

Graphic Design

Visual communication to inform and inspire



LICHFIELDS





LICHFIELDS

Lichfields is the pre-eminent planning and development consultancy in the UK

We've been helping create great places for over 50 years.

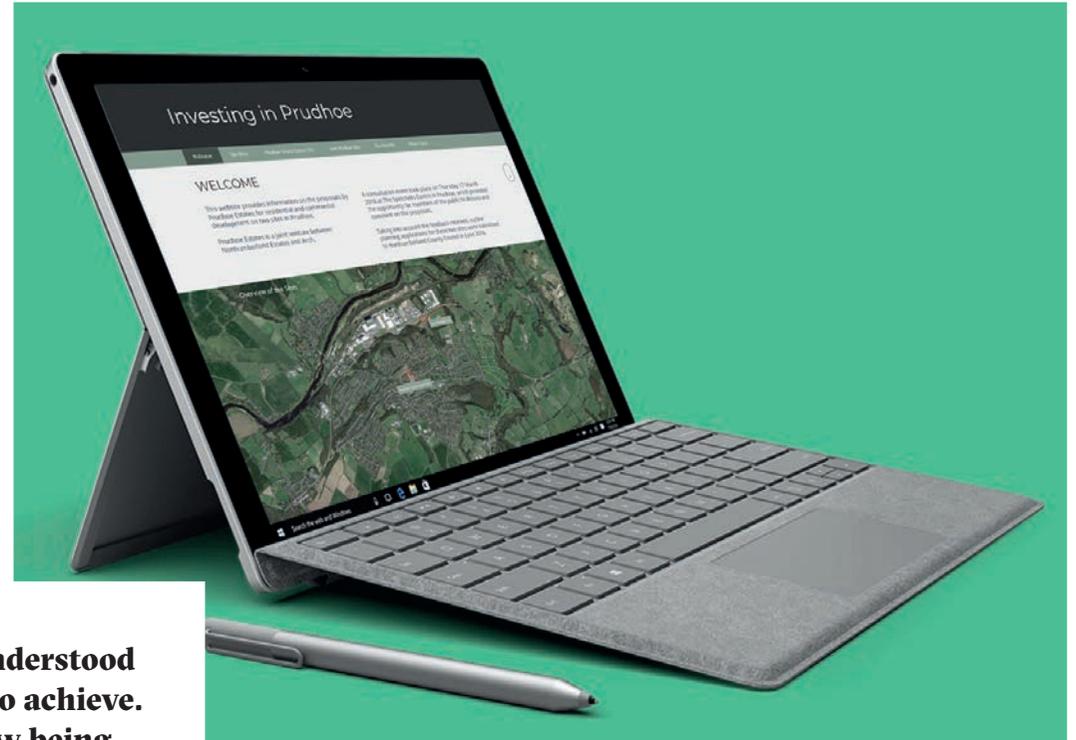
[lichfields.uk](https://www.lichfields.uk)

 [@LichfieldsUK](https://twitter.com/LichfieldsUK)

Graphic Design

Great ideas and engaging design sit at the heart of what we do. With a strong focus on quality, innovation and efficiency, we know we can make the difference between success and failure for our clients.

Our wide range of digital and print services can help you to engage, consult or influence your stakeholders in the most effective ways. We specialise in making complex development messages easy to understand.



The designers at Lichfields really understood the brief and what we were trying to achieve. The results are fantastic and are now being widely used within Southwark. I wouldn't hesitate to recommend them.

Southwark Council

Graphic Design services

- | | |
|-----------------------|------------------------------|
| Animation | Presentations |
| Brand identity | Print management |
| Brochures and reports | Public consultation material |
| Digital design | Template creation |
| Infographics | Website design |
| Mapping and GIS | |



Public consultation

We create standout consultation materials, helping projects become noticed, valued and understood.

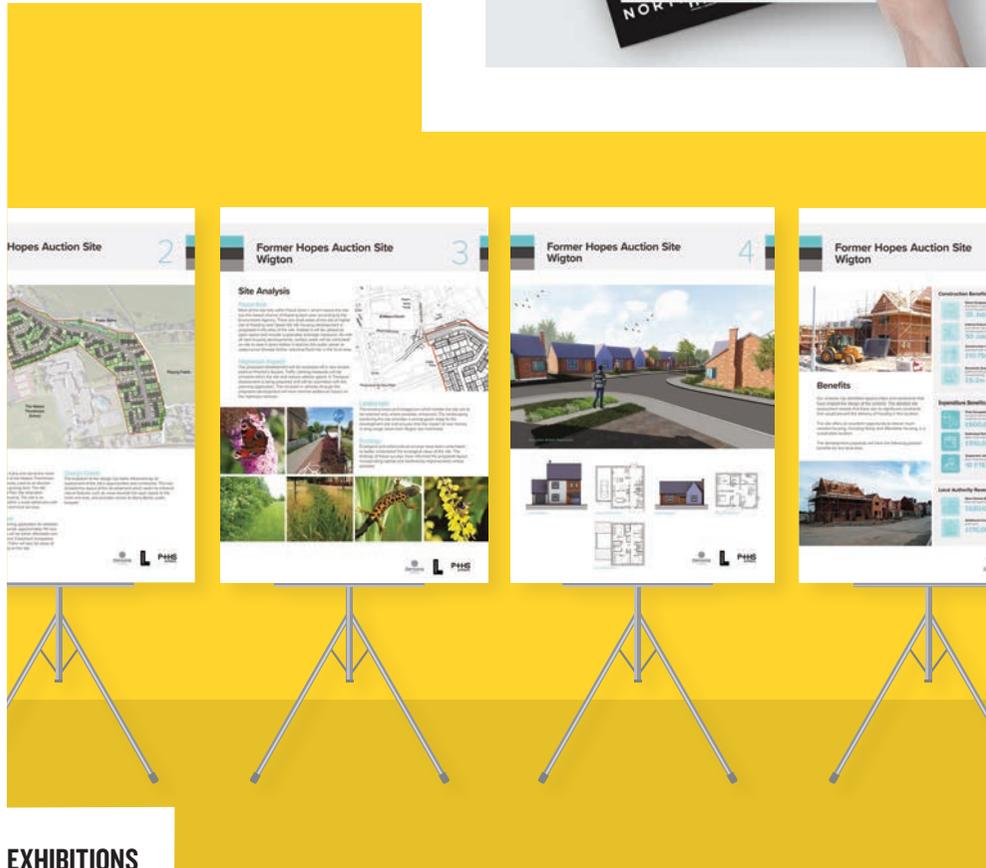


FEEDBACK FORMS



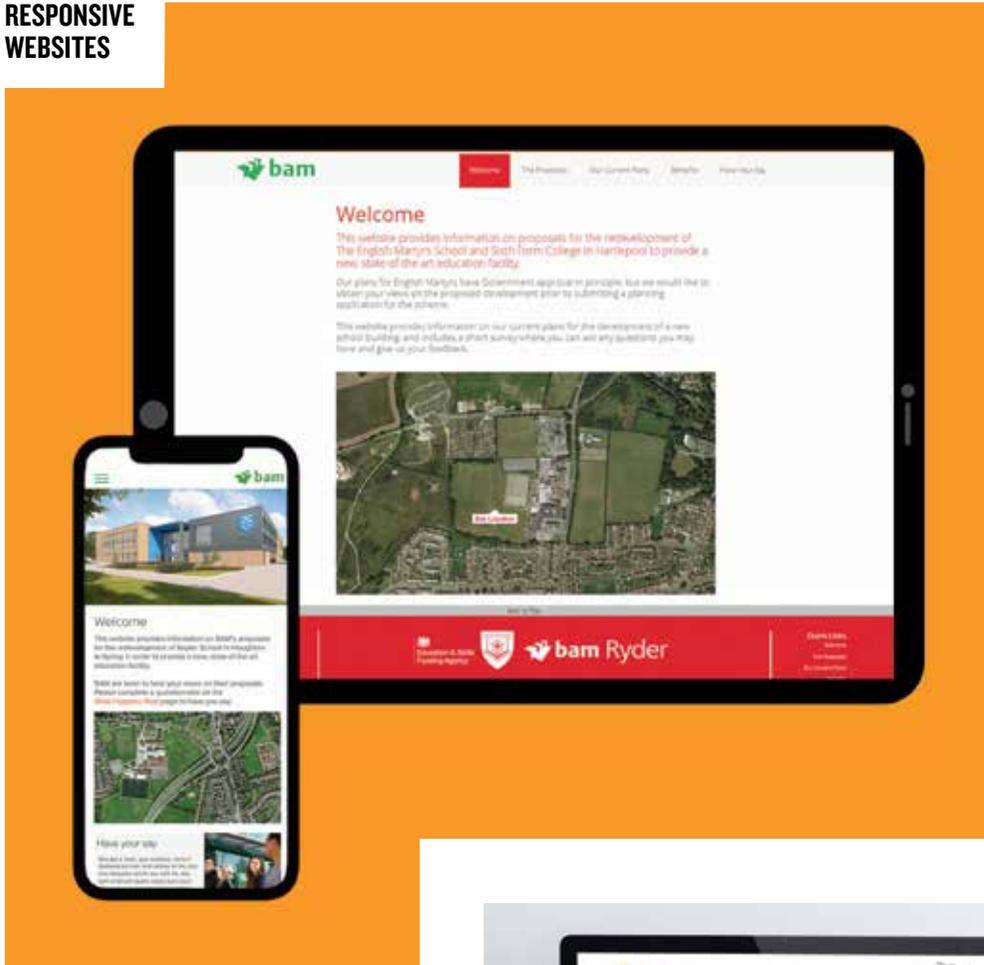
Brochures and reports

Our print designs and messaging make best use of the most appropriate formats to deliver the greatest possible impact.



