

POOR
LITERALS

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CATALOGUES
& Brochures



Sykes-Pickavant January - April 2019 Promotional Brochure

I design 20 page promotional brochures for my client Sykes-Pickavant three times a year, these feature the most recent releases as well as best-sellers set by the company. I designed this release as an 'Out of this World Offers' feature as many of the new products were bright and spherical, resulting in a spacey vibe, especially when placed against a dark background.

Sykes-Pickavant September - December 2019 Promotional Brochure

The product listing for the September - December 2019 Sykes-Pickavant promotional brochure was made up of a lot of blue and green products, so I decided that this would make for an interesting gradient design across the cover. I adopted a collage style layout, showcasing as many of the featured products as possible, and set them against a co-ordinating gradient background, cycling through blue, mid and bright green. I kept the design fresh by adding a sleek white border to the text which fell behind the products and I replicated the gradient as a background for the title.



sp Sykes-Pickavant.

NEW PRODUCTS & SPECIAL OFFERS



NEW YEAR
NEW PRODUCTS
NEW SOLUTIONS

JAN
APR
2020

Locking Lug Nut Remover Kit

69070000 THE ONLY KIT THAT REMOVES ALL LOCKING LUG NUTS

- The ultimate tool to remove the most difficult locking nuts in the quickest and safest way
- Designed to accommodate even the hardest locking lug nuts featuring complex designs and hidden mounting
- Ideal for use in place of bolt or damaged locking wheel nut keys
- Professional kit - made of solid material that can work on the hardest lug nuts
- Very heavy and quick to use - applies to 8 different car wheels
- Works on all types of sockets from any brand
- Works on all modern cars with odd shaped lug nuts
- Also works on damaged lug nuts

£299.00

Spare Parts

QTY	PART NO.	DESCRIPTION	PRICE	QTY	PART NO.	DESCRIPTION	PRICE
1	69070000	Locking Lug Nut Remover Kit	£299.00	1	69070000	Locking Lug Nut Remover Kit	£299.00
1	69070001	Locking Lug Nut Remover Kit	£299.00	1	69070001	Locking Lug Nut Remover Kit	£299.00
1	69070002	Locking Lug Nut Remover Kit	£299.00	1	69070002	Locking Lug Nut Remover Kit	£299.00
1	69070003	Locking Lug Nut Remover Kit	£299.00	1	69070003	Locking Lug Nut Remover Kit	£299.00
1	69070004	Locking Lug Nut Remover Kit	£299.00	1	69070004	Locking Lug Nut Remover Kit	£299.00
1	69070005	Locking Lug Nut Remover Kit	£299.00	1	69070005	Locking Lug Nut Remover Kit	£299.00
1	69070006	Locking Lug Nut Remover Kit	£299.00	1	69070006	Locking Lug Nut Remover Kit	£299.00
1	69070007	Locking Lug Nut Remover Kit	£299.00	1	69070007	Locking Lug Nut Remover Kit	£299.00
1	69070008	Locking Lug Nut Remover Kit	£299.00	1	69070008	Locking Lug Nut Remover Kit	£299.00
1	69070009	Locking Lug Nut Remover Kit	£299.00	1	69070009	Locking Lug Nut Remover Kit	£299.00
1	69070010	Locking Lug Nut Remover Kit	£299.00	1	69070010	Locking Lug Nut Remover Kit	£299.00

How to use: APPROXIMATELY 4 - 8 MINUTES PER WHEEL

CENTRE DRILL EXTRACTS MOUNTING REMOVE LUG BENCH EXTRACTOR

Alloy Wheel Weight & Adhesive Removal Kit - Combination Deal

6801015P

£21.95

- Removes rust with ease
- Includes Wheel Weight Remover Tool and Coat of Iron
- Can be used for removing black wheel weights on alloy wheels
- Coat of Iron for ultimate removal of adhesive of the wheel weights

VW Stud Torque Adaptor

02253000

£7.95

APPROVED

NEW

Evotorque® Battery Tool Range

DON'T LEAVE TORQUING TO CHANCE!

TYPE	MARK	DRIVE SIZE	CALIBRATED RANGE	MOUL. WEIGHT	DRIVING FORCE	PRICE
1/2"	EVOT	1000	100-1000	1.1	110	£149.00
3/8"	EVOT	1000	100-1000	0.5	55	£99.00
1/4"	EVOT	1000	100-1000	0.3	33	£69.00
1/8"	EVOT	1000	100-1000	0.2	22	£49.00
1/16"	EVOT	1000	100-1000	0.1	11	£29.00
1/32"	EVOT	1000	100-1000	0.05	5.5	£19.00

Evotorque® battery tool (EVOT) is fast, reliable and accurate every time! It's the answer to a business problem: data economy. It's the answer to a business problem: data economy. It's the answer to a business problem: data economy.

