



Hello and
welcome to
Studio Philo.
We have a
surprise for you...

2021



●
“If I had asked
people what they
wanted, they
would have said
faster horses”
Henry Ford



Contents

Our Vision

Executive Summary

Portfolio

Team Machines

Competition

Marketing

Finances

Closing Statement



**The design
economy is the
fastest growing
in the UK**



Executive Summary



Studio Philo is different to other studios. We are employed full time by Great Yarmouth Borough Council. When you engage us to create beautiful designs, we are doing it for the passion of the medium and the love of the local area. For every time you commission us to complete a piece of work for you, we take out our wages and then reinvest the surplus money back into the community.

Doesn't it feel good to know that your getting what your business needs whilst giving back to your local community?

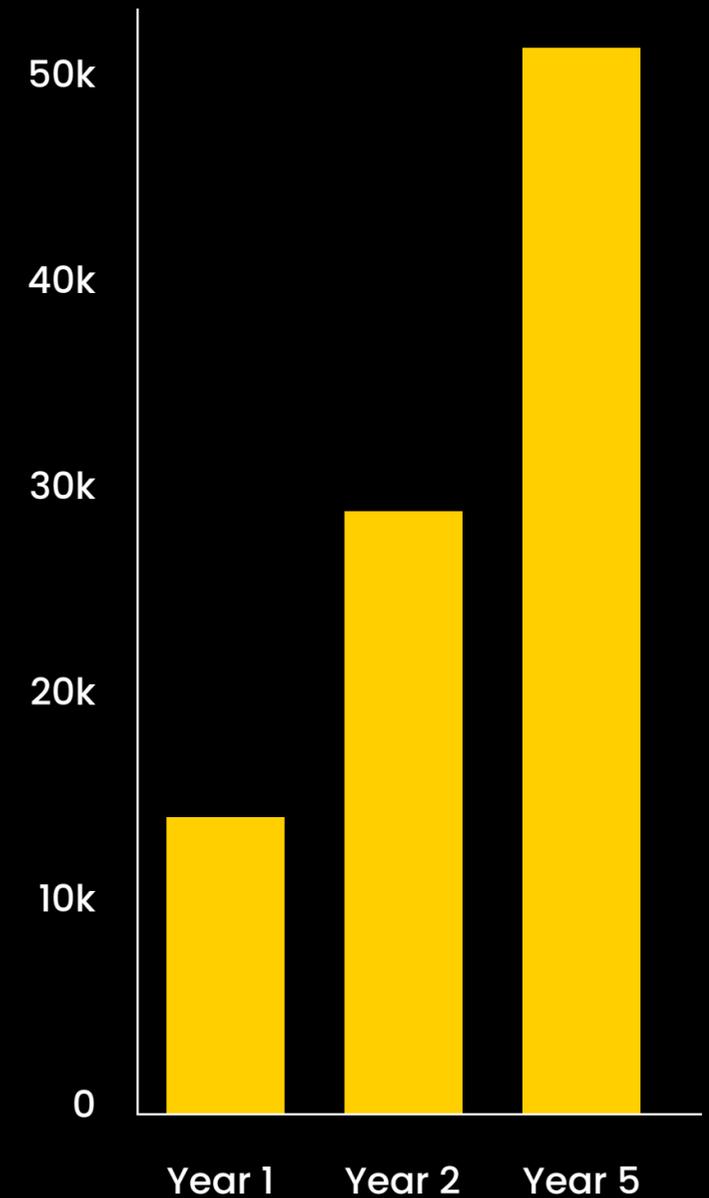
We are a multi-disciplinary studio which have a combined experience in many areas of design including branding, websites, printed materials and digital assets.

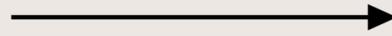
Right now, we at the beginning of our journey but have some pretty exciting plans for the future. We truly want to support the people and businesses that are local to area and have created payment plans which support this aim.

