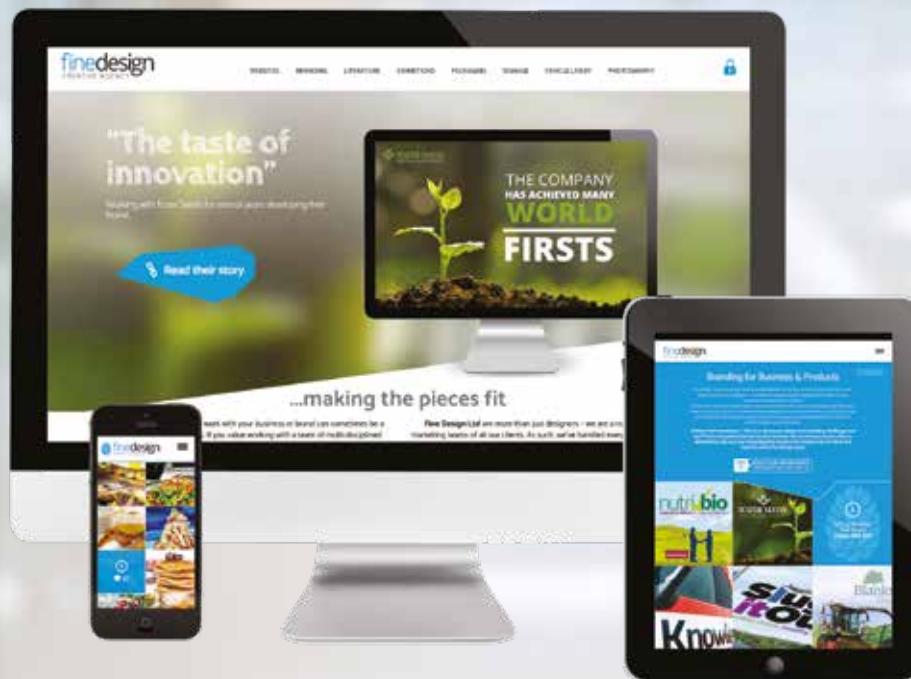


# Building Brands with digital & traditional media

We are perfectly in tune with the marketing world. Embracing the latest innovations, we help you to reach out to new, existing, and potential audiences.

We're always looking at what's new. This allows us to bring your brand to life using a unique and strategically thought out mix of new digital media as well as traditional media outlets. As technology continues to advance at an unprecedented rate, it's more important than ever before that businesses, of all shapes and sizes, keep up with the pace of change.



When it comes to optimising brand awareness, inspiring action, and expanding your reach, there are a whole host of digital and traditional media tactics, materials and platforms that you can use to ensure that you appeal to and engage with your target market.

Whether you're looking for brand development, website design and maintenance, or digital and printed literature, or you need help with digital marketing, packaging design, or food and product photography, we can help!

So, if you're struggling to connect and engage with your target market, why not get in touch and let us help you to stand out from the crowd?

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



Assemble angled  
sections with  
screw-in bracket

Cabling system

LED 360mm



# An evolving world wide brand

*"I always enjoy working with Fine Design because of their professionalism and the fact that there is always someone from the team available to answer my question or take care of our work on the design front.*

*They have produced a strong brand image for Tozer Seeds and we look forward to work with them in the years to come".*

**Robin Bartels**

Sales & Marketing Manager

The main aim of this campaign was to raise awareness of Tozer Seeds' extensive product range. We achieved this by improving the overall customer experience on their website.

For any business, a website plays a crucial role in connecting with your target market. With this in mind, it's vital that your site is responsive, easy to navigate, and aesthetically pleasing.

Tozer Seeds asked us to update their website in order to improve its design, responsiveness, and functionality. Their main objective was to add a 'taste of innovation' to the overall look and feel of the site, whilst allowing visitors to enjoy a more contemporary look.

## What did we do?

We reviewed and updated the design of the full website, as well as the CMS system.

The website consisted of 4 sections: a UK/Europe version, Spanish version, an American version, and Tozer Pacific version. There was a selection menu to support the site's functionality that allowed users to select the area or language most appropriate to them.



