

THINK  
OUTSIDE  
THE BOX

*Crafted.*

DESIGN STUDIO

PORTFOLIO 2018

GRAPHIC DESIGN

CUSTOM ART

COPYWRITING

SOCIAL MEDIA MANAGEMENT

WEBSITE DESIGN

LOGOS

BRAND IDENTITY

BUSINESS CARDS

BROCHURES

LEAFLETS

WEBSITE

PITCH DOCUMENT

INTERACTIVE PDF'S

BUSINESS TEMPLATES

PHOTOGRAPHY

VIDEOGRAPHY

CAMPAIGNS

WEDDING DESIGNS





# *Crafted.*

Crafted is a design agency with a difference.

We challenge the norm of graphic design and re-invent the our clients brands are nurtured, developed and marketed in todays ever-changing climate. We think, consult, advise and deliver your idea, crafted in the unique way you want.

If you're a start up and need a brand identity, or know exactly what you need, at crafted we are passionate about turning your ideas into a reality.

If you're an established business looking for new marketing materials, crafted can provide and deliver like no other.



Snag Right is an organisation that surveys new build properties, a popular service amongst new build home buyers; as a start up they required a fully interactive website, a logo, business cards, leaflets and all further collateral.

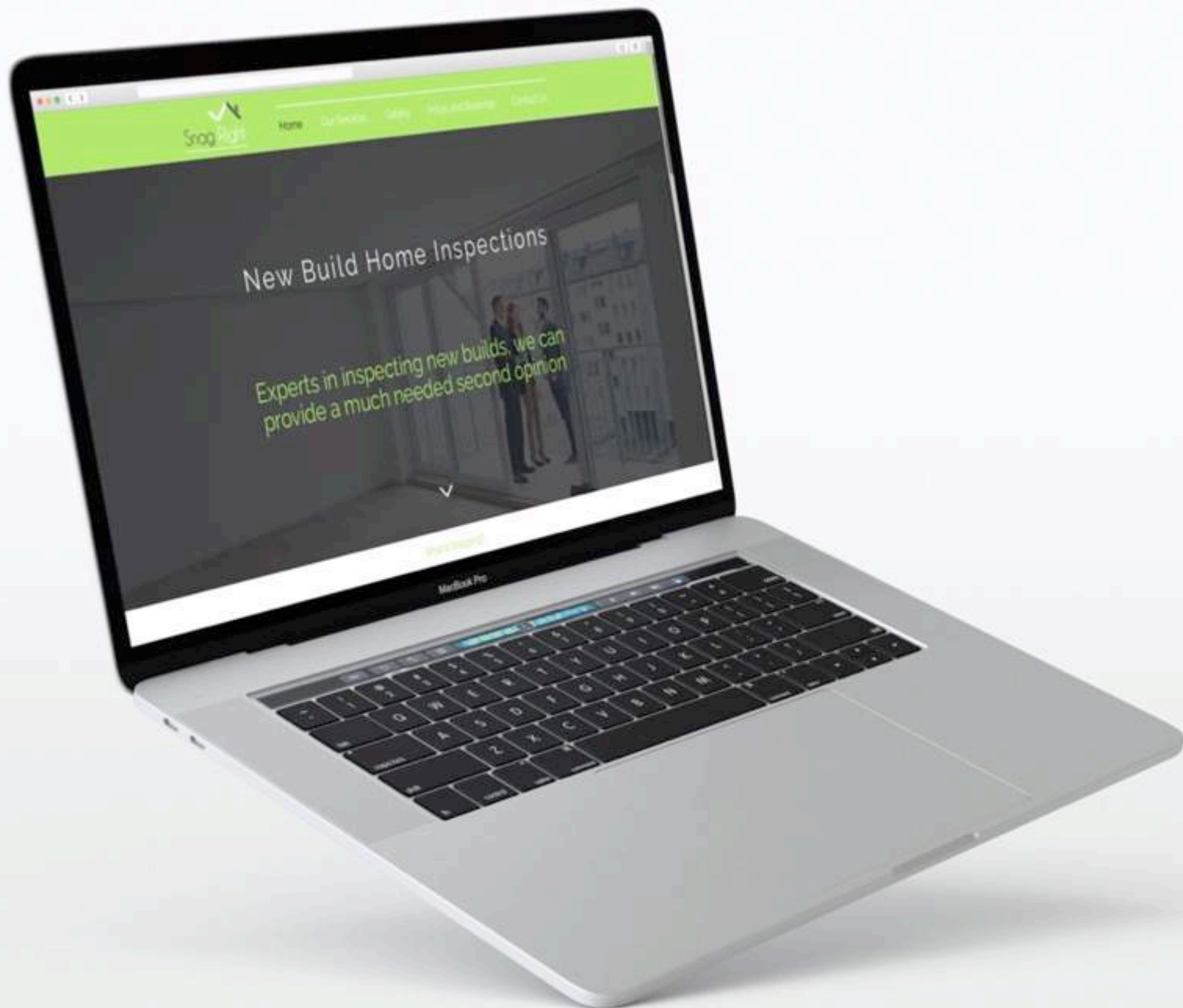
Lucky for us, the client knew exactly what they wanted for the logo, we added our touch to it and this swiftly allowed us to create a brand look & feel.

