

CREATIVITY IS OVERRATED!
CURIOSITY IS THE KEY.



WELCOME TO THE COLAB.

An **Online Community of Creative Experts** operating collectively as a
One Stop Brand & Creative Development Platform.

We are passionate about the **art of communication**,
and do our best to showcase our love thoroughly through our work.



TOP THREE BRANDS AT COLAB





DR. RAMESH'S
Potent Family

Global Spirituality & Wellness Brand

Operating in Multiple Languages.

Uniting various business propositions through consistent branding.

As a brand that had evolved organically over 10 years of its existence, **DRPF Worldwide required a homogeneous brand visual language to establish itself as a formidable and organized brand, that operates both Online and Offline.**



1

To establish a consistent Visual communication we followed a fixed set of **Brand Codes** through **Brand Colours & Visual Elements**.

BRAND COLORS

DRPF wanted to come across as an easy going, yet professional brand.

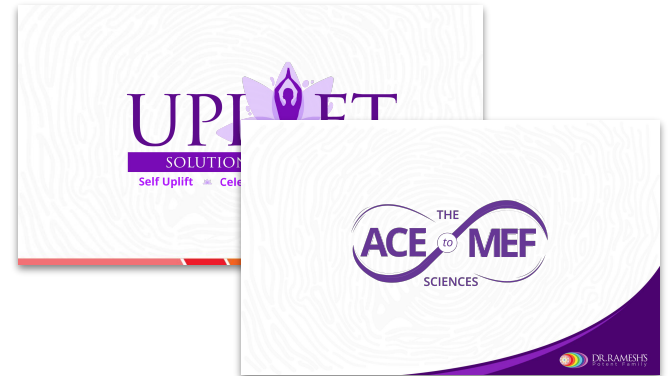
A contemporary brand, with its cultures intact.



We chose a mild colour palette, which can be used both for Corporate as well as Commercial purposes.

VISUAL ELEMENTS

We accordingly designed a set of Brand Elements for various communication purposes.



2

To further establish DRPF's brand positioning as a Spirituality and Wellness brand, we drafted a set of **taglines**, which we also used as **Brand hashtags on Social Media**.

AWAKENING THE TEACHER WITHIN | **FIND, FOLLOW AND FULFILL YOUR DESTINY**

3

We also assisted the DRPF team in **conceptualizing and creating several other products** to further support various business operations.

InCome DRPF | **Uplift Series** | **Boundless Healing**

4

We also developed several **Social Media Campaigns** to educate the followers about various aspects of the brand, from propositions to programmes.

DRPF Telly | **Life Talks with Nikhila** | **ABCD of DRPF**

Branded Packaging

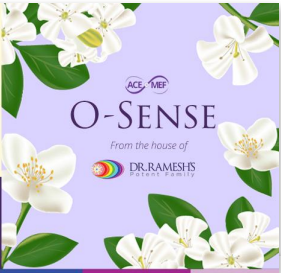
Energize your breathing to come into a calming state of alignment via your Olfactory Sense, with **The ACE to MEF 'O' SENSE**

The ACE to MEF O-Sense calms your mind, body, and soul. It brings out positive and constructive emotions, which helps with stress, anger, anxiety, and depression.

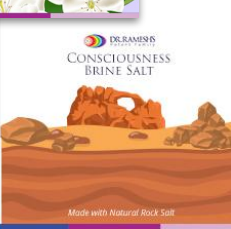
Ingredients: Jasmine Essential Oil

*For External Use Only.
Store away from direct sunlight and keep in a cool, dry place.*

Manufactured & Bottled by:
DRPF WORLDWIDE



O-SENSE
From the house of
DR. RAMESH'S POTENT FAMILY



CONSCIOUSNESS BRINE SALT
Made with Natural Rock Salt

THE LIFE OF CONSCIOUSNESS IS A ONE-STEP NATURAL PROCESS THAT TRIGGERS LIFE FORCES NECESSARY TO CREATE BALANCE WITHIN THE BODY AND THE UNIVERSE OUTSIDE.

THESE CRYSTALLINE SALTS MATURE UNDER DEEP TECHNIQUES, PRESSURE FOR OVER 200 MILLION YEARS TO GENERATE WITHIN THEMSELVES 84 TYPES OF NATURAL ENERGIES, REQUIRED TO REMOVE IMPURITIES TO CREATE ALIGNMENT.

