



SQUIFF CREATIVE MEDIA

A wooden workbench with a typesetting machine on the right. Several pieces of paper are scattered on the left, each with a letter or a star. The letters are S, Q, U, i, f, and F. The star is on a piece of paper that is partially overlapping the 'i' and 'f' papers. The background is a dark, textured surface.

# SQUIFF CREATIVE MEDIA

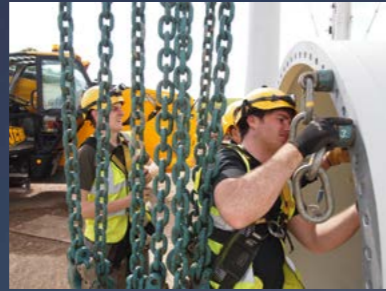
Since 2002, we have worked with a wide range of interesting clients. Here is a flavour of what we do and what they say about us.

*"I've worked with Andy on a number of projects and have found him to be a breath of fresh air. Not only is he an intensely creative designer but he is patient, diligent, hard-working and clear-headed.*

*I would wholeheartedly recommend him to anyone looking for a free-thinking, highly original person who can do all the basics in his sleep but also isn't afraid to try ideas which are outside his comfort zone."*

John Reed, Cherry Red Records





## RESILIENT ENERGY

The Resilient Energy approach is a new, award winning, community based model that is attracting positive national attention. They believe that the best way to realise renewable energy potential is to develop a fair and equitable relationship between the landowner, the developer and the local community, to deliver investable Community Scale projects designed to help meet local energy demand, whilst also making a positive difference to the quality of life and resilience of the communities in which they are based.

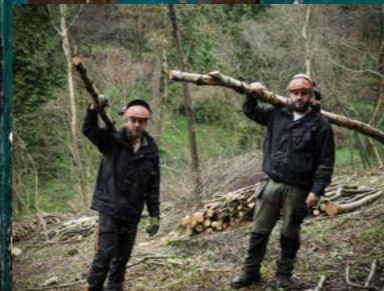
I am really proud to work alongside Resilient Energy as I believe we need to invest heavily in renewable energy, especially when the profits stay within the local community. I created the brand, leaflets, brochures, displays, video, photography and helped to raise their social media profile to increase local support for these projects.



*"I have no hesitation in recommending Squiff Creative who has provided regular graphic design services to us since we launched in 2009. Andy is a very talented artist who grasps our, often complex, ideas quickly and translates them into visual material that frequently exceeds our expectations. He has assisted with our logo, website, adverts and promotional material and was the artistic designer for a successful community share offering we launched in April 2015. We have a clear, recognisable brand due to Andy's experienced interpretations and have benefited from an elevated public profile as a result. Andy is responsive to demanding schedules when needed and provides excellent service and added value. "*

**Sue Clarke, Director of The Resilience Centre Ltd,  
and 'Resilient Energy' projects**





## RESILIENT WOODLANDS

Having worked with Resilient Energy for a number of years it was great to be asked to get involved with a new venture. This project opened my eyes to the problems with most charcoal that is available.

This locally produced, high quality charcoal is coppiced from sustainably managed woodland, produced using a retort kiln with is 75% more efficient than any other method, then bagged straight from the kiln without the need to add fire retarding chemicals that most of the charcoal we buy in this country contains. This whole process takes place with a 1 mile radius and is then delivered in an electric car making the whole process incredibly sustainable.

I designed the logo then cut it out of lino and printed it to give it an artisan feel. I then designed the packaging, and produced a few short videos and photography to create a social media campaign.



Click the image above watch the video.





## SOIL ASSOCIATION

The Soil Association operate as a charity and as a not-for-profit business through Soil Association Certification. Everything they do champions organic principles and practice, to build a world where people, animals and the planet can thrive.

I am really passionate about the work I do with the Soil Association. I feel like I am part of the team on a mission to raise awareness about very important issues that the world faces right now and relish the challenge of engaging new supporters, not only to help the Soil Association with their campaigns but in order to radically change the relationship that people have with the ecosystem which supports us.

