

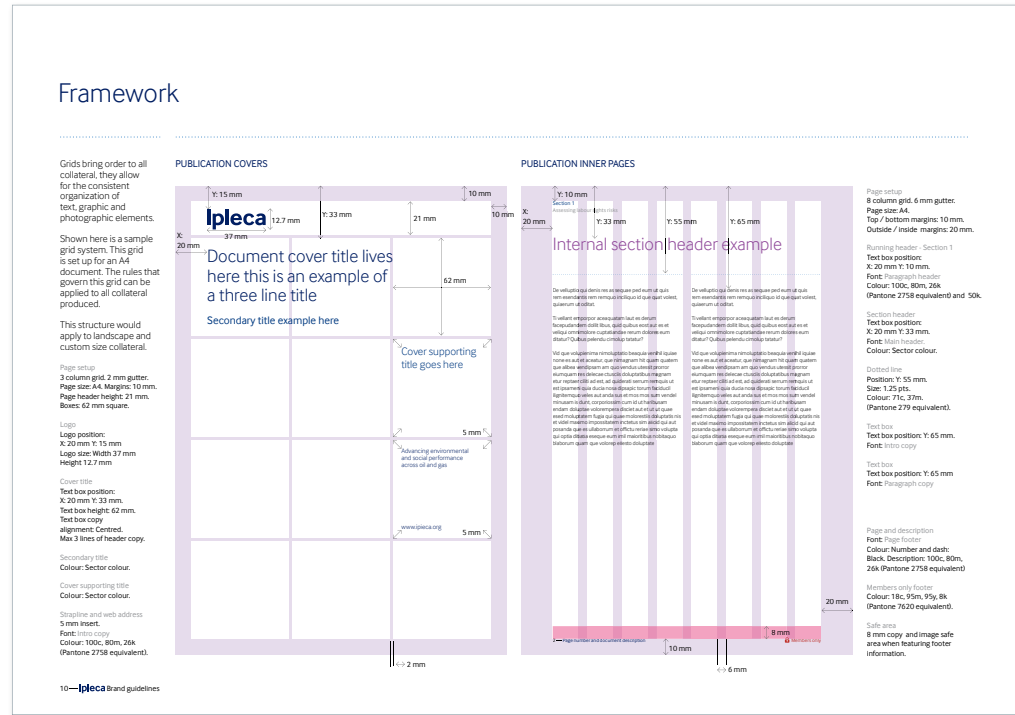


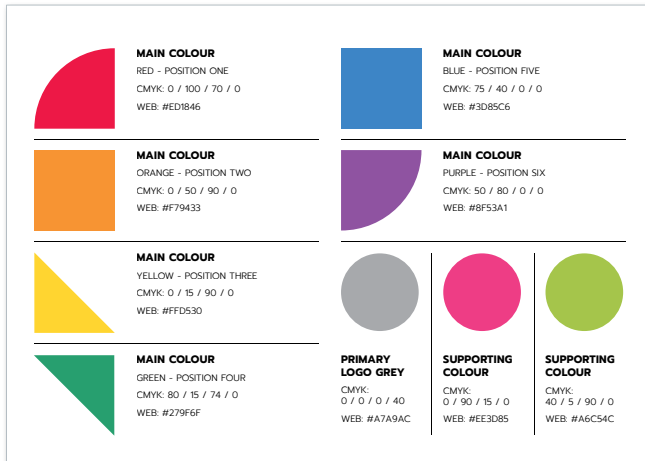
# BRANDING DEVELOPMENT





IPIECA logo redesign. Brand development.  
 Branding guidelines booklet redesign and development.  
 Page framework, grids, element positioning and templates.  
 Detailed style sheets and use of typography.  
 Colour palette and use of photography.  
 PowerPoint and word templates.  
 Internal materials and stationary.





### LGBT Lawyers - Branding

Representing the LGBT+ community and breaking away from stereotypes. Demonstrated in choice of photography and tone of voice.

Gender, identity, orientation, age and ethnicity is represented in the logo icon by different shapes and colours joining as one community.

The strapline: "Our History - Your Future" instils confidence, understanding and approachability for the customer.



### Realise Counselling - Branding

The aim was to avoid stereotype images and icons typically used for wellbeing organisations. The brand is bright, clean and timeless.

The choice of colour is very important. Orange represents positivity, energy and warmth. Mint encourages calm, peace and relaxation, giving the client a sense of safety and security.

The eye icon is about discovery, looking within - the portal to the soul.

The use of photography shows powerful real life environments that are modern and inspiring.



#### PRIMARY LOGO



#### SUPPORTING LOGO 2



#### SUPPORTING LOGO 3



#### B&W LOGO



#### ICON



#### PRIMARY COLOURS

##### MINT

Pantone: 7467 C  
C:100 M:10 Y:35 K:0  
R:0 G:158 B:172  
#009eac

##### GOLD

Pantone: 1235 C  
C:0 M:33 Y:95 K:0  
R:252 G:179 B:151  
#fcb325

##### ORANGE

Pantone: 1375 C  
C:0 M:45 Y:96 K:0  
R:249 G:157 B:37  
#f99d25

##### GREY

C:0 M:0 Y:0 K:50  
R:147 G:149 B:152  
#939598

#### PRINT FONTS

##### *Petit Formal Script*

Logo 'realise'. Lower case. Mint.

##### Poppins Extra Light

Logo 'counselling'. Upper case. Grey.

##### Poppins Extra Light

Body copy. Sentence case. Black.

##### Poppins Regular

Headers. Upper case. Grey.

Above and below rules Green, 0.5 pts.



Turner Community Project  
#GOjoinourclub Branding. A modern representation of the dated 'Youth Club'.  
'GO' can relate to all ages groups and remains timeless.  
Adaptable to different activities and media.  
Colour coded from different activities.  
Versatile. A positive call to action.  
Bright, visually engaging and fun.  
Uses on-trend photography and illustrations.  
Simple and easy to understand.



Turner Community Project - #GOjoinourclub  
Event posters and flyers.  
Social media icons, banners and posts.





## Brighton Marina - Brand Development

Logos, icons, street signage, leaflets and all other materials.

Comprehensive branding booklet featuring all brand elements and signage design, size and location.



### SIGNAGE & BRANDING COLOURS & AREAS

COLOUR	CMYK	RGB	HEX	MARINA AREA	SERVICE	WEB SECTION
DARK BLUE	C: 100 / M: 72 / Y: 0 / K: 37	R: 20 / G: 64 / B: 103	#1e407e	UPPER LEVEL & BOARDWALK	NA	HOME INFORMATION
LIGHT BLUE	CMYK: C: 83 / M: 0 / Y: 21 / K: 0	RGB: R: 0 / G: 181 / B: 204	#00b5cc	LOWER LEVEL & MERMAID WALK	NA	FOOD & DRINK LINKS
PURPLE	CMYK: C: 58 / M: 90 / Y: 0 / K: 0	RGB: R: 111 / G: 50 / B: 100	#6e339e	PARK SQUARE	ACTIVITIES	ACTIVITIES
RED	CMYK: C: 8 / M: 97 / Y: 100 / K: 1	RGB: R: 219 / G: 43 / B: 38	#db2b26	MARINA SQUARE	SHOPPING	SHOP
GREEN	CMYK: C: 95 / M: 0 / Y: 100 / K: 0	RGB: R: 0 / G: 168 / B: 79	#00a84f	SUPERSTORE	ASDA	FIND US
ORANGE	CMYK: C: 0 / M: 44 / Y: 90 / K: 0	RGB: R: 249 / G: 159 / B: 52	#f9a834	MARINA AREA	PRESUMABLE MARINAS & WATER SERVICES	WATER
PINK	CMYK: C: 0 / M: 60 / Y: 0 / K: 0	RGB: R: 252 / G: 135 / B: 183	#e9b7d7	NA	PONTOONS	NA
RR PINK	CMYK: C: 0 / M: 100 / Y: 0 / K: 0	RGB: R: 254 / G: 0 / B: 0	#ff0000	NA	NA	WHAT'S ON
RR RED	CMYK: C: 20 / M: 100 / Y: 65 / K: 15	RGB: R: 174 / G: 27 / B: 68	#ae1b44	NA	NA	OFFERS
MARKET BLUE	CMYK: C: 100 / M: 20 / Y: 0 / K: 0	RGB: R: 26 / G: 148 / B: 211	#1a995d	MARINA AREA	MARKETS	NA
LIGHT BROWN	CMYK: C: 0 / M: 25 / Y: 50 / K: 15	RGB: R: 219 / G: 172 / B: 120	#d9ac78	MARINA AREA	RESIDENTIAL	NA
BROWN	CMYK: C: 60 / M: 100 / Y: 100 / K: 0	RGB: R: 151 / G: 48 / B: 53	#963135	NA	HOTEL	STAY
BLACK	CMYK: C: 0 / M: 0 / Y: 0 / K: 100	RGB: R: 0 / G: 0 / B: 0	#000000	NA	MARINA OFFICES	NEWS

### SIGNAGE & BRANDING FONTS & USAGE

**HELVETICA BOLD**  
 USAGE:  
 MAIN HEADINGS & TITLES - UPPER CASE  
 SUB HEADERS - Title Case  
 WEBSITE - lower case  
 LIST OF SERVICES - Title Case

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz**

**HELVETICA REGULAR**  
 USAGE:  
 BODY COPY - Sentence case  
 SUB HEADERS - UPPER CASE

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz**

### SIGNAGE & BRANDING SYMBOLS

CHANGE COLOUR TO AREA

SUPERMARKET: ASDA	CARWASH: ASDA	CASHPOINT: ASDA MARINA SQUARE	RECYCLING: ASDA	PARKING: ASDA PARK SQUARE
CASINO: PARK SQUARE	BOWLING: PARK SQUARE	GYM: PARK SQUARE	CINEMA: PARK SQUARE	INFORMATION: MERMAID WALK
FISHING: MERMAID WALK	DIVING: MERMAID WALK	SAILING / BOATS: MERMAID WALK BOARDWALK MARINA SQUARE	HOTEL: MARINA SQUARE BOARDWALK	SHOPPING: MARINA SQUARE MERMAID WALK

EAT & DRINK: MERMAID WALK BOARDWALK MARINA SQUARE PARK SQUARE	BUS: PARK SQUARE	DELIVERIES: VARIOUS	DISABLED ACCESS: VARIOUS	DISABLED WC: MERMAID WALK BOARDWALK
WC: BOARDWALK	WC WOMAN: BOARDWALK	WC MAN: BOARDWALK	BABY CHANGING: MERMAID WALK	MERCANTILE: MERMAID WALK BOARDWALK MARINA SQUARE OCTAGON OFFICES CENTRE OFFICE FIDELITY EAST JETTY EAST BREAKWATER WEST BREAKWATER WEST CLAY PORTHOLE MARINA TRADING CENTRE
LIFT DOWN: BOARDWALK	LIFT UP: MERMAID WALK	STAIRS UP: MERMAID WALK	STAIRS DOWN: BOARDWALK	

Brighton Marina - Signage

Large format printing. Shop fronts, MSCP banners and sails.



