



LAGRAFICA™

GRAPHIC DESIGN PORTFOLIO



Graphic Design
Branding / Identity
Literature / Packaging
Web / Exhibition

Dylunio Graffeg
Brandio / Delwedd
Llenyddiaeth / Pecynnu
Y Wê / Arddangosfa

www.lagrafica.co.uk

LAGRAFICA™

GRAPHIC DESIGN PORTFOLIO

Welcome to Lagrafica

This portfolio is a collection of five years worth of design work including branding, literature design, packaging design, design for the web, illustration and exhibition graphics.

Lagrafica is the ultimate in fine design. Brimming with passion and bursting with vision Lagrafica provides creative services to both public and private clients throughout the UK.

I hope you enjoy browsing the portfolio, and that Lagrafica becomes an invaluable resource to your business and clients. Remember, Lagrafica is only a phone call away...

Daniel Lewis - Director, Lagrafica

Croeso i Lagrafica

Croeso i Lagrafica. Mae'r portfolio yma yn casgliad o waith dylunio o'r pum mlynedd diwethaf, ac yn cynnwys gwaith brandio, dylunio llenyddiaeth, pecynnu, dylunio i'r wê, darlunio a graffeg arddangosfa.

Lagrafica yw'r gorau yn dylunio graffeg. Yn llawn angerdd a gweledigaeth, mae Lagrafica yn darparu gwasanaethau creadigol i'r sectorau preifat a cyhoeddus ar draws yr UK.

Dwi'n gobeithio fydddech chi'n mwynhau edrych trwy'r portfolio yma, a fydd e'n dod yn ffynonell gwerthfawr i'ch busnes a cleientiau. Cofiwch, mae Lagrafica jyst galwad ffôn i ffwrdd...

Daniel Lewis - Cyfarwyddwr, Lagrafica



BRAND/IDENTITY
BRANDIO/DELWEDD
PAGES 6 - 41

LITERATURE
LLENYDDIAETH
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PACKAGING
PECYNNU
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DESIGN FOR THE WEB
DYLUNIO I'R WÊ
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ILLUSTRATION
DARLUNIO
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EXHIBITION & SIGNAGE
ARDDANGOSFA AC ARWYDDO
PAGES 144 - 165

"It was a real pleasure to work with Lagrafica, a professional and confident designer who took our brief and turned our vision into reality in a very short timescale."

"Incorporating our ideas and taking it that bit further has given us a unique and vibrant brand that we are blown away with. In an industry where image and brand awareness is paramount Lagrafica has given us something that we feel hits the mark!"

"A huge thank-you!"

Caroline Rowlands - Director, Moving Wallpaper



BRAND/IDENTITY BRANDIO/DELWEDD



SECTION 01



“Lagrafica designed our brand for us at a time when Kapaw! was a name and little more than a concept, but Lagrafica recognised our vision instantly and captured its essence. Not only did they do this but they took the idea forward and finished it with perfection.”

Teilo Trimble - Director, Kapaw!

Let’s put on a show

In this image-conscious world, you want your brand to show off your best side.

Whether you’re a fledgling company or an established multi-national looking for a change of style, your brand needs to get out there and strike the best pose.

When you call in Lagrafica, we’ll take a snapshot of your business. What are your values? Benefits? Aspirations? We’ll eke out your corporate spirit, and deliver a brand that spills your vision onto the page.

You can’t risk your brand going out of fashion. So with damn fine design we’ll keep your business out of last year’s line. We place your brand where it belongs.

Gadewch i ni roi sioe ymlaen

Mewn byd lle delwedd yw popeth rydych am i’ch brand dangos yn y golau gorau posib.

Boed yn gwmni newydd neu gwmni sydd wedi’i hen sefydlu sydd am newid ei wedd mae’n rhaid i’ch brand weithio drosoch chi.

Pan eich bod yn cysylltu â Lagrafica byddwn yn gafael ciplun o’ch busnes. Beth yw’ch gwerthoedd? Eich manteision? Eich dyheadau? Byddwn yn tynnu ar eich ysbryd corfforaethol a chynnig brand sydd yn trosglwyddo eich gweledigaeth i’r dudalen.

Ni ellwch fforddio i’ch brandio fynd yn hen ffasiwn. Felly, bydd ein dylunio godidog yn sicrhau ein bod yn cadw eich busnes mewn ffasiwn.





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LITERATURE LLENYDDIAETH



SECTION 02

LAGRAFICA™

“As a marketing consultant I’ve had to deal with a huge number of design companies in the last few years. It’s often the case that they either don’t meet the standards that I expect for my clients, or they are horrendously expensive.

“With Lagrafica however this is certainly not the case. I am often amazed at the sheer level of creativity and the standard of work you produce, combined with the speed that you can turn a project around in.

“It is my pleasure to say that I no longer have to look around for a designer who can get the job done. No matter who the client is or what the project is, I will always ensure that Lagrafica is the design company in charge.”

Wesley Skene - Director, WS Marketing

Got a message but no bottle?

Without the right literature, it’s easy to feel your business is all at sea. But a striking report or brochure is just the bottle to carry your message to shore.

The problem is, your prospects are bombarded with corporate literature every day. So we’ll make sure yours has the power to sink the competition.

Whether you want to advance your brand with glitzy leaflets & brochures, or achieve a bigger response through stunning direct marketing, we’ll help you set a clear course to reach your target audience.

Our literature won’t leave you bobbing aimlessly in a sea of despair!

Neges i’w lledaenu ond dim llais?

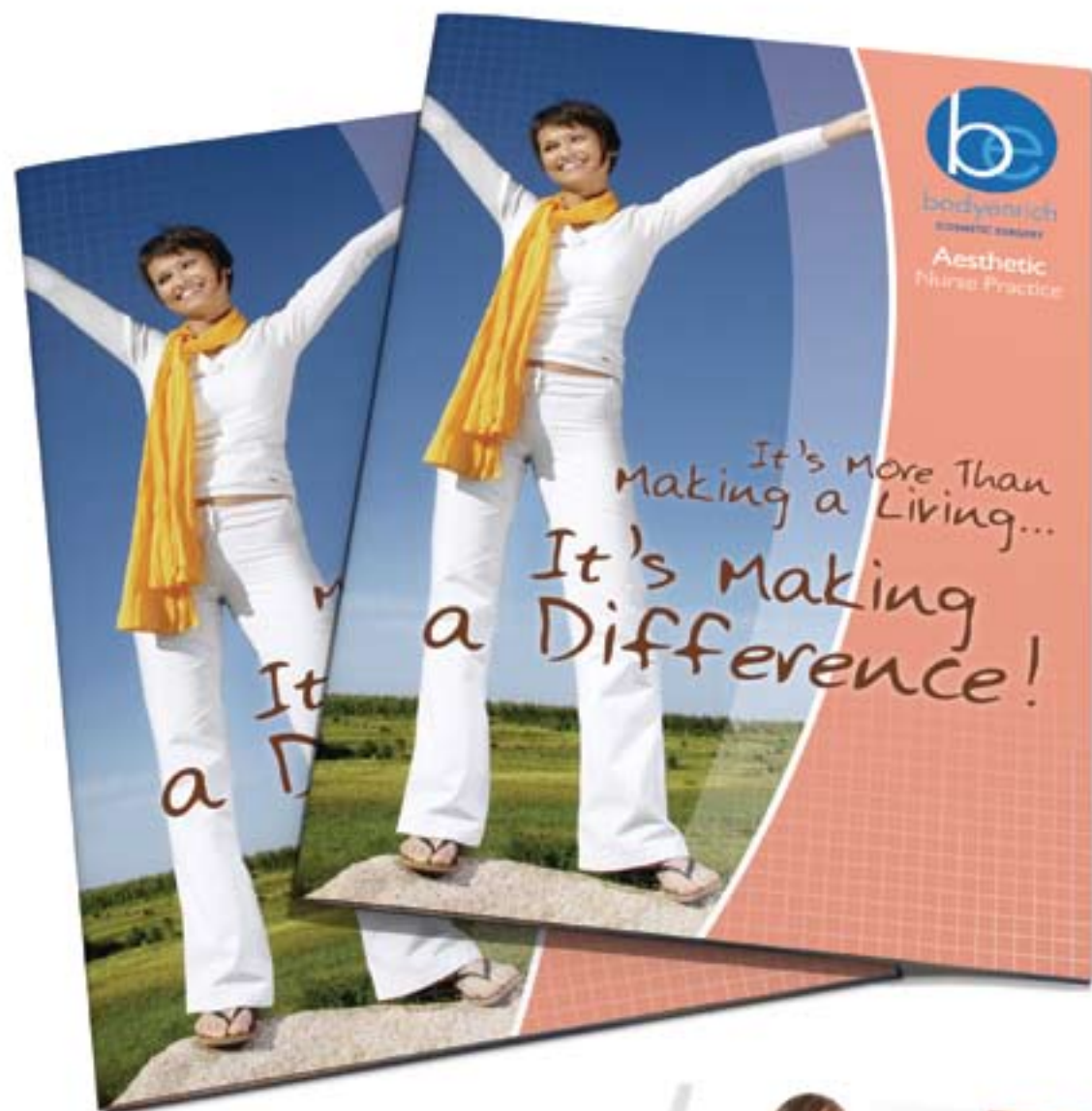
Heb y llenyddiaeth gywir mae’n hawdd feddwl bod eich busnes wedi colli’i gyfeiriad ond bydd adroddiad neu lyfryn trawiadol yn lleisio’r neges.

Y broblem yw bod eich cleientiaid yn derbyn pentyrrau o lenyddiaeth gorfforaethol bob dydd felly byddwn ni’n sicrhau eich bod eich llenyddiaeth chi yn gweiddi eich neges atynt.

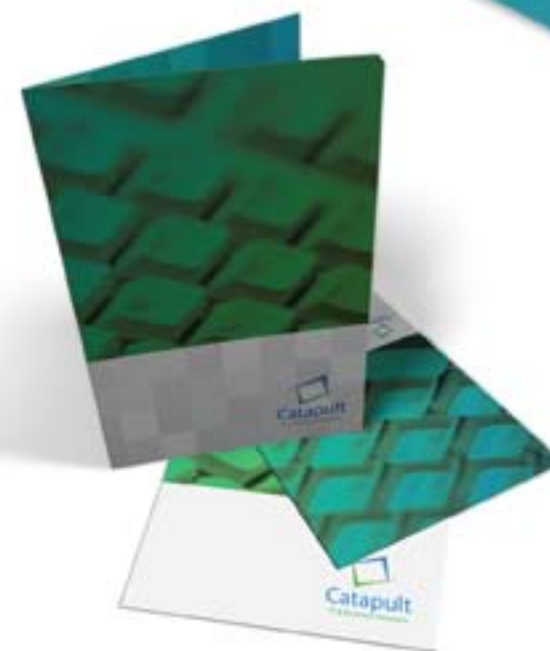
Boed eich bod am gynyddu’r brand trwy ddefnyddio pamffledi a lyfrynau sgleiniog neu dderbyn ymateb mwy trwy farchnata uniongyrchol syfrdanol byddwn ni’n gosod llwybr er mwyn eich helpu i gyrraedd eich cynulleidfa darged.

Bydd ein llenyddiaeth yn eich ailosod ar y llwybr cywir!





Bodyenrich Cosmetic Surgery
Sales brochure / Llyfryn marchnata



Catapult IT
Folder and headed paper / Ffolder a papur pennawd





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How many insurance brokers could win a popularity contest?

Not many, we think! But our clients are constantly singing our praises – so we're pretty sure we must be doing something right...

"You have taken away all the unnecessary hours of worry and effort that it used to take me to sort out my various insurance policies for my home and business." Jeremy Thomas, Boat of Bory & Penarth

"From my very first contact with Martin I have had nothing less than a prompt and professional service. On top of that he actually saved me £800." David Pearce, @ Turf Ltd

"You offer that all important personal touch. It is so reassuring to be able to telephone your office and hear a friendly voice...I look forward to the next ten years of doing business with you." Mrs C Scott

"Over many years they have looked after our various insurance requirements and never let us down. Nothing is ever too much trouble." Paul Langford, Dumballs Construction Ltd

"Simply put, Howell Insurance go above and beyond the call of duty, swiftly, efficiently and all with a smile on the face. I would not hesitate in recommending Howell Insurance Services to anyone in the future." Daniel Lewis, Lagrozza Ltd

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Insurance: headache or migraine?

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At home and at work, you just can't get by without the right type of insurance. But in a busy market, you can never be sure you've found the best available policy.

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- Building Insurance
- Contents Insurance
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- 3 **CommuniQ** gives you 100% control! Selling with no commission enables you to be the boss and choose the sales staff to be the sales staff you want to work with
- 4 Most companies can't use us as they are usually not allowed to sell on their own - we can help you with this
- 5 There is no setup fee for your personal website and we can help you with this
- 6 There is no setup fee for your **CommuniQ** website and we can help you with this
- 7 If you have an existing business website you can create a website for your business in our **CommuniQ** system and we will take care of the rest. If you want to create a website for your business, we can help you with this
- 8 We give you the right to sell **CommuniQ** products and services. You can sell them in your own business or you can sell them in our business

communiQ small business

The CommuniQ small business system is a complete business solution for small businesses. It includes everything you need to start your business, from the website to the products and services. The system is designed to be easy to use and to grow with your business. It is a complete business solution for small businesses.

communiQ big money

The CommuniQ big money system is a complete business solution for big businesses. It includes everything you need to start your business, from the website to the products and services. The system is designed to be easy to use and to grow with your business. It is a complete business solution for big businesses.

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As a fibre-optic network specialist, we offer world-class fibre-optic links that enable your business to connect. The result is a secure, consistent, scalable and reliable network that can be scaled up or down to suit your needs without any interruption of service.

As a specialist in fibre-optic networks, we can help you connect your business to the world. We can help you connect your business to the world. We can help you connect your business to the world.

High quality service is available, and we can help you connect your business to the world. We can help you connect your business to the world. We can help you connect your business to the world.

Connectivity loss can mean costly downtime and reduced employee productivity.

Your internet has to be reliable...