We built a fully optimised website, that was functional both on desktop and mobile.





“ We'd like to thank Crafted for the effort put into designing everything for Snag Right, from the logo all the way through to the website. Delivered at such short notice with our extremely high demands. The service received from their designers was outstanding start to finish; Using the company was cost-effective and the final product was above and beyond value for money...



...Our website required 100's of different pictures, pricing tables and links to different sections of our business to give our customers and visitors a clear understanding of the service we provide; we needed a submission page for referrals and applications and so much more.

Thank you for everything, it does everything we wanted and exceeds our expectations! ”



A family run spa required a variety of collateral for their business, before we could start we had an issue with locating their brand colours. Unfortunately the logo designer did not provide adequate information making it difficult to ensure all collateral in the future is consistent with the brand.

We took on the bold task of attempting to do our very best to locate fonts and colours. After this, we were rusted time and time again to create things such as leaflets, brochures, cards, posters and much much more.





Cove Spa trusted us to create all their programs, brochures, leaflets, not to mention business cards, loyalty cards and appointment cards. As Cove Spa continued to expand into a successful business, we helped them create marketing material for all 3 branches. This included seasonal promotions, loyalty schemes and much more.





“

What started off as a quick requests to help us find our brand colours, we quickly realised how reliable Crafted really were. They work confidently and seamlessly and bother were always able to assist with our requests. We have created so much collateral with them and will definitely be ordering more.

”

# *Wedding Stationery*

Wedding emblems  
Table plan boards  
Name cards  
Invitations  
Thank you cards  
Wedding favours  
Menu cards





# H & A

Stock Brook Manor  
Country Club

2ND SEPTEMBER 2018

## Menu

### Starters

ALOO TIKKI  
DAHI ALOO PAPRI CHAAT  
CHOLLE  
VEG MANCHURIAN  
PANEER TIKKA  
SALAD  
CHUTNEY

### Main Course

PILAU RICE WITH PEAS  
DAAL MAKHANI  
KARAH PANEER  
SAAG ALOO  
MIXED RAITA  
NAAN  
SALAD

### Dessert

GAJAR HALWA  
ICE CREAM

# Hardeep & Amrit

2ND SEPTEMBER 2018

### Table 1

HARMESH NAJRAN  
HUSMUKH NAJRAN  
HARPREET NAJRAN  
AMAR NAJRAN  
ISHWAR NAJRAN  
KIRAN NAJRAN  
KAVITA NAJRAN  
PINKY KUDHAIL  
AMRIK KUDHAIL  
JAGDEEP KUDHAIL  
VEER KUDHAIL

### Table 2

SHARON BHARJ  
VARINDER BHARJ  
AMAN BHARJ  
NILHAAL BHARJ  
RAMNEEK SEHRA  
JASVIR SEHRA  
KULDIP KUDHAIL  
NIRVAAN KUDHAIL  
JASLEEN KUDHAIL  
HARRY MALHI  
PRITAM MALHI

