

TDL | CREATIVE

TURNING CHALLENGES INTO  
SOLUTIONS  
INNOVATIONS  
RESULTS


MAKING INFORMATION  
UNDERSTANDABLE



We are a design consultancy committed to transforming information; creating understandable, engaging and beautiful design.

We produce work that enables, instructs, informs and inspires.





We deliver a range of user-centred services, with a specialism in design for understanding.



**10+**

Years of  
Experience



Award Winners for  
Information Design

**100K+**

Diagrams  
created

What are some of the things that make us stand out; and the reasons we are the right people to help you?

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01

Our clients **work directly with our designers**, safe in the knowledge there is a dedicated management team to ensure projects are delivered on time, to budget and of a high quality.

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02

We ensure improved clarity and understanding in our designs by combining **information design methodology** with years of experience across a variety of sectors.

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03

We are **responsive and flexible** with our working practice, helping you to meet tight deadlines. **Whether we're on site with you, or at the end of the phone, our team will always be on hand to help.**

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We believe in working collaboratively with **end users, subject matter experts and clients** to get the best outputs.



## Shhhh...

Due to the industry we work in and the clients we work with, some of our work has to be kept secret.

We work on a range of confidential projects that can't be shared on our website, but if you [get in touch](#) we do have other examples we can share, or organise a chat to talk about how we can help.



Our core services  
revolve around  
6 key areas.



### **BIDS & TENDERS**

Diagrams & Maps  
Document Templates  
Executive Summaries  
Methodology Sequences



### **BRANDING**

Logos & Identity  
Marketing Collateral  
Iconography  
Style Guides



### **DIGITAL**

Website Design  
Animations  
Presentations  
Interactive PDFs



### **DOCUMENTS & PACKAGING**

Bespoke Packaging  
Brochures,  
Leaflets & Posters  
Instructions & Guidelines  
Reports & Newsletters



### **VISUALISATIONS**

Infographics  
User Journeys  
Visual Explainers  
Isometrics &  
Scene Building



### **WORKSHOPS**

Design Theory  
Project Strategy  
Visual Notes



TDL | CREATIVE

# OUR DIGITAL SERVICES



**BRINGING MOVEMENT  
AND LIFE TO YOUR IDEAS**



Interactive and moving visuals are a fantastic way to portray information. We can create a range of digital content – whether its delivering professional video and animations, presentations for client meetings or user-driven websites. We tell your story in the best way for you and your customers.



" The designers and programme manager at TDL have taken the time to find out what our requirements are; delivering designs and functionality that meet them, exceeding our expectations.

