

Portfolio

Ian de Faria Dean

From designing a single leaflet, to a full corporate brand, to a marketing campaign and more.

I am a creative art director and graphic designer with over 25 years experience within the design and marketing industry. I've designed and created new brand identities and many marketing campaigns for large and small, national and international brands. I've also picked up some awards along the way, as well as learning a few things about good design too.

Take a look through my portfolio to discover some of the work I've designed that showcase the skills that I have.

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I started my career at Wakefield Health Authority. This was a great to start to my design life, as it gave me both an understanding of how to make an impact with strong designs on a tight budget, as well as helping to give me an empathy with the needs of clients and their end customers and service users.

Moving into the commercial sector I took a designer art director position at Dig For Fire (formerly known as Scope Creative Marketing). I enjoyed 14 years in the agency rising to Senior Creative, and worked on many national and international brands. My personal highlight was having my brand guidelines that I designed for First Direct included in the Design & Art Direction Annual in 2001.

I then moved to The Sharp Agency as a lead creative. Again I was able to work on national and international brands, but I also broadened my art directional experience by storyboarding and directing TV idents (for Best Western) and commercial films. Highlights from my time at Sharp were designing the complete rebrand of Homeserve and art directing the 2016 UCI World Track Cycling Championships event branding.

I have been self-employed since 2018, using my expertise to provide a personalised agency experience to my clients. I have developed strong and lasting working relationships with businesses, who range from sole traders new to design collaboration to multi-million pound B2B and B2C brands with their own marketing teams.

Award highlights

Work selected to appear in the Design & Art Direction Awards Annual 2001

DMA Silver – Best Use of Business to Consumer Direct Mail – Best Western winter direct mail campaign, 2011

DMA Gold – Best Business to Consumer Direct Mail – Best Western winter direct mail campaign, 2014

Winner – Creative Out of Home Awards "Traditional – Transport" category, 2016

DMA Silver – Best Use of Door Drops – OVO Energy, 2016

Branding

Brand guidelines can be the perfect opportunity to inspire creativity and demonstrate design possibilities for a brand marketing team. But sometimes they simply need to define all the key elements as succinctly as possible, and be the reference point to keep everything consistent. Whichever type I design, I make them clear, precise and user friendly.

Homeserve

Creating the new global logo and brand for the world's leading home assistance provider

One of the biggest projects that I've been involved in has been the rebranding of one of the world's leading home assistance providers, HomeServe. Over the years HomeServe had grown organically across Europe and the USA, but this had led to a variety of sub-brands that reflected local trends rather than a global organisation. Our challenge was to create a single unifying global brand and supporting sub-brands that each territory could really own.

My task was to come up with a new brand logo supported by a new brand look and feel. So I decided to retain a recognisable visual asset from the previous logo, the smiling house icon, and then make it warmer, friendlier and clearer. After trialing many fonts, I settled on Museo Sans Rounded, which is very legible (key for clear and important information), comes in a wide range of weights (ideal for separating out different types of messaging), yet also has a friendly feel (perfect for a brand that prides itself on superb customer service). But I also decided to inject a little smile directly into the logotype, by redrawing the 'H' and 'e's with a little smile to reflect the brand's warmth and personality.

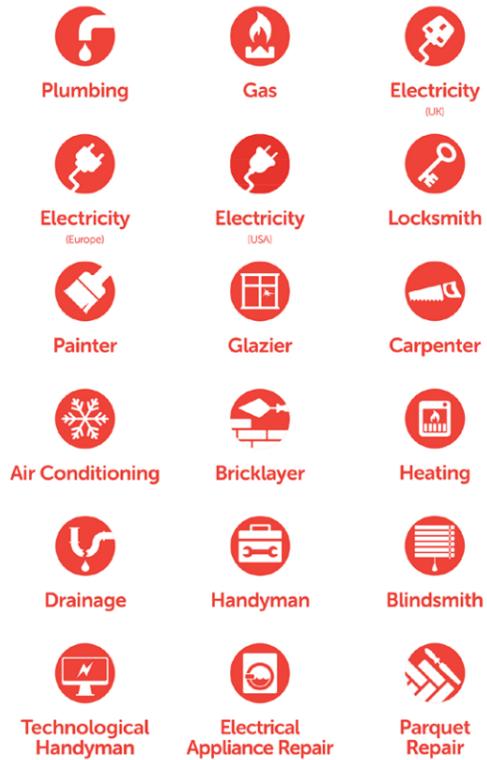
The project was much more than a logo and new fonts however. I changed the brand red to make it warmer and brought in new bright colours to help the sub-brands stand out. I developed a photographic style that focused on customers' warmth and HomeServe engineers' confidence, with this being enacted over a number of photography shoots and I designed a range of brand service icons and sub-brand logos to be used across the business. I established this new look across the design of their brand communications, even designing the new van livery. However, the key component that held the brand together was the new guidelines book (with a metal cover to reflect the new vans), in which I wrote all the technical elements.





Homeserve

Marketing communications and icons



<Name Name>
<Address1>
<Address2>
<Address3>
<Address4>
<Address5>
<POSTCODE>

Date: XX Month 2017

A quick reminder

It's nearly time to renew your Plumbing and Drainage Plus cover

Hi <Name>, Thank you for letting us look after your home this past year. Your current policy is due to expire XX Month 2017, so here's everything you need to know to renew and be worry-free for another 12 months.

A few details to check first: Take note of your new policy price (at a glance, to the right) and check we've got your details right. As a lot can change in a year, it's worth making sure that Plumbing and Drainage Plus still meets your needs and you're happy to continue your HomeServe cover.

Also, please see the enclosed Terms & Conditions, including any updates to your cover (which is sold, arranged and administered by HomeServe, underwritten by Aviva Insurance Limited).

Reasons to stay with HomeServe

If you'd like to shop around, you may find the insurance cover you want for less than -£8.00 a month*, but you may not get the same quality of home service. And remember, there are no hidden costs with us, just benefits:

- 24 hour helpline available 365 days a year
- Access to HomeServe's network of approved engineers
- 12 month guarantee on all workmanship and most parts

Renew before XX Month 2017 – it's so easy

Simply call 0800 24 7 999 or complete the enclosed renewal form and freepost it back to us. We've included a pre-paid envelope for you. Any questions? Just give us a call now.

Always the best,
Greg Reed
Greg Reed
Membership Director, HomeServe

At a glance
Your cover: Plumbing and Drainage Plus
Policy number: XXXXXXXXXX
Premium: £96.00 or £8.00 a month
Excess: £0

What did I pay last year?
Last year, you paid £120 for cover

Renew before: XX Month 2017
To renew call: 0800 24 7 999*

Look out for important information when you see this symbol ⓘ

*For claims, lines are open 24 hours a day, 7 days a week. For enquiries, lines are open Monday to Friday 9am - 5pm, Saturday 9am - 4pm and Sunday 10am - 4pm. Calls may be recorded for quality control and training purposes. Calls to 0800 numbers are free from landlines and mobile phones, and will not be taken from your mobile phone unless you include call revenues. This information can be supplied in large print, braille or audio on request.

HomeServe Plumbing and Drainage Plus cover

Here's a helpful summary of what it is and what's not included in your cover. Please refer to Terms & Conditions for full details. ⓘ

With cover in place, you don't need to worry about...	More great benefits of your policy
<ul style="list-style-type: none"> ✓ Your internal plumbing leaking – we'll repair it ✓ Your water supply pipe – we'll repair it and reinstatement the surface ✓ Taps and leaking overflows – we can help ✓ Blocked or leaking water or waste pipes – we'll fix it ✓ Washing machine and dishwasher pipes and external pipes – these are covered too ✓ Blocked sinks and toilets – we'll get them cleared 	<ul style="list-style-type: none"> ✓ No hidden costs – all parts, labour and VAT are included ✓ No limit to the number of claims and we'll pay up to £4,000 per claim ✓ We arrange appointments slots that suit you, not us ✓ A network of home assistance experts local to you ✓ A 12 month guarantee on all repairs ✓ 24 hour helpline open 365 days a year.

What's not covered – the main exclusions are:

- ✗ Showers
- ✗ Guttering
- ✗ Soakaways
- ✗ Losing your heating or hot water

To renew call: **0800 24 7 999***

How we helped Richard

When a pipe burst under my tarmac drive and threatened to flood the kitchen, I got in touch with HomeServe. I called at 9am and everything was fixed and resurfaced by 12. Great response, great team !!

Let us make you feel at home for another year

Renew today and relax for another 12 months

HomeServe Flow Renew today and consider it covered

- ✓ Leaky plumbing inside your home
- ✓ The water supply pipe outside your home
- ✓ Dripping taps and leaky overflows
- ✓ Waste pipes that are blocked or leaking
- ✓ Washing machine, dishwasher and external pipes
- ✓ Blocked sinks and toilets

Extra peace of mind, no extra cost

- ✓ Parts, labour, VAT – it's all included
- ✓ No limit to the number of claims and we'll pay up to £4,000 per claim
- ✓ We arrange appointments slots that suit you, not us
- ✓ A network of home assistance experts local to you
- ✓ A 12 month guarantee on most repairs
- ✓ 24 hour helpline open 365 days a year.

Please refer to Terms & Conditions for full details. ⓘ

It's so easy to renew
Call 0800 24 7 999*
or fill in the renewal form and freepost it to us

What HomeServe Flow doesn't cover:

- ✗ Showers
- ✗ Guttering
- ✗ Soakaways
- ✗ Losing your heating or hot water

But some of our other policies do cover these – see HomeServe Fusion and HomeServe Home

"I was expecting the usual fun and games with insurance policy coverage, but not an easy appointment, a polite guy and an A1 job – plus, not a penny to pay. This is how insurance should be." James, Location

HomeServe Flow Renew today and consider it covered

- ✓ Leaky plumbing inside your home
- ✓ The water supply pipe outside your home
- ✓ Dripping taps and leaky overflows
- ✓ Waste pipes that are blocked or leaking
- ✓ Washing machine, dishwasher and external pipes
- ✓ Blocked sinks and toilets

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What HomeServe Flow doesn't cover:

- ✗ Showers
- ✗ Guttering
- ✗ Soakaways
- ✗ Losing your heating or hot water

But some of our other policies do cover these – see HomeServe Fusion and HomeServe Home

Or choose full home protection for an extra £XX per week

HomeServe Fusion combines gas, heating, plumbing and electrical cover

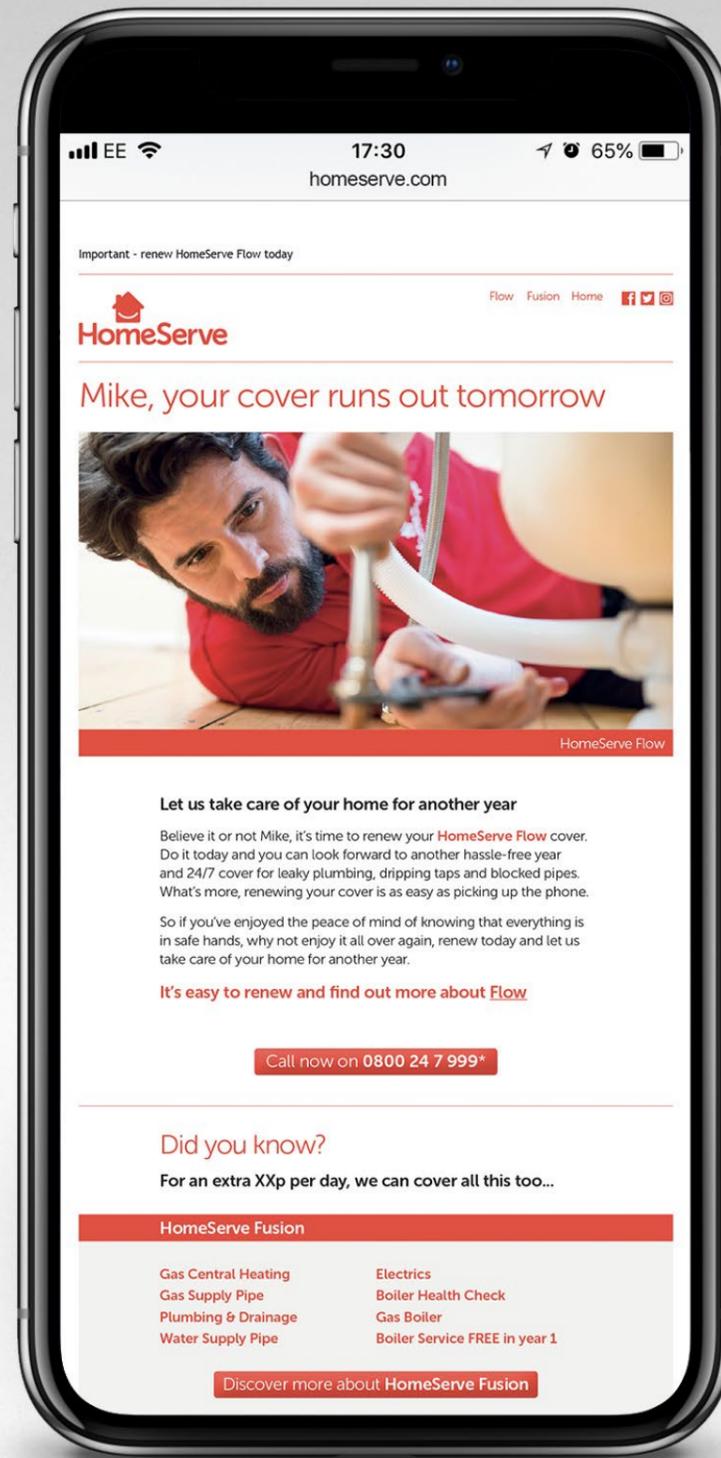
It was snowing when my 85 year old mother called to say that the boiler had stopped working. Luckily, we had added Fusion to her policy when we renewed. When I got through to HomeServe, the girl in the call centre was brilliant and an engineer was on the doorstep in under two hours. The heating was up and running not long after. It was definitely money well spent !!
Lucy, Oxford.

