



designinc
Branding



Design Incorporated is a full service branding, design and marketing agency, so when it comes to briefing and sharing market knowledge you need only partner one company for all your marketing needs. We will get under the skin of your brand and work with you both reactively and proactively.

Our core business is providing full-service solutions to our clients. The best bit about incorporating all disciplines is that it makes life much more interesting. At Design Incorporated our hardworking specialists are busy creating campaigns for all kinds of media through all sorts of channels.

All of these are bound together by one thing. We think incorporated. Whether we do all your communications or only some of them, we guarantee to add value to how people see your brand.

Frank Norman

Client Services Director

Attenda
Business Critical **IT**



Level 1 imagery must have eye contact and be natural in the composition. These images should reflect real people.

The backgrounds should represent a colour from the palette.

Level 1 - People Portraits



Level 2 imagery must feature one dominant colour from the Attenda colour palette.

The imagery style must be of candid scenarios with a strong metaphor.

Level 2 - People lifestyle



Level 3 detail shots to complement the body copy. These images must contain a human element.

Level 3 - Supporting imagery



Level 4 images can be used on any level but must use the full spectrum of colour.

Level 4 - Addition imagery

Scope

The range of campaign support we provide for Attenda includes the full marketing mix, online and offline, experiential as well as internal communications sales support, conference and event support.

- Message development
- Identity
- Colour
- Imagery
- Tone of voice
- Copy
- Stationery
- Reports/White Papers/Forms
- Marketing materials
- Printed collateral
- Promotional /gift items
- Experiential
- Website and other digital assets
- Video

Indroducing

Vibrants

Definition of vibrant

vi·brant (vbrnt)

adj.

1. a. Pulsing or throbbing with energy or activity: the vibrant streets of a big city.

b. Vigorous, lively, and vital: "a vibrant group that challenged the . . . system" (Philip Taubman).
2. Exhibiting or characterized by rapid, rhythmic movement back and forth or to and fro; vibrating.
3. Produced as a result of vibration; resonant or resounding: vibrant voices.
4. Relatively high on the scale of brightness: a vibrant hue.

The vibrants concept is based on the metaphor of Attenda providing Business critical IT that is alive, a spectrum of solutions and more colourful than the competition.

An imagery hierarchy has been created to represent a vibrant world. An Attenda colourscape.

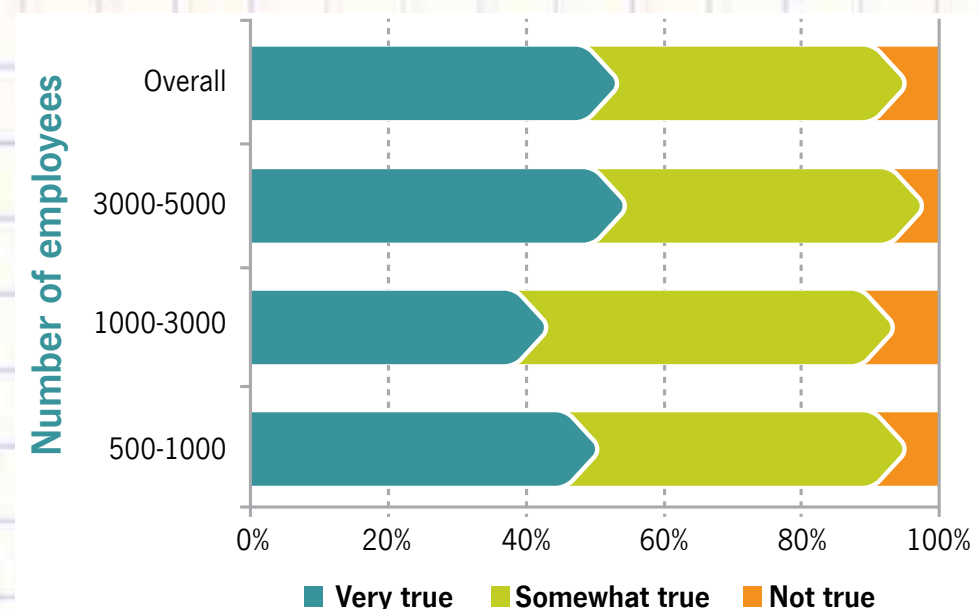


Figure 20: what are the top three issues for your organisation when selecting partners to work with on IT service delivery?

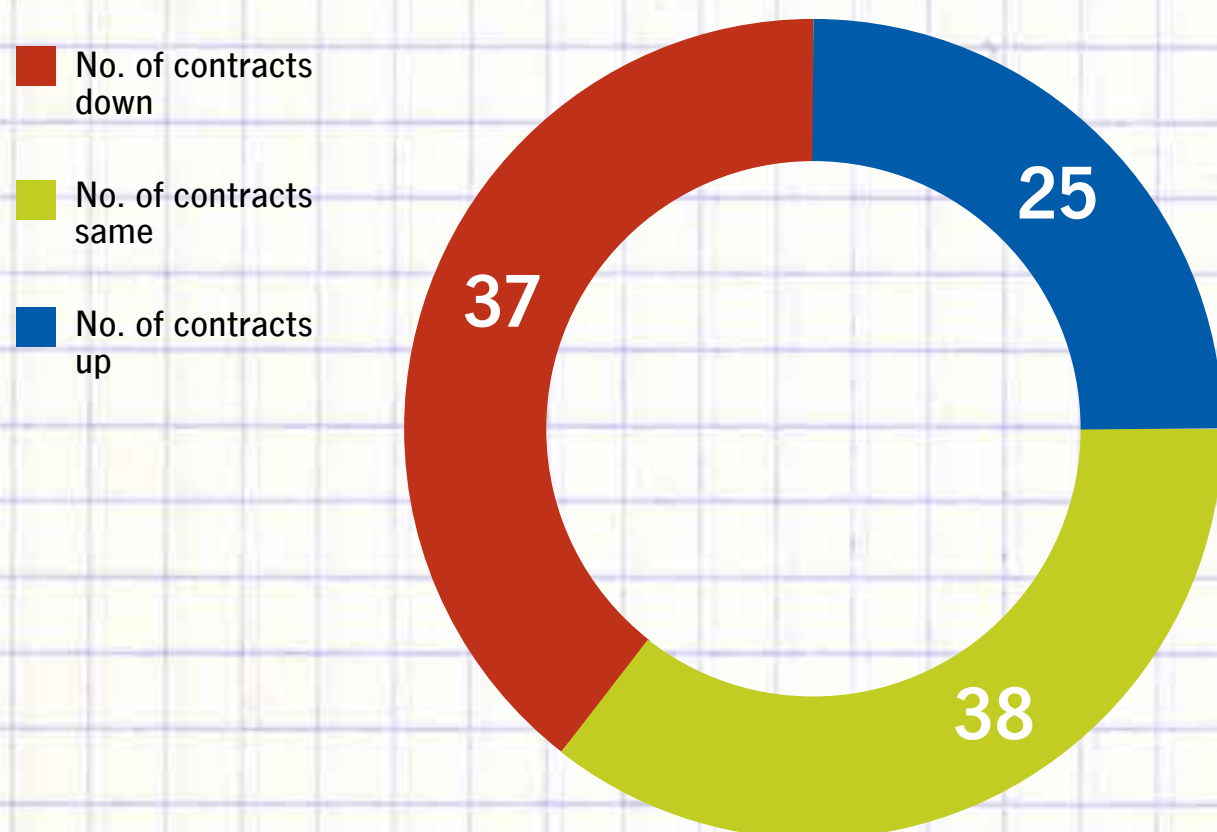
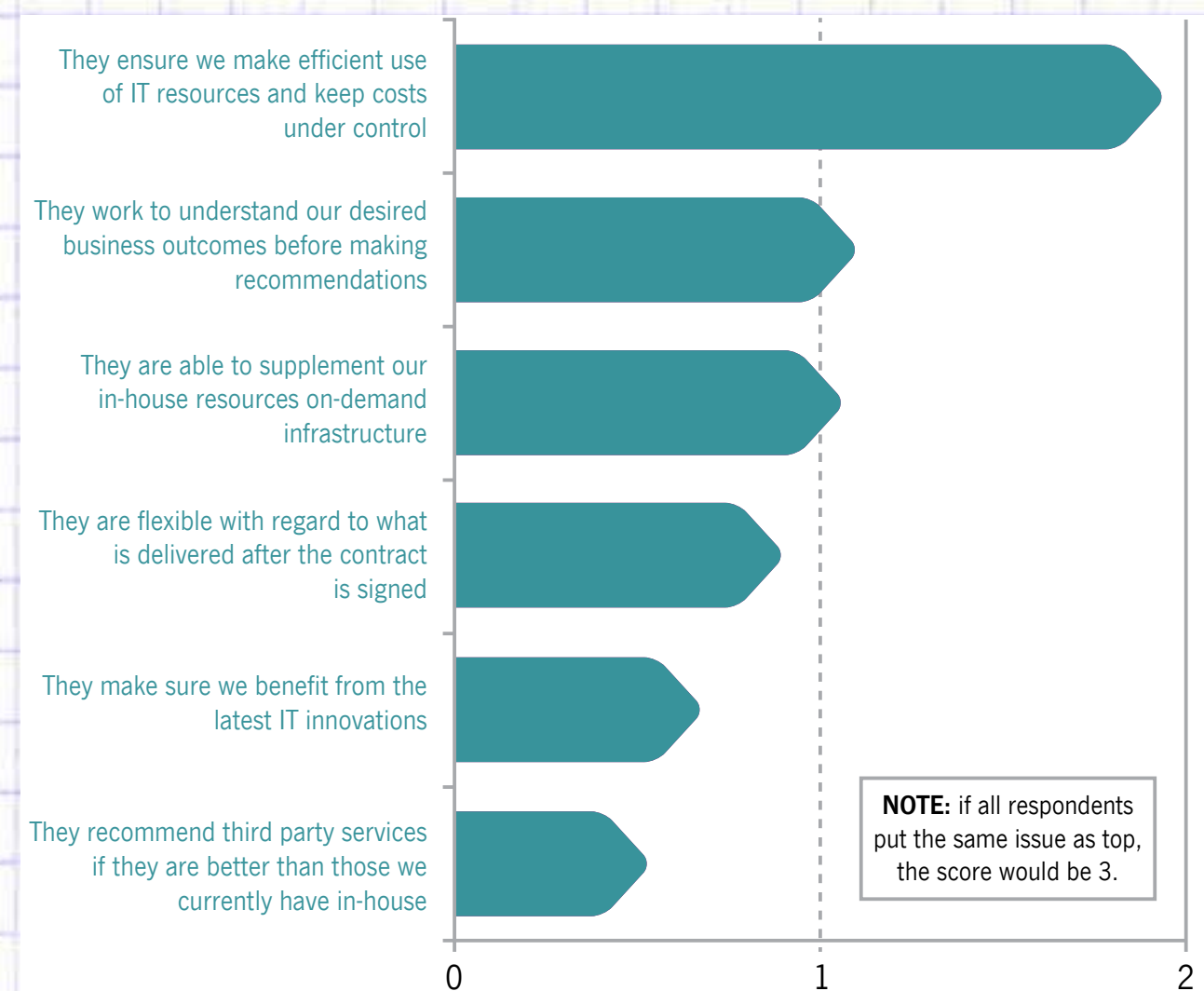


