

AGENCY CREDENTIALS



Good Honest Creative by Martin Hailes Design Ltd

EVERY DAY...

We work harder, we push our creative thinking further and we deliver more for you, our client.

EACH CLIENT...

Is treated like they are our favourite client as we aim to deliver above their expectations.

We are a seaside-based design agency

Martin Hailes Design is a visual communications agency with experience in every area of brand identity.

From our studio in Suffolk, we love to work with brands both big and small, in the UK and across the world.

From brief to production, we offer the quality of a big agency with the passion and personal commitment you only get from a tight team.

Beach Huts at Southwold, Suffolk, UK.



We believe in good, honest creative

A mantra. A mission. A guiding star.

Call it what you will, but good honest creative is what you get when you work with us.

Good

Good is a feeling. That gut reaction you get when design really works. When it fits your brand like a missing slipper.

That satisfaction is our destination for every project. The satisfaction of delivering intelligent solutions made to engage audiences and bring the best out of brands.

Honest

Straight up, BS free with all cards on the table. That's the way we like our conversations, and the way we do our business.

From pricing to production, honesty is what you'll get every step of the way.

Creative

Intelligent, considered ideas. Solutions you would never arrive at on your own. The quality of our work is a product of our passion for all things design.

We sweat about the details and always push the limits. In our studio compromise is a filthy word.



ABOUT US

The Team

Decades of experience. Passion by the bucketload. A willingness to do whatever it takes to deliver the perfect product.

That's what you get from every member of our team. Our relationships with clients are incredibly close, and we often end up being treated like an extension of the marketing department.

That's why we accept difficult deadlines and late nights checking colours at the printer's office. Everything for our clients, anything for a friend.



Martin Hailes

Head of Creative & Founder

26

Years industry
experience



Connie

Creative Designer

13

Years industry
experience



Becky

Social Handler

15

Years industry
experience

Global Reach

We've produced some creative solutions for many different and interesting clients from many different sectors both locally, nationally and globally.

Helping businesses in the construction, retail, hospitality, medical and leisure sectors. We combine small agency focus with big agency thinking to provide a complete range of creative branding, graphic design and print.



United Kingdom



Dubai



New Zealand

Kind Words

Our client relationships are built on trust.

For us, that begins by giving our clients the confidence that we have their best interests in mind, in our recommendations and process.

It's a chief reason why we've built long-standing partnerships with our key clients, and who we like to call friends.

We have worked with Martin for all aspects of our business design work since 2006. His quality of service means all of our design work is taken care of.

His service is second to none and he is always there to meet any of my deadlines, and I would not hesitate to recommend him for all design and print needs.

General Manager
High Lodge



Client since

2006

Having previously worked with Martin, I already knew of his design skills and print knowledge, so I was comfortable letting him loose on our company brochure.

He provides the service and professionalism of an agency, and is affordable enough for start-up's and talented enough for large companies.

Marketing Manager
Agency Express



Client since

2013

We engaged Martin Hailes Design as our branding and marketing agency because of their nimbleness, their approach and their full-service offering.

The creativity and cleverness of their work has been nothing short of brilliant, dealing with complex design and marketing challenges, across our global footprint.

Managing Director
May + Partners



Client since

2019

SELECTED WORK

Selected work

LOGO IDENTITY

Over the years we have been privileged to work with a variety of clients across a wide range of industry sectors. Here you can find a small selection of icons and logos we are proud to have designed for them.



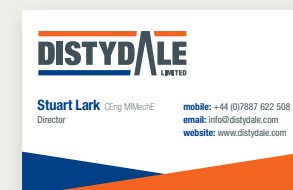
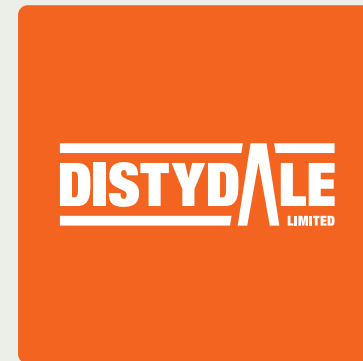
Selected work

DISTYDALE

Having experience in this sector, we were chosen to create a start-up corporate identity for Distydale Limited.

As an independent UK based consultancy firm providing comprehensive project management, mechanical engineering and technical services.

Distydale required us to design and provide numerous deliverables such as a logo, business stationery, responsive website and digital design assets.



