

Leafdesign

Defining & delivering effective consumer experiences.

We are a brand consultancy that helps identify emerging opportunities, and brings together strategy with distinct design to create an integrated brand experience.

Leaf Design adheres to simple design thinking, focusing on its core competencies in the areas of strategy, branding and information design.

We make continuous effort to know and understand our consumers. This helps us create engaging experiences. We ensure that solutions are designed, developed, deployed and managed with the single goal of meeting and exceeding consumer expectations.

To bring our ideas to life and add value, we collaborate with the finest talent in the industry. Founded in 2002, we continue to stay true to our spirit, Leaf Design leverages its expertise in creative strategy to bring unified design solutions to help organisations stay ahead.

Sumit Patel
Director, Leaf Design

Sumit Patel co-founded Leaf Design in 2002; he is now involved in Design Strategy, Brand Communication and Retail Environment Design. Following his graduation from National Institute of Design (NID) Ahmedabad, he worked with Rediff.com and became a dynamic founder member of the 'web solutions' team. He designed key corporate websites including Citibank, Asian Paints, Reliance and Tata Motors. He has been Creative Group Head, Interactive Design with Euro RSCG and Creative Director at TBWA Anthem Interactive and has worked on prestigious international brands such as Swire Properties – HK, Mövenpick, Carlsberg.

sumit@theleafdesign.com | +91 9820267724

Sandeep Ozarde
Director, Leaf Design

Sandeep Ozarde, has been working in the online digital media for more than 13 years. With extensive experience in online business strategies, brand communication, and interaction design, he is deeply involved in the company's online digital strategies for brands and businesses. Before Leaf Design, he was a Creative Director at Rediff.com. He handled product strategies, design and development across content, ecommerce and community services. He also handled online design strategies for companies like HLL, HDFC Bank (Internet Banking), McKinsey & Company (UK & India), Ranbaxy, Opel Astra and Johnson & Johnson. He believes that this is just the beginning of digital experience economy and a lot can be achieved as people, governments, institutions and businesses are getting connected online worldwide.

sandeep@theleafdesign.com | +91 9821119506

Mahendra Patel
Chief Mentor

Mahendra Patel, an accomplished faculty member and principal designer at National Institute of Design, Ahmedabad (India) since 1968, retired in 2003. During his 39 years at NID he has conducted academic programmes and worked on consultancy projects extensively in Type Design, Publication, Map and Signage Design. He has taught at several Indian Schools and in Pakistan, Canada, New Zealand and the US. He now consults with Leaf Design.

mcpatel@theleafdesign.com | +91 9820281341

Leaf Design collaborates with a network of associates, to meet your design needs. We use our core design skills as a guiding principle to ensure that your communication and business objectives are met. A wide range of projects in different industries ensures diversity and keeps us thinking fresh while imparting a unified approach to creative communication.

Branding

Research + Audit + Positioning + Identity + Packaging + Manual

Communication

Communication Strategy + Creative Copy + Collateral + Publication + Wayfinding System

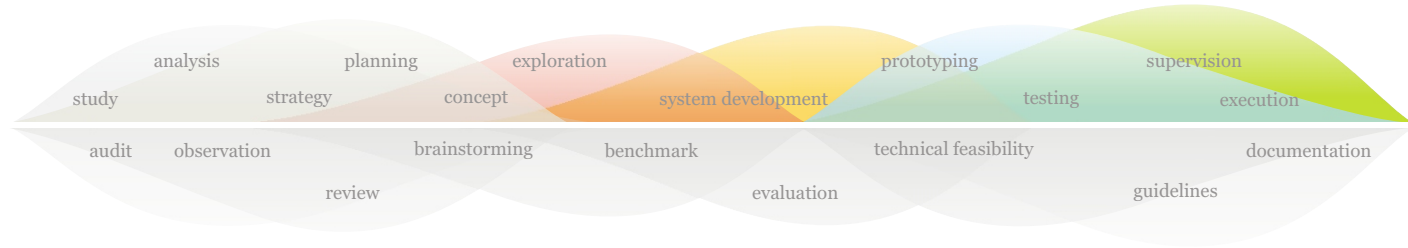
Retail Environment

Retail Concept + Instore Communication + Customer Journey + Retail Experience

Interaction

Online Strategy + Website Development + User Interface + Technology Integration

We are grounded in process that is led by consumer insight, to sharpen our understanding of the market, design and brand – as we strive to deliver a finer consumer experience.



Learn.

market
brand
customer
opportunity

Define.

strategy
positioning
message
direction

Develop.

concept
system
design
integrate

Transform.

execute
manage
assess
document

Retail

Future Group
Godrej Lifespace
House Full
OM Jewelers
Reliance Digital Retail
Tata Trent
The Home Store
Unique Spectrum, New York

Hospitality

90 Degrees Café, Dubai
Dish Hospitality
Speciality Restaurants
Wannabee Chef, New York

Tourism & Transport

GVK - MIAL
Andhra Pradesh Tourism
M. P. Municipal Corporation

Real Estate

Henley Developers, Dubai
Magnum Mall
Millennium Developers
Pearl Estate, Uganda

Media & Telecom

Situations Advertising
Tata Teleservices
Virgin Records
Visionaire
Zee Telefilms

Institute & Organisation

Aptech Limited
Commonwealth Business Council, UK
Health Communication
London Business School, UK
Mumbai Youth Congress
National Institute of Design

Digital Media

Blink Media
Jump Games
Kwinch
Nokia
Rediff.com
Yo4Ya.com

Publishing

Picfare, Uganda
Stark World Publishing

Finance & Research

Capital Market
Evalueserve
Frontline Analysts, UK
HSBC InvestDirect
Hygienic Research Institute
Rocsearch, UK
Stewart & Mackertich

Leaf Design Pvt. Ltd.
411 Abhishek, Off New Link Road
Andheri West
Mumbai 400 053, India
t: +91 22 66963603
f: +91 22 66963604

w: theleafdesign.com
b: theleafdesign.wordpress.com