



Jewish Community Centre For London



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JCC For London

Brand identity & marketing communications

The JCC needed a new brand identity to reflect their mandate of welcoming everyone in the Jewish community, irrespective of affiliation or level of observance. Their aims are to provide a way into, or back into, active Jewish life for all of London's Jewish community. The JCC organise programmes of inspiring events that stand alongside the best London has to offer. The events focus on arts and culture, books and debate, health and fitness, food and drink, music, social events and family. They take the form of talks, outings, events, discussions, concerts and much more. The funds raised from the events, partnerships with other organisations and the founder of the JCC contribute to the wider goal of sourcing a building which will be the centre of the activities.

The new identity is designed to welcome, to include, to reach out and to enjoy. The tone of voice is friendly, exciting, fresh, diverse. An identity that embraces Jewish culture but is forward-looking and has a modern edge.

The logotype family is based on the fundamentals of Jewish community life: communication and social interaction. The speech bubble marque retains its shape, but the colour and words change to reflect the diversity and subject matter of specific events. This helps to keep the identity alive.

The events are publicised by marketing communications by way of quarterly programmes, individual leaflets, event emails, e-newsletters and also online by the website.

Since its inception in 2003 and the launch of the new identity, the JCC has expanded and flourished, developing an outstanding reputation for the quality of its programming, which attracts over 10,000 people a year.

The Cotswold Company
For people who love their home.

FEB 2008 'RUSTIC CHIC'

SUBLIME FOR SPRING OUR NEW LORRAINE RUGS RANGE
SPRING CLEAN TIPS IDEAS TO REDECORATE YOUR HOME • HILTON WEEKEND BREAK OFFER

Some of our favourite suppliers are sheep. But never our customers.

We love **natural** products. We love real **wood** and real **leather**, and of course real **wool** from real sheep. So, judging by our sales figures, do you. And what you also look for, according to customers we've talked to recently, is something **different** from what you can find elsewhere. Over xxx products in this catalogue are **exclusive** to the Cotswold Company and there are over 200 new products altogether. Come and take a walk off the beaten track with us.

THIS ISSUE SPECIAL OFFER:
Suggests soft natural leather sofas and soft wool cashmere, versus to suggest do come wool rug suggest, suggests soft natural leather sofas and soft wool cashmere, versus to suggest do come wool rug suggest, suggests soft natural leather sofas and soft wool cashmere, versus to suggest do come wool rug suggest.

CALL COTSWOLD TO ORDER ON 0870 550 2233 OR SHOP ONLINE www.cotswoldco.com

Cotswold Exclusive
Genuine hand-knotted 100% soft wool and strong natural jute rugs from sheep hand reared in Leafield. See page 72

Honley Sofa
WAS £1195 NOW £959.20

A touch of nature without spending the earth...
(20% off everything!)

Naplec Leather Armchair
WAS £399 NOW £479.20

Track down a bargain...
(20% off everything!)

Give your family a different look...

Give yourself a break...
...from the onward rush of life. Take in the sights, sounds and smells of your garden while relaxing on this beautifully designed wooden bench. View our new outdoor range.

The Cotswold Company



The Cotswold Company

Shop with catalogue Request catalogue Track order Stores Sign in Help

YOUR BASKET: Items: 0 Total: 0 View Check out

20% OFF New Spring Collection!

Give yourself a break...
...from the onward rush of life. Take in the sights, sounds and smells of your garden while relaxing on this beautifully designed wooden bench. View our new outdoor range.

Three of our best...
Ruffles Recliner 3 seater £696 →
Chest £60 →
Floor rack £20 →

What's new...
for summer →

Ideas & inspiration...
for summer →

Brighten up a room...
with stylish accessories →

20% OFF New Spring Collection!

EXCLUSIVE EMAIL OFFERS

STORY NEWS

The Cotswold Company

Brand refresh, implementation & guidelines

The Cotswold Company is a multi-channel retailer (mail order through catalogue or website, 9 stores in the UK). This client had identified a severe lack of brand personality and briefed three agencies to pitch and win the chance to have a lucrative and professional ongoing relationship.