BUSINESS DEVELOPMENT DIRECTOR  
**NRS HEALTHCARE**

## OUR DIGITAL SERVICES



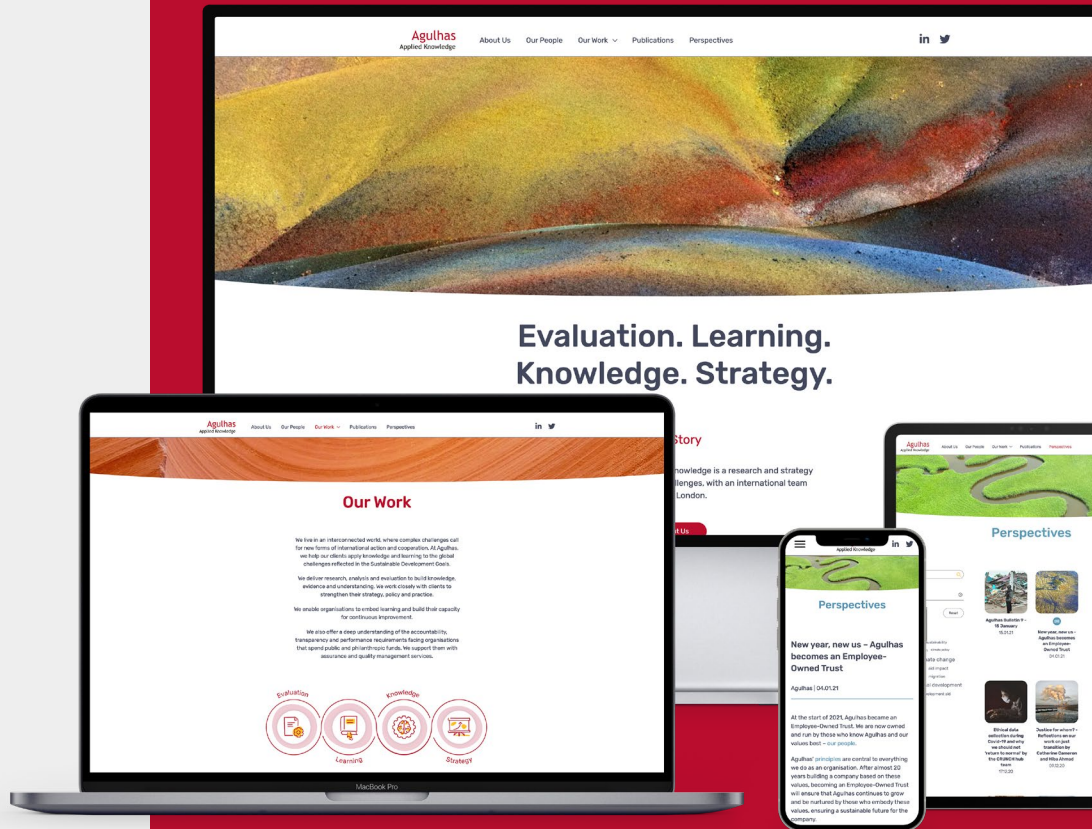
# Bespoke and engaging websites

Excite and inform your audience with clear, stunning website design. We can help your users get to know you and your services with websites underpinned by user-centered functionality and beautiful visuals.

## EXAMPLE AGULHAS WEBSITE

We worked closely with the team at Agulhas to create a new look and feel that represented the company as it is today resulting in a website that makes information easier to find for users, and a website that is easier to manage for Agulhas.

USER EXPERIENCE, VISUAL DESIGN, PROTOTYPING,  
BRANDING, PROJECT MANAGEMENT



## Small sites, big ideas

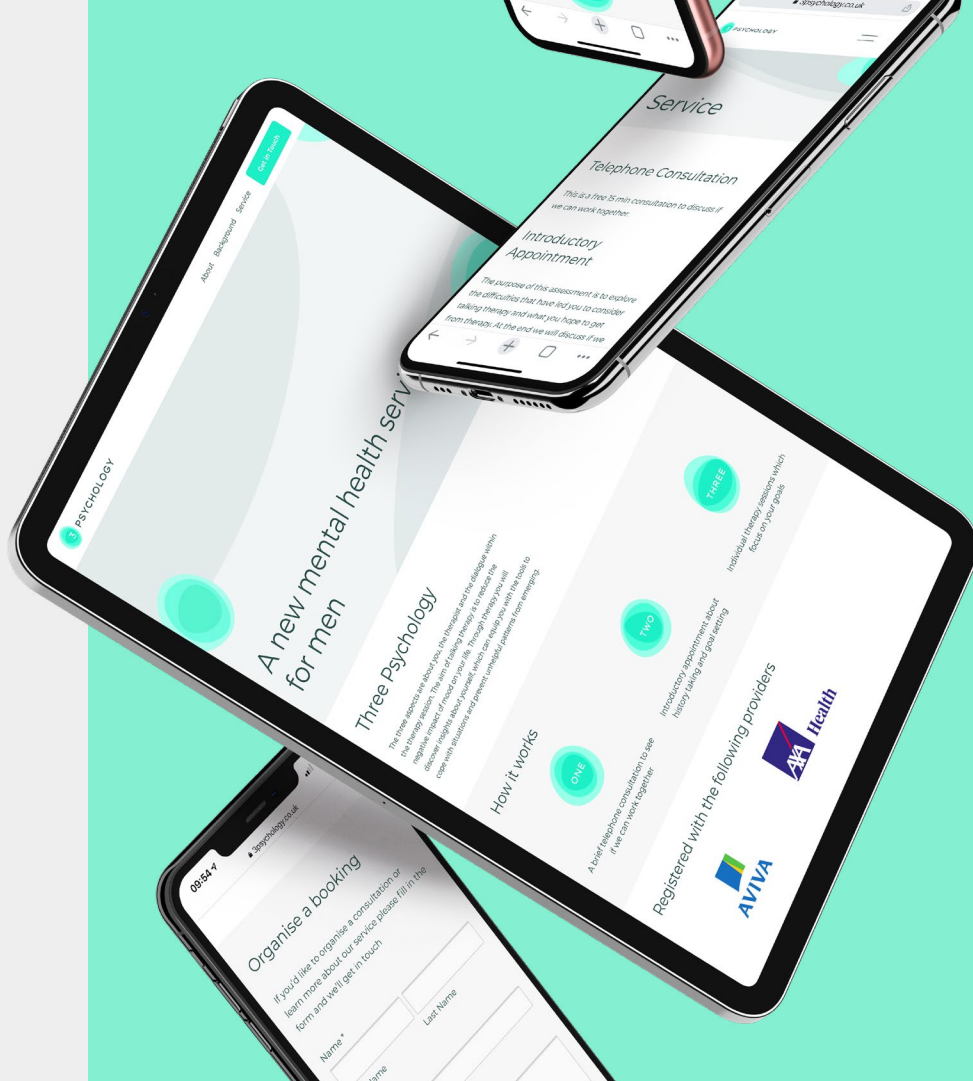
We can help your customers understand your services and connect with you through easy to manage mini sites. We work with you to develop a personal brand and create a platform for you to reach new users.

