

Digital Portfolio: April 2007

www.beda.co.uk

BĒDAdesign

Logica CMG

website design & content management

The client required a stylish, fast website to enable customers to order meals and hospitality online. The site has been so successful that five additional venues have been added, all designed and programmed by BEDA.

The concept has also proved successful on websites designed for Price Waterhouse Coopers and Mercury Systems.



The image displays two screenshots of the Apple and Pear website. The top screenshot shows a "STEPHENSON HOUSE HOSPITALITY ORDERING" form. It includes fields for "Working Contact Name", "Email", "Date of Event", "Number of attendees", "Company", "Location of Event", "Event Name", "Event Date", "Event Time", "Project Number", and "Project Name". Below the form is a table with columns for "Item", "Description", "Price Required", and "Quantity". The table lists items such as "Hot Beverage Selection", "Cold Beverage Selection", "Accompanying Beverage", "1. Breaded", "2. Battered", "3. Burgers", "4. Chicken", and "5. Hot Meat".

The bottom screenshot shows a promotional page for "Restaurants for Logica CMG by Eversum Havel". The page features the Apple and Pear logo, a photo of a chef, and several promotional banners. The banners include "your options" (listing LONDON, READING, LEATHERHEAD, and SENDING), "our service" (listing CONTACT DETAILS, FREQUASK, ABOUT EVERSUM HAVETT, NEWS, and LEATHERHEAD DELI SANDWICH ORDERING), and "NEW JUICE BAR @ NYU!". The page also includes a "Logica CMG" logo and a "BETTER LOGIN" link.

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Mercury

website design & content management

The client required a stylish, fast website to enable customers to order meals and hospitality online. Additional venues are planned.

BEDA has the capability to design, build and fully programme ecommerce sites to add value to your business.

MERCURY™

THE RIVERSIDE CAFE
ORDER HOSPITALITY CATERING ONLINE

Home
Contact
Hospitality
Daily Menus

Ordering Hospitality Catering

When possible, catering should be made 48 hours prior to the meeting. Conditions should be made with the maximum possible notice, as short changes or no-shows, ability of catering facilities will be charged to the hosts appointment code.

Breakfast & Sandwich Lunch Menus

Order hospitality catering online. Use our online system to organise food and drink for breakfast, lunch and evening meals.

[[Order Online](#)]

Working Lunch Menu

Place your orders for working lunches online now. Working lunches are available for lunchtimes (12pm-2pm) and evenings.

Working Lunch Menu 1
Speciality Sandwiches / 2 dips or Cold meat made to order / Fruit bowl

[[Home Online](#)]

MERCURY™

Riverside Café
ONLINE MENUS & ORDERING

Welcome to the Riverside Café website. This site provides online ordering facilities for hospitality catering as well as comprehensive information on restaurant menus and our latest specials.

Online Menus

Take a look at our daily menus to see what's available at the restaurant today and for the rest of the week. Don't forget to take a look at the week's special. [[continue to online menus](#)]

Hospitality Ordering

Take a look at our hospitality catering menus and options. Use our online ordering facility to organise your event. [[continue to hospitality](#)]

News & Special Offers

[Input field]

- About Evmsom Hewett
- Your Feedback
- Contact Us

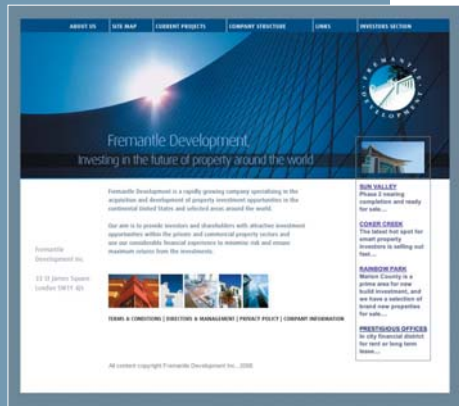
Fremantle Development

Logo, brand identity, website

A rapidly growing real estate development company based in California needed a new and vibrant style to raise its public profile in an increasingly competitive sector.