STORE AWAY FROM DIRECT SUNLIGHT AND KEEP IN A COOL, DRY PLACE.

PROCESSED & BOTTLED BY:
DRPF WORLDWIDE

Mix the Consciousness Brine Salts with 100 ml of purified water. Shake till salt dissolves. Sieve the remaining sediments. Store in a dropper bottle or something similar.

Start using 3 days after completing this process.

USE
Place 3 drops under the tongue. Do this practice 1 to 3 times daily. A few drops could also be added to the drinking water supply if you.

Other Materials






THE WORLD OF DRPF
A Universe of tools, techniques and transformational methods, DRPF offers multiple methods and materials, designed to revive and reconnect the human body, mind and soul. It's a family of seekers, students and teachers dedicated to uplift and fulfill the destiny of humankind, through simple transformational practices.

DRPF helps people assess, understand, and achieve the purpose of their life, by anchoring their inner abilities through the ACE to MEF Science.

The greatest help in harnessing the decision-making abilities, personal agency and achieving personal, professional and environmental goals.

THE ORIGIN
DRPF is a lineage-oriented discourse, based on the scientific, spiritual and psychological disciplines and the experiences of Dr. Sagu Wilma Ramesh, a qualified Medical Doctor for more than 38 years.

HOW WE WORK?
We're all capable of achieving Manifestation, Enrichment, and Fulfillment in our lives by letting go of our distractions and embracing our inner selves.

ALL DRPF our vision is to help people awaken the teacher within in order to find and fulfill the very purpose of life.

ACE to MEF
The core science entails comprehending the state of Awareness, Consciousness & Energy in order to Manifest, Enrich and Fulfill the purpose of life.

We follow a de-programming system, because experience is the only the various workshop and/or people to strip the knowledge of our heart and reach their complete potential.

A complementary method, the unique principles of DRPF fit perfectly with ALL practices, from ancient to modern to scientific.

Through these methods an individual can eventually attain 100% potential with committed self-practice.

The DRPF Universe offers multitude of workshops, courses, and certifications. This helps one & invites consultants to ACE, further discover and nurture their individual passions and help others. Finally, contributing to the growth of our ever-expanding and pulsating universes.



DRPF WORKSHOPS & PROGRAMMES

TRANSFORMATIONAL SERIES:
This series is designed to help individuals understand their true nature and purpose in life. It includes workshops on 'The Power of Breath', 'The Power of Sound', 'The Power of Light', and 'The Power of Love'.

LIFE CONSULTANT SERIES:
This series is designed to help individuals become life consultants. It includes workshops on 'The Art of Coaching', 'The Art of Mentoring', 'The Art of Consulting', and 'The Art of Facilitating'.

CONSCIOUSNESS BRINE SALT SERIES:
This series is designed to help individuals understand the benefits of Consciousness Brine Salt. It includes workshops on 'The Science of Brine Salt', 'The Benefits of Brine Salt', and 'The Use of Brine Salt'.

ETERNAL RESONANT BODY SERIES:
This series is designed to help individuals understand the benefits of the Eternal Resonant Body. It includes workshops on 'The Science of the Eternal Resonant Body', 'The Benefits of the Eternal Resonant Body', and 'The Use of the Eternal Resonant Body'.

BACHELOR'S & MASTER'S PROGRAMMES:
This series is designed to help individuals earn a Bachelor's or Master's degree. It includes programmes in 'The Science of the Eternal Resonant Body', 'The Benefits of the Eternal Resonant Body', and 'The Use of the Eternal Resonant Body'.

Website Redesign

From a number of scattered documents and webpages, we narrowed down to one.

