CREATING A LASTING IMPRESSION
A portfolio of work
About

Louise Yau is a creative director and designer living and working in Bristol. Louise runs Studio Yau and we design for brands, start-ups, family businesses and individuals.

Studio Yau offers a flexible and unique approach to design, illustration and branding, for businesses and people that want to stand apart from the crowd.

Our approach is based on design solutions that bring value to an organisation. For instance we can use design to help you increase sales of your products. Or improve your market position by building a stronger identity for your business. Or help package up new products and services to help open up new markets.

It’s a careful balance of strategic thinking, market research, communication and creative design. We harness all these factors to create results that are fresh, desirable and unique to your business and brand.

We’ve worked with clients who tend to want to get across their messages in an energetic, meaningful way who want their services to be a visual feast and their brands to be remembered.

Studio Yau specialises in corporate identity, branding, brochure design, stationery, newsletters, direct mail, exhibition stands, signage and websites.
Background

Louise has been a practising brand design consultant for 14 years. She trained at the London College of Printing and studied Media and Production before working in leading international design consultancies such as Lloyd Northover, Landor, Tank, Interbrand, Enterprise IG and Saatchi & Saatchi. Louise went on to complete a masters degree in Marketing in 2005. She now works independently for clients who commission her to design and manage corporate identity and branding programmes.

Louise’s experience covers a wide range of branding aspects from research to launch through brand positioning, creative development and implementation. Her portfolio includes work for Credit Suisse, Ashurst, Cavendish Maine, Standard Chartered Bank, Penna, Rush Foundation and Geldards.
Clients

Below are the clients Louise has worked for:

Active Communications  DTI  Railtrack  
Ashurst  Helastel  Rush Foundation  
Cavendish Maine  Impart links  Spacia  
Circa  Marconi  Spirent  
Clearstream  Nash Partnership  Sprunt  
Comdirect  Nationwide  Standard Chartered Bank  
Connex trains  Nippon TV  Studio 2  
Conran  One Brand Group  Tesco  
Credit Suisse  PA Consulting  Unwins  
DFEE  Parc  Wild Leaf  
Digital Peak  Penna  

Design Agencies

Below are the agencies Louise has worked for:

CGI  Interbrand  Robson Dowry  
Crabtree Hall  Kino Design  Saatchi & Saatchi  
Creative Direction  Landor  So Design  
Dragon  Lloyd Northover  Tank  
Enterprise IG  Loewy  The Partners  
Finisterre  Mytton Williams  Pauffley  
Giant  One Brand Group  

Case study 1: Wild Leaf

Wild Leaf is a new store offering customers indoor plants and interior landscape design. The founder, Tya Shannon transitioned from working in corporate sustainability to developing her own concept store which combines her passion for interior design with her love, knowledge and experience of plants. The shop acts as an informal office where Tya showcases her interior and landscaping design talents. It is here where Tya shares her knowledge in botanical taxonomy with clients to develop their personal or business spaces into living works of art.

Wild Leaf approached Studio Yau for help to develop a name and brand identity for the concept store. The result was a fully fledged bird emblem resting neatly above the company name, Wild Leaf. Louise worked closely with the owner to develop the shop signage, business cards, information cards, gift vouchers and packaging for the store.
Case study 2: Rush Foundation

Rush is a new foundation focused on funding disruptive, innovative ideas in the fight against HIV in Africa. Their immediate purpose is to carve out a space in the HIV arena in which ideas and projects that do not fit in a conventional mould can find their way to them.

Rush appointed Louise to design and create their new identity and corporate brand. This involved working closely with the founders to develop a suitable ‘look and feel’ which was then effectively implemented across print and web collateral.

Louise produced the designed materials including exhibition panels, stationery items, web graphics and seminar gifts. Delegates received giant sized Rush branded pencil sharpener pen pots and notepads featuring front covers embossed with typography.
The National Institute of Medical Herbalists is the UK’s leading professional body representing Western herbal medicine practitioners.

It promotes the benefits of herbal medicine and consulting herbal practitioners. Acting as an independent accreditation board ensuring standards of education in the field of herbal medicine are monitored and maintained to a high level. It offers members training and professional development and provides a directory for patients to locate qualified herbalists.

The Institute underwent a phase of internal and external change as a result of growing public awareness of herbal medicines in healthy living campaigns. The Institute was under pressure to raise its profile and improve its public image.

It wanted to rejuvenate and refresh its image by creating a clear and confident brand that would reflect its long heritage and the professionalism it has become world renowned for.

Louise was commissioned by Omni Productions to work with their team to develop a new logo and brand identity. The project involved a series of workshops, the development of a creative brief and new designs for posters, leaflets, folders and the web.

