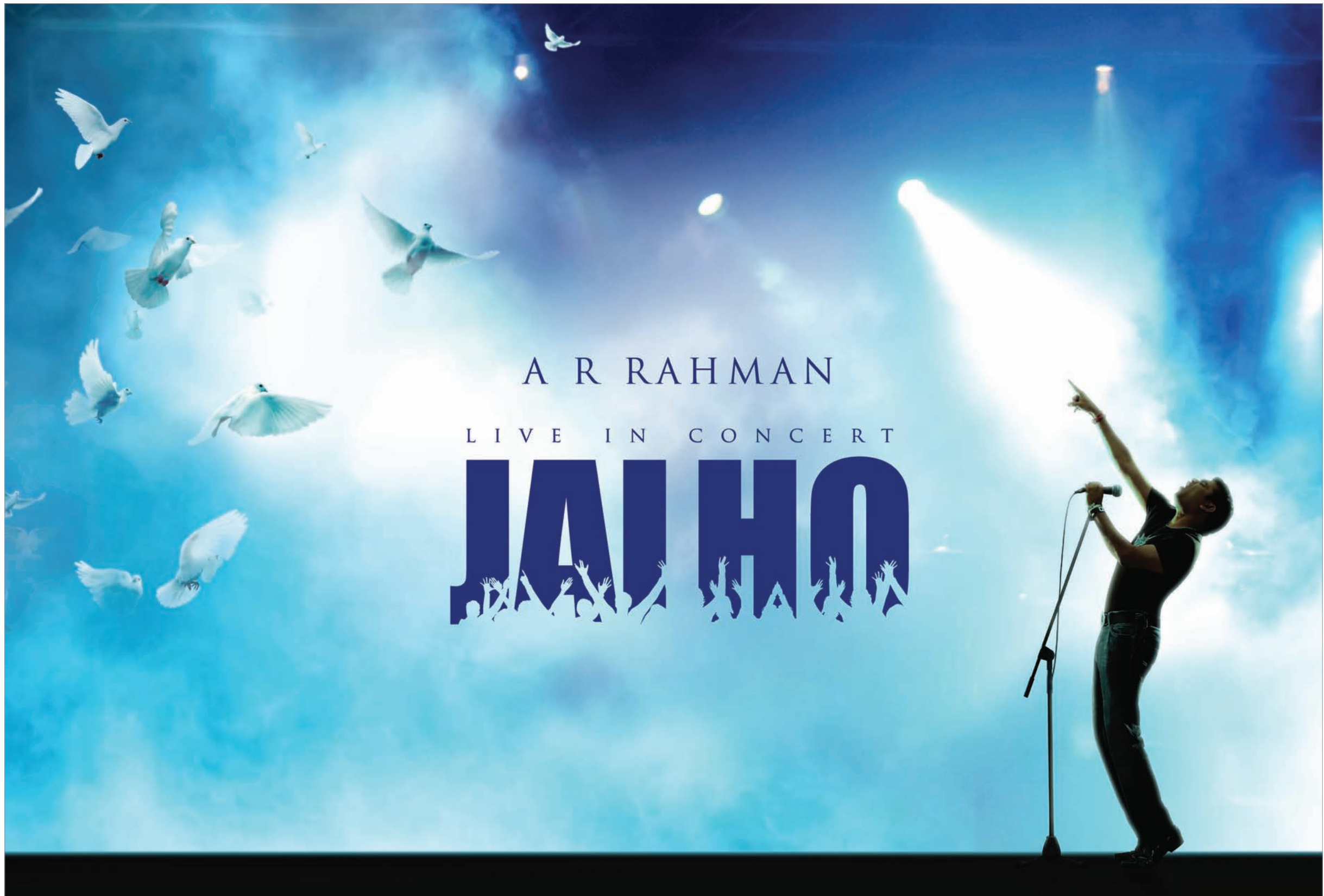
SOLUTION: 'Big shoes' is a metaphor for one who handles huge responsibilities. We decided to use this as our visual hook. The copy was also placed in the form of climbing steps to subtly cue ascent (the name of the paper).