The internet has become an essential business service. We rely on it for emails, web-based applications, VoIP, telephony and video conferencing. Therefore it has to be available at all times and offer sufficient bandwidth for your business needs.

communicate business

Business is a complex, multi-faceted environment. It's a place where people from different backgrounds and cultures come together to create value. It's a place where innovation is constantly being pushed forward. It's a place where the only constant is change. And it's a place where communication is the key to success. At the heart of every business is a team of people who are working together to achieve a common goal. And the only way to ensure that everyone is on the same page is through effective communication.

Effective communication is the lifeblood of any business. It's the way that we connect with our customers, our employees, and our partners. It's the way that we share ideas, solve problems, and build trust.

Effective Communication

Effective communication is not just about what you say, but also about how you say it. It's about being clear, concise, and honest. It's about listening to others and understanding their perspective. It's about being able to adapt your communication style to different situations and audiences. And it's about being able to resolve conflicts and build strong relationships.

Effective communication is a skill that can be learned and improved upon. It's a skill that is essential for success in any business. So if you want to be a successful business leader, you need to master the art of effective communication. It's the only way to ensure that your business is thriving and growing.

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Effective communication is not just about what you say, but also about how you say it. It's about being clear, concise, and honest. It's about listening to others and understanding their perspective. It's about being able to adapt your communication style to different situations and audiences. And it's about being able to resolve conflicts and build strong relationships.

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PACKAGING PECYNNU



SECTION 03

LAGRAFICA™

“Spherical Blade Limited engaged Lagrafica to produce, against a very tight deadline, a themed range of marketing, exhibition and sales collateral and business stationery for our commercial launch into the golf market.

This was a critical piece of work, since the image we wanted to convey was one of a professional, high quality, established company, but with an impactful, fresh and very customer friendly product introduction.

“Lagrafica immediately understood the brief and exceeded our expectations in creating exactly the right look, feel and impact across all the items we needed. The feedback we have received from customers and golf industry suppliers has been universally positive and Lagrafica’s work has made a major contribution, at a very cost-effective price, to our immediate market profile.”

Ian Smith - Director, Spherical Blade

If you’ve got a giraffe, we’ve got a box to put it in...

Your corporate identity and literature may get your message out there. But it’s your packaging that keeps the word on the street (whether there’s a giraffe in there or not).

The whole world’s busily competing for shelf space, so you’ll need a fabulous design to attract the gaze of the casual browser. But have no fear - we’ve got the packaging specialists to bring you the best solution, whatever the size, shape (and species) of your product.

Plonk our designs on any shelf and we’ll plant you in the customer’s mind. We’ll hypnotise them through irresistible packaging, making sure your product is the one their eager little hands reach for!

Os oes gennych jiraff, mae gennym focs are ei gyfer...

Efallai y bydd eich hunaniaeth gorfforaethol a’ch llenyddi-aeth yn lledaenu’r neges ond eich pecynnu sydd yn cadw’r neges ar flaenau tafod y bobl (os oes jiraff ai peidio).

Mae’r byd cyfan yn cystadlu am le ar y silff felly bydd angen dylunio rhagorol er mwyn dal sylw dyn y stryd. Peidiwch â phoeni mae gennym arbenigwyr pecynnu a fydd yn datrys y broblem beth bynnag y maint, siâp (a rhywogaeth) eich cynnyrch.

Bydd ein dyluniadau yn eich gosod ym meddyliau’r cwsmeriaid. Byddwn yn eu hypnoteiddio trwy ddefnyddio pecynnu anorchfygol gan sicrhau eu bod yn awyddus i’ch dewis!







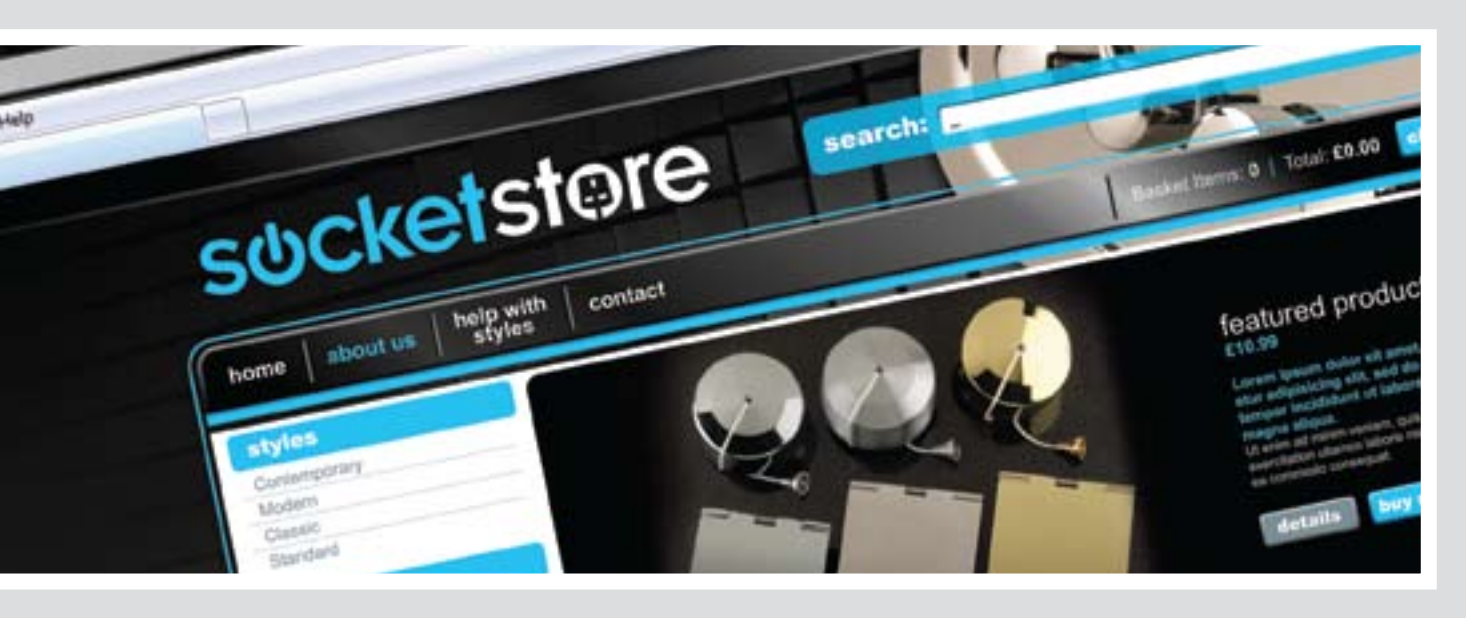












DESIGN FOR THE WEB DYLUNIO I'R WÊ

“Working with graphic designers is not always the easiest part of web development. It can be difficult getting a designer who has vision and creativity but can still deliver professionally and to a timeline.

“We have never had this issue with Lagrafica and it makes doing business a pleasure. We have used Dan’s skills both internally for ourselves and also for our clients. It is great to have a creative yet professional resource at our fingertips.

“This is the reason we will continue to use Lagrafica in the future and wouldn’t hesitate to recommend others do the same.”

Phil Stephens -
Managing Director, Fairhill Solutions

It’s a kind of magic

Unless you’ve just graduated from Hogwarts, chances are you need the magic of web design to enchant your customers.

You won’t find sorcery quite like ours when we take your website from misery to wizardry. We’ll weave a spell of cutting-edge web design and transform your site with spellbinding visuals. Then, using the black art of search engine optimisation, we’ll turn your web marketing into a magical act that will conjure up a host of viewers!

Whether you’re looking for web design, e-flyers or newsletters, we’ll beckon you into our magic circle. And we’ll pull more than rabbits out of the hat!

Hud a lledrith

Oni bai eich bod newydd raddio o ysgol Hogwarts y mae’n ddigon posib bydd angen bach o hud a lledrith dylunio gwefan arnoch er mwyn hudo eich cwsmeriaid.

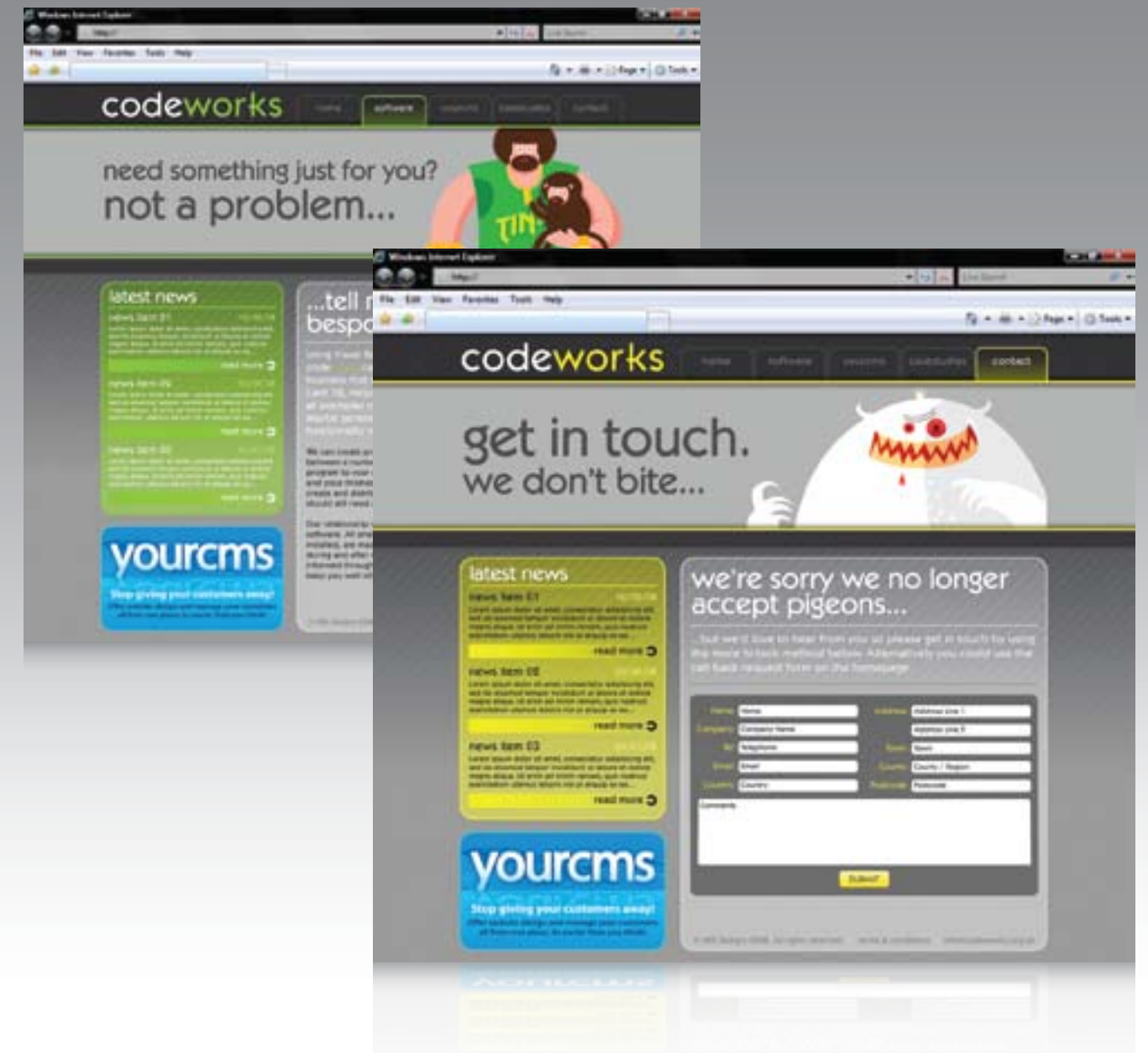
Mae ein hudoliaeth ni yn unigryw a chewch dystiolaeth o hyn wrth i ni fwrw hud ar eich gwefan. Bydd hud a lledrith ein dylunio gwefan cyfoes yn gwedddnewid eich gwefan. Wedyn, bydd ein dewiniaid yn newid eich marchnata gwe yn sioe hud a lledrith!

