

GWD&P Ltd

BRANDING

across

DIGITAL

&

PRINT

gareth@gwdandp.com

07968 471415

www.gwdandp.com

GWD&P Ltd

ABOUT

Experienced creative. Been there, done it, got the t-shirt, and the brochure, the website, the social creative, all of the campaigns and the branding too.

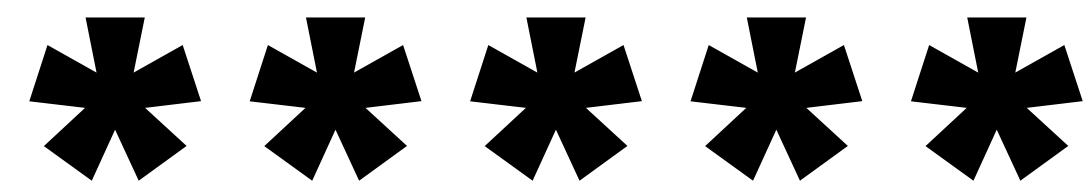
But creativity is the glue that holds it all together; yes, I can scribble, design, artwork and plan print, digital, social media, exhibitions, outdoor media and all the rest, but without the idea, that's all worthless. I've branded start-ups and re-branded established companies, from small projects like a corporate ID/logo to the website, the campaigns, the packaging, the socials and all of the printed collateral, locally, nationally and internationally.

I could go on, but you've heard enough for now. If you want to know more, give me a shout however you like: all the options are below.

gareth@gwdandp.com

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www.gwdandp.com



REVIEWS

“Over the past 4 year’s I’ve worked with Gareth he’s been part of our agency’s growth to date. Gareth is creative when it comes to developing initial concepts, developing them into final designs and executing the artwork for production / go live too.

Briefing is straight forward, design hours are saved through reduced amends and nothing is ever too much of an ask.”

James Hamer
Group Account Director
Cast Can

gareth@gwdandp.com

“Gareth’s discerning eye for a brand and design flare shine through in all the work he has done for me and my clients.

Gareth knew just what our two brands needed when we wanted to refresh their visual identities. He’s so easy to work with and we love our own brands and the ones he’s created for clients. It’s great to collaborate with other experts to help deliver what clients need, and we turn to Gareth every time we need design.”

Louise Turner
Chief Wordsmith
Wordsmiths Unlimited

07968 471415

“Gareth was a pleasure to deal with at all times throughout the redevelopment of our company brand and website.

He was knowledgeable in the design/development process, provided great customer service and importantly, produced a great new identity and website which has elevated our status and been responsible for generating more enquiries than we received previously.”

Mike Donoghue
Co-Founder & Managing Director
economit

www.gwdandp.com

GWD&P Ltd

“Gareth is a talented creative who listens and responds to client needs, crafting bespoke materials to support our fast growing business. We've been working with him for over 5 years and I highly recommend.”

David Cockayne
Chief Executive
Thevaluecircle

gareth@gwdandp.com

“When launching ROCATEX, Gareth helped us massively in getting the branding right. We still get compliments now, after all these years. Suffice to say that he still plays a very important role in our business. With his creative, positive, friendly and no-nonsense approach, I have absolutely no hesitation in recommending him.”

Iain Robertson
Co-Founder & Director
ROCATEX

07968 471415

“Have worked with Gareth for over 6 years. He is talented, creative and a really nice bloke to work with. Not only does he design stuff but is great at the beginning of a project to help formulate ideas.”

Flo McAleese
Communications & Engagement Manager
NEXT PLC

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PROJECT

economit re-brand

CLIENT

economit/Wordsmiths Unlimited

DETAILS

Working with Yorkshire-based Wordsmiths, economit wanted to modernise its brand, elevating the proposition to more accurately reflect its client base. The project included a visual re-brand, new website, Power Point templates, social media templates and merchandise.

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economit

Part of your team, virtually

C - 0%
M - 90%
Y - 45%
K - 0%

R - 232
G - 51
B - 94

#e8335e

economit

Part of your team, virtually

C - 60%
M - 50%
Y - 40%
K - 40%

R - 89
G - 88
B - 87

#595857

C - 0%
M - 70%
Y - 50%
K - 0%

R - 237
G - 107
B - 106

#ed6b6a

economit

Part of your team, virtually

C - 0%
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#ffffff



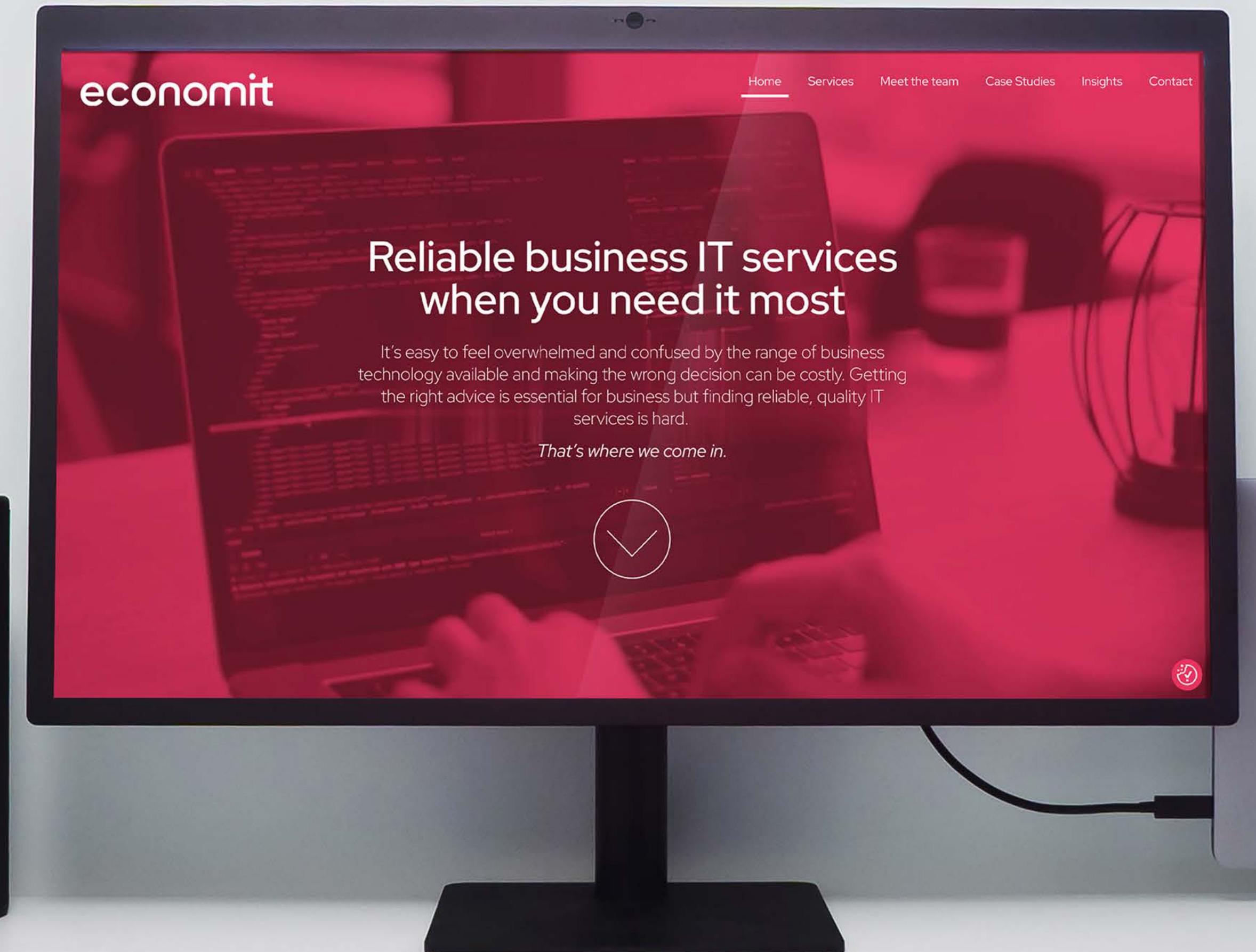
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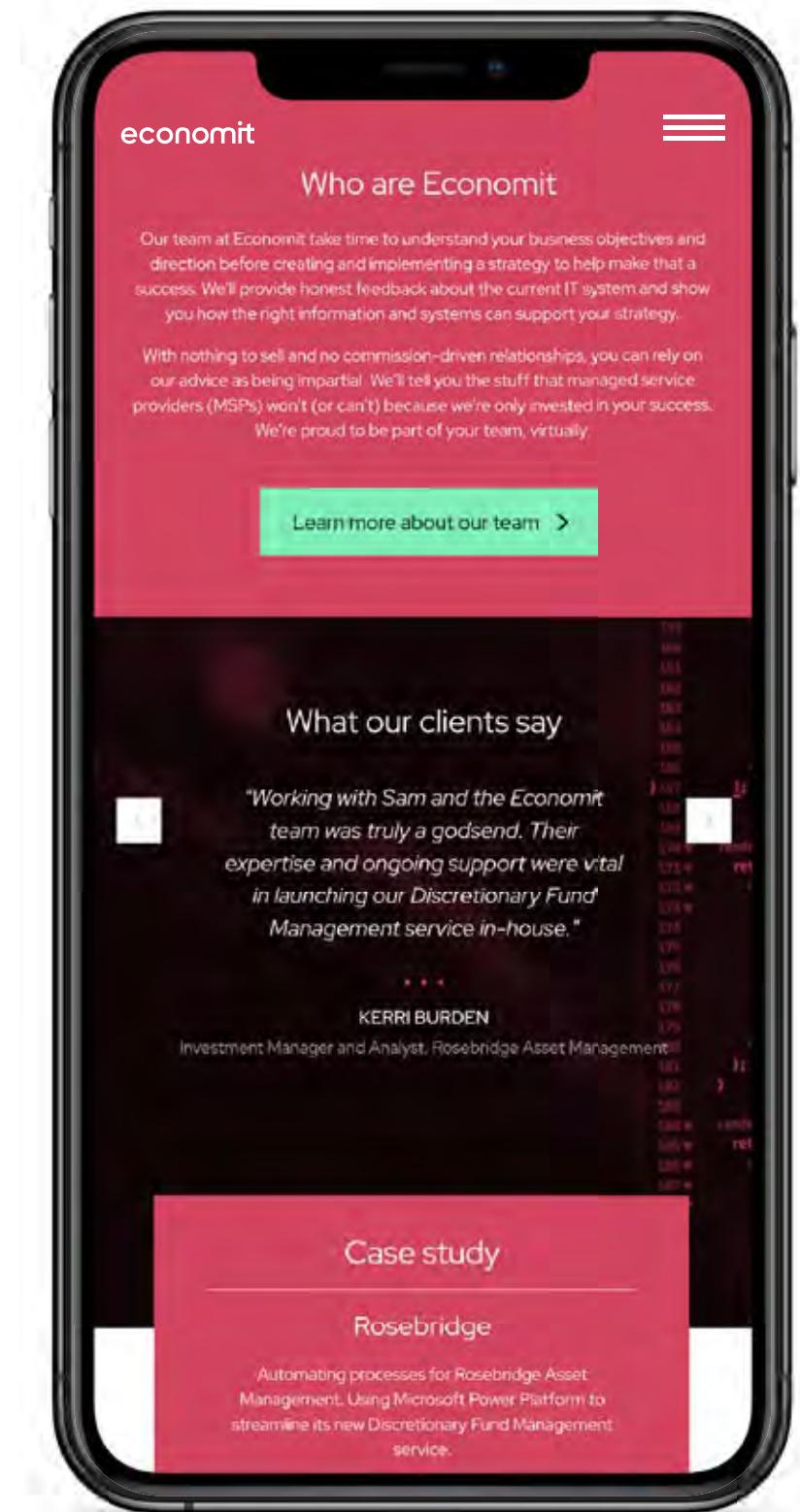
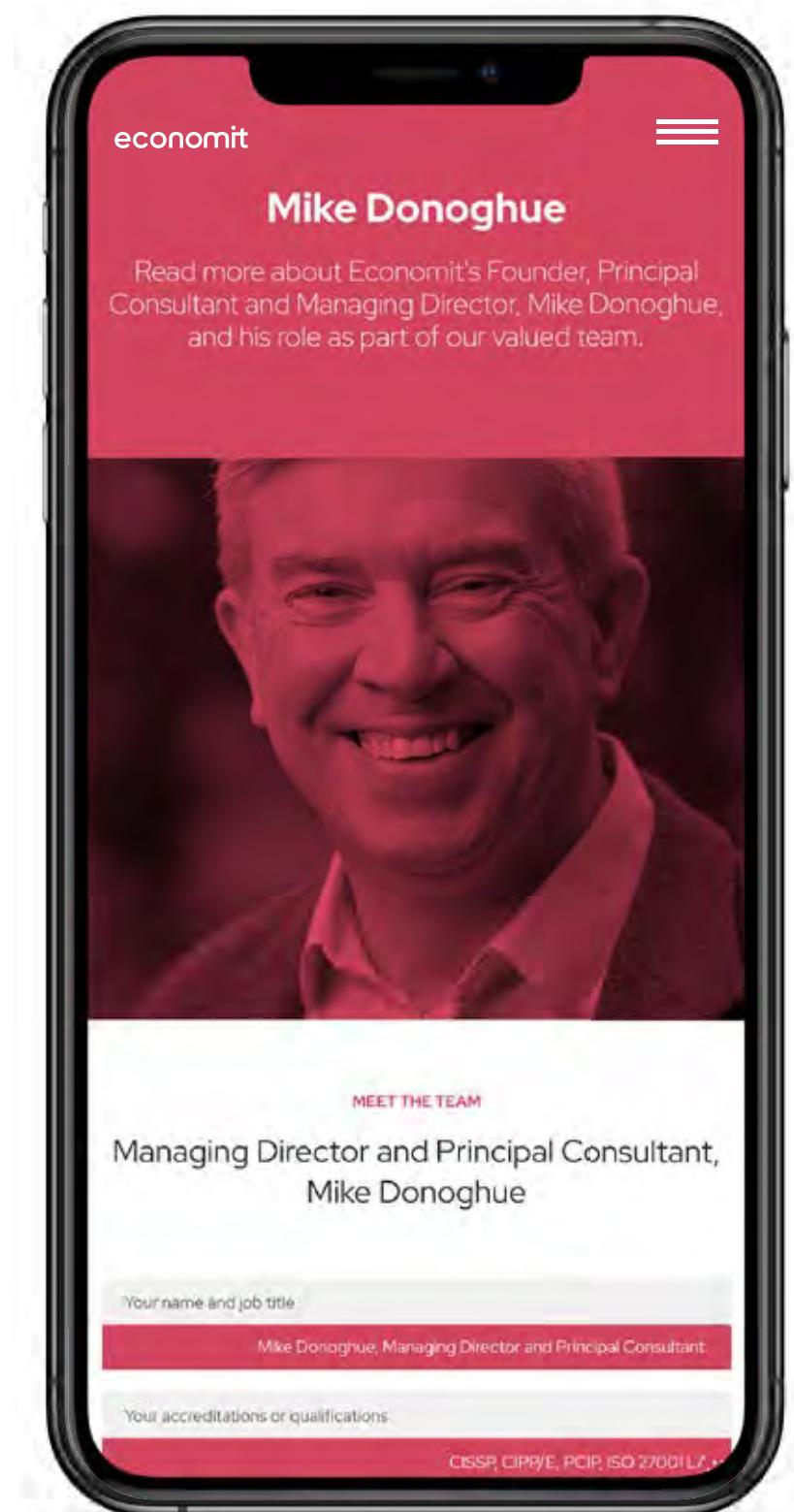
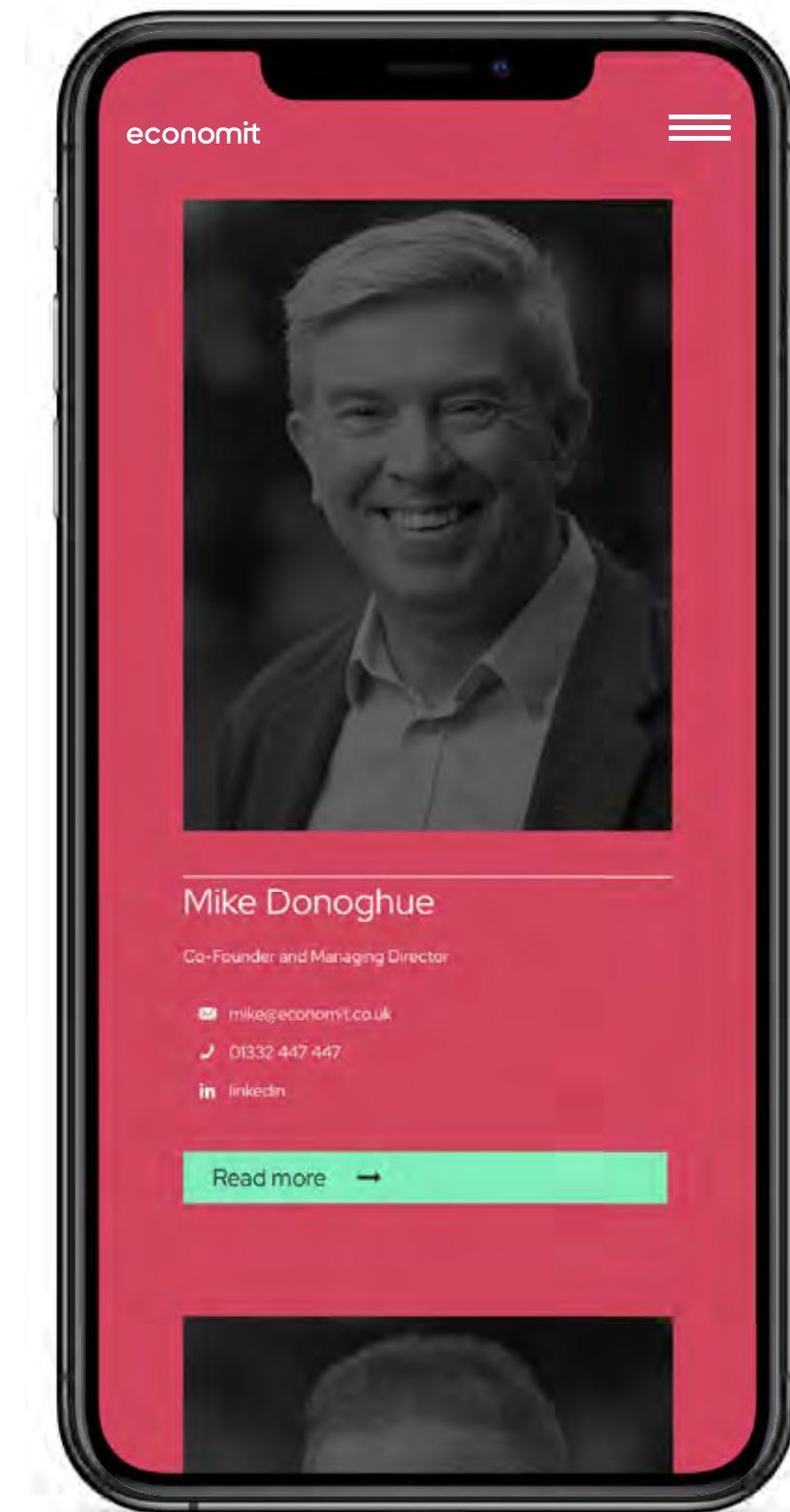
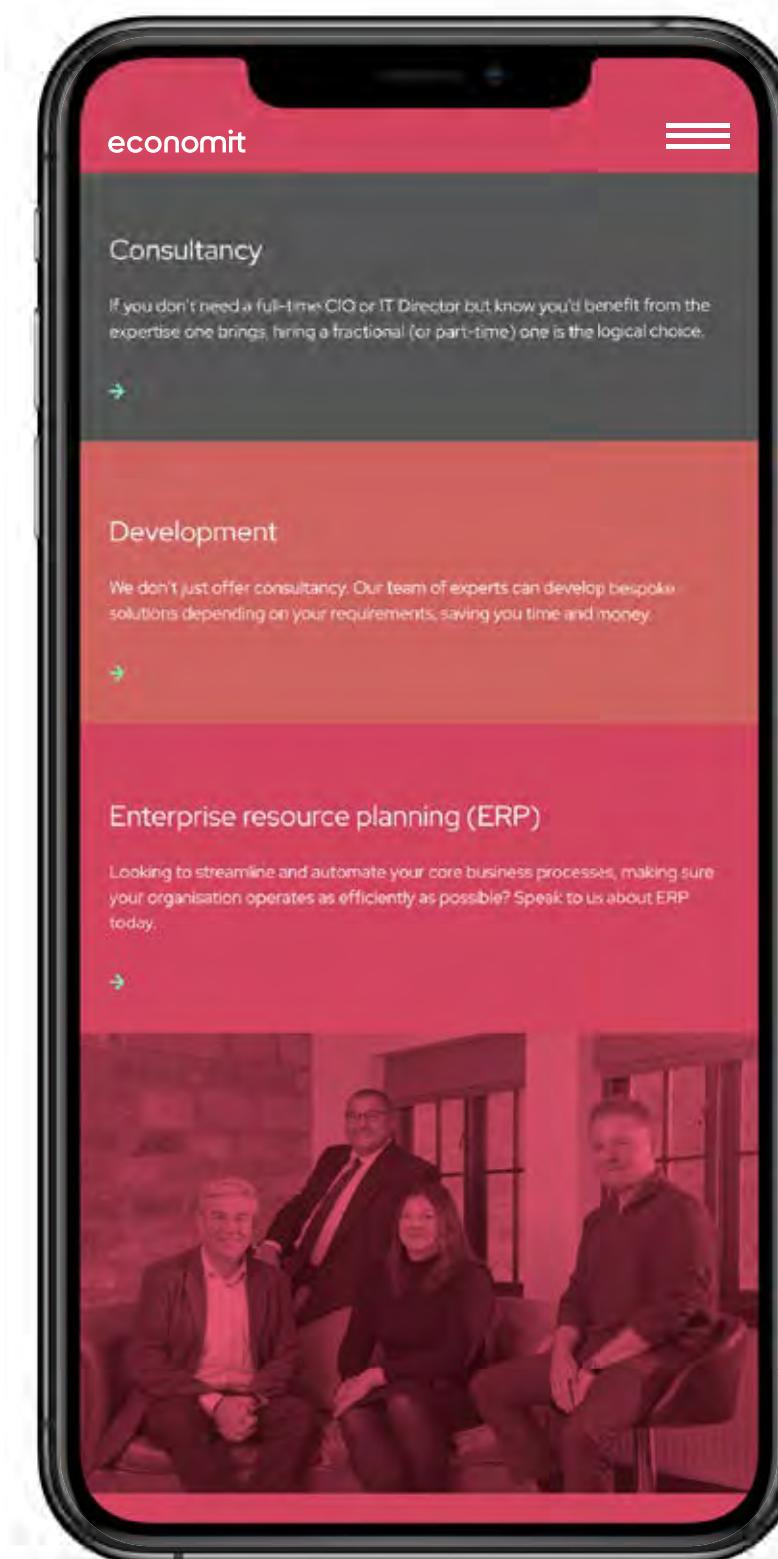
Part of your team, virtually

