

cultivate

BETTER DESIGN

EDITION 07

SIMPLY DONE



WHAT'S INSIDE

The Wine Arcade

Rare finds for curious minds

Heart of Glass

Art everywhere, for everyone

Warrington Wolves

Get up close and personal with Wire TV

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

Food & Drink





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



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



Big Hitting Branding for Match Brewery



WRITTEN BY

Andy Stuart

Lead Designer

andy@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!

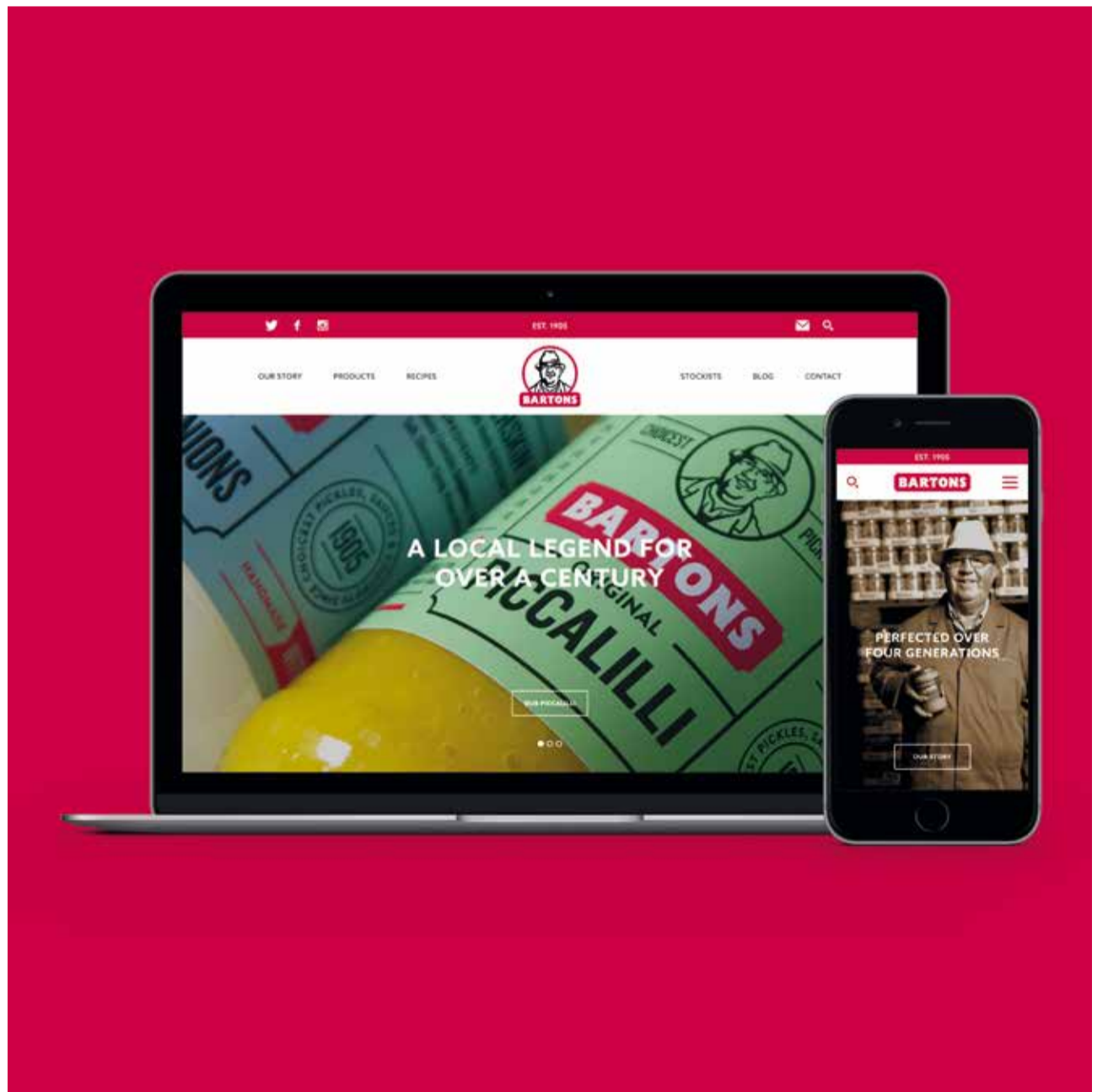


PROJECT

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.

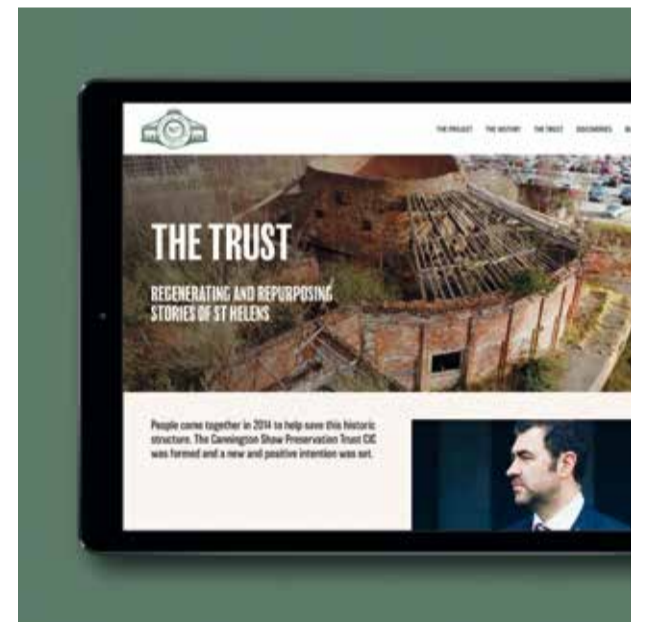


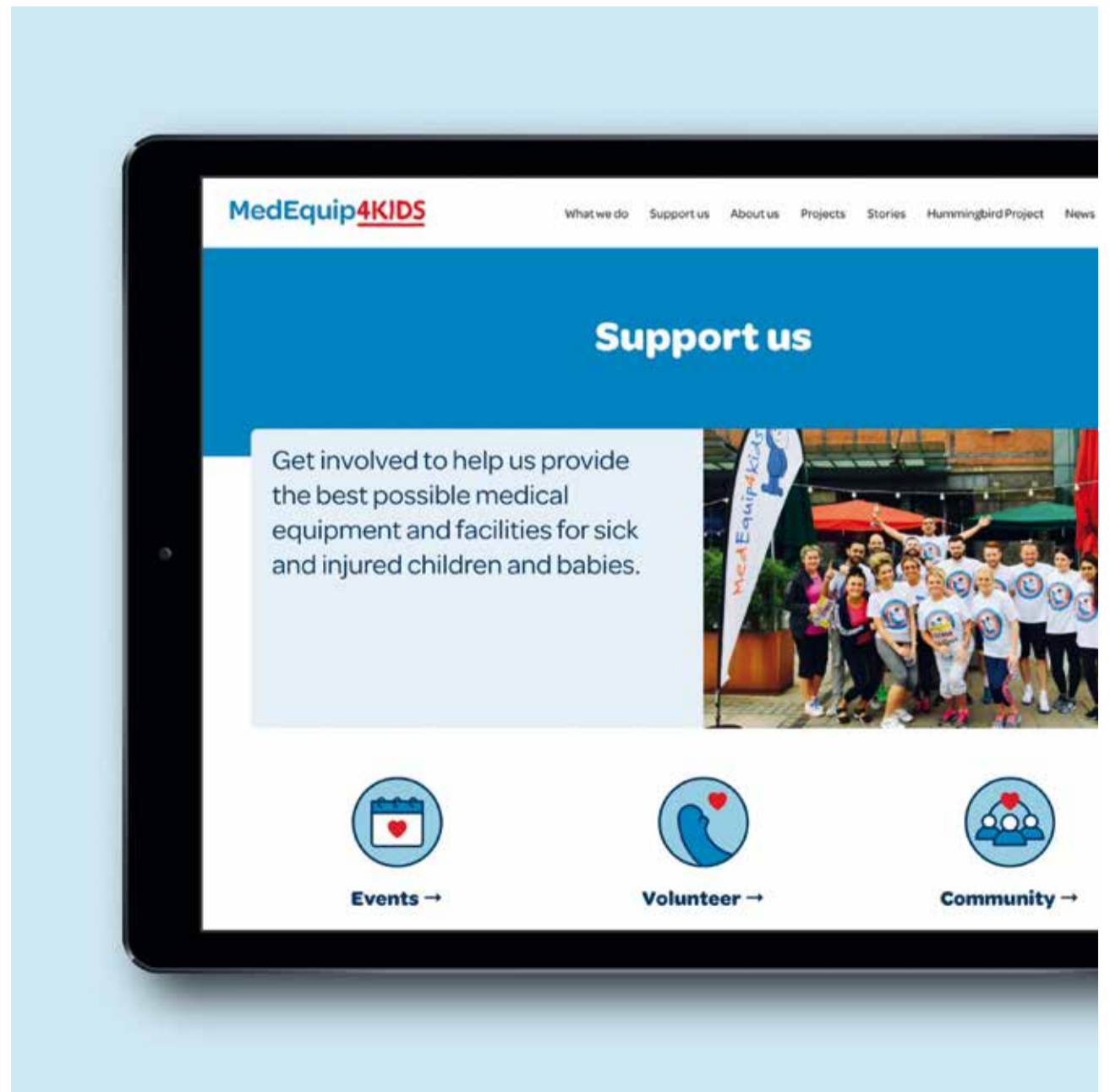
[VISIT THE SITE](#)

