Blackwood

Design for Positive Change



wearebackwood.com

Your *trusted* agency partner

Blackwood has a long and successful history of working with a wide variety of institutions, Governments and NGOs. Some of the main areas of our focus recently have been sustainable development, international financing partnerships, global health initiatives and anti-poverty programmes.

We work in multiple formats, across multiple platforms and in multiple languages.

> **Your team has a lot of talent and creativity... you always find a way to make things look amazing. We really appreciate your efforts.**

Mounir Jouanedy
Lead Principal Marketing, Communications & Outreach, CEO Executive Office, ICD

AccountAbility
BADEA
CEB
CITY UNIVERSITY LONDON
DUBAI ECONOMY
ESCAP
European Bank for Reconstruction and Development
European Social Survey
Global Affairs Canada
GOVERNMENT OF DUBAI
Islamic Corporation for the Development of the Private Sector
IsDB Islamic Development Bank
ISFD
Lives and Livelihoods Fund
UNDP
UNITED ARAB EMIRATES MINISTRY OF ENERGY & INFRASTRUCTURE
Universitat Pompeu Fabra Barcelona



Clare Ritchie
Co-founder & Client Services Director
+44 (0)1273 732246
clare@weareblackwood.com

Design for positive change

Blackwood was established in 2010 and works as a design partner to ambitious international development banks, governmental and non-governmental organisations, corporations and charities. With a common goal to achieve positive change in the world, we take a collaborative, audience-first approach, based on a deep understanding of your aspirations and objectives, and, above all, a drive to ensure you succeed.

We apply our expertise and years of experience to ensuring every piece of communication we produce is eye-catching, engaging and effective, and tailored to your audiences for maximum impact.

Our clients love that we make it a priority to work alongside them, getting to know their challenges and aspirations, their audience and cultural context. We pride ourselves on being culturally literate, meaning that we ensure that for each new country our work appears in, the individual piece is targeted to that culture and its norms. We don't take a one-size-fits-all approach, which is something our clients really appreciate.

Whatever your organisation's size, sector and strategy, Blackwood is here to be a true creative partner as you move forward. Get in touch and let us know your aspirations, and we'll set about helping to make them a reality.

Clare Ritchie
Co-founder & Client Services Director

IsDB
البنك الإسلامي للتنمية
Islamic Development Bank

How we can help you

Delivering impact through innovation and creativity

Case study: Islamic Development Bank, Annual Report

The client: The Islamic Development Bank (IsDB) is an internationally recognised bank, serving nearly 60 member countries with a range of services that promote growth, development and South-South collaboration, with a focus on the reduction of poverty.

