

**TFA**

**Building Better Brands**



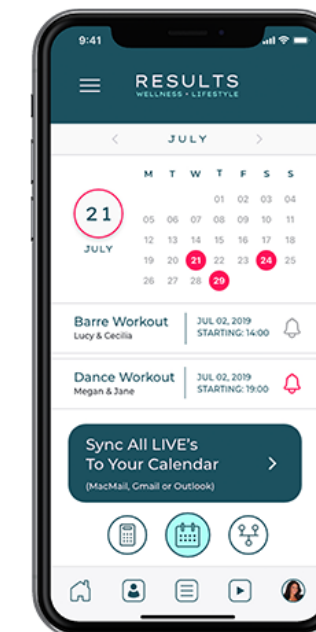
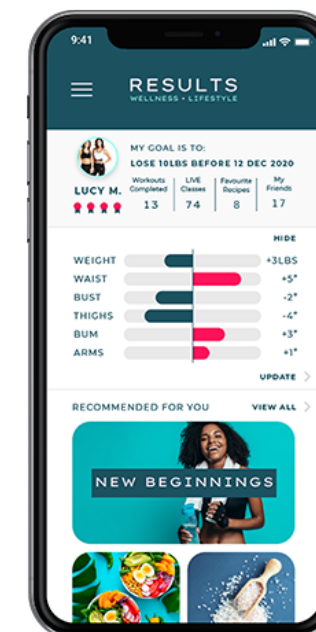
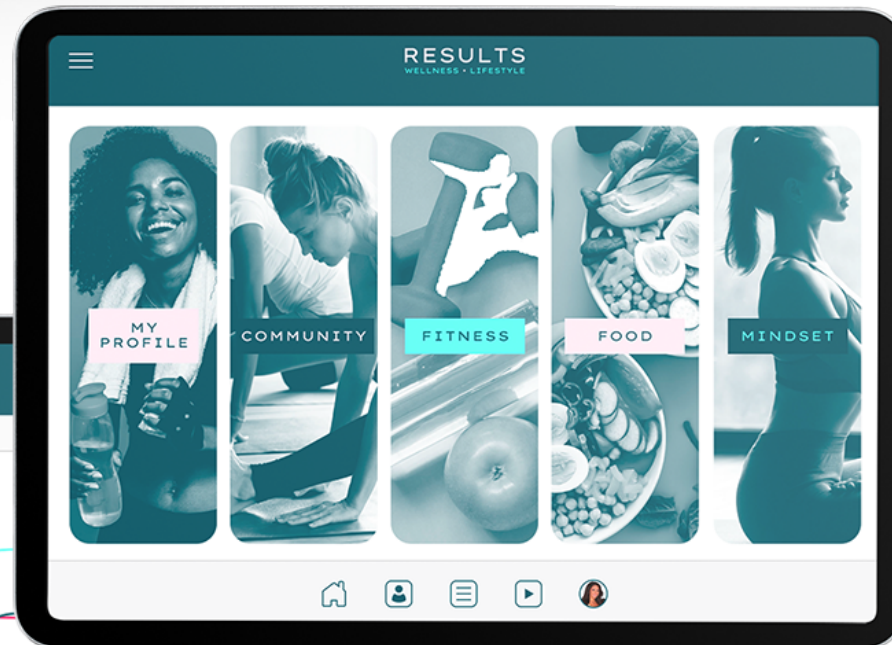
# Branding & Guidelines

# Ponko



# RESULTS

WELLNESS • LIFESTYLE



Building Better Brands



Branding and App Design



**EDGAR TAYLOR**  
CONSTRUCTION



Building Better Brands

**Edgar Taylor**  
Brand Guidelines



**EDGAR TAYLOR**  
CONSTRUCTION

Publications



Signage



Apparel



Vehicles



Building Better Brands

**Edgar Taylor**  
Branded Collateral



Print Collateral



Exhibitions



Print and Digital Advertising



Interactive PowerPoint Presentation



Building Better Brands

**Mecc Alte**  
C-Type Branding, Website & Collateral



Building Better Brands

Mecc Alte

Power From Within Branding & Brand Guidelines





**AEG**  
AIR ENGINEERING GROUP

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TECHNOLOGY ENGINEERING



ONSITE SERVICES



AIR & FLUID PRODUCTS

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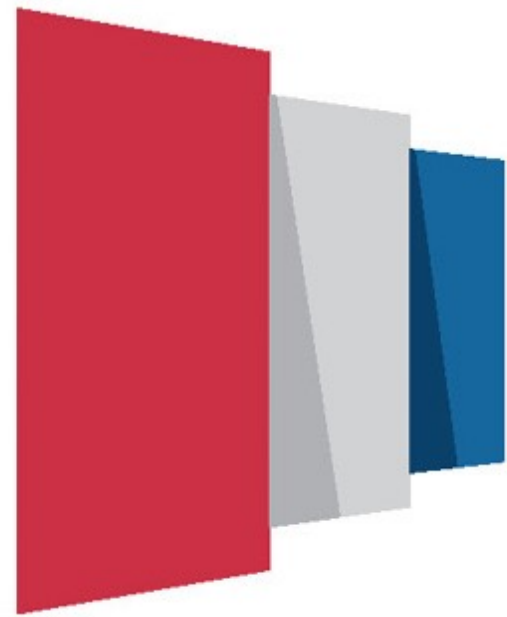
**TFA**

Building Better Brands

**Air Engineering Group**

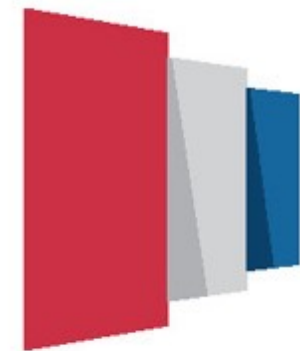
Group Branding





# JEWERS

The Mark of Excellence & Innovation



# JEWERS

**I JEWERS**

**INNOVATION For Aviation**

- Esvian aircraft hanger doors
- Phoenix industrial sliding and folding doors
- Bespoke industrial door solutions
- Design, manufacture, installation, maintenance and repair

jewersdoors.co.uk 01767 317090 postroom@jewersdoors.co.uk

Customer loyalty is priceless.

**always bespoke, always trusted.**

**I JEWERS**

**INNOVATION For Aviation**

Jewers Doors Limited is a privately owned, family company dedicated to the design, manufacture and installation of specialist industrial doors and aircraft hanger doors. We manufacture the world renowned **Esvian** aircraft hanger doors and the **Phoenix** industrial door range.

**The Mark of Excellence & Innovation**

*"The most advanced hanger door system in the world"*

- Esvian aircraft hanger doors
- Phoenix industrial sliding and folding doors
- Bespoke industrial door solutions
- Design, manufacture, installation, maintenance and repair

Emirates QATAR AIRWAYS BRITISH AIRWAYS AIRMAIL AIRLINES Monarch RYANAIR easyJet ROYAL AIR FORCE

**I JEWERS**  
The Mark of Excellence & Innovation

**INNOVATION For Aviation**

**BRAND GUIDELINES**  
Version 1.0 June 2014

**I JEWERS**  
The Mark of Excellence & Innovation

**INNOVATION in Emergencies**

**Phoenix range Swift bi-folding doors – for the safest getaway**

High-speed opening, safe, reliable, low-maintenance, and industry proven.

SOUTH YORKSHIRE FIRE & RESCUE SERVICE

jewersdoors.co.uk 01767 317090 postroom@jewersdoors.co.uk

**I JEWERS**  
The Mark of Excellence & Innovation

**INNOVATION in Aviation**

**Phoenix range Csprey and Kingfisher folding and sliding doors – versatile hangar door solutions**

Safe, energy-efficient, lightweight operation, reliable, low-maintenance and industry proven.

MANUAL CSPREY DOOR TO LIGHT AVIATION HANGAR

jewersdoors.co.uk 01767 317090 postroom@jewersdoors.co.uk



Building Better Brands

**Jewers Doors**  
Brand Guidelines & Displays



Custom pyramid-shaped insert opens out.



Special metallic inks and gloss varnish effects with debossing of logo on swing tags.



Custom ribbon with additional stitched label and details for shirt.

Special metallic inks and gloss varnish effects with debossing of logo on box and packaging.



Supporting imagery for additional ad concept.



Alternate image concept featuring a chess theme with the city as your playground.





Building Better Brands

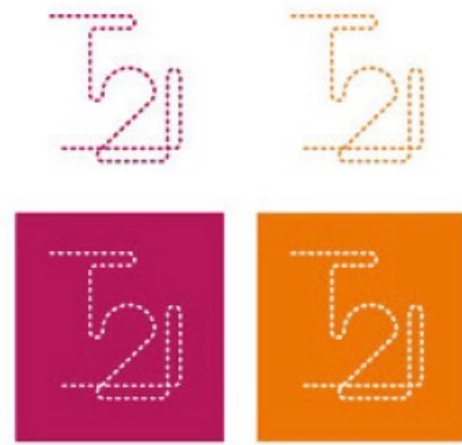
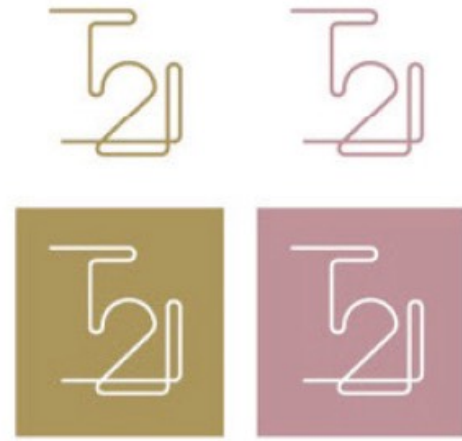
**4C Strategies**  
Branding, Guidelines & Collateral



Building Better Brands

**Security Print Services**  
Branding & Corporate Guidelines





# T/21

T/21 T/21 T/21

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T/21 T/21 T/21



veddere

vedere 

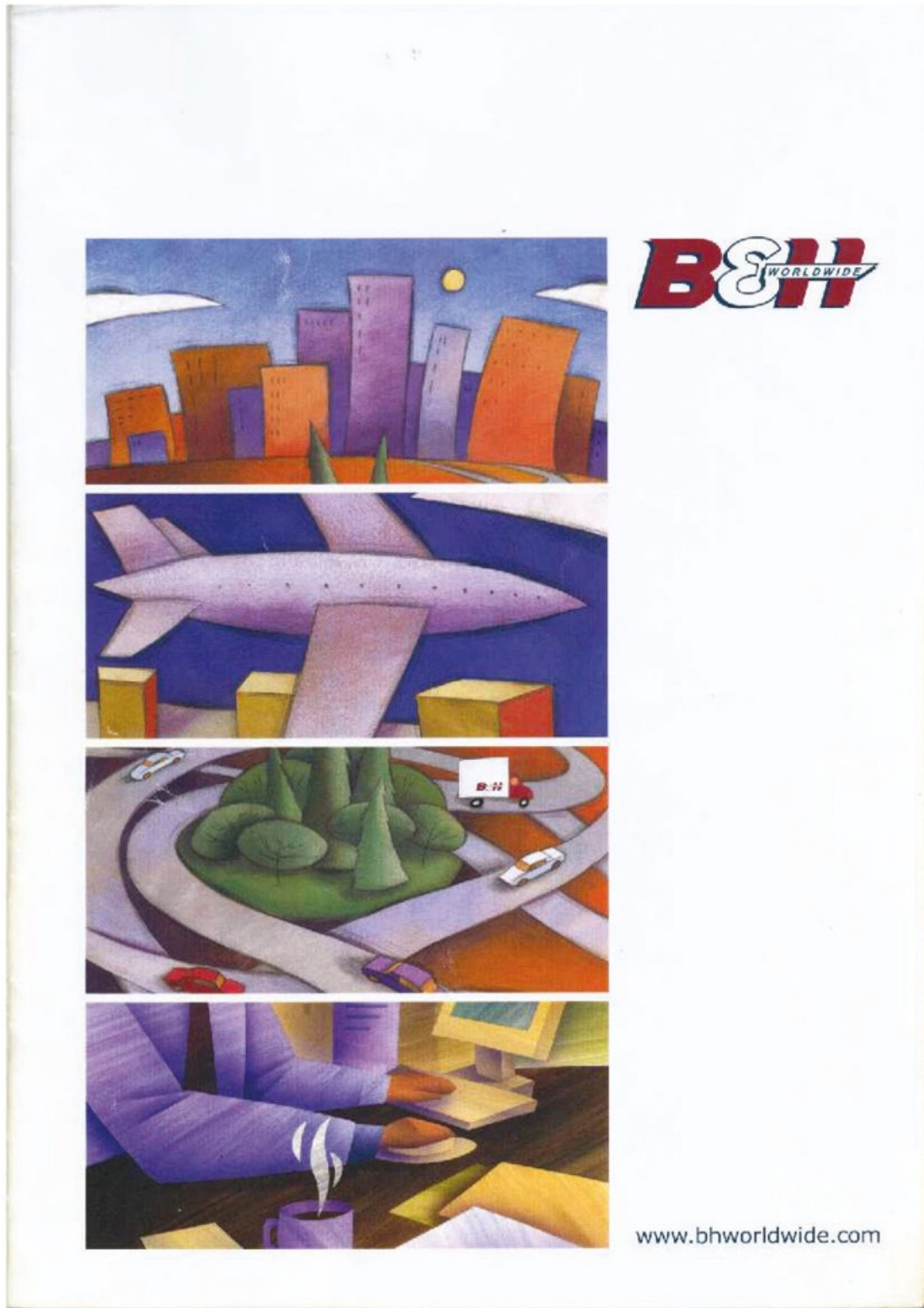


Cartagena de Indias - Colombia  
PO Box: 98785 - Street A3#21  
Office 5 - Old Downtown  
+987 0 1234 56789  
+987 0 1234 566  
info@originaimockups.com



Building Better Brands

**Vedere Consulting**  
Stationery & Collateral



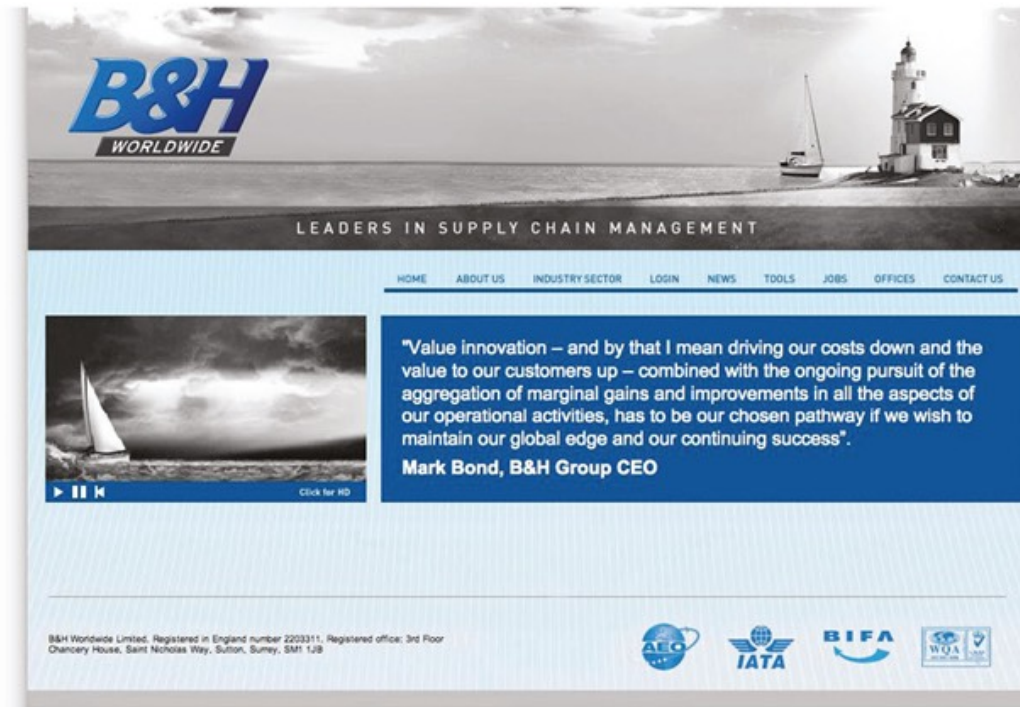
Before



After



LEADERS IN SUPPLY CHAIN MANAGEMENT



Building Better Brands

B&H Worldwide Logistics Website & Collateral



# Sir Charles Kao UTC



Sir Charles Kao UTC Brand Guidelines | Version 1.0

4.1 | Our Colour Palette - Primary, Secondary & Support Colours 17

OUR COLOUR PALETTE	PRIMARY COLOURS	SECONDARY COLOURS	SUPPORT COLOURS
<p>Wherever elements of the Sir Charles Kao UTC are professionally reproduced the correct colour references must be used. Any variations of colour must be seen as a percentage ton of the original colour.</p> <p>RGB colours are to be used for digital graphics, such as web pages or in presentations and on devices.</p> <p>Supporting colours are for use as background elements only and should not feature as a focal element in any artwork.</p>	<p><b>TEAL BLUE</b> RGB 46/182/46 CMYK 100/100/0/0</p> <p><b>TEAL GREEN</b> RGB 141/198/43 CMYK 50/20/100/0</p>	<p><b>CYAN</b> RGB 0/174/229 CMYK 100/0/0/0</p> <p><b>DARK GREY</b> RGB 30/30/30 CMYK 30/30/30</p>	<p><b>TEAL</b> RGB 35/176/133 CMYK 75/50/0/0</p> <p><b>PURPLE</b> RGB 135/71/156 CMYK 58/85/0/0</p> <p><b>PINK</b> RGB 236/0/113 CMYK 0/100/50/0</p> <p><b>ORANGE</b> RGB 234/128/14 CMYK 58/0/95/0</p> <p><b>YELLOW</b> RGB 255/255/0 CMYK 0/0/100/0</p>

Sir Charles Kao UTC Brand Guidelines | Version 1.0

5.1 | Our Typography - General Use 19

OUR TYPOGRAPHY	SUPPORT FONTS
<p>Our brand uses a combination of 'Museo' and 'Variable' in its typography. 'Museo 500' is to be used solely for headlines or titles, whereas 'Variable Bold' is to be used for main body text.</p> <p>Do not overcrowd layouts and use only the different weights shown below. Keep typography simple and preferably left-align all text.</p>	<p>'Museo' and 'Variable' should be used across all applications, wherever possible. Should these fonts not be suitable or available to the medium you are using, you can revert to these support fonts. Web-font versions of 'Museo' and 'Variable' are preferred for HTML5 applications (styled with 'font' as a default tactic).</p>
<p><b>HEADLINE &amp; TITLE TEXT</b></p> <p><b>Museo 500</b></p> <p>ABCDEFGHIJK LMNOPQRSTU VWXYZ</p> <p><small>SUPPERCASE ONLY</small></p>	<p><b>BODY TEXT</b></p> <p><b>Variable Bold</b></p> <p>ABCDEFGHIJK LMNOPQRSTU VWXYZ</p> <p>abcdefghijklmno pqrstuvwxyz</p>
<p><b>SUPPORT HEADER</b></p> <p><b>Arial Bold</b></p> <p>ABCDEFGHIJKLMNO PQRSTUVWXYZ</p> <p>abcdefghijklmno pqrstuvwxyz</p>	<p><b>SUPPORT BODY</b></p> <p><b>Arial</b></p> <p>ABCDEFGHIJKLMNO PQRSTUVWXYZ</p> <p>abcdefghijklmno pqrstuvwxyz</p>



Building Better Brands

**Sir Charles Kao UTC**  
Brand Guidelines & Collateral

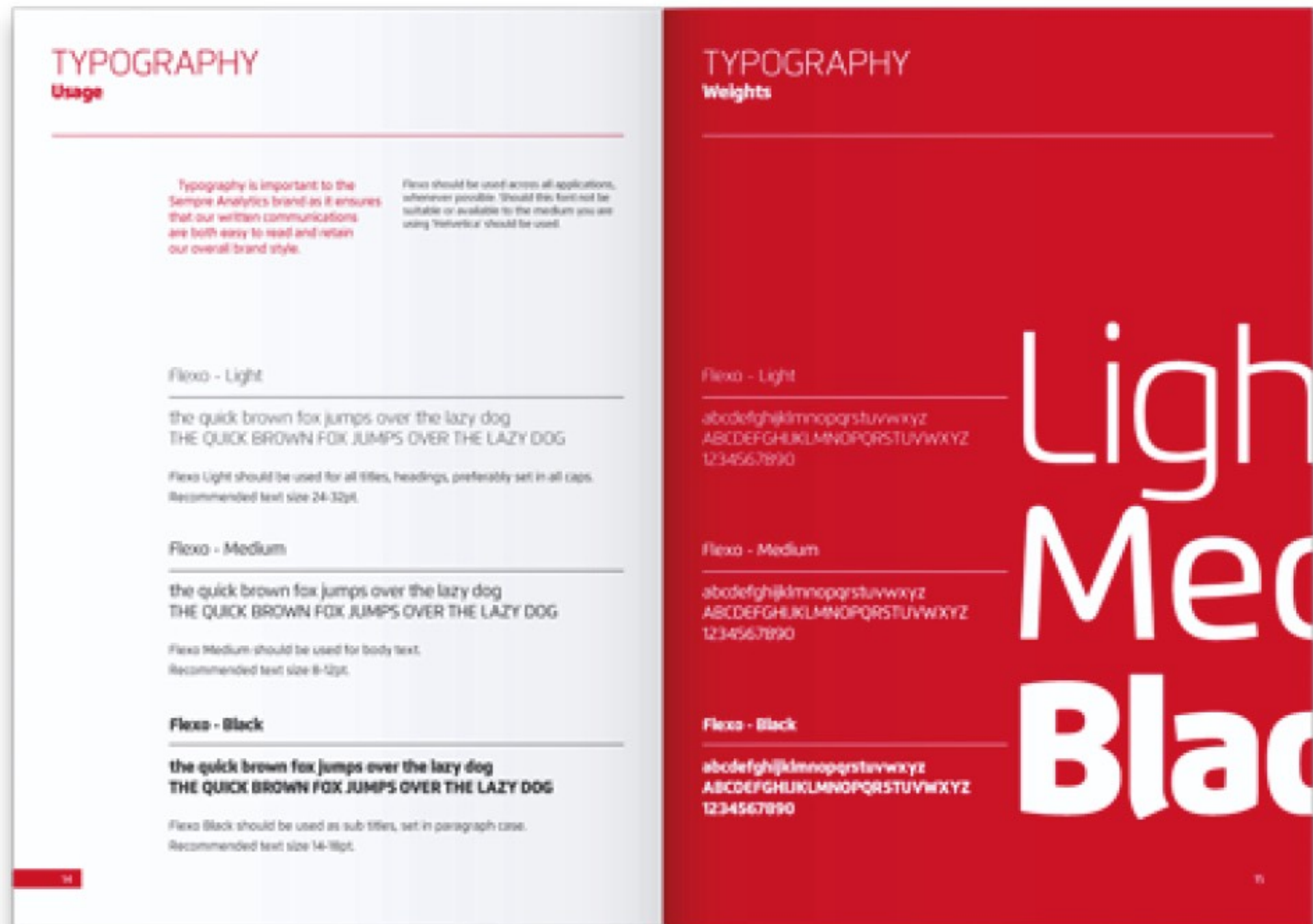
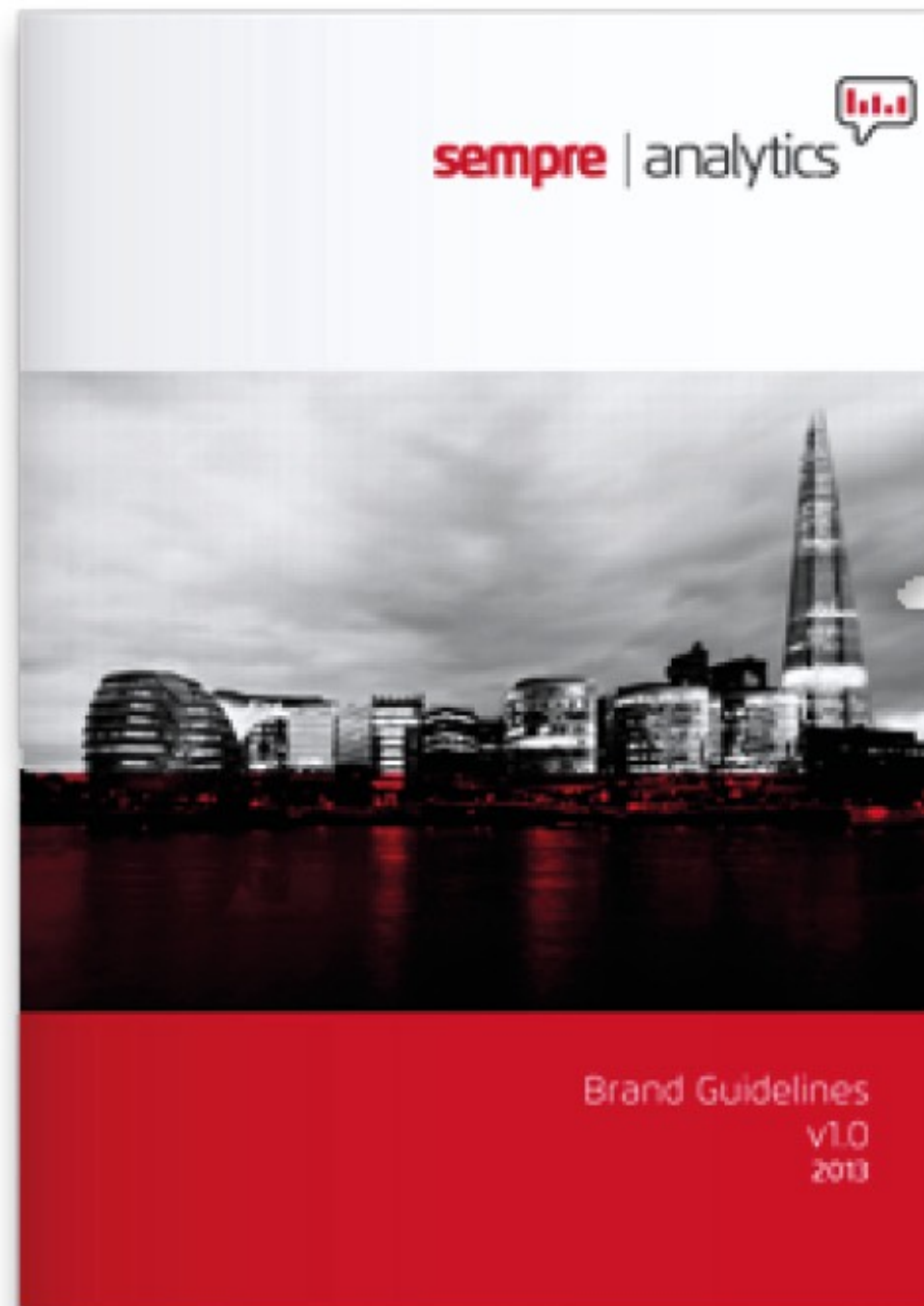
# DRAGON LOCK





fal anx  
aSSURia

# sempre | analytics





TRINITY

**TFA**

Building Better Brands

**Trinity Computers**

Corporate Rebrand



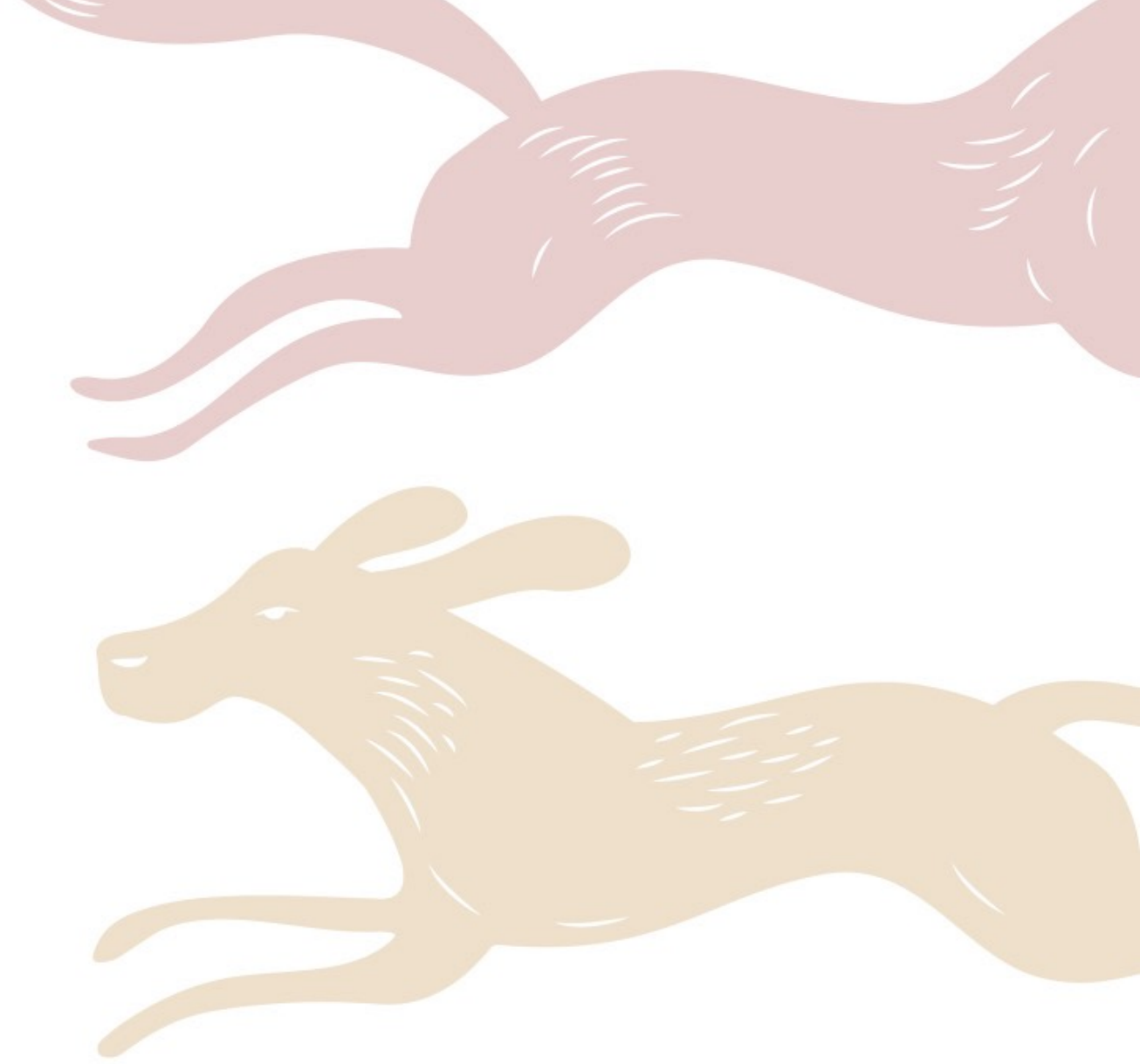
# Daily Life Tracker





# FOX & HOUNDS

PUB & GRILL



Menus



Photography



Posters



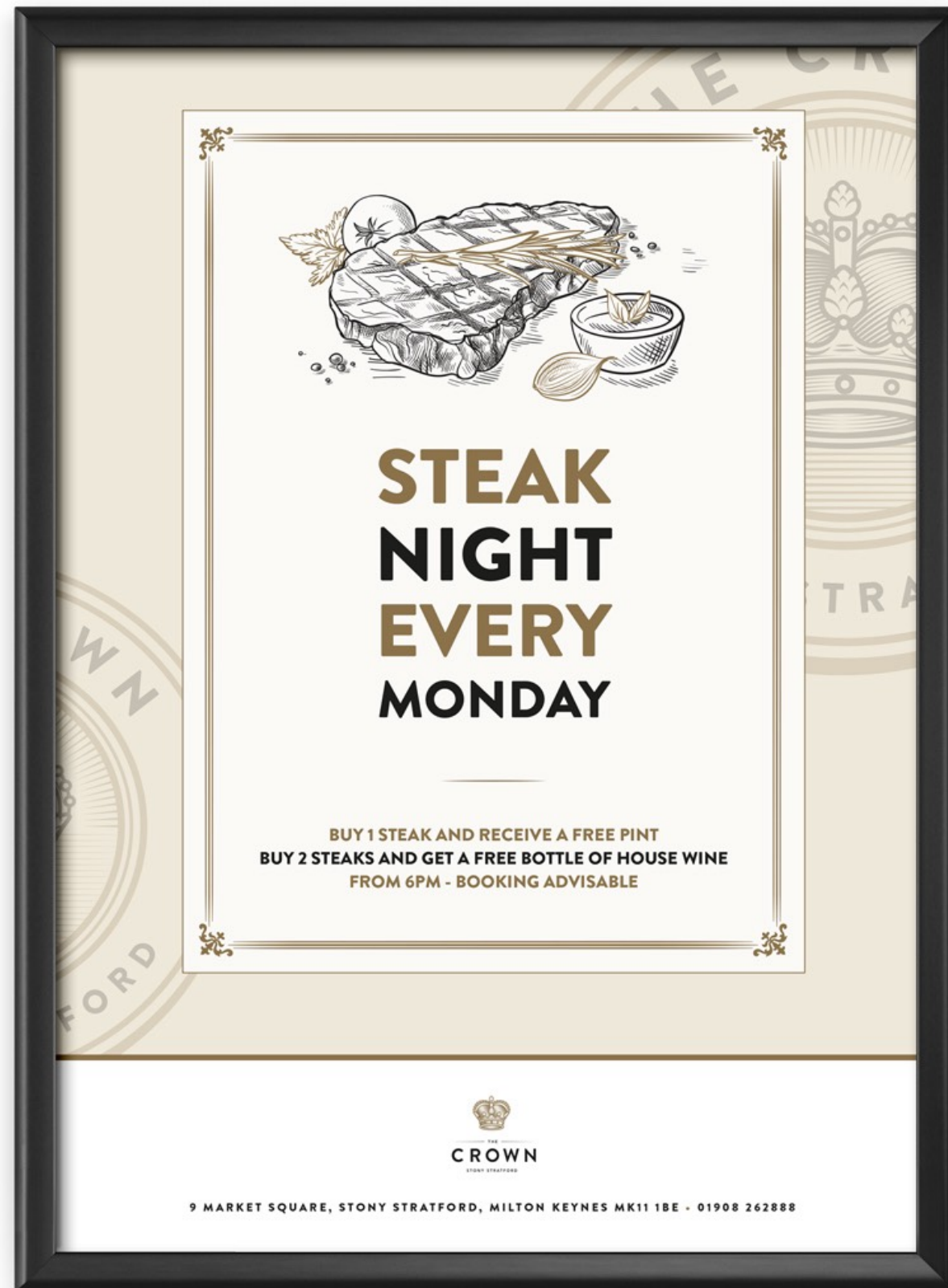




— THE —  
**CROWN**  
STONY STRATFORD



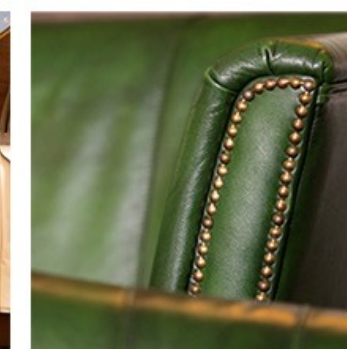
Posters



Facebook Ads



Photography





— THE —  
**GREYHOUND**  
PUB & RESTAURANT



Menus



PPC Ads



Posters



Menus



Photography



Facebook Ads



Posters

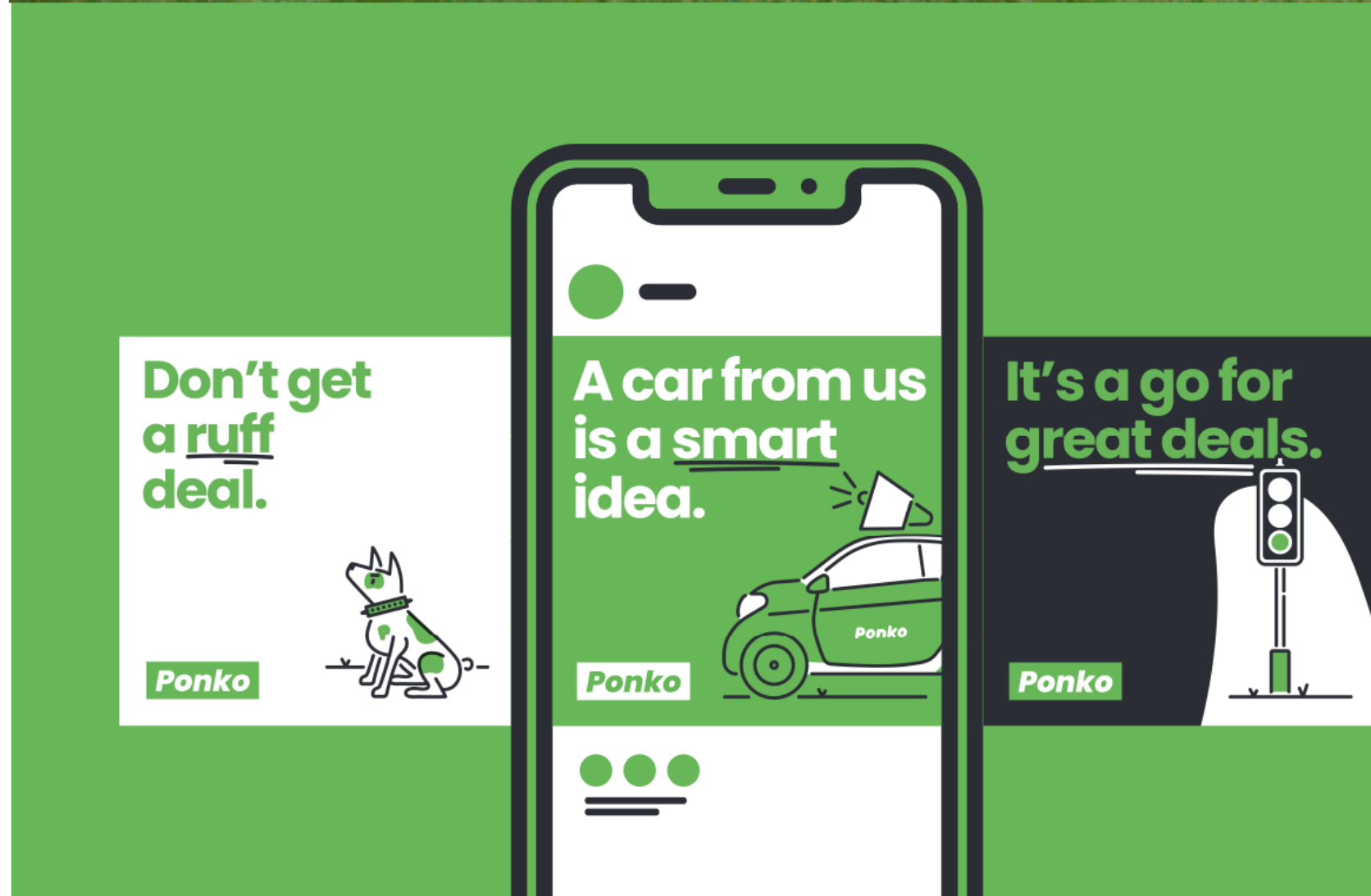




# Campaigns



**Ponko**









COURAGE IS A MORE POWERFUL FORCE THAN FEAR.

Courage doesn't come from stature, it comes from belief. Throughout life, we are taught what we can or can't do and who we can or can't be. The world needs us to change the way we see it to find new and better ways of doing what we do. The time has come to remember how we were in our youth. We need to fear less and embrace the world in front of us.

The world needs the brave.

FOR FURTHER INFORMATION VISIT [WWW.MECCALTE.COM](http://WWW.MECCALTE.COM)



THE BIRTHPLACE OF INNOVATION IS IMAGINATION.

Our planet is changing. We are aware of the impact we have and the decisions we make which affect the world we hand over to our children and future generations. We need to show our commitment to true innovation for a better world. By not always putting profit first. Innovation is one of the greatest assets we have and, when we treat with it, we can solve problems which were the quiet to overcome. Innovation is a force for good that should be our direction in finding every possible way to make our tomorrow and beyond.

Innovation isn't about being the best. It's about us being better.

FOR FURTHER INFORMATION VISIT [WWW.MECCALTE.COM](http://WWW.MECCALTE.COM)



WE MAY STAND APART, BUT THERE IS POWER IN UNITY.

Those who set out to achieve the impossible often fail, but they never give up. When surprises arise in pursuit of their ambition to reach a goal that others think is almost impossible, it's through the experiences of the time and our ambitions, who look to leaders before us, we surpass the challenges of our time and give the next generation a world of progress, just as we give to us.

Working together, we are greater than the sum of our parts. Share the Power from Within.

FOR FURTHER INFORMATION VISIT [WWW.MECCALTE.COM](http://WWW.MECCALTE.COM)



WE FIND THE OPTIMUM SOLUTION... OR WE CREATE IT.

Learn from others all around, it's not without its risks. It's about finding out, it's not about creating, it's about finding out. We are always looking for the best solution, we are always looking for the best solution, we are always looking for the best solution. We are always looking for the best solution, we are always looking for the best solution. We are always looking for the best solution, we are always looking for the best solution.

Learn from others all around.

FOR FURTHER INFORMATION VISIT [WWW.MECCALTE.COM](http://WWW.MECCALTE.COM)



ADDING VALUE FOR OUR CUSTOMERS AT EVERY SINGLE TURN.

Sometimes, all we need is a little bit of help to reach our goals. The best solution is rarely obvious and is often right there in front of us. Powergen is a complex industry and, for manufacturers, solving technical problems is an effective way to do business, creating a better business to deliver and finding the right parts, especially those of our customers. Our happy customers through collaboration and knowledge sharing. Working together, we can find new directions and mutually beneficial solutions to product development, service delivery and supply chain - then even better.

Value is not necessarily measured by how we get there, but by how good the end result is.

FOR FURTHER INFORMATION VISIT [WWW.MECCALTE.COM](http://WWW.MECCALTE.COM)



Building Better Brands

Mecc Alte  
Global Advertising Campaign



**CHOOSE WISELY**

mecc alte

**POWER FROM WITHIN**

mecc alte **V-TYPE**

**THE NEW V-TYPE ALTERNATOR**

All our alternators are technically advanced, including as standard:

- VT+ INSULATION SYSTEM
- DIGITAL AVR VOLTAGE REGULATION
- DAMPER CAGE
- TWELVE WIRE
- MAUX POWER BOOST SYSTEM

mecc alte

mecc alte

**POWER FROM WITHIN**

More Resilient.  
More Robust.  
More Endurance.  
More Alternator.

MAUX MAUX

V-Type Total+ VTP

Digital AVR M3K M3K<sup>HD</sup>

mecc alte



Building Better Brands

**Mecc Alte**

Global Advertising and Social Media Campaign



Building Better Brands

**Autohome**

Pay Per Click Advertising Campaign

**BOTHWICK**  
FINANCE LTD

**INVEST IN YOUR  
BUSINESS. REAP  
THE REWARDS**



**BOTHWICK**  
FINANCE LTD

**ENABLING THE  
FUTURE OF YOUR  
BUSINESS**



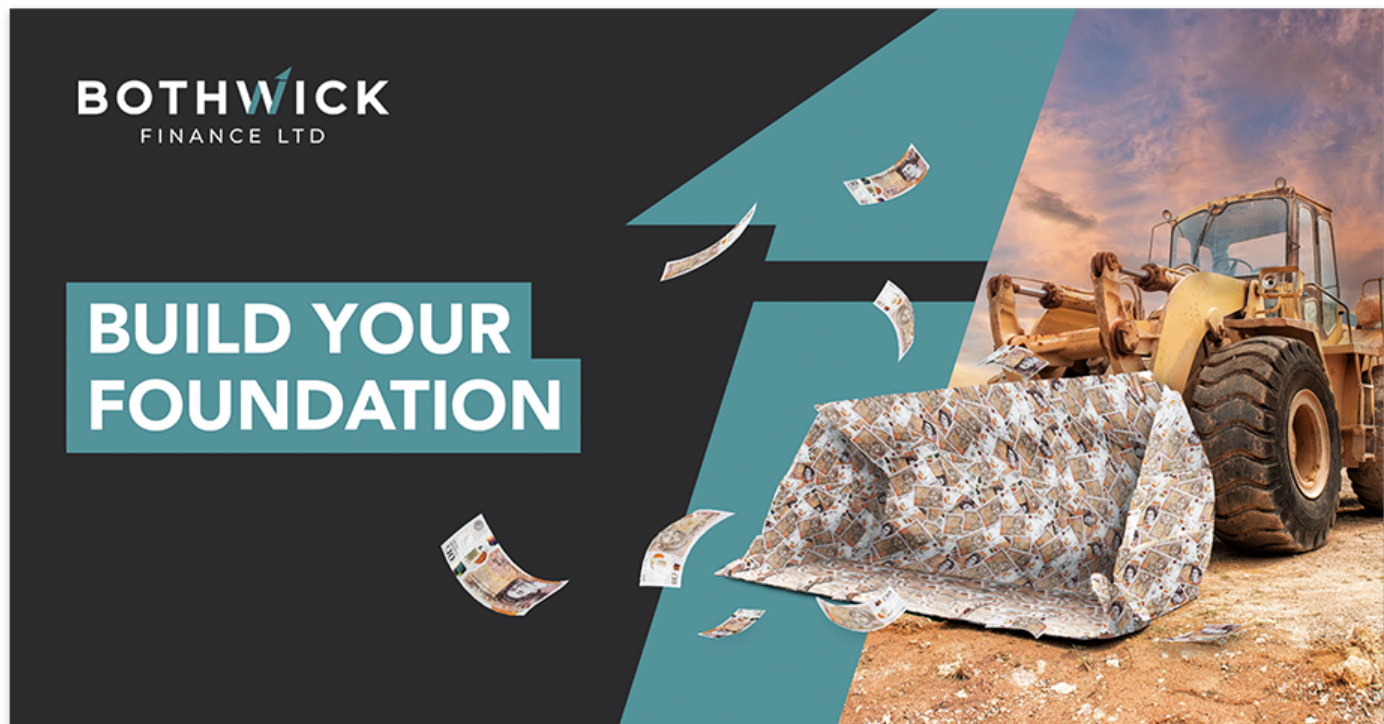
**BOTHWICK**  
FINANCE LTD

**ASSEMBLE  
YOUR BUSINESS'  
FUTURE.**



**BOTHWICK**  
FINANCE LTD

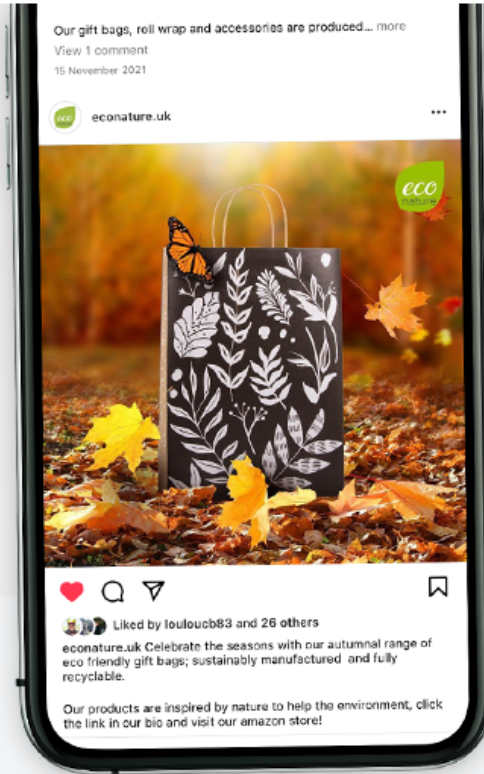
**BUILD YOUR  
FOUNDATION**



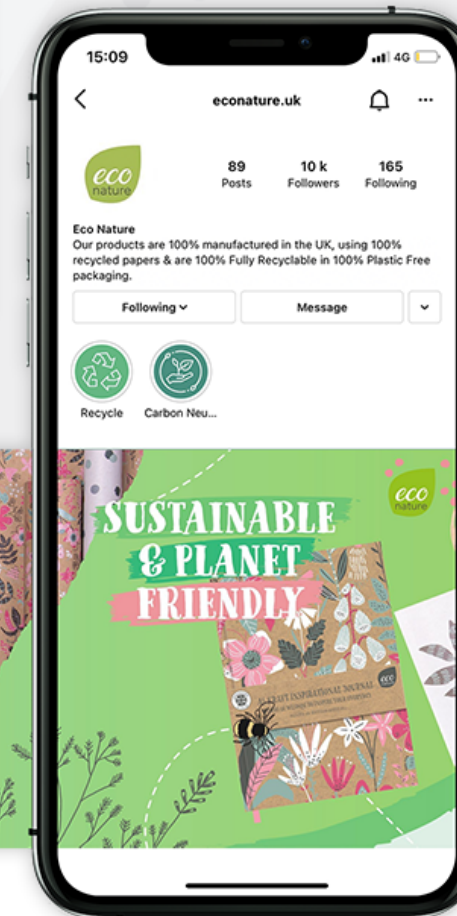
Building Better Brands

**Bothwick**

Pay Per Click Advertising Campaign



#ecobyname



**ENLIT AFRICA RETURNS FOR 2022**  
WHAT WILL BE DISCUSSED AT THIS YEAR'S POWER EVENT?  
POWER HEADS

**WHAT WAS THE TURNING POINT IN YOUR ENGINEERING CAREER?**  
POWER HEADS

**HOW SHOULD WE INSPIRE THE NEXT GENERATION OF WOMEN IN STEM?**  
POWER HEADS

**HOW POWER ENGINEERS ARE MAKING STRIDES TOWARDS A GREENER FUTURE**  
POWER HEADS

**TOP 3 TECH TRENDS TO LOOK OUT FOR IN 2022**  
INTRODUCING THE METAVERSE  
Meta  
POWER HEADS

**JOIN THE NO.1 ENGINEERING COMMUNITY**  
POWER HEADS  
**SIGN UP TO POWERHEADS FREE TODAY**

**THE PURPOSE OF POWERHEADS**  
POWER HEADS  
FRESH CONNECTIONS

**TRENDING TOPICS** Threads & Discussions  
Steve Smith  
10 years into my electrical power engineer career, here are what I believe to be the most important skills starting out!  
75,000 Project management, purchasing the essentials, safety first  
After I taught start to the engineering world can help to say that the industry is on my 10 year anniversary of being an electrical power engineer I wanted to share my experience with others, here's what my top 3 skills are for the industry

**INDUSTRY INSIGHTS**

**FREE & SPEEDY SIGN UP IN UNDER A MINUTE ENGINEER YOUR FUTURE WITH POWERHEADS**

10:57 Instagram  
powerheadsforum

Liked by powerheadsforum and others  
powerheadsforum How can Powerheads boost the beginning of your career in engineering?  
Jam-packed with trending topics direct from the industry, the Powerheads forum brings crucial industry insights straight to you! Learn from the leading professionals in your sector and make fr... 11/10/21

Powerheads forum app interface showing various posts and navigation options like Polls, Events, News, #earthday, and IWT.