Diagram style

WHITE PAPER

THE MID-MARKET CONUNDRUM

How to achieve 'best-in-class' IT application delivery with limited resources

Attenda
Business Critical

quocirca



Ray Blackman
Director of Consulting
& Professional

Getting your house in order

The prerequisite of service

Lack of insight and control of their IT estate is the common cause of inadequate service, excessive costs and unnecessary risks, in as many as 75% of mid to large enterprises. In practice, it has been estimated that service levels can be as much as 50% lower than expectation, costs can be 30% higher than they should be, and risks, in terms of both security and regulatory compliance, can be three or four times greater than necessary, without a 'holistic' view of the IT estate.

Here we will discuss why, and how, organisations need to better understand and manage their IT estate (assets) as a basis for improving service, reducing costs and mitigating

Attenda
Business Critical

Opinion Piece

Attenda
Self-Managed
IaaS



IT Agility in a constantly changing world

In today's constantly changing world, your I.T. must adapt to align with changing business needs. You need to develop new applications and services quickly and easily, whilst maintaining and enhancing existing services.

Attenda Self-Managed IaaS provides on demand computing resources, using a flexible platform that can be fully self-managed. The solution delivers cost savings, capacity flexibility and rapid provisioning.

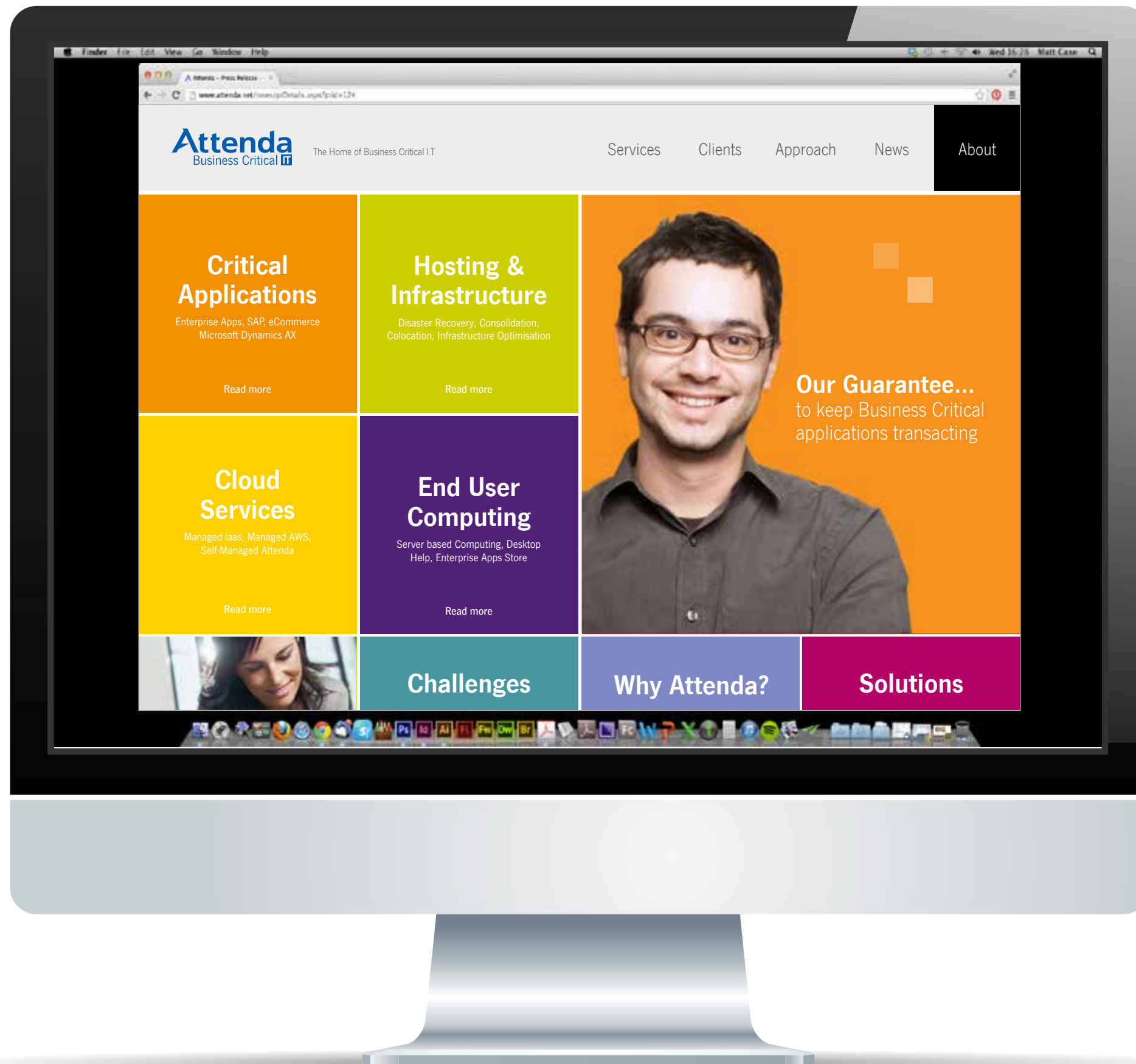
coupled with simplified self-service configuration and management. With our Self-Managed IaaS you can mix and match resources to fit your precise needs to accommodate traffic spikes, test and development needs and other variable load applications. The ability



Attenda
Business Critical

Fact Sheet

White Papers



Maudsley Simulation





Scope

- Brand identity
- Imagery
- Colour palette
- Tone of voice
- Stationery
- Literature
- Environmental graphics

Community psychiatry assessment skills simulation (ComPASS)

Course Outline

This one-day inter-professional course is aimed at community psychiatric nurses, social workers, occupational therapists, support workers, psychologists and doctors working in community mental health teams. The course addresses issues arising in community mental health teams with a focus on assessment.

Participants will be involved in a series of simulated scenarios using actors. Debriefing models are employed to assist participants to learn positively and constructively from the experience.

Aims

For participants to:

- Improve their assessment and management of new patients.
- Improve their assessment and management of risk in a community setting.
- Gain more skills in multi-disciplinary working and communication within teams.
- Work more effectively with other agencies.

Learning Outcomes

After completing this course those attending will:

- Demonstrate improved skills in new patient assessment.
- Describe the features of a short and long-term management plan for a new patient.
- Demonstrate improved skills in working within the multi-disciplinary team.
- Demonstrate improved confidence and skills in working and communicating effectively with other agencies.



