

designbull are a small, boutique graphic design agency with big horns of creativity. Based in Bath, UK, we offer services dealing primarily with brand development in the form of logo identity, print, and web design; advertising; as well as multimedia production and art direction to individuals and other organisations.

designbull
 8 Belmont, Bath,
 BA1 5DZ.
 T: 01225 44 25 66
 M: 07775 75 18 94
 www.designbull.co.uk

Andy Fuller
 andy@designbull.co.uk

Secil Fuller
 secil@designbull.co.uk

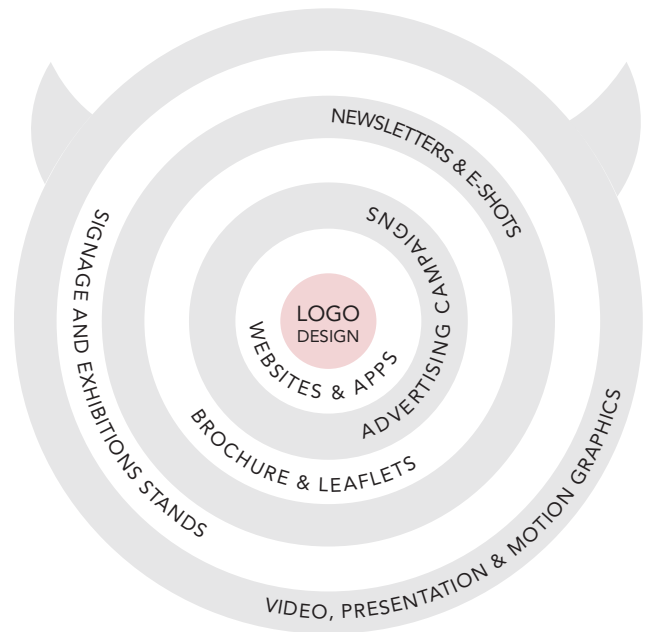


Our approach & services

We love building brands

Every organisation, from the sole trader, charity and large enterprise, know who they are, what they offer and how they can present their communications. So whether we're designing a catalogue, a one off advertisement or a full brand identity programme, our philosophy is exactly the same.

We know that every piece of communication from your logo, website, advertising and brochures has the potential to boost or weaken your brand, and because of this we always work to ensure our clients' communications are big, powerful, unique and consistent to their 'brand voice'.



CREATIVE SERVICES WE PROVIDE:

Branding

- Logo Identity
- Typography Design
- Company/Brand Naming
- Creative Strategy
- Brand Guidelines
- Branded Templates
- Brand Management
- Start-up Packages

Graphic Design

- Print Design
- Brochure Design
- Catalogue Design
- Design & Art Direction
- Signage & Exhibition
- Advertising Campaigns
- Internal Communications
- Print Buying
- Uniforms
- Photography
- Illustration
- Copywriting

Digital Marketing

- Responsive Website Design
- Content Management Systems (Wordpress)
- Search Optimisation (SEO)
- Social Media
- Video for websites
- Email Newsletters
- PowerPoint & Prezi Presentation design
- iPad Sales Presentations
- Video Production
- Motion Graphics
- Advertising for websites
- Mobile & Web Apps

Further on, we have showcased some of our most recent and successful work. For further information please visit our website: www.designbull.co.uk

Our process

Build your brand each step of the way

All our design projects go through a simple, effective process of three stages. We will keep you updated on each stage and what to expect from us.



Discover

Sit down with us, help us to understand your business & we'll help make sure your business brand works smarter not harder.



Design

We'll create all the effective marketing materials your business brand needs in today's fast-paced world, from a logo, website and advertising.



Develop

We work alongside you to help your business grow; always on hand to offer advice and help your future brands success – online and in print.

Our process to start

Proposal

We'll send over a detailed proposal based on our discussions and details provided. It will show breakdown costs and timings.

