



Design with purpose.

# Hello!

**We are Ave.** A creative agency partnering with charity, not-for-profit and cause-driven brands. We work hard to tell the stories that matter; the stories designed to make a meaningful difference. Working closely with our clients, we create powerful, insight-led ideas and transform these into beautifully crafted strategic communications delivered through branding, design, digital and moving image.



Illustration created for  
BookTrust's Children's Book  
Week Time to Read campaign

We breathe life into brands, taking the pulse of the audience in order to create design that gets to the heart of positive societal change.

**We make good work, work better.**

London Football Awards branding and event brochure



## Our services

Branding and visual identity

Brand strategy

Naming

Graphic design

Illustration

Animation

Campaign creation

Resource design

Website design

Website development

User + audience research (IA/UX)

Digital strategy

Social media



# Our sectors

As an integrated studio, we offer a breadth of services, across print, digital, motion and brand. Our remit also includes the design and production of large format, interiors and signage.

## Our areas of specialism

- Charity and not for profit
- Cause driven brands
- Arts and culture
- Eco and environment
- Sustainability
- Employee engagement/  
internal comms
- Corporate social responsibility



CRUK Sound & Vision  
event branding

“We worked with Ave on a high profile campaign that had sudden changes in creative direction, huge numbers of deliverables and deadlines that were absolutely brutal. They managed to float above all of the turmoil with a smile on their faces and create a campaign that smashed all of our targets and was one of the most effective creatives we’ve had. I would work with them again in a heartbeat. 🙏🙏



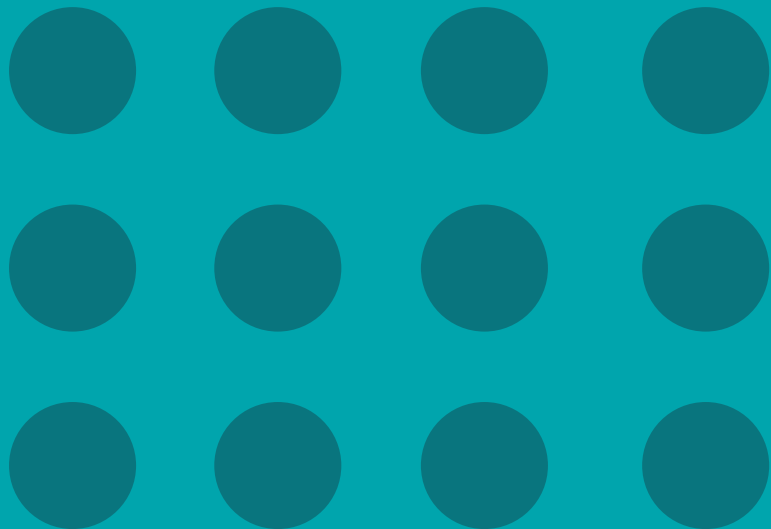
Jacqueline Dragon

Brand and Design Specialist

**World Wildlife Fund (WWF)**

# Our services.

As an integrated studio, we offer a breadth of services, across print, digital, motion and brand. Our remit also includes the design and production of large format, interiors and signage. We pride ourselves on being able to deliver these services at cost effective rates without hidden charges or mark-ups.



Branding and visual identity

Brand strategy

Naming

Graphic Design

Illustration

Animation

Campaign creation

Resource design

Research and testing

Website design

Website development

User + audience research (IA/UX)

Digital strategy

Social media

# The team



**Darren  
Luchmun,**  
Associate  
Creative  
Director

**Ellie Thompson,**  
Founder &  
Director

**Lauren Walsh,**  
Designer

**Laura Corbett,**  
Associate  
Creative  
Director

**Chris Jackson,**  
Designer

**Dan Stocker-  
Williams,**  
Project  
Manager





We believe that to get the best out of the relationships with our clients we must engender a collaborative approach – we see this as a partnership, where by you are the experts in your specific audience groups and the history of your organisation and we are the experts in creating a framework whereby you can communicate with them most effectively.



York and Scarborough  
Hospitals Charity rebrand



# At the core of a collaborative relationship is:

## **Being flexible and respecting your available time and resources**

Often projects such as this are being undertaken on top of your usual job responsibilities and so we don't add time pressures or unnecessary deadlines if it is going to result in a compromised result.

## **We know how to listen**

It is a critical part of understanding the history behind a project and why it is being commissioned. We also ask questions, aiming to help identify aspects of a brief you may not have thought of or options for how things can be delivered.

