

# DATUM.

CREATIVE, PRINT  
AND DIGITAL

Datum is a full service creative agency specialising in branding, marketing collateral, advertising, web design, multimedia & print solutions

**01707 251 222**

[www.datum.agency](http://www.datum.agency)

# Introduction

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For thirty years we've been the helping hands our clients have needed. What began as a pre-press company has grown and diversified into a complete cross-media production house with all the services we now offer. We pride ourselves on our personal touch: talk to anyone from the team and get an answer.

## Creative Services

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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

# Clients



Waitrose



John Lewis



Foster + Partners



WONDER



GW+CO



# Creative design & artwork

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We provide a comprehensive in-house design and artwork service, with our designers working directly with the client to ensure a speedy and efficient service. Our studio has great experience in designing for both print and digital applications.

## Inspirational design

If you are looking for a little inspiration or a fresh design to fit with your existing brand, we can help. We learn to understand the needs for the project and help express the right message to your audience.

## Protecting your brand

Our studio has a wealth of experience creating artwork to strict brand guidelines – working with national supermarkets, banking groups and high-end brands. We not only use our pre-press expertise to ensure colour consistency with print, but know that this is equally important for the digital format.

## Press advertising

Using your brand guidelines and assets, we can reformat your artwork ready for press adverts according to your publisher's specifications and processes. We know that adverts can come in at the very last minute and our account managers are on hand to talk to the publication on your behalf.

