

A **fresh**  
approach  
for business



get the  
**juice**  
on branding



a fresh approach

Welcome to Tangerine Creative. We'll work with you to give a fresh approach to your logo, your brand, your brochure or your website.

Whatever your design needs we can make it tangible!

Every business is different and we like to work with people who are as passionate about their business as we are about ours. We are responsive to your design requirements and you always deal with us.



### *freshly squeezed ideas*

graphic design

website design

branding & logos

photography

signage & print



designed in an environment that may contain nuts



environmentally friendly print



healthy advice to help promote your business

## branding - how it all works

1

### Branding workshop and brief

Our first step is to meet up with you and go through our branding workshop. This enables us to get a good understanding of your company and your requirements - it also helps establish a solid business relationship.

2

### Conceptualise

Now its time for us to put on our thinking caps and create 3 concepts for you. Lets get creative...



## graphic design

From logo design to signage and packaging, we help you take your brand to market.



## print service & signage



From your letterheads and business cards to large exterior signage or vehicle graphics we can take your branding from business card to building.

3

### Finalise with colour and fonts

OK lets look at your favourite option and look at a selection of fonts and colours:



4

### BRAND NEW

It's now ready to show to the world, so we make sure it's on your stationery, website, EVERYTHING!



### photography

Creative photography from corporate and commercial to advertising shoots.



### website design & development

We create websites that you can update and we supply the training to make it work -

We have smart, simple solutions for all budgets from one page to full e-commerce websites.



## Our top 5 branding tips

### 1. do you have an identity?

From the beginning, your brand will help people identify with your business. It is a vital communication tool that will establish recognition and make your company and its products relevant to your target audience.

### 2. how and where

Think about how and where your brand will be displayed. Ensure the shape and colours will work in the media you choose - from on screen to in print.

### 3. keep on promoting

Promote your new brand - make sure it is seen prominently on all of your products and promotional material. Make sure your marketing is of the same high quality that your brand is built on.

### 4. be consistent

Make sure it is used correctly and consistently - never allow someone else to create their own version of your brand identity.

### 5. review

Review your brand from time to time - maybe every 2 years - to make sure it's still delivering your objectives and keeping you distinct from the competition.

**Call Tangerine Creative today for a refreshing FREE Branding Workshop**



# creative juices

If these tips have reassured you that we are a company that can help you to promote your business call us today for a FREE no obligation quotation or brand workshop.

**We look forward to meeting you.**

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