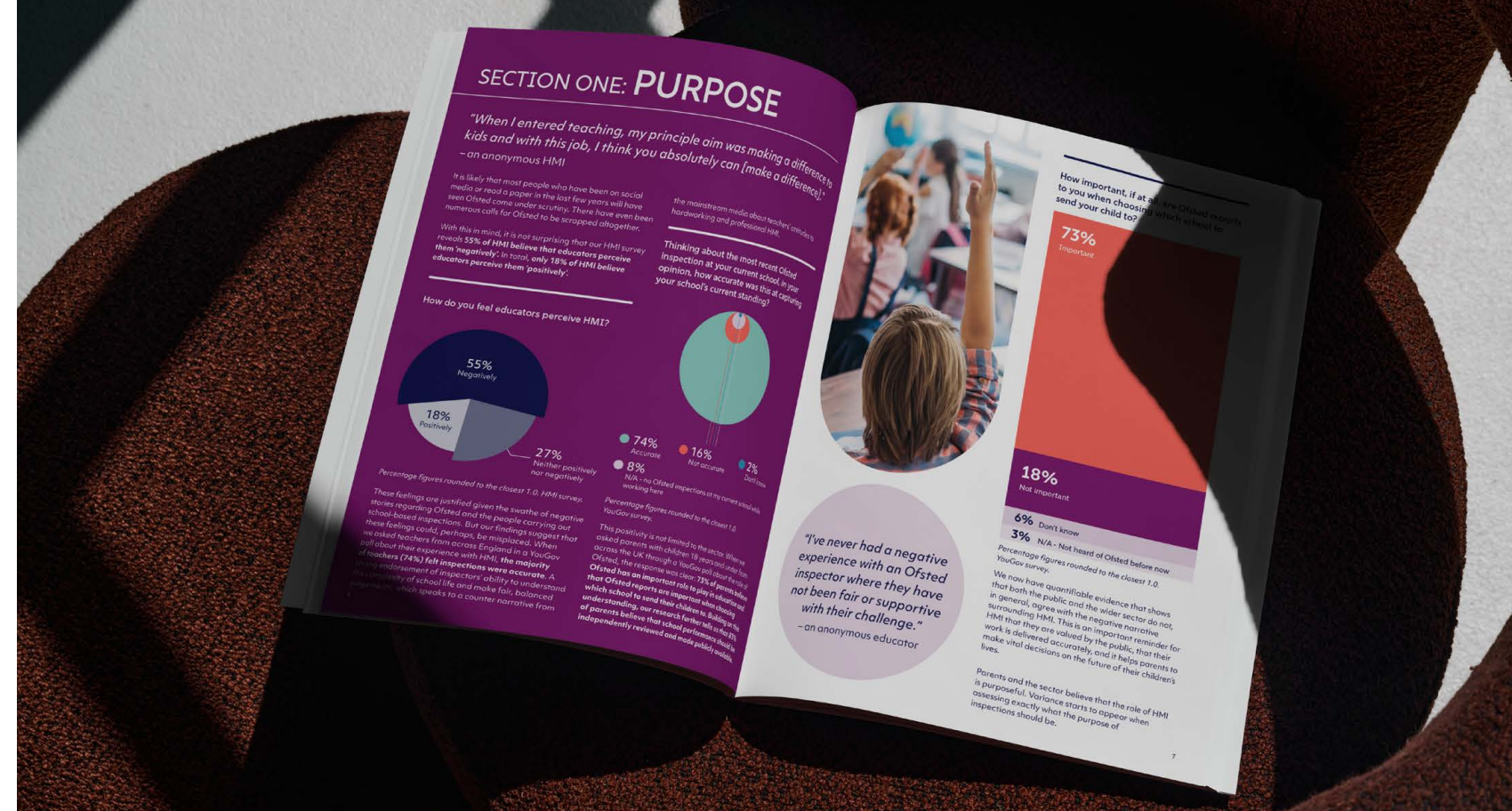


**Design services.** Explore inside.

# Our design services

Our experienced design team specialises in creating thoughtful, visually impactful work across a wide range of disciplines. Combining creativity with a meticulous eye for detail, we craft design solutions that not only look exceptional but communicate clearly, engage audiences and bring brands to life.



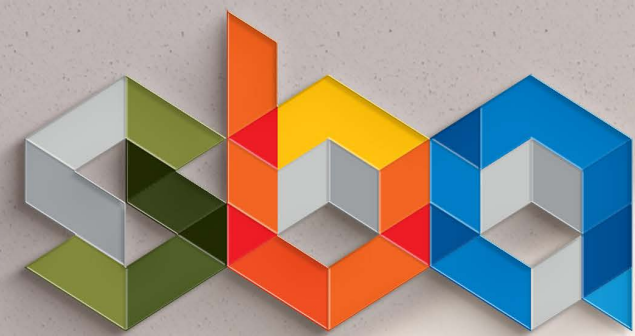
## Print design

Crafting powerful brochures, stationery, and promotional materials that proudly amplify your brand's reach and presence.



## Digital design

Bold, intuitive, and conversion-focused by design. From scroll-stopping social posts to sleek pitch decks, we bring your ideas to life.



Saunders  
Boston  
Architects

## Brand strategy and identity

Beautifully designed brand identities and guidelines that make your brand stand out and can evolve over time. Starting with in-depth brand workshops with your team to real-world applications of your brand identity, we guide you every step of the way.



## Data visualisation

Through engaging infographics and intuitive charts, we create designs that bring your data to life and make your insights easy to understand and engaging to explore.

## Get portion wise

Adult and child portion size chart



## Campaigns

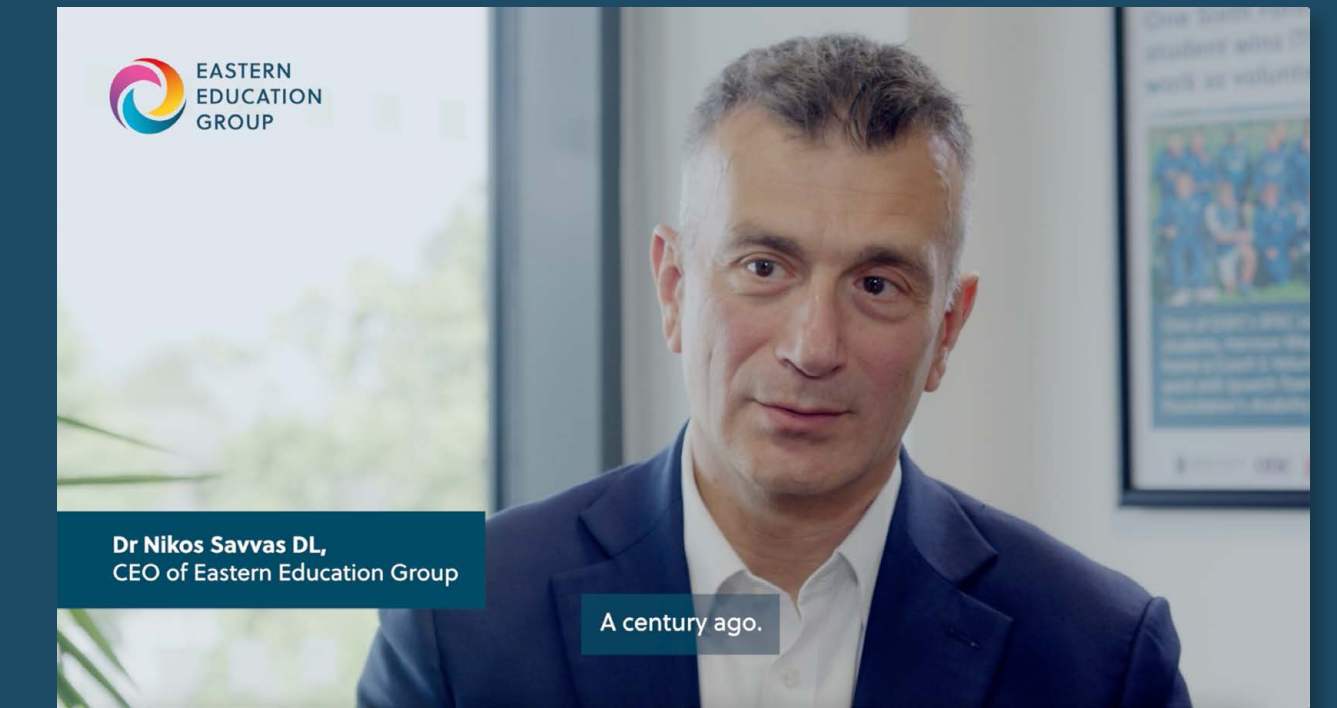
Compelling, creative campaigns that capture attention and drive results across every platform – whether that's OOH advertising, social media or to generate creative media coverage.

# Our design services



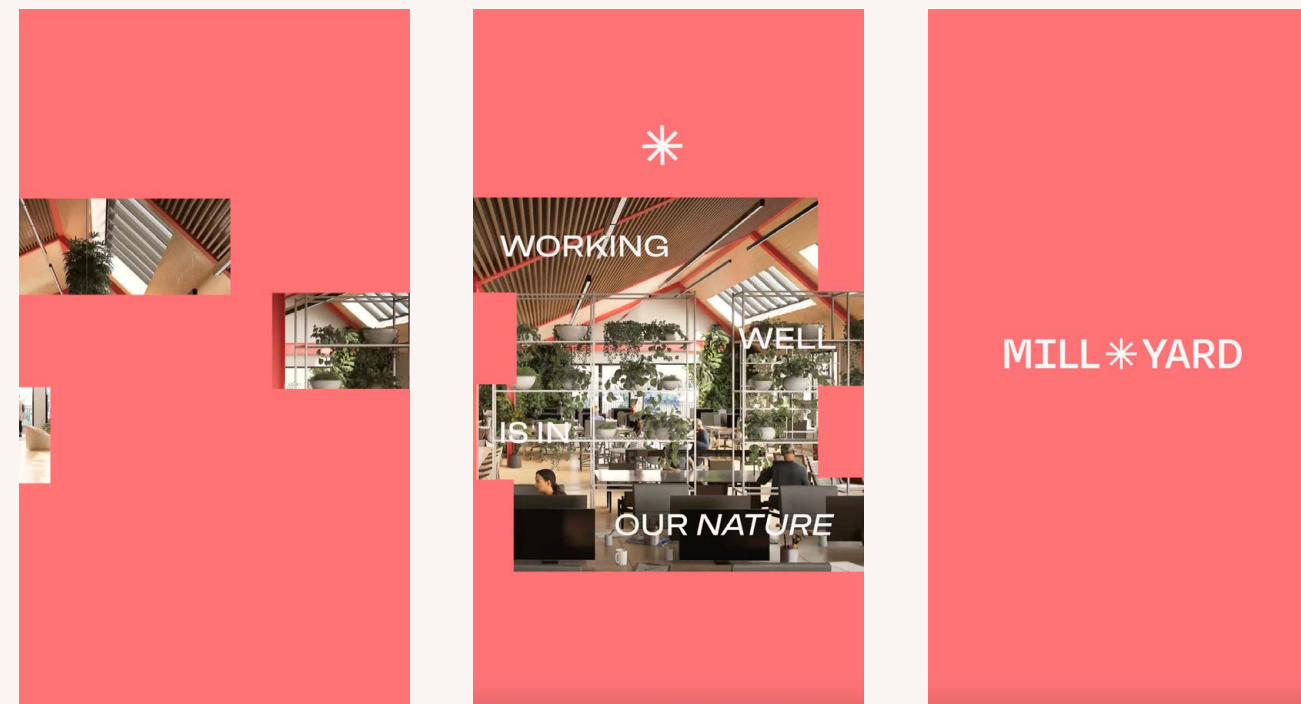
## Illustration and iconography

Full suites of icons and illustrations so that your brand maintains its distinctive identity from your website to social and printed materials.



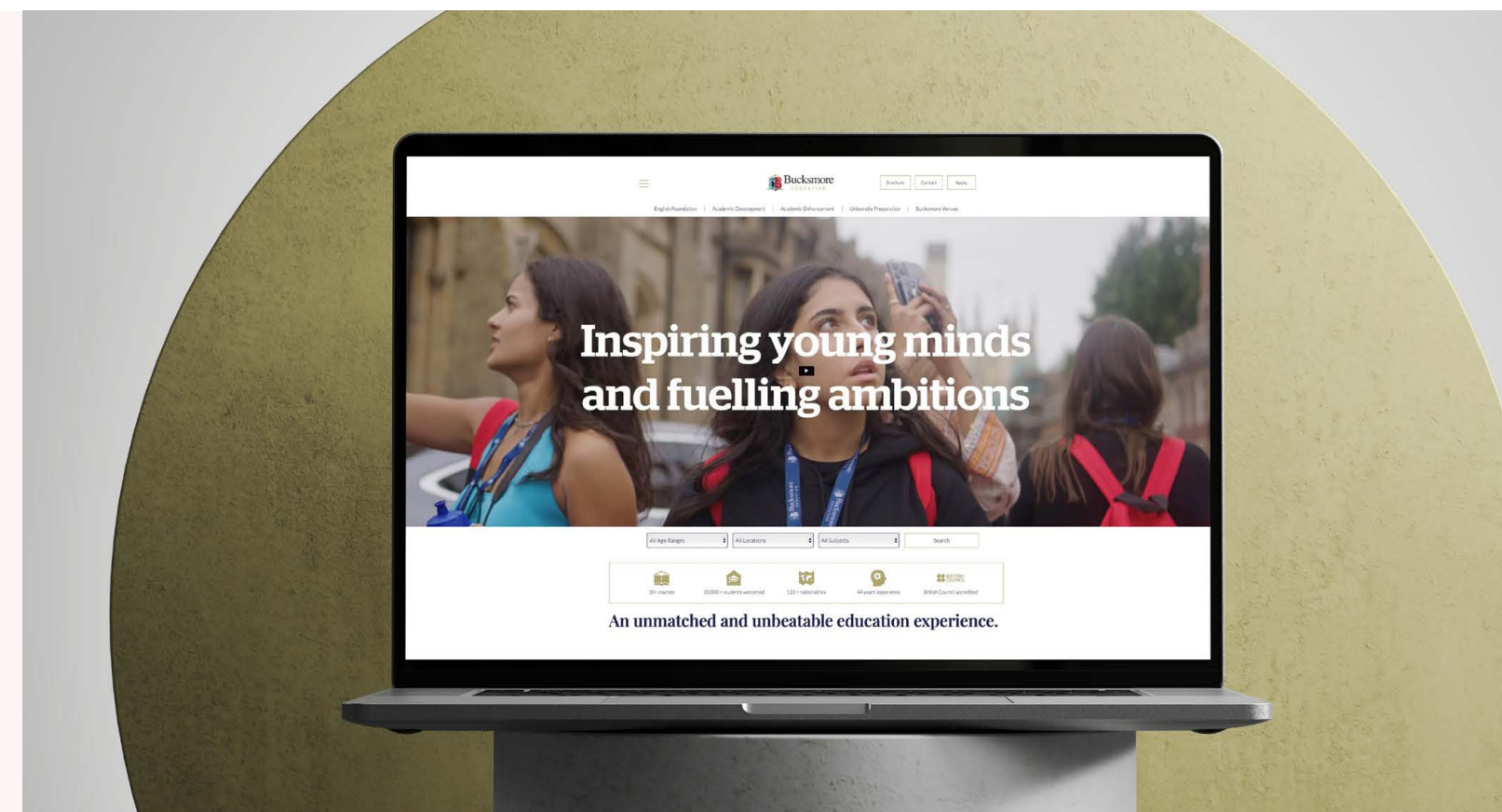
## Video and post-production

Your brand story deserves to be told through high-quality video that captures attention with powerful visuals. We refine every second in post-production to ensure your message has maximum impact with your target audience.



## 2D video animation and motion design

Lively social media carousels enhanced with motion design or a fully animated video that tells your story, we craft content that resonates and engages your customers. Our comprehensive process covers everything from scriptwriting and storyboarding to professional voiceover and sound design.



## Website design and development

Digital experiences that are bespoke to your brand and fully responsive across all devices. Designed with character, built with care, and made to connect with your customers.



## Photography

Whether it's capturing individual portraits for coherent team images, students immersed in learning, or your next milestone event, we direct and oversee photoshoots to help capture these real-life moments that truly represent your brand.

# Print design

## SECTION ONE: PURPOSE

*"When I entered teaching, my principle aim was making a difference to kids and with this job, I think you absolutely can [make a difference]."*  
— an anonymous HMI

It is likely that most people who have been on social media or read a paper in the last few years will have seen Ofsted come under scrutiny. There have even been numerous calls for Ofsted to be scrapped altogether.

With this in mind, it is not surprising that our HMI survey reveals **55% of HMI believe that educators perceive them 'negatively'**. In total, **only 18% of HMI believe educators perceive them 'positively'**.

How do you feel educators perceive HMI?