EXHIBITIONS

RESPONSIVE WEBSITES

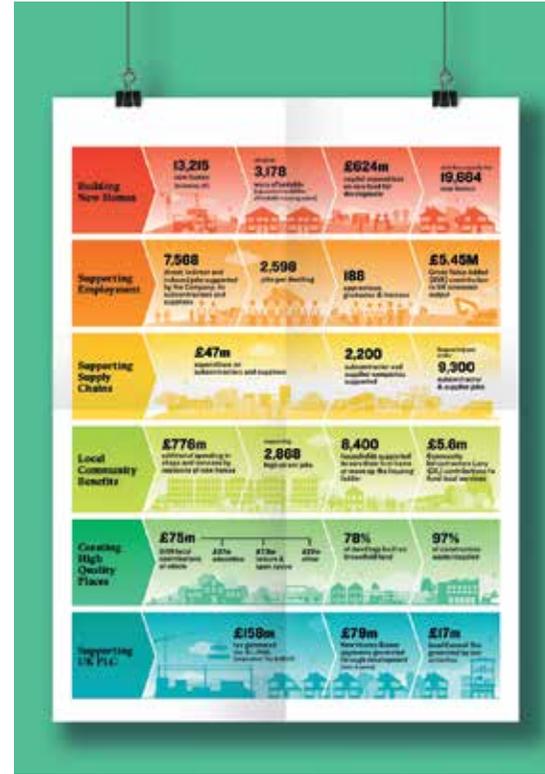


Digital design

We design and build websites, videos and interactive documents that support our clients' digital ambitions.



INTERACTIVE DOCUMENTS



Infographics

We transform rich and varied data into engaging infographics, using illustration and statistics.

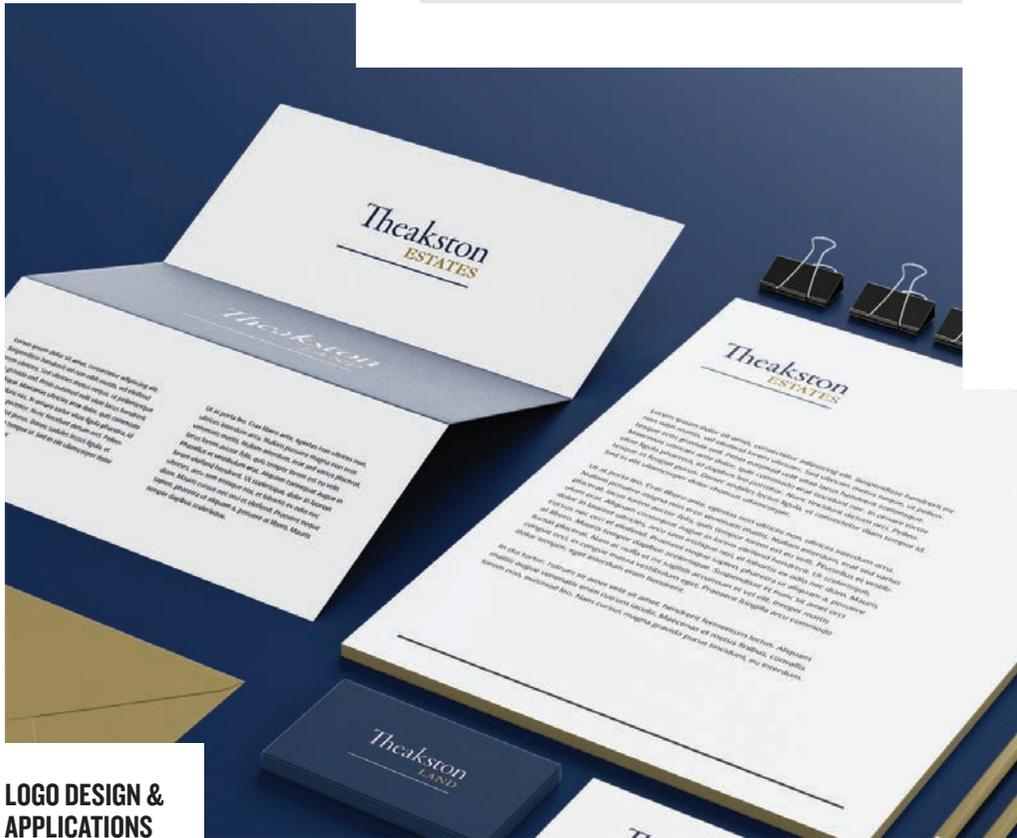
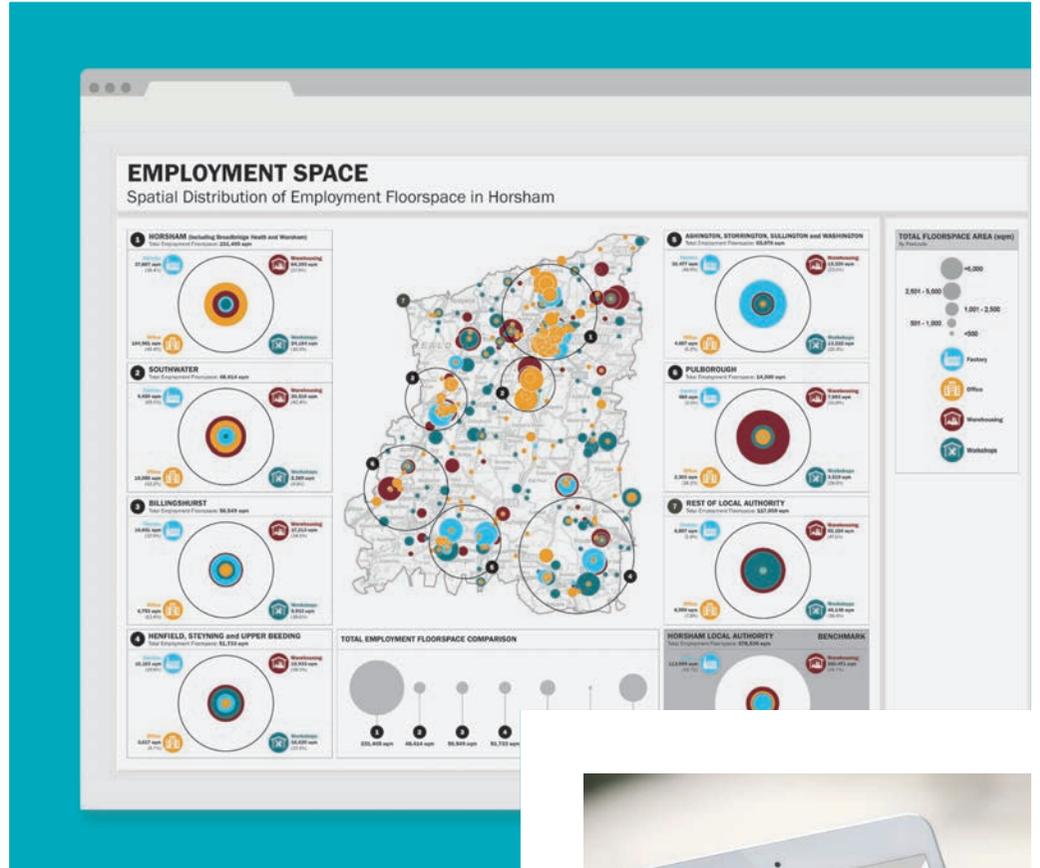


Brand identity

We'll take the time to fully understand your business, and create a brand that helps you to be seen and understood.



MARKETING MATERIALS



LOGO DESIGN & APPLICATIONS

Mapping and GIS

We have a passion for mapping and visualising data, with work that informs commercial decision making, from the macro to the micro.



