



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.

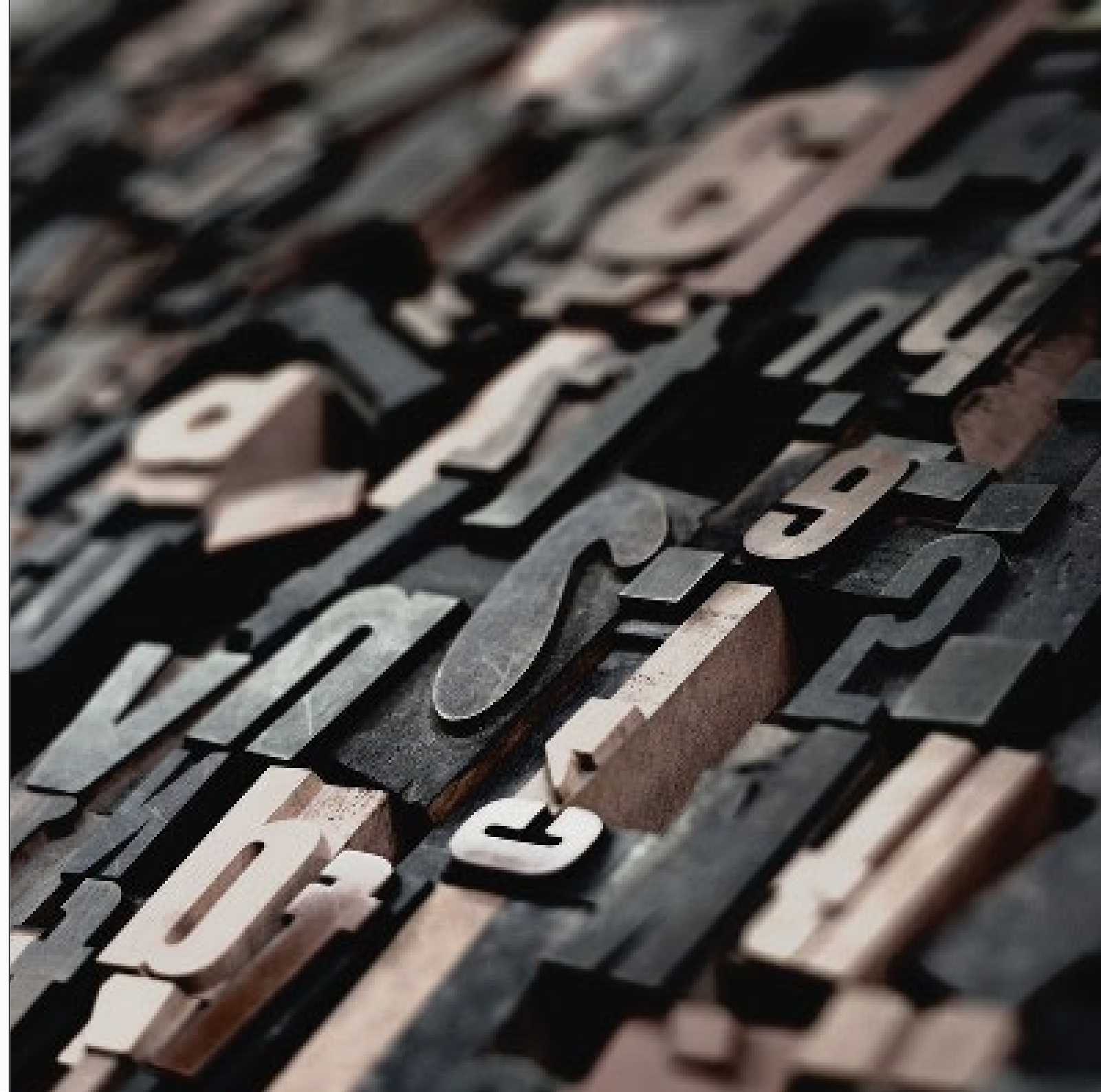
Your Brand.

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.”



