



# Hello

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We are Creativitea™.  
A brand, print & digital  
design agency.  
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## Who we are

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**We are an independent, brand, print & digital design agency, providing a full cycle solution from concept to design, through to build and market.**

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## Who we are cont.

— We have had the pleasure of working with some great brands, organisations and people. We work closely with our clients to understand their aspirations, culture and market which allows us to tailor our services to deliver a clear return on their investment.

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## Our clients

We work flexibly on rosters, retainers & individual projects, with some great clients & fantastic brands.



## Leadership

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Founded in 2008  
by Lloyd & Rik  
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### **Lloyd Bedford**

Creative Director

An extremely creative individual with a love of typography, dynamic content and an extensive background in developing effective direct response design.

This provides Lloyd with the ability to gather a deep understanding of Businesses to Consumer communications in a high-pressure environment.



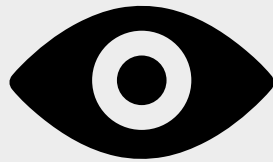
### **Rik Barwick**

Digital Director

A digital designer/front end developer with 10 years of experience working on consumer facing websites and digital marketing collateral.

Educated in Graphic Design and Fine Art he combines this with his love for digital technology to design exciting user experiences.

## What we do



### Brand & visual identity design

Logo design

Visual identity

Brand guidelines

Campaign design

Copy & content writing

Image research & photography

Motion graphics

Illustration & image making



### Print design

Brochure & prospectus design

Presentation & report design

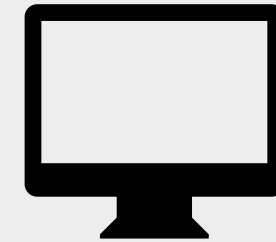
Exhibition & promotional

Print advertising

Point of sale design

Packaging design

Print management



### Digital design

Website Design & development

E-commerce

Email marketing

Social media

Digital presentations & E-publishing

SEO & PPC

UX design

App design & development

# How we work

## Our approach is simple

We're straightforward, open and hands on.  
We work with our clients as equal partners,  
as part of a team.

### Listen

We listen to our clients.  
We get to know them &  
get inside their brand.

### Explore

Review all existing brand  
touch points & collateral,  
we work with our clients  
to discuss & share new  
directions, concepts, to  
develop a clear direction &  
approach.

### Create

Collaboratively working  
with our clients, we create  
& build relevant successful  
pieces of communications.

### Deliver

We ensure that design  
integrity is maintained  
throughout.

We analyze the final  
project, taking this an  
opportunity for us to  
gain feedback, make  
improvements & measure  
goals.

## Our work





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**B2B  
Marketing agency**

- Visual identity design
- Guidelines
- Corporate stationery
- B2B marketing materials
- Website design