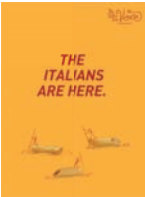
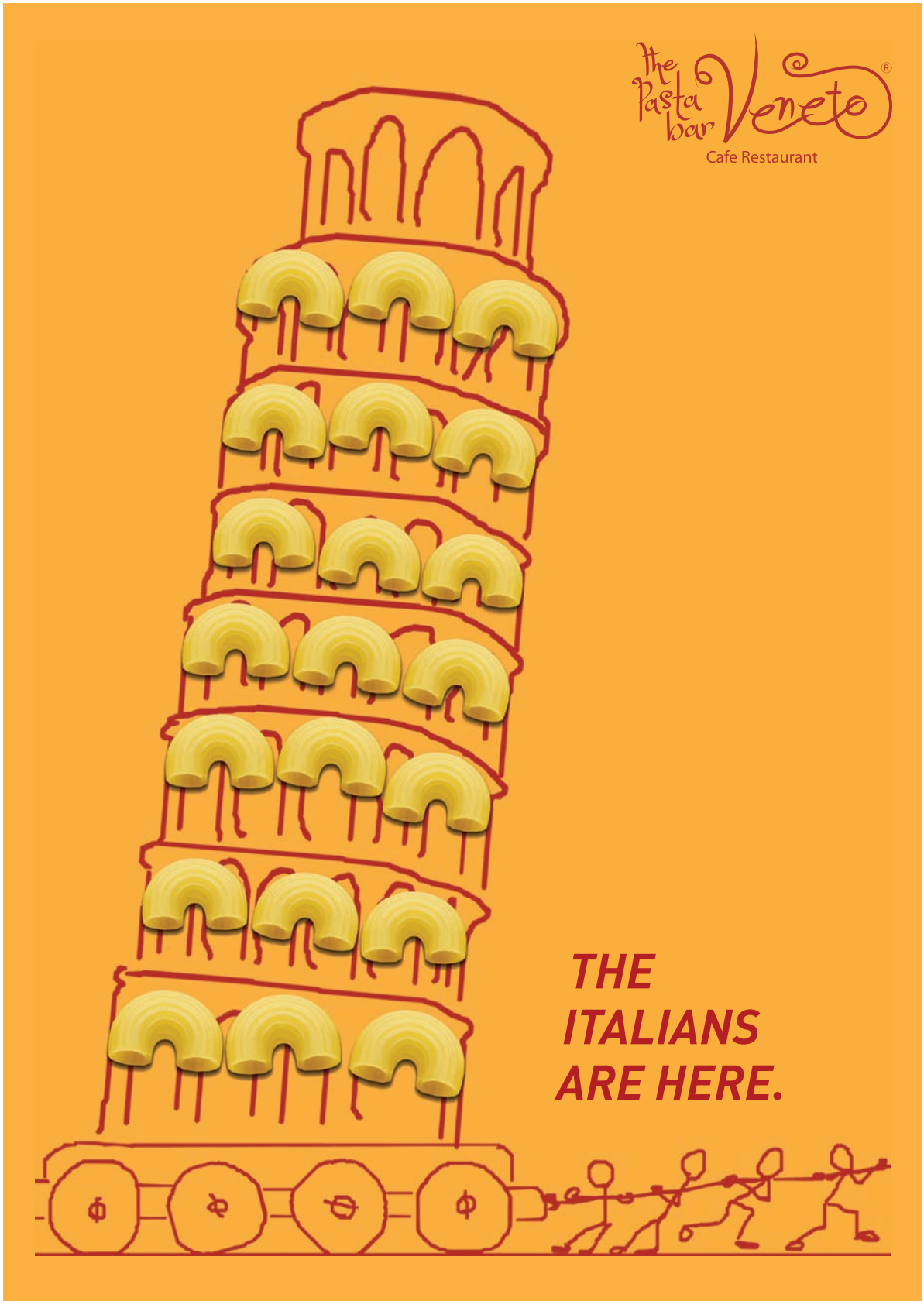


CHALLENGE: Shree Krishna Collection had just changed its name to SKC. And it was launching 4 new fashion stores in Bangalore, Pune & Hyderabad. The brief to us was to give SKC a more premium image and to present it as the store where you'll get both Indian and Western clothes. **SOLUTION:** We reinterpreted Indian & Western as East & West and thus SKC became the place where East meets West. **RESULT:** The campaign significantly upped the look & feel, and brand image of SKC.





CHALLENGE: To design a classy poster to showcase AR Rahman’s Jai Ho concert. **SOLUTION:** Although the Jai Ho show had a lot of Hindi and Tamil numbers, we felt, the treatment must be like that of an international rock concert. So we consciously avoided the mug shot of AR Rahman. Instead, our poster, featured an almost silhouette-like pose of ARR with an added dash of peace and love thrown in.



CHALLENGE: To launch India's first and only chain of signature Italian restaurants called The Pasta Bar Veneto. **SOLUTION:** A visually intriguing sketch of stick figures pulling the iconic leaning tower of Pisa on wheels with the clever use of the macaroni pasta drove home the idea of the launch very effectively.



