



**AGENCY CREDENTIALS DOCUMENT**

December, 2023

# 6 YEARS IN 60 SECONDS...



Click to watch  
(Credentials Showreel)

# BREAKING NEWS

In June 2023, Western Australian creative boutique, &Partners, merged with independent full-service powerhouse, *kwp*x. We called the new entity...

*[drumroll please...]*

*kwp*x&partners!

Don't worry, our creative work is way more imaginative.

*kwp*x brings with it over 30 years of specialised strategy, media and digital experience. This allows us to develop our creative work with deeper insights, and deliver those ideas in more effective ways.

Our core operating team of Creative Directors, Account Management and Production will remain in Fremantle, and we'll continue to build proven teams of local specialists around specific client needs.

What's exciting for us (and you) is that we now have permanent digital, media and strategic resources in place. We frequently tap into *kwp*x's national bank of brains, offering clients a level of expertise that simply has not been available in WA until this point.



# A LITTLE BIT ABOUT KWPX&PARTNERS

Kwpx&partners is a boutique creative agency specialising in tactical messaging & behaviour change campaigns. The agency is run by two of Australia's most experienced and awarded Creative Directors and a Business Director with decades of invaluable experience working with the world's largest (and most challenging) brands.

We don't have the biggest team in Western Australia but we do have the best; Our Account Management and Production people are experienced, intuitive and ridiculously responsive. No, you can't take them home.

Although our Fremantle office is the hub of our business, we have established relationships with partners across WA and the Eastern States. And thanks to our merger with *kwp*x, we have full access to our sister agencies in South Australia and the Northern Territory. Rest assured, whoever we include in your project team they'll be very good at what they do - without the ad agency ego..



# WHAT? AN ADVERTISING AGENCY THAT WANTS YOU TO

## *DO LESS ADVERTISING?*

Traditional agencies need you to do more advertising. It's not their fault, their overheads demand it.

We'd rather you did better advertising. Work that creates deeper, more meaningful connections. Our boutique business model is built for it.

If you look at our work, you'll see campaign after campaign that challenges conventions and breaks category norms. It's work that's proven time and time again that big ideas beat big budgets.

Because while dollars buy ears and eyeballs, only creativity wins hearts and minds.

**SO DON'T DO MORE ADVERTISING. DO BETTER ADVERTISING.**



# HOW WE WORK

We take a look at your communication challenge and pull together a team of proven pros. You may want one of our strategists to delve a little deeper into your world. You may need to tap into our impressive media brains, digital smarts or production partners.

Whoever we wrap around your brand, you'll always have a direct line to our Creative Directors and Account Team, and when your team's work is done, they go off and do other things. Things you don't pay for. It's a bit like one of those heist movies where George Clooney puts a team of specialists together to rob a casino. Without the robbing, the casino or George Clooney. Sorry.

# DEEPER CONNECTIONS

We know a single captivating moment is worth a dozen shallow ones. So, to help you do less advertising, we'll challenge you to do better advertising; advertising that resonates, engages and motivates on a deeper level.

Deeper Connections is the proprietary tool we use to make this happen. We know what you're thinking, everyone has a proprietary tool - Well, Deeper Connections is different. For a start, it's a very practical processes that connects strategy to creative to media to experience.

Secondly, clients actually enjoy it. One client said it was "...like going to couples therapy with our customers." So, we're stealing that line and using it on everything.

And thirdly, it's not some esoteric talk-fest with no tangible outcomes. You'll come away with a very clear idea of what you need to do and when you need to do it.

We've designed Deeper Connections programs around many iconic Australian brands, helping them understand their relationship with audiences and the marketplace.

**We'd like to take  
your brand a little  
deeper too.**



# OUR APPROACH & PROCESS

We don't work like your average agency. We are guided by our deep history and a set of unified values. We believe in treating all our partners, whether clients or external support resources, with respect, embracing curiosity as you can always learn something new.

Our extensive experience working with complex creative, media and digital projects has taught us that a 'waterfall' approach to project management increases the risk of inefficiencies, technical debt, poor communication, and sub-par campaigns/products. Therefore, we have designed our own process; an 'agile-based project management framework that allows us to learn intensely and output creativity with speed and efficiency'. At kwpx&partners, we look down, before we look up. As a fully integrated brand and customer experience partner to our clients, we follow a strict path in the generation of creative solutions that accelerate growth. Our process is DEEP™.



**OUR**

**CAPABILITIES**

**BUILDING THE RIGHT TEAM**



# AGILE AND FLEXIBLE

We've been collecting collaborators across Australia for decades. So if there's someone out there who can bring their magic to your brand, we'll fold them into the team.

And because of this progressive approach and our proven processes, we can turn things around in timeframes that would terrify most agencies.

And now, with the depth of resources across our national team, we have 80-or-so more experts to draw on. So, if Frank can't look at your brief until Friday, Chloe, Priya, Xavier or Nate can jump on it.

Whoever we select for your team, you'll always have that impeccable creative and project oversight from the team in Freo.



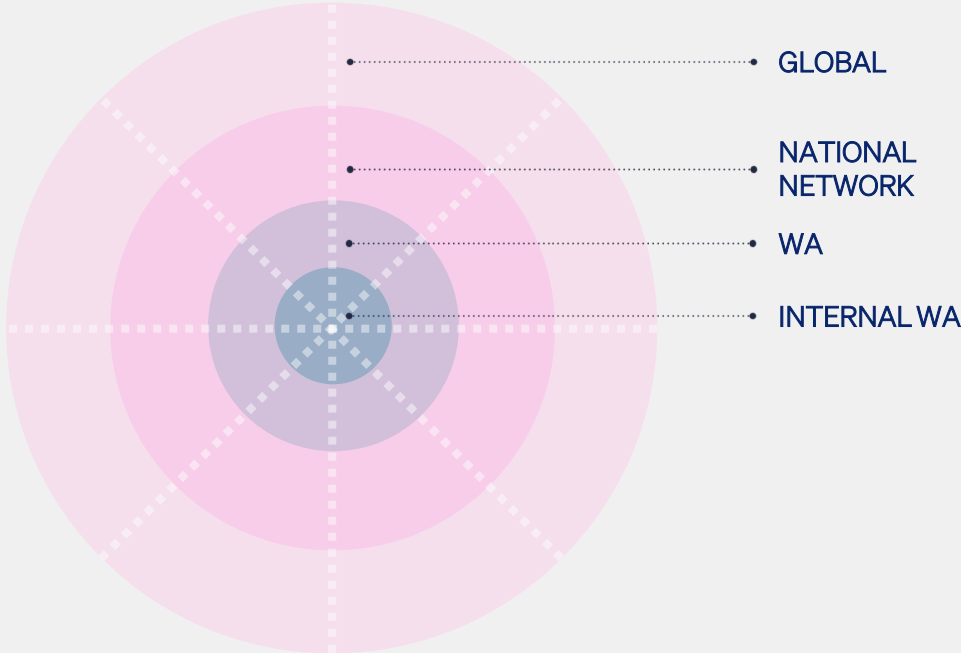
# OUR BUSINESS STRUCTURE

Our ' business structure follows a 'hub-and-spoke' model, meaning that we retain core staff and employ the relevant subcontractors for different roles as required, often tapping into the expertise of our national network. At kwpx&partners, we have an extensive list of contacts available for projects, both within Western Australia and beyond (you can find further details of this on the next page). Details on specific subcontractors can be supplied upon request.

