



*Our unique capability...*



# Welcome to Design Office

## Experience

Being successful in your marketing activities means getting the best from digital and the more traditional marketing methods to deliver results for your business. At Design Office we fully understand these processes and have been creating successful Marketing campaigns for over twenty years for a wide range of SME's and larger corporate businesses across the length and breadth of the UK.

## Skills

Our highly skilled and experienced team are also supported by the latest in digital technology allowing us to deliver on our promises 100% of the time without the need for costly outsourcing. Our in house services include; web design, development & SEO, video and photography, App design and development, digital video brochure design, lithographic, digital and large format printing, exhibition displays, signage and vehicle graphics.

## Processes

At Design Office we believe every client is different, we tailor our approach to suit your unique requirements, whether you are looking to attract new business, communicate with you staff or promote events we will enable you to get your message to the right people. Our portfolio is wide ranging including; Education, Health, Automotive, Entertainment, Transport, Electronics and Media just to name a few sectors.



# Company Branding



## Brand Management

An effective brand is much more than just a logo and colour scheme. Our creative team will work closely with you to create your companies visual identity to reflect the core values and ethos of your business to your clients. We will help deliver your brand into your companies market sectors assuring you of a personal service at all stages of the process.

## Design

With a vast amount of industry know how you can be assured that our creative team will design your marketing collateral to reflect your unique business personality. We will work to communicate your key messages across all media's both online and offline helping you to develop a successful brand.

## Implementation

Once created our team will launch your brand across a variety of your chosen media's. From your companies website to social media, through to your print, signage, vehicles, work wear and merchandising. With all elements created and manufactured in house we are in a very unique position as we have total control of your brand style, colours, fonts and messaging.



# Creative Design

## Branding

An effective brand is much more than just a logo and colour scheme. Our creative team will work closely with you and your marketing team to create your companies visual identity to reflect the core values and ethos of your business to your clients.

## Design

Being creative is in our DNA with over 20 years experience working on a vast range of creative projects from branding, direct mail, company brochures, websites, add campaigns, exhibitions etc. Using the latest Adobe creative suite including; InDesign, Photoshop, Illustrator, Lightroom, Premiere Pro. Our team will deliver your creative vision with endless enthusiasm and passion.

## Implementation

Once created we will launch your brand across a variety of your chosen media's. From your companies online presence to include; website, social media and email marketing through to your companies offline media's in print, signage, vehicle graphics, exhibitions, work wear and merchandising.



# Website Design



## Planning

Each project starts with a free in depth consultation to help us to get to know your brand, your team and your key objectives. We will guide you through the whole process, from design to content creation and implementation to migrating to live status and even search engine optimisation and PPC campaigns.

## Production

All of our websites are optimised to display perfectly on desktop, tablet or smart phones and can be integrated with online booking systems, web portals and in house intranets.

## Training

Our clients will receive two hours free website update training to allow them to easily manage in-house daily/weekly updates via the content management system. The training will cover website security, website updates and tips on keeping your website up to date, all aimed at allowing you to get the maximum return from your investment.

## Launch

Upon Approval of the website design we will migrate the website to live status usually within forty eight hours. Hosting, emails, website links and Google Analytics can also be set up at this time.



# Social Media & Email Marketing



## Communication

In the digital age communication takes many forms, with the Web, YouTube, Facebook, Twitter and Instagram all taking the lead in getting your brand noticed. At Design Office we offer a unique range of fully inclusive social media packages to suit every marketing budget.

## Creation

After consultation and creation of your key objectives and targets our team will create your imagery, messaging, adverts, posts etc and deliver these via the chosen platform. The posts can be scheduled at any time and any frequency, daily, weekly or monthly are typically the norm. Update reports are delivered and discussed allowing you to review your return on investment.

## Integration

Creating a seamless campaign is critical to success, through a designed call to action we can drive your readers back to a unique URL and web page specifically designed to engage the visitor solely on your promotion. The visitor numbers can be tracked via Google Analytics allowing us to create monthly reports for discussion.



# App Design



## Design

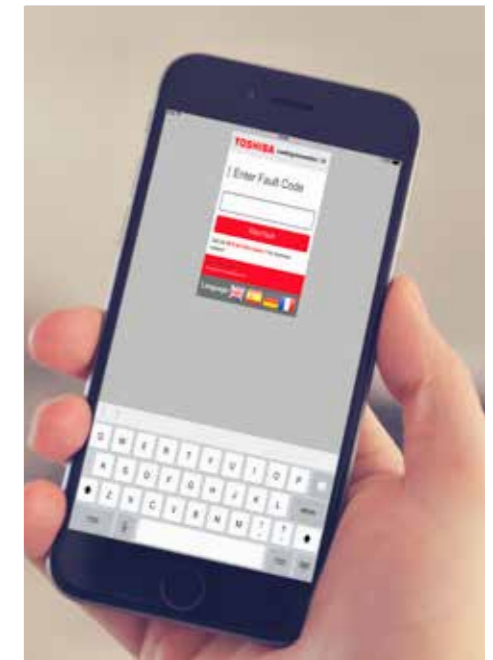
Mobile Apps can be designed and configured to meet your bespoke requirements, ease of access is a key part of the development stage delivering the most relevant information via a designed icon driven system to your visitor thus ensuring a seamless and intuitive experience.

