

## CRITICAL CARE PROJECT WINS DIGITAL IMPACT AWARD

© David N. Anderson

The critical care recovery website was a big winner at the Digital Health and Care Awards in February when project leader Dr Pam Ramsay took the prestigious Digital Impact award. Jeane Freeman MSP, the Cabinet Secretary for Health and Sport, presented the award to Pam and Shaw managing director Alastair Bruce at the event, organised by Holyrood Events.

More than 15,000 people are admitted to intensive care units in Scotland every year, and those who survive often suffer long-term physical and psychological issues. Support is rarely provided after discharge so this web-based project aimed to address this challenge and provide a portal to improve health literacy and support self-management among patients and families recovering after intensive care. In 2018, the site was visited more than 10,000 times.

"We've been delighted to support this excellent project from the earliest planning stages through to design, build and make live," said Alastair Bruce. "We

are continuing to develop the site, which has had a terrific response and which is delivering a truly valuable resource to patients and others in challenging circumstances.

"It has been extremely rewarding to be part of such a worthwhile initiative, which has been brilliantly conceived and led by Pam Ramsay. To date, the site is focused on six intensive care units in Scotland. The aim now is to increase this 'reach' and take the resource to many others on the critical care journey."

The site can be visited at: [www.criticalcarerecovery.com](http://www.criticalcarerecovery.com).

## NEW OFFICE, NEW WEBSITE



Incredibly, it is now six months since we moved from our Edinburgh base in Calton Road to new offices in Fountainbridge. The move has coincided with some restructuring within the company as we move forward and this has been captured in a new website, which includes a profile of the 'new' Shaw and features news and some examples of recent work.

Our new premises are also home to an excellent coffee house, and clients and other friends are very welcome to check us and the coffee out any time.



## WE REACH THE TOP OF EVEREST

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We have been supporting the inspirational Tendi Sherpa Foundation - and we've reached the top of Everest.

## NEW BRAND FOR EDINBURGH WOMEN'S AID

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New brand and marketing approach, led by a distinctive new identity for Edinburgh Women's Aid.

## LAW SOCIETY CELEBRATES ITS 70<sup>TH</sup> ANNIVERSARY

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This year sees the 70th anniversary of the creation of the Law Society of Scotland.



## WE REACH THE TOP OF EVEREST

It's been a pleasure to support the inspirational Tendi Sherpa Foundation - a charity which helps remote communities in Nepal - by creating a new identity and marketing collateral, including a website: [www.tsfnepal.org](http://www.tsfnepal.org)

The Foundation was started by Tendi Sherpa, who first climbed Everest at the age of 20 in 2004. He has summited the mountain twelve times now, and it was while climbing that he dreamed of supporting his village and other remote communities in his country. The Foundation is the result of his vision.

The website was launched in February, when a photo of Tendi holding the logo at the summit of Mount Everest was also unveiled.

Tendi commented:

**“Namaste! I give my great thanks to everyone at Shaw Design who has helped create the Tendi Sherpa Foundation website. It is such a wonderful platform to help to achieve the aims of the Foundation and my personal dreams.”**



## “BRILLIANT OPTIONS” BRING SPACE TO LIFE FOR TOUR COMPANY

We have been supporting Mercat Tours - Edinburgh's original 5-star history and ghost tour company - with a range of design projects, including the development of a new brand style.

We've also designed and produced point of sale signage, as well as creating an impressive backdrop of the Old Town skyline in the main ticket office, and we

continue to work with the company on further projects, including advertising and a new marketing leaflet for Mercat Tours International.

Mercat's marketing manager, Jean Burke, commented: "We recently had an office move to open up more space for visitors. The new space was looking a little flat so we got John and Louise at Shaw to come

in to suggest some design to bring the space to life. They came back with some brilliant options - we were particularly taken with a vinyl to cover our back wall that echoed Edinburgh's skyline. The design is in keeping with other elements within our building and really invigorated our space. We're already thinking about other areas we can bring to life with Shaw's design."

## AWARD-WINNING SOCIAL ENTERPRISE GETS NEW E-COMMERCE WEBSITE

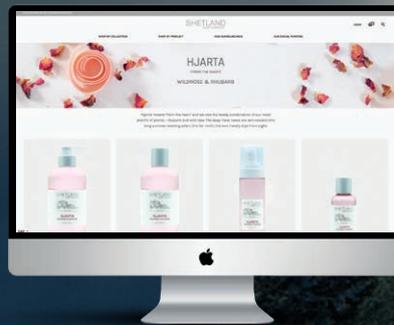
**Shetland Soap Company - part of COPE Ltd (the multi-award-winning social enterprise based in Shetland) - works with adults with learning disabilities and autism to produce a range of exclusive handmade soap and skincare products that are inspired by the islands.**

Our brief for them was to create an e-commerce website that not only reflected the quality of the product, but also the unique COPE story and values, while making both the customer journey and back-end operation slick and smooth.