## Clients

Waitrose  
Swatch  
Sanctuary Spa  
Rado Switzerland  
Skyfall  
Cannabeenz

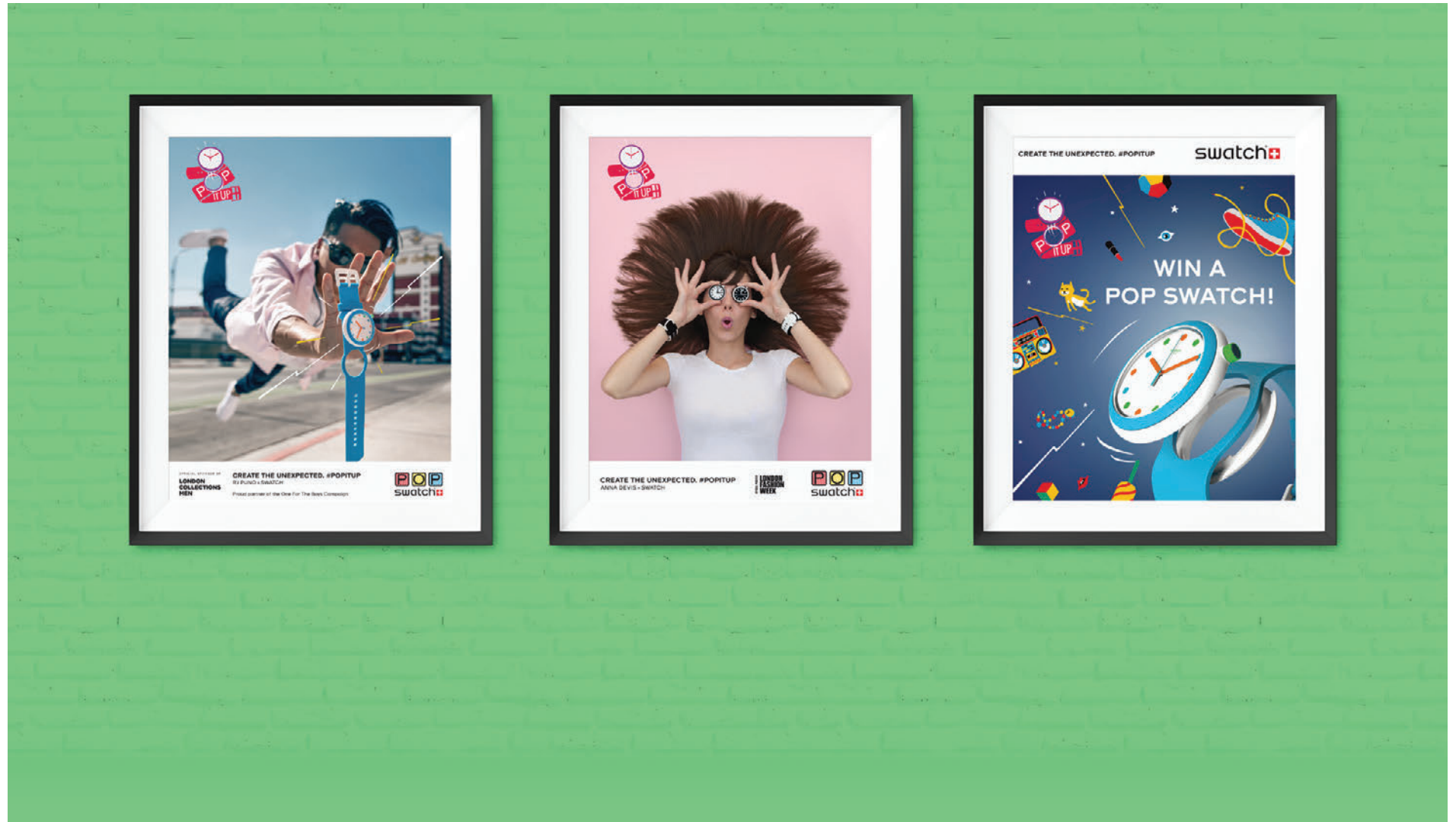
## Services

Design  
Artwork  
Print