## Configuration

Your Mobile App will be configured to push out notifications to users whenever you desire, you can promote your latest products, services, special offers, opening times etc. The App can also deliver reminders and upcoming events or important deadlines.

## Compatibility

We will develop and test your application to ensure it works perfectly across Android and IOS devices. Your mobile App can also be published via the App Store and Google Play Store to allow your visitors to download to their chosen device.



# Digital Brochures



## Design

Our unique position and skill sets allow us to merge your online and offline media's into a interactive HD ready digital brochure, allowing the visitor an appealing insight into your products and services all at the click of a button.

## New Versions

Uniquely you can have your digital brochure's updated at any time without worrying about any unnecessary and expensive reprints. This allows you to keep your clients up to date in a cost effective manner at all times.

## Publication

Once updated our team will supply the finished brochure in a format ready to embed into your online marketing. It will then be ready to be viewed on your smartphone, tablet or desktop. We can also supply ready for you to present in your companies reception via a TV presentation to further engage visitors to your company.





# Video Production

## Planning

Starting with a free on site consultation we will work with you to create a detailed storyboard laying out exactly how your new video will be structured. We will advise you on the best locations, key messages, activities and how to structure the narrative. We will look to plan the filming around your schedule to minimise any disruption to your companies day to day activities.

## Editing

Once filming has been completed we will look to edit and then combine the footage taken with fully licensed music, plus any agreed digital animation to create your engaging video ensuring we deliver your companies unique personality, products and services.

## Publishing

After completion we will supply the finished video in your choice of formats, optimised for publishing on your website and any social media platforms. Our experienced team will ensure the highest quality utilising the latest filtering and grading techniques. We will also spend time with your team advising on how to best publicise your video to maximise audience reach.



# Digital Photography

## Consultation

Before any assignment is undertaken we carry out a free consultation and site visit that allows our team to understand your individual requirements. During these discussions we will look to identify any key features, products and services that will showcase your business, from there we will then look to capture those perfect images.

## Photoshoot

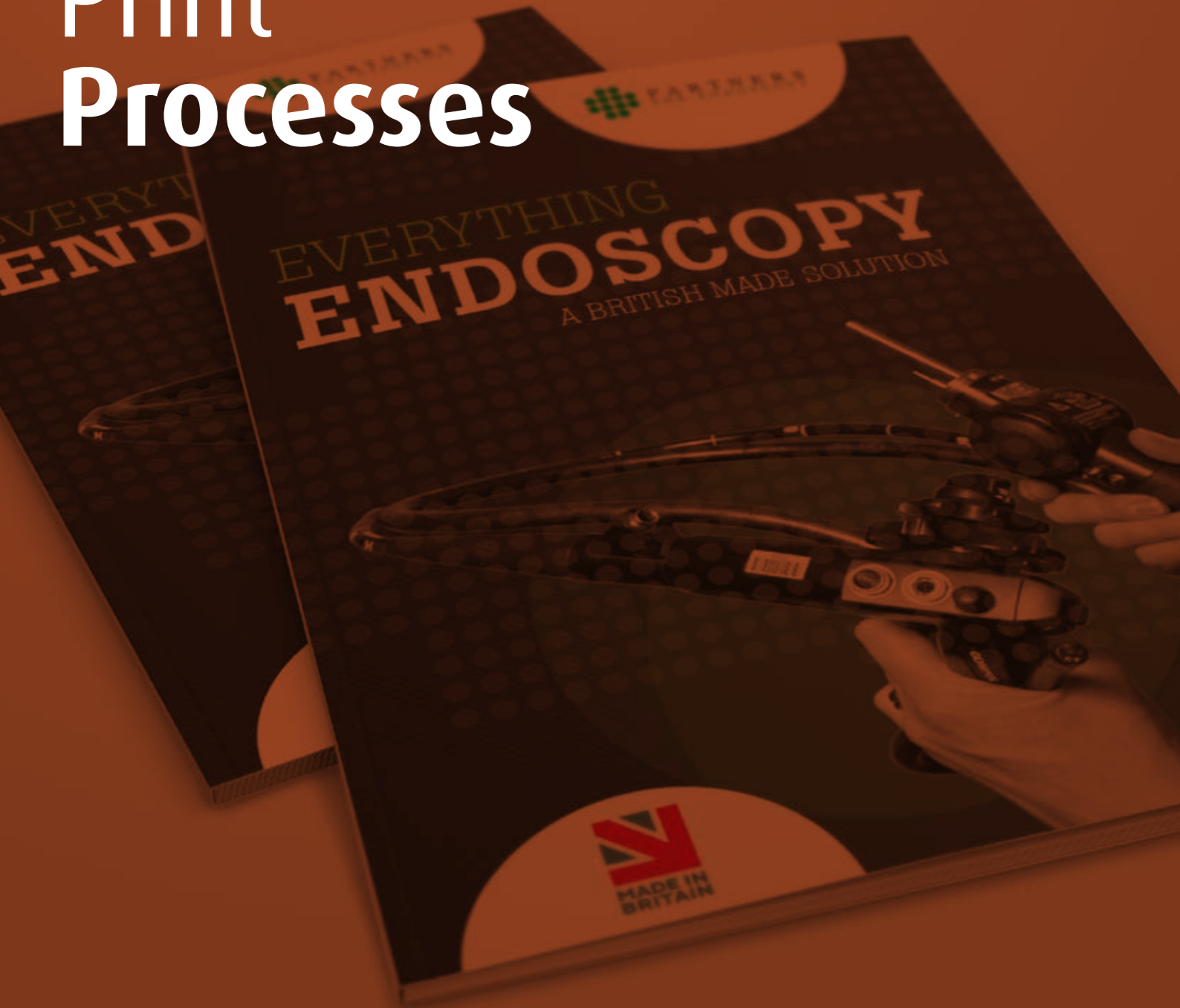
Creatively our team will look to capture your companies specific specialism's from product photography to corporate events and publicity shots. Utilising the latest in digital technology all of our images will be delivered at the highest quality possible making them suitable for use even on the grandest scale.

