

Branding, digital and design

Spring 2018



Gravitas.
Who, why and what...

Large agency experience.

Small agency bills.

The bespoke team you want, when you want it, and no fancy receptions or offices to maintain out of your budget.

Grey is good.

The only way to get experience is to acquire it through experience.

You won't get juniors working on your account as we don't employ any juniors.

Yes, older can mean faster.

We don't mess about.

We react quickly and deliver on time.

(And on budget).

The devil really is in the detail.

It's too easy to give the wrong impression with poorly presented work, and we are fanatical about checking stuff before it goes out.

And being a bit old school, we can all spell!

Skills.

ONLINE / OFFLINE

Marketing strategy

Website design and integration

Presentations and animation

Email build and broadcast

Games and viral campaigns

Branding / Brand guidelines

Design

Project management

PRINT

Collateral

Print management

Illustration

ADVERTISING

Print campaigns

B2B & B2C

Strategic thinking

RECENT CLIENTS

gravitas

Amethyst
Risk Management Limited

 **auditel**

 Cognizant

 **coniq**

 **C·R·E**

 **CPA GLOBAL**

FLYER

Foremarke
EXHIBITIONS


Department
of Health

 integrasco

jca


MENTOR
IMC GROUP

NHS
*National Institute for
Health Research*

NIIT
technologies

 **OLD SARUM
AIRFIELD**
1917-2017

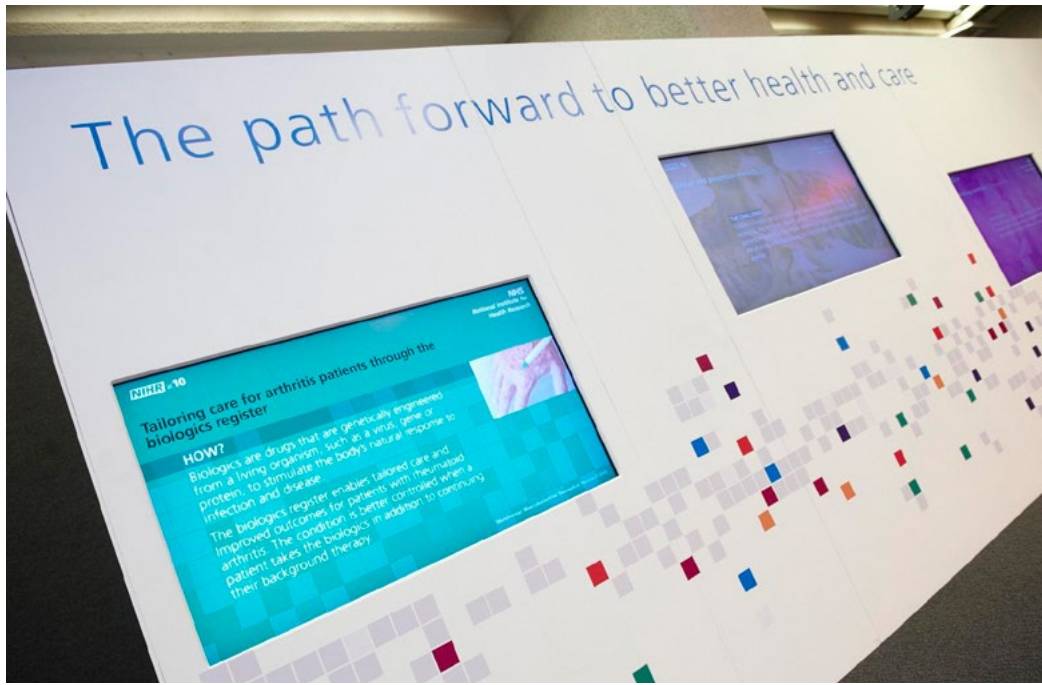
 **P3P**
PARTNERS

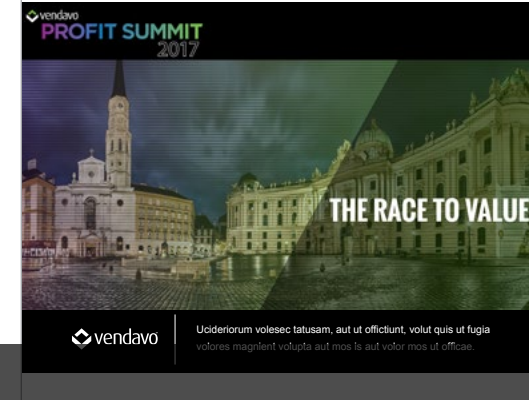
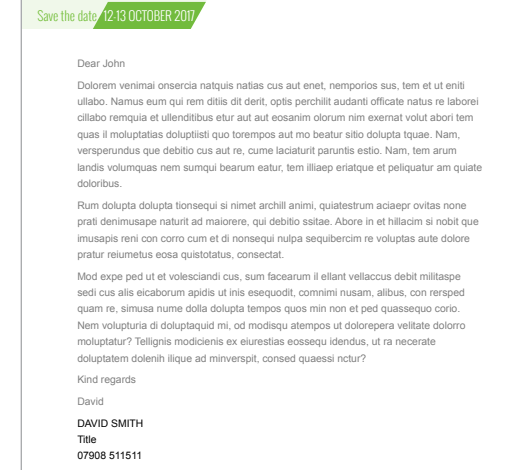
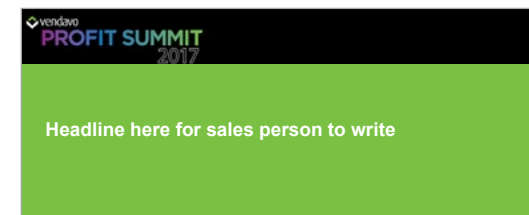
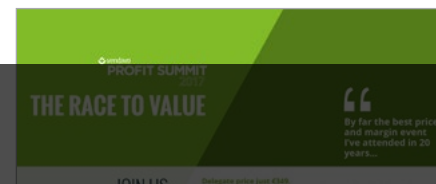
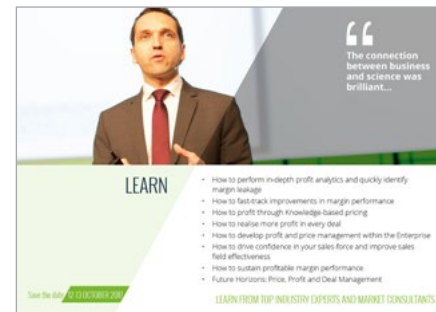
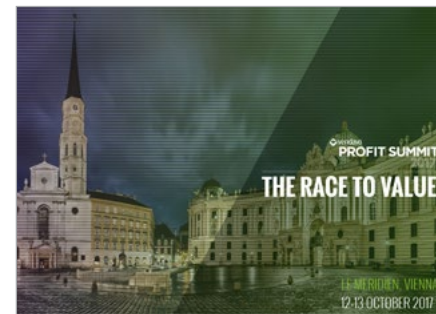
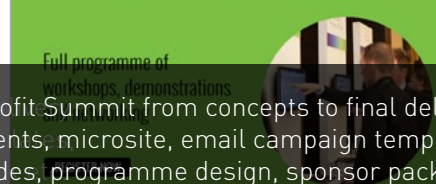
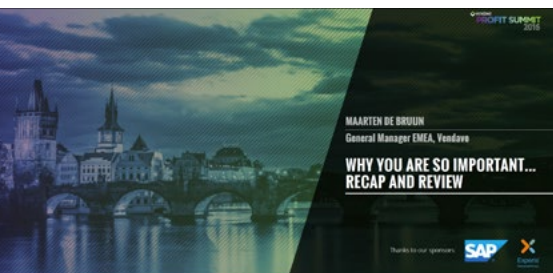
 **Pitney Bowes**
Business Insight

