


**"Design is  
intelligence  
made  
visible."**

– ALINA WHEELER, AUTHOR



DESIGN





Reports  
White papers  
Websites  
Branding  
Logo design  
Infographics  
E-newsletters  
Presentations  
Brochures  
Fact sheets  
Proposals  
Exhibition stands

**Operating both nationally and globally, our experienced integrated communications and design team has an unrivalled skill set and extensive knowledge of delivering a wide portfolio of services, including corporate branding, content marketing, and media and public relations.**

Since Magenta Associates was founded in 2011, we have worked with our clients to understand their business, requirements, aims and visions. We have produced marketing collateral from brochures, case studies, fact sheets and infographics to bids, reports, white papers, videos and corporate office branding to websites and exhibition material. We also specialise in full rebranding projects, devising a brand's architecture from the heart.

Our design team is led by our creative director Mark Parry, who has more than 30 years' creative experience. We take time to really get under the skin of the organisations we work with, to understand their business, position and audiences. Then we can establish key objectives and messages. This helps us craft a clear rationale for how design decisions complement those aims, values and the overall mission.

Our creative flair always has longevity in mind, regardless of whether it's a short-term project or an ongoing relationship. We see ourselves as a partner, a seamless part of your team, as opposed to a provider.

**“Every great design begins with an even better story.”**

**— LORINDA MAMO, DESIGNER**

Conveying important news  
in interesting ways.

Sheffield Hallam research 2016 with support from GRITIT, Servest Group and i-FM

**Sheffield  
Hallam  
University**

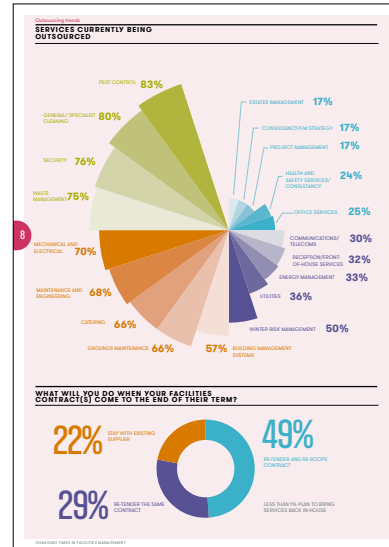
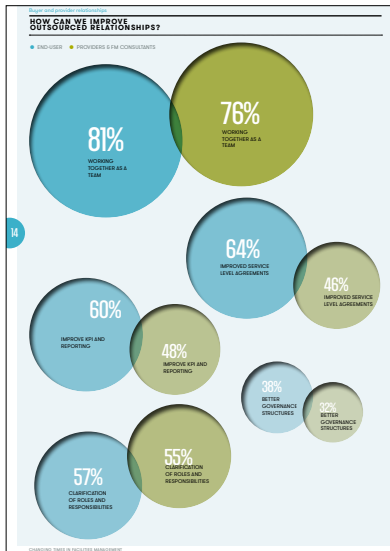
**GRITIT™**  
WINTER RISK MANAGEMENT

servest

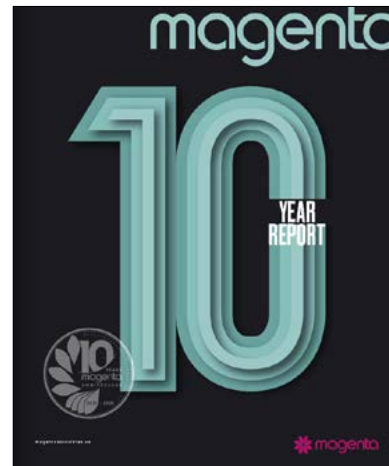


Sheffield Hallam University, together with sponsors GRITIT and Servest Group, approached us to create its annual research report into the facilities management sector.

The report was full of stats which had to be presented in a user-friendly way. We created a series of infographics to highlight important information for the reader, making it easy to digest.

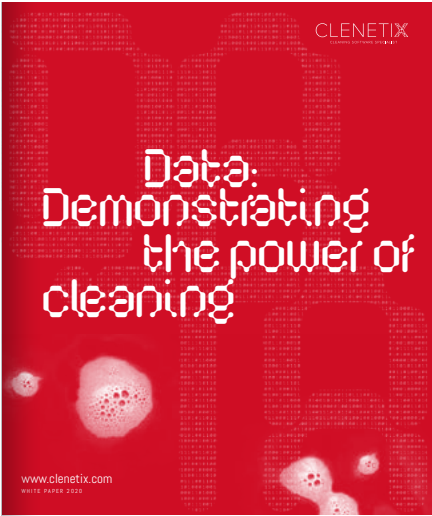


Design is  
intelligence  
made visual.