bartonspickles.co.uk



Charity & Arts



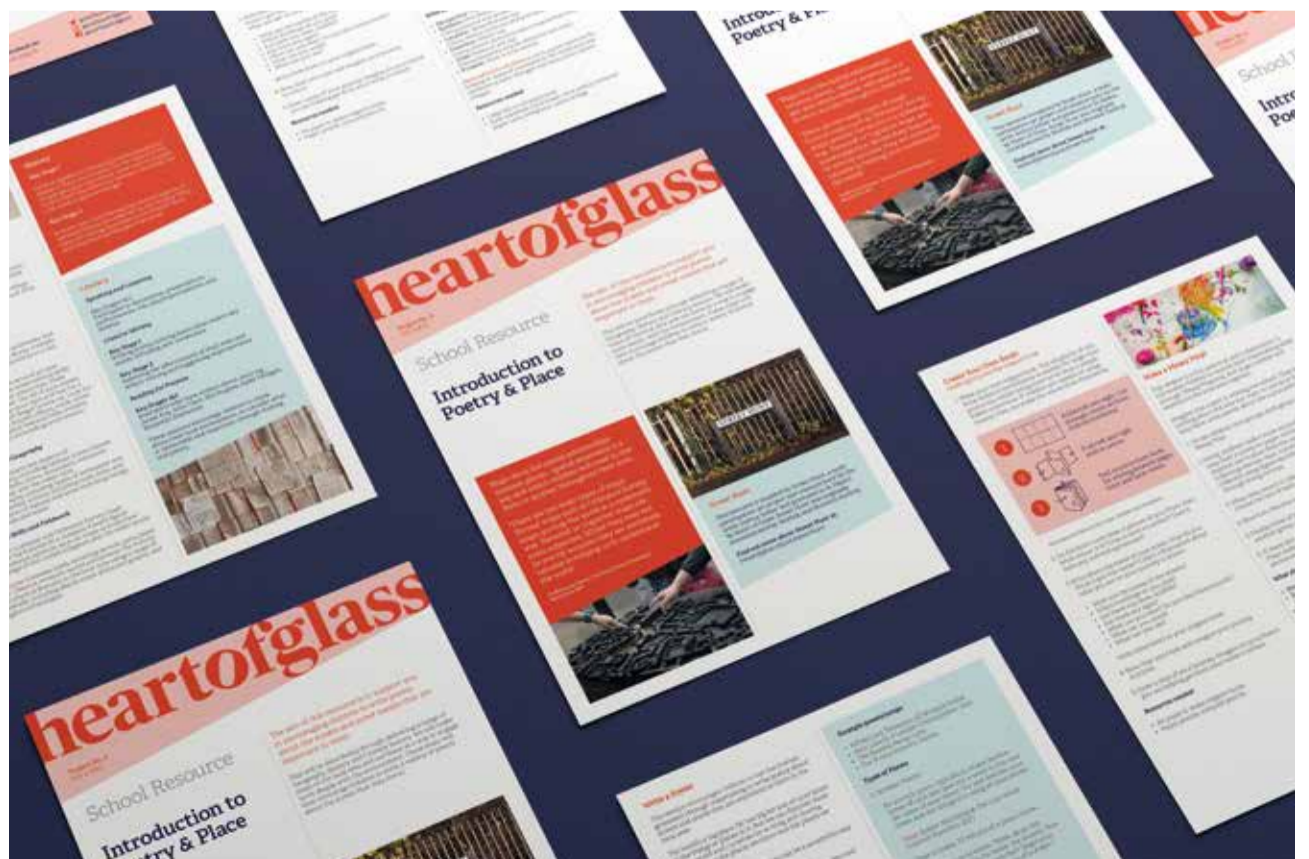
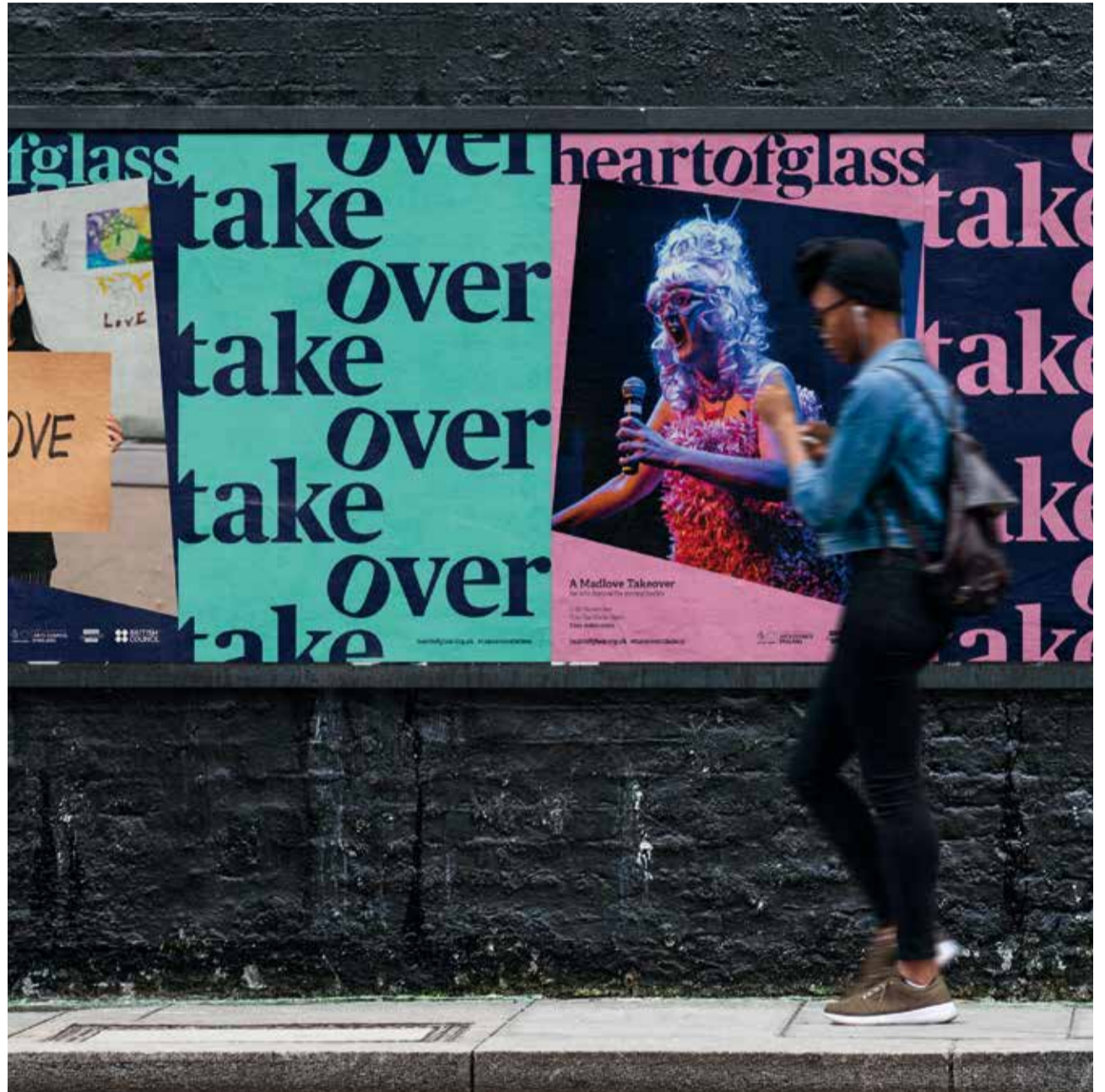


Heart of Glass

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

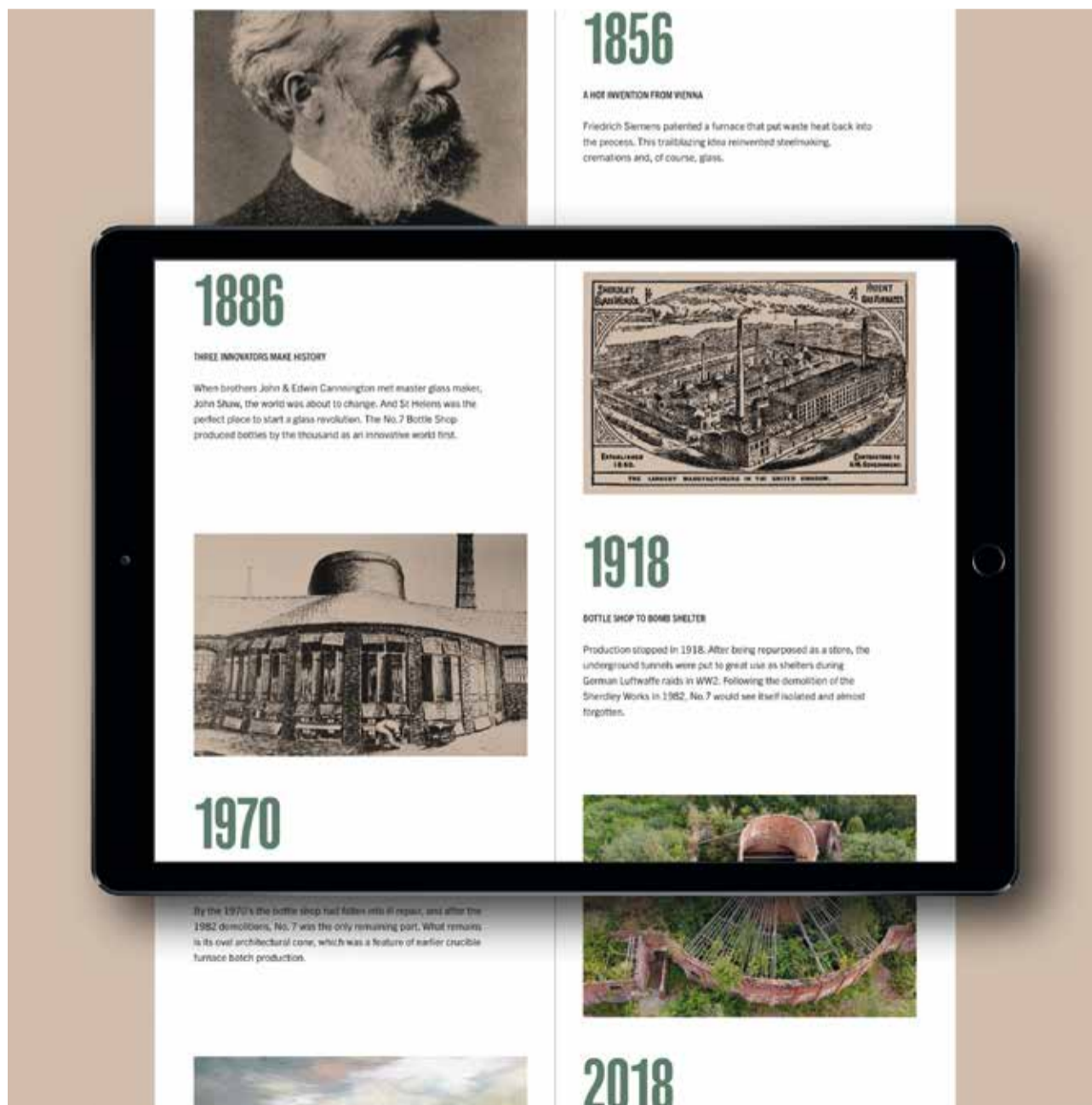
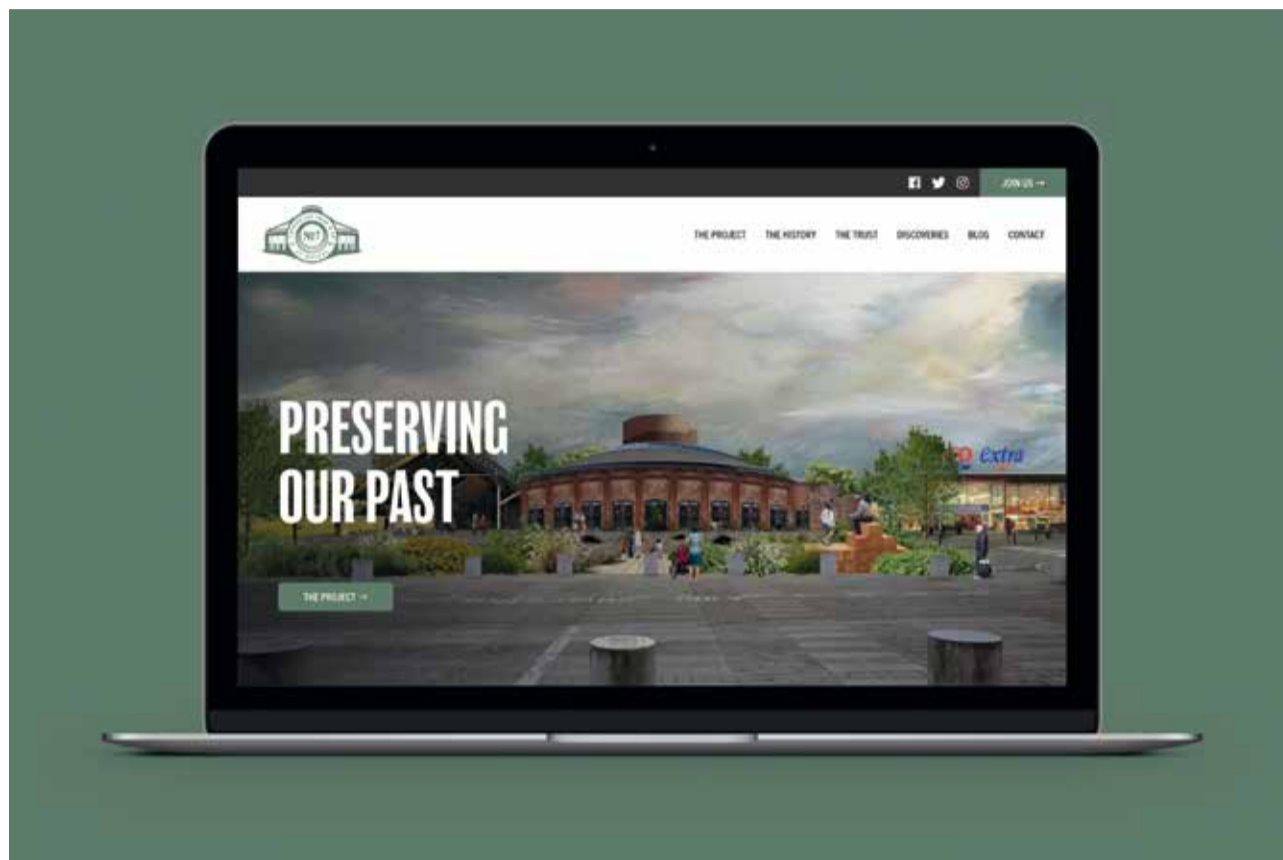
gary@cultivatecreative.co.uk

