

ZULVER&COLLABORATE

Working with Zulver & Co

Zulver & Co is an award-winning design communications agency with over 16 years established experience. Through our process of 'applied creativity' we help our clients communicate more effectively by firstly identifying what makes them special and different before we embark on the design process. Our powerful communication strategies and engaging design ideas carry an overriding objective of delivering measurable business benefits for our clients.

At Zulver & Co we do not pitch creatively on a speculative basis, however we do guarantee to solve your brief within an agreed budget. We have a 98% success rate of getting our first ideas accepted.

A selection of current & recent past clients include:

Abels Moving Services – brand identity and guidelines
Adam Rogers Trust – brand identity and website, 2009
Assael Architecture – (brand identity review 1998) brand literature
Austin-Smith:Lord – brand identity review and website, 2009
Bannenberg & Rowell Design – brand identity and guidelines, 2009
Bartholomew Landscapes – brand identity, website and advertising
Cazenove – brand identity and guidelines
Cordea Savills – brand identities for four shopping centres on behalf of Diageo
GAM – event branding and collateral
GHM Rock Townsend architects – corporate brochure design
HoneyPot Charity – brand identity, collateral and website
LaSalle Investment Management – brand positioning and global advertising
Moore Management – brand identity, collateral and website
Sutton Griffin Architects – website
Vantage Capital Markets – website

We bring together talented people in an environment where ideas are encouraged. In fact we spend most of our time thinking, because the 'doing' part is easy. That's where you'll find real value in what we do because our research is thorough and our design ideas are effective, unexpected and always appropriate.

**We've got one eye on the business goal too, so we never lose sight of our clients objectives.
In a nutshell, we bring strategic insight and amazing creativity together.**

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A staged approach | applied creativity™

All projects are estimated in advance and are broken down into stages. We will maintain close contact with you at every stage of the process, advising on progress against agreed time schedules for all deliverables. Each stage is completed with an approval process. This ensures that all stages are agreed upon in advance in terms of function, meeting the brief and cost.

We also maintain an advanced budget management system that creates project transparency – Rebus. This also ensures timely completion and cost effective use of budgets and resources.

Andrew Zulver will head the project and creative team. Depending on the nature of the project, Andrew will often work closely with a planner at the outset to research and help understand the business objectives, define brand values, key messaging, brand positioning and write the creative briefs.

Stage one | Familiarisation, creative planning and briefing document

Before starting any design work we will work closely with you to clearly understand all the relevant background and facts relating to the programme. This will include discussing the brief in detail with you and any appropriate colleagues and gathering any relevant background reference. Certain programmes may require specialist qualitative research.

At the end of this stage we produce a definitive creative brief. The brief is perhaps the single most important element in the programme and will require your approval before any subsequent design work commences.

There are seven main points around which the brief will be based:

Objectives

The aims and objectives of the task and its place within the long-term business objectives of the business.

Target audiences

Clearly define who we are seeking to influence.

Key messages

Define the most important strategic messages that should be communicated to the target audience. For example, within a brand workshop and through a specialist research programme, our process will clarify what you do, who you are, how you do it and what you stand for. This should be unique, compelling and desirable.

Positioning

How the product/service should be positioned to its audience and within its target market(s).

Tone of voice

Should the concept be reserved, should it be open and friendly, should it be serious.

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Practical considerations

These will include client expectations on how the success of the project will be measured and any givens such as brand guidelines, budget and timing.

Technical considerations

Establishing the most appropriate and compatible method of delivery and functionality.

Stage two | Design concept proposals

Now that we have agreed on a framework to work within we will translate our intellectual thoughts into a visual expression of what needs to be communicated. Enough visual material will be presented to give a clear indication of the creative interpretation and how the communication materials will look.

Stage three | Design development

Further developments and refinements to each element shown in the concept stage are made. Every element not shown in the concept stage will also need to be defined and developed. Copywriting and photography/illustration, if required, will be commissioned and overseen.

Stage four | Artwork / html coding

Finishing touches will be made when we will need to ensure accuracy and consistency of final text and layout and, if internet based, produced, coded and tested accordingly with a selected specialist.

Stage five | Production quality control

We will check to ensure a high quality of application/ reproduction.

Stage six | Post production review

We will review the project with you to make sure we have achieved your expectations.

Interactive digital media

If a project is digitally based, i.e. a website, intranet, film or CD ROM, the coding, testing and editing will be outsourced to a specialist with whom we have established a good working relationship. We work with a number of specialists in this field. However, we are also happy to work with clients' existing developers.

These specialists are skilled in editing, html coding, website optimisation and the development and support of back-end technology and online business applications: principally content management systems, database-driven websites, extranets, intranets, multilingual online training and workflow processing.

Recent websites include:

www.mooremanagement.com

www.bartholomewlandscaping.co.uk

www.adamrogerstrust.org

www.austinsmithlord.com

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Project fees and estimates

Our fees are usually calculated on a time basis i.e. the number of hours needed to complete the task at the various project stages, and are based on the necessary level of experience required. For example we charge an assistant designer out @ £640 per day, A brand planner / strategist on the other hand commands a higher daily rate. If you have a specific project budget in mind we can calculate what we can do to ensure that you get the most effective output from that investment.

Outline estimates of fees and costs are given once the initial scope of the project has been discussed and agreed and this will be confirmed in a formal estimate. Usually, 50 % of the agreed project fee will be invoiced in advance. All projects will be subject to our Conditions of Service, a copy of which will be sent with the confirming estimate.

Projects normally start with a set-up meeting to introduce the project team and agree time lines.

Contact

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