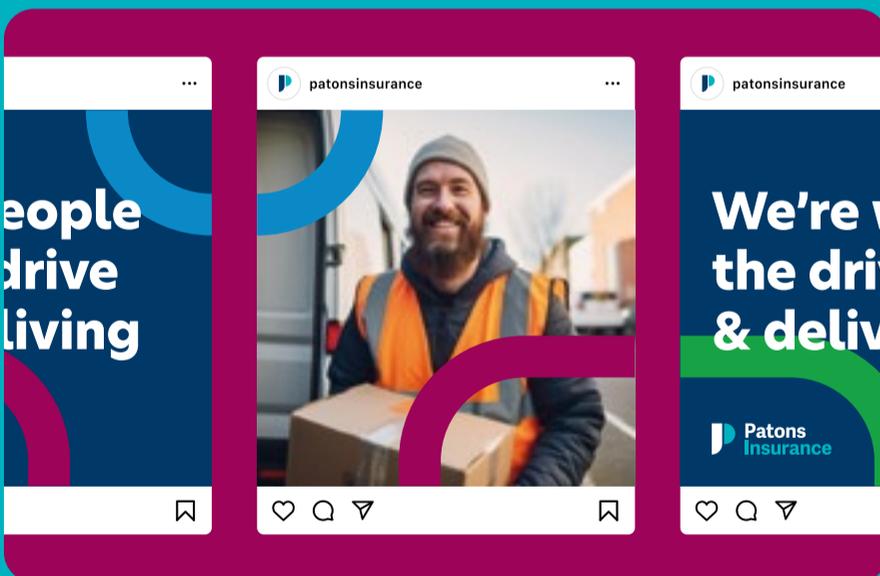
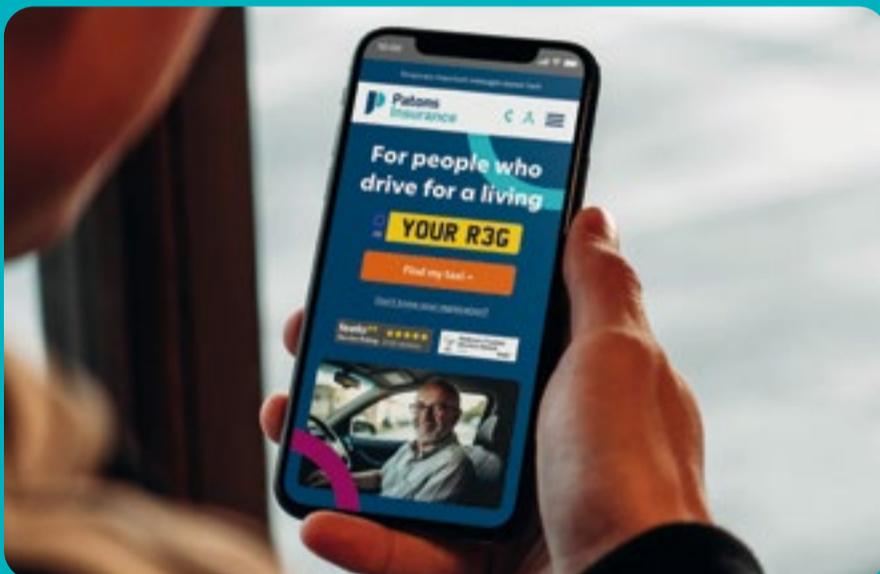


# cultivate

BETTER DESIGN

EDITION 08

SIMPLY DONE



## WHAT'S INSIDE

**Patons Insurance**  
For people who drive for a living

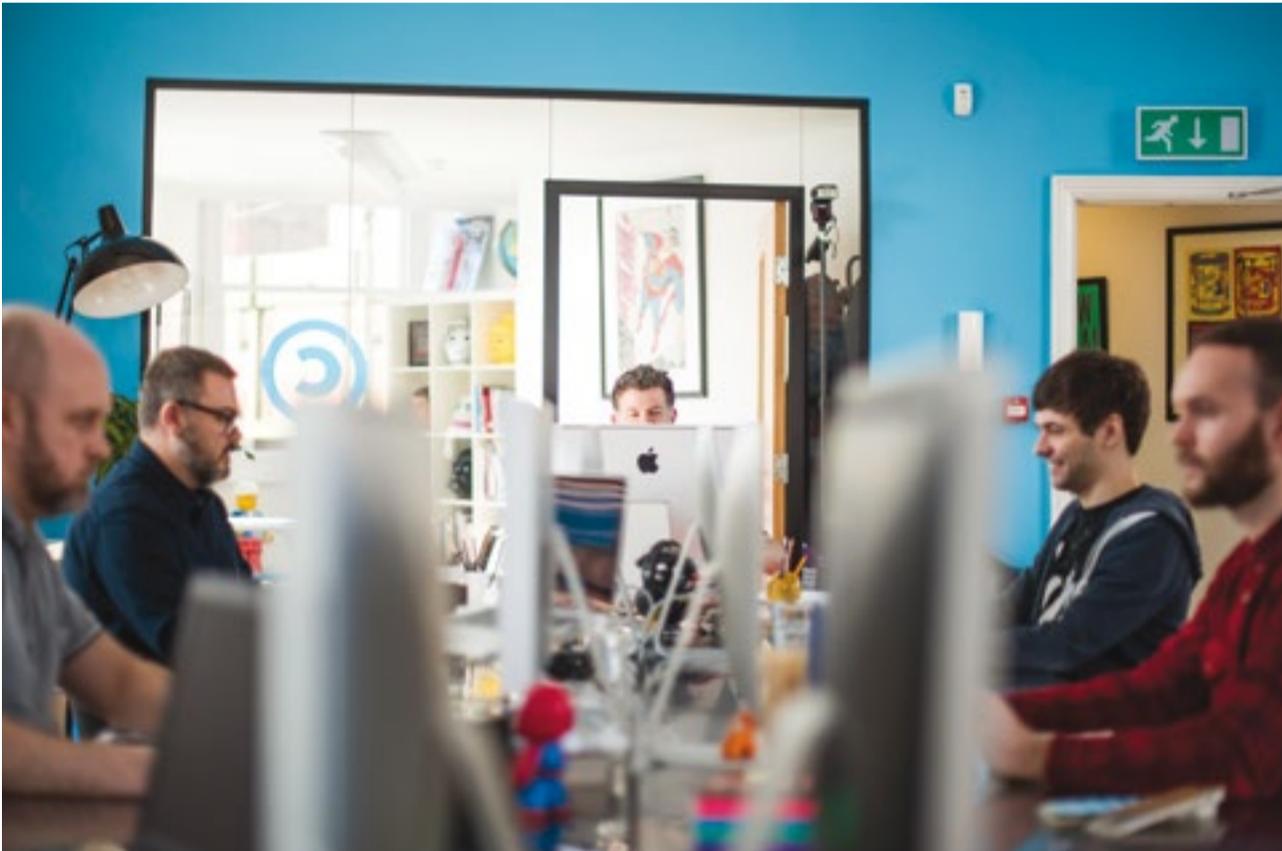
**The Foundry**  
A melting pot of commerce and community

**Two Left Feet Bar & Kitchen**  
Craft beer and artisan pizza

# Better design, simply done

We're a team of creatives who help your brand to look great and act smart. Work with us to share great ideas and make them work through brand, design, web and digital.

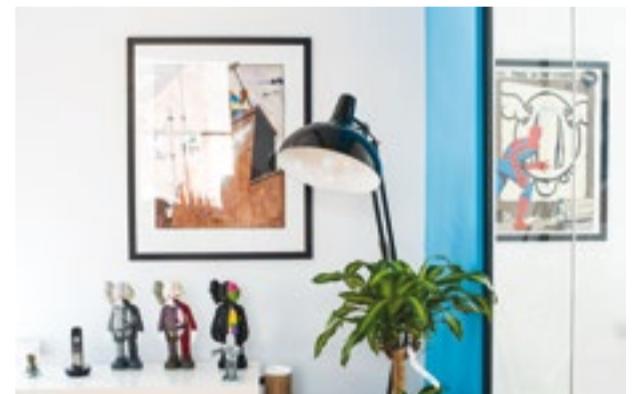
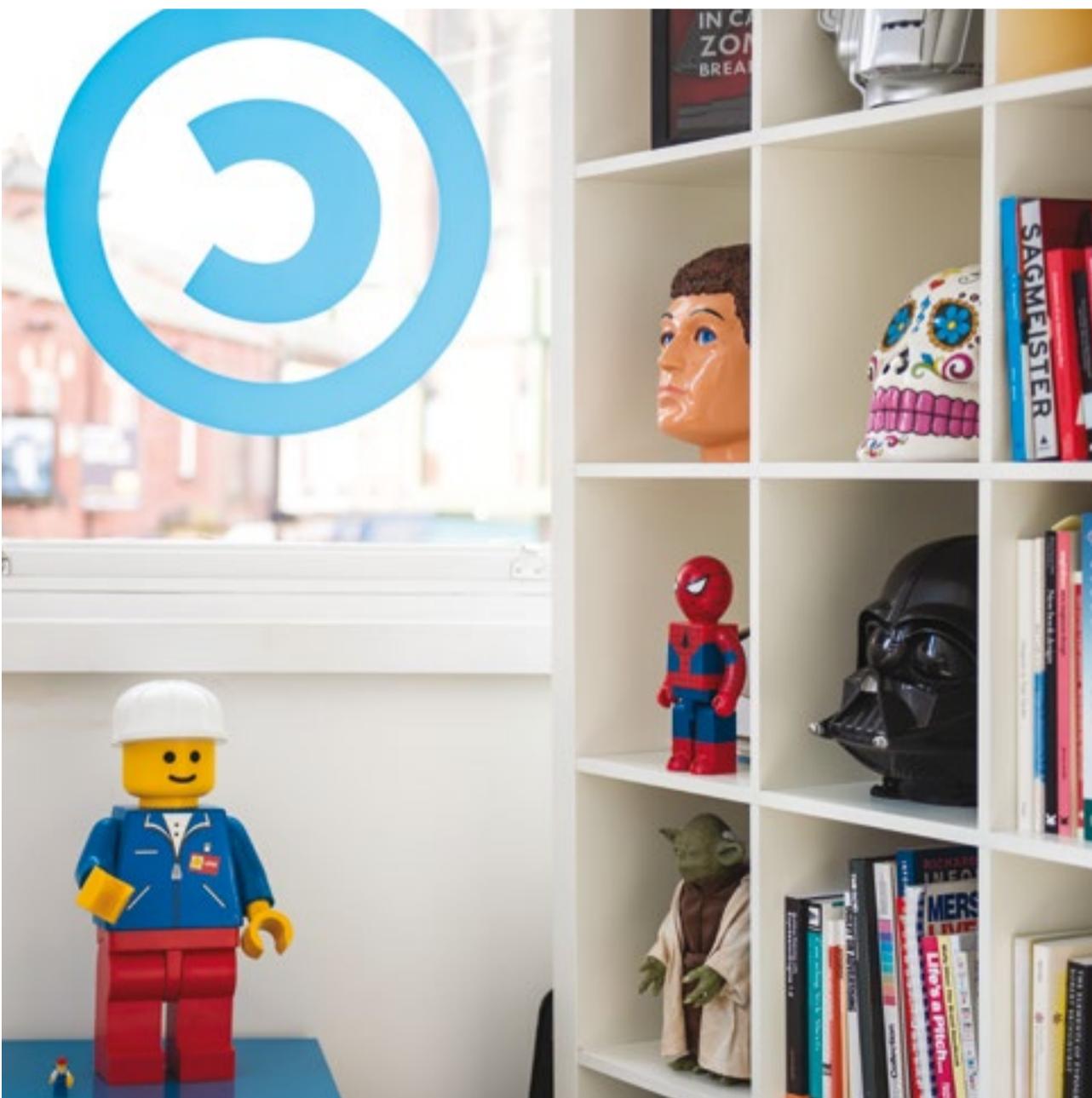




## Better ideas, brighter brands

We listen, we care, we get creative and we help you stand out. Quite simply, we support you to look, feel and act with more focus, style and function. Great design, the right words, fresh web pages and all the clever digital bits behind the scenes.

You have unique things to say and it counts. When people and brands express with honesty, integrity and attention to the details it's a brilliant thing to see. It sparks interest and excitement, it makes people pay attention and it inspires us.