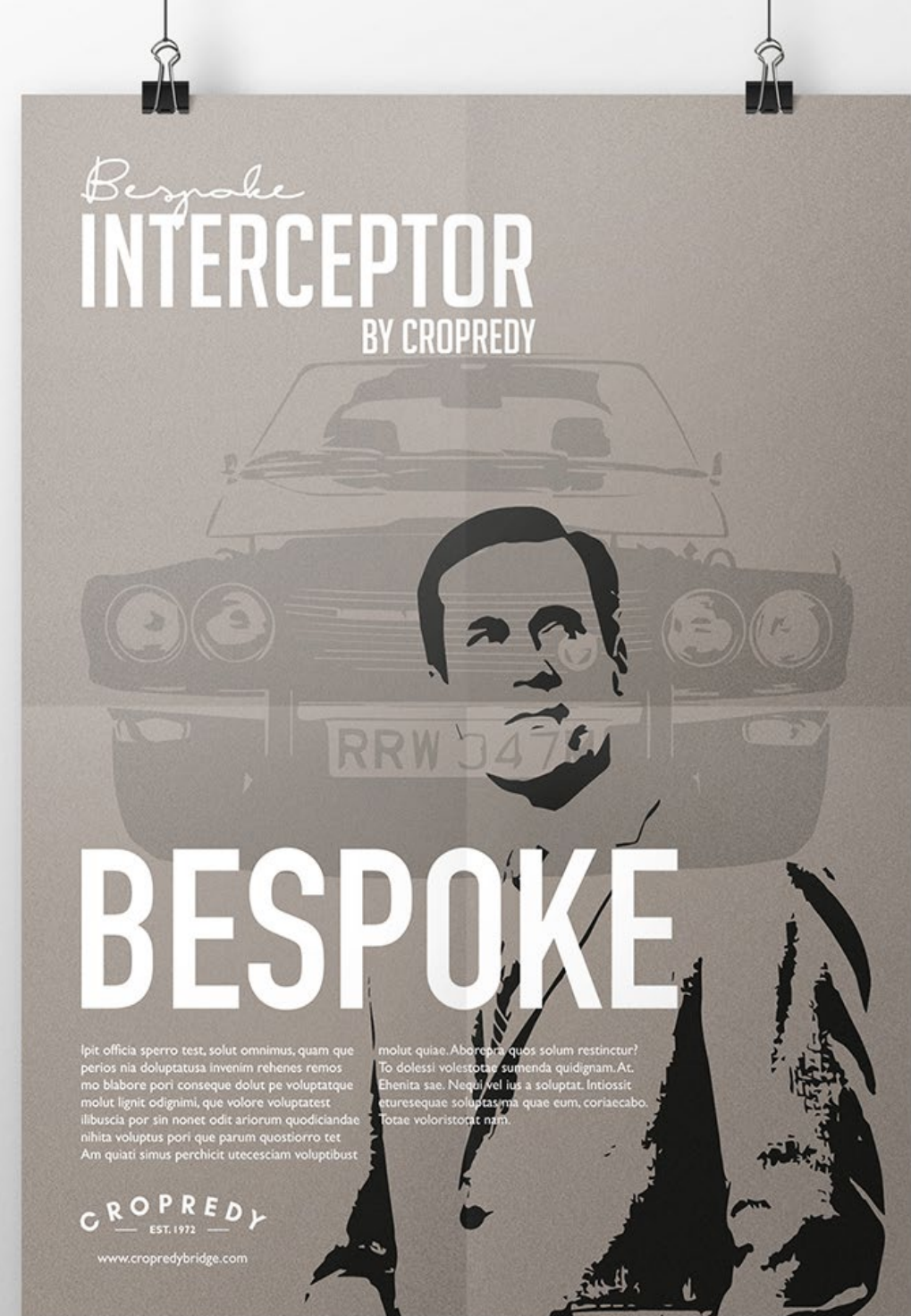
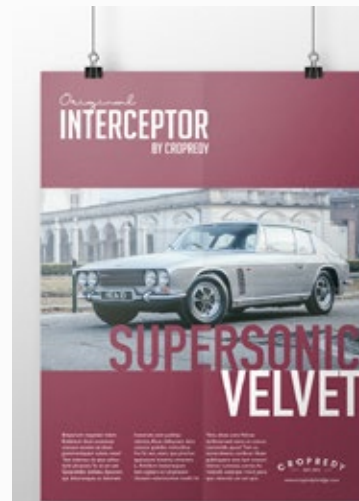
Original
INTERCEPTOR
BY CROPREDY

