

Premier Design - website copy samples

Home page

[Logo] [site headers] [menu] [note - no social media icons at top]

[main banner/hero image]

[h1]: [options]

Exceptional Design, Delivering Results
Delivering Results By Design
Transforming Businesses By Design
Winning Design. Caring Service. Perfect Results.

[supporting line, h3]:

Design & consultation for successful branding, packaging, print and websites

[body text]:

What does 'great results' mean to you? Greater visibility? More bookings? New enquiries? We'll create a clear, attractive design for your brochure, logo, banner, packaging or website to help your customers understand your business and drive better results.

Give us a call today - you're in the right place.

[button]:

Get in touch

(links to contact page)

[h2]:

Who are you? We'd love to know more

[insert maybe 4 images of client personas]

[h3]:

Busy running a business? Expanding, modernising or stepping up a level?

[body text]:

For certain things you need great design. We'll get to know your business, understand precisely what you need, stick to the essentials and will always get back to you.

When you just need something done, we're here to do it.

Even if you're short of time and not sure what you need, we will design the most effective ways to put across your brand and message so your clients, customers or users will know they've made the right choice.

[h2]

What do you need?

[each of the below with an icon or image]

[each would click through to appropriate service page]

[h3]:

Logo and branding

So people notice and remember you.

[h3]:

Website design

That makes people want to work with you.

[h3]:

Design for print

That shows your company in the best light.

[h3]:

Packaging

To make people love your products.

[h3]:

Stands and banners

That draw people towards your business.

[h3]:

Project management

So all your material works in harmony.

[h3]:

Random things

We also design stranger items...

[body text]:

Want to know how long a job might take and how soon you can have it? Whatever challenge you need to solve, we're happy to talk it over. Drop us a line.

[button]:

Get someone to call me

(links to Contact page, or maybe brings up a quick form)

[insert testimonial 1]

[h2]:

What we've done

[h3]:

Curious about our previous work? Of course you are.

[insert thumbnails for 3 or 4 'featured' case study pieces]

[each would show name of company and a quick one-line description - linking to case study page?]

[h3]:

Want to see more?

[body text]:

Click this button then:

[button]:

Click me

(links to Portfolio page)

[h2]:

Meet the team

[h3]:

You'll want to know exactly who you're dealing with...

[insert headshot photos of the team]

[body text]:

Our mission is to give people not only fantastic products, but also a great experience. Click below to learn more about us and what you get in addition to amazing design work.

[button]:

Meet the people behind the work

(clicks through to About page)

[insert testimonial 2]

[h2]:

Want us to take a look at your project?

[body text]:

You want to find ways to attract new business, but might not be sure exactly what you need. Or you might have seen a competitor try something new and wondered if it would be the right thing for you?

We've spent the last **24 years** working with people on banner ideas, brochure designs, refreshed branding, business stationery, website concepts and more, using every variety of ink, varnish, resin, etc, on all grades and finishes of paper, card, vinyl, canvas and more. Anyone and anything that comes through our door, we can deal with it.

We'll be happy to share our advice, outline how we can help you, and let you know how long it should take. Just give us a call.

[h3]:

Your partners in design and print.

[body text]:

Got a question, or want us to look at something?

[button]:

Let's chat!

(links to Contact page)

[insert footers]

[insert social media links, if any]

About page

[main image]

[h1]:

Reliability, Respect, Relationships

[h3]:

This is where you find out who Premier Design are and how we can help you.

[h2]:

Cutting a long story short...

[body text]:

You're looking for designers who will understand your business. Who will see what you need to do to improve your brand, to start impressing your existing customers and to reach out to new ones. Who are you trying to attract?

You're also looking for people who are friendly and professional - easy to deal with and straightforward with their advice. We've been helping people with their design and print since 1995, and can handle anything you throw at us.

You don't want to waste time waiting for designers to reply, or wading through a selection of portfolios. You just want to get it done. When you talk to us, you know you'll get exactly what you need.

[h3]:

You'll see we're with you every step of the way

[next 4 in blocks or with icons?]

[h4]:

Customer-focused service

[body text]:

You'll like how we treat people the way we want to be treated ourselves - as friends and professionals. We put clients first and people come to us because they get a service they like, from people they can trust and respect.