When we require additional support outside of our internal (WA based) teams, we source partners and subcontractors first in Western Australia, then Australia, and finally the global marketplace.

**CONSIDER OUR TEAM AN EXTENSION OF YOURS.  
A PROFESSIONAL 'SPECIAL OPS' CREW.**

Our commitment is to always prioritise local, Western Australian suppliers and businesses. Subcontractors are always drawn from a roster of proven professionals. Our subcontractors are tried-and-trusted by us, so we can ensure our clients get the perfect fit for the job, every time.



# ORGANISATIONAL STRUCTURE

Agency Owners & Creative Directors

Davood Tabeshfar	Bryan Dennis	Business Director	Dru Mincher
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Account Management:

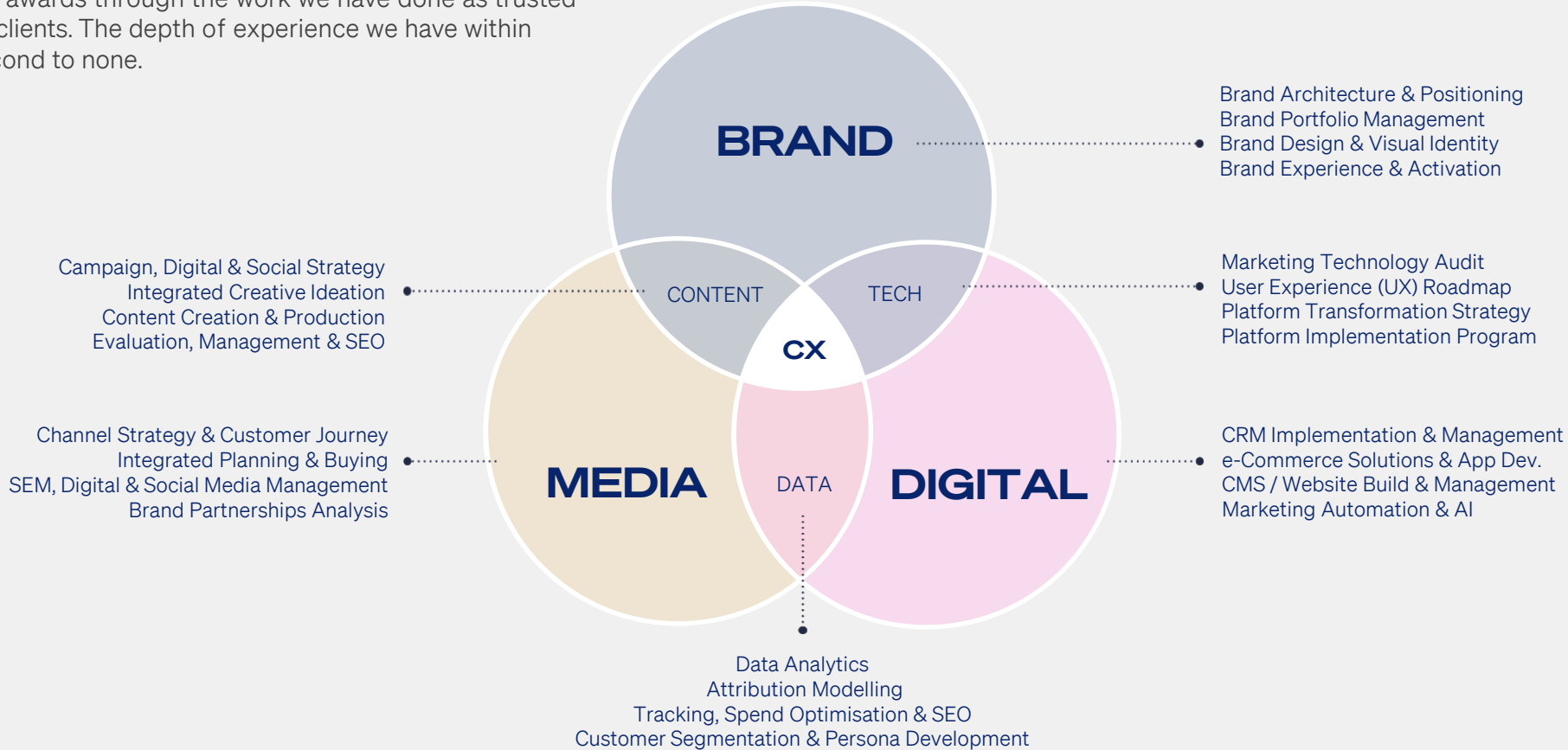
Tammy Hackett	Carol-Ann Cronin
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Freelance Contractors:

Designers, Illustrators & Animators	Jose Esquivel	James Beecroft	Melle Mel	Matt Pitcher
Peta Roebuck	Max Joyce	Brand Strategists	Jenna Mason	Rhythm Content
Molly Wellington	Matthew Wong	Paula Cameron	Hannah Jones	Beautiful Pictures
Ally Griffith	Matt Taylor	Emma Watton	Ricky Gestro	Sandbox
Antony Giddings	Jenny Mackintosh	Kylie Telfer	Sam Eastcott	Cue Sound
Ian Bird	Writers	Emma Yole	Stef King	Soundbyte
Nathanael Whale	Daniel St Vincent	Photographers & Videographers	Fletcher Gardiner	Lush
Giullana Alarkson	Camilo Mejia	Duncan Wright	Production Companies, Producers & Directors	Developers
Cameron Murray	Daniel Antonius	Olivia Senior	Shaun Atherstone	Jon Case
Sofia Varano	Guy Howlett	Shaun Atherstone	Patrick O'Sullivan	Jacquie Baker
Pip Wilsie	Clare Reid	Melissa Mills	Dave Le May	Art Installer
Oakley Fletcher	Dave Wilson	Natasja Kremers	Luna Laure	Ned Reilly

# OUR FULL SUITE OF CAPABILITIES

Our collective is staffed by some of Australia’s most respected creative and advertising agency professionals, regularly winning various industry awards through the work we have done as trusted partners to our clients. The depth of experience we have within our teams is second to none.



# BRAND

*“Brand is what people say about you when you're not in the room.”*

We strive to understand your business and your people and build an empathetic & meaningful connection. Backed by research and driven by your business goals, our creative team design brands that start conversations and inspire actions. We bring brands to life. Brands that speak. Brands that connect.

