



iD SOLUTIONS
RETAIL DESIGN AND BRANDING

WELCOME TO ID SOLUTIONS

Retail Design is our passion.

We are an collective of Industrial designers, Interior Designers, Architects and Graphic designers specialised in designing and developing retail concepts.

Our team have worked with many Australian and International brands to deliver creative, award winning, cost effective Retail Design solutions .







Implementing well researched Retail design is not an option anymore it is a necessity. It is an investment that can deliver outstanding ROI .

Good Retail design is a key element in encouraging customers to make a purchase decision.
To touch or not to touch.
To enter or not to enter.
To buy or not to buy.

Consumers are buying an image, a perception that strengthens their desirability for brands. The challenge of Retail designer is to ensure consumers like to shop. They should feel comfortable, happy & excited about walking in, walking around, exploring, navigating touch points.

Gravitating to the higher value areas, which makes Retail design as much of a science as an it is an art.

ID SOLUTIONS is one of Australia's longest established Retail Design companies . This time in Industry has given us the privilege of working with some of Australia's key brands.

Members of our team have consulted as Retail Design Managers on many shopping centres including the iconic Westfield Chermshire , Garden City and Carindale . Our team have worked in many parts of the world and are continually attending major design events such as Euroshop , Global shop and London's Retail Design Expo.

Our clients benefit greatly from this well travelled and global experience . This experience identifies not only current trends in retail , it also identifies trends and technologies that are a number of years away . We have won seven Retail Design Awards – these awards are given based on creativity and innovation in Retail Design.



Famous FOOTWEAR

REFUND POLICY



CLEARANCE





RACECOURSE RD

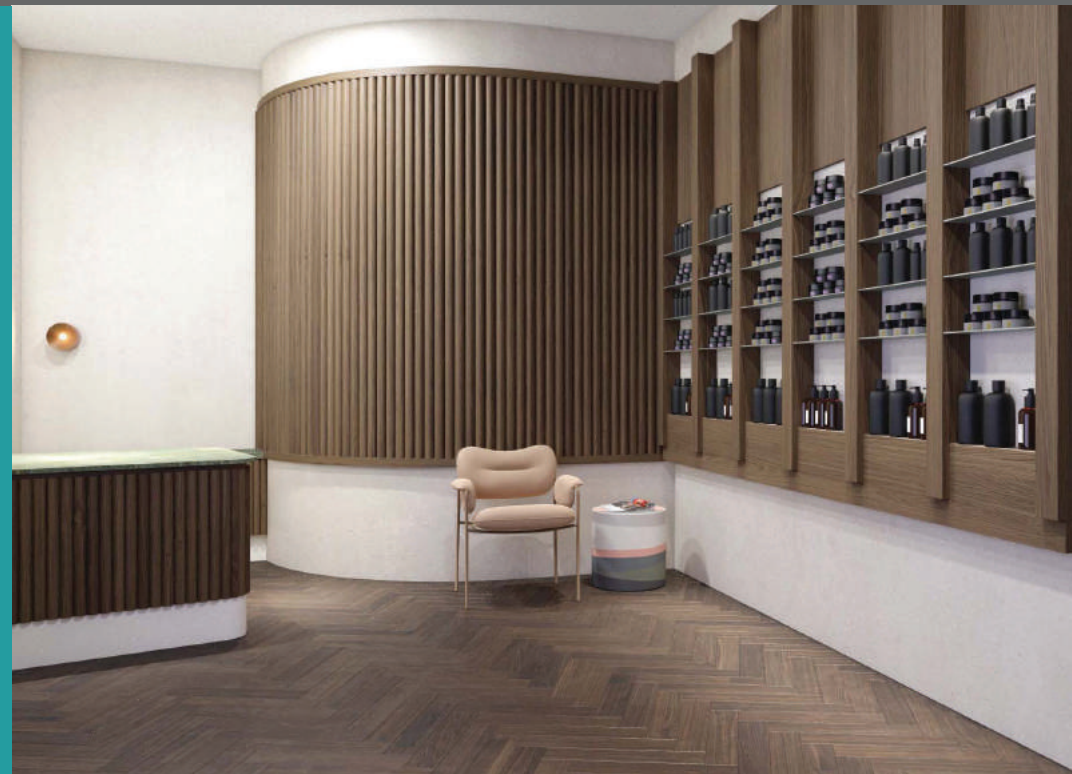
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MASTER THE
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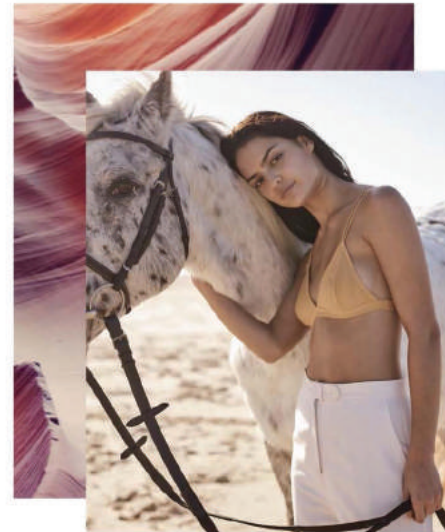
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RACE COURSE ROAD