HomeServe Fusion covers all this:

- ✓ Loss of heating and hot water
- ✓ Gas boiler breakdowns
- ✓ Electrical wiring faults
- ✓ Gas supply pipe problems
- ✓ And much more!

Ask about our full home assistance offer when you call to renew
Or find out more at homeserve.com

One call is all it takes to upgrade
Call 0800 24 7 999*
Or visit homeserve.com to find out more.



Important - renew HomeServe Flow today

Flow Fusion Home

Mike, your cover runs out tomorrow

HomeServe Flow

Let us take care of your home for another year

Believe it or not Mike, it's time to renew your **HomeServe Flow** cover. Do it today and you can look forward to another hassle-free year and 24/7 cover for leaky plumbing, dripping taps and blocked pipes. What's more, renewing your cover is as easy as picking up the phone.

So if you've enjoyed the peace of mind of knowing that everything is in safe hands, why not enjoy it all over again, renew today and let us take care of your home for another year.

It's easy to renew and find out more about [Flow](#)

Call now on **0800 24 7 999***

Did you know?

For an extra XXp per day, we can cover all this too...

HomeServe Fusion

Gas Central Heating	Electrics
Gas Supply Pipe	Boiler Health Check
Plumbing & Drainage	Gas Boiler
Water Supply Pipe	Boiler Service FREE in year 1

Discover more about **HomeServe Fusion**

"It was snowing outside when my 85 year old mother called to say that the boiler had stopped working. Thankfully, we had added Fusion to her policy when we renewed. When I got through to HomeServe, the girl in the call centre was brilliant and an engineer was on the doorstep in under two hours. The heating was up and running not long after."

Lucy, Oxford

Want total peace of mind?

Just call **0800 24 7 999***

*For enquiries, lines are open Monday - Friday 8am - 8pm, Saturday 8am - 4pm and Sunday 10am - 4pm. Calls may be recorded for quality control and training purposes. Calls to 0800 numbers are free from landlines and mobile phones, and will not be taken from your mobile phone inclusive call minutes. [Privacy Policy](#) [Contact us](#) or [Unsubscribe](#)

British Cycling

Branding for the UCI World Track Cycling Championships, London 2016

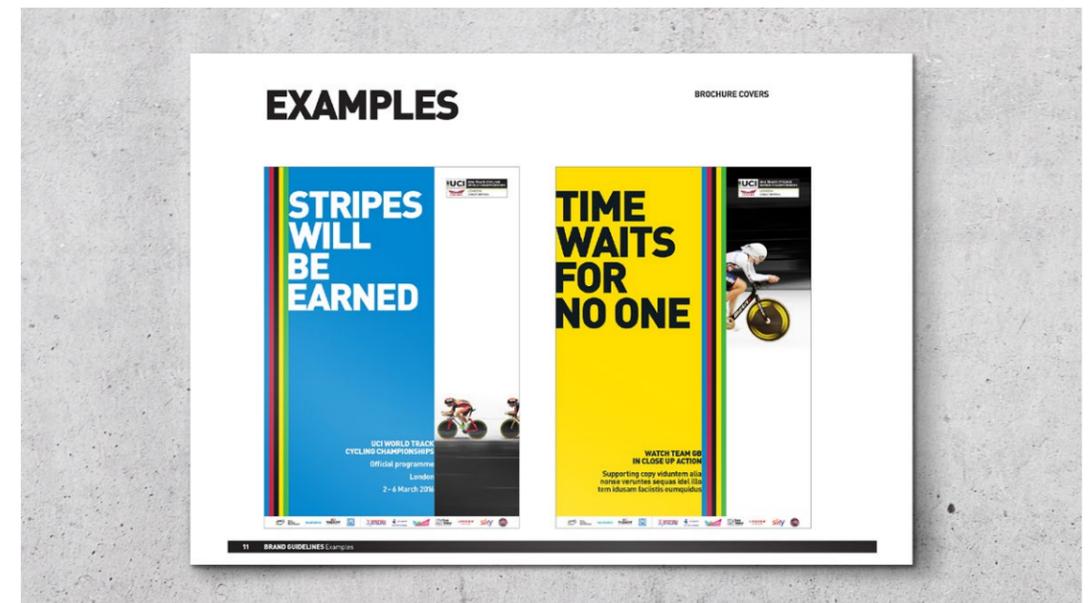
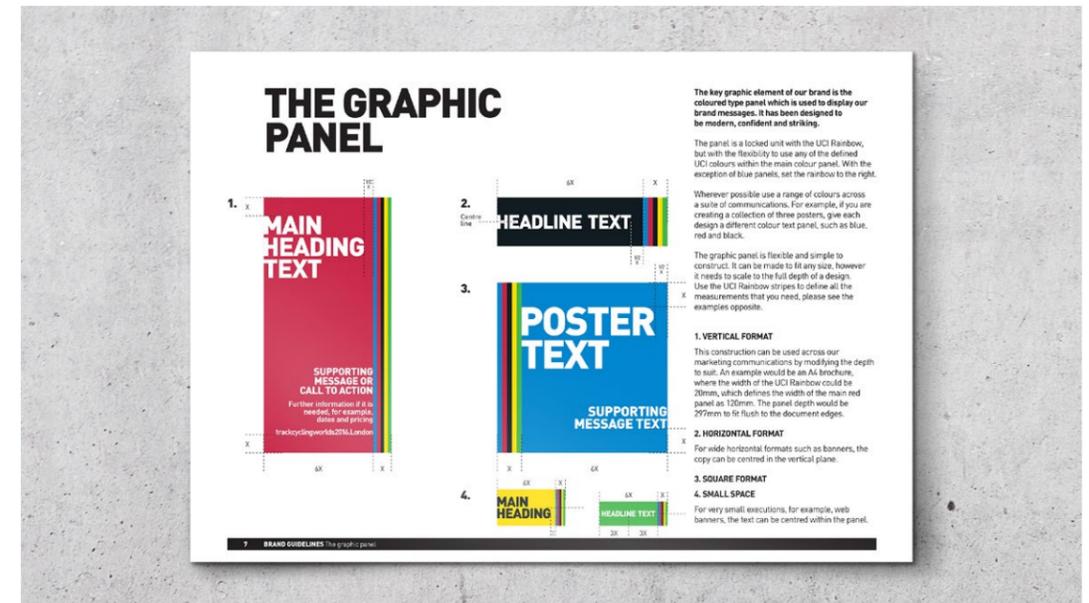
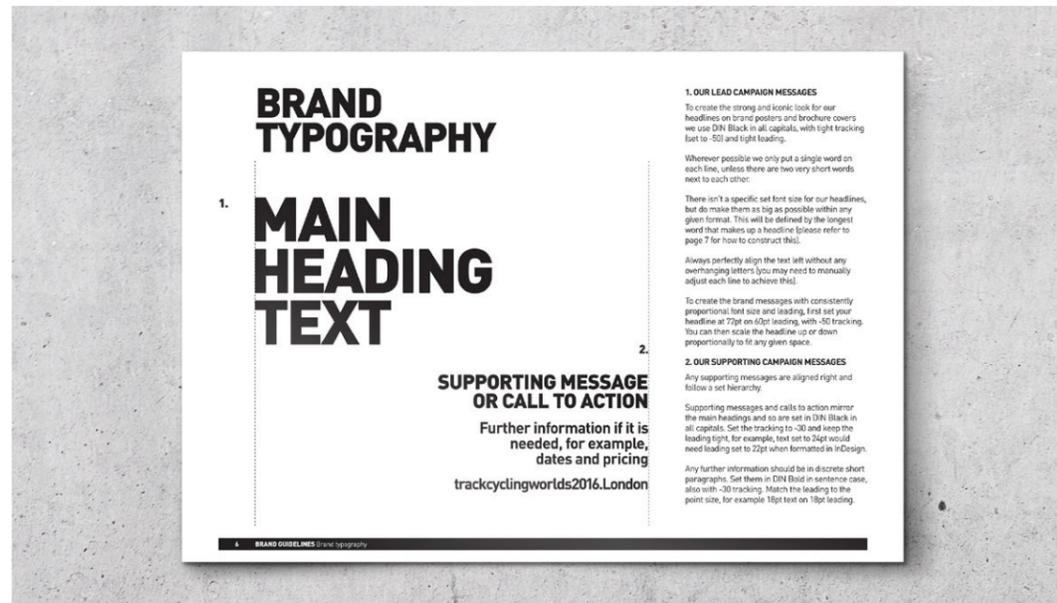
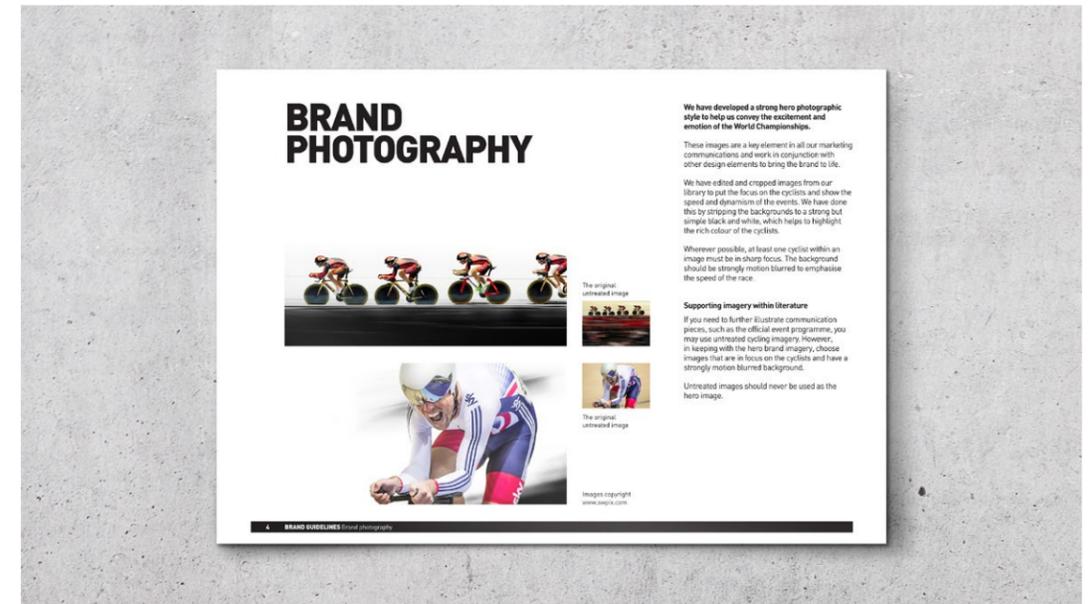
In 2016 British Cycling hosted the prestigious UCI Track Cycling World Championships at the former Olympic Velodrome in Lee Valley VeloPark, London. This is the major tournament of each year where all the top cycling stars would go to try and earn their elite UCI striped jerseys.

The challenge was to create something that worked within the UCI's brand guidelines, but showed the power, exhilaration and excitement of the races and embraced the drive and emotions of the participants.

After a research trip with my copywriter colleague to watch some of the British Cycle Team train in Manchester, my idea was to take everyday phrases, and then tweak and twist them to show what racing means to the riders. Merging this copy style with a powerful image treatment that I developed to highlight the speeding cyclists, cemented the distinctive brand look.

I designed and wrote the brand guidelines for the event along with key posters, venue banners and scrim. These were then passed on to the British Cycling design team to do a full event roll-out. The result was a record 50,000+ tickets sold making it the biggest UCI Track Cycling World Championships to date.

