

Drive
Creative
Studio®

GREAT
DESIGN
STARTS
WITH
DRIVE.



Drive is an award-winning
creative design studio,
dedicated to building
brands with **big ideas.**

Working with adventurous and driven clients of all sizes and industries, what unites us is a passion for the success of their businesses – with energy, great ideas and flawless execution.

Our attention to quality runs from our planning and ideas through to usability and testing, while our perfect blend of services – from branding to print, web and digital, campaigns and motion graphics – brings a 360° view to a brand.

**We believe creativity
is the key to solving
commercial, social
and organisational
challenges.**

WWW.DRIVECREATIVESTUDIO.CO.UK

Bespoke creative **WITH IMPACT**

At Drive, clever and strategic ideas meet an enviable in-house skill set – we're geared from the ground up to craft effective creative communication, thinking about the bigger picture while working to the finest detail.



BRAND

Strategy and identity – aligning image and perception to drive value.



CREATIVE

Cohesive, compelling and insightful ideas for print, campaigns and concepts.



DIGITAL / WEB

User-focussed websites, apps, ads and online presence.



SOCIAL

Captivating audiences through engaging interaction.



MOTION

Telling your story and bringing brands to life through animation and motion graphics.



Drive Difference

Quality.

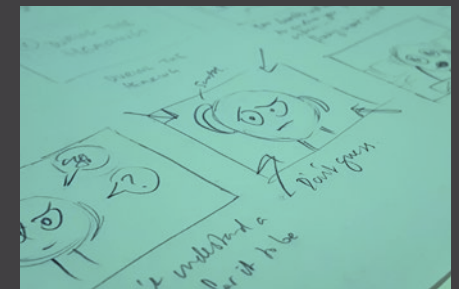
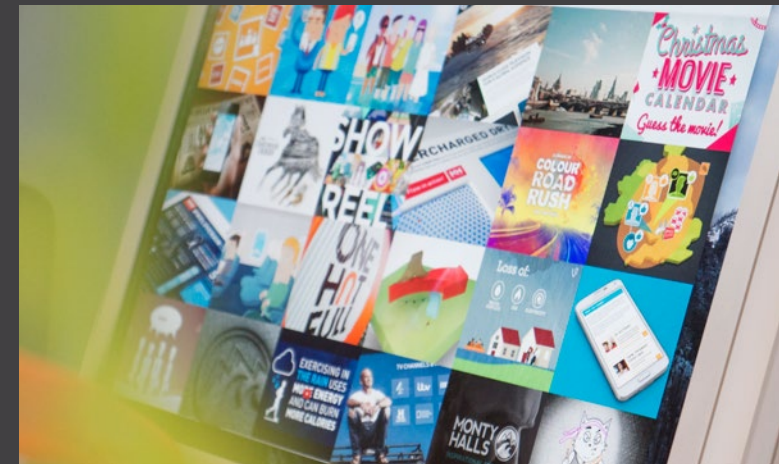
Passionate about great design and creative marketing communications, we uncover the best way to reach audiences and meet objectives – from branding and digital campaigns through to animation and social apps.

Understanding.

Priding ourselves on a deeper understanding of a client's business, our attention to detail runs through our planning, creative concepts, usability and testing to consistently surpass client expectations.

Capability.

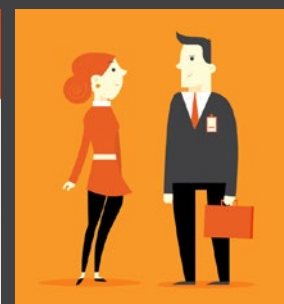
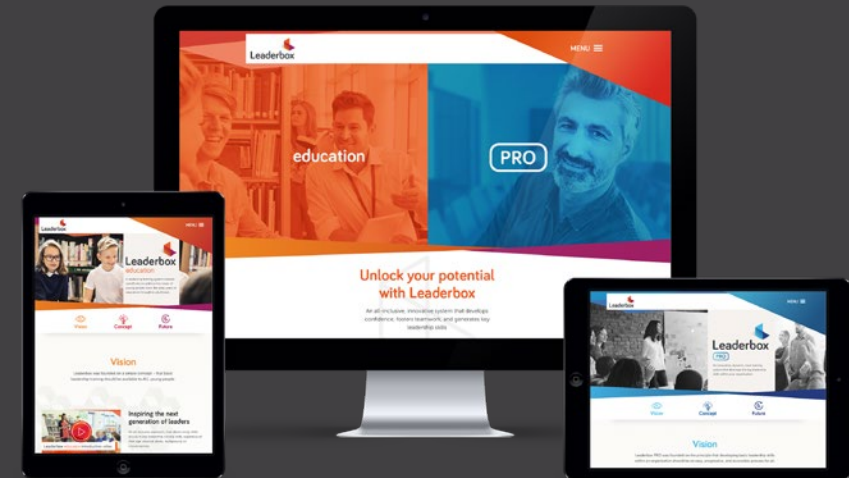
Top-notch execution aside, ideas are our lifeblood. Drive is a multi-disciplinary creative agency, offering the perfect blend of services, skill, experience and talent, enabling us to bring a 360° view to your brand.

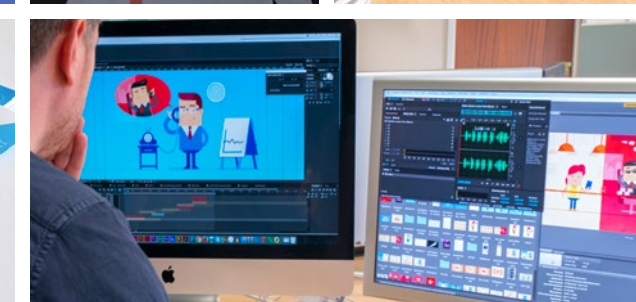
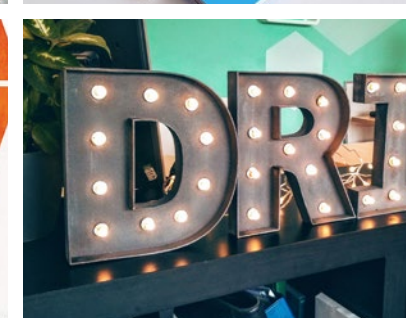
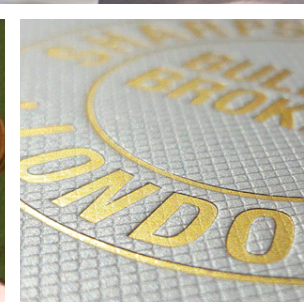
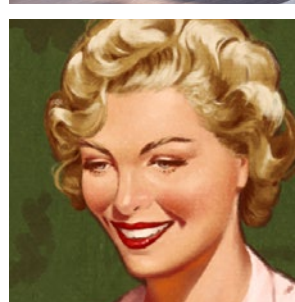
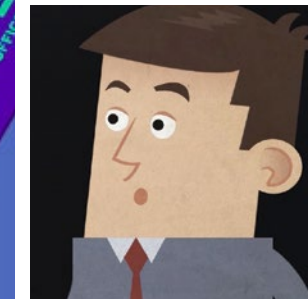
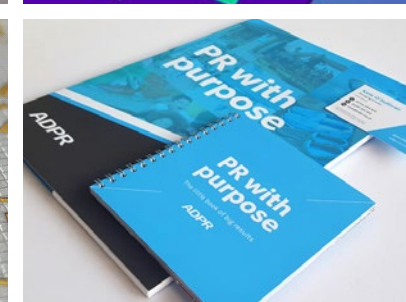
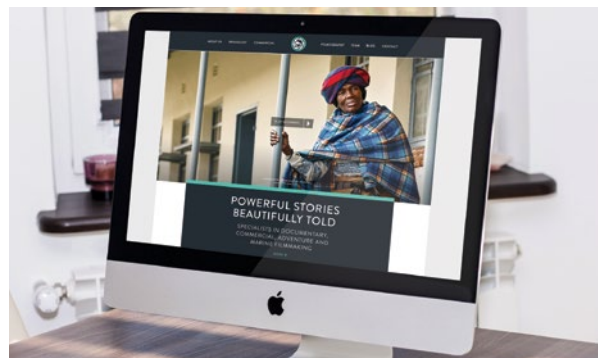
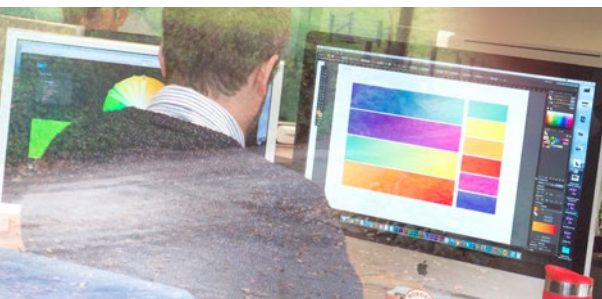
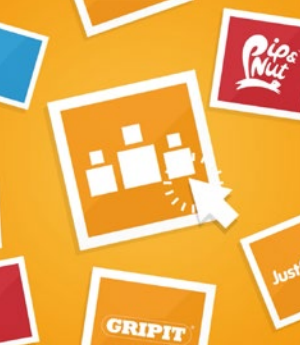


Agile & versatile.

We pride ourselves on not having a house style.

This keeps us fresh, ready to craft the most effective solution to the most demanding brief. We thrive on getting to the essence of our clients' requirements, unafraid to challenge perceptions of what these are, applying an authentic design intelligence to best achieve their goals.



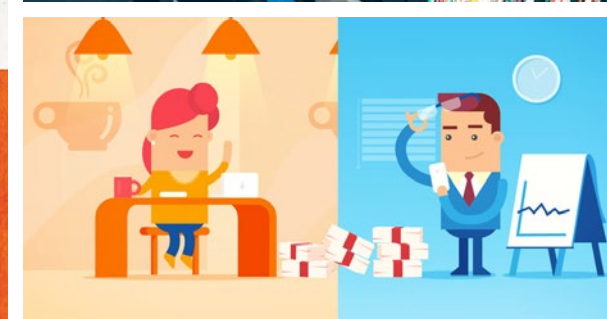


TOGETHER WE CAN TURN TIDES

A MANIFESTO TO SAVE THE OCEANS, PLANET & OURSELVES

THE ORCA GENTLE WAY

Open Your Eyes, Mind and Heart to the problems



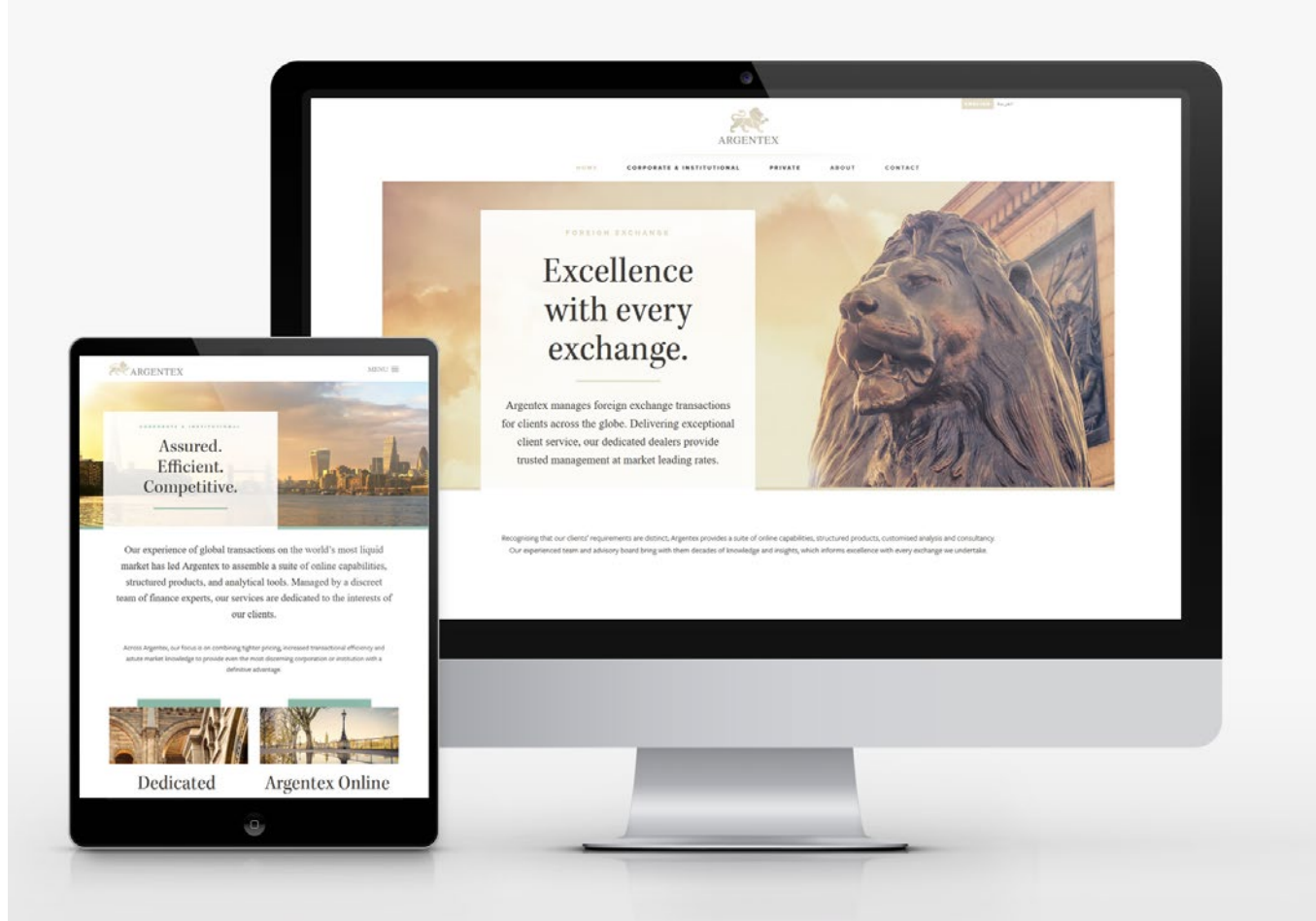
ARGENTEX

New look for a London-based foreign exchange specialist.

BRAND ID | WEBSITE | PRINT

Drive undertook a brand strategy, market research and competitor analysis exercise to understand, define and re-position Argentex within its niche marketplace.

This allowed us to deliver a highly strategic and considered brand refresh, including new design guides and stylised photography. High-end stationery, a brochure website and other collateral were also produced. [Read more.](#)





Rebrand and design for a South West law firm merger.

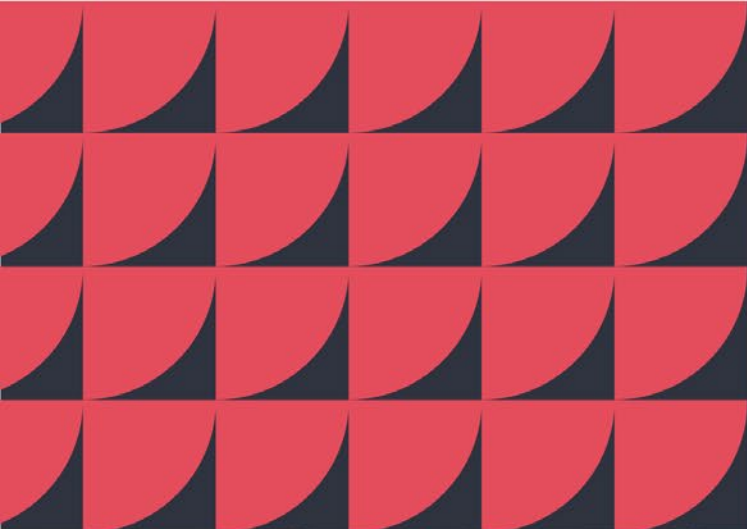
**BRAND STRATEGY | IDENTITY |
WEB DESIGN & BUILD | PRINT**

Kitson Boyce was formed in a merger of two top-tier South West-based solicitors, bringing together the expertise and exceptional service of Kitsons and Boyce Hatton. A new identity was needed to represent the combined offering as a single entity, while retaining important attributes from each.

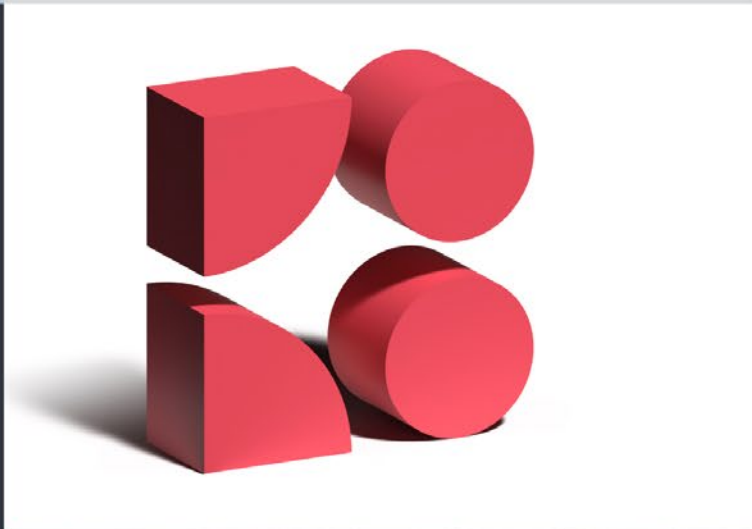
Drive was commissioned to work with the Kitson Boyce team to establish strategic brand positioning, identifying points of strength and difference, as well as forming new brand values, mission, vision and purpose as a narrative that could be used for both internal and external communications. After consolidating and drawing insights from market research, workshops and staff questionnaires, we visualised our strategic outcomes into a new modern brand identity.

This was applied across various corporate materials, guides, stationery, social channels and a company introduction. In addition, it was incorporated into a refreshed website that maintained the underlying structure of the previous Kitsons website, also designed and built by Drive. [Read more](#)

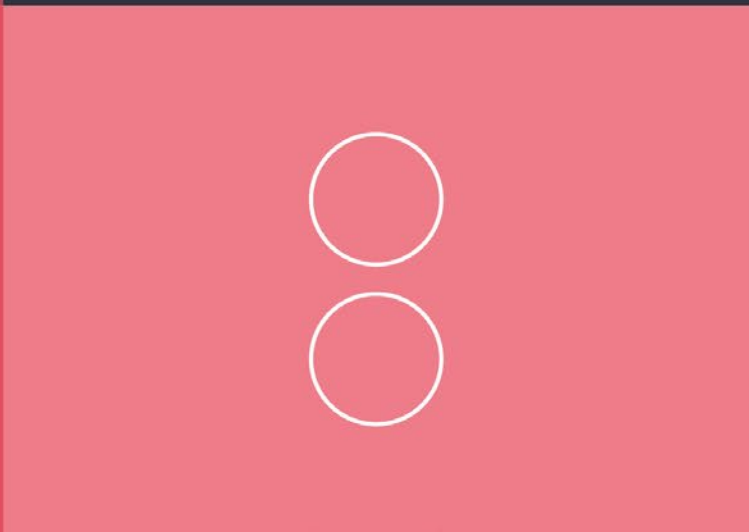




LEGAL
SERVICES



Humanising
the legal
business



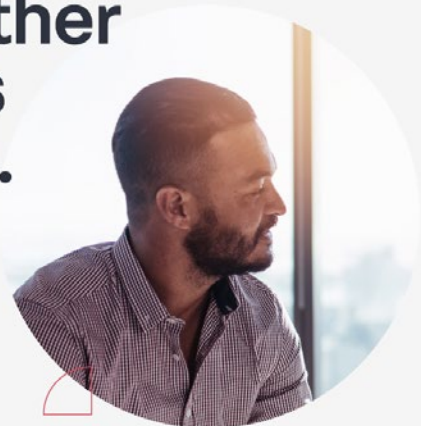


A personal touch in a commercial world.



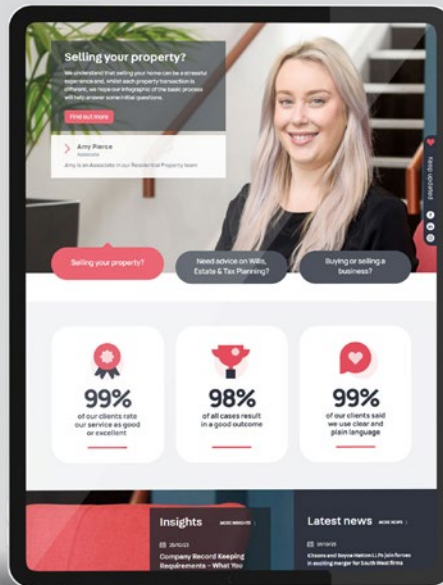
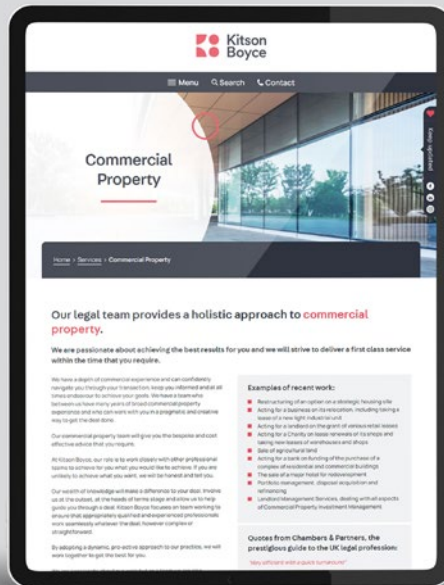
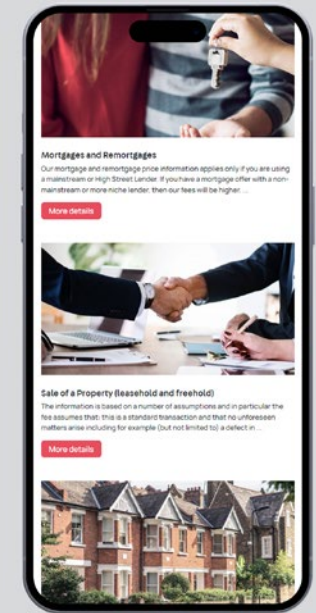
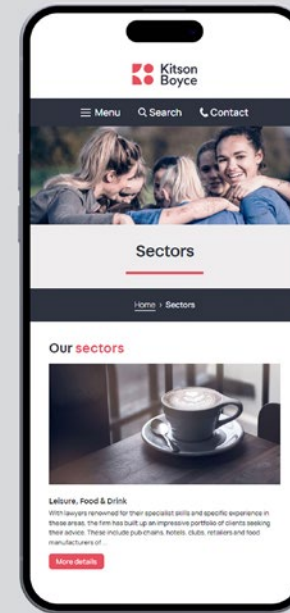
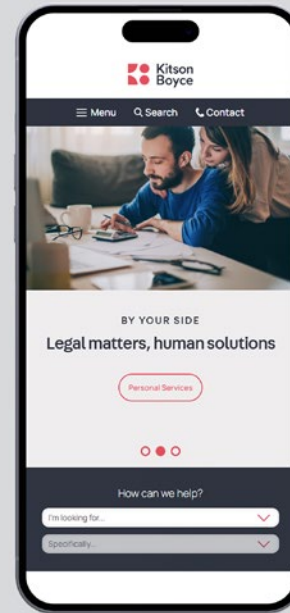
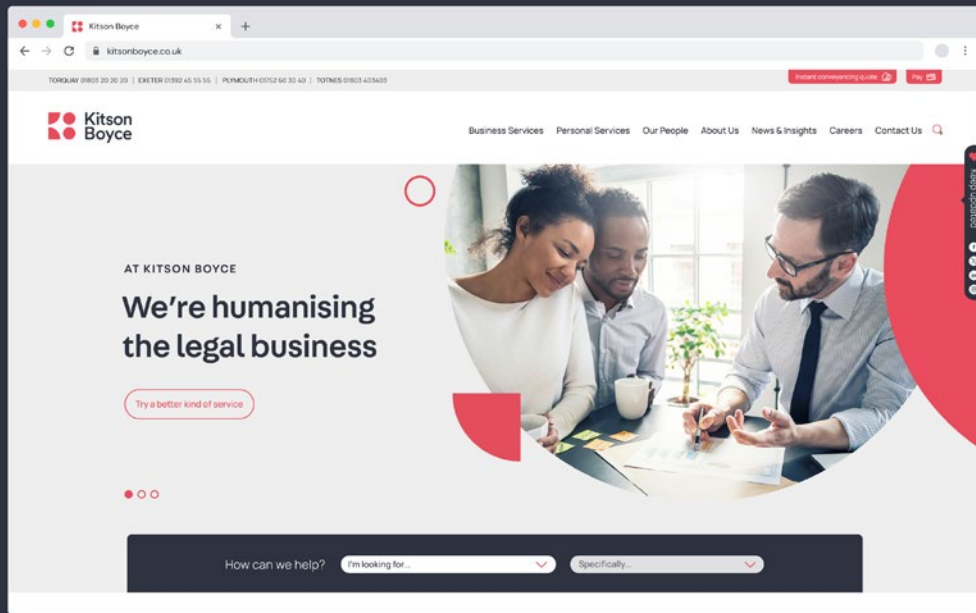
Not another faceless law firm.

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LEGAL SERVICES







ATCO

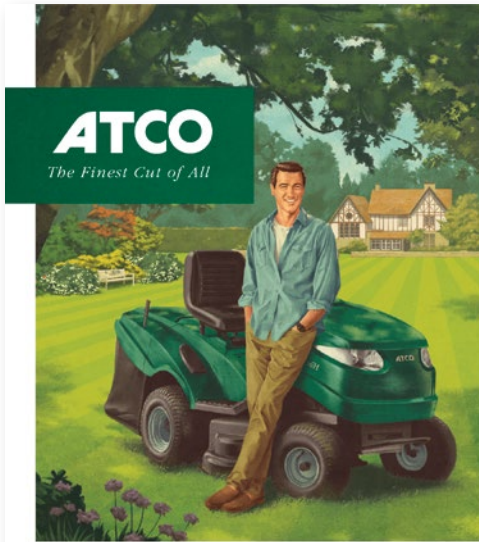
Vintage illustration campaigns for a renowned British manufacturer.

CAMPAIGNS | ILLUSTRATION
ADVERTISING | PRINT

Drive worked with Atco to produce some special advertising that paid homage to this quality brand's long heritage.

Drawing upon Atco's advertising from the mid-20th century, we produced authentic-looking, vintage-illustrated adverts with a modern twist. We then applied this beautiful, tongue-in-cheek imagery across an extensive range of printed product brochures and marketing materials. [Read more](#).





ATCO

The Finest Cut of All



CALM, AND COLLECTED.

From royal palaces to village greens, cricket pitches to tennis courts, stately homes to your own beautiful lawn – Atco lawnmowers remain the Finest Cut of All.

WWW.ATCO.CO.UK



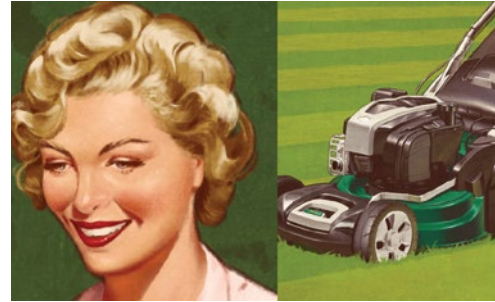
ATCO

The Finest Cut of All



FASHIONS COME AND GO, BUT THE GRASS WILL ALWAYS GROW.

WWW.ATCO.CO.UK



ATCO

The Finest Cut of All



BOWLED OVER.

Our 2019 range of lawnmowers and lawn tractors have been designed in every detail to offer superior cutting and collecting performance – ATCO lawnmowers remain the finest cut of all.

WWW.ATCO.CO.UK



ATCO

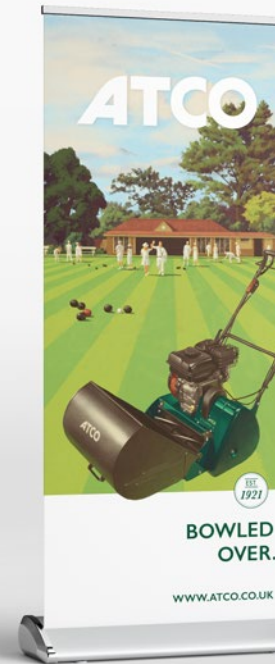
The Finest Cut of All



ROLLING WITH THE TIMES.

A lifelong love affair in the garden – for more than 90 years ATCO have continued to deliver precision roller mowers for that finest cut of all.

WWW.ATCO.CO.UK



BOWLED OVER.

WWW.ATCO.CO.UK



ROLLING WITH THE TIMES.

WWW.ATCO.CO.UK





A NATURAL LOVE OF STRIPES

ATCO

AN OBSESSION WITH STRIPES SINCE 1921

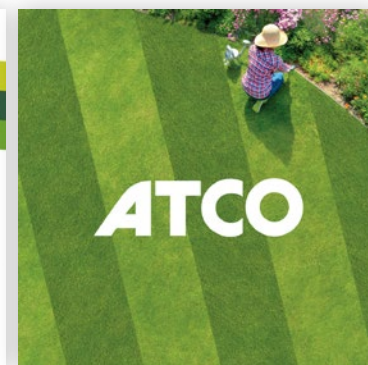
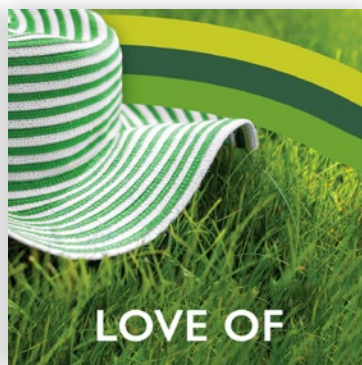
WWW.ATCO.CO.UK



EST. 1921

ATCO

PRODUCT RANGE 2022



Supporting a historic institution of Exeter.

