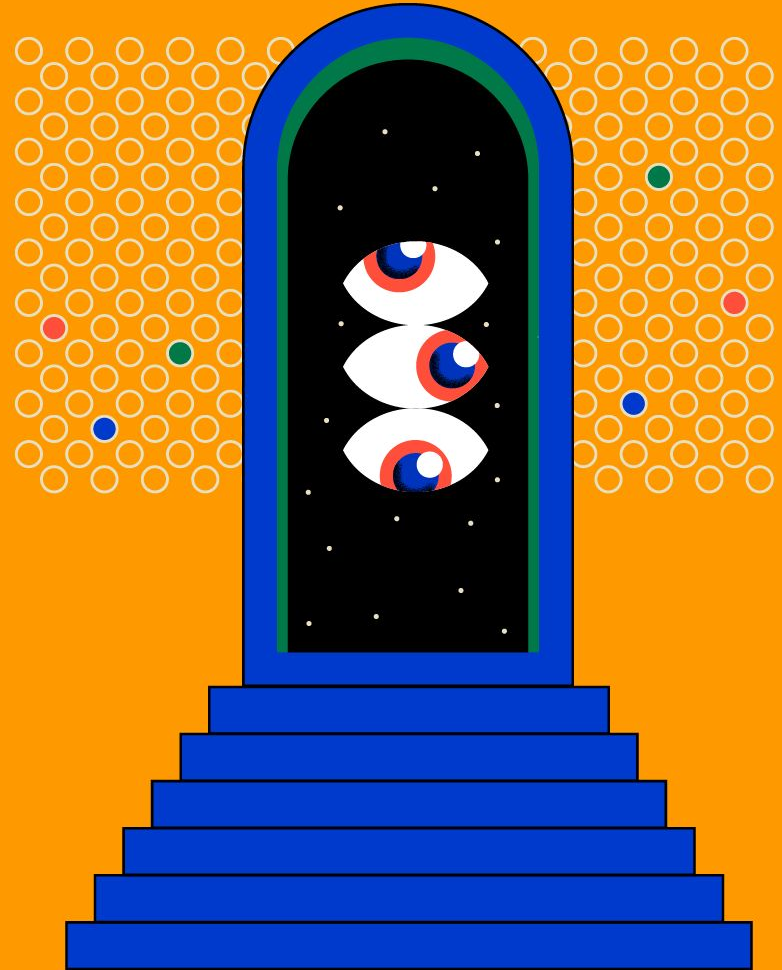


BRAND CENTRIC SOLUTIONS

Create the best visual representation for your
business and boost your brand identity

*connecting
creativity*
**Thinking
DOTS**





WHY THINKING DOTS, THE CREATIVE SOLUTIONS AGENCY?

We believe the time has come for communication to be more connected deeply to our lives than ever before. So we provide solutions for our brands and clients to see how they can be;

More intimate

More responsible

More human

More environmentally conscious

We have one goal. A world changed for the better through the conscience of your brand.

WE PROVIDE

PRODUCT PROMOTION SOLUTIONS

Integrated creative content creation and content management to keep your brands on top of the mind of everyone.

SOCIAL IMPACT SOLUTIONS

Developing and demonstrating the purposeful commitment of your brand with things that matter to you and the consumer.

BRAND CENTRIC SOLUTIONS

Carefully crafted seamless branding, packaging, infographics and illustrations that helps grow your brand presence through design applications.

OUR APPROACH



Discovering the Consumer,
Exploring Deep Insights
& Understanding Brand
DNA.






Crafting Brand Identity,
Designing for Omni
Channel Presence, and
Bringing Brand to Life.



Drive Brand
Recognition, Analyze
Performance &
Optimize Conversions.

**OUR
TRUTH**

WHAT WE SEE	WHAT WE FEEL	WHAT WE LEAVE BEHIND
		
<p><i>The Intuition that gives life to stories that inspire</i></p>	<p><i>The Passion that drives us to elevate brands</i></p>	<p><i>The Drive that pushes us to enable change for good</i></p>

Goodfolks: branding, packaging and digital communications

Challenge: A study by Chrysalis Sri Lanka in 2019 of the MSME sector in four districts in the Central and Uva provinces found that the absence of branding and advertising strategies not only limit access to markets, connectivity and information flows and networks but also deprives, entrepreneurs of the "voice" and "power" for negotiation and access to resources. "Goodfolks" is one such, much needed platform that provides vital services in marketing and outreach but this platform unlike others aspires to provide an additional value due to its excellent branding and ethical standards in the form of "O" tolerance of child labour, sustainable use of natural resources, and adherence to the principles and standards of inclusion, non-discrimination and decent work. "Goodfolks" aspires to work across communities and build on the indigenous knowledge and latent skills of men and women to create a genre of entrepreneurs who learn from each other and cross fertilize expertise in branding and communication with their experiential knowledge to build a unique brand. It offers a new model in social enterprise.