Evotorque® Battery Tool Range

- 1/2" Drive
- 3/8" Drive
- 1/4" Drive
- 1/8" Drive
- 1/16" Drive
- 1/32" Drive

Industrial Motor Torque Wrenches

Evotorque Industrial Motor Torque Wrench can be split into 2 parts for ease of use and transport.

Torque Wrench Trade In

Trade in and trade up to a quality Motor Torque Wrench for **FREE!**

EVOT now lets you trade in your old wrench for your new one!

MEGA DEAL

DRIVE SIZE	DRIVE TYPE	DRIVE SIZE	CALIBRATED RANGE	MOUL. WEIGHT	DRIVING FORCE	PRICE
1/2"	EVOT	1000	100-1000	1.1	110	£149.00
3/8"	EVOT	1000	100-1000	0.5	55	£99.00
1/4"	EVOT	1000	100-1000	0.3	33	£69.00
1/8"	EVOT	1000	100-1000	0.2	22	£49.00
1/16"	EVOT	1000	100-1000	0.1	11	£29.00
1/32"	EVOT	1000	100-1000	0.05	5.5	£19.00

MADE IN THE UK

Option 1

Digital Conversion Kit

3310005P

£749.00

0-300 bar

Basic kit for use with existing Sykes-Pickavant products listed below

- Investment in correct SP kits is not wasted due to backwards compatibility
- Includes 330005P Digital Multifunction Tester (Labels) & 330004 0-300 Bar Sensor with Cable

Compatible Models

Oil Pressure	Compression	Cooling System Pressure	Fuel Pressure
31470000	31470000	31420000 / V2 / V3	31427500
31475000	31470000	31428500 / V2	31428500
31420000 / V2 / V3	31428500 / V2	31429500 / V2	31429500
31427500	31429500 / V2	31430000	31430000
31428500	31430000	31460000	31460000
31429500	31460000	31468000	31468000
31430000	31468000	31469000	31469000
31460000	31469000	31460000 / V2	31460000 / V2
31468000	31460000 / V2	31468000	31468000
31469000	31468000	31469000	31469000
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31468000	31460000 / V2	31468000	31468000
31469000	31468000		

Sykes-Pickavant January - April 2020 Promotional Brochure

The newly released Universal Digital Pressure Tester launched in this release, featuring a dark grey/black housing which needed to be distinguishable from the dark pages of the brochure. I decided that an effective way to do this was by using a colour spectrum design against the dark industrial style. I set this in a light flare which drew upon the Lighting Solutions which were also featured throughout this release.

NEW

Option 1

Digital Conversion Kit

£749.00

331000SP



0-300 bar
Basic kit for use with existing Sykes-Pickavant products listed below

- * Investment in current SP kits is not wasted due to backwards compatibility
- * Includes 331000SP70 Digital Multifunction Tester (tablet) & 331000-16 0-300 Bar Sensor with Cable

Compatible Models

Compression	Oil Pressure
• 31407500	31470000
• 31420000 / V2 / V3	314700LG
• 31427500	Cooling System Pressure
• 31428000	• 33159500 / V2 / V3
• 31428500 / V2	• 33170000 / V2
• 31429500 / V2	• 33179500 / V2
• 31430000	• 33180000*
Fuel Pressure	• 33186000*
• 31461000	• 33189000*
• 31468000	• 33189500*
• 31469000	• 33190000
• 31480000 / V2	• 33190500
• 314860V2	
• 314875V2	
• 31489500	
• 31492000	
• 314925V2	

*Requires 03176870 convertor

Optional

331000-10

-1 - 3 bar sensor & cable

£125.00

Universal Digital Pressure Tester



Compression
Petrol / Diesel



Oil Pressure**



Turbo
Pressure



Cooling System
Pressure





Particle Filter
Pressure



Vacuum
Pressure†



Fuel Low
Pressure



AD Blue
Pressure

SAVE SHARE PRINT

NEW

Option 2

Comprehensive Kit

£1349.00

33100000



Save, export, print and share results for selected applications

Full kit for standalone use - all possible applications

Digital Kit Advantages:

- Easier to see smaller variations in pressure and vacuum
- Option to print results / evidence for reference or to present to customers
- Easier to read and provides more accurate readings than a traditional analogue gauge; which is essential for correct diagnosis on current models
- Suitable for high pressure petrol & diesel readings (with optional transducer & fittings)
- Unit pre-programmed for future add-on kits
- Compatible with previous and existing gauge products from Sykes-Pickavant

Full Kit Contents:

- Tester
- Sensor 0 to 300Bars
- Sensor 1 > 3Bars
- Universal Diesel Compression Adaptor
- Universal Petrol Compression Adaptor
- Eight specific professional quick coupling adaptors
- Vacuum adaptors


Example of Display






5 01543 679900

**Adaptors required for entry via oil pressure sensor †Additional transducer required with 331000SP


6

Sykes-Pickavant July - October 2021 Industrial Brochure

With business disruptions due to Covid-19, the most recent brochures have been reduced from 20pp to a bi-fold design. With limited pages, it's all the more important to utilise available space to feature as many products as possible. The client decided that this release would be industrial specific (as opposed to automotive) so I chose a light colour scheme to set this apart from the usual releases.