The solution was to get back to the roots of who the Cotswold Company are and where they should be positioned in an already overcrowded market. This meant exploring the evocative and inspiring nature of the 'Cotswolds' and reflecting this through creative direction of all the materials online and off. The result is a brand rustic yet chic and naturally stylish. A brand which visually lives up to the classic and contemporary products which are already portraying the attributes and selling points of the Cotswold country.

From brand identity and logo guidelines to all retail POS and signage, website to catalogue, direct mail to email campaigns The Cotswold Company brand now embodies the strapline: 'for people who love their home.'

The result was the biggest increase in sales in 2 years.

Berg Kaprow Lewis chartered accountants and business advisors brand identity

WE DON'T JUST RECORD YOUR BOTTOM LINE...

A FRUITFUL PARTNERSHIP

2 BC Fruit Ltd. is a long established fruit and vegetable wholesaler with a turnover over £20m, and have been clients of BKL for many years. The services we were able to offer them gives you an idea of how the breadth of our resources can be invaluable.

In a single year we carried out a strategic review, provided human resource consulting on a restructuring programme, facilitated a management buyout of a division through BKL Services and BKL Tax, and helped the principal shareholders with its personal assessment using the resources of BKL Financial Planning, BKL Tax and our trust department.

A long-term relationship, if enough understanding of the business, the value and resources required. Typical BKL.

Berg Kaprow Lewis

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Berg Kaprow Lewis

Services
BKL Tax
BKL Technology
BKL Ventures
BKL Financial Planning
BKL Consulting
New
Investment 100%

WE DON'T JUST RECORD YOUR BOTTOM LINE, WE HELP SHAPE IT.

Our clients come from a wide variety of business sectors, but by and large they have a few things in common: They own the businesses they run. They are entrepreneurial and ambitious. And they want more from their accountant.

At Berg Kaprow Lewis, we give them that: the skills, the experience, the resources and most importantly, the attitude, to take a broader commercial view and help them develop their business.

Make the most of what we have to offer. And your business will never have been in better shape.

EXAMPLES OF:
 TAXABLE COST
 UNIT PAY SYSTEMS BUSINESS
 RESTRUCTURING, DIVISION
 ACQUISITION/REORGANISATION
 THE BUSINESS PLAN
 PERSONAL FINANCE
 www.bergkaprowlewis.co.uk
 and@bkl.co.uk
 Berg Kaprow Lewis, Chartered Accountants
 35 Abchurch Lane, London EC4A 3DF
 UK Tel: 0202 9222 9222 Fax: 0202 9222 9222
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New
Investment 100%

INSTRUMENTAL TO SUCCESS.

Precision Case Study | Next Case Study

10000.co.uk is developing a major online presence for the sale of musical instruments in the UK. Backed by the world's largest musical retailer, Demosigeband Musik, they're...

BKL Technology delivered an integrated system enabling orders from the website to flow into the accounts without any re-keying. It's a business where prices change daily - with the integration that has been put in place, you just press one button, the system books the stock balance, and 20 seconds later it's done. It's an example of BKL Technology's approach which makes the computers work the way you want them to, not the other way around.

And we help the users of those instruments - our Music and Media

Go to BKL Technology
www.bkltechnology.co.uk

Berg Kaprow Lewis

Brian Berg MANAGING PARTNER

35 ABCHURCH LANE, LONDON EC4A 3DF
 T 020 9222 9222 F 020 9222 9222 UK No 5 284 7 999992
 E b.berg@bkl.co.uk W www.bkl.co.uk

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Jeremy Hyman PARTNER

35 ABCHURCH LANE, LONDON EC4A 3DF
 T 020 9222 9222 F 020 9222 9222 UK No 5 284 7 999992
 E j.hyman@bkl.co.uk W www.bkltechnology.co.uk

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Making sense of personal finance.



Berg Kaprow Lewis

Brand identity, implementation & guidelines

Berg Kaprow Lewis (BKL) is a top 46 firm of chartered accountants and business advisors with a turnover of £7.5 million and 100 staff. BKL required a new brand identity which promoted equally the different service divisions within BKL, as well as reflecting the high quality and comprehensive range of commercial and accounting services to businesses in the UK.

