

rpcreative

richard parkin a highly motivated and creative design professional

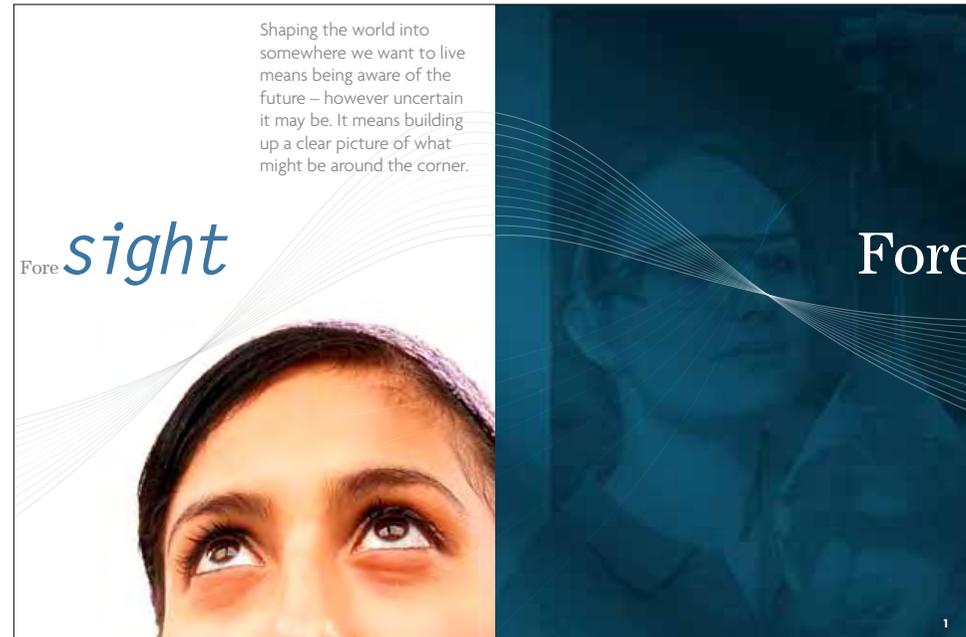
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Creativity with insight, born from collaboration.



● **Foresight** A creative idea for an annual report that highlighted not only the creative work being done but the importance of future thinking. I worked closely with copywriters, creating an idea that plays on words beginning in fore and leads the reader through the document.



Revenue and Customs PROSECUTIONSoffice

The success of the brand work lead to additional work on promotional material and annual reports, over the following years.

Image/personality

If RCPO were an animal... there was agreement on the need to appear robust to combat the 'victimless crime' tag, so...

COI®

Shark	↑	Aggression
Rottweiler		Strength
Anaconda		
Dragon		
Lion		
Bear		
Cat		
Stag		
Seal		
		↓
		Wisdom

But balanced by:

if...

Revenue and Customs Prosecutions Office Dictionary Booklet April 2006



● RCPO Branding and implementation. The challenge was to create a brand that represented the client as being firm but fair.

EXAMPLE 1

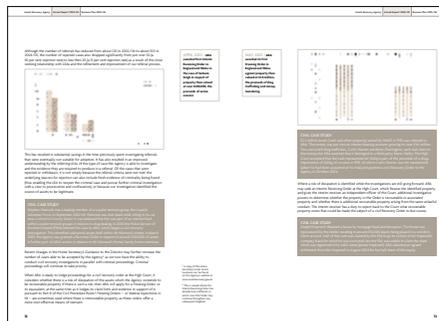
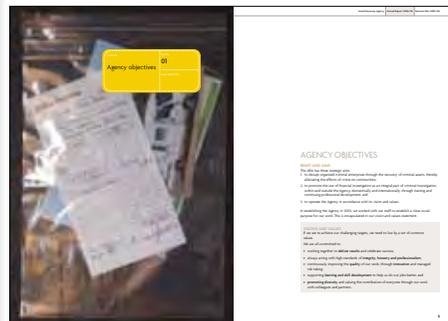
Stationery

Electronic Word templates have been produced for use with pre-printed stationery. You can find the electronic templates on the shared drive.

