

Building brands with
positive impact.

Together

me&you™

Design for Good



Who are me&you?



Hello

We're me&you, a creative agency that builds brands that do good for people and planet.

We're shaping the future by using our strategic, creative and digital skills to help brands build stronger connections with their audiences, deliver more impact and do more work that matters.

We're excited at the prospect of working with you.



Matt Eamer
Founder & Creative Director

You're doing **good for people and planet**.
You want a **creative partner that cares** about
the same thing you do.

That's **me&you**. We collaborate with brands
who are committed to **building a better world** –
making life better, fairer, safer and greener.



Why work with us?

Together with our clients, we've...



Won 5 Digital
Impact awards



Reduced marketing
overheads for a charity
working with cancer
patients by 50%



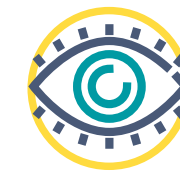
Helped achieve page 1
Google ranking
for a community
meals charity



Enabled a charity
to exceed gambling
awareness training
targets by 103%



Saved teams countless
admin hours
by streamlining their
digital processes



Delivered perfectly
aligned branding that
enables our customers
to stand out

Our Clients

We've done work that matters for...



Read on to see what impact we've made for them

A young boy and girl are sitting together, looking at a tablet. The boy is in the foreground, wearing a red patterned shirt, and the girl is behind him, wearing a green shirt. They are both smiling and looking at the screen. The background is a blurred indoor setting with a lamp and a couch.

YGAM

Helping build digital resilience
among young gamers

What we've done for Young Gamers & Gamblers Education Trust (YGAM)

