

DESIGN
MINDS

AWARD
WINNING
DESIGNERS

STUDIO PROFILE
OCTOBER 2026

Brands that hold up.

Branding

Design

Digital

Malahide, Dublin



For over 35 years, we have helped Irish and international businesses look like themselves: clearly, confidently and consistently.

This brochure sets out what we do, how we work and some of the work behind it.
If there is something we have not covered, call **01 961 0034** or visit **designminds.ie**

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35+

years of building brands that hold up.

We specialise in logo design and brand communications. We are a team of designers and developers, working with everyone from start-ups to global brands. The scale of the project changes; the care does not.

B2B buyers do their judging before they ever make contact. By the time an enquiry lands, your brand has been assessed on a website, a proposal, a trade stand or a van passing on the motorway. So we start with positioning

and messaging, then build the identity that carries it.

We work on the water in Malahide, ten minutes from the airport. Everything is handled in-house, from the first concept to finished, delivered print.



“Since working with them, we’ve seen a significant increase in member engagement and brand recognition.”

ANTHONY COONEY, FINGAL CHAMBER

3

international design awards

5.0

Google rating from 18 reviews

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What we do.

Branding, design and digital, all handled in-house in our Malahide studio, from the first concept to finished, delivered work.

01

Branding

We develop your brand story, position and identity.

Logo design

Rebranding

B2B branding

Brand evaluation and research

Brand development and brand essence

Naming

Brand and corporate identity design

Brand management guidelines

Marketing communications

Promotional campaigns

02

Design

Layouts, type and print that position brands above the competition.

Graphic design

Brochure and annual report design

Packaging design

Signage and vehicle livery

Point of sale design

Direct marketing design

Advertising: press, radio, TV, online

PowerPoint presentation design

Product communications

Exhibition design

03

Digital

Relevant, interactive experiences on every device.

Web design

Website planning

Website build

Experience design

Business process design

Ecommerce solutions

SEO and eMarketing

Analytics and ROI tracking

Content management

Maintenance support

Logo design and brand identity.

Your logo is the cornerstone of your brand. Before we draw anything, we research your business, your sector and your customers.

FOR B2B BRANDS

Brand strategy

Brand messaging

Brand identity

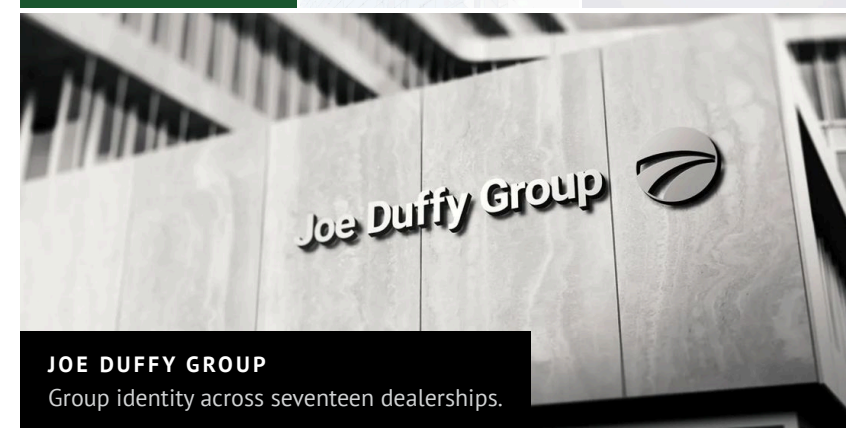
Brand launch

Graphic design

Good logo design starts before anything is drawn. We research your market, your competitors and your buyers, and agree a direction with you first. Then the concepts start, each with the thinking behind it and a recommended route.

You receive more than a mark: vector masters, print-ready PDFs, PNG and JPG versions, full-colour, single-colour and reversed variants, and correct colour values for print and screen. Brand guidelines come as standard.

For B2B clients we go further, defining your vision, positioning, personality, tone of voice and core differentiators.



Rebranding.

A rebrand changes how your business is recognised. It starts with what your existing brand is still earning you.

