

**brandcopy**

graphic design & artwork

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07790 595751

# bright grey

Print-ready artwork for Bright Grey's 'Helping Hand' campaign for Financial Advisers, comprising;

- 2 page A4 flyer
- 120 page A5 sketchbook
- DM pack.

## Helping Hand

Quality cover is about more than a payout.

**Bereavement counselling**  
to help your clients and their families cope with the loss of a loved one or friend.

**Specialist nurse support**  
to calm fears, answer questions and help people cope with the impact of the treatment for their condition.

**Speech and language therapy**  
to help people rediscover their voice after a stroke.

**Complementary therapies**  
that can be used on top of conventional medicines to help minimise the side effects of treatments and speed up recovery.

**Stress management advice**  
to get them through the dark times, and help them cope with life when it just gets too much.

**Cardiac rehabilitation support**  
to help people rebuild their strength and confidence after a heart attack and re-assess their work and lifestyle.

**Physiotherapy**  
to help them make the best possible recovery from an illness or injury.

**Second medical opinion**  
for people who are unsure about a diagnosis or recommended course of treatment.

**Personal nurse adviser**  
to offer practical and emotional support which your clients and their families need if most, and for as long as they need it.

We also offer independent helplines, support for your clients' business, and rehabilitation support for clients with income protection.

**Helping Hand.**  
Takes better care of your clients.

**bright grey**  
Protection. We make it personal.

**DM Pack - A2 folding to A5**

**For advisers only** **bright grey**  
Protection. We make it personal.

**Helping Hand now offers your clients and their families access to a face-to-face second medical opinion.**

**It's well worth drawing their attention to.**

If you want a plan that takes better care of your clients, then our menu and relevant life plans—which include Helping Hand at no extra cost—simply can't be ignored.

Adding a second medical opinion to the wide range of benefits already on offer means there are now even more reasons to recommend a plan with Helping Hand.

**Our second medical opinion in summary**

- A personal nurse adviser will take time to understand a client's diagnosis, help them determine the likely benefits of a second opinion and organise consultation with a relevant medical expert.
- Unlike similar services, our second opinion consultations usually take place face-to-face within the UK, or provide access in the UK, Channel Islands or Isle of Man—whichever is right for each client.
- As well as the benefits of Helping Hand, your clients can use the service without making a claim.
- And their families (spouse/partner and children) can use it too—even if they're not covered by the plan.

**Second medical opinion - for existing clients too**

[www.brightgrey.co.uk/bgpicture](http://www.brightgrey.co.uk/bgpicture)

**A4 flyer**

**Helping Hand. The big picture.**

**Personal nurse adviser**  
General medical opinion is just one of the many benefits signed to give your clients and their families the help they need when they need it most. Helping Hand's nurse advisers (personal and ongoing support) are the first of a plan for living they need. And they can also arrange:

- **Bereavement counselling** to help your clients and their families cope with the loss of a loved one or friend.
- **Specialist oncology nurse support** to calm fears, answer questions and help people cope with the impact of cancer treatment.
- **Physiotherapy** to help them make the best possible recovery from illness or injury.
- **Speech and language therapy** to help people rediscover their voice after a stroke.
- **Stress management advice** to help them through the dark times and cope with life when it just gets too much.
- **Cardiac rehabilitation support** to help people rebuild their strength and confidence after a heart attack and to evaluate their work and lifestyle.
- **Complementary therapies** that can be used on top of conventional medicines to help minimise the side effects of treatments and speed up recovery.

**Legal advice**  
Bright Hand also offers a range of helplines your clients and their families can call:

- **Legal helpline** for questions about things like employment law, will writing, pensions, inheritance tax or powers of attorney.
- **Carer helpline** for help with a CV or preparing for an interview, searching for a job, making a career change, widening skills or getting back to work after a break.
- **Medical helpline** for advice on any health concerns, or people who are struggling to get their health, vaccination, or hospital waiting times.

**Helping Hand. Takes better care of your clients.**

Call us: [www.brightgrey.co.uk/bgpicture](http://www.brightgrey.co.uk/bgpicture)

0845 6094 500 | 0845 6094 522 | [helpinghandgrey.com](http://helpinghandgrey.com)  
2 Queen Street, Edinburgh EH2 3BQ | [www.brightgrey.co.uk](http://www.brightgrey.co.uk)

**The Helping Hand sketch book.**  
An illustrated guide to how Helping Hand takes better care of your clients.

**NEW** How with a second medical opinion

**bright grey**  
Protection. We make it personal.

**No extra cost**

At no extra cost you can now get a second medical opinion for your clients.