# Waitrose



# Swatch



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# Swatch



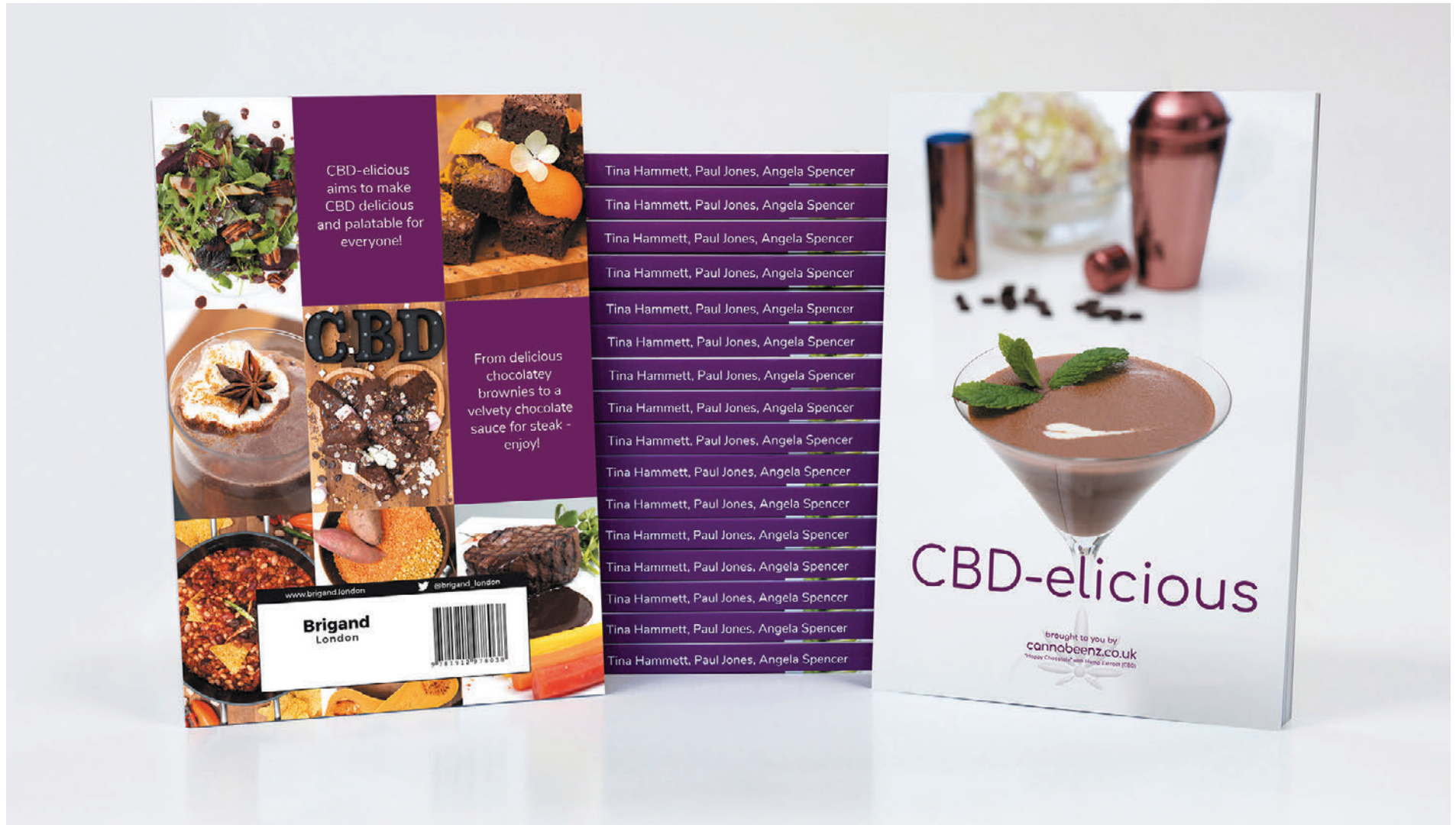
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# Sanctuary Spa