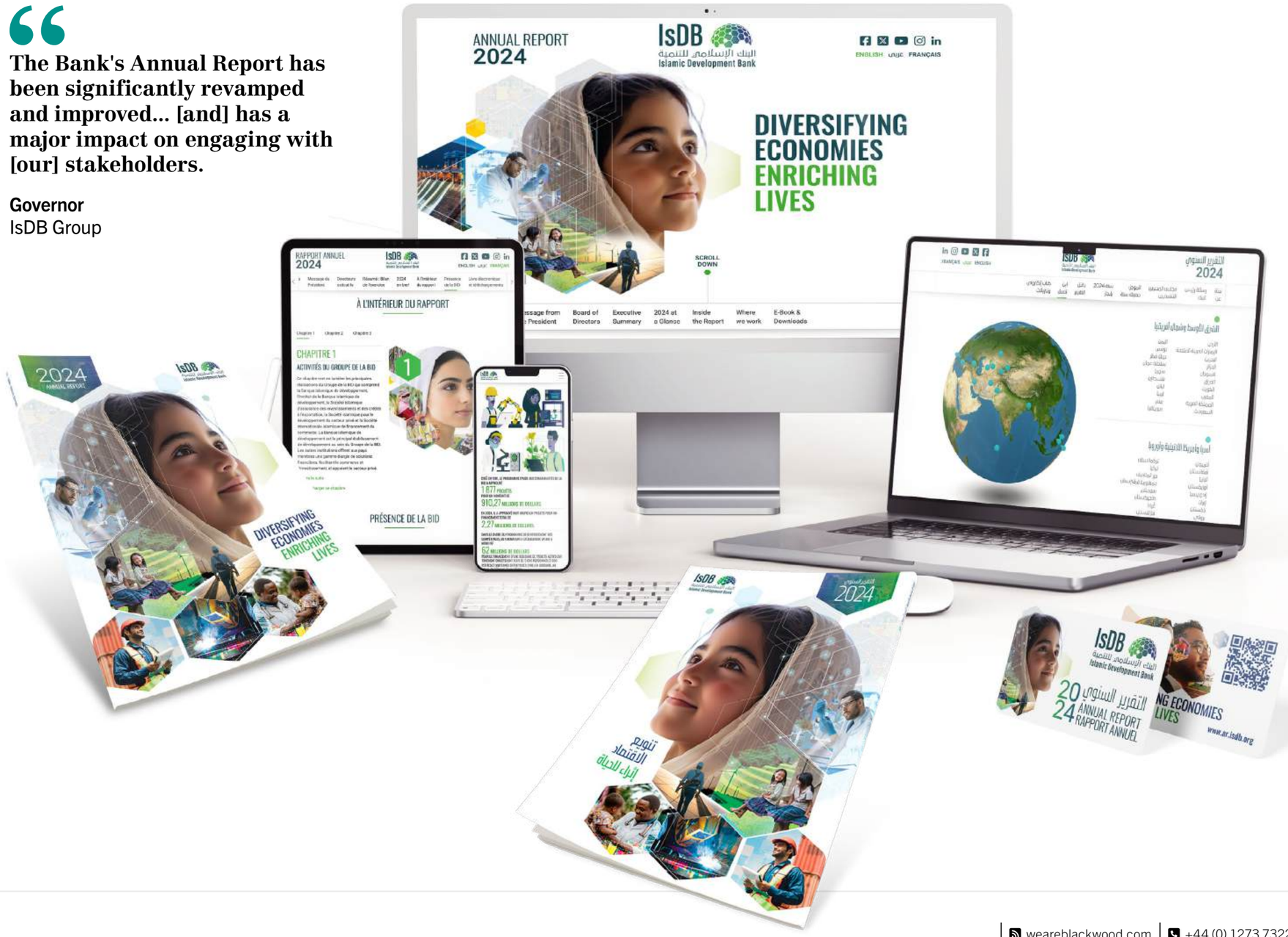
The partnership: Blackwood has been the design partner for IsDB since 2015, delivering a range of print and digital projects including annual reports, print materials, presentation assets, video animations and microsites. We recently signed a Long-Term Agreement (LTA) with the Bank, in recognition of our continued partnership success.

The challenge: IsDB approached Blackwood with the task of reinventing their Annual Report. They wanted to maximise their audience reach and increase their visibility on the international stage, showcasing the full breadth of the bank's operations and its impact across multiple business regions.

Our insight: The work of the IsDB is global in nature, but its impact on those it helps is intensely personal.

We believed that the Annual Report and its narrative content needed to emphasise the impact of the Bank's work on everyday people who live and work in its member countries – a personal touch that would inspire readers and bring the data to life. We also knew their stories needed to be shared with as many people as possible.

> **The Bank's Annual Report has been significantly revamped and improved... [and] has a major impact on engaging with [our] stakeholders.**
>
> **Governor**
> IsDB Group



IsDB
البنك الإسلامي للتنمية
Islamic Development Bank

Our approach: We worked with IsDB to develop a comprehensive creative brief, suggesting ways to shape the report's core narrative and highlighting key themes that would add impact, gravitas and usability. The main report is now supported by an online version. Developed during 2023, this fully responsive summary reporting site was built entirely by the Blackwood studio and has proved to be a perfect way to promote the annual report to an ever-growing global audience.

We also produced USB and QR Code Cards, which have proved key for important stakeholder engagement and promotion.

We introduced flexible design templates, so that we were able to accommodate a variety of copy lengths and typographic styles across each publication. By working across multiple communication channels, designing in three languages and providing tailored assets for event promotion, we continue to demonstrate yet again what's possible with a clear, ambitious vision and targeted strategy.

