



kilvington





# Who we are.

Kilvington is an award winning branding and design agency, based in Cheltenham.

Established for over 20 years, the company launched Range Rover in North America, rebranded Triumph Motorcycles and developed a global brand identity for Massey Ferguson. More recently, Kilvington has become a major player in the education sector, working with

over 300 of the UK's leading independent schools. Projects over the past three years include a brand identity for the world's largest payment provider, a new lifestyle brand, the re launch of two automotive companies and a brand campaign for a Cotswold town.



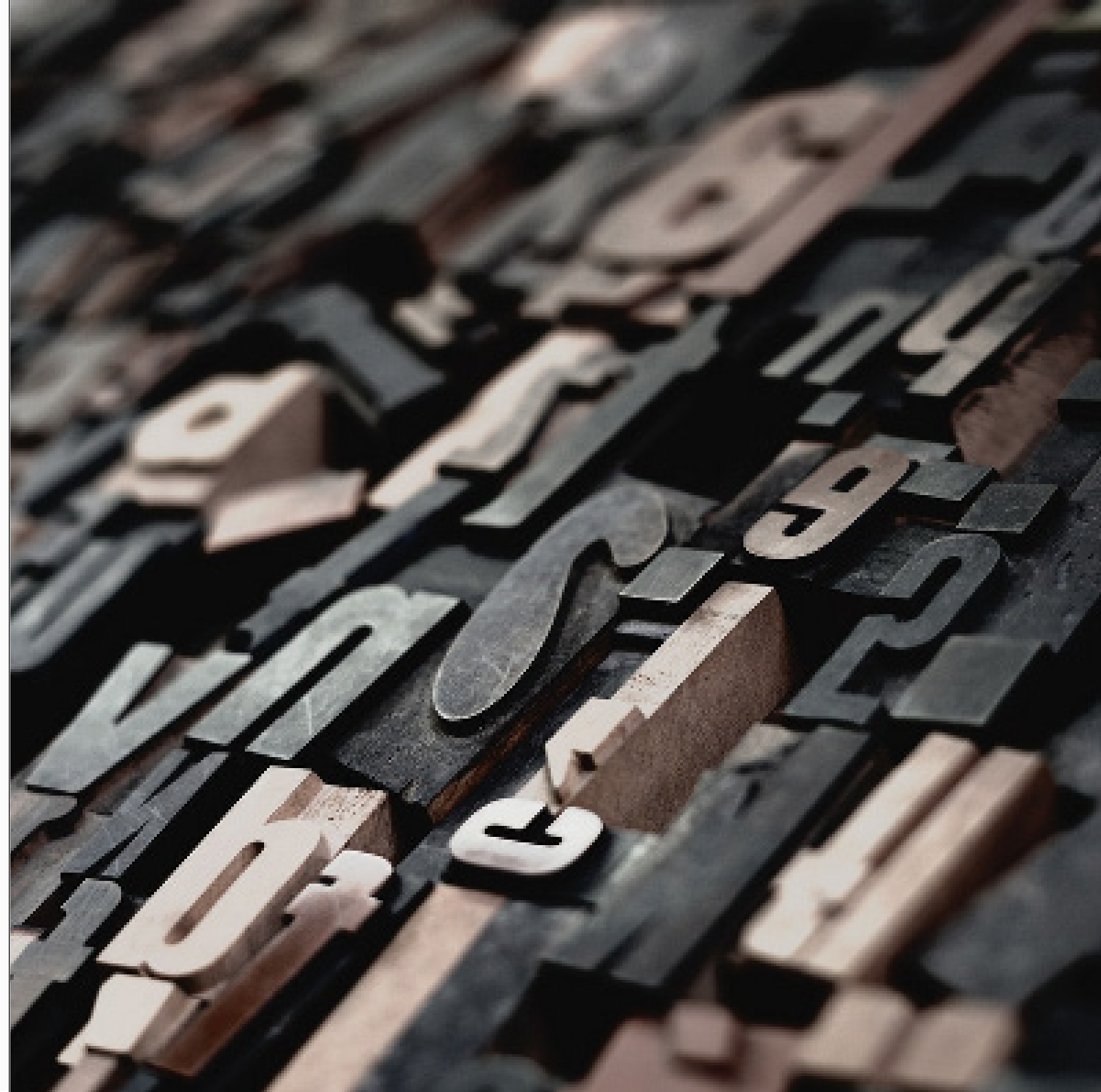
# Your Brand.

