

Creating a sense of belonging



Steve
Goodwin

Portfolio 2023

I design positive accessible identities
and communications to help organisations
become more connected to audiences.



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Strategic Creative

Process



Insights to Strategy

Communication strategy doesn't have to be complicated, it doesn't have to be a white paper for policy scrutiny. You just need to know what you want to do and how you are going to do it.

- > Desktop research
- > Visual communication sector research
- > Brand architecture
- > Design workshops
- > Insight findings documents
- > Communication strategy
- > Internal approval documents

Strategy to Design

Practical design thinking using the power of words, supported by design and imagery. Breaking through stereotypes and language abilities to make joyful communications that are easier to understand and connect with.

- > Visual identity systems
- > Identity guidelines
- > Key messaging
- > Personality and tone of voice
- > Websites UX and UI
- > Reports and infographics
- > Simple moving images

Designing Consciously

Accessible and inclusive

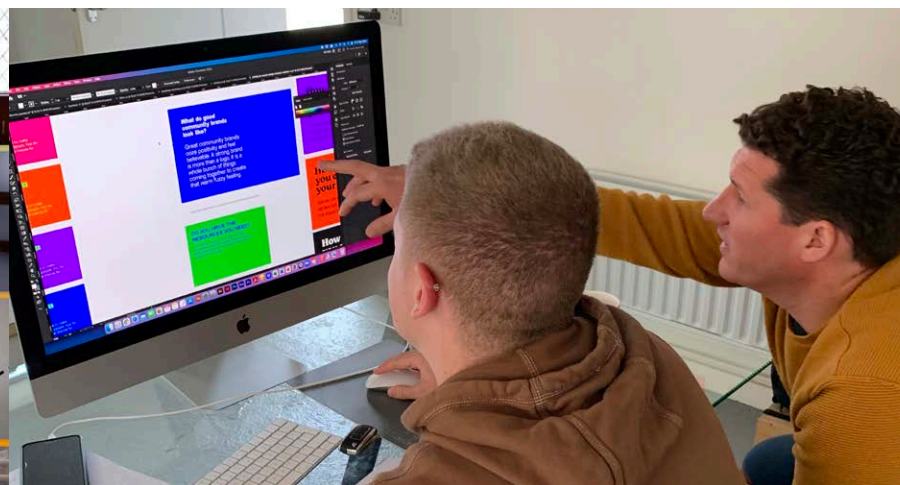
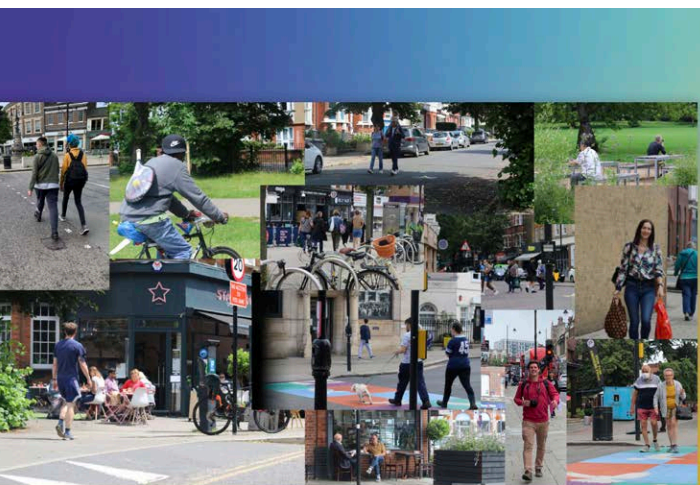
Making design work for wider audience is good for everyone it allows a fair opportunity to life chances for more people.

Sustainability

Advising for now and the future to ensure your priorities for the environment and longevity are designed in from the start.

Good planning

Ensuring all involved have a clear understand of the process and outcome, with easy points to reflective and feedback on the project.



Projects



Uniting a diverse community behind the everyday benefits of active travel

Project.

Journeys and Places

Naming

Internal team research

Brand Strategy

Identity Design

Messaging

Identity Guidelines

Messaging Guidelines

External audience testing

Tool kit Training

Campaign Guidance

Map and icon styling

Website

Commissioned by.

Enfield Council





journeys & places



Why Do We Need Low Traffic Neighbourhoods?

Quieter Neighbourhoods is a Borough wide project that forms a key part of the Enfield Council Healthy Streets programme.

The aim is to make our streets safer and quieter. Creating places that are not dominated by lots of fast moving traffic and that allow residents to enjoy the streets that they live on. By creating quieter neighbourhoods we can help contribute towards long-term improvements to air quality and enable a safe environment where more people can choose to walk and cycle more of their local journeys.

The Quieter Neighbourhood project is funded by Transport for London. Using this external funding, the Council will be delivering projects across the Borough in the years to come. More information about the phases and approach to delivery can be found at: new.enfield.gov.uk/services/improving-enfield/quieter-neighbourhoods



Try a journey swap



The Journey So Far

Residents in the Fox Lane Area have raised concerns over increasing traffic volumes and speed for many years.

In December 2018, trial of partial road closures commenced using planters. This was later found to not be effective in addressing traffic speeds and volumes and was removed. LBE is committed to an approach where we engage with residents, trial measures and assess for effectiveness.

In November and December 2019, LBE presented a plan for the Fox Lane Area Quieter Neighbourhood to residents for comment. All comments were considered and a summary report was produced and is available on the Let's Talk Enfield site letstalk.enfield.gov.uk

We have taken on board the feedback and suggestions received throughout this process and revised the plan for the area. Our objective remains the same: reduce the volume of vehicles travelling through residential streets and reduce the speeds that vehicles are travelling at through the Fox Lane Area.

journeysandplaces.enfield.gov.uk

Why Now?

We appreciate that this is a difficult time with many challenges raised by the ongoing Covid-19 situation. However, how we move around in the future is arguably more important now than ever. With the capacity of public transport limited to enable physical distancing, we need to encourage more people who can, to walk and cycle more of their journeys.

This will help create more capacity on public transport and on our roads for other journeys that are either not practical to be walked or cycled, or where individuals are unable to travel this way.

Next Steps

We have published a video on the Fox Lane Let's Talk project page which provides further detail on the proposals.

Join the conversation
letstalk.enfield.gov.uk/foxlaneQN



Fox Lane Area Quieter Neighbourhood



Improving air quality

journeys & places



global

Join in

Try a small journey swap

journeysandplaces.enfield.gov.uk



journeys & places



Cycle Jane guided ride in Edmonton Green

3. Typography In Use

There are a number of different weights in the Archia font family. For main headers we recommend Archia semibold. For body copy, we recommend Archia regular. Use Archia Medium or Semibold depending on font size for your call to action and contact details.

Use a contrasting font weight if you need to distinguish certain words from others within body copy.

The A5 leaflet example shown on the right page demonstrates how to use our Archia family of fonts.

1. Archia Semibold
30pt. 35pt line spacing

Spacing: Cap height from the title. C

2. Archia Regular
11pt. 15pt line spacing

3. Archia Medium
10pt. 14pt line spacing

4. Archia Medium
11pt. 12pt line spacing

5. Archia Medium
16pt. 20pt line spacing

6. Archia Semibold
12pt. 16pt line spacing

Spacing: Cap height from the CTA. W

7. Archia Regular
8pt. 12pt line spacing

1 Connecting people for a greener, healthier Enfield.

2 Journeys and Places are connecting local places for all of Enfield's people. Together we can make daily journeys greener, healthier and easier by walking, cycling and using our public transport.



journeys
& places

5 What's your next journey?

6 journeysandplaces.enfield.gov.uk

7 Funded by



journeys
& places



Digital Icon
if required for website
favourite icon or similar.

journeys
& places

Enfield Council
Journeys and Places - Visual Identity Guide

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Enfield Council
Journeys and Places - Visual Identity Guide

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1.Introduction

journeys
& places

Writing
Guide

These guidelines are to be used in partnership with the Enfield Journeys and Places Writing Guide.
www.journeysandplaces.enfield.gov.uk/writing-guide

This guide explains how to use Enfield's Journeys and Places visual identity.

This identity was designed to feel positive and reflect everyday life.

Individuals need to self identify to understand that a communication is intended for them to encourage little changes in activity.


Don't think of this as a strict set of rules, but a starting point to be creative.


p6

Enfield Council
Journeys and Places - Visual Identity Guide



p7


1.Programme Tag Line





Connecting people for a greener, healthier Enfield





p8

Enfield Council
Journeys and Places - Visual Identity Guide

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2.Our Logo

The logo wordmark is structured to be bold and easy to read while conveying the positive connection between journeys and places.

Our logo should be used on all marketing materials.

journeys
& places

jp

Digital Icon
If required for website favourite icon or similar.

p18

Enfield Council
Journeys and Places - Visual Identity Guide

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3.Typeography

Archia used in 5 Weights

Bold

Semibold

Medium

Regular

Light

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
-0123456789
!@#%&*()-+=~?
Character Set

Archia Typeface
Activation and Licence
Archia is an Atipo Foundry font and can be activated by downloading a version from Atipo Foundry website.
www.atipofoundry.com/fonts/archia

The Enfield Journeys and Places font is Archia.