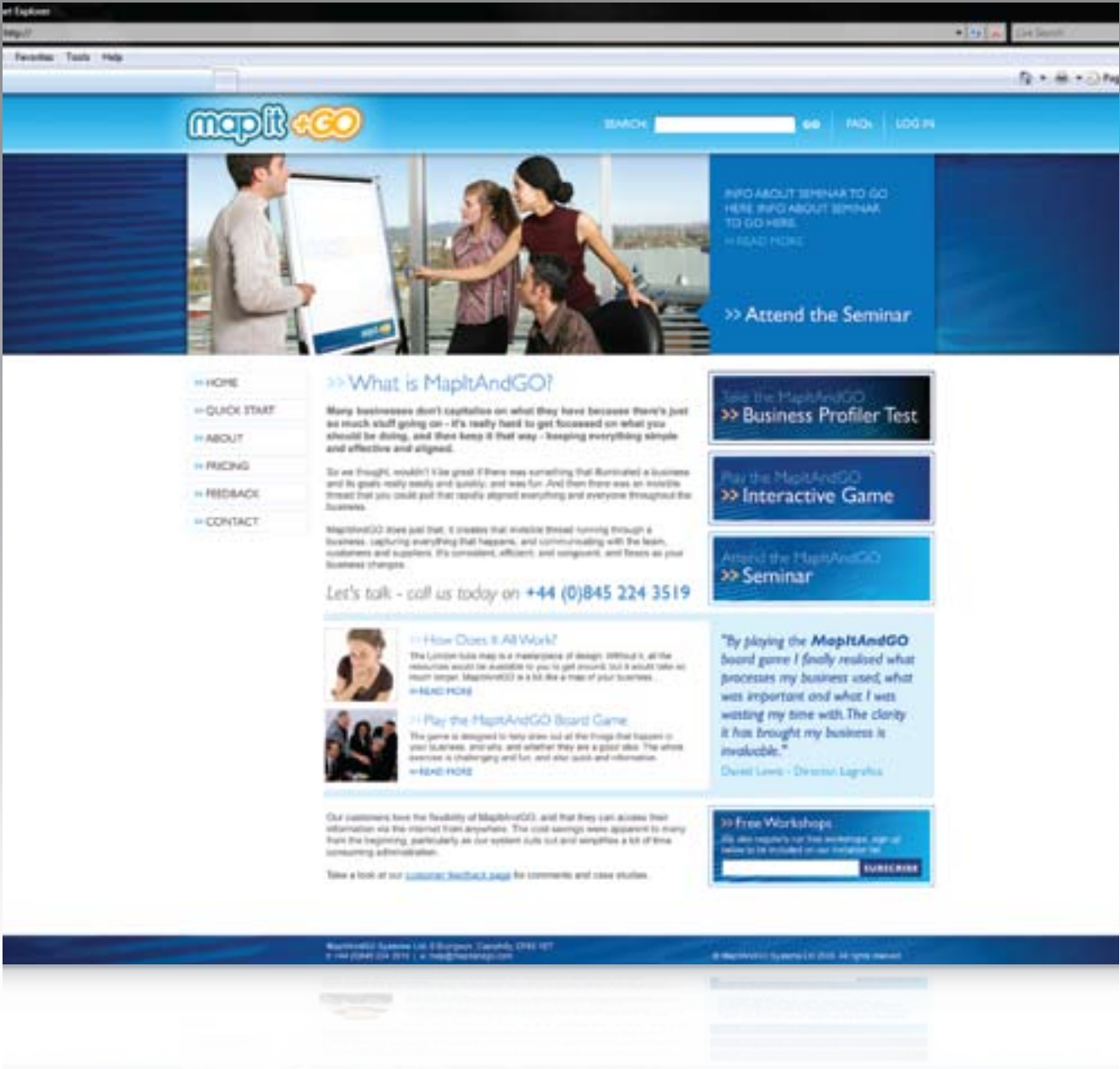
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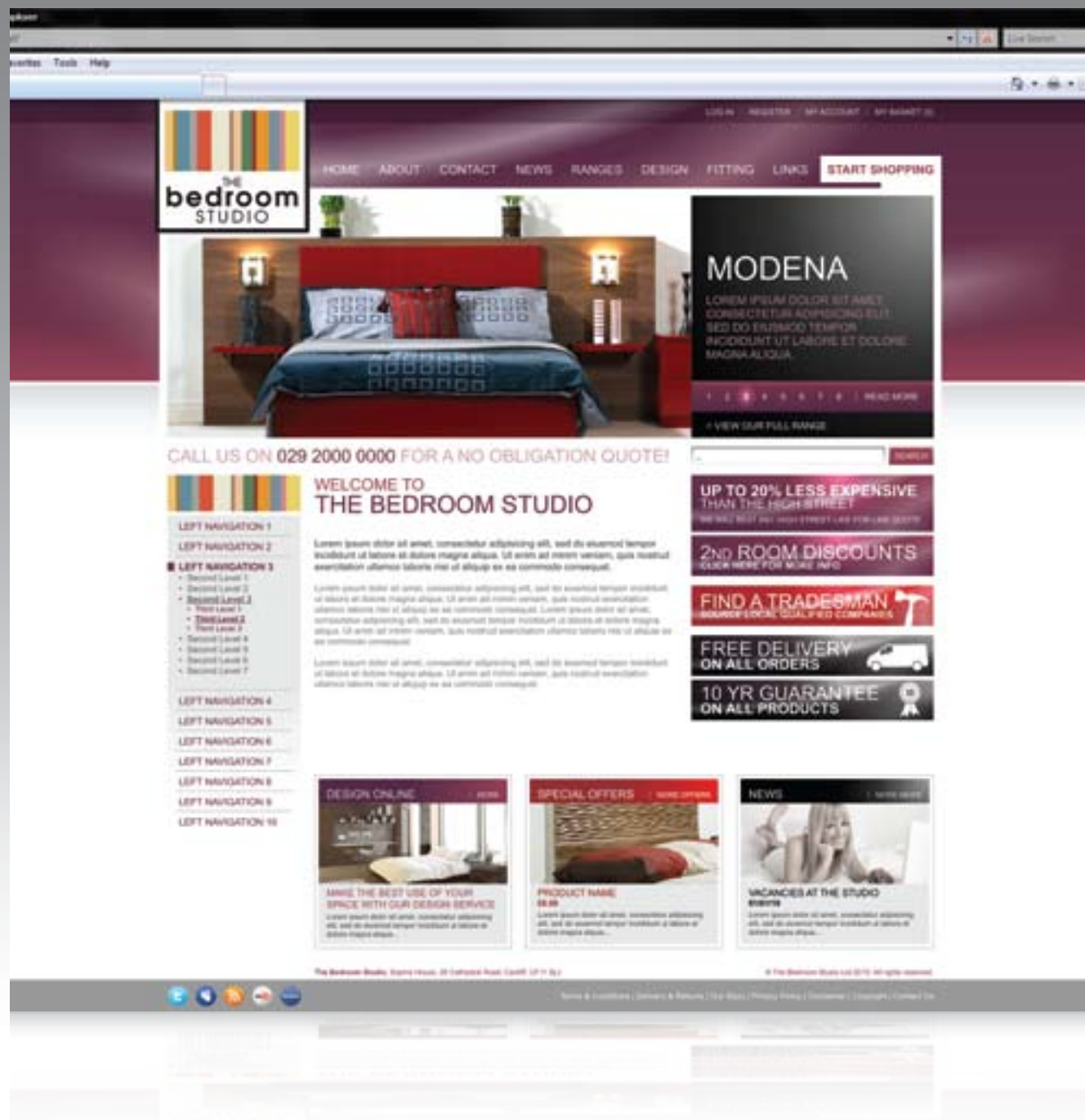