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.



VISIT THE SITE

canningtonshaw.org.uk

New Site & Brand Refresh for MedEquip4Kids



WRITTEN BY

Paul Burrows

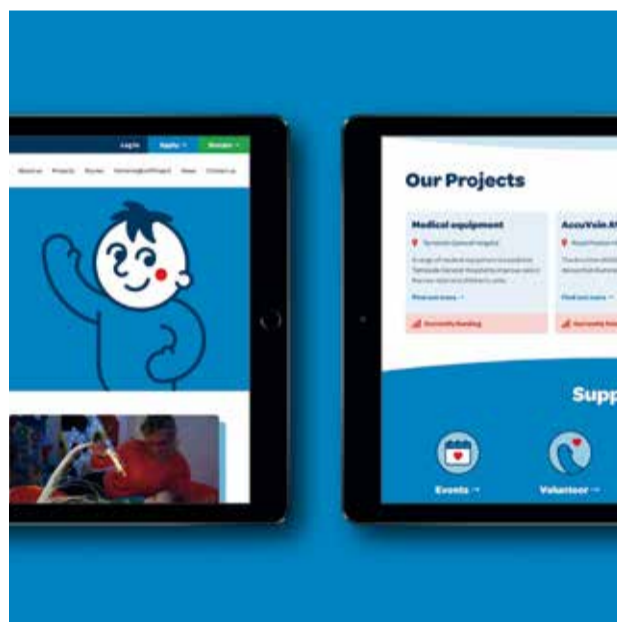
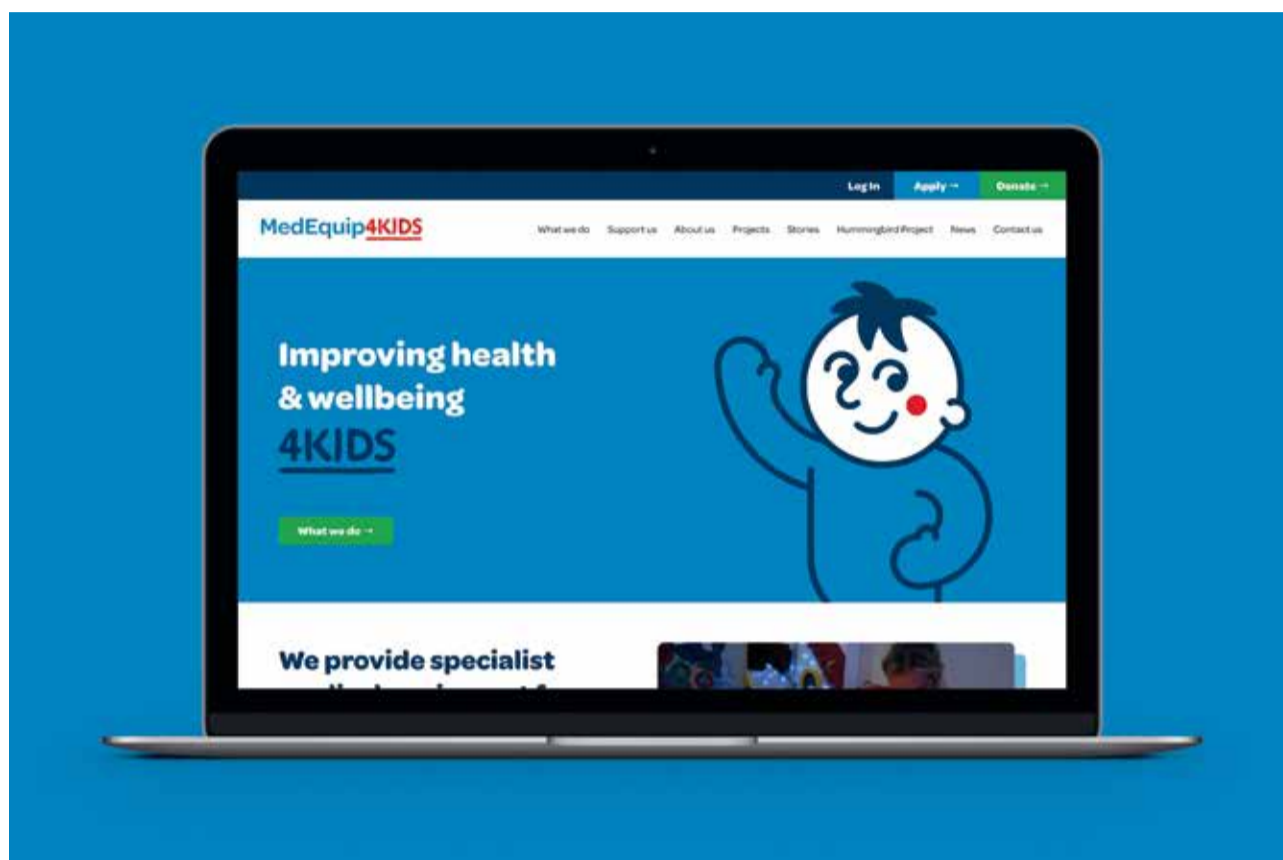
Director / Developer

