



Lonsdale
DIRECT SOLUTIONS

*Creative
Portfolio*

	BROCHURES	1		POINT OF SALE & EXHIBITION WORK	17
	CATALOGUES & PRICE LISTS	2		ADVERTISING	18
	LEAFLETS & POSTERS	5		CALENDARS & DIARIES	19
	MULTIPLE CAMPAIGNS	7		MENUS & PUB/ RESTAURANT ITEMS	20
	NEWSLETTERS & MAGAZINES	11		LOGO DESIGN & RECREATION	21
	BOOKLETS & PERFECT BOUND BOOKS	13		PHOTOGRAPHY & IMAGE MANIPULATION	22
	STATIONERY	15		VEHICLE GRAPHICS	23
	BESPOKE FOLDERS & WALLETS	16		MARKETING PACKS	24



Cowley Group
commercial boiler specialists

Client
Cowley Group

Project
12pp A4 Brochure

The Brief
As part of a complete rebrand, we were asked to design a new brochure and corresponding website to promote a long established company.



Client
FMH

Project
28pp A4 Brochure

The Brief
Specifications of all of their products. This brochure has now been translated into German, Czech, Polish, Portuguese and Swedish.





Additional Photoshop work

Create 'new' chairs by changing cushion colours and swapping bases or seats.



In the above instance, a higher back needed to be shown with the original seat and base.



In the above instance, a blue seat needed to be adjusted to pale pink, utilising Photoshop filters.

Client
Steelco

Project
Price list Catalogue

The Brief

To create a comprehensive price list with corresponding images to be used by retailers when ordering directly from the manufacturers. Also, produce 'feature' shots to show the chairs in-situ.

Retail Price List & Specification Guide
Valid from 1 August 2022





Client Albany Sheds
Project Product Catalogue

- The Brief**
Create a catalogue for trade dealers.
- Include high resolution images of each product alongside detailed descriptions and dimensions.
 - Create realistic backgrounds for the structures using Photoshop.
 - Colour correction to match to actual wood and create continuity throughout the range.

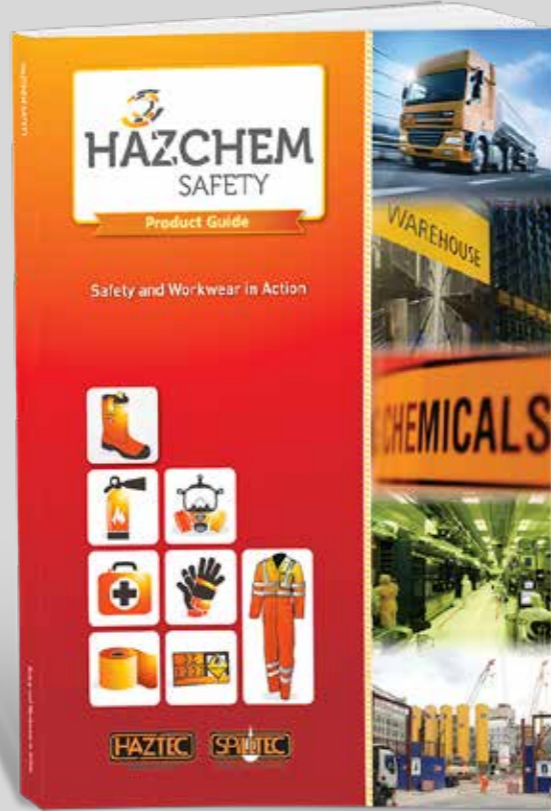
Client
Hazchem

Project
Product Guide

Initial Brief
To create full branding including logo.

Subsequent Brief
To create a product guide that would represent Hazchem as a supplier of safety and workwear products.

- Product photography.
- Colour correction.
- Create clipping paths for images.
- Icon creation.
- Worked closely with client to ensure continuity of products, description and general layout.



Client
McDonald Publishing
Project
Brown Watson Catalogue

The Brief
Create a bright and eye-catching catalogue to reflect the designs of the children's books featured inside.