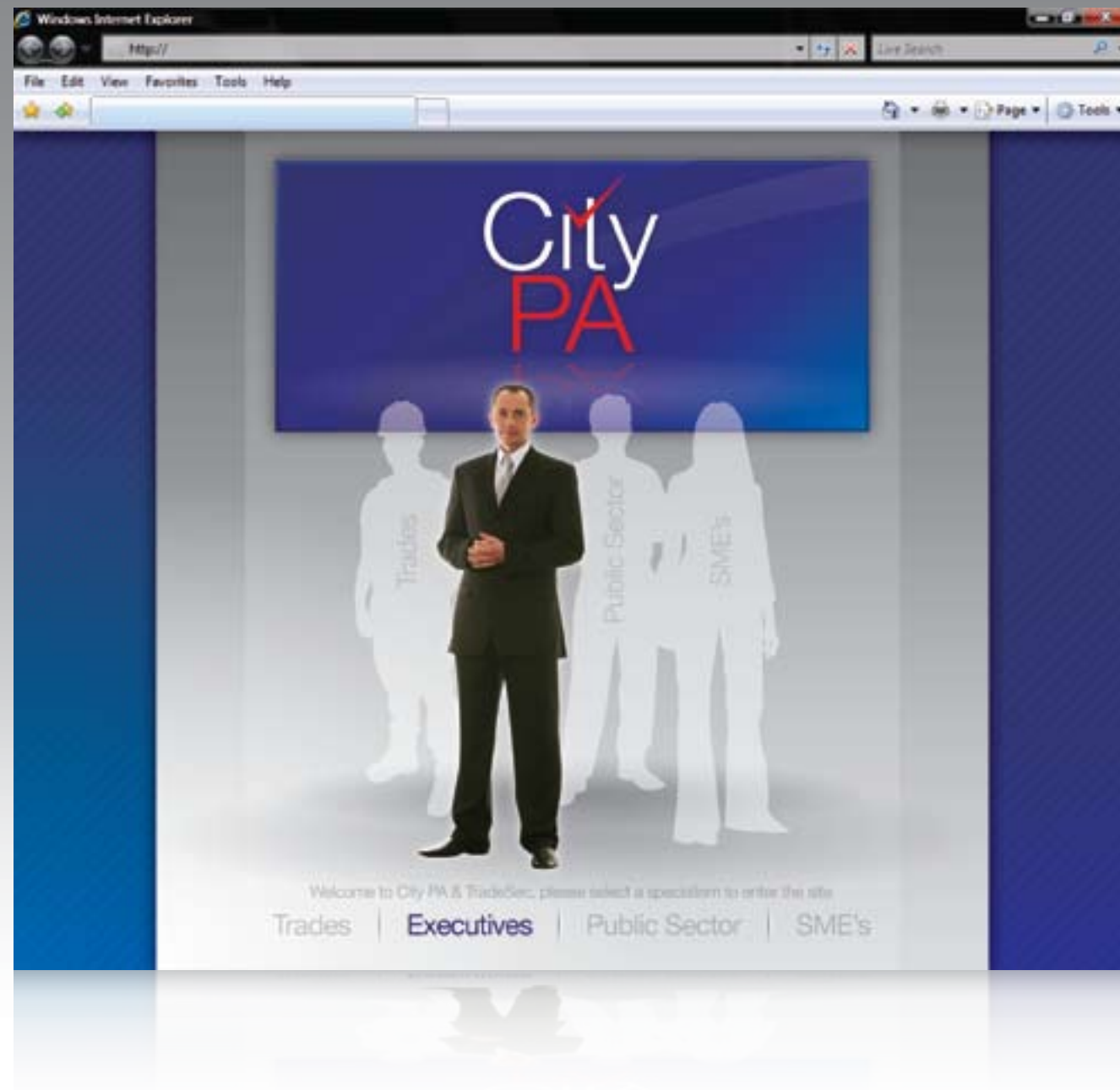
SECTION 04

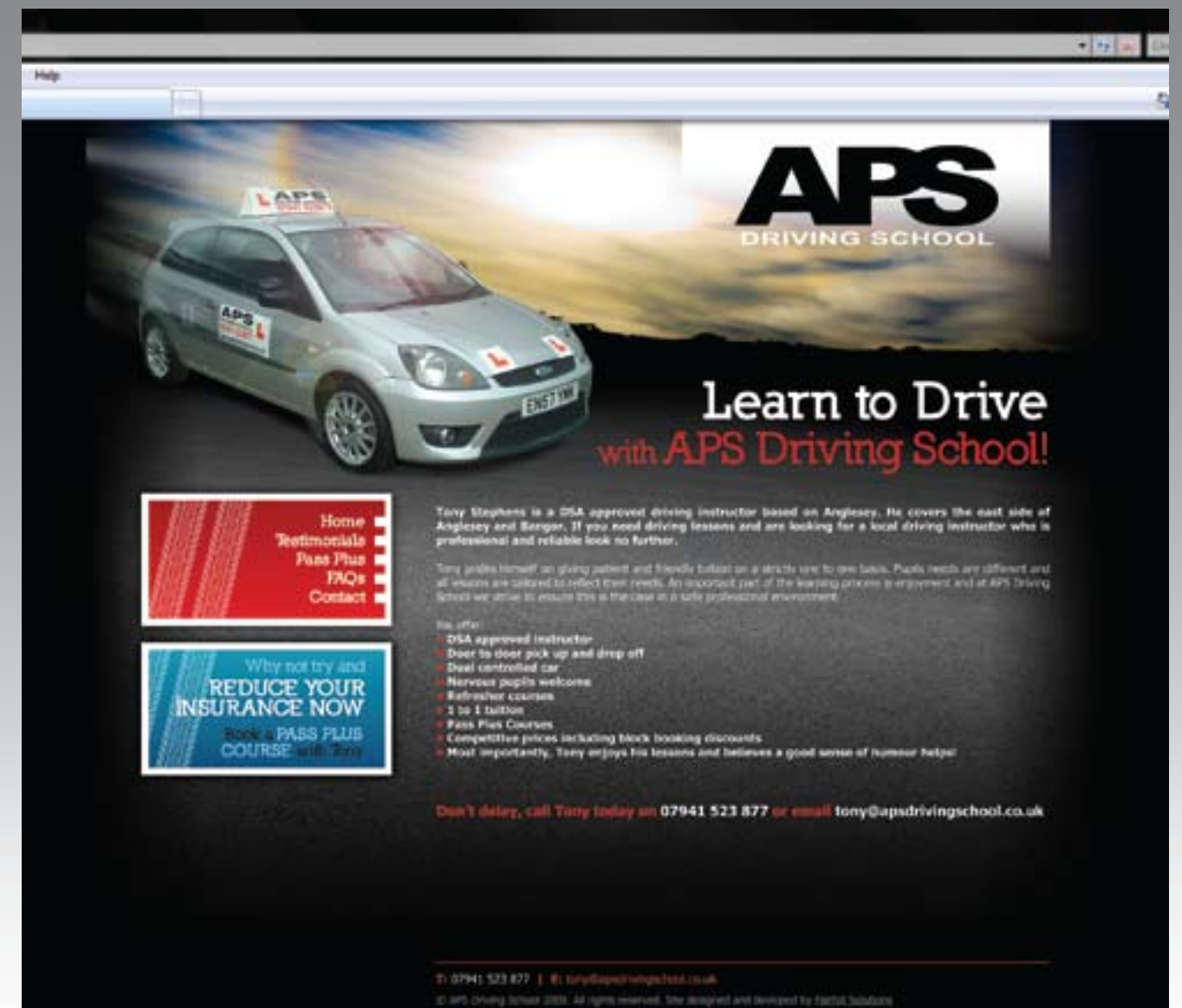
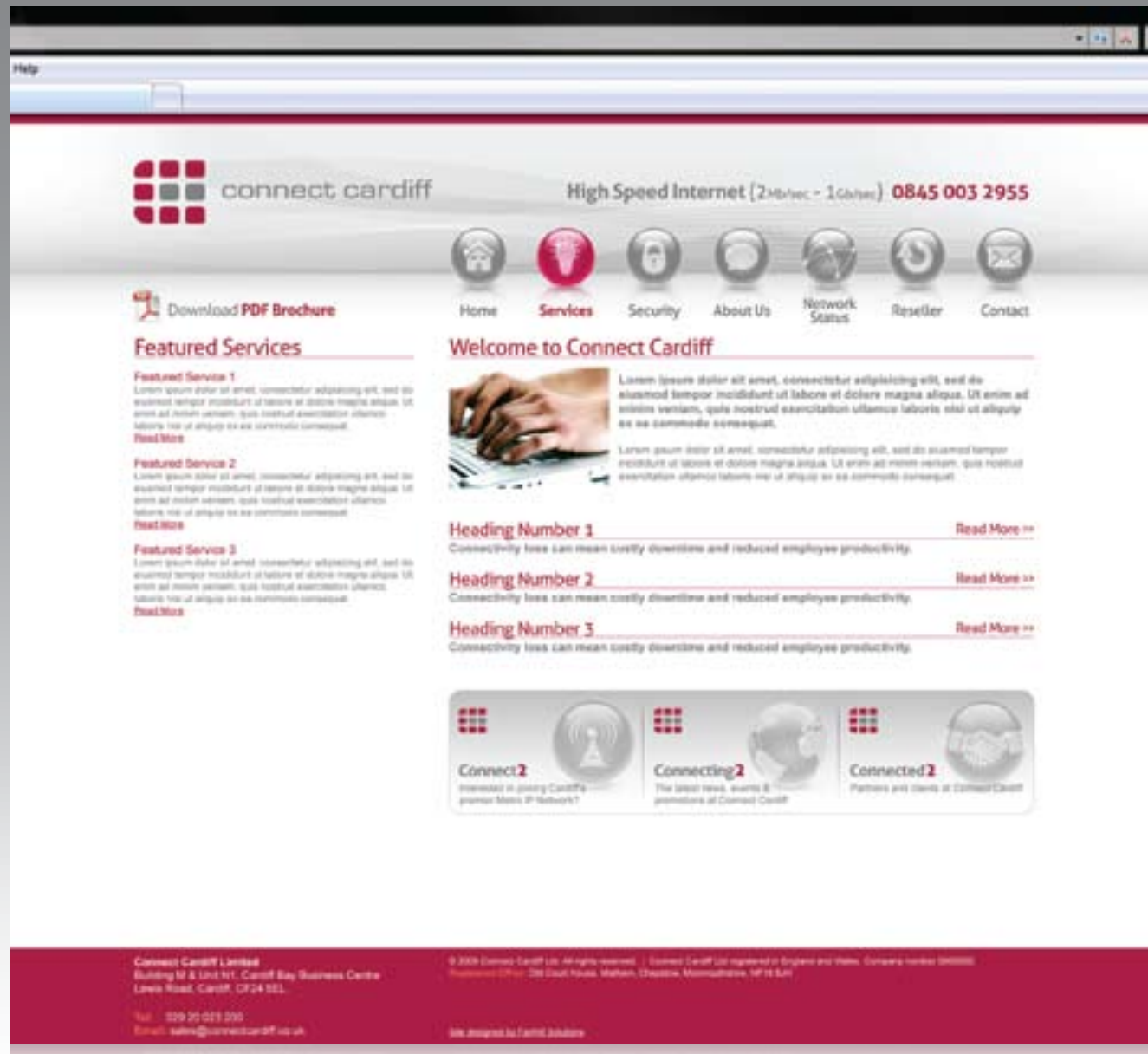
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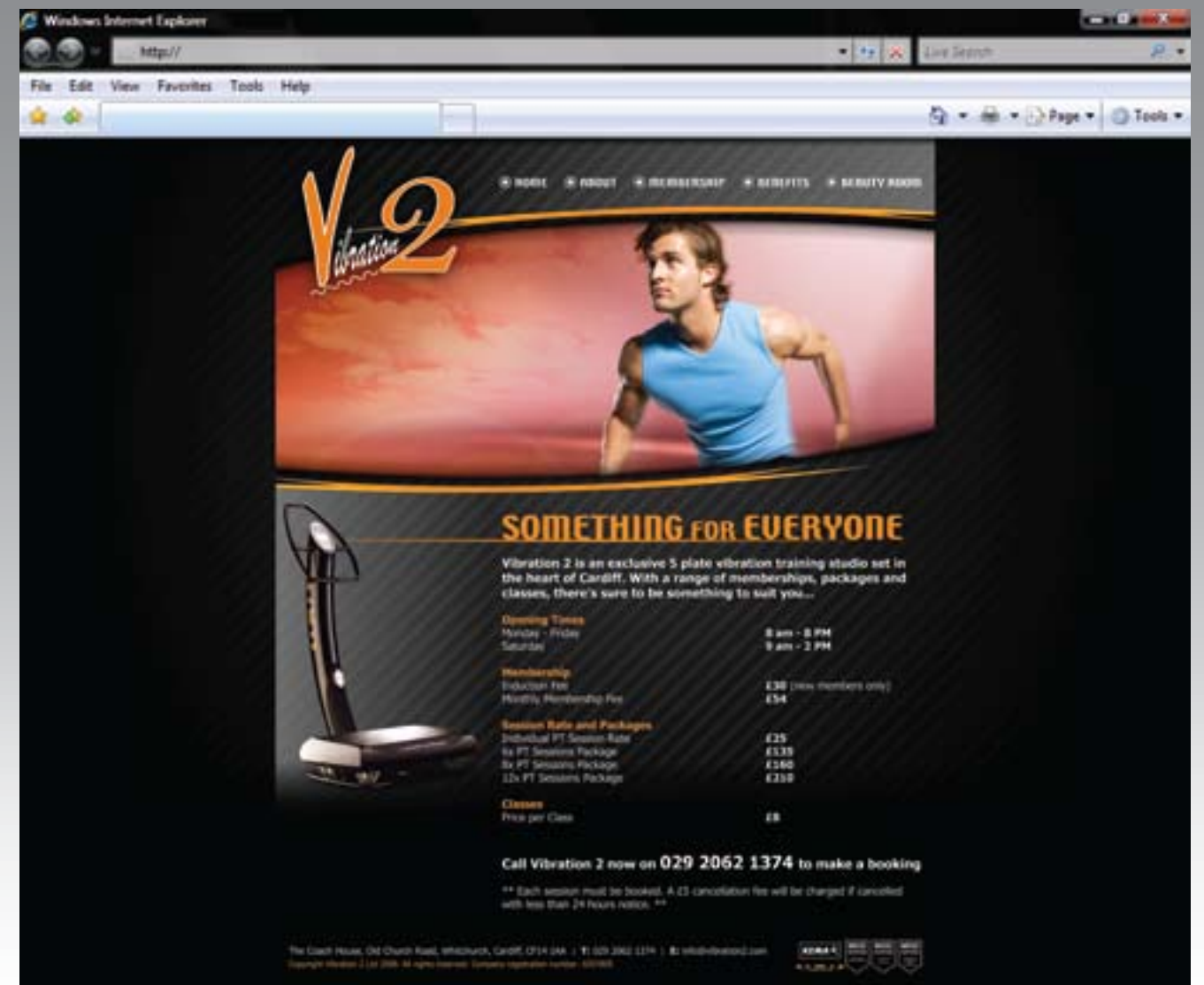




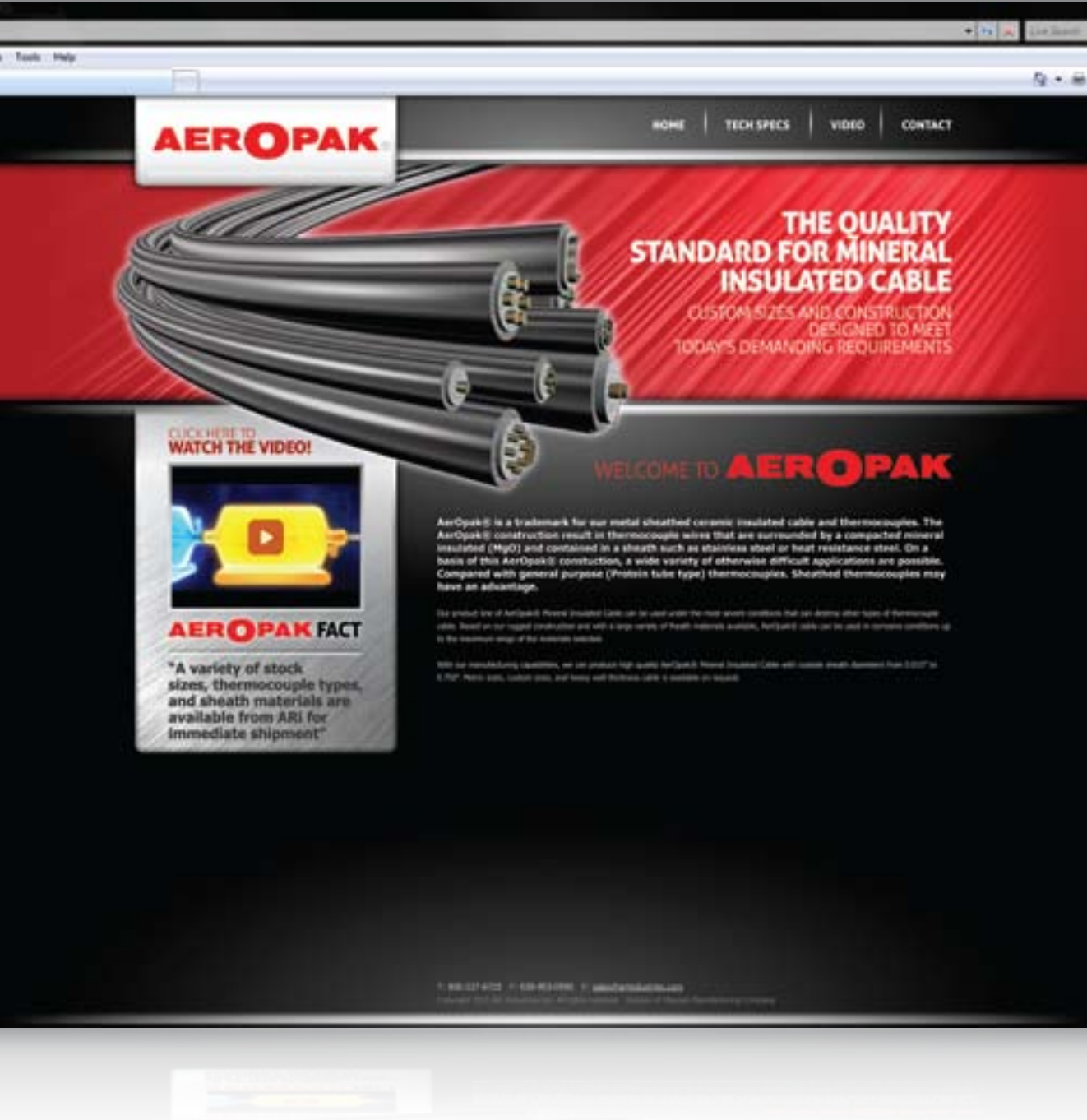
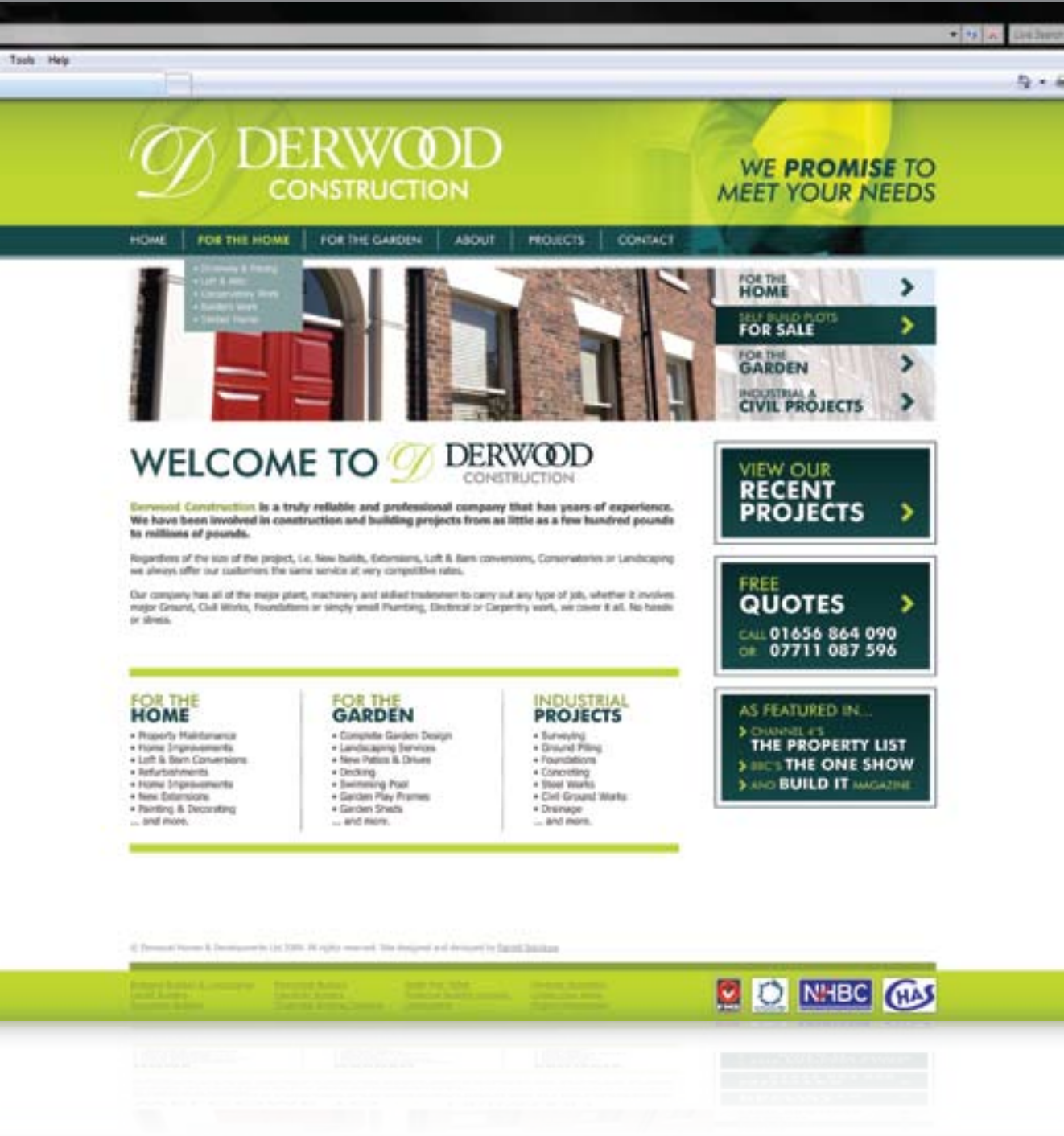