1500 Series 8 Tonne Hydraulic Ram
150000V2 **£94.50**

- New design includes pre-loading 30mm of force to prevent oil from leaking out of the cylinder
- High pressure ram for 8t hydraulic applications and can also be used with many alternative types of applications eg. 2.5kg pressure test, 10kg, 20kg, 30kg, 40kg, suspension loads, concrete etc.
- Can be used for a variety of mechanical force prior to hydraulic operation
- Storeroak 120°
- Thread: 1/2" x 1/8"
- Weight: 16kg

1800 Series 12 Tonne Hydraulic Ram
180000V2 **£119.95**

- New design includes pre-loading 30mm of force to prevent oil from leaking out of the cylinder
- Standard power unit for 12t suspension applications eg. 20kg, 30kg, 40kg, 50kg, 60kg, 70kg, 80kg, 90kg, 100kg, 110kg, 120kg, 130kg, 140kg, 150kg, 160kg, 170kg, 180kg, 190kg, 200kg, 210kg, 220kg, 230kg, 240kg, 250kg, 260kg, 270kg, 280kg, 290kg, 300kg, 310kg, 320kg, 330kg, 340kg, 350kg, 360kg, 370kg, 380kg, 390kg, 400kg, 410kg, 420kg, 430kg, 440kg, 450kg, 460kg, 470kg, 480kg, 490kg, 500kg, 510kg, 520kg, 530kg, 540kg, 550kg, 560kg, 570kg, 580kg, 590kg, 600kg, 610kg, 620kg, 630kg, 640kg, 650kg, 660kg, 670kg, 680kg, 690kg, 700kg, 710kg, 720kg, 730kg, 740kg, 750kg, 760kg, 770kg, 780kg, 790kg, 800kg, 810kg, 820kg, 830kg, 840kg, 850kg, 860kg, 870kg, 880kg, 890kg, 900kg, 910kg, 920kg, 930kg, 940kg, 950kg, 960kg, 970kg, 980kg, 990kg, 1000kg, 1010kg, 1020kg, 1030kg, 1040kg, 1050kg, 1060kg, 1070kg, 1080kg, 1090kg, 1100kg, 1110kg, 1120kg, 1130kg, 1140kg, 1150kg, 1160kg, 1170kg, 1180kg, 1190kg, 1200kg, 1210kg, 1220kg, 1230kg, 1240kg, 1250kg, 1260kg, 1270kg, 1280kg, 1290kg, 1300kg, 1310kg, 1320kg, 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Large Universal Internal / External Puller
17700000 **£425.00**

- Includes base plate
- Adjustable height
- Internal / External
- Reversible legs
- Load capacity: 17700kg
- Weight: 177kg

Loadstar Puller 12 Tonne
20101200 **£1099.95**

- Load capacity: 12000kg
- Weight: 120kg

20 Tonne Loadstar "Plus" Press Frame
212050V2 **£2595.00**

- Load capacity: 20000kg
- Weight: 2000kg

Multipull® Blind Housing Bearing Remover Kit
09800000 **£127.95**

- Removes bearings from housing
- Includes: 1x Multipull, 1x Housing, 1x Remover

Internal / External Circlip Tool
02870000 **£174.95**

- 9MM - 90MM SPREAD
- Includes: 1x Tool, 1x Case

Slide Hammer Puller Kit - Combil Pull & Split Collets Extractor
08540300 **£329.00**

- Includes: 1x Puller, 1x Collet, 1x Case

Loadstar Vision for Optare Buses
212050V2 **£2595.00**

- Includes: 1x Vision, 1x Case

Unbreakable Vice - Fixed Base
GUARANTEED 4", 6" & 8" UNBREAKABLE
NEW Magnetic Jaws

Size	Weight	Price
4"	10kg	£100.00
6"	15kg	£150.00
8"	20kg	£200.00

Head Restorers
Screw Extractor Set
01800000 **£99.95**

- Includes: 1x Restorer, 1x Extractor, 1x Case

Hydraulic Nut Splitters
228MM NUT CAPACITY
033600V2 **£199.95**

- Includes: 1x Splitter, 1x Case

Induction Heater Deluxe Kit
960000SP **£695.00**

- Includes: 1x Heater, 1x Case

Industrial Motorq Torque Wrenches
70300000 **£38.95**

- Includes: 1x Wrench, 1x Case

Universal FlowStop Range
FlowStop Kits
70200000 **£23.95**

- Includes: 1x Kit, 1x Case

XL Individual Flowstops
70400000 **£41.95**

- Includes: 1x Stop, 1x Case

FlowStop Kits
70500000 **£59.95**

- Includes: 1x Kit, 1x Case

'Silver Series' Hydraulic Workshop Presses

Range of Hydraulic Workshop Presses equipped with a two-speed manual pump, overload safety valve, automatic arm return system & V blocks



PEDAL KIT AVAILABLE
N.B. A standard delivery charge of £40 will apply within the UK with extra charges applicable for delivery outside the UK. Contact Customer Services for further details.