## **We are honest**

As an organisation it is central to our mission to be transparent and respectful to our clients. For example, contrary to the industry norm, we don't mark up any of our suppliers costs. This means we can provide you with the best value for money. We are open

and straightforward; it allows us to help our clients to build fruitful relationships with their audiences, creating opportunities for two-way dialogue, not monologue.

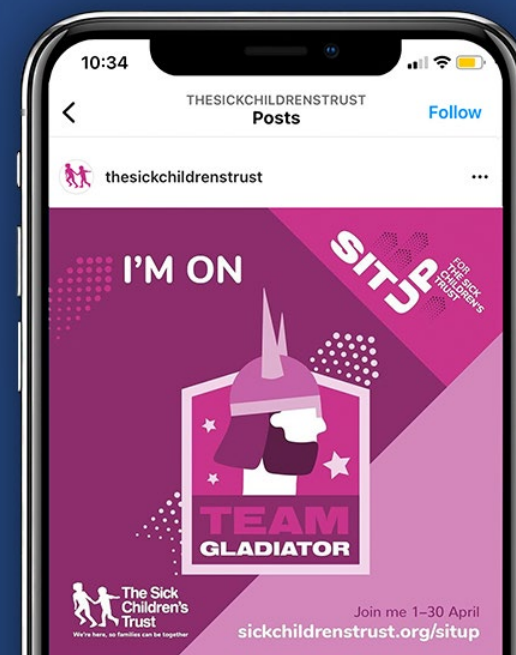
We try to see things from the point of view of our clients, without giving up our objectivity or giving up creative principles.

By looking at the challenges from the point of view of our clients' and their stakeholders it allows us to be meticulous about the small details that make a big difference.

## **Bringing energy and enthusiasm to the project**

This energises the whole team and that translates into the new brand. We work hard to make this process really fun and engaging, focusing energy on improving the strategy and creativity being brought to the project.

Ipswich Theatres Corn Exchange logo and  
The Sick Children's Trust Sit Up campaign graphics



“Cancer Research UK worked with Ave on our flagship fundraising gala ball. From start to finish the level of service was exceptional. They listened to our needs taking care to really understand the brand and our audience. They created some of the most innovative pieces of work we have ever presented to our guests and were able to refresh the look and feel of a 10 year event with such ease. It was a pleasure to work with them and Cancer Research UK can’t wait to work with them again. ”



**Isabella Rigby**

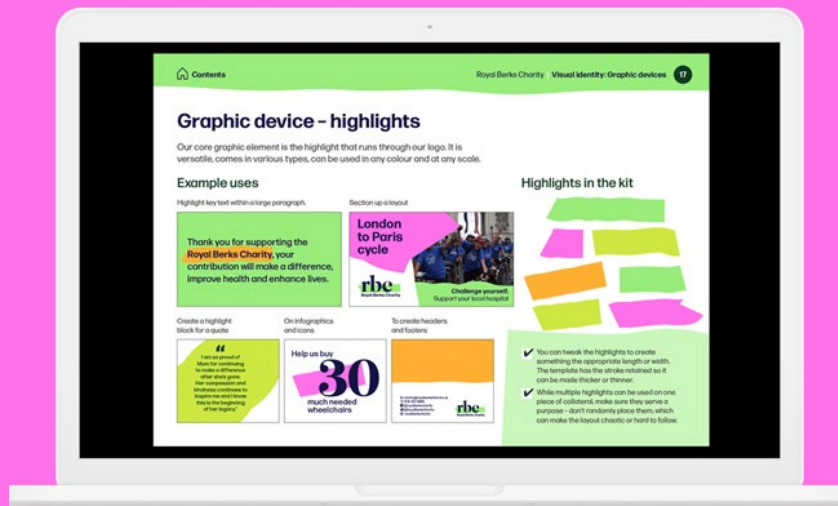
High Value Supporter Partnerships

**Cancer Research UK**

Stroke  
Association

# Join the resolution

More than a run



Stroke Association Resolution Run campaign concept, Forward Motion branding and campaign identity, Royal Berks Charity brand guidelines, Barnardo's Impact Report



# Can we make your good work, work better?

Get in touch for a chat about how  
we can help your organisation.

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*Ecologi*

climate  
friendly  
workforce



CharityComms  
Corporate partner



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