★ ★ **THE WEAPONS** ★ ★

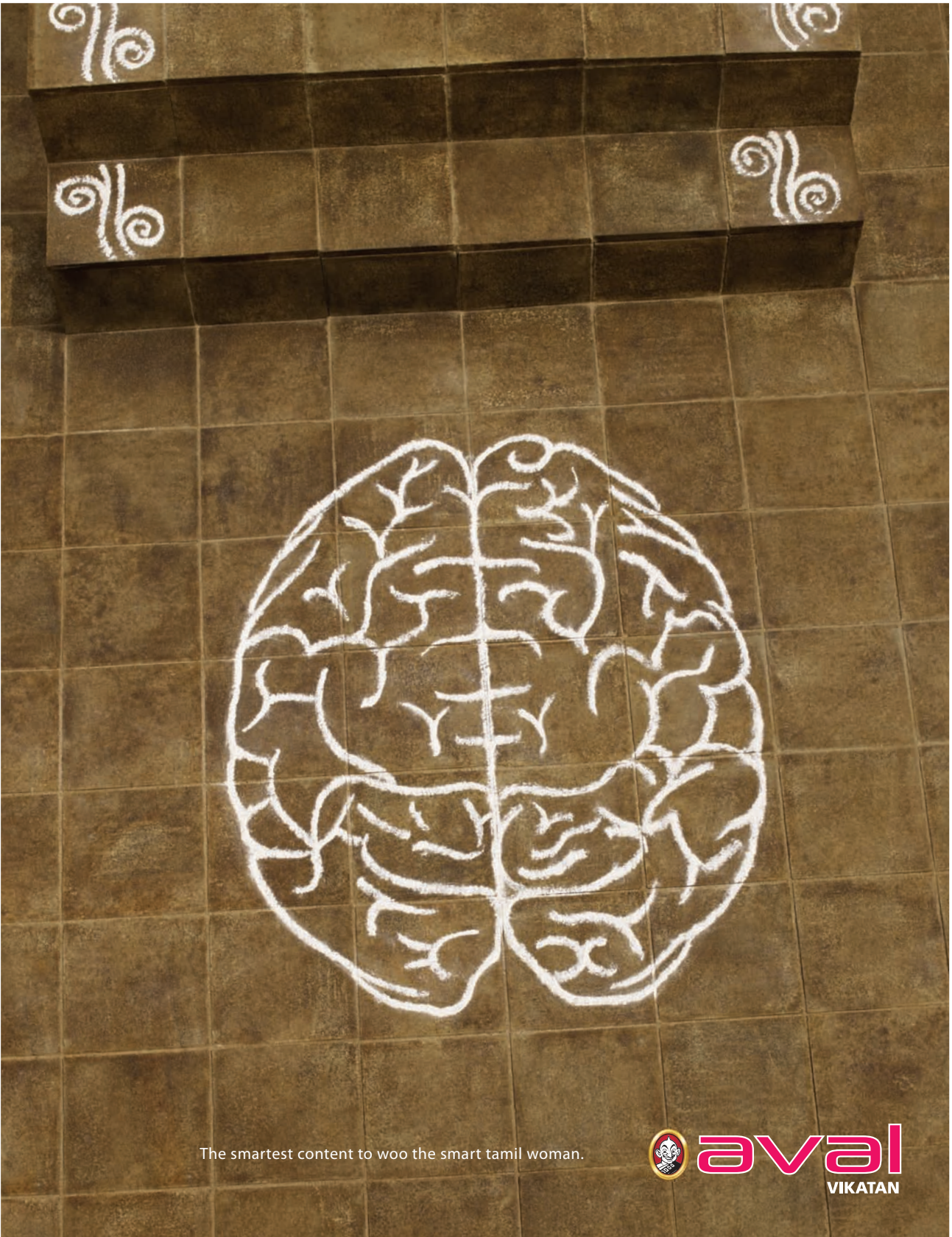
THE ITALIANS

USE TO CONQUER THE WORLD.

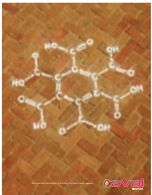


Call 89399 9000 to order our killer pasta.

CHALLENGE: Pizza is the most popular Italian food in India. Our task was to present the Pasta as the most popular Italian food in the world. **SOLUTION:** Pasta has conquered the hearts of millions across the globe. We saw a creative hook in the word ‘conquer’. So we used a war bomb metaphor to convey our point.