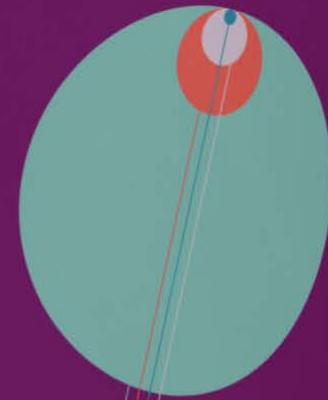


Percentage figures rounded to the closest 1.0. HMI survey.

These feelings are justified given the swathe of negative stories regarding Ofsted and the people carrying out school-based inspections. But our findings suggest that these feelings could, perhaps, be misplaced. When we asked teachers from across England in a YouGov poll about their experience with HMI, **the majority of teachers (74%) felt inspections were accurate**. A strong endorsement of inspectors' ability to understand the complexity of school life and make fair, balanced judgements, which speaks to a counter narrative from

the mainstream media about teachers' attitudes to hardworking and professional HMI.

Thinking about the most recent Ofsted inspection at your current school, in your opinion, how accurate was this at capturing your school's current standing?



Percentage figures rounded to the closest 1.0. YouGov survey.

This positivity is not limited to the sector. When we asked parents with children 18 years and under from across the UK through a YouGov poll about the role of Ofsted, the response was clear: **73% of parents believe that Ofsted reports are important to play in education and which school to send their children to**. Building on this understanding, our research further tells us that **83% of parents believe that school performance should be independently reviewed and made publicly available**.



How important, if at all, are Ofsted reports to you when choosing which school to send your child to?

**73%**  
Important

**18%**  
Not important

**6%** Don't know  
**3%** N/A - Not heard of Ofsted before now

Percentage figures rounded to the closest 1.0. YouGov survey.

We now have quantifiable evidence that shows that both the public and the wider sector do not, in general, agree with the negative narrative surrounding HMI. This is an important reminder for HMI that they are valued by the public, that their work is delivered accurately, and it helps parents to make vital decisions on the future of their children's lives.

Parents and the sector believe that the role of HMI is purposeful. Variance starts to appear when assessing exactly what the purpose of inspections should be.

*"I've never had a negative experience with an Ofsted inspector where they have not been fair or supportive with their challenge."*  
— an anonymous educator

# Print design

## Client

British Antarctic Survey

## Services

Editorial design  
Illustration and iconography

## Industry

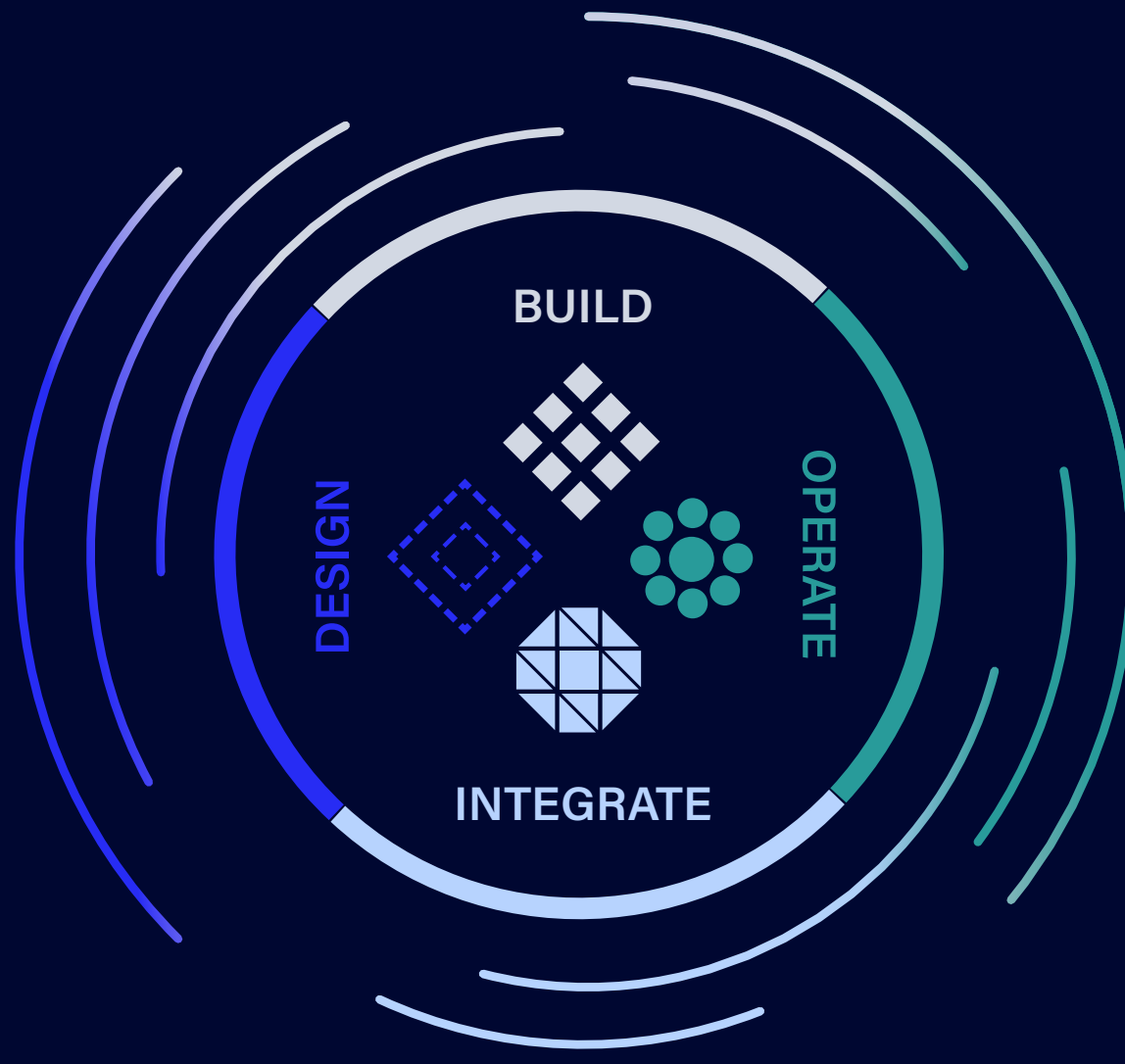
Science and innovation

## Visualising the future of Antarctic research through publication design

The Antarctic Infrastructure Modernisation Programme (AIMP) brochure was created to showcase the investment and innovation behind the future of scientific discovery in Antarctica.

The brief was to communicate complex infrastructure developments in a clear and engaging way using diagrams, maps and powerful imagery to bring the scale of the programme to life for a wide-ranging audience.

The colours used were inspired by the Antarctic landscape, reflecting the natural tones and extreme environment of the region. Combined with strong typography, detailed infographics and immersive photography, the brochure transformed technical information into a compelling visual narrative.



# Print design

## Client

FDA Union

## Services

Data visualisation

Editorial design

## Industry

Education

## Designing an engaging report for FDA Union's survey insights

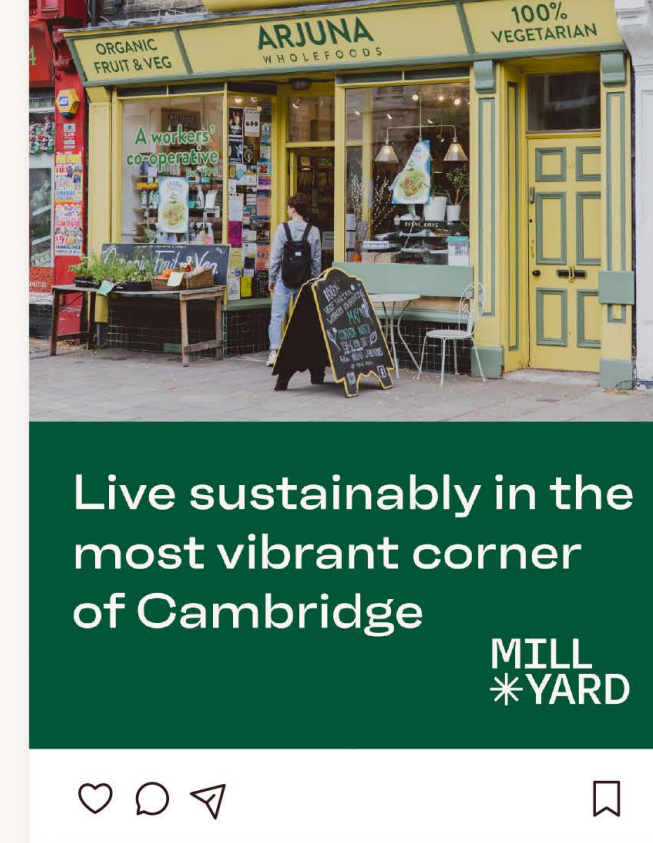
FDA Union commissioned us to undertake a piece of research to humanise His Majesty's Inspectors for Ofsted.

The brief was to create a visually impactful report that balanced data-led storytelling with the organisation's established brand identity; presenting complex data in a way that was clear, engaging and accessible.

Using FDA Union's brand colours subtly alongside an expanded complementary palette, we developed eye-catching data visualisations designed to highlight key insights and improve readability. The curved shapes are inspired by the organisation's logo and have been woven throughout the report, creating a cohesive visual language across every page.



