



Creative Book

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Jekyll2Hyde limited
creative associates



Branding
Brand Strategy
Design
Advertising
Copywriting
Direct Mail
Illustration
Photography
Print Management
Website Development
New Media

Design impact is instant. There is no on-set of symptoms, there is no fever; there is no second chance. That initial glimpse will be your audience's first and lasting impression.

Design plays an important role within a successful company, whether it be through branding, advertising or promotional materials. The key objectives must be maintained at all times, and when combined with innovative design and an understanding of the market place, the outcome will always deliver results.

Jekyll2Hyde has experience within many sectors, from small businesses to multi-million pound corporations, and we are able to use this to adapt to any area with confidence. We specialise in a wide variety of graphic design and are proud to have a professional, dedicated and proficient team who can creatively reflect your company's potential. Through expert knowledge and expressive thinking, we provide a complete service that will allow you to investigate intriguing solutions and exciting avenues of design execution.

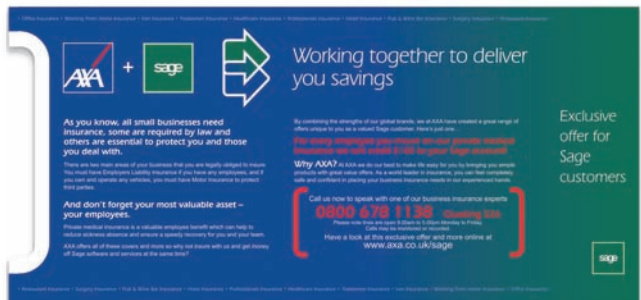
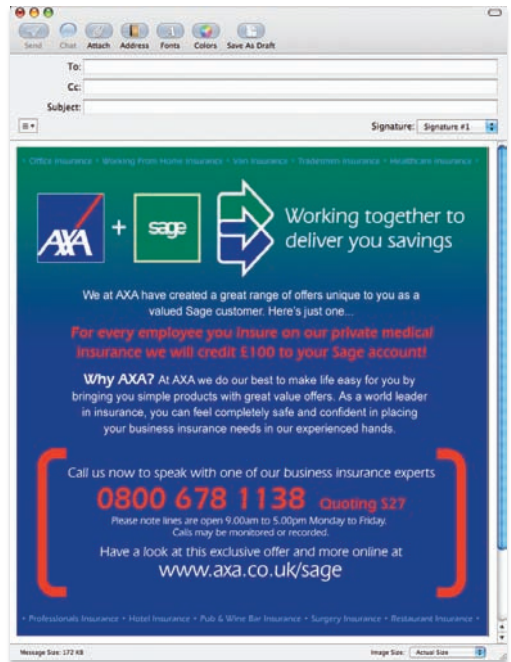
AXA PPP

- Branding
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Brief: A working document was required which provided a specific offer to Sage software users. Confirmation that AXA PPP and Sage were working together to guarantee savings direct to the target audience needed to be relayed whilst offering the full range of insurance services.

Solution: A specialist document was created which merged and maintained both brands whilst remaining within the AXA PPP corporate guidelines. There was strong creative response using die-cut and graphics, and a clear call to action was produced to generate fax, email and telephone response. The design was well received and as a result was then developed into an HTML document as part of an email campaign.



Tonbridge School

Branding

Brand Strategy

Design

Advertising

Copywriting

Direct Mail

Illustration

Photography

Print Management

Website Development

New Media

Brief: After winning the four-way pitch, Jekyll2Hyde were asked to proceed with the school prospectus, ensuring we had a full understanding of the school's ethos and environment. It was essential to capture the heritage and enjoyment factors of the school along with the academic, arts and sports facilities.

Solution: After spending time discussing the school with both teachers and pupils, we were able to build a strong picture of excellence which was then reflected in the prospectus. Using high-end photography and materials with blind embossing of the school crest ensured the design reflected the school's quality. From the success of this we have continued to design further communication materials for Tonbridge School.

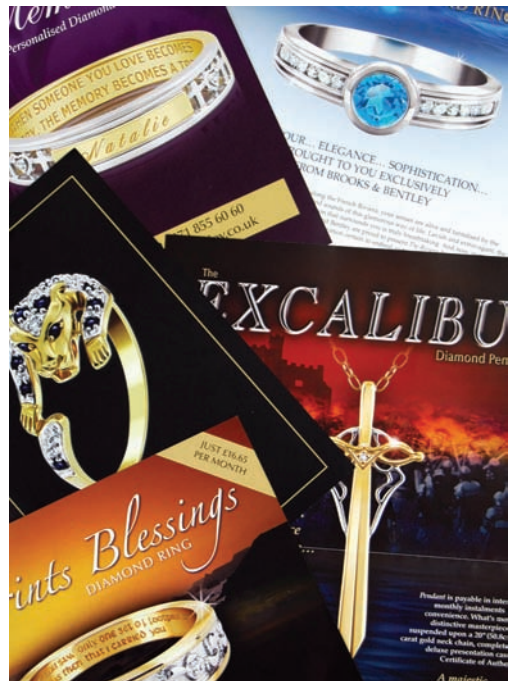


Brooks & Bentley

- Branding
- Brand Strategy
- Design
- Advertising
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- Direct Mail
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Overview: Since Jekyll2Hyde's birth through to today we have grown our relationship with Brooks & Bentley into a successful partnership, assisting them in their national advertising and mailer campaigns.