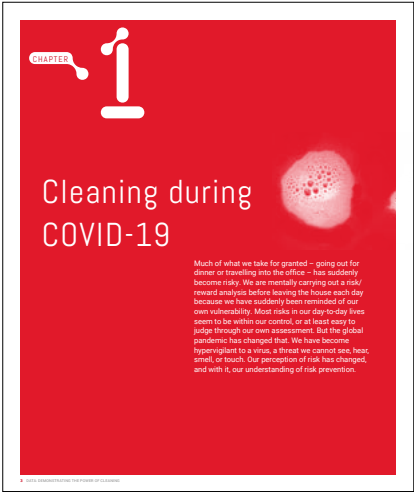


## CLENETIX

Start-up cleaning technology company Clenetix approached us to create a style for their white paper. As a start-up, their brand only consisted of a logo before Magenta got involved. We created a striking style for the white paper with graphics that were unique for the brand. We carried the cleaning theme throughout, interwoven into the finest of detail.

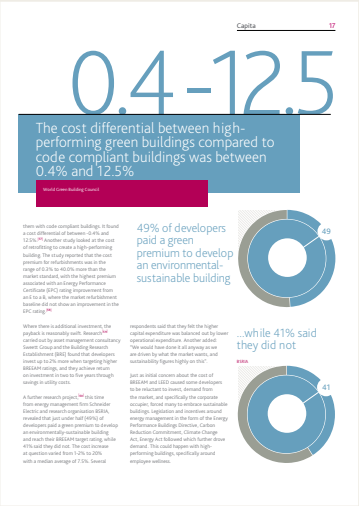


Sharing in-depth studies about complex issues delivered in an accessible educational format.



# White papers

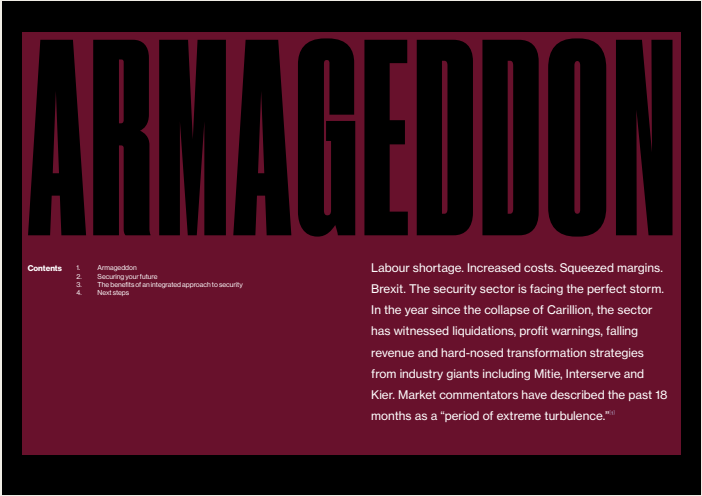
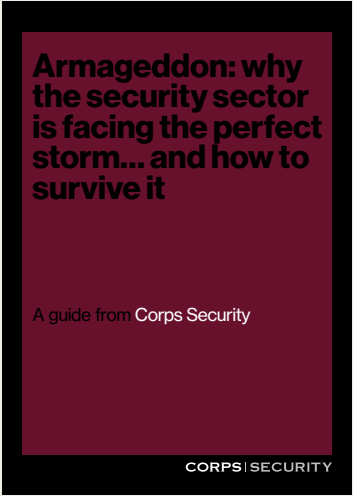
The nature of the Capita white paper was heavy reading, so the design had to break down text into bitesize pieces. Magenta used imagery to make the document come alive. We also created a series of icons to illustrate stats.



Good design is good business.



# White papers



## CORPS SECURITY

Taking the complexities of security and technology onboard, we created a design that was hard hitting and showcased the issues with standout facts, and highlighted the benefits of an integrated approach to security using drawn icons.



## The business benefits of carbon accounting



Creating organisational value from carbon  
reporting in a post-Coronavirus world

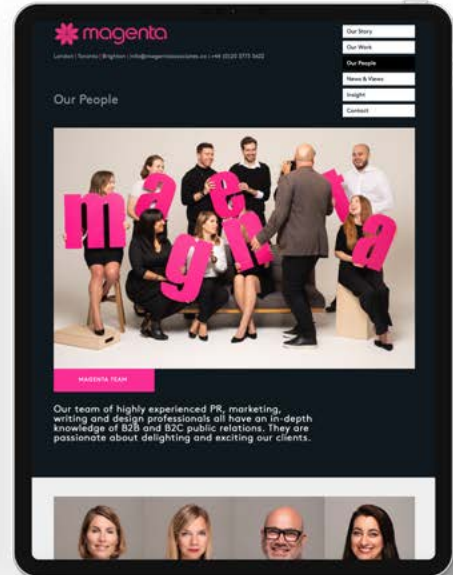
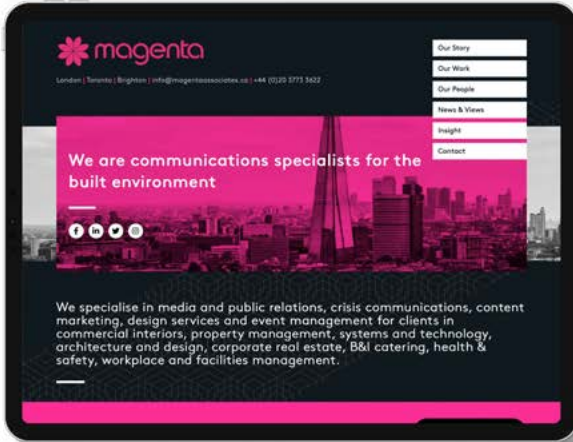
# Design is so simple, that's why it is so complicated.