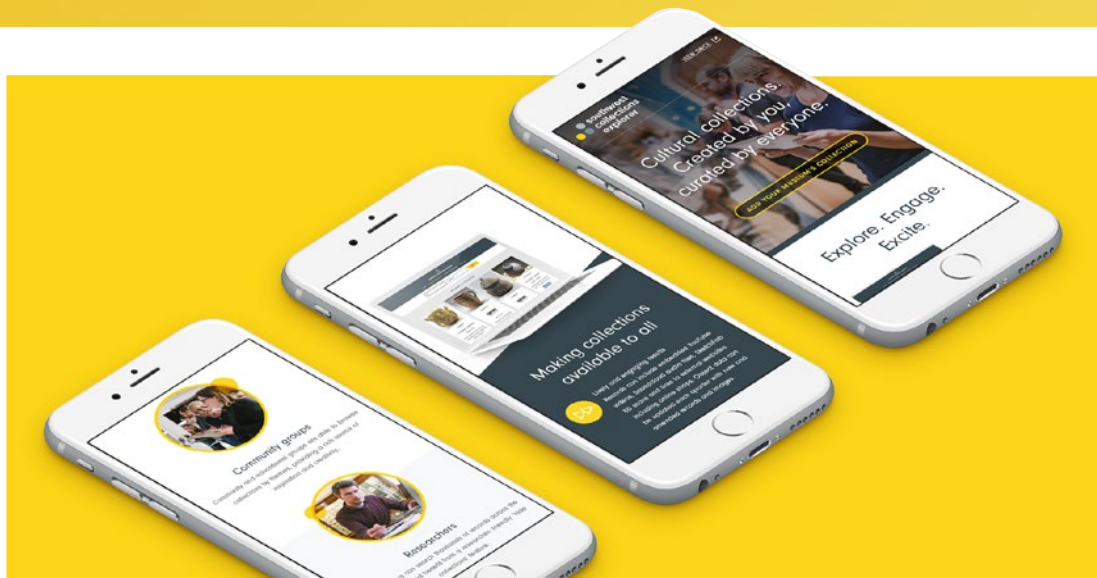
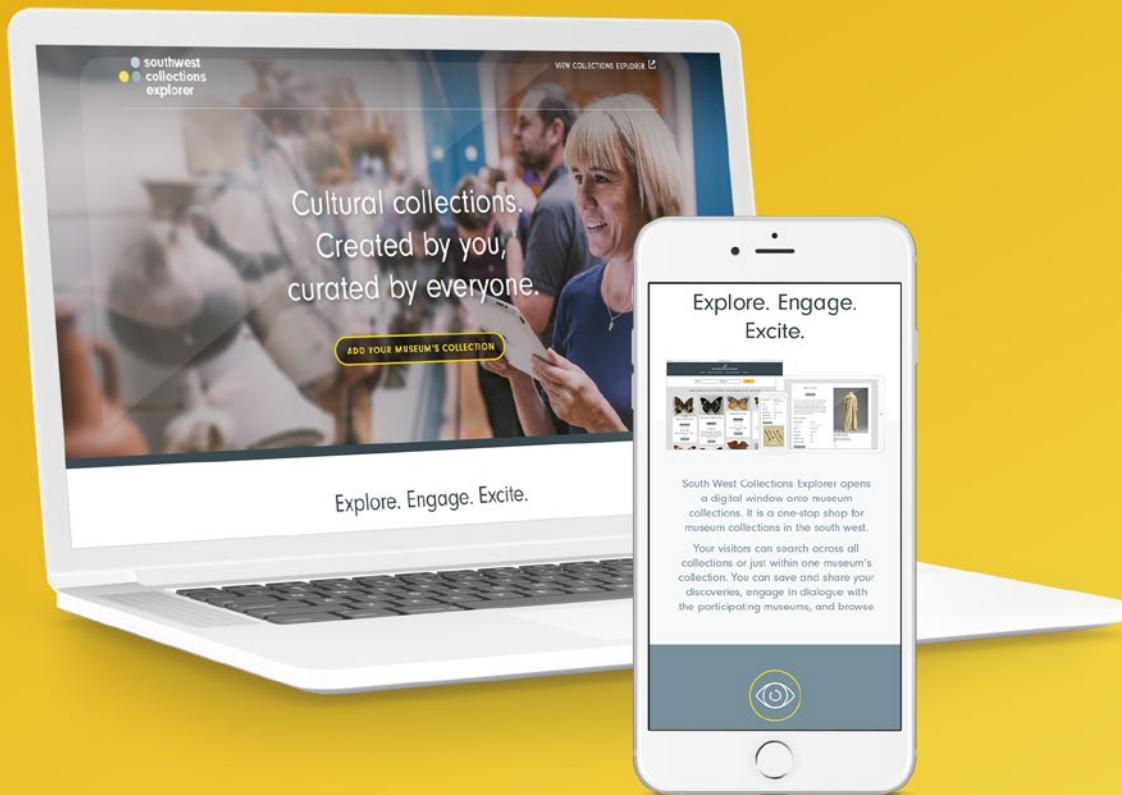
WEBSITE | CAMPAIGNS
PRINT | DIGITAL

Drive has had the privilege to work with the RAMM on a number of creative campaigns.

We conceived a dual marketing approach to promote the RAMM's South West Collections Explorer product, involving a microsite, short animated video and promotional print collateral. We also created promotional materials for the museum's exciting 150th anniversary celebrations – from large-scale over-street banners, down to colourful stickers.

More recently Drive produced the 'Support RAMM' branding, materials and donation boxes as well as designing the branding and promotion for their historic Exeter LEGO® exhibition. [Read more](#)







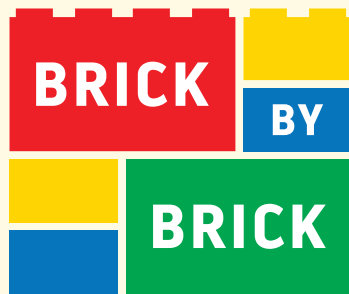
Discover Arts Award at RAMM

Surprise the kids

Family-friendly museum activities in Exeter

March to June 2018







BRICK BY BRICK

A LEGO® HISTORY OF EXETER

ramm
► Home to a million thoughts

Royal Albert Memorial Museum
Queen Street
Exeter EX4 3RX

T 01392 665858
F 01392 421252
E RAMM@exeter.gov.uk
www.exeter.gov.uk/ramm

Exeter
City Council




18 Jun—11 Sep

BRICK BY BRICK

A LEGO® BRICK HISTORY OF EXETER

Book your timed entry slot here



A word from our clients.

Growing through recommendation and having won the attention of companies worldwide, Drive's projects span all industries and are as varied as our clients.

Whether that's an eco start-up in Dubai, a Bond Street finance company, a tech company launching a new cryptocurrency, or a sheep farmer on Dartmoor producing products in high street stores, we build long-lasting, genuine relationships with all our clients.

“

Working with Drive Creative Studio has been a really positive experience. The hardworking team are all really invested in making sure you as the client are not only getting a great service, but great deliverables that will work really hard for your organisation.

From their pitch, including a plethora of creative campaign ideas, to the finished products – throughout the process DCS have been there with creative, workable solutions despite the breadth and diversity of the brief. A great company who I hope I get to work with again in the future. ”

Claire Bailey (Development Officer)
**ROYAL ALBERT MEMORIAL MUSEUM
& ART GALLERY**

Reviving a brand and grabbing attention with virbrancy.

BRANDING | PRINT WEB CONCEPT

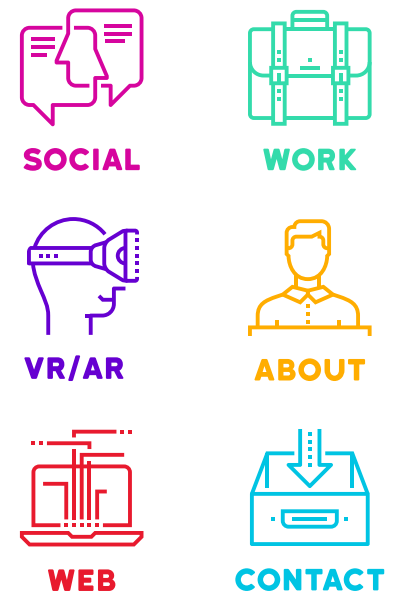
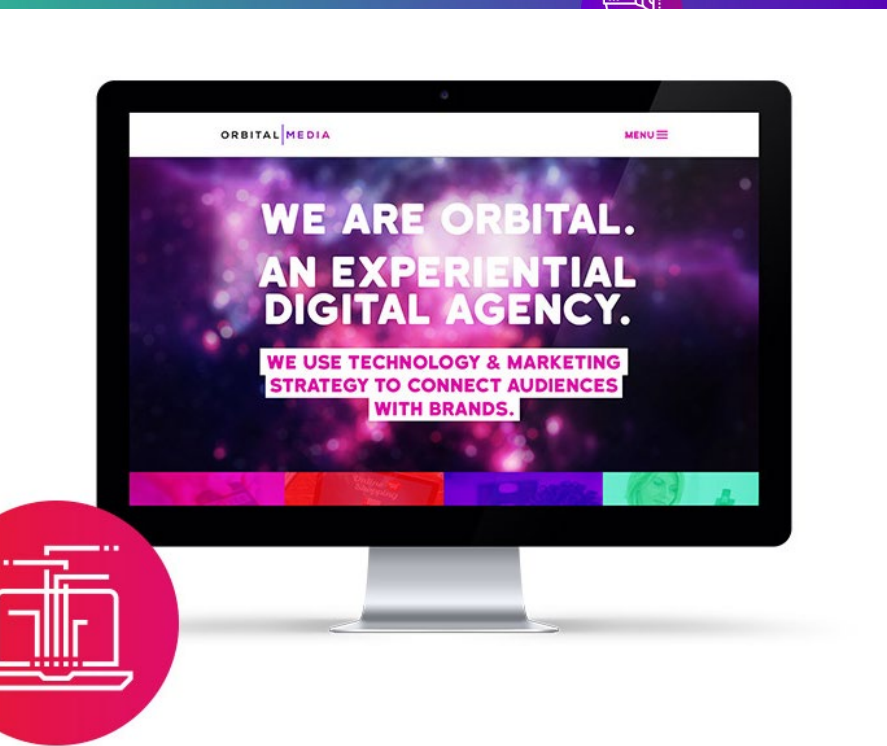
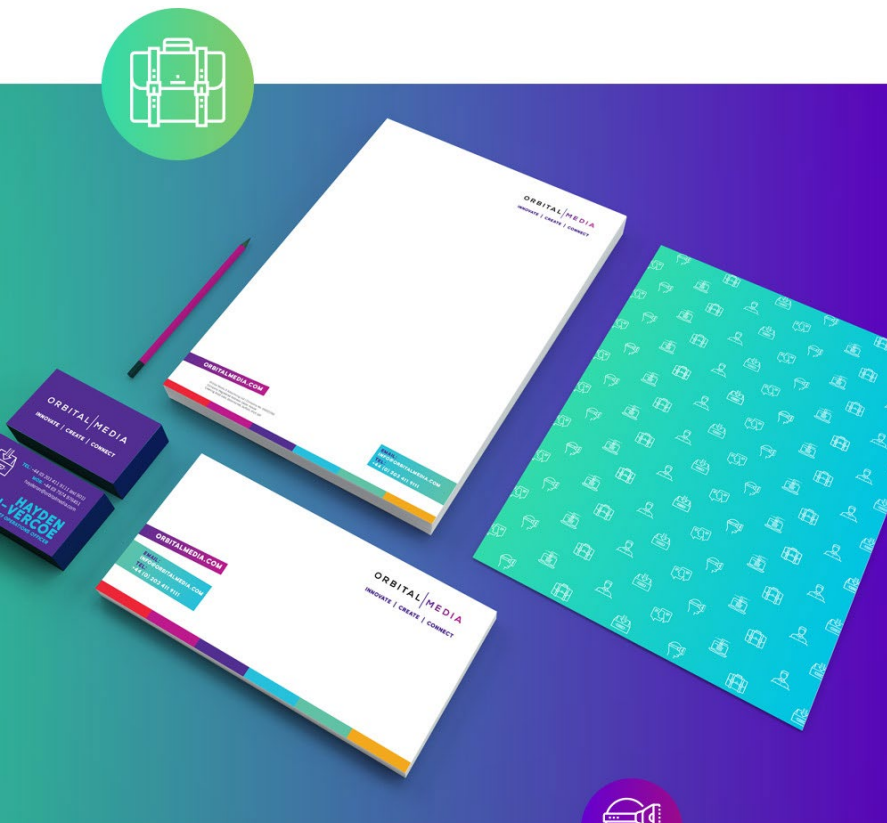
Orbital Media, one of the UK's most innovative digital marketing agencies, wanted an updated identity that was fun, fresh, colourful and larger than life.

This was a refresh of an identity that Drive's team created previously – it now needed to evolve, while honouring its colours and non-nonsense approach. Drive worked closely with Orbital Media to develop the brand identity, form a brand 'toolbox' of assets, and create a suite of printed collateral and digital designs. It's impossible to miss the big, chunky typography, and the eye-popping colour palette is put to work in some vivid gradients across all brand touch-points.

The images, icons and messaging perfectly capture Orbital's playful character and background in bold and shareable social media campaigns. [See more.](#)



INNOVATE | CREATE | CONNECT



SUMMERSKILLS

Vibrant new packaging for Plymouth's oldest brewery

PACKAGING | PRINT |
BRAND DEVELOPMENT

As Plymouth's oldest brewery, Summerskills has a provenance as distinctive as its award-winning brews. Drive was asked to redesign the labels for its bottle-conditioned 'real ales', which are made from ingredients sourced as locally as possible.

The striking new packaging style is simple and contemporary – not looking out of place alongside modern microbreweries and craft beers but retaining the traditional and unique qualities of the established brewery. [Read more.](#)





MONTY HALLS

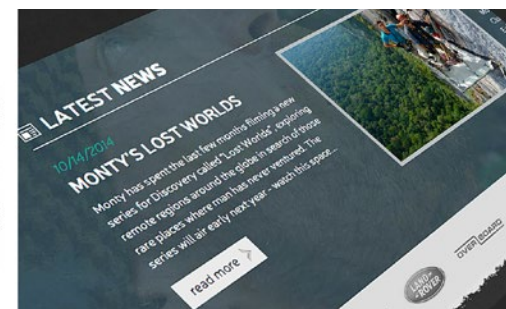
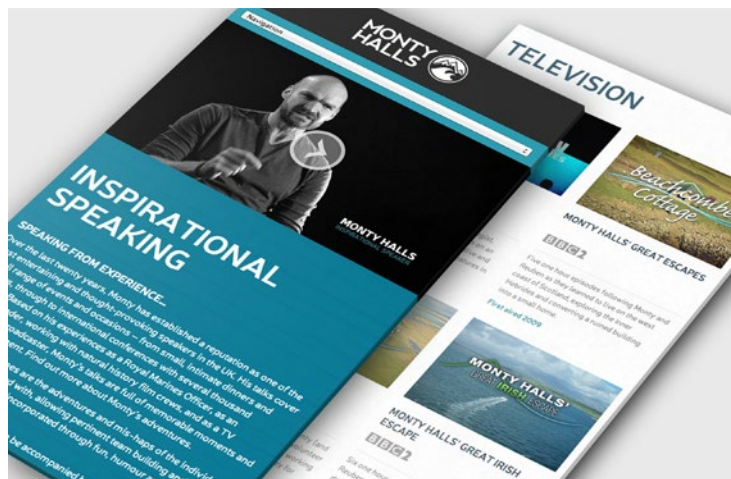
Impactful brand & website for a renowned broadcaster.

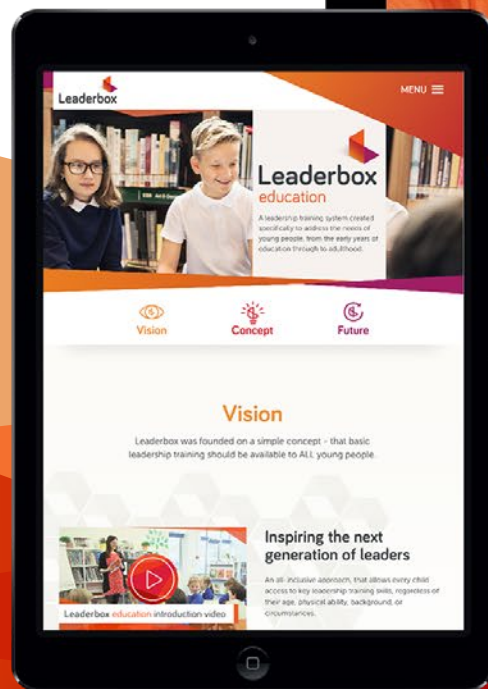
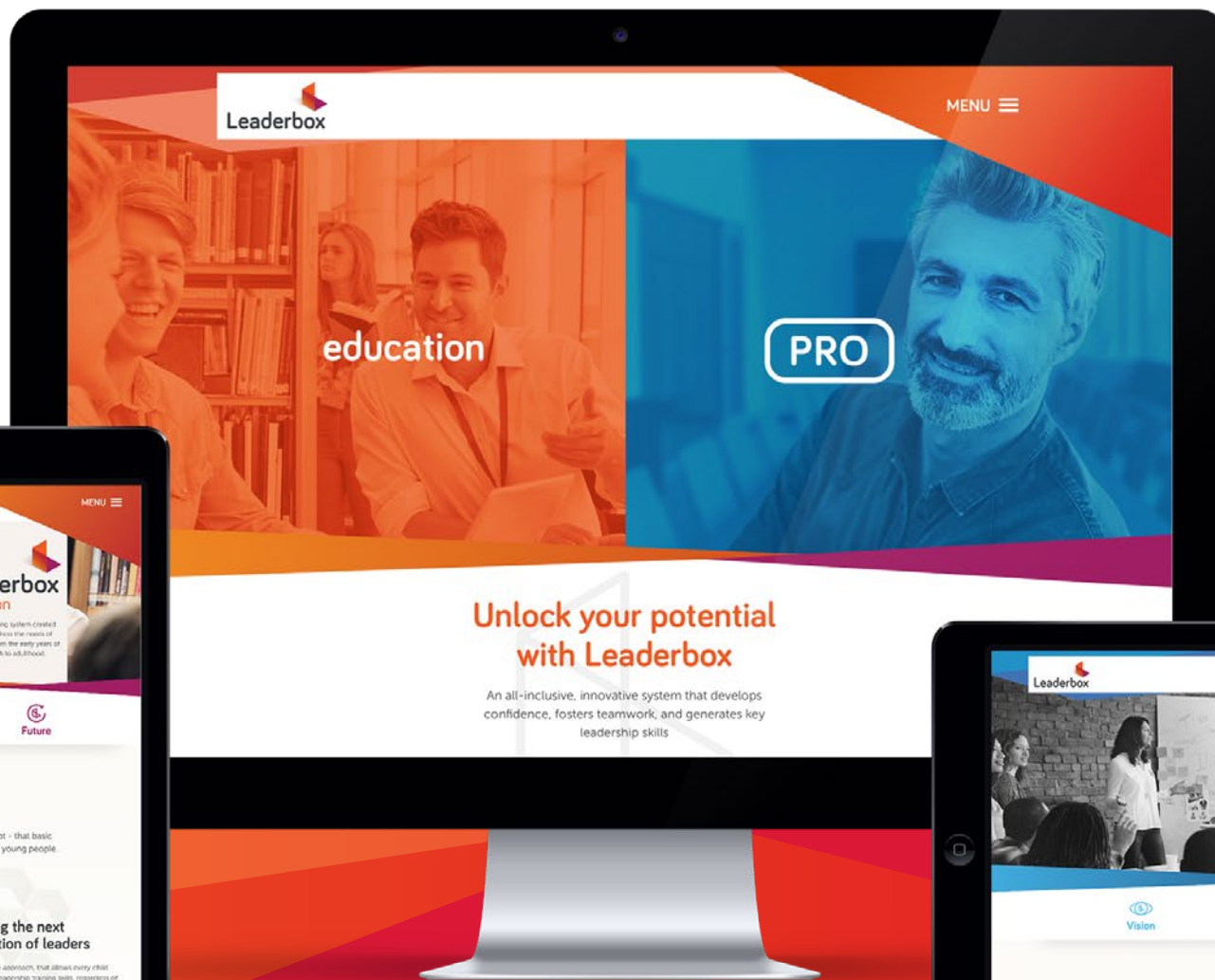
BRAND ID | WEBSITE | VIDEO

Adventurer, marine biologist and television broadcaster Monty Halls required a brand refresh and collateral to establish his extended personal brand offering.

Drive worked closely with Monty to evolve his brand strategy and identity to embrace a more corporate audience. This culminated in a fully responsive website as well as an emotive, personal video that conveyed his personality and approach. [Read more.](#)









DEVON PHILHARMONIC ORCHESTRA

A confident new identity scheme for an emerging audience.

BRAND ID | PRINT | DIGITAL MEDIA
ADVERTISING | WEB CONCEPT

Founded in 1967, the Devon Philharmonic Orchestra (formally known as Exeter Music Group) is the South West's largest and finest ensemble, showcasing regional talent and inspiring audiences with its music.

Drive was commissioned to develop a new, energetic identity to reposition and reinvigorate the group as the region's primary performing orchestra, attracting a new generation of musicians and listeners.

A bold new mark – inspired by the curved tiers of the orchestra stage – leads the new identity and sub-branding. Used in a variety of colours and treatments, the mark also represents the orchestra's powerful rippling sound waves. The new brand ethos and identity was applied throughout print, advertising and digital media and is both vibrant and accessible, yet, combined with photography, it remains professional and sophisticated.



Devon
Philharmonic
Orchestra



Devon
Philharmonic
Winds



Devon
Philharmonic
Chorus



Devon
Philharmonic
Strings



Devon
Philharmonic
Society



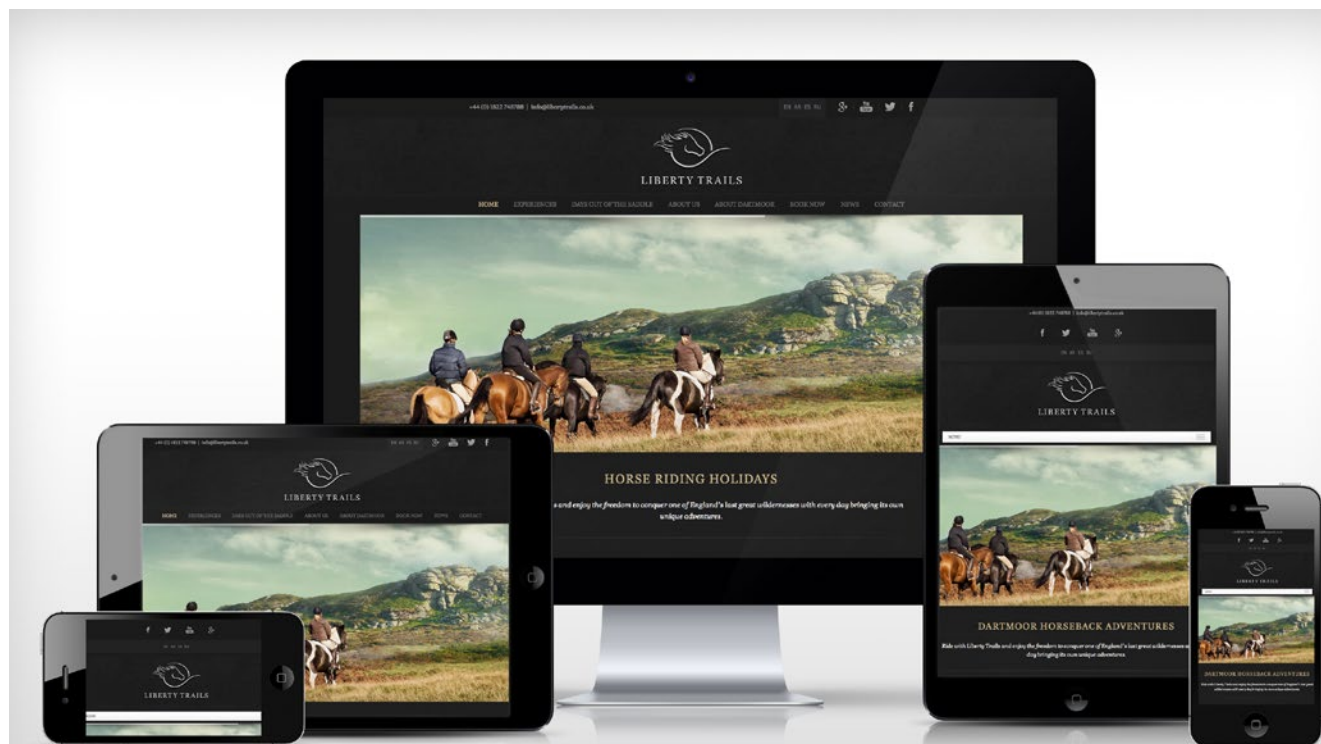


Branding a luxury horseback hospitality experience.

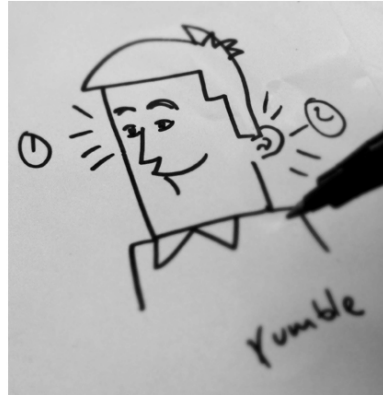
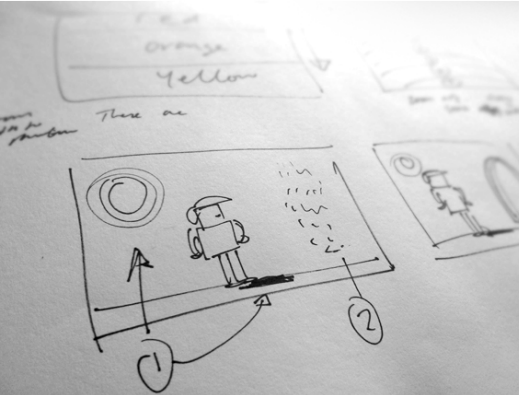
BRAND DEVELOPMENT WEBSITE | PRINT | SOCIAL

Drive worked with Liberty Trails to redefine its brand, website design and collateral, ensuring its suitability for the company's discerning customer base.

To ensure harmony between brand and business strategies, we evolved all aspects of the existing identity, from logo and typefaces to the introduction of an elegant, cinematic photographic style. [Read more.](#)







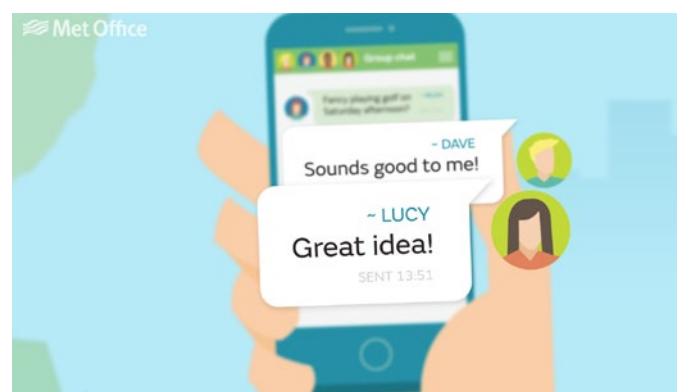
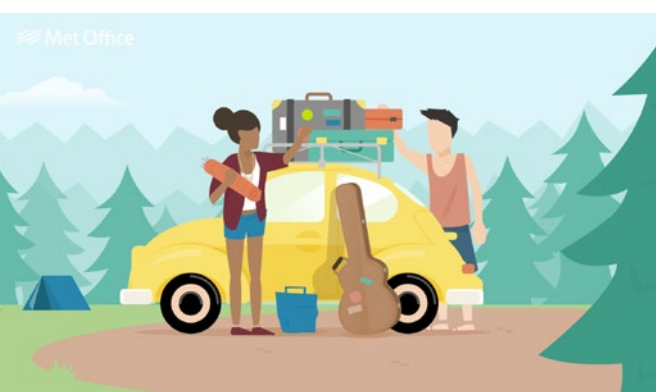
MET OFFICE

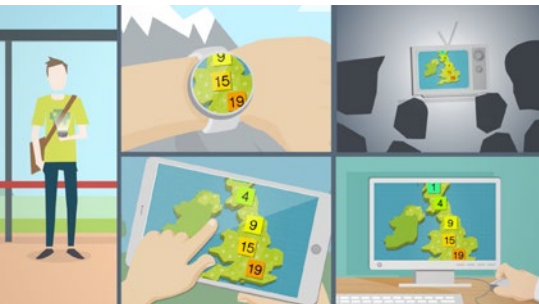
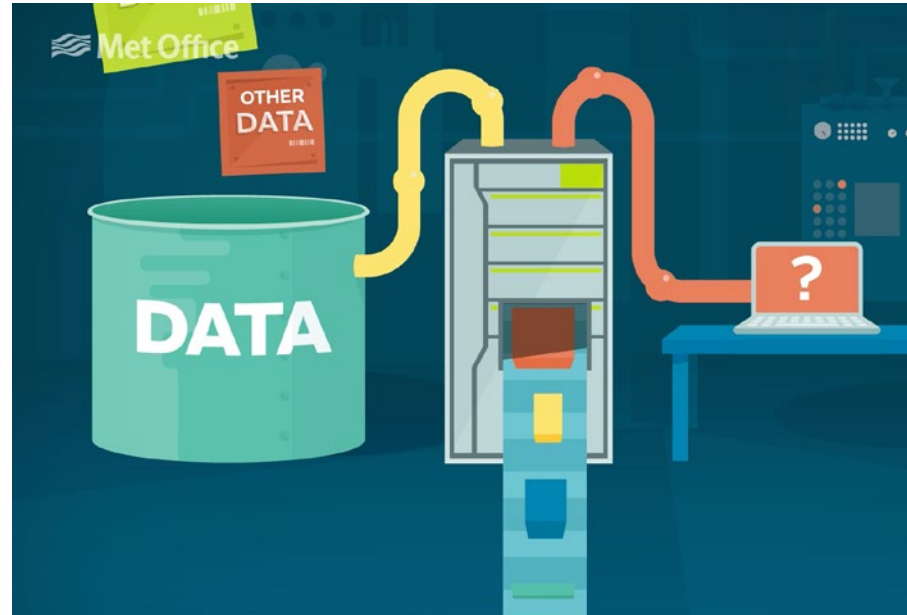
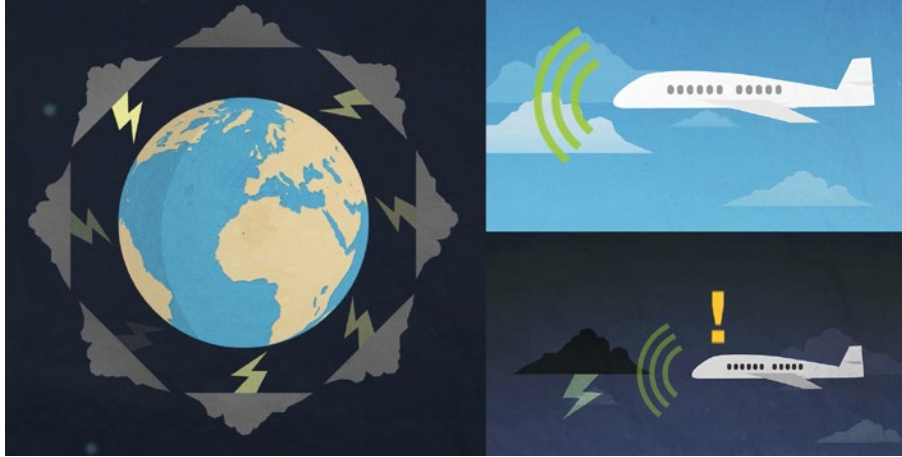
Engaging animations for the UK's national weather service.

