



Creative Herd

***Creative Partner in
Branding & Beyond***

www.creativeherd.in





FOUNDER Statement

At Creative Herd, we believe creativity isn't just decoration, it's transformation. I started this journey with a simple idea: to bring together talented minds who can turn stories, causes, and brands into something unforgettable.

Over the years, I've learned that great design and communication are not just about how things look, but how they make people feel and act. That's why every project we take on, from a grassroots campaign to an international conference, is handled with the same care, curiosity, and drive for excellence.

We're here to make your message stronger, your presence bolder, and your impact deeper. If you have a vision, we have the team to bring it to life, with creativity, clarity, and heart. Let's make something remarkable, together.

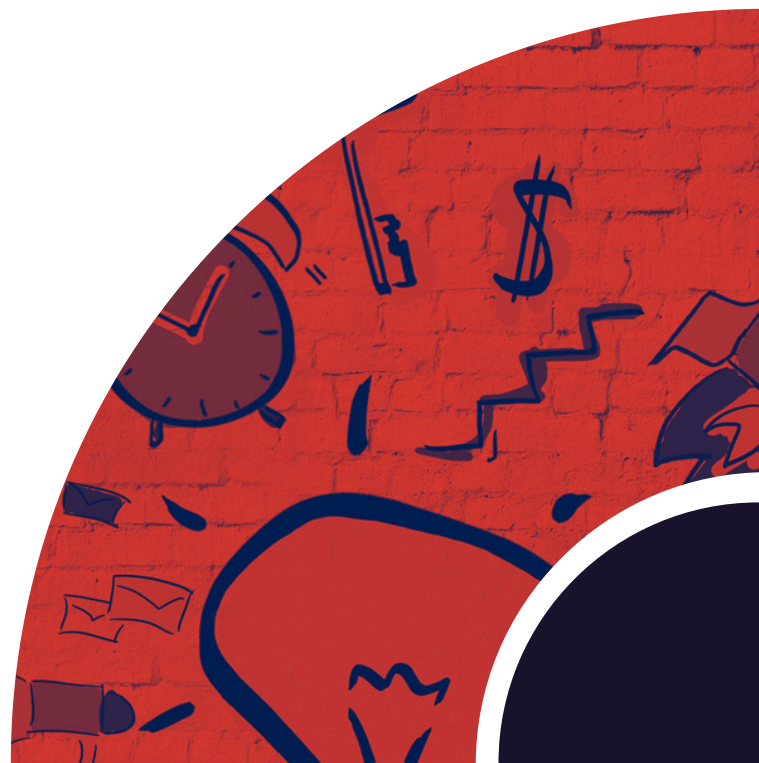
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Alok Kr. Pandey

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Creative Partner in Branding & Beyond

About

Creative Herd is a full-service creative agency that blends bold ideas with smart execution. We specialise in delivering impactful communication, branding, and design solutions for mission driven organisations, government departments, startups, institutions, and businesses.

From concept to creation, we offer everything under one roof be it campaign planning, report designing, branding, web development, content creation, merchandise, photography, printing, or event solutions.

Backed by a team of creative thinkers, strategists, designers, developers, and storytellers, we bring together innovation and insight to turn your vision into visuals that matter.

Whether you're launching a movement, telling a story, organising an event, or building a brand Creative Herd becomes your creative partner in every step of the journey.

Vision & Mission

We aim to lead with integrity, grow with collaboration, and leave behind a trail of thoughtful, intelligent design that drives both aesthetic value and real-world impact.

■ Vision

We envision a world where creativity becomes a powerful agent of change. A world where design is not just decorative but directive. Where branding is not just about visibility but values. And where communication goes beyond words to truly connect, resonate, and move people.

Creative Herd aspires to be the go-to creative partner for:

- *Government bodies looking for simplified communication tools,*
- *NGOs and social enterprises looking for visual storytelling,*
- *Startups building fresh identities, and*
- *Institutions seeking consistency across campaigns, events, and outreach.*

■ Mission

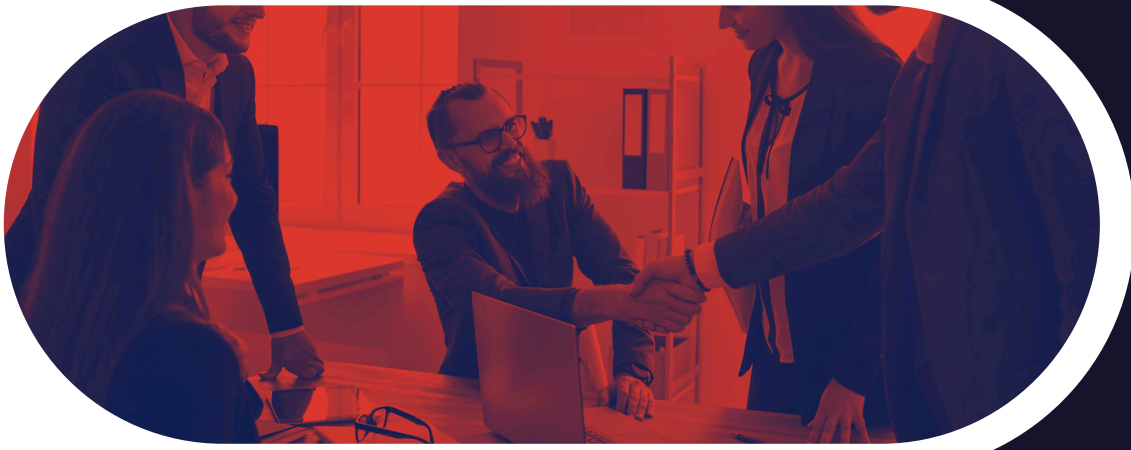
At Creative Herd, our mission is to translate ideas into impactful expressions.

