

Digital Portfolio: September 2007

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

**BĒDA**design

# What we do

Welcome to our September 2007 digital portfolio. This portfolio is obviously only intended to provide a brief glimpse of what we do and how we do it, so if you want more information about BEDA Design, please contact us direct or visit our website at [www.beda.co.uk](http://www.beda.co.uk)

If, like most of our clients, you're looking for good design at very reasonable prices, we are always happy to provide free estimates or discuss the best ways to solve your creative or marketing problems.

BEDA is a full service design company, with long experience in the design and development of branding solutions, promotional literature, investor communications, websites, ecommerce facilities and effective marketing material in print or online.

The screenshot shows the BEDA Design website homepage. At the top, the logo 'BEDA design' is displayed in white on a blue background, with a silhouette of a bird in flight to the right. Below the logo, a navigation bar lists services: 'Recent projects', 'Brand Development', 'Graphic Design', 'Logo Design', 'Web Design & Hosting', 'Brand Development', 'E-commerce Solutions', 'Lift & Lower'. The main content area is divided into several columns, each with a heading and a brief description of services, accompanied by small images. The columns include: 'Loggia CMO' (branding and marketing), 'Comerica' (corporate branding), 'Makemoney' (financial services), 'Merryl Lynch' (financial services), and 'Corporation of London' (corporate branding). Below these are sections for 'Brand Development', 'Graphic Design', 'Consultancy', 'Web Design', and 'Photography'. A 'Next steps' section is at the bottom, followed by a footer with contact information and a list of services: 'Graphic Design UK', 'Graphic Design Europe', 'Graphic Design Services', 'Graphic Design Portfolio', 'Graphic Design Links', 'Graphic Design Logo Design UK', 'Graphic Logo Design', 'Logo Design Portfolio', 'Web Design Portfolio', 'Marketing', 'Visuals', 'Free Book Photography'.

# Lesotho Diamond Corporation

## Corporate styling, brand development

A complete re-design of the company housestyle to reflect its international status.

All elements from logo to corporate identity guidelines were designed and produced by BEDA.



Lesotho Diamond Corporation

Corporate identity guidelines  
July 2007

## 2 | Other branding elements

The corporate identity of a commercial organisation consists of a number of contributing elements, the logo style, the company colours, consistent typographic styles and most fundamental of all, the way in which the written word is used to communicate with customers, shareholders, suppliers and the outside world in general.

The Lesotho Diamond Corporation is a relatively new company in the field of exploration and as such needs to establish its brand identity firmly within the international business. The brand values are those of a modern, efficient, professional, international organisation with effective management, sound practices and good business acumen. All company communications should reflect these values.

### The logo - minimum sizes



Minimum size logo 1

The logo must never be used in a smaller size than shown here. It must always be used in a size that is at least as large as the smallest size shown here.



Minimum size logo 2

For the smallest size, the minimum height must be 10mm.



Minimum size logo 3

For the smallest size, the minimum height must be 10mm.



Minimum size logo 4

Minimum size logo 5

When cropped out of the standard grid, the actual logo must still be a minimum of 10mm wide.



Minimum size logo 6

Minimum size logo 7

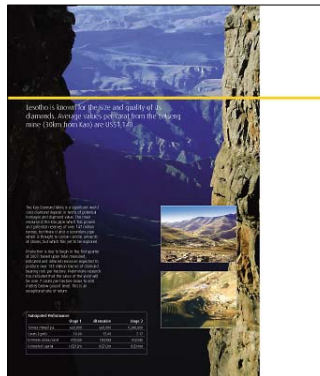
Minimum size logo 8

# Lesotho Diamond Corporation

## Company brochure

New brochure to promote the company and its exploration activities, with special emphasis on the measures taken to minimise environmental impact and provide benefits to the indigenous population.

Design, copywriting and photography supplied by BEDA.



**Lesotho is known for the size and quality of its diamonds. Average value of diamonds from the biggest mine (Botsi from Koo) are US\$4.75.**

The Lesotho Mines is a 100% state owned diamond producer and is currently a member of the De Beers Group. The mine is situated in the north-western part of Lesotho, near the border with South Africa. The mine is one of the largest diamond mines in the world and produces high quality diamonds.

