

Ugdesign

hello

Choose **R&G Design** if you want a full personal design service delivered by a team of highly skilled people.

We are a great bunch of zesty segments, full of creative juices that together make up the **R&G** orange!

Our aim is to immerse ourselves in your business by listening carefully to your objectives and delivering the kind of results that exceed your expectations and that of your target audience.

Ultimately, we believe that good design affects how we live and work, and that to be successful, we must seek the perfect recipe that blends together visual appeal and functionality.





QUICK TIP....

If your logo is strong and unique, people will associate it with your company.
When designed correctly, a logo is the easiest way to make brand recognition impact.

release the potential

Have you ever wondered why some businesses succeed and others don't? Sometimes all a business needs is assistance from a creative company to build awareness of their products and services through communication tools. From a business card to a full colour corporate brochure **R&G Design** can add value to your brand.

What we offer

Brand Creation / Development:

From simple brand visuals to complete corporate guidelines, **R&G Design** can work with you to ensure that your brand and corporate identity reflects the values of your organisation. We realise that a brand is more than just a colourful logo.

Promotional Literature: Design for Print, such as Brochures, Leaflets, Direct mail. We can create images to enhance your design with Photography, Illustrations and Photographic Manipulation.

Print Management: From digital to five colour litho print runs, we can manage everything from paper stock to distribution.





QUICK TIP....

A good design brief is the basis of great design and can make a job run smooth and hassle free. Check out our tips on writing a good design brief on www.rgdesign.co.uk

explore

For **R&G Design**, communicating with you is the first and foremost step in the design process. We will work closely with you to define what you are trying to achieve, and from this, create a design brief. The brief is crucial because it helps to build a framework that we can respond to visually.

The next step is agreeing with you the costs and a deadline. This means estimating how much time is needed to complete the project.

We will then work together to brainstorm a collection of design ideas to present to you. Input from the client is considered very much part of the design process, so feedback from you is essential to ensure we are heading in the right direction. At **R&G Design**, we like to research in order to learn more about your business and to gain plenty of depth and meaning in your design.





QUICK TIP....

Only 16% of browsers read a websites text word for word. Keep your sites content short, to the point and rich with related keywords.

capture

Web Design and New Media

The Internet is the most powerful sales and marketing tool a business could utilise. We believe a website should not simply sit in cyberspace doing nothing, but should be thought of as a member of your team, driving business to you whilst promoting your corporate identity.

R&G Design want your business to take advantage of the Internet as a whole and offer a wide range of New Media services, including: Web Design, E-marketing, E-commerce, Database Development, SEO and much more.

A poorly designed website could be sending potential clients to your competitors. **R&G Design** not only strive to build sites that look great but also are easy to use, search engine friendly and perfect for your audience.



QUICK TIP....

Producing variable data direct mail adds the personal touch to your designs and will increase the response you receive.



chill out

There is nothing like the direct approach of a well-made brochure, leaflet or flyer. Web site design has become an important form of communication. However, the feel and functionality of a good quality product cannot be matched. There are many ways that print can create a product that projects a positive image of your organisation, such as high quality paper, special inks and laminates.

R&G Design can offer you a single point of contact for all your design and print needs. Situated below our agency is our in-house printing plant, handling all types of print work ranging from digital runs to litho.

So...sit back, relax and let us do the work.



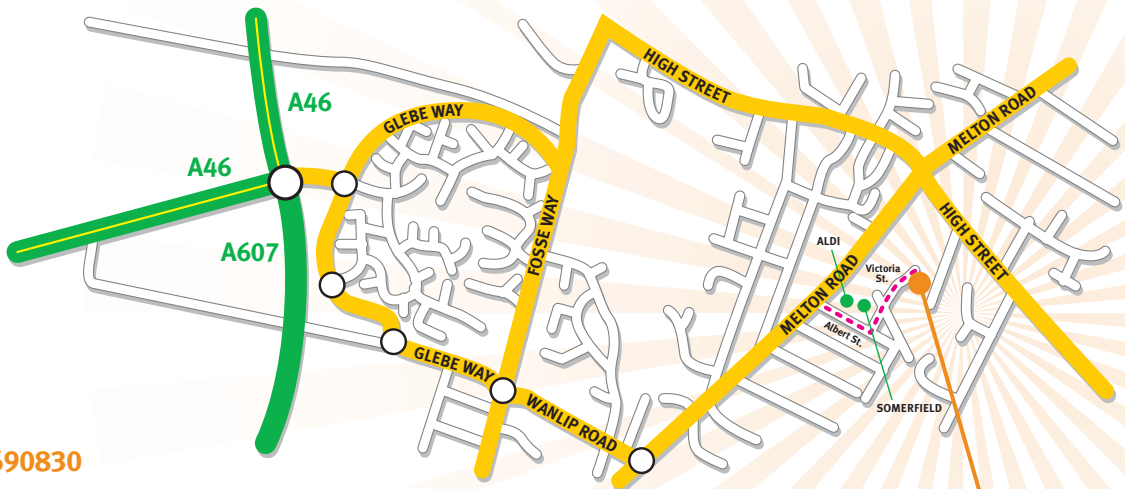
contact

We are passionate about what we do, and would like to share that enthusiasm with you.

Please call and give us the chance to help your business blossom.

R&G Design

11 Victoria Street
Syston
Leicester
LE7 2LE



tel: **0116 2690830**

email: **mail@rgdesign.co.uk**

web: **www.rgdesign.co.uk**

rgdesign