CHALLENGE: Aval Vikatan is the most preferred Tamil magazine among smart Tamil women. It's popular because it's perceived as offering the smartest content. Our task was to communicate this fact to advertisers who aren't clued into the Tamil market. **SOLUTION:** The 'Kolam' is an art form that every Tamil woman is familiar with. It's how she expresses herself on a daily basis. The traditional Kolam is a geometric pattern drawn with rice flour. To present the Aval story of being the smartest way to catch the eye of the Tamil woman we created refreshingly different 'Kolams' that visually capture the essence of 'smartness'.





Finally, A Health Magazine
That Feels Refreshingly Cheerful.



CHALLENGE: Health magazines are a boring lot. Except for the cover, everything about the content is fairly sterile. Doctor Vikatan, a brand new Tamil magazine, broke this rule by offering an eminently readable and cheerful publication. Our task was to communicate this difference and attract advertisers for Doctor Vikatan. **SOLUTION:** Doctor Vikatan is almost like a very, very appetizing health drug. This unusual proposition gave us the visual trigger of using medicine capsules as food dressing. The result was simply eye catching!





CHALLENGE: Ratika's is a boutique that sells designer jewelry to young socialites and the not-so-young. An often heard compliment for Ratika's creations is, 'that piece got me a lot of compliments...just the way I used to get compliments when I was younger'. So our brief was to play up this 'Feel younger' aspect in a classy yet tongue-in-cheek way.

SOLUTION: We interpreted the 'Feel Younger' benefit with a very cosmetic 'age-defying complex' visual. The twist was our visual was a literal interpretation of the word 'babe'.



The Cleanest Way
to do the Dirty Job.

AURA CAR WASH
Call: 4359 3414



CHALLENGE: Car Wash is low priority for most car owners. And Car Cleaning as a category is an unbranded space. Aura Car Wash wished to emerge as the top-of-the-mind choice in this domain. Being a small player, they had little or no money for promotion. Our task was to create a buzz around Aura with an innovative ambient exercise. **SOLUTION:** To catch the eye of the car owner, we put up stickers that looked like bird poop from the outside. From the driver's seat, the message was clear: The Cleanest Way to do the Dirty Job. Aura Car Wash. Call 4359 3414. **RESULT:** Enquiries for the car wash service enjoyed a healthy spike. Calls went by 45%.



CHALLENGE: Although it's a known fact that cancer is a killer, not many seem to know the enormity of the problem. Our task was to create a context that would make people realize the deadliness of cancer. **SOLUTION:** While we were doing our research, we discovered that the number of people who die of cancer was way above the usual suspects that are known to cause fatalities. We decided to visually depict this 'cancer is more dangerous' angle using cigarette butt art.





A Mahesh Memorial Trust Initiative

Quit smoking. Call +91 44 2235 0131 for a healthier future.

CHALLENGE: To sensitize college goers to the cancerous nature of smoking. **SOLUTION:** Sun signs, forecasts and astrology columns resonate well with college goers. We decided to leverage this insight and create a 'zodiac poster' to home in our message. The twist that we injected was to recreate the Cancer Sign. We replaced it with the cigarette butt!

A+ B+ O+ AB+ AB- O- B- A- = LIFE



Donate blood. Donate hope. Call 2833 0300, 2833 1200. Or log onto www.jeevan.org.

CHALLENGE: To develop a poster for spreading the word about blood donation, in college campuses. **SOLUTION:** A, B, AB, and O blood groups are of two types – Positive and Negative. When we put these blood groups together, it almost seems like an equation. The ironic aspect is if we treat this as an equation, it should add up to zero, but if we treat this as blood, it can save a lot of lives. So our poster was just the stark and simple 'Equation of Life'.



CHALLENGE: Every year during New Year's Eve, the Chennai Traffic Police, has recorded a spike in drunken driving accidents. The Commissioner of Police was looking at a communication solution to reverse this trend. **SOLUTION:** Instead of doing another 'Don't Drink and Drive' poster or billboard, we thought why not shock the riders, drivers and pedestrians by putting up live bashed up cars at vantage points with the 'Don't Drink & Drive' message. The shockvertisement outdoor stunt was executed in 10 busy junctions across Chennai by putting up real vehicles that had been damaged in accidents.





CHALLENGE: Fifth Avenue is one of India's largest apparel sourcing companies. Our brief was to create a befitting brochure that presented the Fifth Avenue values of meticulousness and detailing. **SOLUTION:** The biggest strength of Fifth Avenue is it doesn't just source, produce and ship anything in apparel but it does it in style. So we created a classy brochure with the products captured in all their fullest glory.

