

ETCHED

Work that stays. Trust that grows.

Need your brand to stay consistent across print, signage and physical applications? ETCHED connects design intent, specification, production, installation and handover across paper, large format graphics, signage, display, packaging, objects, vehicles and branded spaces.

Brand ideas, made physical.

Print and brand production

Design to handover

Dubai, UAE



One brand. Many surfaces.

Need several physical applications to feel like one brand? ETCHED brings print, large format graphics, signage, display, packaging, objects and vehicle applications into one visual language. Audience, environment, scale, material and use shape the decisions for each deliverable.

Print systems

Large format

Signage and display

Packaging and objects

Vehicle and store

Materials and finishes



Brand ideas, made physical.

Etched transforms brand ideas into physical experiences - from design and specification through production, installation and handover. The idea that begins in the brief should remain clear when it reaches paper, vinyl, acrylic, metal, glass, packaging or space. The test is simple: does the finished application still carry the original idea?

- 01 — Clear intent
- 02 — Production-ready specification
- 03 — Coherent application
- 04 — Checked handover



EXPERIENCE

Experience that asks better questions.

Want practical issues caught before production? Built on 10+ years of experience in the industry. It helps ETCHED ask better questions and protect the approved direction. Dimensions, legibility, material behaviour, finish, colour, mounting, access, timing and real conditions enter the discussion before release.

Purpose before format

Scale before artwork

Material before finish

Site before installation

Checks before release



PRINT SYSTEM

Print that feels connected from the first touch.

Need your everyday printed materials to feel like one family? ETCHED develops the hierarchy, formats, stocks, finishes and production details that connect business cards, stationery, presentation folders, brochures, reports and launch packs.

CAPABILITY STUDY - PRINT SYSTEM

Business cards and stationery

Presentation folders

Production artwork

Brochures and reports

Launch and press packs

Print specifications



LARGE FORMAT

Large format that reads fast and holds its place.

Need graphics that hold up at scale and in place? ETCHED shapes systems for walls, windows, hoardings, banners, floor graphics and temporary applications, with attention to viewing distance, joins, crop, substrate, light, installation access and removal.

CAPABILITY STUDY - LARGE FORMAT

Wall and window graphics

Hoardings and site graphics

Banners and backdrops

Floor and directional graphics

Scaled production artwork

Application specifications



SIGNAGE & DISPLAY

Signage people can follow at a glance.

Should people know where to go and what matters at a glance? ETCHED develops visual direction, hierarchy, layouts and production-ready specifications for identity, directional, informational and display applications. Architecture, movement, viewing angle, contrast, illumination and close-range detail shape every element.

CAPABILITY STUDY - SIGNAGE AND DISPLAY

Identity signage

Information panels

Retail displays

Directional families

Dimensional graphics

Sign schedules and artwork



PACKAGING & OBJECTS

Objects people keep. Packaging people notice.

Need branded items that feel useful rather than random? ETCHED considers what each item does, how it is handled, what it is made from and how the brand appears on it. Packaging, welcome kits and practical promotional objects should work as one family.

