



portfoliodesign
consultancylimited

Corporate Brochure
2012



Overview

Portfolio Design Limited is a graphic and web design company based just outside Exeter, Devon, UK. We providing design services throughout the UK, and indeed worldwide.

With backgrounds in design, advertising and the publishing industries, our team is comprised of creative and technically skilled professionals who are experienced and passionate about what they do. This allows us to produce highly creative, eye catching graphic design: web sites; banner ads; company logos; corporate identities; brochures; newsletters; company stationery; advertising; exhibition displays; point-of-sale; and packaging — that will work for your business, not only at a price that you can afford, but also on time and on budget, thus lifting the weight of worry from your shoulders.

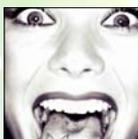
No job is either too big or too small — whatever your graphic design requirements we can offer you our expert advice and create an image for your company that stands out from the crowd.

Together with our straightforward, no-jargon approach, all our clients receive a refreshing, personal one-to-one graphic design service that we know is appreciated.

Biography

From moderate beginnings in 1991, Portfolio Design Limited has grown from strength to strength, cultivating a growing list of satisfied clients, many of whom we have worked with since the very beginning.

Our constantly growing client base includes, amongst others :
3Com · Xerox · Cumberland Pencils · Juniper Networks · Heinemann
Ginn · Pearsons · Acco · Cumberland Pencil Company · BP
Amway · Alias Wavefront · Seiko · Orange · Motorola · BPIF



Services

As a quality graphic and web design consultancy, we offer a wide range of services.

Working together with you, we formulate ideas and focus on the direction needed to ensure we deliver the best possible answer to your graphic design requirement. We have the ability to understand and interpret your brief, in a swift and expert manner. We are flexible enough to handle any size project with skill and professionalism, all to enhance your company profile.

As ever, in this highly competitive industry, we are well aware of the need to be cost effective. We pride ourselves on maintaining very tight deadlines, knowing that if missed, the consequences to you, and therefore us, would be unthinkable. Portfolio provides your finished items always on time and within the pre-agreed budget.

Our wide range of services includes:

Graphic Design Services

advertising · branding · corporate identity · direct mail
book design · logo design · company stationery · packaging design
corporate and promotional literature (multi-language) · powerpoint presentation · image retouching / manipulation · full artwork service
multimedia presentation.

Web Design

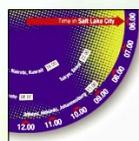
web site design and development · flash animation / interfaces
banner ads · site optimisation · web hosting.

Publishing

graphic design and project management of mainly children's books and literature, either educational or main stream.

Support Services

print management · photography · illustration · translation
promotional merchandise · project management.



Graphics

Advertising Design

Professional advertising of your company or your company products is essential. What may look like a 'simple idea' to someone is often anything but. Your advertising has to be good enough to both catch the attention of your target audience immediately and 'sell' your product or service to them. Training and experience in graphic design is needed to achieve this to promote your business successfully. From your brief, we will create a design, and place directly with the publication of choice.

Direct Mail Design

Direct mail is often thought of as the 'spam of the post'. However, it provides a snippet of information about your company to a vast audience. Even though the return on mailers is often small, if you do a mail drop of 10,000, and get a return of 5% (as we had with a mail shot we did for a blue chip client of ours recently), then that means you have a response from a potential 500 new clients. The design of your direct mail piece has substantial impact on its success. If your design does not immediately catch your recipient's attention and imagination, your direct mail will be binned.

Translation Requirements

In this ever shrinking world we live and work in, product literature or packaging often needs to be produced in the many various languages suitable for your market place. You may want your UK brochure to be produced and sent out to Europe, the Far East etc. We can get your text translated, checked and approved, then artworked and printed. We will then ship it to where ever you need in the world, all on budget and on schedule.



Packaging Design

Whatever the product, the packaging needs to work within the clients corporate style and marketplace. Depending on the product, it might also need to meet other standards, for example food products need to be packaged in food compliant material. You might require your product to be packed in recycled material. Whatever your individual requirements, we have 20 years experience in this side of the industry, so your packaging will be in safe hands.