Invoice

Once you've confirmed the proposal and signed, we'll produce an invoice based on this with breakdowns as per the proposal.

Work begins...

The invoice sent and deposit paid, we're now booked in and on track to creating a new design project with us!

Our process

Your creative journey starts here...

Let's assume you are starting at square one and need complete branding and web design services. To give you an idea of our process, here's what to expect...

Logo Design

When it comes to branding, the logo is often the most important piece to your entire brand next to maybe the name. The logo will identify and represent your brand across various media. Upon gathering client input through our Logo Design Worksheet, we'll start on the designs. Logo options will be presented, each of which will be adaptable for print, online, and large-format signage. The options will undergo revisions and be narrowed down in consultation with the client until it has reached a point with which the client is absolutely satisfied. Once we've completed your chosen unique logo identity, it will be prepared and saved into all the required standard file formats: jpg, png, svg, pdf, tif and eps files. Plus any additional file types you request. Then packaged up into a logopack.

Brand Guidelines

The brand identity guidelines often flows organically from the logo design and consists of design elements such as decorative graphics, icons, a colour palette, typography, business card design, letterhead design, powerpoint and reporting templates as well as social media design assets. The client is responsible to provide textual or graphical requirements to guide the creation of this system, which will culminate in an addendum to the brand assets package and, if necessary, a brand guidelines document, intended to inform proper use of the brand and be widely shared with all staff/stakeholders.

Responsive Web Design

Your website is designed in adherence to the newly developed brand and with a mind to your most pressing marketing and end-user objectives. Our recommendation is almost always to create a design that works and looks well on desktop as well as mobile devices - both retina and responsive. We love the evolution of the web and we want your site to look its very best at every turn. Let us help you apply our years of expertise and depth of valuable research to your project and create a modern website that offers your audience the best user experience.

Prices & Contracts

Prices

The cost of creative services depends on the amount of business: If our schedules are fairly open, we may be able to offer deep discounts. If we are booked up, it will cost more to get to the front of the line. It's best to tell us what you need and how much you are hoping to spend. We are able to accommodate almost any budget and can get creative with payment schedules in order to give you the best product and service upfront.

Design Packages

We currently offer two Design Packages created specifically for the growing start-up, professional consultant, sole-trader or small business.

Logo Identity Package

- Your unique logo saved as: eps, jpg, png, pdf, tif and tif files.
- Bespoke icon for web & social media (Twitter, Facebook, etc.).
- Bespoke, one-page logo design guidelines.
- A business card design (double-sided).
- A Word template letterhead doc.
- Ongoing support & design advice.

For every £100 a business spends on design, turnover increases by £225.

THE DESIGN COUNCIL

Responsive Website Package

- Help setting up or redirecting your domain name for your website.
- WordPress and Responsive theme installation
- Google Analytics installation.
- Source royalty-free stock photography.
- Your existing copy uploaded and formatted appropriately.
- Setup of a custom contact form.
- Install a Pop-up appointment box.
- Social share button installations.
- Install a selection of tried and tested WordPress plugins.
- Security plugin and back-ups.
- Site speed optimisation.
- Responsive WordPress site design.
- Ongoing support & advice.

To find out more details and enquire do contact us:

designbull.co.uk/packages

FAQ's

How much will this cost?

We will do what we can to make sure that you get everything you need within the budget you have. But, as with every other product and service, you get what you pay for. You can't get a Porche for the price of a Mini. If you find a place where you can, do let us know!

Do you charge for design amendments?

Our goal is to give you exactly what you need as far as look, feel, and function. Normally up to and including three amendments or changes are built into all of our pricing and we would only consider applying fees for an amendment if there is a drastic change that interrupts or redirects the process.

Will I have to come back for every little change to my website?

No. All our sites are built with Wordpress, a Content Management System (CMS) that allows you to easily modify and control the content on your site.

Can you look at my site and tell me what I need to do?

We do offer consultation services but we'd much rather help you take action to remedy the issues you see with your brand or your website.

