



Design portfolio

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Welcome to the design portfolio - a suite of visuals our creative team have designed for clients, marketing materials and internal work.

Read on to find out a little more about what the creative services are and why they could be useful for you.

Your brand is your company's identity; it should be what customers think of when they hear your name. But how can you convey the impact of your sustainability efforts beyond words?

Collecting your data is one thing but bringing it to life visually adds a whole new dimension and helps tell your sustainability data story to key stakeholders in a richer, more compelling way. As part of your data or consultancy project with us, our creative team has the expertise to apply your branding to a wide array of media with information/data collected along the way.

Whether it's a branded report, key highlights, data visualisation or infographics, we have the tools to transform your data into easy to understand, insightful and inspiring visuals.

What’s data visualisation?

Data visualisation is the representation of information and data using visual tools like charts, graphs, and maps. It provides an accessible way to communicate patterns, trends, and insights and is a great way to help your audience understand data without having to delve into the numbers.

What's the difference between data visualisation and infographics?

Infographics are often simpler than data visualisation and include more storytelling elements, like graphics, text and illustrations to convey a specific message or story sourced from data. They're a great option for things like annual performance reports, blog posts and communication pieces because they communicate specific information quickly and simply.

Data visualisations don't have as many design elements and include data that the audience can interpret themselves. They tend to vary in complexity for example, from a simple bar chart to a scientific graph.

What's an impact report?

A published document for key stakeholders (this could be your customers, suppliers, board members or even the public) which communicates your impacts, positive and negative, on people, the planet, and the economy. It's a way of sharing your story and keeping yourself accountable on your sustainability journey. Usually, impact reports are produced annually and look back at projects and

initiatives that have happened over the last 12 months.

What outputs can you do for us?

We can create designs for various scenarios and deliver outputs in different file formats such as PDFs, image files, or other digital formats for websites, as well as print-ready artwork for leaflets and brochures.

Is my business too small to work with you?

Our clients vary from international corporations to local non-profits and SMEs. Each project we do is bespoke, so whether big or small we work with every client uniquely to bring their data/information to life with creativity.

What if we don't have any brand guidelines?

Perhaps you want a design piece created for something outside your day-to-day business identity, or maybe you don't have strict brand guidelines. It's not a problem at all. Our Design Lead will be part of your delivery team and together, pre-design phase, you'll produce a plan to define the way your visuals will look.