Our history and reputation is built on years of creating household brands that forge long-lasting relationships between great companies and their loyal customers. Your brand is your identity. Shaping a strong brand is the best way to tell your story and connect with your audience. It forms the foundation of your business and your purpose.

## BRAND IDENTITY

Building a brand identity is an essential and unique process for any business. We start by getting to know you. From your values to your point of difference and what drives you as a business. Creating a strong brand is about identity.

Our team develop a foundation that sets the tone for your brand. We create brands that open conversations with your audience, that build strong connections and lasting customer relationships.

## BRAND ARCHITECTURE

Brand architecture is all about taking a strategic approach to your brand, your vision and offering, how they relate to each other to create the best experience for your customers and the best path forward for your business.

Our thorough brand architecture process provides you with a solid strategy, aligned with your business goals, that allows you to streamline marketing efforts, and fosters consistent and compelling brand experiences.

## ADVERTISING & CONTENT

Our advertising and content creation is driven by powerful storytelling and designed to build relationships and connection. We take the time to get to know you, your business, your team, what sets you apart in your industry, who your customers are and why they choose you.

Our diverse team of experts craft compelling narratives and design captivating visuals that resonate with your target audience. From attention-grabbing ad campaigns that cut through the noise to engaging content that sparks conversations, we design and deliver solutions focussed on smashing your goals. We tell your brand's story in a way that inspires, connects and drives action.

## AUDITS, AUDIENCE & COMPETITOR ANALYSIS

Sometimes the best thing you can do to move forward, is to review where you are, where you've been, and who is around you. We have multiple analysis and audit offerings to help your business take stock and decide on the best step forward. From social media and brand audits to in-depth UX analysis, customer interviews and user testing, our team provide detailed and eye-opening reports to help your business strategically plan for the future.

# DIGITAL

*"We are creatives, crafting digital experience, not robots building 'technology'."*

The digital world can be a cold place, but it shouldn't be. It allows connection, it inspires. We now have one of Australia's most experienced digital experience teams. With a key focus on CX and Human Centred Design, we are passionate about understanding the complexities of modern business and designing custom solutions.

## WEB DESIGN AND DEVELOPMENT

We want to get to the crux of your problem. We know you have one, or you wouldn't be here. We have a team of creative-minded strategists, designers and developers who speak your language.

Our specialists get to know you, your business, to identify what you are trying to achieve and what part your website needs to play in your business goals. We don't believe in a one-size-fits-all approach.

## APP DESIGN & DEVELOPMENT

We have a proven history designing, developing and launching apps, from simple ideas through to database-heavy, complex enterprise systems.

Whether we like it or not, people's attentions are firmly fixed on their phones. If you want to be connected to your customers where it matters, it's a smart choice to invest in a refined, custom mobile experience. We have business, creative and technical knowledge to tailor the perfect solution for you.

## CUSTOMER EXPERIENCE STRATEGY

CX is the connection between humans and brands, across all touchpoints. Your Customer's Experience touches every area of your business and should be central to your business strategy. CX is built through every interaction a customer has with your company. Each experience is both an opportunity to build a stronger bond between the brand and the human, and a potential to weaken that bond.

It is never too late to instil CX as a core focus in your business, by focussing on customers' interactions, you can design experiences for people across an increasingly complex network of touchpoint.

## DIGITAL MARKETING

At the heart of every successful marketing campaign is the ability to connect with people. Marketing is no longer a one-way street. With a focus on Customer Experience, our digital marketing team build strategies that tell your story and build relationships with your audience. Putting people and connection at the heart of what we do, we build meaningful connections that drive growth, deliver results and align with your business goals.

# MEDIA

*"We understand the importance of creating connections. We work to amplify your idea across the full customer journey."*

We partner with brands that are ready to accelerate their growth. Brands who are ready to speak to their audience and, importantly, drive them to take action. Today's marketing landscape has become shallow, driven by automation and algorithms. To create growth, we strive to understand problems before building the solutions. We are highly experienced in the delivery of large and complex national campaigns. Our media planning and buying approach is based on integrity, independence and ingenuity. Our insightful use of data allows our planners to deliver best-in-class channel strategies that maximise our clients' reach, impact and spend.

## MEDIA PLANNING & BUYING

Our media team are a dedicated group, focussed on making the most of your creative. The most beautiful, well designed, perfectly worded campaign is only effective if it is seen by the right people at the right time.

Our experienced media planners and buyers develop customised media strategies designed to reach your target audience, drive engagement, and deliver measurable results. From negotiating the best rates to optimizing your media mix, we have the skills and expertise to maximise our clients' reach, impact and get the most from your media spend.

## DIGITAL PERFORMANCE & RETARGETING

Driven by your business goals, we focus on maximising the impact of your online marketing efforts.

Our experienced media team are experts in tracking and analysing key performance metrics providing actionable insights and data-driven recommendations. By leveraging retargeting techniques, we're able to re-engage users who have shown interest in your brand, create maximum visibility, reinforce your message as well as focusing on optimising your conversion rate.

When a campaign goes live, we know the work has really just begun. We work tirelessly to deliver exceptional results and maximise the return on your advertising investment.

## MEDIA PARTNERSHIPS & SPONSORSHIPS

Not all partnerships are created equal. We have long standing relationships with our media partners, ensuring we are in the best position to negotiate and secure the best position for your creative. With a 30-year history, our media team are some of the most experienced and connected in the industry, driven by your goals, we work to boost your exposure and campaign reach.

## DIGITAL CAMPAIGNS

In today's digital landscape, our media team strive to empower your brand online and elevate your digital footprint. Our digital campaigns are tailored to engage, inspire, and convert your target audience.

From strategic planning through to execution, we employ a data-driven approach that ensures every click, impression, and interaction counts. Through strategic ad placements, compelling content creation, and precise audience targeting, we unlock new levels of growth for your brand.



**OUR TEAM**

**IN-HOUSE RESOURCES**



# DAV TABESHFAR

## CREATIVE DIRECTOR / PARTNER

Dav's advertising career got off to a meteoric start at a small retail agency in Bournemouth, the retirement capital of England. However, it wasn't long before the big brands and bright lights lured him to London, where he created campaigns for the likes of Gillette, Jeep, Stella Artois and BBC World.

Since settling in WA Dav has created and directed campaigns for the state's highest profile brands, including Tourism WA, Red Rooster, Main Roads, HBF, RAC, City Farmers, Cash Converters, WA Potatoes, Golden Eggs, Homebuyers Centre, Smart Homes for Living and IKEA. During his time in Sydney, he worked on a range of national campaigns including Destination NSW's Winter destination marketing campaign, and TV campaigns for Bonds Underwear, Crown Casinos, Red Rock Deli, Gloria Jeans and RSVP.com.au

Dav has also been active in industry development, as a lecturer at Curtin University, Head of Award School WA, and an AdSchool tutor.

