

DATUM.

CREATIVE, PRINT
AND DIGITAL

Datum is a full service creative agency specialising in branding, marketing collateral, advertising, web design, and print solutions for local businesses

01707 251 222

www.datum.agency

Who we work with

DATUM.
CREATIVE, PRINT
AND DIGITAL

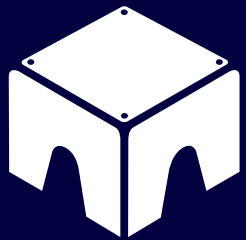
Local businesses we work with



Examples of our work

Cross-media projects using digital
and traditional channels.

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AND DIGITAL



EV BLOCKS.COM

EV Blocks

EV Blocks is a revolutionary product that enables the quick installation of electric vehicle charging units, reducing the time from three days to just six hours for a typical installation.

Datum developed a full brand for EV Blocks, including logo, a full set of icons and supporting materials. We then designed and built an event stand, a website, an automated digital marketing campaign with direct mail for new and existing clients.

- Branding
- Design
- Direct Mail
- Events
- Website with SEO
- Social Media Advertising





Traditional Methods

- Preparation of site/ground
- 1 Week Cracking time
- Temporary roads must be above 100mm for most other concrete jobs
- Challenging to position good cables in the road
- Messy - chiselling, cement, sand & rebar
- Permanent siting
- Damage by animals walking through wet concrete

EV Blocks

- Ready to install equipment as soon as the EV Block has been positioned
- No rebar
- Can be used in an inspection situation for cable pulling
- Uniform blocks

EV BLOCKS.COM

ELECTRIC VEHICLE CHARGER INSTALLATION BLOCKS

f t i o

ENGINEERED TO SAVE YOU TIME AND MONEY

UNIVERSAL PLATE TECHNOLOGY

UNIVERSAL INSTALLATION

TE SOLUTION

TOUCH, COLLECT

EV BLOCKS.COM
ELECTRIC VEHICLE CHARGER INSTALLATION BLOCKS

f t i o

info@evblocks.com

DATUM.
CREATIVE, PRINT
AND DIGITAL



DATUM.
THE MARKETING
& PRINT AGENCY

Vanarama

Vanarama are an award-winning personal and commercial vehicle leasing company.

Datum is an extension of Vanarama's marketing team, helping them create campaigns, offering direct mail services and email build with testing.

- Design
- Printing
- Direct Mail
- Email





Headline
Renew with Vanarama
for the best deal on a
worry-free new van

1 5/6 months from end of contract. Call us to let us know what you are interested in doing, next and we will explain your options.

2 3/4 months from end of contract - Order your new vehicle and we will arrange collection of your old one.

3 Make sure your MOTs & service history is up to date and ready for collection

4 Key for key service - we will deliver your new vehicle and collection your old vehicle at the same time so you are always on the road

5 Hello 2020
Technology moves almost as fast as we do... Our vans don't drive themselves but they certainly make driving an enjoyable experience

96%
of our customers
recommend us!

Avoid the POT HOLES!
MOT's, service costs,
burden of mechanical
failure, out of warranty!



QUICK START

Let us navigate your Renewal with Vanarama for the best deal on a worry-free new van.

Let us navigate your Renewal with Vanarama for the best deal on a worry-free new van. Esistono molti altri servizi di noleggio a lungo termine, ma Vanarama è la soluzione migliore per chi cerca un servizio di noleggio a lungo termine che offra la massima flessibilità e la migliore assistenza clienti. Vanarama è la soluzione migliore per chi cerca un servizio di noleggio a lungo termine che offra la massima flessibilità e la migliore assistenza clienti.

STEP 1

5/6 months from end of contract, Call us to let us know what you are interested in doing, next and we will explain your options

01442 123 456



STEP 2

3/4 months from end of contract - Order your new vehicle and we will arrange collection of your old one.



STEP 3

Make sure your MOTs & service history is up to date and ready for collection

Avoid the POT HOLES!
Tax, MOT's, service costs,
burden of mechanical
failure, out of warranty!



STEP 4

Key for key service We will deliver your new vehicle and collection your old vehicle at the same time so you are always on the road

96%
of our customers
recommend us!



