

TRANSFORM COACHING

IDENTITY AND
DIRECT MAIL FLYER

With Powell Allen

Transform Coaching is the commercial arm of the UK charity Youth at Risk who work with society's most disaffected young people. At Transform Coaching participants are given the tools to transform their lives through new ways of thinking and connecting. Our brief was to communicate this transformational experience. The maze monogram conveys the challenges of the individual's journey, whilst the exit-marker signals the complete transformation.

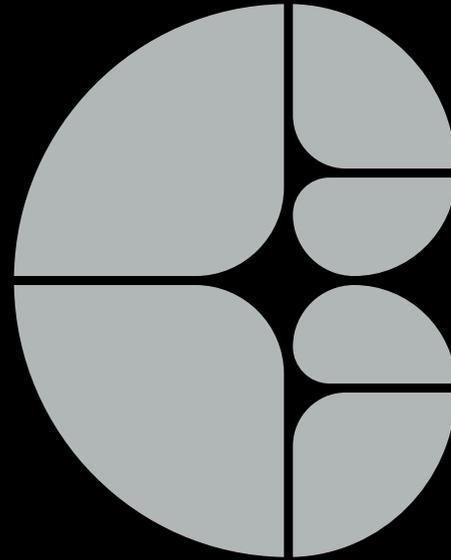




**CREATIVE
EDUCATION TRUST**
IDENTITY

With Powell Allen

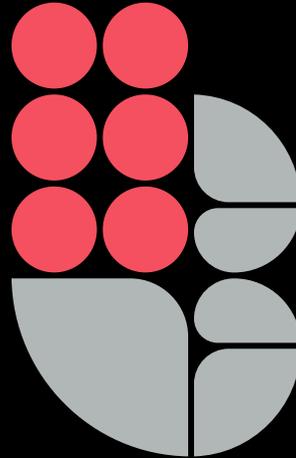
The Creative Education Trust is a charity that promotes the role of design (construction, engineering, manufacturing, digital media and communication) within state-funded Academy schools across the UK. The logo is inspired by the golden ratio; a famous mathematical formula routed in many natural and man made designs. A stylised 'C' is formed by pairing two golden rations together. Each Academy has its own customised version.



*Creative
Education
Trust*



**HAGLEY PARK
ACADEMY**
*Creative
Education
Trust*



**RUGELEY
SIXTH FORM
ACADEMY**
*Creative
Education
Trust*



**FAIR OAK
ACADEMY**
*Creative
Education
Trust*



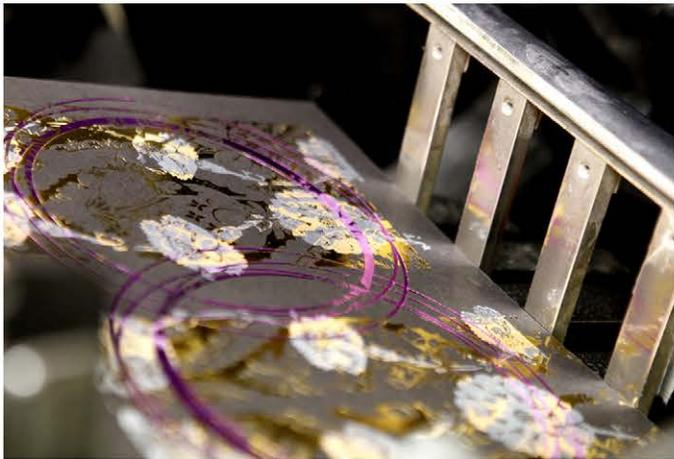
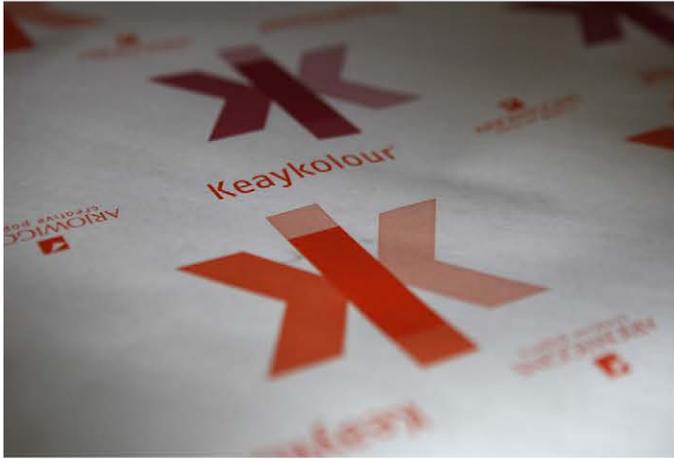
PROJECT HANGUP
THE TURTLE DOVE