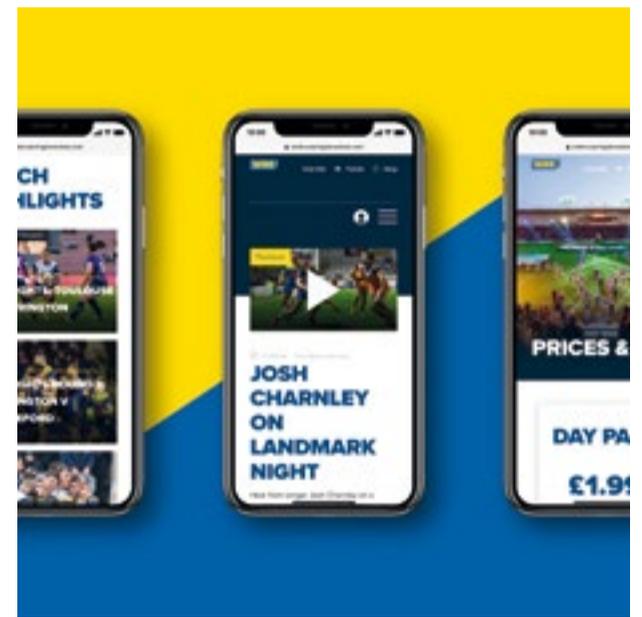


[VISIT OUR SITE](#)

[cultivatecreative.co.uk](http://cultivatecreative.co.uk)

# Sports & Leisure



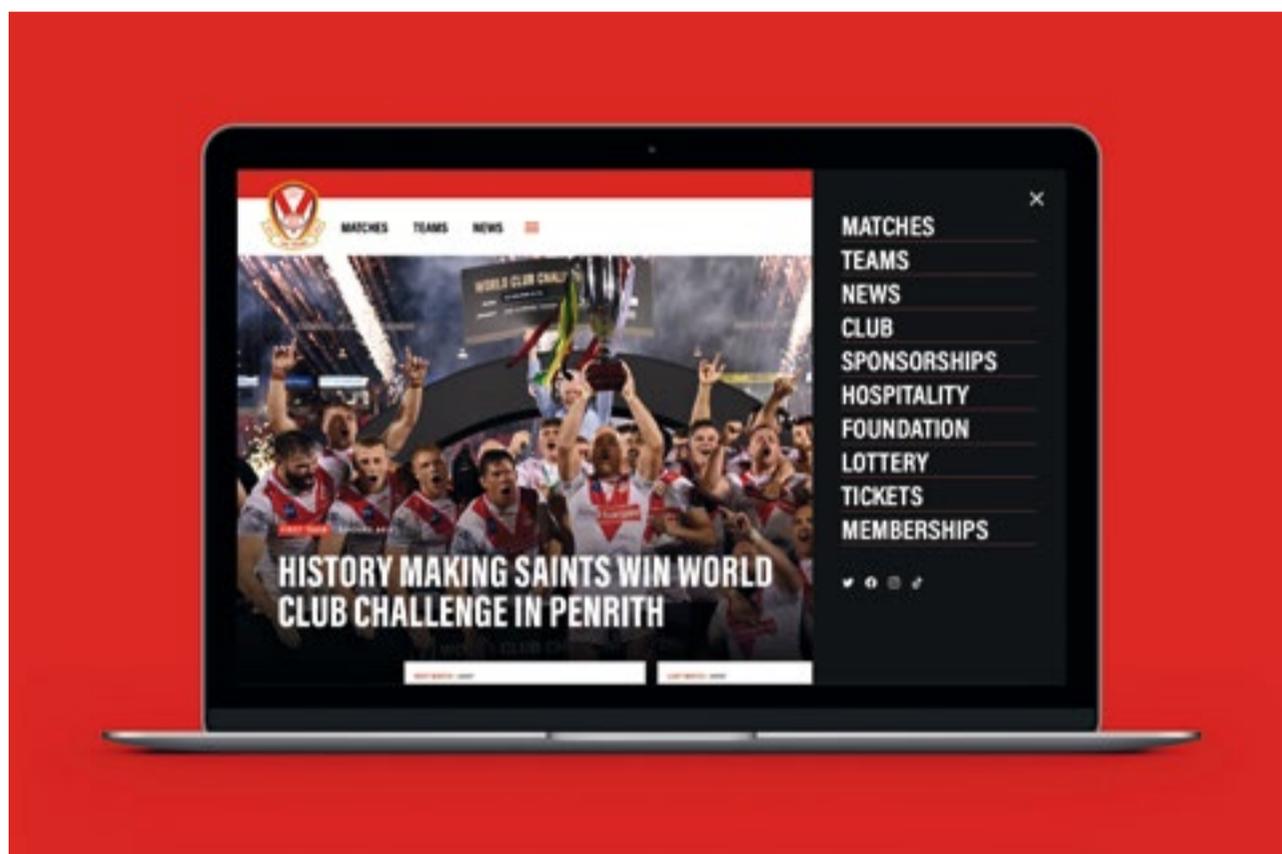


PROJECT

# St Helens R.F.C.

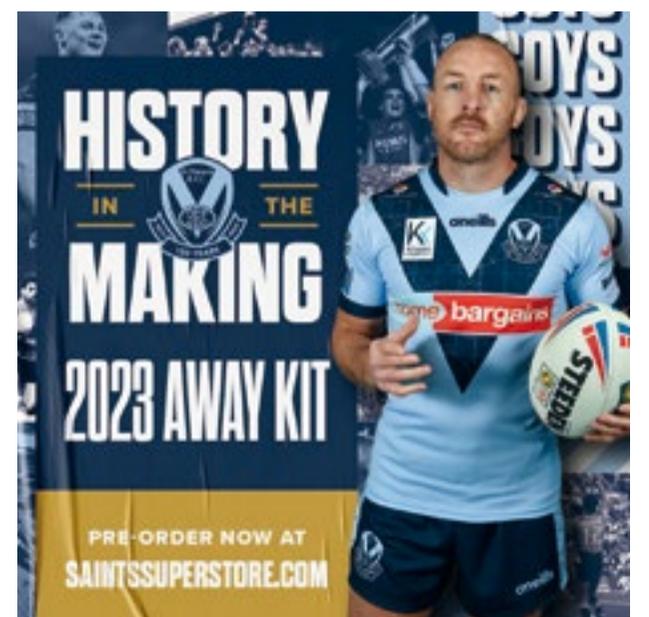
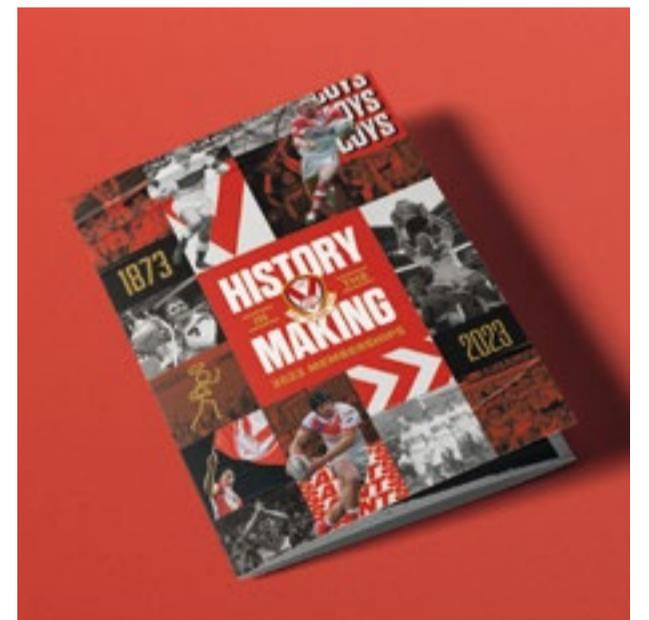
## A design partnership with local legends

As lifelong fans of the club working just a ten minute walk from the Totally Wicked Stadium, it's an honour to have been appointed official design partner of St Helens R.F.C. since 2014. Working alongside their internal marketing department, we have delivered a wide range of both printed and digital collateral, including season ticket and kit launch campaigns, matchday promotions and a new mobile-first, fully responsive website.



VISIT THE SITE

[saintsrlfc.com](http://saintsrlfc.com)



# Forging a New Community at The Foundry



WRITTEN BY

**Andy Stuart**

Lead Designer

[andy@cultivatecreative.co.uk](mailto:andy@cultivatecreative.co.uk)

A melting pot of commerce, creativity and community

Welcome to the newest oldest social and events space in St Helens. In this reimagined hotspot you'll discover stunning street food, creative workspace, art, culture and things to do with friends.

Situated at the former St Helens Foundry ironworks, the new container park honours history, ingenuity and entrepreneurship by revitalising the site for the St Helens community.

Launching spring 2024.



**OLD  
SPACE  
NEW  
IDEAS**

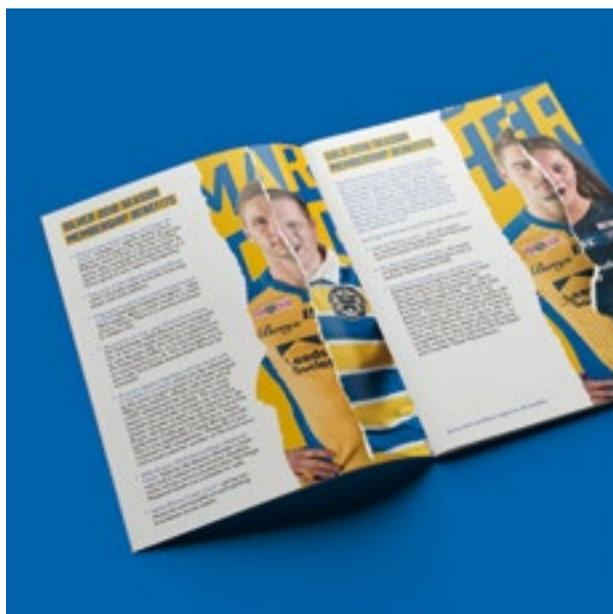


# Leeds Rhinos

## Marching on together

We worked with Super League legends Leeds Rhinos to launch their 2018 membership campaign, based around the tagline 'Marching on Together'. As the season saw reduced match day capacity due to redevelopments at Headingley Carnegie Stadium, our aim was to strengthen the feeling of unity between the club and its supporters. And what better way to do that than putting the players and fans side by side?

We invited season members to take part in the campaign, producing a series of images that reflect the raw passion and energy of the supporters in contrast with the composed and determined mindset of the players.

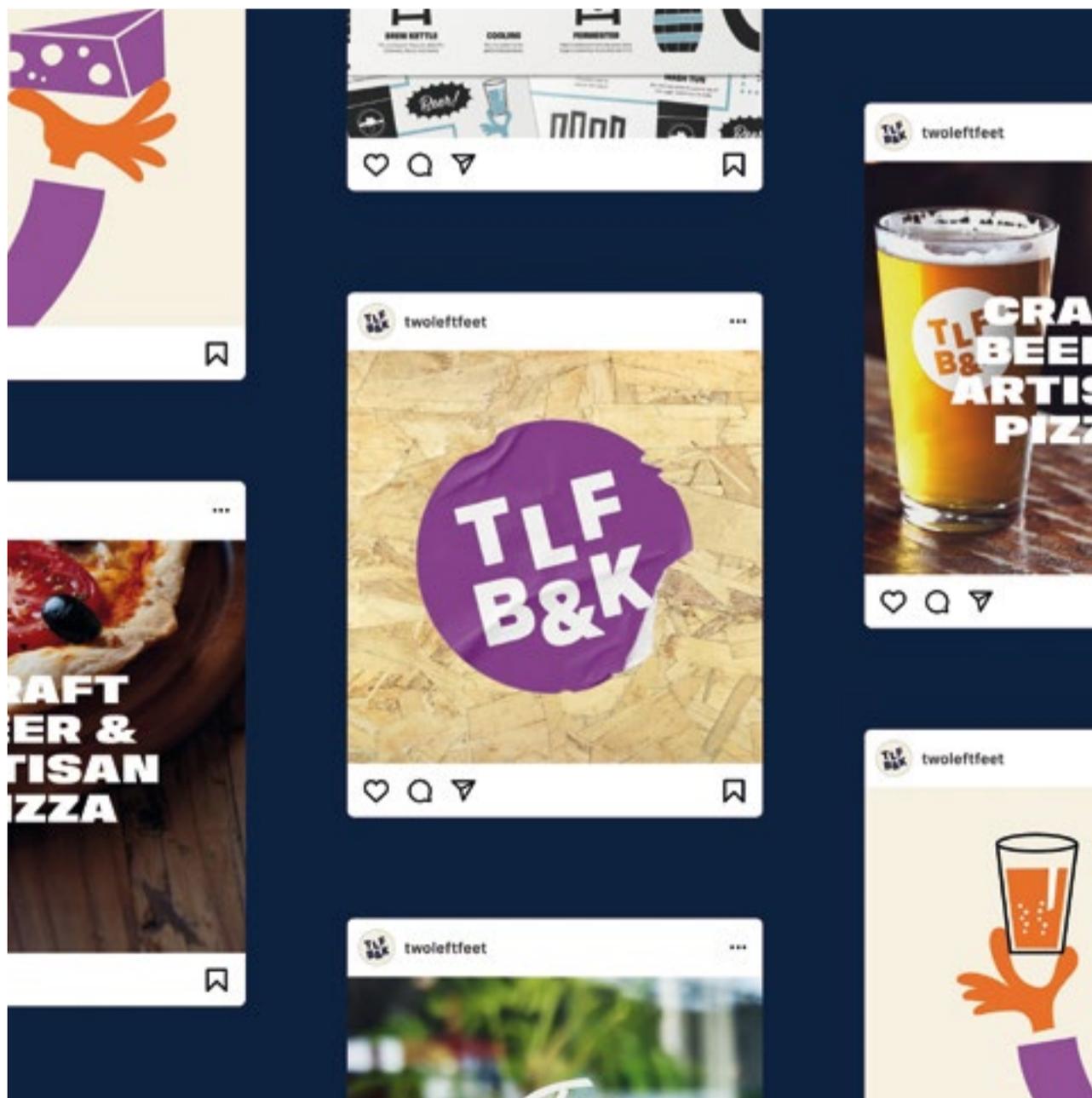
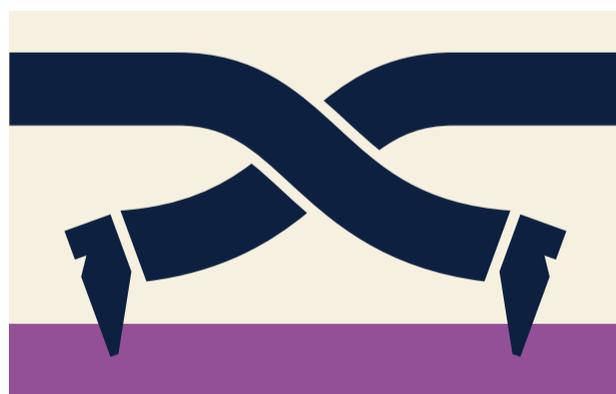