### EMITWISE

Presenting educational information in easily digestible ways was key for the all-important topic of carbon accounting. Magenta's design team brought the business benefits to life using clear headings and sub-section breaks and illustrating benefits through icons. We created step-by-step considerations, turning something that could be overwhelming into a simple-to-follow guide.

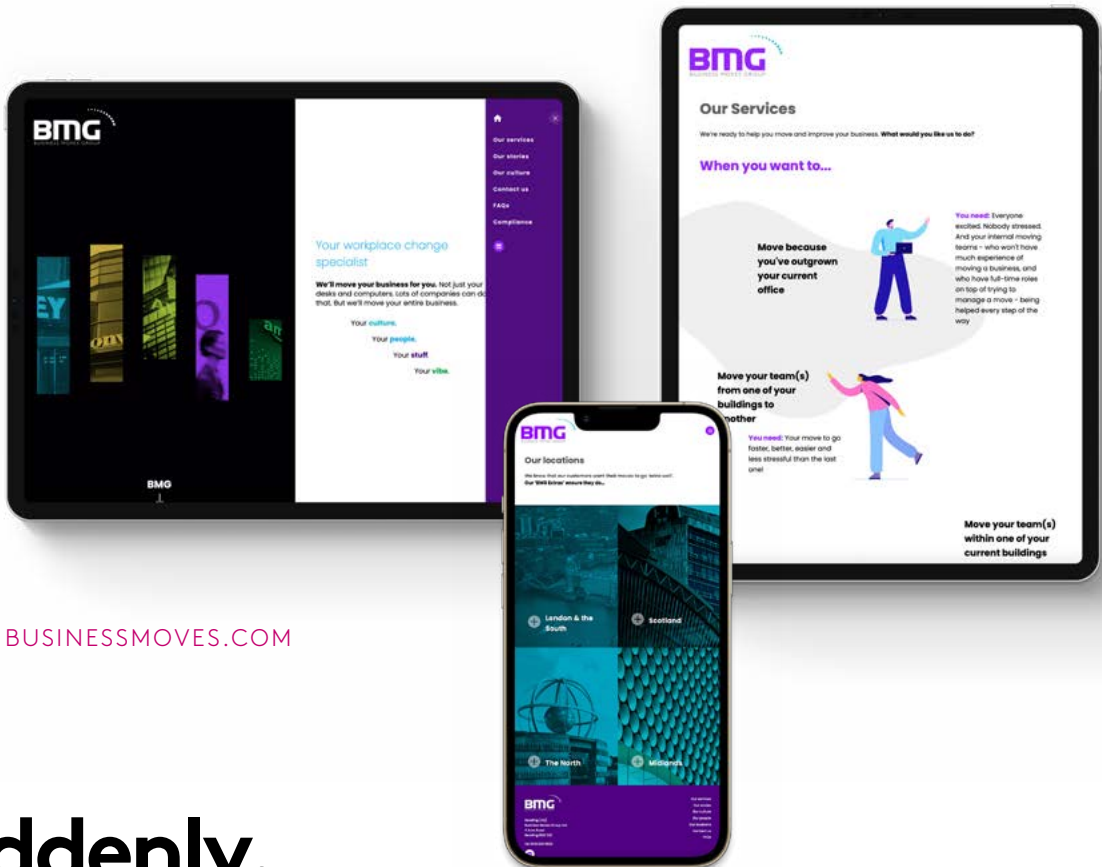
# Websites

MAGENTAASSOCIATES.CO



Websites evolve as technology changes and improves to align with business and marketing strategies and to aid navigation and user experience.