There have been significant results with an increase in membership numbers, renewed internal focus, a shift towards a clear and dynamic perception in the public domain and a new partnership with Typhoo tea on a new herbal tea range.
Case study 1: Ashurst

Ashurst is a leading international law firm advising corporate and financial institutions. Ashurst’s core services are mergers, acquisitions and corporate and structured finance.

Ashurst wanted to present a commanding, confident and approachable brand personal that would translate well in a global marketplace.

Whilst working for Tank Europe, Louise and the design team were appointed to create a new brand identity. This was captured in a typographic expression for Ashurst’s logo – a unique font designed to encapsulate the contemporary nature and personality of the company – a symbol of the fluidity and unity of Ashurst.

Taking the brand further
As part of the re-branding project for Ashurst, all their marketing materials and internal communications were given a face lift. The brand values and attributes penetrated every element of the company from staff training through to branding pencils, mouse mats and brochures.
Stationery
Ashurst’s stationery range reflects the confident personality of the brand whilst still retaining a sense of friendliness. The aim was to produce a range of stationery that would be memorable and distinctive.

Signage and interiors
As part of the re-branding process Ashurst offices around the world underwent a total re-fit of their interiors and signage to reflect the new identity and brand persona.
Active Anglo Chinese Communications is a small marketing business that assists British companies in reaching their Chinese audiences.

Louise was commissioned to rebrand Active’s identity to fall in line with its new business strategy – a focus on marketing and communication services for businesses.

As part of the project Louise designed a new logo featuring English and Chinese characters. The red and black colours reflect Active’s Chinese heritage.

In the stationery and website designs, Louise introduced graphic illustrations to express the spirit and vitality of the company. The illustrations have symbolic Chinese meanings representing ideas of “good luck” and “good fortune”. These were further underpinned by undulating graphic lines to illustrate “lines of communication.”
Above: Stationery items
Below: Illustration style expressing the spirit and vitality of the company
Case study 3: Appee

Appee is a shopping cart software enabling customers to manage their online shops for free. There’s no limit on storage and as part of the package, Appee provides free templates for creating online shops and free domain names.

Appee wanted a refresh of their website which built on their pre-existing identity and colour palette – red, black and white.

Louise created a new look for Appee’s web presence using the concept of a “big red shopping bag”. Clear, bold messages to reflect the honest and straight talking Appee attitude. Chunky buttons, undulating wave device, new fonts and a clean layout style to reinforce their messages.

The new website was launched at ExCel in May 2006. Appee now have over 2,000 shops in Russia, 1,000 in China and 700 in Great Britain.
Appee has over 150 additional templates that you can purchase for your shop — from £12 initial fee and £12 a month thereafter.

Appee can create a professional design for you and your Appee shop. Contact the sales team for further information.

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Case study 4: Cavendish Maine

Cavendish Maine is a recruitment partnership comprising of 6 specialist businesses: executive search, financial services, general insurance, accountancy & finance, human resources and recruitment.

Although the 6 businesses operate independently, they had to strengthen their brand identity to present a strong united front and be seen as one business.

Research with clients and candidates showed Cavendish Maine actually operates and behaves quite differently to many other recruitment consultancies. They only ever deliver solutions that fit after making sure they understand what their clients and candidates are looking for.

Cavendish realised they were missing an opportunity to communicate this internally and externally. They appointed Louise to create a new brand identity which would reflect their positioning and embody their ethos of “absolute focus on the perfect solution”.

A new logo was created using a nautilus shell. The idea being that, although the end result may look effortless and natural, it’s the product of millions of years of evolution and effort. This formed a strong foundation to build a new tone of voice and visual identity.

Above left: The Cavendish Maine logo
Below left: Folder cover
Below right: Stationery items
Case study 5: Credit Suisse

Credit Suisse Group is a leading global financial services provider with operations spanning every continent and all of the world’s major financial centres. In 2005, the group announced its business strategy to unify its global banking businesses, including Credit Suisse and Credit Suisse First Boston, to allow it to communicate as an integrated organisation to clients, employees and shareholders.

Whilst working for an Enterprise IG now Brand Union, Louise and a team of designers created a new identity based on global research. This recommended unifying the main banking business under the Credit Suisse name allowing the bank to communicate to the market with one face. The project involved creating a brand positioning, a brand architecture, a new logo, visual identity and literature.
Geldards is one of the UK’s largest established regional law firm based in Cardiff, Derby, Nottingham and London.

Geldards wanted to build on its’ local reputation and strengthen its profile within the local business community as a quality provider of legal services. By refreshing Geldards current brand, it would enable the firm to move confidently in this direction.

Louise was commissioned to work closely with Geldards Marketing Director, David Standard to develop and update the existing brand identity that would translate across multiple platforms to a local and national audience. Louise developed a refreshed brand identity scheme by expanding the existing colour palette, refining the logo, establishing a clear tone of voice and creating bespoke illustrations and a “look & feel” to reflect the locations and environments Geldards work in.

