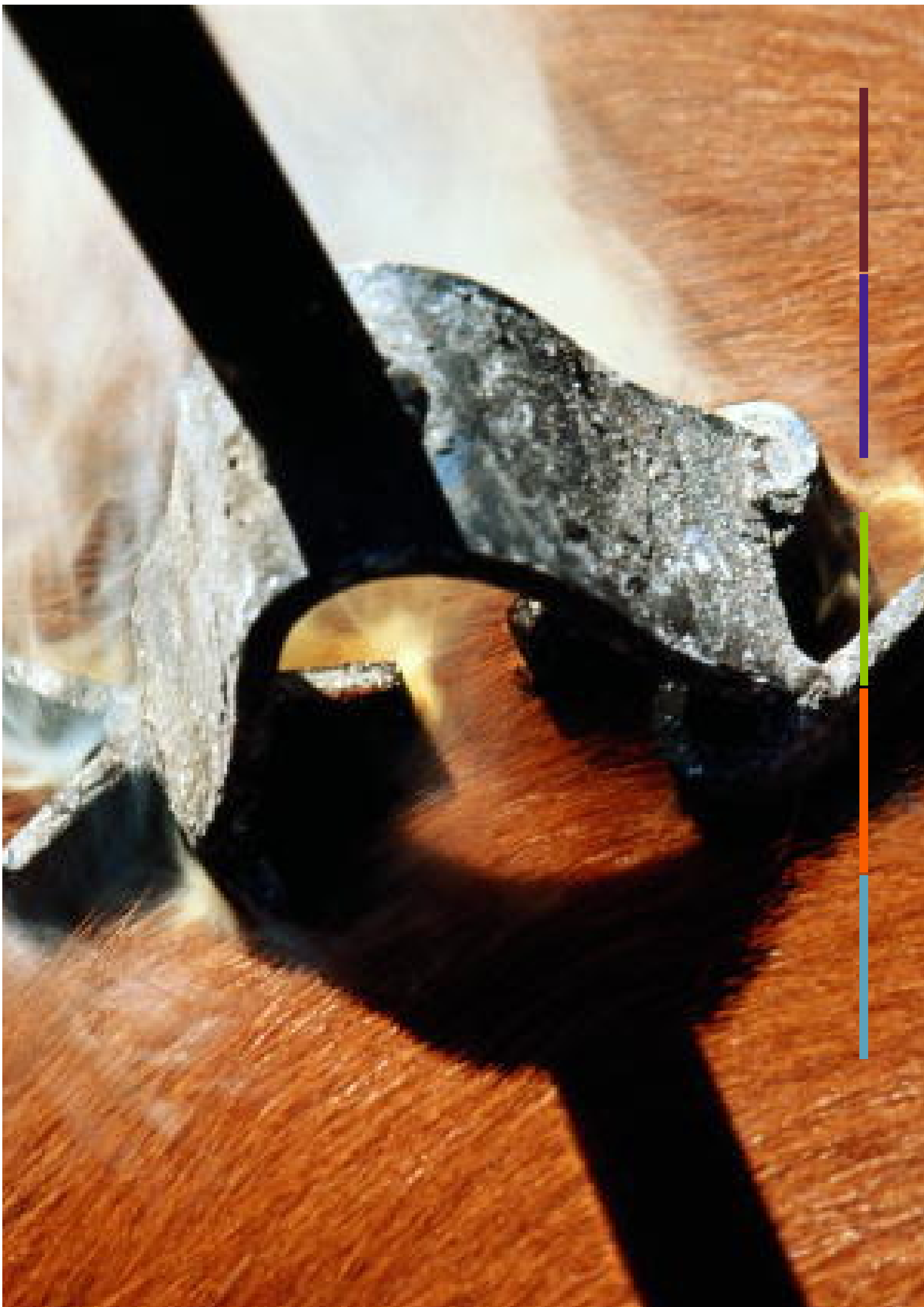


SGH DESIGN | branding consultants



## SGH DESIGN

### Who We Are

#### WHO WE ARE

SGH Design can help with any or all of your brand communication requirements, from the design of your identity scheme to the development of your marketing strategy and your website.

We have offices in Clerkenwell, London, and on the seafront in Brighton, East Sussex.

#### BACKGROUND

SGH Design was formed in 1997 by three old college friends: David Storey, Kelvyn Gardner, and Roger Harrison. Each partner brings a particular area of expertise to the business and this is augmented by our team of specialists which includes Richard Vahrman who manages the IT side of our work.

David Storey, our Creative Director, has over 15 years' experience of brand communication and brand identity design. In that time he has worked for many top brands including: Aon, Barclays, BBC, BT, Egg, EMI, Marks and Spencer, Pearl Assurance, Sony and Virgin.

As a music packaging designer in the 1980s David won several awards for his innovative and influential design work. He is also an elected

member of the Chartered Society of Designers and The Society of Typographic Designers.

Kelvyn Gardner, our Marketing Director, was co-founder of Merlin Publishing, winners of the Price Waterhouse Award in 1995 as the UK's fastest growing private company. An experienced international marketer, he is one of Europe's leading experts in licensing and a director of the Youth Research Group. Kelvyn sees design through the client's eyes.