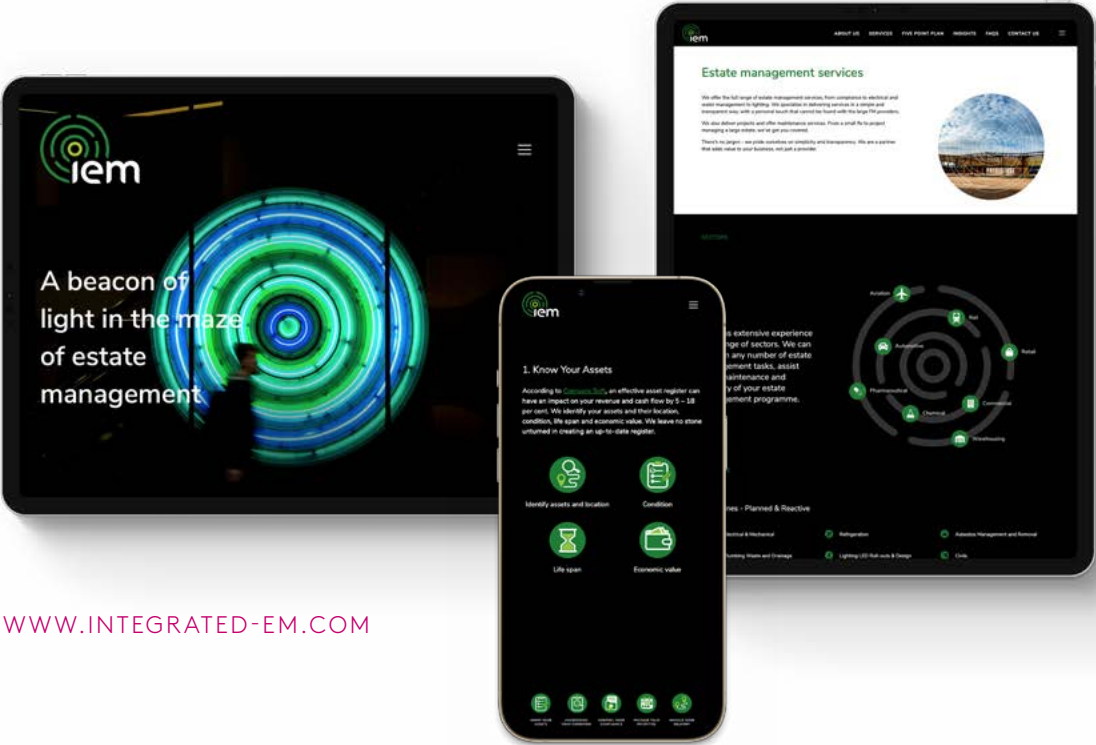
## No great thing is created



BUSINESSMOVES.COM

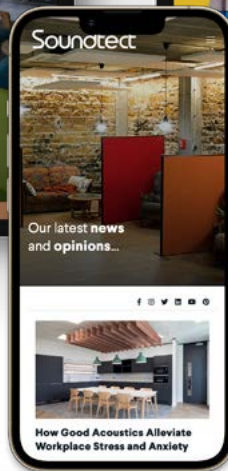
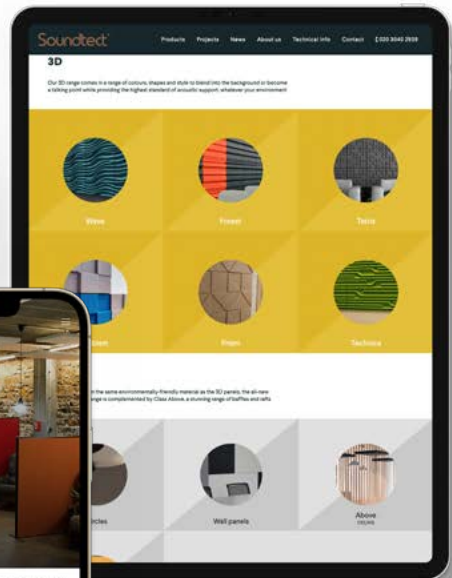
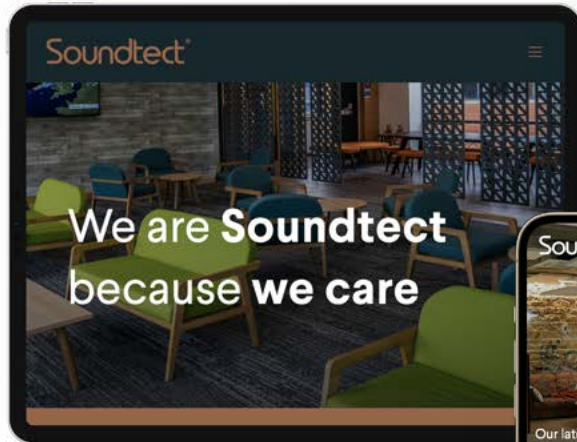
suddenly.