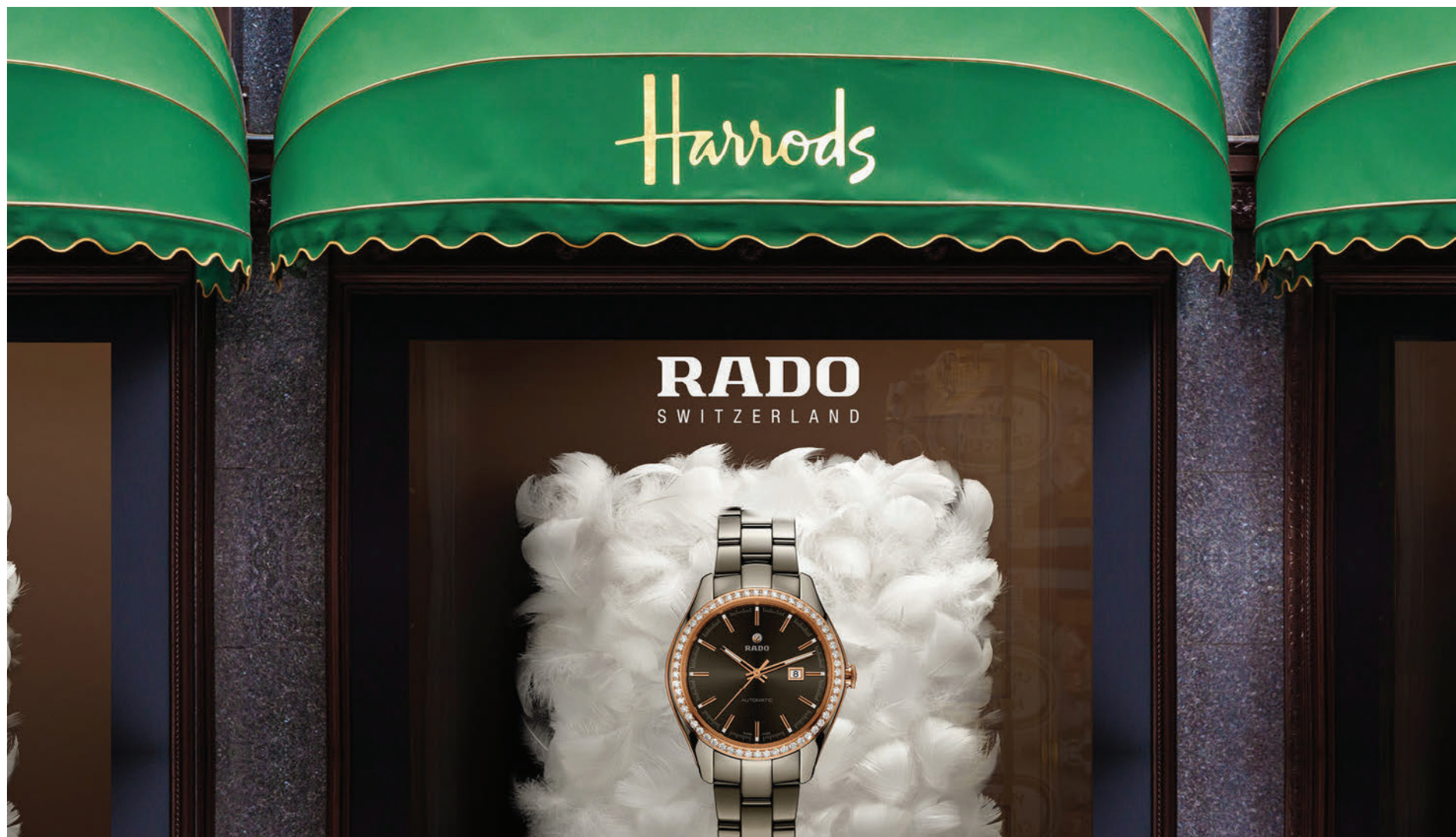
# Cannabeenz





# Rado Switzerland

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# Skyfall





# Large format

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We create and manage all forms of large format print, from temporary experimental venues, signage and overlay solutions, permanent and interactive experiences. We continually source new and innovative materials whether it's the latest textured wallpaper or digital interactive technology.

## Environmental graphics

When your project requires a permanent graphic, 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.

## Consultancy and installation

When planning your project, we offer a non-commitment consultancy to discuss, plan and site-survey your project. All our installers have the necessary certifications, including risk assessment, as well as public liability insurance. If required, we can decommission your installation, even overnight!

## Temporary campaigns

Whether it's a Christmas campaign, Valentine's event or the latest sporting showcase, we are the ideal partner for your temporary large format campaign. Some of the items we include are pull up banners, pop up banners, flags, posters, banners and window graphics.

## Clients

Benham & Reeves  
Bollinger  
Arsenal FC  
Ayala Champaign  
Charlton Athletic FC

## Services

Design  
Artwork  
Print  
Installation

# Bollinger



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# Bollinger



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# Bollinger



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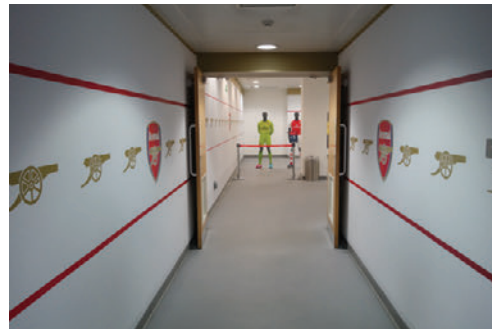


# Bollinger



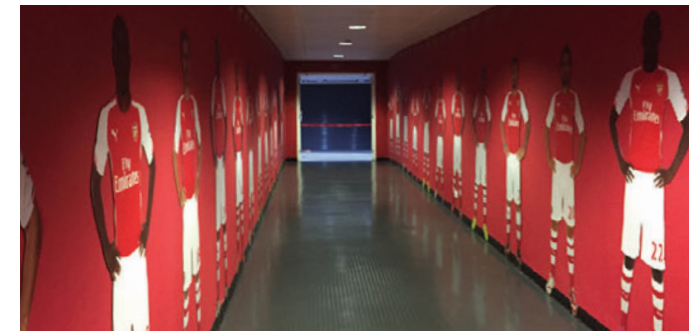
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# Arsenal Football Club Changing Room





# Arsenal Football Club Players Tunnel



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# Ayala Champagne

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# Ayala Champagne



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# Charlton Athletic Hospitality Area





# Charlton Athletic Turnstile Areas



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# Canterbury Cathedral



# Benham & Reeves



# Point of sale

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Our designers produce everything retailers could want, including posters, floor coverings, window graphics and display units, for many well known high street brands. POS, POP, barkers, wobblers, FSDUs – this is the section for strange names and acronyms.