The logo, designed for use in a variety of situations, from business stationery and the web to large scale signage, relies upon strong, simple shapes and colours.

The website follows similar principles, being primarily designed for high impact and ease of use.

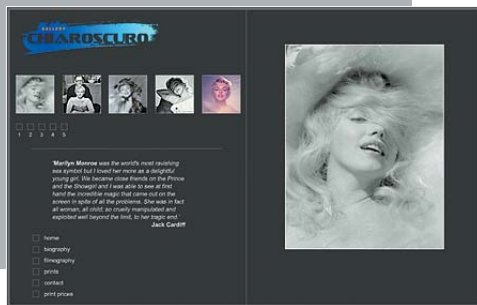
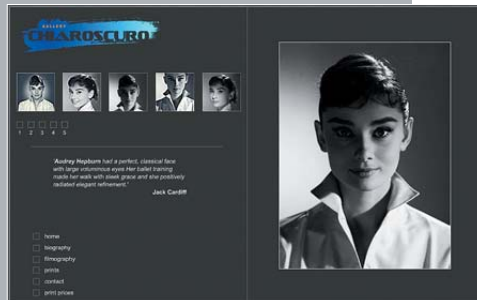


Gallery Chiarascuro

Logo, brand identity, website

Jack Cardiff, the famous cinematographer, has published his personal collection of still images of some of the actresses he worked with in the 1950s and 1960s.

BEDA designed the brand logo and designed and built the website as a vehicle for selling high quality images online.



Bromley Tennis Centre

Logo, brand development

A logo and branding style for a Tennis Centre aimed at all age groups.

The logo is designed to enable use without wording on promotional items and signage.



Tennis
for
everyone

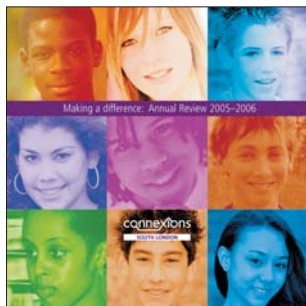


Connexions South London

Annual Review

An Annual Review emphasizing the success of the Partnership in addressing some of the most intractable problems affecting young people today.

The design is deliberately upbeat and sympathetic.



Financial report for the year to 31st March 2006

2005-2006	2004-2005	2003-2004
Revenue	12,150	11,800
Operating Profit	2,100	2,000
Profit before tax	1,800	1,700
Profit after tax	1,300	1,200
Dividend	1,000	900
Reserves	10,000	9,000
Assets	15,000	14,000
Liabilities	5,000	5,000
Equity	10,000	9,000
Net Worth	10,000	9,000
Net Assets	10,000	9,000

Financial report for the year to 31st March 2006

Revenue: 12,150 (2005-2006), 11,800 (2004-2005), 11,800 (2003-2004)

Operating Profit: 2,100 (2005-2006), 2,000 (2004-2005), 2,000 (2003-2004)

Profit before tax: 1,800 (2005-2006), 1,700 (2004-2005), 1,700 (2003-2004)

Profit after tax: 1,300 (2005-2006), 1,200 (2004-2005), 1,200 (2003-2004)

Dividend: 1,000 (2005-2006), 900 (2004-2005), 900 (2003-2004)

Reserves: 10,000 (2005-2006), 9,000 (2004-2005), 9,000 (2003-2004)

Assets: 15,000 (2005-2006), 14,000 (2004-2005), 14,000 (2003-2004)

Liabilities: 5,000 (2005-2006), 5,000 (2004-2005), 5,000 (2003-2004)

Equity: 10,000 (2005-2006), 9,000 (2004-2005), 9,000 (2003-2004)

Net Worth: 10,000 (2005-2006), 9,000 (2004-2005), 9,000 (2003-2004)

Net Assets: 10,000 (2005-2006), 9,000 (2004-2005), 9,000 (2003-2004)

Investing to improve the quality and scope of services for young people

After a year of budget cuts, Connexions has managed to increase its income and reduce its costs, while maintaining the quality of its services. This is a testament to the success of the Partnership in addressing some of the most intractable problems affecting young people today.

