



**MANUKA**  
creative



Design | Advertising | Digital | Web | Video | Illustration



## FLYERS



Microsoft beautiful game



Microsoft beautiful game illustration



Microsoft imagine cloud

1. Activate your Azure Pass at <http://www.microsoftazurepass.com>  
You can find your exclusive code below.



2. Get to know what you can do with Microsoft Azure at <http://aka.ms/imaginestudent>
3. Visit the GitHub site for free technical resources <https://aka.ms/githubcomputerscience> and keep up to date with the UK Microsoft Faculty Connection blog <https://aka.ms/academicdeveloper>

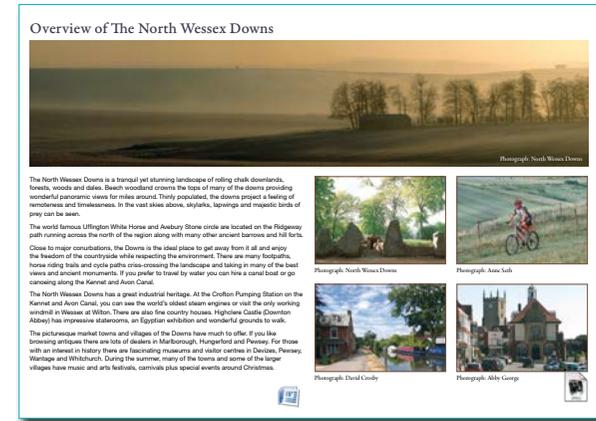
**Note:** Your code is personal and untransferable after activation. Codes must be activated before 07/11/2016 expiry date. No credit card is required, or any additional complications.

Microsoft imagine cloud inside

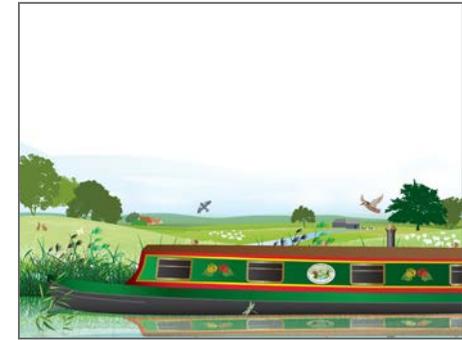
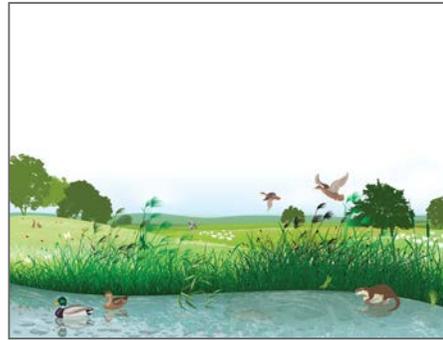
# BROCHURES