Bespoke
INTERCEPTOR
BY CROPREDY

Maintenance
INTERCEPTOR
BY CROPREDY

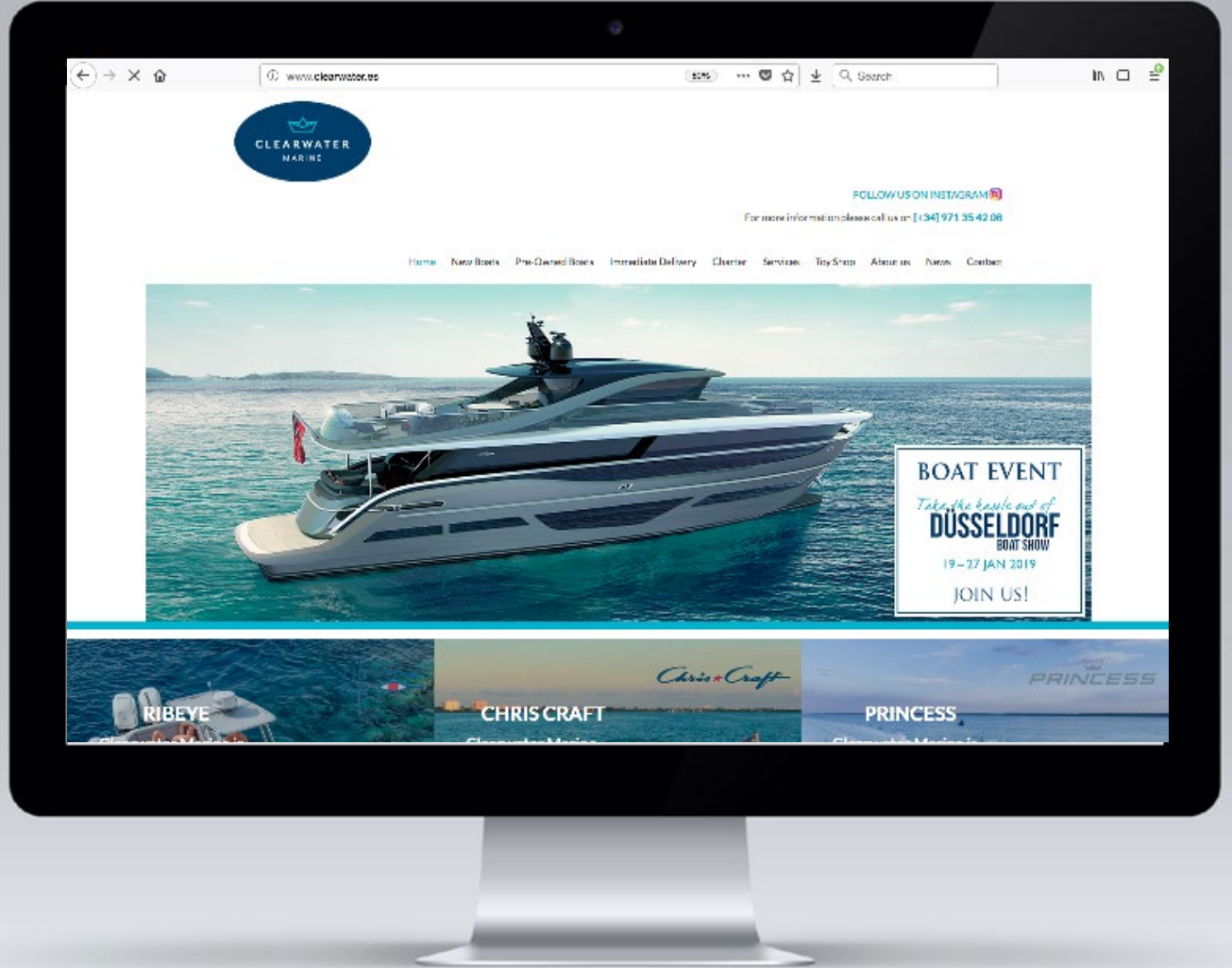
Rolling
INTERCEPTOR
BY CROPREDY

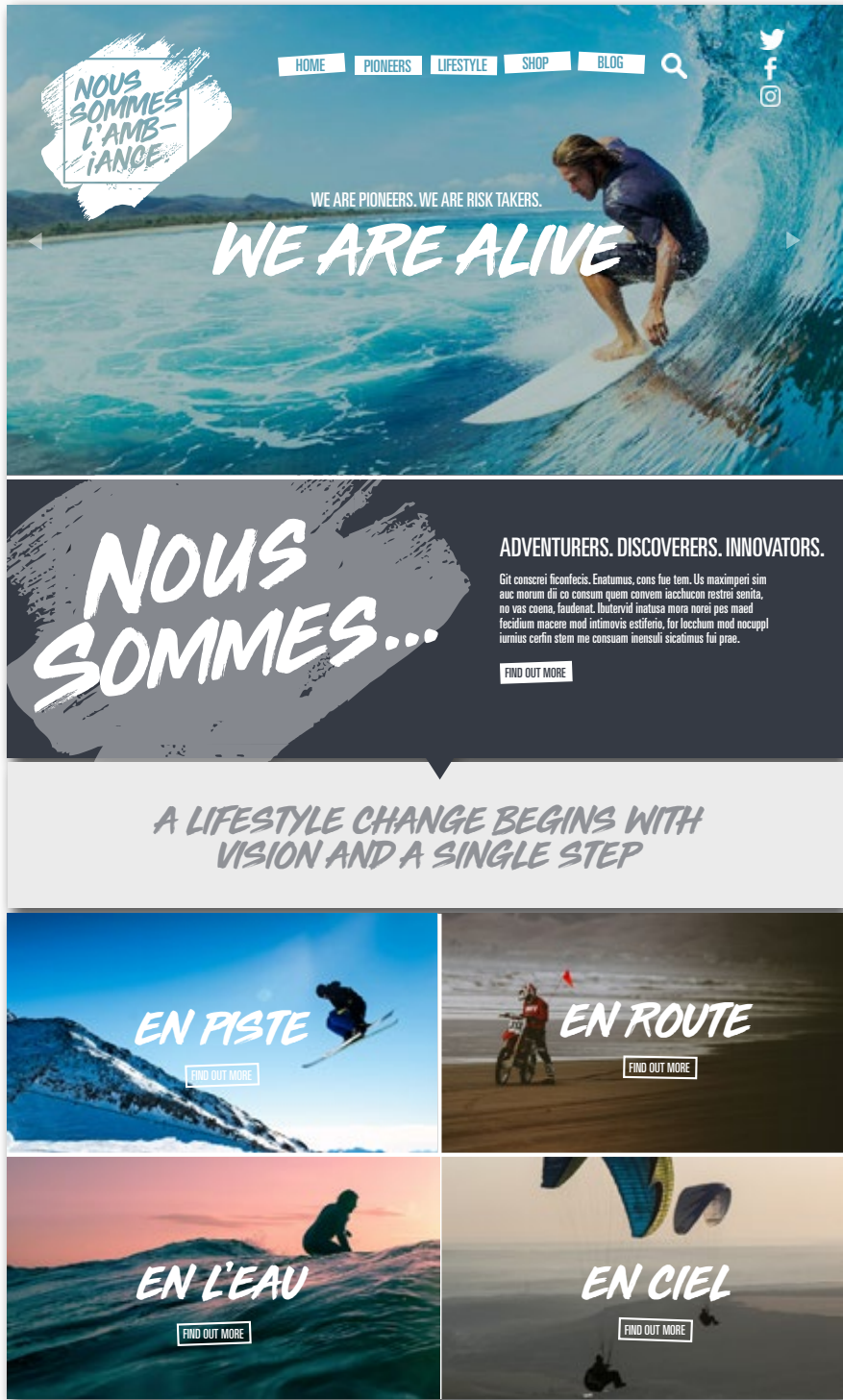
Premium
INTERCEPTOR
BY CROPREDY





at **WAY**

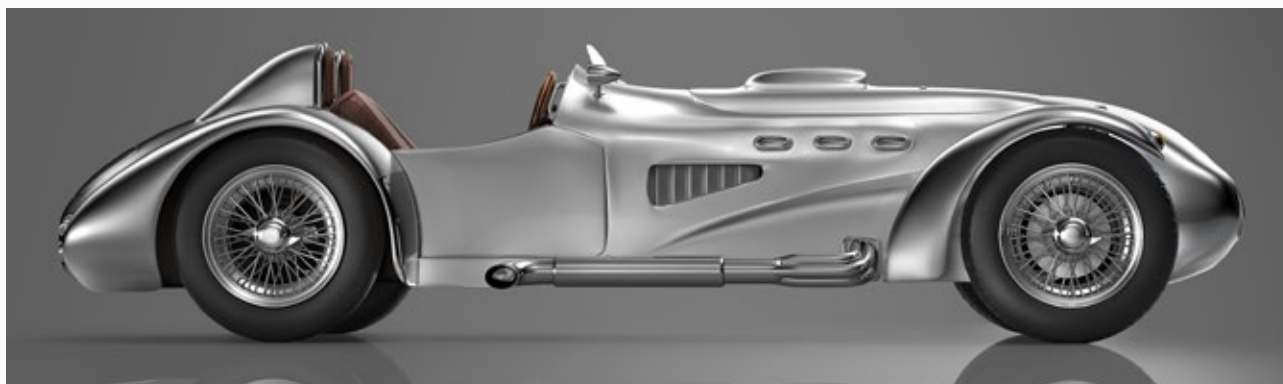




SECURE RETAIL

Complete Payment Solutions





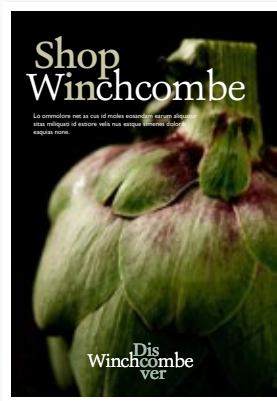
INTRODUCING THE BRAND NEW ALLARD J3



www.allardsportscars.co.uk

The advertisement features a front view of the Allard J3 with racing number 97 and license plate WMX814. In the background, a faded image of the same car is shown with a checkered flag. The text "INTRODUCING THE BRAND NEW ALLARD J3" is centered below the car. The Allard logo is positioned below the text, and the website address "www.allardsportscars.co.uk" is at the bottom.

