
Capabilities Deck

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SOLENT

Strategy

Digital

Design

Publications

We solve problems through creativity

WE DON'T WANT THE TYPICAL AGENCY- CLIENT RELATIONSHIP. DO YOU?

In our experience, the best results come when we really get to know our clients and become their sounding board.

We love to talk through your ideas and then bring our skills, experience, expertise and technology partners to the table to help you succeed. We believe the relationships we build and our collaborative approach is essential in delivering results.

WHO WE WORK WITH



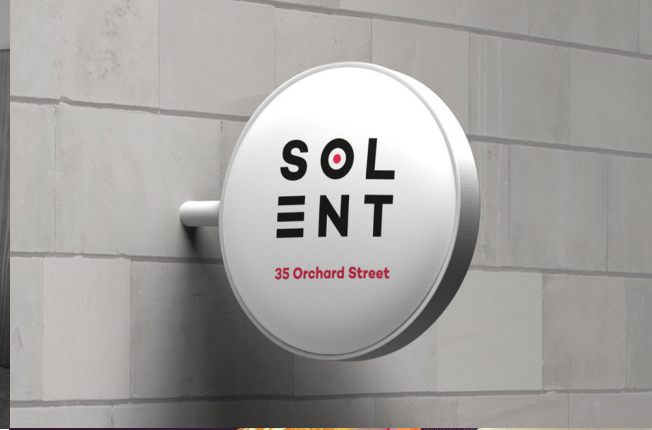
Our skills help our clients thrive

OUR HISTORY

Solent was formed back in 2010 with David Brooks formerly of Island Holiday media and Tim Addison who returned to the Island in 2009 after a career in brand marketing and destination management, which included a good stint at the Silverstone Grand Prix circuit, as well as being the Head of Tourism for London, working directly for the London Mayor in 2002.

Since our launch in 2010 Solent has become the Island's largest marketing agency on the Isle of Wight with 15 full-time members of staff. We like to think of ourselves as a successful and forward-thinking agency, where talented people can thrive.

Our recent merge with Blank Marketing has added a more diverse skill set to our digital products library, ensuring we are at the forefront of our industry and will continue to be in the future.



WHO WE ARE

Solent is equipped with the latest production tools and technology. Our in-house team of designers, developers, animators, and technicians are ready to handle projects at any scale.



So what do we do?

Our services and capabilities

We love crafting beautiful, smart and inspired work that is focused on a business' goals and customers. We do this across multiple touch points to help organizations achieve their goals.

STRATEGY

- Strategy
- Discovery & Research
- User Experience
- Brand Strategy
- Positioning
- Content Strategy
- Marketing Campaigns

DIGITAL

- Brand Development
- Rebranding
- Logo & ID Systems
- Brand Style Guides
- Messaging
- Print & Packaging
- Signage
- Iconography

DESIGN

- Website Design
- Website Development
- UX/UI
- Wireframing
- Custom Content Management
- Applications
- Web Applications
- Android Applications

PUBLICATIONS

- Copywriting
- Print Management
- Editorial Design
- Advert Creation
- Illustration
- Distribution

Our approach

DESIGN THINKING

We design solutions with the intention of being noticed by the end user. This philosophy is applied to products, business models, branding, publication and especially digital solutions.

We put the needs of the user at the centre of everything we create, which is the most powerful way to start and finish the “Buyers Journey”.

“ In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible. ”

- Seth Godin

**Prove it, let's see
some case studies**

Case Studies

WE CREATE UNIQUE EXPERIENCES

The following pages cover a couple of case studies that demonstrate our process in great detail. These projects also share some of the challenges outlined in your brief.

These challenges include brand identity design, user experience design, user interface design, visual language, and brand messaging.