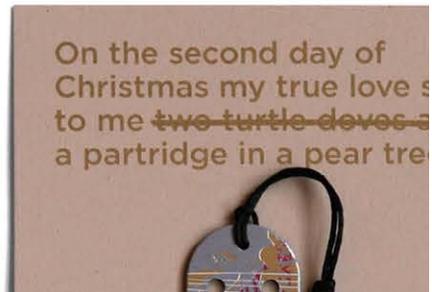
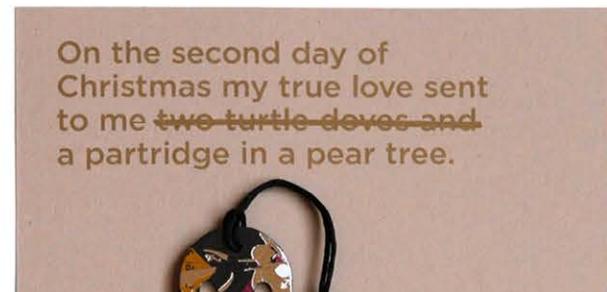
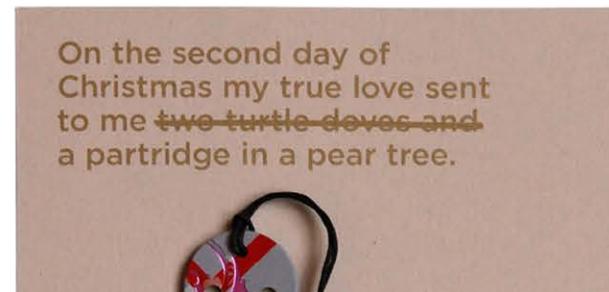
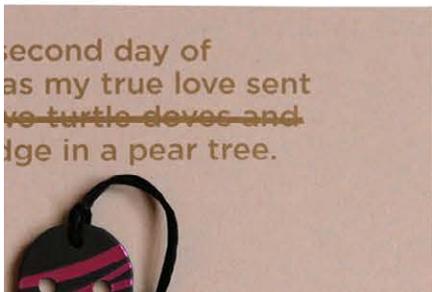
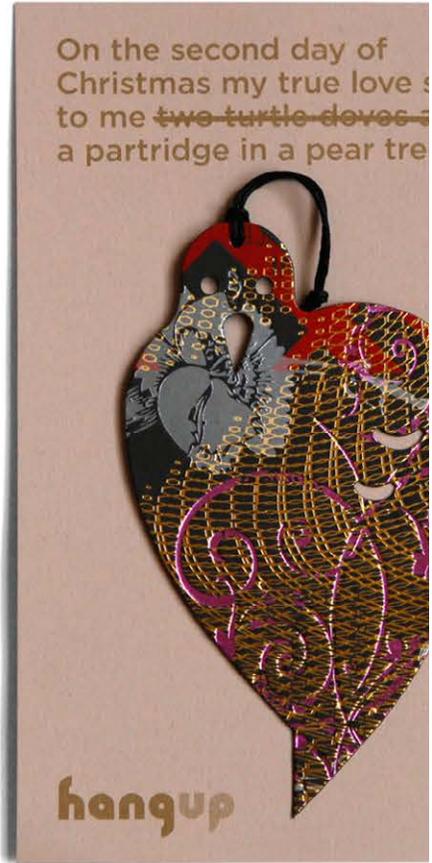
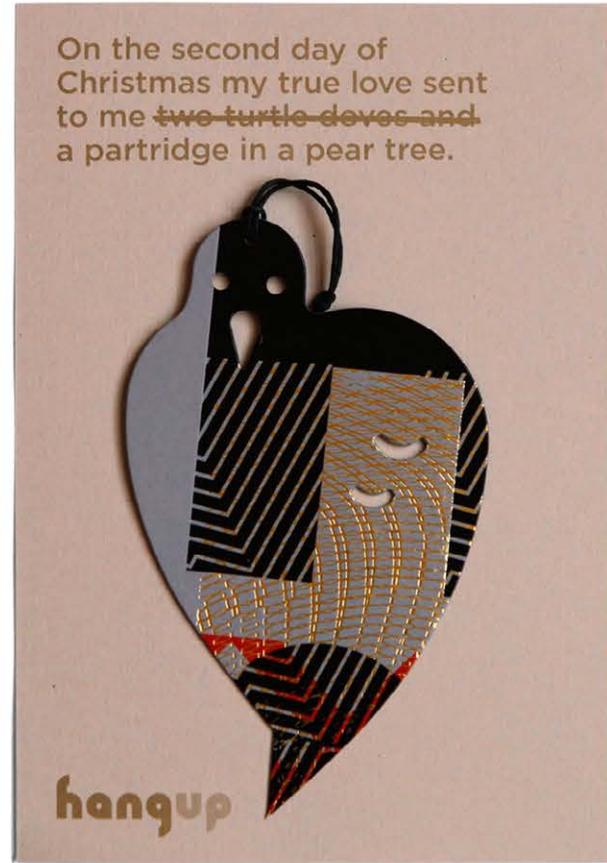
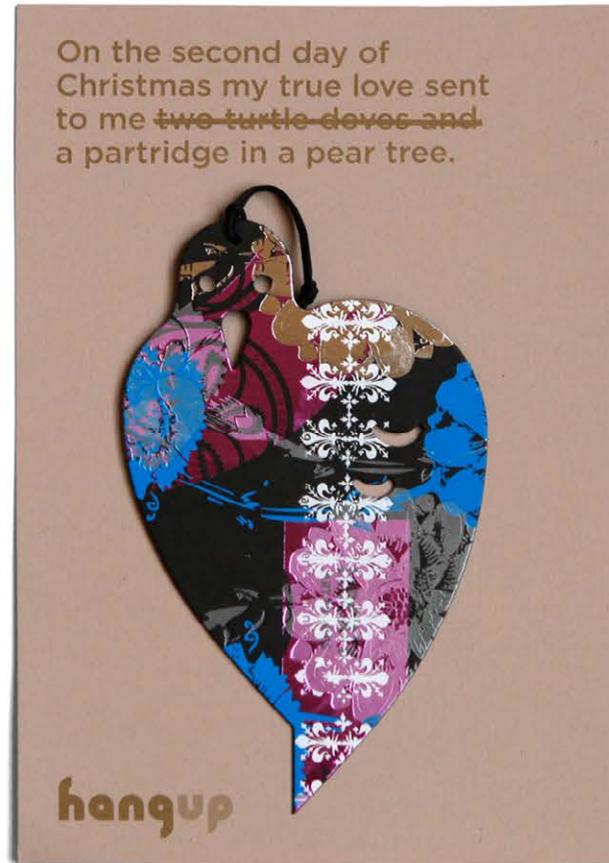
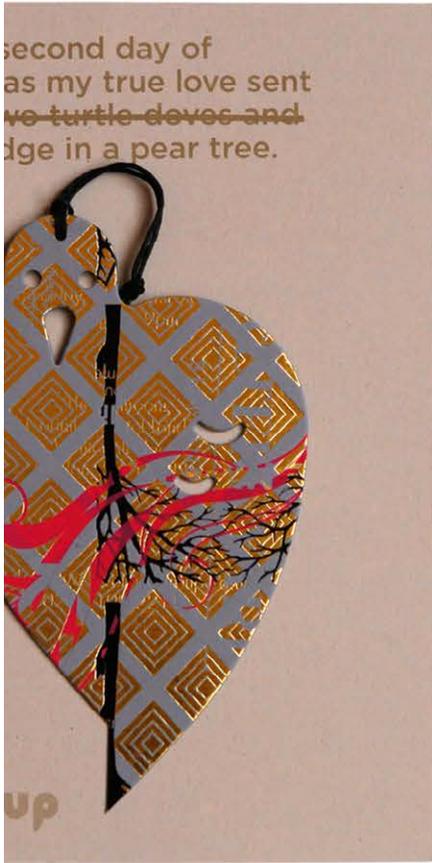
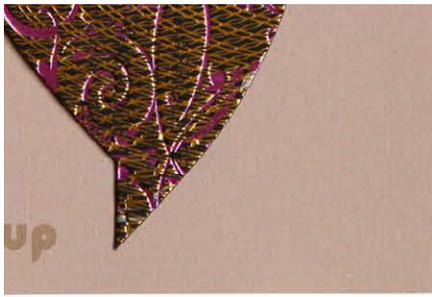
With Antalis Limited

Project Hangup transforms materials that are difficult to recycle into beautiful objects. The brief was to produce a unique, sustainable piece of design that promoted new up-cycled materials and processes within the design community.

Using Keaykolour reKreate, the first 'up-cycled' premium card from Arjo Wiggins and an experimental re-foiling process, we created over 800 hand crafted Christmas turtle dove decorations. The project was a wonderful success and also helped raise awareness of the plight of this iconic bird during the festive season.