## Total Imaging

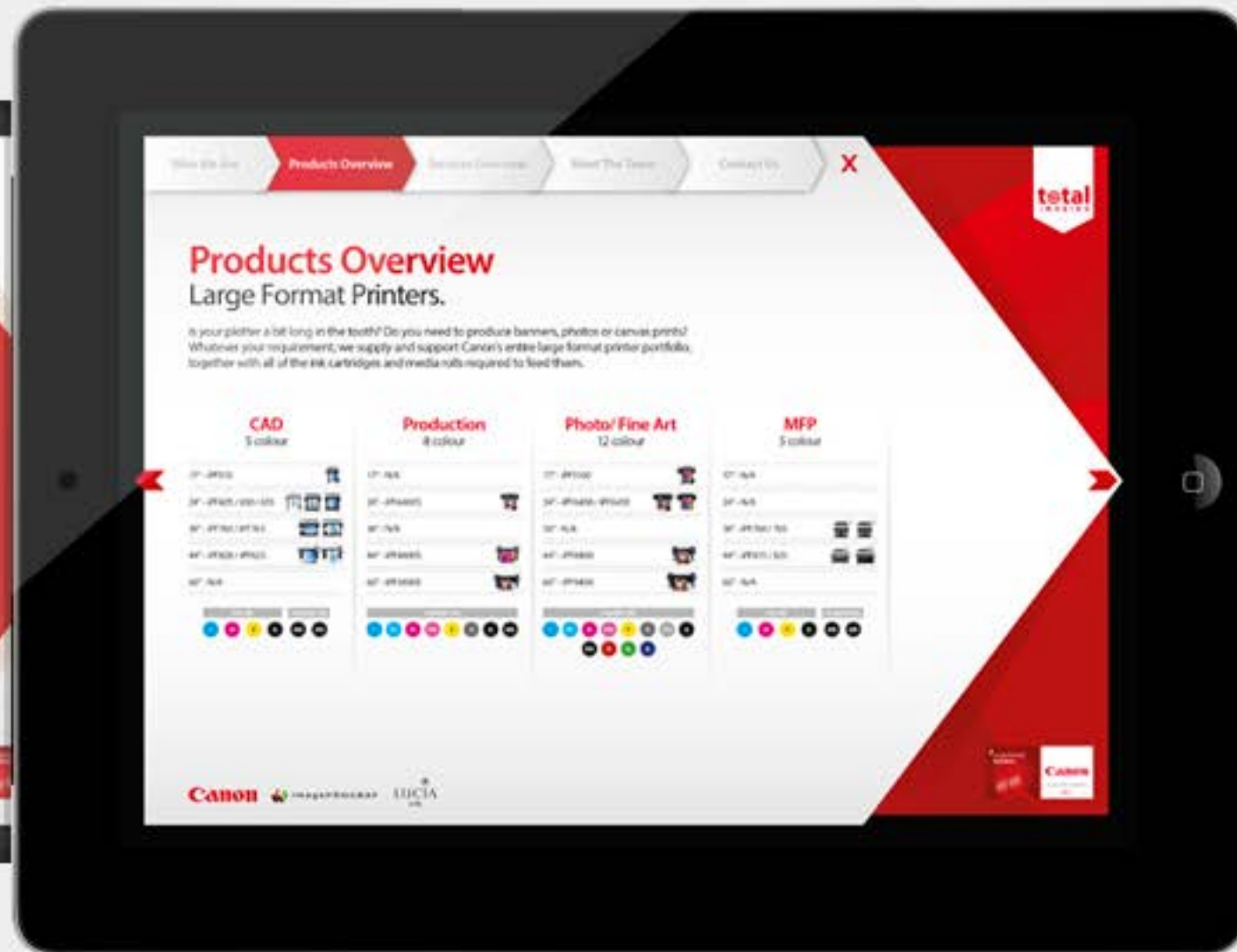
### B2B & B2C Service provider

- Visual identity
- Guidelines
- Corporate stationery & marketing materials
- Product design
- Interactive sales guide
- Adverting
- Direct mail



