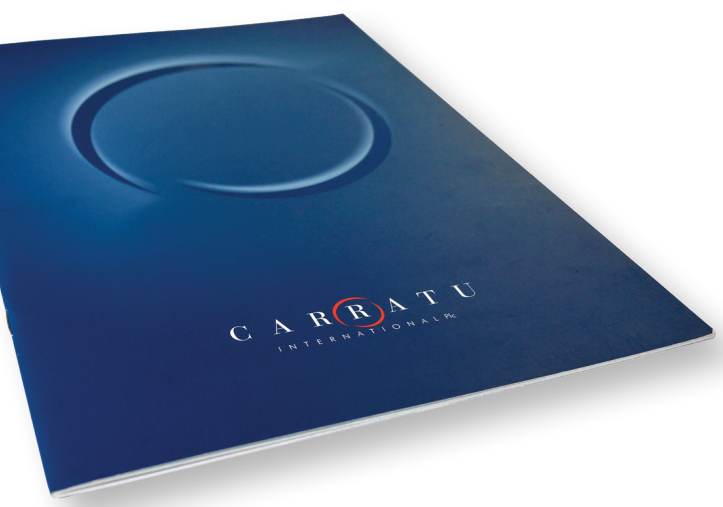


Carratu International: from frustration to real focus

Carratu transformed their web and print marketing with Silverleaf, enabling a pro-active, dynamic relationship to develop, with great results

Many of our clients ask us to work with them after a difficult experience with another agency. Carratu International Plc asked Silverleaf to work with them when existing agencies had failed to consistently deliver quality print and online communications. Carratu are an Intellectual Property Specialist who rely on their professional reputation and brand image to be delivered at a level where their many blue chip clients take them seriously to work with them on key business issues.

impressed by and interested in, and Carratu could take seriously as an asset in their Marketing Campaigns.



Brochure design

We wanted to create a structure around their marketing materials, so devised a hierarchy for their branding – a general look and feel with connected all their communications, with common photographic style, colour usage etc, but more restrained with general ‘company wide’ materials, but bolder with more direct messaging and stronger visual impact for individual services – in other words more marketing lead.

The two examples below are the corporate brochure and the IT Investigations brochure, giving character to the IT services division, whilst fitting within the overall Carratu brand – the main Carratu blue was replaced by a spot Pantone silver, with the Carratu red retained, and bolder use of key photographic imagery.

CONTINUED...

I have used Silverleaf on a large number of projects over the past 10 years. They have excellent client-facing abilities and are able to take an idea from concept through the whole design process to produce excellent creative work within timescale and budget.
Spencer Burgess, Carratu

company brochures – as an opportunity to develop something their clients (and potential clients) would really be

Carratu International: from frustration to real focus

Web design and development

In discussion with Carratu, the key drivers for the web site was how we combined the new approach to the brand communications with the careful structuring of the information of the many discrete services Carratu provided – many of which fell within one or several of

little training for everyone to be up and running with as soon as possible). The brand consistency was maintained visually with colour and photography, and consistent downloadable pdf brochures. We also implemented a filtered news feed on the home page that was automatically updated from various data feeds, enabling the home page to be always relevant and up to date.



the different service categories. In addition, we wanted to make sure SEO was maximised and it was easy to update internally (important for visitor loyalty as well as SEO).

The solution consisted of a strong, simple animated 'slider' on the home page highlighting the main service areas, a carefully structured site with a comprehensive index page to aid navigation and SEO, and a simple CMS (content management system) which would require

Achievements

The key thing we achieved with all these projects with Carratu was the consistent application of a core set of standards – quality of presentation, clarity of information (when the structure was complex), and appropriateness of approach – some brand activities were reputation driven (longer term, corporate brand) and some marketing driven (short-medium term results driven). These principles were translated into other projects afterwards – advertising, stationery, marketing and events – making a consistent and effective Carratu brand that they had lacked before.

PROJECT LIST

Corporate Brochure

Services Brochure(s)
+ digital PDF versions

Marketing Printdesign

Stationery

Website Design

Advertising

Brand Consultancy

BRAND CHARACTERISTICS

Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

GET IN TOUCH

Silverleaf Ltd
Waterside Studios
52 Dame Street
London N1 7FR
United Kingdom

Tel: +44 (0)20 7226 3749

Email:
inquiries@silverleafcreative.net
Facebook:
www.facebook.com/silverleaf.co

Silverleaf
CREATIVE + THINKING