We hope that those from the tourism and hospitality sectors take up this rare offer but also want to work with those who have a vested interest in Great Yarmouth. The Borough is made up or a rich and diverse heritage and business landscape. For example, we are proud to offer and offshore port as well as one of the largest wind farms in the United Kingdom. These people chose to locate their businesses in Great Yarmouth because of it's links, reputation and spirit. I would hope they too would

want to give back to their working community rather than spending in way where the funds are absorbed by the business.

As employees for Great Yarmouth Borough Council, our first priority is the organisation it's requirements. This, however, does not mean we are not prepared for an abundance of work. We have been creating a network of local talented creatives who will be able to assist should the need arise. They have also signed up to our ethos of giving back to the community in such a way which enhances, not only people's lives, but the cultural and artistic reputation of the area.

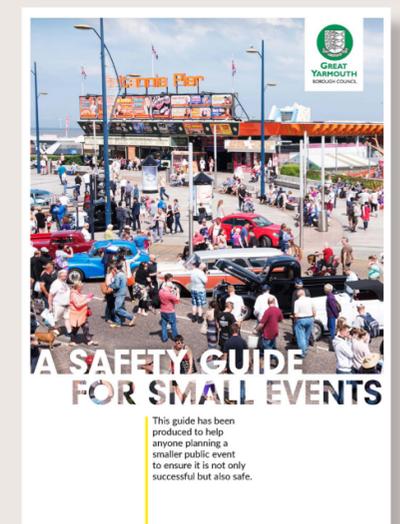




Portfolio

Just a handful of our designs can be viewed to the right. We have completed branding work for major projects including, The Waterways, Equinox and The Marina Centre. We have also created a number of websites, posters, and digital materials which can all be seen on our Behance website by clicking the dot. What is special about our designs and designers is they solve problems in the most appropriate and unique way. Design is not just something you do; it is who you are and here at Studio Philo we embody that sentiment. When we look at problems, we think about how solutions can be designed to make the maximum impact. Remember the quote from the contents page? You may think you just need a faster horse. We want to introduce you to the car.

View full portfolio





Meet the Team

The design team is made up of two full time designers. Gary Philo joined Great Yarmouth Borough Council in 2019 after many years in the industry and recently receiving his Masters in Graphic Design from Falmouth University. Soon after being appointed into the role he saw an opportunity to create a new type of design studio which would benefit the people who employed him. After establishing himself in the role and winning a notable mention from Adobe, the industry specialists, he began searching for a Junior Designer to further his plans for a community focused design studio.

Lauren Meiszner Joined the team in 2021 having gained a first-class honours in her Bachelor of the Arts (BA) in 2019 at the renowned Norwich University of the Arts. Employed for her imaginative ideas and shared interest in working for the community, she is an asset to the team. Both are now focussed on the same goal – Creating for the community. This is our mission statement which drives us in everything we do.





we create for the community



Studio Philo is made up of a family of public sector designers who create for the community. Although employed by local government, we provide our services externally. As cultural storytellers we work with our clients to explore their history, heritage and journey in a way that benefits both the brand and wider community. We also use

excess profits to reinvest in a way which allows for a richer, enhanced society. The team consists of diverse visual creatives and we pride ourselves on our honest values and strategic approach. This, paired with our extensive knowledge and experience, creates considered and beautiful problem-solving designs.

Marketing

It is clear from the SWOT analysis of the business that we have a lot of strengths and nothing to lose by embarking on this adventure. Because salaries are already covered under the employment of Great Yarmouth Borough Council we are uniquely placed to test the water to see if the business is plausible – If we get no work, we are still paid and still take home a wage. I think this really helps in terms of talking with potential clients. We wont be desperate for work and will be able to charge and discuss a fair price.

Like everyone else, we do have weaknesses. Fortunately, we are part of a council which usually has a solution to these. For example, we employ Business Advisors, Comms and Marketing professionals, Project Managers etc. This means that, although we might not have the answers, we know someone who will. I think this actually provides a strength because we are able to provide our potential clients with a holistic response in which we can enrich their experience by providing a multi-faceted solution.