## Big is beautiful

Using our large format presses we can produce high-quality, large-scale graphics that will complement and enhance your brand. Be it large hanging boards to direct and inform or floor graphics to inspire and persuade, just talk to us.

## Are you wobbling and barking?

To ensure your products are chosen before your competitors, make sure the shelves are barking and your graphics are wobbling with your brand. Have you seen our 3D wobblers?

## Does your product deserve more?

Worried your product will be hidden and not displayed properly in store? It won't happen when we install it, but a free-standing display unit (FSDU) is another alternative. You decide how it looks to boost brand awareness and increase sales.

## Clients

EE  
P&G

## Services

Design  
Artwork  
Print



EE



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P&G



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# Brand & campaign management

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We understand the challenges in arranging brand campaigns or events, like documentation, budgets and keeping to schedules. Creativity, meticulous planning and organisation by our designers and account managers, who work side by side like clockwork.

## Complex briefs

We recognise that not all campaigns are straightforward. That's why our experienced team work directly with clients to refine intricate messages into a portfolio of effective, inspired, intelligent content that demands attention and delivers standout results.

## Design & consultation service

Not sure where to start? Don't know how far your budget will take you? A benefit of working with us is that we're happy to provide ideas and concepts before you commit to artwork stage. We have the benefit of the whole team working on the premises from start to finish and we are very adaptable. Put us to the test!

## Exhibitions & trade shows

Our exhibitions run without a hitch, because the design, print, installation and project management are all carried out internally without the need of external suppliers. No conflicts of interest, or clashing schedules.

## Clients

Nyetimber  
Bollinger  
RBC  
British Gas

## Services

Branding  
Design  
Artwork  
Print  
Distribution

# Nyetimber



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# Bollinger



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# British Gas



# Web & digital solutions

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We offer a number of digital solutions for your campaign. We create exciting websites, supply touch screen displays and can adapt your artwork to be fully interactive. We also offer an augmented reality or virtual reality solution to interact with your graphics and campaign.

## Websites

We design beautiful websites – but, more importantly, we design around user experience. The websites are built on a CMS of your choice or HTML5 and are fully responsive, ready for mobile use. Depending on your needs, we can bring in one of our specialist SEO partners.

## Digital marketing

Digital marketing is being consumed on a daily basis, particularly on mobile devices. We offer a number of services that can work as standalone marketing pieces or be integrated with your printed campaign.

## Digital signage

Our digital signage solutions allow you to send information and promotions to your customers, employees and visitors in real time, keeping them up to date with clear, consistent and timely messages and promotions.

## Clients

TSI

## Services

Web design  
Web development

# TSI Security



# TSI Security

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# TSI Security

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# Image creation

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Images speak louder than words, which is why we offer an array of services tailored to meet your needs. As 90% of the information that a human brain processes is visual, our in-house design and photography team have the experience to deliver impact and consistency across all visual mediums.

## Photography

Quality photography is at the core of a professional brand and one of the first things your audience will see when they visit your website or read your branding collateral. We pride ourselves in taking striking images that ensure every touch point delivers a strong first impression.

## Infographics

The perfect tool to present complex information in a clear and informative format, we can create high-quality infographics that can be applied to various materials. Our in-house design team will identify clever and effective ways to showcase your facts, figures and stats that is bespoke to your needs.

## Animations

We recognise that motion is an amazingly effective way of conveying concepts and engaging with your audience. Using a strong concept, compelling narrative and striking visuals, our animation solutions bring your brand and project to life through memorable content.