This is a highly legible and contemporary typeface with personality. The font is available in five weights making it versatile and easy to implement.

Archia includes characters for use in the following:
Albanian, Basque, Belarusian, Breton, Catalan, Chamorro, Chikewa, Nyanja, Croatian, Czech, Danish, Dutch, English, Estonian, Faroese, Finnish, French, Frisian, Galician, German, Hungarian, Icelandic, Italian, Latvian, Lithuanian, Malagasy, Maltese, Norwegian, Polish, Portuguese, Romanian, Serbian, Slovak, Slovenian, Spanish, Turkish and Welsh.

Bold for short headlines.

Semibold for longer headlines, sub headings, personalisation.

Medium for sub headings, highlighting text and links.

Regular for body text on white and on a solid background colour

Limited use but can be used for links in large text.

Regular can be downloaded for free or the complete font family can be downloaded at a cost starting from £10 which provides the required licence for use.

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Enfield Council
Journeys and Places - Visual Identity Guide

p23

3.Typeography In Use

1. Archia Semibold
30pt. 35pt line spacing

2. Archia Regular
11pt. 15pt line spacing

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The A5 leaflet example shown on the right page demonstrates how to use our Archia family of fonts.

Connecting people for a greener, healthier Enfield.

Southgate

journeys
& places

What's your next journey?
journeysandplaces.enfield.gov.uk

Funded by
TRANSPORT
LONDON

ENFIELD
Council

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Enfield Council
Journeys and Places - Visual Identity Guide

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4.Colour

journeys
& places

What's your next journey?
journeysandplaces.enfield.gov.uk

Funded by
TRANSPORT
LONDON

ENFIELD
Council

We use four colours, plus black and white. The purple is our primary colour and works as a support colour to the three bright colours.

The bright colours are best used alone, with the support from the primary purple black and white. Our colours are positive, calming and help bring our programme identity to life.

When using colour with an image, choose a colour from the palette that complements the image. Limit the number of colours used at a time and always use the correct colour breakdown: CMYK and Pantone® for print and Hex # for digital.

Journeys and Places
Primary Purple
c.80 m.91 y.0 k.0
r.18 g.38 b.116
Pantone 267c
hex:#62269E

Support Yellow
c.3 m.34 y.85 k.0
c.245 g.179 b.53
Pantone 143c
hex:#F5B33E

Support Blue
c.58 m.1 y.69 k.0
r.114 g.188 b.113
Pantone 344c
hex:#77BC71

Support Green
c.58 m.1 y.69 k.0
r.114 g.188 b.113
Pantone 344c
hex:#77BC71

Black
c.0 m.0 y.0 k.100
r.0 g.0 b.0
Pantone black c
hex:#000000

White
c.0 m.0 y.0 k.0
r.255 g.255 b.255
Pantone n/a
hex:#FFFFFF

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Enfield Council
Journeys and Places - Visual Identity Guide

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5.Supporting Shapes With our logo - Solid

Try a journey swap

journeys
& places

Enfield

Edmonton Green

The supporting shapes can add quick interest to the logo when the logo is used as a stand alone piece of communication to express the programme.

We use a simple rule that the supporting shape can not be more than half the size of the logo and use a dot as the clear space guidance.

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Enfield Council
Journeys and Places - Visual Identity Guide

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5.Supporting Shapes With images

Try a journey swap

Southgate

journeys
& places

The supporting shapes work well when they overlap the image within the communication they create a reliable connection between the image and the message.

Safer School Streets

journeys
& places

p48

Enfield Council
Journeys and Places - Visual Identity Guide

p49

6.Images matching words

Rain or shine, join us to make Enfield's School Streets safer.

journeys
& places

Power yourself to feel better.

journeys
& places

p56

Enfield Council
Journeys and Places - Visual Identity Guide

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8.Photography

Our photography exists to inspire and empower us and others to swap Journeys across the Enfield Borough. Our photography is of real people living and traveling in Enfield it is important that people can recognise images of the borough and also the people reflect their view of the community.

The next few pages show a examples of photography that recognise the Enfield Journeys and People vision of fairer active travel for all.

These images are for reference only and should be used as place holders or reference for taking future photos.

If you require any existing photography, please email
Liz Rhodes - Public Relations Manager
Journeys and Places, London Borough of Enfield
Liz.Rhodes@enfield.gov.uk




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Enfield Council
Journeys and Places - Visual Identity Guide

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8.Photography



Making a safer, healthier, happy Enfield for us all.

Enfield is the seventh least densely populated of the thirty-three London boroughs

The most demographically distinguishing feature about Enfield is its combination of ethnic groups as shown by the 2011 Census data. The Office for National Statistics have indicated that most output data from the 2021 Census will not be released until March 2023.

Office for National Statistics
Ethnicity Estimates 2019

The chart shows the ONS' estimate of the proportions of the six groups in Enfield, with regional and national comparators. The ONS estimates a higher White British, a higher 'Other Ethnic Group' a lower Other White and a lower Mixed/Multiple Ethnic Group population than Enfield's own estimates. We will, of course, have more accurate estimates when the 2021 Census outputs are released.

(2019 release, based on 2016 data) →



Future changes in ethnic profiles

Predicting population growth by ethnicity is complex and problematic, owing to the myriad factors that can affect trends in migration. However, for London, The Greater London Authority has produced two sets of ethnic group projections: the 2016 GLA Housing led Trend Ethnic Group Projections and the 2016 GLA Central Led Trend Ethnic Group projections.

These two variants have been produced based on both the 2016-based housing and central led borough-level projections.

The BAME population in Enfield is projected to increase significantly by a combined average of 14.3% over the ten years from 2020 to 2030. This is slightly higher than the London average increase of 13.6%. The White population is also expected to increase in most areas. However, it should be noted that these projections have yet to be updated to reflect the effects of the Coronavirus pandemic, and the changes in trajectory when this is achieved may be considerable.



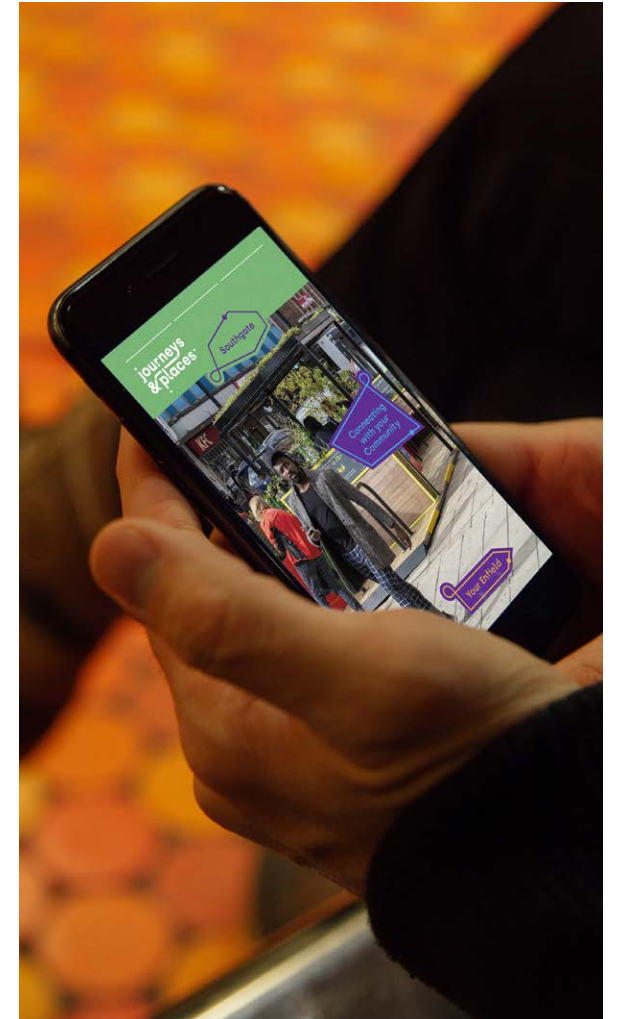
Residents aged 16-74 years by method of travel to work **in Enfield.**

Travel to work

As at the 2011 Census, more than 28% of Enfield residents either drove to work or are a passenger in a private road vehicle, while a quarter use public transport. Less than 1% cycled and 4% travelled on foot. Overall, a slightly higher percentage of Enfield residents used private vehicles than the Outer London and London averages. When 2021 Census data are released, we would expect to see a far greater percentage of working residents indicating that they work from home.



When 2021 Census data are released, we would expect to see a far greater percentage of working residents indicating that they work from home.



Home › Get going › Join a walking or cycling group

Join a walking or cycling group

Join a local group today to walk, wheel or cycle, meet new people and see more of Enfield on foot or wheels.