We exist to craft creative solutions that not only look great but also communicate with purpose solutions that spark conversations, influence behavior, and elevate brands, causes, and communities.

Whether it's designing for development communication, building brand identities, developing campaigns, or crafting immersive storytelling through digital and print media we strive to deliver holistic, end-to-end services tailored to the unique needs of every client.

Rooted in empathy and driven by innovation, our mission is to partner with organizations big or small to amplify their vision through design, strategy, and execution that is thoughtful, inclusive, and future-ready.





Our Approach

At Creative Herd, we believe creativity is most powerful when paired with strategy. Our approach blends artistic vision, technical expertise, and market insight to craft solutions that not only look extraordinary but also achieve measurable results.



Understanding You First

Every partnership begins with listening. We take time to understand your brand, audience, objectives, and challenges before we even start designing.



Strategy-Led Creativity

Our work is rooted in research and guided by strategy. We create concepts that align with your brand identity and business goals, ensuring every creative element has a clear purpose.



Integrated Solutions

From branding to campaigns, digital presence to events, and merchandise to marketing collaterals — we deliver a seamless, end-to-end experience under one roof.



Collaborative Process

We work alongside you as partners, not just service providers. Our team values transparency, feedback, and adaptability, ensuring your vision is fully realized.

Our Services



At Creative Herd, we provide a complete suite of creative, strategic, and marketing solutions all under one roof. Whether you're building a brand, launching a campaign, or refreshing your communications, we've got you covered.



Branding & Identity

We help organisation discover, define, and express who they truly are.

- Logo Design & Visual Identity
- Brand Guidelines & Storytelling
- Rebranding & Brand Refresh
- Brand Positioning for Institutions, CSR & Public-Facing Organisations



Design & Communication

Design that informs, persuades, and builds credibility.

- Graphic Design (Print & Digital)
- Brochures & Publications
- CSR, Impact, Progress, Annual & Government Intimation Reports
- Infographics & Data Visualisation
- Presentations, Pitch Decks & Knowledge Products



Digital Marketing, Social Media & Campaigns

Strategic visibility with purpose and consistency.

- Graphic Design (Print & Digital)
- Brochures & Publications
- CSR, Impact, Progress, Annual & Government Intimation Reports
- Infographics & Data Visualisation
- Presentations, Pitch Decks & Knowledge Products



Web & Digital Solutions

Your digital presence, built with clarity and intent.

- Website Strategy, Design & Development
- Landing Pages & Campaign Microsites
- UI/UX Design
- Content Architecture & Website Copywriting
- Backend web and data management



Media Production

Stories told through powerful visuals.

- Photography (Events, Corporate, Products)
- Videography & Film Production
- Motion Graphics & Animation
- Short Films, Explainers & Impact Videos
- AV Annual Report



Media Liaisoning & Strategic PR

Visibility with responsibility.

- Media Coordination & Liaisoning
- Press Notes, Media Briefs & Coverage Support
- Reputation-Oriented Public Communication
- Crisis-Sensitive & Context-Aware Messaging



Government-Centric & Institutional PR

Communication that is politically, administratively, and diplomatically aligned.

- Government & PSU Communication Support
- CSR & Public Sector Narrative Building
- Policy-Sensitive Brand Positioning
- Image Building with Regulatory & Public Accountability in Mind



Events, Merchandise & Brand Experience

Extending the brand beyond screens.

- *Event Branding & On-Ground Collaterals*
- *Corporate & Promotional Merchandise*
- *Custom T-Shirts, Mementoes & Stakeholder Gifts*
- *Brand-Aligned Gifting Solutions*



Printing & Production Solutions

From design to delivery – handled seamlessly.

- *High-Quality Offset & Digital Printing*
- *Large-Format Printing (Banners, Standees, Signage)*
- *Packaging & Label Design*
- *End-to-End Print Management*



How We Work

At Creative Herd, our process is built on collaboration, clarity, creativity, and a hassle-free experience, ensuring every project is smooth, impactful, and results-driven. During important moments, we handle the creative and logistical details that don't need your attention, **so you can focus where it truly matters.**

1 Discover & Understand

We start by learning about your brand, audience, and goals. This helps us create strategies tailored to your vision and needs.

2 Strategize & Plan

Based on insights, we outline a clear creative direction, timelines, and deliverables, ensuring everyone is on the same page from day one.

3 Create & Collaborate

Our team brings ideas to life through design, content, media, and technology, keeping you involved and informed at every stage.

4 Review & Refine

We welcome your feedback and make necessary adjustments to ensure the final output reflects your brand perfectly.

5 Deliver & Support

We hand over high-quality, ready-to-use deliverables and remain available for any future updates, campaigns, or expansions.



Our Creative Team

Meet the herd! A bunch of dreamers, doers, and problem-solvers who love turning ideas into something unforgettable. From design and storytelling to tech and production, we've got the skills, and the smiles, to make it happen. Together, we create work that inspires, connects, and stands out.

Abhishek

Brand Builder

Entrepreneur & ISB alumnus, driving innovative, scalable merchandise and printing solutions with marketing, product, and operations expertise.



Dhruv

Visual Storyteller

With over a decade behind the lens, he crafts powerful stills and motion visuals that bring stories to life with artistry and impact.



Rahul

Design Maestro

Recognised for his design and illustration work, he blends creativity, precision, and expertise in design, editing, and production.



Ritesh

Web Architect

Versatile software developer skilled in Java, Spring Boot, Microservices, full-stack technologies, website and portal development, crafting scalable, maintainable solutions.





Thank You!

Creative Partner in Branding & Beyond

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