



**BRIGHT
IDEAS
FOR BETTER
BUSINESS**

MyConcept



HELLO

First of all, I'd just like to say thanks for taking the time to read all this.

My name is Ricardo Pirroni and I've been working as a graphic designer for over 20 years. I work for huge multinational corporations and tiny scrappy startups with little budgets.

I help create brands through effective design and creative strategies, working together to discover solutions that distinguish your brand and deliver your message.

Specialising in graphic design, marketing and sales, my offer is a proven track record of conceptualising and converting ideas into reality, on time and on budget.

This newspaper represents just a few examples of my recent work.

Getting people's attention is hard.

Keeping it is harder still.

This is what I do.

Logos

This is just a small selection of logos I've designed recently.



I love bringing a logo to life, I truly do. It's my thing. It's where I started out 20 (coughs) years ago, and I still love it. A logo is where you build the essence of a brand the seed from where everything will grow. It's where you make your mark (or marque :-)

The Pace Centre

Pace is a family centred charity that provides innovative education for children with sensory motor disorders such as cerebral palsy.

I was asked to create a new corporate style to re-brand all of the Pace Centre's educational programmes, fundraising, and marketing materials.

Starting with the logo, I created a host of sub brands for all their sites and programmes. Moving onwards to design templates for printed

and digital collateral and a full set of corporate guidelines covering various aspects of the brand. Parallel to this, I was asked to design a new ring-bound training manual and resource guide.

After a thorough review, it became apparent that a printed copy was not the ideal format for this content and

I proposed instead that we should build a site with all the content in place which can be easily updated by the client and viewed on a desktop or mobile device.

The Training site was built along the guidelines that I had previously set up and is now used day to day.



Pace



 **FOR PARENTS AND CARERS OF CHILDREN WITH CEREBRAL PALSY**



Open Days
Come and meet the Pace Centre 

Dates: August 26, 27 and 28th 2016 - Time: 9.00-5.00
The PACE Centre, Weston Centre Training Facility,
156 Wendover Road, Aylesbury, Bucks. HP22 5TE (close to Stoke Mandeville)

Because every child has the right to realise their full potential, the Pace Centre has established the most wonderful new premises, where we help children develop the intellectual, emotional, social and physical abilities to meet the challenges of life.

We'd love you to come and see us for yourselves. So we're delighted to announce three Open Days next month, when you can do exactly that.

Learn how these skills come together in a single trans-disciplinary system that is built around each child and their specific needs.

Meet our team of highly trained and skilled teachers, occupational therapists, physiotherapists and speech language therapists.

See how our results are equipping a new generation of young people with the confidence to meet their challenges and live independent lives.

**Please come and visit;
to book, call us on 01296 614287 or visit: www.thepacecentre.org**

flyer template



Transforming lives takes everything we've got

Our brief is perfectly straightforward. To help children develop the physical, intellectual, emotional and social abilities to meet the challenges of living with cerebral palsy.

It calls for a complete and wide-ranging set of interlinked disciplines and facilities;

It has to have a team of highly trained therapists and trainers.

And it requires absolute commitment from everyone concerned.

At the Pace Centre, we've got everything together in one extraordinary place.

Here, we transform lives.




quo idest, ulles num con cusa volorpo rproese et, sequo toristatat lanber

For general enquiries please call on 01296 614287 or email info@thepacecentre.org
PACE Philip Green House, Coventon Road
Aylesbury, Buckinghamshire HP19 9JL
<http://www.thepacecentre.org>

 **transforming the lives of children with disabilities** 

Ferum ide nusandae pliquid elesequunt. Volores dsi officid enimporium quid quodite ssitatur? Ut ea qui optias idel excepta sitatet qui dusdaest eicis non recum conse non pel psunt. Kiusan daecae nobis quo cus, nis act volorec taquas aliquam etusia cusdamis, ipitatae

DPS ad template

the work

Pace TRAINING

Eating & Drinking Course

for people working with children with Cerebral Palsy



Date: 24 May 2016, Time: 9:00 – 5:00
The PACE Centre, 156 Wendover Road, Aylesbury, Bucks. HP22 5TE

This 1-day introductory course has been developed for Support Assistants/Workers, Conductors, Teaching/Care staff, and other professionals who directly assist children with Cerebral Palsy and related motor disorders to eat and drink.