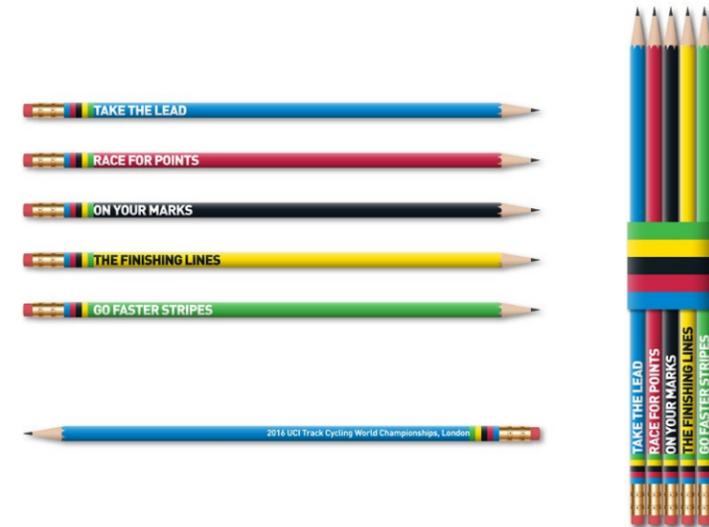
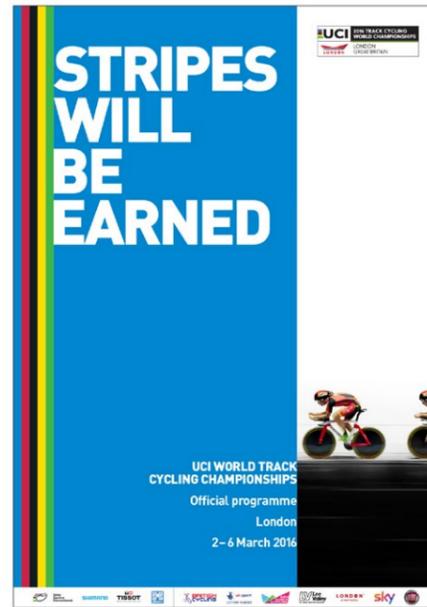
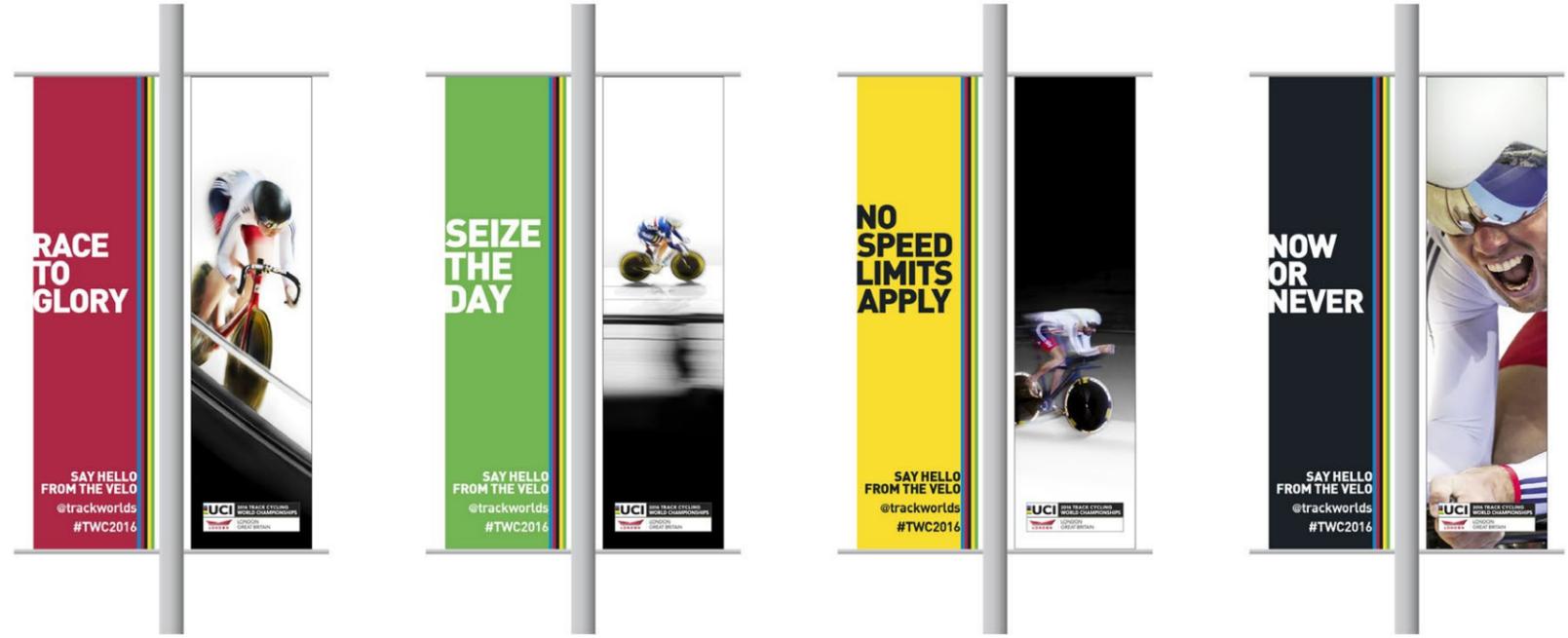




British Cycling

UCI World Track Cycling Championships, London 2016

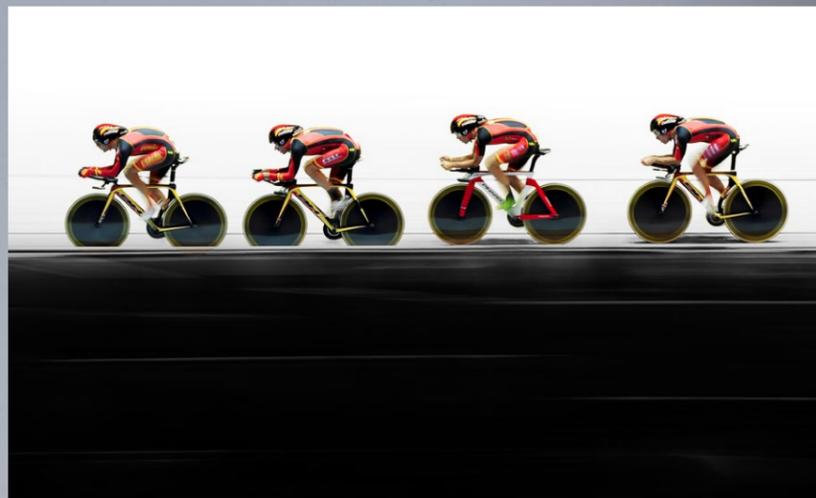
Brand imagery, site banners, 48-sheet, programme and souvenir pencils



British Cycling

UCI World Track Cycling Championships, London 2016

Event imagery and brochure



INSIGHT ZONE RACE GUIDES

OLYMPIC CHAMPIONS

OLYMPIC AND WORLD CHAMPIONS GO HEAD-TO-HEAD WITH THE BEST UP-AND-COMING TALENT

ENDURANCE

Olympic champions Katie Archibald and Elinor Barker will headline the women's endurance competitions, (with Archibald tackling several sprint events to boot), both riders have enjoyed great success on the international stage in 2015 and have an individual world title apiece.

Their road to national titles will be far from unchallenged however, with Great Britain Cycling Team riders Emily Nelson, Emily Kay, Marlen Ljung, Ellie Dickinson and Neah Evans - all of whom have reached the podium at world cup level this season - looking for titles of their own.

The story of the Tissot UCI Track Cycling World Cup in Minsk was undoubtedly British as Team KGF, who took gold in the men's team pursuit and the individual pursuit.

A particularly fascinating head-to-head is expected in the individual pursuit when Team KGF's reigning champion Dan Bigham takes on Netherlands' Minsk gold medalist Charlie Tanfield.

OLYMPIC CHAMPIONS:

Men
Steven Burke, Ed Clancy, Peter Kennaugh & Geraint Thomas (Great Britain)

Women
Dani King, Joanna Rowsell & Laura Trott (Great Britain)

WORLD CHAMPIONS:

Men
Luke Davison, Alexander Edmondson, Mitchell Mulhern & Glenn O'Shea (Australia)

Women
Katie Archibald, Elinor Barker, Joanna Rowsell & Laura Trott (Great Britain)

UCI WORLD TRACK CYCLING CHAMPIONSHIPS London 2-6 March 2016

TRACK STARS

BE THERE TO WITNESS THE BEST TRACK RIDERS IN THE COUNTRY RACE FOR THE ICONIC NATIONAL CHAMPIONS' JERSEYS

SPRINT

Six-time Olympic gold medalist Jason Kenny will return to the HSBC UK | National Track Championships team sprint competition for the first time since he won the national title alongside Matt Crampton and Phil Hines in 2015.

Kenny will be joined by fellow Olympian Hines as well as Jack Carlin and Ryan Owens, riders who have been making a name for themselves in Kenny's absence since Rio.

Sprinter Jack Carlin is one of several young riders challenging for titles at the 2016 national track championships. The third man in the Rio team sprint, Callum Skinner, will be putting his speed to the test in the men's 1km time trial, in which he will face fellow Great Britain Cycling Team third man Joe Truman and reigning national champion, Team KGF's Dan Bigham, who will be one of a number of riders competing across both sprint and endurance disciplines.

Lauren Bate is one of several young riders making the step up from junior to senior competition this season and is already establishing herself as a force to be reckoned with on the international stage.

Lauren Bate in the women's keirin at the Junior Track World Championships. Katy Marchant missed the 2017 championships due to injury but finished the previous edition with four titles. Now an Olympic bronze medalist, Bate must take on the likes of last year's sprint champion Bate and Sophie Capewell to regain her titles.

UCI WORLD TRACK CYCLING CHAMPIONSHIPS

**NO
SPEED
LIMITS
APPLY**

**SAY HELLO
FROM
THE VELO**

@trackworlds

#TWC2016



UCI 2016 TRACK CYCLING
WORLD CHAMPIONSHIPS
LONDON
GREAT BRITAIN



UP CLOSE IT'S PERSONAL

worlds #TWC2016



First Direct

Brand guidelines

Working with the Creative Director at Dig For Fire in Sheffield, I designed these brand guidelines that ended up in the D&AD Annual 2001.

The challenge was to let this striking brand breathe, while creating a framework to help to construct consistent marketing communications, while having a little fun along the way.



personal

It would go against the grain not to introduce ourselves with a personalised letter - whoever we write to - so other than statement inserts it is the norm. The letter provides a rounded summary of the reason for writing, supported by a strong and repeated call to action. We employ the same techniques as for press - particularly the use of a strong, motivating headline and similar subheads. Normally two pages long - rather than overtly abrupt or meandering - we like to bridge the pages with a sentence to encourage reading on.

ps naturally there is always one of these, to reiterate a key benefit or call to action.

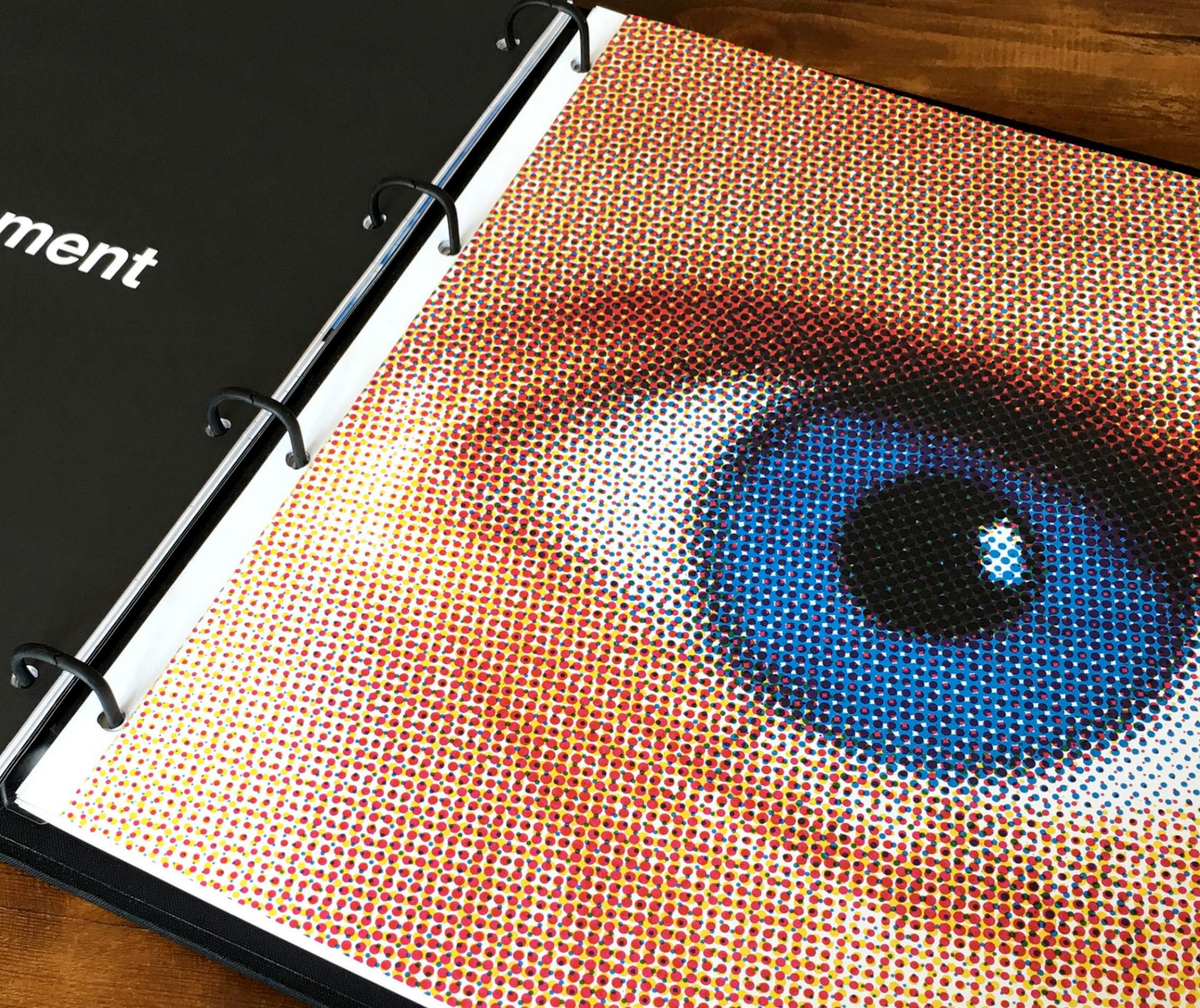
We want to present a familiar and consistent face. We want to be seen to be different. We want to create impact. So we would usually expect our envelope to be black and carry an opening message - but not necessarily a logo. This way they can introduce the conversation and get opened.