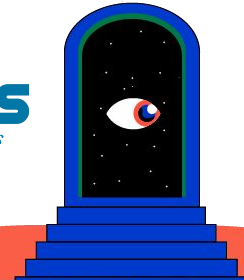
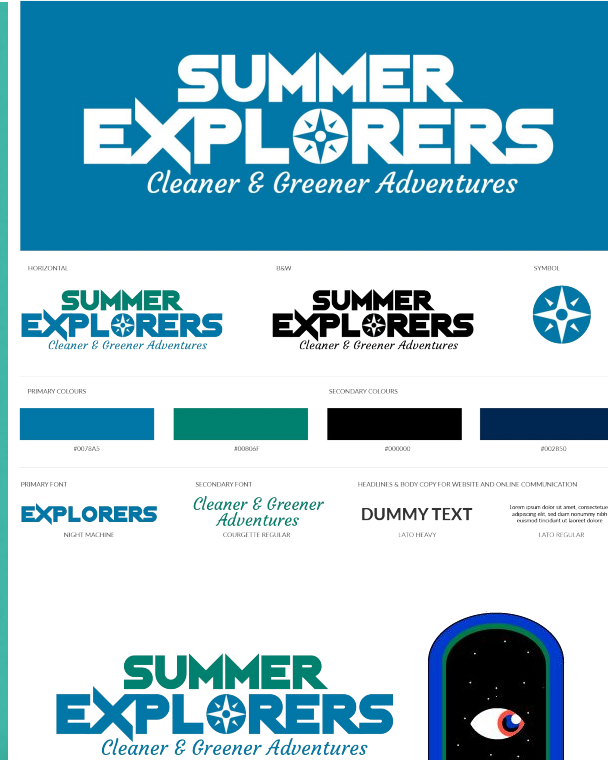
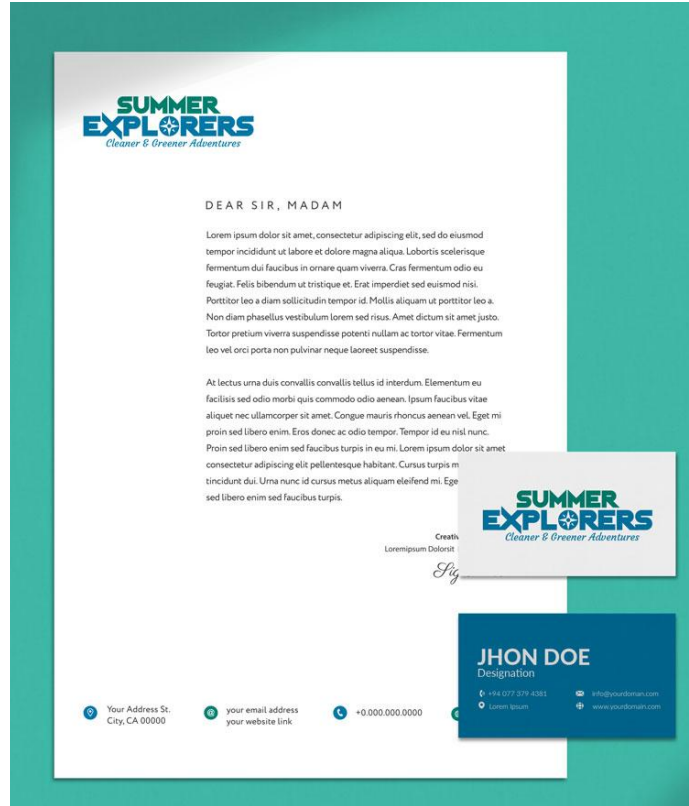
Execution: The digital content is currently focused on educating and spreading awareness about the ethically sourced products as well as encouraging audiences to appreciate local products.