### Table 3

TEJINDER MATHARU  
BHUPINDER MATHARU  
ARVINDER MUDHAR  
SHARON MUDHAR  
AMARDEEP VIRDI  
RUPINDER VIRDI  
BARINDER VIRDI  
SANJEETA MUDHAR  
AMY MUDHAR  
MANPREET MUDHAR  
RAJVEER MUDHAR

### Table 4

RAM AGGARWALL  
ANGELA AGGARWALL  
PRITAM AGGARWALL  
SATYEN AGGARWALL  
KABIR AGGARWALL  
KARUN RODA  
ROHIT RODA  
PREETHI RODA  
JAIVEER RODA  
HARRY BASRAN  
BINDU BASRAN

### Table 5

KAMLESH NAJRAN  
PAVAN NAJRAN  
SIMRAT NAJRAN  
AVAANI NAJRAN  
GURVINDER NAJRAN  
LETITIA NAJRAN  
ANEETA RAINDI  
SATNAM RAINDI  
ANJALI RAINDI  
AMRITA RAINDI

### Table 6

SURINDER KAINTH  
ANANT KAINTH  
PRABHDEEP KAINTH  
CHANDANJIT KAINTH  
VINAY SHARMA  
SHARON SHARMA  
SATWINDER SOHAL  
VEENU SOHAL  
GURDEEP SOHAL  
SAHIBNOOR SOHA  
PREET SOHAL

### Table 7

AMISHA GANDHI  
DIVYA ILANGO  
KRISHNA PATEL  
MANPREET GAKHAL  
NARZI AHMADI-LARI  
SANJIT DEO  
ANUPREET JHEETA  
NAVNEET BHAMBRA  
AMRIT KAUL  
ANNEKA SHAH  
ZAHRAH RAZA  
BISMA ZAIDI

### Table 8

NINDARPAL MAHLI  
JASBIR MAHLI  
JAI MAHLI  
DIL MAHLI  
SHALEEN MAHLI  
ELISHA MAHLI  
AARON MAHLI  
HARDIAL KUDHAIL  
HARMINDER KUDHAIL  
GURJIT KUDHAIL

### Table 9

SONU DHUTTI  
AVTAR DHUTTI  
ARVIN HITMAKER  
AMAN HITMAKER  
SONAM MALHI  
DAVE MALHI  
SASHI MALHI  
SURINDER MAHLI  
SATWANT MAHLI  
DAVINDER MAHLI

### Table 10

ASHINI PATEL  
NANDINI SHAH  
SURINA BHOLA  
APOORVA KHOSTI  
NIMIT PATEL  
ZAHID SHEIKH  
HAFSA SHEIKH  
BILAL BUTT  
SINTHUJAN SIVARAJAH  
GAURAV MADAHAR  
SOPHIA MORRIS  
ERICA LOPEZ  
PAUL LOPEZ

### Table 11

GURDEEP MALHI  
RUPY MALHI  
ROMI DHILLON  
DAVID BARNET  
ZAINAB KAUR  
DHIPIKA PATEL  
JENNIFER NICHOLAS  
KEMI OGUNTOYE  
SHAR THOMPSON  
SONIKA JUNEJA

### Table 12

NANI JI  
RANI MALLI  
DEEPAK MALLI  
POONAM MALLI  
PREETI KHERA  
PINNY KHERA  
JAS KHERA  
NATHAN KHERA  
JASWANT KHERA  
GURDIP KHERA  
RUBY KHERA  
INDERJIT KHERA

### Table 13

HARDIP DHATT  
JAS DHATT  
KAM BASSI  
NAV BASSI  
DHARM SANDHU  
RAJ SANDHU  
HARPREET PADDAWAN  
CYMRON BANCIL  
RAVI VEKARIA  
DAVINDER RANU  
AMETOJ SINGHS  
PRITPAL DUTTI