Awareness level training under the Inter Professional Dysphagia Framework.

Lectures and workshops will give a basic knowledge of typical feeding development and the difficulties children with motor disorders have with eating and drinking skills.

Areas to be covered include: aspiration and reflux, home/school intervention and management techniques.

Key Outcomes:

- Understand the anatomy, physiology and developmental progression of eating & drinking
- Identify eating & drinking difficulties
- Recognise signs/risk of aspiration
- Recognise signs of reflux
- Practice texture modification and techniques for safety and skill development

Cost: £75 (discounted from £125)
 Participants will be required to engage in a focus group session at the end of the day to provide constructive feedback on the course content, delivery, etc.

Refreshments (but not lunch) are provided. Participants are advised to bring a packed lunch.

Book early, as places are limited:
Call Annemie Boden on: 01296 614287
Or email: Annemie.Boden@thepacecentre.org

Pace TRAINING for people working with children with Cerebral Palsy



Welcome

PACE is committed to providing knowledge and skills to a wide range of professionals and learning about children with Cerebral Palsy and related motor disorders.

Our aim is to provide professional staff with the knowledge and skills to meet the learning needs of their pupils. A range of training courses and resources are used to ensure the highest learning standards and to make learning enjoyable. Participants are given all relevant resources for future reference. Materials from conferences are used for copyright issues and a range of other resources.

Courses are held at PACE or on the premises and delivered in either English or Welsh. All courses are delivered by one of our specialist training team members.

Download the PACE Curriculum Resource Guide
[Download the PACE Curriculum Resource Guide](#)

Understanding the Effects of Cerebral Palsy for a Child or Young Person in a Mainstream Setting: an Introduction
[The Core Toolkit](#)

Courses we offer

- Stroke Awareness for Teachers and Support Staff
- Managing Learning Difficulties & Dyslexia
- Understanding the Evidence Base Planning and Delivering Inclusive Learning in Your School
- Using and Embedding an Inclusion Model for Children with Learning Difficulties and Mental Health
- Using and Embedding Inclusion Learning
- Workshop for Children with Motor Difficulties and Reflex
- Understanding the Evidence Base

Pace TRAINING
 Making a Difference to the Lives of Children with Cerebral Palsy

pacetrainingcourses.com

email templates



Pace TRAINING

1.1 Introduction

Welcome to this training resource, **Understanding the Effects of Cerebral Palsy in a Child or Young Person in a Mainstream Setting**.

This resource was developed as a result of a grant from the Department of Education V5 National Prospectus Grant in 2015 to fund the development of models of delivery, with training and information, which would improve the knowledge and skills of the non-specialist workforce who work with children with sensory motor disorders such as cerebral palsy.

It is estimated that there are 30,000 children in the UK with cerebral palsy with a UK incidence rate of 1 in 400 births. It is therefore statistically likely that practitioners working in non-specialist settings will work with children with cerebral palsy at some point in their working lives.

The Children and Families Act 2014 and the Special Educational Needs and Disability Code of Practice: 0 to 25 years, January 2015, places a responsibility on teachers and schools to accurately assess, plan, address and review the needs of children and young people with Special Educational Needs and Disabilities. It is in the context of this requirement to assess, problem-solve and implement effective support, that the framework for the training was developed.

It is hoped that the information provided in both the training presentation and the toolkit will assist teaching staff and other practitioners who are responsible for supporting parents of children with cerebral palsy when co-producing and maintaining Education, Health and Care Plans, and will help them to identify and assess needs, plan appropriate outcomes and source the required provision required for the child or young person.