The brand identity was then applied to the web and across a range of marketing collateral such as brochures, newsletters, exhibition stands, press adverts, billboards and internal documents.

To the top right: Geldards logo
Below: Website
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Et sit terrae pax horribus, bene voluntatis laudarnus te benedicimus te adoramus gloriam magnum tuam dominus tu solus gloriam tu solus factam magnum versus te sed libere als. Quod domine veras adstre quod socialis hodie nil obtas itus primas laude ed verum eos et quorum et quis tust odio piet sulaqua quas nobles est menmet homa quia putas est et in pulvere reverters.

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Geldards currently have a team of lawyers who specialise in personal litigation dealing with personal injury and professional clinical negligence claims. Geldards wanted to market this side of their business as a consumer brand called “Law Cares”.

Louise was commissioned to create the core brand identity and logo for a range of marketing collateral to launch the business. This included designs for the website, trade press adverts, brochure covers and stationery items.

The logo features two overlapping coloured globes and the business name, Law Cares which represents the reassurance and caring nature of the service.

The theme of the identity is based on the simple idea of “You and us” and reflects the way in which Law Cares are all about being good listeners and good defenders and understand the stress and anxiety that comes with making a legal claim.
One brand group is a marketing based communications company in Gloucestershire. It specialises in providing integrated marketing communications and branding strategies to health care, energy and technology businesses.

After extensive market research into their own positioning they realised they had to re-focus their self promotional material to reflect the type of work they do and the sectors they specialise in. They selected Louise Yau to help them design and develop their own brand identity. The challenge was to radically change One Brand Group’s website from being a few pages about what they do, to an all singing all dancing promotional website. It showcases their services, client base, work examples and seminar events.

The website design was built around a witty approach using illustrated caricatures of people in the work place, a new tone of voice, brighter colours, new fonts and a new design style.

Left: The One Brand Group logo
Below: Website
Above: Website designs
Below: A selection of illustrations used in the website branding
Case study 10: Penna

Penna is a leading European player in human capital management, resources and training.

Over a two-year period, whilst working for Tank Europe, Louise and a team of designers defined a new brand language for Penna. It focused on the theme of personal and organisational growth. Using the symbolic meaning of the “pear” identity to differentiate it from other HR companies.

The new look was built on an existing logo and colour palette. Louise and her team created a new image library and design guidelines, making it accessible to all Penna marketing groups and partners.

This was a vital move for a business that had started to appear fragmented through acquisitions and remote locations. The new look united the brand in a distinct and cohesive manner.

Above right: The Penna logo
Below: Brochure covers and inside spread designs

Context and aim
Penna plc is a holding group that acquired numerous market facing companies across the HR, recruitment, outsourcing and training range. It wanted to unify the various trading entities under one Penna brand.
The challenge
Penna wanted a new exhibition stand for the Chartered Institute of Personnel and Development Expo. They had previously exhibited, but were looking for more impact and prominence at the show.

The result
The new brand vision was successfully articulated at the Chartered Institute of Personnel and Development Expo in Harrogate. The new Penna stand embodied the theme of growth through the idea of “living and breathing”.

The result was a stand that attracted attention and stood out amongst hundreds of other exhibitors. It created a memorable experience, allowing people to circulate the stand in 3 different areas, participate in discussions, view the printed literature and receive delegate packs and promotional giveaways.

Above: Brochure spread designs
Below: Exhibition stand at CIPD expo and promotional packaging for giveaways
Case study 11: Studio 2

Studio Two is a Bristol based large format digital printing company, producing exhibition graphics for conferences, point of sale, product launches, museums, shop displays, foyers, ad shells and signage.

Studio Two had been trading successfully for 5 years and wanted to refresh their brand identity to the type of business they had become.

Louise was commissioned to work closely with the owners to develop a new logo and “look and feel”. The designs were implemented across stationery items, the web and a self promotional booklet.

Above: Studio 2 logo
Below: Website design
Let’s guess. Right now you’re probably thinking:
“Give me one good reason why I should use you?”
Or something like that. It’s a perfectly reasonable question.
After all, with tight deadlines and no second chances, it’s a bit of a risk.

So to answer your fears we thought we’d give you 10 Good Reasons why you should give us a try.

Here goes...

1. Studio 2 always take time to listen to my project needs before they come up with any solutions!
Jon Dorman, Director, Screen Learning

2. We’re good listeners
With tight deadlines and no second chances you can’t afford any slip ups.
We can finish an exhibition stand in as little as 2 days, we always start by finding out what you’re hoping to achieve.
That way we end up in the right place.
Genius!
Case study 12: Standard Chartered Bank

Standard Chartered Bank wanted to revitalise its brand presence around the world and engaged Enterprise IG to develop a dynamic solution to the problem. Louise worked as part of the design team to create and implement a worldwide campaign based on the simple idea of the spirit of sport.

Top left and below: Examples of the worldwide campaign