Having developed the existing Shetland Soap Company – and wider COPE – branding, we understood the complexity of the brand, and the result is a website

that is not only true to brand but also has a clean, easy-to-navigate shop interface that offers Shetland Soap Company real flexibility in terms of updates, market analysis, and financial reporting.

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



## BALFOUR BEATTY TAKES A STAND (OR TWO)



Exhibitions and displays created for Balfour Beatty plc. The material was produced for the Social Value Portal conference, The Gathering, which was held at Dynamic Earth in Edinburgh.



## NEW BRAND DEVELOPMENT FOR EDINBURGH WOMEN'S AID

For Edinburgh Women's Aid, which provides support and advice to women, children and young people who are experiencing domestic abuse, we've refreshed the charity's brand and marketing approach, led by a distinctive new identity. This features a series of straplines and colourways to be used across the organisation's suite of materials, which includes leaflets, z-cards, postcards and posters. New brand guidelines have also been put in place.

We're also working on a special edition poetry book with a group supported by the charity. The book will be launched at the Scottish Parliament and will be sold to raise funds.

“Working with Shaw to develop our new brand guidelines and suite of publications has been a pleasure, Louise and John were expert listeners and produced designs that exceeded our expectations and requirements. They combine creativity and expertise in their field, with a friendly and fun approach. We are delighted with their work and would highly recommend Shaw to anyone looking for high-quality design.”

said Margaret Patrizio, Edinburgh Women's Aid Administrator.



## FRINGE BY THE SEA FESTIVAL UNVEILS FIRST ACTS

Work is well advanced - and some has now been launched - for the annual North Berwick festival, Fringe by the Sea, which will take place in August. We've supported the festival from day one (back in 2008) and again this year will be designing the website and brochure, as well as complementary marketing initiatives and brand development.

Already the first acts have been booked and feature on the festival website. Among these are the Cuban Brothers, Idlewild, Alexander O'Neal, Blue Rose Code, Eddi Reader and Val McDermid. Check it out at: [www.fringebythesea.com](http://www.fringebythesea.com)



## WHISKY PACKAGING FOR THE 50 BILLION DOLLAR MAN

For the past 25 years, Dan Pena has been mentoring international entrepreneurs and reckons to have produced more than \$50 billion of equity/value in that time.

Based at Guthrie Castle near Forfar, he presents his course graduates with a bottle of malt whisky and last year we sourced a striking new bottle and created the design for the bottle and presentation box. The design approach and the high-quality production values combine to capture the prestigious nature of this project.



## 20,000TH VISITOR AT HEARTS MUSEUM

Hearts museum recorded its 20,000th visitor in February – a terrific achievement. The museum was a project we loved working on – on the design side, creating the look and feel and then developing this through all the displays, the signage and the installation, while we also researched and wrote all the copy and then scripted and produced the main video which tells the story of Heart of Midlothian FC.

Seen here is Robin Beath, the 20,000th visitor, holding the ball from the 1998 Scottish Cup final.



 **HEART OF MIDLOTHIAN MUSEUM**  
THIS IS OUR STORY. THIS IS OUR SONG.

## NEW SALT COD RANGE PRODUCED BY THULE VENTUS

We are delighted to be working with David Polson of Thule Ventus on brand development and packaging.

David has re-imagined the age-old tradition of salt curing Shetland's premium quality cod and pollock. Using only the finest fish, caught locally from sustainable stock, this hand-crafted artisan product is available dry salted or transformed into a delicious pate (Brandade de Morue). His biggest coup to date? Supplying a large consignment to the salt cod capital of the world - Portugal!



**NATIONAL TRUST for SCOTLAND**

## DRAMA AT GEORGIAN HOUSE

Late last year, we led the marketing and PR campaign for an imaginative project at the National Trust for Scotland's Georgian House in Edinburgh.

From November until January, an immersive drama, Enlightenment House, written and directed by Ben Harrison, was staged at the superb Charlotte Square venue. Featuring characters such as David Hume, Adam Smith and Susan Ferrier, as well as below stairs staff, the play provided a fascinating insight into the wit and ambition of the Scottish Enlightenment period.

**ENLIGHTENMENT HOUSE**  
**GEORGIAN WONDERMENT AND WHIMSY**

**A PLAY IN FIVE ROOMS**  
 WRITTEN AND DIRECTED BY BEN HARRISON  
(Co-Artistic Director of multi-award-winning Grid Iron)

The wit and ambition of the Enlightenment period animates the grand spaces of the Georgian House, lit up with sumptuous design, fine music and elegant acting.

**14 November 2018 - 5 January 2019**  
 The Georgian House, 7 Charlotte Square, Edinburgh EH2 4DR

To book tickets or find out more visit:  
[WWW.NTS.ORG.UK/EVENTS](http://WWW.NTS.ORG.UK/EVENTS)





## LAW SOCIETY CELEBRATES ITS 70TH ANNIVERSARY



This year sees the 70th anniversary of the creation of the Law Society of Scotland. We were selected to devise a platinum anniversary logo for the organisation and from there we have gone on to design a range of materials to mark this auspicious event.

