

Eureka!

About Eureka!

Effective design solutions through passion, intelligence and creative energy.

Eureka! has been creating effective branding and graphic design solutions for a wide range of clients for over ten years – from arts organisations, charities and public sector bodies, to professional services and global businesses.

We understand the value of good design and how it can drive your business. We listen carefully in order to understand your needs and goals – and helping you achieve those goals is what drives us. Design which sets your business apart and brings results is rewarding for you, and for us too. We enjoy long standing relationships with most of our clients.

Good ideas work for all companies no matter how large or small. We apply the same attention to detail to all of the work that we do, for all of our clients, and on each and every project. Whether it's the smallest arts project or an international brand identity, we are dedicated to design which excites, surprises and works hard for our clients in an increasingly competitive market place.

We love great ideas – and once you experience a Eureka! moment, the power and value of intelligent design will become indispensable to your business.

In detail...

Eureka! creates effective branding and graphic design solutions for a wide range of clients – from arts organisations, charities and public sector organisations, to professional services and global businesses.

Our key strengths are:

Flexibility – We get to know our clients inside-out, so we can change and adapt as they grow and evolve. With such a broad client base, we thrive when working across boundaries, transferring our knowledge between sectors.

Agility – In our creatively-led studio, we are all designers. Clients talk directly to the team working on their project to ensure clear, direct communication and a rapid response.

Passion – We have a genuine passion and excitement for our work. No project is ‘routine’. Each one brings its own unique set of challenges and potential solutions.

Intelligence – Style, we believe, is a by-product of intelligent, ideas-driven design. We focus on speaking and listening to our clients, understanding their aims and objectives, then working with them to achieve those aims as efficiently and effectively as possible. Always with style.

Craft – As designers, we take a professional interest in details. We pay utmost attention to each aspect of a project, from typography and photography to paper, printing and on-screen legibility. Only when each separate element is working in harmony, and of the highest standard, can the finished product be considered a success.

Based in central London, Eureka! maintains a core number of clients from the arts, corporate, charity and public sectors. Eureka! currently employs six permanent members of staff, with the capacity to call upon a trusted network of freelancers and specialists when required.

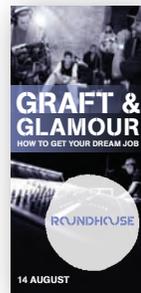
The Eureka! philosophy is about building strong, lasting relationships – with a belief in growing steadily as its clients’ businesses develop, to meet their changing needs and providing a quality creative service.

Eureka!

Roundhouse

CASE STUDY 1

Eureka! was asked to rationalise the identity of the Roundhouse – the iconic music and performance venue in London's Camden Town – to give it a clearer voice and stronger presence in a competitive environment. We have developed the brand and created guidelines for its application across a wide range of materials including: posters; stationery; programme brochure; studio magazine; internal signage; reception and lobby graphics; and membership scheme. We are currently working with Roundhouse on forthcoming shows and events.



THEATRE MUSIC DANCE CAFE BARS LOVE IT

Eureka!

Roundhouse

CASE STUDY 2

Eureka! designed the logo and supporting branded materials for the Roundhouse annual fundraising gala event, work included: invitations; exterior building banners; set graphics, menu, auction brochure and programme. The Rock and Roll Circus gala event raised an impressive £1m for the Roundhouse Trust. All proceeds of the event are invested in the vital work they do with young people.