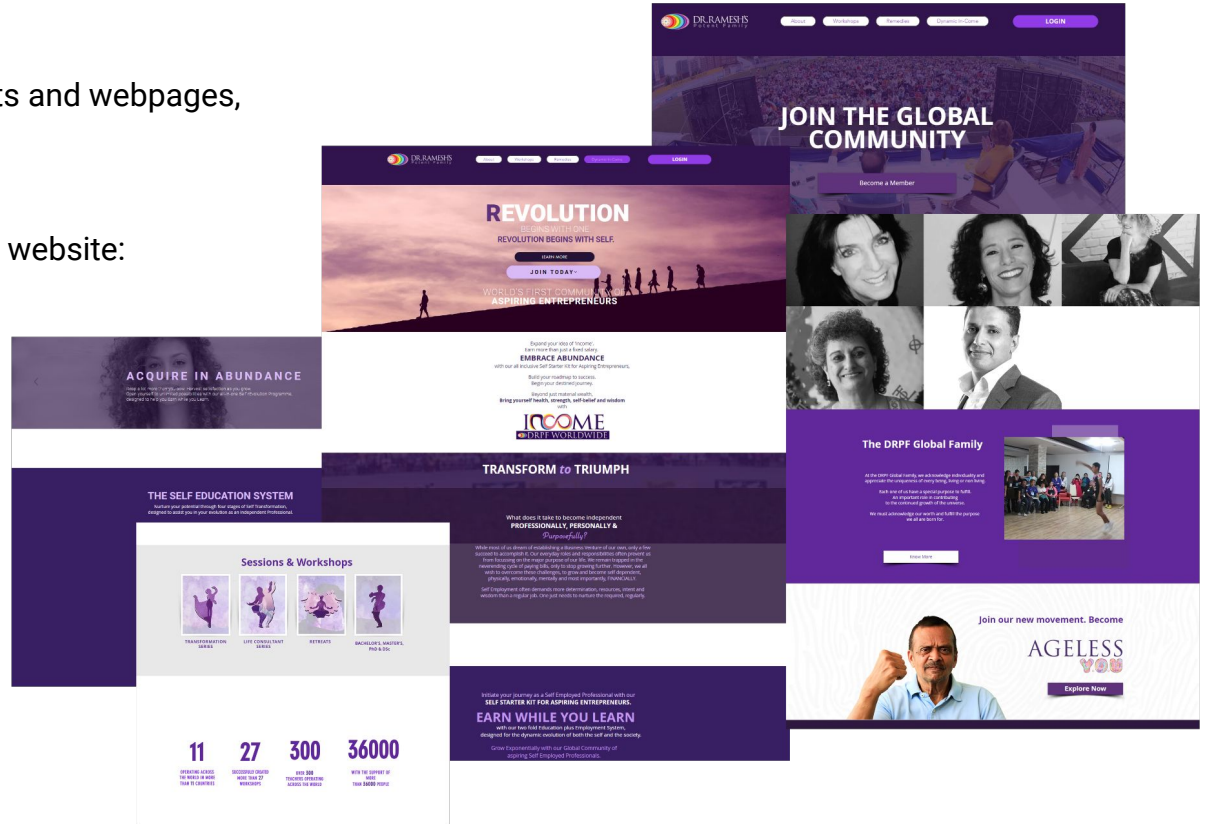
www.drpfworldwide.com

Services we offered for developing the website:

- **Planning**
- **Content Development**
- **Creative Development**
- **Website Designing (Wix)**

In addition to this, we also designed another website exclusively for the founder of the brand.

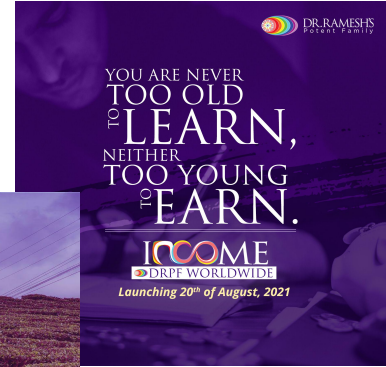
www.drskramesh.com



Programme Planning and Execution

Assisted DRPF in Planning and Executing several new programs and workshop.

- Programme Planning
- Presentations
- Website Content
- Website Development (Wix)
- Other Creative & Management Support

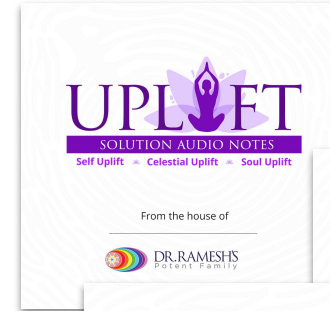
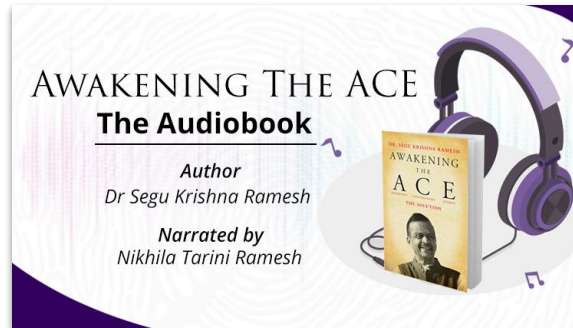


Other Creative Development

Worked with the main team to design several Experience based Digital products, in various formats: Audio, Video and others.