The model of delivery and training content was informed by a consultation process which involved professionals working in mainstream schools with pupils who have cerebral palsy, teaching assistants, and parents of children with cerebral palsy.

The findings of the consultation enabled the project team to identify essential elements of the model of delivery and its contents. We hope that this resource will enable practitioners who work with children with cerebral palsy to feel more confident about their knowledge and skills and that, as a result, children with cerebral palsy will have a positive experience of their education and will achieve in line with their potential.

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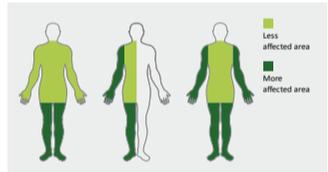
training manual

Pace TRAINING

CLASSIFICATION OF CEREBRAL PALSY

It is useful to be able to talk about cerebral palsy using a common language. One of the most frequently used classifications is the description of a child's tonal presentation. It is not uncommon for a child not to fit exactly into one category, therefore it is important that the description provides all the detail.

- Firstly the distribution within the body:
 - Hemiplegia; half the body
 - Quadriplegia; the whole body
 - Diplegia; legs most affected



This picture shows the common distribution of cerebral palsy often used to describe, the left picture illustrates when the legs are most affected or hemiplegia. The middle picture shows when half the body is affected or hemiplegia, and the right picture shows when all four limbs are affected, quadriplegia.

© Copyright PACE Training 2016

CLEAR SPACE
(PRINT AND ONLINE)



The minimum space around the logo should always be at least 8mm from the extent of the logo.

DO NOT use less than the minimum clear space.

ALWAYS maintain a minimum clear space between the logo and the edge of a page, package or color field.

ALWAYS position the logo away from other text, graphics and other design elements, especially other trademarks and service marks.

Exceptions to this are: (a) the company strap-line, (b) the Pace sub-logos which are supplied as separate individual artworks



The strap-line may be placed 3mm below the full logo to maintain a visual relationship between the two elements.

brand guidelines

HAND PRINT MOTIF



USE SECONDARY COLOURS + MAGENTA

rgb: 236, 0, 140 cmky: 0, 100, 0, 0	rgb: 238, 49, 36 cmky: 0, 95, 100, 0	rgb: 141, 198, 63 cmky: 50, 0, 100, 0
rgb: 179, 8, 56 cmky: 0, 100, 63, 29	rgb: 251, 176, 64 cmky: 50, 0, 100, 0	rgb: 0, 171, 199 cmky: 75, 11, 18, 0

Pace

PRIMARY COLOURS

rgb: 0, 171, 199 cmky: 75, 11, 18, 0	rgb: 247, 148, 30 cmky: 0, 50, 100, 0	rgb: 238, 49, 36 cmky: 0, 95, 100, 0	rgb: 123, 110, 102 cmky: 50, 50, 54, 17
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SECONDARY COLOURS

rgb: 179, 8, 56 cmky: 0, 100, 63, 29
rgb: 238, 49, 36 cmky: 0, 95, 100, 0
rgb: 251, 176, 64 cmky: 50, 0, 100, 0
rgb: 141, 198, 63 cmky: 50, 0, 100, 0
rgb: 0, 171, 199 cmky: 75, 11, 18, 0

HIGHLIGHT STRIP

Herrington Carmichael

rick@myconcept.co.uk

Herrington Carmichael, a long-established firm of solicitors in the Home Counties, asked me to spruce up their corporate branding. And that's just what I did.

The management team already had a new logo, which had to be reworked and turned into practical, usable piece of artwork for any application. So taking the core of what they had, which were the colours red and black I created a corporate identity which has allowed HC to present a fresh dynamic and contemporary face in their market sector.

Working with a copywriter colleague we came up with monochromatic images to reflect the seriousness of

the business, but each expression contains a feature highlighted in the corporate red. As the campaign builds, the theme will distinguish Herrington Carmichael as different and, better than the rest.

From this overarching concept I developed advertising, posters and digital messages. The simplicity of the idea will allow us to produce an infinite number of variations, keeping the campaign refreshed, ensuring longevity.



