



Urban Graphics is a multi-disciplinary graphic design, communication and visualisation agency. We specialise in communicating urban design, planning, transport, and regeneration projects.

We play an essential role in promoting urban quality, creating visions and engaging communities, along with creating visual and interactive communication that is engaging and in a language that is both relevant and legible to all.



Urban Graphics Project Sheets

3D visualisation & film

- >> Konza Technology City - Kenya
- >> Aylesbury Estate

cartography

- >> Brent Borough-wide Map
- >> Nottingham City Centre Masterplan

place shape marketing

- >> Brent Site Match Marketing
- >> Konza Technology City - Kenya

brand & corporate identity

- >> Future of London
- >> Kingsland Wharves

community engagement

- >> Discover Enfield
- >> Woodberry Down Regeneration

policy & research documents

- >> Central Leaside -
Towards an Area Action Plan
- >> Upper Lee Valley OAPF

training

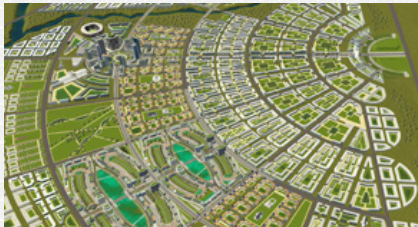
- >> Graphics for Urban Design
- >> Graphical Communication in SDPs

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PROJECT

KONZA TECHNOLOGY CITY - KENYA

Client:

Pell Frischmann; International Finance Corporation and Kenya ICT board.

Project lead:

Bally Meeda

Team members:

James Lewis, Mark Woolf, Martin Gunther, Lico Rosales, Andrew McArthur, Lee Marshall & Mukesh Kumar

Description:

The Government of Kenya has initiated the development of a Technology City 60km outside of Nairobi, Kenya, to capitalise on a growing regional and global ICT market. Our objective was to communicate the vision of this exciting 2,000 hectare Technology City to potential investors and stakeholders.

Their interest and support is vital to kick-start the Cities development and making it happen.

Challenge:

To create a brand and visual identity for the array of marketing collateral, whilst collaborating and managing international clients.

What we did:

Urban Graphics produced an all-encompassing marketing suite that demonstrated the aspirations for the project and the benefits it would bring not only to Kenya but East Africa as a whole. The 3D visualisations and promotional film was one of the main elements of the overall marketing campaign.

Deliverables included:

- Promotional film
- Masterplanning document DTP
- Masterplanning design
- Cartography
- On location filming & photography
- 3D Computer generated images and fly-bys

Client testimonial:

"UG displayed creative power, determination for excellence and flexibility under pressure in delivery of an imaginative promotional programme for Konza Technology City Masterplan. Their work encompassed 3D visualisations, a video film, a brochure, production of a website and collaborative support to associated team companies."

Pell Frischmann



PROJECT

AYLESBURY ESTATE

Client:

London Borough of Southwark

Project lead:

Bally Meeda

Team members:

James Lewis, Mark Woolf
& Lico Rosales

Description:

A summary of the Council's adopted 'Area Action Plan' (AAP) that promotes a clear vision for the area over the next 15 – 20 years.

Challenge:

To summarise and launch the AAP in an interactive yet accessible way to all involved and affected.

What we did:

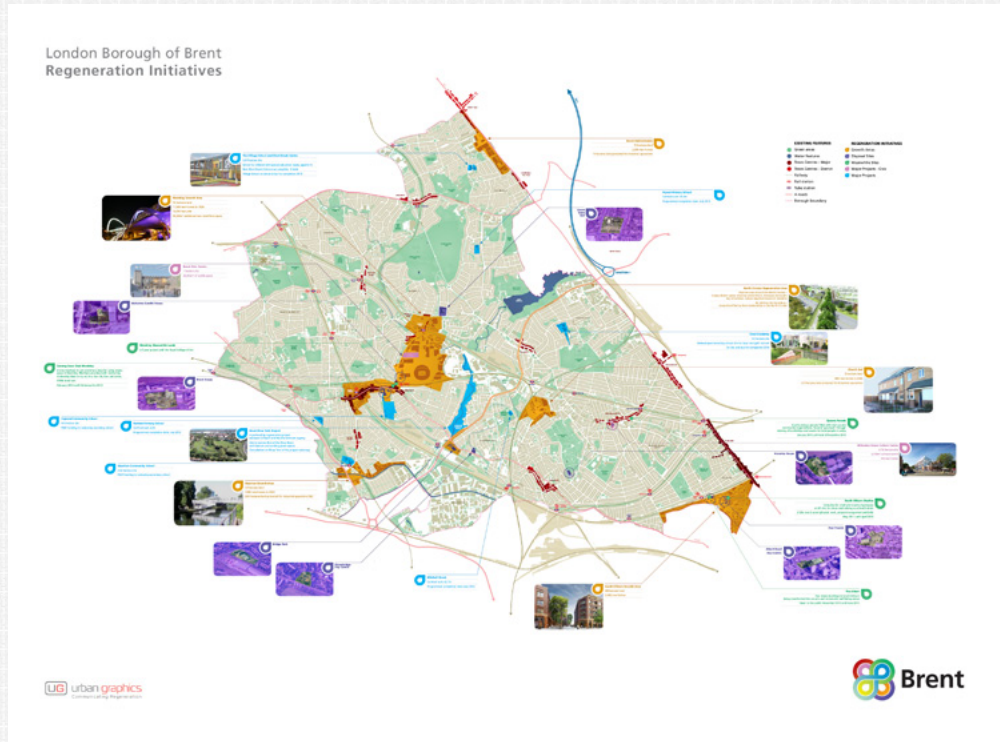
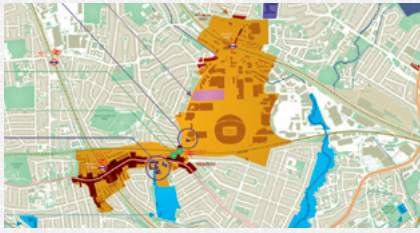
Working within the guidelines of an established brand we developed a number of visual elements contained on an interactive CD Rom. The main elements of the CD was a promotional film and 3D visualisations. The film was launched at a key public consultation event where the audience spanned from local residents right the way through to high level politicians. The proposal for the estate had overwhelming support and therefore played a major role in the project being backed by central government.

Deliverables included:

- Promotional film
- 3D computer generated images
- Area action plan
- Schedule of public consultation events

Client testimonial:

"Urban Graphics brought the vision we have for the new neighbourhood at the Aylesbury Estate to life in the Aylesbury Vision Film. The film has helped raise the aspirations of residents and key stakeholders involved in this ambitious regeneration programme. We were very impressed with the professionalism and dedication of the Urban Graphics team and enjoyed working with them on this project."
Southwark Council



PROJECT

BRENT BOROUGH-WIDE MAP

Client:

London Borough of Brent

Project lead:

Bally Meeda

Team members:

James Lewis & Mark Woolf

Description:

Borough wide mapping, illustrating all of the Boroughs regeneration initiatives.

Challenge:

To take nearly 44 square kilometres of OS mapping and break it down into clear concise mapping that can be used for a variety of applications including; print; on-line; and interactive which extends the shelf-life of the map.

What we did:

Urban Graphics took on an ambitious cartographic project, mapping the entire Borough of Brent. Being one of the most densely populated areas of London this was a huge undertaking keeping illustrated details accurate and legible. Drawn in vector format allowed the mapping to be viewed at any scale without losing detail, thus giving a single map many applications over its lifetime. This was used as the focal point for Brent at the Place West London Conference.