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

Project Zei

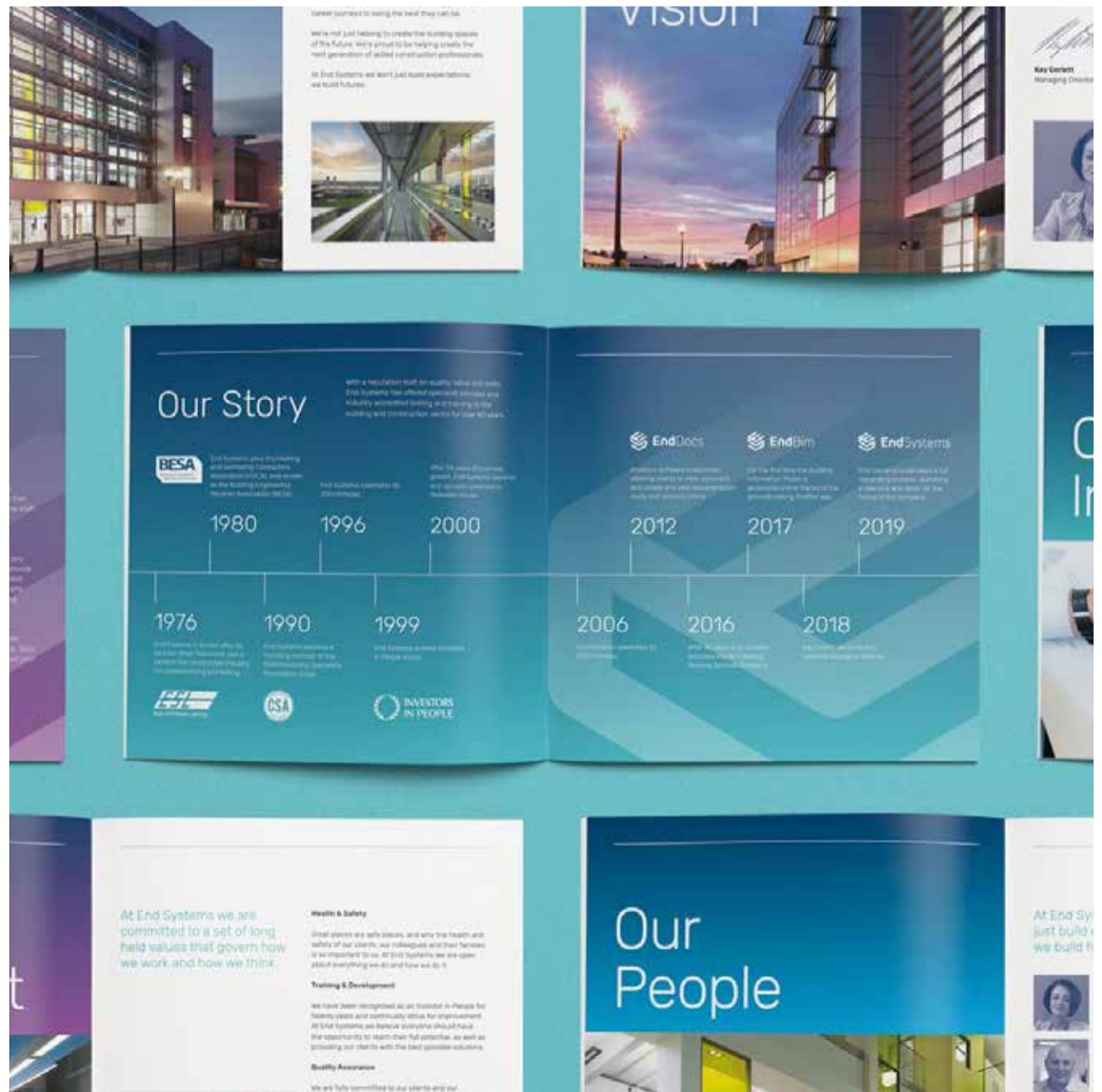
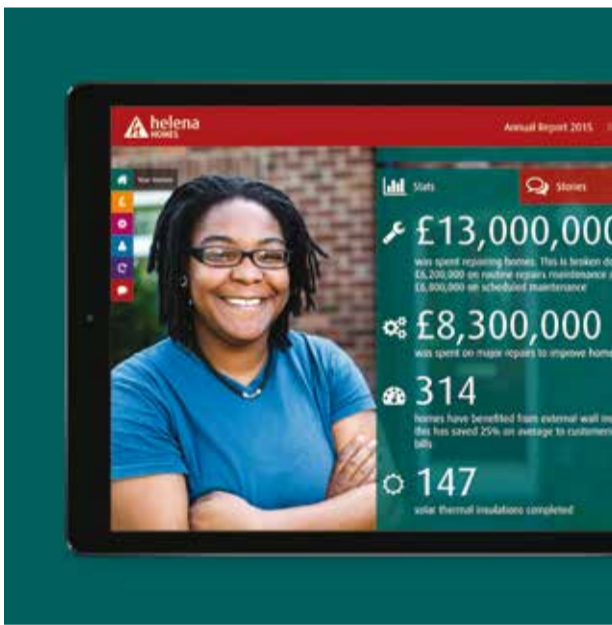
The beginning of something else...

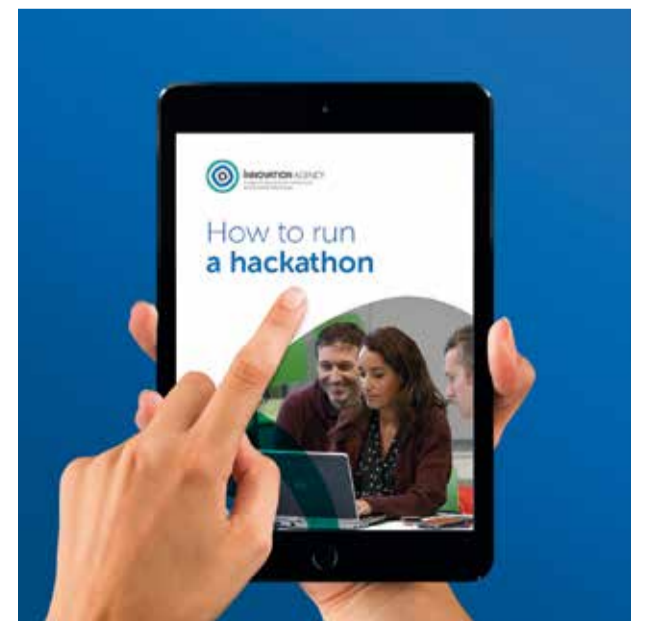
To celebrate the 70th anniversary of the twin towns of St Helens and Stuttgart, local artist duo – Yellow Door Artists – sought to rekindle this long-standing relationship by arranging multiple artist exchanges and hosting an exhibition to showcase the results. Using materials uncovered from the town archives, we worked with Yellow Door to produce posters, invites and social graphics in a distinct German style, alongside a 5 metre timeline that documents the history of the two towns' partnership.