HAPPY DRIVING

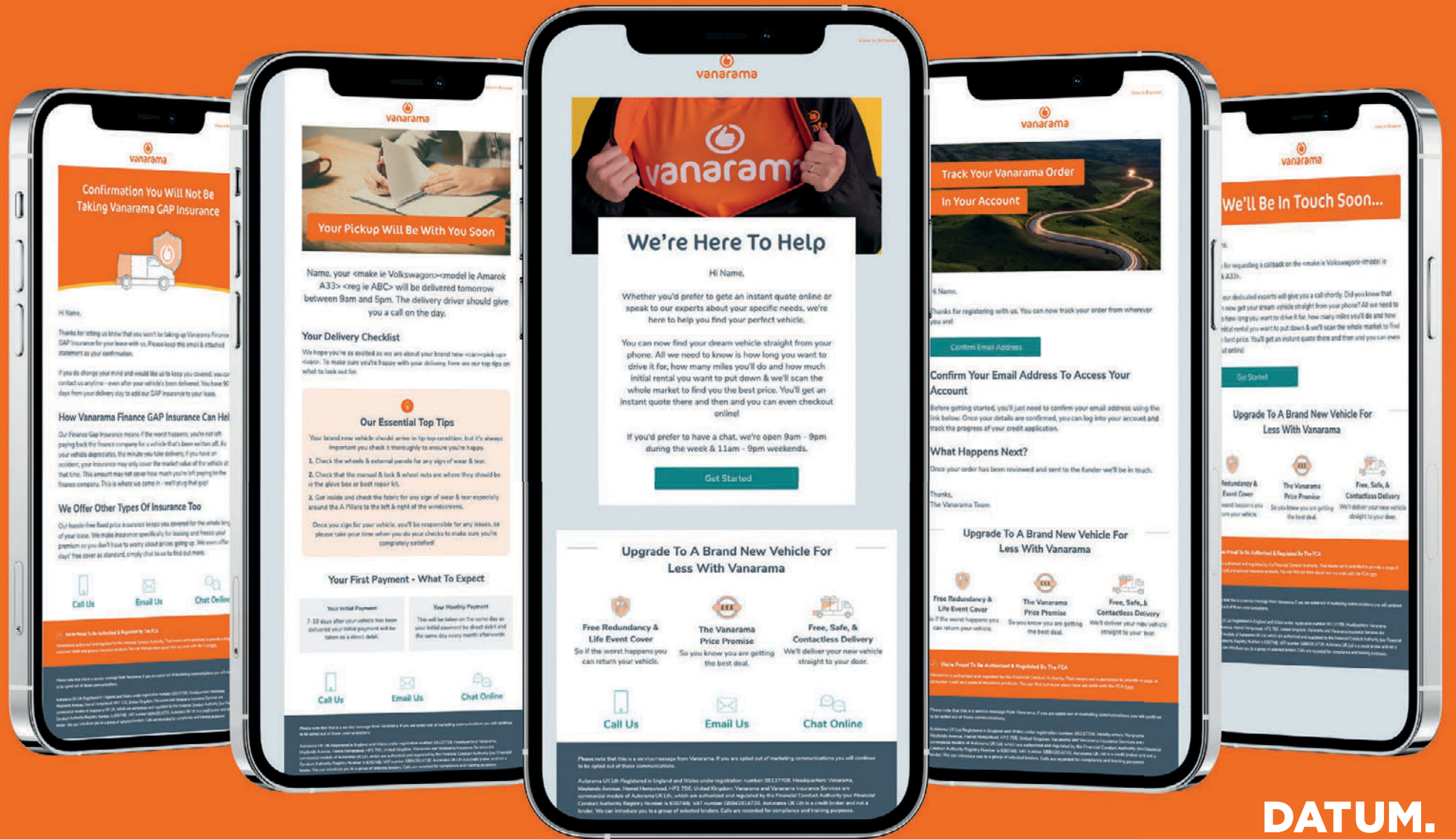


Hello Dave
We have the keys ready
for your new van



Scott Justice
Head of Sales
01442 123 456





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Adooa

Adooa are a cloud based, telephone service offering VOIP and card payments online.

Adooa approached Datum to create a new look and feel for the brand. We developed a full set of brand guidelines which included logos, icons, typography style and image library.

- Branding
- Brand Guidelines
- Design
- Social Media Assets



MASTER LOGO - is preferred, and we use it wherever possible.
Always use it in applications where the logo is a focal point.