North Wessex Downs brochure

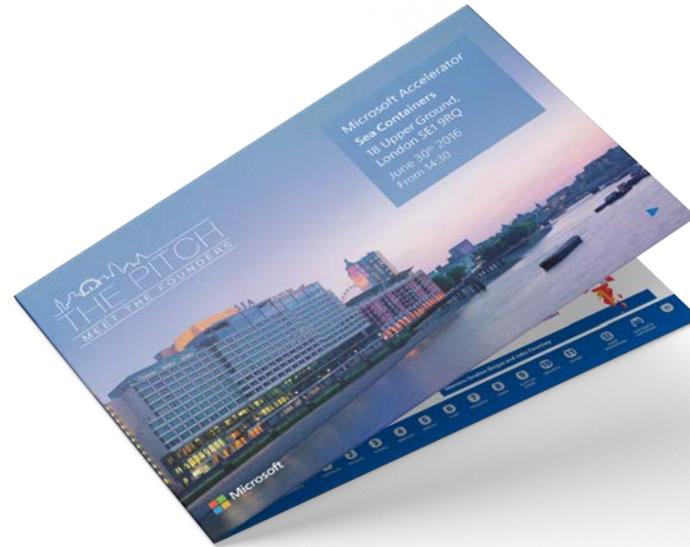


North Wessex Downs brochure Inside page



North Wessex Downs illustrations for PowerPoint

# BROCHURES



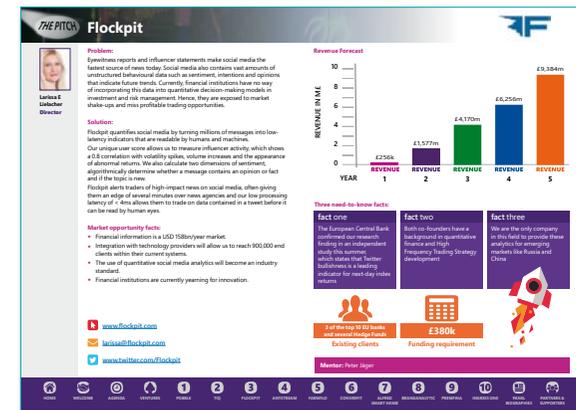
Microsoft Pitch



Microsoft Pitch inside spread



Microsoft Pitch



Microsoft Pitch inside spread

# BROCHURES



ELGA water brochure



ELGA water brochure spreads



ELGA water brochure

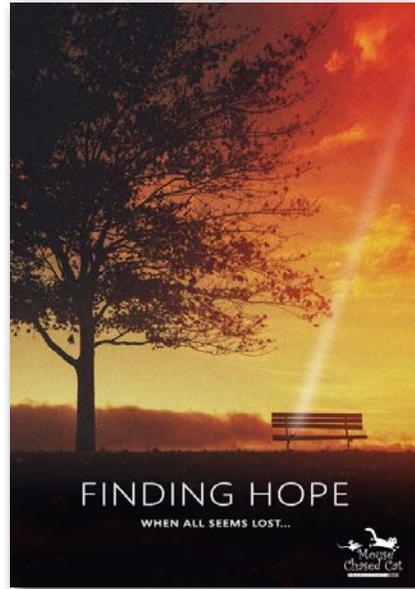


ELGA water brochure spreads

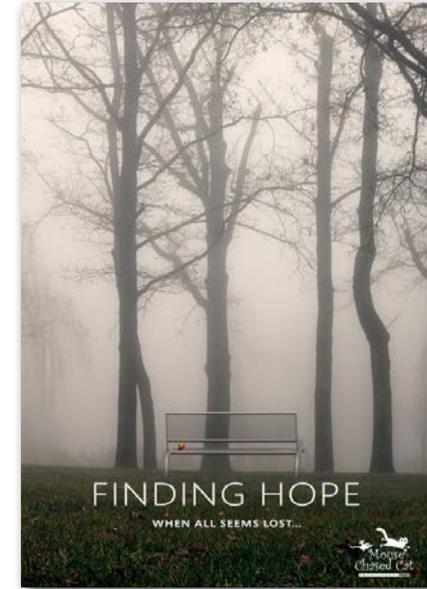
POSTERS



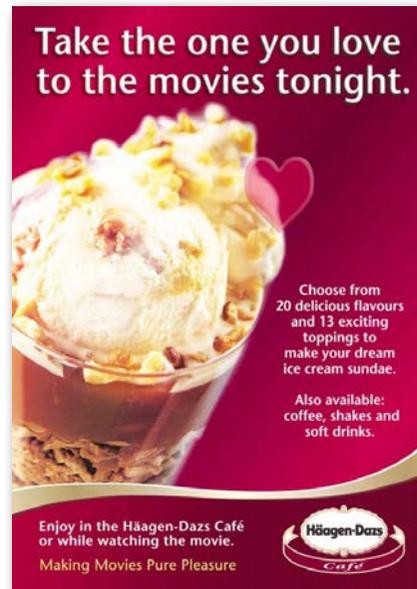
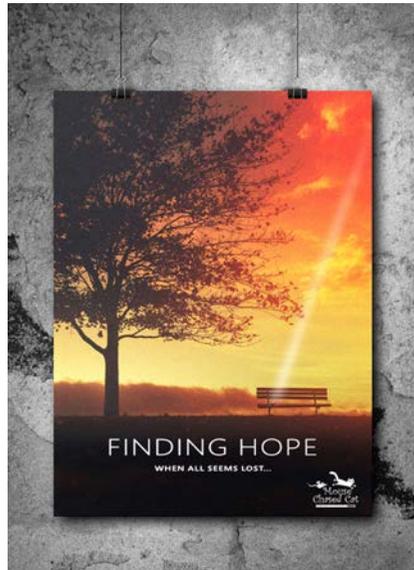
Logo for film company