How we're supporting you to swap your journeys

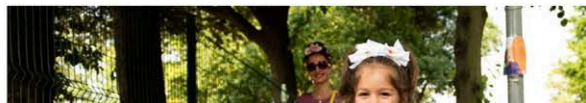
The Journeys and Places programme is connecting people for a greener, healthier Enfield

An Enfield Council programme, we offer people training and resources and host community events. We are delivering infrastructure and facilities across the borough to make it safer and easier for you to choose to walk, cycle, wheel, or scoot.

Explore our current projects



Vibrant public spaces for people to relax and enjoy



Get Going

What's your next journey?

Everyone is welcome to join our free activities and services to support you in making more of your daily journeys active and sustainable. See below to get started.

[About us](#)
[Get going](#)
[News & Inspiration](#)

Journeys and Places: The story so far

The Journeys and Places programme is an evolution of what was known as the Healthy Streets programme. We are still the same programme that is working towards the same goals, and continue to align our work with the Healthy Streets approach.

[Read more](#)

Get walking, wheeling and cycling today

Love being local

See and experience more of your local area by walking, wheeling, cycling, scooting, using public transport, or whichever sustainable and active way you like to travel. Visiting your favourite local places in one of these ways connects you to your local community and is a great way to get to know your area better.

How we're supporting you to swap your journeys

The Journeys and Places programme is connecting people for a greener, healthier Enfield

An Enfield Council programme, we offer people training and resources and host community events. We are delivering infrastructure and facilities across the borough to make it safer and easier for you to choose to walk, cycle, wheel, or scoot.

[Explore our current projects](#)

Accessible spaces for people walking or wheeling along footways and crossings

Get walking, wheeling and cycling today

Move more to feel better

Physical activity, even in small amounts, can help improve your mood, mental health, physical health and overall wellbeing. Getting outside to walk or cycle also means getting some fresh air, and time with people and nature which are all good for our health.

We are in a climate emergency

Poor air quality affects our health

Daily physical activity is important for us all

Many young people and adults in Enfield are lacking in physical activity, which can lead to poor health and place pressures on our NHS. In Enfield, almost a third of Year 6 children are classified as obese and more than half of adults are classified as overweight or obese. Helping people to increase their level of physical activity as a normal part of their daily lives is a core part of the Council's approach to addressing this challenge.

Transport has an impact on social equity and inclusion

High numbers of motor miles travelled is congesting our roads

Streets and roads should be safe for everyone



Get out in the
open and say
hello to where
you live.

Enfield Town



A step at a
time can make
Enfield greener
by walking.

Southgate



Enjoy safer
journeys along
school streets
rain or shine.



journeys
& places

Palmers
Green

journeysandplaces.enfield.gov.uk



Every street
corner can
bring us closer
together.

Creating safer
journeys for people
in Enfield.



Edmonton
Green

journeys
& places

What's your next journey?
journeysandplaces.enfield.gov.uk



Journeys made
easier for people
in Enfield.



Enfield Town

journeys
& places

What's your next journey?
journeysandplaces.enfield.gov.uk



Making public
spaces for people
in Enfield.



Southgate

journeys
& places

What's your next journey?
journeysandplaces.enfield.gov.uk



Campaign design to help local communities revisit their town centres with confidence

Project.

Reopening Huntingdonshire
& Think Local Campaign Identities.

Strategy & Research

Identity Design

Messaging

Identity Guidelines

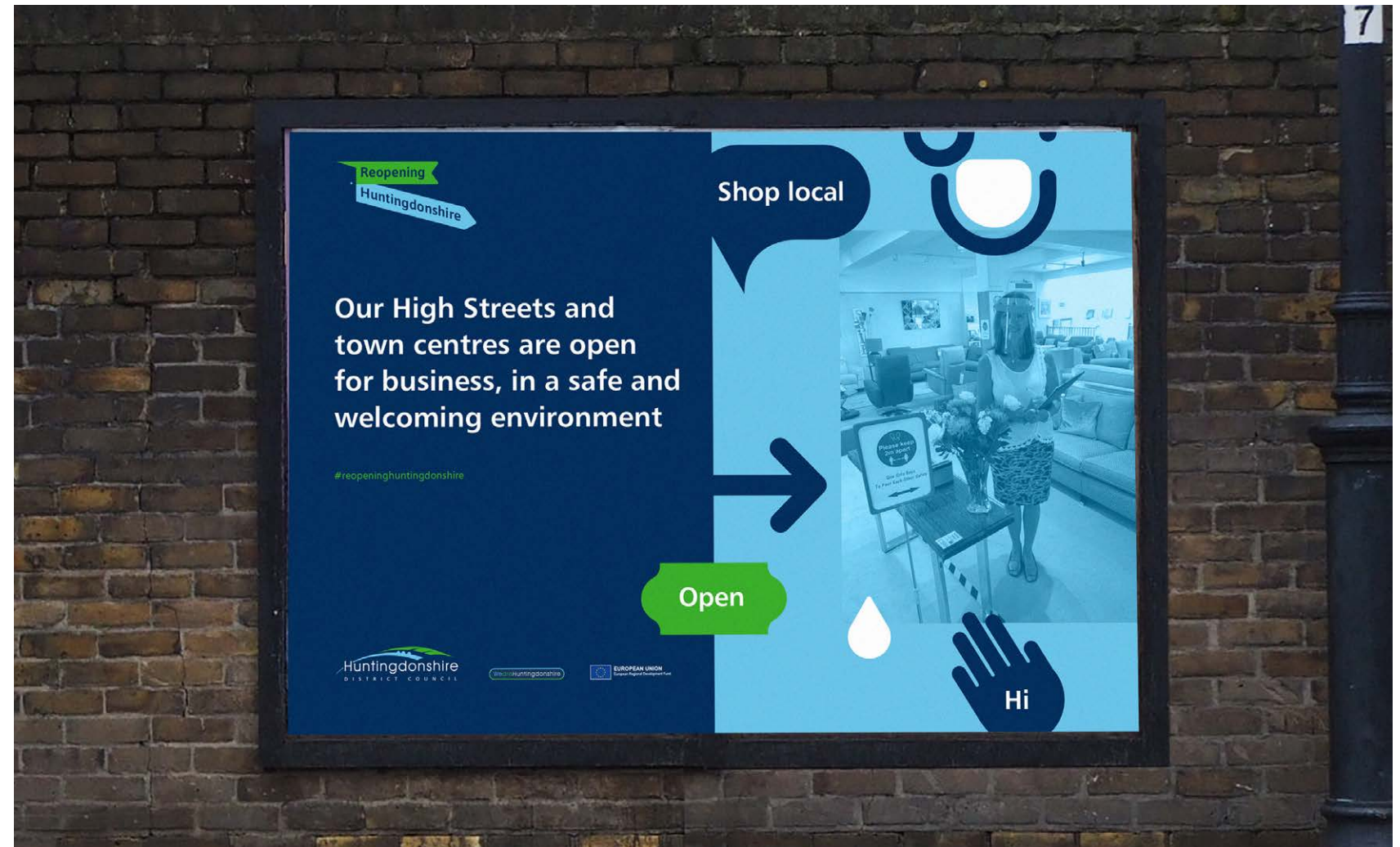
Print Design

Digital Design

Campaign Guidance

Commissioned by.

Keystone Marketing &
Huntingdonshire District Council



Eat Out to Help Out

Support Eat Local

Get up to 50% discount off your bill*

Join us Mon-Wed from 3rd to 31st August

*Promotion runs all day every Monday - Wednesday from 3 to 31 August 2020, offering a 50% discount, up to a maximum of £10 per person, for diners for food or non-alcoholic drinks to eat or drink in.

HM Government Huntingdonshire District Council

FOOD HYGIENE RATING

0 1 2 3 4 **5**

Huntingdonshire District Council

LOVELY TO SEE YOU *in St Ives*

think local.

HUNTINGDONSHIRE DISTRICT COUNCIL

Shop local

Hi







Simplifying a complex process to share the benefits for Genomic Data Research

Project.

