
Caravan

Graphic Design Studio
//Selected work

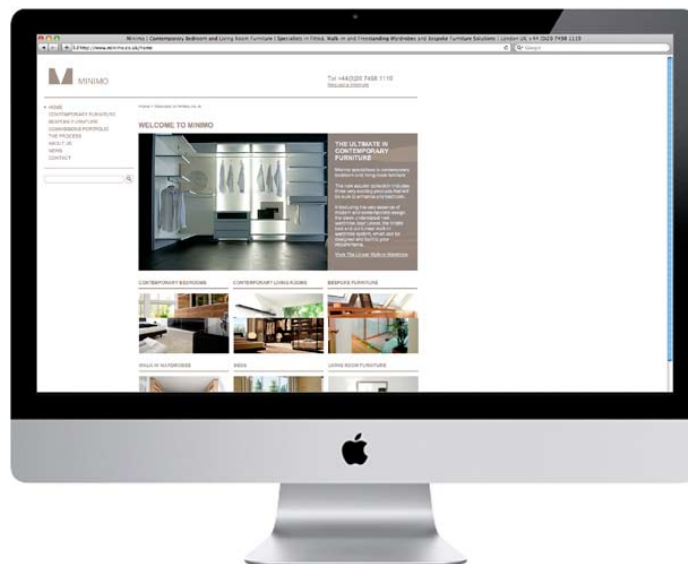
Minimo Contemporary Furniture

The new identity was developed to reposition Minimo as a sophisticated brand, better reflecting their unique mix of exclusive contemporary design, passionate service and attention to detail. The logo is understated and solid to reflect the qualities of the product and, like a furniture mark, it can be seen as a stamp of quality.

This project involved:

- Brand positioning
- Visual identity
- Brand guidelines
- Stationery
- Advertising
- SEO audit
- Website with a bespoke Content Management System, image gallery and news archive

minimo.co.uk



MINIMO

Contemporary bedrooms,
wardrobes, dressing rooms,
beds and kids bedrooms

020 7223 4258
www.minimo.co.uk

Architecture Centre Devon and Cornwall

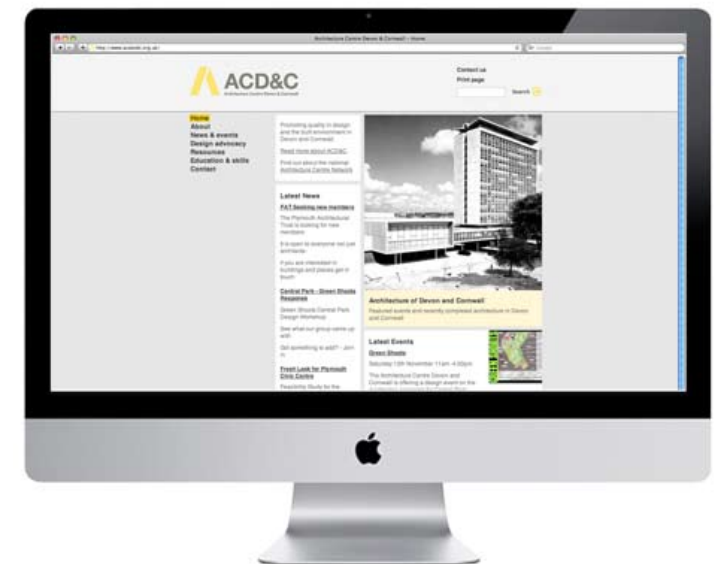
The Architecture Centre Devon and Cornwall (ACD&C) is a public organisation established to promote quality in the design of the built environment.

The strong graphic mark was developed in response to their brief – to 'signal the Centre's existence, purpose and function with gravitas and credibility'. On the business cards the 'A' mark is foil blocked, to highlight it as a stamp of quality and also emphasise its architectural character.

This project involved:

- Brand positioning
- Visual identity
- Guidelines
- Stationery
- Exhibition material
- Website built on the Open Source Joomla! based Content Management System with a news and events archive, client email database and Email marketing facility

acdandc.org.uk



I Love buildings

I Love Buildings is a campaign by Architecture Centre Devon & Cornwall (ACD&C) to raise awareness and encourage debate on the importance of architecture and the built environment.

