



doran design portfolio

Client list:

Accor Hotels
Ashridge Communications
Breakthrough Breast Cancer
CadCast Limited
Carnival Group
Cedar Group
Complete Facilities
Czech & Speake
DCLG
DFID

FibreLight Developments
Fox Kalomaski
Gieves & Hawkes
Matt Roberts Personal Training
Newman Morris Accountants
Porsche Baltic States
Robin Howard Carpets
Turkey Tourism
Verex Group

Doran Design Ltd, 39 Seymour Road, Newton Abbot, Devon, TQ12 2PT

Home 01626 333 100 | Mobile 07831 247 258

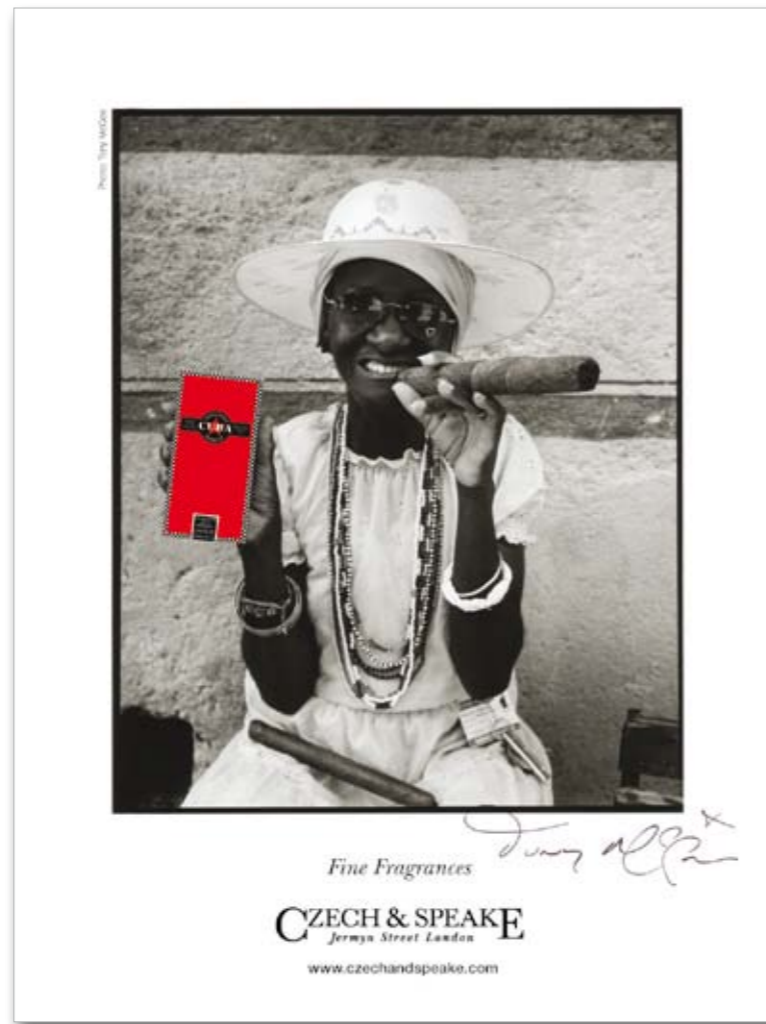
email tracey@dorandesign.co.uk | web www.dorandesign.co.uk

Czech & Speake

Czech & Speake of Jermyn Street is a UK and worldwide luxury brand of bathroom, kitchen fittings and accessories as well as a range of exclusive fragrances for men and women. They produce unique and timeless products that effortlessly combine authentic English traditional style and modern design. The company also produces a range of exclusive aromatic fragrances for men and women and luxury leather goods.

We have worked for Czech & Speake for 19 years during this time we have been involved with a full range of their marketing and packaging requirements. A CI Manual has been produced which is regularly updated, this helps maintain the integrity of the brand. Press ads are regularly required for well established magazines such as World of Interiors, Wallpaper, Monocle and House & Garden. Innovative packaging is designed for new fragrance products. A range of brochures and leaflets are regularly updated and mailed out to new and existing clients. Other collateral designed and produced include window displays, recruitment ads, marketing mailers, high resolution retouching and photo comping is also undertaken.

SERVICES PROVIDED/Concepts/Corporate identity/Packaging design/Art direction/Artwork/High-rez retouching



Full page ad for Vogue Magazine



Full page ad for Monocle Magazine



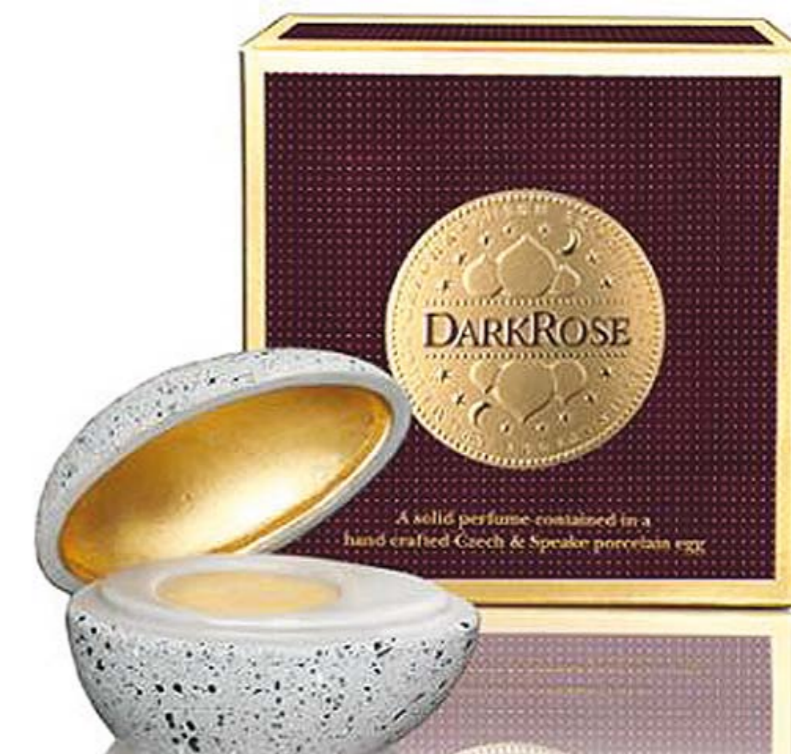
Full page ad for World of Interiors Magazine



No.88 Fragrance Packaging



F&M Fragrance Packaging



Special Edition Dark Rose Packaging

Dark Rose

Dark Rose is a truly original fragrance that takes its influence and ingredients from the traditions of Indo-Arabian perfumery and heritage. An exciting blend of the most mesmerising essential oils, Dark Rose has a spicy top note of saffron which has been blended with agar wood, sandalwood, rose and white amber to create a rich, long lasting, balsamic heart to this indulgent fragrance.