 **UK
ES**
EVALUATION SOCIETY

 **vendavo**
Sell. More. Profitably.

Branding.





Vendavo

Project: Branding and launch

European Profit Summit from concepts to final delivery. Announcements, microsite, email campaign templates, speakers slides, programme design, sponsor pack etc.



WINNING THE RACE TO VALUE

VENDAVO IN
AFTERMARKET SPARE
PARTS



WINNING THE RACE TO VALUE

VENDAVO IN
AFTERMARKET SPARE
PARTS




WINNING THE RACE TO VALUE

Vendavo

Project: Collateral

Fact sheets, summary reports and
whitepaper designs.



WINNING THE RACE TO VALUE

VENDAVO IN
HI-TECH INDUSTRIES

A TIME OF RAPID CHANGE

In the 21st century, the pace of technological change has picked up and every organisation is now on the path to 'digital transformation.'

High-tech companies are playing a key role in helping organisations in all sectors make that move. But it's important to remember that they too must reinvent themselves if they're to survive in a world where business models have an increasingly short shelf life.

Hardware margins are falling, competition is increasing, and new, disruptive technologies are changing the rules of the game.

The era of 'a PC on every desk' is already a thing of the past, as the mobile revolution, BYOD (bring your own device) and cloud technologies change forever how people work, play and live. The Internet of Things (IoT) is a game changer for everybody in the hardware value chain, and it's only just begun to make its effects felt.

VENDAVO
INDUSTRY SUMMARY
#2: Hi-Tech
SUMMER 2017

trial manufacturing players to every sale.

large inventories they hold,

ermarket parts, analysing

insure best price and best

rent supply and demand,

ly in real time improvements

your Aftermarket business

business and unlock a

It also gives them the financial

ranges of competitive threats

ie stream into a powerful

weapon to give them a competitive edge in a globalised world.

We're Vendavo, and we could do the same for you. Talk to us today.



WINNING THE RACE TO VALUE

VENDAVO IN
AFTERMARKET
SPARE PARTS

AFTERMARKET OR AFTERTHOUGHT?

With Industry 4.0 - the so-called 'fourth industrial revolution' - in full swing, robotics, augmented reality, 3D printing, artificial intelligence and machine learning are changing the face of manufacturing.

And the winds of change are sweeping through every industry - including the automotive, aviation and industrial manufacturing sectors, which are being transformed by modernisation and digitisation.

But some players are so focused on digital transformation of their primary activity, that they've overlooked the profound implications these new technologies also have for their Aftermarket business.

And so, while they ride the wave of modernisation and embrace the digital revolution when it comes to production, their approach to spare parts is less proactive.

VENDAVO
INDUSTRY SUMMARY
#5: Aftermarket



WINNING THE RACE TO VALUE

VENDAVO IN
AFTERMARKET
INDUSTRIES

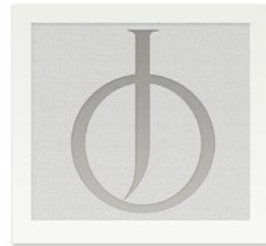
VENDAVO
INDUSTRY COMMENT
#5: Aftermarket
SUMMER 2017