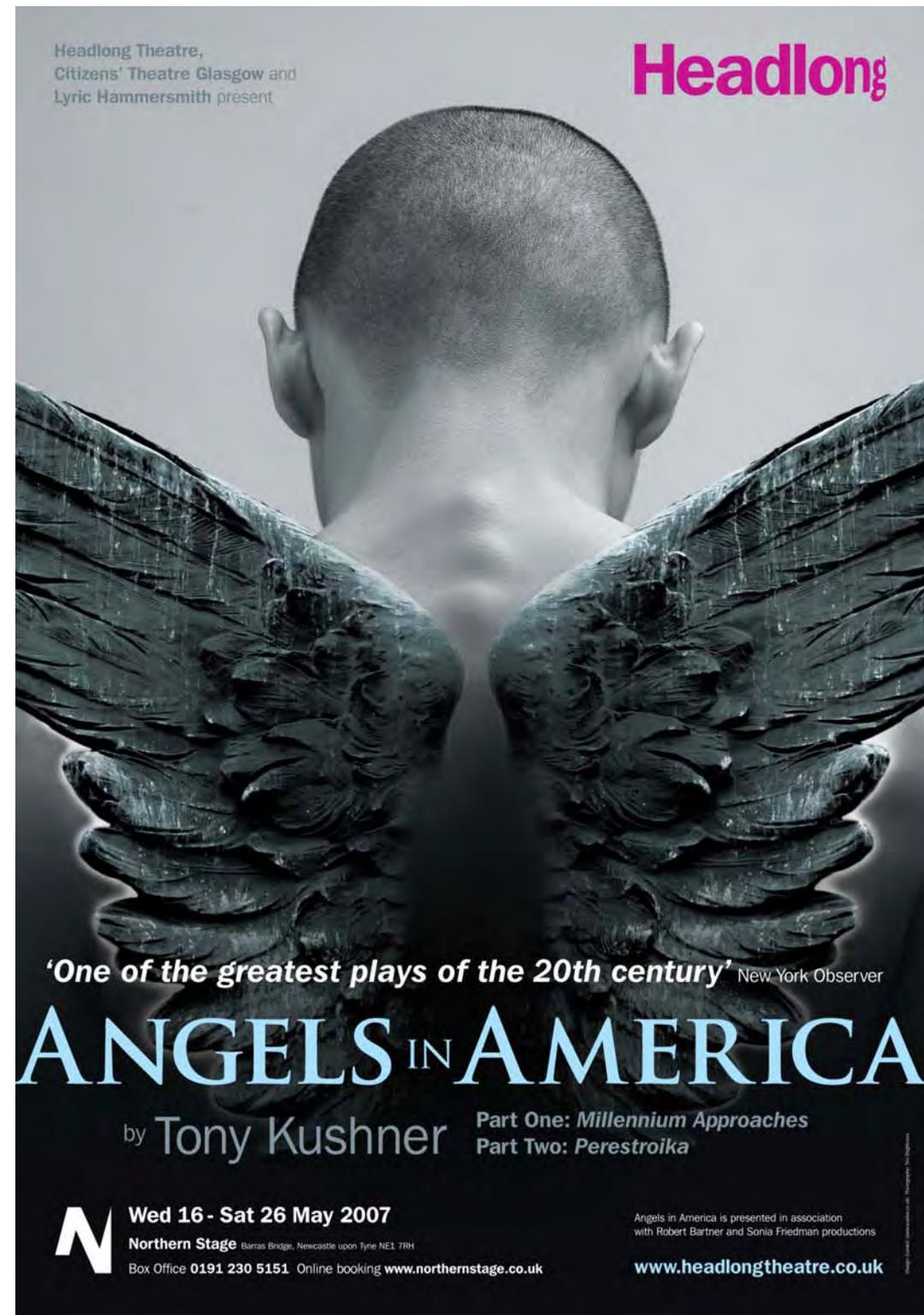
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Headlong

CASE STUDY 3

One of the UK's most exciting touring theatre companies, Headlong enjoy both popular and critical acclaim. The identity Eureka! designed captures the energy of Headlong and reflects their mission – to create exhilarating, provocative and spectacular theatre. The identity has been well received by the theatre world and audiences alike – generating excitement and provoking discussion. We are currently working with Headlong on their new season materials.

