

Portfolio NEWS

PROJECT REPORTS FROM THE GRAPHIC AGENDA



BRANKO LTD SOLVING THE PROBLEMS OF FSA COMPLIANCE

Branko Ltd was founded 3 years ago by a well respected insurance industry figure, Branko Bjelobaba. The new company provides manuals and training to the insurance industry, helping businesses comply with the recently introduced Financial Services Act. 'The Graphic Agenda' has worked closely with Branko Ltd from before its launch to help it develop its corporate style, packaging and advertising.

Branko's DIY toolkits - are compliance manuals that will help you understand what the FSA means to your business and what you will need to do to become compliant and stay compliant. Three distinct versions have been developed - general insurance intermediaries, motor dealers and property managers. This is a DIY kit that enables you to understand what the rules say and is available as a printed document or digitally on DVD. Current users include Volkswagen Group dealers, Fiat Group dealers, DaimlerChrysler and the British Insurance Brokers' Association.

Are you ready for FSA Regulation?
You're not? Then this might happen!

- Unlimited fines & imprisonment
- A stop to selling or giving away any type of insurance—warranty, motor, PPP and GAP
- Adverse affect on your bottom line
- Closure of your business
- Loss of credibility with your customers

We can help. Turn over and see how.

Freshly ground coffee

Macmillan cancer relief

MAKE A COFFEE, CHANGE A LIFE
Help people living with cancer

World's Biggest Coffee Morning

Every cup of coffee counts
For every item sold from this machine 5% of the purchase price will be paid to Macmillan Cancer Relief (Registered charity no. 261017)

VENDING FOR A GOOD CAUSE

The Leighton Buzzard based vending solutions company VENDESENT appointed *The Graphic Agenda* to design point-of-sale material to help promote a joint venture with Macmillan Cancer Relief.

Each year thousands of people take part in the World's Biggest Coffee Morning raising much

needed funds for Macmillan. Many more people though cannot attend these mornings as they are at work but now they can have a Macmillan branded hot drinks machine at work so every morning can be a coffee morning. 5% of the total turnover on these machines go straight to Macmillan and there is also an option to donate spare change to the charity as well. 100% of all donations go to Macmillan.

HERBAL HERITAGE
SKIN CARE

ORANGE & NEROLI
Moisturising Lotion

1 The Arcade, Letchworth
Garden City, Hertfordshire
www.herbalheritage.co.uk

IT'S ONLY NATURAL

HERBAL HERITAGE recently launched a range of natural health and cosmetic products with the logo and packaging designed by *The Graphic Agenda*.

As well as the packaging items such as promotional leaflets, tee shirts, stickers, adverts and carrier bags were produced by *The Graphic Agenda*. The products are sold through health stores and web shop.

VINTAGE POSTERS COME TO LIFE AGAIN

A new poster & ad. campaign for the **Vintage Sports-Car Club** was created emphasising the fact that they race vintage cars used original programme covers of the 1920s and '30s from the Brooklands Society Archive. The second in the series features an illustration from a 1929 race programme.

THE VINTAGE SPORTS-CAR CLUB
THREE HOUR TEAM RACE
Donington Park
Saturday September 10 2006

For more information please
call 01608 644777
or visit www.vscce.co.uk

The Brooklands Society Archive