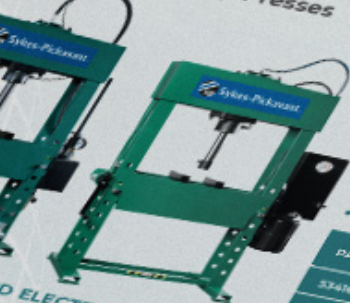
15T, 20T, 30T & 50T RATED MODELS AVAILABLE

- Heavy duty steel frame
- Automatic arm return
- Manufactured in the EU
- Two speed pump
- Pressure gauge
- Fully adjustable horizontal ram movement
- Piston over-travel limit stop
- Delivered ready for use
- Overload safety valve
- V blocks
- Winch for table*

PART NO.	RATING	HEIGHT (MM)	WIDTH (MM)	DEPTH (MM)	BED DEPTH (MM)	RANGE	WEIGHT (KG)	PRICE
53436000	15T	915	300	650	170	75 - 750	180	£965.00
53436200	20T	2030	940	650	180	65 - 1030	165	£870.00
53436400	30T	2040	700	690	200	85 - 1020	230	£1250.00
53436500	50T	2290	1220	650	210	70 - 1065	370	£1975.00

*For models 53436400 & 53436500

Heavy Duty Workshop Presses



Hand / Foot Operated Workshop Presses

- Air assisted dual operation via foot pump or pump handle
- Air connection fitted with water separator
- Fast and safe adjustment of the press table height, using a braked winch
- Wide insertion width
- 300mm stroke
- Fast air return
- Pressure gauge
- Two V-blocks
- Hard chrome piston
- Movable cylinder

Electro-Hydraulic Workshop Presses

- 50T hinged pump unit enables easier insertion of longer work-pieces
- Multi-adjustable pressure valve
- Fast and safe adjustment of the press height, using a braked winch
- Wide insertion width
- 300mm stroke
- Pressure gauge
- Two V-blocks
- Hard Chrome Piston
- Movable cylinder

PART NO.	OPERATION	RATING	WORKING AREA H x W	ACTING CYLINDER	PRICE
53416000	Hand/Foot	60T	760 x 1005mm	N/A	£3299.00
53417000	Hand/Foot	80T	760 x 1005mm	N/A	£3399.00
53418000	Hand/Foot	70T	760 x 1005mm	N/A	£4499.00
53426000	Electro-Hydraulic	100T	915 x 1035mm	Single	£4289.00
53426000	Electro-Hydraulic	60T	760 x 1000mm	N/A	£4799.00
53427000	Electro-Hydraulic	70T	760 x 1005mm	Double	£6499.00
53427000	Electro-Hydraulic	100T	915 x 1035mm	Double	£6499.00

Single Acting Cylinder: One-way pressing action for where heavy tooling is not to be mounted on the piston
Double Acting Cylinders: Featuring both pressing and pulling facilities, flange supplied for fitting of tooling

N.B. Delivery details available on request from Customer Services on 01524 470500 or sales@sykespickavant.com

Comprehensive Hydraulic Puller / Separator / Extractor Kit



15530500
£1199.00

- Combines pin 15530500 and 15310500 to make the most comprehensive set of pulling, separating and extracting options available
- Ideal workshop set for applications where a wide variety of pulling and extracting problems are likely to be encountered on a daily basis



KIT CONTENTS

Item	Part No.	Max. Max. mm
Water sprayer	15530500	150
Pin Extractor	15310500	150
External Spread	15530500	150
Internal Spread	15310500	150
External Reach	15530500	150
Internal Reach	15310500	150