Coniq

Project: Branding

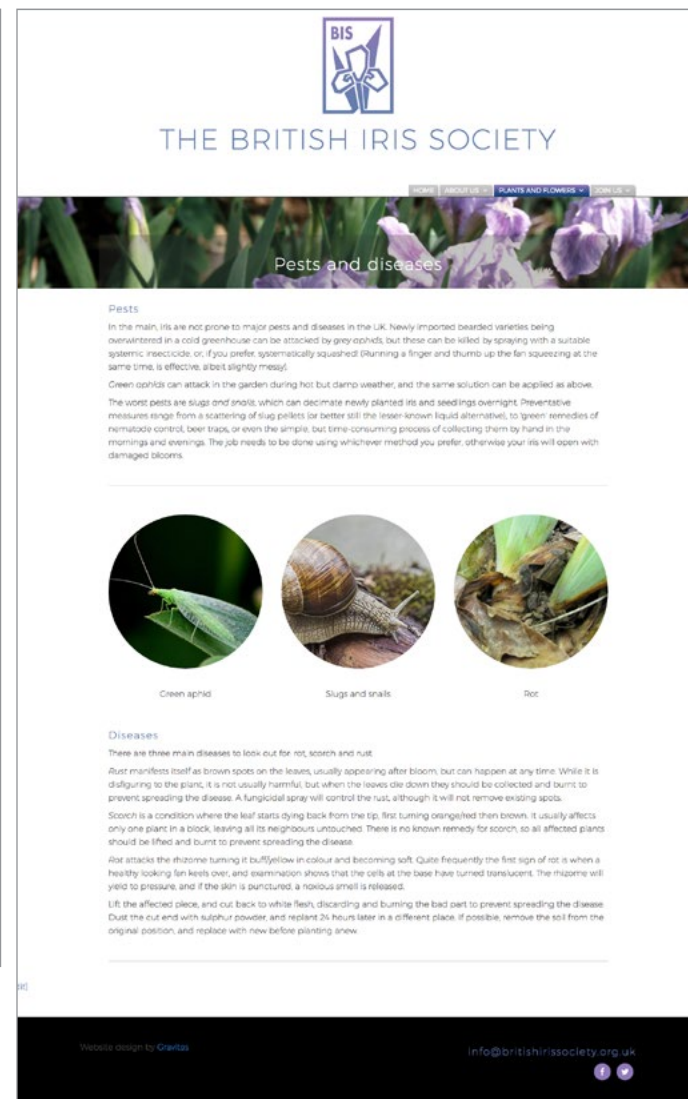
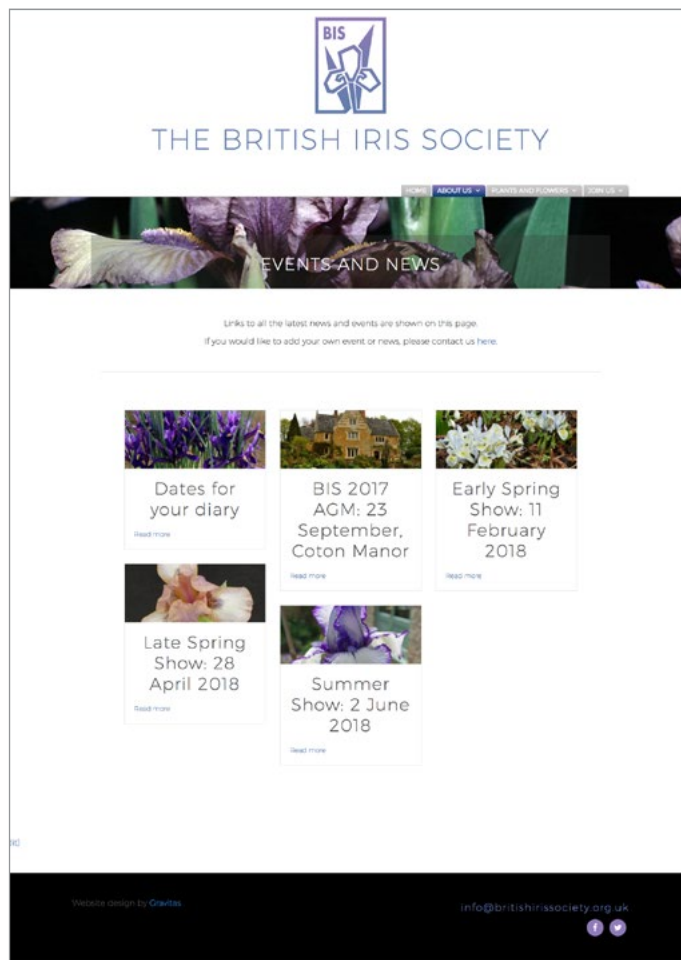
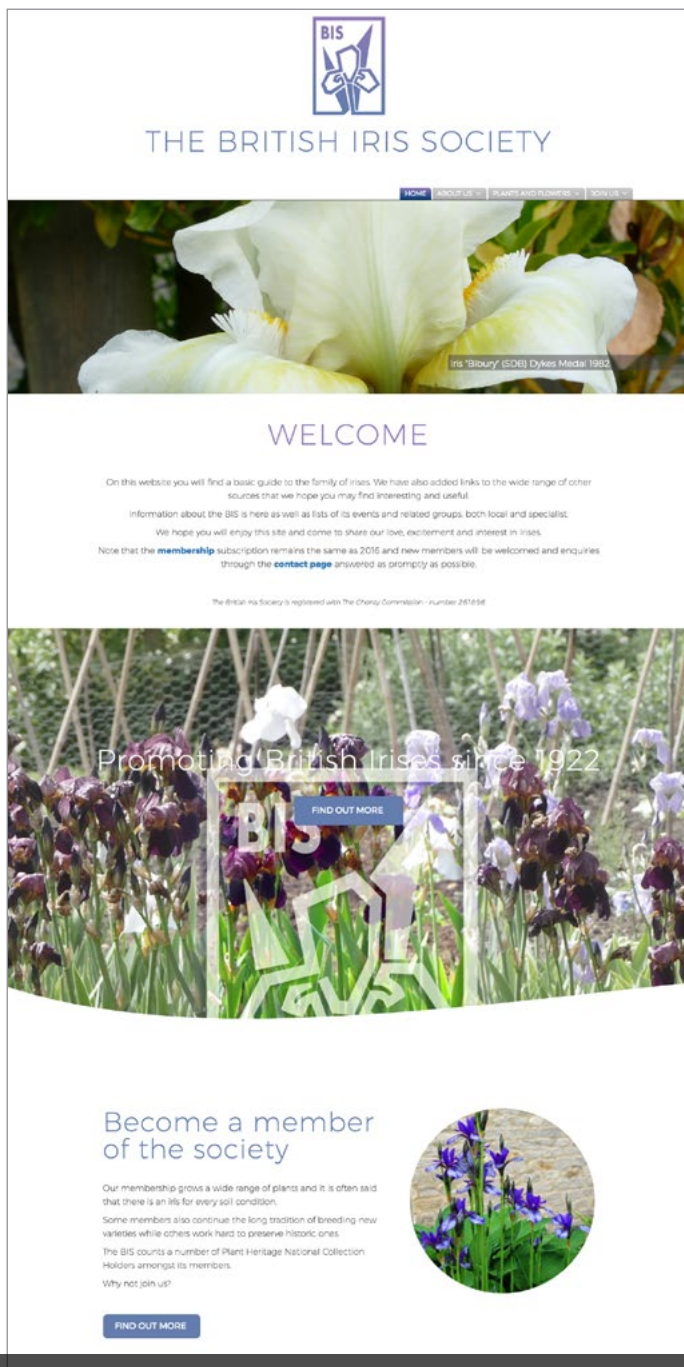
Brand guidelines and some examples of the styling applied to stationery, business cards and slide decks.