Perinatal mental health

Course Outline

This one-day inter-professional course is suitable for a range of professionals in health and social care who are involved in the care of women with mental health problems, both during pregnancy or following delivery. This includes all grades of psychiatrists, obstetricians and GPs, mental health nurses, midwives, health visitors and social workers.

Participants will be involved in a series of simulated scenarios focusing on the assessment and management of a variety of perinatal mental health presentations including antenatal and postnatal depression, postpartum psychosis, obsessive-compulsive disorder, personality disorder and substance misuse. Specific debrief models will be used to allow participants to learn positively and constructively from the experience.

The course addresses the challenges faced when seeing such patients in different environments including the emergency department, the obstetric ward, the GP surgery or community mental health team, and at home. It aims to get different professionals working together to further their understanding of the challenges faced in these situations and build confidence in dealing with them.

Aims

For participants to:

- Improve skills and confidence in the assessment and recognition of mental health disorders in the perinatal period and their management.
- Consider risk in perinatal ill-health and develop skills in risk assessment and risk management.
- Have a better understanding of the pathways for the management of women with perinatal mental health problems.
- Work more effectively with colleagues from across the multi-disciplinary team and between primary and secondary health care and social care when managing women with perinatal mental illness.

Learning Outcomes

After completing this course those attending will:

- Demonstrate improved confidence, knowledge and skills in the assessment and management of perinatal mental illness.
- Undertake a comprehensive risk assessment for women with perinatal mental illness with greater confidence.
- Demonstrate better understanding of the perspectives of other agencies involved in the care of women with mental health problems in the perinatal period.



Working with families and networks

Course Outline

This one-day inter-professional course is suitable for any professional working in adult mental health services. Staff of all levels and disciplines can be accommodated.

The course will allow participants to be involved in a series of simulated scenarios using actors and will use established debrief models to assist participants to learn positively and constructively from the experience.

It will explore some of the benefits and challenges of working with individuals' support systems and help professionals reflect on how best to work with networks and families to enhance clinical care and promote well-being and recovery. It aims to skill participants to work in ways that include family and social networks in all aspects of their work - in line with the "Triangle of Care".

Aims

For participants to:

- Develop ways of working more effectively with service users' families and support networks.
- Feel more confident in managing interactions with families and carers.
- Reflect on the challenges and benefits of working with service users' families and networks.

Learning Outcomes

After completing this course those attending will:

- Demonstrate improved confidence, knowledge and skills in working with families and networks.
- Demonstrate more awareness of the challenges and benefits that can arise when working with families and networks.
- Better reflect on their use of service users' support networks in their own clinical practice.



Simulation workshop at the mental-physical interface

Course Outline

This one-day inter-professional course is suitable for a range of clinicians involved in the management of patients with mental and physical healthcare co-morbidity in the general hospital and community setting; and the management of medical problems and emergencies in the mental health setting.

This course is aimed at all hospital and community doctors and nurses. These include trainees (foundation year, core medical, emergency medicine, core psychiatry, GP), hospital nurses (community and mental health) and health care assistants (HCAs). Any health care professionals working with the elderly, undertaking a mental health placement or with an interest in psychiatry would also benefit from this course. Participants will be involved in a series of simulated scenarios using actors and mannequins. Debriefing models are employed to assist participants to learn positively and constructively from the experience.

Aims

For participants to:

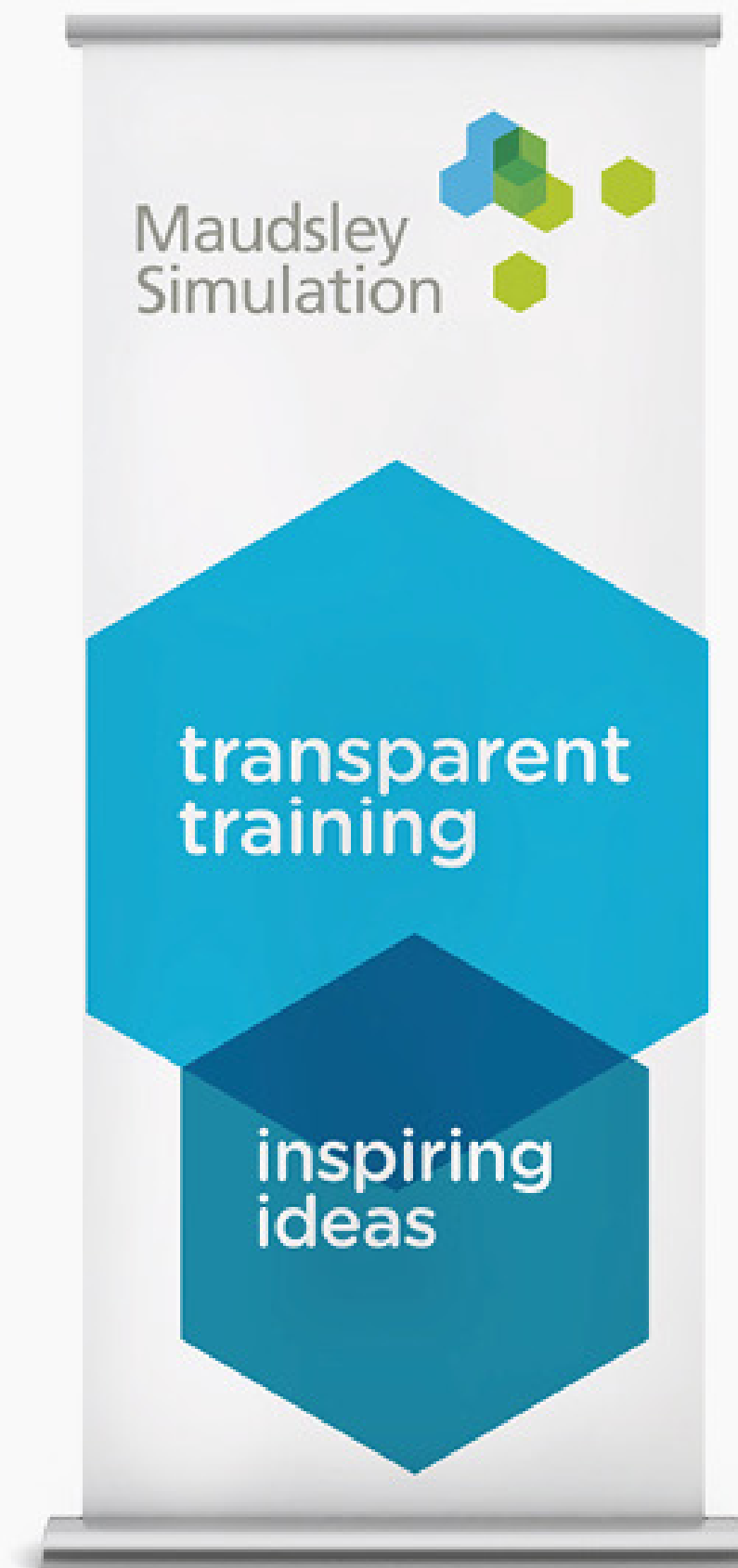
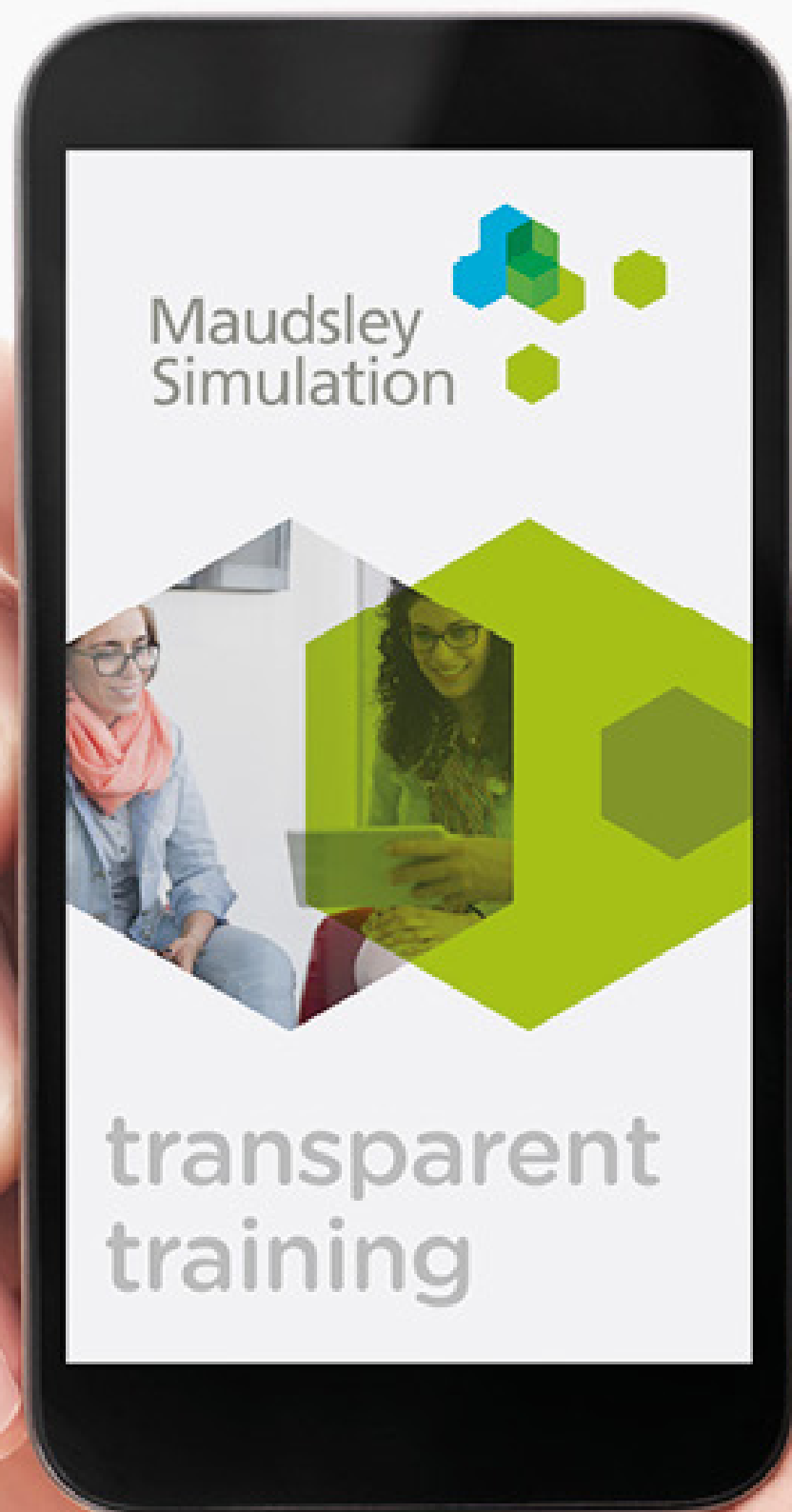
- Have a better understanding of what to do during the assessment and management of acute and community presentations of people with both physical and mental healthcare needs.
- Work more effectively with colleagues, including those from other specialities, when managing people with physical and mental health co-morbidity.

