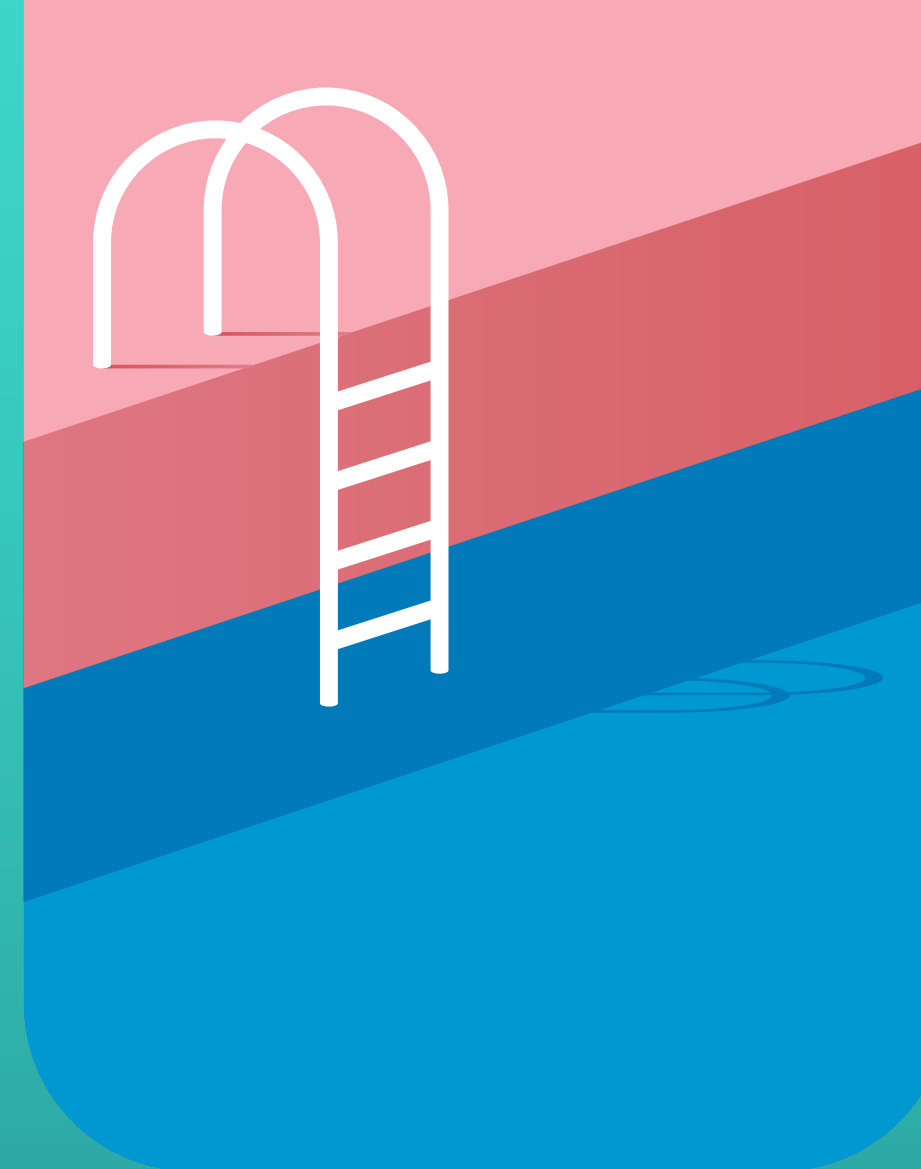


# THE CREATIVE LOOKBOOK



# ABOUT US

AP&C is a full-service marketing agency that strives to deliver market-leading ROI for their extensive global client base. AP&C offers a suite of services, from creative design, traditional and digital marketing, to lead generation, online development and events management. We are experts in understanding the end-user, the partner channel, as well as managing partner marketing for several technology-focused businesses across EMEA and beyond!

Having been founded in 1986, AP&C employs 45 staff members and is rapidly growing. The agency's HQ is based in Newbury, UK, as well as having specialist offices in Newcastle, focusing on Telemarketing, and an office and distribution centre in the Netherlands.

AP&C's world-class process of plan, attract, nurture & convert delivers every time, and by adding the values of excellence, partnership, transparency and refined reporting into the mix, you get fantastic campaigns!

For more information, visit [WWW.APPLEPRINT.CO.UK](http://WWW.APPLEPRINT.CO.UK)  
or follow us on [TWITTER](#), [INSTAGRAM](#) & [LINKEDIN](#)

# EVENTS





EVENTS

ZSCALER

# ZENITH LIVE

For Zscaler’s Zenith Live 2024—a dynamic expo combined with a vibrant beach party hosted in Portugal—design and print assets were crafted to capture the lively, energetic spirit of the event while maintaining the brand’s identity. The materials blended the professional expo atmosphere with the fun, relaxed vibe of a beach celebration through vibrant colors, playful illustrations, and event-specific themes. From signage and banners to custom décor, every asset was thoughtfully designed and expertly printed to create a cohesive and impactful visual experience throughout both the expo and beach party areas.





SERVICENOW

# SERVICE DESK & IT SUPPORT SHOW

A stand graphic was designed for a unique expo structure as part of ServiceNow's presence at the SITS Expo. The design was tailored to complement the non-traditional stand architecture, ensuring visual flow and maximum impact from all angles. Bold branding, clean layouts, and strategic messaging were used to communicate ServiceNow's value proposition clearly, while aligning seamlessly with the company's visual identity. The result was a distinctive and engaging presence that stood out in a competitive exhibition environment.





## EVENTS

ZSCALER

# PARTNER SUMMIT BRANDING

For Zscaler's EMEA Partner Summit, we designed all print and digital collateral—banners, A-frames, digital screens, menus, table toppers, and more—to ensure a consistent, on-brand look and feel. By using Zscaler's colors, fonts, and graphics, we created a cohesive and polished event experience that reinforced brand identity across every touchpoint.





## EVENTS

DYNATRACE

# INNOVATE ROADSHOW

For the Dynatrce Innovate Roadshow event we designed a unified visual identity, for both digital screens and print materials, from menus to large-scale displays.