### Table 14

AVTAR KONDAL  
SATNAM KONDAL  
BALJIT KONDAL  
DALJIT KONDAL  
KIKI KONDAL  
BOB KONDAL  
SONIA KONDAL  
JAYA KONDAL  
ASHA KONDAL  
SARINA KONDAL

### Table 15

JOGINDER DHEAR  
VIDYA DHEAR  
SUNNY SAINI  
BAJINDER SAINI  
DAVINDER CHAGGAR  
GURINDER CHAGGAR  
BHUPINDER CHAGGAR  
SHARONJIT CHAGGAR  
DALIP CHAGGAR  
GURMUKH CHAGGAR  
NAVDEEP CHAGGAR  
SIMRAN CHAGGAR

### Table 16

GURDEEP CHAGGAR  
KIRAN CHAGGAR  
ARJUN CHAGGAR  
SATPAL CHAGGAR  
KAM CHAGGAR  
KABIR CHAGGAR  
LIV CHAGGAR  
DANNY GILL  
JEETA GILL

### Table 17

KULWANT MUDHAR  
KULWINDER MUDHAR  
TARLOCHAN MUDHAR  
KAMALJIT MUDHAR  
GURDIAL VIRDI  
BALBIR VIRDI  
TAJINDER DEO  
BALVINDER DEO  
MUNRAJ DEO  
MUNKIRAN DEO

### Table 18

PRITAM CHAGGAR  
JOGINDER MUDHAR  
JEET MUDHAR  
MOHAN CHAGGAR  
GURMEET CHAGGAR  
JASPAL CHAGGAR  
SATWANT CHAGGAR  
KALDEV CHAGGAR  
HARDISH CHAGGAR  
AMARJEET CHAGGAR  
HARDEEP CHAGGAR





Brook House  
Residential Home  
Part of the Haych Care Homes Group

Brook house is a residential home in Lancashire, looking after and caring for people with mental impairment or physical disabilities. The business was taken over by a family who re-vamped the home and the brand.

They aim to purchase more homes around the UK to continue to provide the best quality of care and service for those in need.

We aided in perfecting their logo and encouraged to invest in the brand through in-house merchandise and a website.



When we acquired Brook House Residential Home, we really weren't sure about how to go about any marketing needs we had. Crafted was a perfect fit for us, they could work to tight deadlines, and urgent requests, they turned around merchandise within a few days for our meetings, and assisted in every way they could...



...We required a very specific website. We knew all the content we needed on there but weren't sure about how to word it all, or even where to start! Imran and Zainab were extremely helpful and met with us to understand what we needed and the finished product was perfect first time.

We now have a very professional brand and impressive website, for patients, governing bodies and families – which we are very proud of.

We can't thank you enough for your continued support. ”



# L'Aroush

Ladies Hair & Beauty Salon

L'Aroush is a popular hair and beauty salon based in Chadwell Heath, East London. An existing salon was taken over, rebranded, redesigned and re-launched. L'Aroush saw a huge success as its launch was advertised locally and online using collateral created by us.

Crafted is L'Aroush's exclusive marketing agency. We provide various projects as the business requires, online marketing insight, collateral, merchandise, logo, business cards, printed merchandise such as pens & mugs, leaflets, brochures, posters, price list and much much more.



**Hollywood Full Legs Wax**  
**ONLY £19.99**

**Full Face Thread/Wax**  
**FROM £29.99**

**Conditioning Treatment**  
**GHD Styling**  
**FROM £28**

**Laroush**  
Ladies hair & beauty salon  
Opening Hours  
MON - SAT 10 AM - 7 PM

0208 590 9550 info@laroush.co.uk 28 High Road, Chadwell Heath, Romford, RM6 6PR.  
T&C APPLY. Offers valid from 01/02/2014-28/02/2014. Offers cannot be used in conjunction with any other offer including loyalty card points. Prices starting "from" vary on hair length and style. For full T&C please enquire instore.