Logos

Projects: Various

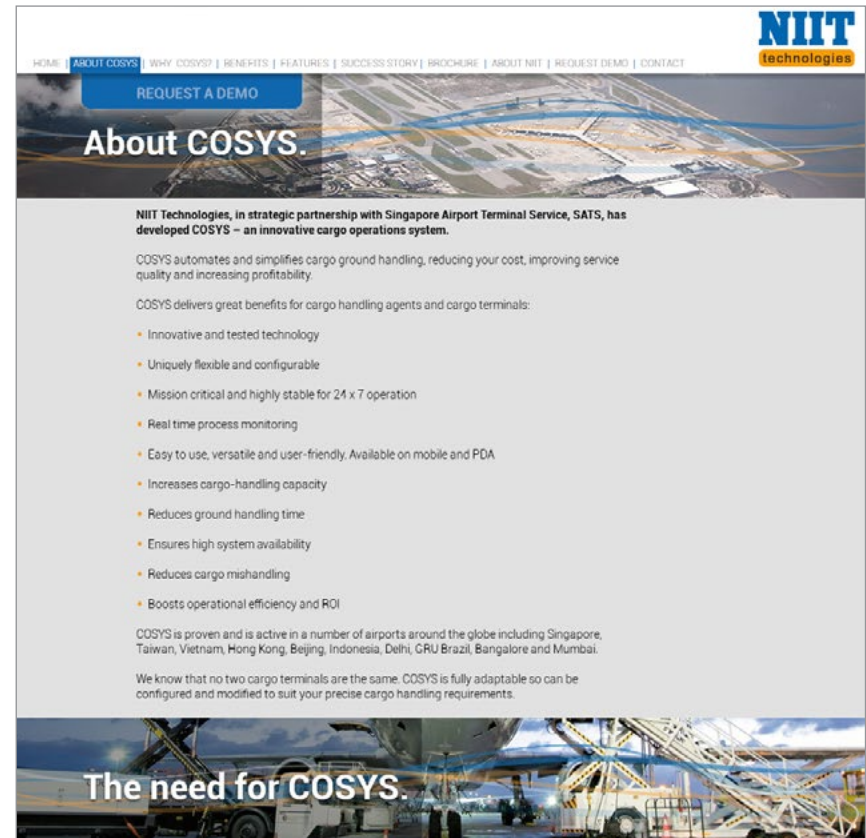
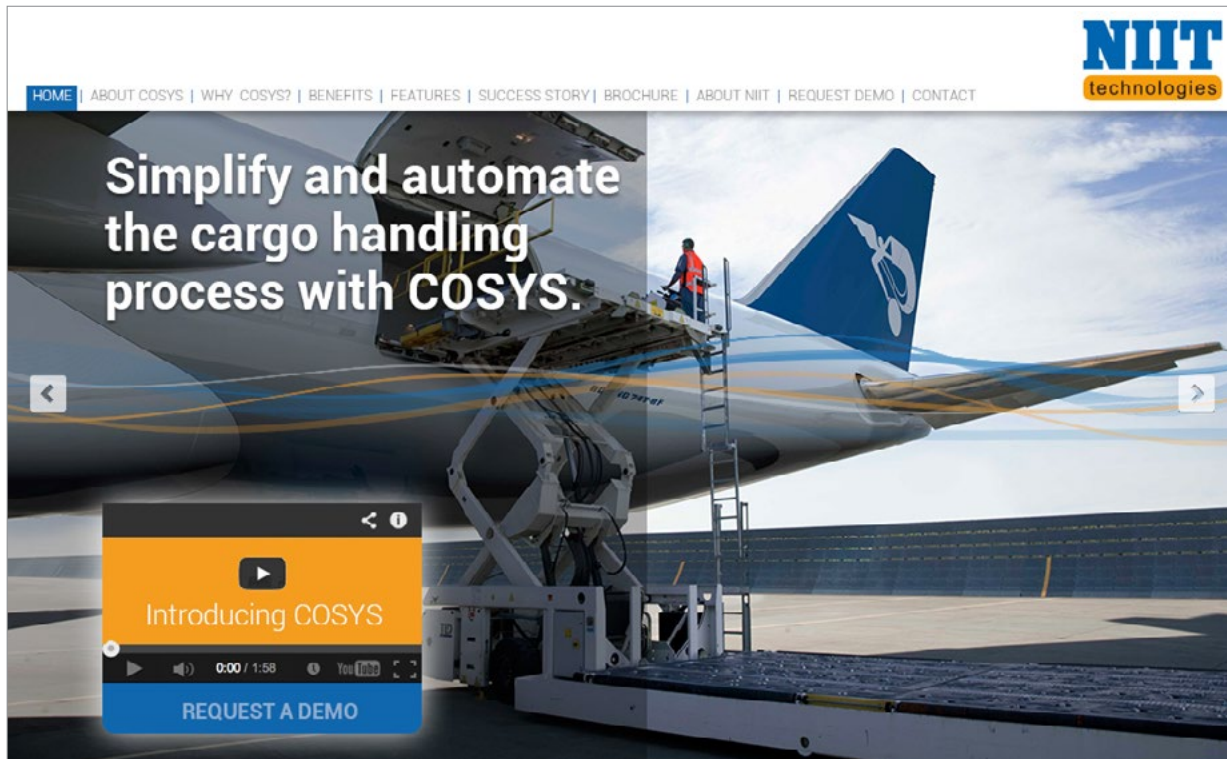
Websites and microsites.



British Iris Society

Project: Redesign and launch

New website built on WordPress with news and events, information and PayPal membership system.

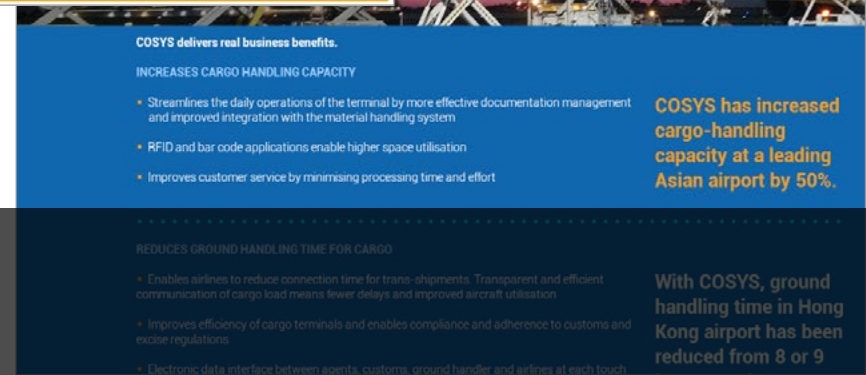



Video stills

NIIT Cosys microsite


Project: Design and development

A microsite and embedded video launching a JV cargo handling operation between NIIT Technologies and Singapore Airways.