Partner Name **Herrington Carmichael** SOLICITORS

SENIOR PARTNER
DISPUTE RESOLUTION

DD: 01276 686 222 M: 07700 000 000
E: a.partner@herrington-carmichael.com
LinkedIn: uk.linkedin.com/in/a-partner

www.herrington-carmichael.com

stationery

Summer Newsletter
We listen, you talk, we act

Front cover heading...
Front cover sub-heading, front cover sub-heading

info@herrington-carmichael.com

We listen, you talk, we act

This is a main heading, this is a main heading
This is a sub - heading, This is a sub heading

info@herrington-carmichael.com

We listen, you talk, we act

Break out heading

info@herrington-carmichael.com

Summer Newsletter
We listen, you talk, we act

Heads of Departments

- Yávan Brar
- Frankie Tierney
- Alistair McArthur
- Tim Hardisty
- Anthony Tabourdin
- Maria Mulroo
- David Keighley

Our range of services include:

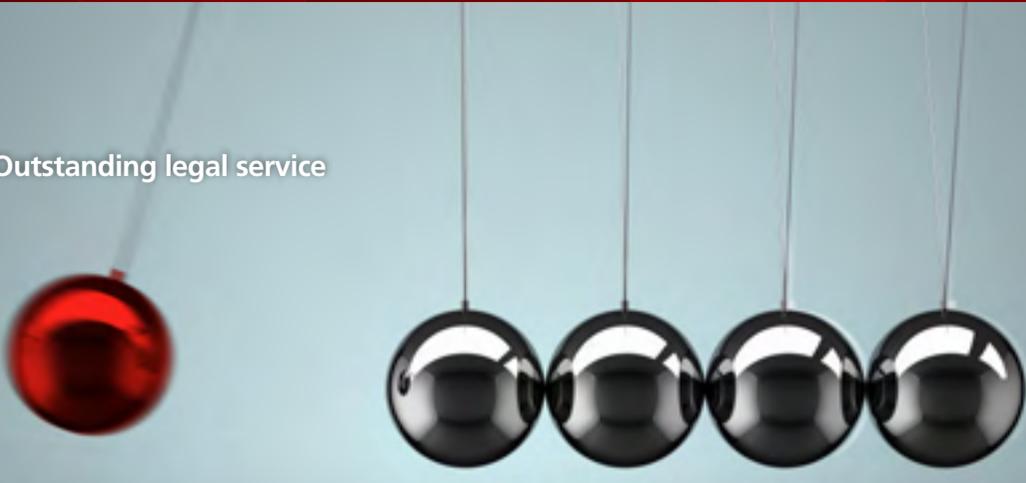
- Corporate
- Commercial
- Dispute Resolution
- Employment for Individuals
- Employment for Business
- Family including Mediation & Collaborative Law
- Financial Services
- Healthcare
- Insolvency
- Intellectual Property
- Real Estate
- Residential Property
- Shared Ownership, Sales, Purchase, Stamp Duty & Help to Buy
- Wills, Inheritance Tax, Power of Attorney, Services for the Elderly & Probate

How can we help?

info@herrington-carmichael.com

leaflet templates

Outstanding legal service



Next left and you've found us.
Building 9, Riverside Way, Watchmoor Park.



We listen, you talk, we act

Camberley: 01276 686 222
Wokingham: 0118 977 4045

48 sheet poster

Outstanding legal service




We listen, you talk, we act

Camberley: 01276 686 222
Wokingham: 0118 977 4045

advertising



Wishing you a very Merry Christmas

Christmas card




2015-2016 Review
We listen, you talk, we act



annual review

A Brand New Look

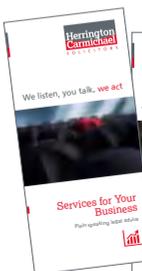
With a history as long as ours we think we could be forgiven for our logo looking a little tired. That is why, as 2015 drew towards its close, we decided the time had come for Herrington Carmichael to have a makeover.