Client
Raitlons
Project
Sandpiper Autumn Catalogue

The Brief
We were asked to create all of the graphics and photography for these projects, using a mixture of Photoshop work and selected props to make the shots suitable for the time of year. The catalogues are produced for both Spring/Summer and Autumn/Winter.





Posters

We can print posters for you from A4 up to A0! Bespoke sizes can also be ordered.

Posters are a cost-effective way to catch people's eyes, particularly if you want to get a temporary message across.



Client
Rare Breeds Survival Trust

Project
12pp DL Membership Leaflet

The Brief
To create a dual purpose leaflet which enabled people to learn about RBST and join the Trust.



Client
Dura Pump

Project
A5 Charity Leaflet

The Brief
To create a leaflet to promote a charity dinner. We were to find an appealing image and utilise existing branding.



Client
Solutions in IT / EMiR

Project
48pp A4 EMiR
Corporate Brochure

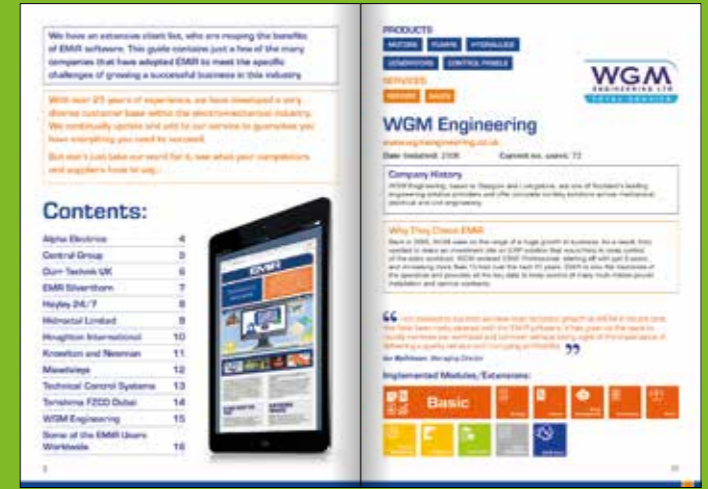
The Brief
To create a corporate brochure which explains in detail each aspect of the EMiR system.

The original brochure was used as the foundation of all subsequent marketing material for Solutions in IT.

The design was updated in 2022 to reflect upgrades to the system.



EMiR Case Study Brochure



EMiR Workshop Routing Brochure

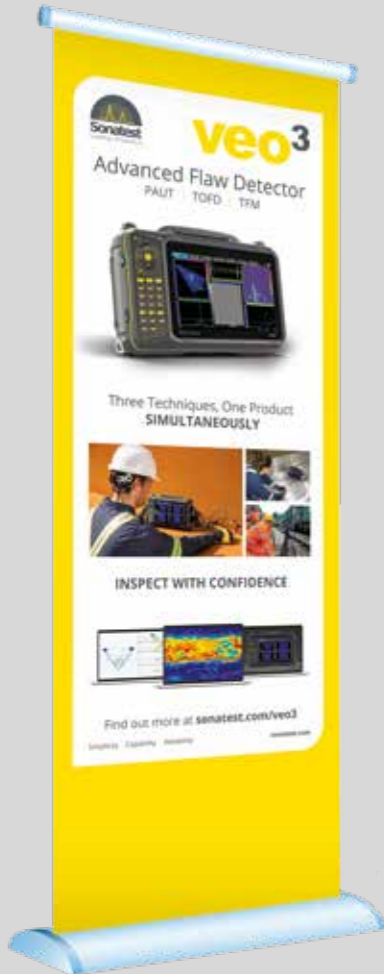


EMiR Learning Brochure



Client
Sonatest

Projects
For Sonatest we have designed everything from brochures to fact sheets, from screen saver wallets to wall art! We have also recreated diagrams and photographed new products. We are regularly given new challenges.



Client
Access Irrigation

Projects
Access Irrigation has two different arms to their business – greenhouses and irrigation. Whilst we produce priced catalogues every other year, we also produce brochures to promote individual items, such as this one for the Chatsworth greenhouse. We have also produced leaflets, exhibition panels, vehicle graphics and bespoke illustrations.



