

# Brand & Print Services

You know what they say: you only have one chance to make a first impression. Whether it's a website or the logo in an email signature, potential customers will judge a business in just a few seconds based on visual appeal alone.



Web | Brand | Photo | Video

Creative Digital Agency



# WE LOVE TO CREATE

WE LOVE WORKING WITH PEOPLE;  
BRINGING THEIR IDEAS TO LIFE,  
TELLING THEIR STORIES  
& DELIVERING SIMPLE, BEAUTIFUL  
RESULTS!

# Benefits of Brand & Print

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## ✓ Recognition And Loyalty

A strong brand name & logo/image helps to keep your company image in the mind of your potential customers.

## ✓ Image of Size

A strong brand will project an image of a large & established business to your potential customers.

## ✓ Image of Quality

A strong brand projects an image of quality in your business, many people see the brand as a part of a product or service that helps to show its quality and value.

## ✓ Image Of Experience And Reliability

A strong brand creates an image of an established business that has been around for long enough to become well known. A branded business is more likely to be seen as experienced in their products or services, & will generally be seen as more reliable & trustworthy than an unbranded business.

## ✓ Multiple Products

If your business has a strong brand, it allows you to link together several different products or ranges. You can put your brand name on every product or service you sell, meaning that customers for one product will be more likely to buy another product from you.

# Why Media Helm

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## ✓ Professional With a Proven Track Record

We have worked in many industries, providing us with valuable insight into business that we bring to every project.

## ✓ Creative & Passionate About What We Do

We strive to over-deliver on every project, working closely with clients to understand their requirements.

## ✓ Client Focused On Your Business

Our clients are very important to us, we are always on hand to assist them through the various stages of their project.

## ✓ Dynamic, Agile & Results Driven

As we are a small team of professionals, we have the room to change things quickly to respond to our clients needs.

## ✓ Delivering Efficient & Seamless Development

We custom build fully responsive designs, ensuring they scale on mobile in a seamless manner.

## ✓ Planning & Project Management Skills

Each of our projects is scheduled from the outset to ensure projects don't run over deadlines.

## ✓ Wide Range of Digital Skillsets

Our team of professionals hold a wide variety of digital skills including design, development, photography & video.



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## Brand & Print Services



### Identity Design

A brand identity is the visual representation of the values & "personality" of your brand & essentially sets the tone of your print collateral.



### Comp Slips Design

Compliment Slips are an important promotional tool for everything business & one of the greatest means to build a bond with your clients.



### Brochure Design

Having a professionally designed brochure in-line with your brand & website is a vital means to showcase your product/service.



### Headed Notepaper Design

A letterhead is as important as a brand, in that it represents your company & can leave a first impression to your potential customers.



### Pop-Up Stand Design

Pop up stands are extensively used to display advertising messages, branding or the corporate message of your business.



### Presentation Design

We eat, drink, breathe, & love presentations – We love to help our clients deliver stunning & effective professional presentations.



### Business Card Design

Business cards are your calling card to prospective customers & still one of the best marketing tools for your business.



### Social Media Design

Graphic design plays an important role in social media for your business – the general rule of thumb is to use attraction for attention.

# Client Testimonials

“ Very good service received from Robin & Seamus. Nothing was too much trouble for them - they have a good practical business sense and know what works! I would definitely use Media Helm again. ”



John Widger  
Insight Training & Recruitment

“ I have worked with Media Helm on many projects & have seen first hand the amazing work the guys do. Hard working, highly skilled, very creative & easy to deal with. They have a varied skill set that they bring to every project, while always displaying a can do attitude. ”



Justin Kearns  
TUCR

“ I approached Media Helm to create a new brand for my gym & online business. Their approach was clear & precise with a end result of two excellent brands that have given me the edge in a crowded space. Cheers guys ! ”



Derek Rowe  
Body Shape Performance

“ The guys at Media Helm are A1. Professionalism, creativity & flexibility! Couldn't recommend enough! ”

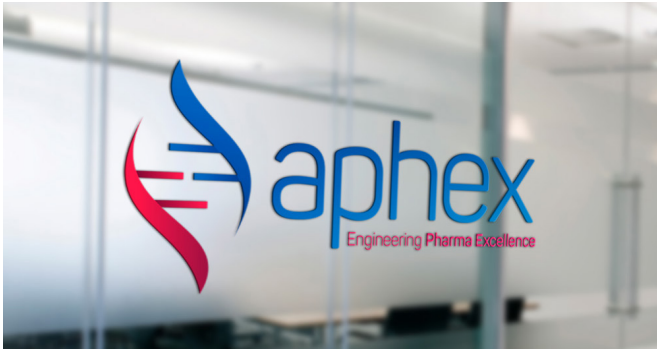


Kevin Walsh  
Aphex Automation Systems



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## Client Case Studies - Aphex



Our first task whenever creating a new identity is to start with the logo, considering such things as colour scheme, font types etc... The brief was to create a fresh, modern identity inline with their industry; Engineering & Pharmaceuticals.

The final logo was chosen after much deliberation as it symbolises their industry with the integration of a DNA strand graphic, which compliments the Aphex text. The colour scheme was also chosen as it represents the two sides of their business; Engineering & Pharmaceuticals.





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## Client Case Studies - Aphex



Since completing Aphex's new brand & website, we have continued to work closely with the guys to create a multitude of print collateral. These included a business plan for a software concept they were pitching for access to funding along with brochures, employee C.V's and everything in-between.

We have always 100% over delivered on everything we have completed for Aphex, which has ensured our long term business relationship will grow into the future as both businesses continue to grow.



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## Client Case Studies - Insight



The guys really wanted to have a strong identity to help them make an impact both locally & nationally. We were up to the challenge & decided on a strong font & colour scheme.

They also specified that they wanted an emblem that could be used to easily identify them going forward. We picked up on this & created one, concentrating on the "i" of Insight to create a memorable overall brand.

After the initial brand design we were asked to create an identity pack to apply their brand across all print collateral. We started by creating business cards for each of the executives within the organisation in-line with their brand creation.

We followed up by creating headed notepaper, invoice sheets & envelopes. The resulting stationary ties their online & offline material to provide a cohesive look & feel across their website & print material.



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## Client Case Studies - O'Keeffe's



When designing a brand for our clients we always start with the logo design. This is used as a basis in creating the website design & all print material such as business cards, letterheads etc...

The final logo design is modern & in keeping with the motor industry. We also created multiple versions for use on different backgrounds & Social Media use.

The next phase consisted of the creation of an identity pack to include business cards, invoice sheets & comp slips. The final designs provide a consistent look to their online & offline identity.



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FOR A FREE CONSULTATION  
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or

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