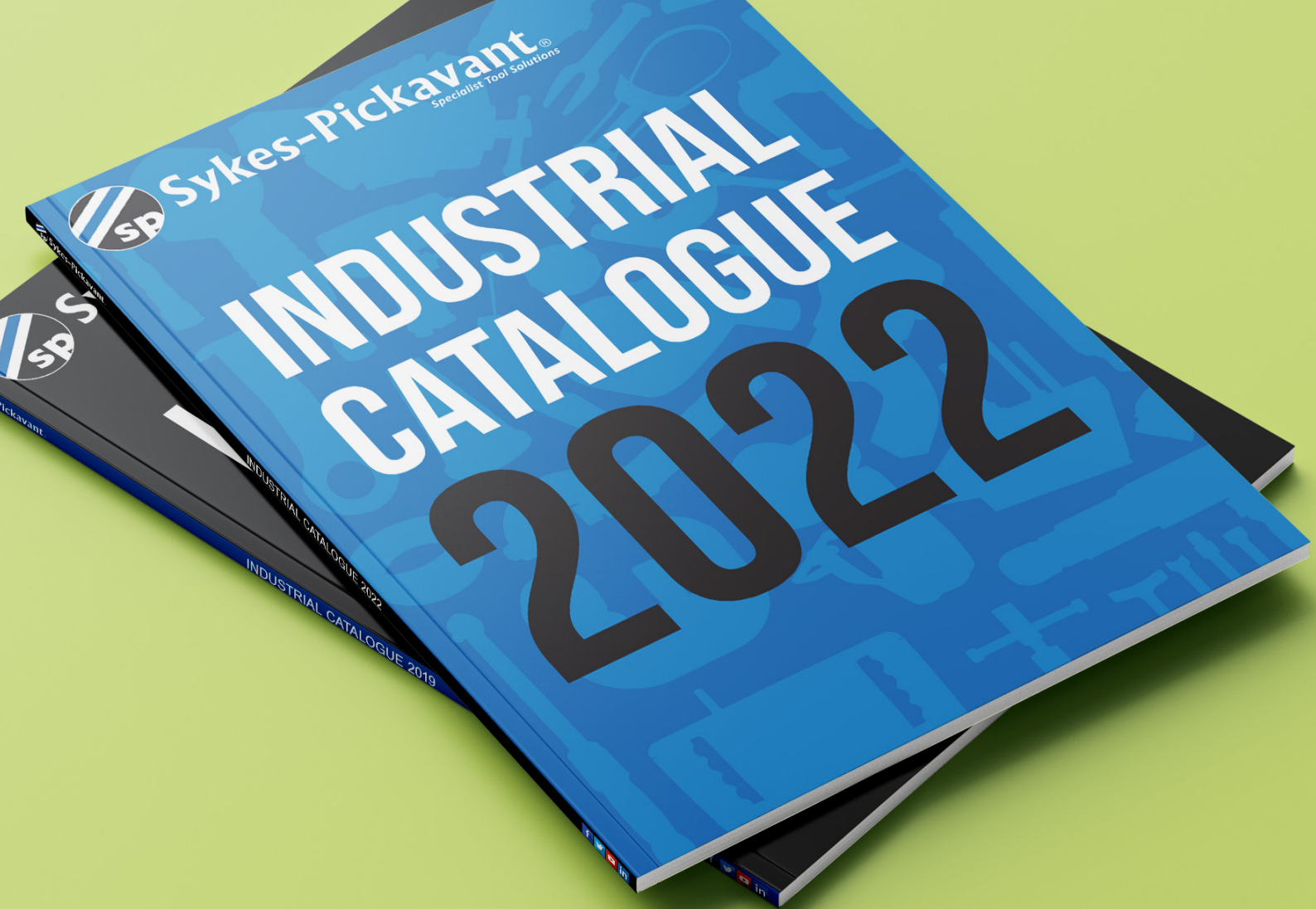
Staffordshire, WS7 3FU, United Kingdom

Distributor: Sykes

SP Sykes

**INDUSTRIAL
BROCHURE
JUL - 2024**





Sykes-Pickavant Industrial Catalogue 2019 & 2022

The Sykes-Pickavant Catalogue needed updating for 2019. With my existing workload, it was decided that I would create a 148pp Industrial specific release compared to the previous full 335pp Industrial and Automotive catalogue, for a quicker turnaround time. I kept the inner design simple and clear to put the focus on the product information and images and created a silhouetted self-colour cover design from a range of products featured inside. The publication required updating again in preparation for 2022 due to products being discontinued and released. This affected the cover design as some of the silhouettes I had created were for parts which had since been discontinued. Whilst changing the design, I also swapped the original black design for Sykes-Pickavant blue to differentiate between the two.



Sykes-Pickavant®
Specialist Tool Solutions

INDUSTRIAL CATALOGUE 2019



Sykes-Pickavant®
Specialist Tool Solutions

INDUSTRIAL CATALOGUE 2022

MECHANICAL PULLERS

MICRO PULLERS

FAST FIT MICRO PULLER

- For rapid removal of small bearings.
- Covers a wide range of automotive and engineering applications including alternator generators, idler pulleys, power tools and pumps.
- Self-ejecting force screw with T1 bar and 3.8mm hexagon drive.
- Drop forged legs with independent leaf springs.
- Sealing collar tightens under load for positive, non-slip pulling action.
- Suitable for ISO referenced bearings.
- 2 tone capacity.

