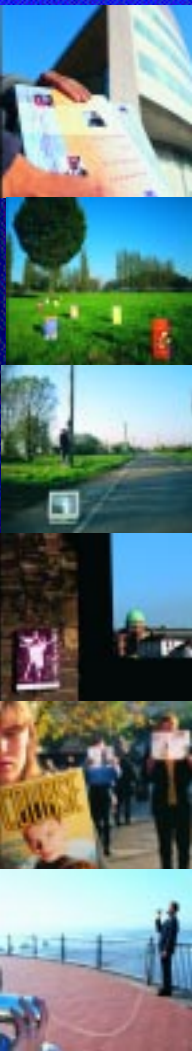


creative

communications
for the new millennium





an introduction

Founded in 1991, Basics has grown to become a leading player in the field of design and communications. We are a small team of dedicated professionals providing inspired and appropriate answers to help our clients meet the demands of the future. Our aim and philosophy is simple - to devise and execute dynamic, professional design solutions to reach a changing world.

services

- corporate & brand identity
- marketing & corporate literature
- world wide web sites
- multimedia
- contract publishing
- exhibition
- advertising
- direct marketing
- copywriting & editorial
- photography & illustration
- on-screen graphics
- graphic animation
- video
- packaging

designed for
the future



A man in a dark suit and blue shirt stands in the lower right foreground. Behind him is a large, modern architectural structure consisting of several tall, white, cylindrical columns with horizontal green bands. The structure is set against a clear blue sky. In the background, there are some buildings and a fence.

A recent article in *Marketing Business**, suggested that, 'Design is nothing unless it improves competitive advantage', something we at Basics understand. This brochure displays our appreciation of the relationship between good design and client success and outlines just some of the diverse projects we have undertaken.

Our clients are drawn from both the public and private sectors and whether their budget is large or small, or the project is simple or highly complex, we apply the same high standards of creativity, attention to detail and personal service. We hope that this brochure demonstrates our creative and technical competence, and our **commitment to taking the success of our clients into the next millennium.**

Ian Smith - Creative Director

Establishing how to relate to your customers and how you communicate with them is largely what corporate identity is about. Corporate and brand identity makes a real difference to an organisation's success in the marketplace. In a world of staggering choices, visual identity is often the only differentiating factor between organisations with similar products and services. Basics works in partnership with your corporate, strategic and brand objectives to devise a working identity system - helping you to stand out from the crowd.



© Trident Health

building your identity

"Basics have continually produced high quality and appropriate design work, demonstrating a quick grasp of our needs and working to an excellent standard. The end results have proved to be highly effective for our organisation." David Tucker - Executive Vice President Trans World Radio

(ii) Trans World Radio

(iii) C & G Systems

(iv) Care for the Family





Together with marketing, graphic design is a key element in the strategic planning of modern organisations. Basics can help your organisation to grow by seeking to understand your target audience and providing intelligent solutions to reach it. We seek to understand your objectives by building a close working relationship, designing and implementing the best marketing, communication projects to meet your needs.

towards continued growth

"We have been impressed by the ability of Basics to respond dynamically to the brief we have given them. We have been complimented by users of our literature for its creativity, clarity and effectiveness." Sandra Skinner - Secretary for Wales Duke of Edinburgh's Award



(v) Duke of Edinburgh's Award



(vi) Bees for Development



"As a company at the forefront of innovation and technology, it is important to be perceived by our audience as innovative, contemporary and cutting-edge. Through their work, Basics have enabled us to project these core values."

Dave Cornwell - Sales Manager

Computerised

Document Control

connected to the e-world

Basics will help you choose and implement the most appropriate new media solutions for your organisation, whether a web site, disk mailer or CD-Rom. We have the expertise to build your web presence and we understand that good design is the key to a hard-working project of whatever scale. Basics will help you inject new life into presentations and videos, helping them become dynamic tools for communication. Our service embraces project management, design and production.

