Collaborate

Map of corporate services

DESIGN	PRINT	DIGITAL	EVENTS

DESIGN

Branding
Brand architecture: Includes company or product naming, commercial strategy, personality/storytelling and positioning.

Brand identity: style guides, brand books outlining their story, visual assets.

Offering: For new businesses we can offer 'starter packs' - which include a consultation to discuss the positioning/storytelling prior to rolling out a style guide, logo, stationery, website, brochures etc.

For existing businesses we offer a 'brand appraisal' where we will review their existing brand and advise on how we could help elevate their offerings, this is very much a consultative process - this does not always entail a logo redesign - sometimes it could just be to define who and what they are through additional brand assets (like a straplines / colour palettes etc).

Marketing material
This is the material used to deliver the brand's product and services to both existing and potential clients - it is important to make this distinction as often it will affect the messaging. The delivery can be anything from a simple email footer, brochure or flyers to a 12 month campaign delivering a consistent message through multiple channels such as social media, seminars, print and email.

Design
We have designed showroom interiors, medals, van graphics, reports, insurance policies, essentially anything that needs to be presented in an engaging and professional way. The first question to ask at any briefing is - **what do you need this design to achieve?** This gauges expectations as well as giving you an insight into other possible revue opportunities.

PRINT

Digital print
Digital print is for low quantities, fast turnaround and low budget projects. Anything over 2500 in quantity will most likely require Litho printing, depending on format.
This method of printing is also good for personalising material.

Litho print
In contrast to digital print, litho is used for larger quantity print runs or for projects that require specific stocks and higher quality low run products.

Large format
Anything that is a small quantity and over A3 in size would be considered large format.
So billboard posters, signage, posters, exhibition stands and banners stands.
Outdoor banners etc.

Specialist finishing
Spot UV, foil blocking, die-cutting, embossing are all techniques used to elevate print to another level. These techniques would be used on property brochures, yacht brochures even business cards for the right company.

DIGITAL

Web sites
User experience: Before any design or build commences the user experience should be properly planned and applied to a wireframe map of the site.

Web design and development: anything from microsites (normally a site created for a one-off event or something that is temporary) to database driven web sites that houses 000,000s of assets. We offer bespoke, versatile CMS systems for complex sites and basic Wordpress for anything else. Our sites are 'responsive' meaning they adapt to work across mobile devices.

Apps
From book apps to learning tools, we can develop and deliver tools for your clients across android and IOS platforms.

Email marketing
Email templates can be created and imported into software such as Mailchimp. Our designs are tested across all email hosts, including outlook and gmail.

Social media marketing
Campaigns can be designed and implemented across your clients SM channels. We can conceptualise and generate the material for the campaigns.

Animation and video
Better connectivity has resulted in movie clips being used more online to deliver brand messages. We can advise on how to use this technique to sell products and drive interest and traffic to their site.

SEO and content generation
Our partnerships allow us to offer strong SEO implementation to their site as well as generating SEO loaded content for their news pages. We can offer monthly retainers based on delivering: xxx word counts per month.

EVENTS

Event branding
Every event has an identity. We can help to conceptualise the name as well as the look and feel of the event.

Event marketing
Once the event has been determined, we can exploit all the known marketing channels (including trade press, social media and direct mail) to promote interest in the event and look to establish it as a go-to in it's field.

Information gathered through the registration process, and at the event itself, can then be used to carry out post-event target marketing.

Event registration
We can develop an event microsite that deals with online registration and as part of this offering we would also schedule reminder emails and follow up emails with sponsor information, event highlights etc.

Event material
We can help create everything from name badges and floor plans to pens, leaflets, banners, exhibition stands etc.

Collaborate

Map of publishing services

CHILDRENS BOOKS	YOUNG ADULT BOOKS	ADULT	PUBLISHING AND PACKAGING SERVICES

CHILDRENS BOOKS

TYPES OF BOOKS WE CREATE

Activity books:
Dot to Dot
Mazes
Bath Books
pitchure flats
Lift the flaps books
Search and Find
Coluring books
Colour by Numbers
Sticker scenes
Carry handle
Wipe clean
Doodle books
Licensed activity books
Licensed story books
Year books and annuals

Picture books:
Fairytale
Storybooks
Bedtime
Bible stories
Licensed story books

Non fiction:
ABC /123 / Flash cards
Phonics
Reference: space/dinosaur/ocean etc
Hobby
Sticker Albums
Atlas

Novelty and book plus:
Pop-up books
Carousel
Touch and feel
Digital books
Seasonal, Christmas, Easter, Halloween books

Digital:
Dot to Dot
Mazes

Education:
ELT Primary books
ELT whiteboard animations
ELT Story books and animations
Activity books and journals

Self publishing

YOUNG ADULT BOOKS

TYPES OF BOOKS WE CREATE

Activity books:
Colour by Stickers
Puzzle books
How-to
Year books and annuals
Diary / Organisers / Journals

Fiction:
Licensed story books
Graphic Novel

Novelty and book plus :
Joke books

Celebrity endorsed

Non fiction:
Reference books
Atlas
Sticker albums
Infographic books
Arts and craft
Hobby
Relectant readers
Papercraft
Science books
History books

Unusual formats:
Pop-up books
Carousel
Touch and feel
Digital books
Push-out and build books

Education:
ELT Primary books
ELT whiteboard animations
ELT Story books and animations
Activity books and journals

Self publishing

Course guides

ADULT

TYPES OF BOOKS WE CREATE

Activity books:
Hobbies
How-to (step by step)
Puzzles
Sticker books
Mosaic books

Novelty and book plus
Sound modules
Hobby tins
Joke books

Fiction:
Graphic Novel

Non fiction:
Reference books
Illustrated
Sticker albums
Infographic books
Arts and craft
Hobby
Cookery
Drink and mixology

Unusual formats:
Pop-ups
Carousel
Touch and feel
Digital books

Education:
ELT Primary books
ELT whiteboard animations
ELT Story books and animations
Activity books and journals

Manuals

Annual reports

Newsletters

Event programmes

Celebrity endorsed

Product catalogues

Self publishing

PUBLISHING AND PACKAGING SERVICES

BOOKS
Concepts
Flatplan
Authoring / Editing / Copywriting
Design and artwork
Art direction
Paper engineering
Picture research
Photoshoots / Packshot photography
Illustration
Fact Checking
Proof reading
Provide print ready artwork
Style guides for licensing
Cover design

ELT PROGRAMME BRANDING
Concept
Design and branding
Authoring / Editing / Copywriting
Picture research
Photoshoots / Packshot photography
Animation and sound
Fact Checking
Proof reading
Programme delivery

DIGITAL PRODUCTS
Book apps
Story boards
Apps
Ebooks
Animations
Animatics
Websites
Microsites
Voice overs
Social media assets