

Pepper Creative is a design
agency dedicated to making
print, web and multimedia
projects that get real results
in any market or media.

This brochure contains examples of our creative work for customers from every market sector. If there's something we haven't covered, contact us now or visit www.peppercreative.co.uk

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A fresh perspective

At Pepper we use our creative imaginations across print, web and multimedia platforms to energise a company's marketing, build a better brand and generate real world results.

Pepper Creative is a full service design agency offering support for businesses in any market, and across all media. We work closely with our clients to create exciting new directions for their print and digital marketing, and unify their branding across all marketing media, from e-commerce

website design, company brochure and stationery production to UK and global magazine advertising campaigns and video presentations.

Our experienced and friendly studio team is skilled across the widest range of design and production fields, from copywriting

and illustration to video editing and programming. We're lucky to have all of these essential creative skills in-house, so we can offer our clients the very best combination of marketing solutions to convey a consistent message and achieve their marketing goals.

WHO WE'VE WORKED FOR

KENWOOD
CREATE MORE

HOVIS

PREMIER
FOODS

AVTRADE

WhiteWorth

RSPCA

NHS

GEN AIRBORNE

Farnborough College
of Innovation

REDYARD
college

Weise

Guildford
College



“Through working with Pepper we've realised how vital good design is to any business in the global market.”

PHIL JONES: DIRECTOR: DEENSIDE

RIVERSIDE HI-FI

Website design & build

AVTRADE

Corporate brochure



Graphic design

Design is the foundation of everything we do, and we're flexible and responsive to your design needs so that our creative work is effective whatever the medium or target market.

We create maximum visual impact, backed up by a focused marketing strategy and sound technical knowledge. Whatever the market that you're competing in, our design work has given our clients the edge

that only an extra pinch of creativity can provide. We don't like to stick to rigid boundaries in our creative work, and every concept is freshly generated to suit your needs. As we provide so many of

our services in-house, we can roll out your marketing across all the media you need. Off-the-shelf is off-the-table at Pepper, which leaves us free to explore more creative avenues, and achieve more targeted results.



◀
**FOWLERS
MOTORCYCLES**

Key Collection catalogue

▶
**FARNBOROUGH
COLLEGE**

Wayfinding and wall graphics



Website design & build

From e-commerce websites to apps and intranets, our skilled team is dedicated to producing websites that are easy to update, and difficult to ignore.

WEISE CLOTHING

Website design and build

CHEVERTON COPSE HOLIDAY PARK

Website design and build

Because all businesses are unique we take a bespoke approach to website design and build, making all of our websites optimised for your needs. It's not easy to predict market trends or know how your business will evolve, so we

always make sure our websites designs are flexible and adaptable to change. We offer SEO (Search Engine Optimisation) on all the sites we build, boosting search engine visibility and giving your business the best chance of standing

out in the crowded online marketplace. Our websites are responsive to viewing on any device and with e-commerce, booking systems and bespoke software all part of our skill set, we're sure to produce a total online business platform.



Logo design & branding

A strong corporate identity is the foundation of all marketing and our branding and logo portfolio is full of creative approaches that helped every organisation stand out from the crowd.

Branding can radically change how people perceive your organisation, and a well designed brand can make a strong impression and set you apart from the competition.

We can apply a brand across all print, website and multimedia platforms, ensuring a consistency that will always reflect your core values.

AVTRADE

Logo design, branding and corporate merchandise

We work closely with clients to define their core values and use our creative skills to develop a brand that will best express them, as well as serving their business goals.

From logo design and corporate guidelines to signage schemes and livery, we can give you everything you need to build a better brand for your business.



Motion design & production

Our video and motion graphics projects harness the combined powers of filming, editing, animation and sound to create marketing tools with maximum impact.