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Case studies

Our work in Graphic Design

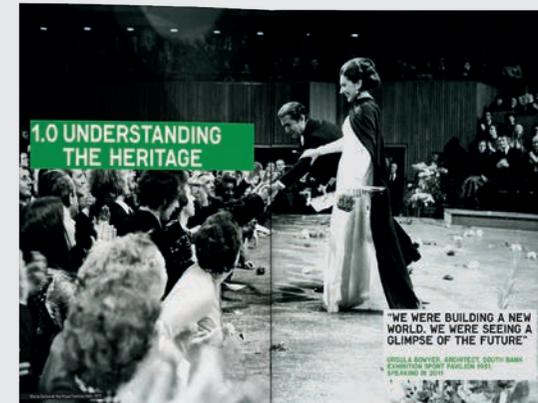
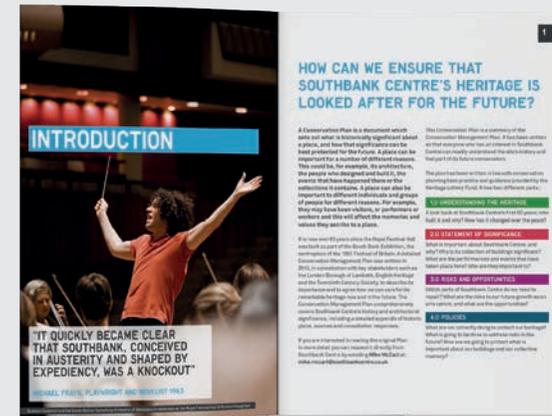
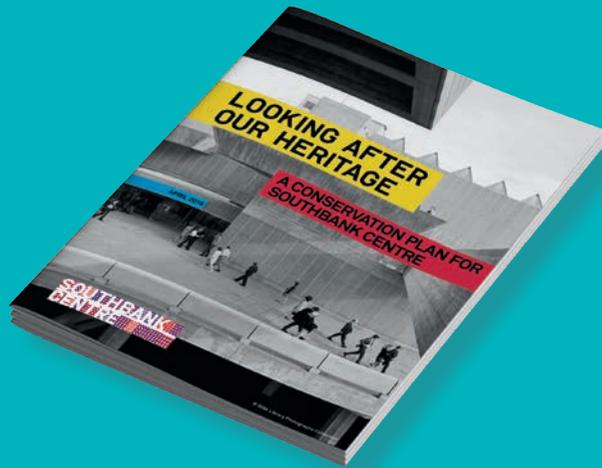


Brochures and reports

An accessible conservation plan

Client: Southbank Centre

Our heritage and graphic design teams were appointed to produce an accessible conservation plan for the Southbank Centre, highlighting the Centre's historic significance and how it can be protected for the future.

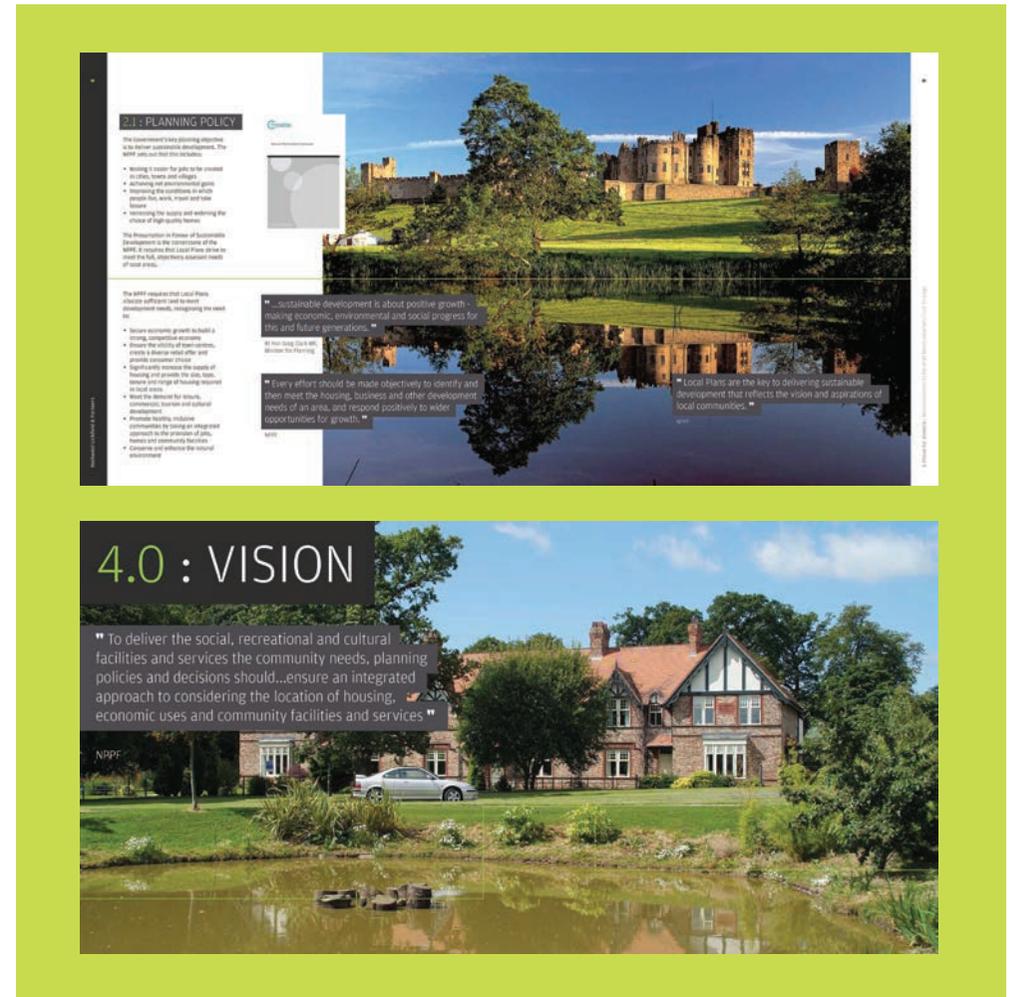
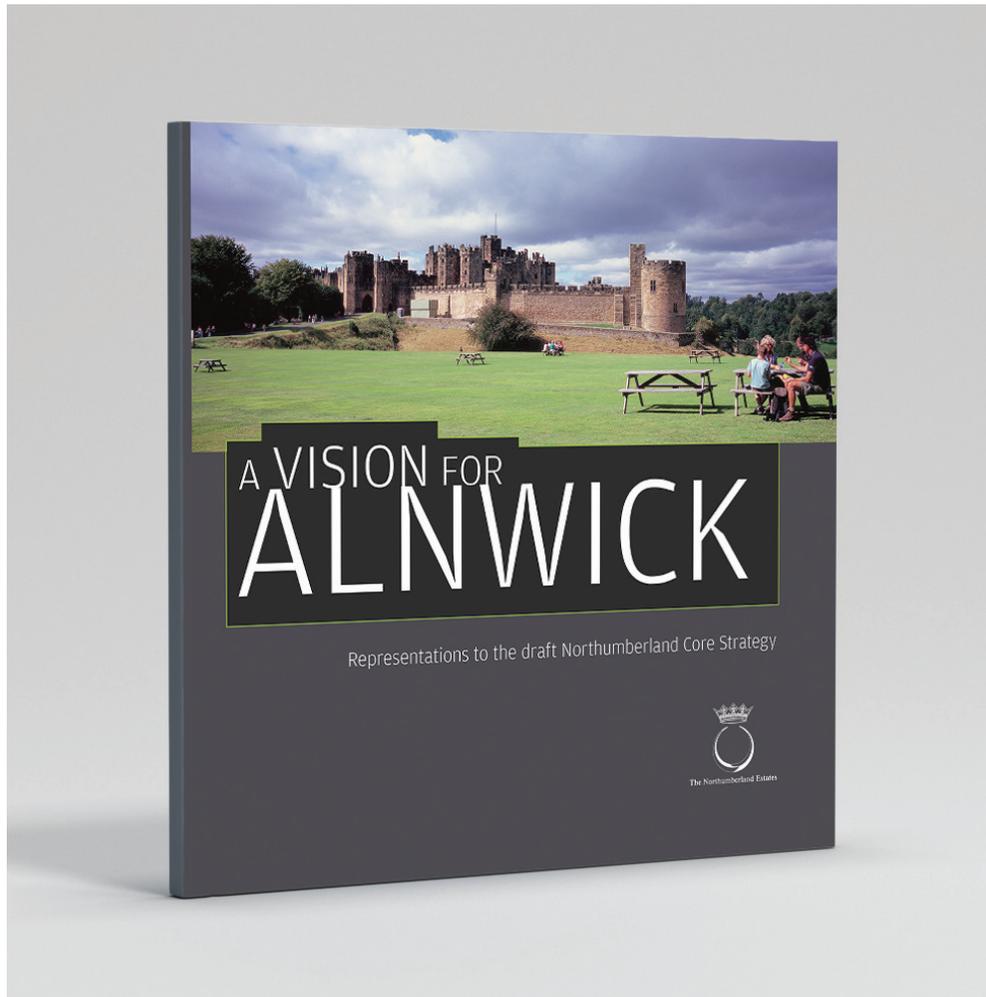


Brochures and reports

A vision for Alnwick

Client: The Northumberland Estates

We produced a vision document using an inspired modern design with a focus on strong typography. This was to raise awareness of the key issues facing Alnwick and to secure a sustainable future for the historic market town.