Strengths	Weaknesses
Communication Team Work Design Thinking Branding Problem Solving Proficient Experienced Approachable Non-Pushy Skilled Passionate USP Price Low risk of redundancy for staff	Business Knowledge Small Network Public Sector Council Employees Lack of Commercial Experience Customers don't designate where their money is spent.
Opportunities	Threats
Work with Public Sector Bodies Work with Tourism and Hospitality Trades Design packages - Monthly and Annually Development through Print Room Expanding offer with existing Marketing colleagues Tenders through charity works or Lottery funded projects Growing economic sector Start Ups through Business Advisor	Ongoing Council work Buy in from potential customers Building a porfolio of external work Freelance / bid websites may be cheaper Negativity from local design based businesses Low uptake High uptake





Getting Social



There is no pressure for us to gain customers which puts us in a unique position in which we can take our time, grow our following and choose clients who align with our companies goals.

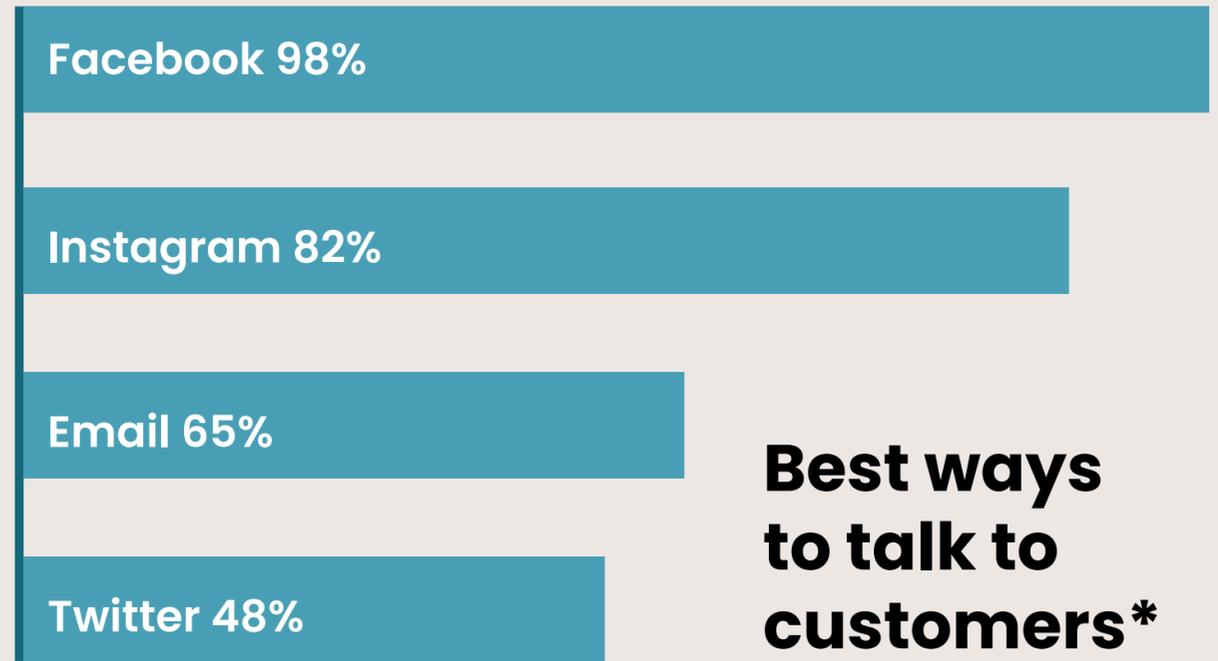
For that reason, we will not be usnig paid for services and will use social media platforms to expand our reach.

Research shows that Facebook and Instagram are the best way to talk with potential customers. We will also create a Behance portfolio and a strong LinkedIn network of fellow creatives and customers.