Learning Outcomes

After completing this course those attending will:

- Demonstrate improved confidence, knowledge and skills in the management of people with physical and mental health co-morbidity.
- Understand the role non-technical skills (such as team working and leadership) play in the management of people with physical and mental healthcare co-morbidity.
- Demonstrate improved communication and collaboration skills within the multi-disciplinary team.
- Have increased awareness of the challenges that can arise when managing people with mental health needs in general healthcare and community settings, and medical needs in mental health settings, and to discuss and practice strategies to overcome these.
- Have increased knowledge of and confidence in managing practical issues relating to the use of mental health legislation and capacity legislation applicable to a number of different settings.

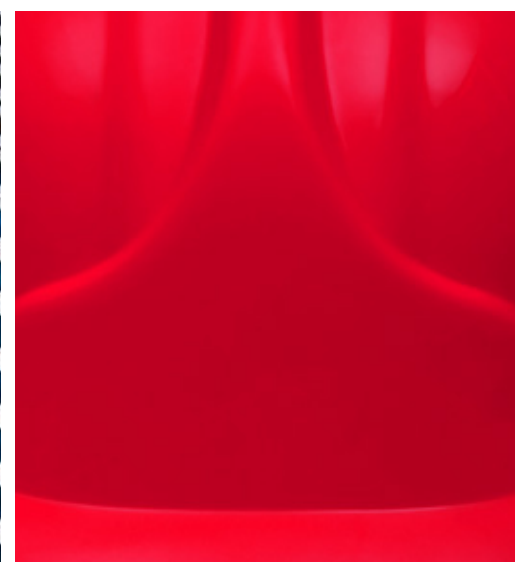
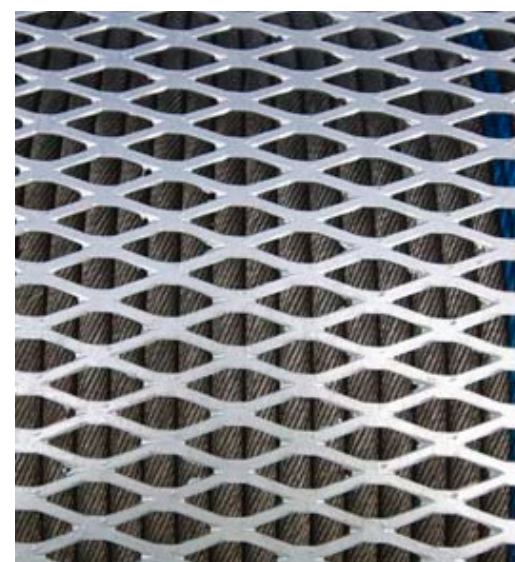
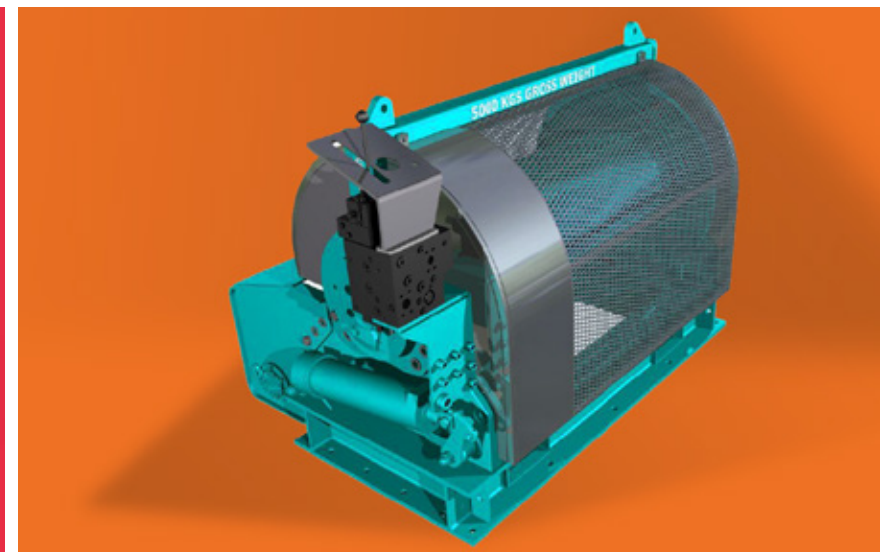
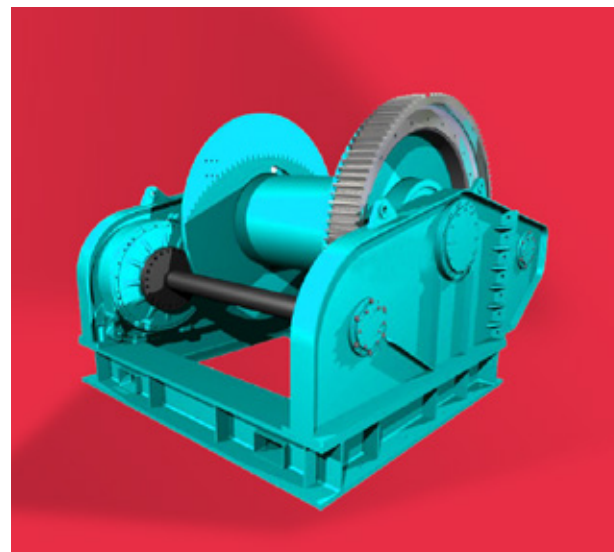