Your brand is in effect your reputation. Branding is the management of your reputation and the thinking behind your identity and image.

Your brand identity is the articulation of this thinking.

Your brand strategy should work in parallel with your business plan and always answer a business requirement. Branding is a culmination of knowledge, research, learning and brainstorming that allows a clear strategic direction for your brand to be developed. This strategic direction will ensure long-term development and consistency of your brand.

A brand consists of a philosophy, values, vision, mission, rational and emotional reasons to believe and a personality that reflects your business. It is your uniqueness, your point of difference. It is about how you look, feel, sound, taste and even smell. Our creative work captures this through nomenclature, structure, colour, graphics and images. This is managed by comprehensive Brand Guidelines detailing assets and applications, defining your brand identity.







# Our Brand.

We specialise in strategic brand consultancy, research, brand identity, prospectuses, websites and film.

We have created highly successful brands for many businesses and independent schools for over 20 years and consequently have gained an enormous amount of experience and expertise. Our approach is strategically lead, innovative and highly creative in its execution. Our work is absolutely bespoke for each individual client.

On the next page are testimonials from some of the businesses we have worked with.

We would like them to tell you about us! Our own values are best summarised in four words: Creativity, Reliability, Honesty and Integrity.

We believe in building strong teams, with designers working very closely with our clients, rather than through account handlers, developing solutions that create strong and powerful brands that differentiate and add value to our clients' business for the long term.



# Testimonials.

“Quite remarkable really how well we’ve stayed on track with such a big project – and that is down to your **major hard work and brilliance** so I’m incredibly grateful.”

“The new brand had settled in fantastically well and you have successfully **captured the ethos of the business.**”

“You took the time to get to know the people and the business and **we are thrilled** with the results.”

“There is not a hint of ‘one size- fits-all’ about Kilvington.”

