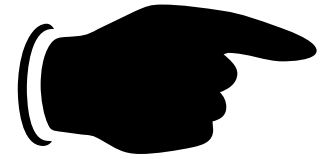


cogentpartnership



Advertising
Exhibitions
Digital media
Identity
Packaging
Print
Signage

| Enter ➔

MEDIA

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Cogent Partnership *is a design consultancy* with over 25 years' experience in all sectors and has worked with the smallest businesses to the largest multi-national companies and organisations. Our role is to provide clients with creative, innovative ideas, support and solutions to help them communicate in the most memorable and cost effective way that offers real difference and above all, value.

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Fax: +44(0)1580 241188
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| **Continued**

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At Cogent Partnership, we believe that good design costs no more than bad, that innovative thinking works and will truly differentiate itself in the marketplace. With over 25 years' experience working with large companies like IBM and Compaq EMEA, along with many small and medium sized companies like World Radio Network, our expertise has both breadth and depth in all forms of design and communication.

A few things you should know about us. Our name; we offer cogent, creative solutions to our clients needs. We listen and we ask questions to better understand and meet objectives. We believe in developing a positive working partnership with our clients and suppliers based on respect and understanding, that is often fun and mutually rewarding. Finally, we offer the benefit of strong, affordable design by maintaining low overheads, believing that clients pay for our creativity and service not lifestyle.

If you have any projects that you'd like to discuss, we'd love to hear from you – ring now on +44 (0)1580 241133 or email info@cogentpartnership.co.uk

Expertise

Identity
Investor Relations
Corporate Communications
Employee Communications
Environmental Graphics

Additional Services

Copywriting
Photography
E Marketing



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MEDIA

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Advertising is central to the marketing mix. Its primary aim is to create awareness of a company, its services or brand, build reputations and ultimately drive sales.

| Advertising | Planning | Copywriting

| Next →

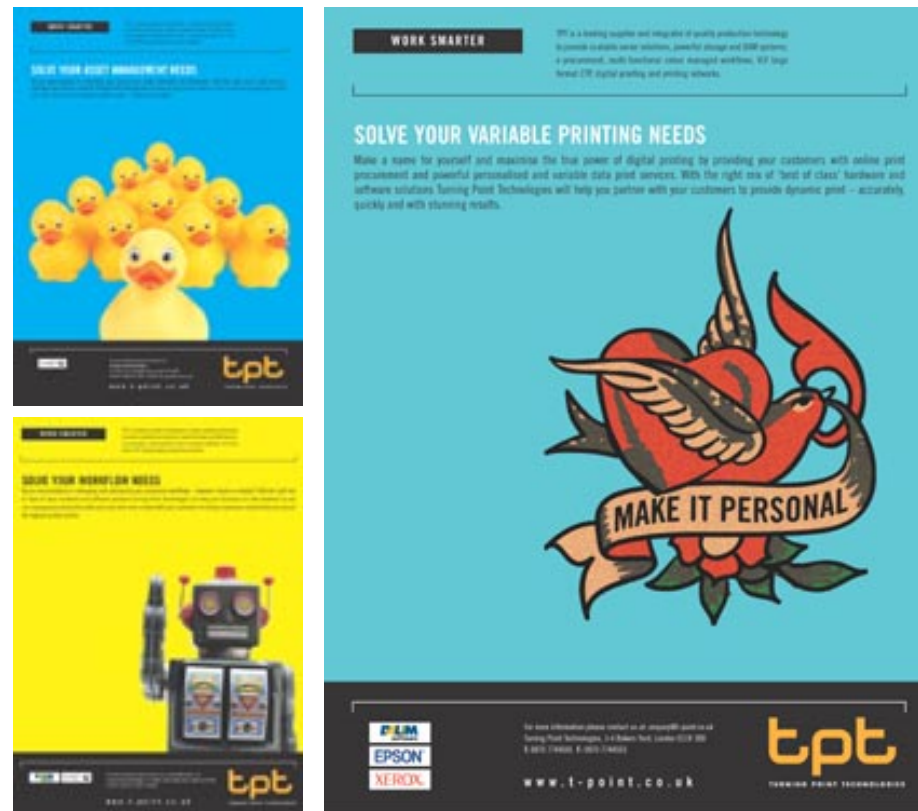


Turning Point Technologies

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National trade press advertising
Company awareness and services campaign