Part No.	Fast Fit Micro Puller	Fast Fit Micro Puller
08171000	19-45	21

Part No.	Qty	Description
08122000	1	Flange Screw
08220100	1	Hex Pin Extension
08220200	1	Leg

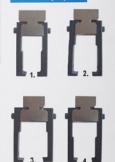


08215000

4 WAY MINI PULLER

- Ideal for windscreen wiper arms.
- Unique 4 way design allows for 4 different jaw widths to be selected.
- Reversible and interchangeable legs.
- Removable counterplate for wider application coverage.
- Capacity from 50-300mm.

4 Assembly Options



08245000

UNIVERSAL WIPER EXTRACTOR WITH ADJUSTABLE FORK

- Universal specialist fork - Wiper adjustment range covers different sizes.
- Extractor for removing the wiper arm from the wiper shaft.
- Special version with adjustable fork spring.
- Extraction arm with aluminium turning head to prevent damage to shaft.
- Ultra thin fork design for usage in narrow spaces.
- Wide rubber for work on large wipers.
- Strong design for use on vented windshield wipers.
- Torq mechanism balances the pressure on both forks.

UNIVERSAL APPLICATIONS

Capacity	Wiper Size
50-110	50-110 mm
110-150	55-120 mm
150-200	60-130 mm
200-250	65-140 mm
250-300	70-150 mm



08011511

Sykes-Pickavant.

1

www.sykes-pickavant.com

MECHANICAL PULLERS

MECHANICAL TWIN LEG PULLERS

- Two legs for inner gears, races, bearings and sockets.
- 2 different leg plate available - see notes below.
- Automotive and industrial applications.
- Drop forged steel leg, base and plate.
- Heat treated for strength and durability.
- Can be used for single leg pulling.
- Support counterblock.
- 4 Springs T1 for V10 sockets.
- See page 71 for component illustrations.



08300000

DOUBLE ENDED REVERSIBLE LEG PULLERS

Wiper Blade Width	Part No.	Capacity	Wiper Blade Width	Part No.	Capacity
100-150mm	08300000	0-150	150		
150-200mm	08300000	0-200	180		



08310000

STANDARD ADJUSTABLE LEG PULLERS

Wiper Blade Width	Part No.	Capacity	Wiper Blade Width	Part No.	Capacity
100-150mm	08320000	0-150	180		
150-200mm	08320000	0-200	200		



08320000

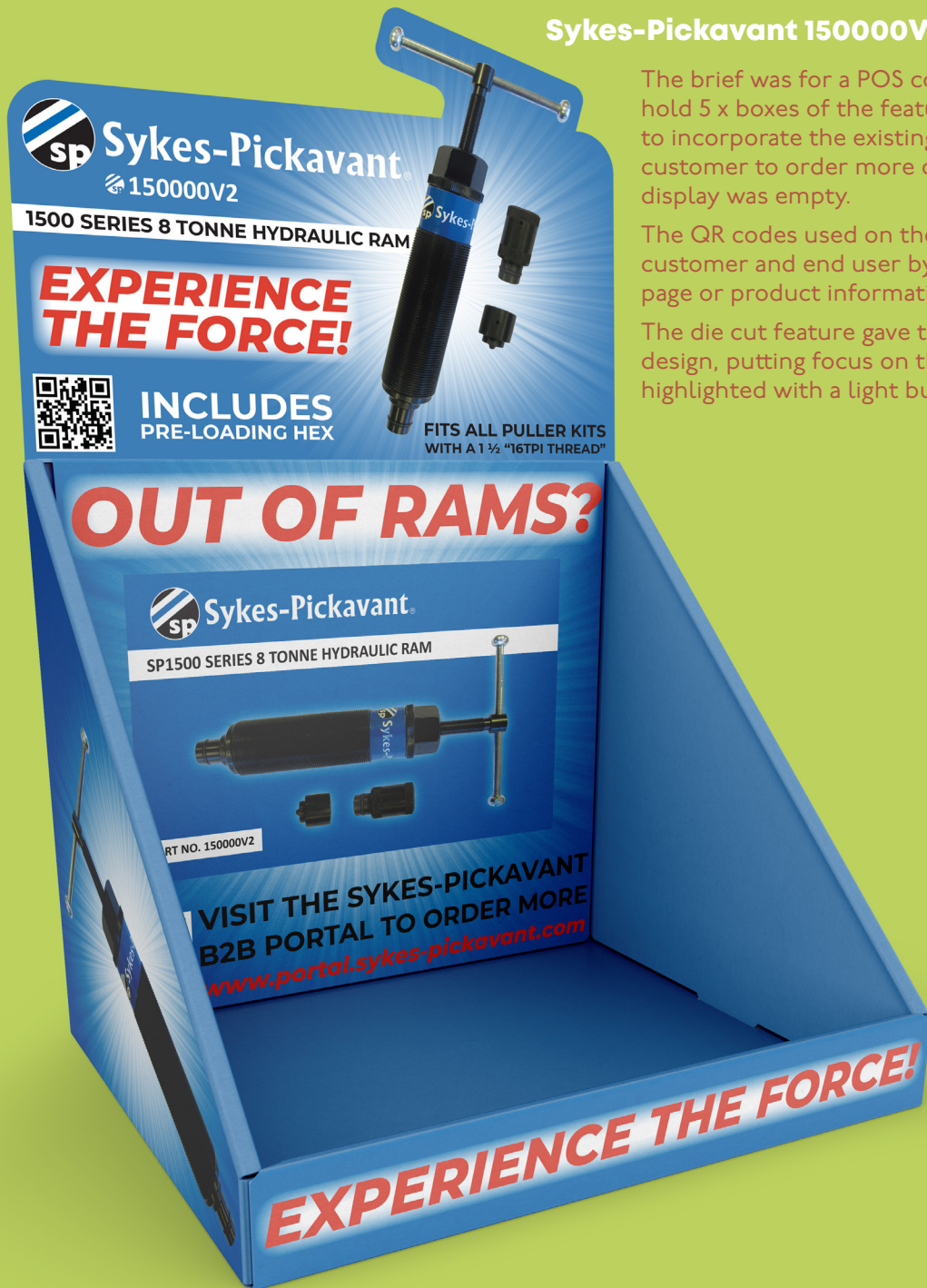
Sykes-Pickavant.

