



When Parity Training wanted to update the look of their training adverts for the corporate market, their brief was to create something that inspired the reader to learn. We created a series of adverts that explored the nature of what was being taught.

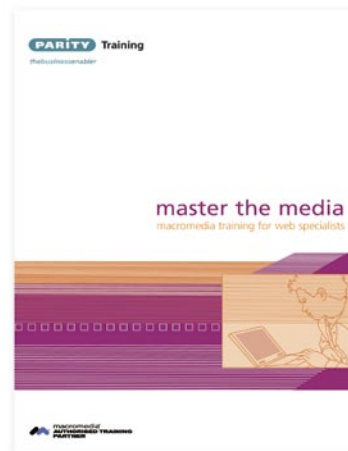
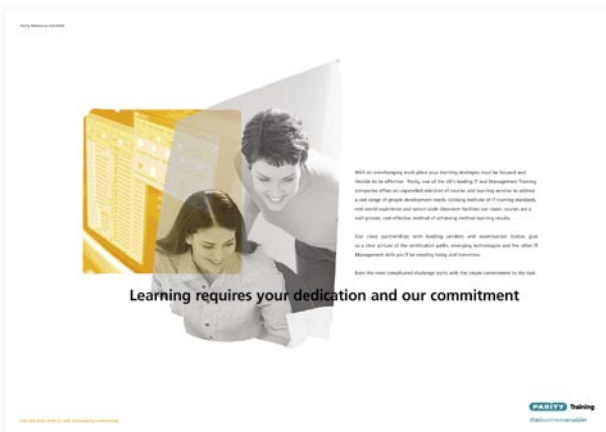
Shortly after Macromedia brought out their MX products. Parity Training again wanted to produce a new visual style that was fresh and contemporary, thus attracting the attention of the creative industry. We responded by creating a visual vocabulary for a series of adverts. Using silhouettes of office equipment to crop the pictures, which were then overlaid with monochrome imagery containing digital training data. When Parity Training increased their training catalogue to include Macromedia products they felt that a new look was needed. We responded by creating a contemporary illustration for the cover and a colour scheme that wasn't associated with any of the corporate training programmes.

To increase customer loyalty Parity Training wanted to send their customers a quarterly magazine. They wished the magazine to be able to compete with other high end magazines in both content, look and feel. We fulfilled this brief by being generous with white space and employing large, bleeding image areas, whilst also encompassing other brand elements to remain true to Parity brand guidelines.



Press Adverts

Customer Magazine



Macromedia Advertising Campaign

Macromedia Catalogue