We wanted to take a fresh look at the best way to communicate our continued growth, as well as our commitment to each and every client. Whilst it was important to make sure we retained the very best of what we have stood for as a firm for decades, we also felt it was time to take a more confident stance – **betting one of the most ambitious firms in the South of England.**

We reviewed everything about our visual communication style. Our new logo and brand was then launched on 12th October 2015. This new, more modern style is a reflection of our innovative, transformational approach – as well as the ways in which we have expanded as a firm. The contained rectangle – the company's badge of quality, stability and trust – signifies consistency whilst the colours reflect our more corporate and modern edge.

We have changed the name, ever so slightly, to make it clearer and more direct, without losing the history and heritage of our firm.

Most importantly all of this is underpinned by our commitment to working in partnership with every client, to help to serve your needs. That is why we have included the words 'Outstanding Legal Service' in our new logo. We wanted to make sure that everyone knew that, whilst our new brand might be more corporate than you are used to, that does not mean we are not, still, your local, friendly solicitors. Just as we have always been.



the work

Pharmasure

Pharmasure is a pharmaceutical company that provides fertility treatments direct to patients and clinics across the United Kingdom. It is also the sole licenced distributor for many fertility drugs.

Having been a senior designer at a pharmaceutical ad agency in a previous job probably helped me in getting and keeping Pharmasure as a client.

Not only do I work on their growing product line but I have redesigned and maintained their branding for almost ten years.

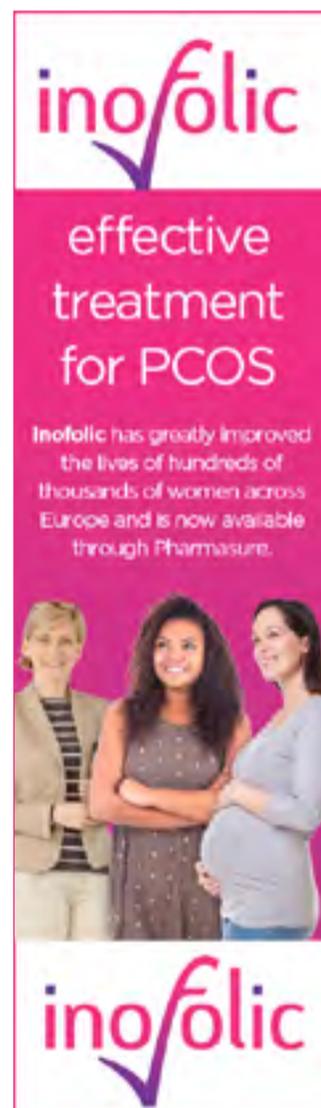
The work is always interesting because of the variety of projects and the very different design ways the products have to each other.

The marketing challenges coupled with the regulatory requirements that are necessary means it is always going to be an interesting phone call.