11+ YEARS  
Client  
Commitment





Your Clean Space

Branding, logo design and image usage.

A professional upmarket image to aim for top clients in hotels and business while remaining attractive to home owners.

LOGOS SUPPLIED & USAGE

Main Logo Long / Supporting Logo Square

Print (jpg & psd)

- YCS\_Long\_Print.jpg
- YCS\_Long\_Print\_90%.png
- YCS\_Square\_Print.jpg
- YCS\_Square\_Print\_90%.png

Digital (jpg & png)

- YCS\_Long\_Digital.jpg
- YCS\_Long\_Digital\_90%.png
- YCS\_Square\_Digital.jpg
- YCS\_Square\_Digital\_90%.png

Screen Print / Stitch (pdf)

- Black border & copy to be produced as white ink / thread on blue background / material.
- YCS\_Long\_Screen/Stitch.pdf
  - YCS\_Square\_Screen/Stitch.pdf

Editable / Spot Colour (ai & pdf)

- YCS\_Long.ai
- YCS\_Long.pdf
- YCS\_Square.ai
- YCS\_Square.pdf

100% Background

For use on primary materials (jpg)

- YCS\_Long\_Print.jpg
- YCS\_Square\_Print.jpg
- YCS\_Long\_Digital.jpg
- YCS\_Square\_Digital.jpg

90% Background

For use as overlay on photographic backgrounds (psd & png).

- YCS\_Long\_Print\_90%.psd
- YCS\_Square\_Print\_90%.psd
- YCS\_Long\_Digital\_90%.png
- YCS\_Square\_Digital\_90%.png



Main Logo Long



Supporting Logo Square



Screen Print / Stitch

COLOURS & FONTS

Primary Colour - Blue

PANTONE 280 C

Digital - RGB:

# 222d65

35 / 45 / 101

Print - CMYK:

100 / 93 / 28 / 24



Secondary Colour - Orange

PANTONE 1645C

Digital - RGB:

# f36c3d

243 / 108 / 61

Print - CMYK:

0 / 72 / 82 / 0



MAIN FONT: BONA NOVA

Bold Caps

Regular Title Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

SUPPORTING FONT: CATAMARAN

Regular Sentence Case

Bold Sentence Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

abcdefghijklmnopqrstuvwxyz 0123456789

LOGOS SUPPLIED & USAGE - IMAGES

Main Logo Long / Supporting Logo Square

90% Background

For use as overlay on photographic backgrounds (psd & png).

- YCS\_Long\_Print\_90%.psd
- YCS\_Square\_Print\_90%.psd

- YCS\_Long\_Digital\_90%.png
- YCS\_Square\_Digital\_90%.png



Stephanie fully understood my initial brief and used her wealth of knowledge and experience to deliver a great logo and brand identity. She went on to design everything else we needed to budget and deadlines, which helped us win 2nd prize for our stand design at Brighton Expo.

Richard Holder. CEO, Smart Six



Main logo Primary Usage, Alternative Solid As Required, Icon Social Media, Shape Design Element

Brand Colours, Logo Fonts, Copy Fonts, Header Example, Sub-header Example



## Office Switch

Business concept and development. Bringing together an electrician, IT expert and removals company into one service offering office relocation and setup.

Branding. The use of orange and grey portrays energy and sophistication giving the brand a bright, modern and professional image. Design of logo and social media icon. Photography style created with grey overlay and individual elements highlighted in orange to support the brand.

Branding guidelines booklet. Primary colours: Pantone, CMYK and RGB. Typography and style sheets. Use of logos and photography.



### Brand colours



#### Primary: Yellow

Pantone: 130C  
CMYK: 0 / 38 / 100 / 0  
RGB: 248 / 170 / 0  
#f8aa00

#### Grey: 60% black

**Multiply side tabs**  
CMYK: 0 / 0 / 0 / 60  
RGB: 135 / 135 / 135  
#000000

#### Dark silver:

**Multiply over photography**  
CMYK: 20 / 0 / 0 / 60  
RGB: 100 / 120 / 131  
#647883

### Fonts - sentence case

In copy name of company always to feature as:  
**officeSWITCHuk**

#### Times New Roman - Bold

##### A: Headers - Bold

Yellow on white background.  
White on yellow background.  
White 85% opacity on photos.

##### A: Sub headers - Bold

Yellow on white background.  
White on yellow background.

**Aa Aa Aa Aa Aa**

A B C D E

#### Time New Roman

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz 123456789!@£\$%^&\*()**

#### Lato Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz 123456789!@£\$%^&\*()**

### Main logo

#### Primary usage

A: Solid white on yellow background.

B: Design usage white 90% opacity. Background yellow multiply over black and white image at 50% opacity

#### Secondary usage

C: Solid yellow on white background.



A



B



C

### Social Media icon

#### Primary usage

D: Solid yellow on white background.



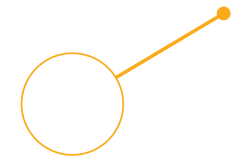
D

### Shape

#### Additional design element

##### Various sizes and positions

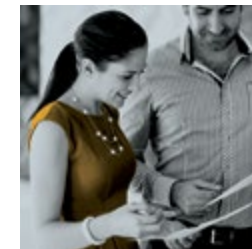
White over photos and yellow background,  
15 - 20% opacity.  
Yellow on white backgrounds, 10 - 20% opacity.



### Photograph

#### Sections - introduction pages

Black and white photo.  
Dark silver, multiply 30% opacity.  
Brand yellow multiply 100% highlighted section.



### Logo 90%

#### Cover page - landing page

Black and white photo 50%.  
Brand yellow multiply 100%.  
White logo 90%.



## Office Switch

Square brochure created for print, online download and email marketing

Full page photography using modern, professional yet friendly images to attract forward thinking companies with a large staff pool that would need large office space and assistance with relocation and set-up.



hello@officeswitch.uk | www.officeswitch.uk | 01273 319313 | #officeswitchuk

# Productive environment

**Create a productive working environment**

The layout of offices and workstations can have a significant impact on productivity. Often all it takes is a few simple changes to boost morale and improve all areas of your business. We'll ensure that your working environment is organised, comfortable and makes the best use of space so your team can be as productive and happy as possible.

**Relocate your workforce**

It's essential for your business that relocations are smooth and seamless. Our project management skills and logical, strategic approach means we'll provide everyone with clear timelines and clear communication throughout. Every move is based on a thorough understanding of how each business works, and we promise your equipment, files and documents will reach your new premises in exactly the same state they left.

**Efficient work spaces**

Cables, cables everywhere! Cables are a necessity that we still require to make most spaces work. What can sound like a simple plug in a new device or disconnect an old one can become one of the most inefficient use of your time, we try to simplify this by labelling and efficient cable management where possible. Starting your new space of on the right foot.

4

hello@officeswitch.uk | www.officeswitch.uk | 01273 319313 | #officeswitchuk

# Satisfied customers

## What our clients say

**RDF Group - Making it happen in the tightest of time-frames**

"OfficeSWITCHuk's team managed the move of all our business's IT estate (desktops, printers, servers and telephone) over the course of one single weekend. They had no prior knowledge of our systems or infrastructure, but designed and configured our new server room, and put in place detailed plans for the move which were agreed with the business stakeholders. The move itself was meticulously co-ordinated, and the scheduled downtime was minimal. Everything was up and running again within half a day of completion. The team was friendly, helpful, and professional throughout, and I would recommend them to provide a very safe, trusted service."

Sharon Coo, Group Head of Delivery, RDF Group

**Pembroke Financial Services - Total support from start to finish**

"Pembroke relies heavily on telecoms and technology. We had been using Tom and his team for IT support since May 2011. Eventually we out grew our offices in Hove and made the move to Shoreham. We were ready to sit down at our desks and function as a company immediately, which was impressive. They were involved in the planning process as soon as our new 'home' was secured. In what might have been a testing time in terms of broadband supply, VOIP, servers malfunctioning, office design, alarm systems, electrical systems and supply of new 'kit', the team saw us through without drama and were always available and willing to work out of hours to make things happen."

Keith Wolf, Managing Director, Pembroke Financial Services Ltd

**Harney & Wells Solicitors - Working flexibly to accommodate inevitable changes**

"A very helpful team when we moved offices. They moved our computers and server, and, as well as installing the cabling and all the associated equipment, they also helped us with moving furniture etc. Our move went more smoothly than we hoped, due to their calm unflappable approach."

Carol Harney, Partner, Harney & Wells Solicitors

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# WEBSITES INTERACTIVE

## 3spirituk.com

3Spirit website installation, template updates, content design and management, plugin setup and activation, image selection and editing, social media links, news feeds and embedded videos.

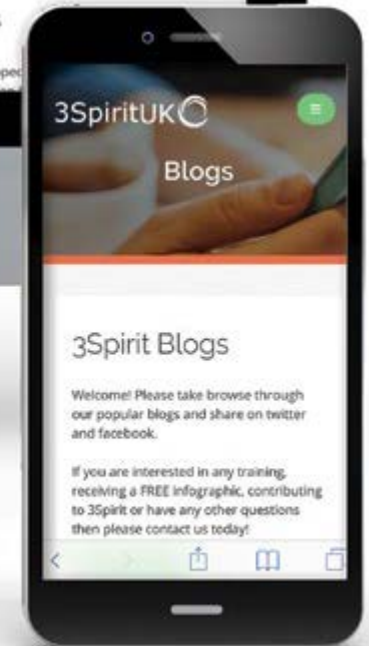
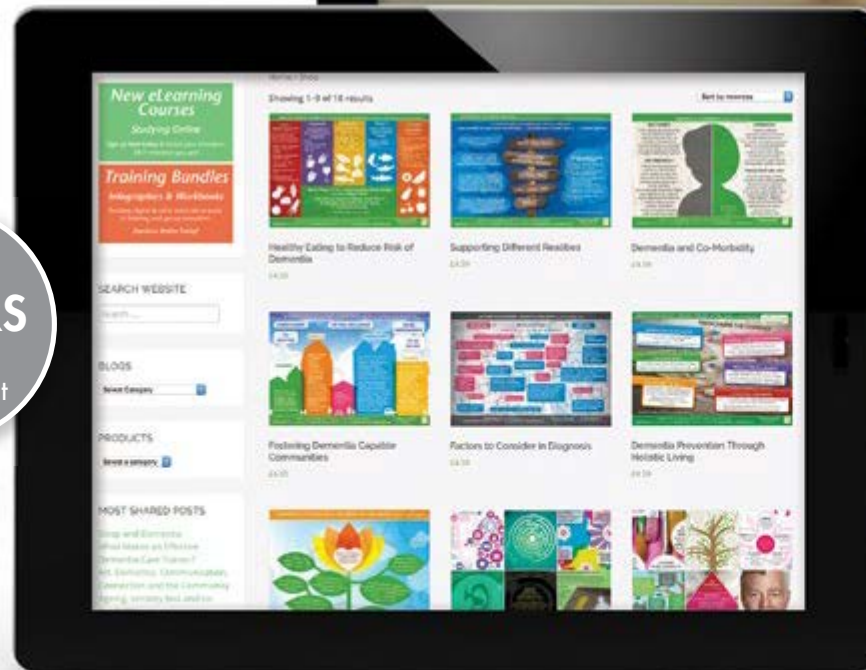
Multiple page CMS website easy to hand over to client after design and setup completed.