Available in 100ml Cologne Spray, 100ml Bath Oil, Incense Sticks x 20 and Giant Incense Sticks x 12.

czechandspeake.com



CZECH & SPEAKE Fine Fragrance



Shaving Collection

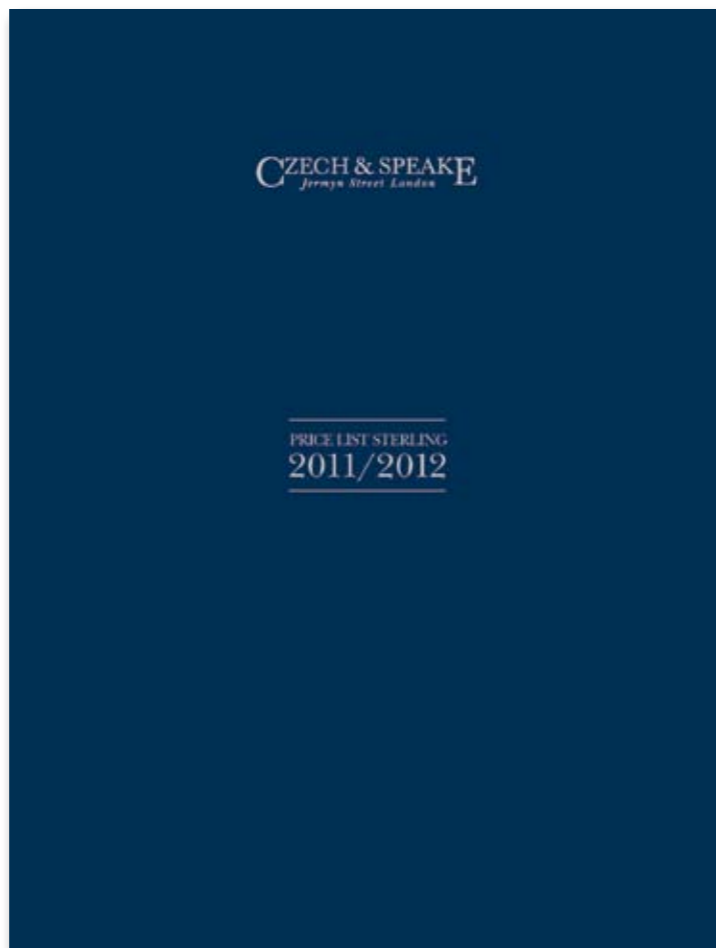
Czech & Speake's range of shaving products are beautifully crafted and exquisitely presented. Our classic razor is elegant yet practical, perfectly weighted, with a choice of finishes which will appeal to young and old alike and looks impeccable when paired with our silver tip badger shaving brush. Our shaving soaps are made with the purest essential oils using traditional methods with a choice of distinctive fragrances.

Available Czech & Speake Classic Mach 3 Razor in aluminium anodised black or silver, No.88 Razor anodised black, No.88 Shaving Soap Dish in black, Small and Large Silver Tip Badger Shave Brush in black, No.88 Travellers Shaving Soap Dish and Brush in black aluminium, Oxford & Cambridge Travellers Shaving Soap Dish and Brush in silver anodised aluminium, Shave Soap Refills (No.88 and Oxford & Cambridge), No.88 Shaving Set and Stand and the Carbon Fibre Traveller's Shaving Kit.

czechandspeake.com



Fragrance Brochure



EDWARDIAN FITTINGS		EDWARDIAN FITTINGS		FINISHES		STERLING	
25 943 581- 27 836 581	TWO-HOLE BATH MIXER WITH STAND PIPES FOR FREE-STANDING ASSEMBLY HAND SHOWER SET		<ul style="list-style-type: none"> 185 mm spout projection 3/4" compression hand parts back flow prevention in shower outlet hand/shower diverter stand pipes with decorative flange, arrow counter distance 125 mm, tube in tube total height 125 mm stand pipes height 750 mm distance between stand pipes 185 mm 	<p>Back flow prevention.</p>	polished	1x 25 943 581 00	1,274.00
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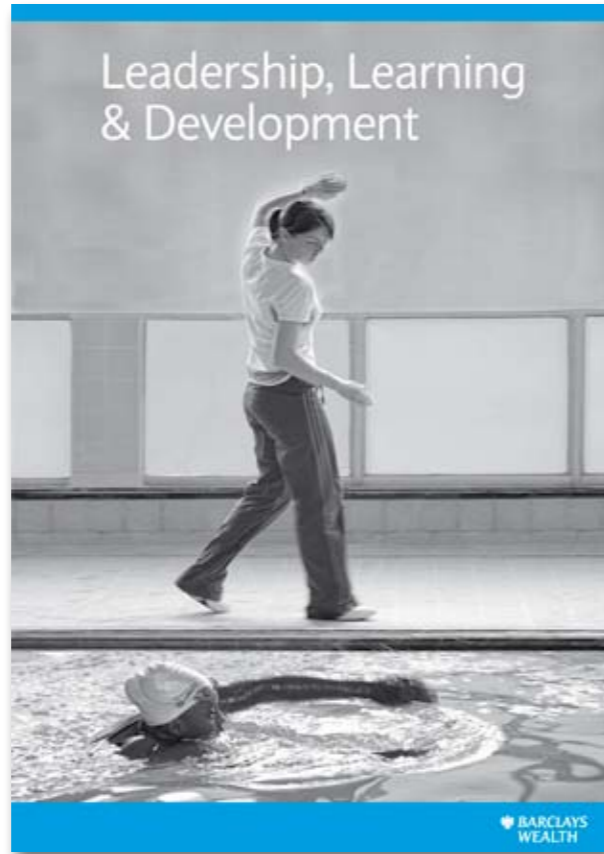
Cedar Group

Based in the City, the Cedar Group are a creative and production company with a healthy number of blue chip accounts

Barclays Wealth – Set of 2 x A5 information leaflets, 6pp and 8pp, these were to inform employees of how they could develop new skills opportunities. Both were produced within the guidelines.

NHS – Design and production of a 16pp A5 brochure to inform people of the dangers of secondhand smoking. Produced within the guidelines, included picture selection and extensive photo comping and retouching.

SERVICES PROVIDED/Creative/Artwork/High-rez retouching



Why does Barclays Wealth have a Learning & Development function?

Barclays Wealth is a relatively new and rapidly growing company. We are a leading global wealth manager with offices in 20 countries, providing international and private banking, investment management, fiduciary services and brokerage.

Since the inception of Barclays Wealth, we have had an unrelenting focus on talent. We realise that employees at Barclays Wealth are subject to change and challenge, and are required to constantly develop new skills and experiences simply to keep up. Barclays Wealth invests in its employees by providing a range of services designed to support you and your colleagues through our yearly performance cycle.

How can Barclays Wealth help employees develop these new skills?

Our learning & development function is a small global team of experts who work collaboratively with the business to deliver:

1. Guidance and best practice to business leaders on designing, delivering, and evaluating learning & change programmes.
2. Guidance and best practice to line managers and individuals to leverage the benefit of our performance development process.
3. Tools & services to our employees, enabling them to effectively manage their career at Barclays Wealth.

How do I access learning?

Employee
The performance development process is designed to prompt development discussions at 2 key stages throughout the year, (mid year and end year review meetings). The process provides an opportunity to allow employees to:

1. Give and receive feedback against performance
2. Set and review objectives
3. Discuss Performance Development Plans and identify ways to improve performance
4. Identify promotion candidates

To help with the development planning process we offer our employees a range of learning interventions to select from. Whilst we provide this range of solutions and tools you are responsible for managing your own development in order to further your career goals.

Line Manager
As a people manager it is your responsibility to familiarise yourself with the range of services we offer so that you can signpost our solutions to your direct reports during the performance development process at the mid and end review stage. We offer our line managers a wide range of tools to support the delivery of Performance Development at Barclays Wealth.

Please contact your Learning Partner us if you wish to discuss our line management development programmes in more detail.

What do we offer?