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Brochures and reports

Economic contribution report

Client: Landsec

We were approached by Landsec to communicate the scale and impact of what they do, and measure the full impact of their assets and activities. The result is a compelling corporate report.



Public consultation material

Ashley Park exhibition

Client: Notting Hill Genesis

We created a suite of six display boards including a leaflet to promote a public consultation event. The project, delivered by Notting Hill Genesis, forms part of the Ashley Road South masterplan.



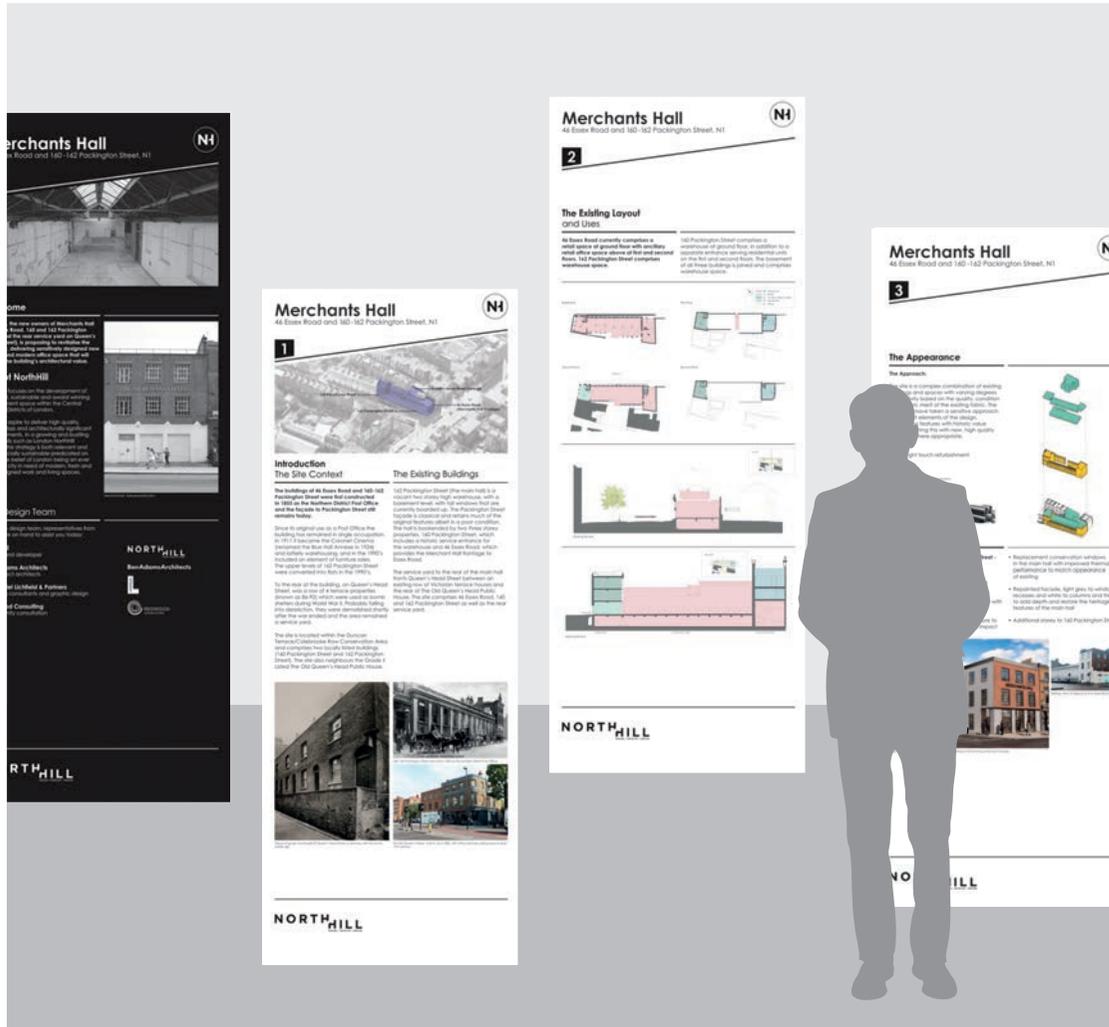
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Public consultation material

Merchants Hall public consultation

Client: NorthHill

Our challenge was to deliver a consultation experience to meet diverse stakeholder needs, providing easy access to information. We brought an authentic voice to the project, expressed across various channels.



Public consultation material

Finchale College, Durham

Client: Finchale College

A unique design project, in that the College didn't have an established in-house brand. The brief required us to incorporate typeface and colourways to compliment what small amount of branding that was available.



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Animation

Animation and motion design

Client: Various

Using the latest animation and motion design software, such as Adobe After Effects and Adobe Premier Pro, our graphic design team produce high quality professional videos to suit your needs, and tailored to your audience.

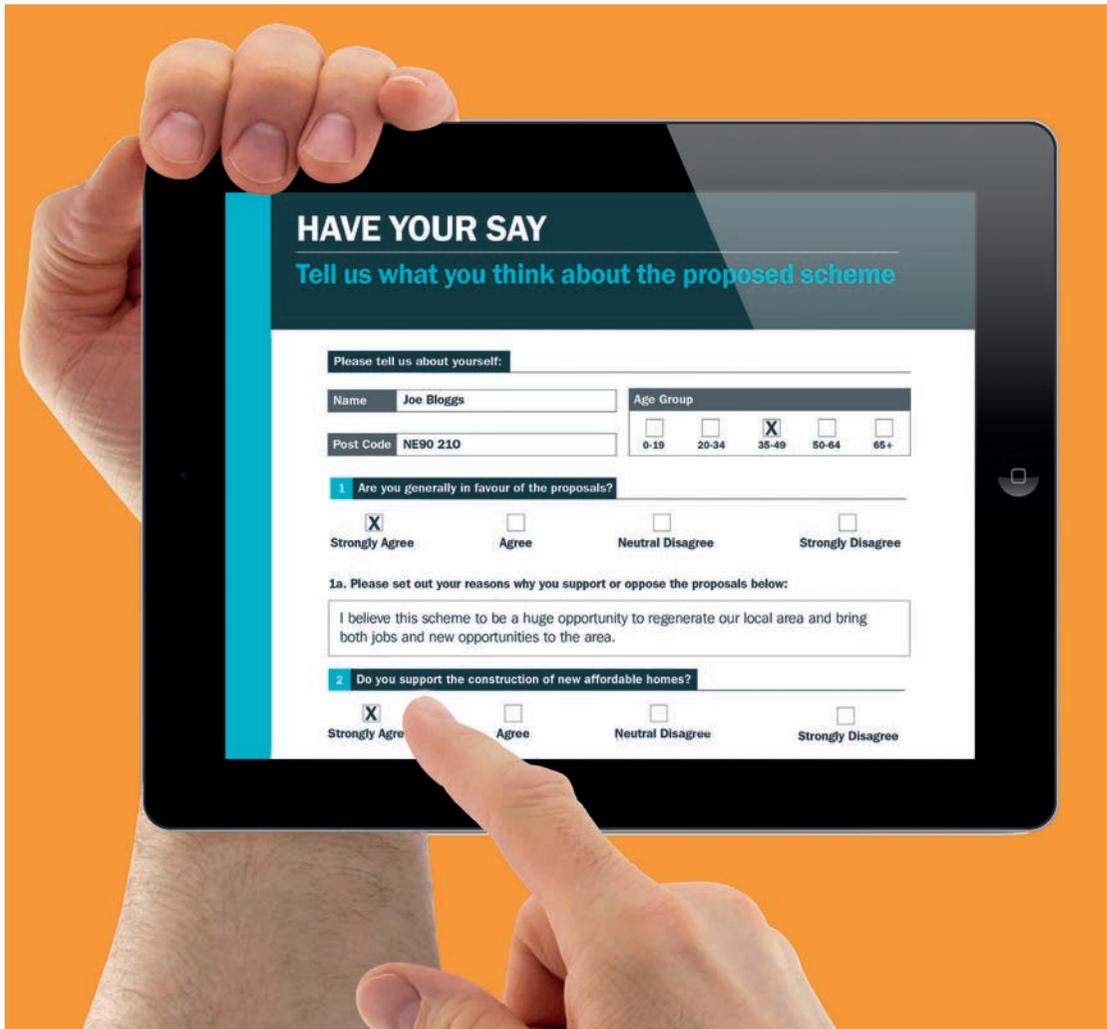


Digital design

Consultation and engagement questionnaires

Client: Various

Gathering feedback during a consultation is a vital part of the planning process. We design questionnaires, both digital and paper, which are intuitive and in-keeping with the scheme branding.