PROJECT

# Two Left Feet Bar & Kitchen

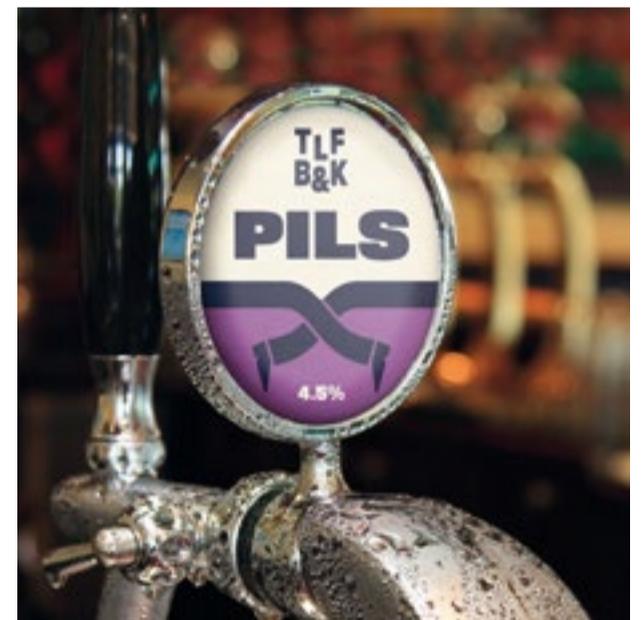
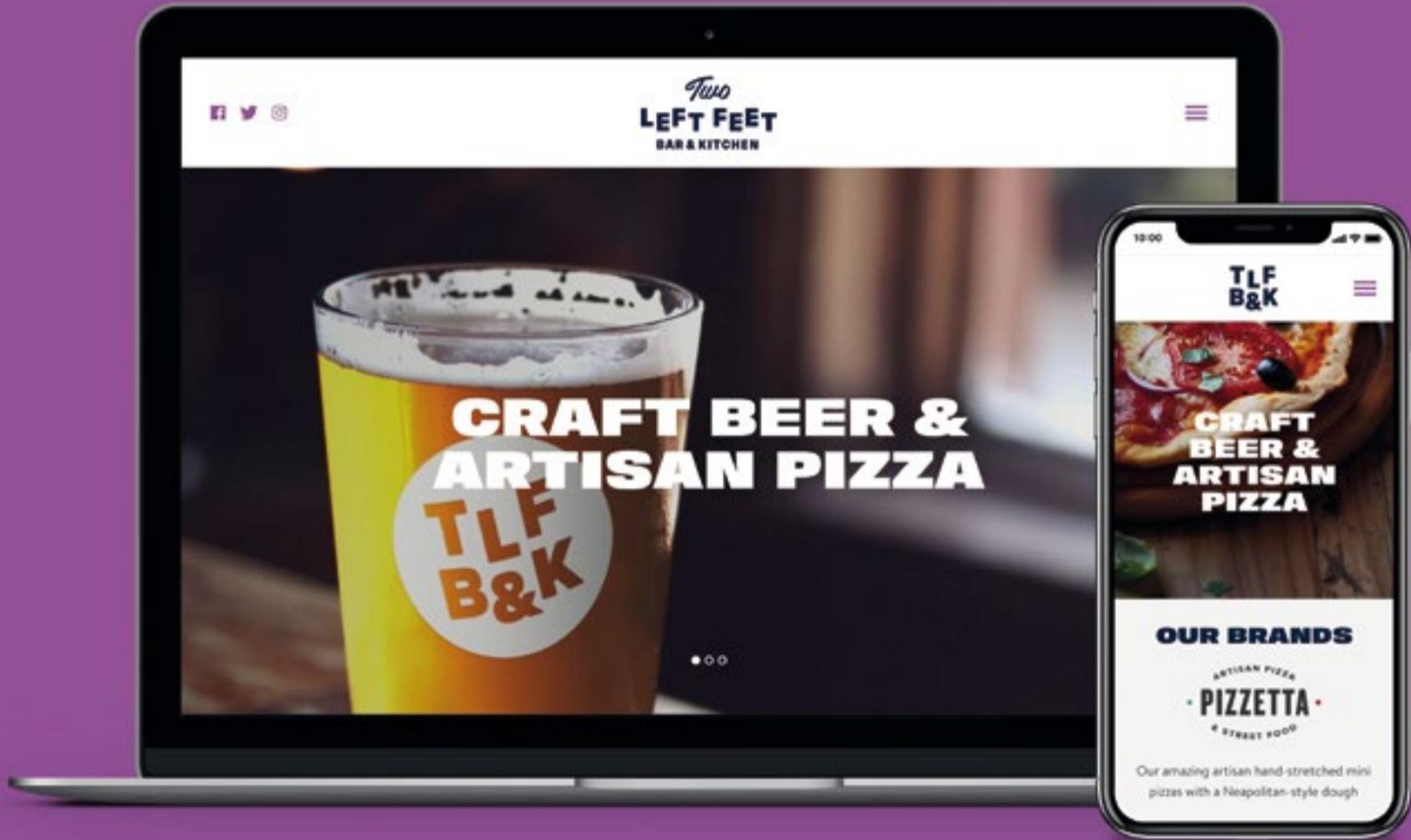
Craft beer. Artisan  
pizza. What's not  
to like?

Located at Haigh Woodland Park Kitchen  
Courtyard, Two Left Feet Bar & Kitchen serves a  
variety of craft beers, premium wines and spirits  
alongside hand-stretched Neapolitan-style  
pizzetta. Inspired by vintage funk and soul styling,  
we worked with the TLF team to create a brand  
that amplifies their identity across all printed  
materials, signage, website and social.

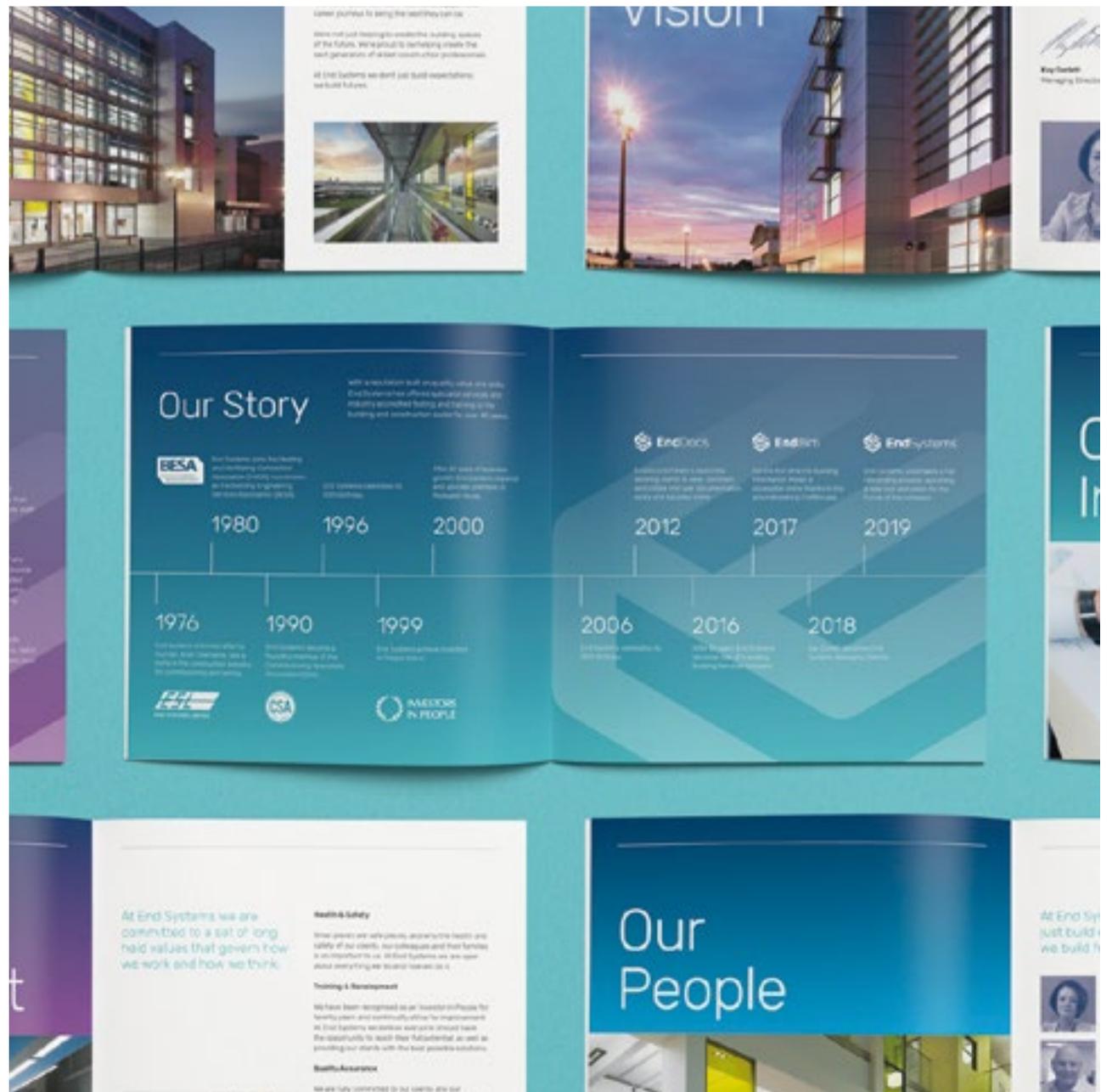


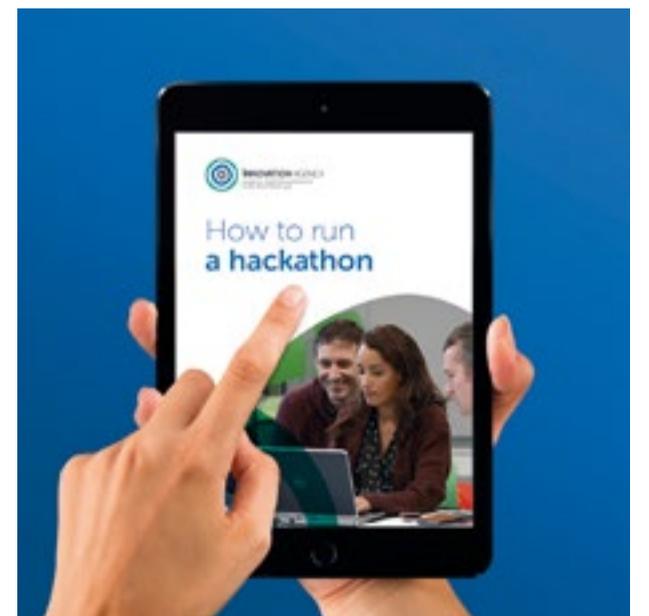
VISIT THE SITE

[twoleftfeetbrew.co.uk](http://twoleftfeetbrew.co.uk)



# Construction & Corporate





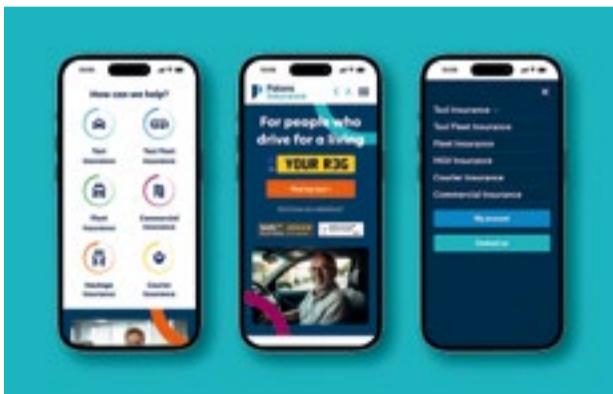
# Patons Insurance

## For people who drive for a living

Patons Insurance is an independent, family-owned insurance broker specialising in taxi and fleet insurance, and is part of the Patons Group. As part of their growth strategy and addition of new niche insurance services, Patons approached us to refresh their brand identity, a decade since we designed their previous logo.

Following an extensive brand articulation process and tone of voice development involving key stakeholders, we repositioned Patons as the go-to broker 'for people who drive for a living'. Established in 1972, the new logo harks back to Patons' roots, reviving a fondly remembered symbol which was used throughout their beginnings in Glasgow in the 1980s. Retaining the familiar brand colours, the logo references both a letter J and P, representing the full company name, John Paton (Insurance Services) Limited.

The new identity will roll out via a new website, brand guidelines, office signage, and printed collateral, with more to follow.