New Logo
In 2022 we were asked to update the Established 1958 logo. This is now used on both catalogues and the wording can be changed to reflect which side of the company it is representing, without changing the style.





AIR MENZIES INTERNATIONAL

Client

AMI - Air Menzies International

Projects

AMI is an international cargo shipment company. We regularly design email campaign artwork alongside sales collateral and wall art. The artwork to the right was a request from the director of the LAX department, reflecting all that he loves about LA. The maps represent each office around the world and, eventually, it is hoped that each office will have their own version.



AMI - London office



AMI - LAX office, original artwork

AMI New Zealand is delighted to introduce weekly consolidation service to Samoa & Fiji

APW - Cut off Thursday 13.00 | departs Friday am
 NAN - Cut off Friday 13.00 | departs Saturday pm

Contact our Export Team on T: +64 9 254 4242 or E: allexports@airmenzies.com

Consolidation

Consolidation is the process of combining multiple smaller shipments into a single larger shipment. This can result in significant cost savings and faster transit times. AMI offers a range of consolidation services to meet your needs.

Consolidation

AMI offers a range of consolidation services to meet your needs. We can help you reduce costs and improve your supply chain efficiency. Contact us today for more information.

Its game on in April, win a PS5 with AMI

To confirm your interest, simply email marketing@airmenzies.com with "GAME ON" in the subject line and then for every 5 Cargo Export bookings made in the month of April 2021, you will get one entry per company for the prize draw to win a PS5!

For more information visit www.airmenzies.com/ps5

Global Network

AMI has a global network of offices and agents, providing you with the best service wherever you are. Our extensive network allows us to offer competitive rates and reliable service to all major global destinations.

UK Contact Details

UK Contact Details: [List of contact information for various UK offices]

AMI UK Proud LAX CONSOL

★ ★ ★ ★ ★		
• Min £50 • Direct • Day 1		
+100	+500	+1000
£2.30 p/kg	£2.00 p/kg	£1.90 p/kg

THIS WEEKEND ONLY
 SERVING WEST COAST AND SOUTHWEST USA:
 SFO, SAN, PDX, SEA, LAS, PHX, SLC
 NO HANDOVER FEE

To book or for more information please email: ami-salesteam@airmenzies.com

Screening Services

Security Screening Services: [List of screening services and their benefits]

Warehousing

Warehousing: [List of warehousing services and facilities]



AMI - LAX office, artwork in-situ



Client
Nylacast

Project
Internal and External Newsletters

Evolution of design
The style of *Nyla-News* was updated to give the company a more streamlined, corporate style.

Client
Solutions in IT

Project
Quarterly Newsletter

The Brief
We were asked to create a newsletter in a consistent style with other marketing literature within the group. The newsletter announces new products and events that have taken place within that quarter.



Client
Moulton College Garden Centre

Project
Seasonal Newsletter

The Brief
The client required a newsletter full of hints, tips and offers from the Garden Centre for people who live in the local area to encourage them to use the garden centre regularly.



Client The Heath & Hampstead Society
Project The Heath & Hampstead Society Newsletter

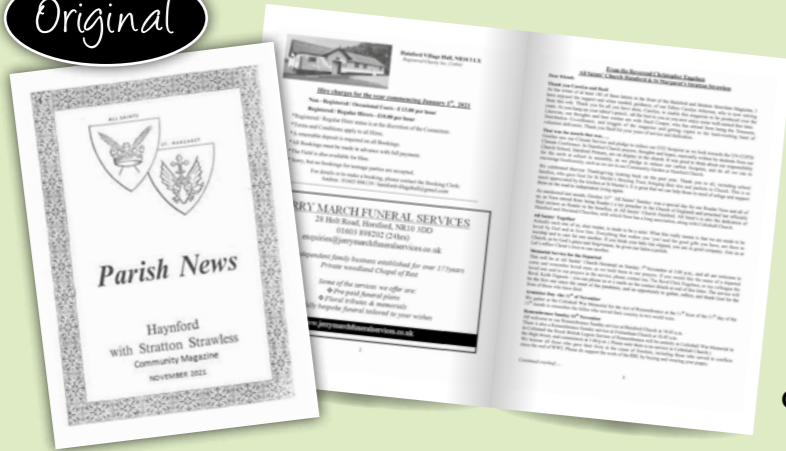
Brief This newsletter is sent out to everyone belonging to the Heath & Hampstead Society in London and deals with events and issues in the area. It is published four times a year, making sure that everyone is kept up to date.