I know someone who will design a logo for a lot less.

There are lots of talented people out there with access to design software, but we do this full-time and truly believe that you get what you pay for. Our price reflects our experience and abilities. You can be sure that our design process won't stop until you are 100% completely satisfied and you will receive everything you need to bring your brand to life in print, on the web, or anywhere else. We take pride in the digital assets we provide and hope that you'll see the value in our service and our end products. A brand identity is something you do once every few years, if that. It should be something that you are proud to show people. You want something that looks valuable and conveys your service or offering as professional, not something that people see and know is worth next to nothing.

But what about the designers on sites like 99designs?

You might want to take the time to watch this informative video on the topic of "spec work," which is what these design contest sites ask designers to engage in: <http://youtu.be/DsstOs-K7gk>. Quite simply, these sites don't necessarily offer the best quality work and it certainly isn't done through a one-on-one collaborative, consultative process the way we work. Think about the biggest competitor in your field; we can almost guarantee that their brand is not the product of a contest-based design website.

FAQ's

Why the deposit and final payment schedule?

I tend to seek full payment up front due to the fragile and precarious nature of releasing unique logo identities, designs and websites prior to being paid. It also demonstrate a commitment to the project equal to our commitment of time and effort to get the process started. Rare as it may be, people sometimes change their minds and decide not to continue with a project or to go in a different direction.

Will you consider trading work?

We rarely do, but do ask and make us an offer we can't refuse. Keep in mind that trading services for potential referrals isn't a sustainable business practice. We think our great work will speak for itself and you will want to refer us as a result.

I want to keep it secret. Will you sign an NDA?

Any non-disclosure or non-solicitation agreement will require an additional fee to be applied to the project. The reason for this is that we often use past work and experience to acquire new business so not being able to refer to it can actually negatively affect sales and we need to recoup that cost. You may want to reconsider whether you need non-disclosure at all; Silencing some of the buzz around your business can actually take away from organic traffic and promotion of your brand.

Recent successful projects



ANNUAL REVIEWS

Client

TreeAid

Project

Annual Reviews, banners & leaflets

Involvement

Working with Bristol-based charity, TreeAid required an update to their campaign materials, leaflets and Annual Review. Before I came in to work with them, it was mainly created in-house. I helped to update their brand designs and created the Annual Review that became a successful promotional piece, increasing awareness with their new and existing donors.

www.treeaid.org.uk



A TRANSFORMATIONAL YEAR

During 2011/12 we supported more people than ever before, helping them break free from a devastating cycle of drought, dependency and famine. This was made possible by raising over £2 million in income, 51% higher than last year. We also exceeded our goal of 1 million trees planted, protected and producing in Africa as part of our campaign to start a TREE REVOLUTION. These are outstanding achievements in a tough economic climate, testament to the generosity and loyalty of our supporters which has enabled us to transform the futures for so many African families.

This year, helping us plant trees meant we could continue to **transform land** – the very presence of trees turning dry, sandy soil into rich, fertile earth where crops and wildlife flourish and land is better protected from the ravages of drought (page 4). Helping us support poor communities **transform access** to the trees they rely on for survival saw many secure the right to manage the forests and trees around their communities. This provides the much needed incentive to keep trees standing, knowing they will benefit for the long term (page 4).

You also helped us continue to **transform livelihoods**, providing communities with the knowledge to invest in their trees and set up small businesses that last. This means more money to cover basic family needs such as shelter, medicine and schooling – and a further financial safety net against disaster (page 8).

And, as a food crisis spread across the Sahel this year, your response to our emergency appeal helped us **transform hunger** for even more communities through the provision of life-saving trees and increased awareness of the role foods from those trees can play in providing a vital, year-round source of nutrients. This is an exciting new area of work for us, seeing the introduction of our first tree food programme in the region – and expansion into Niger where severe food shortages mean 1 in 10 children are expected to die this year (page 10).