**Full Body Wax**  
**£19.99**

**Wash & Blow Dry**  
**FROM £7.99**

**Gel Manicure**  
**£13.99**

**Luxury Pedicure**  
**£14.99**

**Laroush**  
Ladies Hair & Beauty Salon  
0208 590 9550  
info@laroush.co.uk www.laroush.co.uk  
28 High Road, Chadwell Heath, Romford RM6 6PR

Terms & Conditions Apply. Offer Valid from 01/07/2014 - 31/07/2014. Full Body Wax includes full arms, full legs, underarms and bikini line. Any further waxing is surplus. Prices may vary according to length of hair, nail art and french manicure work. To guarantee availability we would strongly advise to pre-book an appointment. For full terms & conditions please enquire instore.

**Ramadan Mubarak**  
**Feel beautiful and win a family evening meal**

**Laroush**  
Ladies Hair & Beauty Salon  
0208 590 9550 info@laroush.co.uk www.laroush.co.uk

Terms & Conditions Apply. Valid from 25/06/2014 - 04/08/2014. All prices on this leaflet are "starting from" prices & will differ on length of hair, type of service, etc. Manicures and Nail art are surplus. Offer can only be used all together on one day. No further discounts can be applied to this offer. To redeem against this offer. Spend £30 and enter our prize draw to win a meal for a family of 4 at a local halal restaurant. For full terms and conditions please enquire instore. Offer Valid 7 days a week, pre-book to avoid disappointment.

**Luxury Facial**  
**FREE Upper Lip & Eyebrows**  
**Only £25**

**Party Package, Hair & Make-up**  
**From £30**

**Full Head Colour**  
**From £30**

**Mink Eyelashes**  
**Only £40**

**Laroush**  
Ladies Hair & Beauty Salon  
**BOOK NOW: 0208 590 9550**  
info@laroush.co.uk www.laroush.co.uk 28 High Road, Chadwell Heath, RM6 6PR

Terms and conditions apply. Offer valid from 01/09/2014 - 31/09/2014. The offers stated above cannot be used in conjunction with any other offer. You cannot redeem loyalty points against any offer. All offers and treatments are subject to availability. Appointments must be booked to guarantee your treatment. NUS student discount is not applicable on these offers. Accurate prices will be provided on consultation on starting "from" prices.

## LOYALTY CARD

Fancy a FREE treatment?  
Pick up your FREE loyalty card and collect  
points on every visit to the salon.

**L'Arroush**  
Hair & Beauty Salon

Terms & Conditions Apply. Please See Overleaf.  
Enquire instore for further information.

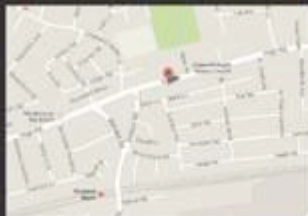
## NEW YEAR, NEW YOU

Full Head Highlights  
Wash, Cut & Blowdry



**From £40**

By Appointment Only  
Terms & Conditions Apply. Please See Overleaf.



28 High Road, Chadwell Heath,  
Romford, RM6 6PR  
0208 590 9550  
info@laroush.co.uk  
www.laroush.co.uk

Parking available at the rear of salon.

### Terms & Conditions

Up to 50% off on all treatments offer valid until 30/03/2014.  
The offer may be extended at the sole discretion of the manager. No offer cannot be used in conjunction with any other offer. All offers and treatments are subject to availability. Appointments must be booked to guarantee your treatment. Late arrivals to appointments may incur a delay automatic cancellation is treatment. Student discount applicable on presentation of a University ID card/ANUS card. POC is an abbreviated term for "price on application". New year, New you deal is valid 13/11/13- 30/03/2014, only by appointment. This price will vary according to hair length/condition. Prices also vary if bleaching is required. All other prices are starting from, and may vary according to type, condition & length of hair. Loyalty card points are accumulated on every visit. For every £1 spent you can accumulate 2 points, 10 points are equivalent to £1 off any chosen treatment. Points can be accumulated and used as a partial or full payment for your treatments.



