

**“Design is
intelligence
made
visible.”**

– ALINA WHEELER, AUTHOR



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



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.

Reports

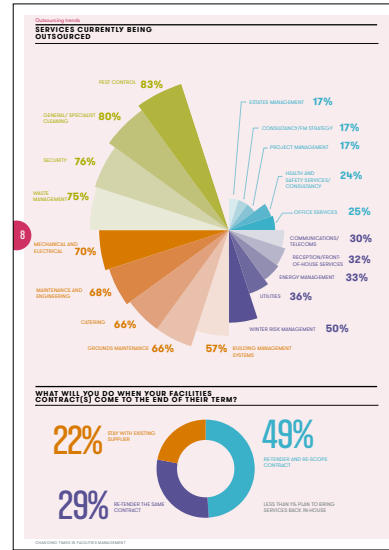
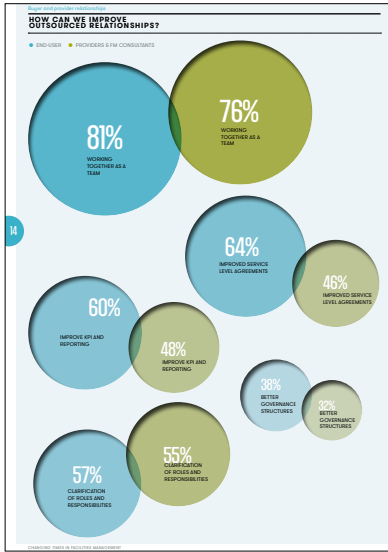
Conveying important news
in interesting ways.



SHEFFIELD HALLAM

Sheffield Hallam University 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.

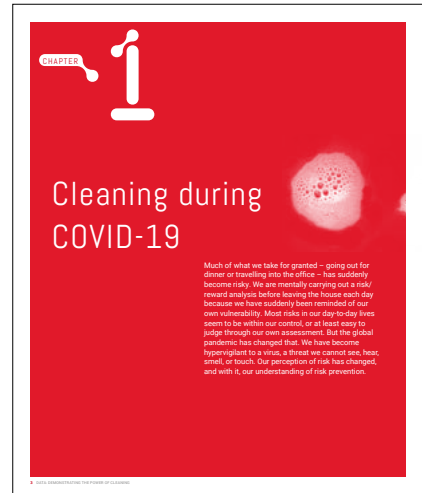


CLENETIX

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.

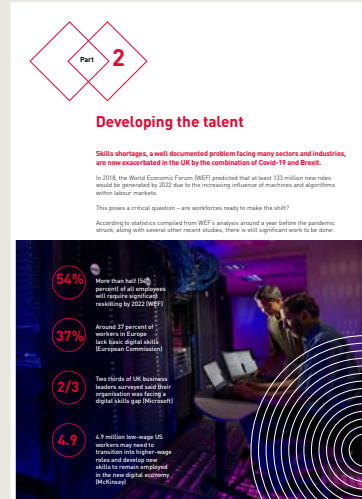
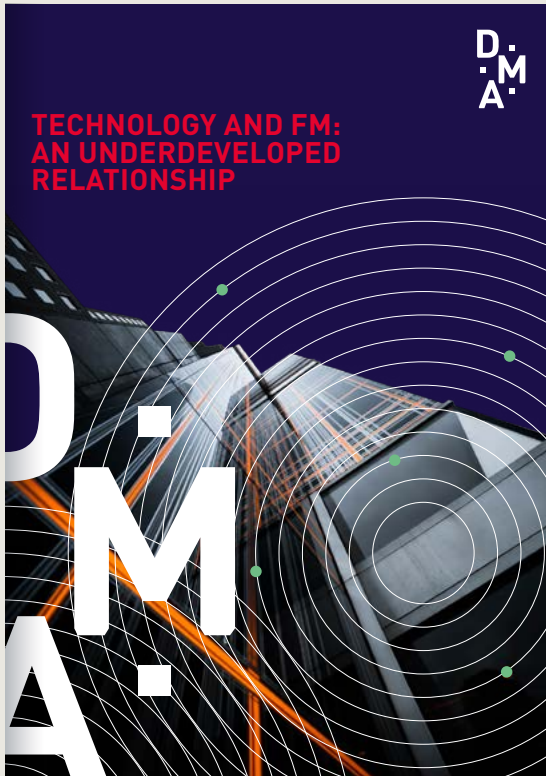


Sharing in-depth studies about complex issues delivered in an accessible educational format.



