

Creating a brand new point of view



Some businesses need to respond to rapid growth.

Others just want to grow. Either way, loyalty is the endgame most marketers and brands seek through growth. Regardless of where you are with your brand, Softway can help you build or refine your brand, create digital tools, and communicate to the audiences that matter most.

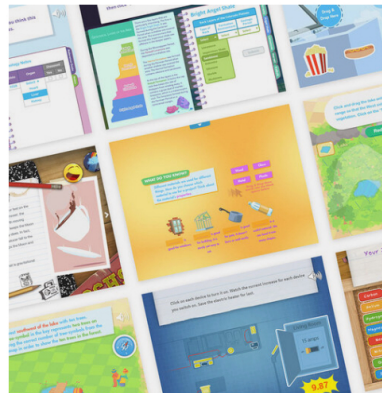
Softway brings artists, technologists, and strategists together to create brand-propelling assets—identities, videos, websites, email campaigns, and other unique content.

Our work



Brand services

The key to good creative is perspective, which we feel comes from having a variety of skill sets, voices, and backgrounds. Softway brings diversity, in every sense of the word, with teams assembled to create brand experiences across our offerings.



Video & 3D animation

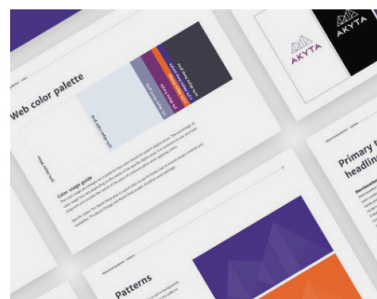
We have a full-service video team, capable of handling live action, 2D, 3D, animation, and motion. We've worked with brands on both external and internal communications, whether campaigns or one-off productions. We partner with clients to create videos designed to emote, persuade, sell, educate, and entertain. Steps we own in the making of videos and animation:

- Concepting
- Scripting
- Location scouting
- Voiceover recording
- Casting
- Filming
- Animation (2D & 3D)
- Sound design & editing
- Post-production
- Rendering

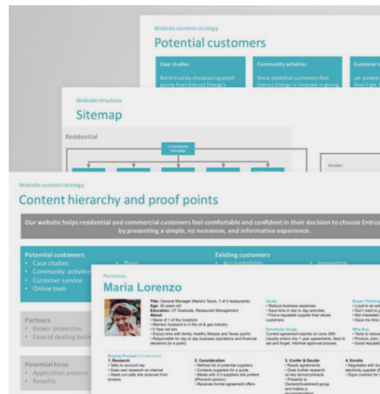
Design

Good design is persuasive. We see design as fundamental to any and every initiative we support. We follow a human-centered approach to design, ensuring that functionality is balanced with beauty. What do we do with our design talent?

- Logos & identity systems
- Marketing collateral
- Websites
- Applications



- Presentations
- Email communication
- Other creative brand content or experience



Writing & messaging

Getting ideas across successfully takes clarity, simplicity, and focus. Our team of copywriters support the strategic setup of messaging, ensuring that key themes and ideas are broken into consumable and effective copy for target audiences. Our team can assist with the following:

- Brand messaging
- Website content
- Email campaigns
- Video/animation scripts
- Messaging strategy
- Change management messaging
- Internal communications writing
- Presentations
- Digital content

Branding

Evolving or establishing a brand takes the right minds coming together. Using multiple skill sets, Softway brings together effective teams that rely on diverse perspectives, insights, and business understanding to determine the best path forward for brands. Typical brand engagements include:

- Brand discovery workshops
- Audience research
- Brand messaging (vision, values, positioning, tagline, & tone)
- Logos (including internal or sub-brands)
- Identity systems (color, photography, typography)
- Brand assets & collateral
- Style & brand guidelines



Approachable creativity

The creative process isn't the easiest to understand, and many creative agencies would rather confuse you when they can't convince you. We prefer simple and human approaches to branding and creativity that are backed by audience truths, data, and business goals. The process of uncovering opportunities, persuasive appeal, and calls-to-action within your brand's universe should be clear, engaging, and insightful for everyone involved. Our creative teams get this and partner with you to propel your brand forward.

Want a new perspective on your brand?
We'd love to be your +1. Just ask.

Good humans. Better business.SM

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Bringing humanity backSM

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