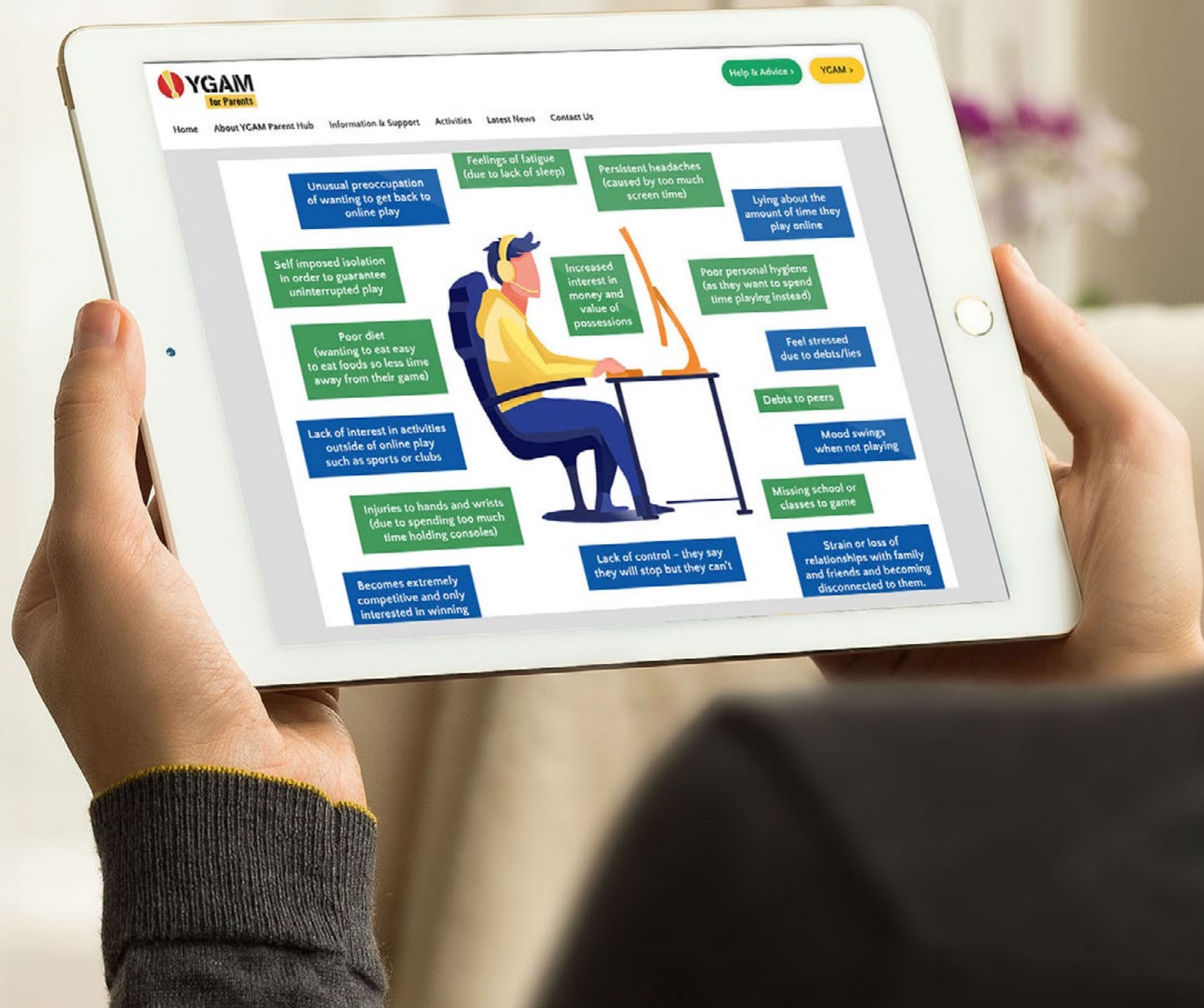
Project Scope

- WEBSITE DESIGN
- UI DESIGN
- UX DESIGN
- WEBSITE DEVELOPMENT

Challenge

During the pandemic, Young Gamers & Gamblers Education Trust (YGAM) needed a way to continue their vital work to educate and protect young people from the risks of problem gaming and gambling.

Their website was old, dated and no longer fit for purpose and did not allow visitors to the site to book or attend training workshops online.



Solution

We designed a brand new website with an integrated booking system, transformed Practitioners Workshops into interactive virtual classrooms and launched a new Parent Hub website.

Built using a flexible CMS (content management system), the new website looks much fresher and is easy and intuitive for both the client and their audience to access information and support.

We also designed a virtual stand and backdrop to promote YGAM's training at a major international online industry event.

Impact

YGAM exceeded their pre-Covid target for number of practitioners trained by 103%!

Our virtual event stand **generated 245 enquiries** from businesses interested in the training.

Winners of 3 Digital Impact Awards 2020 Best use of Digital by Sector: Charity, NGO or NFP, Best use of Digital by Sector: Education and Best Digital Communications during Covid-19





Look Good, Feel Better

Boosting the mental
wellbeing of cancer patients

What we've done for

Look Good, Feel Better

Project Scope

- ELEARNING
- UI DESIGN
- UX DESIGN
- WEBSITE DESIGN
- WEBSITE DEVELOPMENT

Challenge

For 25 years, cancer charity Look Good, Feel Better (LGFB) had always delivered its patient workshops face-to-face, and sessions had to be booked manually by the LGFB team.

Training up volunteers and preparing them for the particular challenge of working with cancer patients was a lengthy and time-consuming process which took the team away from other important tasks.

When lockdown struck, the charity's future looked uncertain. The LGFB team was much-reduced, so they urgently needed a more efficient and cost-effective process for booking and delivering workshops and training volunteers online.



Solution

me&you collaborated closely with LGFB to create a new, user-friendly online booking system so patients were able to book and participate in virtual workshops online.

