



# We create brands...



With more and more people relying on websites and social media to research products and services now is the time to **Think Smart!**

- Does your website need updating, rewording, or renewing? Can new customers find you?
- Which social media channels work best for you and are they working?
- When did you last look at your company logo? Does it need a refresh?
- Do you understand your target audience and how to reach them?

Your brand is your identity and your customer's perceptions are built on all the above whilst helping you stand out from your competitors.

If any of the questions above raise any doubt in your mind, then now is the perfect time to take action.

Fine Design were founded in 1991 and have spent the last 30 years helping businesses of all sizes grow.

Our team have the technical experience to design, build and maintain your website together with traditional complex artwork for packaging, exhibition stands or company brochures.

Working with our team will bring brand consistency to your online and offline marketing.

Although we work with our clients as a team, clients can communicate directly with the person working on their project either in the studio, on the phone or by a Zoom call. We endeavour to meet deadlines, be it a last-minute digital campaign, website update, a presentation for a meeting or graphics for an exhibition.

Whether you are a start-up business, well established or bringing a product to market we like to be seen as an extension to your in-house team.

The last two years have been a challenge for us all and finding ways of keeping ahead of the game is something we do best.

So why not give this challenge to us?

Start planning now and let's **Think Smart!**



# A re-brand for the digital age

The abbreviated 'W' icon can be used as an app shortcut, social media profile image, favicon, email footer and signage etc.

## When is the right time to rebrand?

This was the dilemma that Whiting & Partners faced for several years. With 11 offices across East Anglia the decision was never going to be easy, however when they did, they changed their name as well! Whiting & Partners became Whitings, a name many of their clients already used.

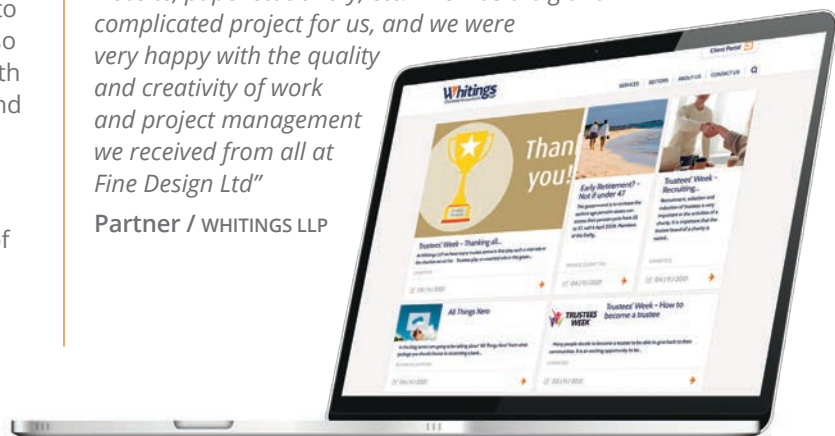
The journey began with a new logo, literature, and brand guidelines. We then incorporated the concept within the logos for other businesses within the group. With so many partners who had different opinions and ideas, the Fine Design team were able to work with the client to make difficult choices and achieve a result to be proud of. A new website followed and was built so they could populate the pages themselves, along with interior and outdoor signage to complete the rebrand and give the professional look they wanted.

At the start of October 2021, we launched the Whitings LLP website, updated the Whitings Wealth Management website and fitted signage across 10 of the offices. Online and printed stationery including email signatures were updated achieving brand consistency across the whole group.

### Testimonial

"We had not looked at our branding for 25 years, and what we used to describe as 'traditional' was now looking rather 'old fashioned' in this digital age. So, when we decided to change our legal structure and shorten our name, we asked Fine Design to also help us to update our branding. We wanted something that held onto our conservative traditional values, but which also gave an impression of being pro-active, modern and which could be displayed easily in abbreviated format on app shortcuts, favicon, e-mail footers, etc. We also wanted there to be a theme that our other 2 group companies could also follow. Fine Design did not disappoint. They came up with a shortlist of ideas, which we worked on before deciding on a preferred solution. This was then converted into a brand style guide, from which they then helped us roll out new office signage, a mobile friendly website, paper stationery, etc. This was a big and complicated project for us, and we were very happy with the quality and creativity of work and project management we received from all at Fine Design Ltd"

Partner / WHITINGS LLP





Brand guidelines



**THE CLIENT:**

Whitings are an accountancy practice based in the market towns of East Anglia, supporting individuals to start or purchase, run, grow, and exit their own SME business. They also help the owners behind these businesses, and other private clients, with their personal taxes and other aspects of their wealth creation and wealth protection.