Roger Harrison, our Finance Director, graduated from London University before embarking on a career in the academic world. Since then he has retrained in business administration and financial control and joined SGH following a period of working within departments of the Ministry of Defence. Roger is the administrative rudder of the SGH ship.

Richard Vahrman, our IT director, has worked in the computer industry for over 25 years. Starting at the Medical Research Council, he then went to Brunel University where he worked for a number of years on projects for the European Space Agency (ESA). This was followed by IT development projects for several top brands including HSBC and Argos.

## SGH DESIGN

### What We Offer

#### WHAT WE OFFER

SGH Design creates brand communications and brand identity schemes. We can help develop any or all of the component channels that make up your promotional programme including: websites, printed brochures, product packaging, exhibition stands and environmental graphics.

Our involvement across all channels of communication – both on and offline – ensures everything that touches the customer has a consistent, message.

Although our experience covers a wide range of markets we have a particular specialisation in the financial services and retail sectors.

We are successful because our offer is made up of the following five component parts:

#### 1. Strategic thinking

In order to ensure our design work fits with your overall business plan we base all creative work on the results of a thorough analysis of your brand aspirations, brand offering, brand positioning, and target audience.

#### 2. Proven track record

Our expertise has been honed over 15 years of project experience helping to develop some of the biggest brands in Europe.

#### 3. Innovation

We have a reputation for innovative, award winning work which combines the art of good design with the science of usability.

#### 4. Quality

We pride ourselves on the quality of our designs and our attention to detail. All work goes through a rigorous internal review process before being presented to the client.

#### 5. Value for money

By calling on our network of specialists we tailor our creative teams according to the scope of each project, that way we always deliver effective design solutions at a competitive price.

## SGH DESIGN

### What We've Done

#### WHAT WE'VE DONE

Below are some case studies from the projects we've undertaken over the past 12 months.

#### CLUTTONS

##### Brand design and product packaging

Encompass is a web-based management resource developed by market leading property consultants Cluttons. The programme allows users to access complex information flows and a typical user group is companies collaborating on large construction projects. SGH Design was employed to create the identity for Encompass and apply it to the website, a CD Rom packaging, promotional leaflets and an exhibition stand.

*The site address is [www.encompass.cluttons.com](http://www.encompass.cluttons.com)*

#### RELAX

##### brand identity and shop design

Relax is a wellbeing retailer that offers a range of health treatments and products. SGH was initially employed to create the Relax identity scheme which included in-store environmental graphics, promotional literature and their website. More recently we have been responsible for developing the Relax online shopping offer and related online promotions. The Relax flagship store is now trading at 64 Brewer Street in Soho with a new branch

about to open at the BBC Television Centre in Shepherd's Bush.

*The site address is [www.relax.org.uk](http://www.relax.org.uk)*

#### EGG

##### e-Magazine

Egg commissioned SGH to create their weekly online magazine 'Eggzine'. Eggzine advises customers of the latest Egg products and services, as well as offering internet shopping advice, travel information and other services complementary to the Egg brand. The original Eggzine featured photos by renowned Magnum photographer Martin Parr.

#### TENCEL

##### intranet design

Tencel is one of the world's largest manufacturers of yarn. SGH Design was employed to design and develop Tencel's intranet site. The site is in effect a very large resource library for Tencel staff to enable them to download pre-formatted Powerpoint sales presentations from anywhere in the world. As the site had to be formatted in 10 languages the challenge was to devise an information hierarchy that segmented the site content in a clear consistent way. We then designed a series of interfaces that guide the user in gathering and assimilating the information as easily as possible.

## SGH DESIGN

### What We've Done (cont.)

#### BRIGHTON ROYAL PAVILION

##### brand repositioning

To coincide with a £10 million refurbishment of the Brighton Museum and Art Gallery, SGH Design was invited to completely rebrand The Friends of The Royal Pavilion Museum and Art Gallery. The brief was to create an ID programme that would appeal to a new, younger audience without alienating the existing, older membership. The resulting scheme has proved a great success, with membership doubling within the first few months of the launch.

##### What the Royal Pavilion thought of SGH's work:

*"We were delighted with SGH's work in designing a new graphic identify for the Friends of the Royal Pavilion, Art Gallery & Museums. They came up with an impressive range of creative and appropriate branding ideas, and were willing to take on our feedback to develop the final agreed design. The new identify for the Friends has been very successful in attracting new members from a younger age group."*

Cara Bowen, Business Development Manager  
Royal Pavilion, Brighton

#### WORKING PARTNERS

##### complete retail scheme

Working Partners is an off-shoot of the American direct selling giant Forever Living Products. SGH Design was employed to create the brand identity for Working Partners and to apply this across their entire brand communication scheme including website, car livery, sales presenters and promotional literature. We were also responsible for devising and producing the Working Partners franchise offer which has proved extremely successful since its launch in August 2003.

The site address is:

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

SGH DESIGN  
Contact Us

**CONTACT US**

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