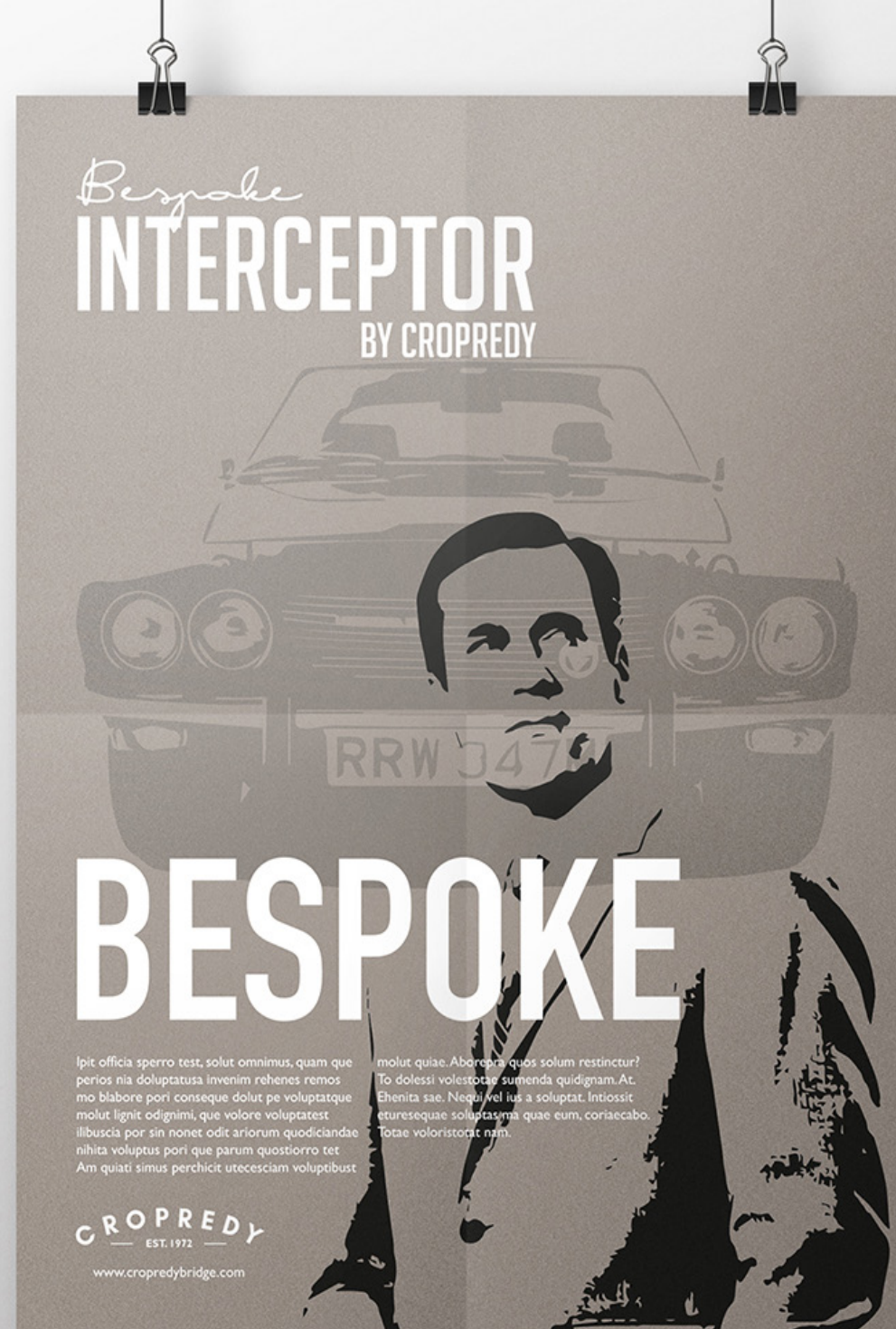
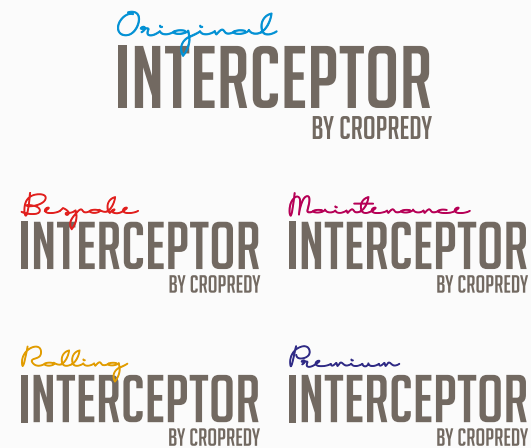
“We are all **smiling!** Thank you for your **inspiration.**”

“The outcome has been **contemporary and dynamic**, whilst reflecting the ethos of the business.”

“If you are prepared to **be brave** and allow Kilvington to be creative in their design, **you won’t be disappointed.**”

“There was **meticulous planning**, in which we were fully consulted and totally involved.”