### AWARDS

Dav has been awarded at every major local, national and international creative award show, including D&AD, Cannes, New York Festivals, AWARD and the Effies. His work has won AdNews TV Commercial of the Year and in 2012 his campaign for The Office of Road Safety won the Grand Effie, the most prestigious effectiveness award in Australia.



# BRYAN DENNIS

## CREATIVE DIRECTOR / PARTNER

Bryan started his career as a Graphic Designer at the Brand Agency in Perth in 1998, moving to 303 a few years later as an Art Director where he helped build them into the largest independent agency in Australia with campaigns for Red Rooster, IKEA, HBF, QUIT and the Australian Federal Government (Binge Drinking and The Better Health Initiative) among others.

In 2008, Bryan moved to Sydney to help 303 start a new office, winning clients like Honda, Gloria Jeans and Red Rock Deli before moving south to M&C Saatchi Melbourne in 2010. Between watching footy and eating out, he managed to create iconic work for clients like ANZ, Tennis Australia, Triumph and Opel cars.

Three years and a baby later, Bryan moved back to Perth to become Head of Art at Marketforce. Here he worked on the likes of City of Perth, Tourism WA's "Experience Perth", Lotterywest, Furniture Bazaar, iiNet and Curtin University, before leaving in 2017 for &Partners.

As a member of the Communications Council and the Perth Advertising and Design Club, Bryan is also very active within the local advertising industry. Additionally, he was recruited as an AWARD School tutor in 2014 and 2022.

### AWARDS

Bryan's work has been recognised at all the major local, national and international award shows, including D&AD, Cannes, Clio, OneShow and AWARD.



# DRU MINCHER

## BUSINESS DIRECTOR

With over 20 years' experience looking after global accounts such as Reckitt Benckiser, Pfizer, Adidas, Mercedes Benz, Paypal and Pernod Ricard amongst others, Dru's role has seen many different functions over 2 decades, from client service, to operations, as well as business growth.

Prior to joining *kwp&px*, Dru was the Global Group Account Director at Oliver+, a London based international production agency, acting as the direct contact point on the accounts that he led, defining the business model and processes, across the NAM, LAM, EMEA and APAC regions.

Before joining Oliver+ in 2020, Dru had a 13 year-long career with the Publicis Group Africa across multiple entities that covered all creative capabilities from traditional advertising, strategy and development, all the way through to film and digital content production. Although operationally involved in the day-to-day client interactions and running of the business, his core focus has always been on persuasively building and nurturing relationships, both internally and externally, that ultimately lead to better work and results for the group's clients. Throughout his career, he has been fortunate enough to work on a range of global brands across several sectors including Financial Services, Automotive, FMCG, Healthcare and Telecommunications.

### AWARDS (In his role as Business Director at Publicis Group Africa)

- 2019 – Best Growth in APMEA Region (Publicis Worldwide)
- 2019 – Golden Lion Winner for Growth (Publicis Group Africa)
- 2019 – Golden Lion Winner for Collaboration (Publicis Group Africa)





# TAMMY HACKETT

## ACCOUNT DIRECTOR

Tammy has over 19 years experience in the advertising and marketing industry. She honed her account management and marketing skills working on advertising campaigns in Perth, Canada, Ireland and the UK, across a broad range of brands including, but not limited to RAC, Guinness, Visit Dublin, Loblaws, BankWest, Australand and DFES. Her primary clients in Perth being RAC, BankWest, DFES and City of Fremantle.

During her time overseas she led the launch of the Toronto Loblaws Maple Leaf megastore, plus the design of their customer loyalty program. While living in Dublin she managed The Arthur Guinness Projects campaign, an initiative created to provide funding for small local businesses post the recession

Then, luckily for us, she brought her expertise back to WA for the benefit of clients like RAC, Treasury Wine Estates, BankWest and Chicken Treat.

Tammy is a truly integrated thinker who's comfortable working with established mediums and the emerging digital world. When she's not at work, she tries not to suck at touch rugby, enjoys our incredible beaches and chases after her little man.

### AWARDS

Bronze issued by IAPI ADFX Awards 2014 Ireland for Arthur Guinness Projects.  
Silver issued by Promo! Awards 2012 Canada for Loblaws launch campaign at Maple Leaf Gardens.



# CAROL-ANN CRONIN

## ACCOUNT MANAGER

Carol-Ann started her career in the Perth advertising industry working in the Finance Dept of the Meerkats agency and has since amassed over 8 years experience. She spent 5 years learning the inner workings of the agency, gaining a varied skillset which proved to be invaluable when she transitioned to the account service team as an Account Coordinator.

She quickly moved to Account Manager and helped ensure a smooth transition for her clients when Meerkats merged with Wunderman Thompson in 2020. Carol-Ann worked on a range of clients including Murdoch University, Dept of Fire and Emergency Services (DFES), APM, Bethanie, Anglicare and Centrewest.

Carol-Ann's varied experience, attention to detail and commitment to delivering on time and budget ensures she's a safe pair of hands for your project.

Since moving to &Partners in 2022 Carol-Ann quickly added production to her growing skillset handling integrated campaigns for clients such as Chicken Treat and Royal Agricultural Society of WA (RASWA) as well as a range of projects for clients like Ashley & Martin, Harvey Beef, Harrisdale Senior High School, Main Roads, New Choice Homes and The Y WA.

Carol-Ann's varied experience, ability to foster relationships quickly, attention to detail and commitment to delivering on time and budget ensures she's a safe pair of hands for your project.



**OUR CLIENTS**

**WHO WE WORK WITH**



# OUR CLIENTS:

- City of Fremantle
- Town of Victoria Park
- Perth Royal Show (RASWA)
- Road Safety Commission
- HIF
- Ashley & Martin
- DiabetesWA
- UnitingWA
- ReviveWA
- Chicken Treat
- Swan Care
- Murdoch University
- ZipForm
- Ability WA
- HSS
- Silver Chain
- Family Zone
- New Generation Homes
- New Choice Homes
- The Good Grocer
- Palliative Care WA
- Business Station
- Silver Chain
- Resolve Finance
- AutoMasters
- Police Union
- RSPCA WA
- Harvey Beef
- Urban Butler
- Town of Victoria Park
- Summit Homes
- Smart Homes