MOVING FORWARDS

As times change, we often need to find a new look for our long-established customers. Below are two examples of how we have developed long-term projects to reflect development within the group/organisation as well as current trends or financial changes.

Original



Client: Hainford & Stratton Strawless Parishes, Norfolk

Project: Hainford & Stratton Strawless News, bi-monthly magazine

The Brief: This Parish Newsletter was previously produced by the parishoners themselves, only coming to Lonsdale for the print, but in 2021 they decided it was time for a change. A new editor was appointed and it was decided that they wanted a more modern look – we were, of course, delighted to help!

Original (Supplied): 52pp black throughout

New Lonsdale Design: 56pp: 4CoI Cover and 12pp centre spread with 40pp black inner

New



Client The Mammal Society

Project *Mammal News* – tri-annual journal

Original Brief We originally started work on *Mammal News* in 2010 and were asked to provide a journal to be sent to members of the Mammal Society to keep them abreast of events and studies in the mammal world.

New Design In 2022 it was decided to update the design and also the overall style of this journal, to make it less scientific and more fun for the readers, whilst still allowing the scientific community to reach a wider audience.



Covers

Whilst the cover designs have changed over the years, the focus has always been on the mammals themselves.



2016 - 2018



Redesign 2019



Redesign 2022



Client
Corby Borough Council

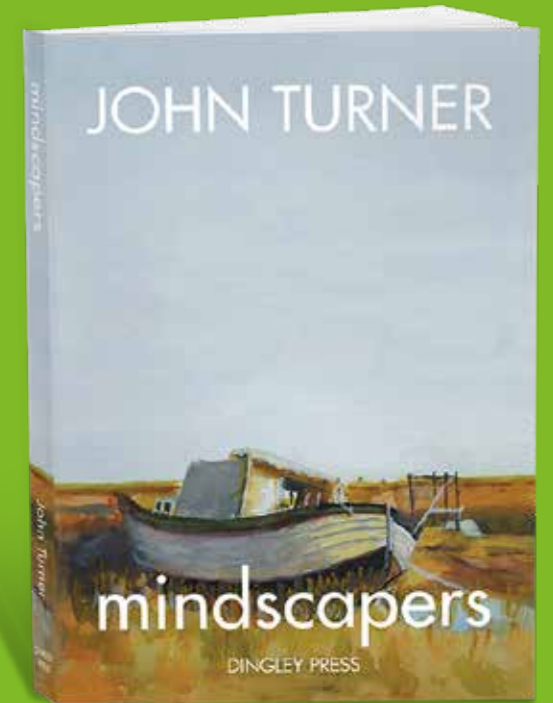
Project
Neighbourhood Pride Advice Leaflets

The Brief
Create a set of leaflets explaining different aspects of the Council's services. Each leaflet to be in a different colour to make them easily identifiable.

Client
Dingley Press

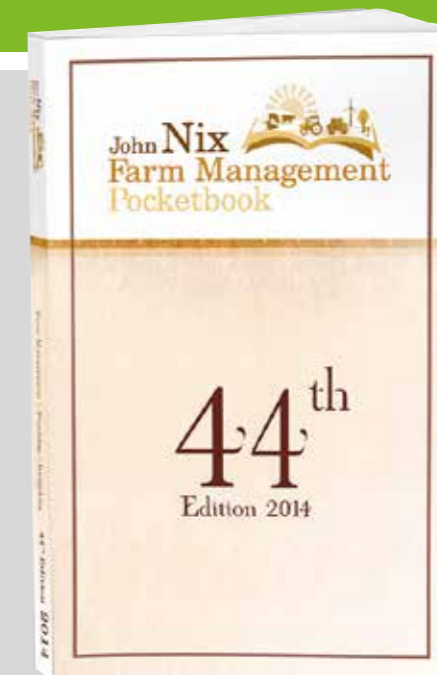
Project
Mindscapers Book

The Brief
To produce a simple cover utilising a painting created by the author to underline the story of his life.