[h4]:

Communication

[body text]:

You need someone who values your time and gets back to you quickly. Someone who'll give you honest answers, constructive ideas and creative solutions. We'll always keep you updated and never disappear.

[h4]:

Attention to detail

[body text]:

You'll want to know your project is getting the care and attention it deserves, from the nuances of design to technical issues and quality control. We are specialists in design for print and websites, and stick to what we do best.

[h4]:

On time, on budget

[body text]:

When you're in a hurry, you'll need your job delivered when we said it would be, and without any nasty surprises. Don't worry - we stick to our timelines and quotes, and don't take projects off on unnecessary tangents.

[h2]:

Meet The Team

[each with photo]:

[h3]:

This is Andy Gowers

[body text]:

You'll talk to Andy when you first get in touch. As the founder of Premier Design, he's the initial point of contact and loves making both new and existing customers feel at ease when dealing with us 'creative' types! Andy's head is always buzzing with ideas and solutions. He'll chat with clients about what they want to achieve, and how to do this effectively and efficiently, without putting on any pressure.

Andy's journey in design started at the tender age of 16 with a 3-year printing apprenticeship, and he fell in love with the career straight away. Working at a large local printing company in the late 80s and early 90s, he honed his knowledge and visual skills on old-school, traditional techniques before switching to computers as design and print technology advanced. Setting himself up as Premier Design was a make-or-break moment for him in 1995, and is still a work in progress nearly two and a half decades later!

Andy's approach of managing projects from start to finish usually means problems are kept to a minimum - especially important with short lead times and tight deadlines. And the results are

worth it. To him, nothing beats the moment when a client sees their job in print, smiles and says: 'That's just what I wanted.'

When not involved with all things design or spending time with family and friends, Andy loves to watch Essex play cricket, or play with Willow, the new office puppy. His biggest strength is his sense of humour - you often need one in this game!

[h3]:

This is Mickey Birkin

[body text]:

You'll talk to Mickey about your project every step of the way, from start to finish and beyond. As our Senior Designer, she knows active communication is the key to getting a job done well - she consistently gets to the heart of our clients' business needs to come up with innovative, effective solutions and create happy customers every time.

Mickey started her career in design almost as soon as she could talk, constantly drawing and making as a child, and going on to graduate from Art College with an HND in Graphic Design & Communications at 21. It wasn't long before she joined Premier Design in 2001, where she fitted in like a long-lost friend and has been a vital part of the team ever since.

Mickey loves getting to grips with any challenges our clients can come up with. She saves clients a huge amount of hassle, time and effort by being proactive and passionate about the job and project-managing from start to finish. The huge variety of clients and work, as well as the constant evolution of design, means this is not a static industry, which makes the job continually interesting and exciting - hence being with Premier for over 17 years!

When not creating dynamic new designs, Mickey loves horse riding, snowboarding, and days out with her husband, 5-year-old son and Scruffy Dog (and, of course, nights out with other mums! Yes, that's allowed).

Her biggest strengths in the job are her incredible organisation skills, and her philosophy of designing for a reason. Your product will never be truly effective if it's only been designed to look nice!

[h3]:

This is Sue Card

[body text]:

You'll talk to Sue when you owe us money and you're desperate to get rid of the leg-breaking gangster types we've sent round to your door. They weren't very nice. As our bookkeeper, accountant, credit controller and office manager rolled into one, Sue is a force to be reckoned with.

Sue's previous experience with Al Capone served her well, but when forced to go to ground to avoid the wrath of several organised crime lords, she found a new identity when Andy was launching Premier Design. She demanded the nicest chair in the office, improved our cashflow tenfold and has been a permanent fixture ever since. We couldn't actually ask her to leave if we wanted to. We're not even sure if Sue is her real name.

Combining the latest online accounting software with medieval methods for extracting information, Sue has cultivated a unique approach to credit control and checking (and re-checking) every single, tiny, insignificant figure in our books. The most miniscule of errors results in a retribution so ferocious that even Genghis Khan would wet his pants. A contract with the Devil signed in your own blood carries less weight than a polite payment reminder from Sue.

When not embroiled with issuing paperwork, chasing payments and pulling teeth, Sue loves coffee, singing loudly in the car (sometimes with a willing participant), practicing voodoo and studying the dark arts. Oh, and she also likes spending time with her charming husband and two children.

