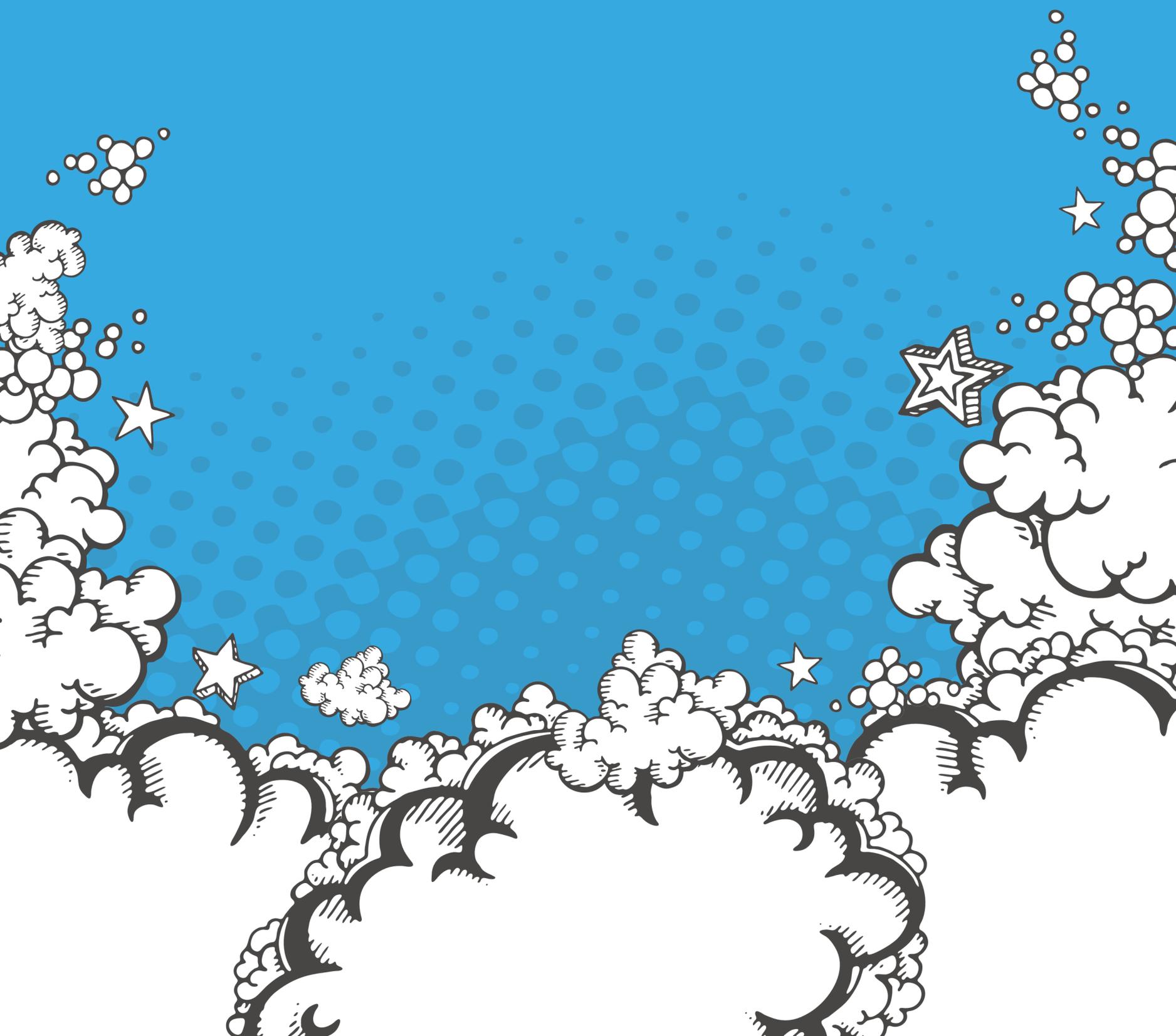


# Brocklebank

creative services

A print and digital  
creative service agency  
in Hertfordshire

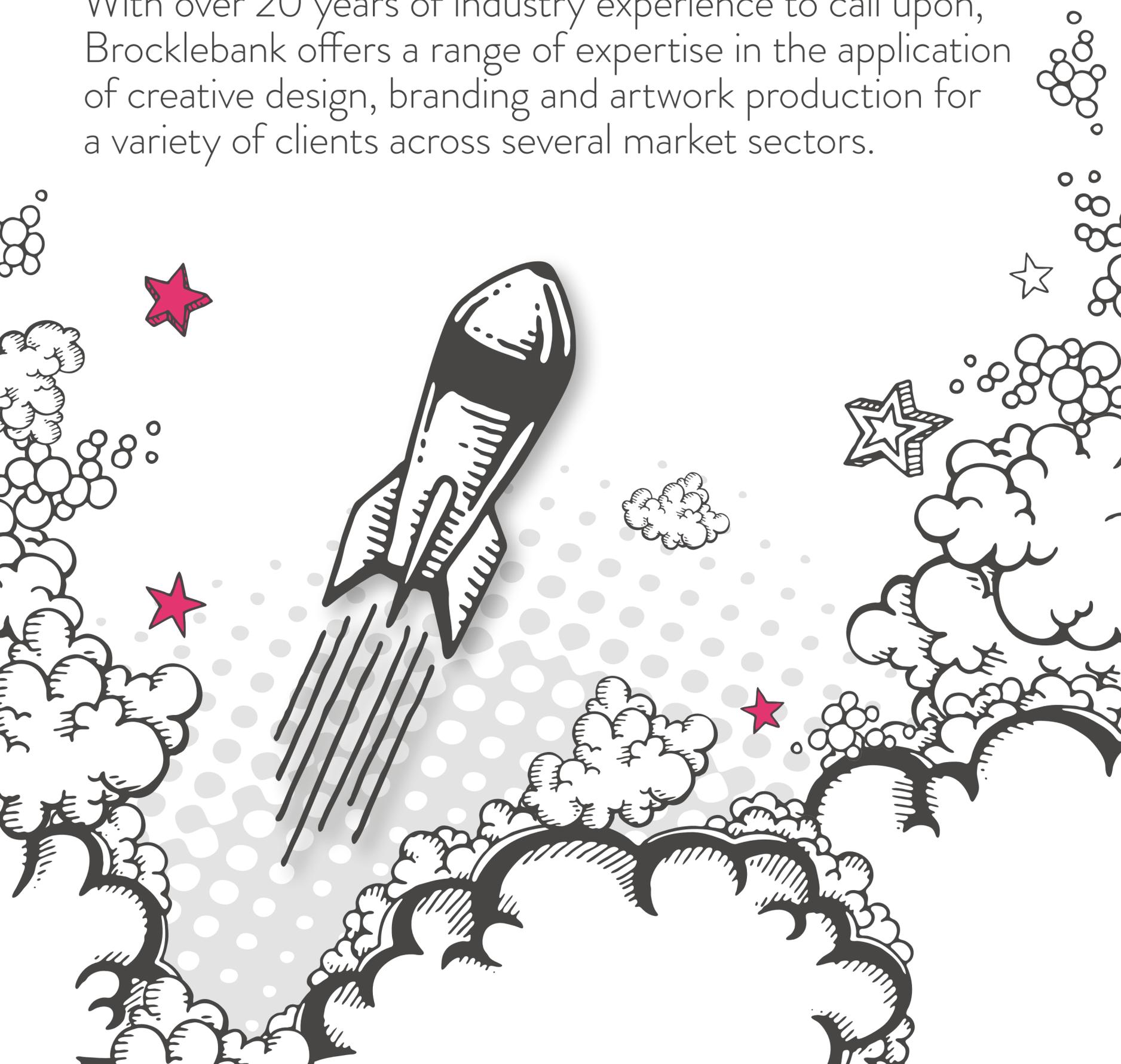


# BROCKLEBANK CREATIVE SERVICES

Incorporated in 2016, Brocklebank Creative is a small, independent creative studio, specialising in the design and production of print and digital marketing assets.

Based in Harpenden, Hertfordshire, Brocklebank initially provided freelance services, but with more demand for our expertise and willingness to service larger, direct clients, the business is now what we term, a fully-fledged micro agency.

With over 20 years of industry experience to call upon, Brocklebank offers a range of expertise in the application of creative design, branding and artwork production for a variety of clients across several market sectors.





# APPROACH

Our belief is this; the approach to your work is what defines your business.

And so our approach is one of pragmatism and resourcefulness with client satisfaction being paramount.

It may be a cliché, but why would we not endeavour to offer ideal results in a cost-effective manner?

We believe in that more wholesome approach, as after all, what we produce is for our client's purposes, not our own, and so we will always advise with both honesty, and sincerity.

Brocklebank Creative wants to nurture its associations for the long term; build trust and affinity with clients, developing relationships which in turn will help us produce consistent quality and a reliable service.

