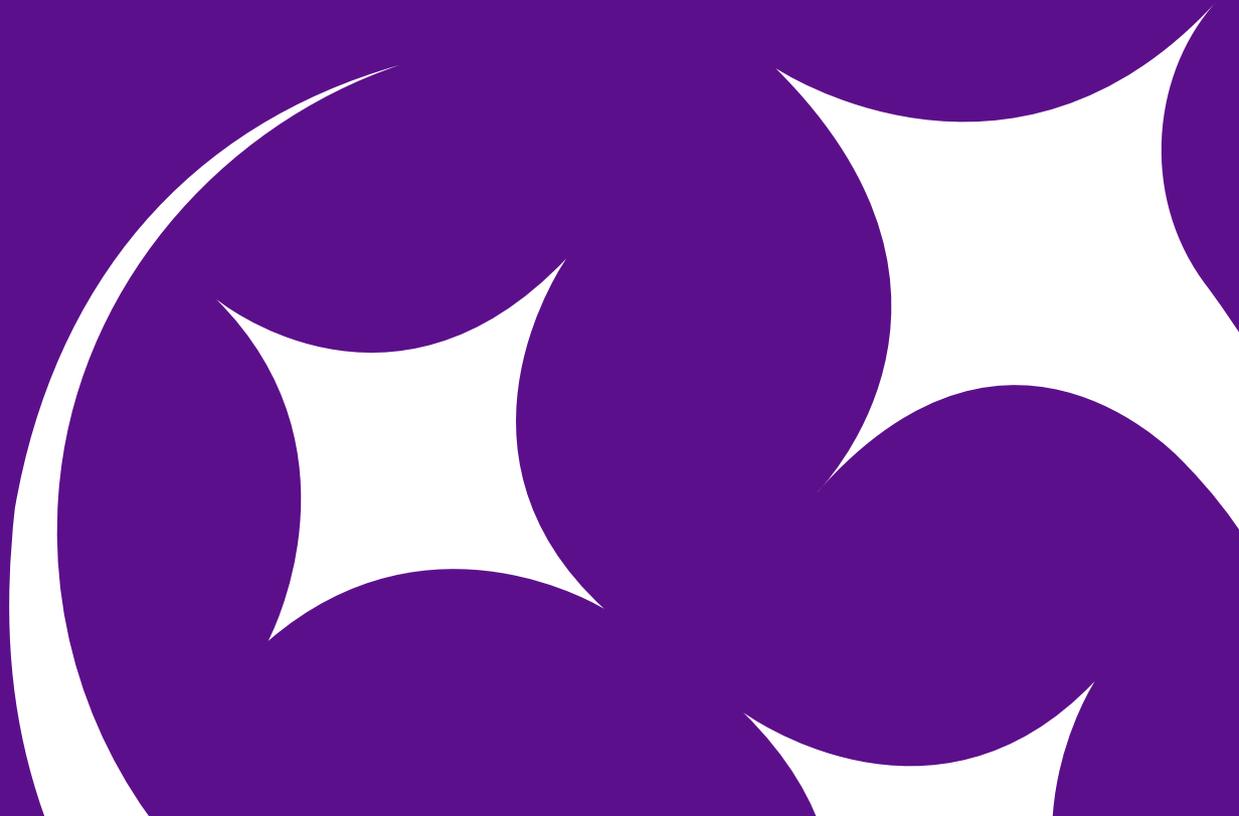


MIRACLE

BEYOND IMAGINATION

Corporate Profile

Miracle Creative Solution





We are dedicated, to the extraordinary. Norm does not halt our journey. But we travel beyond, to create miracles for our clients.

We denotes the magical, the miracle, the wondrous. The two guardian stars - Imagination and Innovation set course for simplicity and integrity to follow. These are the core values that drive our business.

www.miraclecreatives.com



POWER of IMAGINATION propels BRANDS!

it's all about crafting relationships

Our Vision

To be the most passionately creative and outrageously innovative design company

Our Mission

Driven by the power of imagination
- harnessed, channeled, adapted

Our Values

IMAGINATION

We fuel and expand the peripheries of human thinking. We think beyond knowledge and norm and harness the inspiration the world offers, giving wings to imagination.

INNOVATION

We constantly strive to redefine the standards of excellence in everything we do. We challenge conventional views and drive innovation by exploring ideas.