We offer the 5 core services across Barclays Wealth:

- Core Curriculum**
What is it? The Core Curriculum is a programme of learning activities designed to cover a wide range of business critical tasks such as presenting with power, leading high performance teams, effective communications and many more.
Who can access this? All employees.
When will it be available? This programme is launching in 2012.
- Management & Leadership Curriculum**
What is it? The Management & Leadership Curriculum is a programme which will create a single approach, framework and language for management and leadership development across Barclays Wealth.
Who can access this? All employees.
When will it be available? This programme is launching in 2012.
- Private Banker Curriculum**
What is it? The Private Banker Curriculum is a suite of training solutions designed to effectively on board and monetise new bankers as quickly as possible.
Who can access this? All Private Bankers and Private Banker Executives in the business.
When will it be available? This programme is launching in 2012.
- Advisory services, training needs analysis, design and delivery**
What is it? We have a team of dedicated specialists to discuss your training needs.
Please contact us if you would like to discuss a training requirement in your business area.
- Qualifications**
What is it? We believe professional qualifications are an important part of your development at Barclays Wealth. The Barclays Wealth qualifications policy is here to guide and advise you on your career.
Who can access this? The qualifications support that we offer depends on your role/area of the business. Please refer to our website for more details.
When will it be available? The qualifications process runs throughout the year; please visit our website to learn more.

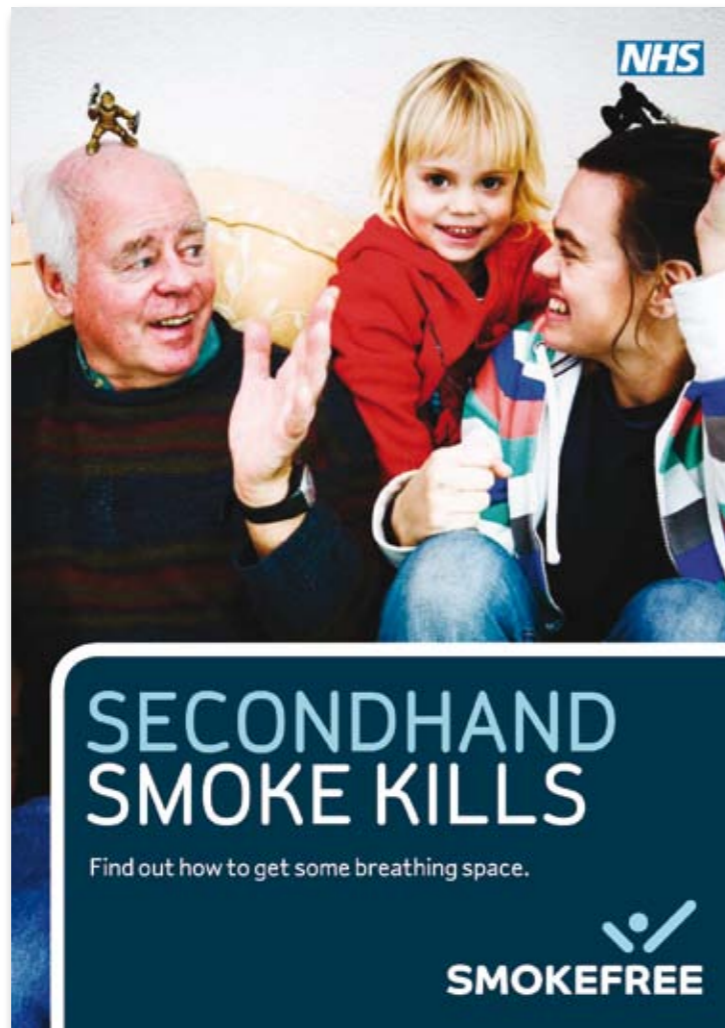
Over **33** e-learning modules planned, designed, and delivered during 2011

Over **28** classroom courses delivered during 2011

1,980 training hours across **1,200** employees in 2011

920 employees accessed at least **23** training events during 2011

Barclays Wealth Information Leaflet



TIME WHEN

Secondhand tobacco smoke can really hang around. The best thing to do is to make your home completely smokefree.

Young children are particularly vulnerable to secondhand smoke because their bodies are still developing. They can get breathing problems, middle ear infections and asthma attacks. And they are more likely to have to go to hospital in their first year of life.

Pregnant women exposed to secondhand smoke can pass on the harmful chemicals to their babies.

For more information on how to protect your home from secondhand smoke, visit us at www.nhs.uk/smokefree

FACT
95% OF DEATHS ASSOCIATED WITH SECONDHAND SMOKE ARE FROM EXPOSURE IN THE HOME

FACT
COT DEATH IS FIVE TIMES MORE LIKELY WHEN THERE'S SECONDHAND SMOKE AROUND

FACT
SECONDHAND SMOKE CAN LINGER FOR TWO AND A HALF HOURS, EVEN WITH A WINDOW OPEN

CALL 0800 169 0 169 OR VISIT www.nhs.uk/smokefree

NHS Secondhand Smoke Kills Information Leaflet

Matt Roberts Personal Training

Matt Roberts is one of the world's most recognized and leading personal trainers, and is the name that is synonymous with personal training in the UK. Now renowned as personal trainer to the stars, Matt is responsible for creating some of the most famous physiques in fashion, music, politics and industry.

The Clubs are located in some of London's most prestigious venues Mayfair, the City, Chelsea and Hampstead.

A new and striking identity was created and implemented across the company's marketing items. These include stationery, press ads, posters, information leaflets, competition mailers, display panels & signage, vouchers, folders and clothing items.

SERVICES PROVIDED/Corporate identity/Branding/Art direction/Artwork/Display and exhibitions/Print/High-rez Retouching



Matt Roberts Logo



Get Fit Britain Logo



Prospectus



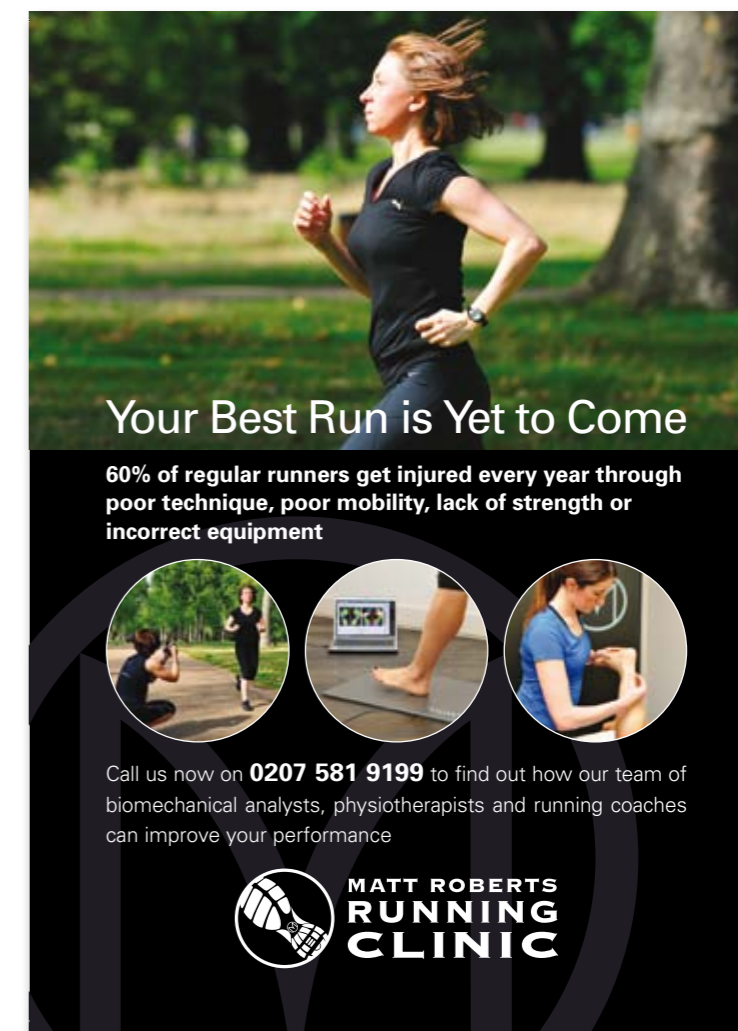
Matt Roberts Academy Prospectus



Leaflet for a joint promotion with John Lewis



Blood Sweat and Beers event Leaflet



Running Clinic Leaflet

MATT ROBERTS
LONDON
Mayfair | City | Hampstead | Chelsea

Achieve your fitness goals with Matt Roberts Personal Training

Matt Roberts clients benefit from:

- Bespoke one-to-one sessions in a private environment.
- Highly qualified trainers supported by the Matt Roberts Academy.
- No joining or membership fees.
- Our in-house team of specialists – which includes physiotherapists, dietitians & biomechanical analysts.
- Spacious training centres in prestigious locations – Home service also available.
- Matt Roberts performance based clothing line.

