

A photograph of two men in a professional setting. The man in the foreground, wearing glasses and a dark plaid shirt, is smiling and looking down at a document on a desk. The second man, in a white shirt, is leaning over him, pointing at the document with a pen. The image is partially covered by a large green diagonal overlay. In the top right corner of this overlay is the 'axisfirst' logo. In the bottom right corner of the green area, there are two overlapping geometric shapes, one orange and one light green.

axisfirst

axisfirst Web Services

MARKETING by DESIGN

Digital & Print Design Solutions for Business

axisfirst.co.uk/design



Welcome to axisfirst

Whether you are a start-up or an established business, axisfirst Web Services has a dedicated team of designers, developers and marketing professionals who can help promote your business, products and services both online and offline.

We offer a design and development service which focuses on showcasing your business brand and marketing messages in the best way possible. This means everything from your corporate branding through to your digital promotional activity can be created to be more effective for your business, resulting in more impact and maximising the return on your marketing budget.

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MARKETING & DESIGN EXPERTISE

At axisfirst we have a team of creative experts providing advice and ideas on the latest tech and design trends within the market place, and how to create real impact at the various customer touch-points within your digital and print marketing.



DESIGN FOR DIGITAL SPACES

Make your digital communication more engaging and appealing to potential customers and clients with design for eCommerce & CMS websites, UX, UI and mobile interfaces. Showcase your brand stories and social media content with powerful graphics, website banners and interactive animations to create a more dynamic immersive web experience. [p4](#)



PRINT TO PROMOTE YOUR BUSINESS

Compliment your online marketing activity with effective print designed to sell your business, products and services. From logo design to full brand identity and using posters, flyers and leaflets to promote your latest marketing campaign. Whether with corporate gifts, sales brochures or packaging design, print has the power to promote your business. [p6](#)

DIGITAL DESIGN

If you want to make a better impression online our team of digital designers and developers have an extensive range of skills to help you get noticed and sell your brand message more effectively.

Always focused on the user and web functionality, we create beautifully designed digital experiences for both desktop and mobile. So, start marketing to the latest design trends, get maximum ROI online and make every click count!



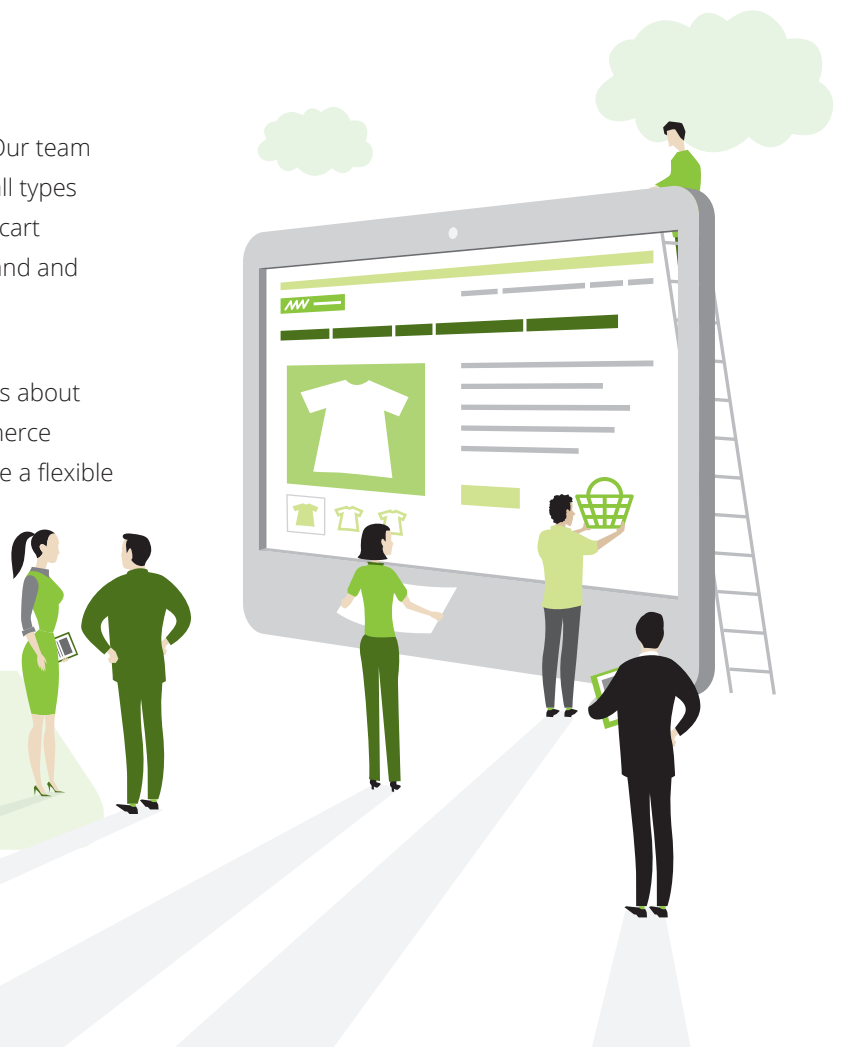
WEBSITE DESIGN

Looking for a Retail, Trade or Business website? Our team of digital experts create all types of websites for all types of businesses. From simple CMS to full shopping cart experiences we can design and build with your brand and target markets in mind.

