

GRAPHIC DESIGN AND ILLUSTRATION SERVICES

Dynamic graphic design and
illustration services: crafting
visual impact for your
communication needs

theinform team 






GRAPHIC DESIGN AND **ILLUSTRATION** **SERVICES**

**Visual excellence, engaging stories:
where design meets impact.**

The Inform Team's graphic design and illustration experts provide creative design assets. We can deliver graphic design for whole projects, branding and visual identities, or standalone deliverables.

We produce everything from printed leaflets to intranet sites and presentations. Our full creative agency is on hand to offer additional content support.



“The team invest time in getting to know what’s happening around the organisation, what’s working, and where the challenges are.

Then they work their magic to really bring ideas to life and communicate key messages in a really engaging and impactful way.”

Head of Data Management, Governance and Skills Development

MINISTRY OF DEFENCE



OUR APPROACH

We deliver compelling graphic design and illustration, providing bespoke visual solutions for projects, branding, and digital assets. From printed materials to digital platforms, our expert team enhances your message with clear, engaging designs, ensuring your communications stand out and resonate with your audience.

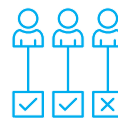
BENEFITS



Design and illustration with impact helps your message land



Dedicated programme support, instead of stretched in-house teams



Engage people to help your digital transformation succeed



Materials tailored to your organisation work better than off-the-shelf content



Clear, engaging communications establish new ways of working



Design is proven to boost user engagement and learning

FEATURES



Creative consultants with extensive background in change and digital projects



Accessible and inclusive graphic design aligned with industry best practices



Range of graphic design styles for print and digital assets



Effective, high-quality creative training and technical materials



Content and visuals to highlight key messages and generate engagement



Integrated campaigns with our marketing expertise



Strategic communications for a major campaign or smaller, targeted deliverables





SOME EXAMPLES OF OUR CREATIVE SERVICES

GRAPHIC DESIGN

A picture tells a thousand words. Great design will lift your project and help your messages land. We can create a visual identity for your project, and develop a range of accessible resources to build buy-in. We can work with your existing brand or create a whole new look.

We offer a full range of graphic styles that can bring your vision to life.



PRINTED COLLATERAL AND SIGNAGE

Even in today's world of hybrid working, how you present your project in-person counts. Our team can create signage, digital screens, wall art, desk drops, outdoor marketing, and other print items that capture attention, create touchpoints for interaction, and help your people engage with your programme.

CREATIVE STORYTELLING

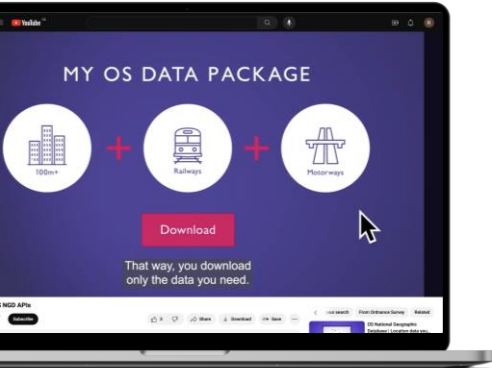
Our ability to create and tell stories is what sets us apart. We transform complex information into memorable, easy-to-follow content to engage your audience. We turn your list of deliverables into a powerful narrative that takes people with you.





SOME EXAMPLES OF OUR CREATIVE SERVICES

VIDEOS AND ANIMATIONS



Videos are an effective way to get your point across in a deceptively simple manner. Our team can translate complex ideas into films that captivate and communicate.

From eye-catching animations and engaging training resources to polished podcasts and case studies, we can plan, script, produce and edit video content to propel your programme forward.



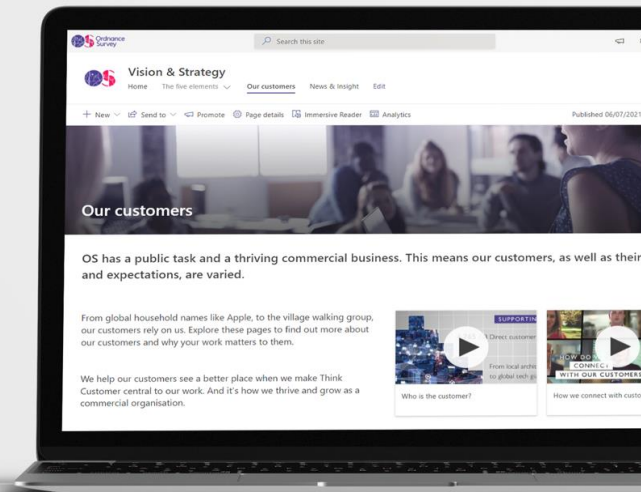
EVENT PLANNING, PRODUCTION AND COMMUNICATIONS

Bring your project to life with an event or immersive workshop. Our events team seamlessly manage all aspects of event coordination, to deliver engaging, impactful moments.

From venue sourcing to agenda planning and session development, delegate communications, AV services, event branding, and on-the-day facilitation, the Inform Team can create a stress-free solution for your next event.

WEB AND INTRANET

Whether you need a new platform developed, or content created to suit your existing channels, we can deliver. Our copy writers and technical whizzes can make your ideas a reality. Your audience will find eye-catching visuals, concise copy and intuitive navigation.



MIX AND MATCH OUR SERVICES TO **SUIT** YOUR PROJECT GOALS

- Communicating change for employee engagement
- Communications and engagement for digital transformation
- Copywriting, copyediting and content creation
- Creative communications services
- Event planning, management and support services
- Graphic design and illustration services
- Internal communications strategy, content and support
- Intranet, website and microsite design and build
- Video production, filming and animation services