*“Andy is a pleasure to work with – nothing is too much trouble! He has recently done a lot of work for us across the whole organisation – from developing our branding for our new Innovative Farmer’s programme, to creative for our appeals to public supporters, our new membership proposition and corporate sponsorship package. He is able to understand the needs of our diverse audiences and bring new fresh ideas to our communications. He has also*

*delivered really practical Photoshop and InDesign training to the team who learnt a lot and have been applying their new skills in their daily work. He has also saved the day, many times, with last minute requests. Andy is flexible, creative and our work together is always a true collaboration. Highly recommended!”*

**Ruth Semple,**  
Head of Communications  
Soil Association

So what's the problem?

Our global food supply  
95% o  
We ne  
40% of all agricult  
Food and Farming i  
A fifth of children jo  
And millio



**WEEDKILLER IN THEIR URINE**

**THIS IS  
TAKING  
THE P\*SS**

A RECENT STUDY ON CITY DWELLERS  
IN EUROPE FOUND THAT

**44% HAD TRACES OF**





## JAH WOBBLE

I have worked with Wobble since 2010 and have produced a DVD, T-shirts, videos and covers for several projects including 'Redux', the retrospective, 6 CD box set for Cherry Red.

The video for Merry Go Round was shot on a tight budget. I managed to blag a green screen room at a university for free, most of the budget went on wardrobe to satisfy Wobbles urge to dress in women's clothing!!!



Click either thumbnail to watch the video for Merry Go Round











## JAMES TAYLOR QUARTET

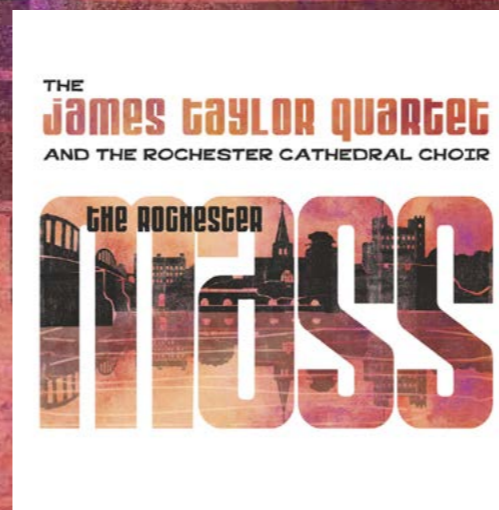
This was a really interesting collaboration between a the James Taylor Quartet and the Rochester Cathedral Choir. I designed the CD and Record cover and also interviewed James Taylor, discussing the formation of the band through to the conception of the new album and filmed the recording session which was an unforgettable experience. We didn't want this to look like a standard Cathedral Choir record so ensured it had a retro Saul Bass/60's feel to it, which was in keeping with the JTQ visual heritage.



Click the thumbnail to watch Part 5 of a 6 part interview I shot and edited for The James Taylor Quartet.

*"Its really a work of art, the best looking record I've ever put out blown away mate its been a privilege! Thanks so much for this"*

James Taylor







## FISCAL TECHNOLOGIES

FISCAL Technologies provides world-class accounts payable forensics software for corporations and government organisations to protect spend, cut costs and reduce risk.

I created the Fiscal brand when the company were founded in 2007 and developed each piece of marketing material as the company grew. Projects have included; exhibition stands, corporate video, software packaging, internal software icons, data sheets, case studies, advertising, brochures, infographics and motion graphics. I work closely with the marketing team in order to understand their growing market and the requirements of the sales people out on the road in Europe and the US.