From a visual standpoint, we curated culturally appropriate photography, using it in harmony with bold coloured graphics. This eye-catching look has proved key to the overall success of the final design, boosting its global appeal.

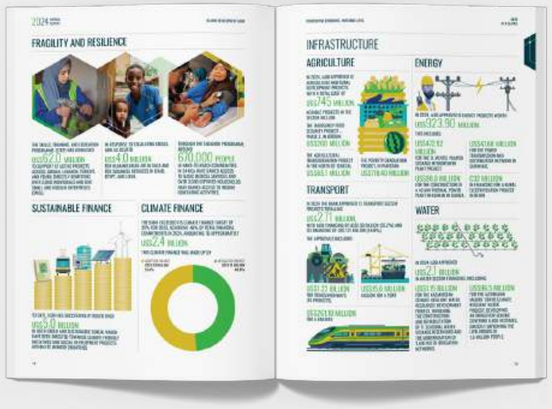
What they said: "The Bank's Annual Report has been significantly revamped and improved… [and] has a major impact on engaging with [our] stakeholders." **Governor**, Islamic Development Bank Group.

Project scope: creative concepts, template designs, content creation, tone of voice, photography, illustration, graphics, video animation, presentation assets, promotion assets.

Languages: English, Arabic, French.











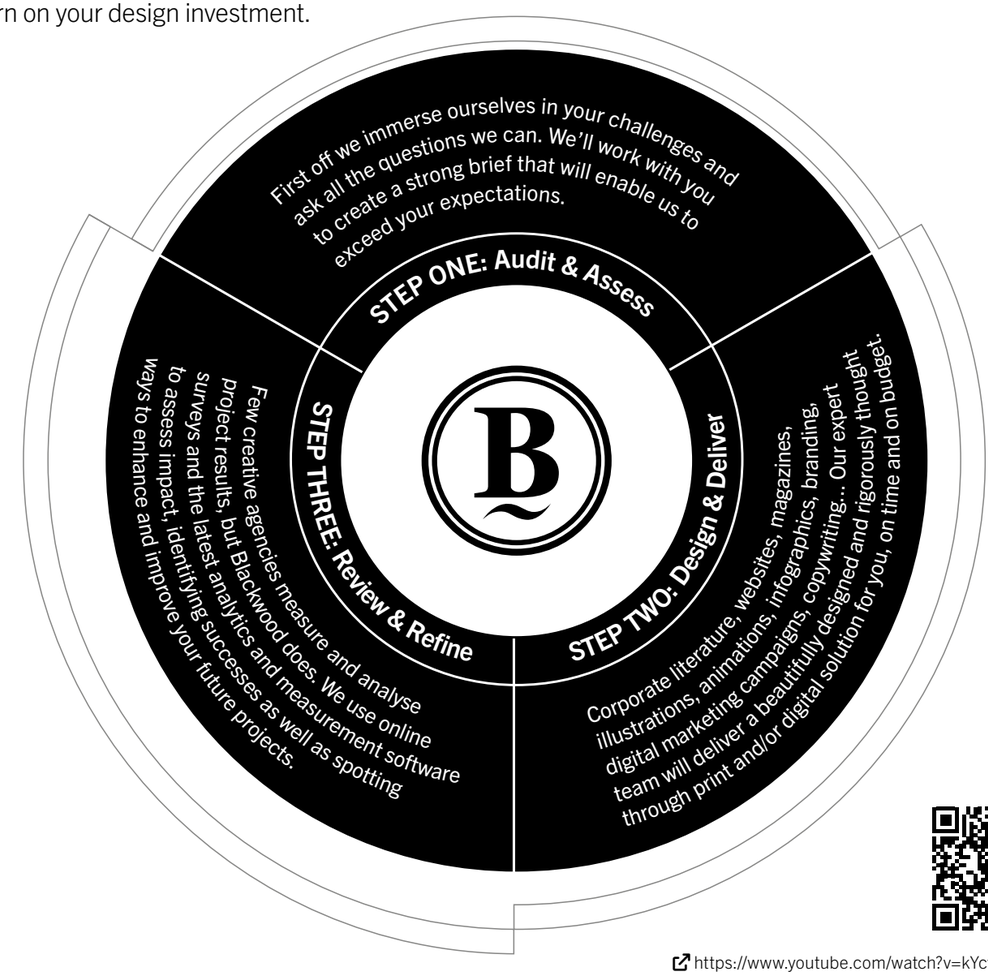
Work with an agency that cares about *your* success

Eye-catching and effective corporate communications are created when you work with an agency that understands your organisation and its communications' needs inside out.