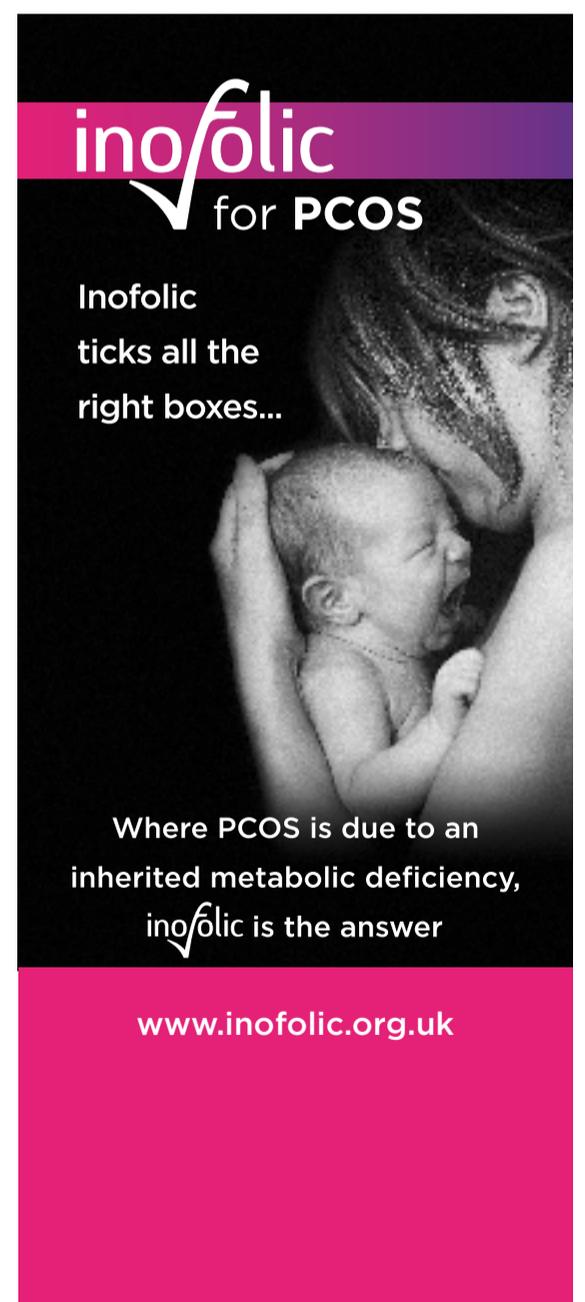


packaging

exhibition giveaways



web banners



pull up display

the work

Condensyl®
GOLD MEDAL SPERM

For successful conception



pharmasure
Condensyl®
30 TABLETS, 1100 mg - net 33 g

7 629999 020719

pharmasure
Condensyl®

INGREDIENTS
Bulking agents: dicalcium phosphate, sorbitol, microcrystalline cellulose; N-acetyl-cysteine, nopal (Opuntia ficus-indica (L.) Mill. fruit) in powder, zinc bisglycinate, maltodextrin, vitamin E (DL-alpha-tocopheryl acetate), stabiliser: cross-linked sodium carboxy methyl cellulose, glazing agents: hydroxypropyl methyl cellulose, microcrystalline cellulose, stearic acid, glycerol anti-caking agents: silicon dioxide, magnesium stearate; niacin (nicotinamide), colours: E171, E172, vitamin B6 (pyridoxine hydrochloride), vitamin B2 (riboflavin), folic acid (5-methyltetrahydrofolic acid), vitamin B12 (cyanocobalamin).

Warnings
Do not exceed the recommended daily dose.
Dietary supplements should not be intended as a substitute to a varied diet and to a healthy lifestyle.
Keep away from children below three years of age. Do not administer to children below three years of age.

STORAGE
Store in a cool, dry place. The minimum terms of storage refer to the product in integral packaging and correctly stored.

Ingredients

Ingredients	Per day (1 tab)	% NRV
N-acetyl-cysteine	250 mg	
Opuntia powder	100 mg	
Niacin	16 mg	100
Zinc	12.5 mg	125
Vitamin E	12 mg	100
Riboflavin (Vit. B2)	1.4 mg	100
Vitamin B6	1.4 mg	100
Folic acid	400 mcg	200
Vitamin B12	2.5 mcg	100

NRV: nutrient reference value according to Reg. (EU) n.1169/2011.

Distributed in the UK by:
Pharmasure Ltd
Sullivan House, 4-6 Colonial Business Park,
Colonial Way, Watford WD24 4PR
www.condensyl.co.uk

PARTHENOGEN
Manufactured in Italy for Parthenogen SAGL.
Via F. Pelli 1, 6900 Lugano, Switzerland
in the plant of Via N. Sauro 35/D, 31036 Istrana (TV), Italy
Under license Nurisma SARL.