ANIMATION | MOTION GRAPHICS

To better inform and educate the public on complex subjects, the Met Office commissioned Drive to create a series of engaging animated explainer videos.

For use across digital platforms and social channels, Drive delivered the storyboarding, illustration, animation and voice-acting in-house for each animation – picking up a major design award along the way. [Read more.](#)





TWOOL

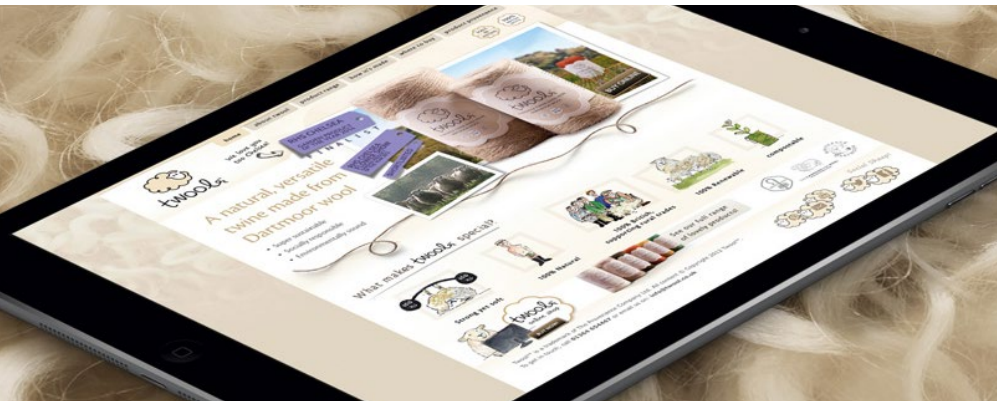
Sustainable packaging for an ethical wool manufacturer.

PACKAGING | WEBSITE
PRINT | POINT OF SALE

Drive has worked with twool since the company's conception. During this time, its product offering has flourished, requiring an e-commerce website, packaging, point of sale and other marketing materials.

Through nifty cardboard mechanics, we designed innovative packaging for the 'Prop it 'n' Crop it' product range, organic tree ties, dog leads and others to meet their fully recyclable, sustainable goals. [Read more.](#)





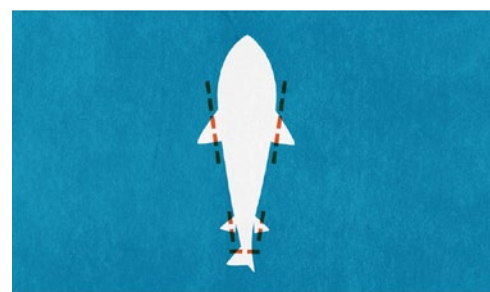
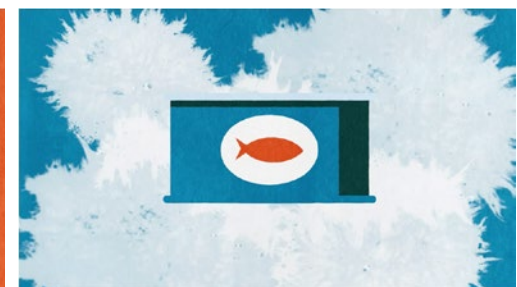
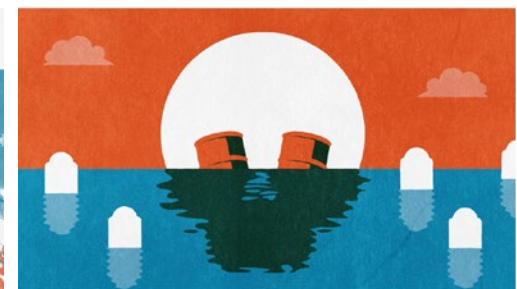
Emotive ocean
manifesto brought
to life through
animation.

ILLUSTRATION | ANIMATION

Together We Can Turn Tides is a book published as a manifesto for change – to save the planet's oceans, and ultimately ourselves.

Drive produced graphic illustrations to represent its chapters, as well as posters covering themes such as pollution, marine habitat destruction, and mammal eradication. We also produced a short animated video to explain the core themes. [Read more.](#)





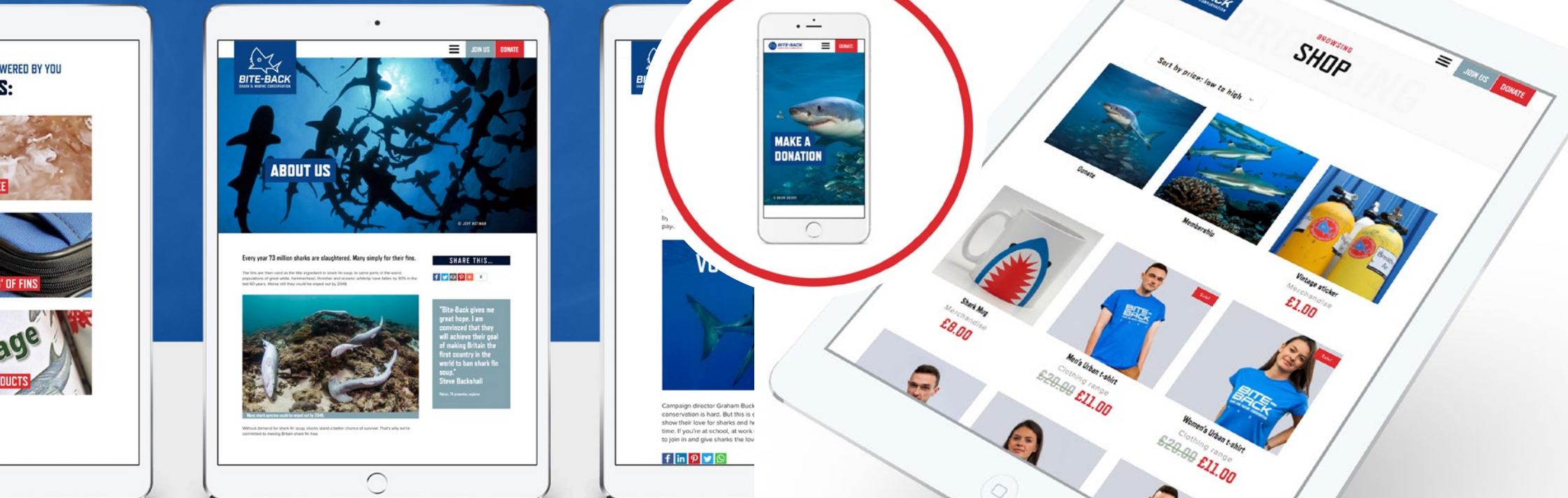
Placing a charity at the forefront of marine conservation.

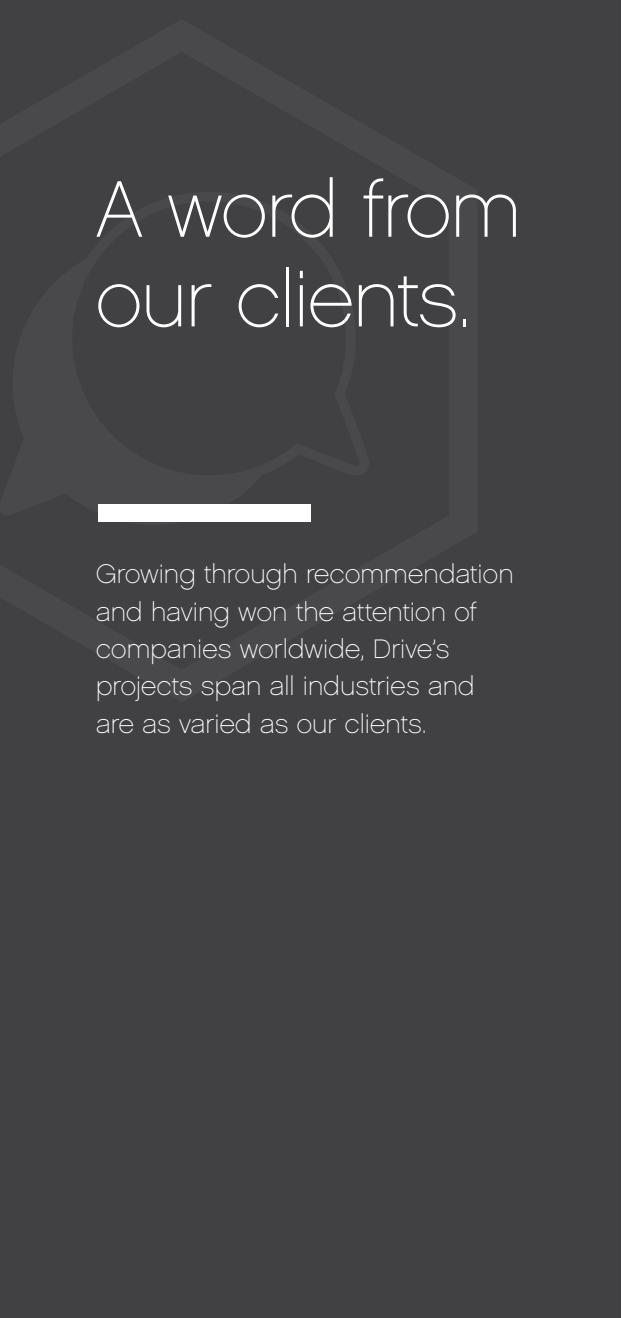
BRAND DEVELOPMENT | WEBSITE STRATEGY & DESIGN | E-SHOP

Bite-Back is a UK-based charity dedicated to shark and marine conservation, with a mission to ban the importation and sale of shark fin in Britain.

Drive helped Bite-Back to evaluate its web presence, user journey and donation model to clarify its goals, messaging and rally cry. The revitalised brand identity was then applied to an all-new e-commerce website. [Read more.](#)







A word from
our clients.

Growing through recommendation and having won the attention of companies worldwide, Drive's projects span all industries and are as varied as our clients.

“ I think the new site looks stunning. It's the best thing that's happened to the shark conservation charity arena in the last five years.

It's smart, it's bold, it's unapologetic and it takes Bite-Back forward with clarity, style and credibility. I'm grateful to you for accepting the challenge, exceeding the brief, adding creativity and function (in bucket loads), and doing it all with enthusiasm, professionalism and attention to detail. ”

Graham Buckingham (Founder)

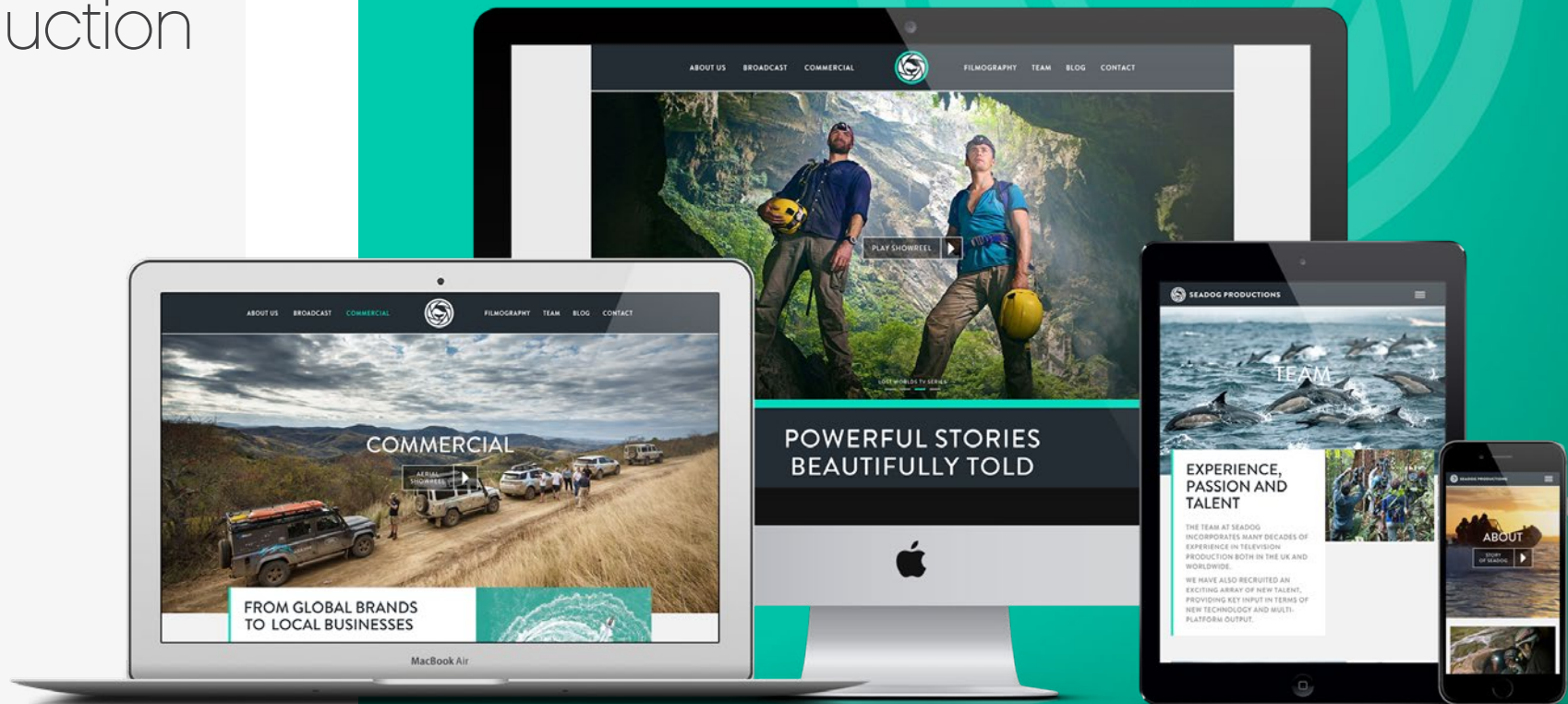
BITE-BACK: SHARK & MARINE CONSERVATION

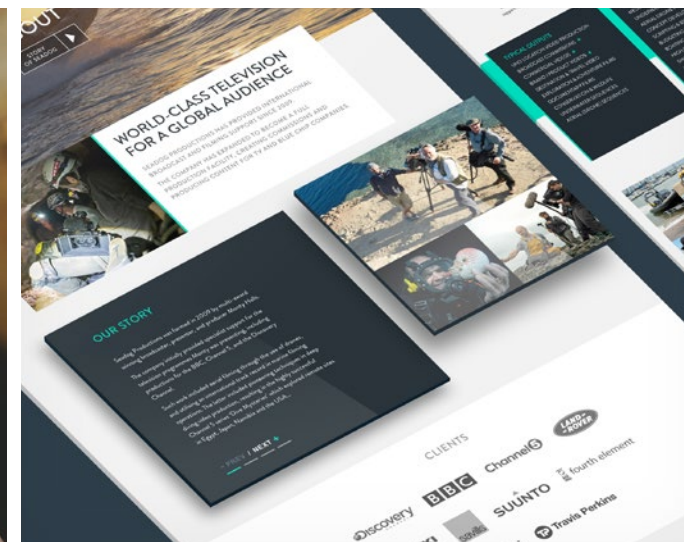
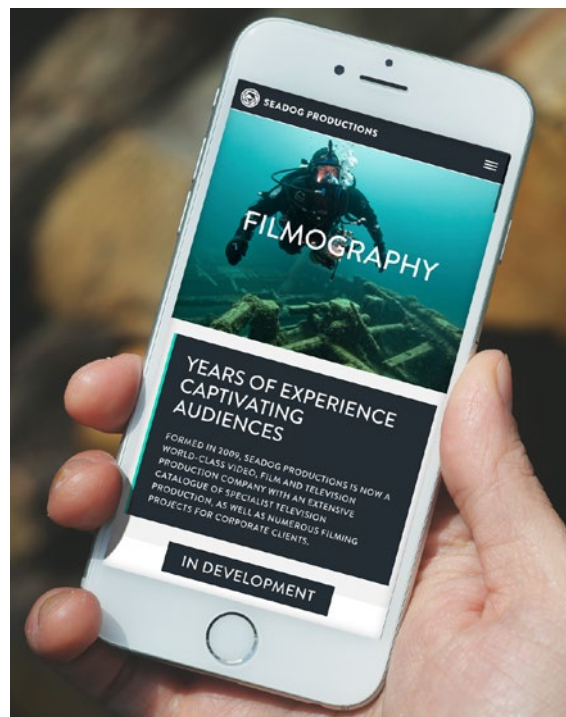
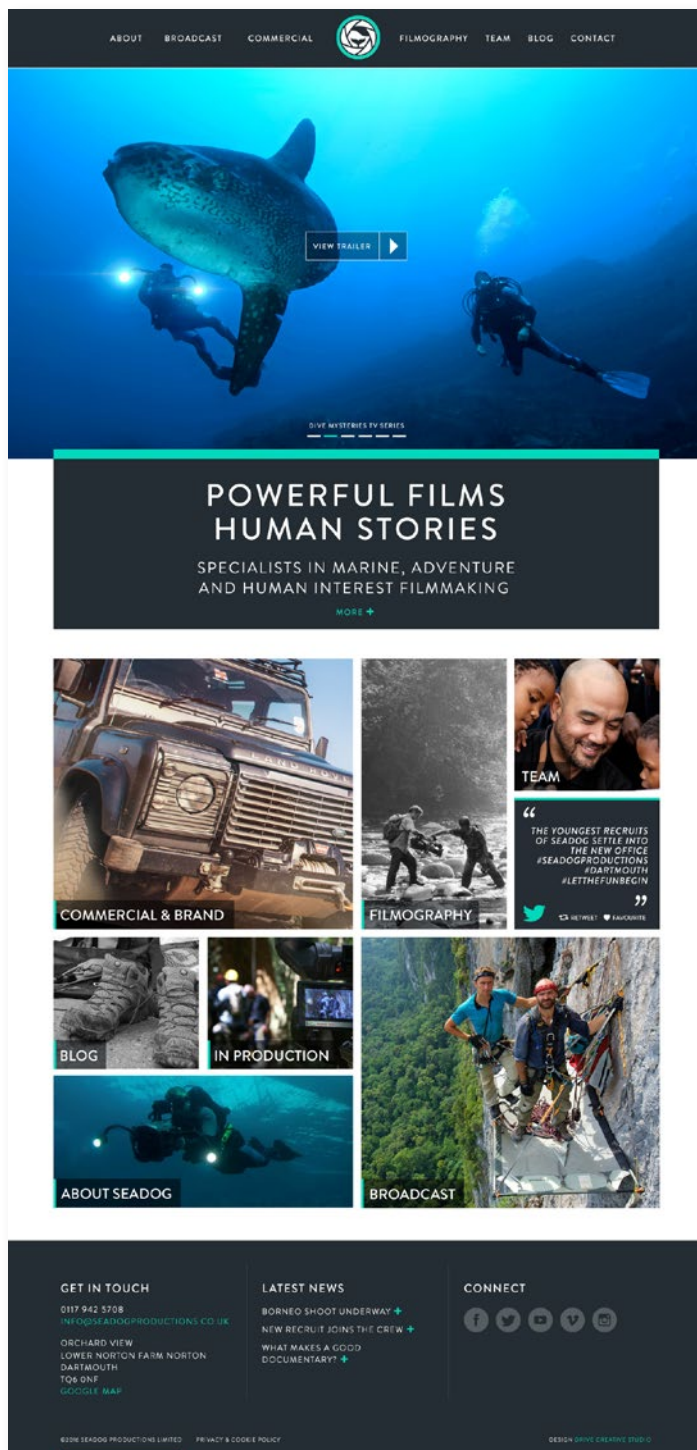
Website & brand development for a top-tier production company.

BRAND DEVELOPMENT WEBSITE

Drive's brief was to design and develop an impactful, professional website for this fledgling production company that would showcase Seadog's fast-growing portfolio.

Along with strong new messaging, we refined the relationship between imagery and type to target broadcasting commissioners and commercial brand managers. [Read more.](#)





Brand & assets for a new, wholesome hospital restaurant.

NAMING | BRANDING | SIGNAGE PRINTED MATERIALS AND DECOR

Drive created the fresh-looking brand identity and applications for Goodness at Greens, an exciting new hospital dining experience.

After creating the name, logo and core visual brand identity, we then implemented this across every touchpoint – signage, menu boards, point-of-sale, creative wall art, accessories and exterior advertisements – for a warm and rustic finish. [Read more.](#)



ABC
abc
abc

A cup of chopped red bell pepper contains nearly 3X more vitamin C than an orange - 190mg. Red peppers are also a great source of vitamin A which promotes eye health

Presenting the **PEPPER**

Peppers are highly nutritious. Even though they are 94% water, they have more vitamin C than an orange - typically more than 100% of your recommended daily allowance. They also contain vitamins A, B, K1 and B6, as well as potassium and folate - they're an alphabet of benefits as well as a rainbow of colour.

Goodness at Greens

LOYALTY CARD

REGISTER COLLECT SPEND

WE WILL REWARD YOUR LOYALTY. REGISTER TODAY TO GET YOUR OWN LOYALTY CARD. WE WILL REWARD YOUR LOYALTY. REGISTER TODAY TO GET YOUR OWN LOYALTY CARD.

GOODNESS at Greens

Eat well, earn rewards

LOYALTY CARD

THE FULL ENGLISH

6 ITEM £4.00 10 ITEM £6.00

We oven bake most of our hot breakfast items to keep them fresh and as healthy as possible for you.

Choose from...

- Pork sausage
- Thick sliced bacon
- Grilled fresh tomatoes
- Fresh field mushrooms
- Quart sausage
- Breakfast potatoes
- Baked beans
- Eggs - fried, scrambled or poached

Fancy a cuppa? ADD A HOT DRINK FOR 50P EVERY FULL ENGLISH BREAKFAST

BACON SANDWICH

2 slices of thick sliced bacon on a whole wheat bun with cheddar cheese and tomato sauce. £2.50

SANDWICH SANDWICH

2 slices of thick sliced ham on a whole wheat bun with cheddar cheese and tomato sauce. £2.50

BACON BAGGETTE

2 slices of thick sliced bacon on a whole wheat baguette with cheddar cheese and tomato sauce. £3.00

SANDWICH BAGGETTE

2 slices of thick sliced ham on a whole wheat baguette with cheddar cheese and tomato sauce. £3.00

ANY 2 ITEM BAGGETTE

Choose any 2 items from the menu. £3.50

GET WHAT YOU WANT

SALAD BAR

A whole bowl of feel-good

A selection of freshly prepared salads and dressings to help you feel healthy, fresh and full of life.

SMALL £2.50 MEDIUM £3.50 LARGE £4.50

ANDWICHES, ROLL-UPS, PASTES & PANINIS

THE GREAT BRITISH CRISP COMPANY

WHERE OUR HONEST FOOD COMES FROM

Working with Local producers

CLARE'S PRESERVES

Located in Devon, Clare's is a family-run business that has been producing preserves for over 40 years. They use only the best local ingredients to create their preserves, which are made in small batches to ensure quality.

WARDEN'S BAKERY

Warden's Bakery is a family-run business that has been producing bread and pastries for over 40 years. They use only the best local ingredients to create their bread and pastries, which are made in small batches to ensure quality.

LUSCOMBE DRINKS

Luscombe Drinks is a family-run business that has been producing drinks for over 40 years. They use only the best local ingredients to create their drinks, which are made in small batches to ensure quality.

CORNISH SEA SALT

Cornish Sea Salt is a family-run business that has been producing sea salt for over 40 years. They use only the best local ingredients to create their sea salt, which is made in small batches to ensure quality.

LANGAGE FARM

Langage Farm is a family-run business that has been producing produce for over 40 years. They use only the best local ingredients to create their produce, which are made in small batches to ensure quality.

SOMERSET

DEVON

DORSET

CORNWALL

Enjoy

THE GREAT BRITISH ROAST

SERVED DAILY 11:30AM - 2:30PM

Start

YOUR DAY THE RIGHT WAY

BREAKFAST MENU SERVED DAILY 7AM - 11AM



PENNYWELL FARM

Colourful website
& advertising for
an award-winning
Devon attraction.

WEBSITE | ADVERTISING
PRINT | DIGITAL

Drive has enjoyed a long relationship with Pennywell Farm, from creating and managing its website and bespoke online booking system to applying its bright, playful identity and heart-warming imagery to a variety of digital and print advertising assets.

We have recently given their main tourism brochure a subtle refresh, pushing the design forward without losing its unique, family-friendly feel. [Read more.](#)



The perfect day!

Join in with half hourly activities, shows and displays or discover the farm at your own pace. Hundreds of friendly animals to meet and the opportunity for cuddles with the world-famous Pennywell miniature pigs.

Perfect for Couples
Meet hundreds of friendly farm animals, cuddle a world-famous miniature pig and enjoy our FREE farm rides.

Perfect for Friends
Enjoy a day out with your friends. Students with NUS cards receive discounts on admission.

Perfect for Families
A full day of fun with activities every half hour. A great day out, with or without children.

Meet the family

Café & Coffee Cabin
Enjoy a meal in our licensed restaurant, treat yourself to a Devonshire Cream Tea or relax over a drink in our Coffee Cabin. There are also plenty of gift ideas in the Pennywell shop.

Animals
Hundreds of friendly farm animals, alpacas, horses, ponies, donkeys and pets.

Special Events
• Masquerade Falconry UK
• Drumming & percussion Workshops
• Sheepdog Trials
• Gamekeeper Gaudios

Plus...
Additional shows and entertainment every Saturday and Sunday.
For up to date information visit: www.pennywellfarm.co.uk



Showcasing the city of Exeter, its leisure facilities and future vision.

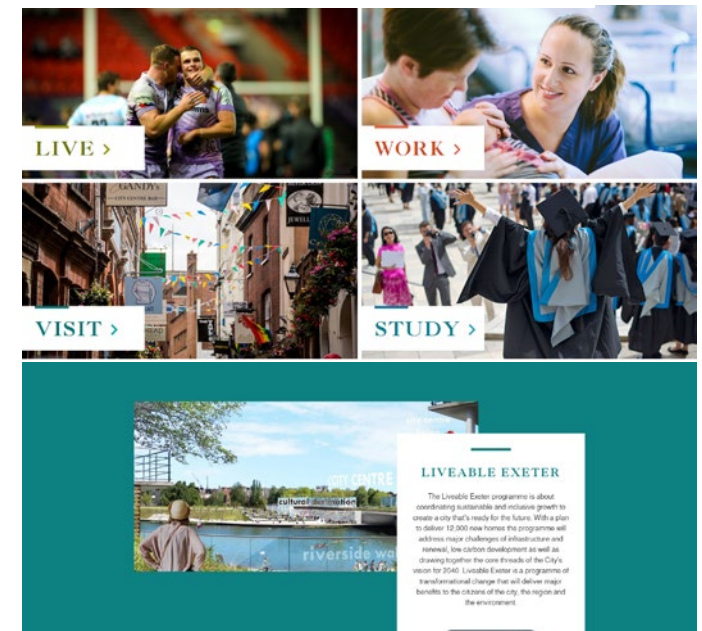
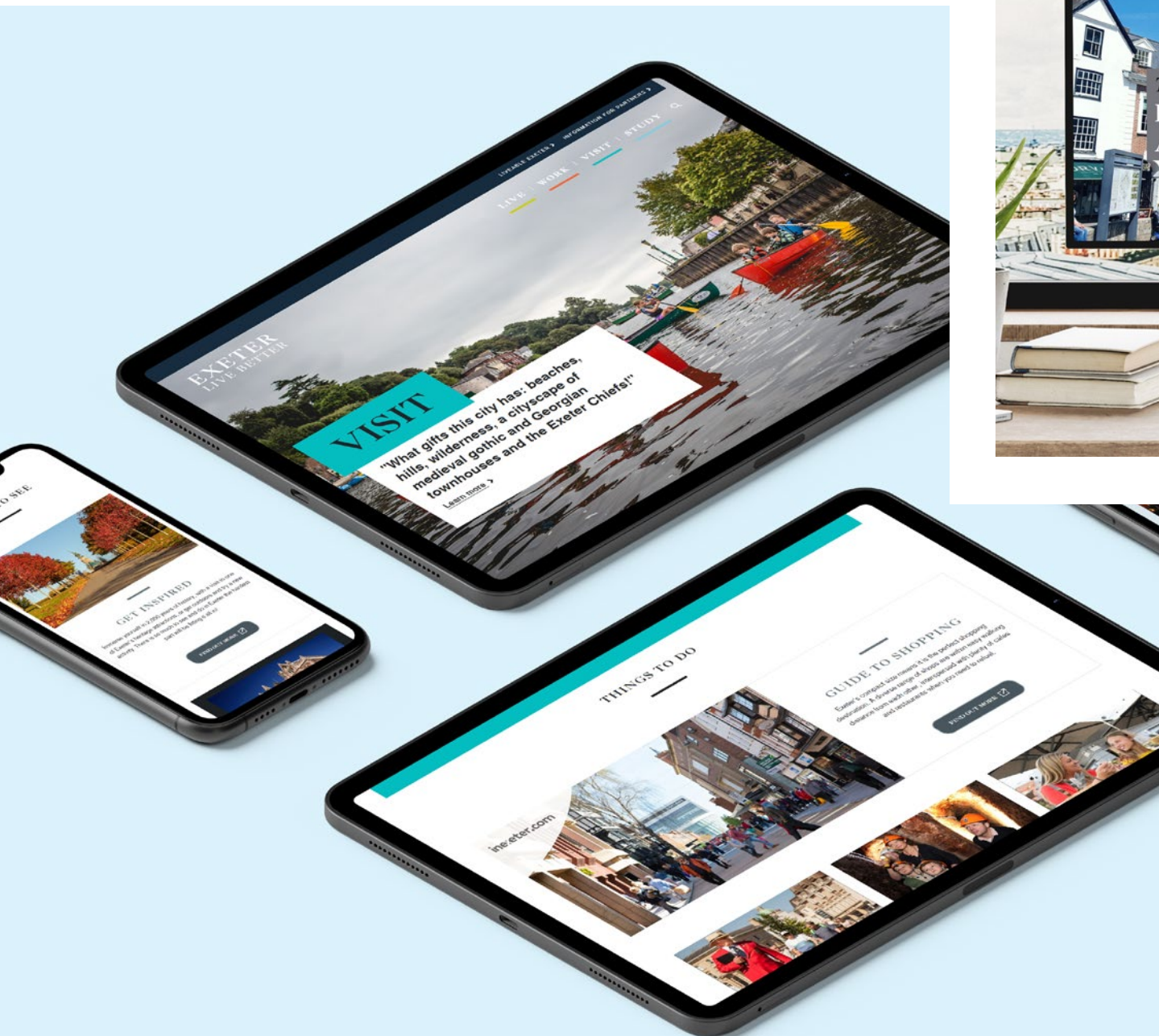
The Exeter Live Better initiative celebrates the quality of life of those who live, work, study and visit the city, while its sister initiative, Liveable Exeter, embodies plans to meet 21st century living needs through the development of eight sites. Lastly, Exeter Leisure showcases the facilities of the city's seven leisure centres, including its new flagship Passivhaus project, St Sidwell's Point.