FULL COLOUR



BLUE



WHITE



SMART TELEPHONY SOLUTIONS

IDENT - to be used on social media platforms

SQUARE



ROUND



ADOOA BRAND GUIDELINES VERSION 0.1



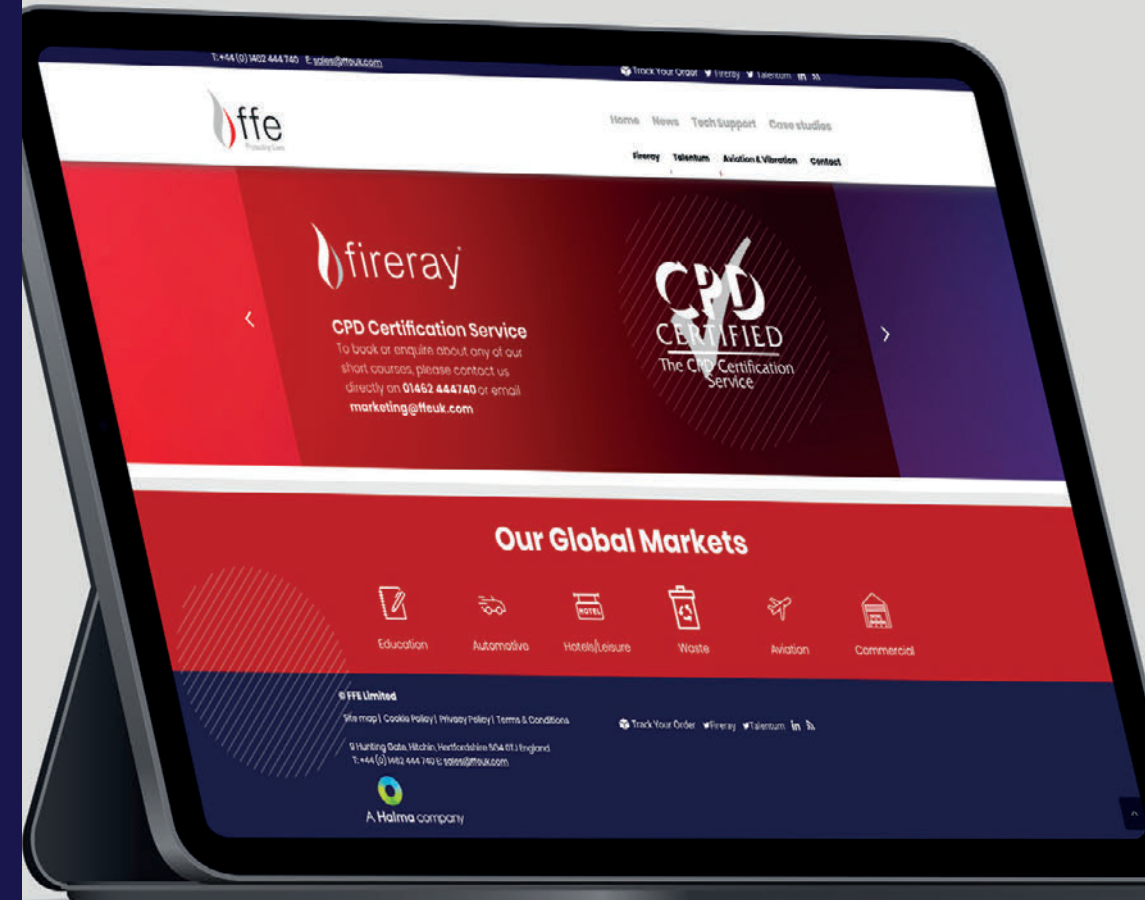
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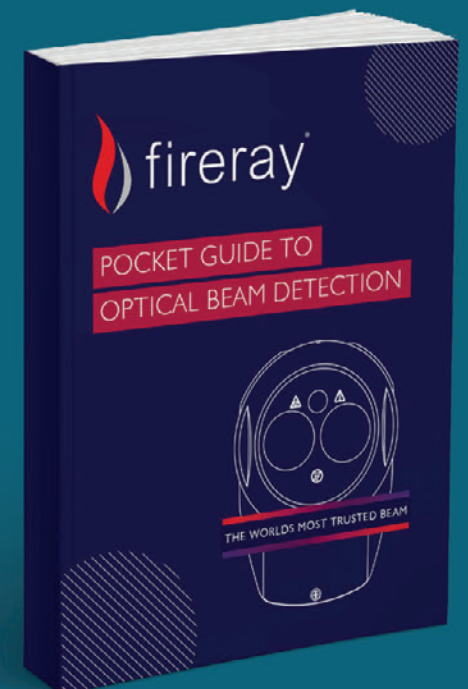
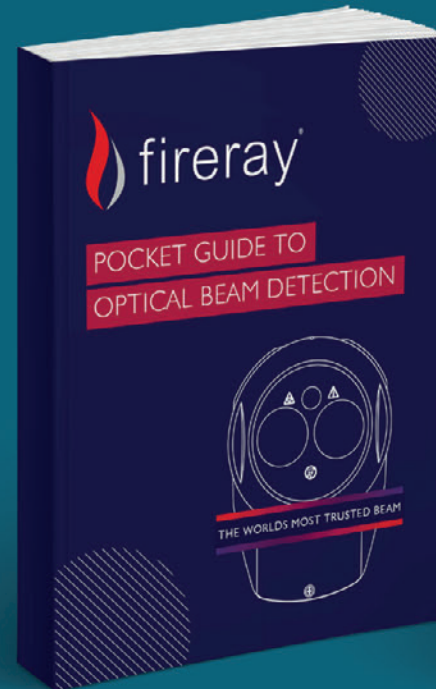
FFE

FFE is a global innovator in the design and manufacture of world-class fire detection hardware.