Brand Collateral



Print and Digital Advertising



Building Better Brands

Starlight

Trade Advertising | Print & Digital



Point of Sale Advertising



Lorry Livery



Social Media Posting



Print Advertising



Web Advertising



Publications



Social Media

**Four in five**  
US consumers  
now consider  
supermarket  
brands to be  
just as good as  
leading brands

**34% of UK Millennials**  
stated that they're  
likely to visit food  
banks as they  
cannot afford all  
their groceries

**36% of Britons** may  
need to borrow  
money to cover  
the cost of bills

[Learn More](#)

**82% of US shoppers**  
are checking  
prices more than  
they used to

[Learn More](#)



Building Better Brands



Trade Advertising | Print & Digital

Print Advertising

**Antica Tradizione**  
 EXTRA VIRGINE DI OLIVA  
 EXTRA VIRGIN OLIVE OIL

**PREMIUM QUALITY**  
 Extra Virgin Olive Oil

The skill, devotion and expertise of generations of local olive oil blenders, ensures the outstanding quality and superb flavour of each and every bottle of Antica Tradizione Extra Virgin Olive Oil.

Just a few compelling reasons to use Extra Virgin Olive Oil...

- ✓ Ideal for all your sauces, marinades and salads.
- ✓ Endlessly versatile - an excellent cooking medium and flavouring ingredient.
- ✓ Drizzle over finished dishes for a burst of flavour.
- ✓ A healthy choice and recommended as part of a well-balanced diet.

*Passionately committed to producing only the finest quality olive oil.*

Email Campaign

**Still UK's No.1 Olive Oil Brand\***

**TRADE WEEK SPECIAL**  
 1st - 7th July

£9.99

**Filippo Berio Catering Deals for July & August**

1L Extra Virgin, Classic, Mild & Light Olive Oil	2L Extra Virgin Olive Oil	2L Classic Olive Oil
5L Extra Virgin Olive Oil	5L Classic Olive Oil	2L Balsamic Vinegar

Stock up and take advantage of these unmissable offers.  
 For seasonal recipes and cooking tips visit: [www.filippoerio.co.uk](http://www.filippoerio.co.uk)  
 Contact: [info@berio.co.uk](mailto:info@berio.co.uk)

Source: Nielsen MAT 20.04.19

Find us on Facebook

**Still UK's No.1 Olive Oil Brand\***

**TRADE WEEK SPECIAL**  
 1st - 7th July

£9.99

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Stock up and take advantage of these unmissable offers.  
 For seasonal recipes and cooking tips visit: [www.filippoerio.co.uk](http://www.filippoerio.co.uk)  
 Contact: [info@berio.co.uk](mailto:info@berio.co.uk)

Source: Nielsen MAT 20.04.19

Find us on Facebook

Web Advertising

**TRADE WEEK SPECIAL**  
 1st - 7th July

£9.99

Find us on Facebook

**TRADE WEEK SPECIAL**  
 1st - 7th July

£9.99

Find us on Facebook

**TRADE WEEK SPECIAL**  
 1st - 7th July

£9.99

Find us on Facebook



Building Better Brands

**Filippo Berio**

Trade Advertising | Print & Digital

HELPING YOU THROUGH YOUR LANDLORD JOURNEY

## EXPANDING YOUR PORTFOLIO

Guidance and updates to help you prosper in the private rental sector.

FOR DETAILS ON NLA MEMBERSHIP:  
[www.landlords.org.uk/fullmembership](http://www.landlords.org.uk/fullmembership)  
 020 7840 8937  
[membership@landlords.org.uk](mailto:membership@landlords.org.uk)

NLA NATIONAL LANDLORDS ASSOCIATION

HELPING YOU THROUGH YOUR LANDLORD JOURNEY

## PROPERTY REPOSSESSION

Advice and assistance on ending a tenancy and gaining repossession of your property.

FOR DETAILS ON NLA MEMBERSHIP:  
[www.landlords.org.uk/fullmembership](http://www.landlords.org.uk/fullmembership)  
 020 7840 8937  
[membership@landlords.org.uk](mailto:membership@landlords.org.uk)

NLA NATIONAL LANDLORDS ASSOCIATION

HELPING YOU THROUGH YOUR LANDLORD JOURNEY

## MANAGING YOUR CASH FLOW

Assistance on letting fees, rental income protection and tax investigation insurance.

FOR DETAILS ON NLA MEMBERSHIP:  
[www.landlords.org.uk/fullmembership](http://www.landlords.org.uk/fullmembership)  
 020 7840 8937  
[membership@landlords.org.uk](mailto:membership@landlords.org.uk)

NLA NATIONAL LANDLORDS ASSOCIATION

HELPING YOU THROUGH YOUR LANDLORD JOURNEY

## STARTING & MANAGING YOUR TENANCY

Find the right tenant, set up best practice tenancy agreements and get discounts on tenancy deposits.

FOR DETAILS ON NLA MEMBERSHIP:  
[www.landlords.org.uk/fullmembership](http://www.landlords.org.uk/fullmembership)  
 020 7840 8937  
[membership@landlords.org.uk](mailto:membership@landlords.org.uk)

NLA NATIONAL LANDLORDS ASSOCIATION

HELPING YOU THROUGH YOUR LANDLORD JOURNEY

## PREPARING AND MARKETING YOUR PROPERTY

Ensure your property meets safety regulations, is energy efficient and is marketable.

FOR DETAILS ON NLA MEMBERSHIP:  
[www.landlords.org.uk/fullmembership](http://www.landlords.org.uk/fullmembership)  
 020 7840 8937  
[membership@landlords.org.uk](mailto:membership@landlords.org.uk)

NLA NATIONAL LANDLORDS ASSOCIATION

HELPING YOU THROUGH YOUR LANDLORD JOURNEY

# TAKING YOUR FIRST STEPS

Information, advice and training to help you buy and insure your property.

FOR DETAILS ON NLA MEMBERSHIP:  
[www.landlords.org.uk/fullmembership](http://www.landlords.org.uk/fullmembership)  
 020 7840 8937  
[membership@landlords.org.uk](mailto:membership@landlords.org.uk)

NLA NATIONAL LANDLORDS ASSOCIATION



Building Better Brands

National Landlords Association

Press Advertising Campaign



23 | 08 | 17 | 25  
DAYS | HOURS | MINUTES | SECONDS

360°

**LOOK**  
VISUAL - Distinguish Dragonfly's extraordinary/distinctive aesthetics

**LISTEN**  
SOUND - Listen to your favourite playlist through the amazing sound system.

**FLY!**  
FULL TILT TECHNOLOGY - Twist and lean into the tiller for fluid natural movement

**FRESH**  
INTRODUCING THE D-FLY  
World's First Luxury Hypercooter

**SATISFY**  
TASTE THE SATISFACTION  
Arrive in style, safely.

INTRODUCING  
THE WORLD'S  
FIRST LUXURY  
HYPERSCOOTER

INTRODUCING  
THE WORLD'S  
FIRST LUXURY  
HYPERSCOOTER

**CONFIDENCE**

DRAGONFLY  
HYPERSCOOTER

**BLACK & DECKER**  
Powerful Solutions™

**AUTOSELECT TECHNOLOGY**

**OUR MOST INTELLIGENT TOOLS EVER!**

**PS142X2 14.4V Auto Select™ Hammer Drill**

**TAKES THE GUESS WORK OUT OF DRILLING**

- Select the application and the drill will automatically adjust to the correct setting.
- Perfect for drilling into wood, metal or masonry and screw driving applications.
- Battery level indicator lets you know how much battery charge remains at any time.
- Variable speed for controlled drilling and screw driving.

14.4V  
10 SPEED  
1000 RPM  
AutoSelect™ technology for trouble free setting

EXXX.XX

**KS900SK 620w Auto Select™ Jigsaw**

**OUR MOST INTELLIGENT JIGSAW EVER**

- 2 settings for all your main application needs.
- Lighter, Smaller, More Powerful Motor.

600W  
10 SPEED  
1110 RPM  
AutoSelect™ technology for trouble free setting

EXXX.XX

**BDL500 Auto Levelling Laser with Digital Tape Measure**

**GET IT RIGHT THE FIRST TIME**

- Automatically levels in less than 5 seconds, quick and easy to set up and eliminates user error.
- Projects both horizontal and vertical laser lines - ideal for all leveling tasks around the home.
- Laser lines can be locked, ideal for use on the floor for layout work.

EXXX.XX

**PP360 Pivot Point Screwdriver**

**ACCESS ALL AREAS**

- 4.8V cordless with revolutionary 4 position rotating drive to access hard to reach areas.
- Powerful 4Nm of screwdriving power for tougher jobs.
- On board LED light illuminates dark work surfaces.

4.8V  
10 SPEED  
EXXX.XX

**KA168K Zone Mouse**

**PRESSURE SENSITIVE SANDING**

- All the green lights come on when you apply exactly the right pressure on the sander.
- Applying optimum pressure on the sander allows you to get maximum sanding action with minimum effort.
- Soft grips and ergonomic design provide additional comfort.
- Very low vibration.

EXXX.XX

**BLACK & DECKER**  
Powerful Solutions™

**Innovative products for all your gardening needs**

**GK1000 Alligator® Powered Lopper**

**WORKS JUST LIKE A MANUAL LOPPER WITH THE POWER OF A CHAINSAW**

Control Convenient Versatile

**GK1000 Alligator® Powered Lopper**  
Ideal for clearing and creating around the garden. Unique design with upper side dual switch handles. Large cutting capacity of 4 inches provides maximum cutting performance in an easy to use and non-vibrating form. Includes easy on tool. Powerful 2000 motor. call no 721/XXXX

EXXX.XX

**GL701 Mid-Mount Strimmer®**

**POWERFUL MID MOUNT MOTOR FOR BALANCE, COMFORT AND CONTROL**

Powerful Edging Balanced

**GL701 Mid-Mount Strimmer®**  
The GL701 is a fully automatic line trimmer, edging tool and brush cutter. The powerful motor allows large areas to be cut quickly. Powerful 2000 motor and 18V Drive system for controlled torque. call no 721/XXXX

EXXX.XX

**GSC500 Cordless Sprayer**

**CORDLESS AUTO PUMPING SPRAYER**

Multipurpose Lightweight Consistent

**GSC500 Cordless Sprayer**  
Cordless gives freedom to spray in any part of the garden. Lightweight and easy to use with original 14.4V battery. Includes shoulder strap for added comfort. 15 litres with 18 minutes which sprays 20 per cent. Includes 120cm hose and trigger in weed which allows control of spray at foot level. call no 721/XXXX

EXXX.XX

**GXC1000 Cordless Powered Hoe**

**TAKES THE PAIN OUT OF SOIL PREPARATION**

Compact Effortless Dynamic

**GXC1000 Cordless Powered Hoe**  
Cordless Powered Hoe has counter rotating tines which help to dislodge weeds without tugging and shallow cultivation in between flowers, shrubs and vegetables to stimulate garden growth. Cordless gives freedom to spray and quickly work in any part of the garden. Removable tines for quick and easy cleaning. Telescopic shaft and fully adjustable second handle for greater versatility and control. call no 721/XXXX

EXXX.XX

**INNOVATION SINCE 1916**

**2 Year Guarantee on all Black & Decker Garden Products.**

**0000 Gardening**

For more information visit the Black & Decker website: [www.blackanddecker.eu](http://www.blackanddecker.eu)

**BLACK & DECKER**  
Powerful Solutions™

**GXC1000 Cordless Powered Hoe**  
For effortless soil preparation.

Fully adjustable second handle for greater versatility

Counter-rotating tines prevent tangling of weeds

Removable tines for quick and easy cleaning

18 VOLT  
18V slide pack battery


Telescopic shaft for ergonomic versatility

Compact head provides easy access to tight areas


**The innovative Cordless Powered Hoe takes the pain out of soil preparation! Counter rotating tines help to dislodge weeds without tugging. 18v power provides an effortless and quick way to shallow cultivate in between flowers, shrubs and vegetables which aerates soil and stimulates garden growth.**

[www.blackanddecker.eu](http://www.blackanddecker.eu)

**BLACK & DECKER**  
Powerful Solutions™




*Italian Designerwear*  
(DEVELOPED FOR THOSE WHO TRULY LOVE THEIR CARS)

**MARANGONI**   
TAILORED QUALITY & PERFORMANCE




*Italian Designer Labels*  
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*Italian Passion*  
(DEVELOPED FOR THOSE WHO TRULY LOVE THEIR CARS)

**MARANGONI**   
TAILORED QUALITY & PERFORMANCE

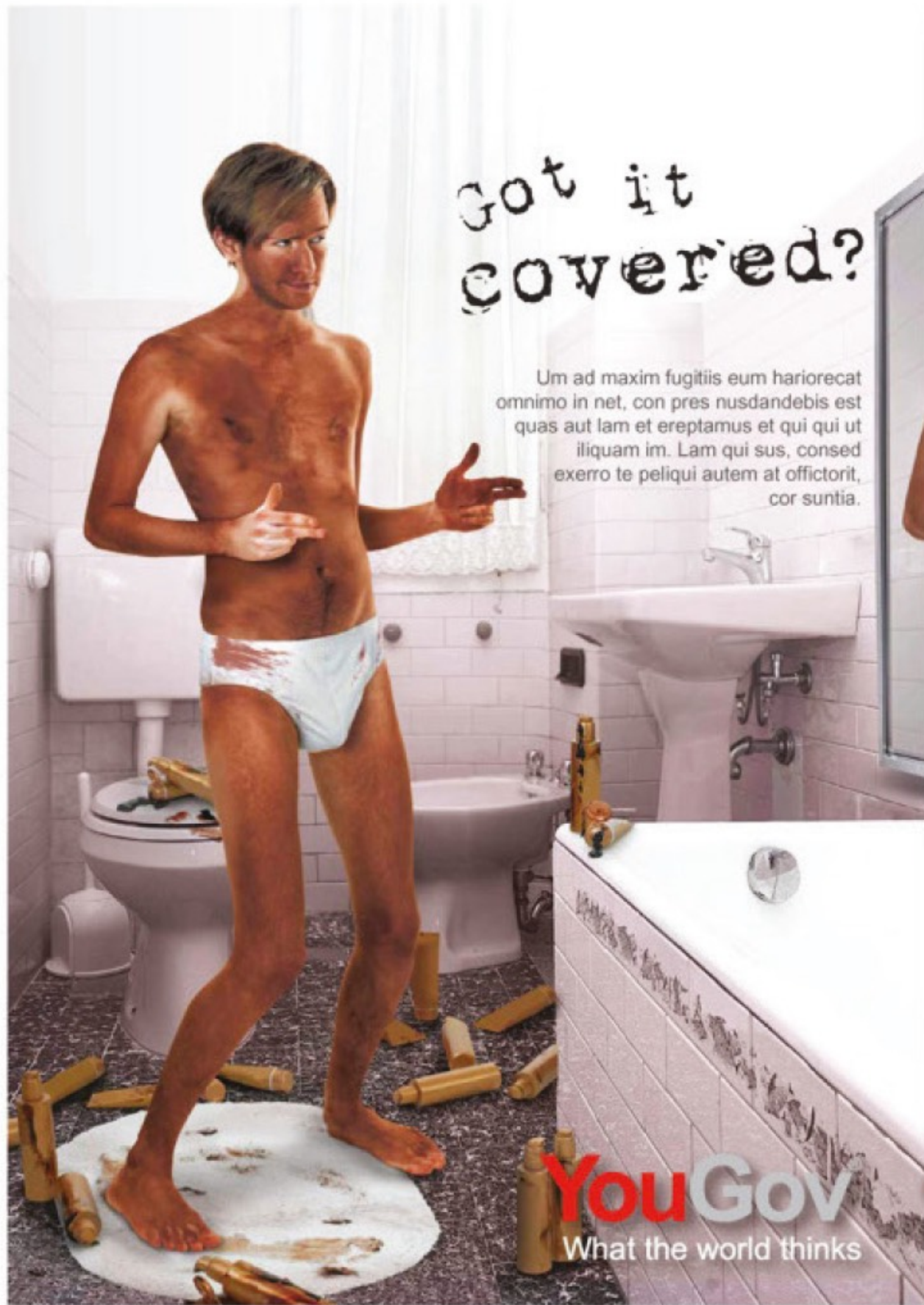


**REPLENSMD**

Many women in the UK have problems with intimacy caused by dryness. During the menopause, women may experience painful sex, discomfort, irritation, and itching. Unlike other products, ReplensMD treats the symptoms in advance rather than just providing temporary relief (which there's rarely a right time for). At last there's real freedom for women of every age to enjoy - well - the finer things in life.

Applied internally just three times a week, ReplensMD provides continuous moisture and comfort. It's regular use helps to maintain vaginal health.







"Do you expect me to talk?"

Tell Smartcomm your Home Automation desires and we'll turn them into reality. Don't give someone licence to kill your experience.



CRESTRON

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LIGHTING  
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HEATING & AC  
TOTAL AUTOMATION

If you insist on the best then the only choice is Smartcomm. With years of design and installation experience from individual homes and rooms to property developments and multi-million dollar luxury yachts our agenda is always the same – to turn imagination into reality.

Call today to arrange a free consultation: 01494 471 912

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integrating technology with vision

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email: info@smartcomm.co.uk  
www.smartcomm.co.uk

43 Creston Enterprise Centre  
Bosworth, Lincoln Road, High Wycombe, HP12 3BL

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INTERNATIONAL



"Get out of the water!"

Feeling out of your depth with Home Automation? Avoid the sharks and call the experts...



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MUSIC  
LIGHTING  
SECURITY  
HEATING & AC  
TOTAL AUTOMATION

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"Go ahead, make my day"

Do you want the Home Automation Experts or do you feel lucky?



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**TFA**

Building Better Brands

**Smartcomm / Crestron**

Home Media Automation Advertising Campaign

Phone +44 (0)1604 491131 **Moulton College** NORTHAMPTONSHIRE [Email enquiries@moulton.ac.uk](mailto:enquiries@moulton.ac.uk)

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Moulton is one of the best and most established land-based colleges in the country. As a Centre of Excellence for Education and Training for the Natural, Built and Recreational Environment, we offer relevant and cost-effective vocational opportunities for all to help you achieve your goals.

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Opportunities don't get any bigger than at Moulton!

**APPLY NOW!**  
FOR 2012 - 13 COURSES

**Moulton College**  
NORTHAMPTONSHIRE

Leaflet

Opportunities don't get any bigger than at Moulton!

Whether you are looking to build a career in construction or trades, want to flourish in horticulture, floristry or arboriculture, excel in sport or equine then Moulton College has the opportunities you have been looking for! Get real skills from real experts to prepare you for real work.

**Construction**  
Courses cover an entire range of careers from bricklaying to site management and working with the latest renewable and sustainable technologies.

**Stonemasonry**  
Students are given expert tuition in detailed workshop learning from experienced tutors and through practical work experience.

**Arboriculture**  
Why not try a something different? Arboriculture courses at the College are both popular and demanding. Learn safety from experts and see your career prospects growing before you!

Scan This Code: Use your phone to scan this QR Code and visit our site

Call Student Services on 01604 491131 or Text MCEE to 88020 and we'll call you!

**Moulton College**  
NORTHAMPTONSHIRE

Visit our Facebook page: OfficialMoultonCollege or our website: www.moulton.ac.uk to find out more!

More than just a student, more than just a college.

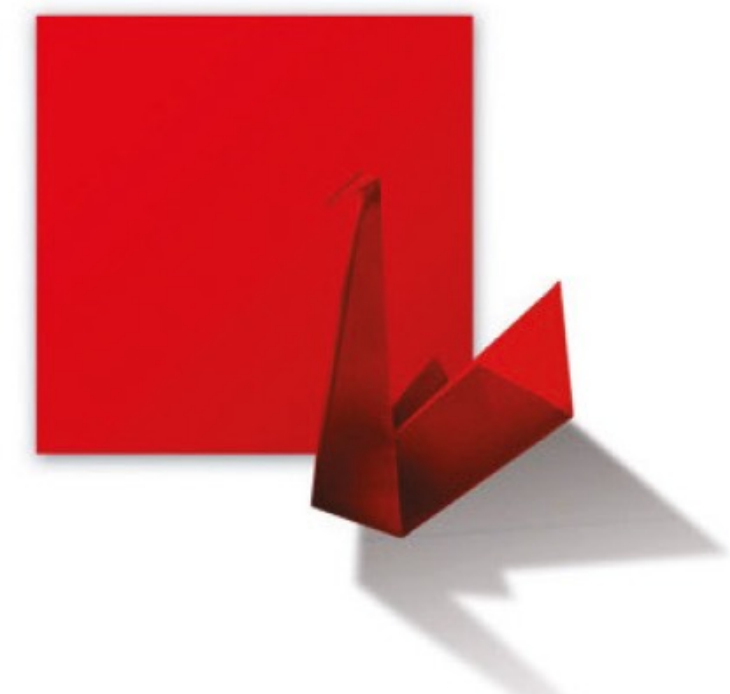
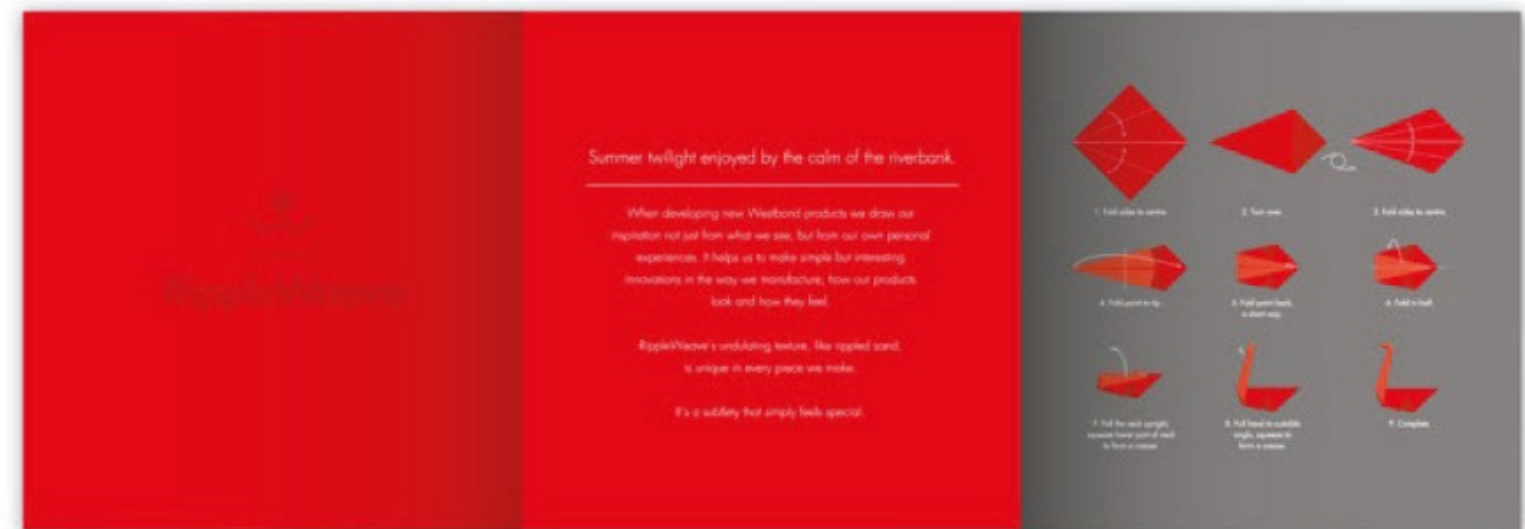
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**Moulton College**  
NORTHAMPTONSHIRE

Billboard



Building Better Brands

**Forbo Flooring**  
Product Advertising & Marketing Campaign

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THERE ARE STILL LIMITED PLACES AVAILABLE FOR SEPTEMBER!

To find out more go to [be-exceptional.co.uk](http://be-exceptional.co.uk) or call 01827 301820

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**Landau Forte**

Outdoor Advertising & Direct Mail Campaign



# Printed Collateral



Building Better Brands

Domainex  
Product Brochure



Building Better Brands

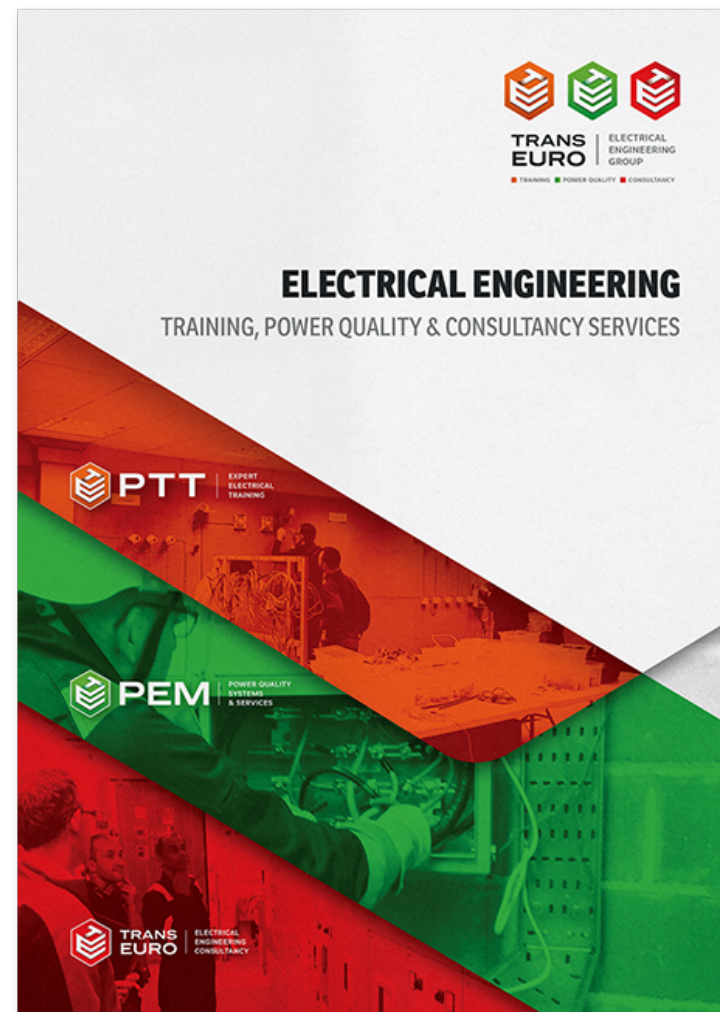
Earl's Performance  
Catalogue Design





**TRANS EURO** | ELECTRICAL ENGINEERING GROUP

■ TRAINING ■ POWER QUALITY ■ CONSULTANCY



Building Better Brands

**Trans Euro Group**  
Group Branding, Stationery & Collateral



**Equipment access systems**

10

**Heavy duty slide for wide drawers**

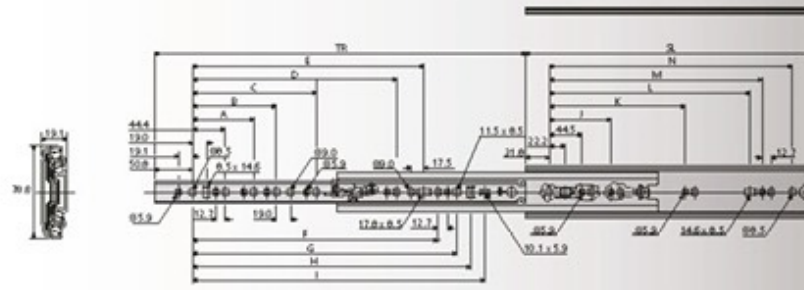
**DZ7957**



Load:  
Up to 160kg



Extension:  
100%



**Stainless steel telescopic slide**

**DS0330**



Load:  
Up to 65kg



Extension:  
100%



Accuride reserves the right to alter specifications without notice.

**Front disconnect for easy installation**

Options:  
We stock a large range of mild steel slides and can supply customized slides for volume sales.

- Technical notes:
- The load ratings are based on slides mounted 1000mm apart.
  - All fixing positions must be used to achieve maximum load rating.

Features	Order Code
	DZ7957
Load rating	Up to 160kg (80,000 cycles)
Extension	100%
Front disconnect	*

DZ7957	Dimensions (mm)														(kg)			
	SL	TR	A	B	C	D	E	F	G	H	I	J	K	L	M	N	W	L
DZ7957.0010.2	304.6	304.6	-	-	-	-	-	-	-	175.4	196.5	-	-	184.2	200.2	241.3	2.36	140
DZ7957.0014.2	355.6	355.6	-	-	-	-	-	-	-	230.2	249.3	-	-	235.0	251.0	292.1	2.80	140
DZ7957.0018.2	406.4	406.4	108.0	-	-	-	-	-	236.6	242.0	281.0	300.1	-	285.8	301.6	342.9	3.19	150
DZ7957.0022.2	457.2	457.2	108.0	-	-	-	-	-	287.4	292.8	331.6	350.9	-	336.6	352.6	392.7	3.62	150
DZ7957.0026.2	508.0	508.0	108.0	171.5	-	-	-	-	338.2	343.6	382.6	401.7	-	387.4	403.4	444.5	4.03	160
DZ7957.0030.2	558.8	558.8	108.0	171.5	-	-	-	-	388.7	394.0	434.4	453.5	-	438.2	454.2	495.3	4.42	160
DZ7957.0034.2	609.6	609.6	108.0	171.5	-	-	-	-	439.5	444.8	486.2	505.3	-	490.0	506.0	547.1	4.84	160
DZ7957.0038.2	660.4	660.4	108.0	171.5	-	-	-	-	490.3	495.6	538.0	557.1	-	551.8	567.8	608.9	5.27	160
DZ7957.0042.2	711.2	711.2	108.0	171.5	-	-	-	-	541.1	546.4	589.2	608.3	-	603.0	619.0	660.1	5.68	160
DZ7957.0046.2	762.0	762.0	108.0	171.5	-	-	-	-	591.9	597.2	640.0	659.1	202.2	653.8	669.8	710.9	6.08	160
DZ7957.0050.2	812.8	812.8	108.0	171.5	-	-	-	-	642.7	648.0	690.8	709.9	202.2	704.6	720.6	761.7	6.48	160
DZ7957.0054.2	863.6	863.6	108.0	171.5	346.3	-	-	-	693.5	698.8	741.6	760.7	202.2	753.4	769.4	810.5	6.88	160
DZ7957.0058.2	914.4	914.4	108.0	171.5	346.3	99.7	-	-	744.3	749.6	792.4	811.5	202.2	804.2	820.2	861.3	7.29	160

**Stainless steel telescopic slides**

These stainless steel slides are ideal for harsh environments where mild steel might be subject to corrosion.

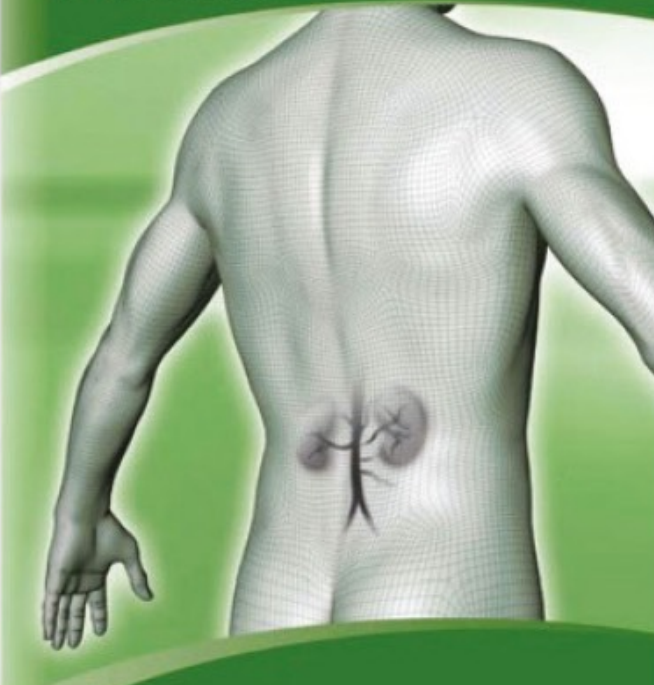
- DS0330
- DS0321

Features	Order Code
	DS0330
Load rating	Up to 65kg (80,000 cycles)
Extension	100%
Hold-in	*

DS0330	Dimensions (mm)														(kg)			
	SL	TR	A	B	C	D	E	F	G	H	I	J	K	L	M	N	W	L
DS0330.0020	200	204.5	-	192	224	-	-	-	192	224	-	-	-	192	224	-	1.15	80
DS0330.0030	300	304.5	-	224	256	-	-	-	224	256	-	-	-	224	256	-	1.56	85
DS0330.0040	400	402.0	-	192	220	140	-	-	288	320	-	-	-	288	320	-	1.46	85
DS0330.0045	450	452.0	-	224	252	192	-	-	320	352	-	-	-	320	352	-	1.66	85
DS0330.0050	500	502.0	256	288	320	224	256	288	320	352	-	-	-	320	352	-	1.86	85
DS0330.0055	550	550.5	288	320	352	288	320	352	384	416	-	-	-	384	416	-	2.06	90
DS0330.0060	600	600.0	320	352	384	320	352	384	416	448	-	-	-	416	448	-	2.27	95
DS0330.0070	700	698.0	352	384	416	320	352	384	416	448	-	-	-	448	480	-	2.50	95

## Renal Artery Stenosis Solutions

A combination for success



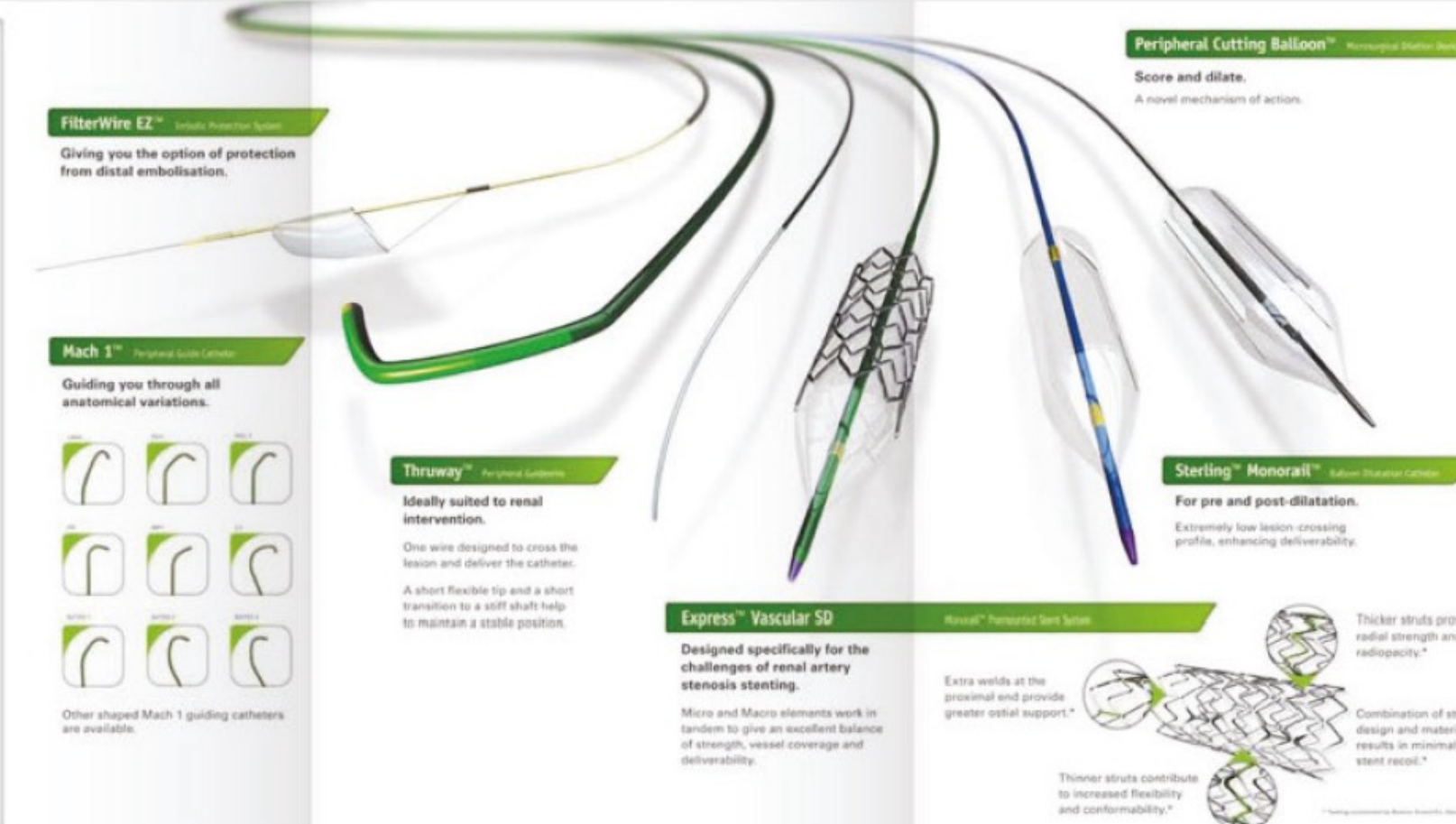
**Boston Scientific**  
Delivering what's next.

## Delivering Patency, Delaying Dialysis

Boston Scientific strives to improve patient outcomes by providing technologies, products and programmes designed to be used in the treatment of renal artery disease.

To support successful renal interventions, Boston Scientific has specifically designed a broad range of complimentary products which improve access, deliverability, performance and ultimately procedural success.

Renal Artery Stenosis Solutions offers you the effective combination of performance and compatibility of products in conjunction with our supporting programmes and activities so that together we can continue to improve patient outcomes.



- FilterWire EZ™** Ultra Protection System  
Giving you the option of protection from distal embolisation.
- Mach 1™** Improved Guide Catheter  
Guiding you through all anatomical variations.  
Other shaped Mach 1 guiding catheters are available.
- Thruway™** Perigraft Catheter  
Ideally suited to renal intervention.  
One wire designed to cross the lesion and deliver the catheter. A short flexible tip and a short transition to a stiff shaft help to maintain a stable position.
- Express™ Vascular SD** Renal™ Renal Stent System  
Designed specifically for the challenges of renal artery stenosis stenting.  
Micro and Macro elements work in tandem to give an excellent balance of strength, vessel coverage and deliverability.
- Peripheral Cutting Balloon™** Monorail™ Stent System  
Score and dilate.  
A novel mechanism of action.
- Sterling™ Monorail™** Natural Flexion Catheter  
For pre and post-dilatation.  
Extremely low lesion-crossing profile, enhancing deliverability.
- Renal™ Renal Stent System**  
Thicker struts provide radial strength and radiopacity.\*  
Combination of stent design and material results in minimal stent recoil.\*  
Extra welds at the proximal end provide greater distal support.\*  
Thinner struts contribute to increased flexibility and conformability.\*

## Endovascular Solutions

A combination for success



**Boston Scientific**  
Delivering what's next.

## Angioplasty Solutions

Fulfilling your procedural needs



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## Peripheral Embolisation Solutions

Fulfilling your procedural needs



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## Iliac Solutions

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**Boston Scientific**  
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## SFA Solutions

Fulfilling your procedural needs



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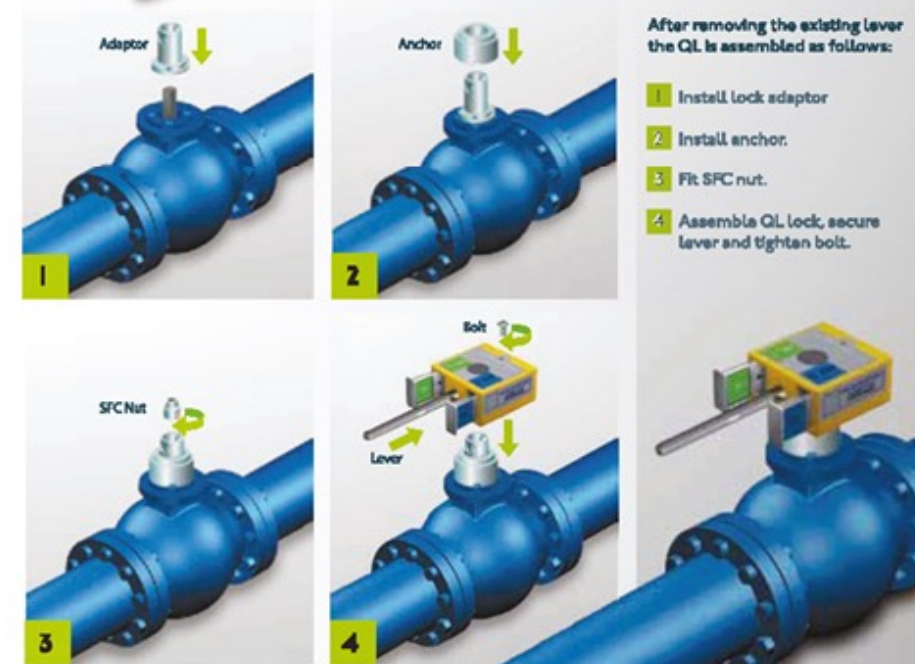
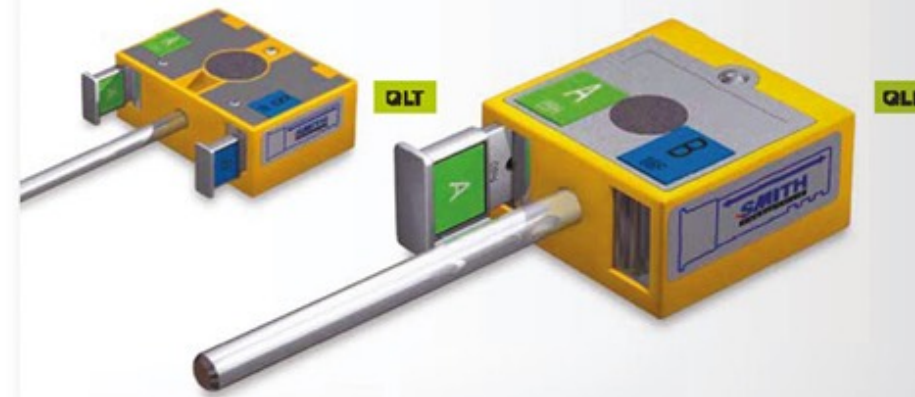
SFC KEY INTERLOCKS & PROCESS MANAGEMENT SYSTEMS



QL VALVE INTERLOCKS – For Lever-operated valves

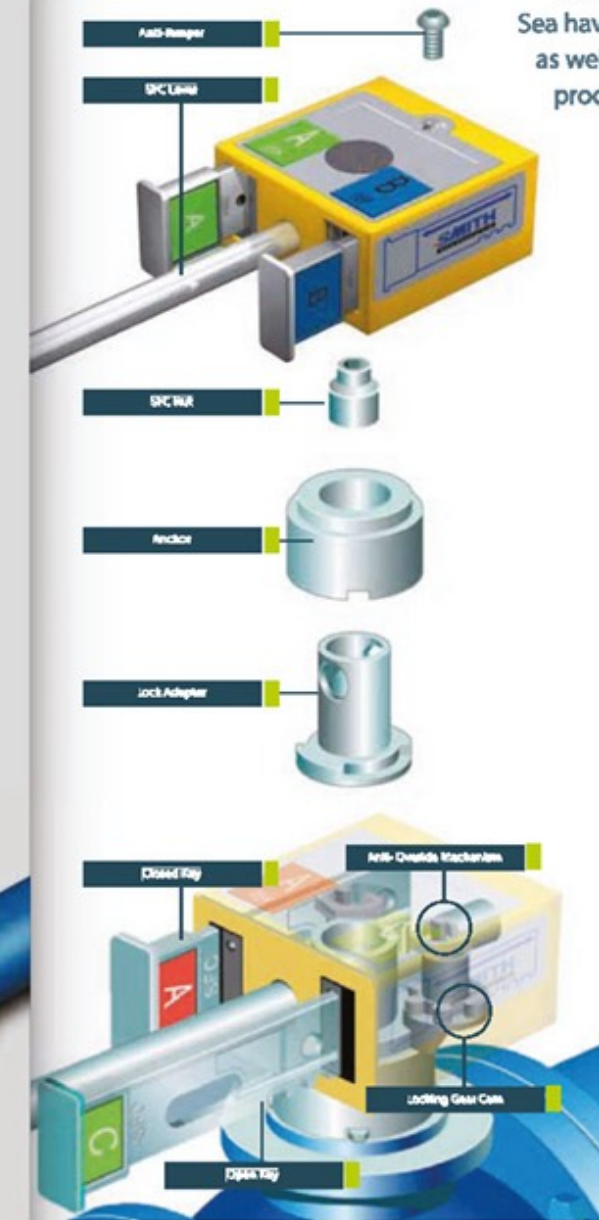
QL Valve Interlock (QLT & QLR)

QL valve (inter)locks suit all types of lever-operated quarter-turn valves - including ball, butterfly, and plug valves. Installing the (inter)lock on the host valve is a simple procedure as described below and requires no modification or hot-work to the host equipment as the anchor and adaptors are custom-machined to suit the valve.



6

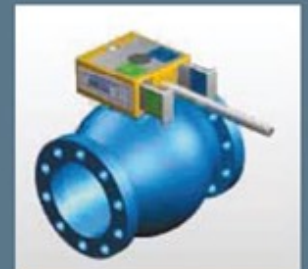
INTERNAL MECHANICAL CONSTRUCTION



Most offshore installations in the North Sea have been equipped with SFC systems as well as the majority of related onshore processing facilities throughout Europe.

PRODUCT FEATURES

- 316 Stainless steel construction
- Linear 'coded-card' key design
- Robust construction
- Proven reliability in all climates
- Single or double key versions



7



Building Better Brands

Smith Flow Control  
Product Brochure

**FROM THE PRINCIPAL**

Welcome to MK College, we are delighted you have decided to join us. MK College provides high quality learning and skills with a **first class support team**.

This handy one-stop guide to all the support services available that we provide for your learning journey and has all the information that you need. Remember the message that MK College has, the more you use it, the more you will get out of it.

Work hard, play hard and get involved - you'll love MK College to be an exciting place to study!

**Dr. Julie Mills,**  
Principal & Chief Executive

**MY INFORMATION**

MyTutor 3.555  
Tutor Room 3333  
College ID no MKC 102343333

**OUR MISSION**

These 3 words are at MK College. We

**INSPIRE  
INTEGRITY  
EXCELLENCE  
INNOVATE  
RESPECT**

**STUDENT GUIDE**

2013/14

**MILTON KEYNES COLLEGE**

**CALENDER HIGHLIGHTS**

**SEPT** College Induction begins  
Tutor Registration

**OCT** Welcome Fair  
Open all Week  
Open All Week  
Open All Week  
Open All Week  
Open All Week

**NOV** Open All Week  
Open All Week  
Open All Week  
Open All Week  
Open All Week  
Open All Week

**DEC** End of Term Party

**JAN** Term 2 starts

**FEB** Open All Week

**MAR** International Culture Week

**MAY** Open All Week  
Open All Week  
Open All Week  
Open All Week  
Open All Week  
Open All Week

**STUDENT CENTRES**

We believe in the work-hard and play-hard balance and we have a thriving Youth Work programme, offering all sorts of fun and lots of opportunities to get involved in activities.

We also have lots of clubs and societies to sign up to and we're always open to new ideas so contact your tutor works if you have an event or club that you want to be a part of.

There's even a FREE breakfast programme running every day of the year from 8am in the Student Centre from October to forward!

**COUNSELLING**

Confidential counselling sessions are also available for students.

To make an appointment, call 01908 684406 or email [counsellor@mkcollege.ac.uk](mailto:counsellor@mkcollege.ac.uk)

We also have lots of links to social support agencies to help you.

**COLLEGE CALENDER**

**WELCOME FAIRS**

**CHAFFRON WAY CAMPUS - 1ST OCT 2013**

**BLETCHLEY CAMPUS - 3RD OCT 2013**

**AUTUMN TERM**

15th Sept 2013 - 20th Dec 2013  
Half Term: 28th Oct 2013 - 1st Nov 2013

**SPRING TERM**

6th Jan 2014 - 15th April 2014  
Half Term: 17th Feb 2014 - 21st Feb 2014

**SUMMER TERM**

22nd April 2014 - 27th June 2014  
Half Term: 26th May 2014 - 30th May 2014

**ENTERPRISE**

MK College has a wealth of Enterprise opportunities for students. We encourage students to be enterprising because at the end of the day, we want you to have lots of confidence, skills and experience to give you the best chance of success. We have a range of Enterprise opportunities for you to get involved in. We have a range of Enterprise opportunities for you to get involved in. We have a range of Enterprise opportunities for you to get involved in.

