

Great brands and great companies have the uncanny knack of appearing to be enduring whilst keeping themselves fresh. They know that if they want to build a reputation that resonates with audiences they can't stand still.

That's where we come in. As strategic and creative experts we know that effective communication comes from the seamless blend of penetrating insights and inspirational ideas. We also know that success doesn't happen overnight. Brands and corporate reputations are living things that require constant nurturing over many years if they are to grow and thrive.

Our most successful client partnerships are a blend of strategy and creativity applied over a sustained period. This book shows you how effective this way of thinking can be.

**Scottish Water** wanted an identity that celebrates the wonderful product it manages. Our solution captures the journey of Scottish water from Scotland's outstanding natural environment to the glass in the customer's hand.



Nominated, Best annual report –  
Not-for-profit and public sector  
Corp Comms Awards 2009



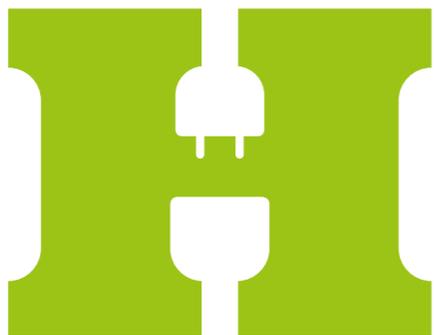
# Scottish Water

We agreed to design local charity **DanceBase's** Annual Review for free in exchange for complete creative control. The result saw us jig away with a Gold at the Roses design awards.



Winner, Best use of photography  
Roses Design Awards 2009

A brilliantly simple idea from one of our bright sparks in the design team. **H Electrics** are delighted with their new identity and the judges that gave it Gold at the Scottish Design Awards were equally impressed.



Winner, Best Corporate Identity  
Scottish Design Awards 2009



Bronze award, Best Corporate Identity  
Fresh Awards 2009



Nominated for Best Corporate Identity  
Roses Design Awards 2009

Our iconic identity to support **Glasgow's 2014 Commonwealth Games bid** captured the essence of the 'friendly games' as well as being distinctly modern and Scottish. We then took this a stage further by creating a contemporary tartan as a high impact and instantly recognisable framework for all future communications.

Most importantly of all, it helped generate over one million pledges of support for the bid and ultimately Scotland won the games. A great result all round.



We worked with **Diageo** to raise awareness of the scale and breadth of their business in Scotland and brought it to life in the form of a brochure that befits a global organisation.



**Active Nation** is the Scottish Government's initiative to capitalise on the legacy of the 2014 Commonwealth Games in Glasgow. The aim is to get more people doing more exercise and so our identity needed to reflect the benefits of a healthy life in an energetic and inspiring way. It's not often that you see an identity that literally jumps with joy.



We've worked with **Chewits** to give nostalgia a modern relevance. Our updated Chewie the Chewitsaurus was just one of the elements that went into a complete makeover of one of the UK's best loved sweetie brands.



We've also provided **Chewits** with a great online presence. From an interactive website more focussed on fun than pushing the product, to a fully-managed social media presence used to recruit brand ambassadors, launch new products and generally create a buzz around the brand.



Our new visual identity for **Glasgow Caledonian University** brings to life their 'make your world better' brand platform using specific benefits to highlight how they make the world better not only for their students but also for the local community and for their business partners.



**Glenglassaugh** was a fantastic opportunity to create a completely new exclusive malt whisky brand. Our subtle, well crafted packaging helped the brand achieve a premium price of £150 per bottle. Slainte.



Building on an approach we have developed with **SSE** over the last five years, our work for their 2009 corporate reporting focussed on key stories to illustrate their business strategy and success. Our design reflects the scale of this FTSE 100 organisation while making the huge amount of information provided accessible and digestible.

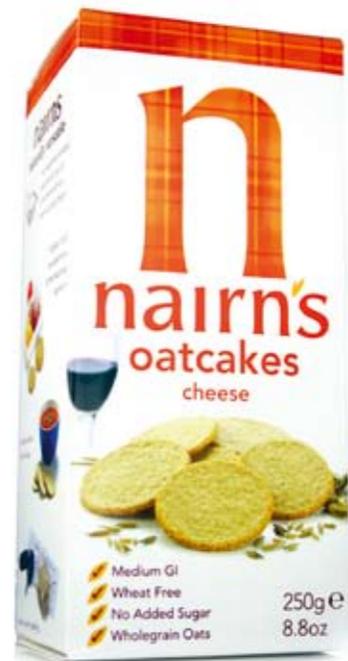
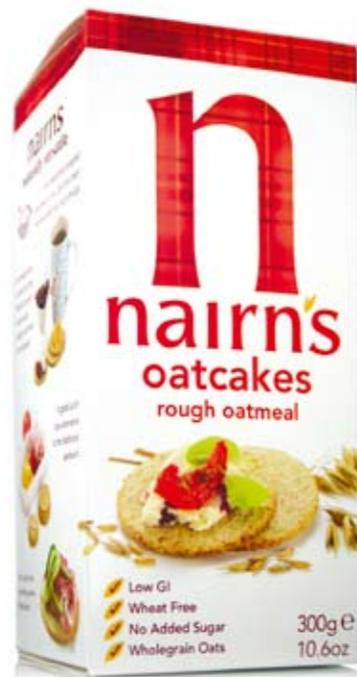