Client
Oundle School

Projects
We regularly design and print a variety of books, brochures and leaflets for Oundle School and their sister school, Laxton Junior.



Client
The Pocket Book

Project
John Nix Farm Management Pocketbook

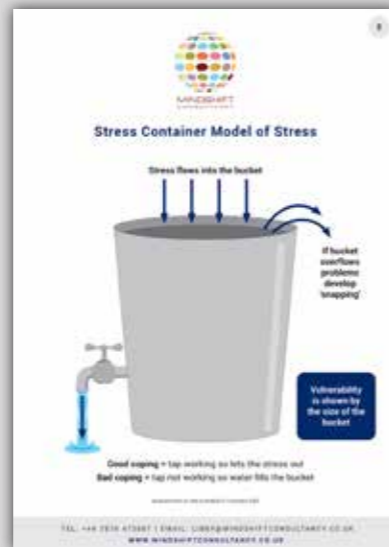
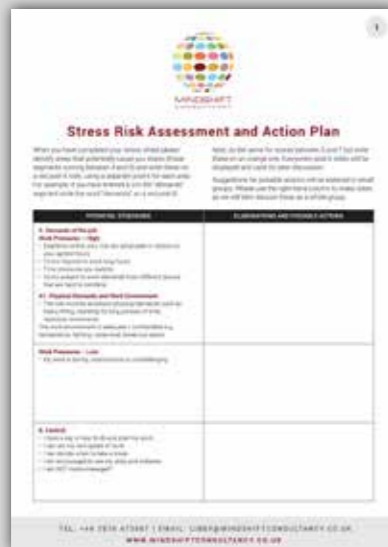
The Brief
Create the illustration and artwork for the cover of the book.



Client Mindshift
Project Mental Health in the workplace perfect bound book.
The Brief This books was created as a text book for mental health professionals to use as guidance with dealing with their patients.



Client Mindshift
Project Course booklets including 2 x 24pp A4 Brochures and separate inserts.
The Brief We were tasked with creating two brochures plus inserts that are to be filled in whilst completing a course on mental health.



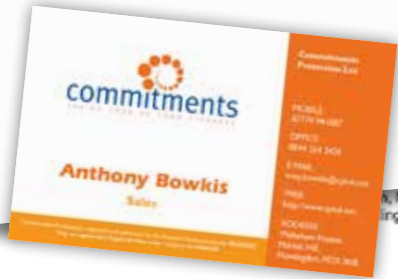


Borough Council of
Wellingborough

Wellingborough a place to be proud of

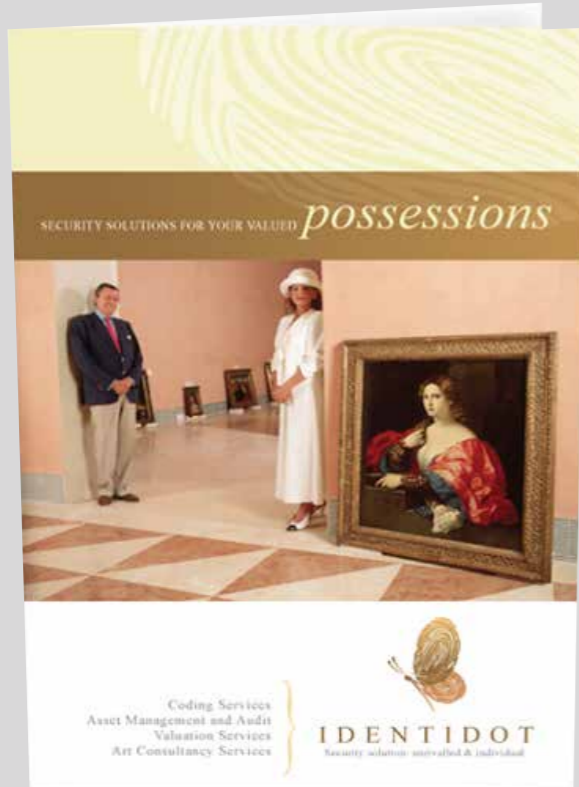
Cowley Commercial

Cowley Group
Chevron House
14-16 Reading Arch Road
Redhill Surrey
RH1 1HG
t 01737 761397
e info@cowleygroup.co.uk
w www.cowleygroup.co.uk



All of our stationery
is bespoke designed
and printed to order.