# PRINT & CREATIVE





NWN

# BEST IN BUSINESS '25

The branding for the NWN Best in Business Awards 2025 was created to celebrate the most outstanding businesses in West Berkshire. Designed to reflect the spirit of excellence and community, the visual identity highlights the innovation, dedication, and success of the region's leading companies





PRINT & CREATIVE

THORNGROVE SCHOOL

# RIO ROYALE

Branding and print materials were created for Rio Royale, a Rio-inspired charity evening ball hosted at Thorngrove School. The visual identity drew on the vibrant energy and colour of Brazilian carnival, featuring bold patterns, rich textures, and festive typography. Printed assets included invitations, event signage, menus, and decorative elements, all designed to create a cohesive and immersive atmosphere. The final result captured the spirit of celebration while maintaining an elegant tone suitable for a formal fundraising event.



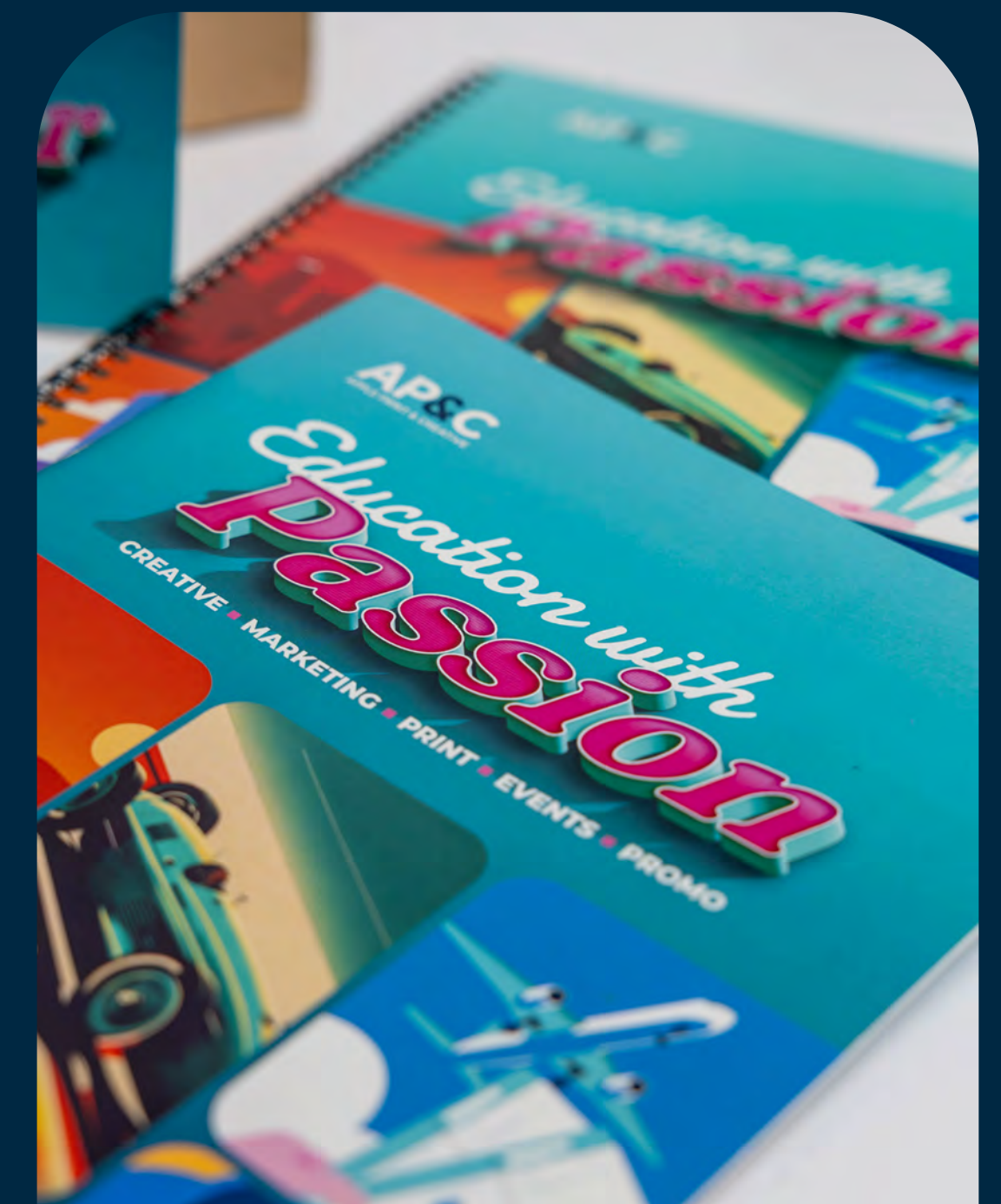


PRINT & CREATIVE

AP&C

# SCHOOL BOX CAMPAIGN

A school campaign was designed and produced to promote the company's services and showcase its expertise in print work. The campaign assets included a sustainably sourced presentation box, a brochure advertising services, a notepad, business cards, and a stationery set. Each item was thoughtfully designed to highlight the company's commitment to quality and sustainability while clearly communicating the range of print solutions available. Together, these materials created a cohesive and professional package aimed at encouraging schools to get on board with the company's print services.





EXCLUSIVE NETWORKS

# MONOPOLY BOARD

A custom Monopoly board was designed and produced for Exclusive Networks to be used at marketing days, providing staff with an engaging and interactive way to learn about the business. The board was tailored to reflect the company's unique services, values, and key information, incorporating branded elements and custom game pieces. This fun and educational tool helped to foster team engagement, reinforce brand knowledge, and create memorable experiences during internal events.





BERKSHIRE YOUTH

# BUS LIVERY

The bus livery for Berkshire Youth was designed for application on Reading Buses’ double-decker vehicles, creating a vibrant and eye-catching mobile advertisement for the organisation. The design features bold colours, dynamic graphics, and clear messaging to raise awareness and promote the charity’s mission across the local community. Tailored specifically for the large-scale format, the livery ensures maximum visibility and impact as the buses travel throughout the area.