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*"I bought FISCAL Technologies in 2007 and we had a poorly designed brand. With a blank canvas and my requirements/needs, Andy totally redesigned our corporate Identity. Since then he has produced case studies, advertising, animation, exhibition stands and a whole range of marketing materials. He is enjoyable to work with, very reliable and flexible and can be a great creative/ designer or enjoy simply updating existing work cost effectively. He is a great extension to our marketing team. I would highly recommended Squiff Creative Media."*

**David Griffiths, CEO**  
Fiscal Technologies





## ANTHROPOSOPHICAL SOCIETY IN GREAT BRITAIN

Anthroposophy is a modern spiritual path that cherishes and respects the freedom of each individual, based on the work of Rudolf Steiner – an initiate of the twentieth century whose insights inspired holistic approaches in many practical fields such as education, farming, medicine, architecture, to name a few.

I initially redesigned a template for the newsletter and over the following three issues fine-tuned the design, taking on board feedback from members of the Society. It can be quite a challenge to work on a quarterly newsletter of this size with contributions from different members all requiring thoughtful solutions to ensure a coherent flow from cover to cover, but working closely with the editor and receiving very artistic contributions I feel that the newsletter really embodies that nature of the Society.

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*“As the editor of the quarterly Newsletter of a Charity, I have been working with Andy Smith of Squiff Creative Media since early 2015. Andy took on this publication (which is up to 56 pages long and in full colour) with rare artistic sensitivity as well as expert know-how. But what stands out particularly for me is the quality of Andy’s customer service: his enthusiasm, initiative, dedication and endless patience go far beyond what one might expect from a skilled professional. It is an absolute joy to work with him! Our members tell me all the time how much they love the new design and how it inspires them to read our publication much more thoroughly than before. I can warmly recommend Andy as graphic designer to anyone!”*

**Sibylle Eichstaedt, Newsletter Editor**  
**Anthroposophical Society in Great Britain**





## COUNTERPOINT SYSTEMS

Counterpoint Systems' headquarters are in London, with a US office in Los Angeles. Counterpoint has over 430 clients in the media and entertainment, music publishing, record label and distribution, and brand licensing/merchandising industries. I worked on full re-brand including; logo redesign, video presentations, exhibition stands, printed literature, stationery, adverts and designed the website working with Counterpoint's own internal team of web developers.

*"Andy pitched for a website redesign project, and was selected out of four potential design agencies both on the strength of his designs and also how well he responded to the brief. We successfully relaunched the website, which led to a measurable increase in sales leads. Andy & I then went on to do a complete overhaul of the corporate brand which included updating the company and product logos, designing corporate stationery and business cards, etc.*

*Andy has been an integral part of the extended marketing team, and has designed many brochures, emails, trade show stands and print adverts for Counterpoint. He always thinks a project brief through thoroughly, and contributes fresh ideas to reinvigorate a conventional approach to something.*

*Andy is also highly organised and extremely reliable. Wherever possible, we plan ahead and I let him know of events and critical deadlines so we can plan backwards to start scheduling work on content. However, I've also thrown last-minute urgent work at him which has needed quick response times, and he has never let me down.*

*Andy has made a huge difference to Counterpoint's corporate brand image, is a pleasure to work with, and I recommend him very highly."*

**Dan Cox, Head of Marketing**  
Counterpoint Systems Limited





## PROPERTY DEVELOPERS

I have worked with many nationwide property developers for the last 20 years including Bloor Homes, Laing Homes, Redrow Homes and Crest Nicholson.

It is a highly specialised market requiring a whole range of skills and attention to detail in order to meet the often tight deadlines and ensure technical accuracy.