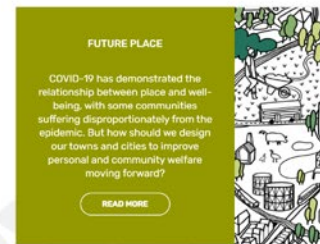
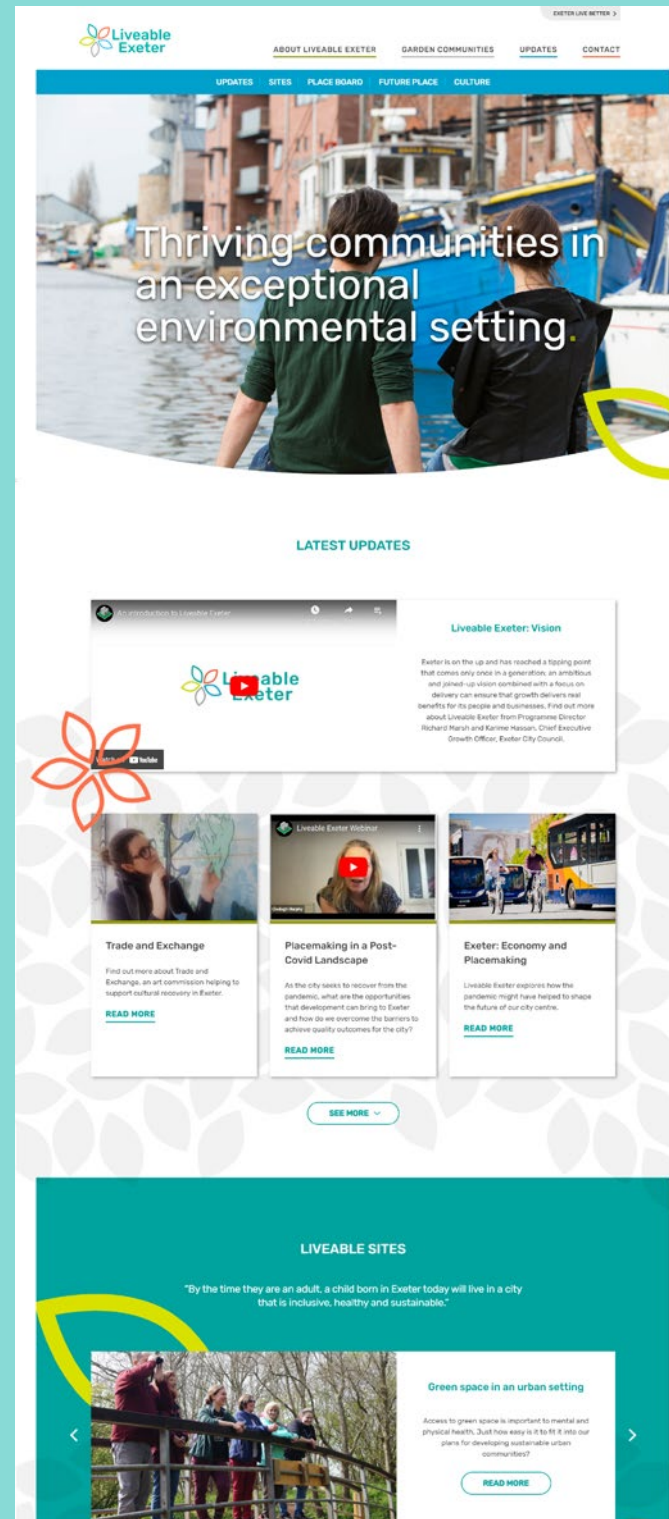
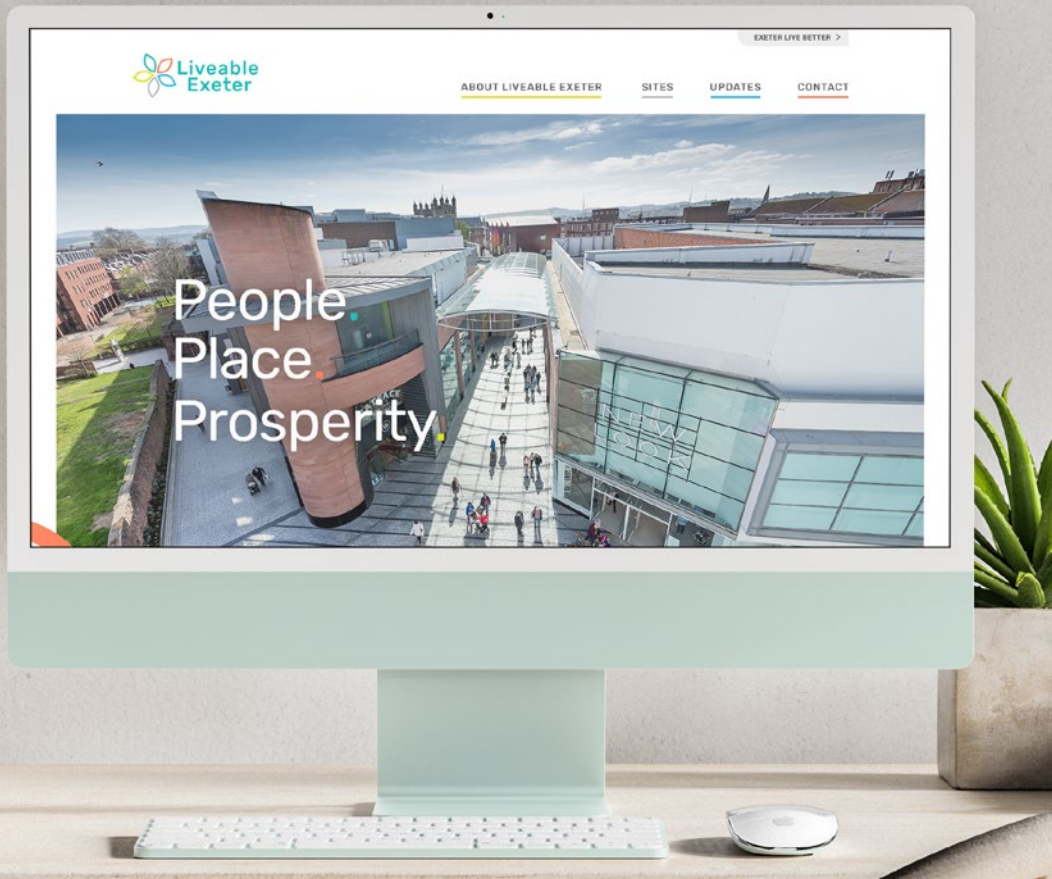
Drive was commissioned to devise and design websites for all three sub-brands, showcasing this beautiful city's considerable lifestyle and wellbeing benefits, state-of-the-art leisure facilities and future development plans. The resulting websites are clean, simple and bold to ensure accessibility and inclusiveness across all demographics, while the vibrant, contemporary palettes used reflect the city's brilliant vision.

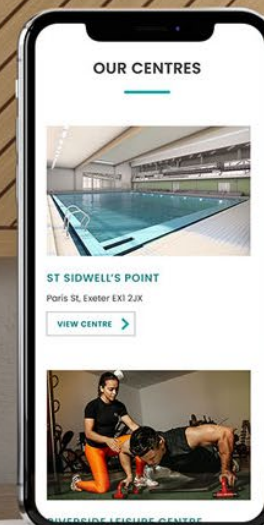
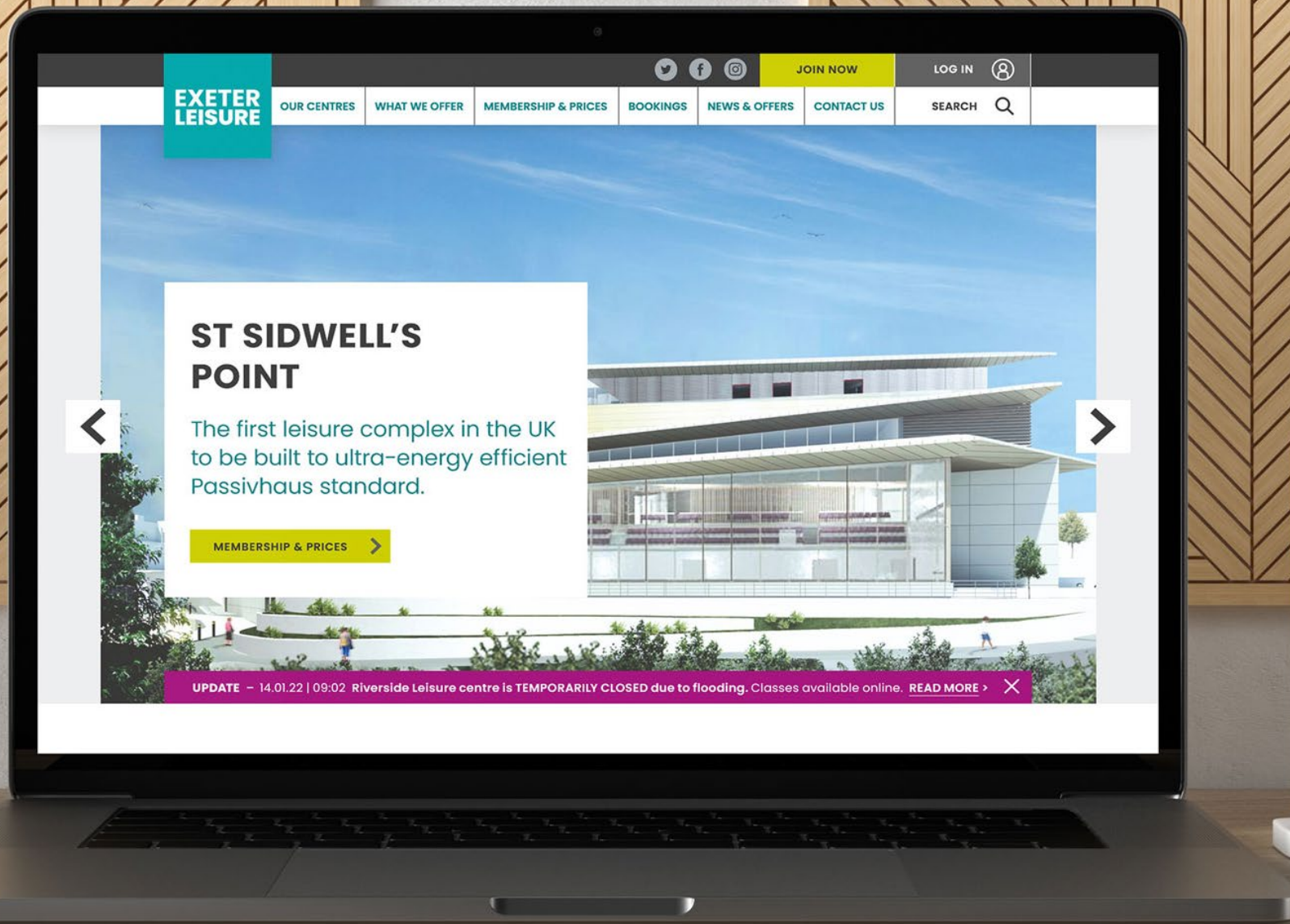


EXETER

LIVE BETTER







OUR CENTRES



ST SIDWELL'S POINT

Point St, Exeter EX2 2JH

[VIEW CENTRE](#)



RIVERSIDE LEISURE CENTRE

Conick St, Exeter EX4 5AF

[VIEW CENTRE](#)



WONFORD SPORTS CENTRE

Willford Rd, Wonford, Exeter EX2 0AF

[VIEW CENTRE](#)



NORTHBROOK SWIMMING POOL

Northbrook Park, Seaton, Exeter EX4 8LZ

[VIEW CENTRE](#)



ICA CENTRE

Summer Lane, Exeter EX4 8BT

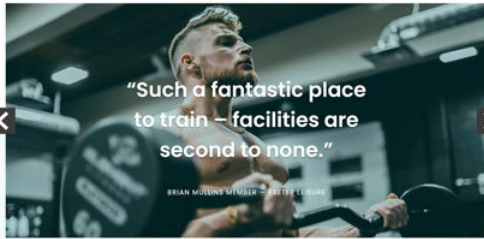
[VIEW CENTRE](#)



EXETER ARENA

Summer St, Exeter EX4 8BT

[VIEW CENTRE](#)



WHAT WE OFFER

Our leisure centres are situated across the beautiful cathedral city of Exeter, and offer a range of activities and facilities including:



SPA & HEALTH SUITE



SWIMMING POOLS



GYMS



INDOOR CYCLING STUDIOS



GROUP EXERCISE CLASSES



WORKOUT FROM HOME

[SEE ALL ACTIVITIES & FACILITIES](#)

EXETER LEISURE

CHOICES MEMBERSHIP

From just £20 per month*

*Terms & Conditions apply

[JOIN NOW](#)

[MEMBERSHIP & PRICES](#)



ST SIDWELL'S POINT

St Sidwell's Point will be one of the world's most energy efficient leisure centres. It will be the first leisure centre in the UK built to the super energy efficient Passivhaus standard, which is expected to eventually save up to 70 per cent on annual energy costs. The landmark building is a great design that has been modelled to withstand predicted changes in climate conditions up to 2050.



SWIMMING

Swimming pools in Exeter that can be enjoyed by everyone

Swimming is the perfect all-round exercise which works almost every muscle in your body without putting stress on your joints.

[INSTRUCTORS](#)

[TIMETABLE](#)



GYM

Full access to all of our fully equipped gyms across Exeter

Access over 250 stations, functional training rig and a designated heavy weights room.

[INSTRUCTORS](#)

[TIMETABLE](#)



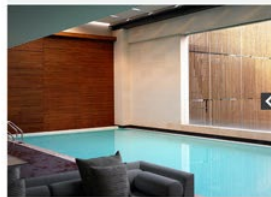
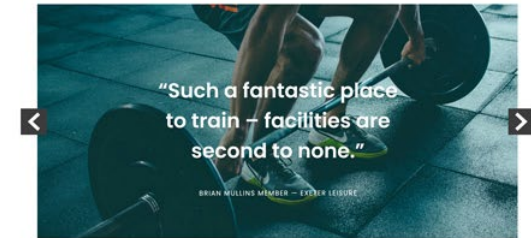
INDOOR CYCLING

Engage your body, mind and soul in a Spin studio

Indoor cycling improves your strength, endurance and stability.

[INSTRUCTORS](#)

[TIMETABLE](#)



SPA

It's time to enjoy some well-deserved 'you time'

Relax, unwind and stimulate all the senses as you escape the everyday and explore a wide range of lavish treatments.

[FIND OUT MORE](#)



HEALTH SUITE

Located within the newly refurbished Leisure Centre

You'll find a whirlpool, sauna and steam room along with a relaxation area.



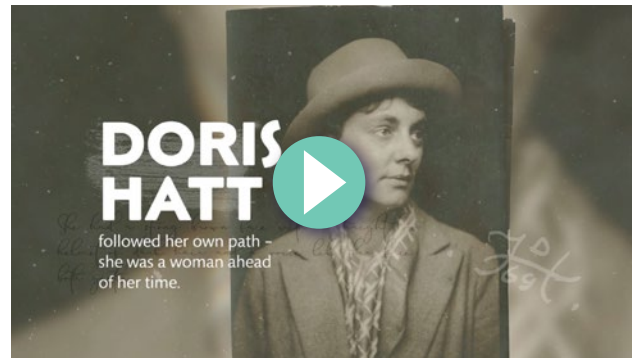
EXETER LEISURE

Engaging video celebrations of artists for a museum space.

Drive has produced a number of biographical films for the South West Heritage Trust, each exploring the life and works of remarkable local artists. The short films are created from archive photos and high resolution scans of artwork to accompany exhibitions of their work held at the Museum of Somerset.

Each video creatively depicts and builds the artwork, providing an experience of travelling into the imagery, while its tone and style is derived from the life and work of each artist with the utmost care and sensitivity. Visual, audio and script guidance from Drive has helped to shape the films into the perfect complement to the exhibition experience. Meanwhile, social media excerpts were used to promote the exhibitions across relevant social channels.

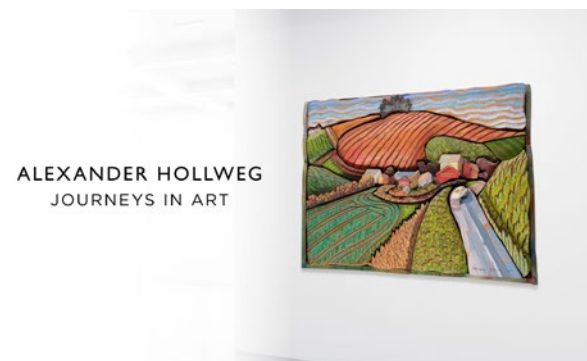
DORIS HATT



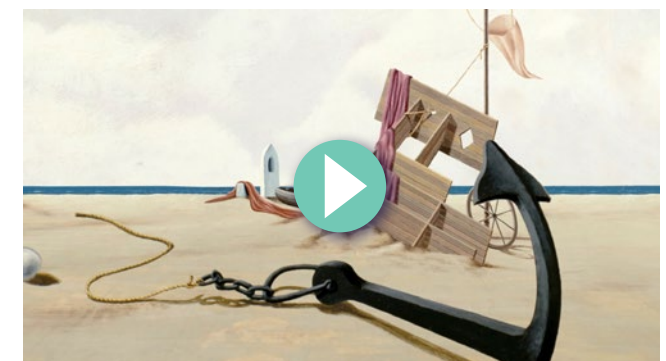
BRIAN RICE



ALEXANDER HOLLWEG



TRISTRAM HILLIER



SAMUEL COLERIDGE



MARTIN BROWN





Keeping complex search UI clean and simple.

WEBSITE DESIGN

BUPA's Consultant and facilities finder is complex, sophisticated web-based data look up facility. The tool can be used by the general public to find specialist BUPA consultants but has a deeper level of data and functionality when logged in as a BUPA service agent or BUPA supplier.

Working within existing BUPA brand guidelines, Drive was asked to design an easy to use interface for this complex search facility. The challenge came in presenting complex data in a user friendly and accessible manner whilst ensuring the essential information was in the right place at the right time. Drive worked with BUPA to support the extensive expansion of this project over a 6 year period.



A new cryptocurrency and platform in need of a voice

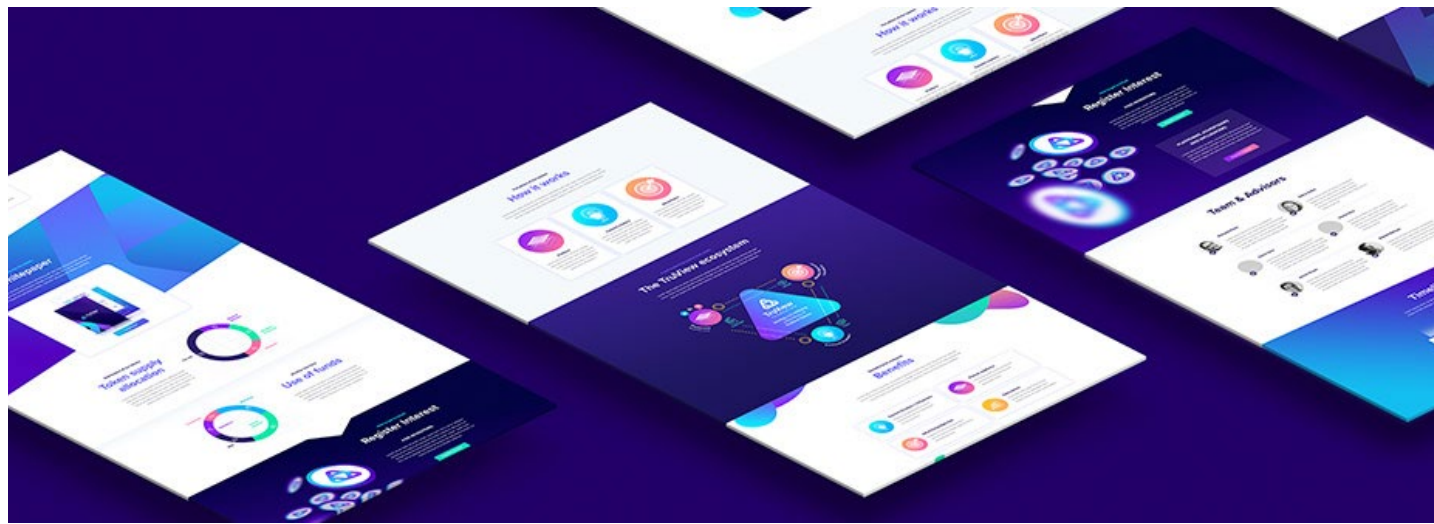
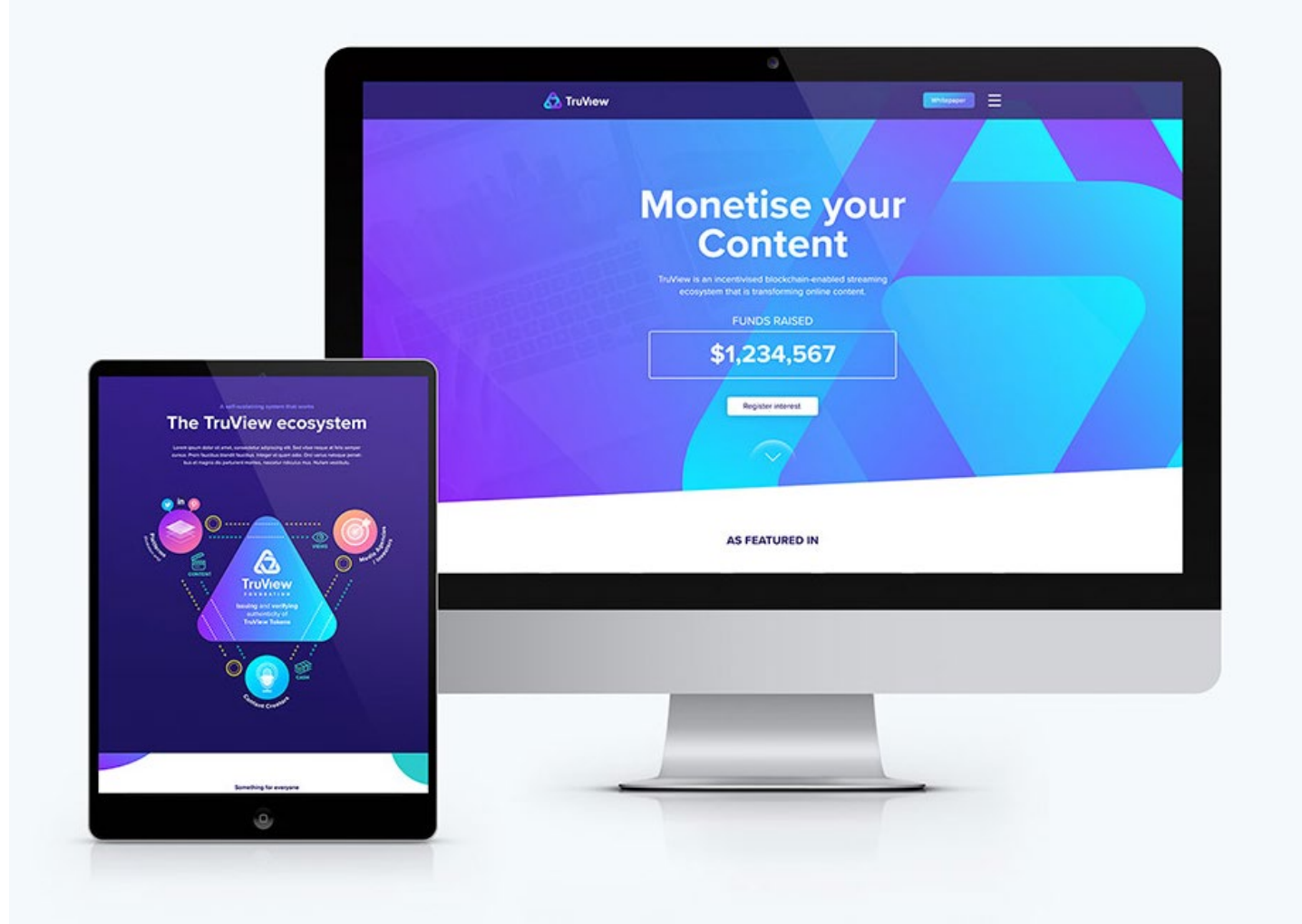
WEBSITE | PRINT BRAND DEVELOPMENT

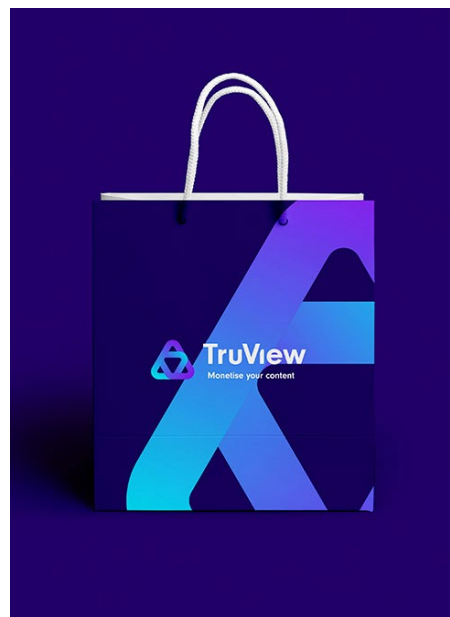
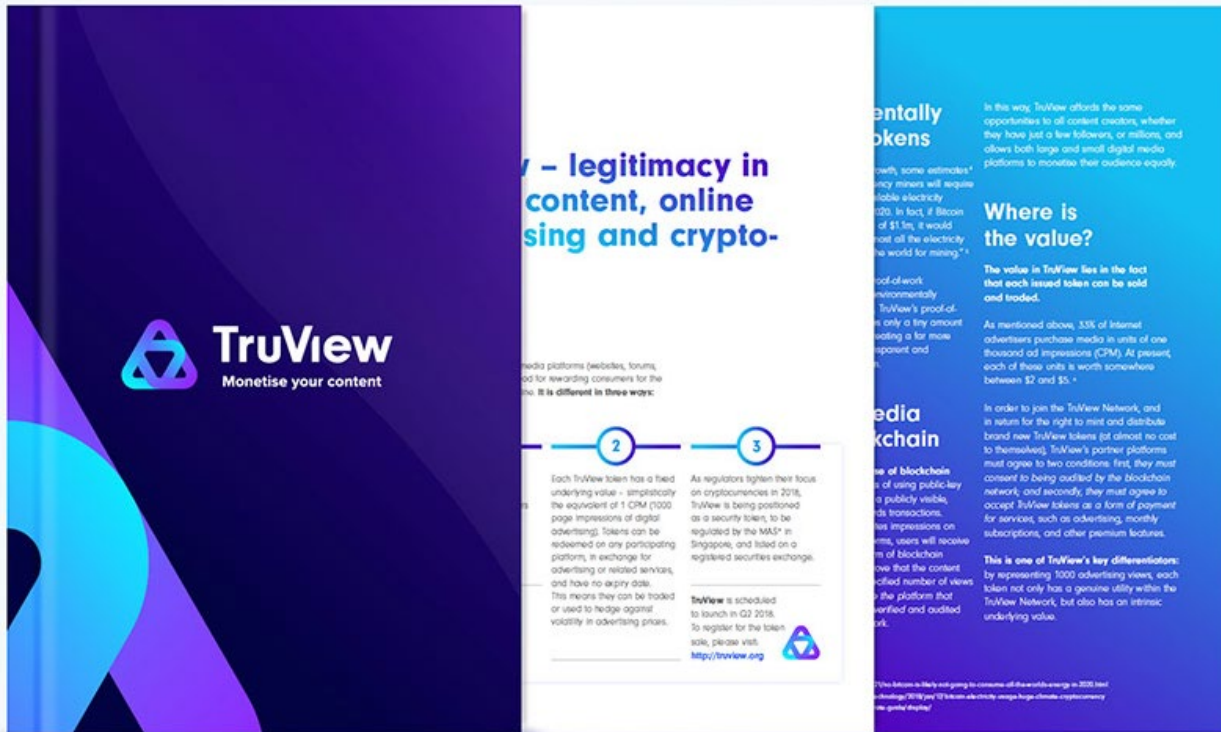
Drive was enlisted to create a vibrant identity and website for this innovative financial offering that combined a digital currency token with an online social eco-system.

We created a new three-pointed symbol to represent the three intertwined USPs that form the broader TruView business model. This sat at the heart of the new identity, which was then applied across the whole TruView suite and supported by a wider toolkit of custom graphic devices, diagrams, graphs and icons.

We developed a bespoke website to explain the concept behind the network and token currency, which also acted as the launch platform – a PDF e-book whitepaper accompanied it, providing a deeper level of information.

[Visit.](#)



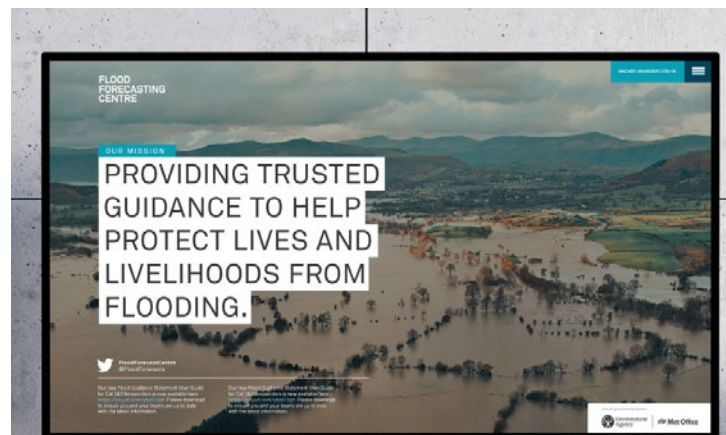


A worthy re-brand
for an internal
organisation.