IN2ACTION

Training presentation storyboard, animation, editing and build

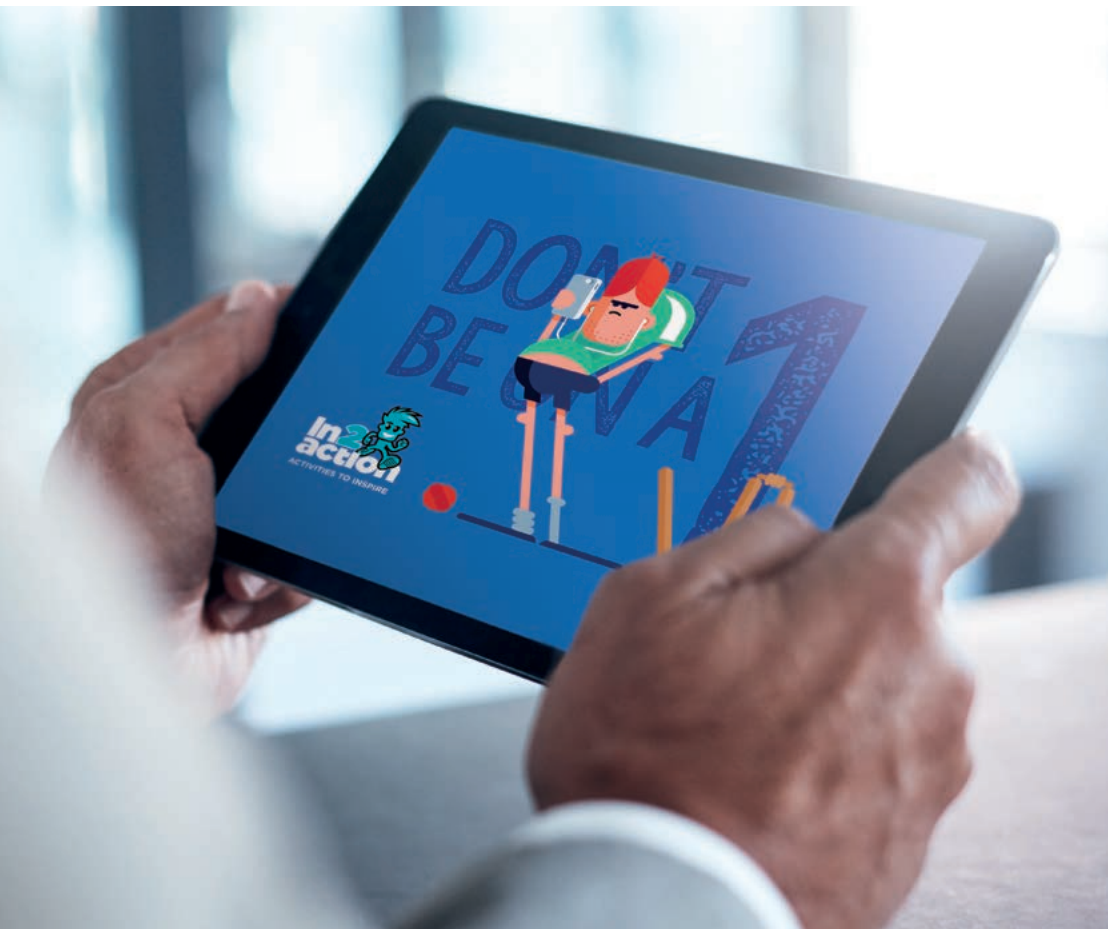
AVTRADE

Corporate video storyboard, scriptwriting, editing and build

We look closely at your company's marketing objectives and target audience to create multimedia presentations that can convey complex messages in a clear way, or energise simple ideas with the

excitement that only motion and sound can achieve. Our motion portfolio covers everything from animated online training workshops to corporate videos and promotional films. We'll guide you

every step of the way through the creative process, from concept and storyboarding to shooting and editing, ensuring that the final presentation has all the right messages, delivered across all the right media platforms.



Giving you the creative edge

At Pepper Creative we take time to understand you and your market sector, so we can focus our design and marketing skills more effectively on your target audience.

Creative design will give your marketing the edge over your competition, whether you want to launch a new brand, refresh an old one, increase the profile of your company, market new products or promote

an existing portfolio of services. We apply the same level of enthusiasm, original thinking and marketing knowledge to every project, ensuring that our solutions are as unique as our clients and the audiences

they're aiming to reach. We've worked intensively in some market sectors, but always welcome the opportunity of providing creative marketing solutions to organisations in every industry.