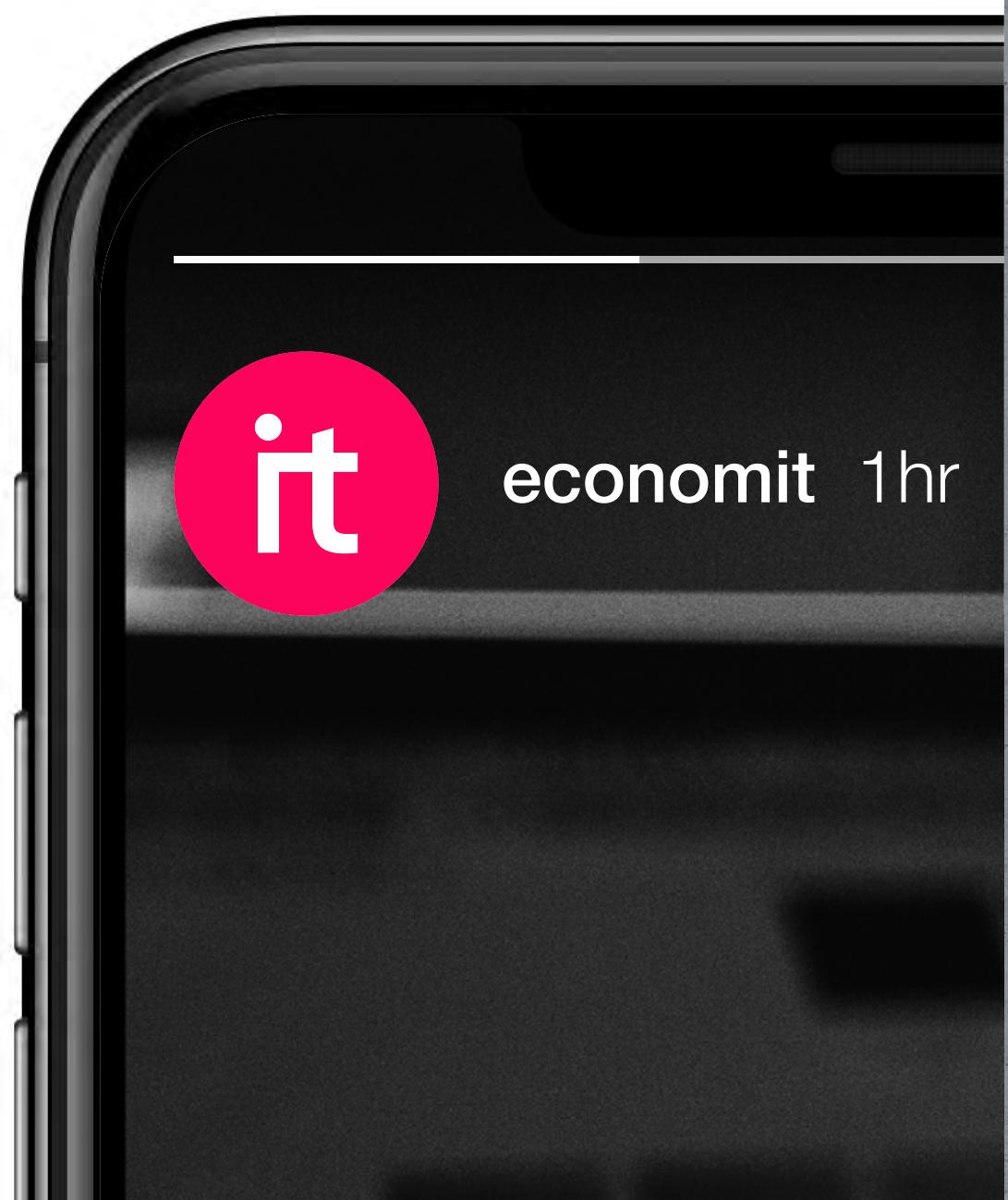
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economit

economit







PROJECT

OX Place new brand

CLIENT

Oxford City Council/Cast Can

DETAILS

Leeds agency Cast Can needed design support for its client, Oxford City Council, which was getting ready to launch its new, separate housing offering, OX Place.

OX Place delivers affordable housing through shared ownership for buyers across Oxford. The project included blank sheet of paper branding, guidelines, website, site signage, social media campaigns and livery.