Formulated Snake Stand  
~ stretch the tensioned fabric sock over the tubular frame and with great graphics this snake stand is bound to draw attention.



[www.tozerseeds.com](http://www.tozerseeds.com)



# The taste of innovation

Tozer Seeds asked us to create a short video for their website, telling the story of the company's beginnings in 1944 and bringing that story right up to date.

In celebrating the company's dynamism and innovation, the video combines moving images, stills and infographics. It is accompanied by an English voice-over and upbeat music, and is fast-paced, serving to emphasise Tozer's place at the forefront of seed supply, product development and the continued improvement of vegetable varieties.

We have been working with Tozer Seeds for several years, developing their brand, creating multilingual websites, designing literature and producing exhibition systems.



English voice-over, upbeat music, fast-paced, serving to emphasise Tozer's place at the forefront of seed supply, product development and the continued improvement of vegetable varieties.



Tozer Seeds is an independent, family-owned business, covering three generations, who have dedicated themselves to the continued growth of a company that is now recognised as a world leader in quality seed development.

In recent years it has established new branches in Spain, USA and Australia, supported by a network of professional distributors throughout the world.

[www.tozerseeds.com/home](http://www.tozerseeds.com/home)  
click on 'Who are Tozer Seeds?'

# A new look for nutri-bio



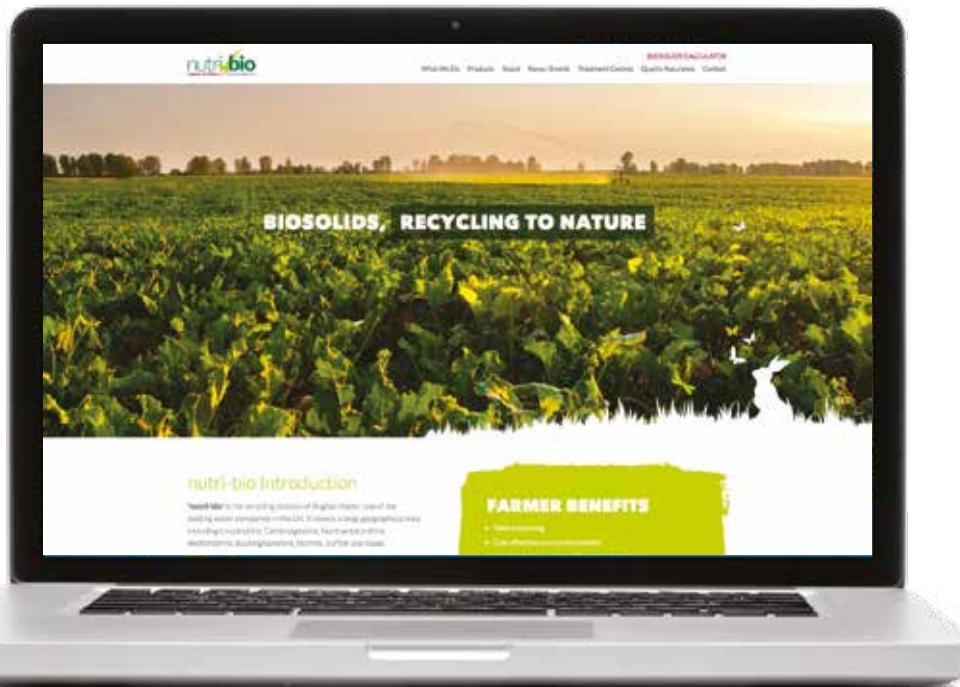
[www.nutri-bio.co.uk](http://www.nutri-bio.co.uk)



Nutri-bio original style logo shown on old website ~ new logo shown above.

Working alongside the client, we designed and developed a new website, we created info-graphics that visually portrayed the full process from start to finish.

We also included a bespoke calculator for farmers and those working within agricultural landscapes to calculate the savings that could be made from Bio-solids.