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Primal
CUBE ROLL

Runs along the back and is known for its tenderness and flavor. Cuts can be served either with the bone or not, and can be cooked in numerous ways.



Beef cut
RIB EYE

Cut from the ribs area just behind the shoulder. The finished steak is tender and juicy with a pronounced beefiness.

Tenderness
000

Flavor
000

Finishing Sauces

Beef

Red Wine Jus
Vind Jus
Lamb Jus
Chicken Jus
Demi Glace

The finishing touch







“We connect your brand with customers”

Retail design is a very specialised discipline due to the demands placed on retail space . Because the primary function of retail space is to stock and sell product to consumers , the spaces must be designed in a way that promotes and enjoyable and memorable shopping experience for the consumer.

This demands a collection of skills :

- Creativity,
- Space planning,
- Materials Selection,
- Computer Aided Design,
- Drafting,
- Graphic design and
- 3d rendering .

ID Solutions is one of the few companies to offer this versatile depth of skills in it's portfolio.







Pillow Talk



Pillow Talk



the love of comfort





“DESIGN IS ABOUT LISTENING ”

The more we listen to our clients, the more depth & detail we can provide in our designs. Our philosophy is to ask the right questions and facilitate cost effective, on-time, on budget, creative design solutions.









SECRETS *Shhh*

SECRETS *Shhh*



Let
Purse Brides
Choose Vows
only
\$195







SERVICES - RETAIL GRAPHICS AND BRANDING

" A Graphic Designer knows when they have achieved perfection , not when there is nothing left to add , but when there is nothing left to take away "

Antoine de Saint- Exupery

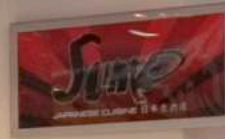
Our team have extensive experience in logo creation , packaging design, menu design, uniform design , corporate identity creation, signage and retail graphics . The graphic designers work closely with our 3d designers to create a holistic design solution which connects the retail design to the retail branding . The branding team's network extends to artists,photographers, signwriters and social media consultants to provide a retail presence that ensures your concept is working 24 hours a day / 7 days a week .







JAPANESE CUISINE
日本食の店



SERVICES - 3D RENDERING

" Visualise this thing that you want , see it , feel it , believe in it . Make your mental blue print , and begin to build " **Robert Collier .**

Using cutting edge software , we build your design in 3d . A number of our staff have completed post graduate studies in specialised 3d rendering . Our 3d renders provide a photo realistic impression to allow our clients to see their vision prior to investing in any construction works . We can simulate actual materials , lighting and environments so clients can feel confident on their design decisions .

This has a number of valuable benefits:

Designs can be tested in various colours and finishes and presented in a number of options .

Designs can be presented to potential land lords to allow them have some buy in to a lease agreement . Many of our renders have generated land lord contributions .