Internal work

01

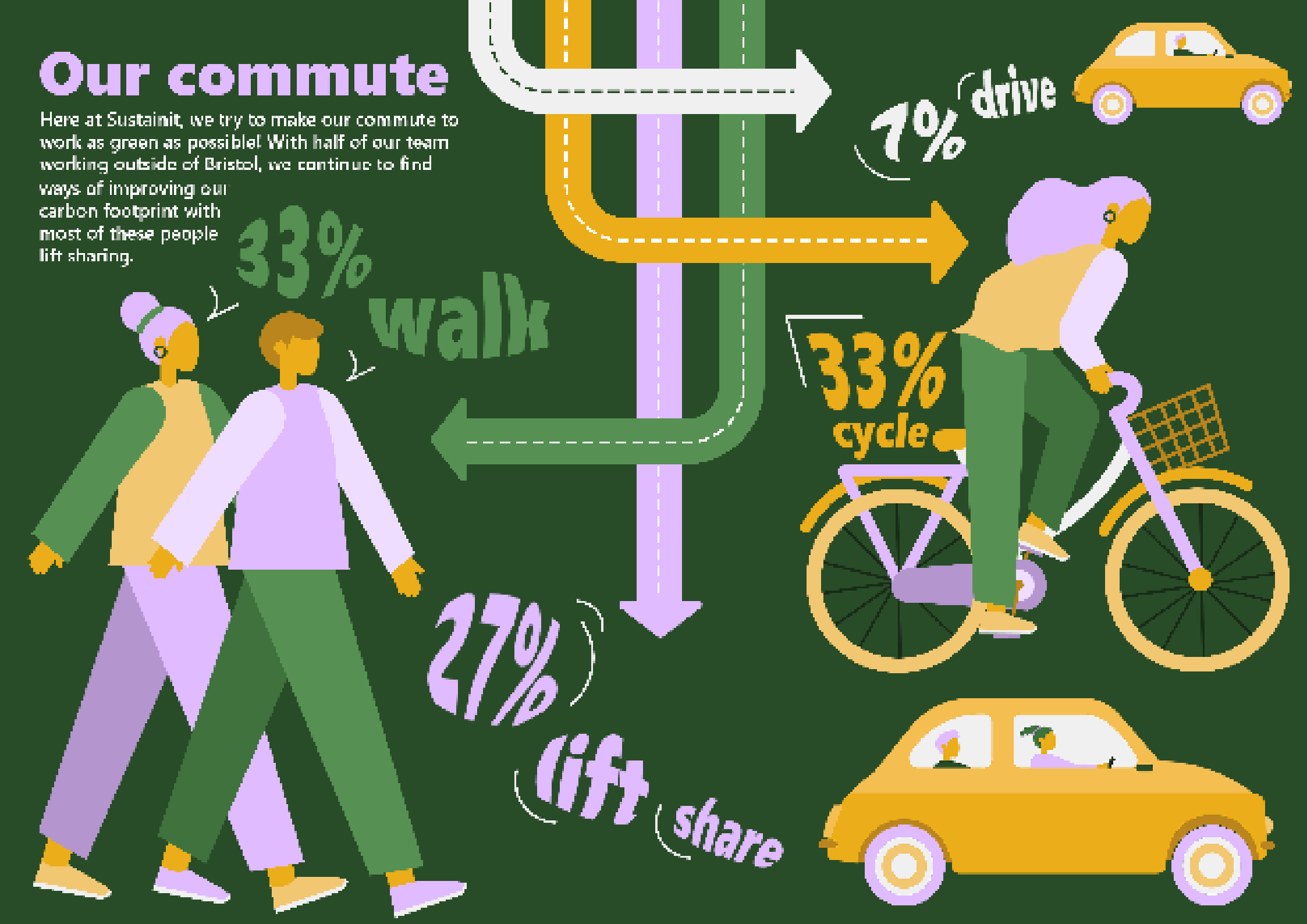
Our team travel

As a company, it's important that we practice what we preach so as part of our developing sustainability strategy, we maintain a team-wide journey tracker so that we can see what we're doing on our commutes and identify areas to make improvements.

Earlier this year, our designer joined forces with our internal sustainability team to bring some of our carbon footprinting work to life. This infographic is a visual representation of our commute as a business.

A good data visualisation keeps text to a minimum. Instead, illustrations and important numbers fill the page, allowing readers to quickly absorb the key facts in a simple, digestible format. Infographics are 30x more likely to be read than plain text and therefore, an excellent way of highlighting the most important parts of your data in a way that improves comprehension, communication and even decision making.

We shared this piece on our LinkedIn, and it'll also form part of a series in our upcoming annual impact report.