Whatever the channel the main information carrier - the leaflet - is the hero, all inclusive and accessible. It may or may not carry apt conceptual imagery and copy, but the delivery of the sales message is unequivocal, and should be enhanced not obscured by any concept. Leaflets used as door drops or inserts need to be impactful front and back to ensure the message is delivered. Flyers are used to carry incentives, rates and benefit summaries, usually in bullet point form.

information

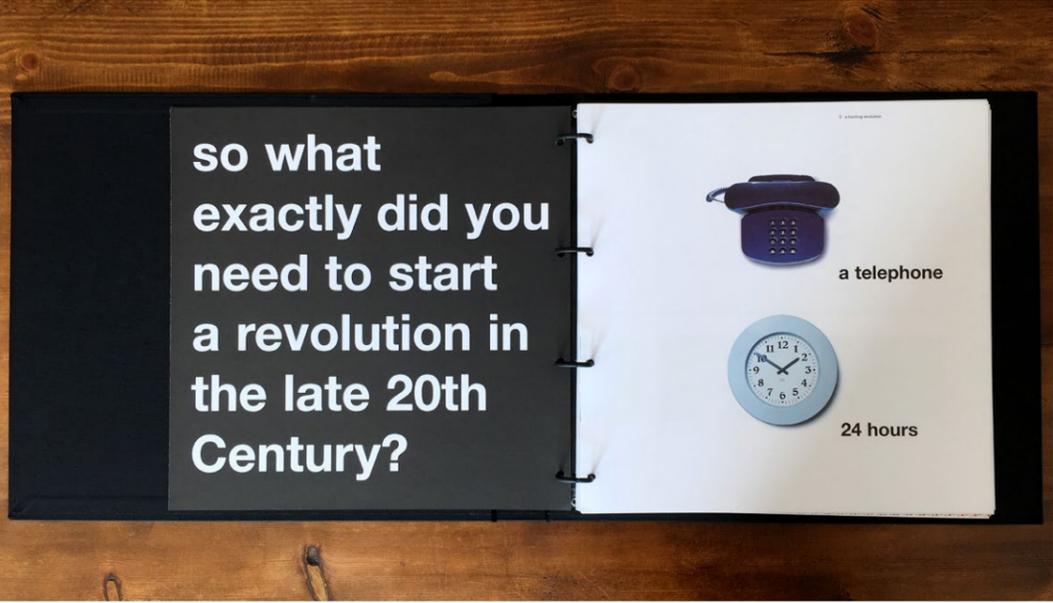
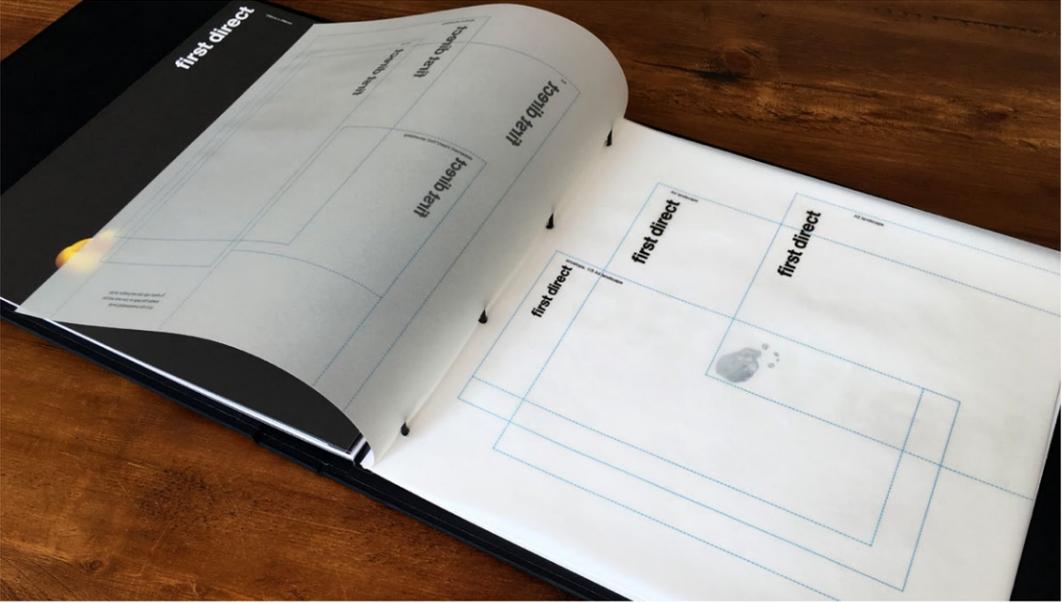
17 poster

in a brief moment



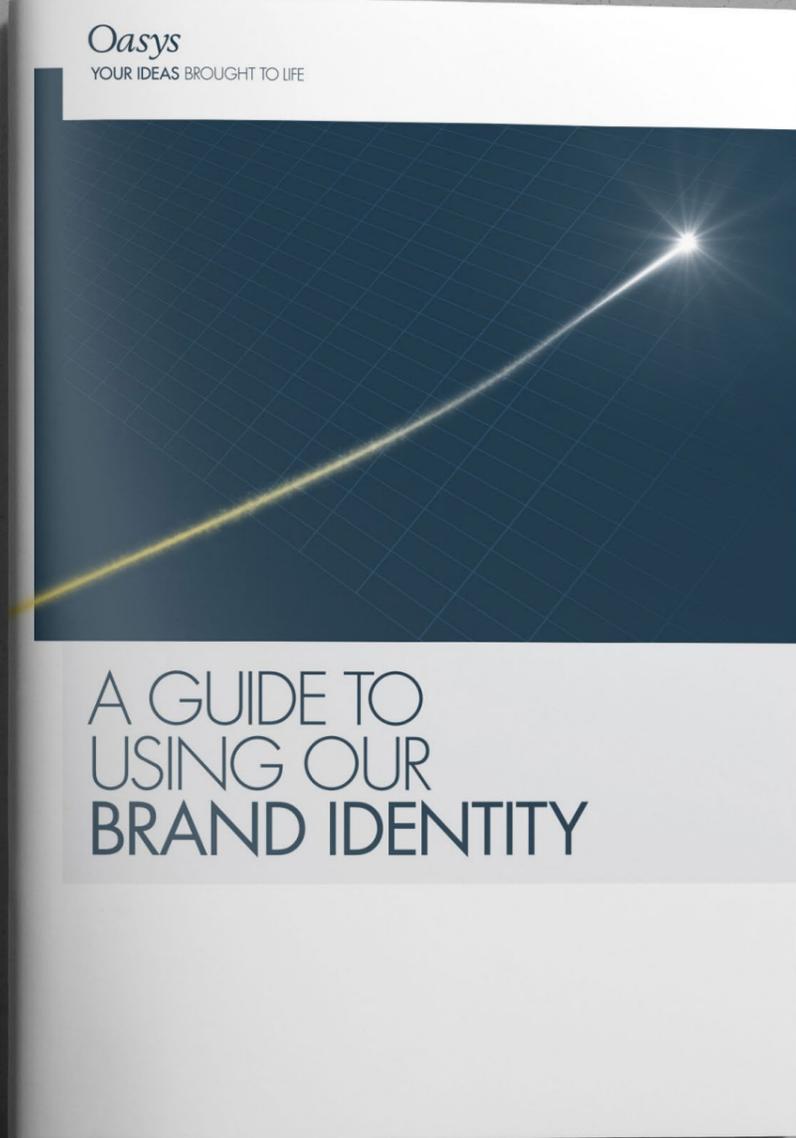
First Direct Brand guidelines

A selection of spreads



Oasys

Brand guidelines



OUR LOGO

- 1** 14mm
Oasys
YOUR IDEAS BROUGHT TO LIFE
- 2** 7mm
Oasys
YOUR IDEAS BROUGHT TO LIFE
- 3** Oasys
YOUR IDEAS BROUGHT TO LIFE
- 4** Oasys
YOUR IDEAS BROUGHT TO LIFE
- 5** Oasys
YOUR IDEAS BROUGHT TO LIFE

Our logo is a key part of our brand, as such its integrity must be maintained in all executions across all media. It can only be used in one of three brand colours: our primary corporate colour Pantone 7546; white or black. To help communicate our strong brand essence we've locked our name "Oasys", with the strapline "your ideas brought to life". Don't move the strapline from this standard position. Remember not to alter, distort, move or delete any element of the logo.

1. Preferred logo size
We recommend using the logo with a depth of 14mm on A4 and A5 documents. However, if you need to use the logo on larger or smaller formats, you may scale the logo proportionately to fit the design.

2. Minimum logo size
You may reduce the logo size proportionately down to our minimum standard size of 7mm depth.

3. Clear area
When using the logo, maintain a **minimum** area of clear space around it, this is defined by the letter 'O'.

4. Logo position
On standard A4, A5 and DL formats, position the logo in the top left corner of a document on literature covers. Follow the measurements shown.

5. White logo
Whenever you need to see the logo clearly on a dark background, you may use the white version of our logo.

SPARK OF INSPIRATION

- 1**
- 2**
- 3**

A key part of the brand is our dynamic spark that lights a trail across our communications. It represents the essence of creativity that is fundamental to our products and service. Use it in the primary format over dark colours; switch it to our creative colours to sit on white; or make it "interact" with a structure within a photograph. However, only make one spark visible at any one time (for example, only use a single spark on a cover or across a brochure spread). New spark trails can be created to work with a particular photograph or illustration asset, but the standard style and colour must be maintained.

1. Our primary spark
Here are three examples that show differing paths. They have white-hot flares that blend to a cooler yellow. Use them on dark colours or images, however, you may let them trail-off over a light area if desired.

2. Colouring the spark
When it's appropriate to use a spark over a large white or light toned area, the spark can be re-coloured using the creative brand colours (this example uses a blend from Pantone 124 to Pantone 683 with white highlights).

3. Interacting with images
The spark can be drawn to mirror or interact with an image or graphic. This is to help us communicate the creativity of an exciting structure that has been enabled by using Oasys software.

Woodley BioReg Ltd

Brand guidelines

A selection of pages

WBR
Woodley BioReg Ltd

Brand guidelines

September 2020

Helping you to build our brand.

Communicating our message clearly and effectively.



Woodley BioReg brand guidelines September 2020

Creating a strong foundation to help build our brand

Our business success has been built on bringing all the many complex components together that help the pharmaceutical, biopharmaceutical, healthcare, active pharmaceutical ingredient manufacturers and medical device companies, to develop and manufacture quality products effectively and safely for patients worldwide.

Our foundation is an expertise and insight grounded in science, built up through a thorough understanding of legislation, regulations, accreditation and processes, all supported by efficient project management.

Our brand look reflects how we build our services around the needs of pharmaceutical businesses. We give our clients the confidence of a solid foundation of knowledge, and tailor our service to their needs. Whether we are advising on specific sector knowledge or scaling our offering up to fully support the delivery of a product to market, our brand look demonstrates how we find the optimum route through the maze of differing international regulations and quality practices, to deliver a clear and effective solution.

Our brand is as bold and confident as the solutions we provide.



Woodley BioReg brand guidelines September 2020

Introducing our logo

Our logo is the representation of our company and our brand. It is a valuable asset that should always be used appropriately to help build and strengthen our brand. Please make sure you never alter, crop or distort the logo in anyway.



Woodley BioReg Ltd



Woodley BioReg Ltd

Woodley BioReg brand guidelines September 2020

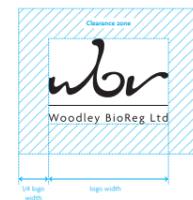
Using our logo

Our logo can be used in different positions across our online and offline communications. However, it should always stand out from a design clearly and make sense aesthetically.

Primary position
On our brand communications, for example brochures and corporate literature, the logo should be positioned at the top left. This position should also be maintained wherever possible for other communications media, such as our website.

Secondary position
The logo can be placed in a square block, in this instance it should be centred at a suitable size, with clear space all around it.

Clear space
Our logo should always fit in clear space. The minimum margin on each side is equal to a quarter of the width of the logo. No other elements can appear inside this clear space.



Woodley BioReg brand guidelines September 2020

Using our logo

Logo size
Although we don't wish to dictate specific logo size, as a general rule of thumb on portrait format documents, use the logo between 24pt and an eighth of the width of the document (20mm wide works well on A5 and A4 documents). On landscape documents, use the logo between a sixth and a tenth of the width of the document, but always make sure it is no smaller than the minimum size and that it looks appropriate for the design.

Primary logos in brand colours
Our logo is designed to be used in any of our brand colours when placed on a white background.

Using logos on brand colour backgrounds
If you're unable to place the logo on a white background, or if it helps increase the logo prominence on a design, it can be placed on a background of any of our brand colours. Always make sure that the logo stands out clearly, or when using a dark colour background either make the logo white or brand yellow. Similarly, when using brand yellow as the background make the logo a dark brand colour.

Mono logos
On some occasions where colour can't be used, the logo may need to be used in black on a white background, or vice versa.

Examples of our brand logo in colour



Examples of our brand logo on brand colour backgrounds



Woodley BioReg brand guidelines September 2020

Brand colour palette

Our brand uses five bold, contemporary colours that can work well together in any combination, just like us. They are strong, sophisticated options on primary colours, that help us to stand out within the sector.

Each colour has equal prominence within our brand, so use them by themselves or pair them together to create designs that get us noticed.

In rare circumstances it may be necessary to use tints of our brand colours, for example in charts or diagrams. Please only do this if a brand colour cannot be used.

C: 15 M: 75 Y: 10 K: 0 R: 45 G: 75 B: 35 Hex: 349588	C: 0 M: 100 Y: 20 K: 40 R: 85 G: 55 B: 75 Hex: F08000
C: 0 M: 40 Y: 100 K: 0 R: 235 G: 168 B: 52 Hex: 8A562E	C: 60 M: 90 Y: 15 K: 35 R: 70 G: 45 B: 92 Hex: 5A202E
C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0 Hex: 000000	C: 25 M: 25 Y: 25 K: 25 R: 255 G: 255 B: 255 Hex: F0F0F0



Woodley BioReg brand guidelines September 2020

Design construction

Brand blocks
We've developed a brand design structure that reflects how we work as a utility and flexibility.

As highly skilled operators in our sector we understand how to navigate the complexities of global regulations, picking out exactly what's needed, and building bespoke teams to help our clients. Similarly within our communications we can use simple blocks in our brand colours to distil complex information into small chunks, draw attention to headlines, brand messages or calls to action, and then build these up to deliver a clear message.

You can use any brand colour, or colours, that work with the look of your design. Pick a lead colour, then build up supporting panels side by side in different colours, to hold and separate key pieces of information.

Using brand blocks helps us to drive home crucial information quickly, by highlighting a key message, picking out a piece of data, or by guiding to a call to action. However please use only one set of blocks on each cover, spread or communication piece.

We separate questions and answers, show solutions to problems. We're bold and clear in our messaging.



Woodley BioReg brand guidelines September 2020

Design construction

These are examples of how we can break text into small units that build into what we want to say.