PRINT & CREATIVE

AP&C

# STAIRWAY TIMELINE

A visually striking timeline graphic was designed and produced for AP&C, illustrating the company's story as guests travel up the stairs. The graphic combines bold visuals, clear milestones, and engaging design elements to guide viewers through AP&C's history in a dynamic and memorable way. Installed along the staircase, the timeline creates an immersive experience that both informs and captivates, reinforcing the brand's journey and achievements.





NEW ROCKET

# DIRECT MAILER

A Direct Mail campaign was designed and produced for New Rocket, inspired by the theme of Charlie and the Chocolate Factory. The campaign featured a creatively crafted golden ticket and a Tony's chocolate bar, delivering a playful and memorable experience to recipients. Each element was thoughtfully designed to evoke excitement and curiosity, tying the whimsical theme to New Rocket's brand messaging. The campaign combined high-quality print production with imaginative storytelling to engage the audience and encourage interaction.





STRYKER

# PRESENTATION CASE

We designed a sleek, durable presentation case for Stryker’s cranial surgeon tools, with custom inserts to securely hold each instrument and a smooth open-close mechanism for easy, professional display.





PRINT & CREATIVE

WATERSIDE CENTRE

# CENTRE REBRAND

A rebrand design was created for the Waterside Centre, accompanied by the production of graphics to transform the space and make it visually appealing. The new branding reflects the centre's identity and community focus through fresh, modern visuals and a cohesive colour palette. Graphics were produced to decorate key areas throughout the venue, enhancing the overall atmosphere and creating an inviting environment for visitors.





MYHOUSR

# BRAND UPDATE

A brand redesign was developed for MyHousr, focusing on creating a modern, approachable, and trustworthy visual identity. The updated branding features a refreshed logo, contemporary typography, and a cohesive colour palette designed to resonate with the target audience. This redesign aims to strengthen MyHousr’s market presence by clearly communicating its values and services through clean, engaging, and memorable visuals.





SAMSARA

# CUSTOM TRAINERS

We created custom Nike Air Force 1 trainers for Samsara employees, adding personal touches like their kids' names and motivational quotes. This thoughtful design made each pair unique, celebrating individuality while inspiring and connecting the team.





PRINT & CREATIVE

IMG

# HAMPTON COURT PALACE FESTIVAL

Working with IMG, we developed the visual identity, artwork, printed materials, and on-site installations for the Hampton Court Palace Festival.





# DIGITAL





DIGITAL

CLIVET

# LOYALTY CLUB WEBSITE

The Clivet Club loyalty programme website was designed to provide a seamless and engaging experience where users can submit their air conditioning installations to earn points redeemable for prizes. The design focuses on user-friendly navigation, clear calls to action, and a rewarding visual system that motivates participation. Clean layouts and branded elements ensure the site reflects Clivet's identity while making it easy for members to track their progress and access rewards.





DIGITAL

SERVICENOW

# TELECOM SOCIALS

We created a series of LinkedIn-ready social posts for ServiceNow, focused on the telecom industry. Each post was designed to highlight key themes from accompanying blogs—such as AI-driven transformation, strategic partnerships, and scalable innovation. The content was crafted to spark interest, drive engagement, and direct traffic to the full blog articles, positioning ServiceNow as a thought leader in telecom.



