

Brochure Portfolio: November 2009

www.bedadesign.com

BĒDAdesign

What we do

Welcome to our November 2009 digital brochure portfolio. This portfolio is intended to give you a brief glimpse of the kind of literature we have produced over the years and an insight into our design philosophy.

In simple terms, we have two fundamental principles we try to stick to at all times: A picture is worth a thousand words and Less is more.

In our experience (and we've been doing this for over 30 years) effective design requires arresting, meaningful graphics and images accompanied by concise, meaningful text, well written and relevant.

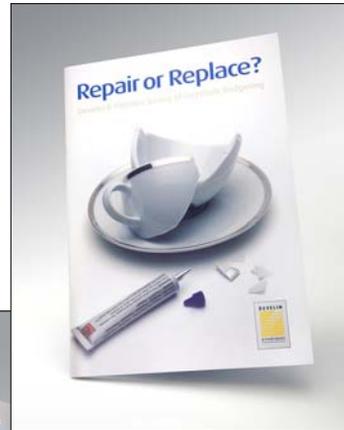
You won't find us trying to impose our style on your brand or attempting to win a design award at your expense. We're in business to promote your brand, that's how we measure success.

If you want more detailed information about BEDA Design, please visit our website at www.bedadesign.com, or contact us direct on 0845 260 6641.



Management Consultancy

Devising ways of illustrating difficult business concepts to aid understanding and attract and maintain interest.



Venture Capital

Selling expertise is always difficult, but particularly so when establishing business credentials is a major part of the brief.

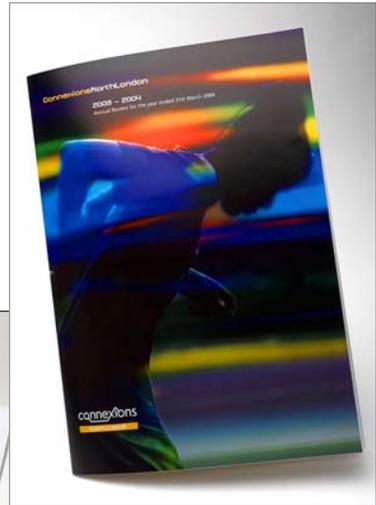
It usually comes down to getting the message across in a decisive and unambiguous manner.



Connexions

Annual Reports are a statutory requirement, but companies often take the opportunity to provide stakeholders with more than the basic financial snapshot required.

A fundamental principle of sound brand management is that no communication should be released without imparting a consistent set of brand values.



Working with existing housestyles

All brand development is exactly that, a continuing process of development to keep pace with changing market conditions.

The design task is to reconcile this with the need to maintain brand heritage and consistency.



Investment banking

Financial services are notoriously difficult to promote in a meaningful way. The need to convey hard facts, credibility and authenticity can easily conflict with the desire to make the documents exciting to look at and easy to assimilate.



Quality feel

Even in the age of the internet, it's still hard to beat the sheer quality feel of a well designed, well printed brochure. It's also the only way to guarantee that your message is presented in a manner you can control.

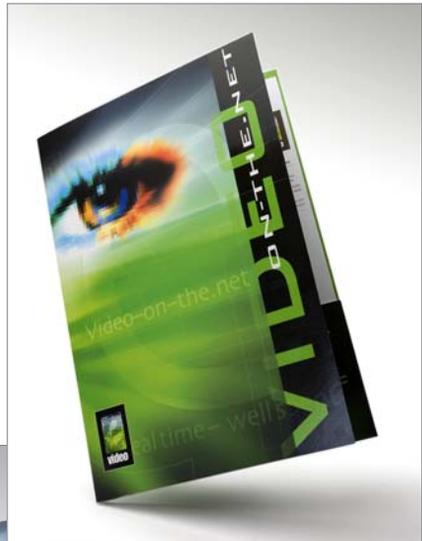
Asking potential customers to download PDFs from a website is a poor substitute for a well presented brochure, and inevitably raises questions about commitment to the brand.



The promise of IT...

We believe that all good communication design should speak directly to the customer's needs and aspirations.

If you have to give the sales literature to your IT department for a translation, it has failed.



The power of the printed word

The power of the printed word hasn't really diminished over the years. If anything, the growth of the internet has increased our reliance upon written information, if reducing our trust at the same time.

Whether the words are in your brochure or on your website, they represent the first step in the confidence building process necessary to convert readers into customers.



Anti terrorism

Even international security companies need brochures. The briefs come with more than the usual restrictions (obviously) but the need for clarity, communication and impact doesn't change.

The challenge comes in correct market positioning and explaining the proposition without compromising security.



Why us?

There is no substitute for genuine creative thinking, incisive analysis of the problem and the talent and experience necessary to create solutions that work.

We know how to do all this without cutting creative corners. We work with our clients to ensure maximum cost-effectiveness from their promotional budgets.

If you need to cut your creative costs without compromising quality, or simply get a better design service for your money, in print or online, we can help.

Are we expensive?

No, not really. Our costs are normally agreed in advance and particularly reasonable when you consider the added value we can provide. All our designers and programmers are fully qualified, highly computer literate (and literate!) and very experienced in the production of promotional material, online or in print.

If you ask us to handle your brand, you won't need to look anywhere else. Because our pedigree is firmly rooted in creative design for print and the web, we understand the fundamentals of good communication and have plenty of experience of putting them into practice.

What?

Brand strategy and corporate identity

- Brand evaluation
- Brand architecture systems
- Brand positioning
- Identity design and implementation
- Brand management systems
- Internal communications strategies

Interactive

- E-brand strategy and web services
- Website design and development
- Full hosting, maintenance and ecommerce

Stakeholder communications

- Annual and summary reports – in print and online
- Investor communications
- Flotation materials – print and online
- Corporate websites

What else?

Marketing communications

Advertising and promotional campaigns

Copywriting

Photography

Media planning and buying

Literature

Corporate and marketing literature

Product literature

Information design

Document and form design

Corporate signage systems

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www.beda.co.uk