Client work



Visual data storytelling

Design portfolio

Food industry

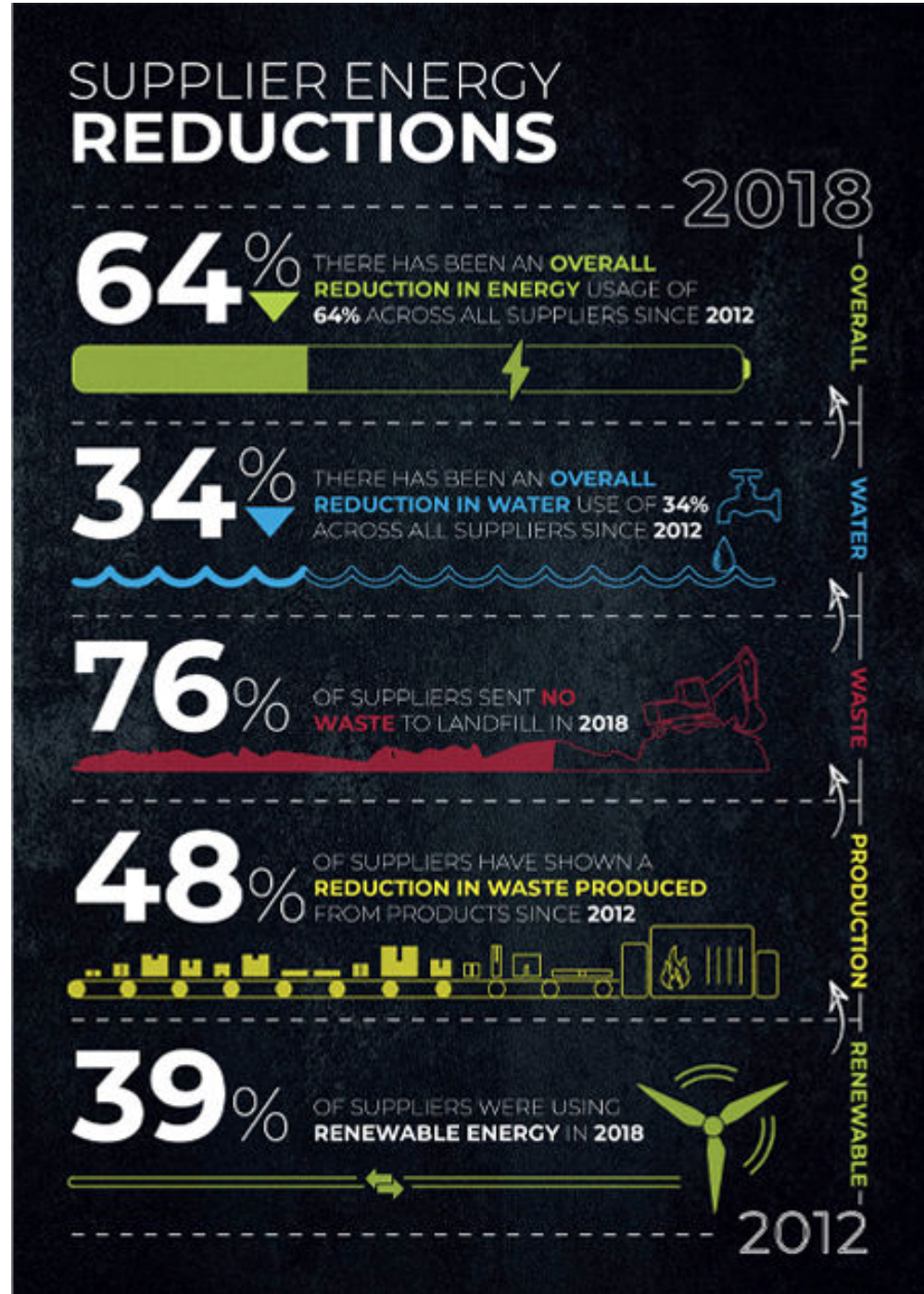
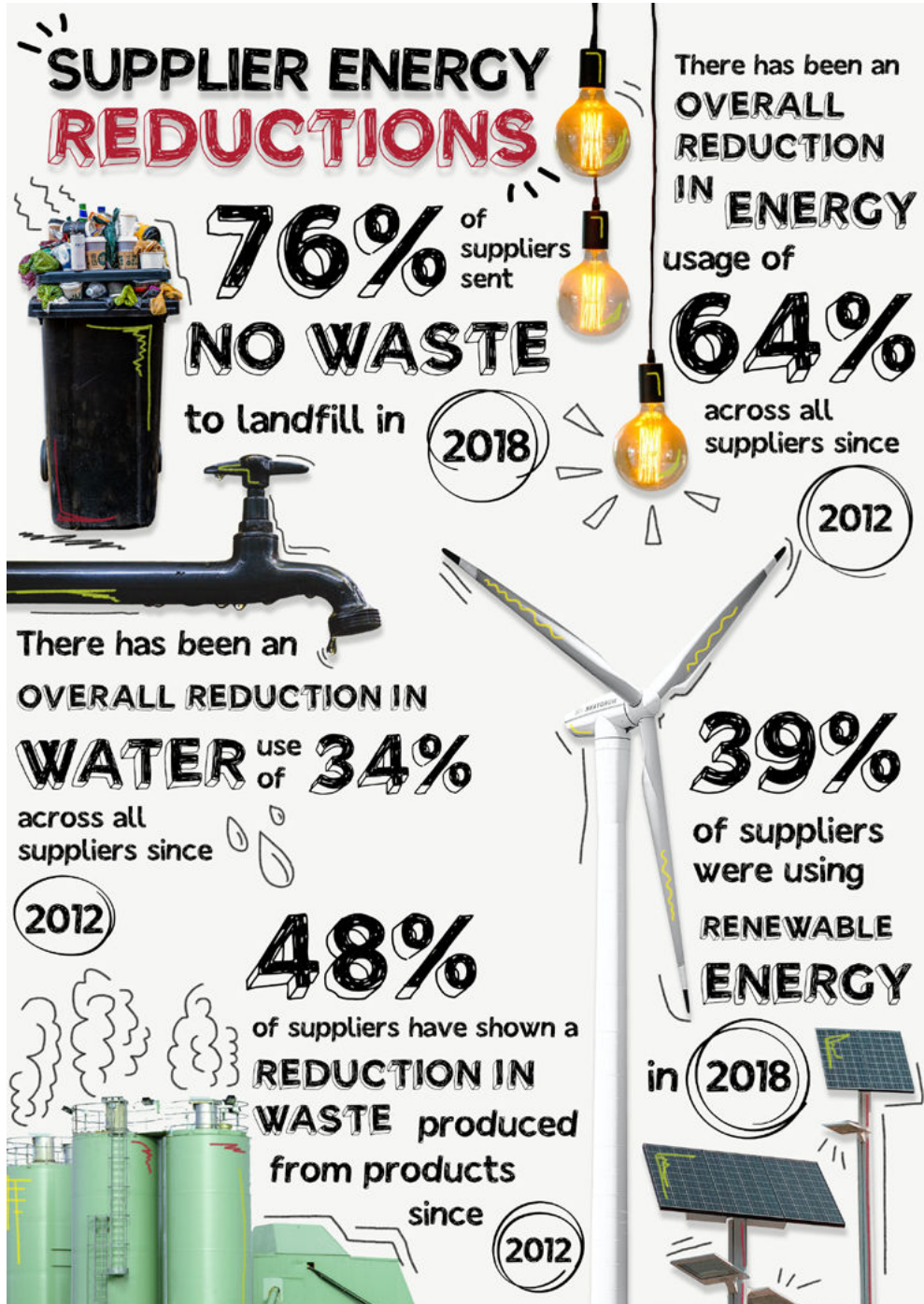
Visual data storytelling for a leading high street retailer