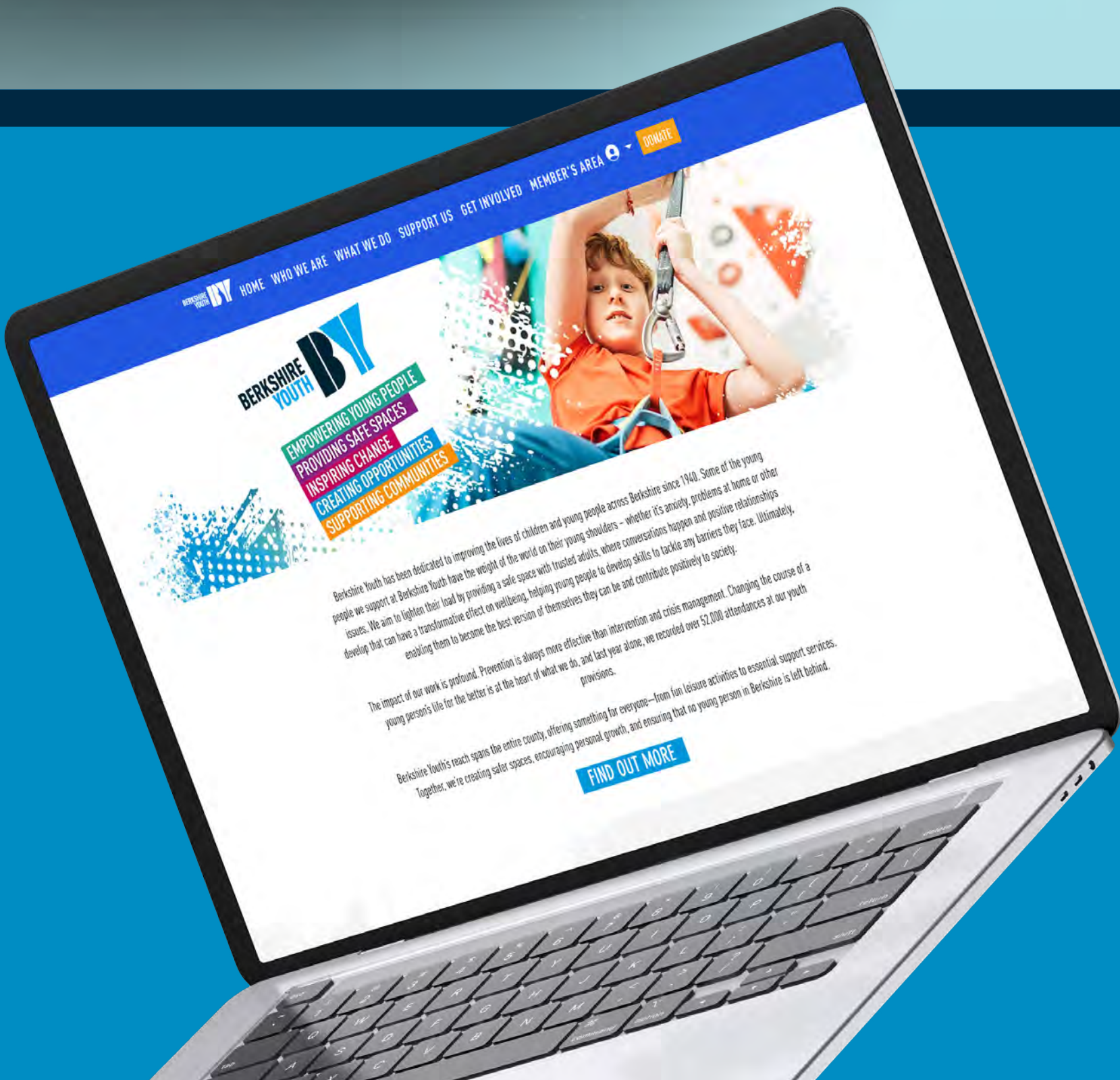
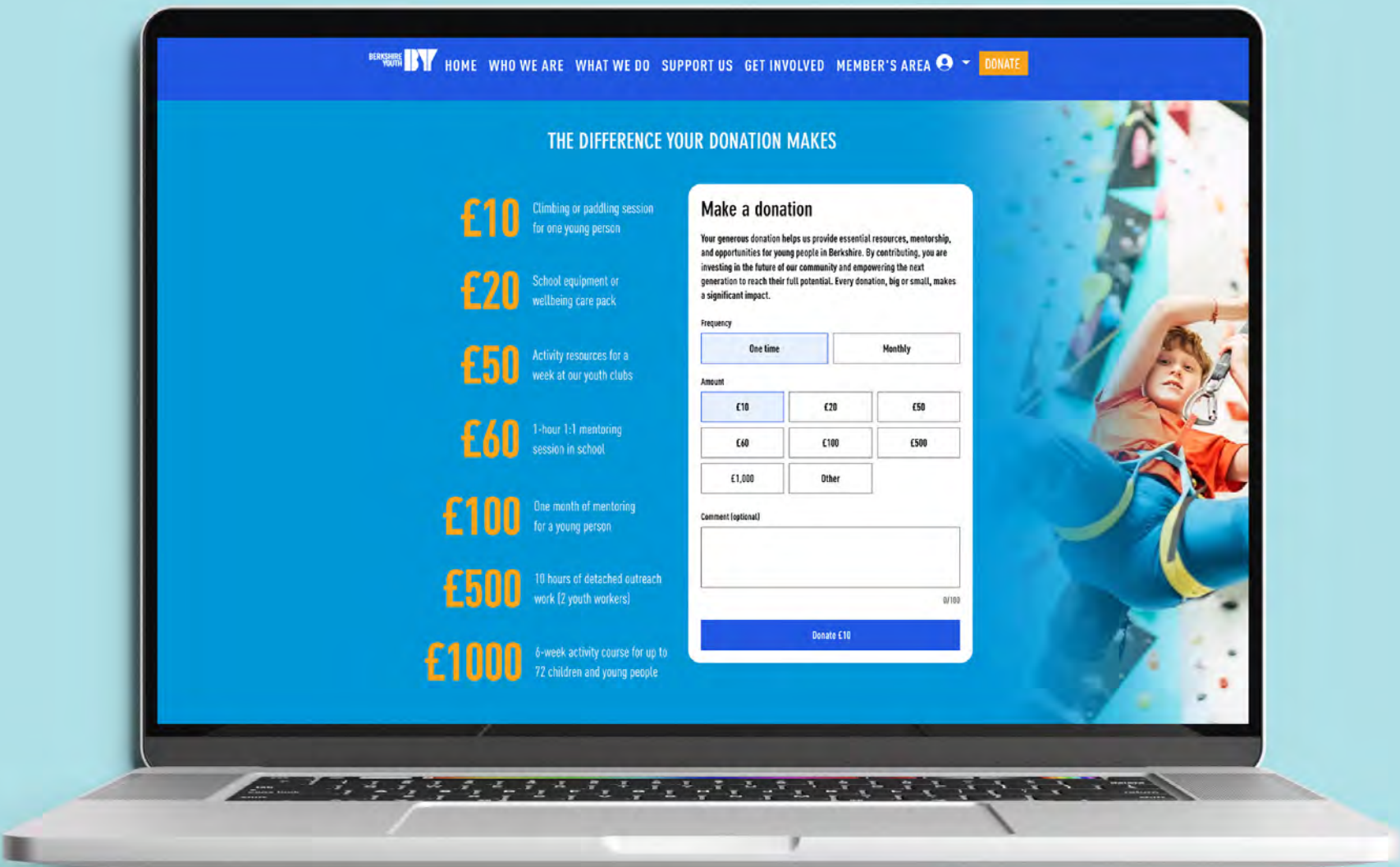


DIGITAL

BERKSHIRE YOUTH

# WEBSITE REFRESH

Berkshire Youth’s branding was updated to create a fresh, modern look that better reflects the organisation’s mission and values. This refreshed branding was then applied to a new website design, resulting in a cohesive and engaging online presence. The website features clear navigation, vibrant visuals, and user-friendly functionality, all aligned with the updated brand identity to effectively connect with the community and supporters.