**CAREERS**

Our guidance team can help you with all stages of your learning journey, whether it is choosing a course, progression within College or help with finding employment. We can help you with a CV or UCAS application - we can help you with a career and help you to find a job.

**MAIN COLLEGE SWITCHBOARD**

01908 684444

FACEBOOK.COM /MKCOLLEGE1

TWITTER @MKCOLLEGE

FOR COURSE INFORMATION & ENROLMENT CALL 01908 684406 OR EMAIL INFO@MKCOLLEGE.AC.UK

**THE STUDENT SUPPORT SERVICES TEAM**

We can help you with:

- ADDITIONAL LEARNING SUPPORT
- COUNSELLING
- SPORT CAREERS ADVICE AND GUIDANCE
- WELFARE BURSARY & FINANCIAL SUPPORT
- YOUTH WORK & ENRICHMENT INCLUDING VOLUNTEERING
- STUDENT UNION
- STUDENT SHOP & ENTERPRISE

**STUDENT EXPECTATIONS**

Your future is vital to your learning. The staff support you with your personal development, progression and career planning.

Together with you will set targets and they will monitor your learning.

We set high standards and your participation in learning activities will not be tolerated.

**MK COLLEGE PRIDES ITSELF UPON WELL BEHAVED STUDENTS THAT ARE AMBASSADORS TO THE COMMUNITY.**

**OPENING TIMES**

**TERM TIME**

**BLETCHLEY CAMPUS**

MONDAY - THURSDAY 8AM - 6PM  
FRIDAY 8AM - 4PM

**CHAFFRON WAY CAMPUS**

MONDAY - THURSDAY 8AM - 6PM  
FRIDAY 8AM - 4PM

**SILBURY CAMPUS**

MONDAY - THURSDAY 8AM - 7PM  
FRIDAY 8AM - 4PM

**YOUR STUDENT UNION AND STUDENT COUNCIL**

Any student at MK College can join the National Union of Students (NUS) at [www.nus.org.uk](http://www.nus.org.uk)

The Student Union is a student-led organisation that works alongside the College staff and can provide a wide range of services for students. Contact the Youth Work Team if you would like to stand for election to one of the many positions. Staff also have two positions on the College Governing Body. Both of these positions also elect a representative for the Student Council to be one of the voices heard with all staff at MK College.





## Choosing Your Path to a Successful Pub

DESTINATION COMMUNITY FOOD | DESTINATION COMMUNITY WET LED | TOWN CENTRE CHAMELEON | COMMUNITY LOCAL (RURAL & URBAN) | BOOZER

**DESTINATION COMMUNITY, FOOD**  
A DEF pub attracts customers locally, and from the surrounding area, predominantly to eat.

WETLED 60/40

**EXTERNAL**

**OVERVIEW**

Understanding your customers is one of the most important aspects of running a successful pub. Your customers will range from 25-65+ so it is important that the look and feel of your pub doesn't specifically target a certain age group. Your pub will mainly attract female friends, couples, business associates and families. Zoned areas will give your customers a choice whether they would like to sit in an open spacious area to socialise in groups or sit in an intimate cubby hole for a more private chat.

**OVERALL RECOMMENDATIONS**  
The key occasions for customers visiting your pub are:

- Coffee morning
- Luncheon lunch
- Out for dinner
- Weekend lunch
- Family Sunday lunch
- At-Home dining
- Quiet pre/after work drink

**LANDLORD'S ADVICE**

"Forbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis."

Suspendisse id velit vitae ligula vel ut at condimentum. Sed quis velit, nulla facilis, nibero, vivamus pharetra posuere sapien. Nam con sedlectus.

**DETAILED RECOMMENDATIONS**

WHAT TO DO	HOW TO DO IT	WHY DO IT
Consistency	Ensure consistency in your colour palette and signage, both internally and externally. Although your pieces of furniture shouldn't be identical they should still complement each other.	This will help to create a "brand" for your pub and give a feel of quality. Your pub will be memorable and stand out against the competition.
Detail	Pay attention to every single detail to achieve an overall high quality look and feel.	Cutting corners will just dilute the hard work you have done. People can really tell where thought has gone into the design and finish of a pub.

**BAR/RESTAURANT AREA FLOORPLAN**

DESTINATION FOOD | DESTINATION COMMUNITY FOOD | DESTINATION COMMUNITY WET LED | TOWN CENTRE CHAMELEON | COMMUNITY LOCAL (RURAL & URBAN) | BOOZER

**DESTINATION FOOD**  
Forbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis.

WETLED 40/60

**DECOR BRIC-A-BRAC**

**DETAILED RECOMMENDATIONS**

WHAT TO DO	HOW TO DO IT	WHY DO IT
Artwork/Photography	Choose relevant artwork, themed around the name of your pub and local area. These items will add a homely touch.	This gives your pub character/personality and sets it apart from your rival's pub.
Bric-a-brac	Food and drink based bric-a-brac, such as weighing scales, breadboards, and vintage wines.	Your interior will appeal to everyone and won't look dated quickly.

**LANDLORD'S ADVICE**

"Forbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis."

Suspendisse id velit vitae ligula vel ut at condimentum. Sed quis velit, nulla facilis, nibero, vivamus pharetra posuere sapien. Nam con sedlectus.

DESTINATION COMMUNITY WET LED | TOWN CENTRE CHAMELEON | COMMUNITY LOCAL (RURAL & URBAN) | BOOZER

**DESTINATION COMMUNITY, WET LED**  
Forbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis.

WETLED 70/30

**EXTERIOR**

**OVERALL RECOMMENDATIONS**

- Every detail counts as it only takes a couple of unkept features to let down the overall appearance.
- Colour scheme should match your interior.
- Display your menu on the wall near the entrance within clean glass casing.
- Clean windows.
- Large, well lit car park.
- Good disabled facilities such as parking, handrails and ramps if needed.

**LANDLORD'S ADVICE**

"Forbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis."

Suspendisse id velit vitae ligula vel ut at condimentum. Sed quis velit, nulla facilis, nibero, vivamus pharetra posuere sapien. Nam con sedlectus.

**DETAILED RECOMMENDATIONS**

WHAT TO DO	HOW TO DO IT	WHY DO IT
Smoker's area	Your smoker's area should be covered, well lit, heated and contain plenty of seating.	1 in 4 adults smokes so a good smoker's area is essential for the success of your pub.
Garden furniture	Sturdy tables and chairs with a parasol.	Give your customers the same quality seating that they would have indoors.
Seating layout	Some of your tables should be well spaced out while others can be placed closer together.	This offers your customers a choice of being able to have a private chat or to socialise.

TOWN CENTRE CHAMELEON | COMMUNITY LOCAL (RURAL & URBAN) | BOOZER

**TOWN CENTRE / CHAMELEON**  
Forbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis.

WETLED 70/30

**DRINK**

**OVERALL RECOMMENDATIONS**

- All glasses and cups must be perfectly clean and free from chips and scratches.
- Keep customers interested with seasonal drinks such as Pimm's in the summer and mulled wine in winter.
- Display a list of your drinks, split into sections and prices next to the bar.

**DETAILED RECOMMENDATIONS**

WHAT TO DO	HOW TO DO IT	WHY DO IT
Beer	Lager and keg ale must be sold within 5 days, cask within 3 days to ensure freshness.	Beer typically represents 63% of wet sales so producing the perfect pint is essential.
Cellar	The cellar should be aired for 10 minutes each day.	This prevents mould growth.
Hot drinks	Offer a good selection of barista coffees including cappuccino, espresso, decaf and herbal teas.	A strong hot drink range is important for lunch time trade and for after dinner.

**LANDLORD'S ADVICE**

"Forbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis."

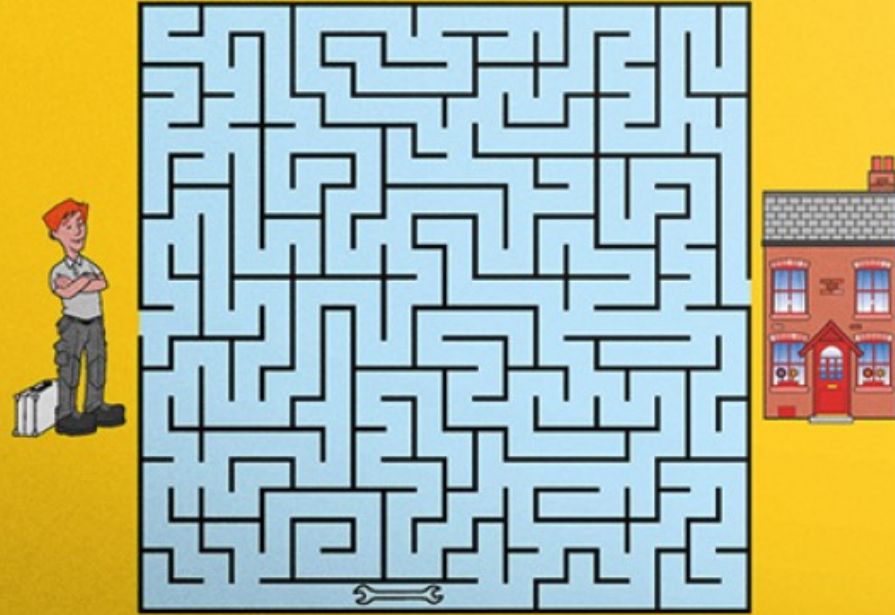
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**MINIMUM REQUIREMENTS ON YOUR RANGE OF ALCOHOLIC DRINKS**

MIN. ALE	SPECIALITY	LAGER PREMIUM	STANDARD	PREMIUM SPECIAL	WINE BY GLASS	RED	WINE BY BOTTLE WHITE	ROSE
3+	1	2	2	1	4	8	8	1

## THE MIGHTY MAZE

Can you help the engineer find his way to the house?



## Tangled...



Which vacuum cleaner is sucking up all the dirt?

## WORD SEARCH

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

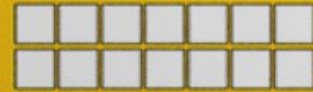
- VACUUM CLEANER
- OVEN
- TOASTER
- KETTLE
- WASHING MACHINE
- FRIDGE
- FREEZER
- MICROWAVE OVEN

## SCRAMBLED!

Can you un-scramble these words?



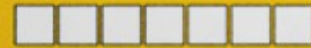
ghnwsia  
nachemi



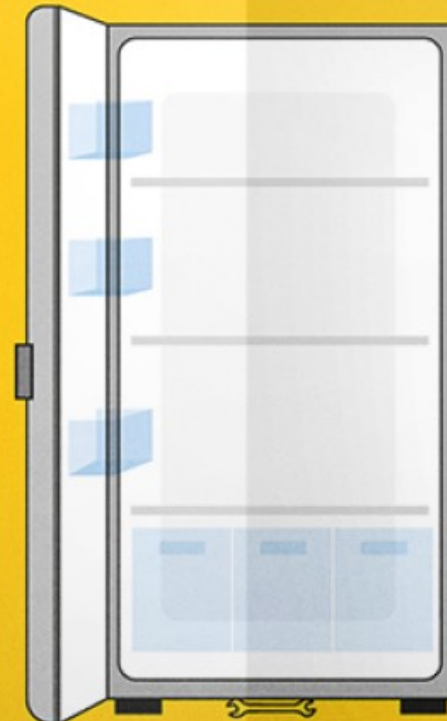
ewimvaocr  
veon



tatreso



## FILL THE FRIDGE



Draw your favourite food in the fridge

## What's Different?

There are 5 things that are different between these two engineers.

Can you find them?



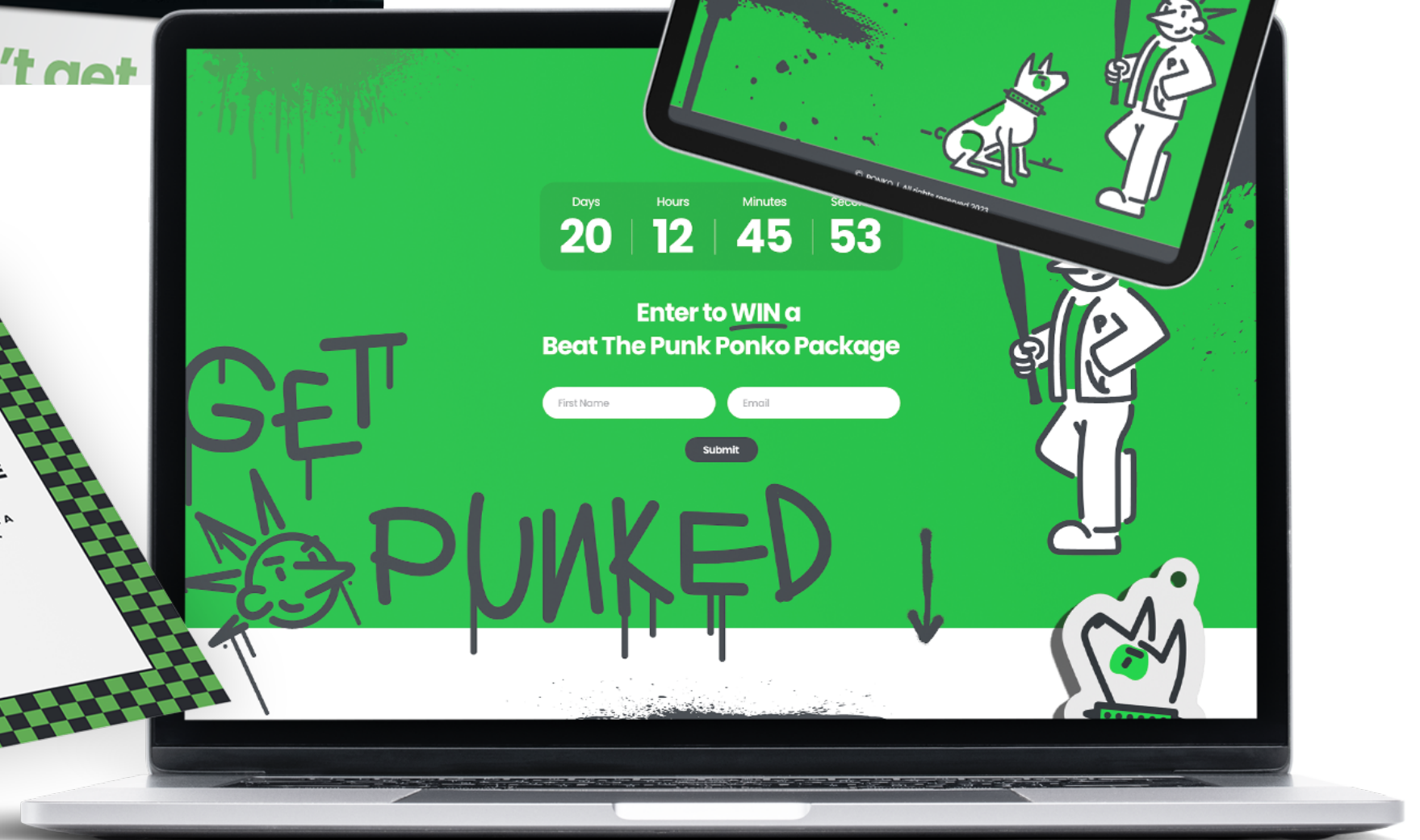
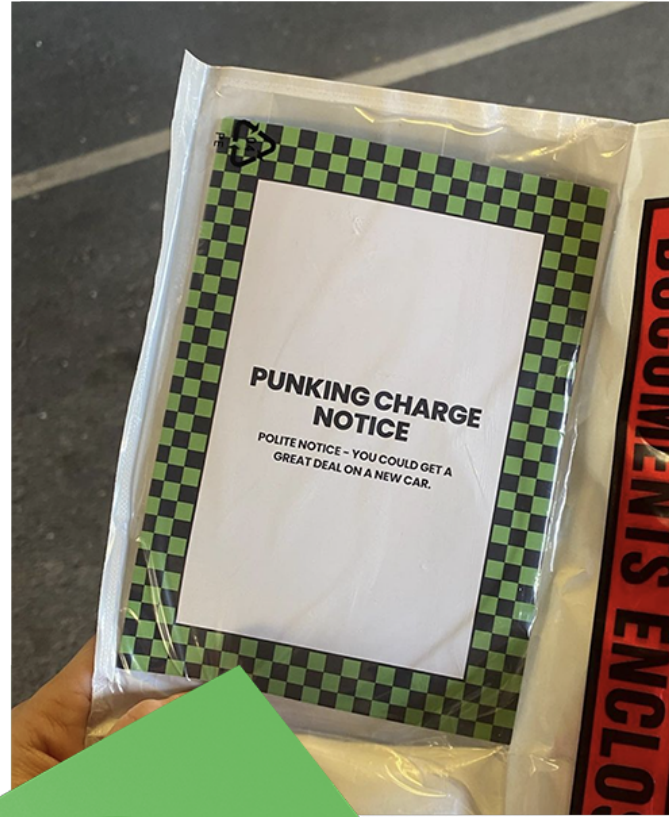
The engineer has lost his spanners!  
Find 6 spanners hidden on these pages.



# Events, Activities & Expo

Building Better Brands







# SWERVBOI

SWERY THE NORM



SWERVBOI IS A PART OF Aylesbury College

**CONTENT**

Thursday, 9 June 2011  
SWERVBOI IS A STUDENT OF AYLESBURY COLLEGE.

Wednesday, 8 June 2011  
MORE MISCHIEF WITH STICKERS  
BALLOONS AROUND AYLESBURY

Tuesday, 7 June 2011  
SWERVBOI - A DAY IN THE LIFE OF...

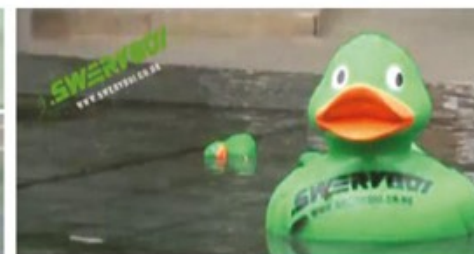
Friday, 3 June 2011

**FOLLOW BY EMAIL**

**FOLLOW SWERVBOI**

**PAGES**

Home  
Gallery

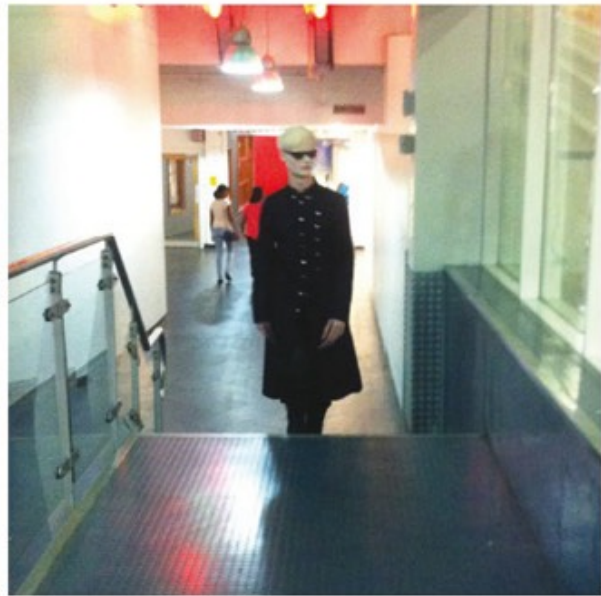




Building Better Brands

**Milton Keynes College**

Guerrilla Marketing Campaign



The numbers on the card and microsite suggested a date, and a date of importance precisely 50 years in the future from rapidly approaching 21st August 2013 (GCSE results day). This was reinforced by a millisecond countdown timer on the microsite – something important was coming. Word started to spread very quickly and within just a week, social media was alight with dedicated social interest groups, blog posts and online discussions. By enlisting the top-secret support of a local radio station, a strange electronic message was played that the station said had been left for them on a bare memory card – with the full 88 minute version available on their website.



Guerrilla campaigns are relatively low-cost, but require lots of imagination and come with added risk. Planning was critical to the success of this campaign and for the public to embrace the concept, particularly when the truth was finally revealed. Reko Tao Zion was a fictionalised alien time traveller who travelled to Earth with a message for humanity: to “focus on the future as the past cannot be altered once decisions are made.” Danny, an actor from Southend, was hired and dressed as shown then walked around busy footfall areas handing out cryptic, laser-cut cards without speaking.

To give public word-of-mouth gravity, we created a microsite at [www.rekotaozion.com](http://www.rekotaozion.com). The words Reko Tao Zion are totally unique on Google, in that combination, and the phrase was inspired by words from Scandinavian, Chinese and Middle Eastern culture to do with the meaning of life. At the centre of our strategy was simply planting an idea in the public’s imagination, and then letting it run wild (with some periodic steering in different directions).

With literally thousands of people wondering what would happen when the countdown reached zero, many people became detective and started trying to debunk the conspiracy – without success. The entire process was fluid and reactionary to the public’s evolving perceptions and we knew the grand finale had to be something ‘epic’. With this in mind, we organised an audacious snatch of Reko by Men in Black from the middle of the shopping centre, where Reko was still trying to give people his cards and his message. In a blacked out van, Reko was escorted away. However, he returned several days later, one last time, to tell people his final message was due. Clues hidden in the website code led the public to believe something would happen at set coordinates.

To our complete astonishment, hundreds of people went to the coordinates at midnight, a place called Campbell Park, to see what would happen... without any suggestion they should. Nothing happened. However, at midnight when the timer reached zero, the website switched to reveal the truth behind the campaign. This was followed by a series of interviews on the radio that morning to a stunned public.



We at Fuel, and the client, were simply overwhelmed by public interest and positive support for the campaign. Reko, even on exposure, had become something of a cult icon and Milton Keynes College was inundated with people wanting a Reko ‘card’ or to come into the college. The website clocked up over 450,000 hits in just 4 weeks from over 51,000 unique visitors, from all over the world. It became the story that “everyone” in the city was talking about. The buzz is still continuing a week later, and the first 4 pages of a Google search for “Reko Tao Zion” are awash with discussions.

Milton Keynes College will assess the campaign impact at the end of September but, from a success point of view, we think the pictures opposite speak volumes.



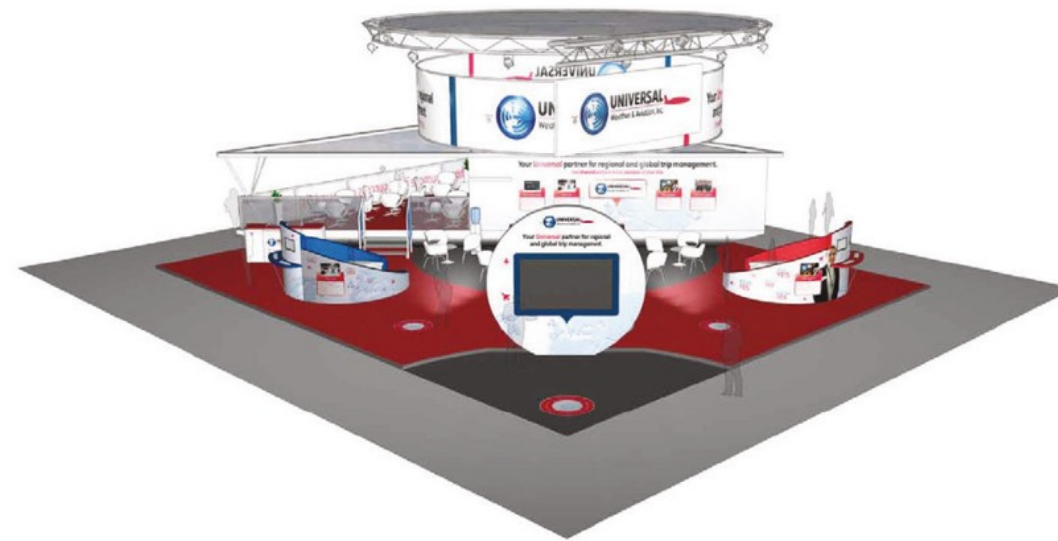
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Milton Keynes College  
Guerrilla Marketing Campaign



Building Better Brands

**Aylesbury College**  
Public Installation



Building Better Brands

**Universal Weather & Aviation**  
Exhibition Stand

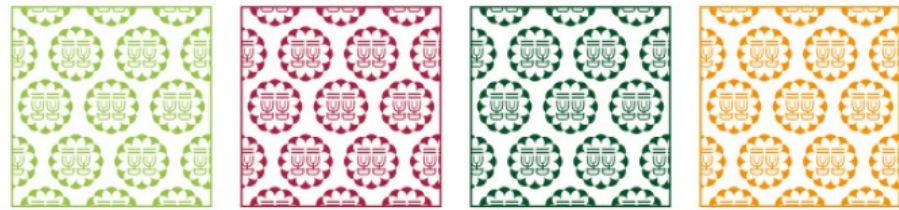








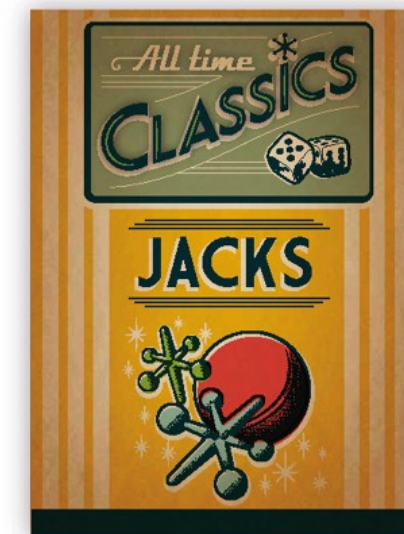
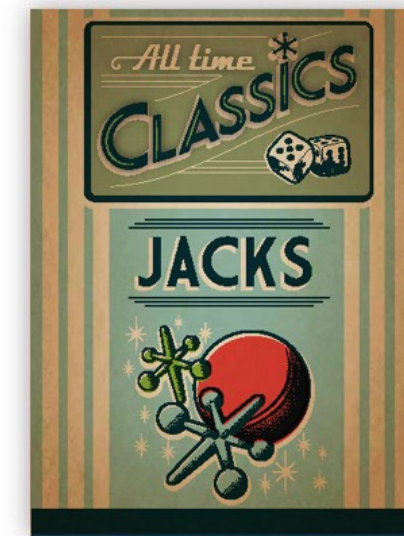
# Retail Packaging



Building Better Brands

**Tazaki Foods**  
Yutaki Noodle Packaging





Colours: Primary



Colours: Secondary



Colours to be printed on appropriate brown paper stock for muted appearance

Font: Market Deco

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890 !"#\$%&'()\*+,-./



Colours: Primary



Colours: Secondary



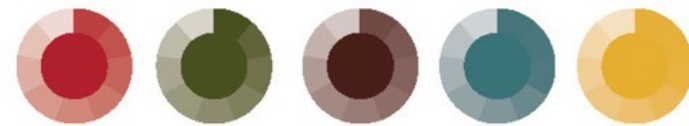
Font: Bebas Neue  
**STRESS BALL**

Font: Petita Medium  
getting you through

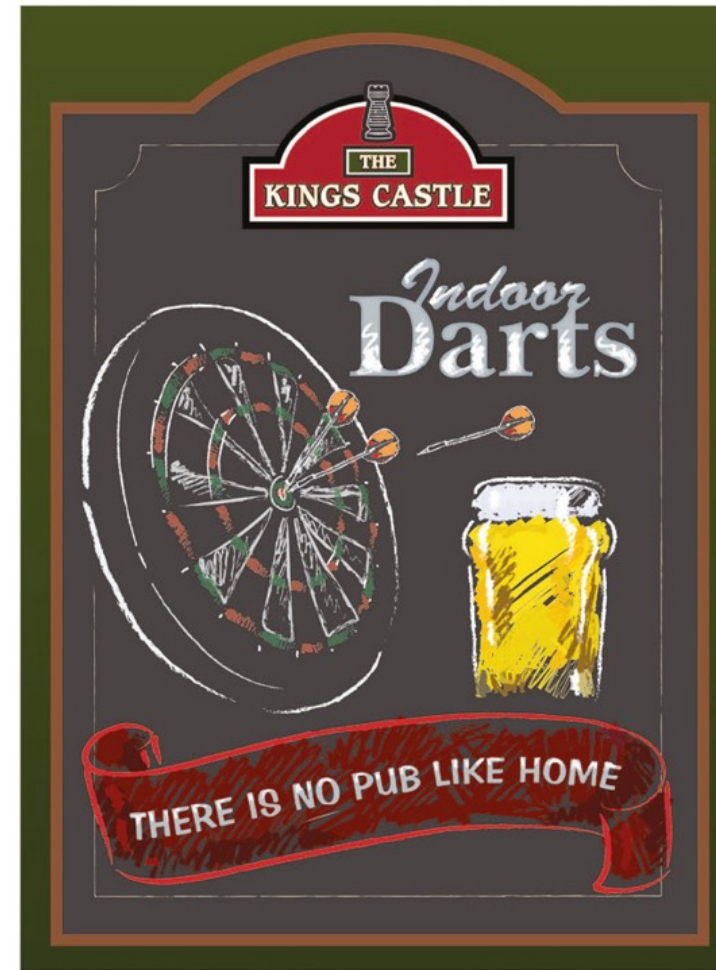
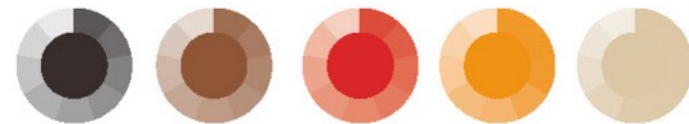




Colours: Primary



Colours: Secondary



Font: Caxton BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 !"#%&'()+,-./



Font: ITC New Baskerville BT Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !"#%&'()+,-./**





Colours: Primary



Colours: Secondary

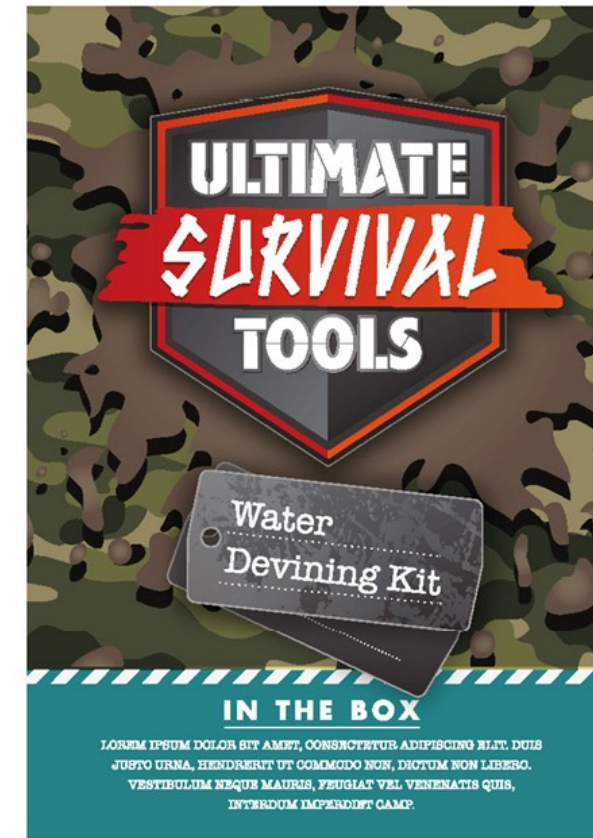


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Font: Futura Bold

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abcdefghijklmnopqrstuvwxyz

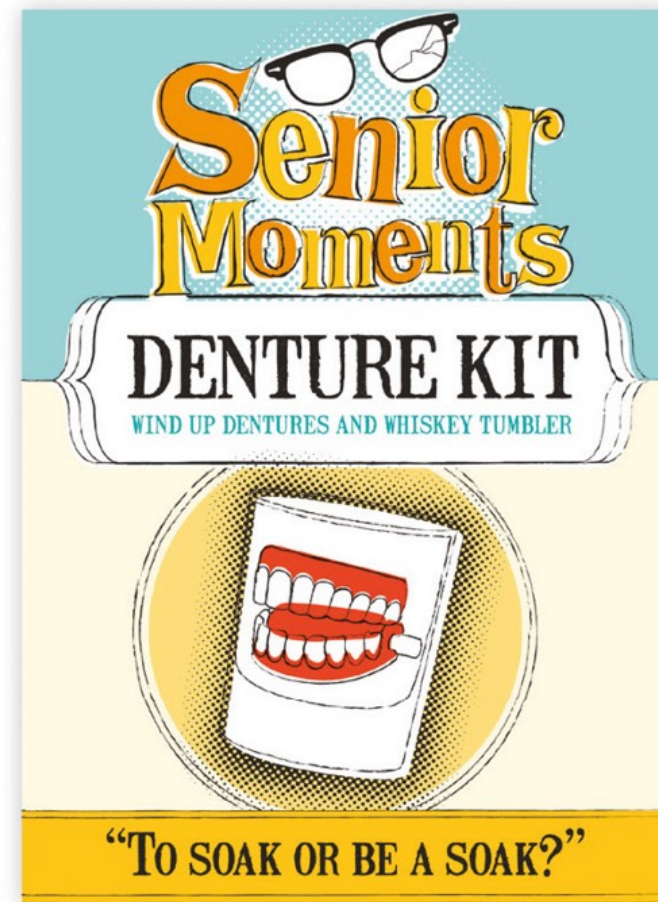


# Senior Moments

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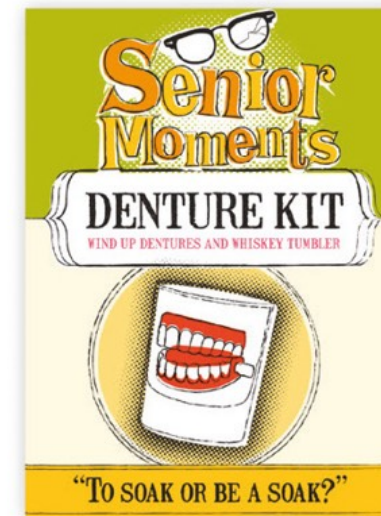
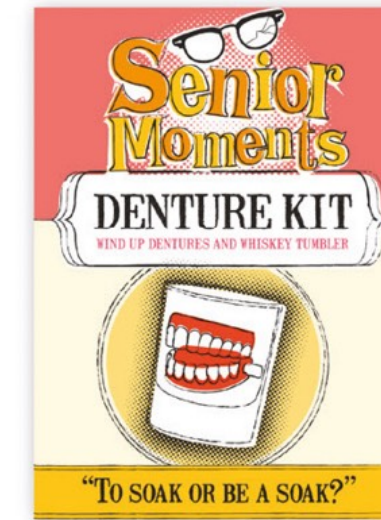


Colours: Secondary



Font: Mail Art Rubber Stamp

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

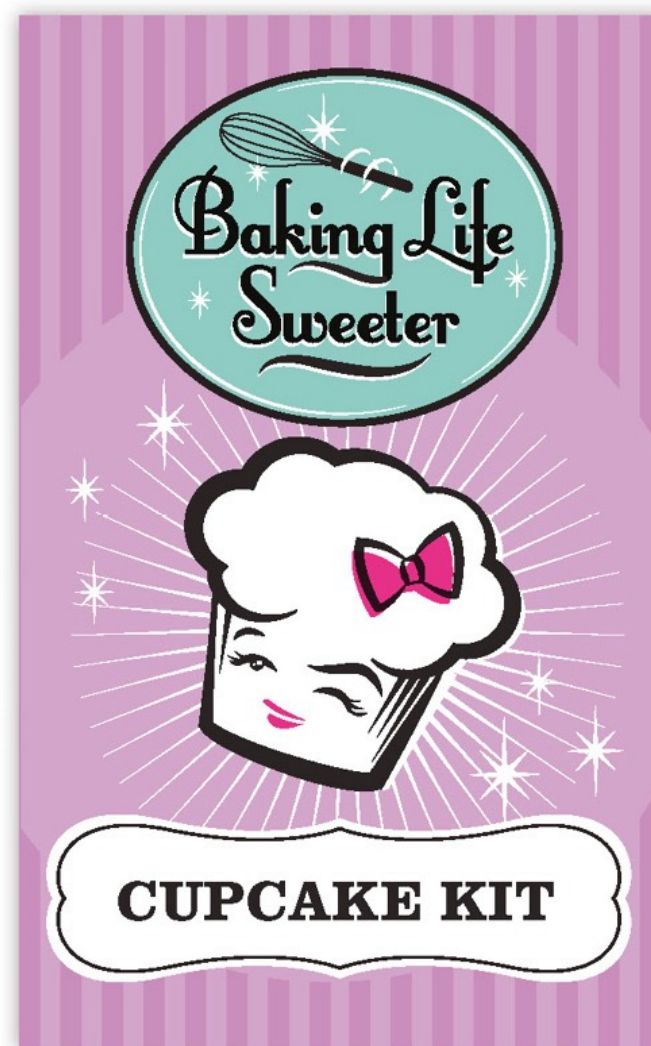
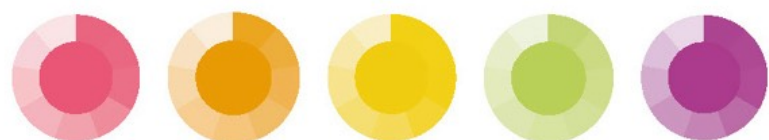




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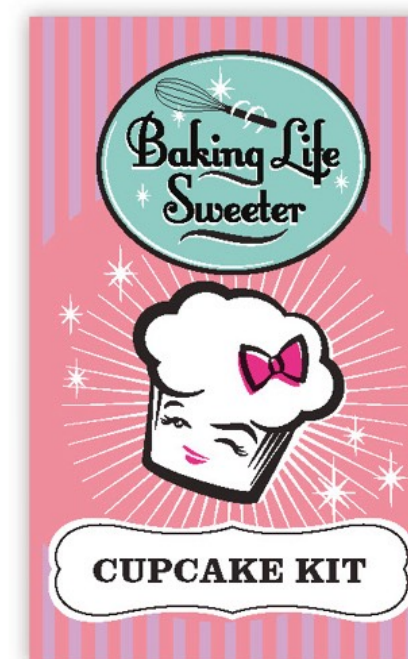
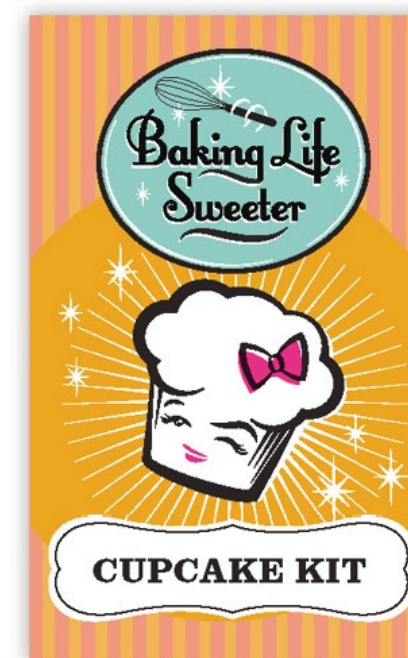


Colours: Secondary



Font: Clarendon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !"#%&'()\*+,-./







# GASTRO TABLE

GASTRO  
TABLE

GASTRO  
TABLE



# NATURAL DINING





Building Better Brands

**Natural Dining**  
Packaging











# Displays & POS

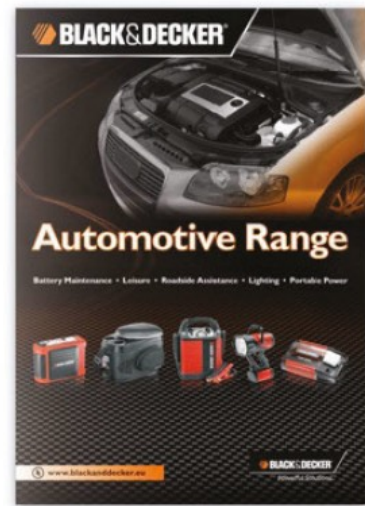
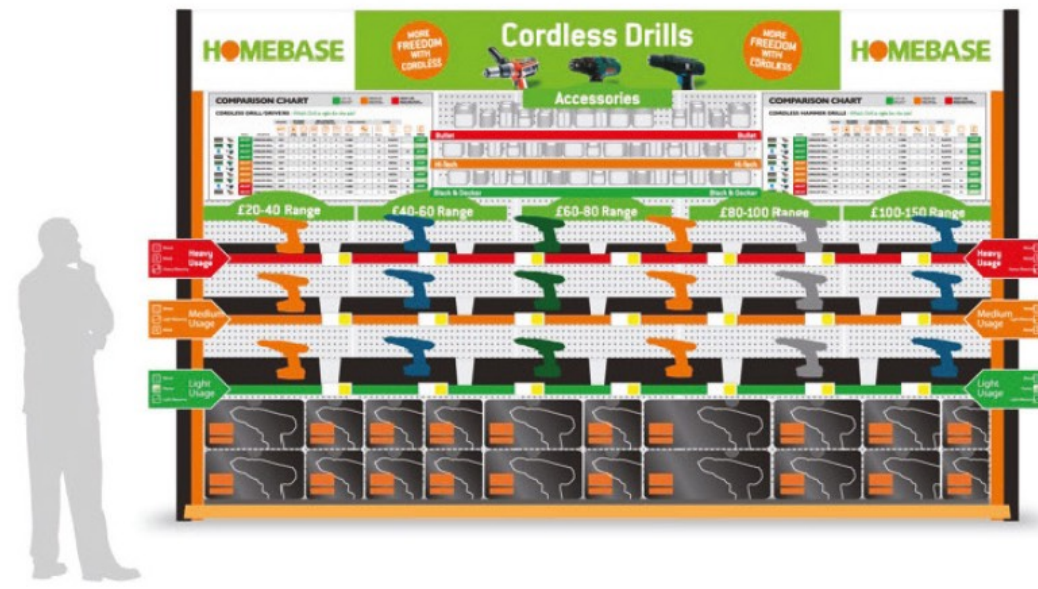








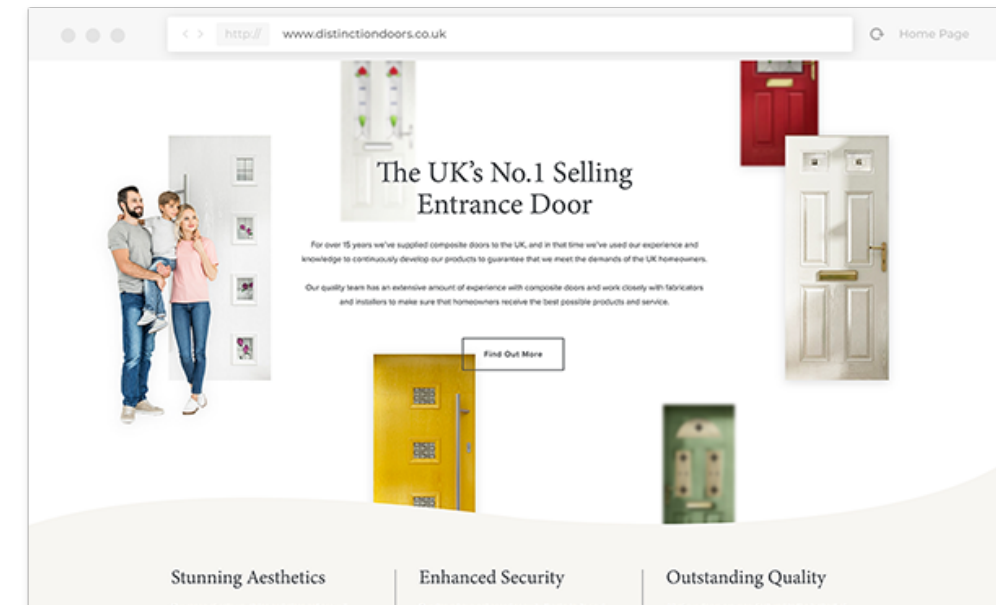
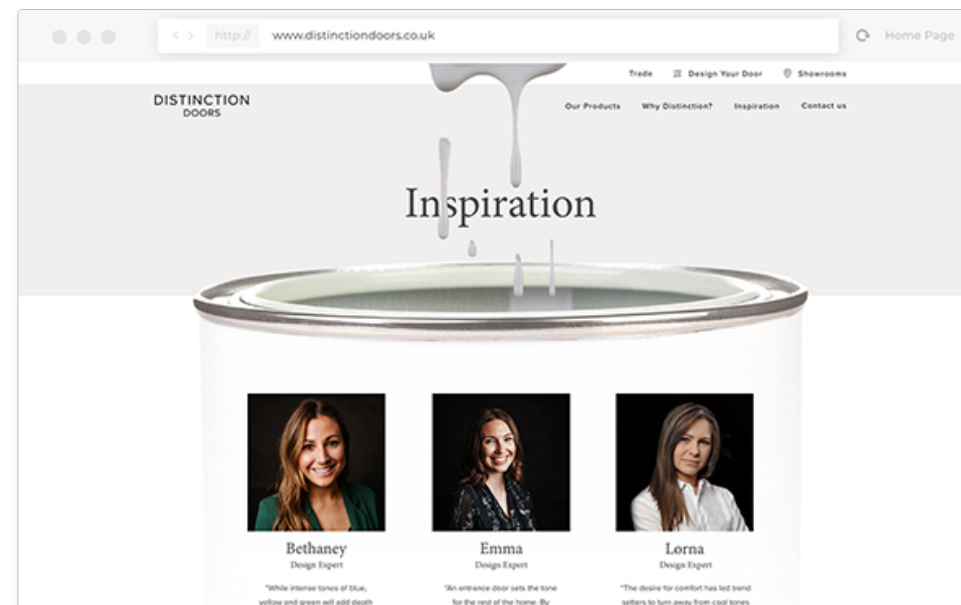
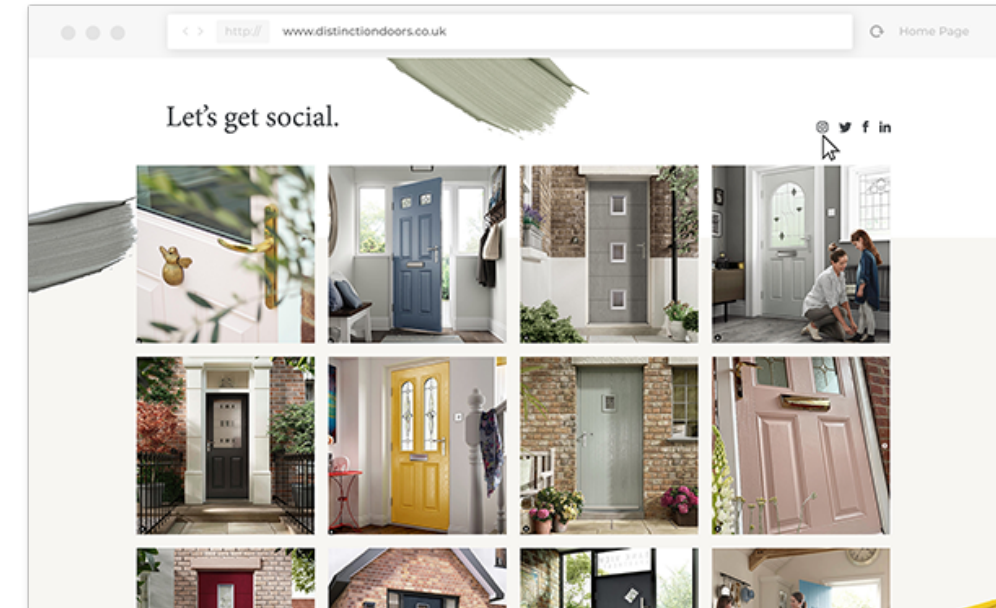
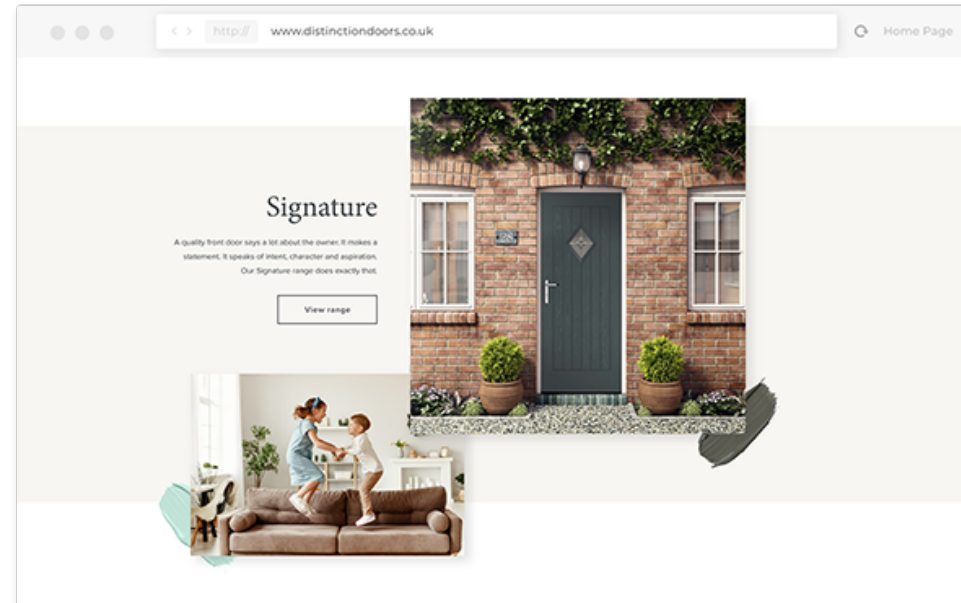