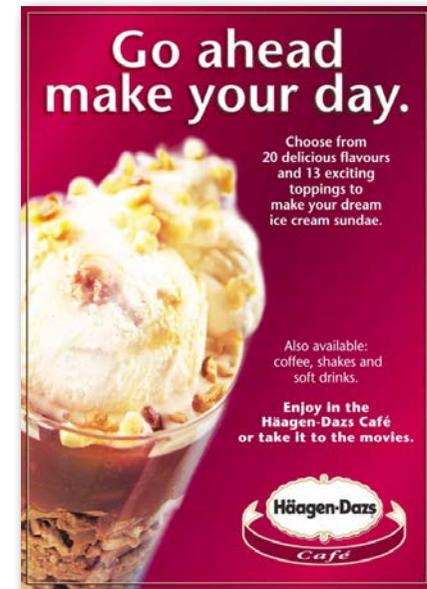
Film poster



Film poster design

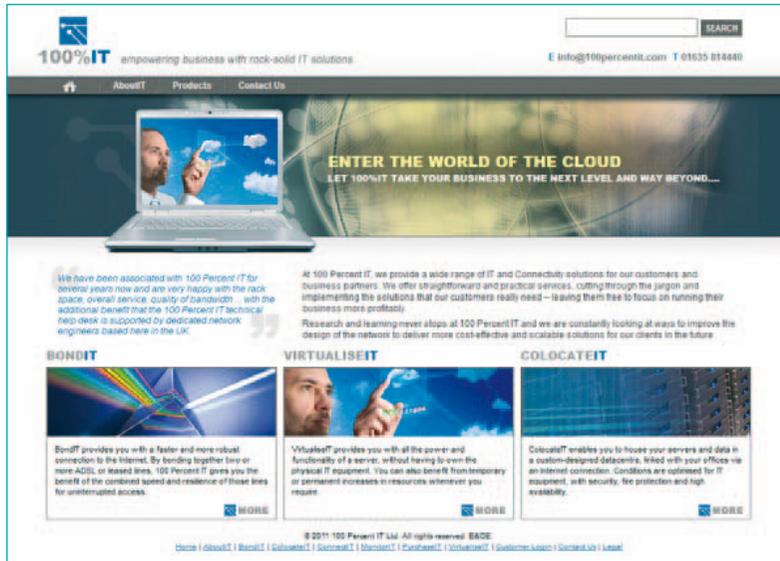


Poster for cinemas

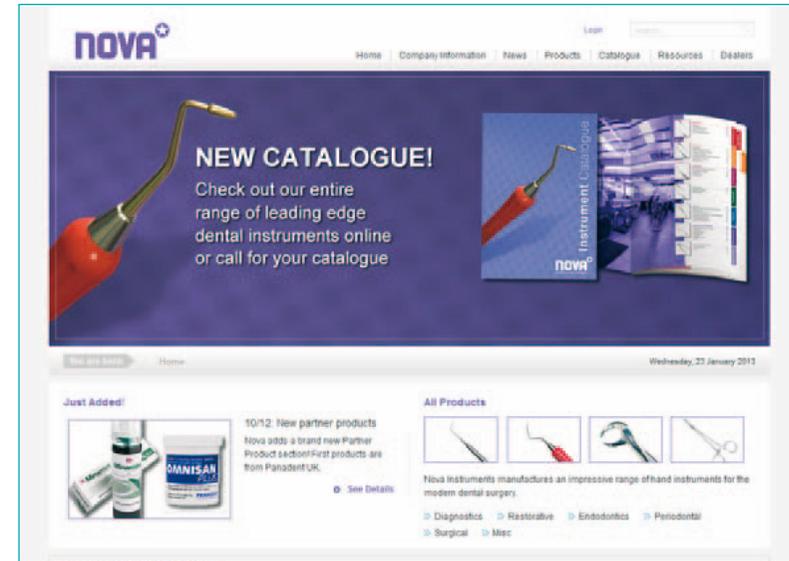


Poster for cinemas

## WEBSITE DESIGN



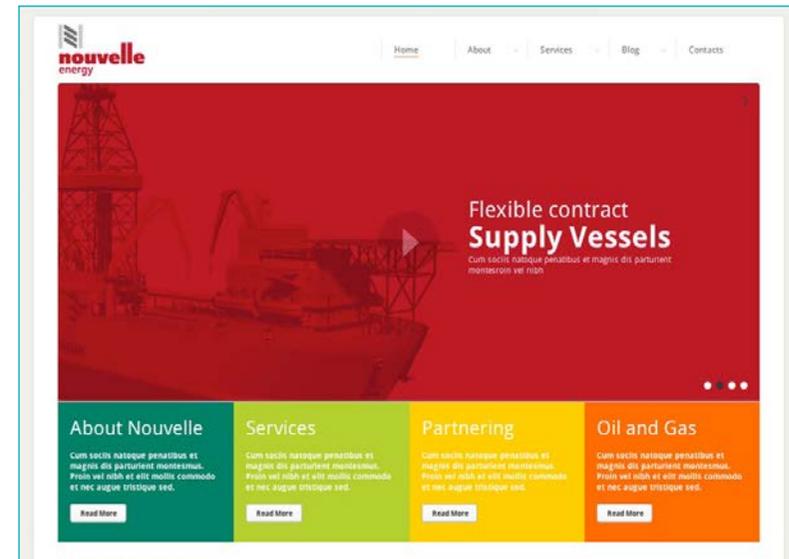
100% IT



NOVA



nouvelle energy



## WEBSITE DESIGN



Retirement Review Ltd



Liebermann Lloyd

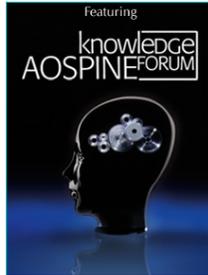


AOSpine Congress



# EMAIL DESIGN

AOSpine



## 5th ANNUAL GLOBAL DUBAI SPINE MASTERS

State-of-the-Art Complex Spine Reconstruction & Deformity Management Techniques  
MAY 6-8, 2012  
WWW.SPINEMASTERS.ORG

Dear [Name],

We invite you to join global leaders and colleagues from around the world in the fascinating city of Dubai for the 5th Annual Global Dubai Spine Masters in May 2012. This year Dubai Spine Masters will feature an AOSpine Knowledge Forum an advanced evaluation and treatment of cervical, thoracic, lumbar, and sacrospinous conditions.

Utilizing an interactive platform of instructional expert lectures, panel discussions, case presentations and hands-on demonstrations, the part 1/2 focus is complex spinal reconstruction and deformity management strategies (cervical, thoracic and lumbar) including treatment of degenerative spine disease, scoliosis, trauma and tumors. The role of robot assisted devices, MIS and a variety of treatment strategies for the elderly and pediatric populations will also be covered.

