

Design & Print

de_sign [di-zahn]

noun: to plan and fashion the form and structure of an object, work of art, decorative scheme, etc.
Save for print: Print – **Verb:** to reproduce by engraving on a plate or block.

“ Half the money I spend on advertising is wasted; the trouble is, I don't know which half.”

John Wanamaker



This applies to design and printed material as much as it does to any other form of advertising. Design isn't just about making things look good, it's about visually applying the principles of salesmanship. Good design helps you sell.

The psychology of design is a deep and fascinating subject. 95% of our thoughts are in our sub-conscious. This means that whether we realise it or not, most of the impressions we form about most things in our lives aren't in our control. We think they are but they aren't.

Over 70% of the information we take in is visual. So it's important to understand how good design helps your message get noticed by your customers and also what impression it makes. This starts with the basics of colour and how we've evolved to respond to natural warnings through colour and how these are processed by the brain.

Perceptions of Design and Print

We'll approach all your design and print work slightly differently to most. We know how to maximise the impact and make sure whatever we design for you works hard to sell for you.

Where another designer will see a leaflet, we see a campaign and where a printer sees ink and paper we see a 2 Dimensional saleswoman.

So whether it's an advertisement, brochure or a multi-page catalogue you can be assured we'll maximise its impact and help generate enquiries or sales for your business

Design & Printing Services

Advertisements
Annual Reports
Banners
Brochures
Business Cards
Catalogues
Corporate Identities
Coupons

Digital Printing

Direct Mail
Embossing
Envelopes
Exhibition Graphics
Exhibition Stands
Foil Blocking
Flyers
Hexachrome Printing
Invoices
Leaflets
Lithographic Printing
Logos
Loose inserts
Order Forms
Point of Sale material
Posters
Presentations
Signage
Stationery
Tender Submissions

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Case Study 1

Client:

Premier Motorauctions – Tender Submission

Background:

Premier Motorauctions were Yorkshire's fastest growing company in 2004. As part of their growth strategy they had won the prestigious DVLA Personalised Registration contract in 2001 and were keen to retain it at renewal.

Brief:

In the face of strong and larger competitors, come up with a tender document which scores the maximum points in each of the five areas it will be evaluated on; Presentation, Operations, Innovation, Quality and Price.

Execution:

A 217 page, 48,785 word A3 Hardback book contained in a bespoke white box.

Results:

The tender scored full marks on each and every section and was re-awarded to Premier Motorauctions

Testimonial:

"Commence have exceeded all my expectations, thank you for your commitment, dedication and above all attention to detail."

Keith Elliot, Managing Director,
Premier Motorauctions



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Case Study 2

Client:

DVLA Auctions

Background:

DVLA hold 6 physical auctions per year where around 1,500 registrations are offered for sale. Prices start from around £1,000 and have reached in excess of £300,000. Each sale requires design and printing of direct mail, catalogues and leaflets. Accuracy and speed are critical as

errors can be costly and embarrassing for the DVLA.

Brief:

Design, proof read and create artwork for a 68 page catalogue, Press advertisements, leaflets, direct mail pieces and HTML emails.

Execution:

High quality print finish, befitting of the product and target audience

Testimonial:

“Commence have always provided an excellent service . over almost 8 years and 50 catalogues they’ve proven their designs and attention to detail are second to none.

Julie Harker, Marketing Manager

