



# DESIGNPRO

BRAND | DESIGN | ONLINE



Some of our best bits.

## **CASE STUDIES 2010/11**

A range of Branding, Exhibition and Website work that has wowed our clients.

T: 0845 68 00 468

E: [INFO@DESIGNPROLTD.COM](mailto:INFO@DESIGNPROLTD.COM)

[WWW.DESIGNPROLTD.COM](http://WWW.DESIGNPROLTD.COM)



## Our Services.

# HOW COULD WE HELP YOU?

### STRATEGY

Successful marketing needs solid foundations. We'll help you develop realistic plans to stay close to your customers.

### DESIGN

What impact are you making on your target markets? Let's take your brand and your promotions up a gear.

### DIGITAL

Our passion for all that's great on the web and in social media could give you the competitive edge that your business needs.

### PRINT

From brochures to packaging to exhibition stands, we have what it takes to create real impact in the real world.

Read on to see examples of how we've been helping our clients achieve greater success with their marketing.



## Branding **CORPORATE IDENTITY**



### CASE STUDY

#### **CORPORATE IDENTITY**

PSD Codax, miniQ, My Gym Search,  
Lean Construction

We've designed a vast range of logos for our clients. We always take into account the clients target market and the implementation of the logo before we design any new identity. We are also aware of commercial copyright laws and advise our clients accordingly, to ensure that the brand is unique within the market sector and built on solid foundations.





# My-Gym-Search.com

## ONLINE BRAND DEVELOPMENT

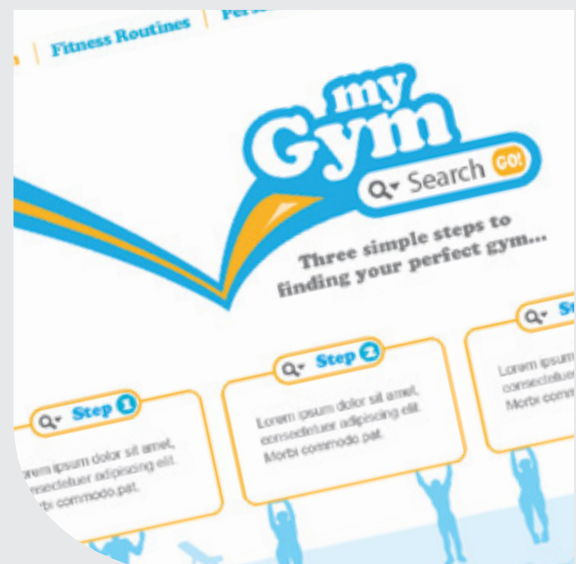


### CASE STUDY

## ONLINE BRANDING

### My-Gym-Search.com

Our clients like to keep us on our toes, so we gave this client an iPhone app to do exactly that. This app allows users to find their closest gym. Ideal if you move cities or have a short stay in an unfamiliar area. We developed the brand, website and app with a 18-35 target market in mind.





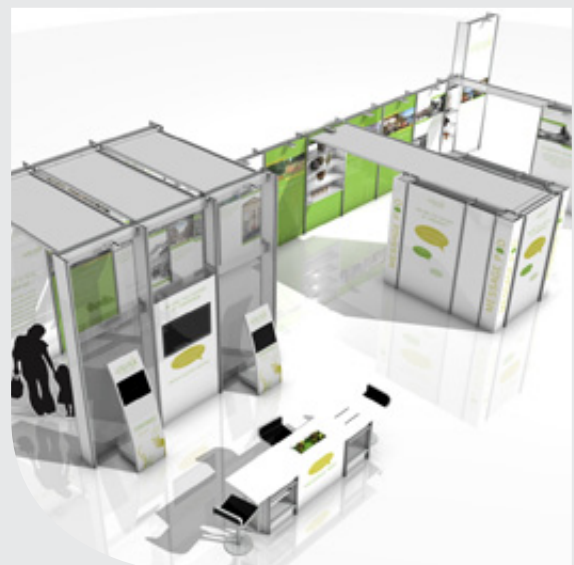
# Visit Cornwall **MOBILE EXHIBITION**



## CASE STUDY **EXHIBITION**

### Visit Cornwall Mobile exhibition stand

We produced these exhibition panel graphics and implemented the design visuals into a 3D model to demonstrate the full visual impact. This system was designed to be modular so it could be easily relocated around the country to promote Cornwall.