**A benefit worth shouting about**

Helping Hand can be used from the first day your client is diagnosed.

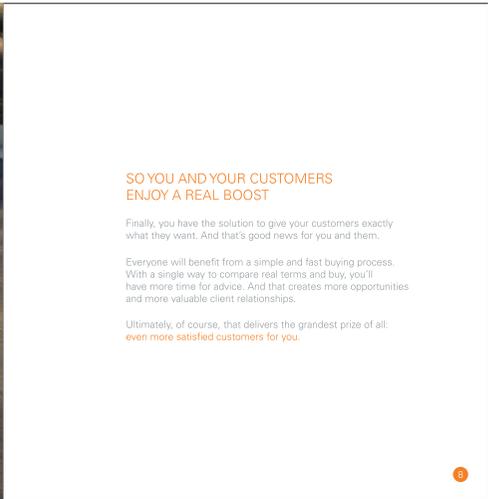
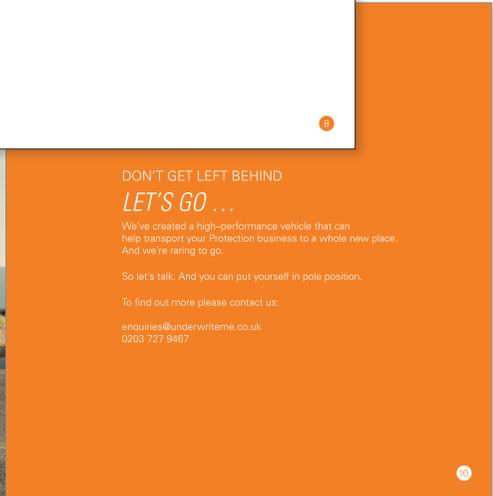
A5 sketchbook

# underwrite me

Print-ready artwork for financial company UnderwriteMe rebranding. Comprising brochure, business cards and exhibition banners.

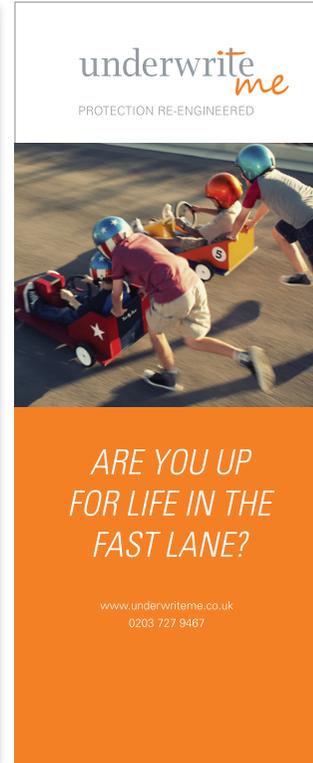


210x210 brochure



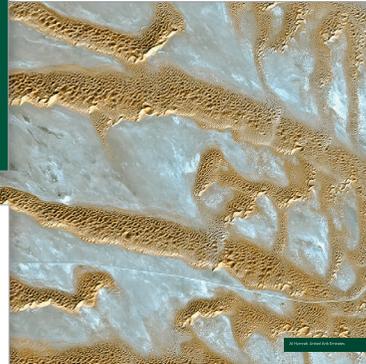
business cards

exhibition stands



# stonehage family fleeming

Brand story for a re-branding of a family office following a merger (A3 30 page hand-bound book)



font

Bariol Thin

Bariol Light

Bariol Regular

**Bariol Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&\*()'+

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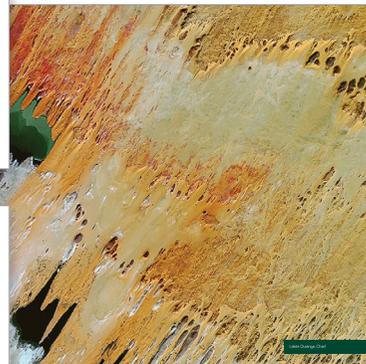
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abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&\*()'+

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&\*()'+



photography

"The Dipper's perspective"



palette

Stonehage Family Green #005773	Stonehage Family Stone #808080	Stonehage Family Sky #404040	#184D4D	#453024	#7FBC
20% 40% 60%	20% 40% 60%	20% 40% 60%	#297729	#297729	#F9C4
80% 100% 120%	80% 100% 120%	80% 100% 120%	#005773	#005773	#005773
100% 120% 140%	100% 120% 140%	100% 120% 140%	#005773	#005773	#005773



stationery

Print-ready artwork for insurance company Markel's 'Avoid Nasty Surprises' ad campaign.