2

www.sykes-pickavant.com

CREATIVE
POS Solutions

Sykes-Pickavant 15000V2 Counter Display POS



The brief was for a POS counter display solution to hold 5 x boxes of the featured product. This needed to incorporate the existing box design and prompt the customer to order more of the product once the display was empty.

The QR codes used on the POS serve both the customer and end user by taking them to the reorder page or product information page accordingly.

The die cut feature gave the display an eye-catching design, putting focus on the product photo which was highlighted with a light burst to draw attention.

Sykes-Pickavant 1300 Puller Display Stand Header

I was asked to create a design that would attach to an existing product stand and act as POS for the products on display. I decided that the best solution for this would be a header stand with a foot which would be fed through the hollow metal base and fixed to the back-most puller with cable ties.

Considering existing Sykes-Pickavant branding, I put together a functional and attention grabbing double sided design to provide the customer with an appealing and informative solution to present to the end-user.

REVERSE



Sykes-Pickavant Vice Display Header

A creative design was required for this POS as it needed to attach to an uneven product shape. I developed a solution using self-adhesive tabs for the header card to straddle the main body of the vice. The double sided layout shows the full product range and uses QR codes to take the end user directly to the product page.

Existing Sykes-Pickavant branding styles were employed for this design to ensure the POS was immediately distinguishable.



Sykes-Pickavant POS Reorder Cards

I created this design in response to a customer request. When displaying Sykes-Pickavant products, they wanted to be able to keep a note of the part number as well as a link to reorder. I requested this to be printed on uncoated card so that the customer would be able to add the part number manually to use for any Sykes-Pickavant products they were displaying. Space was left in the middle of the card for the customer to add their own label if required.



EXHIBITION

Graphics

Sykes-Pickavant 2018 Exhibition Stand Redesign

I wanted to create an immersive experience for Sykes-Pickavant's exhibition stand redesign and developed a workshop style environment, comprised of a backdrop and trolley skirts. As this design was to be printed at large format, I decided not to use product photos and instead create a full vector design in Adobe Illustrator to ensure quality when scaling.

Both myself and the client were pleased with the final result, however as I was creating highly detailed vectors from scratch, it proved to be quite time consuming. I would opt to look into an alternative method if I were tasked with this again.



Sykes-Pickavant Automotive & Industrial Roller Banners

These roller banners were produced following the 2018 stand redesign with a short turnaround time. I was able to use existing product graphics from the backdrop for the Industrial design but the products requested for the Automotive design only existed in JPEG format. The existing JPEGs for the Industrial selection were unfortunately not high-resolution enough to use for large format printing so I made the decision to mix and match formats for this set. As the roller banners were to be displayed separately, my client was happy for me to proceed in this manner.



Creative

Branding



Subsidiary Logos

Whilst working for Sykes-Pickavant, I was tasked with creating logos for specific projects or new ventures that fell under the existing company.

'beSPoke' is a one-off automotive tool design service that Sykes-Pickavant offer, so I wanted to create something that looks like it has been taken from the drawing board whilst pulling aspects from the Sykes-Pickavant logo.

The 'Carbon Tec HHO' logo uses the symbols for Hydrogen and Carbon to illustrate the service that the machine provides whilst the shards symbolise the carbon breakdown process carried out.

'Hydro Genie' is an on-vehicle carbon cleaner so I wanted to symbolise the environmentally friendly aspects of this with the leaf shaped 'o'.