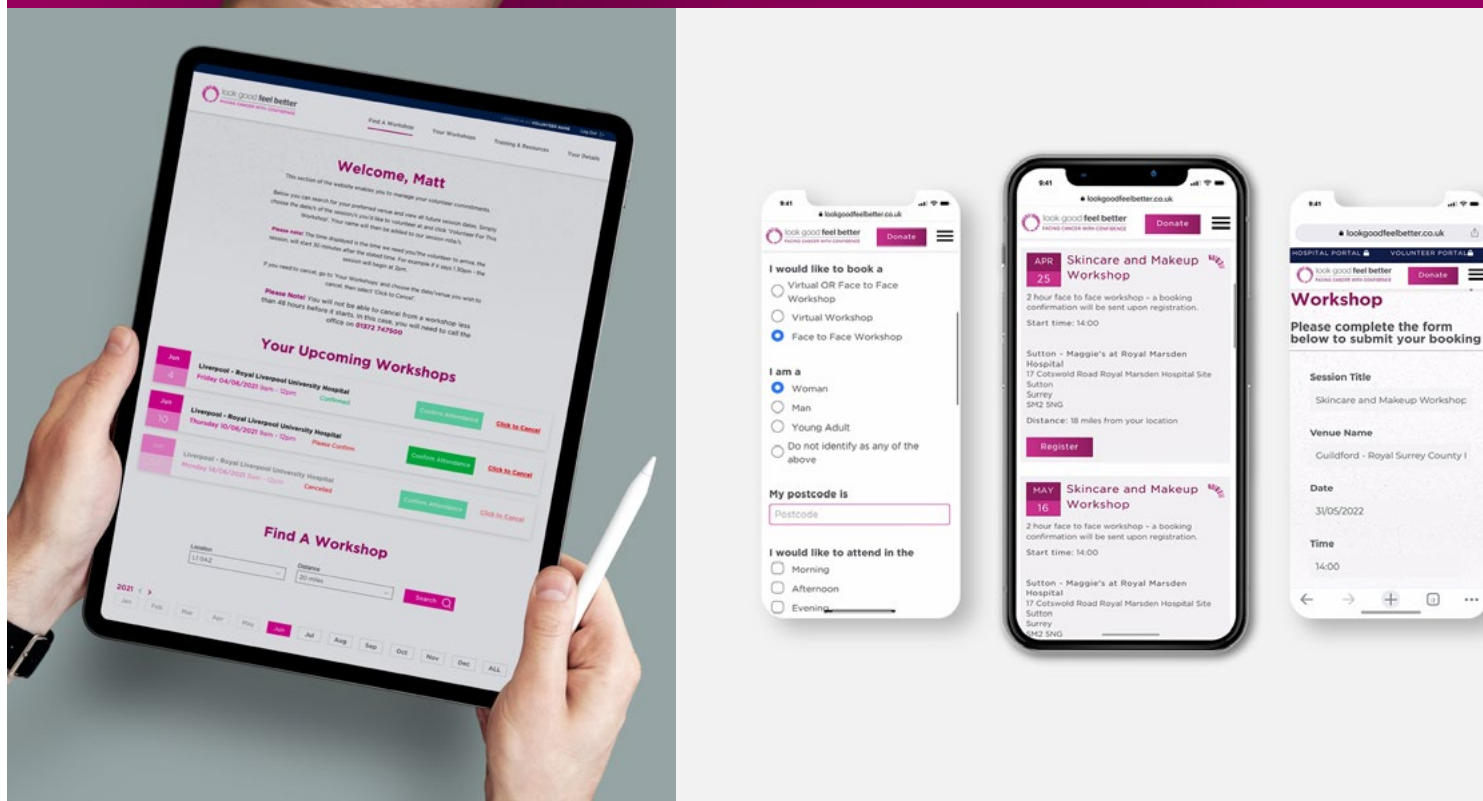
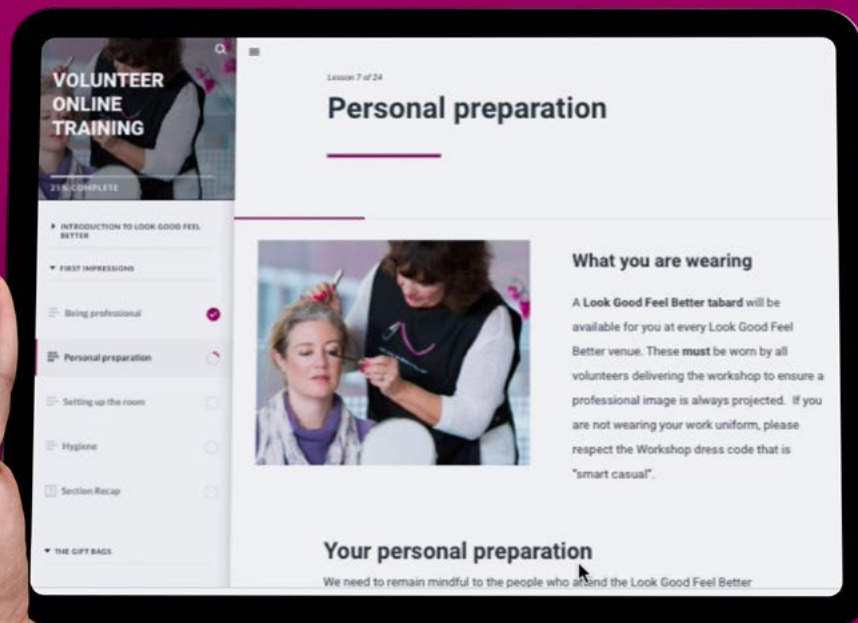
We also created a portal to empower volunteers and encourage them to book workshops and access information, along with a set of online training modules for existing and new volunteers.

Impact

We have helped the **charity extend their reach, strengthen their relationships** with hospital cancer centres and volunteers and, most importantly, **boost the mental wellbeing of cancer patients.**

As well as greater efficiency due to the digitalisation of its services, the charity has also seen a significant cost benefit. **The charity's marketing overheads have been reduced by about 50%** compared to its pre-Covid costs.

“The online booking system has absolutely transformed the charity. Without it, we would not be where we are today.” Sarah Lenson Operations Manager, online portal project, Look Good Feel Better (LGFB)





NHS Trust

Celebrating and encouraging
NHS staff and volunteers

**Barking, Havering
and Redbridge
University Hospitals
NHS Trust**

- BRAND DESIGN
- CAMPAIGN & EVENT SUPPORT

Barking, Havering and Redbridge University Hospitals NHS Trust run two large, bustling hospitals; Queen's Hospital in Romford and King George Hospital in Goodmayes. Across both hospitals, 6,500 staff and volunteers care for a diverse community of 750,000 people.

In 2021, after a traumatic and stressful first year of the Covid-19 pandemic for the NHS, BH&RUH NHS Trust briefed us to design an internal 'Thank You' Staff Campaign as a reminder that each individual member of staff is appreciated for who they are and what they do.



Solution

Team me&you were excited and humbled to work on this project and set about delivering a campaign that worked as a stand-alone Thank You Campaign in Thank You week, but was also bespoke enough to work across other events across the year.

It needed to tell a bold, compelling story but, most importantly, provide creativity across multiple touch points within the hospital settings and online.

