

our **des!gn** credentials

**only one
company
can be
cheapest...**

**all the
others have
to use
design.**



colin clifford BA director

Started the company in 1975 as a freelance graphic designer.

Also a director of the OK Bureau and eZeesite, he is a strong believer in the power of design to influence business success and was chairman of Design Link West Midlands, working on behalf of the Design Council to further the best use of west midlands design by west midlands business.

CCD are founder members of go2wm, a west midlands initiative to set benchmark standards in the IT sector

CCD have worked with a wide variety of private businesses and public organisations.

We are accredited consultants to the Business Link network, dti Small Business Service and we are on the english partnerships roster of approved design consultants.

**our design consultancy began
in 1975 in Walsall in the
West Midlands – at first as a
solo freelance operation and
then becoming more
established when pressure of
work led to offices and staff
being taken on in 1980.**

in 1984 the company became
more structured and Colin
Clifford Limited was formed.

**1989 saw us investing
heavily in Apple Macintosh
computer technology, a move
that has paid dividends ever
since.**

technology changed not only
the way we worked, but also
the graphics industry as a
whole and so, one year later, we
opened our associated company
the OK Bureau, providing
imagesetting and pre-press



thank you for
making little
apples...

services right on our doorstep.

increasing requests from existing clients led to more work in new media, and our eZeesite internet brand company now offers a complete service from web site design to database management and hosting.

our studio in Walsall offers a comprehensive, creative design service throughout the Midlands and to major clients nationally.

we never forget that a good job starts with a good idea – and continues with the design expertise and support that a professional consultancy can offer – good design costs money, but bad design can be very expensive.



we are not slaves to the machine - we are not robots!

we have worked with:
english partnerships british
chambers of commerce **dti**
small business service
birmingham institute of art &
design **the new art gallery for**
walsall cue publicity **reynolds**
cycle technology hays group
leeds college of music t2
training **birmingham city**
council first house **cap gemini**
susan shaw limited **ricoh (uk)**
limited walsall city challenge
oldcourt pottery shropshire
chamber **harvard lighting**
business link staffordshire
cimac martial arts east mercia
chamber of commerce and
industry **interspiro** sandwell
health authority **school of**
architecture at uce wilcox
motor racing **thf** navigator
group **inspec fyne chemicals**
walsall tec **ek associates**
shropshire careers services
pirelli flintlock publishing
finning jobcentre **national**

primary centre walsall mbc
batham's (delph) limited
sunbourne leisure **birmingham**
health authority hills electrical
plc **batham's (delph) limited**
sunbourne leisure **first leisure**
group walsall art gallery
navigator group craftsman
tools **informer systems**
limited keller dorsey associates
premier business park art link
goodwill associates helios
federation of small
businesses costcutter **carver &**
co. webxpress **walsall health**
authority the crossing at st
pauls **pearce legal** eveson's
fuels **gemini consulting** dis
cheltenham **midland building**
electric locker **bertrand uk**
redwaters **blythe valley**
castlebank security solutions
connect for better business
dinkum fresh shakes **business**
link birmingham...

and the list grows on.

the Design Council recently published a report – Design in Business Link.



the report looked at how Business Links nationally...

"encourage and inspire the increased use of effective design..."

the problem for the Design Council was...

"the abundance, of examples... of helping clients to meet and surpass their objectives"

just 6 projects were chosen as being examples of best practice in design added value...

two of them were ours!





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des!gn

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