White papers

Property maintenance specialists, DMA Group, approached us to write and design its first ever white paper. "Technology and FM: An Underdeveloped Relationship" explores whether employees in the sector are equipped with the skills needed to take advantage of the technology solutions available. It also explores the relationship between technology and FM within the context of the COVID-19 pandemic and considers whether post-pandemic exacerbated the need for the industry to embrace technology.



Good
design
is good
business.

White papers



ERIC WRIGHT

Eric Wright Partnerships specifically targeted Magenta to write and design this white paper. This addressed the key challenges that have led property owners, occupiers, and managers to rethink how they present and operate their buildings. It reviews how they are optimising and repurposing their spaces to better serve their occupants and the surrounding communities, and to attract people to their premises.



CHAPTER 1

Refurbishing and restoring our existing building stock

There are five broad and compelling reasons why the refurbishment and restoration of the UK's existing building stock is an essential undertaking.

First, the UK government has set out a target to transition to a net zero society by 2050, as part of its commitment to the provisions of the Paris Agreement, signed and ratified by 195 countries.

Second, refurbishing and restoring our existing building stock offers the opportunity to enhance the resilience of individual buildings. As well as making structures more efficient, these projects also unlock the opportunity to help building owners recover faster and get more back to their feet.

Third, refurbishing and restoring our existing building stock offers the opportunity to help building owners recover faster and get more back to their feet. The age and condition of many buildings in the UK presents a significant opportunity to bring them in line with a new sense of purpose. This will be explored in more detail in Chapter 2.

Fourth, refurbishing and restoring our existing building stock offers the opportunity to help building owners recover faster and get more back to their feet. The age and condition of many buildings in the UK presents a significant opportunity to bring them in line with a new sense of purpose. This will be explored in more detail in Chapter 2.

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The need for a holistic approach

Although in many cases refurbishment and restoration projects will be primarily motivated by energy efficiency and the net zero agenda, it is vital that such developments are approached with a wide view. Net zero should not be viewed as a checklist for better practical reasons.

For the theme of decarbonising our built stock to be a complex series of actions, including gas boiler system in a building, which not only helps to reduce the carbon footprint of a building, but also beyond the implementation of the building.

The age and condition of the building, without a significant plan for its refurbishment and restoration, will need to be considered. This requires considerable understanding of the building structure and the specific use of the building to ensure a holistic approach.



Emitwise 

The business benefits of carbon accounting



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

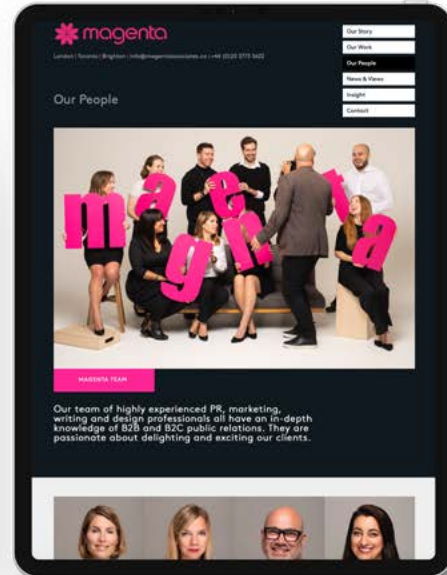
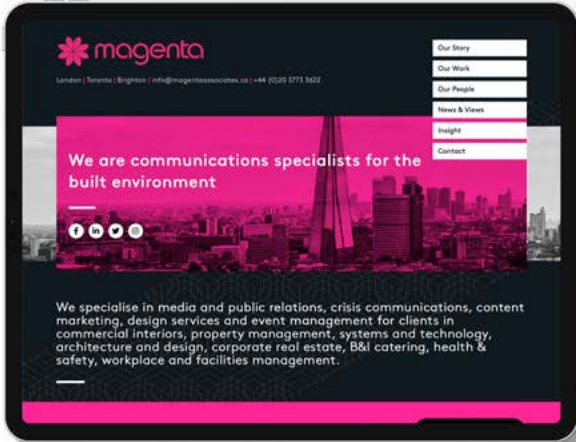
Design is so simple, that's why it is so complicated.