◀
GODALMING COLLEGE

Prospectus design

See more at
peppercreative.co.uk

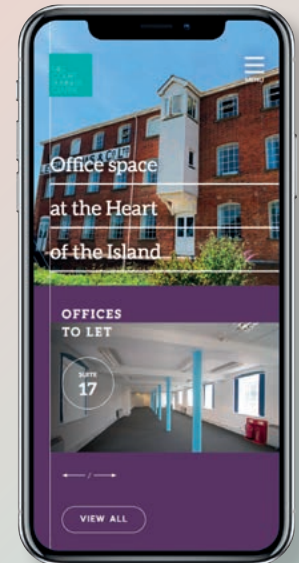


► **MILL COURT BUSINESS CENTRE**

Website design and build

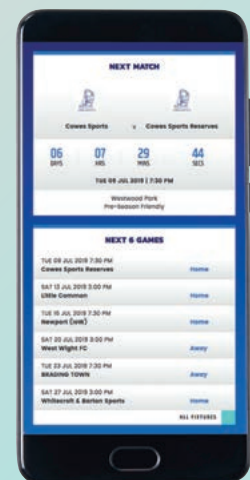
◀ **X-VENTURE**

Handbook design



COWES SPORTS FOOTBALL CLUB

Website design and build



Commerce

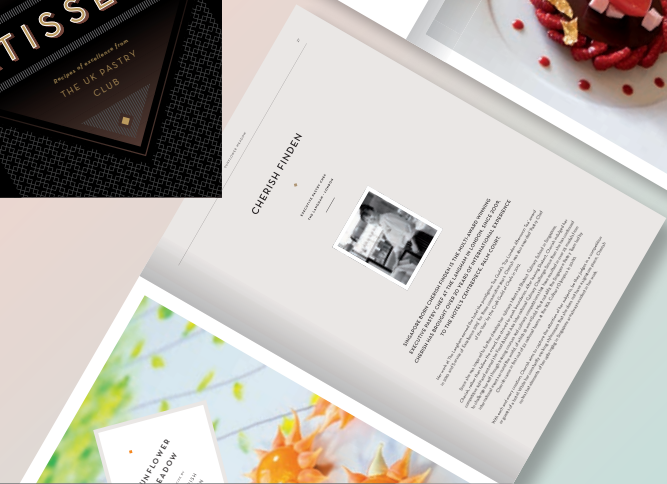
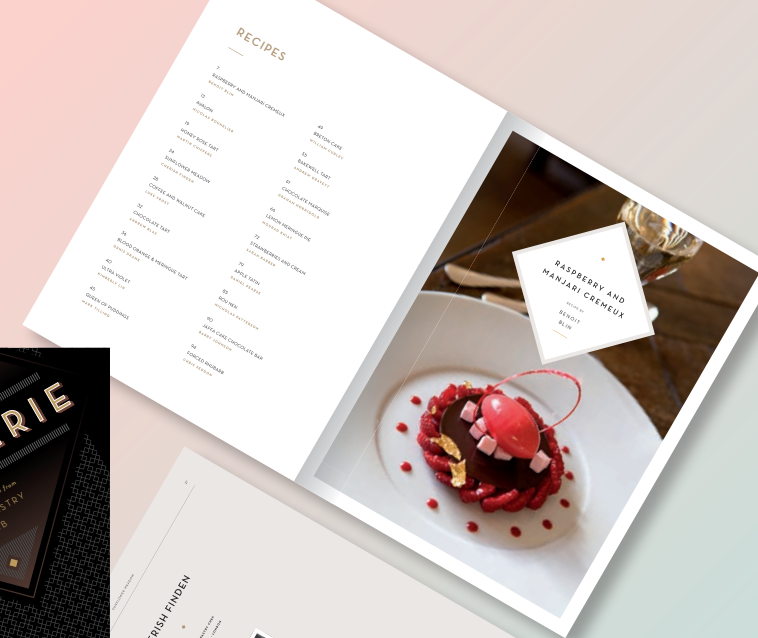
Pepper's unique perspective can give your marketing the creative edge.

We work closely with start-ups, SMEs and global players to understand their markets and help them to reach their targets. From kickstarting a company to boosting an established brand, we can help you to really stand out in a crowded commercial marketplace.