Construction & Corporate

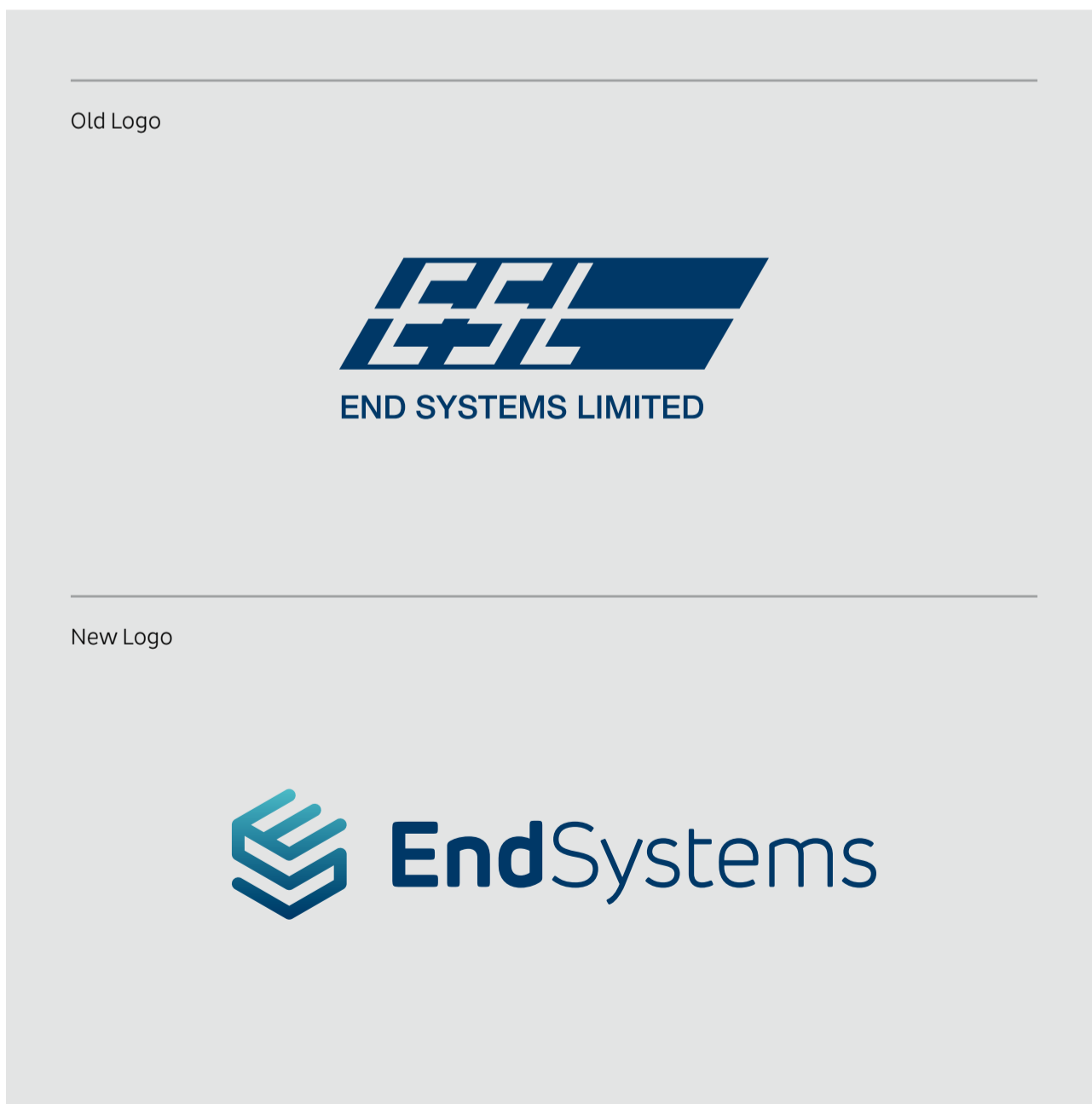


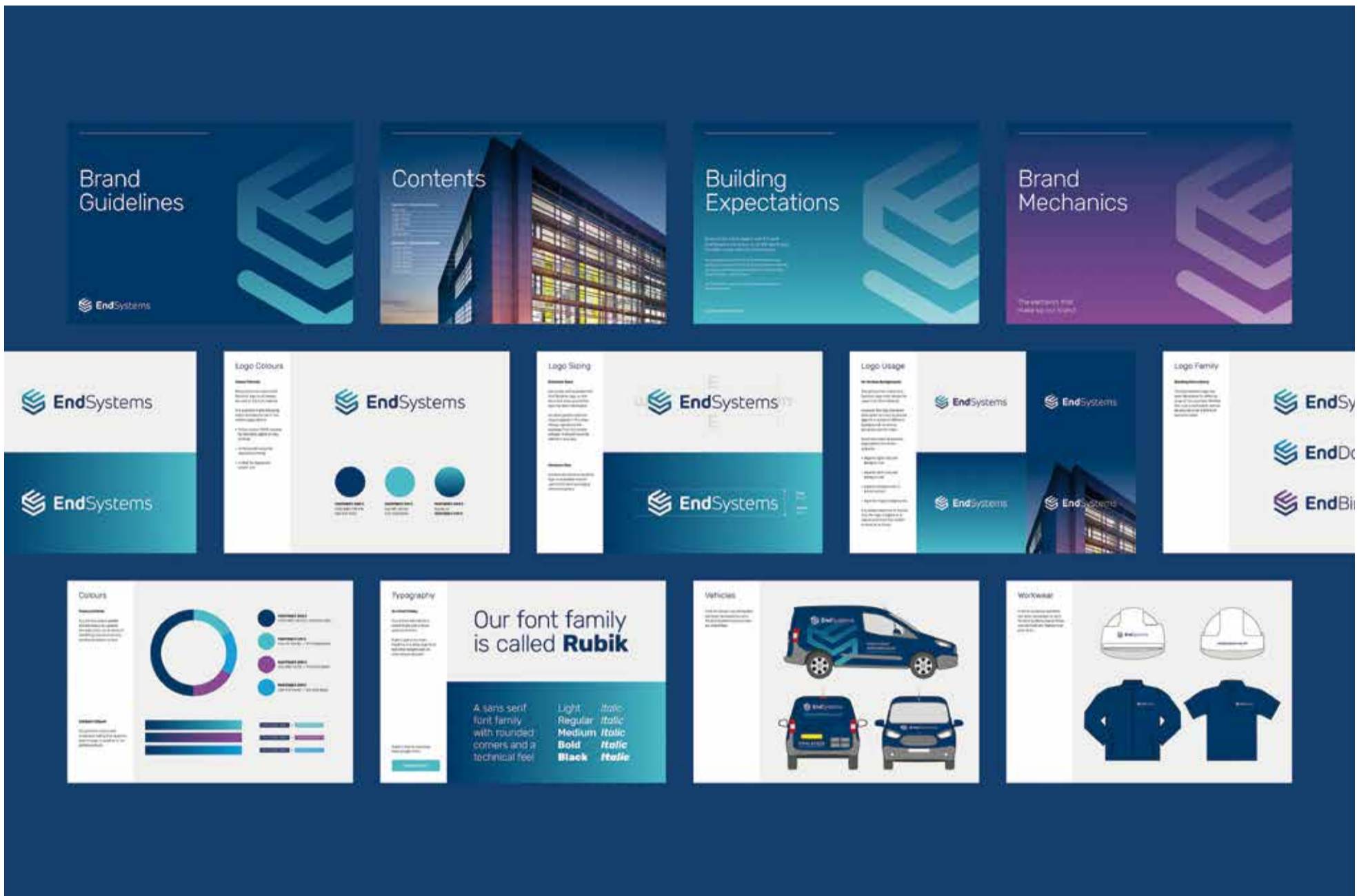


End Systems

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.





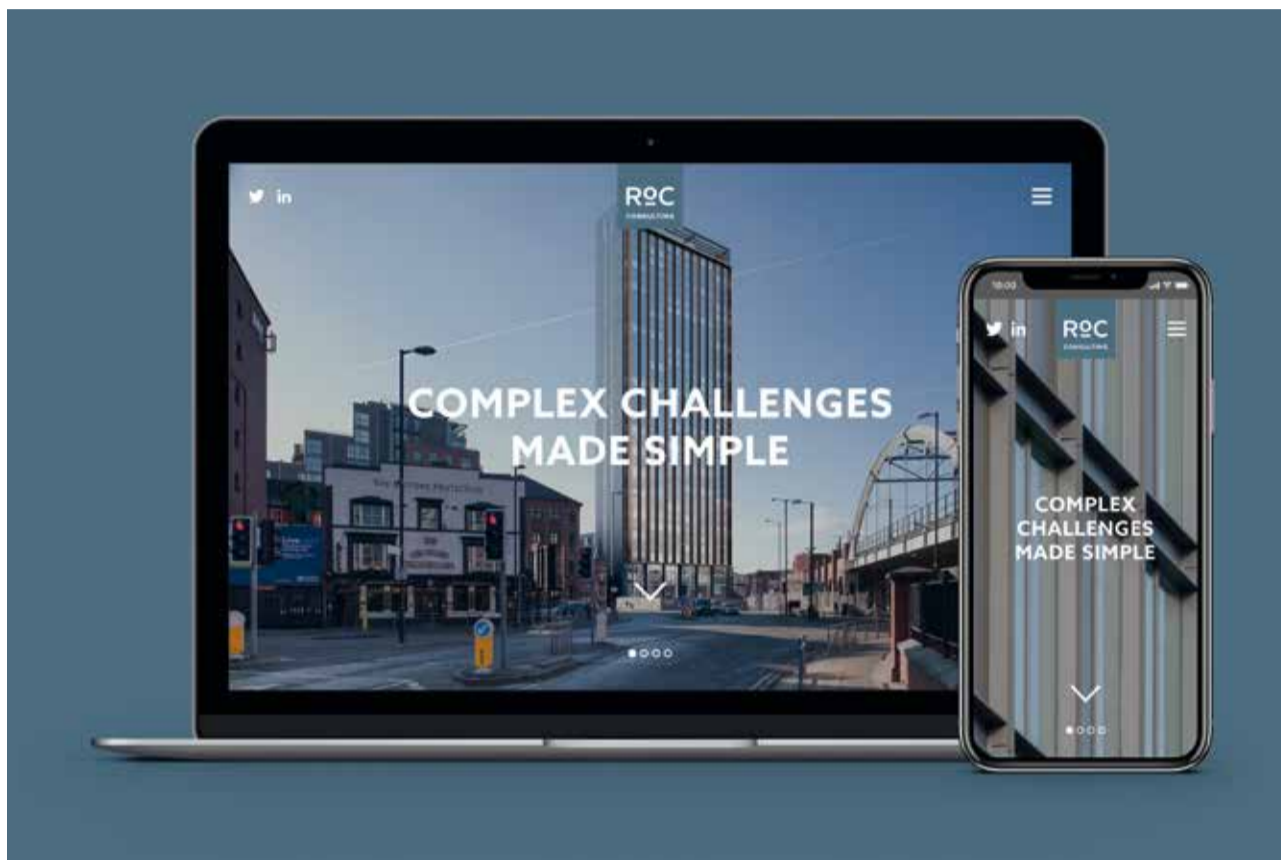
PROJECT

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.



Old Logo

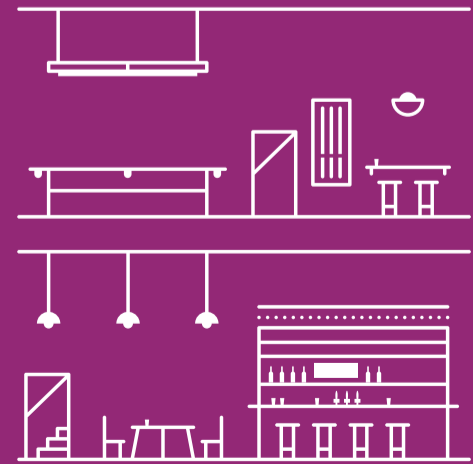
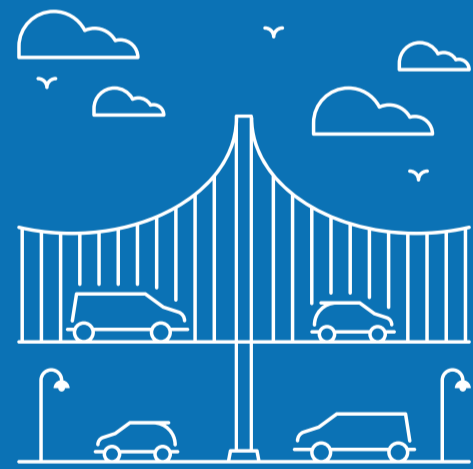


New Logo



[VISIT THE SITE](#)