Shop.

Infusionsoft integration.

Automatic blog sectioning.

Responsive.





[www.tomfoolerycoffeecompany.co.uk](http://www.tomfoolerycoffeecompany.co.uk)

New website to reflect the business ethos of community, fun, exciting, locally sourced with high quality products. Dog and child friendly.

Hosting and domain transfer.

Instagram, Facebook and website news feed connection.

Email and traffic booster setup.

Video and sound editing.

Copywriting. Photography.



[www.realisecounselling.co.uk](http://www.realisecounselling.co.uk)

New website build with Goggle business and Facebook setup.

Hosting, domain, email and traffic booster setup.

Branding; logo design, tone of voice and photographic style.

Client support with marketing advice and tutorials.



Absolutely brilliant!  
Incredibly professional,  
dedicated and supportive  
throughout the whole  
process of designing and  
building my website.  
I could not be happier  
with the end result. ””

Daniel Fahmy - Warner,  
Realise Counselling





Stephanie has been very helpful with us who know little regarding websites and social media workings, in fact she is the first person that has really helped us out and not left us stranded. So well recommended. 🙌🙌

Claire Newman, Owner, Swan Press Ltd

#### Swan Press Ltd

A new modern, vibrant and easy to use website created from a drab, over complicated, text and clickable heavy site.

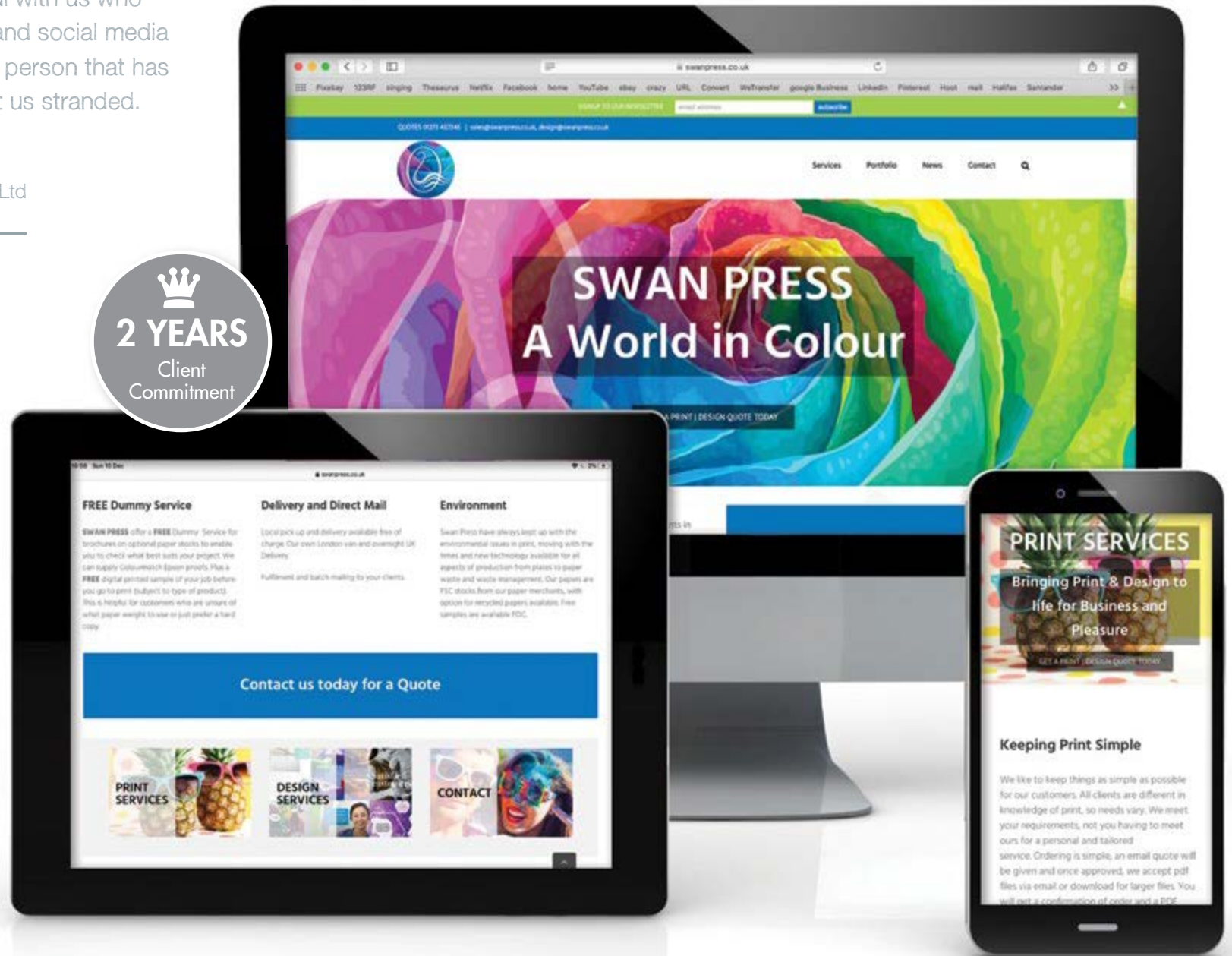
Developed brand to be bright, colourful and energetic.

Adding fun, vibrant photos, creating and editing copy.

Transferred and setup hosting, domain, email and traffic booster. Saving 75% on fees.

Connected and updated all social media platforms making the brand consistent.

Introduced #SwanPressLtd and scheduled a social media marketing campaign across all Facebook, Twitter, LinkedIn and Google Business.





**PRINT PROCESS AND REQUIREMENTS**

**KEEPING IT SIMPLE**  
We like to keep things as simple as possible for our customers. All clients are different in knowledge of print, so needs vary. We meet your requirements, not you having to meet ours for a personal and tailored service.

Ordering is simple, an email quote will be given and once approved, we accept pdf files via email or download for larger files. You will get a confirmation of order and a PDF Proof for approval prior to printing for your delivery date.

**FREE DUMMY SERVICE**  
We offer a FREE DUMMY SERVICE for brochures on optional paper stocks to enable you to check what best suits your project. We can supply Coloursmatch Epson proofs. Plus a FREE digital printed sample of your job before you go to print (subject to type of product). This is helpful for customers who are unsure of what paper weight to use or just prefer a hard copy.

**SUPPLYING PRINT READY ARTWORK**  
Below are the requirements for creating high-quality print ready files. Please ensure your artwork fulfils these criteria. If you have any questions please contact us:

**PDF OUTPUT**  
Please save or export artwork as a PDF. Adobe Acrobat is the industry standard for PDFs. We do accept Word, Publisher and Powerpoint documents, but these may incur a Mac time costs to produce a press ready print file.

**COLOURS**  
4 colour CMYK. Black only. Spot Colours. Separates.

**FORMATS**  
Embedded in PDF.

**IMAGE RESOLUTION**  
Print standard minimum resolution of 300dpi.

**BLEED**  
3mm bleed.

*The quality of finishing and colour is superb, the design really comes alive in full-size, high-quality, bound print. Staff will now be armed with something new and beautiful.*

**IN-HOUSE FINISHING**  
Folding  
Saddle stitching  
Perfect binding  
Wire binding  
Lamination  
Spot UV  
Die making and die cutting  
Folding  
Embossing  
Hand finishing

**ENVIRONMENT**  
SWAN PRESS have always kept up with the environmental issues in print, moving with the times and new technology available for all aspects of production from plates to paper waste and waste management. Our papers are FSC stocks, from our paper merchants, with option for recycled papers available. Free samples are available FOC.

**QUOTES** 01273 467346 | sales@swanpress.co.uk | design@swanpress.co.uk

Swan Press Ltd

Brand development from a drab, outdated image to a bright, colourful and energetic design reflecting the quality of print available. Added an all-in-one service of print and design to expand their business for new and existing clients. Made brand consistent and recognisable with an A5 landscape booklet for print and digital download, updated all internal stationery and made a database of existing clients and scheduled regular email newsletters.



**SWAN PRESS A WORLD IN COLOUR**  
ALL-IN-ONE PRINT & GRAPHIC DESIGN FOR BUSINESS & PLEASURE

**PRINT & GRAPHIC DESIGN**  
01273 467346  
sales@swanpress.co.uk  
design@swanpress.co.uk  
www.swanpress.co.uk  
#SwanPressLtd

Swan Press Ltd, Unit 5A, Dolphin Way, Shoreham-by-Sea, BN43 6NZ

**WITH COMPLIMENTS**

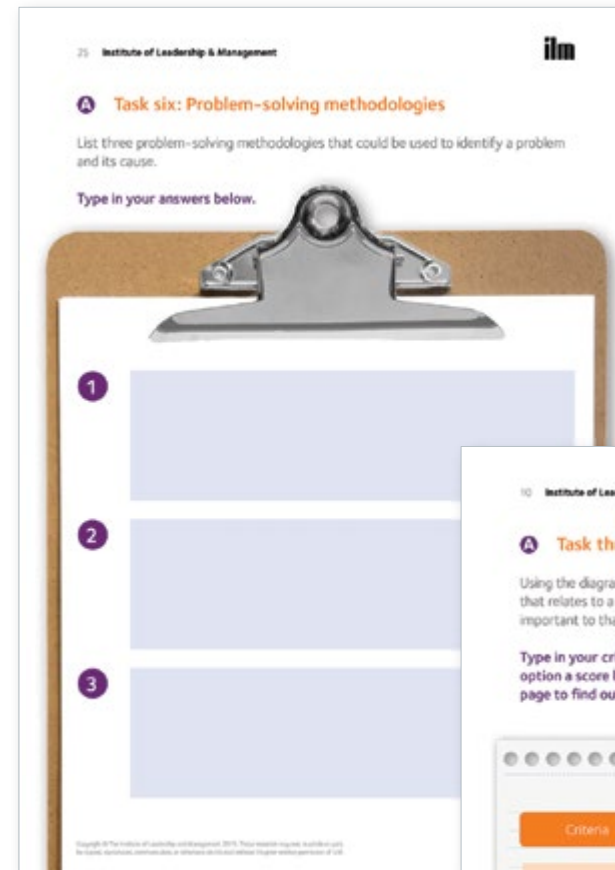
**SWAN PRESS A WORLD IN COLOUR**  
ALL-IN-ONE PRINT & GRAPHIC DESIGN FOR BUSINESS & PLEASURE  
01273 467346 | sales@swanpress.co.uk | design@swanpress.co.uk | www.swanpress.co.uk | #SwanPressLtd

Swan Press Ltd, Unit 5A, Dolphin Way, Shoreham-by-Sea, BN43 6NZ

ILM

HR Interactive pdfs with rollovers, reveals, text inputs, active tabbing activation and touch screen.