KENWOOD

Recipe books

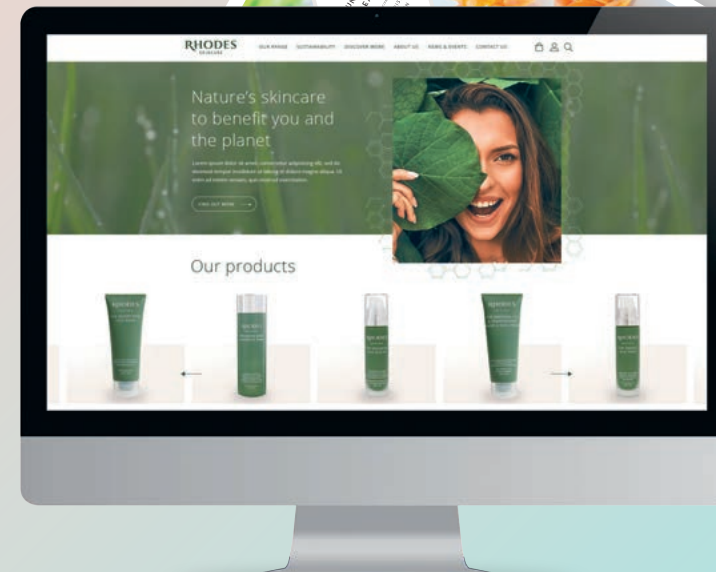


WHITWORTHS

Brochure and illustration

HOVIS

Brochure, branding, illustration, poster campaign, video presentation and board game



RHODES SKINCARE

E-commerce website design, build and SEO



Avtrade

Global rebrand

Avtrade are a rapidly expanding player in the global aviation industry. Pepper Creative were asked to rethink their existing brand and help raise their profile within an increasingly competitive market.

The existing logo was given a more contemporary look, with corporate guidelines produced to encourage consistent use of the new brand. The company's ethos was detailed in elaborately finished literature and a website that acts as a more interactive guide to their wide range of services.

A corporate movie, creative magazine advertising and exhibition concepts were also produced to ensure that Avtrade's message reached their target audiences worldwide.



CORPORATE LITERATURE

Brochure, handbooks, stationery and brand guidelines



RECRUITMENT CAMPAIGN

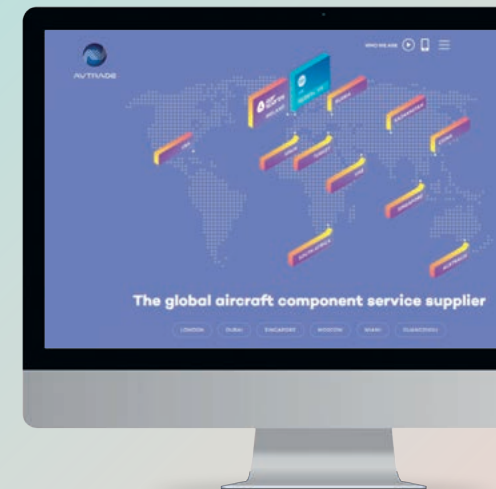
Brochure, posters and advertising



"I really feel like Pepper are on the same page as Avtrade, they're very professional and exactly what we're looking for."

JAMIE BROOKS: COO:
MIDDLE EAST & AFRICA

ADVERTISING & ILLUSTRATION



WEBSITE

Design, build, SEO and corporate video production

OTHER PROJECTS FOR AVTRADE:

LOGO DESIGN

WEBSITE DESIGN & BUILD

MAGAZINE ADVERTISING

PROMOTIONAL MERCHANDISE DESIGN

MULTIMEDIA PRESENTATIONS

BANNERS & WALL GRAPHICS

EXHIBITION DESIGN

ILLUSTRATION

SIGNAGE

COPYWRITING

PRINTING

Deenside

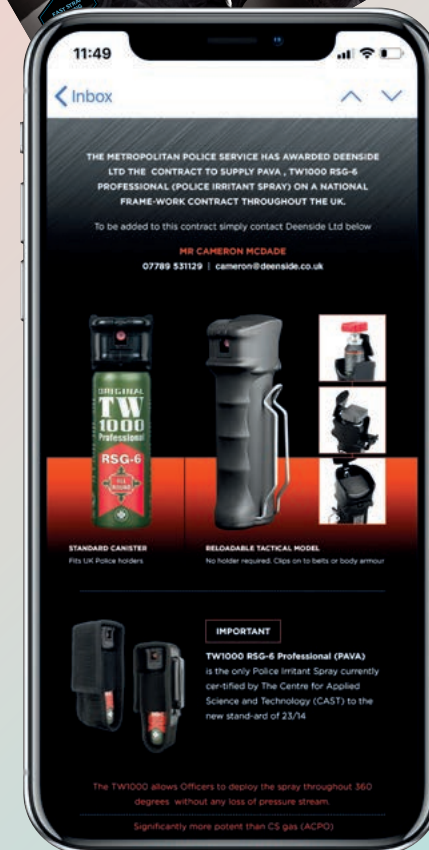
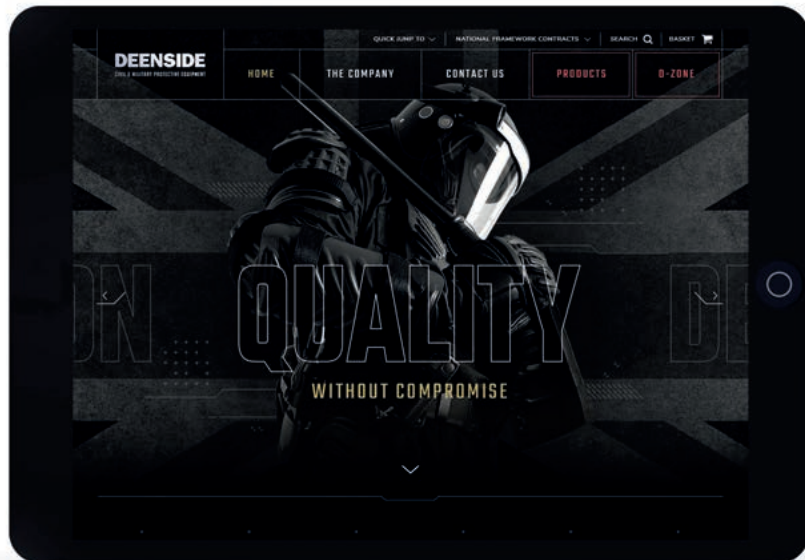
Global rebrand

Deenside have over 30 years of experience supplying specialist equipment to the world's police, prison and military organisations. Pepper Creative continued a long standing and successful relationship with the company by refreshing their brand and rolling it out across all marketing media.

Their stationery and catalogue was redesigned to reinforce their premier status, whilst a responsive website provided an interactive guide to their product range. The site is e-commerce driven, with a design that reflects Deenside's commitment to technological innovation.

WEBSITE

Design, build, icon design and SEO



PRODUCT CATALOGUE

DIGITAL ADVERTISING

OTHER PROJECTS FOR DEENSIDE:

MAGAZINE ADVERTISING

EXHIBITION & PROMOTIONAL MERCHANDISE DESIGN

3D MODELLING & MULTIMEDIA PRESENTATION

ANIMATION

ILLUSTRATION

PHOTOGRAPHY

COPYWRITING

PRINTING

Education

Our wide experience in the education sector ensures that our work is always rated outstanding.

From Primary School projects to FE and HE prospectuses, the aim of our education portfolio is always to inform and inspire. We work closely with schools, colleges and universities to help raise profiles and communicate core values in the most concise and impactful way.