Watertight

DELIVERABLES

Branding & Identity Design

Signage

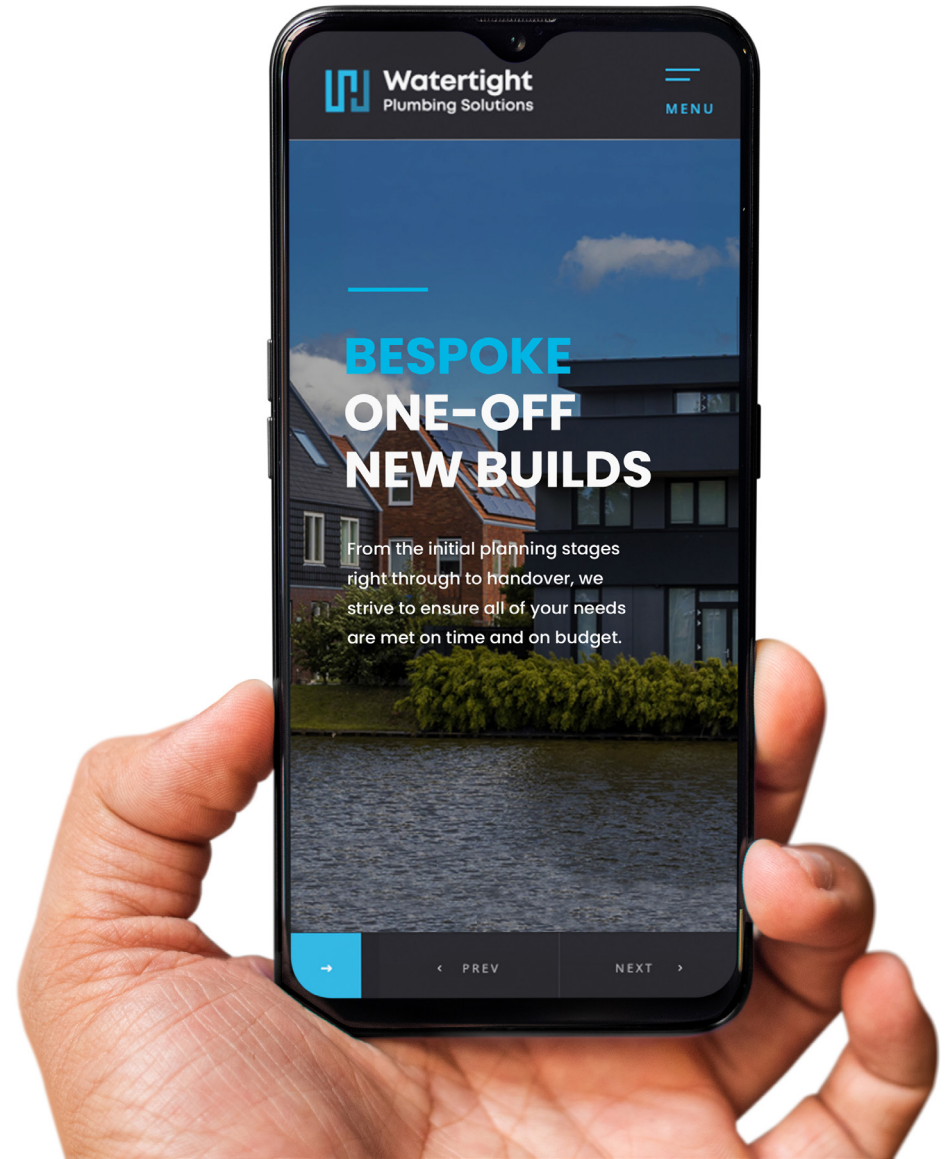
Website Design

CHALLENGE

To create a brand identity that would move the company towards commercial business from domestic.

OUTCOME

Creation of website and brand identity. Moving away from the traditional 'tap' iconography symbols and create a more sophisticated high-end look and feel through website and print.



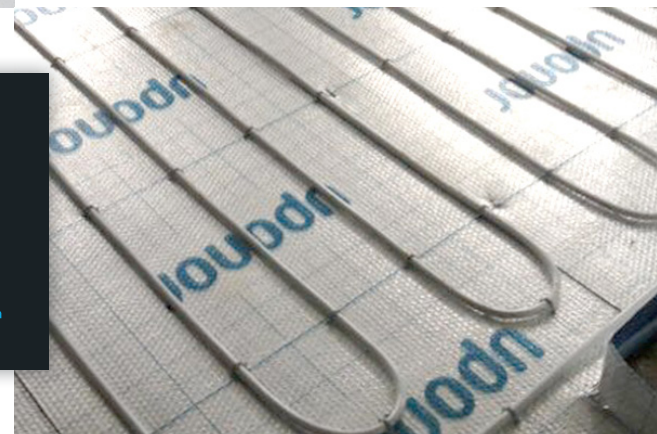
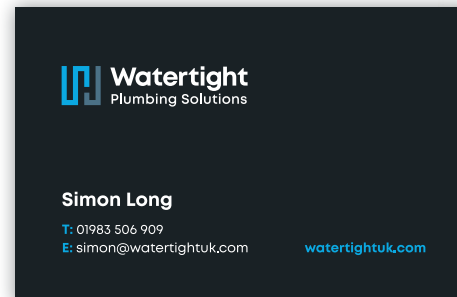
Logo

