

October 2023

# Design Credentials



Best  
Medium Agency  
2023



IC Consultancy  
of the Year  
2022

# We want to see a world where boring is banned!

Can you imagine that? A world where we don't have to settle for stale and stodgy, where the tedious is taboo and boredom is soooo last year. No one deserves the dreary after all!

So, we're on a mission to boot boring out the barn door through killer IC campaigns, daring design and sparkling digital innovation.

Everything we do starts with you because your audience are the most important people, right?

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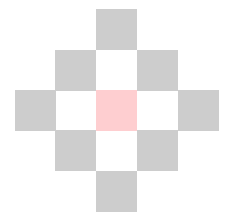
We get the **insight** we need to understand what makes your crowd tick and what motivates them so we can create campaigns made just for them.

We **make the complex simple** by surgically removing the BS and turn the mundane into the marvellous...

... and **we zero in on the problem** that needs solving, helping us to smash your targets through creative, bushy-tailed, and emotionally engaging comms.

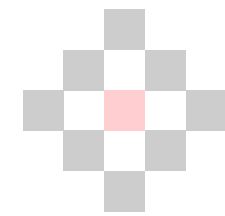
We'll **challenge you** along the way too... just don't mention the 'B' word and we'll get along just fine!

# What we actually do



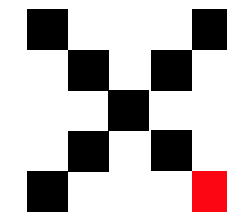
## Internal Comms & Change

We'll cut out the chaff, keep it simple and help you create and share engaging and impactful stories. It's our insight, our ability to pair solution-providing campaign strategies and activations with cool, creative content that keeps clients coming back for more.



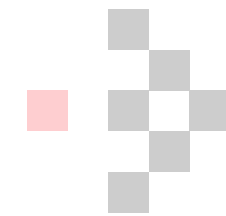
## Employee Value Propositions & Employer Brands

Come for the internal comms and stay for the EVP! So your internal brand is a little drab, and you're not getting your fair share of the talent out there. We get it. Our expert team can reinvigorate your employer brand, and make you dazzle for new recruits and existing teams alike.



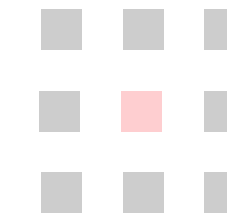
## Design & Brands

Bad design is soooo 2021. Because we get to know you before we even think about opening InDesign, we're one step ahead. We'll take your brief and turn it into something beautiful which just works across multiple channels and settings. It will hit your brief and maybe even take it to another level.



## Animation & Film

Real-life videos, talking heads, interviews, animation, GIFs, minimations, rich pictures, scripting, storyboarding – whether it's for internal or external audiences, we can bring your story to life through moving pictures.



## Digital & Virtual

We transform your digital solutions and bust the complex by designing, developing, and delivering multi-platform solutions for web and mobile apps, virtual events and online gamification.

# We're a team of creative sparks with forward thinking concepts and ideas

Meet a few of the designers...



**Creative Director**

## Nick Cordell

He likes to think he's an expert mountain biker, but Nick tends to spend more time in hospital after crashing than on the trails. No matter how incapacitated he is, he always comes up with design gold!



**Head of Design**

## Adam Smith

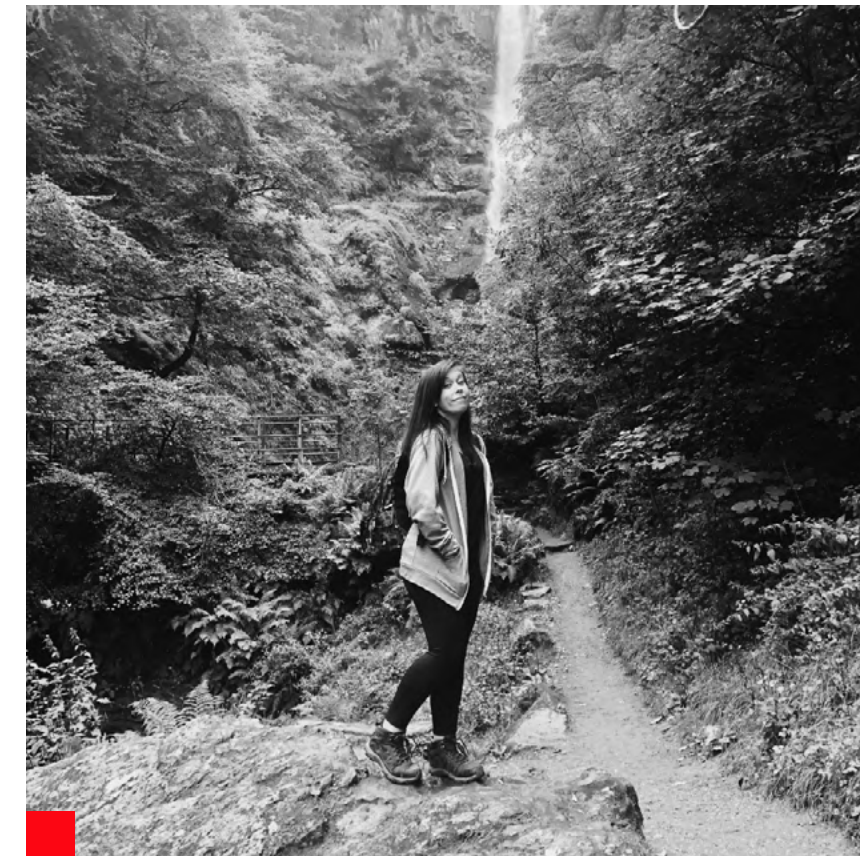
Adam splits his time at home between alphabetising his vinyl collection and tuning his telecaster. At work, you'll find him weighing up the pros and cons of a 12-column fixed grid (rock 'n' roll, man!)



**Senior Designer**

## Rebecca Teague

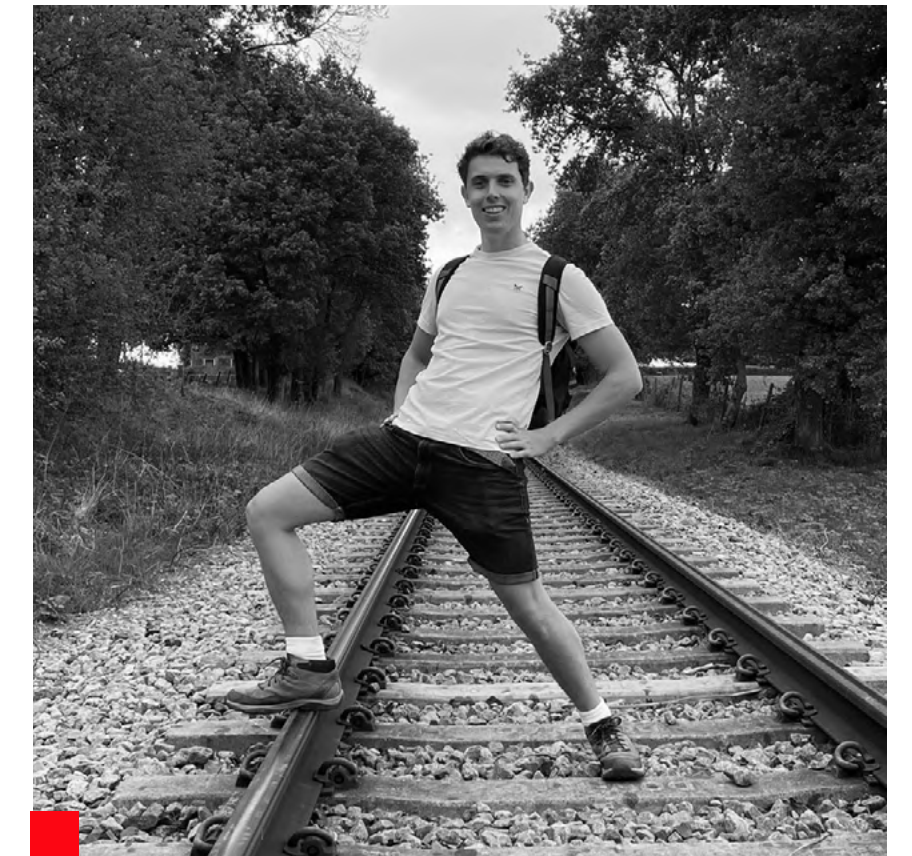
Becca's love and passion for animals matches her love of design. She is one of our creative design gurus, always ready to whip up something fab at a moment's notice.



**Senior Designer**

## Beth Feeney

Travelling to countries far and wide, Beth loves living in the moment. She'll create that 'wow' moment for you - be it a brand refresh or an annual report.



**Designer**

## Sam Jones

Designer Sam is a big Everton FC fan. So when he's not suffering watching his favourite team from the terraces, he's in front of a Mac knocking up killer designs. That or out the back having a kickaround!

# Managed by a team who makes the projects flow and create content that inspires

Meet a few of the account management and content creators...



**Design Director**

## Paul Cohen

Loves all things Christmas and would like to be employed by Father Christmas one day. Paul, or PC as he's better known, creates beautiful, uncluttered and practical designs—a mere 1,785km from the North Pole!



**Account Executive**

## Kerri Fullman

Always up for a new experience, Kerri is constantly planning the next adventure. In between, she's also planning and managing our many client accounts and adores making the complex simple.



**Account Executive**

## Megan Hambly

Typically buried somewhere in a bookshop reading the current best-seller. But when she's not, she'll be digesting the latest client briefs and turning them into perfect project plans.



**Account Executive**

## Fran Gillard

Fran's a bit of a 'fanperson', but she can't decide between sci-fi or fantasy! While that debate continues, she manages everything digital, keeping the Surgery 'Matrix' running.



**Senior Copywriter**

## James Blake

Senior Copywriter James once went out with an apostrophe. But it was too possessive. Copywriting jokes rock! When he's not writing, James will be playing the didge or swimming in the sea. Or both.

# Our work



**CUSTOMER  
POWERHOUSE**  
The future of data-driven, smarter working

surgey

# Powering up Bayer's radical new customer comms plans

## Insight

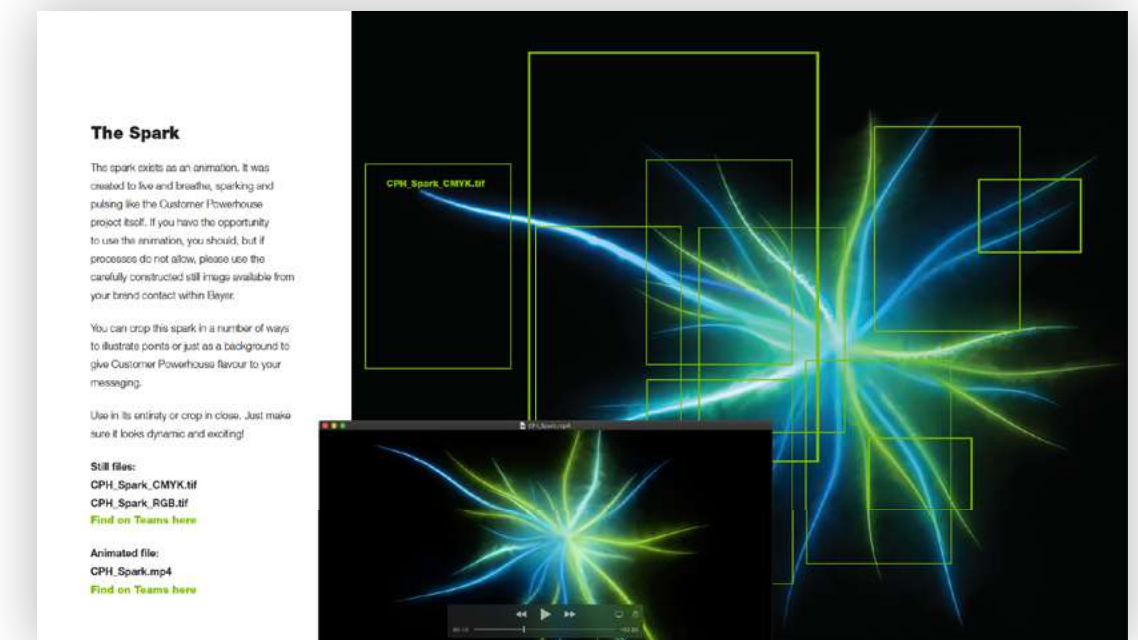
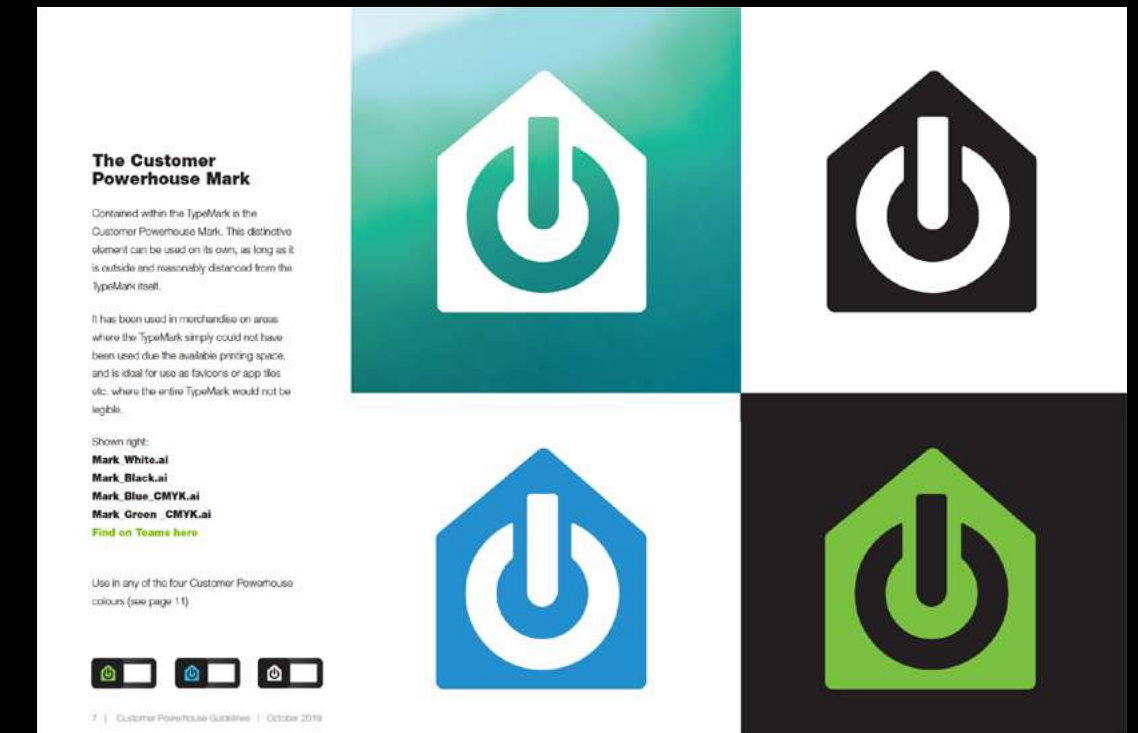
Some big, big changes were afoot at Bayer, fundamentally affecting how they do business with their customers across the globe.