# SPECIALISMS

Although our expertise is drawn from over 20 years of varied creative application, we are able to offer refinement and specialism in a few key areas:

## Branding

Branding is often misinterpreted as superficial, a simple façade to make that first impression. However, integrity in your brand and thorough organisation in its application is what really matters, as that application will ensure recognition in every scenario.

Brocklebank Creative is experienced and adaptable in both the curation and application of branding ideals, utilising our experience and awareness to make sure your identity, in whatever context, is refined and consistent across all applications.



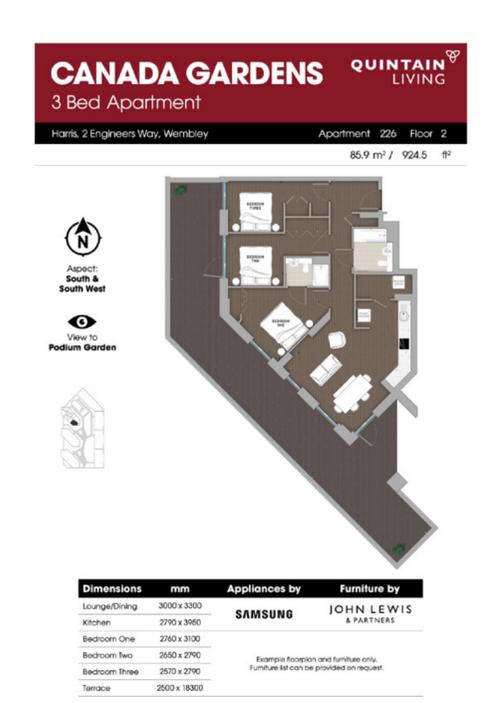
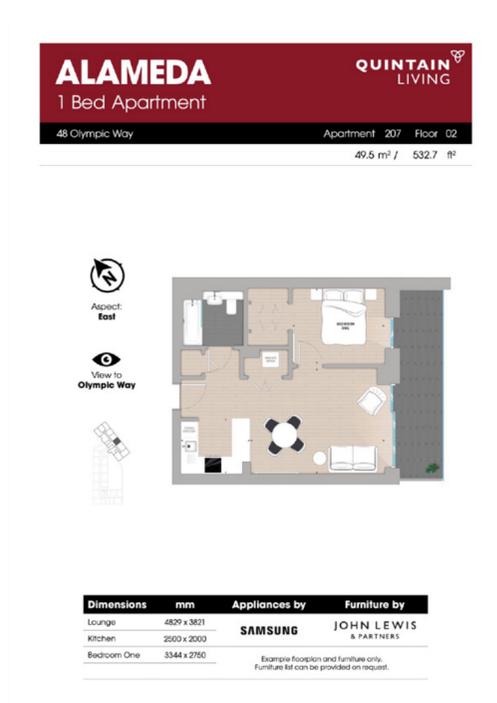
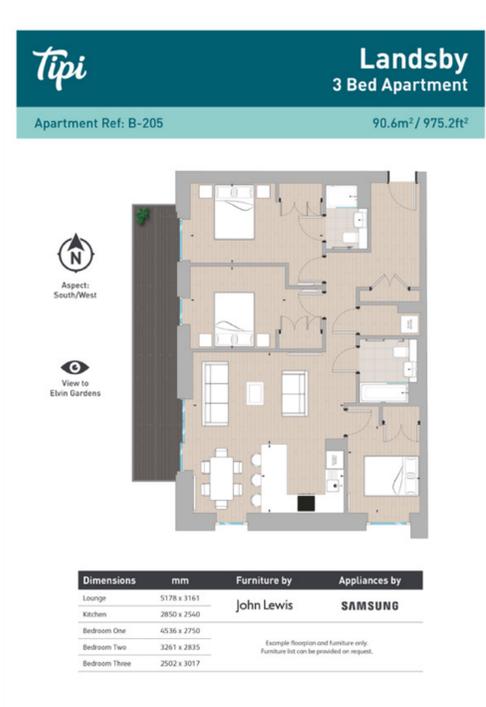
# SPECIALISMS

## Data Driven Projects

The adaptation and application of data in large scale projects can be a test, particularly if organisation and understanding fall by the way side.

Brocklebank Creative has a range of experience in managing large scale, data driven requests, that allow us to employ a methodical, organised approach to any data-based production.

To this end we are able to offer excellent economies in design and production times coupled with very low error rates and high-quality results, regardless of the number of assets required.



