

## featured inside:

- 2-3: To print or not to print - with both print and e-mail newsletters
- 4: Domino - a smarter way to print labels
- 5: Slug It Out Campaign
- 6-7: Purrfectly Responsive
- 8: Attention grabbing graphics

## Brand Identity

# Is it time to **refresh** **your brand** & widen your appeal?

- Is your business expanding, diversifying or just starting up?
- Are you aiming at a new or different market, or launching a new product?
- Is your company logo, strapline, marketing materials, possibly even your name, no longer representative of what you do?
- Do you simply feel things have grown too old?

## Remember

it's not just external communication to your clients and customers that is important, internal communication is just as important for the smooth running of any company.



Is your website  
up-to-date &  
responsive?

Have you  
got a social  
media  
branding  
strategy?

Does  
it have  
a CMS  
system?

...these days it's  
important to **create**  
**a consistent**  
**message**  
across all  
media.

Sit down with someone who is not as close to your business as you are, to cast a fresh pair of eyes over your brand and marketing material.

See Fine Design as a trusted extension to your in-house marketing team. If you don't have the time or personnel, use us as your own design and marketing team. **Fine Design will help revitalise your brand.**

[www.finedesign.co.uk](http://www.finedesign.co.uk)

...making the  
pieces fit



# To print or not to print?

That is the question, in an ever-changing world of mass media is there still a place for the traditionally printed newsletter?

Nowadays print may be seen as lacking the immediacy of digital delivery. Email, social media, cheap, blanket coverage is the way to go right? For some, maybe. But not for all. Research has shown that many customers still prefer the tactile experience of a piece of print, that cannot be replicated by an electronic format.

Of course email is faster than snailmail. The click of a button and woosh!, it's in your customer's inbox. Or is it? Many emailed newsletters get intercepted by the spam filters and are never seen by the intended recipient. Many people receive so many communications via email that it's often a case of 'blink and you miss it' when it comes to a newly-delivered e-newsletter.

Snailmail may take an extra day to arrive, but when that newsletter arrives, it's there on the desk – a physical object, something to hold, to touch, to flick through, to relax with, to provide a welcome break from staring at a screen all day. And it has a greater chance of standing out amongst the daily post, given the overall decline in posted material.

Aside from speed, email's big advantage is cost. Once you've written and designed your newsletter, it's ready to go. One click of the 'send' button and all your customers have got it. But how many actually read it? How many give it more than a cursory glance before trashing it? Especially if they get one from you every day. And that one of yours is just one of a dozen or more from other suppliers – both potential and actual. Print is seen as having more weight, literally and figuratively. The printed word is considered to have substance and credibility. Surveys frequently show that consumers would rather read the printed word than the on-screen word – whether that applies to reports or spreadsheets or newsletters.

Given that email newsletters are easier to ignore, printed newsletters are the more successful format in terms of response rate. The benchmark of a good response rate for a direct mail newsletter has always been considered 3-5%; for email a good response is 1/2%.

**'Put simply, printed newsletters have more influence'**





## Take advantage of both print and e-newsletters

The question, though, is which is better? For most companies, the answer is likely to be both. Since the delivery mediums are so different, and because each type of newsletter has its unique virtues, it's a good idea to take advantage of both print and e-newsletters. Utilising both methods allows you to build powerful brand recognition.

Your daily or weekly e-newsletters supplement your quarterly print newsletters. The printed form can be seen as lending credibility to your e-newsletters by reminding customers you're a real, substantive business.

Newsletters are one of the most powerful ways to build lasting relationships with your customers. Harnessing the power of both e-newsletters and print newsletters, enables you to boost brand recognition and raise profit margins.



## Packaging Design



# A smarter way to print labels

## The Domino N610i

For label printers, the Domino N610i ink jet label press, with up to seven colours including opaque white, 600dpi 'native' print resolution and operating speeds up to 75m/min (246ft/min), is the only label press that combines the productivity of flexo printing with the flexibility offered by rapid job change digital technology.

This means an investment that provides added potential for greater sales growth and increased profitability, whilst reducing production cost and complexity.

## The Brief

Domino Digital Printing Solutions commissioned Fine Design to create a set of quality brands and produce label designs that could be demonstrated at the Labelexpo Europe '15 (Brussels Expo, 29th September - 2nd October), showcasing the capabilities of the N610i to the labelling industry.