This high street titan came to us with over 9 years' worth of data gathered from their food and ingredient suppliers. They'd collected it to report on and show the impacts their sustainability initiatives were having on their supply chain with a specific focus on five KPI areas. To form part of a wider report, their target audience was broad - covering investors, key stakeholders, and the suppliers themselves. Faced with such a vast amount of information, they wanted to be able to communicate their data visually without overwhelming them. Our brief was to create digestible, compelling stories that brought the numbers to life.



Creative services

Client work



Visual data storytelling

Design portfolio

Food industry

The final infographic

By removing the visual noise that mass amounts of data can create, our final infographic was able to tell a story that everyone from the board room to the shop floor could quickly understand. And, as well as the infographic itself, we produced a library of related branded icons to be used as the retailer saw fit in their wider reporting.

As experts in their chosen data management software, UL CR360, we started by checking the quality of the data, making sure it was correct and validated. Our data team then worked to find and highlight stories of positive impact for each of their environmental KPIs (reducing waste to landfill, energy efficiency, water use, and food waste) before handing over to our creative team to produce visuals that followed their strict brand guidelines.

Creative services

Client work



Capturing a sustainability commitment through clear and concise design

Redcliffe and Temple BID knew they needed to start their sustainability journey but weren't sure how to begin. They wanted to shape a commitment to support their wider BID strategy and establish a plan of action to move forward.

The project started with our Sustainability Consultancy team taking them through a series of workshops and one-to-one focus to create a bespoke sustainability commitment, aligned to the UN's SDG framework, which is itself, very visual.

Once they'd outlined what that would include, our creative team was brought in to help them establish a communication tool to not just guide further initiatives and projects but also help charter their progress for their key stakeholders. To form part of their Sustainable Commitment Plan, we created two simple wheel shaped designs.

The first outlines the four-step process taken for the creation of their plan, and the second showcases their chosen SDGs mapped against the commitments they have made for the community. It was important that the designs were clear and concise for the public to understand where the BID was going with their sustainability plans.

These visuals were created in Redcliffe and Temple BID's distinctive brand style and now sit on their website, social media channels and in their Sustainable Commitment Plan for 2023-2024.

We won a Green Apple Award for this work in 2022. The Green Apple Environment Awards recognise, reward, and promote environmental best practice around the world.