The 1-star academic program includes 3 days of evidence based instructional lectures, complex case studies, Masters panel discussions and knowledge forums. Practical sessions with hands-on demonstrations led by the course's elite faculty as well as interactive workshops (include workshops) will further enable participants to familiarize themselves with the latest surgical strategies and instrumentation techniques. Highlights include:

- Elite faculty widely considered as global spine leaders
- International forum with delegates from 54 countries and 6 continents in 2011
- Interactive forum with instructional expert lectures, round tables and knowledge forums
- CME credits
- Evidence and hands-on demonstrations by top companies showcasing cutting edge surgical instrumentation and management strategies
- Optional post course advanced hands-on courses
- Capacity limits to maximize 1 on 1 interaction with faculty

**Register Now**

Register online now to take advantage of \$100 early registration discount! Alternatively you can register by fax or email - [click here](#) for more details. Key Dates:

- Early registration deadline: January 15, 2012
- Late registration: April 1, 2012
- Registration cut-off: May 1, 2012

For full information on Dubai Spine Masters, plus special rates on accommodation and flights, please visit [www.spinemasters.org](http://www.spinemasters.org)

Endorsed By & in Collaboration With

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## NEW Membership Package Coming Soon!

Dear [First name] [Last name],

On behalf of Carlos Tassi, AOSpine Community Development Commission Chairperson, we are pleased to present to you the new AOSpine membership package, which will be mailed to you at the end of the month. The new package includes a personal welcome letter, your newly designed membership card, your membership certificate, and an updated corporate brochure reflecting the recent changes of different AOSpine based and commission chairpersons.

To make sure you receive the new membership package and copies of the latest Global Spine Journal and the Evidence-based Spine Journal, we kindly ask you to verify the shipping address we currently have on file for you.

(Organization)  
 (Street) (Number)  
 (Postal/ZIP code) (City)  
 (Country)

If your address needs to be updated, please e-mail your personal profile in your member portal and make any necessary changes.

[Access your profile](#)

Thank you for being a valued member of the AOSpine community. Please feel free to contact us at [membership@aospine.org](mailto:membership@aospine.org) with any questions you may have.

Kind regards,  
 Your AOSpine Community Development Team

*"Our community brings shared knowledge to life"*

[Get involved](#)

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## Global webinar calendar 2017

January to December

Registration will be open about one month prior to the event. Register now to be sure to be notified. Only paying AOSpine members can register for this free live educational offering. Please check your local time for the session.

MONTH	LOCATION	TOPIC	TIME
JANUARY 14 13:00-14:00	Dup. of Trauma, Orthopaedic and Hand Surgery, Frankfurt, Germany	The new AO classification. Masterplan case vignettes of superior PSEBSTER Maximum Method	50% OFF
JANUARY 19 13:00-14:00	Dup. of Trauma, Orthopaedic and Hand Surgery, Sydney, Australia	The new AO classification. Masterplan case vignettes of superior PSEBSTER Maximum Method	50% OFF
FEBRUARY 14 13:00-14:00	Dup. of Trauma, Orthopaedic and Hand Surgery, Rome, Italy	The new AO classification. Masterplan case vignettes of superior PSEBSTER Maximum Method	50% OFF
FEBRUARY 22 13:00-14:00	Dup. of Trauma, Orthopaedic and Hand Surgery, Paris, France	The new AO classification. Masterplan case vignettes of superior PSEBSTER Maximum Method	50% OFF

## AOSpine loyalty program

At AOSpine, we value your membership and the contribution you make to one of the world's leading spinal communities. That's why we have introduced a loyalty program offering valuable rewards based on the length of your membership.

### 3 YEAR MEMBERSHIP REWARD

**VOUCHER** Claim your 5 year loyalty reward.

As someone who has been with us for 5 years, this means you can benefit from an exclusive 50% discount on registration for the Global Spine Congress. What better incentive to make sure of your presence at what is fast becoming recognised as one of the premier global spinal events.

**50% DISCOUNT** **5 YEAR MEMBERSHIP**

If you prefer...

Instead of reduced rates for the Global Spine Congress, why not choose one of AOSpine's widely acclaimed Masters Series E-books - for free! Simply let us know and we'll send an email with further instructions on how to access your book online.

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## EVENT UPDATE MAY-SEPT 2012

**COURSE TITLE HERE**

**Learn Spine** **dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed**

Paris, France | 28-29 September 2012 | Register now

**COURSE TITLE HERE**

**Learn Spine** **dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed**

Brussels, Belgium | 28-29 September 2012 | Register now

**COURSE TITLE HERE**

**Learn Spine** **dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed**

Paris, France | 28-29 September 2012 | Register now

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**Learn Spine** **dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed**

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## Global Spine Congress 2011

Barcelona, Spain  
 Catalonia Palace of Congresses  
**March 24-26, 2011**

Registration Site is now open

Registration for the Global Spine Congress 2011 is now officially open. To ensure your place at this international conference, showcasing the very latest developments in spine care, register now. This internationally meeting will continue on the shores of the first Global Spine Congress held in San Francisco in 2009, and will bring together spine surgeons and researchers to present the latest ideas and innovations for the future.