A typographic concept was chosen for the campaign, using words like 'POSITIVE', 'RESILIENT', 'SKILLED' and 'PROUD' to show appreciation and gratitude to NHS Trust staff in a personal and conversational way.

Impact

"Our Thank You week campaign was a huge success at our hospitals – the week had a real buzz and this was helped hugely by the high-quality design from me&you. The designs looked fantastic around our hospitals and on our social media."

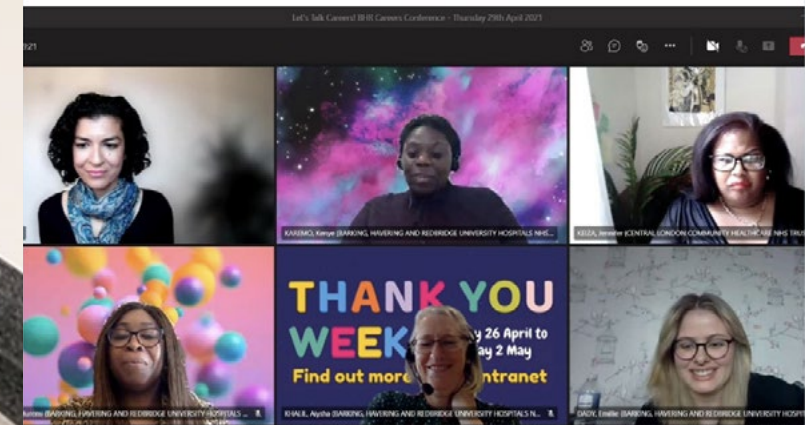
Becky Player, Senior Communications Officer – Internal Communications and Campaigns



Just want to say thank you to all of the team @BhrSafety always on hand for support @BHRUT_NHS

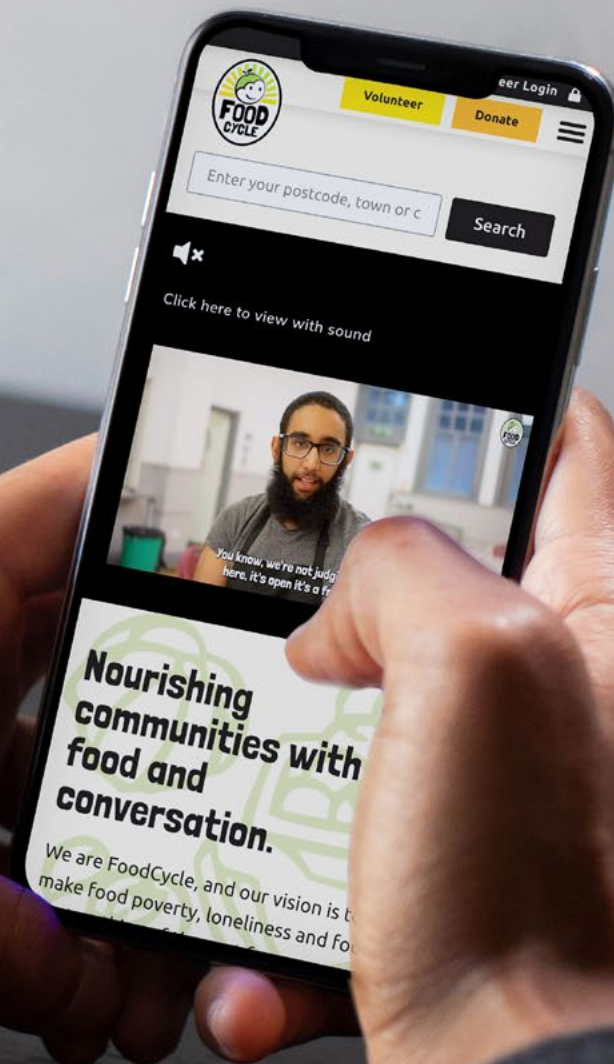


Great to participate in @bhr_CareerMaps event earlier this week. Inspired by the #NHS People Promise, @BHRUT_NHS are doing fantastic work to provide a great experience for #OurNHSpeople joining them from all walks of life. england.nhs.uk/ournhspeople/o...