Dis Winchcombe ver

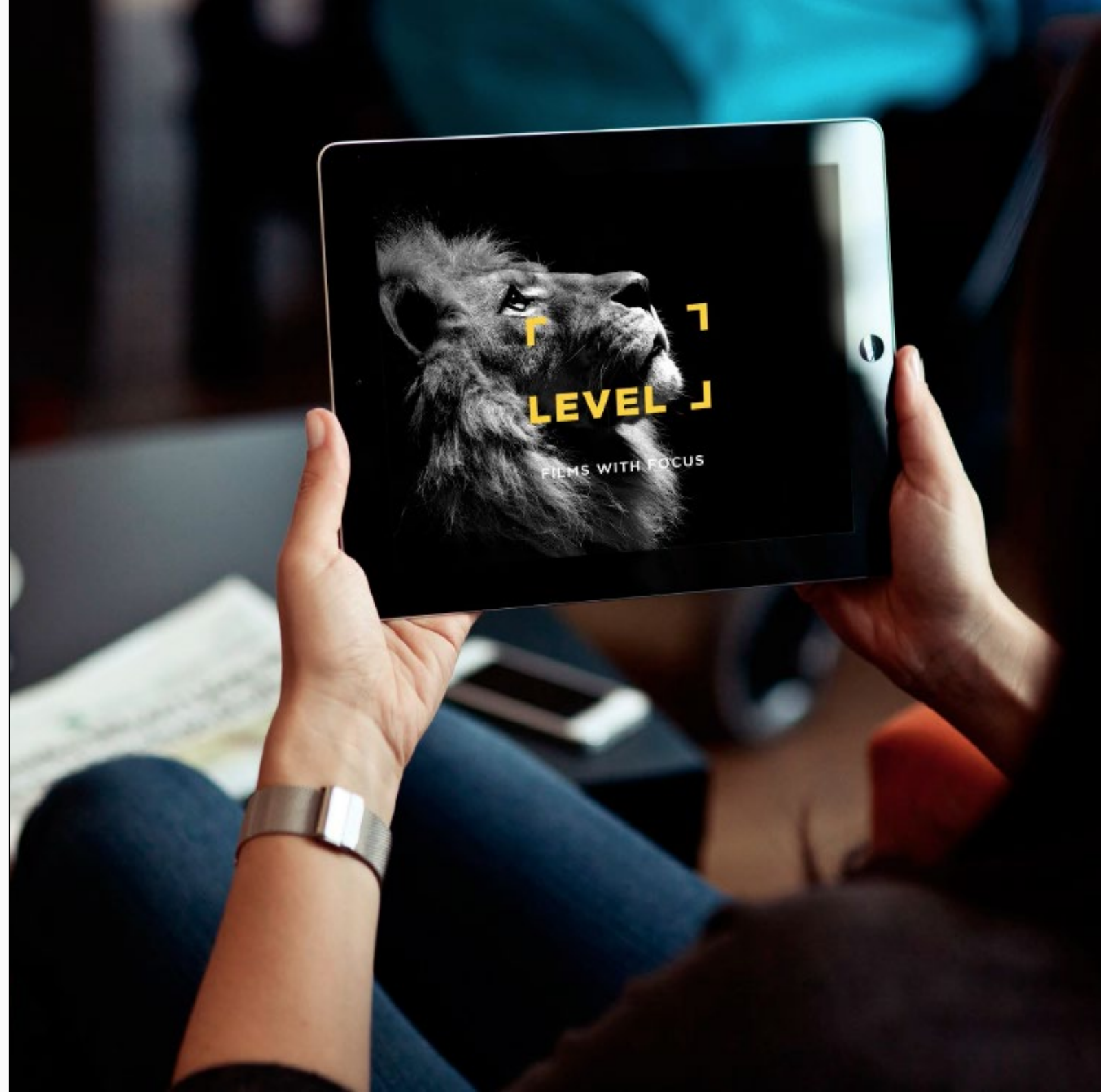




「 」

LEVEL

FILMS WITH VISION

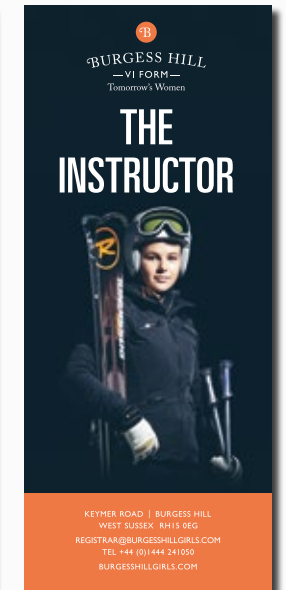