Revenue and Customs Prosecutions Office Library guidelines Version 1.0 October 2006

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● **Assets Recovery Agency** A design for the annual report, based upon evidence bags, highlighting the range of items the client seized. As a result of this design we were asked to produce the report for the next year. The design follows on from the previous year, using Polaroids of seized, frozen and sold assets instead of evidence bags.

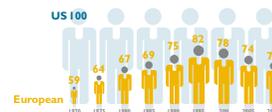
“Just wanted to drop you both an e-mail to say thank you for all the work that you have done for us on the annual report, business plan and summary document.”

David B. Frank, Policy Executive, ARA

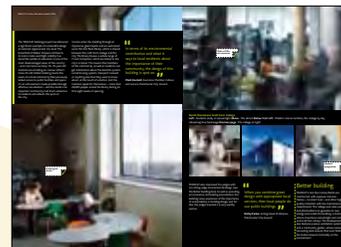
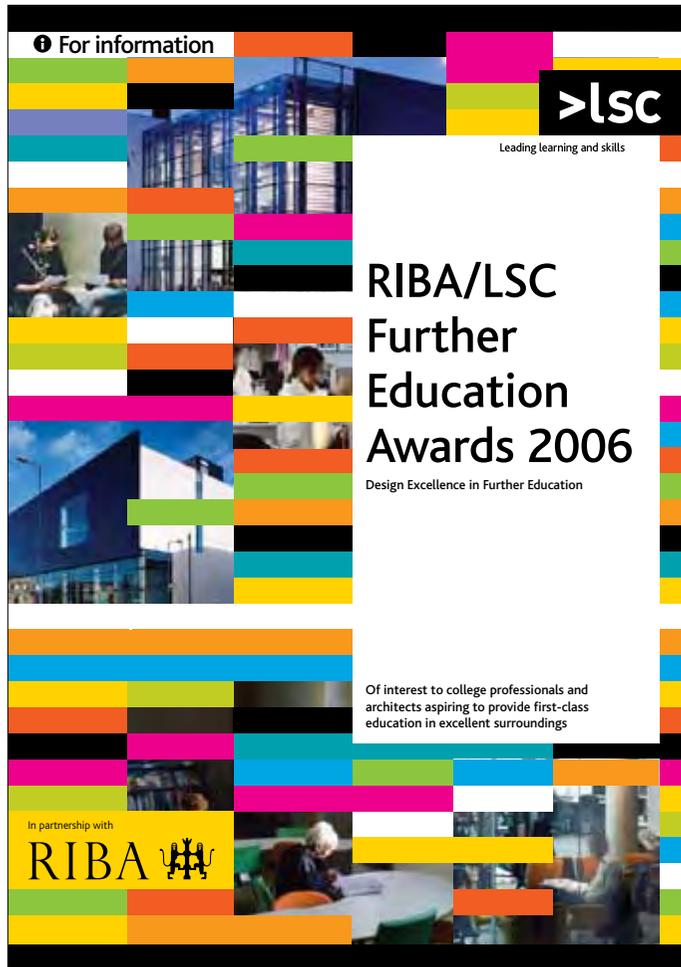
A brochure that turned into a corporate style.



● **HM Government** What started out as a simple policy brochure turned into a series, based on the same simple graphic format. Produced by working closely with an editor and policy people to distil complicated information into small bite sized chunks.