### EXAMPLE

#### 3 PSYCHOLOGY BRAND & WEBSITE

We helped Dr Corfield bring her online presence to life. Through consultancy sessions and discussions, we crafted a brand and site that represented her and her business. We designed it on an easy-to-use platform so she could make changes and updates herself as and when she needed.

USER EXPERIENCE, VISUAL DESIGN, PROTOTYPING, BRANDING, CONSULTANCY



# Improving user experience with interactive PDFs and forms

We help readers engage with your content through navigation and interactivity. Forms, guidelines and documents can all be elevated to improve accuracy, save on long term costs and streamline workflows.

## EXAMPLE

### VENTIA BORAL AMEY (VBA) FORMS

We worked closely with the Sydney based VBA team on a number of projects, ranging from reports to animations to adverts. Using our experience as information designers, we helped them to revolutionise their suite of forms, turning them from printed documents to a consistent set of easy-to-use and engaging online interactive PDFs.

FORM DESIGN, INTERACTIVITY, VISUAL DESIGN, TESTING, BRANDING, CONSULTANCY





Inspire and captivate your audience with animations and video. We work with you to create flowing and understandable content, advising on how best to tell your story with stunning visuals.

## SERCO: THE KNOWLEDGE LIBRARY

Serco were looking for a way to introduce their employees to a new type of software for uploading and sharing resources. We helped to break down their information into scenes, create artwork and add motion resulting in an informative and impactful animation.

## STORYBOARDING, VISUAL DESIGN, ANIMATION





# Memorable and dynamic presentations

Energise and inform your viewers with presentations designed by our expert team. Utilising features such as animation, navigation and diagrams we can help you create compelling and clear presentations.

## EXAMPLE

### RYDE AUTONOMOUS VEHICLE CONCEPT

Our client needed our help to transform their vision into something that could inspire their audience. Over one week we created a brand, posters and a presentation which focused on user journeys utilising the autonomous vehicle concept. The presentation combined animation with rich pictures and diagrams to demonstrate the idea.

STORYBOARDING, VISUAL DESIGN, PRESENTATION DESIGN, ANIMATION, BRANDING, DIAGRAMS



## Data driven dashboard design

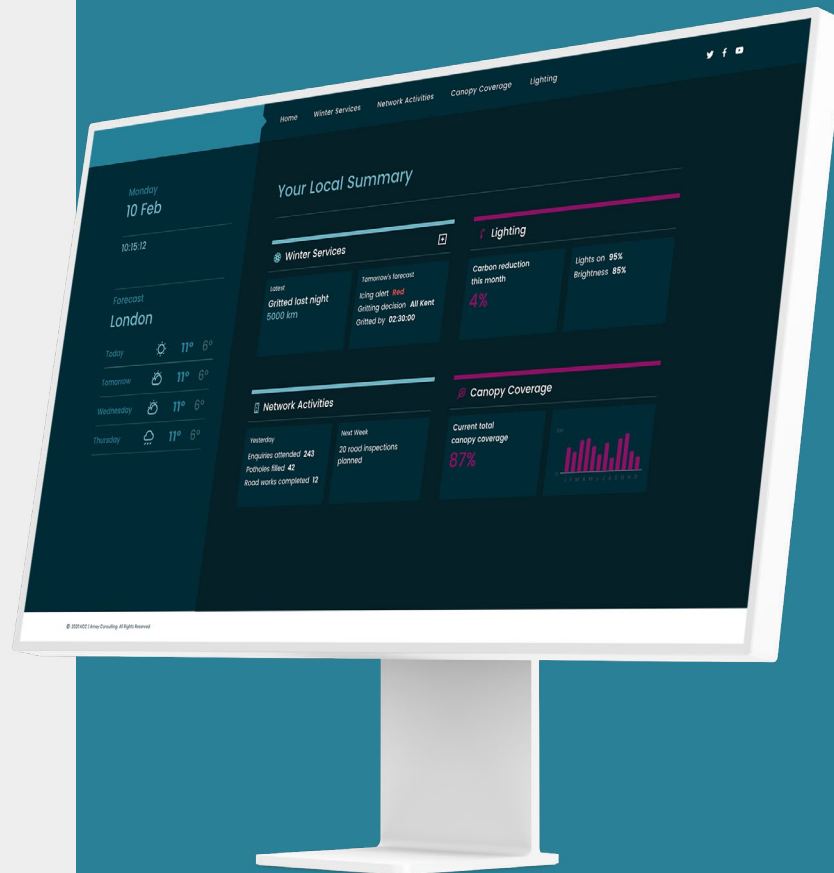
We can help you explain and use your data through dashboard design based on information design theory and research. Combining with elegant visuals with informed design decisions, we help you get the most out of your information.