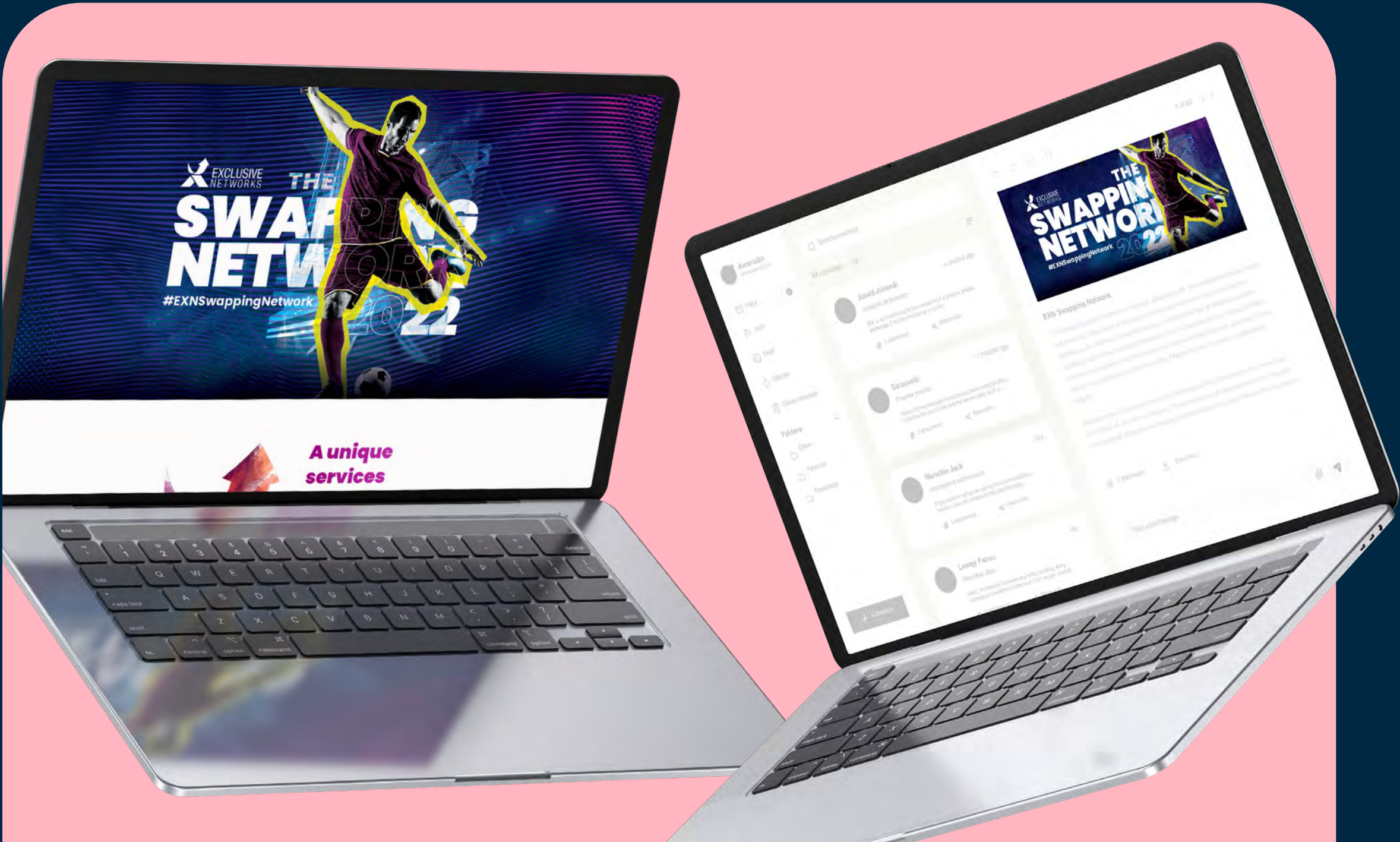


DIGITAL

EXCLUSIVE NETWORKS

# WORLD CUP CAMPAIGN

A World Cup sticker book-inspired campaign was created for Exclusive Networks to promote Swapping Networks, featuring collectible stickers that encouraged engagement and interaction. The campaign included digital assets like email headers and social media posts, all designed to maintain a cohesive, sporty visual identity. This creative approach helped drive awareness and participation in a fun and memorable way across multiple channels.