We will employ a four tiered approach to our online activity which focuses on one of the below areas:

- Awareness
- Engagement
- Conversion
- Consumption

Meaningful metrics will be tracked to ensure our goals are being met and to see what is working with our chosen business sectors.



Best ways to talk to customers*

Business Objectives	Social Media Goal	Metric(s)
Grow the brand	Awareness	Follows, shares etc
Turn customers into advocates	Engagement	Comments, likes etc
Drive leads and sales	Conversions	Website clicks, email signups etc
Improve customer retention	Consumption	Testimonials, Social media sentiment, CRM, ave response time

*According to US SMB professionals Sep 2017

Customer Personas



Tourism

Jurassic Journey

Spending power and patterns: **Low - Mid**

Challenges: **Standing out to tourists and helping people finding them.**

Solution: **Provide a new branding system which includes signage and marketing techniques to help them be found and identified.**



Hospitality

The Leahurst B&B

Spending power and patterns: **Low - Mid**

Challenges: **Consistent booking with yearly returns. Audiences are transient.**

Solution: **Create a dedicated website with an integrated platform for booking. Explain and develop a CRM tool for the owners to use.**



Energy

Peel Ports

Spending power and patterns: **Mid to High**

Challenges: **Being identifiable as the local arm of business and engaging with population in area.**

Solution: **Create a unique logo under existing brand which highlights location. Build a following through engagement with locals at events and through socials.**



Other Public Bodies

Heritage Action Zone

Spending power and patterns: **Mid**

Challenges: **Local HAZ officers do not have skills to create documents / products under branding.**

Solution: **Offer design services to help implement brand guidelines and suggest ways in which brand recognition can be developed.**

The Competition

Of course, we are not really reinventing the wheel. Public sector has been around for a long time and has always had design needs. Currently, this role is filled by private design studios. One such as Design 102, who have worked with more than 100 public sector bodies. They have built up a trusted working relationship within the industry and continue to produce eye catching pieces of work. Although a competitor, their unique selling point

of working mainly with the public sector fills me with hope that there is enough work out there to fulfil our dreams. Design 102 have a loyal customer base but when faced with using a design service which gives back to the community, I am not sure who they would choose. What I can say for certain, is that if we were viewed on a level playing field our 'creating for the community' philosophy would make us stand out.

The Oxford-Cambridge arc is a globally significant area, home to scientific innovation and economic opportunity.



social media campaign encouraging survivors of sexual abuse to reach out for support.

"Design that makes a difference"
- Design102

Some of the clients they work with:



Finances

	Salary	On costs	Total	Hourly Rate Internal	Hourly Rate External	Profit	Day Rate
Senior Designer	£34,728	£8,147	£42,875	£24.86	£49.71	£24.86	£372.83
Junior Designer	£25,991	£4,903	£30,894	£17.91	£35.82	£17.91	£268.64

Year 1						
	Hourly Profit Rate	% of Fee Time	Hours Worked	External Work Time Per Week	Yearly Hours	Potential Income
Senior Designer	24.86	20	37.5	7.5	330	£8,203.80
Junior Designer	17.91	20	37.5	7.5	330	£5,910.30
					Total	£14,114.10

Year 2						
	Hourly Profit Rate	% of Fee Time	Hours Worked	External Work Time Per Week	Yearly Hours	Potential Income
Senior Designer	24.86	40	37.5	15	660	£16,407.60
Junior Designer	17.91	40	37.5	15	660	£11,820.60
					Total	£28,228.20

Year 5						
	Hourly Profit Rate	% of Fee Time	Hours Worked	External Work Time Per Week	Yearly Hours	Potential Income
Senior Designer	24.86	40	37.5	15	660	£16,407.60
Middleweight Designer	21.14	80	37.5	30	1320	£27,904.80
Junior Designer	17.91	20	37.5	7.5	330	£5,910.30
					Total	£50,222.70



“Nationally, the average cost of graphic design is £60 to £180. Graphic design rates are generally influenced by the experience of the designer and the extent of the graphic design project, as well as the type of project.”