Services provided:

Visual Identity

Logo Design

Logo Refresh

Marketing

Communications

Print

Signage

Packaging

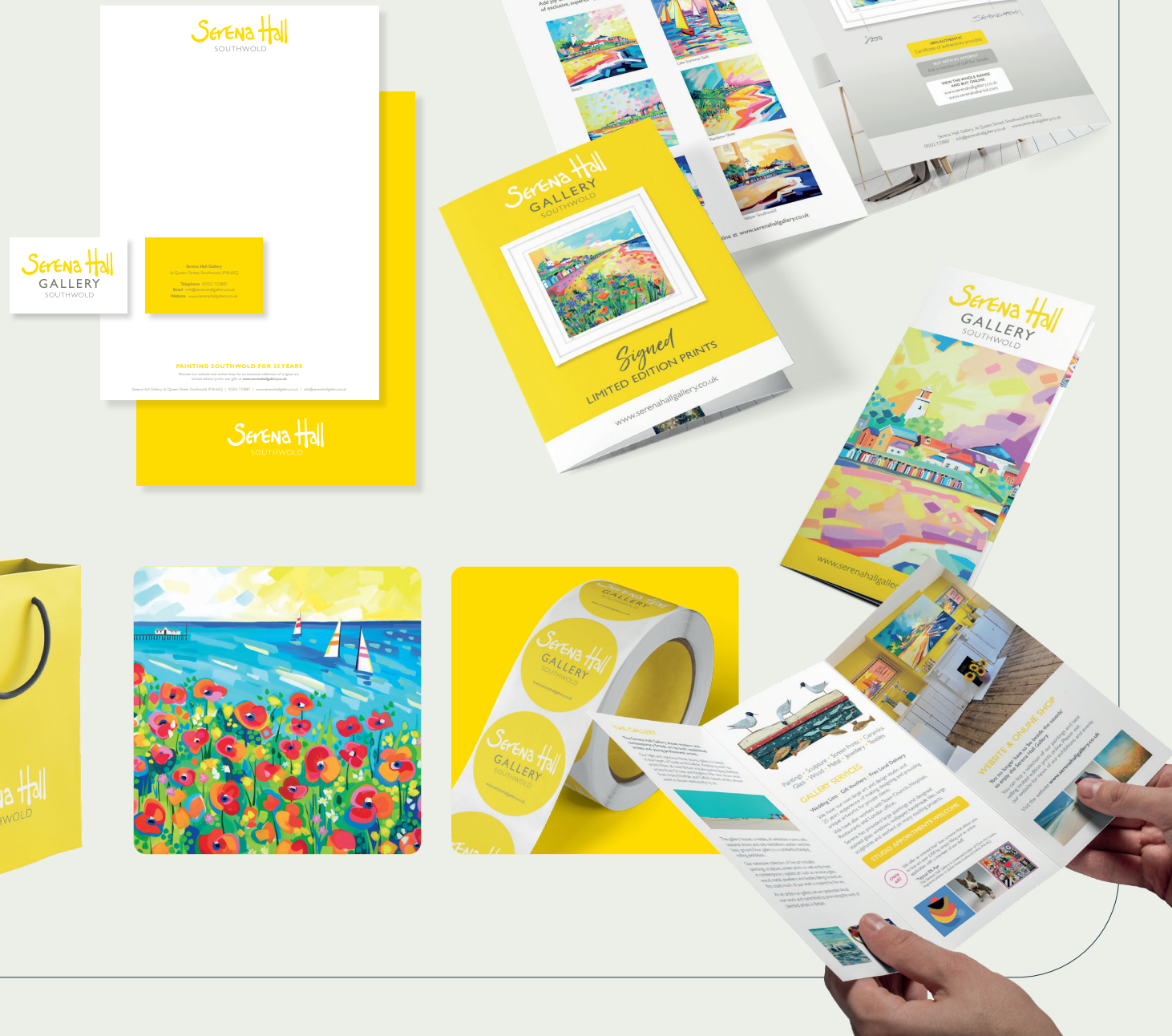
Digital



Next case study >

SERENA HALL

Our invaluable print knowledge and experience enables us to design and produce any associated branding that is required.



Visual Identity

Logo Design

Logo Refresh

Marketing

Communications

Print

Signage

Packaging

Digital

Selected work

CATLEY AVIATION

An existing client approached us to create a logo identity concept for a private charter airline company based in New Zealand.

The logo icon merges the famous silver fern leaf with the angle of lift-off to create the illusion of flight. To assist the logo we generated supporting marketing collateral to display the visual identity.

Deliverables included: logo identity, business stationery, signage, advertising material, flight collateral, social media graphics and digital design.



Services provided:

Visual Identity

Logo Design

Logo Refresh

Marketing

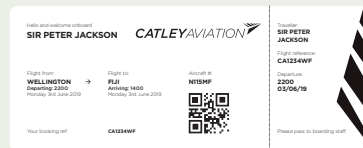
Communications

Print

Signage

Packaging

Digital



CATLEY AVIATION



Next case study >

Selected work

BOBSKO MARINE

BOBSKO Marine is a world leading marine contractor specialising in coastal, nearshore and subsea protection projects and services.