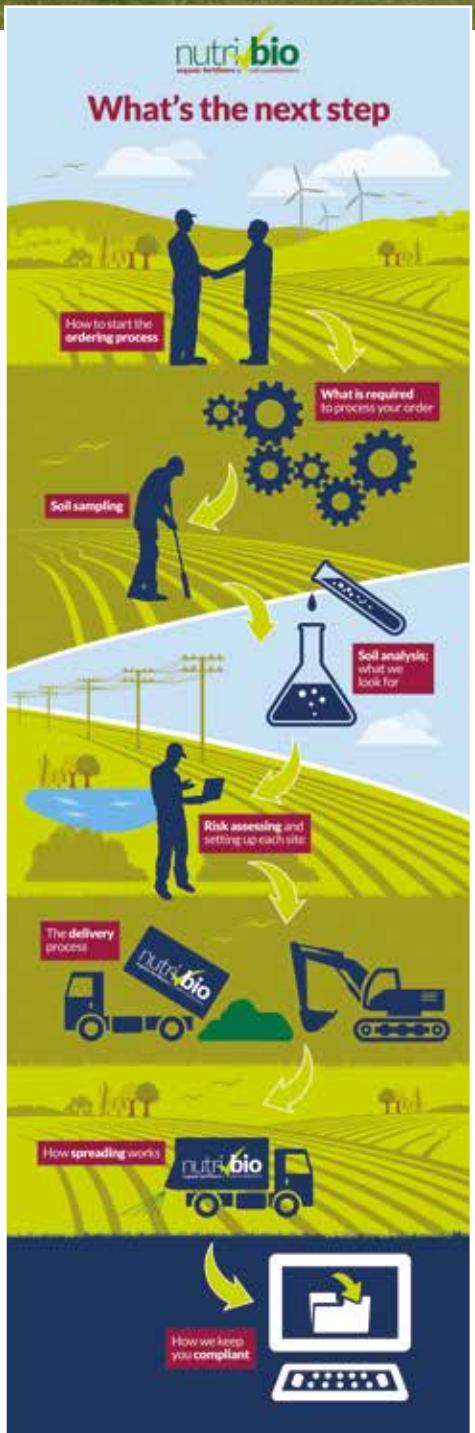


To maximise exposure opportunities, we also created zoom tents, cafe barriers, flags, PVC banners, Popup stands, inflatable tents, Thunder double sided roller units, literature racks, and iPad stands – everything Nutri Bio needed to promote themselves at conferences and networking events.

In any industry, it is vital that your marketing materials deliver a consistent tone of voice, optimise engagement, and inspire action. Throughout the project, we placed a strong emphasis on presentation and consistency in order to deliver the brand's core messages in a memorable, impactful, and engaging way.



Listening carefully to the client's specific requirements, we created a wide range of marketing materials that met the brief and delivered their objectives using high impact content and visuals.



The marketing materials we produced were easy to navigate and digest, as text heavy content can often cause many readers to disengage with the message you are trying to deliver. We were also keen to include a number of high impact visuals that would reinforce the brand's core messages. Visuals are a great way to optimise engagement and research has proven that the human brain remembers and engages with visuals far more than text.

To make the content accessible, we used easy to read graphics to demonstrate how the scheme works, whilst providing an insight into the benefits of the initiative.

All of the marketing literature we provided utilised a simple structure, design, and colour scheme. We also ensured that the brand's logo was clearly visible and that each item complemented the others in terms of design and content.

Info graphic featured on the website showing the next step.

We are pleased to report that this integrated marketing campaign was a resounding success and the client was thoroughly happy with the outcome. They now have a set of marketing materials that reflect their brand identity, whilst delivering the core components in an engaging way.

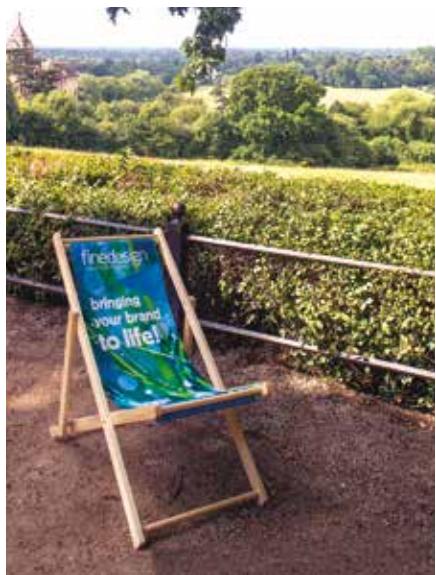


# Getting your message across with custom graphics

It's true what they say, a picture really does paint a thousand words. High impact graphics are a godsend when it comes to explaining tough concepts in a way that will engage and capture the attention of your target market.