FoodCycle

Connecting people with
free local community meals



What we've done for FoodCycle

Project Scope

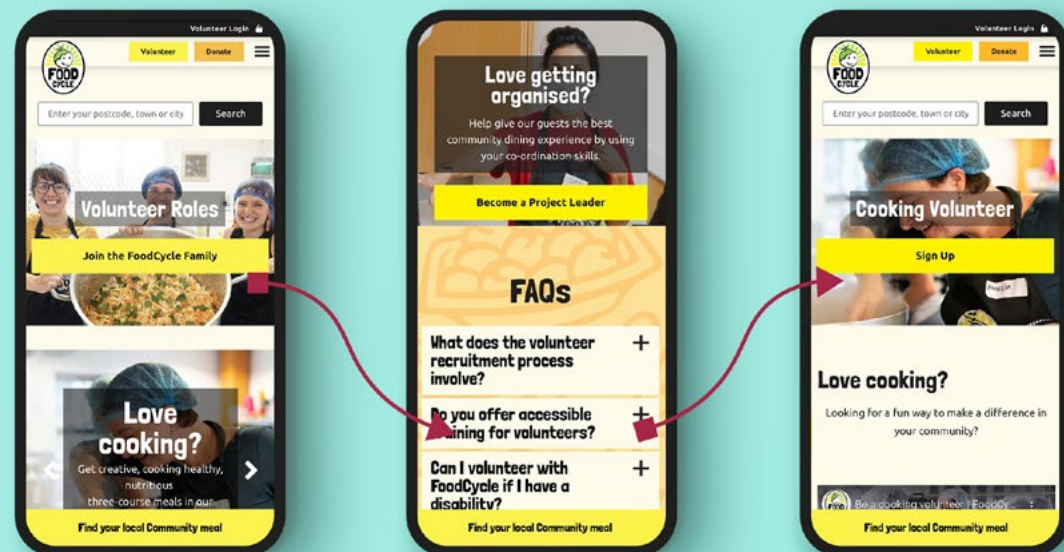
- WEBSITE DESIGN
- UX DESIGN
- UI DESIGN
- SEO
- COPYWRITING

Challenge

FoodCycle's vision is to make food poverty, loneliness and food waste a thing of the past for every community.

The charity's old website was not accessible or user-friendly and it was difficult for their audience to find their nearest community meal and for potential volunteers to connect with volunteer opportunities.

The website's content and structure had grown over time which meant that the FoodCycle team had the laborious task of manually updating the same content in multiple areas of the website.



Solution

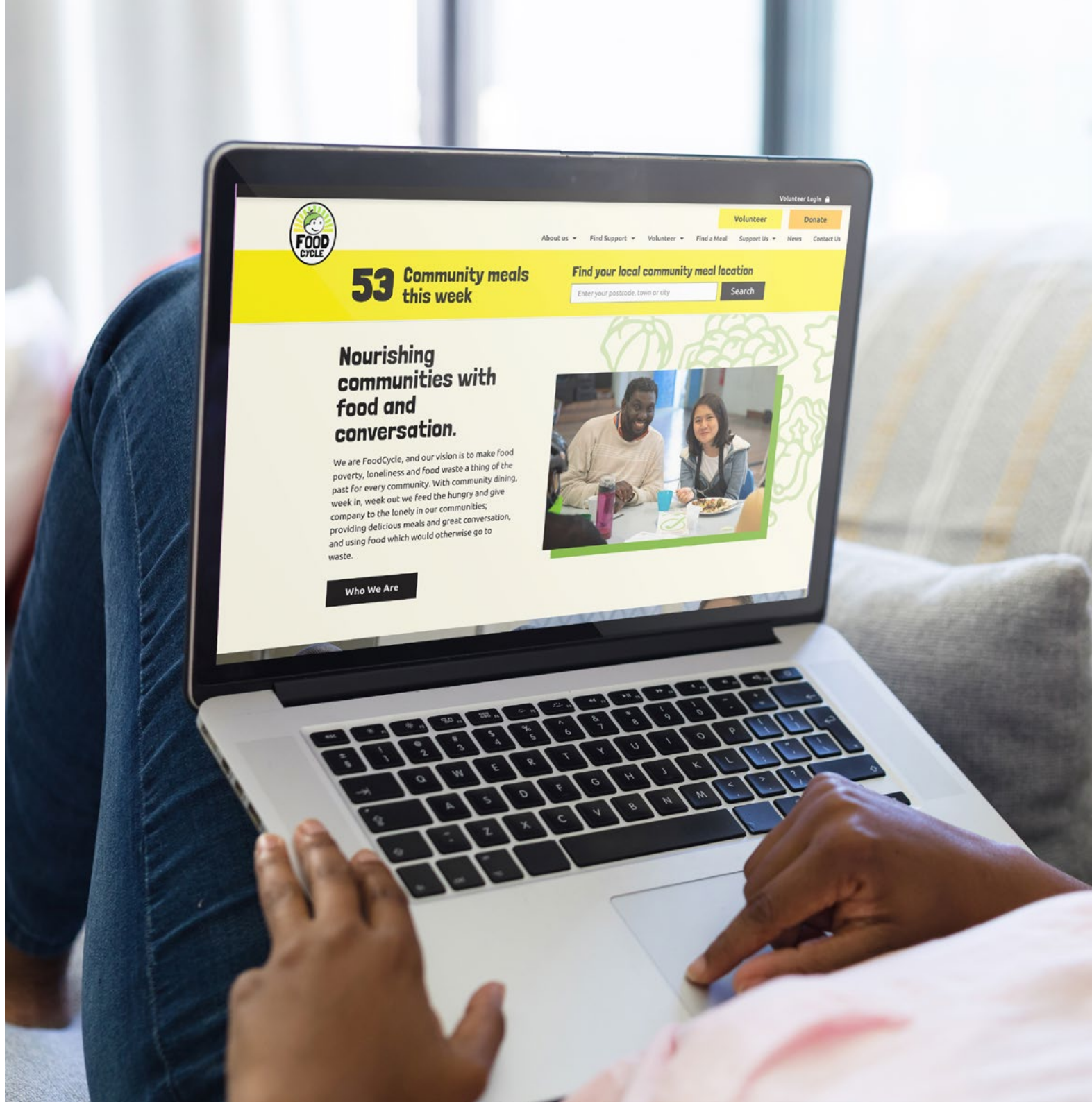
me&you worked closely with the FoodCycle team to create a new streamlined site structure, which integrates seamlessly with Salesforce so that content can be updated in just one place.