Her biggest strengths in this job are her relentless organisational skills, a deep love of entering numbers in boxes and the ability to summon demons at will. Some of them have been quite helpful. If you cross her, you will fail.

[h2]:

Our Mission: “To give our clients genuine help and input to make their designs perfect for print.”

[h2]:

Want to see what our clients say about us?

[insert 4 testimonials]

[h2]:

What we do

[body text]:

Here's a few samples of our favourite projects:

[insert thumbnails for 4-6 'featured' case study pieces]

[each would show name of company and a quick one-line description - linking to case study page?]

[h3]:

Want to see more?

[CTA/button]:

Click here for the portfolio

[h2]:

Our kind of people

[body text]:

We have delivered eye-catching, exciting and effective design to businesses across a range of industries. Want to see yourself among them?

[list with bullet points or icons]:

- Universities
- Property development
- Estate agents
- Health and beauty
- Farming
- Retail
- Childcare
- Solicitors and lawyers
- Automotive
- Golf clubs
- MOD
- Catering
- Tour operators

[h2]:

Want to chat?

[body text]:

Whatever you want to create with your design and marketing, we can get it sorted. Call us today on 01245 363163.

[button]:

Contact page

Branding page

[h1]:

LOGO AND BRANDING

[h2]:

You want branding that sparks familiarity and trust

[body text]:

Are you fed up with your lacklustre, outdated logo? Does your branding make you feel awkward, boring and even embarrassed?

This is a chance to modernise, refresh and update, or to start over again from a clean slate. You need branding to transform how people see you, to clearly show what you do and your personality and values behind it. You want a brand that fills you with confidence, that makes you proud. You want a logo that stands out, that embodies quality, familiarity, respect and trust.

We design branding to give a positive impression people remember.

[insert images of various branding examples]

[h2]:

Defining our services...

[body text]:

What goes into revitalising your branding? There are many things to consider when it comes to making you look good and communicating your message and values:

- Your company's history
- What your customers recognise
- Which colours are most effective
- What your competitors are doing
- How certain shapes carry meaning
- Using pictures - or not!
- Text fonts and word sizes
- Formatting for all media - online and in print
- How your brand is used across stationery, vehicle livery, clothing, signage, packaging, websites, banners and ads.

[insert testimonial]

[h2]:

Ready to raise the bar on your branding?

[CTA/button]:

Give us a call today

(links to Contact page or brings up form)

[h2]:

Want to see branding and logo designs we've done for other people?

[text]:

Click on an image below to check out the case study.

[insert maybe 3 thumbnail images of other projects - these will link to the case studies]

[maybe text over the images]:

[image 1]

[h3]:

Company Y

[text]:

Completely new logo for this SME.

[image 2]

[h3]:

Company X

[text]:

Re-working of company's established branding to maintain previous elements, but with a fresh look.

[image 3]

[h3]:

Company W

[text]:

Branding overhaul to re-launch this family-run establishment.

[h2]:

What do you want from your logo and branding?

[body text]:

Which words, icons or colours? Literal or abstracted? It's important to get it right - your logo is the symbol for everything you stand for, and will evoke an instant reaction in people who see it. With your branding, you are looking for a concept to be rolled out smoothly across everything your company uses - stationery, signage, vehicles, your website and more.

Tell us all about your business - the key aspects of your service or products, what you do for people, and how you want customers to feel when they see your branding. We'll create designs you'll be glad people remember.

[button]:

Call us for a quote

(links to contact page or form)

Design For Print page

[h1]:

DESIGN FOR PRINT

[h2]:

You want print products people will love and keep

[body text]:

Had enough of dull brochures nobody cares about or handouts that get binned without much of a glance? You need to raise your printed material way above the level of junk mail.

In a world where so much is digital, people welcome a tactile, physical product to touch, hold and study. You want distinctive designs for print that jump off the page, that shine and stand out in all the right places. Outgoing, cheerful print materials with content and headlines that demand attention and show you're at the top of your game. Items that people will keep on their desk or shelf, ready to refer to again and again.

Those are the kind of printed products we design.

[insert images/carousel of various print examples]

[h2]:

Browse through our services...

[body text]:

Check out the broad range of what we supply, and the specialist finishes, weights, bindings and more available for all your printed assets.