Maudsley
Simulation
Course guide
Spring 2015



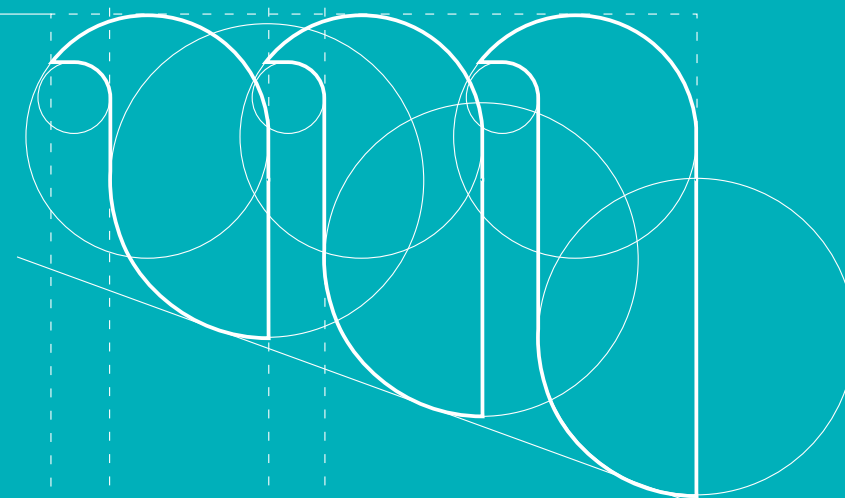
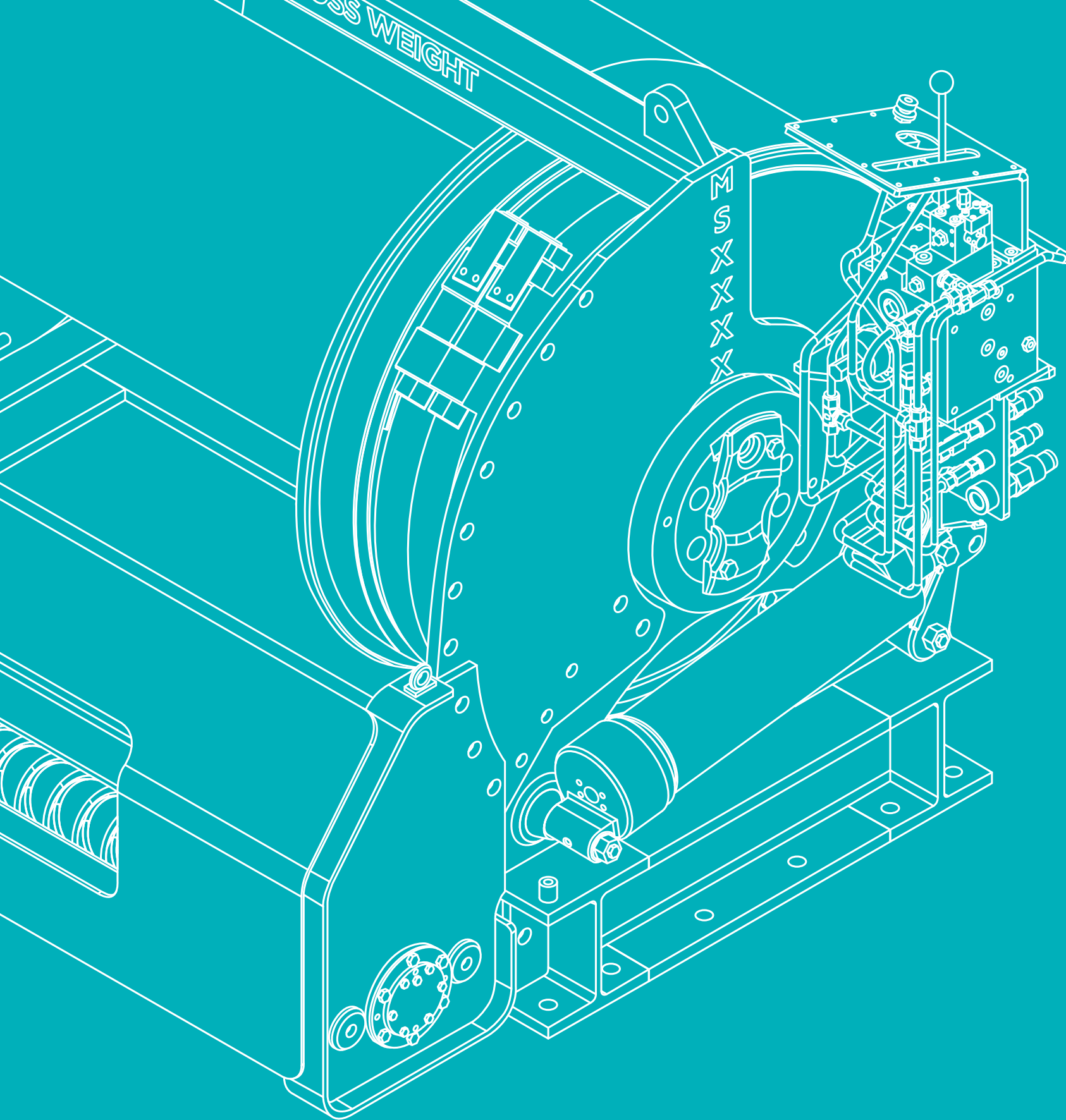




Scope

- Brand identity
- Imagery
- Tone of voice
- Colour palette
- Stationery
- Literature
- Experiential
- Signage
- Wayfinding





motive



motive



Marine Equipment Specialists

Rentals

People.
Product.
Performance.



Motive Rentals, part of the Motive Offshore Group, specialises in the rental of high capacity winches, umbilical deployment equipment and specialised subsea equipment.

We are committed to providing the industry with a new generation of high quality marine products and equipment that are safe, reliable and up-to-date to meet appropriate standards and deliver exceptional performance worldwide. Many of our product lines are DNV GL approved.

Our brand new products are manufactured by Motive Engineering, which offers in-house design engineering, fabrication, machining, assembly and testing. This allows for short manufacture lead times.

Coupled with a clean sheet approach and lean processing methods, quality and safety are prioritised throughout the manufacturing process.

Rental services

- Winch Rental Projects
- Subsea Equipment Rental
- Wire Spooling and Inspections
- Skilled Operators and Technicians
- Offshore Installation Services
- Umbilical Spooling / Deployment Services



motive-offshore.com

Rentals



motive



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Engineering

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We are committed to providing the industry with a new generation of high quality marine products and equipment that are safe, reliable and up-to-date to meet appropriate standards and deliver exceptional performance worldwide. Many of our product lines are DNV GL approved.

Headquartered at our 30-acre site in Boyndie, Aberdeenshire, Motive Engineering offers in-house design engineering, fabrication, machining, assembly and testing. This ensures control and quality is maintained throughout and allows us to offer short manufacture lead times.

Our comprehensive catalogue of standardised equipment can be tailored to fit most applications and includes a complete design and build pack. Bespoke equipment is also available with our experienced design team available to assist, regardless of the size of enquiry.

Marine Equipment Manufacture

- Drum Winches up to 300T WLL
- Spooling Winches up to 300T WLL
- Electric and Diesel HPUs up to 400kW
- Reel Drive Systems
- Pipeline / Umbilical Tensioners

Subsea Equipment Manufacture

Motive Engineering has designed and developed a range of innovative and multifunctional subsea equipment including:

- ROV Powered Subsea Winches up to 20T WLL
- DNV Certified Tooling, Debris and Pipe Recovery Subsea Baskets with a Payload of up to 25T



motive-offshore.com

Engineering

Marine Equipment Specialists



People. Product. Performance.

Motive Offshore Group, comprising of Motive Rentals and Motive Engineering, specialises in high capacity winches, umbilical deployment equipment and specialised subsea equipment.

High Capacity Winches
Electric / Diesel HPUs
Spooling Winches
High Capacity Cranes
Subsea Baskets

Subsea Winches
Reel Drive Systems
Tensioners
Manufacturing Services
Offshore Personnel

motive-offshore.com

Visit us on Stand 148



Marine
Equipment
Specialists



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VANTAGE



Performance improvement with SAP



Scope

- Website
- Logo Development
- Presentation Decks
- Social Media Entity
- Marketing
- eLiterature
- Online Banners/Video
- eNewsletter and eShots
- White Papers
- Press Release
- Exhibitions
- Business Stationary



Approach

The preferred design proposed was based on a home page and top level navigation set of close-up images of eyes - the metaphor being that Vantage enables looking closer with a new set of eyes and shows clients ways to enhance their business processes.

What is your viewpoint?



The Vantage logo is eye-shaped which added another graphical cue and we have also providing some brand evolution throughout the project. The brand imagery includes a strict hierarchy of imagery that reflects the consultant interview, the teams inside view, the clients outside view and the market sector overview





VANTAGE
Performance improvement with SAP

A closer look at your
business performance

Helping you do business better

Vantage Performance Solutions is a leading implementer of SAP Business Objects Enterprise Performance Management (EPM) software. These tools will reveal your business' financial performance and enable us to propose initiatives to improve that performance. Helping you do business better.

The Vantage Team has decades of experience in delivering performance improvement to clients across a variety of industry sectors and SAP application areas. SAP provides the tools, but it is what you do with these that count. Vantage leverages SAP tools to best effect to deliver on the following business solutions.

Data Services

Deliver robust and auditable data collection processes, with an automated repeatable system that reduces risk and improves efficiency.

Financial Planning & Consolidation

Reduce planning cycles and their associated costs whilst at the same time increasing flexibility and accuracy of financial plans and information.

Profitability and Cost Management

Increase profitability through answering questions like: "Which of my products is most profitable and why? Why certain channels to market deliver most profit and others don't? How can we reduce cost without impacting profitability and customer value?"

Business Intelligence

Make better informed decisions right across your business through instant access to key information for all. Enable business users to act with their eyes wide open to maximise revenues and market knowledge, as well as reduce costs, save resources and ultimately see an increase in your overall business performance.