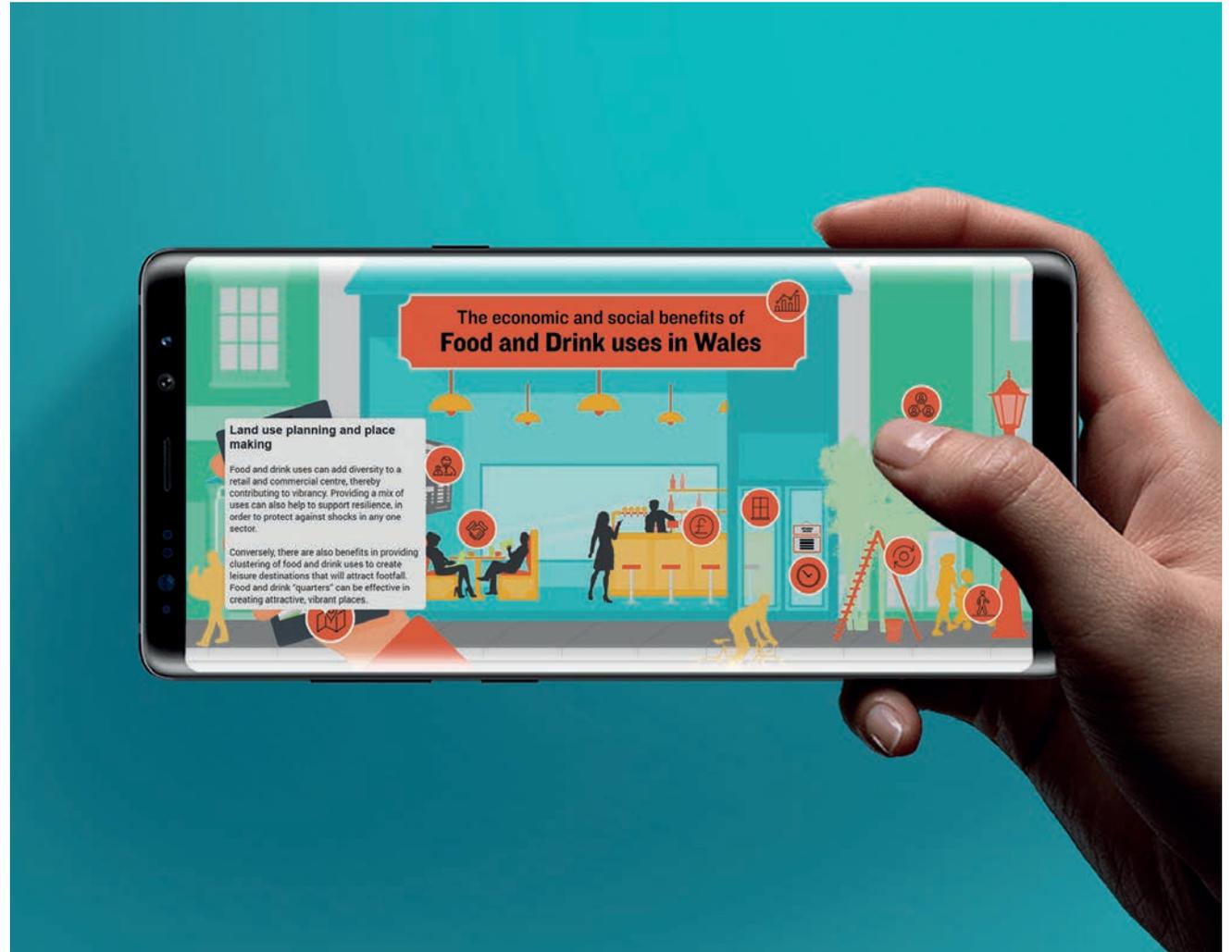
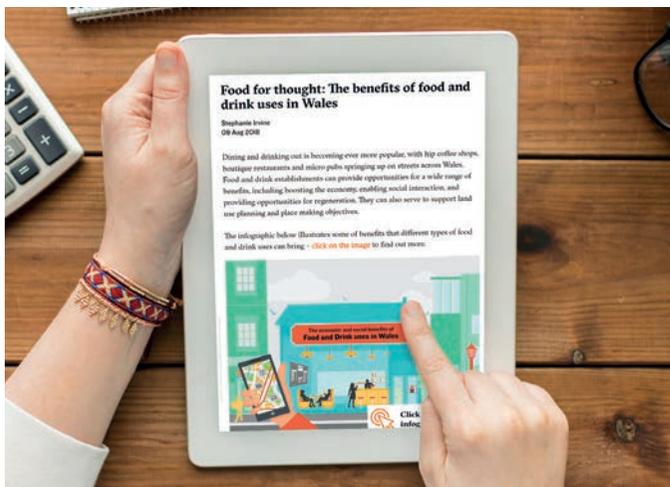
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Digital design

Interactive design

Client: Various

Turning complex data into effective, design focused visual communication pieces is a particular skill of ours. We can bring to life messages in a digital setting in way that print can't, with key facts and figures at your fingertips.

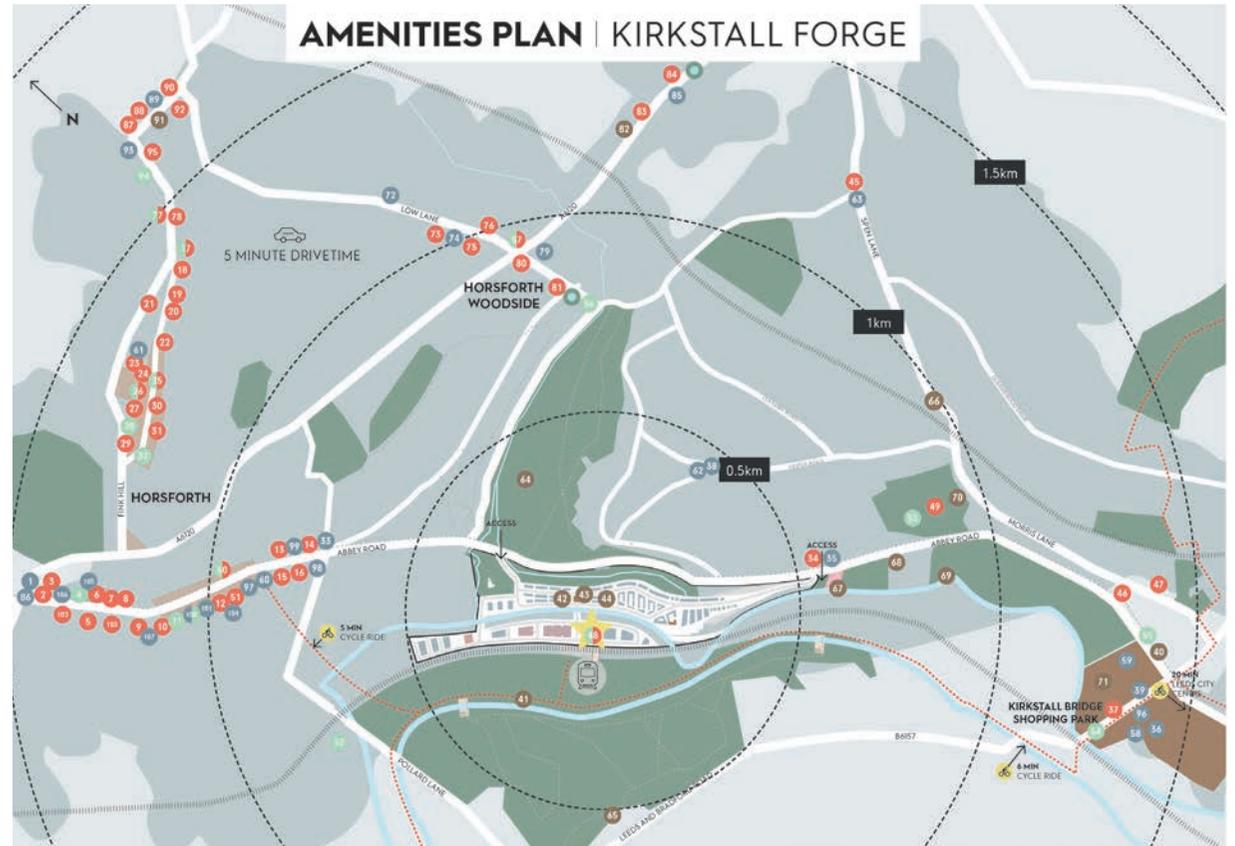
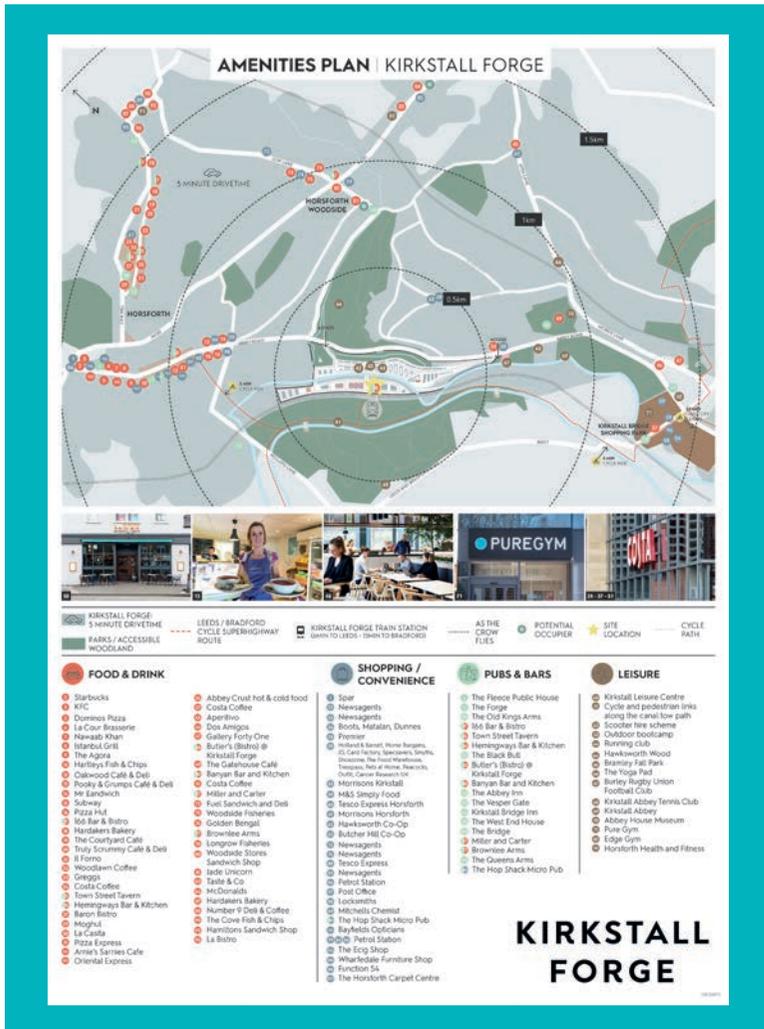