# PSD Codax

## NEC EXHIBITION STAND



### CASE STUDY

#### EXHIBITION

#### PSD Codax NEC, Forecourt Operator Show

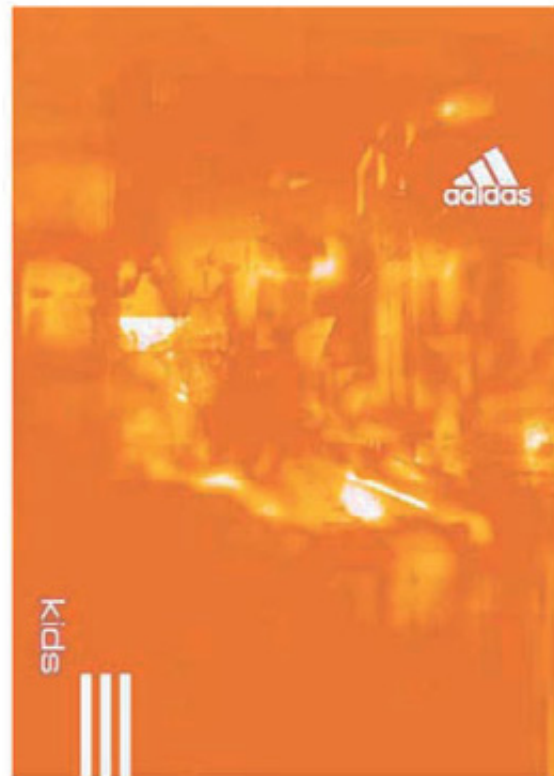
We were asked to create a modular stand for this car wash code access market leader, who were attending the annual forecourt operator show at the NEC, Birmingham. The stand was designed to promote the new systems available to the petrol forecourt arena.





# Adidas

## HONG-KONG TRADE SHOW



### CASE STUDY

#### EXHIBITION

#### Adidas Exhibition stand, Hong-Kong

These giant exhibition panels were part of a series, based loosely on Adidas corporate branding. We worked closely with the Asian print firm to ensure high quality output within very short time-frames. We also produced a retail catalogue to promote the new ranges.





## Acorn Health & Safety **EXHIBITION ROLLER BANNERS**



### CASE STUDY **EXHIBITION**

#### Acorn Health & Safety Exhibition Roller Banners

Acorn asked us to build on this slightly humorous brand that we created to make health and safety more fun. We created these roller banners so they could take them to shows and seminars, as well as use in their reception area. The banners have been very well received as they grab attention and detail their services effectively.







