

Logo designed in 1980s. Needs to be redesigned!

The industry/business the client works in is important. It will influence the choice of typeface/s, ink colours and even paper and finishes.

Long established company, expert knowledge, traditional values - these have to be taken into consideration in the final design.

This particular brochure is aimed at a knowledgeable sector. It means that more technical information can be used. They will be wanting to work with experienced, knowledgeable companies.

Top level audience - high spending - probably large budgets - this information will influence our choice of papers and finishes.

We automatically check the text for spelling and grammar. Sometimes we can suggest changes to make text more readable or understandable.

In a high profile document such as this it is imperative that the photos are of a high standard. We will check these for resolution and also for suitability and interest. If we feel they could be better we will suggest arranging a photo shoot.

Hurrah! We can come up with lots of ideas - perhaps even just a subtle change of colour will make a difference.

As they are going to be mailed it means that they will need to fit an envelope. So we will design within these boundaries.

Design Brief

Project

Electrical contractors seeking rebranding

Client

Established in 1899 in Lambeth we are a wholesaler and manufacturer of electrical panels, motors and supplies. A third generation family business with expert industry and product knowledge. Our customers vary in range from amateur electricians and DIYers to large hotels, retail outlets, Docklands light railway, trade contractors and the Olympic site. We have traditional values of quality and service.

Type of Document

We would like a brochure to promote our services to the large civil engineers projects, using our experience of recent projects to gain growth in this area.

Target Audience

Director level, key decision makers, budget holders of civil engineering companies.

Input

We can supply all text and photographs.

Mechanics

A4 in size, our company colours are black and red. But we want something different to make us stand out and will require guidance for this.

Fulfilment

These will be mailed to a list of key prospects or delivered in person.

Quantity

500 Copies

Budget

£4 a piece including design

E&W
Electrical Engineers Ltd.

The quantity means that we can either print litho or digital. . .depending on the budget.

If we can have a guidance on the budget it helps us to suggest solutions that will be both practical and sensible and close to your desired price!