Datum offer FFE full marketing support, managing their cross-media services, including digital and traditional services. As well as this, we designed, produced and built their event stands within the EMEA.

- Design
- Printing
- Direct Mail
- Website
- Events







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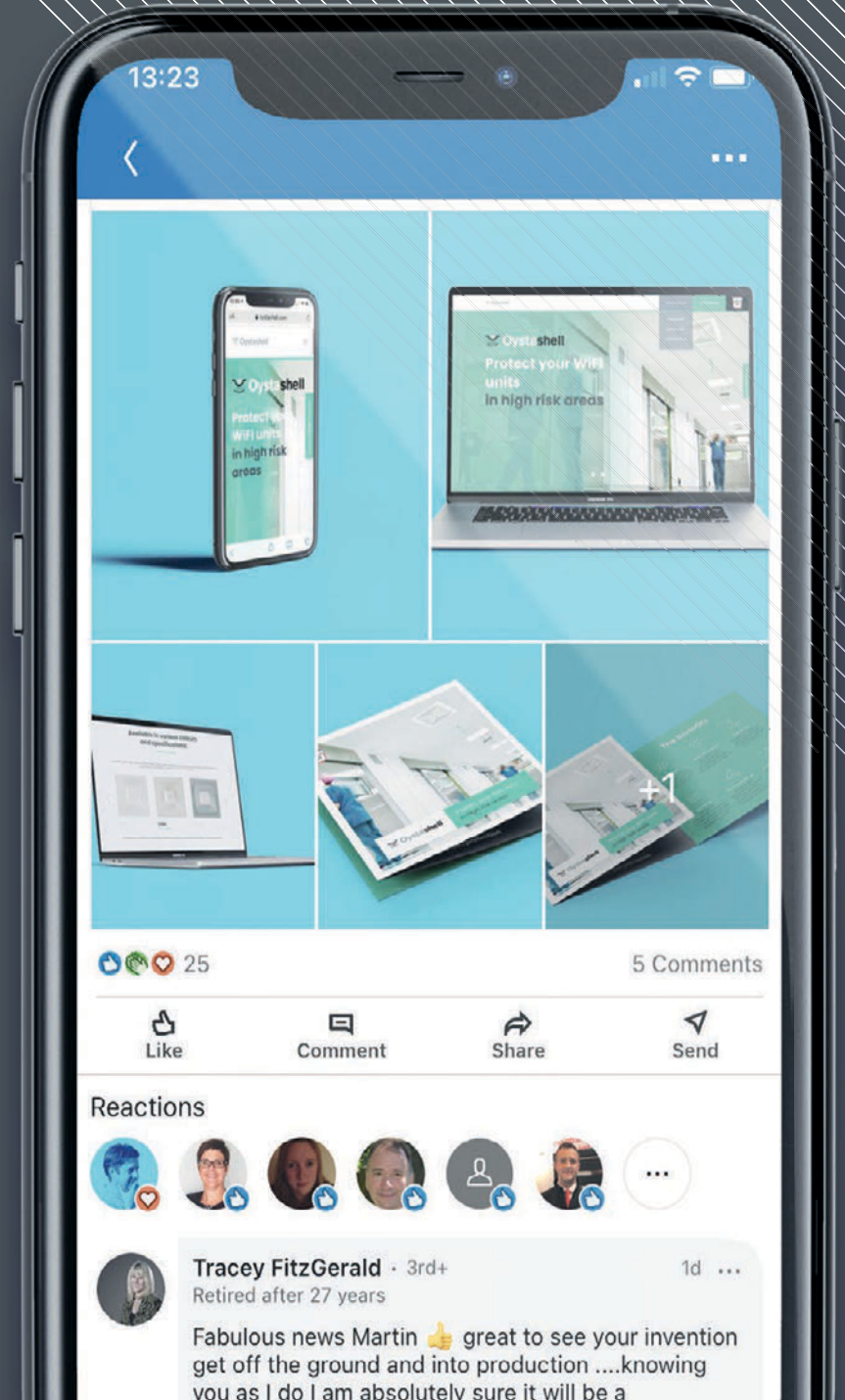
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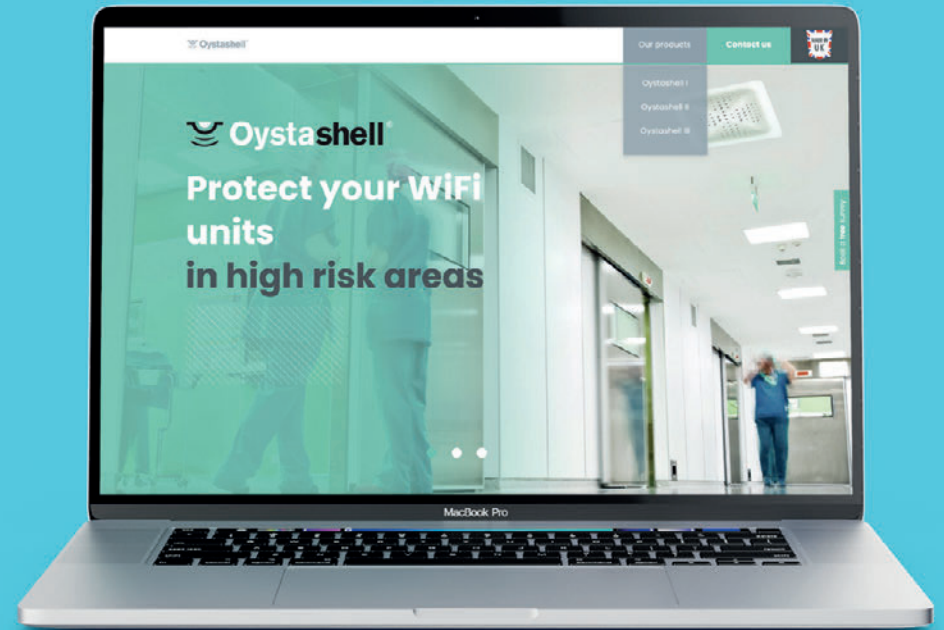
Oystashell