Quick Previews

- DRPF Brand Video
- Uplift Promotion Video
- Uplift Audio Series Demo Audio
- DRPF Audiobook Series



Workshop Branding & Planning

Worked with the main team to plan experiences, organize operations, develop branding assets, promoting and executing several workshops.

АНАНДАМ ӨТСӨЛТ
ГУРАВ ДАХЬ ГРУППД АМЖИЖ БҮРТГҮҮЛЭЭРЭЙ

LEVEL 1

ОНЛАЙНААР ШУУД СУРГАЛТТАЙ.
2020 оны 12 дугаар сарын 13-ны ням гарагаас
2021 оны 1 дүгээр сарын 10 хүртэл

Ням гаргарт өдөр 12:00, орой 16:00 цагуудаас | Мөнхдөр өдөр 12:00, орой 16:00 цагуудаас

Өнөөдөр амжиж бүртгүүлээрэй

Мөн цахим хичээлээр ханин Засгийн кинезологийн бичлэг бүртгүүлээрэй

DR.RAMESHS Potent Family

ENCONNECT WITH THE HEALER WITHIN RADIANCE
SOLUTION WORKSHOP

with **NIKHILA TARINI RAMESH**

14th - 16th Jan, 2022

DR.RAMESHS Potent Family

DR.RAMESHS Potent Family

AGELESS YOU

TOMORROW

DR.RAMESHS Potent Family

Take the first step towards Self Healing with **NIKHILA TARINI RAMESH**

BOUNDLESS HEALING
A Unique Two days Group Therapy Experience

Coming Soon
March 2022

DR.RAMESHS Potent Family

Presents

ABSTRACTS AWAKENING

ARE WE ALL BORN WITH A PURPOSE?

From basic mathematics, to complex emotional analysis, we humans are designed to discover, understand and adapt. Every person on this planet, be it male or female, normal or special, has to decipher life in their own way, with their own resources and experiences.

It is true and applies to all. From the very first day of our life, our mind, body and heart indulges in various internal and external puzzles, trying to make sense of the world around. Challenges which are intrinsic to our growth as an individual.

But why?
Why do we naturally start enhancing our senses, right from the day we are born?

Is there something we are preparing for from the beginning of our lives?

What is it that we are destined to experience?

Find out with us at 'Abstracts to Awakening', a series of workshops to help you simplify complex vedic and spiritual concepts, like The Kundalini Energy, Awakening of the Third Eye, etc.

#FindFollowFulfillYourDestiny

Social Media Campaign and Content Development

Designed several content to creatively Communicate various Brand Propositions and promote products and workshops.

D **DESIRE**
ANSWER YOUR SOUL TO YOURSELF

R **REALIZE**
GIVE YOURSELF TO ETERNAL AWARENESS

P **PERVADE**
SUBMIT YOURSELF TO YOUR INNER TEACHER

F **FORGIVE**
LET GO OF ALL YOUR PAST EXPERIENCES

DECIDE
TRIGGER YOUR INTERNAL TRANSITION

RESPECT
NEED TO BE TO EVOLVE YOUR CONSCIOUSNESS

PASSION
FIND THE KEY TO THE LOCKS OF YOUR DESTINY

POWER
RAISE YOURSELF TO FULFILL YOUR PURPOSE

FREEDOM
SET YOURSELF FREE FROM ALL FEAR OF THE FUTURE

FULFILMENT
HARVEST YOUR INTERNAL AND EXTERNAL ENERGY...

SIMPLICITY
IS THE FUTURE OF
SPIRITUALITY

DR. RAMESH'S
PARENT FAMILY

CONQUER EVERY FEAR

TUNE-IN TO
TRANQUILITY
ANYTIME. ANYWHERE.

Introducing
UPLIFT
SOLUTION AUDIO NOTES
Self Uplift - Celestial Uplift - Soul Uplift
Be your own healer...