# Digital design



# Digital design

## Client

Railpen

## Services

Social media graphics

Animations

## Industry

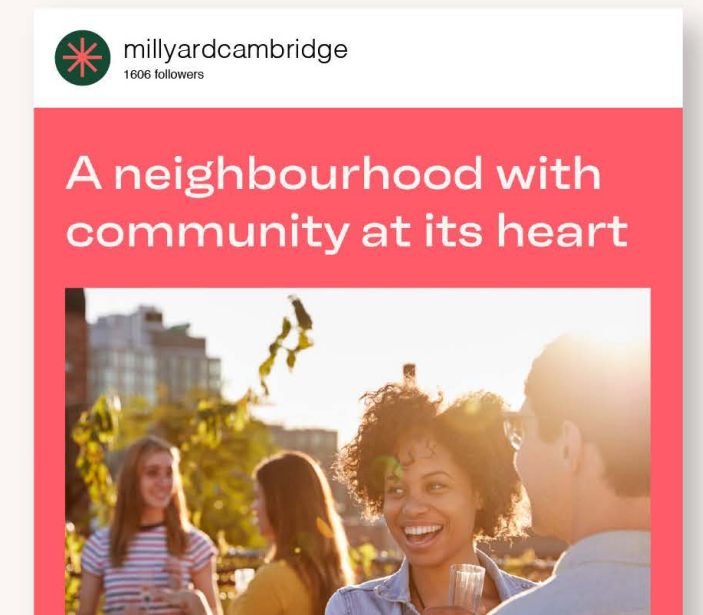
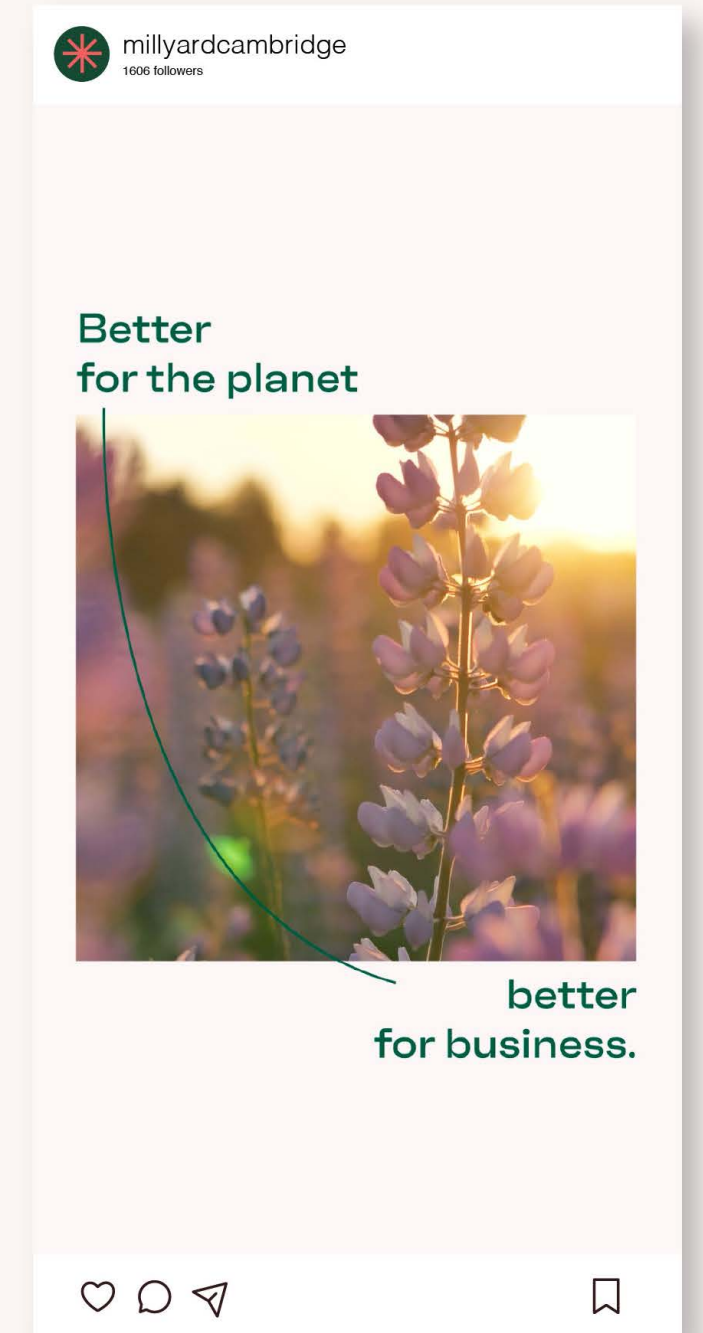
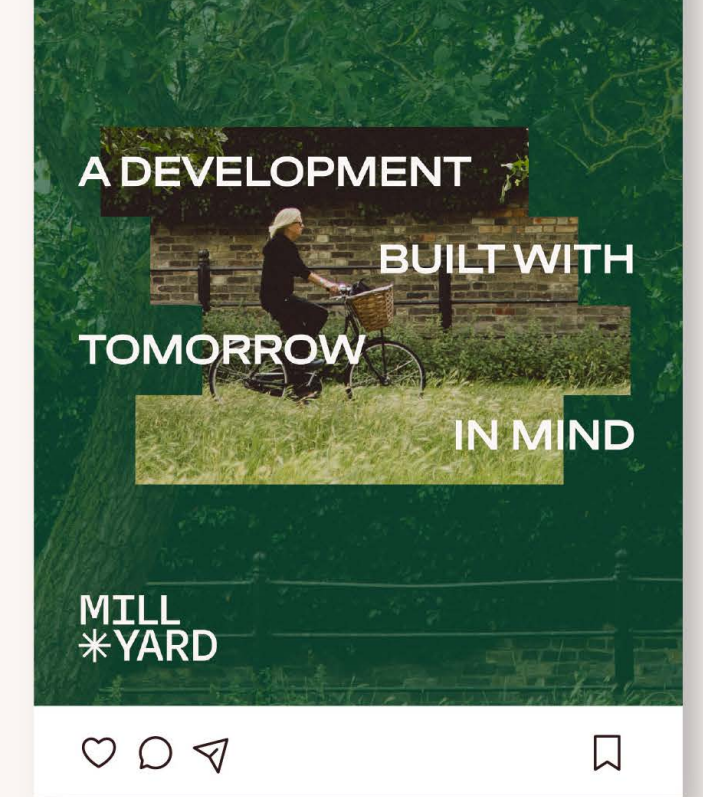
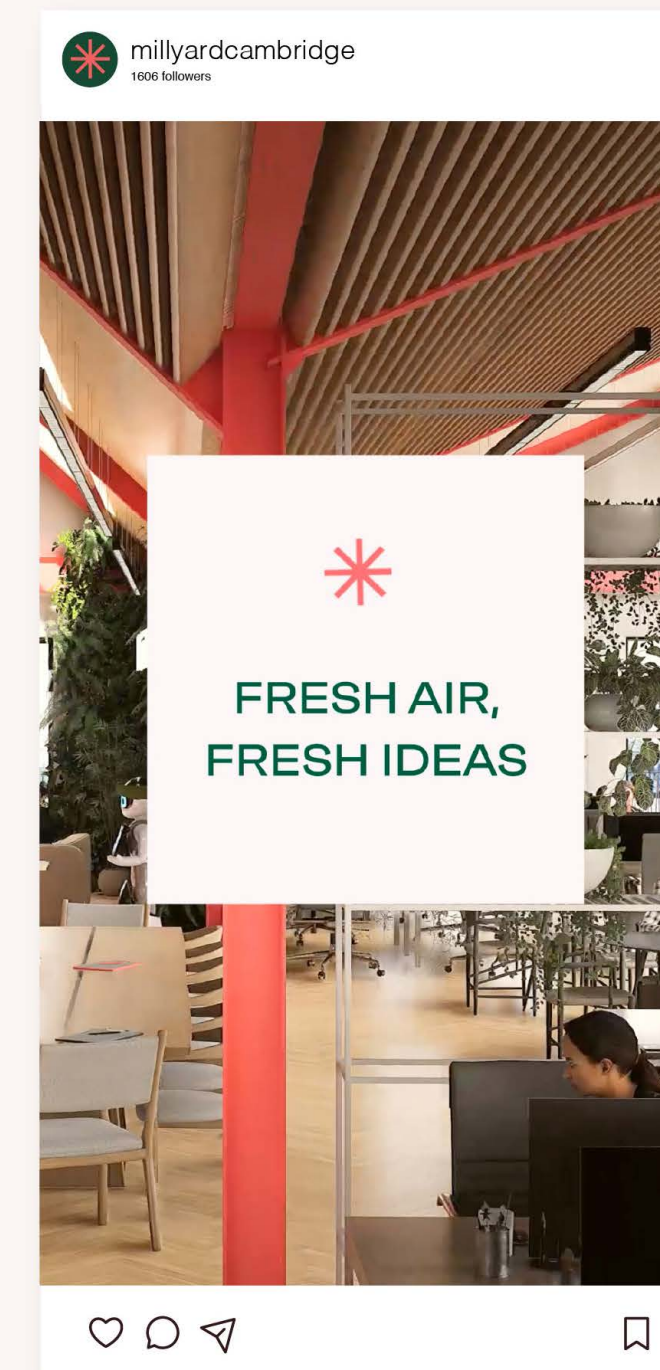
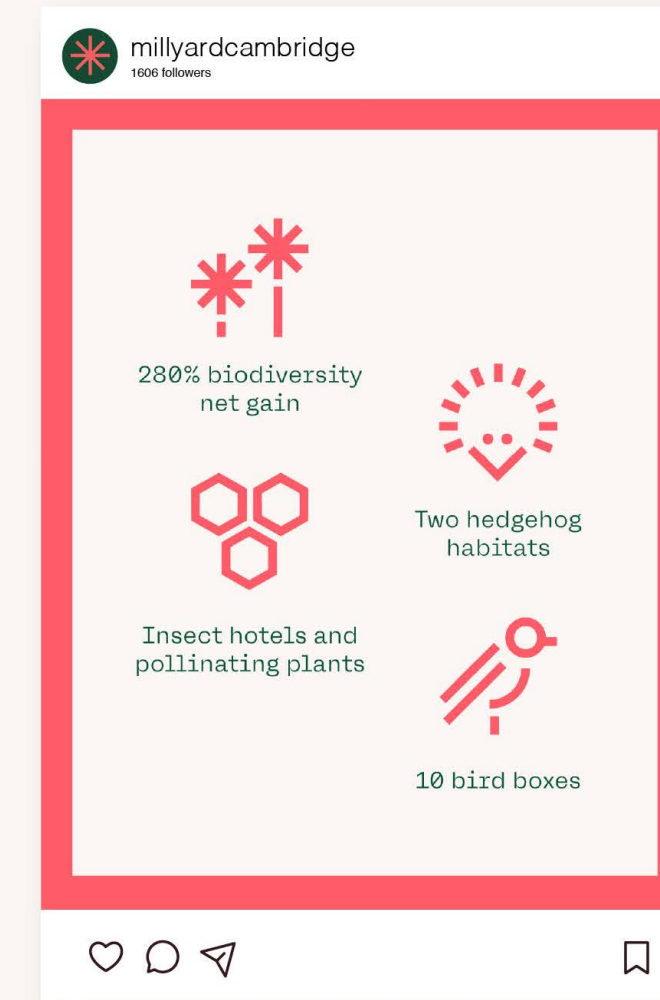
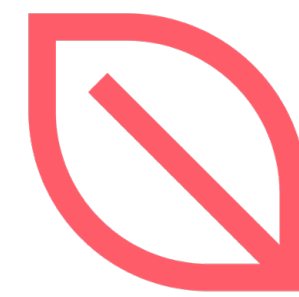
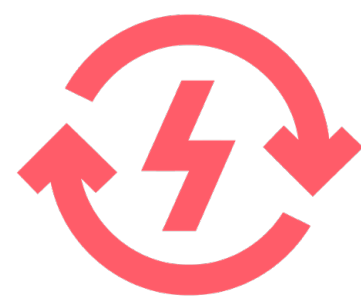
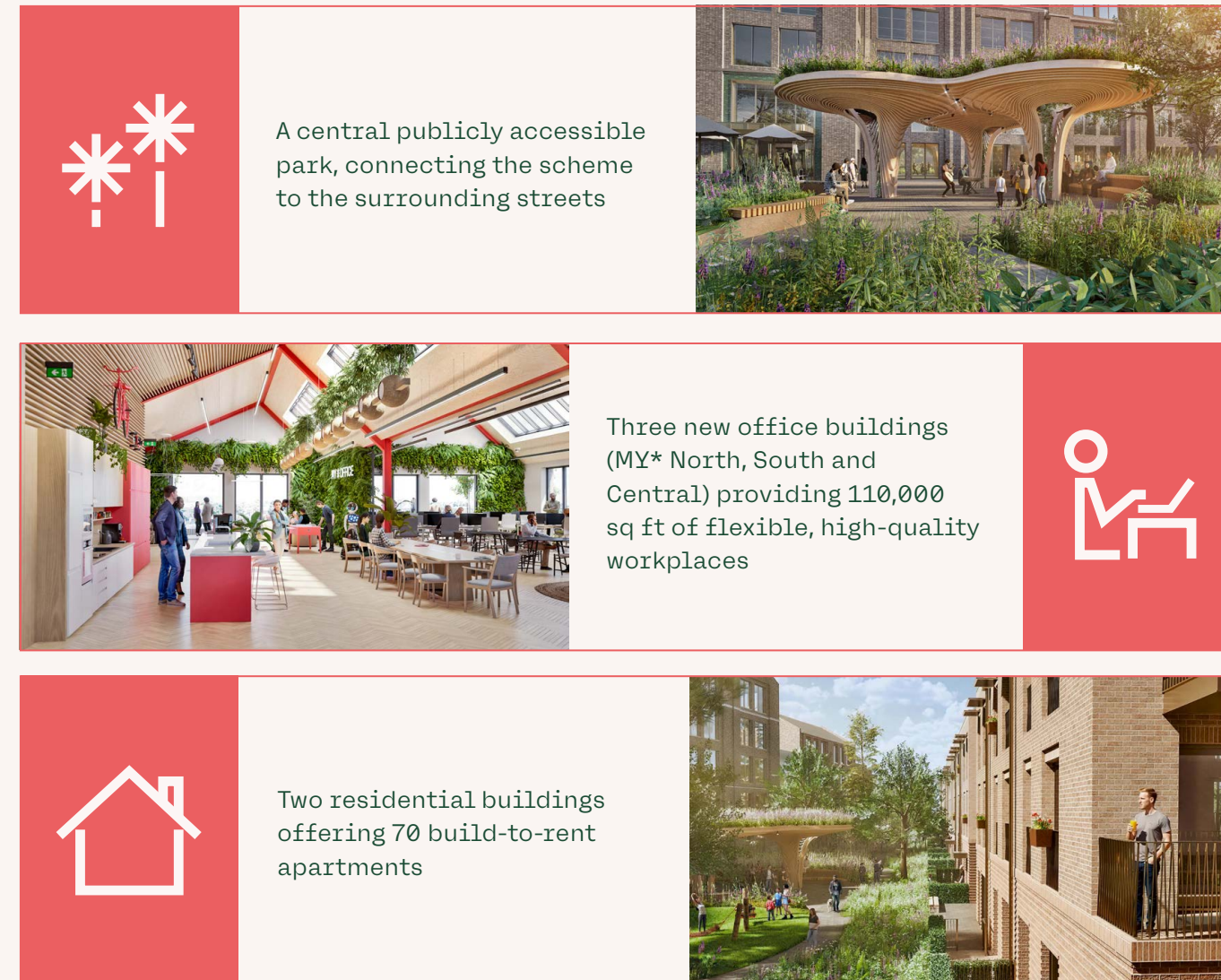
Built environment

## Bringing a future-focused neighbourhood to life digitally before it exists

A forward-thinking office and living space coming to Mill Road in 2027, we have been supporting Railpen to bring their vision to life before it physically exists.

Mill Yard is bringing together modern offices, sustainable homes and community-focused amenities within Cambridge's first truly mixed-use campus.

We helped bring the vision to life before construction is complete through a range of visually engaging marketing assets including newsletters to local neighbours and social media content, designed to help sell the space and generate interest ahead of launch. The result was a suite of design-led content created to capture the ambition behind the development, positioning Mill Yard as a bold addition to Cambridge.



# Digital design

## Client

Railpen

## Services

Social media graphics  
Video and photography

## Industry

Built environment

## Creating design-led content for one of Cambridge's most sustainable developments

Botanic Place is set to be one of the UK's most sustainable office buildings, redefining the modern workplace through innovation, wellbeing and environmental responsibility.

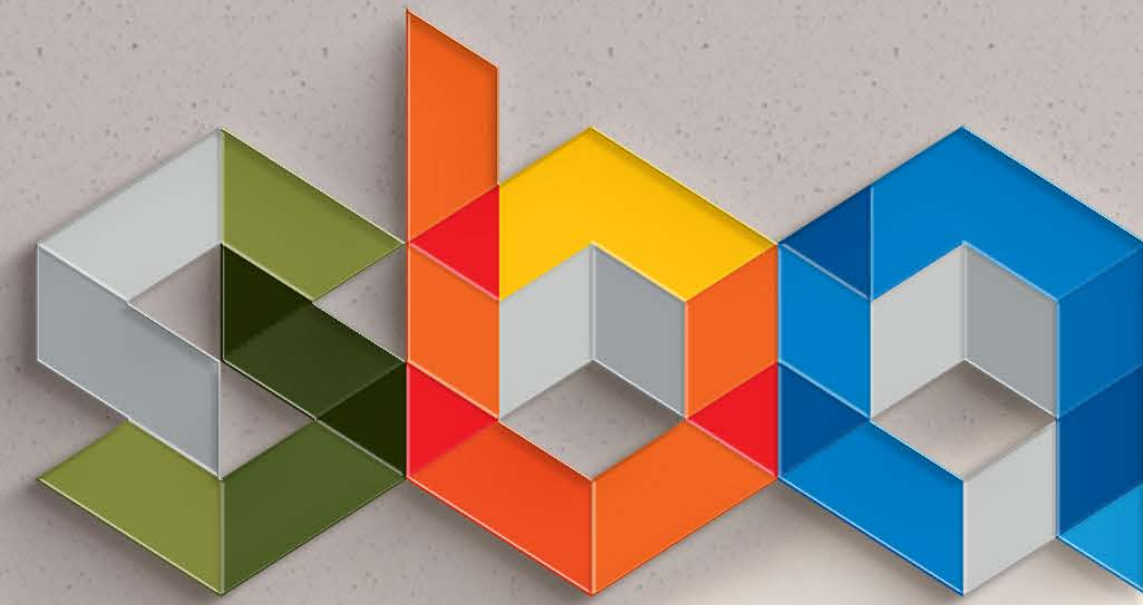
The brief was to create engaging content that would build awareness and excitement around the development, while communicating its forward-thinking vision to both local and wider audiences.

Through social media design, newsletters, local photography and videography, we developed a suite of visually engaging content designed to bring the project to life before completion.

botanic  
place  
CAMBRIDGE



# Brand strategy and identity



**Saunders  
Boston  
Architects**

# Brand strategy and identity

## Client

Science Learning East

## Services

Logo and brand identity  
Editorial design

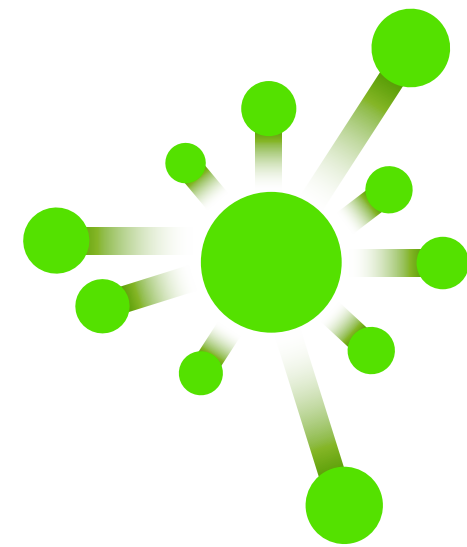
## Industry

Education

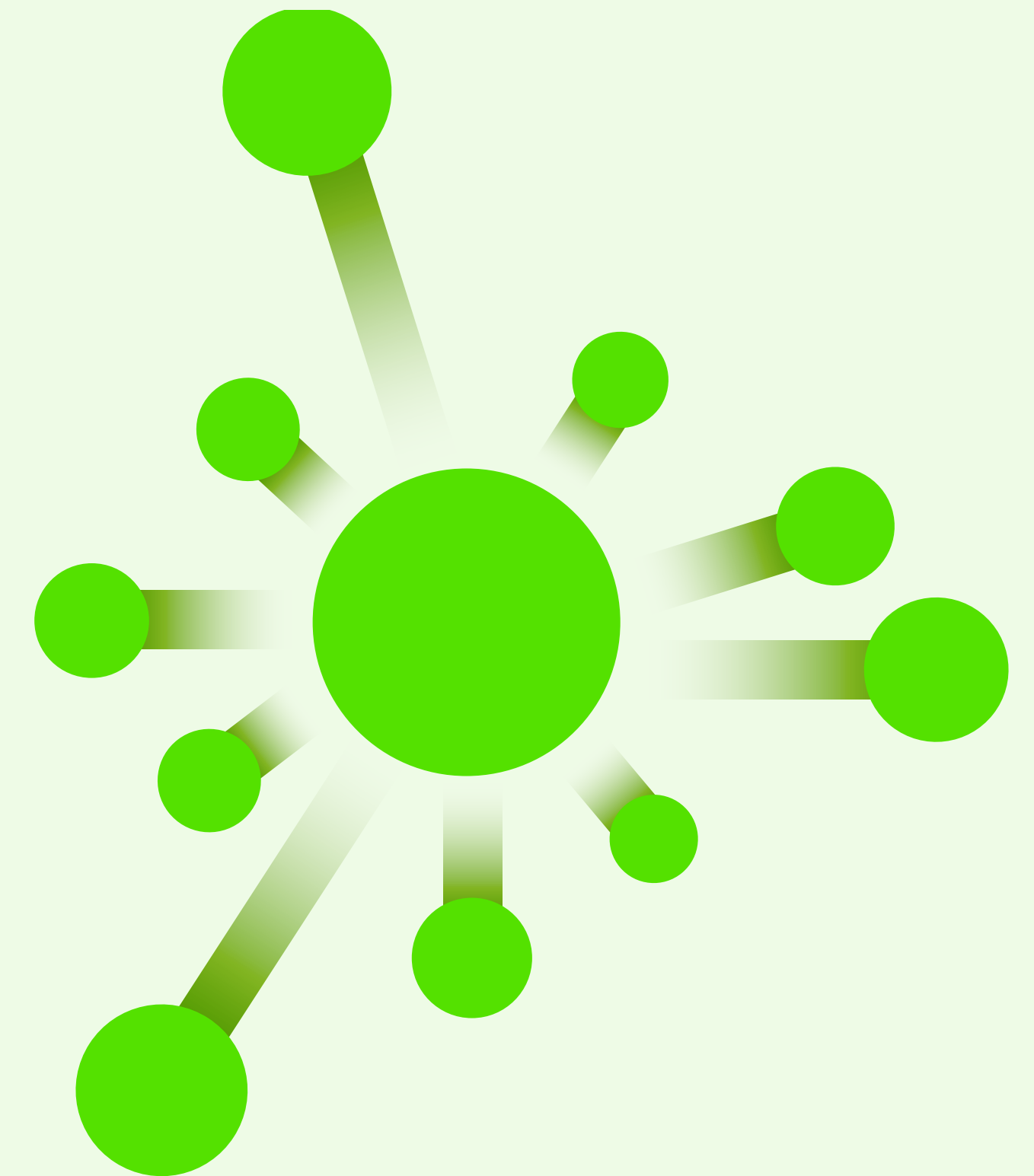
## Creating an identity and launch publication for a new STEM education initiative

Science Learning East was created to support STEM education and inspire the next generation of scientists through accessible learning programmes.

Drawing inspiration from molecular structures and the periodic table, we incorporated “Sc”, the symbol for Scandium into the identity to create a brand rooted in science and innovation. From this visual language, we designed a printed A5 booklet that brought the programme to life through bold layouts, engaging graphics and accessible content.



