



**overtide**  
Forward thinking graphic design  
**Case Studies**

# Company Information

A little bit about us

Attitude Design Ltd. is a professional graphic design company based in Nottingham, UK. We specialize in branding, print design, web design, new media design and marketing strategy. This means we can provide you with many ideas to improve your business image and we can also carry these ideas through in style.

Our wide range of services and business-driven approach, differentiates us from typical web design companies and design agencies. We can carry out your design requirements across all medias; making us a 'one stop shop' for all your design and marketing needs.

With our technical and strategic thinking and a high quality of graphic design - accompanied with personal attention and competitive prices, we believe that we have the right attitude to make a real difference.

## Contact Information

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Attitude Design Ltd. Registered company no. 6562265. Registered address: 35 Highfield Drive, Carlton, Nottingham, NG4 1JQ

## Services We Offer

### Branding

- Brand Identity Design (Logos)
- Brand Guidelines (for consistent implementation)
- Stationery (Letterheads, Business Cards, etc.)
- Planning and Strategy

### Standards Compliant

#### Web Design – including:

- CSS and HTML websites
- E-commerce
- Blogs
- Portfolio Sites
- SEO

#### Print Design – including design for:

- Brochures
- Leaflets
- Catalogues
- Menus

### Multi-Media

- TV Advertising
- Animated Presentations
- Flash Animations (e.g. Banner Adverts)

### Other Services Include

- Consultancy
- Art Direction

# Galleries of Justice

Branding / Print Design / Website Design

The Galleries of Justice Museum is an established tourist attraction in Nottingham. It prides itself on being the actual location where criminals were tried and punished in bygone days. Actors and actresses lead tour guides around the museum; giving visitors a dynamic experience.

The museum's brand and website was looking quite tired; so Attitude Design was commissioned to develop a fresh brand and website design. Two logos were developed - one for the museum and one for its theme of Crime and Punishment. The brand was flexible to enable the museum to work within the corporate sector as well as tourism.

A modern and appealing website design was also developed which is consistent with the museum's new brand image. The construction of the website by the Attitude Design team to enables the museum staff to edit and update the site themselves.



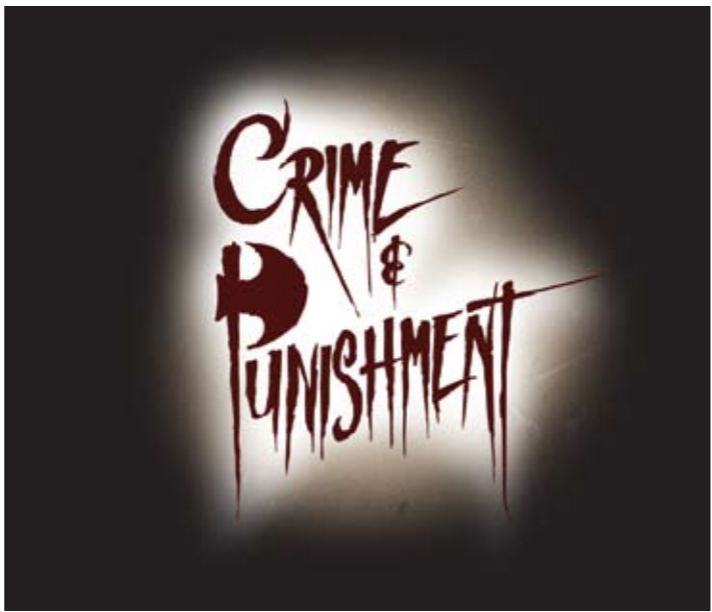
Brand Identity Design



CMS Website Design



« Left / main attraction leaflet design



» Below / campaign brand identity



**Case Information**  
**Client:**  
 The Galleries of Justice Museum  
**Industry:**  
 Tourism  
**Work Completed:**  
 ■ Logo & brand identity  
 ■ Website design  
 ■ Print design  
 ■ Banner Design



» Right / corporate hospitality leaflet design



Banner designs hanging outside the Galleries of Justice Museum in Nottingham's Lace Market

### Case Information

**Client:**  
Future First

**Industry:**  
Education

**Work Completed:**

- Logo & brand identity
- Website design
- Illustration



A creative brand system was also introduced which depicts a series of vibrant and dynamic graphics, that can be utilized by Future First to illustrate a variety of things. Graphics that were created had some consistent elements in them as well as having unique points to portray key messages. This theme was to appeal to the student audience and ensure that the brand and website was approachable and user friendly towards them.