30 TABLETS
DIRECTIONS
Take 1 tablet per day with water.

30 TABLETS
of 1100 mg
net content 33g

Condensyl® - Dietary supplement
30 tablets - Net content: 33 g

Batch number:
Best before end:

UK packaging

Condensyl® For successful conception

Condensyl®
GOLD MEDAL SPERM

For successful conception



web banners

Condensyl®
for successful conception



One tablet per day for four months
Achieving optimal sperm function

www.condensyl.co.uk

patient information leaflet

Condensyl®
preventing oxidative damage



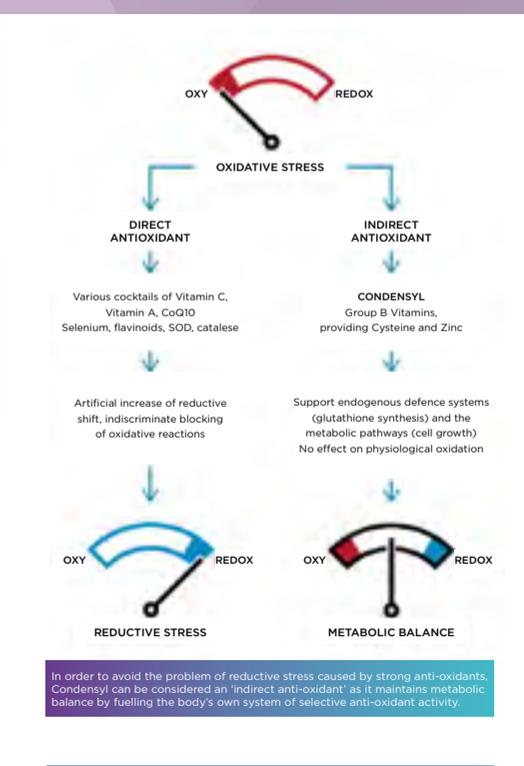
Our environment is full of agents that can give rise to 'oxidative damage' or 'oxidative stress'. These entities are often referred to as Reactive Oxygen Species (ROS).

It is well known that these ROS cause damage to sperm. It is a common misconception that damage caused to sperm by ROS can be corrected by the use of strong anti-oxidants; this is not true.

The use of strong anti-oxidants pushes the balance from oxidative stress to the opposite extreme (reductive stress) when neither extreme is desired. Remember that all cells, especially sperm, need a perfectly balanced oxy-redox equilibrium.

Each cell in the body has its own natural system to maintain the perfect oxy-redox balance. This system depends on the availability of an ideal mix of nutrients.

Condensyl® works on the principle of providing this ideal mix of nutrients. From these nutrients the cell is able to produce its own antioxidants when and where they are needed and in exactly the right amount. Thus, maintaining the perfect oxy-redox balance for optimal sperm maturation and development. **Condensyl®** has achieved clinically measurable success reflected in pregnancy rates.