What this underlines the extent of the need for trees in the drylands of Africa.

the success of our work in places like Burkina Faso, Ghana and Mali shows that real and lasting change is possible. With your support we know we can continue to use trees to transform the future for many more poor people in Africa.

URGENT NEED
For the third time in a decade, drought across the Sahel region of Africa is threatening millions of people with hunger. A further 3.2 million people in Ethiopia remain vulnerable to malnutrition as they recover from what was reported last year as 'the worst famine in 60 years.'

These are the regions where TREE AID is working:

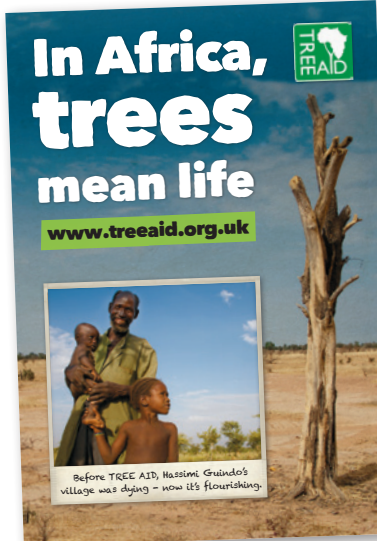
AFRICA
MALI 3.5m
ETHIOPIA 3.2m
GHANA 2.5m

Dr Philip Goodall
Chief Executive

Sophie Churchill OBE
Chair of Trustees

"TREE AID's approach to sustainable poverty alleviation, while improving the environment, works. There is great need for more of this work across the drylands of Africa, especially in the face of continued deforestation, persistent drought and devastating famine." DR. LAURENT SODOGO, MINISTER FOR AGRICULTURE, BURKINA FASO.

TREE AID ANNUAL REVIEW 2011/12 | 2



DIRECT MAIL LEAFLETS



ROLLER BANNERS



FUNDRAISING CAMPAIGNS



FUNDRAISING CAMPAIGNS

Recent successful projects



LEAFLET DESIGNS



PROMO WEBSITE DESIGNS



EXHIBITION DESIGNS



A5 16 PAGE NEWSLETTER DESIGNS



BAG GARDEN PACK DESIGNS

ADDITIONAL LOGO DESIGNS

Client

Send a Cow

Project

Brand maintenance, websites, marketing designs

Involvement

Working with Send a Cow since 2005 and helped grow the charity's awareness through their marketing designs over the years. From additional logo design to microsites to quarterly newsletters.

Result

Since working with Send a Cow since 2005 we've helped grow the charity's awareness through their various marketing channels over the years.

Client's response

"The quality of Designbull's work has been recognised more widely within Send a Cow, and our communications team have now used them for specific design briefs."

Vicky Woods, Fundraising Manager
Send a Cow

Recent successful projects

Tim Bennett AND ASSOCIATES



TOWN & COUNTRY
ESTATE AGENTS



WEBSITE DESIGNS

Client

Tim Bennett & Associates

Project

New brand identity, property website and collateral

Involvement

Tim Bennett is a Bath-based estate agent who is dedicated to, 'personal representation' of the seller whilst maintaining its 'duty of care' to all buyers. Designbull worked on the brand logo, website, press advertising and signage.

Result

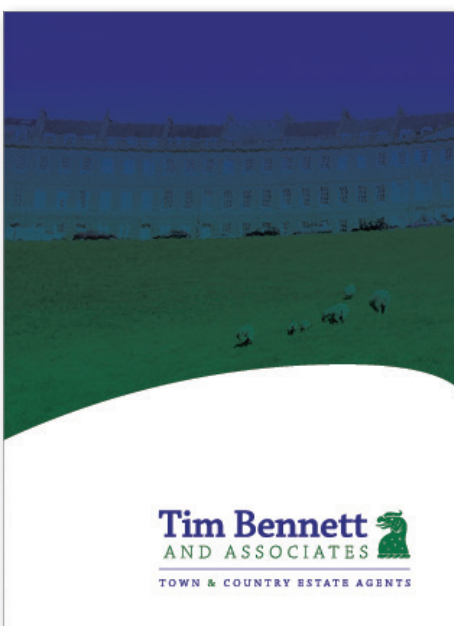
"As a new business his advice and expertise in designing and achieving the strongest possible brand for my firm was helpful, informative and concise. I have consulted and used him on subsequent projects and can confirm these high standards have been further developed to become what I regard as an essential working relationship for my business."