WHEN TO REBRAND

The business has outgrown the brand

A merger, acquisition or name change

A shift in market or audience

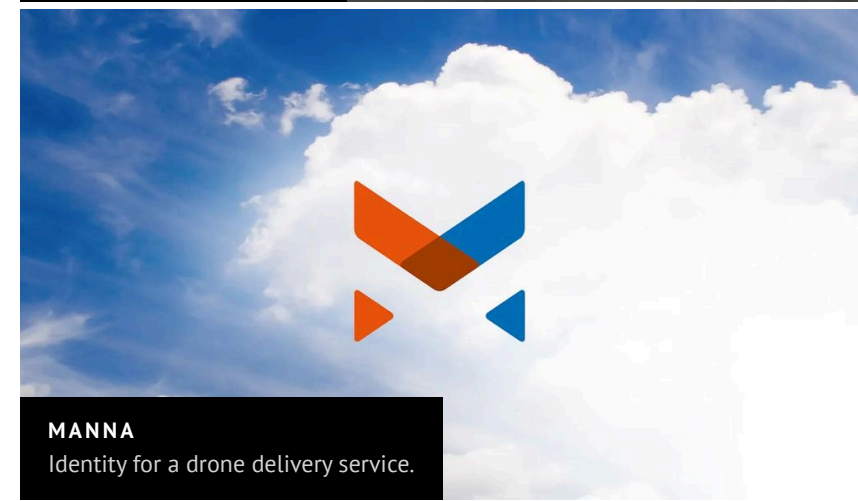
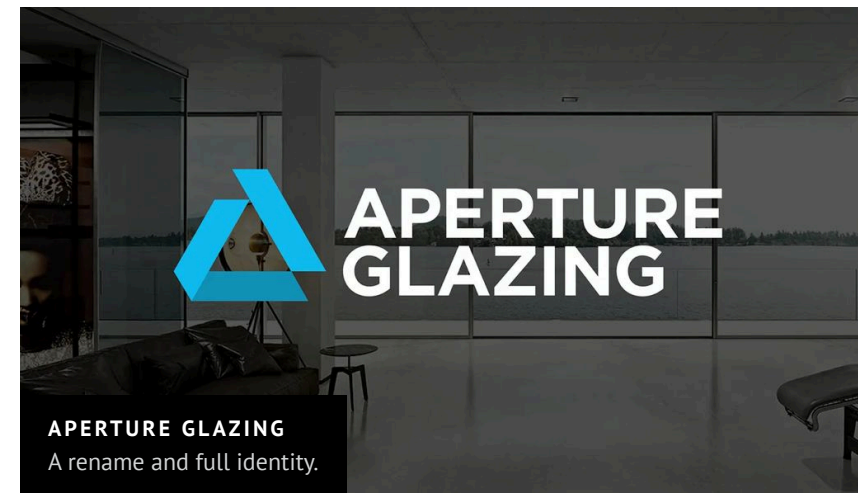
The identity has drifted

The mark no longer works technically

Most businesses that come to us do not need to start again. They need the equity they have built carried forward into something that fits the company they have become.

A rebrand replaces the identity; a refresh evolves it. A rebrand is right when the business itself has changed. A refresh is right when the business is the same but the identity has aged.

You get final artwork in every format, brand guidelines as standard, and a rollout plan across print, digital, signage, livery and stationery.



Graphic design, brochures and print.

Most work fails at the joins. You need one visual system that holds together across everything.

WE DESIGN

Catalogues and corporate brochures

Sales brochures, flyers and leaflets

Annual reports and manuals

Presentations and infographics

Point of sale and exhibitions

We design across print and digital with the same team, so the brand you approve is the brand that is met: in a report, on a van, on a phone or on a trade stand.

A brochure is judged in the hand before it is read. Paper weight, the way a fold opens, whether the ink sits properly on an uncoated stock: these decide whether a reader takes you seriously.

Every file is prepared to prepress standard, with 3mm bleed, CMYK or Pantone, 300dpi images and embedded fonts. We source the stock, check the proof and see the job through to delivery.



Packaging, signage and livery.

Packaging

On the shelf, your pack has a few seconds to be noticed, understood and chosen.