## Idea

Words and pictures. It all started with a narrative explaining the new approach and the what, why and how. And, of course, some fabulous offline and online creative content to bring the Customer Powerhouse solution to life.

## Impact

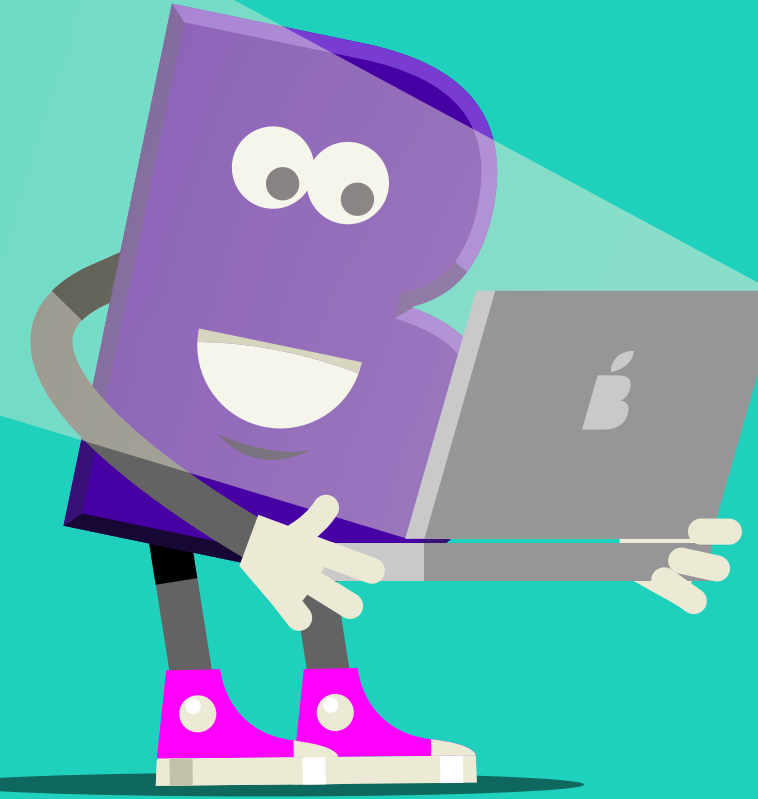
A business transformed. Customer Powerhouse comms and our cut-through visual campaign has made it an internal brand people know about.



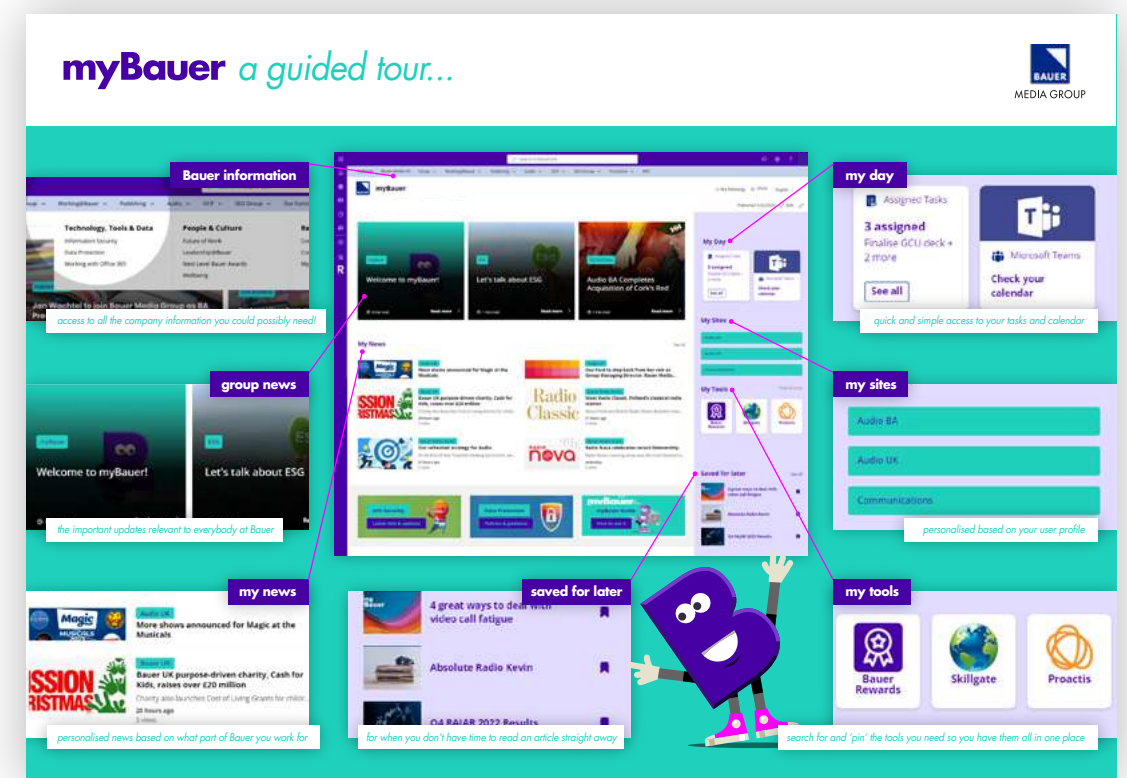


MEDIA GROUP

# myBauer



surgey



## Getting Bauer buzzing about their intranet

### Insight

Bauer asked for our help to make their new global intranet launch go with a bang. It was all about creating awareness, excitement and educating people on what to expect from the new platform.

### Idea

We developed a character-led approach with "Bee" walking employees through the new intranet. We produced an animation, several GIFs, infographics, email and intranet headers, plus a toolkit, to give Bee some real buzz!

### Impact

The new platform launched successfully and we recieved this lovely message from the client: "The toolkit and assets were really well received by our global comms network yesterday, so thank you for all the work so far!"





### Our BlueX Logo

There are two elements to the BlueX logo: the BLUE logotype and the X device. These elements have been created in a fixed relationship to one another and should **never** be separated or redrawn.

There are several versions of the logo for use on different backgrounds and for digital and print reproduction. To ensure that the logo is always reproduced in the way it is intended it is important to use only the digital artwork provided.

BlueX BRAND AND VISUAL IDENTITY GUIDELINES 2023

### Colour Palette

Colour adds personality and promotes name and brand recognition. The BlueX colour palette is distinctive, approachable and conveys our brand's excitement.

Precise colour breakdowns have been selected to ensure that the palette is reproduced consistently across all media.

<b>Deepest Blue</b> Pantone 284 U #12 00 47 CMYK 100, 78, 44, 70 RGB 2, 0, 47 #00000F	<b>BC Blue</b> Pantone 284 U C100 M79 Y52 K20 CMYK 100, 79, 52, 20 RGB 18, 58, 102 #183A66	<b>Bright Blue</b> Pantone 287 U PMS C104 B255 CMYK 95, 0, 0 RGB 102, 204, 255 #66C0FF	WHITE PMS C100 M00 Y00 K100 CMYK 0, 0, 0, 100 RGB 255, 255, 255 #FFFFFF
<b>Light Grey</b> Pantone 421 U PMS C102 B103 CMYK 43, 32, 33, 10 RGB 153, 153, 153 #999999	<b>Dark Grey</b> Pantone 421 U PMS C102 B103 CMYK 43, 32, 33, 10 RGB 153, 153, 153 #999999	<b>Process Black</b> Pantone 421 U PMS C100 M100 Y100 K100 CMYK 100, 100, 100, 100 RGB 0, 0, 0 #000000	

BlueX BRAND AND VISUAL IDENTITY GUIDELINES 2023

# Executing excellence for the BlueX brand

## Insight

BlueX is an FX workflow Execution Management System (EMS) designed by traders for traders and utilising data, analytics and Ai to assist critical trading decisions. BlueX is a disrupter in the FX sector, so the brand needed to stand out and draw attention.

## Idea

Let's be honest, it's a fairly prescriptive brief to create a logo for 'blue' 'X' but by embracing the obvious, and pushing the boundaries of expectation, we delivered something with meaning and impact. Brand, straplines, copy and a one pager website were turned around within weeks and launched with great success.

## Testimonial

"The launch of the new FX Trading Platform has been a big success with many in the industry commenting positively on the brand and design. A big thanks to the whole Surgery team for pulling this together and making it a genuine fun experience on the way. As this was stage one of many, I can't wait to see what the future developments will look like".

**Graham MacGregor**  
CEO

### The Strapline

Where possible, we use the BlueX Strapline - FX EXECUTION, EXCELLENCE. SMART, SIMPLE, PRECISE.

Ensure there is enough space and it will appear at a legible size. There is no fixed position for the strapline, but it makes sense to keep it below or right of the BlueX logo so it reads logically.

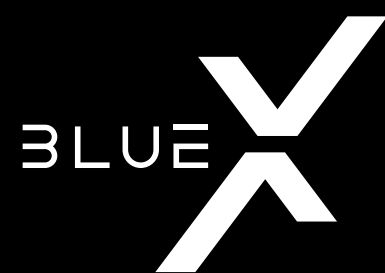
To ensure that the strapline is always reproduced in the way it is intended it is important to use only the digital artwork provided.

