



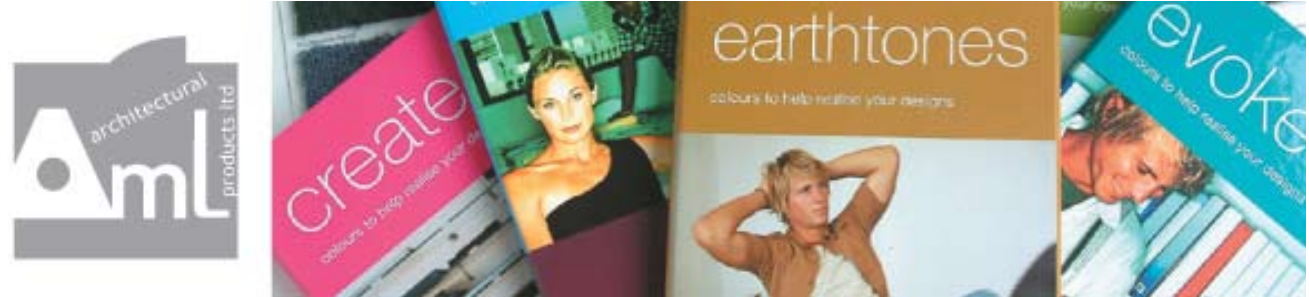
PARAGON

Graphic Design, Branding & Web Design Consultants

- Logo Design
- Web Design
- Branding
- Newsletter Design
- Packaging
- Brochure Design
- Digital Print
- Corporate Identity
- Advertising
- Signage
- References

Paragon design is an award winning, intermediate sized company who specialise in helping starter companies and SMEs develop their existing customer base through innovative creative solutions.

We also work for government / council departments creating informative visual communication promoitions.



Logo Design

“I need a logo that’s distinctive and reflects what I do - not clip art”

- Why do I need a strong logo?
- Will I get a choice of logo designs?
- Will I own copyright of the logo?
- Can I afford professional designers?

Web Design

“I need a functional site that looks well”

- Why use Paragon?
- What is Search Engine Optimisation and CMS (Content Management System)?
- Will I be able to update my new site myself?
- How do Google AdWords work?

Google Adwords

Branding

“What is branding and how can it help me?”

- Why should I brand my company/product??
- Advertising is expensive, do I need too? Won't a website do?
- Branding case studies





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Logo Design

"I need a distinctive logo to reflect what I do - not clip art"

All our logos are original designs created following an individual brief that is unique to your requirements.

Why do I need a strong logo?

A strong logo helps to distinguish a company, product or organisation from others. Everyone has become very responsive to logos, their meanings, and their implementations. Because of the diversity of products and services available, the need for innovative and well thought-out logo and corporate identity design is central to a company's success.

Will I get a choice of logo designs

Of course! Once you have briefed us on your requirements

we will return with a number of logo designs for you to choose from.

Will I own exclusive copyright of the logo?

Absolutely. The logo has been designed and tailored for you alone.

Can I afford professional logo designers?

Our fees are tailored to suit everyone's needs. We understand that every company and organisation has to start somewhere. Paragon Design has a broad spectrum of clients ranging from single person operations working from home, SME's, medium sized companies up to large corporate and state bodies.





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"I need a functional site that looks well, that I can manage myself"

Web Design



Why use Paragon?

Unlike template-based web designers Paragon will adapt your new or existing logo and create a custom made website to suit. This will in turn not only look better for your company but also increase your sales through a search optimised system.

Will I get a choice of designs?

Yes. Once you have briefed us we will design a website that is both easy to navigate as well as navigate.

Paragon web projects:

- www.stanta.com
- www.qkliving.ie
- www.gardenworks.ie
- www.crownroofing.ie
- www.unicornhomes.ie
- www.tarakennydesign.com
- www.ballsbridgeliving.com
- www.attorneygeneral.ie/csso



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What is branding

Often referred to as Corporate identity, branding is essentially design guidelines that are designed solely to fit around a company or product to identify it. These guidelines portray an image of professionalism and are used on everything from company stationery, packaging guidelines, packaging, website, brochure, vans etc right through to the advertising. This helps build your company's reputation and increases its brand value.