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.

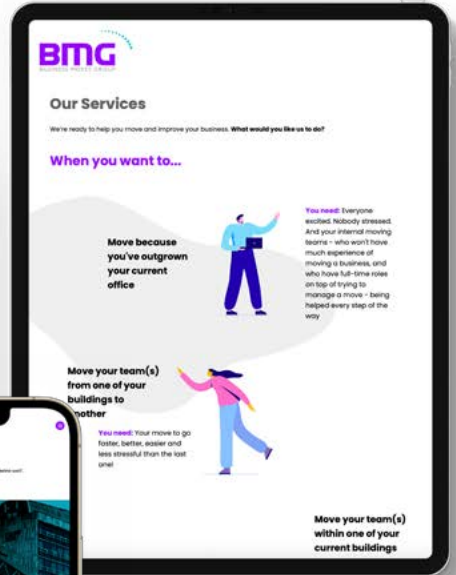
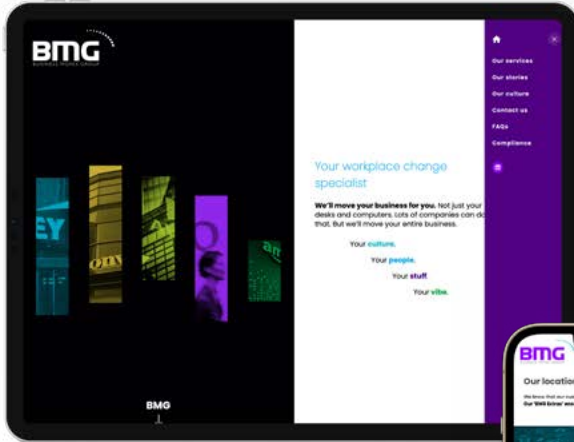
Websites

MAGENTAASSOCIATES.CO



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

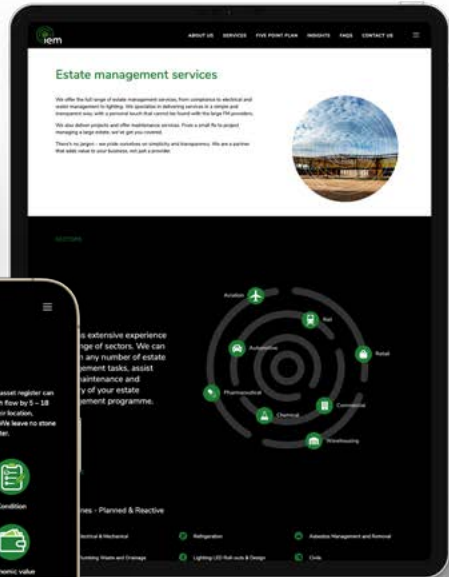
No great thing is created



BUSINESSMOVES.COM

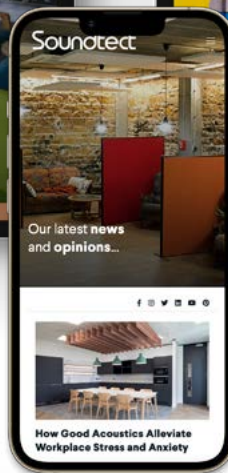
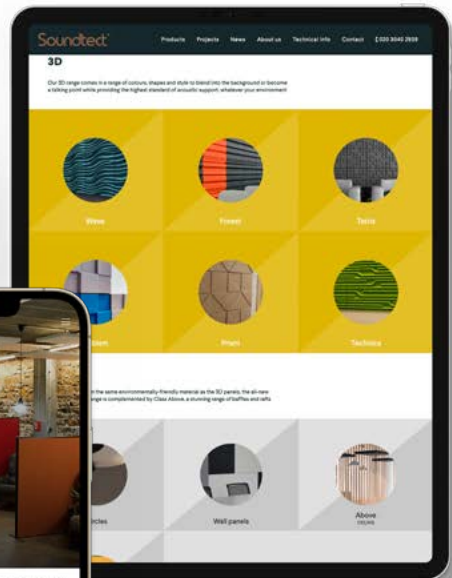
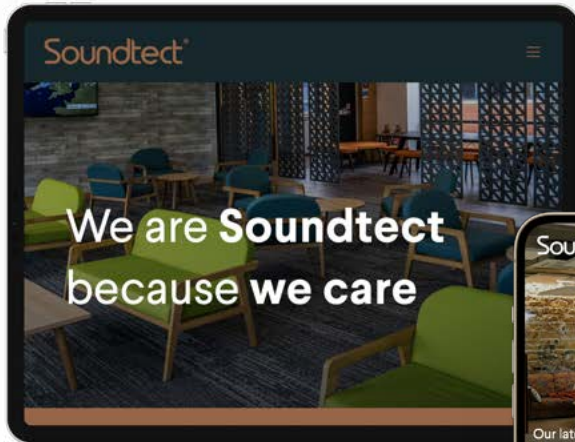
suddenly.

