

STUDIO
YAU

Design
Illustration
Branding

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.



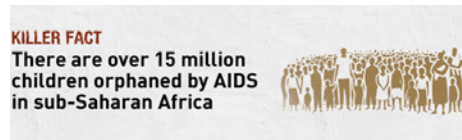
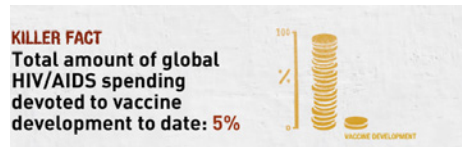
FUNDING DISRUPTIVE IDEAS AGAINST HIV

Below:

Photo showing exhibition panels for 'A new economic framework' symposium and delegate pen pot and note pad

Bottom row:

Interim home page and illustrated factoids for the rotating killer facts



Case study 3: The National Institute of Medical Herbalists

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.

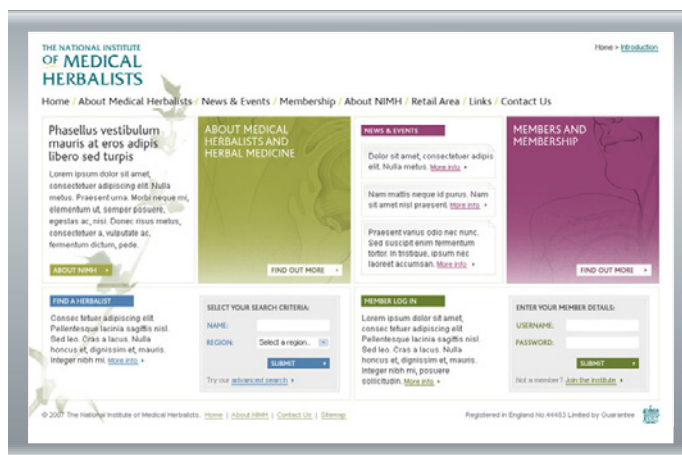
The Institute underwent a phase of internal and external change as a result of growing public awareness of herbal medicines in healthy living campaigns. The Institute was under pressure to raise its profile and improve its public image.

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.

THE NATIONAL INSTITUTE OF MEDICAL HERBALISTS



Top left: The National Institute of Medical Herbalists logo

Bottom left: Website design

Below: Poster design



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.

Left: The new Ashurst logo
Middle: Colour bands made up of Ashurst's corporate colours
Below: Corporate brochures and folders



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.



Above: Stationery items

Below: Signage and interiors in the London head office

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.



Case study 2: Active Communications

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".

Top left: The new Active Anglo Chinese Communications logo

Below and top right: Website design

active 英中
anglo chinese communications 创易





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.

