



Identity
YOUR BRAND LOGO

WEB PUBLISHING
Website
YOUR SALES FORCE 24/7

Print Publishing
YOUR COMMUNICATION

Rich media Ideas
YOUR BUSINESS DEVELOPMENT

Creative services under one roof



YOUR FORCE

Organization Profile

www.cgalive.com

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Creative
People

Who we are

Organization Profile

Company dedicated to helping your ideas.

C.G Alive is a Web Media Design company, providing solutions throughout India and parts of US and UK to big and small enterprises. CGALive provides services in the areas of Identity Creation, Web Publishing, Print Publishing and Rich Media development.

We develop solutions for our customers that effectively deliver their messages, present original ideas and have high visual impact, putting our customers ahead of their competition.

CGALive integrates the right mix of technology, people, skills, and industry knowledge into customized solutions for companies seeking to become world-class competitors. It has a distinction in delivering quality performance while working within cost-time constraints.

At CGALive we believe Visual Communication Design and Consulting trends are fast changing with the phenomenon of corporations creating goods, services and experiences in close cooperation with consumers, tapping into their intellectual capital, and in exchange giving them a direct say in what actually gets produced, manufactured, developed, designed, serviced, or processed. "Custom-made has become customer-made."

What we are experiencing today is a surplus society, in a surplus society we got people with similar backgrounds, same educations, producing the same stuff with the same price and the same quality. The question is that in the sea of sameness, how do you differentiate, your product, your service, your company and your leadership.

Having recognized the Visual Communication trends and changes that are constantly evolving we offer a complete range of high quality design, consulting and development services to our clients, helping them to create the best original and meaningful communication for their businesses and cut costs.

“ Lets build a unique experience, that’s remarkably different in the eyes of the customer, so it causes him to walkout and talk to a hundred other people about it. ”

Organization Profile

Dedicated to helping your ideas.

Know Your Users



What we do

Web Publishing

Discover new ideas and maintain a powerful web presence that delivers compelling content and experiences across multiple operating systems and devices.

Over the years, we've studied the usability of hundreds of product and web site designs. We've seen designs that were incredibly effective for users and designs that fell tremendously short. One emerging pattern in our ongoing research is that design teams that know a lot about their users are more likely to produce user experiences that are usable, effective, and pleasing.

For more information on our Web Publishing/Design services just logon to <http://www.cgalive.com> or call us, no matter how complex your requirement is we have the expertise to solve it.



- Corporate websites
- Web Application interface
- Portals
- Intranet websites
- News letters
- Email campaigns

- Easy and step-by-step iterative process for that brand website with out burning a big hole into your marketing budget.
- Less or no documentation, it will not hinder the development cycle, we will fill in the blanks by creating the functional specs or any other documents required.
- We have a design questionnaire to get you started and get your thinking along the same lines that our creative team must think to get started.
- Free of cost consulting for getting the right domain name, platforms to choose from, dedicated hosting to split hosting to colocation server. If you don't know what, how and where, we will do it for you.
- Free of cost consulting to analyze various technologies for your requirements, be it flash, DHTML, CSS, table less design or anything else.
- Content and concept development.
- Comprehensive stock library to appease your imagination
- Get a schedule chart for deliverables and timelines.
- Track ongoing work in real-time from any where in the world at www.cgalive.com/YourAccountName
- Maintain a single point contact for any issue.
- Get support and maintenance on need basis, monthly basis or the model that suits you best.

Organization Profile

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Web Publishing Methodology



How we do

Web Publishing

Life cycle in creating a typical website or web application might change from requirements and the collaboration with the technology team we deal with, in the process we generate lot of documents for various needs of planning and production which are not discussed here to keep this material simple. Our objective is to give you a good insight in the development process so we have a more generic form that will give you a feel of our process, all this for a seamless integration and smooth development of your solution.

All Gain and No Pain

- Create or use existing Functional Specs
- Create WireFrames
- Derive comps from WireFrames
- User Acceptance Test
- Design production
- Content creation and Integration
- Programming
- Create and Deploy P3P Privacy Policies and human-readable Privacy Policy
- Create Meta Data
- Testing
 - Programming issues
 - Content proofing
 - Navigation problems
 - Legacy support for other browsers
- Move from production environment to Live environment
- Limited trail run from live environment to assess & fix problems
- Launch Live site
- Submit to Search Engines



Organization Profile
Dedicated to helping your ideas.

Great brands start with a Great Logo



What we do

Brand Identity Creation (Logo)

Bring the power of professional-quality and ability to give back organization values visually and establish a brand identity. Corporate logos have certain innate qualities that make them more memorable and easy to distinguish from other corporate symbols. These qualities are based in the designs themselves and in the techniques and research used in developing them.

We at CGALive believe in the principles of

- Simplicity
- Proportionality
- Small Color Palette
- Easily Legible Typography
- Practical, Usable and Adaptable
- Originality
- Works Within Industry Conventions
- Captures the Personality of the Company

Finally, a logo design should clearly express a company's identity? Who they are, what they do, how they work, how they want to be seen by the world.



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Reap the rewards of great design



What we do

Rich Media Development

Connect people, information, and processes by fusing symbolic and graphical representations into a single coherent view. Deliver stunning results on CD and DVD. Discover the art of presenting motion graphics with the best of interactive and digital design in a sophisticated rich media solution that produces great results.

- Product Showcase/ Sales presentations
- Product Ideas/ Simulations
- Tradeshows
- Seminars



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Market your message



What we do

Print Publishing Quality expressed in visual taste

Design and produce corporate communication needs reliably and effectively with CGALive print publishing services. Whether your projects are destined for high-end printing, a digital press, or cross-media publishing that can help you meet the most demanding deadlines.

- Brochures and catalogues (Soft & Hard copies)
- Posters
- Campaign Aids
- Packaging design
- Corporate Identity
 - Business Cards / ID Cards
 - Letter heads
 - Vouchers
 - Certificates



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Creativity is 10% inspiration and 90% perspiration



Why CGALive

Design [-] Conventional

- Experienced
- Design Passion
- Customization
- Keen sense of humor in the creation of image-intensive solutions.

Creative Spark

Various Factors that influence us to make a particular set of graphic choices could include context, culture, target audience preferences, client suggestions. One thing that is consistent is that sparks will always fly when a group of talented people come together, pushing and pulling against each other to develop great work.

Once a Client always a client

Your art work and source files will be backed up safely for your retrieval any time at no extra charge, so getting your logo or the source files in email is just a call away.

Flexible Sourcing

You can supplement your technology team with highly professional Multimedia staff both in UK and in India without spending a lot. We can help if you would like to source without making major commitments for Web Design and Application Interface Design.

- Our approach to selling business is comfortably low-pressure and appropriate
- We are more like a partner than a vendor
- We can be extremely resourceful beyond helpful and build multimedia in your profile
- Credible and economical proposal, you get flexibility and control at fair prices

Ordinary to Extraordinary with CGALive

Contact Info

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