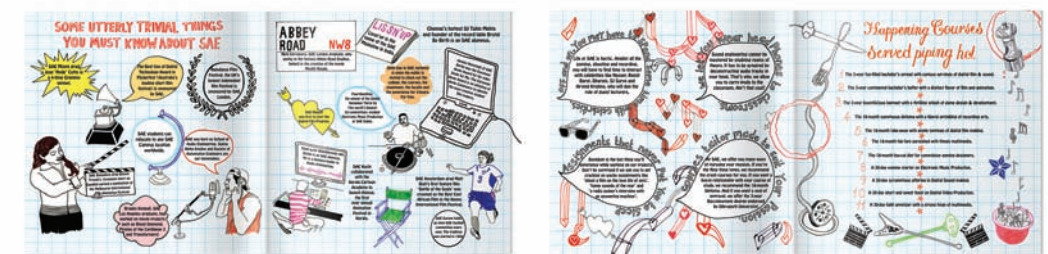
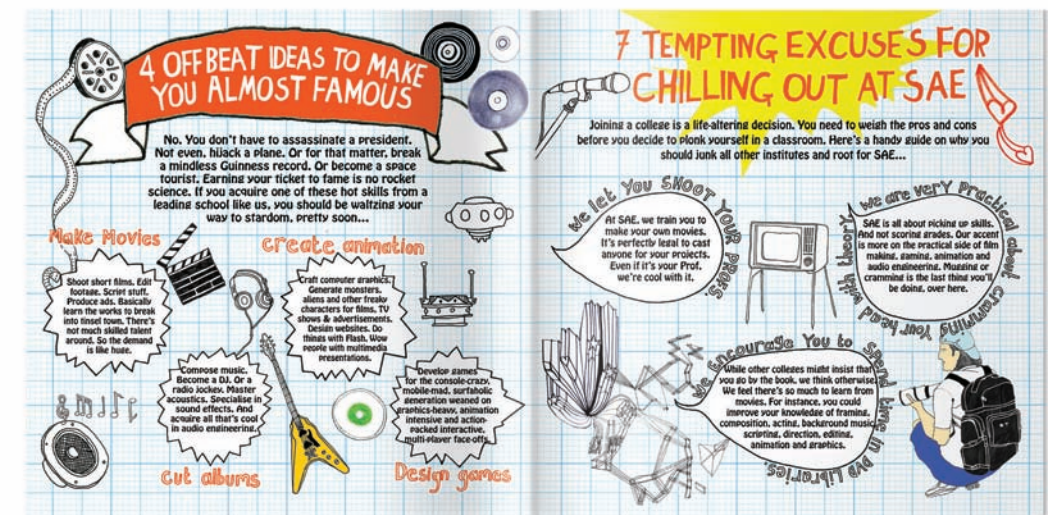