The ads appeared in various trade press over a 3 month period.

## AVOID NASTY SURPRISES

**Our specialist policies** protect your clients against the specific risks they face.

At Markel, we're proud of being thorough. That's why we offer tailor-specialist insurance policies designed to cover for specific markets.

Our unique range of specialist cover includes policies for biomedical and life science, professional and management risks, and social welfare, care and charity. All have been specially created for your clients who work in those sectors and the specific risks they face.

So you - and they - can rely on Markel.

Find out more about our sector specialist policies [www.markelinternational.com/uk](http://www.markelinternational.com/uk) 0845 350 3970

Visit us at BIBA stand B28



WHY RISK GOING ANYWHERE ELSE?

### AVOID NASTY SURPRISES



**Our specialist biomedical and life sciences insurance** protects you against the specific risks your business faces.

At Markel, we're proud of being thorough. When it comes to risk, our policies leave no stone unturned. So when you're covered by Markel, you know you're covered.

Take our biomedical and life sciences insurance. For instance, it's been specially created for businesses across the pharmaceutical, biotechnology, medical device, dietary supplement, medical food, laboratory instruments and equipment industries.

Concretely, our policy covers the specific risks you face such as product performance failure and interruption to research and development.

So you can get on with running your business, knowing you can rely on Markel without a shadow of doubt.

Ask your broker for a Markel quote, or visit [www.markelinternational.com/uk](http://www.markelinternational.com/uk)



WHY RISK GOING ANYWHERE ELSE?

### AVOID NASTY SURPRISES



**Our specialist professional indemnity insurance** covers you against the specific risks you face from just £6 a month.

At Markel, we're proud of being thorough. When it comes to risk, our policies leave no stone unturned. So when you're covered by Markel, you know you're covered.

Our professional indemnity insurance. For instance, has been specially created for independent professionals, including consultants, contractors and freelancers. Concretely, our Markel policy covers the specific risks you face such as professional negligence, defamation and unintentional breach of confidentiality and copyright.

So you can get on with running your business, knowing you can rely on Markel without a shadow of doubt.

Ask your broker for a Markel quote, or buy direct: [www.markeluk.com](http://www.markeluk.com)



WHY RISK GOING ANYWHERE ELSE?

### AVOID NASTY SURPRISES



**Our specialist charity insurance** covers you against the specific risks you face.

At Markel, we're proud of being thorough. When it comes to risk, our policies leave no stone unturned. So when you're covered by Markel, you know you're covered.

Our charity insurance. For instance, has been specially created for the third sector. That means a Markel policy covers the specific risks you face such as abuse, duty, fraud and malpractice claims.

So you can get on with running your charity, knowing you can rely on Markel without a shadow of doubt.

Ask your broker for a Markel quote, or buy direct: [www.markeluk.com/charity](http://www.markeluk.com/charity)



WHY RISK GOING ANYWHERE ELSE?

### AVOID NASTY SURPRISES



**Our specialist social welfare insurance** covers you against the specific risks you face.

At Markel, we're proud of being thorough. When it comes to risk, our policies leave no stone unturned. So when you're covered by Markel, you know you're covered.

Our social welfare insurance. For instance, has been specially created for organisations in the D sector. That means a Markel charity policy covers the specific risks you face such as (abuse, breach of trust or duty, fraud and malpractice claims).

So you can get on with running your (charity), knowing you can rely on Markel without a shadow of doubt.

Ask your broker for a Markel quote, or buy direct: [www.markeluk.com/socialwelfare](http://www.markeluk.com/socialwelfare)



WHY RISK GOING ANYWHERE ELSE?

### AVOID NASTY SURPRISES



**Our specialist charity insurance** covers you against the specific risks you face.

[www.markeluk.com/socialwelfare](http://www.markeluk.com/socialwelfare)



WHY RISK GOING ANYWHERE ELSE?