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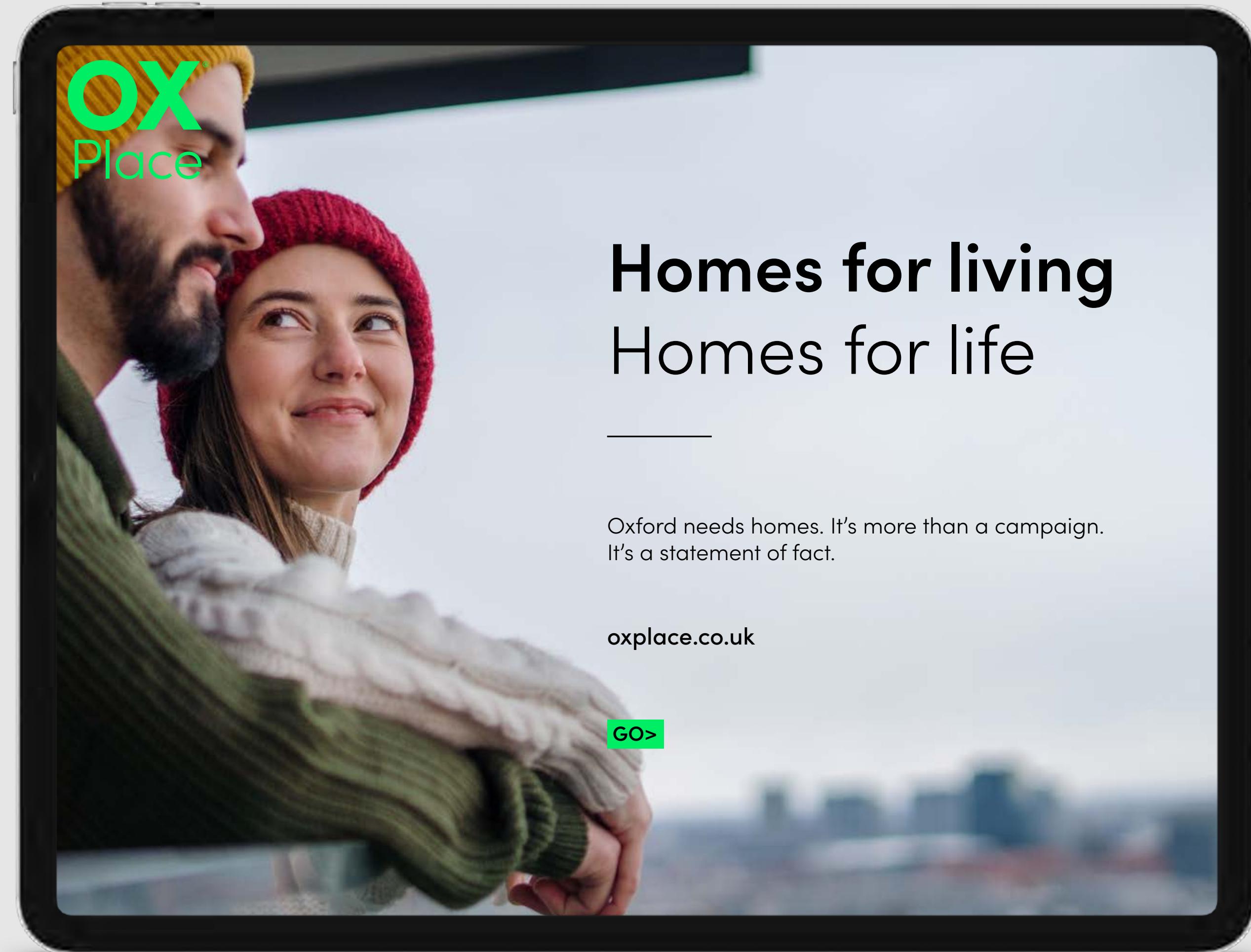
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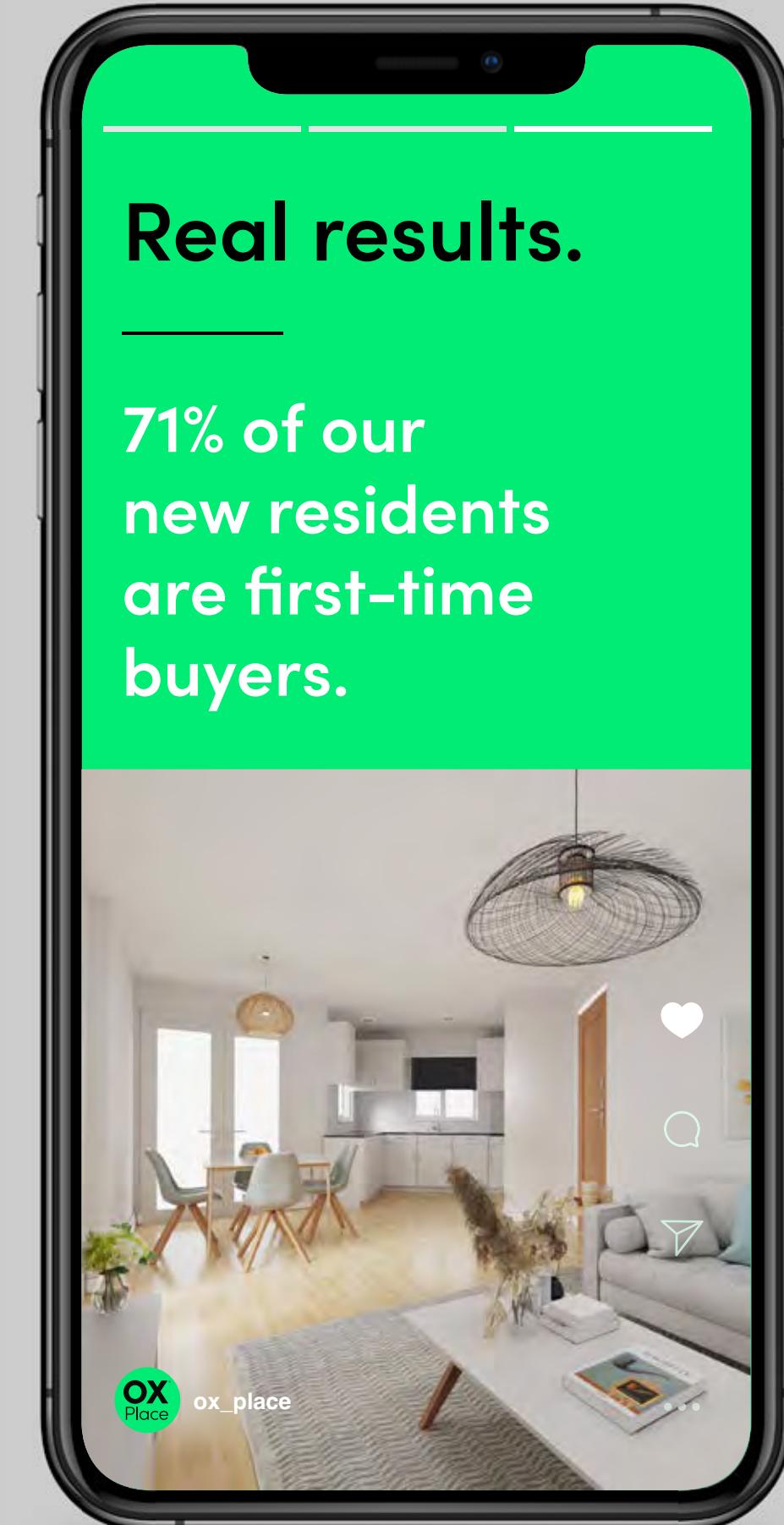
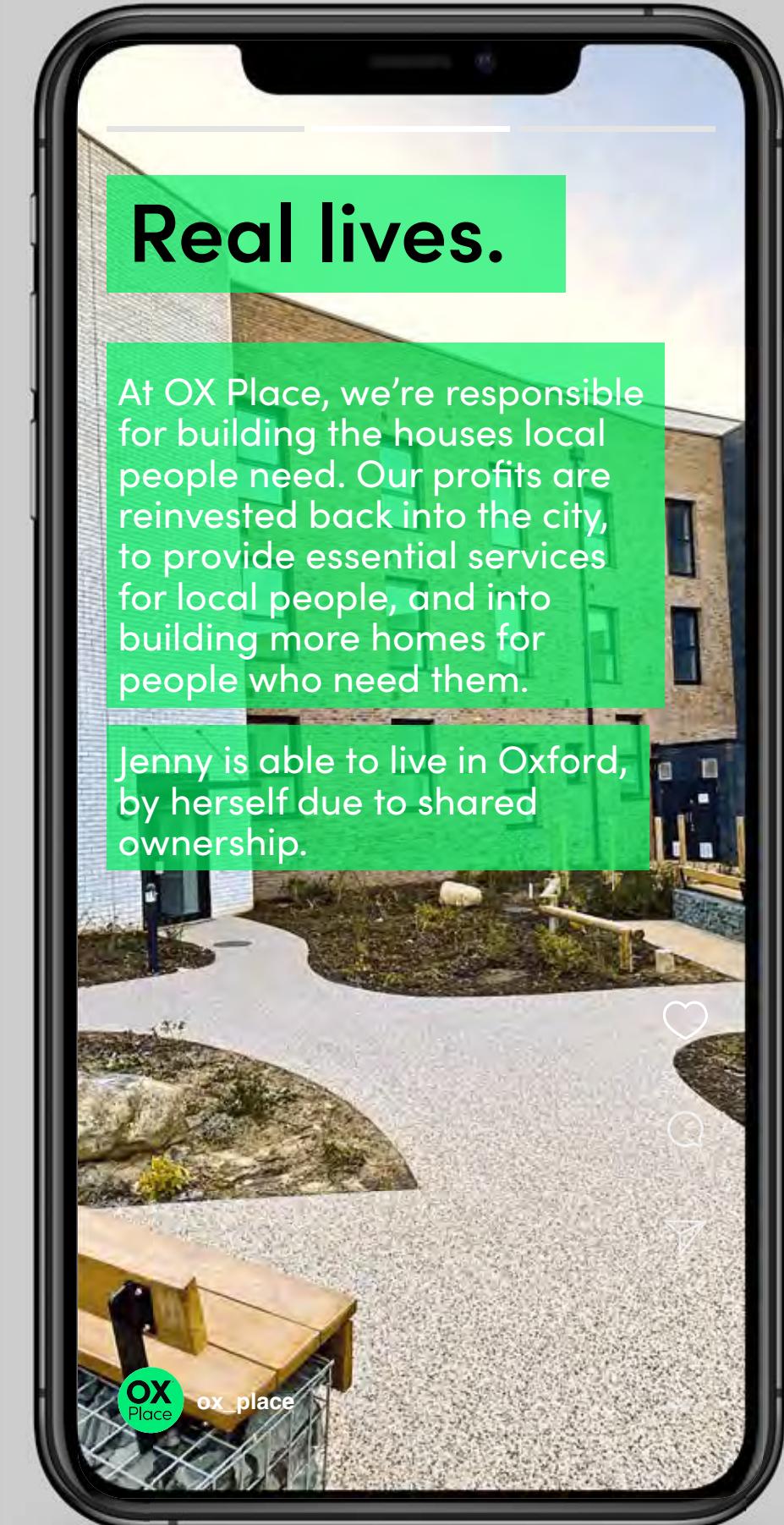
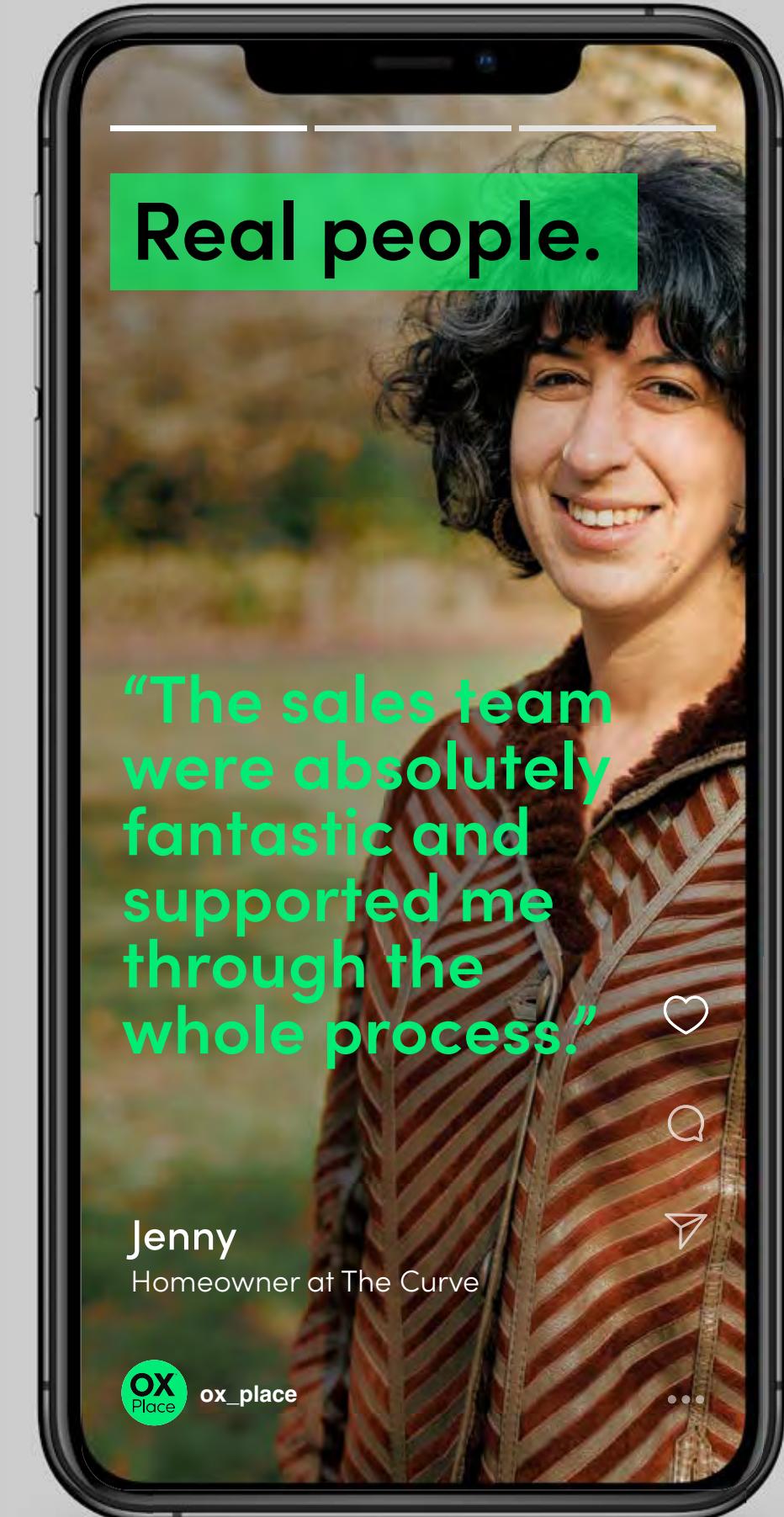


Place

A wide-angle, aerial photograph of the city of Oxford, England, during sunset. The sky is a warm, golden-yellow color. The city is filled with numerous historic buildings, many with red roofs and light-colored stone walls. In the foreground, the rooftops of several buildings are visible, including a prominent one with a decorative gable. In the background, more buildings and a few church spires are visible against the horizon. The overall atmosphere is peaceful and scenic.