The company name Berg Kaprow Lewis was retained as the umbrella brand name. The brand structure was then explored by each division name beginning with BKL and having their own individual strapline. For example; BKL Technology – ‘We speak your language’, BKL Tax – ‘Creative tax thinking’,

For the all the logos a visual representation of an ‘abacus’ was chosen. This proposed solution clearly demonstrated flexibility and reflected the industry they are in. The idea of moving consecutive vertical rows of beads for each division is not only appropriate but visually dynamic and unique compared to BKL’s competitors.

The result is an identity traditional in idea yet visually modern and forward-looking. A consistent brand message was carried through on art direction and copywriting on all communications on and offline including a multi-tiered website, internal brand booklet and corporate sales pack that could be tailored to each potential client.

NSPCC child protection packs and will care direct mail

firstcheck

a step by step guide for organisations to safeguard children

annexe B factsheets

1. Legislation and Guidance
2. Other relevant Acts
3. Relevant guidance
4. Checklist to follow
5. Fully signed sheet
6. The safeguarding process

It is a good idea to refer back to this document for information on the safeguarding process, the safeguarding policy and the safeguarding procedures.



the NSPCC free will scheme WillCare™

How can you ensure your wishes for loved ones will be taken care of by making a will? And a can be free and simple. Just follow the three simple steps and you will not be concerned if you die.

- **STEP 1:** Work out what provision you want to make for your family and those who depend on you.
- **STEP 2:** Choose a firm of solicitors in your area from the list inside.
- **STEP 3:** Complete the validation form and pass it to your solicitors.

NSPCC Ready to Help you with your will

how can you ensure your wishes for loved ones will be taken care of?

By making a will. And it can be free and simple.

We all need to make a will because being there does not mean you will be there to look after your family when you die. It's not always what you think. You need to make a will to ensure your wishes for your family are taken care of.

The WillCare™ scheme is a convenient and simple way to make a will. It's free and simple. Just follow the three simple steps and you will not be concerned if you die.

If you have already made a will you can still take advantage of the WillCare™ scheme to make a will for your family to ensure your wishes are taken care of.

follow three simple steps to create a free will with WillCare™

- 1** Work out what provision you want to make for your family and those who depend on you.
- 2** Choose a firm of solicitors in your area from the list inside.
- 3** Complete the validation form and pass it to your solicitors.

NSPCC Ready to Help you with your will

step 1: work out what provision you ought to make for your family and for those who depend on you

The NSPCC supports the principle that everyone with assets should make a will to ensure their wishes are taken care of by making a will. It's free and simple. Just follow the three simple steps and you will not be concerned if you die.

NSPCC Ready to Help you with your will

step 3: fill in this validation form and pass it to your solicitors

To ensure your wishes for loved ones will be taken care of by making a will, you need to complete the validation form and pass it to your solicitors.