From the house of
DR. RAMESH'S
PARENT FAMILY

SILENCE
THE SHORTEST ROUTE TO NIRVANA

DR. RAMESH'S
PARENT FAMILY

abod of
DRPF
Redefining Life...

KEY TO REACHING EVERY HEIGHT
TAKE ONE STEP AT A TIME

Be-live your
ACE INTELLIGENCE

DR. RAMESH'S
PARENT FAMILY



Dubai based Printing Company with an expansive proposition and a unique branding challenge.

A printing company that had been operating in the Gulf Market for more than 9 years.

OBL prints reached out to us with perhaps the most unique creative challenge of all times. The task was to plan the way forward for the brand where it wanted to go **online as a B2C Printing Brand.**

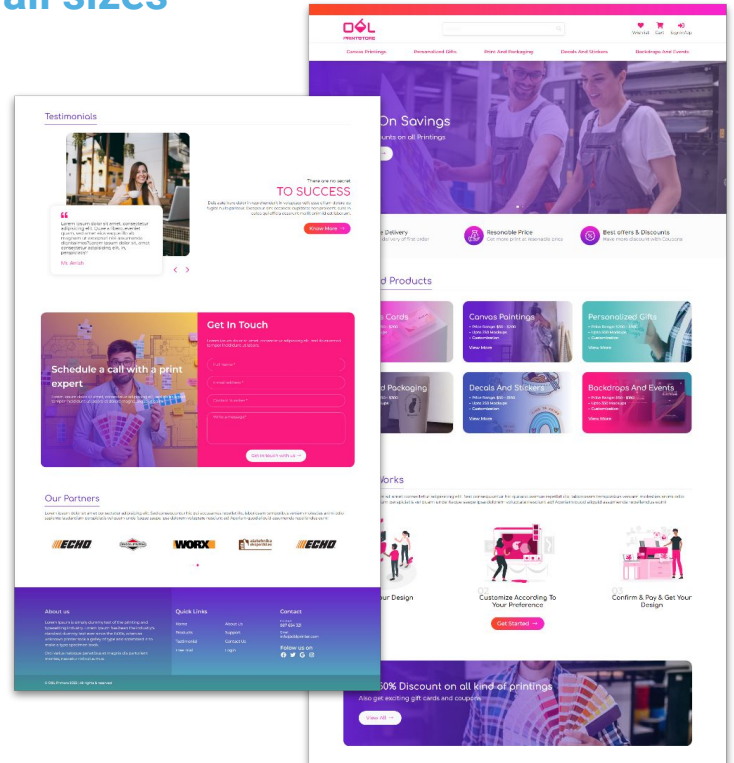
The team also wanted Colab to rephrase the full form of 'OBL' into something more relevant for the industry.

1

We began with secondary industry research and analysis to plan and develop
An online printing platform for business of all sizes

Creative & Tech services provided:

- Website Structure Strategy
- UX & UI Planning
- Web Designing
- Creative Development
- Content Writing
- Coding and Development



2

We then moved to the challenging task of rephrasing OBL, and renamed it as **ORIGINAL BRANDS LOUNGE**

Concept

Based on the objective of the business, we decided to change the full form of OBL to ORIGINAL BRANDS LOUNGE to position it as a 'One stop online branding company' for businesses of all sizes.

The idea is to eventually establish OBL as a go to brand for all sorts of brand communication printing requirements.



3

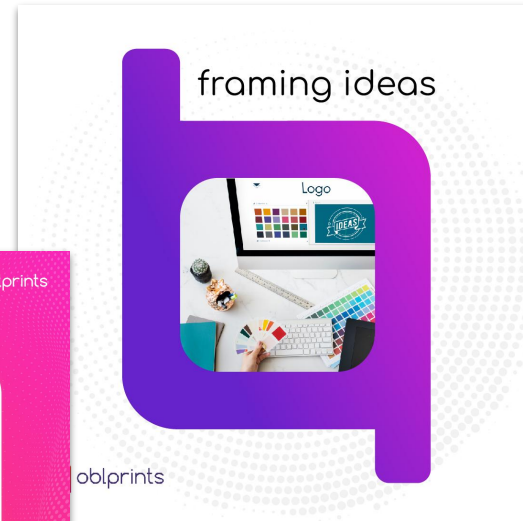
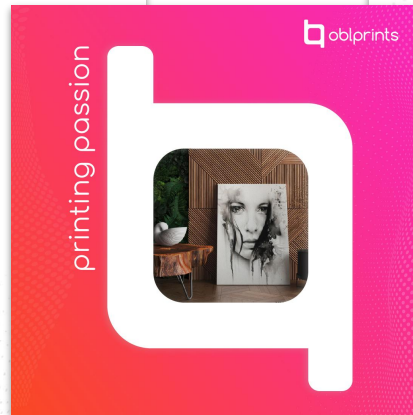
To further strengthen the positioning, we rebranded OBL to give it a **Minimalist yet Vibrant look**. Our objective was to stick to the existing brand codes, as much as possible, and get rid of all other branding inconsistency.