**L'Arroush**  
Hair & Beauty Salon

**OFFER EXTENDED**  
**UP TO 50% OFF**  
**ALL TREATMENTS**

## Hair Treatments

	Price
Dry Cut	From £9
Wash & Cut	From £12
Wash & Blow Dry	From £10
Wash, Cut & Blow Dry	From £18
Re-Style & Blow Dry	From £20
Student Dry Cut	From £7
Student Wash & Cut	From £10
Student Wash, Cut & Blow Dry	From £15
Fringe Cut	£3
Kid's Cut	From £5
O.A.P Cut	From £7
Hair Up do/Style	From £15
GHD Styling	From £7
Conditioning Treatment	From £15
Brazilian Keratin Treatment	From £40
Hair Extensions	From £15

## Hair Colouring

	Price
Colour Consultation	FREE
Roots	From £20
T-Section	From £25
Full Head Colour	From £35
Full Head Highlights	From £50
Half Head Highlights	From £40
Slice of colour	£7
Dip Dye	From £15
Full Head Bleach	From £15
Half Head Bleach	From £10
Bleach Colour Removal	From £10

## Massages

	Price
Swedish/Deep Tissue Massage	£29
Indian Head Massage	£11
Back Massage	£15
Full Body Massage	£36

Cleanse & Exfoliate

More Massages are available upon request.  
Please enquire instore for prices and options.

## Threading Services

	Price
Eyebrows	£2
Upper Lip	£2
Forehead	£2
Chin	£2
Nose	£2
Sideburns	£2
Neck	£2
Full Face	£8
Full Face & Neck	£10

## Waxing Services

	Price
Eyebrows	£2
Upper Lip	£2
Forehead	£2
Chin	£2
Sideburns	£2
Neck	£2.50
Full Face	£8
Full Face & Neck	£10
Under Arms	£4
Half Arms	£4
Full Arms	£8
Half Legs	£4
Full Legs	£10
Bikini Line	£4
Extended Bikini Line	£6
Hollywood	£15
Brazilian	£15
Buttocks	£5
Stomach	£5
Full Back	£7
Full Body	£20

## Piercings

	Price
Ear Piercing	POC

Price varies on studs chosen

## Nail Treatments

	Price
Gellux Gel Manicure	£15
File & paint with 4 layers of durable gel polish	
Gellux Removal	£8
Acrylic Full Set	£18
Acrylic In-Fills	£10
Acrylic Nail Removal	£10
Student Acrylic Full Set	£12
Acrylic Full Set with Gellux Gel	£23
Standard File & Paint	£6
Luxury Manicure	£11.50

File, Cuticle, Exfoliation, Hand Massage, Buff & Paint

Express Manicure £12

File, Cuticle & Paint

OPI File & Paint	£6
OPI Luxury Full Manicure	£14
OPI Express Manicure	£10
Gellux Gel Pedicure	£15

File & paint with 4 layers of durable gel polish

Luxury Pedicure £18

File, Cuticle, Exfoliation, Massage, Moisturise & Paint

Nail art POC

Facials Price

Express Facial £12

Cleanse, Tone & Exfoliate

Deep Cleanse £25

Cleanse, Tone, Exfoliate & Mask

Luxury Facial £30

With Steam & Neck Massage

Brightening Facial £35

accelerated brightening & improves skin tone

Anti-Ageing Facial £28

Beauty Treatments Price

Eyebrow Tint	£4
Eyelash Tint	£4
Individual Eyelashes	£10
Strip Lashes	£5
Make up	POC



# لاروش

Ladies Hair & Beauty Salon

Hair Cuts | Hair Styling | Hair Colouring  
Waxing | Threading | Massages | Facials  
Manicures | Pedicures | Piercings | & More

28 High Road | Chadwell Heath | Romford | RM6 6PR  
02085909550

info@laroush.co.uk      www.laroush.co.uk

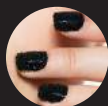
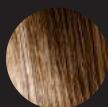
# لاروش

Ladies Hair & Beauty Salon  
Loyalty Card

02085909550  
info@laroush.co.uk  
www.laroush.co.uk

Name:

28 High Road | Chadwell Heath | Romford | RM6 6PR



# لاروش

Ladies Hair & Beauty Salon



Customer Registration Form



**FREE ADVENT CALENDAR**  
WHEN YOU SPEND £20 OR MORE

**Full Body Wax & Hollywood**  
**ONLY £29.99**

**Eyebrows, Upper Lips**  
**& Chin Threading**  
**ONLY £4.99**

**Wash, Cut & Blow Dry**  
**FREE Upper Lip OR Eyebrows**  
**From £17.99**

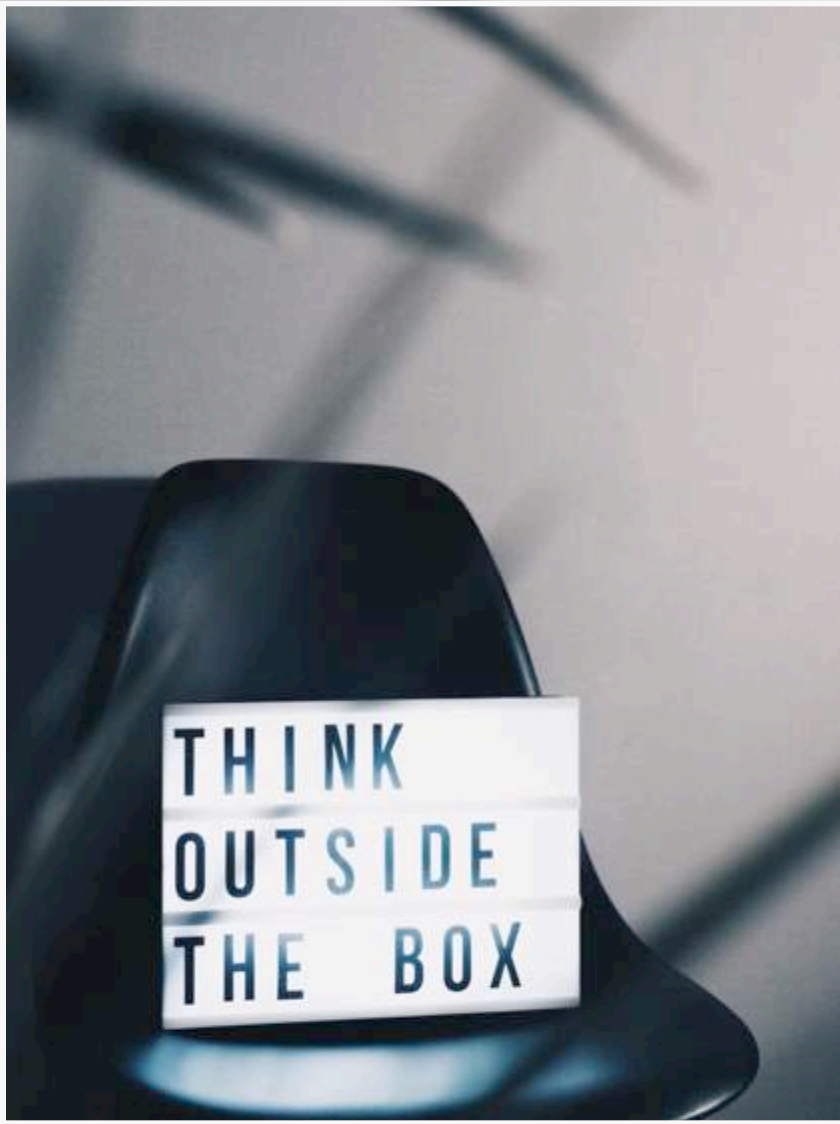
Valid from 01/12/2014 - 28/02/2015. Offers cannot be used in conjunction with any other offer.  
For more details, enquire instore.



# *Business stationery*

Business cards  
Loyalty cards  
Appointment cards  
Letterheads  
Comp slips





THINK  
OUTSIDE  
THE BOX

# *Crafted.*

Ready to start your success? Contact us today for a no obligation chat where we can understand your business needs and advise on a plan.

Contact us wherever you are in the world. We can work to suit you.



[Info.crafteddesigns@gmail.com](mailto:Info.crafteddesigns@gmail.com)



[www.crafteddesigns.co.uk](http://www.crafteddesigns.co.uk)