BlueX BRAND AND VISUAL IDENTITY GUIDELINES 2023



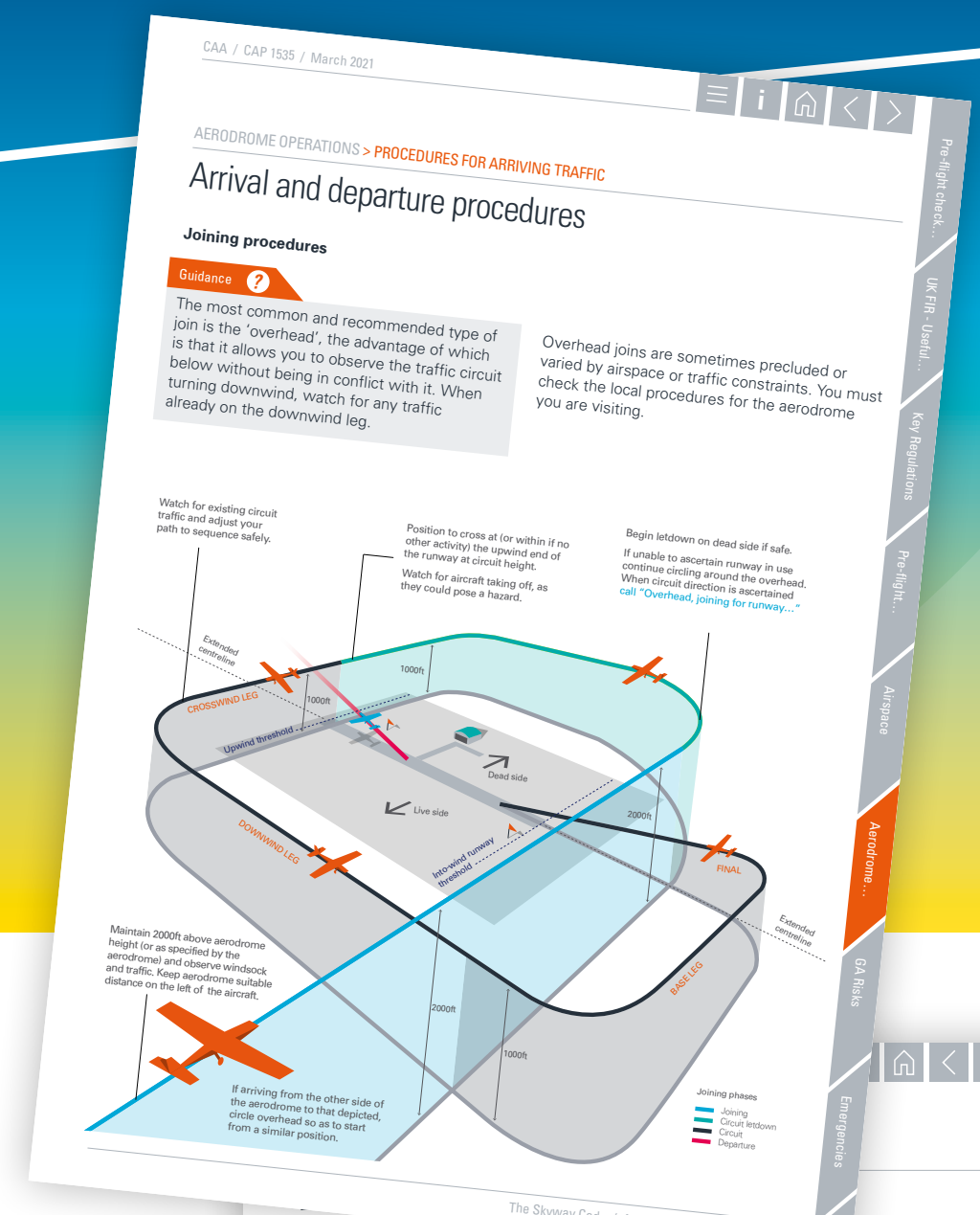
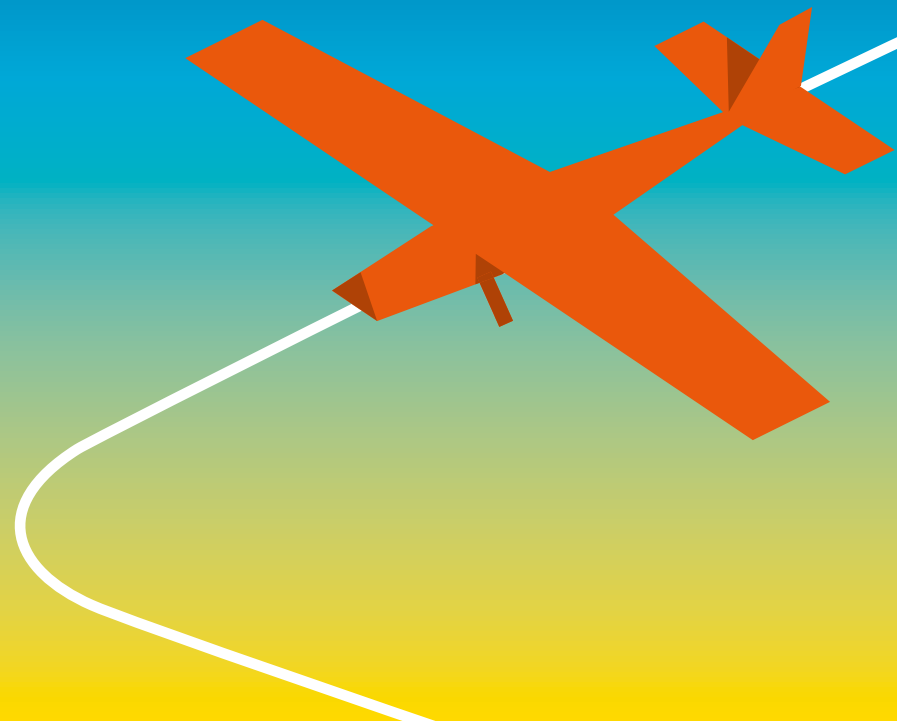
Working with the Surgery for the first time was a real joy, the team's enthusiasm and commitment to our project was inspiring. With tight deadlines to meet and starting with only a few base concepts, they expertly navigated the project to a very successful conclusion.

Graham MacGregor CEO





# THE SKYWAY CODE



## Broadening horizons with a Skyway Code for the CAA

### Insight

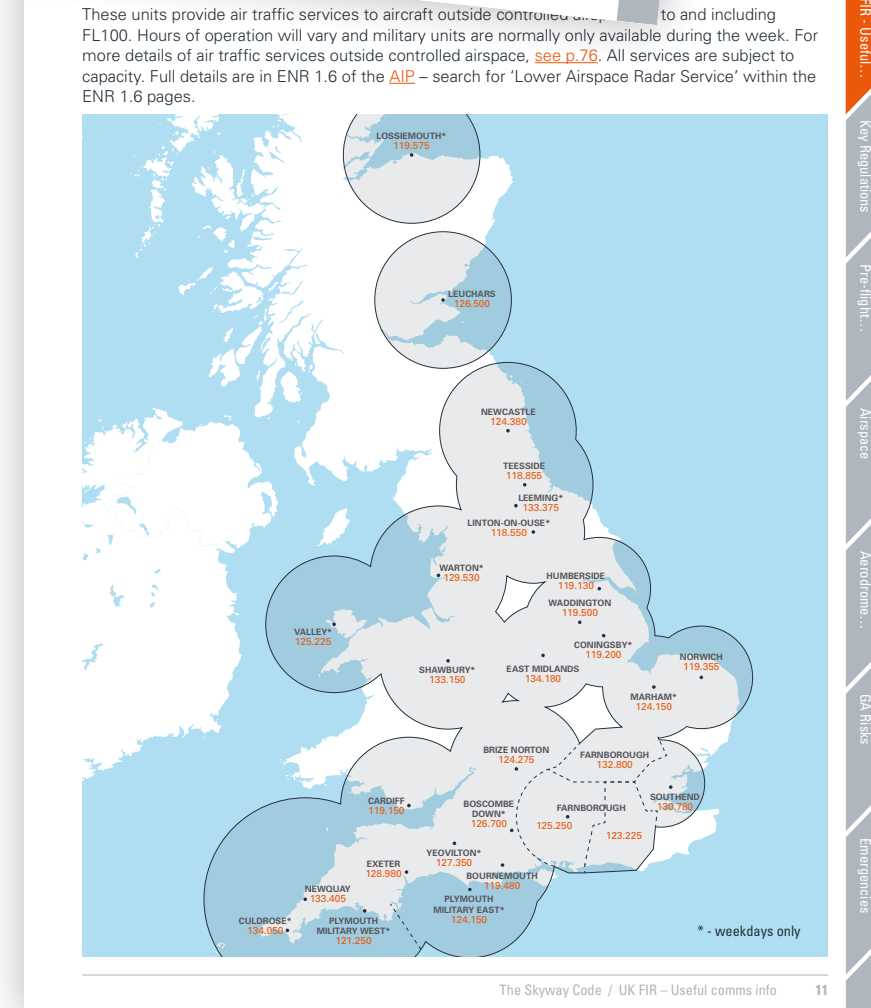
The Civil Aviation Authority (CAA) is the UK's aviation regulator. A vast amount of information and data is needed when private pilots train and attain their flying licences, all of which must be accessible once they are qualified. Our task was to create an easy-to-access way for them to see and use this information.

### Idea

We worked alongside the CAA team to develop a short-form interactive PDF called the Skyway Code, much like the Highway Code. With clear design and well-presented information, it's a simple way for pilots to see and react to vital CAA advice and guidance.

### Impact

With 18,000+ downloads to date, the Skyway Code interactive online guide is a must-have for private pilots. As a national and international first, it's held up as an example of best practice throughout the global aviation industry.



Private Pilot Licence, UK FIR, Aerodrome, GA Rules, Emergency



### The CAA Swoosh

The CAA Swoosh is derived from the original swoosh within the CAA logo and represents the future of the CAA. It's ambitious, it's thinking and it's dynamic.

There are three versions of the swoosh that can be used in any design and with any crop (shown by a white keyline on the right) to provide flexibility for use with imagery and to keep the brand feeling dynamic and progressive. Using different crops of each of the overlays will keep the brand feeling fresh long into the future.

Each of the three overlays is used as a base with any of the coloured gradients shown on page 13 to form a completed CAA Swoosh.

**Never use a CAA Swoosh without a gradient overlay.**

Back to contents

CAA Visual Identity Guidelines | 15

# A swoosh of authority

## Insight

The Civil Aviation Authority (CAA) is responsible for the regulation of the UK aviation industry. We were tasked with giving the CAA's corporate identity a makeover. It hadn't changed since the '70s and they were after a 'timeless' brand and visual language that spoke to their authority, integrity and standing in the aviation community.

## Idea

Following a thorough communication audit, we developed the idea of a simple blue block, with a contour trail in the shape of a 'C'. Simple, instantly recognisable and easy to reproduce in any size. We also produced a comprehensive set of brand usage guidelines for print, digital, education, events and campaigns to ensure consistency.

## Testimonial

"Working with an agency for nearly 30 years means you know each other's businesses inside out. This is the joy of working with Paul Cohen and the team. Their long-term knowledge allows for creating branding and marketing materials that are quick, efficient and affordable. One of the best agencies that I have worked with throughout my career."

**Jonathan Nicholson**  
Assistant Director of Communications

### Core Elements

Our brand's visual identity system consists of five main elements: logo, colour, typography, imagery and our 'moving swoosh'.

Each element – and how to use it – is explained in detail throughout these guidelines. All the elements work together to create a powerful and consistent representation of our brand and its values.

Back to contents

CAA Visual Identity Guidelines | 04

### Colour Combinations

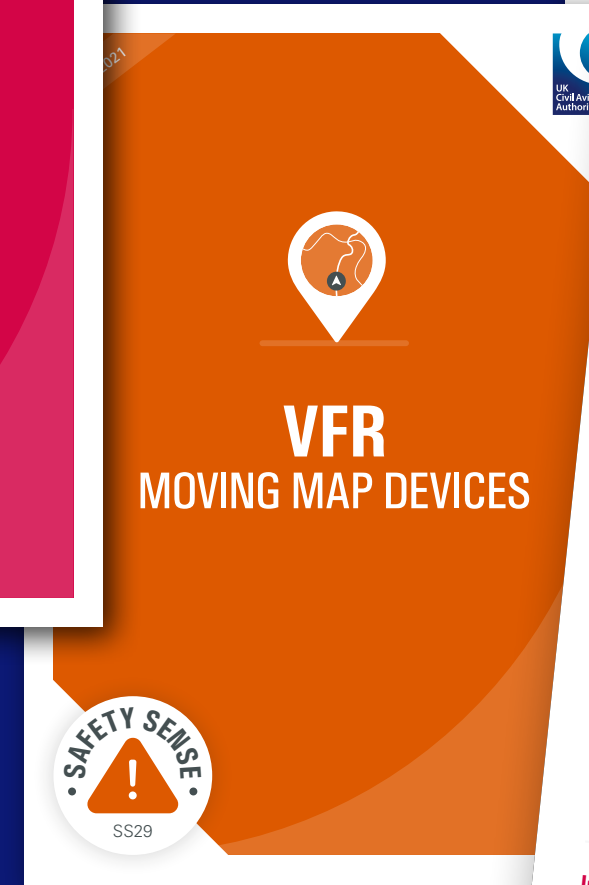
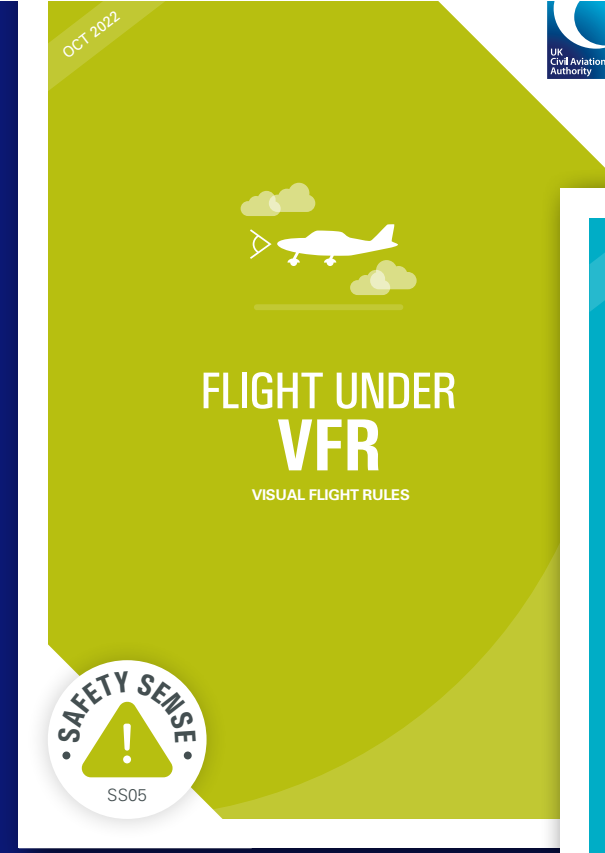
The CAA colour palette has been designed to work together in several combinations.