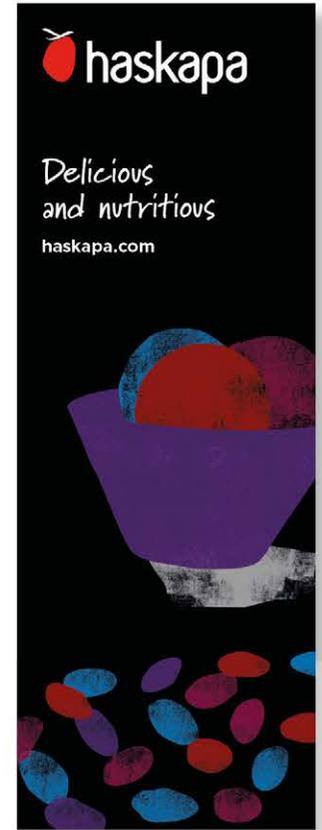




HASKAPA
FOOD PACKAGING,
SET OF RECIPE CARDS
AND BANNER DESIGNS

With Earth

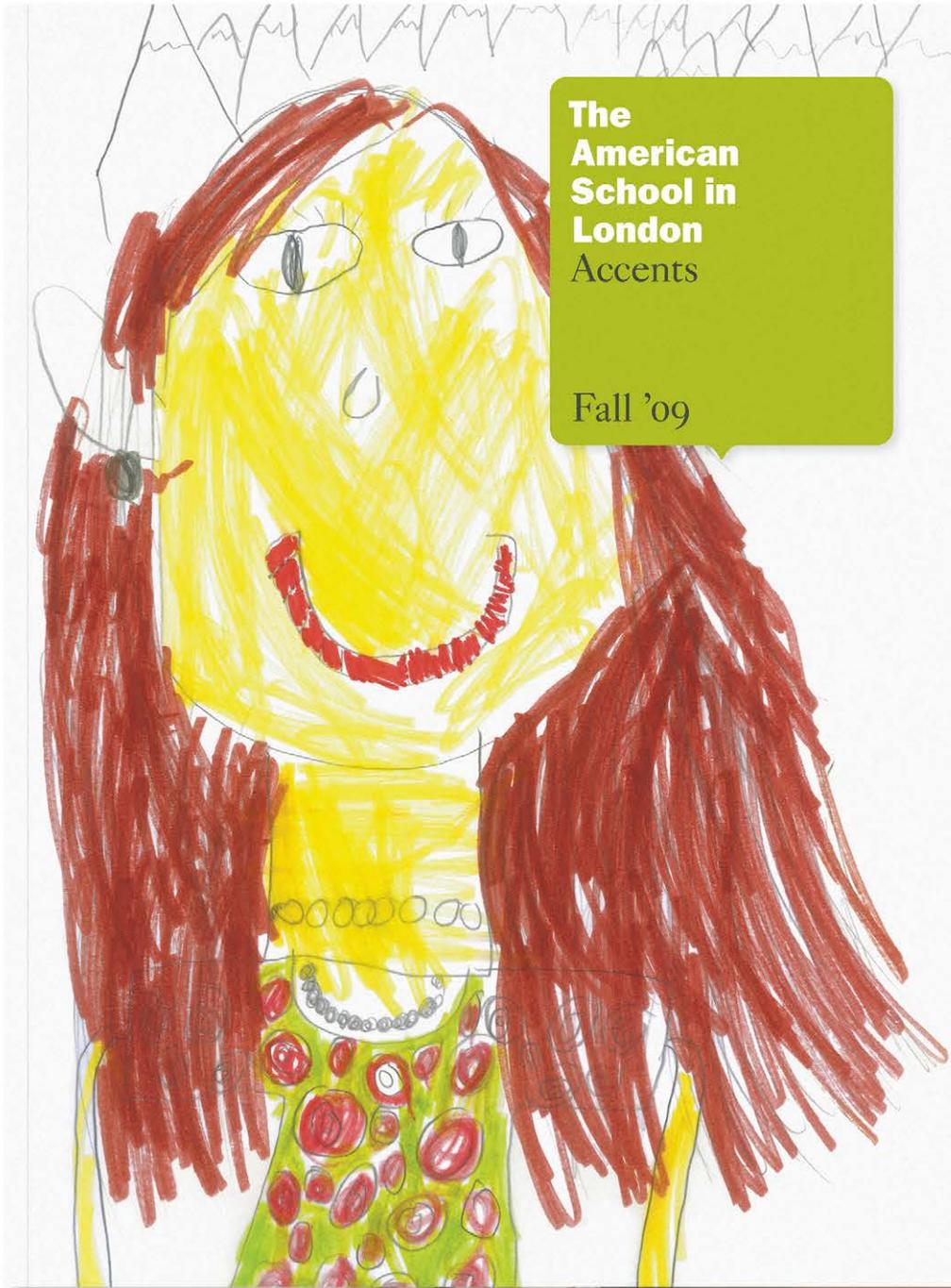
The Haskap Berry, known in Japan as the 'little gift at the end of the branch' is a new super berry discovery. The brand 'Haskapa' celebrates the berries diverse qualities through a series of delicious food products. Working alongside the team at Earth I helped design the Haskapa packaging, brochure, little brand book, recipe cards and banner designs.





With Powell Allen

ASL's mission is 'to provide an outstanding American education with a global perspective.' Representing more than 50 nationalities, ASL is as much a community as an academic institution. Accents Magazine, is an annual publication created for the ASL community. Featuring news, lead articles, a student gallery, faculty/family notes and events, the magazine is a fundamental communications tool, sharing the school's vision for excellence.



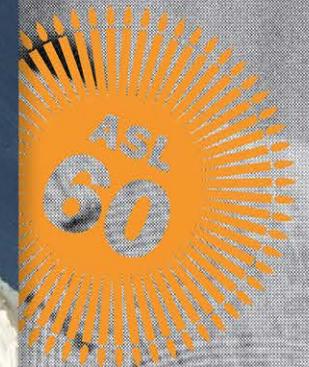
**The
American
School in
London
Accents**

Fall '09



**American
School in
London
Accents**

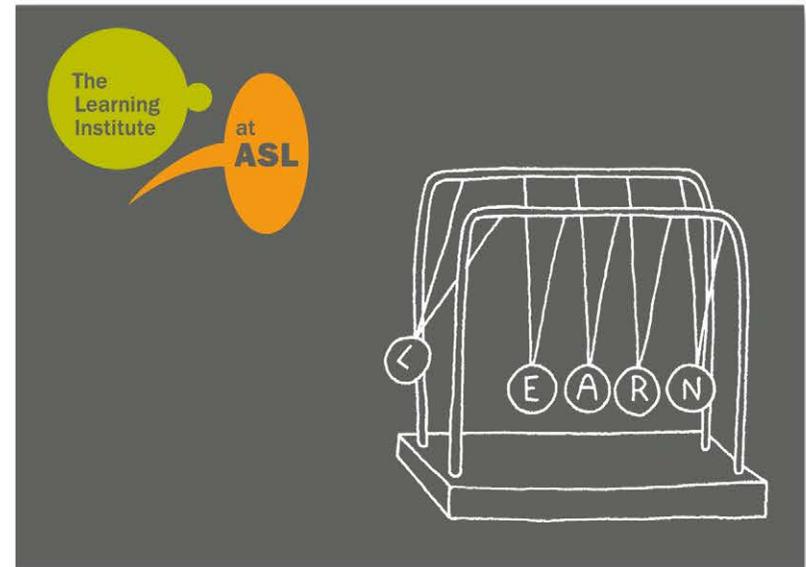
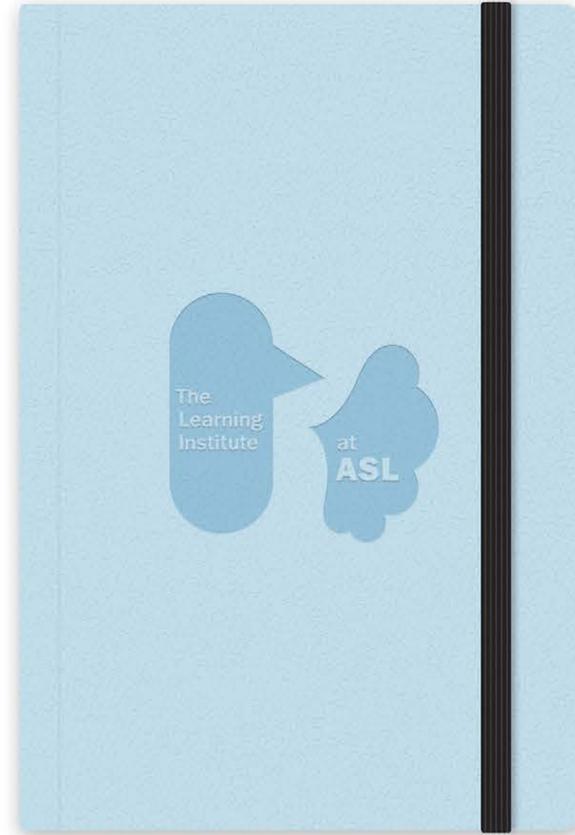
'11



**THE AMERICAN SCHOOL
IN LONDON (ASL)**
IDENTITY, THE LEARNING
INSTITUTE AT ASL

With Powell Allen

The Learning Institute at ASL provides 'world-class professional learning opportunities for educators in the heart of London.' Our brief was to communicate 'educated conversations'. We designed a suite of logos showing individual speech bubbles conversing. Each mark represents diversity and collaboration.