0333 015 6886 My account Contact us

**Patons Insurance** Tax Insurance Tax Fleet Insurance Fleet Insurance HGV Insurance Courier Insurance Commercial Insurance

**For people who drive for a living**

**YOUR R3G**

Find my taxi -

Do you know your registration?

feefo Service Rating 3100 reviews

Platinum Trusted Service Award

**Compare cheap taxi insurance quotes**

From our trusted leading insurers

Collingwood ERIDGE ERS GRANITE UNDERWRITING INSHUR KGM

514601

**Patons Insurance**

**For people who drive for a living**

Taxi • Fleet • HGV • Courier • Commercial

patonsinsurance.co.uk

JCDecaux

# Crafting a New Look for Intaglio Creative



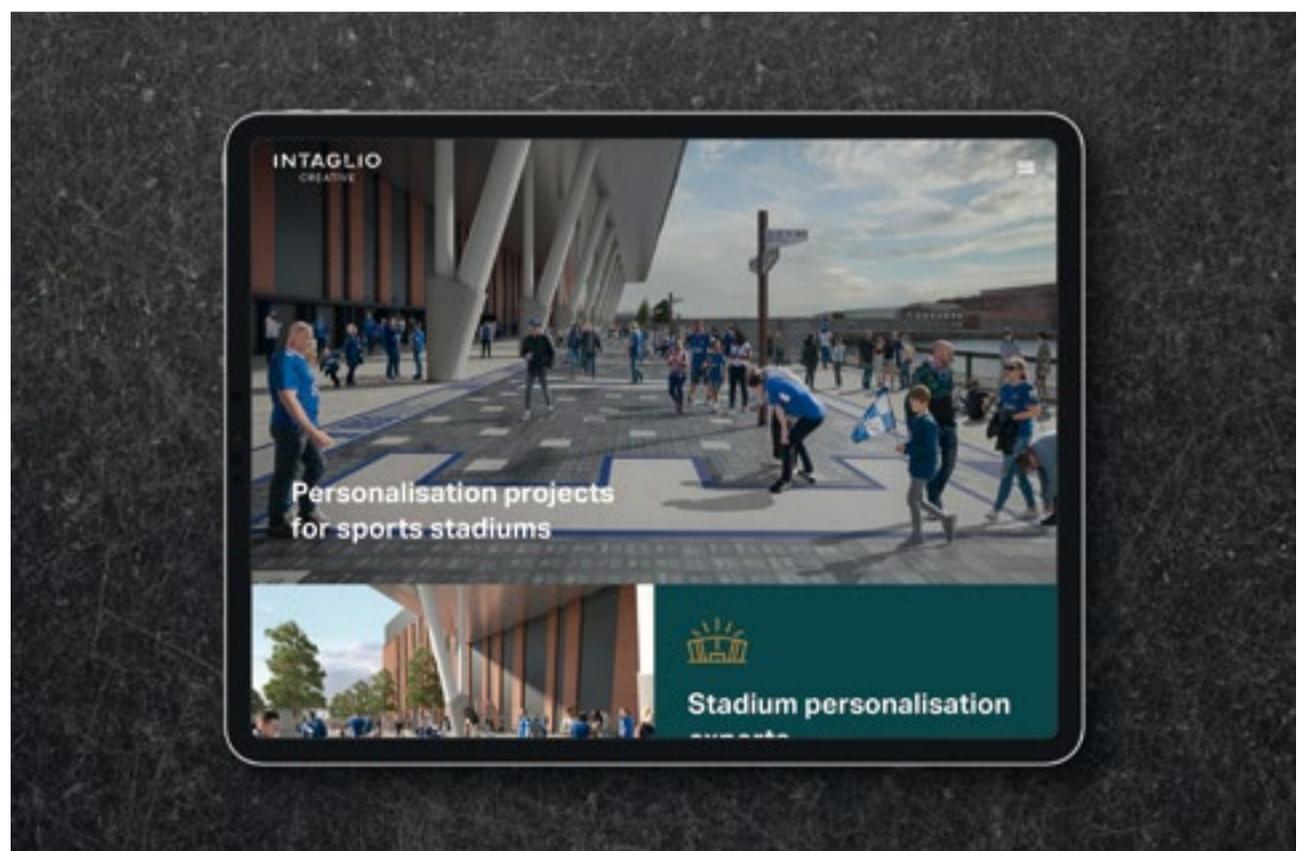
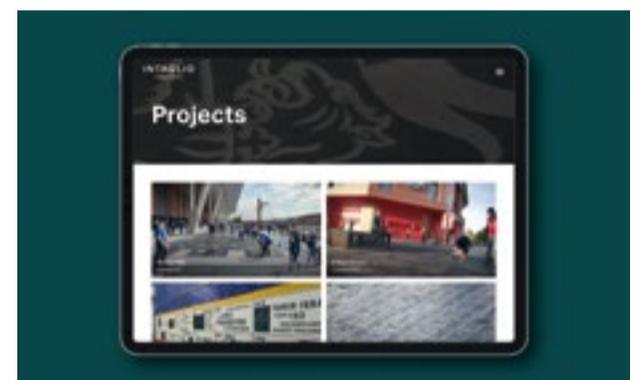
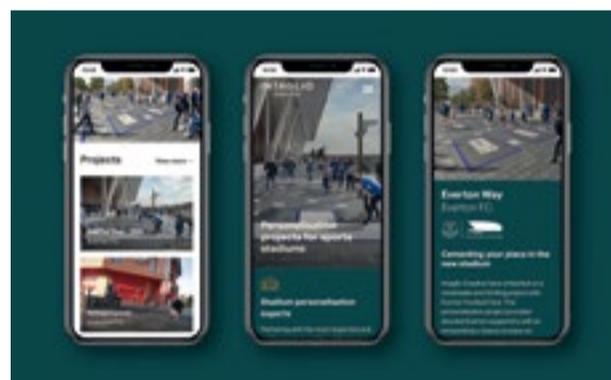
**WRITTEN BY**  
**Gary Forsyth**  
Creative Director

[gary@cultivatecreative.co.uk](mailto:gary@cultivatecreative.co.uk)

## Personalisation projects for sports stadiums

Partnering with the most well-known clubs in sport worldwide, Intaglio Creative are recognised as the leading stadium and venue personalisation experts in the country. Having worked with Liverpool, Arsenal, Lord's and most recently the new Everton Stadium, Intaglio wanted to update their identity to reflect the level of their client base.

After working together for a number of years on a variety of personalisation projects, we recently developed a new website and logo design, which is inspired by the engraving techniques that Intaglio specialise in. This brand refresh elevates them further as a business that works with the most respected and well-known names in sport.



**VISIT THE SITE**

[intagliocreative.co.uk](http://intagliocreative.co.uk)

# Supporting the drive towards Net Zero



WRITTEN BY

**Andy Stuart**

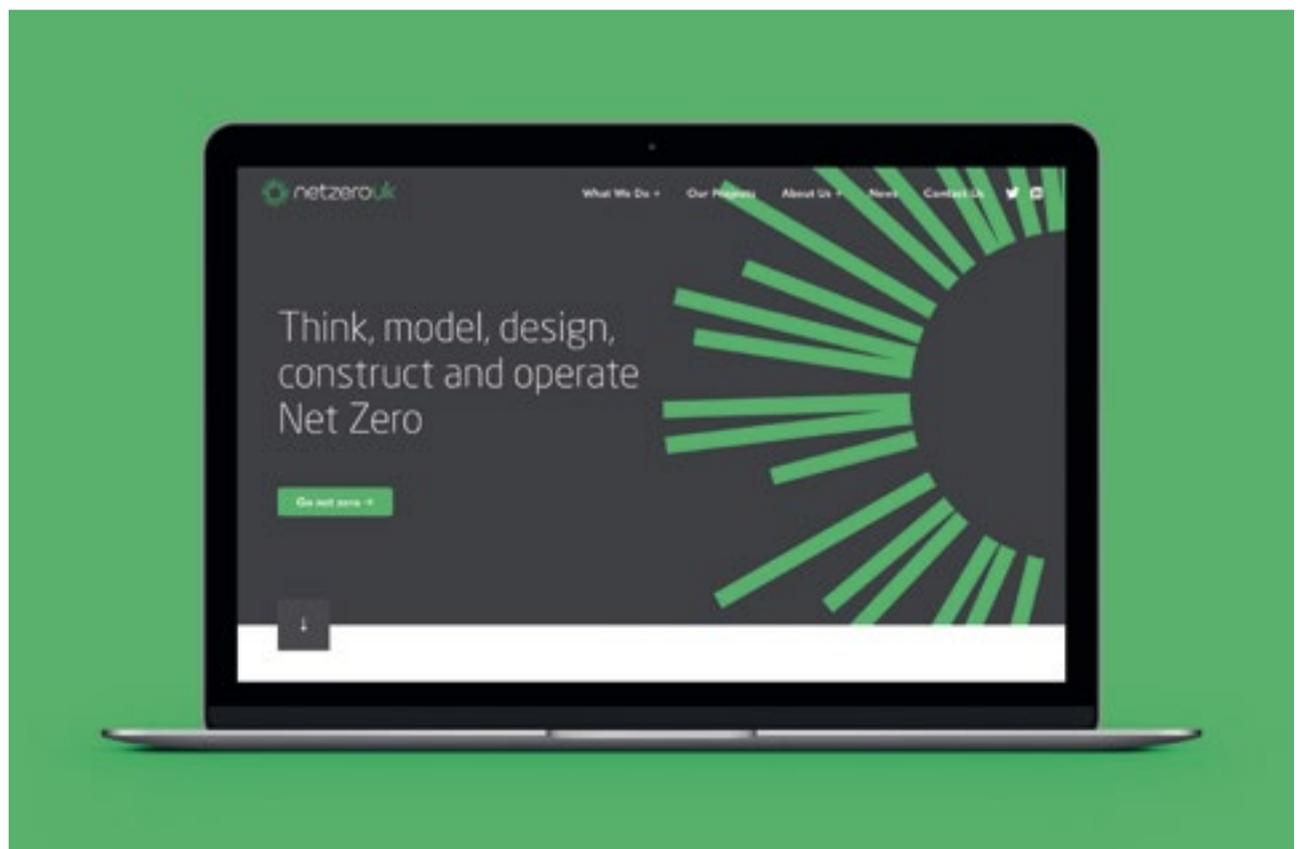
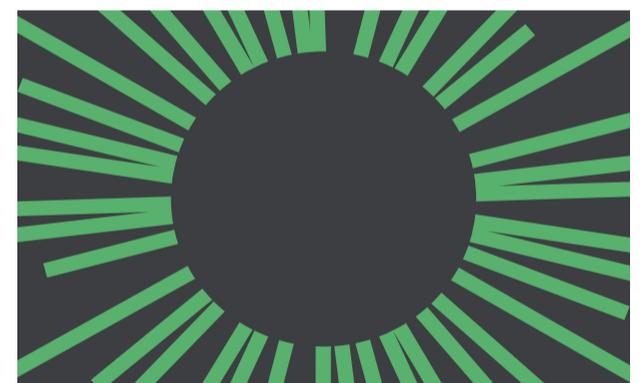
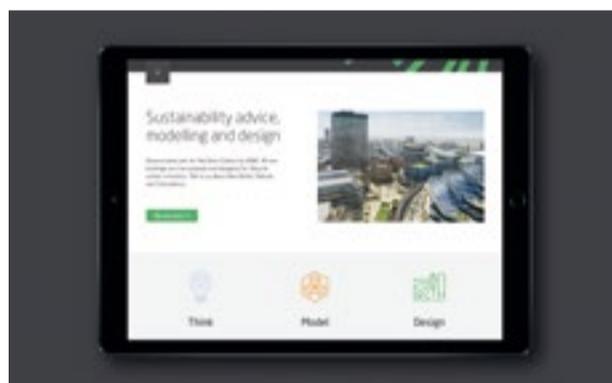
Lead Designer

[andy@cultivatecreative.co.uk](mailto:andy@cultivatecreative.co.uk)

## Think, model, design, construct and operate Net Zero

With energy usage becoming an ever greater issue, NetZeroUK will survey your existing building or work with you to plan your new build with the goal of achieving Net Zero carbon emissions.

We partnered with the founders of NetZeroUK to create a brand that reflects their sustainability values, including logo design, illustration, animation, copywriting and a new website.