Oystashell is a start up business which has designed and produced a shield that protects Wi-Fi units in high risk areas, such as mental health institutions.

We created the brand identity for Oystashell, along with their website and designed and implemented a LinkedIn advertising campaign.

- Branding
- Design
- Printing
- Website
- Social Media Advertising







The Benefits



Unobtrusive

Cystashell's unobtrusive design allows it to blend into the background reducing the likelihood of damage.



Non-Interruptive

Cystashell offers minimal resistance to the Wi-Fi carrier waves – typically a drop of only 1 dB.



Sleek Design

Anti-graffiti – It features larger flat areas for cleaning and is built to comfortably cover a Wi-Fi unit.



Ventilated

Air holes for cooling and available with or without an Ethernet hole to allow a wire from the adjacent data socket.



Vandal-resistant

Made from 3mm polycarbonate (used for police riot shields) – preventing abuse and damage to the Wi-Fi unit.



Quick Installation

Cystashell is very easy to install using four size 8 dome-headed hex star security screws and 5.5mm rawl plugs.



Protect your WiFi units in high risk areas



Secure WiFi protection

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Limegate Solutions

Limegate is an ambitious young company who supply resin materials for construction projects large and small.

We were enlisted to create a full 72 page product catalogue and in turn created the branding for their product packaging.

- Design
- Print
- Promotional Merchandise
- Illustrations
- Stationery
- Sample Case Labels



LimeBound UV Resin Bound Surfacing

LimeBound UV Stable Resin Bound System is a resin bound aggregate surface for pedestrian and vehicular traffic which is permeable, SuDS compliant, decorative and functional seamless and slightly flexible. The open matrix allows water to drain through to the base, eliminating water ponding and allowing water to drain to planted areas or land drains. The surfacing may be applied to SuDS compliant bases and sub-bases, reducing the impact of urban development on flood risk and allowing water to flow into water courses. Edgings created from brick, stone, timber or steel should be installed to retain and protect the resin bound surfacing. LimeBound UV Stable Resin Bound System is a two component mixture of the highest grade aliphatic and latest technology ingredients which binds a range of selected decorative Mix-dried aggregates.

LimeBound UV Stable Resin Bound System provides an attractive porous surface which is strong enough for foot and light vehicle traffic up to 7.5 tonne.



Features & Benefits



- UV stable, will not discolour or degrade
- Tested to slip resistant BS 8204-6
- SuDS compliant permeable paving 850 litres/m²/minute
- Natural and recycled aggregate available
- 15mm depth install paths and drive on / drive off driveways

- 18mm depth install turning driveways / car parks up to 7.5 tonne
- All aggregates selected to reduce chances of rust appearing
- Optimised ratio of resin to aggregate mix blends in line with industry standards (7%)
- Foot traffic after 14-15 hours @ 20°C
- Manufactured to UKAS ISO9001

P8



Shelf Life & Storage
Shelf life of LimeBound Resin Bound Surfacing Resin is 6 months, aggregates have an unlimited shelf life.
Store materials in clean, dry, frost free warehouse conditions between 5°C and 20°C.
Protect from sunlight.