Government of Western Australia  
Department of Health



# **OUR WORK**

## **A FEW RECENT EXAMPLES**



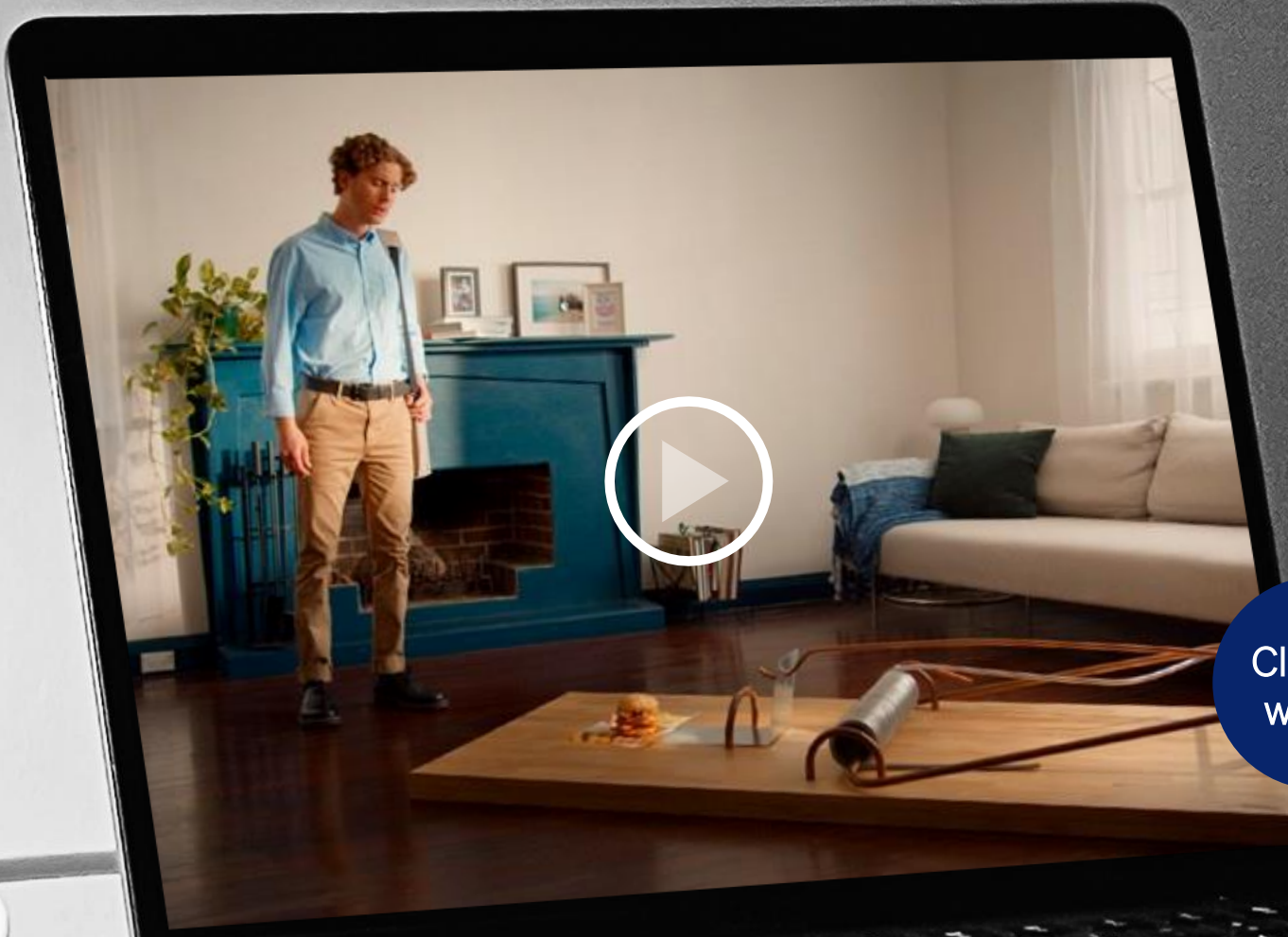
# CHICKEN TREAT

Chicken Treat has had a place on Western Australian tables, car seats and doona covers since 1976. After researching the brand for decades (nom, nom, nom) we partnered with them in 2019 to help them create campaigns as jaw-dropping as their products.









Click to watch



CHICKEN TREAT

# CITY OF FREMANTLE

If you ask 10 people what Fremantle is, you'll get 11 different answers.

Is it the beach? The cafe culture? The independent retail, restaurants or the maritime history?

The answer is of course "Yes", it's all of those things.

So, rather than try and come to a compromised consensus, we leaned into the conflict. We captured the contradictions and diversity of Fremantle by featuring real Freo folks fighting for their idea of Fremantle.

**THIS IS  
FREMANTLE**











Click to watch



CITY OF FREMANTLE

# ASHLEY & MARTIN

Ashley & Martin, the largest medical hair centre group in the southern hemisphere, asked us to develop a new longterm brand platform. Our campaign is built on the insight that there's usually a single moment in a patient's life when they decide it's time to regrow their hair.

It's the moment when apathy ends and action begins: The Turning Point.