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*"We have worked with Squiff Creative for approximately 11 years, I have been personally responsible for overseeing all advertising for 9 of those. During this time we have changed our advertising on numerous occasions, from bringing together a corporate look for all developments to campaigns across all mediums for individual sites.*

*Andy has had patience through all this, worked with very little instruction and now knows what will be required without too much input from ourselves. Although he is a designer, he is always happy to copy-write as required and pull in additional resources for our projects.*

*He has produced advertisements, leaflets, photography, videos, exhibition stands and displays, html emails, clothing and websites.*

*Basically, whatever we have thrown at him, he can either do or has a contact who can. His work has always been second to none and we have had no reason to look for alternative sources for any our advertising requirements."*

**Andrea Smale, Field Sales Manager  
Bloor Homes**





MISFIT PEARL - SOFT LITTLE HANDS



MINERAL - SERIAL MONKEY



RESILIENT ENERGY - TIME-LAPSE



COUPA - INSPIRE 2014 CONFERENCE



JAH WOBBLE - MERRY GO ROUND



VINNY PECULIAR - HOSPITAL WING



RESILIENT COMMUNITY ENERGY



PROS - COPENHAGEN



JAH WOBBLE - MA (LIVE)



VINNY PECULIAR - NO REPLY



RAGMANS FARM WORKSHOP



LEGO - BUILDERS OF TOMORROW



ZION TRAIN - STATE OF MIND



HOUSE OF LOVE - DVD TRAILER



BLOW MONKEYS - OH MY



E2 ENERGY - MICROSOFT CASE STUDY



ZION TRAIN - GREAT LEAP FORWARD



JAMES TAYLOR - ROCHESTER MASS



PARLOUR FLAMES - POP MUSIC



E2 ENERGY - TIMELAPSE

## VIDEO

Video is a very powerful marketing tool, It is a really efficient way of communicating your message in a short space of time and it is really easy to digitally deliver video online.

I originally started shooting video to create footage for the bands and DJ's that I was working with as a VJ. I then started to film those events and make promo videos too, initially as a hobby. I have since been commissioned by various bands and record labels to make promo videos, plus have assembled a video production team to help me shoot much bigger projects such as live concerts or corporate events.

CLICK ON THE THUMBNAILS TO WATCH A VIDEO

*"We work together with Andy on almost a daily basis where he delivers a wide range of projects including graphics, video and web coding. I find Andy to be very responsive and always delivers on time and budget. Whenever we have an urgent job he always tries his very best to accommodate this and delivers great assistance in stressful situations!*

*I very much recommend Squiff Creative Media".*

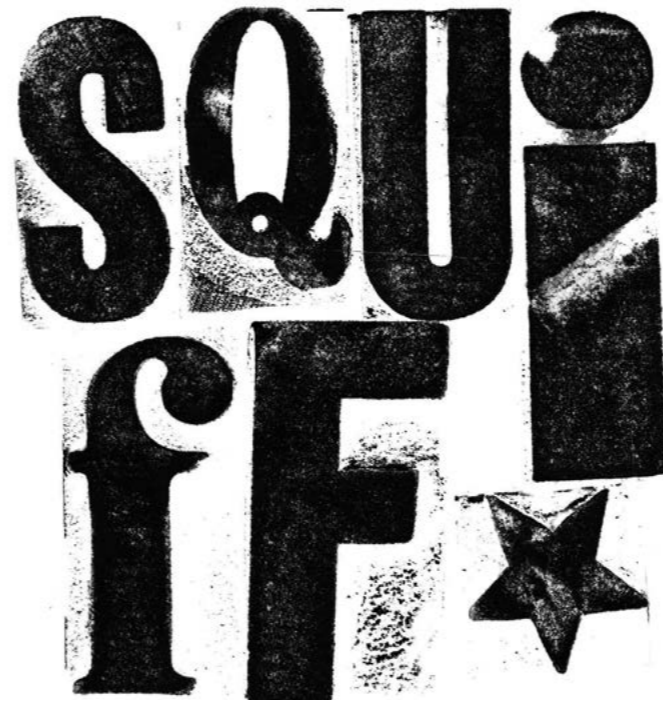
**Carina Hoogeveen,  
Senior Marketing Manager  
Coupa**





LOGO DESIGN





SQUIFF CREATIVE MEDIA

m. +44 (0)775 110 7988

[andy@squiffweb.co.uk](mailto:andy@squiffweb.co.uk)

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