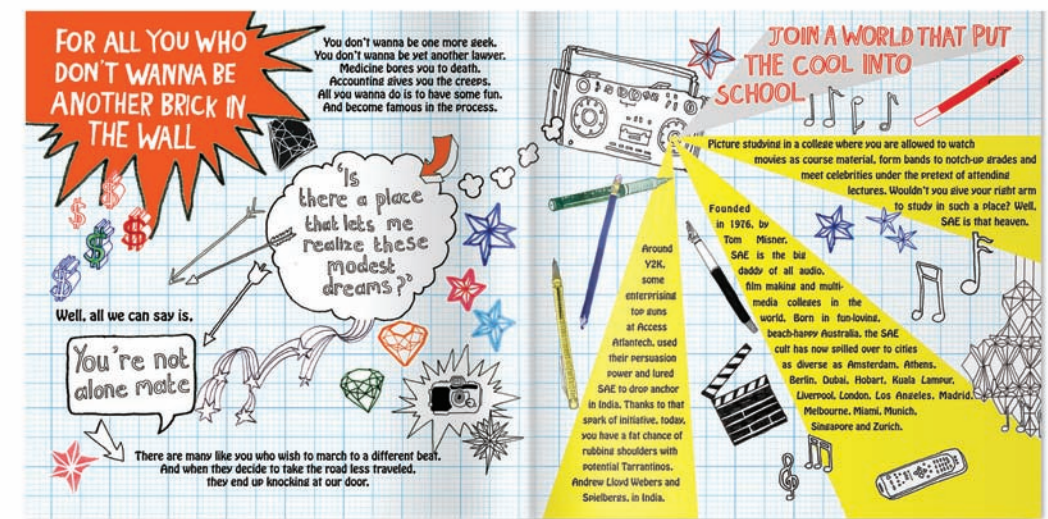
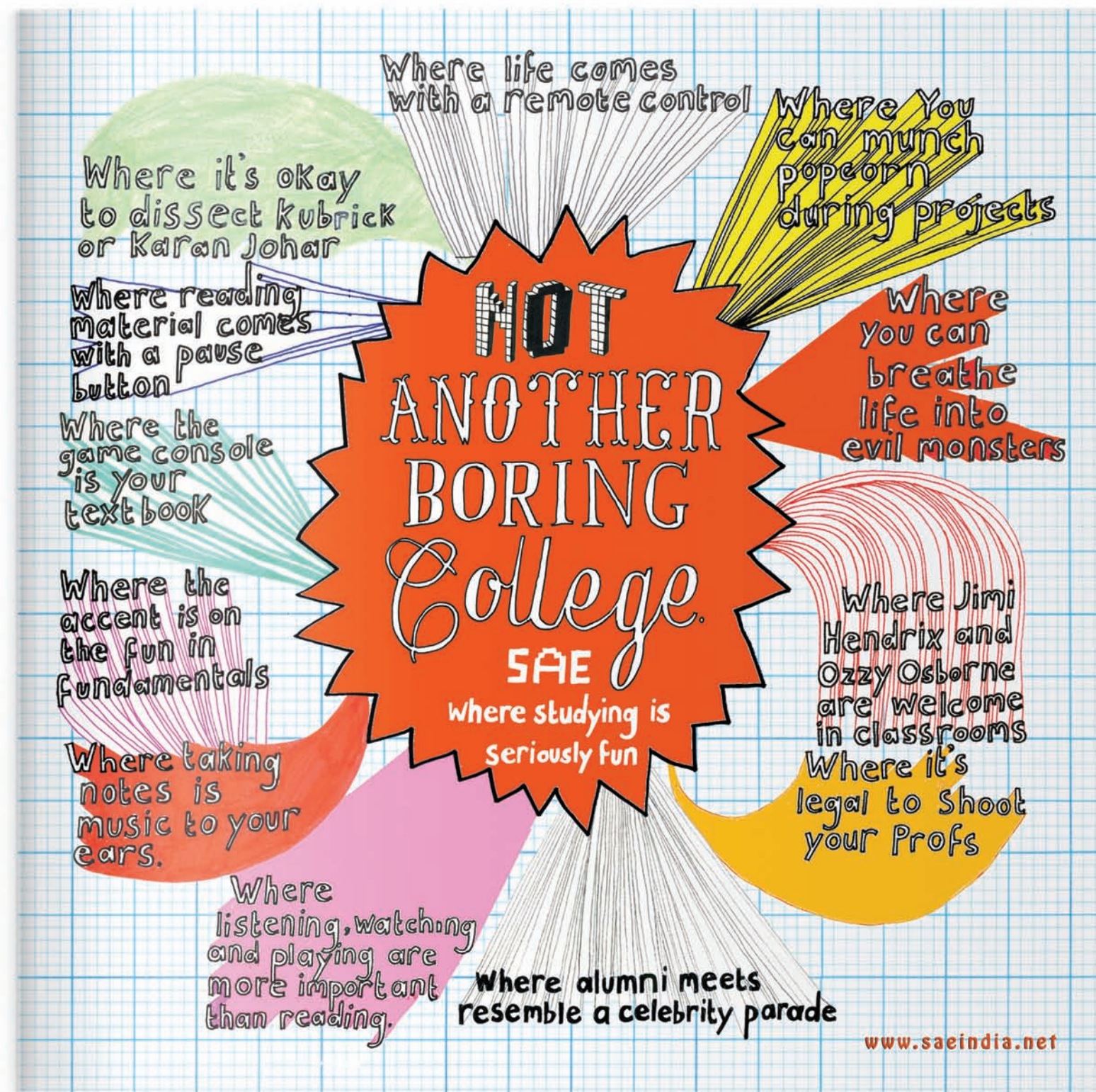