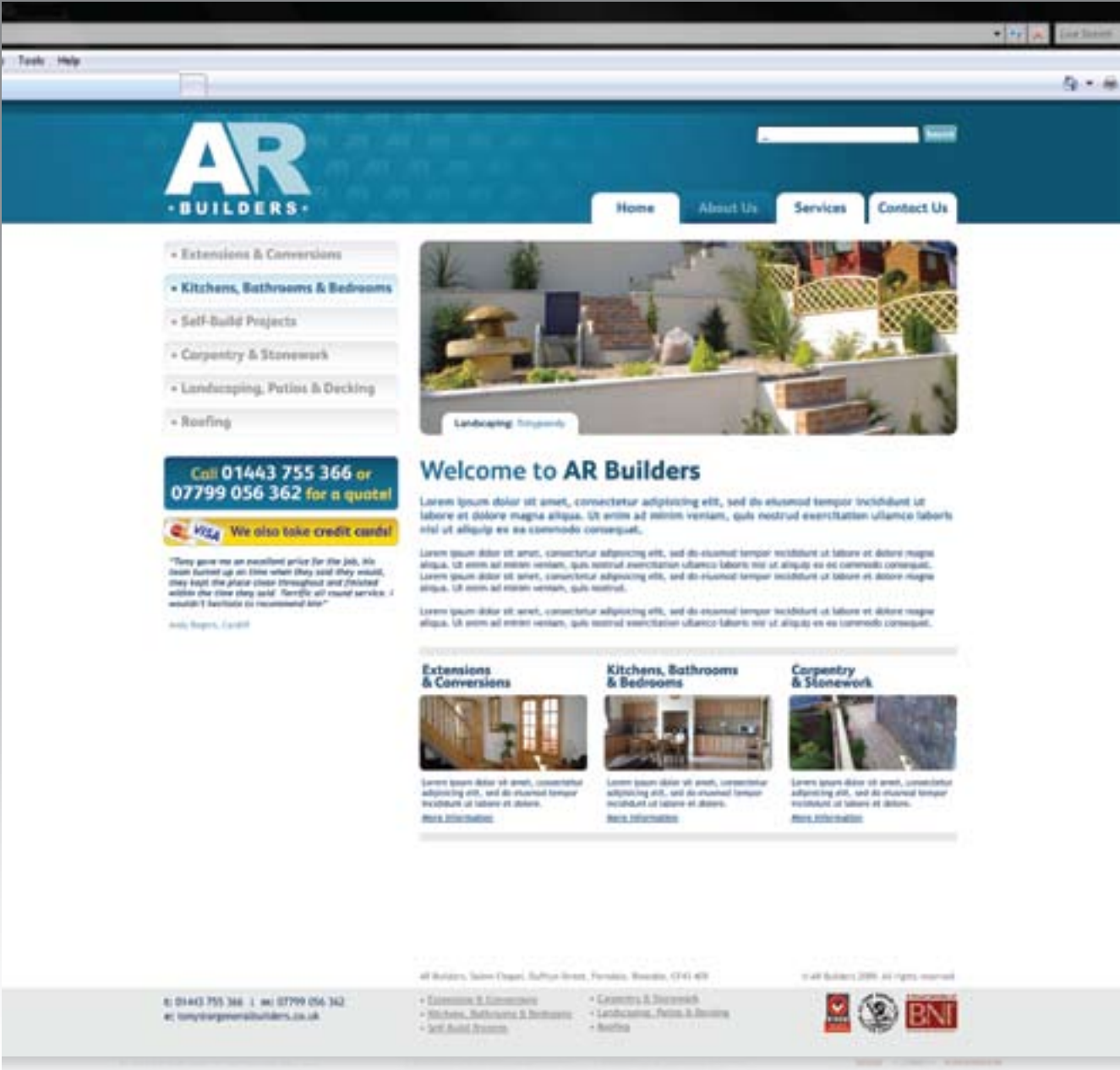
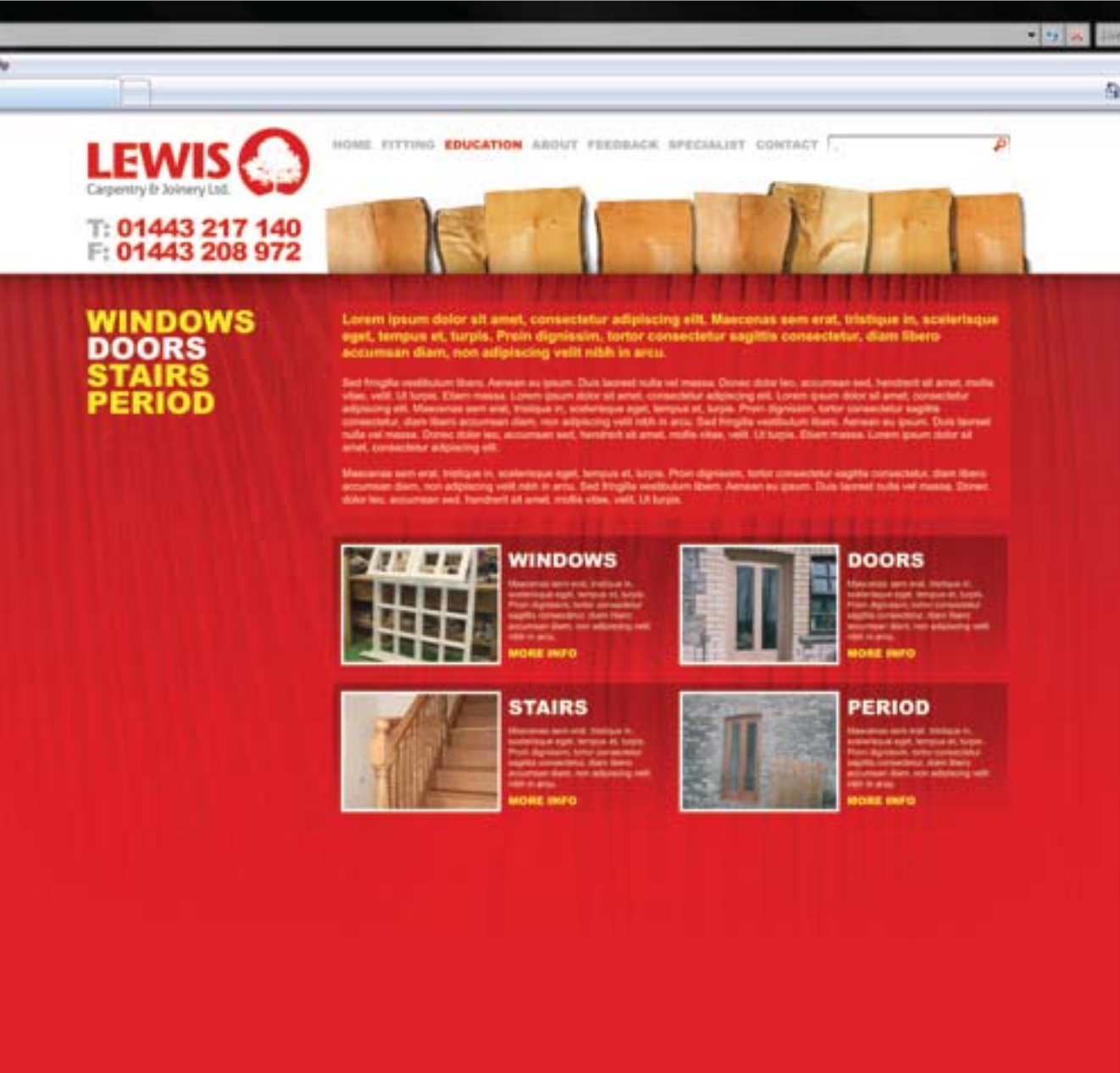


