

## Literature

# Anglian Water: Lessons from Australia

Anglian Water report  
by Alice Piure

Anglian Water's latest report, 'Markets, water shares and drought: Lessons from Australia', has been given a bright colourful look by the team at Fine Design.

**Strategy & Policy Analyst Alice Piure was awarded a Travel Fellowship from the Winston Churchill Memorial Trust (WCMT), to travel to Australia to see for herself how the country manages its water supplies.**

Her report is the latest addition to the debate concerning water abstraction reform in England and Wales. It concentrates on the Murray-Darling Basin, Australia's most important area for irrigated agriculture, examining in particular the effects of the 'Millennium Drought' of 1997-2010.

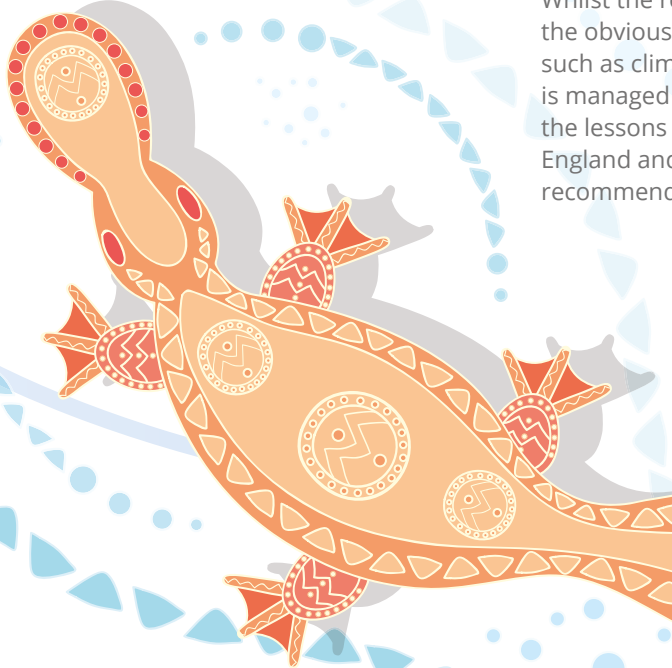
Whilst the report acknowledges the obvious differences in areas such as climate and the way water is managed generally, it considers the lessons that can be learnt by England and Wales, and provides recommendations for reform.

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Fine Design were commissioned to design and print the final document, which is in full colour and runs to sixty-six pages. The cover design takes Australian Aboriginal dot painting for inspiration and features a platypus in shades of pale oranges and reds, on a watery pattern of blues and greens. The water pattern is used throughout the report, as is the cover design's colour palette, giving a consistent, unified feel to the presentation. Working to a tight deadline, the team was able to design the document, produce artwork and print in the space of just ten days.

Anglian Water distributed two hundred copies to water industry experts at a dissemination event in London. The report has made an important contribution to the ongoing debate about the future of water management in this country.



# Creating a web site that provides an optimal viewing experience

Fengrain have launched a new responsive website complete with a bespoke Content Management System (CMS) that works effectively on tablets and mobile devices. With mobile browsing soon to overtake desktop, we understood the importance of responsive web design (RWD) for Fengrain users.

Fine Design has provided the grain marketing and storage specialists with a modern and dynamic website. Linking the new website to Fenactive makes it easier for members to view all their information in one place.

To read more visit our blog at [www.finedesign.co.uk](http://www.finedesign.co.uk)



responsive web design for Fengrain with bespoke CMS

## Testimonial FROM FENGRAIN

The Fine Design team understand our brand ethics and our need for a responsive website. More importantly they know how farmers use the website. Our new site is even simpler and easier to use with an updated CMS. This, along with a more general refresh, has given our people confidence in the brand and sets us apart from the competition.

The site is uncluttered, easy to navigate, interactive and personalised, with many more pages utilising the CMS. This allows us to communicate readily, easily and effectively – it also automatically mails information 'links' to our recipients. A password protected 'My Fengrain' area where we publish promotions and specialised personal information, helps growers make educated decisions.

Fine Design have been integral in the revitalisation of our Company profile – nothing is too much for them, and they are a great bunch to work with.'

**Paul Randle** / Business Development Director of Fengrain



# RWD

## websites suitable for all users

These days it is hard to find someone who doesn't own a mobile device connected to the Internet. In the UK there are more mobile phones than people – should trends continue, mobile Internet usage will surpass that of desktop Internet usage by the end of the year.