Finesse Surface Repair Branding

My client Finesse Surface Repair required branding created from scratch as the company had been newly launched. As the name suggests, they wanted a design implying high-quality and attention to detail, something stand-out from their competitors. I was influenced by American Old West sign writing for the design, using a traditional style typeface, modernised by a sleek drop shadow and chunky sans-serif typeface for the contact details.

I created a spray gun graphic in Illustrator to accompany the logo which translated effectively to both corporate embroidery and business cards.



FINESSE[®]

SURFACE REPAIR

Convincing & Reliable Restorations

IAIN WILKES

07505 484 037

enquiries@finessesurfacerepair.co.uk

www.finessesurfacerepair.co.uk



FINESSE[®]
SURFACE REPAIR

REPAIRING DAMAGED

BATHS • GLAZING • DOORS • WORKTOPS

WINDOWS • FLOORING • CLADDING • SHOWERS

BRICK TINTING • STONE • GRANITE • CERAMICS

Family Foot Care

Professional treatment in the
comfort of your own home

Services Include:

- Nail Trims
- Corns
- Treatment of Cracked Heels
- Ingrowing Toenails
- Callus (Hard Skin) Removal
- Verrucae
- Thick Nail Reduction
- Paddings & Dressings

Contact:

Tel 01922 683328

Dawn Powell 07846 169545
Dip. CFHP, MPS Pract, MVR, Dip. CTec

John Powell 07989 409256
Dip. CFHP, MPS Pract, MVR

Registered Foot Health Practitioners

Family Foot Care

Professional treatment in the
comfort of your own home

Services Include:

- Nail Trims
- Corns
- Treatment of Cracked Heels
- Ingrowing Toenails
- Callus (Hard Skin) Removal
- Verrucae
- Thick Nail Reduction
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Contact:

Tel 01922 683328

Dawn Powell 07846 169545
Dip. CFHP, MPS Pract, MVR, Dip. CTec

John Powell 07989 409256
Dip. CFHP, MPS Pract, MVR

Registered Foot Health Practitioners

Family Foot Care Branding

Family Foot Care required a sleek, modern design for their branding update. I created a simple footprint graphic in Illustrator and layered this behind a chunky italic sans-serif typeface. The graphic clearly illustrated the nature of the business and I chose to incorporate a light blue colour to symbolise the medical/sterile nature of their work.

The client requested A5 leaflets and business cards as well as social media branding, ensuring consistency across all channels, both digital and physical.



Alt. Dreads Branding Package

My client Alt. Dreads had an existing logo and graphics style that they wanted me to use to create a printed branding package. They requested business cards, leaflets, loyalty cards and vouchers with a grungy aesthetic based around their existing marketing. The client also wanted some 'after-shots' of their customers to be used in the artwork, so I removed the background of the photos provided and added a sketchy white border in-keeping with the new designs.



MARKETING

Campaigns

Sykes-Pickavant Email Campaigns

Email campaigns for Sykes-Pickavant often have to go out at a moment's notice so I often use stock images alongside company branding to put these together. I currently use Benchmark to design, schedule and send these and am proficient with the platform, optimising still and moving graphics to provide an immersive experience for the viewer. When importing contacts, I ensure GDPR is met and oversee campaign performance and reputation health.



SP Sykes-Pickavant
Specialist Service Solutions

INTRODUCING CARBON TEC HHO



The service involves releasing hydrogen into the combustion engine's inlet system whilst running; increasing internal temperature to expel carbon build up and promoting efficient operation with a cleaner engine

- **Aids Better Engine Performance**
- **May Help Lower Emissions**
- **Easy to Perform on Your Vehicle**
- **Works on Petrol & Diesel Engines**

ASK HERE TODAY FOR DETAILS

APPROX. 10 MINUTES INTO OPERATION



Initial indication of carbon deposits being cleared; visible in exhaust smoke

APPROX. 30 MINUTES INTO OPERATION



Exhaust smoke already begins to appear cleaner as residue is removed

AFTER OPERATION



Internal build up is expelled leaving the vehicle with a cleaner engine

Garage Stamp:



WATCH THE VIDEO HERE

**Results will differ from vehicle to vehicle*



Sykes-Pickavant Carbon Tec HHO DL Flyers

Many of Sykes-Pickavant's customers and their end-users prefer physical marketing instead of digital methods. With a large number of the target market being 60+, their internet/email access is often limited, and this supports the continued use of printed marketing for the company.

This mail shot was for the Carbon Tec HHO (logo design on page 17) which had been newly launched at time of print. The double sided DL flyer includes graphics and colours based around product specific branding, including the shard effect as used in the logo as well as 'HHO green'.

Sian
Powell

**GRAPHIC
DESIGN &
MARKETING**

— Contact —

**WWW.SPGRAPHICS.CO.UK
SIAN@SPGRAPHICS.CO.UK**