Quote 'Matchbox' to receive your initial consultation free of charge and 10% off training courses. Call Matt Roberts Chelsea on 020 7581 9199 or go to www.mattroberts.co.uk

www.mattroberts.co.uk | 020 7581 9199 | chelsea@mattroberts.co.uk

Full page ad for Mens Fitness

MATT ROBERTS
LONDON
Mayfair | City | Hampstead | Chelsea

Are you ready for summer?

It's not too late...with the Matt Roberts Summer Package you can be ready for the beach in just one month!

Call 020 7433 3301 and quote 'Kenwood' for more details

The Summer Package includes:

- Fitness Assessment
- Physiotherapy Screening
- Dietary Analysis
- 8 Personal Training sessions
- 4 Bootcamp classes

We also offer Bootcamp Classes, Nordic Walking and shared training sessions, call 020 7433 3301 for more information. We look forward to welcoming you to the club very soon.

www.mattroberts.co.uk 020 7433 3301

Full page ad for Health & Fitness

MATT ROBERTS
LONDON
springsummer09

I designed a range that focuses on **style**, top **performance** fabrics, and fits designed to flatter different body shapes, giving you **confidence** in and out of the gym

www.mattroberts.co.uk

Promotional poster

MATT ROBERTS
LONDON

Hampstead

MATT ROBERTS
LONDON

Mayfair

MATT ROBERTS
LONDON

The City

Set of promotional leaflets for clubs which were about to open

Verex Group

Verex Group provides strategic business affinity programmes to vehicle manufacturers. They deliver profit improvement to vehicle manufacturers by structuring, implementing and managing the following programmes:

Vehicle Manufacturer Branded Motor Insurance (Original Insurance Services Limited)

Vehicle Manufacturer Branded Accident AfterCare (Retention UK Limited)

Vehicle Manufacturer Network Management (ThreeSixty)

As well as creating a new identity for the Verex Group, logos were created for the programmes within the group (Original, Retention and ThreeSixty). For all logos, the green and the 'plectrum' shape was used which helped to create a unique family of logos.

Each programme had its own identity created to suit their own particular audience, a range of marketing requirements were designed and produced, these include stationery, leaflets, website, mailers, posters, leaflet dispensers, policy documents and folders. Many projects had to function with different vehicle manufacturers guidelines (see MG literature).

SERVICES PROVIDED/Corporate identity/Branding/Art direction/Artwork/High-rez retouching

Had an accident in your Ford?

There's only one step you need to take...

Accident AfterCare | Feel the difference

Accident or Theft - Call Ford First 0844 249 0030

Most important of all, by contacting 'Call Ford First' we guarantee that your Ford will remain 100% Ford...always

This is because we guarantee that:

- only genuine Ford parts are fitted
- all panels used will be Ford original
- only Ford approved paint is used
- only Ford approved bodyshops and Ford technicians are involved in the repair
- ...all at no extra cost to Ford owners

Accident or Theft - Call Ford First 0844 249 0030

What the UK motor insurers won't tell you

Cost reduction is the mantra of all major UK motor insurers. It means they aim to keep the cost of repairing your Ford to a minimum.

This means that most insurers will not guarantee that your Ford is repaired by an Ford approved bodyshop.

One mistake your Ford is 100% Ford... and then... who knows? They will provide no guarantee of fitting genuine Ford parts or body panels of widely respected cost. Indeed, some body panels that should be replaced are often only replaced - all to save costs for the insurer.

Your legal right

Most drivers are not aware that they have the legal right to insist on their vehicle being repaired at a bodyshop of their own choice.

That's why contacting 'Call Ford First' is so important to you.

Following an accident, you might not be in the right frame of mind to assert your legal rights - but we are. Our dedicated Ford services team will do this on your behalf.

Repairs arranged by 'Call Ford First' are to rates set by the insurance industry. Using 'Call Ford First' will not, therefore, compromise your future insurer relationship, nor affect the annual cost of your motor insurance.

Your right to a courtesy car

If your insurer withdraws the offer of a courtesy car - as they often do - if you want to use an Ford bodyshop... then don't worry. We will arrange a car for you, free of charge and regardless of whose fault the accident was... and for as long as it takes to repair your vehicle.

Accident or Theft - Call Ford First 0844 249 0030

Personal Injury Advice

'Call Ford First' is also able to provide you with a legal support service for circumstances where you have experienced personal injury or other losses not covered by your motor policy.

The 'Call Ford First' process

Whether an accident partly or all Ford, your 'Call Ford First' advisor will arrange for your Ford to be taken to the nearest Ford approved bodyshop. Then we'll...

1. Confirm that your vehicle has been assessed
2. Ensure that the repair workshop has been sent to your insurance company for approval
3. Ensure a courtesy car is available to you
4. Confirm the above arrangements with your insurer
5. Confirm the insurance details of other parties involved
6. Discuss with other insurers any personal injuries and any other losses sustained

You will be updated on progress of the repair and collection or delivery details of your repaired Ford.

In the event of a vehicle theft

Call the police first of all, then contact 'Call Ford First' for advice on the repairs available for your vehicle mobility.

We will discuss the replacement vehicle options available, either for permanent use or until your stolen vehicle is recovered.

Accident or Theft - Call Ford First 0844 249 0030

Action to take now

Please enter the 'Call Ford First' number - 0844 249 0030 into your mobile phone, and save it.

'MG First'

And please keep your 'Call Ford First' card with your motor cards. There are additional costs for any other drivers of your Ford. We also suggest you keep this leaflet in your Ford glove box - just in case.

Accident or Theft - Call Ford First 0844 249 0030

Accident AfterCare Leaflet for Ford

Great value motor insurance for MG customers

Keeping your MG 100% MG...always

MG INSURANCE

Call now for a quote on 0844 249 0032

Talk to most drivers about motor insurance companies and they'll tell you that they're all the same. They're not.

Take time to read the small print

Compare the policies provided by comparison websites and direct insurers and you'll find they are aiming only to show the lowest price. To achieve this there are a host of cover exclusions, weakened benefits and, therefore, misleading prices.

You'll also find that most insurers will not guarantee to repair your MG with genuine MG parts or at an MG-approved bodyshop staffed by MG technicians. That could compromise safety standards and the future residual value of your car.

At MG Insurance, we think you deserve better. In fact, we think you deserve the best. That's why we've put together an impressive, comprehensive and transparent insurance policy for your MG that's so good we don't think it can be beaten.

MG Insurance
keeping your MG 100% MG... always

Call now for a quote on 0844 249 0032

MG Insurance benefits

Your comprehensive MG Insurance policy provides some truly outstanding benefits, many of them unique.