Production is a key to the success of the Lesotho Mines. The mine produces approximately 10 million carats of diamonds annually. The diamonds are of high quality and are used in a variety of applications, including jewelry and industrial uses.


Production (Million Carats)	Revenue (Million US\$)	Profit (Million US\$)
10	47.5	10
20	95	20
30	142.5	30
40	190	40
50	237.5	50

**Proficiency in the diamond sector is still required for the growth of the country. This is an important role of mines.**

The diamond sector is a key driver of economic growth in Lesotho. It provides employment for thousands of people and generates significant revenue for the government. The sector is also a source of foreign exchange and is an important part of the country's export basket.

**Investment**  
The diamond sector is a highly competitive industry and requires significant investment. Companies must invest in exploration, mining, and processing infrastructure. The Lesotho Mines is a leader in this sector and has invested heavily in modern mining equipment and technology.

**Production process**  
The diamond production process involves several stages, including exploration, mining, sorting, and grading. The Lesotho Mines uses advanced mining techniques to ensure high recovery rates and quality diamonds. The diamonds are then sorted and graded according to international standards.





The Lesotho Diamond Corporation is a state-owned diamond producer and is currently a member of the De Beers Group. The mine is situated in the north-western part of Lesotho, near the border with South Africa. The mine is one of the largest diamond mines in the world and produces high quality diamonds.

**"...the key point is about to become one of the most significant diamond operations in the world today and for the foreseeable future..."**



### DIAMONDS IN LESOTHO: THE DAWN OF A NEW ERA



**Lesotho Diamond Corporation**

**Investment**  
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# NHS Trusts

## Promotional and product literature

Working in partnership with management consultants producing case study illustrations of overhead cost reduction programmes and efficiency analysis for NHS Trusts.

BEDA designed the Branding style and the complete literature programme.



**Case Study**

**Target Service Review**

The trust was concerned that 1000 people a year were admitted to the Intensive Care Unit as a result of the target service review. The review was aimed at identifying the causes of the target service review and identifying the causes of the target service review. The review was aimed at identifying the causes of the target service review and identifying the causes of the target service review.

**What made Business Different**

The trust was able to identify the causes of the target service review and identify the causes of the target service review. The trust was able to identify the causes of the target service review and identify the causes of the target service review.

**Figure 1 - 1000 Targeted Business Review**



**Figure 2 - 1000 Targeted Business Review**





**Develin & Partners**

**Creating a joined-up local health economy to reduce costs and improve patient care**

With financial care and patient health in the hands of the local health economy, the trust was able to identify the causes of the target service review and identify the causes of the target service review.

**Case Study**

**Business**

The trust was able to identify the causes of the target service review and identify the causes of the target service review. The trust was able to identify the causes of the target service review and identify the causes of the target service review.

**Figure 1 - 1000 Targeted Business Review**



**Figure 2 - 1000 Targeted Business Review**





# World Gold Corporation

## 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 so far going public.

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



WORLD GOLD CORPORATION





# North London Connexions

## Annual Review

An Annual Review aimed at stakeholders, and professional practitioners, but with the emphasis firmly on the purpose of the organisation, which is the advice and support of young people.

The design is contemporary and professional to reflect the company's view of service delivery.

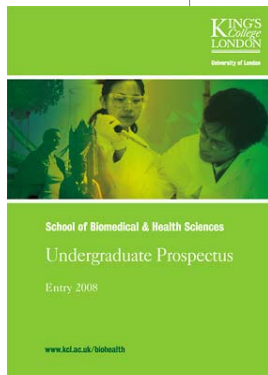


# King's College London

## School of Biomedical Sciences annual prospectus

An undergraduate prospectus aimed at young high achievers from all over the world.

A comprehensive document requiring individual identity within tight housestyle parameters.







# 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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or call Bill Emrich on 0845 260 6640 for further  
information.

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