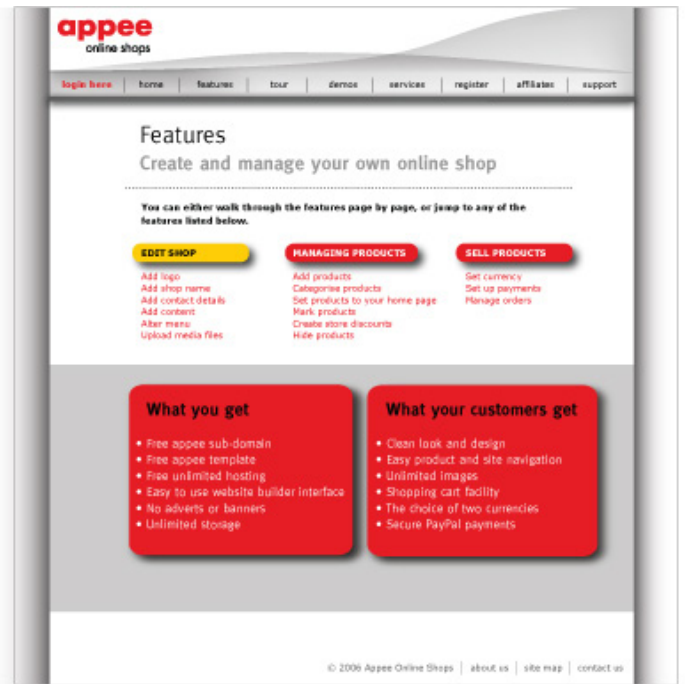
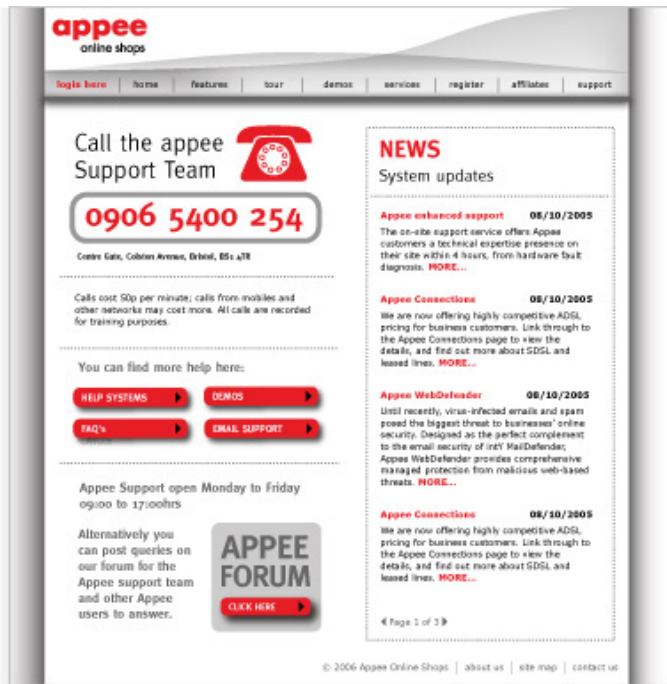
appee

online shops

Top left: The appee logo

Below: Website design featuring the big red shopping bag icon used on the website and marketing materials





Above: Appee website pages
 Middle: Exhibition stand
 Bottom: Supporting graphics



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



The perfect fit.
Cavendish Maine is a trading name of The Cavendish Partnership LLP, a limited liability partnership registered in England and Wales with registered number OC38860. A list of members is available for inspection at The Stable Courtyard, Leigh Court, Abbots Leigh, Bristol, BS8 3RA, its principal place of business and registered office.



Above: Brochure cover and inside spreads

Below: Website design



Absolute focus on the perfect solution



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

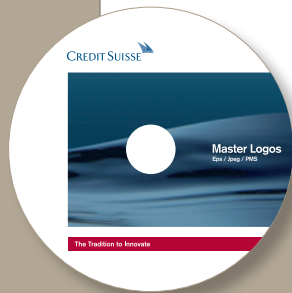
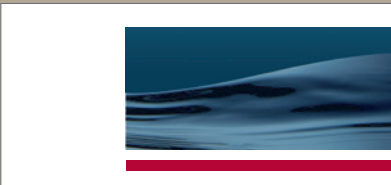
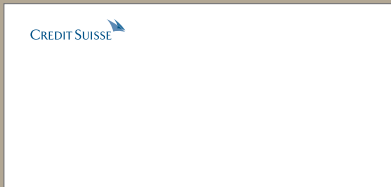
based on global research. This recommended unifying the main banking business under the Credit Suisse name allowing the bank to communicate to the market with one face. The project involved creating a brand positioning, a brand architecture, a new logo, visual identity and literature.

CREDIT SUISSE

Above: The Credit Suisse Logo

Below: Launch projections across worldwide sites





Top left: Stationery items

Above: Signage and credit card design

Below left: Newsletter and inside spread

Below right: Brand book



Case study 6: Geldards

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 it's 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.

Geldards

law firm

To the top right: Geldards logo

Below: Website



Below: Website designs

Geldards
law firm


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Construction & Engineering

Helping you get the legal foundations right



We believe that an in-depth understanding of the industry, its participants and their objectives is crucial to advising clients involved in the Construction and Engineering industry. Our team are construction law specialists, working exclusively within the construction and engineering sector with local authorities, developers, contractors, sub-contractors, funding institutions, consultants and other construction professionals. Two partners have each more than 20 years experience of advising on construction and engineering projects and two of our lawyers also have quantity surveying and civil engineering qualifications.