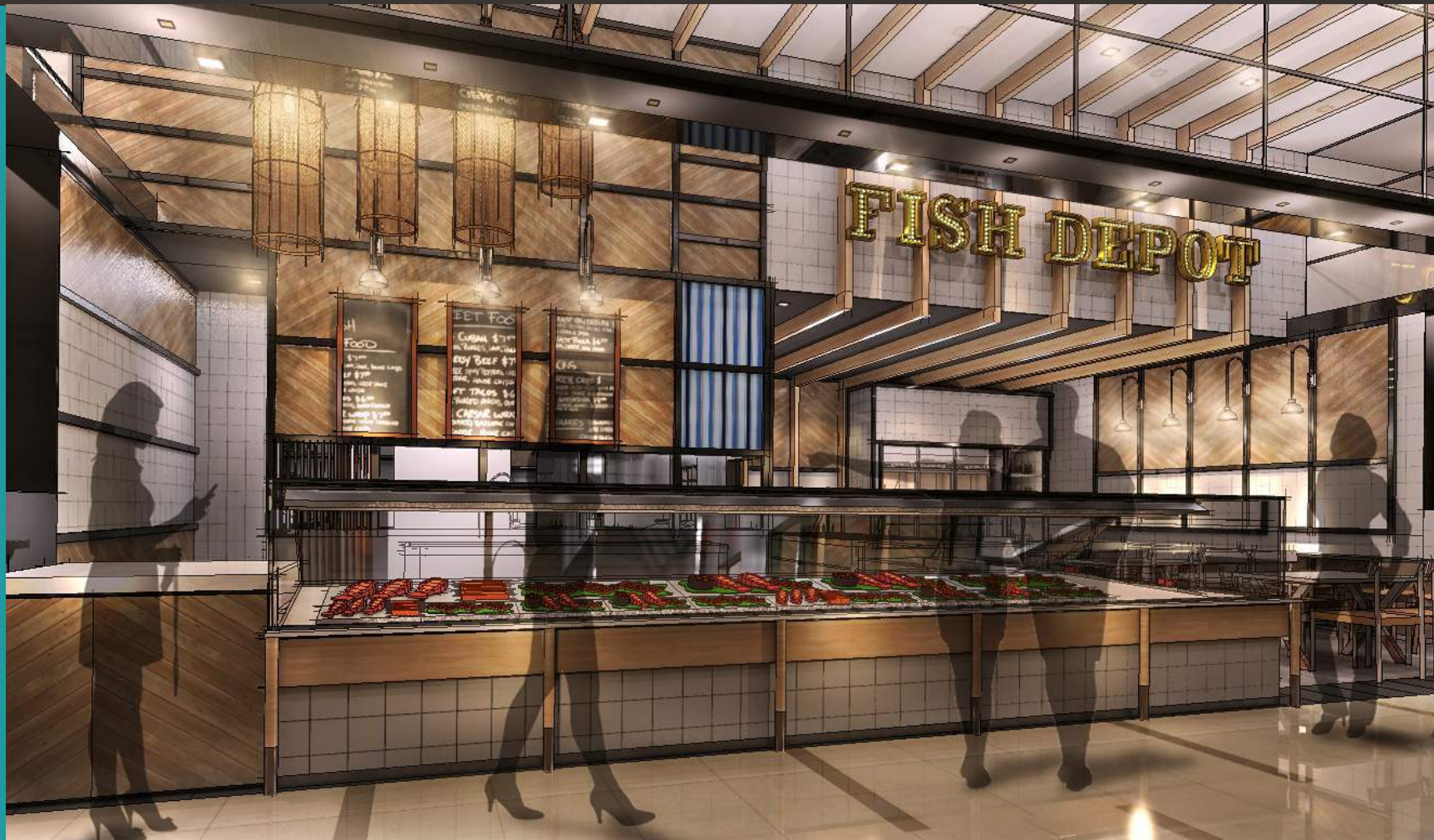
Renders can be used to establish construction costs prior to investing in many hours of drafting and negotiations .





SECRETS
Shhh





TORGA OPTICAL

EUROPEAN
STYLING

Mens Prescription Sunglasses

Mens Prescription Sunglasses

Womens Prescription Sunglasses





The image shows a modern hair salon interior. A large, illuminated sign for 'Sublime Hairdressing' is the central focus. The sign has a silver metallic band across the middle with the brand name. The top and bottom sections of the sign are dark with a repeating green damask pattern and are backlit with green light. The salon background features a dark wood-paneled wall, a white reception desk, a glass display cabinet on the left, and a white sofa in the center. A woman is visible in the background near the sofa. The floor is made of large, light-colored square tiles.

Sublime

Hairdressing



SERVICES - RETAIL CONSTRUCTION

The most important results of Retail design are delivered long after we have designed and drafted a Retail space . The critical stage of construction brings the vision to life .

ID Solutions is one of the longest established Retail design firms in Australia . This time in Industry has allowed us to develop very solid relationships with a number of highly regarded shopfitters, along with many specialised and critical trades . Our clients benefit greatly from these long standing relationships .

The shoplifters we work with have had experience in the most challenging builds and are all extremely efficient in delivering cost effective , on time , high quality builds .We work hard to align our clients with the most suitable building partner .This allows us to confidently deliver and end to end process - **from concept to creation** .

DIAMONDS INTERNATIONAL





fresh
sensations











‘GOOD DESIGN’ DOESN’T STOP WITH A FITOUT - IT’S AN ONGOING PROCESS FOR A SUCCESSFUL BUSINESS.