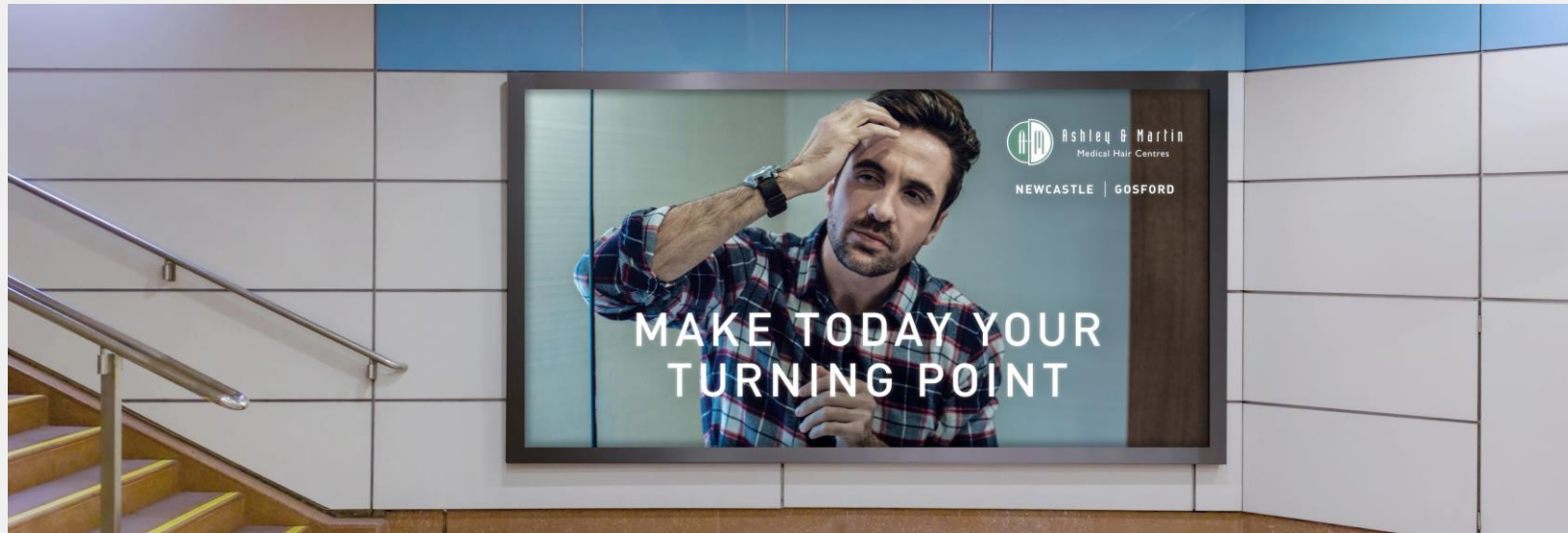
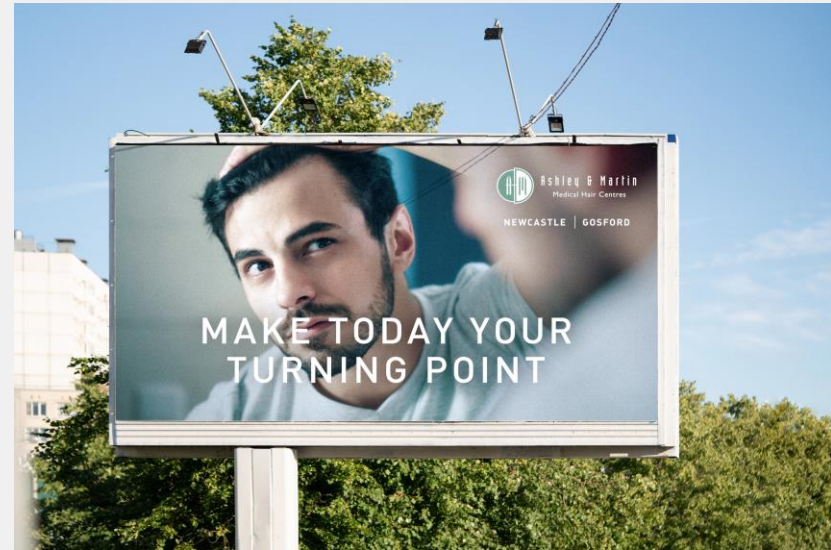
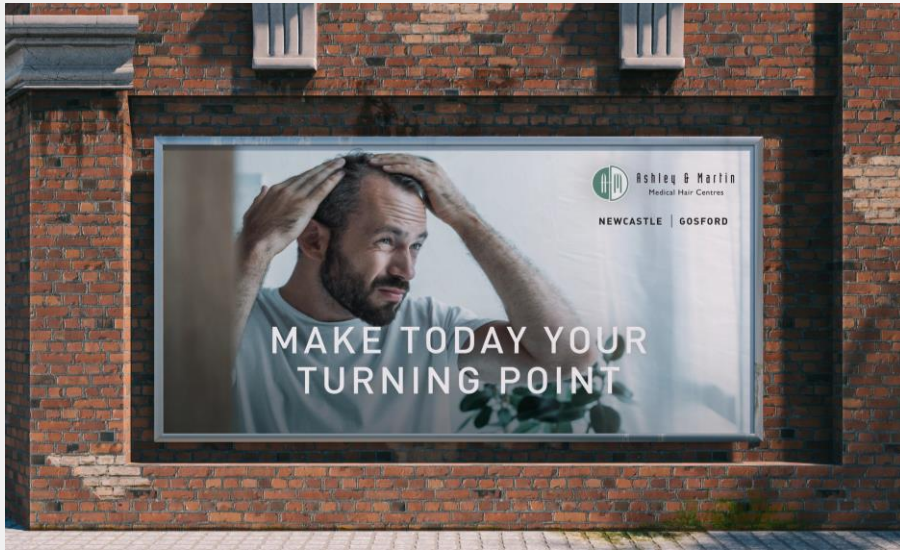


ASHLEY & MARTIN  
MEDICAL HAIR CENTRES

2017 CAMPAIGN











Click to Listen

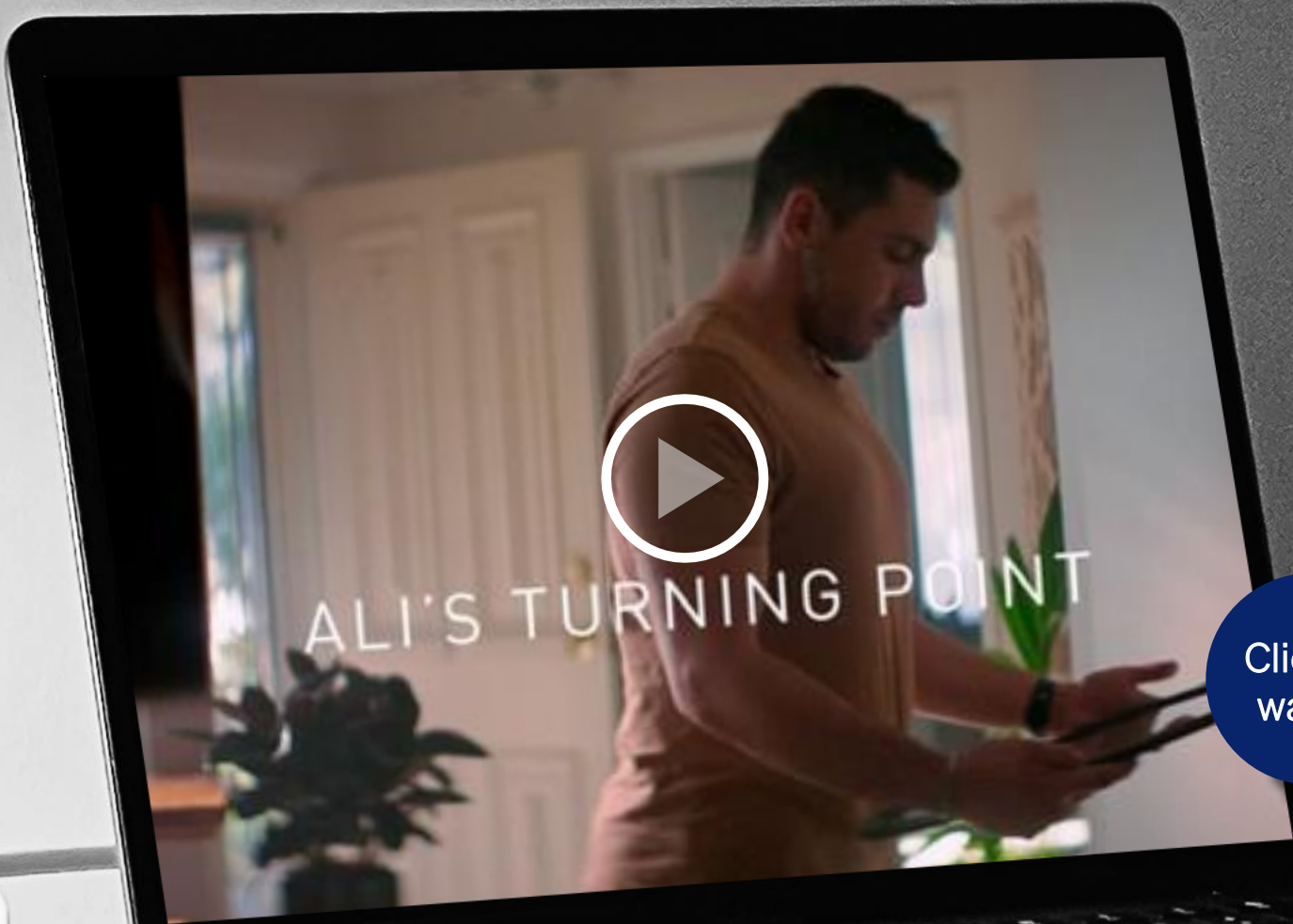


ASHLEY & MARTIN



ASHLEY & MARTIN  
MEDICAL HAIR CENTRES





Click to watch



ASHLEY & MARTIN  
MEDICAL HAIR CENTRES

ASHLEY & MARTIN

# MAIN ROADS WA

An inattentive driver clips an earthmover... a motorcycle loses control after running over a traffic cone... a road worker doesn't go home at the end of the shift...