Over the years we have provided packaging designs for a variety of clients. Their requirements range from ice cream cartons, pencil boxes, stapler boxes, various computer products, shampoo bottles, CD and DVD packaging. If your product is vying for shelf space in the retail market, you need to ensure that your clients see your product before that of your competitors. We can help you achieve this. We can design and have produced the most eye-catching piece of packaging printed on the most suitable stock. Alternatively, if your product needs to be boxed cheaply, then we can provide basic, plain artwork of just perhaps your company logo, product name and description, on a crisp clean box.



Corporate ID, Brochure and Promotional Literature Design

It is vital that your company is 'seen' by the world. If no one knows about you, what chance have you of trading successfully? Your corporate ID, brochure and promotional literature design is important to you. Not only for successfully communicating your particular product or service, but also for telling your potential customers and business partners a great deal about the value you place on quality, professionalism and on them as individual future partners or customers.

You want your company brochure and other promotional literature to be informative and increase your business. That's why you have it. You do not want it to send a negative message. Poor design can do exactly that. Also, your corporate literature must communicate its message clearly and concisely to prove a success. While this sounds obvious to many, in some cases this is ignored. Poor design is often used, serving only to obscure the message which is trying to be conveyed.

Promotional concepts can come in many different guises from point-of-sale to give-aways. For whichever format, your design needs impact to catch the attention of your targeted audience. Our corporate brochure and literature designs will help to ensure that your company is firmly in the public eye.



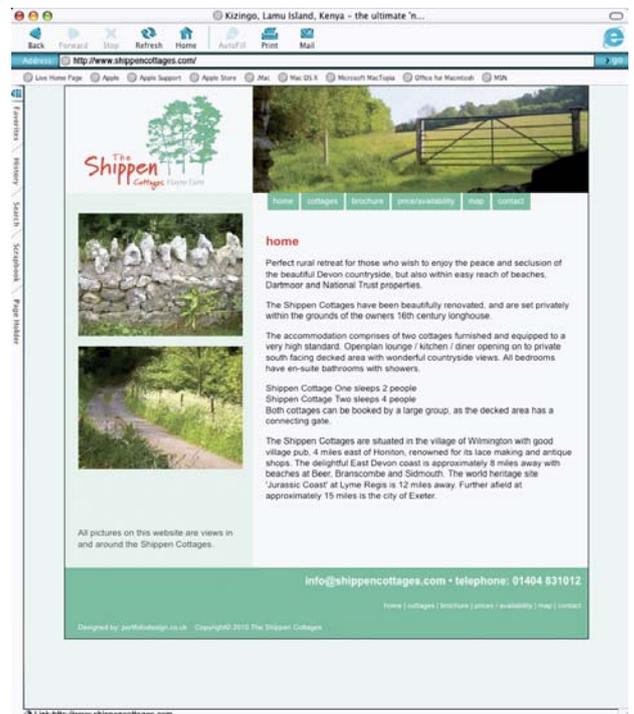
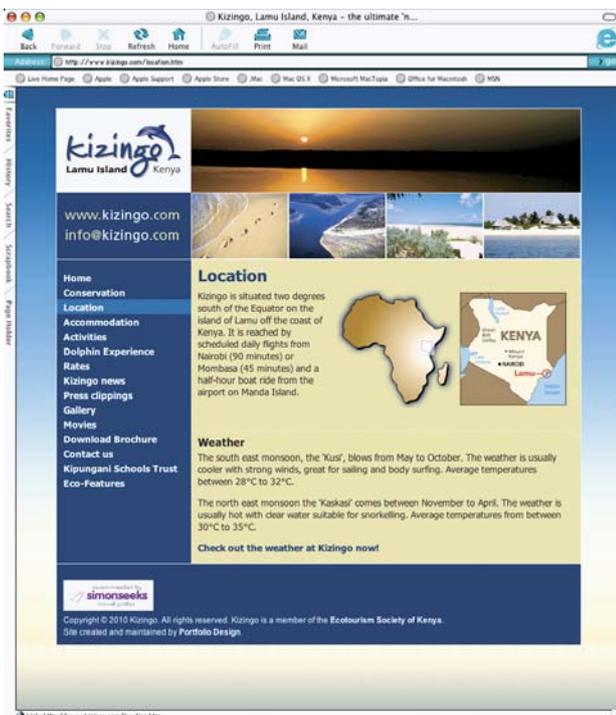
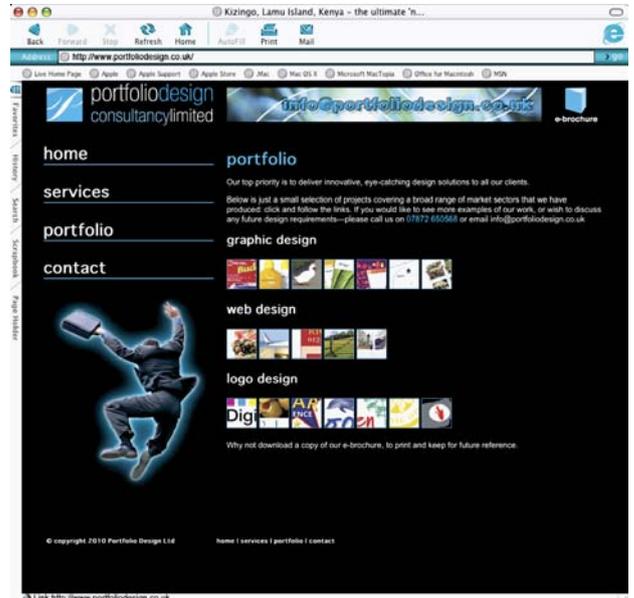
Web Design