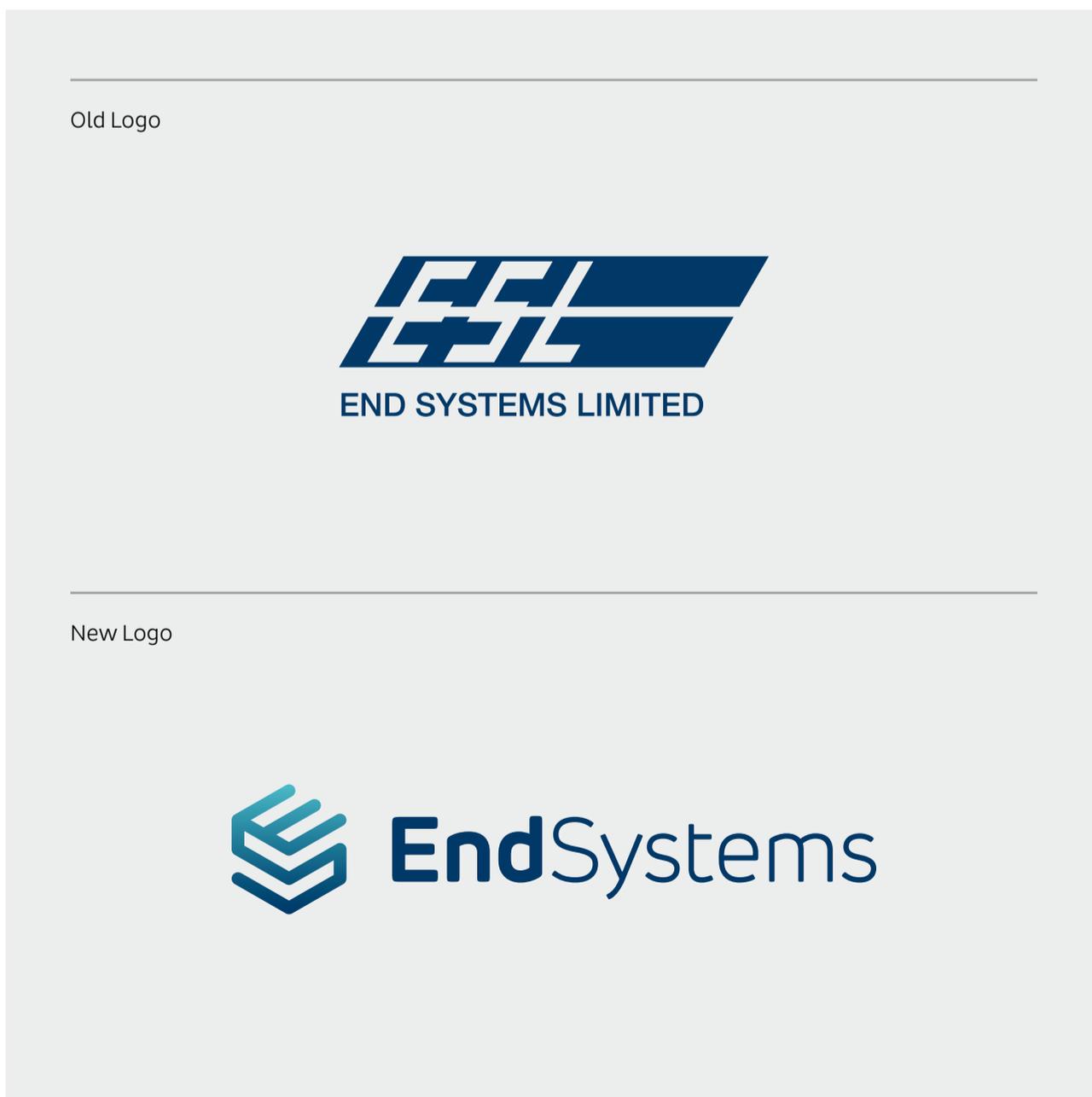
VISIT THE SITE

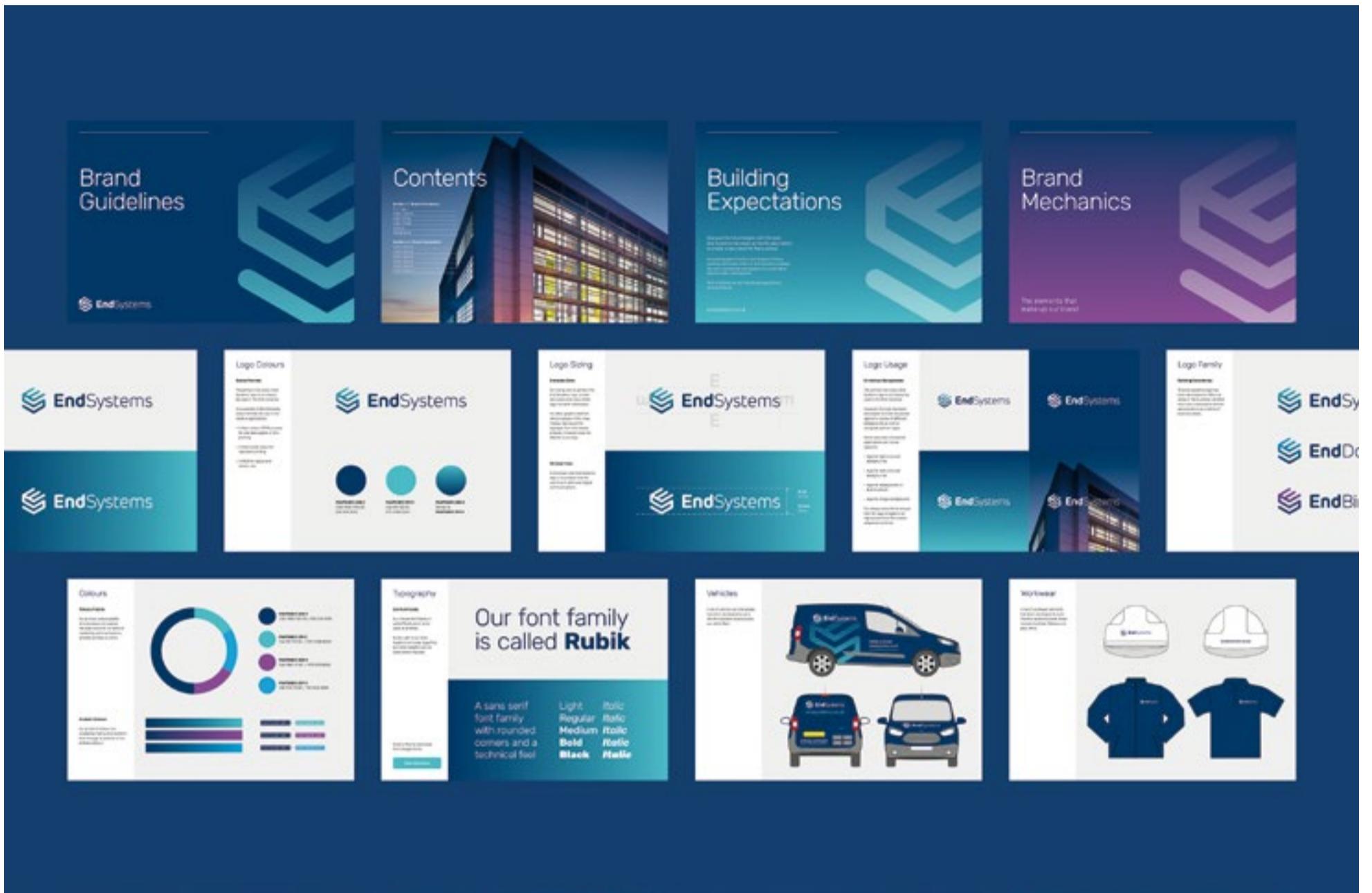
[netzerouk.com](http://netzerouk.com)

# End Systems

## Building expectations, building futures

End Systems are a team of building services specialists that have helped to create better places to learn, work and live for over 40 years. We're proud to have worked together for almost 10 years, most recently delivering a full rebranding project including new main and sub-brand logos, identity guidelines, copywriting and tone of voice, brochure design, vehicle livery and office signage.





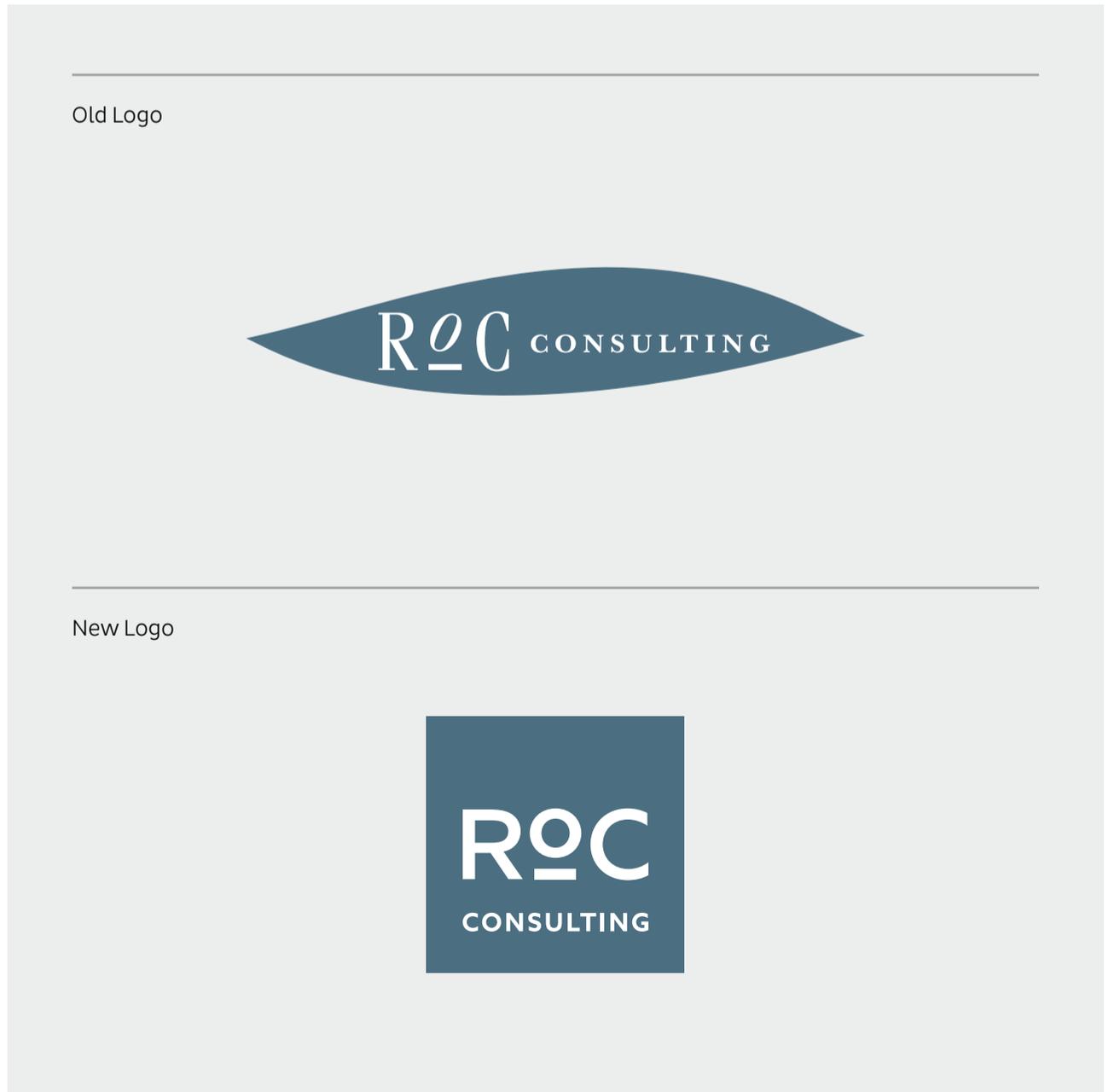
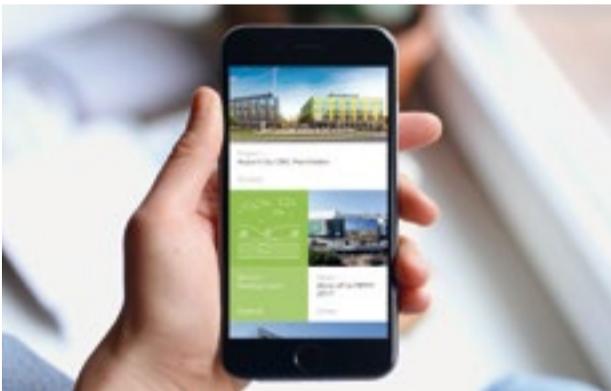
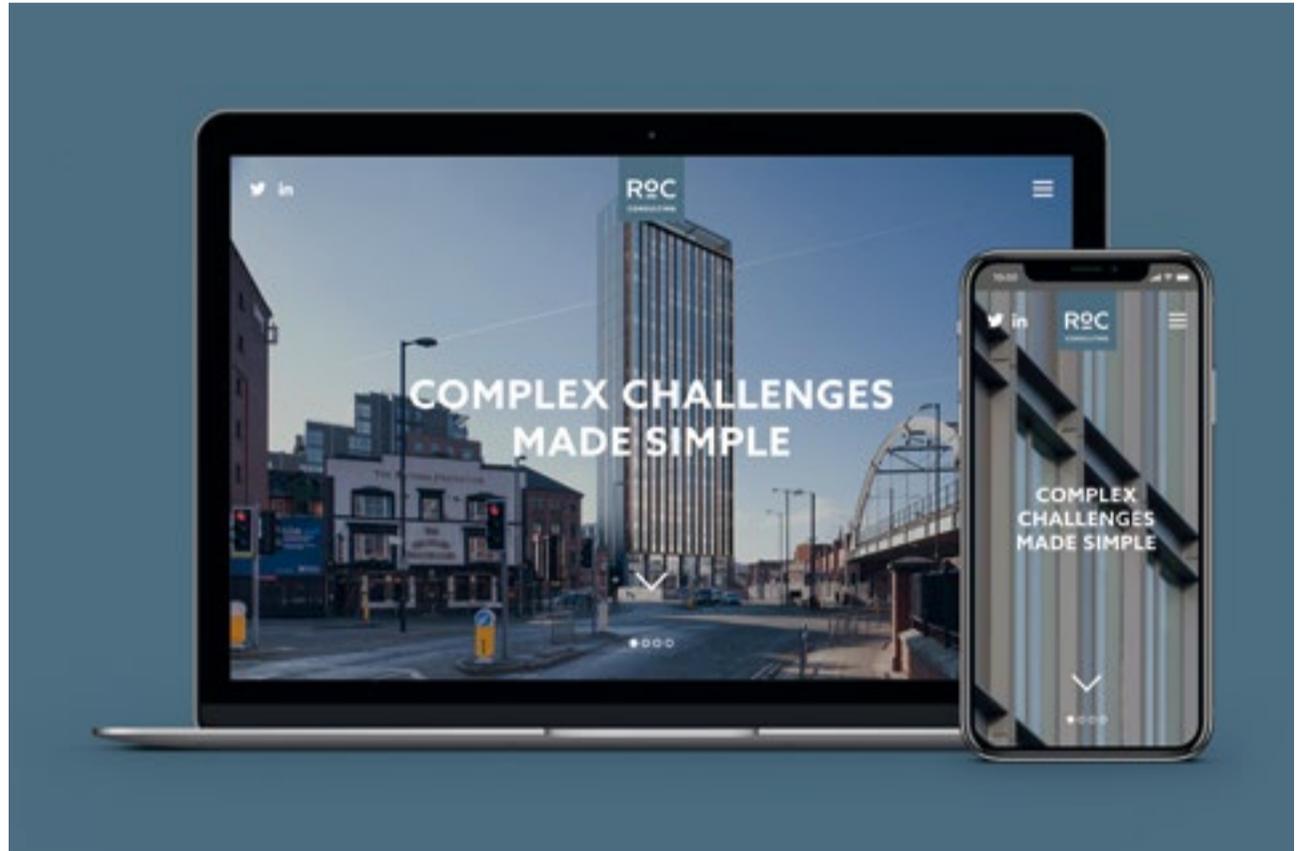
PROJECT

# RoC Consulting

## Complex challenges made simple

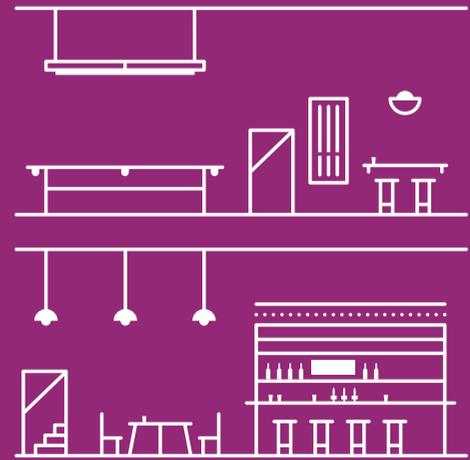
RoC Consulting is a highly experienced and qualified team of civil, structural, geotechnical and geo-environmental engineers based in Manchester. To celebrate their 25th year in business, we were approached to refresh their brand alongside producing a new responsive website.