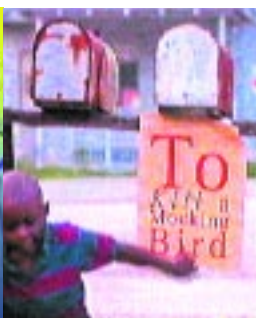
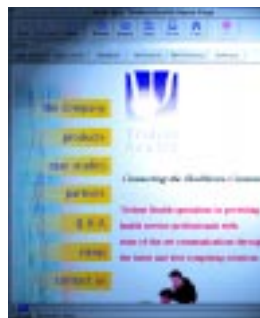
(vii) Trident Health

(viii) Gwent Social Services

(ix) Gwent Careers

(x) Computerised Document Control

(xi) BBC Wales





(xii) Newport Summer Fun

(xiii) Women's Aid

"The work produced for the Summer Fun project has been of a very high order, and the approach has been positive, imaginative and professionally managed throughout."

Adrian Ross

Arts Development Officer

Newport County Borough Council

It goes without saying that getting noticed is the key to a successful promotional campaign. Basics can make sure you get attention by developing and designing thoughtful and creative campaigns. Whether the communication is via direct marketing, the press, trade shows or another medium, **Basics can work with you to get your message across.** With cost-effectiveness and innovation as key, we will attract your target audience to your important message.



(xiv) Cwmni Ballet Gwent

"One of the most important factors in the effectiveness and growth of Care for the Family has been the positive contribution made by Basics. Their professional, highly creative partnership with us has been enormously significant." Jonathan Booth - Director Care for the Family

attracting attention

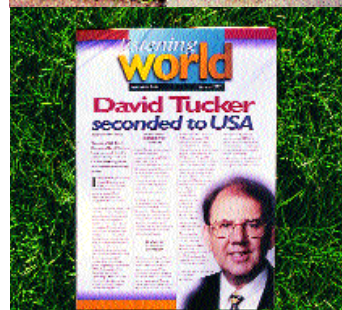


(xv) On Course Magazine

Basics can help you build better relationships by providing contract publishing and periodical solutions for customer and corporate newsletters and magazines. Transforming these publications into web sites can create profitable, interactive relationships with customers and clients. By providing a service from writing and editing through to design and mailing, Basics ensures that your communication is highly effective.



(xvi) Care for the Family Magazine



(xvii) Listening World



(xviii) Higher Ed Magazine



(xix) Parentalk Magazine

"The quality of information materials produced by Gwent Careers has been greatly enhanced by Basics. Their understanding of our needs, their professional response to tight deadlines and creative approach has helped establish an excellent reputation for our services."

Margaret Noakes

Head of Marketing & Information
Gwent Careers

Efficient communication does not happen by accident but only by design. If you need to present financial and company information in the form of an annual report, or you need to outline your services in the form of a directory, well engineered design solutions will help you talk clearly with your audience.

optimising your communications

(xx) Glan Hafren NHS Trust





(xxi) Gwent Careers

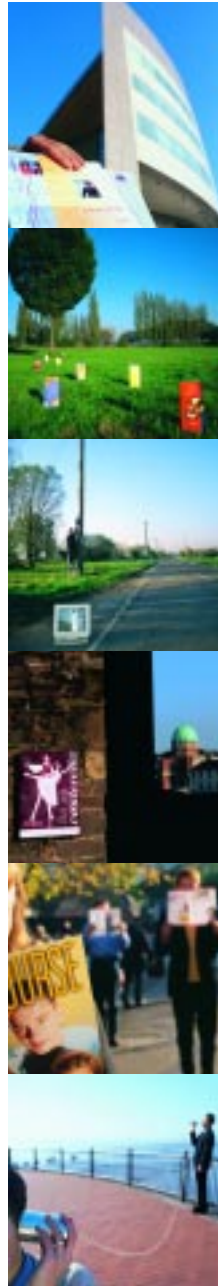
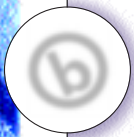
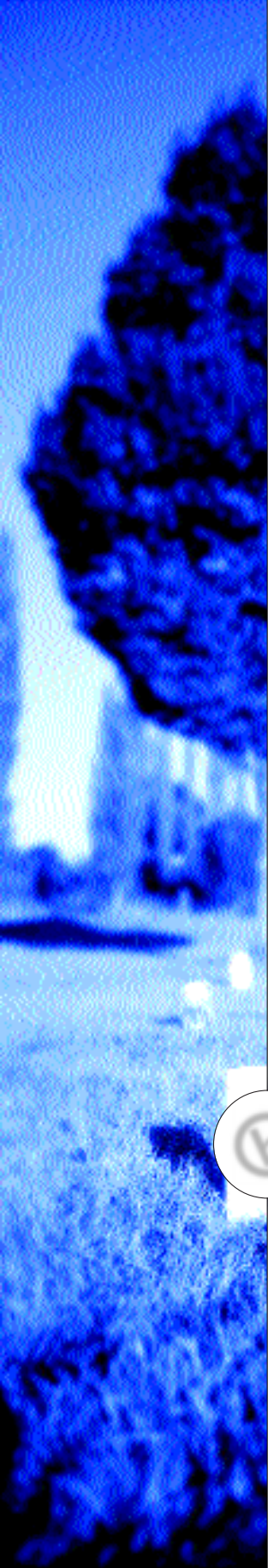
recent clients