Always use a chosen primary pair as the main colours within a document but if a third colour is required, for graphs or tables etc, please choose the suggested third colour for that pair shown on the right.

You can also use CAA Dark Grey and CAA Light Grey as fourth and fifth colours, if needed, with any of the primary colour palette pairs.

Back to contents

CAA Visual Identity Guidelines | 14



surgery

# Breathing new life into CAA's Safety Sense series

## Insight

The CAA needed our help to update their old, outdated leaflets with fresh new copy and a modern, clean look and feel. They had to be accessible and easy to understand for new and existing GA pilots.

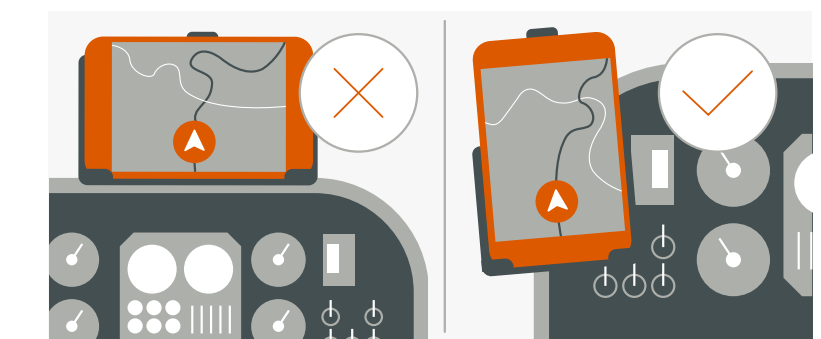
## Idea

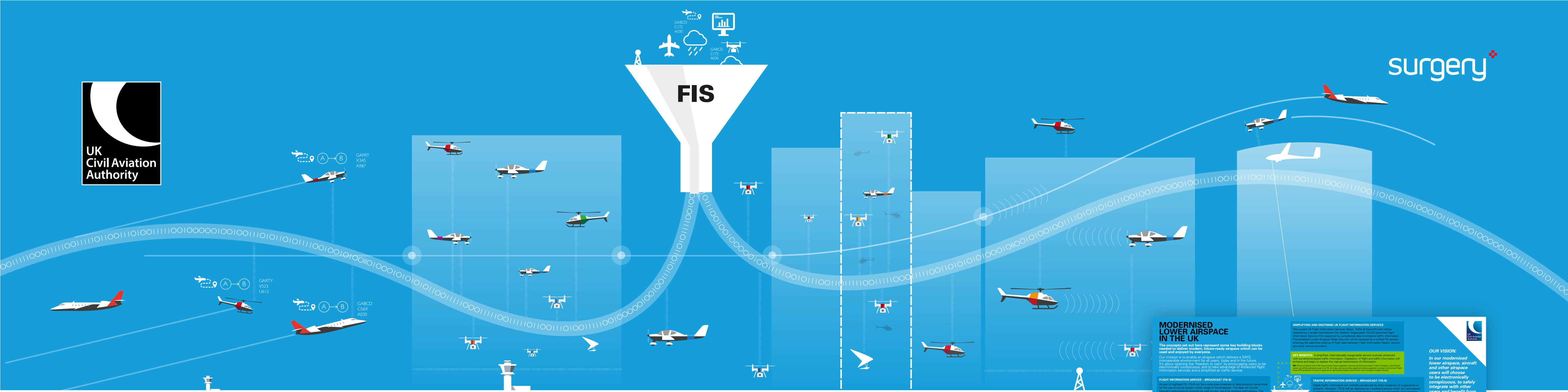
We created an overall look and feel to give the series some consistency and make them instantly recognisable. We wanted to adopt modern and bold colours with amplified graphics. Each leaflet has its own colour and rotates through the 26 colours.

## Impact

The CAA were delighted with the response to these leaflets, as were we. They reported a much higher download rate compared to previous versions, and have been well received by the GA community.

Threat / Error	Device Position: Where is the best place for it to be when in use?
Why an issue?	The device position can affect many things. Can it be seen or reached? Does the charging lead reach or potentially foul the controls? Will it get a good signal/view of the sky from its position? Is it likely to fall on the floor/down the back of the seat?
Potential Outcome Examples	The device could become unusable if the positioning is wrong or may cause flight control issues should it or any equipment associated with it interfere with the controls. Does it obscure your view/ability to lookout? Could it become a loose article?
Mitigation	Spend some time on the ground positioning the device to ensure the issues mentioned are avoided. Use a robust mount to avoid it moving once airborne. Find a location that works both with and without passengers. Is the charging lead long enough or possibly too long such that it catches on things?





# Explaining the CAA's airspace modernisation strategy

**MODERNISED LOWER AIRSPACE IN THE UK**

The concepts set out here represent some key building blocks needed to deliver modern, future-ready airspace which can be used and enjoyed by everyone.

Our mission is to enable an airspace which delivers a SAFE, transparent environment for all users, today and in the future. It is about retaining the freedom to roam, by encouraging users to be electronically conspicuous, and to take advantage of enhanced flight information services and a simplified air traffic service.

**FLIGHT INFORMATION SERVICE - BROADCAST FIS-B:**

As part of digital FIS, FIS-B will be a web-based broadcast of data products transmitted via the use of a system under development. The data will include forecast meteorological products as well as near real-time airspace notifications. The broadcast will include electronic clearance forms and separate weather and aircraft location, allowing the widest possible range of reception equipment positions and will be free at the point of use.

**KEY BENEFITS:** Enhancement of flight-critical awareness. The broadcast nature of FIS-B offers an additional safety net supporting airspace security and clearing.

**TRAFFIC INFORMATION SERVICE - BROADCAST FIS-T:**

Digital traffic information will be broadcast by direct reception of cooperative or non-cooperative FIS-T and will be available as a standard service which will be available as a standard service which will be available as a standard service.

**KEY BENEFITS:** Improved high-altitude awareness. Digital traffic information will be available to all users, reducing the possibility of manual delivery.

**OUR VISION:** In our modernised lower airspace, aircraft and other airspace users will choose to be electronically conspicuous, to safely integrate with other users and benefit from new digital services.

**ENHANCED USE OF FLIGHT INTENT DATA:** A combination of flight intent data for aircraft and broadcast FIS-B will provide a more comprehensive view of the airspace.

**KEY BENEFITS:** A more comprehensive view of the airspace, allowing for better decision-making and improved safety.

**RADIO MANDATORY ZONES (RMZ):** Division of uncontrolled airspace into zones of varying complexity, allowing for more efficient use of the airspace.

**KEY BENEFITS:** Enables the introduction of new services and procedures, while maintaining safety.

**MODERNISED LOWER AIRSPACE IN THE UK:** The total of partial enclosures of all users from the modernisation of airspace will be achieved by the introduction of new services and procedures, while maintaining safety.

**KEY BENEFITS:** Enhanced awareness of airspace status, allowing for better decision-making and improved safety.

**TRANSFORMED MANDATORY ZONES (TMZ):** A new set of rules for the use of airspace, allowing for more efficient use of the airspace.

**KEY BENEFITS:** A new set of rules for the use of airspace, allowing for more efficient use of the airspace.

**ELECTRONIC OBSTRUCTION BEZONS:** A new set of rules for the use of airspace, allowing for more efficient use of the airspace.

**KEY BENEFITS:** A new set of rules for the use of airspace, allowing for more efficient use of the airspace.

## Insight

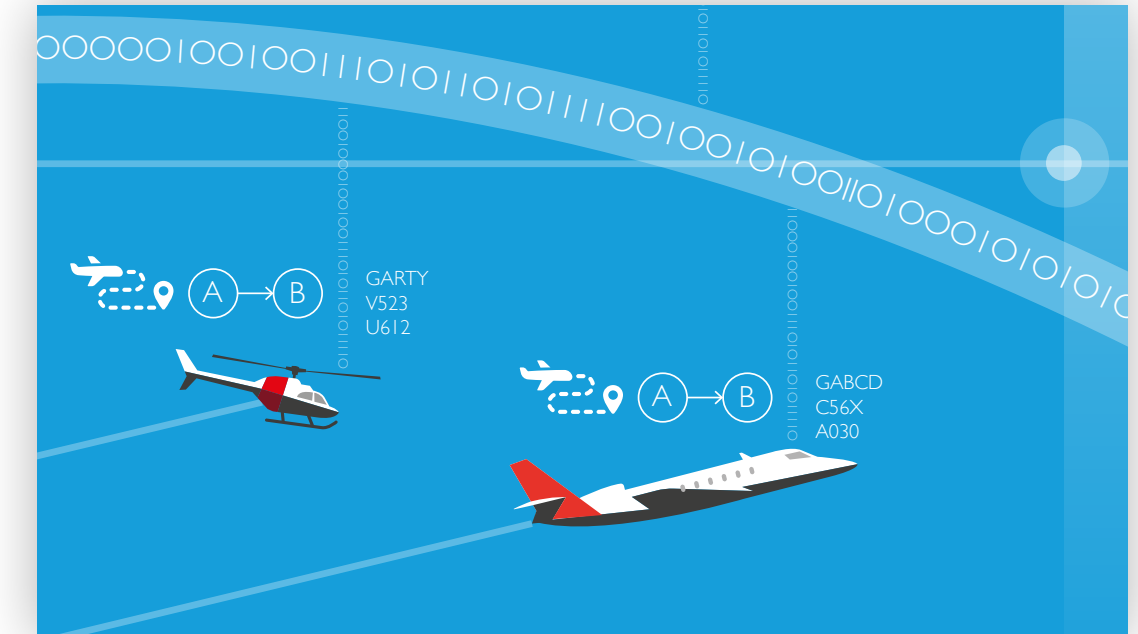
The CAA were modernising the UK's lower airspace to deliver greater SAFETY for the many forms of aircraft using it. Whilst retaining the 'freedom to roam', they needed to encourage users to be electronically conspicuous, and to take advantage of the enhanced Flight Information Service (FIS) and a simplified air traffic service.

## Idea

We were tasked with explaining the initiatives to the General Aviation community on a one-page infographic. The result showed how FIS and TIS-B services' digitisation of flight and traffic information would enhance and begin to replace the manual transmission of information.