From Low Cost Web Design to High Graphic, High Impact Sites

Technology has progressed at an alarming rate over the past decade. A presence on the world wide web is not only desirable but a necessity for any business.

From simple, affordable low cost web site design, consisting of just a few pages, to much more complex and sophisticated sites, with flash, movies and forms etc, we can take your company into the world wide marketplace with confidence.

Anyone can produce a web site, right? Well with software programs that are available now, that's correct to a point — surf the net and you can find so many sites that just don't work, visually and physically. However with our experience in the graphic design industry, not only can we produce a site for your company that works well but will also look good — giving you the edge over your competition.



Publishing Design

Children's Books and Educational Material

Portfolio have special expertise in the graphic design and project management of children's books and educational material.

Prior to the start of Portfolio Design, director Helen Hible spent four years in the educational publishing field, gaining valuable experience and knowledge of its specific requirements and needs. Since starting Portfolio, we have continued in the educational publishing area and have designed and produced a vast range of children's books, CD/DVD covers and literature.

We can manage the total project, from briefing by the editor, full graphic design and production of the book (or series), including researching, commissioning and over-seeing the illustrations, art directing any photography needed, as well as preparing for print.

Alternatively, you may just need the book cover or DVD cover designed and produced — no problem!



Support Services

Print Management

In addition to our graphic design capabilities, we at Portfolio provide a full print management service. We handle every facet of the print process, from advising on the paper stock, checking the proofs through to over-seeing the high-quality printed product.

Over the years, we have maintained very good working relationships with various printers. Printers tend to specialise in different aspects of the print industry, whether it is for full colour literature, print on demand, silk screen printing, embroidery for promotional clothing or sign printing. We can advise and provide several competitive quotes from the most suitable printers who we know will produce a quality product for you. We directly interface with them on your behalf, ensuring quality is maintained and deadlines are adhered to. We can also organise shipping to anywhere in the world.

Promotional Merchandise

We can provide you with corporate clothing, for example T-shirts with your logo on, baseball caps, pens etc. From sweets with you logo on, to eye-catching 'give aways' — the possibilities are endless!

Project Management

Portfolio provides a total project management service. So from initial briefing, we will commission and oversee the most suitable 3rd party contributors to your project. That might mean finding, briefing and overseeing illustrators, translation agents, photographers etc. We will closely monitor and act on your behalf to make sure all elements come together on time, and within budget.

Ring to discuss your requirements...

We look forward to your call.



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