Benefits not offered by most other policies

Unlike other insurers, MG Insurance ensures a repair that:

- guarantees the fitting of genuine MG parts and panels
- guarantees to have all repairs carried out at MG-approved bodyshops
- guarantees to use only MG technicians to repair your MG to MG-approved technical standards
- ensures that the European NCAP vehicle safety rating of your MG is maintained
- provides a five-year guarantee on all MG bodyshop repairs

In other words, we will ensure that your MG is returned to its pre-accident condition, protecting its residual value and resale consumer appeal.

We guarantee that after any accident, your MG will remain 100% MG, ensuring the highest levels of safety for you, your family and passengers.

Benefits that are superior to most other policies

- EU comprehensive cover for up to 60 days a year
- vandalism cover - with no loss of your No-Claim Discount
- £50,000 personal accident cover for driver and passengers
- £250 cover for personal belongings in the car
- £500 for medical treatment in the event of an accident
- wrong fuel cover - up to £500

Benefits you would expect but which are frequently omitted by other insurers

- a courtesy car, regardless of whether or not the accident is your fault
- free windscreen repair - with no loss of your No-Claim Discount
- cover for factory-fitted satellite navigation equipment, stereo and fixed car phones
- third-party insurance for driving other vehicles

Call now for a quote on 0844 249 0032

Extra cover to suit your needs

An even higher level of insurance cover is available for a small additional charge. This includes:

- MG track day cover at preferential rates where the experience is at an Association of Racing School circuit
- optional Protected No Claims Discount to keep your discount safe, if you qualify

Superior cover at no extra cost

MG Insurance is a superior insurance package. It provides MG owners with great value for money insurance and complete peace of mind. And it's safer. Our ethical approach to accident repairs - MG personnel using MG-sourced panels and parts, will guarantee the Euro NCAP safety rating of your MG is maintained. This ensures an accident repair of the highest quality - enabling MG dealers to offer you the pre-accident part exchange value of your MG if you decide to buy a new MG.

Still thinking of another insurance provider?

We encourage you to get another quote - but please make sure you're comparing like with like. The comparison table overlaid shows the key features and benefits customers expect. All these benefits are available with MG Insurance but are either absent or could cost you extra when provided by other major UK car insurance providers.

Call now for a quote on 0844 249 0032

Private Car Insurance Policy Document

MG INSURANCE

MG Insurance Leaflet and Policy Document



Verex Group, plus programme logos

Verex Group

Twelve months after the launch of the Verex Group, due to the success of the marketing, a new programme was added, **Car-Go**, which manages the entire motor insurance claim process.

For this new programme a range of marketing requirements were designed and produced, these include stationery, leaflets, website, mailers, posters, leaflet dispensers.

SERVICES PROVIDED/Corporate identity/Branding/Art direction/Artwork/Website design/High-res Retouching

Non-fault accident? Just call **Car-Go** first and you won't have to do a thing. We'll do it all for you for free.

Dear Customer,

If you've ever been involved in a vehicle accident and made a claim, you'll know how stressful it can be.

Car-Go is a new, free service that takes away the hassle by managing the entire motor insurance claim process for you following a vehicle accident that wasn't your fault. From dealing with your insurer to repairing your vehicle, and keeping you mobile in a hire vehicle... **we'll take care of everything all at no cost to you.**

All you have to do is make sure you:

call Car-Go first 0800 826 5458 even before your insurer

Call Car-Go first and we will:

- take your details and provide advice on any matters which concern you about the accident
- exercise your legal right to have your vehicle repaired at one of our approved repairers
- keep you mobile in a hire vehicle of equivalent standard to your own car for the entire period it takes to complete the repair
- liaise directly with the at-fault driver's insurer to process your claim
- ensure you won't have to pay any excess or lose your no-claims bonus
- fill in your claims form for submission to the at-fault driver's insurer
- provide a legal support service for personal injury if required
- arrange repair estimates and approval with the at-fault driver's insurer
- provide you with a replacement vehicle of equivalent standard to your own car
- keep you informed on the progress of your vehicle's repair
- collect and deliver your repaired vehicle

4 million vehicle accidents occur in the UK each year...

What should you do if the accident was not your fault?

We hope you'll never need this service but, if you do, simply call **Car-Go** first and we'll look after you every step of the way.

Yours faithfully,
Jackie Woolley, Customer Services

Your local Car-Go branch
12 High Street
Anytown
AB2 CD3
Tel 012 3456 7890 Fax 012 3456 7890
www.anylocalcar-go.co.uk

Save the number in your mobile today as: **Accident Car-Go 0800 326 5458**

Car-Go mailer

Car-Go Standards of aftercare you can trust

Non-fault accident? Call **Car-Go** for a replacement Car... and Go!

Car-Go makes matters easier for you following an accident that was not your fault.

We'll arrange your

- Replacement car
- Vehicle repair
- Claim for uninsured losses

...all at no cost to you.

There's no hassle and no claims forms. We simply process your claim with the at-fault driver's insurer...so you won't have to do a thing.

? To view frequently asked questions, [click here](#)

Call us today
0800 326 5458
8.30am to 5.00pm Monday to Friday and 9.00am to 1.00pm Saturday

Car-Go is a trading name of Retention UK Limited, registered in England and Wales Company No. 0568758 at Batchworth House, Church Street, Rickmansworth, Hertfordshire, WD3 1JE and administered by Gemini Vehicle Solutions Limited, registered in England and Wales Company No. 5754220 Gemini House, Gemini Business Park, Stourport Road, Kidderminster, DY11 7QL. Both companies are regulated by the Ministry of Justice in respect of regulated claims management activities.

Car-Go website home page

One call to Car-Go and we'll manage the entire motor insurance claim process for you – for free!

No hassle, no claims forms and no cost to you

We will simply process your claim with the other driver's insurer. This protects your insurance record and means you won't have to pay any excess or lose your no-claims bonus.

You'll have peace of mind with our guarantee that your vehicle will receive the highest quality repair using only vehicle manufacturer genuine parts. This will help to protect the safety rating and future resale value of your vehicle.

The right car, right away

Following a vehicle accident you have the legal right to choose where your vehicle is repaired and if needed, the use of a hire vehicle of equivalent standard to your own car.

Car-Go will keep you mobile for the entire period that it takes to complete the repair. If your vehicle is written-off, you'll have use of the hire vehicle until you have received settlement payment from the at-fault insurer.

The hire vehicle can be delivered to the repairing bodyshop or to your work or home.

Who pays?

The costs of the hire vehicle will be paid by the at-fault driver's insurance company. We will recover the hire costs and also notify you on any other costs or losses you are entitled to recover. So you will have the peace of mind of not having to do anything and will not owe any money.

Car-Go provides a speedy and effective hire vehicle solution if you are the innocent party in a vehicle accident.

Call Car-Go first and we will:

- take your details and provide advice on any matters which concern you about the accident
- exercise your legal right to have your vehicle repaired at one of our approved repairers
- arrange a replacement vehicle for the duration of the repair at no cost to you
- liaise directly with the at-fault driver's insurer to process your claim
- fill in your claims form for submission to the at-fault driver's insurer
- provide a legal support service for personal injury if required
- arrange repair estimates and approval with the at-fault driver's insurer
- ensure only vehicle manufacturer genuine parts are used in the repair
- keep you informed on the progress of your vehicle's repair
- collect and deliver your repaired vehicle

You won't have to do a thing. We'll do it all for you for free.

Car-Go's philosophy is to put customers first

Our commitment is to provide a first class service – and we have thousands of customers happy to confirm this!