Summer Explorers: Brand identity

Challenge: Establish the Brand image + Reach out to local and international tourists in search of adventure with a strong focus on sustainability

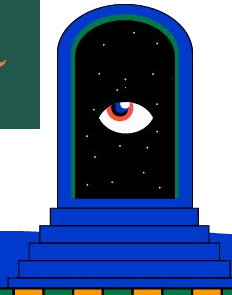
Execution: Creating a logo and brand identity that recognizes being inclusive of all our partners - our travellers, our local communities, our fellow living creatures, the natural environment, and the long-term sustainability of the island of Sri Lanka - is our religion. And we are devoted followers, ensuring our every action, revolves around our strong belief system.



Parami: Brand identity

Challenge: Build Branding Assets for the leading facilitator of Buddhist pilgrimages and retreats to Sri Lanka for international travelers. Establish Parami as a profound brand name among the international Buddhist travel, practitioner, teacher community.

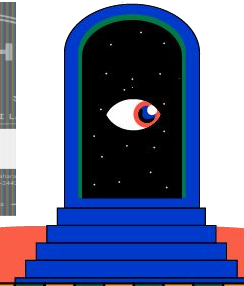
Execution: Logo created through visualising the path applied particularly to crossing a river to the opposite shore. In an image widely used in Buddhist tradition (there are a lot of rivers to cross when traveling in north India), one crosses over the flood of suffering and rebirth to reach the safety of the other shore, nirvana.



Krushhi: Brand identity, packaging

Challenge: Create a brand and packaging that captures the brand's mission of empowering rural entrepreneurs of Sri Lanka who produce natural agricultural products. Krushi has long term ambitions of exportings it products and a visual feel needed to be created to communicate its Sri Lankan origins.

Execution: The branding highlighted the natural aspect of the product portfolio of Krushi while communicating a nostalgic, back to the roots feel that highlighted the organic, small scale feel of the product range.

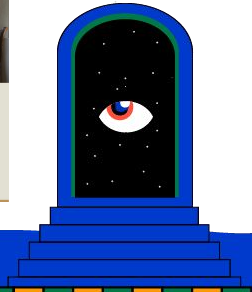


Gilimalee Walawwa: Logo, corporate identity

Challenge: Establish the Brand image + Help reach out to local and international experiential visitors in search of a deep understanding of Sri Lanka roots, heritage and culture and consider it as a must visit destination

The immediate need for the brand was to create a unique travel experience with main focus on heritage and agro tourism.

Execution: Logo developed based on a traditional route which focuses on improving and cleaning up the existing logo bringing in a vibrant, luxurious feel for the brand. The font gives an air of authority while celebrating the rich heritage of the brand.



Srina: branding and packaging

Challenge: Based in New York, USA, SRINA promotes organically grown products that inspire healthy living among its consumers and fosters the economic development of farmers in Sri Lanka. SRINA approached us to obtain private labeling of 'Goodfolks' products with SRINA branding to be sold at their outlets in the USA.

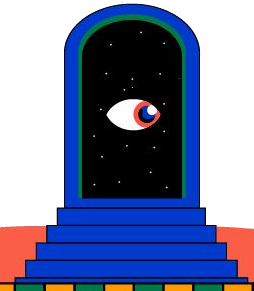
Execution: We worked closely with SRINA to develop a tailored solution for their labeling needs including adhering to their brand guidelines and redesigning the 'Goodfolks' label to match SRINA requirements. The new customized labeling allowed for a fresh, appealing presentation of the following products: Coconut chips with pineapple, coconut chips with cocoa, coconut jam with cocoa, coconut chips with cinnamon and bee honey with cinnamon.



CecilBio: branding and packaging

Challenge: To create an identifiable, cohesive brand identity to CecilBio which feels true to the brand and can compete on the shelves with a wide range of organic products in the International market.

Execution: CecilBio is a innovative company catering to the health conscious customer. The brand will have a warm voice and when customers purchase CecilBio they will walk away with a gratifying feeling knowing they have contributed to a bigger cause. The biggest attraction for the brand or its "X-factor" is its tropical origins.