Creating a positive culture of responsible drinking for students

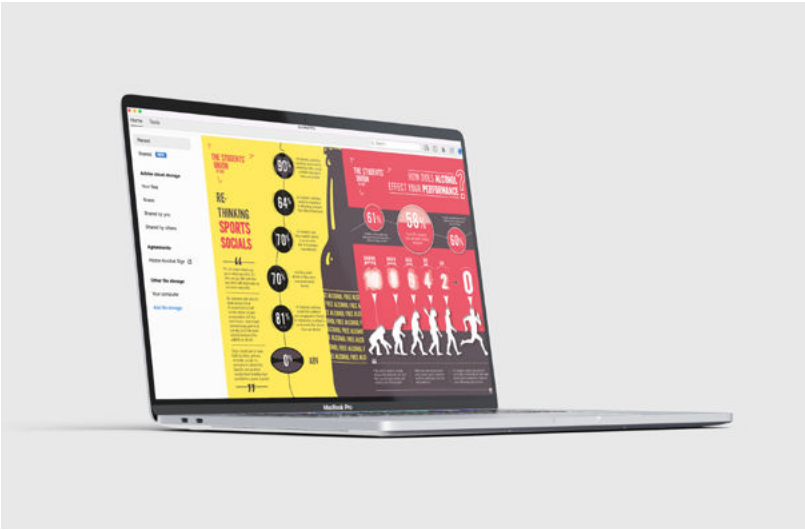
The Student's Union at the University of West of England wanted a way to promote safe and responsible consumption of alcohol to the sports students using their space to socialise. Key themes included rethinking social activities (sober activities), the effect alcohol can have on performance, and rethinking spectator attitudes at Varsity events.

This project was fuelled by a desire to gain accreditation on the NUS Alcohol Impact scheme which was developed to support universities in creating a social norm of responsible alcohol consumption by students.



The data collection

We ran two data collection surveys to understand the students' relationships with alcohol during social activities and the effect alcohol was having on their sports performance. Using social media to engage with respondees, the results were then distributed by email and in a meeting with the sports society captains. From those results, our design team created three infographics detailing both the survey results and suggested behaviours appropriate for sports spectators. These were used on social media, websites and posters, as well as on reusable cups handed out at sports events.



Defining organic beauty and wellness

The organic beauty and wellness market has ballooned over the last ten years, leading to a cluttered marketplace. There is currently no legislation around organic 'beauty' products, so Soil Association were keen to grow their insights on the consumers buying these products and understand how to ensure they know what is genuinely organic versus greenwashing and vague labelling.

This was a three point project which combined data collection, analysis and design with the two-fold objective of arming Soil Association with better customer and data market insights and a visual way of raising awareness for both consumers and stockists. They also wanted something to help highlight why suppliers should consider signing up for the Soil Association organic accreditation and what the benefits would be.



The infographic

Using the data we collected and analysed, we created an impactful 1-page infographic for use in the wider Soil Association Beauty and Wellness Report plus a beauty shelf version to engage shoppers at the point of purchase.





Student accommodation

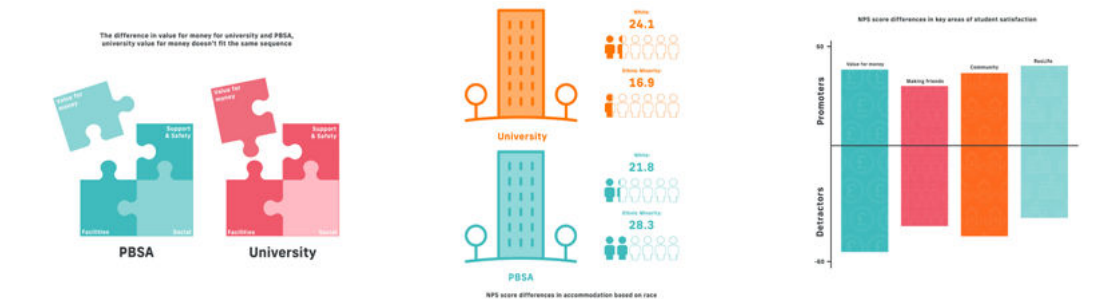
Design portfolio

Agency

Providing a 360° assessment of the student experience for accommodation providers

Investor in Students is an accreditation scheme for student accommodation and its members cover many of the best known universities and purpose-built student accommodation brands in the UK. Their platform provides insights across student customers, front-line staff and senior management on customer experience and employee engagement.

They came to us with survey data and an idea of the key highlights they wanted to cover in a whitepaper to be presented at their industry stakeholders conference. They needed our help to check the data and make any suggestions for alternative supportive data sets under their chosen themes if any significant data sets were found during the analysis. After this phase, our design team worked with our lead data consultant to create a set of 'formal but fun' data visuals to form part of a 25-page whitepaper which we also created for them in the Investor in Students brand style.