Headlong



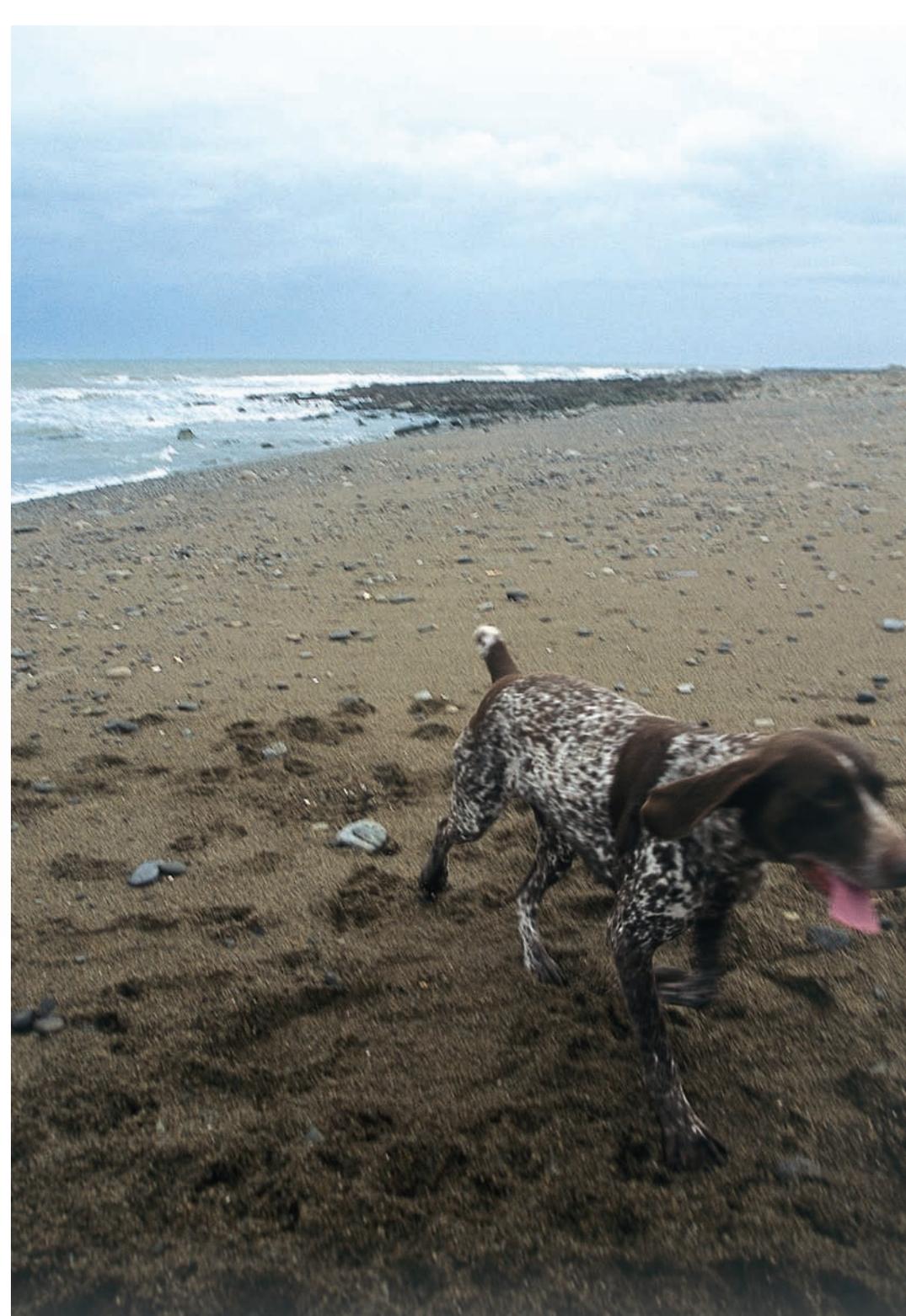
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BBC Writersroom

CASE STUDY 4

We worked with BBC Writersroom on their pioneering initiative to build creative partnerships with theatres, writers' organisations, and film agencies across the country. Chosen for our creative response and understanding of the brief, we worked closely with the Writersroom team to create a strong identity which is expressed through typography, use of language, colour and materials, together with evocative, intriguing photography.

BBC *writers room*



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Shared Experience

CASE STUDY 5

Shared Experience have captivated audiences worldwide with their unique brand of physical and text-based theatre. Having designed the promotional materials for Shared Experience productions over several years, Eureka! was invited to create a new brand identity for the company and apply this across all their marketing media. We are currently working with Shared Experience Theatre on their new season materials.



