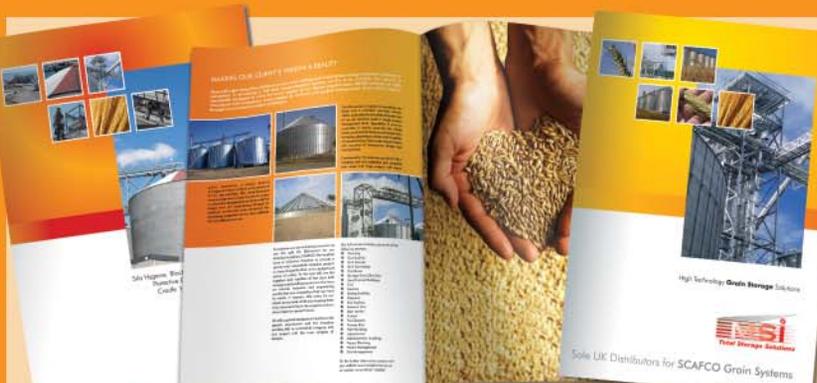
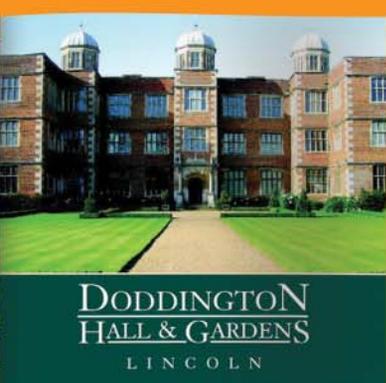




IN SYNC DESIGN
BRANDING - PRINT - WEB - SOLUTIONS
MARKETING CONSULTANTS



Graphic Design

Traditional Print Media

Marketing Consultancy

Online Solutions

Software Training

Marketing Consultancy

Having worked with many business sectors since 1992, In Sync Design Consultants have earned an excellent reputation for marketing many diverse companies and organisations around the country.

Finding the ideal solution for your specific marketing requirements is our speciality and one of the reasons we retain clients for many years. In order to achieve the very best results for you, we develop individual strategies to ensure your target audience is reached and your company's prosperity continues to increase.

Do you need marketing advice?

To answer the question — you first need to ask yourself a few questions...

What do your customers think you sell?

Do they know about **all** your products and services? Are you sure? Does your brand reflect what you do? Does it need a minor update or total revamp? Does your website appeal to your customers? How can you tell?

How many potential customers do you have? How do they find you? And most importantly...

Can your marketing be improved?

Our consultancy service can range from a long term contract which requires weekly, monthly or quarterly attention – right through to the management of a specific project that can include – but is not limited to:

Branding – from a simple brand refresh and update to a brand new brand!

Marketing Material Review – What do your customers think about your company, products and services based on your current marketing material?

Website Consultancy – From planning a completely new site to refreshing existing content and style to appeal to a broader, more targeted audience.

SEO – Search Engine Optimisation. Before investing in online promotion, we suggest you trial your updated site beforehand so that you can measure and quantify the benefits of any advertising outlay you decide to invest in.

Call Adele on 01673 838616 to find out what we can do to improve your marketing, your image and your corporate reputation.



Graphic Design



We believe that the essence of excellent design lies in the ability to communicate. Whether designing a logo or developing a stunning mixed media marketing campaign, our attention to detail and continuous client liaison, ensures that the final solution meets your objectives and impacts on your specific audience.

It can be difficult to decide exactly what you need, for example, what is the difference between a brochure and a folder? As consultants, we examine your products, services and your audience in order to help you decide the best form of promotion for your company to ensure you get the best exposure possible.

- Corporate branding & logo design
- Brochures, leaflets, folders & literature
- Newsletters, catalogues & guides
- Signage, exhibitions, banners & flags
- Products, clothing, branded equipment

In Sync Design Consultants specialise in graphic design for traditional print media and digital design for screen.

Since 1992, we have created specific marketing strategies and consistently provided unique design solutions to meet the objectives of our wide range of clients. Based conveniently near Lincoln, we are ideally situated to service the East Midlands area and beyond in the UK.

Traditional Print Media

Whether you require our graphic design services, consultancy, complete project management or software training for specific purposes, In Sync Design can provide your company with a tailor made menu of services designed to meet specified budgets.

Don't hesitate to contact us to discuss your project.



Your logo is the first impression customers have of your company - be it in print, screen, exhibition or vehicle graphics. It needs to work from the size of a badge to a billboard. Each logo is designed to suit a specific brief and we ensure they are adaptable for multimedia use.

Copy-writing... Photography... Translations... Graphics...



Our focus is on developing long term relationships with our customers – not making a quick buck! This brings benefits to both parties as we can anticipate your requirements and offer solutions before you even realise you have a need.

We like nothing better than a challenge! When we chat to our clients, we like to find out as much about your business as possible.

But we don't stop there!

We also research your competitors and take a good look at your target audience. This research is all carefully considered so that we can exceed your expectations and deliver results that achieve the maximum impact at a realistic cost. This means you are delighted, your customers want to buy and you keep coming back to us in the future.

If you need promotion – give us a call and we can discuss your requirements.



**CENTRI
CONSULTING**



SGCBUILD
DEVELOP • MAINTAIN • RENOVATE



CLAIRE CHARLTON
EQUINE SPINAL THERAPIST



**DODDINGTON
HALL & GARDENS**



Lincoln Minster School



Software Training

We provide training for a multitude of applications such as Adobe Photoshop to improve images, InDesign to create great layouts for your marketing material and in-house documents, Dreamweaver and online website design software such as Wix to enable you to design or update your website in-house.