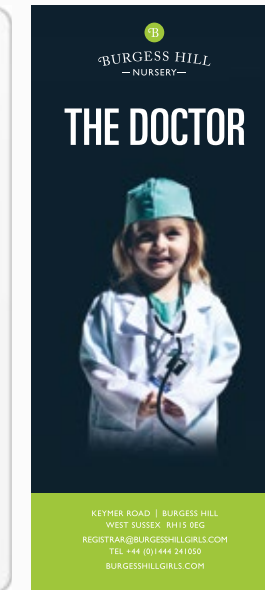
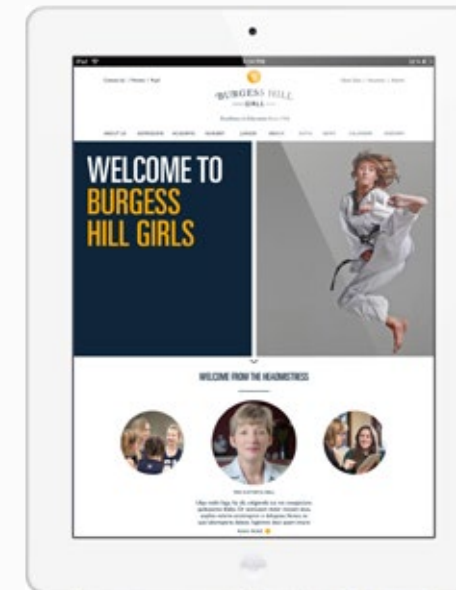
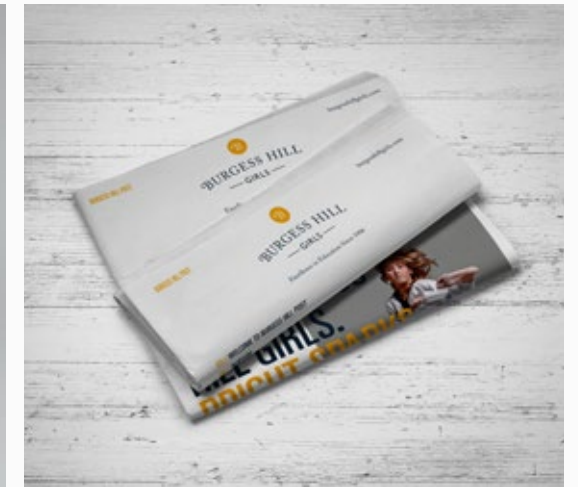


