



**Helping businesses
succeed, through
powerful, creative
design.**

BRAVO&TANGO. POWERFUL, CREATIVE DESIGN.

The chances are I'm not the only design studio you've looked into recently. But here's a question for you: did you know that someone would design something for you for only £10?

However, I bet you're looking for something worth a little bit more than that – namely design that stands out from the crowd, and can help your business to greater success.

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Granted, it'll cost quite a bit more than £10 but, as they say, you get what you pay for.

Bravo&Tango can give you powerful, creative design that can meet, and even exceed, your needs – leaving you to focus on your business. Here's how it's done:

Working in close up – I work very closely with every single one of my clients. This way I can find out where you want your business to go and what you want to achieve, with maximum results and return on investment.

A professional network – All design work is undertaken by me. However, if you're looking for something outside of my area of expertise – design – such as copywriting, photography, and web programming, I can call on a number of reliable and award-winning colleagues to help.

What do you expect? – Understanding and discussing your expectations allows me to create a powerful, simple solution for you; one that you'll be happy with and, more importantly, will do the job you want it to do – help the success of your business. This is a crucial conversation, and one that's ideally done face-to-face.

Mutual trust – A good working relationship is built upon mutual trust. So, I'll take you through every stage of the project – how it's going to work, what's going to happen and when, what's required of you, and what we're each responsible for.

I can't answer "*how much will this cost?*" at this point. First we need to establish your objectives – and agree a brief. So, during this initial fact-finding stage, I won't talk about price.

The proposal – Once we've agreed a brief, I'll price the job. Then, once the proposal is agreed and a deposit is paid, I'll give you a range of design concepts, each one coming at the brief from a different angle.

Many designers will only give you one, 'definitive' solution. However, in life, I like having choices, and to be able to decide on what I want, from a range of options. I imagine you do too. So that's what you'll get from me.

The creative process.

Establishing your goals allows me to approach your project in the most effective way.

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1 – RESEARCH

To start with, I'll build up a library of visual resource and inspiration, to help establish a possible design direction. I'll also endeavour to gain an understanding of your target market, competitor landscape, and other factors that could have a bearing on the thought process.

2 – CREATION

While the first idea may look the most appealing, how do you know it's the best when you haven't explored alternatives? During the creation stage, I'll explore possible design directions and reject those that I don't think work. It's my job to only recommend what I feel will be the best possible range of solutions.

3 – DIGITIZING AND REFINEMENT

Now we move to digitizing, which is where the final form starts to emerge. I'll be completely transparent and explain every design decision, giving you every opportunity to feedback and ask questions. I'll go through every detail and show how the design will help achieve the goals we agreed at the brief stage.

4 – DEVELOPMENT AND ARTWORK

Once we've decided on the final design, it's time to get technical – from digital files for the website developers, to artwork for the printers.

5 – DELIVERY OF YOUR ASSETS

After the final payment has been received, the design work will become yours.

What can I do for you?

I'm highly skilled at devising effective strategies, powerful identities, seamless interactions, and memorable experiences that connect people to brands and organisations.

Branding.

My goal is always to help build brands that inspire, with design that expresses your personality, values, or product offering. All to help build a consistent experience that resonates and creates strong connections with your customers.

Logo design and identity systems.

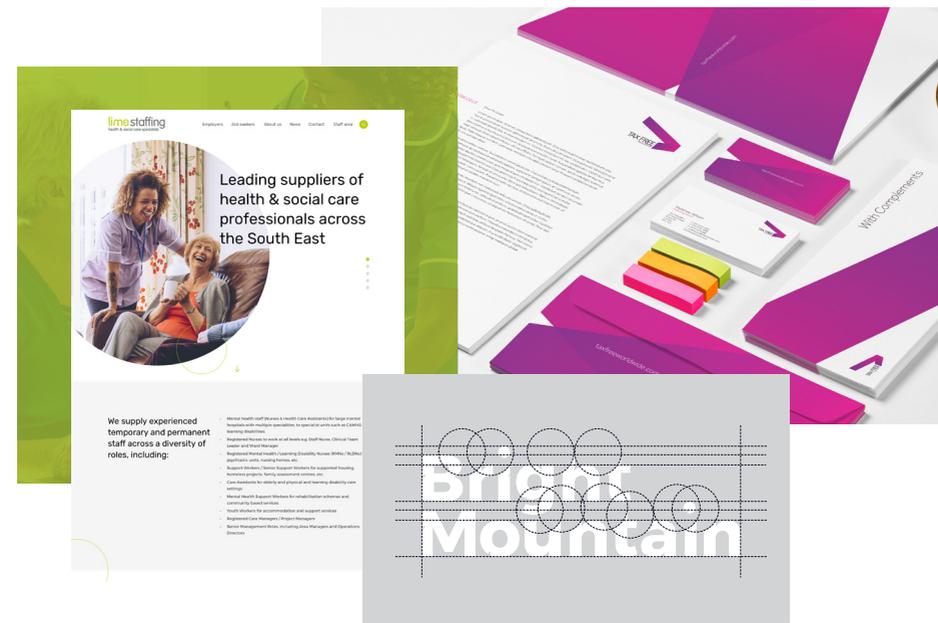
I can create a truthful, compelling, and stunning visual representation of your brand, supported by in-depth research. I'll explore creative directions before arriving at a comprehensive and versatile identity system that best represents your brand.