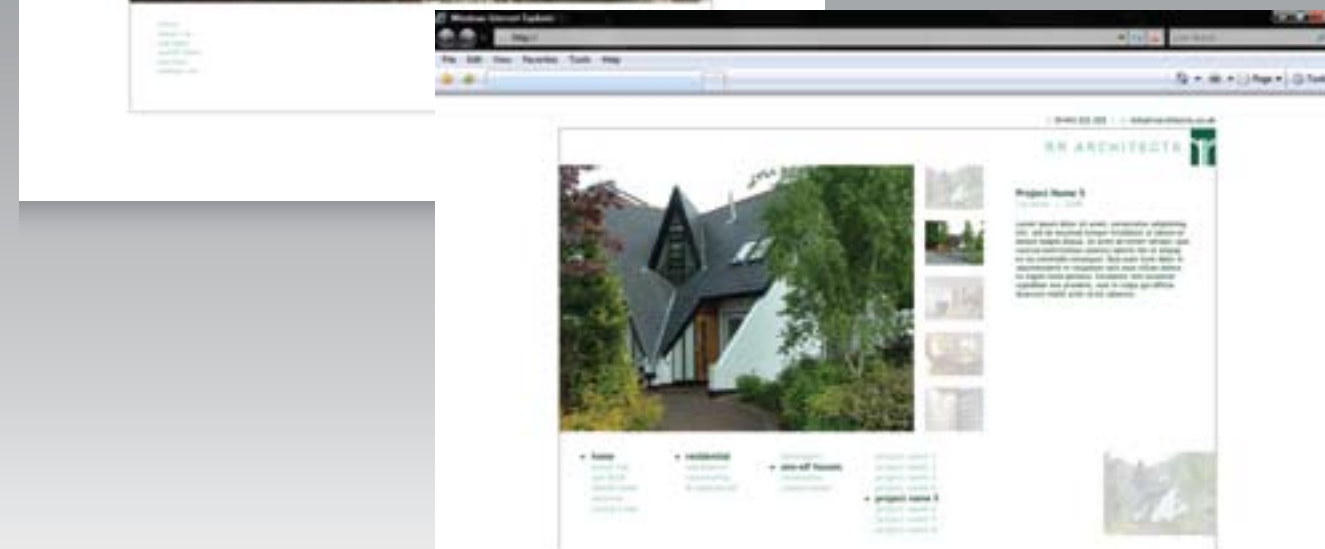


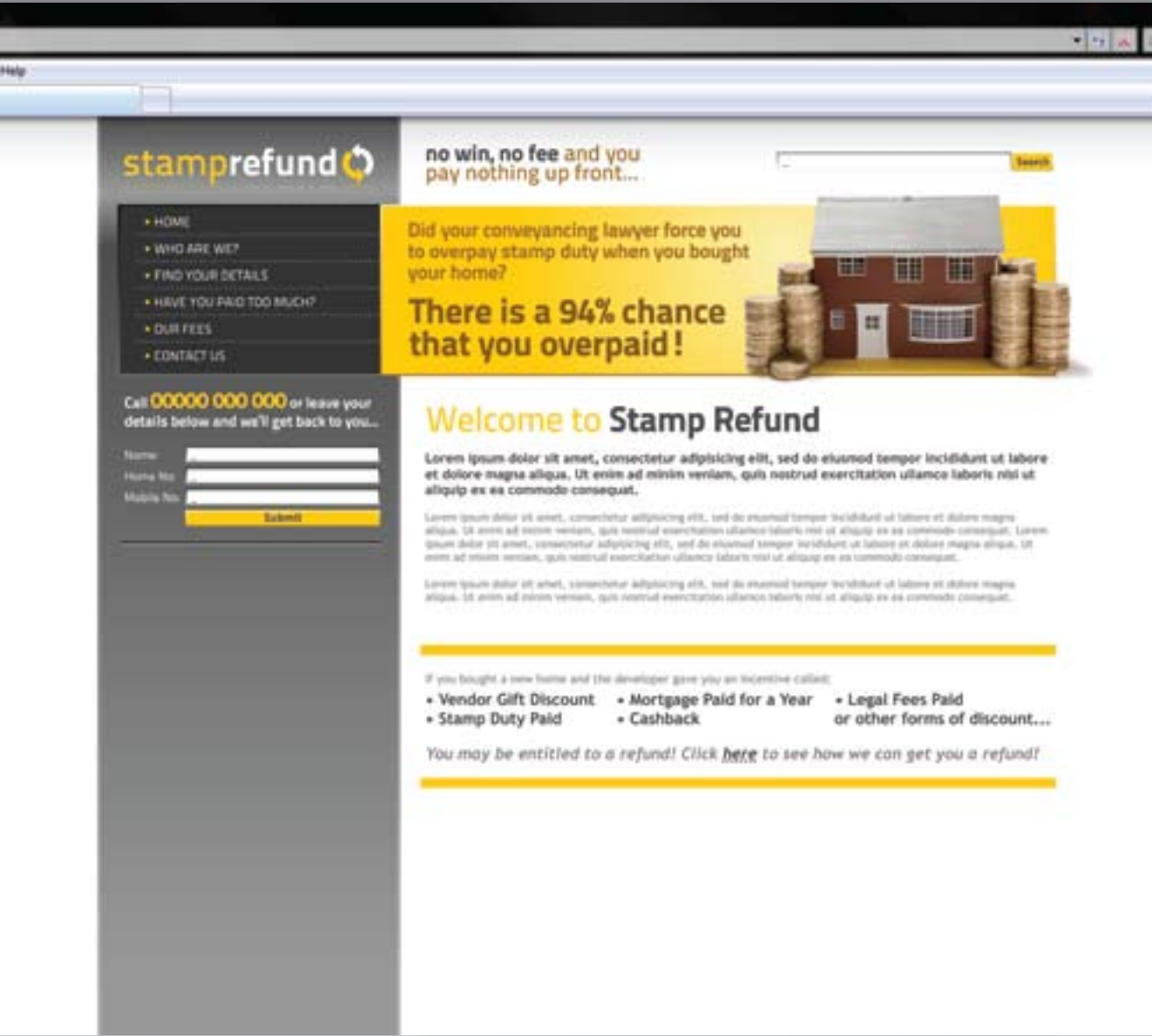




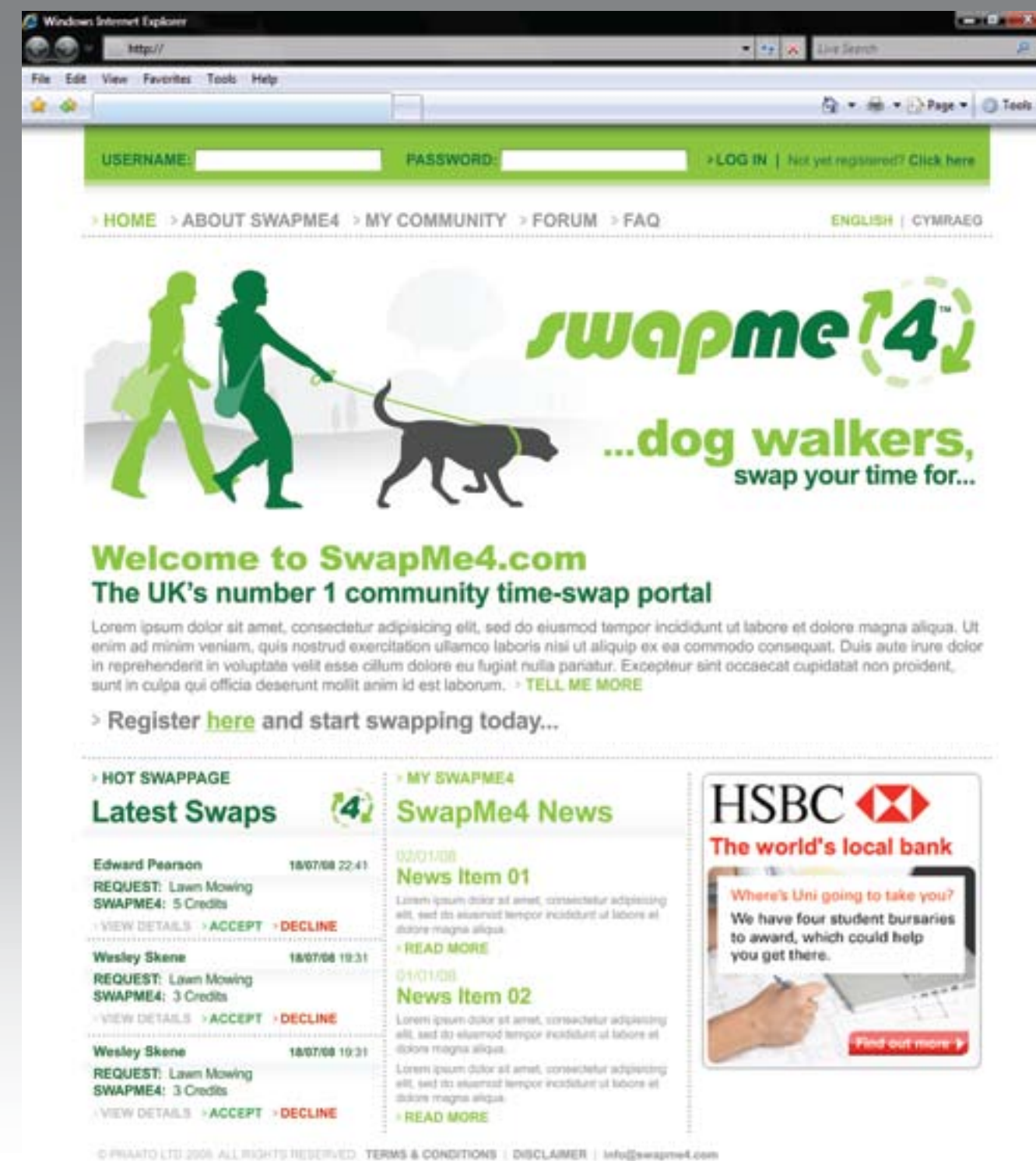




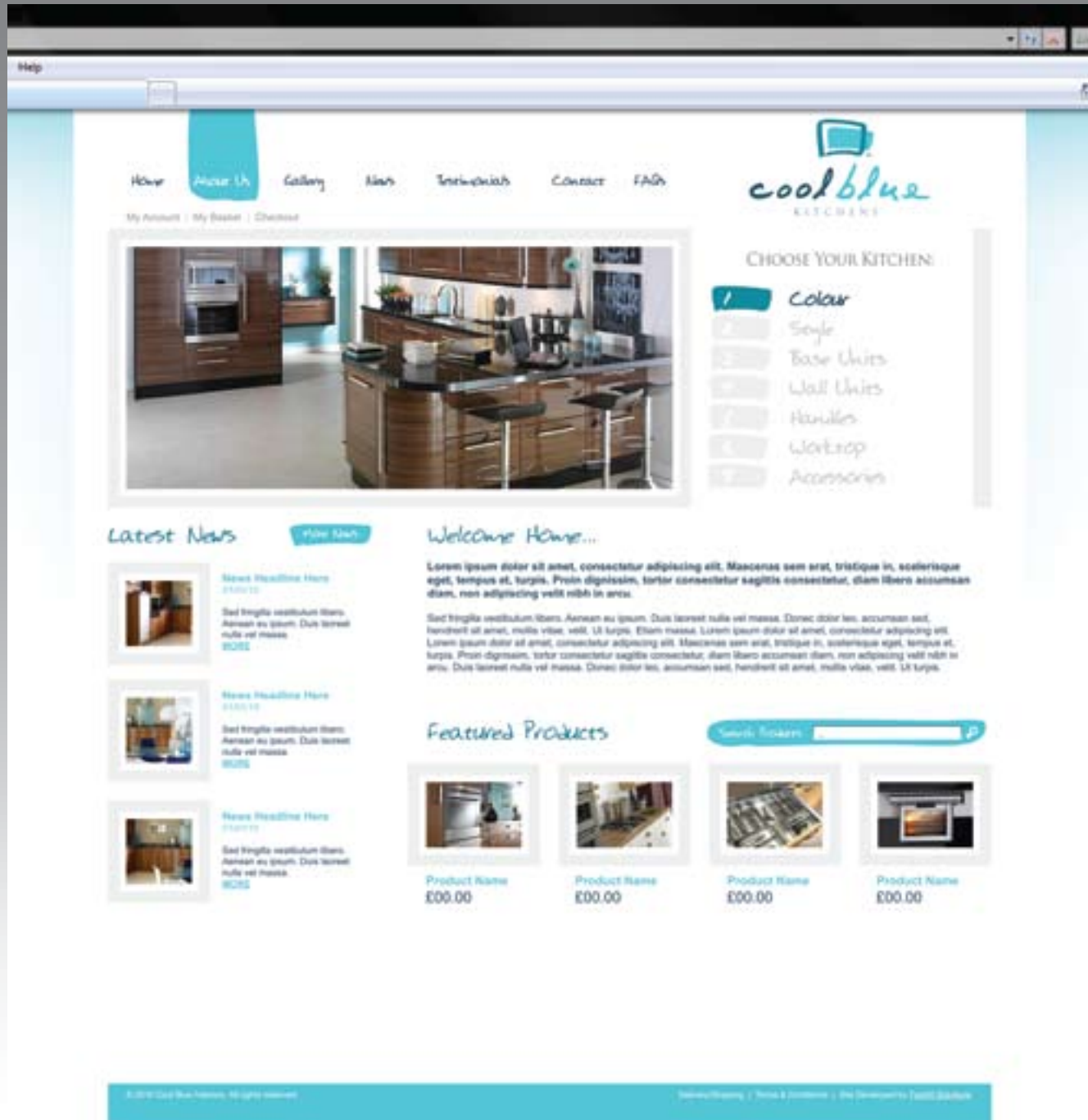


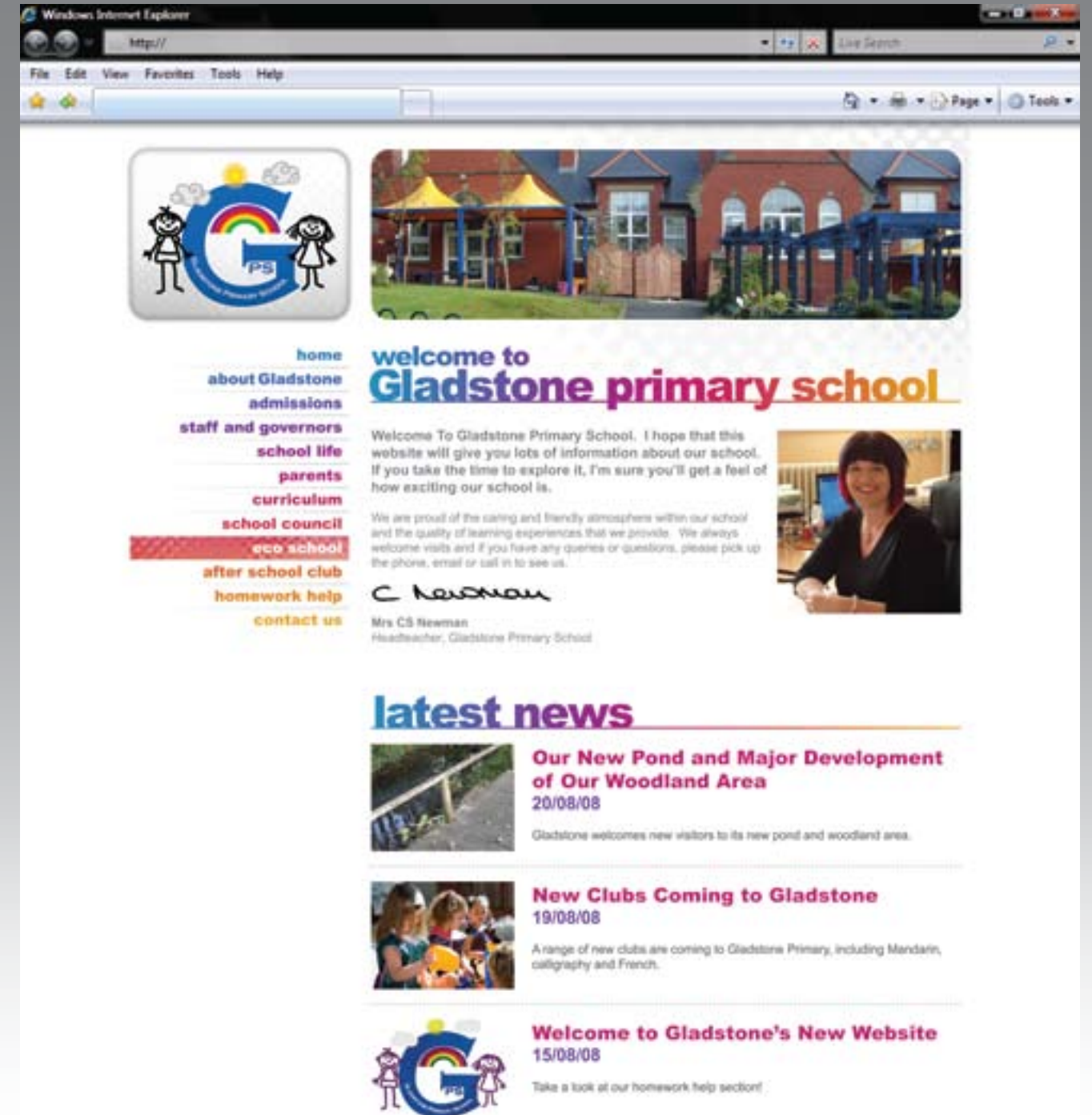
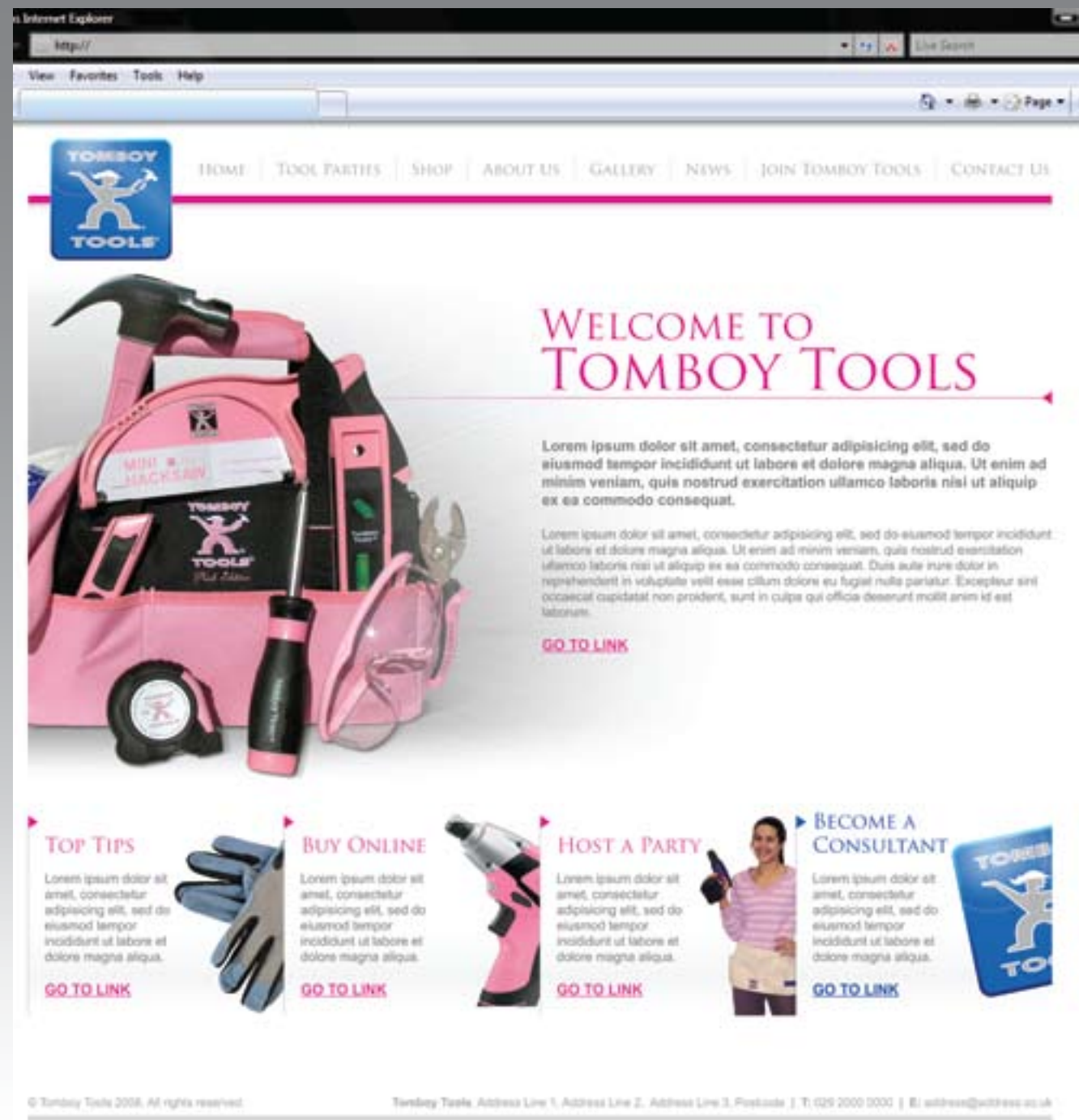




