

ADORN

SEASIDE YOU WANT
SEASIDE YOU WANT



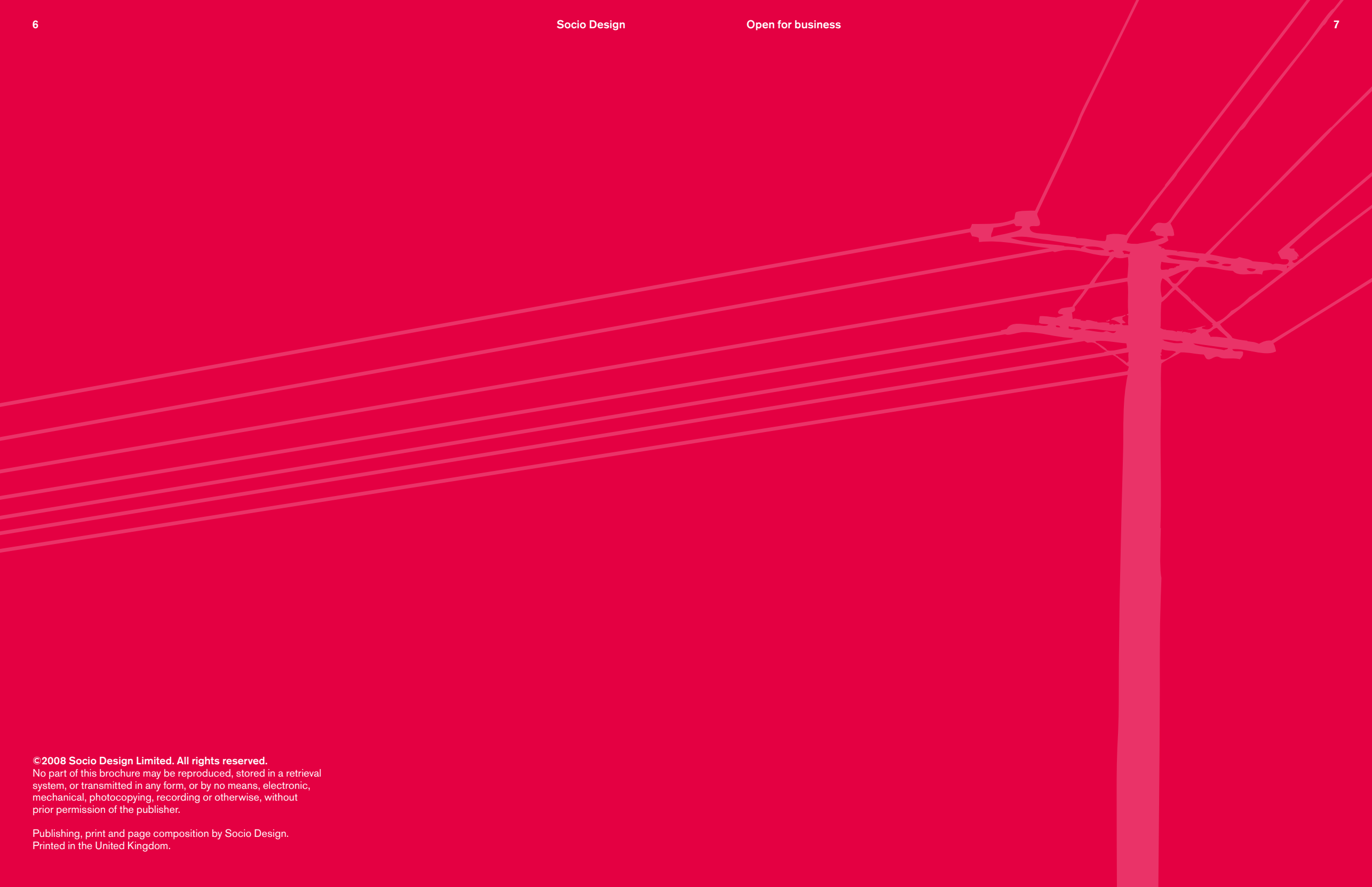
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RUGMAN

PICK UP

ADORN

We're a graphic design agency. We work with a diverse range of clients, from start-ups to multinationals, delivering head-turning design that grabs audiences, builds brands, and ultimately achieves results. While we specialise in corporate identity, we apply our creativity to all kinds of projects, online and offline, from brochures and reports to adverts and packaging.