Mapping and GIS

Kirkstall Forge, Leeds

Client: CEG

We produced a map, which incorporated GIS data and built upon CEG's established branding for their Kirkstall Forge scheme. The map illustrates the location of over 100 amenity sites in and around the scheme area.



Mapping and GIS

High Farm, Killingworth

Client: The Northumberland Estates

We were tasked with producing maps in collaboration with Lichfields' GIS team to illustrate the site and its surroundings. The maps detailed services and facilities local to the site in Killingworth, North Tyneside.

02 SITE & SURROUNDINGS

The site is located immediately adjacent to the edge of Killingworth. The site comprises 10 hectares of agricultural land and is bounded by the B1317 to the east, landscaping and trees along the former railway to the south-west and High Farm and its surrounds to the north, with the A19 beyond. The site is visually enclosed by the mature woodland and road network.

The site is not subject to any landscape, wildlife or archaeological designations and lies within Flood Zone 1 (Low risk). Initial investigations have not identified any significant constraints to development.

The surrounding area includes the residential areas of East Killing and Sandstone Rise to the south, with the services and facilities of Killingworth Town Centre nearby. The road corridor immediately to the east of the site is agricultural land and the villages of Burston and Backworth.

Two bus stops are located close to the site, which offer a regular service to Killingworth, Newcastle City Centre, and the Coast. The adjacent former Waggonway forms part of a network of recreational footpaths and cycle ways.

- 01 Distance to Local Services & Facilities
- 02 Primary School(s)
- 03 High School
- 04 Sports Pitches
- 05 McDonalds
- 06 Post Office
- 07 Morrisons Store and other shops and services
- 08 Matalan
- 09 Killingworth Lake
- 10 The Lakeside Leisure Centre
- 11 Doctor(s)
- 12 Hillheads Farm Shop and Groceries
- 13 Waggonway Recreational Route
- 14 Stephenson Industrial Estate
- B Bus Stops



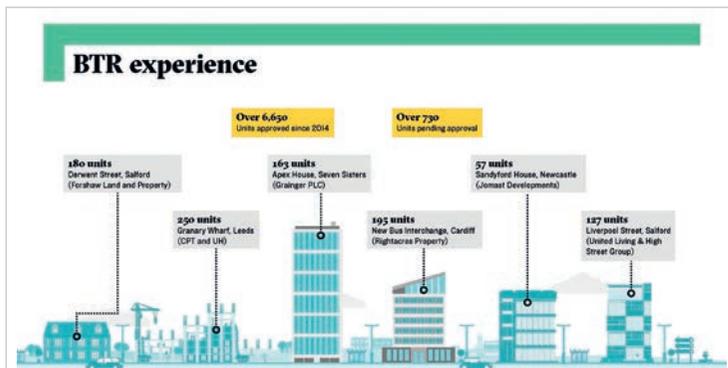
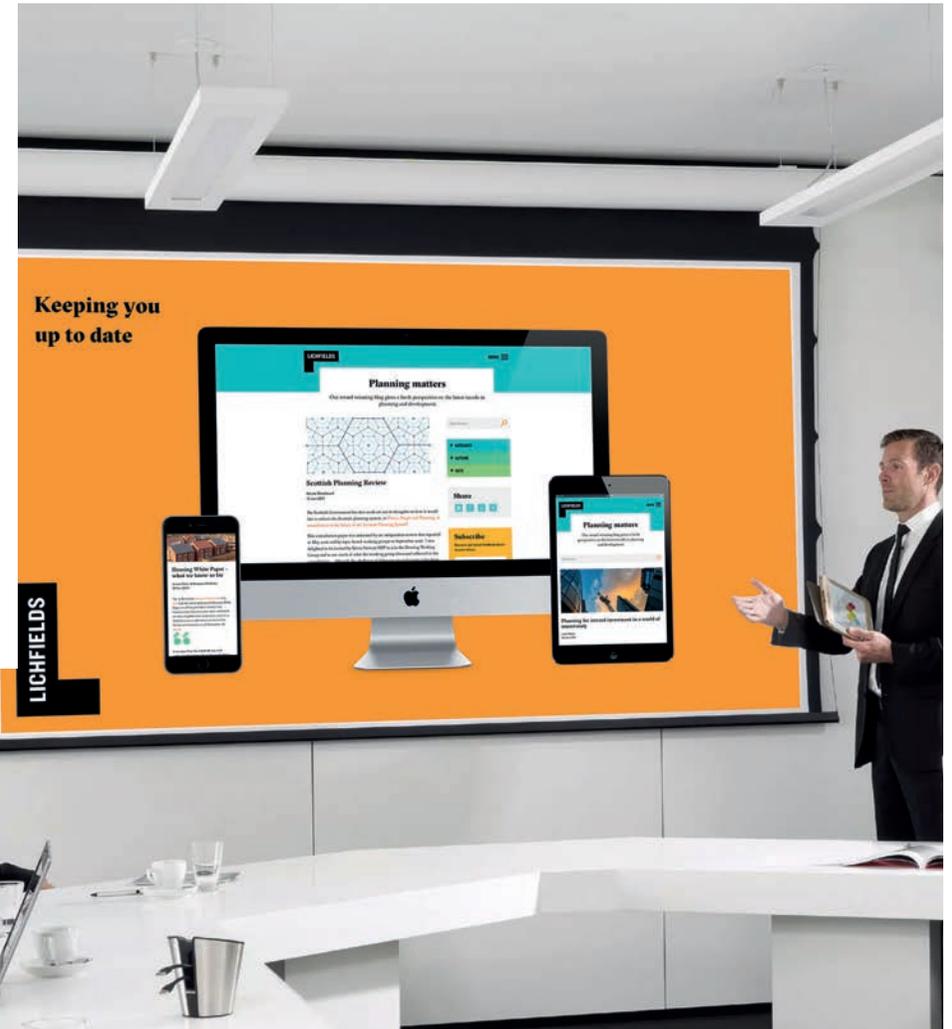
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Presentations

PowerPoint design

Client: Various

We design clear, compelling and engaging PowerPoint presentations that carry your message concisely and help do the hard work for you. Whether you need a static or moving image slide deck, we have a range of design options to offer.