# Websites



[WWW.INTEGRATED-EM.COM](http://WWW.INTEGRATED-EM.COM)

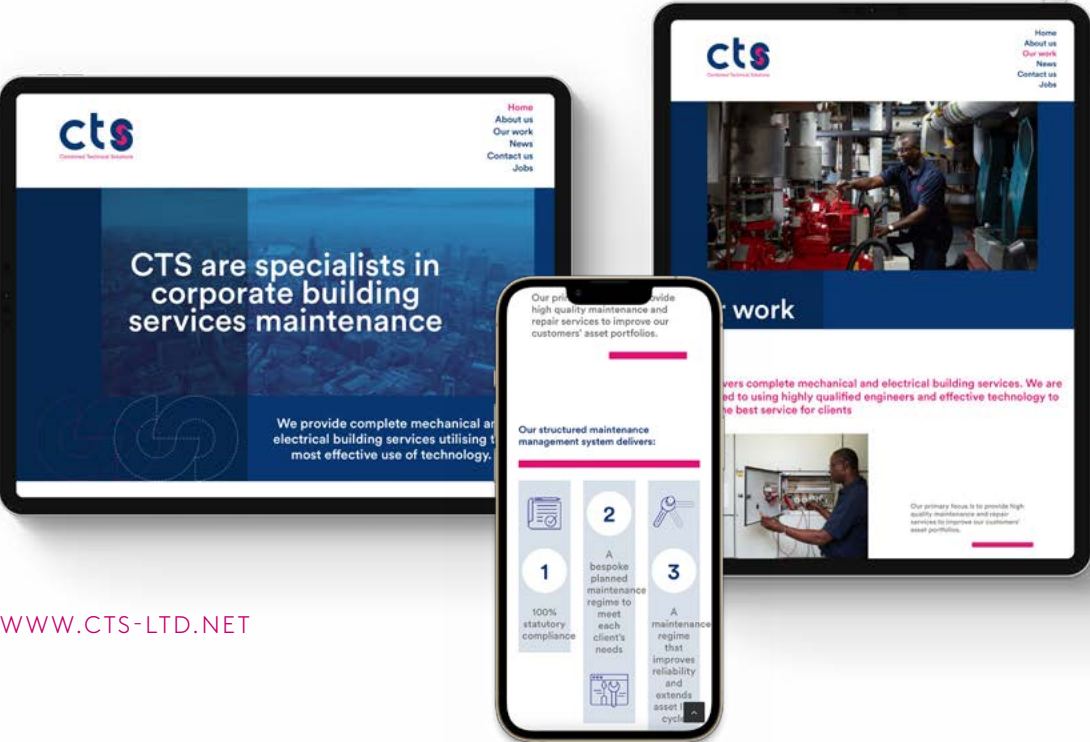
Digital design is like painting,



SOUNDTECT.COM

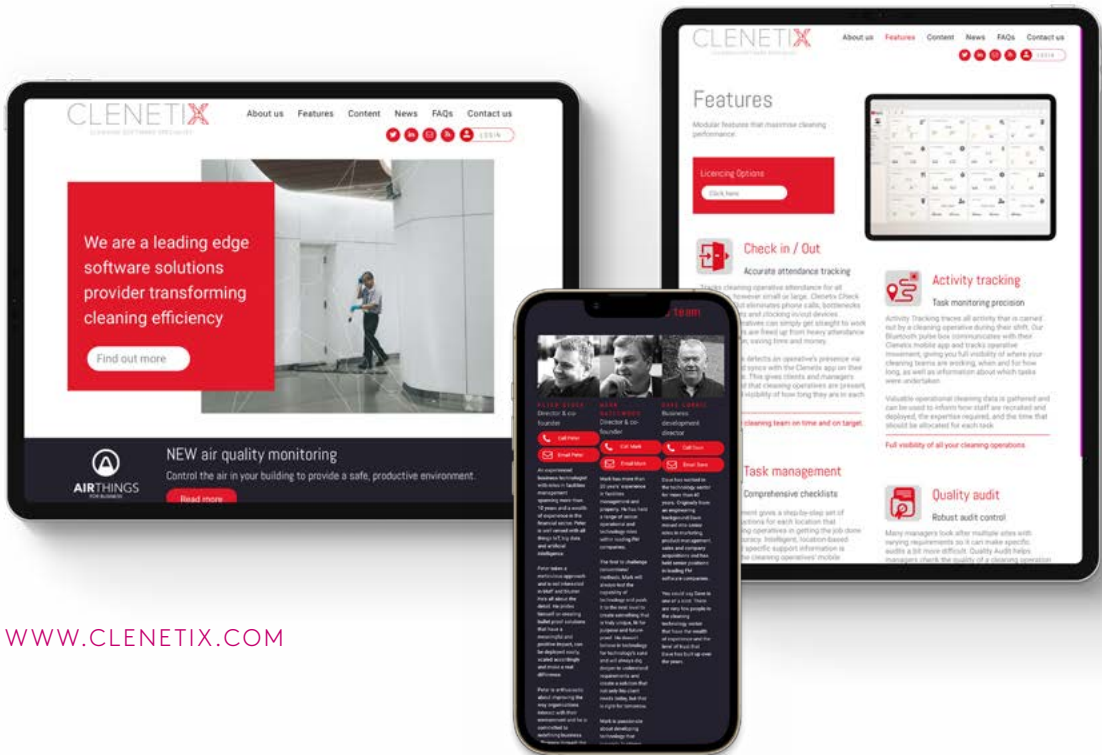
except the paint never dries.

