

DATUM.

CREATIVE, PRINT
AND DIGITAL

Datum is a full service creative agency specialising in marketing collateral, web design and print solutions within the education sector.

01707 251 222

www.datum.agency

“Why have one marketing person,
when you can have an entire team?”

Choose the expertise you need, when you need it.

Creative Services

Branding
 Marketing campaigns
 Direct mail campaigns
 Advertising
 Web development
 Signage & wayfinding
 Photography
 3D visualisation
 Illustrations & animations

Production Services

Large format
 Point of sale
 Digital print
 Signage & overlay solutions
 Events
 Sustainability solutions
 Installation & removal

Schools that we work with



Branding

We know your name is everything. Our school clients benefit from our wealth of experience with a wide range of brands, from global luxury to high-street brands, not-for-profit and beyond. We'll bring fresh ideas and world-class design to ensure your school brand resonates with your audience.

Design inspiration

Whether your school is looking for a timely brand refresh or a whole new look and feel, our team will get under the skin of your school and realise the right visual identity and messaging for you and your community.

Brand guidelines

Keeping your brand consistent and cleanly executed drives recognition and reputation. We'll provide the items you need to support the roll-out of your branding internally and externally to ensure everyone is on the same page.

Brand assets

Alongside the marketing and print channels in the pages of this brochure, we are experts in creating advertising collateral, meeting deadlines to produce and reformat adverts to almost any specification.

Clients include

St Mary's School, Gerrards Cross
Lochinver House School
Blackheath High School
NHS Services
Ronacrete

Sanderman Brothers
Engage MIS
CityCom
Churchbury Photographic

Logo design



St Mary's School
Gerrards Cross



LOCHINVER
HOUSE



Withington



Stanborough



Web & digital solutions

Is your school website working hard for your school? Does it deliver the functionality and flexibility you need to bowl families over? We design beautiful websites to ensure your digital shop window sparks excitement and inspires visitors to take that crucial next step.

Websites

We design our websites to be so much more than eye-catching; we design around user experience. We build on the CMS of your choice or HTML5 to be fully responsive and mobile ready. We also have specialist SEO partners we can call upon depending on your needs.

Clients include

Education

Grove Road Primary School
Lochinver House School
Edgeborough School
Glendower Prep School
Our Lady's Abingdon School
Sunningdale School
Harriet House School