**Science Learning East**



# Brand strategy and identity

## Client

Saunders Boston Architects (SBA)  
Saunders Boston Sustainability (SBS)

## Services

Logo and brand identity  
Stationery

## Industry

Built environment

## Rebranding a Cambridge-based architecture practice

We developed a brand identity built around geometric forms inspired by building blocks and architectural symmetry, mirroring the way SBA constructs spaces for its clients. Developed through a collaborative workshop process, the system also needed to allow for future growth through clearly defined sub-brands, such as SBS.

The colour palette was carefully selected to balance a sense of professionalism and confidence with warmth and approachability, ensuring the identity felt both contemporary and enduring.

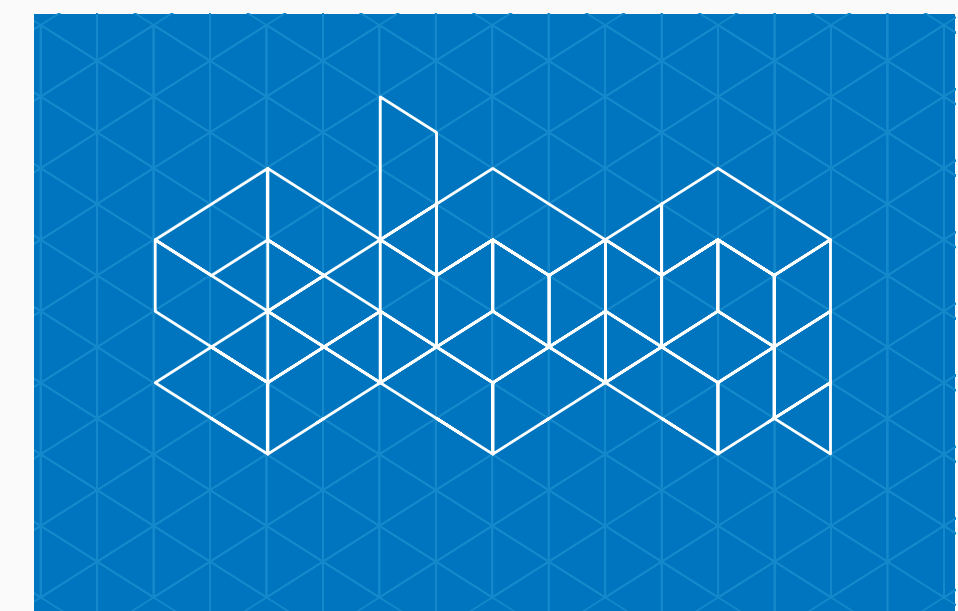
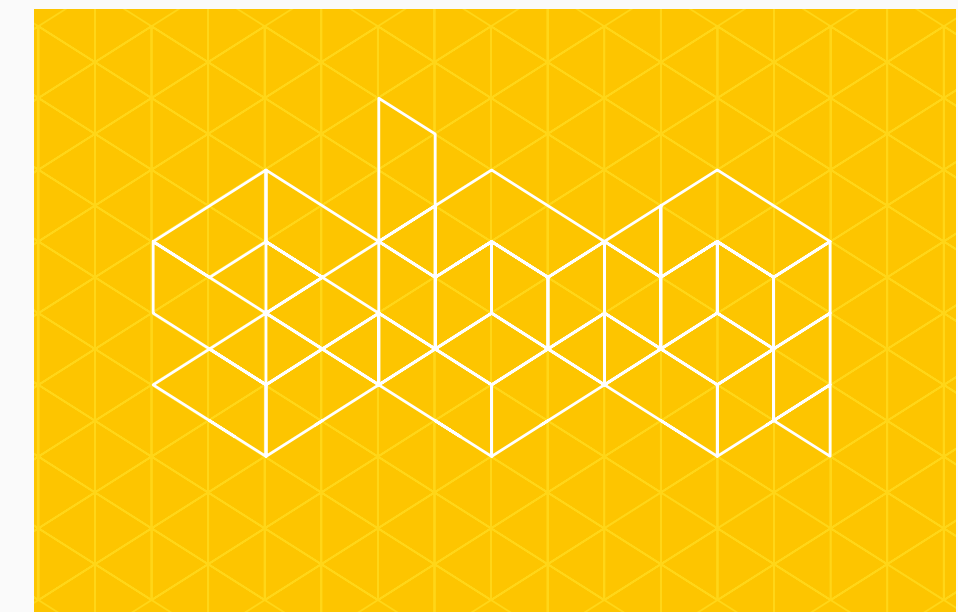
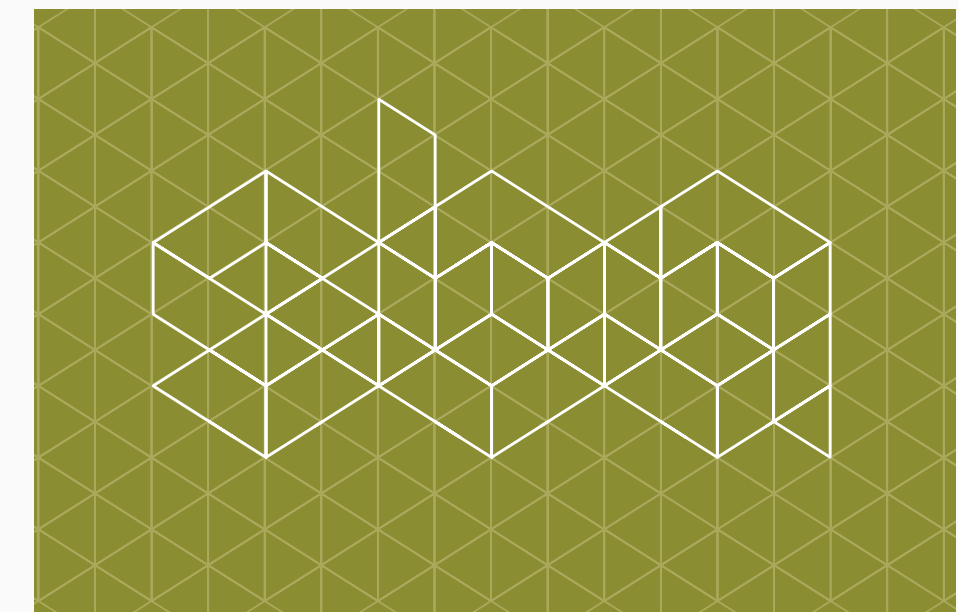
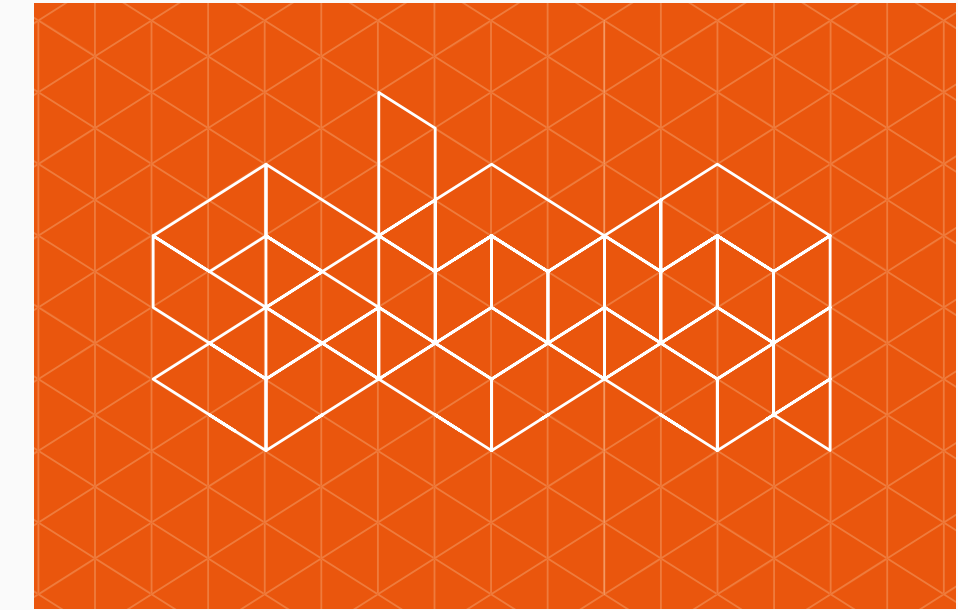
The system was applied across all physical and digital touchpoints, including bold exterior signage proudly installed on the practice's building, bringing the new identity into the physical environment.



Saunders  
Boston  
Architects



Saunders  
Boston  
Sustainability



# Data visualisation



**Together, We Learn Better**

ica International Curriculum Association

## Level up your professional development strategy

Teacher retention averages just one to six years in international schools (ISC Research) around the world.

### The problem with traditional professional development

Traditional professional development sees learning as:	This can result in development that is:	Truly effective professional development is:
Sporadic	Quickly forgotten	Ongoing
One-off events	Not sustained or properly implemented	Collaborative
Assigned by leadership	Irrelevant to educators' career goals or needs	Part of a school's culture, not just a one-off

### The six pillars of effective professional development

There are six fundamental pillars, which set apart effective professional development:

- Collaborative professional structures**  
Incorporating peer learning and mentoring into the structure of your school
- Data-informed practice**  
Using data like student outcomes, parent opinions and assessment data to identify professional development priorities
- Revisit prior learning**  
Creating opportunities for educators to reinforce previous professional development
- Personalised pathways**  
Enable staff to structure their learning according to their own goals
- Accountability structures**  
Clear expectations and effective feedback loops
- Intrinsic motivation**  
Aligning professional development with the key principles of autonomy, mastery and purpose to encourage teacher engagement

### Getting started: The FED model

Creating a strong professional development culture takes time and continuous effort. The FED model offers a simple but effective tool for structuring the delivery of these changes.

- F Future**  
Defining the vision
- E Engage**  
Building trust in the process and collective responsibility
- D Deliver**  
Turning your vision for the future into action

### Solving problems with ongoing professional development

The problem	How ongoing professional development can help
Teacher retention	Makes teachers feel valued and able to progress their careers in your school
Limited time and capacity	Professional development can take place in small, manageable chunks
Diverse teaching backgrounds	Peer mentoring and regular training opportunities help keep pedagogies cohesive
Adapting to changing curricula and pedagogies	Regular professional development helps teachers stay on top of changes in the field

### Foster effective professional development in your school

Ready to take your school to the next level through professional development?

Download our whitepaper, **Together, we learn better**, for a roadmap of where to start.

# Data visualisation

## Client

International Curriculum Association

## Services

Infographics

Illustration and iconography

## Industry

Education

## Visualising the power of play through infographic design

The brief was to create a playful and visually engaging infographic that communicated the importance of play within international education in a clear and accessible way.

Using bold iconography, a bright colour palette and an energetic visual style, we transformed key information to capture attention while making educational insights easy to understand.

# Play with the ICA



# Campaigns



# Campaigns

## Client

British Nutrition Foundation

## Services

Campaign ideation  
Voxpop videos  
Social media graphics  
Illustrations  
Photography

## Industry

Science and innovation

### Creating an accessible campaign to help families understand healthy portion sizes

Get Portion Wise is a campaign designed to help parents and their children better understand food portion sizes in a simple and practical way: using their own hands as an easy everyday guide instead of weighing or measuring food.

The brief was to create an engaging campaign that made nutritional guidance feel approachable, memorable and easy to apply in busy family life.

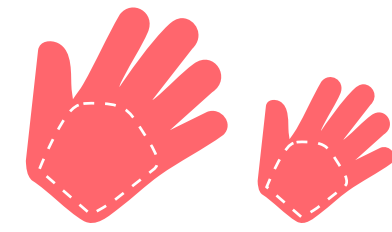
Through campaign ideation, voxpop videos, social media graphics, illustration and photography, we developed a series of clear and playful visuals that simplified how to portion foods such as pasta, potatoes and cheese, encouraging families to become more portion-wise together.