Specialist regulatory guidance in the UK and across the globe

We give high-quality Regulatory and Quality advice

Underscored by our sound Technical and scientific research

The development process for new drugs is complex and costly

Save time and money

We provide trusted and professional advice on Regulatory affairs

We build up precisely the blocks we need to communicate exactly what we do.

We can help you at every stage of the development process



Woodley BioReg brand guidelines September 2020

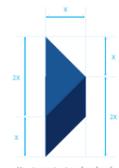
The brand mark

Painting the way
When it is important to highlight a particular statement or call to action in our marketing communications, you may use our brand mark. It can be used on a white background or locked to the top or left side of a brand block.

To maintain its visual impact, use it sparingly. It can never be used more than once within a visual area (for example, on a cover, spread or web page etc).

Making a mark
Our brand mark is a three dimensional style right angled triangle that can be made by rotating a square 45° and then halving down its central axis. The depth of the three dimensional shaded parallelogram that gives visual depth to our mark, is equal to the height of the triangle. The brand mark can be used in any of our brand colours.

When used on a white background, the arrow is a solid brand colour, with the parallelogram being the same colour with an additional 40% black. When used on a brand colour background, the arrow is a 75% tint of that particular brand colour, with the parallelogram being 100% of the same colour with an additional 40% black.



How to construct our brand mark

You can use our brand mark to point towards key text on clear white space, or at the top, or left hand side of a block

Specialist regulatory guidance in the UK and across the globe

Find out how we can help you

We can help you at every stage of the development process

Save time and money



Woodley BioReg brand guidelines September 2020

Design examples

The way our brand looks and talks helps us to connect with our customers in the pharmaceutical industry, right across the globe.

Our brand idea builds through every design element – from the logo and photography, through to the things we write and say.

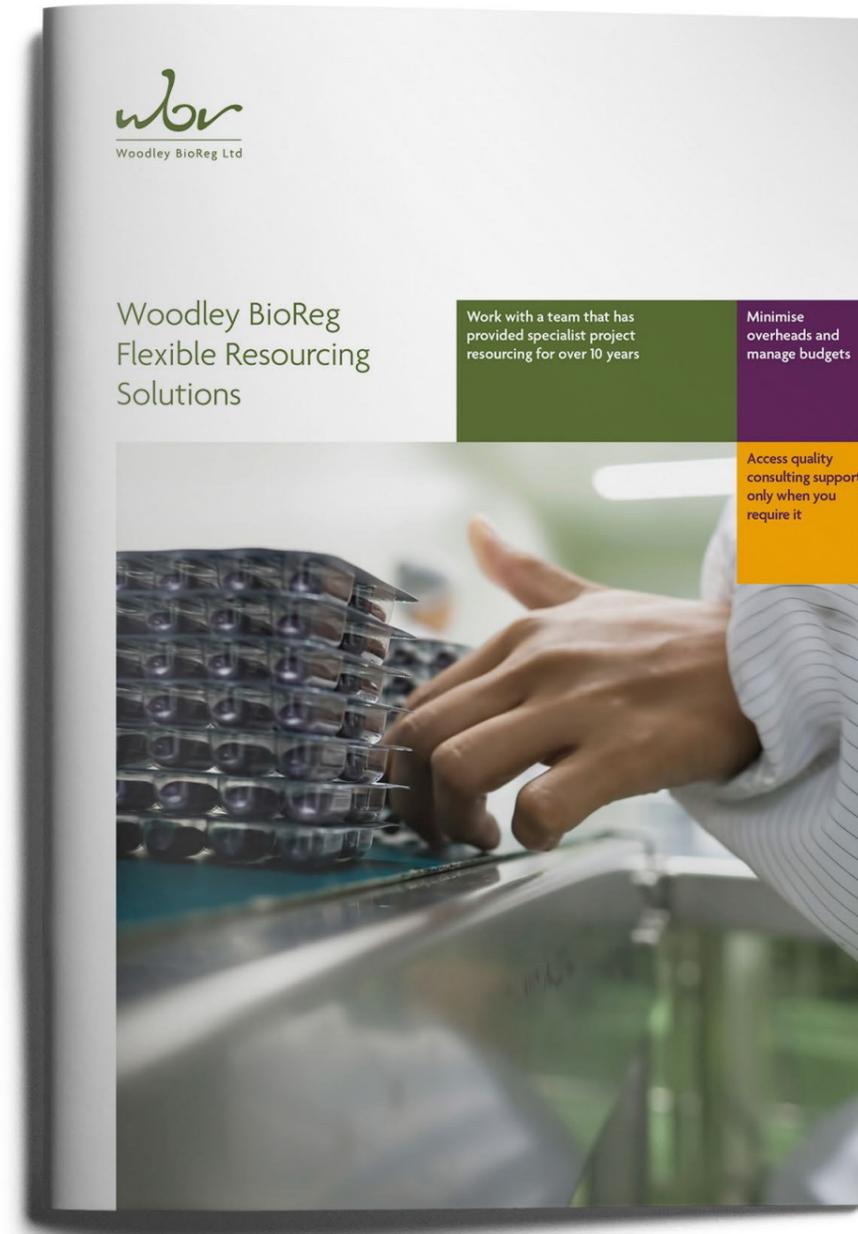
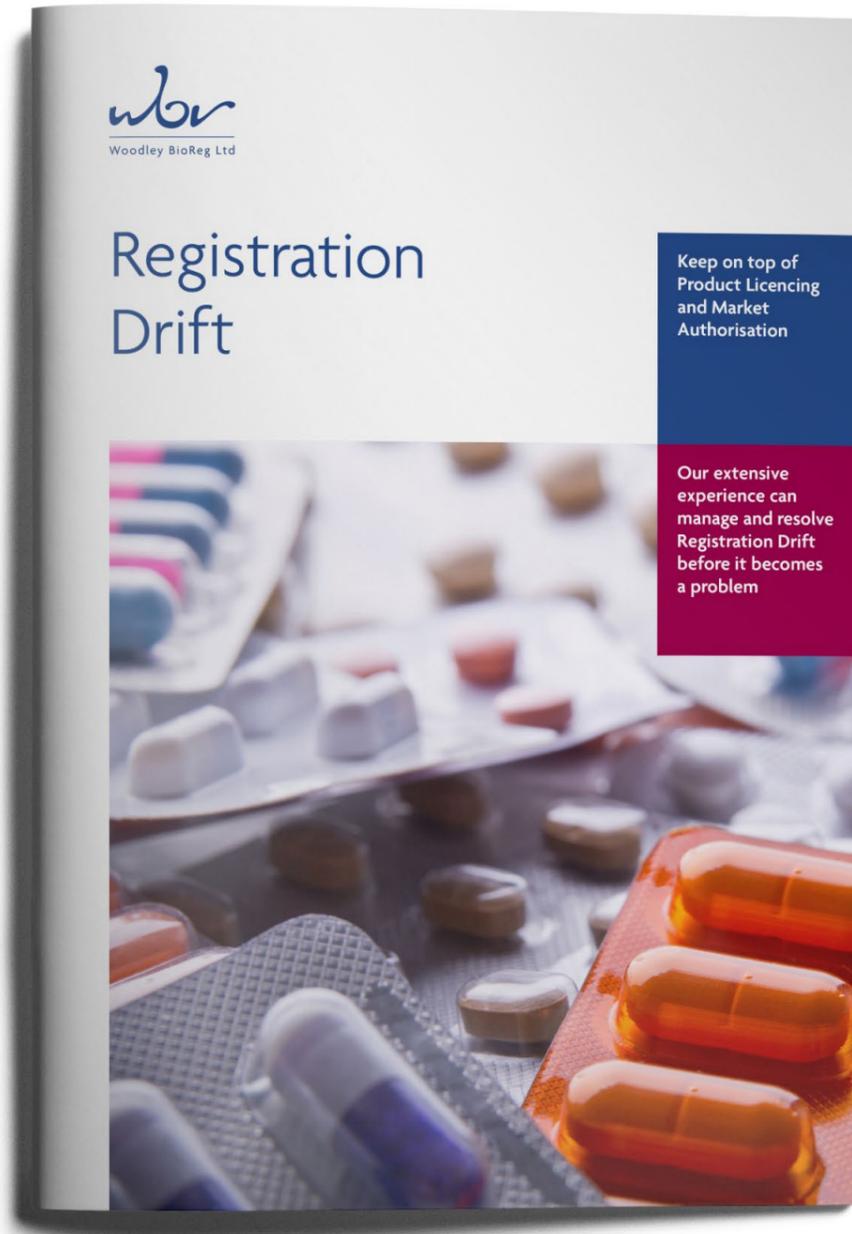
Take a look at the following examples to help you construct dynamic designs that will be tailored to suit your message.



Woodley BioReg brand guidelines September 2020

Woodley BioReg Ltd Brand guidelines

Brand brochures



A selection of logos that I've designed



Direct marketing

Direct mail is still proving itself as one of the best ways to talk to customers and potential customers. Over my two decades working within design and marketing, I've designed many successful packs for both national and local campaigns across a range of major brands. My rule for a successful design is keep it simple – no one wants to work hard reading a leaflet! So keep the message straightforward, with a structure that helps the reader find what they need. And if the idea helps the recipient raise a smile, then that's a bonus.

Best Western

Winter Campaign direct mail brochure

Designing direct mail to encourage you to explore the country and discover hotels with personality

Best Western Hotels is a unique group of hotels, and because each hotel is so different, this isn't a monotone chain of identikit hotels. Its strapline and USP reflected the cherished individuality of each of their hotels and locations – Hotels With Personality.

In all the communications that I designed in partnership with a copywriter, whether TV idents, direct mail or online, we sought to explore the individual personalities of their hotels. The direct mail pack I've shown here is an example of one of their winter mailings that I conceived and designed. Best Western planned the winter mailing pack as a key part of their acquisition campaign each year.

I designed the winter mailing here using the flexibility of the Best Western brand to give it the feel of a premium lifestyle magazine. This meant that I could have some fun showing off the truly individual nature of each hotel with a totally unique design. Each spread focuses on a different hotel from right across the country, highlighting a special location or activity that a guest could experience during their stay.

This direct mail pack won Gold in the Business to Consumer section at the 2014 DMAs.



Best Western Winter Campaign direct mail brochure

This direct mail pack won Gold in the Business to Consumer section at the 2014 DMAs.



Best Western Summer Campaign direct mail map

Expedition Great Britain.

A self-mailing map that opened out to reveal a full island of unique Best Western hotels to visit.



To pedal or not to pedal

Adventure at the heart of it? And for those wanting to escape tour-mania who prefer two feet to two wheels, there is an alternative.

Call **0844 387 6420**
or visit bestwestern.co.uk/summer
TO SECURE 15% OFF YOUR SUMMER ADVENTURES

A GREAT BRITISH WINE

Stand in front of **BEST WESTERN Leigh Park Country House Hotel and Spa**, and you're only a 10-second walk away from 600 vines. The only hotel in Britain with its own commercial vineyard, this place typically produces between 500 and 700 bottles of top white wine every year. Sign up to Rewards and the points you'll collect go towards more wine, but from what? It's this time.

WIN IS NEVER FAR AWAY
Unwind, lunch and dinner arrive at **BEST WESTERN PLUS Hardwick Hall** Cheshire, you can be sure they're a treat for the best served. The Room Steakhouse and Grill has a nice, and fresh fish and chips are all grown on site by head chef Rick Jones and his team. Sign up to Rewards and every 55p spent on dinner = earns you 10 points.

CULTURE VULTURES' HAUNTS

Get a taste of the culture

For those who like to hop from shop to shop, immerse themselves in the local culture, or master an art or two, we have plenty of perfect adventures. Here are a couple.

MASTER THE ART OF APRIS SHOP
BEST WESTERN PLUS Maldon Hotel, Cardiff. After a day strolling through cobble streets, is there anything more rewarding than an aperitif? Well, at this hotel not only are you footsteps from one of the UK's best shopping destinations, but closer still to discovering the secrets of enology. The hotel's barman is on hand to provide a cocktail-making master class. And when you sign up to Rewards, every penny you spend here adds up to points towards shopping vouchers.

RETAIL, RETAIL
Not much beats shopping in Cambridge. With an arts and craft market, abundant boutiques, plenty of independent designer names, a bustling high street and a weekly market, this quiet destination offers a delightful alternative to London. And there's no better base than **BEST WESTERN PLUS Cambridge Quay Mill, Cambridge.**

EVENTS FOR EXPLORERS

It's a date

Whether you enjoy watching death-defying feats or prefer the mellower moments in life, Expedition Great Britain is here to point you in the right direction.

CHOCKS AWAY
If you're an aviation enthusiast plan your trip to coincide with Eastbourne's Airbourne - Britain's best free air show. Held right outside **BEST WESTERN Lendorene Hotel, Eastbourne**, it's a chance to see military jets, helicopters, parachutes, and aerobically displays from the Red Arrows. And this one adventure could lead to another. Sign up to Rewards and the points you'll collect can go towards a flying lesson on a Virgin Experience Day.

CHEESY DOES IT
There's one event no self-respecting cheese lover should miss - the International Cheese Awards. Time a stay at **BEST WESTERN Manor House Hotel, near Stone-on-Trent**, right and you can join the 40,000-strong crowd that will attend the 17th gathering, as they work their way through Appledorps to Zamorras.

Picture mini breaks that aren't mini anymore.

Imagine turning every weekend into an adventure. And last minute escapes that make the most of every season. Let Expedition Great Britain be your summer guide, and that could become a reality.

Call **0844 387 6420**
or visit bestwestern.co.uk/summer
TO SECURE 15% OFF YOUR SUMMER ADVENTURES

Whether you enjoy watching death-defying feats or prefer the mellower moments in life, Expedition Great Britain is here to point you in the right direction.