# DIO®

## EXHIBITION ROLLER BANNER



### CASE STUDY

#### EXHIBITION

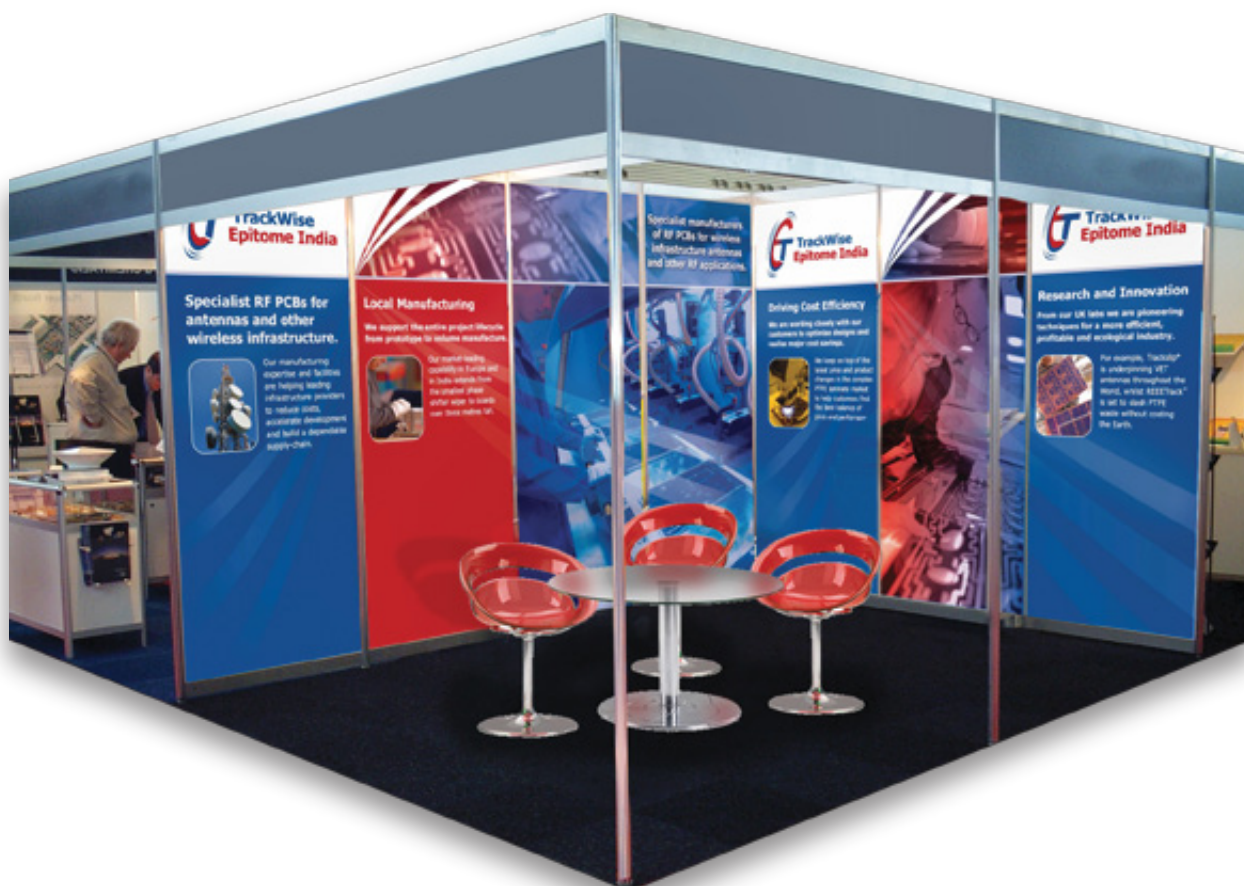
#### DIO® Exhibition Roller Banner

DIO are revolutionising this sector of the dental market, offering low-cost titanium implants. The brand is fresh and modern, yet portrays quality rather than budget. We developed an exhibition stand which included this eye-catching wide format roller banner.