BRAND | PRINT | DIGITAL

Having worked with the Met Office for many years, Drive was approached by their neighbours, the Flood Forecasting Centre, for a brand revitalisation to celebrate their 10th anniversary. Working with their in-house marketing team, we refined and consolidated their purpose, messaging and use of imagery to form a new logo and visual identity that better aligns with what the organisation is today. The bold, technical type and layout style is inspired by data, graphs, charts and aerial photography used by the FFC, while the limited colour palette (reflecting levels of water depth) and graded photography create a recognisable, cohesive and trusted brand style that the FFC team can be proud to stand behind.

FLOOD FORECASTING CENTRE





FLOOD FORECASTING CENTRE

A working partnership between




RUSSELL TURNER
HYDROMETEOROLOGY
SERVICE MANAGER

T 0300 12345 01
M 07768 006796
E russell.turner@environment-agency.gov.uk
W floodforecastingcentre.gov.uk

A Flood Forecasting Centre | Met Office
Fitzroy Road | Exeter | Devon | EX1 3PB



FORWARD LOOK

FOR THE BUSINESS YEAR 2019–20 OUR FOCUS WILL BE:

EFFECTIVE PLANNING AND DELIVERY
Maintain a 24/7 service and ensure continued resilience of operational systems. Embed new operational tools, systems and ways of working. Maintain staff competencies and support continued development of the operational skills. Through assessing the performance of operational delivery, seek ways to continuously improve operational efficiency and effectiveness.

ENGAGEMENT AND SERVICES
Use stakeholder evidence in our engagement activities and become more efficient in gathering, managing and sharing partner and customer insights. Maintain our current flood guidance service with some targeted improvements to its look, feel and accessibility as part of legacy management and increased user/customer insights. Improve training materials available to customers. Reflect devolved administration in our limited public offering and increase awareness of our open data feed.

EXPLOITING SCIENCE AND TECHNOLOGY
Informed by our partners, further develop and improve our products and services in a joined-up way, influencing and equipping new science, technology and innovation. Enhance our identification and scaling of flood events from multiple sources and concurrent flooding at increased lead times by fully embedding and optimising probabilistic forecasting. Influence the research and development of integrated hydrological modelling systems to support flood risk assessment.

PEOPLE AND VALUES
Enhance our work on succession planning and people development and offer a wider range of flexible opportunities for team members in order to foster our greater collaboration and innovation.

FUNDING OUR AMBITION
Working with our Joint Steering Group, realise a 5-year business case for the future service provision.

FOREWORD

WHEN I LOOK BACK AND REFLECT ON THE LAST YEAR, THE DOMINANT THEMES FOR OUR SUCCESSFUL WORKING PARTNERSHIP ARE PROFESSIONALISM, SURFACE WATER FLOODING AND KEEPING PACE WITH TECHNOLOGY.

Our people have been very active developing themselves and our tools. All operational staff who have been employed by the Centre for more than 2 years now have achieved accredited status with a professional institute. This reaffirms our commitment to investing in our people and continued professional development.

Surface water flooding remains a big flood forecasting challenge, with shorter lead times and lower accuracy possible than we can typically achieve for forecasting flooding from the rivers and sea. In the first quarter of the year, unfortunately our seven hundred properties in the Birmingham area were flooded by surface water. Our Stakeholder User Group confirmed that improvements in surface water flood forecasting remain a priority for them, supporting development effort in this area.

Storm Callum brought strong winds and heavy rain in October. This was one of the most significant extreme rainfall and flood events to affect South Wales in the last fifty years. The bad times provided by the Flood Guidance Statement (FGS) enabled Natural Resources Wales to plan effectively. Many rivers reached their highest levels since records began and our four hundred properties were affected by flooding, notably in Carmarthenshire.

We provided input and welcomed the findings of Major Ten Centres report into multi-agency Floods and Coasts and Surface Water Flooding Review. Both highlighted opportunities for improvements.

Our expertise in this area was recognised when we were asked to lead one of the 2018 Autumn Statement work streams. Specifically, we are exploring the feasibility of techniques for the rapid dissemination of flood forecast information.

Technology development in ever quicker cycles. Planning ahead for IT changes is vital for the resilient delivery of our ongoing service. The year we have started to design the legacy management for our main systems allowing us to better plan our improvements.

Our service improves because we are more than an operational centre. We aim to be responsive to customer needs and every second year we survey our customers to check how we are doing, gather opinion and shape plans. Whilst all aspects of the statement were considered as a whole, customers feel we particularly need to continue to invest in training and engagement.

Hope that everyone reading this message. Do feed back any thoughts that it provides.

CRYSTAL MOORE
FLOOD FORECASTING CENTRE - 2019/20

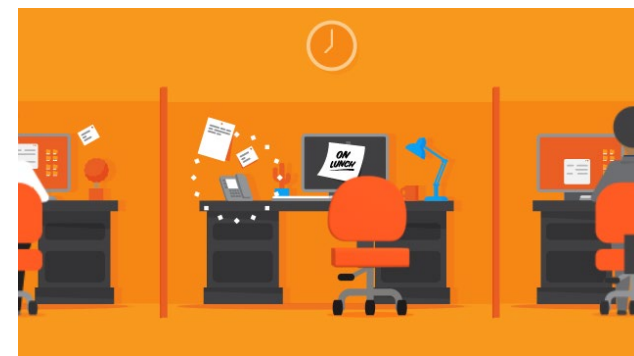
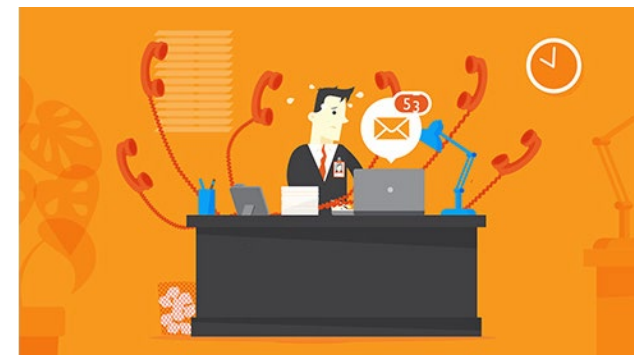
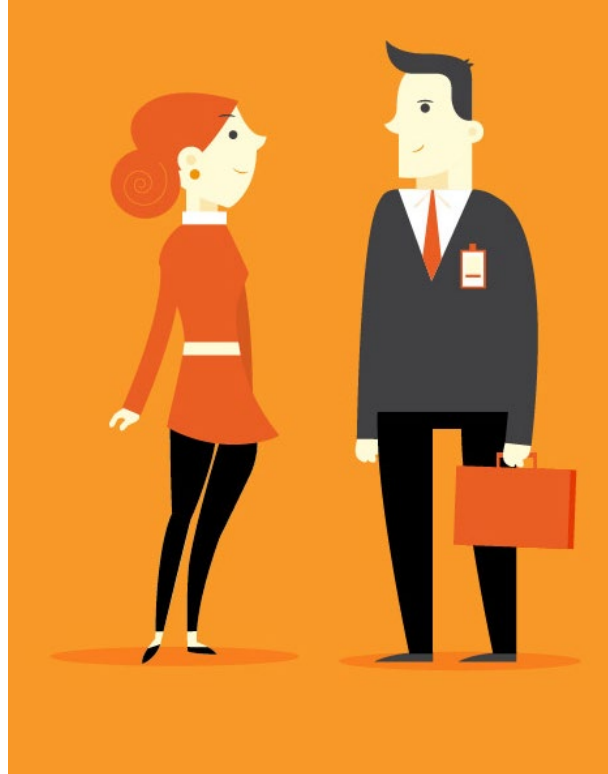
Simplifying a multi-tiered communications service.

ILLUSTRATION | ANIMATION

Unified communications experts ITEC required a way to quickly explain the many streamlining benefits of the Mitel phone system to IT professionals and telecoms installers.

The solution was a short and engaging animation that presents how the system can lessen workload, increase flexibility and connectivity, whilst reducing costs. It follows IT Director Tom as he installs and directs his communications seamlessly through the Mitel system.

Storyboarding, art style, illustration, animation and sound design were completed in-house. [Watch.](#)



Animation and branding for a brave new hiring concept.

BRAND DEVELOPMENT INFOGRAPHICS | ANIMATIONS

Scaled is a revolutionary employment platform for hiring casual staff, which is quicker, cheaper and easier than using an agency – cutting out the 'middle-man', meaning better savings for the hirer and higher wages for the worker.

To convey this new employment proposition and concept, Scaled required an identity and series of explainer videos that focused on the human side of what could otherwise appear as a transactional process. To bring warmth and personality to the brand, Drive created a simple inviting logotype, characters and an illustrative style to explain the benefits of Scaled from the employer's and employee's perspective. The characters appeared in five explainer animations and infographics across launch marketing material to continue the story in emailers, online banners, web takeovers, and more. [Watch the videos.](#)



The new way to hire casual staff

Staffing without commission

Find out what you could save

GET IT ON Google Play

Start the working day with
THE CATERER'S FREE BREAKFAST BRIEFING EMAIL

Sign up now for:

- ✓ The latest exclusives from across the industry
- ✓ Up to the minute job openings, property news and contract tenders
- ✓ The latest product innovations and supplier offers

Sign up for free

Man falls to death from Hilton hotel

A man fell to his death from a DoubleTree by Hilton hotel Tower of London on Friday.

Like Share Comment

Casual Dining Group to open second Oriel site

The Casual Dining Group is to open its second Oriel restaurant this summer as it prepares to develop the French brasserie brand.

Like Share Comment

Shine Awards' Lifetime Achievement Award to honour foodservice legend Robyn Jones

People 1st has announced that the Shine Awards' Lifetime Achievement Award is to be renamed in honour of legendary foodservice entrepreneur and CH&Co Group founder Robyn Jones.

Like Share Comment

scaled
Work, Tomorrow

Find out what you could save

Download on the App Store GET IT ON Google Play

Michel Roux Jr meets Hansen & Lydersen

How can jazz music be the secret ingredient in infusing the finest smoked salmon? Michel Roux Jr is about to find out. Please go to the link here to watch the full series - <https://www.youtube.com/channel/UCmwaNqEgRBLnKQNVW0qNdw>

Michel Roux Jr meets Hansen & Lydersen

How can jazz music be the secret ingredient in infusing the finest smoked salmon? Michel Roux Jr is

The Balvenie Series - Trailer

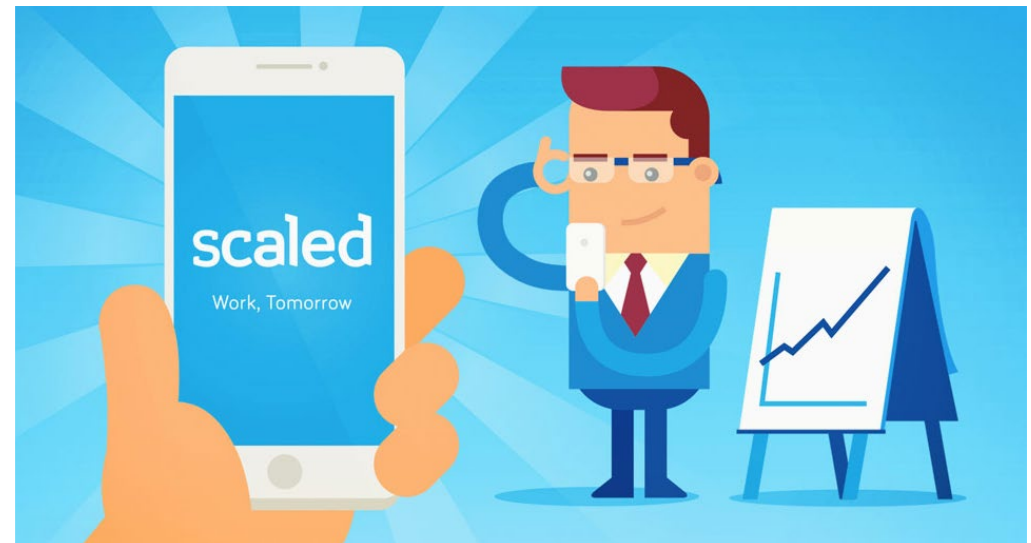
Michelin starred chef, Michel Roux

Find out what you could save

Download on the App Store

Agency staff without the agency

Halve your agency costs **GUARANTEED**



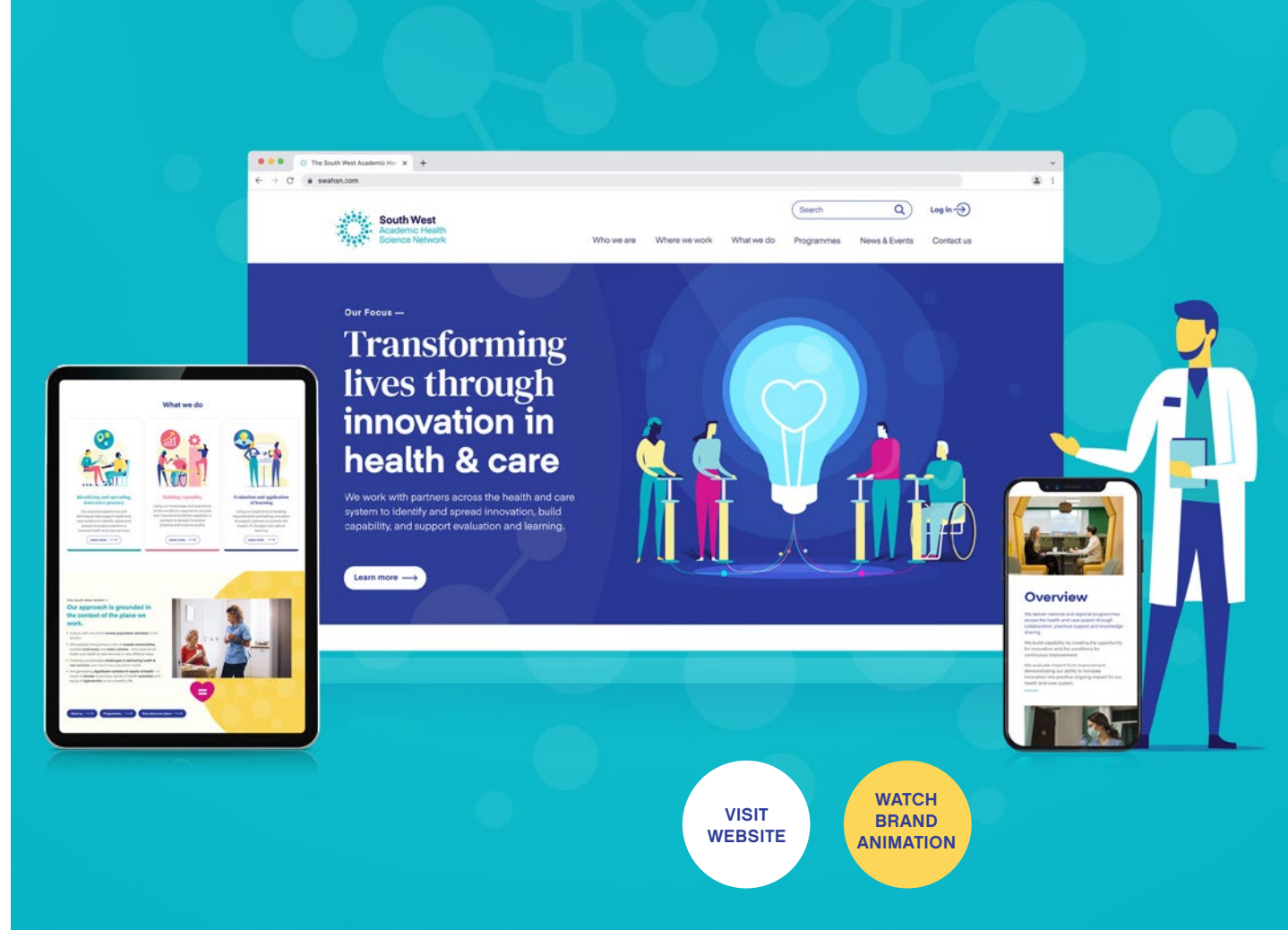
A new look & online portal for a health-science network.

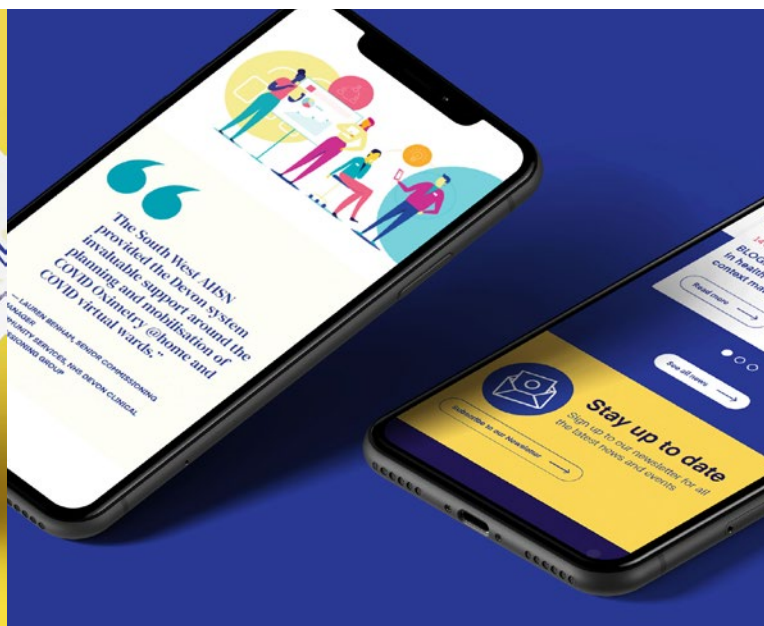
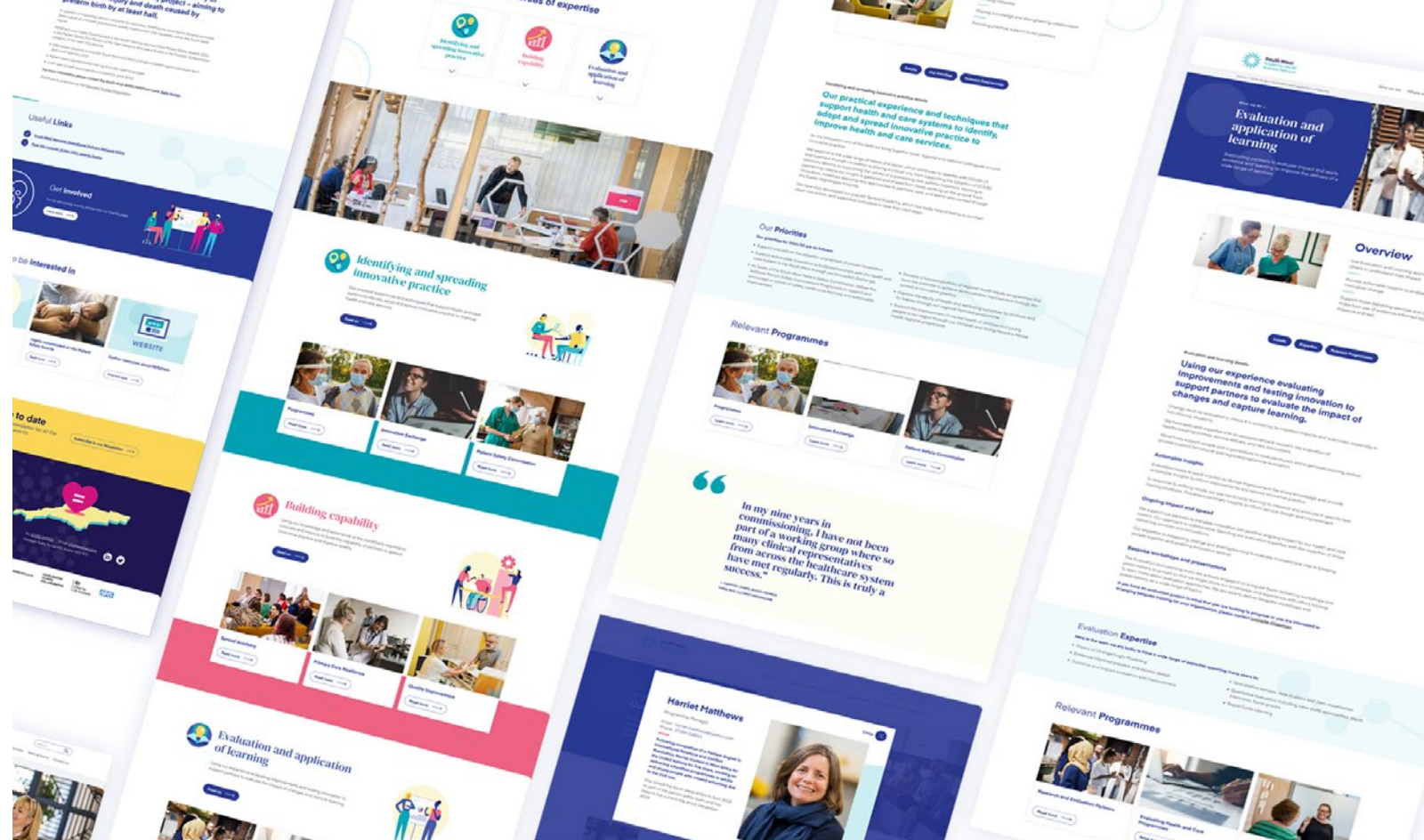
WEBSITE | PRINT BRAND DEVELOPMENT

The South West Academic Health Science Network is one of 15 AHSNs across the country that connect organisations and drive innovative improvements in health and care. Drive has been working with the South West AHSN for many years, producing all manner of communications materials.

Recently, to coincide with a renewed vision, Drive was asked to formally consolidate and refresh the South West AHSN's brand. Working with the organisation's communications team, the project involved brand audits of message, image and offering, and the formulation of a new vision and brand identity scheme including logo and sub-branding assets.

This culminated in a restyled Annual Review, marketing materials both on- and offline, and a tool-kit of assets and illustrations. Drive also developed a vibrant new 'AA' accessibility standard website, demonstrating organisational capabilities, activities and outcomes. [Visit.](#)



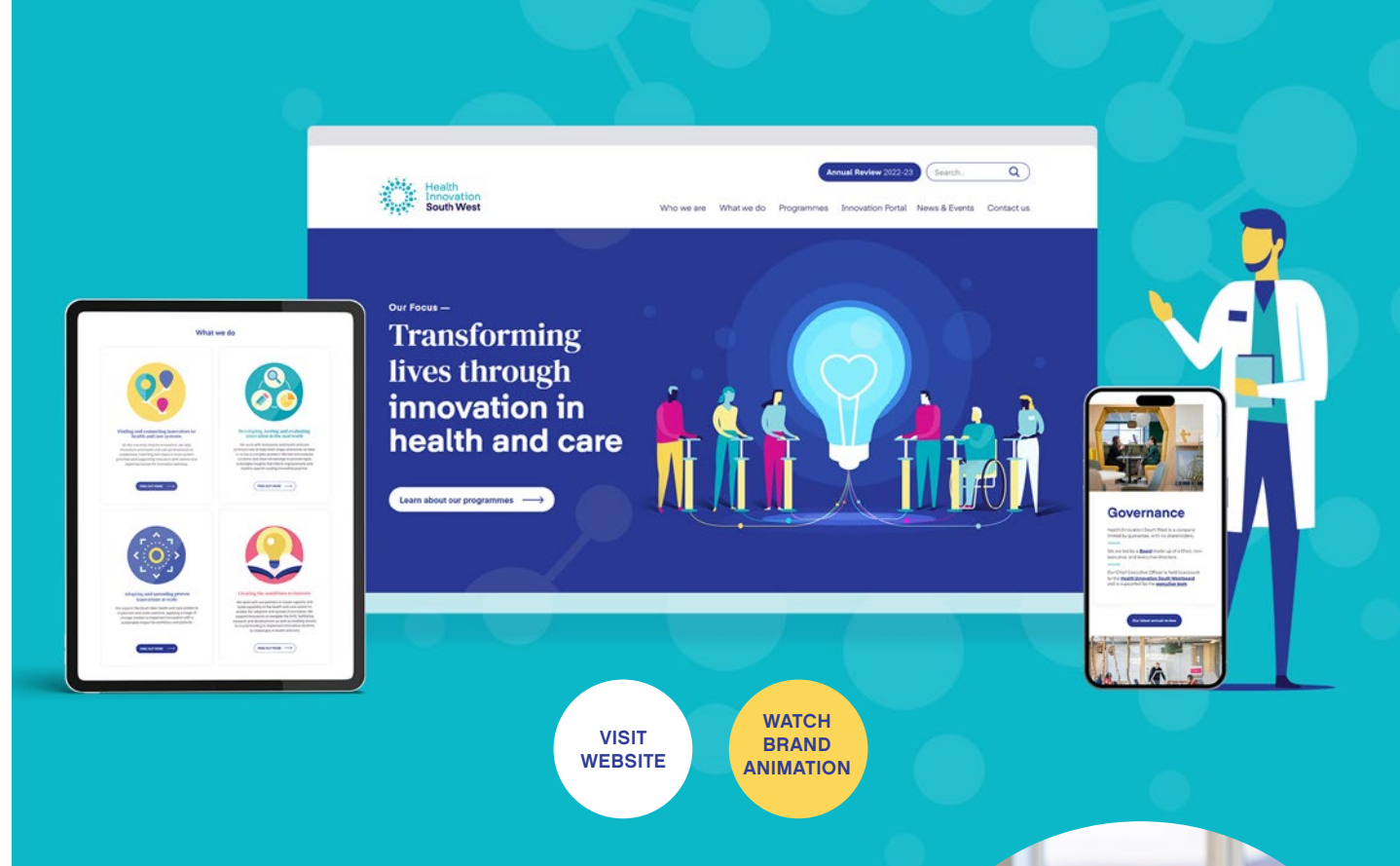


A new look, an online portal and much more for a health innovation network.

Recently renamed from the South West Academic Health Science Network, Health Innovation South West connects organisations and drives innovative improvements in health and care across the region. Drive has been working with HI SW for many years as a retained client, developing its brand and producing all manner of communications materials – brand, web, print and motion.

To coincide with a renewed vision, Drive was asked to consolidate and refresh the organisation's identity. Working alongside the internal comms team, the project involved strategic involvement of brand positioning, audits of message, image and offering, and the formulation of a new vision and brand identity scheme, including logo and sub-branding, illustration and visuals.

This culminated in restyled Annual Reviews, marketing materials (both on- and offline) and a tool-kit of assets and illustrations – and has evolved in animation and video. Alongside subsequent microsites, Drive created the main website, a vibrant new AA accessibility standard portal that demonstrates organisational capabilities, activities and outcomes.



Identity Guidelines

version 1



Welcome to the new-look South West AHSN

Education ratios amongst teams within and between teams. Our mission is to ensure that all teams have the right mix of people to deliver the right care to the right people at the right time. Our mission is to ensure that all teams have the right mix of people to deliver the right care to the right people at the right time.

01. Logo

The logo is the primary visual element of the brand. It consists of a stylized sun or flower icon made of dots, followed by the text 'Health Innovation South West'.



01. Logo Reversed

The logo is also available in a reversed version, where the text is white and the icon is dark. This is used for applications where the logo is placed on a dark background.



01. Logo Usage

Rules for the logo usage. The logo must always be used in its entirety and not be cropped or distorted. It must be used in the correct colors and not be placed over other content.

02. Typography

Rules for the typography. The primary font is Eina04 Bold, followed by Eina04 Bold Italic, Eina04 SemiBold, Eina04 SemiBold Italic, Eina04 Regular, Eina04 Regular Italic, Eina04 Light, Eina04 Light Italic, and DM Serif Text Regular.

02. Typography

Rules for the typography. The primary font is Eina04 Bold, followed by Eina04 Bold Italic, Eina04 SemiBold, Eina04 SemiBold Italic, Eina04 Regular, Eina04 Regular Italic, Eina04 Light, Eina04 Light Italic, and DM Serif Text Regular.

02. Transforming lives through health & care innovation



03. Colour

Rules for the colour. The primary colors are blue, green, and orange. The secondary colors are purple, pink, and yellow. The tertiary colors are grey and white.

04. Health Equity



04. Health Equity

Rules for the health equity. The primary focus is on accessibility, opportunity, agency, and quality.

05. Capabilities

Rules for the capabilities. The primary focus is on identifying and spreading innovative practice, building capability, and evaluation and application of learning.

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Rules for the capabilities. The primary focus is on identifying and spreading innovative practice, building capability, and evaluation and application of learning.

06. Illustration

Rules for the illustration. The primary focus is on creating a visual narrative that supports the brand's mission and values.

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06. Illustration

Rules for the illustration. The primary focus is on creating a visual narrative that supports the brand's mission and values.

07. Icons

Rules for the icons. The primary focus is on creating a set of icons that represent the brand's mission and values.

08. Graphic Elements

Rules for the graphic elements. The primary focus is on creating a set of graphic elements that support the brand's mission and values.

09. Photography

Rules for the photography. The primary focus is on creating a set of photographs that support the brand's mission and values.