rocconsulting.com

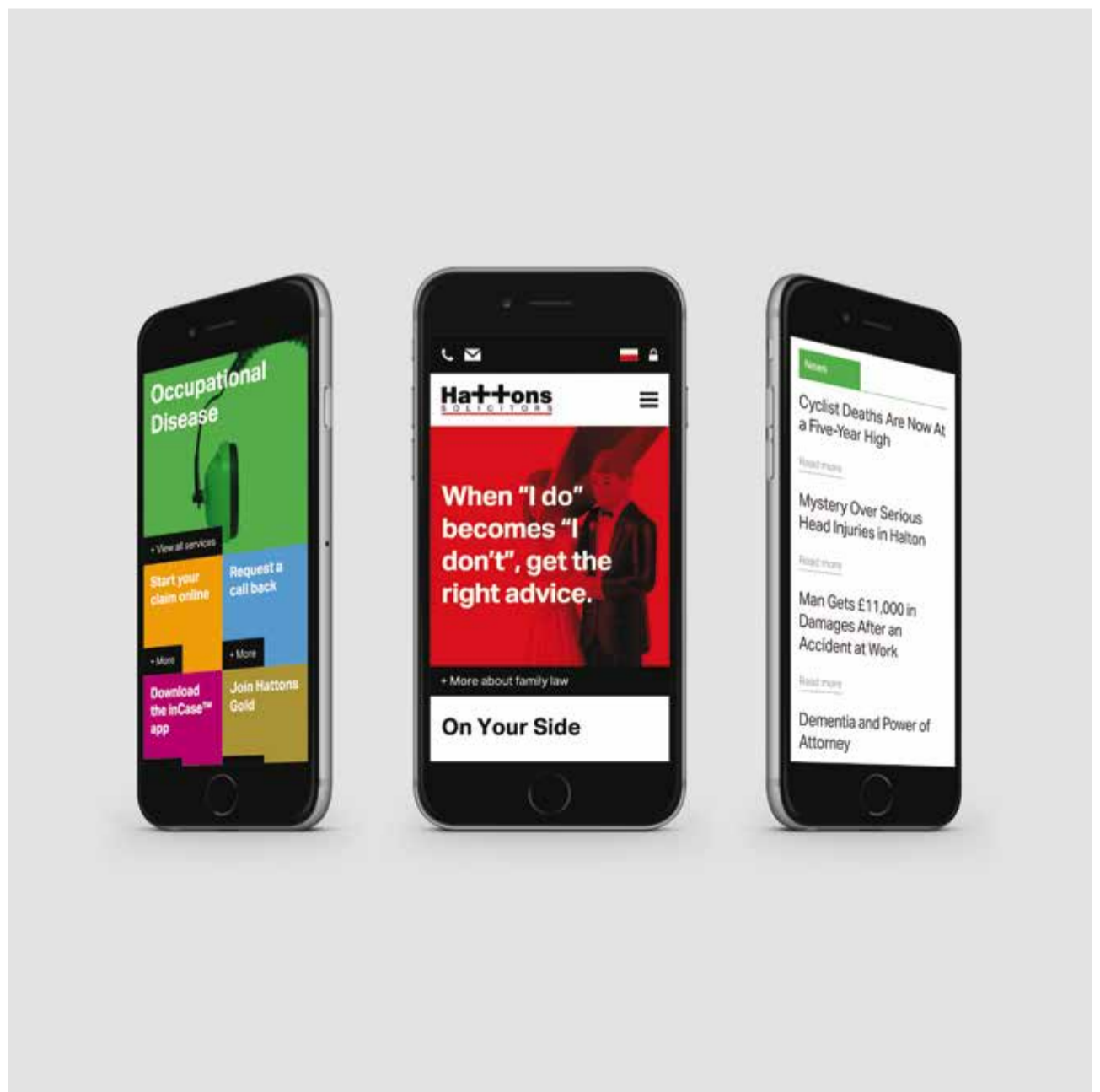
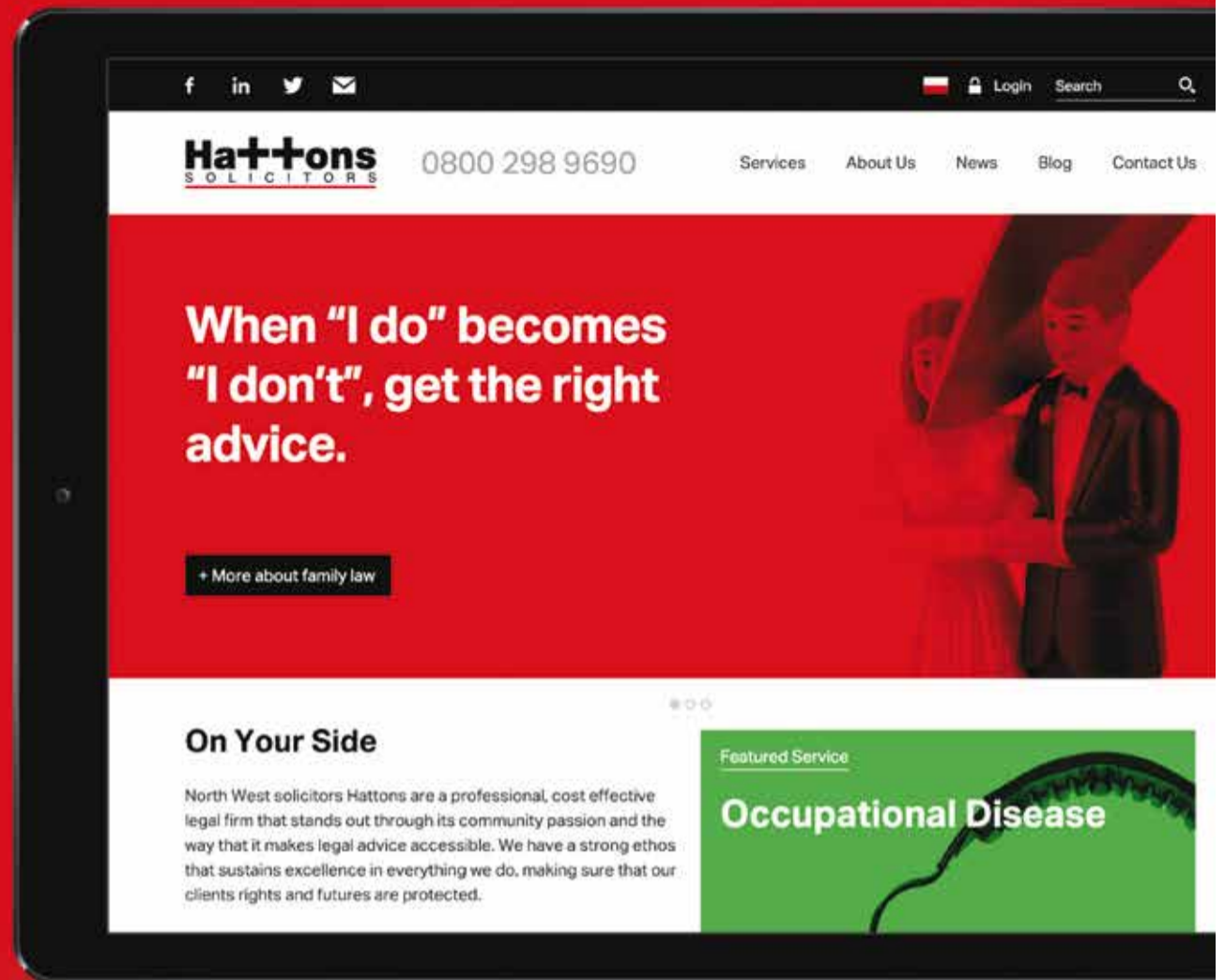


PROJECT

Hattons Solicitors

Supporting a professional, local law firm

Hattons Solicitors are a St Helens based legal firm offering cost effective, professional and friendly services across all areas of personal injury, professional negligence, wills and probate, employment law, family law and business law. Working with the established Hattons brand, we delivered a refreshed visual style, which launched through a new responsive website and a promotional campaign for local press, radio, social and online advertising.



VISIT THE SITE

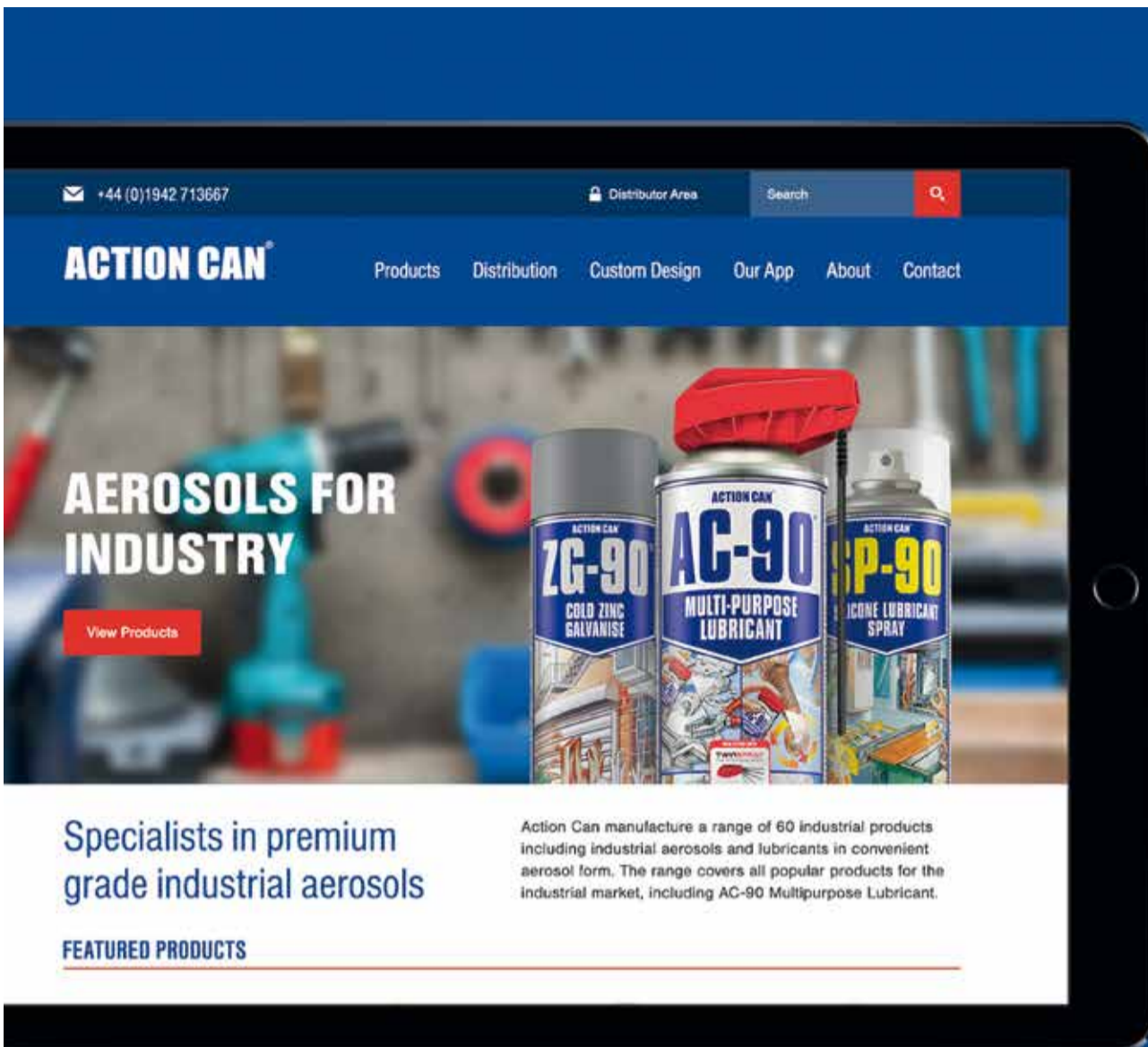
hattonslaw.com

PROJECT

Action Can

Building a brand with industrial strength

Action Can is a specialist manufacturer of over 60 industrial aerosol and lubricant products. Since 2015, we've partnered together to strengthen their brand, building on a reputation for trusted performance and product reliability. From a new website and can designs, to promotional literature and exhibition stands, we offer complete brand management across all platforms.