PiOCE









Real Peo

way to
the property
ladder in Oxford."



Real People.

"Shared Ownership is a much needed way to get onto the property ladder in Oxford."

Real Results.



Real Lives.

"Gives me the opportunity to own a home of the standard I want to live in."



OX[®]
Place

Welcome to
OX[®]
Place

PUSH

Developer of choice
for people buying homes
in Oxford.

oxplace.co.uk

or find out more here:



or

visit

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01865 488 000

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GWD&P Ltd

PROJECT

ROCATEX Ltd branding

CLIENT

ROCATEX Ltd

DETAILS

Tile and stone care specialist ROCATEX turned to me to create its new branding and packaging for the new range of products.

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ROCATEX

ROCATEX

Pantone 1797C

Pantone 165C

Pantone 109C

Pantone 334C

ROCATEX

Pantone 298C

Pantone 286C

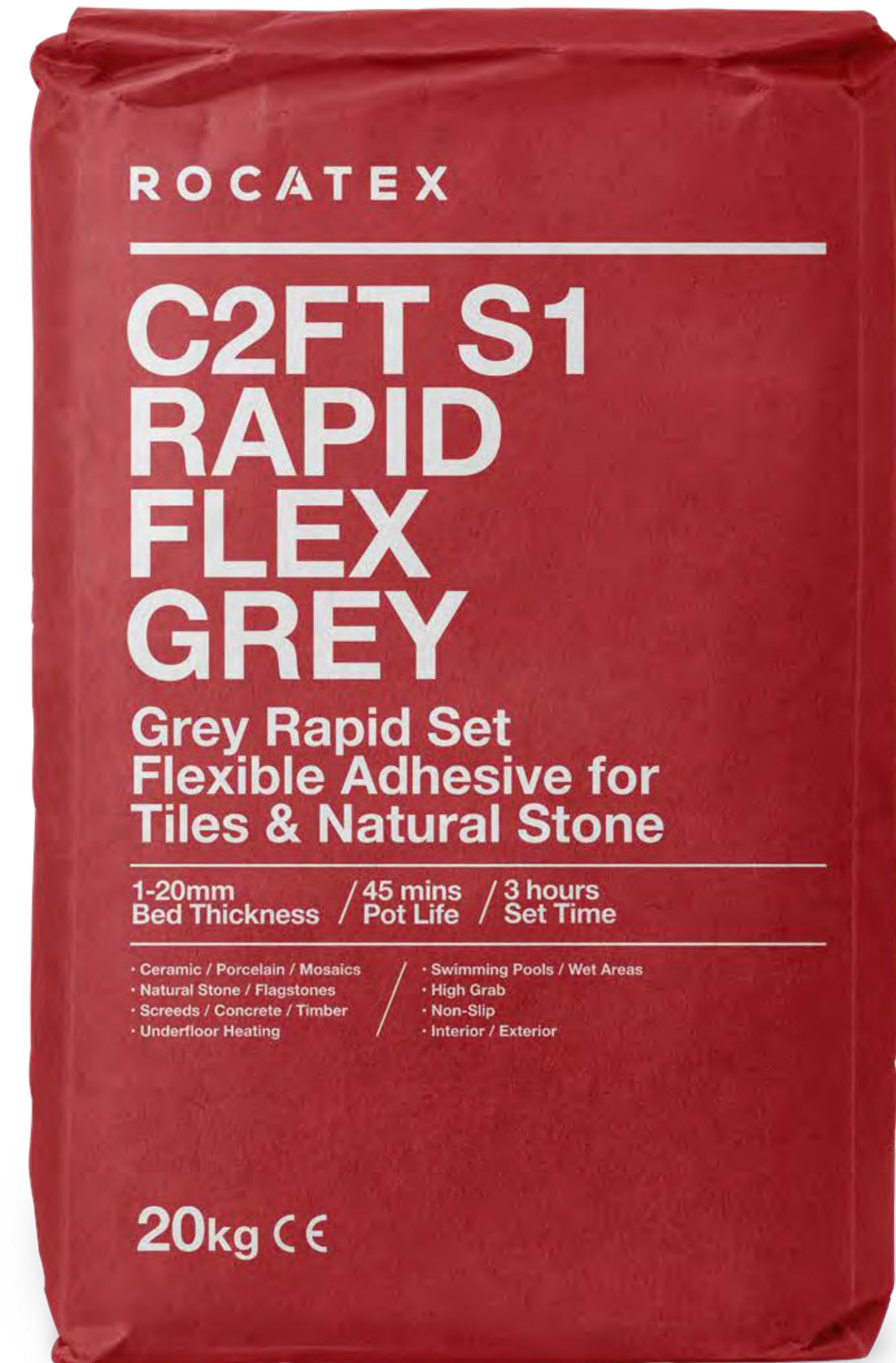
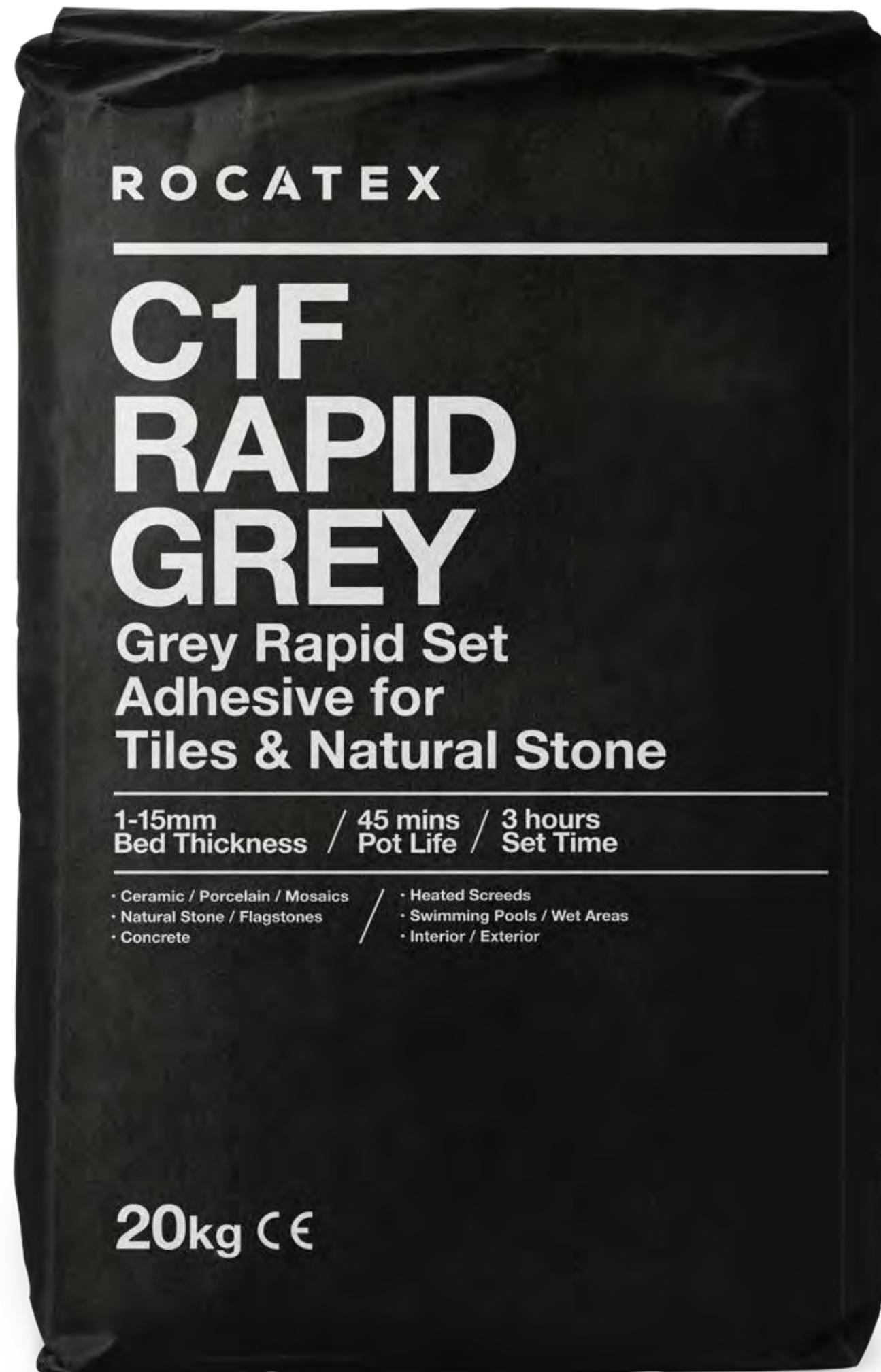
Pantone 2602C

Pantone 389C

Pantone 871C

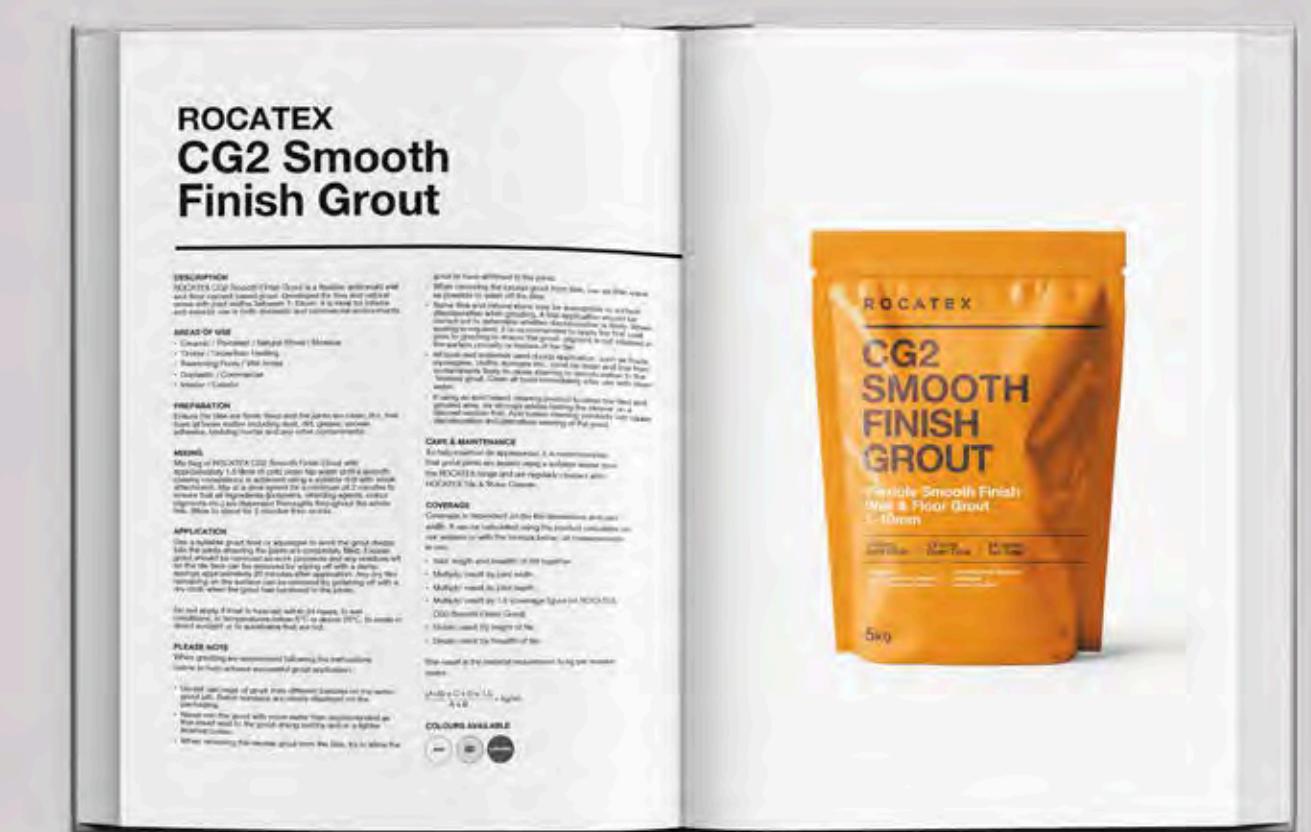
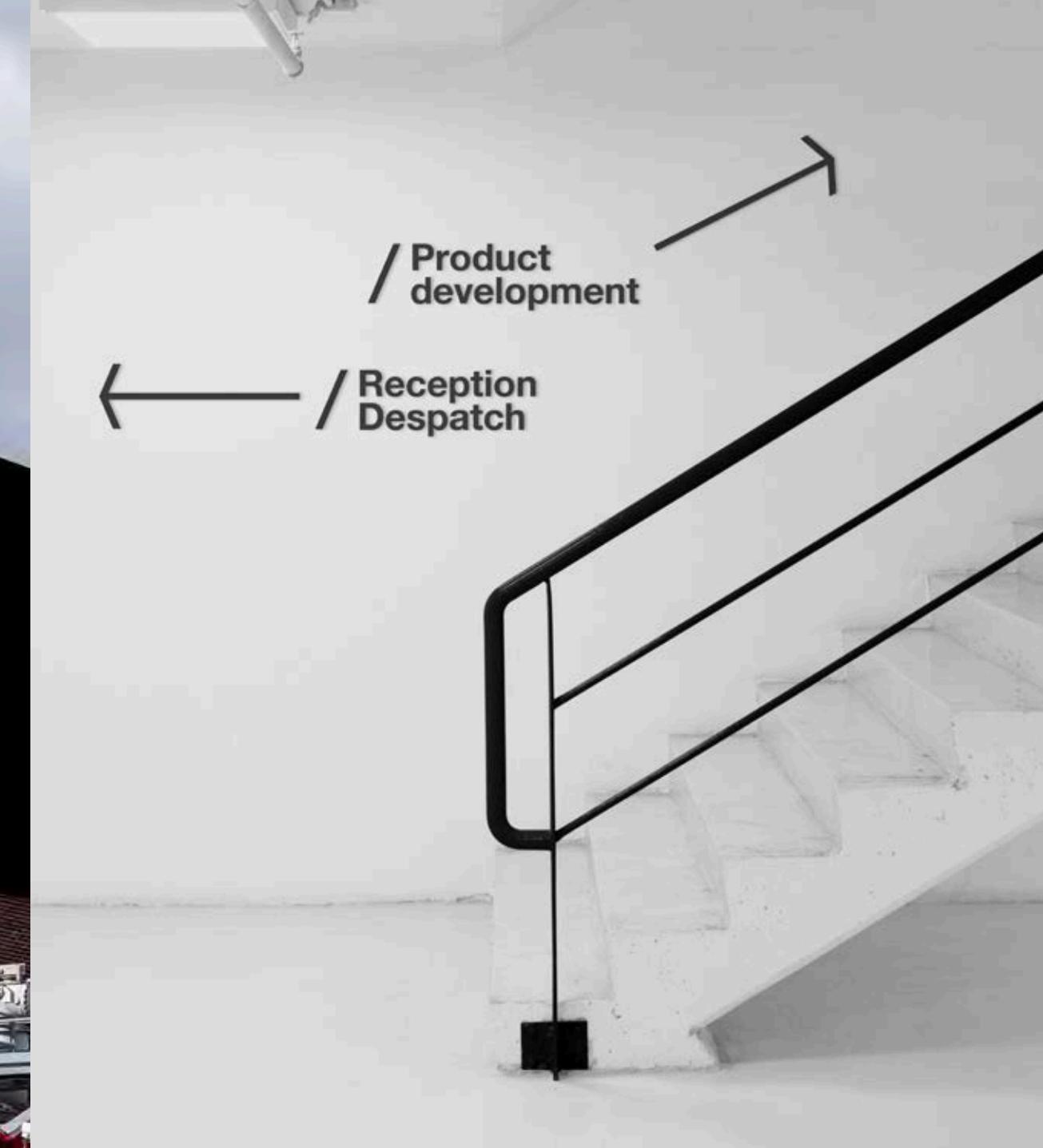












PROJECT

Every Student re-brand

CLIENT

Every Student/Cast Can

DETAILS

Another Cast project, student accommodation provider Every Student needed to refresh and modernise its brand, meeting the expectations of the modern student audience.