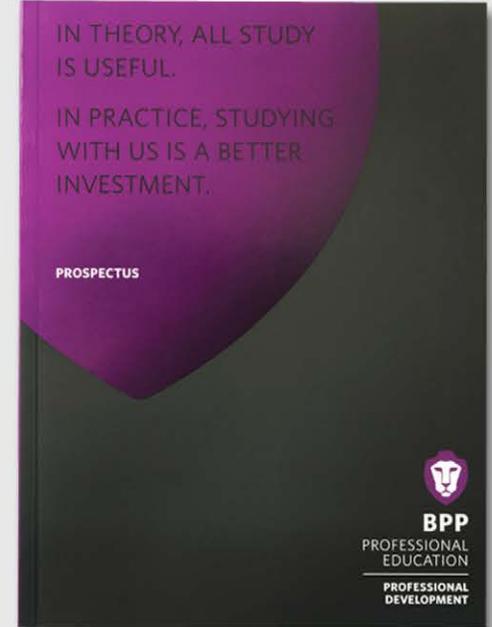
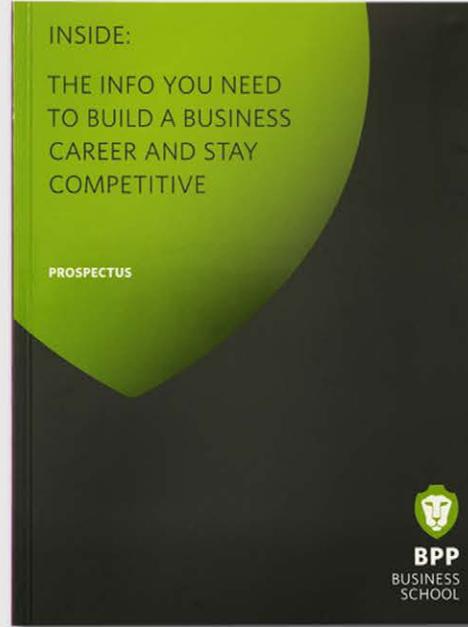
**BPP
PROFESSIONAL
EDUCATION**

IDENTITY, LITERATURE
AND SIGNAGE

With Powell Allen

Now more than ever the world is looking for greater business value from the education sector. BPP needed a brand identity that engaged with career-focused students and corporate individuals alike. The lion shield was chosen for its sense of power, pride and gravitas, it captured the BPP brand proposition; 'to build a career and stay competitive'. We developed an extensive visual system that was implemented across many touch-points.





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EXAMS? PASS. WORK? 100%
 In many study programmes our students achieve higher than the national average pass rates. We're the market leader for ACCA and CIMA qualifications and in the recent CIMA accounting exams we trained 11 of the 13 best performing students in the world. Our teaching techniques are well-proven. Yes, we'll give you the tools to be effective in the exam room. More importantly, we'll give you the skills to be effective in the workplace.

"I have been very impressed by the degree of experience, professionalism and helpfulness of the staff. The facilities are modern and the material focused."

— ERIK BOGSNES, MSc MANAGEMENT



CPD ON DEMAND

More than ever, finance staff need to keep up-to-date with the relentless and fundamental changes that pervade their working lives. Covering financial reporting, management accounting, tax and business skills, 'CPD on Demand' is our practical, timely response to this need.

INTRO

BPP has produced a flexible and convenient solution for organisations wanting to provide a consistent and high quality training solution for finance staff. 'CPD on Demand' has a catalogue of over 80 bite-sized online modules designed to keep finance staff abreast of recent developments from the convenience of their desk.

COVERING FINANCIAL REPORTING, MANAGEMENT ACCOUNTING, TAX AND BUSINESS SKILLS WE'VE DEVELOPED A SOLUTION THAT ADDRESSES SOME OF THE COMMON PAIN POINTS IN ORGANISATIONS. A consistent training approach for the whole finance team across multiple locations.

A reduction in 'dwell' (idle and 'down time' compared to other activities).
 An online solution that complements the face-to-face offering providing a 'blended solution'.
 An audit trail for the training completed by staff, with the ability to identify knowledge gaps.

'CPD on Demand' can be fully supported and administered within BPP's Learning Management System or installed on your own corporate Learning Management System, keeping all staff training records on one system.
 In addition to our CPD on Demand suite of courses, we can also offer custom made online courses, using our technical expertise to produce a module to cover your particular circumstances and training need. Whether face-to-face online or a blend of both, we have a solution we can tailor to meet your needs.

PROFILE

OUR TOP 10 CPD ON DEMAND COURSES

- Legal Finance
- IFRS for SMEs
- Strategy in action
- Emerging accounting issues
- Budgeting for the new age
- Pricing – the urban legends
- Building better business cases
- Introduction to Sarbanes Oxley
- Strategic performance measures
- Shareholder value

CURRENT CATALOGUE

- BUSINESS SKILLS
- Process excellence
- Building successful sales propositions
- Pricing – the urban legends
- Building better business cases
- FINANCIAL REPORTING
- IFRS – share based payments
- IFRS 8 – operating segments
- SAC 7 – statement of cash flows
- IAS 18 – accounting policies, changes in accounting estimates and errors
- IAS 38 – intangible assets
- IFRS 1 – first time adoption
- New and revised standards applicable in 2010 and beyond
- IFRS for SMEs

To thrive in the real world... study the law of the real world. Examining the law from a practical, businesslike-perspective, you'll be well-placed to prove your commercial worth.



PROFESSIONAL SKILLS COURSE

Complete your PSC with us and choose from the widest choice of electives, available in 12 locations. You'll also gain the reassurance that over 95% of our delegates pass the financial and business skills exam first time. You can complete the core modules in 8 days or stagger the core and electives throughout your training period.

COURSE DETAILS

Course	Professional Skills Course (PSC)
Length of course	8 days Core, 8 days Electives
Study method	Classroom & online
Workload	Classroom & online – Financial & Business Skills modules only
Prerequisites	Two A-levels or equivalent
Qualification	Multiple award professional qualification via Institute for Skills and Innovation
Exam dates	Multiple exam dates for full cohort, with back-up dates
Cost	For a full cohort with 100 delegates

OVERVIEW

The PSC is compulsory for those training to become a solicitor. We run the most flexible PSC programme available, with Core and Elective subjects to be chosen around the country. Client Care & Professional Standards is offered as a two day course which can be studied at any time in the training contract. Completion of this Core module is allowed by undertaking a year-long professional online training module after six months of the training contract. Financial & Business Skills is offered in a format which runs over three days of tuition incorporating a structured revision session on day 3, followed by the 100 examination in the afternoon of day 3. Delegates will also need to study an unassessed online module to complete the Core course.

Business and Communications Skills is completed over 2 days. No further study is required to complete this Core module.

The range of Elective programs is wider than any other provider. Full details of BPP's PSC Core and Elective courses can be found at bpp.com

WHAT MAKES BPP'S PSC STAND-OUT?