THE CONCEPT

The concept was heavily inspired by the shapes of pipes and flow of water. The logo needed a icon to compliment the typography, the icon helps create a strong identity that adaptable at different sizes.



=  **Watertight**
Plumbing Solutions



WHAT THEY PROVIDE

Domestic and commercial contracting, specialising in design and installation of natural gas and renewable energy. They also provide large scale multi-house developments.



The Bay School

DELIVERABLES

Branding & Identity Design

Photography

Website Design

CHALLENGE

In a time when education on the Isle of Wight has come under scrutiny and bad press, The Bay CE School opened as the Island's first 'all-through school' so a rebrand was needed.

OUTCOME

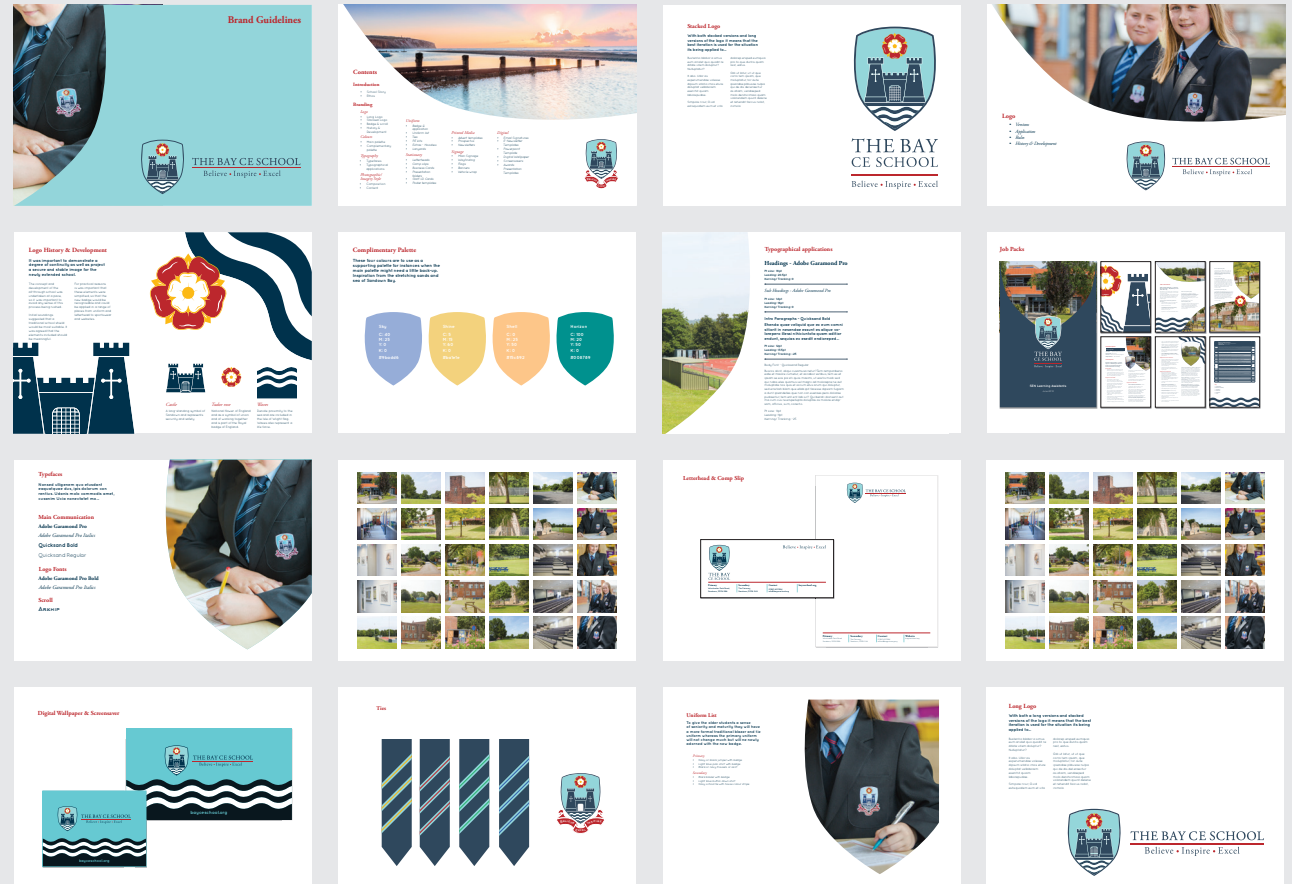
We created a look and feel that encompasses the established reputation of the governing body and gives a nod to the heritage of Sandown Grammar School.