## Services

Photography  
Retouching  
Graphics  
Animations

# Location photography

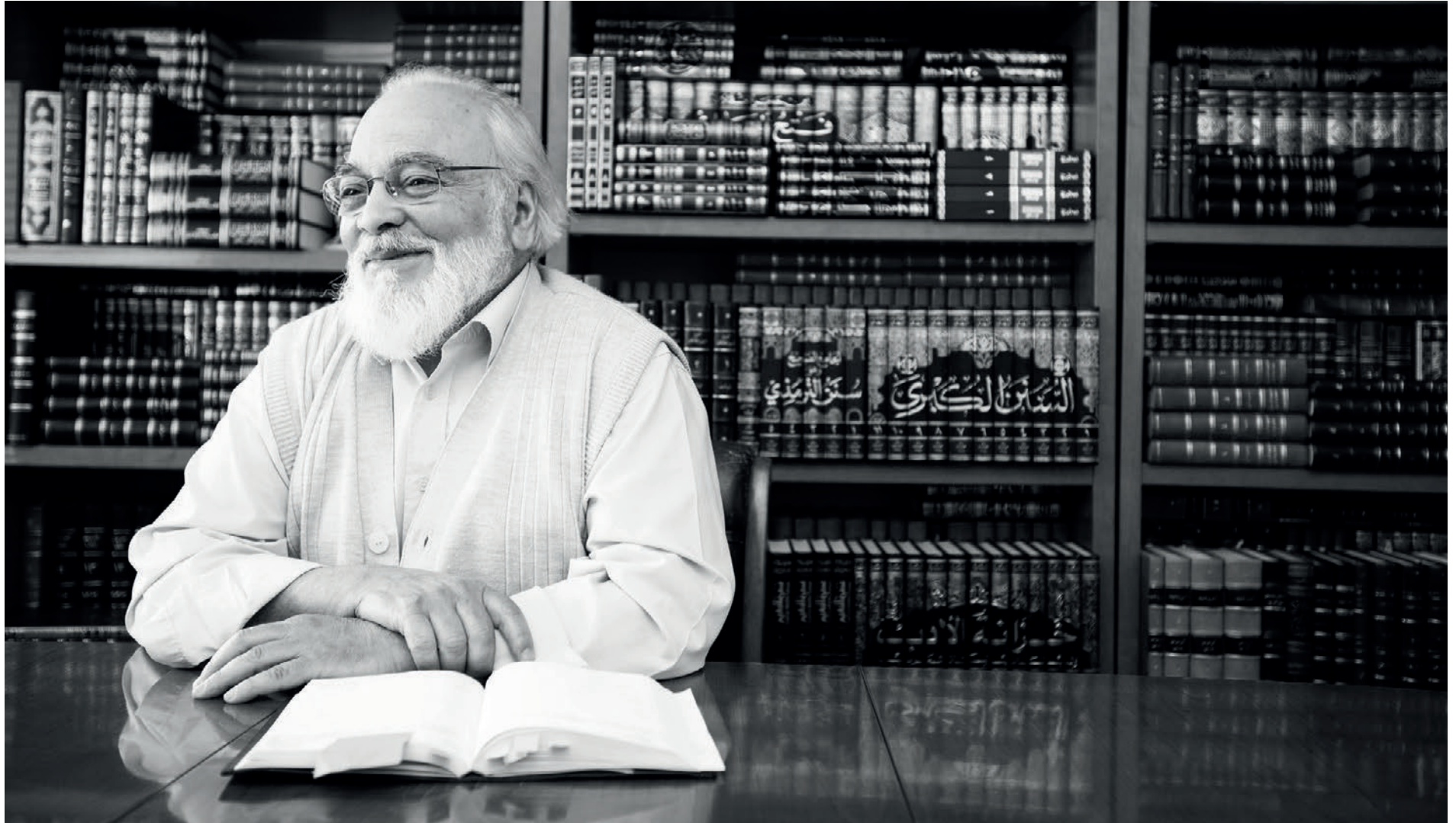
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# Portrait photography

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# Portrait photography

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# Product photography

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# 3D imagery



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# 3D imagery



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