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National trade press advertising
 Company awareness and services campaign

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Street advertising for a new mobile music service

Consumer awareness campaign

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Exhibitions remain a strong platform for a company to demonstrate its products, its personality and reinforce its brand to potential customers. In commercial relationships, the exhibition stand is the physical handshake that expresses the company.

| **Stand design** | **Banners** | **Pop up graphics**



| **Next** ➔

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Exhibition stand graphics

Digital Print World, London

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Exhibition stand graphics

Softworld HR Show, Birmingham

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Media and Marketing Show
Show identity and marketing material, Dubai

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Digital media. The internet has matured into a potent and direct method of communication. It has allowed companies of all shapes and sizes the means to attract new audiences, creating a global presence previously only available to the wealthiest multi-nationals.



| **Websites** | **email campaigns** | **email newsletters**

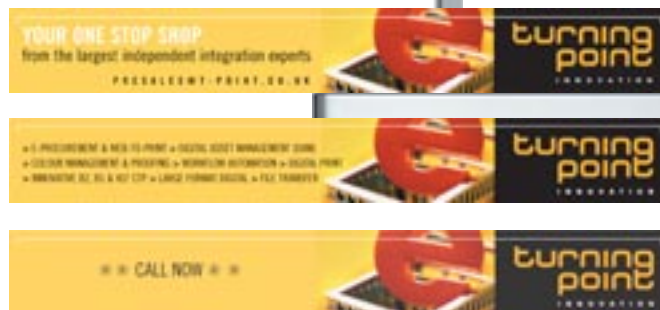
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MEDIA

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Website and HTML banners
 Company awareness and services campaign

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World Radio Network

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INTERNATIONAL RADIO >
BRATISLAVA08
 > THE NEXT GENERATION

INTERNATIONAL RADIO BRATISLAVA08 **WRN**
 2nd - 4th November 2008
 revitalise > reanimate > rejuvenate

TOPICS

- WRN's Client Forum aims to bring together all of our clients and partners in order that we can tackle significant issues affecting international broadcasters together.
- WRN and implications for content - Will we have to change our content for WRN? What will that content be? How can we appeal to younger audiences?
- Internal and mobile platforms - What is advertising and how can we take advantage of it?
- Customer feedback - How can we collect and utilize better feedback effectively?
- Co-Productions - Can we use co-productions to reduce costs and enjoy more distribution?
- Multi-Language - Is it the role of international radio to produce programmes in minority languages?
- Rejuvening - How can we promote our stations online?

EVENT INFORMATION

- AGENDA
- WHO
- GETTING THERE
- LINKS
- WHY

WRN FORUM

Identity and HTML mailing
 Direct mail for international radio forum

| **Next** ➔

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Website design
Event and media company, Dubai

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Identity and HTML newsletter

Quarterly subscriber communication

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Identity. Who are you and what do you do? Who do you want to be? The answer via a carefully managed identity has the potential to challenge or endorse the way in which customers, suppliers and employees view your company, organisation or brand.