### Low Budget Campaign Shortlisted Awards



## Get portion wise

Adult and child portion size chart



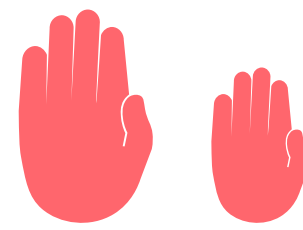
Your palm



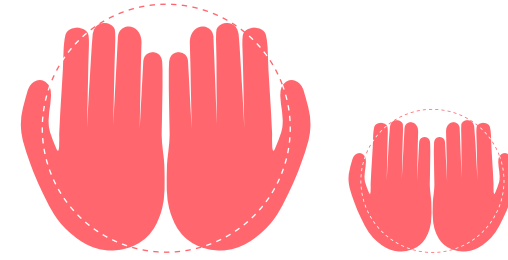
One of your handfuls



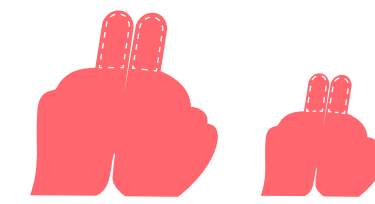
Your fist



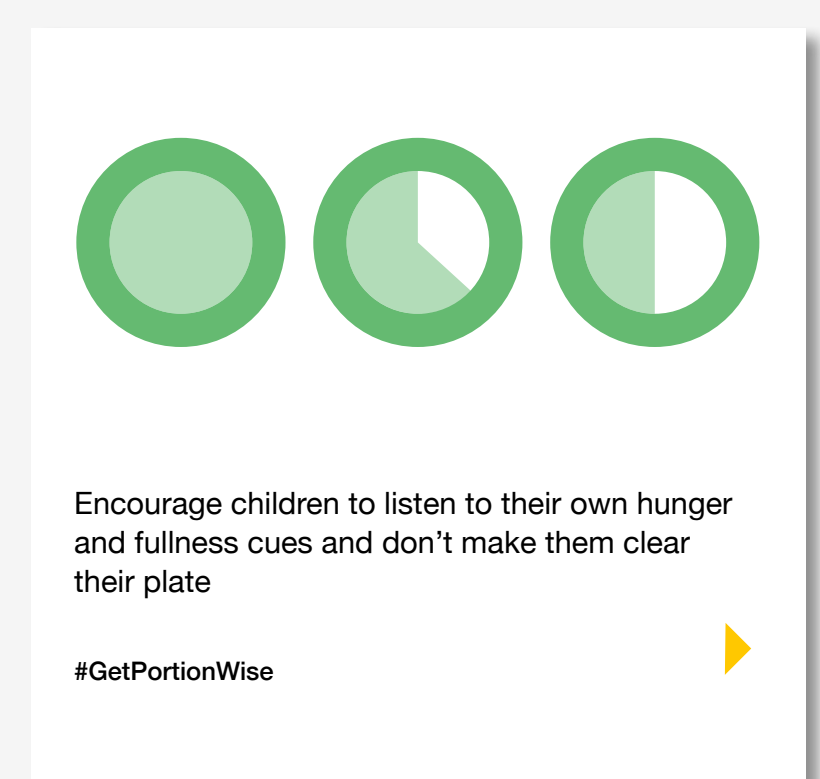
Your full hand



Your two cupped hands



Your two thumbs



# Campaigns

## Client

British Antarctic Survey

## Services

Branding

Marketing collateral

## Industry

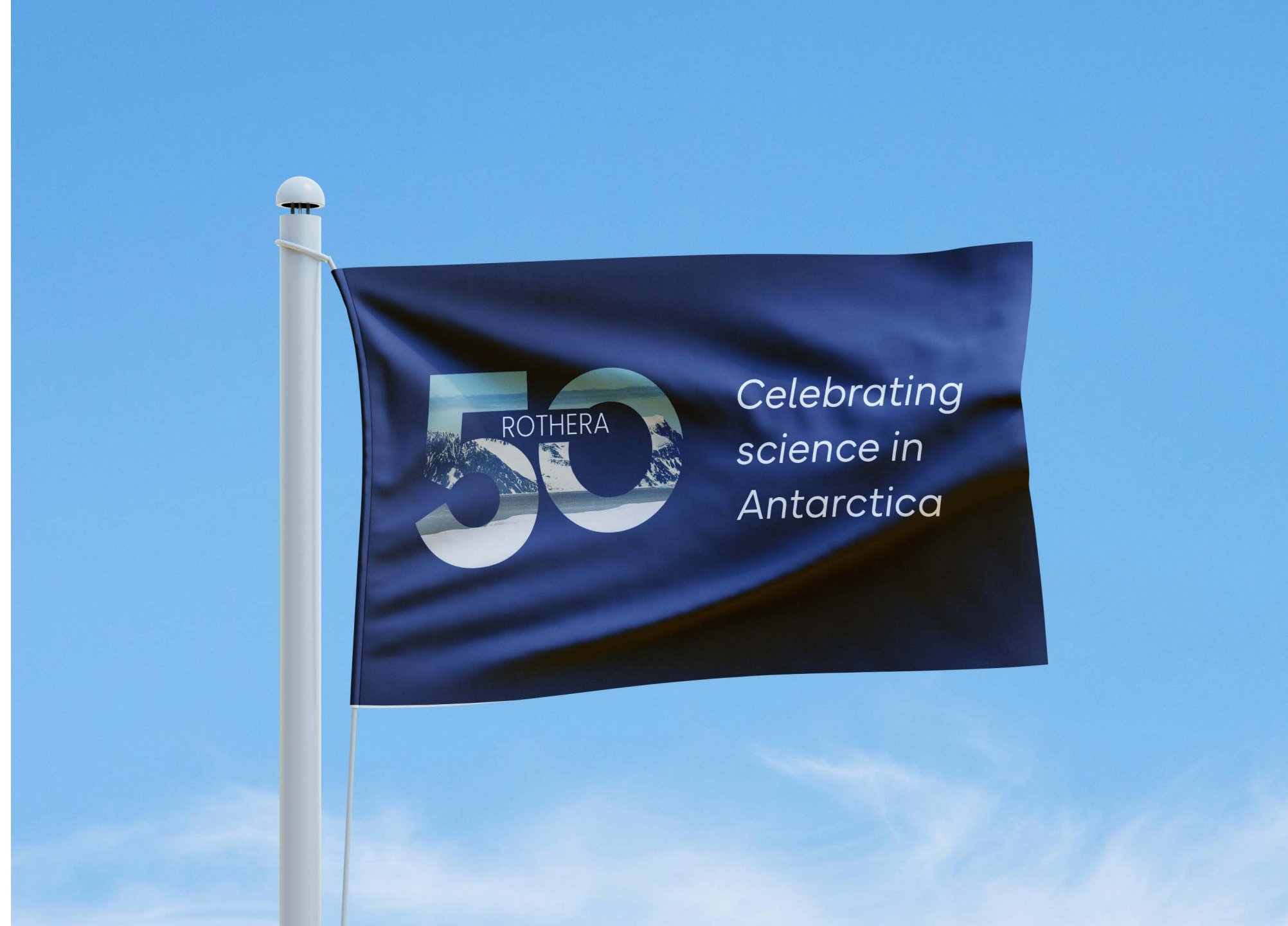
Science and innovation

## Creating an anniversary identity inspired by the landscape of Rothera

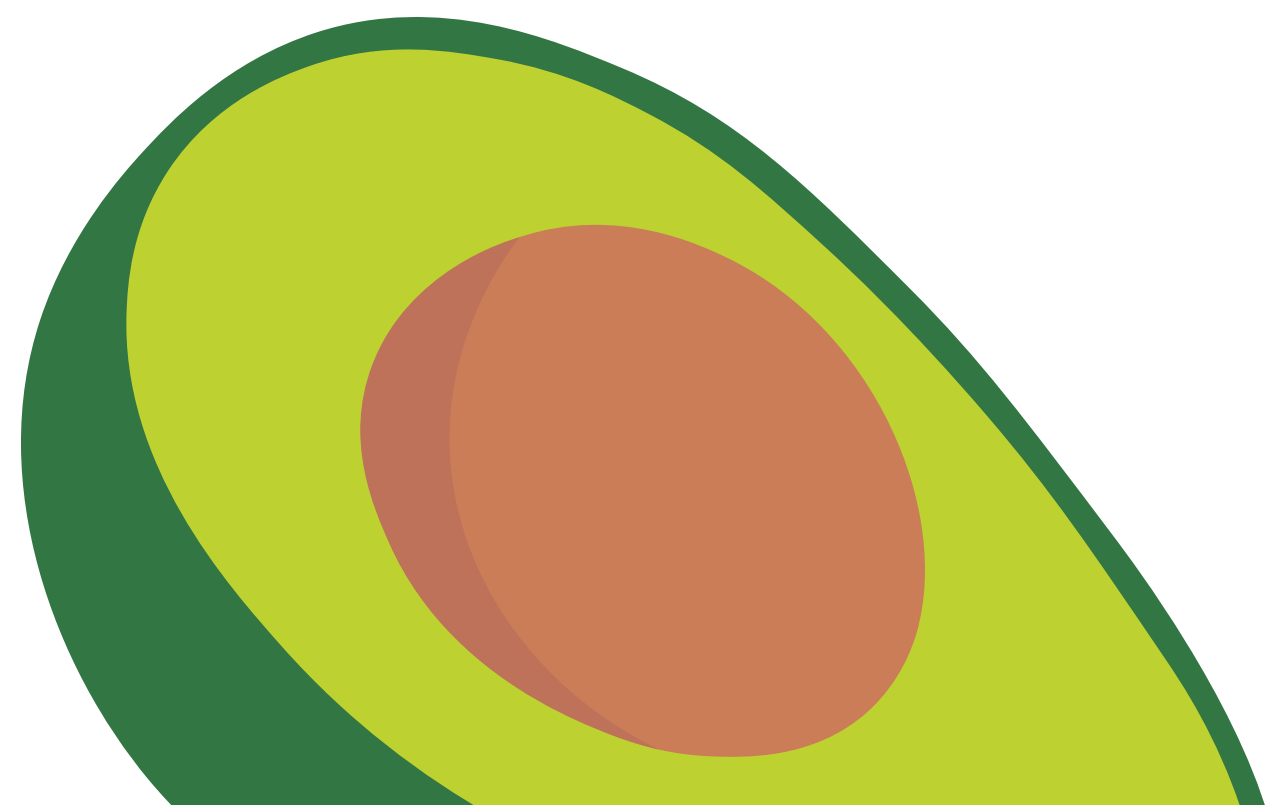
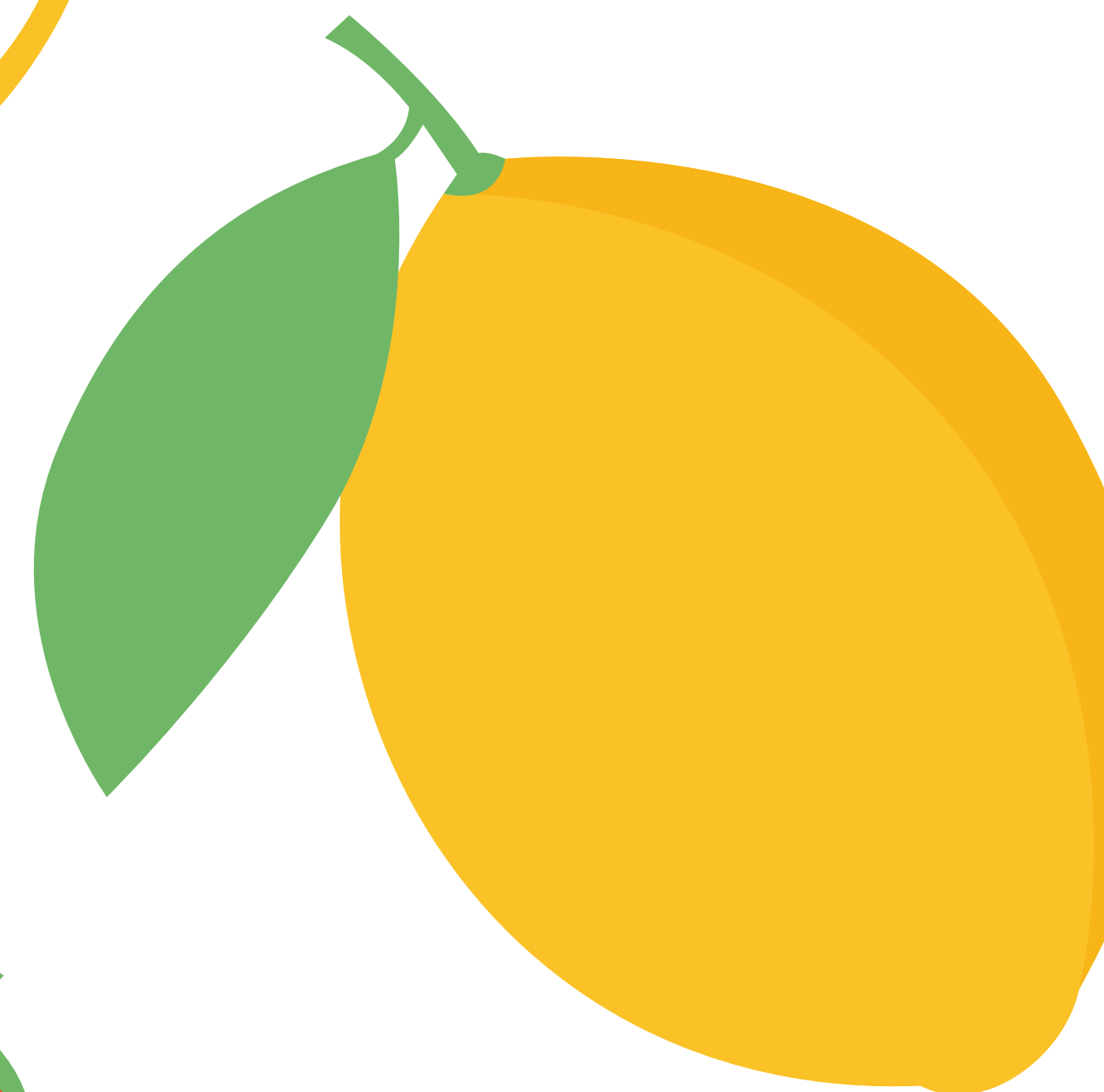
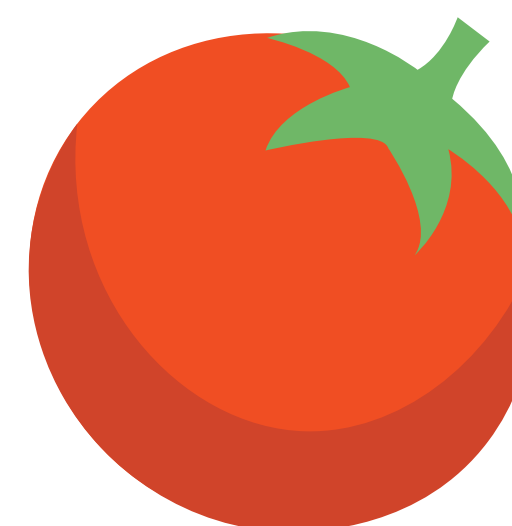
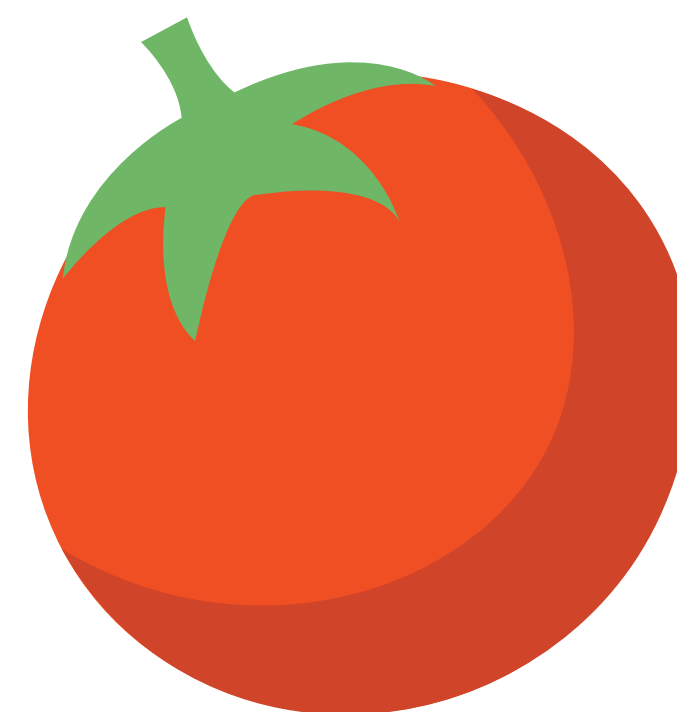
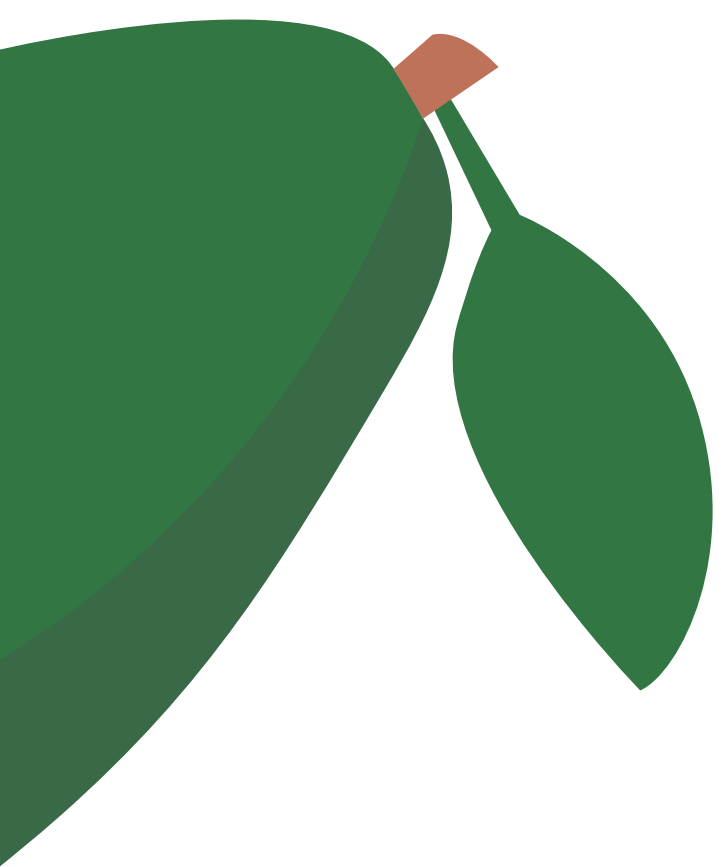
The British Antarctic Survey marked the 50th anniversary of Rothera Research Station by reflecting on five decades of discovery, resilience and scientific innovation in one of the world's most extreme environments.

The brief was to create a commemorative brand identity that celebrated Rothera's history while capturing the spirit and scale of the station today.

Drawing inspiration from the Antarctic landscape and contemporary imagery of Rothera, we developed a visual identity that reflected the station's unique environment and its legacy of polar research. The identity has been rolled out across digital and print marketing collateral to support the anniversary launch, events and wider communications.



# Illustration and iconography



# Illustration and iconography

## Client

Cambridge City Foodbank

## Services

Illustration and iconography

Social media graphics

Booklets

## Industry

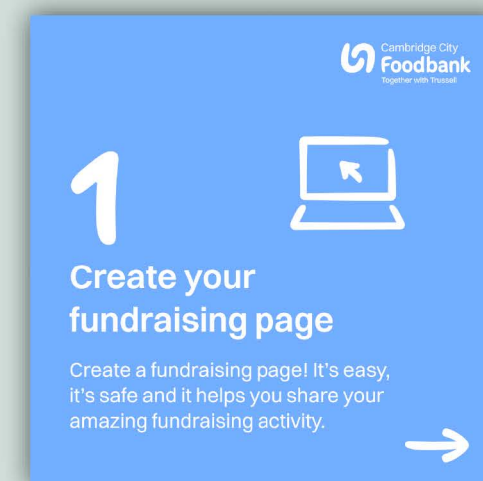
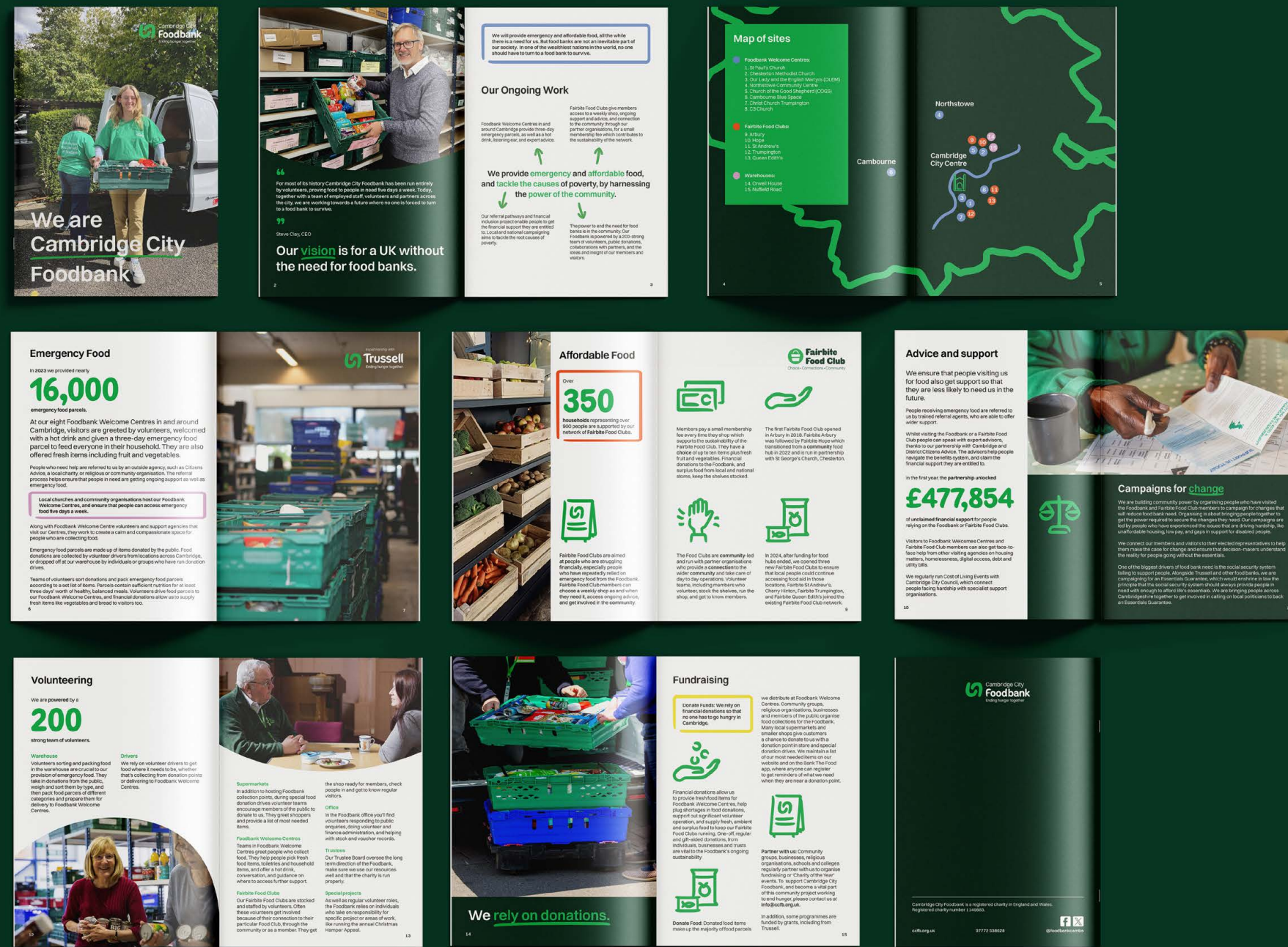
Not-for-profit

## Creating accessible content for a charity supporting the Cambridge community

Cambridge City Foodbank plays a vital role across the city, providing emergency and affordable food to people who need it most.