Shared Experience in association with
Guildford's Yvonne Arnaud Theatre presents

SHARED
EXPERIENCE

ORESTES

BLOOD & LIGHT

by **Helen Edmundson**
based on Euripides

YA GUILDFORD'S
YVONNE ARNAUD
THEATRE

Millbrook, Guildford, Surrey GU1 3UX

Thur 14 - Sat 23 September 06

Tickets: 01483 44 00 00

www.yvonne-arnaud.co.uk

City of Westminster



www.sharedexperience.org.uk

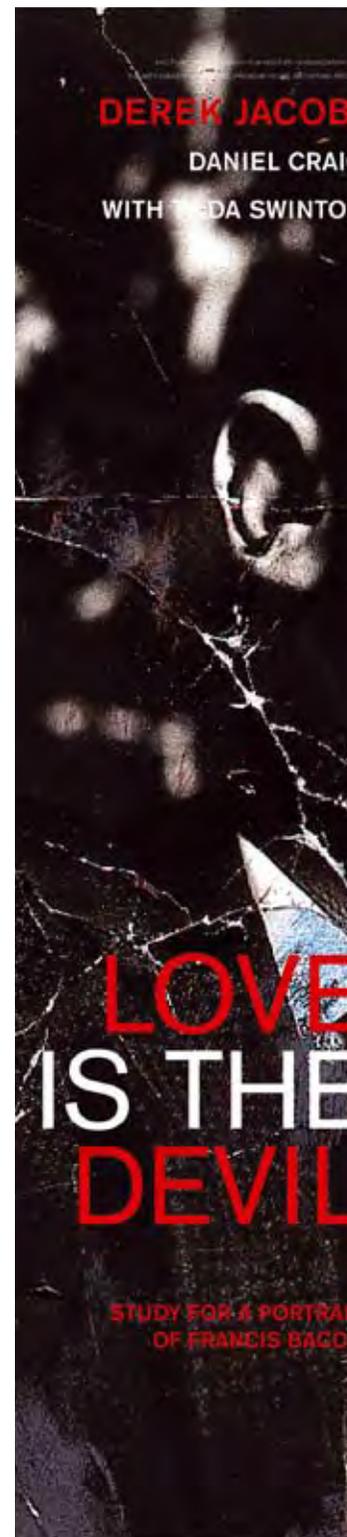
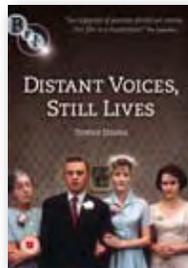
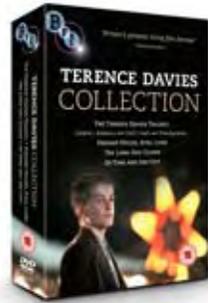
Photography: Stuart Smith, London: Image, Design: Eureka! (www.eureka.co.uk)

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British Film Institute

CASE STUDY 6

The British Film Institute (BFI) promotes understanding and appreciation of Britain's rich film and television heritage and culture. The BFI produces numerous film seasons and festivals, as well as individual releases; running the IMAX cinema and National Film Theatre; producing an extensive range of publications and DVDs; organising education programmes and hosting the BFI National Library. Eureka! has worked with the BFI on many projects, including annual reports, brochures, DVD packaging and film posters.

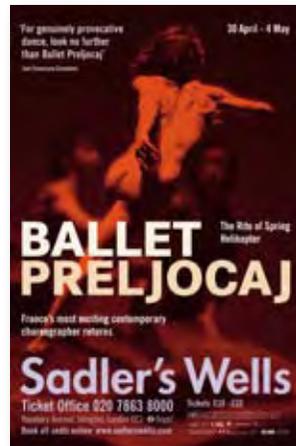
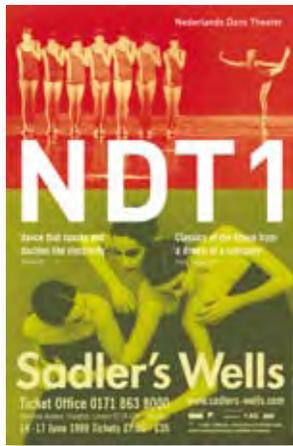
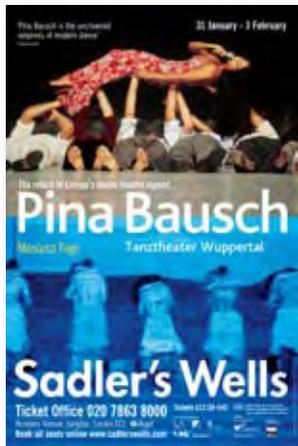


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Sadler's Wells

CASE STUDY 7

Eureka! began working with Sadler's Wells following the Theatre's re-opening after redevelopment. Our brief was to implement and develop the Sadler's Wells brand through a continuing series of posters, season brochures and newsletters. A key brand strategy was to maintain the Sadler's Wells logo as a powerful element in all marketing materials, to make clear the importance of the integral link between venue and performance.



Japan's leading Butoh company returns 27-31 March

Sankai Juku

Hibiki

A large photograph of three Butoh dancers in a dark space, illuminated by a red light. The dancers are in dynamic, expressive poses. The bottom half of the poster is a solid red color.

'Awesome and exquisite...amazing'
Guardian

'Enigmatic, meticulously choreographed dance...beautiful'
Hot Tickets

Sadler's Wells

Ticket Office 020 7863 8000
Rosebery Avenue, Islington, London EC1R 4TN Angel
Book online at www.sadlers-wells.com

Tickets £8.50 - £35 Subject to availability

Sadler's Wells best service award to Theatre. Feedback and reviews after every evening performance, bookable in advance.

