How do you make a catalogue worth opening?

An editorial company profile and product catalogue.



Show the range before the first page.

A diagonal grid groups garment and material photographs. The script wordmark sits across a quieter teal field.



COVER ARTWORK DETAIL

Start with a map of the range.

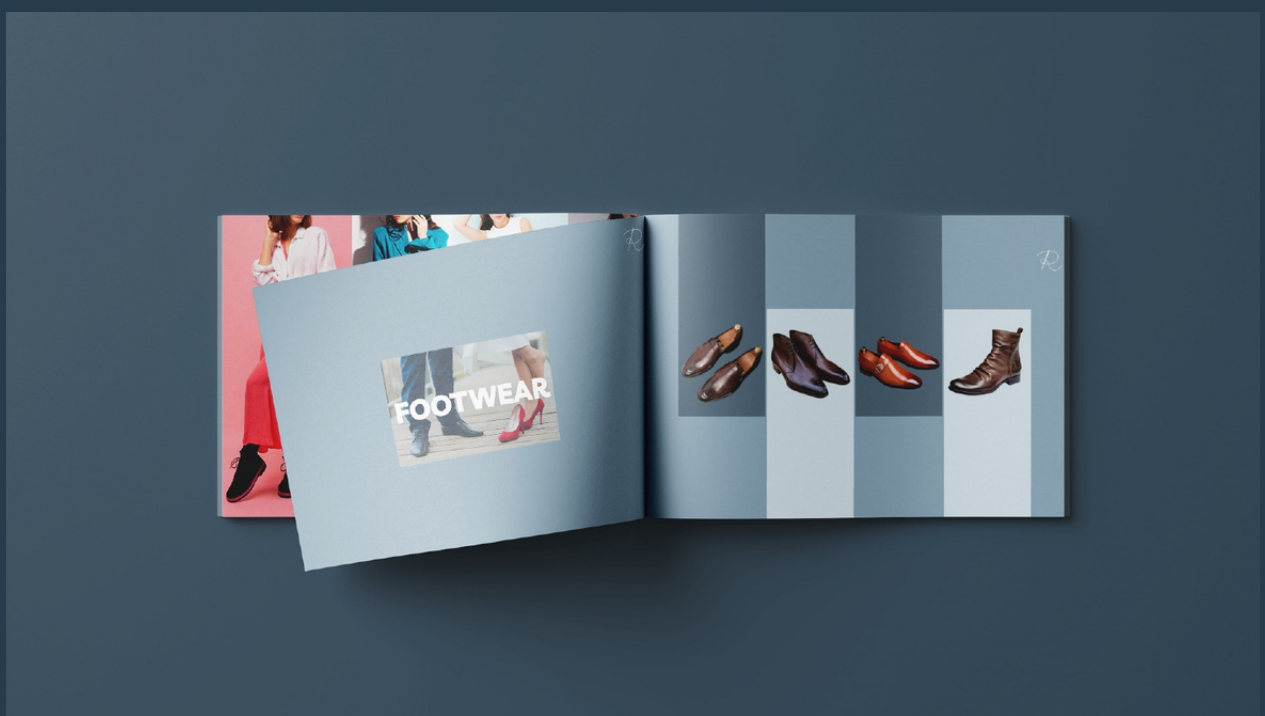
The product opener gives the categories one spread. From there, each section can use its own photographs, colours and pace.

ORIGINAL PRODUCT OPENER



Give each pair the same space.

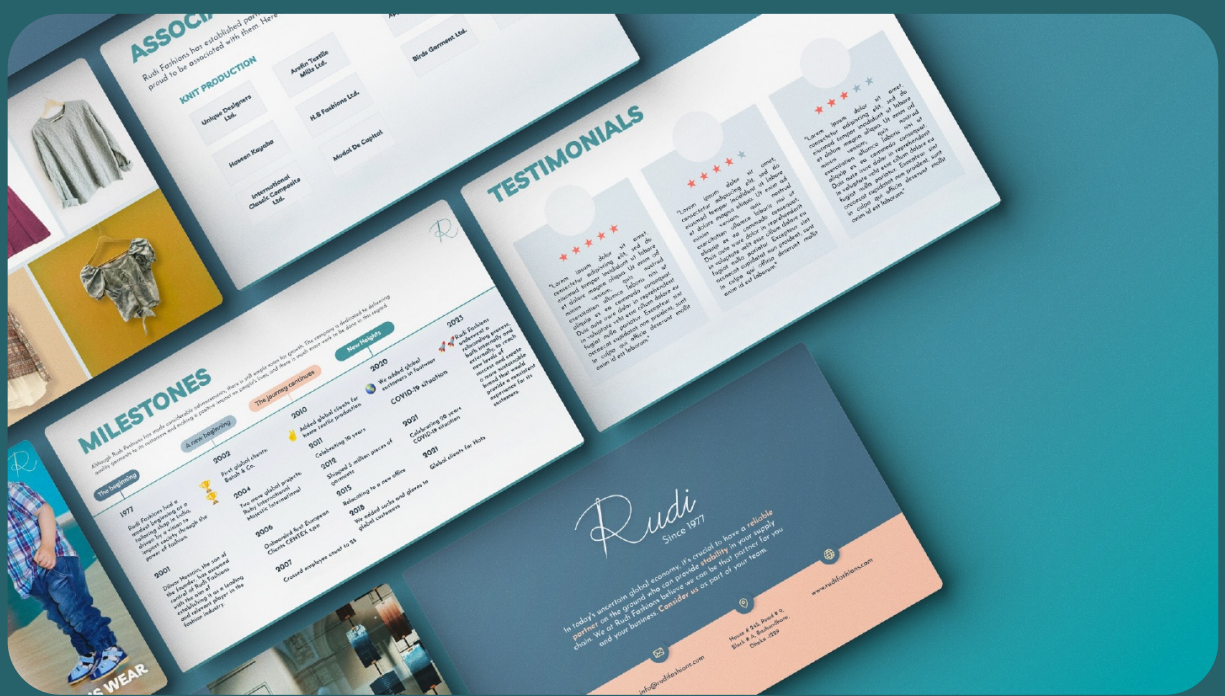
Successive blue-grey columns frame individual shoes. The reader can scan the silhouettes across the spread before looking at one pair more closely.



ORIGINAL FOOTWEAR SPREAD

Set dense information in clear blocks.

Milestones, associations and testimonials use distinct headings and compact columns. Product photographs interrupt the longer stretches of text.



COMPANY PROFILE SPREADS

Let the section openers set the pace.

Footwear, socks and apparel sections give the reader a visual pause before the next grid of product images.

ORIGINAL PRODUCT SECTION LAYOUTS



Read it as a profile or a catalogue.

The page grid makes it easy to move between the business story and the products. Photography gives each section its own opening.

PRINT EDITORIAL DESIGN AND PRODUCT CATALOGUE

Connect the unconnected.



Onindo Ahmed

A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

+880 1611878701

hello@onindoahmed.com

onindoahmed.com