



kavita**graphics.co.uk**  
a catalogue of  
examples of our work





our work speaks for itself...

**What would be more appropriate?** we asked.

We could have prepared and uploaded a portfolio of beautiful self-published 'pure' design work, to show you what we, and the application of graphic design skills, are capable of.

**But ... what would be more useful?** we thought.

What would potential clients really *want* to see? We feel it is those graphic design skills applied in practice – the results of the process of working as part of a team *with* our customers. Those results may not always be the design wonders we would desire but they are always the practical realisation of our applied skills *alongside* our clients needs.

**We hope that this introductory catalogue of work “speaks for itself”**

This catalogue shows only a small sample of the work we have done. Our intention is to follow these examples with a full online portfolio showing examples of what we *can* achieve



book typography, page design, layout  
and indexing including direct to ebook

Illustrated:

Dental Practice Management  
A5 (as spreads), perfect bound,  
152 text pages, plus cover

The Guardian Style Guide  
153 x 234 (as spreads), perfect bound,  
385 text pages, plus cover

King's College Dental School:  
Merger to Global Leader  
210 x 210 (as spreads), perfect bound,  
164 text pages, plus cover, illustrated throughout

Cu@Dental Skl: Dental Schools Guide  
210 x 210 (as spreads), perfect bound,  
224 text pages, plus cover, illustrated throughout











specialist in non-Latin language typographical layout  
- from Arabic and Chinese to Tamil and Urdu

Illustrated:

Moving on Up – Eave's Housing  
(Bengali, Cyrillic and Urdu – from series)

A5, 96 text pages, plus cover,  
illustrated throughout

Minority Rights Group International – Reports  
(Chinese, Swahili, Arabic, Somali – from series)

A4, 36-48 text pages, plus cover

Minority Rights Group International  
– UNDM 2013 Community Guide  
(Arabic – from series)

210 x 210 (as spreads), 16 pages, self cover,  
illustrated throughout

Minority Rights Group Europe – Guides  
(Polish, English – from series)

A4, 84 text pages, plus cover

Know your Rights – Barnet Law Service  
(Polish, Romanian, English)

DL (as spreads), 6-panel, 2-fold





high-impact leaflets, posters, signage  
and exhibition graphics

Illustrated:

Move (one of series) – Roehampton University  
A5, double-sided

Matilda Day Nursery  
A4 fold to A5, double-sided

Showcase Exhibition Stands  
– British Dental Journal/BDJ Portfolio  
EPS Vector Graphics

New Year Roadshow (one of series)  
– Hackney Drug Action Team  
A2, single-sided

Van - Decals – The Russell Press  
EPS Vector Graphics

Marketing Leaflet (one of series)  
– Criminal Records  
DL, double-sided

Marketing Leaflet – Bexhill Museum  
DL, 6-panel, 2-fold (only folded cover shown)







design & layout of scientific, academic  
and training manuals & guides

Illustrated:

Clinical Guide to Oral Surgery  
(one of series) – British Dental Association  
A4 (as spreads), perfect bound,  
152 text pages, plus cover, illustrated throughout

Cu@Dental Skl: Dental Schools Guide  
(one of yearly series)  
210 x 210 (as spreads), perfect bound,  
224 text pages, plus cover, illustrated throughout

Training Calendar (one of quarterly series)  
– Hackney Drug Action Team  
A5, landscape, 20 pages, self cover





advertising, marketing and commercial catalogue layout

Illustrated:

Subscription Marketing  
– BDJ Portfolio/Nature Publishing  
A5, 4-sided

Marketing Media Pack Update  
– BDJ Portfolio  
A5, landscape, 16 page, self cover

Various from 'on-demand' series of  
In-publication marketing adverts – BDJ Portfolio  
Varied sizes and varied final  
formats for print and online use

Thinktank UK Customer Sales Brochure  
A4, 60 text pages, plus cover

One of 'on-demand' series of In-publication  
Marketing Adverts – Snapperstuff  
Varied sizes and formats for print use





mapping, infographics and illustration

Illustrated:

World Maps showing ILO Convention  
Signatories (from series) – ICTUR  
A0, single-sided, eps vector graphics

Finance Chart Infographic  
for online use – MRG  
Single-sided, eps vector graphic

Oil pipelines in Central Asia – Map  
for greyscale print use – MRG  
Single-sided, eps vector graphic

Central London Exhibition venue guide  
– Map – for print use (one of series)  
Single-sided, eps vector graphic

Global French – Graphic illustrations and page  
layout of children's educational exercise book  
A4, 48 text pages, plus cover  
(illustrated throughout)











## brand id development & guidelines and logo design

Illustrated:

GOSgene – Great Ormond Street Hospital  
Specialist Research Team – Logo design

Logo in eps and other varied formats in  
package for online, in-house and press-quality  
reproduction including examples from design  
process and a page from the final guideline pdf

My East End – Logo design

Logo from series (suited for dark and light  
background use) – as a result of consultation and  
joint development from initial ideas to finalised  
designs – as branding package in eps and other  
varied for online, in-house and press-quality  
reproduction including examples from resulting  
marketing publicity for My East End events

Headway - the brain injury association

Examples from on-going design and layout  
work carried out with the fantastic team  
at Headway UK - including their quarterly  
member publication, Headway News, and some  
examples from fundraising department publicity

As a member and service provision-led  
organisation, Headway has prioritised income  
and resources directly to its support and services.  
The development of a brand 'look and feel' at  
a national level has therefore been an organic one,  
working closely with the Headway UK staff and  
without any expensive 'formal' branding exercise





annual reports, brochures and other publications  
to suit all budgets

Illustrated:

Marketing Brochure Design  
– Somers Clinical Research Institute,  
Great Ormond Street Hospital  
Example of A4 cover design proof

Illustrated Annual Report & Anti-stigma  
Calendar – City and Hackney Mind  
A4, 32 page, including cover. Both online  
pdf report and full calendar versions  
(both cover and page spread example shown)

Annual & Marketing/Funding Report – GHR  
A5, 20-pages, landscape, self cover  
(both cover and page spread example shown)

IARS Report series (examples from series)  
A5, 80-96 text pages, plus cover









**please do not  
hesitate to contact us**  
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