INTEGRITY

Integrity is the backbone that drives our business with trust, transparency and honesty. All our stakeholders are our partners and treated alike with fairness and respect.

SIMPLICITY

Simplicity cuts clean, across clutter and complexity, to transform brand stories into 'simple and awe-inspiring'.

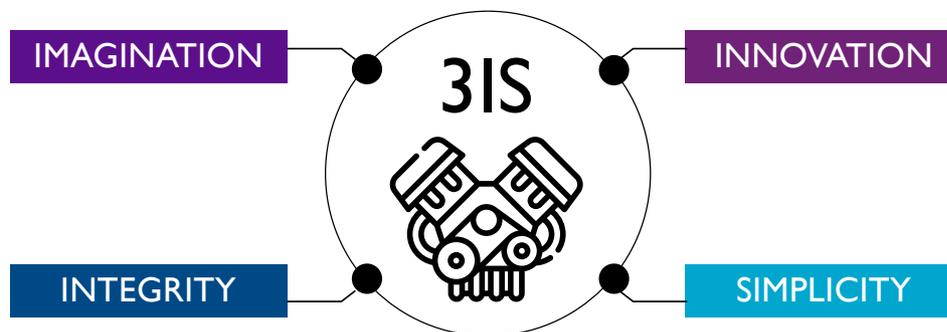


Who we are

Brand identity is crucial in any business. We understand this. Hence, we dedicate ourselves wholeheartedly into building, strengthening and creating awesome brand stories that stand out. Being in business for nearly a decade, we recognize our clients' needs and cater to them, exceeding expectations.

Moreover, our solutions go beyond imagination. How? By taking customer experiences into the equation, and crafting advertising solutions that tug on human emotions. Our drivers are the 3Is - Imagination | Innovation | Integrity, which are underpinned by Simplicity. This is the creative engine that powers Miracle.

Creative Engine





Our Team



Our team has a clear sense of purpose and understand our customers' expectations. We have access to resources that help us work towards constantly improving our clients' brand stories, adding layer upon layer of advertising craftsmanship that sells. And we don't stop at mediocre.

Ranga Perera; Founder and Director of Miracle, leads the team with integrity, a clear vision and by harnessing ideas. He holds an MBA from Anglia Ruskin University (UK) and a Diploma in Strategic Brand Management (DSBM) from Sri Lanka Institute of Marketing (SLIM). Ranga's experience in the creative industry where he began his career as an Art Director, spans over 14 years. Making a bold career move in 2013, he chose to work in the corporate sector in Branding and Marketing Communications. His creative background helped immensely to carve himself a successful niche where he has and is continuously making his mark.

Thanuja Silva; Director, heads the Financial, Operational and Content arms of the company. Her financial background is fortified by an MBA (Specialized in Marketing) from the University of Sikkim Manipal, India and Certificate in Banking & Finance (CBF) from the Institute of Bankers of Sri Lanka (IBSL). She has also followed Certificate in Marketing (CIM). Thanuja's exposure of over 16 years in reputed establishments in the Financial sector stands her in good stead to oversee the functions of Miracle with a firm and thorough leadership.



What we do

Advertising

We dig deep into your goals, data, and needs and create attractive advertising strategy for success. Our advertising process is methodical and creative, focused on achieving your goals.

Advertising is selectively telling your story in an impactful and memorable way utilizing words, imagery, timing, placement and movement. The Creative Momentum is in tune with your brand, ideas, strategy, message and product and can help you live in the minds of your target audience.

- Advertising Campaigns
- Press and Magazine Advertising
- TV/AV and Radio
- Content and Copy Writing
- Public Relation Campaigns
- Outdoor Advertising – Hoardings/ Billboards and Signages
- Stall Designing

Branding

Building on a solid strategic foundation is key to your marketing success. Miracle Creative works with you to create a comprehensive Branding strategy, developing a clear roadmap for brand success.

Strong brands generate strong results. We help our clients create brands that build awareness and foster loyalty. From brand strategy to logo development , Miracle Creative partners with you to transform your value proposition into an engaging experience.

- **Brand Identity Design**
- **Corporate Identity Design**
- **Design and Packaging**
- **Eco Branding**
- **CSR Branding**
- **Corporate Citizenship**
- **Internal and Employee Branding**
- **Vehicle Branding**

Digital

Digital communications are at the core of an effective brand experience. At Miracle Creatives, we create engaging online and interactive solutions. Whether you need a Social media marketing / Service Management to extend your brand globally or interactive experiences that draw your audience into a conversation, we can help.