The campaign identity is an adaptation of the classic 'I love NY' using the visual language of their brand (see previous page). The intention is to communicate the simple message that buildings are there to be loved and cherished just as any institute, city or idea should be. And, indeed to provoke the debate – 'I love buildings... well, not all buildings!'

This project involved:

- Visual identity
- Tote bags
- Postcards
- Button badges
- Balloons



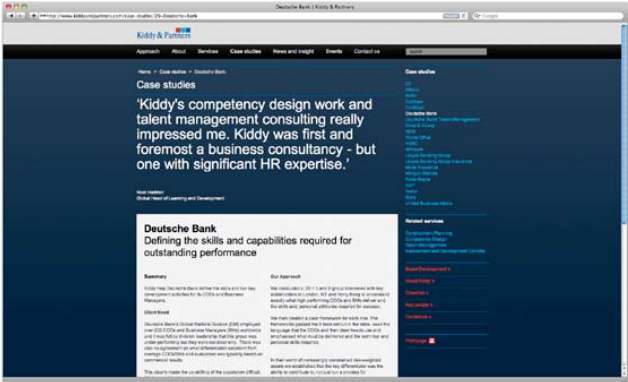
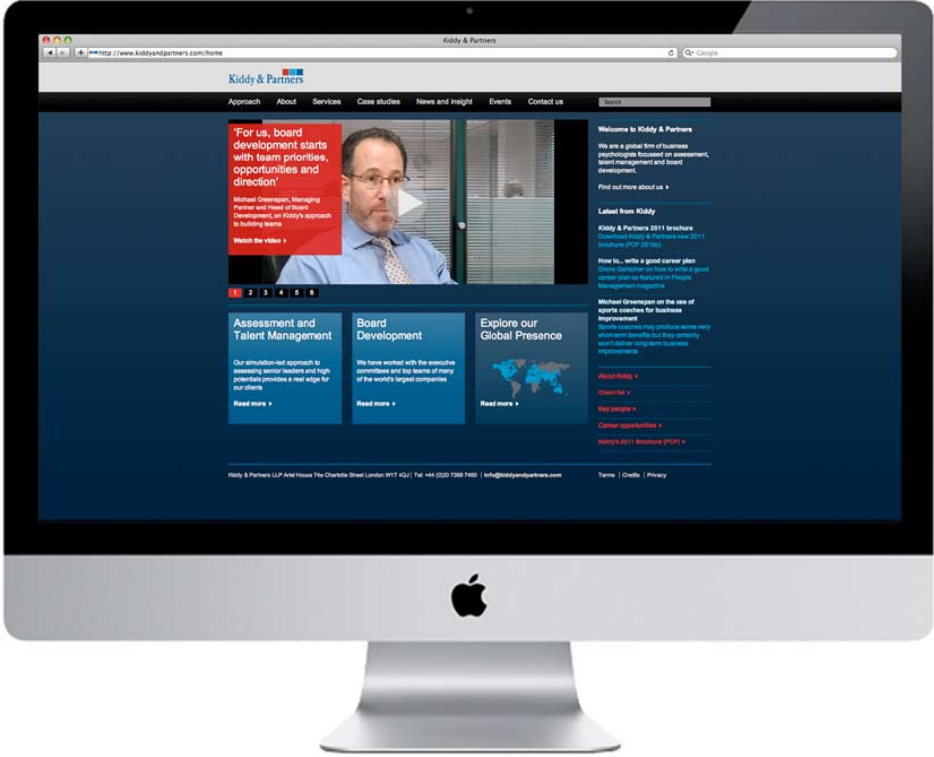
Kiddy & Partners, Business Psychologists

Kiddy & Partners' brief was simple. They wanted a new website to represent their growing global presence and their pragmatic (rather than clinical) approach to psychology. The solution was to highlight their international successes with a set of testimonial-led case studies using a bold and confident brand language. These are supported by a series of videos, with the Partners talking about Kiddy's unique approach to business psychology.