ID Solutions are retail design experts. We create a unique and memorable environment for your customers so they value the experience of doing business with you.

Our design capabilities extend well beyond your fit-out! Our design team can help bring your retail brand to life with advertising, promotions, signage, communications and packaging.

Here’s a sample of what they can do. Imagine what they could do for you...



emma dahl
art director



Emma brings more than 20 years of design experience to clients. Emma has worked across a diverse range of business and projects.

Emma is an award winning artistic professional, recognised for her use of cutting-edge techniques that create and delivers work that touch, inspire and engages the public.

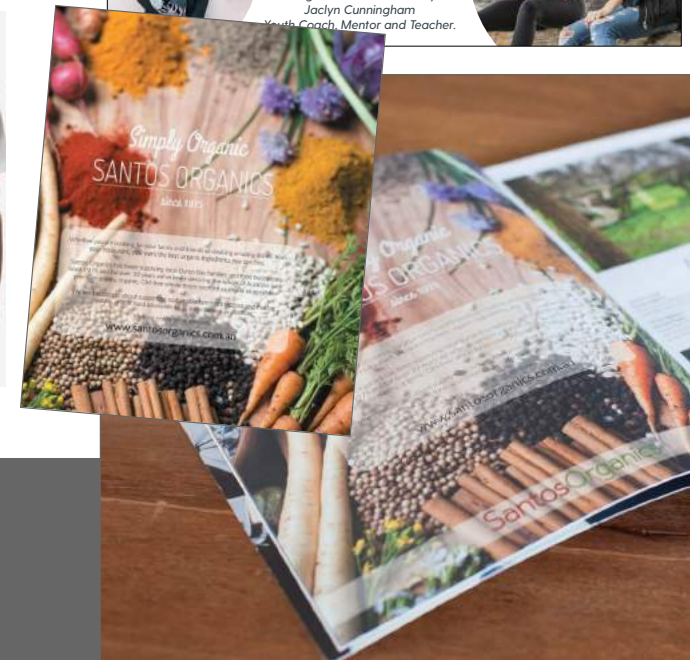
A soulful and artistic collaborator, Emma has worked on projects for major corporate clients and leading government departments on work as diverse as sensitive re-brands to developing the narrative for major infrastructure and social awareness campaigns.

Emma brings a sense of fun, innovation and energy to all her work, delivering exceptional creative solutions that exceed expectations.

LOGOS / CORPORATE IDENTITY

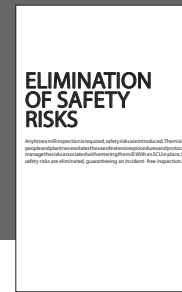


EVENT & CAMPAIGN MERCHANDISE

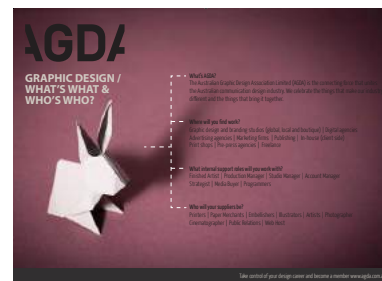


video animation, branding, graphic design, interactive design, flyers, brochures, displays, interactive infographics, pop-ups, website, digital surveys, augmented reality.