# Evolve your brand...

People trust familiarity but love fresh and new

# Knowles



**Repeat business is about building relationships and working together with our clients to get results.**

Knowles are already an established and well-recognised brand dating back to 1932. We initially rebranded Knowles Transport back in 2013.

Although successful, in 2021, they came back to us looking to tweak some brand elements to work together across all forms of media. When a brand is already well recognised as Knowles is, it is always a challenge to know where to start, especially when employees and clients begin to question “why change?”

We worked with the client to put some completely new designs together and some with minor changes. We looked at font changes to the logo but came back to the original font in the end. We dropped the strap-line for a cleaner look and made subtle changes to the emblem. We also dropped the stripe on the trailers. The client wanted to do this when we initially rebranded them in 2013 but at the time felt it needed to stay to give some continuity from their old brand.

The rebrand was rolled out across the fleet, together with development for a new website emphasising recruitment. A monthly recruitment ad campaign looking for HGV, forklift truck drivers and warehouse operatives on social media was also created by the Fine Design team to increase the workforce needed to grow new business.



■ <https://www.knowlestransport.com>

WordPress website with an emphasis on recruitment.

### Testimonial

*'After deciding to tweak our branding, we explained our thinking to Fine Design, who quickly came up with some great ideas for achieving this. After working through these with them, we finalised the new branding, which Fine Design then aided us with displaying across the multitude of required formats. The feedback we have had from stakeholders has been fantastic, and we thank Fine Design for helping us to continue to evolve our brand.'*

Alex Knowles / MANAGING DIRECTOR



■ We took the white stripe off the trailers



■ Facebook advertising campaign to attract new HGV drivers



## Granary Studio & March Self Store Case Studies

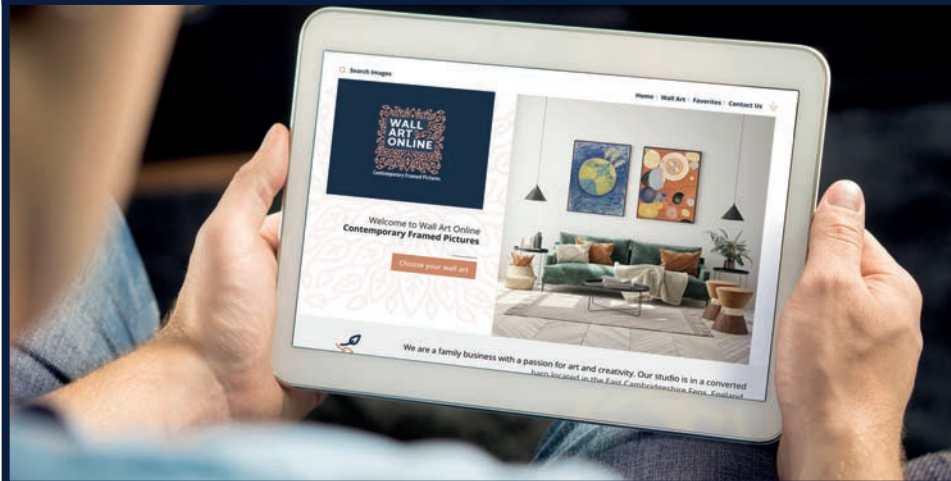
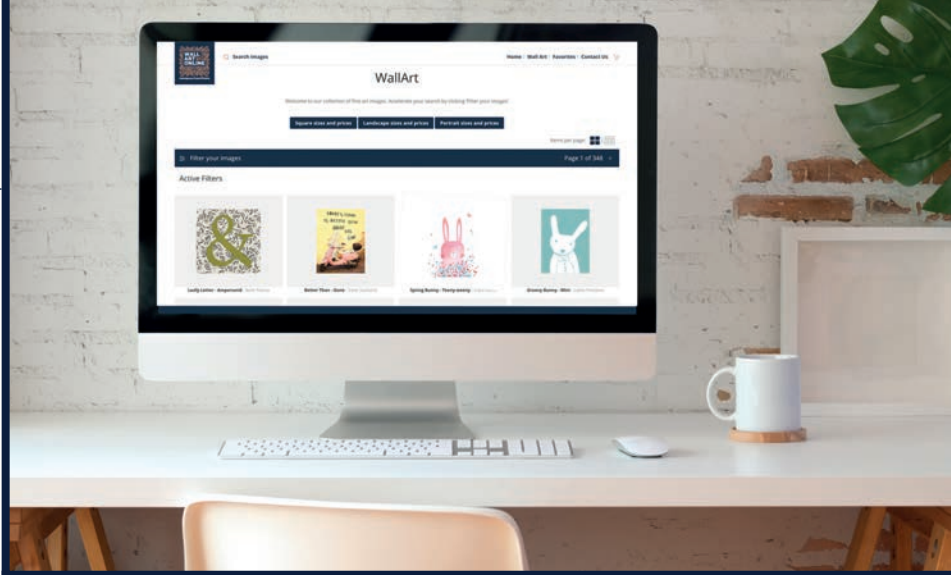
# Branding a passion