We adapt the content to individual requirements ensuring that you are taught in a friendly environment at a pace that suits you - with no technical jargon! So please feel free to make an enquiry and once we have discussed the options, I can give you an idea of cost - with no obligation!

Training can take place either at your premises or our offices. Tuition is not limited to simply improving employment skills, we also tutor private individuals, who, for example, want to learn how digital photography and image manipulation can enhance their own photographs.

See our website to view some examples of training session results to whet your appetite and inspire your creative streak!

Knowing that you can improve an image doesn't help unless you know how to use the software to your best ability...



Before, creased & torn image.



After, repaired photograph.



Before: Dull, lifeless image.



After: Enhanced clear image.

Increase Your Skill Set

The variety and complexity of the tools in software such as Photoshop can be daunting – even for us at times! Through experience and working with clients and students, we have perfected the art of simplifying the use of software so that everyone is able to build on their new found skills and become confident and proficient when making alterations to digital photographs and images.

See our website for more information and a menu of options.



Before: Designed in-house.



After: Professionally designed.

Typography... Photo Retouching... Copyrighting... Airbrushing... Illustrations...



Above: Designed In-house.



Above & below: Professional design.

Having a fantastic website which promotes your business is an excellent way to communicate directly with a worldwide audience 24/7/365 but it can only be as current as the content within the pages. At In Sync Design, we can design and produce your site and also maintain and update the content, however, some of our clients prefer to manage their site themselves so that they can make instant alterations for this ever changing environment.

We are able to meet this demand by training you and your staff to make the updates and create new pages yourselves. So whether you decide to use our design services initially or want to start your site from scratch, we can help you to develop the skills necessary to create and maintain your site in-house.

This training is designed to suit the ability of the individuals at a pace they can cope with. We work on a number of different software alternatives so you don't necessarily have to invest in expensive software.



Before: Created by a company who design websites based on a restrictive basic template.



After: Professionally designed to meet the specific and ongoing demands of the school.

Website Creation

Electronic communications are the future of marketing. We excel in online promotion from the concept and design of your site through to gaining relevant listings and achieving top search engine results.

Initially, we assess your current marketing status and how the website should support this, adding value and credibility whilst reducing the need and expense of posting printed material. By examining existing information, we can decide on the optimum course of action to ensure results are not only achieved but are, most importantly, measurable.

We can advise, assist and create a comprehensive website plan to ensure that the content is relevant to specific audiences and is search friendly for the varied services or products your company wishes to promote.

Services Include:

- Concept & design
- Redesign & refresh
- Meta tag creation
- On-site training
- Email stationery
- Search Engine Optimisation

Planning the content and structure ahead of the design layout is critical to ensure it is as user friendly as possible, is not subject to drastic revisions and is 'future-proof' in terms of long term expansion plans.

Online Solutions

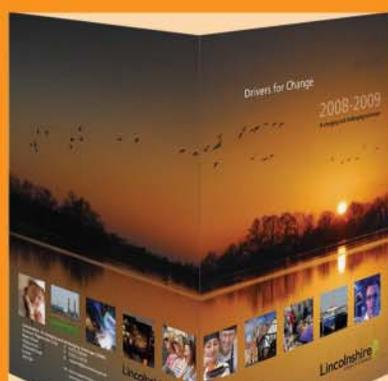
When designed effectively, a website can achieve a number of objectives but it is important to realise that this electronic environment can have a huge impact on how you run your business. Ideally it will help to streamline many processes allowing time to be better spent elsewhere.

A well planned and effectively designed website will create opportunities for your customer base to increase, so it is critical that adequate consideration is given to ensure that coping strategies are in place.

App design... Page turning PDF creation... Animation... SEO...

- Customers will be able to purchase goods or services and obtain your latest news, raising awareness 24 hours a day, 365 days a year
- Customers will come from a global environment broadening opportunities for sales and enlarging your customer database
- New products and services may need to be considered to meet demands, increasing profits and market share
- Effective search engine optimisation will reduce advertising and promotional expenditure whilst capturing data for further improvements and enhancements
- E-marketing can capitalise on existing and newly created networking opportunities which can realise the extensive value of an electronic environment and the communities it is designed to target
- Offering opportunities for two way communication, will gain informative feedback to help to refine products and services
- Competitor analysis offers an abundance of opportunities to compete effectively in this web based environment
- Changes, updates and trials can be quickly and cost effectively incorporated and monitored to test new ideas and offerings
- Information and image databases can be created for press and publications which will ensure you are approached for news stories
- Opportunities can be created for positive public relations while simultaneously maintaining and building your business reputation and reducing the need to repeatedly create information
- **A website environment takes advantage of many evaluation methods which can be harnessed to test current, and more importantly, future needs - keeping you ahead of your competitors.**





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BROCHURES

Folders
Catalogues
Prospectus

STATIONERY

Letterheads
Compliment Slips
Business Cards

EXHIBITIONS

Banners
Point of Sale
Pop Up Displays

WEBSITES

Emailers
E-brochures
Multimedia

ADVERTISING

Campaigns
Direct Mail
Media Planning

SIGNAGE

Van Livery
Fascias
A Boards

BRANDING

Corporate Identity
Logos
Branding

LEAFLETS

Flyers
Posters
Pamphlets

PACKAGING

Promotional Gifts
Carrier Bags
Branded Workwear