Print-ready artwork for set of print ads for a financial advisor company

The sharpest advisers know precisely when to **pounce**



**FREE**  
SET UP, DATA  
MIGRATION  
AND TRAINING  
UNTIL 31 MAY

**THERE'S NEVER BEEN A BETTER TIME TO TRANSFORM YOUR BUSINESS**

Intelliflo Office is the most formidable end-to-end web-based management system for financial advisers today. Incorporating 'best of breed' integrations with the portals, tools and providers you already use, Intelliflo Office gives you the power you need to build a more profitable business. So pounce now while initial costs are free.

0845 230 3900  
[www.inteliflo.com/unleashyourpotential](http://www.inteliflo.com/unleashyourpotential)



Unleash your potential

Best advisers know when to **pounce**



**SUPERIOR SERVICE AND SUPPORT CAN TRANSFORM YOUR BUSINESS**

Intelliflo Office offers premium service and support to provide financial advisers with a web-based management system that gives you the wisdom to build a more profitable business. Swoop in on our special offer and switch to Intelliflo Office for free.

0845 230 3900  
[www.inteliflo.com/unleashyourpotential](http://www.inteliflo.com/unleashyourpotential)



Unleash your potential

The wisest advisers know exactly when to **swoop**



**FREE**  
SET UP, DATA  
MIGRATION  
AND TRAINING  
UNTIL 31 MAY

**TRANSFORM YOUR BUSINESS WITH THE SMARTEST SERVICE AND SUPPORT**

Intelliflo Office is the financial services management system that boasts the most experienced support service team on the market. With UK-based account management, and free training available for a limited time, we'll ensure you maximise your investment to help you build a more profitable business. So swoop now and switch to Intelliflo Office whilst initial costs are free.

03331 226 705  
[www.inteliflo.com/unleashyourpotential](http://www.inteliflo.com/unleashyourpotential)



Unleash your potential

# the wise society

Print-ready artwork a  
2 page DL flyer for a  
financial industry body.

Introducing...

The



Society

Join us and help build a better financial industry.

The Wise Society is an exclusive group of members who are all committed to working with the financial industry to help it better understand the needs and views of customers.



Sign up now to receive your £50 reward\*

\* Offer limited to the first 250 customers

Giving customers an industry voice

Our aim is simple – to share the knowledge and wisdom of our members with financial businesses so they are better placed to change the financial world for the benefit of all.

The  Society

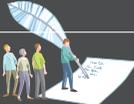
The benefits of membership

You'll receive privileged access to our website which will give you the opportunity to:

- Work with leading companies and help them design new products.
- Participate in research, focus groups and online forums so companies really get to hear your views.
- Receive invitations to exclusive events with fellow members and get to meet CEOs and directors of some of the world's biggest financial companies.
- Share and receive ideas and experiences with fellow members.
- Get exclusive market, product and educational information.

Our reward scheme

The more you participate, the more wise rewards you will receive. All of which can be redeemed against rewards such as Amazon and John Lewis vouchers, health check-ups, gym membership, weekends away, and much more.



How to Register

To bring your wisdom to The Wise Society sign up at:

[www.thewisesociety.co.uk/sl10415](http://www.thewisesociety.co.uk/sl10415)

Once you've logged in you'll need to complete a two-part questionnaire which should take around 20 minutes. This is to ensure you are included in all the most pertinent council interviews, surveys and discussions. You'll then be entered into a prize draw for a chance to win a Kindle Fire HD 7" 16GB.

As a highly valued Standard Life Investments customer, we're offering a £50 voucher as a welcome gift to the first 250 signed up members.

Registration is free of charge with no obligation.  
For UK residents aged 18 or over.  
Full terms and conditions are available at: [www.thewisesociety.co.uk](http://www.thewisesociety.co.uk)  
The Wise Society is provided by Wisdom Global Limited.  
Registered in England and Wales company number 08589400 and whose registered office is at 8 Laurence Pountney Hill, London EC4R 0BE

# retail - cash converters

I worked on Cash Converters for 3 years, producing numerous posters, point of sale, leaflets and training booklets for print.

The work is executed within the Cash Converters brand guidelines, which is designed to appeal to its target audience (ie attention grabbing).