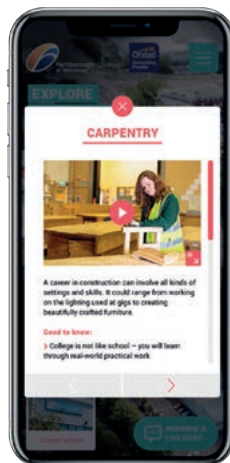


► **GUILDFORD COLLEGE GROUP**

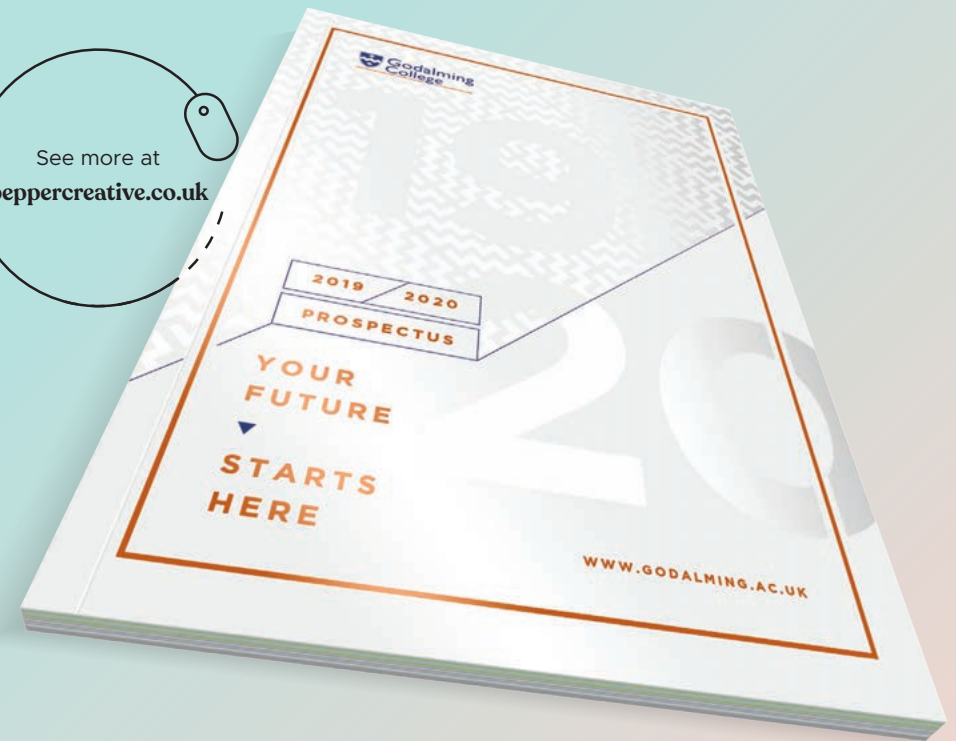
Suite of prospectuses

► **FARNBOROUGH COLLEGE**

Online virtual Open Day



See more at
peppercreative.co.uk



► **GODALMING COLLEGE**

Prospectus, promotional materials and advertising

Farnborough College of Technology Awareness campaign

Farnborough College of Technology has a great reputation for the quality and variety of its courses, and its two large campuses serve over 8,000 students. Pepper Creative was asked to design a marketing campaign that reflected the diversity of the college, whilst keeping their branding consistent across all media outlets. An important part of the campaign is a full-time course guide, which retains the college's existing logo design and colour palette, but re-imagines and expands their creative approach.

Pepper also developed the 'Make Yourself' advertising campaign in close partnership with the college. The concept was applied to a wide variety of marketing opportunities, including poster design, newspaper advertising, pull-up banners and bookmarks. Pepper ensured that the style and message of the advertising was consistent throughout the campaign and across all media.

ADVERTISING CAMPAIGN



STUDENT PLANNER



DISPLAY GRAPHICS

FULL TIME PROSPECTUS



OTHER PROJECTS FOR FARNBOROUGH COLLEGE OF TECHNOLOGY:

PROSPECTUS DESIGN

VIRTUAL OPEN DAY WEBSITE

DISPLAY GRAPHICS, SIGNAGE & WAYFINDING

STUDENT PLANNER

EMAIL MARKETING

ADVERTISING

ILLUSTRATION

"Many thanks for all the great work on the prospectus design - and the advertising campaign is proving so popular!"

STEVEN HUNT: MARKETING MANAGER:
FARNBOROUGH COLLEGE OF
TECHNOLOGY

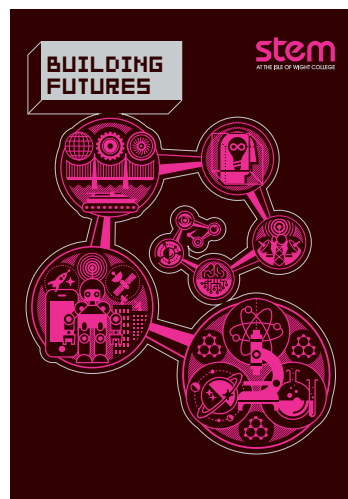
Isle of Wight College

Awareness campaign

SUITE OF PROSPECTUSES

Our work for the Isle of Wight College gives us the opportunity to showcase one of Pepper Creative's great strengths - illustration. This awareness campaign had to reflect the exciting career paths offered by further and higher education, and express the fun and friendly environment that the college offers to students across all of its campuses.

Bold typography, a bright colour palette and creative copywriting combined to remind prospective students of the diverse and exciting educational opportunities to be found on their doorstep. The campaign ran across a wide range of media, from bus advertising and prospectus design, to external and internal display graphics within the college campus.



"I'm impressed and grateful for Pepper's response to our requirements, they really do put their customers first."