Among the design projects has been a timeline detailing the story of the Society and the wider legal sector over this 70-year period. The timeline was unveiled at a special ceremony in the Society's headquarters and a further version was created for the annual dinner in March.

## NEW FASHION BRAND LAUNCHED THROUGH UK AND US WEBSITES

A new fashion brand, Mistamina, delivering a chic clothing range for the great outdoors, has been designed by Lady Melissa Percy to provide a unique, youthful update to outdoor wear – and we have designed and built the websites for both the UK and the US markets.



Lady Melissa says of the collection: "I have aimed to create a range of outdoor performance clothes which are also feminine. In addition to this they are fresh, practical, contemporary and edgy. I've designed pieces which I would wear myself and which combine elegance with an active outdoor lifestyle."

The UK site can be visited at [www.mistamina.com](http://www.mistamina.com), while the US site is at [www.mistamina.com/us-en](http://www.mistamina.com/us-en).

## CREDIT UNION CUSTOMERS LOVING NEW DESIGN APPROACH



We've recently designed and built a new website for north-east of England's Moneywise Credit Union, who were seeking a modern design approach that would be relevant for their growing membership.

Using WordPress, we introduced a simple navigational structure with a clear call to action to join as a member or apply for a loan or savings account.

In addition, we created a new logo for the credit union and developed an overall brand style which was introduced through the design of the website. We also added video and an online calculator.

Moneywise has since taken over two other credit unions and we have created a series of sub-sites which link to the same financial offerings.

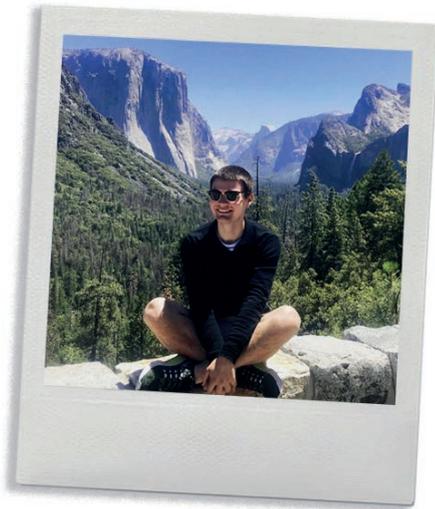
Symon Agnew, CEO of Moneywise, commented: "We contacted Shaw because we wanted a design and digital agency that understood us and our business. There was no sales pitch, just simple questions as to what we wanted to achieve in our market place.

"Shaw's expertise shone through as Louise and Gordon put forward suggestions on how to improve our website presence and help it stand out. We now have a consistent message and appearance across our three brands and websites that look really slick and are easy to navigate.

"Best of all is the feedback that we have received from our customers - they love it!"

[www.moneywise.org.uk](http://www.moneywise.org.uk)

## LOUIE GRAY JOINS THE SHAW TEAM



In February we were delighted to welcome Louie Gray to the Shaw team. A psychology graduate from the University of St Andrews and a native Shetlander, he will be another face of the company in the isles as well as supporting the Edinburgh team.

Having won literary prizes in his school days, Louie comes to us with a passion for words and a firm awareness of their power. This, along with his background in event and project management while at university, made him an ideal candidate to help to take Shaw forward in today's ever-changing marketing climate.

## ORKNEY'S TOP LEISURE CENTRE CELEBRATES ANNIVERSARY WITH NEW WEBSITE

Orkney's first-class sports and leisure centre, the Pickaquooy Centre, is celebrating its 20th anniversary. To mark the occasion, we're delighted to have created a bold and colourful new website. The facility hosts an extensive programme of special events, new movies, exercise and swim classes, so a key feature of the site is an easy to navigate and informative events calendar.

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



## PUTTING SOMETHING BACK – KEY PART OF OUR BUSINESS PHILOSOPHY



Since we opened for business back in 1986, Shaw has always believed in supporting good causes and initiatives and in putting something back into the community. This has been taken forward through a number of projects, including many in Scotland (for example, the Critical Care Recovery initiative featured on page 1). We are now channelling this range of backing through the international business-giving charity, B1G1, and here are just a few of the projects we have supported via this route:

- Giving bricks towards building homes for families in need in India
- Providing safe drinking water for children in Tanzania
- Giving meals for nursery schoolchildren in Ethiopia
- Medical support for children in Kenya
- Providing access to e-learning for rural children in India
- Giving music lessons to underprivileged children in Cambodia
- Business training to women in need in Malawi.

"We are very fortunate to live and work in one of the most prosperous regions in the world, so it is important, we believe, to support others who are challenged or less fortunate than us," said Shaw managing director Alastair Bruce. "Whether this is through projects close to home or further afield, the principles remain the same and they will continue to be a significant part of the Shaw philosophy."

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## BLOGGING ON

We've been doing a bit of blogging over recent weeks, featuring issues such as shelf appeal for product development, fan engagement programmes and Scottish tourism. You can find them on our website.

[www.shaw-online.com/blog/](http://www.shaw-online.com/blog/)