Our team therefore have an extensive understanding of how the industry functions and so is able to offer practical, commercial and industry focussed advice on both non-contentious and contentious matters.

RELATED LINKS

People → The Team
News → Geldards Advise on Swimwear Giant's International Headquarters

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Geldards advise on deal to buy battery firm and saves jobs
01 December 2009
Geldards have advised on a deal which has seen smart battery manufacturer Accutronics bought out of administrative receivership saving forty-seven jobs in the process.


Geldards advise Pearson on Transfer to Hull
26 November 2009
Law firm Geldards have recently advised Adam Pearson on his appointment as the new Chairman of Hull City Football Club. Mr Pearson joins the Premiership club from Championship club Derby County FC.

Geldards advise on 13m GBP Pasta King MBI
18 November 2009
Geldards have advised on the 13m GBP management buy in (MBI) which will see the introduction of an experienced management team into Newton Abbot based Pasta King (UK) Ltd.

Geldards' Client Wins Top Chemical Engineering Award
06 November 2009
Geldards' client RockTron – the pioneering new eco-mineral technology company has won IChemE's most prestigious International Innovation and Excellence Award.



Geldards advise on sale of Tyre Business
03 November 2009
Geldards have advised on the sale of Watts Tyres to Premla Group Limited, a company controlled by former senior management of Watts Tyres.



HOW CAN WE HELP?

Quick links...
Search here to find the legal advice you're looking for

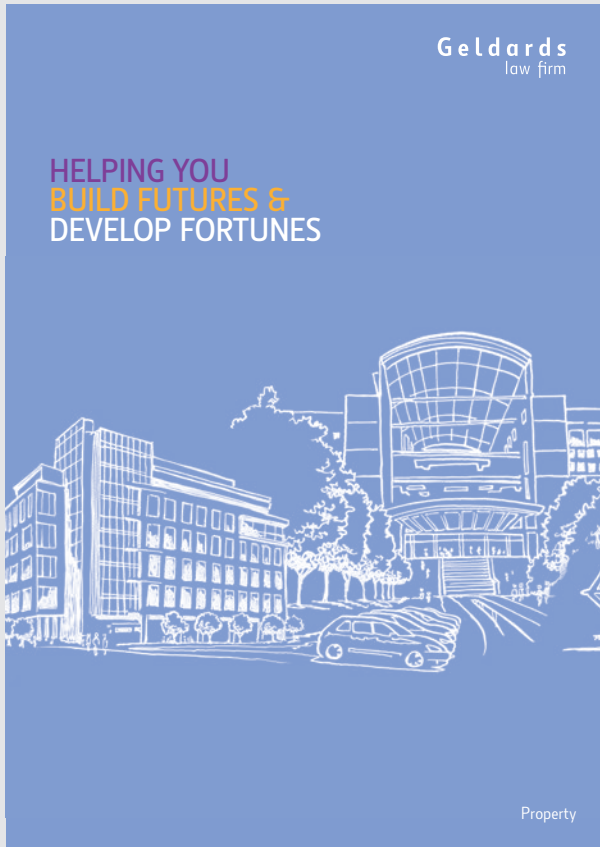
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Search our solicitors and directors by name, team or location.

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Below: Corporate brochure covers and sample spread



Geldards
law firm

Real law for
the real world

www.geldards.com

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law firm

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We're one of the UK's leading
regions commercial law firms.

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Welcome to our regional landscape

Above: Exhibition stand

Left: Newsletters

Below: Adverts, briefings, tender covers

JANUARY 2009

Geldards
law firm

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NEWS UPDATE Issue 1

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NEWS UPDATE Issue 1

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Geldards
law firm

Make your mark

Corporate – Associate z+PQE
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Contact: team.ipsam on 01291 5467890 or email recruitment@geldards.com for more information. To apply please submit your current CV to lozen.ipsam by email send a copy to: Geldards LLP, Dumfries House, Dumfries Place, Cardiff, CF10. www.geldards.com

PRIVATE CLIENT

Geldards
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Inheritance Tax Planning and your Wills

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F: 029 2022 7298

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Derry
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F: 01232 294295

Nettingham
2nd Floor
Enterprise Way
Nottingham
NG2 1BN
T: 0115 952 8500
F: 0115 963 3161

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Geldards
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National Express Group
Proposal for the provision of legal services

February 2009

Geldards, Dumfries Place, Cardiff CF10 1LQ. T: 029 2022 8239. F: 029 2022 7298. www.geldards.com

Case study 7: Law Cares

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.