Every day road workers face the danger of drivers who don't take care. So, Main Roads asked us to develop a campaign to bring attention to safety around roadworks. Our solution was to help drivers empathise with road workers, by asking them to imagine people driving carelessly through their own workplaces!







“THE OFFICE”  
RADIO ADVERT



“THE PUB”  
RADIO ADVERT



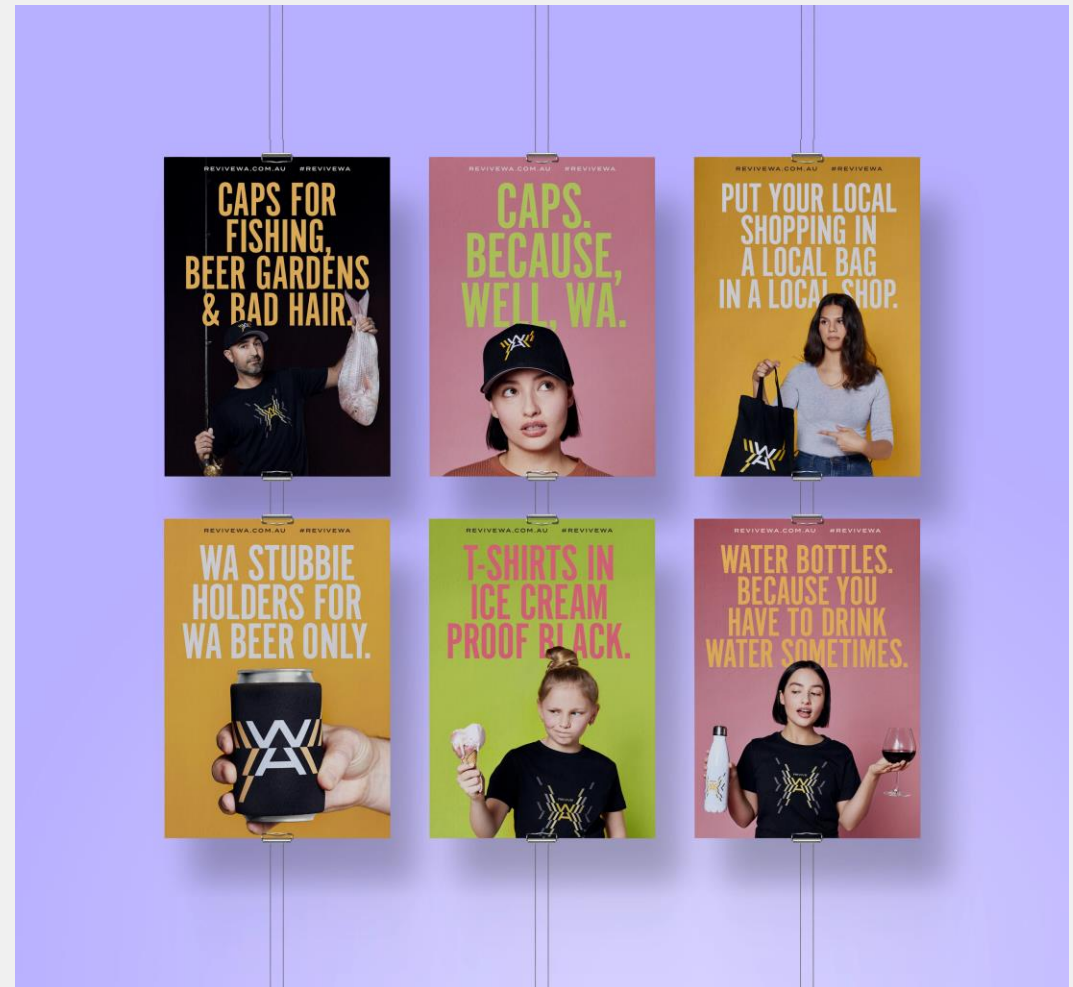
“THE SUPERMARKET”  
RADIO ADVERT

# REVIVE WA

&Partners developed the Revive WA initiative in collaboration with two Perth based production companies and a branding agency. We were responsible for developing the name 'Revive WA', the overall concept and most of the campaign elements. The initiative is designed to encourage Western Australians to

prioritise local businesses, during this Covid recovery period. We started with a film supporting WA tourism towns, then created a suite of material promoting WA owned businesses in general. The online film reached over 230K people on social media and was shared over 2000 times in the first week.

Find out more at [www.revivewa.com.au](http://www.revivewa.com.au).

