

# Kixis.co.uk

**Good design enables clear communication . . . one of the keys to success in a competitive world** we specialise in design for business including corporate identities, marketing and sales literature, web sites, PR and exhibition materials.



**Debbie Orme**  
founder and director of Kixis

Debbie has over 25 years experience as a graphic designer, starting her career in London working for design and marketing agencies in the 80's. Now based in Brighton, she founded Kixis on the principle that good business design flows from good business relationships. Understanding a client's services, culture, marketplace and audience are key to creating a brand that projects the right message.

Kixis works with a collaborative team of specialists to bring their expertise to bear on specific projects. Whilst Debbie is always the principal consultant on a job, she employs people with complementary skills, including copywriters, photographers, illustrators, animators, web engineers, PR and marketing practitioners to deliver a comprehensive service.

**every company has its own unique message . . . the design should be unique too**

Kixis will work with you to help determine your marketing and communications strategies. Whether you are an individual trader or a much larger business with your own in-house marketing, sales and PR departments, we can work with you. Kixis provides a range of creative and media-related services including graphic design, print buying and production.

We have experience in designing and producing:

- Corporate Identities
- Brochures
- Annual Reports
- Direct Mail Leaflets
- Newsletters
- Stationery Packages
- PR support material
- Product Packaging
- Magazine adverts
- PDF brochures
- Web sites
- E:mailers

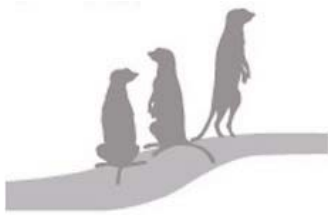
examples of logos created



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# a few examples of Kixis recent work



**Meercat Consulting**  
working together for people's success

## MEERCAT CONSULTING

Meercat Consulting provides businesses with employee psychological profiling and related services

### Brief

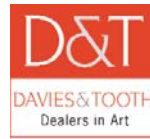
To brand the company and help launch it across a variety of media

### Solution

Meercats are associated with being on the lookout for new things, inquisitive and good team workers. Kixis Commissioned an illustrator to create a representation of meercats as a key element of the corporate identity. As well as producing advertising and print materials Kixis also handled the design and implementation of the web site

## DAVIES & TOOTH

Davies & Tooth are fine art dealers based in central London



### Brief

To create a corporate identity that established the name 'Davies & Tooth' as major art dealers operating in London, Europe and the US

### Solution

Focused purely on the name, delivering a clean execution of 'Davies & Tooth', as well as creating a shorthand visual acronym of 'D&T'. All marketing materials including promotional literature, advertising and the website carry this visual stamp



## CASHFRIDAY

CashFriday offers cash, payroll and credit control systems for temp recruitment agencies

### Brief

To target temp recruitment agencies and get them to sign up to CashFriday's financial services

### Solution

Identified the five key benefits of CashFriday's offering and developed a direct mail literature and advertising campaign for the trade press, illustrating how CashFriday takes away the headache of 'back office' financial bureaucracy



## DECON LABORATORIES

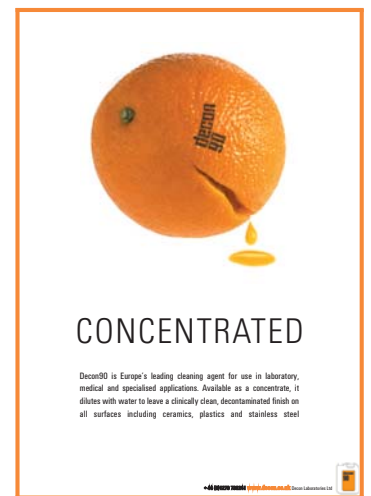
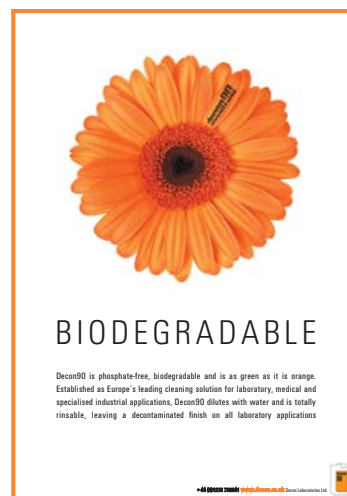
Decon Laboratories is the UK and global market leader in laboratory cleaning products

### Brief

To reinforce the position of Decon90, a laboratory cleaning agent that has dominated the market for over 30 years

### Solution

Decon90 is supplied in a very distinctive orange and white container. We took this brand factor and created an 'orange' advertising campaign by stamping recognisably orange objects with the Decon90 logo. Each orange icon shares a singular characteristic with Decon90, which is highlighted in the headline



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# examples of recent work

**Jeremy's**  
RESTAURANT



at  
Borde Hill

## JEREMY'S RESTAURANT

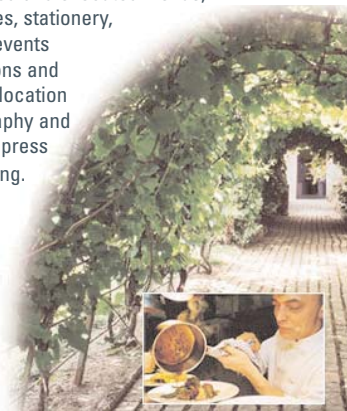
Listed as a five star restaurant in 'The Good Food Guide', Jeremy's is set in a beautiful walled-garden country estate in West Sussex, and offers the highest standards of cuisine with influences from around the world.

### Brief

To establish Jeremy's as a versatile restaurant with great food and themed events, catering for discerning gourmets and special event parties, such as weddings.

### Solution

Established a new corporate identity that reflects Jeremy's unique restaurant experience. Developed and executed menus, brochures, stationery, special events promotions and leaflets, location photography and regional press advertising.



## MERIT

Software development company specialising in front and back office solution for the recruitment industry



communications working group

## COMMUNICATIONS WORKING GROUP

Communications Working Group (CWG) brings together the many different bodies working within the UK rail network

### Brief

To produce a logo for the CWG that promotes the idea of the industry communicating on key issues such as safety and efficiency

### Solution

Designed a logo that incorporates a rail track and illustrates people face-to-face, talking to one another. The logo has been adopted for use in all promotional and presentation materials.



## THE AIR GALLERY

A flexible exhibition venue for hire in central London's exclusive art dealing district

### Brief

Refresh their corporate identity and produce folder and venue specification inserts

### Solution

Create a new corporate logo which featured a photograph of the gallery's street frontage. Use this to brand point of sale materials, stationery and web site



**reflex**

Tomorrow's Nutrition Today



## REFLEX

Manufacturer of sports nutrition products

### Brief

To produce a logo which featured various sports activities and a product range brochure which would translate into 7 European languages.

### Solution

We designed a colourful logo demonstrating speed and power and a brochure format template.



## UK TECH TRANS

UK TechTrans is a well established technical translation and desktop publishing agency. They translate technical documents, manuals, contracts, software and websites from and into any language.

### Brief

To produce a logo to represent their global network of clients and experienced translators who with specialist industry knowledge are based in the country of origin

### Solution

Create a corporate logo featuring intertwined concentric discs to represent the world and businesses throughout. Use this brand for brochure, web site and PR material.

for more information call **Debbie Orme** on **01273 773325** or email **debbieo@kixis.co.uk**

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