

# 35

FACT SHEET

## 35 Communications

### **About us**

35 Communications is an independent specialist in Branding and Annual Reporting. Our work is informed by an understanding of the commercial benefits that good communications should bring. Our strength lies in creating, evolving and repositioning both corporate brands and stakeholder communications to help them perform better, whatever the demands of the industry or environment.

### **Our design philosophy**

We believe that design should be used to raise issues, facilitate debate and find solutions, not simply as an end deliverable. We have a range of tools and techniques that enable us to involve our clients in the process of creating and evolving communications, and take ownership of their brand.

### **Core services**

Corporate branding and identity development  
Stakeholder and corporate communications  
Digital media  
Brand engagement  
Trends and research

### **People**

There are 25 of us. Everyone at 35 is a thinker and a doer. Our management team comprises:

Keith Bamber (special focus on Operations and HR)  
Thom Newton (special focus on Strategy and Marketing)  
Nigel Forsyth (special focus on Client Services)  
Lee Hoddy, Creative Director

### **Why 35?**

It's that age when youth meets experience.

Some of our current clients: Aegis, Associated British Foods, BBC, Cadbury Schweppes, Centrica, COI, Diageo, Equality and Human Rights Commission, Emap, The Health Foundation, Home Office, National Express Group, Northern Foods, Reed Elsevier, The Royal Albert Hall and Wolseley.

### **PR contact**

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## **What makes us different?**

### Design inclusivity and accessibility

35 is committed to making design inclusive. Our philosophy is very much one of “If you design first for the minority, you include the majority”. Even on occasions when it is difficult to include everybody – take printed annual reports – there are usually alternatives: the online version could comply with the RNIB’s 14 point text guidelines.

### Green credentials

Our working environment is important to us. Our building recently won an environmental award for its eco friendliness and holds a 2003 RIBA Award for Architecture and 2004 Civic Trust Award. We are committed to recycling. We advise clients how best to use printing resources in a responsible way. The printing suppliers we use conform to FSC (Forest Stewardship Council) and ISO standards. We advise our reporting clients on the benefits of Carbon Neutrality.

### Partnership approach

For growing communications consultancies, partnerships offer all the benefits of a network, without the loss of control. So at 35, we team up with specialists in non-core areas of work for the benefit of our clients. For example, our preferred partner on CR issues is The Corporate Citizenship Company, RDSI on Research, The Writer on Tone of Voice and so on.

### No voicemail

We set up the business so that there are no barriers to clients. When you contact us, you’ll always speak to a real person, not voicemail.

### Student placements

We invest in the next generation of designers and communications professionals. We run a student placement programme in both research and design.

### Business continuity

We have invested in the latest technology. We believe it should be used to improve efficiency and ease of contact, not create barriers by adding unnecessary complexity. All files are backed up daily and stored off-site. If our building suddenly becomes uninhabitable, we have a contingency plan in place to carry on. If all else fails, we have indemnity insurance of £2m!