

# Complete Event Branding: Catalogue and Promotional Material

## Client

The Barber Institute of Fine Arts

## Project

The Sun Rising Through Vapour:  
Turner's Early Seascapes

## Work Undertaken

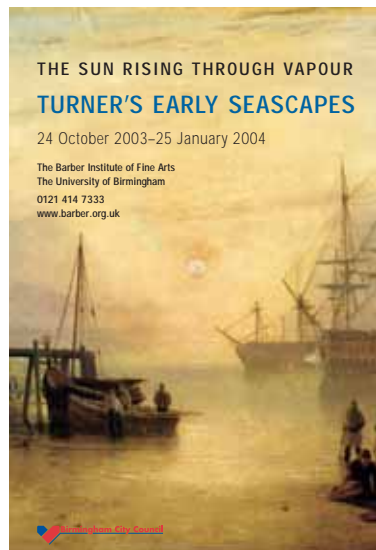
Design, editorial, repro, production

Catalogue, flyer, leaflet, CIP poster, advertisements, invite/greetings card

## Case Study

The Barber Institute, a department of the University of Birmingham, not only required our design and production services for the publication of their catalogue, but the additional 'branding' of the exhibition, which included design and print of materials ranging from 100 'bus-stop' posters up to 15,000 flyers and invitations for the launch.

Creating an identity across a wide range of marketing material, and over a short period of time, meant that we had to not only design and implement a manual of style, but work in close cooperation with the curators and publications staff at the Institute. The exhibition attracted a record-breaking 21,000 visitors over the period of the three months in which it ran.



CIP poster



Bay leaflet



Flyer

Catalogue jacket