Brand guidelines.

Brand guidelines make sure that your brand has consistency and longevity, by creating an online or print-based document, with logo specifications, typography, colour palette, iconography, image style and usage, and more. This ensures that anyone can apply your brand assets easily, correctly and consistently.

Marketing and brand collateral.

Well-designed collateral will help amplify your voice, by translating your brand into a range of print and digital executions for all relevant touch-points in the customer journey.



Digital.

I can help your customers and prospects navigate the digital world, connecting them with the information they need – all through intuitive, user-centric interfaces that engage, delight, and communicate clearly on all devices.

Responsive web design.

I can craft elegant and functional digital experiences that give your customers a seamless journey through your website, or app, across an ever-changing world of multiple devices, from desktop, to mobile phones, and tablets.

Wireframing and prototyping.

A wireframe is a simple blueprint that represents the key framework of your website, and tests the concept, or process, to ensure that the solution is right. This saves wasting time crafting the site, only to find that it doesn't work.

Website development.

Web development broadly refers to the tasks associated with developing websites for hosting via intranet or Internet. The web development process includes web design, web content development, client-side/server-side scripting, and network security configuration, among other tasks.

PROJECT:

A&N.

A&N is a small London barber's shop with big dreams – visions of multiple shops, their own product range, and a name that's recognized throughout the UK.

Challenge:

With hundreds of barber's shops across London, the brand needed to set itself apart, look professional and be welcoming to any age, or gender.

Approach:

The brand needed to appeal to its main audience, men, and everyone else who gets their hair cut. So the approach was to create a brand around the way barbers uses their instruments to style hair, creating a dynamic visual language.

Execution:

A striking, bold colour palette was created to give real presence on the high street. The visual assets of green angular strokes imitate the cut-marks a barber makes, and it's reflected in the wordmark too. Duotone imagery mixed with green tinted typography makes the brand feel approachable and sophisticated.



Results: A&N has gone from strength to strength, acquiring a loyal customer base, enabling them to open another studio in the London Borough of Richmond.



PROJECT:

AMS Contracting.

AMS offers a vast range of services in the amenities, groundworks and landscaping sector.

Challenge:

AMS were losing business because they lacked a big presence in their sector. Potential clients perceived AMS as a small, unequipped outfit. But, with over a dozen fully qualified team members, more than 25 years' experience, and an array of machinery to tackle any project, this assumption couldn't be further from the truth. The business had no online presence, and the sales team was unequipped during site visits.

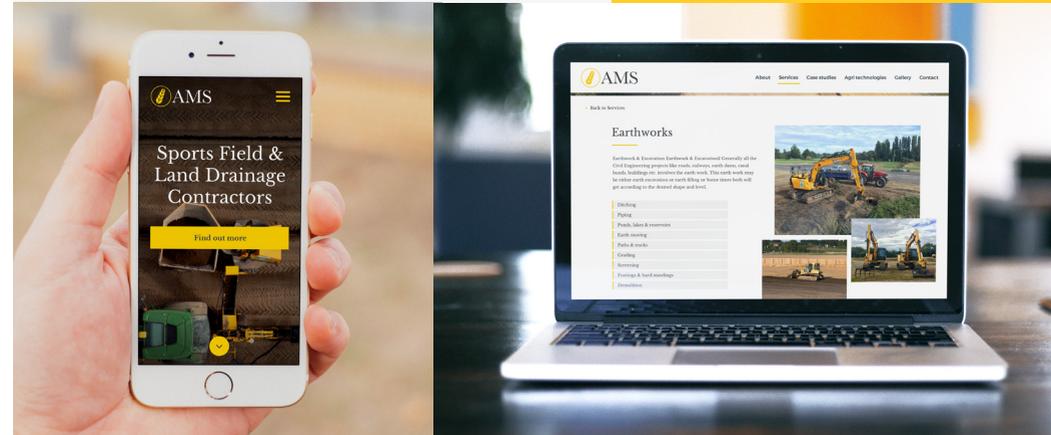
Approach:

AMS needed a brand and a position that reflected their capabilities. The experience and reputation that AMS had established far exceeded that of any of their competitors, so this was the main message the brand needed to give out. The business was broken into eight different services, to ensure prospective clients can understand exactly what the business offers.

Execution:

AMS were keen on reflecting their farming background in the new brand, so a carefully crafted icon and a vibrant colour palette of yellow and green was used to make a connection with the earth. Aerial photography was used to reinforce this, and a beautiful serif font was chosen to reflect the business's heritage.

www.amscontracting.co.uk



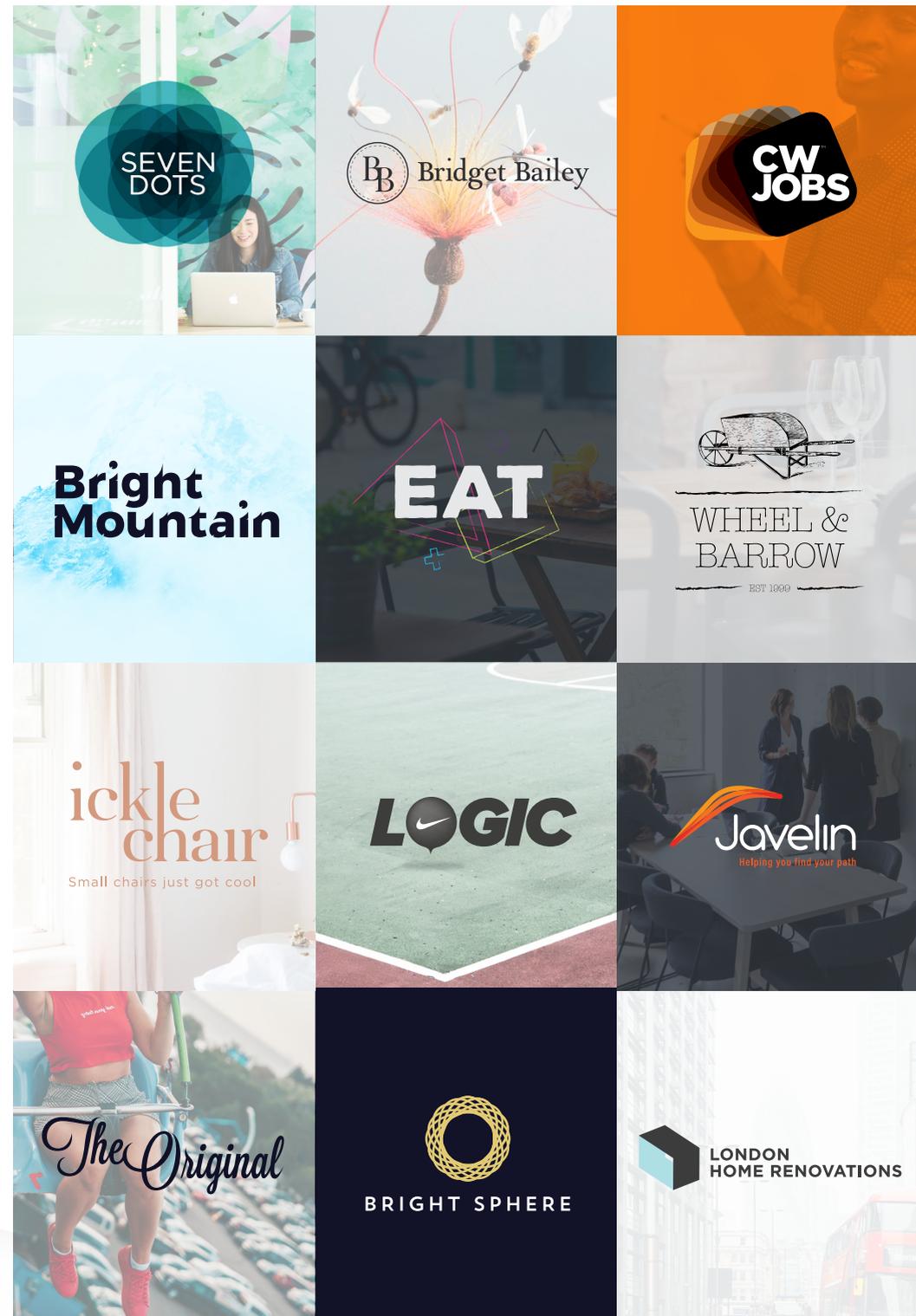
Results: Within the first three months of rebranding, AMS acquired their largest contract to date, with the UK's largest property development company, Barratt Homes.