We're on your side

Top right: Law Cares Logo

Below: Website design



Above: Billboard advert
 Below: Trade press adverts
 and stationery



LAW cares

you talk we listen

We're on your side

www.lawcares.com

www.lawcares.com

LAW cares

we fight you win

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We're on your side

www.lawcares.com

LAW cares

our strength your success

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We're on your side

LAW cares

Law Cares Ltd,
 Dunfries House,
 Dunfries Place,
 Cardiff

LAW cares

Gill Latham
 Partner

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We're on your side

We're on your side

We're on your side

Case study 9: One brand group

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.

onebrandgroup

Left: The One Brand Group logo

Below: Website



onebrandgroup win faster conceptual positioning • brand strategy • integrated communications

home **our services** clients & work what makes us different seminars our people get in touch blog

Our services

Be different. Be Visible. Be Relevant. For Competitive Advantage.

Our approach can be broken into three areas:

Conceptual Positioning that makes a promise which really connects with your audience, and gives meaningful reasons to believe it. We can help with 1, 2 or 3. Or preferably all three. Because it's only when you get all three right that the picture is complete and true value is realised.

Brand Strategy that gives direction and makes your value visible, externally and internally.

Integrated Comms that provide cohesive and memorable signs and messages your customers can't resist.

➔ See how it works for our clients... ➔ Read more about our thinking.

At One Brand Group we deliver sustainable competitive advantage to our clients through a completely customer focussed approach to positioning, brand strategy and integrated communications. We only do business to business and most of our clients come from the Healthcare, Energy and Technology sectors. Because by sticking to what we know works, we know what will work for you.

To deliver sustainable competitive advantage to your business, we think about your customer from the moment we start working together.

Now some might call this an obsession. A weird fixation. We call it **Profound Customer Centricity**.

Over the years we've developed it into a fine art. A sort of recipe for success, if you like: one that really works.

Contact us: +44 (0)1453 835516 Copyright © 2007 One Brand Group. All rights reserved

onebrandgroup win faster conceptual positioning • brand strategy • integrated communications

home our services **clients & work** what makes us different seminars our people get in touch blog

clients & work case studies our clients say... portfolio

Case studies & clients

Working wonders together

Never say never, but we specialise in three main sectors:

- Healthcare
- Energy
- Technology

Although the markets are very different, we've found they have a surprisingly large number of similarities. So what we learn from one, we can apply to the others. It means you get the benefits of techniques and approaches that have already been proven in far-flung fields around the world.

What we do together with our clients works wonders for growth, brand loyalty, market position, revenue, profits and shareholder value. Click on the links on the right to find out more.

Client list

3M	Dannumby	SearchFlow
Achilles Group Ltd	Esaywell Solutions	Sagen Ltd
Axi Worldwide	Envisio Technology	Sana
Akathern	Epi-V	Sensornet
Arubio Ltd	GE	Simmons
Amsco	Hydr Consulting	Spots Junction
Aspenham Biosciences	IOP	SPS
ASTO Solutions	Iskra	Stroud & Swindon
Arthur D Little	Mallability	Swintex
Atira Tech Ltd	McComick	Technology
Al Balance	Microlight	Western Geco Ltd
Auditek	MITIE	Westinghouse Brakes
British Energy (contract)	Primary Bowes	Westonbirt Arboretum
British Energy (services)	Pivotal Training	Zimmer
Burget King	Plantaintec	
Casella	Proserv	
Connught Pic	Schlumberger	

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be different be visible be relevant

Be different. Be visible. Be relevant.

We're definitely different.