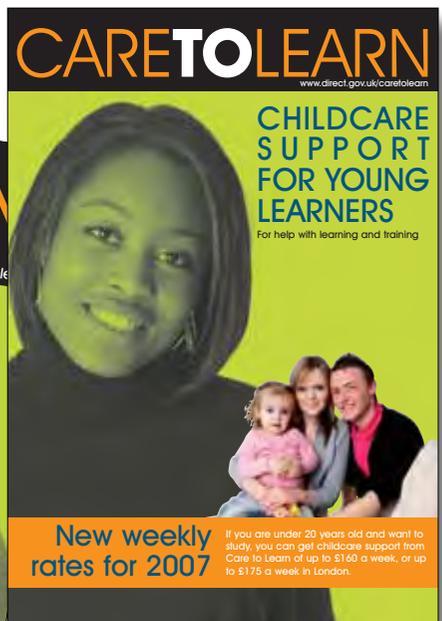
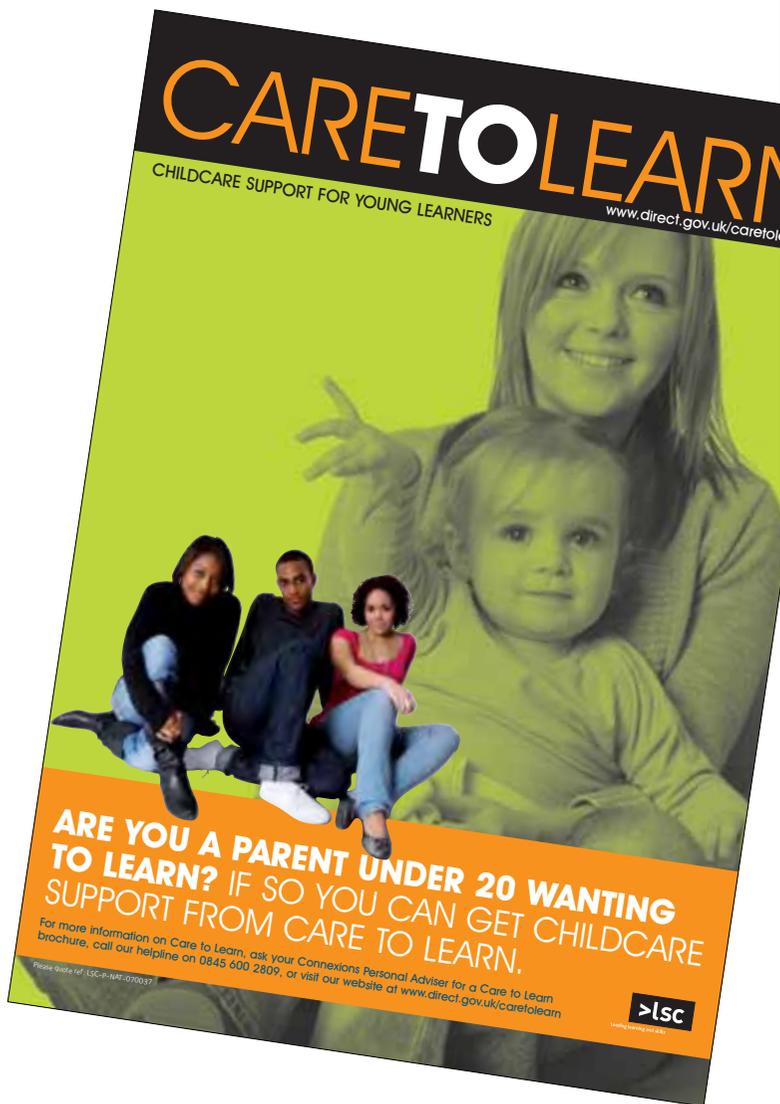
Year	Value
1	100
2	100
3	100
4	100
5	100
6	100
7	100
8	100
9	100
10	100



● LSC Award brochure. The design of the brochure allowed the creativity of the buildings to shine through. The brochure won high praise from the client and Dame Sandra – Chair of judges and the LSCs Capital committee.

“Excellent, excellent work, team. You are heroes of the first order. And this is the second bit of praise from LSC in as many days!!!!”

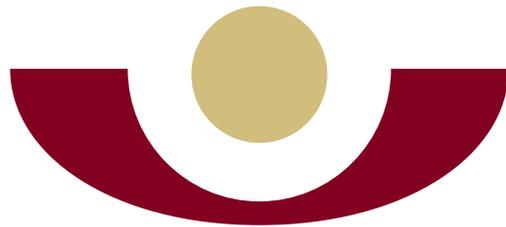
Robert Bell, Creative Director, COI Publications



● **LSC** A promotional campaign to encourage young parents to continue with their education, by giving financial help and support. I was greatly involved with selecting the models and art directing the photo shoot as well as creating the design.



Creative design, art direction and model selection.



Independent Safeguarding Authority

“A really good CFS from Simon... Totally deserved I think!” CFS 9,9,9

Suzannah Kinsella, Strategic Consultant COI. Simon Morrison, Head of Communications at the Home Office.

● VBS to ISA Brand creation. Before creating the brand we first had to develop the name, as the client did not like their current name of 'Vetting and Barring Scheme'. A naming workshop help to get to the core message of the brand as well as create a new name.