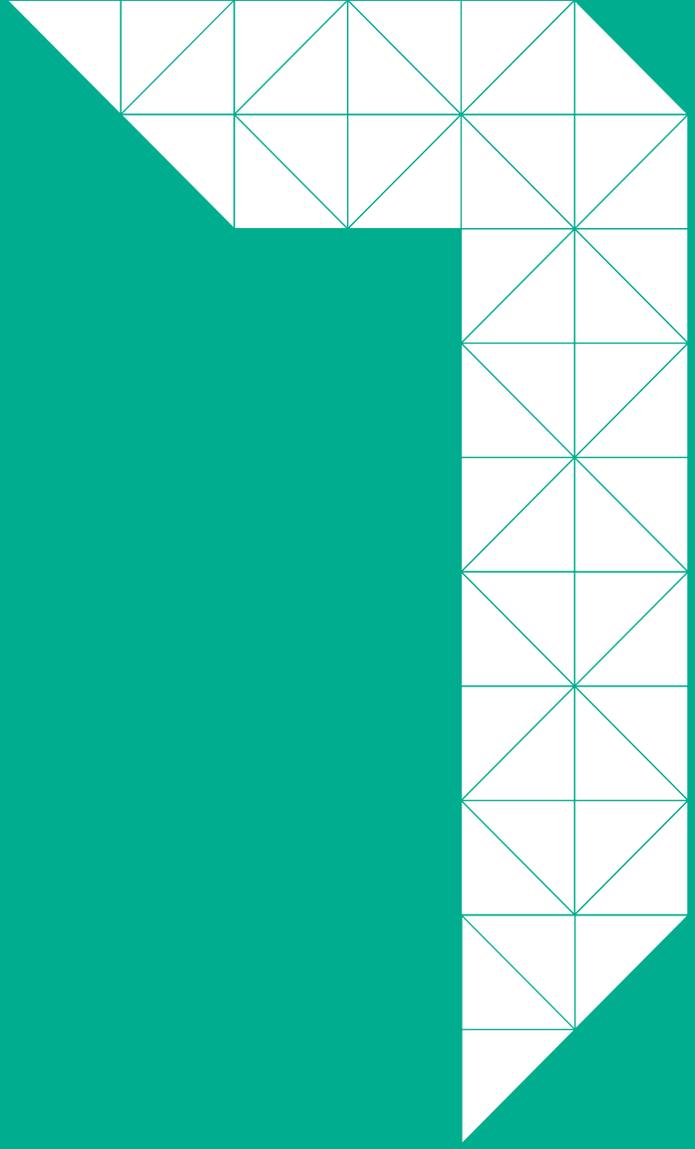
- An extensive range of course dates throughout the year – chosen dates that suit your working commitments.
- Delegates can opt to complete the PSC over the course of 7 years or complete the Core modules in a fast track time of 8 days.
- Our trainers are all qualified professionals in the legal field and have first-hand experience of the real world of business.
- We use highly motivational and effective in our Financial & Business Skills examination.
- Our first-time pass rates are consistently high year on year with over 95% of our delegates passing the exam on the first sitting.
- All BPP delegates receive a free membership entitling them to sit to 100% off any other qualification CPD training.

ENTRY REQUIREMENTS

In order to commence the PSC, you must have started your Training Contract.

HOW TO APPLY

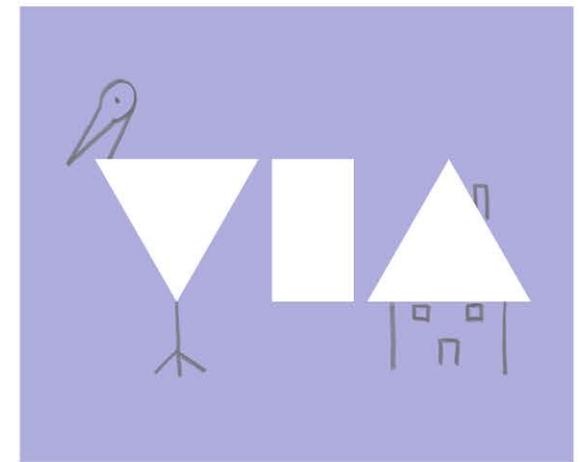
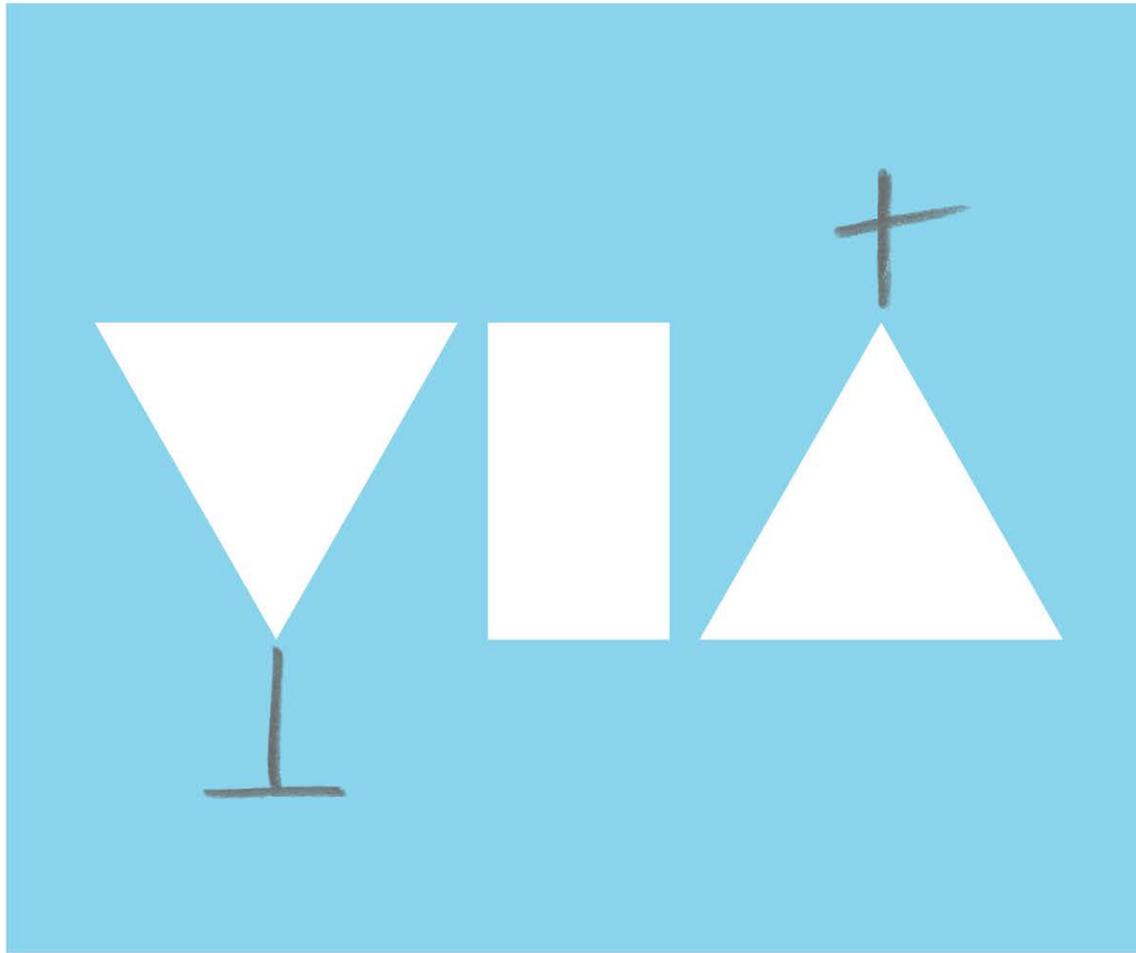
To take the PSC please apply online at bpp.com.



**VERY IMPORTANT
ANNOUNCEMENTS (VIA)**
IDENTITY AND
WEBSITE DESIGN

With Powell Allen

Very Important Announcements (VIA) is a web-to-print company who produce personalised announcements for all important life events. The brand needed to communicate a commercial product with a personable attitude. The geometric acronym 'VIA' remains the constant mark, in a suite of ever-changing logos, whilst the hand drawn illustrations are added to reflect each unique occasion.



