



LITTLE BLUE BOOK OF INSPIRATION



## Helping your business stand out

Passionate, sensitive and creative ... three words that sum up Aqua Design Group.

*"I'm passionate about helping businesses of all sizes with their graphic design and printing needs, with a thought out and sensitive approach to every client I have. This enables your business to stand out within the business sector and save money on printing and marketing costs too."*

**Dylan Moore, Aqua Design Group**



Greater Manchester  
Chamber of Commerce  
Member of Chamber of the Year  
2017/18



MARKETING  
STOCKPORT

MEMBER



**Logo Design**

**Stationery**

**Leaflets**

**Brochures**

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**Proudly Made In...**

**The Royal Connection**

**Jacqueline Gold #WOW**

**Exhibitions**

## Logo Design

Want to stand out within your industry and create a memorable brand? This is a selection of logo designs for a variety of small business.



"After discussing what we wanted to gain from our new logo and sharing some examples of logo styles we liked, Dylan understood what our goal was, and the importance of keeping Pip the pickle, as we love how fun she looks."

**In A Sticky Pickle**

## Stationery

Your brand is more than your logo. Utilise it with the use of stationery items such as Business Cards, Compliment Slips, Letterheads, Gift Vouchers and more.



"Here at BodyEvolve Family Chiropractic we have ordered from Dylan many times and have always been delighted with the quality of the business cards and how efficiently our orders are processed and delivered - we would highly recommend Dylan and Aqua Design Group to everyone."

**Michelle Chrapkowska, BodyEvolve Family Chiropractic**

## Leaflets

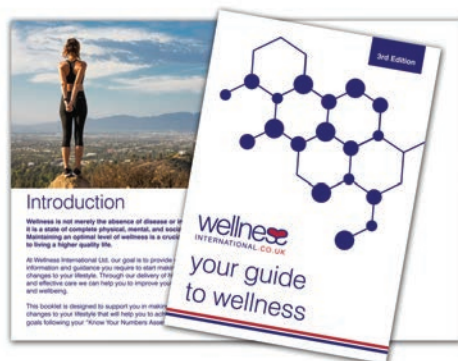
Express your business with the use of leaflets. Different shapes and sizes can be used to further develop and raise awareness of your brand.



"Dylan produced really high quality prints for Harrods Motor Components, helping us to roll out our new membership programme. The designs that he created were more than we imagined, he was attentive to our needs and always quick to respond to any queries. The design and print process was much faster than we expected and we are extremely happy with the results."

**Mike Harrod, Harrods Motor Components**

Do you have products and services you'd like to promote?  
Developing your brand with a range of styles and finishes.



“

Dylan is a pleasure to work with - communicates every step of the way, understood what we were aiming to achieve, offered useful advice and has produced a fabulous digital catalogue. Not only that, he provides amazing ongoing support via social media which is beyond expectation. Highly recommended.”

**Virginia Seeckts, BasketBasket**



# Social Media Notice Board

Social media has been a fantastic tool for the business. Through this I've been able to reach a wider audience, meet some fantastic businesses and win some rather interesting awards too.





Theo Paphitis of Dragons' Den fame runs a competition called Small Business Sunday #SBS and in October 2011 the business was lucky enough to be one of the 6 chosen for a RT to his 245,000 followers.



*Edgbaston #SBS Event*

Jacqueline Gold CBE, Chief Exec of Ann Summers runs a competition celebrating Men in Business called #MOM. In March 2012 the business was one of the 5 chosen for a RT to her 25,000 followers.

**Ann Summers**



*Jacqueline Gold CBE*

## Promotional Items

Want to give your customers something memorable?  
Promotional items can be used to promote the business and show off.



Theo Paphitis #SBS Winner Goodies



Jacqueline Gold #WOW Winner Goodies



'Made In...' Promotional Items



Amshire Solutions Ltd. Promotional Items



"Dylan is an amazing supporter of #WOW and makes great certificates and other items to support your wow win."

**Jacqueline Gold CBE, CEO Ann Summers**

## Proudly Made In...

Want to show off your products and services are produced in your region?  
I've designed a variety of digital badges to put on social media, packaging and more.



"Getting my hands on the Made in Manchester badge from Aqua Design Group allows me to showcase myself as a local independent business woman."

**Emma Connell, Cara-Lou Designs**





**THE ROYAL CONNECTION**

*Est. 2012*

Inspired by the Diamond Jubilee celebrations for Queen Elizabeth II, the business decided to start a weekly competition on Twitter to celebrate women in business called #QueenOf day and this was then followed by #KingOf day to celebrate men in business and in 2021 #MonarchOf was introduced to celebrate the LGBTQ community.

To enter you simply send a tweet about your business to the cheeky Andy Quinn @ADG\_IQ using the relevant hashtags. #QueenOf day, #KingOf day and #MonarchOf day and is every Thursday 9am - 9pm.



#### **#KingOf**

This is one of the style of badges available to men in business winners. With mentions throughout the week on Twitter and RTs with the use of the hashtag.



#### **#QueenOf**

This is one of the style of badges available to women in business winners. With mentions throughout the week on Twitter and RTs with the use of the hashtag.



#### **#MonarchOf**

This is one of the style of badges available to LGBTQ winners. With mentions throughout the week on Twitter and RTs with the use of the hashtag.





## Pure gold for female entrepreneurs

In 2011 Jacqueline Gold CBE, CEO of Ann Summers started a weekly competition on Twitter for women in business called Women on Wednesday #WOW.

To take part, simply send @Jacqueline\_Gold a tweet about your business. She then chooses a business which she tweets and profiles.

[www.jacquelinegold.com](http://www.jacquelinegold.com) | *Jacqueline Gold*

## Exhibitions

Want to show make an exhibition of your small business?  
There are a variety of items you could utilies to promote your business.



KGC Engineering Roller and PVC Banners



The Cuddle Bed Company Folders



Andrew J Musson Name Badge



Remember My Baby Branded Pens

“

“Courteous service and prompt delivery - pens look fab - thank you!”  
**Nicky Heppenstall, Remember My Baby**



**Creative Design  
Promotional Items  
Workwear  
Print**

*fluid design for you*

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