

TBD DESIGN

A new name, a new identity, the same high service and quality

For twenty years TBD has been a well known and highly regarded name in the Wellington graphic arts industry.

Over the years TBD has built a strong reputation in the pre-press area, providing full pre-press services including impositions, digital match proofing and Computer to Plate (CTP) technology.

As well as pre-press, TBD has always provided a full range of graphic services, including design, typography, illustration, photography, typesetting and page layout; covering logo design, branding, advertising, publication design, packaging and a wide range of corporate communications.

What it does for many of its clients, TBD has now applied to itself. The company has re-branded, and the first stage was a change of name and a new look and logo.

Managing Director, John Serepisos says 'The new branding has taken nearly a year to become a reality. The inclusion of design in the name to TBD Design better reflects the company's focus and commitment to providing high quality, well thought out design solutions.'

Out of a staff of 16, TBD Design has nine experienced designers and page layout artists, so the company is well positioned to take on a wide range of creative projects.

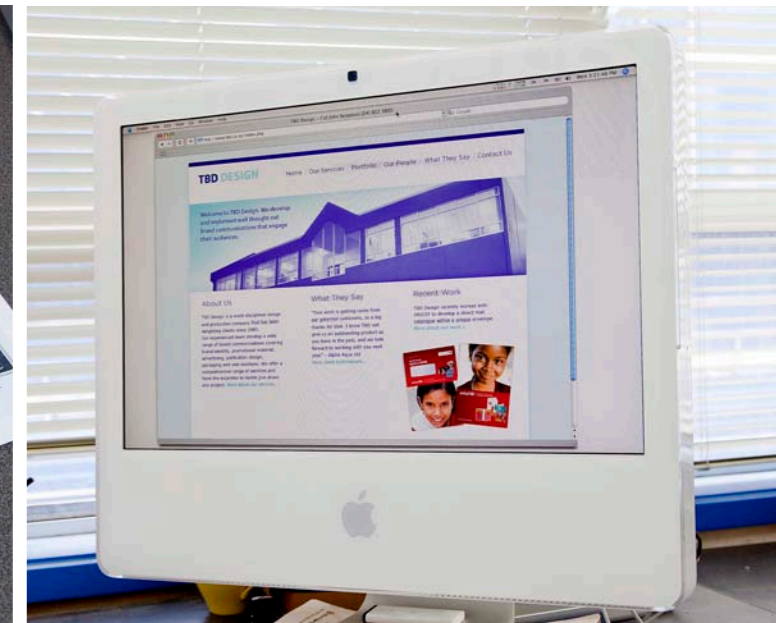
The changes at TBD are more than a change of name. John recently employed Steve Hales as Business Director to help implement the changes. Explains Steve, 'These are exciting times for TBD Design and I am delighted to be part of the process of change. My role is to help lift the company's profile, enhance the client base and oversee and improve the standard of the creative product.'

TBD Design has rolled out its new brand identity with new signage and graphics on the building exterior and interior; business cards and other stationery items; a printed portfolio showcasing the range of TBD Design's creative work, plus a brand new website.

'We have produced some good creative work over the years, we now need to produce great creative and start telling people about it', enthuses Serepisos.

Packaging Experience

Over the years the company has developed packaging solutions for a number of consumer products.



Alpha Aqua

This new entrant into the pure bottled water market has been developed specifically for the export market, in particular North America. TBD Design developed the name, brand identity, packaging and other marketing support. Crisp, fresh design and crystal clear glacial water creating the shape of New Zealand are core components of the branding; creating a strong and memorable graphic device that resonant with the trade and consumers.



The Delicious Lebanese Snack Food Company

A Wellington company specialising in making authentic Lebanese cuisine required a brand refresh across their range of dips and snacks. With over twelve products in the range including tamamaslata, baba ganoush and tabouli, TBD Design developed a series of clear, colour-coded labels to allow easy identification on shelf. The designs reflect the traditional Lebanese colours of red and green and incorporate a cedar tree, an emblem of Lebanon. The new look packaging is proving popular with supermarkets and consumer alike.



Passionate about packaging

TBD Design has a love and an understanding of effective packaging design, having produced branding and packaging solutions for everything from biscuits to baby oil. To find out how TBD Design can help with your next branding or packaging project, contact Steve Hales on 04 802 3802 or steve@tbd.co.nz.