Websites



WWW.INTEGRATED-EM.COM

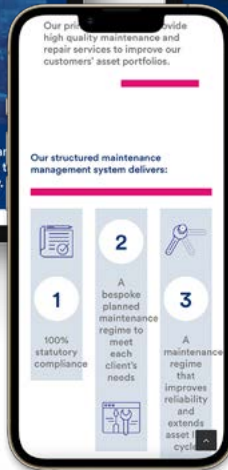
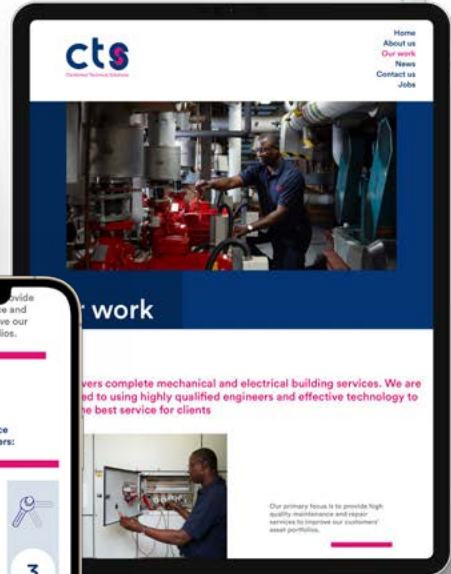
Digital design is like painting,



SOUNDTECT.COM

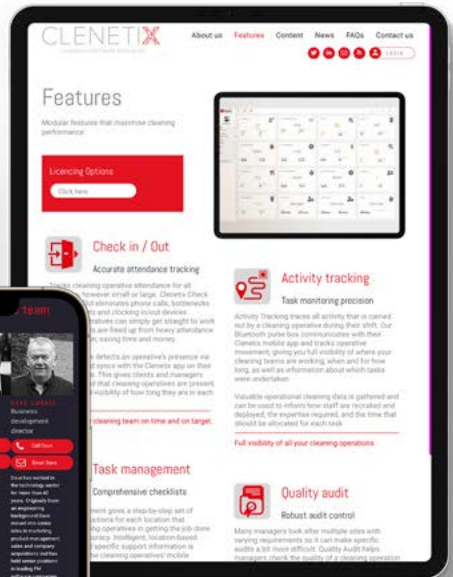
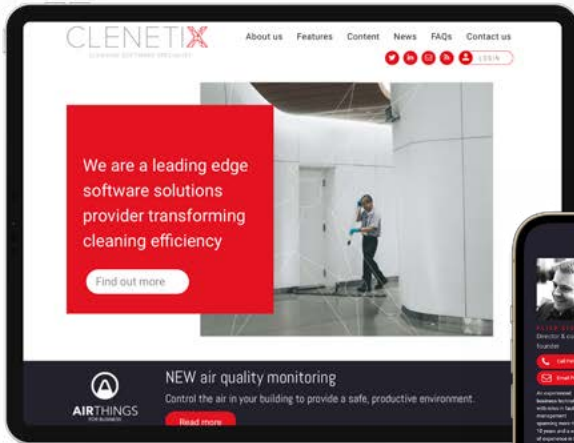
except the paint never dries.

Websites



WWW.CTS-LTD.NET

Good design is obvious.



WWW.CLENETIX.COM

Great design is transparent.