Emailable and compatible with all android and IOS devices.



Interactive pdf training manuals with multi-functions on one page, utilising space for increased content. Rollovers, reveals, text input, active tabbing and touch screen.

Suitable for digital download and email.

Roll over the icons to find out why visual aids can be useful.



Roll over numbered circles to reveal text.

- 1 Establish your key message(s)
- 2 Support your key message(s)
- 3 Structure your presentation in three sections:
  - S1 Section one: Introduction
  - S2 Section two: Main body
  - S3 Section three: Conclusion
- 4 Prepare any visual aids

The beginning of your presentation is very important

Engage your audience and gain their attention by outlining the most important/interesting point(s)

Give your audience a good reason to hear what you have to say

Finally, summarise the purpose of your presentation



PUBLISHING

IPECA

Creating internal and external publications for print and digital download.

Creating data illustrations.

Sourcing images.

Adhering to strict brand guidelines.





BP - HR Document to Support e-Learning Portal

One document for print and digital download. Compressing photography, creating vector illustrations and compressing document to reduce file size while retaining quality.

Strict brand guidelines to adhere to.

**Prescription drug coverage**

	Health Savings	Cherry Point HealthPlus	Cherry Point Standard
Plan year deductible	Prescription drug and medical deductible are integrated	No deductible	\$100 (family) \$50 (individual)
PGA approved network distribution	100% for in-network, 80% out-of-network		

**Retail pharmacy network (up to a 30-day supply)\***

	Health Savings	Cherry Point HealthPlus	Cherry Point Standard
Coverage	Deductible, then 80% coinsurance / 70% coinsurance for generic prescriptions	\$0 coinsure	\$0 coinsure
Brand name / generic	Deductible, then 80% coinsure	\$0 coinsure	80% (80% maximum / 70% maximum)
Brand name / brand equivalent	Deductible, then 80% coinsure	\$0 coinsure	80% (80% maximum / 70% maximum)

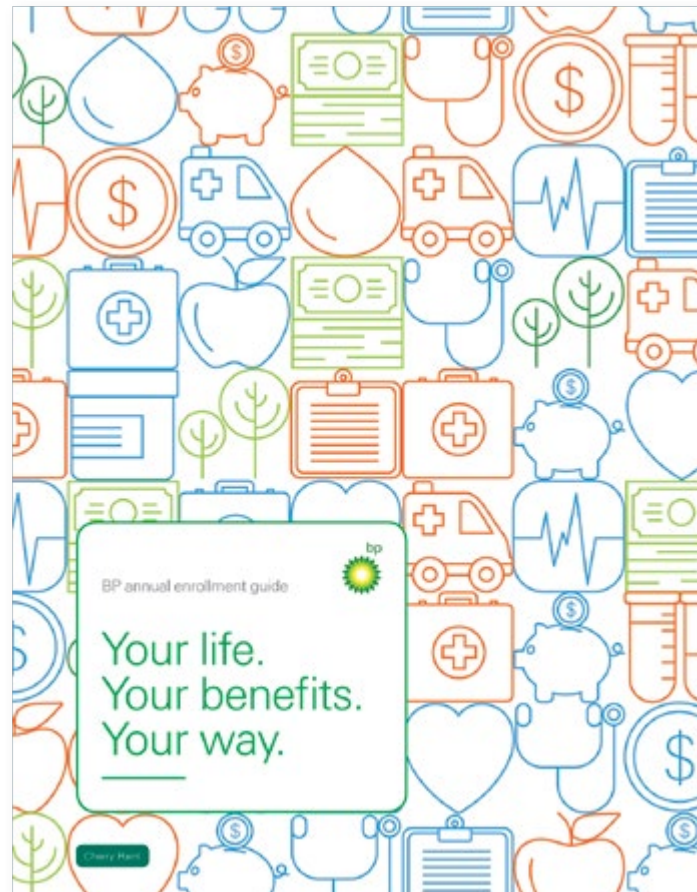
**Home delivery program (up to a 30-day supply)**

	Health Savings	Cherry Point HealthPlus	Cherry Point Standard
Coverage	Deductible, then 80% coinsurance / 70% coinsurance for generic prescriptions	\$10 coinsure	\$10 coinsure
Brand name / generic	Deductible, then 80% coinsure	\$0 coinsure	80% (80% maximum / 70% maximum)
Brand name / brand equivalent	Deductible, then 80% coinsure	\$10 coinsure	80% (80% maximum / 70% maximum)

**Need help navigating your health benefits?**

The Atina Concierge service is a great tool to help you navigate the complex health care system. Call 1-866-436-2600 for help with any of the following:

- Find doctors / cost-effective providers, and even make appointments
- Find out if a specific service is covered under your plan
- Determine the right specialist for your needs



**2 Available throughout the year**

Although you can update your coverage for the following benefits at any time of the year, annual enrollment is a great time to review your needs for:

- BP savings plans
- Group Universal Life (GUL) insurance
- optional Long-Term Disability (LTD) (80% or 60% buy-up)
- group auto and home insurance
- child care tuition discounts
- pet insurance through Nationwide Pet Insurance (formerly called Veterinary Pet Insurance or VPI), which insures your pets at a discounted rate for reimbursement of fees for veterinary services such as surgeries, diagnostic tests, hospitalization, prescriptions, vaccinations, and more
- back-up care advantage programs, which provide in-home and center-based back-up care for children and adults
- college coach

**3 Automatically provided benefits**

BP provides these benefits automatically at no additional cost to you:

- BP pension and savings plans
- basic life and accidental death and dismemberment insurance
- Short-Term Disability (STD)
- basic Long-Term Disability (LTD)
- occupational accident death insurance
- Employee Assistance Program (EAP)

**Beneficiaries reminder**

One thing happens. That's the one thing in life we can't control. That's why it's so important to review your beneficiary designations at least once a year—and what better time than annual enrollment?

All too often, failure to update account beneficiaries leads to unnecessary delays, taxes, or legal battles for those you intend to protect. Eventually someone gets your money, but it may not be the people you would have chosen.

If you haven't done so lately, take a few moments to review and update your beneficiaries. It's a quick and painless process that can make all the difference to your family's future welfare.

airmauritiUSDutyfree.com

50<sup>th</sup> AIR MAURITIUS

# Island Boutique

Duty free shop | Boutique hors taxes | 免税商店 SUMMER | ÉTÉ | 夏天 2017

**14+ YEARS**  
Client  
Commitment

# 37

men's fragrances  
parfums pour hommes  
男用香水

Small Hugo Boss the Scent

WAGO 2016... (text in multiple languages)

Hugo Boss Ambassador Men's Watch

Watch by WAGO with a sporty movement and a stainless steel case. The dial, with its black dial, is a subtle contrast to the black leather strap. The watch is a perfect choice for the modern man who values both style and functionality.

Tommy Hilgner Casual Sport Watch

This sporty watch is a perfect choice for the modern man who values both style and functionality. The watch is a perfect choice for the modern man who values both style and functionality.

Tommy Hilgner Sophisticated Sport Watch

Tommy Hilgner presents a watch that is both sophisticated and sporty. The watch is a perfect choice for the modern man who values both style and functionality.

**GOLD WINNER**  
**HERMES**  
CREATIVE AWARDS  
Trilingual In-flight  
Retail Catalogue

Jean Paul Gaultier Scandal

Scandal is a new kind of fragrance for women. The design was inspired by the figure of a woman in a black dress. The bottle is a perfect choice for the modern woman who values both style and functionality.

Air Mauritius -  
Inflight Magazine  
Redesign incorporating  
three languages.  
Gold winner at Hermes  
Creative Awards 2018.



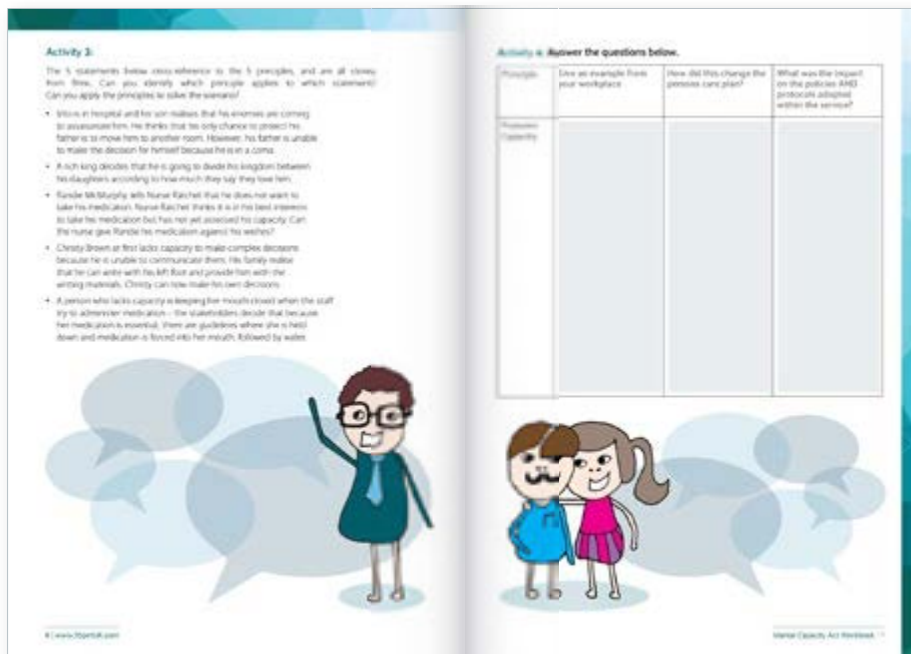
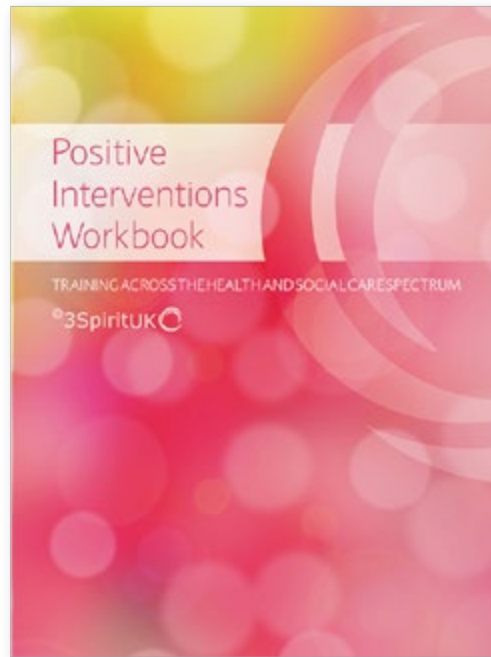


DV8 - Youth Education  
 Teaching role to show young adults how to create a magazine with the content they had produced.  
 Created branding and style for two issues.