Mix Design and Pack Size
LimeBound Resin Bound Surfacing Resin 75kg
LimeBound Resin Bound Surfacing Aggregate 100kg (4x 25kg bags)
LimeBound Fine Aggregate 62kg



Coverage
Coverage rates for individual blends can vary. Please refer to the Limegate Solutions LimeBound Mix Blend & Aggregate sheet. Coverage is based on application to a smooth flat surface and will vary when applied to undulating surfaces, according to compaction, and to the aggregate grading, which can change from batch to batch.



Working Times & Temperatures
Working time is affected by temperature; at temperatures above the maximum recommended 20°C the pot life and working time may be insufficient to allow a well edge to be maintained.
Do not therefore proceed when product and/or air temperature exceeds recommendations.
The air temperature must be monitored during application and work should stop when the temperature exceeds recommendations. Care must be taken to keep materials as cool as possible in warm weather.
At low temperatures 5°C and below the resin will not flow sufficiently to achieve a smooth finish and work should not proceed.



Substrate Requirements
LimeBound UV Stable Resin Bound System is designed for foot traffic and occasional vehicle traffic such as on domestic driveways, residential developments with light domestic traffic or car parking bays. It is however, not a road surface for heavy volumes of domestic or commercial traffic. Heavier vehicle traffic, including heavy impact and high point loading will damage the surface and may result in failure. Due to the destructive scuffing forces created by power steering (e.g. three point turns) in car parks or on driveways where cars will repeatedly turn within a confined area, localised wear is more likely.



Site Attendance and Warranty
When on site Limegate Solutions representatives are if asked, able to give a general indication of the correct method of installing Limegate Solutions products. It is important to bear in mind that Limegate Solutions is a supplier and not an application contractor. It is the responsibility of the contractor and his employer to ensure they follow the correct practices and procedures for installation. The liability for the correct installation is with the contractor and not with Limegate Solutions Ltd.

LimeBound Contractors

LimeBound UV Resin Bound Surfacing is a specialist product and must only be applied by specialist applicators. Do not apply or allow it to be applied by contractors who do not possess the necessary experience. You should consider appointing a Limegate Solutions Approved Contractor. Please call us on 03330 155 560.

Product Specification

Product
LimeBound UV Resin Bound Surfacing

Thickness
15mm/18mm (dependant on required usage)

Aggregate
(select mix blend as required)

Technical Performance Standards

- Compressive and flexural strength testing to BS EN 13892-2
- QUV weathering chamber testing to BS EN ISO 16474-3 method A
- Slip resistance testing to BS 8204-6:2008-A1:2010 Appendix B
- Application to concrete, asphalt concrete conforming to EN 13108-1 and hot rolled asphalt conforming to EN 13108-4.

Services Available

- Technical Support
- Installation and Setup
- Maintenance
- Application Support
- Hardware Support
- Guaranteed Warranty

P.B. Solutions
ELECTRICAL CONTRACTORS

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P.B.Solutions

PB Solutions are commercial and industrial electrical contractors based in Peterborough.

We developed a set of detailed brand guidelines and a tool kit for PB Solutions, which were rolled out across various disciplines which included:

- Direct Mail
- Social Media Assets
- Paid Advertising
- Vehicle Graphics
- Website
- Marketing Collateral





PB.Solutions
ELECTRICAL CONTRACTORS

If you have questions about the content in this document, please don't hesitate to contact us at: info@pb-solutions.co.uk

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ALWAYS ON POINT

PB.Solutions
ELECTRICAL CONTRACTORS



BRAND GUIDELINES

VERSION 01

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ENTRÉE HOME CHARGING

Home charging is the most convenient way to charge your EV. It's also the most cost-effective way to charge your EV. Home charging is also the most convenient way to charge your EV. Home charging is also the most cost-effective way to charge your EV.



MAIN FAST CHARGING COMMERCIAL

Electric chargers at your work site are becoming more common and are a convenient way to make sure your employees can charge their EVs during the workday. These are usually 22kW units and can usually charge a vehicle during your working day. Companies can charge a premium for the service or could offer it as a perk of the job. This can be a lucrative revenue stream. Your business can have multiple units installed, increasing the revenue.



DESSERT RAPID CHARGING COMMERCIAL

Fast charging stations are a great way to make sure your employees can charge their EVs during the workday. These are usually 22kW units and can usually charge a vehicle during your working day. Companies can charge a premium for the service or could offer it as a perk of the job. This can be a lucrative revenue stream. Your business can have multiple units installed, increasing the revenue.



SWEET LET US HELP GUIDE YOU...

The EV market is growing rapidly and it's important to stay on top of the latest news. We can help you navigate the market and find the best options for your business. Contact us today for a free consultation.

The future of the EV is incredibly exciting and is transforming the way we think about transportation. We completely expect 100% EV installations in a year and are forecasting the rise of significant government investment.