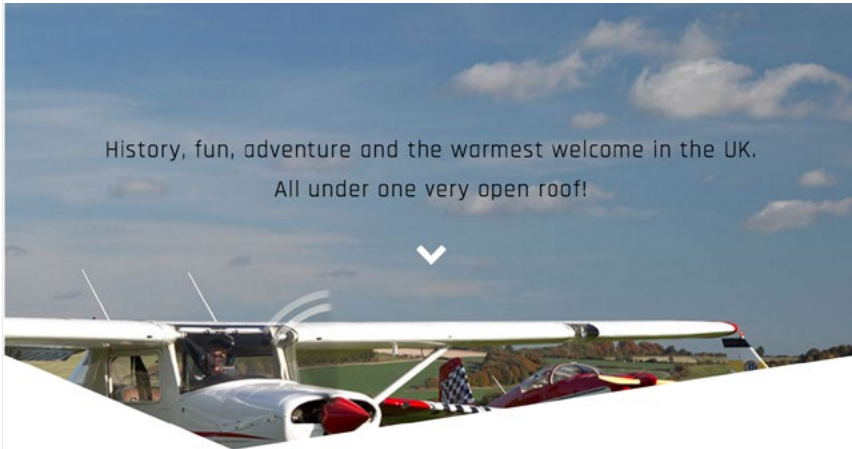




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[THE AIRFIELD](#)
[FOR PILOTS](#)
[NEWS](#)
[EVENTS](#)
[SHEB CAFE](#)
[GALLERY](#)
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WELCOME TO OLD SARUM AIRFIELD




History, fun, adventure and the warmest welcome in the UK.
All under one very open roof!

Airfield status


Airfield Daily Status on 02/08/17.
The Airfield surface is wet and firm.
Grass length is short.
Parachuting will not be taking place today.
PPR may be obtained via RT and before entering the ATZ.

[READ MORE](#)



Old Sarum Airfield
Project: Flying club and airfield branding



WordPress website with history, galleries, information for visiting pilots and regulars, news and events.





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OLD SARUM'S AIRCRAFT


With its long history, many aircraft have been associated with Old Sarum.





Royal Aircraft Factory 8C20 - one of the first aircraft to use Old Sarum. This replica can be seen at the Concorde Down Aviation Collection, which is based at Old Sarum.
Alroa D1-4 and Alroa D1-5 were used by the first three Day Bomber squadrons at Old Sarum.

Belical Fighter, Dart and Hawker Henley - used by the 'Special Duty Flight' to work with the Experimental Box School at Porton Down.















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THE OLD SARUM GALLERIES


A peek behind the scenes at Old Sarum




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OLD SARUM NEWS




Peter's Super Pitts makes its maiden flight.
19 Jun 2017
[READ MORE](#)




Flying For Freedom
30 May 2017
[READ MORE](#)




Launching The Hangar Three Project
03 Jun 2017
[READ MORE](#)




Politics, Electioneering and our Plans for the Airfield
07 May 2017
[READ MORE](#)




Our trees get a haircut
26 Apr 2017
[READ MORE](#)




Scaffolding erected in the hangars
07 Apr 2017
[READ MORE](#)



Vintage Sunday 02.04.2017
03 Apr 2017
[READ MORE](#)



Flying Forum to meet
06 Mar 2017
[READ MORE](#)



Dates released for centenary airshow
19 February 2017
[READ MORE](#)



UK EVALUATION SOCIETY

[ABOUT US](#) [NEWS](#) [JOBS AND TENDERS](#) [MEMBERS' AREA](#)

Welcome

UKES - the UK Evaluation Society - exists to promote and improve the theory, practice, understanding and utilisation of evaluation and its contribution to public knowledge and to promote cross-sector and cross-disciplinary dialogue and debate.



Latest News

NEW BOOK
FREE
DOWNLOAD



New book Evaluation and Civil Society Stakeholders perspectives on National Evaluation Capacity Development

EvalPartners, UNICEF and IOCE, in partnership with UNEG, OECD/DAC Network on Development Evaluation, the Independent Evaluation Group of the World Bank, Government of Finland, CLEAR centres and UNWomen, are pleased to announce that the ne...

[> MORE](#)



UK EVALUATION SOCIETY

[ABOUT US](#) [NEWS](#) [JOBS AND TENDERS](#) [MEMBERS' AREA](#)

Introduction

The UK Evaluation Society

A professional membership organisation that exists to promote and improve the theory, practice, understanding and utilisation of evaluation and its contribution to public knowledge.



Founded in 1994 we currently have diverse membership comprising evaluation professionals, practitioners and evaluation commissioners from national and local government, the research community, independent consultancies and the voluntary sector.

Members represent a range of inquiry fields including social science, economic development, education, science and technology, health care management and policy.

The Society builds bridges between the various groups and between the different evaluation communities providing a forum to consider differences and similarities in the problems they face, for example:

- Intellectual, ethical and professional standards, principles and practices
- The theory, practice, utilisation and methods of evaluation
- Education, training and professional development
- The need to represent the interests of those concerned with evaluation to government and other bodies in the UK and elsewhere.

The UKES is a member of the 'Academy of Social Sciences' and has developed broad links with the international community - particularly the European Evaluation Society and International Organisation for Cooperation on Evaluation.

Colin Jacobs, UKES President, talks about the Society at 2013 annual evaluation conference.



Individual Membership Individual UKES membership is open to anyone with an interest in the theory, practice or use of evaluation.