At One Brand Group we live and breathe business-to-business marketing. And we understand that in B2B - as in consumer marketing - you have to take a customer-focused view on order to win. You know all about successful consumer brand strategies. So why should the business world be any different? Our tried and tested approach gives you the edge you need in order to win faster in today's highly competitive market.

➔ Download the full story

➔ It really works! Read the case studies

"Marketing is a game. One that - in today's highly competitive environment - nobody can afford to lose and everybody wants to win."

"Once upon a time.

B2B companies put the emphasis on achieving competitive advantage in the physical and tangible dimensions - successfully relying on their technology and products to differentiate.

But one day, threatened by the pressure of global supply chains and highly skilled competition in emerging industrialized nations, this product, service and technology-focused approach led to the 'symptom of price'. Margins were squeezed and prices began to fall: the value could not be sustained long-term.

The end."

These days, what you are - the most experienced, or most technologically advanced - isn't enough to guarantee a sustainable competitive advantage.

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be different be visible be relevant

Be different

Positioning for mindshare

A tried-and-tested 3-step approach to positioning that will set you apart from the competition:

The Promise represents the customer's desire and always puts their needs first. It defines what you stand for.

The Reasons Why make the Promise believable and reinforce the customers' trust in the brand.

The Signs make the Promise and the Reasons Why visible and memorable.

➔ Download the full story ➔ It works! Read our case studies

Size Isn't everything.

A dominant physical position doesn't always guarantee competitive advantage (if it did, Virgin would never have competed with BA.) The tangible cannot explain why the underdog can position itself to succeed or the identical product can win at a higher price. Businesses tend to talk about the tangible - price, performance, functionality and so on. But more and more, these are easily copied or bettered. Using our 3-step process we can help you own your customers' emotional desires, anxieties and needs for a stronger brand positioning.