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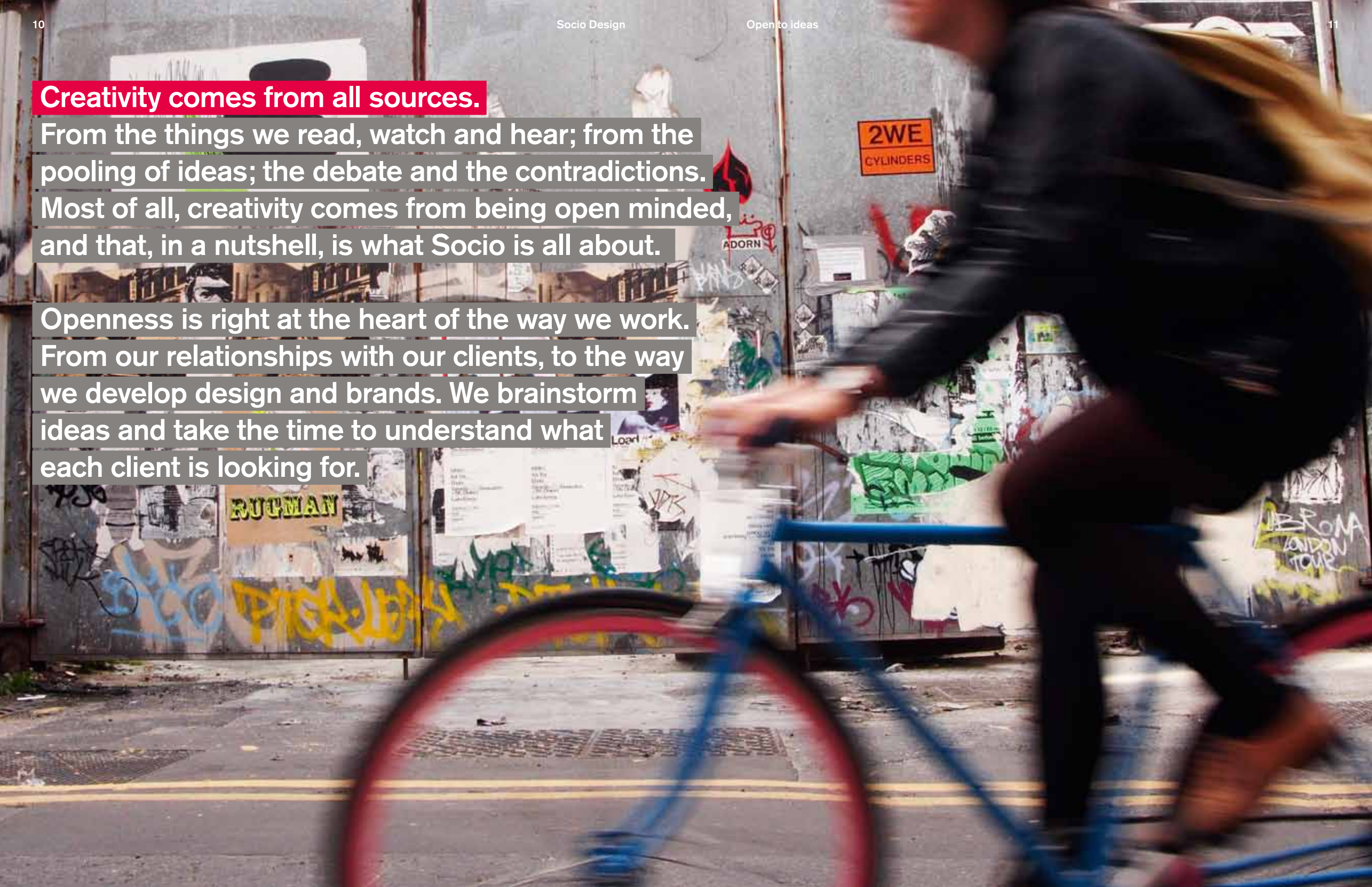
Socio

Open to ideas

Creativity comes from all sources.

From the things we read, watch and hear; from the pooling of ideas; the debate and the contradictions. Most of all, creativity comes from being open minded, and that, in a nutshell, is what Socio is all about.

Openness is right at the heart of the way we work. From our relationships with our clients, to the way we develop design and brands. We brainstorm ideas and take the time to understand what each client is looking for.



Socio

Open to change

A small team...

