



Everyone
Deserves
Great
Design

Start your own **revolution!**

IMAGE IS EVERYTHING

How do people view your business?

You are experts in your field, awesome at what you do, but is that reflected in your **company brand**?

Branding not only has a major influence on your current customer base but also gets you noticed by potential customers looking to invest in your products or services. Admit it, one reason you are reading this is that the design **stands out** from all the other mail you received today! Having great **design** can give you an edge over your competitors.

In an age of social media and search engine rankings, it can be difficult for small- to medium-sized businesses to **differentiate** themselves. We believe that great design should be available to all, and not just in the digital sphere : more than ever, print remains an engaging, **tactile** and **affordable** way to broadcast your message.

This message should be **consistent** across both your customer-facing and internal collaterals. There is often a disparity between what the customer sees and what your employees see. Consistent design and branding connects both customers and employees to the aims and ethos of your business. We can help you standardise your brand across all media, from customer marketing materials to office templates and documents.

THE DOCUMENTALIST

Your own design department

Based in Skipton, North Yorkshire, **The Documentalist** is a new design agency that provides design services to SMEs in the North of England and beyond.

With over 15 years' experience in corporate design (for clients including Hewlett Packard, Trend Micro and Sage) we believe passionately that businesses deserve **great design**, whatever their size or industry.

Specialising in design for both **print** and **digital**, we can help realise your creative aspirations across all business assets including, but not limited to:

- Brochures, catalogues, menus, posters, flyers
- Company collaterals, including templates, slide decks
- Logo design, logo refresh, branding
- Technical illustration, iconography, infographics

COMMUNICATION

We're not another faceless agency

When working with **The Documentalist**, you will always deal with the designer and not a changing line of account managers, ensuring that your project is delivered on brief, on time and on budget.

We value communication above all else and, as well as providing excellent and dedicated service, we also strive to create **productive** and **trusted** working relationships. We will involve you at every step throughout the design process, from the initial concept to the final product.



Honest. Friendly. Reliable

We want your business to succeed, so we won't bore you with unnecessary jargon or marketing-speak.



Impartial advice

Design is a two-way street. We will always listen to your ideas and advise the best course of action.



One-stop design

Our extensive skill-set means you don't have to use multiple agencies. And you'll always deal directly with the designer, not an account manager.



Affordable solutions

Standing out from the crowd doesn't have to break the bank. We have plans to suit all budgets.

To discuss any aspect of your company's design, contact **The Documentalist** today and let us help kick-start *your* creative revolution!

For more information about our range of design services, and to browse the current portfolio, visit our website, or find us on social media.

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The Documentalist

Anything Design

Logo design, illustration, iconography, infographics • Business collateral, document templates
Brochures, catalogues, manuals, prospectuses • Posters, flyers, banners, menus
Form design • Copy-writing, proofreading • Photography, retouching • Web design

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