Work included the re-brand including guidelines, design for a new website, social media campaigns, signage for buildings and livery.

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**Every
Student**

Student living. Made simple.



Every Student



Student living.
Made simple.

every
student



Every Student



Brand guidelines

Version 1.0

August 2022

everystudent.co.uk

We're here for advice
We're here for accommodation
We're here for offers
We're here for you

We're
Every Student

Typography

We're here for...

We use the statement 'We're Every Student' and 'We're here for...' to show our intent to our customers and the wider student market. We're inclusive, we listen, we're here to help.

Every Student brand guidelines, August 2022, Page 10

Photography

Location/model

Our photography style is honest, represents our target audience and real people, and has a warm feeling from the lighting. We represent everyone, and so does our imagery.



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Location launch
collateral

Aberdeen launch
van livery



Every Student brand guidelines, August 2022, Page 40

Contents

Our logo
Colourways
Typography
Our brand personality
Icons
Photography
Brand application

Primary logo

Our logo clearly states who we are and what we stand for. Using our new colour palette to communicate it's fresh new approach to student accommodation.



Every Student brand guidelines, August 2022, Page 5

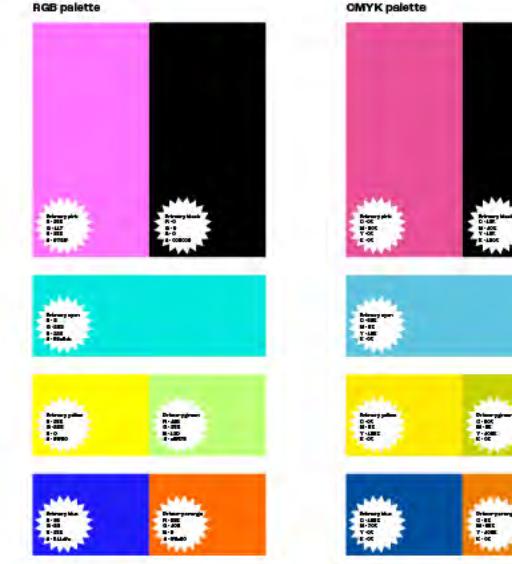
Primary colour palette

The Every Student palette is one that reflects the vibrancy of modern youth. It is designed to be attractive and fun and to complement modern fashion and culture.



RGB palette

CMYK palette



Every Student brand guidelines, August 2022, Page 11

Typography

Our font

We use an Adobe font called 'Roo Grotesk'. It comes in various weights but stick to just 2 for consistency.

Wherever possible we mostly use Bold and Medium.

Roo Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Every Student brand guidelines, August 2022, Page 14

Roo Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

Every Student brand guidelines, August 2022, Page 14

Our logo

Page 4



Every Student brand guidelines, August 2022, Page 10

Brand personality

Every Student brand guidelines, August 2022, Page 10

We:

Use our brand to be unique in the student accommodation market. Because we do things differently, from being the cheapest, friendliest and warmest brand, this means we gain trust. We're not corporate, we're just ourselves.

We're like you, individual, we have our own style and we're proud of it. And we're here for you. Always.

Leave you to find for yourself. Take the money and run.

Do's and don'ts

Use our brand to influence and appear to be 'cool'. Ever say 'cool'. Pretend to know what you like, you're all different. Hide our offers behind our marketing.

We don't:

Use our brand to be unique in the student accommodation market. Because we do things differently, from being the cheapest, friendliest and warmest brand, this means we gain trust. We're not corporate, we're just ourselves.

We're like you, individual, we have our own style and we're proud of it. And we're here for you. Always.

Outdoor advertising

Large format and poster sites

When the CMYK version of the primary pink colour doesn't stand out enough, we can switch to another colour from the palette that does.



Every Student brand guidelines, August 2022, Page 25

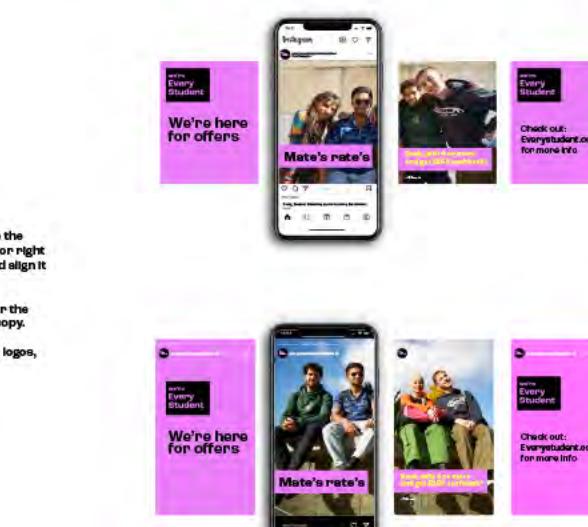
Social media

Like prior and online, we make sure the background box bleeds off the left or right hand side, we left align the copy and align it with the logo text too.

We always use 'Roo Grotesk Bold' for the first headline, then 'light' for other copy.

We don't centre anything. Not text, logos, background boxes, anything.

Even.

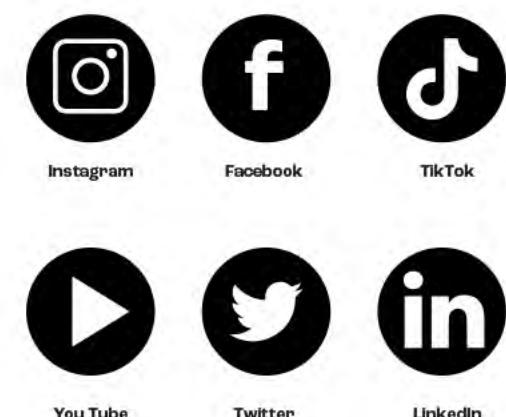


Every Student brand guidelines, August 2022, Page 29

Page/section title

Subtitle

We have our own social media contact icons. We think they help keep our appearance unique.



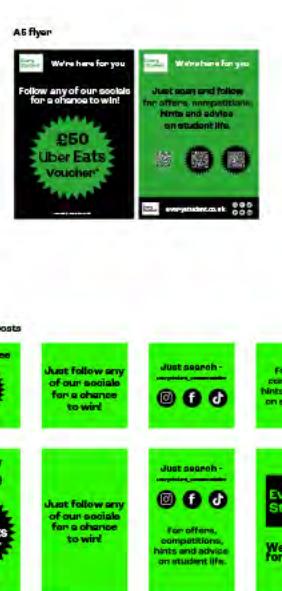
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Brand application

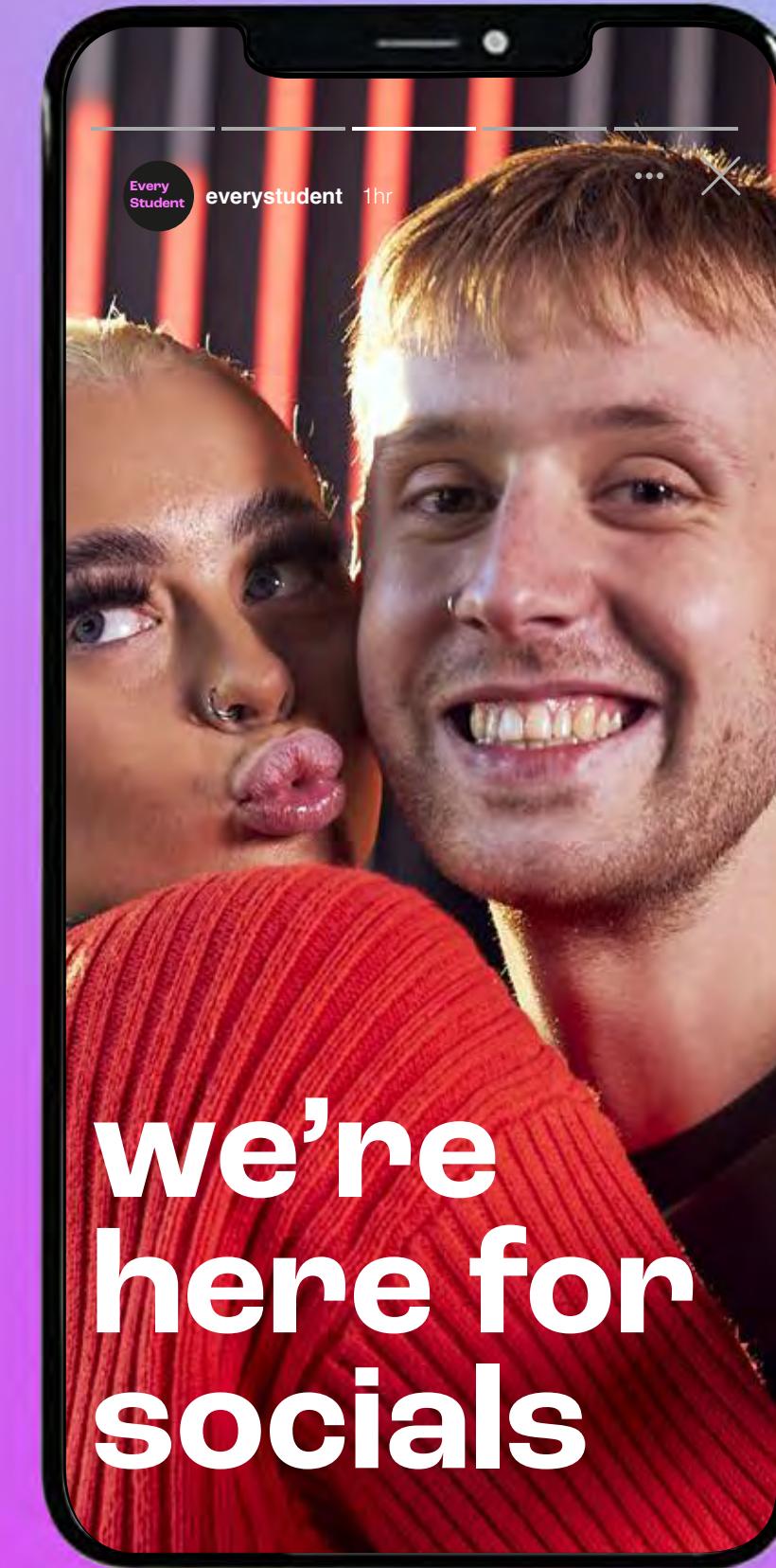
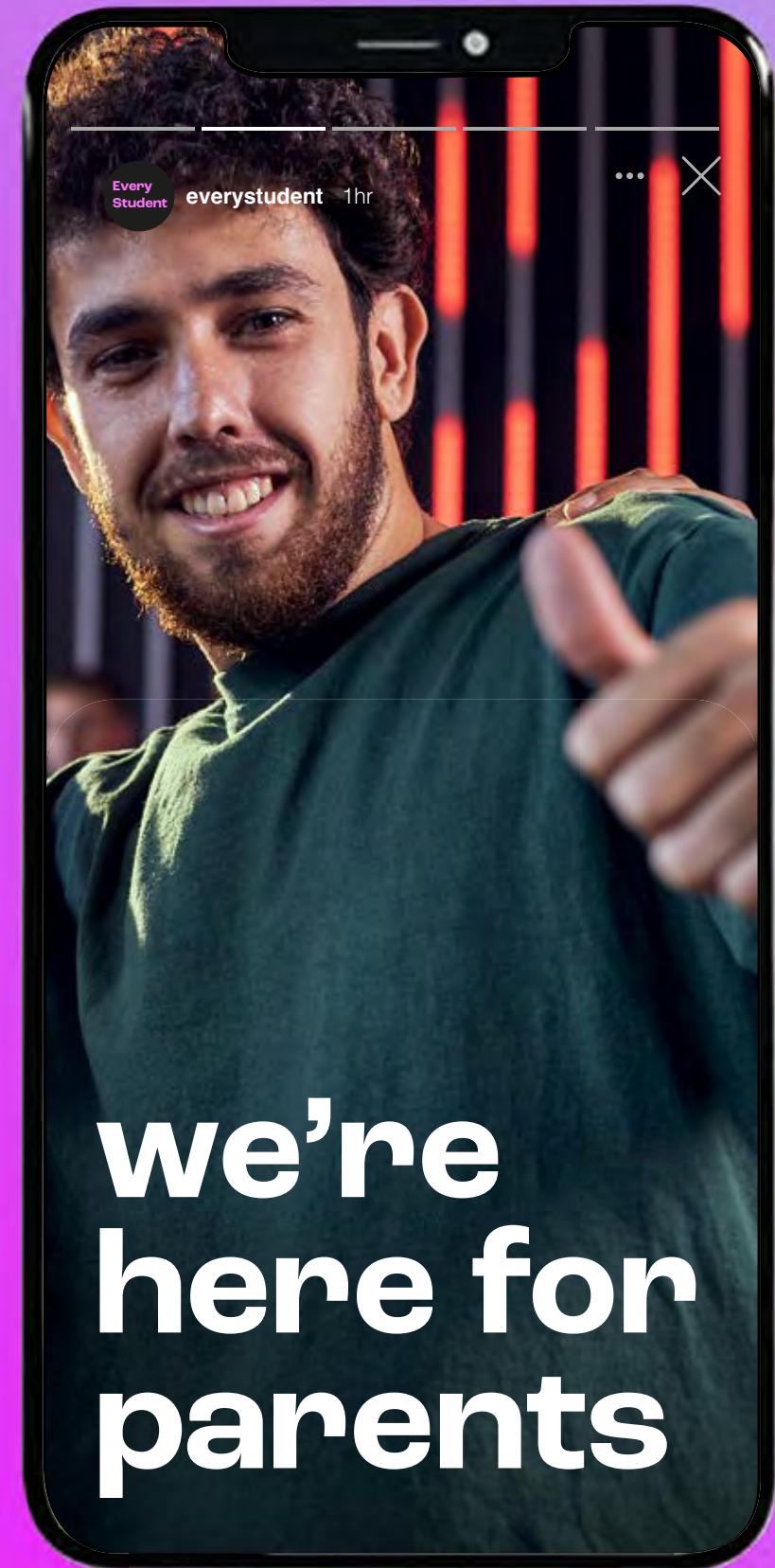
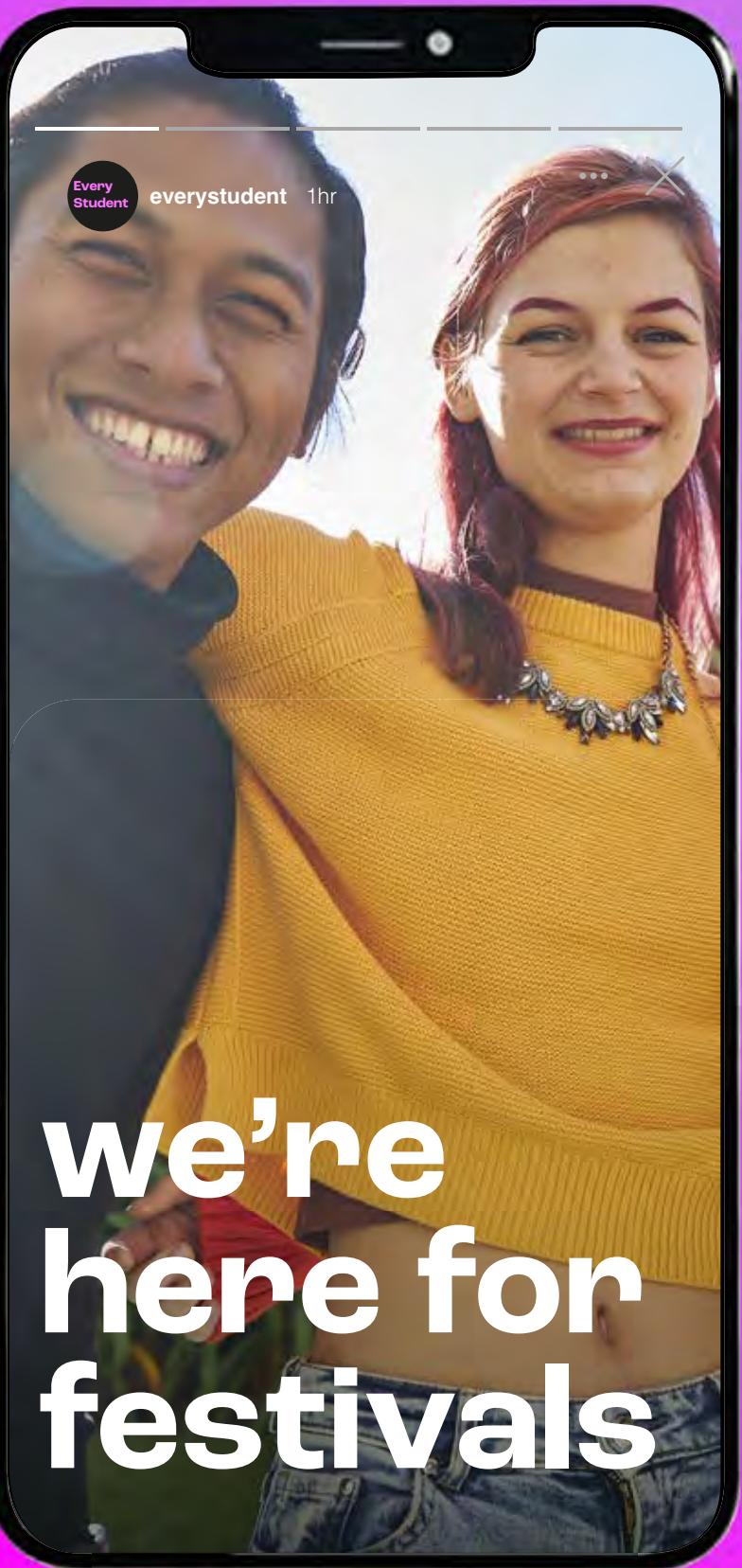
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Brand application