True, we're not a multi-national agency with the plushiest offices and the biggest egos. But then who needs a luxury penthouse office anyway? Instead, we offer a closer, more personal approach and because there's no middle-man, you can talk directly to the designer working on your project.



...that works with some big names.

From the NHS to the Ministry of Sound, our clients trust us to deliver on budget and on brief.

And it's precisely because of the way we work – our small, collaborative team and our down to earth approach - that clients from all sectors come back again and again.

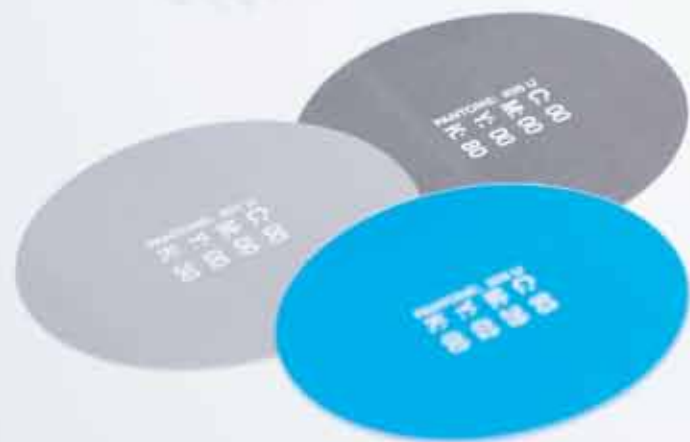


Socio

Open brief

...masters of brand.

Your brand could be the most valuable asset you possess. And we're here to make it work harder. From developing a logo to re-branding a company, we take the time to understand what you really need. And then communicate it through on-brand design that really leaps off the page.



tpi
Global Investment

Socio

Open hours

We don't work every hour under the sun...

The majority of our time is spent in front of our computer screens. But all work and no play is no recipe for creativity. So when we're looking for inspiration, we try to strike a balance between time spent in the office and time doing other things, seeing family, catching up with friends, switching off...The results speak for themselves.



...but the hours we do put in can save months.

When the clock's ticking, and deadlines are fast approaching, you need designers who aren't afraid to knuckle down. As a close-knit team, we can work fast when you need us to, but we can also save you time right at the beginning by spending a little longer investigating the brief, and working closely with you to make sure we get it right from the outset.



Socio

Open to excellence

We're not just in it for the awards...

Industry accolades are great – they boost morale, reassure clients, and prove we're doing something right. But an obsession with awards won't help us solve a tricky marketing problem, and show stopping design soon loses its sparkle if it doesn't answer the brief.

...we're here to deliver the results our clients need.

So we keep the end goal in sight. Sure, design can be beautiful for its own sake. But the success of a campaign depends on so much more. We like to combine beauty and brains to achieve results, delivering great design that works hard.

No applause, no fanfare.



Socio

Open to debate

We can be brutally honest with our views...

We'll do whatever it takes to make your project happen – which means staying flexible and open minded from start to finish. We listen to what you want to achieve, rather than assuming we already know. Then we adapt our approach to suit you, whether that means pooling information, brainstorming ideas or taking an objective view to help reach your goals.



...perhaps that's why so many clients trust us.

We're active in our suggestions, and we won't hesitate to tell you our opinion. From talking through problems to letting you know our ideas, we always communicate our views – if we think a piece of DM would be more effective than a brochure, we'll say so. If we think some copy needs re-working, or a brief's just not clear enough, we pick up the phone.



Socio

Open to discussion

We can be away from our desks...

We're a sociable team. So we like to get out and about to see our clients – we're more than happy to sit down and discuss a project over coffee or meet up for lunch (especially if you're buying). Because when it comes to working collaboratively and teaming up on projects, we find that being approachable is just as important as being creative.



...but we're here when you need us.

Put simply, we're an open book. If you'd like to meet up, talk through a project or find out more, feel free to get in touch.

Call +44 (0)20 3008 4441 or email info@sociodesign.co.uk



Photography

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Printing Spec

Thread sewn 44 page booklet.
Text pages printed CMYK +
2 Pantones throughout on
150gsm uncoated stock.

Cover printed CMYK + 2
Pantones on 300gsm uncoated
with clear foil to front cover and
silver foil to back cover.

Sleeve printed CMYK + 1
Pantone on 300gsm uncoated.
Trimmed, creased and glued.