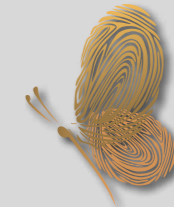




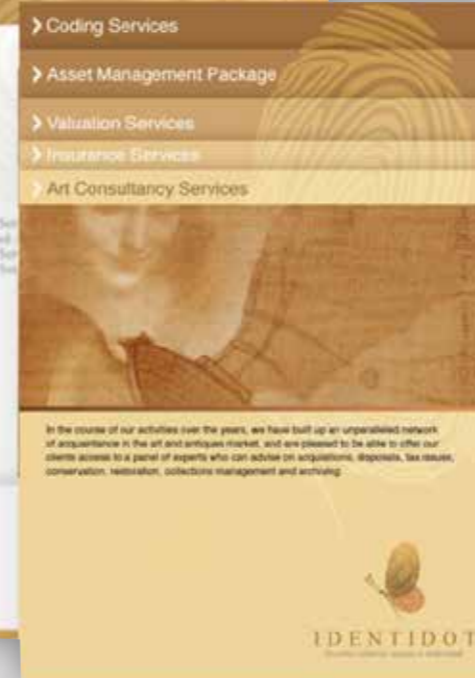
Client
Identidot

Project
Information pack

The Brief
Create a folder and stepped inserts reflecting a high quality, specialised product.



IDENTIDOT
Security solution: unique & individual



Client
Hydrogarden Supplies

Project
Document Wallet

Finishing Style
This wallet was embossed to emphasise the simple map design.



Client
Commitments Protection

Project
Information Folder

The Brief
Create a folder to hold information sheets taken by company representatives to prospective clients.



Client
Oundle School Enterprises

Project
Information Folder

The Brief
Create a folder that utilises the school branding to send information to prospective students.



Pull Up Banners are an ideal way to create a temporary exhibition space, extend your branding in your own offices or just give out a temporary message.



Do you have something to say?
We can produce hard wearing, weather-proof exterior banners in a variety of sizes.

Client
Nylacast

Project
Exhibition Stand

Overview
Nylacast attend exhibitions all over the world and their branding must be kept consistent throughout all of their events and marketing. We created this stand to promote their offshore drilling products, so all of the information and images reflect this.



AMi AIR MENZIES INTERNATIONAL **CRAFT**

YOU MAKE IT LOCAL, WE FLY IT GLOBAL
The leading airfreight wholesalers for South America

27 offices in the region: Brazil, Argentina, Chile, Peru, Colombia, Uruguay, Paraguay, Ecuador and Bolivia

181 Routes and Services
40 Europe to Latam
45 Asia to Latam
25 North America
50 Intra Latam
17 Latam to Europe, North America and Asia

- Consolidated or Back to Back service
- Priority and express services
- Flexible gateway and multi-modal capabilities
- Pre-booked capacity with our airline partners
- Flexible pricing with multiple routing and pricing

55 offices in 22 countries in North America, Europe, Australasia and South America

100% Neutral wholesaler and consolidation focused

Would you like to transform your airfreight business in South America?
Contact Craft Chief Transformation Officer: priscilla.kennedy@airmenzies.com

Client
Air Menzies International

Project
Airfreight wholesalers Advert

The Brief
Create a full page advert promoting the wholesale airfreight service across South America.

Client
Solutions in IT

Project
Half Page Online Advert

The Brief
Design an advert that is eye-catching and can be easily editable for future use. A QR Code was created to help customers with easy access to their services.