This tranche of work involved working on and styling a number of photoshoots to support this look and feel.



selection of promotional in-store leaflets and posters

# retail - cash converters

Exhibition stand design.

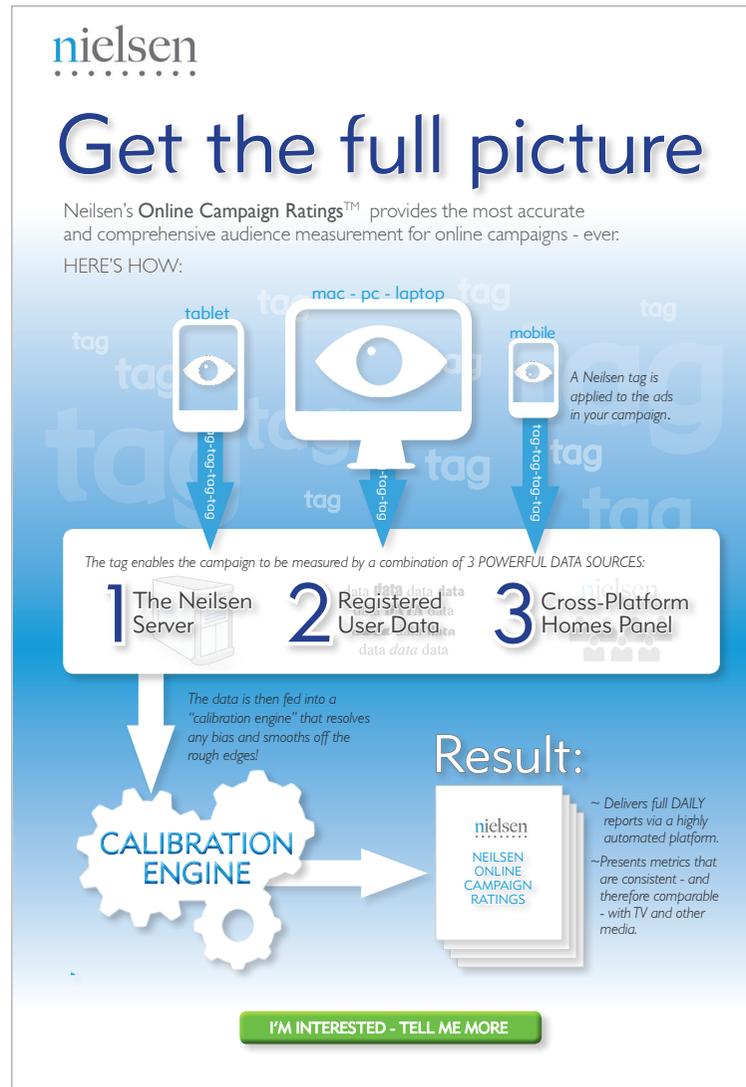


6 panel exhibition stand design for a franchise exhibition



# infographic - nielsen

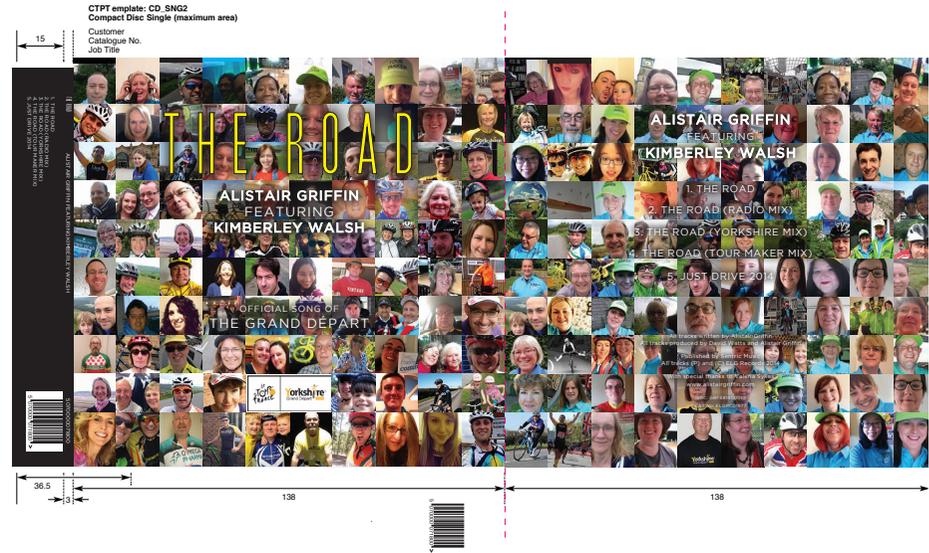
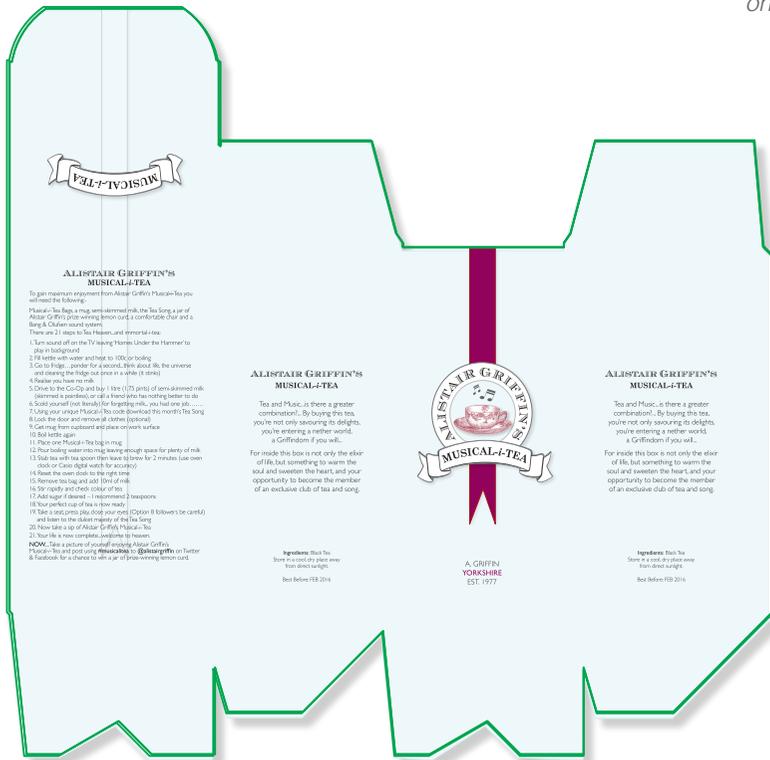