This project involved:

- Brand positioning
- SEO audit
- Website with a bespoke Content Management System, article database and news archive

kiddyandpartners.com



No one should be homeless at Christmas

'No one should be homeless at Christmas' is a collaboration between two charities – St Petroc's Society and Arts for Health Cornwall and Isles of Scilly. In the lead-up to Christmas they commissioned photographer Brian Kennedy to record aspects of Christmas from the perspective of homeless people. The resulting images now form a national touring exhibition.

The design of the event material, with its use of gold foiling and quietly spoken type, aims to encourage readers to reflect on the preciousness of human life. In contrast, the roughness of the stock used for the catalogue sleeve, cover, poster and invite is intended as a reminder of the discomfort of sleeping 'out'.

This project involved:

- Event identity
- Catalogue
- Invite
- Poster



Arts for Health Cornwall and Isles of Scilly / 1

Arts for Health Cornwall and Isles of Scilly (AFHC) is a charitable organisation that promotes the role of the arts in improving health and well-being.

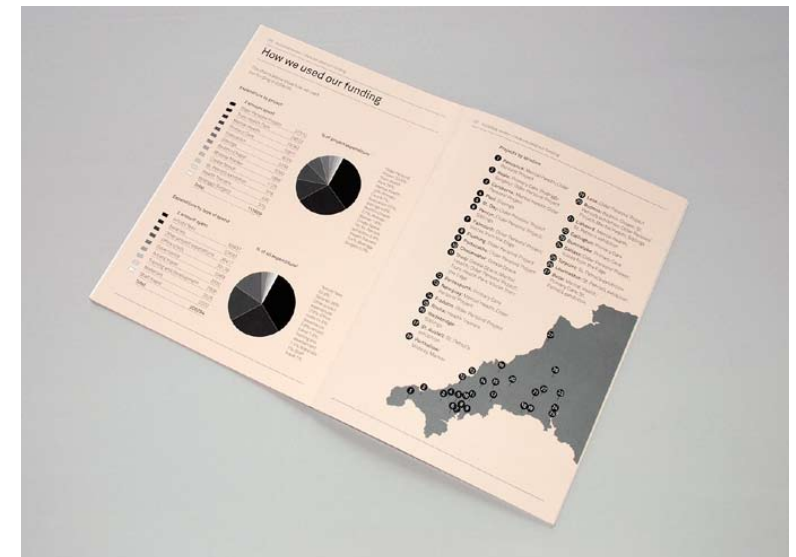
'Arts for Health' is a bold declaration – much like a campaign statement, and this was used as the basis of their rebrand. Bold and plain speaking statements are employed across all communication material, to give their audience a clear and immediate understanding of what the organisation does and represents.

The programme of work has helped to raise AFHC's profile as one of the UK's leading arts and health organisations. This has recently been recognised with them winning two major national awards: The Guardian Public Services Award in 2009 and the GSK King's Fund IMPACT Award in 2010.

This project involved:

- Brand positioning
- Visual identity
- Brand guidelines
- Stationery
- Brochure
- Journal
- Annual Report

artsforhealthcornwall.org.uk

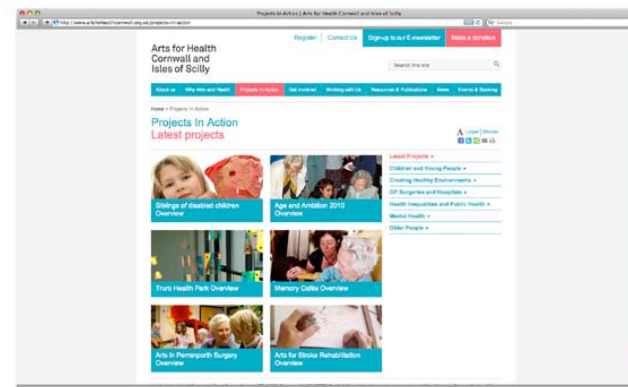


Arts for Health Cornwall and Isles of Scilly / 2

This project involved:

- Brand positioning
- Workshops
- Website built on the Open Source WordPress 3.0 platform with article database, event booking facility and news archive

artsforhealthcornwall.org.uk



University College Falmouth Exhibitions

Campaign identity and marketing material for the University's programme of events and exhibitions.

