



WENCOiCL
creative services in Afghanistan

All you need in XXI century



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Starting a business in Afghanistan is not easy, especially now, when XXI century dictates you to be visually and conceptually integrated in global world. We have an experience in a wide range of industries and offer creative services in Marketing, Branding, Web, and Graphic Design. ICL is affiliated with Venco Development Corporation, American based Development Company. Together, VencolCL team offers many unique multi-level marketing programs, which contain both Business and Design Development Steps.

- Marketing Research & Analysis
- Branding & Identity Creation
- Logo Art & Brand Book
- Graphic Design & Printing
- Web Design
- Media Placement & Monitoring
- PR & Sales Promotion Programs

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www.icl.vencocorp.com





Branding & Identity

VencoICL is dedicated to helping companies moving to Afghanistan and new Afghan establishments in all aspects of creating, building, growing, and fully realizing the potential of corporate and brand identity through our services for brand name creation, company logo design, brand identity development, brand strategy and brand management.

Our goal for each project is to help each company or product to become a brand leader and to maximize the value of the brand. To start with competitive identity and proper presentation is very important in today's fast-moving and competitive environment. Fine-tuning a logo also can be necessary to create and build a consistent look.

- > Brand & Identity Creation
- > Brand & Logo Design
- > Brand & Identity Management
- > Brand Book

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Graphic Design & Printing

VencolCL Design creates clean design, with over the 70 % of true artist's touch. We perform and encourage design with the elements of painting, hand-drawing, and unique art conceptions. We tend to keep the high level of professionalism and create true projects, which will be remembered.

We will take care of printing and producing of your corporate materials, since we have close relations with high-technological printing and producing companies in many countries.

- > Logo Art & Illustration
- > Company Presentation Materials
- > Packaging
- > Printing
- > Multimedia Presentations

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Web Design & Programming

Building an effective web site, corresponded with your Brand Identity is an art and an investment. You have to create synergy between web site and business goals such as reducing the cost of providing company information, generate sales leads, improve customer loyalty, reduce of cost of processing orders, and much more.

To complete all these tasks, VencolCL team offers a broad range of web site design and programming services from starter sites, micro-sites, e-commerce sites, database driven sites, intranet, VAN, VPN to multimedia presentations.

- > Website Design & Web Hosting
- > Web marketing
- > Flash animations
- > Custom programming
- > PHP, CGI, ASP
- > Databases

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Planning & Research

Every business is unique. And so are the solutions we provide. We have completed campaigns and assignments for many different size companies with programs to meet any size budget. Assignments can range from a simple typography logo to elaborate campaigns with multi-discipline overlays for trade, sales, employee, and consumer campaigns - online and on paper.

We work directly with each of our clients through all phases of their projects: researching competitors, identifying target markets, conceptualizing initial designs, executing final design production, managing placement and monitoring results.

- > Marketing Research
- > Advertising Campaign Planning
- > Scheduling and Estimating
- > Media Placement & Monitoring

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