Client's response

"In a market place where a lot of people pretend to have knowledge, flair and ability, Andy Fuller at Designbull actually delivers. I wouldn't use anyone else!"

Tim Bennett, Director

www.timbennettandassociates.co.uk



STATIONERY & FOLDER DESIGNS



DOOR DROP DESIGNS



SIGNAGE
DESIGNS

Recent successful projects



LOGO DESIGN

Primary Logo & Identity Guidelines
Client: Watertight Marketing

designbull

Logo & usage

Logo
The logo consists of the 'bucket' and 'droplet' icon and the words 'Watertight Marketing'. These elements should always appear together in this instance, and only be split if space or production methods limit their use.

Safe area
The logo should always have an uncluttered clearance space around it in all our communications. We call this the 'safe area'. The minimum required Safe area is defined by the droplet width of the bucket icon (shown here with the white box and the transparent droplet graphic around the blue guidelines).

Black backgrounds
The logo has also been designed to work on black backgrounds in certain circumstances and sizes. For example, on cover pages or page headings.

Alternative logo versions

Font use
Filmtyp Kellog Font
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()-=+

The Filmtyp Kellog font is to be only used for short headings or sub headings and quotes.

Nexa font
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()-=+

The Nexa font is the tagline font and can be used for all text and headings to match the logo identity, if not available, the nearest font match is Verdana.

Colours

Red, Azure, Green, Yellow

Logo specifications

Minimum Logo Width
The minimum logo size with strapline that is readable for print is 20mm width and 120px width for screen.

Bucket icon
There is a bucket icon available which can be used for Twitter, Facebook, Flickr etc. and where relevant within a layout.

Website Favicon
Usually saved as a .ico at a standard size of 16px.

Don't abuse your logo
DON'T change icon position
DON'T stretch or distort

Client

Watertight Marketing

Project

Logo identity and website design

Involvement

Watertight Marketing is a book and marketing course aimed at small businesses and entrepreneurs created by the author, Bryony Thomas. She approached me to develop the brand and expand from the initial book sleeve design. She wanted a more approachable, softer design style that fitted with her course offerings.

This is currently work in progress, helping to develop the responsive website, logo identity, website, accredited logos and accompanying marketing materials.

watertight.webflow.com

FULL BRAND GUIDELINES



WEBSITE DESIGN

Recent successful projects



Alison McDougall
Managing Director

alison.mcdougall@relevant-risk.co.uk
M: 07785 506 220
twitter.com/relevantrisk
linkedin.com/in/relevantrisk

Relevant Risk Limited
1/F Prudential Building
11-19 Wine Street
Bristol BS1 2PH
T: 0117 973 7871
www.relevant-risk.co.uk

LOGO DESIGN



Client

Relevant Risk

Project

Rebrand and web design

Involvement

Working with Bristol-based marketing strategists Clear Thought Consulting, the branding design included developing the company name, strapline and logo identity. We also developed the look and feel for a content managed website; the brand guidelines; plus designing templates that were developed in Microsoft Word for in-house creation of presentations and case studies.

Result

Since the launch of Relevant Risk, Alison has received a very positive response from existing clients, partners and markets to their new brand identity.

Client's response

"The messaging that we developed has really hit the nail on the head with the people in my target audience, and I absolutely love the brand."