Page 31

Brand application

Page 31



Every Student

BOOK NOW PORTAL LOG IN MENU

The Old Fire station
From £113 per week all-in

[Book now](#)

Book your stay Location...

[view our rooms](#)

We're Every Student
Welcome to your new accommodation

Every Student provides perfectly pitched (and priced) student accommodation that's designed to make university life easier. Like, studying is hard work, right? Not to mention budgeting, managing your health and sorting out your social life. So why add more pressure by paying over-the-top?

Starting from only £83 per week all-in, our student accommodation includes everything. Utility bills, WiFi, Contents insurance, CCTV security. And more.

[More about us](#)

Our rooms

Ensuite - Silver
Farmers Hall Lodge Aberdeen
Price From: £113 per week [More info](#)

Non-Ensuite - Silver
Farmers Hall Lodge Aberdeen
Price From: £89 per week [More info](#)

Studio - Platinum (Gold Out)
St Peters House Aberdeen
Price From: £213 per week [More info](#)

Our students say:

RATED
4.5 STARS
from student crowd

Student Review of Lucia Foster Welch
"Very friendly and helpful staff that are approachable and willing to resolve any issues. Had an issue with my room that was also resolved quickly and I had problem with my room that was also resolved quickly."

What we offer

Click each icon to find out more about what we offer

Photo gallery

Our accommodations in pictures

Every Student

Book Now Southampton Aberdeen About Every Student High Street Voucher T&Cs

Ambassador Programme Help/FAQs Contact Blogs

NATIONAL CODE

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Our team
Every Student in the spotlight

Olivia Clarke
Customer Service Manager

If you're staying at Lucia Foster Welch you will be seen at her reception. Olivia's role is to ensure your time at our accommodation is the best it can be and she is always here to help.

[More about us](#)

Blog

APR 24, 2024 How to deal with social anxiety at University [Read more](#)

APR 24, 2024 Exam tips for University [Read more](#)

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Enter your email Submit

Get in touch

Southampton

Address: Every Student, Lucia Foster Welch, Royal Crescent Road, Southampton, SO4 3ZP

Phone: 0300 210 0048

WhatsApp: 07483 541 101

E-Mail: southampton@everystudent.co.uk

Aberdeen

We have 6 buildings in the city of Aberdeen, Scotland

Phone: 03234 000084

24/7 Emergency Support: 07961 702 461

E-Mail: aberdeen@everystudent.co.uk

Every Student

BOOK NOW PORTAL LOG IN MENU

Aberdeen Student Accommodation

At Every Student, we are dedicated to supporting students in their academic journey by providing a range of comfortable and convenient student accommodation in Aberdeen. We have a diverse selection of housing options, from modern studio apartments to shared flats, all located within close proximity to Aberdeen's universities and colleges. Each accommodation is designed to provide a safe, secure, and comfortable environment for students to live, study, and socialise. We understand the importance of feeling at home while away at university, which is why our team is committed to delivering exceptional service and maintaining high standards of comfort and security. With Every Student, students can focus on their studies and fully immerse themselves in the vibrant academic and cultural scenes of Aberdeen. View all of our Aberdeen student accommodation below.

Our locations

University of Aberdeen Student Accommodation

Old Fire Station Student Accommodation
Price From: £123 per week 51-Week Contract [More Info](#)

St Peter House Student Accommodation
Price From: £89 per week 51-Week Contract [More Info](#)

Linksfield House University of Aberdeen Accommodation
Price From: £83 per week 51-Week Contract [More Info](#)

Farmers Hall Lodge Student Accommodation
Price From: £89 per week 51-Week Contract [More Info](#)

King Street Exchange Student Accommodation
Price From: £125 per week 51-Week Contract [More Info](#)

Don Street House Student Accommodation
Price From: £83 per week 51-Week Contract [More Info](#)

What to do

Nightlife

Shopping

Exploring

Culture

Book your stay Location...

What we offer

Click to find out more about what's included in our student accommodation in Aberdeen

Every Student

BOOK NOW PORTAL LOG IN MENU

Create content Get paid

Be part of the content ambassador programme

- Get paid to create social media videos
- Get experience on your CV
- Work with us for 6 months and get a reference from us

[Apply Now](#)

Calling all Every Student residents with a knack for social media!

Are you an aspiring influencer, content creator, or video whiz, passionate about crafting content tailor-made for TikTok and Instagram? If so, we would love to work with you.

Be part of the content ambassador programme

- Get experience
- Get paid
- Improve your CV
- Become accredited

[APPLY HERE](#)

Book your stay Location...

What do you think you would make a good content ambassador?

Full Name

Email

Mobile +44

Year of study

Location

Upload CV (optional)

I am happy to be contacted by Every Student, via email and SMS.

I have read and understood the Every Student Privacy Policy.

This form collects your name, email and telephone no. so that we can contact you regarding your enquiry. If you register for updates we will use the email address provided to send newsletters regarding our forthcoming developments.

Check our privacy policy [HERE](#) for all the information on how we store, protect and manage your submitted data.

I'm not a robot

SEND

Every Student

BOOK NOW PORTAL LOG IN MENU

Help/FAQs

Student living made simple.

So, everything is ticking your boxes but naturally, you have some questions about your student accommodation.

We've compiled the need-to-know answers most asked by students who are coming to stay with us in Aberdeen, Southampton or any of our locations.

International students [More info](#)

What contracts? [More info](#)

How to complain [More info](#)

How to book? [More info](#)

FAQs

Student living made simple.

Let us take care of the most common questions we get asked about our student accommodation.

Got something else you want to ask us though? No problem. [Click here](#) to drop us a direct message on Instagram or email info@everystudent.co.uk and we'll be happy to help.

What's it like living with us?

If you want to gather a little more Every Student accommodation information before you commit to booking your place, well... you're in the right place.

Whether you're fresh to one of our cities or returning for another year, we've got your back.

You can find loads of useful info by clicking [here](#).

Your home

At Every Student, we create places to live, not places to crash. Places to call home. A home where you can feel part of a real community, where you can live your best student life. Somewhere you can feel safe and secure, knowing that your health and wellbeing is front and centre of our minds.

We want you to work when you need to, rest when you have to and play when you want to. And when you live with us, we've got that covered.

Your choice

For starters, there's no red envelopes through the door or on the phone; all bills included means all bills included. It's no scam. No joke.

We've got every type of student accommodation you can think of. Unless you've won the lottery – we don't do flash penthouse suites. But we do do student studios. One bed flats. Ensuite rooms. Rooms with shared bathrooms. Whatever you want.

Your safety

And while you're with us, we've got you, 24 hrs a day. On-site security and CCTV working dawn to dusk and back again. All so you can relax, enjoy your student experience and feel safe in your accommodation.

We've also got loads of local knowledge, and our website is packed with helpful info for students to get you settled in smoothly. And we're always on hand to help too... so if there's any further information you need, just get in touch.

How do I book a room?

Do I need to pay a deposit?

Can I pay my rent in instalments?

How do I login to my portal?

Who can book our accommodation?

What types of rooms are available?

What should I bring with me?

How do I get things delivered?

How much does it cost to wash my clothes?

What if something breaks in my apartment?

Do I have contents insurance as part of my contract?

Every Student

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Ambassador Programme Help/FAQs Contact Blogs

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Affordable student housing is here

#Let'sgoAberdeen

dent.co.uk/aberdeen

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[YouTube](https://www.youtube.com) [Twitter](https://www.twitter.com) [LinkedIn](https://www.linkedin.com)

Every Student

Student living. Made simple.

Make your best move this September

Book with us – various room types and contract lengths available



Visit: [everystudent.co.uk](https://www.everystudent.co.uk)

Every Student

Student living. Made simple.

Mates' rates



Book with 4 or more get £150 cash back*

Every Student

[everystudent.co.uk/aberdeen](https://www.everystudent.co.uk/aberdeen)



Prices are based on 42-week contracts starting from September 22 - July 23. We offer short-term contracts, prices may vary. Speak to our team for more information. Rooms are subject to availability.

Every Student

Student living. Made simple.

Aberdeen we're here for you

Price from **£78** all-inclusive* per week

*Based on a 42 week contract



Don Street House

From only £78 per week all-inclusive, this is our best value student accommodation in Aberdeen.



Farmers Hall Lodge

From £89 per week, our rooms at Farmers Hall Lodge are great value for money in a thriving location.



St Peter House

From only £93 per week, St Peter House is great value for money and is 5 minutes from the beach.



Linksfield House

From £112 per week, Linksfield House is next door to Aberdeen Sports Village. With en-suite rooms an option.



The Old Fire Station

From £112 per week, The Old Fire Station is ideal accommodation for 1st year students.



King Street Exchange

From £115 per week, King Street Exchange offers en-suite rooms with all-inclusive rent. Close to the main university.



[everystudent.co.uk](https://www.everystudent.co.uk)

Prices are based on 42-week contracts starting from September 22 - July 23. We offer short-term contracts, prices may vary. Speak to our team for more information. Rooms are subject to availability.