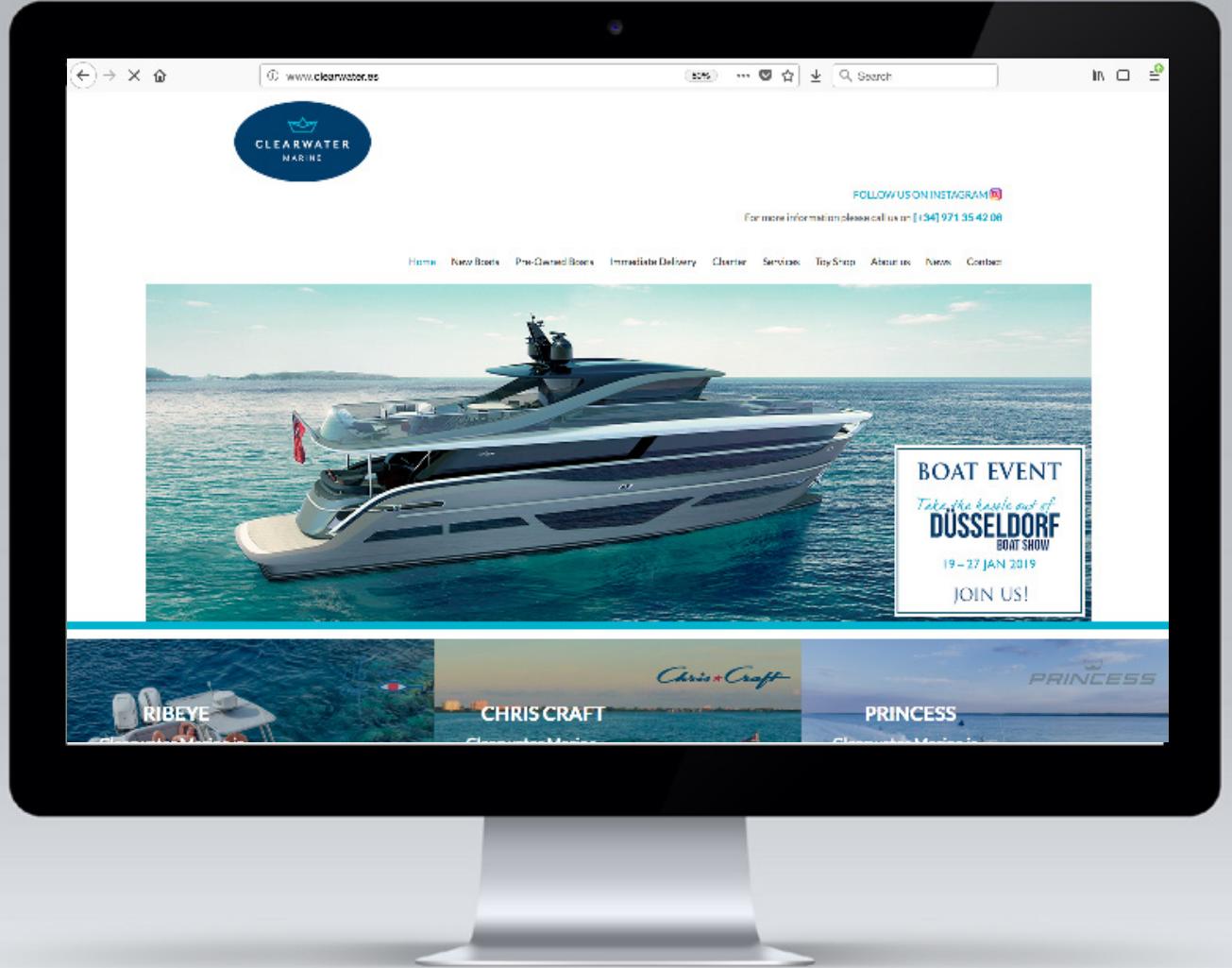








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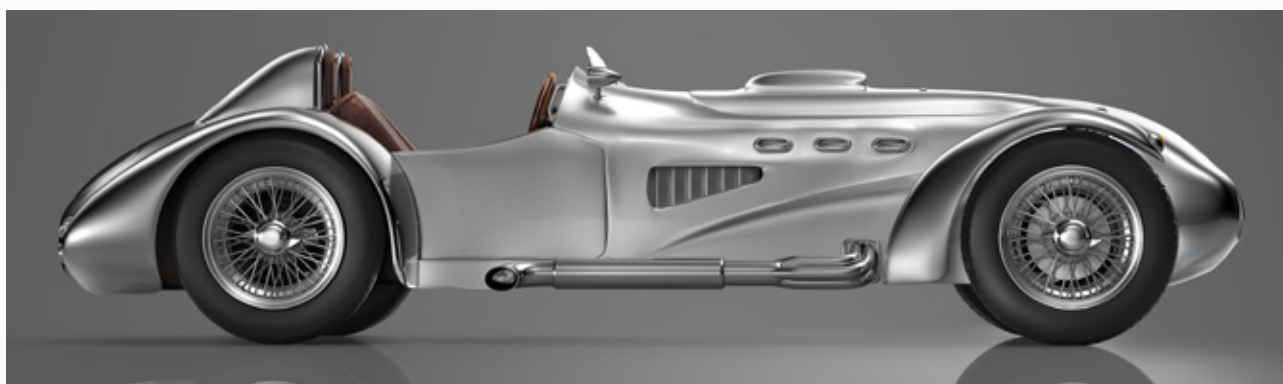


