

your local design agency



redred®



Supporting your business objectives through good relationships, great design and fantastic results

When we work with you, the first thing we do is sign up to your business objectives, because we know that it takes more than pretty pictures and clever copy to get the results you need.

Whether it's a major marketing campaign or a one-off publication, the starting point is meeting, talking and establishing a working relationship. There's nothing off-the-shelf from us so we need to understand your business before we begin.

Our hands are safe (read on and discover why) but we are also highly creative and proactive. We'll share our brainwaves

from the bathtub and our experiences of the marketplace with you and deliver effective solutions, on time and within budget.

We are located in Ashford, Kent and serve London and the South – why? By being local, but outside London, our overheads are low – a saving that we pass on to you through our highly competitive prices. Add to this our ability to respond immediately to demands with a guarantee of a quick turnaround and you have a truly flexible solution to your design and marketing requirements.

We could be good for you – call us.

about us



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It takes a lot to turn a 242 page catalogue with over 15,000 products around in just a few weeks. But with a major exhibition looming, we did it ahead of time and within budget!



We have the talent, the
technology and the eye for detail.
Just let us loose on your blank canvas

Our watchwords are: impact and fitness for purpose. You won't get design for design's sake from us – it will all be for the sake of your business.

We have been working at the sharp end of our sector for a number of years where deadlines and budgets can be tight. We embrace new technology with enthusiasm and use broadband to send and receive images and information faster than ever before. Naturally we use Apple Macs but we can communicate seamlessly with PC systems. We also have in-house scanning, proofing and photographic equipment.

Our repertoire is extensive. Most of our current work is business-to-business, but we also have public sector and tourism clients. Corporate identity and branding are other strong points. About half of our work is brochure design with the other half design for print and other media.

Yes, we do love a blank canvas. But clients have good ideas too and we are happy to work within an established visual framework. We won't be precious about it, we'll just get on with it, adding impact and value to your communications.



▲
From large product catalogues to imaginative flyers, we'll always give 110% without breaking the bank!



marketing

Your team or ours?

Either way, we know our place
in the marketing mix

We are team players, but we really don't mind whose team it is.

We could be part of your own team of marketing professionals. In fact for a major and on-going campaign we would recommend it for two reasons: firstly we need a real insight into your marketing challenges to inform our design approach; and secondly we always have something to contribute to planning what goes on before and after the design stage.

Or you could join our team.

Although we are a small company, we

have developed a network of tried and trusted specialists in disciplines ranging from pre-campaign research to post-campaign evaluation.

If you wish, we can create a team especially for you. Research, media relations, media buying, exhibition manufacture, print, internet services, distribution – whatever you need we can source. We can manage your project and save you the hassle of a bundle of different suppliers.

As long as it's team work, we can be as flexible as you like.



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The latest of many specialist publications we design for sectors that range from business-to-business clients through to kitchen & bathroom distributors.



There are no half measures in our network. It's quality, quality, quality

We never claim to be able to do it all. We stick to what we are really good at, while developing our network of professionals who we call on when needed.

It's the modern way of working and means that we (and therefore you) pay just for the specialist time needed and no more.

We get to know our suppliers and the opportunities and limitations of their

services, and can advise you accordingly.

We never take risks with your budget or your reputation because we understand the processes. And, through our good relations with these suppliers, we can negotiate great prices and a quick turnaround.

So, in addition to our core skills in design for all media, we are highly qualified in commissioning copywriters, illustrators, photographers, printers, exhibition builders etc. It's all part of the service.

Services include:

- Brochures
- Annual reports
- Magazines
- Corporate identities
- Web design
- Leaflets
- Stationery design and print
- Flyers
- Print management
- HD Video filming and editing
- Exhibition design and production
- Public relations
- Market research
- Livery design and production
- Photography
- Illustration
- Event management
- Signage design and production



▲
Vertex Law approached us to design a nautical themed invitation that would intrigue and demonstrate that they were different from your average corporate law firm.



“What we like about redred is that they listen and understand us and are very, very reliable”

Not the most exciting testimony, even with the usual rider: “Oh, and they are good designers.” But that is what our clients tell us they value.

We listen, understand and interpret their needs and then deliver the goods.

Like everyone involved in marketing we prefer to plan and develop ideas in a professional, orderly way. But life is not always like that, and we have some scary tales of taking things from

concept to the scene of vital marketing opportunities within days. It takes a cool head and good relationships with printers and others needed to work the miracle.

We work in a diversity of sectors with clients coming back for more time and time again.

We always welcome the opportunity of working with new clients, might they include you?

clients

brakes





RedRed Design Limited
Bybrook Lodge
Canterbury Road
Ashford
Kent TN24 9QA

t: 01233 334511

m: 07973 194 550

e: sales@redreddesign.co.uk

w: www.redreddesign.co.uk

Registered in England (Company Number 7032664)
Registered Office: Owls Barn, 38 Salts Avenue,
Loose, Maidstone, Kent ME15 0AZ