We aim to build and maintain long-term relationships with our clients so that we can work alongside you to achieve your strategic goals. Many of our clients choose to take advantage of our Framework Agreements – a way of working that sees Blackwood teaming up with you as a partner over the long term. As we get to know your deeper values and larger aims, your success becomes our success.

How we work

Our long-standing client relationships are underpinned by our unique three-step working model, the Blackwheel. This model is based on collaboration, inspiration and innovation, and ensures you are guaranteed a good return on your design investment.



https://www.youtube.com/watch?v=kYcv7MEIlpc

European Social Survey

How we can help you

Transforming complex data into engaging and accessible communications

Case study: City University, European Social Survey (ESS) website

The client: City University is a highly regarded centre of learning located in the heart of London and home to a wide range of research endeavours that have a global impact. The European Social Survey (ESS) is a unique and award-winning bi-annual survey which has gathered and assessed socio-economic data and behavioural trends across Europe since 2001. ESS data are used to inform the public, researchers, academics and policy-makers, and to shape governmental policy across the UK and Europe.

The partnership: Blackwood has been the ESS design partner for over a decade, creating their brand guidelines and a range of print materials, reports, presentations and multilingual digital assets.

The challenge: in 2022 City University selected Blackwood to design a brand-new website to house decades of data gathered from the ESS. The broad range of audiences for the website required a new approach to the look, feel and functionality of the website. We knew we would need to migrate existing content seamlessly to the new site, integrating the new audience-facing design with the technical systems underpinning the site's functionality. The website had to include 28 country-specific pages in 34 local languages.

Our Insight: The ESS website is the main gateway to the survey's many years of data, as well as related documentation, news and information. Key to the new site's success would be its ability to meet the information needs of its diverse audiences.



The main purpose was to make the site as user-friendly and accessible as possible, creating a website design which would present a wealth of complex data to academic and professional audiences, and the wider public, in a way that was intuitive, engaging and easy to navigate.

Our Approach: Guided by the goal of accessibility, our new website design was bold, bright and clean, with clear signposting to data and information, and an intuitive navigation. We created bespoke illustrations to bring the data to life, and worked within a simple colour palette which would enhance and highlight the richness of data within the portal.

Our deep understanding of the ESS and its audiences meant that we could deliver optimal functionality for the user, while reflecting the ESS branding guidelines, and also meeting GDPR requirements and WCAG 2.1 standards for accessibility.

Before the new site was launched, we carried out extensive testing to ensure it was functioning smoothly and delivering what the client and their audiences needed. Only then were we ready to 'flip the switch' and unveil the new updated ESS site to users around the world.

What they said: "Blackwood delivered our amazing new website to the specifications requested, and we are incredibly thankful for their efforts. They helped us every step of the way, from design to implementation."
Stefan Swift, Head of Communications, European Social Survey ERIC