# Websites



WWW.CTS-LTD.NET

# Good design is obvious.



WWW.CLENETIX.COM

# Great design is transparent.



# Branding



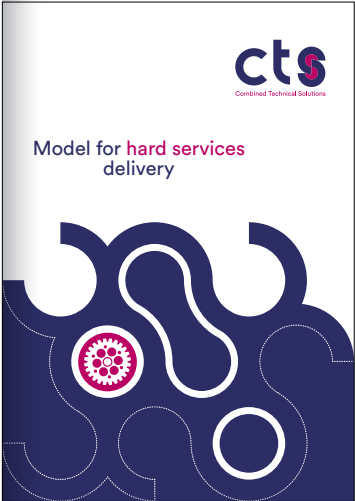
Combined Technical Solutions

Brand empowers a business and connects its employees.

CTS — Original logo



**Design adds value  
faster than it adds  
costs.**



A brand refresh was carried out for specialist corporate building services maintenance company Combined Technical Solutions, transforming the organisation's basic, flat visual identity to something that's professional and uplifting.



# Logo design

A company logo needs to stand out and tell a story. It should be unique, memorable and timeless.

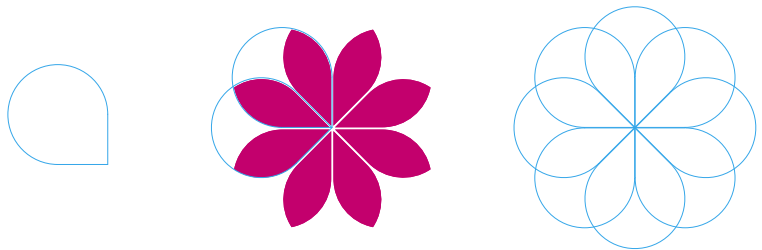
Original logo

The original logo consists of the word "magenta" in a lowercase, rounded, sans-serif typeface. The letters are a vibrant magenta color.

New logo redrawn  
based on a circle grid  
while straightening  
the bar of the letter 'e'  
and redrawing the 't'

This version of the logo shows the word "magenta" in a new, more geometric sans-serif font. The letters are outlined in a light blue color, and the design is based on a circle grid. The 'e' has a straight horizontal bar, and the 't' has a different, more angular shape.

Magenta flower  
created from  
rotating the  
original brand  
shape





Original logo

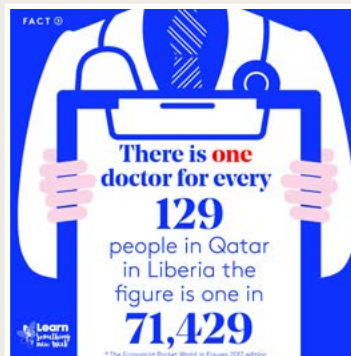
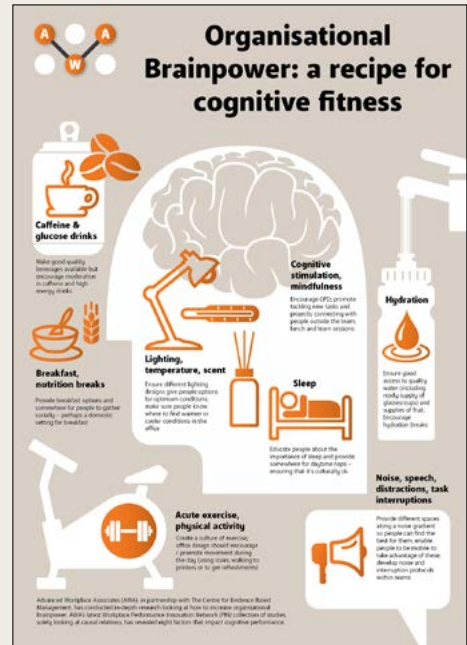


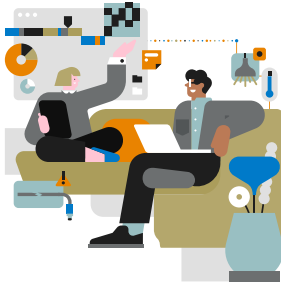
Refreshed logo

**You can't use  
up creativity.**

# Infographics

With ever shortening attention spans, infographics are an ideal way of communicating complex information in an accessible way. We produce a range of infographics for our clients for use in the media, on social channels and in marketing material.







Magenta created a series of illustrations for Overbury, the UK's leading fit out specialist, to show the customer journey at one of its client sites.

# Design is the intermediary between information and understanding.

Cut through the digital noise with engaging design and get your message across loud and clear.