BBC Wales
 Bees for Development
 Broomfield & Alexander
 C & G Systems
 Care for the Family
 Caris Financial Planning
 Computerised Document Control
 Cwmni Ballet Gwent
 Deacon Engineering
 Duke of Edinburgh's Award
 Evangelical Alliance
 Forest Theatre
 Glan Hafren NHS Trust
 Gwent Careers
 Gwent Community Health NHS Trust
 Gwent Social Services
 Gwent Tertiary College
 Gwent Training and Enterprise Council
 Lawyers Planning Services
 Media Streams
 Newport County Borough Council
 Phoenix Film Club
 Phillips Management Consultants
 St Davids Hall
 Sherman Theatre
 Trans World Radio
 True Freedom Trust
 Trident Health
 Women's Aid
 Women in Mission

projects

main: Corporate identity system for Trident Health. Trident Health provides information management solutions for NHS Trusts, Authorities and GPs.

- (i) Trident Health - exhibition stand design.
- (ii) Trans World Radio - corporate identity for global broadcasting organisation.
- (iii) C & G Systems - corporate identity and marketing materials.
C & G Systems produce water management systems for industry.
- (iv) Care for the Family - corporate identity and promotional literature.
Care for the Family promotes strong family life and effective parenting.
- (v) Duke of Edinburgh's Award - production of various marketing materials.
The organisation is committed to broadening the horizons of young people.
- (vi) Bees for Development - multi-lingual promotional literature for charity that provides information on beekeeping to developing countries worldwide.
- (vii) Trident Health - design and production of corporate website.
- (viii) Gwent Social Services - documentary video production, about the lives of miners in Wales introduced by Neil Kinnock. Produced and directed Basics.
- (ix) Gwent Careers - design and development of website. Gwent Careers provides advice and information on work, training and education routes.
- (x) Computerised Document Control - corporate identity, product logos and software interface. CDC produces document systems products for industry.
- (xi) BBC Wales - production of on-screen graphics for 'English File' - 'To Kill a Mocking Bird' and 'Of Mice and Men'. Broadcast on BBC2.
- (xii) Newport Summer Fun/Summer Festival - promotional materials. Newport County Borough Council provides annual events for children and adults.
- (xiii) Women's Aid - promotional materials for 'One in Five' campaign.
The charity works with women suffering the effects of domestic violence.
- (xiv) Cwmni Ballet Gwent - corporate identity, season literature and advertising materials for Wales' national ballet company.
- (xv) Magazine for Gwent Training and Enterprise Council. Produced to provide young people with information on training and work opportunities.
- (xvi) Care for the Family Magazine - design for quarterly magazine which helps keep supporters up to date with the activities of the organisation.
- (xvii) Listening World - design and production of TWR's quarterly newsletter.
- (xviii) Higher Education Magazine - design and production of magazine which provides young people with information on Higher Education choices.
- (xix) Parentalk Magazine - design of magazine, which is part of a range of materials for use on a national parenting course.
- (xx) Glan Hafren & Gwent Community Health NHS Trusts - design of baby feeding guide and service directory for health professionals.
- (xxi) Gwent Careers - information, marketing and communications literature for the careers service.



If you would like more information about basics and the services we provide, please do not hesitate to contact us.

basics graphic design consultants

visit our world wide web site at: www.basics.co.uk

For further information please contact:

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