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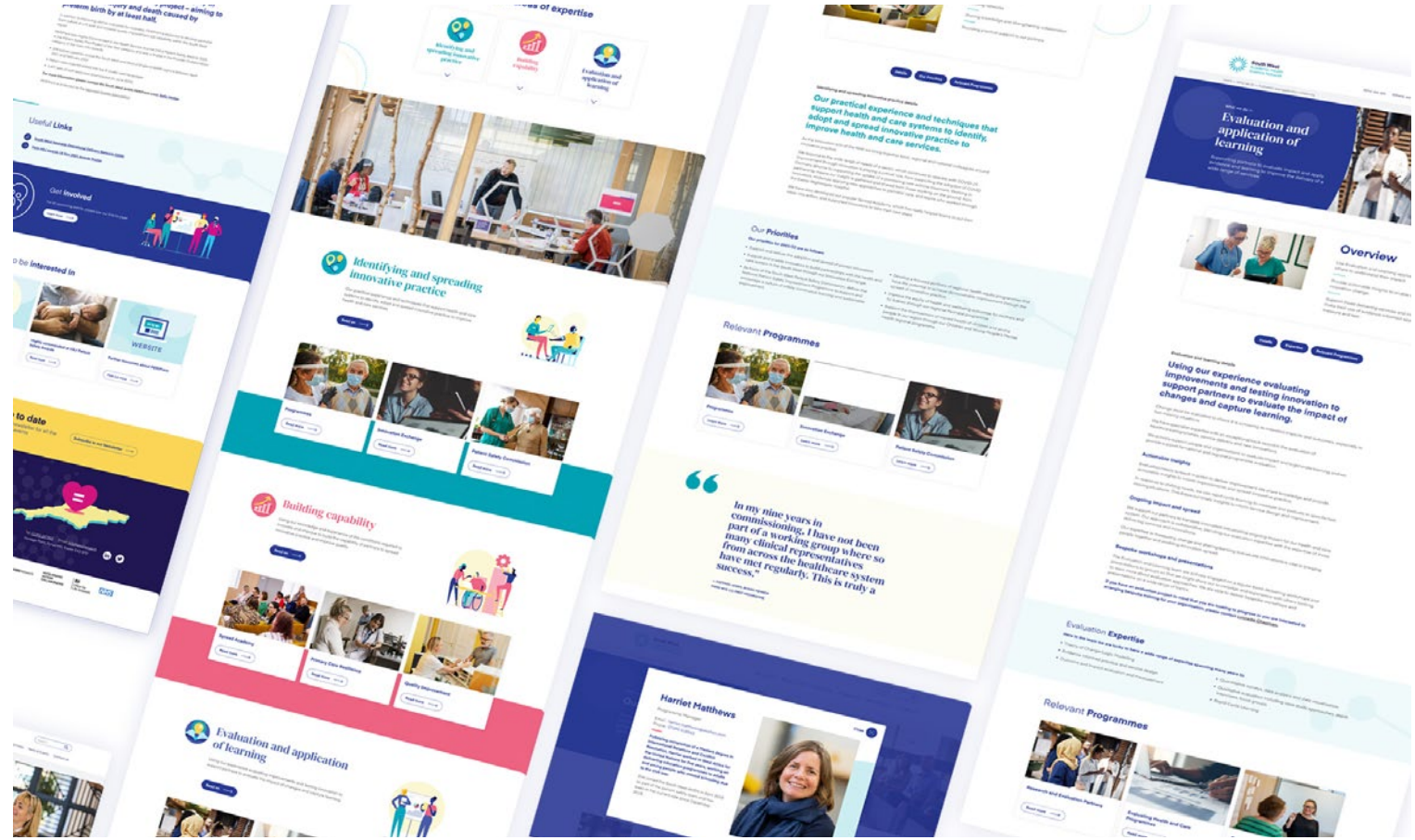
10. Design examples

Rules for the design examples. The primary focus is on creating a set of design examples that support the brand's mission and values.

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Home » Innovation Portal

Who we are What we do Programmes **Innovation Portal** News & Events Contact us

Innovation Portal

Connecting innovative solutions to regional health and care system challenges



Health Innovation South West Innovation Portal showcases innovative digital health solutions, medical devices, services and approaches to help address our regional health and care challenge

Press Play to Rewind

Press Play to Rewind is an online platform designed by Phoenix Health and Wellbeing CIC to support our people to submit meaningful stories and comments, and the feedback requested.



Innovation Overview



Press Play to Rewind is an online platform designed by Phoenix Health and Wellbeing CIC to support our people to submit meaningful stories and comments, and the feedback requested.

Discover Innovations

Explore our Innovation solutions and discover cutting-edge digital health and care innovations from the South West region and beyond.



Filter

Category

Clinical trials

Development stage

Search

All innovations have been submitted and assessed by the Health Innovation South West Innovation Team. Please note, all product information and product literature have been provided directly by the innovator. Health Innovation South West does not verify the content, we cannot be held responsible for inaccuracies.

Innovation Overview



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Telling stories with video.

BRAND ANIMATION

Produced as part of the organisational vision for spreading innovation in health and care.



APPEAL VIDEO SERIES

APPEAL is a training programme to support midwives teaching pelvic floor muscle exercises to pregnant people. Created in conjunction with Exeter University, Drive produced a series of training videos for various audiences.



PRECEPT VIDEO

Part of a campaign to promote the PRcPT (Preventing Cerebral Palsy in Pre-Term Labour) programme across South West England, Drive undertook all pre-production and planning, scripting, art direction and animation work to create a hybrid video of live action and animation.



Fresh packaging for on-the-go organic soups.

PACKAGING

Rod and Ben's produce an award-winning range of organic soups, dips, stews and sauces. They are renowned for their no-nonsense, honest tasty recipes. Their products are available for catering and retail.

During the pandemic Rod and Ben's needed to rethink their retail offering. We adapted and redesigned the packaging for three best-selling soups into a handy Heat n' Eat option – a single 'on-the-go' healthy meal.

A protective card sleeve was branded and designed to protect the consumer from the heat of the soup and encourage the take-away option.

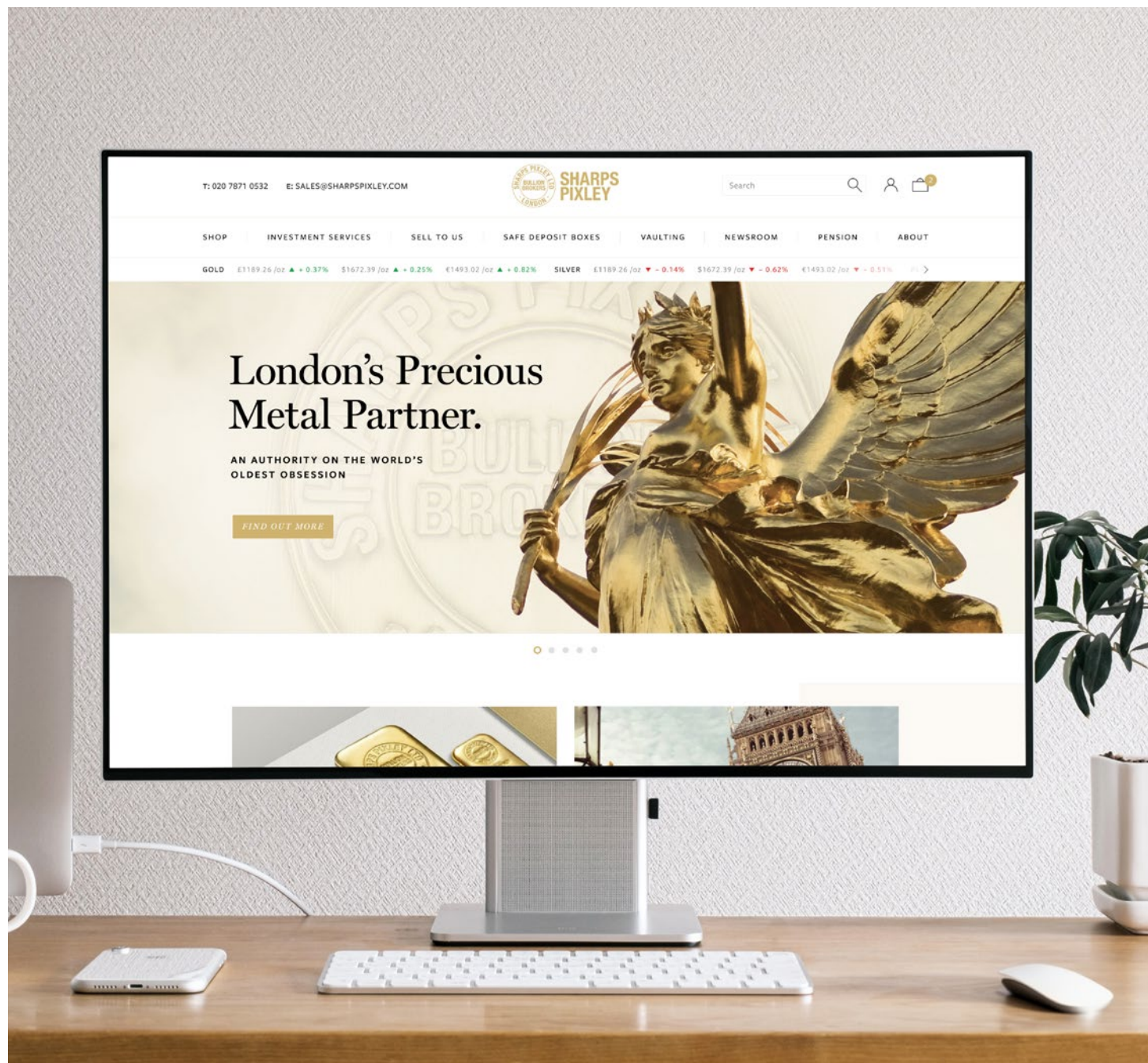


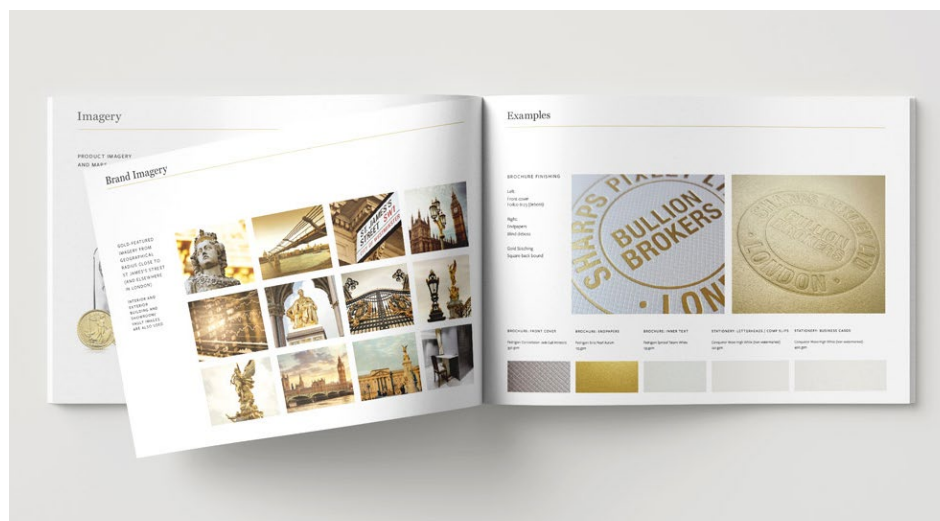
Brand refresh for a London-based gold and precious metal brokerage.

BRAND DEVELOPMENT WEBSITE | PRINT

Sharps Pixley is a London-based gold and precious metal brokerage that caters to retail and private clients. In need of a brand identity refresh, an updated suite of brochure and print elements, and a re-positioned website, Sharps Pixley approached Drive to homogenise the online, offline and marketing outputs for their discerning HNWI audience.

The result was a refined and evolved brand identity, which was then consistently applied across various materials – a new high-end brochure, a sophisticated stationery suite, national advertising campaigns, as well as a redesigned website.





Worth its weight

NOW IS THE TIME TO ALLOCATE AT LEAST 10% OF YOUR PORTFOLIO TO PHYSICAL GOLD AS THE ULTIMATE FORM OF INSURANCE.

Every client is different, which is why we invest with you, to create a bespoke investment plan. Based around your needs for wealth preservation, portfolio diversification and tax-efficient growth, there are no constraints regarding investment size and secure storage options are available. Benefit from CDT's extensive gold investment and buy/sell price, silver, platinum and palladium - your go-to for all your precious metal needs. Email the team: info@sharpspixley.com

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Degussa GOLD AND SILVER

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SHARPS PIXLEY LTD
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LONDON

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GOLD MARKETS CONTINUE TO RISE

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The Vault.

SHARPS PIXLEY OFFERS GUARANTEED SECURE AND SECURE STORAGE FACILITY FOR PRECIOUS METALS IN AUSTRIA

WHY SHARPS PIXLEY?

As an investor you are choosing to invest your precious metal in a secure and safe environment. Sharps Pixley is an international leader in the storage of precious metals. All storage is in a secure and safe environment. Sharps Pixley is a leading provider of secure storage for precious metals. Sharps Pixley is a leading provider of secure storage for precious metals. Sharps Pixley is a leading provider of secure storage for precious metals.

Treated Partners

FOR INVESTMENT IN YOUR PRECIOUS METALS

Certified Custody

Sharps Pixley is a leading provider of secure storage for precious metals. Sharps Pixley is a leading provider of secure storage for precious metals. Sharps Pixley is a leading provider of secure storage for precious metals.

SHARPS PIXLEY LTD
BULLION BROKERS
LONDON

UNIQUELY PERSONAL

Outstanding Execution.

WE HELP CLIENTS GET THE MOST OUT OF THEIR INVESTMENT

At Sharps Pixley, we offer a range of services to help you get the most out of your investment. We offer a range of services to help you get the most out of your investment. We offer a range of services to help you get the most out of your investment.

Voice Execution

Online Platform

Market Insight

ACCESSIBLE

TRANSPARENT

RESPONSIVE

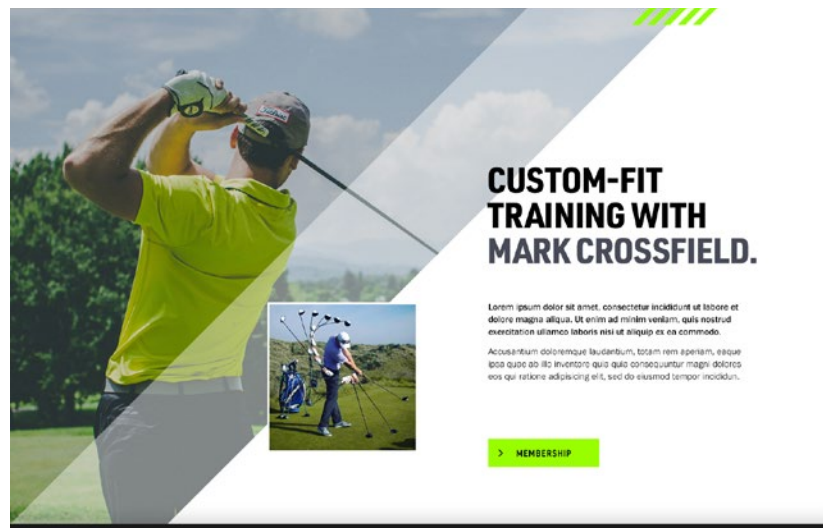
SHARPS PIXLEY LTD
BULLION BROKERS
LONDON

Unique online personalised golf coaching programme.

BRAND | DIGITAL

Drive was asked to design a brand identity and website for MyGolfGains – an innovative personalised online golf coaching programme, created by YouTube golf pioneers Mark Crossfield and Coach Lockey.

The bold icon and typography were inspired by innovation and technology, angles and the precision of the programme. Meanwhile, a stripped-back, mono black-and-white palette against a bright neon green highlight adds a strong contemporary sports direction..





HOW IT WORKS.

#1 GIVE YOUR PRACTICE PURPOSE

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#2 TAKE A TAILORED LESSON

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MODULE BY MODULE

» PLAY AS YOU GO

Purchase one module at a time. Adapting elit, sed
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PRICES FROM
£ FREE – £ 70.00

[VIEW MODULES](#)

MEMBERSHIP OPTIONS

» JOIN US

You will learn all, sed do eiusmod tempor incididunt
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- ALL DRILLS
- ALL LESSON CONTENT
- LOREM IPSUM DOLOR
- EXUSMOD
- LOREM IPSUM DOLOR

ANNUAL £ 200 /year 12 months payments	MONTHLY £ 19.99 /month 12 months payments
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IT'S LIKE HAVING YOUR OWN VIRTUAL COACH.

YOU CAN ACTUALLY WATCH YOUR DEVELOPMENT
AS YOUR GAME IMPROVES.

JOIN OUR MEMBER

GET SOCIAL

HOW TO PITCH THE GOLF BALL AND MAKE THIS SHOT A WEAPON
2 HOURS AGO 12K VIEWS

THE BEST PUTTING TIPS ARE OFTEN SO SIMPLE STOP 3 PUTTING
3 HOURS AGO 12K VIEWS

GOLF PUTTING TECHNIQUES COULD CHANGE FOREVER ...
8 JUNE 2021 50K VIEWS

[MEMBERSHIP](#)
[SIGN IN](#)

MY GOLF GAINS TV

PITCHING 2 HOURS AGO 12K VIEWS

HOW TO PITCH THE GOLF BALL AND MAKE THIS SHOT A WEAPON

[BACK TO LIST](#)

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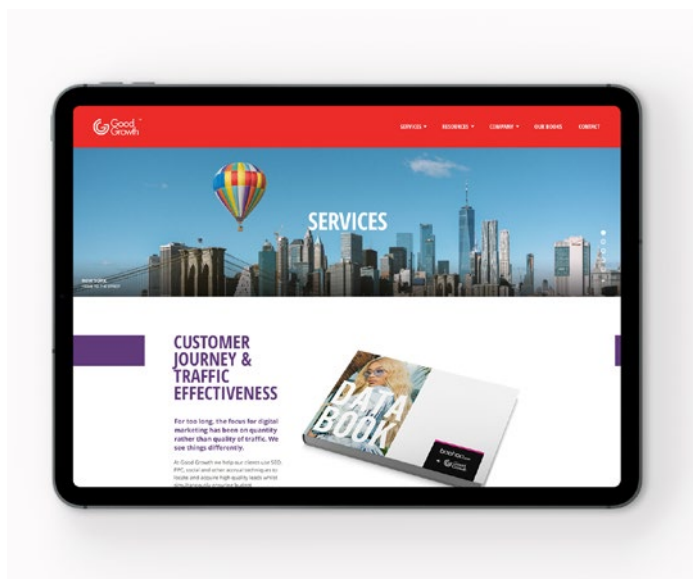
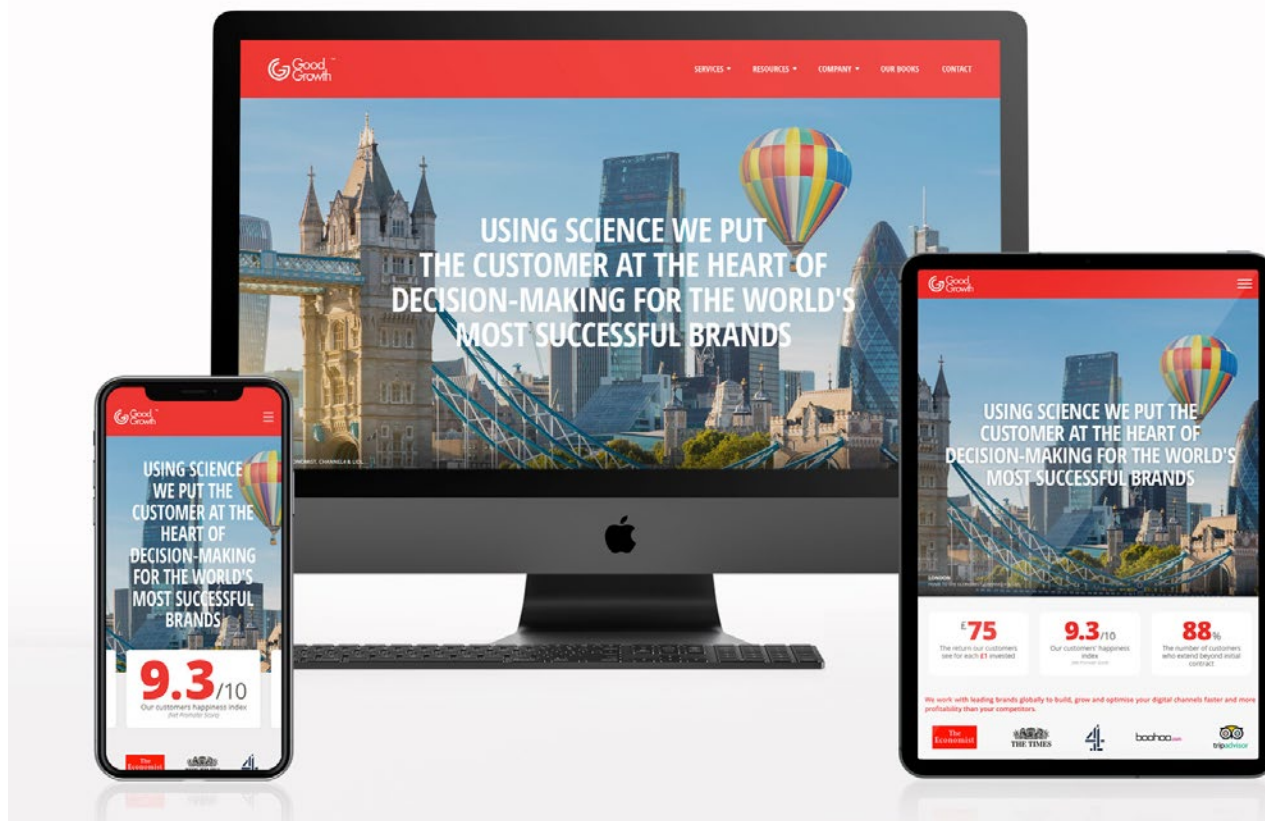
Blending digital data and science with a customer-centric focus.

WEBSITE | CAMPAIGNS
PRINT | DIGITAL

Good Growth is a digital marketing agency that uses consumer-focused analysis and data-driven testing to produce measurable results for some of the world's most successful brands.

Having already enjoyed a partnership with Good Growth – refreshing their internal communications and updating their own identity – Drive was well-positioned to completely redesign and build the company's new website.

We focused on putting Good Growth's unique ability and services at the forefront of this visually impactful, bold site. Customer successes, testimonials and technical detail provide specific insight into the company's processes, while remaining immediately accessible through a clear and concise design approach. [Visit site.](#)



Advertising campaign for an award-winning museum shop.

CAMPAIGN | ADVERTISING | PRINT

Drive worked with Exeter's Royal Albert Memorial Museum (RAMM) to create a campaign that generated greater awareness of its award-winning shop for the rush up to Christmas and beyond. Internal and external campaign materials were created, as well as interior way-finding elements and exterior display advertising across the city.

The campaign uses a contemporary digital collage aesthetic, combining a variety of items on sale at the shop to convey the eclectic range on offer. While it features specific items that represent product groupings, the style retains an overall cohesiveness that's not confused with other museum exhibitions on display – a key concern in the brief.

the shop at ramm

Past & Presents

Discover something different at our award-winning museum shop

→ Find us on the ground floor near the Queen Street entrance

- Gifts for all ages from Devon and around the world
- Contemporary jewellery
- Artist-maker's craft
- Themed collections inspired by exhibitions
- Books, cards and art prints
- Children's toys and games

All purchases support the museum



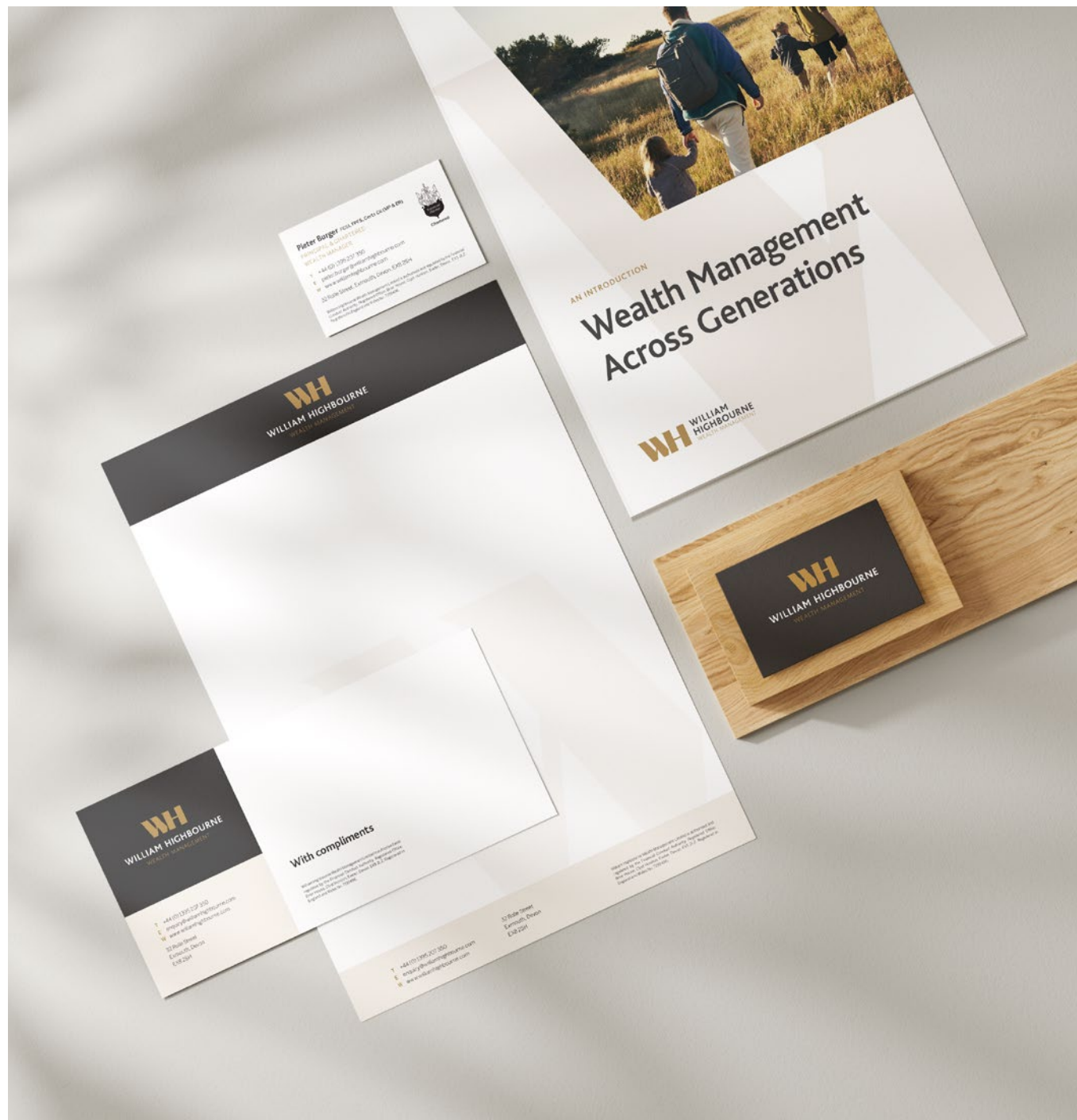


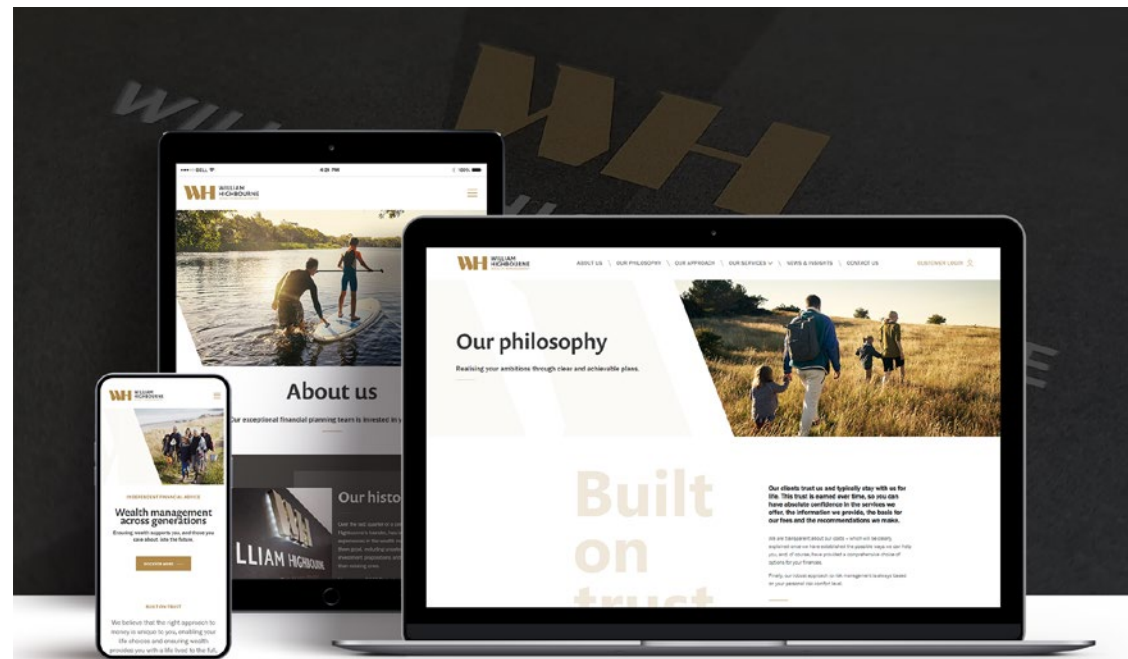
All-new branding and website for high-end financial planners.

BRAND | PRINT | DIGITAL

William Highbourne Wealth Management is an established financial planning and wealth management company, focussed on implementing the best investment solutions for its affluent clients. Drive was asked to develop a new brand reflecting the company's values – along with a fresh, brochure-style website to act as a shop window.

To communicate the firm's straight-talking, trustworthy and experienced approach to its discerning audience, a refined identity was developed, with clear, modern typography and a sophisticated palette. The branding was then applied across a portfolio of brochures and corporate stationery products, followed by the new website.








INDEPENDENT FINANCIAL SERVICES

Built on trust

Welcome to William Highbourne Wealth Management Limited.

We are a regulated financial services company, authorised by the Financial Conduct Authority (FCA) to provide independent financial advice to our clients. We are a member of the Financial Ombudsman Service (FOS) and the Financial Complaints Bureau (FCB).

Our approach to independent financial advice is based on trust. We are a regulated financial services company, authorised by the Financial Conduct Authority (FCA) to provide independent financial advice to our clients. We are a member of the Financial Ombudsman Service (FOS) and the Financial Complaints Bureau (FCB).

Peter Burgess
Peter Burgess
Director of Finance

William Highbourne

REALISING YOUR AMBITIONS

Integrated wealth management

We offer a range of financial planning services to our clients, including independent financial advice, investment management, and estate planning. We are a regulated financial services company, authorised by the Financial Conduct Authority (FCA) to provide independent financial advice to our clients. We are a member of the Financial Ombudsman Service (FOS) and the Financial Complaints Bureau (FCB).

Our approach to integrated wealth management is based on trust. We are a regulated financial services company, authorised by the Financial Conduct Authority (FCA) to provide independent financial advice to our clients. We are a member of the Financial Ombudsman Service (FOS) and the Financial Complaints Bureau (FCB).



A HANDS-ON APPROACH

Portfolio service

We offer a range of portfolio management services to our clients, including discretionary portfolio management, advisory portfolio management, and portfolio construction. We are a regulated financial services company, authorised by the Financial Conduct Authority (FCA) to provide independent financial advice to our clients. We are a member of the Financial Ombudsman Service (FOS) and the Financial Complaints Bureau (FCB).