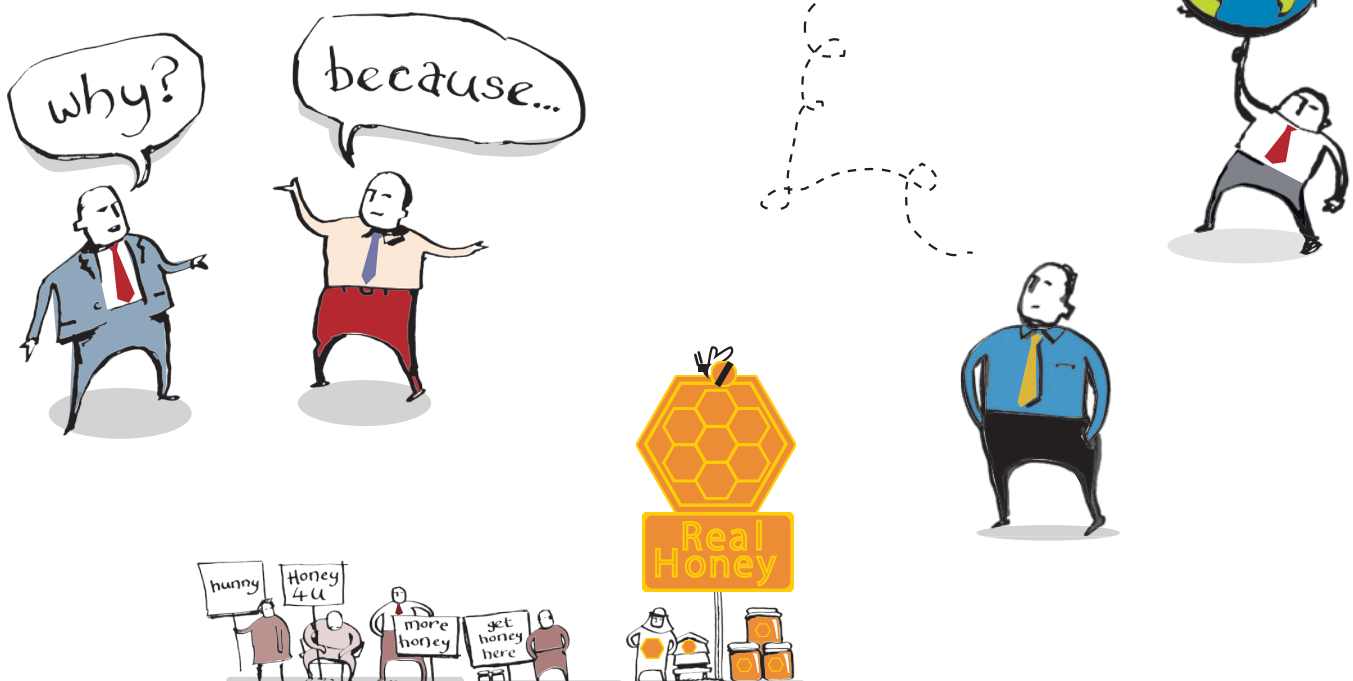
Make a Promise you can be judged by

The Promise distances your customer's anxieties and invites their desires. Volvo has branded the Promise of safety. Caterpillar has branded the Promise of toughness. BMW has branded the Promise of ultimate status. Orange has branded the Promise of optimism. The competition are denied access to these Promises because these brands were first to market and first to mind. If you can take the mindshare, you will take the business.

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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.



Penna

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.





Objectives of the brand integration

- Raise awareness and visibility of the Penna brand
- Migrate the equity of the subsidiary company names
- Unify the individual companies under one distinctive brand umbrella
- Develop a cohesive brand language that integrates all marketing and communications materials

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.

Studio 2. Exhibition print specialists

Above: Studio 2 Logo

Below: Website design



Studio 2.

Exhibition print specialists

Contact us: 0117 302 6812

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- Exhibition Experts
- Star Attractions
- Portfolio
- Offers
- Get in touch



**Proudly presenting
Printing Perfection!**

We know you're under pressure. So you can always rely on us to stay calm and hit the target however tight your timings.

In fact, we've never missed a single deadline since we started three years ago. A 100% success rate? *Now that is magic!*



Read what our customers have to say

Studio 2.

Exhibition print specialists

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Our reviews

"Studio 2 always take the time to listen to my project needs before they come up with any solutions"
John Dorman, Director, Screen Learning

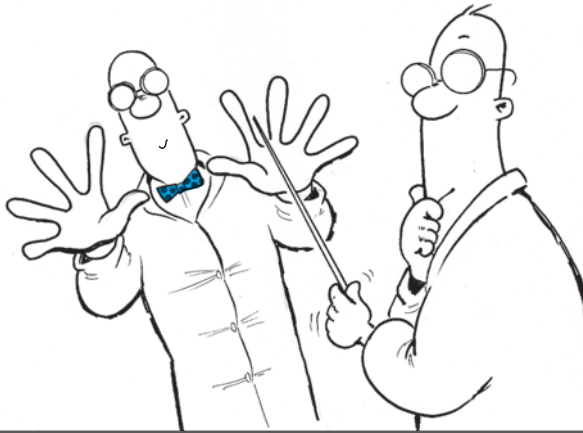
"They know what I'm talking about and speak my language."
Martin Hopkins, Creative Director, TigerRed

"Some of the dealines have been right up to the eleventh hour but every time, Studio 2 always delivers and exceeds my expectations."
Christy Walters, Art Director, Q Design Consultancy

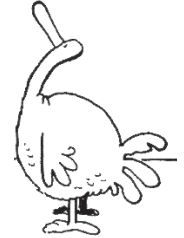
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10 SCIENTIFICALLY PROVEN REASONS FOR CHOOSING Studio 2.



Top left and below:
Studio 2 self promotional booklet



Studio who? ...Studio 2, that's who.

