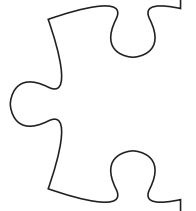
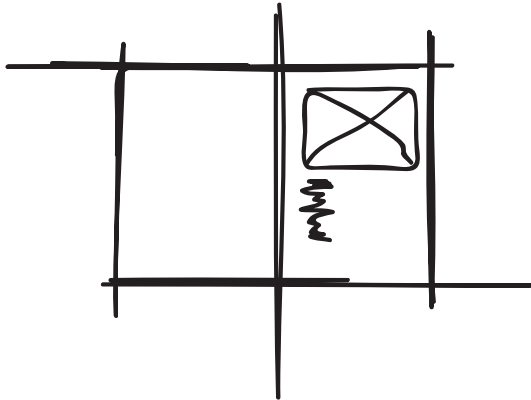


**ANTHONY
COLLINS
CREATIVE**



**FITTING
THE JIGSAW
TOGETHER**

**YOUR STEP-BY-STEP
GUIDE TO GETTING
THE DESIGN YOU NEED**



DESIGNING A BROCHURE

Do you want that cutting edge brochure to put you above your competitors?
Follow this guide to give you some pointers:

Step 1: the brief

Tell us as much as you can about your ideas, what you want your brochure to do for you and roughly your budget. Also, let us know when you need it by. The more accurately we can understand your requirements, the better the final result. Simple.

Step 2: concepts

We then produce a rough to show you, to make sure we are all singing from the same hymn sheet. At this stage, we can adapt your thoughts and incorporate any changes.

Step 3: copywriting

The written message is key. Have a think about what you want to say to your audience, or let us do it all for you. We have access to a team of experienced writers, from journalists to copywriters, who can to help you.

Step 4: preparing the artwork

Now we put the gloss on the brochure by putting all the bits together. Photographs, corporate graphics and your copy will be assembled together. You will then get a proof to sign off before we go to print. Easy really...

Step 5: printing

Do you use a current printer you are happy with? We can liaise with them and do all the running for you, so you can sit back and relax. If not, let us cost the job for you free of charge. We send lots of things to print from here and probably get jobs done cheaper. We can even go to the printers to press pass if you wish.

Step 6: delivery

Your new brochures delivered to wherever you need them.





DESIGNING A LOGO

Is your logo in need of a makeover? Let us be your Trinny and Susannah. This is how we do it:

Step 1: the brief

We need to get inside your head, in a polite way of course. Tell us everything about your company, what service you provide and where you would like to be. Also, tell us if you are a lover of all things modern or like a more traditional look and we will get the right feel for your logo.

Step 2: agreeing a design

Based on this knowledge, we will produce a few designs that we think you will like. Over a skinny frappacino, we will decide together which direction to take.

Step 3: developing the design

Where is your logo being used? Tell us where you envisage it going, for example, on letterheads, cards, website, vans, pens, air balloons, you name it. We will then make sure the design works across your range of media.

Step 4: artwork preparation

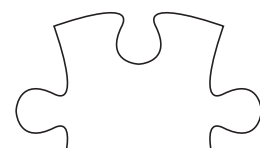
Now, with your go ahead, we finalise the logo and prepare artwork for each kind of use.

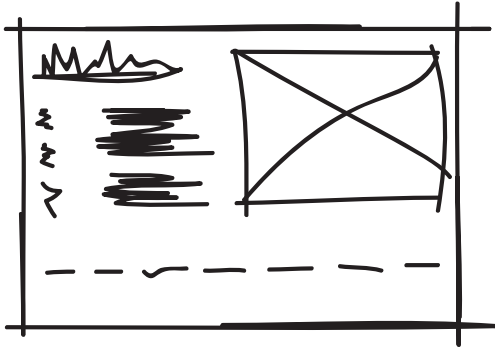
Step 5: application

We now apply your new logo on whatever you need it on. An obvious start is a letterhead, compliment slip and business cards. Why not get us to design an e-shot email for you to mail to your clients to let them know your logo has changed?

Step 6: corporate guidelines

A popular and very useful guide with organisations is to incorporate a brand manual. If for whatever reason you chose to not use us for a design project, send them your brand guidelines so that the continuity between designs is kept tight. This could be a simple set of rules, through to a full manual, printed or presented as an internet site.





DESIGNING A WEBSITE

Everyone these days should have their own website. It's normally the first port of call for potential clients so the look is key. This is how we can help you fulfill the site of your dreams:

Step 1: the brief

Tell us how much information you have to say and we will come up with a plan for your website, from a simple holding home page, to a fully interactive site. Also, have an idea on how much you want to spend.

Step 2: agreeing the design

We will come up with a few ideas based on what look and feel you want. We can incorporate existing branding you may have or come up with a whole new look.

Step 3: the plan

After some feedback, we will work on the site, implementing all your requirements. We need to think about buying a domain name for your site (i.e. joebloggs.com / joebloggs.co.uk) and look to have email content on here too. This can be easily forwarded to your normal email account.

Step 4: copywriting

The written message is key. Have a think about what you want to say to your audience, or let us do it all for you. We have a team of experienced writers to help you. It is very important to address your clients with the correct 'tone of voice'.

Step 5: production and marketing

Putting the nuts and bolts together. We will put your approved copy and pictures together, as well as adding links and interactivity. If we need something clever like flash animation, we will incorporate it now. Your site will also need to live somewhere. Let us host and maintain it for you so you never need worry about a thing. We will also register your site with search engines to optimise your websites performance. Let's get out there...