Logos.

Here's a selection of logos created for a wide range of brands across all sectors – from small fashion boutiques to corporate pharmaceutical giants.

Each logo is designed to express the personality, values or product offering of the business, to help build a consistent experience that resonates and creates a strong connection with the brand's customers.



Some kind things people have said.



NABI | OWNER - A&N LONDON

“Dan didn’t just help us produce great design, he helped us create our brand. He knew who we wanted to appeal to, and he knew the best way to create a brand persona that would communicate with them successfully.”



ASHLEY STRANGE | DIRECTOR - AMS

“Dan quickly produced a very impressive website format for me which, with the help of a developer, became a real asset to my business very quickly. Dan also designed a letterhead for my documents, email signature, and business cards. All of these assets were in keeping with the impressive branding Dan had created.

Dan is a true professional. He listens to what his customers require and delivers this effectively, efficiently and competently. I’m very impressed with the services he’s provided and can’t recommend him highly enough.”



DAVID THOMAS | FOUNDER - EVERY WHERE BRAND

“The common thing about some of the most talented people I know is somehow they find it difficult to recognize how talented they are. And maybe that provides the energy that drives them to great things. Dan’s one of those and could be best described as someone like the illegitimate son of a stone cold Steve Austin and Michael Beirut, and he’s one of the few steadfastly principled people I’ve worked with.

He’s got a superb talent for distilling ideas into simple and beautiful executions, combined with relentless energy, and discards ideas that most would be more than happy to settle with.”



FARNAZ TAHBAZ | DIRECTOR - FESTIVE ART

“Dan is one of those rare people who can manage to make things so easy. He’s a really talented designer and has an excellent understanding of marketing.”

Frequently asked questions:

Here are some questions, frequently asked by my clients.

Q: DO YOU HAVE ANY QUALIFICATIONS?

Yes, I'm proud to say I graduated from Southampton Solent University with the best grade possible:

First Class Honours - BA (Hons) in Graphic Design and Illustration.

Q: WHAT EXPERIENCE DO YOU HAVE?

I've worked as a professional creative designer since 2006.

I started my career working for some of the most highly respected marketing and digital agencies in London. After a few years' experience under my belt, I started my own creative design business, Bravo&Tango, in 2012.

Q: DO YOU ONLY DO DIGITAL?

My speciality lies with branding and responsive websites. However, I started my career before the digital era, so I spent my early years creating print solutions and preparing artwork for print.

As times changed, so did I, and with the majority of clients only wanting projects within the digital space, I chose to hone my skills in this area, making sure I was at the top of my game. However, that's not to say that I don't ever like to go back to my roots – good design is good design, whatever the medium.

Q: WHAT ARE YOUR RATES?

For larger projects I charge a fixed price, as opposed to an hourly rate (although hourly charges may apply if the job goes beyond what was agreed in the proposal).

For smaller jobs, an hourly rate is usually more appropriate and cost-effective. And because every project is different, I price each one on an individual basis.

Q: WHAT WON'T YOU DO?

- Design corporate reports.
- Plagiarize other identities.
- Finish another designer's work.
- Work for businesses connected to the gambling or tobacco industries.

Q: WILL I OWN THE DESIGN?

Yes, the final digital files/artwork will be your property. All I kindly ask is that any sketches, or designs created for the project, can be featured in my portfolio, or published as examples of my work.

Q: HOW LONG DOES IT ALL TAKE?

As no two projects are the same, timeframes can vary. We'll discuss this at the proposal stage.

Like to know more?

If you'd like to see more of the work I've produced that's helped other businesses to greater success, just visit www.bravoandtango.co.uk

And if you'd like to talk about how I can do the same for you, please don't hesitate to get in touch.

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or email:

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