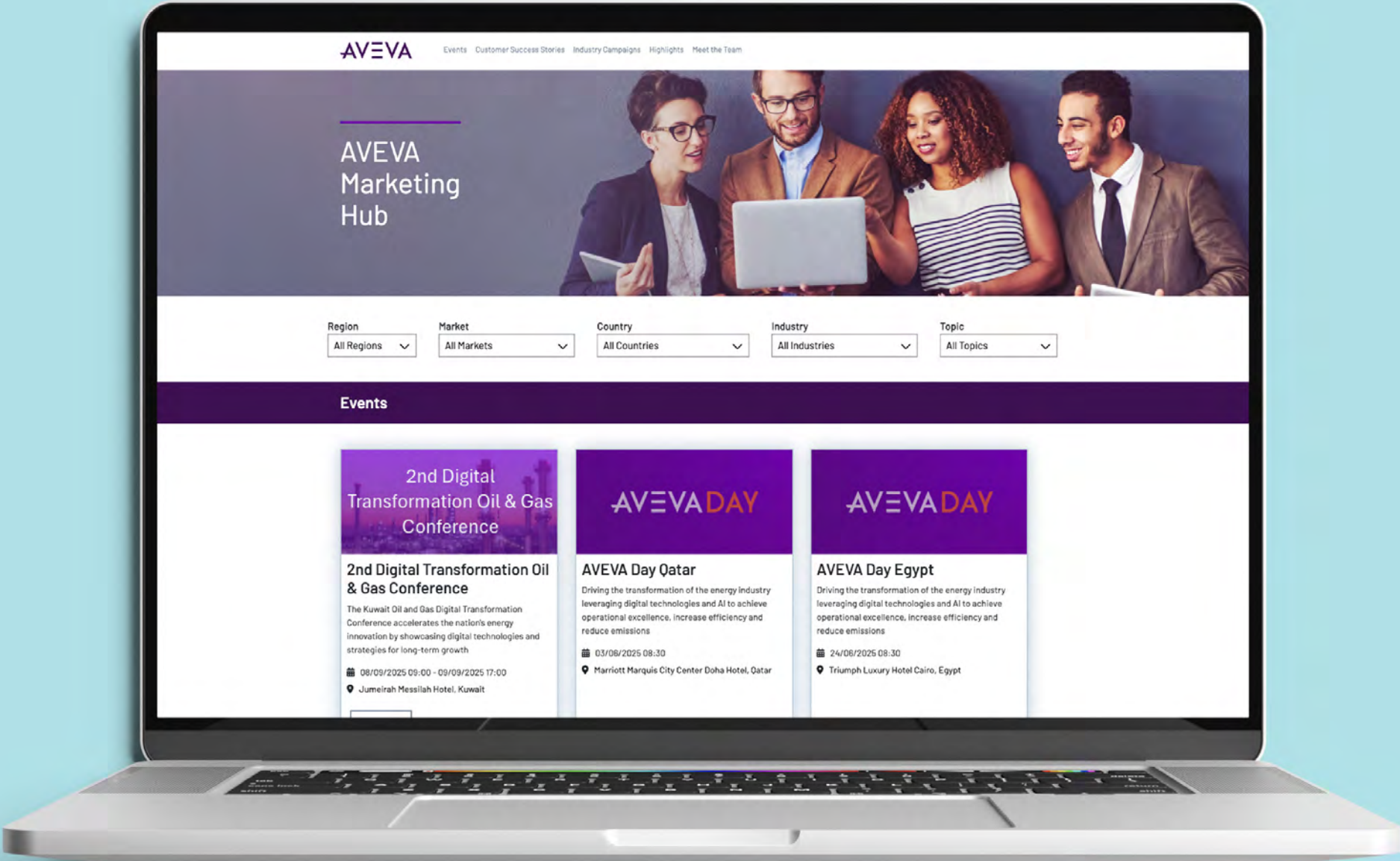




AVEVA

# DIGITAL NEWSLETTER

A digital newsletter was designed for Aveva, featuring a clean and modern layout that is constantly updated to keep content fresh and relevant. The design ensures easy readability and engagement, with clear