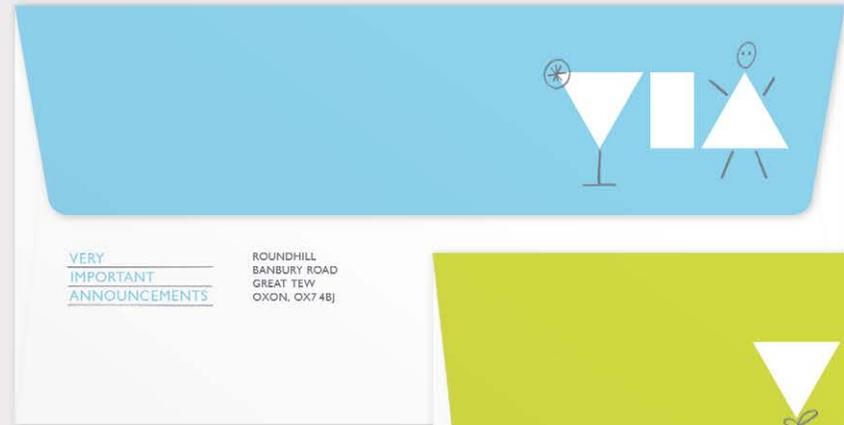
VERY
IMPORTANT
ANNOUNCEMENTS

ROUNDHILL
BANBURY ROAD
GREAT TEW
OXON, OX7 4BJ

CONTACT@VIA-US.CO.UK
WWW.VIA-US.CO.UK



VERY IMPORTANT ANNOUNCEMENTS LIMITED IS
REGISTERED IN ENGLAND AND WALES
REGISTRATION NUMBER: 07117001
REGISTRATION OFFICE: W8303NS, HENDON WOOD LANE,
LONDON NW7 1HS, UNITED KINGDOM



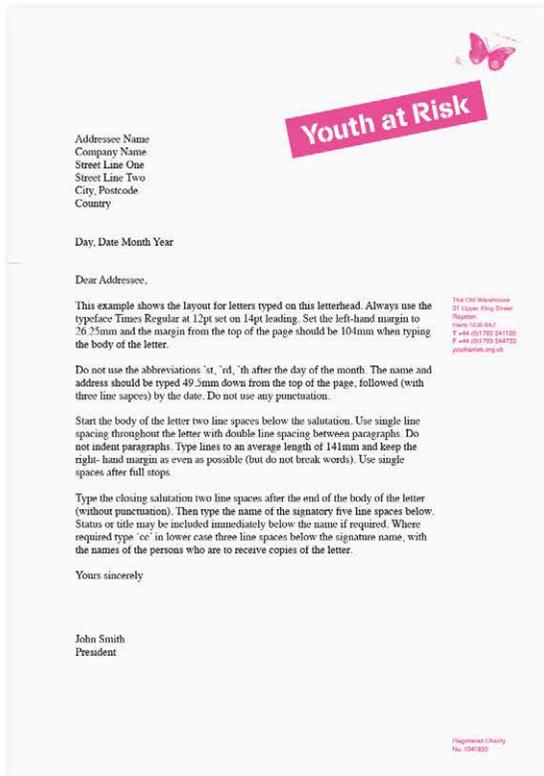


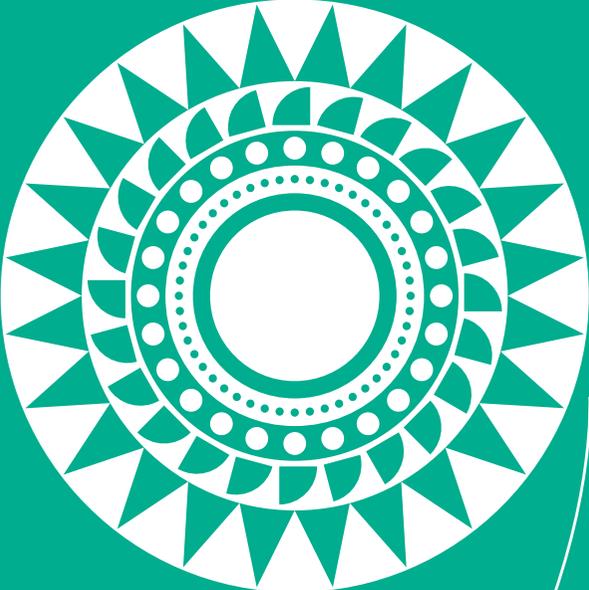
YOUTH AT RISK
IDENTITY EVOLUTION

With Powell Allen

Youth at Risk is a UK charity who work with vulnerable young people and those that support them. Through high-intensity personal development and coaching programs they strive to change lives.

We were asked to evolve their brand identity and create a mark that would represent the strong yet vulnerable nature of those the charity care for.



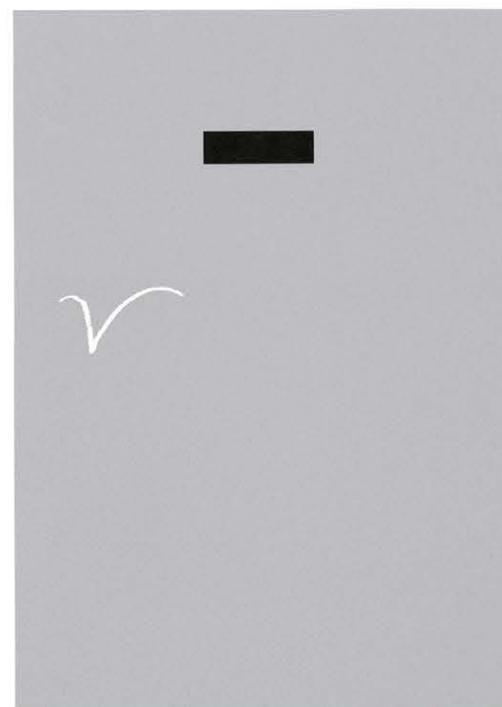
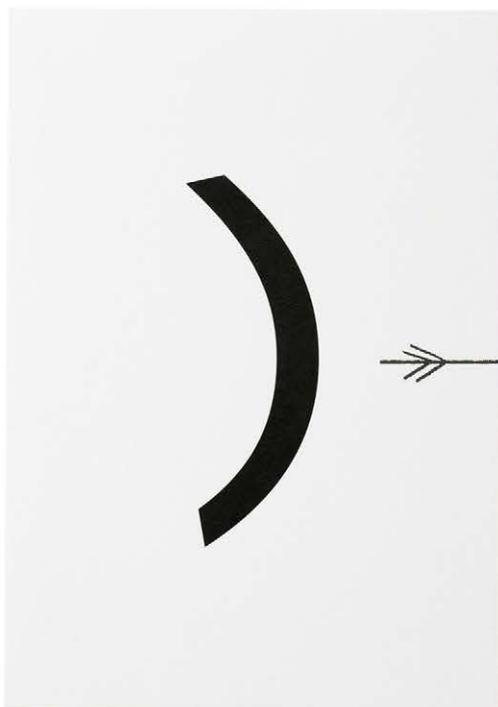
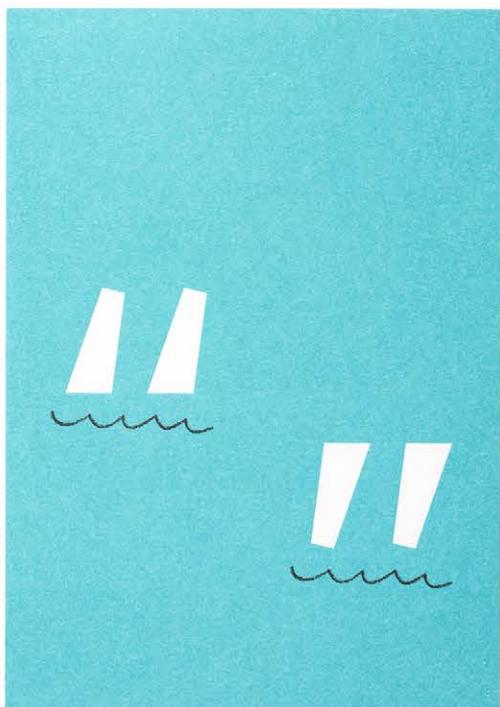
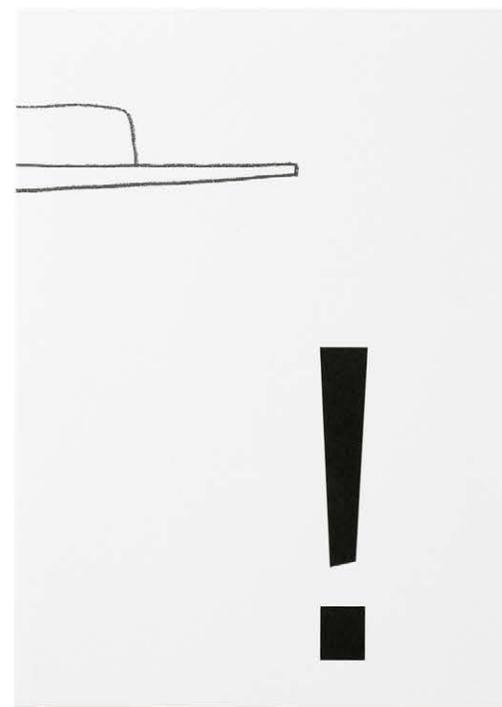
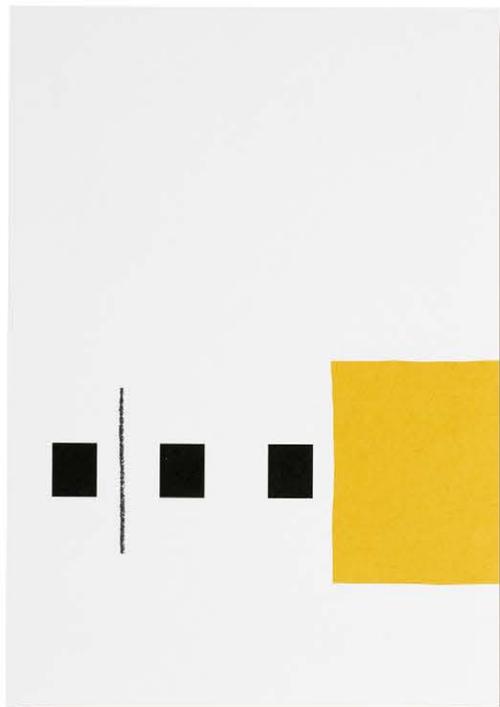