# AN EXAMPLE

Recent work provided to Quintain Living can be used to demonstrate our effective techniques, when applied to large scale, data driven projects.

The Canada Gardens development in Wembley Park is a site that consists of 7 individual buildings. Apartments in these buildings are numerous, ranging from 74 per smaller eleven story building, 105 in the medium 13 story blocks to the largest tower, Thompson, which accommodates 204 individual units over its 22 floors, not including the penthouse levels.

Our remit was to produce premium assets - known as takeaways or aggregators - that clearly conveyed the specifics for each apartment, including a proportioned, illustrative arrangement, with floor and kitchen colours, doorways and certain fixtures and fittings.

Working from supplied details, which included architects drawings, swatches and spreadsheets of the relevant building's specifics, we illustrated and then collated all relevant information and parts into layouts for every unit.

Each completed asset was proofed, grouped into floors and delivered as two different file types ready for use across several sale's portals.

And now for the best bit:

For the entire Canada Gardens development, a total of approximately **1,300** unique assets were illustrated, produced and delivered at a cost of just under **£8** per asset, inclusive.

To date, we have delivered similar assets for 8 different developments around Wembley Park; 20 individual buildings containing approximately **2,760** homes.

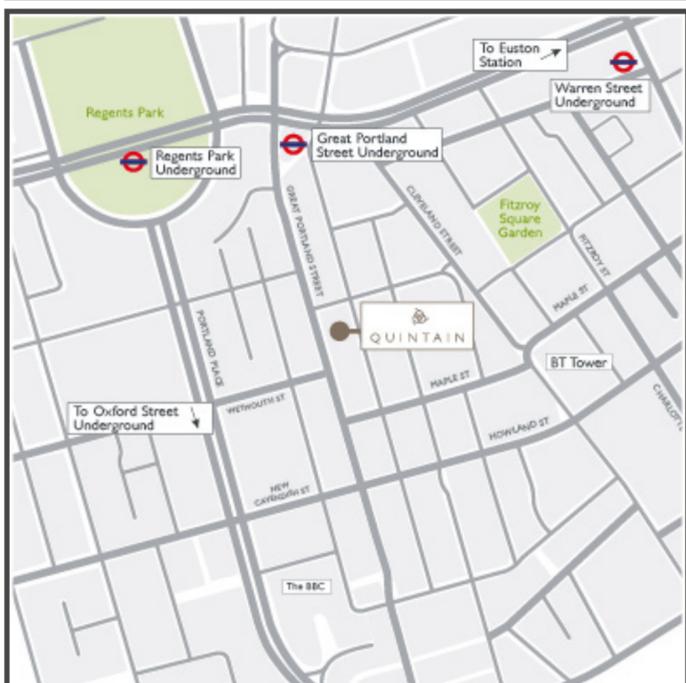
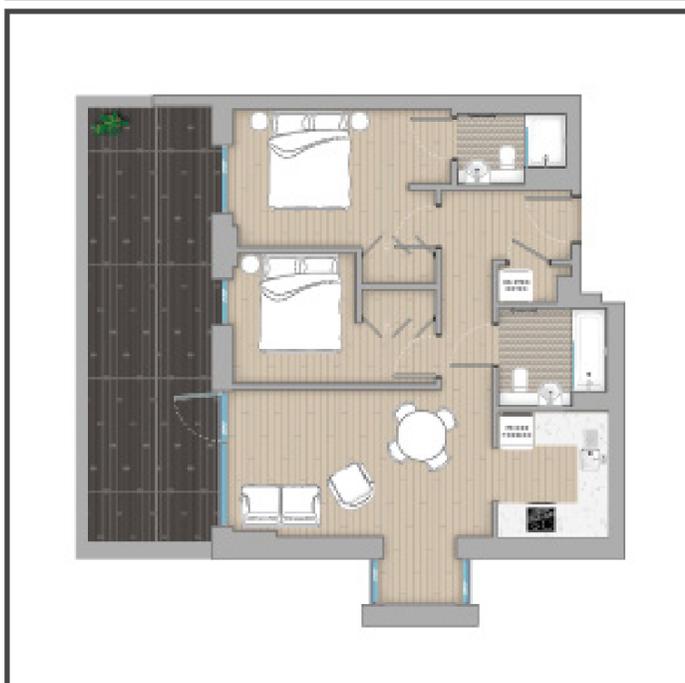
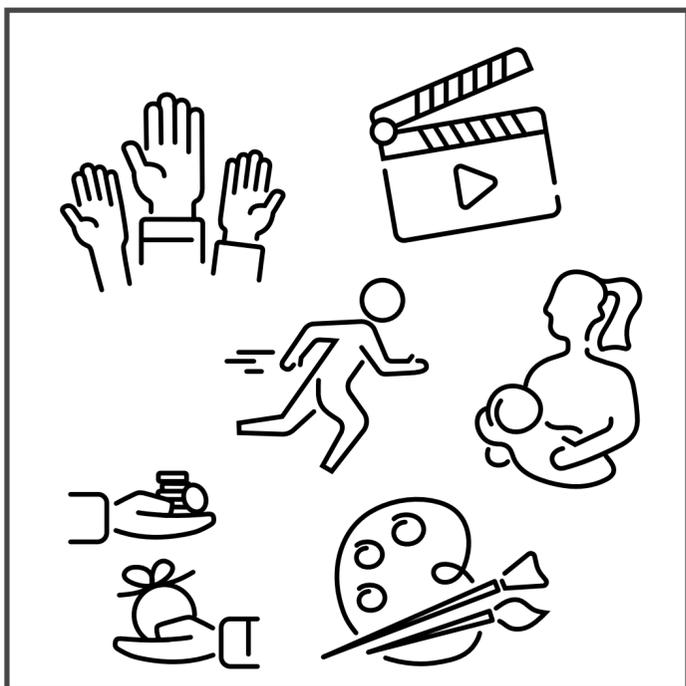
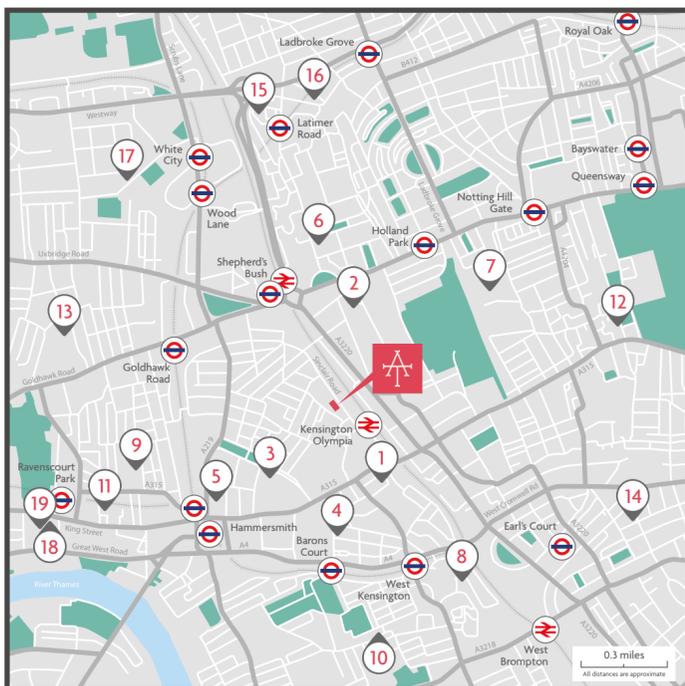
# SPECIALISMS