Infographic for Nielsen campaign measurement tool.



# musical promotional material

A single CD cover and tour promotional material for musician Alistair Griffin.

CD cover for the Tour de France single 'The Road'. This version was supported by the the Olympic games makers choir - each of whom have their selfie included on this cover.

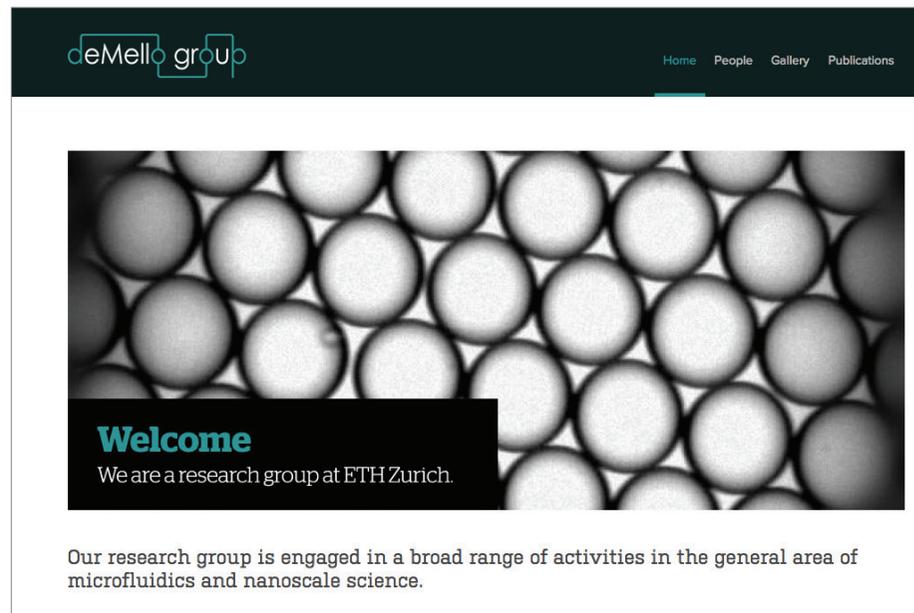
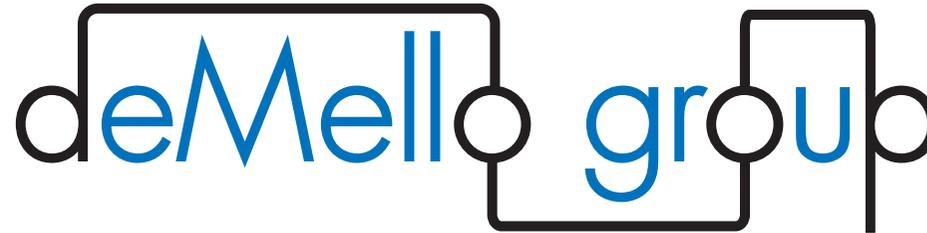