[bullet points or with small icons]:

- Brochures
- Promotional packs
- Company guides and manuals
- Product catalogues
- PowerPoint to print conversions
- Posters
- Leaflets and flyers
- Stationery and business cards
- Workbooks
- Information sheets
- Menus
- Printed newsletters
- Certificates
- Folders and binders
- Digital and litho
- Onion skin and specialist papers
- Specialist inks and finishes

[insert testimonial]

[h2]:

Ready to improve your printed material?

[CTA/button]:

Get in touch today

(links to Contact page)

[h2]:

Want to see print projects we've done for other people?

[body text]:

Click on an image below to check out the case study.

[insert maybe 3 thumbnail images of other projects - these will link to the case studies]

[maybe text over the images]:

[image 1]

[h3]:

Company Y

[text]:

Brochures created to cover each range of shelving.

[image 2]

[h3]:

Company X

[text]:

The full range of stationery, signage, posters, info packs and more for this nursery.

[image 3]

[h3]:

Company W

[text]:

Info sheets and manuals for this range of cement pumps.

[h2]:

What do you want from your print design?

[body text]:

It's all about communication. You need to meet your customers where they are, and sometimes being online is not enough. Do they notice and appreciate posters, brochures, cards and inserts?

Do they like to flick through real pages and study newsletters?

Putting across everything you need in your printed material and making it look amazing is an art we've mastered. We know the difference between 450gsm silk and 350gms pearlescent, and what a spot varnish is, so you don't have to. And remember - the battery won't run out on an info pack, nor will a brochure freeze up when the internet connection goes down.

[button]:

Give me a quote

(links to Contact page or form)

Plus the bonus...

Random Things page

[main banner image perhaps underneath heading]

[h1]:

RANDOM THINGS

[h2]:

Want to stick in people's minds with something out of the ordinary?

[body text]:

By now, you're probably tired of the same old products. Everyone and their dog has pens, brochures, erasers, jotter pads, nice business cards and so on. They do a practical, familiar job, but in the end they're nothing special. You need to try something different to really stand out.

You want interesting items that show how you're more inventive, cleverer and quirkier than the competition. You're so on top of your game you can break the rules and have a sense of humour about it. You want to look like you're enjoying what you do so much that you want to spread the fun around.

Those are the kind of alternative products we design.

[insert images/carousel of various packaging examples]

[h2]:

Surprise us and your customers...

[body text]:

Check out the options for the kinds of items that can carry your branding. Or do you have ideas of your own? There's only so much room here after all... Whatever it is, we can design for it.

[bullet points or with small icons]:

- Playing cards
- Viking helmets
- Tennis balls
- Coasters
- Fluffy creatures
- Sun hats
- Umbrellas
- Torches
- USB sticks
- Wristbands
- Frizbees
- Mugs
- Baby-grows
- Table tennis bats
- Toilet seats
- Frogs
- Toupees
- Dog collars
- Shower caps

[insert testimonial]

[h2]:

Ready to try something different?

[CTA/button]:

Get in touch today

(links to Contact page)

[h2]:

Want to see random things we've done for other people?

[body text]:

Click on an image below to check out the case study.

[insert maybe 3 thumbnail images of other projects - these will link to the case studies]

[maybe text over the images]:

[image 1]

[h3]:

Company Y

[text]:

Branded yoga mats for stress relief at work

[image 2]

[h3]:

Company X

[text]:

Condoms featuring the logo of this Health & Safety company

[image 3]

[h3]:

Company W

[text]:

Bespoke shaped cake tins and jelly moulds for this catering supplier

[h2]:

What do you want from your crazy, outlandish giveaway?

[body text]:

Something people will keep in their pocket, on a shelf, in a window, use in their everyday life or wear proudly day-to-day? You want an item that will connect you with your customers in an innovative and interesting way, and potentially give you extra free advertising while you're at it.

We love something out of the ordinary and have plenty of time for good ideas and fun new ways to get your business into people's heads and keep it there. Developing a fun, useful promo item that showcases your brand is an art unto itself - we'd love to hear what you might have in mind, or offer some off-the-wall suggestions ourselves.

[CTA/button]:

Give us a challenge

(links to contact page or form)

--- END ---