- **Social Media Marketing**
- **Content Marketing**
- **Digital Media Service Management**
- **Digital Media Designing**

Web

We are passionate about our work and use technology to achieve your goals. The Internet is an ever-changing environment that demands for you to keep up with the latest and greatest communication platforms. Your website is the first impression for your company and where customers make the decision to do business with you, decide what products to buy, learn about events that are scheduled, who to consult, and what information is most important to them. The Creative Momentum provides websites that by far, stand out from the rest of the competitors.

- **Web Design and Development**
- **User Interface Designing**
- **Content Management System Implementation and Development**
- **E-Commerce Developments**
- **Interactive Designing**

Quick digital offset printing

Our expert printing techniques are the cornerstone that has led to years of success in the printing industry. We got our start a, and we remain committed to producing top-quality print jobs for all of our customers. With both offset and digital printing capabilities, we are sure to be able to craft a perfect print solution for your requirement.

- **Business cards/ Letterheads/ Envelope and other corporate materials**
- **Flyers/ Brochures/ Booklets**
- **Invitation cards**
- **Blue prints/ Plans Prints up to A0**

Media

Media is like vapor in that it is always changing. The Creative Momentum creates dynamic and creative plans that move with the market. We have a team of knowledgeable researchers skilled with all of the techniques that allow us to quickly change and adapt your strategy based off of our detailed research. Keep the momentum flowing - with our help.