Modular infographic
and social media assets

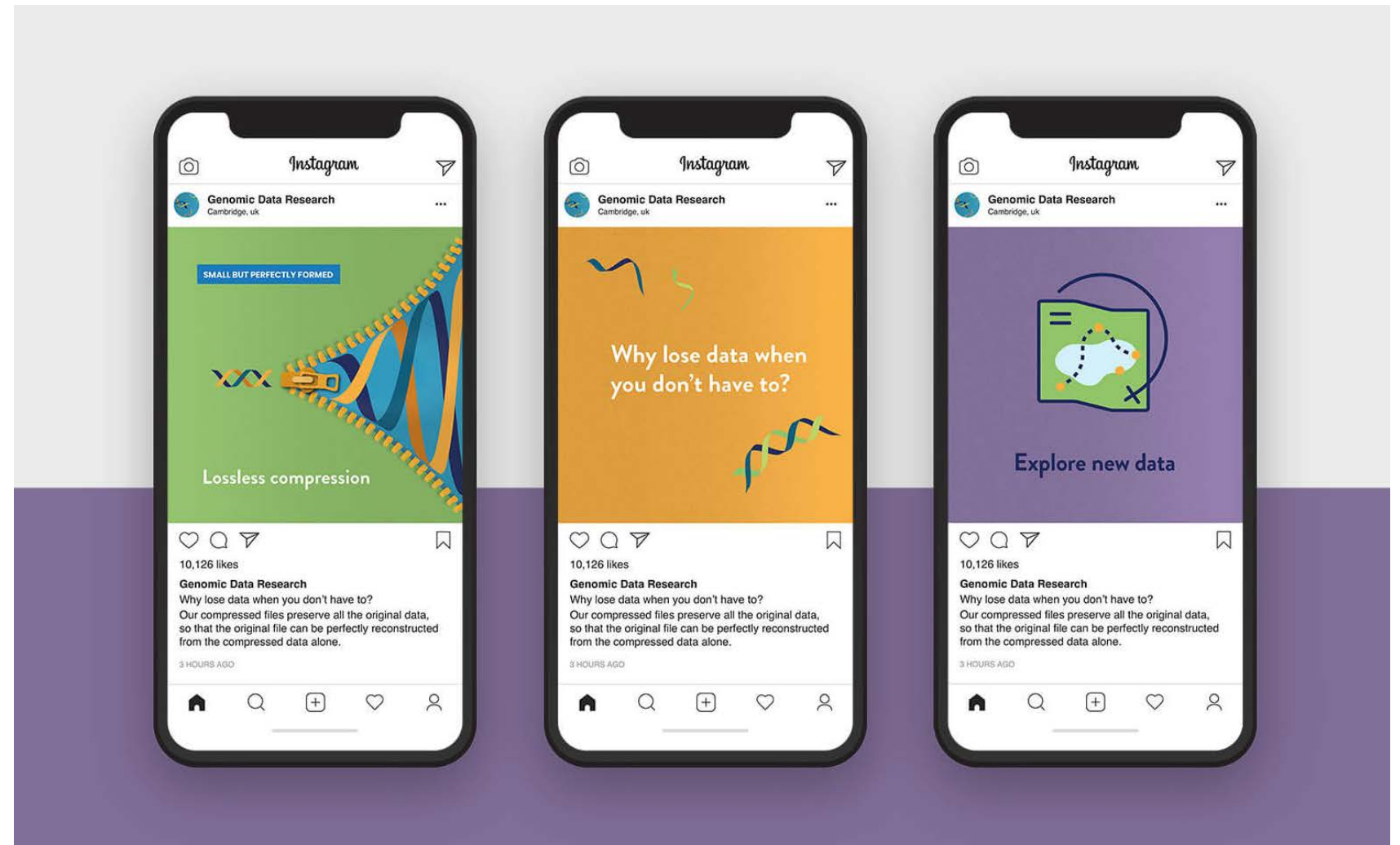
Visual Identity

Information Architecture

Illustration and Icons

Commissioned by.

Genomic Data Research





Genomic data overload is coming. We have the solution to make you futureproof.

Why should I invest now?



SMALL BUT PERFECTLY FORMED

Lossless compression

**Genomic
Data Research**

ENABLING COLLABORATION

**We give you the freedom
to share your super small
data files with others.**

Customers can share any Data Genomic compressed content and distribute Data Genomic links to allow access and use of the Data Genomic compressed files.

#GenomicData



Cloud compatible

The Cloud Edition of Genomic Data also allows files stored remotely in the cloud to be accessed as if they are local, without downloading them first!

You won't even know it's changed

FASTQ, BAM, and other data formats are seamlessly integrated into the cloud, allowing you to work with your data as if it were local.

Explore new data

Faster transfer speeds and the ability to store smaller data files mean you can use new data on previous projects with their existing analysis pipelines.

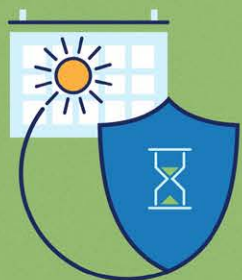
Smaller data lower cost

Real-world storage savings of between 60% & 90% for compressed FASTQ files for Genomic Data.

ENABLING COLLABORATION

We give you the freedom to share your super small data files with others.

Customers can share any data compressed content and distribute data to allow access and use of the Genomic Data compressed files.



Ongoing and future support

Genomic Data have a committed team developing and supporting current and future iterations of our open access Genomic Data and Genomic Data software.

The team strives to create and develop solutions which speed up cooperation and analysis for research and diagnostic customers.



Community Standards

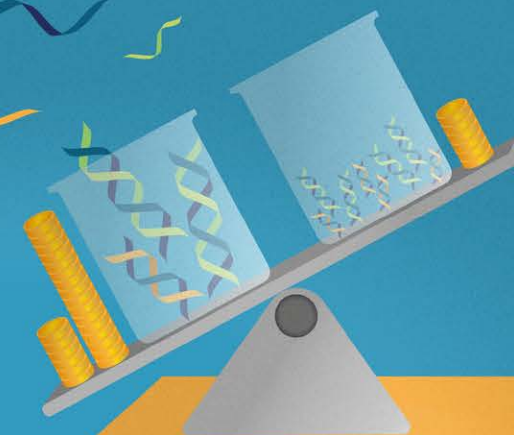
We honour and respect the established community standards under the stewardship of GA4GH, without introducing a new data structure or file format.

[WANT TO KNOW MORE?](#)

COMPRESS DATA TO CUT COSTS

Keep it small so you make big cost savings on storage.

Genomic Data compression provides you the smallest possible genomic data file size without compromising access or data quality.



Reduced network traffic

Reduced file size leads to a reduction in overall network traffic. Besides time savings, this results in substantial cost savings for transfer to and from cloud storage.



Smaller data lower cost

Real-world storage savings of between 60% & 90% for BAM or gzipped FASTQ files using Genomic Data compression.



Cloud compatible

The Cloud Edition of Genomic Data also allows files stored remotely in the cloud to be accessed as if they are local, without downloading them first!

SMALL BUT PERFECTLY FORMED

Lossless compression Why lose data when you don't have to?

Making figures fun for a fundraising event for children's education

Project.
RunFest.

Strategy & Research
Identity Design
Messaging
Identity Guidelines
Print Design
Digital Design
Campaign Guidance
Website