Our Discretionary Portfolio Service (DPS) is a regulated financial services company, authorised by the Financial Conduct Authority (FCA) to provide independent financial advice to our clients. We are a member of the Financial Ombudsman Service (FOS) and the Financial Complaints Bureau (FCB).

Our Advisory Portfolio Service (APS) is a regulated financial services company, authorised by the Financial Conduct Authority (FCA) to provide independent financial advice to our clients. We are a member of the Financial Ombudsman Service (FOS) and the Financial Complaints Bureau (FCB).





A word from
our clients.

“ When we approached Drive we wanted a logo for advertising our business. Through Drive’s process they didn’t just give us a logo, they gave us a brand.

Five years on from our first conversation, there is no doubt that creating the William Highbourne brand and re-enforcing it with digital marketing and high quality traditional client material has led to us attracting the right new clients, new employees and even encouraged a merger.

Our brand has given our business character and defines who we are before we even get a chance to tell people that we are serious about what we do. ”

Pieter Burger (Principal & Chartered Wealth Manager)

WILLIAM HIGBOURNE

A branding & graphic system for medicine management.

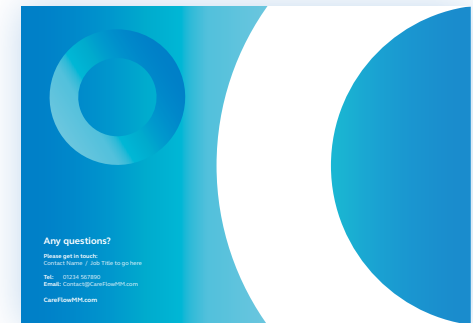
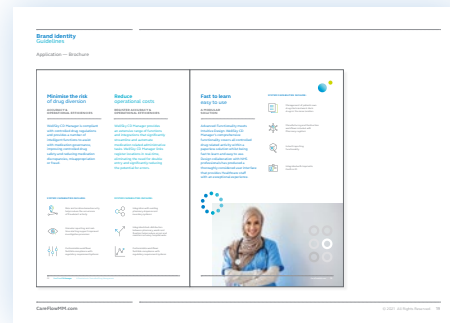
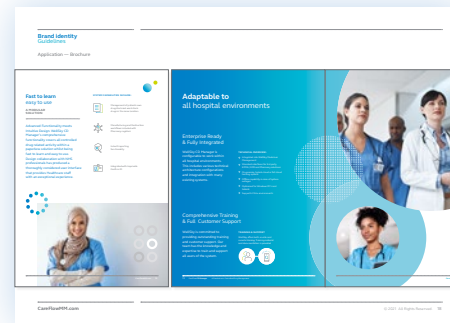
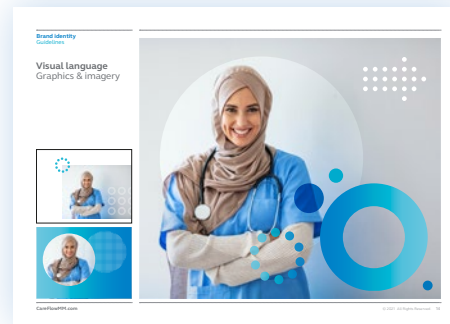
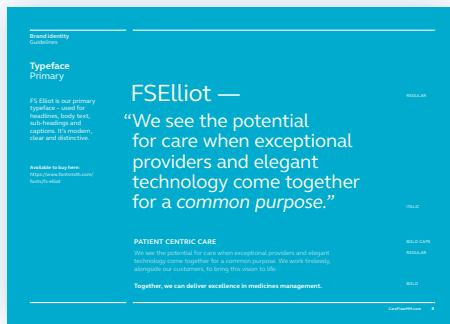
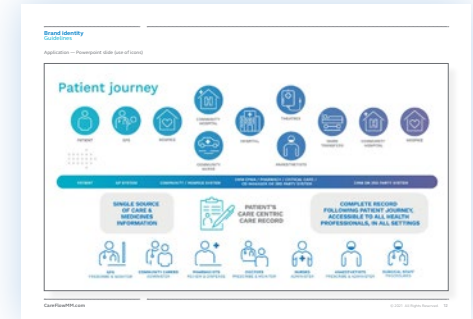
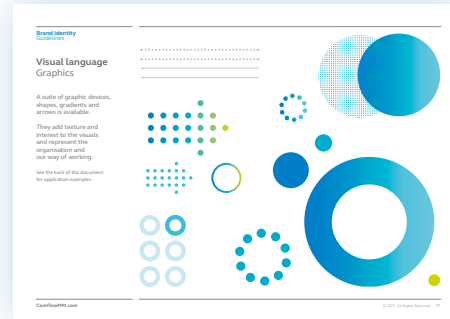
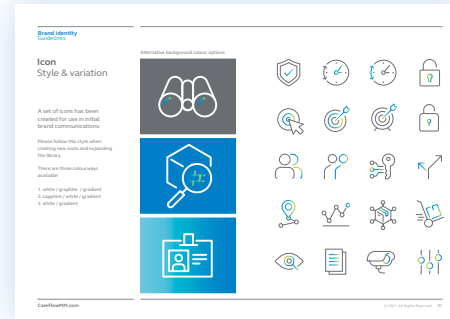
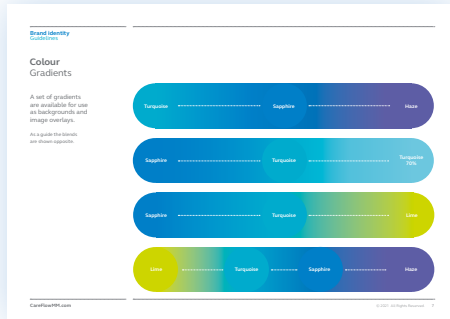
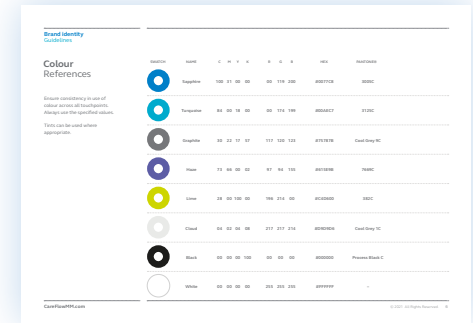
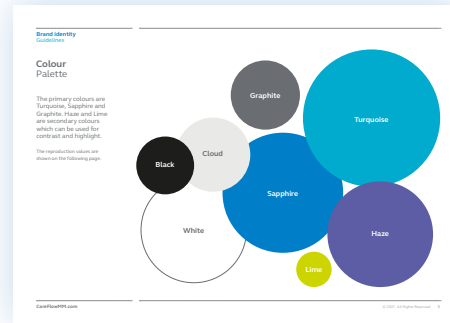
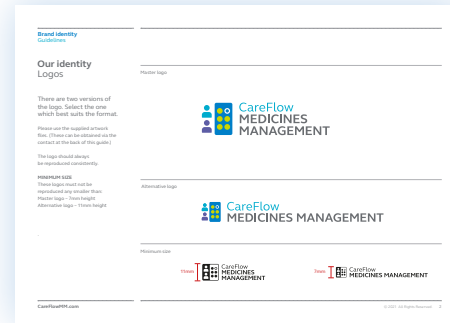
BRAND | PRINT | INFOGRAPHICS EXHIBITION

CareFlow is a mobile, cloud-based, interoperable electronic patient record (EPR) platform. It provides clinicians with intuitive digital workflows, decision support and care planning capabilities, extending out beyond the confines of the hospital to integrate with the wider care community.

Having worked with JAC and WellSky (previous iterations of the software) on their marketing, Drive were enlisted to expand the brand scheme of CareFlow and produce compelling, yet reserved, design deliverables.

As the CareFlow logo was already established, Drive took inspiration from its elements, as well as the digital system's interface, reporting and monitoring diagrams and information design, to form a cohesive design language and icon suite. This was creatively applied across brochures, corporate stationery, exhibition stands, and more.





Delivering design for multiple healthcare brands.

PRINT | DIGITAL | INFOGRAPHICS
BRAND | ANIMATION

Hearst Health aims to help guide important care moments by delivering vital information into the hands of everyone who touches a patient's health journey.

Drive has worked with Hearst Health and its sub-brands such as First Databank, Map of Medicine, Zynx and MCG, as well as their product branding and service lines, for over 10 years. Each with their own speciality and identity, these brands are predominantly focussed on providing drug and medical device databases and data delivery systems to improve patient pathways and inform healthcare professionals in making decisions.

Drive has provided all manner of creative design support – from branding and print design, to exhibition design, ebooks, social campaigns, data sheets, whitepapers, and even animations.



Defining two NHS health networks.

BRAND | PRESENTATIONS SOCIAL

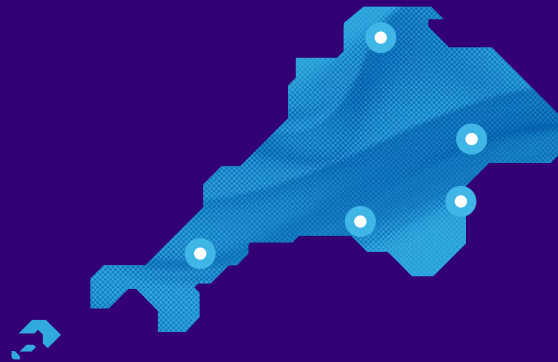
The Peninsula Pathology Network and Peninsula Imaging Network are two NHS networks created to transform pathology and imaging services for patients across the South West. Each comprising 4 Acute Trusts over 5 sites across the South West, both networks address the variation in the way pathology and imaging services are delivered in the region, benefitting patients by improving delivery.

The networks required identities to unite all South West localised labs, with consistent and professional applications to represent the networks as a whole. The ambition was to raise the networks' profiles internally and externally in an effort to impact their ability to recruit and retain staff, and also to highlight the important work of the networks to other health service teams.

Working within NHS guidelines, Drive established unique graphic schemes alongside suites of assets and imagery. The Peninsula Pathology Network identity focused on the location of its trusts, while the Peninsula Imaging Network identity took inspiration from the wide range of medical imaging techniques available to patients. These were applied across all presentational and marketing touch-points, animated in videos and implemented on social media.



Uniting expertise,
improving diagnosis



SHARING
EXPERTISE
EMBRACING
TECHNOLOGY



NHS
Peninsula Pathology
NHS Network

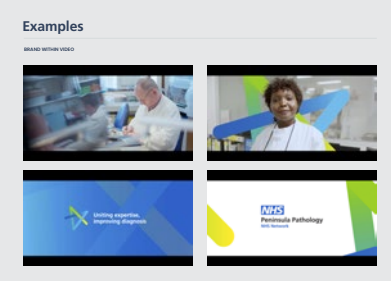
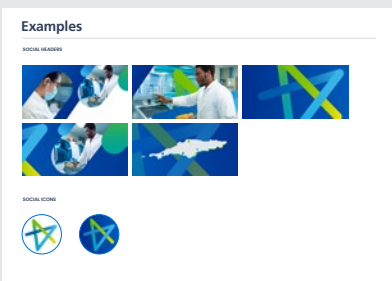
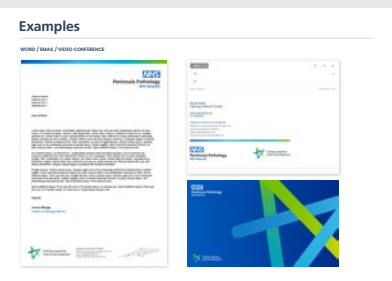
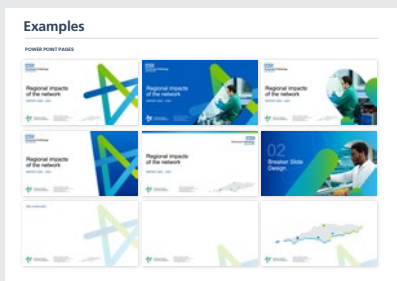
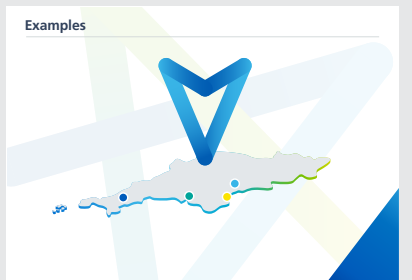
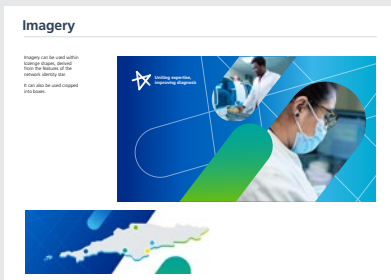
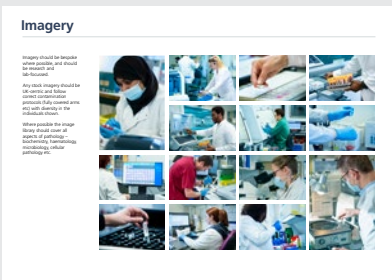
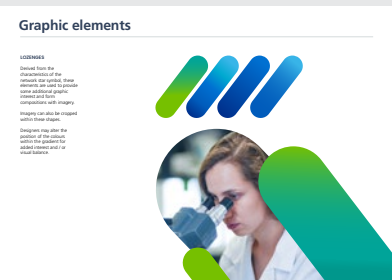
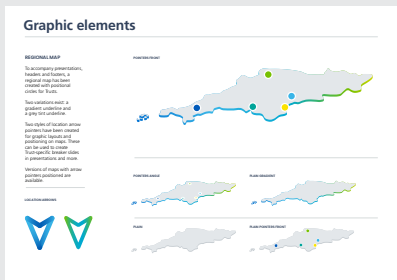
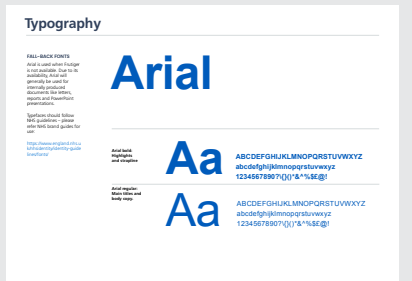
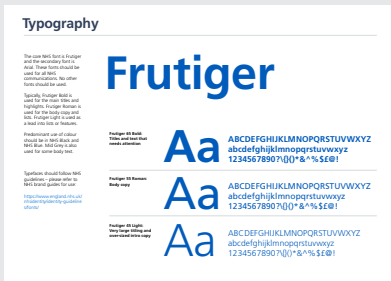
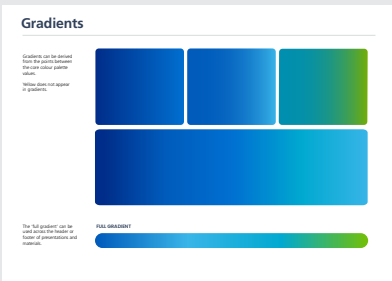
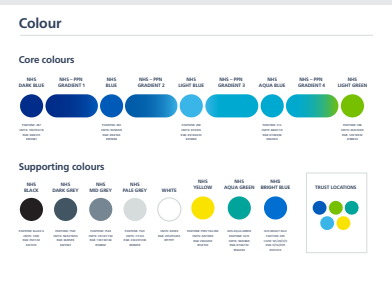
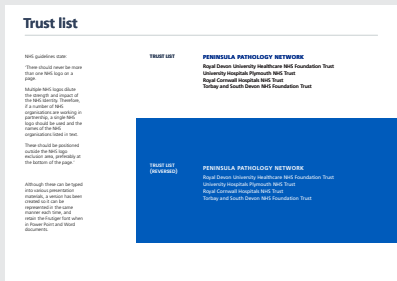
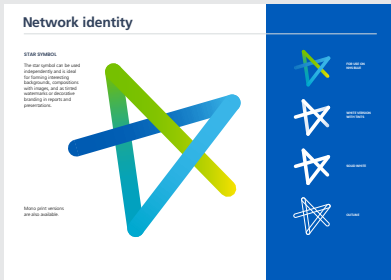
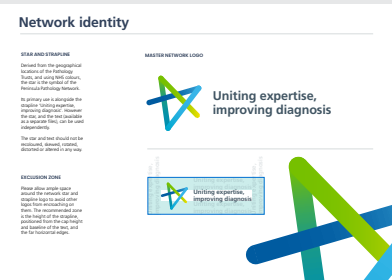
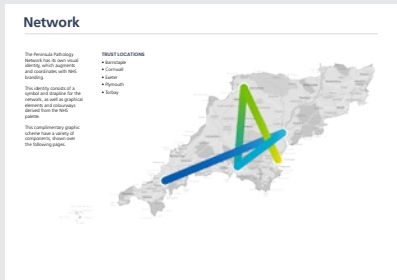
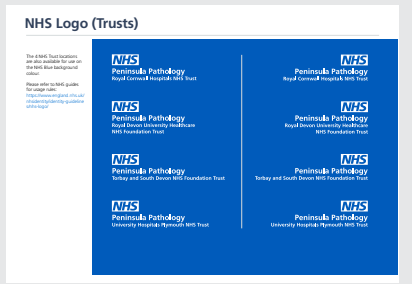
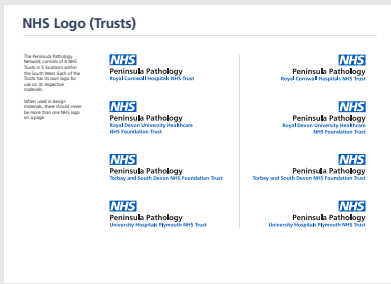
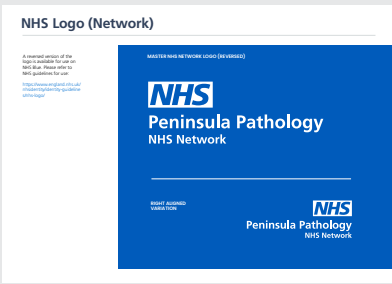
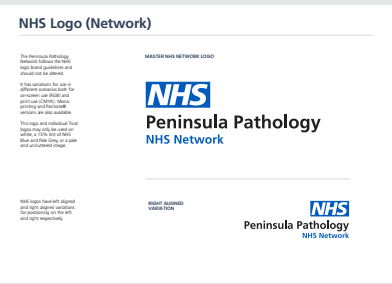
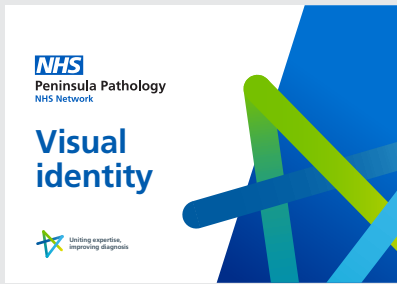
Regional impacts of the network

REPORT: 2022 – 2023

 Uniting expertise,
improving diagnosis

PENINSULA PATHOLOGY NETWORK
Royal Devon University Healthcare NHS Foundation Trust
University Hospitals Plymouth NHS Trust
Royal Cornwall Hospitals NHS Trust
Torbay and South Devon NHS Foundation Trust

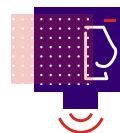
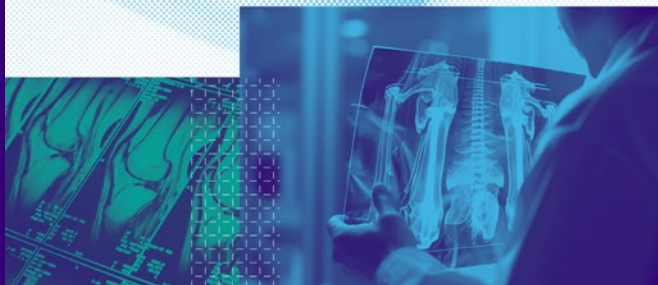




Annual Review 2023–2024



Working with PenRAD

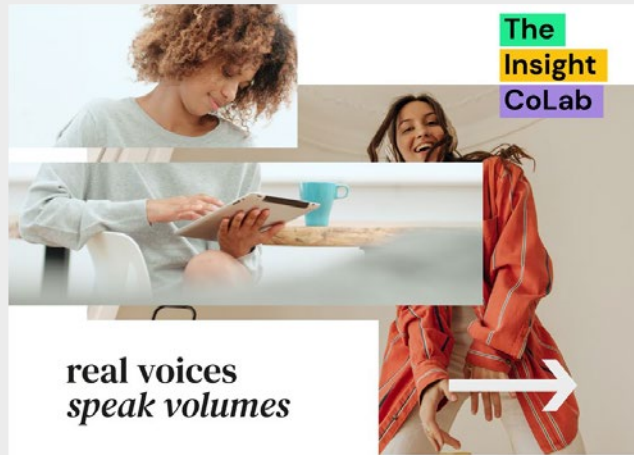


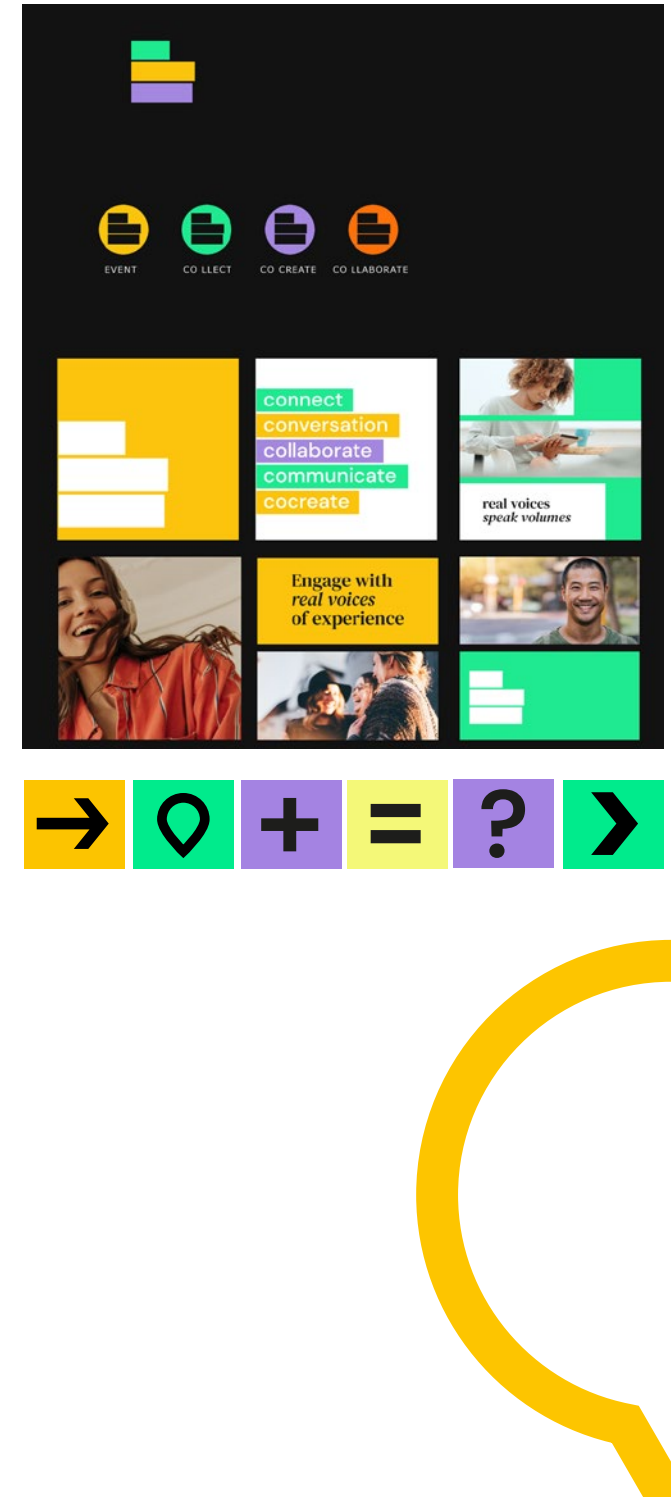
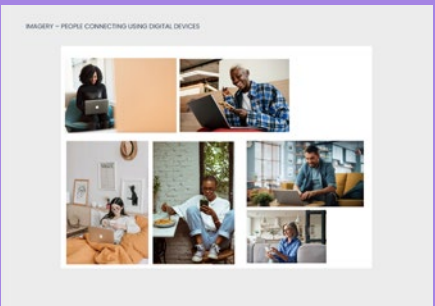
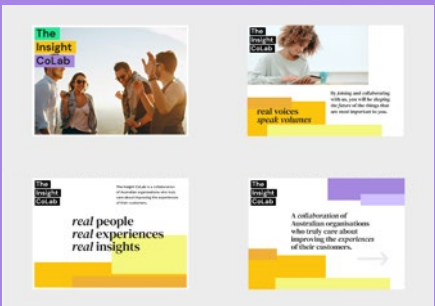
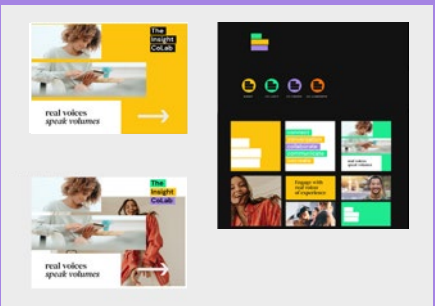
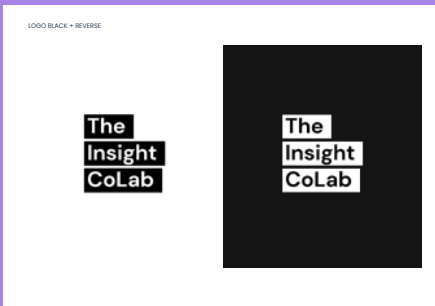
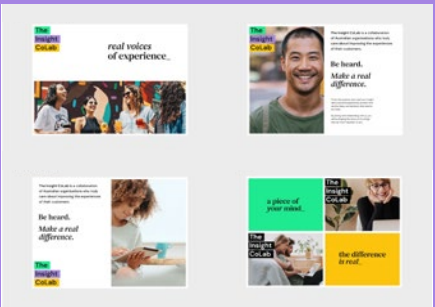
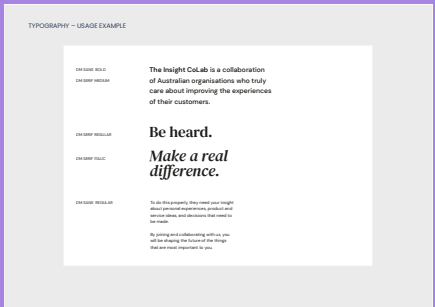
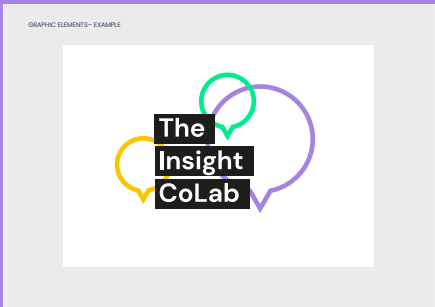
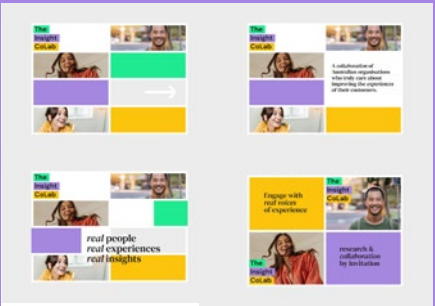
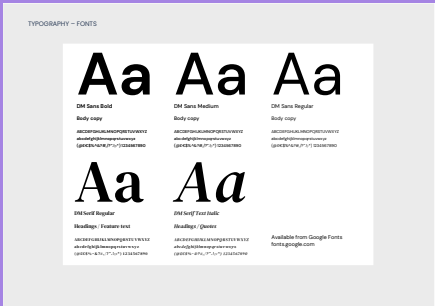
Brand design
& messaging
for an ideas
collaborative.

BRAND ID DEVELOPMENT ICONS | NAMING & MESSAGING

The Insight CoLab aims to create an involved experience for members to participate in research projects for the brands and issues they care about. As the name suggests, this is a collaboration of people and business, as well as an environment to have your voice heard and derive insights – an ideas laboratory. The model invites organisational brand partners to recruit verified people to the platform and offer true feedback to improve experiences for everyone.

Drive undertook a 'fast-track' branding exercise take the Insight CoLab to market, which involved naming, logo and identity work, messaging / positioning and imagery. The core identity uses an abstract barchart to represent ideas as a survey rating, while typography, icons, imagery and colour provide a warm and modern welcoming appeal based around discourse and opinions.





Brand narrative for international manufacturer of propellers

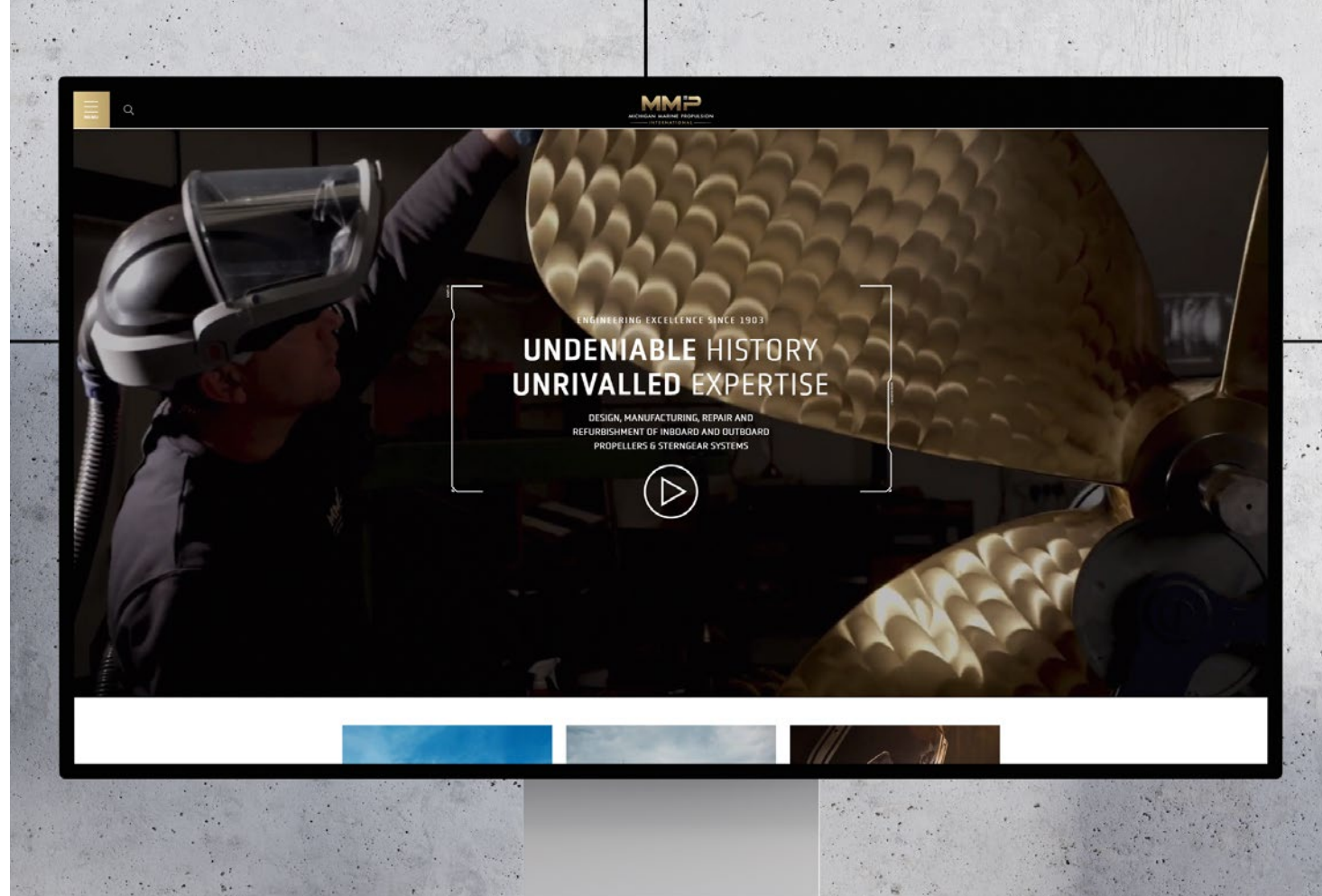
**BRAND | WEBSITE | PRINT
EXHIBITION | PHOTO & VIDEO**

Devon-based Michigan Marine Propulsion International have a history of over 100 years of designing, manufacturing and repairing propellers, sterngear systems and components for leisure and commercial marine vessels.