PETER THOMPSON: VICE-PRINCIPAL:
ISLE OF WIGHT COLLEGE



OTHER PROJECTS FOR
THE ISLE OF WIGHT
COLLEGE:

BRANDING

LOGO DESIGN

HANDBOOK DESIGN

EXHIBITION &
DISPLAY GRAPHICSMULTIMEDIA
PRESENTATION

ADVERTISING

ILLUSTRATION

COPYWRITING

INTERNAL SIGNAGE

BUS ADVERTISING

See more at
peppercreative.co.uk



Leisure & tourism

Pepper Creative can bring a breath of fresh air into your leisure & tourism marketing.

Whether you're offering rest & relaxation or action & adventure, we can take your prospective customers on an inspirational journey where being fully booked is the ultimate destination.

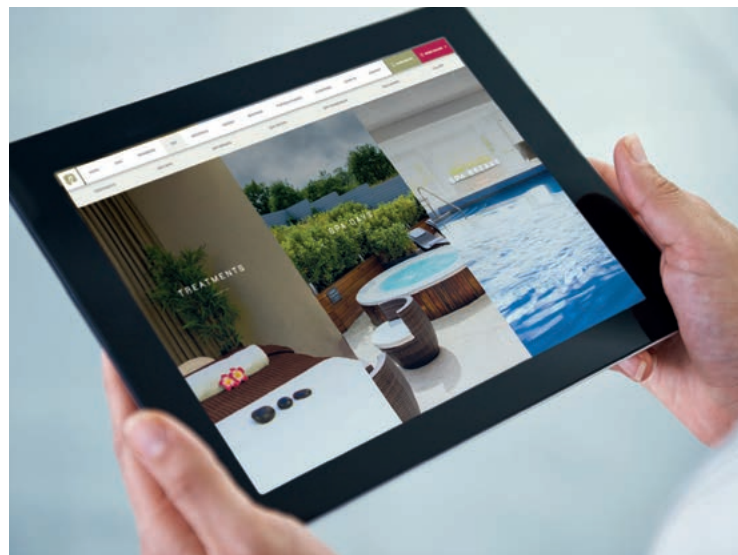
ISLE OF WIGHT ARTS

Open Studios yearbook



LAKESIDE PARK HOTEL

Website design and build



IN2ACTION

Website design and build



THE ISLAND WELLNESS CLUB & SPA

Website design and build



Fowlers

Marketing

Fowlers are home to several globally recognised motorcycle clothing brands. This well established company asked Pepper Creative to reinvigorate their marketing with the creation of a comprehensive product catalogue, the design of which would influence every aspect of the campaign. Weise is their flagship range, and Pepper Creative's website design

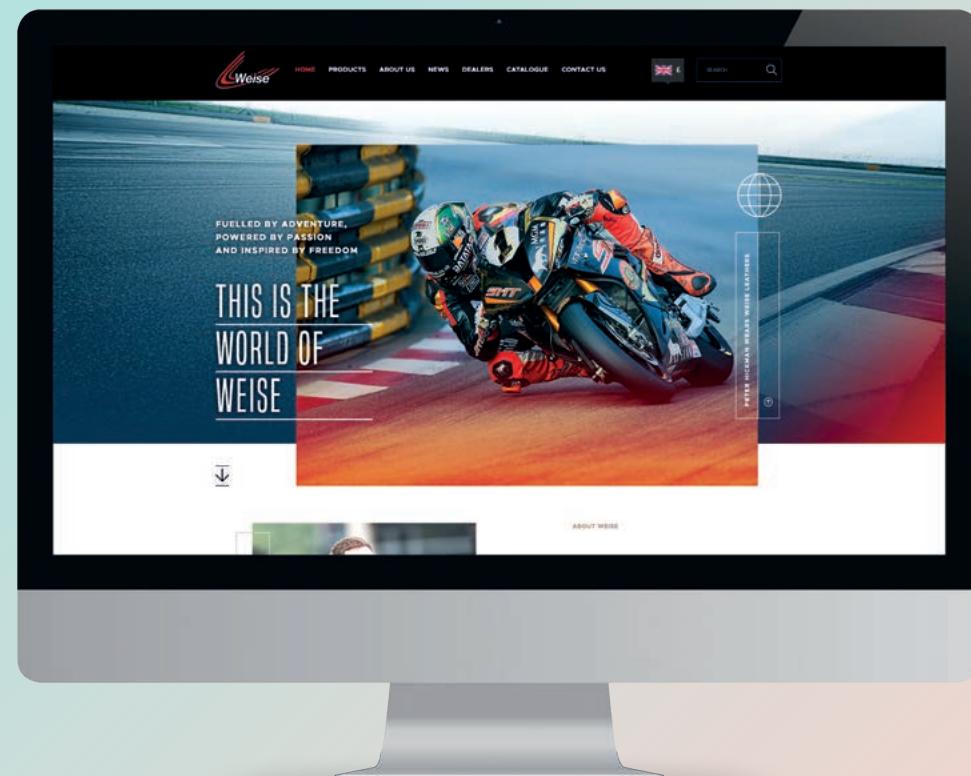
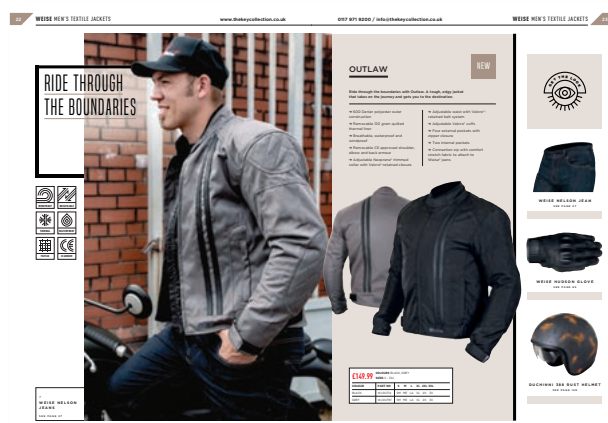
reflected the quality of the brand's apparel and appealed to both adventure tourers and everyday commuters.