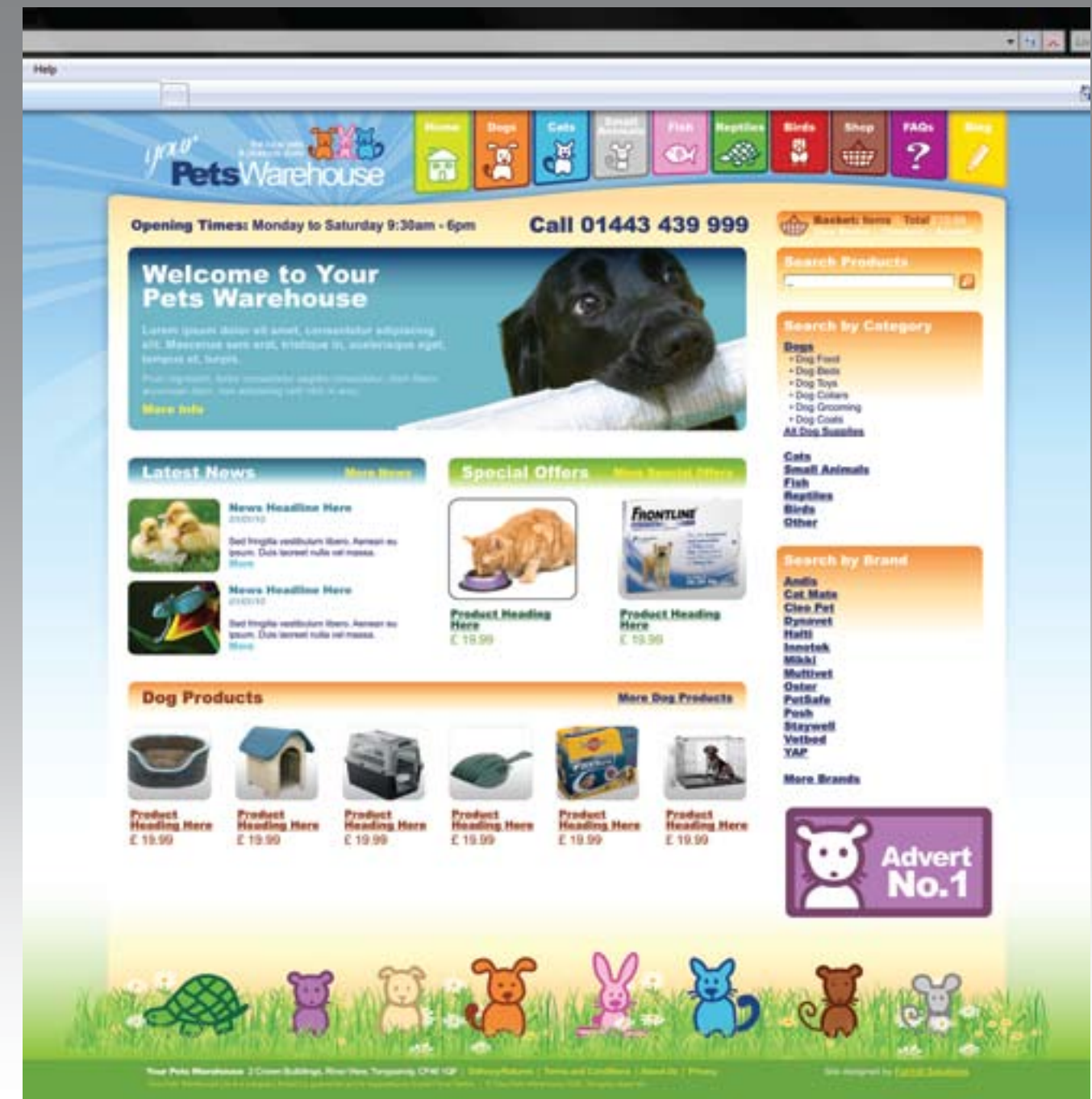
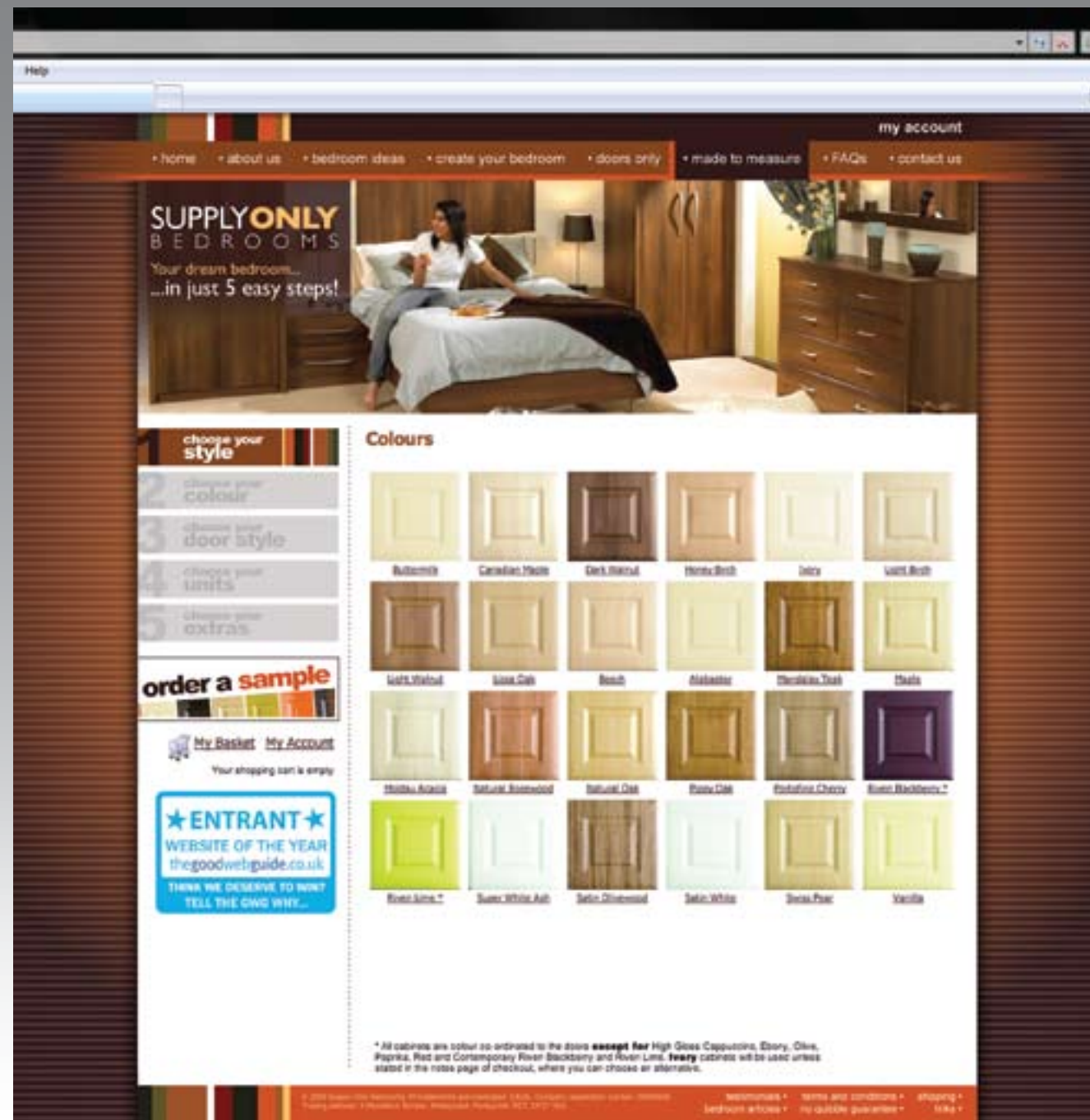














"Lagrafica really does produce 100% damn fine design. Dealing with MD Daniel Lewis, took the stress out of what is such an important and daunting part of setting up a business. Daniel immediately identified the core requirements of the business and was keen to understand the branding look Neath Ales was aiming at without ever imposing his own vision for the company."

"The results have been sensational. Lagrafica has produced an extremely strong family branding identity across the product range and we are delighted with the results."

James Thomas - Director, Neath Ales

Switch to fine art for fine design

From DaVinci to Disney, artists have added their magic to many an ad campaign. And through illustration or animation, our pencils and paint pots can breathe new life into your message.

Our illustrations are about the personal touch - the unique idea that customers will only associate with you. While animation takes you one step beyond, lifting your campaign from stasis to take on a life of its own.

Lagrafica's stunning artwork will illustrate the finer points of your business, transforming your image into a creative marvel you could hang in the Tate. Or at the other end of the scale, we do a good line in talking squid. (It's not high art, but for stings & virals it's up there with hula-hooping hippos!).

Newid i gelf gain ar gyfer dylunio cain

O DaVinci i Disney y mae darlunwyr wedi rhoi swyn ar sawl ymgyrch marchnata a thrwy ein darluniau neu animeiddio gall ein pensiliau a photiau paent ddod â'ch neges yn fyw.

Mae ein darluniau yn bersonol - y cysyniad unigryw y bydd cwsmeriaid yn eu clymu â chi yn unig. Tra bo animeiddio yn mynd cam ymhellach gan newid eich ymgyrch o stasis i gael bywyd ei hun.

Bydd gwaith celf Lagrafica yn dangos pwyntiau pwysicaf eich busnes gan ei weddnewid i berl creadigol gallwch ei arddangos yn Oriel Tate. Neu, pen arall y sbectrwm, mae ein môr-lewys sydd yn gallu siarad yn wych (nid yw'n gelf gain ond mae'n gydradd â hippos sydd yn gallu hwla hwpio!).

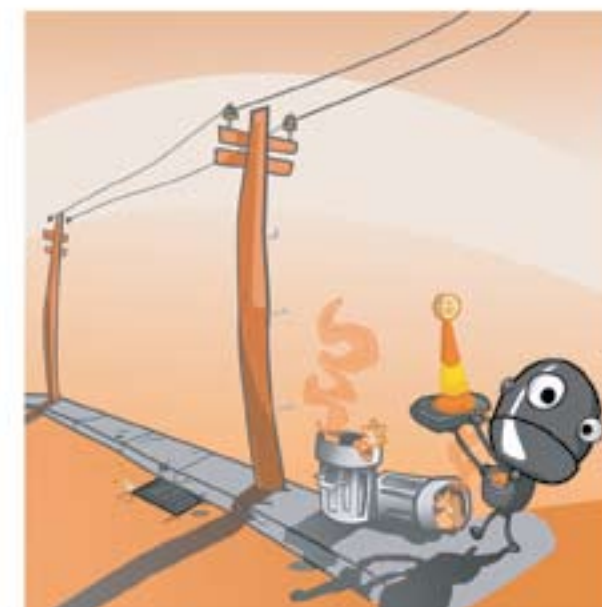
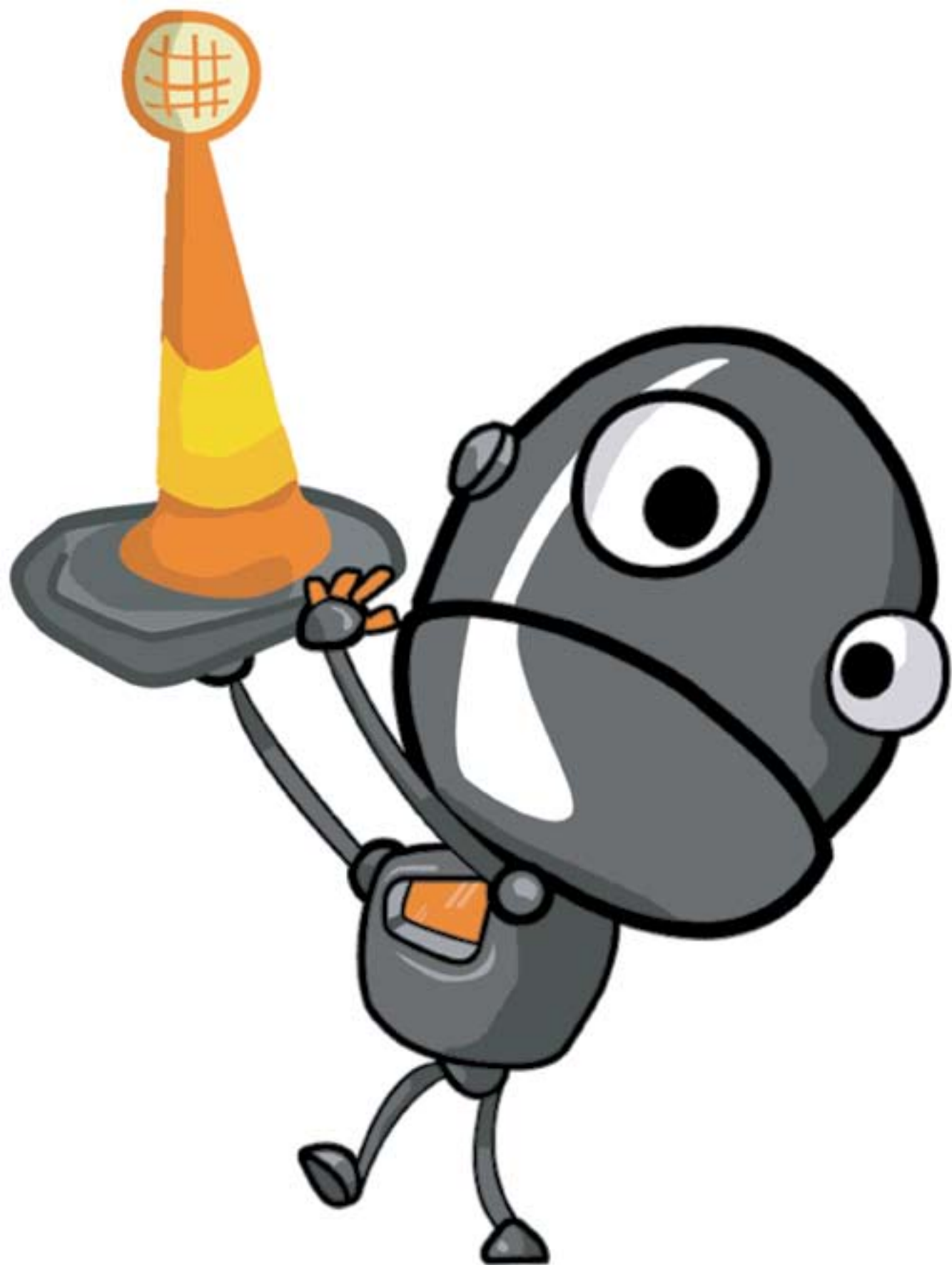


ILLUSTRATION DARLUNIO



SECTION 05

LAGRAFICA™







“Pain is temporary.
Quitting is forever.”