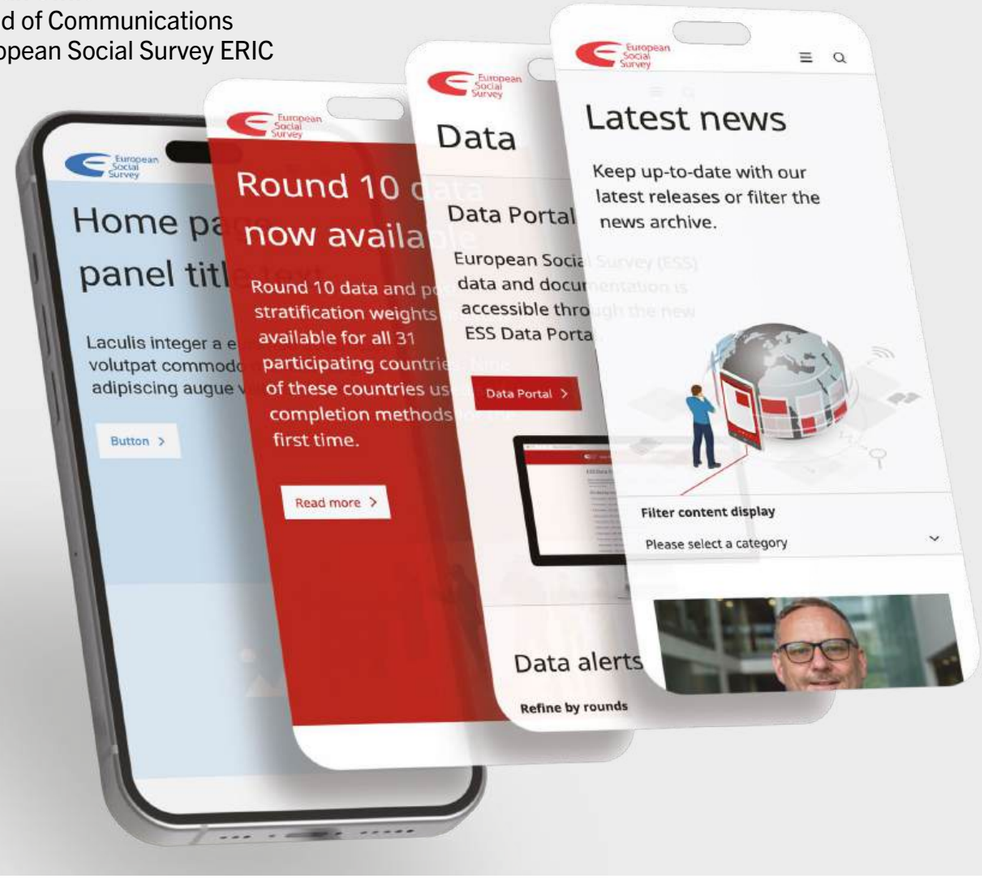
Project scope: Website design and development, user interface, accessibility compliance, content migration, tone of voice, photography, illustration, video.

Languages: English, plus 34 local languages of 28 member countries.



"Blackwood delivered our amazing new website to the specifications requested, and we are incredibly thankful for their efforts. They helped us every step of the way, from design to implementation - including the content migration, comprehensive testing, launch and support, including superb instructions on how to use the new content management system.