The annual UKES membership rates in 2016 are:

INDIVIDUAL:

£70.00 + VAT = £84.00

STUDENT:

£35.00 + VAT = £42.00

INSTITUTIONAL:

£400.00 + VAT = £480.00

Membership entitles you to a reduced fee at UKES seminars, training events and the Annual Conference and receipt of the UKES Newsletter the evaluator and regular e-bulletin updates. See [more here](#)

[Download the UKES membership form](#)

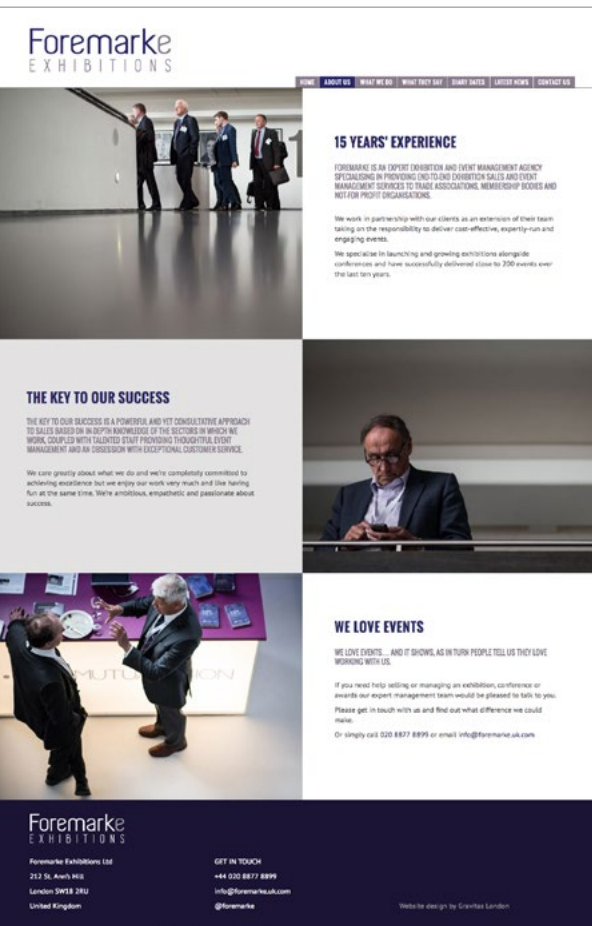
[Join UKES online now here](#)



UK Evaluation

Project: Rebranding

Rebranding and new designs for the United Kingdom Evaluation Society's website. Features interactive content and a mobile friendly design.



Foremarke
Project: Website and new branding

WordPress website featuring company overview, news and events, customer testimonials and information.

Energy & Infrastructure Project Resource Specialists



in



Latest opportunities

> ALL OPPORTUNITIES

Latest news

> ALL NEWS



CONTROL ENGINEER

Job Ref: 849

INSTRUMENT DCS ENG
COMMISSIONING ONSHORE

A fully responsive site (yes, with images in circles rather than squares!) featuring a raft of information on the company and an automated job bulletin board, also posting automatically to LinkedIn.



Mentor IMC website

Project: Design and development

Virals and videos.

**Increases efficiency
and productivity
of your IP Department**



**Frees in-house resources
to focus on higher
value tasks**

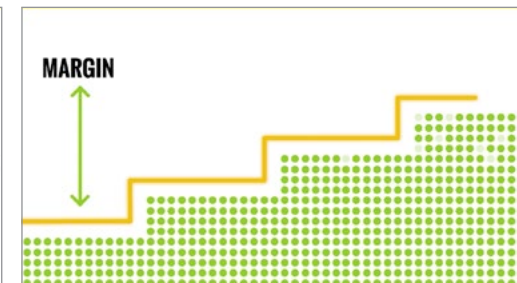
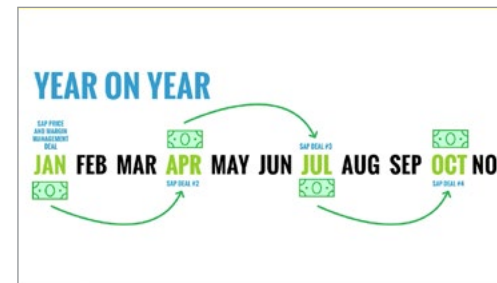
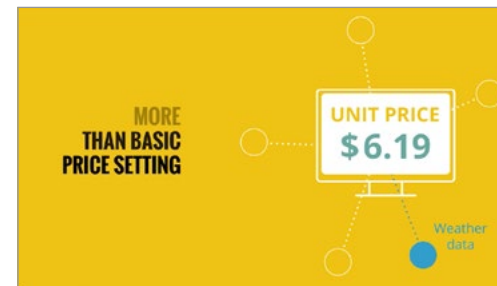
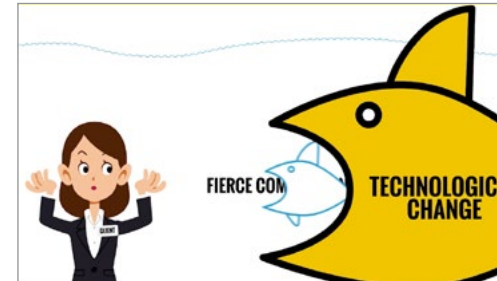