Commissioned by.
The Friends of Rickling School





Having fun

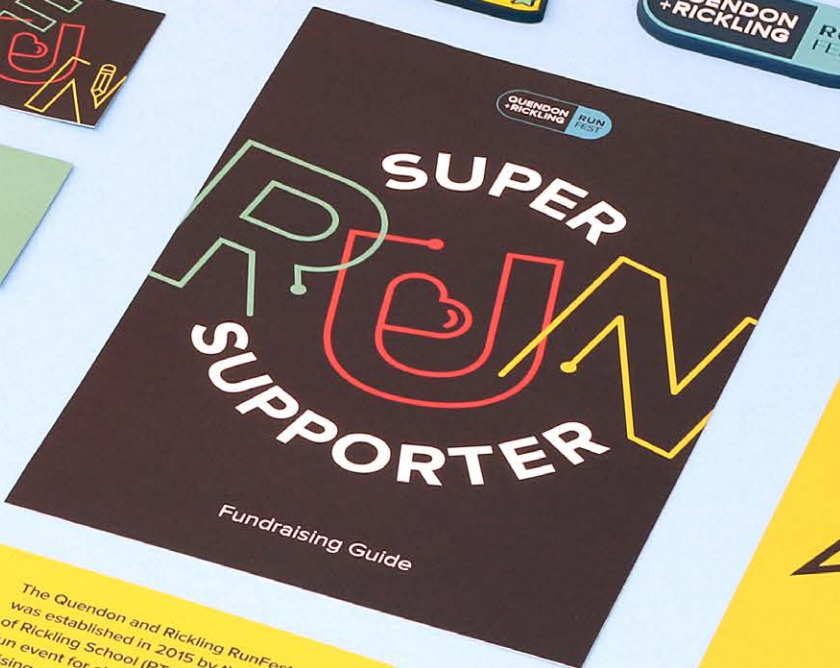
Raising funds



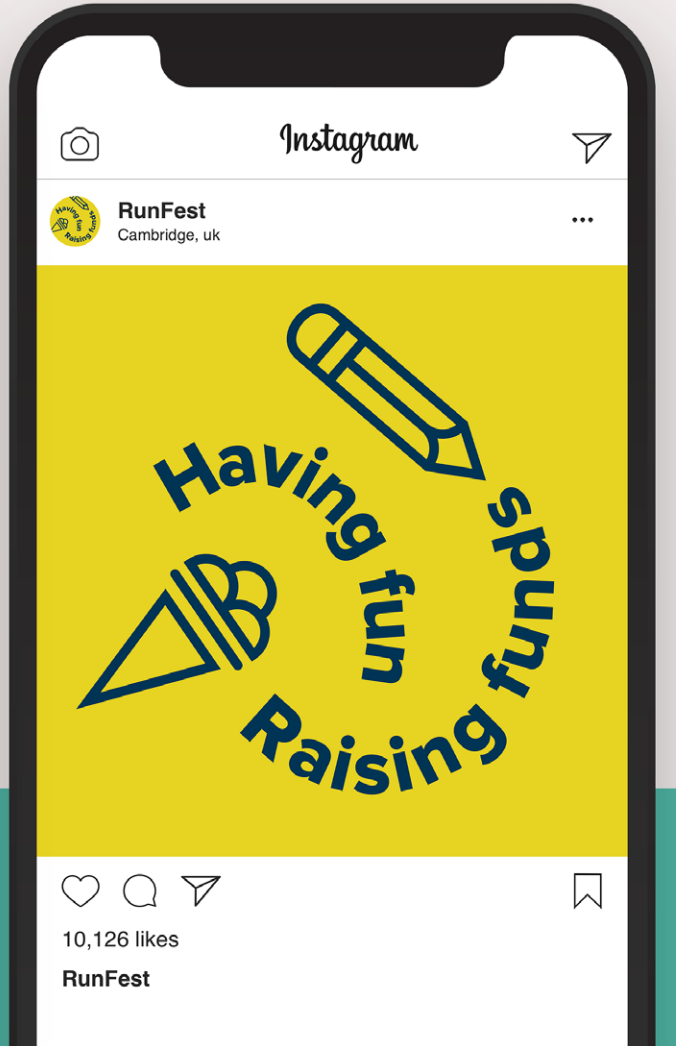
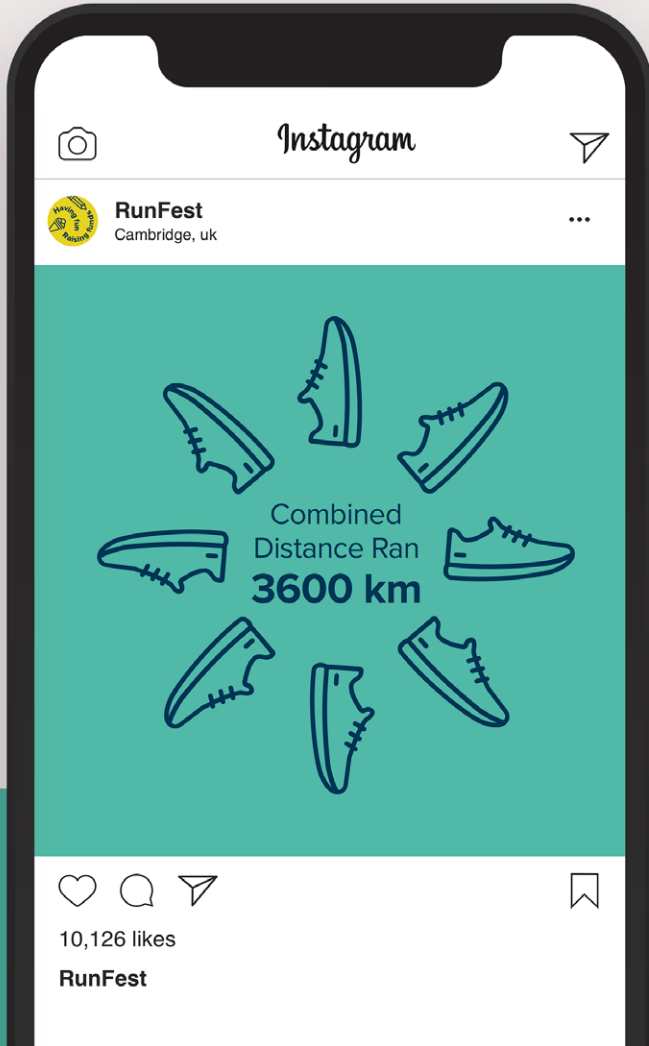
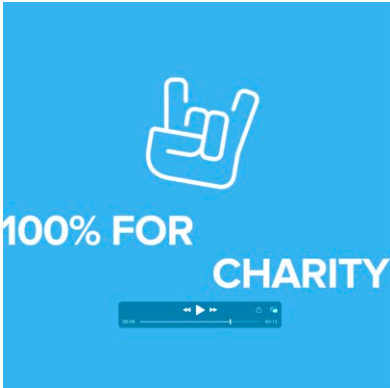
Quendon and Rickling RunFest was established in 2015 by the Friends of Rickling School (PTA) to create a fun event for children and adults whilst raising much needed funds for the school.

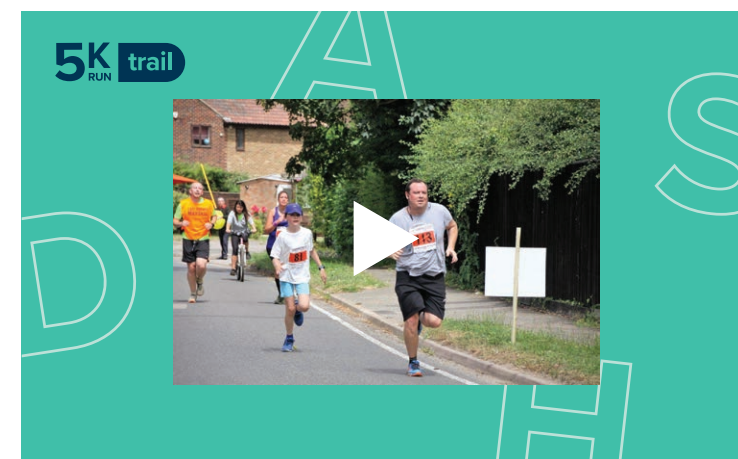
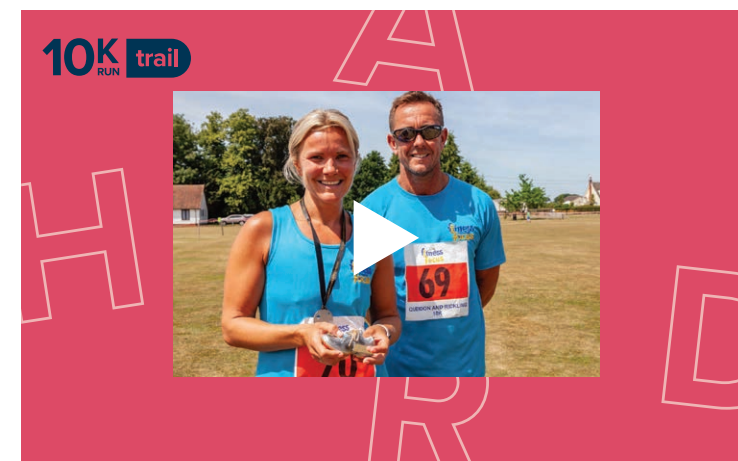
QuendonAndRicklingRunFest.co.uk

5K RUN trail



the mission
The Quendon and Rickling RunFest was established in 2015 to combine fun and community.







QUENDON
+RICKLING

RUN
FEST

Price

Reviews

Routes

Sponsors

On the Day

About

Race FAQs

Results

1k fun run

5k trail run

10k trail run

Rickling Green CB11

Saturday 10th June 2023.

ENTER NOW

START



For all levels of fitness as well as the more experienced

The Routes

All the routes are set in the scenic countryside



Count Every Second Until The Event.

142 Days
17 Hours
37 Minutes
25 Seconds

New Date for 2023!

We are moving the run back to a summer run. The new date is Saturday 10th June 2023.

We have a couple of big changes for 2023. The 1KM Fun Run will now be chip timed, making registration and results finding better for everyone. We will also be returning to the RunFest festival that we started a couple of years back with live music, fun and games for all the family, stands and stalls as well as the usual food, drink and bouncy castles! We are also looking at changing the 10k route to make it more of a loop and less of an 'out and back' so keep an eye out for that.

1K RUN

1k fun run

- ✓ Chip Timing – New for 2023!
- ✓ Same new route as 2022
- ✓ No charge for chaperoning adults
- ✓ Medal for all paying runners

£3 including all fees!

No on the day entries – you must pre-register

ENTER ONLINE **£ 3.00**

5K RUN

5k trail run

- ✓ Price Drop for 2023!
- ✓ Medal for all runners
- ✓ Prizes for category winners
- ✓ Chip Timing

£15 inc. all fees. Student discount available.

No on the day entries – you must pre-register

ENTER ONLINE **£ 15.00**

10K RUN

10k trail run

- ✓ Price Drop for 2023!
- ✓ Medal for all runners
- ✓ Prizes for category winners
- ✓ Chip Timing

£15 inc. all fees. Student discount available.

No on the day entries – you must pre-register

ENTER ONLINE **£ 15.00**

A visual identity to build a supportive bike mechanic community

Project.

Brand Design

Sector Research

Brand Strategy

Identity Design

Core Messaging

Identity Guidelines

Print Design

Digital Design

Commissioned by.

