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
Level 1 - People Portraits
Level 2 - People lifestyle
Level 3 - Supporting imagery
Level 4 - Addition imagery

Level 1 imagery must have eye contact and be natural in the composition. These images should reflex real people. The backgrounds should represent a colour from the palette.

Level 2 imagery must feature one dominate colour from the Attenda colour palette. The imagery style must be of candid scenarios with a strong metaphor.

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

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

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
- Exoeriential
- Website and other digital assets
- Video
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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?

- They are able to supplement our in-house resources on-demand infrastructure
- They work to understand our desired business outcomes before making recommendations
- They ensure we make efficient use of IT resources and keep costs under control
- They are flexible with regard to what is delivered after the contract is signed
- They make sure we benefit from the latest IT innovations
- They recommend third party services if they are better than those we currently have in-house

NOTE: if all respondents put the same issue as top, the score would be 3.
How to achieve ‘best-in-class’ IT application delivery with limited resources

IT Agility in a constantly changing world

In today’s constantly changing world, your IT 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...

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 risk. It’s easy to see why. In 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 legal, and 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 risks.

Ray Blackman
Director of Consulting & Professional Services

White Papers

Opinion Piece

Fact Sheet
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.

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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 risks.
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.

**Aims**

- For participants to:
  - Identify the principles and challenges of mental health assessment
  - Recognise the importance of working with families and networks
  - Describe the features of a short and focused assessment
  - Demonstrate improved skills in working and communicating within teams
  - Use simulated cases to develop ways of working more effectively with others

**Learning Outcomes**

After completing this course those involved will be able to:

- Improve their assessment and management of new patients
- Describe the features of a short and focused assessment
- Demonstrate improved skills in working and communicating within teams
- Use simulated cases to develop ways of working more effectively with others

---

**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.

**Aims**

- For participants to:
  - Understand the role of mental health professionals in perinatal mental health care
  - Demstrate improved confidence and skills in working with families and networks
  - Consider risk in perinatal ill-health and co-morbidity
  - Undertake a comprehensive risk assessment in perinatal mental health
  - Understand the role of non-technical skills and teamwork in perinatal mental health care

**Learning Outcomes**

- For participants to:
  - Understand the role of mental health professionals in perinatal mental health care
  - Develop ways to work more effectively with families and networks
  - Demonstrate improved confidence and skills in working with families and networks
  - Undertake a comprehensive risk assessment in perinatal mental health
  - Understand the role of non-technical skills and teamwork in perinatal mental health care

---

**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.

**Aims**

- For participants to:
  - Develop ways to work more effectively with families and networks
  - Demonstrate improved confidence and skills in working with families and networks
  - Undertake a comprehensive risk assessment in perinatal mental health
  - Understand the role of non-technical skills and teamwork in perinatal mental health care

**Learning Outcomes**

- For participants to:
  - Understand the role of mental health professionals in perinatal mental health care
  - Develop ways to work more effectively with families and networks
  - Demonstrate improved confidence and skills in working with families and networks
  - Undertake a comprehensive risk assessment in perinatal mental health
  - Understand the role of non-technical skills and teamwork in perinatal mental health care

---

**Simulation workshop at the mental-physical interface**

**Course Outline**

This one-day inter-professional course is suitable for staff involved at mental-physical interface, including mental health nurses, midwives, primary care and mental health doctors, and other health and social care professionals. Staff of all levels and disciplines can be accommodated.

**Aims**

- For participants to:
  - Understand the role of mental health professionals in perinatal mental health care
  - Develop ways to work more effectively with families and networks
  - Demonstrate improved confidence and skills in working with families and networks
  - Undertake a comprehensive risk assessment in perinatal mental health
  - Understand the role of non-technical skills and teamwork in perinatal mental health care

**Learning Outcomes**

- For participants to:
  - Understand the role of mental health professionals in perinatal mental health care
  - Develop ways to work more effectively with families and networks
  - Demonstrate improved confidence and skills in working with families and networks
  - Undertake a comprehensive risk assessment in perinatal mental health
  - Understand the role of non-technical skills and teamwork in perinatal mental health care
Scope

- Brand identity
- Imagery
- Tone of voice
- Colour palette
- Stationery
- Literature
- Experiential
- Signage
- Wayfinding
Motive Offshore exhibition stand

Marine Equipment Specialists

Scope

• Brand identity
• Imagery
• Tone of voice
• Colour palette
• Stationery
• Literature
• Experiential
• Signage
• Wayfinding
Motive Rentals, part of the Motive Offshore Group, specialises in the rental of high capacity winches, umbilical deployment equipment and specialised subsea equipment.

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

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

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


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 allows for 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.