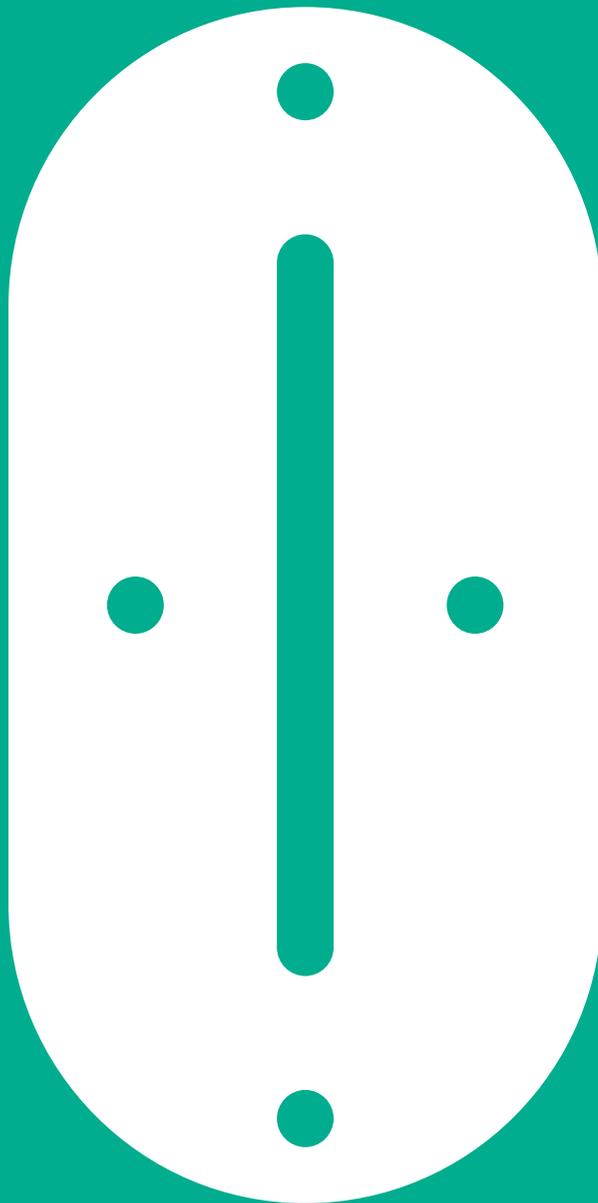
PUNCTUATING THE OLYMPICS

SELF PROMOTION,
SET OF POSTCARDS

With Powell Allen

We decided to join in the fun and celebrate the London 2012 Games with a witty set of Olympic 'design' postcards.

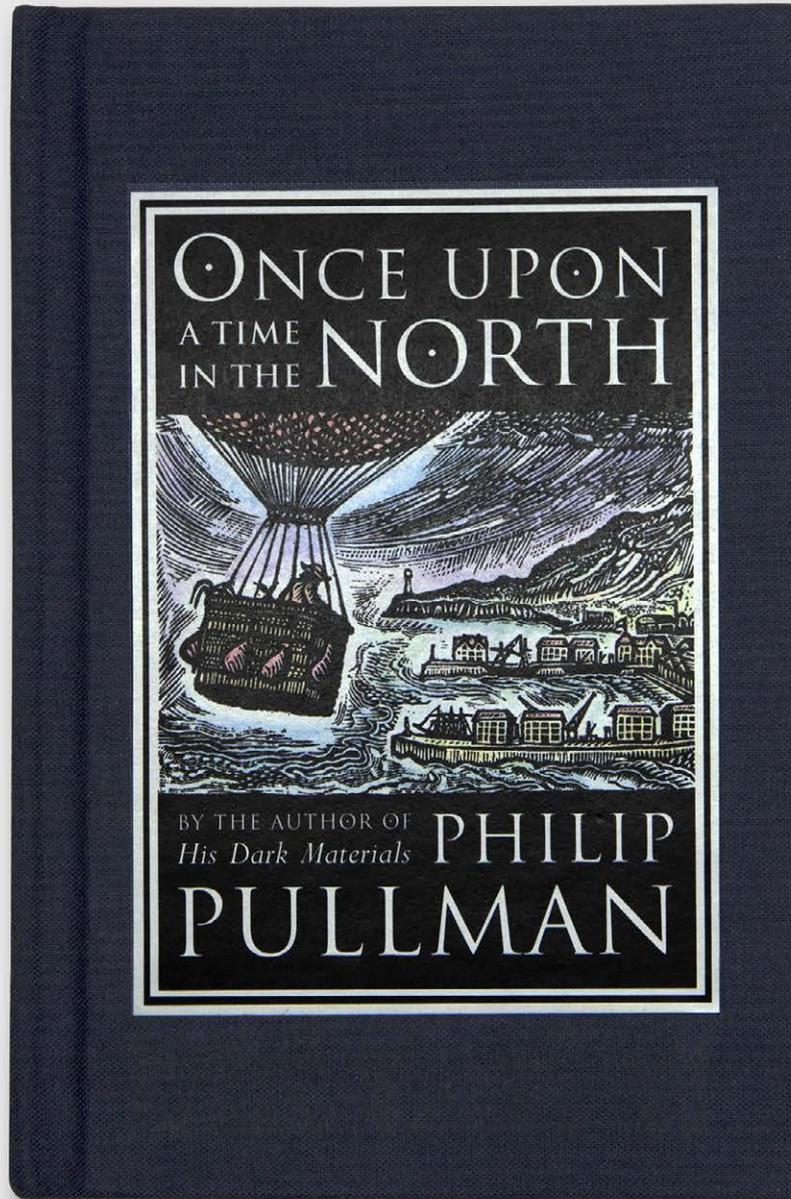




**ONCE UPON A TIME
IN THE NORTH**
PHILIP PULLMAN'S
SHORT STORIES

With Together Design

Philip Pullman's short story, 'Once Upon a Time in the North' is the prequel to the famous trilogy 'His Dark Materials'. This thrilling short story is filled with 'tip in' design treats including cognac labels, a bill of lading, aeronautical navigation tips, and a one off board-game 'Peril of the Pole'. Complete with a beautiful series of charming woodcuts by John Lawrence.