CHALLENGE: ASV Constructions is a low-profile builder based out of Chennai. The brief was to create a memorable corporate brochure. Our challenge was to find a common theme.

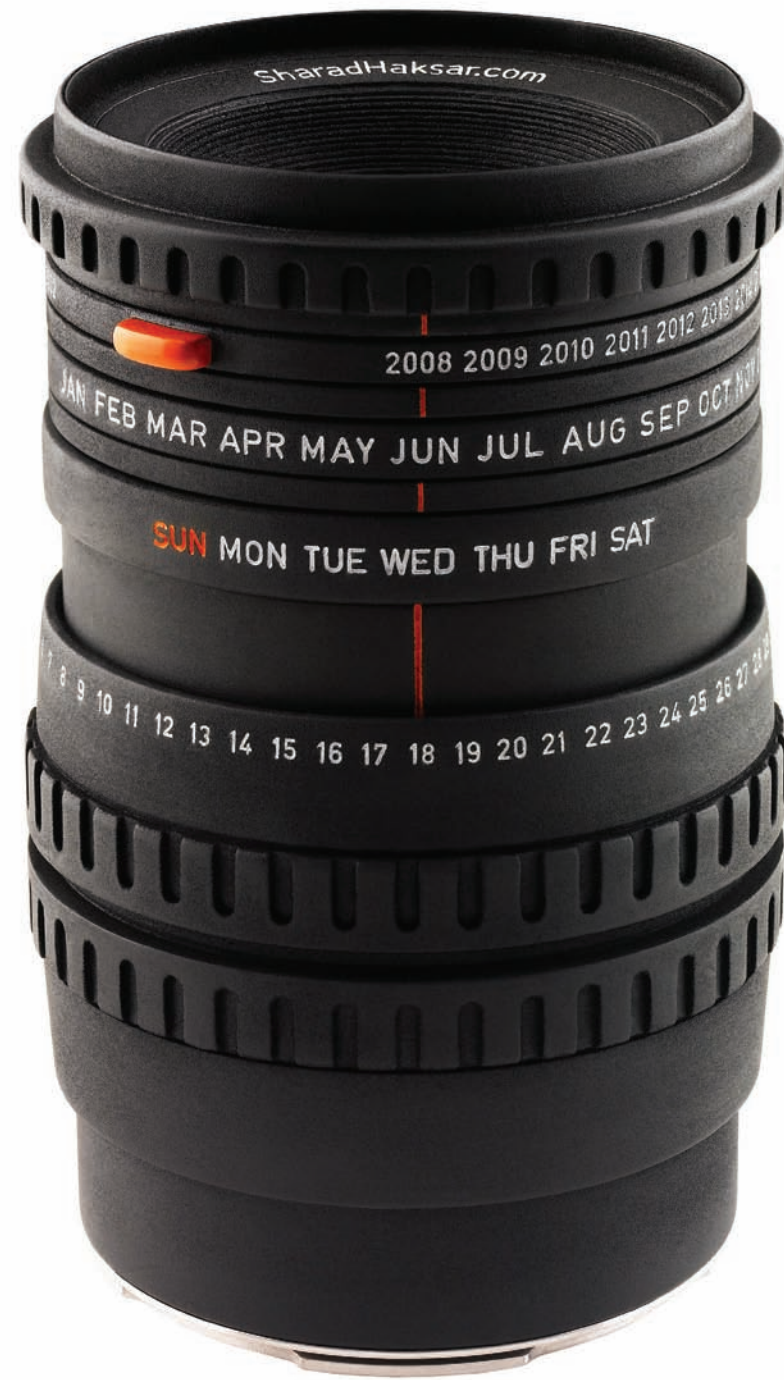
SOLUTION: As ASV had built a lot of high-rises, we used 'Standing Tall' as our theme. And instead of featuring clichéd images of sky-scrapers, we took a fresh approach. We showed people gazing at the high-rises.



CHALLENGE: Fred Stuart is an international range of vintage casuals, made in India. Our challenge was to create a world class catalogue to showcase the 'World Traveller' range of Fred Stuart, with a touch of the vintage. **SOLUTION:** We treated the catalogue like the scrapbook of an ancient traveler who circumnavigates the seas of Europe and America.



CHALLENGE: SAE or School of Audio Engineering is the world's largest institute for acquiring specialist skills in Digital Film Making, Animation and Audio Engineering. The challenge was to create a special brochure that would catch the fancy of college kids. **SOLUTION:** Students of SAE may seem like nerds but they have great fun learning their courses. More fun than say an engineering, medicine or law graduate. We saw merit in using this 'Serious fun' aspect as our connecting theme. So we created a 2-in-1 brochure. One part of the brochure presented the serious side of SAE. While the other part presented the SAE story like a college scrapbook.



CHALLENGE: To create an innovative calendar that strengthens Sharad Haksar's equity of being a creative photographer. **SOLUTION:** The Camera Lens is the most visible sign of a professional photographer. So we designed a long-life desktop calendar that looks like a camera lens. We used the shutter speed, aperture and focus rings to cue the year, month and date. And we sculpted the calendar from a single block of Aluminium. **RESULT:** A stunning looking calendar displaying dates from 2008 to 2032. And weighing above 4 Kgs.

Fred Stuart

www.fred-stuart.com



To create an intriguing, international looking site with a vintage feel to showcase the Anglo-Italian vintage casual range of Fred Stuart.