With a primary focus on their project portfolio, the site makes striking use of full-width imagery and also features in-depth service, people and news sections – all of which can now be easily updated by the RoC team through the new CMS system.



[VISIT THE SITE](#)

[rocconsulting.com](http://rocconsulting.com)



# Food & Drink





PROJECT

# Do Goodly Dips

Plant powered goodness to dip or spread

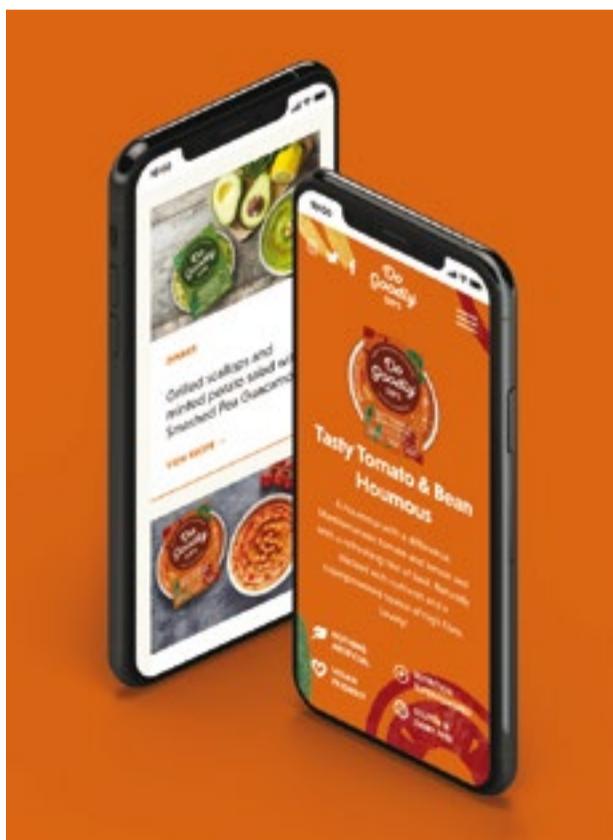
Do Goodly Dips are a new range of plant-based, nutrition superpowered dips that are vegan friendly, gluten free and contain absolutely nothing artificial. After identifying a gap in the market for an ambient product, the Do Goodly team approached us to consider everything from scratch – from naming to branding, packaging design to website and social.

Within the first 6 months of launch, Do Goodly Dips are now stocked in an expanding range of major supermarkets and have some exciting collaborations in progress with leading complimentary brands.



VISIT THE SITE

[dogoodlydips.com](http://dogoodlydips.com)



PROJECT

# The Wine Arcade

Unusual grapes, new countries, funky labels and great stories

Driven by curiosity, The Wine Arcade source and supply innovative family wines from around the world and bring them to the UK. Years of vineyard-hopping mean they've got a nose for something different, and they're here to share their findings.

We were tasked with creating a brand that embodies their curious and quirky personality and expresses a passion for the unconventional. We created a series of hand-drawn illustrations that give real character, alongside introducing a new logo design and adventurous tone of voice.



VISIT THE SITE

[thewinearcade.co.uk](http://thewinearcade.co.uk)



# Big Hitting Branding for Match Brewery



WRITTEN BY

**Paul Burrows**

Director / Developer

[paul@cultivatecreative.co.uk](mailto:paul@cultivatecreative.co.uk)

## Game. Set. Match.

Match Brewery combines the ever popular passions of sport and craft beer in a truly winning combination. Having approached us with the name, we worked with the founders of Match to bring their brand to life through logo design and can label artwork to launch their first range of craft beers.

Serving up big-hitting beers including an American Pale Ale and Helles Lager, the initial line up includes tennis and golf inspired series with more sports to follow. Sports fans watch this space.



# Wigan Brewhouse

## Combining heritage with imagination

Wigan Brewhouse put true Northern soul into their range of award-winning craft beers. Brewed in the heart of Wigan, only the finest ingredients are mashed by hand in their 19th Century, Grade II-listed brewery to create an outstanding range of modern beers, but built on cask ale tradition.

We took inspiration from Wigan's rich history with the Northern Soul movement and the resurgence of vinyl records to create a brand that resonates with beer lovers from both the local area and farther afield alike. These brews are definitely worth a spin!

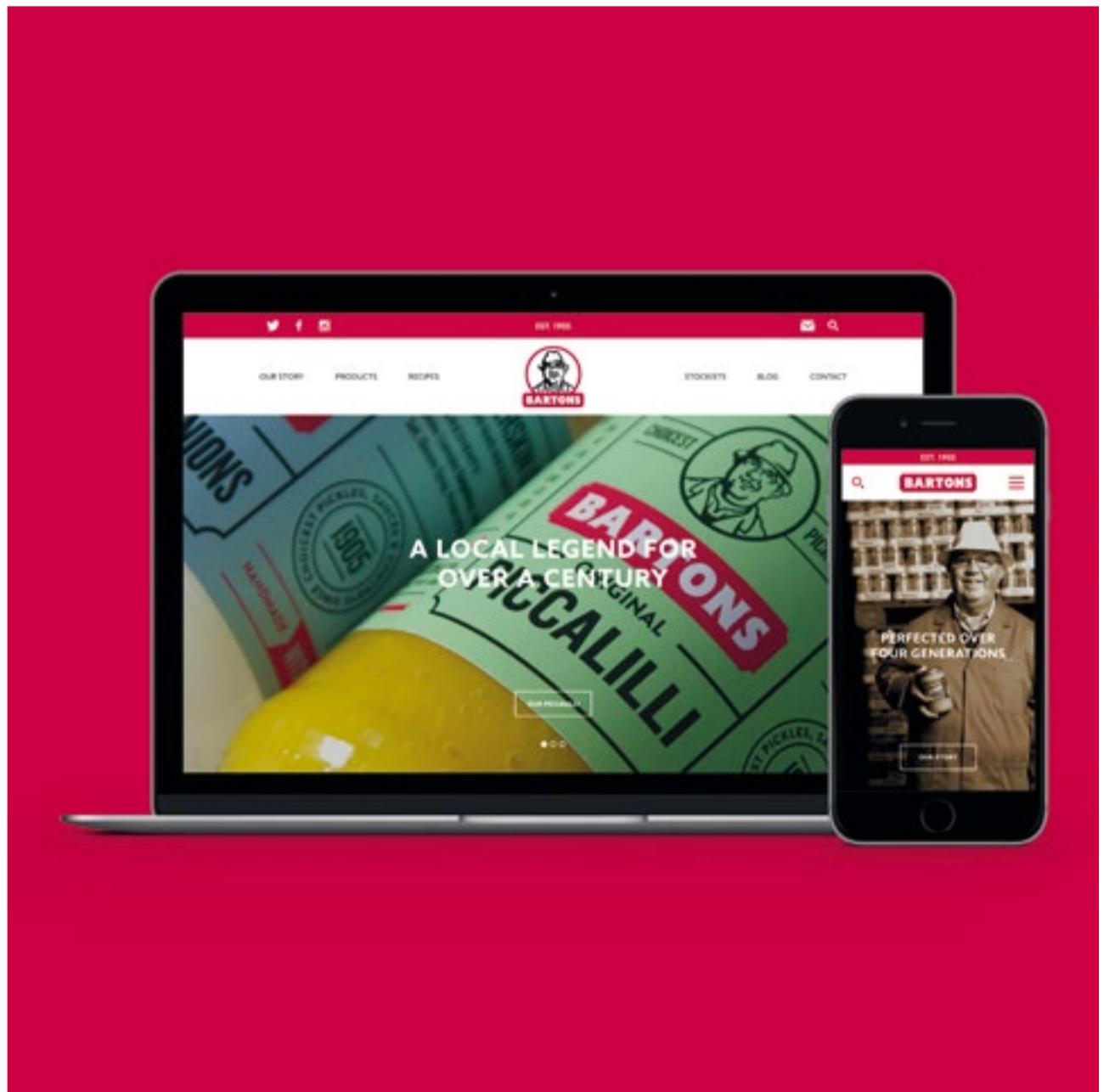


PROJECT

# Bartons Pickles

## A local legend for over a century

Bartons Pickles is a family-run company based in St Helens, specialising in handmade chutneys, sauces and pickles. Established in 1905, Bartons are stocked in a wide range of stores across the North West, and as big fans of their products, we were delighted to join them in giving their brand an extra pinch of flavour. Our aim was to modernise, refine and add consistency to the packaging, whilst savouring the traditional elements already associated with the popular local pickler.