# SECURE RETAIL

Complete Payment Solutions







INTRODUCING THE BRAND NEW ALLARD J3

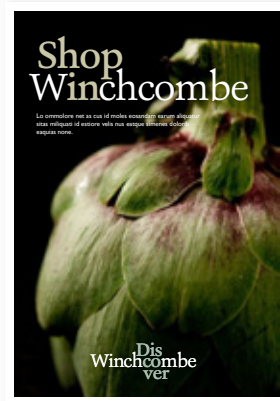


[www.allardsportscars.co.uk](http://www.allardsportscars.co.uk)

The advertisement features a front view of the Allard J3 sports car. The car is silver with a racing number "97" on the front and a license plate "WMX814". A checkered racing flag is visible in the background. The text "INTRODUCING THE BRAND NEW ALLARD J3" is displayed below the car. The Allard logo is at the bottom, followed by the website address "www.allardsportscars.co.uk".



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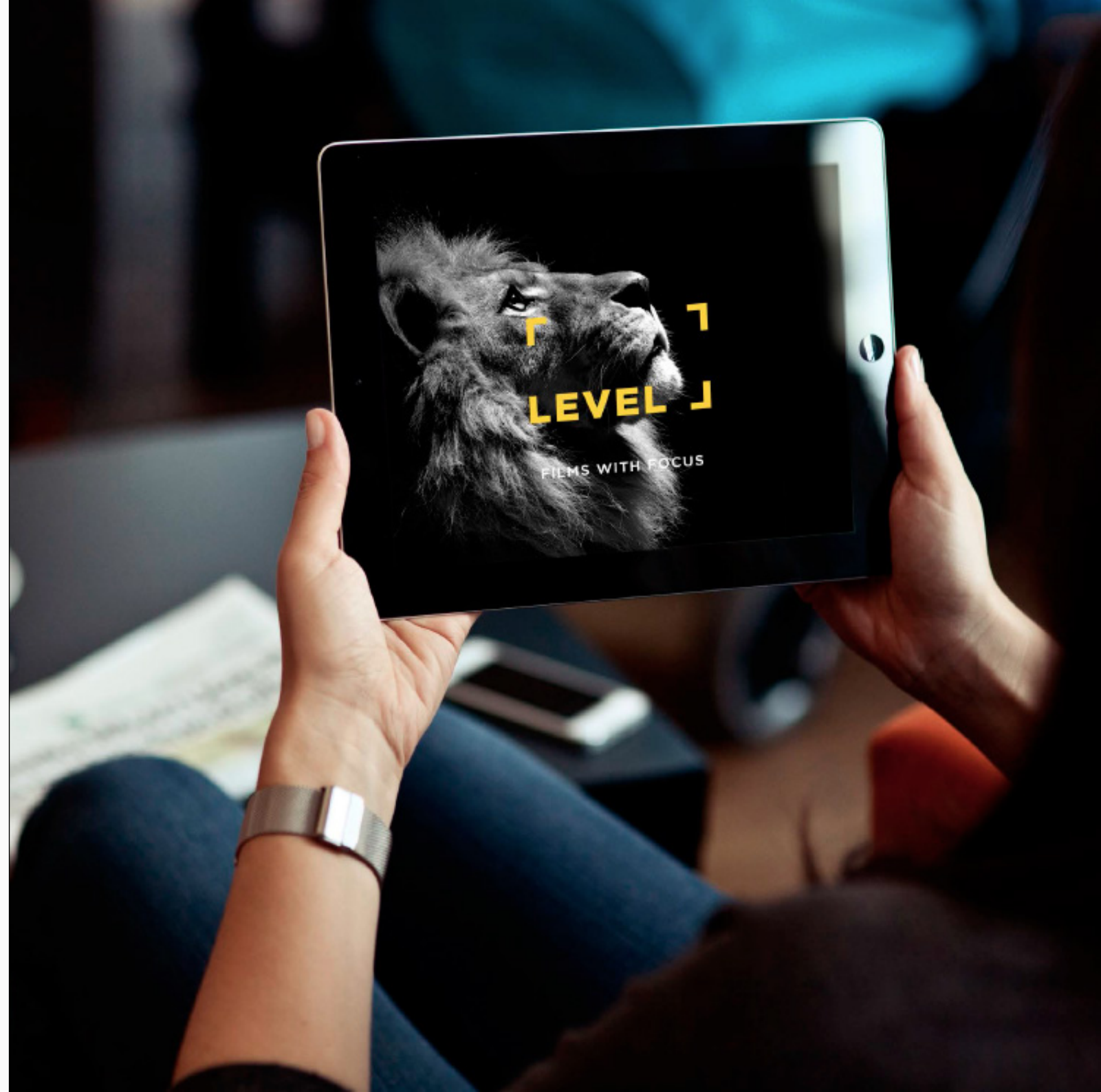