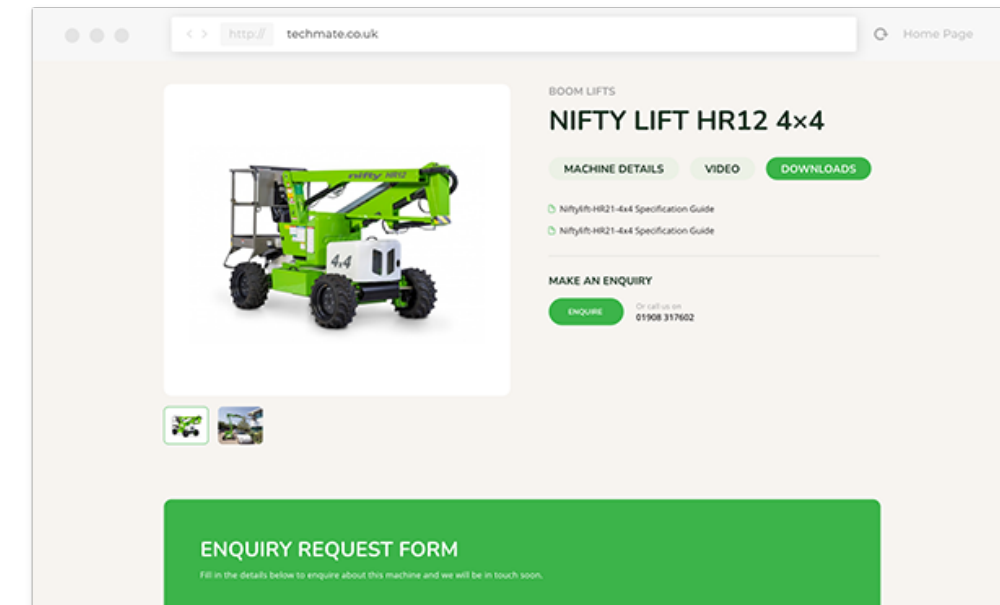
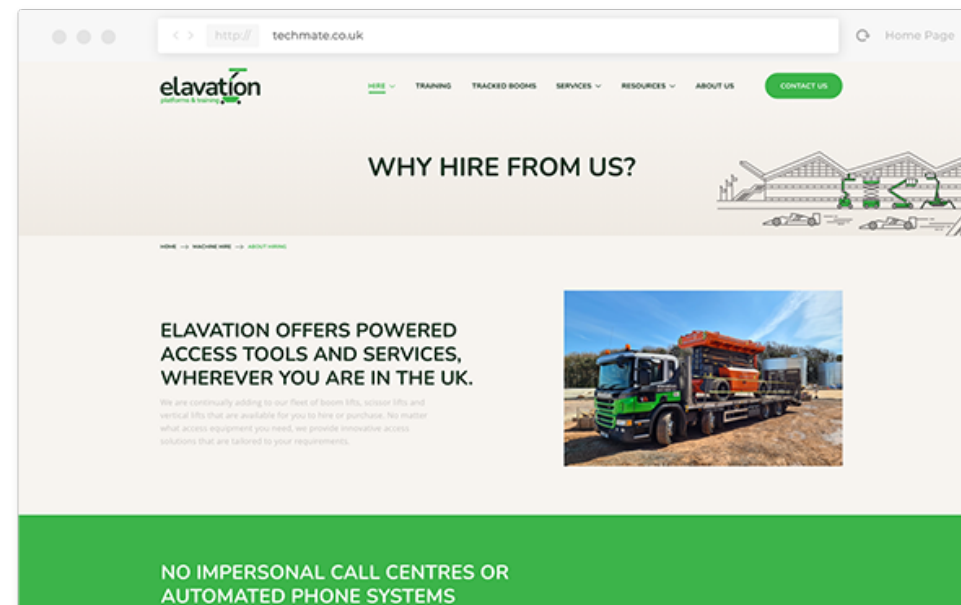
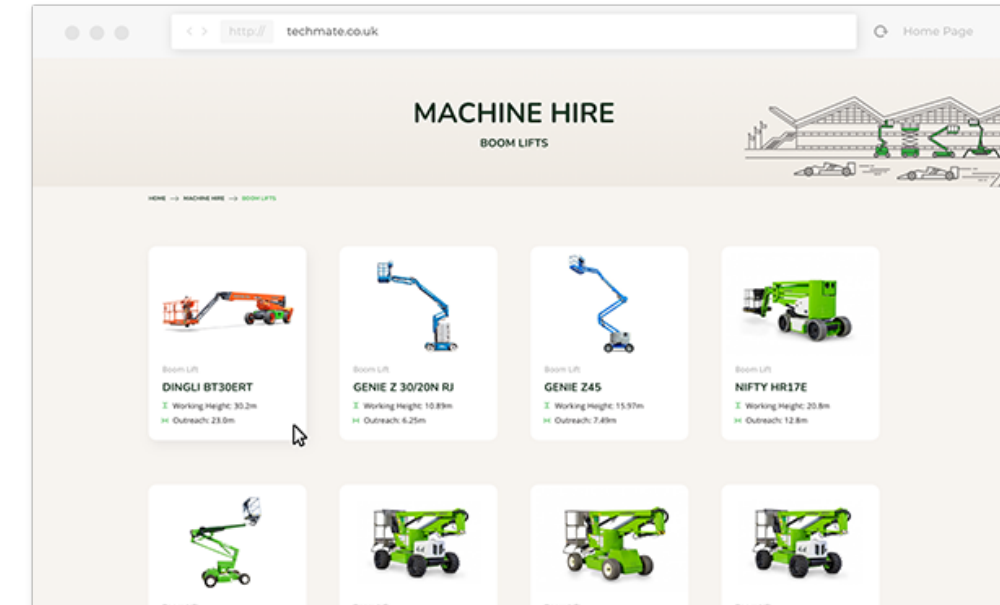
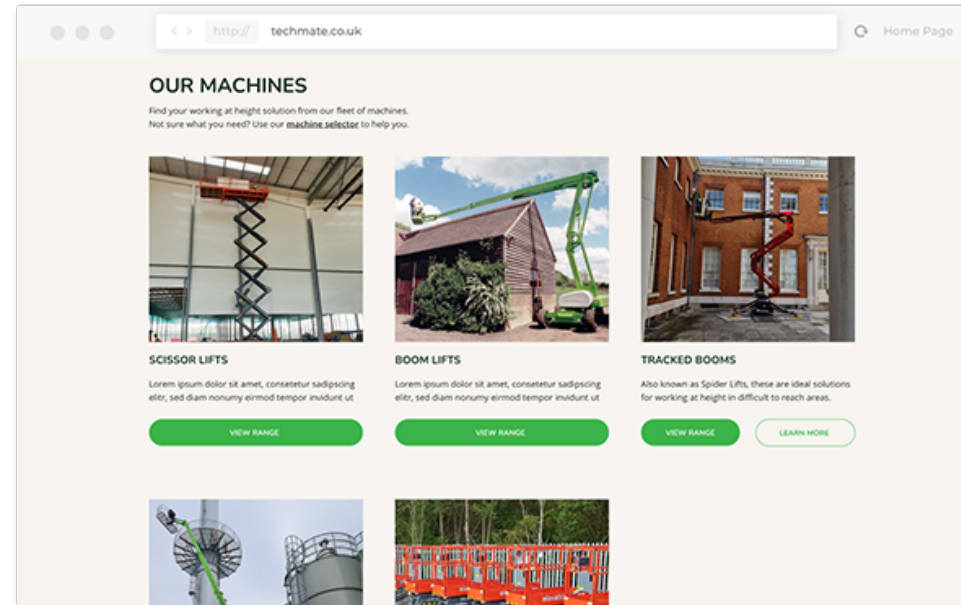
# Websites & Apps

# DISTINCTION DOORS



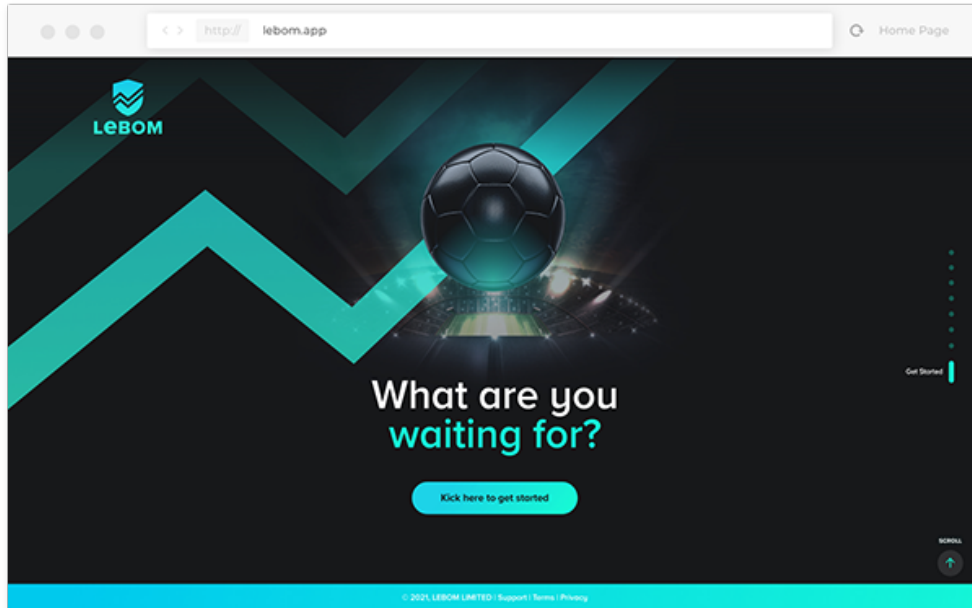
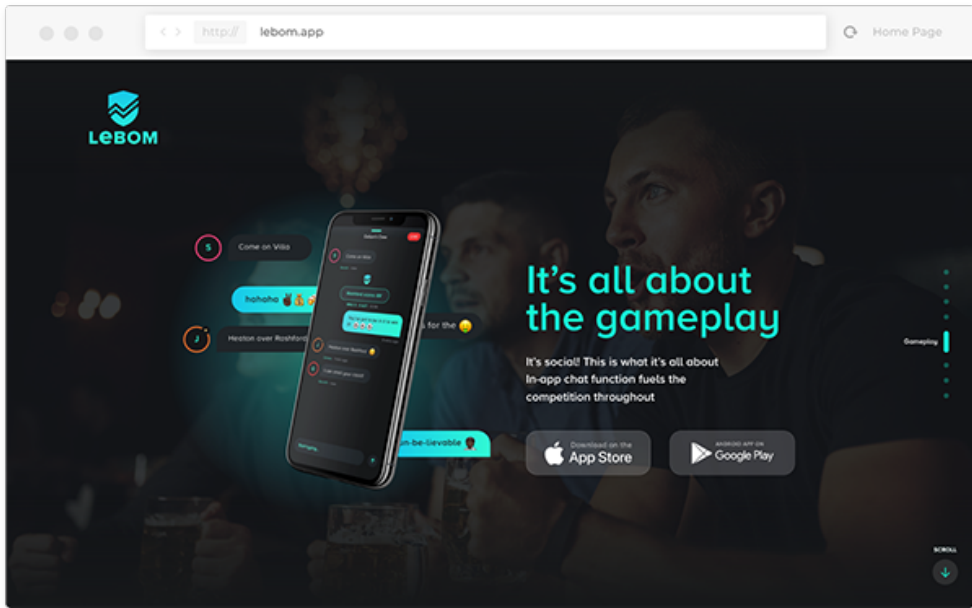
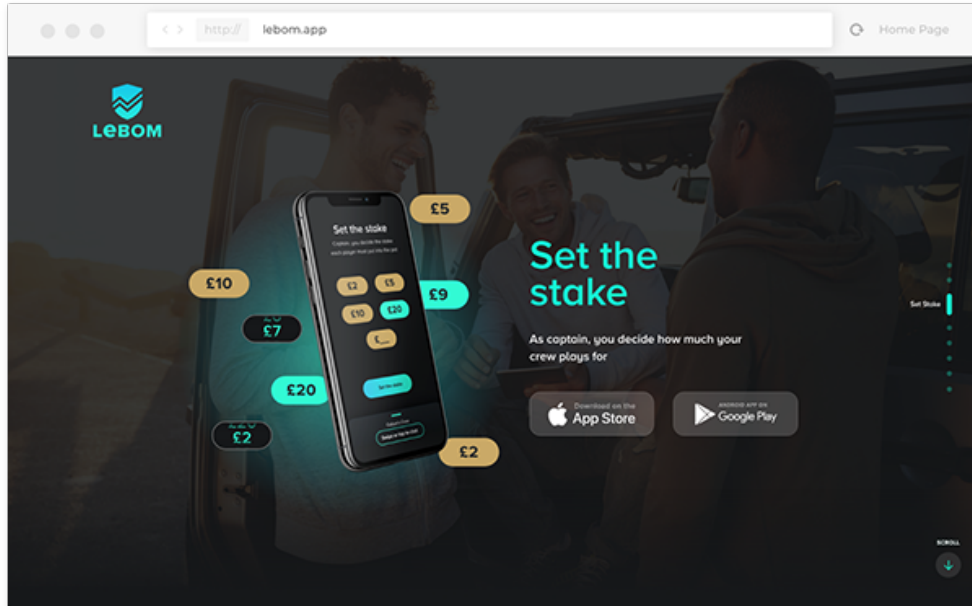
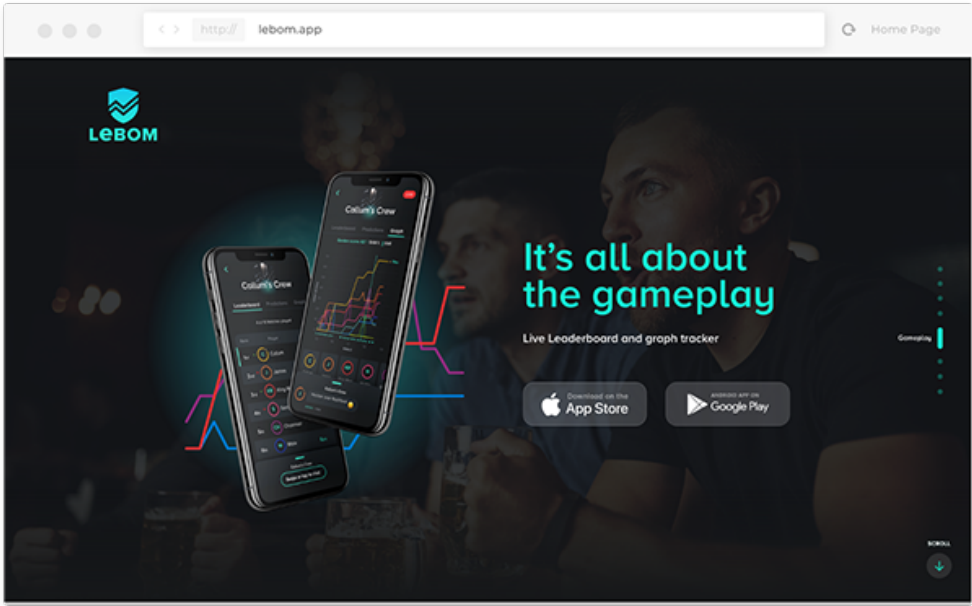
Building Better Brands

**Distinction Doors**  
Website Design



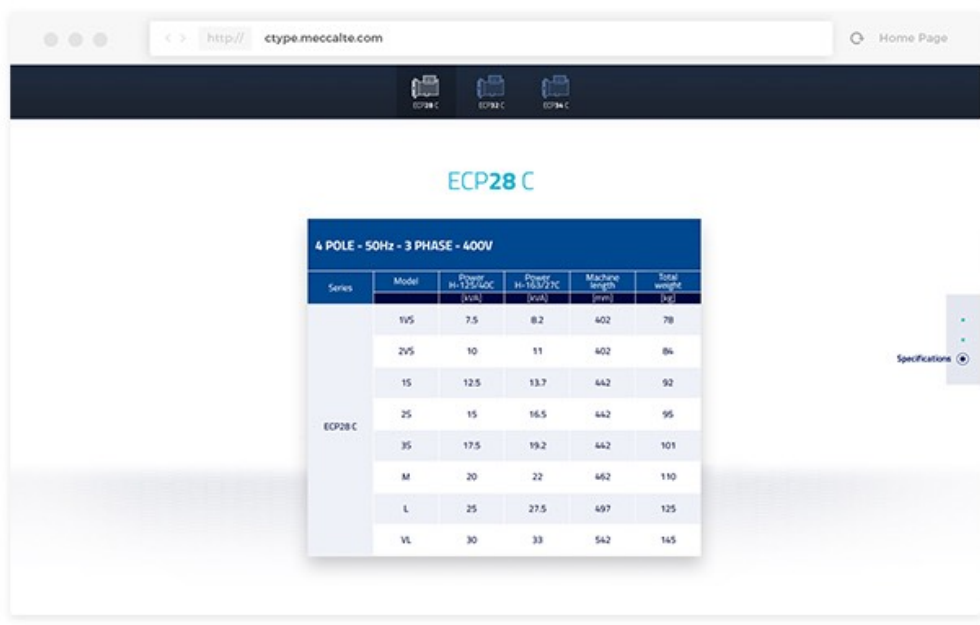
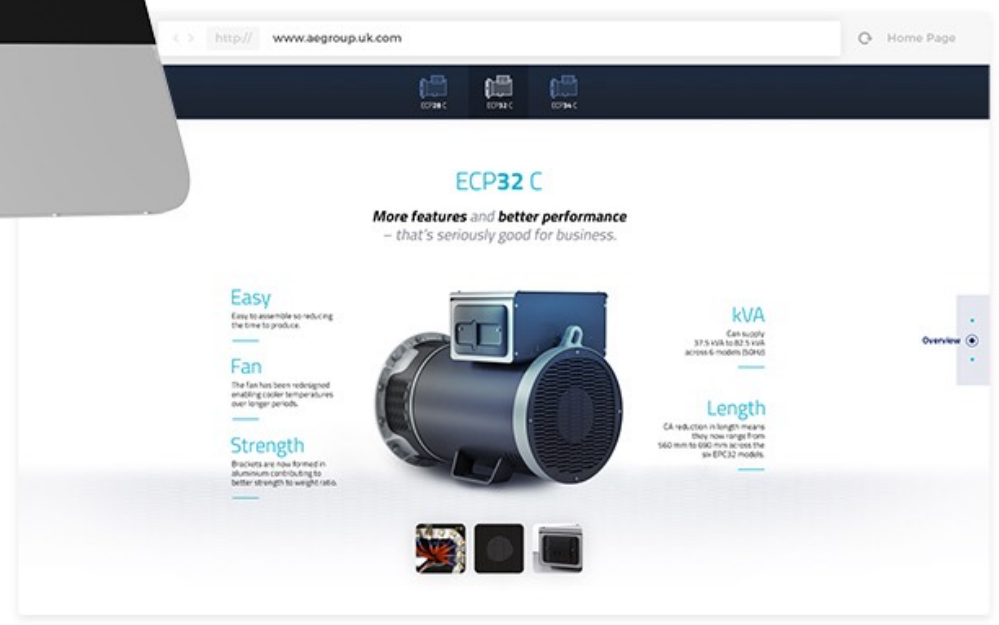
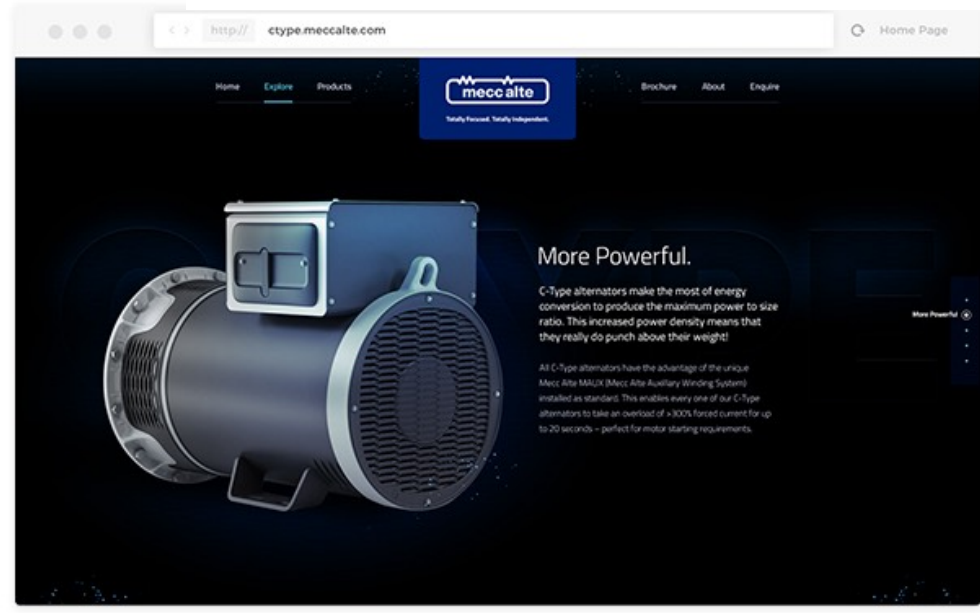
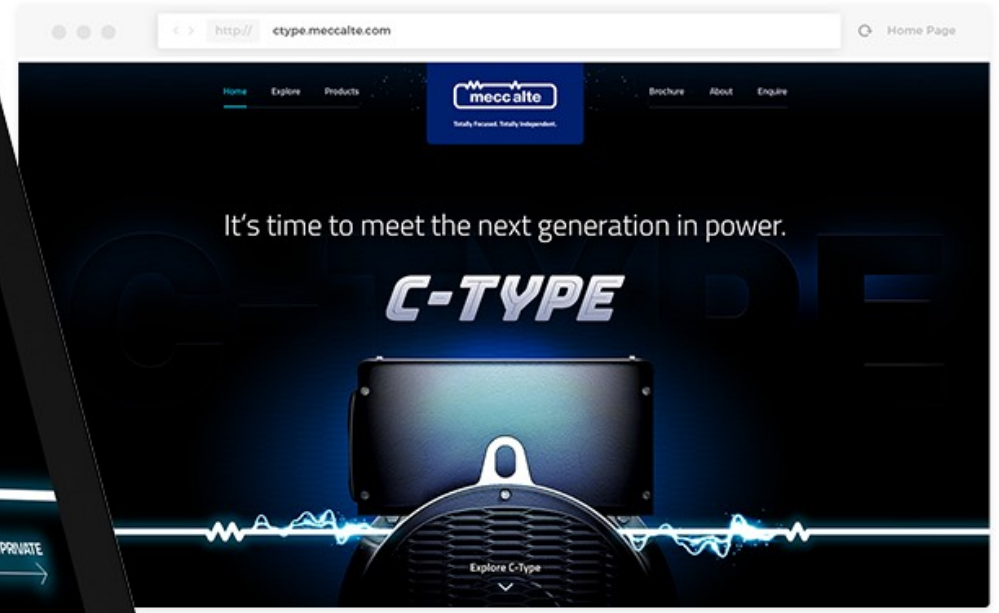
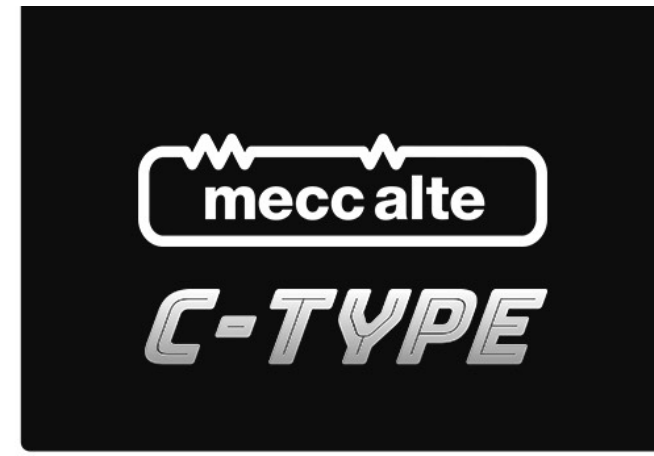
Building Better Brands

**Elavation**  
Website Design



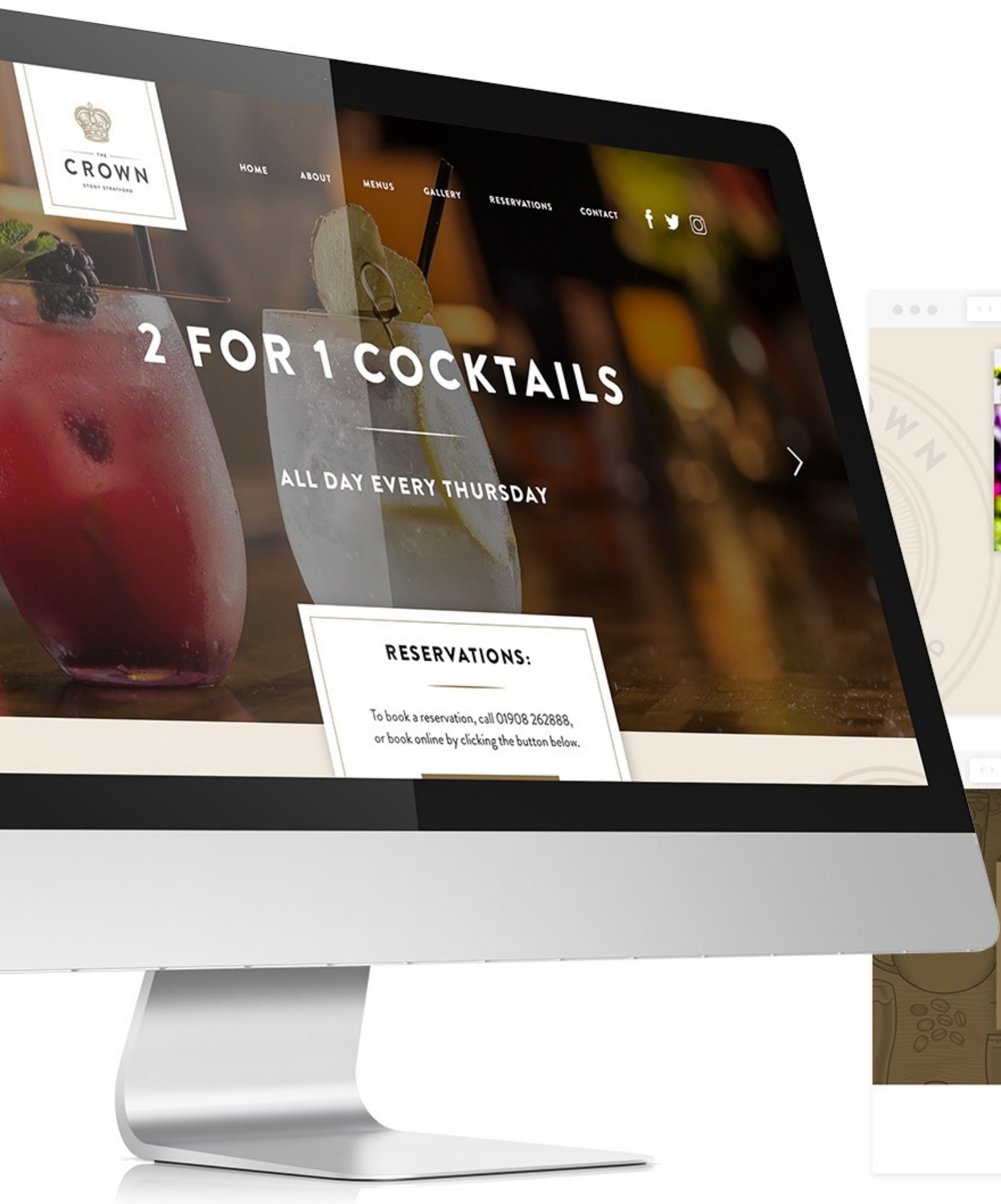
Building Better Brands

**Lebom**  
Website Design

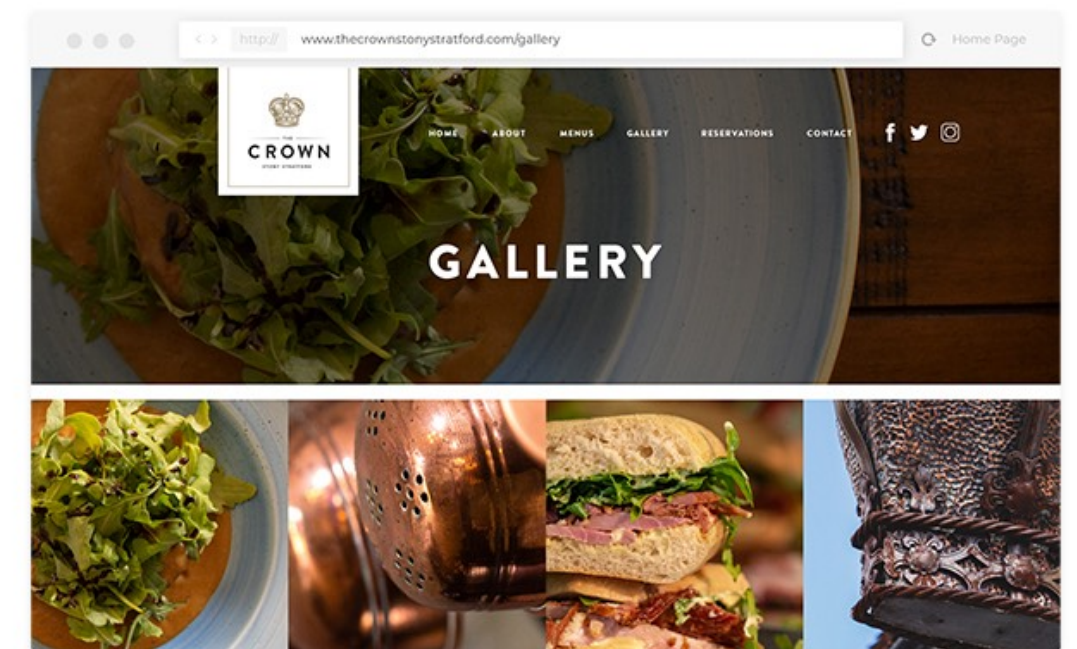
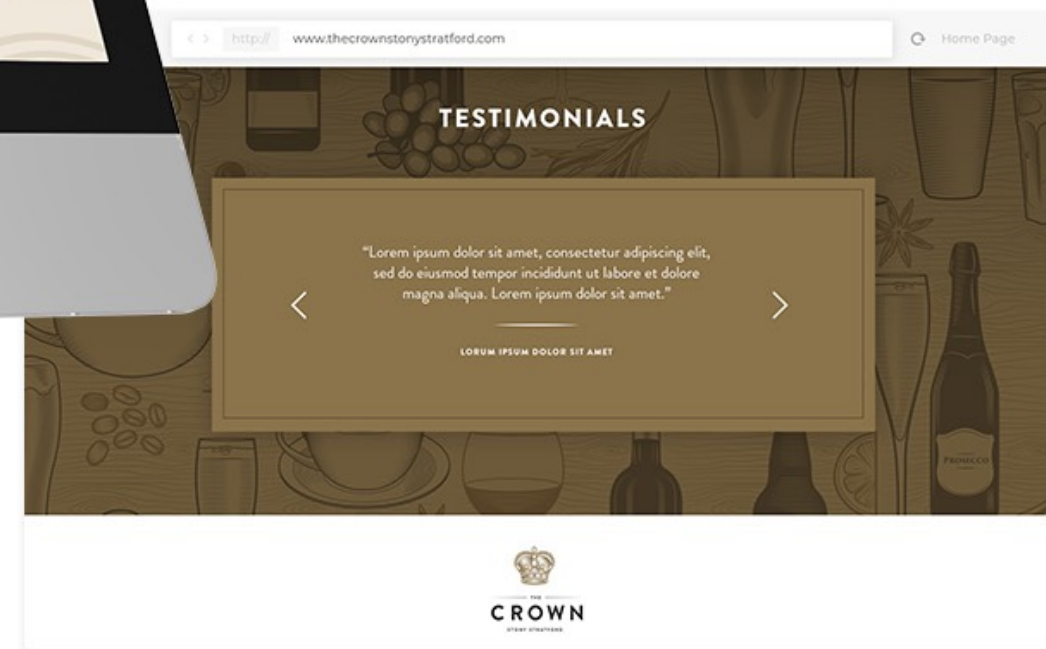
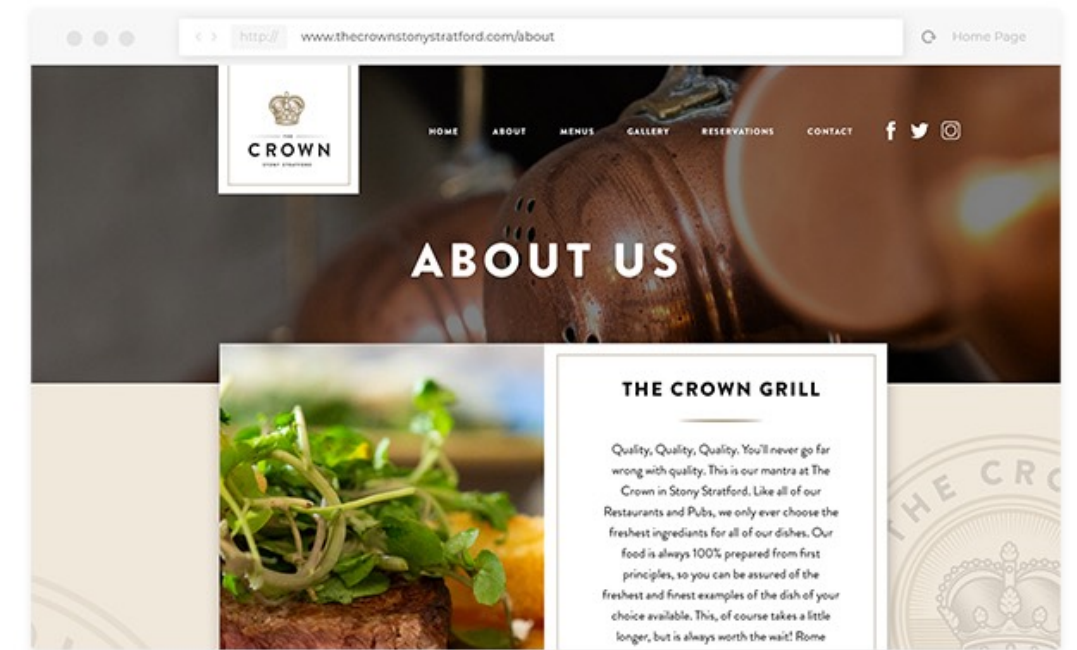
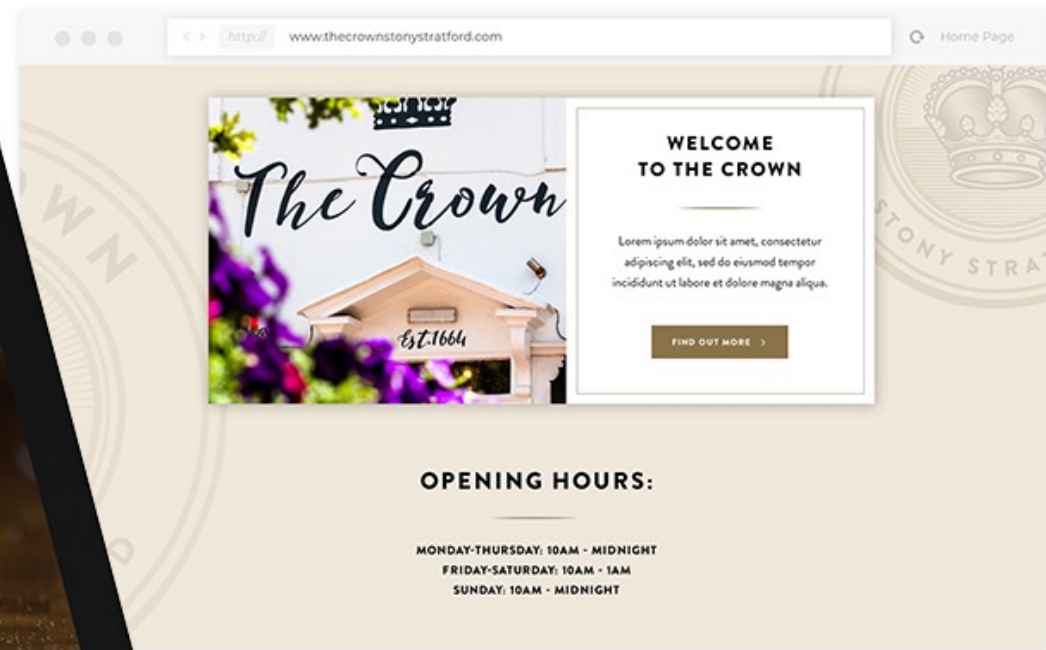


Building Better Brands

**Mecc Alte**  
Website Design



THE  
**CROWN**  
STONY STRATFORD

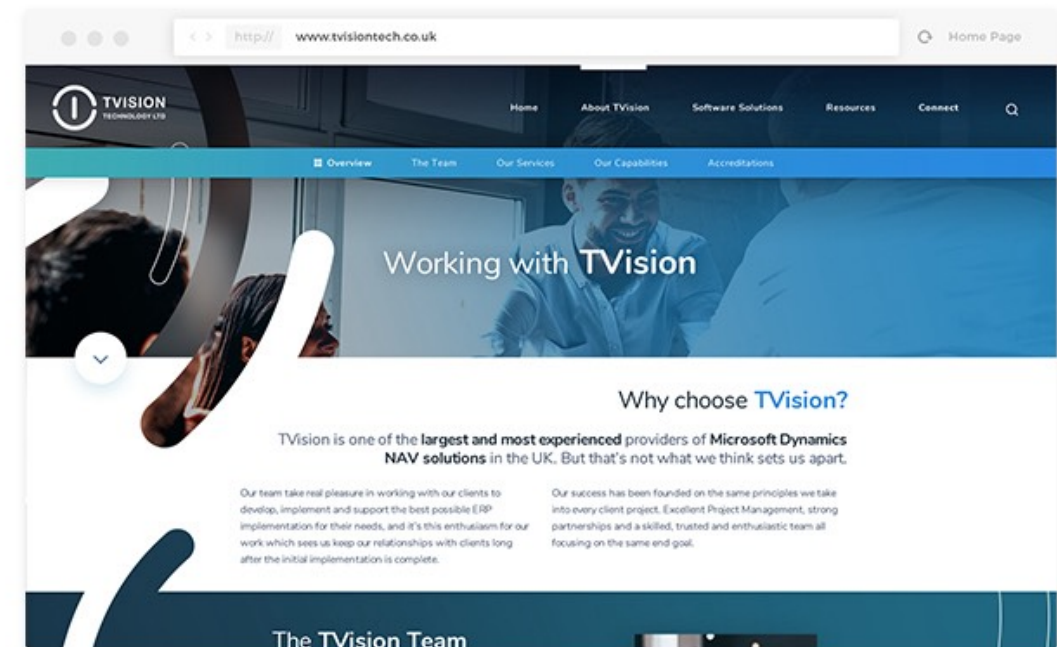
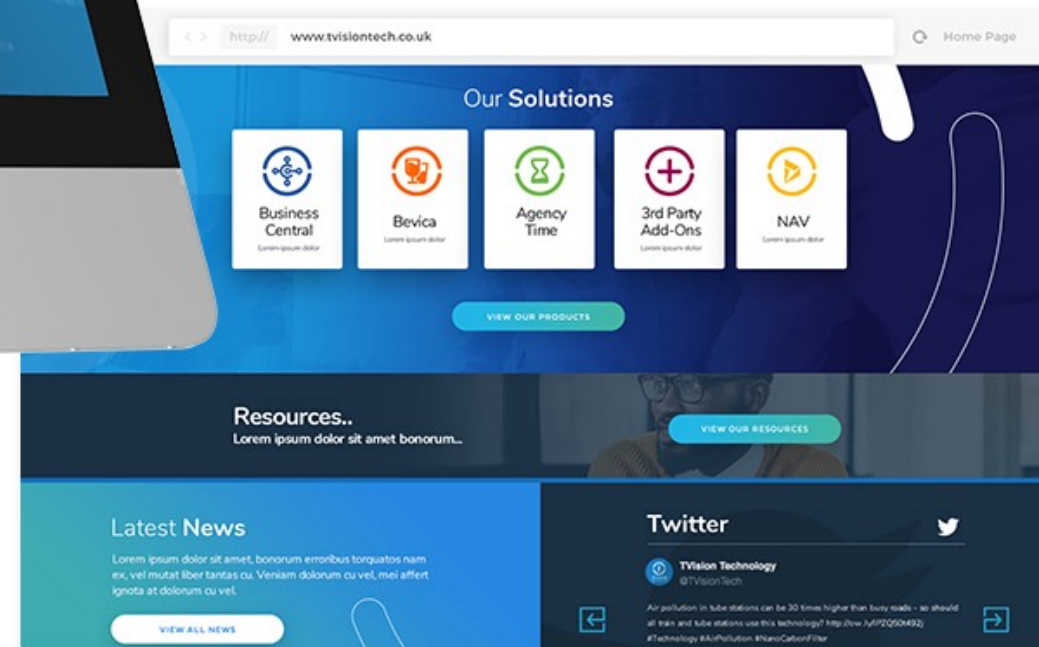
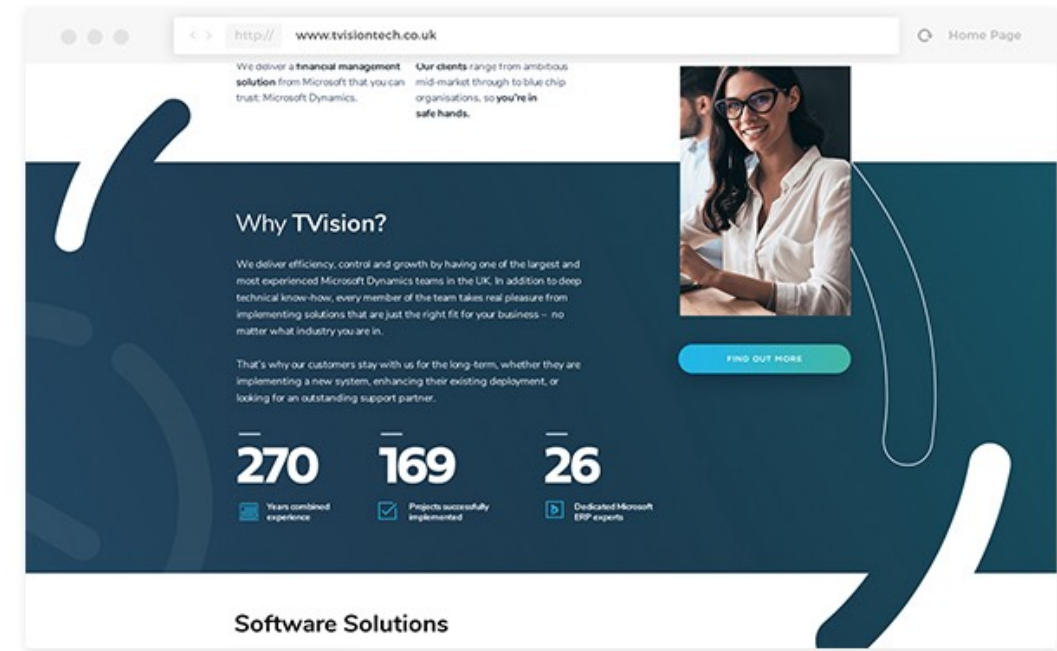
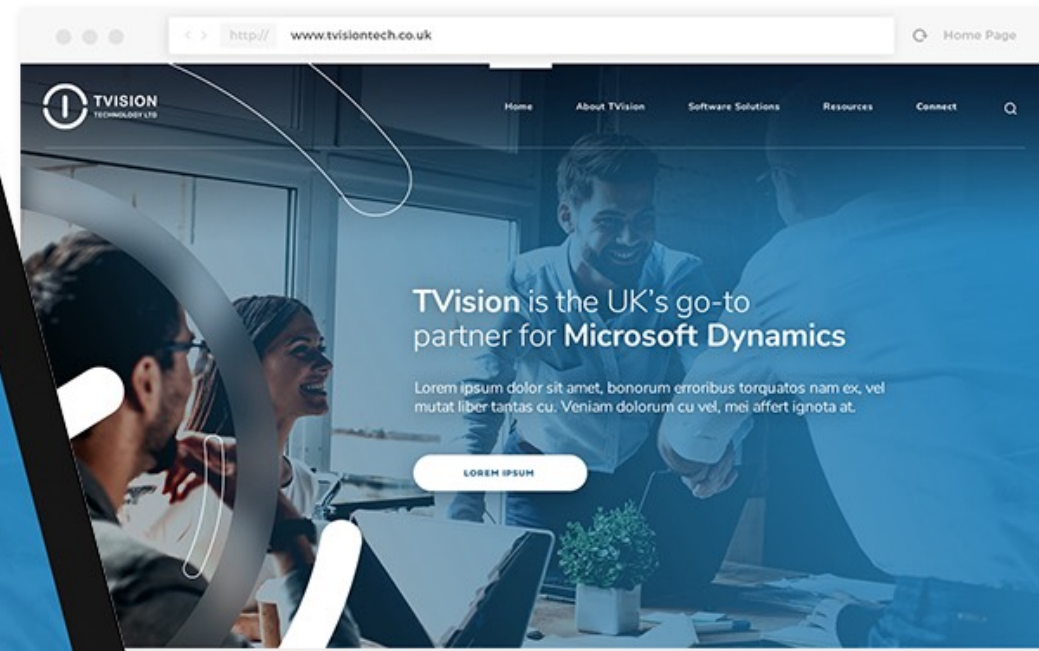


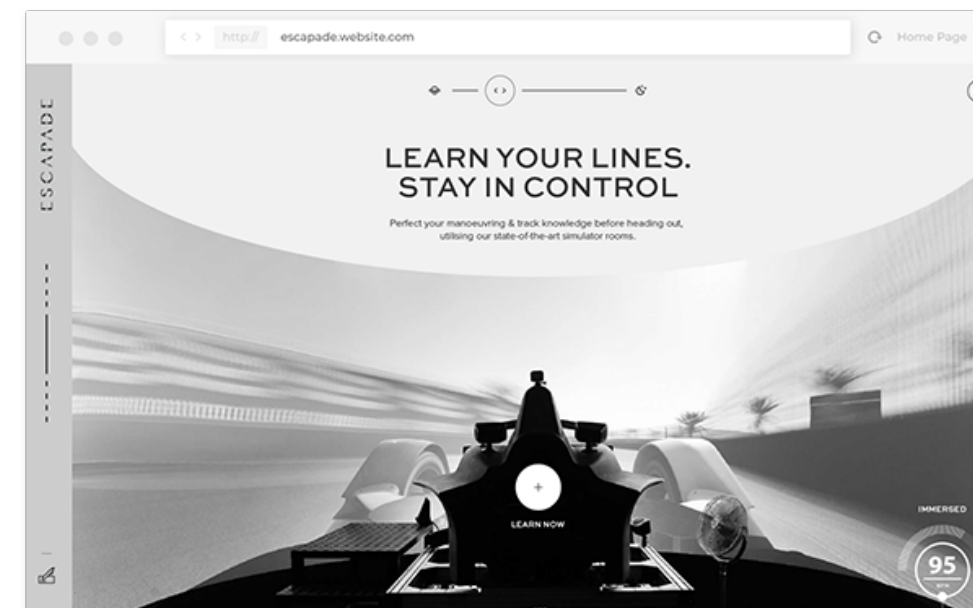
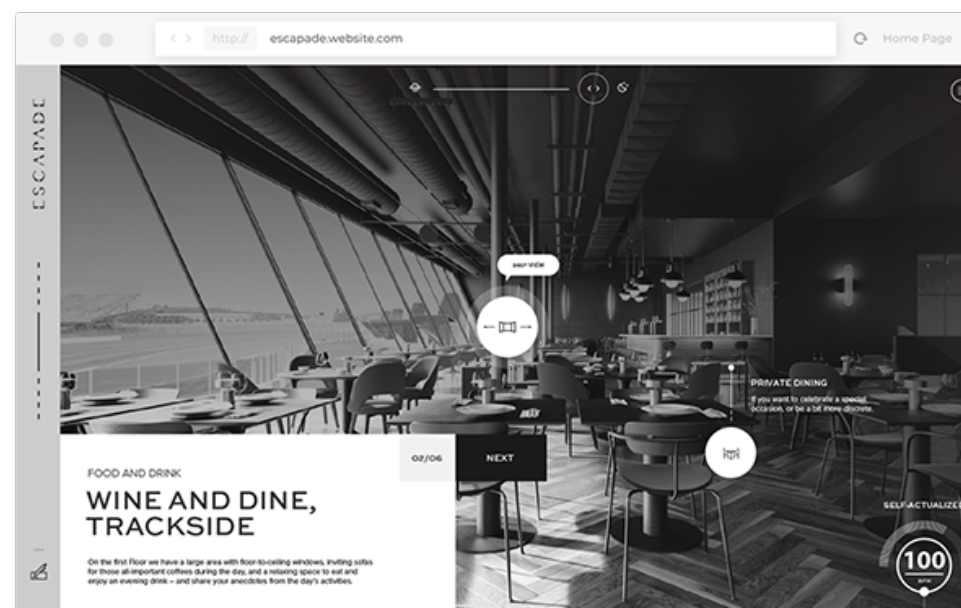
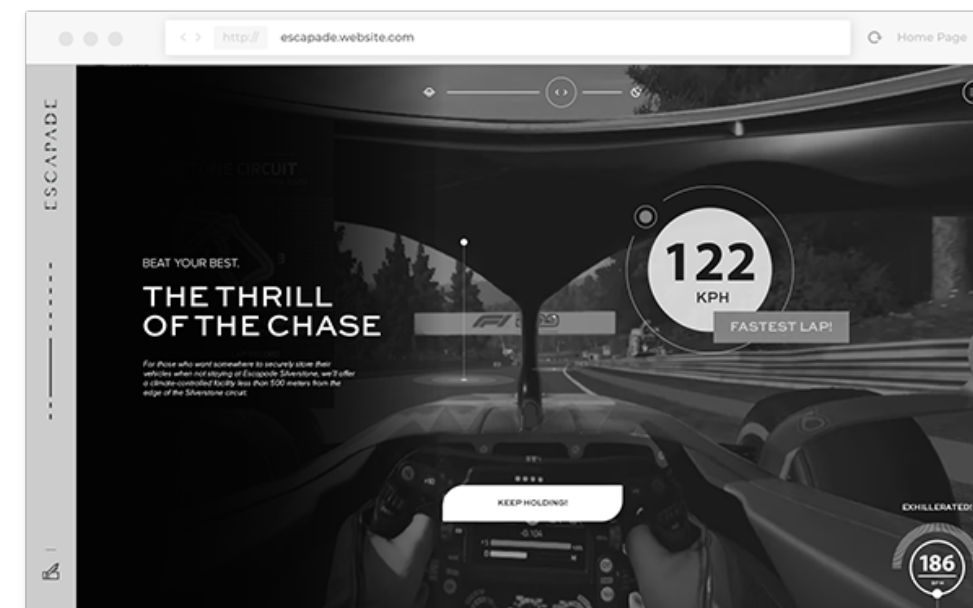
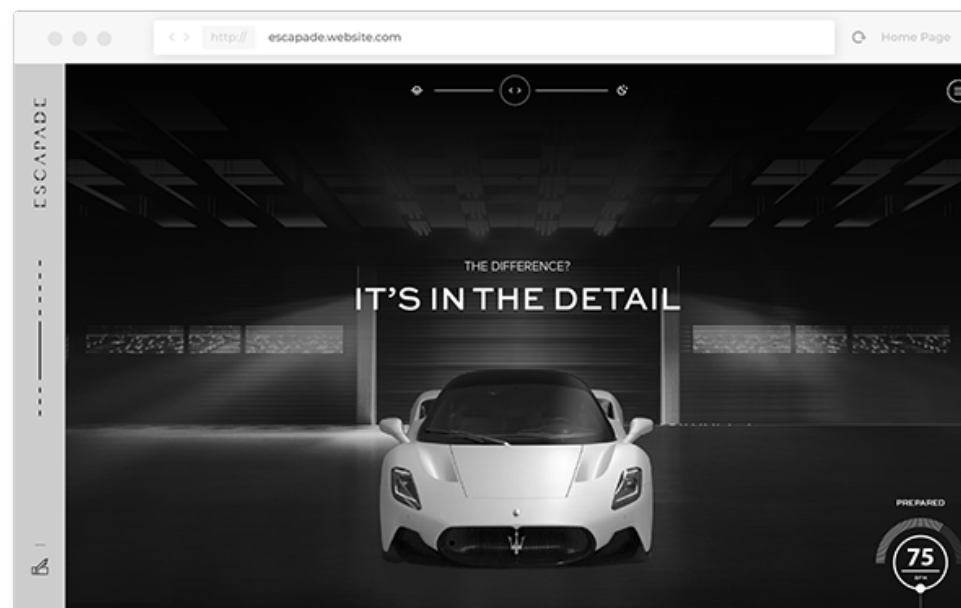
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**The Crown**  
Website Design