3Spirit Illustrated training workbooks to be used remotely and in classroom.

Interactive elements including text inputs and hyperlinks.





## teamwork

*Our school will be a learning environment where the whole team is committed to providing a well planned education that is responsive to the needs of all the individuals within it.*

*A caring and happy school, in which everyone develops their full potential and the children establish the foundations for successful life long learning.*

**AIMS**

- To establish a stimulating, creative environment, where every child gains confidence through success, to develop their full potential.
- For the whole school community to be listened to and feel valued and for diversity to be celebrated.
- For our school to be a secure and safe place where all can learn and develop spiritually, morally, socially and physically.
- To have good links with parents, governors and the wider community.
- For every member to participate in decision making and work as a supportive team, to set clear and appropriate learning goals.
- To provide a full and creative curriculum that is relevant to the learners, fostering enquiring minds which will enable them to understand the world around them.
- To use a range of strategies for teaching in order for all children to access the curriculum, to make progress and achieve as high a standard as possible.
- To build on what children know, can do and understand in order to improve standards.
- To provide a culture where differences are celebrated, encouraging tolerance and sensitivity towards others and respect for the environment.
- Good health education will be a core part of a child's experience through a co-ordinated whole school approach including curricular and extra-curricular activities, diet, fitness and emotional well being.

### Balfour - School Prospectus

Sixteen-page booklet created from a text-heavy word document.

Colourful and engaging while utilising space for copy.

Resulted in a vast increase in enrolment applications.

## Curriculum

### Education, Assessment & Special Provisions

**THE FOUNDATION STAGE**  
In September 2016, a Foundation Stage for children aged 3 to the end of the Reception year was introduced. The introduction of a Foundation Stage is a significant landmark as it gives the very important stage of education a distinct identity. Learning in the Reception classes is planned from the Early Learning Goals which cover the following areas:

- Personal, social and emotional development
- Communication, language and literacy
- Mathematical development
- Knowledge and understanding of the world
- Physical development
- Creative development

Children's progress will be measured against the Foundation Stage Stepping Stones which provide the Early Learning Goals.

In Year 1 and Year 2 learning is planned in accordance with the National Curriculum requirements. The three core subjects of English, Science and Maths are awarded alongside the foundation subjects: ICT, Design and Technology, History and Geography, Art, Music, Physical Education, Religious Education and PSHE & Citizenship.

We follow the Literacy and Numeracy Strategies and have adapted them to meet the needs of our children. We know that children benefit from a cross-curricular approach which involves the integration of several subject areas on the basis of topics or projects.

We aim to identify any learning difficulties in the early stages and provide appropriate help. Additional provision for children identified as having Special Educational Needs helps children with learning and/or behavioural needs.

**ENGLISH**  
Every child is made to ensure that every child develops the skills of talking, listening, reading and writing.

Children are encouraged to a wide range of books from the reading programme. Partnerships with parents is vital in that children are encouraged to read with their family members at home in order to ensure a strong love of books and reading.

Willingness of all kinds is developed alongside reading. Correct letter formation is taught from the beginning and the children are led to an understanding of the true purpose of writing. Letter sounds and 'word attack' skills are taught throughout the school.

**MATHEMATICS**  
The development of mathematical skills and understanding, and the ability to apply that knowledge with confidence and enjoyment is the ultimate aim. The overall emphasis is on relating Mathematics to practical experiences.

**SCIENCE**  
In the infant school, Science is essentially about developing the basic scientific skills of observing, questioning, measuring, communicating and reasoning in order to make sense of the world.

**DESIGN AND TECHNOLOGY**  
Children are introduced to designing and creating practical solutions to problems with the starting point often created by a practical one and a model. The children are taught how to use tools correctly and have access to a wide variety of materials in order to design and make working models.

## attitudes

Positive attitudes towards learning are encouraged. Teachers aim to create a stimulating environment where children can develop independence.

**SPECIAL EDUCATIONAL NEEDS**  
Balfour Infant School recognises that every child is a unique individual with his/her own special talents and needs. Some children may need learning opportunities other than those provided for a class, in such cases, class teachers will provide differentiated learning experiences within the classroom, supported at times by Teaching Assistants. The purpose of such differentiation is to ensure that the curriculum is adapted to a child's needs. An individual approach to learning may be deemed necessary for a child for a few weeks or longer and some children may be withdrawn from the classroom to work in small groups for limited periods of time.

In some instances, outside agencies such as the Educational Psychology Service, Speech and Language Therapy Service and Literacy Support Service, may be involved in order to benefit a child's learning. The purpose is to gain an expert's view and recommendations concerning the best way to promote a child's progress in learning. Early identification and assessment of children with special educational needs means that specific needs can be met with support and encouragement without delay.

A positive and supportive relationship between home and school is particularly important for children who have special needs. We try to work closely with parents to decide how their child's needs can best be met. Our policy for Special Educational Needs is in line with the SEN Code of Practice, the Government's guidance document.

**GIFTED AND TALENTED PROVISION**  
We believe that our prime task is to create the most appropriate learning environment so that our children are able to achieve their full potential.

To meet the needs of the Gifted/Talented child we provide a curriculum which is differentiated to challenge and provide opportunities for developing higher order skills.

We also have a Gifted/Talented co-ordinator who monitors the planned curriculum. Children are invited to share a talent at Celebration Assembly with the rest of the school, for example skipping, football skills, swimming and music. We also celebrate achievements made in the after-school clubs.

## Body Happy

Downloadable fitness plan booklet to purchase online to assist with exercise goals.

### The Plan

The 28 Days To Body Happy runs for four weeks and involves four dedicated days of training each week, with a further two optional training days.

- Monday Session One
- Tuesday Session Two
- Wednesday Optional Workout / Rest
- Thursday Session Three
- Friday Session Four
- Saturday Optional Workout / Rest
- Sunday Rest



### How It Works

Each session starts with 5-10 minutes of mobility exercises to prepare you for the session ahead. After completing your warm-up, you will head into your first super set. A super set involves performing one exercise, followed by another exercise. For the first super set you will perform exercise 1A and 1B you will perform 3 sets of 12 repetitions on each exercise, followed by 3 sets of 12 repetitions on the same exercise. If you use the same weight for the 12 repetitions as you do for the 6, the weight is not heavy enough for the 6 repetitions sets. It needs to be challenging for the 6, in fact, all rep ranges should be challenging in order to get the most from the training stimulus. However, focus on perfect form for all exercises.

After you have completed all the sets and reps for the next exercise in super set one, you move to

super set two, 2A and 2B, doing 3 sets of 12 reps, followed by super set three, 3 sets of 12 reps. Do not sit or lie down between exercise A and B in these sections, but take 30 seconds rest between sets.

Lastly comes the conditioning, either walking/jogging for all sets followed by 30-sec jogging/sprinting, twice times in total (slow one and stretch or various bodyweight conditioning exercises for 30-60 sec), followed by 70-90 sec of active jogging (dry land and fruit).

An explanation of how to make the most from the excel sheet is on the next page. By filling in the sheet correctly your weights for each set will automatically be filled in on your program card. Alternatively you can use the 1 Repetition Max sheet in the Appendix.

#### 28 Days To Body Happy

Wingsway Court, Second Avenue, Hove, BN1 2LP  
www.bodyhappy.co.uk | info@bodyhappy.co.uk | 07738 627000



### How To Use The Sheet

Find the number of repetitions you completed in the top row - Max Reps (RM)  
(in the example below: 6)

Scroll down until you find the weight you lifted under this column  
(in the example below: 12)

Move to the column for 12 reps and make a note of the weight you should be lifting for 12  
(in the example below: 47)

Max Reps (RM)	1	2	3	4	5	6	7	8	9	10	12	15
%RM	100	95	90	85	80	75	70	65	60	55	50	45
Lead (lb / kg)	10	10	9	9	9	8	8	8	8	7	7	7
	20	18	18	17	17	17	16	16	15	15	13	13
	30	28	27	26	25	25	24	23	23	20	20	20
	40	38	37	36	35	34	33	32	31	30	27	26
	50	48	47	45	44	43	42	40	39	38	34	33
	60	57	56	54	52	51	50	48	46	45	40	39
	70	67	65	63	61	60	58	56	54	53	47	46
	80	76	74	72	70	69	66	64	62	60	54	52
	90	84	84	81	78	77	75	73	69	68	60	58
	100	95	90	85	80	75	70	65	60	55	47	45

Take a towel and water with you and take sips of water throughout the session. Try and stay hydrated prior to the session taking in 250-500ml of water the hour before the session.

Follow the 30 Day Nutrition Plan alongside the 28 Days To Body Happy Plan.

#### 28 Days To Body Happy

Wingsway Court, Second Avenue, Hove, BN1 2LP  
www.bodyhappy.co.uk | info@bodyhappy.co.uk | 07738 627000



Drink water 250-500ml an hour before your session

### Using Your Workout Sheet

You will receive the excel sheet as a separate file. To get the most from the workout sheet you need to fill in the weight and reps on the template sheet. The template tabs can be found at the bottom of the page. By filling in these, your weights will automatically be worked out and put into the Program sheet.

Take a towel and water with you and take sips of water throughout the session. Try and stay hydrated prior to the session, taking in 250-500ml of water the hour before the session.

#### Step One

If time, use the week before you start the plan to test your lifts and find the weight you should be using. This allows you to familiarise yourself with the lifts, testing to be done sub-maximally, use three sets to warm up and a fourth to test.

**Set One** Complete 10 repetitions on a weight you could get 12 reps with.

**Set Two** Complete 8 repetitions on a weight you could get 12 reps with.

**Set Three** Complete 6 repetitions on a weight you could get 12 reps with.

**Set Four** Add a 5% of weight from the previous set and then complete as many reps as you can until technical failure. Make a note of your sets and reps.