Register for the Global Spine Congress and receive a 1 year free subscription to AOSpine's Basic Membership package. Existing Members will receive a 1 year free extension on their existing package.

**Call for Abstract Submission**

We are now accepting original research presentations for the Global Spine Congress 2011. This is your opportunity to submit your original research papers for oral presentations and/or posters. They should not previously have been published or submitted and accepted at other spine related meetings. Submitted abstracts must be based on one of the following topics to be considered for presentation:

- Basic science
- Spine biomechanics
- Spinal imaging
- Non-operative clinical treatments
- Surgery cervical
- Surgery lumbar degenerative
- Surgery deformity
- Novel technologies

**Abstract submission deadline is: 20 September, 2010**

Abstracts will only be accepted electronically via the abstract submission website

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# EMAIL DESIGN

Microsoft

# "HERO APP" CAMPAIGN

**Highlights**

- Prominently featured in nationwide TV advertising
- High-profile endorsement from Jonathan Ross on Twitter
- 4 star review in the Sun newspaper & online
- Reached top paid app in 14 countries during first half of March 2013
- Trial-to-paid conversion outperformed other premium titles
- Average star rating 4.5

**Public Relations**

- Featured in new Holly Willoughby Windows Phone 8 TV ad aired from February 16th
- Journalist review in The Telegraph, Mobile Choice, and many others
- Number of people to see PR: 90m
- The Sun (7.3m readers and 25m sites per month) gives Chimpact 4/5 in its review
- Jonathan Ross (UK celebrity TV host) tweets about going Chimpact

**Store Performance**

**Windows Phone8**

Before campaign**	Total conversions	Total paid	%
Downloads: 5354	7%	621	12%

**During campaign\*\***

Downloads	Total conversions	Total paid	%
26437 ▲ 494%	10% ▲ 135%	3932 ▲ 633%	15% ▲ 128%

**Performance against top games pool\*\***

Downloads	Total conversions	Total paid	%
198800 Share ▲ 12%	6% ▲ 155%	24355 ▲ 122%	12%

**Star ratings**

Others	Chimpact
4.49 Stars	4.62 Stars ▲ 103%

**Windows Store**

**Before campaign\*\***

Downloads	Total conversions	Total paid	%
45642	3%	2852	6%

**During campaign\*\***

Downloads	Total conversions	Total paid	%
66224 ▲ 145%	5% ▲ 173%	7069 ▲ 248%	11% ▲ 171%

**Star ratings**

Chimpact
4.18 stars

**Long tail campaign impact**

- Approached directly by investors looking to inject cash-flow confirmed
- Exclusive versions of Chimpact for Sky, Samsung & Amazon
- Turner Cartoon Network ask: Yippee to develop "Scrabble", Kellogg's Mini Waffles & Coco Pops game after viewing TV ad
- The Microsoft "hero app" backing was 50x more effective than the publisher's own PR
- Recognition for business success in regional awards
- The sequel "Chimpact Fun" will be exclusive to Windows Store and Windows Phone 8 for 2 months

**WHAT WE LEARNT**

- THERE IS A CEILING FOR PREMIUM INDIE TITLES — WITH ALL THE PRUDENCE WORK DONE ON CHIMPACT WE SECURED ONLY 120K, COMPARE THIS TO MOSTARX ALLOTT (111K — 520K+) AND COMBATRE (RUE2PLAY — 340K+). THE FIRST MILLION DOWNLOAD GAME WILL A LOT CERTAINLY COME FROM FREE OF F2P
- SPOTLIGHT IS THE SINGLE BIGGEST DRIVER OF DOWNLOADS, HELD UP SPOTLIGHT MARCH 1 TO MARCH 8 DROVE 37% DOWNLOADS (WINDOWS 8)
- PRICE ELASTICITY — PREMIUM KIDS TO INCLUDE TRIAL, AND 99P SEALS THE SWEET SPOT FOR INDIE GAME TITLES
- NUMBERS ARE HALF THE STORY; CAMPAIGN RESULTED IN BUSINESS OPPORTUNITIES FOR THE STUDIO AND BENEFITS FOR MICROSOFT (INCLUDING PLATFORM EXCLUSIVITY OF THE SEQUEL LAUNCH)
- 12% SHARE OF ALL NON XBL PREMIUM DOWNLOADS (WINDOWS PHONE 8) LOS CHIMPACT DURING CAMPAIGN PERIOD DEMONSTRATES THAT, ALTHOUGH THE ACTUAL DOWNLOADS ARE FEWER, THEY ARE RELATIVELY SIGNIFICANT VS ITS PEERS
- SURPRISINGLY, THE CAMPAIGN RESULTED IN BIG SPINS FOR IOS (CHIMPACT WENT FROM 900 TO THE TOP 200) — GAMES THAT WERE MATCHED ON BOTH WINDOWS PHONE 8 AND STORE

**Yippee!**

**Downloads**  
How the numbers stack up on Windows platforms

- Zoltan Gubics** (Milestone: Apocalyptic) - 1.1 Million+ Windows
- Magma Mobile gamers** - 2.5 Million+ Windows
- Rudy Huyn** (Rebellion) - 15 Million+ Windows
- Rebellion** (Rebellion) - 3.5 Million+ Windows
- Ace Viral** (Angry Gran) - 2.8 Million+ Windows
- Game Insight** (Empire Builder and publisher) - 10 Million+ Windows
- JoyBits** (Lumix: Overgrown) - 5 Million+ Windows
- Lumixgames International** (Lumix: Overgrown) - 5 Million+ Windows
- Lego** (Hercules) - 600,000+ Windows

**Microsoft Ventures**

Help tech startups hit new heights – without giving up their independence!