CAPABILITY STUDY - PACKAGING AND OBJECTS

Rigid and folding packs

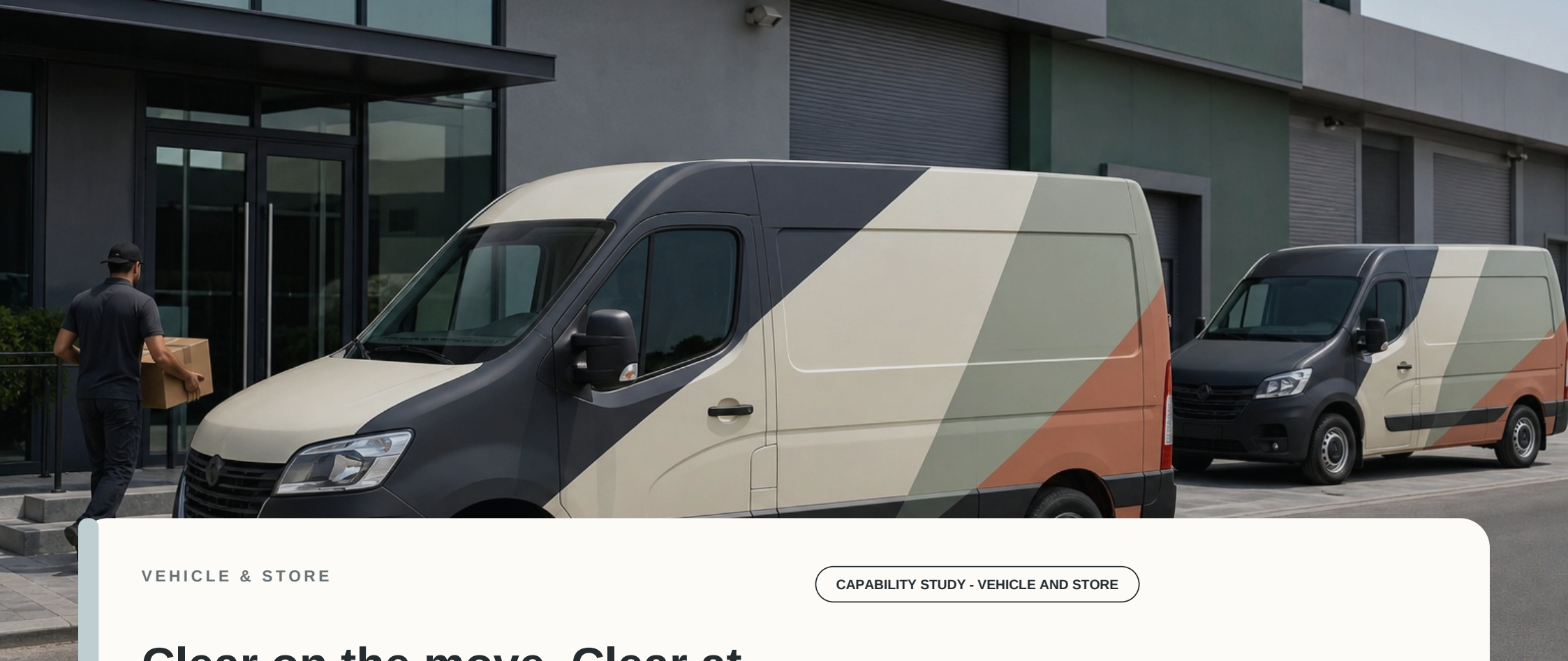
Sleeves, labels and inserts

Presentation boxes

Corporate gifts and welcome kits

Notebooks, drinkware and bags

Artwork and finish callouts



VEHICLE & STORE

Clear on the move. Clear at the doorstep.

Putting your brand on vehicles or storefronts? ETCHED develops hierarchy, proportion and application logic for moving surfaces, glazing, facades and interior brand zones. Artwork is planned around seams, openings, sightlines and real viewing conditions so the identity stays clear at speed, at distance and at the threshold.

CAPABILITY STUDY - VEHICLE AND STORE

Vehicle livery systems

Storefront graphics

Facade hierarchy

Fleet consistency rules

Glass and wall applications

Scaled application artwork



MATERIALS & FINISHES

The finish is part of the message.

Paper weight, edge colour, reflectivity, transparency and surface texture change the impression a brand makes. ETCHED uses material and finish studies to compare options before release, document the chosen direction and reduce ambiguity between design intent and production. Specifications stay practical, legible and suited to use.

MATERIAL STUDY - FINISH AND SURFACE

Paper and board

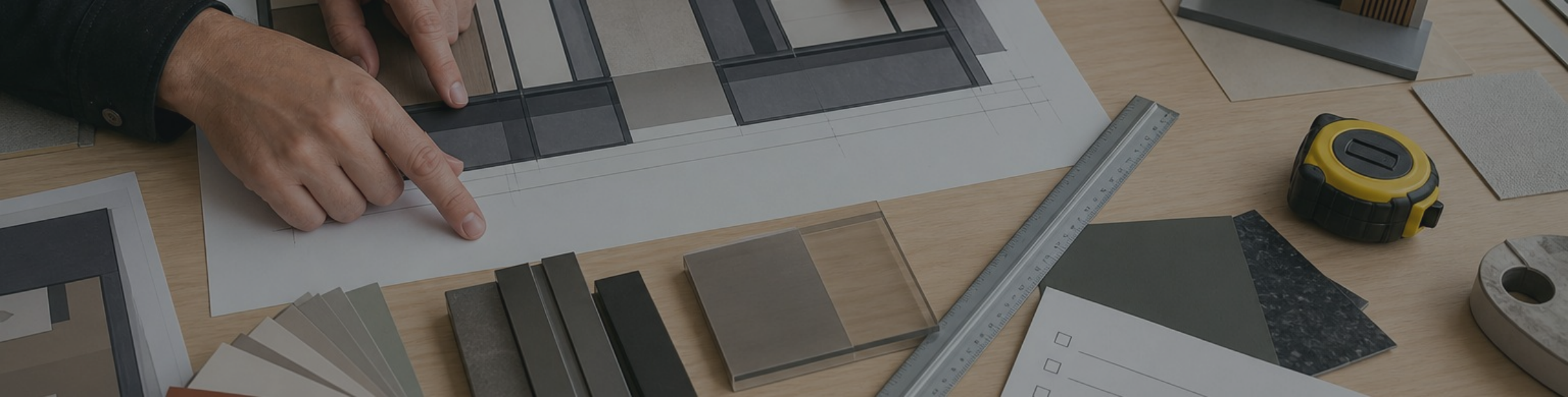
Emboss and deboss

Foil and spot gloss

Vinyl and laminate

Acrylic and metal

Frosted and translucent film



WORKFLOW & CONTROLS

From brief to handover.

Every project begins with context and ends with a checked handover. ETCHED defines purpose, audience, environment, dimensions and timing before developing the design, specification and production artwork. ETCHED coordinates specialist execution against the approved direction and records scope, decisions and responsibilities throughout.

01

01 - Understand the brief

02

02 - Define the system

03

03 - Detail the
specification

04

04 - Coordinate production

05

05 - Check and hand over

Let's make it physical.

A useful first brief does not need to be polished. Share what needs to be produced, where it will be used, approximate dimensions, quantities, timing and any existing brand files. ETCHED will help define the right questions, application scope and production path before the work moves forward.

Purpose and audience

Location and environment

Approximate dimensions

Quantities and timing

Existing artwork or guidelines

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