Manchester High School for Girls





BURGESS HILL
— GIRLS —





PANGBOURNE





WESTONBIRT
— SCHOOL —

WE ARE WESTONBIRT

TEM SUS NOBITAT URIORIT IONSEQUIS QUI AD
MAGNATUR REM QUIS MOLUPTAT.

Bea pedignam, ut et dolupti nulparchitibus dolor autae ex excessus as
suntunt et dolenet es escit ad quo od ut assus re verero excestia sae
alia dusa dolest aborem eum qui dit eicidelendit. laboressit mi, eosti

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



WESTONBIRT
— SCHOOLS —

WE ARE WESTONBIRT

TEM SUS NOBITAT URIORIT IONSEQUIS QUI AD
MAGNATUR REM QUIS MOLUPTAT.

Bea pedignam, ut et dolupti nulparchitibus dolor autae ex excessus as
suntunt et dolenet es escit ad quo od ut assus re verero excestia sae
alia dusa dolest aborem eum qui dit eicidelendit. laboressit mi, eosti

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



WESTONBIRT
— SCHOOLS —

WE ARE WESTONBIRT

TEM SUS NOBITAT URIORIT IONSEQUIS QUI AD
MAGNATUR REM QUIS MOLUPTAT.

Bea pedignam, ut et dolupti nulparchitibus dolor autae ex excessus as
suntunt et dolenet es escit ad quo od ut assus re verero excestia sae
alia dusa dolest aborem eum qui dit eicidelendit. laboressit mi, eosti

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



WESTONBIRT
— SCHOOL —

WE ARE WESTONBIRT

TEM SUS NOBITAT URIORIT IONSEQUIS QUI AD
MAGNATUR REM QUIS MOLUPTAT.

Bea pedignam, ut et dolupti nulparchitibus dolor autae ex excessus as
suntunt et dolenet es escit ad quo od ut assus re verero excestia sae
alia dusa dolest aborem eum qui dit eicidelendit. laboressit mi, eosti