#### 28 Days To Body Happy

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www.bodyhappy.co.uk | info@bodyhappy.co.uk | 07738 627000



### Mobility Warm Up

Specific Programme

This is the start of a fitter and healthier you



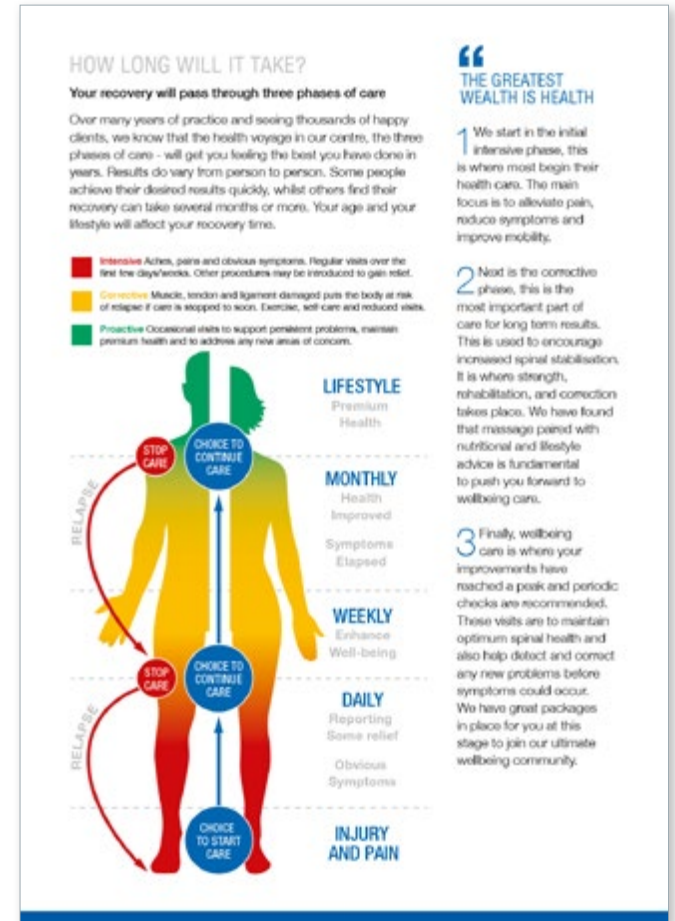
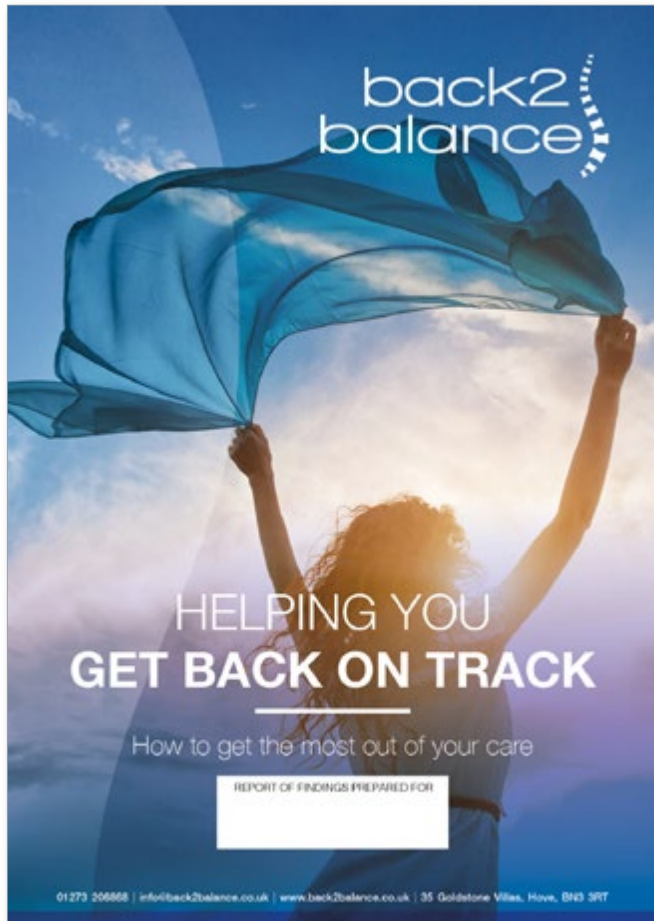
#### 28 Days To Body Happy

Wingsway Court, Second Avenue, Hove, BN1 2LP  
www.bodyhappy.co.uk | info@bodyhappy.co.uk | 07738 627000





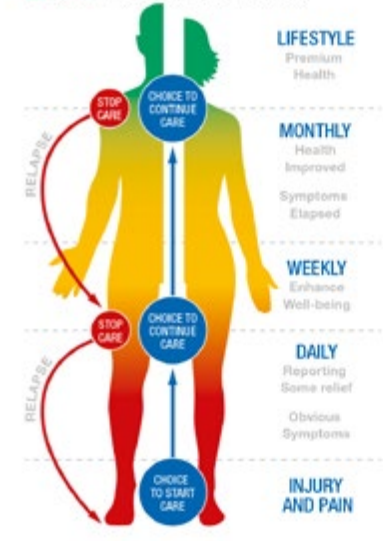
Back to Balance Chiropractors  
 A printable tri-fold A4 booklet.  
 Digital single spreads for digital download.  
 Illustrations.  
 Image sourcing and editing.



HOW LONG WILL IT TAKE?

Your recovery will pass through three phases of care  
 Over many years of practice and seeing thousands of happy clients, we know that the health voyage in our centres, the three phases of care - will get you feeling the best you have done in years. Results do vary from person to person. Some people achieve their desired results quickly, whilst others find their recovery can take several months or more. Your age and your lifestyle will affect your recovery time.

- **Intensive** Aches, pains and obvious symptoms. Regular visits over the first few days/weeks. Other procedures may be introduced to gain relief.
- **Corrective** Muscle, tendon and ligament damaged puts the body at risk of relapse if care is stopped too soon. Exercise, self-care and reduced visits.
- **Proactive** Occasional visits to support persistent problems, exercise, premium health and to address any new areas of concern.



“ THE GREATEST WEALTH IS HEALTH

- 1 We start in the initial intensive phase, this is where most begin their health care. The main focus is to alleviate pain, reduce symptoms and improve mobility.
- 2 Next is the corrective phase, this is the most important part of care for long term results. This is used to encourage increased spinal stabilisation. It is where strength, rehabilitation, and correction takes place. We have found that message paired with nutritional and lifestyle advice is fundamental to push you forward to wellbeing care.
- 3 Finally, wellbeing care is where your improvements have reached a peak and periodic checks are recommended. These visits are to maintain optimum spinal health and also help detect and correct any new problems before symptoms could occur. We have great packages in place for you at this stage to join our ultimate wellbeing community.



Private Sports Clubs

Printed brochures created around advertising sales.

Each brochure has a different layout and design to give an individual style.

Logo recreation and image editing.



**THE GOLF ACADEMY** THE HAMPSHIRE GOLF CLUB 15

Golfers looking to not only enjoy their game but also to improve their handicap will find The Hampshire an excellent choice of club.

Our PGA-qualified Head Professional Tim Baker is an award-winning expert tutor whenever you need it. Tim's teaching is backed up by some outstanding practice facilities which allow you to invest time working on the new techniques he has taught you.

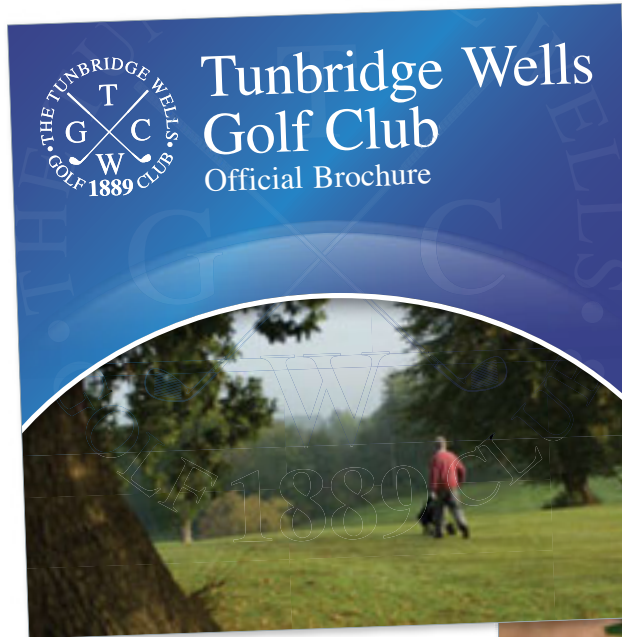
Individual or group lessons are available, with all areas of the game covered from chipping and putting to improving accuracy off the tee.

Tim likes to take a hands-on approach to his tuition, while his guiding philosophy is based around trying to keep things as simple as possible for his pupils. The latest technology is available, too. Video analysis can be offered on the spot, with the latest GASP software, enabling you to study your swing and compare yourself alongside the professionals. Video can make it easier to identify, understand and correct faults and video lessons can be e-mailed to the student, who can keep them for future reference.

Technique is important, but so too is decision-making – playing the right shot at the right time. Tim is delighted to offer on-course lessons of an hour or longer in duration so you can learn the thought processes behind constructing a successful round.

We also have clubs we can loan to beginner pupils wishing to see if golf is the game for them.

[www.thehampshiregolfclub.co.uk](http://www.thehampshiregolfclub.co.uk)



**Weddings**

“With a number of function suites to choose from, Dunstable Downs can cater for the small intimate wedding or large banquet.”

A wedding day is one of those unforgettable events that it is worth celebrating in style. Why not share the occasion with family and friends in the beautiful surroundings of Dunstable Downs?

The elegant setting, friendly professional staff and superb cuisine offer the perfect venue, fulfilling dreams of your day like reality.

From the initial enquiry right through to final goodbyes on the wedding day, the knowledgeable and professional team at Dunstable Downs are there to guide you through what sometimes seems like a maze of decisions, ensuring that the day is flawless perfection.

Deciding to make a lifelong commitment is probably the biggest decision a couple could make – choosing Dunstable Downs Golf Club could be one of the best. We will tailor every detail of your special day to suit your requirements.

The venue really does provide the perfect setting for a truly memorable day. Situated in an area of outstanding natural beauty, with spectacular views over many counties, from Surrey to Northamptonshire, the wonderful scenery will help your photographer create a wedding album to be treasured.

Another reason for choosing Dunstable Downs is the expertise of our Caterers (Lisa Roberts Catering) who can create whatever you desire, from a sumptuous four-course buffet to a three or four course à la carte-style meal.

Dunstable Downs can cater for the small intimate wedding or large banquet. A dance floor is also available and we can make recommendations regarding entertainment to make sure you round off the day in style.