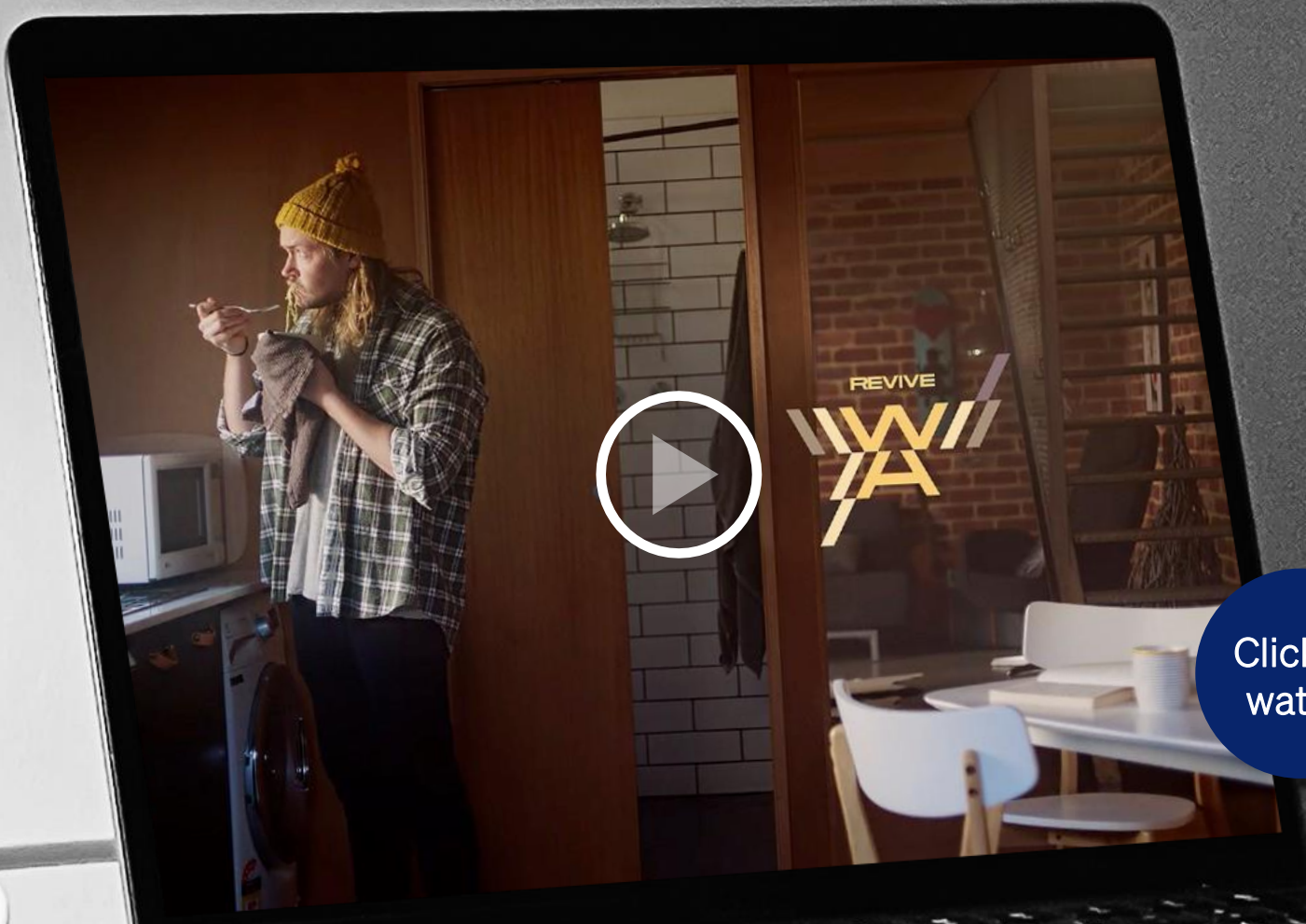






CAMPAIGN CASE STUDY





Click to watch



REVIVE WA



# NEW CHOICE HOMES

New Choice Homes is part of The Spadaccini Homes Group.

The brand mostly caters to the mid-level buyer, and competes in a very cluttered marketplace. Their brand strategy and identity had not seen any investment for some time, and as a result, was out of touch with the audience and somewhat dated.

Our job was to review their current position and develop a more relevant proposition and brand identity.



## Logo - rules

### CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "X", as shown. This measurement is equal to the height of the square in our brandmark.

### MINIMUM SIZE

It is recommended not to use the master logo any smaller than 25mm wide. This is done to optimise the impact the brand makes and to keep its appearance as consistent as possible. For application in non-traditional forms of media, no other objects or images are to invade this space.



NEW CHOICE HOMES

## Application



NEW CHOICE HOMES

## Colour

When creating New Choice Homes collateral, the following colour palette should be maintained for all graphic elements.

### PRIMARY COLOURS

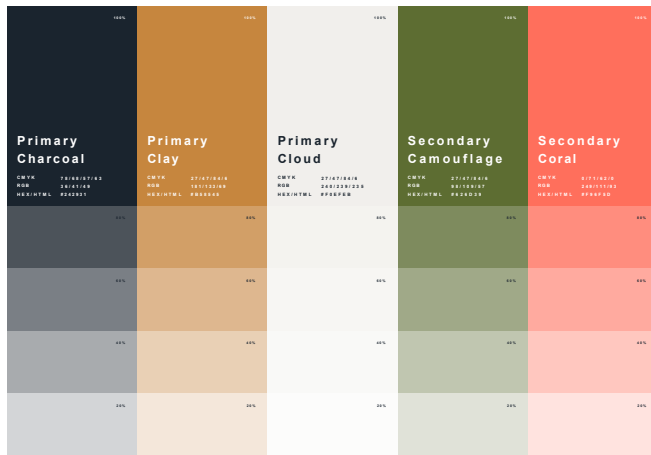
Our brand primary colours are Charcoal, Clay and Cloud. They are used for backgrounds, typography, information graphics and graphic devices.

### SECONDARY COLOURS

Secondary colours highlight and accent. They give prominence to words, ideas or elements. They also provide freshness and life to call to actions.

### TINTS

Tints of the colour palette are available to use as additional background and block colours to the Secondary Colour Palette.



NEW CHOICE HOMES

## Typography

### SYSTEM FONT ALTERNATIVE

Headlines can be created with a mix of **Termina Bold** and **Maradona Signature**. The use of **Maradona Signature** should be limited to one or two key words only, at the designers discretion.

### HERARCHIES

The different weights displayed here allow for a clear and flexible typographic hierarchy, ensuring clear legibility and accessibility for all text. The specific sizes and hierarchy displayed here should be used as a guide only, and can be adjusted to suit each application.

### FOR INTERNAL NCH STAFF

Please note that fonts are only ever to be used in black. **Maradona Signature** is to be used as a sign-off font and not for general writing purposes (e.g. Kind Regards). It must never be used in a font size smaller than 10.

Helping you  
make better choices

### Subheads in Termina Demi

#### SMALL HEADINGS IN NEUE HAAS GROTESK TEXT 75 BOLD

Body in Neue Haas Grotesk Text Pro 55 Roman. Posaperia vidus et enet officit, seque dit, quatam quis eaque perest labora ni omnimi, quia corerum acestiam lit doloro eperup taepeni busant apiet lam, cum re que plaboro deim volo evenistem volor aut equiaes sed molore voluptione num, am, sedi dolum intis solorest, consed quis sam facea cus auda as ea nimuscidem di aut quam exerum nusam eum ea sim que.

**Emphasis in Neue Haas Grotesk text 75 bold. Rum alia nimaximod quatibus parbus alique porupta temquam, ius et experum nihil voluptam as deliquas.**

Posaperia vidus et enet officit, seque dit, quatam quis eaque perest labora ni omnimi, quia corerum acestiam lit doloro eperup taepeni busant apiet lam, cum re que plaboro deim volo evenistem volor aut equiaes sed molore voluptione num, am, sedi dolum intis solorest, consed quis sam facea cus auda as ea nimuscidem di aut quam exerum nusam eum ea sim que.

NEW CHOICE HOMES



Click to watch





A person is shown in profile on the left, holding a red megaphone. The megaphone's surface is covered with various animal rights posters and images of animals. Visible text on the posters includes "KILLS!", "1732 364546", "www.animalaid.org.uk", "FOR ANIMALS", "VEGAN", and "love animals". The person's hand is visible at the bottom, holding the handle of the megaphone.

**kw  
px &**

**THANK YOU - WE LOOK FORWARD TO WORKING WITH YOU**