Branding



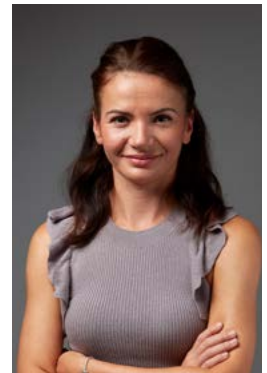
Combined Technical Solutions

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.

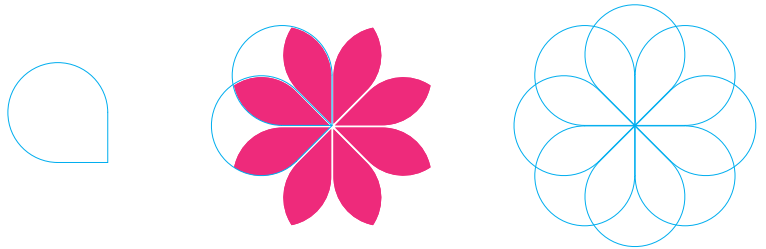
Original logo

The original logo for Magenta, featuring the word "magenta" in a lowercase, rounded, sans-serif font. The letter 'e' has a curved bar, and the 't' has a curved top.

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

The word "magenta" redrawn in a clean, modern, lowercase sans-serif font. The letter 'e' has a straight horizontal bar, and the 't' has a straight vertical stem and a flat top. The letters are outlined in a light blue color.

Magenta flower created from rotating the original brand shape





Original logo

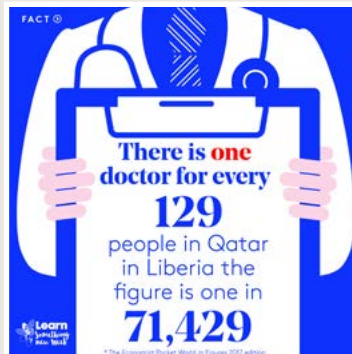
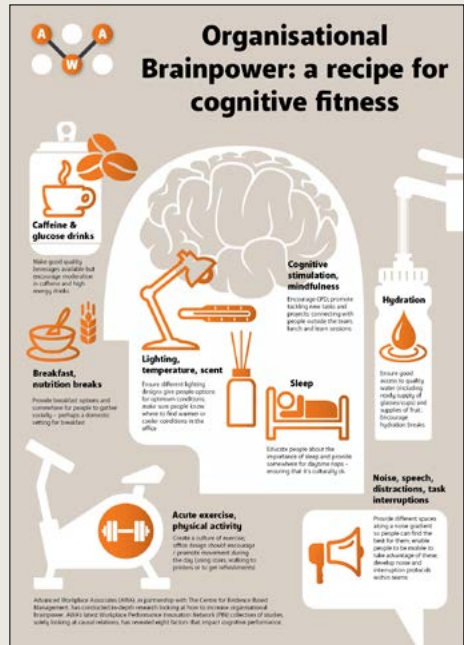


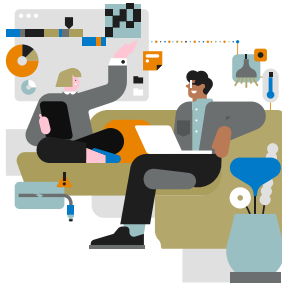
Refreshed logo

**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.

Qube
Global Software

"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


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.

Qube
Global Software

"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

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E-newsletters

Presentations

Take your audience on a visual journey.



Creating workspaces that promote wellbeing

active

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 14

active

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

active

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

active

Brochures



Colour and Visual Variation Index | Indice variation de couleur et de perception visuelle | Index voor kleur en visuele variatie | Scala der Farb- und Dekorabweichungen

Shade and texture variation is inherent in all natural products and can vary slightly or significantly from piece to piece.

Les variations de teinte et de texture sont inhérentes à tous les produits naturels et peuvent être légères ou très marquées d'une pièce à l'autre.

Elben en structuurvariatie is inherent aan alle natuurlijke producten en kan variëren van heel weinig tot heel veel.

Alle natuurlijke producten variëren in textuur en kleur en verschillen soms geringfügig of deutlich von einem Exemplar zum anderen.