- bidvine.com

This is a new venture for us at Great Yarmouth Borough Council and we are realistic in our goals and how quickly things will develop. In our first year we have allocated just one day a week each for the Senior and Junior Graphic Designers. This means that we can continue to provide the excellent high service expected from our colleagues whilst dipping our toe into the commercial world to see if our efforts would create a viable return. If successful, we hope to increase

our work externally, allocating 40% of our time or 2 days a week. The potential yield from this activity is £28,228.20. This would allow us to expand our team and free up the newly created, Middleweight Designer, to focus on everything external. With 3 members in the team and a new realised capacity, we would then have a potential profit of £50,222.70. Please note, that in these calculations our salaries are covered by the external client.



Open and Honest Pricing



Non-Profits

Tourism and Hospitality

Energy

Other Public Bodies

Centre 81

The Leahurst B&B

Peel Ports

Heritage Action Zone

Spending power and patterns: **Low**

Spending power and patterns: **Low - Mid**

Spending power and patterns: **Mid to High**

Spending power and patterns: **Mid**

50% Profit
SD - £37.28
JD - £26.86

100% Profit
SD - £49.71
JD - £35.82

150% Profit
SD - £62.15
JD - £44.77

100% Profit
SD - £49.71
JD - £35.82

**Sample
Quote**





philo

Thrigby **Logo Redesign** Sample Quote

Current Logo and Brief



About

Thrigby Hall Wildlife Gardens, near Great Yarmouth have 250-year-old landscaped gardens, a play area and superb willow pattern garden.

Renowned for its collection of Asian Mammals, birds and reptiles in the pleasantly landscaped grounds and gardens of Thrigby Hall.

Attractions for all age groups include Snow Leopards, rare tigers, gibbons, deer otters, crocodiles in a swamp house, aviaries, waterfowl, gift shop & cafe. Tropical & forest houses give good all-weather cover.

There are several play areas for children and parking is free.

Brief

Thrigby Hall was built in 1736 and the gardens were opened in 1979 as a zoo by the then owner, Ken Sims.

The attraction, based in Thrigby, Great Yarmouth, is popular with visitors of all ages who are keen to see the vast array of asian mammals, birds and reptiles.