TESLA 3 STANDARD RANGE

RANGE 240 miles	22kW	50kW	70kW
1 hour 0-100%	5.5 hours 0-100%	8.5 hours 0-100%	20 hours 0-100%
Cost to charge	£9.60	£16.60	£31.60
Cost per mile	5.5p/mile	8.5p/mile	16.6p/mile

HONDA E

RANGE 125 miles	22kW	50kW	70kW
1 hour 0-100%	11.5 hours 0-100%	16.5 hours 0-100%	21 hours 0-100%
Cost to charge	£5.70	£8.20	£13.20
Cost per mile	4.5p/mile	6.5p/mile	10.5p/mile

EV CHARGER INSTALLATION AT A GLANCE

- Free Survey
- Knowledgeable Staff
- Queue Guarantee
- Best Advice
- Excellent Aftercare



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EV CHARGER MENU

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Ronacrete
WORLD CLASS MANUFACTURER

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Ronacrete

Ronacrete is a manufacturer of specialist construction materials including concrete repair, resin flooring, resin bound surfacing, screeds and waterproofing.

We have worked with Ronacrete for over 10 years developing their marketing materials including:

- Brand Guidelines
- Printed Marketing Materials
- Event Stands
- Social Media Assets
- Website
- Photography
- Video





DATASHEET 4.01 RONADECK ECO TREE PIT

Resin Bound Porous
Tree Pit System

FEATURES

- UV stable
- Highly porous surfacing
- Decorative
- Suitable for most traffic
- Adhesive to new grates
- Accommodate tree growth with roller or string tunnel

SPECIFICATIONS

Working Time - Winter Grade	10°C	15°C
Ambient Temperature	5°C	10°C
Working Time	40-60 minutes	30-45 minutes
Lay before rain	3-4 hours	2-3 hours
Pedestrian traffic after	12-14 hours	7-9 hours
		5-7 hours

Working Time - Summer Grade	10°C	20°C	25°C
Ambient Temperature	10°C	20°C	25°C
Working Time	50-60 minutes	40-55 minutes	35-50 minutes
Lay before rain	5-6 hours	4-5 hours	3-4 hours
Pedestrian traffic after	24 hours	18-16 hours	9-12 hours

Ambient Temperature	25°C	30°C	40°C
Working Time	50-60 minutes	45-75 minutes	30-45 minutes
Lay before rain	5-6 hours	4-6 hours	2-4 hours
Pedestrian traffic after	24 hours	18-16 hours	7-8 hours

Material	kg/m ²
Resin	6.5kg
UV Inert Tree Pit Resin	1.5kg
UV Inert Tree Pit Aggregate	2.9kg
UV Inert Tree Pit Sand	1.7kg
Total	12.6 kg at 40mm

Material	kg/m ²
UV Inert Tree Pit Resin	6.5kg
UV Inert Tree Pit Aggregate	10.0kg
UV Inert Tree Pit Sand	7.9kg
Total	24.4 kg at 40mm

Minimum Depth
40mm

Foot Traffic after
14 hours

Permeability
over 100mm

RONAFLOOR

- Solvent free
- Reduces waiting time for screed and concrete drying
- Easy to apply

RonaFloor Ecoxy DPM is a two-pack solvent free, liquid applied surface damp proof membrane designed to reduce the passage of water vapour. It also contains resins and other moisture resisting flooring so be applied to concrete and concrete within substrate relative humidity is high, up to 97%.



Ronaconcrete

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Ronaccrete
world class manufacturer


- Our product range
- RonaBond**
Concrete Repair & Coatings
 - RonaDeck**
Roofs, Balconies & External Surfaces
 - RonaDeck**
Roofs, Balconies & External Surfaces
 - RonaDeck**
Roofs, Balconies & External Surfaces
 - RonaFloor**
Flooring & Bedding
 - RonaScreed**
Specialist Screeds
 - RonaStop**
Waterproofing & Tanking

WELCOME

Ronaccrete
world class manufacturer



RonaDeck
Setting Standards



- BS EN 12463 certification
- BS EN 12463 certification
- BS EN 12463 certification
- BS EN 12463 certification
- BS EN 12463 certification
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- BS EN 12463 certification



Ronaccrete
world class manufacturer



Ronaccrete



KINGSCOTE
ESTATE & VINEYARD

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AND DIGITAL

Kingscote Estate

We create and produce a wide range of marketing materials whether it's tasting vouchers, brochures, press adverts or retail events.

- Design
- Printing
- Events
- Press Advertising



**SPECIAL
OFFER**



**KINGSCOTE
ESTATE & VINEYARD**



We produce a wide range of award-winning Still and Sparkling English Wines, which perfectly reflect the taste of Sussex.
Our picturesque 160 acre estate is home to abundant wildlife and stunning scenery.