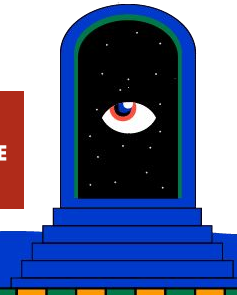
UNIDO: branding and packaging

Challenge: Develop branding, labelling, and packaging products for 20 selected enterprises in the Supplier Qualification Program (SQP) to contribute to the overall success of the SQP and significantly enhance these enterprises' market presence and competitiveness.

Execution: Each of the beneficiaries were spoken to and the team handling the project collated the information about each business through a questionnaire formed to gather all essential details. Once the details were acquired, brand key was developed and the designs for the branding and packaging were developed with the valuable feedback of the beneficiaries themselves. Each beneficiary had different requirements and markets to address so each of the solutions presented were customized to cater to the needs of each of the beneficiaries individually.



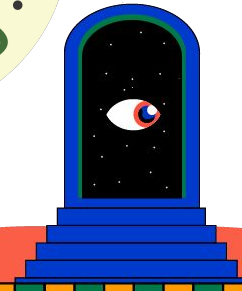
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UNIDO: Branding and packaging for Ceylon Fresh Papaya Ltd

The beneficiary was a farmer himself and was part of a group of farmers that formed a company to help sell their produce for a reasonable price. One of the main goals through this exercise was to get a brand identity developed so they could use it to brand their produce that was sent in bulk to the market to be sold by other retailers.

The farmers wanted a clear logo to indicate what sort of product they were selling and to bring in a playful differentiation from the other products in the market. The team used visual cues such as TROPICAL, FRESH, VIBRANT, COMMUNITY SHARING, PLAYFUL and developed the logo and product labels for the bulk product pack and the mango pickle.



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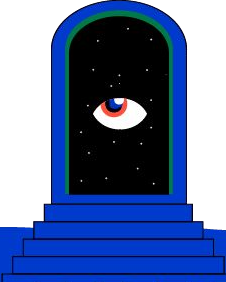
UNIDO: Branding and packaging for Saviru Spices & Naturals

Amayuu is a family-owned business born from the vision of a husband-and-wife team who combined their technical expertise with the artisanal craft of producing the finest Ceylon Cinnamon.

We strengthened their brand strategy by developing a moodboard, brand story, and logo guidelines, creating a cohesive vision and clear direction for the brand. We refined the spacing of the existing logo, making it more versatile across their product portfolio, and explored tagline placement options. Based on the brief, we also developed two packaging solutions that encapsulated the key elements from the moodboard and brand story



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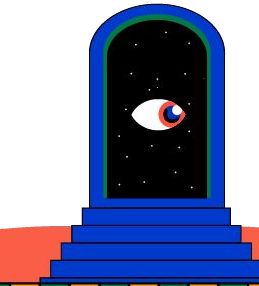
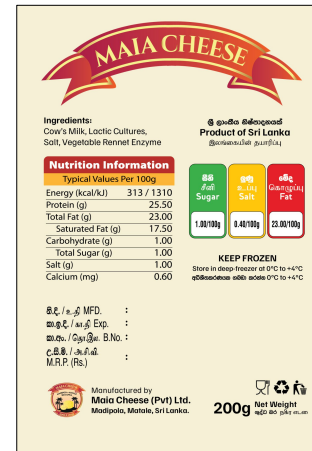


UNIDO: Branding and packaging for Maia Cheese

Driven by a shared passion for dairy craftsmanship and a vision to offer high-quality artisanal cheeses, Maia Cheese caters to the growing demand for locally sourced dairy products.

Our initial focus was enhancing the existing packaging. The client requested a redesign of the Mozzarella pack, marketed in collaboration with CIC Creamoo, after which we developed the Parmesan cheese label.

Following the first round of visuals, the client approved the development of a secondary logo, allowing for easier and more flexible usage across applications. A logo guide was also provided to ensure consistency for future use.



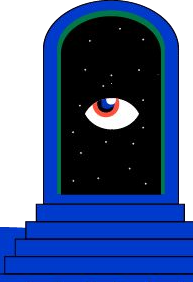
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UNIDO: Branding and packaging for Chilaw Plantation

Chilaw Plantations Limited (CPL) is a fully government-owned, for-profit organization. They specialize in producing coconut-based products, including coconut oil, coconut treacle, and processed cashew.

The beneficiary, requested a redesign of their existing logo to enhance its appeal to the local consumers in the retail market. The designed logo features a bold green core symbolising nature, purity, and sustainability. Encircled by a radiant gold ring, the logo highlights CPL's unwavering commitment to 100% pure, high-grade quality.