Stefan Swift
Head of Communications
European Social Survey ERIC

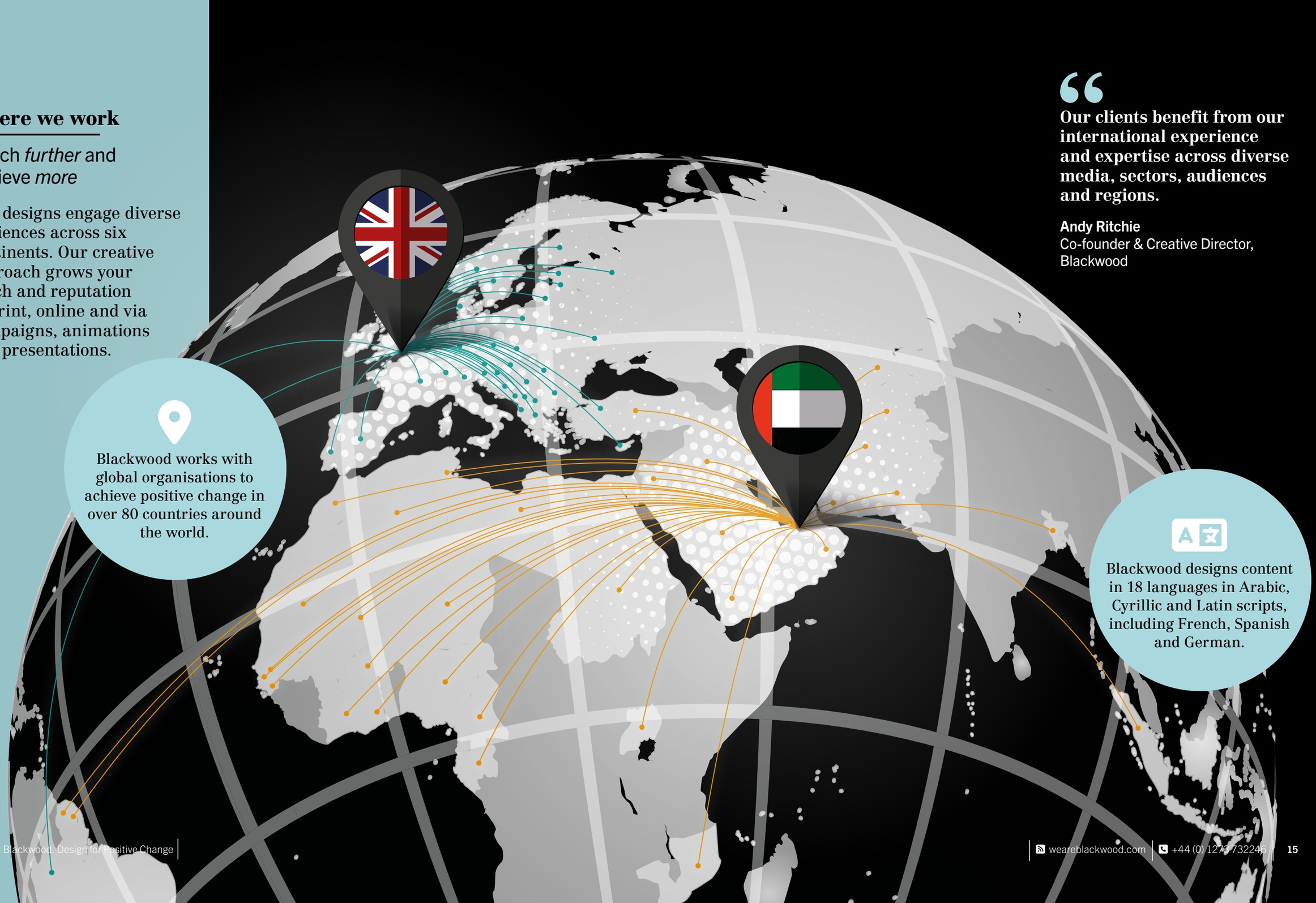


Where we work

Reach *further* and achieve *more*

Our designs engage diverse audiences across six continents. Our creative approach grows your reach and reputation in print, online and via campaigns, animations and presentations.

Blackwood works with global organisations to achieve positive change in over 80 countries around the world.



> **Our clients benefit from our international experience and expertise across diverse media, sectors, audiences and regions.**
>
> **Andy Ritchie**
> Co-founder & Creative Director, Blackwood

Blackwood designs content in 18 languages in Arabic, Cyrillic and Latin scripts, including French, Spanish and German.

UNITED ARAB EMIRATES
MINISTRY OF ENERGY & INFRASTRUCTURE

How we can help you

Growing your reach, reputation and success

Case study: UAE Ministry of Energy and Infrastructure, State of Energy Report 2022 & 2025

The client: The United Arab Emirates (UAE) Ministry of Energy and Infrastructure

The partnership: Blackwood first worked with the Dubai government in 2017 to design and deliver the Dubai Economic Report. The State of Energy Report is an ongoing engagement with the UAE Ministry of Energy and Infrastructure.