Don't miss out



PROJECT

thevaluecircle re-brand

CLIENT

Thevaluecircle

DETAILS

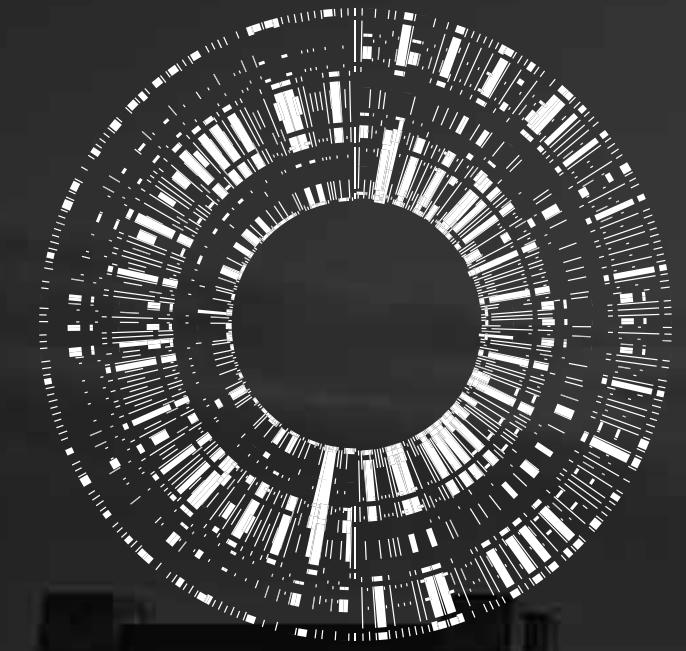
Specialist consultancy thevaluecircle needed to re-brand to support its new market position and as a foundation for its growth aspirations. It works exclusively with boards across the public and private sector.

The brief included making sure circles featured within the visual language in a sophisticated way. The project included the new brand, guidelines including for photography style, a website, presentation templates and corporate stationery.

gareth@gwdandp.com

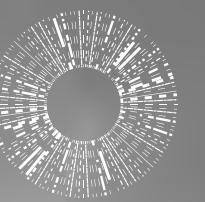
07968 471415

www.gwdandp.com



thevaluecircle

Change makers
Value creators
Code breakers



thevaluecircle



Galvanising organisations
Nurturing leaders
Igniting change
Engineering governance

Change makers
Value creators
Code breakers





thevaluecircle

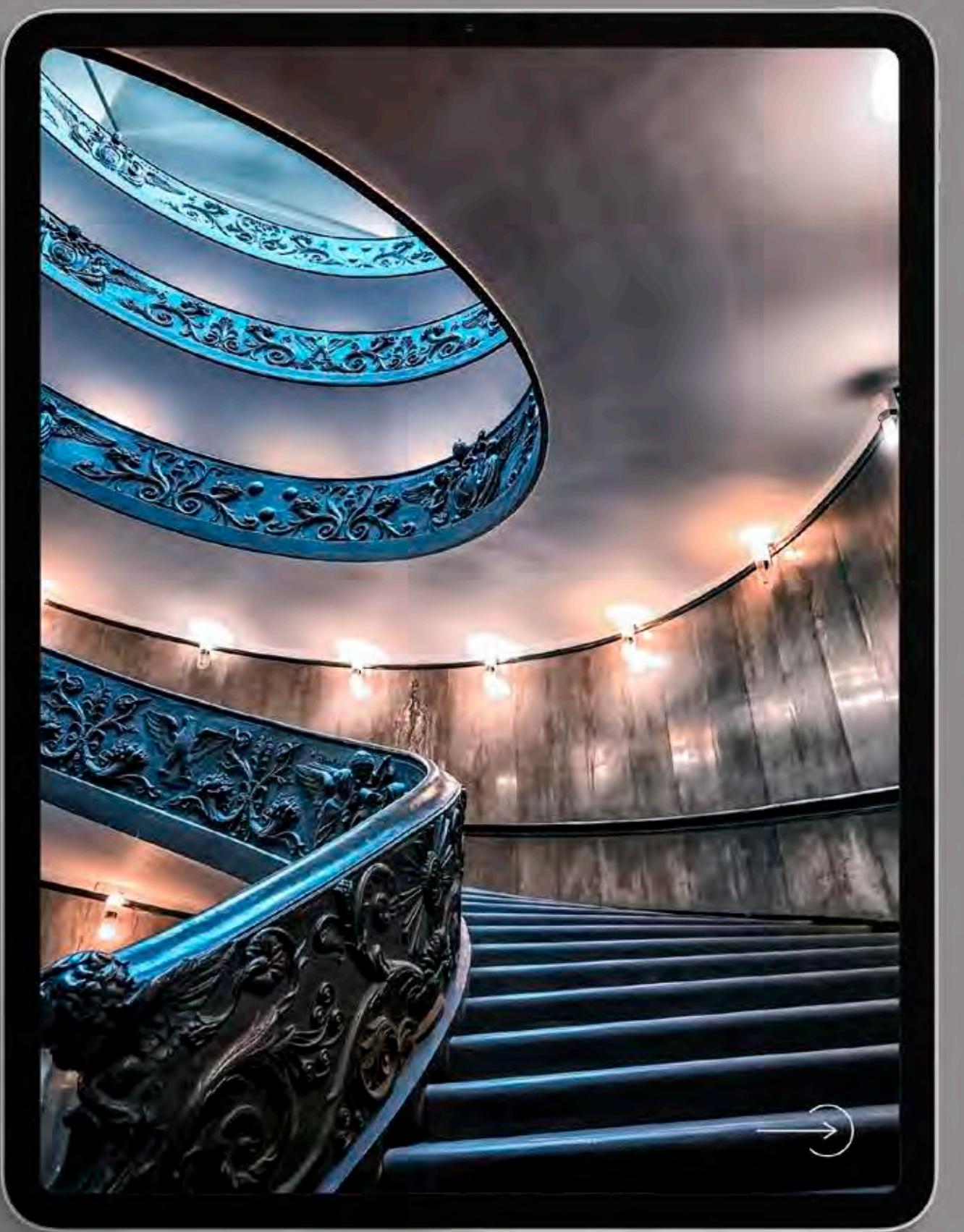


Nurturing leaders

If strategy is the roadmap to success, your leaders are the engine; the power behind getting you there.

...)

www.thevaluecircle.co.uk







PROJECT

Kate Smith Consulting
branding and website

gareth@gwdandp.com

CLIENT

Kate Smith

07968 471415

DETAILS

Kate is a leadership consultant, facilitator and coach and came to me when she started her own consultancy, for branding and a website for her new business.

www.gwdandp.com

Be a Place Where Both People & The Planet Can Thrive

Bespoke Leadership Development for Sustainable Business

SUSTAINABLE
LEADERSHIP
FOR PEOPLE AND PLANET



Book a call

Kate
Smith
Consulting
Leadership development | coaching | team development



“Gareth is a brilliant designer. He listens to what you want and how you want to express your brand. His process is simple and fuss-free, which makes being a client easy and I never have to worry about what he'll produce or how quickly. He's incredibly responsive but also thoughtful in his approach to design. He has created my main brand, a product brand and designed my website. I'm delighted with them all and often get complimented on them!”

Kate Smith
Kate Smith Consulting

www.kate-smith-consulting.co.uk

PROJECT

Justine Mooney branding
and website

gareth@gwdandp.com

CLIENT

Justine Mooney Leadership Coach

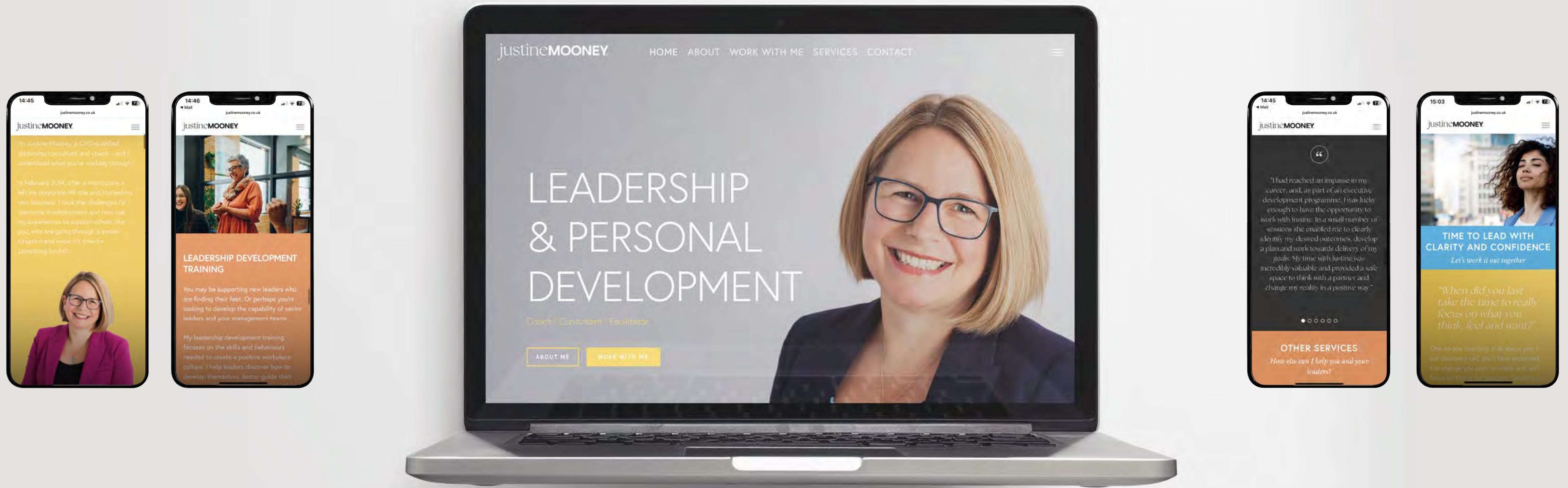
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DETAILS

Justine is a CIPD-qualified leadership consultant and coach and wanted a brand refresh and new website.

www.gwdandp.com

justineMOONEY^{LTD}
LEADERSHIP — COACH



“Gareth took the rough ideas I had about my logo, branding and website and turned them into reality. Always patient, totally professional and highly creative, Gareth was recommended to me for this work, and I will be recommending him to others in the future.”

Justine Mooney
Justine Mooney Leadership Coach

www.justinemooney.co.uk

PROJECT

Wordsmiths Unlimited and
AwardsWriters rebrand.

gareth@gwdandp.com

CLIENT

Wordsmiths Unlimited.

07968 471415

DETAILS

Wordsmiths Unlimited and sister company
AwardsWriters wanted a brand refresh, new
websites, presentation material and social
campaigns.

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Wordsmiths

glory through stories

AwardsWriters

glory through stories

We are Wordsmiths,

a virtual copywriting team here to bring you glory through the power of stories.

About us

Our services



Our clients range from SMEs to large corporations and government bodies. We're also the trusted outsourced copywriting team for other agencies.

What our clients say...

“

Wordsmiths' insight and expertise are exactly what we need – I don't hesitate to put them in front of our internal clients