**Do you know any early-stage tech startups you want to take their businesses to a new level of success? Microsoft Ventures Accelerator can help!**

We are now accepting applications for our next London Accelerator programme. Successful applicants will enjoy a host of benefits over 14 weeks from March 2016, including:

- Free London office space in a dynamic, fun and business-focused environment
- 1:1 mentorship and support
- Cutting-edge curriculum with expert workshops on Lean Startup Methodology, Finance, IP Law, PR and much more
- Open source, friendly and usable cloud services

Here's one of the most important points. We don't ask for any equity in the startups we nurture. We just want to assist them in realising their potential and taking their ideas to the next level... hopefully with the help of Microsoft Azure cloud services, but that's entirely their choice.

By the end of the programme all the startups should be 100% pitch-ready for any VC/angel investor, and there's ongoing support, networking with peers, potential customers and partners, plus a global alumni programme.

We want to hear from you if you know any startups interested in breaking new ground, disrupting an industry or doing something surprising and new using cloud-based technologies – particularly Internet of Things, FinTech, games, machine learning, cybersecurity, enterprise solutions and consumer apps.

**Get in touch now!**

For more information about London Accelerator and our acceptance criteria [CLICK HERE FOR MORE INFORMATION](#)

Tell us about promising startups [CLICK HERE TO DOWNLOAD FORM](#)

If you have any questions about Ventures Accelerator, please feel free to email me direct: [andrew@microsoft.com](mailto:andrew@microsoft.com)

**Microsoft Recoder 19 - 6 - 2015 London**

Re-imagining the future

Microsoft email header

**WEB BANNERS**

Microsoft



Microsoft Financing

**Les solutions de paiement de Microsoft**  
La méthode souple pour acquérir votre IT

HOME IDEAS TERMS ENTER

**DESIGN A CHIMP COMPETITION**

**CHIMPACT**

Microsoft

Yippee! ENTERTAINMENT

Microsoft

**A new inventory item for your backpack...**

**The Windows Phone 8 SDK**

**Download NOW!**  
[ubelly.com/gaming](http://ubelly.com/gaming)

Microsoft

**A new inventory item for your backpack...**

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## WEB BANNERS

AOSpine



A banner for the Barcelona, Spain event. It features a photograph of the Sagrada Família cathedral. The text includes the Global Spine Congress 2011 logo, the location 'Barcelona, Spain', the venue 'Catalonia Palace of Congresses', and the dates 'March 24-26, 2011'. The AOSpine logo is at the bottom.

Global Spine Congress  
2011

Barcelona, Spain  
Catalonia Palace of Congresses  
March 24-26, 2011

organized by  
AOSPINE



A banner for the Hong Kong event. It features a traditional Chinese junk boat on the water with a city skyline in the background. The text includes the Global Spine Congress 2013 logo, the event name 'HONG KONG EXHIBITION & CONVENTION CENTRE', and the dates 'APRIL 4-6 2013'. A call to action says 'Don't miss out! Only 5 days left to submit your abstract!' and 'Abstract submission closes October 5, 2012'. A 'SUBMIT ABSTRACT NOW' button is present. The AOSpine logo is at the bottom.

Global Spine Congress  
2013

**HONG KONG**  
EXHIBITION &  
CONVENTION  
CENTRE  
APRIL 4-6 2013

**Don't miss out!**  
Only 5 days left to  
submit your abstract!

Abstract submission closes October 5, 2012

[SUBMIT ABSTRACT NOW](#)

organized by  
AOSPINE



A wide banner for the Hong Kong event. It features a panoramic view of the Hong Kong skyline with a junk boat in the foreground. The text includes the Global Spine Congress 2013 logo, the event name 'HONG KONG EXHIBITION & CONVENTION CENTRE', and the dates 'APRIL 4-6 2013'. A red button at the bottom right says 'Click Here to Register Now'. The AOSpine logo is at the bottom.

Global Spine Congress  
2013

**HONG KONG**  
EXHIBITION &  
CONVENTION  
CENTRE  
APRIL 4-6 2013

organized by  
AOSPINE

[Click Here to Register Now](#)



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Global Spine Congress  
2013

**HONG KONG**  
EXHIBITION &  
CONVENTION  
CENTRE  
APRIL 4-6 2013

organized by  
AOSPINE



A banner for the EBSJ survey. It features a blue background with a tablet displaying the EBSJ logo. The text includes the AOSpine logo, the survey title 'EBSJ-2011 Cervical Total Disc Replacement Survey', and the deadline 'Please respond by November 10th and you could win an Apple® iPad® 2'.