**Best practice
in IP admin
and paralegals
to reduce risk**

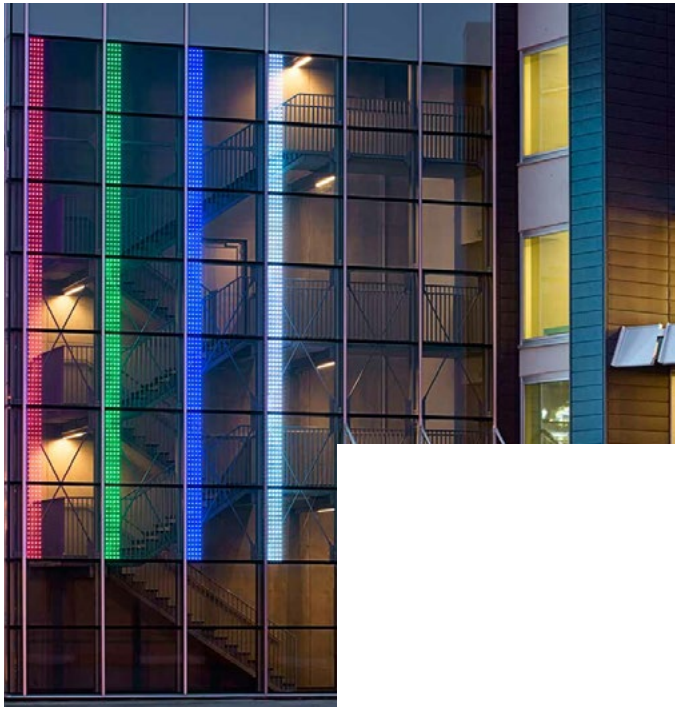
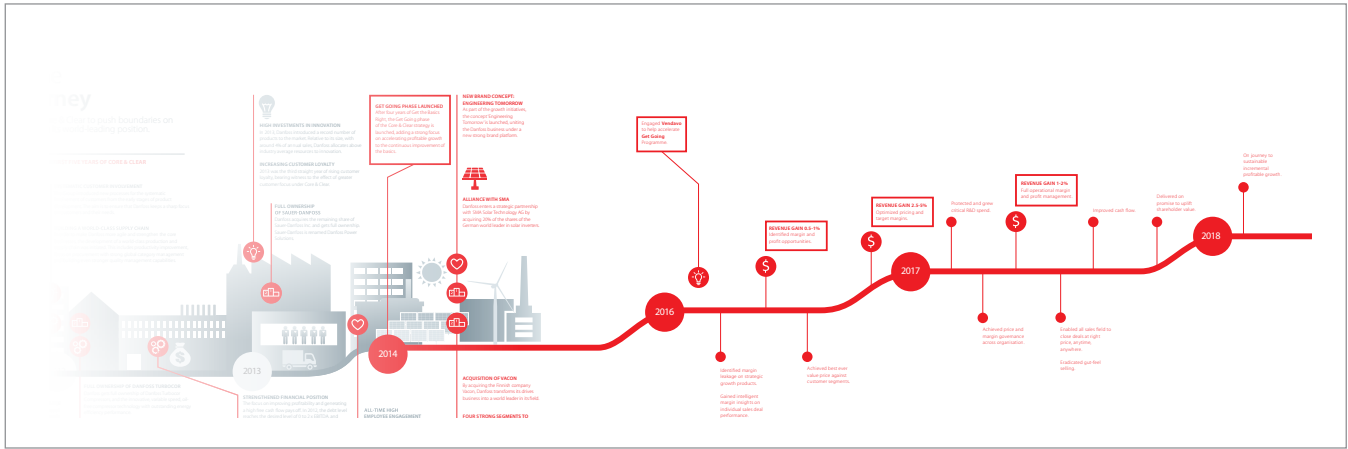


**Manages workload peaks,
backlogs and special scenarios**





Advertising and DM.



Personalised mailings

Project: Direct mail

Vendavo help major companies improve their profit margins, so what better way to show a CFO how they could do that than to show them the figures in a style they recognise. Their own!





Here at Charles Stanley we have a different approach to investment services.

We don't just slot you into someone else's financial model. We custom build a service that's tailor-made for you.

- Discretionary and advisory portfolio management
- Advisory and execution-only share dealing
- Charity services
- Financial planning
- Corporate and employee wealth management
- Funds management
- Wealth management
- Court of Protection and damages awards
- Inheritance Tax portfolios
- Probate services
- Traded options, CFDs, ETPs
- Corporate finance
- Institutional dealing

For a brochure or to discuss our services in more detail please contact our **Leeds** office:
14 King Street | Leeds LS1 2HL | 0113 200 5230

CHARLES STANLEY
www.charles-stanley.co.uk

Charles Stanley & Co. Limited is authorised and regulated by the Financial Services Authority. Registered office 25 Luke St, London EC2A 4AR. Registered in England No 1903304

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Charles Stanley

Project: Awareness ads

Press ads in financial and sponsored magazines.



Subscribe now to FLYER from just £2.25 per month.

We are the home of top GA writers, including Paul Bonhomme, Dennis Kenyon and Ian Seager. Enjoy more exclusive flight tests than any other UK GA magazine, from microlights to those rare and beautiful aircraft.

Benefit from free landings offers too, adding up to many times the cost of a subscription.

Tap in to FLYER's unique advice from our experienced team and revel in the aircraft you fly and the type of flying you enjoy.

FLYER. FOR THE JOY OF FLYING.
www.flyer.co.uk

SUBSCRIBE NOW!

Call 01225 632188 with your credit/debit card details or email liz.mead@seager.aero



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FLYER. FOR THE JOY OF FLYING.
www.flyer.co.uk

Flyer Magazine

Project: Subscription ads

Press ads, banner ads and direct mail campaign to promote subscriptions.

Infographics and collateral.

Eurostar

01: CUSTOMER STORIES

Established 1994, Eurostar is one of the most **iconic rail transportation brands** in the World.

Annual revenues of **\$1.5B (£899m)** continues to drive growth through expansion of existing services.

Constant focus on innovation has driven **further investment** in a new fleet with increased capacity due 2015.

TECHNOLOGY MAKING JOURNEYS EASIER

In 2011, Eurostar launched a free mobile app allowing passengers to book journeys on-the-go and receive tickets direct to their phones.

Through the app customers can also easily access service updates, FAQ's and their loyalty points earned - delivering more benefits to customers.



THE OUTCOME WE ASSOCIATE TO EUROSTAR'S SUCCESS



NIIT technologies

NIIT technologies

02: CUSTOMER STORIES

es in the World.

70 gaming machines, 1M machines are all 24 hours a day,



2014 Now just 16 minutes to restore a faulty revenue generating device

providing end-to-end operation support for

including Devices, VLANs and virtual Wintel servers, Exchange VMware host servers