Why should I brand my product/company?

A logo designed without guidelines is a bit like a car without a steering wheel. If you don't apply a consistent "look" to your stationery, website, signage, uniforms, advertising, packaging and promotional products your products will not stand out amongst competitors. Everyone has become very responsive to logos, their meanings, and their implementations. Because of the diversity of products, packaging and services available, the need for innovative and well thought-out logo and corporate identity design is central to a company's success.



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QK Living - the brief:

QK Living were originally called Quality Kitchens. We changed their name and designed a new logo to allow them to increase their expanding product range and to reach a wider market. After the initial logo was designed we set about a series of branding and corporate identity guidelines. This was implemented onto all promotional materials such as brochure designs, website design, packaging, pop up banners, flyers, invitations, graphic designs, poster design, generic corporate typography and individual generic logotypes. We also designed their website www.qkliving.ie



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GARDENWORKS
Where your garden comes to life



Gardenworks - the brief:

When we designed the Gardenworks logo tone played an important role in the design process. With so many garden centres around Gardenworks needed to stand out from the crowd so we chose a classic font to portray a more upmarket image - we then combined this with a more contemporary bay tree graphic. The current logo is used on all promotional materials such as brochure designs, packaging, website design, pop up banners, flyers, invitations, graphic designs, poster design, generic corporate typography and individual generic logotypes. We also designed their website www.gardenworks.ie. One of the most noticeable aspects of this job was the extensive signage application implemented throughout their two large Co. Dublin garden centres.

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Louth Tourism - the brief:

Louth Leader commissioned Paragon Design to develop a logo and branding programme to be implemented across all their promotional, marketing and advertising material. The logo has been a huge success and has been in use since 1998 and can be seen across Louth in various locations from websites, posters, brochures, directories and even road signs. It is an example of how a well designed logo can represent not only something such as a County, but also reflect the historic, sporting, leisure and entertainment industries within that county.



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HESCON
Heating & Energy Solutions



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Hescon - the brief:

Hescon is a good example of a fledgling company who came to us with a vision of a professional identity in mind but no means to express it on paper. We listened to their brief and designed a logo and corporate identity based on these discussions. The result was a fresh image that reflected Hescons pioneering independence in the Energy Conservation market. The new identity was then applied to various promotional materials such as brochure designs, website design, pop up banners, flyers, invitations, graphic designs, poster design, generic corporate typography and individual generic logotypes.

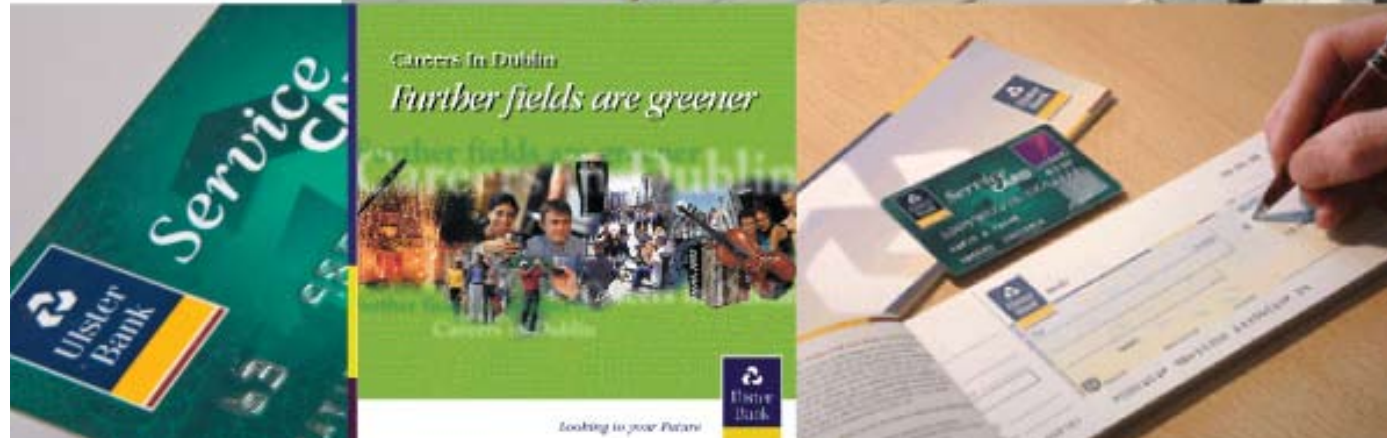


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Ulster Bank - the brief:

We were engaged by AFA Advertising (now McConnells) in 1999 to upgrade Ulster Banks existing logo which consisted of the traditional hexagonal shape. The new colours used reflected a more contemporary approach to banking all within a structured corporate identity. We were then asked to apply this branding across the board on all Ulster Bank materials including various styles of cheque books, cheque cards, VISA cards, debit books, lodgement slips, stationery and brochures. We also created the structure around which all branding and promotional advertising was based upon. All design work was managed and produced by paragon from start to finish.



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Newsletter Design



Newsletter design

We have produced numerous weekly, monthly, bi-monthly and quarterly newsletters ranging from a 28 page local community newspaper to a quarterly 16 page A4 schools publication for the Greater Dublin area. We have a stringent proofing process and use high resolution hard copy proofing as well as pdf proofing in order to achieve more accurate finished print jobs and ensure customer satisfaction.



Town & Village

Town and Village is a monthly local newspaper produced, written, designed and printed by Paragon Design. Catering for the Ranelagh, Rathmines, Rathgar, Terenure, Portobello, Donnybrook and Ballsbridge areas Town and Village covers local news stories, local business features and sporting coverage from the area. For information on advertising or distribution visit www.townandvillage.ie or email info@townandvillage.ie



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Shakers



First Ireland Spirits: Shakers

We were asked by First Ireland Spirits to create a fun, party atmosphere set of packaging for a new cocktail product they were launching. First we created an individual, one-off logotype for the overall brand “Shakers”. Because it was created as a one-off design, specifically for the product it can’t be copied. We then created an overall look for the packaging i.e. the branding. In this case there were four individual fla-

vours and we chose a fun, sophisticated black background to convey the “fun, party atmosphere” of Shakers cocktails. Rather than using illustrations, which would have been somewhat dated for such a new product, we commissioned a food photographer to shoot the drinks. The result was a fun party pack that stands out when displayed on the shelf in supermarkets and duty-free shops.



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Tasteaway

Our client wanted a series of packaging designs for the upmarket convenience food consumer. To start this project we researched thoroughly competitors who were selling similar products and came to the conclusion that people wanted healthy, tasty food. To present this in a success-

ful way we designed the packaging to suit the product; honest, clean and simple. The product was photographed against a white background on a white plate to highlight the natural colours of the food.



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Advertising

How can I edit my music and email it to my friends?
just ask

come visit go create

Sony Centre

• • • • •

Baldwin Orchard St. 020 2731172 • Ballsbridge 208-0673000 • South Wilton St. 031 2504400 • Upper Wilton St. 011 4224130
 20th St. 041 492 2121900 • Parkville St. 041 8979211 • 10th Longwalk St. 011 2822010
 Christchurch 0338 4878222 • 10th Longwalk St. 011 2822010

Award-winning Advertising Layouts

One of the benefits of using Paragon is that, unlike many other design studios, we have a huge amount of experience in advertising and media. In fact, we have won ICAD awards for some of our work. Often we work for Advertising Agencies, Marketing Departments and PR Companies

bring the indoors out

GARDENWORKS
Where your garden comes to life

View the details in our selection of products, in a selection of our beautiful gardens, in a selection of our other stores in the home and the Great Outdoors. Call us on 011 282 2010.

www.gardenworks.ie | Phone: (01) 842 9142 | Fax: (01) 842 9143

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"Style at a price you can live with..."

Modern style, elegant comfort and exceptional customer service. Call to learn more and see the original quality of Christoff furniture that will transform the great outdoors into a relaxing retreat. Limited time only. Offer valid while stocks last. See us at our Christoff store or visit our website.

| | MSRP | SALE |
|-------------------|------|------|
| Caribbean 5th Bed | €120 | €120 |
| Bedside Locker | €115 | €90 |
| Caribbean Bed | €529 | €299 |
| 6 Drawer Dresser | €229 | €199 |
| Caribbean Mirror | €75 | €50 |

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As individual as you are.

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