

DeZayna

Packaging Design & Brand Identity

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SOCIÉTÉ GÉNÉRALE
DE TECHNOLOGIE ET D'INGÉNÉRIE

SPECIALIZED IN PACKAGING DESIGN & BRAND IDENTITY

SINCE 2011





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Our objective is to design packaging both for the food industry and for specific professional environments (medical, hygiene, tools ... etc.) in a spirit of development and permanent creation in order to meet the requirements of our customers.

We design designs that combine strategic approach and creativity with high technical expertise.

Our expertise in packaging design is practiced at each of the stages :

- > Research on the positioning of the product : Competition, Target group needs, Trends....
- > Innovation research and concepts : Shape, Dieline, functionality.
- > Technical constraints : Design , Colors, Sizes, Illustration.

186
Clients

12
Collaborators

1232
Projects



Our services



PACKAGING & LABEL DESIGN

Specialist in packaging design for more than 12 years, we offer you our experience and skills in the design of food and non-food packaging. We design designs that combine strategic approach and creativity with strong technical expertise.



GRAPHIC DESIGN & POS

- Point of Sale Advertising : RollUp, Banner, Display stands, PhotoCall.
- Signage : Indoor Signage, Adhesive, Car wrapping.
- Communication media : Brochures, Catalog, Posters.



OUTSOURCING

DEZAYNA offers to medium and large companies the possibility of outsourcing part or most of its design department in order to significantly reduce their production costs. "Contact us for more information"



PACKSHOT

The packshot is a high quality photograph of a product, used to present your product in a catalog, on a website or even on your future advertising media.



DIGITAL DESIGN

- Content On Social Networks.
- Visual Web Content & Digital Media.

Methodology



#STEP 1

FAMILIARIZATION & STRATEGY

An audit and a research phase in order to familiarize with your brand universe or your new product category, then we define the positioning of your Brand or product : **Competition, Target group needs, Trends....**

#STEP 3

VALIDATION AND FINALIZATION

We adjust the retained and validated proposal according to your recommendations and corrections, with all the files necessary for the proper operation of all your projects.

DISCOVERY

We will be at your disposal to identify your needs, your expectations, your target. The purpose of this discussion phase is to provide you with the best quality of service according to your objectives.

#STEP 2

CONCEPTS & DESIGNS

We submit proposals to you based on your existing elements and the information collected. On this basis we use our expertise and experience to design packaging that stands out, that catches the eye and inspires confidence.

#STEP 4



Graphic design process

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Step 1 :
Shape & Dieline.



Step 2 :
Design
& illustration.



Step 3 : 3D Modelization
& visualization.

Latest works «PACKAGING DESIGN»

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