

*Loud  
and  
clear*

# *Loud and clear*

*Trust Design Force to bring your  
public sector communications alive*

[www.designforce.co.uk](http://www.designforce.co.uk)

*Know  
what I  
mean?*

*it's not always easy...*



**Health...education...welfare...  
housing...travel...leisure...  
business...environment.**

Key services – often with complex messages.  
We recognise that it's part of your challenge  
to communicate vital information to target  
audiences really effectively.

**\*** *If it's your job to make sure you're  
getting the message across, then  
you should **seriously consider**  
reading on!*

*Make  
sure it  
counts*

*again and again...*



## Making sure your message stands out is not always an easy task.

For one thing, it's a busy world, and the people you're trying to reach are bombarded every day with lots of new information.

And when you get your message in front of them, it's also vital that they're able to understand the facts and respond accordingly.

**\*** *That's why getting the **right design** that communicates in a way that'll do this is **absolutely vital** for public sector deliverers.*

*Help  
is at  
hand*

*we'd love to work with you...*



**Turning to consultants who understand your design needs is really important – and it's precisely where Design Force can help.**

We've built our reputation working with the public sector to help turn communications briefs into highly effective design – for both print and digital media.

We understand the value of getting it right first time, and we also recognise the importance of showing clear accountability for the budgets you're investing.

**\*** *So whether you're supporting older people, communicating with businesses, working with communities or focusing on families, **Design Force** is here to help.*

*Have  
a quick  
shuft*

*go on, it'll be worth it...*



## Business Link Northwest Journey advertising campaign

An extensive campaign rolled out across a wide variety of advertising media and digital applications to promote the variety of services offered by Business Link Northwest.



## The British Council Spread the Word campaign

A suite of print based materials aimed at promoting the British Council Accreditation Scheme to overseas language students studying at accredited colleges within the UK.



## Food Northwest Identity and marketing materials

A new identity and suite of materials aimed at raising Food Northwest's profile, whilst generating awareness and encouraging entries for their highly successful annual awards.



*Great  
ideas*

*and well organised people...*



**While great creativity that's tuned into the needs of our clients and their audiences is at the heart of what we do, it's always good to know we're extremely well organised.**

From taking your brief to developing options and recommendations, calculating cost choices, and workflowing the tasks through our studio, you can be sure your project is well organised by a dedicated designer assigned to your account.

**\* Ask to see a copy of 'The Design Force Way'. It's our production process manual that means we can give you real focus and accountability – as well as ensuring *fabulous results* – on time, on cost and on quality.**

*Give  
us a  
shout*

*you'll be glad you did...*



**We think work is fun, and our enthusiasm for design always shines through. You'll find us straightforward, accountable and above all effective.**

Based at The Watermark, Preston's creative hub, Design Force is here to deliver what you need, when you need it.

If you want to meet up we're always willing to have a preliminary chat so that we can understand where you're coming from and where it is you need to be.



*Find out more about Design Force Associates by giving **Simon Brindle** a shout. Here's how you can contact him. **Mobile: 07775 527265**  
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