Bike Geeks

Share your bike service with cyclists in **your area.**

Easily add your profile to Bike Geeks to help grow your presence and bring together cyclists and independent bike mechanics.

Why join us?

Let's get rolling





Get your fix

It's just round

the corner

bikegeeks.com



**Bringing independent
bike mechanics and
cyclists together**

It's 100% Free

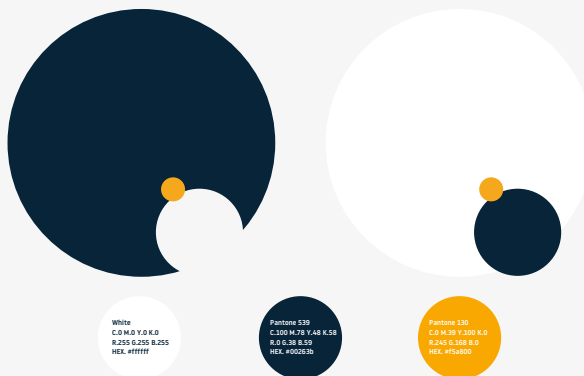
icon - white



colour

bike mechanics

customer



typography

headline - gilroy- extra bold

Bike Geeks your local bike fixing knowledge.

body - gilroy- medium

Bringing together bike knowledge to make it simple to gain impartial advice at key purchasing and repair points.

Finding local bike mechanics to help.

full logo - stack - white



web discussion



Share your bike service with cyclists in **your area.**

Easily add your profile to Bike Geeks to help grow your presence and bring together cyclists and independent bike mechanics.

Why join us?

Let's get rolling



Renovation Underwriting

Project.

Renovation Underwriting
Brand Identity

Strategy & Research

Identity Design

Messaging

Identity Guidelines

Print Design

Digital Design

Website UX

Commissioned by.

Renovation Underwriting

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underwriting

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renovation ————— underwriting

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renovation
underwriting



Protection securing
and strengthening
broker & client trust.

renovationunderwriting.com

*Reshaping
renovation
relationships
for all the
right reasons.*



renovationunderwriting.com

renovation ————— underwriting

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Experts providing
tailored advice and
best fit cover.

renovationunderwriting.com

Renovation cover designed by experts

We are a knowledge and advice led business, working closely with you to make your life as a Private Client broker and advisor so much easier.

Delivering construction and works cases day in day out, we have probably seen your scenario before and know exactly how to advise.

TOBA Holders and Underwriters with access to the best markets to robustly support high value renovation works.

[More about how we work](#)

Our policies are designed to meet exactly the needs of a client, both private or commercial.

Whether they are renovating, extending, or altering property. Each policy dovetails with JCT but also covers many other aspects of potential risks they face.

[View all of our products](#)

Our products

500 Renovation

950 Renovation

Master Renovation

Ultra Renovation

Unoccupied Renovation

Asset Renovation

Backed by our
A rated capacity
insurance partners

Whether they are renovating, extending, or altering property. Each policy dovetails with JCT but also covers many other aspects of potential risks they face.

[View all of our products](#)

Backed by our
A rated capacity
insurance partners

500 Renovation

950 Renovation

Master Renovation

Ultra Renovation

Unoccupied Renovation

Asset Renovation

CPD

Free knowledge and training to brokers at all experience levels.

We share this learning because we believe that when private client teams have the knowledge and confidence in JCT contract works, we can stop mistakes before they happen.

[Learn with us](#)

Since we began in 2014, we have so far delivered over 1,000 hours of free training

Expertise is what makes us different.

Insurance is only ever a problem when it's arranged badly or there is a fundamental gap in the understanding between client, broker and underwriter.

[Our expertise & The team](#)



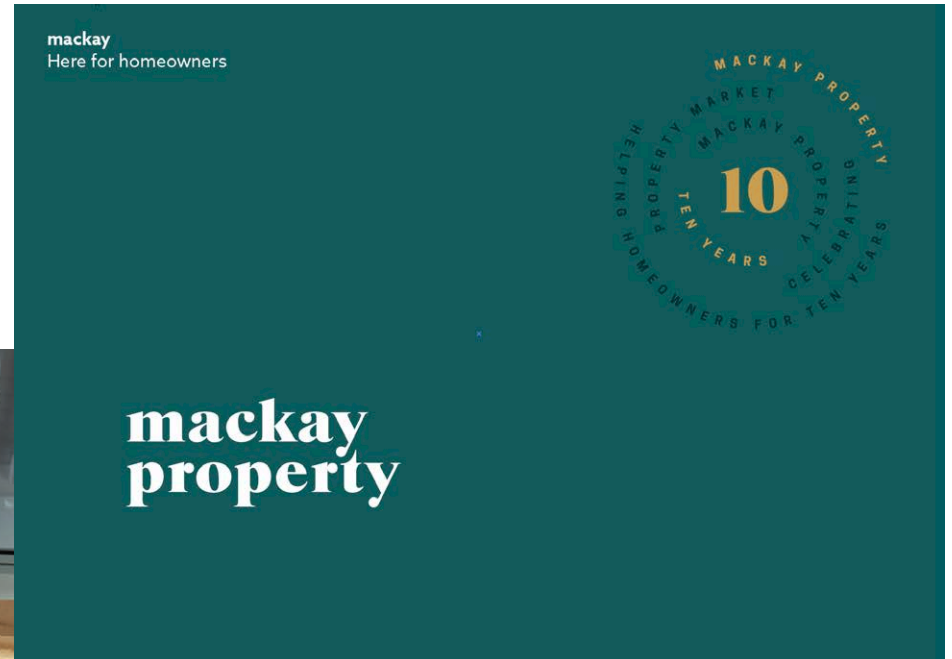
Mackay Property

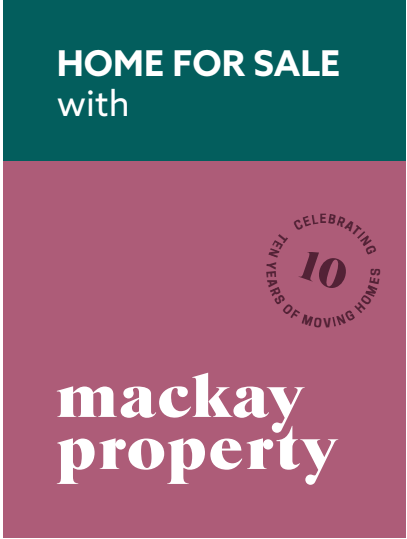
Project.

Mackay Property
Visual Identity System

Strategy & Research
Identity Design
Messaging
Identity Guidelines
Print Design
Digital Design

Commissioned by.
Mackay Property







**mackay
property**



**mackay
property**

**connecting
people with
property.**



sales —

**mackay
property**

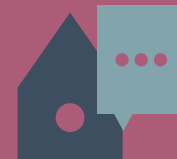
**We don't
overpromise,
and
we don't
undersell.**

here for homeowners

New Homes —

**mackay
property**

**we can't promise one
simple click, but we
smooth out as many
bumps as we
can along the way.**



— financials

**mackay
property**

**new
beginnings
new
outlook**

here for homeowners

— le tt ings



Q Smartdesign

Project.