1.6 What is the core message? **The brand**

Our core message links the brand mission and values. It expresses our purpose.

The core message is not a strapline. It is an underlying concept for agencies developing communications material for all channels.

9 Independent Safeguarding Authority Brand Guidelines

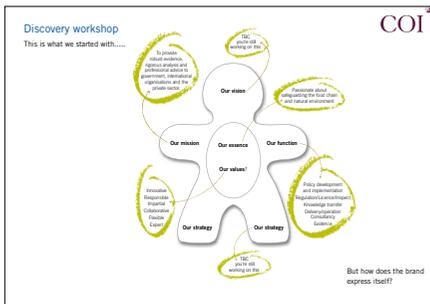




The Food and Environment Research Agency

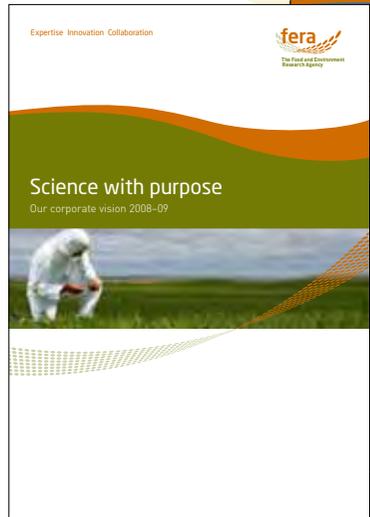


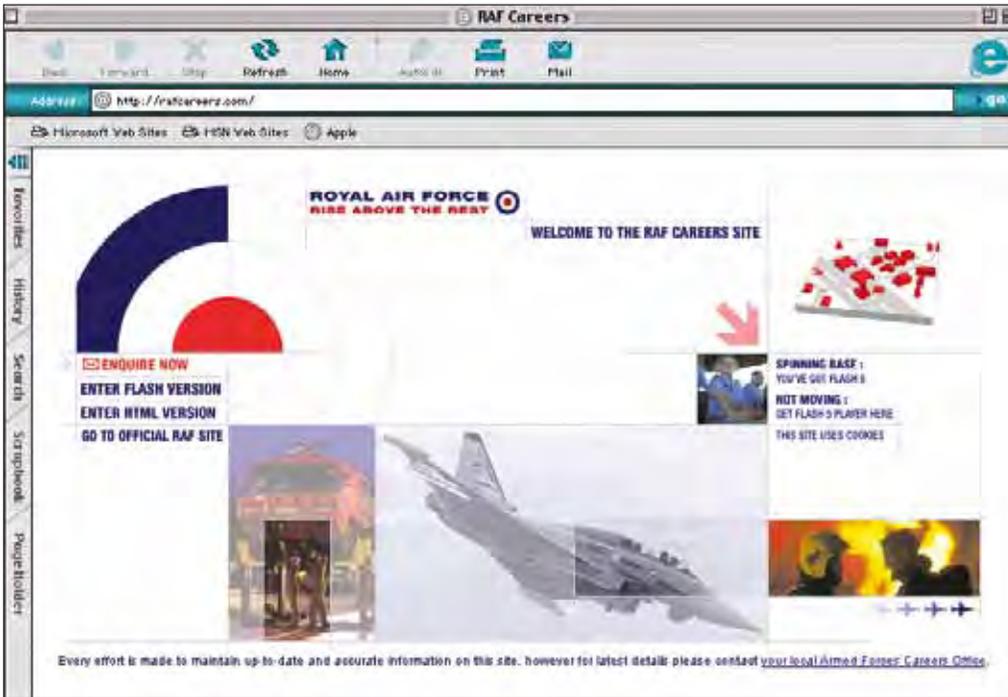
● **FERA Brand** for a new Defra agency formed out of three existing bodies. The idea represents change and realisation of research. We delivered ahead of schedule, enabling the client to begin their programme of internal communication early.



"I'd like to send our thanks to you and all your colleagues for your hard effort translating our diverse minds into a coherent brand and a logo that is fresh, relevant and strong."

