



DESIGN &
ADVERTISING

VISION GRAPHICS

VISUAL COMMUNICATIONS SPECIALIST

DESIGN & ADVERTISING

Vision Graphics is committed to being the visual communications specialist. We have always provided a graphic design and layout service in conjunction with the Photographic and Digital Imaging division of our business. Now we offer our clients a more comprehensive Design and Advertising solution that includes brand strategy, print design, multi-media and advertising. Our goal is to become your one-stop shop for all your visual communication needs.

Creative Director, Stephen Clarke, and Account Director, Cheryl Hansford head the Design and Advertising team. We can now deliver a more comprehensive marketing service in the areas of brand positioning, corporate identity and print and web design coupled with multimedia and advertising.

Our promise is to deliver innovative and creative ideas developed by talented professionals whilst maintaining the highest level of service, creativity and professionalism for our clients at all times. Our extensive experience will ensure the successful development of your brand.

GRAPHIC DESIGN

Our promise is to deliver innovative and creative solutions for all your graphic design requirements. Our studio team of experienced designers and digital artists ensure we maintain the highest level of service to our clients at all times. Our teams are built according to the needs of any given project. We can provide graphic design for a wide range of visual communication solutions from posters and banners right through to annual reports and corporate stationery.



Corporate brochures, annual reports, presentation folders, corporate stationery, profile documents, packaging, product brochures, booklets, manuals and guides.

BRAND DEVELOPMENT

We strive to take a more holistic approach to brand development. Before we start the creative process, we think about the brand in terms of what it offers to the consumer. Integral to the graphic design process is how your brand is conceived, maintained and received to afford its maximum potential in the market place. We act as an extension to your marketing team and work closely to develop your brand to ensure consistency and vision.



Brand planning, strategy and implementation, research, corporate identity, corporate style guides and logo development.

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MULTI MEDIA

The greatest amount of growth in advertising over the last few years has been in the on-line arena. Often, the first exposure a potential customer has to your business is through your website. This can set the tone and style of your company while establishing your brand in the market place. Our expertise is constructing a website design that can work in conjunction with other on-line multi-media components to provide a complete solution to your multi-media brand requirements.



Web design and construction, e-marketing, web banner solutions, instructional video content, on-line banner advertising and search engine optimisation to name just a few.

ADVERTISING

The role of design in advertising is not just to create a pretty advertisement but to engage and make people respond to your brand. That is the secret to powerful and effective communication. Our strategic approach to a brief coupled with effective media placement creates an advertising campaign that works. Whether it is a brand development initiative or an immediate response driven campaign, we make sure your objectives are at the forefront of our creative solutions.

The outcome of our unique approach is to create refreshing, challenging, and innovative creative that can influence behavior and inspire change in the way people think.



Press, magazine, catalogues, point of sale, posters, brochures, postcards, sales promotion and more.