"We are flexible..."



...developing products tailored to your needs"

[View the Infographic](#)

The modern-day agency has a wide range of customers, from family renters to private landlords and first time buyers – and they all come with their own unique requirements.

With so many potential clients, you need software that is robust, flexible and multifaceted. But can your current technology stack manage their varied expectations?






At Qube, we have been working hard to create the ultimate technology stack. From marketing tools to referencing, our PropTech ecosystem is designed to help you deliver exceptional service to every single client.

View our infographic to find out exactly how our technology can meet your growing customer expectations.


[View the infographic](#)

[www.qubeglobal.com](http://www.qubeglobal.com)


Qube Global Software  
9 King Street, London, EC2V 8EA, United Kingdom  
+44 (0)20 3861 7100

in     

Qube SLM is an integrated estate, lettings, property management and accounts system. With Qube SLM you only need one agency system – so there are none of the costs associated with maintenance and training on multiple systems. Its powerful user interface, and capability to seamlessly combine with the best residential customer engagement and property management portals on the market, also make it the ideal end-to-end PMS solution.



"We are innovating..."



...creating an industry wide ecosystem."

[Download the brochure](#)

In an increasingly challenging and demanding sales and lettings environment, agents require a wide range of tools to enable them to competitively market and manage their properties.

Having all these tools at your disposal, in one place and talking to each other can be complicated and expensive.

That's why we have created an industry-wide ecosystem for sales and letting agents, with Qube SLM at its core.

Through partnering with the best PropTech and service companies in the industry, we are able to prove a one-stop shop for all your sales, lettings and management needs.






Find out how Qube SLM and its integration partners can help you to:

- Better market your business to prospective customers
- Streamline your tenant and referencing processes
- Effectively manage property maintenance requests
- Rationalise your utility and inventory procedures
- Cut your costs

[Download the brochure](#)

[www.qubeglobal.com](http://www.qubeglobal.com)

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# E-newsletters



# Presentations

Take your audience on a visual journey.



Creating  
workspaces  
that promote  
wellbeing

## Colour

There are many ways to introduce colour into a space – through wall paint, furniture, textiles, accessories or wall graphics.

**Blue**, one of the most popular colours used in the workplace has been proven to increase productivity and stimulate performance. Blue also encourages loyalty, trust, responsibility, and peace – all important aspects to emphasise in an office space.






SLIDE 16



Our **surroundings** impact how **satisfied** we are in the workplace and influence our work motivation and even patterns of interaction.

A poor performing workplace can be as much of a source of pressure as a heavy workload, poor work-life balance or significant organisational change.



SLIDE 1



Design is a **FUNNY** word. Some people think design **MEANS** how it looks. But of course, if you dig deeper, it's really how it works.

Steve Jobs

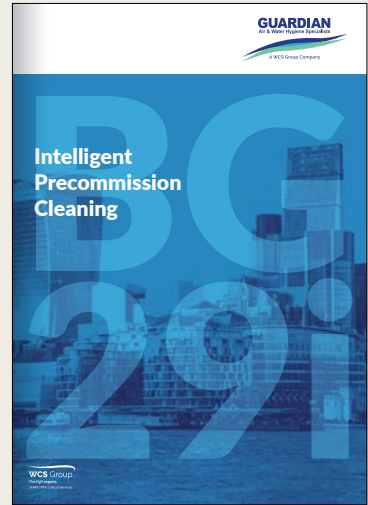
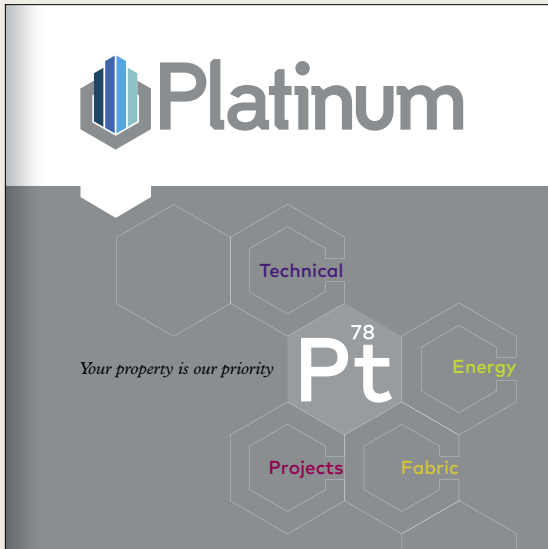


SLIDE 2



# Brochures

Tell your company story and present your products and services in an eye-catching and timeless way.



## CORPS GUARD

### Safeguarding your people, 24/7

Security doesn't stop at the protection of a business's property and assets - the safeguarding of its people is also paramount. Whether your workers are operating remotely, in potentially hazardous situations or commuting at night through unsafe areas, Corps Guard provides an extra layer of personal security.