Connexions South London is a charity that provides support and advice to young people who are at risk of becoming NEET (Not in Education, Employment or Training). We have a strong track record of success in helping young people who are at risk of becoming NEET.

Our services are designed to help young people who are at risk of becoming NEET. We have a strong track record of success in helping young people who are at risk of becoming NEET.

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The Shadow Board

The Shadow Board is a group of young people who are at risk of becoming NEET. They provide support and advice to young people who are at risk of becoming NEET.

Our services are designed to help young people who are at risk of becoming NEET. We have a strong track record of success in helping young people who are at risk of becoming NEET.

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"... the greatest thing to come out of these meetings is that the agendas remain relevant to the work we do here."

The Shadow Board gets young people involved and listens to their point of view. This is a testament to the success of the Partnership in addressing some of the most intractable problems affecting young people today.

Connexions South London is a charity that provides support and advice to young people who are at risk of becoming NEET. We have a strong track record of success in helping young people who are at risk of becoming NEET.

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Northstar Minerals

Logo & brand development

An international mining and exploration company specialising in bringing precious metals and stones to the market was in need of re-branding prior to going public.

The housestyle was designed to appeal to a sophisticated international investment community with high expectations.



Red Defence

Logo, brand development

A global security equipment company dedicated to meeting the growing international demand for passive defence and intelligence gathering capabilities.



Star Diamonds

Logo & brand development

An Annual Review emphasizing the success of the Partnership in addressing some of the most intractable problems affecting young people today.

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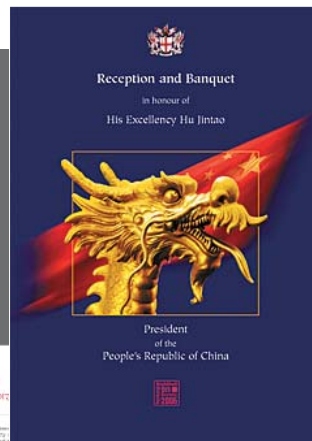
Exploring
Opportunities
in
Southern Africa



Corporation of London

Literature for international events

Souvenir menus for state banquets as part of official visits to the UK by the Presidents of China, Italy and the Republic of Ghana.



IMD Plc

Logo, brand development,
website & stationery.

International Medical Devices Plc is one of the UK's major medical equipment suppliers, and growing rapidly by acquisition.

The housestyle has been designed to reflect brand values of professionalism, competence and innovation.



Pucci Pizza

Logo, brand development

An upmarket pizza restaurant and takeaway brand, emphasising brand values of style, quality and location.

The logo has been designed to reflect brand values, Italian influences and position the brand above the normal run of takeaway pizza products on the market.



Why us?

There is no substitute for genuine creative thinking, incisive analysis of the problem and the talent and experience necessary to create solutions that work.

We know how to do all this without cutting creative corners. We work with our clients to ensure maximum cost-effectiveness from their promotional budgets.

If you need to cut your creative costs without compromising quality, or simply get a better design service for your money, in print or online, we can help.

What?

Brand strategy and corporate identity

- Brand evaluation
- Brand architecture systems
- Brand positioning
- Identity design and implementation
- Brand management systems
- Internal communications strategies

Interactive

- E-brand strategy and web services
- Website design and development
- Full hosting, maintenance and ecommerce

Stakeholder communications

- Annual and summary reports – in print and online
- Investor communications
- Flotation materials – print and online
- Corporate websites

What else?

Marketing communications

Advertising and promotional campaigns

Copywriting

Photography

Media planning and buying

Literature

Corporate and marketing literature

Product literature

Information design

Document and form design

Corporate signage systems

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information.

www.beda.co.uk