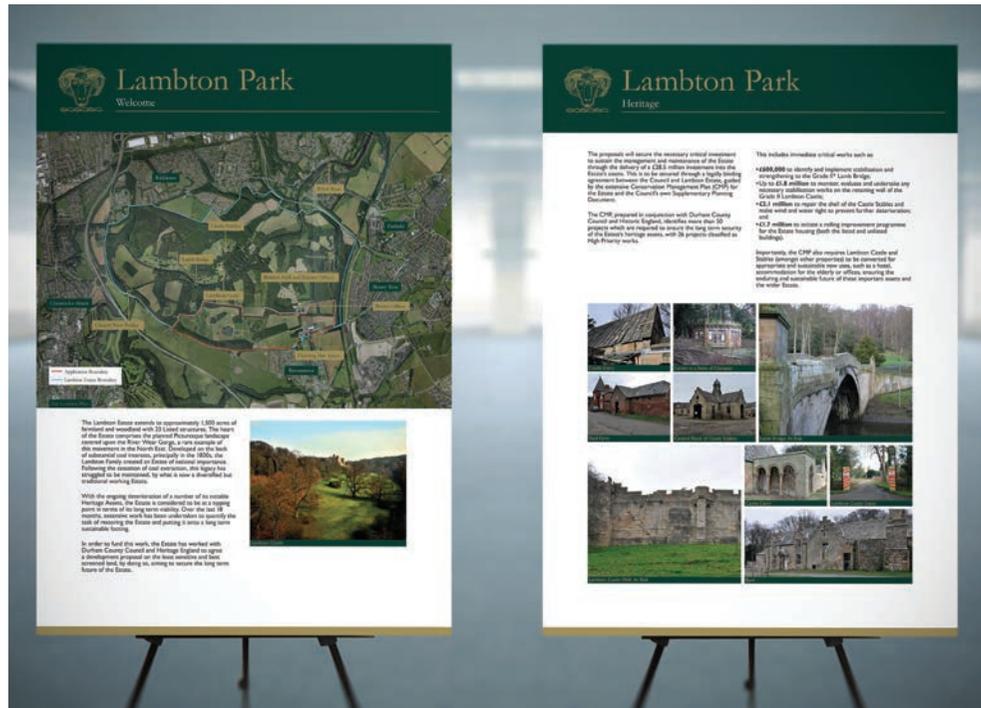
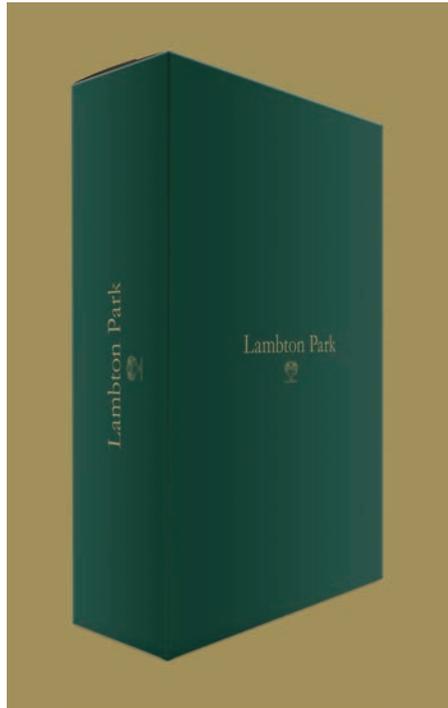
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Print management

Lambton Park

Client: Theakston Estates

Our graphic design team managed a series of printed materials to support the planning application for Lambton Park. Using our expertise in print management, we took a suite of items from design to final completion.



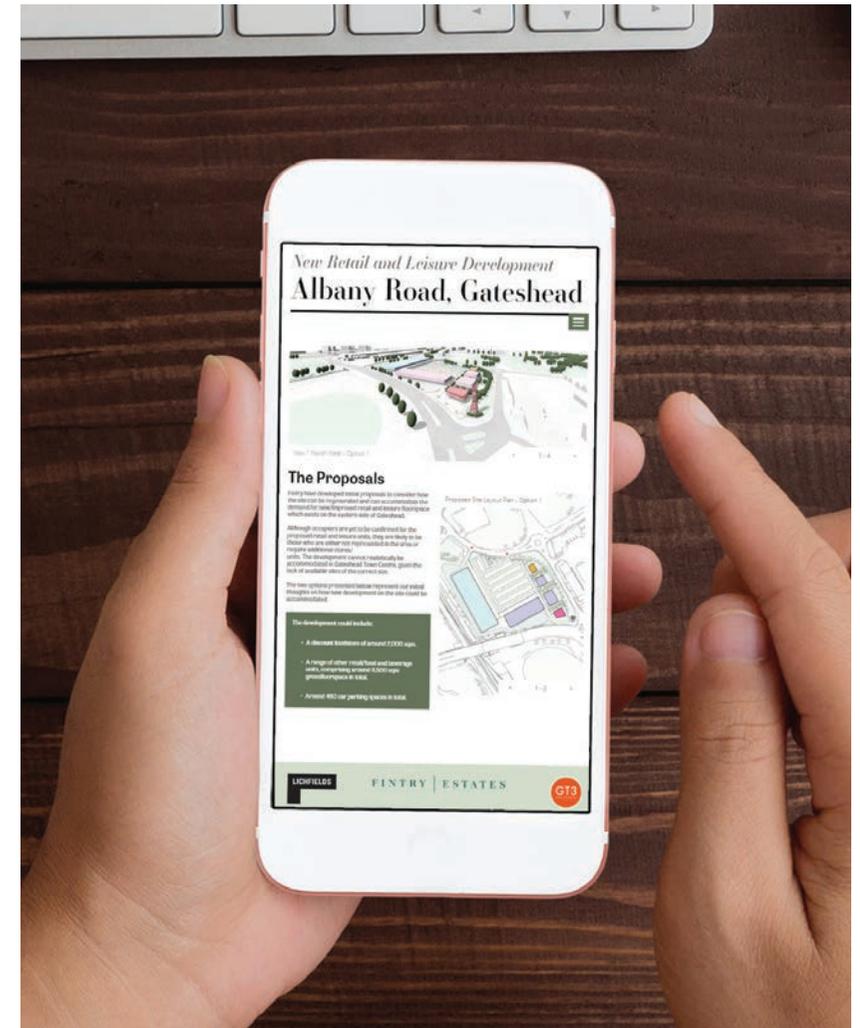
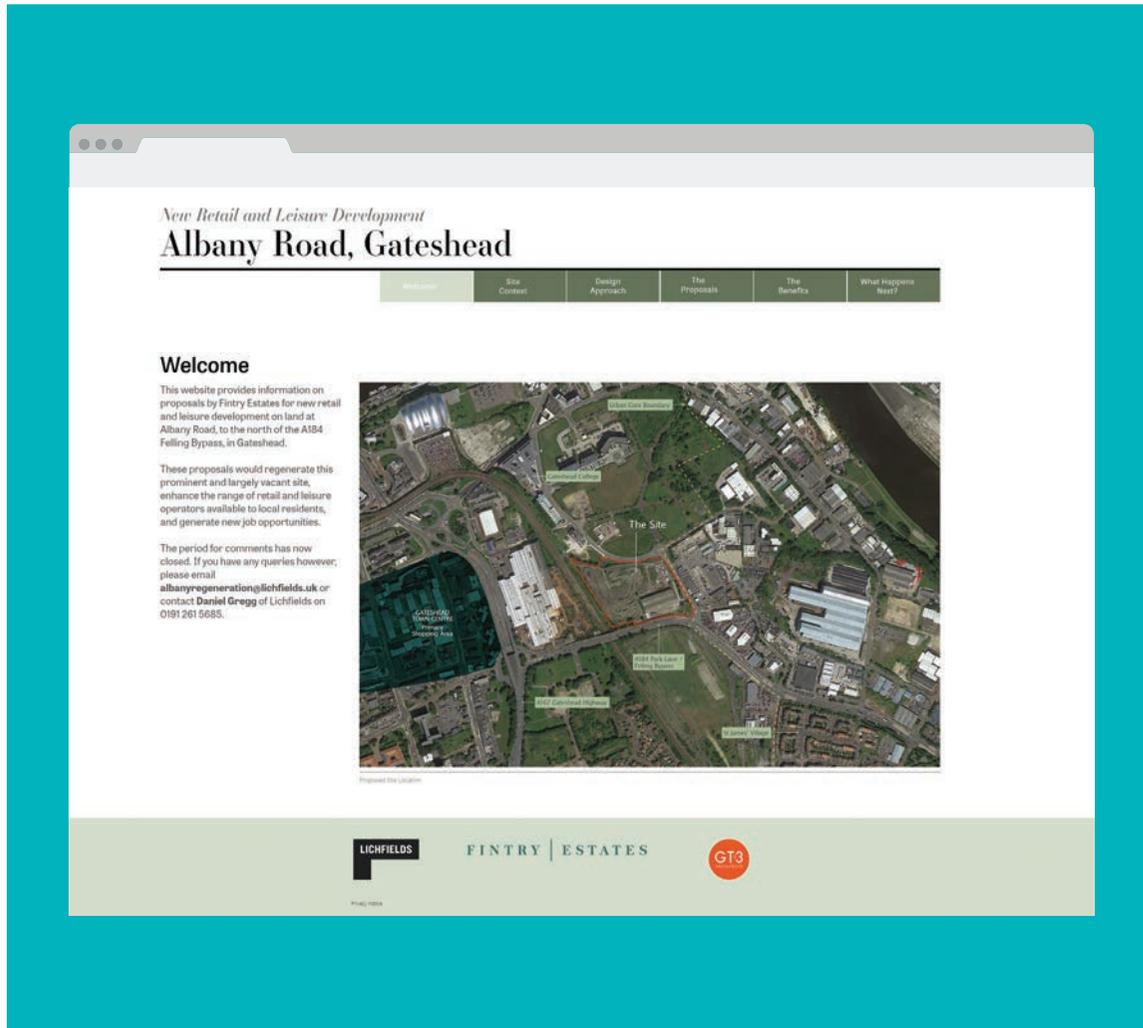
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Website design