With the growth in mobile Internet usage comes the question of how to build websites suitable for all users. The industry answer to this question has become known as Responsive Web Design, or RWD.

**“Day by day, the number of devices, platforms, and browsers that need to work with your site grows. Responsive web design represents a fundamental shift in how we'll build websites for the decade to come.”**

**Jeffrey Veen**, Vice President, Products at Adobe, 2011–2015



RWD is the practice of building a website that can work on every device and every screen size, no matter how large or small, mobile or desktop. Desktop computer and mobile phone users alike all benefit from responsive websites.

RWD means designing websites that can provide an optimal viewing experience across a wide range of devices. It also means easy reading and navigation with a minimum of resizing, panning and scrolling delivering web pages in variable sizes – essential for tablets and mobile devices.

Fine Design have applied these principles to a number of website re-designs recently. As well as Fengrain, we have also upgraded sites for 316 Engineering and Vital Recruitment. Both companies approached us to bring their sites up-to-date, not only in terms of the look, but, more importantly, in terms of their flexibility and usability across a range of devices. The results are sites that look clean and modern – whether you are visiting them on your mobile or your PC!

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# Packaging a gluten free alternative



Glebe Farm have been trusted growers and millers since 1970, producing gluten-free products for the last 8 years. Based in Cambridgeshire, their range covers cereals, flours, bread and cake mixes, and alcoholic drinks. Their breakfast cereals are made with pure wholegrain oats and are nature's perfect start to the day.

When they approached us to redesign their logo and packaging, the first discussion centred around the question of 'evolution or revolution'.

We agreed that evolution was the best approach and so the next question was: what is the core principle of the brand?

What do we want to promote in the brand's image to help it stand out from the competition? Answer – Glebe Farm products are gluten-free and well-established.

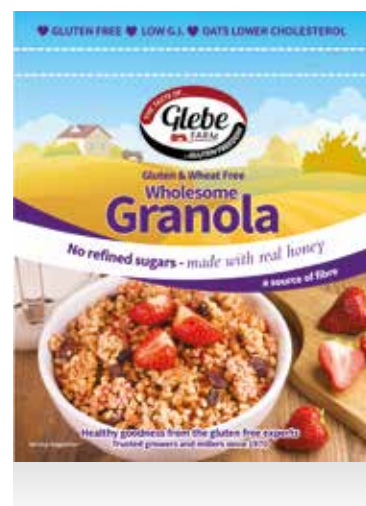
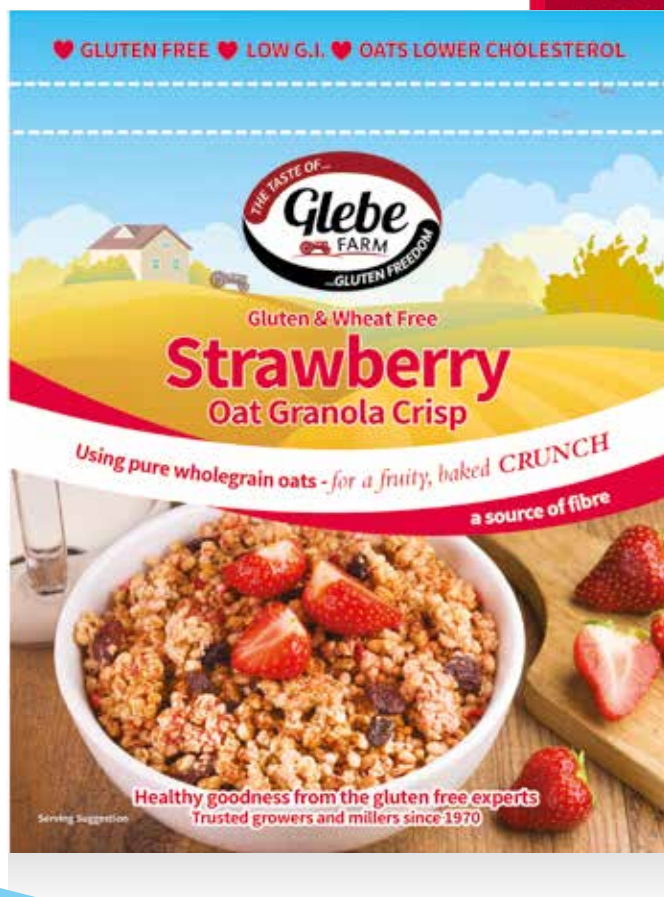
With that in mind, our design team set to work.

