

kavitagraphics.co.uk
a catalogue of
examples of our work



### what our customers say

- the team at Kavita have approached every job, whatever the size, with the utmost professionalism and dedication to detail. Their expert advice and guidance on how to produce the best possible results is always gratefully received. Their high ethical standards gel with our own company ethos, and the stunning results they achieve for us, without compromise, always amazes! Incredible talent and fast communication combined with a warm and friendly approach to the job at hand... !!

  Helen Atkinson, Director, Snapperstuff, www.snapperstuff.com
- It has been my pleasure to work with Kavita Graphics for many years on a wide range of projects. I am pleased to give a glowing endorsement of their skills and work. Our designer has a really remarkably intuitive capacity to create designs and layouts appropriate for different publications, clients and situations which have customers queuing up with praise. Businesswise, our designer is unnervingly prompt, unswervingly efficient, wonderfully thoughtful and offers excellent pricing. My only wish is that you don't steal him! ??

  Stephen Hancocks, Stephen Hancocks Dental Publishing Ltd

  & Editor-in-Chief of the British Dental Journal
- I have worked with Kavita Graphics for a number of years and have always been extremely happy with every aspect of their service, and very importantly, their expert advice and ability to interpret the design brief. Their work for Headway includes our quarterly magazine, campaign materials, booklets, leaflets and logo guidelines and every job is always undertaken in a very professional and extremely thorough manner, yet always maintaining a friendly approach. Their work is always produced to the highest quality standards and produced on time, despite some of the tight deadlines I ask them to work to. ""

  Joe Leadley, Information Manager, Headway the brain injury association



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



### 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





### high-art quality image reproduction and re-touching

'Mary Wollstonecraft' – from series – Red Saunders/Past Pixels 800 x 600, posters

'Leveller Women' & 'William Cuffay and the London Chartists' – from series – Red Saunders/Past Pixels

224 x 158 (as spreads), 4-sided greetings cards

The Hidden Project Exhibition

– Red Saunders/People's History Museum

A5, double-sided, exhibition leaflet

Phil Maxwell: Retrospective

– The Bishopsgate Institution

A5 (as spreads), 4-sided, exhibition leaflet

My East End: Picturing Our Lives
- The Bishopsgate Institution/Four Corners
A4, 20 page, inc. cover, exhibition brochure

Nick Cobbing – Photographer 88 x 55, double-sided, business card

Guy Smallman – Photographer 88 x 55, double-sided, business card





magazine design, templates, artwork and regular layout



### The Common Good

A4, 28 pages, self cover, two per year

### Derechos Sindicales Internacionales

A4, 16-24 pages, self cover, quarterly

### Practice Focus

A4, 28 pages, self cover, quarterly

### The Technologist

A4, 28 pages, self cover, bi-monthly

### Taking Stock

A4, 20-24 pages, self cover, quarterly

### International Journal of Cosmetic Dentistry

A4, 64 text pages, plus cover, quarterly





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

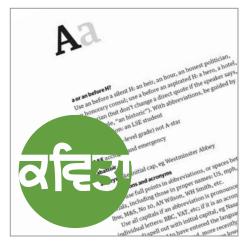
Marketing Leaflet (one of series)

- 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



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





# html & wordpress websites, online database and php os-commerce templates

Illustrated:

# DH Law – Legal Aid Solicitor (http://www.dhlaw.org.uk)

HTML plus Wordpress site template (now run directly by staff at DH Law)

# Greenwich Housing Rights (http://www.grhr.co.uk)

HTML site template plus coding of PHP open source forum (now run directly by staff at GHR)

### Jara Skincare

### (http://www.jaraskincare.co.uk)

HTML plus coding of PHP OS-Commerce based site and site admin template (now run directly by staff at Jara)

# Barnet Law Service – Legal Aid Service (http://www.barnetlaw.co.uk)

HTML site template and ongoing maintainance

Katrina Naomi – Poet ( http://www.katrinanaomi.co.uk ) HTML site template (now run directly by Katrina)





### 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 calender 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





online advertising & animated graphics, html email and editable pdf forms

Illustrated:

Various HTML formatted BDJ Portfolio Marketing emails - Nature Publishing Group

Optimised HTML formating, Banners and online hosting (examples from on-going series)

Models of Care Assessment Protocols - HDAT including trackable, editable PDF form series

A4, 82 page, self cover. Including 60 pages of editable forms for team input (both cover and page form examples shown)

> Web-optimised Online Marketing Banners – Best Beginnings Optimised online JPEG image formating

Web-optimised Animated Online Marketing Banners- Nature Publishing Group

Multiple Banner sizes. Optimised online animated GIF formating (frame examples from on-going series)





# please do not hesitate to contact us dennis@kavitagraphics.co.uk