Alison McDougall, Relevant Risk

www.relevant-risk.co.uk



IMAGERY DESIGN

STATIONERY DESIGN

TEMPLATE REPORT DESIGN



WEBSITE DESIGN

Recent successful projects

LOGO GUIDELINES



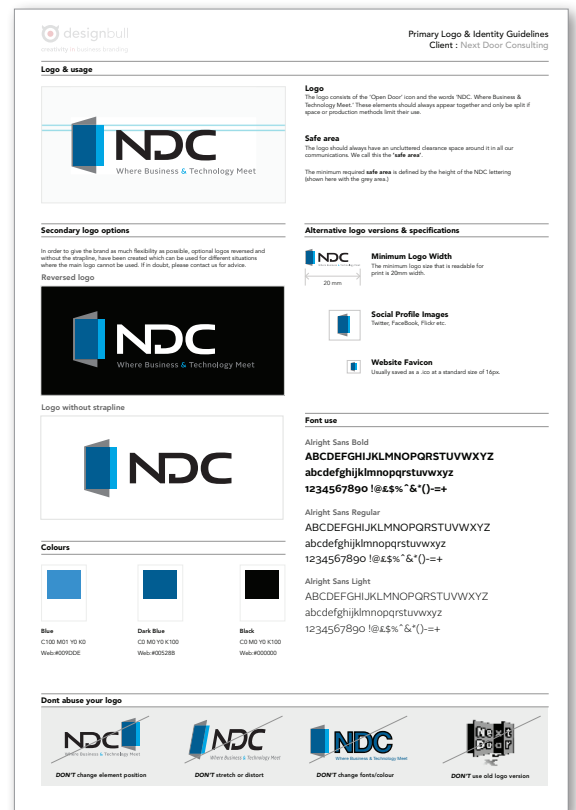
LOGO DESIGN



BUSINESS CARD DESIGN



RESPONSIVE WEBSITE DESIGNS



Client

NDC

Project

Rebrand consultancy business

Involvement

Created new corporate brand identity, design and development of a new responsive website, design and creation of corporate templates and business cards.

Result

Since the launch of the new brand in November 2012, NDC have received a very positive response from existing clients, partners and markets to their new brand identity.

Client's response

"We are delighted with the rebranding exercise carried out by Designbull. They have fully managed to capture our vision and exceed our expectations."

Saira Welford, Commercial Director

www.ndcglobal.com

Client testimonials

“



“Designbull have created a number of brands and micro sites to support fund raising events such as ‘Miles for Moos’ and ‘Picnics in Peculiar Places’. The quality of Designbull’s work has also been recognised more widely within Send a Cow, and our communications team have now used them for specific design briefs.” **Vicky Woods, Fundraising Manager, Send a Cow**

”



“Andy at Designbull has been a valuable asset to GT Global. He has always managed to design and deliver at short notice; bespoke leaflets, animated presentation movies and other brand materials.”

Diana Busk, CEO, Going-there.com



“Andy was recommended to us and was definitely a great find. Within the tight timescales we were working to Andy designed and mobilised our web site. The most gratifying feedback is the high quality leads people think we paid a high price for the development, when in fact Andy’s prices were very reasonable.” **Richard Mills, PM Property Services**



“Designbull helped revitalise Tivarri’s business image with a creative package of branding ideas for our range of products. We’re very proud of our business brand and Designbull are always on-hand, providing continuing advice in building the Tivarri brand image.” **Simon Ponsford, Director, Tivarri**



“I’ve worked with many design houses over the years and in my opinion Designbull is one of the best, if not THE best design house in terms of its commitment and contribution across our very active program of marketing campaigns.” **Jeremy Comley, Avagio**



“...we briefed Designbull to create a new logo, brochure, website and exhibition stand. Considering the short timeframe, the whole process was very smooth. All marketing elements of the brief were delivered on time carrying our new brand identity.” **Cheryl Taberner, NursingNet**