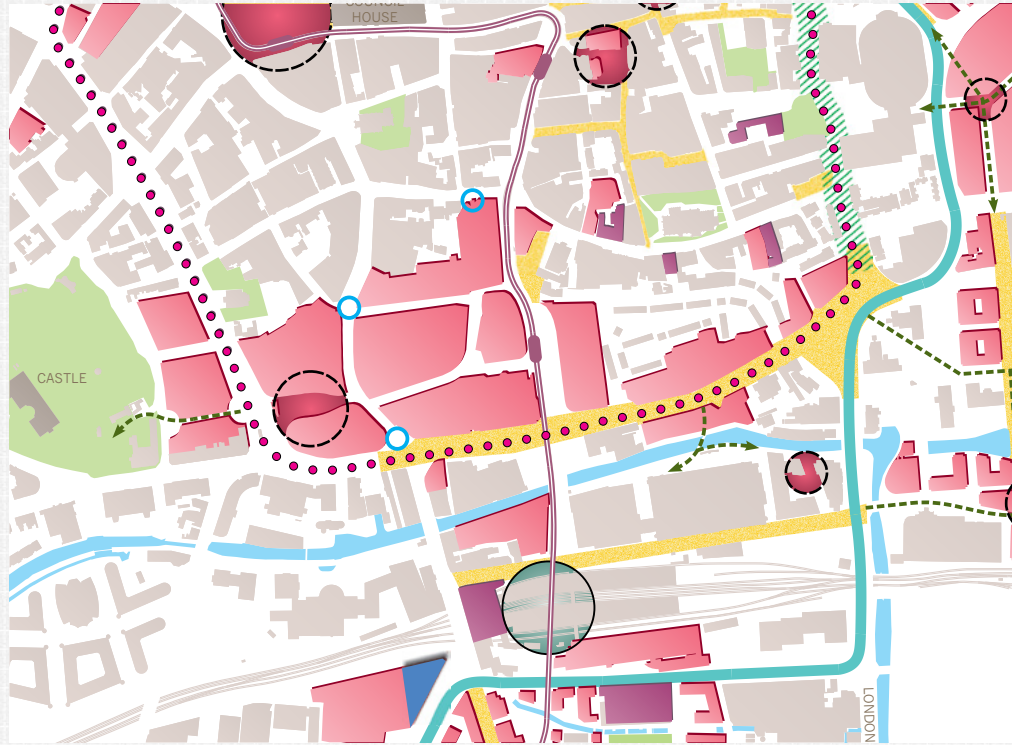
Deliverables included:

- Print management
- Cartography
- Illustration
- Exhibition design

Testimonial:

"Urban Graphics have provided a very professional, responsive and flexible service. Taking on our initial vision for our brief, they amplified its scope and ambition. UG took full control of the delivery of our graphics and exhibition which allowed us to free up our valuable time in the overall delivery process."

London Borough of Brent



PROJECT

NOTTINGHAM CITY CENTRE MASTERPLAN

Client:

Nottingham City Council

Project lead:

Bally Meeda

Team members:

James Lewis & Mark Woolf

Description:

The Masterplan shows how the city centre will develop over the next 5 to 10 years.

Challenge:

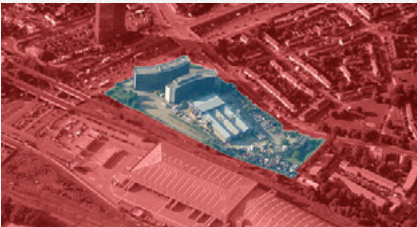
To inspire investors, developers and architects to commission and design buildings and public spaces that enlivens and enhances the city of Nottingham.

What we did:

Urban Graphics designed the brochure, the exhibition and the launch material, which was a key element in securing the investment to deliver the Masterplan. The brochure itself incorporated a series of themed plans and regeneration projects to illustrate the transformation of the city. Its success was its simplicity that made it easy to understand and navigate.

Deliverables included:

- Graphic design and brochure structure
- Cartography
- Illustration
- Exhibition design



PROJECT

BRENT SITE MATCH MARKETING

Client:

London Borough of Brent

Project lead:

Bally Meeda

Team members:

James Lewis & Mark Woolf

Description:

London Borough of Brent
Marketing material for Sitematch
property conference, London.

Challenge:

To create a fresh new visual brand
for a delegates pack to promote
regeneration sites within Brent.

What we did:

Urban Graphics created a vibrant logo and visual identity to help support the marketing of a number of available regeneration sites. The pack included several postcard inserts, each promoting key areas of interest for developers and key stakeholders.

Deliverables included:

- Logo Design
- Graphic Design
- Print production & management
- Photography

Testimonial:

"Urban Graphics provided a fast, efficient and flexible service. They managed everything from the photography through to final delivery of the marketing wallet."
London Borough of Brent



PROJECT

KONZA TECHNOLOGY CITY - KENYA

Client:

Pell Frischmann; International Finance Corporation and Kenya ICT board.

Project lead:

Bally Meeda

Team members:

James Lewis, Mark Woolf, Martin Gunther, Lico Rosales, Andrew McArthur & Lee Marshall

Description:

Full marketing collateral for project launch and presidential Olympic presentation.

Challenge:

To create a brand and visual identity for the array of marketing collateral, whilst collaborating and managing international clients. To innovatively communicate the vision and aspirations for a brand new city within the constraints of a delegates pack.

What we did:

Urban Graphics put together a marketing campaign that spanned over 2 years. Each product had a specific aim with a target audience in mind. During the life of the campaign Konza's popularity and momentum increased at a rapid rate.

The collective promotional and marketing effort has paid off as these communication tools have facilitated the start of phase 1 - the appointment of a master developer.