We sharpened the look and feel of the brand with new brand colours, photography and bespoke illustrations. We've improved legibility and engagement on the site and new functionality makes it much easier for people to search for community meals in their local area.

Impact

me&you have helped FoodCycle move much closer to their brand ambition to become the leading voice in community meals.

Through the use of SEO, the new website now appears on page 1 of Google when searching for 'Community meals'.

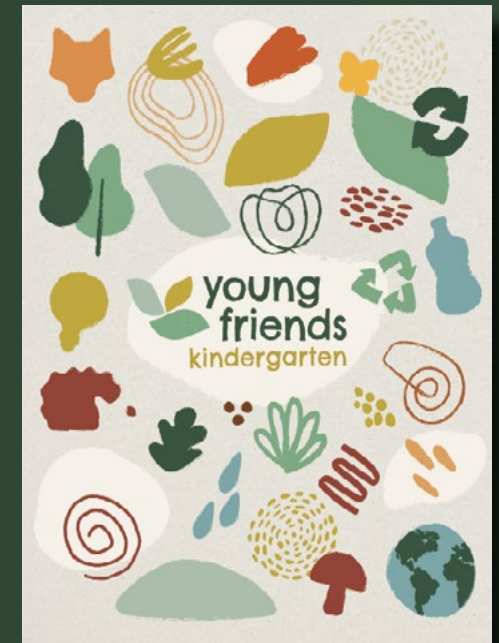




Young Friends Kindergarten

Helping a sustainable
nursery fulfil their potential

What we've done for Young Friends Kindergarten



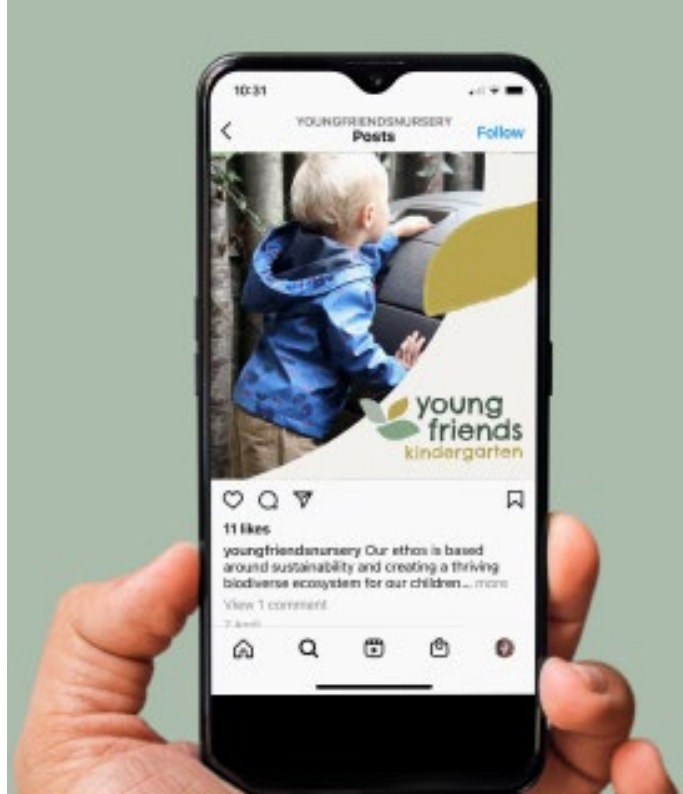
Project Scope

- BRAND IDENTITY
- BRAND STRATEGY
- WEBSITE DESIGN
- PHOTOGRAPHY
- VIDEO
- COPYWRITING

Challenge

When sustainable nursery Young Friends Kindergarten in Hove approached us, they were already doing great work inspiring the next generation to explore and care for the world around them.

The nursery's challenge was that their old website did not communicate their offer in a clear and compelling enough way to engage with their target demographic.



Solution

During our initial Discovery sessions, our client realised that in order to achieve their ambition to become a leading sustainable kindergarten and support other childcare providers to implement their sustainable principles, they would need much more than just a new website.

Using our 5 step process, we collaborated with owner Louise to help establish the brand's values and tone of voice, which then fed into the messaging and written content for the website.

