

## introduction

Hetherington Veal is a wholly independent design consultancy based in London, UK...

...we create new identities, we update existing identities and we apply those identities...

...across a wide range of design disciplines, from annual reports, brochures and packaging to web, internet and e-commerce solutions.

### **Hetherington Veal : Established in 1988**

At 15 years old Hetherington Veal boasts a wealth of experience within the fields of corporate design.

Our aim is always to produce highly effective design solutions that are beautifully executed.

We care about our clients and we care about design.

### **Background**

When Hetherington Veal was established we were principally print and packaging designers. As time has moved on our skills have expanded to include all aspects of new media.

This has been a gradual process that has evolved alongside our core skills, complementing rather than replacing them.

### **Form and function**

We not only believe in the importance of design as a vital marketing tool in today's world, but in the importance of the execution - whether it be for a brochure or a website.

The values and ethos of a company will be reflected not only in the design, but in the experience of that design by the end-user. If the website does not function well, or a brochure is badly printed then no matter how good the design, the overall impression will be damaging.

### **Suppliers & production**

We are exceptionally well placed to source the best suppliers to execute our design solutions, on behalf of our clients, to the highest possible standards.

Fundamental to our service is the overseeing of all aspects of production. The attention to detail we pride ourselves on in our design, is carried through to the production, whether it be printing, web development or any other aspect of execution.

### **An ethical business**

'Honesty and integrity'. These are key words in our core values and ethos. Our reputation is crucial to our own business success - good relationships, based on mutual respect and trust, produce a fruitful creative environment. As a result of this, we have an excellent record of repeat business.

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DESIGN CONSULTANTS

### **Flourishing trust**

Some of our clients have been with us for almost the entire 15 years our business has been established.

We believe this is due to a combination of factors, not just our design expertise alone, Our core values of integrity and fairness breed an atmosphere in which trust can flourish.

These values are expressed in the Hetherington Veal do's and don'ts...

### **Do's and don'ts of Hetherington Veal**

We will not claim to have skills that we don't possess. We will be honest about what we can and cannot do. If a brief is beyond our remit we will be happy to recommend a more suitable company.

We will not inflate our prices to meet our own financial targets. Our pricing is always fair and reflects our depth of experience, talent and expertise. We believe we represent excellent value for money.

We will not recommend work to be carried out that we do not believe is in the clients best interest.

We will answer briefs and come up with appropriate solutions rather than impose predetermined design styles on a client.

Each company is unique and our work is bespoke, designed for each individual client and project.

### **Contact**

If you would like to know more about Hetherington Veal we would be happy to answer any of your queries.

#### **Telephone:**

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