ONE
EYELAND

www.oneeyeland.com



To create an easy loading, virtual community that would serve the world's finest images on a daily basis. Our challenge was manifold. We had to create an advanced search engine, ranking system, flexible CMS module and build the community from scratch, all by ourselves.

editions.
PENS OF THE WORLD

www.editions.in



To design a classy website for Editions pen store, the sole licensee in India for renowned pen brands around the world. Our idea was to create a website that matched international standards yet was distinct in feel accompanied with a user-friendly interface.

BEISSEL
NEEDLES FOR ALL NEEDS

www.beisselneedles.com



To design a simple, classy and corporate site for Beissel Sewing Machine Needles. Although there was a lot of technical information to share, we consciously gave a minimalist look to the home page to inject an international feel.

KINDERSTAND

www.kinderstand.com



Kinderstand, the preschool brand from the education major Everonn, wanted a simple, colorful and kiddie looking HTML site to present their story.

15TH PEAK

www.15thpeak.com



The idea was to create a simple yet elegant website for this consultancy client. The result was a visually classy and user-friendly piece of communication that spoke the power of the brand.



For Beissel brand of sewing machine needles, we chose a subtle piercing needle as the logo and an unusual pink hue.



We created the smoked out candle as a visual mnemonic for Stori as the brand was about romantic men.



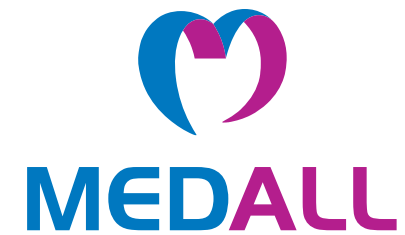
The task was to weave in a concert feel with Jai Ho. We achieved this by implanting white silhouettes of enthralled masses within the Jai Ho unit.



As Eatalica is an Italian American eatery, we titled the L like the tower of Pisa and inserted a star from the American flag.



For Educating India, the educational mission of the Everonn Group, we developed an inspiring unit that looked like an enlightening lamp from far and a hand flipping a book, from closer view.



A classy marriage of design and colours for this health care giant.



A fresh approach for a unisex young casual brand that brought out the youth quotient.



For mobile retail chain Hash 10, we created a brand new font and gave it a vibrant green colour code.



For a showroom that retails digital cameras and other electronics gadgets.



A hard-hitting men's wear brand logo where 'i' takes the centre stage.



The innocence & playfulness of a play school brought out perfectly in a logo unit.



A classic logo, emphasizing the business promise, for a corporate furniture specialist.



As the menstrual cup is a breakthrough product that offers the freedom of comfort, we designed a clean logo that gives the impression of a cup (notated by the letter y) releasing a winged woman.



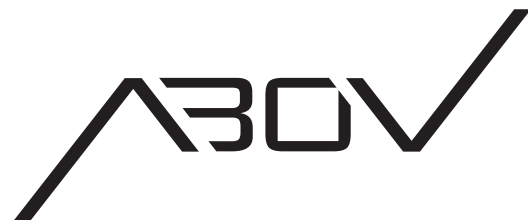
We inverted the brand initials of Enuf mosquito repellent and made it look like a protective shield.



The graphic mnemonic for Ratika's is the letter 'r' curled up like a necklace pendant.



The skyline forming leaf was a smart way of distilling the essence of a green township.



We created a stylized international looking logo to present the story of a hyper luxury high rise residential project.



Stayzilla is India's largest hotel booking portal. We gave it a striking pink look and the visual identity of a 'hotel door hanger'.



The yogic position, the flower petals and Lord Shiva's third eye translates as the various levels hidden within this classy logo unit for a branded yoga studio whose name translates as the frequency of 'Aum'.



Not Just Brown is a contemporary furniture store. We wrote the name with a curvaceous custom-built typeface to give it a designer feel.



We embedded the comb as the visual shorthand for styling into the logo unit along with some imaginative typography to create a truly distinct brand identity.



Designed to resemble a forward arrow depicting the idea of shaping fragile futures through mentoring. The hand-leading-hands graphic doubles as the migratory birds V-formation.



As a paint additive cum insecticide brand that needed an international looking logo that overtly cues paint, we used the paint-drop as the mnemonic which also bears the letter mark of wallop.



An elegantly simple logo with a distinctive cursive typeface captures the no-frills Italian spirit of Pasta Bar Veneto.



AWARDS: For the record, we've won over 80 metals at regional, national and international award shows. If it makes any difference to you, we've been named 'Agency of the Year' thrice and we've helped two of our clients bag the coveted 'Brand of the Year' title.

If you want your share of fame and glory, shoot a mail to sharad@1pointsize.com or just call [+919840053330](tel:+919840053330). And if you feel like reading more about us, just google the name [1pointsize](#) or [Sharad Haksar](#). Or better still, visit www.1pointsize.com.