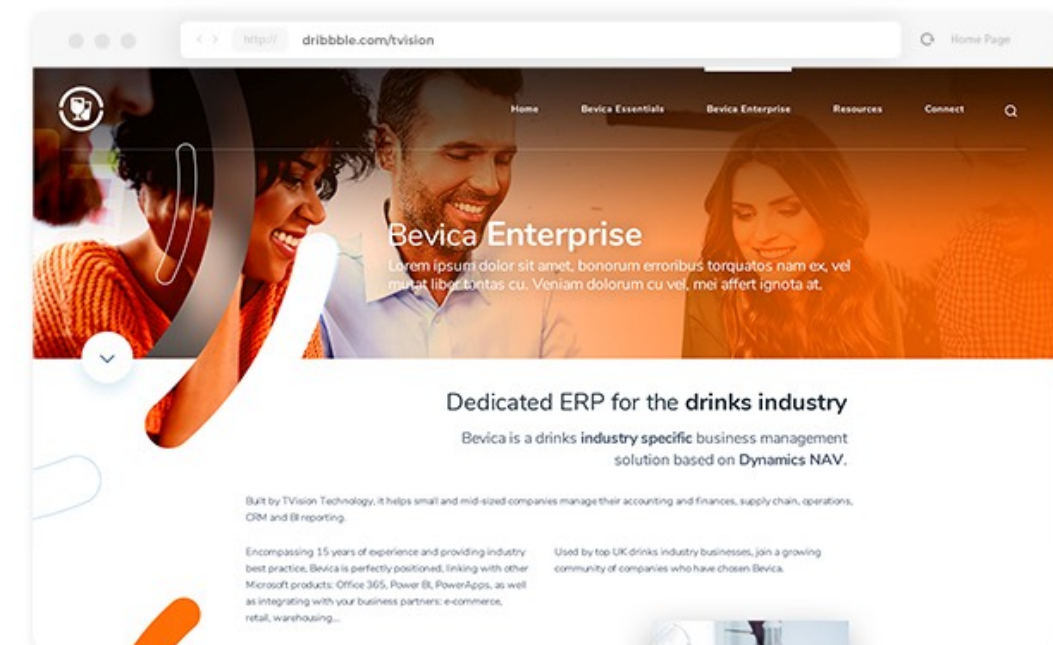
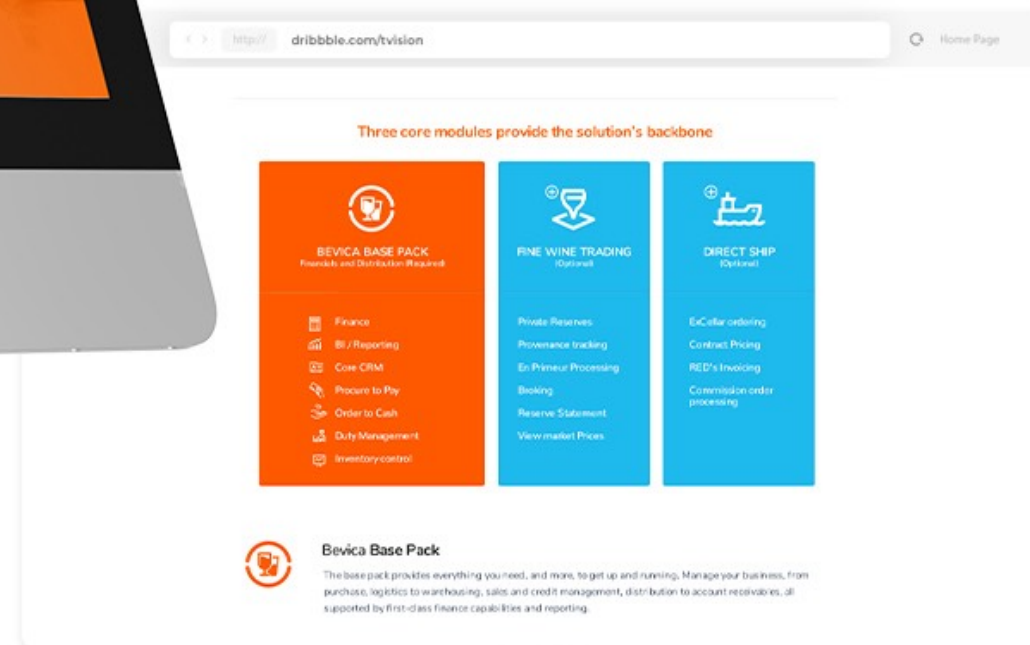
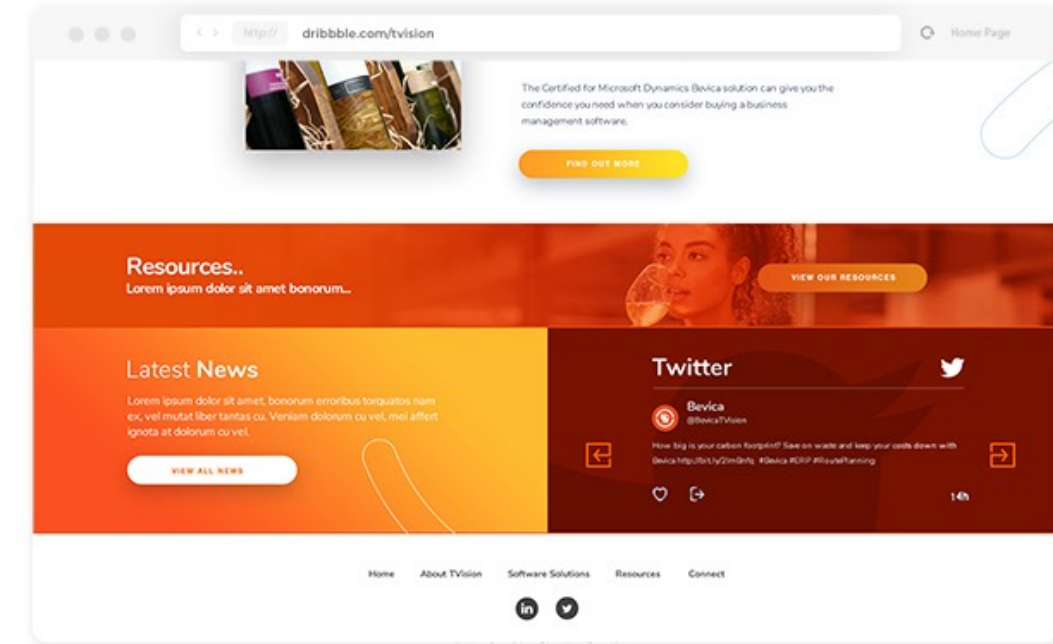
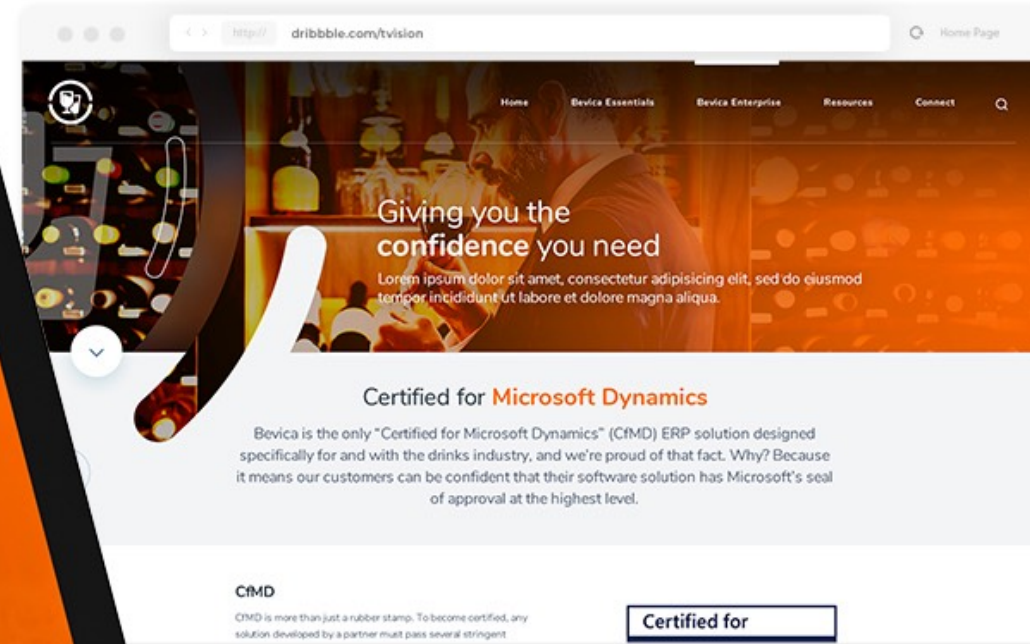


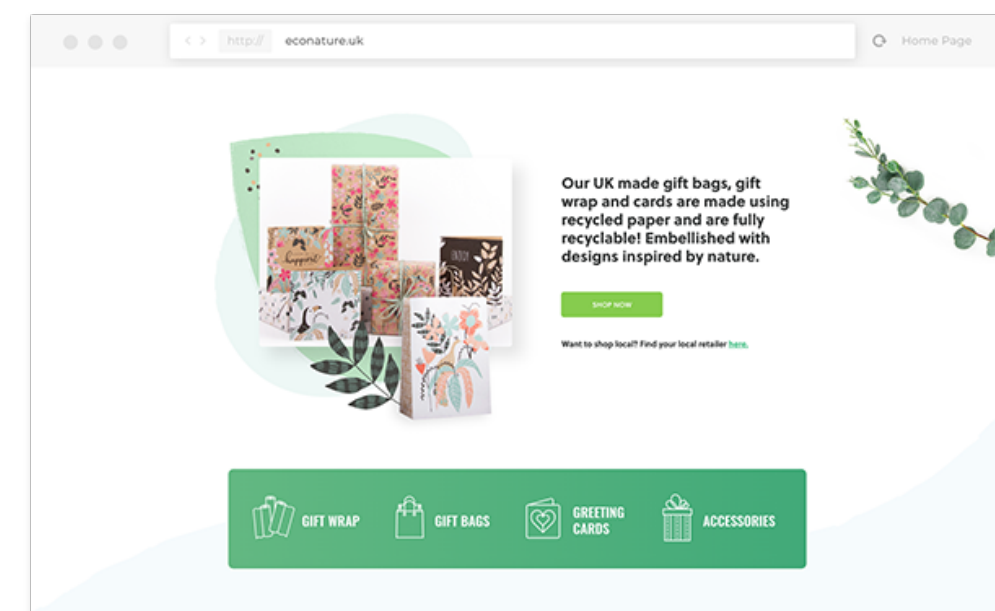
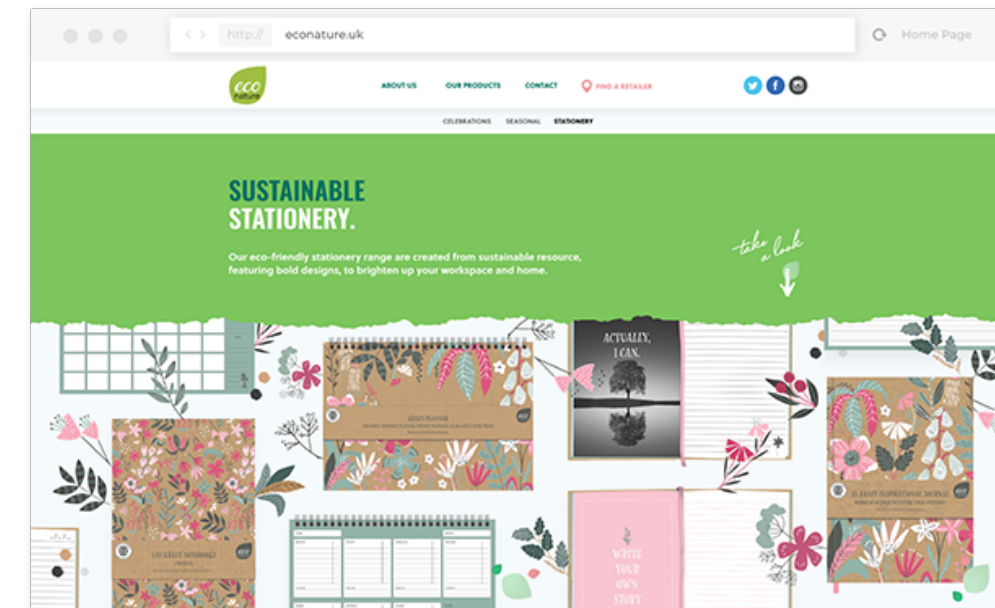
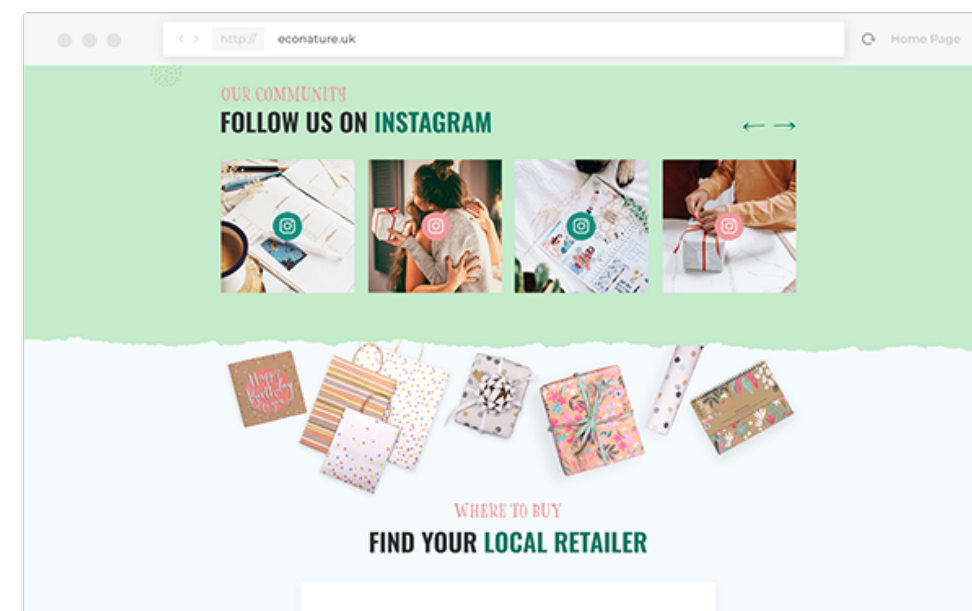
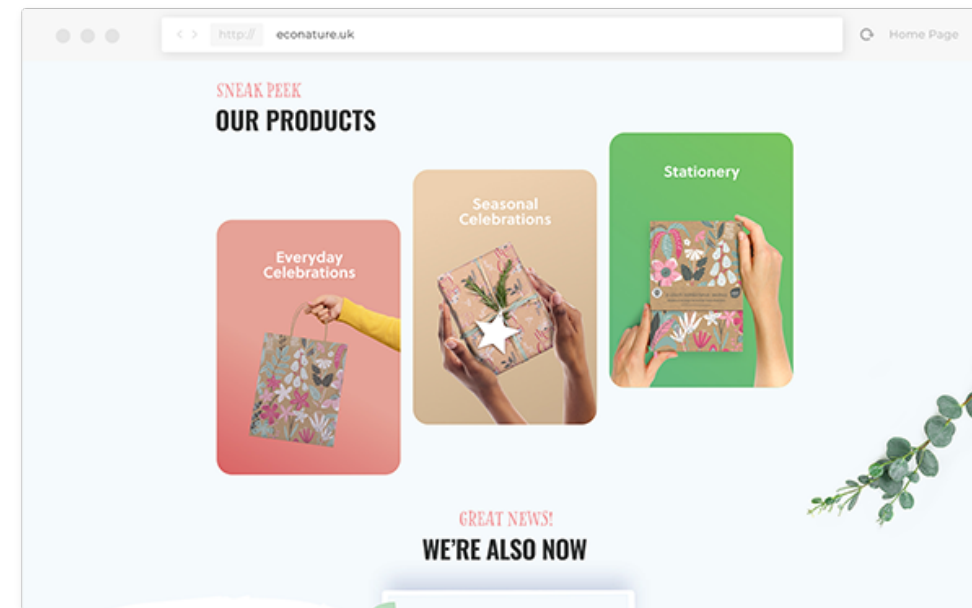
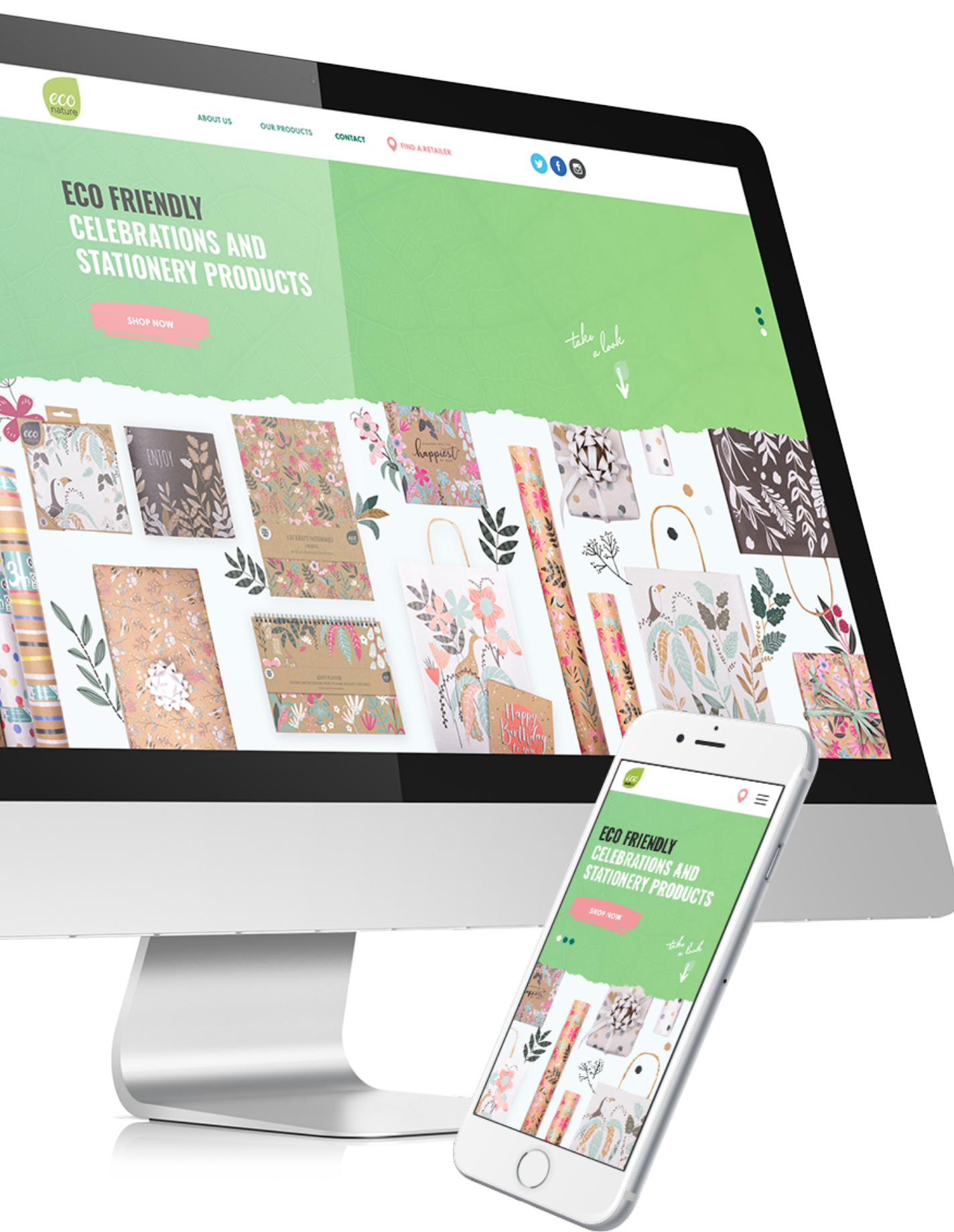




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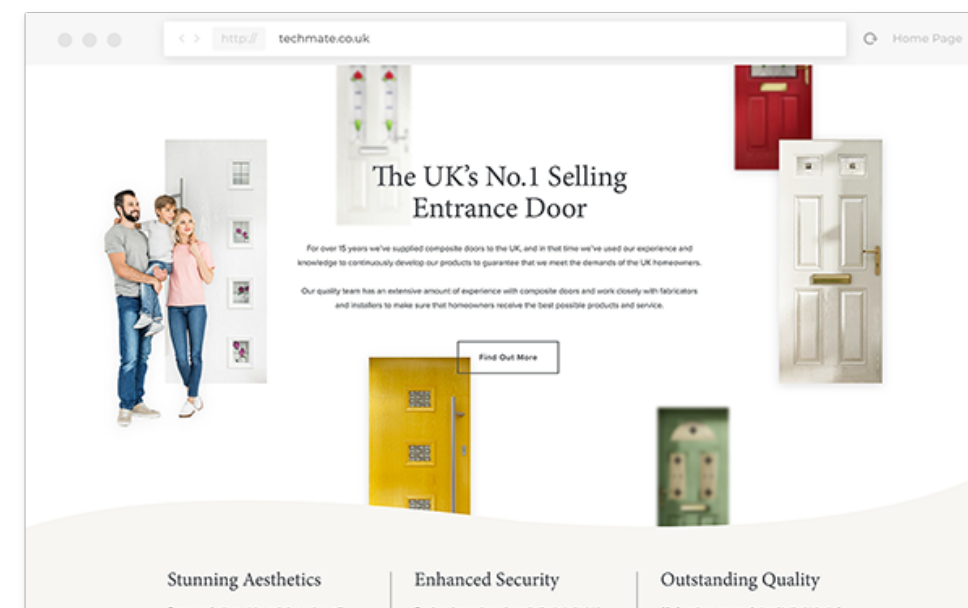
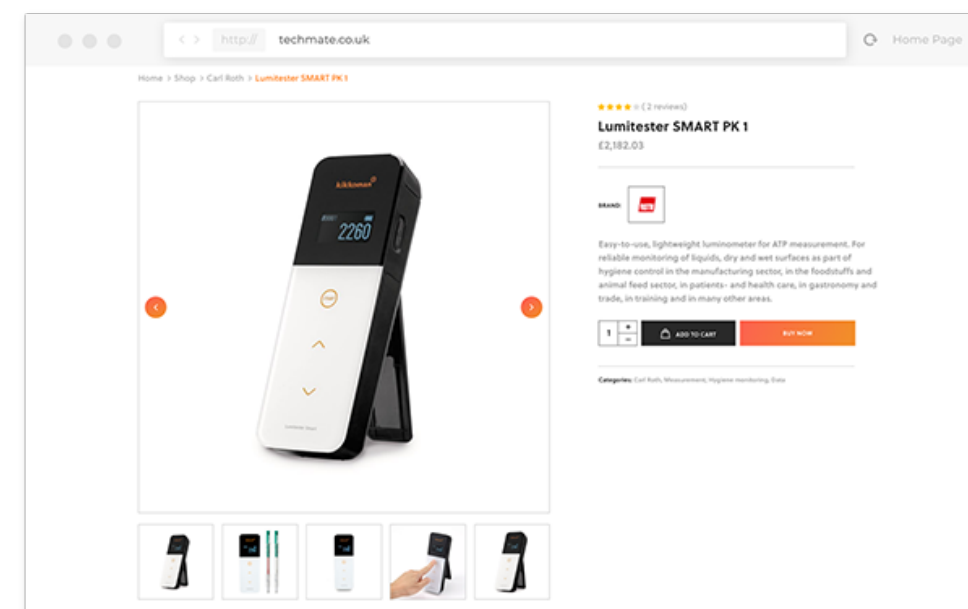
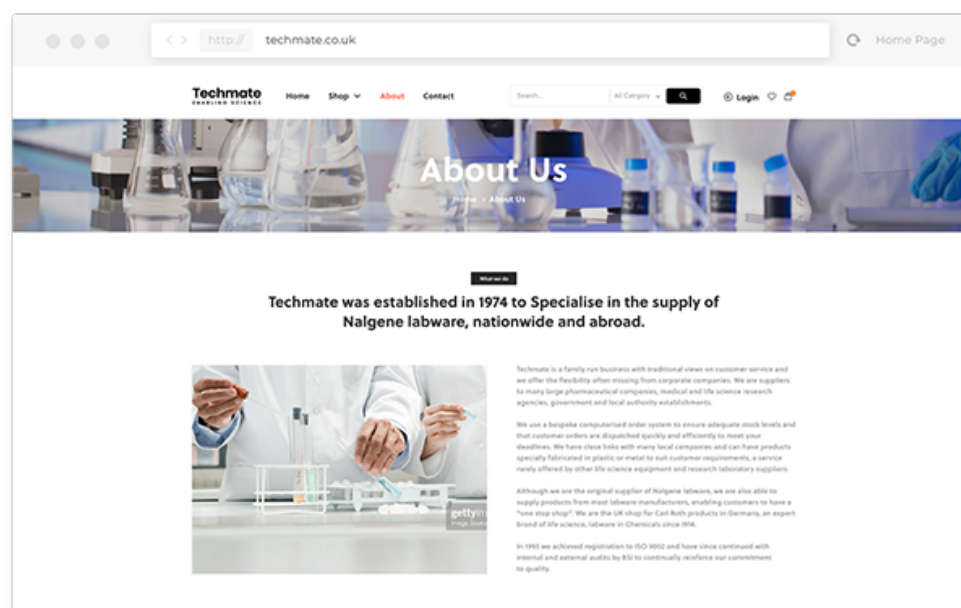
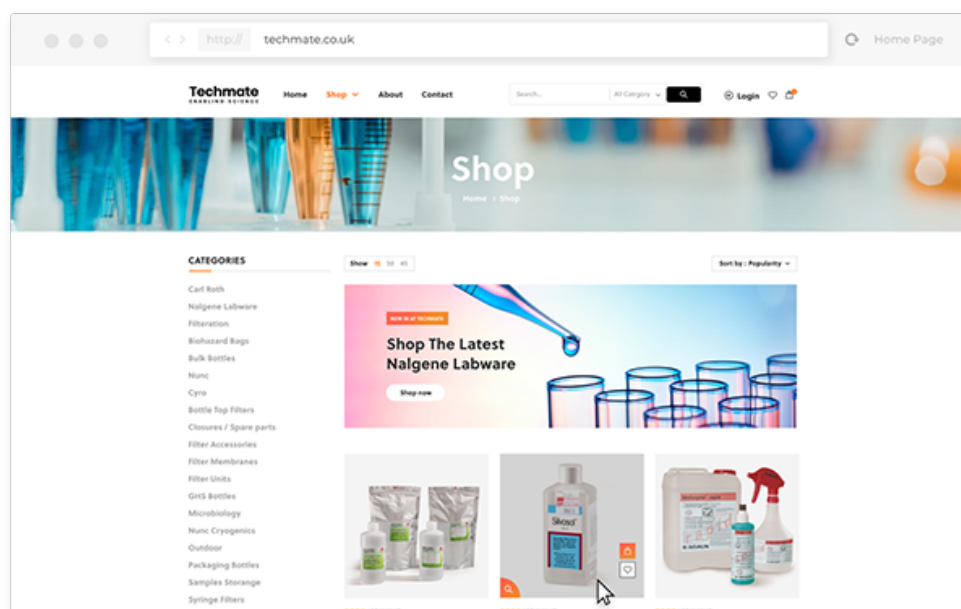
Escapade  
Website Design





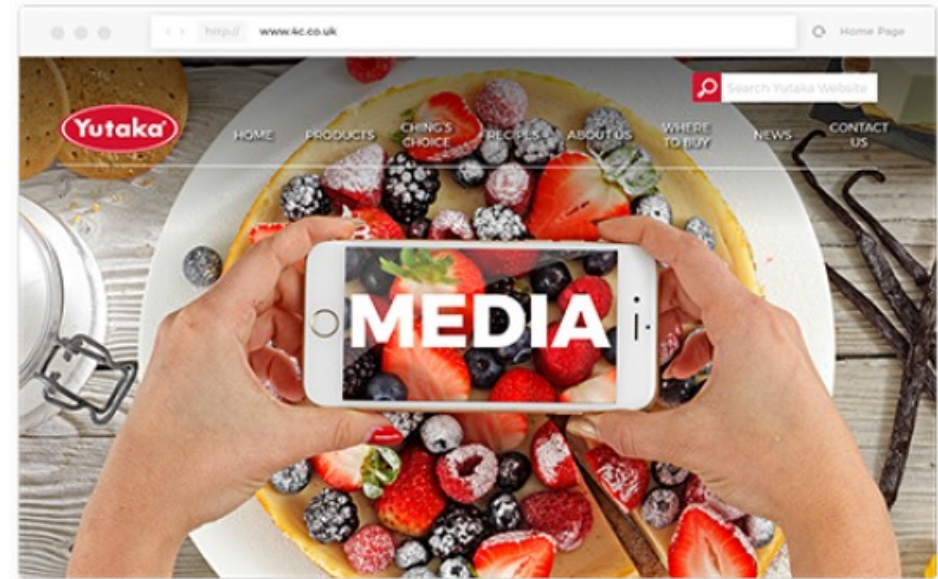
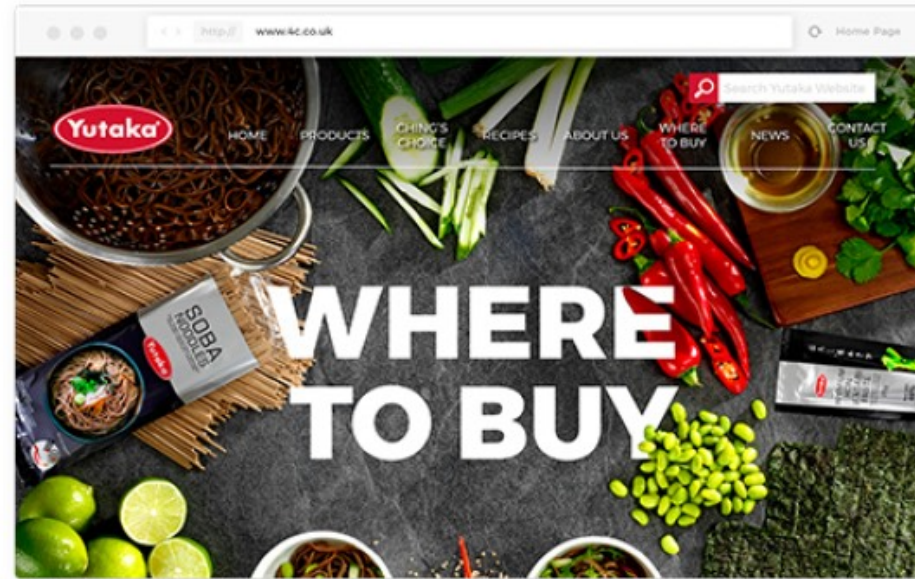
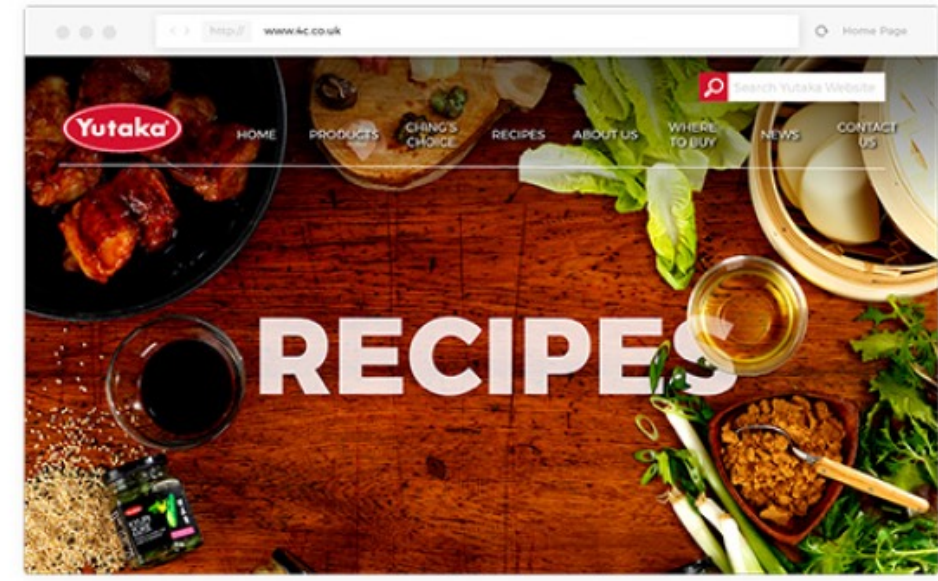
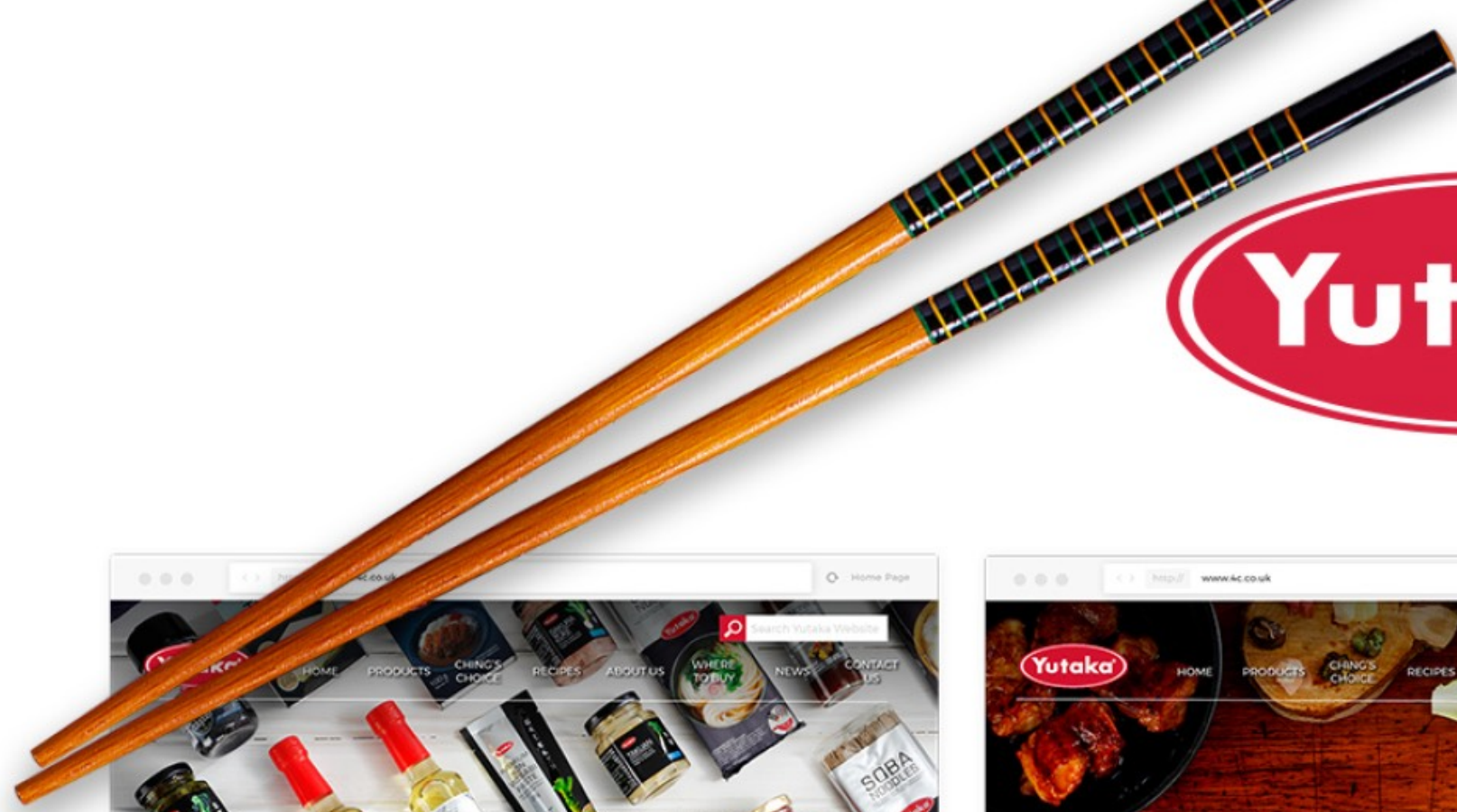
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Eco Nature  
Website Design



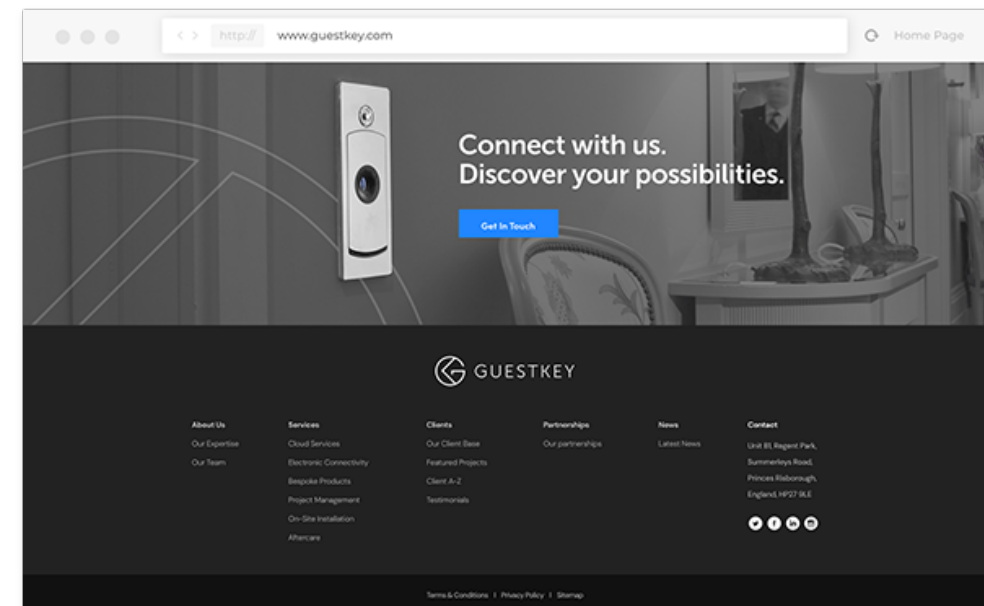
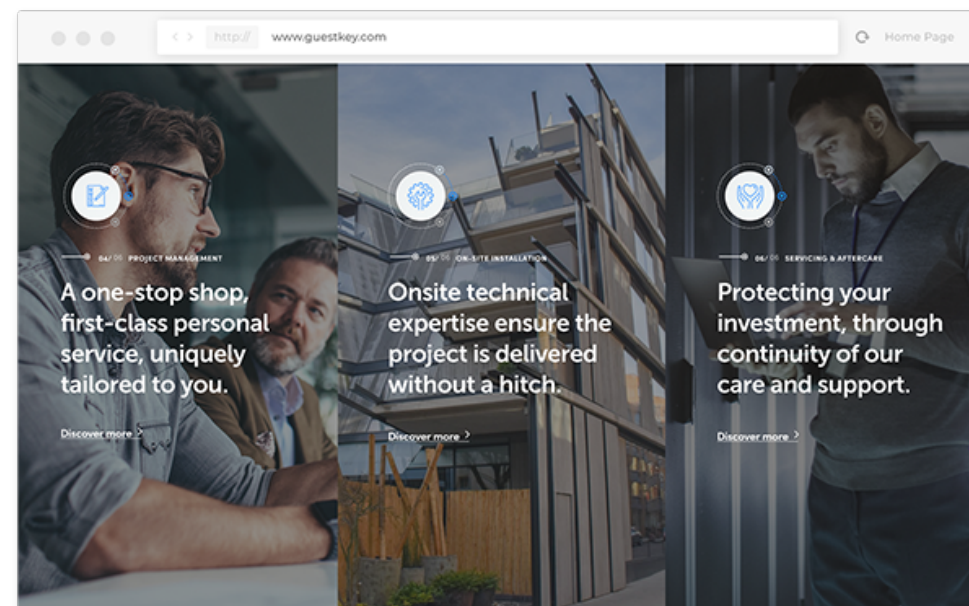
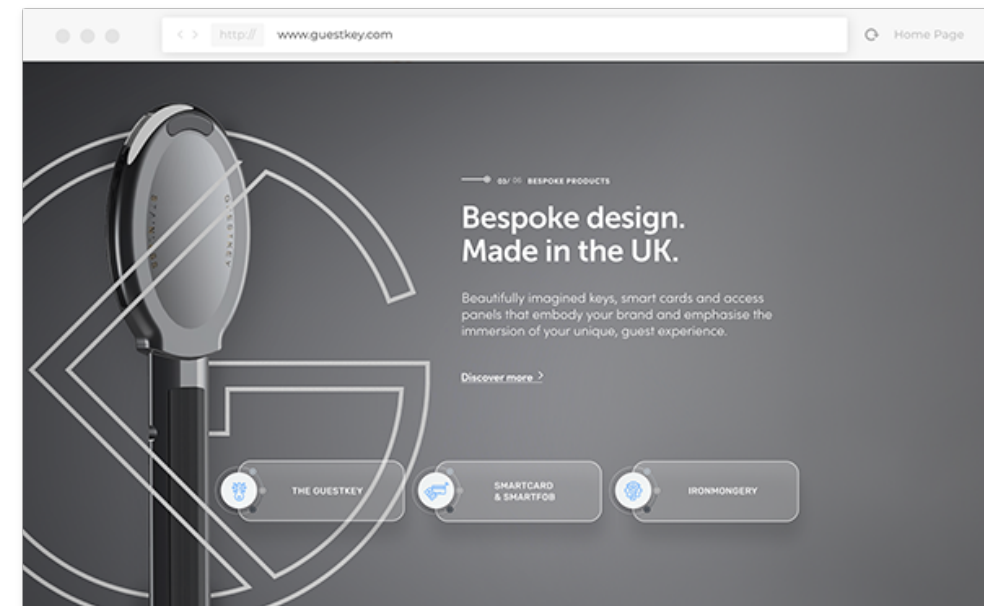
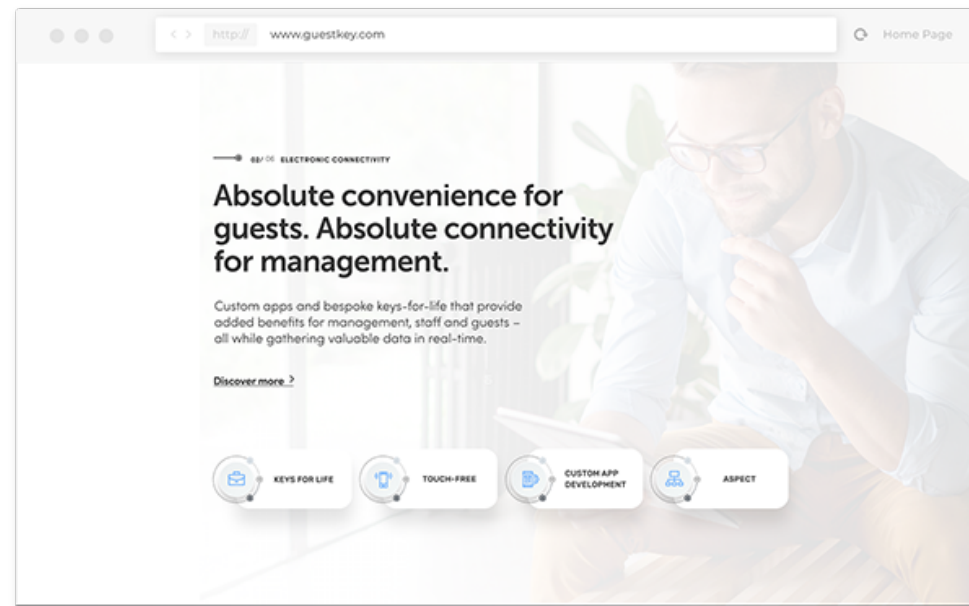
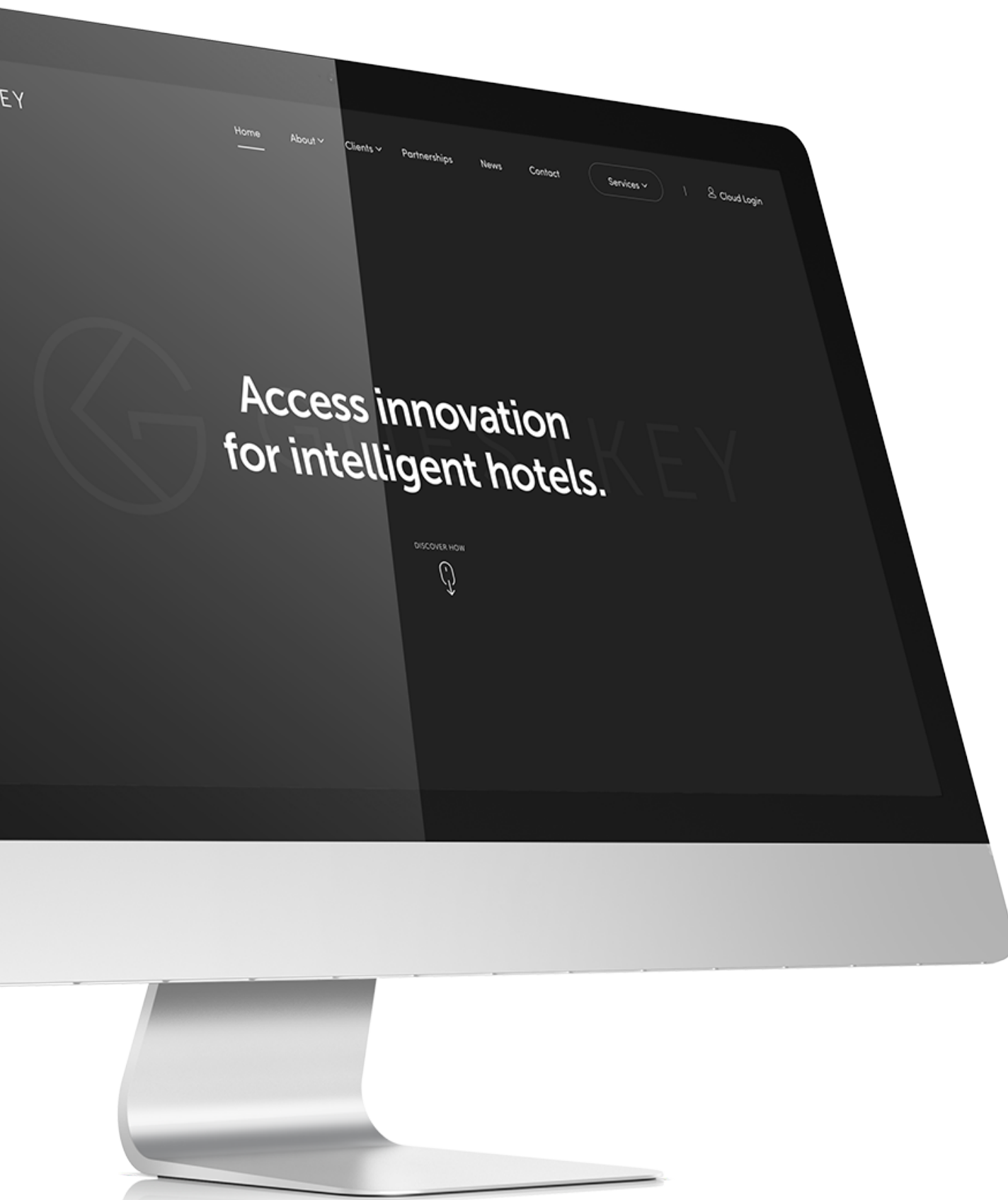
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**Techmate**  
E-Commerce Website Design