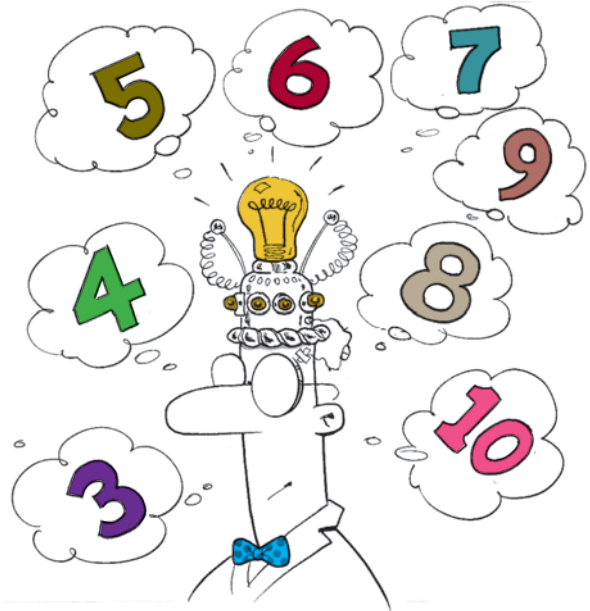
Let's guess. Right now you're probably thinking:

"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...



2. We're good listeners

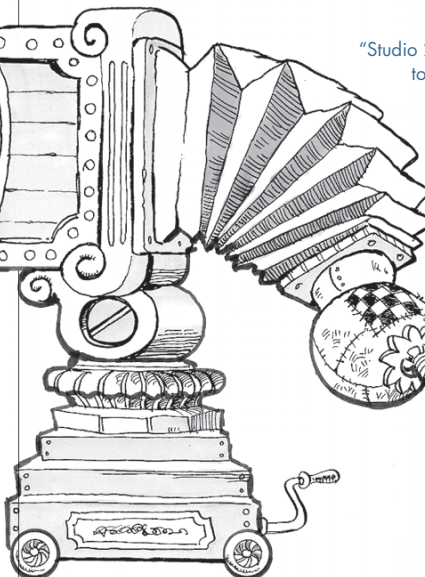


With tight deadlines and no second chances you can't afford any slip ups.

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!



"Studio 2 always take time to listen to my project needs before they come up with any solutions!"

Jon Dorman, Director, Screen Learning



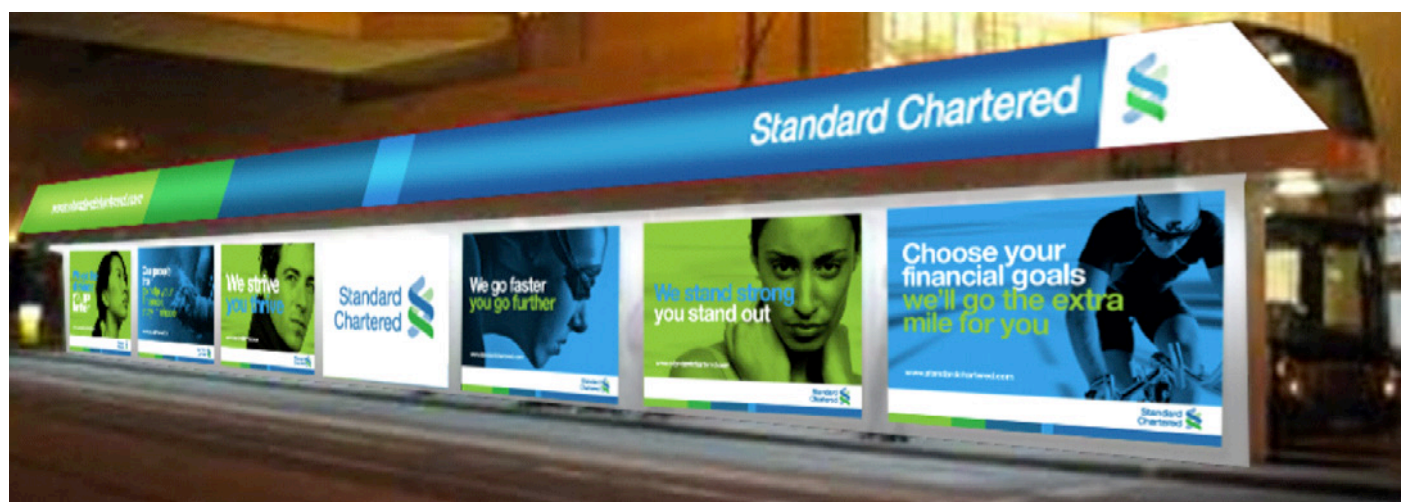
Case study 12: Standard Chartered Bank

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



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