PERIL OF THE POLE

CAN YOU ESCAPE THE PULL OF THE DEADLY NORTH?

THE POLE. THE POLE. ALL WHO ENTER PERISH!

START Reykjavik

THE GHOSTS ATTACK! YOUR BALL OON, REEL AGAIN, AND MOVE ON TO EVADE THE ASSAULT.

YOU SPOT BEARS ON THE ICE AND IMMEDIATELY TO THEIR CARE! IN RETURN FOR THE STORIES YOU TELL THEM YOU ARE GIVEN A BED FOR THE NIGHT REST & MISS YOUR NEXT TURN.

A STORM LIFTS YOUR VESSEL AND YOU ARE BLOWN AWAY TO AN UNDESIRABLE DESTINATION.

ANOTHER STORM! RECALCULATE INSTRUMENTS IN YOUR GEAR. DOUBLE YOUR BARE.

A STRONG WIND BLOWING FROM THE WEST.

GROENLAND

IRELAND

ATLANTIC OCEAN

GERMAN OCEAN

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PROJECT HANGUP

TRAGICALLY,
A LIMITED EDITION

With Antalis Limited

The endangered Mountain Gorilla is now limited to just 880. Of these, a quarter are threatened by oil exploration within Africa's oldest National Park, the Virunga World Heritage Site.

This frightening statistic inspired me (founder of Project Hangup) to illustrate, hand-carve, hand-print and exhibit 880 limited edition Mountain Gorilla prints to help raise awareness.

Working with the support of Antalis Papers and alongside WWF's 'Draw The Line' campaign, we raised over £2000 in donations for the Mountain Gorilla Orphanage and Protection Program in Virunga National Park. www.virunga.org





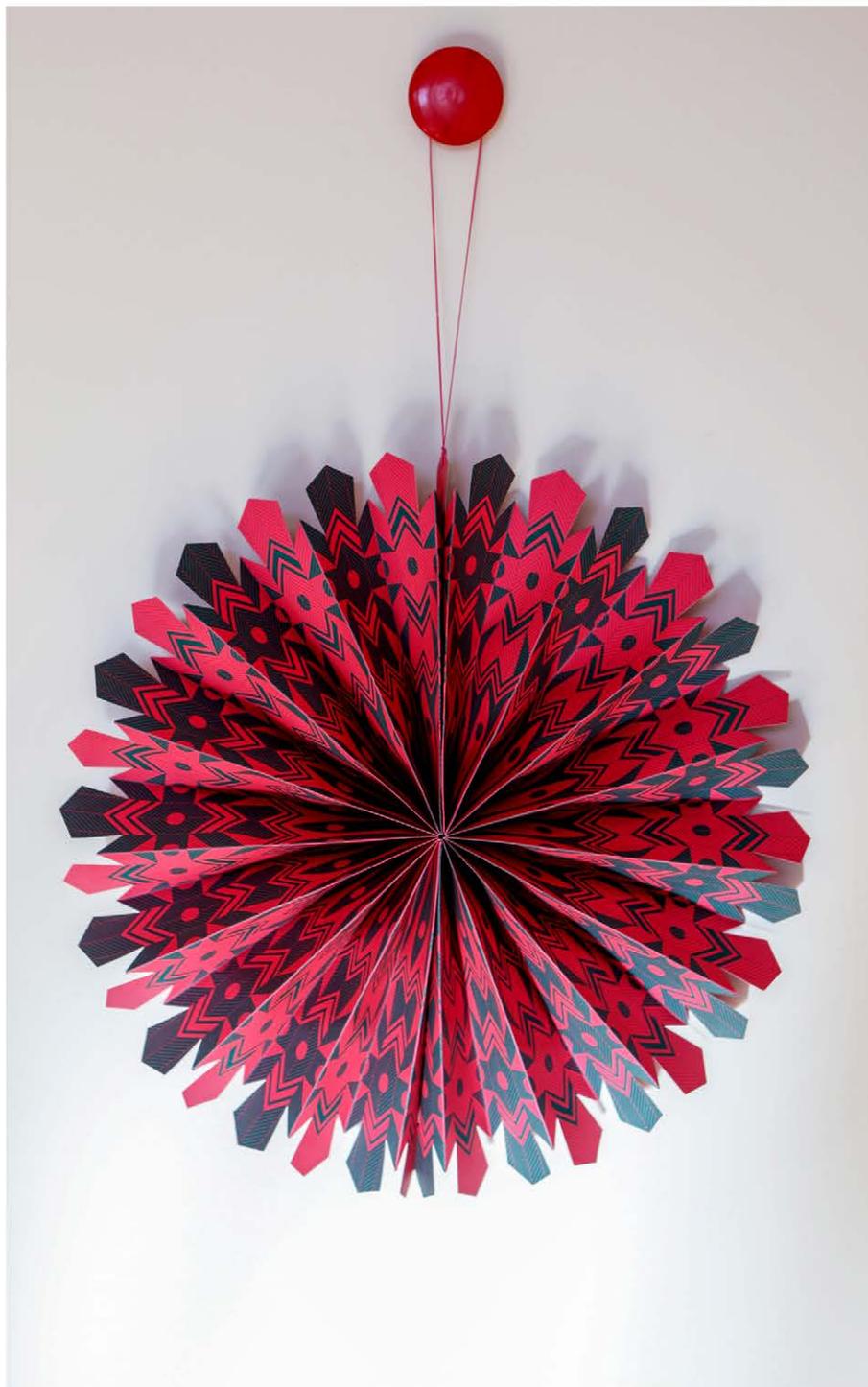


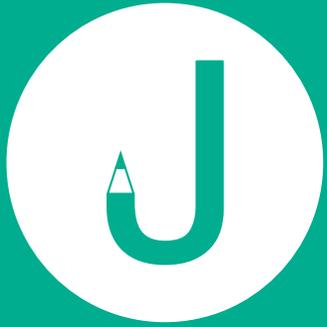


CHRISTMAS WREATH
RED ROBYN PROMO

With Red Robyn Design

As a designer and illustrator each Christmas is an exciting opportunity to reinvent and discover new ways to wish clients, friends and family good tidings. Last year was no exception. Alongside the team at Red Robyn I decided to reinvent the traditional Christmas Wreath and breathe some new life into it. The result was a vibrant, beautifully crafted, modern keepsake, bringing joy to all.





Hello, my name is Jacinta Sullivan. I am a Graphic Designer and Illustrator with over ten years experience in the creative industry. Throughout my career I have worked with many wonderful studios including; Powell Allen, Together Design and NB Studio.

Discovering great ideas and shaping stories for clients is what I love to do.

Please give me a call on 0431 049 764 or send an email to hi@jacintasullivan.com so we can start creating together.

www.jacintasullivan.com

Clients

ACE Insurance

AMEX — Foreign
Exchange Advantage

Boots Chemists

BPP University College

Cambridge University

Centrepiece Residences

Courvoisier

CQ Roll Call

Creative Education Trust

David Fickling Books

Haskapa

INSEAD 'The Business
School for the World'

John Lewis Beauty

Lloyds TSB

Melbourne Commonwealth
Games 2006

Melbourne Cricket
Ground (MCG)

Mothercare

Natures Organics

Picture the Difference

Royal Bank of Scotland

Royal Mail

Spill Festival of Performance

The American School
in London (ASL)

The Earth Village Project

The World of Creatures

Transform Coaching

Very Important
Announcements (VIA)

Youth at Risk