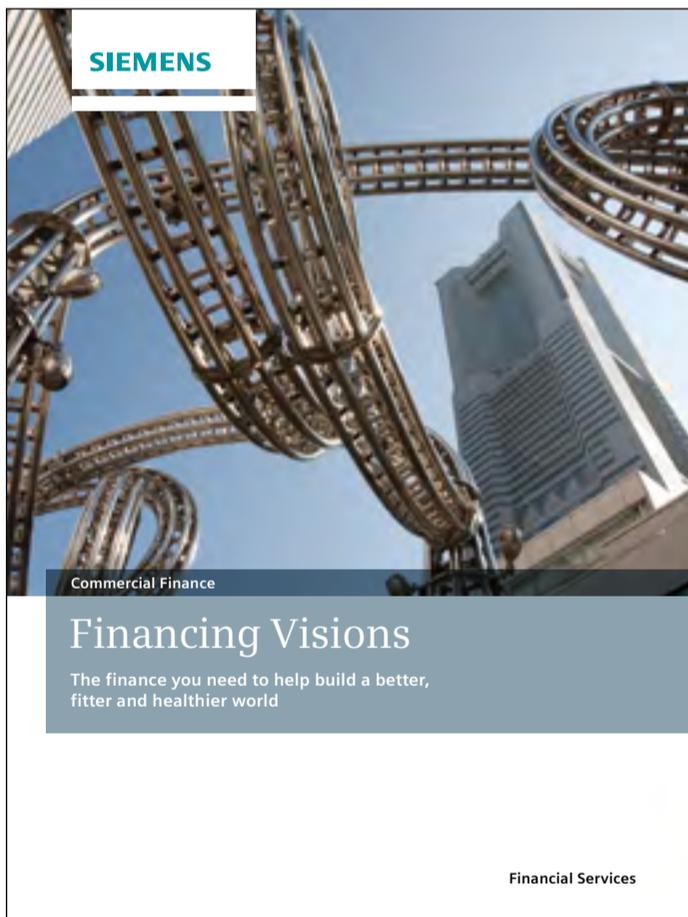
Siemens

Siemens is one of the world's broadest interest multinational companies, active in some 190 countries around the world with marketing activities ongoing constantly. They are also one of my oldest customers having worked with them since the mid-late 90's.

Having been present during many brand updates, I have come to know the Siemens corporate style very well, and therefore I was in a great position to help when Siemens wanted to give their corporate style a global re-work.

Together with the marketing teams and relevant stakeholders in the UK and Germany, we've worked on a variety of projects and promotional pieces, often designed and artworked in up to 8 languages.

SIEMENS
Ingenuity for life



corporate brochure



the work

Energy Efficiency made easy Unlock savings at no extra cost

Energy Efficiency Financing for businesses, for equipment values as little as £1,000.*

Affordable payments can be offset against energy savings meaning the equipment pays for itself.



*finance subject to credit assessment

Energy Efficiency Made Easy
www.energyefficiencyfinancing.co.uk
or call 01753 434 476

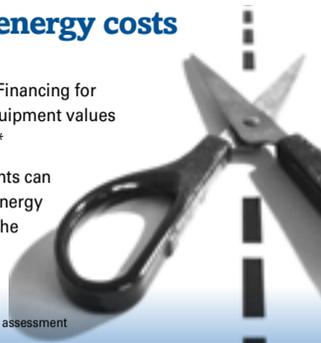


Financial Services provided by
SIEMENS

Energy Efficiency made easy Cut your energy costs

Energy Efficiency Financing for businesses, for equipment values as little as £1,000.*

Affordable payments can be offset against energy savings meaning the equipment pays for itself.



*finance subject to credit assessment

Energy Efficiency Made Easy
www.energyefficiencyfinancing.co.uk
or call 01753 434 476



Financial Services provided by
SIEMENS

Energy Efficiency made easy No Extra Cost!

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*finance subject to credit assessment

Energy Efficiency Made Easy
www.energyefficiencyfinancing.co.uk
or call 01753 434 476



Financial Services provided by
SIEMENS

cross promotional advertising with the Carbon Trust

SIEMENS

Financial services

Could Leasing Be A Good Option?

www.usa.siemens.com/financial

product literature

Discover innovative healthcare solutions to finance your healthcare equipment

As one of the world's largest and longest established companies, Siemens understands the needs of organisations, small and large, in a way that few others can.

Every imaginable type of organisation around the globe trusts Siemens to deliver on time, all the time. And when it comes to our financial services there is no exception. We combine a wide range of products and solutions with an in-depth market knowledge to deliver an approach that adds real value.

When it comes to serving the healthcare market we are committed to the long term. That means we have worked to understand the market from inside out, to offer the most appropriate finance to solve complex healthcare challenges. The fact that thousands of our customers deal with us worldwide is a testament to this ethos and our service oriented culture.

SIEMENS
Ingenuity for life

Lead and Win
We make real what matters

SFS Commercial Finance

special promotions

SIEMENS

Gracias 谢谢 Спасибо
Dziękuję Takk Teşekkürler Tack
Thank you धन्यवाद
Kiitos

siemens.com/finance

special promotions

EDUCATE
DETECT
PREVENT

**FRAUD
PREVENTION**

this is a very small selection of work

talk to me

to find out more



rick@myconcept.co.uk

call: 07958 440 814