From creation of adverts for specialist press through to A5 simple fold single-product mailers and complex inlaid multi-product brochures, we continually convey the products in the most promotional manner necessary to ensure maximum sales and brand awareness at all times.



Wood & Pilcher

Branding
Brand Strategy
Design
Advertising
Copywriting
Direct Mail
Illustration
Photography
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New Media

Brief: Jekyll2Hyde were asked to take the existing brand and update it to have a more contemporary look. It had to be applied across all materials including stationery, advertising, signage, mailers and sale boards.

Solution: Taking the existing brand which used a Georgian theme, Jekyll2Hyde then developed a more modern and friendly feel, simplifying the graphic to a generalised style thus encompassing a wider market. This was then developed with a new warmer yellow and the creation of the horizon as a graphic tool allowed a strong and dynamic base on which to build all promotional materials.



WOOD & PILCHER



Botox® – Heritage

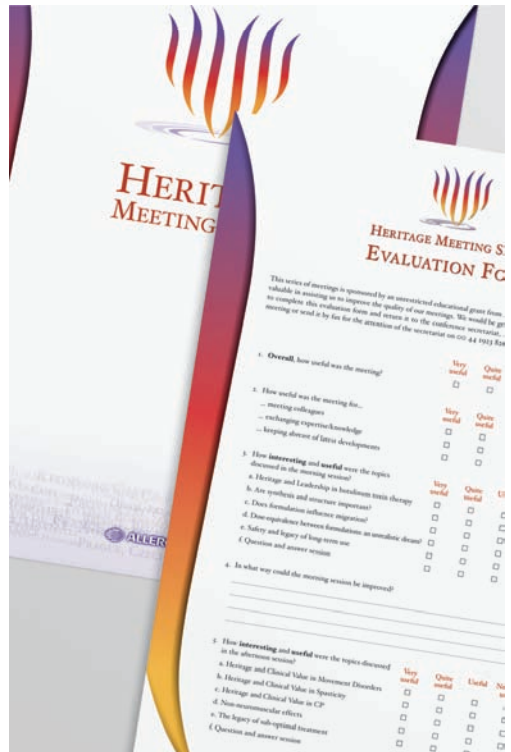
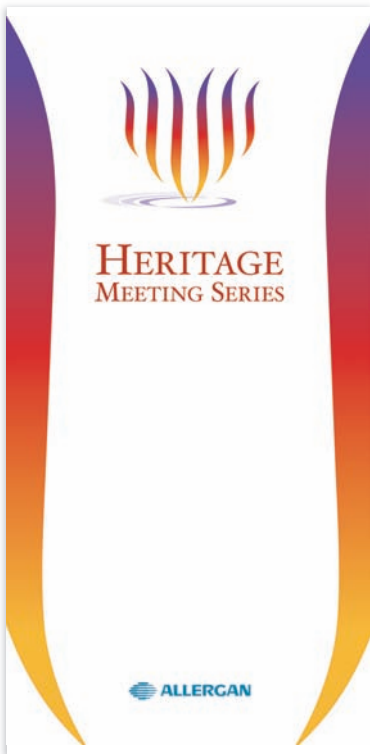
- Branding
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Brief: 'Heritage' was a concept developed to launch Botox with eight conferences throughout Europe, highlighting the history of the product in various forms and usage. The identity had to reflect this key aspect along with the response of the product to create a modern and dynamic design.

Solution: A crest was formed to represent the heritage and to symbolise the protection of youth, using smooth lines to reflect the qualities of Botox as part of facial aesthetics. This identity was then applied across all materials from stationery, abstract books and posters to signage, staging and presentation slides. Following on from this, we continue to work alongside Botox for conferences and creation of product materials.



HERITAGE MEETING SERIES



The Gallery

- Branding
- Brand Strategy
- Design
- Advertising
- Copywriting
- Direct Mail
- Illustration
- Photography
- Print Management
- Website Development
- New Media

Brief: Having previously worked with The Gallery Hair & Beauty Salon to develop their brand identity, Jekyll2Hyde were asked to create a website that would showcase their company and give an understanding of their work. The website needed to encompass the brand by being clean, bold and modern whilst ensuring the site could be easily navigated.

Solution: The colour choice of red, black and white directly reflected the existing identity and created a dramatic and contemporary overall feel. Use of superb photography combined with clean typography and a practical layout has resulted in a successful website which in turn has increased awareness of the salon and what it has to offer.

<http://www.thegallery.me>

