

# The fuschia's bright!

Whatever the deadline, budget or scale look no further than Colorworks for all your design and print needs

**COLORWORKS HAVE BEEN** established in Bath for over 15 years, providing design and print for local businesses, publishers, agencies and the general public. The wide range of services offered by the company reflects their commitment to providing a solution to every request. On the digital print side, Colorworks can design and create, stationery, business cards, brochures, newsletters, wedding and event invitations, display banners and exhibition stands, menus, flyers, posters, postcards, canvas prints, fine art prints and CD and DVD Sleeves. They also offer wide format and lithographic printing services, drum scanning and photography.

This wide range of expertise is complimented by a friendly approach to all customers both new and established. "We have an open door policy," says owner Mark. "Whatever the customer is looking for they can drop by and discuss it with us. We don't have a belief that something is too large or too small for us and any quotes or proposals from us, will be completely bespoke. The key thing is it's all about what the client wants – not what is necessarily the best in terms of bottom line for us. We have a close-knit team, who work well together to ensure a quality service. Every project is approached with the same level of enthusiasm and commitment; from those all important wedding invitations, through to essential business literature; and we are on hand to offer the best advice and suggestions, regardless of the size or type of project."

Colorworks are dedicated and committed to the highest levels of design. "A key issue with design," explains Mark, "is ensuring that the quality of both

the creative design and finished print are of an equally high standard.

"Some combinations just work together, like design and print – they go hand in hand. One is no more important than the other. A brilliant design can be let down at the final hurdle by poor quality print and dodgy finishing. Equally, the best print job is pointless if the design lacks flair and communicates nothing. Our design has backbone and there's a reason for every mark. It's original, creative and we think laterally. This is what sets us apart, and in turn what will set you apart. Macs are a brilliant tool to create a layout or finalise a design but they don't have magic logo buttons. We scribble in pads or on the nearest scrap of paper. We bounce ideas around the room. We even take work home with us if we know it could be better. And above all, we believe that sometimes it's good to go outside of the lines".

This kind of experience has been gained working for an extremely diverse range of customers, both private and commercial, local and national.

An example of a recently completed project is Brooks Guesthouse. "Carla and Andrew Brooks came to us last year requiring an identity for their boutique city centre guesthouse, which they were completely refurbishing. We had an initial meeting to discuss their ideas and then produced a variety of logo concepts, of which one was immediately chosen. In this case, no logo design development was needed, we hit the nail on the head first time. Colorworks then rolled out the chosen identity across stationery, menus, menus, signage, website and



other promotional literature. Brooks Guesthouse have consistently worked alongside Colorworks to produce exceptionally designed and printed material for their new business."

Open to 7pm every night, Colorworks are a truly local business whose philosophy is to place their customers' needs at the centre of everything and provide a 'can do' attitude to problem solving. "It's all about what the customer wants," says Mark. "And whatever the deadline, budget or scale, Colorworks will go the extra mile to find a solution." ■



## WIN A TASTY ITALIAN AT JAMIE'S!

To celebrate 15 years in business and our new tasty Italian Fiat 500, Colorworks are offering you the chance to win **£50 worth** of vouchers to Jamie's Italian.

All you have to do to be in with a chance of winning, is go to [www.colorworksbath.co.uk](http://www.colorworksbath.co.uk) and join our mailing list.

Good Luck!



Call Colorworks on 01225 464366 or email [info@colorworksbath.co.uk](mailto:info@colorworksbath.co.uk)  
**6-8 Cotterell Court,**  
**Monmouth Place, Bath BA1 2NP**  
 (Just off the Upper Bristol Road between Sainsbury's and Queen Square).