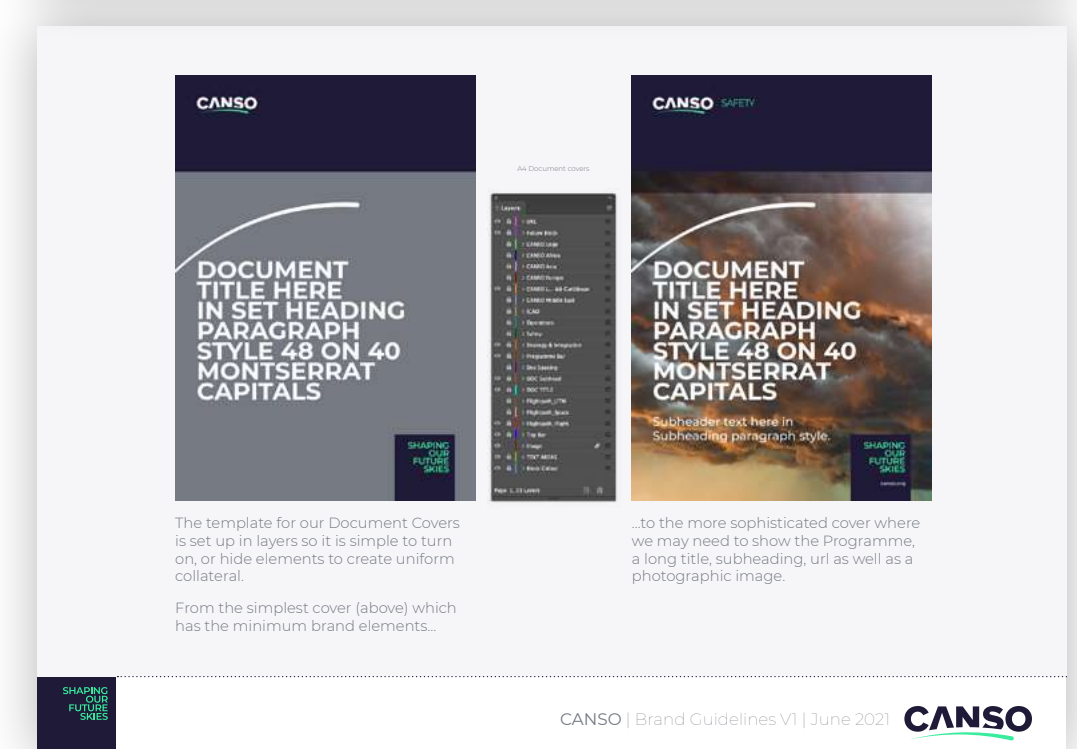
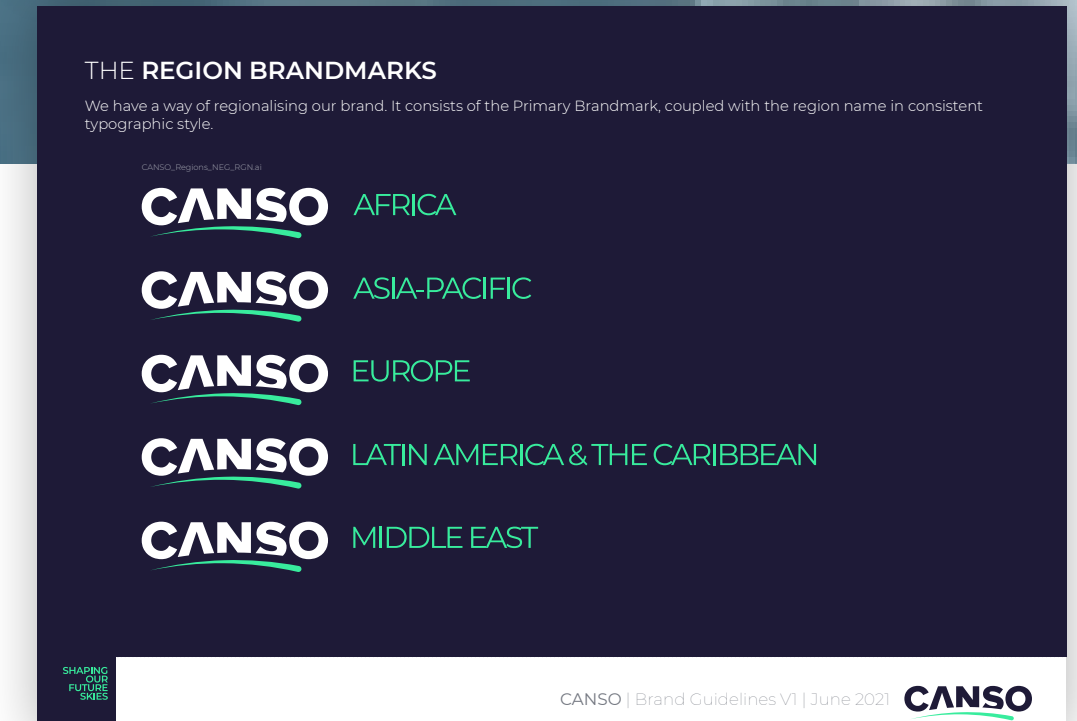
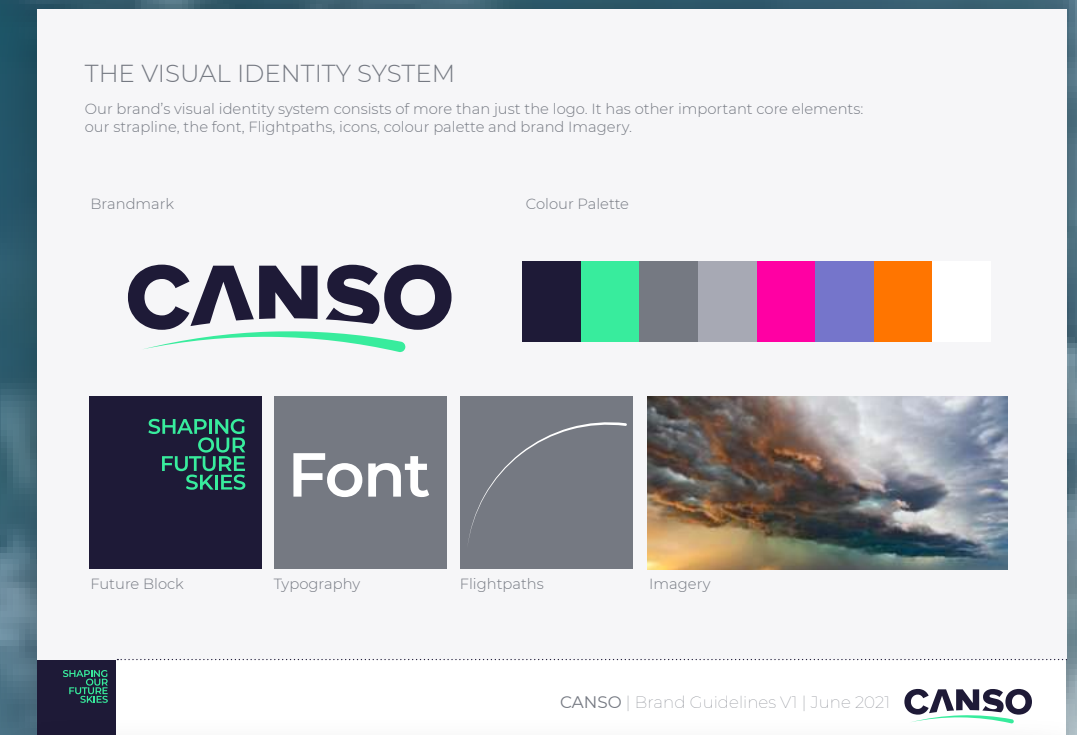
## Impact

In our usual way, we made the complex simple, and delivered a graphical depiction of this very sophisticated system that is easy for its audience to comprehend.



SHAPING  
OUR  
FUTURE  
SKIES

canso.org



# A new future-ready brand for CANSO

## Insight

CANSO is the global voice of the Air Traffic Management (ATM) industry. They connect the ATM industry to share knowledge, expertise and innovation. They needed us to modernise their brand and reposition them ahead of the significant changes and challenges the industry faced, around sustainability, autonomous flight and space.

## Idea

Working with the CANSO teams, we developed a new brand look and feel around their positioning proposition, 'Shaping Our Future Skies'. We also created a new membership website to give them a clear voice for the industry and a space where members can connect, share and learn.

## Impact

The rollout has been a continuous process over the past three years, and the industry has been very receptive and positive to the changes. Today the organisation feels relevant, confident and is a leader in everything it does for the ATM industry.



# ONE FINANCE

NEXT EVOLUTION OF FINANCE SYSTEMS FOR RELX

**COLOUR PALETTE**

ORANGE	RED	DARK GREY	MID GREY	WHITE	GRADIENT
C3 M28 Y100 K0 R255 G130 B0 #FF8200	C17 M98 Y80 K7 R191 G31 B46 #BF1F2E	C49 M82 Y45 K92 R26 G33 B0 #1A232D	C3 M0 Y0 T5 R102 G102 B102 #A6A6A6	C0 M0 Y0 K0 R255 G255 B255 #FFFFFF	Orange: R255 G130 B0 Red: R191 G31 B46 Dark Grey: R24 G3 B0

ONE FINANCE BRAND GUIDELINES | DECEMBER 2022 / V1

**GRAPHIC PATTERNS**

ONE FINANCE BRAND GUIDELINES | DECEMBER 2022 / V1

## Finance, done one way

### Insight

The aim of the project was to develop an aspirational and transformative brand plus visual tools to help promote the RELX Finance System project across the groups finance teams. Within the scope of the project we also looked to develop the name and strapline.

### Idea

We wanted this brand to sit alongside the RELX brand, as well as the other companies that sit within the group. The logo is constructed of five parts, representing the five companies' finance systems, coming together in one continuous circle. The final icon has the appearance of a camera lens aperture symbolising focus on detail.

### Impact

Having a single look and feel, which unites all the individual businesses under Relx, who are about to embark on this change, has allowed us to clearly communicate what is going to happen, and how this is going to positively impact their day-to-day workings.

View in a browser

**HEADING TO GO IN HERE**

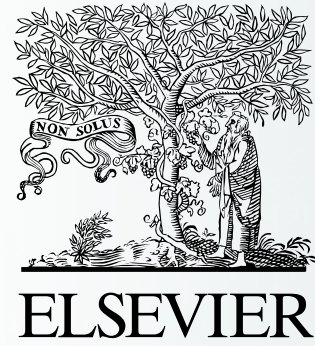
**INTRODUCTION TO ONE FINANCE**

**WHAT IS ONE FINANCE PROJECT ABOUT?**

**WHAT IS ORACLE FUSION**

**TIMELINES**

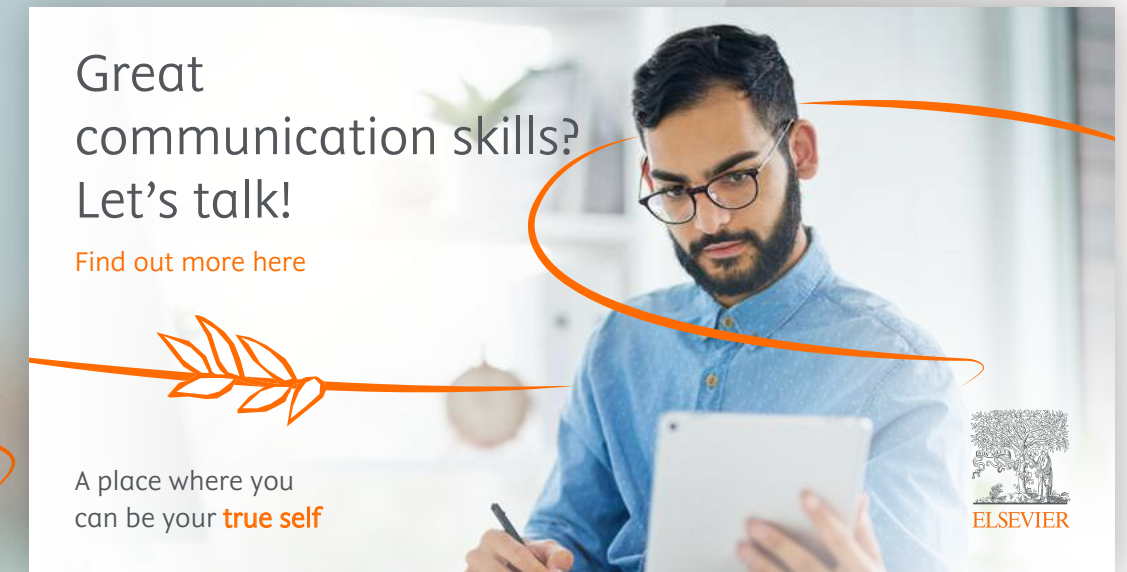




# We're looking for brilliant minds.


Start a great tech career with us

surgery<sup>+</sup>



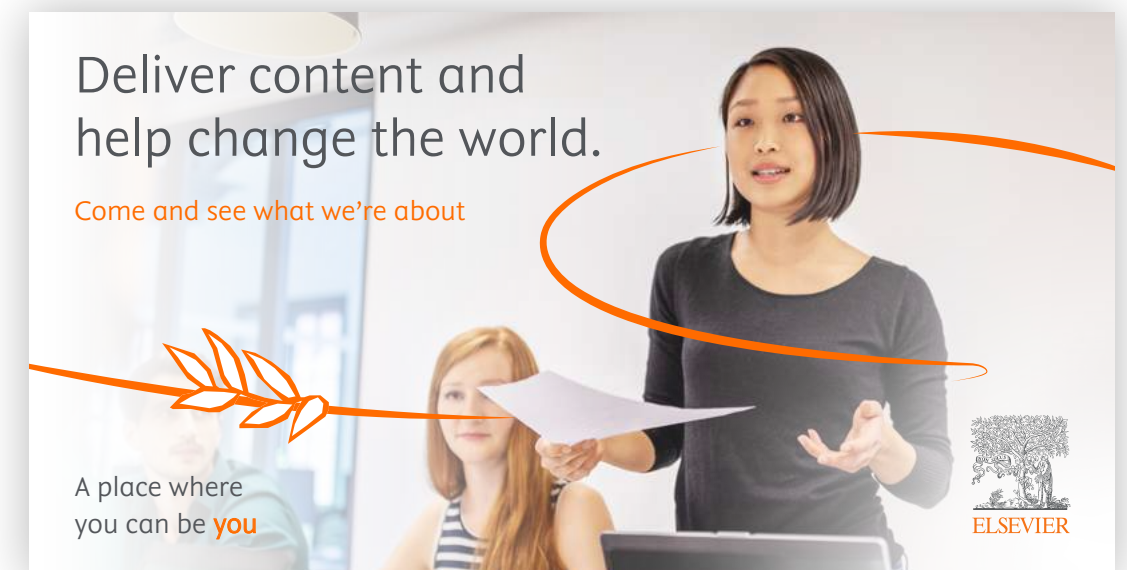
Great communication skills? Let's talk!  
Find out more here