FOODIE FAMILIES' STOP-OFFS
CULTURE VULTURES' HAUNTS
INTERPRET ADVENTURES PICKS
EVENTS FOR EXPLORERS

Expedition Great Britain

Summer is just around the corner and thoughts will turn to how to make the most of it. But what if summer was more than one holiday?

Picture mini breaks that aren't mini anymore. Imagine turning every weekend into an adventure. And last minute escapes that make the most of every season. Let Expedition Great Britain be your summer guide, and that could become a reality.

Call **0844 387 6420**
or visit bestwestern.co.uk/summer
TO SECURE 15% OFF YOUR SUMMER ADVENTURES

Expedition Great Britain

...STARTS HERE

With this map in hand your mini break becomes a mini adventure. And with **15%* off 2-night summer stays!**

Call **0844 387 6420**
or visit bestwestern.co.uk/summer
TO SECURE 15% OFF YOUR SUMMER ADVENTURES

1 BE WILLY WONKA FOR A DAY

Here's a really sweet treat for foodies. Not only is the hotel's **Sous Chef, Steve Taylor**, an expert chocolatier, producing more than 4,500 petit fours a month, but he's also a teacher. Book a stay and a chocolate-making course, and he'll show you how it's done. If you become a Rewards member, the points you'll earn from staying here could go towards another cocoa fix - this time a box of Thorntons.

BEST WESTERN PREMIER Mount Pleasant Hotel, Doncaster

2 SPEND A WEEKEND AT THE OPERA

Grab a front row seat for tea and opera. Once owned by W. S. Gilbert - one half of the legendary Gilbert and Sullivan duo - the hotel pays homage to its previous musical proprietor in many ways. There are afternoon teas accompanied by excerpts from comic operas, an annual Gilbert and Sullivan event that is attended by an 18th and many more performances to catch this summer. Earn points towards more theatre tickets when you're a Rewards member.

BEST WESTERN PLUS Greens Dyke Hotel, Harrow Weald

3 HOW ABOUT SOME CANINE CUISINE?

Why limit fine dining to the presence of humans? Well, here it isn't. While you enjoy your dinner, your four-legged friend will dine on a chop-licking, chewy tablet or two. Every chicken breast is lovingly crafted and completely hotel-made using their very own recipe. It certainly brings new meaning to the phrase 'a dog's dinner'.

BEST WESTERN Abbots Barton Hotel, Canterbury

4 FLY (FOR A BIT)

Take the Wright brothers and Leonardo da Vinci, it seems man has always known he was born to fly. And the Worthing biplane are no exception. For one weekend in July, the Worthing Biplane festival sees competitors take to the air in all manner of contraptions, and it's only a short drive from the hotel. Once the sun is over retreat to the choice box chern of this setting, where you'll find the 15th century St Mary's House and a Norman castle and church.

BEST WESTERN Old Tollgate Hotel and Restaurant, Shrewsbury

5 SADDLE UP YOUR HOBBY HORSE

Forget gloves, leathers and adornments; you can even leave the hood horse at home when riding around Barbury Cross this summer. Why? Because the hobby horse delivers summer transportation here. Every July, hundreds of people mount or dress as hobby horses and parade through the High Street for the Hobby Horse Festival. Get yourself a tack equine steed and join in.

BEST WESTERN Barbury House Hotel, Banbury

6 GO FOR A SEASIDE CYCLE

You'll need two kinds of light and sleepy attire here - swimwear and cycling shorts. Set right on the 870-mile long Wales Coast Path, with complimentary bike storage, it would be rude not to saddle up and set off on a paved paradise adventure. Follow the blue path along the promenade and eventually you'll reach the verdant Alan Valley. Make the most of your first day, become a Rewards member to get out on your bike sooner with an early check-in!

BEST WESTERN Abernethy Beach Hotel, Swansea

7 GET SOME FRESH SKILLS

Climbed every hill? Cycled every path? If the answer is yes, then it's time for a different kind of outdoor adventure. Get yourself booked onto this hotel's gardening course, and you'll be given an introduction to dry stone walling. And that's not all you'll get. After signing up to Rewards you'll earn points, which can go towards gardening vouchers. The courses run from the 4th July to make sure you book a place.

BEST WESTERN PLUS Castle Inn Hotel, Keswick

8 GET ON A WOOLLY GOOD RUNNER

And they're off! Typically, you'd expect to see something square come flying out of the starting gate, but here that's not the case. Owing to the town's enduring connection with the wool trade, a sheep race is held every summer. Just inside from the hotel's door, herds of sheep, complete with colourful fly jockeys, gallop down the High Street. With the action so close, can you resist a bet?

BEST WESTERN Muffin House Hotel, Muffin

9 GO DOLPHIN AND MONSTER SPOTTING

Nessey could be just down the waterway. Slashed on the banks of the River Ness, just a short cruise from the Loch, this is a great place to keep watch. If you fancy a more lullful, less mythical vigil, travel north to the Black Isle to join one of the regular dolphin watching expeditions. And when you're not out tracking wildlife, there's a historic castle, plenty of mountains, rivers, forests, and coastline waiting for you to explore.

BEST WESTERN Inverness Palace Hotel & Spa, Inverness

10 RECREATE A NOVEL STORY

Combine culture and cuisine. There's shopping here you'll find nowhere else. Jenever, for example, is not simply one of the quietest department stores you'll see but an Edinburgh institution. When you're of admiring delectable wares, return to the hotel, settle down in the restaurant and take up a very particular book. Leaf through the pages of 'The Prime of Miss Jean Brodie' and you'll begin to get a bit of déjà vu. Don't be alarmed, dear reader, it's just that this very room was immortalised by Muriel Spark in that very novel.

BEST WESTERN Broad Hills Hotel, Edinburgh

11 EAT TOTALLY LOCALLY

Here, local and seasonal is the dish of the day. You won't have to go far for a pint, the hotel has its own microbrewery, which produces eight real ales. Pigs to the bar and by one. The most precious in the brewing process is also used for baking the hotel's bread. All the fish comes from the waters off the Northumberland coast, and a local firm, Backleyberry's, makes the ice cream. If you can't get enough of it, stop in the company's chutney and coffee shop in nearby Blythton.

BEST WESTERN Bessborough Hall Hotel, Bessborough

12 CATCH UP WITH NOTABLE RESIDENTS

This place doesn't just have history it screams celebrity - 18th century celebrity. This is Bobby Shafto's home. A prominent MP in the area, he was the inspiration behind the ballad 'Bobby Shafto's Gone To Sea'. But Bobby isn't the only famous inhabitant; a 90-strong herd of fallow deer live here too, and they've been here ever longer - since the 12th century. Sign up to Rewards and start collecting points towards a free night stay.

BEST WESTERN Whitworth Hall Hotel, Brancopeth

DISCOVER THE KEY TO EXPEDITION GREAT BRITAIN

- 1 Follow these numbers
- 2 Try this route (or explore your own)
- 3 Great hotel for cycling
- 4 Great hotel for walking
- 5 Historic site
- 6 Pet friendly hotel
- 7 Family favourite hotel
- 8 Shopping pit stop
- 9 Hotel featured on TV

*15% off includes breakfast and is based on the standard rate for the room type and length of stay. Excludes taxes and surcharges. Offer valid for stays of 2 nights or more. Book by 14 days before arrival. Subject to availability. Best Western is committed to the protection and light use of your personal data. If you do not wish us to contact you in this way, please email us at privacy@bestwestern.co.uk. Contact Centre: 0800 010 010. Any changes may take 10-15 days to appear on our website. You will then be informed of any changes to our offer.

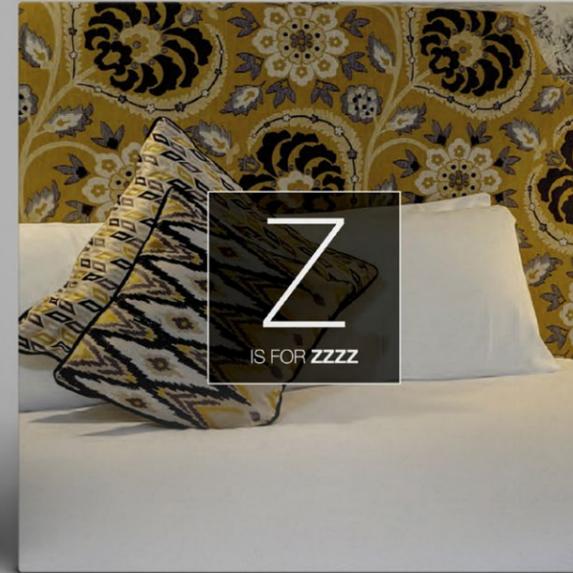
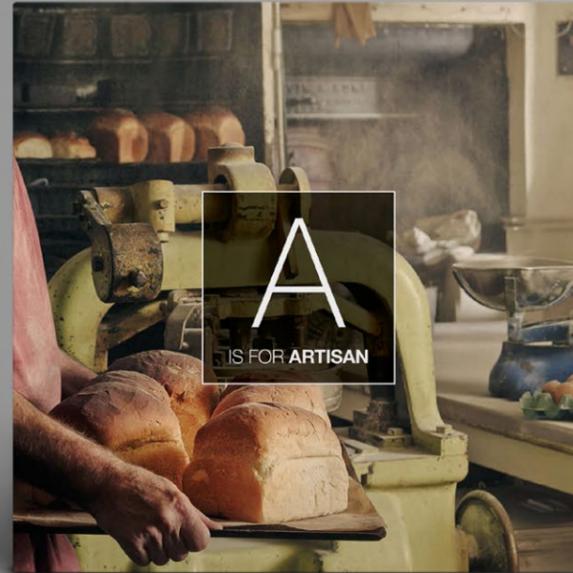
Best Western

Winter Campaign direct mail brochure

A to Z of Best Western discovery.

A fold-out mailer that reveals a full alphabet of Best Western character.

Front and back



First reveal spread



OVO Energy

Home mover switcher pack

OVO Energy is an energy company with a mission – to be the alternative to the Big Six energy companies, supplying energy competitively with great customer service. As a Senior Creative working with a Senior Copywriter at The Sharp Agency I was involved in creating many direct mail and door drop campaigns, as well as supporting their major above-the-line campaigns by developing online advertising.

OVO Energy have two core target audiences: Pay As You Go customers who need to find a company that makes it easy and cheap for them to top up their meters; and Pay Monthly customers who also want cheap energy, but with great customer experience. No matter which audience we were talking to, the key thing was to be friendly while keeping the messages clear. Sometimes I wanted to inject a little humour into a particular pack, for example creating a lightbulb box for an energy saving lightbulb, that also offered an even better way to save money – by switching to OVO Energy. Or by designing a leaflet for people moving home, that redecorated old-fashioned wallpaper with OVO Energy green paint. However, sometimes just being clear and direct works best. I designed a colourful door drop leaflet that started as the challenger pack to an existing leaflet. It beat it, and continued to outperform previous leaflets over many reprints.



OVO Energy

Prepay Door Drop

This door drop leaflet shows just how easy it is to top up a prepay meter using OVO Energy's app.



Moving house is a good opportunity to get rid of things you don't want anymore, including your old energy supplier.



OVO energy

Delivered by Royal Mail C9 10002

Alice Gilbert
7 Chelwood Crescent
Leeds
LS8 2AQ

334 431745AUK00015 00015 0
00014501004J048069

**New home?
Fresh start**

Your new home deserves
a better energy deal

**Save over
£200**

recycle

If undelivered, return to: Suite 622, Crown House, North Circular Road, London NW10 7PN

Peel here

**Save over
£200**

OVO energy

**Out with the old,
in with a cheaper deal**

Congratulations, we hear you've moved home. Whether you're nicely settled in or still wearing your overalls, it's always a good time to save a bit of cash.

One thing estate agents don't mention...
Energy suppliers tend to move new owners onto their pricier standard variable tariff¹, but you don't need to settle for overpaying.

A quick switch to OVO can save you over £200. So you can spend less on your bills and more on making your home your own.

**Save over
£200**

**Switching to OVO is easier
than picking paint colours**

Off-white or bold and bright? You've got lots of big decisions to make, but joining OVO isn't one of them. It takes just 3 minutes of your time and we take care of the rest.

- 3% interest when your account is in credit
- Some deals for new and existing customers
- Friendly service from our Bristol-based team
- Top in the Which? energy satisfaction survey²

**Join OVO Energy
0800 408 6603
ovoenergy.com**

¹Between 01/05/16 and 30/07/16, the average quoted savings made by new pay monthly sign-ups was £207.57 annually, based on the average consumption in the area. 70% of customers of the six large energy firms (who provide 90% of the market) are on a standard variable tariff. OVO's Better Energy (all online) was £144 cheaper than the average standard variable tariff of the six large energy firms based on dual fuel in Britain at medium use (3100 kWh gas and 12000 kWh gas) in 2016/17. Achieved the highest score of 82% in the Which? Satisfaction Survey conducted in October 2015. Further T&Cs apply, see ovoenergy.com/info

OVO Energy

Home movers' switcher mailing

Post move letter

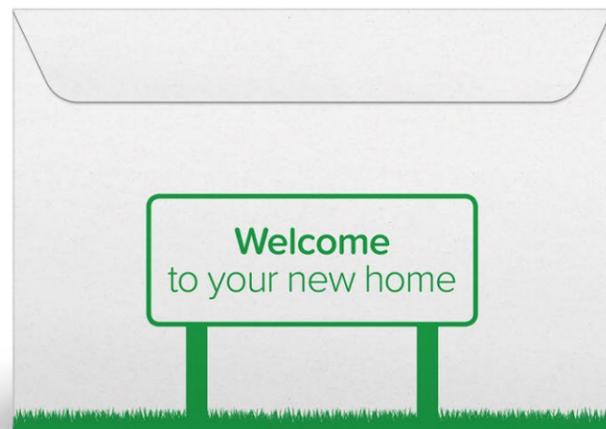
Moving house can be a real hassle, so keeping things nice and simple with a positive feeling works really well.