Updated Brand Logo



4

Finally, as a **Logo Relaunch Campaign** and to clarify OBL's positioning as a Branding Company and strengthen OBL's Social Media presence, we are currently working on developing relevant content buckets to boost awareness and conversion.





Information provided by the client:

- Premium Villa Estate Project based at Sirsailam, Telangana located around 200 kms away from Hyderabad.
- High ticket projects, apt for Semi High Income Group Consumers.
- Required a creative brand concept, which can be further adapted on the property.

A Colab brand, envisioned from scratch.

Geethika Infracon, an upcoming Real Estate Company of Hyderabad reached out to us with the objective of branding their first premium quality villa estate project.

Based on the provided information, we created Ensconsia.

1

Based on the information provided, we devised a brand positioning and promotion strategy and accordingly came up with the brand name.

A Conscious 'Nest'...

Expanding the word '**Ensconced**', phonetically we envisioned the villa estate project as a **Healing Home** that perfectly **reflects the natural, and spiritual aura of Sirsailam, Telangana a religious tourist destination**, located very close to a **mesmerizing dam** and a **wildlife sanctuary**.



geethika's
ENSCONSIDIA

2

To create an **upscale look, with an appreciation for wellness as well as traditions**, we suggested a colour palette and brand logo that further establishes the creative visions of the brand.



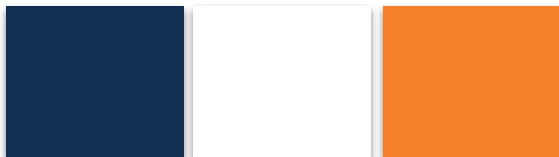


3

As a result we ended **rebranding and redesigning the logo of the mother brand** GEETHIKA'S INFRACON and establish brand codes for future sub-brands.

Brand Codes

Colour Palette



Typography

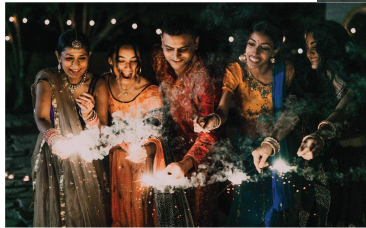
Primary Brand Font: Vegawanty

Secondary Brand Font: Avenir

Exclusive Logo Font: Nasalization



WE ARE GETTING BETTER WITH HOSPITALITY



Dazzling Diwali Staycation

Make the most of your moments this Diwali with your special ones. Enjoy a fulfilling staycation with friends and family.

- Accommodation in Deluxe Room for 2 guests
- Festive in-room amenities on arrival
- Daily breakfast at MoMo Cafe
- Set-menu dinner at BG's (Poolside)
- 1+1 on all beverages at In-Room Dining
- Complimentary in-room bucket of beer (4 pints)
- Complimentary stay for 2 kids below 12 years
- 15% discount on food and soft beverage
- 15% discount on laundry services
- 15% discount on spa services
- Flexible check-in & check-out
- High speed Wi-Fi access
- Complimentary upgrade to next category (subject to availability)

COURTYARD
BY SHERATON
Bengaluru
Outer Ring Road

INR 9999+ TAXES

COURTYARD
BY SHERATON
Bengaluru
Outer Ring Road

INR 7499+ TAXES

Fairfield
BY SHERATON
Bengaluru
Outer Ring Road



Videos created by us:

Original Creations:

[Sheraton Hyderabad Diwali Sweets](#)

[Sheraton Hyderabad Diwali Sweets 2](#)

[Sheraton Hyderabad Associate Video](#)

[Courtyard Diwali Greetings](#)