We created a new look and feel for the brand with a bespoke colour palette, fonts, textures and illustrations and conducted a photoshoot so that the website and marketing materials reflected the personality and high quality of the nursery's offering.

Impact

The new website has recently launched and now **the creative and communications are perfectly aligned with the nursery's vision and their target market.**





Lustre Consulting

Achieving greater visibility and leads
for an environmental services company

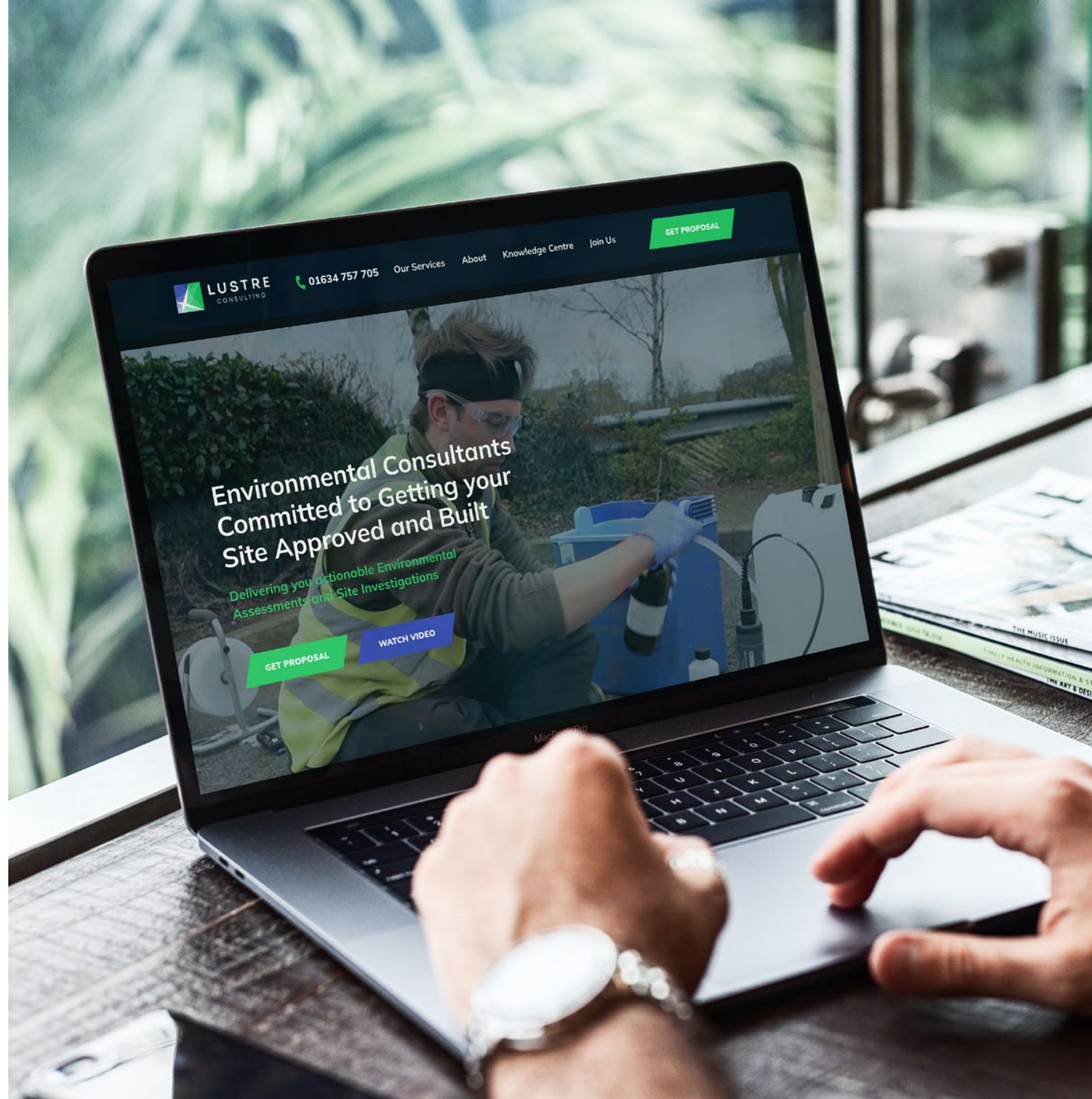
What we've done for **Lustre Consulting**

Project Scope

- WEBSITE DESIGN
- VIDEO
- BRAND REFRESH
- SEO

Challenge

Environmental consultants Lustre wanted to increase their online visibility, grow their customer base and generate more active enquiries through their website. They recognised the need to improve their existing brand identity.