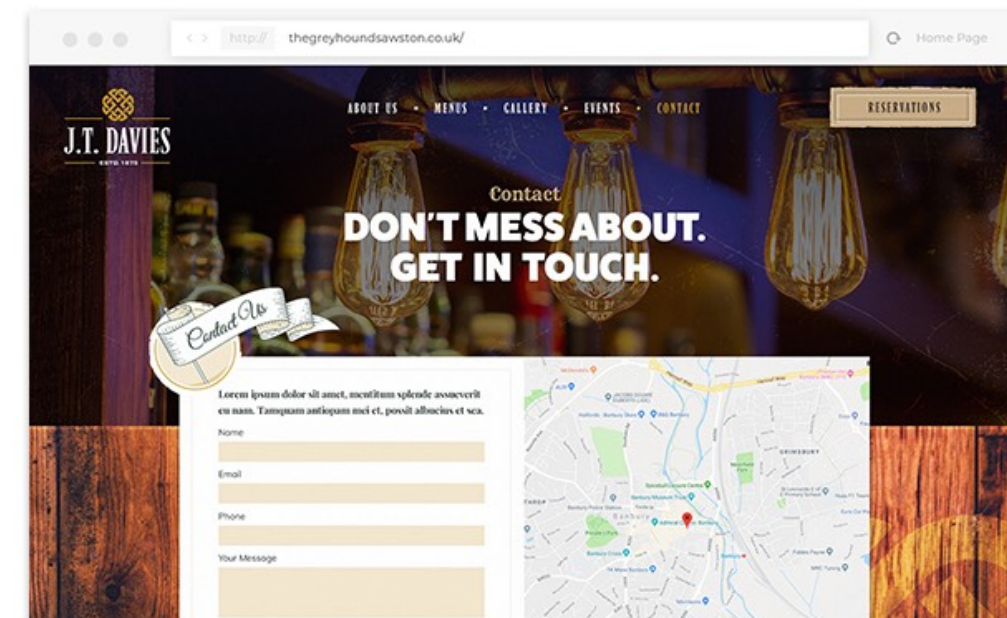
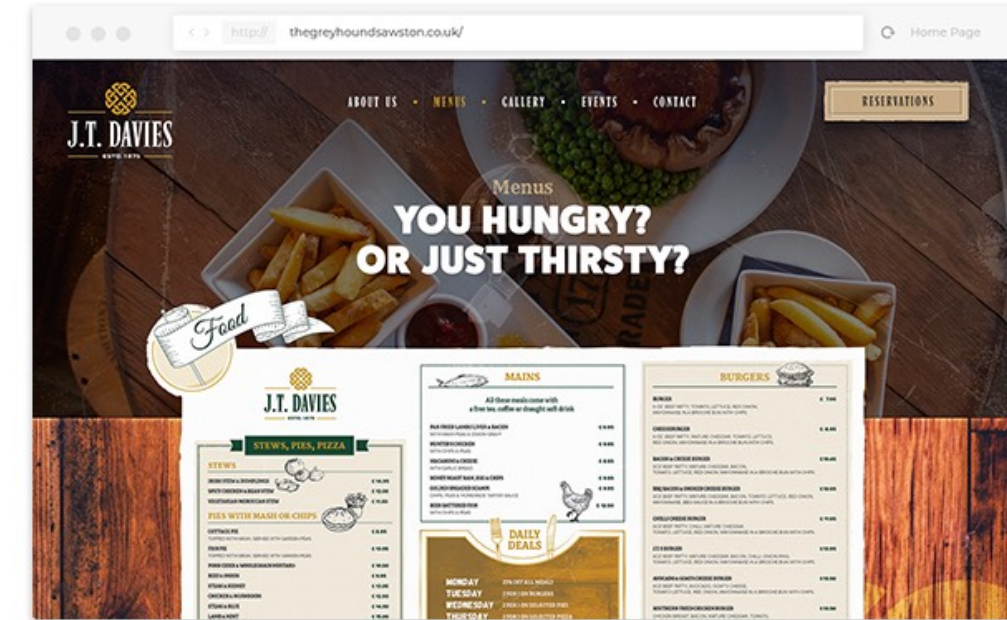
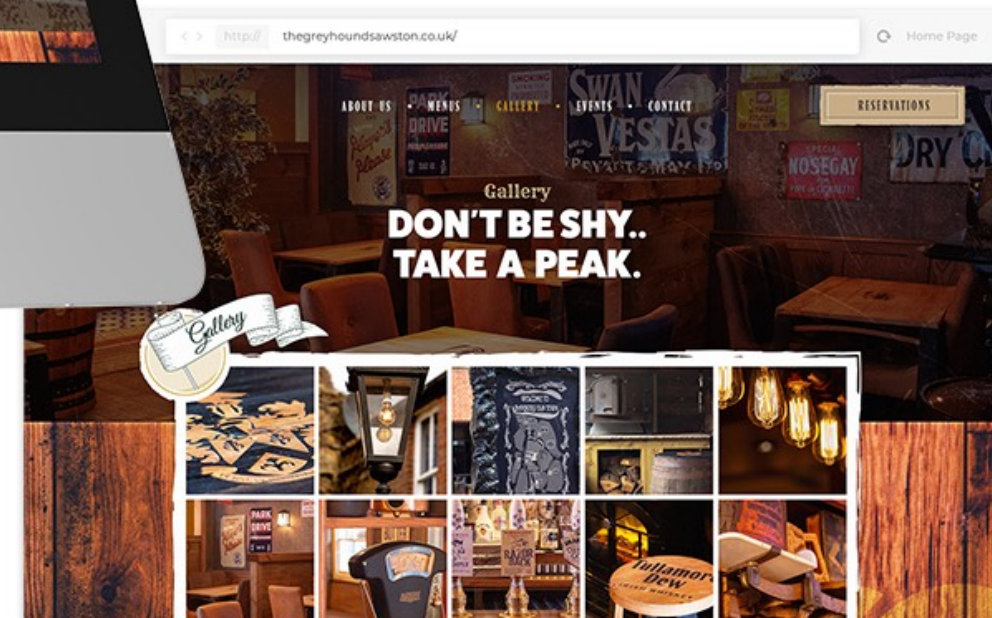
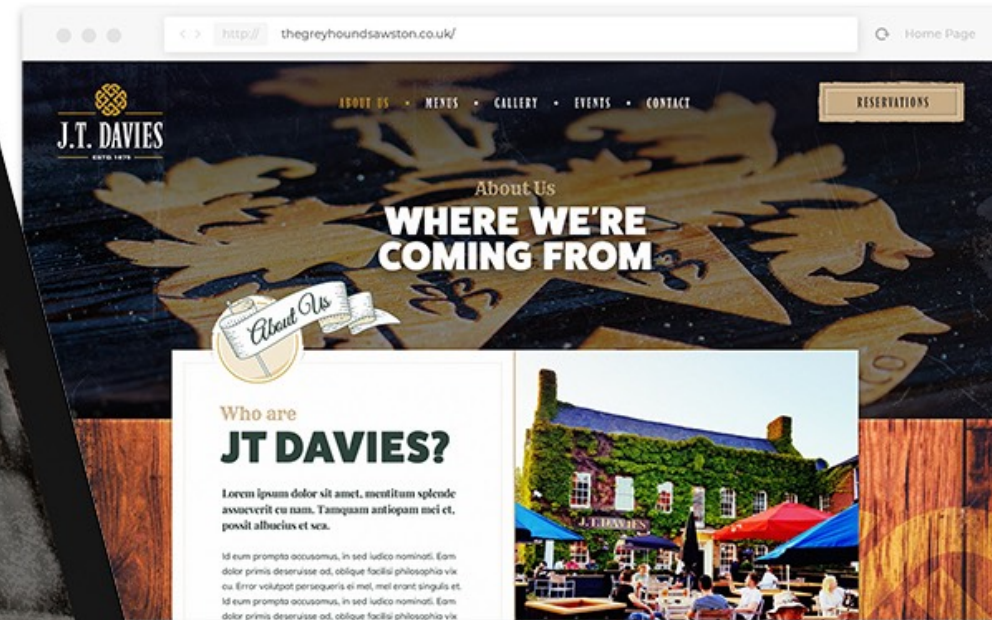
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Tazaki Foods  
Website Design

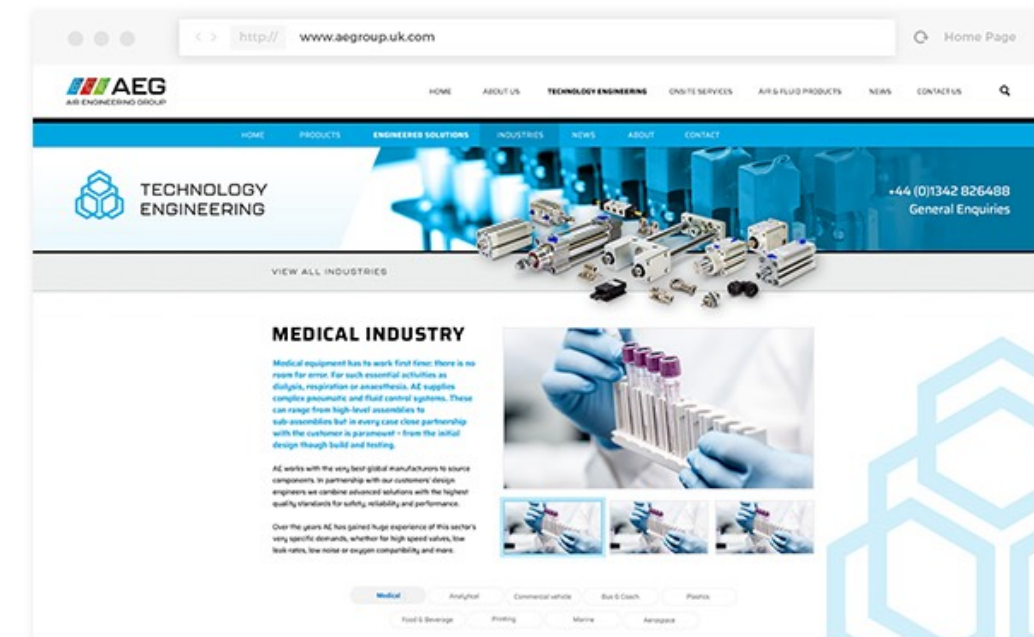
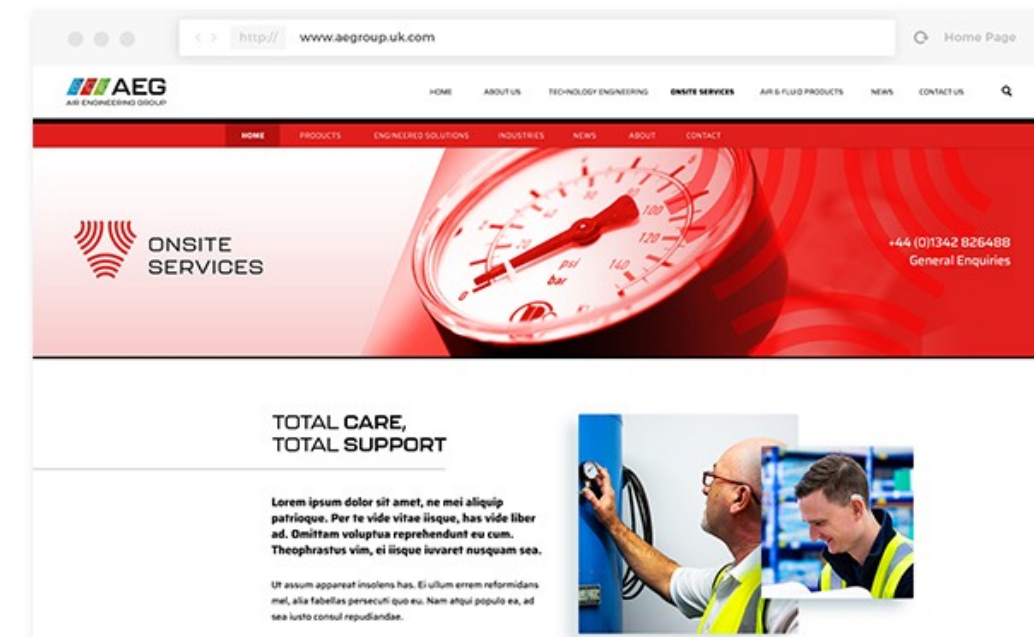
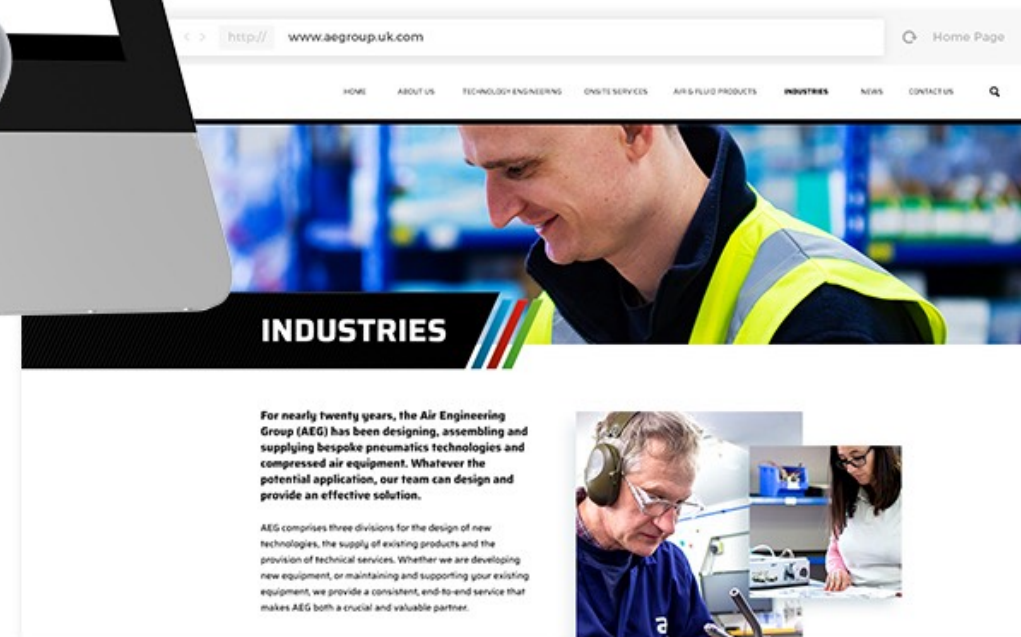
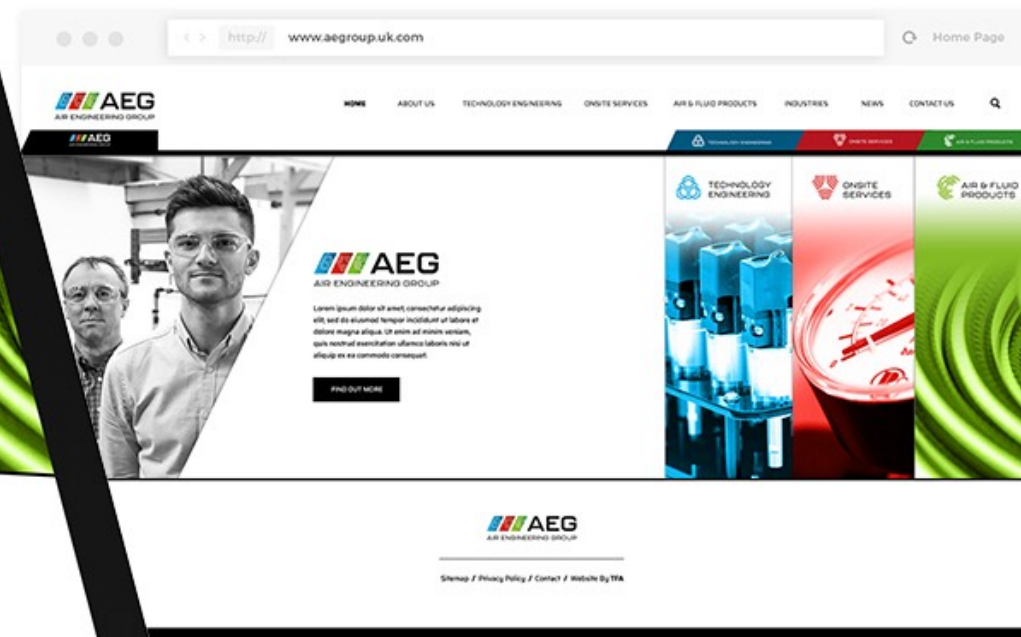


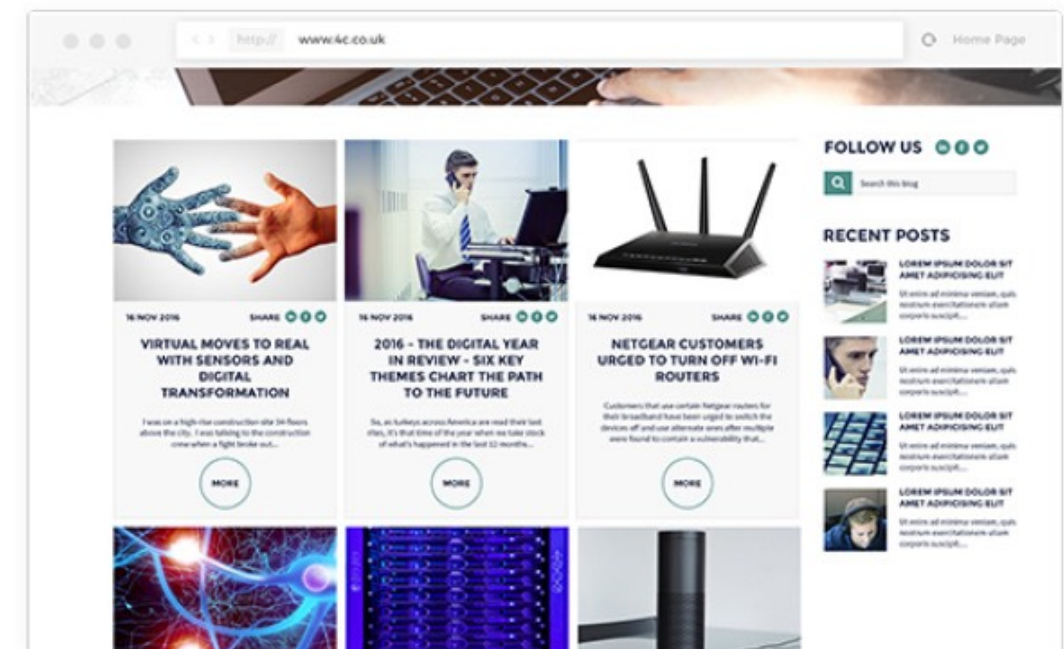
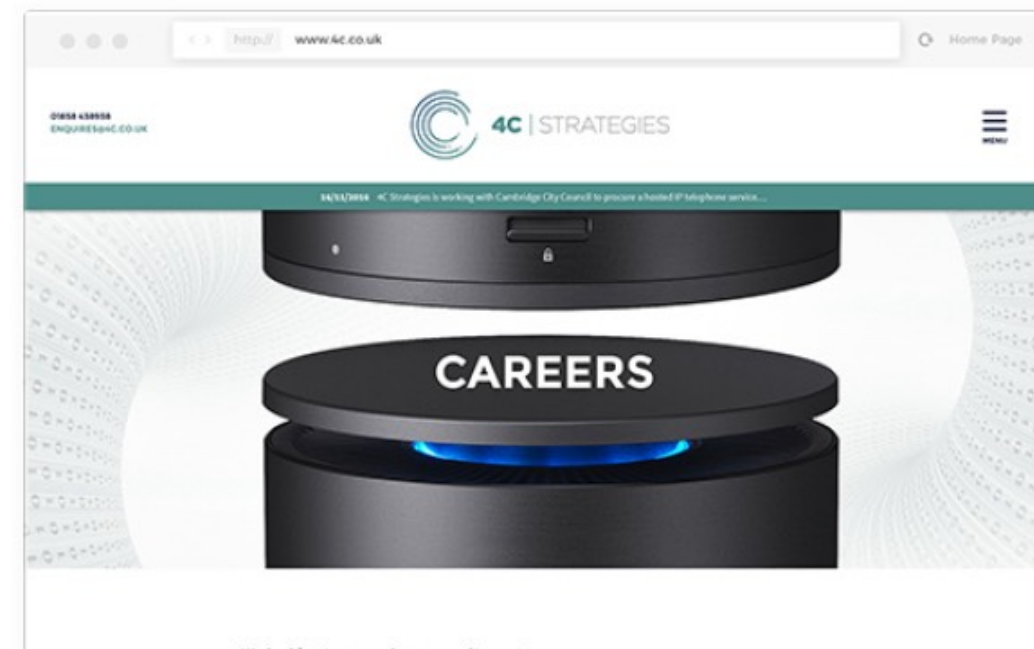
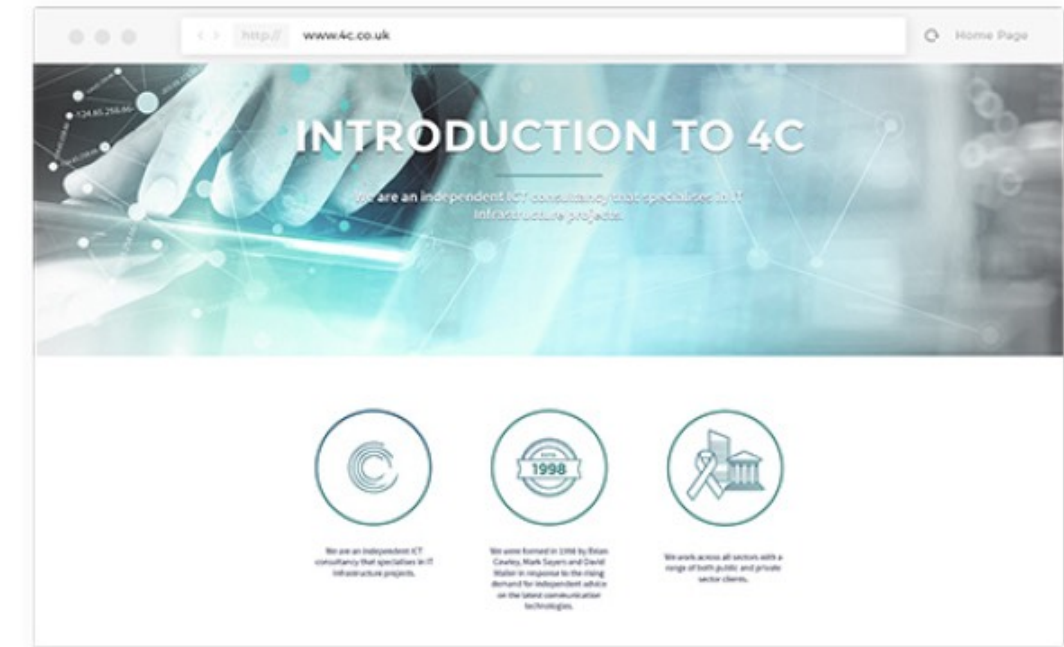
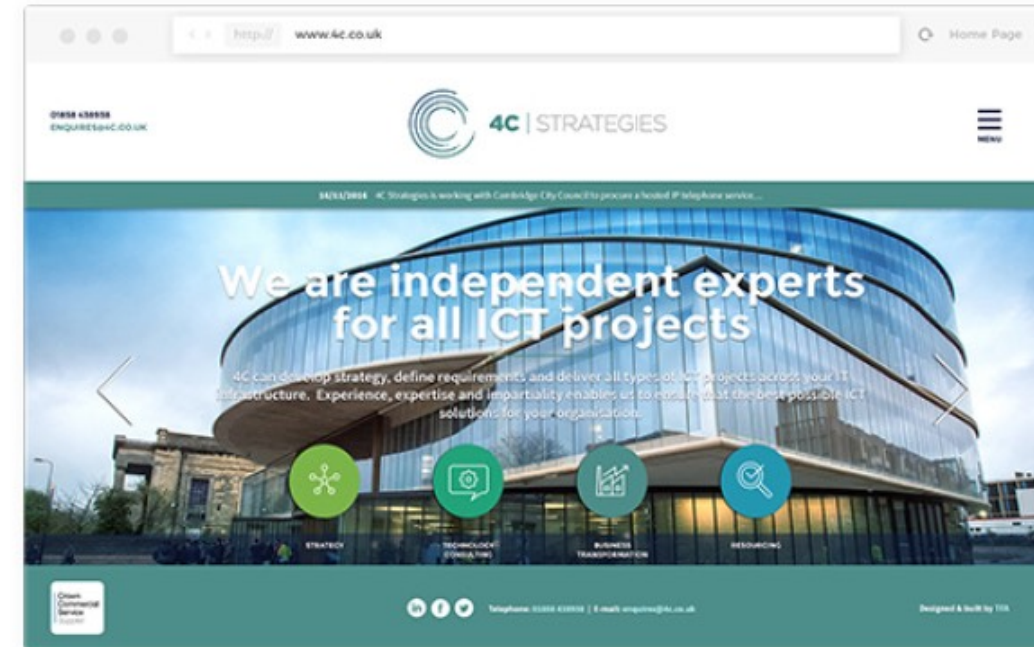
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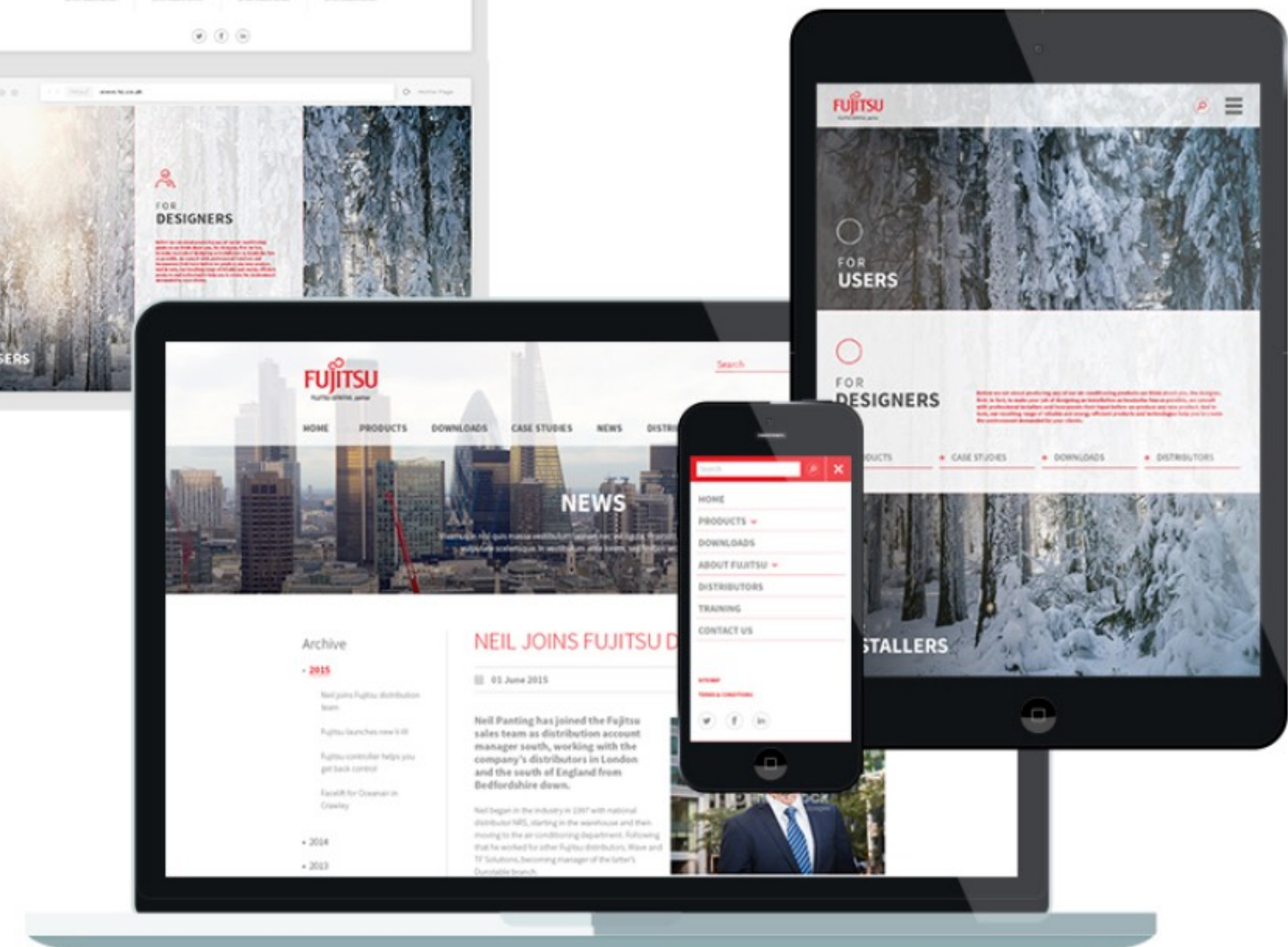
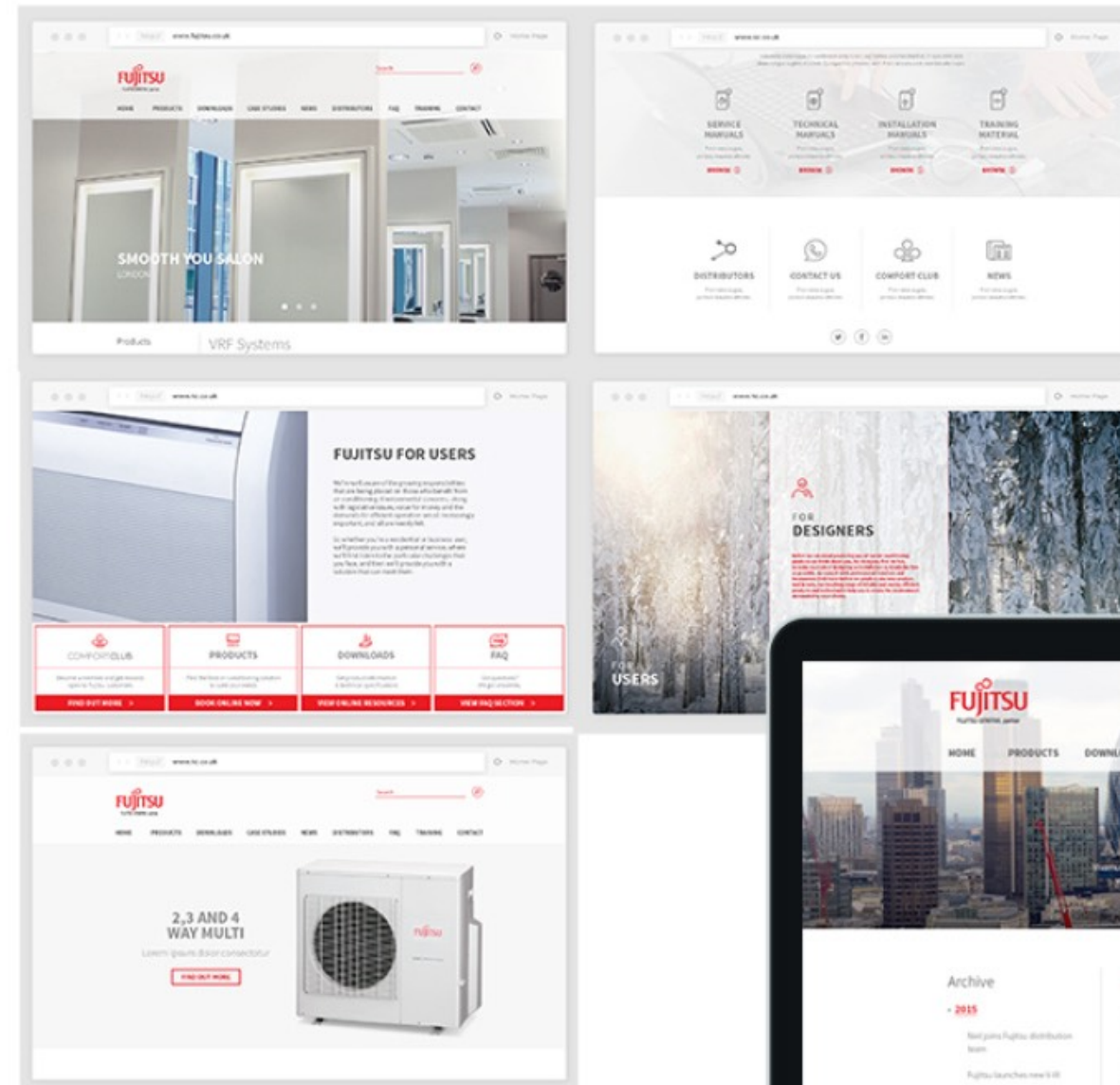
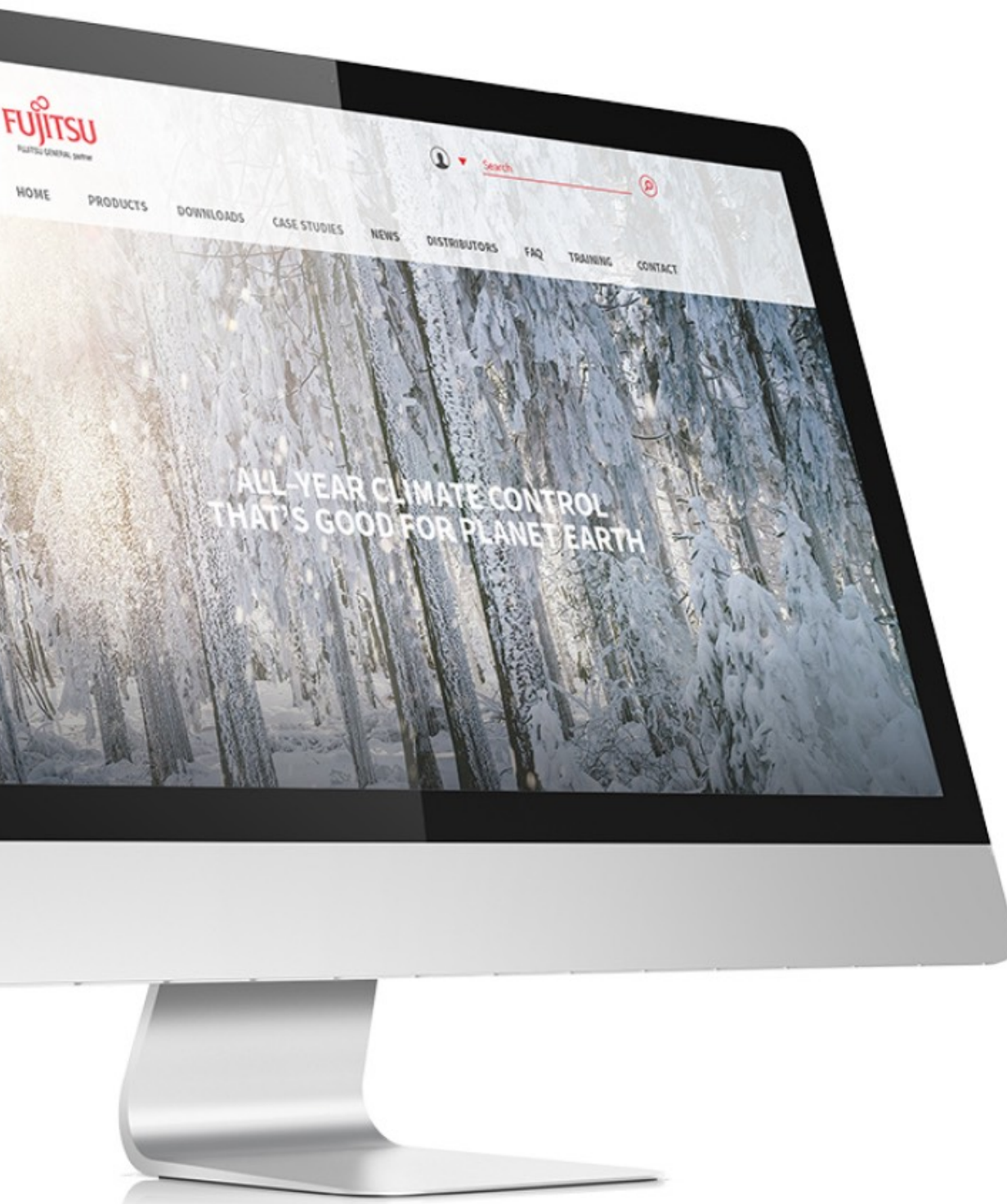
**Guestkey**  
Website Design





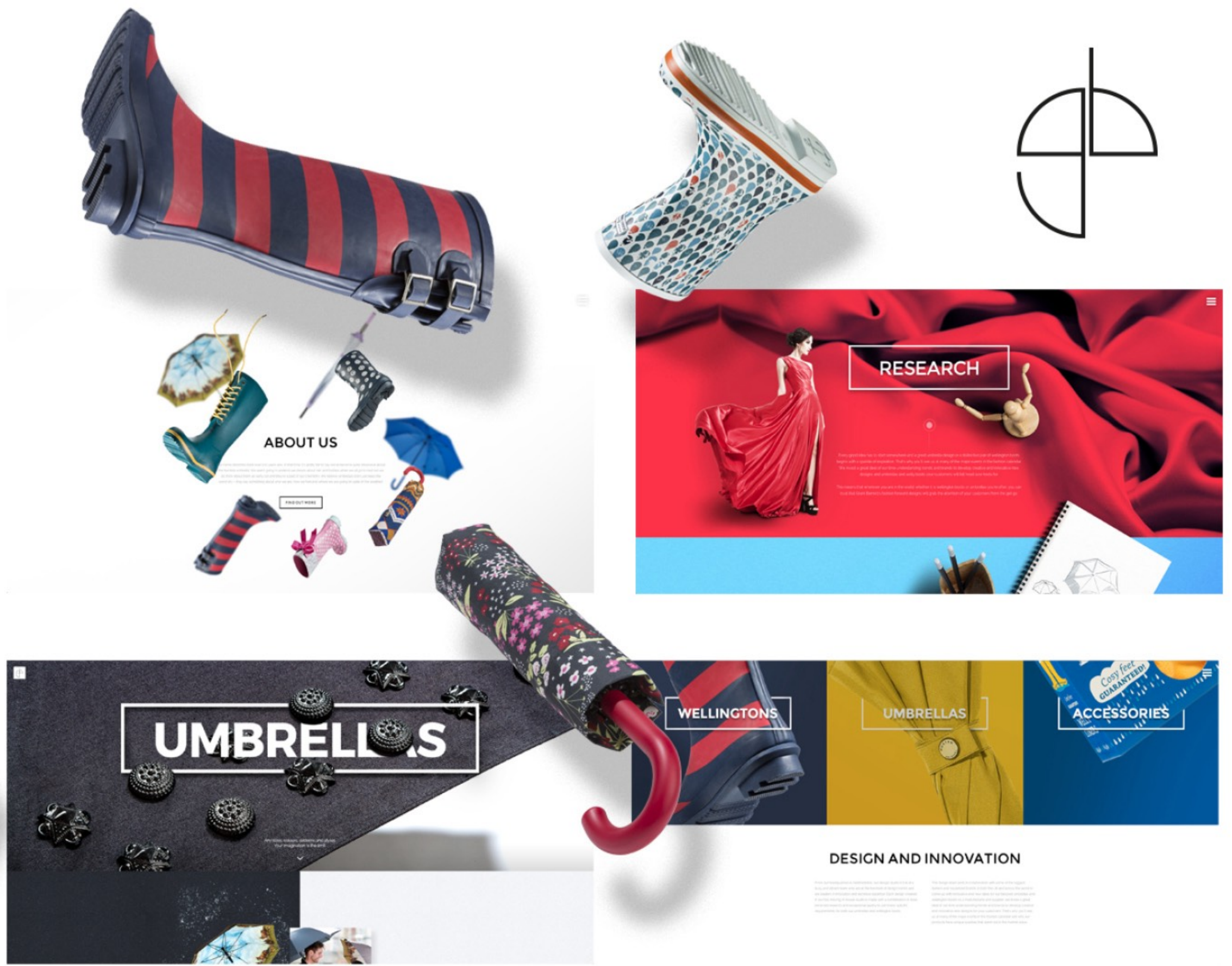






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Fujitsu  
Website Design

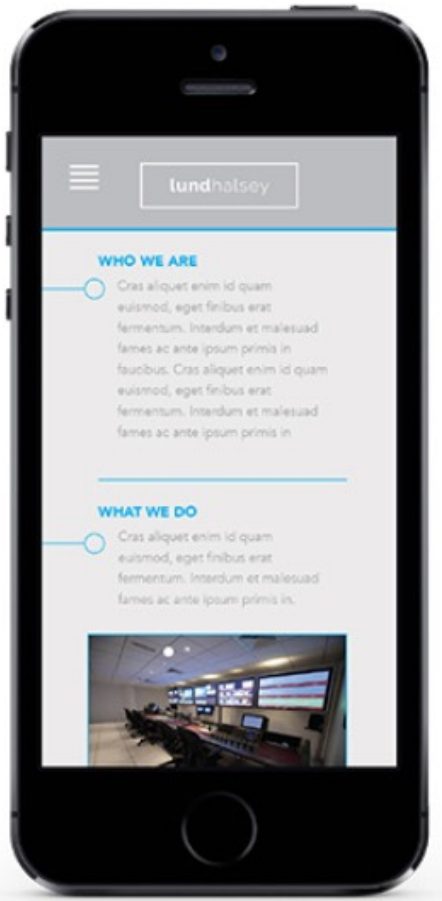
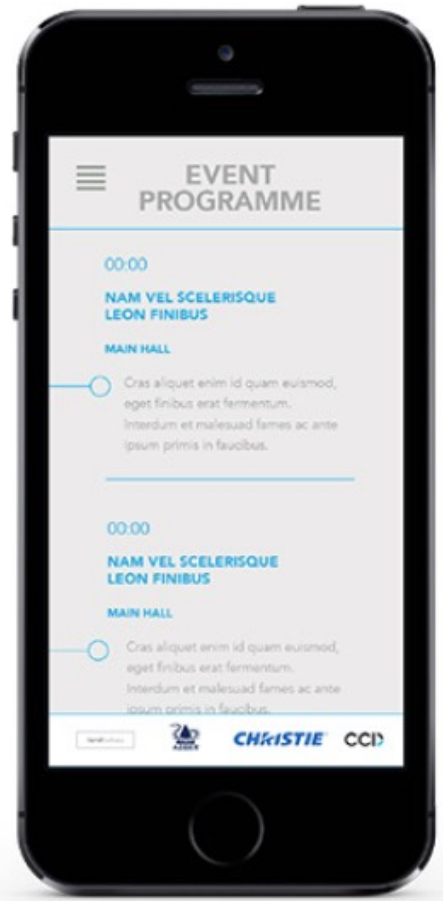
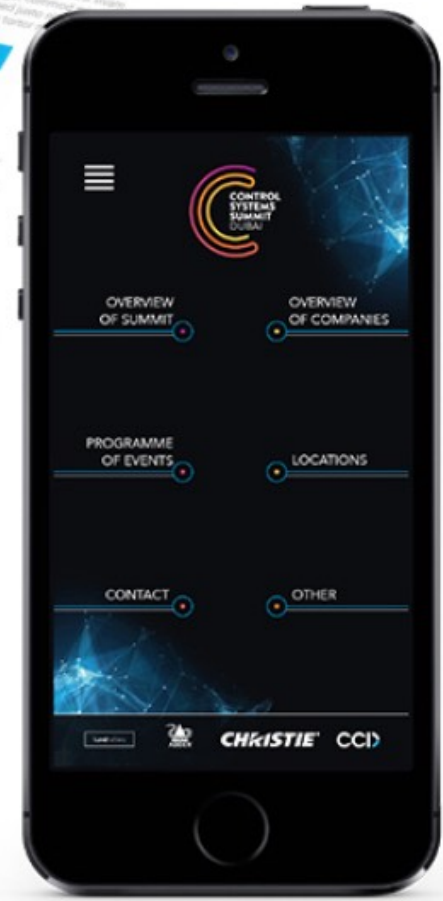




lundhalsey

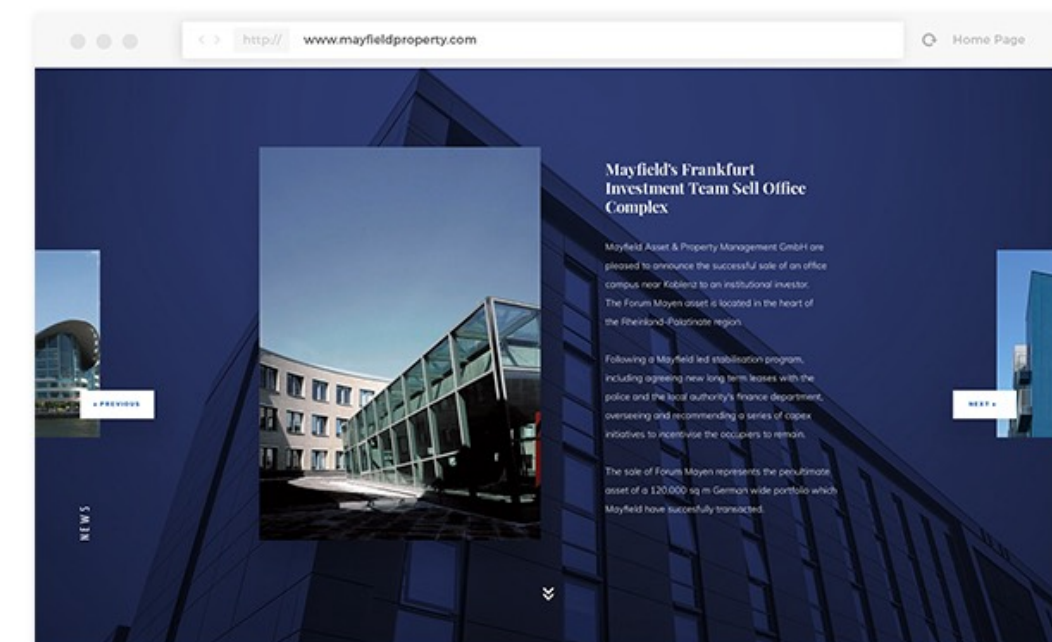
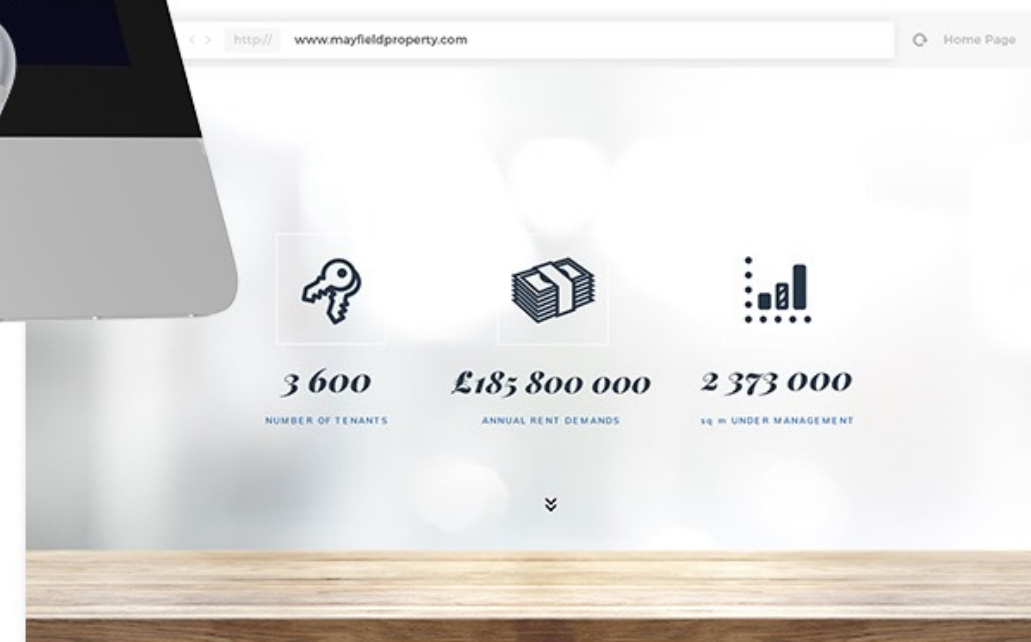
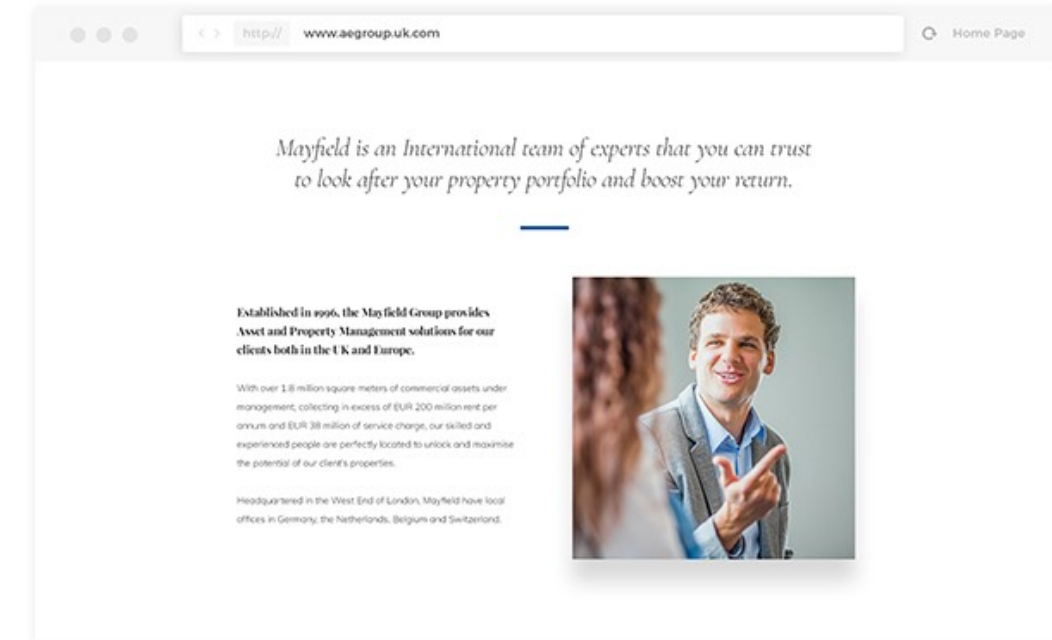
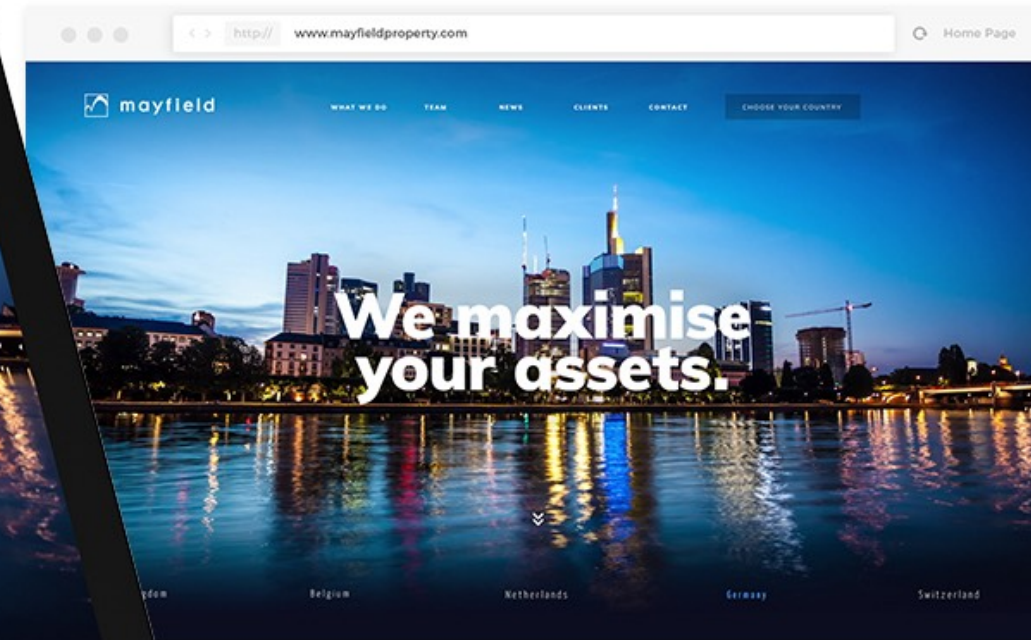