For art and creativity

# GRANARY STUDIO

**FRAME MY PHOTO**  
Personalized Framed Photos

**WALL ART ONLINE**  
Contemporary Framed Art



Starting up a new business is always a daunting task. There is so much to think about and knowing where and how to promote your business can be a minefield.

Granary Studios approached us for help with their new start up contemporary framed art online service aimed at the commercial market. In addition, an online "Frame My Photo" service aimed at the public. Both websites were to sit under the umbrella of Granary Studio.

Working with the client we created a complementary brand across the group, all with individual logos and colour changes to give them their own identity.

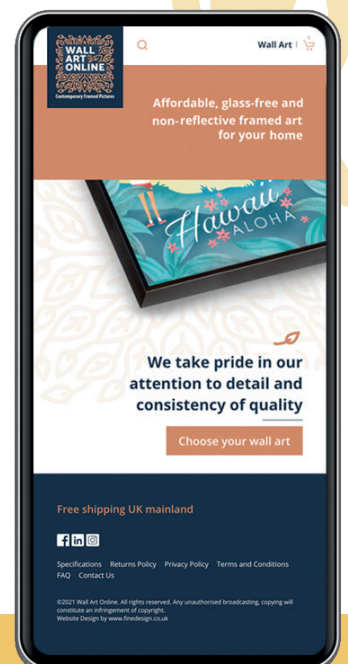
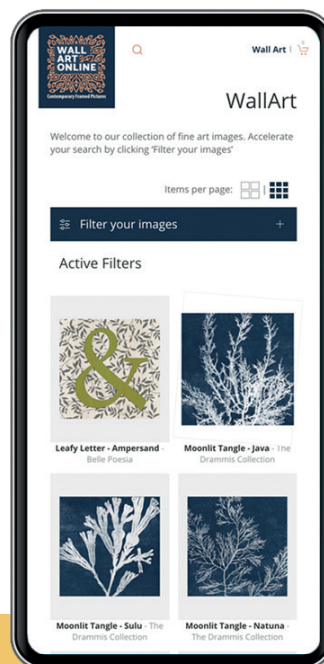
With an amazing choice of wall art available from "Rosentiel's of London" the website created for "Wall Art Online" targeted the commercial market for interior designers. Over 21,000 pieces of artwork are available for restaurants, hotels, and interior designers by famous artists such as Claude Monet and Pablo Picasso.

The "Frame My Photo" website allows the public to upload their own images and create their very own personalized piece of artwork for the desk or wall.

### Testimonial

*Our "trade local" policy took us straight to Fine Design. From introduction to delivery, this professional team have been a pleasure to work with.*

Owner / GRANARY STUDIO





# The solution to a **storage problem**

You can never assume your clients know everything you do. So how do you share your new services with your existing clients?

