



Leek College

Case Study Leek College

Client: Leek College

Sector: Education

Description: Prospectus for 16-18 year-old students



The challenge

Leek College is a Further Education provider in Staffordshire offering a wide range of courses to students from Leek and surrounding area including A Level, BTEC and Access programmes. The College also offers some Higher Education courses in conjunction with Staffordshire University. GSD® competed with five other agencies to win the tender to produce a 132-page A5 prospectus.

The solution

- A bright, engaging document that appeals strongly to today's highly visually aware 16-18 year-olds.
- A fresh look with vibrant colours supported by a clear, accessible copy style.

The result

- Significantly increased uptake of the prospectus its hard copy format at Open Days and other events.
- High volumes of traffic viewing both Flash and pdf download versions.

The applause

"GSD® designed our new look 16-18 Prospectus. The advice they offered around size, stock and content was invaluable to ensure we were, for the first time, at the forefront of what the target market wanted. The end result was both eye catching and user friendly; and all delivered under severe time constraints. We have had such positive comments from students, staff, careers advisers and parents and are therefore discussing future projects to work together on in the future with Graham and the team."

Mara Hargreaves - Sales and Marketing Manager

Crème de la Crème Business Award for Outstanding Business Achievement 2011
High Sheriff's Innovation Award for Enterprise 2011
UK Action Coach Innovation Award 2011
Gold FE First Award for Best Annual Report 2009
Silver Heist Award for Best FE Prospectus 2009
Silver Heist Award for Best Website 2008
South Cheshire Business of the Year 2004
Runner Up – Cheshire Business of the Year 2004
Investor in People & ISO 9001 accreditations 2002-2009
ISO 14001 Environmental Certification
FEFC Design Award 'College Charter of the Year' 1994
James McNaughton Design Review Awards 2004
Inventors of the interloopmailer® www.interloopmailer.com
Graham Shapiro - Young Businessman of the Year 2007
GSD® are members of The Chartered Society of Designers
Graham Shapiro - Shortlisted for The Director of the Year 2011 - The Institute of Directors

visual communication specialists
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