The client was looking for 5 different labels to be printed on site at the Expo, each showing how the N610i could print on clear film, print white on white to give a textured feel and print on metallic stock. The designs included:

- Wine labels
- Beer labels
- Milkshake labels
- Shampoo labels
- Vodka labels

## Testimonial

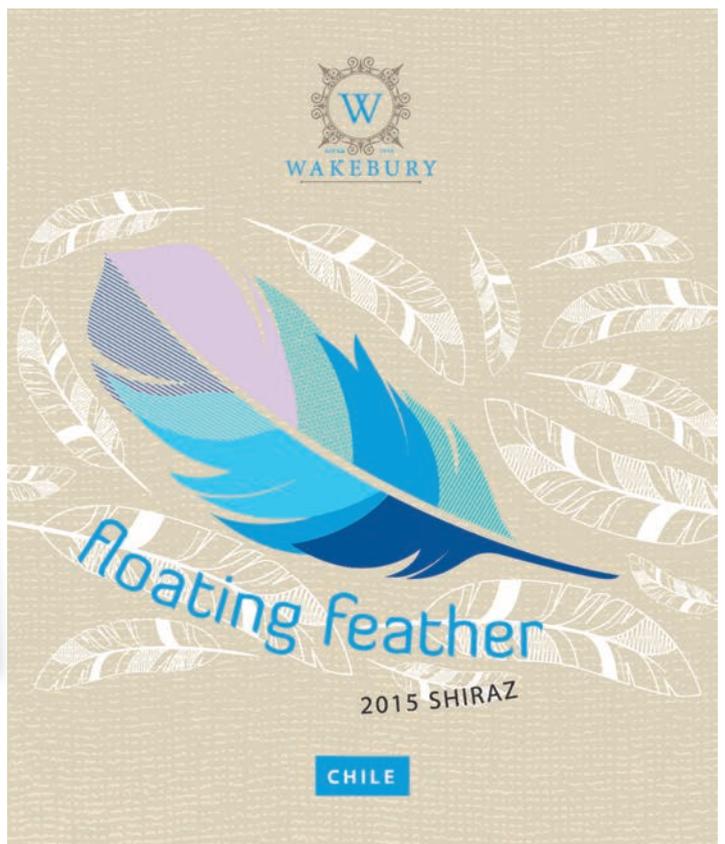
### FROM DOMINO

The label designs produced by Fine Design helped demonstrate a brand new digital ink jet printing process which uses white ink as a method to create textured paper. These designs were a huge success at Labelexpo 2015 with Domino's N610i customers producing live jobs within a week of the show.



**Jon Pritchard**

Media Manager of Anglian Water



# Anglian Water Slug It Out Campaign

**When Anglian Water launched a new campaign called Slug It Out, they approached Fine Design to help develop the brand.**

Slugs are one of the most devastating pests faced by UK farmers – without effective control, large amounts of wheat and oilseed rape would be severely damaged. Slug It Out is aimed at reducing the levels of the most commonly used chemical in slug pesticides – metaldehyde – in the water supply. Although harmless to humans, the chemical is very difficult to remove at water treatment works and meeting tough EU targets on it is a real challenge for the region.

Anglian Water spends large amounts of money removing pesticides from

drinking water – this raises customers' bills and wastes energy. With levels of metaldehyde reaching 90 times the EU limit in one reservoir in 2014, Anglian Water felt it was essential to launch this new campaign. The focus of Slug It Out is those farmers operating around six key reservoirs: Alton Water in Suffolk; Arleigh Reservoir near Colchester; Hollowell Reservoir, Ravensthorpe Reservoir and Pitsford Water in Northamptonshire; and Grafham Water in Cambridgeshire.

As part of the brand development, Fine Design were asked to come up with a logo that was friendly and appealing, without being too gimmicky. The result is a logo that is bold and compact, with strong typography and a touch of humour in the use of the silhouette of a slug taking a bite out of the 'l'. The logo incorporates the Anglian Water colours of purple and blue with the phrase 'healthy crops' picked out in a soft green, complementing the overall colour scheme.

Slug It Out is designed to inform and encourage farmers to find alternative ways of treating slugs so, in addition to the logo, Fine Design developed literature and promotional items. These forms part of the trial campaign being carried out that will work with farmers to enable them to replace metaldehyde-based pesticides with those containing an alternative – ferric phosphate.

## Testimonial

FROM ANGLIAN WATER

We were looking for a design agency that had experience with the industry demographic we were looking to target but were also able to keep within our wider corporate brand guidelines. Fine Design were able to produce something engaging, flexible and in keeping with the look and feel of the company, which could also be picked up and read by the farming community our campaign was aimed at.

**Nik Shelton**

Media Manager of Anglian Water

The literature outlines the core message and also presents the 'key facts' explaining the benefits of ferric phosphate over metaldehyde.

Anglian Water is keen to help farmers find alternatives to harmful pesticides, and that fit in with their own individual businesses. Slug It Out is part of a new Catchment Management approach and is a proactive, responsible way of improving the water in rivers and reservoirs while protecting customers, the farming community and the environment.