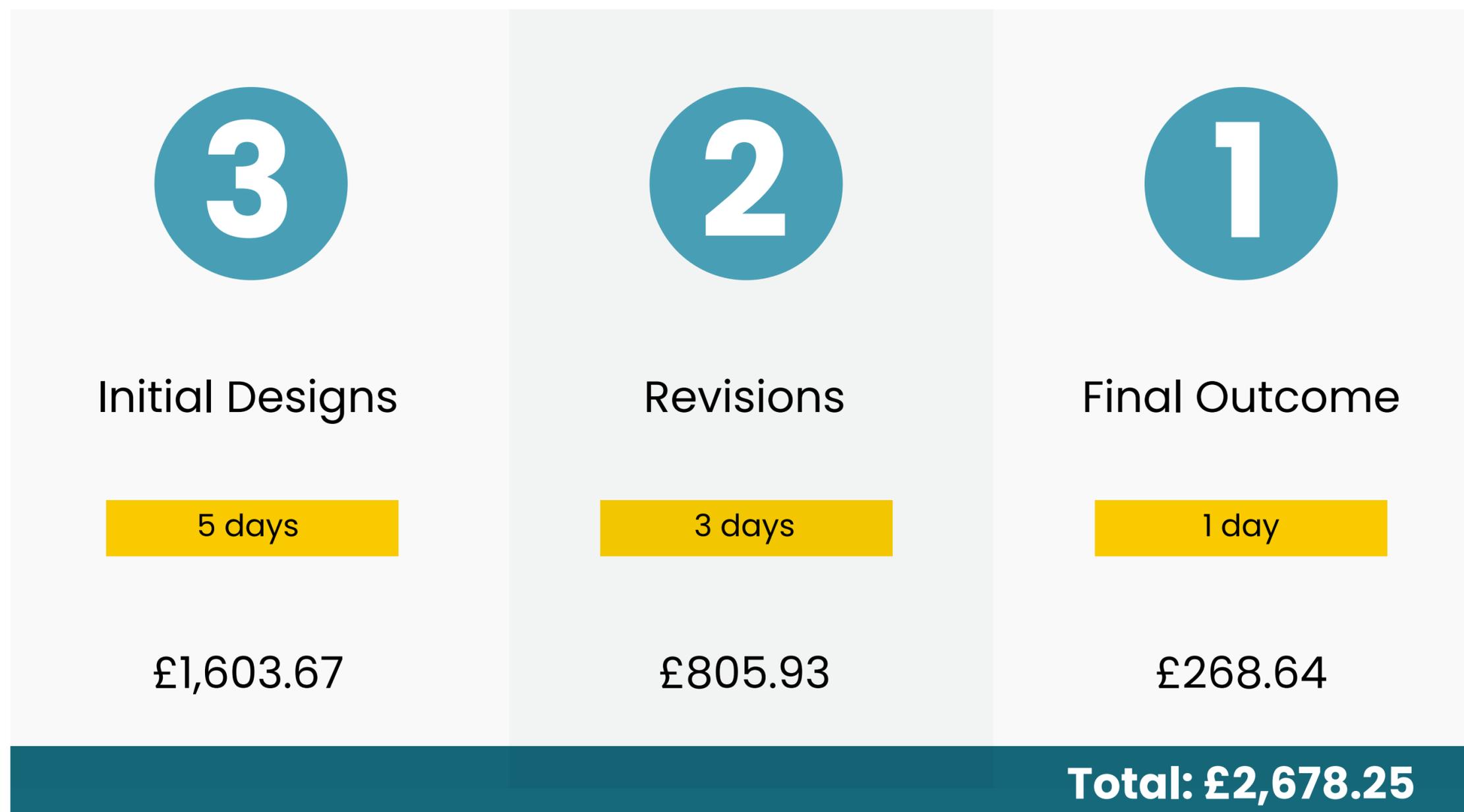
The current logo needs updating to attract more visitors and to encompass the heritage of the site.

The logo needs to show how the wildlife gardens differ from other zoos in the area, such as Africa Alive.



*Valid for 30 days from 11/06/2021

How **much** and what **for**?



£1,339.12 will be reinvested back into the local community

Expanding The Brand

Additional Work	Time	Estimate of works
Guide Book	3 days	£805.93
Paper Maps	3 days	£805.93
Gift Vouchers	1/2 day	£134.32
Season Tickets	1/2 day	£134.32
Adoption Certificates	1/2 day	£134.32
Wayfinding / general signs around the park	3 days	£805.93
Wayfinding banners	3 days	£805.93
Sign outside park	1 day	£268.64
Information boards about animals etc	3 days	£805.93
Website	5 days	£1,343.22
Social Media assets	ongoing	£67.16
Uniform	1 day	£268.64
Cokatoo Cafe	2 days	£537.29
Stamp Trial	2 days	£537.29
TOTAL	27.5 days	£7,454.85

£3727.42 will be reinvested back into the local community.

*Please note this does not include materials which will be discussed if approved.

*Please note all prices indicated are without VAT.

A note on Copyright

*Our intellectual property is of the utmost important to us. We create in a digital world of ambiguity. For that reason, we keep stringent copyright processes.

As part of a contract with a customer, we will agree transference of copyright and advise on trademarks and patents.

Copyright exists at the birth of an idea and any attempt to use an idea before the handover will be deemed an infringement and legal action sought.

**We want
you to
use our
designs.***



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Thank You

Ultimately, we get to do the thing we love because of people like you.

As designers we dont just make logos. We have a mind set and skills which enables us to look at problems from a unique viewpoint.

Even if you want a faster horse, we may suggest a car.

philo™

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