The Canon Experts

Interactive Sales Guide 2014

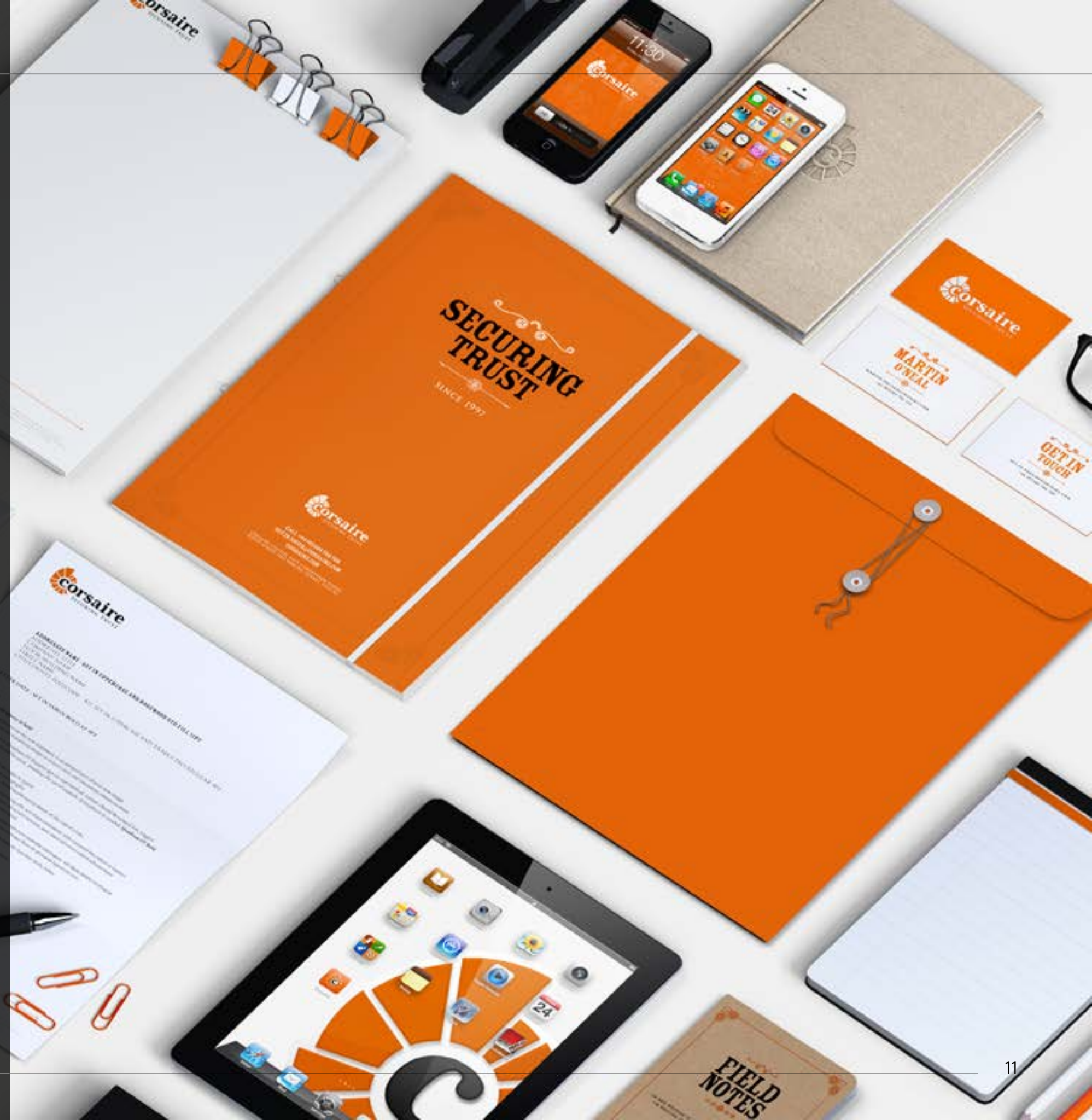




## Corsaire

### B2B Service provider

- Visual identity design
- Guidelines
- Corporate stationery
- Internal comms
- B2B marketing materials
- Site signage
- Presentation & report design
- Further identity support