A significant amount of research has proven that the brain processes visuals far more effectively than text, meaning we can absorb information much quicker. This means our love of images is extremely beneficial when it comes to delivering messages in an impactful, memorable, and concise format.

Over the years, we have worked alongside a diverse range of clients to provide customised graphics in a wide variety of indoor and outdoor environments.



Branded Deck Chairs  
~ interchangeable canvas graphics,  
removable to wash or replace.



Call Annette  
for more information  
about our **NEW**  
**MODULAR STANDS**  
**01354 650 679**

One of our most recent projects involved designing a bespoke wall graphic for the boardroom and stairwell at the new Knowles distribution offices in Wisbech.

Our client's brief stated that they wanted their key messages, principles, values, and philosophies on display in their office, so that they were always visible to both staff and visitors.

Our wallpaper graphics are high quality, robust, easy-to-clean, and printed to the highest possible standard using large format and flatbed digital printing presses.

They also come complete with  
BS and Fire Resistance  
accreditation.



Wallpaper graphics are high quality,  
robust and easy-to-clean.



Zoom Tent ~ there's plenty of room  
to shelter from the sun or rain and  
it can be branded inside and out.

**Knowles** provide the **infrastructure** and **scalability** of a multi-national **3PL** combined with the **flexibility, agility** and **dedication** to **customer** care of a **family-run** business.



Domino Interactive presentation for Interpack, using a wide screen HD TV using touch screen technology, focusing on the N610i, K600i, K630i and Bitjet+. Presentation started with movie and included images and 3D modelling of various products. Each section was reached via touch screen.

High impact graphics can be used on just about anything! In fact, the more unusual the better.

Other recent projects include creating a bespoke branded tent for AWA, customised fabric graphics, freestanding light boxes, and even a customised Wooden folding deck chair frame supplied with customised fabric seat!

All of the products we supply are easy to assemble, strong, and resilient.

For further information about any of our products, or for a free, no obligation quote, please get in touch!





[www.oceanbreaks.com](http://www.oceanbreaks.com)



## Luxury, Elegance, Style

We recently undertook a re-branding for Norfolk holiday cottages company Ocean Breaks. As part of the re-branding we redesigned the logo, refreshing both colours and typography. The new logo is more reflective of the name 'Ocean Breaks', making use of colours associated with the sea and using a distinct ocean wave motif to form part of the 'O'. Retaining a link to the original logo we maintained the use of a script font, updating it to the modern and stylish 'Intro Script' from the more traditional Brush.

The new colours, mid-blue and sea-green, are utilised throughout the website and are complemented by a soft sand colour, giving the whole site a warm understated feel.

Making use of Intro Script for the headings, strikes the right balance between formal and casual, ensuring the pages look friendly and informative.

The new site is easy to navigate, working with just four main headings – Home, Holiday Cottages, Discover Norfolk and Contact Us. All pages feature the stylised sand/seashore motif in either sand-yellow or sea-green, as well as familiar graphics of brolly, deckchair and seagull.

The 'Discover Norfolk' page is designed to be regularly updated with fresh content on interesting features of the Norfolk coast and countryside.

At the heart of the site, however, is the 'Holiday Cottages' page with its links to the wealth of information about each of the properties Ocean Breaks lets out. The individual pages make extensive use of suitable graphics to aid client navigation. The pages have 'slide-in' photos to add a subtly dynamic touch that never overwhelms the page with unnecessary gimmicks and effects. Much use is made of bright, well-framed photography to show off every property in its best possible light and the new website reflects the Ocean Breaks philosophy of **'Luxury, Elegance, Style'**.



...making the  
pieces fit

**finedesign**  
CREATIVE AGENCY



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