



**a proposal**

# listen...

Tom O'Boyle Designs and associates listen to you, help you communicate effectively and subsequently develop your business. We listen to you, then listen to you, we ask more questions and then we listen to you some more. We give you what you need...we never ignore you and we always try to understand you, your audience and your competition.

**“This is the most important part of my job. It is essential for a designer to realise when to leave his personal preferences at the door and listen to the client. After all it is their product, audience or industry.”**



# research & plan...

Every project we undertake starts with a conversation with the client where we ascertain what they are motivated by. What drives them and what are they passionate about within their work. Once we have ascertained their goals and agreed a project structure, time scale and cost, we go about researching. The research is an essential part of the project, which fuels the rest of the work. Without this we don't understand the industry, **the audience** or the competition and therefore the solution would be empty or inappropriate.

**“Imagine you are writing a story but you don't describe the characters, their setting or their motives... the reader wouldn't relate to it.”**



# ideas...

Without good ideas the entire research phase and clever design techniques and editing skills are completely and utterly useless. This is where we excel. Good ideas in how to relate and communicate effectively with the audience in a manner that suits the client's schedule, budget and existing workload. Our ideas stem from in depth research, a desire to see the client develop and a large dose of practical and lateral thinking.

**“You don’t always have the luxury of time and a massive budget. Therefore the ability to consistently come up with original, creative and appropriate ideas is essential.”**





# services...

All design services wrapped up in marketing advice. As we work with our clients we are continually advising them on best practice and strategy throughout the project. We collaborate with you and tailor our services to best suit your needs. Unique solutions for individual clients.

One of the main things we do is take care of the overwhelming confusion and all those spinning plates, which often seem like a daunting mountain to have to climb. We organise you, your business, your identity and turn it into something simple. Something that is easily understood and maintained by the client. But we don't give orders, we keep listening to you throughout.

**“I love meeting clients who have a vision but need help realising it. As a neutral I am able to simplify everything. It's always an exciting process.”**



BRANDING



WEB



MARKETING



PACKAGING



ILLUSTRATION



PRINT



SIGNAGE



STRATEGY

# branding...

We create simple brands and logos that not only summarise who you are but do so with intelligence and style. Our logos are always versatile - it needs to be able to be used by the client easily enough and be used in any number of ways.

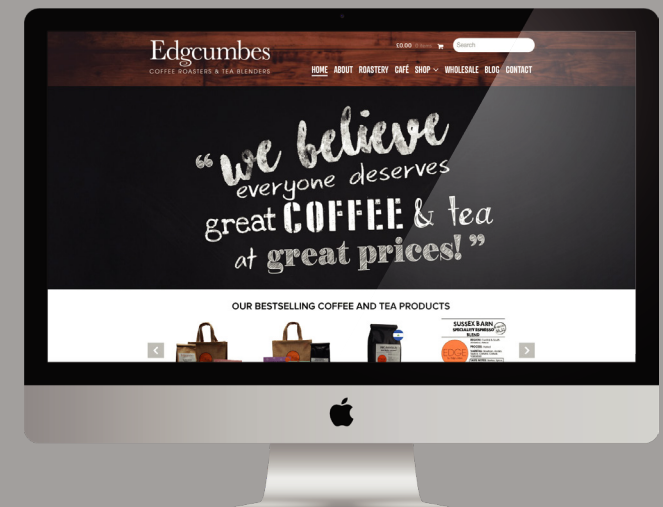
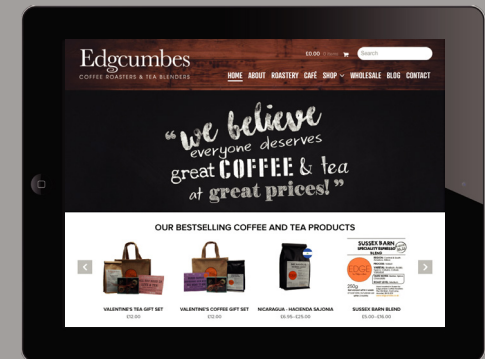
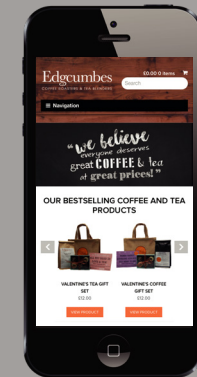
**“My lecturer at university said...  
‘If you can’t make a potato stamp  
version of your logo, then it’s too  
complicated.’ I try to always apply  
that rule.”**



# web...

We design smart, clean, responsive, easy to find, easy to edit, easy to navigate websites, which you will love and will benefit your company no end. Offering bespoke sites, e-commerce or we can populate a template for you. The right web design and platform option is completely dependant on the client's use and end goals. Each quote is totally unique and tailored to suit the client's needs. Not only do we provide you with a website but we ensure all your social media platforms are properly linked and you are communicating with your audience as effectively as possible.

**“Creating great websites is a massive part of what we do. We’re a well oiled machine who will always find a great solution to match your budget.”**



# packaging...

We specialise in beer design. Having worked with several breweries and designing the labels for award winning beers, we love all things beer related. However it doesn't stop with beer. Wine merchants, bakers, tea and coffee merchants - we're really enjoying working with food and drink products and are very experienced in this industry.

**“Beers with labels I designed sat in Tom Kerridge’s Hand and Flowers is definitely a career highlight.”**

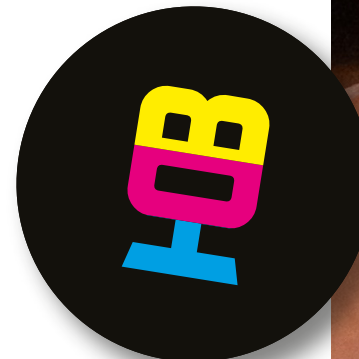




# print...

Our printed design solutions can be a seamless continuation of your brand or something completely original to wake things up a bit. Not only can we create innovative print design, which makes the most of stock and finishes, we also provide the print service itself. Get in touch and request a quote.

**“Getting the right choice of stock and finish is essential, it can be the making of a solution and really lift it from being good to great.”**



# illustration...

We can offer a wide range of wonderful illustration. Different illustrators offer very different styles and we understand who will best suit your requirements and provide you with a totally unique and jaw dropping masterpiece. One of our team will without a doubt be able to answer your requests with serious flair. We take the brief, deal with and manage the illustrator and act as art director, leaving you to get on with your busy working schedule.

**“For me, vector graphics are King. Clean, quick to load, rich in colour and limitless possibilities. Directing others is a real skill. You have to convey a vision very clearly to make it a reality and alterations must be very precise.”**





# life outside of design...

Here's a gallery to show a little bit about your designer. What we get up to when we're not staring at a screen and what influences us.

“Experience gives you a larger and richer pool of knowledge and resources to draw from to create an effective solution.”





thank you