



**LOOKING FOR INSPIRATION**

DESIGNBYARTLINES

# Everything

a client needs in the development of a brand or concept on a global or local scale, from discussion through to the concept and actual design. Artlines strives for excellence.

A comprehensive range of services all of which can be tailored to specific client requirements. These services include: graphic design, website design, advertising and print.



First and foremost, **graphic design** is about effective communication. Our initial task is to understand the nature of your business and the market position you wish to develop or achieve.

Our experience covers many areas of design, from creative images through to corporate communications, advertising and sales promotion, across a wide range of market sectors.

It is a common mistake for designers to produce ideas for literature which are either impractical or not cost-effective to print. Our experience of print management enables us to anticipate these problems and control the design process accordingly.

Commercial web sites are now viewed by over 450 million people. **Web design** is a proven and established practice in effectively serving this audience. Expert web design focuses on the users online experience and information transfer.

We can provide online strategies, design, email set up, feedback and online forms, programming, authoring, artwork, animation and database driven sites.

All these services delivered by a highly experienced design team who have the client's needs as their first priority.

**Advertising** can be a very accessible and persuasive marketing tool in business today. However, a good advert isn't just attractive images, colours combined with a clever message. It needs to be based on sound strategic thinking. It should be built on an in-depth knowledge of the needs and aspirations of the customer, and it should convey the product's /organisation's core requirements in a clear and memorable way.

Good design really connects with the prospective audience. It communicates very quickly and simply what the value of the product/event is to that customer.



'A detailed brief must be developed with a designer, to help form a common understanding of objectives throughout a project...'

### Business Objectives

These are the goals of the project – what do you want to achieve? These should be specific, measurable, achievable, realistic and time-related.

### Background

What is the history and current standing of the market/product/service? Who/what is the competition? What is your market? Who is/are the target audience/s?

### Project Specifics

Include all technical requirements, manufacturing and distribution details, and environmental issues. Are there any constraints to consider?

All these considerations will help us as designers produce the most effective product for your business.

[www.artlines.co.uk](http://www.artlines.co.uk)

A MEMBER OF



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