Deliverables included:

- Logo Design
- Graphic Design
- Print production & management
- Cartography
- Poster
- Inserts
- Folder
- Pop-up banners

Testimonial:

"UG displayed creative power, determination for excellence and flexibility under pressure in delivery of an imaginative promotional suite for Konza Technology City Masterplan. Their work encompassed 3D visualisations, a video film, a brochure, production of a website and collaborative support to associated team companies." Pell Frischmann



PROJECT

FUTURE OF LONDON

Client:

Future of London Partnership

Project lead:

Bally Meeda

Team members:

James Lewis, Mark Woolf
& Rob Smith

Description:

Future of London is an initiative whereby boroughs across the London area have formed a partnership to ensure a coherent approach to regeneration and the communities they support. This growing partnership is focused on developing skills, sharing knowledge and best practice to stimulate fresh thinking across the practitioner network.

Challenge:

To refresh the Future of London brand to represent and reflect it's expanding initiatives.

What we did:

We produced the marketing and promotional material to support the Future of London initiatives and set the branding tone for the 2010 Conference in Wembley. The initiatives share knowledge and best practice currently in the following ways; Rising Stars, which is designed to identify and nurture the career development of regeneration practitioners in the London Boroughs and key delivery agencies; Single Conversation Breakfast, which is series of high level seminars aimed at those across London who are responsible for the Single Conversation and leading the development of Borough Investment Plans in their borough and; Major Project Site Visits, which are a series of half day site visits of major regeneration projects across London.

Deliverables included:

- Corporate Identity
- Graphic design
- Illustration
- Desktop publishing
- Web design

Client testimonial:

"Urban Graphics are a team of people that are really energetic and passionate about what they are doing. Their quality has been excellent; the turn-around has been great. I think what I like the most is that the team have been really flexible."
Future of London Partnership



PROJECT

KINGSLAND WHARVES

Client:

L&Q

Project lead:

Bally Meeda

Team members:

James Lewis, Mark Woolf
& Steve Mew

Description:

Marketing collateral for a new canalside residential development overlooking the Kingsland Basin, Shoreditch.

Challenge:

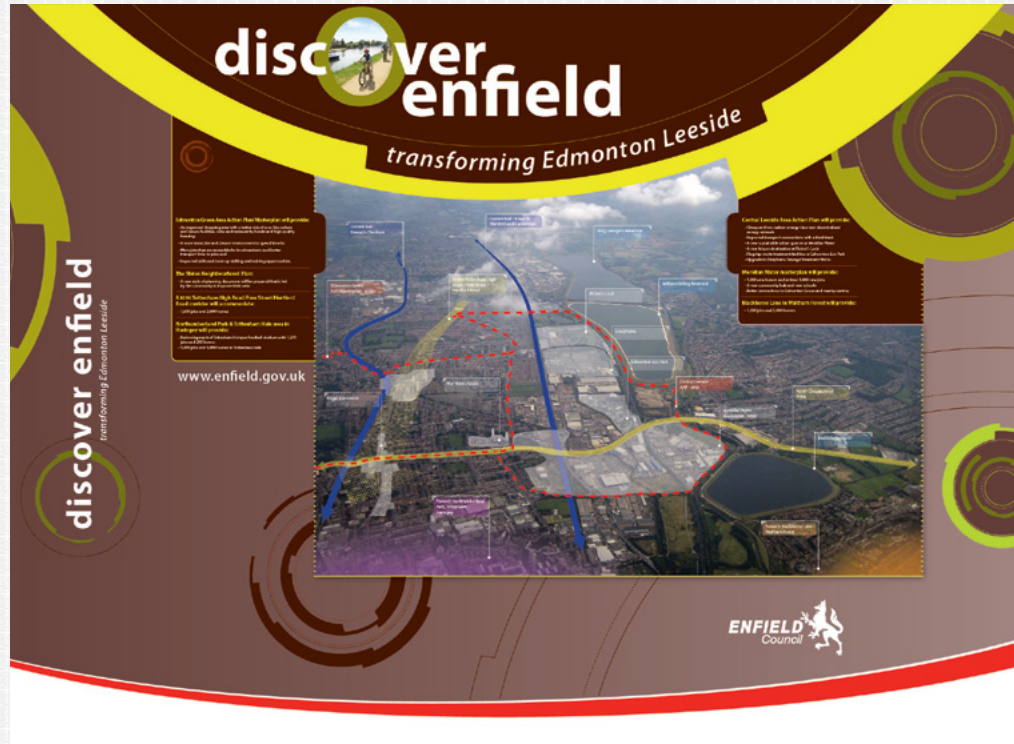
To create a bespoke brand and visual identity for a new residential development that embraced the influence of this historic canal based trading site and presented it in an up to date contemporary style.