### EXAMPLE

#### NETWORK SERVICES PLATFORM CONCEPT

We were brought in to help create a visual style for a concept dashboard for county councils. The dashboard would provide information on network services around the county and environmental impact.

UI DESIGN, VISUAL DESIGN





## Something else we can do to help?

To make sure we can support your whole project, we also provide complimentary services delivered by ourselves and partners that you may find useful.

Combined with our other service areas, we can deliver an outstanding result together.

If you would like  
to know more,  
let us know.



**BRANDING**



**INFOGRAPHICS**



**VISUALISATIONS**



**ANNUAL  
REPORTS**



**COPYWRITING**



**PHOTOGRAPHY**



**VOICE OVERS**



**SOCIAL MEDIA  
POSTS**



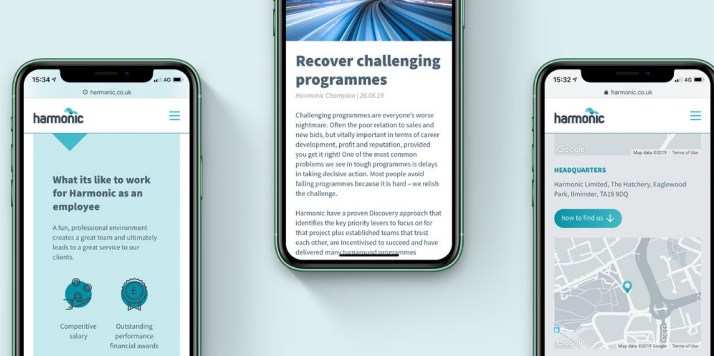
# Want to know even more?

This is just a sample of our capabilities.

To find out more about working with us please [get in touch](#) or visit our [website](#).

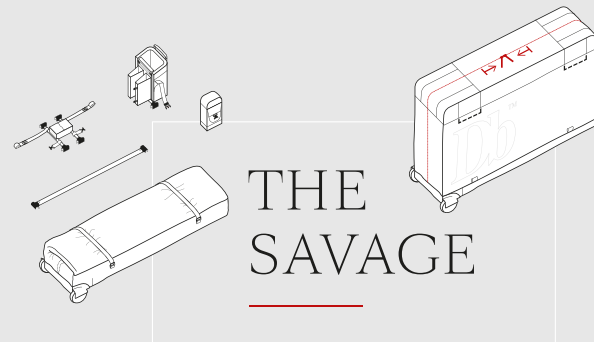
## WEBSITE DESIGN HARMONIC

USER EXPERIENCE, VISUAL DESIGN,  
PROTOTYPING, BRANDING,  
PROJECT MANAGEMENT



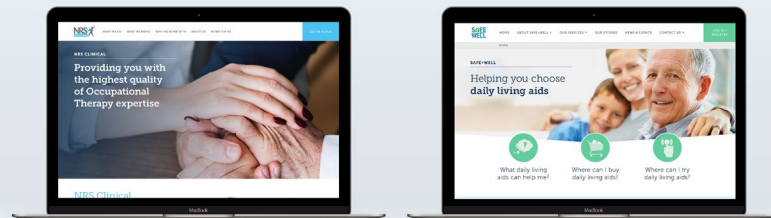
## ANIMATION DOUCHEBAGS

STORYBOARDING, VISUAL DESIGN,  
DIAGRAMS, ANIMATION



## WEBSITE DESIGN NRS HEALTHCARE

USER EXPERIENCE, VISUAL DESIGN,  
PROTOTYPING



**WE** LIKE TO **DESIGN** THINGS  
THAT ARE BEAUTIFUL AND  
INTELLIGENT, TRANSFORMING  
INFORMATION AND IDEAS  
INTO SOMETHING THAT PEOPLE  
REMEMBER. **FOR** THIS TO  
HAPPEN, WE WORK WITH YOU  
THROUGHOUT THE DESIGN  
JOURNEY TO ENSURE WE HAVE  
THE **UNDERSTANDING** TO MAKE  
YOUR VISIONS A REALITY.

## CONTACT

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