Albany Road, Gateshead

Client: Fintry Estates

We created a website to support the content of the public consultation material we produced for Fintry Estates. The clean and elegant brand is reflected throughout the responsive design.



Website design

Prudhoe, Northumberland

Client: The Northumberland Estates

One of a number of consultant websites we have produced for Northumberland Estates. The site was fully responsive - viewable from the scale of an old iPhone to a modern high resolution 4k desktop screen.



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Brand identity

Theakston brand elements

Client: Theakston Estates / Theakston Land

Our objective was to create a minimal and elegant looking logo which could be easily adapted to work under the main Theakston Estates brand as well as the Theakston Land sub-brand, using rich colours and a clean, classical typeface.



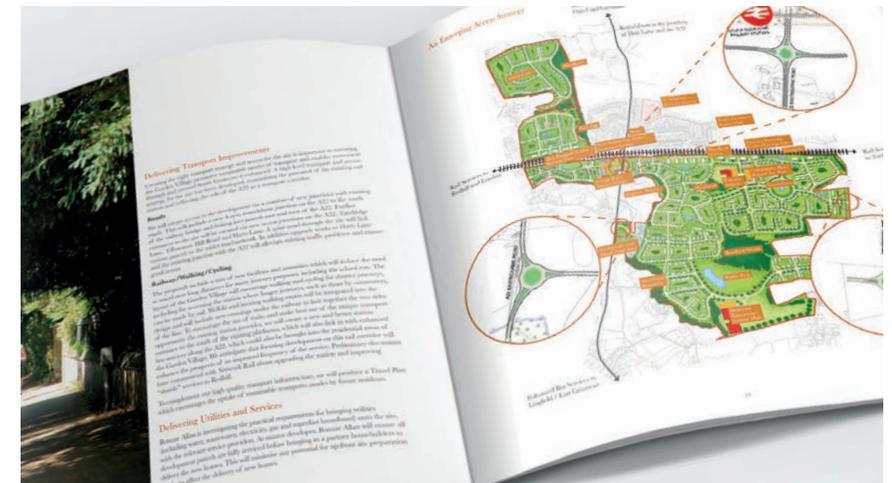
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Brand identity

South Godstone vision document

Client: Bonnar Allen

We created a visual identity that reinforced the benefits of a new proposed Garden Village in South Godstone. We needed to ensure the vision met both internal and external expectations.

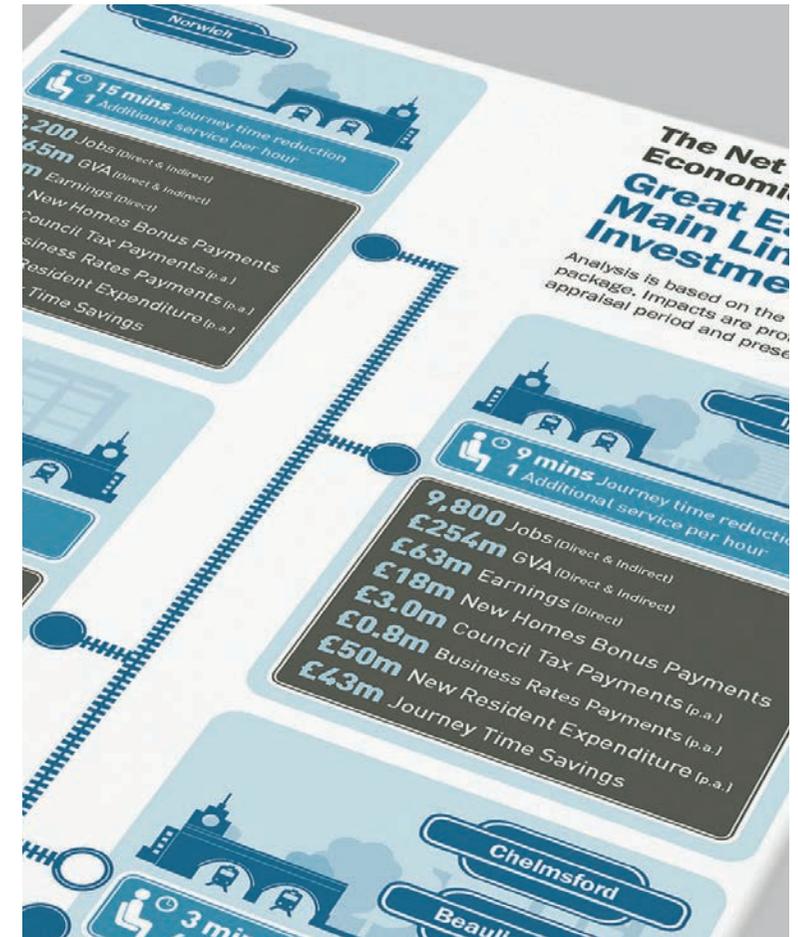
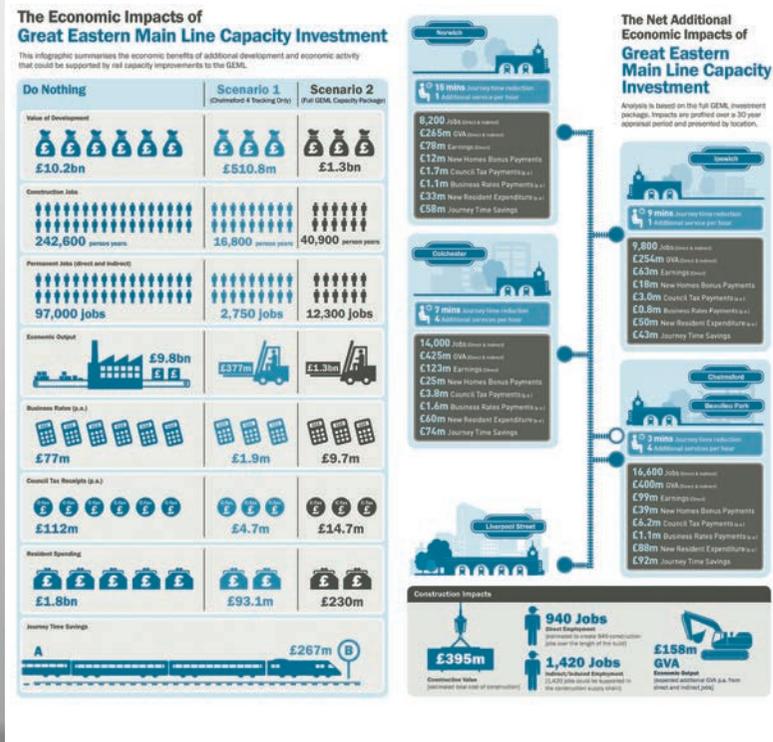


Infographics

Chelmsford rail station study

Client: Essex County Council

Our graphic design team created two infographics that summarised the economic benefits of economic activity supported by rail capacity improvements to the GEM. We took complex data and made it digestible.



Contacts

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