Outsourced Management Services

Let us manage your EPM and Business Intelligence system so that you can concentrate on running your business.

Enter our Prize Draw today at Value Vision 2011

Vantage will be giving away a Magnum of Champagne for every 20 delegates that enter. To enter, simply hand your business card over to one of our representatives for your chance to win today.



Missed us at Value Vision?

If you missed us at Value Vision, don't worry, you still have time to enter our prize draw by visiting Vantage on-line at www.vantage-ps.com/value-vision2011

The draw will take place at 5pm on Wednesday 30th November 2011 and entrants will be notified of the winners by e-mail.

www.vantage-ps.com

VANTAGE
Performance improvement with SAP

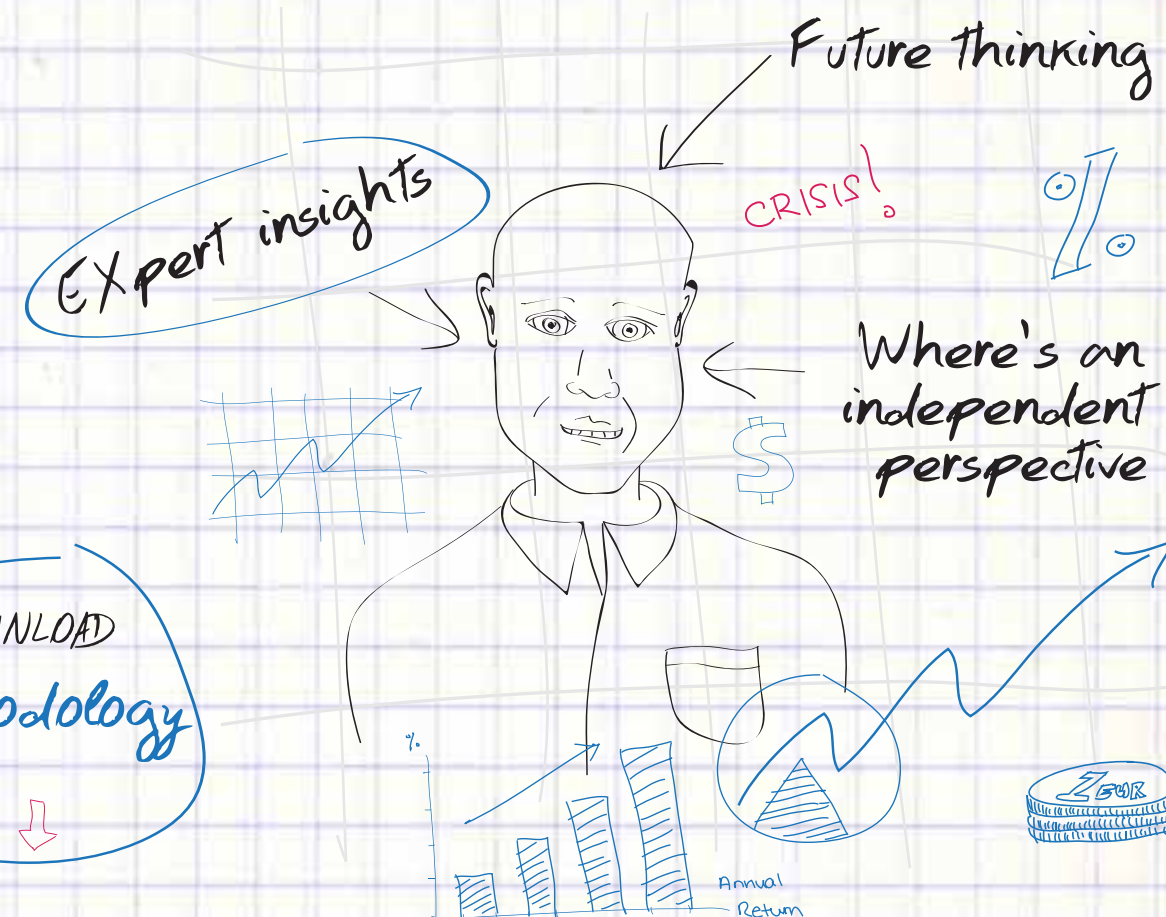
NEWS RELEASE

16th July 2012: Vantage Performance Solutions
recognised by Gartner for its work in the CPM space

DOWNLOAD
White Papers

DOWNLOAD
Work in progress

DOWNLOAD
Methodology



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Business Value from IT



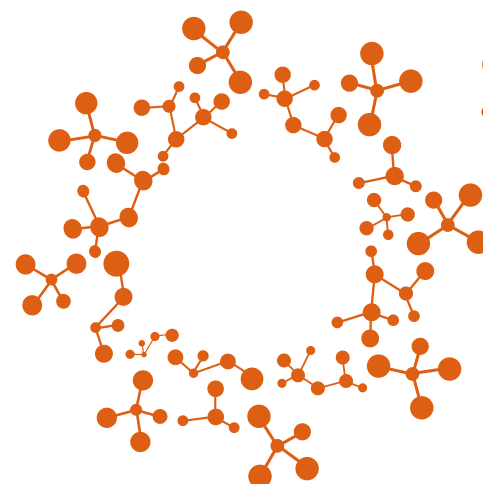
Strategy &
Architecture



Change &
Transformation

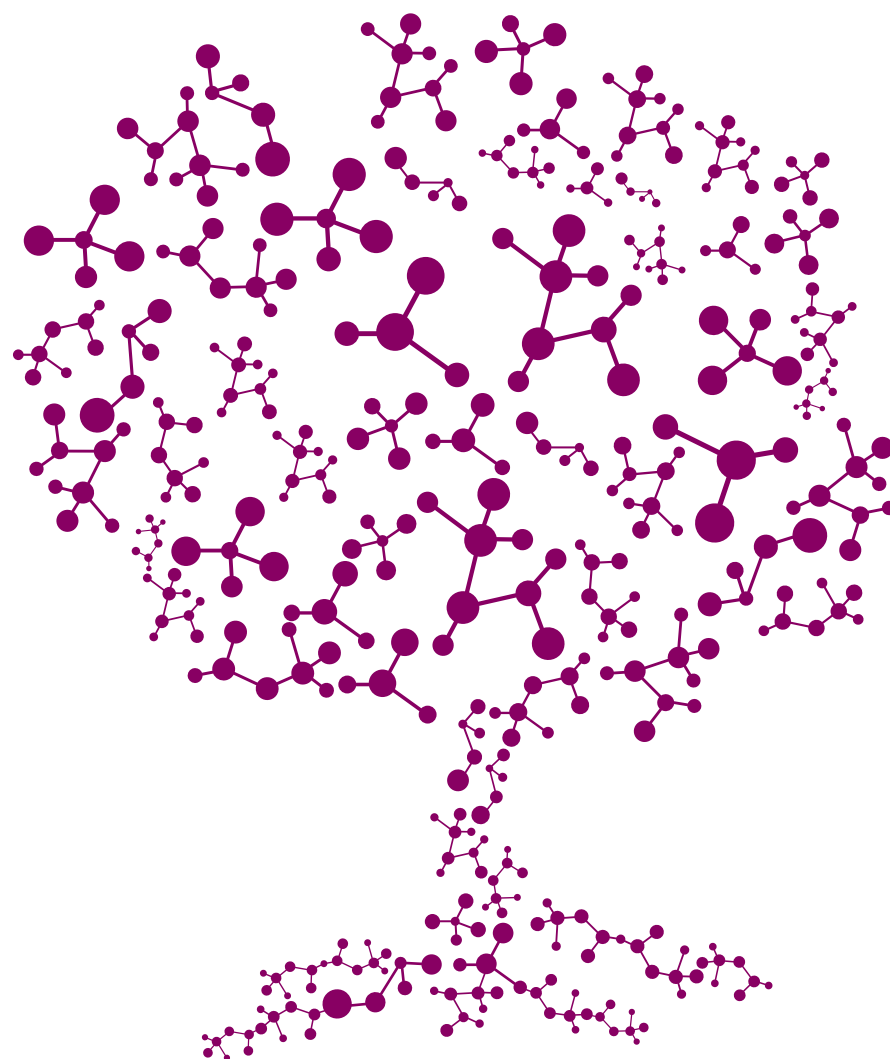


Sourcing &
Commercial
Management



Operating Model
& Organisation

Service
Improvement



Governance,
Risk & Compliance

Scope

- Values and mission development
- Message development
- Identity
- Colour
- Imagery
- Tone of voice
- Copy
- Stationery
- Reports/White Papers/Forms
- Marketing materials
- Printed collateral
- Promotional /gift items
- Exoeriential
- Website and other digital assets