Working closely with the client we made several significant updates to their logo. The first of these was to include the strapline 'The taste of gluten freedom', a line that the client felt encapsulated two important aspects of the product. Secondly, we made a subtle but crucial change to the style of the red and black bands that frame the logo to give the overall shape more of the feel of a grain. The third change

that was made was in the balance between the name 'Glebe Farm' and the agricultural image that accompanies it.

In redesigning the cereal packaging we combined a traditional, idealised illustration of a farm with photographs taken in our March studio. The photographs of the cereal in a bowl, combined with fresh fruit, proclaim freshness and vitality – the very essence of Glebe Farm's gluten-free products!

**Below: full range of Gluten & Wheat Free cereals. Right: examples of Wellington Bomber and Night Mission ales.**



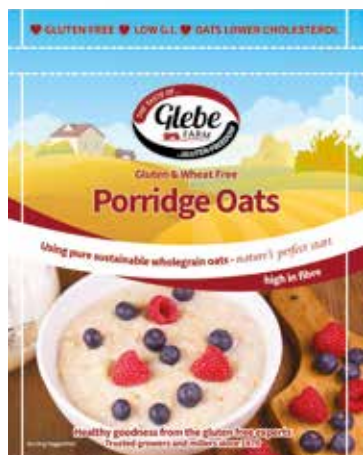
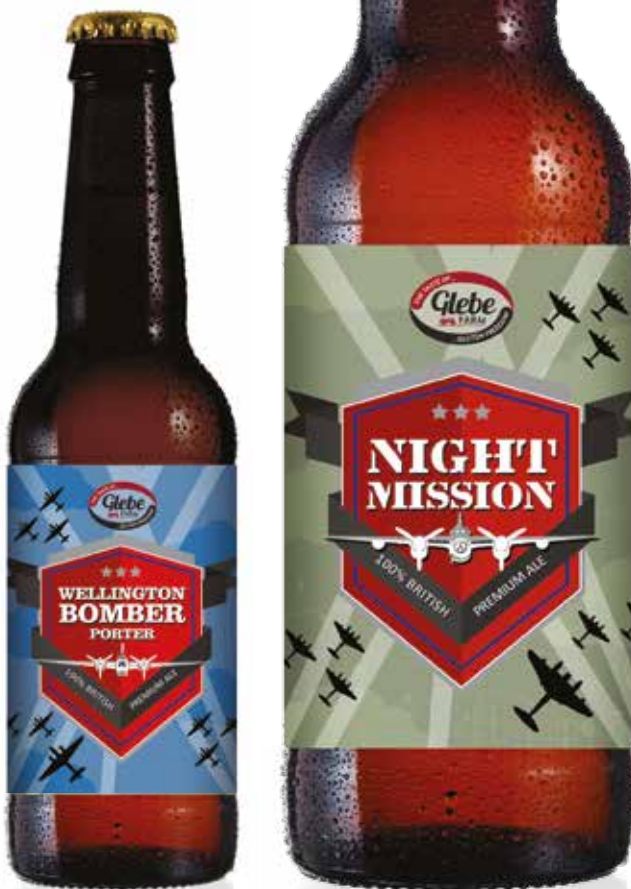
## Testimonial

FROM GLEBE FARM

Fine Design are a very professional company and are great to work with.

I worked closely with Matt who was creative, had good people skills, was very patient with me and did very quick turnarounds for alterations. I would recommend them to any future new clients.

**Rebecca Rayner**  
Glebe Farm Foods



## Brand Development



## New look for technology company

**A rebrand does not just involve changing a company's logo. It can, and should, involve a range of updates that, together, convey a fresh message and a positive impression of your company.**

When a company decides on a rebrand it should ask itself a number of key questions: why are we doing this? What problems do we think we need to solve? Has the business landscape changed in a way that is affecting our sales and growth? What is the ultimate goal of this rebrand – evolutionary (one step of a journey) or revolutionary (a complete change)? Does the solution we settle on have longevity or is it just a stopgap?

When St Neots-based technology company, CWL Systems, decided it was time for a rebrand, they approached us to redesign their logo. They felt their existing logo had grown tired and dated and no longer conveyed the fresh innovative impression they wished to present.

Our solution was to update the typeface, freshen the colours and introduce the strapline 'managing technology'.