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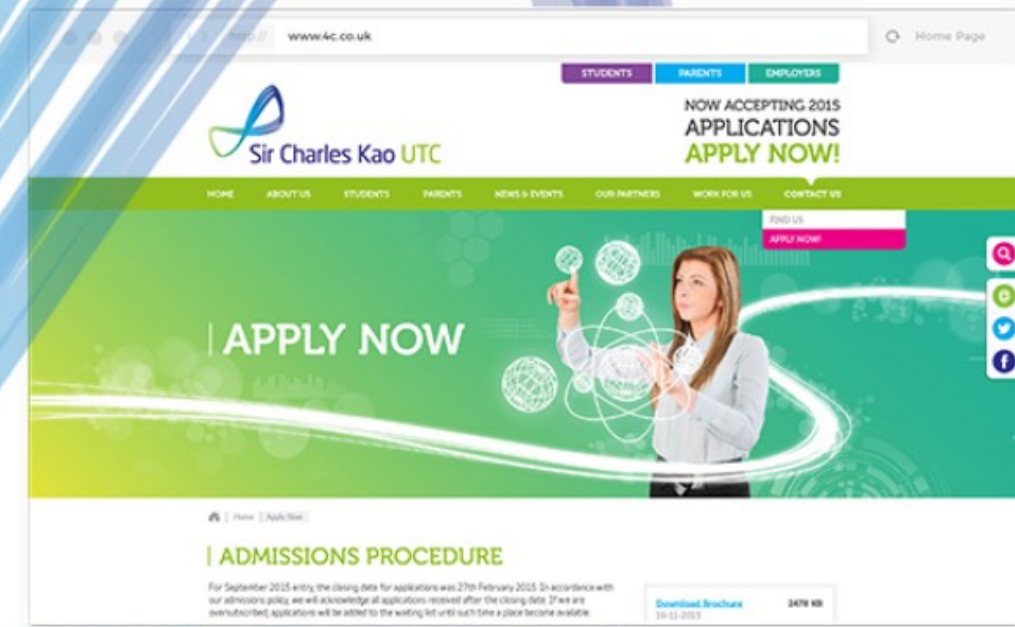
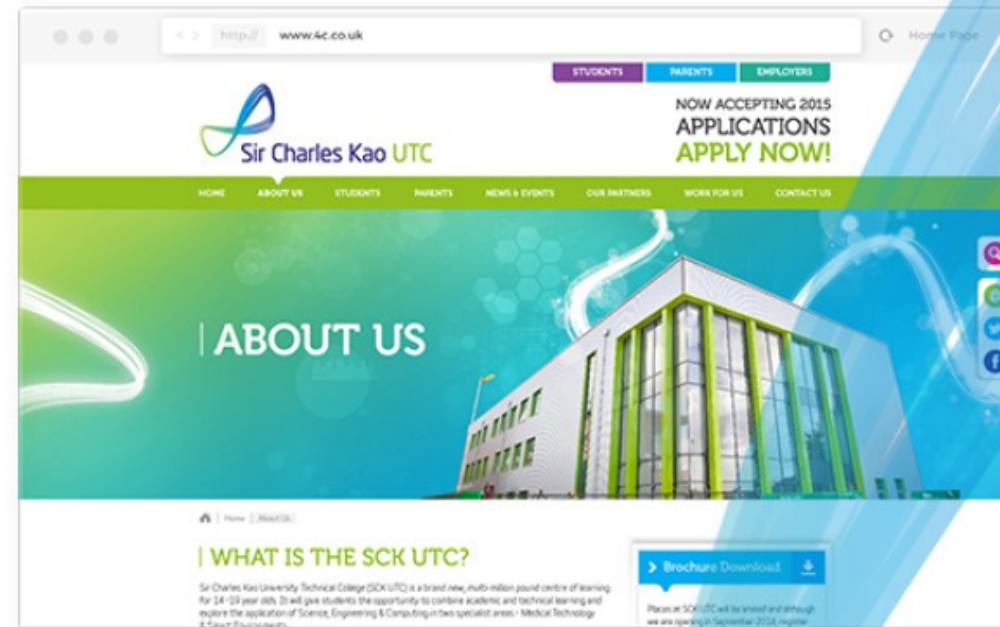
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**Lund Halsey**  
Website Design & Smartphone App



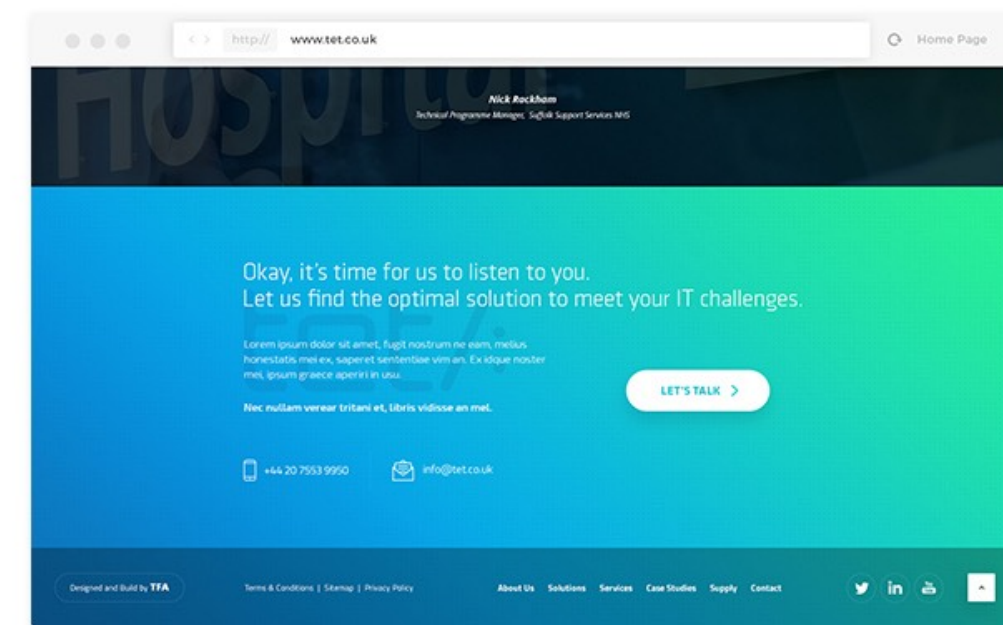
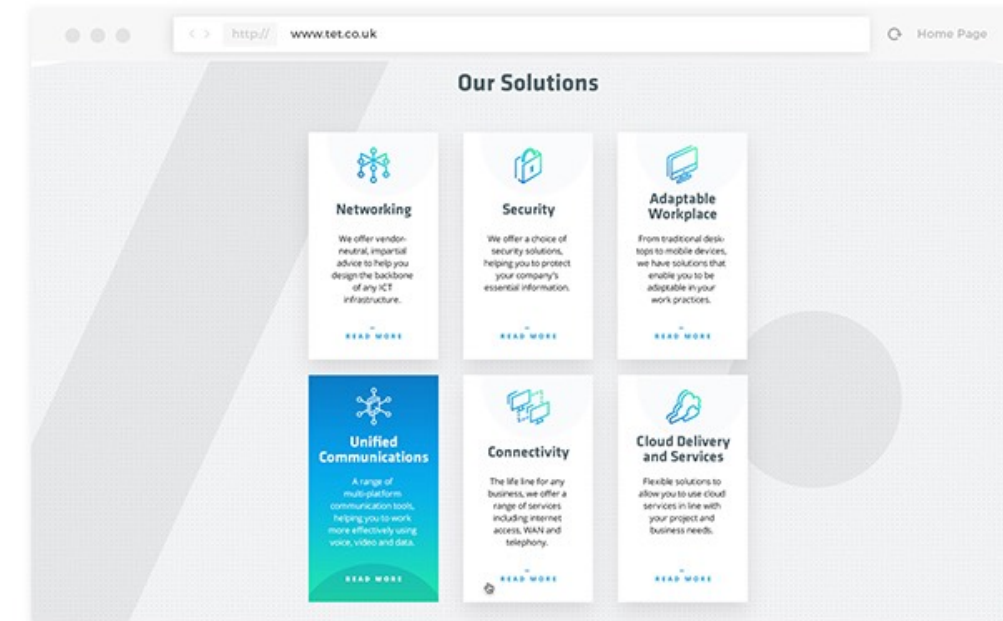
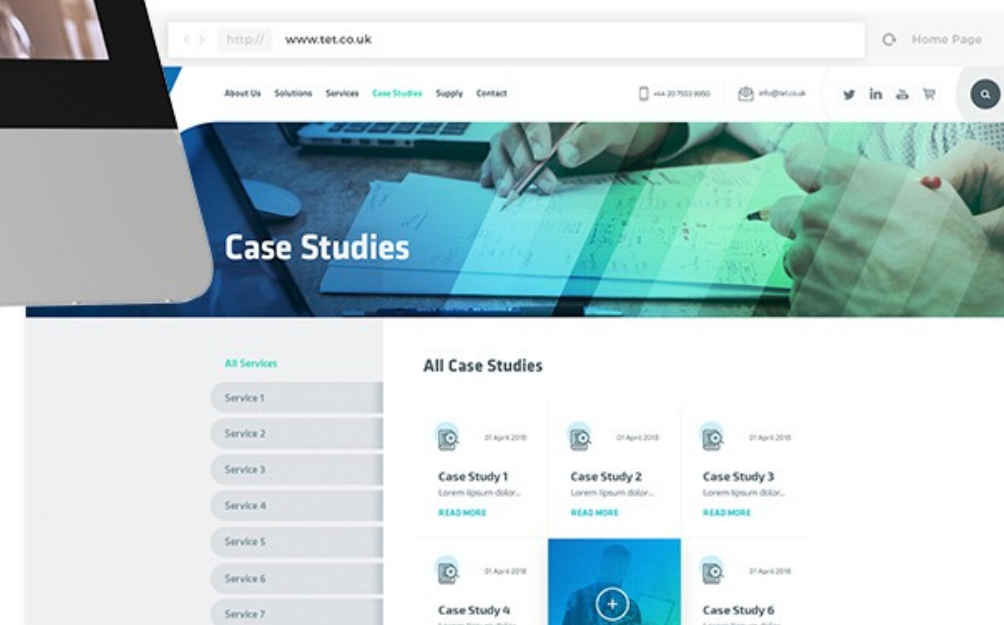
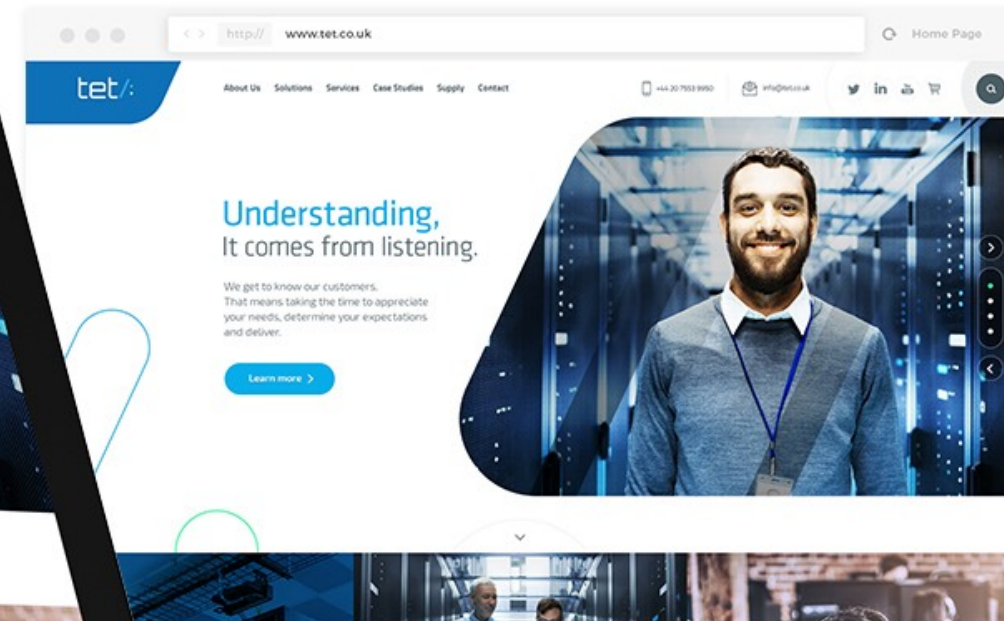
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**Mayfield**  
Website Design



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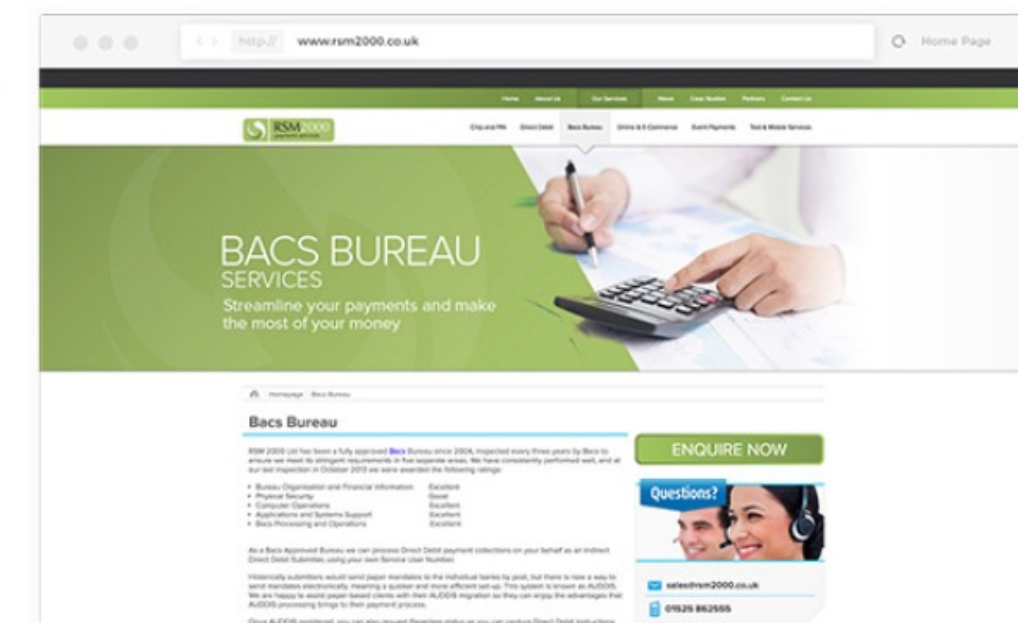
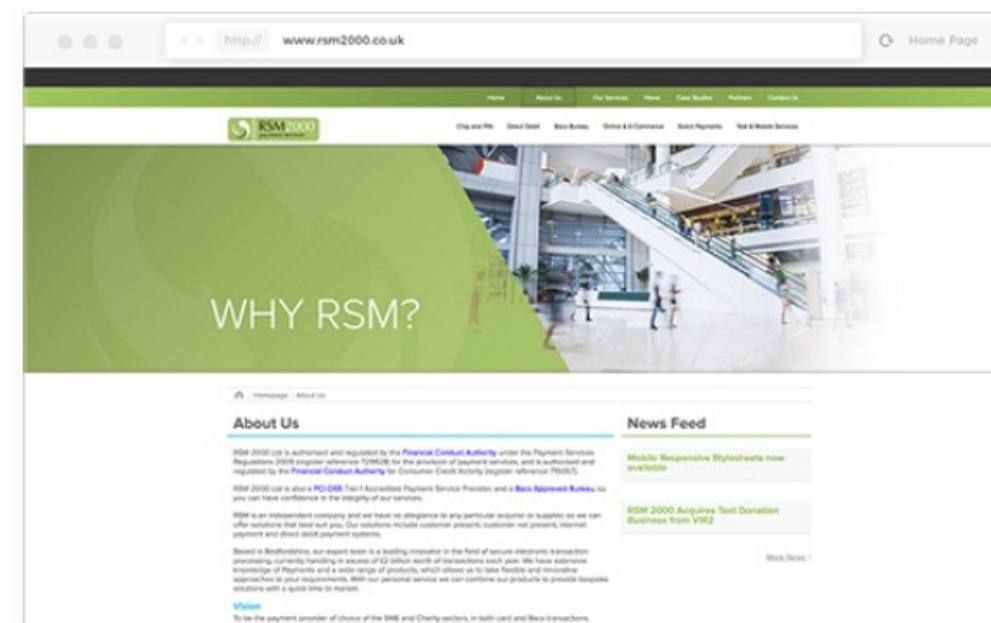
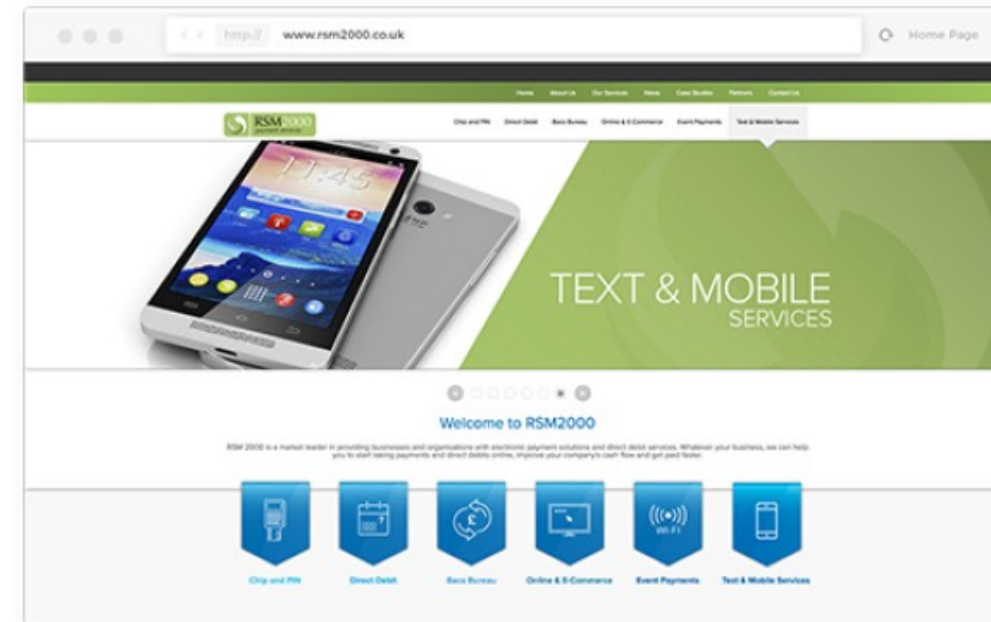
**Sir Charles Kao UTC**  
Website Design



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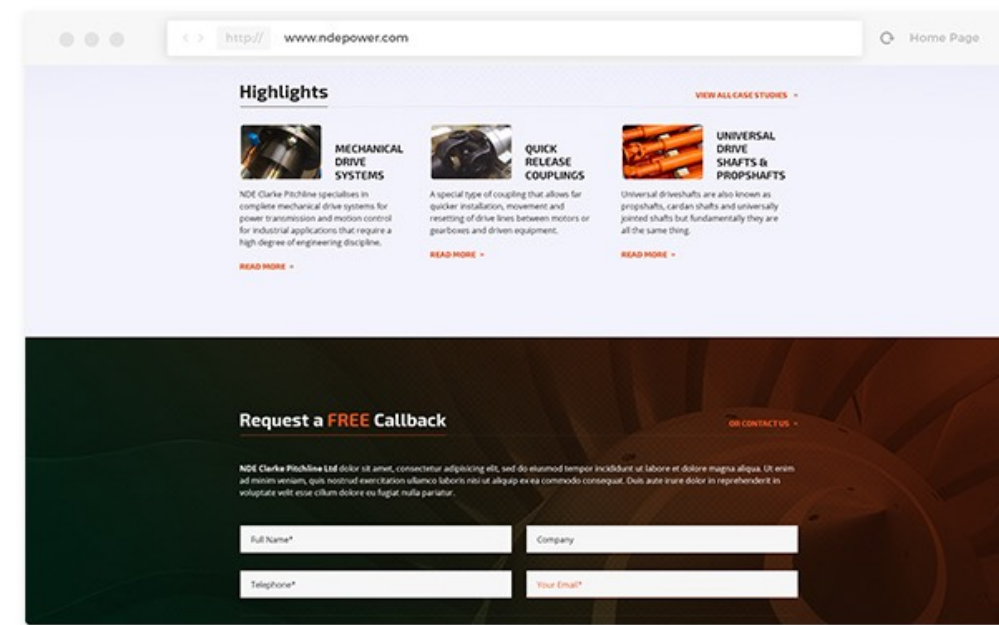
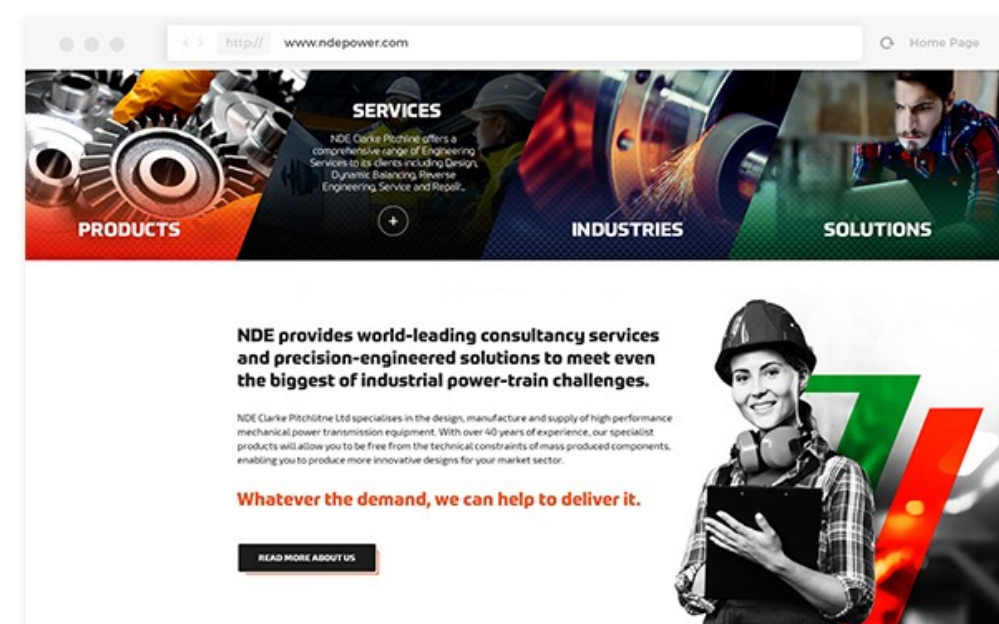
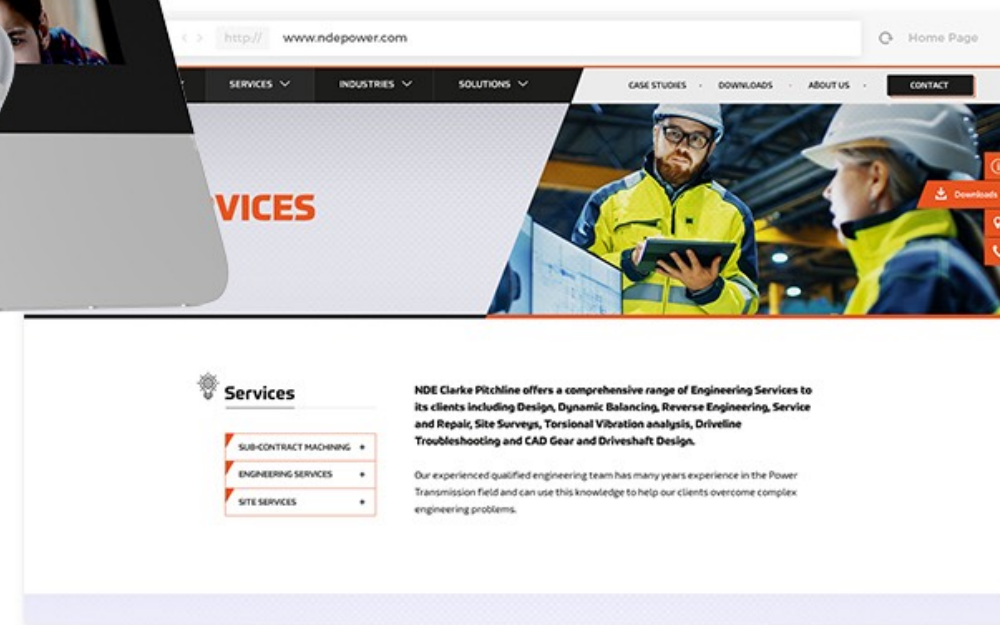
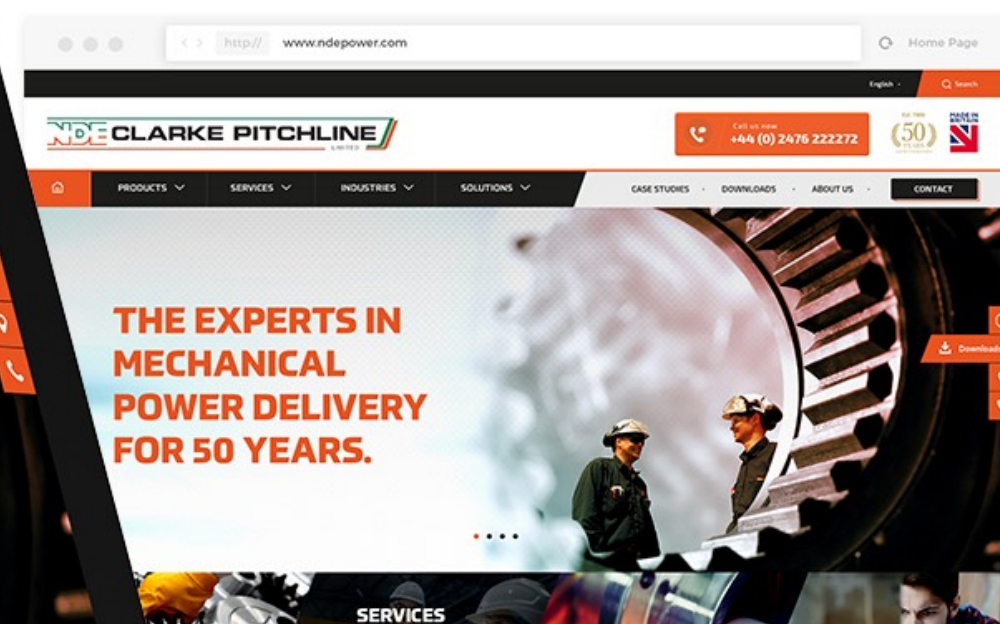
TET  
Website Design

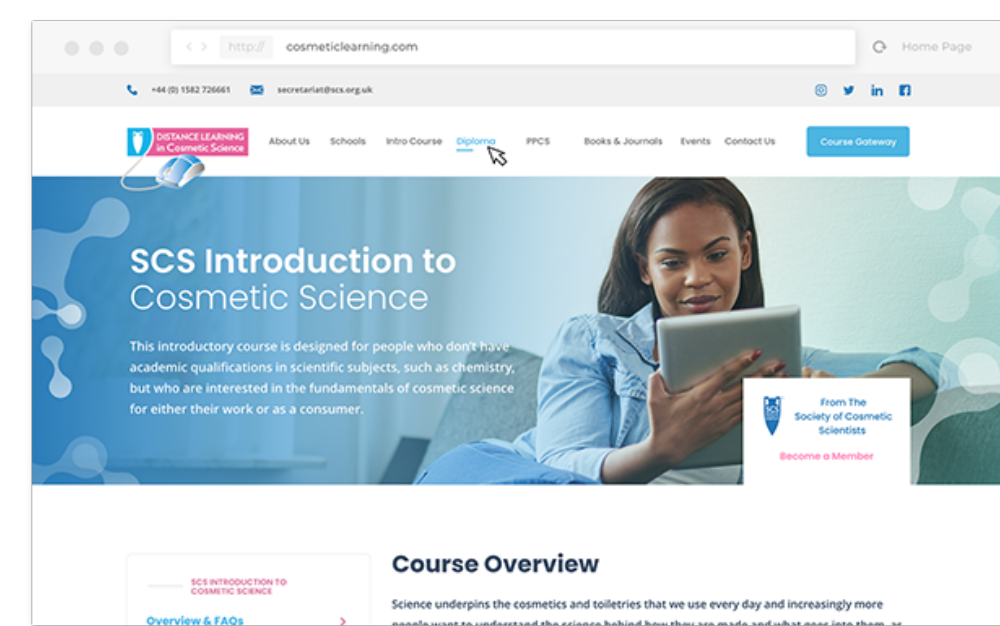
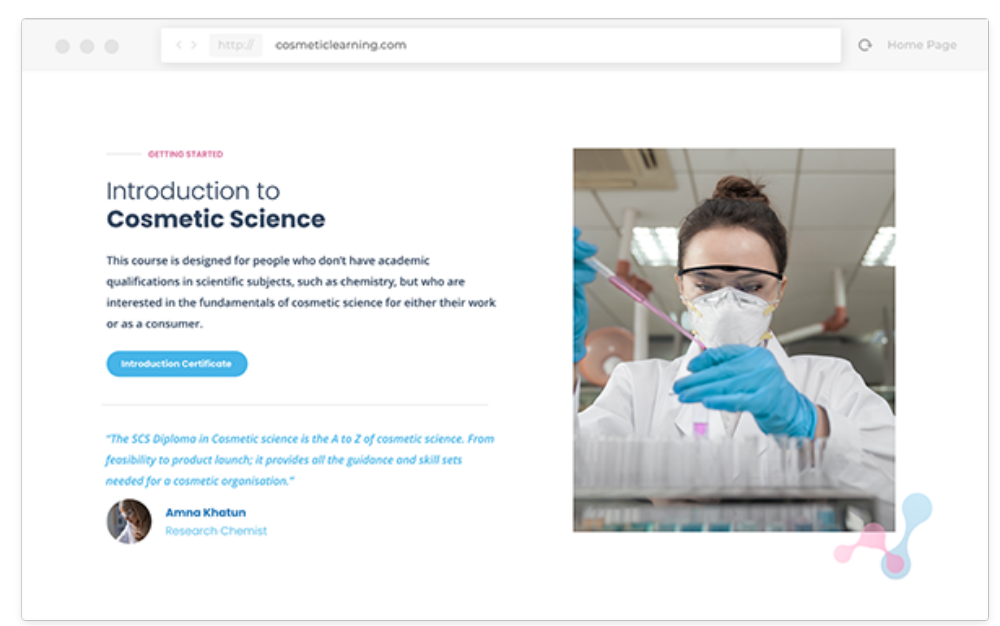
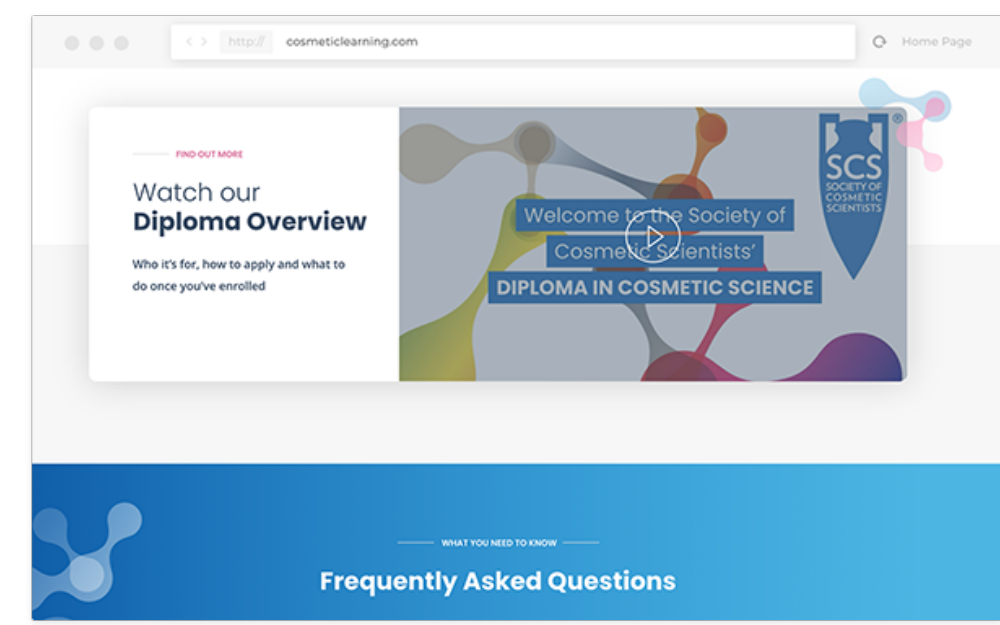
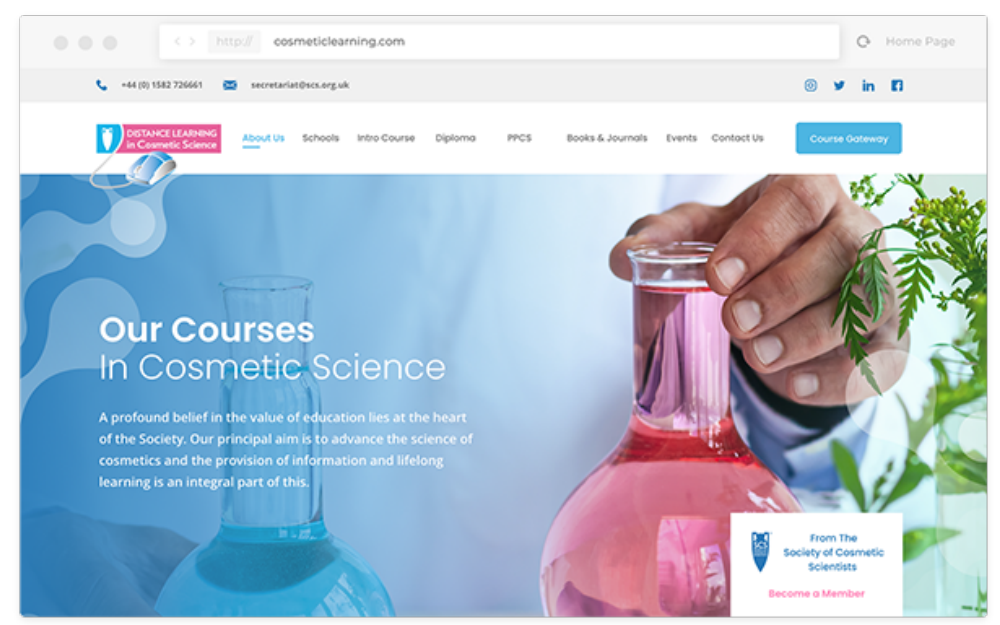
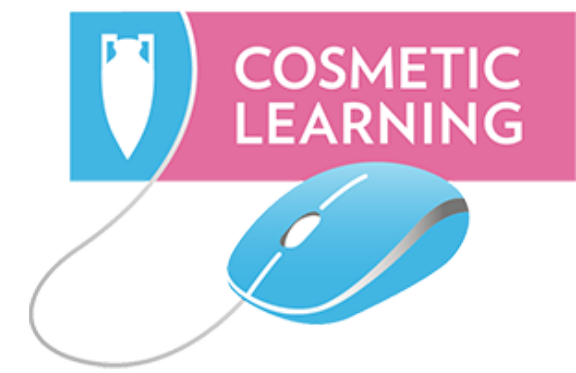




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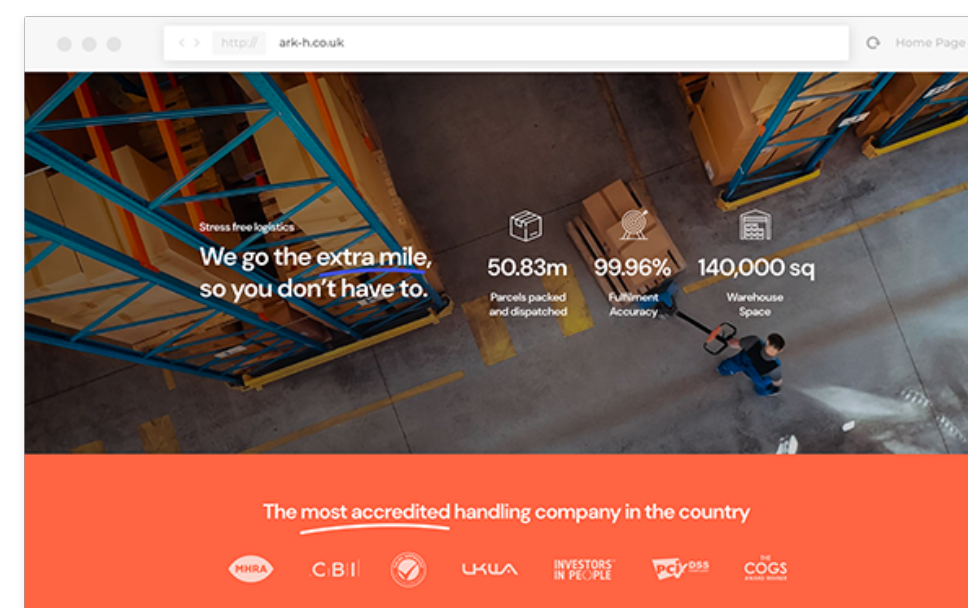
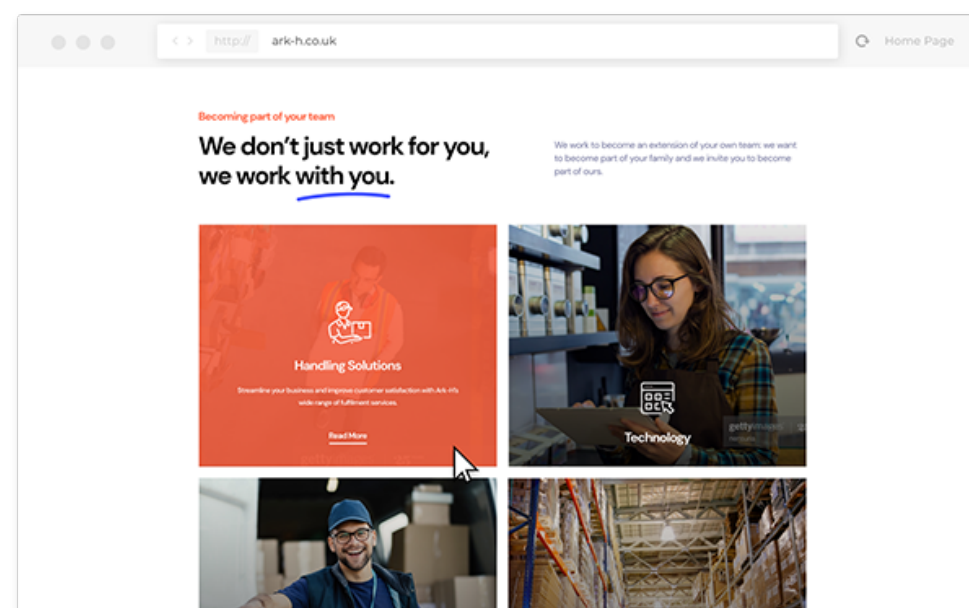
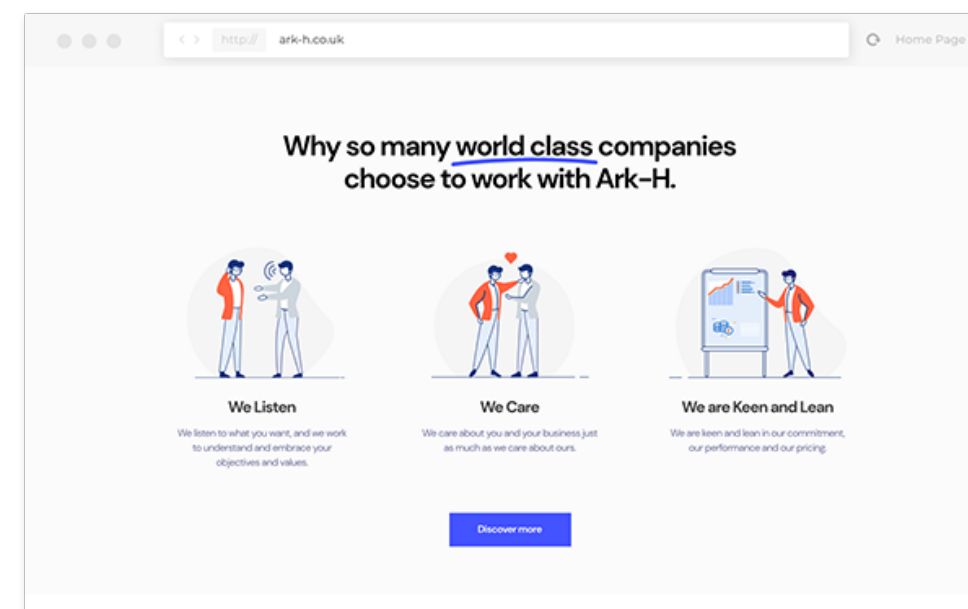
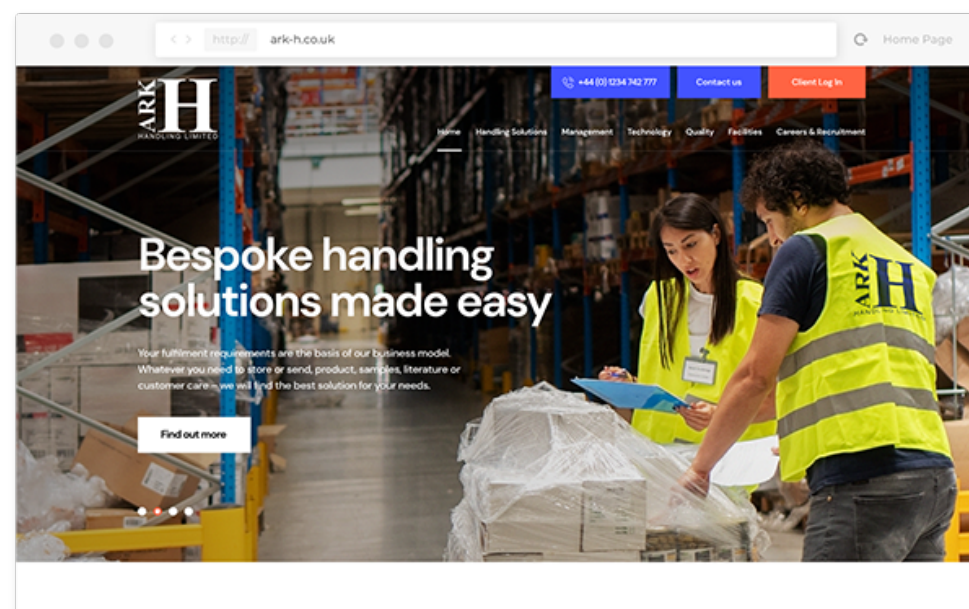
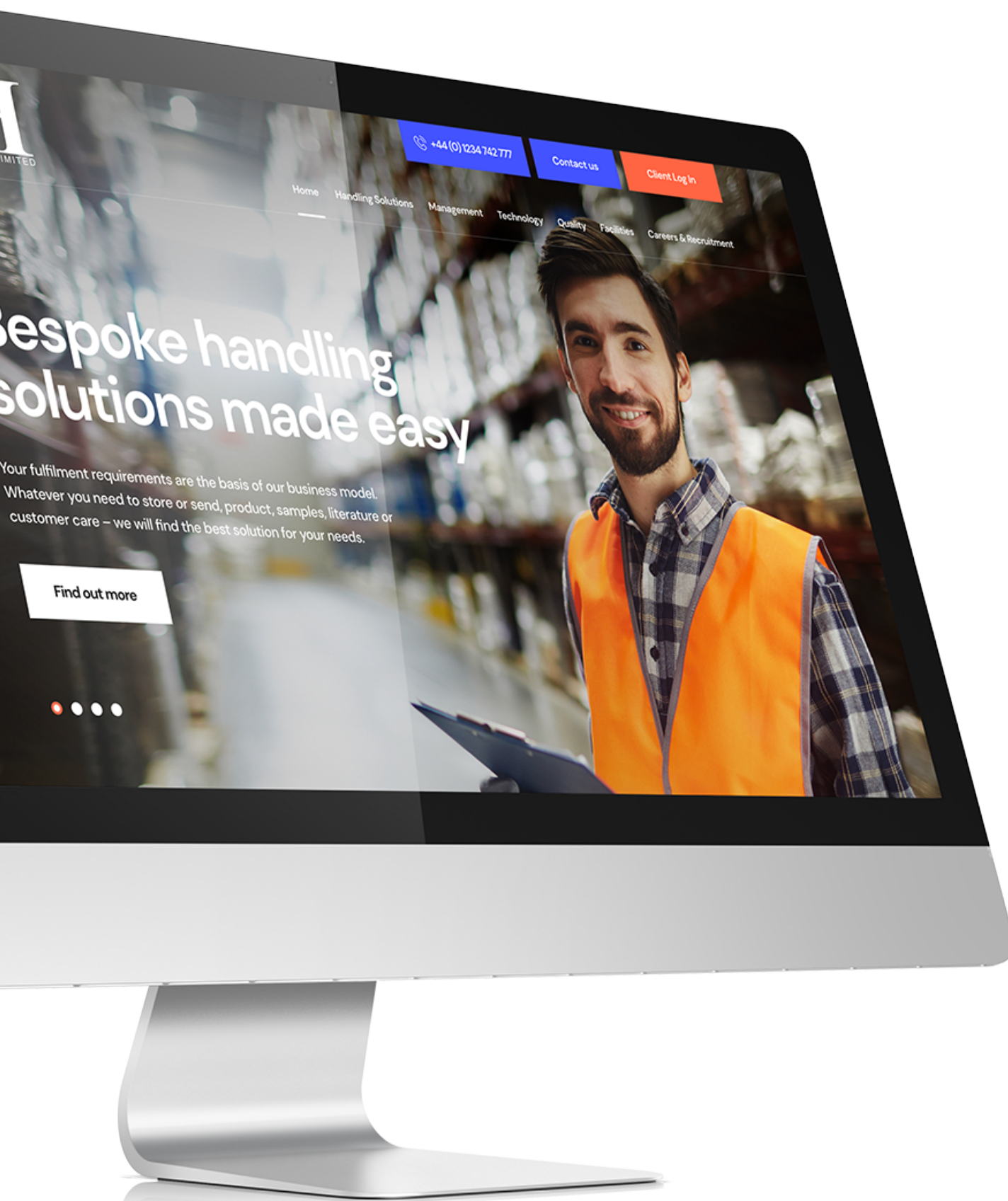
RSM 2000  
Website Design