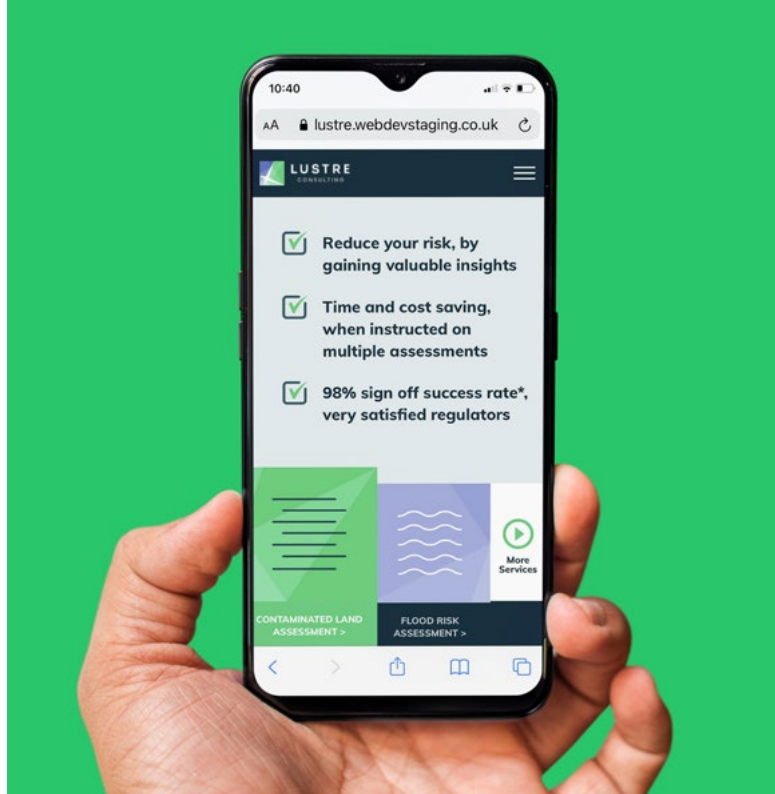
Solution

Lustre approached me&you to carry out a full brand refresh and apply the new look and feel to a range of printed and digital materials, including reports templates, videos and a new website.

Along with creativity and technical skills, me&you provided Lustre with ongoing guidance and support throughout the branding process.

Impact

SEO (Search Engine Optimisation) on Lustre's new website has **significantly improved the company's visibility via Google searches**. The company has also seen strong **growth in active inbound enquiries, saving the team time and effort** pursuing passive enquiries.





Kent, Surrey, Sussex Air Ambulance

Providing creative support and annual reporting for a vital service provider

What we've done for

Kent, Surrey, Sussex Air Ambulance

Project Scope

- ANNUAL REPORT DESIGN
- CREATIVE DIRECTION & SUPPORT

Challenge

When Kent, Surrey, Sussex (KSS) Air Ambulance Charity approached us, they had some design capabilities inhouse but wanted to ensure that their communications would remain high quality and consistent in the event of any staffing changes.

KSS Air Ambulance asked me&you to audit their existing brand assets, add their professional creative input and provide the team with some fresh inspiration.



Solution

me&you partnered with KSS Air Ambulance to refresh and elevate their existing brand communications.

We demonstrated how the charity's assets could be used more creatively, and applied this new look and feel to a number of key items including their magazine and annual report.

KSS Air Ambulance annual report was an important marketing tool to attract potential investors, so it was important that it projected a positive image of the brand.

Photography, infographics, and other aesthetic elements such as bespoke icons were carefully chosen to keep readers actively engaged with content.

Financials were displayed in a way that was easy to understand, as well as allowing readers to find important information quickly.

Impact

KSS Air Ambulance received a set of high quality brand assets and now have all the tools they need to help set their charity apart from its competitors.

me&you continue to provide the charity with ongoing creative support.



Services we offer

Strategic Services

- Brand audit
- UX and UI design
- Campaign planning
- Communications review
- Brand guidelines
- Tone of voice
- Product naming
- Search marketing
- Website hosting

Creative Services

- Brand identity
- Print design
- Packaging design
- Animation
- Website design and build
- Venue branding and signage
- Content creation
- Illustration
- Brochure design
- Banner design

Communication

- Presentations
- Film & Photography
- Infographics
- Copywriting
- Exhibition and event graphics
- Environmental graphics
- Annual reports
- Point of sale
- Email marketing
- Social media marketing
- Sales tools
- Staff training guides
- eLearning creation



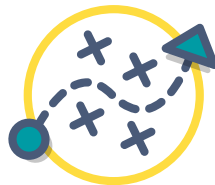
How we'll work with you

We follow a 5 step process, tailored to you



Discover

We'll meet with you to explore your goals and discover what makes your company and audience tick.



Plan

We'll produce a plan with goals, project timelines and milestones.



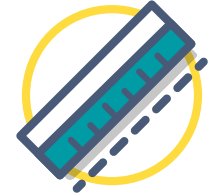
Create

We'll use the insight we've gained to develop new creative concepts.



Deliver

Once you've given us the green light, we'll get to work producing all the required materials.



Measure

We'll agree methods with you to measure the tangible results of your project.



Ready to talk about what
we could achieve together?

[Book a Chat](#)

me&youTM

Design for Good

hello@meandyou.co.uk

01732 743 455

meandyou.co.uk