Rod Anson, Commercial Development Manager, Fera

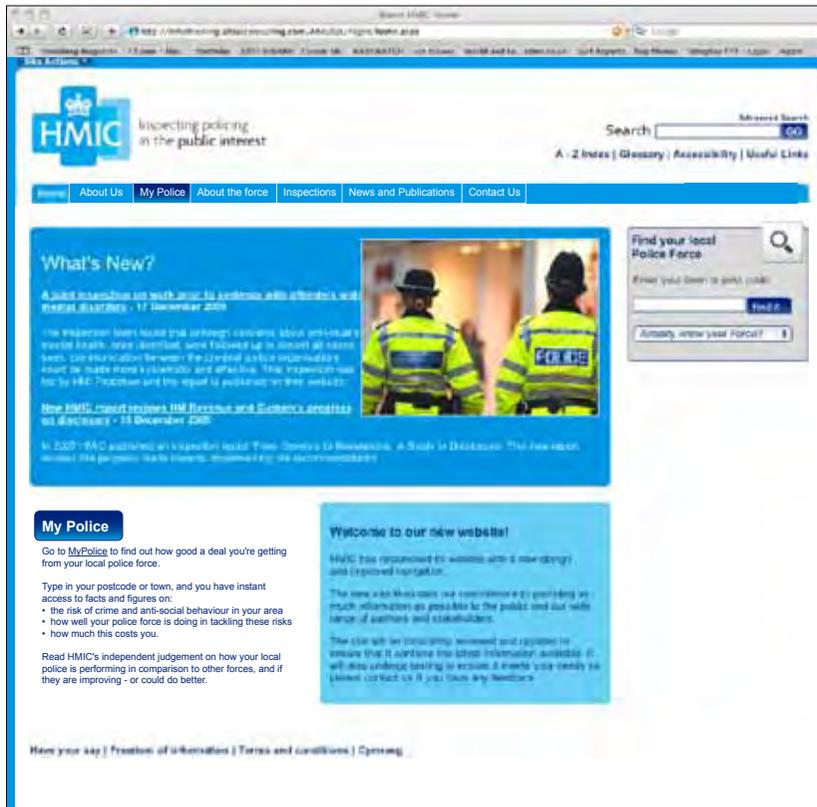




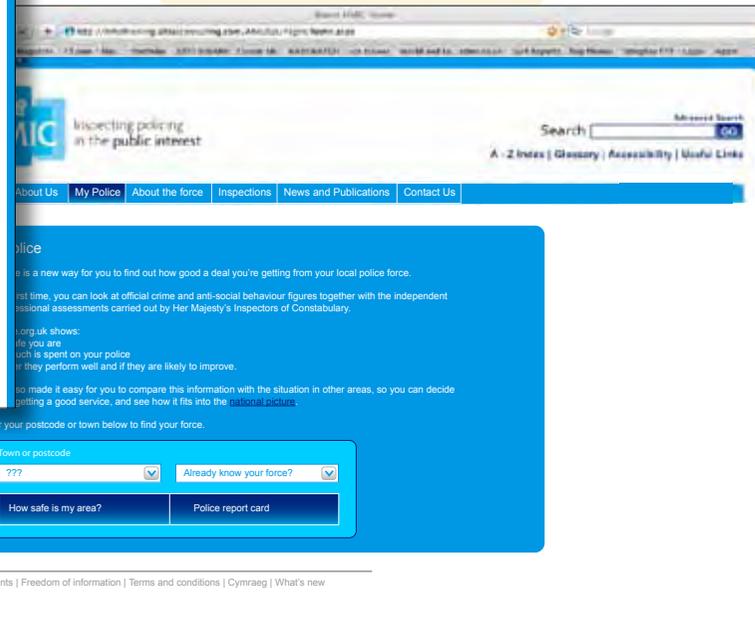
● RAF recruitment Interactive website giving information on RAF careers and life on an air base. This site also included a training mission and mission folder.



The site received over 40,000 hits in the first year and increased intake of new recruits by 20%



● **HMIC police data** A website that allows people to find crime rates in a particular area or constabulary. Not only does it show the figures but it also shows whether the figures are better, worse or the same as last time. It also allowed for the comparison of different forces.



“The real praise should be heaped upon Rob Levison and Richard Parkin, they did a tremendous job with an extremely demanding client.” CFS 10,10,10

Stephen Petherick, Account Manager, COI