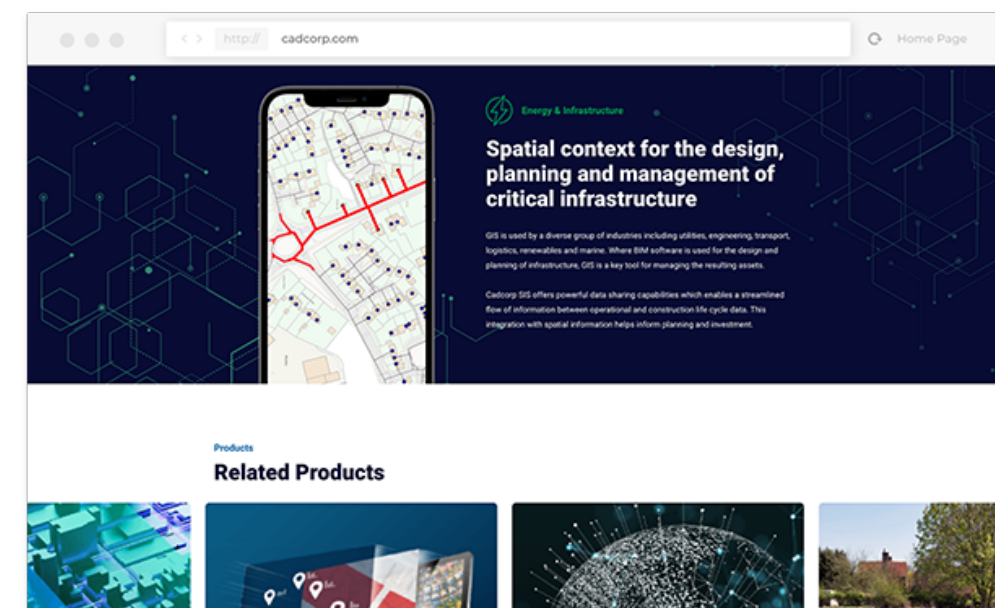
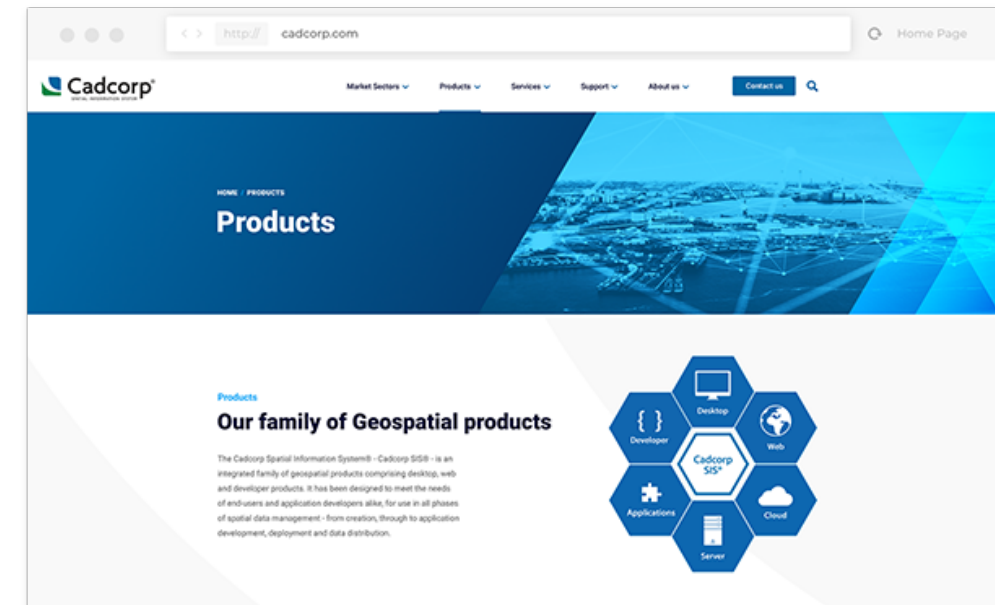
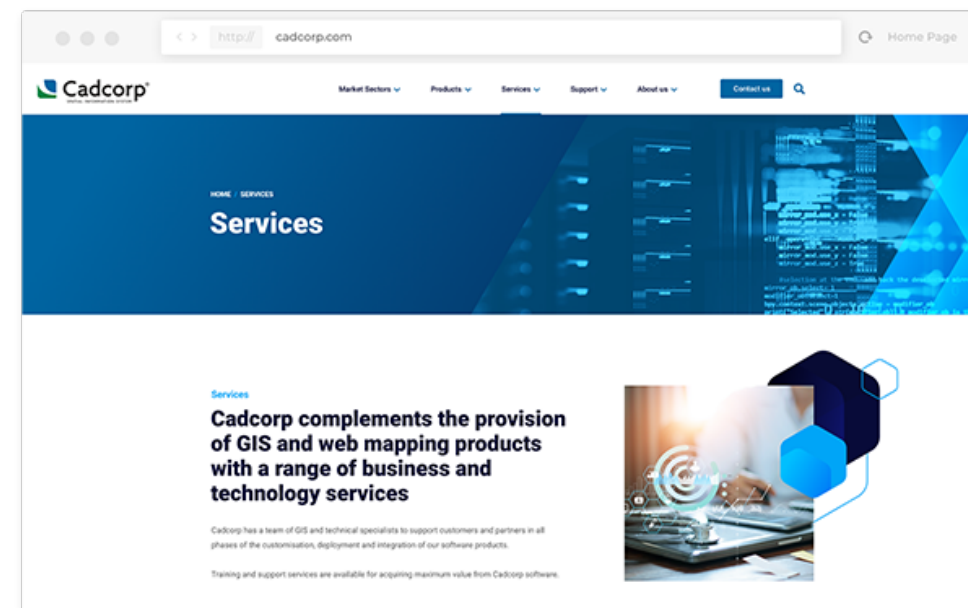
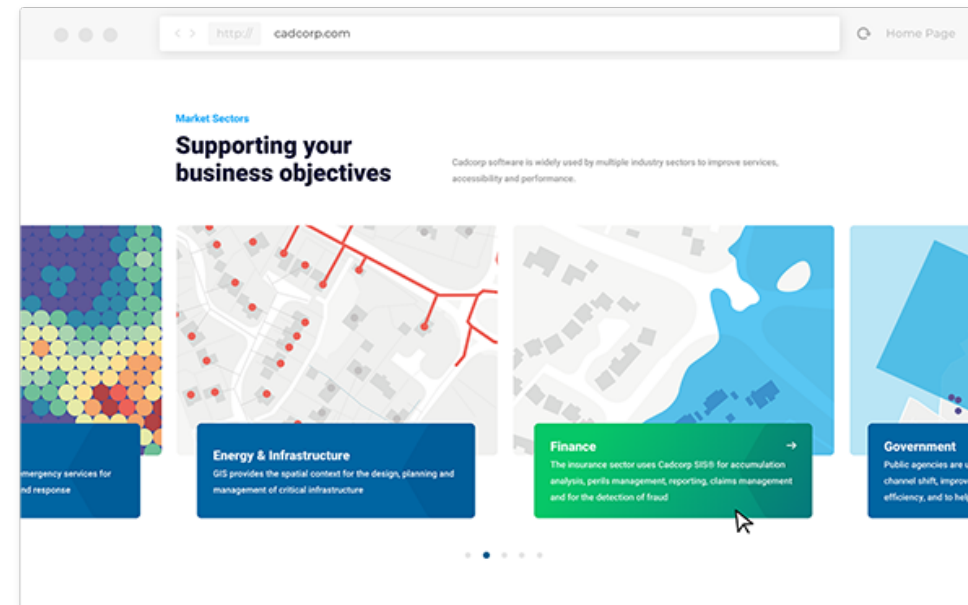




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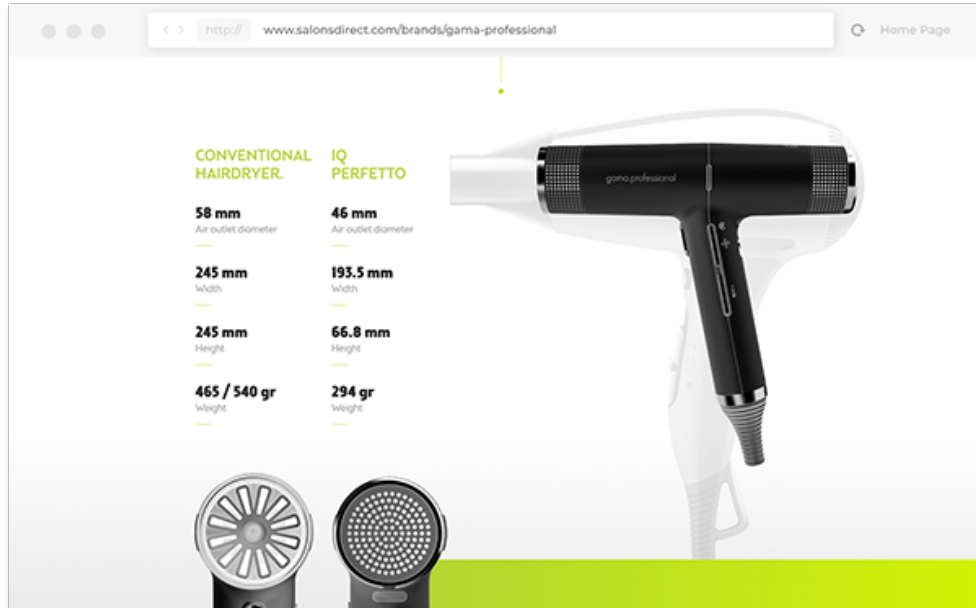
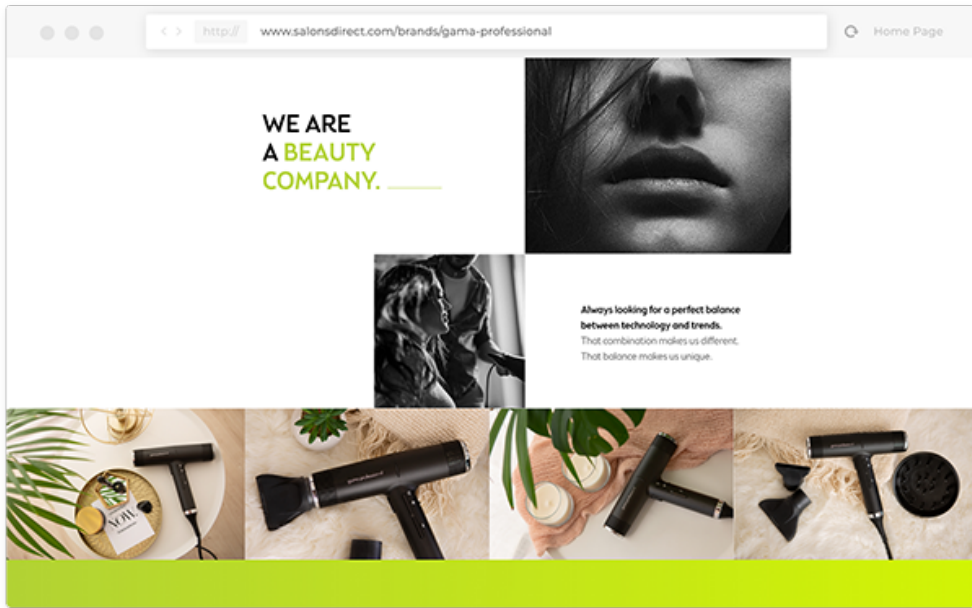
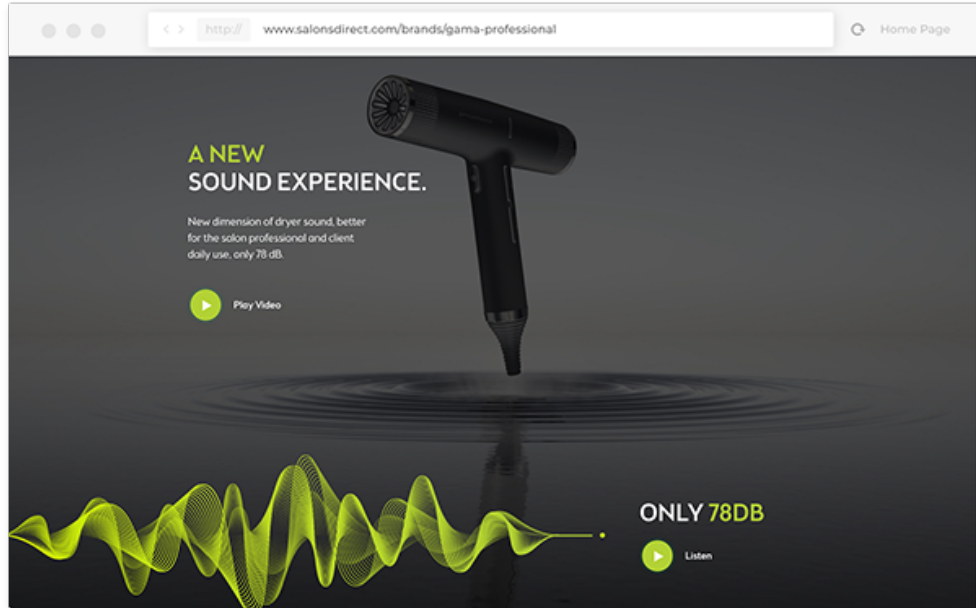
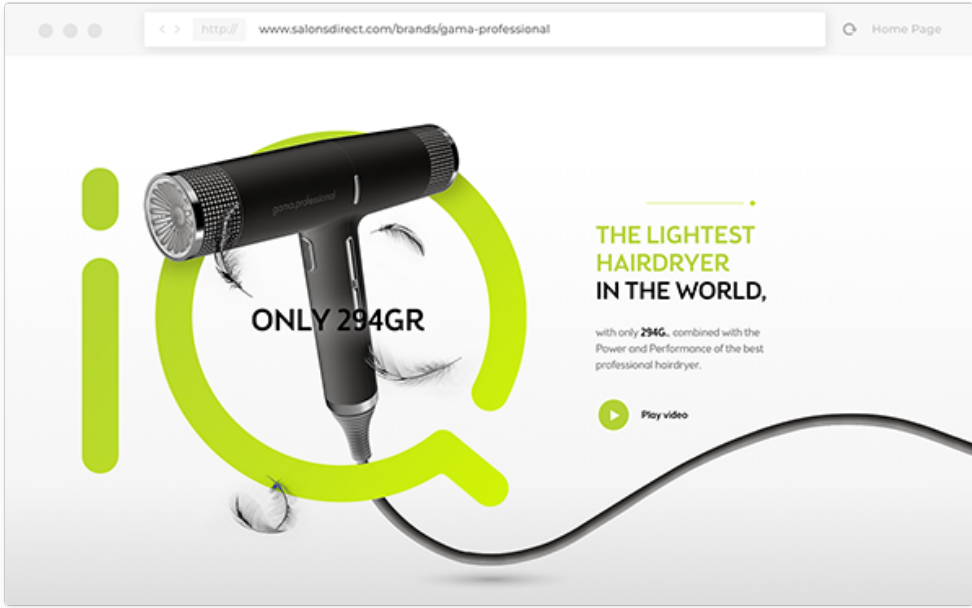
**Cosmetic Learning**  
Website Design



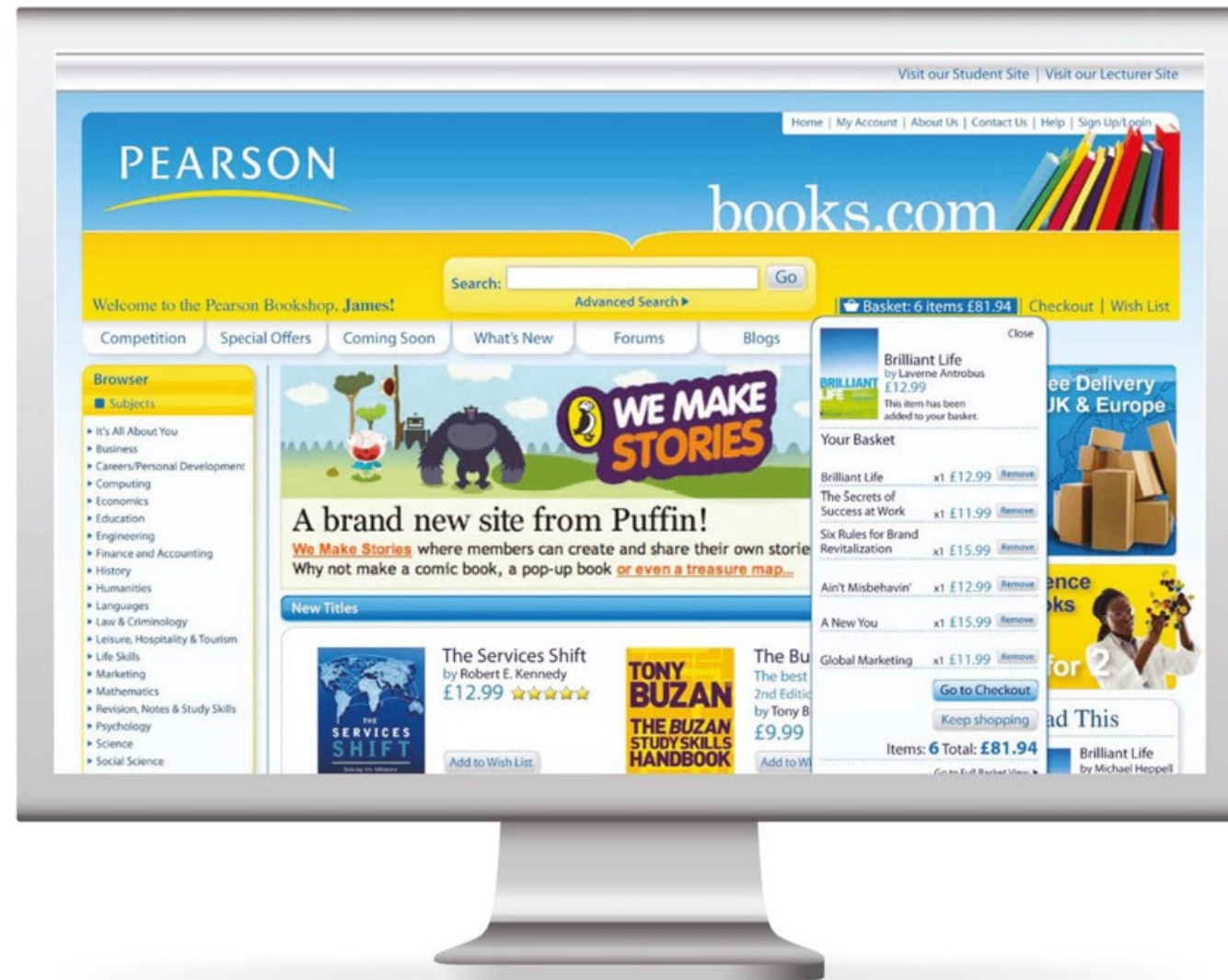


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**Cadcorp**  
Website Design







Pearson Professional Website



Pearson Student Website





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**Message from our CEO**

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John Smith



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**Request Samples**

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**Service and Consulting**

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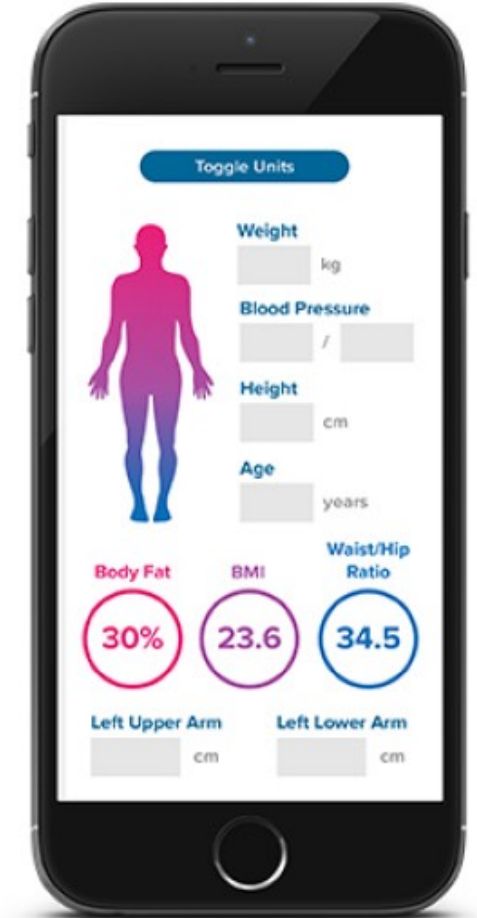
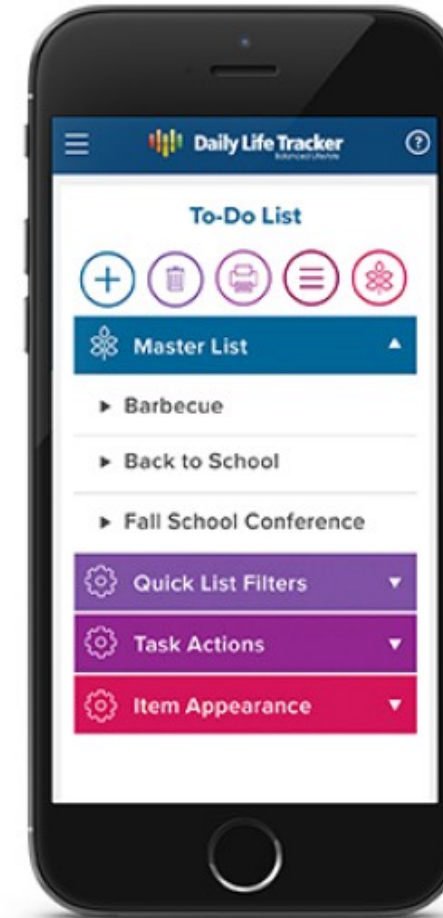
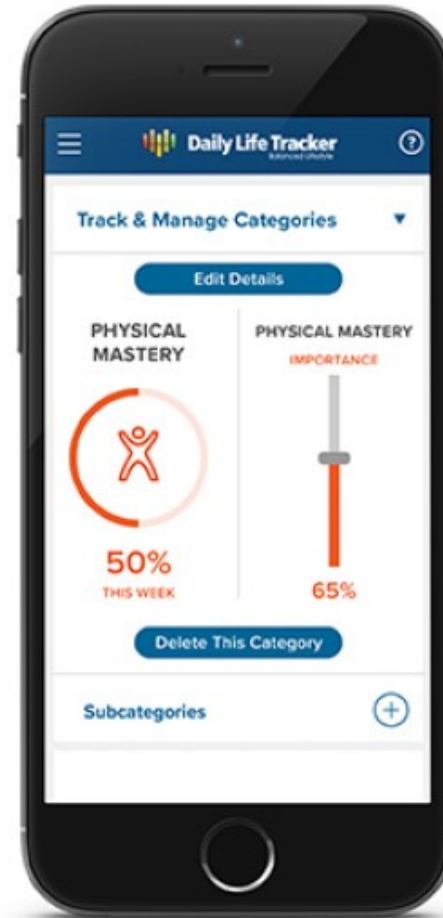
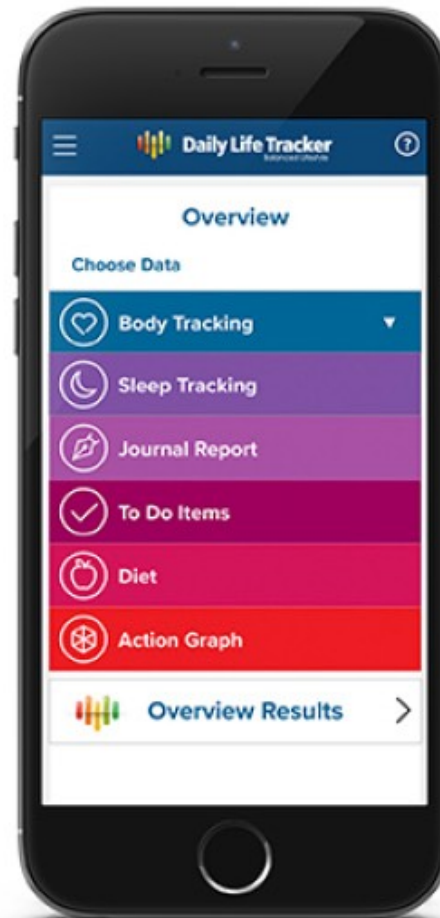
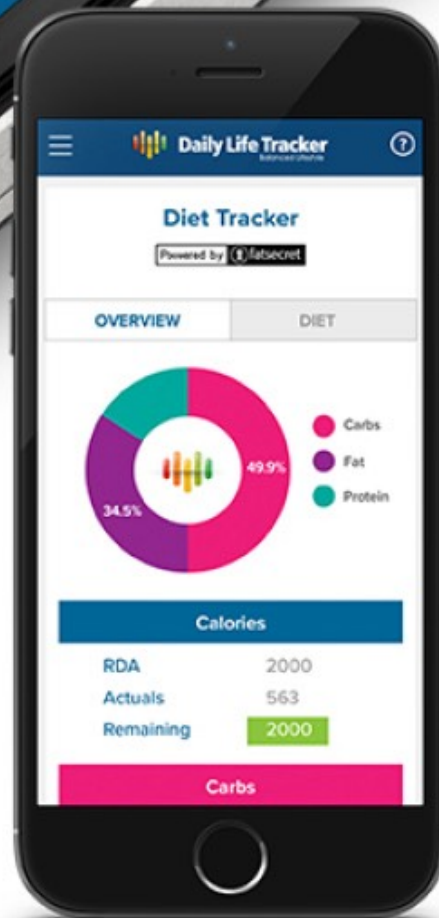
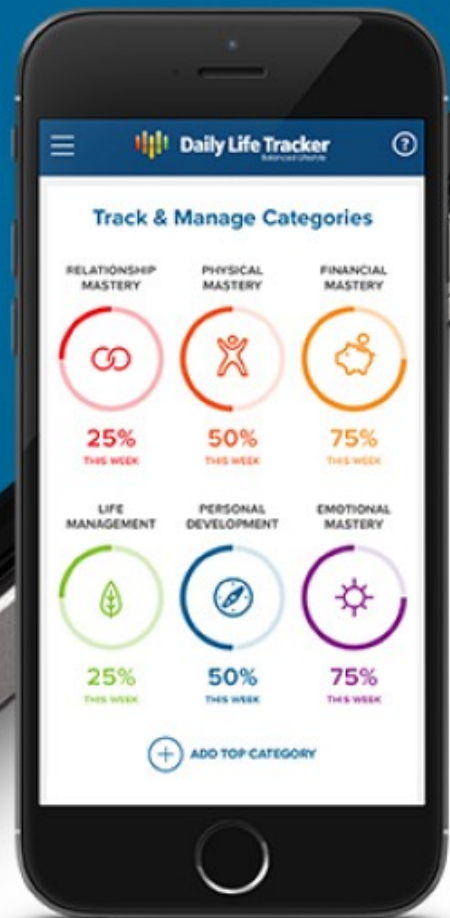


<p><b>Products</b></p> <ul style="list-style-type: none"> <li>Syrups</li> <li>Crystalline</li> <li>Custom</li> <li>Organic</li> <li>Treacle</li> </ul>	<p><b>The Ragus Service</b></p> <ul style="list-style-type: none"> <li>Sourcing</li> <li>Manufacturing</li> <li>Consulting</li> <li>Delivering</li> </ul>	<p><b>Manufacturing</b></p> <p>Accreditations</p> <p><b>About Us</b></p> <ul style="list-style-type: none"> <li>The Team</li> <li>Our History</li> <li>About Our Sugar</li> </ul>	<p><b>Customer Support</b></p> <p>Packaging Formats</p> <p>BAKO Distribution Regions</p> <p><b>Latest News</b></p> <ul style="list-style-type: none"> <li>Sugar Talk</li> <li>Blog</li> </ul>	<p>Ragus Sugars (Manufacturing) Ltd.</p> <p>193 Bedford Avenue</p> <p>Slough SL1 4RT</p> <p>England Telephone: +44 (0)1753 575353</p> <p>Facsimile: +44 (0)1753 691514</p> <p>Email: <a href="mailto:info@ragus.co.uk">info@ragus.co.uk</a></p>
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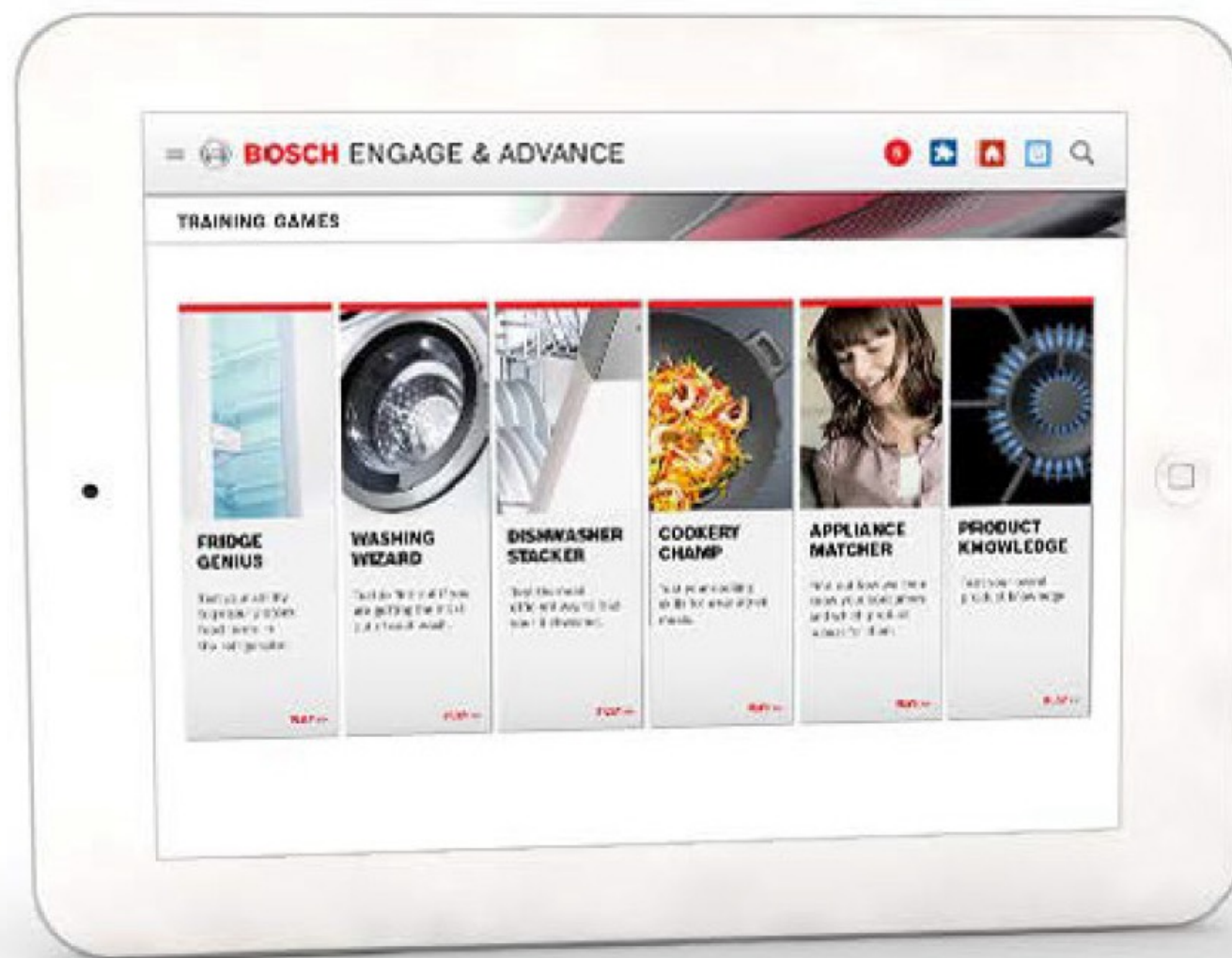


# Daily Life Tracker

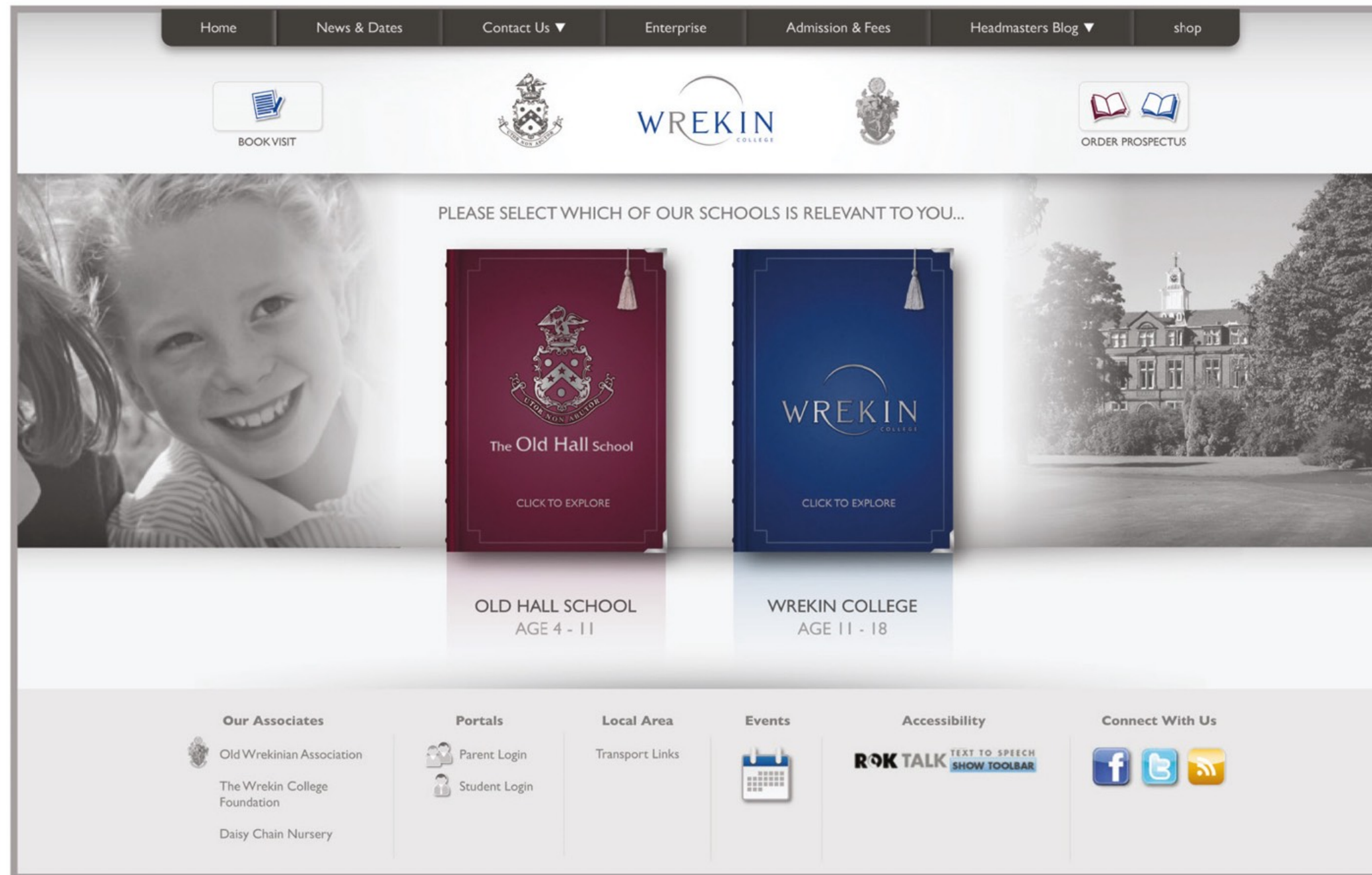


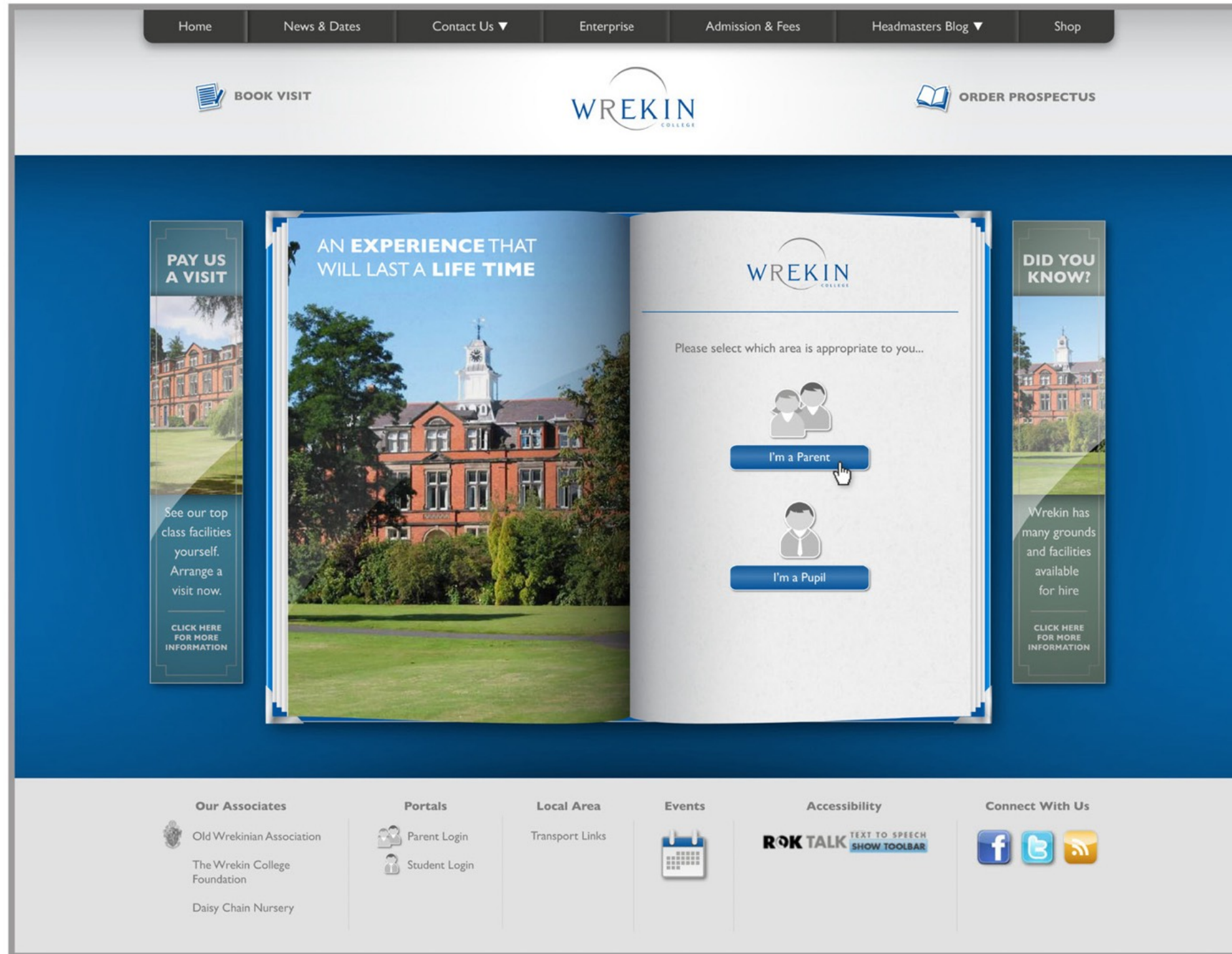












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**Wrekin College**  
Website Concept



Home | News & Dates | Contact Us | Enterprise | Admission & Fees | Headmasters Blog | Shop

BOOK VISIT | WREKIN COLLEGE | ORDER PROSPECTUS

PARENT PORTAL

CALENDAR | SOCIAL UPDATES (2) | TIMETABLE | NETWORK | ALERTS | HOMEWORK | ANNOUNCEMENTS (3) | HELP

QUICK CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

COLOUR KEY

- HOMEWORK
- ASSESSMENT
- CO-CURRICULAR ACTIVITY
- MEETING/OTHER

CALENDAR FEBRUARY 03 - 09

	SUN - 03	MON - 04	TUE - 05	WED - 06	THU - 07	FRI - 08	SAT - 09
9.00							
10.00		Lorum Ipsum		Vestibulum ac nulla			
11.00							
12.00						Sed ultricies libero et s tristique	
13.00							
14.00							
15.00		Morbi condimentum cursus varius					
16.00							
17.00							
18.00							
19.00		Cras auctor velit sit amet					
20.00							

MAECENAS ORCI TELLUS

Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Ipsum sed pharetra gravida, orci magna rhoncus neque.

Maecenas orci tellus

Our Associates: Old Wrekinian Association, The Wrekin College Foundation, Daisy Chain Nursery

Portals: Parent Login, Student Login

Local Area: Transport Links

Events

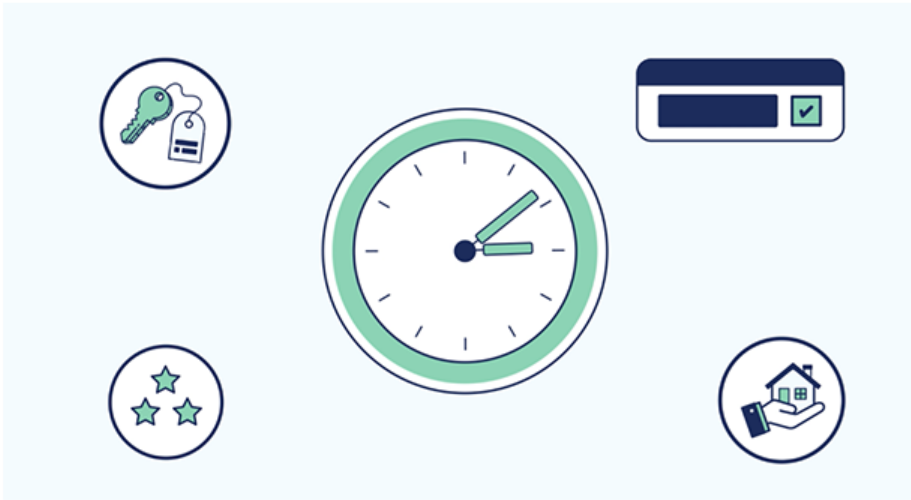
Accessibility: ROKTALK TEXT TO SPEECH SHOW TOOLBAR

Connect With Us: Facebook, Twitter, RSS



# Photography & Video Production

**Building Better Brands**



**FIRE AWARE**  
The Moral Identity<sup>®</sup> of Fire Safety

Are you aware of your moral obligations in respect to delivering **fire safety**?

Join today, and identify yourself as a **business that cares** about fire safety as a first priority.

**SIGN UP!**

It applies to **anyone** with a duty of care to its clients or end users, in their provision of successful **fire safety**.

Net membership fees are reinvested into improving fire safety across the UK from

- research,
- training and development,
- to the provision of equipment for the fire and rescue services.

By signing up to a charter of good moral performance...

...you can display the **Fire Aware logo** as an identifier of a company that cares about its customers safety.





**SERVICE**

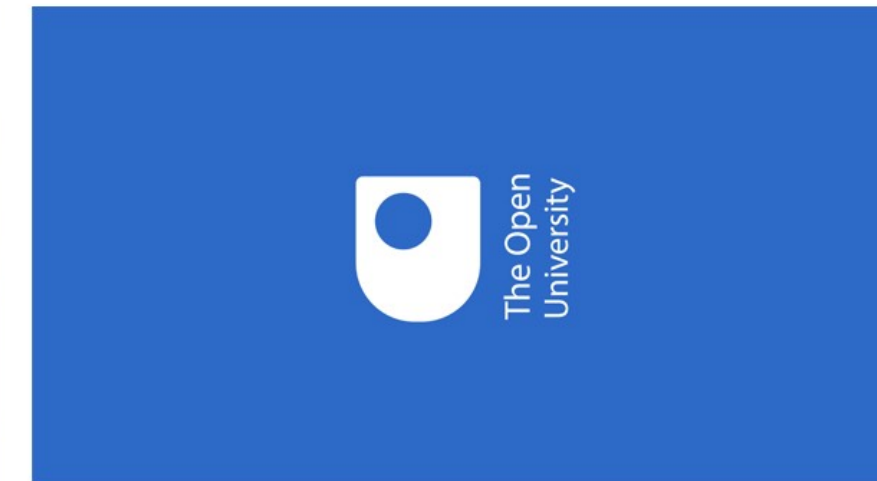


**RESOURCE**



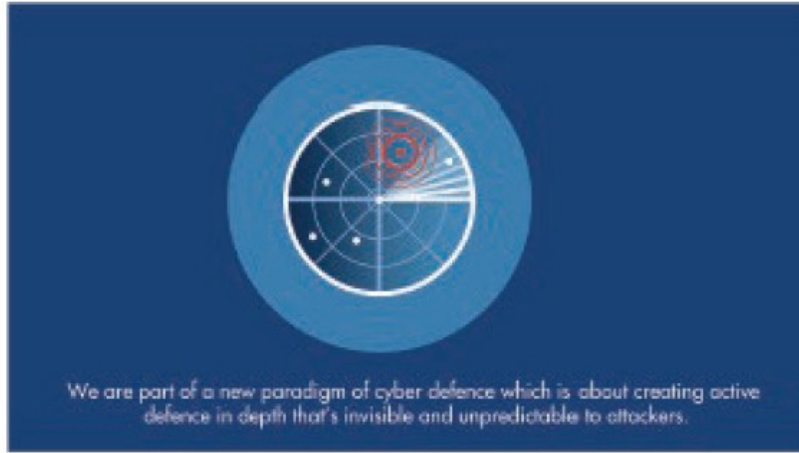
- Alignment
- Sub Contract Manufacture
- Electromechanical Temp
- Labour Specialists
- Storage Solutions
- ▶ **Training**
- Alternators
- Motors
- Pumps
- Transformers



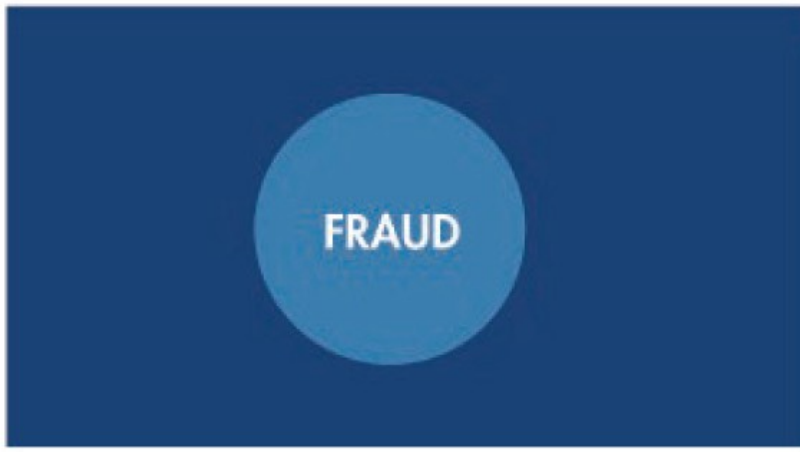
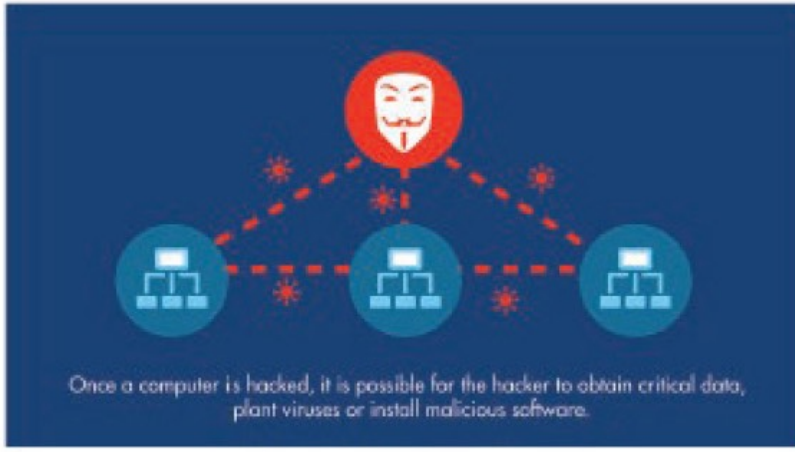




However, attacks are now successfully carried out through new and unpredictable ways.



2. What does Cyber Defence protect against?





**“WELL IF YOU CALL THOSE LINES OF COMMUNICATION, I’LL EAT MY RUDDY HAT”**

**- MILLIE MARSLAND**  
**(THE FIRST PRESIDENT OF THE OU STUDENTS ASSOCIATION)**

**THE STORY BEGINS...**

**1972**

**THE STUDENT VOICE IS HEARD...**

**1975**

**Students join Senate**

**Student reps on 11 more OU bodies**

**A HELPING HAND...**

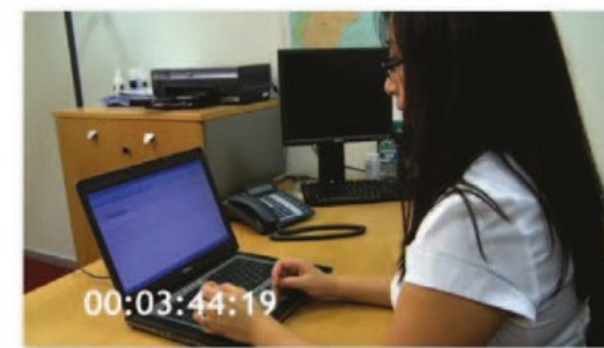
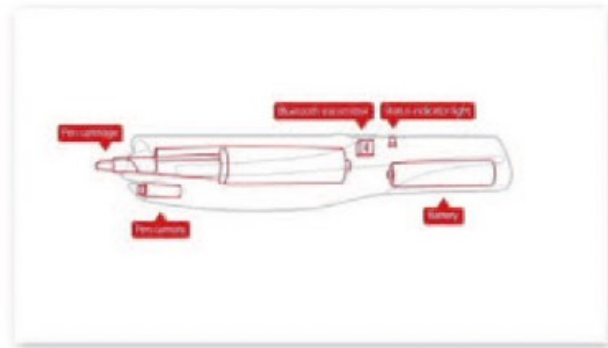
**1984**

**Coast to Coast for OUSET**

**AND WE MARCHED WITH PRIDE...**

**2017**

**PLEXUS**





**TFA**

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