Q Smartdesign
Visual Identity System

Strategy & Research

Identity Design

Messaging

Identity Guidelines

Print Design

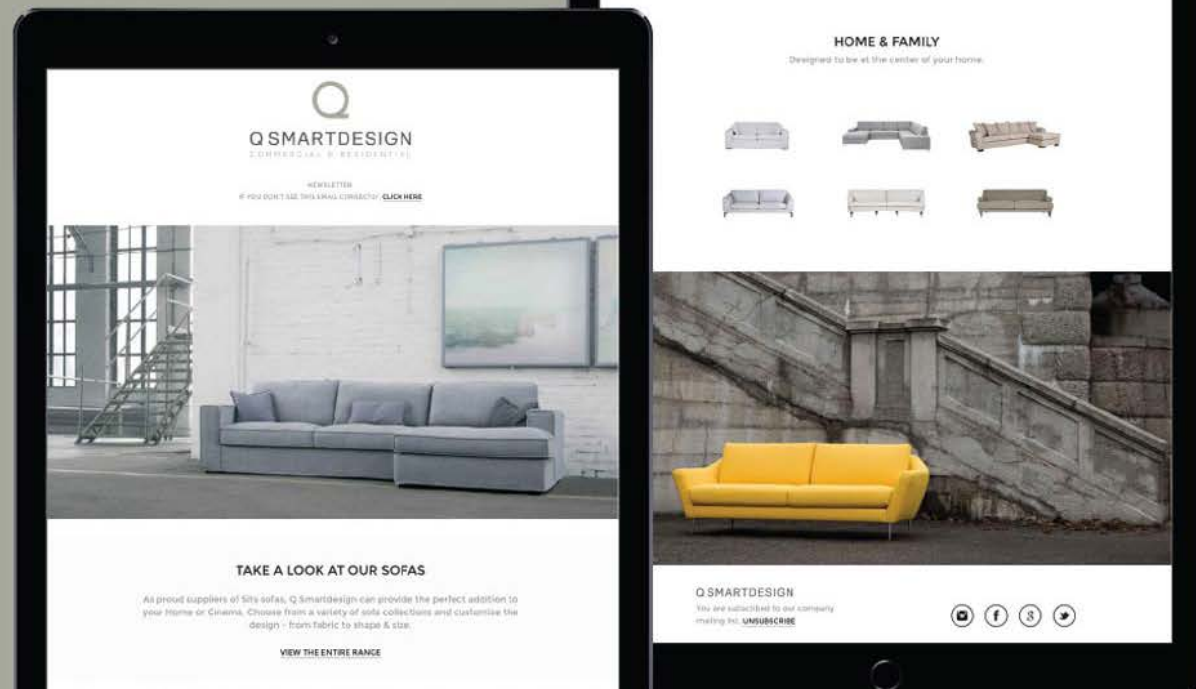
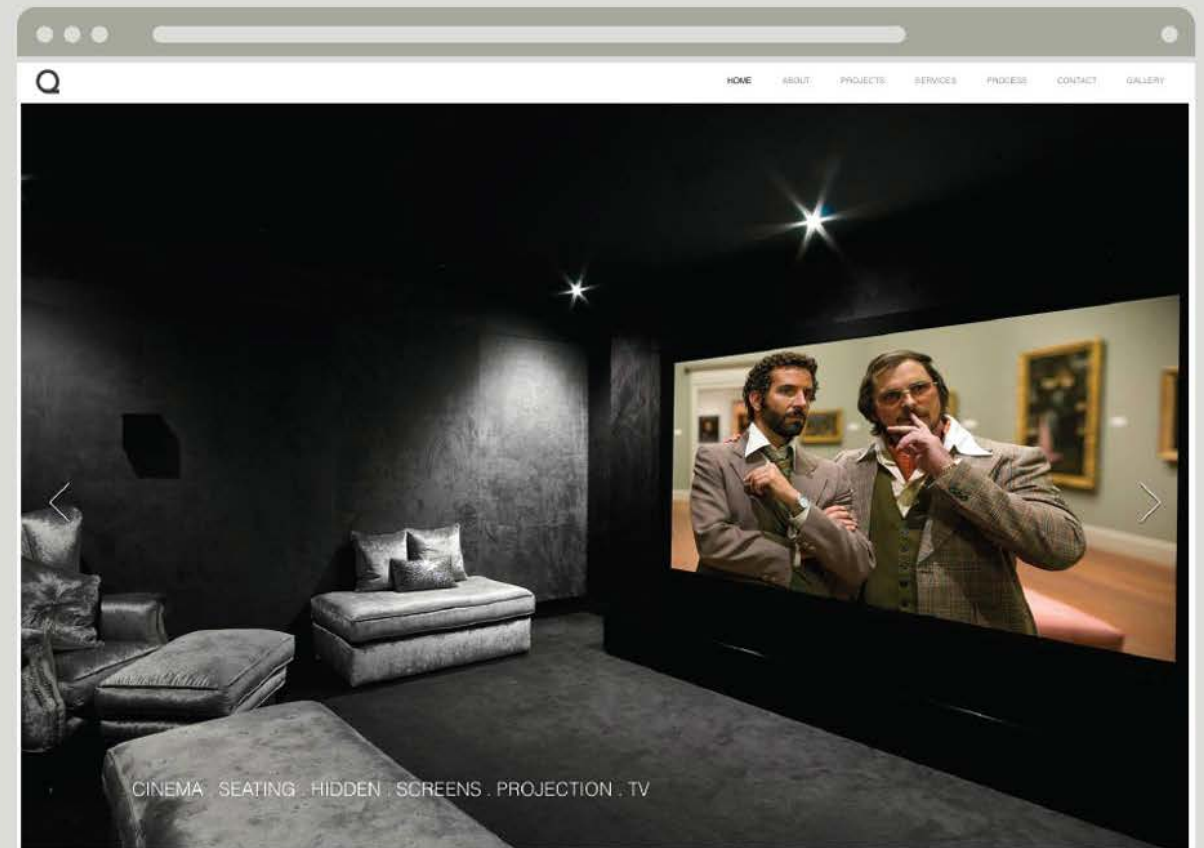
Digital Design

Vehicle Graphics

Commissioned by.

Q Smartdesign





Q SMARTDESIGN

Commercial & Residential

Q Smartdesign Ltd are a Hertfordshire based company covering southern counties and London. Established since 2008 we have based our company around intelligent simplicity – even the most complex technologies need to be simple. We ensure all technologies across a proposed

design work seamlessly together. From switching on your cinema, adjusting your lighting to suit your mood, or checking your security system from your phone, we ensure this can be done with a simple touch of a button. All of our designs are customised to specific

requirements and are bespoke based around the lifestyle and needs of our clients. Whether as simple as small living room home cinema, or as complex as complete control of Lighting, Heating, Cinemas and Multi Room AV of a Large Residential or Commercial project.



PROJECTS

At Q Smartdesign we bring together bespoke solutions including Home Cinema, Audio, Television, Lighting Design & Control, and security into a fully integrated solution. We design, supply, install, and manage complete systems to our clients offering ease of use. Constantly evolving and adapting to new technologies available, we work with Architects, Interior & Lighting designers and Property Developers, as well as individual clients offering product knowledge and design solutions.

CEDIA, the Custom Electronic Design and Installation Association, is the international trade organisation for the home technology industry.

CEDIA
MEMBER

[VIEW ALL PROJECTS](#)

HOLBROOK Cambridge Road

Version 0.0

The Quarry -
Whitlam Hall - Bishop's Cleeve
Hartfordshire - CP13 1JQ

01273 686 250
info@qsmartdesign.com
www.qsmartdesign.com

Recessed TV Embed Console (Rear) 3000x55, 94" Recessed Screen, 120.5" x 20"


Q SMARTDESIGN
COMMERCIAL & RESIDENTIAL

Q SMARTDESIGN COMMERCIAL & RESIDENTIAL

Establish since 2008 we have based our company around intelligent simplicity – even the most complex technologies need to be simple. We ensure all technologies across a proposed design work seamlessly together. From switching on your cinema, adjusting your lighting to suit your mood, or checking your security system from your phone, we ensure this can be done with a simple touch of a button.

We design, supply, install, and manage systems offering ease of use to our clients.

All of our designs are customised to specific requirements and are bespoke based around the lifestyles and needs of our clients. Whether simple as small living room home cinema, or as complex a complete control of Lighting, Heating, Cinemas and Multi Room AV of a Large Residential or Commercial project.



WWW.QSMARTDESIGN.COM



LIGHTING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam fermentum dictum massa rhoncus placerat. Vivamus et al faucibus interdum turpis congue, quis tincidunt enim sollicitudin. Sed sodales ornare enim in facilisis. Aliquam facilisis in est vitae pharetra.

Vivamus faucibus interdum turpis congue, quis tincidunt enim sollicitudin. Sed una sodales ornare enim in facilisis. Aliquam facilisis in est vitae pharetra.



SPECIFICATION

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam fermentum dictum massa rhoncus placerat. Vivamus et al faucibus interdum turpis congue, quis tincidunt enim sollicitudin. Sed sodales ornare enim in facilisis. Aliquam facilisis in est vitae pharetra.

WWW.QSMARTDESIGN.COM

Terrace & Garden

Project.

Terrace & Garden
Visual Identity System.

Strategy & Research

Identity Design

Messaging

Identity Guidelines

Print Design

Digital Design

Website

Commissioned by.