Created using stock footages:

[Thai Brunch](#)

[Korean Brunch Teaser](#)

[PayOrb Brand Video](#)

[DRPF Brand Video](#)

[Ensconsia Concept Video](#)

[FPS Reels](#)

Mixed:

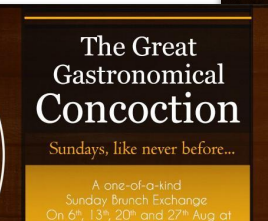
[Korean Brunch Final Trailer](#)

TOP THREE SERVICES WE OFFER

BRAND DESIGN & VISUAL STRATEGY

Our primary expertise lies in creating crisp brand visuals that connects as well as communicates. We excel in adapting complex brand strategies into creative visual assets.

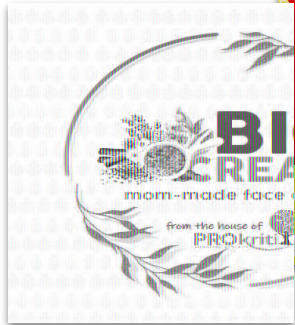
Previous works for WESTIN HYDERABAD MINDSPACE.



CONTENT DEVELOPMENT


Our love for words and tapping human insights is perfectly projected through our work. We believe that consumer is the king so we never refrain from diving deep to capture hidden insights and address them in the most simplistic manner.

Previous works for MISCELLANEOUS BRANDS



STRATEGY PLANNING & SUPPORT

Our passion lies strategizing brands from scratch. We love to solve complex business problems through simple creative communication. We excel in breaking down brand codes and establishing guidelines which are easily adaptable.



THE COLAB
www.thecolabstation.com | www.thecolabjunction.com

A platform for Creativity and Collaboration. **THE COLAB** is a one of a kind Online Communication Company built for and by Independent Experts and Entrepreneurs.

THE COLAB LOGO STORY
The Colab Logo represents everything that we are about. A Community of creative geeks who thrive on Curiosity, and the sheer desire to Create something new everyday. Our is a universe where arts, culture, logic, science and reasoning meet, to create meaningful conversations, never heard of before.

WE ARE A COMMUNITY OF INDEPENDENTS.
Proudly about our work AND PROUD OF WHAT WE CREATE.

PLANET + VINYL + COPYRIGHT

VISUAL STRATEGY

THE TWIN BRANDS

Colab as a Community has two entry gates, one for Team Members and another one for Brands and businesses. The primary target audience The Colab Station are independent professionals and solopreneurs. On the other hand, the primary Target Audience for The Colab Junction are brands and businesses.

To keep things simple, and easily recognisable, we will use the same color palette for both Colab Station and Colab Junction. The only difference being Station will have White as the dominant background color, while Junction will be black.

Colab for SMEs and Entrepreneurs:
A one stop branding platform that offers a strategic Brand Management system, exclusively designed for SMEs and independent professionals.

- Follow a structured and transparent plan to build your brand.
- Organize your brand goals, objectives and plan on a single platform.
- Build a Strategic Brand Communication Strategy that connects with the final audience.
- Collaborate with independent creative professionals.
- Maximise you ROI on marketing budget

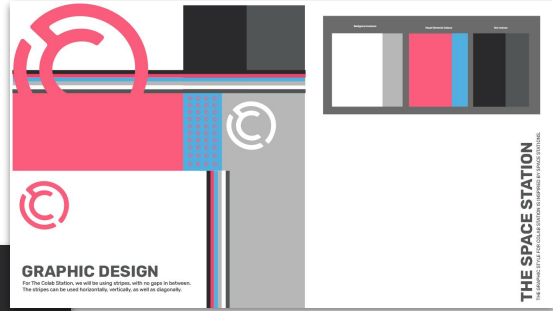


THE COLAB COLOUR PALETTE

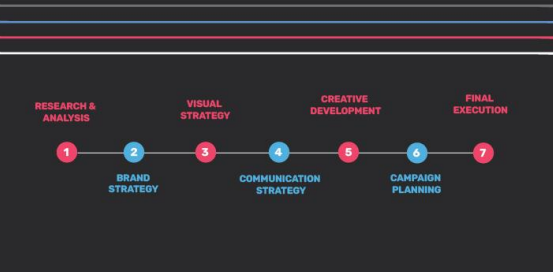
#f95d7b	#51b0e0
#2a2a2b	#b7b7b7
ffffff	#5255

GRAPHIC DESIGN

For The Colab Station, we will be using stripes, with no gaps in between. The stripes are located horizontally, vertically, on walls or together.