The brief was to create clear and compassionate communications that reflect the organisation's impact across both print and digital platforms.

We communicated this through iconography that can be applied across booklets, social media and wider campaign materials alongside authentic human photography and intentional colourways that signal the importance or feelings of the topic of poverty.



# Illustration and iconography

## Client

British Nutrition Foundation

## Services

Infographics

Illustration and iconography

## Industry

Science and innovation

## Designing accessible educational content for the British Nutrition Foundation

We worked with the British Nutrition Foundation to create educational content designed to support mothers throughout pregnancy with clear and accessible nutritional guidance.

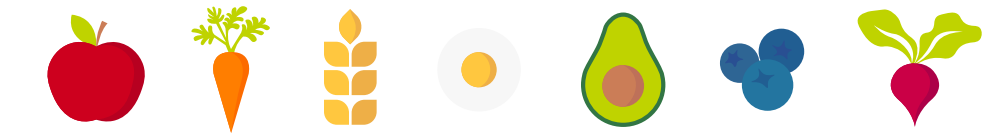
The brief was to communicate essential health information in a way that felt engaging, easy to navigate and simple to refer back to. Through colour-coded nutrients, clean layouts and an eye-catching infographic design, we created content that transformed complex information into an approachable and digestible visual resource.



# Nourish to flourish

Your guide to a healthy pregnancy

## Start before you're pregnant



Eat a rainbow diet: fruits, vegetables, wholegrains, lean proteins, and healthy fats.

## 400µg

Take 400µg folic acid daily starting three months before conception to help prevent neural tube defects like spina bifida.

## 18.5 to 25

Healthy weight = healthy baby: Aim for a BMI between 18.5 and 25 before pregnancy.

## Start nutrients for baby's development

Nutrient	Why it matters	Top sources	Tips
Folic Acid	Prevents neural tube defects	Green veg, fortified cereals, wholemeal bread	400µg supplement daily pre-pregnancy and 1st trimester
Omega 3s	Brain & eye development	Oily fish (salmon, sardines), flaxseeds, walnuts	Max two oily fish/week; consider supplement after week 20
Iron	Supports red blood cells & placenta	Lentils, red meat, seeds, spinach	Pair with vitamin C foods for better absorption
Vitamin D	Bone, teeth & muscle development	Sunlight, fortified foods, oily fish	10µg supplement Oct - March (or year-round if needed)
Iodine	Critical for brain development	Dairy, eggs, white fish like haddock	Vegans: choose fortified dairy alternatives

## Fish and pregnancy - the smart way



Eat two portions of fish/week, including one oily fish.

Limit tuna to four cans or two steaks/week.

Avoid shark, swordfish, and marlin (high mercury).

Avoid raw or cold-smoked fish (e.g., smoked salmon) unless cooked.

## Lifestyle tips for a healthy pregnancy



**Stay active:** Aim for 150 minutes of moderate activity/week (e.g., walking, swimming).



**Limit caffeine:** <200mg/day; about two mugs of instant coffee or two and a half mugs of tea.



**Hydrate:** Aim for six to eight glasses of fluids/day - water is best!



**Sleep well:** Sleep on your side from week 28; establish a bedtime routine.



**No smoking:** Quitting lowers risk of preterm birth & low birth weight.



**No alcohol:** There is no known safe level during pregnancy.

## Did you know?



From 2026, all white flour in the UK will be fortified with folic acid!



You may be eligible for free vitamins (C, D & folic acid) through the Healthy Start scheme.

# Video and post-production



Look inside the new Discovery Building

# Video and post-production

## Client

British Antarctic Survey

## Services

Post-production

## Industry

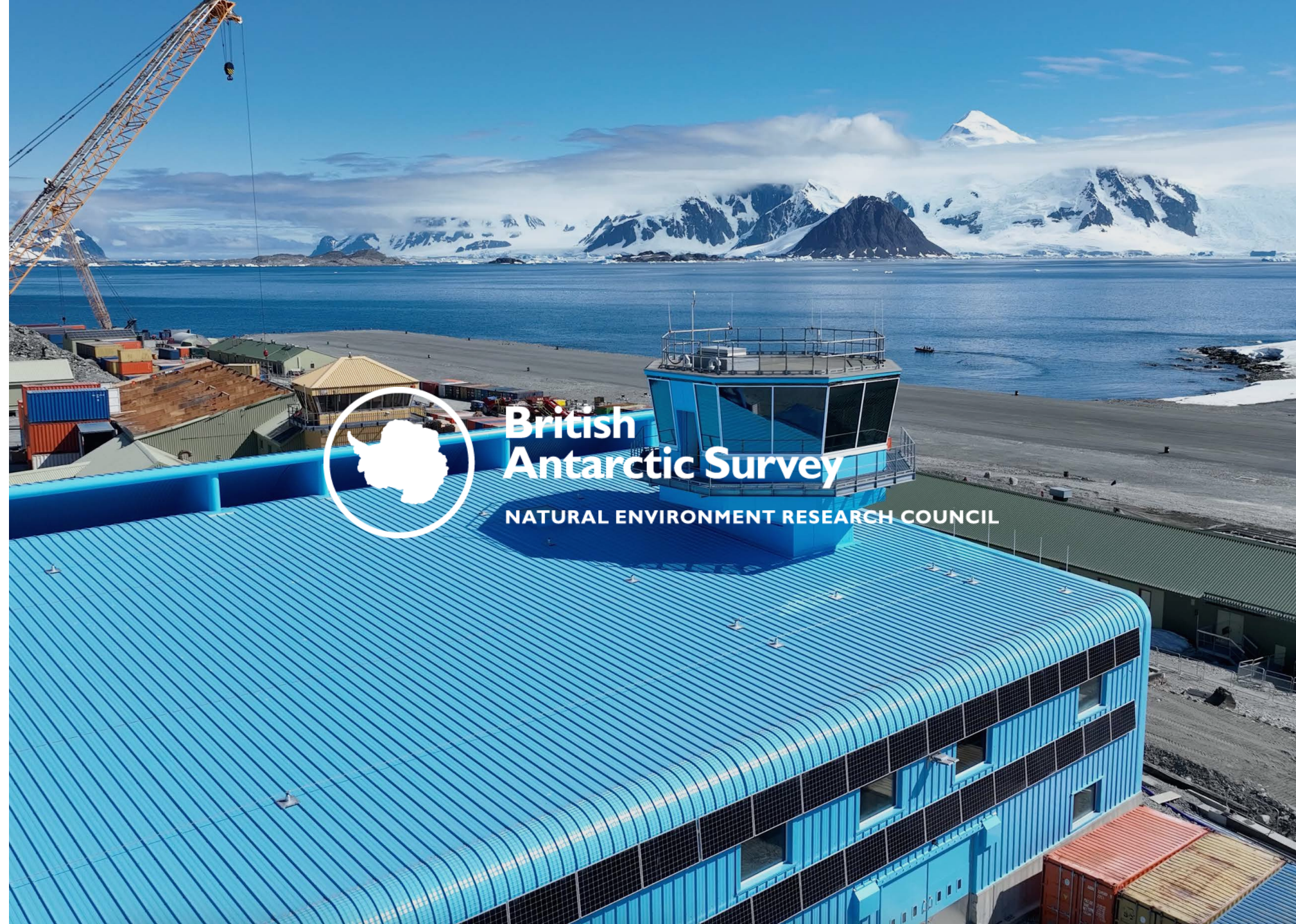
Science and innovation

## Capturing the modernisation of a world-leading research institute through authentic storytelling

The new Discovery Building at Rothera Research Station marks a major milestone in Antarctic research. Opening during the station's 50th anniversary year, the building represents the next chapter for one of the world's most important polar research hubs, replacing a collection of ageing facilities that had supported decades of scientific discovery in one of the harshest environments on Earth.

The challenge was to create a film that felt authentic to the people, place and purpose behind the project, showcasing the scale of modernisation.

We crafted an engaging visual narrative that brought the new facility to life. The result was a dynamic showcase of innovation and progress, designed to reflect the pioneering spirit of Antarctic research.



9.9K views



# Video and post-production

## Client

Downing College

## Services

Videography  
Post-production  
Translation

## Industry

Education

## Showcasing the ambition, heritage and opportunity behind the Winter Programme, delivered by world-class academics

Downing College's Winter Programme offers prospective students a firsthand experience of one of the world's most prestigious academic environments.

The brief was to create content that inspired international students to envision themselves at the University of Cambridge, capturing both the academic prestige and student experience of university life.

We created a suite of content for web and social platforms, combining cinematic visuals with authentic storytelling. Delivered in both English and Portuguese, the campaign expanded the programme's international reach while positioning Cambridge as both world-class and accessible.

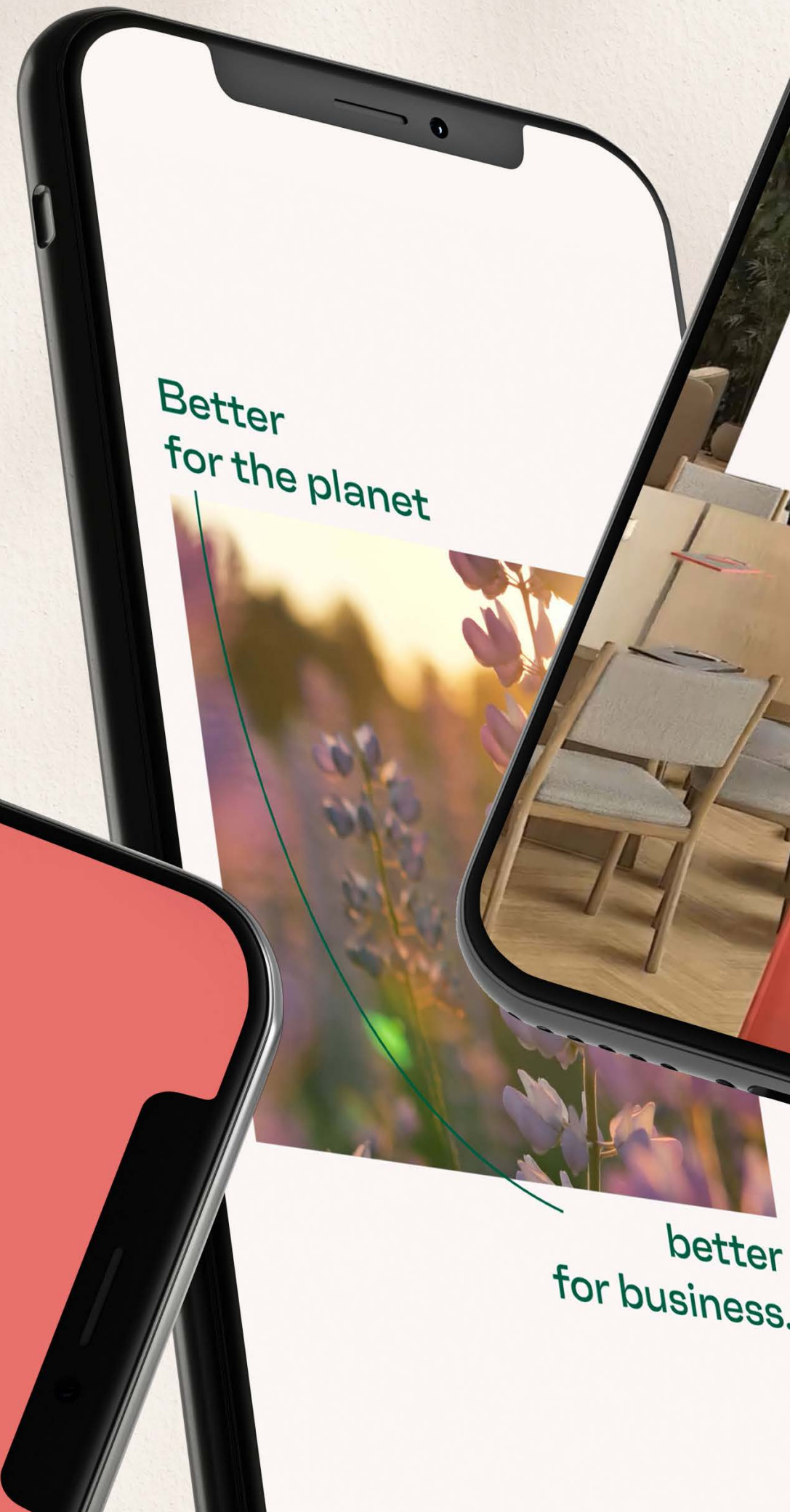


# 2D video animation and motion design

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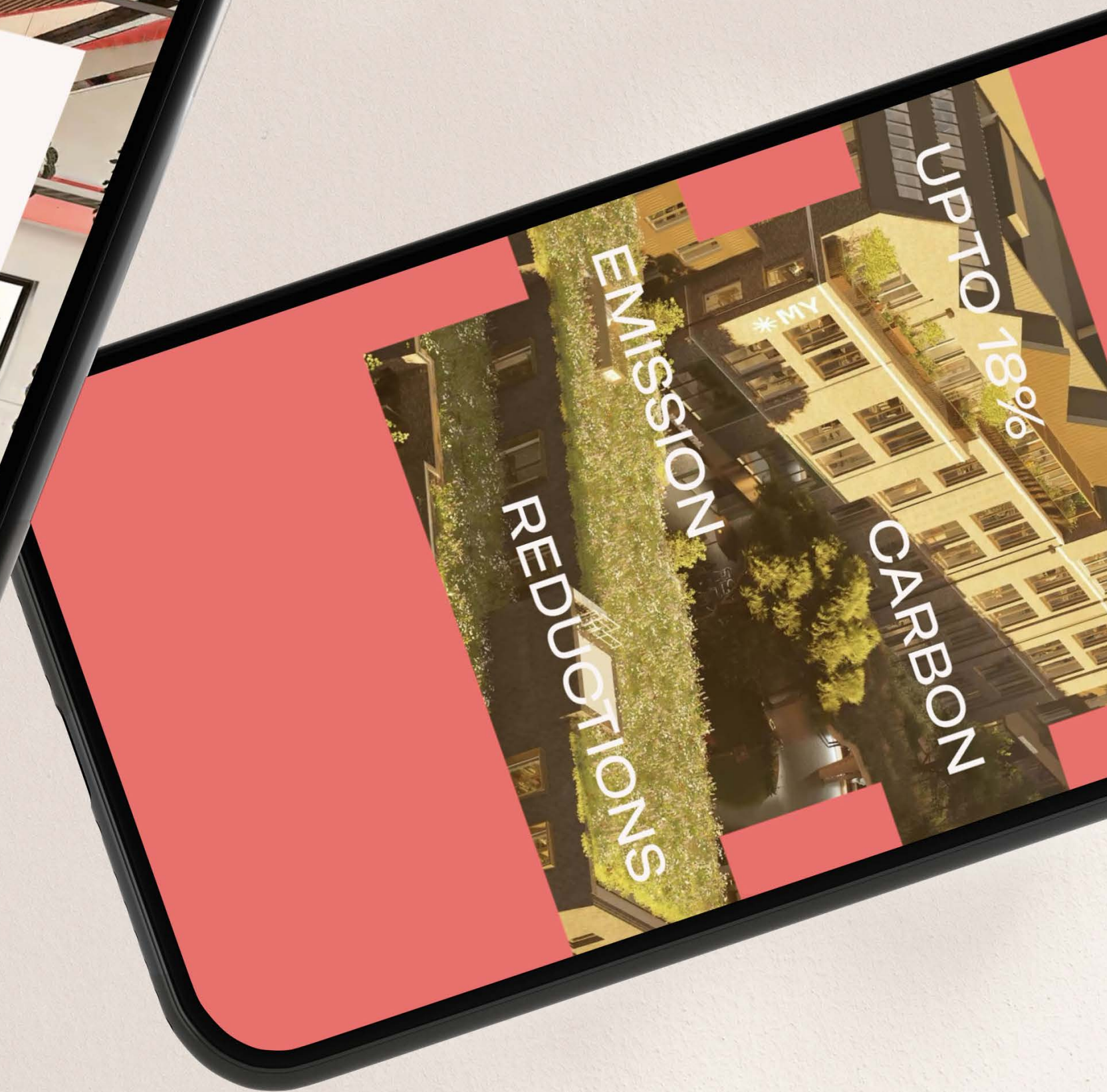
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FRESH AIR,  
FRESH IDEAS