emma dahl:
art director



POSTERS / BROCHURES



PUBLICATIONS DESIGN



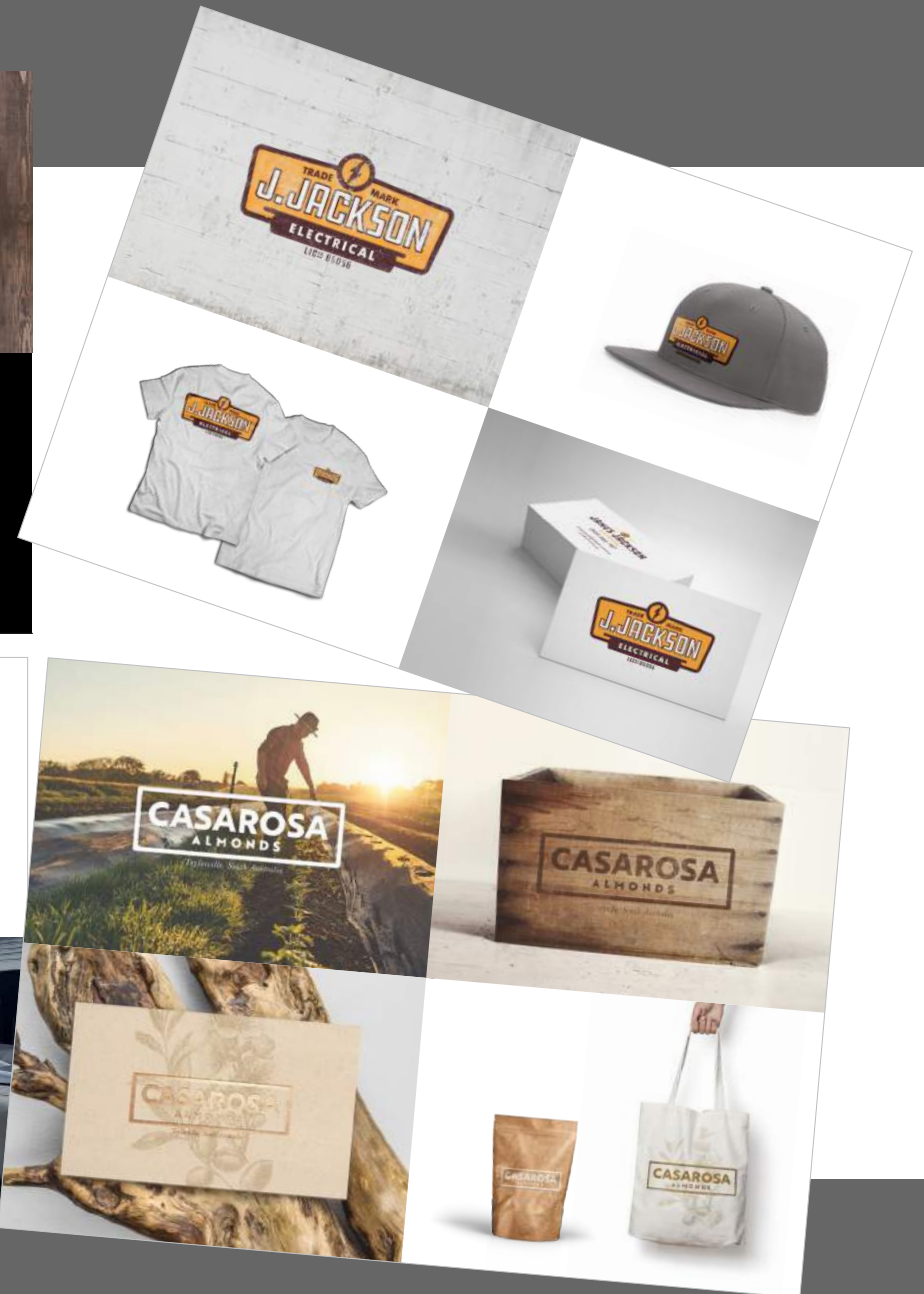
lloyd budd graphic designer



Lloyd is a freelance graphic designer from Brisbane with a background in art direction and advertising.

Lloyd has worked on some of Brisbane's largest advertising accounts and most taxing campaigns (which is why he looks permanently startled!)

He loves brand identity and development, typography, and blurring the lines between print and digital. He's great at making things that work (but not great at monopoly).



branding, graphic design,
typography, packaging, branded
merchandise, social media, posters,
digital marketing, signage.

lloyd budd:
graphic designer



victoria nunn
illustrator / designer



Experienced freelance
designer and illustrator.

Design experience includes
creating print and digital
promotional material for
brands including Cath Kidston,
Jamie Oliver, Harlequin, Collier
Campbell and the Royal
Horticultural Society.

Exquisite illustrator and
in-demand designer for book
and publishing industry.



branding, graphic design,
hand-drawn lettering,
typography, illustration,
publishing design.

victoria nunn:
designer/illustrator



THE LATEST STYLES
AT THE
LOWEST PRICES

It's craftsmanship without the cost

Get the absolute lowest prices on stunning designer furniture and homeware.
You save money when you skip the showrooms and the salespeople.
Buy online and save money and time!



Last Chance
SPRING SALE

SHOP NOW



Bontoko

Brand Colours.

C72 M49 Y0 K89	C25 M25 Y35 K2	C13 M10 Y11 K57	C13 M10 Y11 K0	C3 M3 Y3 K0
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Fonts

Futura Medium
Baskerville Regular

Heading
Lorem ipsum dolor sit amet, consectetur ad Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.

Logo Variations.

Bontoko

Inverted Logo

HUMANITY
coffee





iD SOLUTIONS

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