Furthermore, two packaging solutions were developed: one for their Roasted Cashew (250g) and another for their Pure Coconut Oil (1 Liter)



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UNIDO: Branding and packaging for Cibo Foods

Cibo Food Pvt Ltd brings the purest single-ingredient products. Their diversity consists of a portfolio with a dehydration product line consisting of tea bags and banana coins.

The beneficiary requested a refinement in the stacking and placement of the existing logo to strengthen its visual impact and appeal to international retail consumers.

Furthermore, as requested by the beneficiary, two packaging solutions were developed: one for their Banana Coins and another for their Cinnamon Powder.

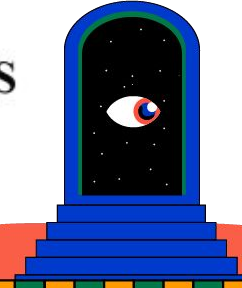


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CIBO FOODS

Horizontal Logo



UNIDO: Branding and packaging for Kandy Vanilla Growers

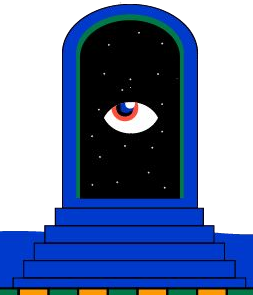
KVGA (Kandy Vanilla Growers Association) primarily supplies vanilla beans in bulk and works with over 2,000 vanilla farmers. With nearly 25 years of experience, KVGA is recognized as one of Sri Lanka's leading vanilla suppliers for both local and international brands.

The beneficiary sought a redesign of their existing logo to better appeal to local retail consumers. The new logo reflects the brand's disruptive, retail-focused vision through a modern aesthetic that moves away from traditional vanilla imagery, signaling an "out of the box" approach. The stylized flower represents purity and the natural essence of the product, while the two vanilla pods symbolize the brand's commitment to quality. Paired with clean typography, the design reflects harmony between the natural source and the final product.

Additionally, two packaging solutions were developed: one for Vanilla Essence and another for Vanilla Pods



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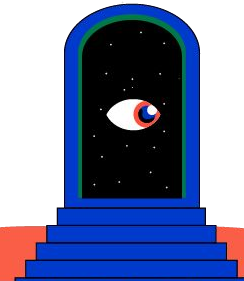
UNIDO: Branding and packaging for Sakura Products & Export

For over a decade, Sakura Products and Exports Pvt Ltd has committed to delivering high-quality, sesame goods, establishing themselves as the leading sesame supplier in Sri Lanka.

The company had diversified into many areas, one of which were their new product range - Cassava Chips. They also had a sesame bread spread which they wanted to rebrand and required packaging options for both products through this project. The following are the final designs that were approved and released to the beneficiary.



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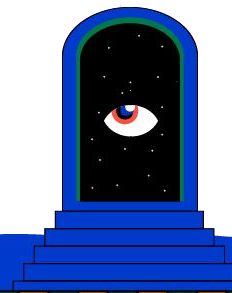


UNIDO: Branding and packaging for Asian Agro Products (Pvt) Ltd

Nutrikoks produces a range of high-quality coconut products, including desiccated coconut for the global superfood market and creamed coconut for the local Sri Lankan market.

Capturing the freshness and nutritional source of the product, the logo features a stylised coconut as the key visual carrying the brand name. The organic qualities are further reflected through textured visuals and the natural, free-flowing typography. Overall, the bold and playful movement of the logo conveys the brand's innovative and energetic spirit, helping it stand out in the local market.

Two packaging solutions were developed exclusively for the local market: one for their Desiccated Coconut (250g) and another for their Virgin Coconut Oil (250ml).



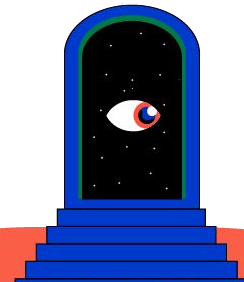
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UNIDO: Branding and packaging for Finch Foods Private Limited

Finch Food, a well-established import–export company with over 300 SKUs, launched **Velvet Cacao**, a premium Sri Lankan cocoa brand offering 100% natural, unsweetened cocoa powder and nibs. Single-origin and organic, it's sustainably sourced and versatile for baking, hot chocolate, smoothies, and other superfood uses.