Overnight accommodation is available at a number of local hotels, with our helpful management team always available to give you advice

[www.dunstable-downs.co.uk](http://www.dunstable-downs.co.uk)

Brighton Visitor Magazine

Complete redesign.

Easy to understand for tourists by making it visually engaging with large photographic images and colour coded sections.



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 Friend  
 JUCE 10.12.13  
 Tickets to £19

**filmclub**  
 WHAT'S ON GUIDE BRIGHTON & HOVE  
 WWW.WHATSONGUIDE.CO.UK

**Alongside a slew of new releases at the cinema each month there are a number of notable re-releases that are worth checking out if you have not seen them on the big screen, they're not being shown at every cinema but look hard enough and this month you will discover 'Sleepless in Seattle' (14th) and 'The Godfather Part 2' (21st) with loads more classics to follow throughout the year.**

**Jadoo: Kings Of Curry**  
 17th, On DVD  
 This is a British-made comedy set in Leicester, and tells the story of two brothers, Raja and Jagi. Both are wonderful chefs who fall out so catastrophically that they rip the family recipe book in half; one brother gets the main courses, the other gets the side orders, on opposite sides of the road; one cooking starters, the other main courses and refusing to talk to each other. Raja's daughter 'Shalini' attempts to get them talking again by asking them to work together to cook her perfect Indian wedding banquet. Writer and director Amit Gupta has crafted an immensely enjoyable tale that has plenty of heart without being overly sentimental. The story stems from his yearning above the family restaurant in Leicester's Little India and, as such, feels totally authentic. Even though some of the plot are mainly known for their 'E' roles they perform a seriously especially 'Sleepy Holms' Tom Mian and 'The Invention Limited's' Anura Karun, however it is Harsh Patel as Raja who steals the show with a brilliant comic performance that is both believable and lovely. 'Jadoo: Kings of Curry' deserves its place in the rich legacy of Bollywood British comedies but don't see it on an empty stomach as the remarkable looking food that is presented will have you solving throughout.

**Labour Day**  
 7th, In Cinema  
 Based on the novel by Joyce Maynard, this romantic drama stars Kate Winslet as a depressed single mum who finds a wounded escaped convict in the form of Josh (Ben) and gives her a lift. As the police search the town for him, the mother and son gradually learn his true story and their options become increasingly limited. Four times Oscar nominated Jason Reitman directs.

**Webisode**  
 17th, In Cinema  
 Paul Bettinson's ultra violent 1987 action sci-fi is one of my favourite films ever so when this watered down version was announced I was kind of disappointed. On watching the high school teacher may have disappointed as it isn't featuring Gary Oldman, Keanu Reeves and Michael Keaton would be cool what the franchise needs to re-emerge it for a twenty first century audience.

**The Lego Movie**  
 14th, In Cinema

What's On  
 Listings and entertainment guide.  
 Design and artworking.  
 Creating adverts. Image editing.  
 Copywriting.

**13 YEARS**  
 Client Commitment

**febfocus**  
 WHAT'S ON GUIDE BRIGHTON & HOVE  
 WWW.WHATSONGUIDE.CO.UK

**So we're in to the second month of 2014 which means we've just about pulled away from that virtuous yet gloomy period of abstinence. Oh go on admit it - we were totally broke so it was easy not to drink/smoke/party/eat (delete those not pertinent to you). Now you're bored and miserable aren't you? So, damn it all, jump in with me and let's get out there and have some fun!**

**Rango Boot Camp**  
 Wed 19th, The Cabaret Bar  
 Argentine Tango with TangoBootCamp means you can dance yourself fit! So along and learn the world's most passionate dance. Authentic but fun classes and friendly social dancing. Total beginners can start any night, no need for a partner which is particularly great - no wallflowers! After the classes they run a social dance (Jambo) where they play traditional and modern tango music. [tangobootcamp.co.uk](http://tangobootcamp.co.uk)

**Brighton Tattoo Convention**  
 Sat 15th, The Sun 14th  
 Celebrate Valentine's by being 'inked' with the love of your life! The 7th Brighton Tattoo Convention to include 300 world class artists from across the globe. Professional artists, work shops in both permanent and temporary, and tattoo artist lessons are available in an abundance of retail stalls. With free music every night this is a winner. [tattoocon14.com](http://tattoocon14.com)

**Kirk Brandon (acoustic)**  
 A Special event Dave Sharp Thers 20th, The Prince Albert  
 Local musical genius and legendary punk Kirk Brandon is the founding member of The Pack, Theatre Of Hate and Dead Men Walking as well as Spac of Decline front man since 1983. With two sets plus special guest Dave Sharp between it's not one to be missed, particularly in the Albert where you'll see close and personal. [kirkbrandon.com](http://kirkbrandon.com)

**Confessions Of A Rabbi's Daughter**  
 Sat 8th, The Marlborough Theatre  
 Sarah felt in love with her best friend whilst being engaged to the perfect match. She's torn between the demands of her Orthodox Jewish upbringing and her heart, in this fictionalised one-woman musical. Written and performed by Emily Brase the show's enjoyed success at the Edinburgh Fringe & York New Theatrical Festival. [www.papertricks.com](http://www.papertricks.com)

**Ends Like Earth Tour**  
 Sat 16th, Dome Concert Hall  
 Making music from remote Japanese (Sakurazukue), ends is the first and most beautiful take ever made in the world, comprising a 26-strong Waikiki all-stars and dancers who transform centuries-old traditional Japanese ritual and performing arts into exhilarating, contemporary stage shows. Beyond transports audiences to the magical culture of Sado Island. [sadoensemble.org](http://sadoensemble.org)

**Kayo Speed Dating**  
 Sat 14th, Hunky Fish Club  
 These Hunky Fish founders announce their very 1st Kayo Speed Dating event. Their message to all gay guys, gay boys to get it straight - this isn't speed dating incorporating as speed networking or anything silly like that! It is speed dating. The evening starts with a complimentary glass of wine and then drink, meet and dance the night away! [1stsees.hunkyfishclub.co.uk](http://1stsees.hunkyfishclub.co.uk)

**Brighton Science Festival**  
 4th Feb - 2nd March, Various venues  
 Live on February with Feature of the Spoken Word, Weekly deal on the dark side of the web, and Bruce Cox's acoustic wonderland! This Brighton science festival, with the best of the night, delve into biology, with Simon Singh on the Singapore. All the Fun of the Under wraps fill up with a rollercoaster ride through science. [brightonscience.com](http://brightonscience.com)

**to advertise call 01273 75000**

iSpy Gala Event

Established retail brand editorials.

International airline awards. Photographic diaries.

Booklet created for international airline attendees.

Fun design to reflect the week's events.



### BRITVIC EMEA AT ISPY

**CHARLOTTE HAMMOND-CHANT  
SENIOR ACCOUNT  
MANAGER**

When I came on to the role of Senior Account Manager Travel for Britvic EMEA back in October 2014, the first words which were uttered to me by my predecessor were 'You are going to love iSPY'. First I believed she was about to play a little game and thought what an odd way to start my first interview session, but quickly learnt that this would be the best & most memorable week of the year.

So why do BRITVIC EMEA sponsor iSPY? We wish to be associated with an event that is talked about by airlines & their operators worldwide. We come along with our staff drinks (which on the face of it are more 'luxurious' compared to other sparkling, beautifully scented and great tasting food products) but we believe in the importance that hydration plays in keeping the crew, managers and other sponsors on the top of their game throughout the 4 hard working days at iSPY. It also allows us to communicate the fantastic portfolio of soft drinks that we offer on board - the PERFECT TRAVEL COMPANION for any airline.

Fun, LAUGHTER, SILLINESS AND AUDIENCE PARTICIPATION - WHAT MORE COULD YOU ASK FOR?

Our experience as Sponsors of iSPY's Got Talent was a real highlight. It's widely known as the best night at iSPY. Fun, laughter, silliness and audience participation - what more could you ask for? This year the fancy dress we supplied certainly helped everyone feel involved not just the great acts that entertained us through the evening. We also had Press 'Max Sofie Bottles', a unique personalised gift as a memento of the evening.

I also felt thoroughly privileged to be a judge for the talent show and will never forget the courage, effort and originality of the acts - I could never have done it!

Britvic's interaction with the World's Greatest Selling Cabin Crew was truly awesome. Every day there was a smile to greet you by name, and lots of positive feedback about the drinks we supplied and even some help with shuffling cases of soap around! The crew just soak up the whole event like sponges. They want to learn and keep learning and we are happy to assist in this.

To sum it all up, it is one hell of a week and you have to experience it to fully understand and appreciate what it means to the cabin crew. We met Henry Vince (Inflight Sales Person of the Year 2015) at an EquiJet event this week and he is still on a high - his words, "It has changed his life" - and he is still beaming from ear to ear.

This evening extends to the rest of the crew that attend. They are all winners having been selected to attend the event, and we are pleased to have been a sponsor at iSPY2015.

Paul Gave, Business Mgr

### HALL OF FAME

"THE WORLD'S GREATEST SELLING CABIN CREWS"

 Nabeela Yasmin, Carlo Vesconi Alitalia	 Phil Barker, George Lee American Airlines	 Anik Sukh, Pratik Kulkarni, Anu Phalguni Air Asia Malaysia
 Sushant Hiranani, Jacqueline Lim Air New Zealand	 Nabeela Yasmin, Catherine Fernandez, Catherine Blythe British Airways	 Phil Harris, Jonathan Gardner, AP Gardner Qatar Airways
 Nabeela Yasmin, Anousha Durand, Anu Phalguni Air France	 Sam Willard, Amanda Coates Air France	 Willy Coffey, Sharon Coffey Air Lingot



J.Parkers  
National wholesale and national press retail catalogues.  
Large format artworking.



Forever England  
Catalogue design and artworking.

**FOREVER ENGLAND**  
*Inspired by our love of the british countryside*



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PROBAG-CODE: CE1773  
FREE DELIVERY OVER £50

**Freya Bedding**  
Page 4

**Spring Selection 2017**  
BEDSPREADS | TABLEWARE | ACCESSORIES  
www.foreverengland.com

**Tableware**

**Westward Ho!**  
Westward Ho! is our new 100% cotton vintage look kitchen range. It includes four sizes of tablecloths and all accessories. It is beautiful quality and washes very well.