# Purrfectly Responsive

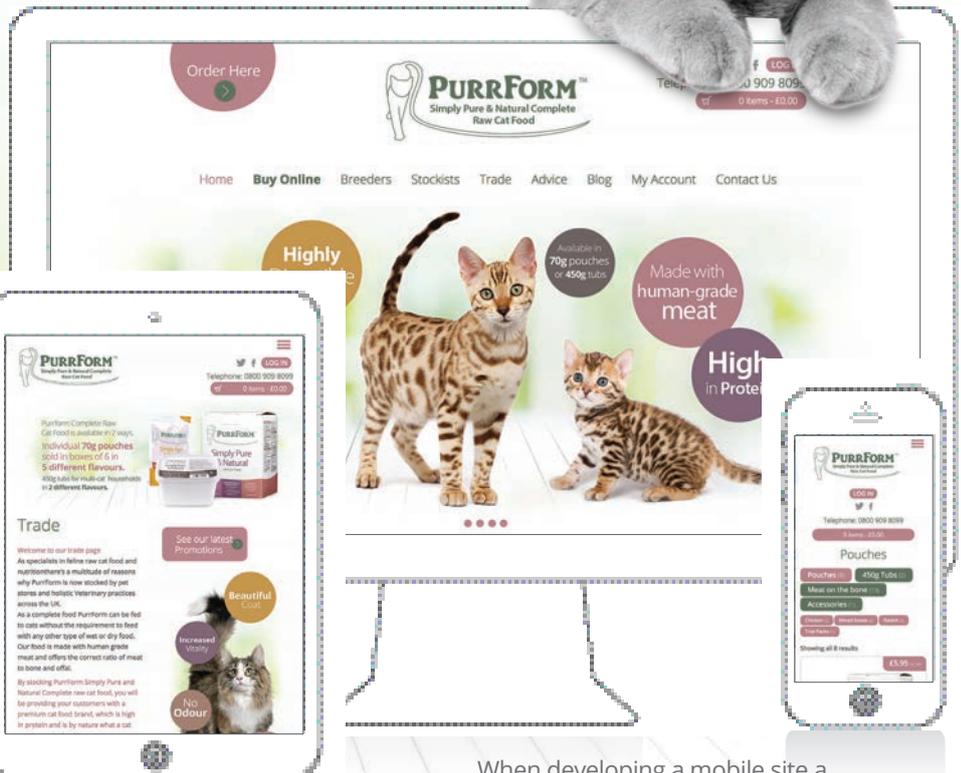


The use of mobile devices to surf the web is growing at an astronomical pace, but unfortunately much of the web isn't optimized for those mobile devices. Mobile devices are often constrained by display size and require a different approach to how content is laid out on screen.

There is a multitude of different screen sizes across phones, tablets, desktops, game consoles and TVs. Screen sizes will always be changing, so it's important that your site can adapt to any screen size, today or in the future.

Responsive web design responds to the needs of the users and the devices they're using. The layout changes based on the size and capabilities of the device. For example, on a phone, users would see content shown in a single column view; a tablet might show the same content in two columns.

To attempt to provide the best experience, mobile browsers will render the page at a desktop screen width, and then try to make the content look better by increasing font sizes and scaling the content to fit the screen.



For users, this means that font sizes may appear inconsistently and they have to double-tap or pinch-to-zoom in order to see and interact with the content.

When developing a mobile site a common error is to create page content that doesn't quite fit within the specified viewport. On both desktop and mobile devices, users are accustomed to scrolling websites vertically but not horizontally. If an image is displayed at a width wider than the viewport, a user will have to scroll horizontally or zoom out in order to see the complete image, resulting in a poor user experience. Content therefore should be adjusted to fit the viewport, so that users never need to scroll horizontally.

## Testimonial FROM PURRFORM

**"At PurrForm, we have been using Fine Design for 3 years, for all our packaging and marketing material.**

In June '15, we decided to re-design our website and upgrade our platform. We felt that as this was our only shop, we wanted something that truly represented our brand: fresh, attractive, eye catching and easy to use for our customers. The design of the website was done very quickly as the team at Fine Design listened to our needs and took time to get a real understanding of our business. The second project, along with our website, was to integrate our e-commerce with our accounting system. This was an important step as we wanted to manage our time better when it came to sending our goods to our customers. Fine Design did an excellent job in combining their design and marketing skills with the technical requirements of the project, not to mention their friendly and helpful service.

We have been extremely pleased with everything they have done from start to finish and would highly recommend them."