We design packaging as part of the brand, from the first concept to print-ready artwork on the converter's cutter guide, with correct dielines and every mandatory panel checked.

WHAT WE DESIGN

New product packaging

Range and redesign

Labels and point of sale

Signage and livery

A logo that works on a business card can fall apart on a van or a shopfront.

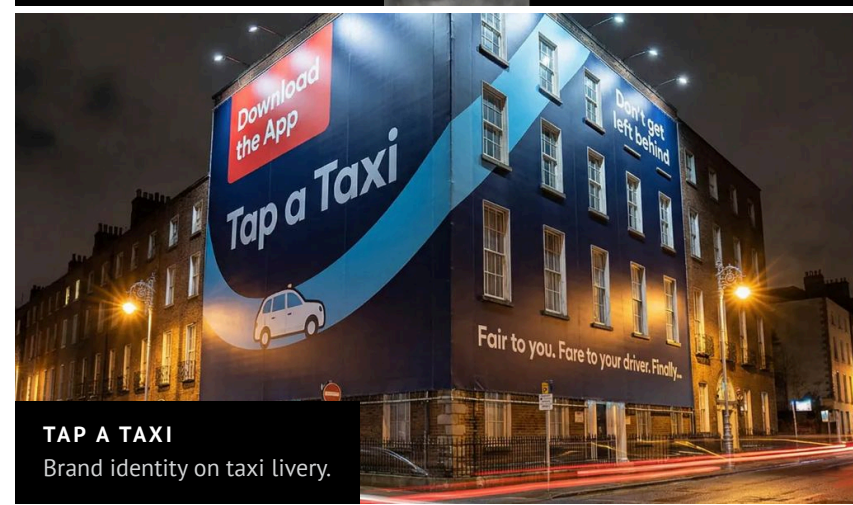
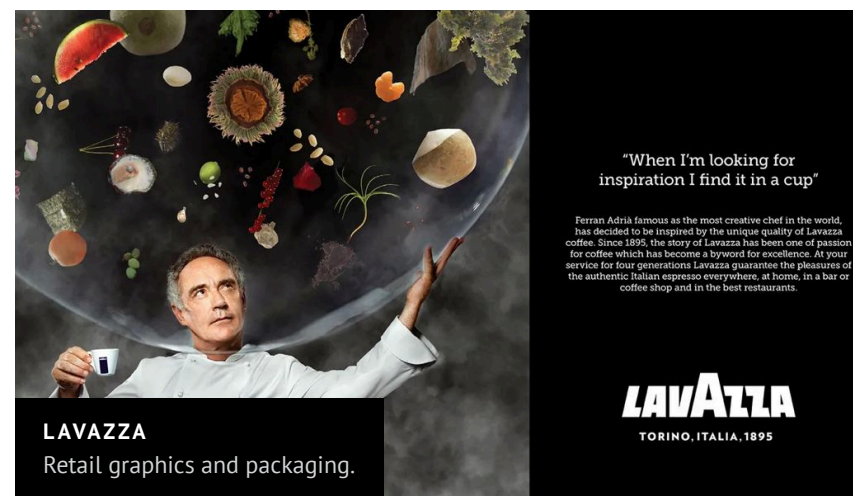
We design to the real vehicle templates and site measurements, so the identity you approve is the one people see from across the street.

WHAT WE DESIGN

Vehicle livery and fleets

Fascias, pylons and forecourt signs

Interior graphics and wayfinding



TAP A TAXI
Brand identity on taxi livery.

Web design.

Your website is your busiest touchpoint. Most people meet your brand for the first time on a phone. That is where we start.