We redesigned their logo identity, using the 'b' to encompass water elements, applying it to a wide and varied range of collateral.

Deliverables includes: New website, business stationery, credentials brochure, social media graphics, presentation documents and exhibition signage.

Services provided:

Visual Identity

Logo Design

Logo Refresh

Marketing

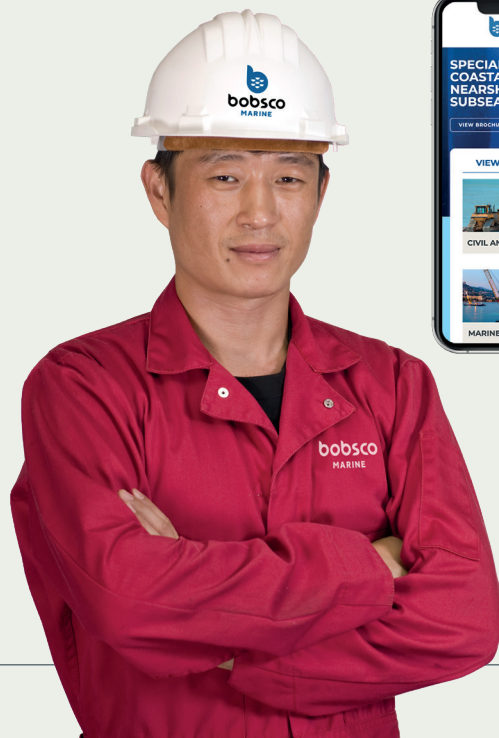
Communications

Print

Signage

Packaging

Digital



Next case study >

Selected work

MAY+PARTNERS

We were approached to complete a new identity for May+Partners, an innovative, independent and multi-disciplined project management and engineering firm specialising in the Energy & Utilities, Infrastructure & Development and Civil Marine sectors.

Our requirements were to design and provide numerous deliverables such as a logo identity, printed business stationery, website, exhibition material, clothing, copywriting, promotional items, internal document design and printed note pads.

Services provided:

Visual Identity

Logo Design

Logo Refresh

Marketing

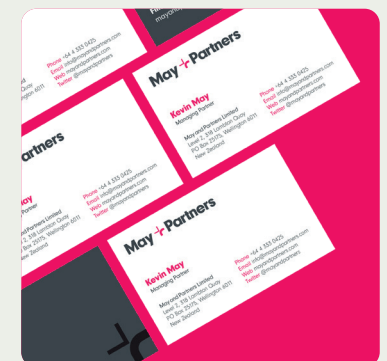
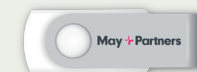
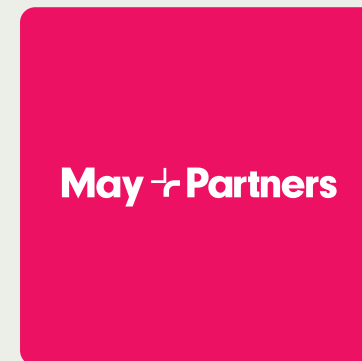
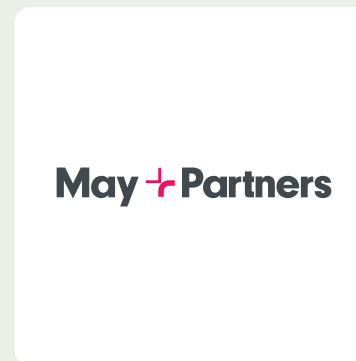
Communications

Print

Signage

Packaging

Digital



Next case study >

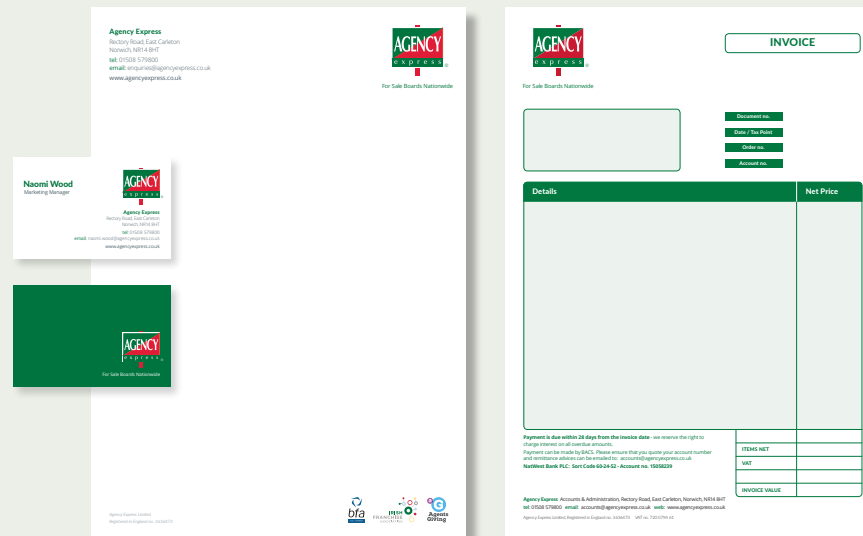
Selected work

AGENCY EXPRESS

Agency Express is the UK's largest provider of professional estate agency board services. Their network spans 115 operational centres from Inverness to Penzance, and they maintain over 51% of all UK estate agency boards.