Diagram style

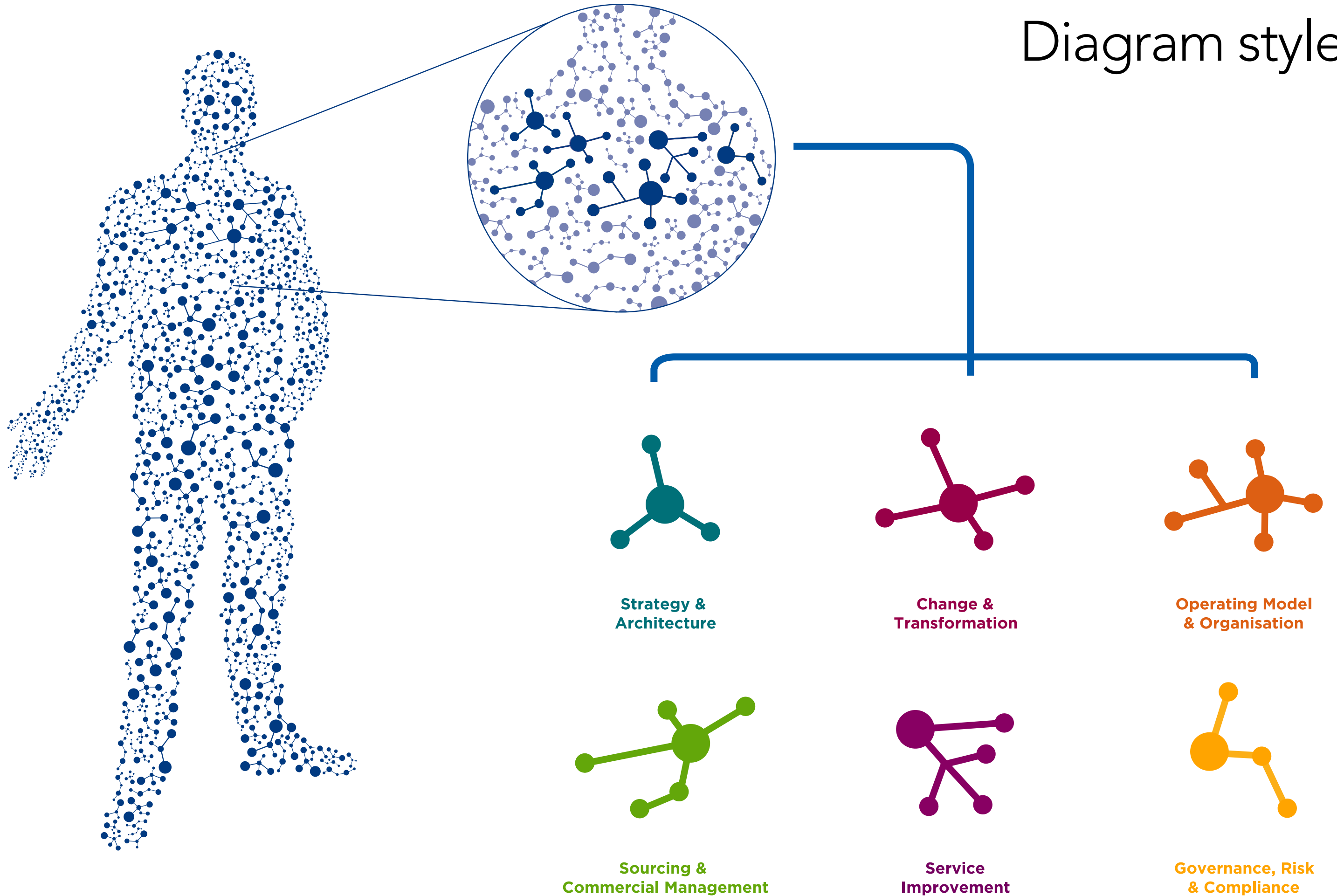




Image style

virtrium

Proposal

MAN Investments Service Definition Proposal

For Client	MAN Investments
Organisation	MAN Investments
Submitted by	Consultant Name Consultant email Consultant Mobile
Project Ref	
Date	

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Service Improvement

Data Sheet

IT Service Management is a process-based discipline designed to maximise the benefits derived from information technology applications. It aligns IT service delivery with the immediate and changing needs of an enterprise. Wherever an organisation is on its IT Service Management maturity journey it demands continuous service improvement to reduce costs, raise standards and faultlessly deliver business benefits.

The Challenge

The most innovative and functionally rich suite of IT applications and back-office utilities only benefit an enterprise when they are stable, reliable and delivered transparently to their customers. Achieving this efficiency in a lowest cost environment demands a great deal of time, attention and experience. Many organisations find it difficult to provide the necessary focus to establish and execute a productive programme of continuous service improvement using already stretched internal resources.

Virtrium's Approach

The most successful and effective service delivery improvements are achieved through a step-wise evolution rather than a big bang metamorphosis. An evolutionary approach encourages operational staff to accept and influence the changes required along the journey. Without sacrificing pace and energy, an improvement evolution:

- represents a low risk to maintaining continuity of service;
- allows directed reaction and fine tuning as the business and IT environments move in response to market, industry and internal change;
- builds on existing expertise and good practice.

Virtrium's experienced consultants will assist your organisation in assessing its current service management maturity and capability and, having helped you articulate a desired future state, work with you and your teams to plan and execute a successful service improvement programme.

Our approach is collaborative and interactive combining Virtrium's thought leadership and industry expertise with your knowledge and business requirements. We ensure full knowledge and skills transfer - in the use of our proven intellectual property, tools and techniques - from our consultants to your staff, so that continuous service improvement evolves as a natural part of your routine service management practice.

virtrium

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www.virtrium.co.uk



The Benefits

- Smoother transition from application development to live production.
- Enhanced continuity of production service delivery.
- Improved operational efficiency.
- Increased Service Management maturity and capability.
- Closer alignment of business requirements to IT service delivery.

Trevor Didcock, CIO, easyjet said:

"Virtrium's assistance in the review of the IT function gave me a consolidated and evidenced view of our improvement opportunities and provided a pathway to develop our maturity to deliver the new enterprise strategy. The Virtrium team subsequently helped us transform the IT Service Delivery function more rapidly and more surely than we could have achieved on our own."



Case Study Strategy & Architecture



*"Quote form
client Apic tent
perit atquis dem
apis iducium
quassi tempore
pliquaut utatem
ali"*

Name of Person
Job Title

The IT estate for the business has evolved through a series of acquisitions which has created a complex range of technologies, services and suppliers which are sub-optimal and expensive to operate. The IT organisation had recently been restructured and there was now an opportunity to examine alternative sourcing.

Opportunity

Virtrium was asked to review the current situation and make recommendations for its improvement which was to include:

- Identification of options for retention and/or external sourcing for service segments along with justifications for each choice
- Potential supplier sourcing models to be applied including target transformational areas
- A proposed outline governance framework to be used in delivering IT services to the business, regardless of the source of these services.

Approach

Virtrium applied a structured approach consisting of three stages: **Discovery, Options Analysis & Marketplace Review** and creation of a **Findings Report**.

A range of key stakeholders from each area of IT were engaged during the Discovery process to understand key business drivers and issues as well as the current service and project status.

As part of the marketplace review Virtrium was able to mobilise its Forum membership of leading corporate organisations to gauge how they had optimised sourcing arrangements and identify any potential pitfalls that were encountered.

Services were grouped into service towers that could be readily aligned with the supplier market in order to

capitalise on mature service offerings and exploit competitive pressures. The analysis considered both an in-house transformational approach as well as outsourced options.

In addition the assessment considered the alternative commercial models available including risk reward, utility and transformational deals. The transition and governance considerations were reviewed along with the associated risks.

Outcome

The findings concluded that there was a **significant cost benefit** associated with the implementation of an outsourcing strategy. Furthermore it was concluded that a multi-source strategy should be followed which would ensure that optimally sized suppliers with appropriate specialist skills could be aligned to particular service towers.

The service tower approach also meant that a phased approach to the transition could be adopted which would **minimise risks** and ensure that benefits were realised in the short term.

There were some key business savings targets which needed to be achieved in the next twelve months and the phased strategy enabled the outsourcing of testing services in the short term which would significantly **reduce contractor numbers** and deliver immediate in year cost savings.

Exit planning

Prepare today to avoid an unhappy ending

virtrium

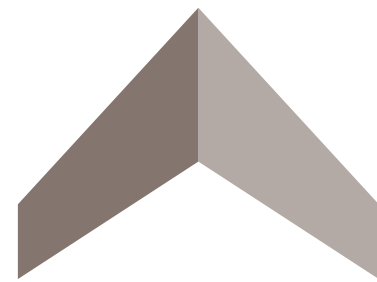
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Business Value from IT

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A F F I N I T Y



Scope

- Brand identity
- Imagery
- Tone of voice
- Colour palette
- Stationery
- Literature
- Website
- DM
- Event
- Experiential
- Environmental graphics
- PR



INVITATION

TO A LAUNCH ON A LAUNCH

AFFINITY



Affinity Aviation requests the pleasure of your company at our exclusive company launch event on Lake Geneva. Spend an evening cruising the lake whilst taking in the wonderful views and enjoying fine wine and food.