#### How does Corps Guard work?

The Corps Guard app is activated prior to an individual commencing a journey or placing themselves in a situation that may be unsafe. A signal is transmitted to the Corps Monitoring Centre and our highly trained operators will begin tracking the individual's movements.

Should the individual feel threatened or under duress at any time, simply shaking or tapping their smartphone or pressing their accompanying Corps Guard Bluetooth wristband instantly sends an alert to the Corps Monitoring Centre and designated emergency contacts. The alert page has a tracking data facility that displays an exact

#### Corps Guard benefits

- User friendly app available on the App Store or on Google Play
- Enhanced levels of personal safety, 24/7
- Instantly sends alerts to emergency contacts and the Corps Monitoring Centre
- Immediate response from highly trained personnel
- Wristband feature that can be used to identify an individual
- Cost effective protection

GPS location which is updated every 45 seconds so all emergency contacts can follow movements before, during and after an incident.

Keep it simple. Information broken out into bitesize pieces, punchy facts and a design that's easy on the eye.

# Make it simple, but significant.

— DON DRAPER

## CORPUS MONITORING

### 24/7 monitoring. Here when you need us most.

**Try us for free!**  
All new customers in September will receive 3 months free\*  
Free trial not applicable

Contact us today to see how we can help you.

#### Our services

- CCTV Monitoring (sensor activated and live monitoring)
- Intruder and fire alarm monitoring
- Environmental monitoring
- Remote alarm control
- Personal protection service monitoring

Corpus Monitoring Centre is an **NSI Gold Category II Alarm Receiving Centre** - a status we have held for the over 12 years. One of the **most advanced monitoring facilities in the UK**, we are **BS 6418, ISO 9001:2015, BS 7959 and BS 6418 certified**.

We are totally independent - we do not install or maintain security systems so there is no hidden agenda. We support you in supporting your customers, safeguarding their people, premises and assets.

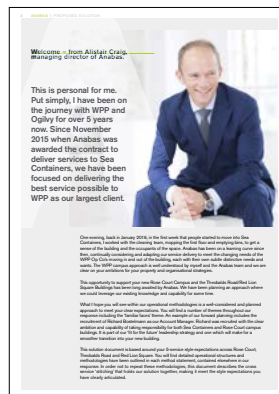
Corpus Monitoring is the technical division of Corps Security. We have been providing dedicated security services for over 160 years and are the UK's most established and respected security services provider.

# Fact sheets

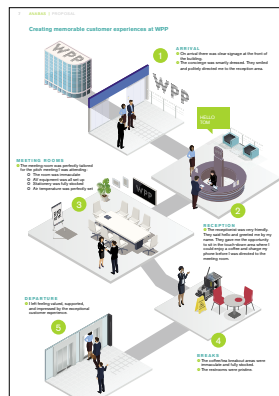
Everything a prospect needs to know, in one place. Often, you only get one chance to make a good impression, so a striking design ensures your bids stand out from the flurry of competitor bids.

## ANABAS

We developed a completely new style guide for Anabas's sales proposals. It adhered to brand guidelines with clean, modern templates that displayed information in a fresh, new way with pull out graphics to highlight key information, stylised imagery and striking flow diagrams.



# Why blend in when you can stand out?



# Proposals

# Exhibition stands

Stand out from the crowd and get noticed for all the right reasons.



**Styles come and go. Good design is a language, not a style.**

— MASSIMO VIGNELLI

# The design team



**Mark Parry**  
Creative director

Design is Mark's passion. From magazines, brochures and reports to websites and tablet apps, his designs are always eye-catching, exciting and relevant. Mark works closely with Magenta's clients to bring their visions to life, guiding them through the process, unlocking their thinking and executing the brief to the very highest standard. With more than 30 years' experience in the design industry, across B2B and B2C media, Mark has worked with a wide variety of clients including large enterprises, start-ups, professional institutes and not-for-profit organisations.



**Adrian Taylor**  
Associate designer



**Stuart Nisbett**  
Associate web  
development

**Get in touch and  
see how we can  
add creative pzazz  
and striking style  
to your project.**

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e. [mark@magentaassociates.co](mailto:mark@magentaassociates.co)





The background of the image is a dark navy blue. It is framed by a repeating pattern of pink lines that form a series of interlocking cubes or isometric shapes, creating a 3D effect. The pattern is consistent across the top, bottom, and sides of the image.

**"Content  
precedes design.  
Design in the  
absence of  
content is not  
design, it's  
decoration."**

**– JEFFREY ZELDMAN**



Want to talk to us about  
bringing some design flair  
to your business?

Call our creative director Mark Parry on  
+44 (0)20 3773 3622 or email  
[mark@magentaassociates.co](mailto:mark@magentaassociates.co)

[www.magentaassociates.co](http://www.magentaassociates.co)  
 [@magentacomms](https://twitter.com/magentacomms)