One of Martin Hailes Design's first clients, Agency Express have allowed us to refresh all of their design, advertising and marketing material, arranging and producing their print collateral from business cards to brochures.

We also design and print the marketing material and stationery for all 115 of their franchisees across the UK.



Services provided:

Visual Identity

Logo Design

Logo Refresh

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Digital



Selected work

WELLINGTON

Having previously had a hand in the design of the Wellington identity, we were familiar with the design identity and would carry this onto any new projects.

Wellington is a long-established commercial and residential developer, offering a broad range of services. These include commercial development, affordable housing, open-market residential development and contract construction. They are specialists in land sourcing, planning and heritage buildings preservation.

Our involvement has been to design and print their corporate stationery, marketing literature and provide creative consultancy services and digital design assets.

Services provided:

Visual Identity

Logo Design

Logo Refresh

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Packaging

Digital



Next case study >

Selected work

THE HOG HOTEL

A boutique hotel and restaurant sitting on the Suffolk coast. Boasting 17 bespoke rooms, all carefully designed to offer luxurious accommodation and stunningly delicious food.

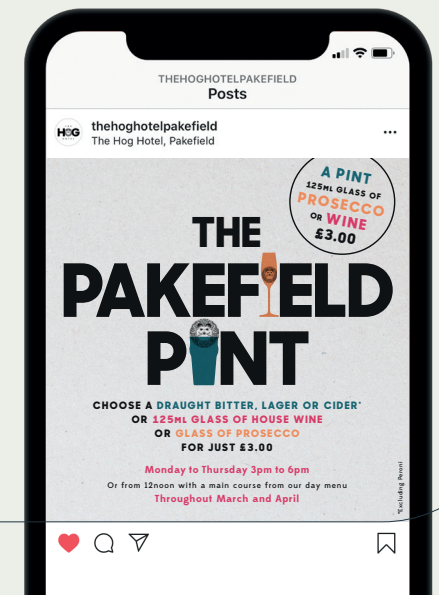
The hedgehog in the logo is hand illustrated, and is affectionately known as 'Dave' after owner Nathan's father – will feature in all the hotel's branding.

We won the tender to provide graphic design, print buying and print support, digital and social media design, campaign design and support, all following corporate identity guidelines.



Services provided:

- Visual Identity
- Logo Design
- Logo Refresh
- Marketing
- Communications
- Print
- Signage
- Packaging
- Digital



WE CAN HELP YOU

Our solutions to your problems

Putting over 25 years of experience into practice.

We deliver creative branding, design and print, from vision to brief, spark of inspiration to a fully crafted concept and delivery.

Design

We are driven by a desire to make things look great, and we equally enjoy the design process and creative strategy.

We think about every step from the big idea to brand in hand.

Creativity

- + Creative idea development
- + Business literature
- + Marketing collateral
- + Exhibitions and events
- + Signage
- + Direct marketing campaigns
- + Advertising
- + Point of sale

Branding

You could be launching a new business or taking it to the next level – either way, strong branding and positioning can help you achieve your goals.

Honestly, first impressions count.

Solutions

- + Brand development
- + Corporate guidelines
- + Identity development
- + Brand systems
- + Strategy
- + Messaging & voice
- + Creative direction
- + Print management

Digital

We cover all aspects of your digital presence and once a web project is complete, we don't run off and leave you!

We will still be here for and tweaks, updates, help and assistance.

Creation

- + Website development
- + Responsive website design
- + Content management system
- + HTML emails
- + HTML email campaigns

Print

Never overlook the impact of a great piece of print. From brochures to annual reports to stationery.

We use our print knowledge to produce impactful solutions that get you noticed.

Designed and delivered

- + Annual reports
- + Prospectuses
- + Brochures & periodicals
- + Corporate stationery
- + Data & technical literature
- + Direct mail
- + Signage
- + Exhibition graphics



Looking for some
creative inspiration?



Martin Hailes Design



mhdesign_tweets



Martin Hailes Design



Martin Hailes Design Ltd

1st Floor, Owl Building
Battery Green Road, Lowestoft, Suffolk
NR32 1DH United Kingdom

+44 (0) 1502 586666
martin@martinhailesdesign.co.uk
www.martinhailesdesign.co.uk