WHAT WE DO

Planning and experience design

Design and build

Responsive on every screen

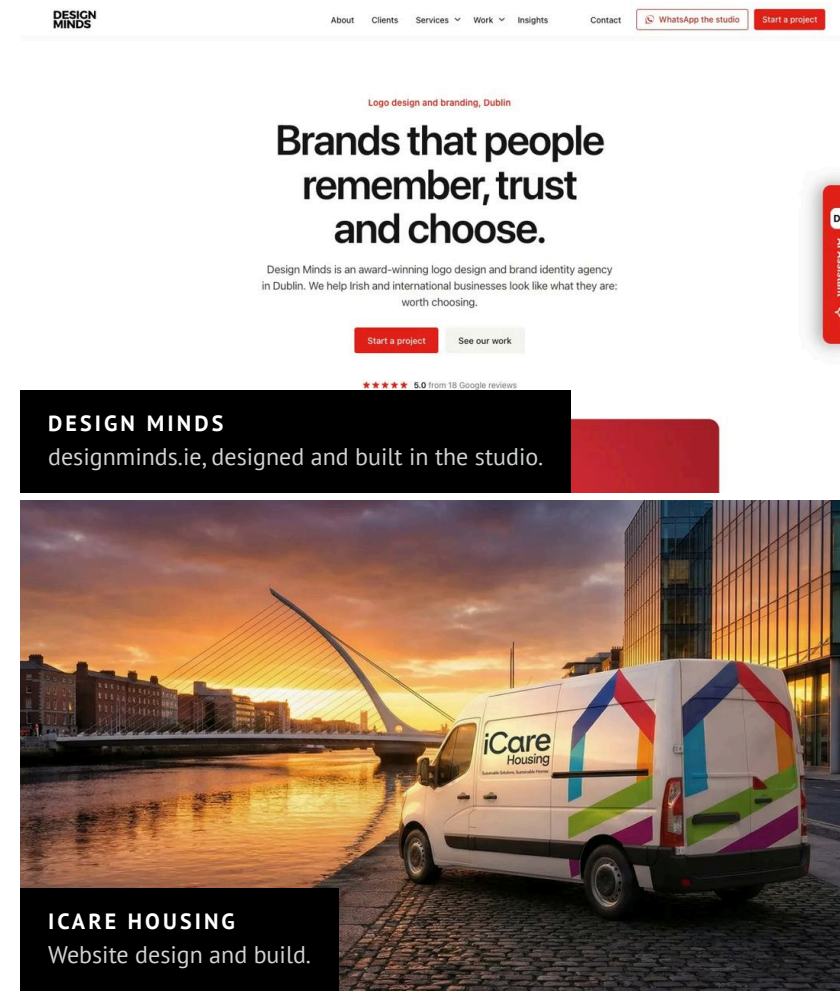
E-commerce and content management

SEO, maintenance and support

We design and build websites from our studio in Malahide: brand-led, quick to load and shaped around what visitors came to do.

We build on WordPress, with themes developed for you rather than bought and bent into shape. A site built properly is one you can update, extend and hand on without a rebuild.

Accessibility is part of the build, not an afterthought. Contrast, keyboard navigation, heading structure and alt text are cheaper to get right in design than to retrofit.



Award winning.

Five awards back the tagline. It is a fact, so every piece of work has to live up to it.

WINNER	European Design Awards	
WINNER	Worldwide Logo Design Award	
WINNER	Nokia Digital Media Awards	
HIGHLY COMMENDED	Institute of Designers in Ireland	
NOMINATED	German Design Awards	

How we work.

Every project runs on the Double Diamond: diverge, then decide, twice.

- 01 Discover.** We ask the awkward questions early: who you are for, what you compete against, what is genuinely different.
- 02 Define.** We narrow it to a single clear proposition.
- 03 Develop.** Routes are designed, tested and argued over before you see them.
- 04 Deliver.** Final artwork, guidelines and master files, ready for the next printer or developer.

Working with us. Every job is quoted as a fixed price against a defined scope, free and valid for two months. Fifty per cent on commencement, the balance on completion.

Joe Duffy Group



Joe Duffy Group.

One identity, eleven years in service.

Drawn in 2015 for one of Ireland's largest motor retail groups, the mark has carried the Group through its growth and made room for Joe Duffy Select without being redrawn.

2015

drawn, still in service

22

locations

21

franchises, 17 marques

“The team goes far beyond a simple change of logo and instead provides a more comprehensive branding service to customers.”

ALAN GILLIGAN, JOE DUFFY GROUP

Group identity, group signage, Joe Duffy Select, stationery, group profile and brand guidelines.

Talk to us.

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