

# USEFUL FICTIONS

*Artistic excess for good reasons*



At Useful Fictions, we offer a range of design and communications services, primarily for development organisations and charities.

We believe even the smallest group should be able to get their voice heard effectively, and use our practical management experience to do so creatively.

We're called Useful Fictions because first, they help the world go round and get things done. Second, it was the name of an artwork by an influential but relatively unknown American Artist in the 1950s who had a great outlook on life. His name's Allan Kaprow, in case you'd like to look him up.

We'd like to think that by working with like-minded individuals and organisations, who share similar beliefs and values, that we really can understand the purpose of a given design project, not just agree on what it should look like or do. We've also worked in management roles for various NGOs, charities, and community organisations, so know what makes them tick, and the gymnastics of time, money, and everything else required on a daily basis.

If you think we can help you, great - give us a shout.

If not, that's fine too - it's a big old world, and someone else probably can.



Identity & branding

For an identity we might produce just a logo, or the full monty including brochures, stationery, posters, signage, and tea towels. OK, probably not the tea towels.

usefulfictions.co.uk



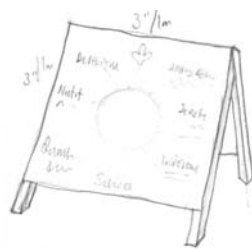
WRITING & EDITORIAL COMMUNICATIONS & EDUCATION DOCUMENTATION & REPORTING WEB-BASED MATERIALS & ONLINE STUFF IDENTITY & BRANDING



Website



Sandwich board of services (& sketch of board constructed)



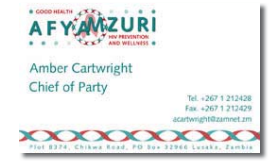
Simplified logo



Compliment slip

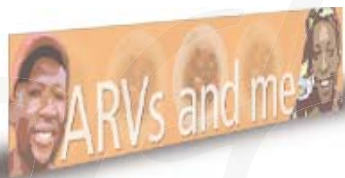


Services brochure



Business card

Fraser Horne Remedies & Therapies, Toronto ▲



▲ Afya Mzuri (HIV education), Lusaka



Communications

By 'communications' we mean anything from posters and leaflets to signage and exhibition stands - whatever you need, and whatever's best to make your point.

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Related website concept



Board detail



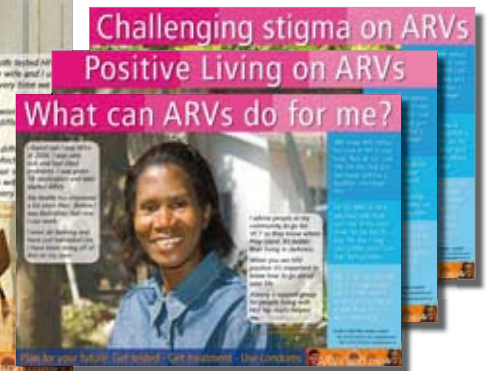
Related brochures



Complete series of boards



Other posters in the series



▲ Vegan Society exhibition boards, Birmingham

▲ HIV treatment posters, UNICEF Zambia



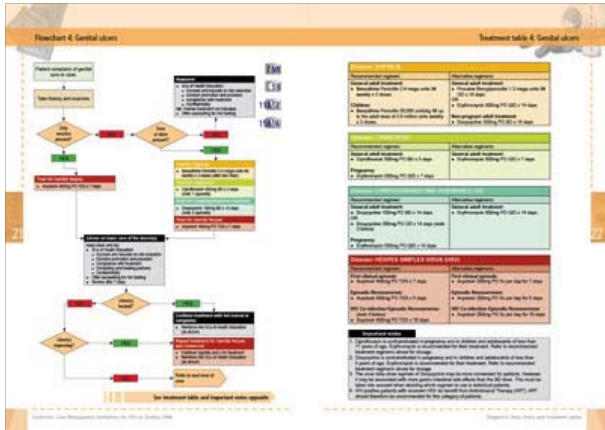
Documentation

Yes, documentation is just another kind of communication. But for the sake of argument, documentation is also a bit more complex - a booklet rather than a brochure, or a series of reports rather than one poster.

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WRITING & EDITORIAL WEB-BASED MATERIALS & ONLINE STUFF IDENTITY & BRANDING COMMUNICATIONS & EDUCATION DOCUMENTATION & REPORTING



Diagnostic flow chart and treatment regimes



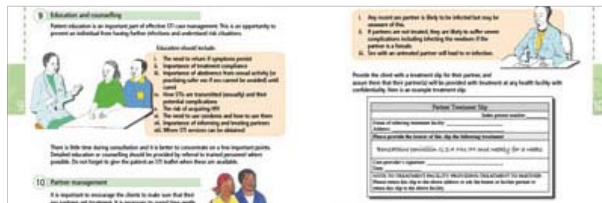
One of a series of related posters



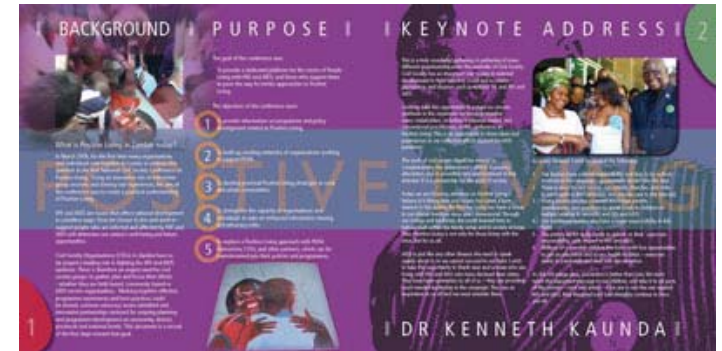
Back cover



Inside spread

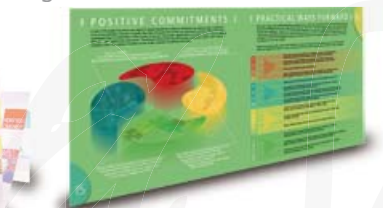


Introduction for vocationally trained medical personnel



Introduction and keynote address

▲ STI Guidelines, Ministry of Health, Zambia



▲ Positive Living conference booklet, Lusaka

Online stuff

Sure, 'online' typically means a website, but it could also be an email newsletter, an interactive banner, a web-based campaign or service. So websites and other 'online stuff' really.

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WRITING & EDITORIAL IDENTITY & BRANDING COMMUNICATIONS & EDUCATION DOCUMENTATION & REPORTING WEB-BASED MATERIALS & ONLINE STUFF



Detail of traditional embroidery



Welcome page



Model illustrations



Website, book and podcast



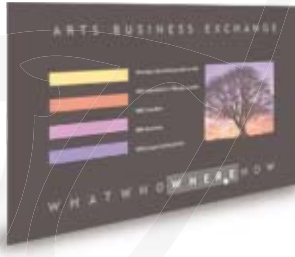
▲ Afrikolor Batiks website, Lusaka

▲ Health advocacy kit, Toronto

Marketing bulletin template



▲ Seafarer email bulletin, London



Writing & editorial

For us, this includes research, writing and editing, and though usually part of producing something like a booklet, report, or newsletter, could be a purely editorial project on its own.

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IDENTITY & BRANDING COMMUNICATIONS & EDUCATION DOCUMENTATION & REPORTING WEB-BASED MATERIALS & ONLINE STUFF WRITING & EDITORIAL

Header and page template



Logo and detail

Display banner



DVD and booklet



Folded, unfolded & detail



▲ Lushomo website, Lusaka

▲ Safer Txt schools pack, Bristol

▲ Brigstowe annual report, Bristol