sections and visually appealing elements that align with Aveva’s brand identity. This dynamic format helps maintain ongoing communication with the audience through timely updates and valuable insights.



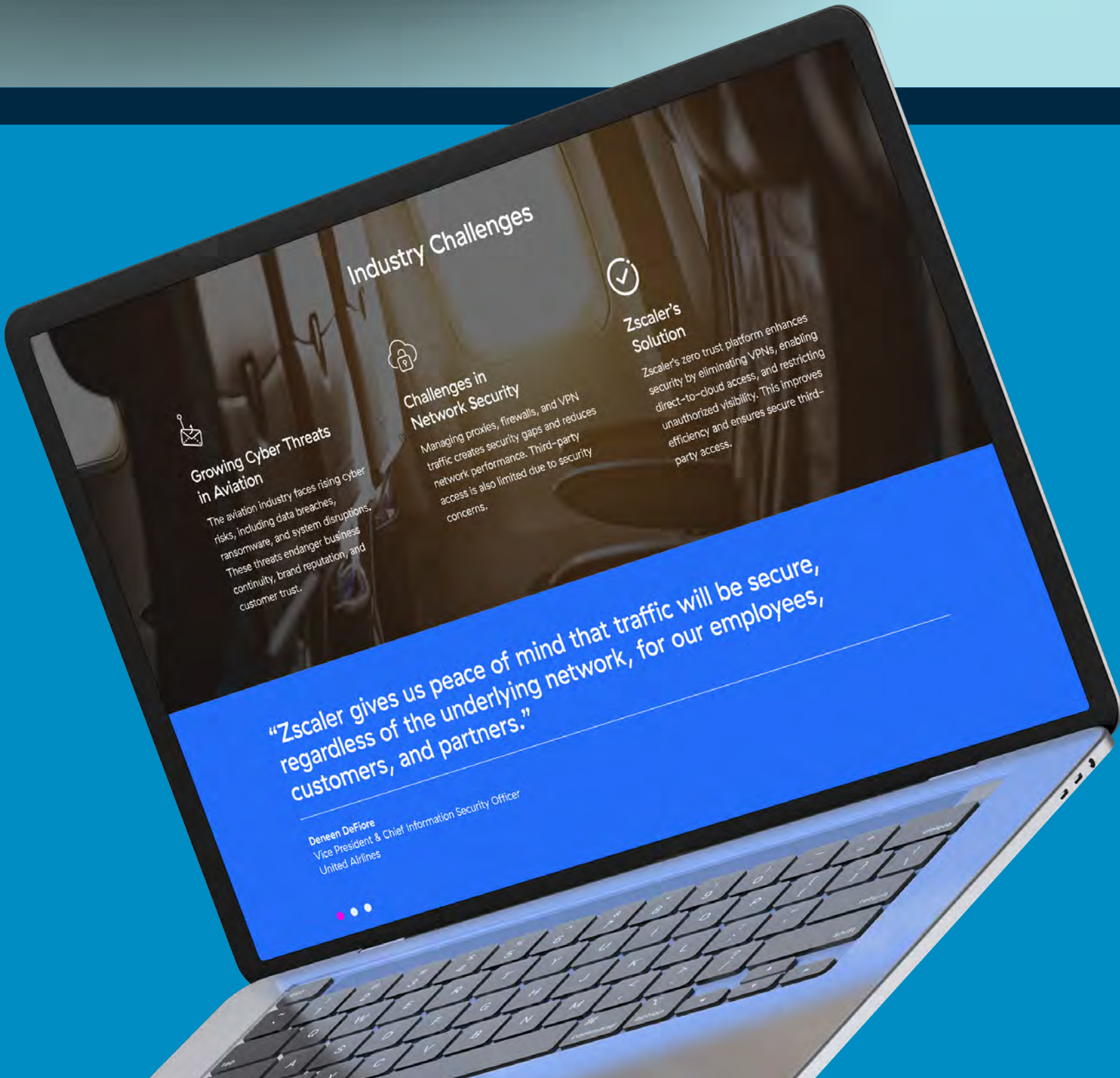
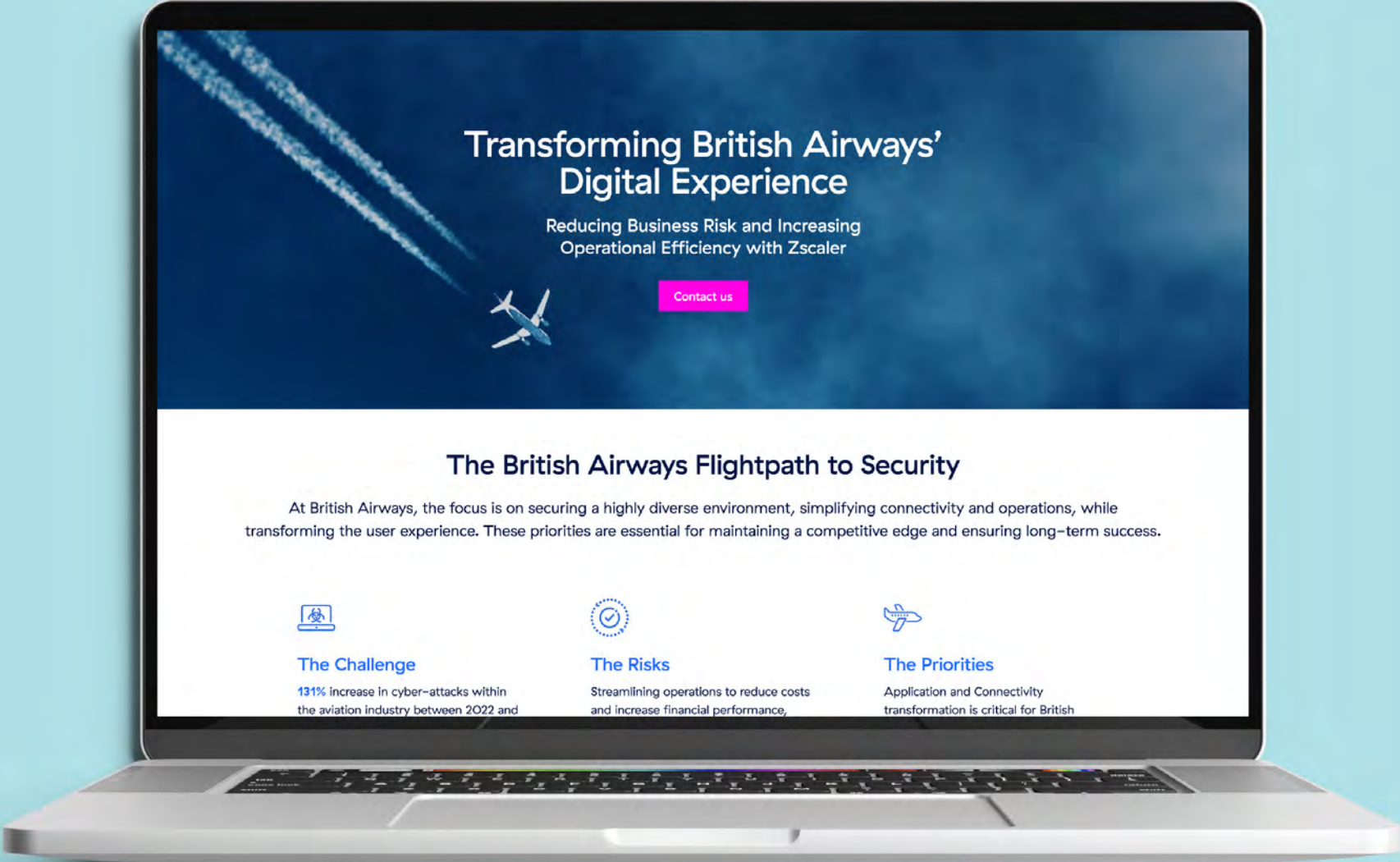