0800 326 5458 www.callCarGo.co.uk

Car-Go leaflet



Car-Go logo

DCLG

Department for Communities and Local Government

DCLG is a ministerial department, We work to move decision-making power from central government to local councils. This helps put communities in charge of planning, increases accountability and helps citizens to see how their money is being spent.

We were asked to design a new staff magazine to revitalise interest in a newsletter which was losing its audience. We came up with a completely fresh approach and a consumer styled newspaper in a different format which became a successful new point of interest and communication for the staff.

SERVICES PROVIDED/Concept/
Editorial Design/Art direction/
Artwork/High-rez retouching



TSM Magazine

Breakthrough Breast Cancer

A pioneering charity saving lives and changing futures, through research, campaigning and education – removing the fear of breast cancer for good.

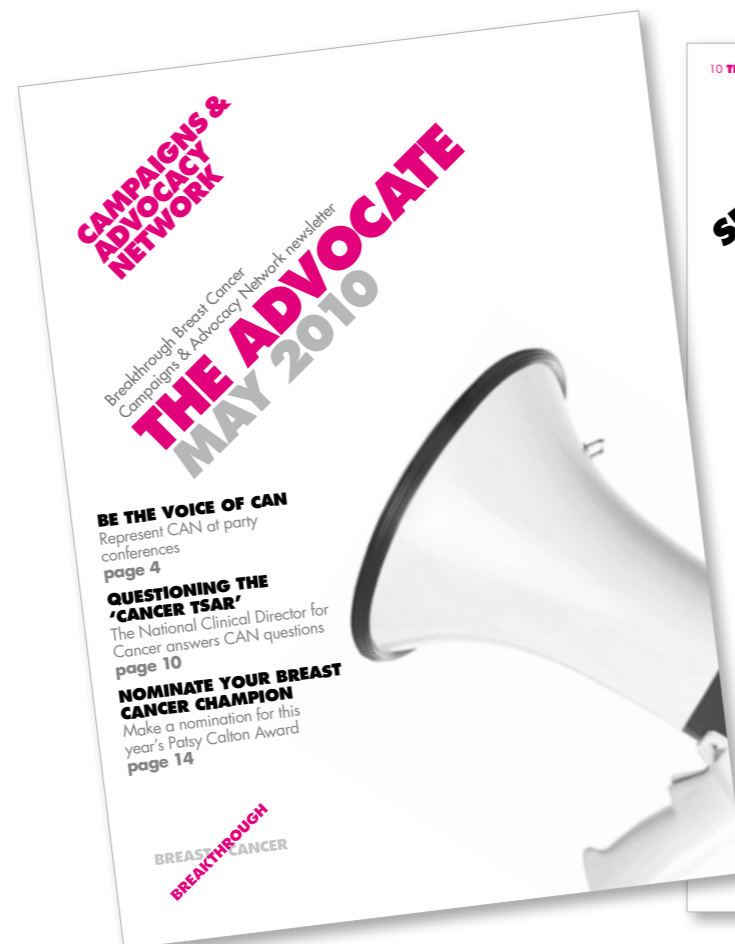
We designed and produced Purple a quarterly magazine published by Breakthrough Breast Cancer. Each issue is between 36pp and 44pp and is mailed out to the 30,000 grass roots supporters. The publication is a lively mix of related features, latest scientific research and information on fund raising projects. Two 8pp tabloid local newsletters are mailed out with the magazine.

The Advocate, a quarterly 20pp (two colour) magazine, was created as a multi purpose publication, a newsletter, a fundraising tool and an awareness publication.

SERVICES PROVIDED/Concept/
Art direction/Artwork/
High-rez retouching



Purple Magazine



10 THE ADVOCATE JULY 2010

SPOTLIGHT

KNOW YOUR FACTS AND BUILD YOUR CASE

New statistics have been released about the impact of breast cancer in the UK.

Definition
Incidence – number of people diagnosed with early breast cancer

In 2007, nearly **46,000 people** were diagnosed with breast cancer in the UK – around **45,700 women and 275 men.**

Breakdown by nation:	
England	Over 38,000
Wales	Around 2,500
Scotland	Around 4,000
Northern Ireland	Over 1,000

Definition
Mortality – number of deaths from breast cancer

Due to differences in the way the data are collected, the most up-to-date figures for breast cancer mortality are from 2008.

In 2008, just over **12,000 people died** from breast cancer in the UK – around **12,000 women and 70 men.**

Breakdown by nation:	
England	Over 10,000
Wales	Around 650
Scotland	Around 1,000
Northern Ireland	Around 300

We get our data from the Cancer Research UK statistics reports, which are collated from official sources.

SPOTLIGHT THE ADVOCATE 11

Develop the local picture
Knowing some facts and figures about breast cancer services where you live will help you develop a clear picture of what's going on locally. Showing clear evidence will strengthen your case for improvements to services when approaching MPs and other key targets who have the power to make the changes you want to see.

FIND OUT MORE
Casual Campaigner

- Find out the name and contact details of your Primary Care Trust (PCT) and local hospitals in your area at nhs.uk
- Visit your PCT's and local hospital's websites to find out how they're performing.

BUILD YOUR CASE FOR CHANGE
Steadfast Supporter

- Patients can feed back directly about the health services they've used. Look to see if people have commented on breast services in your area at patientopinion.org.uk
- Locate breast cancer support groups in your area at tinyurl.com/yd3rgx7

MAKE A DIFFERENCE TO YOUR CAMPAIGN
Active Advocate

- Find your local breast screening unit by postcode at tinyurl.com/ygnpd9
- Once you've found your local unit you can find out how they're performing at tiny.cc/gy987

Look out
You can find the most up-to-date facts and messages to use in your campaigning on our website at breakthrough.org.uk/stats

The Advocate Magazine

DFID

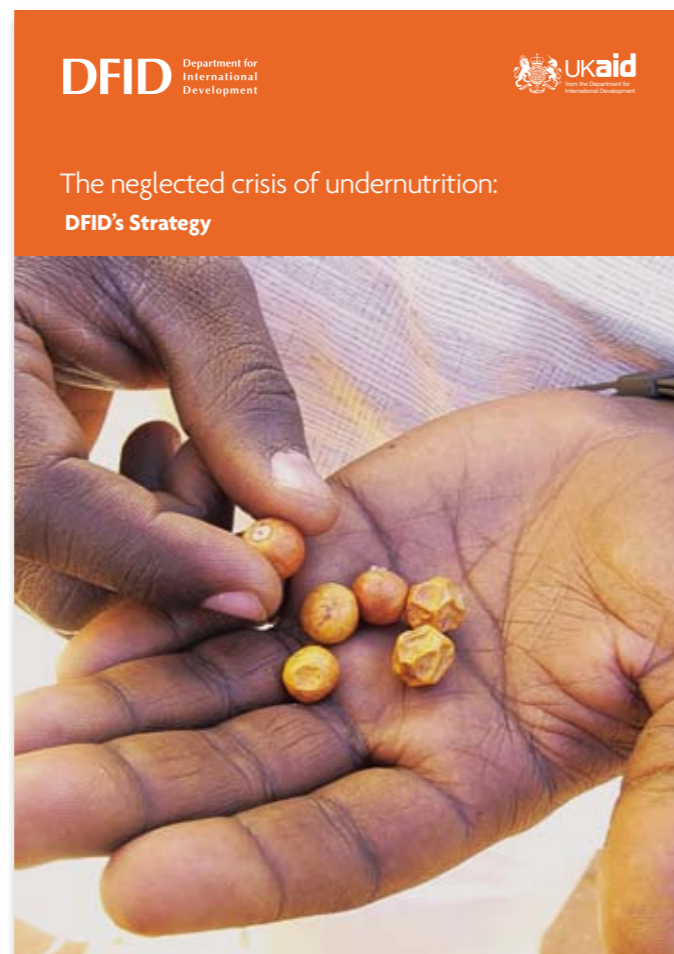
The Department for International Development (DFID) leads the UK government's effort to promote international development. DFID's overall aim is to reduce poverty in poorer countries, in particular through achieving the Millennium Development Goals (MDGs).