The data visuals mirrored the Investor website and were used at the conference to help demonstrate the key findings from the initial survey. The report itself was also handed out at the conference and is available to download [here](#).

Creative services

Client work

Racing to become more sustainable

In 2020, the Bristol Gulls, a team of four women, took on one of the toughest rowing races in the world with the intention of raising awareness of ocean pollution and drowning prevention. The Talisker Whisky Atlantic Challenge is a 30+ day trip across the ocean with a heavy carbon footprint made up of (but not limited to) a large quantity of disposable waste and unsustainable provisions.

For the challenge, the team raised money for RNLI Portishead and Clean Up Bristol Harbour charities. We offered our services to help translate their achievement into something both engaging and quantifiable. First, we calculated their footprint by measuring their environmental data on four key performance indicators of their trip - boat, kit, food/supplements, and packaging. From this, we were

able to identify the key statistics of the four KPIs in comparison to the more conventional teams rowing the challenge without thinking about their impact. The aim was to tell a story which conveyed how much benefit to the environment could be made if all teams adopted the same measures.

Finally, our design team created this concise and impactful infographic which the Gulls could utilise to help achieve their goals of changing the status quo in future races. The impact they were able to make by implementing simple changes was incredible and should be an inspiration to others looking to take on long range ocean adventures!



Marketing materials

OR

Scope emissions

Design portfolio

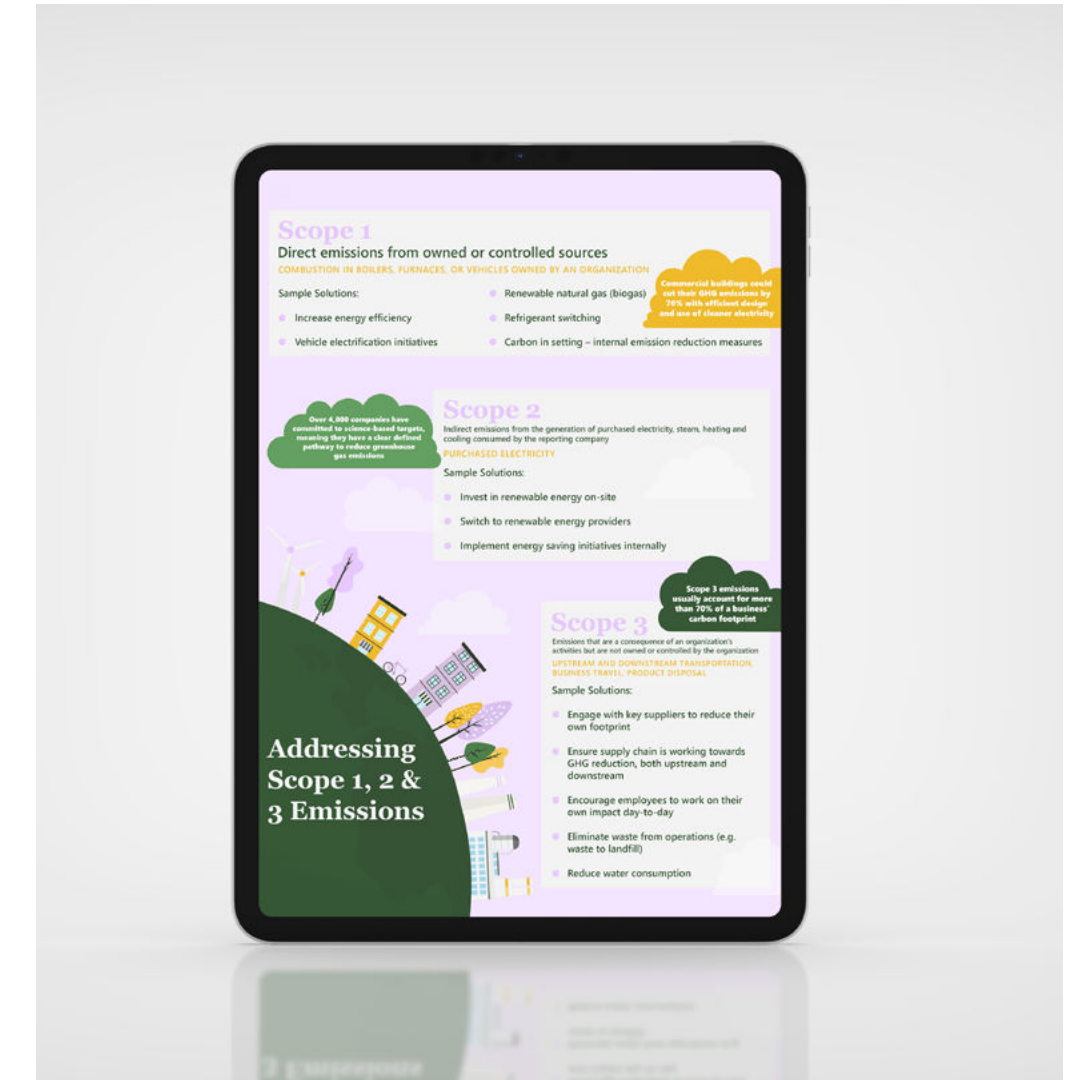
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Bitesize Scope 3 overview