The catalogue and magazine advertising campaign features clothes modelled by Peter Hickman, BSB contender and the fastest newcomer in TT history - a true testament to the brand's quality and reliability.

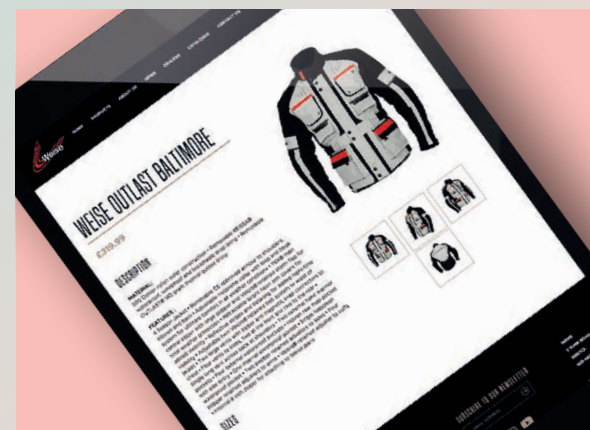
MAGAZINE ADVERTISING



PRODUCT CATALOGUE



WEISE WEBSITE



OTHER PROJECTS FOR FOWLERS:

- BRANDING
- LOGO DESIGN
- DISPLAY GRAPHICS
- ILLUSTRATION
- COPYWRITING
- PRINTING

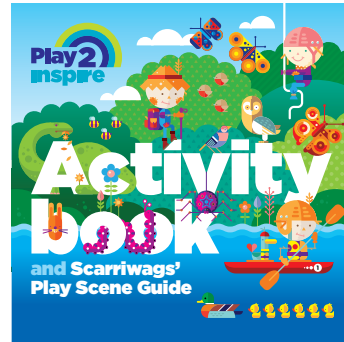
Play2inspire

Immersive play concept

In2action sought Pepper Creative's expertise to help expand the scope of their holiday activity company by developing Play2inspire, a range of play materials aimed at educating and entertaining young holidaymakers.

Pepper created several play experiences bursting with games, puzzles and bespoke character designs to stimulate children (and adults!) of all ages. Super-sized illustrations of beach and forest scenes are complemented by activity book designs, floor graphics, signage and finger puppets.

ACTIVITY BOOK



PLAY FLOOR MAT



CREATIVE PLAY ENVIRONMENT

3D ANIMATED PRESENTATION



OTHER PROJECTS FOR IN2ACTION:

WEBSITE DESIGN
& BUILD

WEB APP DEVELOPMENT

SEO

MAGAZINE ADVERTISING

BROCHURE DESIGN

EXHIBITION DESIGN

DISPLAY GRAPHICS

ILLUSTRATION

CHARACTER DESIGN

PRINTING

We'd love to hear from you

We're a friendly, dedicated team,
always available to give advice on how
we can help you and your business.

Just give us a call, drop us a line, or
drop in - we'd love to work with you!

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