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About us

Innovative and effective contemporary designs

Everyone has a favourite colour. Our favourite colour is purple. If we could, we'd look at purple images all day.

Your favourite colour says a lot about your personality, your friends and even your sex life. Red: you're fiery and passionate. Blue: you're calm and laid back. You tend to wear clothes in your favourite colour, or paint your kitchen walls with it, so people begin to identify you with it; your favourite colour represents you.

Just as your favourite colour represents you and what you stand for, so your corporate image identifies you and what you stand for. It's important to get this image right, and [purple image] understands this.

Profile

We are a young and energetic corporate image design consultancy with particular expertise in:

- website design, development and maintenance
- interior design, and
- brand identification, design and management

We are a small London-based business providing contemporary company image services, from logos and websites to letterheads and office interiors. The company has been structured to meet the demands of a dynamic and changing market, and to keep the cost base low.

Being a small and client focused business means we can spend time building close relationships with all our clients, and can take time to understand each client's needs and build the best solutions at the best price.

We have provided our clients with the means to project a more confident image to the wider world, allowing them to better identify with their core business areas, and to reach previously unexplored markets.

Charging structure

We can't tell you what your project will cost. That's because we have no standard charges. Annoying, eh? Well, not really. We believe everyone is different and has different needs [you only have to watch Ricki Lake to learn this] and so we treat each client as if they were our first, and start from scratch. By listening to what each of our clients needs right from the beginning, we believe we can provide a much more tailored, and therefore much more suitable package



Our business is design, and this can take as long or as little time as you want it to. We always have ideas we are ready and willing to use, but how long it takes us to identify your needs and use these ideas on your brand is up to you.

Many places you receive a quotation from will tell you how much they charge per hour or per day, and tell you how long they will take to do the work, thus generating a fee. This fee can therefore change quite easily, depending on how accurate their quote was in the first place, and how honest they want to be with you.

We, on the other hand, like to work with you to find out what you want, and realistically how much you are prepared to pay for it. We can then tailor a package around those requirements, hopefully saving you some money, with us spending more time on the bits most important to you. As such, we can easily provide you with a competitive quote for per hour or per day work, but we'd rather work with you and your budget to achieve the best results. Essentially how much time we spend on your brand, and therefore how much money you spend on your brand, is up to you.

We are a young company. We do not have a stockpile of previously used material we can rehash and sell to you. You can guarantee that our work will be as original as our ideas, and that we will charge you an honest, mutually agreed price, and stick to it no matter how much time we spend working for you.

For more information on how we provide a complete company image service, read on. See how we've helped others, and how we can help you. Once you've digested it all, drop us a line: we'll design a special package, just for you.



Brand

Communicating your business ideas through its image

[purple image] has an impressive history of creative and innovative branding.

If your company is looking a little dog-eared and rough around the edges, we can update its image however you like.

But our branding isn't just about making things look pretty, even though we are experts at making sure things look pretty [you should see what we looked like before we brought in the surgeon]. It's also about deciding what your company does, why it does it, and who for, and then communicating those ideas through its image.

Knowing about your brand is important, and a recognised part of successful modern business practice. Sometimes it takes a fresh look at your brand from an external perspective to see what really makes it tick: to see not only its strengths, but also its weaknesses.

We're good at being the outsiders, if you need us to be. We'll spend time with you to help you work out all that's good and all that's bad - we're nice like that. The foundations have then been laid for building a strong, powerful, successful, world domineering brand... sorry, got carried away.

Have a butcher's at our portfolio to see which brands we've already had our mits on.



Website

A little bit special

[purple image] makes lots of pretty websites.

Websites are becoming evermore important in communicating what you do and how you do it. You've got to be a little bit special too, a little bit different. What does your current website say about your firm? Is it a bit tired? Full of broken links and out of date information? Or is it too flashy and takes too long to load? Not everyone has wizzy computers like the designers, so while everything is busy 'loading', people are busy trundling off to a site that's a bit quicker and easier to use. This can say all the wrong things to someone trying to find out who you are [or nothing at all if they didn't wait].

We'll work out what you need and how best to deliver it on your website, so everybody sees it, and everyone's impressed.

Websites are a great tool for communicating information. You can get loads of information to people without it costing much - compare the cost of your website to the costs of printing your brochures and publications, and posting them out. We'll make sure you get the right information on there, that's relevant and easy to find, and keep it up to date for you too.

As a way for people to contact you, your website can ensure your potential new customers contact the most relevant person straight away, making the response efficient and useful.

We can design a website that meets the needs of your firm, both now and in the future. We're not software designers, so we can't make sure your orders placed in the States are automatically on the right boat at the right time and all the legal documents are in place, but we can ensure when someone comes to your website to find out more about you, the site matches and enhances your company image, and they don't go away disappointed.



Interior

Consider it considered

No stone is left unturned in the quest for a successful company image, so we include advice on the look of your office too.

If you want your customers to see office space that compliments and reinforces your brand, we'll do it for you, from the colour of the walls and the layout of reception to the style of your coffee cups and the delivery of fresh coordinated flowers - consider it considered.

We won't even ask you to help with the shopping or painting [although we know it can be fun, so if you really want to join in we won't stop you].

We'll do it all for you, as part of your specially designed complete company image package.



Portfolio

Looking the business

Have a gander at some of the projects we've completed. We're only young, but [just like your Gran tells you she has] we're improving with age.

Casa Bonita:

Identity, website and literature for UK owned property in Portugal

www.villacasabonita.com

Elsbeth72:

Identity, website and literature for UK owned property in London

www.elsbeth72.co.uk

Essence:

Corporate identity, website and literature for UK beauty company providing mobile beauty therapy services in the London area

www.es-sence.co.uk

APM Home Improvements

Website for property development company operating in the London area

www.apm-home.com

Faust PR:

Website for London based PR company

www.faustpr.co.uk

Rich Sutton:

Identity and website

www.richsutton.net



Contact

Here for you when you need us

We stay up late. All the time. Way past our bed time. That's because we're here for you whenever you need us.

Once we've agreed what you need, you can request we're available day and night if you want. We'll do it [and besides, UKTV Gold shows some great stuff after dark] so you can guarantee your website is always fresh and ready to be seen by the world.

Contact us now for more information on what we do and how we do it. Tell us what you need, and we'll burn the midnight oil to design a special package, just for you.

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