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FILMS WITH VISION





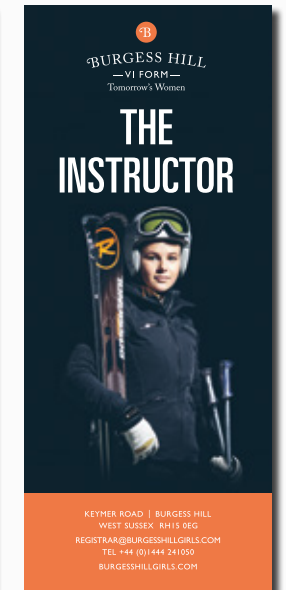
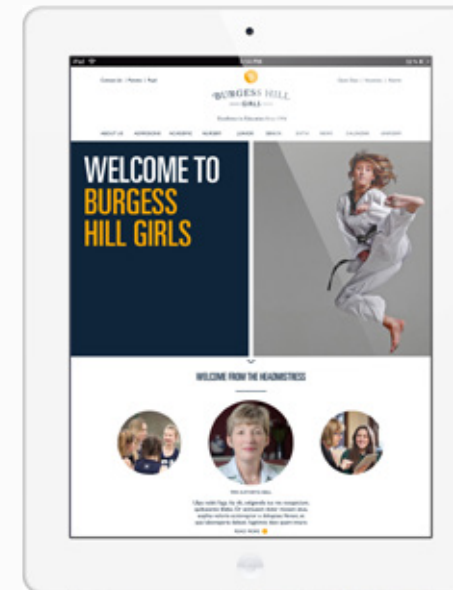
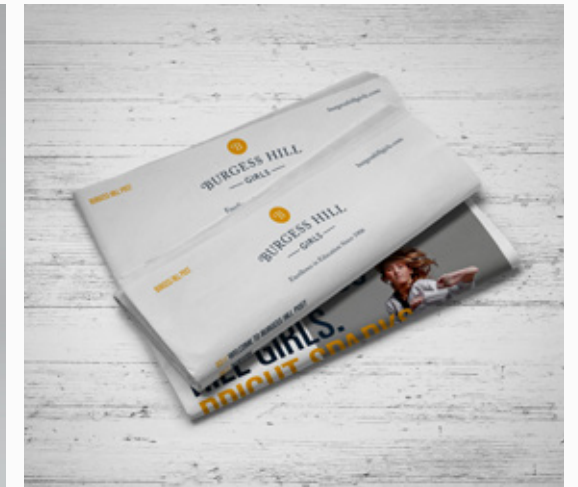
# Manchester High School for Girls







BURGESS HILL  
— GIRLS —









# PANGBOURNE







WESTONBIRT  
— SCHOOL —

# WE ARE WESTONBIRT

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Westonbirt Schools Tetbury Gloucestershire GL8 8QG  
E: enquiries@westonbirt.org T: 01666 880333 www.westonbirt.org