**20% OFF**  
PROBAG-CODE: CE1773  
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1. Westward Ho! Red Tablecloth 120x180cm £19.95	4. Westward Ho! Red Apron set of 6 £5.95	7. Westward Ho! Red Napkins set of 6 £5.95	10. Westward Ho! Red Napkins set of 6 - 14x14" £5.95
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3. Westward Ho! Red Kitchen Towels set of 6 - 14x14" £5.95	6. Westward Ho! Red Kitchen Towels set of 6 - 14x14" £5.95	9. Westward Ho! Red Kitchen Towels set of 6 - 14x14" £5.95	12. Westward Ho! Red Kitchen Towels set of 6 - 14x14" £5.95

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**Abigail**  
Our designer Katie simply loves the Abigail bedspread! It really is a signature Forever England design in traditional patchwork squares with a classic ruffle edge. Subtle vintage tones of raspberry, pink and cream give it the floral patchwork squares work together with the simple muted reverse to give a great after dinner feel back on the bed. Combine with the matching pillowcases or cushions to create a look.

1. Abigail Bedspread Single £119.00	2. Abigail Bedspread Double £149.00	3. Abigail Bedspread King Size £179.00	4. Abigail Cushion Set £19.95
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SOY  
DESIGN  
UK

INFOGRAPHICS  
PROMOTIONS

Body Happy infographics to display case studies and educate clients about the achievable recovery goals. Posters, flyers and social media.





Infographics used for education in classroom, on site in staff rooms and on social media. During dementia week 3Spirit received 82,000 Twitter interactions.

### FIRST AID & ASTHMA

DAVID STANLEY 2019

Useful links 1 2

**Signs of a possible Asthma Attack**

- B** Blue inhaler being used more than four hourly
- R** Relief difficult to achieve, blue inhaler is less effective
- E** Exhausted by walking short distances
- A** Accelerated breathing, may feel unable to breath in fully
- T** Tight chest, breathing may be noisy (wheezing) or coughing
- H** Has difficulty speaking in full sentences

**First aid for Asthma**

- A** Asthma can be fatal, recognise it, treat it
- S** Sit up straight, posture is important
- T** Take reliever inhaler, one puff every 30-60 seconds, (maximum of 10 puffs), repeat after fifteen minutes
- H** History - what happened last time & what help was needed? I.e. recovery achieved / ambulance called
- M** Maintain calm - panicking may make it worse
- A** Ask for help & dial 999 if the above isn't effective

**Aftercare**

- C** Continue to take medication (preventatives)
- A** Ask for a care plan when you see your GP
- R** Review by GP or Asthma nurse within 48 hours of the attack
- E** Ensure recovery time is considered, rest is key to recovery

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### CHALLENGES OF WORKING WITH MENTAL HEALTH & DEMENTIA

BARTLE & BEHRENS 2018

Mental health conditions are sometimes incorrectly viewed as part of the dementia

Difficulty distinguishing common conditions e.g. depression and/or dementia which is commonly associated with depression, approximately 60% of PWD have anxiety, but not depression

Four approaches: taking physical or physical or physical or physical

Culture of care disproportionately focused on supporting physical needs

Paire reporting and care planning on improving psychological well being

Medical needs viewed as the only viable treatment method

Inadequate evidence base on effective use of some drugs, i.e. anti-depressants

Insufficient investment in preventative strategies; common triggers not addressed e.g. sensory deprivation leading to psychosis, loneliness leading to depression or lack of control leading to apathy

Competing priorities, balancing family and friends needs with the person's needs

Complexity between

Lack of appropriate tools to measure well-being leading to delayed intervention


Inadequate MCA in decision making

Lack of knowledge on how to support mental health conditions at support worker level

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**82,000**  
Twitter Interactions

  
**6+ YEARS**  
Client Commitment

### DELAYED HOSPITAL DISCHARGES (DToc)

BARTLE & COLLINS 2018

Useful Resources 1 2 3 4 5 6

**WE NEED MORE INVESTMENT IN SOCIAL CARE**

- 10 days of bed not in hospital, is the equivalent of 10 years of muscle ageing for people 80+
- DToc's rose by 31% between 2013 & 2015
- No one should ever enter hospital & never see their home again
- The NHS spends £820 million a year treating older patients who no longer need to be there
- For every person in hospital 1 week of bedrest equates to 30% loss in strength
- Prolonged stays in hospital are associated with worse health outcomes & increased care

**35% DToc'S INCREASE**

**£820 MILLION SPENT INAPPROPRIATELY**

**THINGS TO CONSIDER**

- Start discharge planning early to identify obstacles e.g: homelessness, environmental issues, safeguarding or availability of services
- Make sure the person is informed & in control • Community, hospital staff & families work together to ensure person centred, co-ordinated support
- "Discharge to assess not assess to discharge" Only assess in hospital for care & support needed for safe & timely discharge • Assessments for longer term care needs should be carried out in a community setting & not in hospital • People should not stay in hospital because of disputes between organisations about where they live or who is funding care

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### FOSTERING DEMENTIA POSITIVE COMMUNITIES

WORKING IN PARTNERSHIP WITH GINA AWAD 2017

**COMPASSION**

**TO FEEL INCLUDED**

**TO BE EMPOWERED**

**TO BE HEARD**

**TO MATTER**

**IMPACTS**

Improved health & wellbeing leading to reduction in hospital admissions & residential care. Volunteering opportunities leading to economic benefit to society & may increase/maintain self-worth of the person. Reduced loneliness, social isolation & associated health consequences

**COMMUNITIES**

Dementia Action Alliances educate, encourage and empower organisations to create an action plan promoting an inclusive community; small changes can make big differences. Creating strength in alliance. The Community includes: retailers, local authorities, local transport providers, emergency services, charities, community groups, businesses, care providers, health trusts, leisure services, arts, faith groups, schools, the public, people with dementia & their care partners

**BARRIERS**

Misconceptions & stigma. Inaccessible transport, services & facilities. Lack of signage, inaccessible streets: noise, poor pavements & lighting

**ACTIONS**

Build social & physical networks to connect people. Engage people with dementia & their care partners to inform needs. Educate (dementia friends), make businesses & services accessible, consider extended appointment timings, encourage intergenerational projects. Make roads & transport accessible.

Further Information in links below: 1 2 3 4 5

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Adam Ficek

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Sue Denim & Dee Plume

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Ross Millard & David Craig

**21ST OCT SUBWAYS** Billy Lunn

**28TH OCT THE FRATELLIS**  
Barry Wallace

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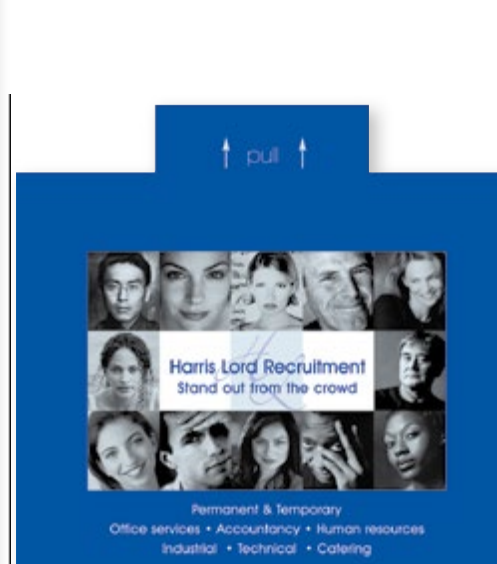
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**TRANSITION**

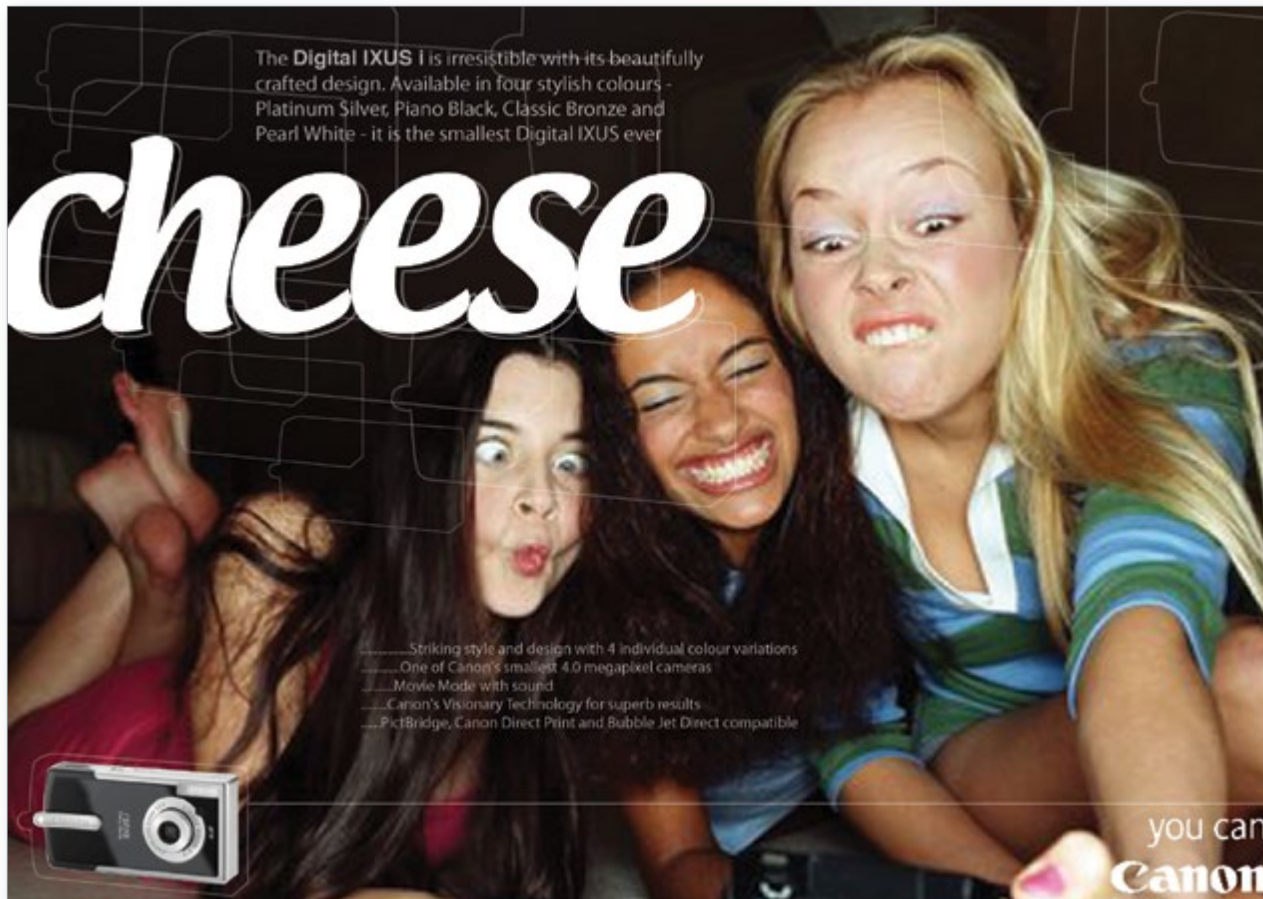
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