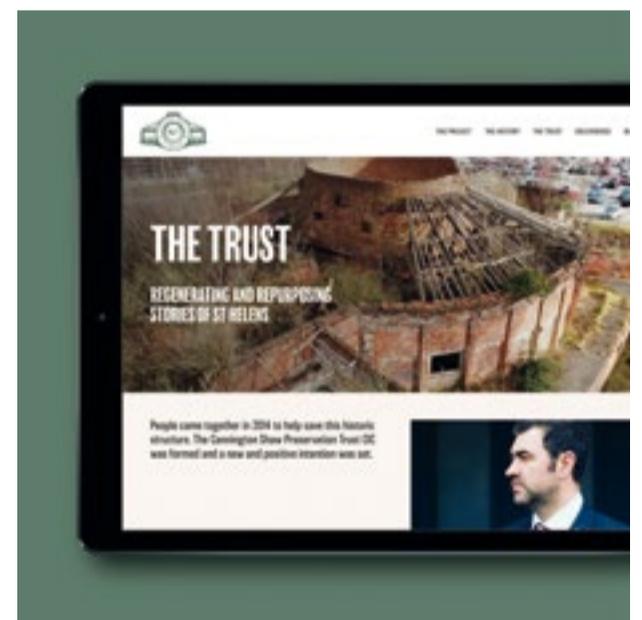


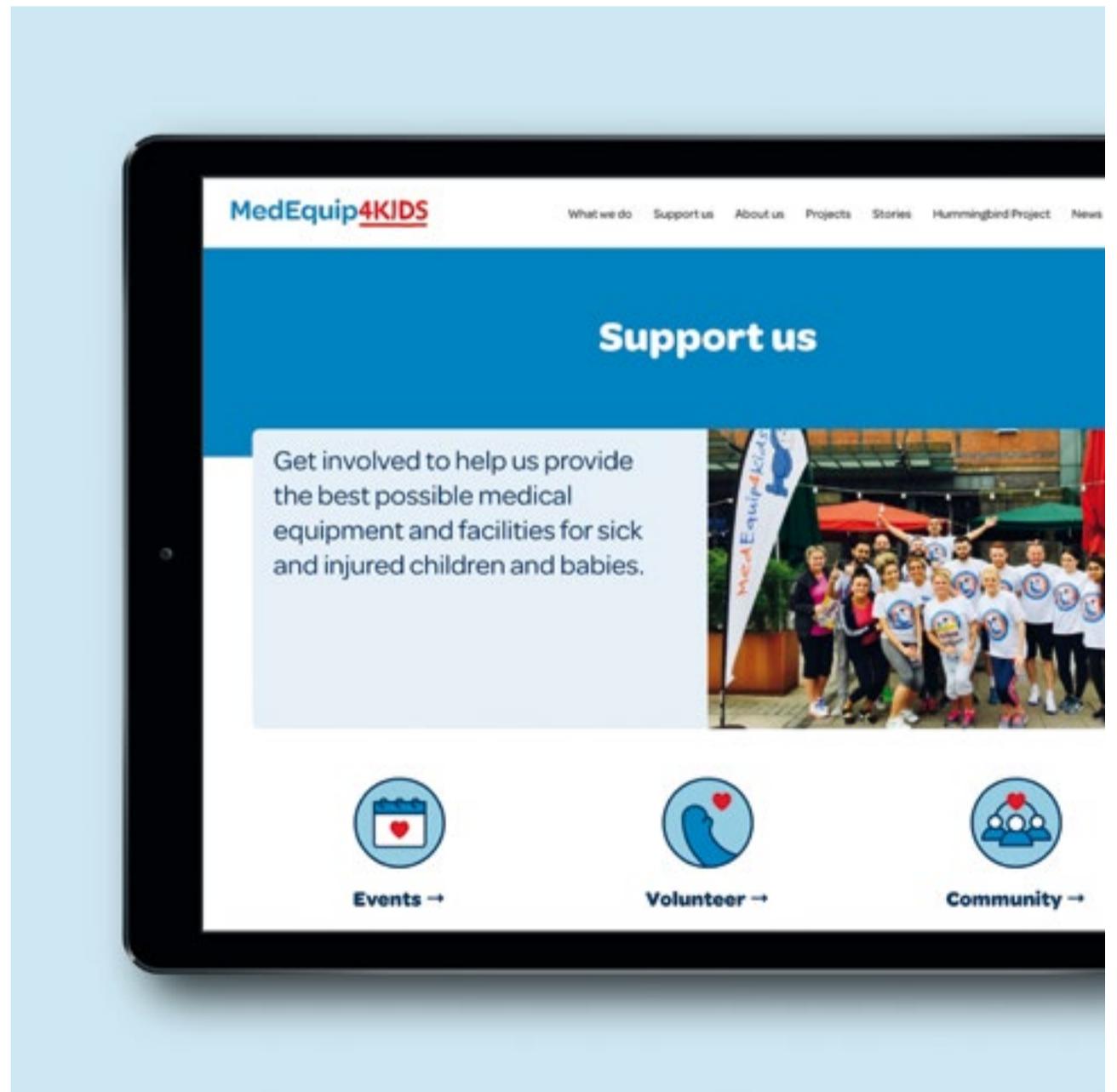
VISIT THE SITE

[bartonspickles.co.uk](http://bartonspickles.co.uk)



# Charity & Arts



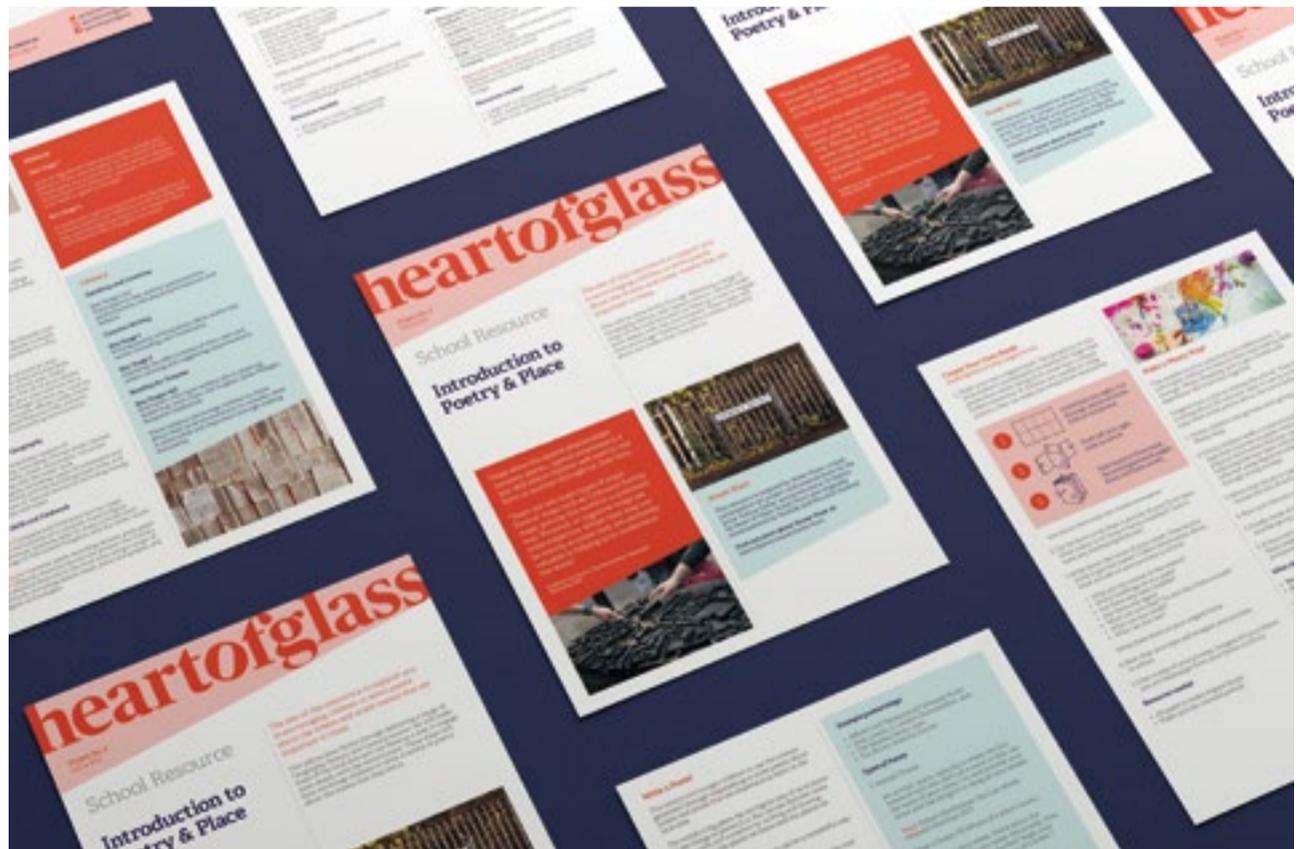


# Heart of Glass

## Art everywhere, for everyone

Heart of Glass is a St Helens based collaborative and social arts agency. With the belief that art has the power to bring us together and create real change for people and their communities, they bring amazing art projects to the most surprising of spaces throughout St Helens and beyond.

Following their recent rebrand, we've worked together to produce a wide variety of materials including brochures, posters, large format window graphics, office signage, digital documents and social media graphics.





# Saving & Reimagining Cannington Shaw



**WRITTEN BY**  
**Gary Forsyth**  
Creative Director

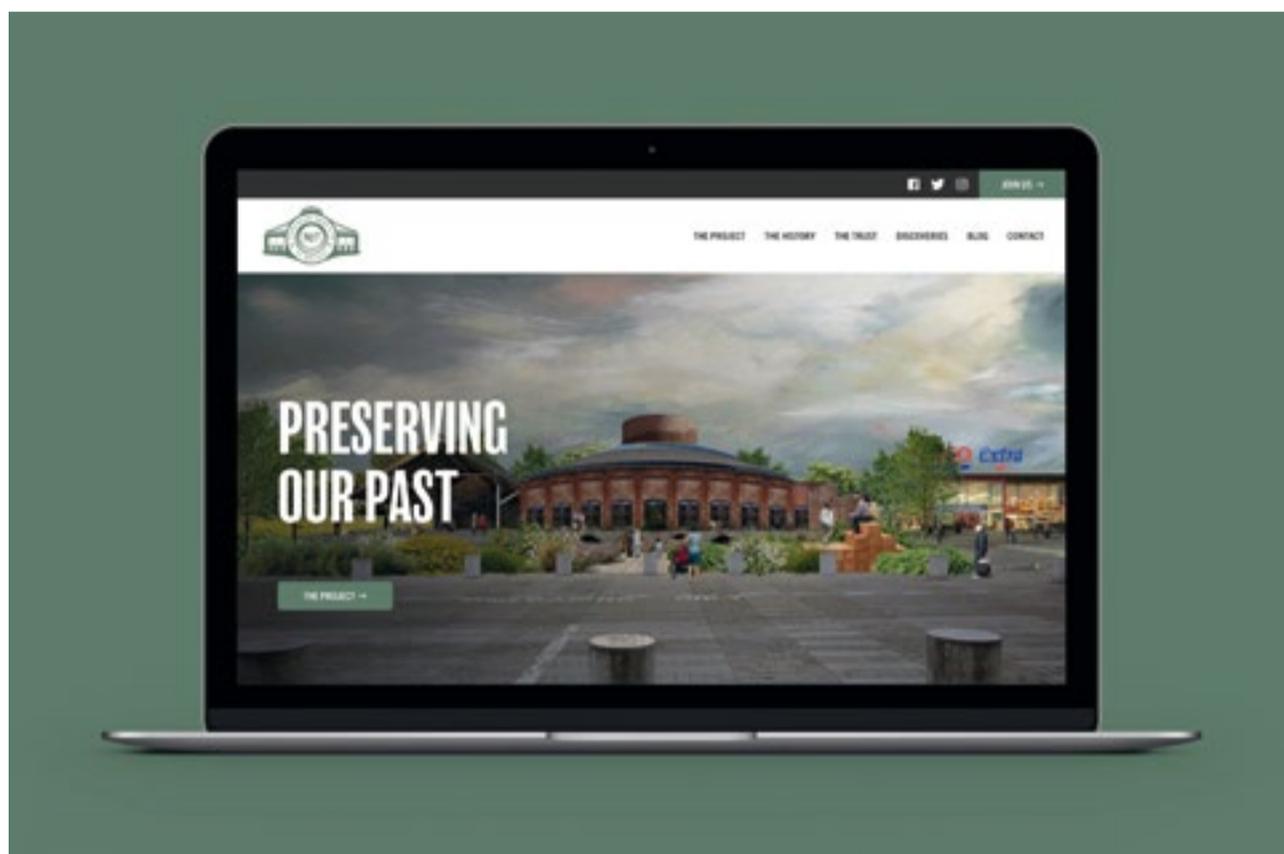
[gary@cultivatecreative.co.uk](mailto:gary@cultivatecreative.co.uk)

## Discover how St Helens changed the world

Established in 1886, the Cannington Shaw No.7 Bottle Shop produced glass bottles by the thousand as an innovative world first. It put St Helens firmly in the middle of the global glass making map. After production stopped in 1918, the building was used as an air raid shelter during World War 2 and had sadly fallen into ill repair by the 1970s.

Thanks to brilliant local people and organisations, The No.7 Bottle Shop has a new lease of life. Together with St Helens Borough Council, Historic England and the people of our town, the Cannington Shaw Preservation Trust CIC is regenerating and repurposing this fascinating listed building into a rich community hub.

We were delighted to work with the Preservation Trust to design and develop a responsive website for the project. Featuring project information and a historical timeline, the site also includes an interactive map and gallery showcasing where Cannington Shaw & Co glass has been discovered around the world.



[canningtonshaw.org.uk](http://canningtonshaw.org.uk)

# New Site & Brand Refresh for MedEquip4Kids



WRITTEN BY

**Paul Burrows**

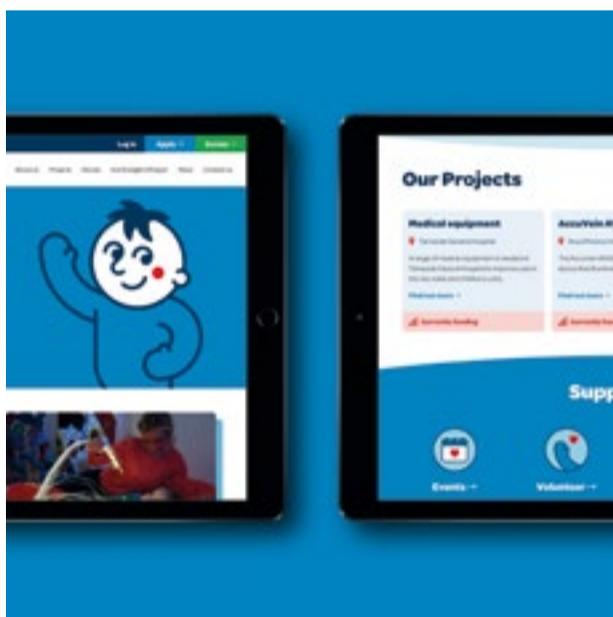
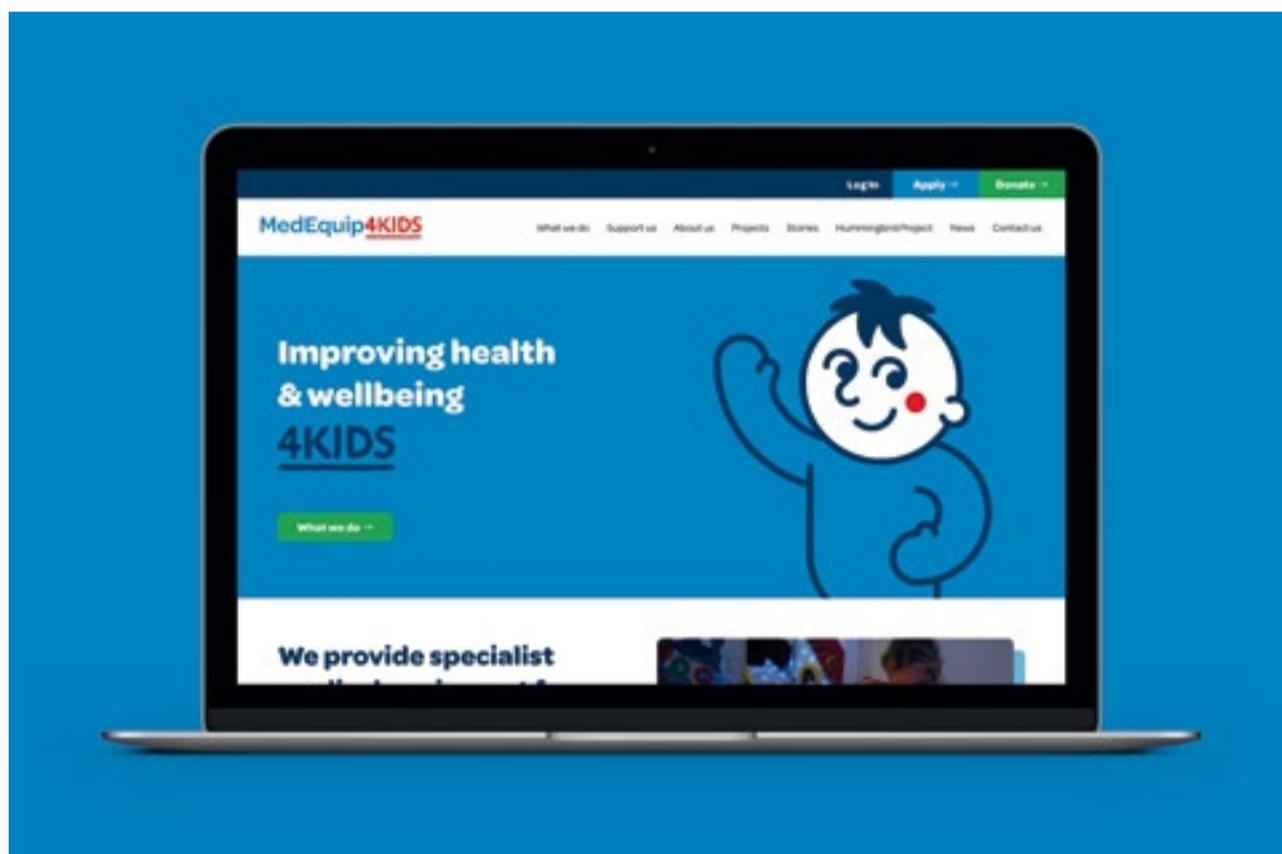
Director / Developer