A place where you can be your **true self**




Make your mark and build your career with us.  
Purposeful work that makes a difference

A place where you can be **you**



Deliver content and help change the world.  
Come and see what we're about

A place where you can be **you**



## Jobs for the here, now and everyone

### Insight

Elsevier wanted to target different audiences for their upcoming roles that they had vacancies for. They wanted to make them relevant to these audiences by using images that represented them in them in the role.

### Idea

We came up with this idea of using stock imagery to show different representations and animating them by adding in this wrapping vine to highlight the individual, pulling the focus to hiring the right new candidate. It also creates this sense of belonging and coming together.

### Impact

Out of the 72 different post types using this design application, Elsevier received 2,100 individual engagements across the posts. From this there was 2000 likes, 39 comments and 122 shares across social media.



**Brand overview**

Our Brand's visual language is comprised of these core elements: Our Marks, our font and our colour palette. The following pages will explain how each of these elements are used.

**Marks**

FORMULA  
equal

We are

**Fonts**

**DIN Bold**  
ABCDEFGHIJKLMNORSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**DIN Regular**  
ABCDEFGHIJKLMNORSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**DIN CONDENSED REGULAR**  
ABCDEFGHIJKLMNORSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Colours**

F= Red, Black, White, Lime Yellow, Grey, Gold

17/26 | F= Brand Guidelines | Version 1.0

**Our Marks: We are**

Our 'We are' mark can be used as either a sign off, or a main headline within any corporate comms or advertising. Its use is discretionary, and should be limited to once or twice per communication.

There is a landscape and portrait version. Never recreate your own. Same colour rules apply to the 'We are' mark as to The Signature - Red, White and Black.

We are

17/26 | F= Brand Guidelines | Version 1.0

**Our values**

**we are passionate**

We are passionate about what we do and expect others working with us to also be passionate about something that fits our business - within our hiring policy, we will ensure all future employees are genuinely passionate and buy into the overall brand objectives of the business. To date, 100% of those working with us (as consultants) are 100% engaged with the vision and mission. Future brand partners (and their employees) will also all have to be passionate in addressing our shared vision.

**we are believers**

We believe in people - Formula Equal founders have historically demonstrated success in mentoring and backing people. By remaining approachable, we will build a team made up of people willing and happy to work together.

**we are fair**

We truly believe in an equal and fair approach - Salaries and benefits for the same positions will show no bias. All employees are the same.

**we are open**

We are open and embrace a two-way relationship with our followers and fans - This will be demonstrated via the language we use and the things we do. Examples include embracing visitors to our HQ (offering M&A style guided tours) / a Mercedes World experience. Our online platforms will encourage two-way conversation, asking our fans for their thoughts and input.

17/26 | F= Brand Guidelines | Version 1.0

# Getting the right formula to drive the F= brand

## Insight

F= was created to bring a radical, 50-50 female/male team of drivers, engineers and crew to the almost exclusively male sport of Formula 1. Our brief: "Create a brand that looks nothing like anything you've ever seen in F1. A mark that represents equality, excitement and passion for change."

## Idea

We turned off the Mac and took a different approach to the mark. Handing a paintbrush and a pot of ink to a young Engineering student, we asked her to just paint the word 'Equal' - however she wanted. From her first instinctive letter forms, and perhaps her subliminal interpretation of the letter 'E', making an = sign, we honed and built the logo you see here.



# HAWK-EYE

## INNOVATIONS

# Hawk-like focus to rebrand Hawk-eye

## Insight

The Sony Group company provides ball-tracking technology used to officiate major sporting events, such as Wimbledon and the English Premier League. Now they work with more than 17 different sports around the world. We needed to create an exciting brand worthy of this dynamic company's current position and growth plans.

## Idea

We got to know the business inside out, and deep-dived into their requirements, wants and direction of the brand. The brand mark we created is based on the arcs formed by a bouncing ball, repurposing the distinctive shape of a soaring hawk and its connotations of accuracy and focus.

## Impact

Although B2B focused, consumer recognition is important to Hawk-Eye. Their name is already well known to sports fans worldwide, but their visual identity is less so. The new ID fits seamlessly in an environment rich with sports brand logos and appeared familiar and well received from launch.

### Core Elements

Our brand's visual identity system consists of six main elements: the logo, strapline, colour, typography, imagery and the Sony Company credit.

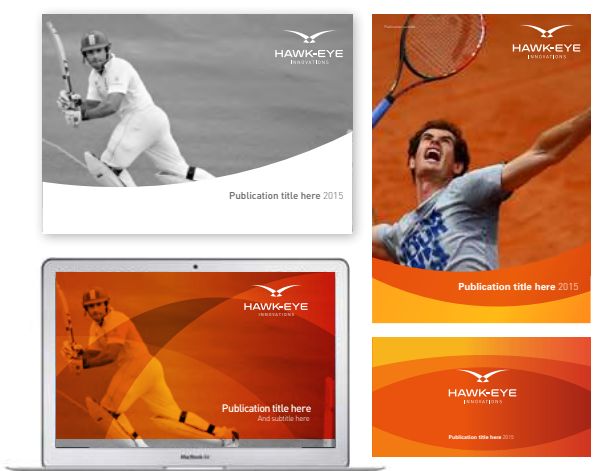
Each element – and how to use it – is explained in detail throughout these guidelines. All the elements work together to create a powerful and consistent representation of our brand and its values.



### The brand in action

Wherever possible, or logical, the Hawk-Eye logo should be positioned above any other text on a communication. It should always be the highest element on any page as this subliminally reinforces the company's overseeing and authoritative values.

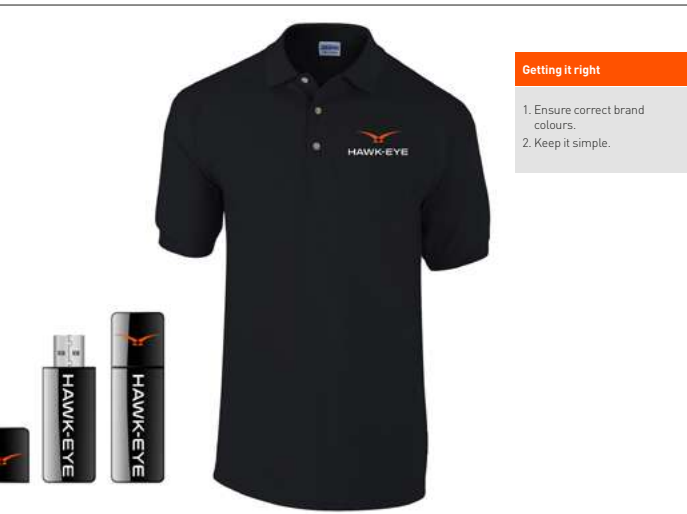
Elements of the Arc background can be used creatively to 'frame' action imagery, or on its own in layered colours and blends. It can bring Hawk-Eye personality to everything from black and white photography to 'plain' backgrounds with no imagery.



### The brand in action

The key to merchandise is to keep it simple and stylish. Sophisticated prints on quality items, using our corporate colours.

NOTE: Use the Hawk-Eye orange colour where you can control it, e.g. in the print on the item. DO NOT EXPECT to be able to source branded items in our Orange - there is little chance without going to expensive lengths. However, virtually every product has a BLACK option available. And you can almost always specify a PANTONE for the print or embroidery etc.



**Getting it right**

1. Ensure correct brand colours.
2. Keep it simple.

# Together we grow



## Achieving new highs with a school prospectus

### Insight

Highfield & Brookham School needed to redesign their three school prospectuses and asked for our help and expertise to match their offline branding with the new website we'd previously created for them.

### Idea

We thought we could use the diamond shape from the school's existing logo to create a recognisable design for them. Using their refreshed brand styling, we pushed their use of photography, font, and even their school uniform to create a fluid design built around overlays of typography and imagery.

### Impact

The prospectuses provide high impact statements that embody the school's brand values alongside a dynamic diamond grid structure to bring their content to life. We were delighted to hear the school loved it so much they're planning to use it across other school publications and communications!





surgery



# Believe the hpe! Creating a brand new clothing brand.

## Insight

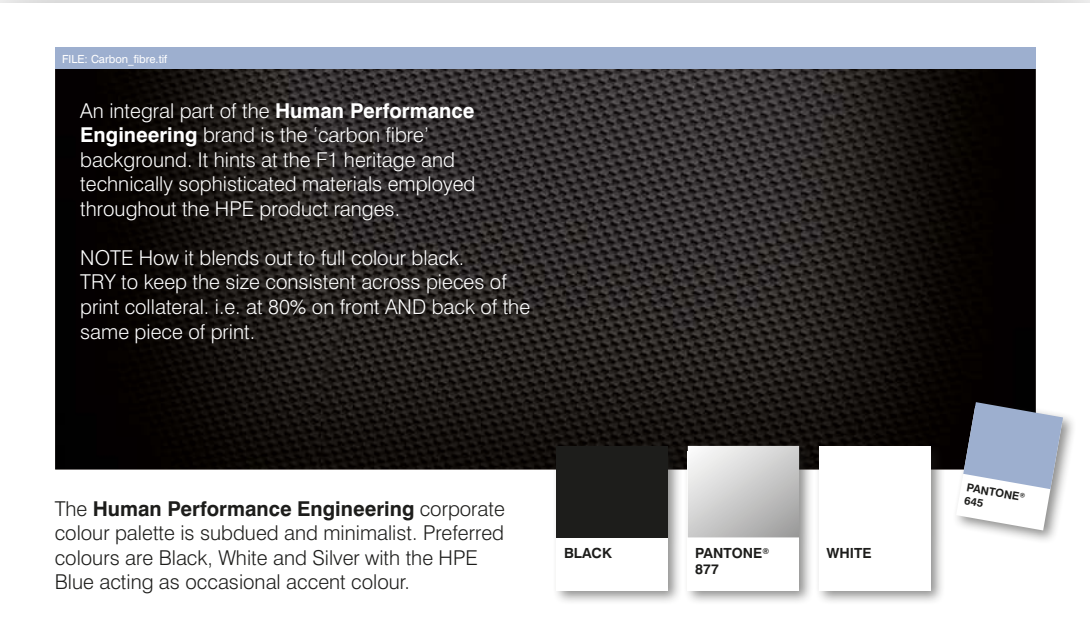
When HPE founder Nick Harris, came to us for a new brand identity, he was already running a different business. At that time, he was training F1 World Champs. The 'Motorman' logo we created for his merchandise prompted such a buzz in the paddock that it spawned an international active wear brand!