Application, Database and Monitoring

Cloud management for the above towers

NIIT Technologies 100% customer satisfaction from Caesars

NIIT technologies

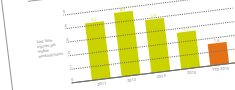
NIIT technologies

FLSmidth in numbers

FLSmidth divisions



Safety record



1.7 accidents per 1,000,000 working hours

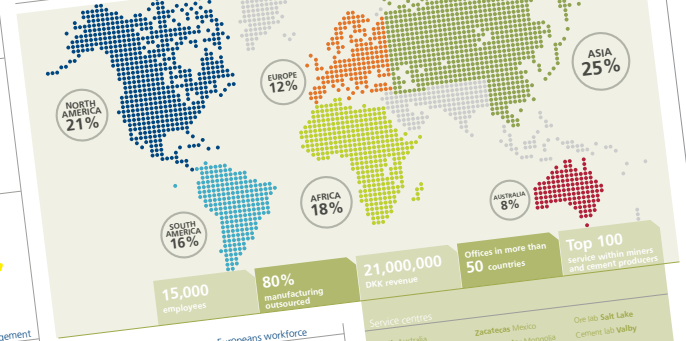
Diversity of executive management



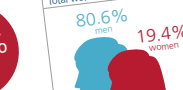
Share of women in management



Your global partner



Total workforce 2014



Non-Europeans workforce

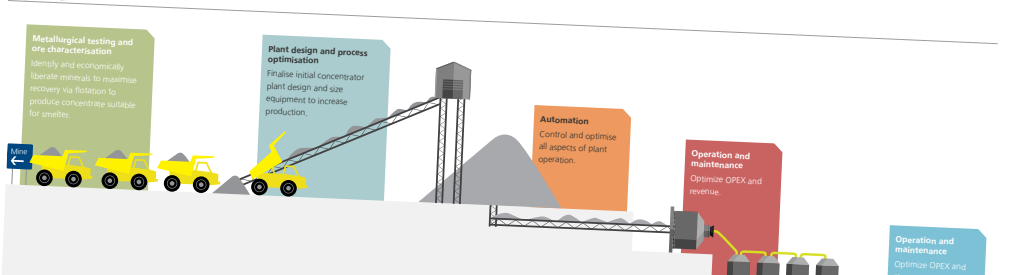


Service centres

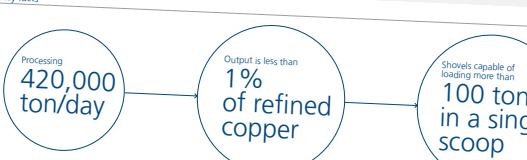
Perth Australia, Detona South Africa, Tucson United States, Arequipa Peru, Antofagasta Chile, Santiago Chile, Zacatecas Mexico, Ulaanbaatar Mongolia, Karaganda Kazakhstan, Kolumba Russia, Istanbul Turkey, Hanoi Vietnam, Oye las Salas Cement lab Valtby

FLSmidth role in mineral processing

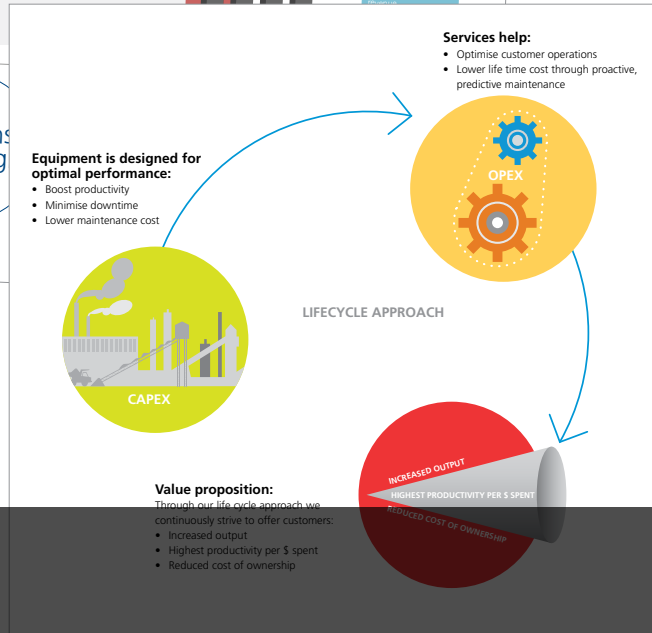
Key benefits



Key facts



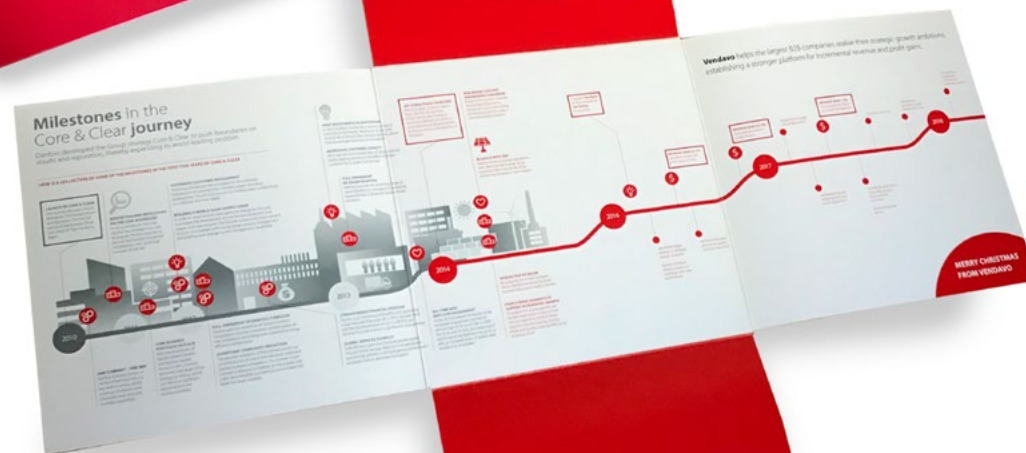
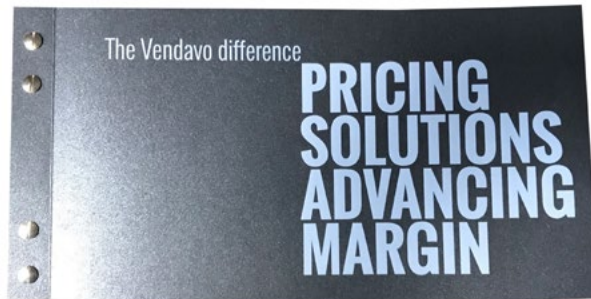
One Source



Various

Project: Infographics

Selection of charts and infographics to illustrate reports and collateral.



Print

Some print examples featuring special processes, binding and finishing, die cutting and printing on acetate, amongst others!



NIIT Technologies

Project: Gift box

A personalised, hand delivered present to a CEO with a difference. Presentation boxes that contain chocolates, but also information on the key sectors NIIT operate in and an appointment reply card.

Gravitas. **Seeing the wood from the trees.**

www.gravitaswales.com
info@gravitaswales.com
0330 056 3337