What we did:

Urban Graphics designed the logo, visual identity and brand guidelines to enable the promotion and marketing of this stylish residential City development. The development comprises of five apartment blocks of which the first three phases have been fully reserved.

Deliverables included:

- Logo design
- Visual identity
- Brand guidelines
- Web design
- On-site hoardings
- Adverts for press



PROJECT

DISCOVER ENFIELD

Client:

London Borough of Enfield

Project lead:

Bally Meeda

Team members:

James Lewis & Mark Woolf

Description:

A roving public consultation exercise to collectively promote the areas of Central Leeside; Edmonton Green; and Meridian Water.

Challenge:

To bring together 3 separate Area Action Plans all within the London Borough of Enfield. This exhibition was to act as the overall brand for the 3 areas.

What we did:

Working closely with the Enfield Council, Urban Graphics produced a pop-up exhibition with a central aerial photograph as the main graphic. The aerial had been designed as an overall diagram to explain the key regeneration projects of the area. Visualising a computer generated image of the final pop-up stand as part of the design process, enabled our client to have a clear understanding of the graphic proposals. Urban Graphics managed the whole process from conceptual ideas right the way through to print-production and final installation.

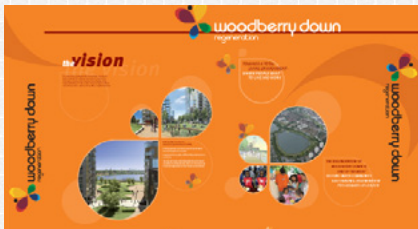
Deliverables included:

- Cartography
- Graphic design
- Installation planning
- Print production & management

Client testimonial:

"Working with Urban Graphics is effortless. They have an abundance of creativity and technical skills to execute a vision with imagination, positive energy and to quickly grasp concepts and turn out exceptional visuals with very little revision required, all within the committed deadlines. I can't say enough about the quality, the speed, the attention to detail and effectiveness of their work. Their collaborative approach and flexibility in accommodating constrained budgets plays a major part in facilitating the process."

London Borough of Enfield



PROJECT

WOODBERRY DOWN REGENERATION

Client:

London Borough of Hackney

Project lead:

Bally Meeda

Team members:

James Lewis, Mark Woolf & Jon Knox

Description:

Woodberry Down Regeneration is one of Europe's largest regeneration projects and has been recognised by Government as a national demonstration project on how mixed sustainable communities can be achieved.

Challenge:

The challenges on this large scale project were about getting it recognised and promoting the standards it set for regeneration.

What we did:

Urban Graphics won the national tender to provide graphics and community consultation support for 3 years. We created the visual identity, ensuring it would be instantly recognised, welcomed and associated with bringing benefit to the diverse communities that it was to serve. This was then the basis for all ongoing visual and interactive collateral.

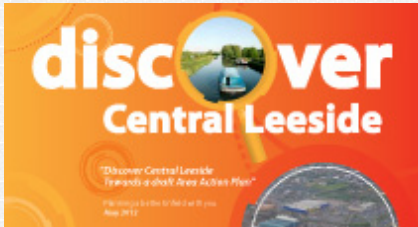
Our entire range of services was used to deliver this comprehensive communication consultation strategy.

Deliverables included:

- Promotional film
- Interactive CD-ROM
- Interactive schedule of community involvement
- 3D computer generated images
- Exhibition and event collateral
- Resident newsletters
- Interactive touch screen presentations
- Brochures and leaflets

Client testimonial:

"Urban Graphics have provided a very professional, responsive and flexible service. They have produced innovative and high quality designs that have promoted the project which is now becoming internationally recognised." London Borough of Hackney



PROJECT

CENTRAL LEESIDE - TOWARDS AN AREA ACTION PLAN

Client:

London Borough of Enfield

Project lead:

Bally Meeda

Team members:

James Lewis & Mark Woolf

Description:

Discover Central Leaside is an interim consultation document that is intended to engage the community and stakeholders and update on significant progress being made within the Central Leaside area. It provides an outline of the emerging Area Action Plan content and its wider framework by introducing the scale of the opportunity.