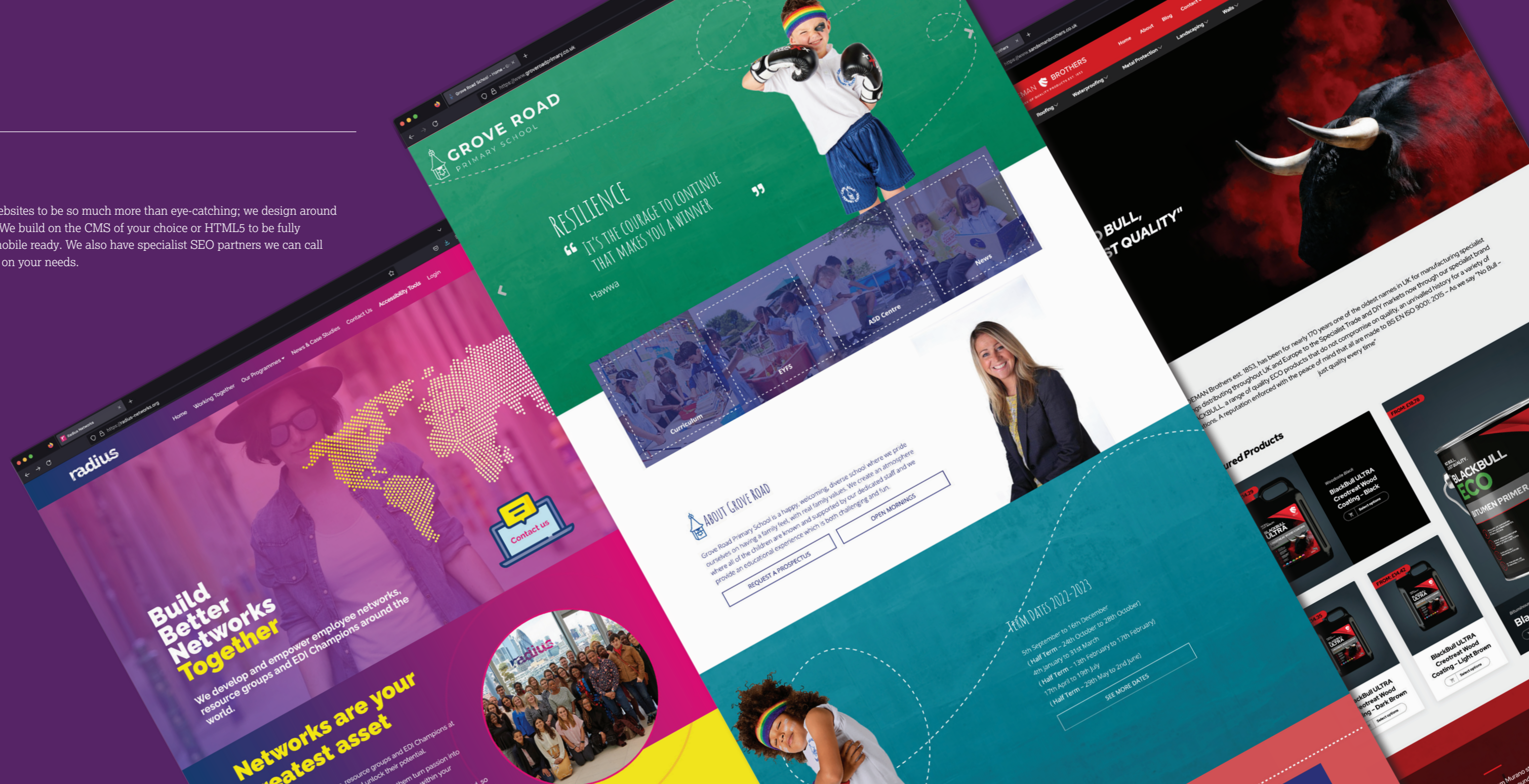
Corporate

Radius Network
TSI Security
British Stunt Register
CityCom
Engage MIS
Clydebridge Chemicals

E-commerce

Sandeman Brothers
Trade Association Forum
Path of Light
Ellis Training
EV Blocks

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Digital marketing

Your audience is increasingly digital-savvy. Digital marketing is one of the most cost-effective ways to target and reach them, track results and evaluate impact, allowing you to evolve your content and campaigns accordingly.

Social media management

Social media is a powerful tool for schools but it can be time-consuming to do it right. If you're struggling to resource it internally, we can collaborate to plan, create and schedule content for you, all done by a specialist who understands your school and your audience.

Campaign management

From scroll-stopping content for a focused digital campaign, to amplification of existing materials to maximise impact, we offer a range of services. Standalone social media campaigns or full integration across digital, print and other channels, we can do it all.

Clients include

Snaresbrook Prep School
Opportunity Harlow
Springtime Nurseries
Vintage Associates
Snug Bar
Polaroid x Love Island
Swatch



Prospectuses

Break the mould and capture the true essence of your school with a prospectus that is an extension of everything you offer: warmth, confidence, inspiration and achievement. We have a long history of showcasing schools with unique, show-stopping prospectuses.

Clients include

St Mary's School, Gerrards Cross
 Haberdashers' Boys' School
 Sarum Hall School
 Chace Community School
 Grove Road Primary School

Bushey Meads School
 Lockers Park Prep School
 UCS Hampstead
 Blackheath High School
 Lochinver House School



Magazines

Engage and inspire your school community with your annual school magazine, termly newsletter or alumni communication. Our comprehensive design and artwork services are speedy and efficient, with designers working directly with you to create a publication worthy of your school. Our studio has extensive experience in designing for both print and digital magazines.

Clients include

- Haberdashers' Girls' School
- Lochinver House School
- Francis Holland School
- Trinity School

- Edge Grove School
- Channing School
- Berkhamsted School
- UCS Hampstead
- St Andrew's School, Pangbourne
- Bedford Modern School



Large format

Want to make a statement? Go large. We create and manage all forms of large format print, from temporary venues to signage and overlay solutions, permanent and interactive experiences. We continually source new and innovative materials such as the latest textured wallpaper or digital interactive technology.

Clients include

Pay by Phone	Novotel
Notting Hill & Ealing High School	BIFA
Lockers Park Prep School	Jewers Doors
Bollinger	Opportunity Harlow
Swatch	NHS Trusts

Environmental graphics

For permanent projects, we can supply a wide range of items, including etched and CAD-cut acrylic signs, beautiful textured wallpapers in a range of finishes and Dibond boards.

Temporary campaigns

We're the ideal partner if you are considering a temporary large format campaign. Promote your Open events, new facilities or new initiative launches with everything from banners to flags, pop ups and window graphics.

Digital signage

Opportunities for digital signage are growing rapidly. We can design and deploy your content, or provide a range of solutions, from custom-fitted screens to highly engaging interactive projects tailored to your needs. As well as having real impact, content is easily updated, making this a cost effective platform.

Consultancy & installation

Wondering what is possible for your next project? We offer a no-commitment consultancy to discuss, plan and site-survey. Whatever the campaign or location, we'll create the perfect solution for you, from design to installation (with full risk assessment and public liability insurance). We can even decommission your installation, if required.



Further services

Did you know that 90% of the information processed by the human brain is visual? That's why pictures speak louder than words. Our design and photography teams have the expertise and experience to deliver real impact and consistency across all our services.

Photography & videography

Quality photography is at the core of a professional brand, key to making an instant (and lasting) impression with your audience. We pride ourselves on striking imagery that both encapsulates the essence of your school's brand and ensures you stand out from the crowd.

Animation

Bring your brand to life through the unique medium of animation. We draw together a strong concept, compelling narrative and phenomenal visuals to effectively convey your message in a uniquely engaging way.

Graphics & infographics

High quality infographics are the perfect way to present a range of information clearly and concisely, and are suitable for every type of media. Our design team are adept at identifying the best possible ways to showcase your facts and figures bespoke to your needs, making your communications an instant hit.

Clients include

TASIS
Lochinver House School
Snaresbrook Prep School
Our Lady's Abingdon School

Brands we work with



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