## Vector illustration

From iconography to infographics, floorplans to maps, our experience in the illustration of these particulars is wide and varied, which as with our other specialties, allows us to provide efficient solutions with minimum of fuss.

For example, our techniques offer highly workable assets, meaning after the initial inception, elements are easily altered or themes expanded upon without excessive additional expense or time.

As we have mentioned, efficiency and productivity is applied in all we do.



# Additional Services

Our expertise doesn't end there. We are also able to adapt our focus to a wide array of disciplines to achieve appropriate solutions. That may include any of the following:

Creative and production

Press and advertorial

Packaging

Large format

Documents and brochures

Localisation

Campaign management

Print management

Asset delivery

Digital advertising

Video and animation

Content management

Conceptualisation

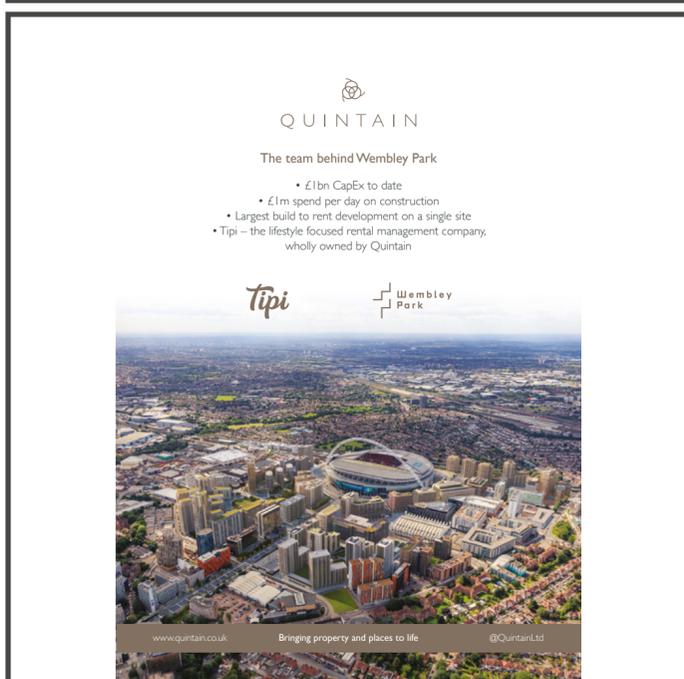
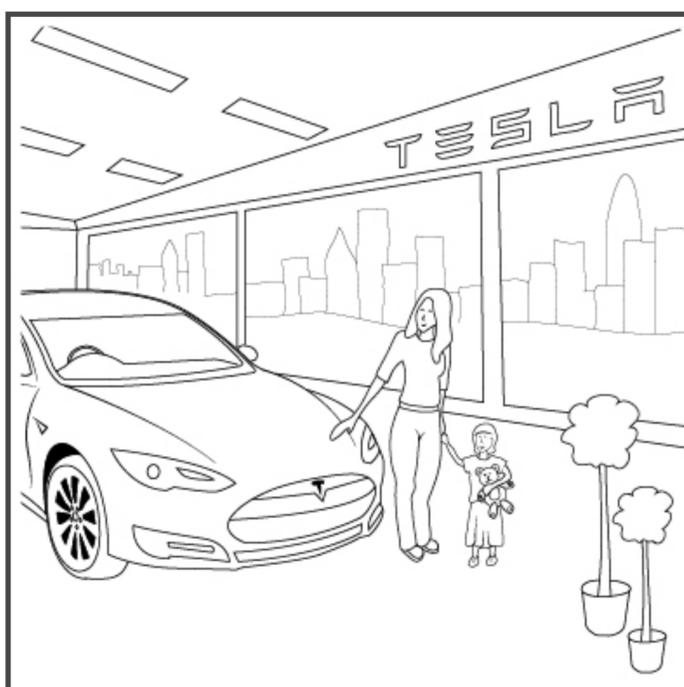
Branding

Illustration

Artwork

Photography

Retouching



# PRICING

We try to provide cost-effective solutions in everything we do, meaning clients only pay for the time spent on their projects alone. There are no inflated project fees or hidden additions, allowing you to set a budget to work to, or keep track of time spent effectively.

We include all disciplines in an hourly rate as we value each in our work flow; the fee we estimate or the budget you set is worked to regardless of our application.

Time is recorded for every job we process, records of which we can supply to our clients on request; all part of the service.

Our rates are by the hour, charged at quarter hour intervals after the first hour. We invoice weekly when appropriate.

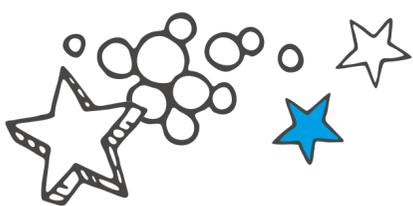
Of course, for regular clients we are able to offer discounted rates, to enhance our relationships for the benefit of both parties.



# CLIENTS

Our experiences range from FMCG to automotive, residential and real estate to leisure, tourism and entertainment. The scope of our application is wide, and has provided us with the knowledge and understanding to guide and produce an array of work.

From branded stationary through to the design and production of literally hundreds of apartment floorplans, we are adaptable and accommodating to any project.



Q U I N T A I N



**theguardian**



R E G A L

L O N D O N



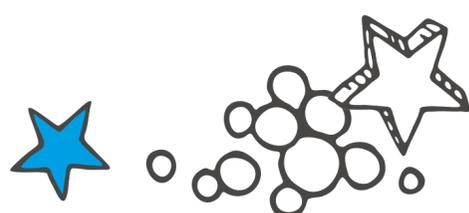
T E S L A

 **williamsleatag**



BRITISH COCOA GROWER

**QUINTAIN**  
**LIVING**



# CONTACT US

Office hours are **09:00** to **17:30** – Monday to Friday.

Please call the office telephone on

**07808 644 610**

Or send an email and we'll get straight back to you.

**hello@brocklebankcreative.co.uk**

Thank you for your interest in our business and services.