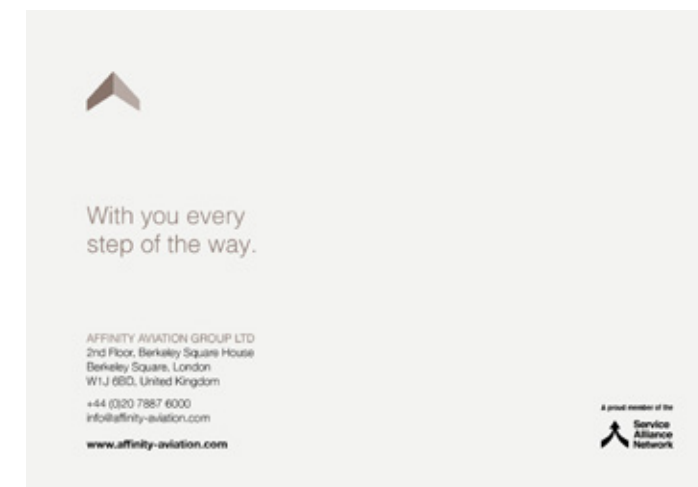
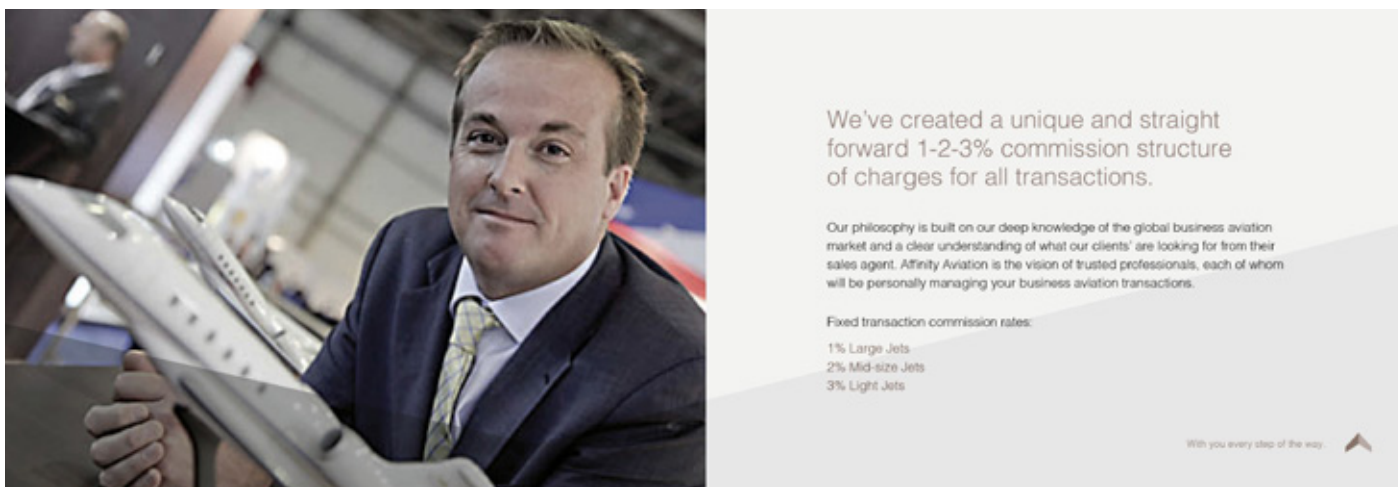
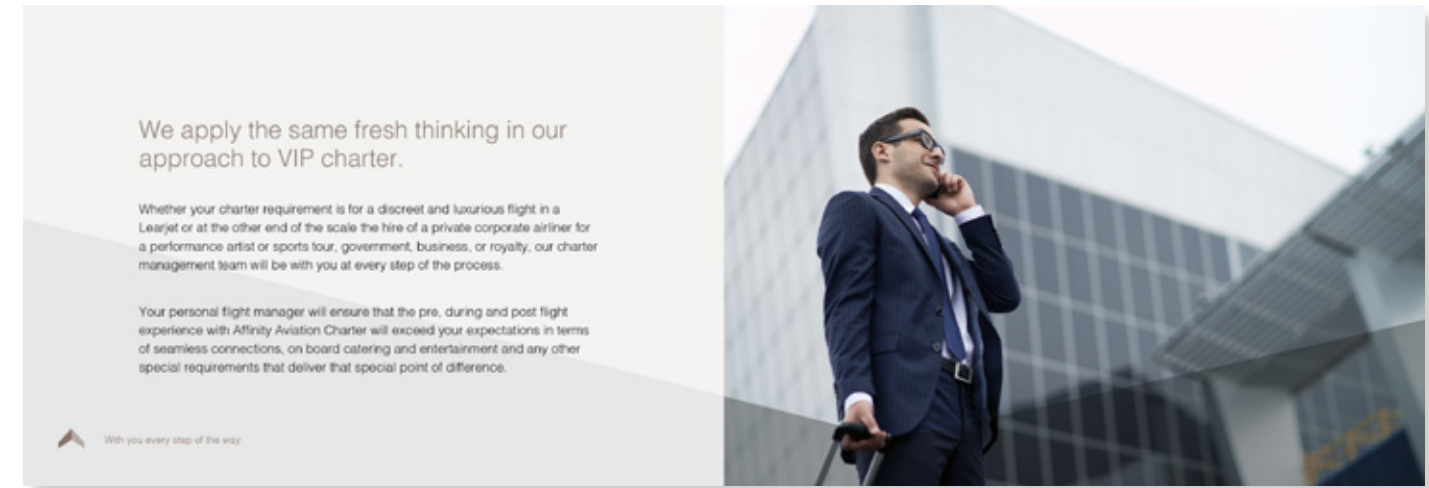
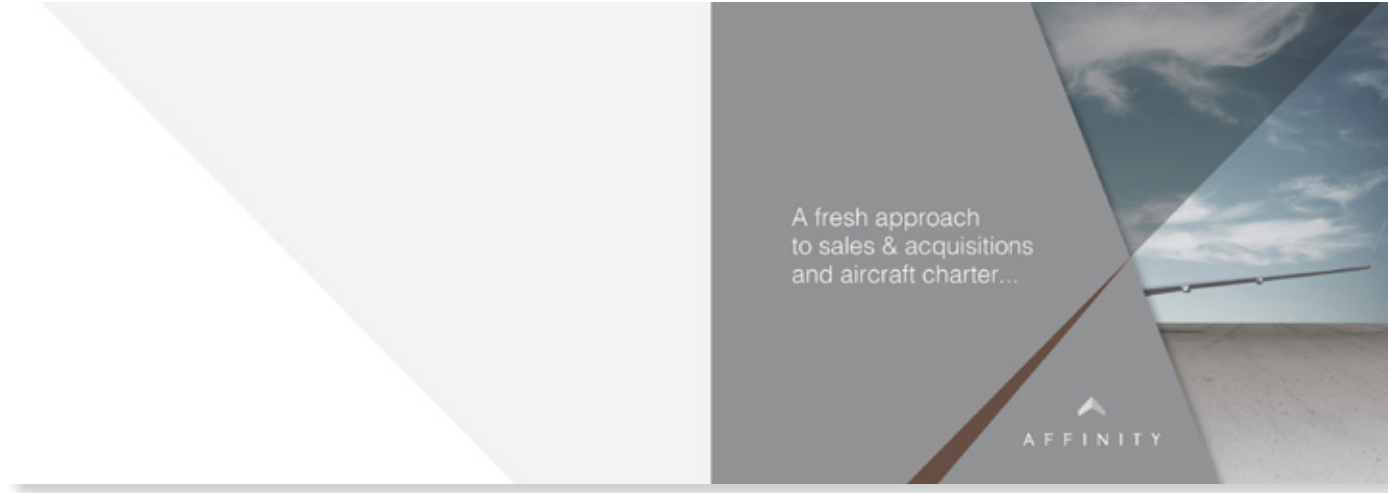
TUESDAY 19TH MAY 2015, 18.00 - 20.00

COMPLIMENTARY TRANSFERS FROM
PALEXPO AT 17.00 AND LEAVING AT 17.30

RSVP INFO@AFFINITY-AVIATION.COM

*Please advise with your RSVP if a drop off will be required
and if you have any special food requirements.*

AFFINITY





'Affinity' noun

a spontaneous or natural liking for someone or something.

synonyms: empathy for, rapport with, sympathy for, accord with, harmony with, relationship with, bond with, fellow feeling for, closeness with/to, understanding of/for,

SELL



SOURCE



FOR SALE



LATEST NEWS

Affinity Aviation launches at EBACE 2015....





With you every step of the way

*A fresh approach to aircraft
sales & acquisitions*

2010 Bombardier
Global Express XRS
9H-IRA (SN 9319)



With you every step of the way



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