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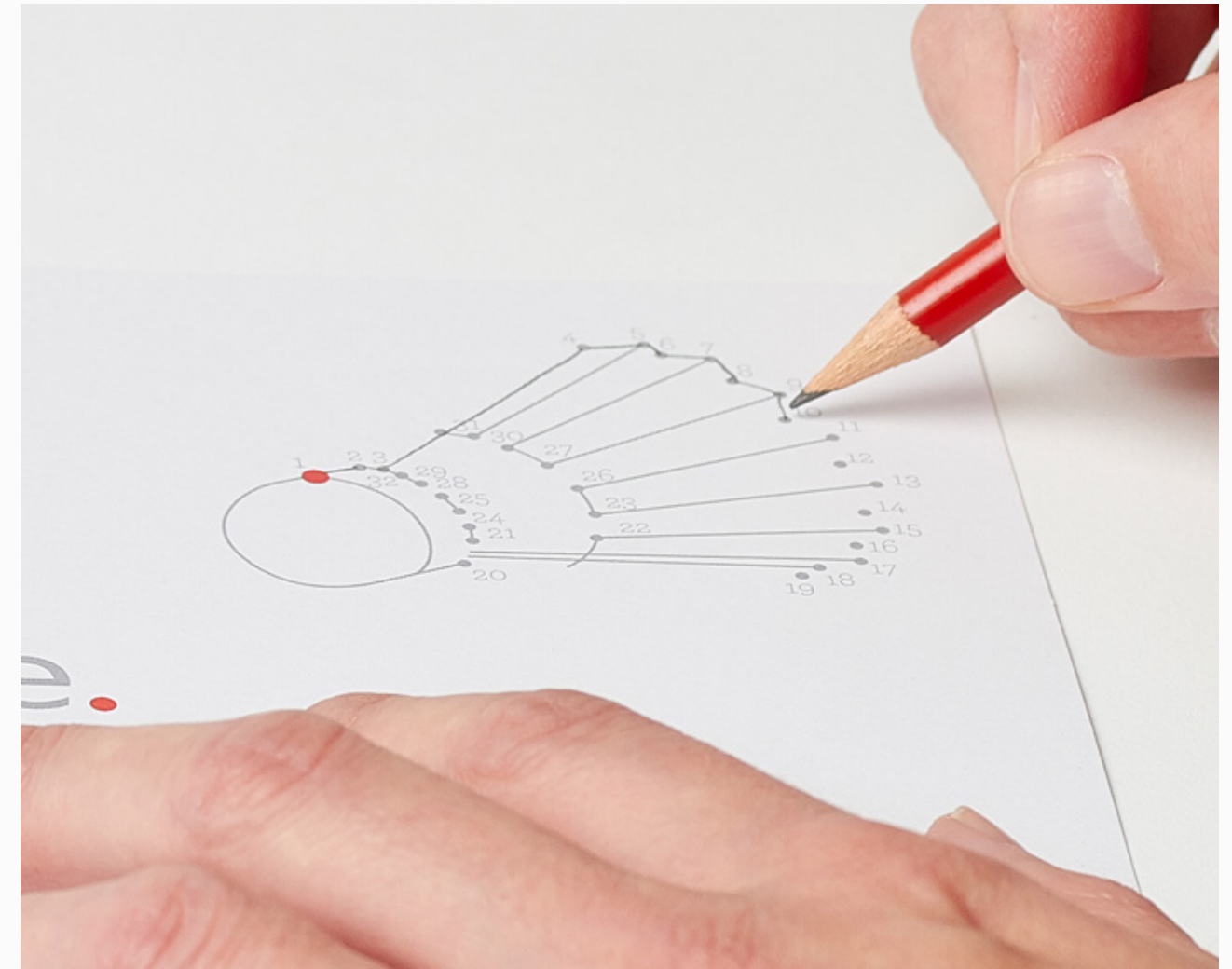
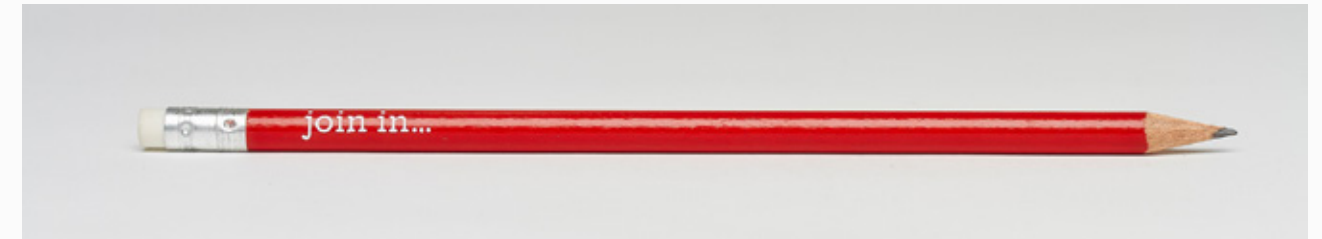
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RECEPTION