American European

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american
european
INVESTMENT BANKERS

MEDIA

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Corporate Identity

UK based investment bank

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On Air

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Identity for digital radio service

On Air is the UK's first fully serviced radio channel

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FGS Holdings

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fgs plant



fgs agri

Identity and vehicle livery

Mechanical plant and agricultural services companies

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turning
point

I N N O V A T I O N

Identity for software integration company

New logotype for merged company

| **Next** ➔

Tor Developments

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TOR

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Identity for Danish construction company

The T letterform becomes the Norse gods hammer

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Welcare World Health Systems

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Identity for health care clinics

Multi speciality family clinics, Dubai

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Packaging is the front line of brand identity. Design, materials and construction identify the product, create the promise, inform the buyer and sell its appeal.

| **Point of sale** | **Name origination**



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Plantworks

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Rootgrow packaging and quality device

New packaging for UK based plant fertiliser company

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Redruth Brewery

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Indianhead beer
Artesian beer brewed in Cornwall

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Print. Printed material has to work increasingly hard in today's business environment, but remains one of the most effective methods of communication with an audience. From annual reports to direct mail, design and style continue to reflect the image of the organisation, but never at the expense of the message.



| **Annual reports** | **Corporate brochures** | **Direct mail**
| **Newsletters** | **Magazines** |

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Melrose plc

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Report and accounts

Investor relations document for engineering company

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Wates Group

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Report and accounts

Investor relations document for construction company

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IfBEX show

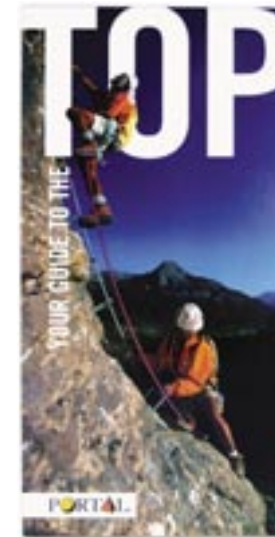
International finance exhibition prospectus, Dubai

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Portal Software (Europe)

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HR brochure
Employee induction pack

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Corporate brochure

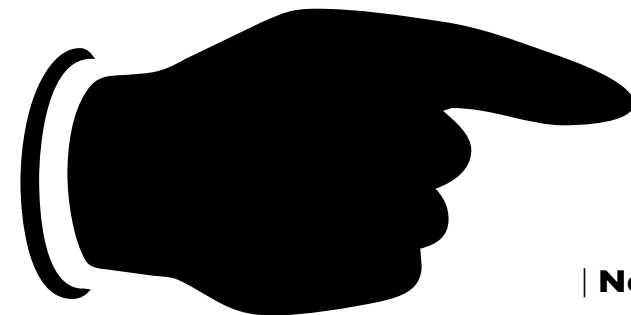
Company services document for HR software company

| **Next** ➔

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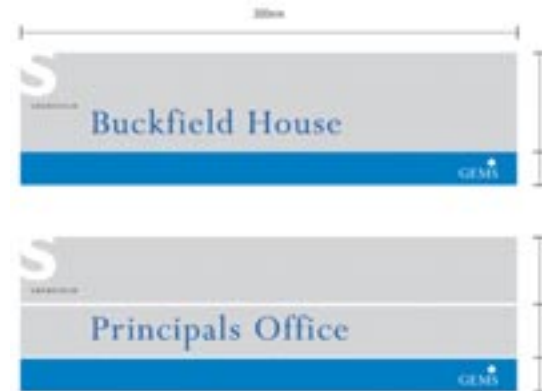
Signage. An effective signing and graphics system acts as an integral part of its environment. Carefully planned signs should direct and communicate essential information whilst enhancing the surroundings in which they are situated.



GEMS Education

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Sherfield School
Identity and signage programme

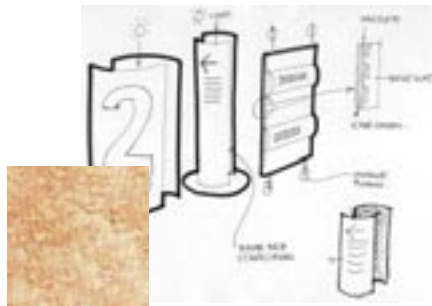
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V Care Dubai

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George Washington Hospital Dubai signage

Signage programme studies

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