This fun and brightly coloured brand system was then consistently implemented onto the Future First website. Messaging was kept bold, short and to the point - to grab the attention of site visitors and keep them there. The website is divided into clear sections; enabling students to move easily around the site and find the areas most relevant to them.



≈ Top right / logo design

» Right / brand illustrations

# Hallam Communications Website Design



Ask anyone who is anyone in web design who the number one internet marketing consultant in the East Midlands is and you can bet your bottom dollar the name “Susan Hallam” will be spoken! Susan Hallam is the Managing Director and personality behind “Hallam Communications” and is well known for her public speaking, charismatic personality and high profile clients. We are proud to announce that Hallam Communications awarded the re-designing of their site to Attitude Design. The site needed to be Search Engine Friendly (obviously!), easy to update (add and edit pages) and modernize and improve Hallam’s corporate style. We produced the design from start to finish, starting with flat “uncoded” designs and then coded them into accessible and validating HTML and CSS. We then integrated the design into WordPress - to deliver a cost effective and cutting edge website.



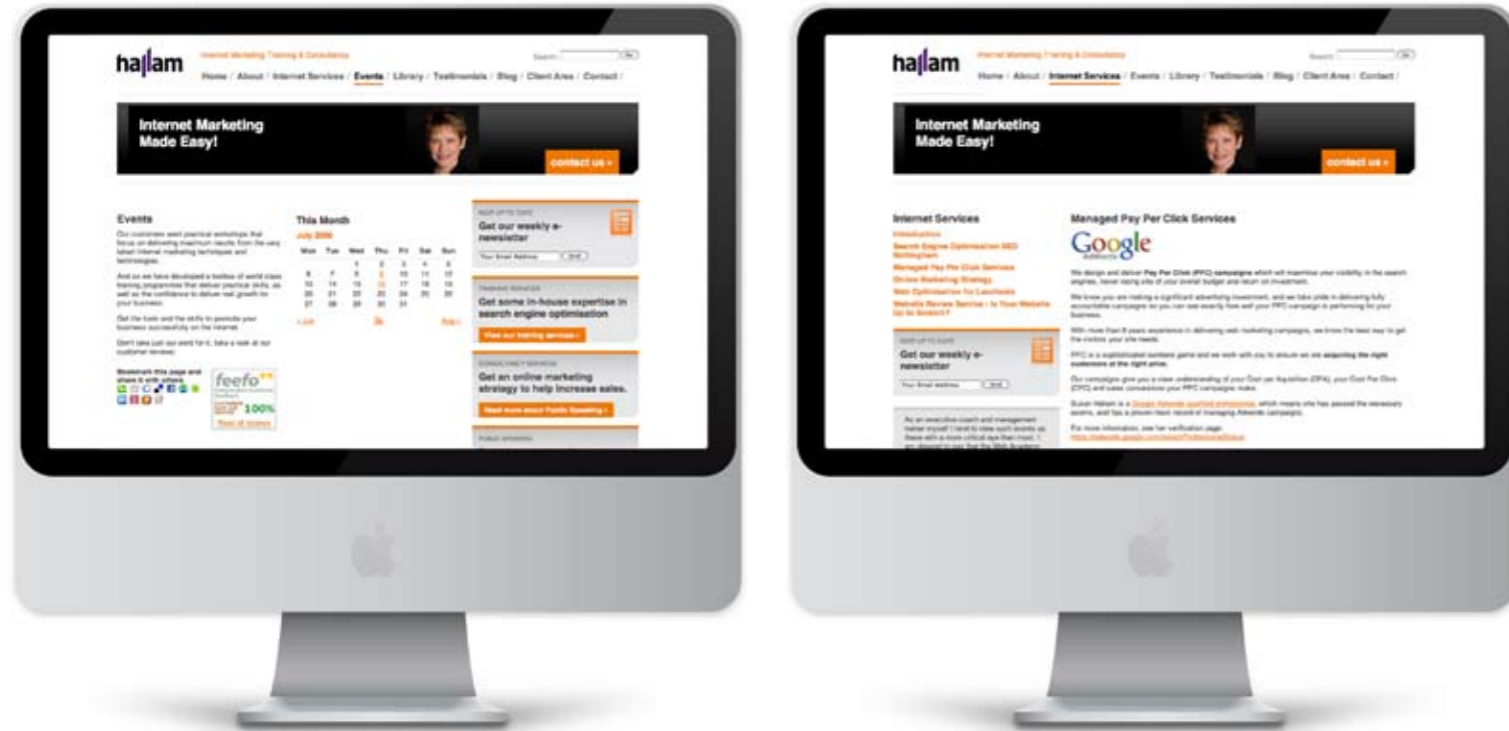
Website design

≈ Above / Website design

# Eido

## Print Design/ Website Design

≈ Below / Website design



This company specialises in ‘Informed Consent’ a key area of the healthcare sector. They provide support to health workers to ensure that patients are provided with the full and complete information they need.

Attitude Design was required to design a professional website for the company. A clean, sharp looking site was produced which is easy to navigate around and provides clear messaging for site visitors. Again the website has been built by the Attitude Design team to ensure that employees of Eido Healthcare can easily edit and update the site on a continual basis.



« Left / Advert design

≈ Above / website design

The design also marked a change in branding. Matt Davies, Creative Director here at Attitude Design worked closely with Susan Hallam to create the new design and ensure it said all the right things about Hallam Communications. Whilst in the early stages of discussion with Susan Hallam, it was obvious that a shift in strategy could be advantageous. Previously Hallam Communications has been “faceless” – with Susan taking a backseat and hiding behind