March Self Store are an established and fast-growing business who contacted us with the challenge of showcasing their new range of indoor storage facilities to both existing and new clients.

Working closely with them to understand their facilities we created a new website linking with a comprehensive booking system that allows customers (both personal and business) to get prices and book online making it a paperless system.

The website included a video created by our design team which comprises of still photography, graphics, and voice over. The work involved a script for the voice over and a choice of actor's voices to choose from. Once recorded this was edited into the video. In addition a series of sales adverts were designed for use on social media. They can be seen on their Facebook page.

March Self Store is a family-owned business, located close to the centre of March. For storage solutions you can book an outside container, inside room or order a PO Box all online.

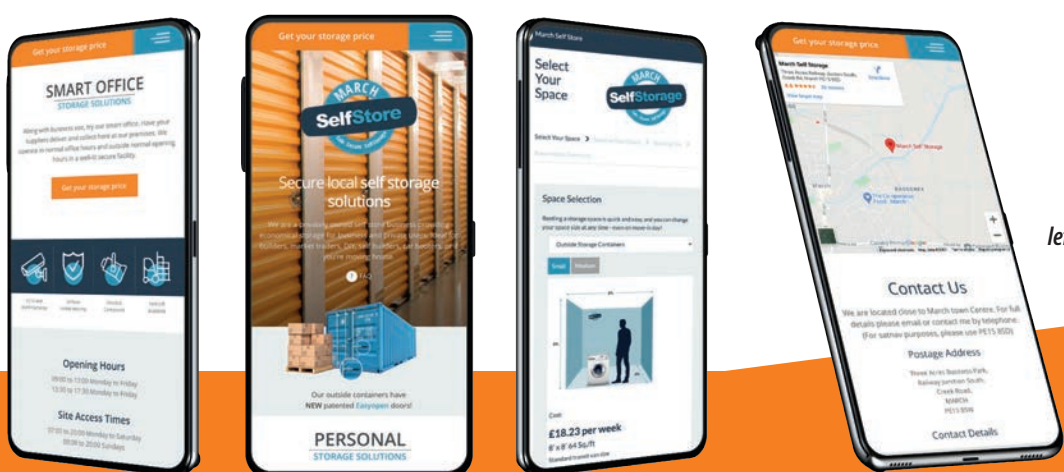
### Testimonial

*"Fine Design Ltd have managed our marketing needs for our different businesses for over 20 years. I have given them some stiff challenges as well from time to time, but they have always succeeded and guided me well. I have found them to be very approachable, imaginative, engaging, sincere, and reliable. Also, adaptable to our business changing needs".*

Owner / MARCH SELF STORE



above: creating adverts for social media sales campaigns



left: mobile friendly website linking to an online booking system

# It's not all about **websites** and **social media**



Our design team have a wealth of experience in exhibition stands and signage both internal and external.

When Greencell needed a window display for Whole Foods Market on Kensington High Street with a tight schedule, our design team pulled out all stops to make it happen.

Working with the client we fast tracked a design that was eye-catching with window decals to celebrate

World Avocados in Bloom month. The graphics were printed and installed on the ceiling, walls and floor to create a three-dimensional window display that stood out from the crowds on Kensington High Street.

*Our clients feedback on visiting the store was 'It looks amazing'*



**Our team is a mix of brand creators and coders.** We have the technical experience to design, build and maintain your website together with the ability to set up traditional complex artwork, whether it's for packaging, an exhibition stand or a company brochure. **Working with our team will bring brand consistency to your online and offline marketing.**

## Let us help your business with...

BRAND IDENTITY



WEBSITES



DIGITAL MEDIA



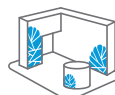
LITERATURE



PACKAGING



EXHIBITIONS



VEHICLE / SIGNAGE



PHOTOGRAPHY



# finedesign

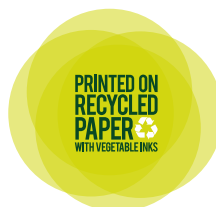
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...making the pieces fit



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