After a rebrand from their parent company's identity some years prior, MMPI required a new website that more clearly defined their audience segments, quality and breadth of service, and reinforced a stronger brand narrative throughout. We worked with MMPI on all these aspects, producing a brochure website that guides users through to a new bespoke online shop (in development). A video and photography shoot produced rich media content to bolster the proposition to the audience.

Drive has also produced printed materials with bespoke product photography – brochures and data sheets, as well as exhibition stands, signage, van livery and more.

[SEE WEBSITE](#) [WATCH VIDEO](#)



PLAY BRAND VIDEO

ABOUT US

UNDENIABLE HISTORY UNRIVALED EXPERTISE

Michigan Marine was established over 100 years ago. The business was built on a foundation of principles of engineering, innovation and expertise.

Today we continue to focus on these values and supporting technology design techniques and proven product ranges to offer a competitive and innovative service that globally is unrivalled.

HISTORY

A HEALTHY HERITAGE

MMP is based in Detroit, Michigan with a primary focus of supporting its customers from its Detroit, Michigan office and the world.

Established in 1912, Michigan Marine has a long history of providing the highest quality products and services to its customers. Today we are proud to be a part of the Michigan Marine family, offering the highest quality products and services to our customers.

MMP is ISO 9001 certified by Michigan Marine, Inc. and is a member of the ISO 9001 family.

PRODUCTS

QUALITY AND INNOVATION

The history of Michigan Marine and the services we offer are what set us apart from our competitors.

Over the years, we have developed a reputation for providing the highest quality products and services to our customers. Today we are proud to be a part of the Michigan Marine family, offering the highest quality products and services to our customers.

Our products range from the highest quality products to the most innovative products. Today we are proud to be a part of the Michigan Marine family, offering the highest quality products and services to our customers.

In addition, we offer the highest quality products and services to our customers. Today we are proud to be a part of the Michigan Marine family, offering the highest quality products and services to our customers.

LOGISTICS

EFFICIENT DISTRIBUTION SOLUTIONS

We are proud to offer the highest quality products and services to our customers. Today we are proud to be a part of the Michigan Marine family, offering the highest quality products and services to our customers.

Our products range from the highest quality products to the most innovative products. Today we are proud to be a part of the Michigan Marine family, offering the highest quality products and services to our customers.

In addition, we offer the highest quality products and services to our customers. Today we are proud to be a part of the Michigan Marine family, offering the highest quality products and services to our customers.

OUR CAPABILITIES

FOR EVERY REQUIREMENT

DESIGN

MANUFACTURE

COMMERCIAL

SUPERIOR PROPULSION SYSTEMS FOR COMMERCIAL VESSELS

Michigan Marine is a leader in the design and manufacturing of superior propulsion systems for commercial vessels. Our products range from the highest quality products to the most innovative products. Today we are proud to be a part of the Michigan Marine family, offering the highest quality products and services to our customers.

WORK

MMP DESIGN AND MANUFACTURE TO MEET THE DEMAND OF ALL TYPES OF VESSEL RENTS.

FISH

POWERLINE AND GOLDLINE PROPELLERS ARE THE MOST ADVANCED PROPELLERS IN THE FISHING INDUSTRY. THEY ARE DESIGNED TO MEET THE DEMAND OF ALL TYPES OF FISHING VESSELS.

PATROL

MMP DESIGN AND MANUFACTURE TO MEET THE DEMAND OF ALL TYPES OF PATROL VESSELS.

LATEST NEWS

WORKSHOP UPGRADE

Michigan Marine has upgraded its workshop to meet the demand of all types of vessels.

SOFTWARE UPDATE

Michigan Marine has upgraded its software to meet the demand of all types of vessels.

URGENT REPAIRS

Michigan Marine has upgraded its services to meet the demand of all types of vessels.

GET IN TOUCH

Contact us today for the highest quality products and services to our customers.

DESIGN

MANUFACTURE

POWER

THE COMPLETE PROPELLSION PACKAGE

Michigan Marine is a leader in the design and manufacturing of superior propulsion systems for commercial vessels. Our products range from the highest quality products to the most innovative products. Today we are proud to be a part of the Michigan Marine family, offering the highest quality products and services to our customers.

POWERLINE PROPELLERS

DESIGNED FOR HIGH PERFORMANCE APPLICATIONS

GOLDLINE PROPELLERS

THE HIGHEST QUALITY PROPELLERS

STERNGEAR

DESIGNED FOR HIGH PERFORMANCE APPLICATIONS

ACCESSORIES

DESIGNED FOR HIGH PERFORMANCE APPLICATIONS

KNOW WHAT YOU'RE LOOKING FOR?

SHOP

ASK

OUR CAPABILITIES

MANUFACTURING

OVERVIEW
LECTUS MI AC EROS.

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FOUNDRY

THE MAGIC OF MOLTEN METAL —

Our Foundry is equipped with modern induction furnaces, sand mixing machines and monitoring equipment. Every melt has an individual chemical analysis and mechanical composition certificate.

FINISHING

PERFECT GEOMETRY

Adjustment and definition of hydrodynamic surfaces together with hand-polished cosmetic finishes are completed in our grinding workshop prior to final inspection.

MACHINING

ULTIMATE PRECISION -

CNC Mills and Lathes, Conventional manual equipment and CNC Robotic Milling all form part of the wide range of machining options and technologies we have at our disposal.

FABRICATION

SCIENCE AND ART JOIN TOGETHER —

TE, SMAW and SMAW are processes that our welders use in the Fabrication department. All welds are ground and polished to a high standard.

INSPECTION

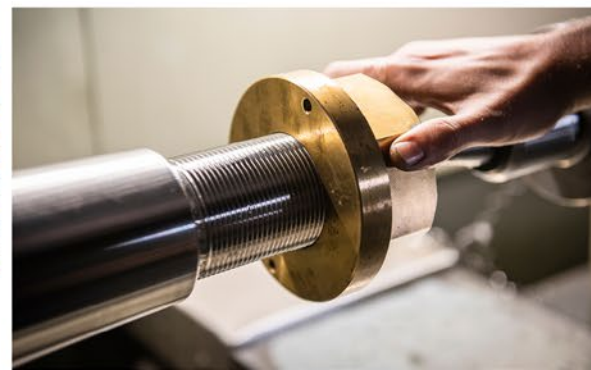
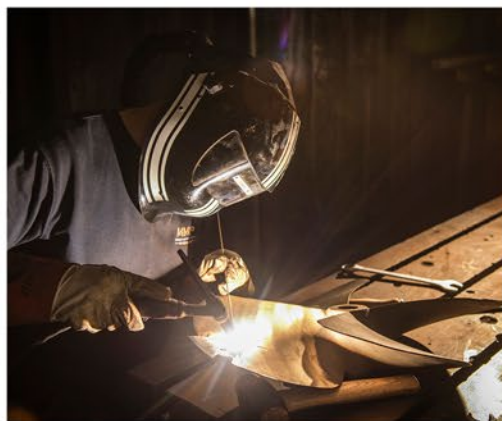
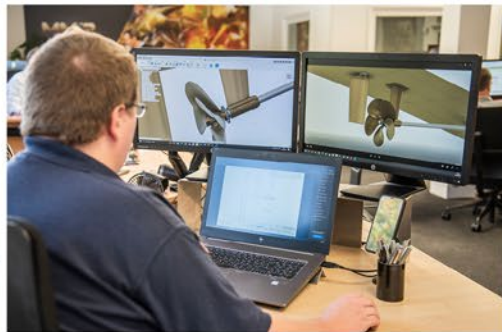
FINAL PIECE IN THE JIGSAW —

Computerised MRI Scanning equipment, complete dimensional measurement reports, tensile strength and Impact testing all form part of the vigorous controls we have in place as part of our QA protocol.

HOW CAN WE HELP?

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.
PELLENTESQUE FERMENTUM EX ET IPSUM SAGITTIS, QUIS CONDIMENTUM
TURPIS HENDRERIT ALIQUAM ELEMENTUM ORNA ULTRICES.

INDEX





A website for industry leaders in automation systems

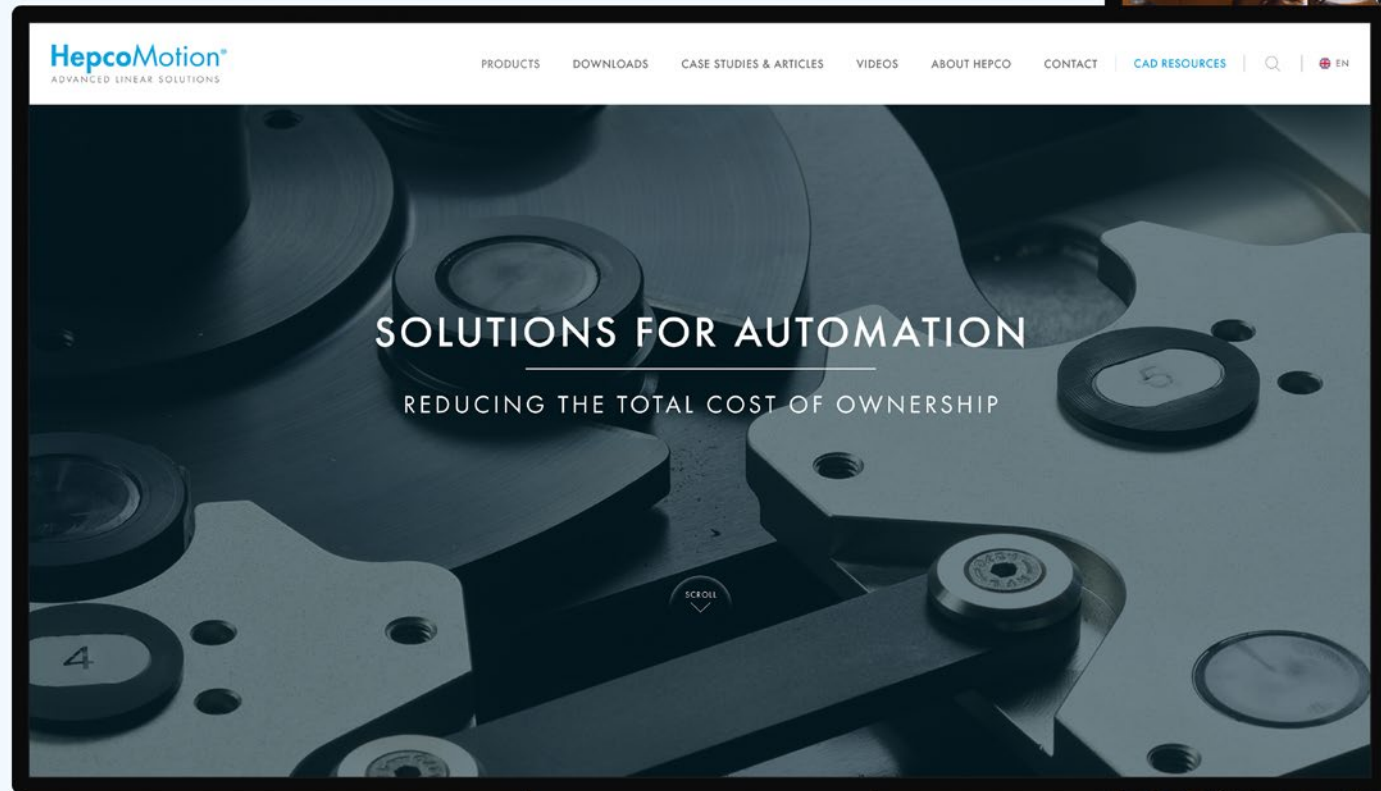
WEBSITE DESIGN | PRINT

HepcoMotion is a world-leading manufacturer of innovative linear motion systems and automation components with applications for production-line systems across packaging, food, electronic, automotive, aviation industries and more.

Drive reviewed the company website from an industry perspective to organise better the volume of content. While applying the visual identity with more contemporary flair, we also repositioned the site content to place a greater emphasis on the company's history and bespoke proprietary technology solutions.

The website redesign and build placed special emphasis on user journey mapping and the organisation of products and technical data, with spacious page designs containing video content and design breakdowns to instil a deeper brand narrative of history and industry expertise.

Comprehensive photo retouch work and illustrated diagrams were produced, which were also repurposed for exhibition stand designs and printed materials.



WORLD LEADERS IN LINEAR MOTION

AT HEPCOMOTION, WE PROVIDE HIGH-QUALITY, RELIABLE PRODUCTS THAT OFFER INCREASED PRODUCTION AND DECREASED DOWNTIME.

WHAT MAKES US DIFFERENT

Our success is born from our core values that underpin everything we do:

SUPPORT | CHOICE | INNOVATION | QUALITY

When you choose Hepco, not only are you getting an industry-leading portfolio of products, you're also getting unparalleled peace of mind. Having worked for over 50 years, with more than 200,000 customers around the world, we are now a third-generation family-owned company.



SUPPORT AT EVERY STEP

Our field-based technical sales engineers and experienced distribution across the globe will guide you through the selection process, supported by our dedicated internal team of application engineers to provide further technical and design assistance. The guide available on being able to fully meet any requirement by creating bespoke systems when needed.

Introduce us to your

60 sales engineers worldwide

Technical support in 63 countries

DESIGNED SOLUTIONS

Our customer experience design team of solution-oriented experts helps to reduce the design time needed. Indeed, our on-site field and design team problem solvers, providing innovation and reducing the risk of doing something completely new.

HepcoMotion's V GUIDE TECHNOLOGY

RELIABILITY AND PERFORMANCE, REDUCING THE TOTAL COST OF OWNERSHIP



KEY FEATURES

SELF-CLEANING ACTION

The difference in diameter between the inner and outer of the V profile in the bearing results in a peripheral speed that increases towards the outer edge of the V. The effect of this speed differential pushes dirt to the outside edge of the bearing, effectively wiping the flanks of the V clean as the bearing passes over the drive rolling it can deal solution for even the hardest environments.

63 countries



NO CATASTROPHIC FAILURE

Unlike conventional ball guides, the internal balls are fully supported between the inner and outer race and do not directly contact the sliding surface of the rail. At the end of its life the bearing will present a warning in the form of increased noise, however it will continue to run without a sudden and catastrophic breakdown. Springs are externally located for life, which enables the lubrication intervals to be less critical, extending areas of wear against catastrophic failure to the extent of delayed re-lubrication.



CASE STUDIES & ARTICLES

Hepco DTS track systems: the heart of an automated production cell

The backbone element of any automated production cell is a base in guide and transfer a component around the system between processing areas (or a partially related).

Read more

PRODUCT | INDUSTRY | TYPE | SEARCH

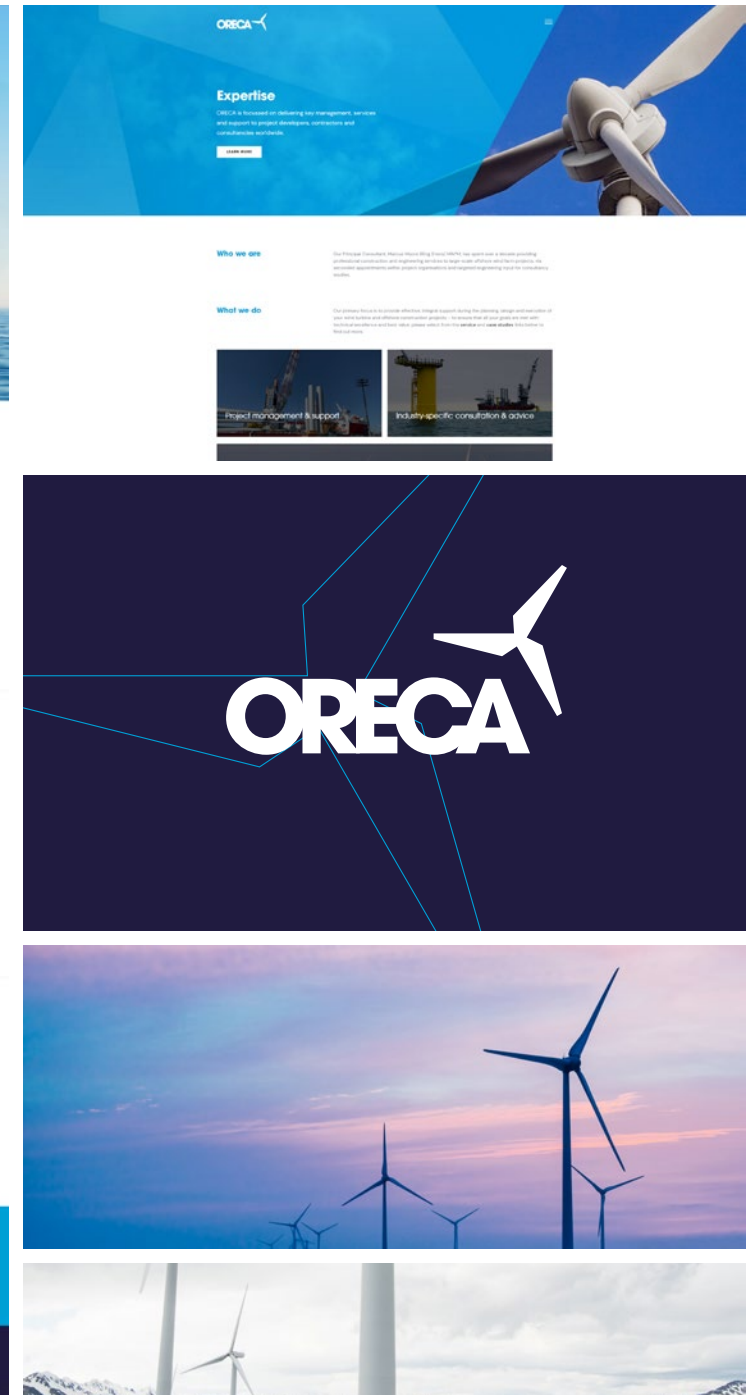
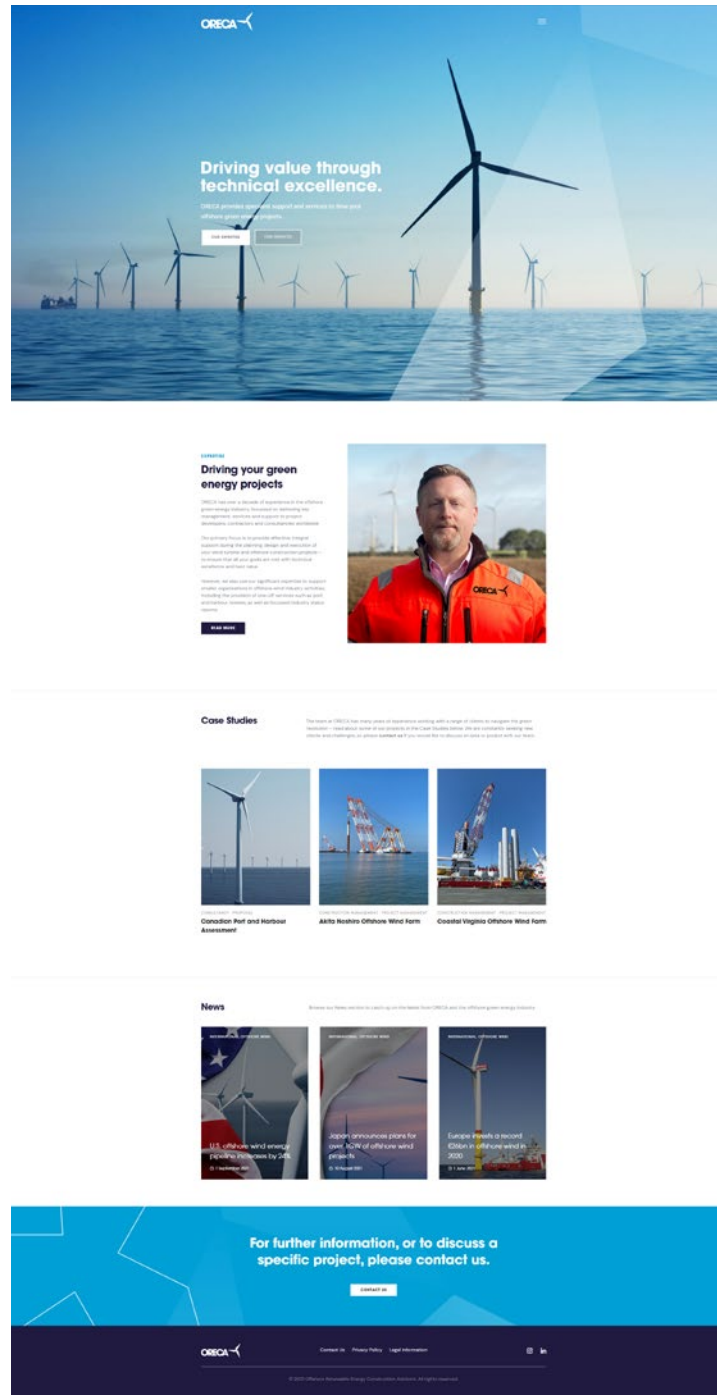
Fresh brand and site for offshore green energy consultancy

BRAND | WEBSITE

ORECA provides vital management and services during the construction of wind turbine and other green energy offshore projects. The company's ultimate goal is to ensure that all client objectives are met with both technical excellence and the very best value.

To establish its brand, ORECA required a short visual identity exercise to develop a logo and supporting design elements. Taking inspiration from a wind turbine propeller, Drive created a simplified graphic representation as the brand logo, reflecting this across all collateral with muted graphic shapes and suggestions.

To enhance the maritime engineering feel, a fresh blue-and-white palette with industrial typography were applied in clear, technical layouts across various touch-points – a website, office stationery and promotional items. These were accompanied by clean photography of green energy offshore projects and related iconography.

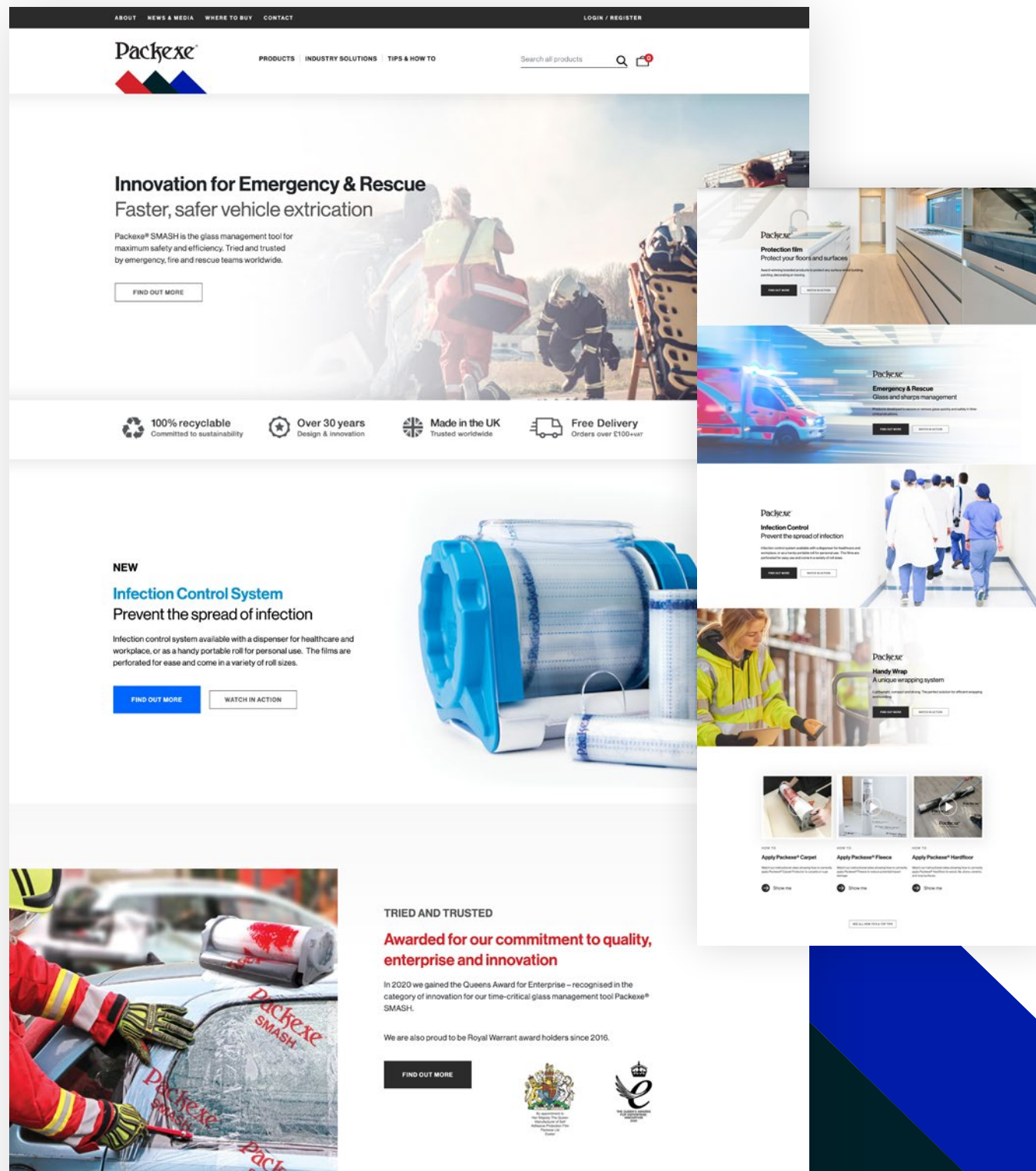


Design and marketing support for an expanding innovative product

WEBSITE | PRINT | PHOTO & VIDEO

Packexe are innovators of quality carpet, hardfloor, glass and interior surface self-adhesive protection film for home DIY, the building industry and more. By rapidly innovating products and expanding their industry audience – from auto breakers and glaziers to infection control in healthcare and glass management in emergency and rescue services – Packexe needed help reviewing their sector propositions, clarifying the benefits of their products across new marketing activities, and a strategic redesign and build of their website and shop.

Drive carefully delineated the products and their offering to different markets, as well as creating new product photography, case-study hero images, and videos to explain its use. Real-world tried-and-tested examples became a central focus of new website design with content organised by products and industry for ease of navigation. Furthermore we clarified and reorganised what was a previously disjointed e-commerce experience to make this seamless. Drive also produced marketing collateral and short product videos for social channels. [SEE WEBSITE](#)



Integrity & honesty are core to Drive's creative ethos.

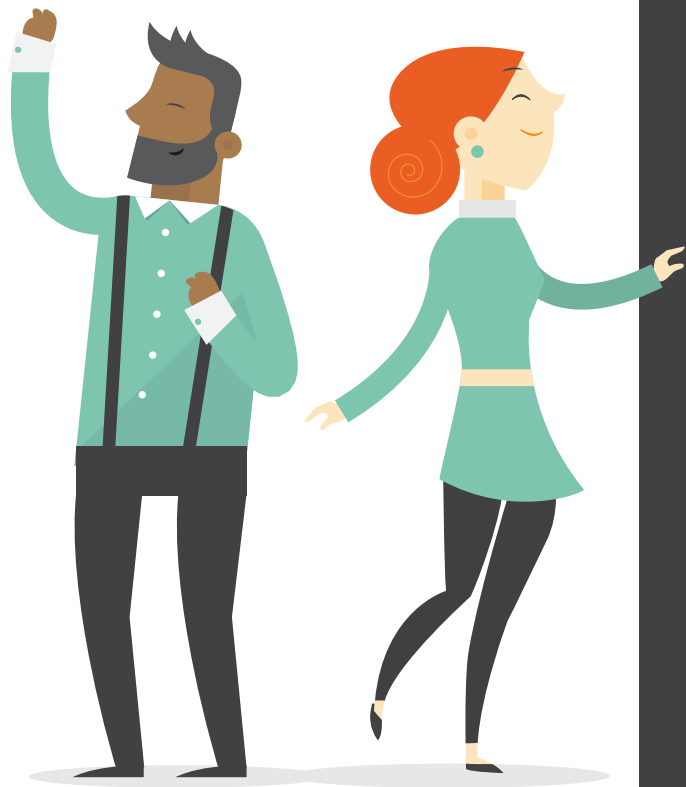


NOTABLE RECOGNITION

Our beautiful and impactful work has won prestigious design awards and been featured in world-leading publications – and we have a broad portfolio packed full of creative examples to prove it. **Our clients' success is our success.**



Some
happy
clients.



ADPR

ramm



AH ARTS
& HEALTH
SOUTH WEST



crowdcube



FLOOD
FORECASTING
CENTRE



JOHN LAKE
ESTATE AGENTS

HepcoMotion®
ADVANCED LINEAR SOLUTIONS



SW
SOUTH WEST
HERITAGE TRUST



THE TWO MOORS
Festival



UNIVERSITY OF
EXETER

FLOOD
FORECASTING
CENTRE



GO ON...

SAY HELLO 



CONTACT

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URL: www.drivecreativestudio.co.uk

TWITTER: @drivestudio

FACEBOOK: fb.com/drivecreativestudio