VISIT THE SITE

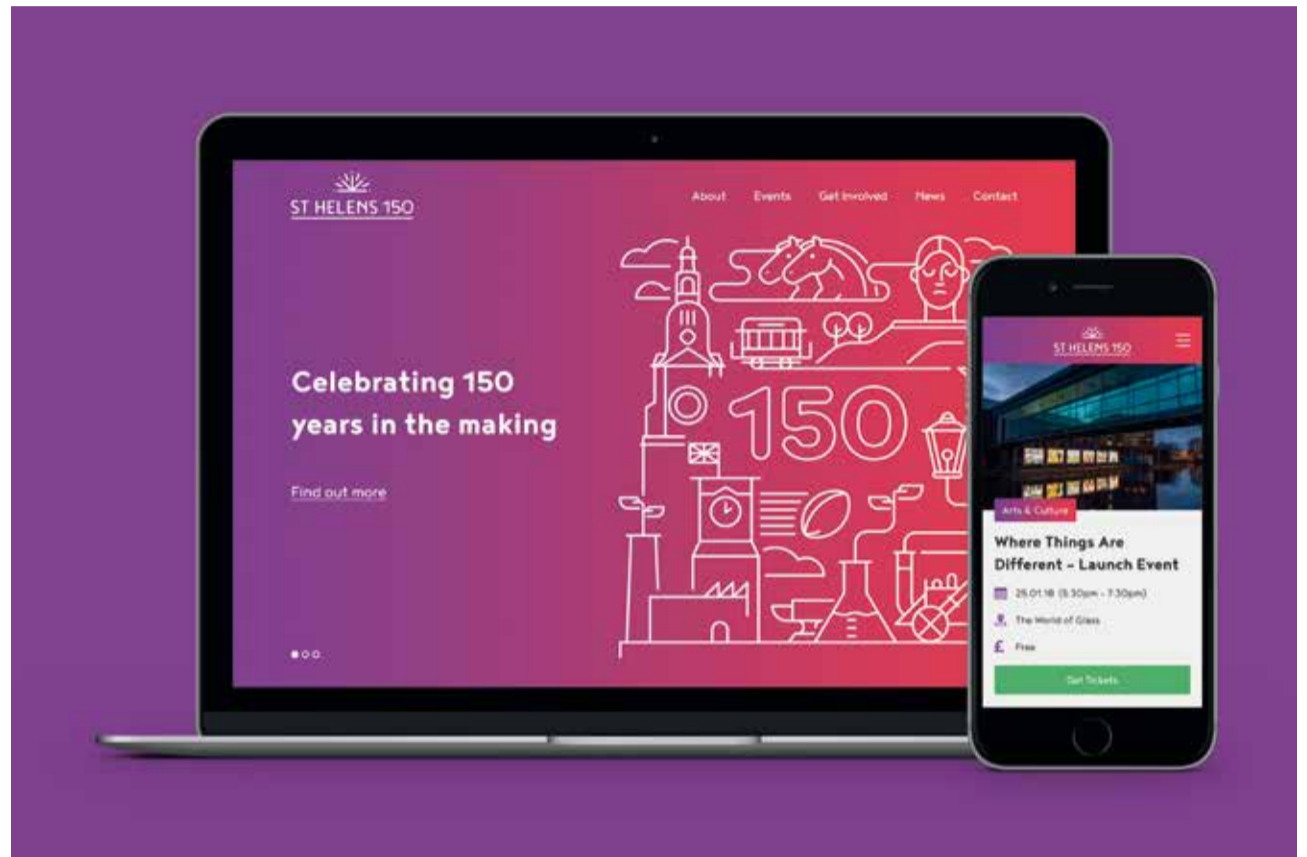
actioncan.com

PROJECT

St Helens 150

Celebrating 150 years in the making

2018 marked the 150th anniversary of the signing of the Royal Charter – by Queen Victoria – that incorporated the borough of St Helens. To celebrate this milestone year, St Helens Council developed an exciting programme of arts, cultural and community events in partnership with local arts organisation, Heart of Glass. We were tasked with designing the St Helens 150 brand and website to be in keeping with the existing place marketing, alongside illustrating key historical events and local landmarks to add personality and a sense of locality to the identity.



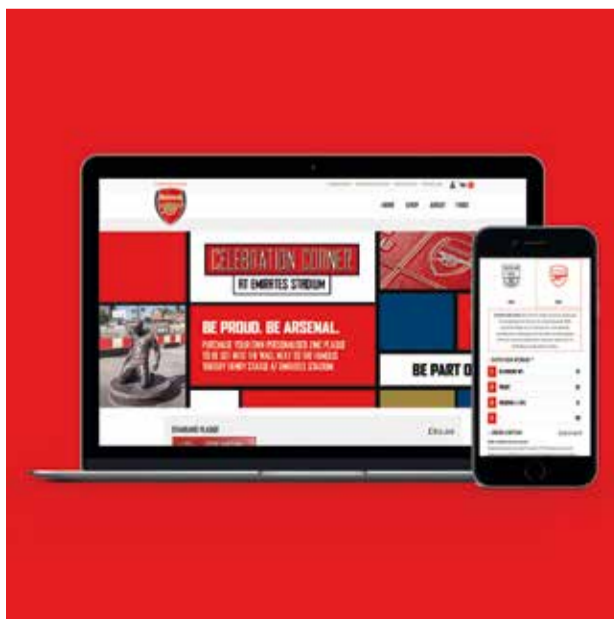
VISIT THE SITE

sthelens150.co.uk



Sports & Leisure





WIRE TV

ALL NEWS | Match Highlights | Classics | First Team | Interviews | Reserves | Prices & FAQ

PRICES & FAQ

DAY PASS	BEST VALUE ANNUAL PASS	MONTHLY PASS
£1.99	£69.99	£5.99
Instant 24-hour access to Wire TV. No...	12-months access to Wire TV.	

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

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.



Launching Wire TV with Warrington Wolves



WRITTEN BY

Andy Stuart

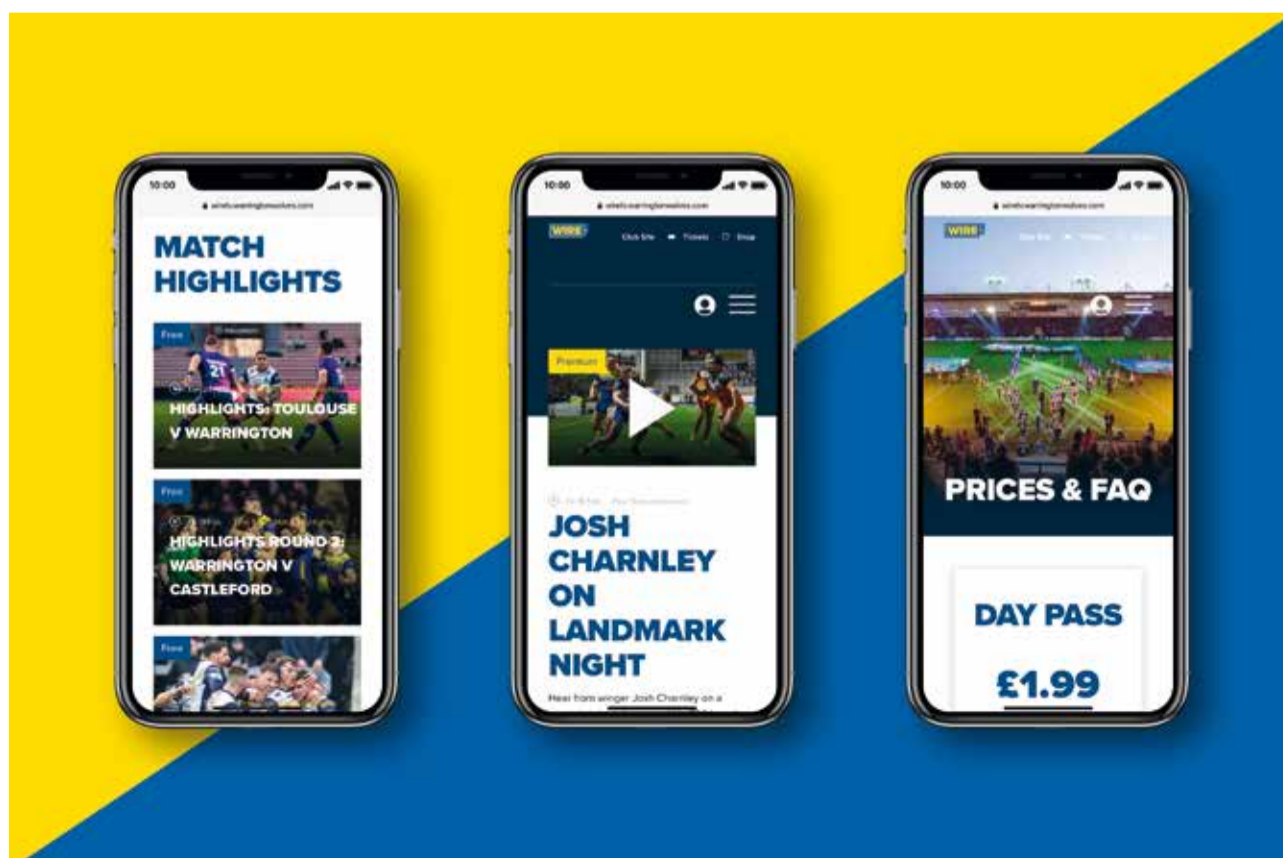
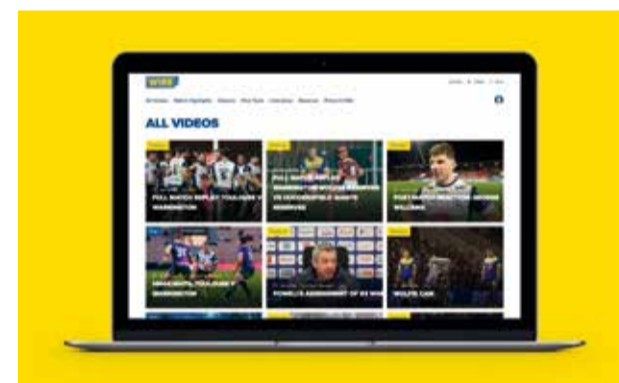
Lead Designer

andy@cultivatecreative.co.uk

Get unlimited access to The Wire

We recently worked with Warrington Wolves to launch Wire TV, a new subscription-based, on-demand video streaming service that delivers the latest match highlights, full match replays, interviews and classic games.

Get up close and behind the scenes with access all areas and keep up to date with wrap-up videos from the previous game. Utilising an integrated sign-in feature, the site allows fans to log in with their existing My Wire account for a seamless supporter experience.