Working with the writer of each of the strategies, each campaign was given its own identity, picture selections were made from DFID's own library and Panos pictures. Supporting pieces were also produced, roller banners, signage, leaflets and small exhibitions.

SERVICES PROVIDED/Editorial Design/Art direction/Artwork



DFID Education Strategy Brochure



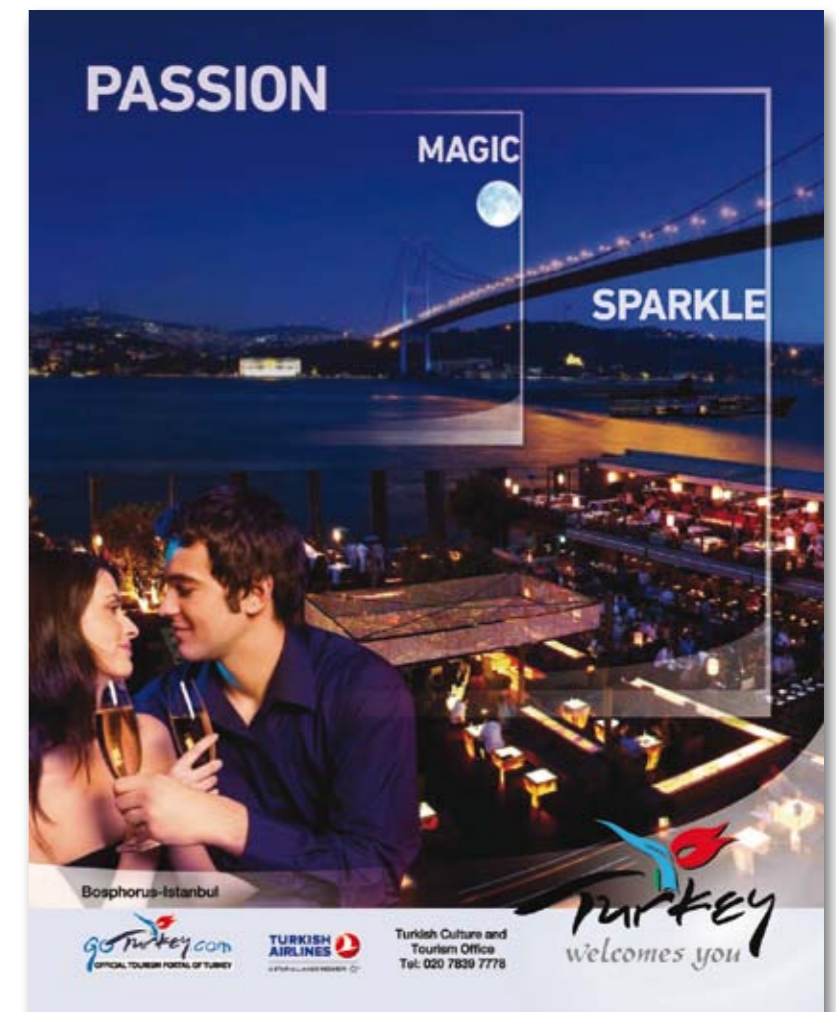
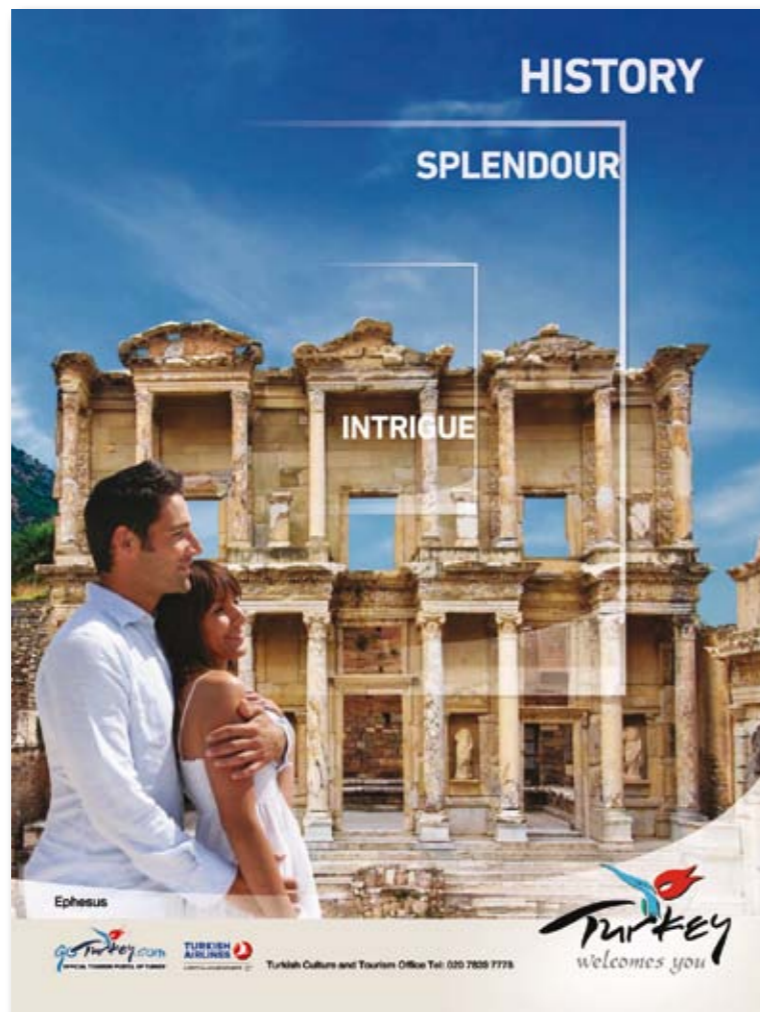
DFID Nutrition Strategy Brochure

Turkey Tourism

Turkey has so much to offer her visitors; breathtaking natural beauties, unique historical and archaeological sites, touristic infrastructure and a tradition of hospitality and competitive prices. Turkey Tourism's European advertising campaign aimed to increase the number of tourist visiting the country

Working with Complete Facilities, a media booking agency, over 180 ads were produced and placed in weekend national newspaper supplements and other popular magazines. Creative was supplied from Turkey, apart from a dozen or so which needed creative input, most were produced to extremely tight deadlines.

SERVICES PROVIDED/Creative/
Artwork/Digital



Three of the nine different press ads produced for the campaign



Online banner ads

Carnival UK

Carnival Group cruise brands include P&O Cruises, Cunard, Princess Cruises, Seabourn Cruise Line, P&O Cruises Australia, Holland America Line, Carnival Cruises, AIDA and Costa

Carnival/P&O needed to promote their recruitment website and the brief was to create and develop a campaign for national press to cover all their brands, directing potential recruits to the site. A series of ads and online banners were produced to form a cohesive image-making campaign to create awareness of the website and to impact on the recruitment marketplace.

