

CREATIVE SOLUTIONS



GRAPHIC PRODUCTION



LOGO DESIGN



- Logo Design
- Corporate Identity
- Brochures
- Folders
- Leaflets and Flyers
- Direct Mail

- Adverts
- Website Design
- Photography Direction
- Vehicle Livery Design
- Print Management
- Posters

- Packaging Design
- Letterheads
- Compliment Slips
- Business Cards
- Newsletters
- Postcards

Graphic Design

Why Choose 3Minds?

At 3Minds we believe that a strong professional image underpins everything you do as a business. Our creative graphic design service aims to help you achieve and develop your corporate identity.

We have the skills to produce all your graphic design requirements from simple adverts to brochure packs and from logos to web sites. We have a proven track record in providing creative and cost-effective solutions for many companies. Creating a brand is more than simply designing a logo, it should be a corporate identity solution that inspires trust, quality and value.

Our aim is to create a visual image that encompasses and projects your product and service offering. We will establish a corporate logo, strap-line and style that you can be proud of using across a wide range of business stationery and promotional literature.

### Logo Design

There are four principal types of logo as detailed below and each have their own benefits. Please visit our website at [www.3minds.co.uk](http://www.3minds.co.uk) for examples.

A descriptive mark takes the name or initials of an organisation and links it to the clients product or service. Go for a descriptive mark when you are starting out or need to badge a product but a symbol is not enough.

A brand mark is a simple but strong graphic symbol which may be abstract like Audi's® four circles that complements an aspect of the business, ie: four wheels. Go for a brand mark when you need to badge a product or have a name that is too long. Brand marks are also useful if your name is generic or does not translate globally or if you want to associate subsidiaries to a parent company.

A symbolic mark or iconic mark attempts to incorporate an abstract idea of what the organisation stands for into its name. Go for a symbolic mark when you need to position yourself in the market or want a logo which engages the customer and is instantly recalled.

A typographic mark simply takes letterforms whether a word/s or initials and graphically enhances them to provide a new entity which defines the organisation. Go for a typographic mark when you have limited funds for marketing and name recognition is important or have a distinctive name which is not yet known.

### Letterheads, Cards and more.

Once we have designed your logo why not extend your corporate image with new stationery. We design, letterheads, business cards and compliment slips.

Your company stationery is one of the most visible aspects of your business. Your stationery will be frequently in front of your customers and suppliers and so will influence the way your business is seen.

Not only will your image be tarnished by poor stationery but if the necessary legal requirements are not met your business

reputation may be called into question. You must include your company and VAT registration numbers as well as your registered address. If you list company directors then you must ensure all are listed and remain current. There are also particular requirements for your company name and special rules for sole traders.

As with all our design services we can present you with a range of ideas before you commit to a particular style or price. When the design is complete we will supply you with print files for your own local printer or quote for handling the printing, for you.

Should you require other items of stationery like invoices, fax headers and so on these can easily be developed from your letterhead design as computer templates.

### Brochures and Folders

The odds are, if you are creating brochures to promote your products and services, so are your competitors. For business brochures relevant content and eye-catching design is what makes a brochure stand out.

Promoting a professional image cost effectively and keep the cost of literature changes down is always desirable. Short digital print runs of your products and services, contained within a volume run of folders achieves this very nicely. Making your folder very simple with just your logo and strap line will also mean they can be used for years to come without the worry of address changes and so on.

### Promotional Literature

Our thoughts on brochure design hold true for direct mail, leaflets and adverts, only more so. Due to the number of promotions that most people receive daily, content must be relevant and the design must grab their attention.

We will create designs that match your corporate style within the context of a particular campaign.

If you want to know more about our services please don't hesitate to call for friendly advice on 0845 680 1024 or email [sales@3minds.co.uk](mailto:sales@3minds.co.uk)



3MINDS

Developing  
your  
business,  
by design.



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