Our world is full of acronyms and complex topics which can sometimes be difficult to follow. We like to speak plainly and make sustainability and data accessible so infographics like this one are a great way to disseminate complicated information in a more easily digestible format. We do a lot of work on carbon footprinting and talk with clients often about Scopes 1-3 but unless you're a sustainability professional, how much do you need (or have time) to know beyond the basics?

We created this attractive piece in our branding to easily explain scopes to clients and leads looking to engage with us on our carbon accounting services. Originally, it was for an event we attended but can easily be adapted to suit other formats such as emailable pdf or social media assets.

This piece has been especially useful for our SME clients who don't necessarily have a sustainability team inhouse. If there are complex sustainability topics you're struggling with, do let us know as this is something we can do for clients too.



Creative services

Marketing materials

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Understanding the outcomes of COP27.

The conference of parties of the United Nations Framework Convention on Climate Change takes place every year with the aim of bringing world leaders and experts together to accelerate global efforts on climate change.

Last year, for COP27, our design team took a comprehensive overview from our consultancy team who followed the conference closely and created a series of infographics and a downloadable pdf for our clients, partners and online audience to give them the top line facts in a quickly accessible format. The illustrations and digestible snippets of text make it more appealing than reading a heavy document and by sharing this on social media, we encouraged and made it easy for people to share this with their colleagues.

COP28

With COP28 just around the corner, we'll be doing this again soon. The conference is a very important date in the Sustainit calendar and something we always look forward to following.



Journey mapping simplicity

This piece was created to explain the selection process we take clients through when they're looking for a new sustainability data management software. Whilst it may look simple, this is actually a big, complex piece of work which involves knowledge and understanding of complex systems. It took time working with our technical team to understand the essential elements to convey through design.

This pdf forms part of our sales collateral for potential clients looking for new sustainability software but we can create journey maps or sustainability roadmaps for our clients to break down complicated projects into easy-to-understand steps. This is a great way to remind staff how a particular process works, and the design could easily be adapted to fit for different formats such as social media or print media as well as clients' own branding.





Showcasing Bristol’s positive impact on food waste

We regularly send out a Christmas card to our customers and suppliers. On this particular year, we wanted to shout about how great Bristol is to express what a hub of innovation creativity and exploration our home city is. Given that data is our 'bread and butter' we decided to focus on food waste as it is the time of year when waste becomes a hot conversational topic.

We decided to reach out to hospitality and suppliers across the city to collect facts on what positive things they'd been doing to combat food waste. Once we'd collected the data we needed, our design team put it into an attractive and fun digital format to share back with them and to our wider audience.



Get in touch

Collecting your data is one thing but bringing it to life visually adds a whole new dimension and helps tell your sustainability story in a richer, more compelling way.

Whether it's a branded report, key highlights, or an infographic, we have the tools to transform your data into easy to understand, insightful and inspiring visuals.

Using our design know-how and, if you choose, your brand guidelines, we can create just about any visual for you.

Our design team

Lyd Willcox heads up our design function as our Creative Manager. She brings the creative flair to our office with her incredible design skills. She has a background in social media marketing and is the brains behind our new branding. She works on both internal and client facing projects, covering everything from designing presentations for the team to creating useful infographics and data visualisation pieces for

our clients. Outside of work, she's a passionate Illustrator and you can see some of her work here.

As part of our wider marketing team, we can also support on copywriting and content creation for things like impact reports and employee engagement.