Local charity **The Yard** has a strong belief that every visit to their play area should be invigorating and enjoyable. We wanted their Annual Review to show this 'spirit of The Yard' and we achieved this by augmenting photography with 'reveals' that add a playful and interactive element to the document.



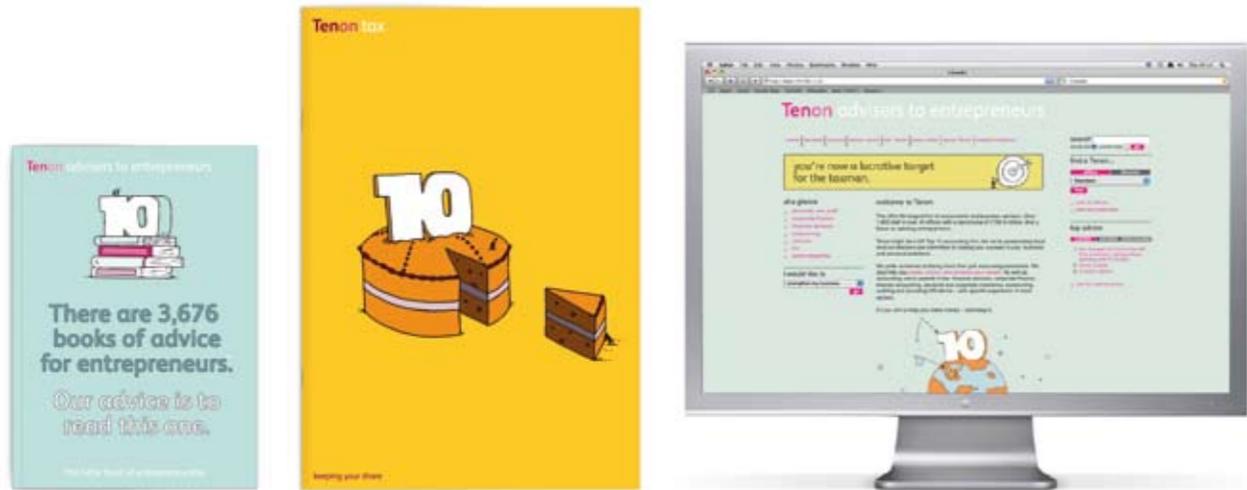


Our work with **Nairn's** transformed this Edinburgh based oatcake maker into the dominant market leader by combining the company's heritage with their product's health credentials, all presented with a modern twist.

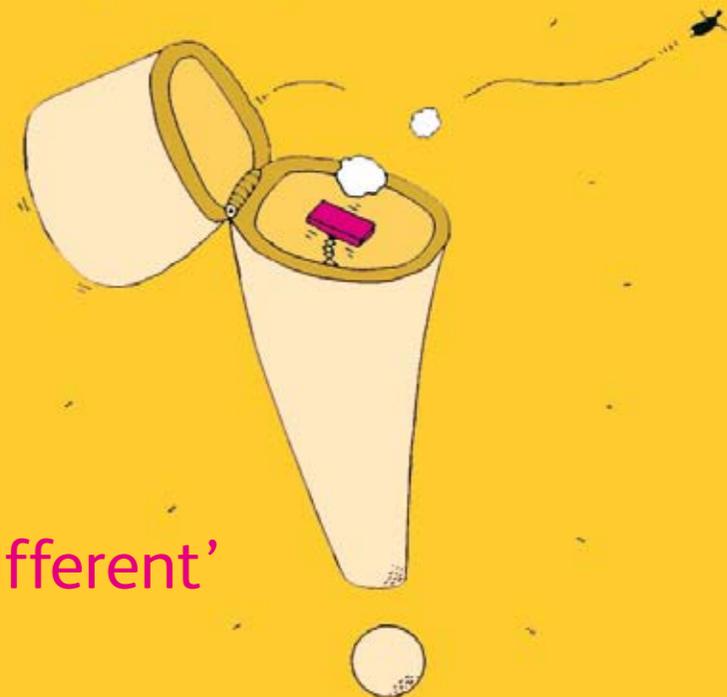


Gold  
Brand revitalisation  
DBA Effectiveness Awards 2008

Our work with UK top ten accountancy firm **Tenon** has been some of our most rewarding. Based around their proposition of being 'advisers to entrepreneurs' our memorable illustrated work featuring two characters stands out as a beacon of warmth and friendliness amongst the cold alpha-male world of accountancy branding. And it's won lots of awards.