You can also talk to our designers and marketers about **axis® vMerchant**, our bespoke in-house eCommerce system. It has been designed and developed to be a flexible and versatile platform, providing great design features that can adapt to your new marketing strategies as your business grows.

Call axisfirst today for more advice about our digital design services:

01278 421020



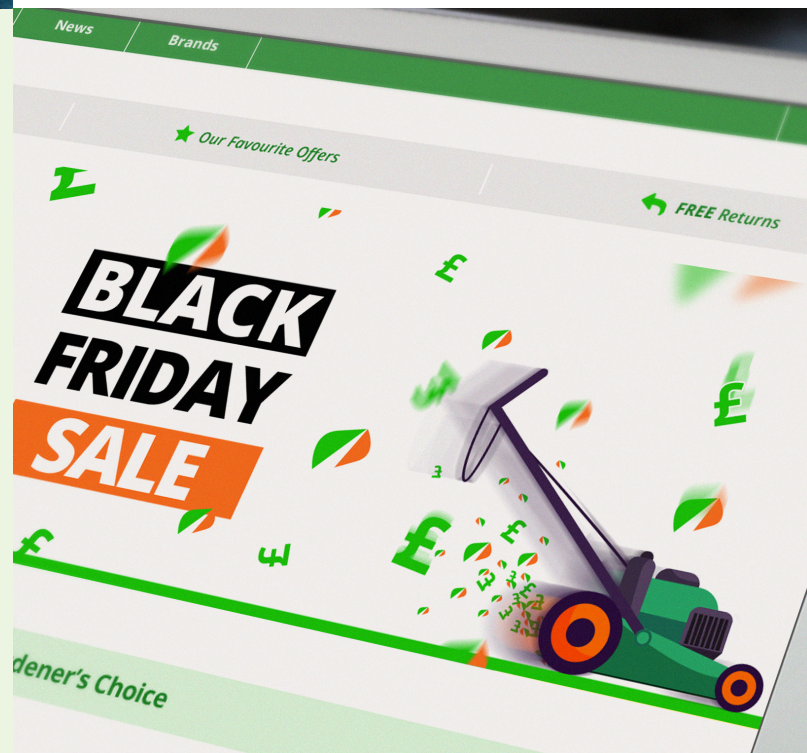


PIXEL PRESENTATION

Showcasing your products and services in the digital space has never been more important. Not only should your digital presence reflect your company's brand values, it needs to project your business centre stage. We can help with perfect pixel presentation, using design to making web content more interesting to your audience, selling your brand story with a bit more pizzazz.

ANI-MOTION

Animation and motion graphics are the latest visual effects making real impact within online marketing. Used with care, they can add energy and dynamism to the web experience, highlighting latest offers, new products and services. Animated banners and adverts, promotional videos, emails or newsletters are a great ways of attracting your target audience, creating an emotional link, moving and motivating people to click, to find out more and make a purchase.



GRAPHICS

Creating beautifully designed banners, graphics, diagrams and images are a powerful and effective way to get your brand and marketing messages in the minds of your viewers. Talk to axisfirst about how words and images can help sell and attract potential customers by adding more impact to your websites, promotional campaigns, social media feeds and stories.

PRINT DESIGN

Print, in all its shapes and sizes, is a great partner to your online marketing activity.

Professionally designed, it can add an aesthetic texture to your communication, providing an immediate and tactile format for presenting your business and products to clients and customers.

Talk to our axisfirst team and discover how the power of print can promote your business in new and exciting ways!



BRANDING

More than ever, the way you brand yourself is shaping the way people see and interact with your business. Branding is now seen as a vital part of marketing strategy, showing itself at every customer touchpoint, shaping perceptions, both on and offline.

Our axisfirst marketing and design team now offer a range of branding services, providing advice on corporate identity, brand positioning, logo design and much more.



Call axisfirst today for more advice about our print design services:

01278 421020

BUSINESS LITERATURE

Corporate design can play a very important part in your business marketing, providing consistent visual style and brand awareness to your customers and clients. At axisfirst, we can create professionally designed stationery from letterheads, compliment slips, to personalised cards and graphics for digital documents.

Our team can also assist with other business literature, print buying, sourcing photographic and illustrative content, illustrating diagrams and infographics for sales presentation folders, company brochures and catalogues, all branded and designed with your target audience in mind.



PROMOTIONAL ITEMS

Branded merchandise and promotional literature are great ways of creating brand awareness for your company, providing tangible, tactile items which help to project your brand values to everyone.

From corporate clothing, jackets, ties and shirts to the latest tech accessories and gadgets, they create a memorable impression of your business. Great for promoting new products, as corporate gifts for clients, presentation boxes, invites and seasonal cards. Welcome packs for new employees, or pens and mugs for the office. Branded bags, packaging, customised keyrings and umbrellas, or exhibition displays, pop-up stands, posters, leaflets and much more.

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DESIGN SERVICES OVERVIEW



Digital Design

- Ecommerce Websites
- CMS Websites
- Desktop & Mobile
- UX & UI Interface Design
- Promotional Banners
- Emails & Newsletters
- Infographics & Diagrams
- Icons & Symbols
- Animation & Motion Graphics
- Web Content Design

Print Design

- Branding & Corporate Identity
- Business Stationery & Literature
- Sales Brochures & Folders
- Leaflets & Flyers
- Posters & Banners
- Stickers & Labels
- Point of Sale & Display
- Signage & Livery
- Adverts
- Promotional Merchandise



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