Front



Back



HSBC Business Banking Switcher mailing pack

This mailing was aimed at all those businesses who felt that their current bank wasn't listening to them.



Join a bank that takes notice...

You don't have to wave your arms about to get our attention. We have a Business Specialist based locally who's ready to take an active interest in you and your business - they'll even visit you in your premises if that's more convenient for you.

It's easy to manage your account

Talking to your local Business Specialist is just one way to sort things out. You can also manage your account online via our award-winning internet banking service or over the phone 24 hours a day. And to ease your cash flow and make purchasing easier you can also apply for a Commercial Card which is fee-free for the first 12 months.

talk to us
phone **0800 633 5610***
visit **www.hsbc.co.uk/business**
text **'switch'** to **64722****
or drop into your local branch

...and gives you 18 months free banking...

In addition to our undivided attention, if you open an account before 31 August 2007 we'll give you 18 months free banking, which means no charges for:

- ▶ Cash and cheques
- ▶ Direct Debits
- ▶ Standing orders
- ▶ Bill payments made from your account
- ▶ Credits paid into your account
- ▶ Withdrawals from most UK Link cash machines*

...and access to wide range of banking products

Banking with HSBC isn't just about free banking and Business Specialists. We can also offer you a wide range of business banking products, including savings, business insurance, loans, overdrafts and card processing. We can give you help and guidance about your requirements when you call us to switch accounts.

*Some ATMs may charge for cash withdrawals and you will be added if there is a charge.

Join a bank that takes notice...

You don't have to wave your arms about to get our attention. We have a Business Specialist based locally who's ready to take an active interest in you and your business - they'll even visit you in your premises if that's more convenient for you.

It's easy to manage your account

Talking to your local Business Specialist is just one way to sort things out. You can also manage your account online via our award-winning internet banking service or over the phone 24 hours a day. And to ease your cash flow and make purchasing easier you can also apply for a Commercial Card which is fee-free for the first 12 months.

talk to us
phone **0800 633 5610***
visit **www.hsbc.co.uk/business**
text **'switch'** to **64722****
or drop into your local branch

...or wave these until your current bank takes an interest

To attract the attention of your bank you may need to resort to the instructions detailed below. If this fails to work, call us on the number opposite.

Instructions for making an attention grabbing flag

You will need: one pair of scissors; some sticky tape; two identical lengths of garden cane and two pieces from the packet.

1. Cut along the dotted lines marked by the colour symbols.
2. Using pieces of sticky tape, attach one paper flag piece to the end of each cane.
3. Wave vigorously to attract attention and then follow the diagrams opposite to send your chosen message.

The semaphore alphabet

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

HSBC Business Banking Invoice finance mailing pack

This mailing targeted businesses with good cash flow who were eager to grow.



Outer box



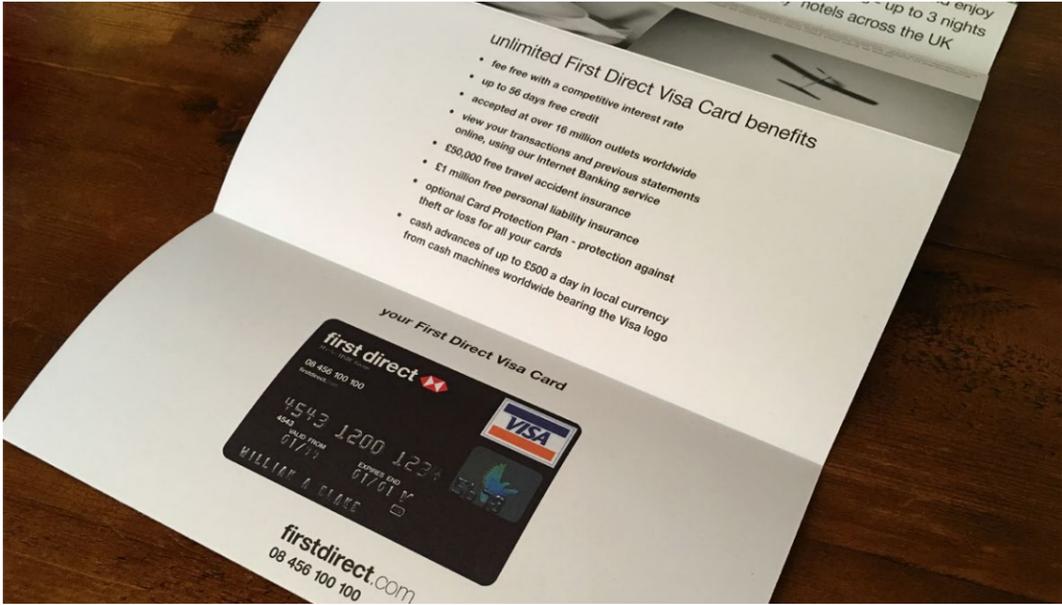
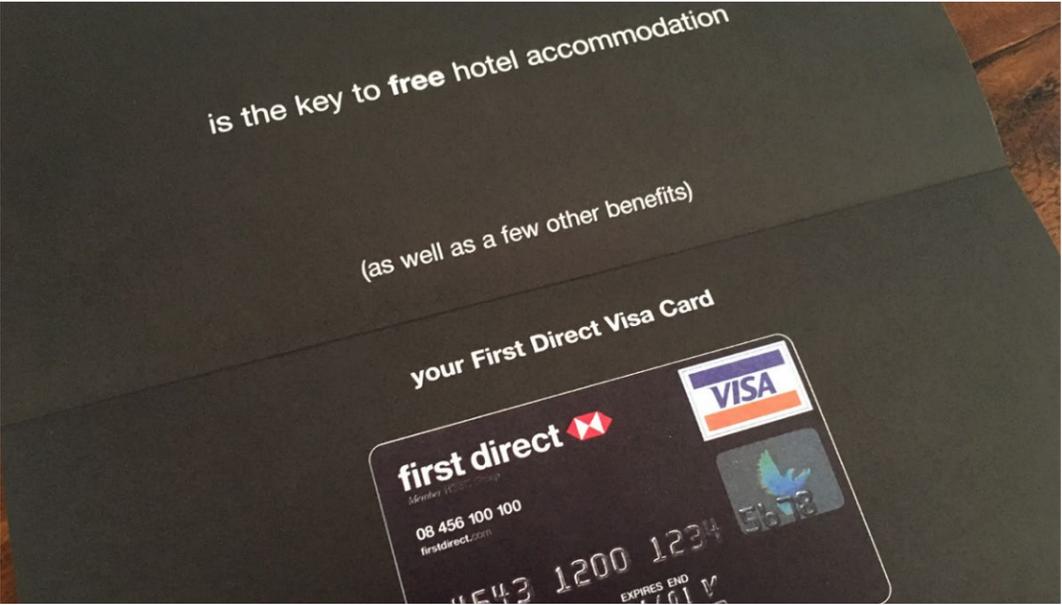
Inside

First Direct

Visa card mailings pack

This mailing aimed to remind customers not to forget the benefits of using their First Direct Visa card.

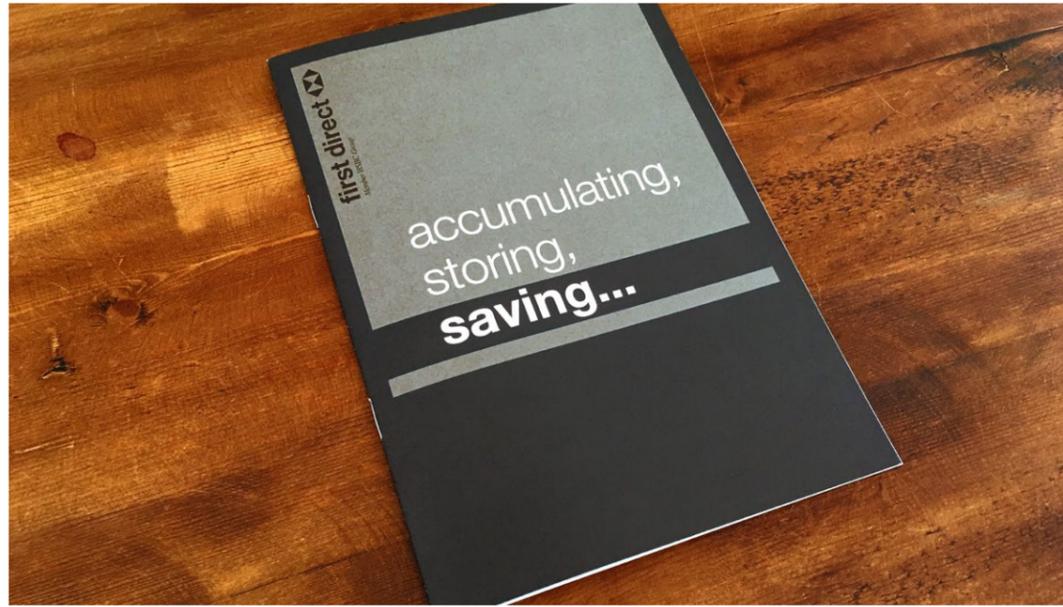
I wrote the copy to be gently teasing, encouraging the reader to keep opening the leaflet further and further to find the solution, the forgotten credit card.



First Direct

Tax-free savings mailings pack

This mailing brought together all the different ways a customer could save with First Direct.



Benenden Health

Employee scheme mailing pack

I wanted to catch the attention of caring employers, to show them that there was another way to look after their team.



Pack outer and cover



Inside front



Inside back

Royal Institution of Chartered Surveyors

Membership renewal mailing pack

RICS was was facing significant late renewal payment amongst its members. The pack that I designed reduced late payment by 57% and saved the cost of sending out over 15,000 chaser packs (as well as reducing the number of calls to their Contact Centre by 40%).



Information booklet



Renewal letter and form

Digital

No brand can do without a serious online presence these days. I've been designing websites, banners and emails since the very early days of the web, when you had to squeeze a brand onto a tiny 468 x 600 pixel screen. But now there's no need to worry about slow internet connections, I've been able to design full page website takeover advertising and websites with big and bold imagery.

OVO Energy

Brand campaign financial page takeover of The Telegraph "Money" section online

In partnership with a copywriter, I conceptualized and designed the animated website page takeover ad (along with a suite of supporting web banners) of the financial section of The Telegraph. The takeover ad was launched to coincide with the national TV campaign advertisement.



Benenden Health

Website design

Working with a copywriter I developed the brand of Benenden Health. This new look showcased Benenden Health's unique approach to funding and delivering health cover by using customers to tell their own stories. The website I designed let you explore these stories and gain personal perspectives on the benefits of Benenden Health.



Homeserve

Renewal emails

Once I had created the new brand look for HomeServe I rolled out the design across their marketing communications, including emails. The idea was to create a friendly feel, while also being able to deliver a lot of important information, and provide an opportunity to cross-sell.

Important - renew HomeServe Flow today

Flow Fusion Home



Mike, your cover runs out tomorrow



HomeServe Flow

Let us take care of your home for another year

Believe it or not Mike, it's time to renew your HomeServe Flow cover. Do it today and you can look forward to another hassle-free year and 24/7 cover for leaky plumbing, dripping taps and blocked pipes. What's more, renewing your cover is as easy as picking up the phone.

So if you've enjoyed the peace of mind of knowing that everything is in safe hands, why not enjoy it all over again, renew today and let us take care of your home for another year.

It's easy to renew and find out more about Flow

Call now on **0800 24 7 999***

Did you know?

For an extra XXp per day, we can cover all this too...

HomeServe Fusion	
Gas Central Heating	Electrics
Gas Supply Pipe	Boiler Health Check
Plumbing & Drainage	Gas Boiler
Water Supply Pipe	Boiler Service FREE in year 1

Discover more about **HomeServe Fusion**



"It was snowing outside when my 85 year old mother called to say that the boiler had stopped working. Thankfully, we had added Fusion to her policy when we renewed. When I got through to HomeServe, the girl in the call centre was brilliant and an engineer was on the doorstep in under two hours. The heating was up and running not long after."

Lucy, Oxford

Want total peace of mind?

Just call **0800 24 7 999***

*For enquiries, lines are open Monday – Friday 8am – 8pm, Saturday 8am – 4pm and Sunday 10am – 4pm. Calls may be recorded for quality control and training purposes. Calls to 0800 numbers are free from landlines and mobile phones, and will not be taken from your mobile phone inclusive call minutes. [Privacy Policy](#) [Contact us](#) or [Unsubscribe](#)

Welcome to HomeServe Flow - let's get started

Flow Fusion Home

<Name>, make yourself at home



HomeServe Flow

Welcome to HomeServe «Flow»

Thank you for choosing HomeServe «Flow», «plumbing and drainage cover» that gives you peace of mind. Should anything go wrong in your home, you can leave it to us because:

- Our UK-based helpline never closes
- You have access to a network of expert engineers
- You can easily book appointments on our free app
- There are no hidden costs – all parts, labour and VAT are included

Scroll down for everything you need to know about your cover.

[Log in to My HomeServe](#)

In a nutshell

Your cover: HomeServe Flow Plumbing and drainage cover

Agreement number: XXXXXXXXX

Agreement term: XX/XX/17 to XX/XX/18

Premium: £XX or £X a month

Please check over your documents to make sure your details are correct.

[Download your documents](#)

My HomeServe makes your life easier

- See what's covered and what's not at a glance
- Manage your HomeServe Flow agreement
- View and update your details
- Book a visit from an engineer

Don't miss our handy hints and tips at [help.homeserve.com](#)

Tap our app for help 24/7

[Download our free app](#)



Marital bliss

How HomeServe Flow helped keep life moving for one couple

"That mixer tap is just so tight, you said you'd fix it. The wife was right. If only I'd called HomeServe sooner. Help was on its way in good time. The engineer had all the parts in his van – job done. What a relief, no more grief. You've made my life easier, HomeServe!"