This project involved:

- Brand positioning
- Visual identity
- Posters/Advertising
- Programme guide



University College Falmouth MA Show

Core to University College Falmouth's MA programme is the potential for innovation through collaboration between students across the art, design and media courses. The event identity is constructed from three overlaid circles – a metaphor for the creative process, and the possibilities that can result from cross-discipline discourse and experimentation.

This project involved:

- Brand positioning
- Visual identity
- Invite
- Map
- Posters
- Advertising
- Wayfinding



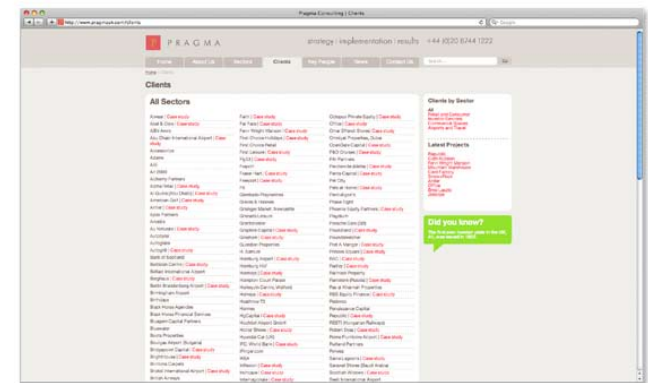
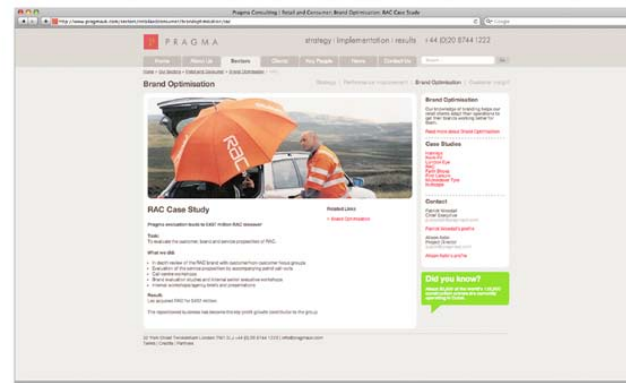
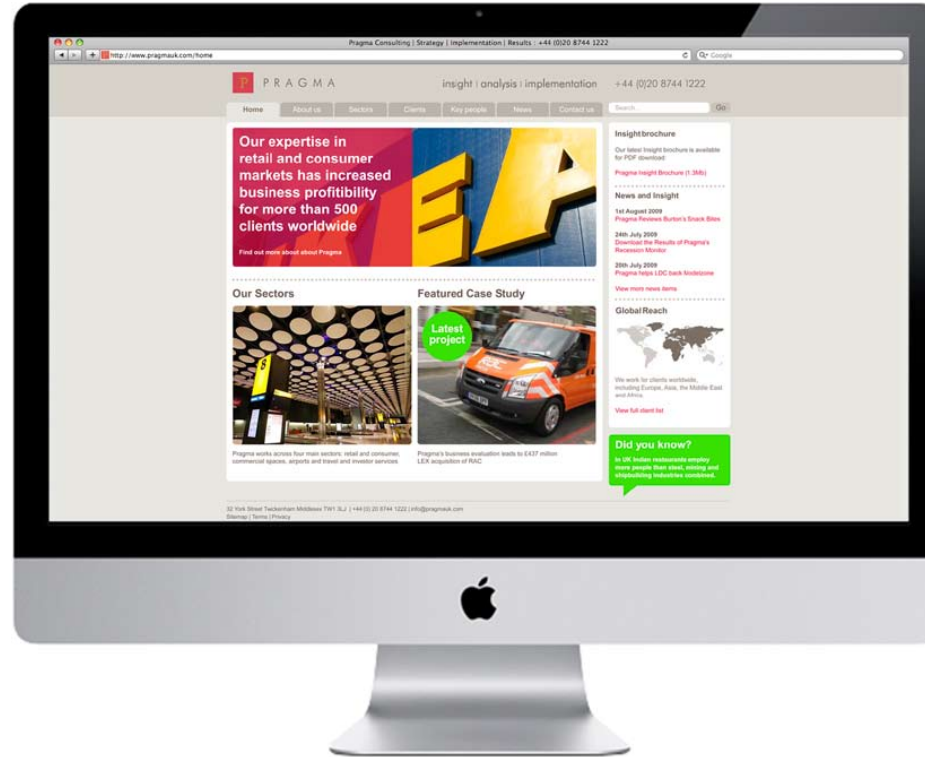
Pragma Retail Consulting