- **Media Planning and Placement**
- **Media Research and Planning**

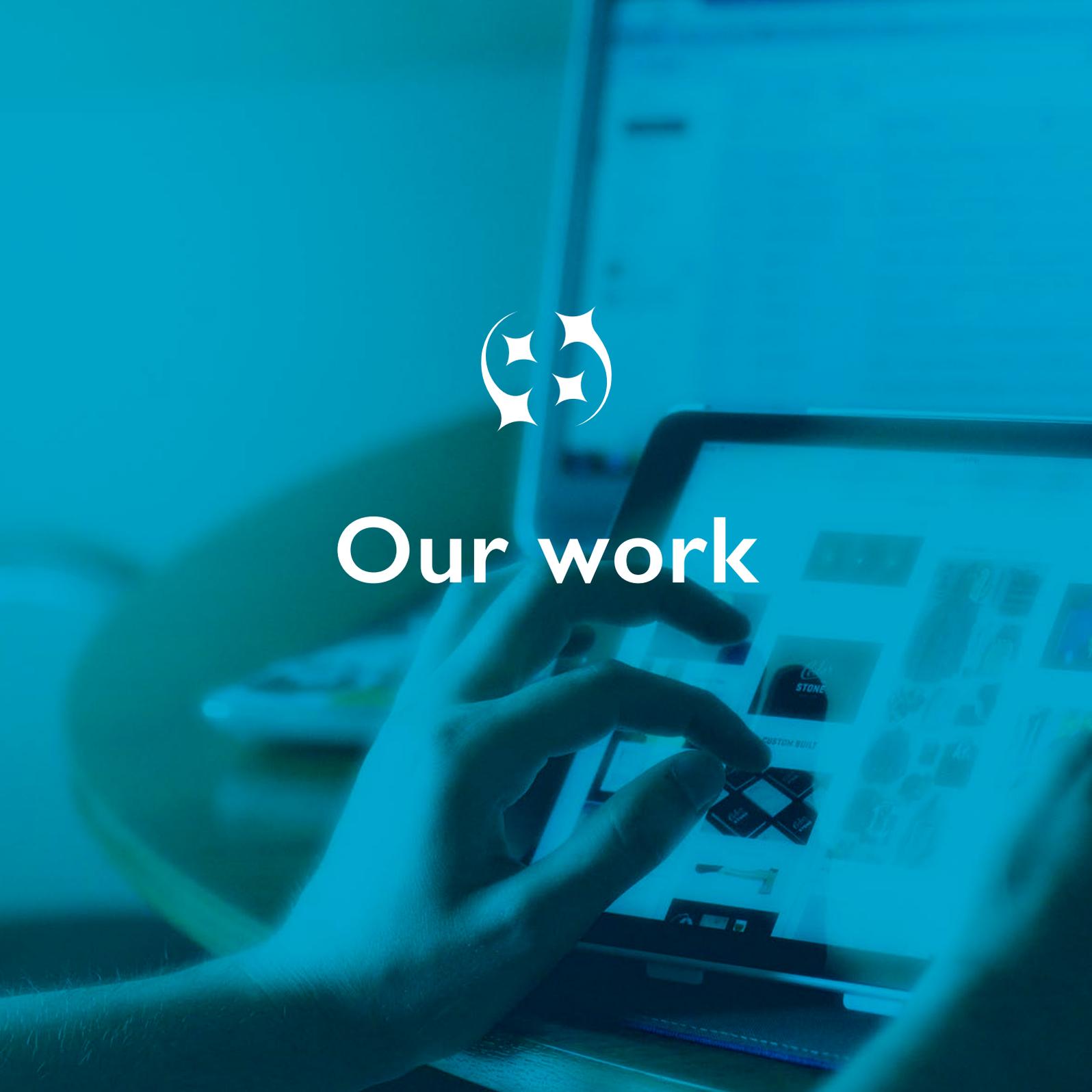


Our Clients





Our work





ESTD 1835
GS & Co
BELIEVE

ESTD 1835
STEUARTS

THE ORIGINAL CEYLON
TEA PEOPLE SINCE 1835

CEYLON TEA
Pure Ceylon Tea
Packed in Sri Lanka

ඉඟුරු තේ
GINGER TEA
හැඟනු ප්‍රතිදායී

තේ



ESTD 1835
GS & Co

ESTD 1835
**STEUARTS
TEA**
by George Stewart
THE ORIGINAL CEYLON TEA PEOPLE

THE ORIGINAL CEYLON
TEA PEOPLE SINCE 1835

CEYLON TEA
Pure Ceylon Tea
Packed in Sri Lanka

ORIGINAL BOP
Premium Tea



විසර් 180කට වැඩි ජනවාරය
සැබෑ ශ්‍රී ලාංකීය හේ රසයේ පුරෝගාමියෝ

රු. 23/- සිට ඉහලට
හේ බැස් 25, 50 සහ 100



www.gsteas.lk



Introducing Blessings Fusion Masks of Sri Lanka



									
ROYAL DELIGHT	QUEEN'S CHOICE	GREEN TEA ROYAL DELIGHT	GREEN TEA VITHI KAMA	FRUITA	ENGLISH BREAKFAST	RAMS GENTLE WHITE	DELICATE QUALITY	CHAMOMILE	CHAI

Premium Gift Collection, Rs.2,500/-
9 flavours in 3 pyramid bag pouches and 1 flavour 10g loose tea.
Available at

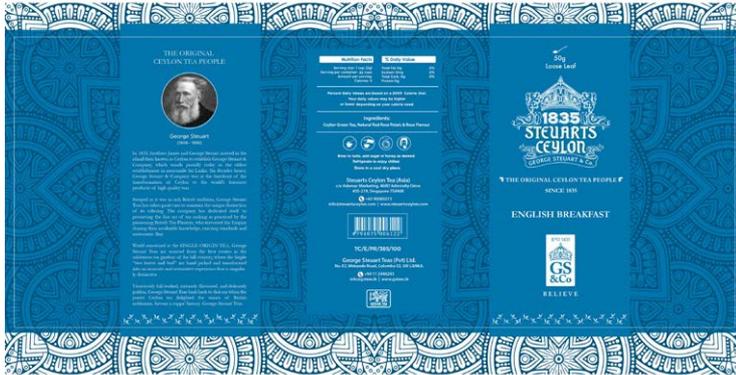
Town House Tea Lounge, Liberty Arcade (Ground Floor),
No 282, R.A. De Mel Mawatha, Colombo 03. Tel: +94 112 339416

Simply Tea, No. 02, Wekande Road, Colombo 02.
Tel: +94 112 446242/3/5, +94 114 740570 - 5