AOSPINE

**EBSJ-2011 Cervical Total  
Disc Replacement Survey**

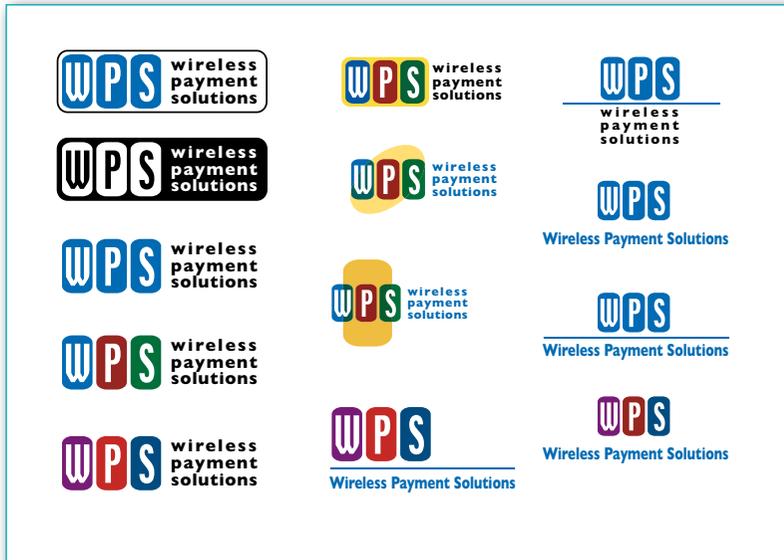
Please respond by November 10th  
and you could win an Apple® iPad® 2



LOGO DESIGN



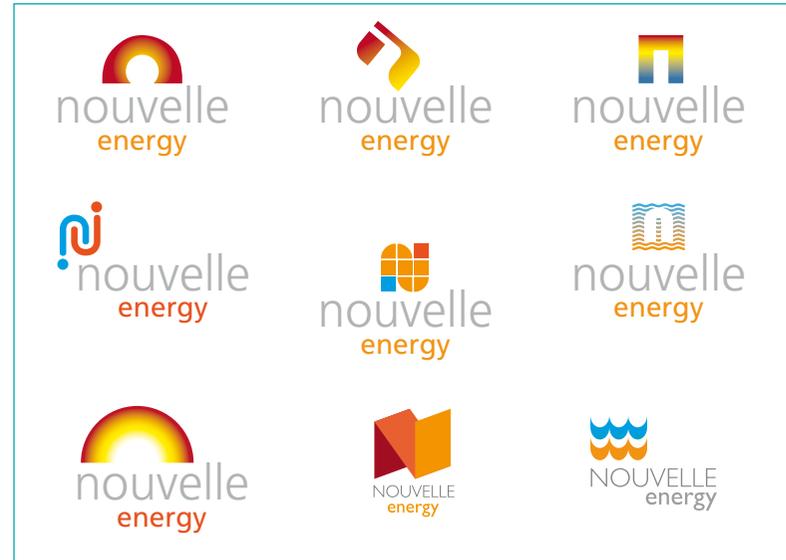
Microsoft Greenshoots



WPS

# LOGO DESIGN

Nouvelle corporate ID



## Nouvelle Energy Logo Colour Spec



LIGHT GREY			
Pantone	CMYK	RGB	RAL
	Cyan = 0 Magenta = 0 Yellow = 0 Black (K) = 30	Red = 198 Green = 199 Blue = 200	 RAL 7035

DARK GREY			
Pantone	CMYK	RGB	RAL
	Cyan = 0 Magenta = 0 Yellow = 0 Black (K) = 70	Red = 112 Green = 113 Blue = 115	 RAL 9007

RED			
Pantone	CMYK	RGB	RAL
	Cyan = 30 Magenta = 100 Yellow = 100 Black (K) = 0	Red = 181 Green = 22 Blue = 33	 RAL 3001

A note on RAL colours:  
RAL specifications are approximations only and final appearance cannot be guaranteed. We recommend only using RAL colours where standard printing specifications are unavailable.

## LOGO DESIGN

ifonic logo and implementation






One Portland Place  
 London  
 W1B 1PN  
 0845 004 5678  
 www.ifonic.com

**Cliff Stanford**  
 Managing Director  
 cliff@ifonic.com  
 DDI: 020 0222 1666  
 Mob: 07973 616 666

  
 continuity

Safeguard your business  
 with Voice Continuity  
 uninterrupted telecoms





  
 continuity

"As a company providing high quality IT support services, we need our customers to be confident that we can always be reached just when they need us the most. The perception that something had gone wrong with our own infrastructure would not only be a major embarrassment and raise questions about our reliability, it would be potentially very damaging to our profitability in the short, medium and long terms."