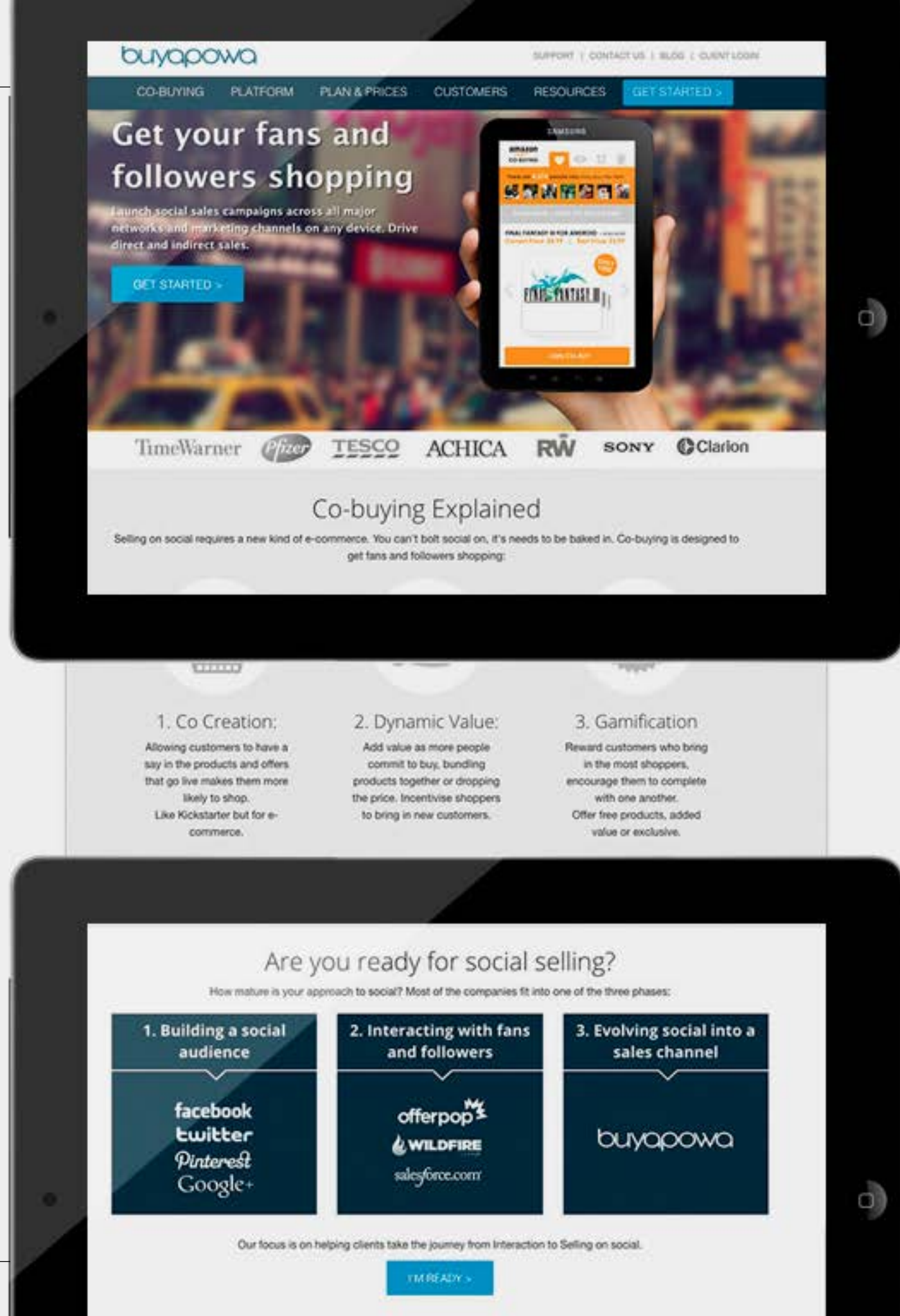




## Buyapowa

### B2B Service provider

- Identity development
- Responsive website
- UI & UX design
- White papers
- Reports





## Nike@Marchon

### B2B & B2C Fashion

- Sub-brand identity
- B2B & B2C marketing materials
- Advertising
- Sales guides
- Point of sale design
- Online marketing
- Direct mail
- Print management