EMiR customers are industry leaders, like you, in all of these electro-mechanical products...

COMPRESSORS CONTROL PANELS CONVEYORS DRIVES ELECTRONICS FANS/BLOWERS
GEARBOXES GENERATORS HVAC HYDRAULICS MOTORS PLANT MACHINERY
PUMPS SEALS & BEARINGS TRANSFORMERS VALVES

EMiR Software has over 25 years experience providing software that manages any and all of these services:

DISTRIBUTION FIELD SERVICE ELECTRICAL CONTRACTORS
MANUFACTURE & ASSEMBLY REPAIR SALES SERVICE

EMiR
ElectroMechanical Intelligent Resources

Call us today and see how EMiR can help you 0845 009 4588
Visit www.emirsoftware.com to book a demonstration
PLEASE QUOTE "RENEW21" TO RECEIVE A SPECIAL OFFER DISCOUNT FROM THIS ADVERT

Please scan this QR code to find out more

SCAN ME

ACCESS Garden Products

MINI GREENHOUSES AND GROWHOUSES
Ideal where space is limited

- Toughened Safety Glass
- Extra Strong Aluminium
- Adjustable Shelving
- Mist Watering

MADE IN BRITAIN

We are sorry we are not able to be at this year's show. For all our show offers go to www.garden-products.co.uk/hydeoffers

Client
Access Irrigation

Project
Full Page Advert

Overview
This advert is part of a series that are rotated throughout the year to advertise different sized growhouses.

Are you thinking about changing the boilers in your Church or Historic Building?

Well, now is your opportunity to think about improving the efficiency of your boiler plant by replacing!

- Is your boiler costing more to run than it should?
- Is your boiler safe?
- Is your boiler harming the environment?
- Is your heating safe?
- Is there a better way to heat your building?

We can help you find the answer. Call now to arrange a free visit.

CR remeha
energy solutions

Cowley Group
01737 761397
www.cowleygroup.co.uk

Client
Cowley Group

Project
Full Page Advert

The Brief
Create a simple but eye-catching advert which stands out from other adverts in trade magazines, utilising current corporate branding.

FMH CONVEYORS
A DURANT COMPANY

Leader in loose loading and unloading solutions

Are you looking to:

- Reduce your load/unload times?
- Improve operator working conditions?
- Make your processes more efficient?

FMH Conveyors, Brunel Road, Enfield Industrial Estate | Corby, Northamptonshire, NN17 9JG
Tel: +44 (0)1536 206900 | Fax: +44 (0)1536 206605 | sales@fmhconveyors.co.uk

Client
FMH Conveyors

Project
Half Page Advert

Overview
Utilising brand guidelines we were to create an advert that was simple but corporate.



Client
Glazerite

Project
Customer Desk Calendar

The Brief
A calendar to double as a useful tool for customers and promotional material for Glazerite suppliers and products.

In recent years they have also used it to promote their chosen charity.



Client
The Harboro Rubber Co Ltd

Project
Customer Wall Calendar

The Brief
A calendar to promote the Dainite brand around the world, incorporating customer images and logos.



Client
BF Bassett and Findley

Project
Customer Desk Calendar

The Brief
A calendar to be sent to BF's customers every year, to keep their contact details fresh in their customers' minds.