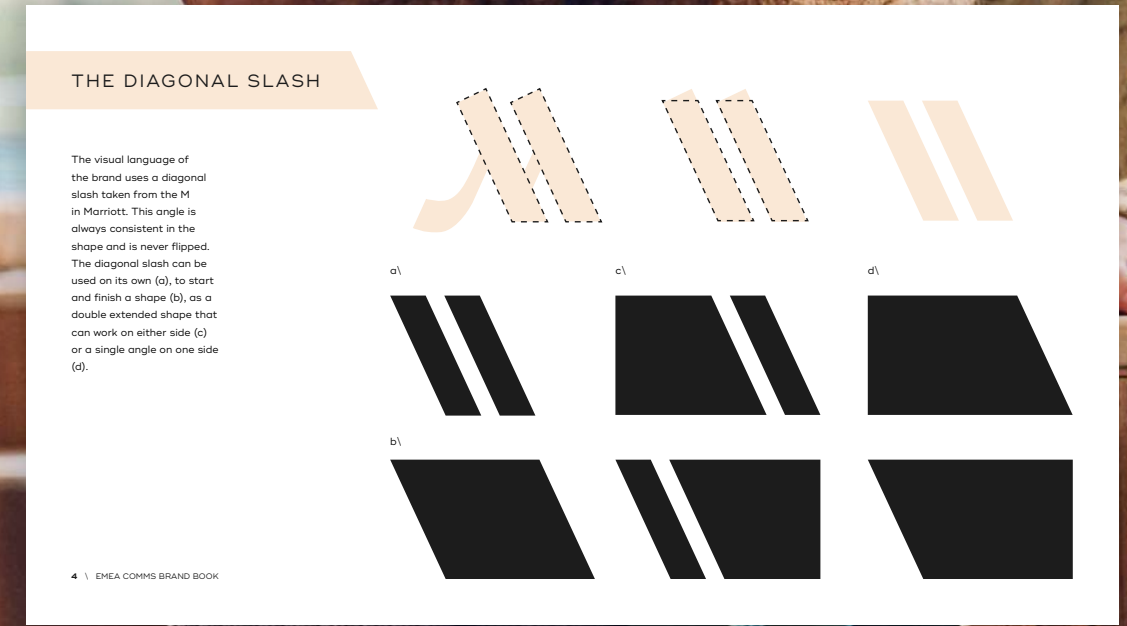
## Idea

Take the spirit and strength of Formula 1 drivers, and illustrate the connection between their performance and the power within you! The distinct mark and brand now graces the growing range of HPE clothing as well as physical and online stores.

## Impact

The brand, unchanged, has taken Nick from those initial few t-shirts to a global clothing company with stores in Hollywood and New York, and a celebrity following. Our original idea was so strong, it was clearly enough to build a global brand from!





# Giving the EMEA Internal Communications a makeover

## Insight

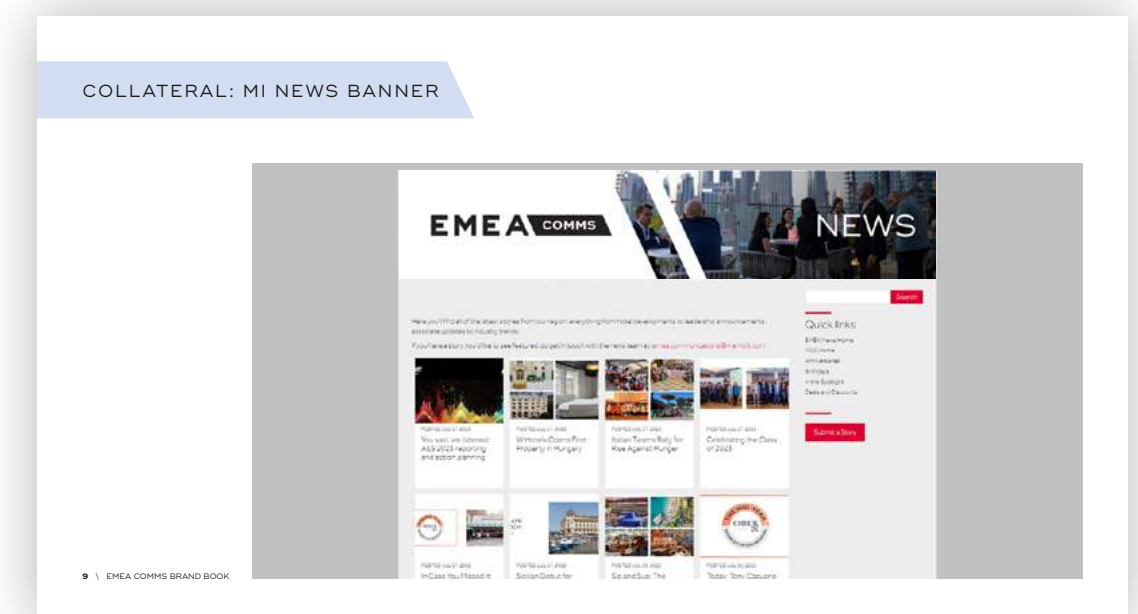
The internal comms team at Marriott International were both fairly new to the role so wanted to shake up the way they communicate messages, and the visuals that go alongside these. Previous communications were much more corporate, so they wanted to bring an element of fun; making all messages from the EMEA IC function consistent and recognisable.

## Idea

Using the corporate style, we wanted to create a standalone brand that was used for all internal communications coming from the EMEA IC team, but still making it recognisable as Marriott. We have used the angle from the Marriott font to create a slice graphic that houses elements including photography and graphics. And used the secondary colour palette to make the colours and content pop.

## Impact

Since developing the brand, feedback from employees has been really positive. They love the vibrancy and consistency. As a development of the internal brand, we have used the style to create secondary styles for individual projects and campaign internally, such as the weekly newsletter and webinars.



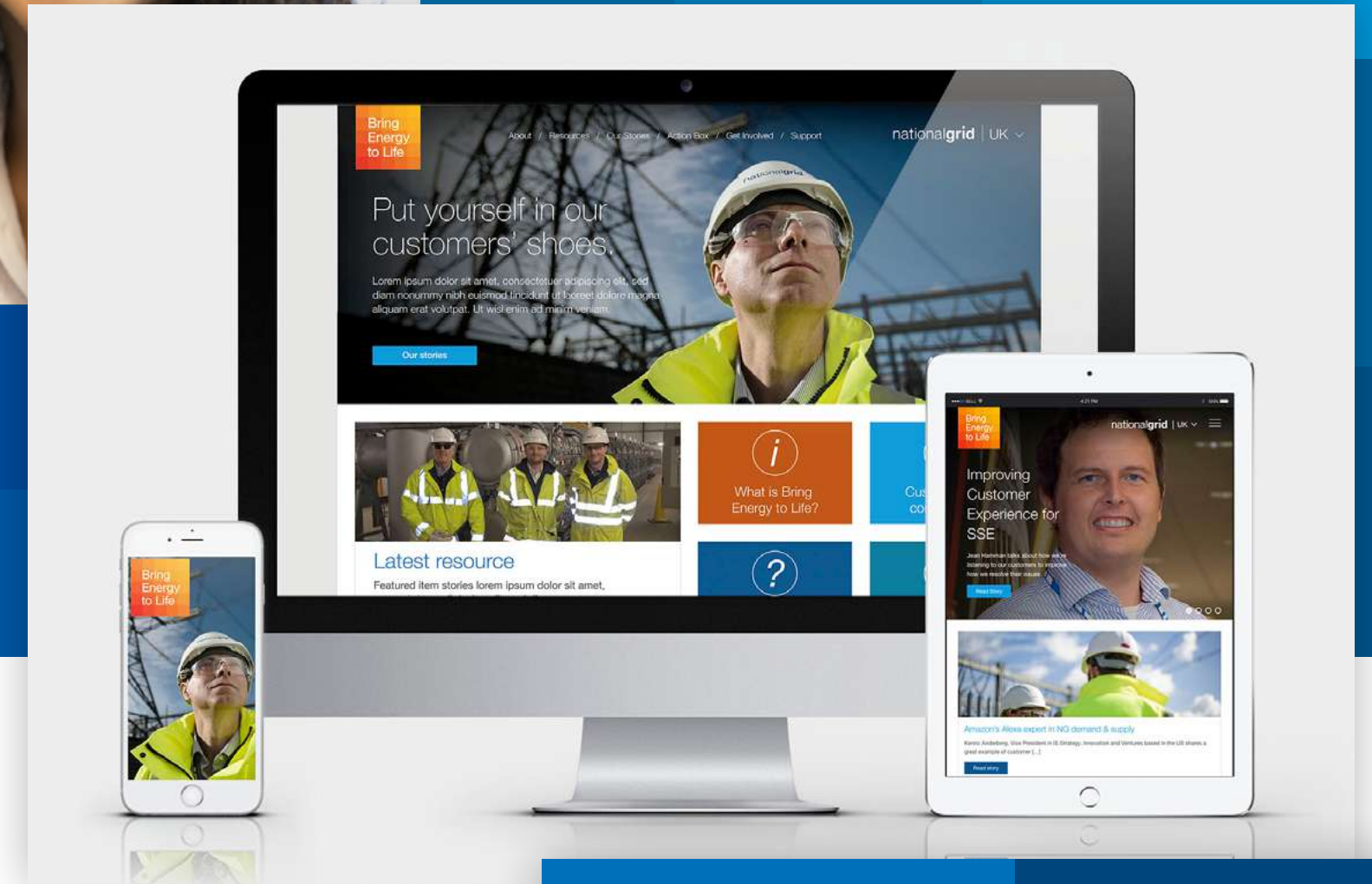
nationalgrid



surgery



# Working together to exceed our customers' expectations



## Bringing energy to life

### Insight

National Grid asked us to deliver a transformation programme and a customer-connected internal communications campaign. Company and staff engagement, with a focus on engineering invigoration, linked to an understanding of who their customers were, was the end goal.

### Idea

We worked with the team to create a transformation app and website under an internal sub-brand, 'Bring Energy To Life', which we felt would deliver the engagement and end goals required.

### Impact

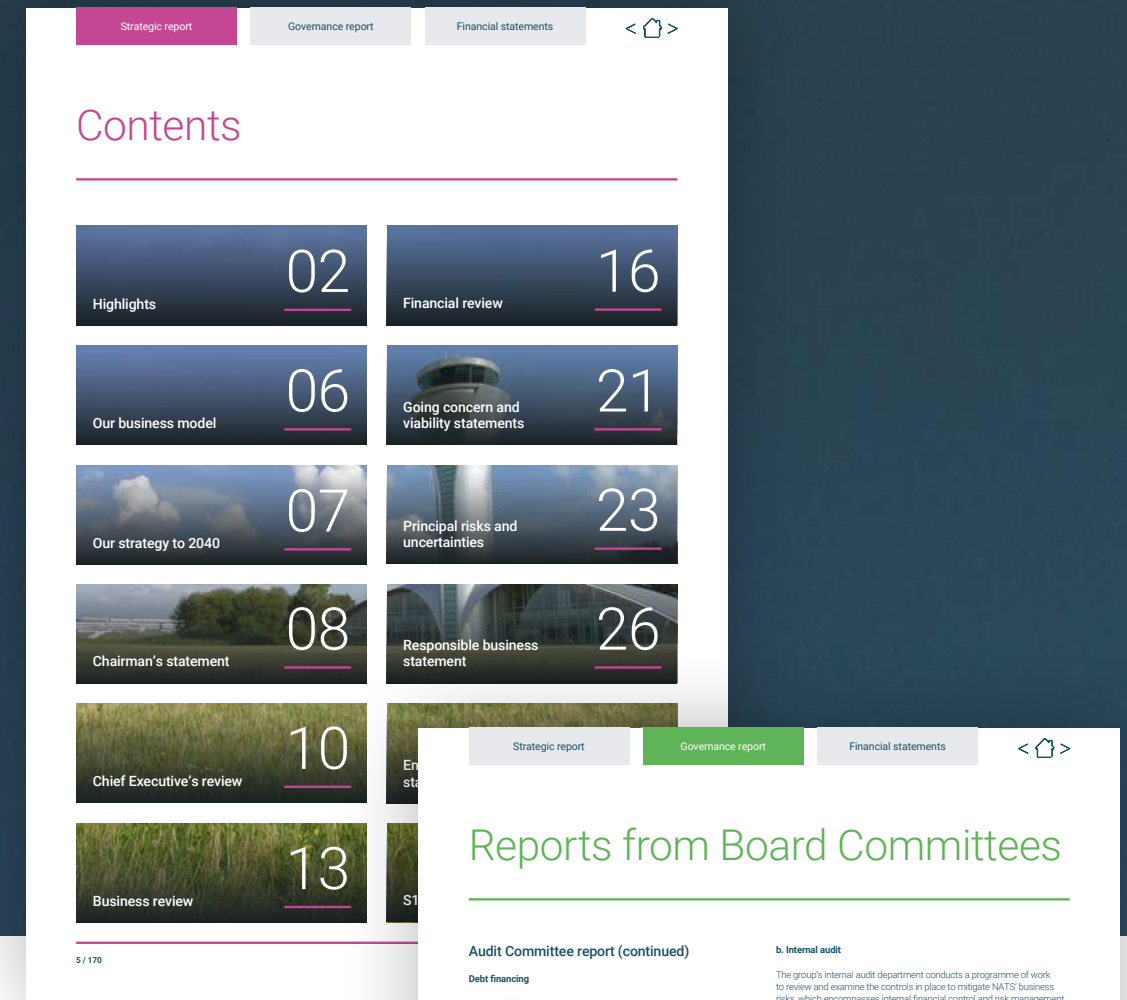
The internal campaign enlightened National Grid's 24,000-plus colleagues about their customers. At the same time, the digital app and website wildly exceeded all expectations and quickly became the basis of a new company-wide mobile-first intranet.