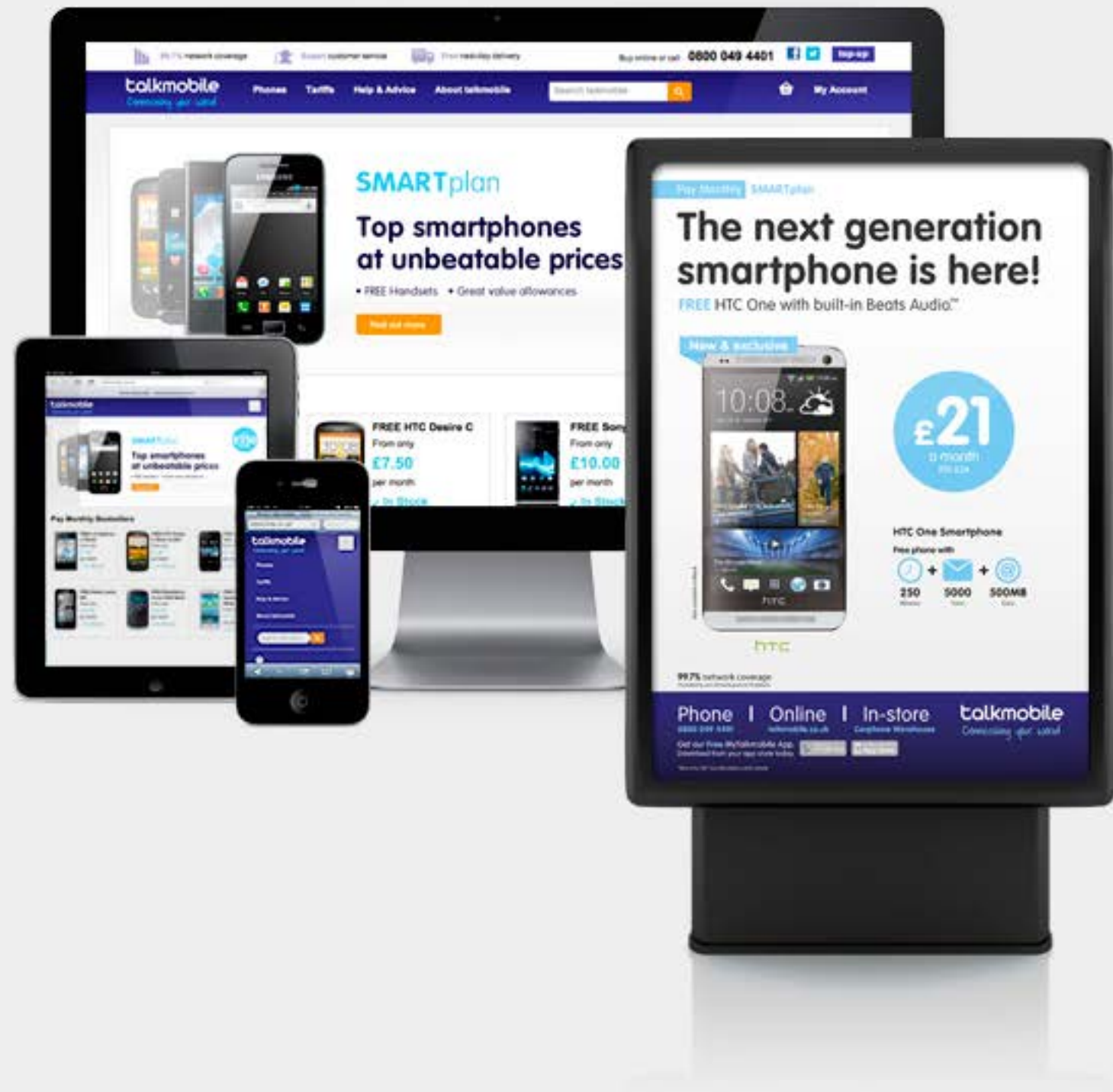




## Talkmobile

### B2C Telecommunications

- Brand & identity
- Guidelines
- Sub-brand identities
- Product design
- Traditional & digital marketing campaigns
- E-commerce
- UI & UX design
- Outdoor & press
- Advertising
- Sales guides
- Point of sale design
- Email marketing
- Copy writing
- Print management





## S4nity

### B2B Service provider

- Visual identity
- Guidelines
- Corporate stationery & marketing materials
- Product design
- Direct mail
- Video & Animation





## Connected World Services

### B2B Service provider

- Identity development
- B2B marketing materials
- Pitch documents
- Bid packs
- Copy writing



**CONNECTED**  
WORLD SERVICES



# Freeview

## B2C Entertainment

- Campaign
- Outdoor & press
- Advertising
- Point of sale design
- Online marketing
- Marketing materials
- Print management



## DixonsCarphone

### B2B Corporate launch

- Identity development
- Guidelines
- Corporate stationery
- Internal comms
- Site signage
- Presentation  
& report design
- Further identity support

