

Design can make the difference; make your product or service stand out from the competition.

How we can make the difference for you

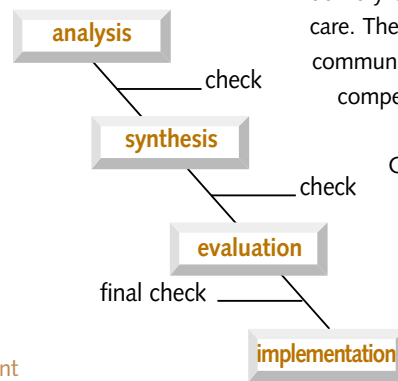
IBDigital makes the difference by applying typographic skill, knowledge of the technologies for design and origination, plus publishing design experience so that the solution we supply is one that satisfies the user and the client; a solution which will be memorable yet stand the test of time; a solution which is fit for the purpose and economic in it's application.

What will that mean to my company?

By applying the principal ingredients of the design process: analysis; synthesis; evaluation; implementation, in close co-operation with you, IBDigital will review the problem, propose solutions, evaluate them and implement the selected solution. Yes IBDigital is a "one-stop-shop", a service company which gives the full added-value service.

Areas you may like to address:

- *process*: management/ work flow/ equipment
- *personnel*: recruitment/ training/ customer care
- *communication*: look & feel/ origination
- *promotion*: getting to the customer/ methods/ market research
- *identity*: recognition/ promotion/ competition



You may not realise that your company is missing out on opportunities! That there is an inherent barrier to company progress. But you are sure that "things" could be better . . . give IBDigital an opportunity to review your company, product, service and methods – a FREE in-confidence visit.

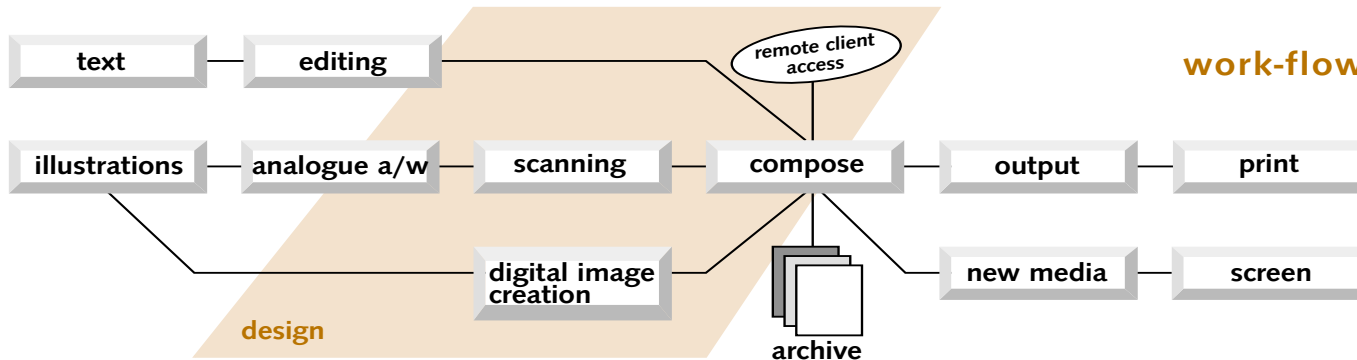


Your company will benefit from the work which results. We are that confident!

IBDigital was formed in 1997 yet boasts twenty five years publishing experience. Occupational training favours technological developments and their impact upon the delivery of information; quality management and customer care. The knowledge, experience and vision for the future of communication will set IBDigital apart from the competition.

Computer-aided design (CAD) was delivered to the desktop courtesy of Apple Computer and Adobe – the desktop publishing revolution. IBDigital implemented a studio-wide computer system for one of the UK's major publishers, maintaining and developing the network. Origination for print now, happily, works alongside multimedia, digital origination

enabling both. This millennium will see the coming together of technology and IBDigital, with it's wide experience in digital origination, is well placed to deliver on the various and developing media, new and old.



UK Government, Museums & Galleries, Local government and commerce have all benefited from the **IBDigital** experience. Recent examples have included:

Home Office (UK): Feasibility study for producing *Digest 4 (Information on the Criminal Justice System in England & Wales)* in paper and electronic formats.

Vidal (Paris): Design proposals for increased economy in the size of the *Dictionnaire* which presents the French pharmacopœia.

Norfolk Museums Service: Castle Museum: Multimedia presentation about *Norfolk Mammals* for computer delivery within the Mammal Gallery.

South Norfolk Council: WWW database directories for business and property in South Norfolk.

Corporate Document Services Ltd: Various projects requiring design input, one involving a forms design review for Companies House, Cardiff and another reviewing studio management for DVLA, Swansea.

say cheese: corporate identity for a cheese retail company



involving external and internal display as well as stationery and packaging.

Standard Chartered Bank: *Annual Report* design & origination for print.

International Bank for Commerce: Corporate identity; stationery range and secure documents.

Plus world-wide web site designs for numerous companies – see the IBDigital web site for links to some of them.

Visit IBDigital on the Web at:

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Management experience centres on project management, team-working and staff development and assessment form a crucial part of company policy. Work management includes book design, publicity design, forms design, fiscal security design, design for print and electronic publishing

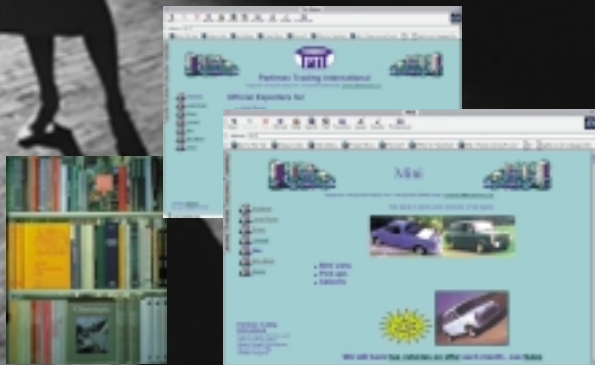
Work-flow management and budgetary control are fundamental skills. Verification (checking) of the various project stages is yet another vital ingredient for the work we do and the way we do it. Total Quality Management (TQM) and ISO EN 9001 (Quality Management System) formalise those processes we naturally employ.

IBDigital can design for various media and can research and report on a wide cross section of specialist areas. Traditional skills in typography, information design, design for print and publishing on paper are complemented by those in multimedia. Have a look at the customer project examples overleaf which give an indication of range.

Remember:

design and digital origination

- for print and paper publishing
- for electronic publishing



digital origination
print electronic publishing
GRAPHICS
process control
TYPOGRAPHY
design
information design
information
DIGITAL ORIGINATION
digital
archiving
IBDigital
BS 9001
CUSTOMER SERVICE
MANAGEMENT