And in keeping with the principles of rebranding, this new design was then followed through into their marketing literature and incorporated into their existing website.



# Simple Porridge

kick start your day

## A genuinely tasty innovation

When we were approached by Simple Porridge to design the packaging for their new microwaveable porridge in a pot, we were excited to be involved with a product that was genuinely innovative – a ready made, convenient, chilled porridge you just pop in the microwave.

With the size and shape of the bowl already designed, it was our job to come up with a label that united product and design into one visually appealing brand. Our solution was a fun typeface combined with graphics that suggest a healthy lifestyle – perfectly in keeping, we felt, with porridge's essential healthy qualities. A solution to appeal to young and old alike!

But what really makes Simple Porridge stand out from its rivals, is its taste. Unlike other 'ready-mix' sachet brands, where you have to add water or milk, Simple Porridge comes ready-prepared with its own bowl – no adding or mixing required

### you just heat it and eat it!

It also has that freshly-cooked flavour and texture you associate with traditional, hob-cooked porridge – certainly not the bland taste or cardboard texture often associated with mass-production.

Simple Porridge is real, authentic porridge, produced using a patented process that gives a long shelf life and we are proud to have been able to help to get it to the market place.



ready-prepared  
with its own bowl



what really makes Simple Porridge stand out from its rivals, is its taste

Nutritional Information				Energy			
Per 100g	Per 100g	Per 100g	Per 100g	kJ	g	g	g
Energy	1080	1080	1080	1080	4.5g	2.0g	14g
Protein	11.1	11.1	11.1	11%	6%	10%	10%
Carbohydrate	51.2	51.2	51.2	6%	10%	10%	10%
Fibre	1.1	1.1	1.1	10%	10%	10%	10%
Sugar	1.1	1.1	1.1	10%	10%	10%	10%
Salt	0.25g	0.25g	0.25g	4%			

# More than just a box



Ripe and Ready tray & labels for Greencell

**At its most fundamental level, packaging simply involves taking a product and putting it in a box or wrapping it in paper.**

Good packaging design, however, is so much more than this. It involves knowing the market, identifying with the customer, understanding the product and, most importantly, positioning the product in as effective a way as possible.

Your product may be the greatest innovation ever, 'the greatest thing since sliced bread', but without clearly branded packaging that conveys the right message and that creates awareness on the shelves for consumers, it stands every chance of failing to find a market.

Good packaging design is about being in touch with what consumers are doing, what's influencing them at any given moment and using that knowledge to start creating solutions.

It is about visual positioning, brand identity and, the cornerstone of effective package design, visual brand communication. It is vital that graphics and structure unite for fully realised packaging design.

## Testimonial

FROM GREENCELL

I was recommended to Fine Design by a colleague who had worked with them on a previous project - the 'Avozilla'.

From this I had great confidence in their ability to produce a quality design for a new product range for Greencell - 'Ripe & Ready'.

Again we have not been disappointed, the design team at Fine Design have been extremely professional, efficient and understanding to our requirements and between us we have developed a truly premium design for a premium product.

Highly recommended.

**Lenny Smith** / Greencell



gourmet grip seal bags for Orchard World

# Pulling in the crowds

> download our latest exhibition catalogue at [www.finedesign.co.uk](http://www.finedesign.co.uk)



**How do you get yourself noticed at an exhibition?** What can you do to ensure your product or service is going to stand out from all those competitors around you? Our Design Solutions Handbook entitled 'Display Your Brand' will provide most of the answers you need.

We can supply a whole range of banners to suit your needs and budget, from simple desktop size (A4/A3) to the 'Giant Mosquito' with a maximum size of 2m x 3m.

Of course, choosing the right type of display format is only one part of the solution. It is also important to get the graphics right. Here are some key points to remember:

- Choose visuals appropriate to the format – consider the proportions of your preferred graphics and images.
- Consider from what distance your display will be seen and read – try not to use small type on a 2m high banner that will require viewers to stand very close in order to read it!
- Keep text to a minimum – use strong photos and graphics to tell your story and have hand-outs available for customers or potential customers who require more information.

- Ensure your message is clear and relevant to the people the exhibition is aimed at.
- Have your graphics designed professionally to ensure they are not muddled or messy, and, just as importantly, to ensure the format of the artwork is suitable for the final size of the print.



800mm barracuda pull up banners for Agrii, Tozer Seeds and Anglian Water

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...making the  
pieces fit