**Geraint Hancock**  
Geraint is an Electricity Distribution Network Operator.

UK Power Networks distribute approximately 27% of the UK's electricity, serving eight million homes and businesses in London, the South East and East of England.

**Simon Lord**  
Simon is an Electricity Generator and Supplier and a Gas Connection customer. Engie is the world's largest independent power producer.

**Jillian Violaris**  
Jillian is a Distribution Network Operator which resides in the networks side of the ScottishPower business. SP Energy Networks own and manage two of Great Britain's 14 electricity distribution networks.



## Lift off... creating NATS' Annual Report

### Insight

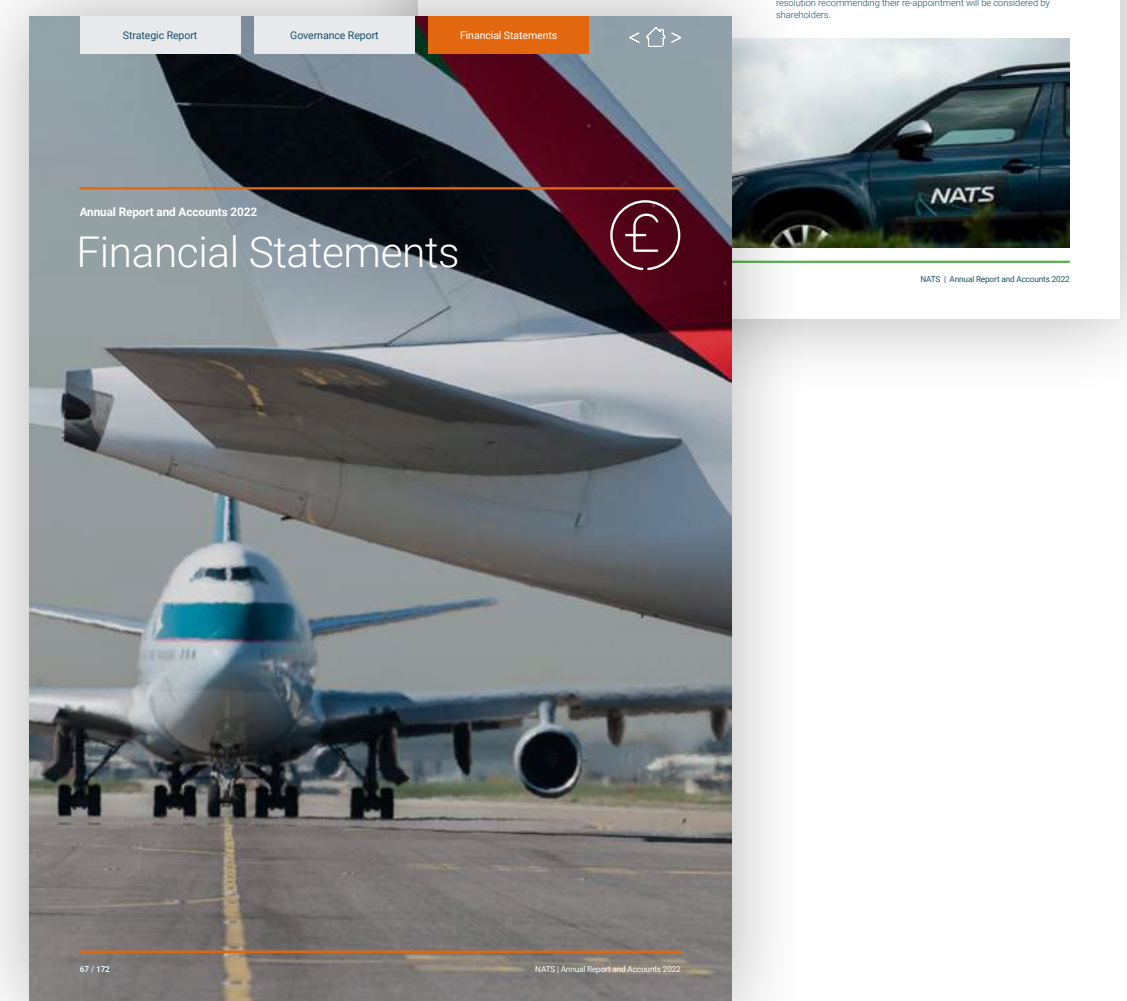
NATS trusted us again with their important Annual Report document. We always bring our design insight and expertise to bear, ensuring the document is easy to navigate, reads well and looks good.

### Idea

We worked with NATS to ensure the report was usable as one long document and that pages could be pulled out and used in isolation on their website. To do that, we identified key elements and highlights to bring the pages to life.

### Impact

By extracting key highlights from the report for use on the NATS website, we could ensure readers were able to both deep dive into it and see headline facts and figures as needed. It's something we know readers appreciate.





southern coop

A fair, fresh approach, for all.

surgery



### CORPORATE - EMPLOYER BRAND PALETTE

This colour group has been compiled for use in employee materials to complement the primary So Lime colour.

All the colours except So Aqua and So Rose are from the overall palette. These two colours are created especially for the Employee brand.

SO LIME	CO-OP GROUP BLUE	SO AQUA	SO ROSE	SO GREEN
Pantone® 3842 C	Pantone® 2955 C	Pantone® 349 C	Pantone® 265 C	Pantone® 330 C
C 100	C 55	C 55	C 55	C 55
M 10	M 10	M 10	M 10	M 10
Y 10	Y 10	Y 10	Y 10	Y 10
K 10	K 10	K 10	K 10	K 10
CMYK 100-00-00-00	CMYK 100-00-00-00	CMYK 100-00-00-00	CMYK 100-00-00-00	CMYK 100-00-00-00
HR BRAND	L&D	RECRUITMENT	REWARD & PERFORMANCE	TRANSITIONING

Southern Co-op Brand and Visual Identity Guidelines | 42

## A fresh approach for Southern Co-op

### Insight

The Southern Co-op is a large regional chain of supermarkets, funeral homes and burial grounds. Traditionally, they licensed their brand from the familiar Co-op Group. They'd decided to break free of group brand and develop their own identity when they contacted us.

### Idea

To rebrand in a way that would be understood and accepted by their shareholders, suppliers, and many members. We developed a new brand to work across external and internal applications. From induction videos and customer programmes, to store fascias and employee comms, as well as the design of their just-launched 'store of the future' at Abbotswood.



### OUR VISUAL IDENTITY SYSTEM - CORE ELEMENTS

Our brand's visual identity system consists of more than just the brandmark.

It actually has six main elements: the brandmark, the Southern Pointer device, the typeface and style, the colour palette, the imagery and the icon system.

Each element – and how to use it – is explained in detail throughout these guidelines. All the elements work together to create a powerful and consistent representation of our brand and its values.

- The Brandmark
- The icon system
- The Southern Pointer device
- The typeface
- The colour palette
- The imagery

Southern Co-op Brand and Visual Identity Guidelines | 14

### COLOUR PALETTE - RATIONALE

Colour adds personality and promotes brand recognition.

Southern Co-op's colour palette is a combination of contemporary, sophisticated hues and fresh, bright accent colours, some of which have been part of our palette for a while now.

















Solent Blue, as it's known, is the primary corporate brand colour and underpins the visual language, forming a stable background for the exciting accent colours. It also creates the bridge between the familiar Legacy Green and Co-op Group Blue.

Southern Co-op Brand and Visual Identity Guidelines | 24

# Our clients



# Our awards

							
<b>Best Medium Agency</b> 2023	Award of Excellence <b>GBG All Employee Virtual Kick Off</b> 2023	<b>IC Consultancy of the Year</b> 2022	Best Interactive Content <b>Cadent Gas' Challenge Campaign</b> 2021	Best Use of Storytelling <b>Cadent Gas' Challenge Campaign</b> 2021	<b>Nestlé's Ignite Leadership Programme</b> 2019	<b>Consultancy of the Year</b> 2019	<b>easyJet Employee Pension Campaign</b> 2019
							
<b>HS1 'What Good Looks Like' App</b> 2019	<b>CAA Dronesafe Brand, Website &amp; Drone Code</b> 2018	<b>CAA The Skyway Code</b> 2018	<b>E.ON Heartbeat CRM Video</b> 2018	<b>Southern Co-op Annual Report</b> 2018	<b>easyJet Employee Pension Campaign</b> 2018	<b>National Grid Bring Energy To Life App &amp; Web Platform</b> 2018	<b>NATS Your Space Employee Engagement Programme</b> 2017

# BARN TO BOARDROOM

Bringing our friends, colleagues and clients together to talk all things IC. Our Barn to Boardroom (B2B) networking event was established way back in 2015 and is a chance for IC and engagement professionals to come together and share their challenges, experiences, ideas and frustrations.

We're very lucky to work in a beautiful bit of the West Sussex countryside. Our location (in an old converted barn) gives everyone the time and space, and the freedom they need to think creatively.

At B2B we unearth new thought-provoking and down-to-earth real life stories from our speakers (the sort you won't typically find on the speaker-circuit). We get five-star rave reviews every year, so don't be shy, just ask for an invite.



It's so easy to neglect your own personal development, but events like this, with like-minded IC professionals are a great opportunity to learn, grow and focus on the things that really matter.

**Claire Widd** Head of EMEA Internal Communications

**rackspace**  
technology

# KICK-ARSE

## EMPLOYER BRANDS THE PODCAST

WITH SPECIAL GUESTS FROM



Carly Simon (sorry Carly AND Simon), our IC Director and Employer Brand expert love to chat all things employer branding on their regular popular podcast. With insight and top tips from industry experts (alongside their interesting stories and embarrassing cock ups!) the KA podcast can help you build your own kick-arse employer brand. (Insert obligatory use of emoji here).



WESLEYAN

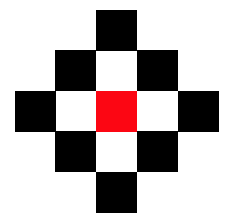


MERCK

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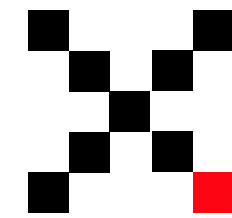


# Our day rates



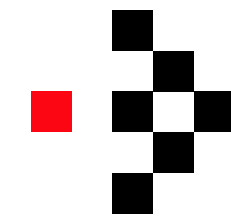
## Internal Comms & Employer Brands

Behaviour Change & Employer Brand Expert	<b>£825</b>
IC Director	<b>£825</b>
IC Specialist	<b>£650</b>
Senior Copywriter	<b>£550</b>
Junior Copywriter	<b>£350</b>
Speech Writer	<b>£700</b>
IC Project Manager	<b>£400</b>



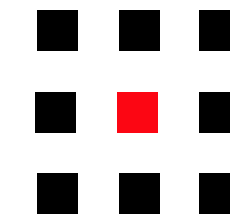
## Design & Brands

Creative Director	<b>£825</b>
Designer	<b>£660</b>
Artworker	<b>£550</b>
Senior Visualiser	<b>£825</b>
Illustrator	<b>£825</b>
Art Director	<b>£825</b>
Project Manager	<b>£400</b>



## Animation & Film

Animator	<b>£700</b>
Storyboarder	<b>£825</b>
Script Writer / Editor	<b>£700</b>
Video Direction (1x person + kit)	<b>£1,100</b>
Video Editor	<b>£700</b>
Art Director	<b>£825</b>
Project Manager	<b>£400</b>



## Digital & Virtual

Content Director	<b>£825</b>
Senior Web Developer	<b>£825</b>
Web Designer	<b>£660</b>
Senior App Developer	<b>£825</b>
PowerPoint Designer	<b>£660</b>
Project Manager	<b>£400</b>

# Get in touch

We can engage your people in an **empathetic, exciting and different** way.  
We will work closely with you to develop ideas and **smash your objectives**.  
We can't wait to start working with **you**.

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## Contact us

t. 01428 707524  
e. [info@ineedsurgery.com](mailto:info@ineedsurgery.com)  
**ineedsurgery.com**

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## Find us

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Petworth, West Sussex, GU28 9EU

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## Follow us