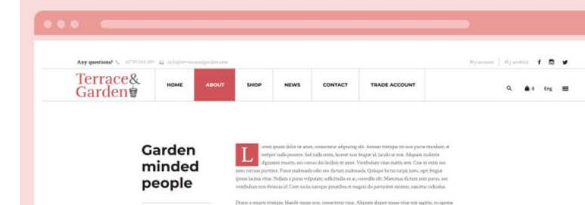
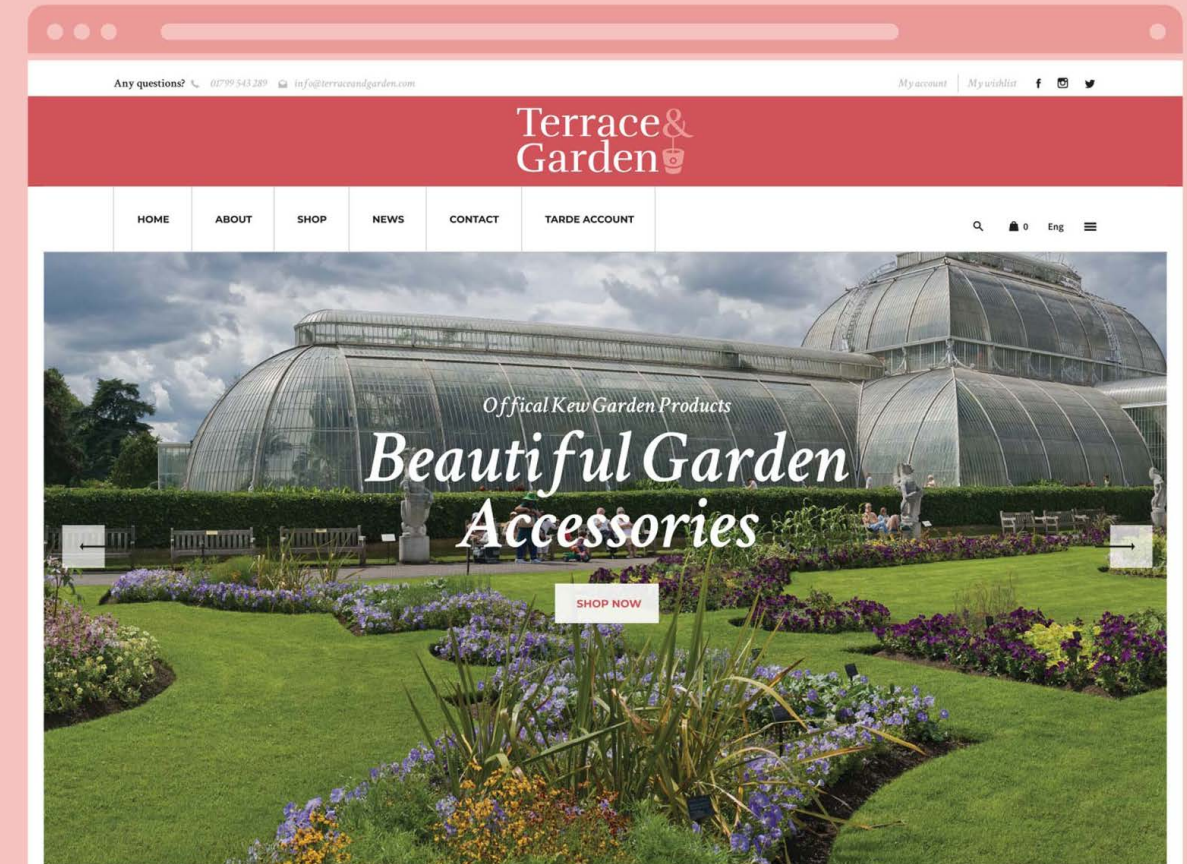
Terrace & Garden

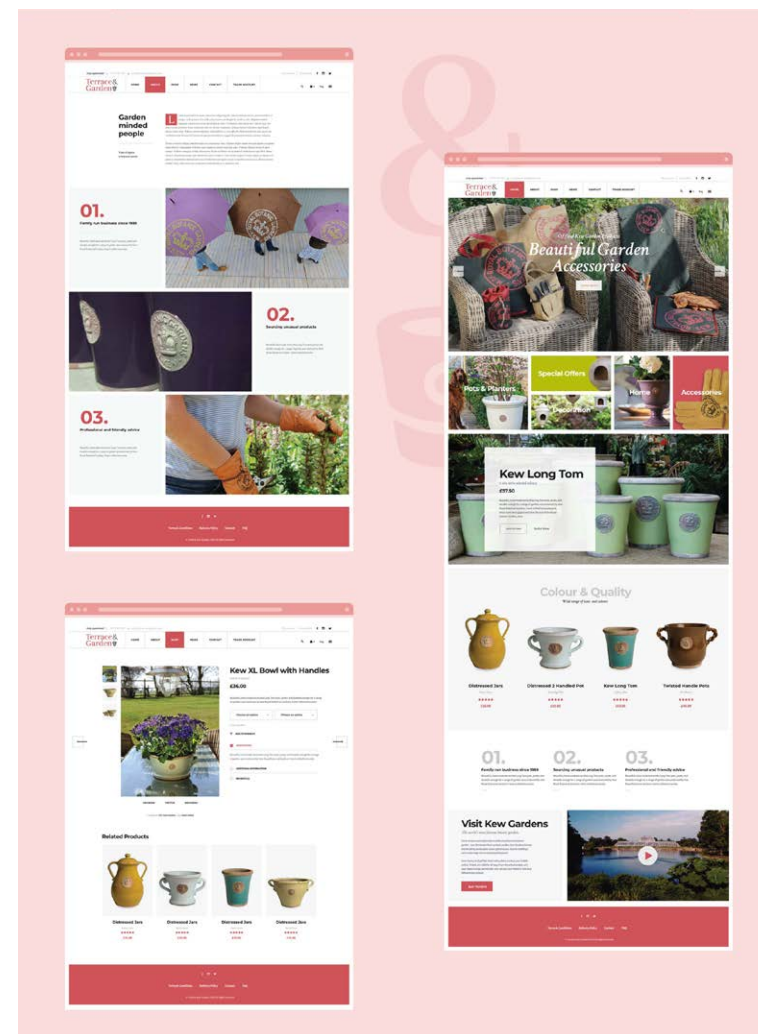


Terrace &
Garden

hand thrown
Kew Garden
glazed pots

for garden minded people





Grosvenor Fabrication

Project.

Grosvenor Fabrication
Brochure Design Series

Strategy & Research

Art Direction

Photo Editing

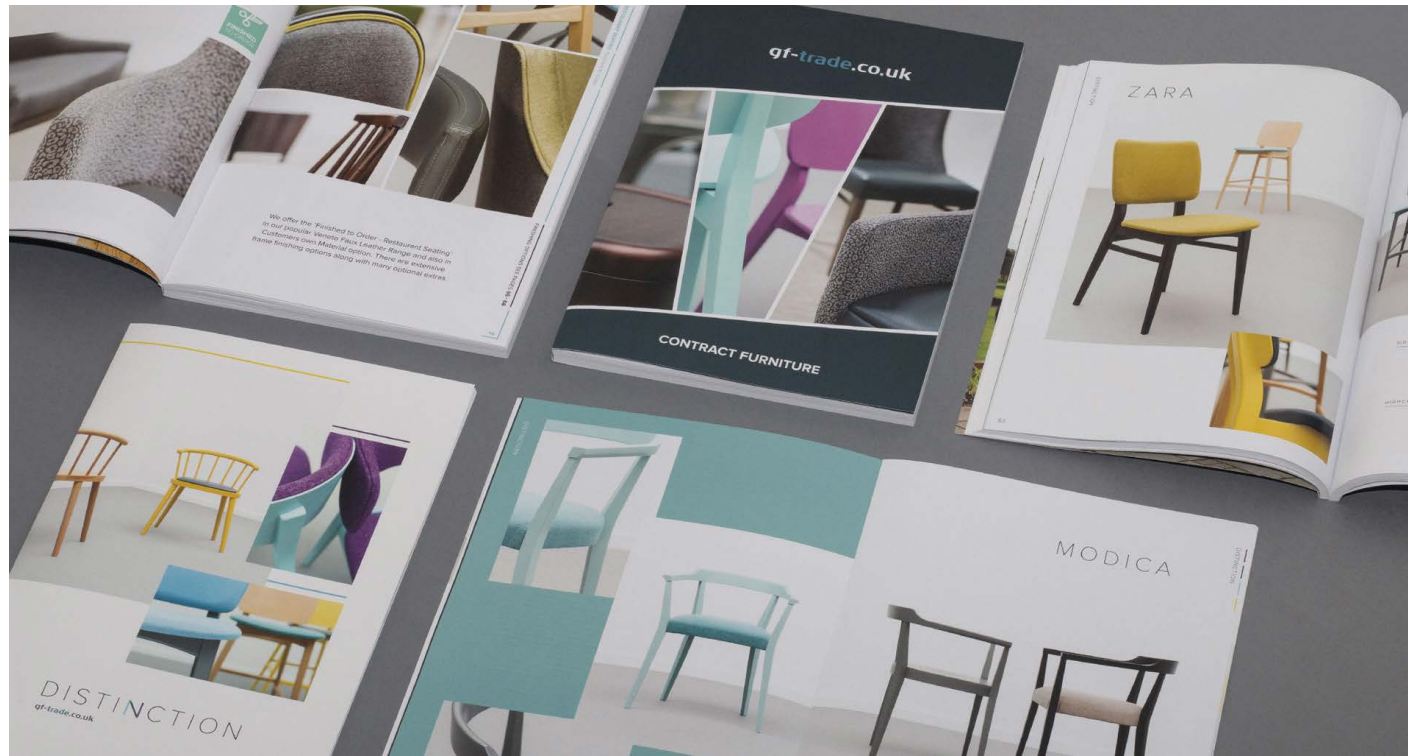
Creative Artworking

Print Design

Commissioned by.

Grosvenor Fabrication





ROSA

SIDE CHAIR

Height	910
Width	455
Depth	565
Seat Height	480
Total COM	0.60

HIGHCHAIR

Height	1160
Width	455
Depth	565
Seat Height	780
Total COM	0.60



Shout if you have any questions,
always happy to speak about
my work and process.



steve@screechcreative.com

07921 082 376