# Trackwise Epitome India **EXHIBITION STAND**



## CASE STUDY **EXHIBITION**

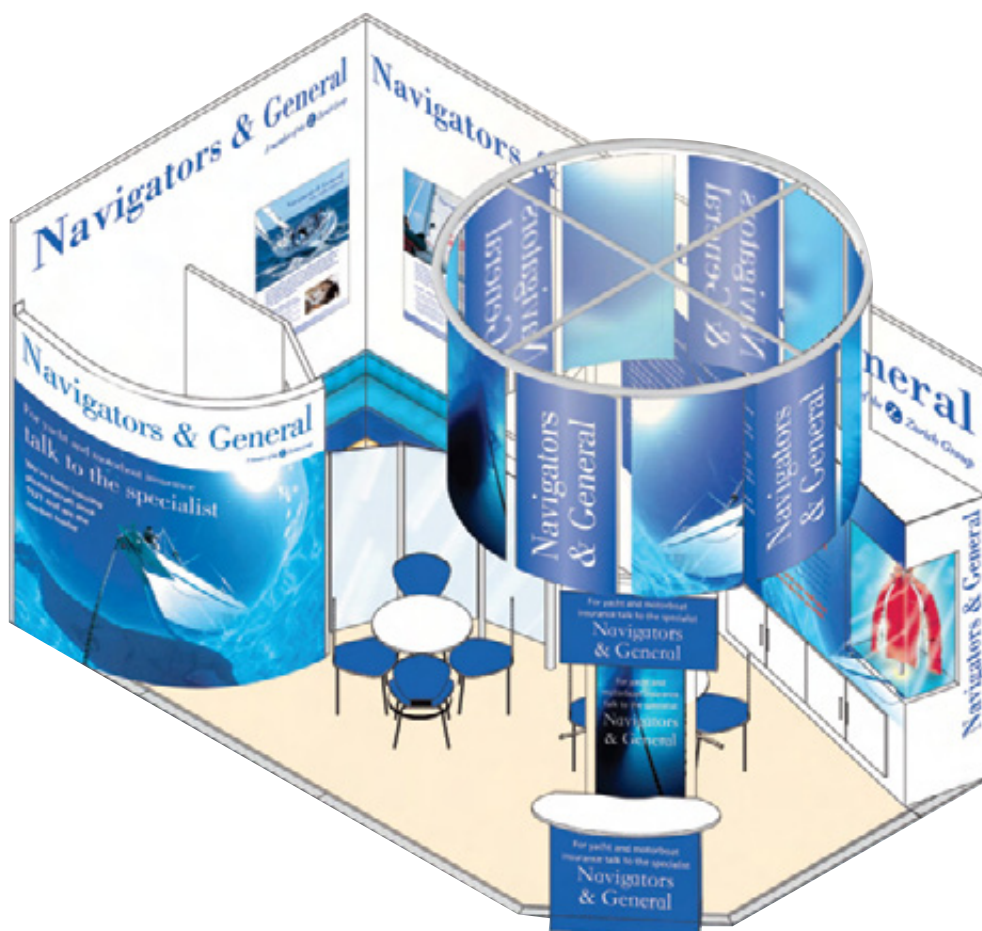
### Trackwise Epitome India Navigators Brand Integration

When mobile mast designers, Trackwise, started a joint venture with specialist PCB manufacturers, Epitome India, we created a unified branding that we applied to a web site, data-sheet template and modular exhibition stand.





## Zurich Financial Services **BESPOKE EXHIBITION STAND**



### CASE STUDY **EXHIBITION**

#### Zurich Financial Services Navigators Brand Integration

This stand upheld the prestigious image of specialist insurers Navigators & General. Working for their new parent, Zurich, we used corporate colours to create a theme reflecting N&G's nautical heritage whilst forming a new synergy with the Zurich corporate branding, which was then also carried into the literature (see adjacent).