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



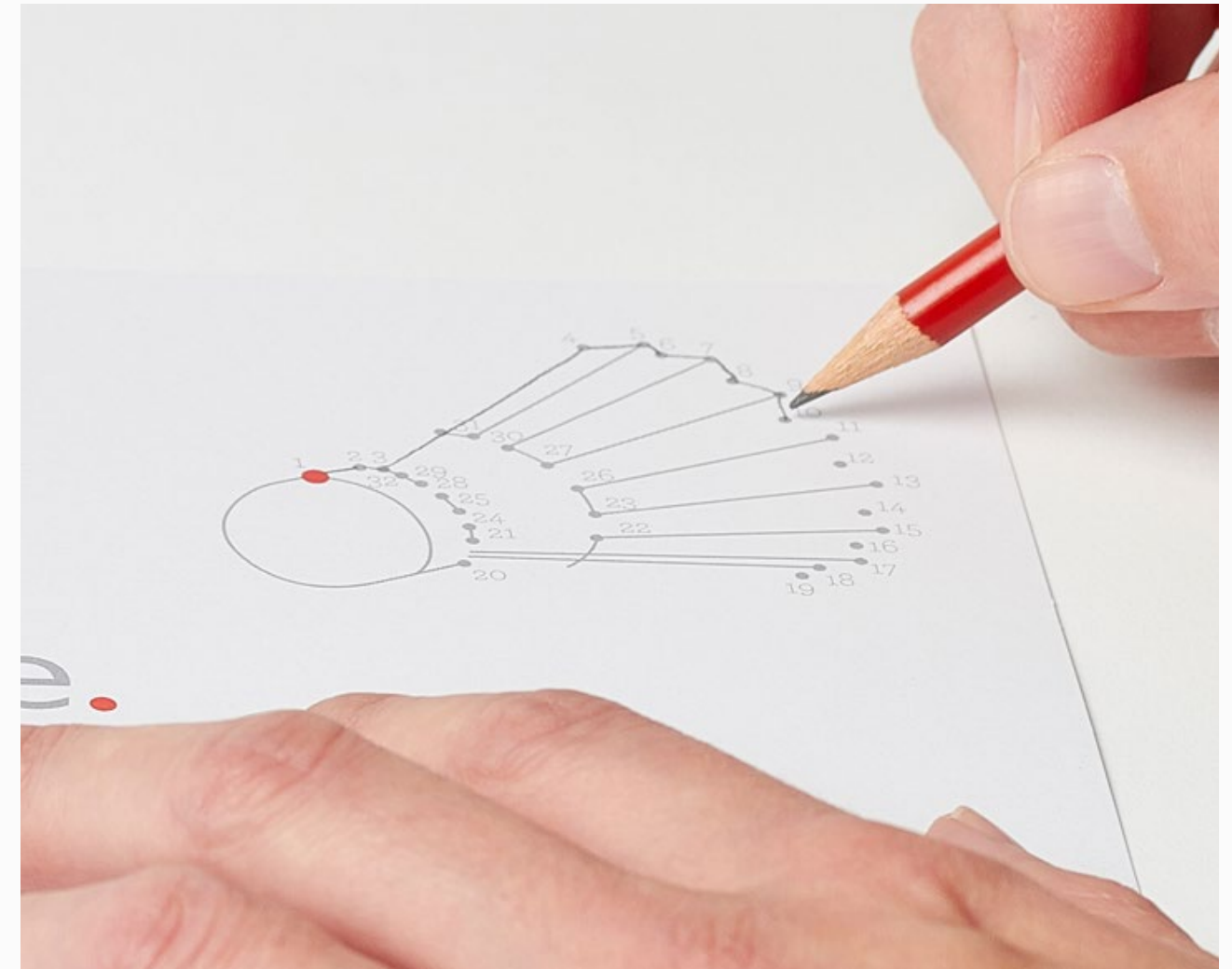
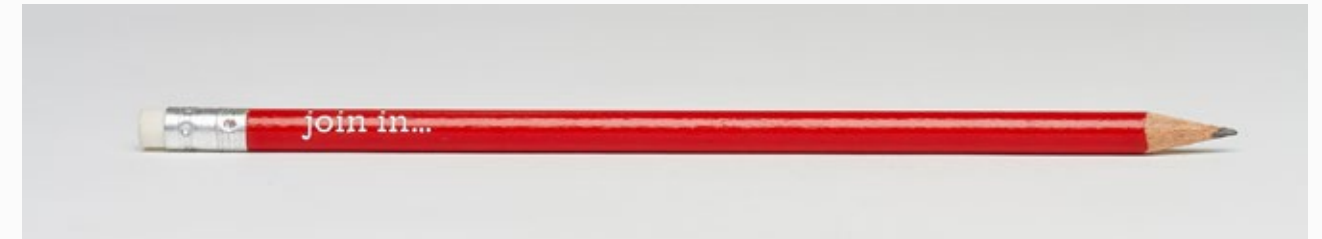
WESTONBIRT
— SCHOOL —

WE ARE WESTONBIRT

TEM SUS NOBITAT URIORIT IONSEQUIS QUI AD
MAGNATUR REM QUIS MOLUPTAT.

Bea pedignam, ut et dolupti nulparchitibus dolor autae ex excessus as
suntunt et dolenet es escit ad quo od ut assus re verero excestia sae
alia dusa dolest aborem eum qui dit eicidelendit. laboressit mi, eosti

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



ST GEORGE'S
ASCOT 



ST GEORGE'S
ASCOT 



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.

Paul Kilvington

T. 07831 332904

E. paul@kilvington.com

www.kilvington.com



kilvington