## Post Processing

Once the photoshoot is complete we will professionally edit your images selecting the most suitable for your project. After the selection process has been completed we will supply your images in the required format for use in your marketing. All selected images will then be sent to you via file transfer.



# Print Processes



## Printed

With a team of in-house graphic designers we are able to create the perfect design that can then be passed onto our in house print production team. Our print facility includes full colour lithographic print for ultra high quality, digital print for those shorter on demand print runs and large format print for those supersize projects.

## Substrates

With three different print processes available we can print onto almost any substrate, from letterhead laser paper to brochure board with silk, gloss and matt finishes. For outdoor and exhibition displays we also print onto polyester and PVC which is perfect for very vibrant large scale graphics. We also supply a wide range of colour swatches to allow you to choose the perfect material for any of your print requirements.

## Thickness

With such a broad range of substrates comes an infinite range of thicknesses. From the very finest papers at 70gsm up to 3mm Di-bond and even 10mm Foamex boards. All can be printed, cut to size and finished in house.



# Display & Exhibitions



## Concept

With many years of experience in delivering successful modular stands and exhibition displays our team will guide you through the process. Understanding your key objectives for exhibiting is critical to delivering a successful event. We will create initial scamps, concepts and ideas to help you map out how we will deliver your key messages, products and services to your target audience.

## Manufacture

Our modular stands come in a wide range of materials and configurations to fit any event, from the smallest shell schemes right through to fully constructed modular exhibition stands to fit any floor plan both for internal and external use.

## Fitting

We offer a bespoke fitting service for our modular exhibition stands. This includes pre show build and configuration in our premises, to allow you to fully road test your stand prior to the event. Our team will deliver and build your stand at your chosen location and upon request arrive to dismantle once the event is completed.



# Interior & Exterior Signage

## Design & Promotion

Creating eye catching large format graphics and signs is a cost effective way of promoting your brand. From the initial design phase to the print, manufacture and fitting we will take care of the whole process assuring you of the highest level of service and quality, not to mention meeting those important deadlines.

## Sign Styles

We offer a bespoke range of signage, from Foamex sign boards to the more rigid 3mm Di-bond signs and ultimately to the high impact raised fret cut letters, tray signs, illuminated signs and totem signs. However if you have a specific type of sign in mind we will be sure to meet your required specifications.

## Fitting

With an in house fitting team you can be assured that all elements of this vital stage are carried out professionally by our PASMA qualified fitters. Our team will deliver on any agreed deadlines without the need for any costly outsourcing, thus guaranteeing all stages of your project are managed professionally by our team.



# Vehicle Livery



## Design

Being creative with Vehicle graphics is vital if you want to stand out from the crowd, with over twenty years design experience you can be sure that your companies brand and key selling messages will be delivered, in a colourful, vibrant, concise and legible manner.

## Printing

Our in house print production team will deliver perfectly printed graphics across all media's. These can then be fitted to motorbikes, cars, vans, mini buses, lorries etc. All graphics will be printed onto guaranteed media's that carry extensive warranties for colour fastness and durability.

## Wrapping and Fitting

At Design Office we use a broad range of media's for use across a vast range of vehicle types, from simple cut vinyls to high end vehicle wrapping media's in bespoke colours and finishes. Our highly skilled team of fitters will be on hand to apply your graphics at our premises in Crewe or at your chosen location.





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