If life gives you lemons







www.sarathas.lk
Find us on : www.facebook.com/esarathas 

Go with the Winning Combination

Casual wear collection



the seventh sense of men's style

Main Street | Majestic City | Tel: 011 2421740

www.sarathas.lk

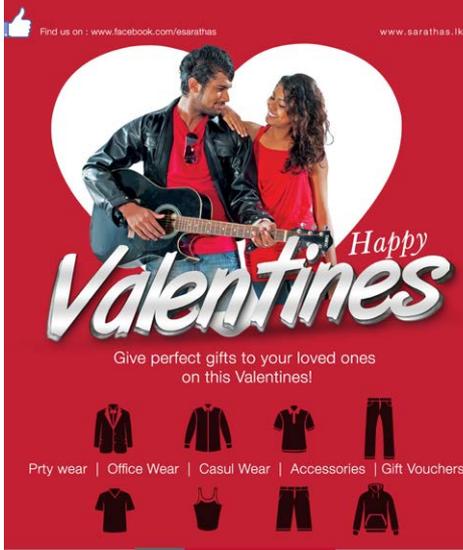


The Social Gathering

Party wear collection



the seventh sense of men's style



Find us on : www.facebook.com/esarathas  www.sarathas.lk

Happy Valentines

Give perfect gifts to your loved ones on this Valentines!

Prty wear | Office Wear | Casul Wear | Accessories | Gift Vouchers



the seventh sense of men's style

196, Main Street, Colombo 11, Tel: 2421740
2-36, 1st Floor, Majestic City, Colombo 04, Tel: 2595942, 2508053



Premium

American

Just drink it!

Store in a cool, dry & clean place away from direct sunlight and strong odor/fragrant sources.
Source: Tube Well at #339, Jalathara, Ranala.

Bottled and Distributed by:
AMERICAN PREMIUM WATER SYSTEMS (PVT) LTD
#243/2, Embulgama, Artigala, Harnewella, Sri Lanka.

Head Office:
Levels 5 & 6, No. 281, R A De Mel Mawatha,
Colombo 03, Sri Lanka.

☎ 117 677 100 ☎ 117 677 270
✉ info@americanwater.lk 🌐 www.americanwater.lk
📍 Austria | Guadeloupe | India | Spain | USA

Cool Line: 0117 677 100

BOTTLED DRINKING WATER
බෝතල් කළ පානීය ජලය
போத்தலில் அடைக்கப்பட்ட குடிநீர்

19L

 894

Health Ministry Reg No. CFA/BW/006/2016-02

PROPERTY OF AMERICAN PREMIUM WATER SYSTEMS (PVT) LTD.
REFILLING OR MISUSE STRICTLY PROHIBITED

#1

MFD Exp Batch No SEE TOP OF BOTTLE
මැදි කාලය අවසානය දක්වා බෝතලின் ඉහළ කොටස බලන්න





THE PROVEN SECRET TO A SLIM FIGURE



NATURAL FAT BURNING TEA

AYURVEDIC FORMULA

Promotes Fat Burning & Weight Loss
Soothes & Clears Digestive System
Improves Immune System

100% Natural.
No Artificial Flavours, Colours,
Additives or Preservatives



ACTIVE 4

Ayurveda Registration No: 6/2/1/01/109

Packed and Distributed by:
George Steuart Teas (Pvt) Ltd.
No. 350, Union Place,
Colombo 02,
Tel: +94 11 2446242
www.gsteas.lk



නිරෝගීමත් සැහැල්ලු සිහින් සිරුරක් සඳහා අත්දැකීම් රහසක් ඔප්පුවකි.



තැවුරුල්ලු ලැබී ඔබ්බේ වී

ආයුර්වේද සංයෝගය

මේද දහනය වේගවත් කිරීම සහ බර අඩු කිරීම.
ආහාර පරිභෝජනයේ නිරෝගීමත් බව ඇතිකිරීම.
ප්‍රතිශක්තිකරණ පද්ධතිය ශක්තිමත් කිරීම.