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

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

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Marine Equipment Specialists

Registered in Scotland No.383640 LRQA. Certified to ISO 9001:2008 Standard

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Scope
• Website
• Logo Development
• Presentation Decks
• Social Media Entity
• Marketing
• eLiterature
• Online Banners/Video
• eNewsletter and eShots
• White Papers
• Press Release
• Exhibitions
• Business Stationary
What is your viewpoint?

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.

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.

Scope

- Website
- Logo Development
- Presentation Decks
- Social Media Entity
- Marketing
- eLiterature
- Online Banners/Video
- eNewsletter and eShots
- White Papers
- Press Release
- Exhibitions
- Business Stationary
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Vantage Performance Solutions is a leading implementer of SAP Business Objects Enterprise Performance Management (EPM) software. These tools will reveal your business’ performance and enable us to propose initiatives to improve that performance. Helping you do business better.

SAP provides the tools, but it is what you do with these that counts. 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 our exposure to reducing profitability and consumer value?

Business Intelligence
Make better informed decisions right across your business through instant access to key information for all. Enable business users to access information to maximise revenues and market share with data warehousing to maximise revenues and markets share.

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

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 online at www.vantage-ps.com/value-vision-2011. The draw will take place at 5pm on Wednesday 30th November 2011 and winners will be notified of the winners by email.

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.

About Vantage Performance Solutions
With a record for 100 per cent successful project delivery, and customer success is our number one priority.

“As the only specialist expertise Partner for SAP EPM Solutions in Europe, we continue to maintain our track record for 100 per cent successful project delivery, and customer success is our number one priority.”

Steve Crook, Director at Vantage Performance Solutions commented, “We have worked hard to develop our individual practices for delivery across the complete range of SAP EPM solutions. We believe that we have the widest skill set for SAP EPM that exists for a single consultancy in Europe.

“Consulting firms with years of experience in SAP products, including Vantage Performance Solutions.”

Missed us at Value Vision? Don’t worry, you still have time to enter our prize draw by visiting Vantage online at www.vantage-ps.com/value-vision-2011. The draw will take place at 5pm on Wednesday 30th November 2011 and winners will be notified of the winners by email.

Performance improvement with SAP
The business of financial systems is complex. Vantage Performance Solutions removes the complexity of systems to improve business performance. Using SAP Business Objects Enterprise Performance Management software, Vantage Performance Solutions can increase visibility across the business, resulting in greater control, efficiency and intelligence to make informed business decisions.

For further information visit: www.vantage-ps.com.

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T: 01454 629741  E: vantageps@ascentpr.co.uk

Ascent PR
Naomi Ritchie / Becky Martin-Jones
For further information please contact:
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
- Experiential
- Website and other digital assets
Scope

- Values and mission development
- Message development
- Identity
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- Exoeriential
- Website and other digital assets

Diagram style

- Strategy & Architecture
- Change & Transformation
- Operating Model & Organisation
- Sourcing & Commercial Management
- Service Improvement
- Governance, Risk & Compliance
MAN Investments
Service Definition Proposal

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.

<br>

"Quote form client Apic tent perit atquis dem apis iducium quasi tempore pliquat utatem ali"

Name of Pavan
Job Title

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

- Identification of options for reflection and/or external sourcing for service segments along with justifications for each choice
- Potential supplier sourcing models to be applied including large transformational areas
- A predefined outline governance framework to be used in defining 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 Execution of a Findings Report.

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

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

Services were grouped into service towers that could be easily aligned with the supplier models 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 models, utility and transformational deals. The transition and phasing 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 services with appropriate specialist skills were aligned to particular service towers.

The service tower approach also meant that a phased approach to the transition could be adopted which would enable the benefits to be realised in a short term. There were strong key business savings benefits 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 drive immediate in year cost savings.
Scope

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

to a launch on a yacht

AFFINITY

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

TUESDAY 16TH MAY 2019 - 18:00 - 20:00

COMPLIMENTARY TRANSFERS FROM PALEXP02 AT 17:00 AND LEAVING AT 17:30

R.S.V.P. INFO@AFFINITYAVIATION.COM

Please arrive with your driver at least 2 hours prior to the event.

If you have any special food requirements, please notify us at least a week in advance.
We apply the same fresh thinking in our approach to VIP charter.

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- 1% for swaps
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- 3% for charters

We’re always here for you, every step of the way.

We apply the same fresh thinking in our approach to VIP charter.

A fresh approach to sales & acquisitions and aircraft charter.

With you every step of the way.

affinity grop.com
‘Affinity’ noun

a spontaneous or natural liking for someone or something.

synonyms: empathy for, support with, sympathy for, accord with, harmony with, relationship with, bond with, fellow feeling for, closeness with/to, understanding offor,
A fresh approach to aircraft sales & acquisitions

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

With you every step of the way
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