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# 2D video animation and motion design

## Client

Railpen

## Services

Motion design

## Industry

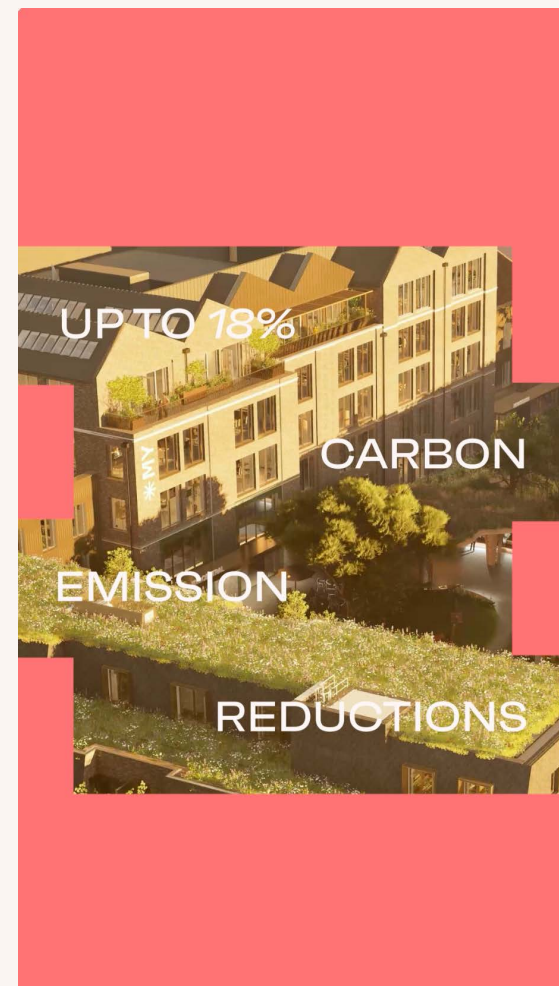
Built environment

## Bringing a new mixed-use campus to life through motion-led storytelling

Mill Yard is a new destination for living and working in Cambridge, which blends contemporary workspace, sustainable homes and community-focused amenities within a vibrant mixed-use campus.

The brief was to create a series of motion designs for social media that would capture the energy and ambition behind the development.

Through bold motion graphics, refined typography and dynamic visual storytelling, we developed social-first content designed to elevate the brand and build excitement around the launch. The result was a suite of engaging assets that reflected Mill Yard's contemporary identity and forward-thinking vision for modern city living.



# 2D video animation and motion design

## Client

FXP Festival

## Services

Motion design

## Industry

Not-for-profit

### Creating a bold visual campaign for a charity connecting young people with careers in games and technology

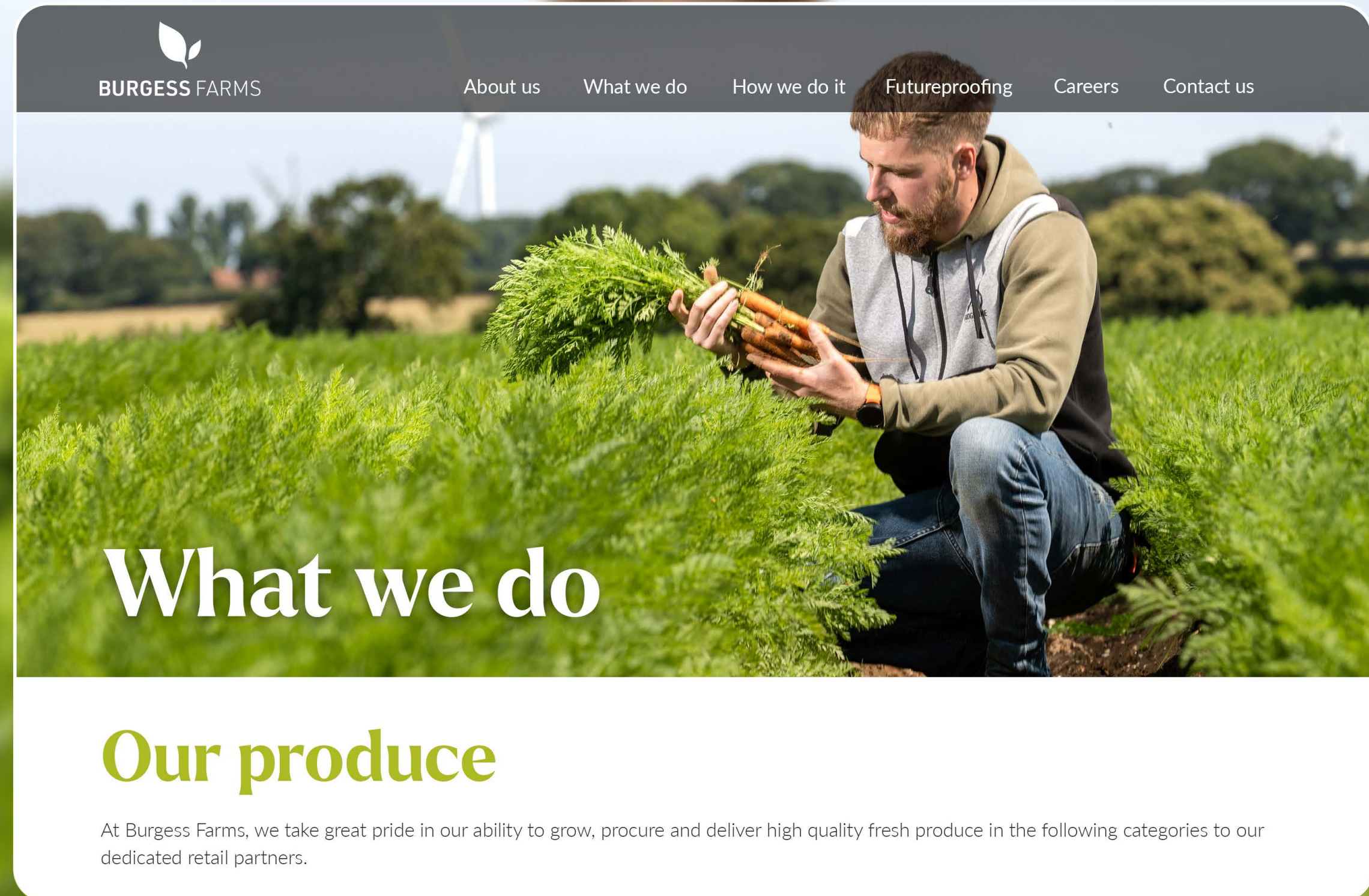
FXP Festival connected students with the worlds of game design, technology and education, creating pathways into Cambridge's thriving games industry and inspiring future career opportunities.

The brief was to create promotional content that reflected the creativity and innovation behind the charity, while engaging a new generation of students across digital platforms.

Through glitch-inspired motion and dynamic event visuals, we created vibrant on-brand videos that captured the energy of the festival and its forward-thinking mission.



# Website design and development



# Website design and development

## Client

Burgess Farms

## Services

Website design and development

Photography

## Industry

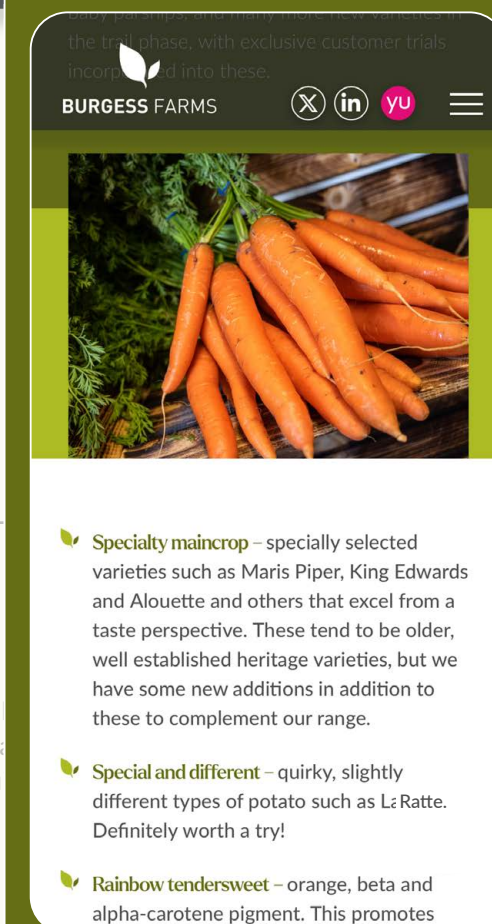
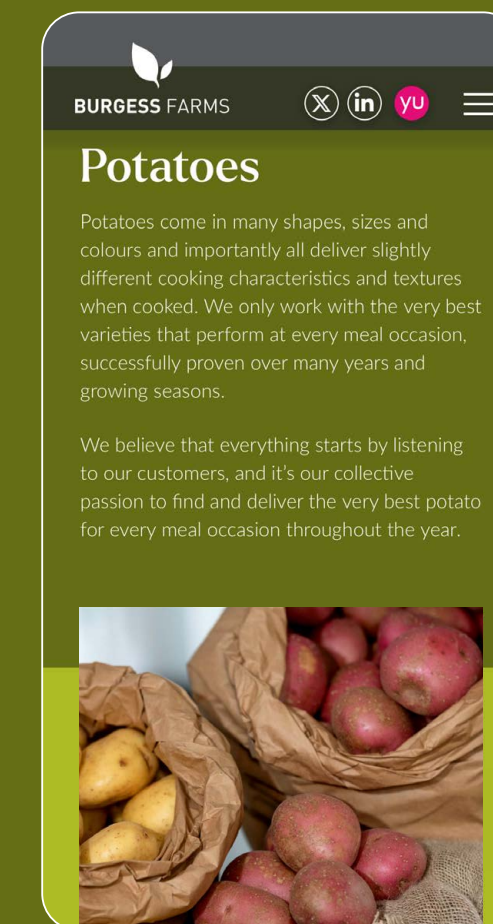
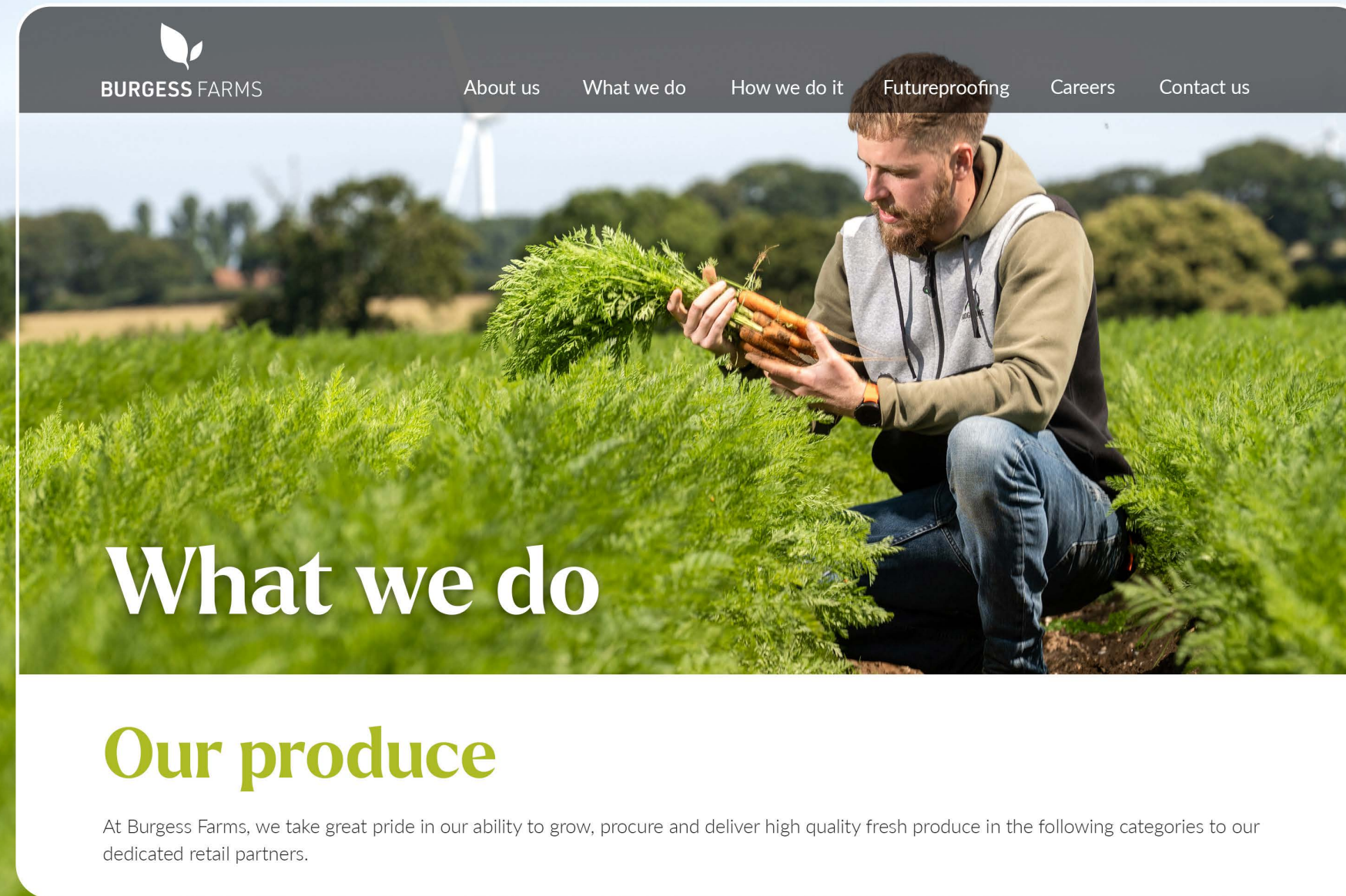
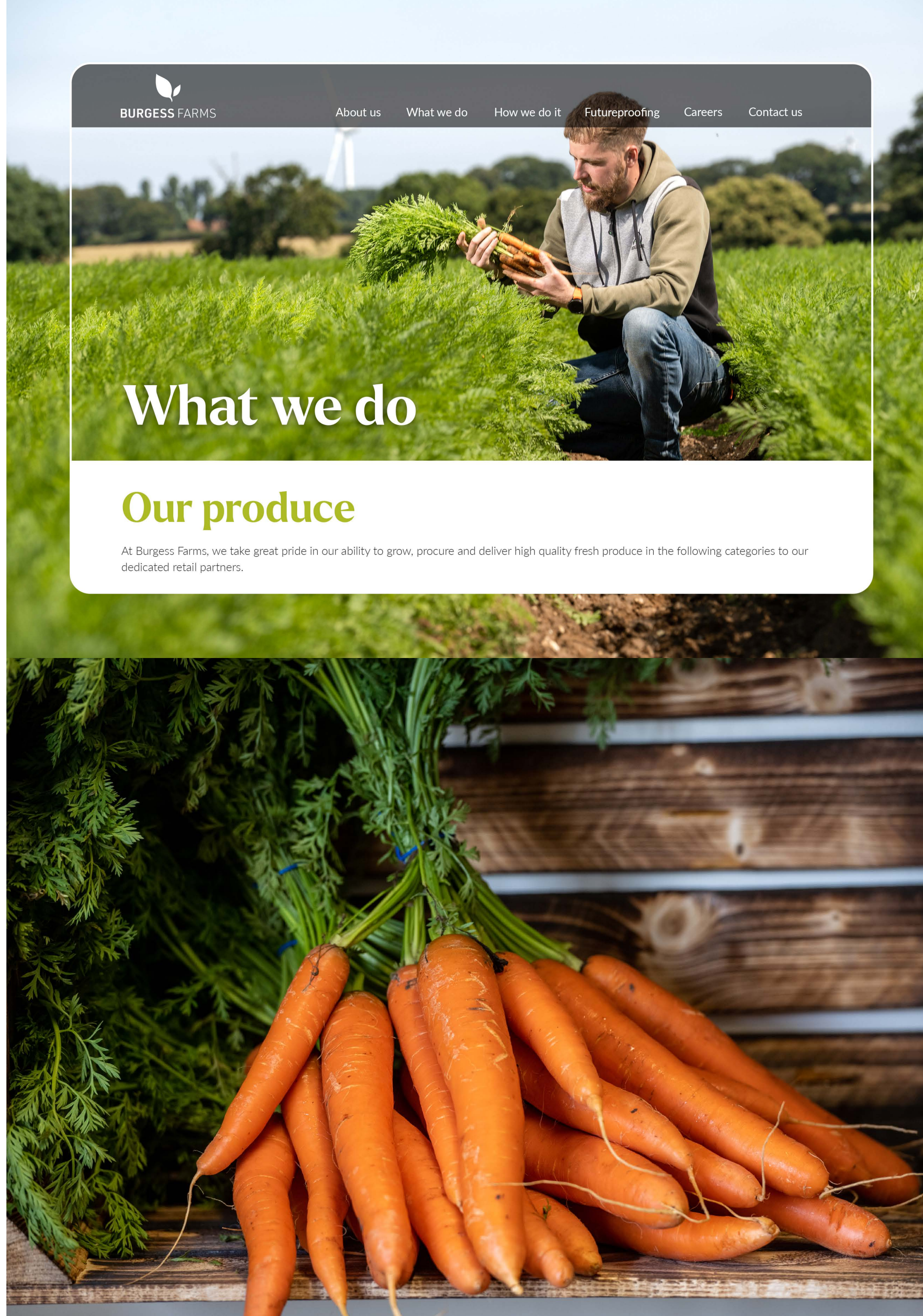
Science and innovation