artwork for promotional items sold on the 'Tour de Christmas' - a box of tea bags with a code to download one of the artist's songs.

# logo - demello group

Andrew deMello, Professor of Biochemical Engineering in the Department of Chemistry and Applied Biosciences at ETH Zurich, commissioned this logo to represent his research group.

The fluid and tubular nature of the design reflects the equipment used in some of the group's microfluidic research.



# logo - hayward design

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Logo development work for an architect, garden designer and jewellery maker.

hayward

hayward

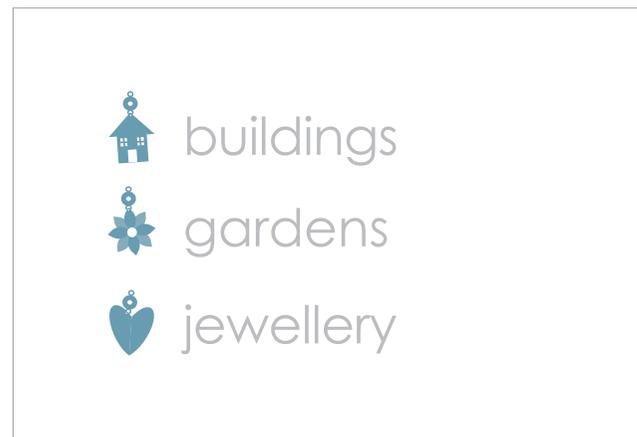
hayward

# logo - hayward design

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Logo development work for an architect, garden designer and jewellery maker.

'Charm bracelet'



*card front  
and back*

# logo - ginger & spice

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Logo options for  
a food blog/website.



# logo - music label agency

Logo and simple brand guidelines for a music licensing company.



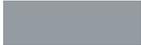
stationary



simple design guidelines

**MLA Design Guidelines**  
This brief document sets out the design guidelines for The Music Label Agency. It includes the colour palette, the logo, how it can be used, the typeface and overview of design style.

**MLA Colour Palette**

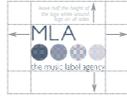
	
MLA French Navy (Pantone 295M)	MLA Warm Grey (Pantone 430M)

**MLA logo**

**MLA**  
the music label agency

This is the MLA logo. It is designed to be printed out of Pantone 295M, when one or two colours only are used in the print. It can be printed out of 4 colours when part of a full colour job.

**Logo Exclusion Zone**



In order to keep the logo clear and uncluttered, ensure that there is an exclusion zone of half the height of the logo always kept around the logo on printed material. Type and images should be kept outside this exclusion zone. Do not print the logo over a patterned background.

**MLA Typeface**

The MLA typeface is Gill Sans Light:

ABCDEF GHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Compatible sans serif typefaces for Office Applications are Verdana and Arial, or Gill Sans Light.

**MLA Graphic Style**



This is an example of a business card. The design style is clean and clear and quite contemporary. White space should be used where possible to achieve an uncluttered design.

The business stationery has been printed on Premier Paper 'Essential Tints' IVORY stock. Letterhead and compliments slips are on 120gsm and business cards on 380micron.

Last updated 30 April 2008.  
saraparsonage@blueyonderco.uk www.saraparsonage.co.uk

# logo - clockwork

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Logo for a print and  
production company.



# logo - it's a girl thing

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Logo for a retailer of  
jewellery and accessories.



# other logos

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© we do the words  
you do the business



IVYTREE NURSERY  
PRIVATE NURSERY SCHOOL

*My Dreamy Adventure in Provence*



oceanesq  
yacht interior stylists



**brandcopy**