**Veronique Ornech** / Owner of Purrform

Since screen dimensions and width vary widely between devices (e.g. between phones and tablets, and even between different phones), content should not rely on a particular viewport width to render well. At Fine Design, we understand the complexities involved in designing responsive websites and will ensure that your site will always look its best, no matter what it is being viewed on.

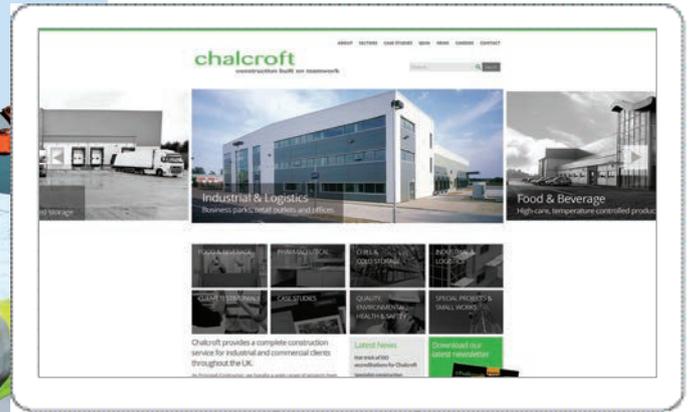
## Testimonial FROM CHALCROFT CONSTRUCTION

**We are very pleased with our new website.**

The navigation is clear and focussed on our specialist market sectors, it works well responsively – essential for today's multi-platform technology and it looks great! The whole team at Fine Design are a pleasure to work with – they offer excellent guidance and never seem daunted by the challenges we throw their way!

**Hilary Mayes** / Marketing Development Manager

## Responsive Website Design



## We have all heard that in today's world 'Content is King', you may also have heard 'Context is Queen'.

The effectiveness of any content marketing you do, whether that's a promotional offer, educating customers on a complex new product or simply displaying a vacancy, is dependent on its timeliness and relevance. More and more then, getting content marketing right is influenced by who is able to manage content on corporate websites.

Gone are the days where HR would create a job description, pass it on to marketing to get the tone of voice right, then send on to the website agency to get it posted on line. Now HR has their own logins and access areas. Increasingly everyone in your organization is a marketer and as a result many different departments are taking ownership of specific areas of your corporate website. Your finance teams might be required to make public the company's quarterly financial results, the PR team need to post the latest press release and HR manage the team profiles of the executive team.

Whilst the overall responsibility of a company website will ultimately lie with the marketing team, it makes sense that individuals from within functions such as HR, Legal, Finance and Product Teams take ownership for the content relating to their particular specialism.

Initially the prospect of this can seem daunting. Marketing departments fear that the uninitiated will cause online havoc and those in other functions worry about their lack of web coding know-how.

The solution to all these concerns is a well-structured, user-friendly content management system (CMS). A CMS is essentially an interface that allows multiple users the ability to add content to a specified website. To prevent accidental or unapproved amendments each user only has access rights to the section of the website relevant to their role. An effective CMS will be developed and designed to meet all the online content requirements for each different area of the website.

For example the blog section managed by marketing will have intuitive buttons to allow for different headings, an introduction paragraph on the main page, the ability to display an author's name, as well as to post an image next to the main article.

Training of course is key but most of our clients are surprised at how intuitive our CMS's actually are, we do offer a training session for key users and this is enough to ensure managers feel fully empowered to manage their online content. Marketing departments can then get on with running campaigns, being creative and making sales, without having to spend all their time tweaking photos or adding up job vacancies.





## Exhibition material

# Attention grabbing graphics

Graphics can make or break an exhibition stand. Although you might be tempted to scrimp on the cost of graphics, given that you've already paid for the space and the logistics of having your stand properly staffed, poor quality or ill-thought out graphics could easily undermine the value of that investment. Exhibition stand graphics that present your company in the best possible light can be very cost effective.

Professionally designed graphics will give you clearer messaging and will ensure brand consistency by closely following your brand guidelines. Everything will be correct and consistent – typefaces, colours,

relative size and position of your logo – and will mean your graphics are on-brand and on-message.

Well-designed graphics should offer three levels of engagement for visitors to your stand. The first level is the largest attention-grabber of all. Your company name, big and visible from up to 100 feet away, should be the shout-out, the call to everyone in the hall. It should include a tagline: a short phrase summing up what you do. The second level should allow potential customers to learn more, to draw them in, build their interest, but still be readable from up to 50 feet away. The third level is the detail level for those with a serious interest in your products or services.

These are the A3 or A4 boards that show what you are selling.

Ultimately, your graphics should serve as enticers – drawing people in to engage with your sales team. They should be well-designed and well-printed and present your company in the best possible light.



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