A COST EFFECTIVE STRATEGIC SYSTEMATIC APPROACH TOWARDS BRAND BUILDING,
for SMEs and Entrepreneurs to maximize their ROI on marketing.



OTHER CREATIVE SERVICES

We also offer a number of other creative development services like audio editing, photography, videography, and more.



SHORT VIDEOS

[Handmade Pasta Promotion](#)

[Heavenly Spa Promotion](#)

[Handmade Pasta Promotion](#)

[Asian Cuisine Promotion](#)

[Westin Punjabi Dinner Promotion](#)



END TO END BRAND DEVELOPMENT SUPPORT

Our objective as a community is to create an **Organised Brand Management System** that enables efficient and effective Marketing Communications for businesses of all sizes and sectors.



MEET THE TEAM

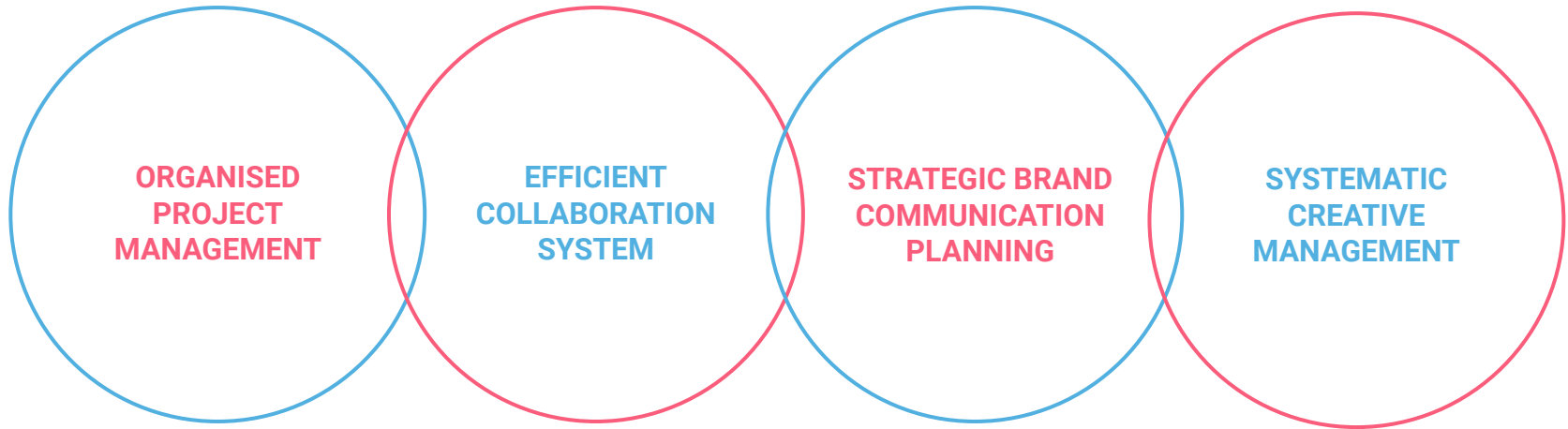
A bunch of creative nerds systematically collaborating online as a team, we are a compact team with a variety of Creative, Strategic and Technical skill sets.



Operating as **independent creative professionals**, our ultimate objective is to transform the advertising industry with **an all integrated Brand Management Platform**, for businesses of all size and sector.

OUR PROCESS

We are organized, systematic and transparent, with immense dedication for **The Art of Brand Communication.**

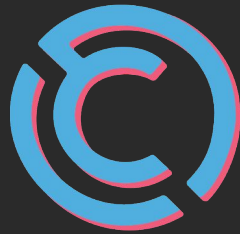


WORK WITH US

- One stop Brand building station,
- Ideal for building a structured, strategic and consistent brand
- Team of experts, operating independently
- Budget friendly, our pricing structures are super pocket friendly
- Quick delivery time
- Transparency and Coordination

Write to us thecolabstation@gmail.com
Or connect with us at +91 9748271568

Thank You



THE COLAB

www.thecolabstation.com | www.thecolabjunction.com