'expect something different'



Winner, Best Brand in practice  
European Managing Partner Forum 2009



Winner, Professional Services Marketing Award  
Marketing Excellence Stars 2009



Winner, Brand of the year  
B2B Marketing Awards 2005

VisitScotland's Annual Report, built entirely in Flash (but with a fully accessible version also available), made the most of the rich visual archive of Scottish photography to tell the story of the organisation from an international, national and local standpoint.



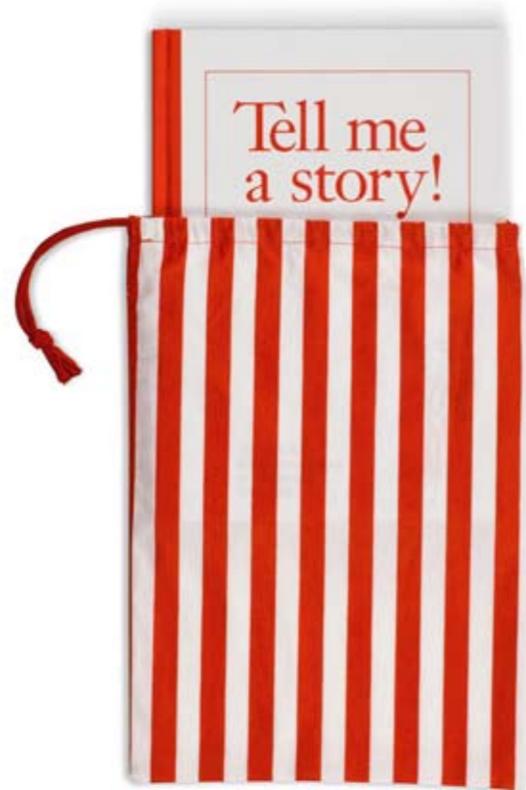
Designing the Burns 250th Anniversary stamps for the **Royal Mail** was the third time we've produced a stamp collection, a record of which we're justifiably proud.



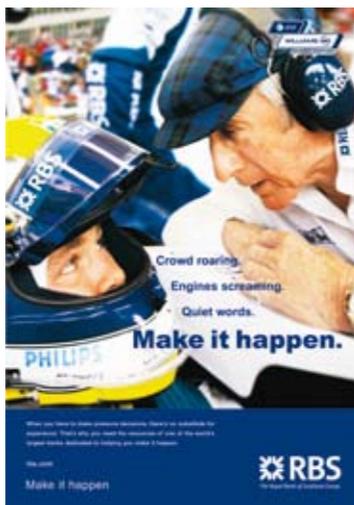
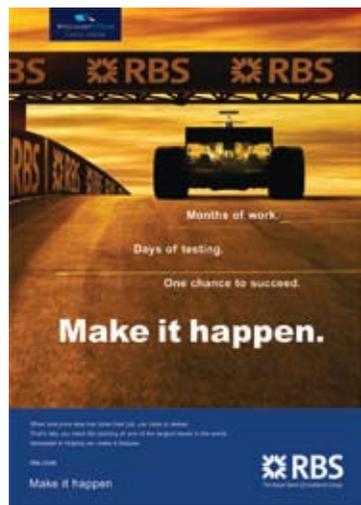
**Speakeasy** is a video and event production company based in rural Perthshire but managing clients right across the UK and beyond. They wanted a brand identity that would bring to life their captivating brand platform. Our work left them mesmerised.



We designed the **Sick Kid's** Annual Review in the style of a child's illustrated book as a new and relevant way to give key information to stakeholders. We even commissioned a children's author to write the copy.



We've worked with **RBS** on their F1 sponsorship for the last six years, evolving their global advertising to keep it fresh but consistent and taking it from press to TV and online. The team RBS sponsors, Williams F1, were so impressed with our work that they gave us an award.



**Forth Ports** was an interesting challenge as half of the business is based around port operation and half around property development. The fact that the report got into the US AR100 list of the best in corporate reporting worldwide suggests we solved the problem.



We've worked with **Princes** for over ten years now and during that time we have created a recognisable and consistently applied brand that stands out on-shelf and works across their wide range of products and price points. From tuna to peaches, Princes have always praised our 'can' do attitude (sorry).



And finally, the **Tayburn** Christmas card. The one piece of work in the year where we really do have the final say.

The annual battle amongst the design team to be the 'chosen one' is never pretty but thankfully that means we get great results. Like 2008's 'Here's to Christmas on a shoestring' and last year's 'Twelve days of Christmas'.



 Nominated, Best Item of Self Promotion  
Scottish Design Awards 2009

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