# Our Clients.

## Corporate (previous and current):

Allard Cars	First Technology plc	Renaissance Racing
The Almanzora Group	Grimley JR Eve (Property Consultants)	Rigbeys, Solicitors
Assurances Generales de France	Heart of England Tourist Board	Roskel plc
Apollo Hotel	H P Bulmer	Severn Trent Water
Aston Manor Brewery	Husky Computers	Silhouette
Birmingham International Airport	Land Rover	Speechley Bircham
British Waterways	Lee Crowder (Solicitors)	Saracen Cycles
Clearwater Marine	Massey-Ferguson	Secure Retail
Cropredy Cars	Norton Rose M5 Group	Seymour Harris Architectural Practice
Central Independent Television	NCR	Tobacco Dock Development Corporation
Coopers & Lybrand	Nous Somme L'ambiance	Triumph Motorcycles Limited
City of Westminster Insurance	PDSA	The University of Birmingham
De Vere Hotels	Predictive Systems	The Crouch Butler Architectural Practice
Dowty Information Systems	Pera International	Quinton Hazell Automotive
Daihatsu (UK) Ltd.	Philips Interactive Media Systems	
Dowty	Pinsent & Co.	
Eurocontinental, International	Ragdoll Productions	

## A selection of schools we have worked with:

Abbot's Hill School	Godolphin & Latymer School	Queen's Gate School
Aberdour Preparatory School	Granville Prep School	Raynes Park
Ampleforth College	John Lyon School	Sheffield Girls'
Bancroft's	King's School Gloucester	Sherborne Girls
Burgess Hill Girls	King's School Worcester	St Edward's Oxford
Canford School	Lanesborough Prep	St George's Ascot
The Cheltenham Ladies' College	Leicester High School	St Helen's School
City of London School for Girls	Loughborough Endowed Schools	Stonyhurst
Colston's	Manchester High School	Summer Fields
Combe Bank School	Mount St Marys & Barlborough Prep Schools	Westonbirt
Culford School	Oakham	
Dame Bradbury Preparatory School	OLA Abingdon	
Downe House	Orley Farm	
Duke of Kent School	Pangbourne	
Eversfield	Princess Helena College	
Godolphin School	Priors Field	
	Queen Anne's Caversham	





# Paul Kilvington

## Founder/Creative Director

Paul Kilvington graduated with a first class honours degree in Graphic Design in 1980. He subsequently worked with some of the UK's leading consultancies on a number of major corporate identity and branding schemes, establishing his own design company in 1984 which he went on to sell.

Paul became a full member of D&AD in 1988, is a founder member of the Design Business Association and has been registered by the

Design Council since 1989. Paul has won a number of creative awards including a D&AD, a National Design and Print Award, Litho Week Design and Print Awards and a Docklands Development Award for corporate identity. Work has also been exhibited in the Design Council's Design for Print, Drawn from Britain and Designers for Export (UK/LA Design Show) and projects used to promote the Design Selection Service.



# Emma Kilvington

## Design Manager

Sharing her father's passion for design you could say that Emma has been involved in the family design business since she picked up her first crayon! Educated at Cheltenham Ladies' College and with an honours degree in graphic design, Emma brings the energy and enthusiasm of youth, an innate understanding of the craft of design and things digital and social. Emma's quick grasp of both client requirements and what to

do to resolve any issues, makes a big difference to the smooth running of projects. She adds creative flair, different ideas and some distinctive illustrative and typographic skills. Becoming more and more involved in client facing aspects of the job, including presentations, focus groups and art direction, Emma also puts her writing skills to good use.







# Contact.

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