V1
[Image showing a wood plank with very subtle texture and color variations]
Least Appearance
Slight Variation

V2
[Image showing a wood plank with moderate texture and color variations]
Medium Variation

V3
[Image showing a wood plank with significant texture and color variations]
High Variation

V4
[Image showing a wood plank with extreme texture and color variations]
Substantial Variation

V1 planks have little or no variation in shade and/or texture and/or visual. V4 planks have the greatest variation from piece to piece.

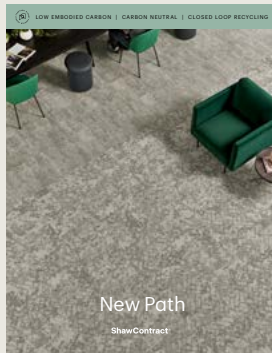
Les lames V1 ne présentent que peu ou pas de variation de teinte et/ou de texture et/ou visuelle. Les lames V4 sont celles présentant la plus grande variation d'une pièce à l'autre.

V1 planken hebben weinig of geen kleur- en/of structuurvariatie en/of visuele variatie. V4 planken vertonen de grootste variatie van het ene stuk op het andere.

V1-Dielen unterscheiden sich kaum oder gar nicht in Farbton und/oder Textur und Aussehen. V4-Dielen unterscheiden sich von Dielen zu Dielen am stärksten.

V1 Fy 7705 V3 Dakwood 7702
V2 Elova 7702 V4 Buck 7702

©



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 all 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

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

Corps Guard benefits

- User friendly app available on the App Store or on Google Play (enhanced level of personal safety)
- Instantly sends alerts to emergency contacts and the Corps Monitoring Centre (remote response from highly trained personnel)
- Wrist band facility can be used to identify an individual
- Cost effective protection

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

CORPS MONITORING

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

Try us for free!
All new customers in December will receive 3 months free. Free installation included. Contact us today to see how we can help you.

Our services

- CCTV Monitoring (passive) (active) and live monitoring
- Intruder and fire alarm monitoring
- Environmental monitoring
- Remote alarm control
- Perimeter protection service
- Monitoring

Corps 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 7999 and BS 6484 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.

Corps 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.



CORPS SECURITY 

The CBRE Great Idea 2021

Virtual reality training for security officers

- 4 x faster than traditional methods
- 75% more effective
- 64% less expensive
- Provable and data-driven
- Very popular with officers
- Reduced downtime

Intuitive. Immersive. Engaging

A certified social enterprise

corpsecurity.co.uk



CORPS SECURITY

There yesterday. Here today. Securing your future.

- Certified social enterprise helping you achieve your environmental, social and governance targets
- Every £1 spent with Corps counts towards diverse supplier spend
- 160-year-history of security delivery
- Physical security combining technology
- A strategic service that delivers improved security with greater value for money

corpsecurity.co.uk

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

— MASSIMO VIGNELLI

Graphics

OVERBURY

We designed a range of stunning graphics that were printed in large formats and placed around the Overbury office. These showcased the very best of Overbury's work and gave a wow-factor to their workplace.



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.

CORPS SECURITY

We developed large format wall graphics for Corps Security's Market House head office in Farrington, showcasing the company's heritage and commitment to delivering security excellence with a social mission. The artwork was then printed onto vinyl wallpaper and installed directly to the walls.

1859 BUILT ON OVER A CENTURY OF EXPERIENCE

1873 THE BANKING WERE CONSIDERED AS VIOLENCE, BEING AN UNCOMMON OCCURRENCE IN THE HISTORY OF THE BUSINESS.

1884 A CLEAR SOCIAL MISSION TO SUPPORT VETERANS

1969 CORPS SECURITY embraces its heritage to nurture a reliable professional responsive security service, delivered with loyalty & integrity

CORPS SECURITY

CORPS MONITORING • CORPS VETERANS • CORPS TOGETHER • CORPS CONSULT

CORPS COMM & INSURE

SERVICE • LOYALTY • INTEGRITY

CORPS VALUES

2008 2013 2014 2019 2021 2022

Experts in security with real social value.

CORPS SECURITY

COMPANY • COLLEAGUE • CUSTOMER

CORPS CIRCLE OF CARE

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.**

m. +44 (0)20 3773 3622
e. mark@magentaassociates.co



**“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

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