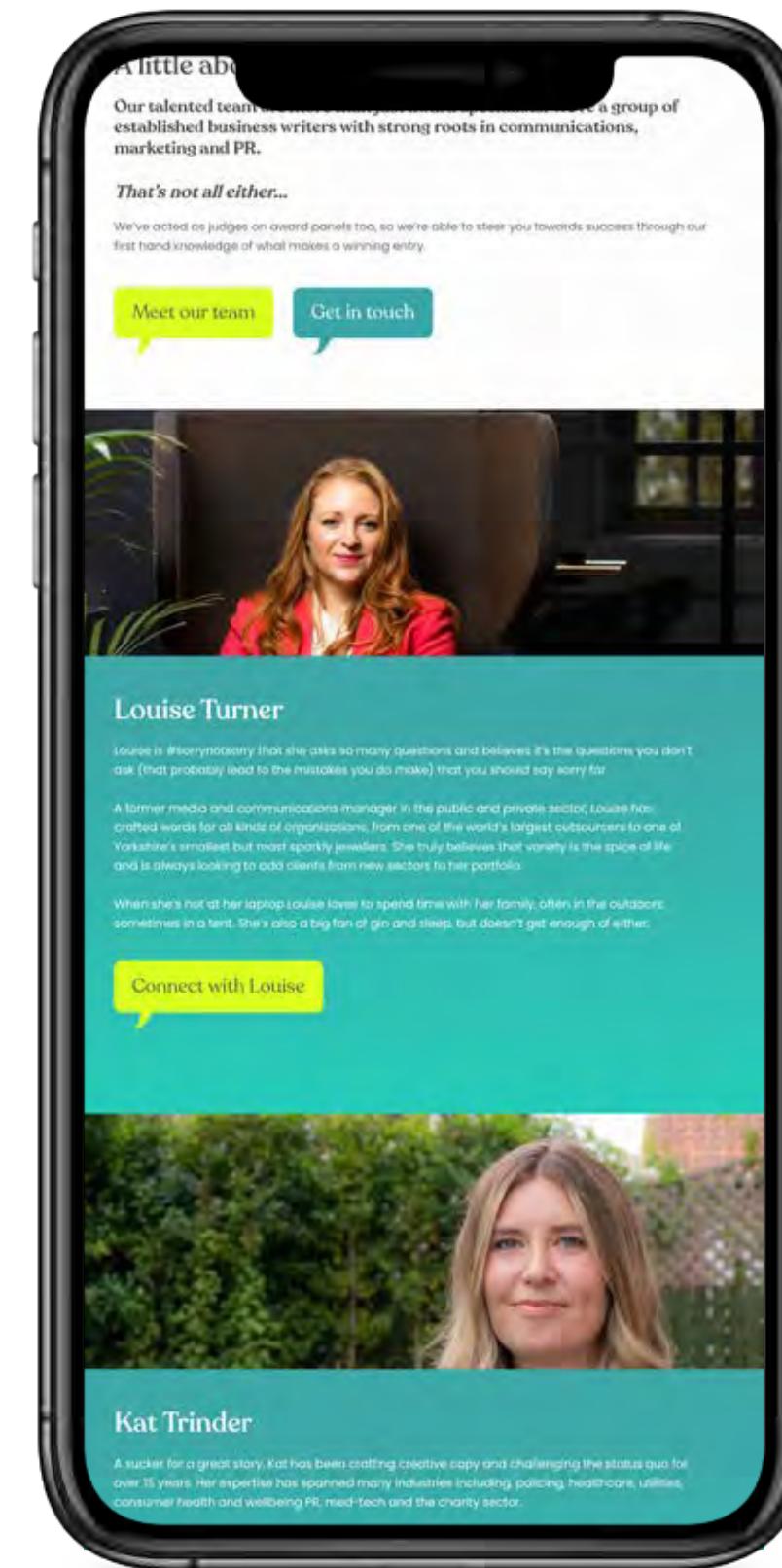
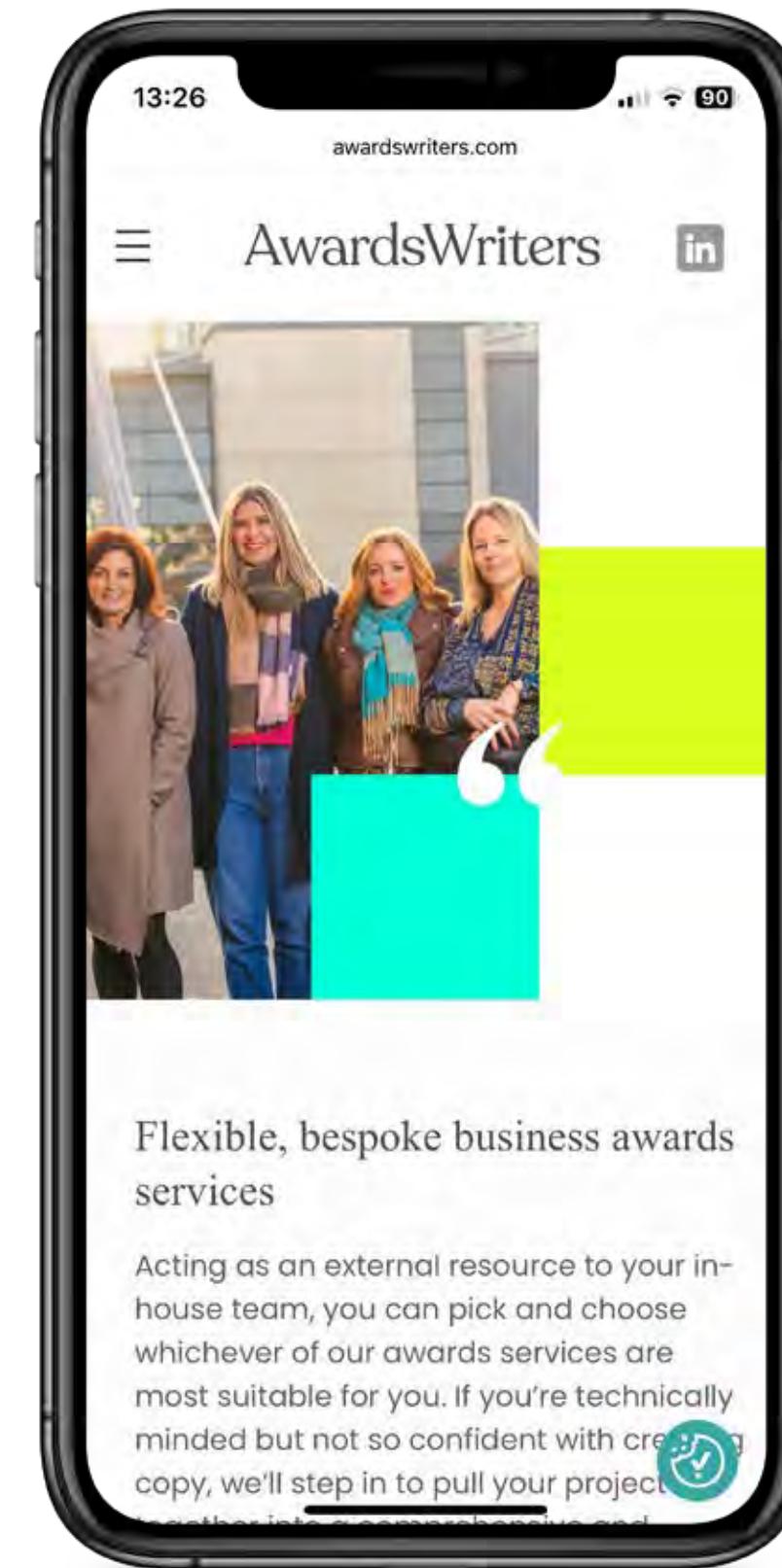
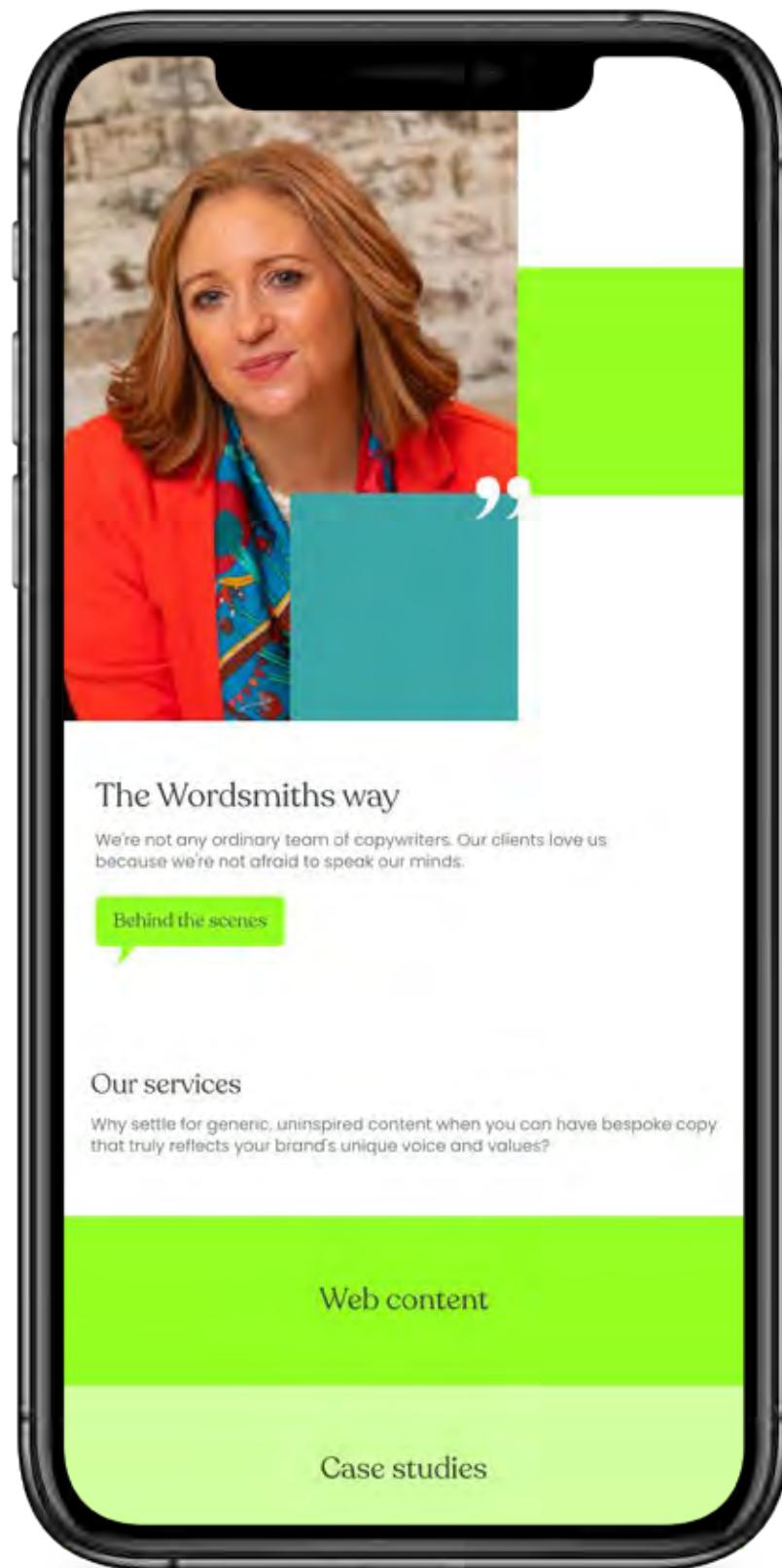
– National Nuclear Laboratory

”

Wordsmiths' knowledge

Explore the power of words to boost your business growth.

Read more...



You ~~don't~~ have to
be the person who
is always a writer.



Want words that work?
Don't be a writer.

#DontBeAWriter #OpenToWords

When you ~~don't~~ have the expertise to take on wider briefs, you will ~~be~~ limiting your chances of success. Be savvy — use external support to strengthen your team. Instead of a writer on the payroll, use Wordsmiths to broaden your services and win more work.

Want words that work?
Don't be a writer.

#DontBeAWriter #OpenToWords

When you ~~don't~~ have someone to be a dedicated writer, turn to the experts.

Want words that work?
Don't be a writer.

#DontBeAWriter #OpenToWords

Agencies ~~don't~~
need to ~~be~~ experts
in all things or have
a writer ~~on the~~
payroll.

Want words that work?
Don't be a writer.

#DontBeAWriter #OpenToWords

Your latest project is a monster; you ~~don't~~ want to look at all the jobs you have to do. It would ~~be~~ easy to take them all on yourself, but it would mean a huge to-do list. On top of everything, the client needs you to be the writer of the project. There's a simple solution for that — the Wordsmiths team.

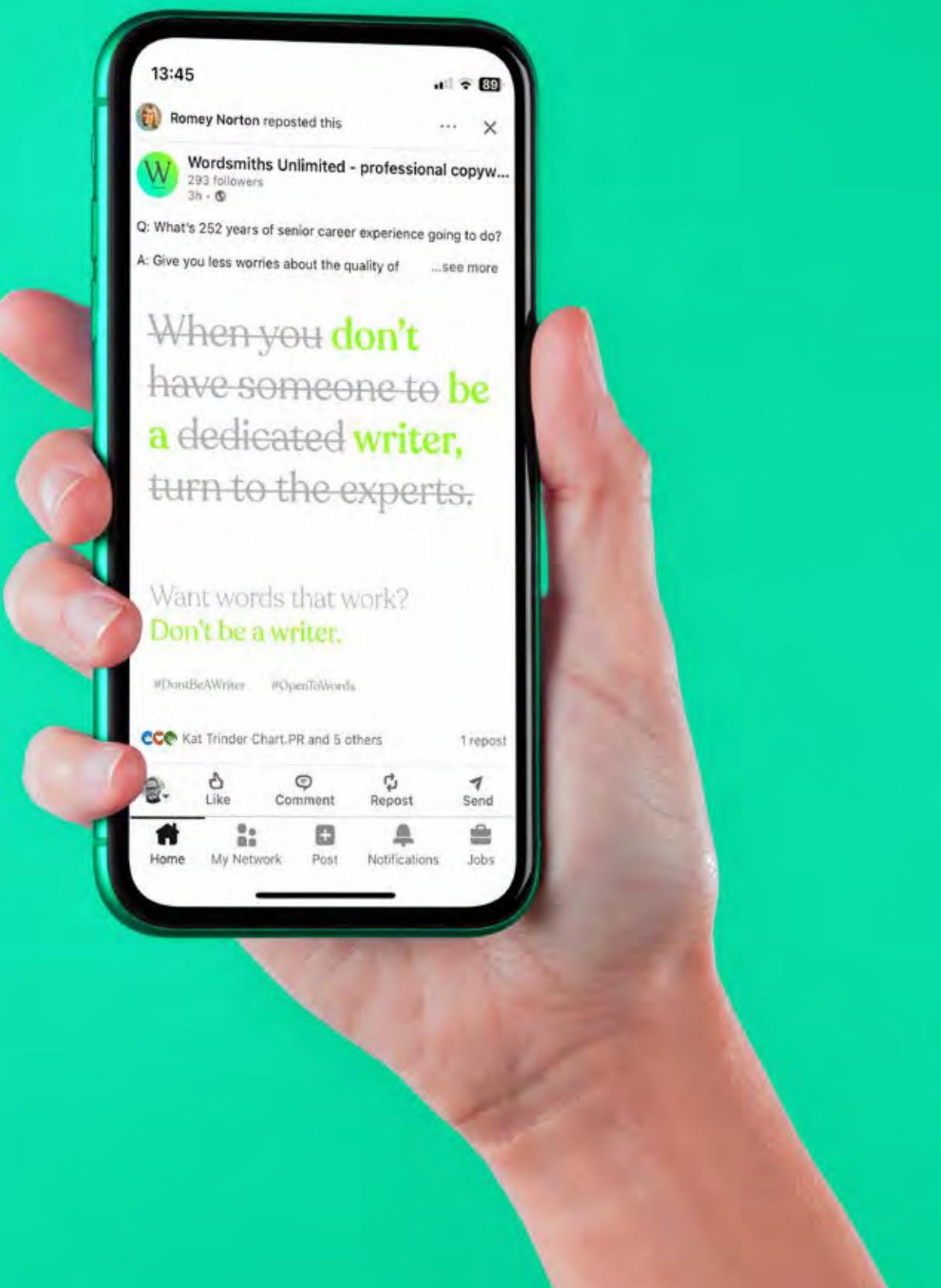
Want words that work?
Don't be a writer.

#DontBeAWriter #OpenToWords

When you ~~don't~~ have someone to be a dedicated writer, turn to the experts.

Want words that work?
Don't be a writer.

#DontBeAWriter #OpenToWords



Don't use ChatGPT to be your copywriting solution; a professional writer will always do it better.

Want words that work?
Don't be a writer.

#DontBeAWriter #OpenToWords



Wordsmiths

glory through stories

Our copywriting services

Here's some information about all of the things we write that could help your business.

You don't have to be the person who is always a writer.

Want words that work?
Don't be a writer.

#DontBeAWriter #OpenToWords

PROJECT

Taylor Emmet graduate recruitment brochure.

gareth@gwdandp.com

CLIENT

ON Fire creative.

07968 471415

DETAILS

ON Fire's client, lawyers Taylor Emmet, needed a brochure to give out to new graduates and prospective in-turns at a recruitment fair.

www.gwdandp.com

T
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E





Graduate Rec
Programme

Of Of
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