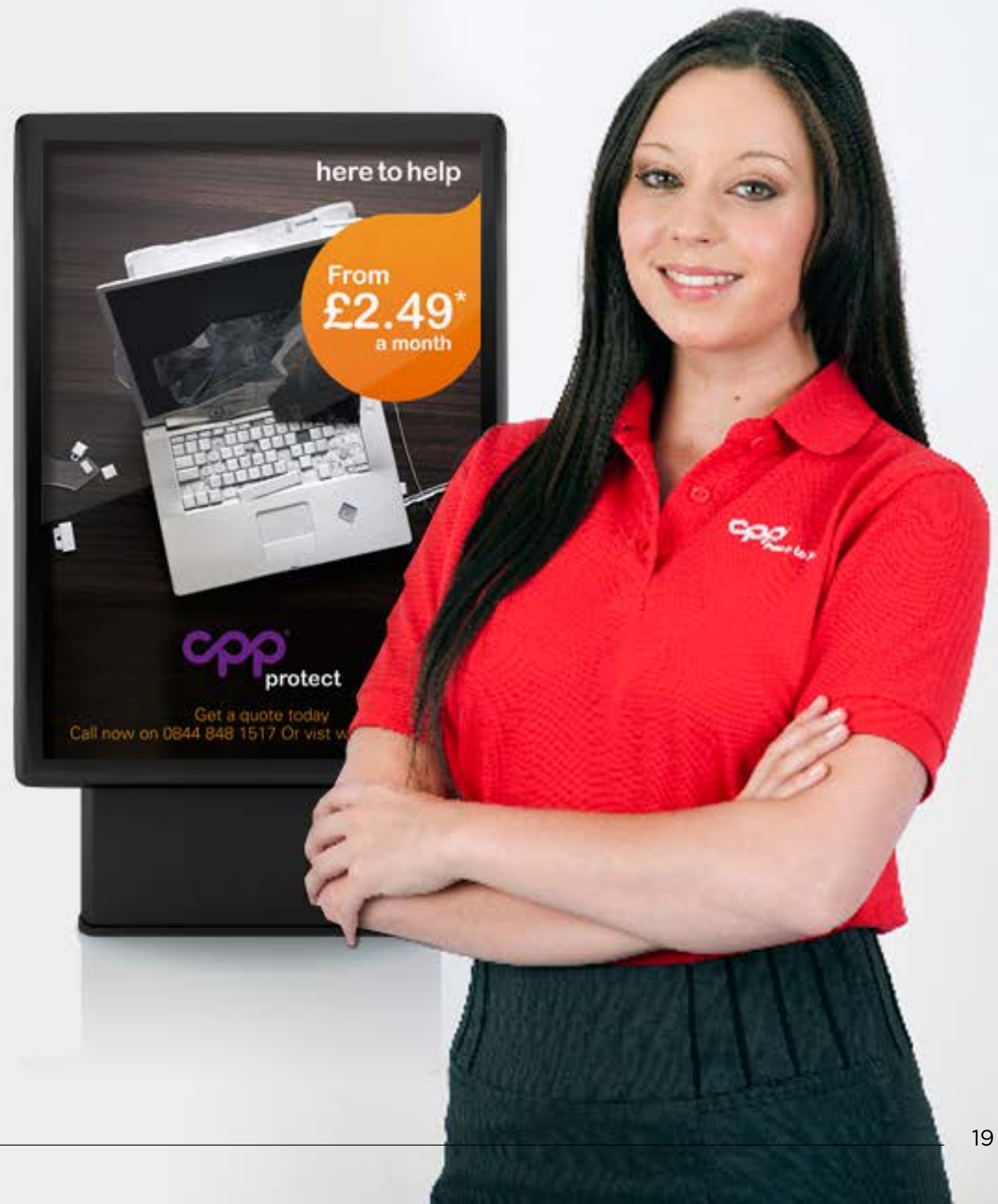




## CPP

### B2B & B2C Service provider

- B2C brand identity
- Campaign
- Outdoor & press
- Advertsing
- POS
- Online marketing
- Marketing materials
- UI & UX design
- Online consultancy
- Art direction
- Copy writing



## Talkmobile

### B2C Product launch

- Product identity
- Campaign identity
- Outdoor & press
- Advertising
- Point of sale design
- Online marketing
- Marketing materials