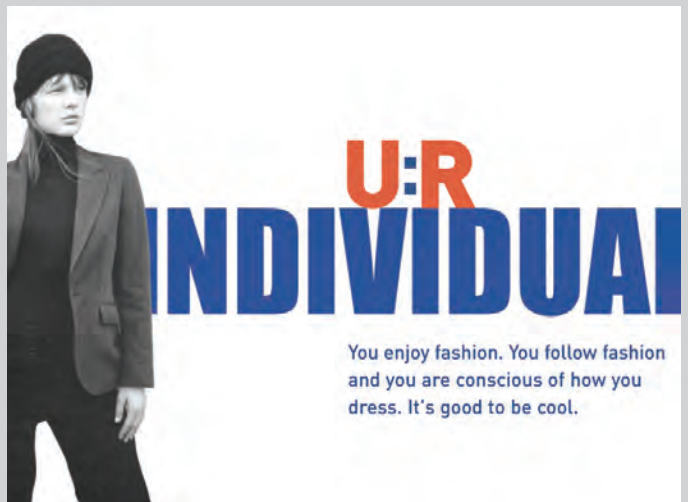
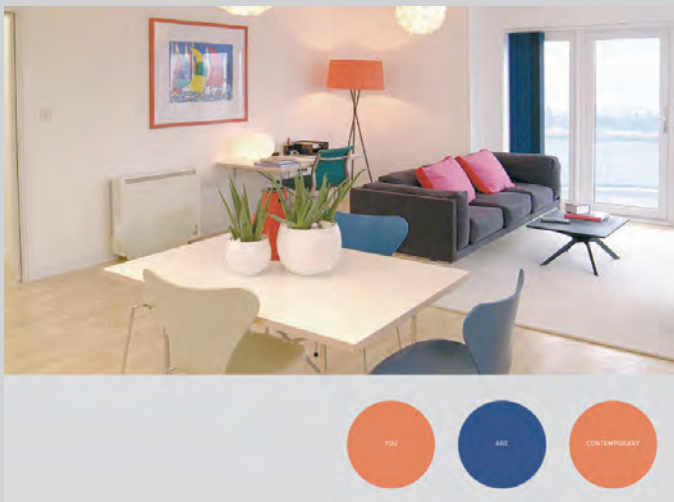
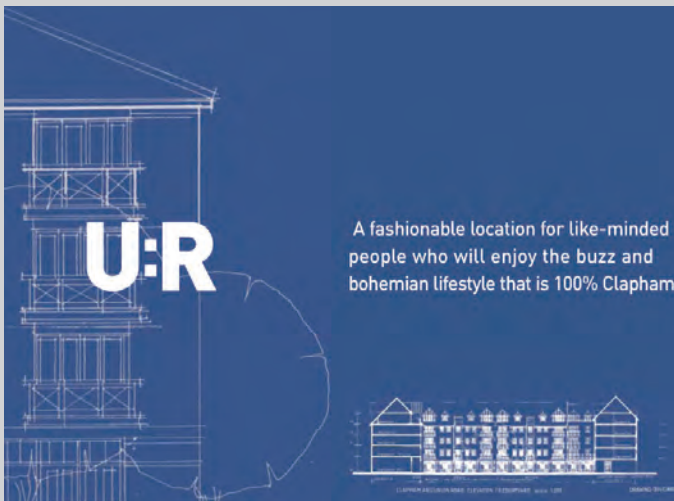
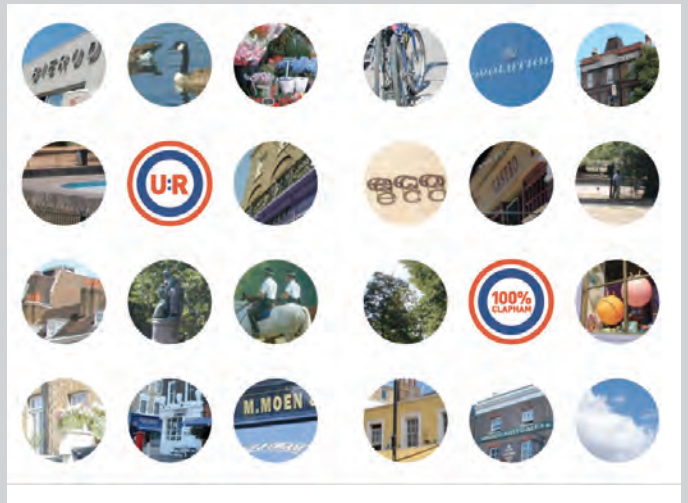
NSPCC Ready to Help you with your will

NSPCC

Child protection packs & WillCare DM

Following NSPCC brand guidelines, concept and design for the first ever child protection pack 'firstcheck', a step-by-step guide for organisations to safeguard children. A guide to help organisations to develop their own child protection policies and procedures. In English and Welsh. 'Sportscheck' was also developed to help sports organisations develop children protection policies, recruitment and training procedures and a code of practice. Designed to help organisations prevent abuse and protect children. The concept of 'as easy as 1,2, 3' was simple, fun, translated well across the 3 different packs and also proved to be a cost-effective solution.

Design of direct mail pack for WillCare – a confidential free will making service scheme from the NSPCC, to help encourage families to ensure that their loved ones are provided for. Again, concept and design within NSPCC brand guidelines.



Graymatters naming, identity, website & brochure