Challenge:

Producing a document that sets out development and regeneration aspirations to a wide ranging audience to encourage participation and feedback.

What we did:

Working within the realms of Enfields house style we set out to create both a visually stimulating and accessible document for all. The mapping tells the story of Enfields strategic positioning through to its local significance and unique proposition as a North London Borough.

Deliverables included:

- Desktop published report
- 25 maps
- Summary Document
- 3D computer generated images
- Proposals Map

Client testimonial:

"Working with Urban Graphics is effortless. They have an abundance of creativity and technical skills to execute a vision with imagination, positive energy and to quickly grasp concepts and turn out exceptional visuals with very little revision required, all within the committed deadlines. I can't say enough about the quality, the speed, the attention to detail and effectiveness of their work. Their collaborative approach and flexibility in accommodating constrained budgets plays a major part in facilitating the process."
London Borough of Enfield



PROJECT

UPPER LEE VALLEY OAPF

Client:

Great London Authority

Project lead:

Bally Meeda

Team members:

James Lewis & Mark Woolf

Description:

Mapping the Upper Lee Valley and Report Design.

Challenge:

To communicate clearly the vision and regeneration proposals along this 14km corridor through clear concise maps, illustrations and a desktop published document.

What we did:

Urban Graphics helped plan and structure the Upper Lee Valley Opportunity Area Planning Framework document, setting out the graphic design along with the production of intricate maps which are a key part of this report.

Working closely with the Greater London Authority (GLA) this project graphically produced a template for all other OAPF's that have been followed by the GLA.

Deliverables included:

- Cartography
- Graphic Design
- Desktop Publishing



PROJECT

GRAPHICS FOR URBAN DESIGN

Client:

Commission for Architecture and the Built Environment (CABE) and the Urban Design Group.

Project lead:

Bally Meeda

Team members:

James Lewis & Mark Woolf

Description:

'Graphics for Urban Design' is the industry standard guide and best practice publication for all those needing to understand, commission or prepare graphically illustrate urban design and planning.

Challenge:

To identify, capture and present best practice techniques available to illustrate urban design and re-establish the visual language that has evolved over the years.

What we did:

Urban Graphics collected and collated a rich variety of case studies from leading practitioners. We designed, coordinated and co-authored the publication. The guide is rapidly becoming an essential sourcebook and reference for all those needing to understand visual communication for urban design and planning.

The book is divided into the following sections:

- Graphics in the urban design process
- Good technical practice
- The products
- Management of graphics and production
- Images and information

The fundamental principles of this book is now being taught by Bally Meeda, Director of Urban Graphics, to students at Oxford Brookes University and University College London.

Client testimonial:

"It defines outstanding material as being clear, relevant, accessible, honest and attractive whilst presenting clear systems to achieving these outcomes. An essential resource for practitioners, academics and students, this book will help you to understand, commission and prepare graphic presentations for urban projects."

Institution of Civil Engineers



PROJECT

GRAPHICAL COMMUNICATION IN SDPs

Client:

Architecture and Design Scotland, The Scottish Government and the Strategic Development Planning Authorities

Project lead:

Bally Meeda

Team members:

James Lewis & Mark Woolf

Description:

Winning a national competitive tender – Urban Graphics in collaboration with Matrix Partnership www.matrixpartnership.co.uk were commissioned to explore how place based strategic planning can be expressed visually in a manner that is easily understood by the range of plan users, including the wider public, and which can reduce the size and complexity of plans

Challenge:

The overall aim of the commission was to introduce graphical tools and techniques to help reduce the size of Strategic Development Plan documents. Our brief was to try to achieve clear concise communication to SDPs in 25 pages.

What we did:

Our specialist team ran a 2 day workshop with A+DS and the Scottish SDP managers that involved a number of exercises that mimicked a real life graphical design process. Interspersed between the exercises were a series of master classes including graphics tips and tricks from Urban Graphics Director Bally Meeda. Among the final outputs were an "Analysis Report" and a "Toolbox for Improvement".

Client testimonial:

"Urban Graphics provided specialist input into a research project on graphical communication in plan-making. Their knowledge and expertise was invaluable in informing the project and illustrating a series of practical graphics, and their creative thinking helped in facilitating workshop sessions that considered how a range of graphic media and techniques might convey complex messages. Urban Graphics' technical know-how and engaging enthusiasm were stimulating and thought provoking, and contributed significantly to the success of the project".

Architecture and Design Scotland



urban graphics

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