Lance Armstrong

synergy3training







"I initially approached Lagrafica with the remit of tweaking my existing logo, giving it a more professional edge. Over a period of a few months the initial remit evolved into a rebranding exercise including a change of name.

"Working with Lagrafica on the project was a real pleasure, and to me the key word in this context is 'with'. Lagrafica provided me with an efficient and professional service without stifling my own creativity.

"I now have a brand that I can be proud to present to the business community and my clients. Thank You"

Delyth Williams - Principal, Oracle Accounting

Make an exhibition of your business

There's no better way to strut your stuff than standing out at a trade show. So our designs will put staying power into your display and keep your visitors excited - not just for the few seconds after you meet, but long after your exhibition stand is safely tucked away.

You might want to start out with something simple, like a stylish pop-up stand. More versatile than a Swiss Army Knife, it's ready for action at any exhibition, point-of-sale or reception display.

But if your budget stretches to bigger and bolder, we'll do the whole bespoke thing. We'll build a display to dazzle and amaze, wowing bystanders with your sheer corporate style!

Arddangoswch eich busnes

Nid oes ffordd well o arddangos eich nwyddau na sioe fasnach. Bydd ein dyluniadau yn cadw eich arddangosfeydd yn fodern a chadw eich ymwelwyr wedi'u cyffroi - nid yn unig ar gyfer yr eiliadau ar ôl i chi gwrdd â nhw ond am achau ar ôl i chi roi'r arddangosfwrdd i gadw.

Efallai y byddwch am gael rhywbeth syml i ddechrau fel pop-up ffasiynol a fydd yn addas ar gyfer unrhyw achlysur – arddangosfeydd, man gwerthu neu mewn derbynfa.

Os bydd eich cyllideb yn caniatáu gallwn wir fynd i'r dref! Byddwn yn creu arddangosfa a fydd yn swyno a rhyfeddu gan greu argraff ar eich steil corfforaethol!



EXHIBITION & SIGNAGE ARDDANGOSFA AC ARWYDDO



SECTION 06

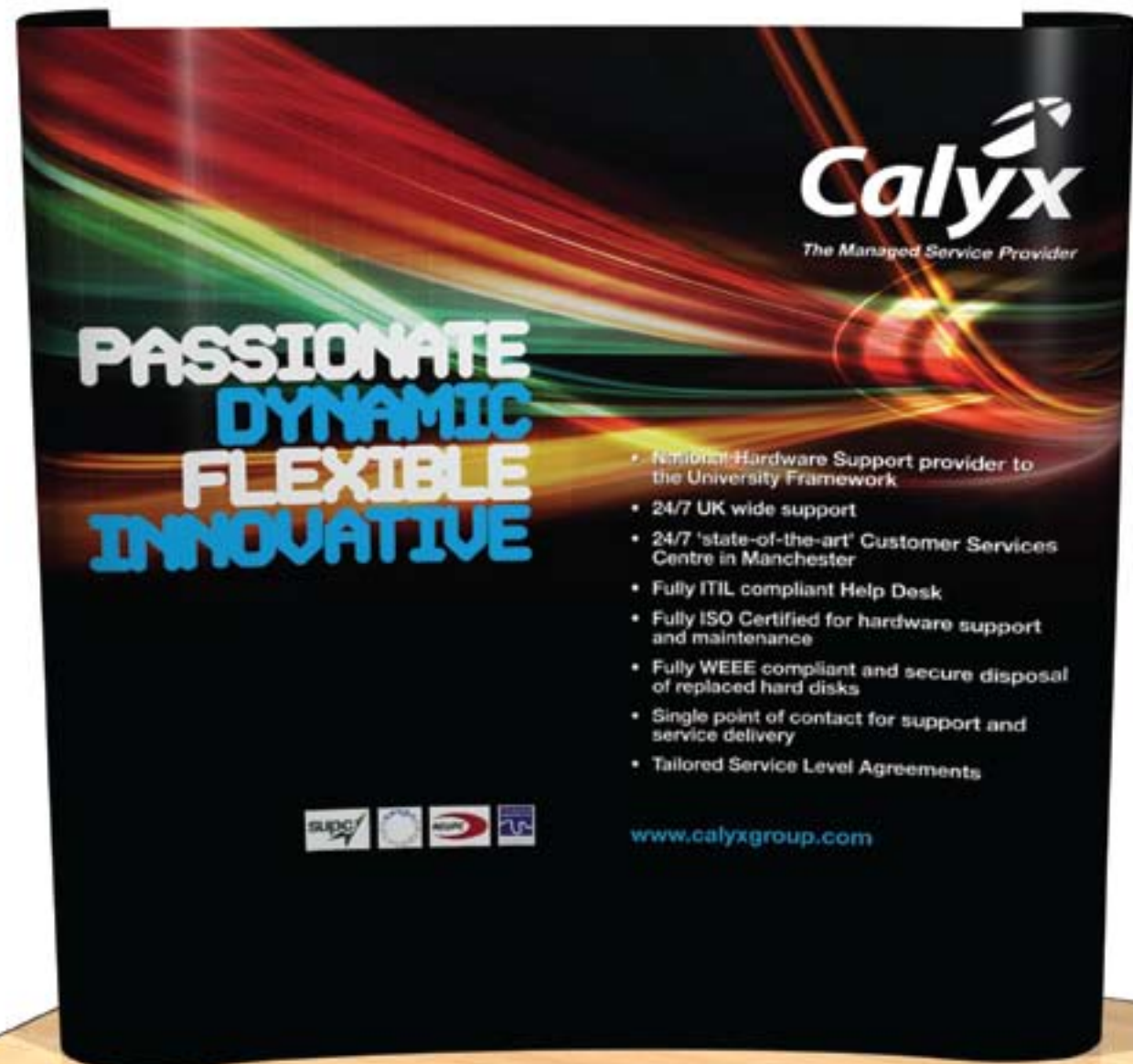
LAGRAFICA™

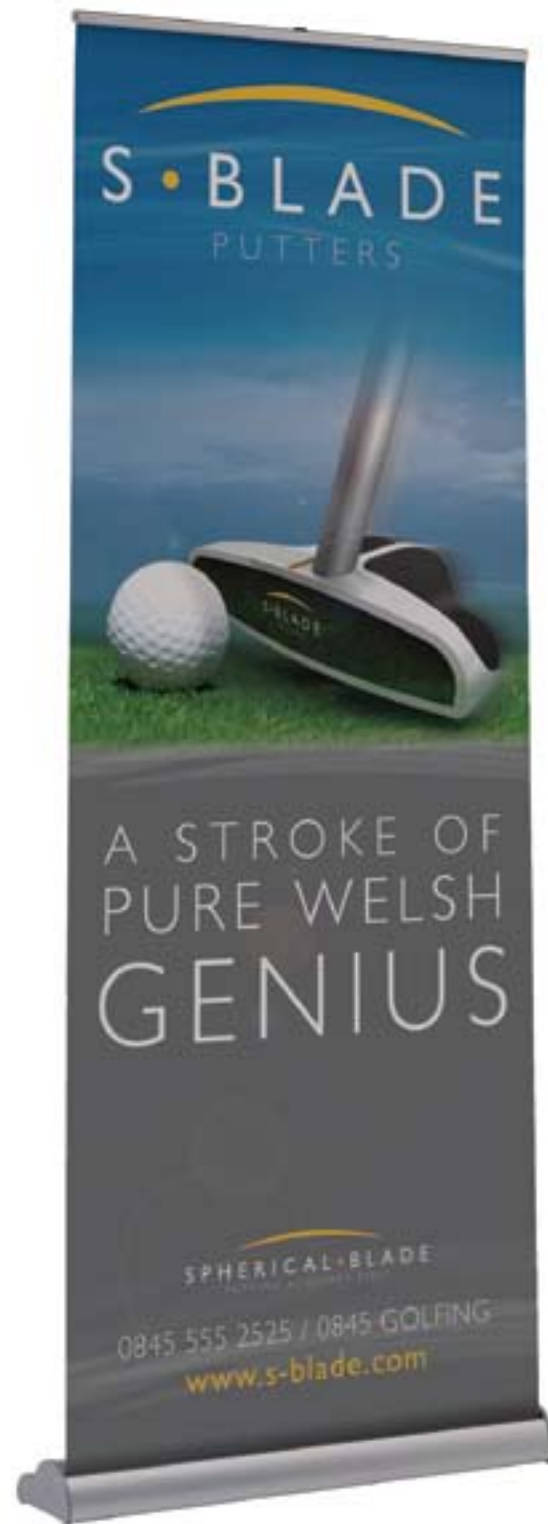












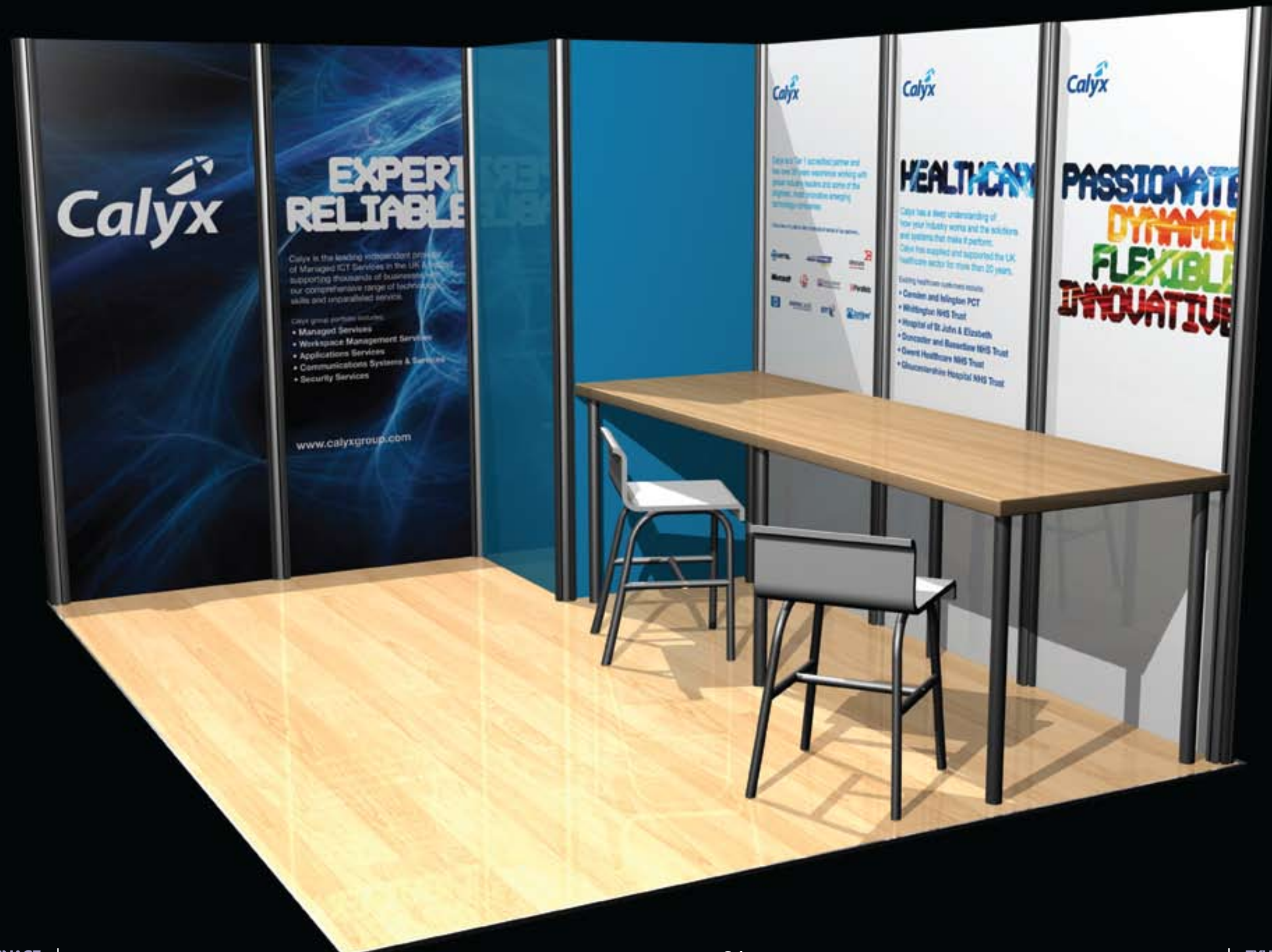




Calyx
Pop-up banners / Arddangosfeydd symudol



HCC Consulting
Pop-up banners / Arddangosfeydd symudol





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VAT registration number: 862 7796 71.

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"My professional company image, like any other business is an incredibly important asset, and Lagrafica will produce the right brand for the right company - fresh, unique and fit for purpose. I have no hesitation in recommending Lagrafica to anyone requiring design."

Ioan Evans, Managing Director, Catapult IT

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