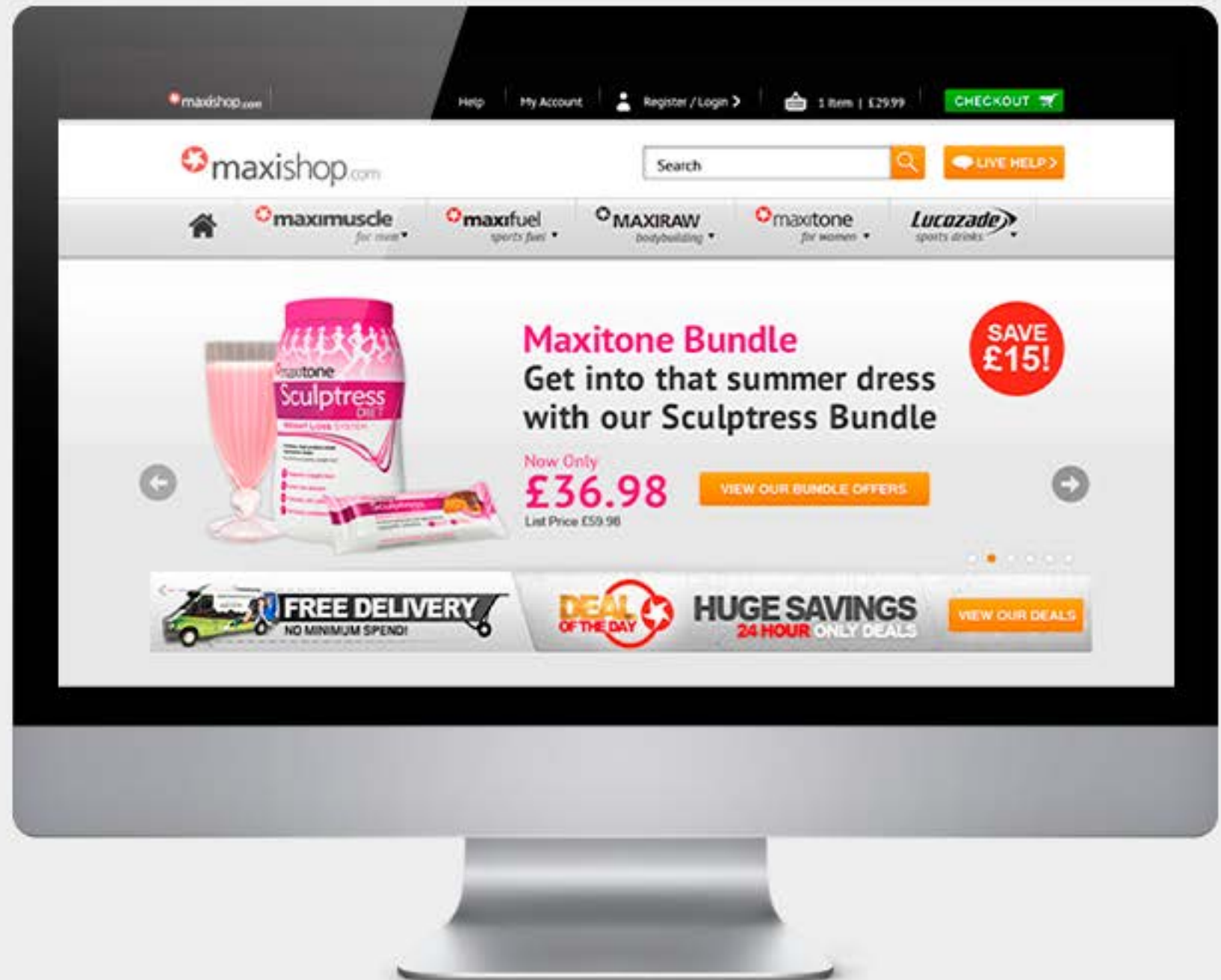




## GlaxoSmithKline

### B2C Helath

- Sub-brand identity
- Traditional & digital marketing campaigns
- E-commerce
- UX development
- Information architecture and sitemap planning
- Digital marketing



## CrawfordJames

### B2C Product launch

- Brand & product identity
- Marketing materials
- Packaging
- Advertising
- Point of sale design
- Print management

**SiZEME™**  
NUTRITION





## Lacoste@Marchon

### B2B & B2C Fashion

- Sub-brand identity
- B2B & B2C marketing materials
- Advertising
- Sales guides
- Point of sale design
- Online marketing
- Direct mail





# Get in touch

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