## Capturing the story of a leading UK supplier of vegetables through web design and photography

Founded in 1898 by Harry and Percy Burgess, who began growing vegetables in the Peterborough Fens while running a fruit and vegetable shop in London, Burgess Farms has grown from humble beginnings into a leading UK supplier of sustainable roots, potatoes and organic vegetables.

The brief was to design a website and deliver photography that authentically captured the essence of the brand: its heritage, people and commitment to sustainable agriculture at scale.

Through a refreshed digital experience and on-site farm photography, we brought to life the care, quality and scale behind Burgess Farms, highlighting a brand built on over a century of growth and innovation in sustainable farming.



# Website design and development

## Client

Bucksmore Education

## Services

Website design and development

Iconography

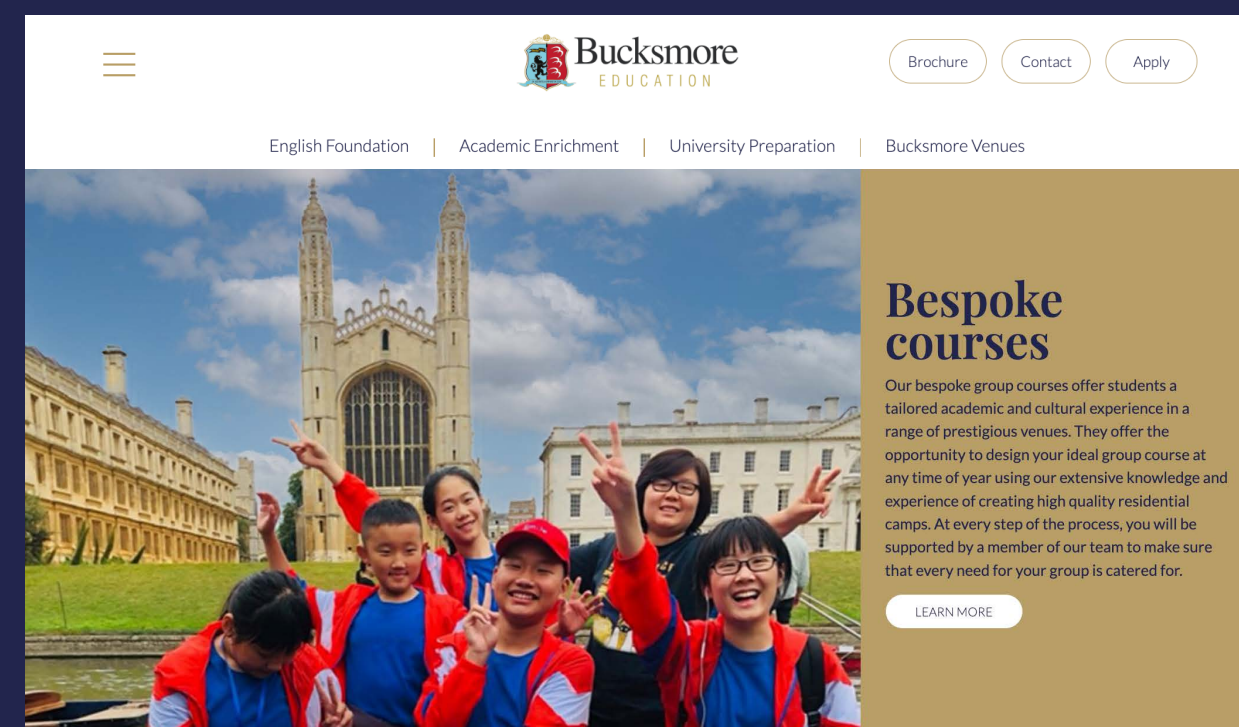
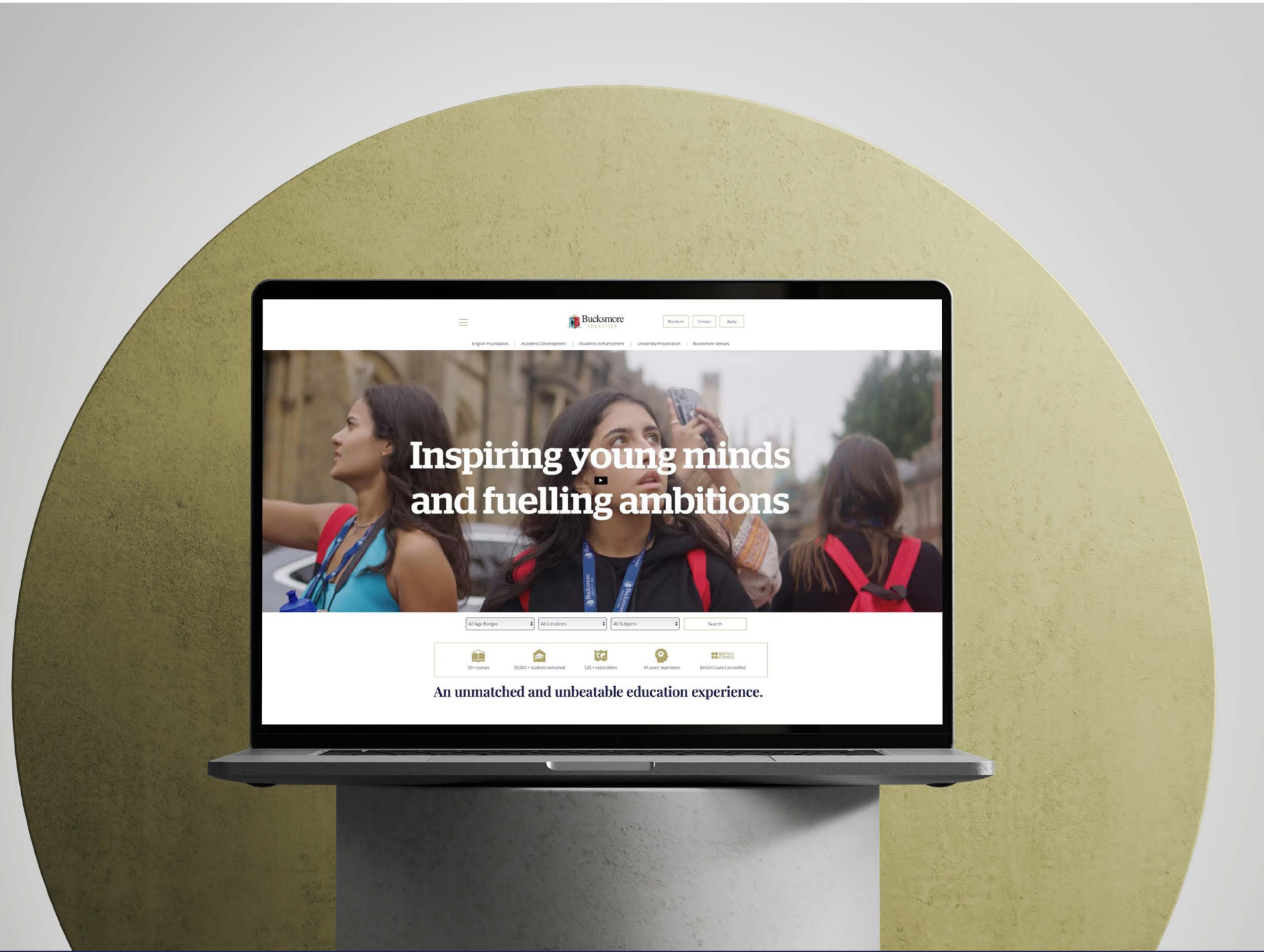
## Industry

Education

## Creating a digital identity for a leading UK summer school provider

Bucksmore Education is a UK-based provider of academic short courses and immersive learning programmes, offering international students pathways into English language development, university preparation and subject-focused study across prestigious UK locations.

Through a modern website build and a bespoke iconography system, we created a clear and engaging user experience. This helped communicate Bucksmore Education's diverse programmes while reinforcing its position as a trusted leader in international education.



## Welcome to Bucksmore

For over 40 years, Bucksmore Education has been providing students with innovative and engaging academic short courses, centred around helping young people find and pursue their passions and ambitions.

### Start your Bucksmore journey

Our broad range of English language courses allow students to follow their own unique Bucksmore Journey that can complement and add value to their current school curriculum. Designed to develop and challenge students, our programmes offer a high-level of English language development and academic content, ranging from industry insights to university preparation that students can use to help them progress towards their future education and career goals.



#### English Foundation

Our English language residential camps offer specialist tuition tailored specifically to a summer schools setting. Available to learners of all English abilities aged 10 to 18.

Discover our English Foundation courses.

Download brochure



#### Academic Enrichment

Our academic and industry certified short courses are designed for ambitious students aged 13 to 17 who wish to further develop their professional career expertise.

Discover our Academic Enrichment courses.

Book a call



#### University Preparation

Our subject specific academic tuition is ideal for high-achieving learners aged 16 to 18 aiming to study or gain insight into top universities.

Discover our University Preparation courses.

Apply now

## Why Bucksmore?



#### Cultural experience

Each Bucksmore Education programme is thoughtfully crafted to include enjoyable and educational excursions, offering students opportunities to extend their studies beyond the classroom. From experiencing the breathtaking views of Central London on the London Eye to private tours of Cambridge or Oxford Universities, and on-site sports sessions, our social programme immerses students in British culture, fosters lasting friendships, and provides abundant chances to enhance their English skills in real-life situations.

LEARN MORE



#### Global perspectives

In order to create a successful path to follow in life, we understand that having a global mindset and strong cultural experiences are key. We welcome students from every corner of the globe and provide the platform for them to further develop their social and global perspectives.



#### Innovation and ambition

Bucksmore has long led in creating innovative courses, guiding students to connect education and work in today's competitive world. We take pride in offering diverse opportunities, from industry certifications in our Academic Enhancement courses to IELTS exam success in our English courses and crafting excellent university personal statements through our Advanced Studies Programme.

# Photography



# Photography

## Client

Conscious Communications

## Services

Portrait and team photography

## Industry

PR & Marketing

## Creating a series of individual and team photography within a historic manor house setting

The brief was to capture both individual personalities and team dynamics through a refined photography series, set within a beautiful manor house.

Using the unique character of each room as a backdrop, we created a set of portraits that reflected personality, atmosphere and identity. Bringing warmth and authenticity to both individual and group imagery.



# Photography

## Client

Top left - British Nutrition Foundation  
Bottom left - FXP Festival  
Right - Waresley Park Estate

## Services

Event and campaign photography

## Industry

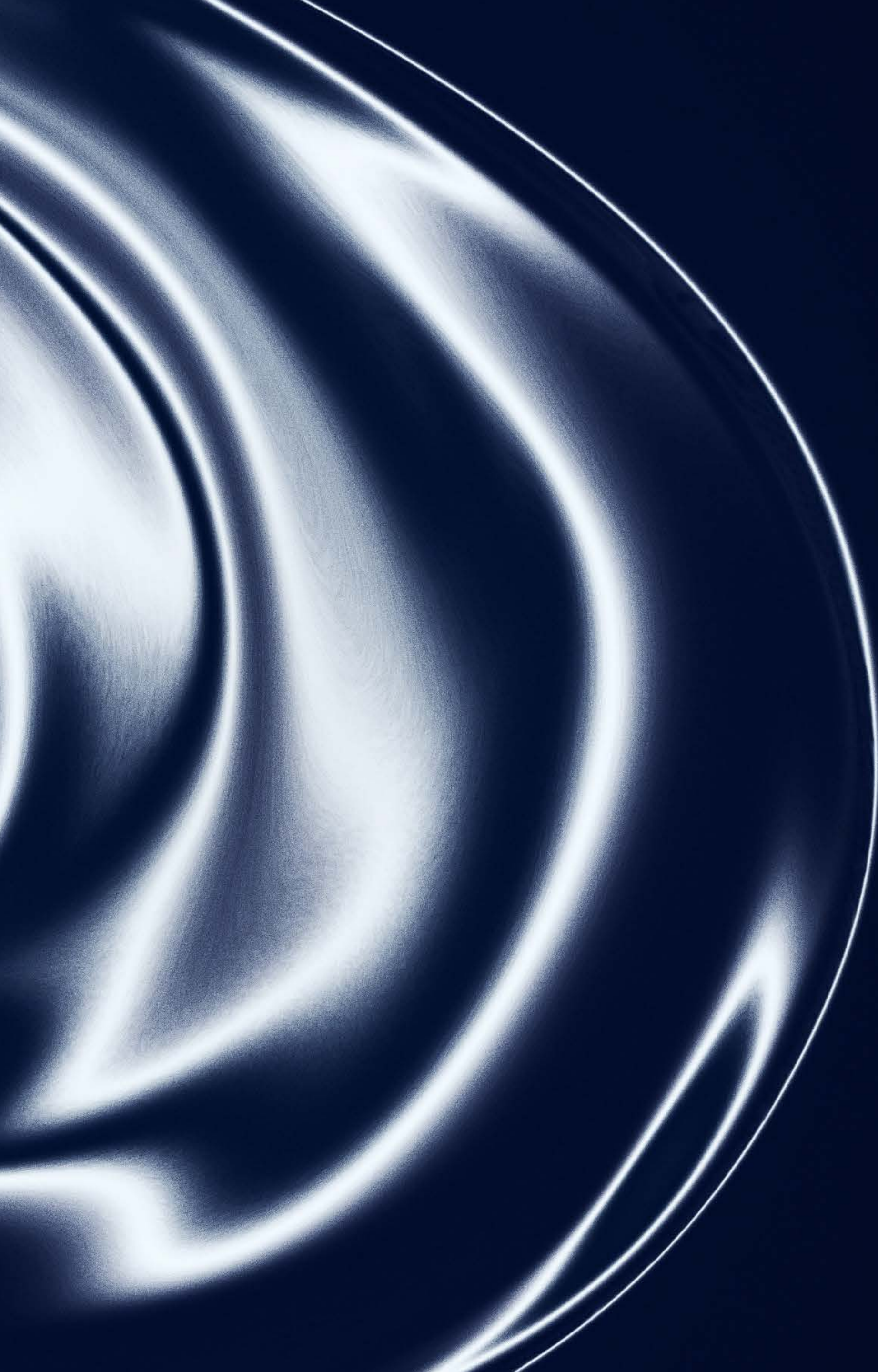
Education, charity and events

## Event and campaign photography across all sectors

Our photography spans a diverse range of events, campaigns, food and hospitality projects, capturing authentic moments across education, charitable initiatives, hospitality and live experiences.

From the British Nutrition Foundation to FXP Festival and Waresley Park Estate, we document each project with a focus on energy, atmosphere and human connection to create imagery that brings every story to life.





**Ready?** Let's talk.