Mr Burton, Birmingham

Need assistance?
Call **0800 24 7 999*** or [LIVE CHAT NOW](#)

*For enquiries, lines are open Monday – Friday 8am – 8pm, Saturday 8am – 4pm and Sunday 10am – 4pm. Calls may be recorded for quality control and training purposes. Calls to 0800 numbers are free from landlines and mobile phones, and will not be taken from your mobile phone inclusive call minutes. [Privacy Policy](#) [Contact us](#) or [Unsubscribe](#)

Welcome to HomeServe Flow - let's get started

Flow Fusion Home

<Name>, stick with us for worry-free living



HomeServe Flow

Auto renewal makes «HomeServe Flow» even more effortless

Just a quick reminder that your «HomeServe Flow» «plumbing and drainage cover» due to renew automatically on «XX Month Year». So you don't need to lift a finger.

In a nutshell

Your cover: «HomeServe Flow» «plumbing and drainage cover»

Agreement number: XXXXXXXXX

Agreement term: XX/XX/17 to XX/XX/18

Premium: £XX or £X a month

Let your premium: £XX or £X a month

Please check over your «HomeServe Flow» agreement

[Download your renewal documents](#)

Benefits you can call on anytime

Rely on another year knowing that:

- Our UK-based helpline never closes
- You have access to a network of approved engineers
- You can easily check a claims appointment online
- There are no hidden costs – all parts, labour and VAT are included.

To find out about all the details of your agreement, what's covered and what's not, you can easily manage everything on [My HomeServe](#).

[Log in to My HomeServe](#)

Any questions?
[LIVE CHAT](#)

We can cover you for even more



Did you know?

We're experts in home assistance and for over 20 years we've been fixing problems and helping to keep life worry-free for customers. With «HomeServe Fusion» for an extra «£XX/£X» a month we can cover all this too...

Gas central heating	Electrics & wiring
Gas supply pipe	Boiler health check
Plumbing & drainage	Gas boiler
Water supply pipe	Boiler service in year 1

Get more peace of mind
Call **0800 24 7 999*** or [Find out more](#)

Manage your cover on the move

Making life easier with My HomeServe

- Book a visit from an engineer
- View and update your details
- Check our van and what we'll cover

Don't miss our handy hints and tips at [help.homeserve.com](#)

Tap our app for help 24/7

[Download our free app](#)



Marital bliss

How HomeServe made life easier for one couple

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Mr Burton, Birmingham

About this email

This is a personal message designed to keep you informed of important information about your account. This email is confidential and intended for the addressee only. Please advise if that is not you. For more information on how to protect your privacy, please visit our [privacy policy](#) page. To ensure our emails reach your inbox, you may wish to add our email address to your contacts. Please do not reply to this email as the address is not monitored and email is not a secure form of communication. You can contact us on any general enquiries and we'll be happy to help.

Important Security Information

To help you check that the details from us are genuine, we'll always quote the last three digits of the postcode for which you hold a policy. 0800 24 7 999

HomeServe is a trading name of HomeServe Membership Limited, Castle Drive, Watlington, Oxford, OX12 9JG. Registered in England under company number 2779422, which is authorised and regulated by the Financial Conduct Authority (FCA) in its insurance mediation activity. [Privacy Policy](#) [Contact us](#) or [Unsubscribe](#)

Best Western

Stay More You campaign emails

To support Best Western's major Stay More You campaign I designed an email template using easy-to-use pods, that could easily be changed and refreshed to create tailored emails for each segment.

Dear [Name], Stay More You with Best Western

Hundreds of independent hotels as individual as you are
Can't view? [Click here](#) | [Send to a friend](#)



ROAM ALONGSIDE A MAJESTIC HERD OF DEER

STAY MORE YOU

Ian, would you like to walk with deer in our hotel grounds?

Step out of **BEST WESTERN Whitworth Hall Hotel in Brancepeth, County Durham** into a 73-acre park to meet the hotel's fallow deer. Every moment spent with their 90-strong herd, friendly enough to walk amongst and even hand feed, will make this one walk that's hard to forget.

And if a stroll with these magnificent animals isn't what you're after, we have over 270 unique hotels throughout Great Britain where you can Stay More You.

[Find out more](#)

AN AROMATIC WAKE-UP CALL
Awake to the smell of fresh bread – it's made every day by the hotel's own baker in the huge Victorian oven at **BEST WESTERN Kinloch Hotel on the Isle of Arran**.

[Taste it for yourself](#)

CORNISH COVES ON YOUR DOORSTEP
Paddle out in front of **BEST WESTERN Porth Veor Manor in Porth, Newquay** to surf some Cornish waves or bask in the sunshine and admire the hotel's panoramic seaside view.

[Head for the coast](#)

CONNECT WITH US



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Best Western is the international trading name of Interchange and Consort Hotels Limited. Registered office: Consort House, Amy Johnson Way, Clifton Moor, York YO30 4GP. Registered No: 1002192 England

Dear [Name], Stay More You from now on

Hundreds of independent hotels as individual as you are
Can't view? [Click here](#) | [Send to a friend](#)



YOUR REWARDS
Rewards status: **DIAMOND**
Rewards points: **450**
Rewards no: XXXXX XXXXX XXXXX
[Log in to your account](#)

STAY MORE YOU

HOTELS AS INDIVIDUAL AS YOU ARE

Fancy sipping wine that's made footsteps from your room?

We've got hundreds of independent hotels offering stays that are as individual as you.

From sampling British wine on a sunset stroll through the hotel's vineyard at **BEST WESTERN Leigh Park Country House Hotel & Vineyard, Bradford-on-Avon** to playing croquet at the king of comic opera's home, **BEST WESTERN PLUS Grims Dyke Hotel, Harrow Weald**, all of our hotels offer unique experiences that let you Stay More You.

[Find out more](#)

DIVINE SIGHTS INSIDE AND OUT
Lie back on your sumptuous bed and soak up a heavenly view of Wells Cathedral at **BEST WESTERN PLUS Swan Hotel, Wells**.

[See it for yourself](#)

WAINWRIGHT WALKS AND FOOT RUBS
Conquer the Langdale Pikes and celebrate with a luxurious body massage at **BEST WESTERN Ambleside Salutation, Ambleside**.

[Head for the fells](#)

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Effective Energy

Boiler supply and retrofit coordinator emails

I designed a suite of online comms encompassing both social media and emails, that showcased Effective Energy's new boiler offering to both their existing and new contractors. It was crucial to provide reassurance to potential new contractors that Effective Energy have reliable payment terms (a very important feature within this sector) as well as strong relationships with their suppliers. Pushing the message that the service will save them time, money and hassle, was also a reminder of Effective Energy's core values to their existing contractors.



Our NEW ECO boiler supply option*
Better for your cashflow. Better for your business.

↓

As a trusted contractor you already know why it pays to partner with us. What you might not know is you can now take advantage of our new ECO boiler supply option and grow your business.

Designed especially for contractors like you, our new ECO boiler supply option purchases the boilers you need up front, supports your cashflow and pays you on time.



Benefit from our new ECO boiler supply option

Up-front Boiler Supply for better cashflow

- ✓ We purchase Worcester Bosch or Ideal boilers on your behalf - supporting your cashflow
- ✓ We buy in scale, so you benefit from wholesale prices

+



Support your cashflow with our NEW ECO boiler supply option

↓

We know that buying boilers up front can have a real impact on your day-to-day cashflow. So, we created an ECO boiler supply option that takes the strain off your pocket.



Better cash flow is just the start

We purchase Worcester Bosch or Ideal boilers on your behalf - helping your business to grow and supporting your cashflow.

+

Bigger savings on reliable brands

We buy in scale, so you benefit from quality boilers at wholesale prices



Save on the latest boilers with our NEW ECO boiler supply option

↓

Buying the boilers you need when you need them makes perfect sense, but it also means missing out on the savings of buying in bulk. So, to help contractors like you cut everyday costs, our new ECO boiler supply option buys the boilers you need on your behalf - and passes on the savings we make from buying in scale. So, you save on every job.



Bigger savings on every job is just the start

We use our purchasing power to buy in scale for trusted contractors like yourself, so you benefit from quality boilers at wholesale prices

+

Better cashflow

We purchase Worcester Bosch or Ideal

Other formats

Whether it's a take-over of a London Underground station, premium brochures, product packaging or something else, I've helped brands to shout about what makes them different.

Clash of Kings

Oxford Circus Underground Station take over

Clash of Kings is an app strategy game designed by Elex Tech. The idea is simple: build your castle; train your army and then go fight other players in the large online world. It's a hugely successful MMO game now, with millions of players worldwide. However, when it was launched in this country in 2016 it was totally unknown.

The brief that we took when I worked as Senior Creative at The Sharp Agency, was to take the game directly to millions of potential players, just as they might be in the mood to twiddle their thumbs on a new app game. The result was a take-over campaign throughout Oxford Circus Underground Station that used dynamic battle scenes to really put people in the mood to play.

Working with a copywriter, I art-directed the creative from initial concept mood boards to setting up the final artwork. My concept was to focus on the player-to-player battles. Each player has their own castle that they can build up, develop and defend from attack over time, and this is certainly involving and important. However, the real fun is gathering your best forces, striking out over the landscape and pitting them against the armies of other players from right around the world. The concept became the long continuous battlefield, with massed armies racing towards each other.

I art-directed the creation of these continuous battle scene landscapes, which were illustrated by Elex Tech's own graphic artists, who were based in China. I designed the track-side posters to show the whole battle, which dominated the North and South bound tracks of the Bakerloo Line, and then designed the graphic wraps that covered two sections of pedestrian tunnel and followed passengers up the escalators.

Our work won the "Traditional: Transport" award at The Drum's Creative Out Of Home Awards 2016.



Clash of Kings
Oxford Circus Underground
Station take over



Duck Tape

Designing strong packaging for a tough brand

Duck Tape is the best known brand of duct tape the world over, and it's definitely something that everyone should have a roll of lurking in some drawer. But despite most people calling generic duct tape "Duck Tape", the brand thought they were losing out to those generics where it counted most, on the shelves of DIY stores. My brief was to redesign the packaging for their Duck Tape, Duck Tape Ultimate and Duck Masking Tape for both consumers and trade, and reassert the Duck Tape product.

The packs have a number of jobs to do: communicate the premium quality of the product; display the product benefits and details; create a unified brand family across the full product range, and show the brand personality - i.e. something that will make the consumer want to pick it off the shelf and keep going back for more.

My solution was to make the brand logo as proud as possible, sitting it over a simple and strong brand green with supporting graphics that mimic layers of tape. This made the product information very clear, while easily allowing changes of product type and colour to feature prominently, and giving the packs a confident brand look that is definitely not just a DIY store generic.

Go check out a real pack in your local store now!



Duck Tape Packaging

Duck Tape Ultimate and Duck Tape Original packaging



Duck Masking Tape and Duck Tape trade packaging



SigNature®

Designing a premium brochure to show-off a unique cloth

We all know that there's a huge global trade in counterfeit goods. Whether its dodgy watches or knock-off handbags, there's something to snare the unsuspecting buyer and damage the real quality brand. The textile trade has suffered more than its fair share, with fake designer dresses and suits damaging brand's reputations and costing billions of dollars globally. This is where SigNature DNA developed by Applied DNA Sciences (ADNAS) and working with the Textile Centre of Excellence in Huddersfield comes to the rescue.

These two organisations have developed a remarkable cutting edge technology that impregnates cloth with a unique DNA signature. SigNature DNA can be invisibly woven into any fabric, meaning that a designer suit or perhaps a dress fresh off the catwalk can prove its authenticity by looking for its unique DNA sequence.

The brief was simple: design a brochure that introduces a highly technical and scientific product to premium quality brands and tells them that this is the solution to their counterfeiting problems. My solution was to design a brochure that looked modern, clean and technological, but with a considered design feel. It had to work as both as a technical brochure and a brand brochure, so I art-directed the technical photography taken in the research centre and made it as engaging as brand photography. I also hinted at the DNA that was invisibly woven into the cloth by playing with type transparency and highlighting the letters C, T, G and A, that are used to describe DNA sequences. Like the technology, the look isn't just skin deep.



SigNature® brochure

A selection of spreads showing off the bespoke photography I art directed on site.



Effective Home
Vehicle livery



Homeserve
Vehicle livery



Best Western Hotels

TV idents for ITV3

I conceptualized, storyboarded and art-directed the video shoots for a series of TV idents that book-ended programmes on the 7pm to 8pm time slot on ITV3.

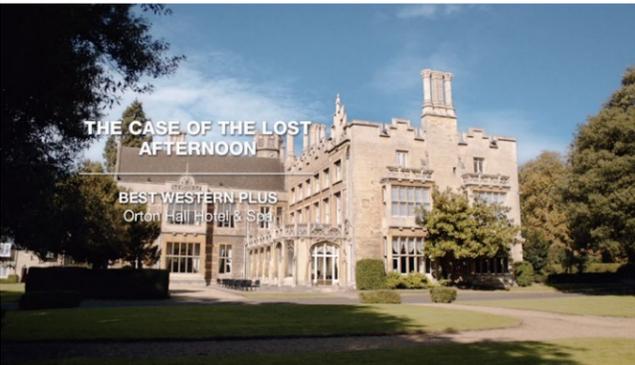
“The Dramatic Backdrop” – Best Western Premier Queen Hotel



“The Heart-warming Tale” – Best Western Plus Wroxton House Hotel



“The Case of the Lost Afternoon” – Best Western Plus Orton Hall Hotel & Spa



HomeServe

Brand films

I conceptualized, storyboarded and art-directed the video shoots for a series of brand and corporate films for HomeServe.

HomeServe global vision film



A selection of indicative screenshots from the film

HomeServe corporate film



A selection of indicative screenshots from the film

HomeServe welcome film



A selection of indicative screenshots from the film

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