DIGITAL

ZSCALER X BRITISH AIRWAYS

# LANDING PAGE

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# VIDEO





STRYKER

# HYPE VIDEO

A hype video was produced to showcase the achievements of Stryker’s Craniomaxillofacial Surgery department in 2024 and build excitement for what’s to come in 2025. Featuring dynamic visuals, key milestones, and forward-looking highlights, the video captures the department’s innovation and progress while inspiring anticipation for the year ahead. The engaging format effectively celebrates past successes and energises the team and audience for future developments.



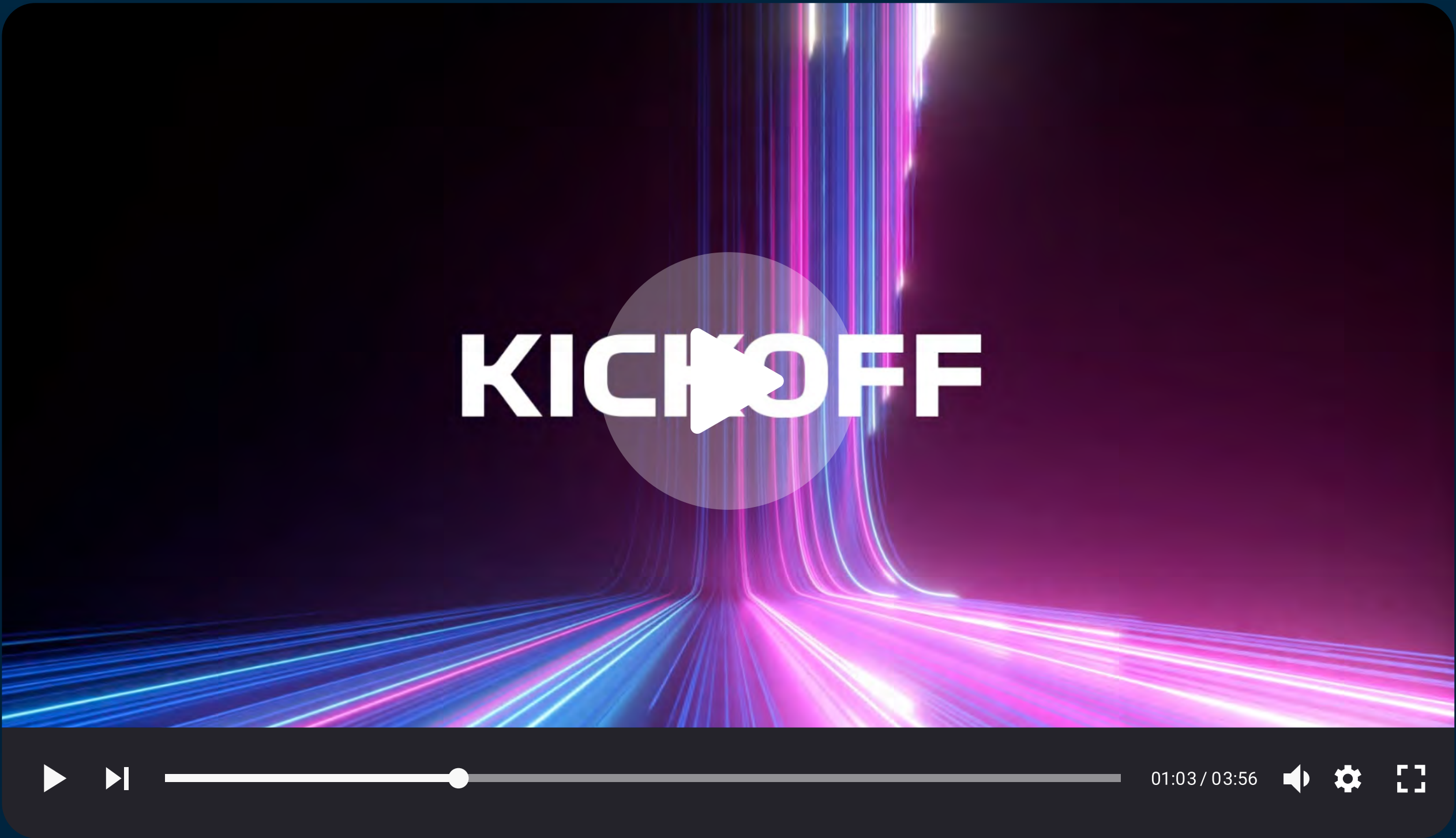


VIDEO

DYNATRACE

# AMPLIFY KICK-OFF

A buzz builder video was created for Dynatrace’s Amplify kick-off event, designed to generate excitement and anticipation among attendees. The video features energetic visuals, dynamic animations, and key messaging that highlight the event’s themes and objectives. Crafted to capture attention and build momentum, the video sets the tone for a successful and engaging Amplify experience.





VIDEO

ZSCALER

# DIGITAL EXPERIENCE

A walk-through explainer video was produced to highlight Zscaler’s services, providing a clear and engaging overview of their key solutions. Using straightforward visuals and concise narration, the video guides viewers step-by-step through how Zscaler’s offerings address common challenges and deliver value. Designed to educate and inform, the video simplifies complex concepts to help audiences better understand the benefits of Zscaler’s services.



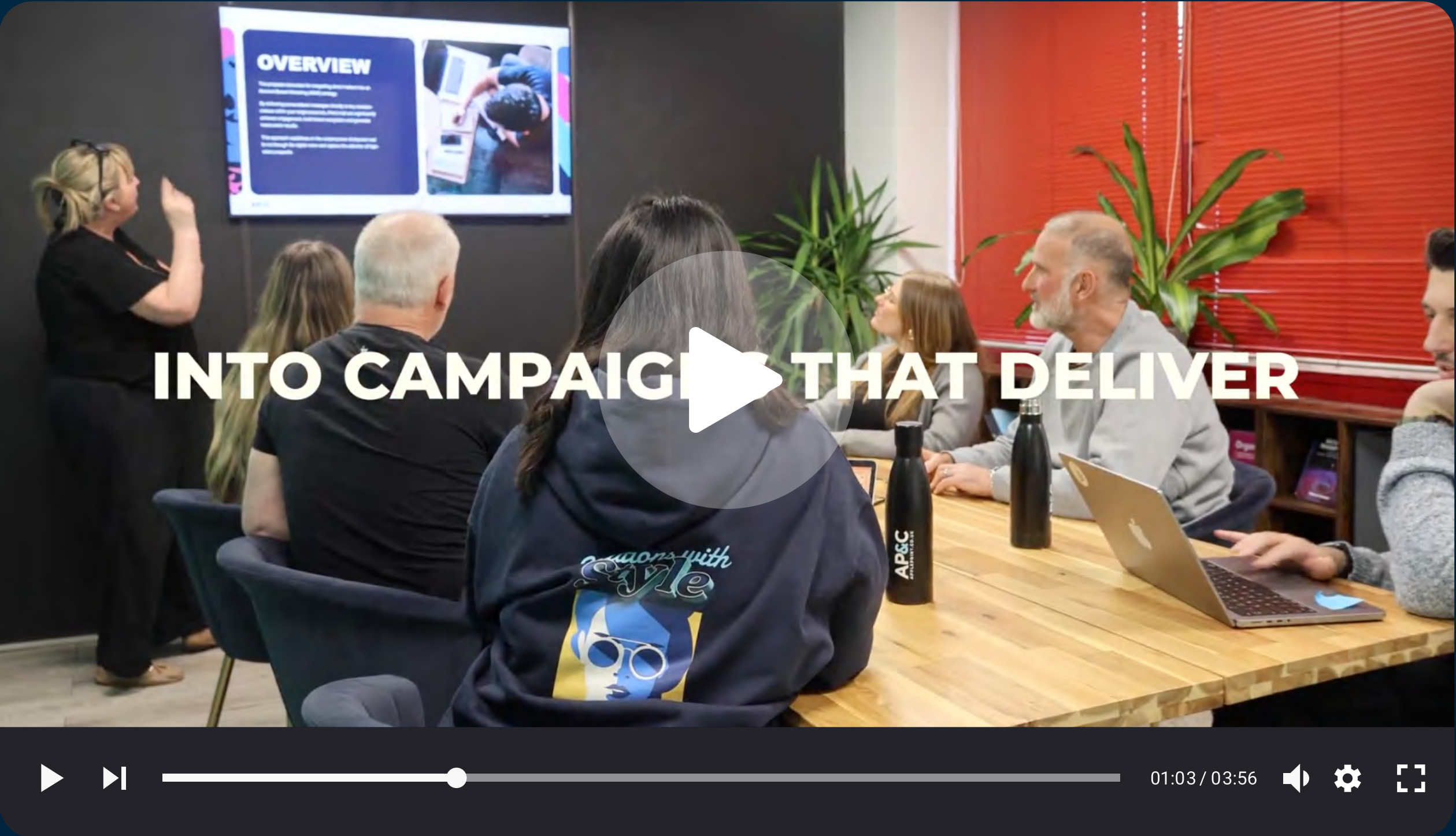


VIDEO

AP&C

# WELCOME TO AP&C

A fun and engaging company walk-through video was created to showcase who AP&C are, offering an inside look at their facilities, team, and culture. Combining lively visuals, upbeat music, and authentic moments, the video brings the brand to life by highlighting the company's environment, values, and day-to-day operations. This approachable format helps build connection and understanding with both employees and external audiences.





# THANK YOU

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