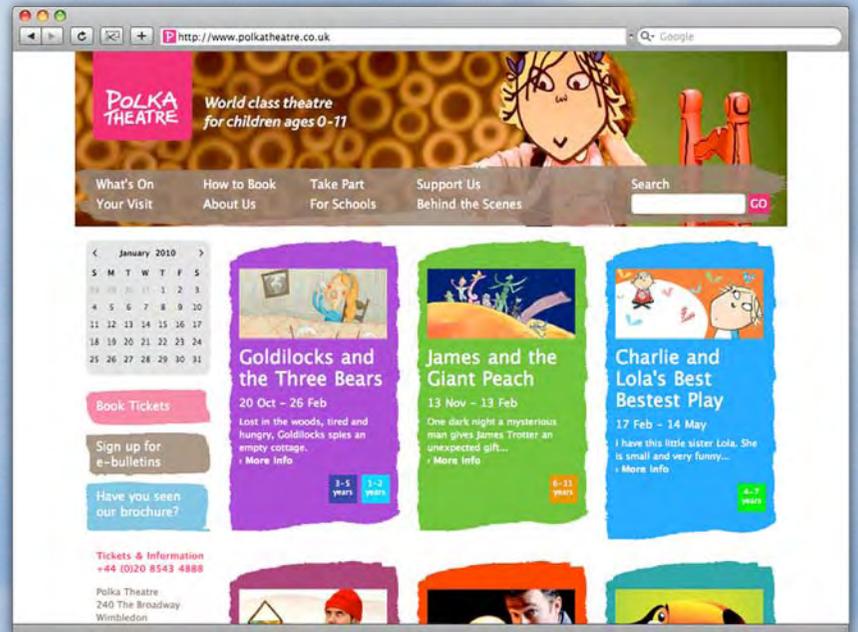
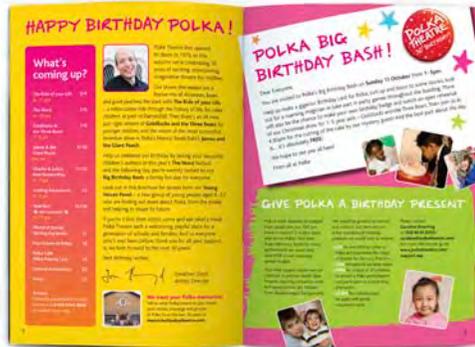
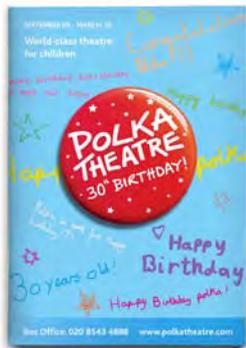
Supported by:

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Polka Theatre

CASE STUDY 8

Polka Theatre is one of the few venues in the UK which is dedicated to producing and presenting work for young audiences. Since the doors opened in 1979, this unique venue has been entertaining children with resonant, engaging and exciting theatre. Eureka! have worked for the theatre for many years and designed a wide range of materials including brochures, show posters and leaflets, FOH Posters, E-flyers, T-shirts, and have most recently designed a 30th year celebration logo, developed their brand identity and designed the new Polka website which has just gone live.



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Diamond Trading Company

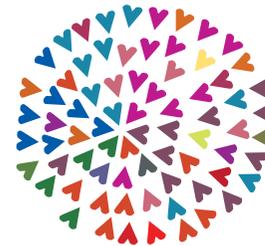
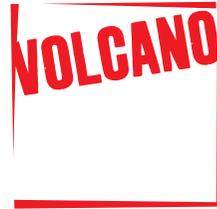
CASE STUDY 9

Eureka! have enjoyed working with the DTC since 2003. The DTC is the Sales and Marketing arm of the De Beers Group. The range of work has been wide and varied, from the design of international diamond jewellery competition look books, training kits, event design, mnemonic of the brand to an extensive re-brand identity project which included the design of a detailed brand guidelines handbook. The handbook sets out guidelines for the application of DTC brand elements throughout all corporate and consumer market applications. Central to this process was the creation of 'the brilliant light' – the graphic embodiment of the magical light within a diamond – which acts as a unifying element across all DTC materials.



Eureka!

Logos and marks:



Our Clients include:

210 Bistro
BBC
Blackstone Chambers
Border Crossings
BFI
Canary Wharf Arts and Events
Cheek by Jowl
CIBJO
Curve Theatre
De Beers Group
Digital Radio Mondiale (DRM)
Disabled Living Foundation
Discover
English Touring Theatre
Forevermark
George Piper Dances
Graeae Theatre Company
Greenworks
Headlong
Hollywood Classics
InFrame
Ketchum PR
London Contemporary Opera
Makesthree Arts Marketing
Mayfield Media Strategies
Nottingham Express Transit
Polka Theatre
Redfront
Roundhouse
Sadler's Wells
Shared Experience
State of Flux
TUC
Vocales
Volcano Theatre Company

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