paul@cultivatecreative.co.uk

## Improving health and wellbeing 4KIDS

MedEquip4Kids is a Manchester based charity that provides specialist medical equipment for babies and children in hospital to improve their health and wellbeing. Since 1985 they've raised over £24 million to support young people in hospital and also deliver the Hummingbird Project, a free programme of mental health workshops in schools.

We're proud to have worked with the charity to design and develop a new responsive website featuring simplified navigation, a quicker donation process and ways to get involved and support their amazing work. The project also included a brand refresh which launched a new logo design and redrawn illustrations of their much loved brand mascot, Pip.



Old Logo

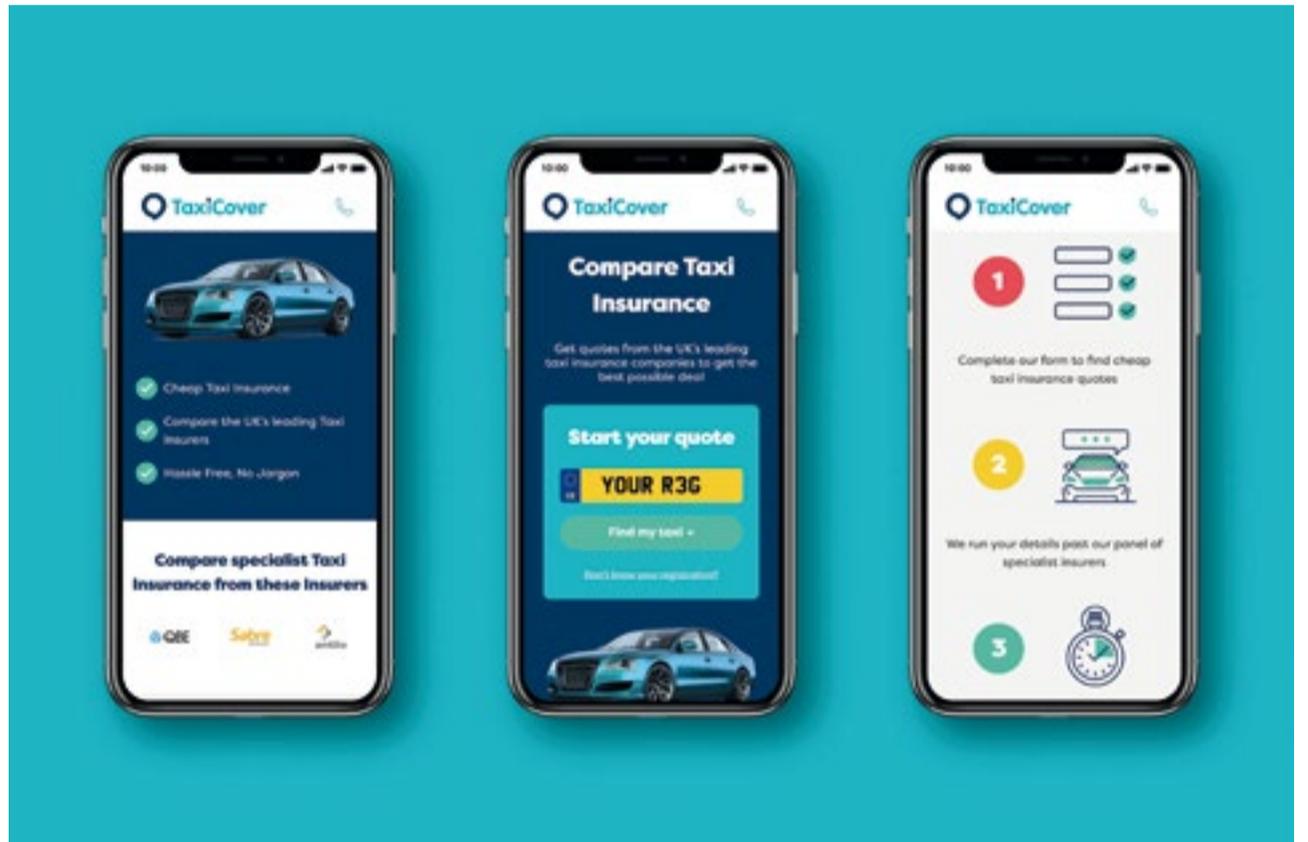
MedEquip4kids  
The children's health charity

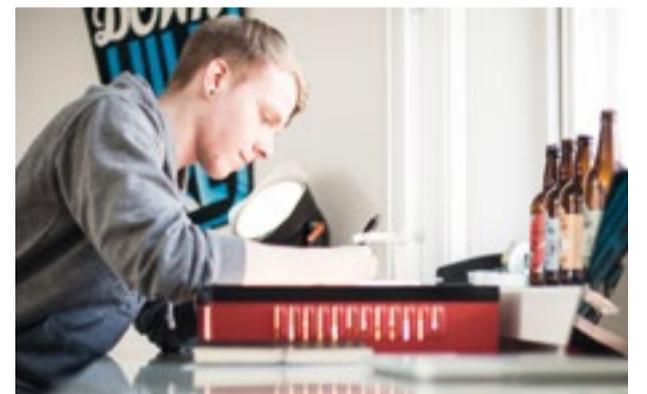
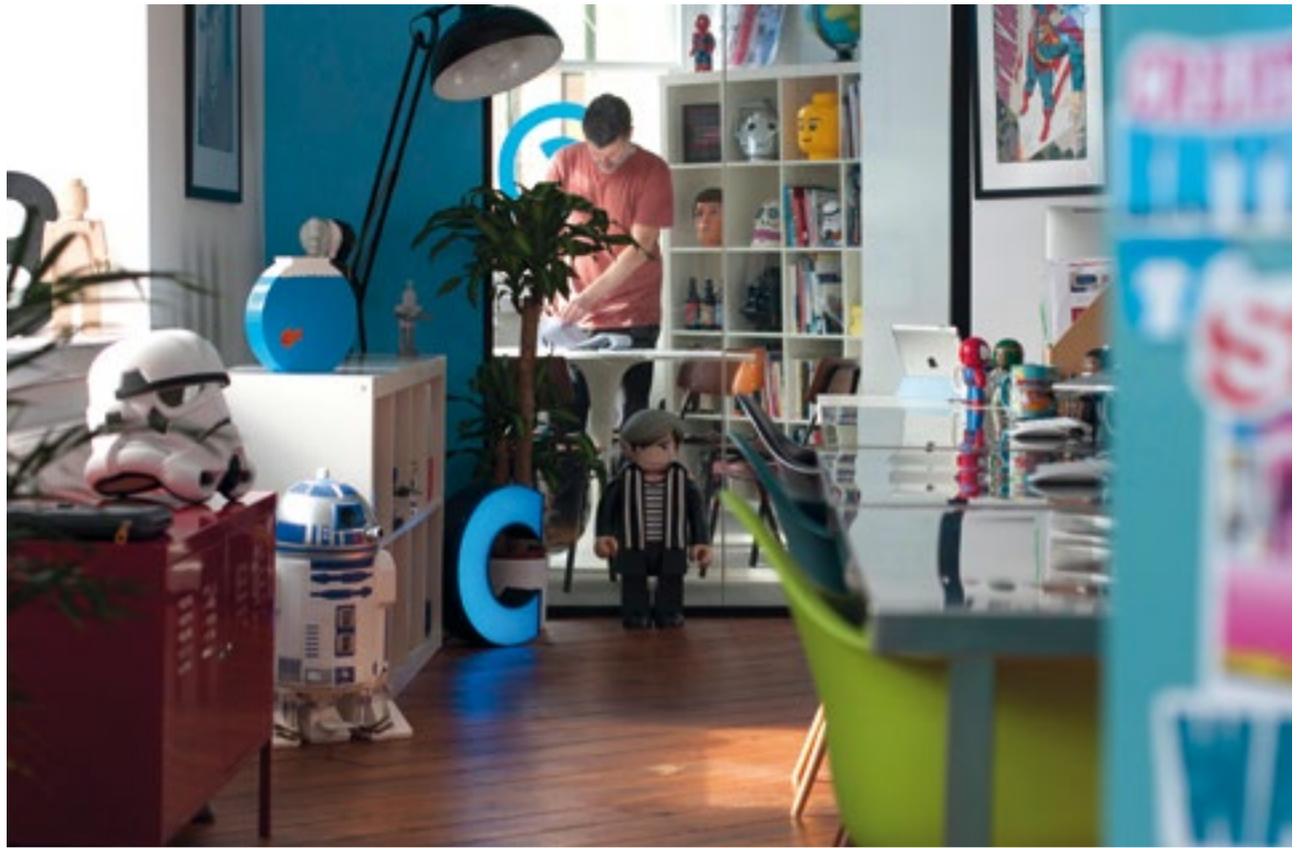
New Logo

MedEquip4KIDS

VISIT THE SITE

medequip4kids.org.uk



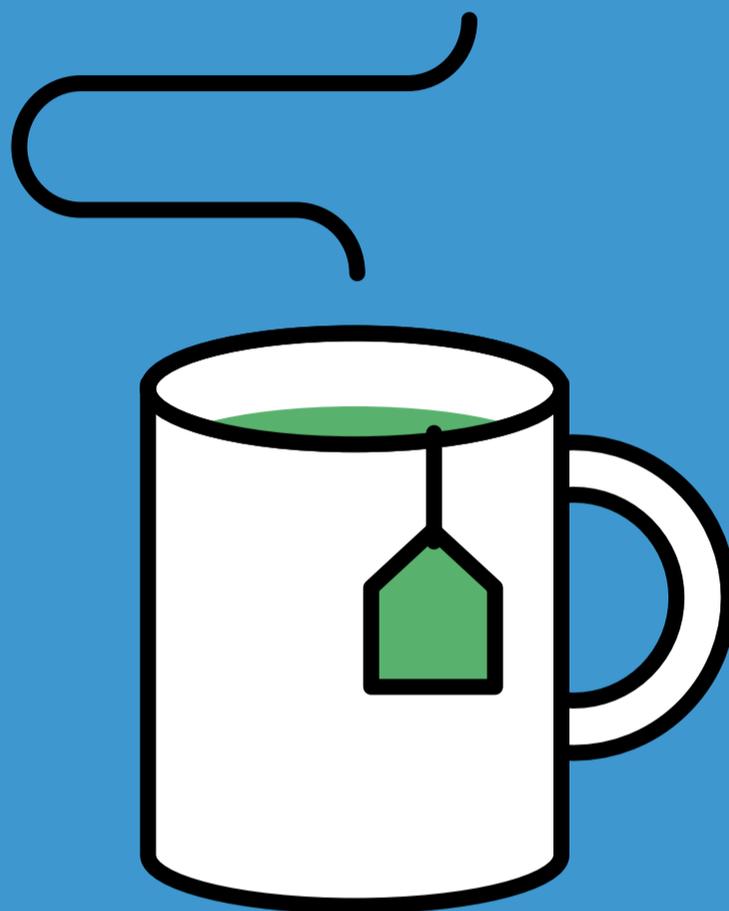


# cultivate

BETTER DESIGN

EDITION 08

SIMPLY DONE



## Got a project? Let's talk

Get in touch, pop in for a brew and let's discuss your big idea.  
We'd love to make something great together.

01744 750880  
hello@cultivatecreative.co.uk

CULTIVATECREATIVE.CO.UK

 @cultivatetweets

 @cultivatecreative

 @cultivatecreative