The dynamic nature of this retail consultancy is reflected with a bold and visual website. A set of succinct case studies highlight some of their 700 successfully completed projects.

This project involved:

- Brand positioning
- SEO Audit
- Website with a bespoke Content Management System, article database and news archive

pragmauk.com



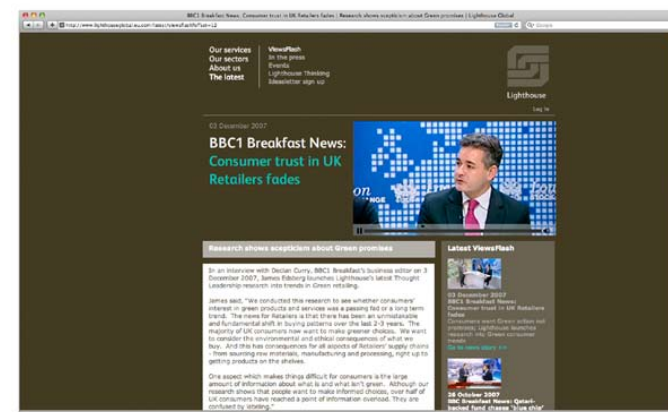
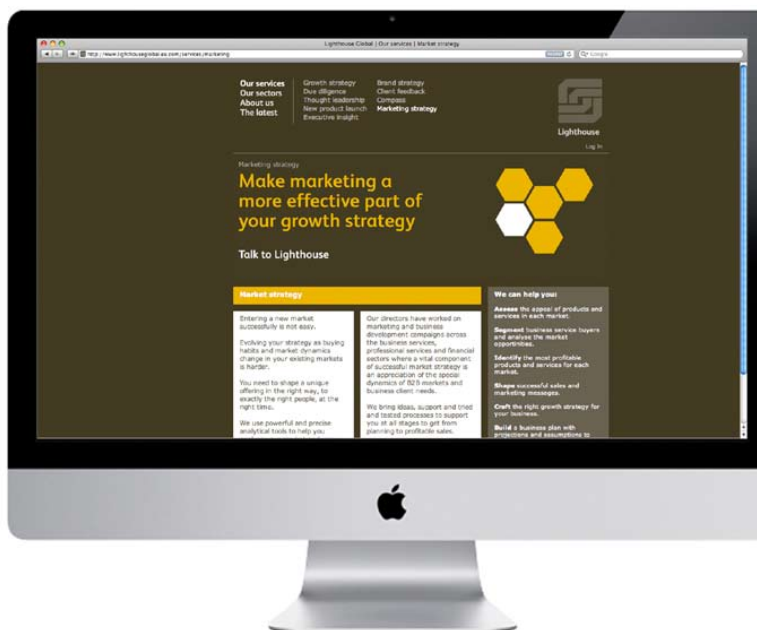
Lighthouse Global

Lighthouse is an energetic consultancy that provides creative ideas for growth that are underpinned by careful analysis. The new brand communicates this with an identity that makes use of strong geometric shapes and diagrammatic visual language. These are given life with a palette of bold and fluorescent highlight colours.