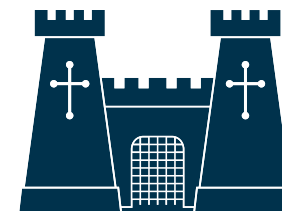


Brand

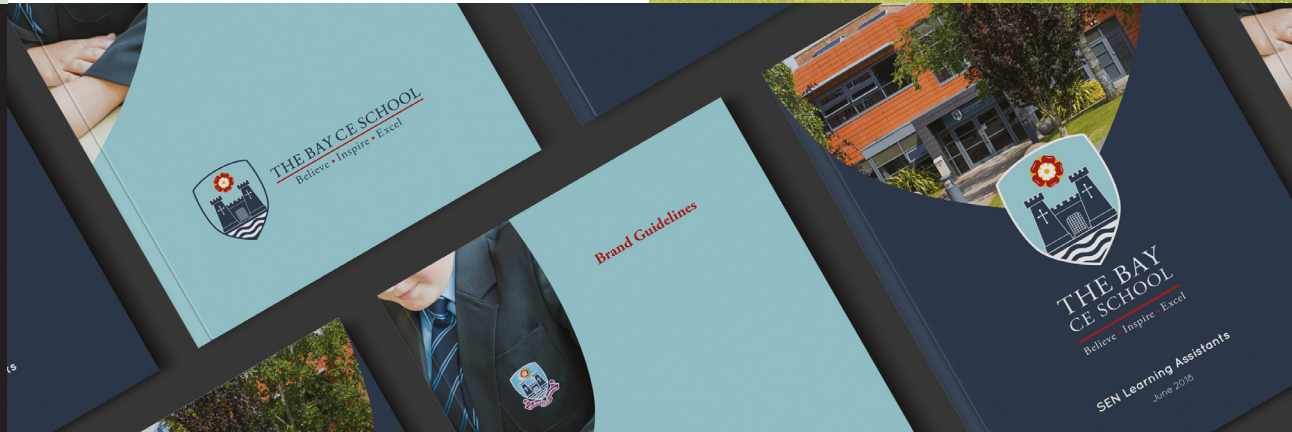
STYLE GUIDELINES

An indepth style guide was an essential part in showing the rebrand across different print and web aspects. The guide would also allow the staff to continue using the branding, keeping the longevity of the identity consistent.





A huge part of a schools image and reputation comes from the communications and the way in which it presents itself to the community. Every school is unique and branding must clearly communicate the ethos and values.



What people say about Solent

“ I love the new badge and everything it represents. This is the Isle of Wight creating a positive and forward thinking development for local education. We have the full backing of our MP, the Department for Education and our colleagues at the Hampshire LA. ”

- Councillor Paul Brading, Cabinet Member for Children's Services

“ Solent quickly achieved an early objective to establish a clear and uncluttered distinctive brand style. This is now fully implemented. We constantly receive positive feedback. At all times we find the Solent team to be responsive to our needs and demands. At times this has included examples of flexible work at weekends an over Bank Holidays. ”

- Peter Vail, General Manager, Isle of Wight Steam Railway

Thank You.