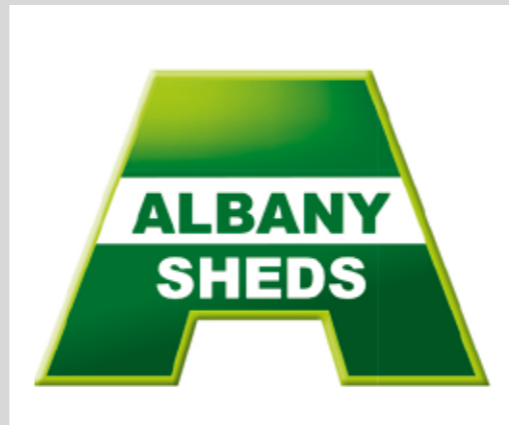
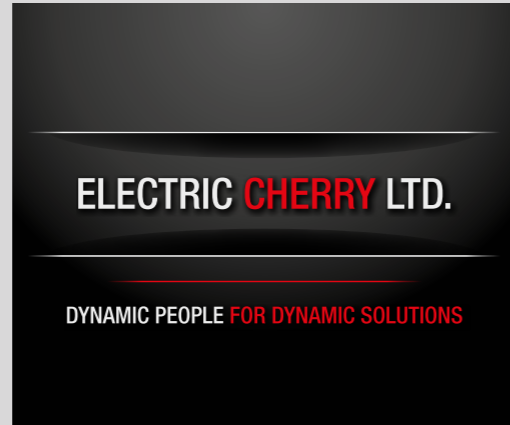
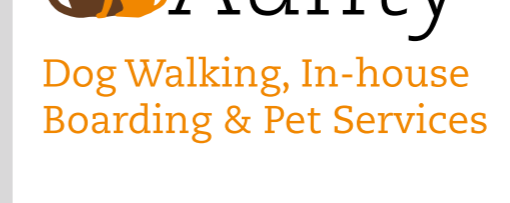
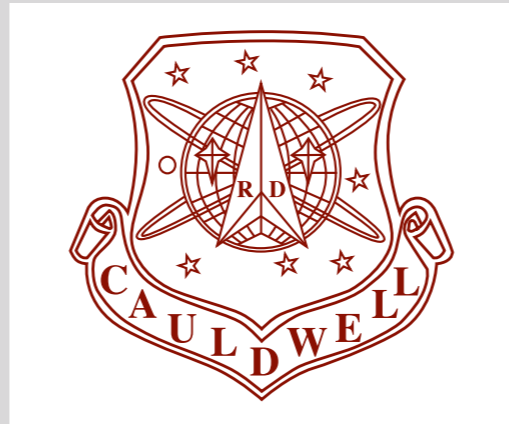


We regularly create menus, vouchers, coasters, outdoor or pull up banners, posters and other promotional items for large hotel groups as well as local businesses and can't wait to help you promote yours!

We can also organise mail drops for you if you would like to reach a wider audience with leaflets.



All of our logos are created to your specification and supplied to be used in any application. Already have a logo but don't have high resolution artwork? We can recreate it!



Client Sartoris
Project Logo recreation and development
Overview
 We were asked to recreate the original BikerTidy logo and then develop them for other parts of the business, to keep their brand consistent.



We regularly produce product photography for our clients. We provide finished, cleaned shots with cut-outs if required for use in design campaigns.

Illustrated backgrounds can also be incorporated with your photography for a unique look.



Can't afford lavish location shots?

We can take original shots, cut them out and place them in a location of your choice.





We have created numerous bespoke pieces of artwork for company vehicles. It is a useful promotional tool that ensures the general public are aware of your presence.



We are often asked to produce a packaged campaign for a client. An example of this would be our Christmas Marketing Pack:

Contents:

- Covering Letter
- Personalised wraparound
- Christmas Card
- Funny Faces Pack
- Calendar
- Chocolate Bar
- *Box for contents

Lonsdale

DIRECT SOLUTIONS

Your direct contact is:

Tania Oates | Creative Designer

+44 (0)7500 18 17 14

tania.design@lonsdaledirect.co.uk

Head Office:

Denington Estate, Wellingborough, Northamptonshire NN8 2RA

Tel: 01933 22 88 55 | www.lonsdaledirect.co.uk



We look forward to discussing projects and ideas with you

Our large premises embrace:

- Lithographic Print
- Digital Print
- Large Format Print
- Design/Artwork
- Integrated Product (Labels & Cards)
- Fulfilment, Direct Mailing, Personalisation
- Storage and Distribution
- Promotional Products

Providing:

- 24-hour coverage
- Up-to-the-minute scheduling providing immediate information on your projects
- Fast turnarounds when needed for tight deadlines
- A Quality Assurance system for ease of progression
- Automated colour consistency ensuring optimum accuracy
- FOGRA approved proofs
- Regularly maintained presses and finishing systems, to ensure a smooth transition of your collateral
- Samples of materials and finishes