This project involved:

- Brand positioning
- Visual identity
- Guidelines
- Stationery
- Leaflet
- Invite card
- Conference material
- Website with a bespoke Content Management System, multimedia news archive, Email marketing facility and mailing list management

lighthouseglobal.eu.com



Hidden Art Cornwall Design Fair

Hidden Art Cornwall Design Fair is a three day event giving the public an opportunity to buy a wide range of contemporary work, from ceramics to furniture, direct from over 100 designer-makers in the historic setting of Godolphin House and gardens.

The event identity combines photography of the unique setting with a bold red circle – an objective device that encompasses all design disciplines (and also a reference to the 'sold' sticker used by art galleries).

This project involved:

- Positioning
- Visual Identity
- Art direction
- Leaflet
- Event guide
- Posters
- Advertising
- Wayfinding



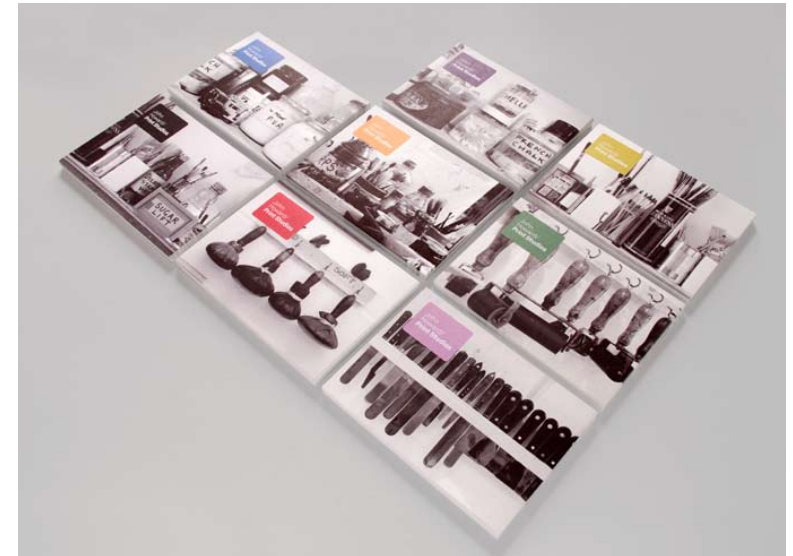
John Howard Print Studios

The identity for this high quality print studio reflects the bespoke nature of individual print-runs with stationery and a postcard set that is hand-finished by the user.

This project involved:

- Brand Positioning
- Visual identity
- Stationery
- Postcards
- Shop sign
- Website with a bespoke Content Management System and course database

johnhowardprintstudios.com



NHS Cornwall Mental Health Directory

Mental health is subject to widespread stereotyping and stigma. The new Cornwall Mental Health directory aims to be objective, with a design that focuses solely on providing users with a clear, concise and informative guide to help and support.

This initial edition was followed by a foreign language version, providing the same information in Polish, Portuguese and Russian.

This project involved:

- Workshops
- Design



Airey and Coles Consulting Engineers

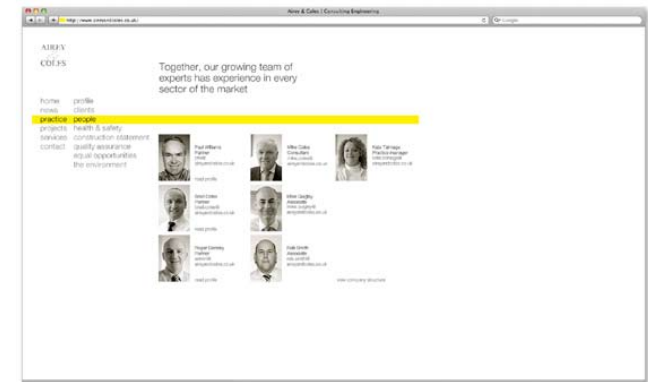
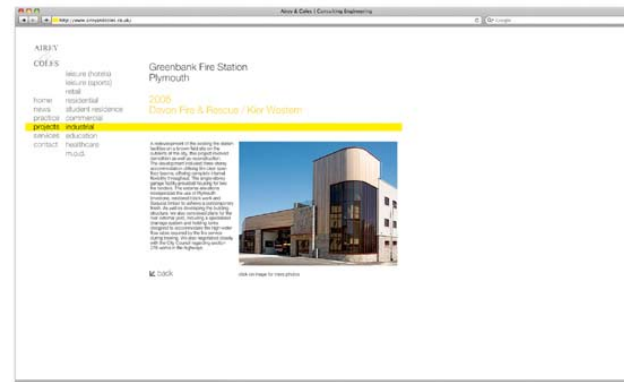
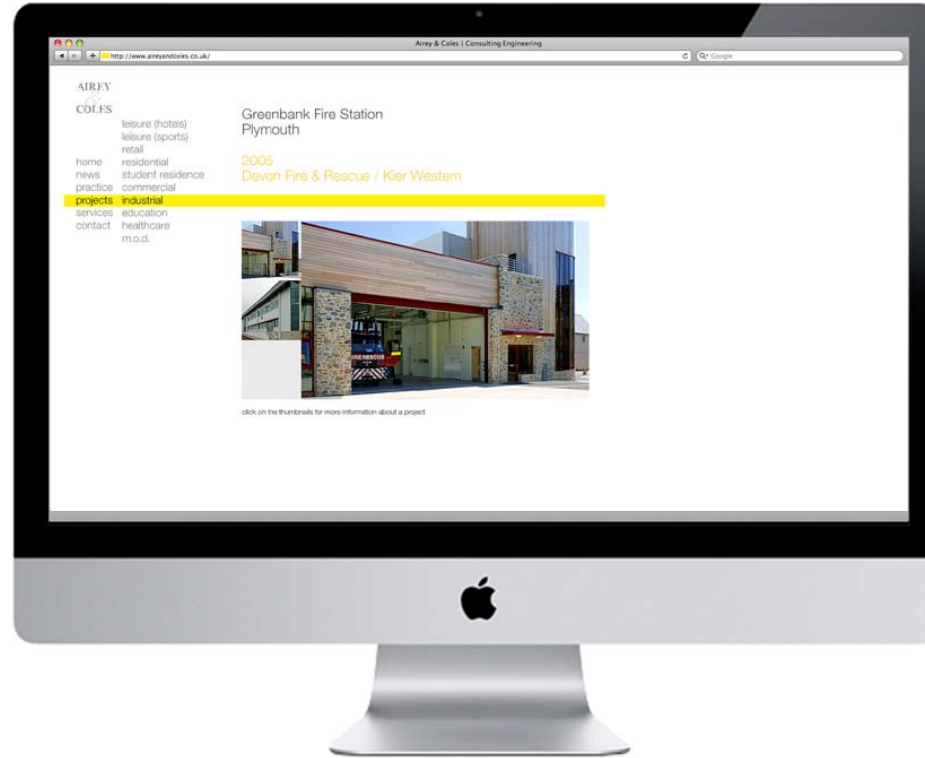
The brief for this website asked that the look, feel and functionality reflect the practice's values in providing clients with clear advice and economic and commercially viable engineering solutions.

The solution is a clean looking site with plenty of white space, a minimum of frills and one strong graphic element – the yellow bar, which aids navigation and gives structure to the pages. Yellow was chosen for its effectiveness as a highlight colour but also for its close association with both the creative and the construction industry – both of which Airey and Coles work for.

This project involved:

- Brand positioning
- Website with a content managed news archive

aireyandcoles.co.uk



Open Studios Cornwall

Open Studios Cornwall is an annual ten-day event where artists from across Cornwall open their studios to the public. The brief asked for an identity, guide and poster that would encompass all disciplines of art and raise the profile of the event. The bold fluorescent circle was developed as a simple and easily recognisable symbol for the event which, when placed on posters, would stand-out against Cornwall's rural backdrop of hedgerows and stone walls.

This project involved:

- Positioning
- Visual identity
- Event Guide
- Posters
- Advertising



Thank you.

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