100% ක් ස්වාභාවිකයි

ආයුර්වේද ලියාපදිංචි අංකය: 6/2/1/01/109



ACTIVE 4

George Steuart
1997-1998
CS & Co
BELIEVE

Packed and Distributed by:
George Steuart Teas (Pvt) Ltd. No. 350, Union Place, Colombo 02.
Tel: +94 11 2446242 | www.gsteas.lk









DECATRADING

CORPORATE GUIDELINE 2012

GENERAL GUIDELINES FOR THE LOGO



WAVE MOTIF GUIDELINES



MINIMUM SIZE OF THE LOGO



Minimum weight of the 2 lines in the top and bottom of the logo should be 0.5 pt

CMYK	RGB	PAVOTONE
C: 70%	G: 142, B: 241	PAVOTONE 65-252 - 1 C
K: 40%	R: 102, G: 194, B: 172	PAVOTONE 25-194 - 1 C
C: 100%, M: 100%	G: 46, B: 170	PAVOTONE 25-194 - 1 C
C: 70%	G: 142, B: 241	PAVOTONE 65-252 - 1 C
C: 100%, M: 100%	G: 46, B: 170	PAVOTONE 25-194 - 1 C
K: 40% (for text only)		

Recommend to print the colour logo using PAVOTONE colours and K-40% colour.

LOGO IN BLACK AND WHITE



CMYK	RGB
	R: 205, G: 205, B: 205
K: 40%	R: 102, G: 194, B: 172
K: 100%	R: 102, G: 194, B: 172
A: 100%	R: 100, G: 211, B: 212



Shirt Label



Label Size: 2" x 0.7748"

(Only for the label all white elements will go in Silver, including text)

Colours

Red: C- 15, M- 100, Y- 100, K- 20

Gray: K- 80





GENERAL GUIDELINES FOR THE LOGO
MINIMUM SIZE OF THE LOGO



Important:
Minimum size of the logo should be 40mm.

LOGO COLOURS

For Offset and 4 Colour Printing Needs

PANTONE Colour Codes	CMYK Colour Codes
 PANTONE 05 213-1 C	 C: 100, M: 75, Y: 15, K: 30
 PANTONE 05 229-3 C	 C: 80, M: 5, Y: 5, K: 0
 Black - 80%	 C: 0, M: 0, Y: 0, K: 80
 Black - 100%	 C: 0, M: 0, Y: 0, K: 100

LOGO PHASES



Important:
Logo cannot be placed in vertically or any other angle position.



Important:
Logo cannot be placed in any other colour background.
If using in a coloured background should use with a white colour patch only.
If using in a black background, all 100% Black text and lines should be in white.



PANTONE Code Logo



 PANTONE 05 213-1 C
 PANTONE 05 229-3 C
 Black - 80%

CMYK Code Logo



 C: 100, M: 75, Y: 15, K: 30
 C: 80, M: 5, Y: 5, K: 0
 Black - 80%





Testimonials



**Paddy Weerasekara –
CEO, Consumer at George Steuart & Co**

I have known and worked with Miracle Creative Solutions for the last 3 years. What I find the most appealing is the work relationship. It's so easy to get work done and the service is super-fast. of course, the design capabilities go without saying! Money is always discussed last as they give priority to the work first and client satisfaction. I would highly recommend them for any advertising/communication work.

**Ranjan Dharmaraja –
CEO, Quantrax Corporation, Bethesda, MD, USA**

I worked with Ranga, to design a new logo for Quantrax. His company was easy to work with, and we had a first-class product in a few days!"

**Dilshan Dissanayaka –
Asha's Bake Boutique**

The best so far in customer service that I have ever seen. Extremely patient, talented and a creative bunch. Recommend this place for anyone in need of creative advertising solutions amongst other services they offer. Thank you, guys, for all the hard work.



Shani Gurage – Concept CAFE Pvt Ltd

I have worked with MCS on several projects and the professionalism they bring in to our projects are really valuable. They helped me to elevate my Brand and developed successful Marketing Communication plans.

Wishing them all the very best and looking forward for more successful projects!

Hasitha Udesh Jayasuriya – Former Senior Consultant, Oracle E-Business at Expolanka Holdings PLC

I have had the pleasure of working with Miracle Creative Solutions under different circumstances and they delivered the results as I expected. Mr. Ranga Perera, the proprietor of this firm is always displays a passion for his work. He is also very easy to communicate with.

I'm very happy to work with them and I recommend them to anyone who needs their service in anytime, anywhere.



Contacts



Company Details:

Miracle Creative Solutions
16 Station Rd, Colombo 00400

T. +94 113 607600
E. info@miraclecreatives.com

Biz Reg No:

WJ19943

Banking Partner:

Hatton National Bank



<https://www.facebook.com/miraclecreatives/>



<https://www.linkedin.com/company/42840876/>



BEYOND IMAGINATION

www.miraclecreatives.com