

## Tea @Toast—what we do in brief

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Prepared for you by eskimo\*

## Our approach to Visual Communication

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Founded in 2002, eskimo\* is a graphic design practice specialising in Visual Identity & Social Communication.

Our work is underpinned by:

a culture of ethical & environmental responsibility  
and a robust design research methodology.

## Visual Identity

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We believe identity is more than just an image. Identities are formed from logos, colours, typefaces, layouts and a number of design elements. Identities cannot be reduced to any of these individual parts.

## Social Communication

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We believe visual communication is a key component in bringing about social change. Communicating important social issues in a world saturated by imagery is challenging. Eskimo\* believe that commercial design practice can inform design in the social sector, to help deliver messages for public good.

## Design Research

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We apply ethnography and visual sociology to help understand how end users will interact with the design. We use a mixed methods approach gathering data via photography, video taping, interviewing and passive observation.

## Design philosophy

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Eskimo\*'s client focussed approach to design has five foundational ideas:

1. To understand the strategic orientation of all our clients' organisations
2. To work creatively within the needs of each project
3. To explore each clients' design legacy
4. To research the end user's experience
5. To arrive at an appropriate design communication solution

## Business ethics

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Eskimo\* believe that business has a social as well as economic role. We therefore adhere to the following ethics:

### **Responsible**

We work with organisations that are socially responsible.

As designers we recognise how creating new identities can change people's perceptions. Therefore, we are committed to applying this knowledge to assisting in the process of social and environmental change.

### **Professional**

Having satisfied the examiners in 2004, eskimo\* was awarded membership to the Chartered Society of Designers. Eskimo\* participates in various continual professional development (CPD) courses the CSD run to ensure that we can offer clients the highest standard of service.

### **Transparent**

At Eskimo\* we promise a transparent approach to conducting our business as outlined in the CSD code of conduct.

**eskimo\***

\*good design for good people

## With eskimo\* you get:

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- \* Direct access to designers
- \* A personable design practice, not mysterious 'creative types'
- \* A mutually respectful working relationship
- \* A practice that specialises in visual communication for services, not products
- \* A design philosophy that has always been focussed on social communication
- \* Designers who want to push the boundaries and experiment but who also listen and empower clients
- \* A client-centric approach which places sincerity, responsibility and consideration above everything...

**Good design for good people.**

## What next?

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If you would like to talk to us about your communication requirements please contact Rachel:

0115 941 2277  
or visit the website  
[www.eskimodesign.org](http://www.eskimodesign.org)

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Thank you for your time

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