the “Hallam brand”. However it was clear that Susan very much was the “Hallam” brand and so we enticed her to come out from behind the shadow of “Hallam Communications” and really become an upfront feature of the marketing and messages. The front page now uses her photograph with a quote. We believe this shift comes at the right time as Susan is now very well known as an expert in her field and this strategy capitalizes on this fact.

Benefits experts Income Max specialize in making people more fully aware of their benefits entitlements and supporting them in claiming those benefits. They required a brand and website design and commissioned Attitude Design with the work.

A friendly and approachable logo design was produced and use was made on the site of a cartoon-like character to bring the brand together. The website is both friendly and professional looking and designed so that visitors can easily find the information they are looking for.

# IncomeMAX

the entitlement experts

» Above / brand identity design  
» Below & right / website design



emda or the East Midlands Development Agency is an agency established by the government in 1999 to focus on economic development within the region. emda's aim is to expand economic growth in the East Midlands and the agency works with the public, private and voluntary sectors.

Attitude Design has worked with Nellie PR to produce several newsletters for emda. We worked on developing an existing design and artworked the copy and images provided. Attention to detail and the ability to work to strict deadlines was required for this project.



» Right / newsletter design

# Work with Attitude

Our ethos and work ethic

Here at Attitude Design we believe strongly in building up close relationships with our clients. The design processes we have in place ensure that we maintain regular dialogue with our clients. We like to get to know you and your business, your ideas, messaging, target audience and company persona. All these details help us to come up with the right solution that will work for you.

So you have seen the quality and diversity of our work and have obtained a taste for what Attitude Design is about. Any questions? Want to talk about working with us? Drop us a line to get in touch...

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View more of our work at:  
[www.attitudedesign.co.uk/portfolio](http://www.attitudedesign.co.uk/portfolio)



« Left / newsletter design