VISIT THE SITE

wiretv.warringtonwolves.com

Revolutionising the Barber Industry



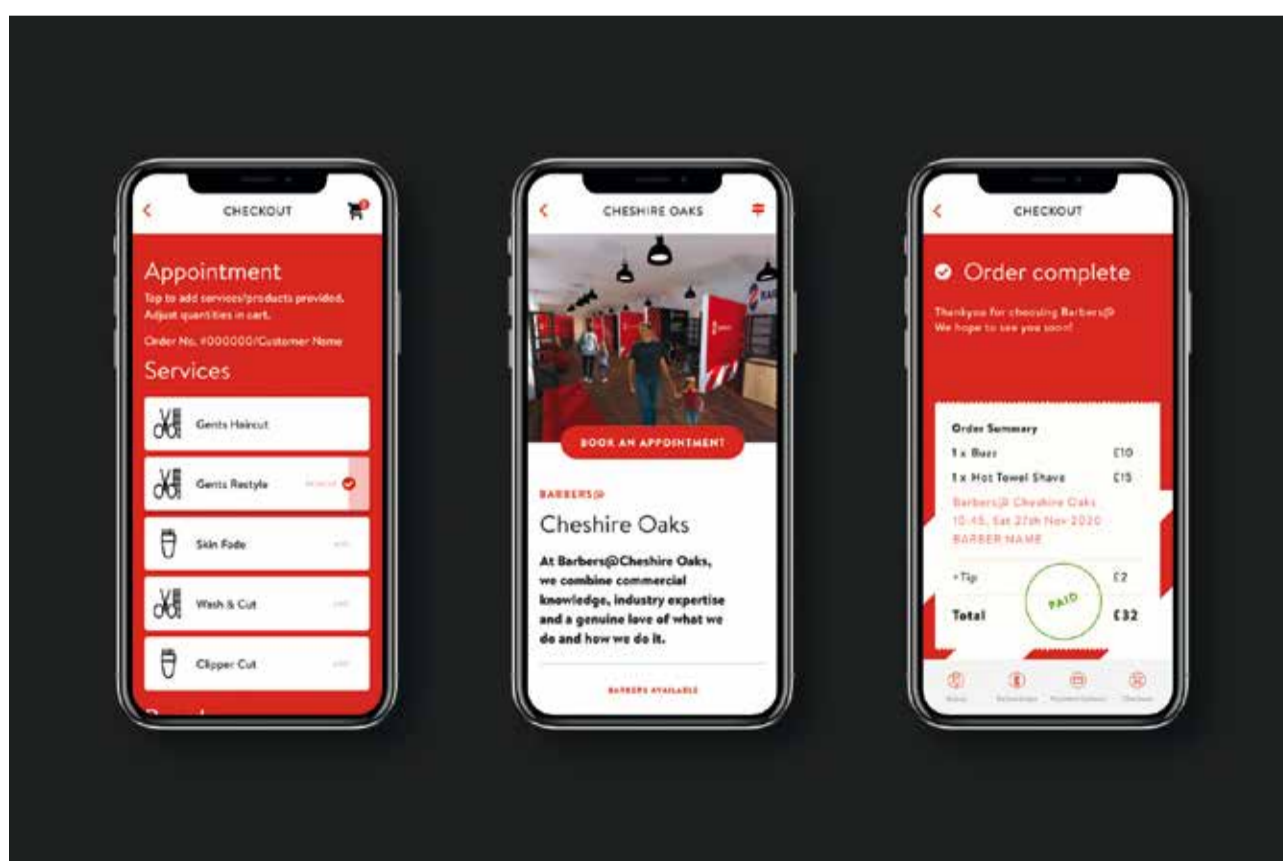
WRITTEN BY
Gary Forsyth
Creative Director

gary@cultivatecreative.co.uk

The authentic, modern barbershop experience

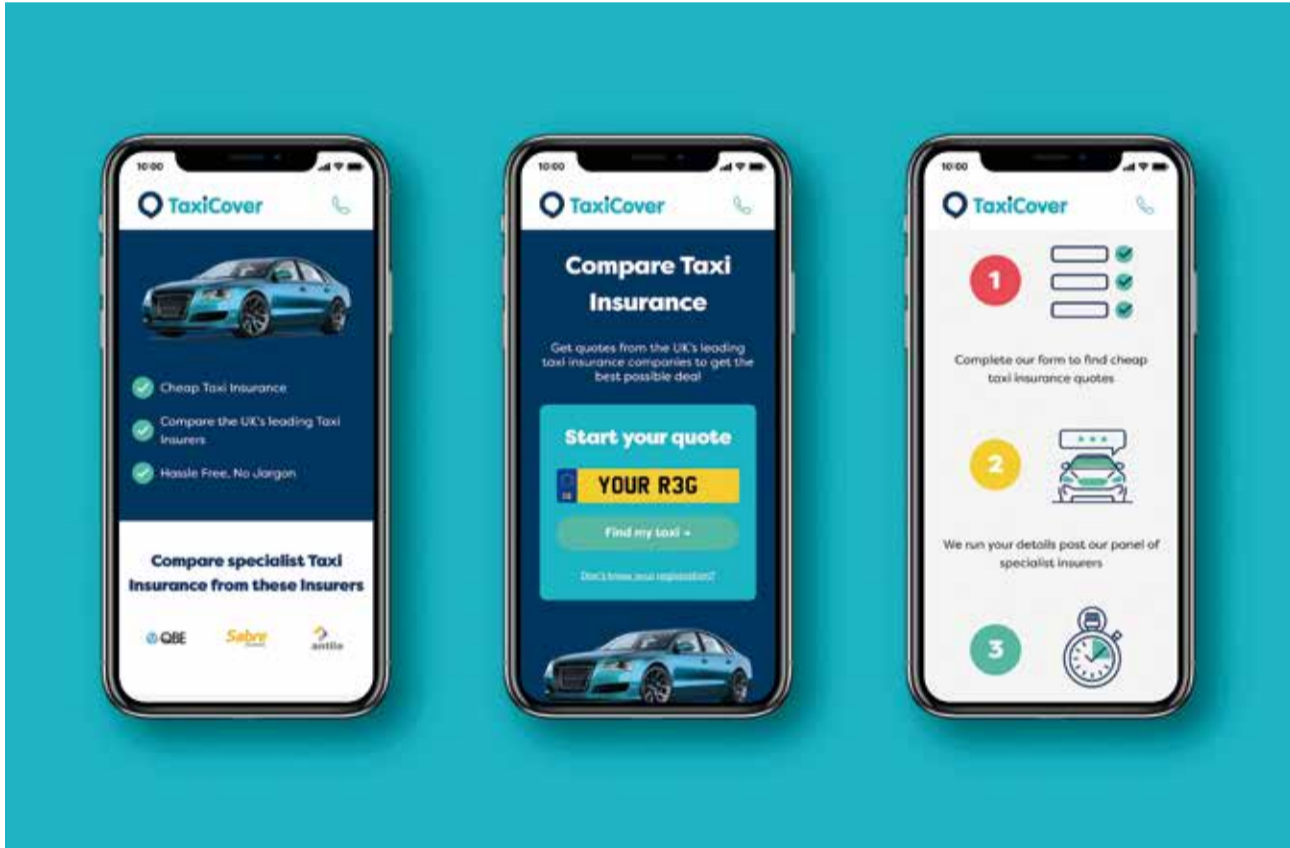
Barbers@ is a new concept that transforms vacant retail park spaces into modern, authentic barbershops with social distancing and hygiene standards built-in from the ground up. Customers can book, pay and queue virtually within a dedicated app, so they can conveniently shop until their appointment.

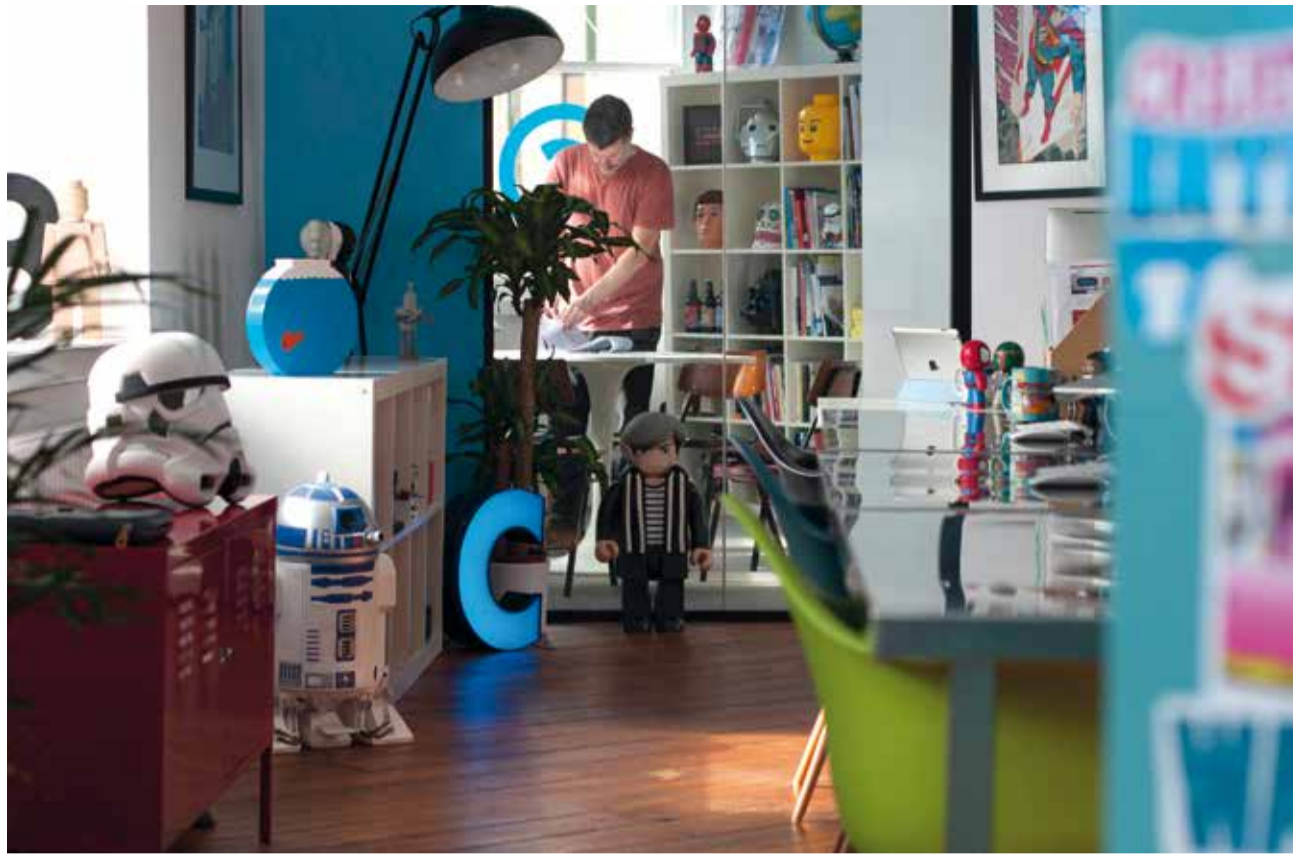
Having approached us with the idea, we worked with the founders of Barbers@ to realise a brand that reflects the combination of modern technology and traditional barbering, which was then brought to life through animations, marketing materials, website and app design.



[VISIT THE SITE](#)

barbersat.com





cultivate

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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.

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