## C The World CORPORATE WEBSITE



### CASE STUDY WEBSITE

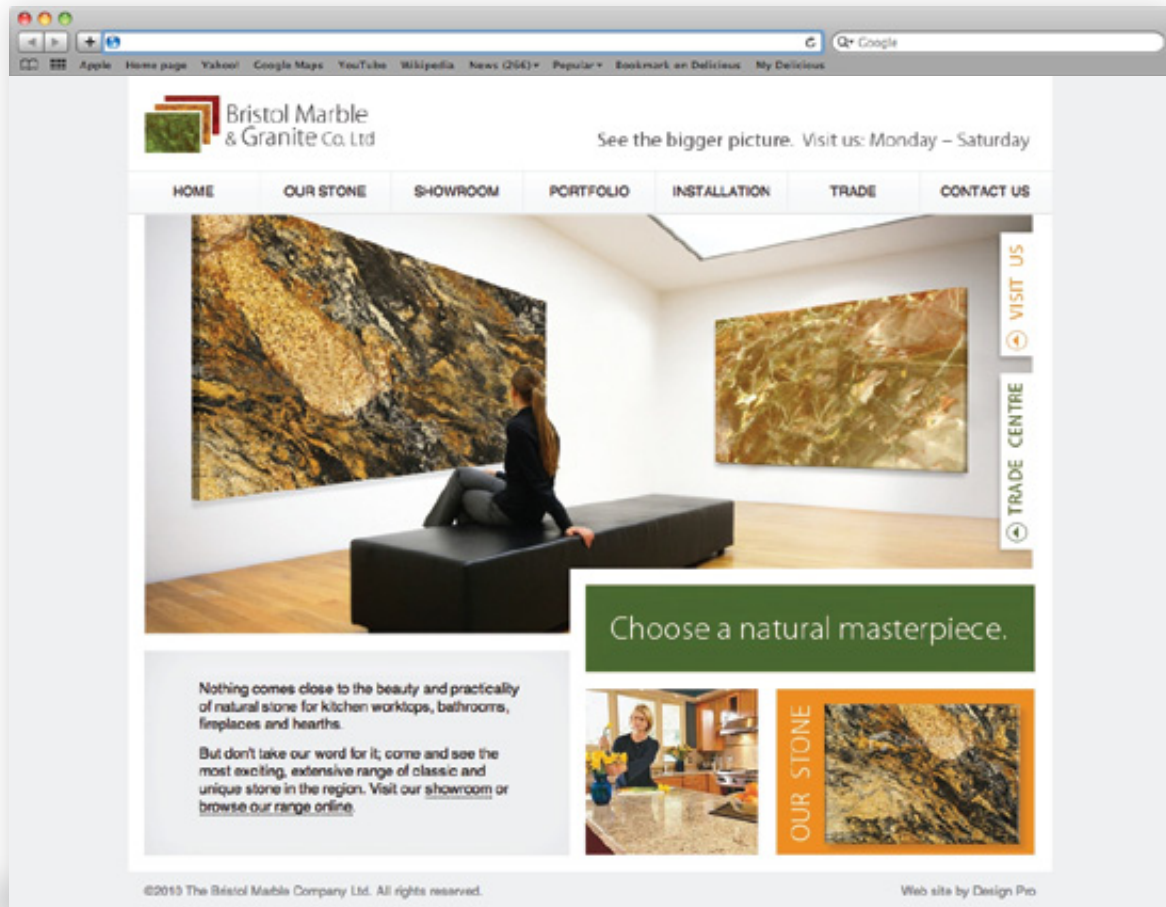
CLIENT  
C The World

We developed the branding for this independent travel operator and implemented the brand across web, advertising and into direct mail. The website offers a full CMS and an interactive map, with additional functionality in the pipeline to further develop the site.





## Bristol Marble & Granite Co. Ltd. **CORPORATE BRANDING & WEBSITE**



### CASE STUDY **WEBSITE**

#### Bristol Marble & Granite Co. Ltd. Corporate Branding & Website

Bristol Marble have been successfully selling to the trade for 50 years. They approached us as an existing client to develop a new brand and website that was more consumer focused, so they could offer the consumer an alternative approach to fitting solid stone work-tops into new kitchens and washrooms.







## The Results. **THEY SPEAK FOR THEMSELVES.**



*Design Pro has spent time really understanding our business product, targets and budgets. Both creatively and technically we have managed to use our digital presence to add both efficiency and positive differentiation from our competitors. Design Pro gives us more than a creative input, it also adds state-of-the-art technology to steer our business in directions we had not even considered.*



**Phil Brockwell**

Managing Director, Centreline Air Charter

**HOW COULD WE WORK TOGETHER  
TO IMPROVE YOUR BUSINESS?**

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