**Nigel Holmes**  
 NetVector Consulting Ltd.

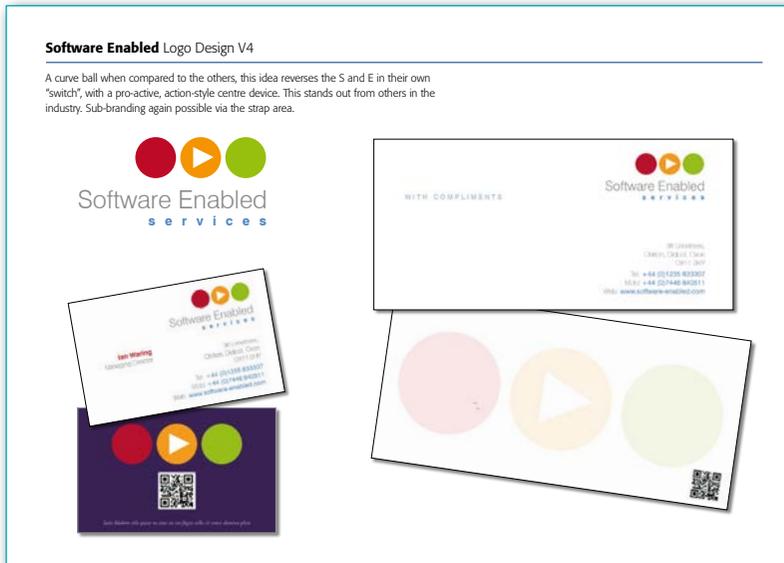
# LOGO DESIGN



NCUP



Arcanet



Software Enabled and implementation



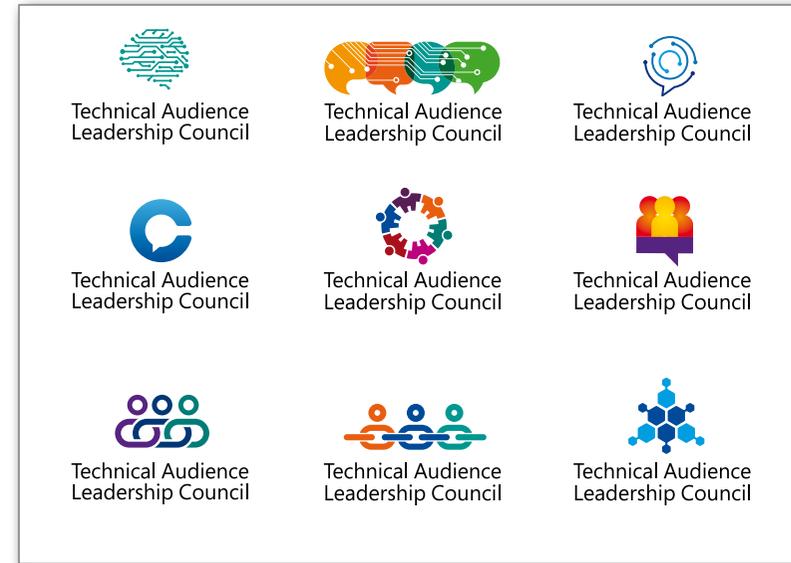
PanEuro windows



# LOGO DESIGN



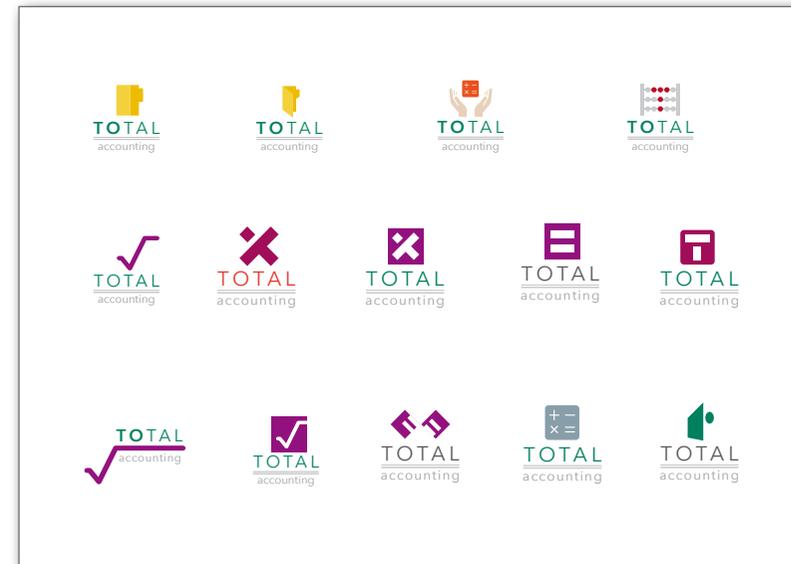
Advanced Healthcare



Microsoft TALC



Redline PR



EA accountancy



Technical Audience Leadership Council



Technical Audience Leadership Council



Technical Audience Leadership Council



Technical Audience Leadership Council



Technical Audience Leadership Council



Technical Audience Leadership Council



Technical Audience Leadership Council



Technical Audience Leadership Council



Technical Audience Leadership Council



TOTAL accounting



TOTAL accounting



TOTAL accounting



TOTAL accounting



TOTAL accounting



TOTAL accounting



TOTAL accounting



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TOTAL accounting



TOTAL accounting