SERVICES PROVIDED/Concepts/
Copywriting/Art direction/
Artwork/Advertising production

1000's of different cruise line careers worldwide

Only 1 destination **MY CRUISE CAREER .COM**

Visit us today and find a world of opportunity on luxury cruise lines around the globe. You will find careers in hotel operations, housekeeping, entertainment, chief engineer, food & beverage, deck, marine engineering, photography, tv operator, kitchen, librarian, florist, beautician, radio operator, nurse, security officer, show dancer – the list is endless.

Get on-line to get on-board
www.mycruisecareer.com

CUNARD **ocean** **P&O** **PRINCESS CRUISES** **P&O Cruises**

Water covers over 70% of the earth's surface

MY CRUISE CAREER .COM covers over 70% of cruise line careers

Visit us today and find a world of opportunity on luxury cruise lines around the globe. You will find careers in hotel operations, housekeeping, entertainment, chief engineer, food & beverage, deck, marine engineering, photography, tv operator, kitchen, librarian, florist, beautician, radio operator, nurse, security officer, show dancer – the list is endless.

Get on-line to get on-board
www.mycruisecareer.com

CUNARD **ocean** **P&O** **PRINCESS CRUISES** **P&O Cruises**

One route

MY CRUISE CAREER .COM Unlimited careers

Visit us today and find a world of opportunity on luxury cruise lines around the globe. You will find careers in hotel operations, housekeeping, entertainment, chief engineer, food & beverage, deck, marine engineering, photography, tv operator, kitchen, librarian, florist, beautician, radio operator, nurse, security officer, show dancer – the list is endless.

Get on-line to get on-board
www.mycruisecareer.com

CUNARD **ocean** **P&O** **PRINCESS CRUISES** **P&O Cruises**

Carnival UK Recruitment press ads

Porsche Baltic States

The luxury car manufacture,
literature for the Baltic states.

Create various pieces of marketing
literature, within the corporate
guidelines, for the Baltic states.
Most of the pieces produced were
bi-lingual and delivered to very
tight deadlines.

SERVICES PROVIDED/Design/
Artwork/High-rez retouching



Porsche recommends Mobil 1

Visit www.Porsche.com for more information.

**Over 62 years of winning with lighter,
faster, more fuel-efficient cars.
Why stop now?**

The new Cayenne S Hybrid.

Since 1948, we have been building high-powered, highly efficient sports cars. The parallel full hybrid drive of the new Cayenne S Hybrid exploits the interaction of the forces from the electric motor and the combustion engine. The lightweight construction of all five drive variants of the new Cayenne models makes them up to 185 kg lighter, and – in combination with technology such as the Auto Start Stop function – ensures up to 23% lower fuel consumption and up to 26% lower CO₂ emissions. The principle behind this: Porsche Intelligent Performance. Since 1948.



Porsche Centre Riga
Baltijas sporta auto SIA
Krasla iela 54
Riga LV1003
Tel.: +371 67096503
Fax: +371 67096545

Consumption (l/100km): Urban 8,7; Extra urban 7,9; Combined 8,2

Full Page Press Ad



Servisa maiņas automašīna ir ēdīga šim atēlam.

Godājamie klienti!

Jums ir iespēja iznomāt servisa maiņas automašīnu, kamēr Jūsu automašīna atrodas servisā. Lūdzam veikt rezervāciju vismaz 2 dienas pirms vēlamā nomas termiņa.

**Automašīnas nomas cena ir 69,- LVL
diennakti (tai skaitā PVN 21%).**

We would like to offer you the great opportunity to rent a service replacement car while your car is being repaired. Please book at least 2 days in advance. Models are subject to availability and may differ to the one shown.

**Car rental price is 69,- LVL
per day (incl. VAT 21%).**

Porsche Centre Riga
Baltijas sporta auto SIA
Porsche Importer Baltic States



Showroom Point-of-Sale



Porsche recommends Mobil 1

Visit www.Porsche.com for more information.

**Over 62 years of winning with lighter,
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The new Cayenne S Hybrid.

Since 1948, we have been building high-powered, highly efficient sports cars. The parallel full hybrid drive of the new Cayenne S Hybrid exploits the interaction of the forces from the electric motor and the combustion engine. The lightweight construction of all five drive variants of the new Cayenne models makes them up to 185 kg lighter, and – in combination with technology such as the Auto Start Stop function – ensures up to 23% lower fuel consumption and up to 26% lower CO₂ emissions. The principle behind this: Porsche Intelligent Performance. Since 1948.



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Consumption (l/100km): Urban 8,7; Extra urban 7,9; Combined 8,2

Half Page Press Ad

Option	ST ZV S	Specification	TAX FREE
Exterior			
Black (A1), Carrera White (B4), Guards Red (G1)	S	CO0E	
GT Silver Metallic (L2)	O	CO0E	2,230 €
Wheels with grey top-coat	O	547	85 €
Auto-dimming exterior/interior mirrors with rain sensor	O	P12	460 €
Lightweight battery	O	191	1,600 €
Painted headlamps/cleaning system cover	O	116	170 €
Clear glass tail lights	O	10G	425 €
Fender throat in carbon	O	589	4,720 €
Lightweight headlamps	W	600	
Wheels			
Wheels painted in Silver	W	346	
Interior			
Without air conditioning	W	534	
Home Link	O	608	240 €
Climate control	O	454	370 €
Preparation for Vehicle Tracking System	O	474	150 €
Fire extinguisher	O	509	125 €
Floor mats	O	110	
Adaptive sports seats	W	101	90 €
Sports bucket seats	W	103	
Sport seat belt driver and passenger	W	335	
Sport seat belt passengers side	O	579	350 €
Without Club sports package	W	303	
Cupholder	W	585	
Rear section of centre console in exterior colour	O	146	420 €
Footrest in sports look	O	102	150 €
Interior Leather			
Interior package leather in Black (B3)	W	CO0E	
Interior package leather in two-tone Red/Black (L3)	W	CO0E	
3-spoke sports steering wheel with sports leather finish	W	141	
Rear section of centre console leather	O	142	735 €
Steering column casing leather	O	195	275 €
Porsche crest embossed on headrest	O	150	170 €
Interior Alcantara			
Lid of storage bin alcantara with Porsche crest	O	116	285 €
Interior Carbon			
Carbon belt support (S10)	O	141	260 €
Rear section of centre console carbon	O	141	695 €
Audio and communication			
Porsche Communication Management (PCM) incl. navigation module	O	P29	2,455 €
Chrono package	O	539	480 €
Chrono package Plus i.c.w. PCM	O	640	480 €
Telephone module for PCM	O	666	660 €
Preparation for mobile phone	O	600	560 €
Sound package plus	O	490	490 €
Universal audio interface (PDC, USB, AUX)	W	870	285 €
Detection of audio system CD-R/D	W	609	285 €
Roof antenna	W	461	

* not available O option (extra cost) S standard equipment W without extra charge

Prices and options are subject to change. Prices correct at time of print. All prices are subject to change and confirmation at time of purchase. In availability please consult your Porsche Centre. Porsche reserves the right to alter specifications and other product information without prior notice. Reproduction, adaptation or other use is prohibited without prior written consent.

GT 2 RS
Porsche Baltics

GT 2 RS Price List

Various

A good logo is distinctive, appropriate, practical, graphic, simple in form and conveys an intended message.

Opposite is a selection of logos we have designed for a wide range of companies and organisations.

SERVICES PROVIDED/Design/
Art Direction/Artwork



Matt Robert Personal Training Logo



Matt Robert Get Fit Britain Logo



Newman Morris Accountants Logo



LBP Property Developers



Gemmell Financial Services Logo



Getabout London Discount Card



New fragrance logo for Czech & Speake



The Coaching Alliance logo



Matrix Wealth Financial Advisers