We are located just outside of East Grinstead. For Londoners seeking the perfect country escape, simply take a one hour direct train from London Victoria. We welcome visitors to experience our many activities including vineyard tours and tutored wine tastings, holiday cottage lets, home-made lunches and cream teas, fishing, and private functions.



We are open **10am - 6pm**
7 days a week

Vineyard Tour & Wine Tasting for two people, for only £20
Call us on 01342 327535 and quote **'National Geographic'** to book your visit

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West Sussex, RH19 4LG

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 @KingscoteEstate

info@kingscoteestate.com



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The Wine Caverns

We design and create The Wine Caverns marketing material based on their supplied brand guidelines. We print and hold their marketing assets for call off when required.

- Design
- Print
- Events
- Advertising



THE WINE CAVERNS ARE OPEN

The Wine Caverns exist to make great wine from around the world available and accessible for anyone to discover and enjoy.

We believe in sharing knowledge and passion and welcome all who want to enjoy great wine.

10% OFF YOUR FIRST ORDER AT WWW.THEWINECAVERNS.COM*

Enter the code

CAVERNS10*

at the checkout

used in conjunction with any other offer.
1st purchase only.



THE WINE CAVERNS
ARE OPEN

WWW.THEWINECAVERNS.COM





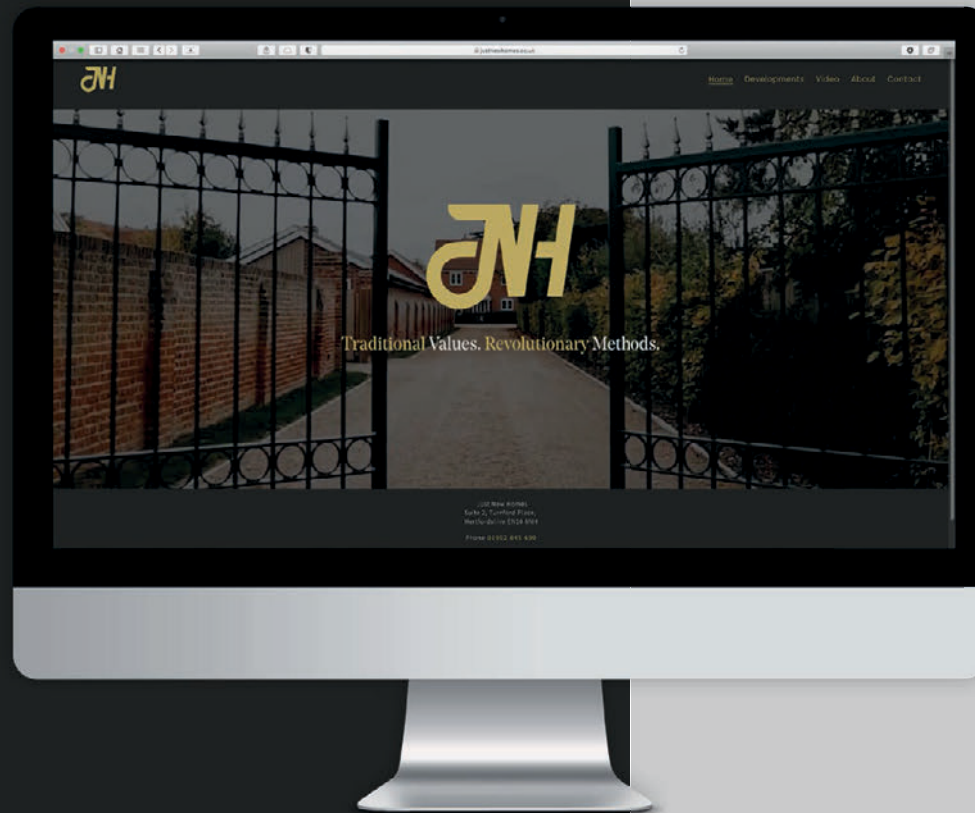
JUST NEW HOMES

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AND DIGITAL

Just New Homes

Just New Homes are property developers based in the south east. Every one of their developments require a unique brand.

- Branding
- Design
- Hoarding
- Signage
- Websites
- Print







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radiana[®]
CEILING COOLING

DATUM.
CREATIVE, PRINT
AND DIGITAL

Radiana

Radiana is a sustainable and healthy alternative to air conditioning. During the height of the Covid-19 Pandemic, we were asked to help out by building on their existing logo, by creating some supporting branding assets and a sales pack. We ended up creating product catalogues along with Point of Sale items.

The product was used by hotels throughout the UK in placed in the individual rooms and had a supporting POS unit of each of the Hotel reception areas enabling clients to purchase on site.

- Branding
- Creative
- Printing POS
- Fulfilment





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