The logo features a clean, playful typeface, with the 'O' in "Cacao" replaced by a stylized cocoa pod symbolizing premium quality and the collaborative effort of Sri Lankan farmers.

Two packaging solutions were developed: one for Cocoa Powder and another for Cocoa Nibs.



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UNIDO: Branding and packaging for Royalwin Ceylon International Pvt Ltd

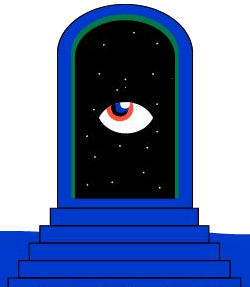
Founded in 2018, Royalwin Ceylon International Pvt Ltd created **Helanta Coffee** to bring Sri Lanka's specialty coffee to the global stage. Supported by 1,500+ farmers and international recognition, Helanta fosters a community crafting award-winning coffee.

The Helanta Coffee logo, set within a timeless oval badge, uses an illustrative style and earthy tones to reflect tradition and artisanal excellence. A dam nestled in the Kothmale highlands symbolizes the brand's roots, while flourishing coffee plants connect the landscape to Helanta's values, infusing each cup with heritage and authenticity.

We also developed packaging for Ground Coffee Powder (1 kg and 200g), highlighting its premium quality and creating a consistent, visually appealing brand presence tailored for European consumers.



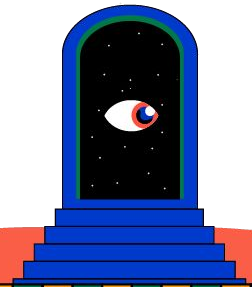
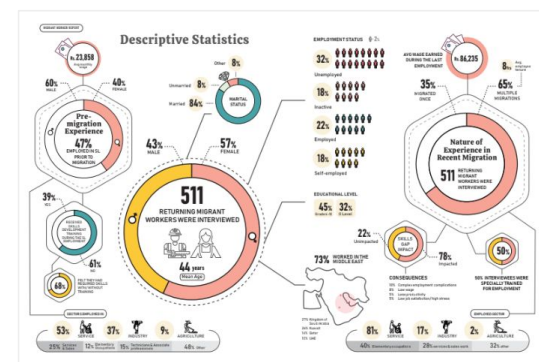
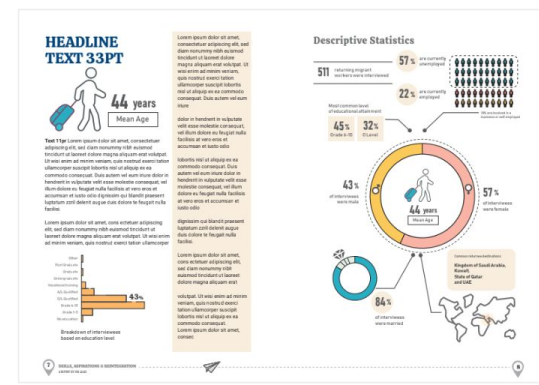
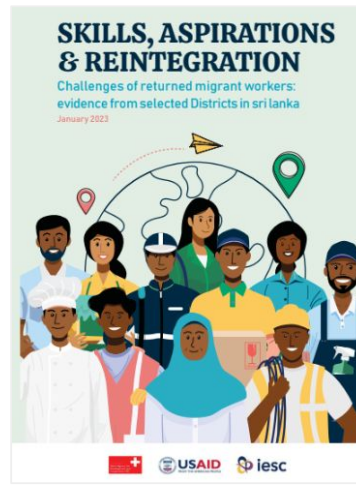
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YOULEAD: Digital Publication

Challenge: The YouLead project, implemented by IESC, aims to improve vocational education, build a skilled workforce, and link youth to productive careers through support from USAID, SDC, and the EU. They compiled a report that showcases the challenges faced by migrant workers in selected areas. The information needed to be arranged in an orderly manner and data to be showcased through creative infographics.

Execution: The project commenced with proposals of visuals for the cover of the report that would set the creative tone to the rest of the report. Thereafter, information shared was translated to detailed infographic visuals which were easy to understand. The full report, from cover to cover, was designed and shared with client in digital format, ready to print as well. The report was to be circulated to various stakeholders including government officials.



THANK
YOU!

*connecting
creativity*
**Thinking
DOTS**