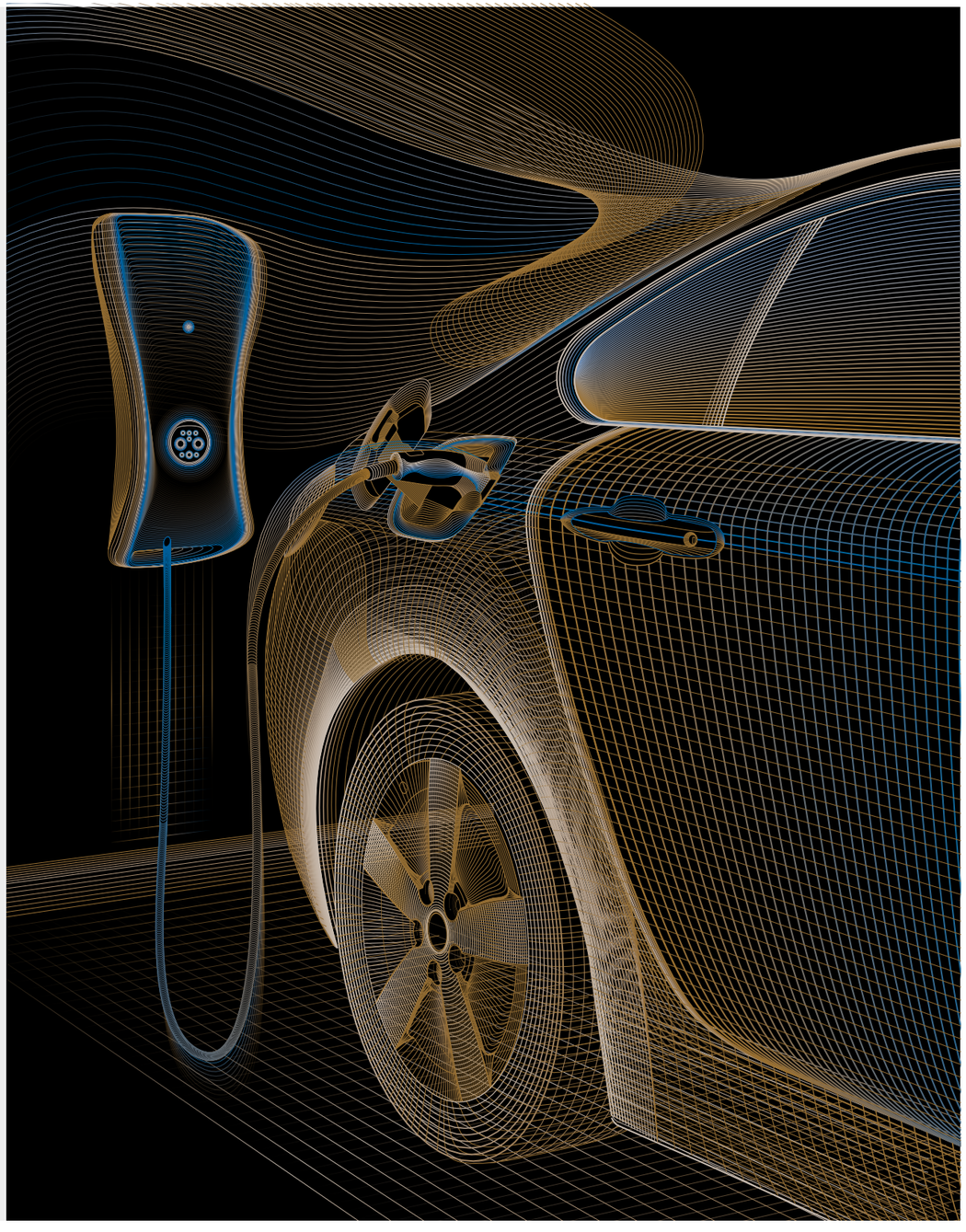
The challenge: In 2022 the UAE Ministry of Energy and Infrastructure enlisted Blackwood to design, edit and produce their State of Energy Report, showcasing the range of ground-breaking projects and developments across the UAE in the areas of renewable energy, sustainability and green infrastructure. The report is designed to reach a regional and global audience of energy organisations, sector stakeholders, governmental bodies and experts, providing an authoritative and inspirational narrative.

Our insight: This report is a significant part of the UAE's ambition to spread awareness of their groundbreaking work scaling up energy efficiency and driving efforts in renewable energy. We wanted to create a report that reflected the bigger picture, highlighting the initiatives being undertaken across the UAE to move towards a greener economy. We understood that the visual presentation of the report was as significant as its content in positioning the UAE as a world leader in the drive to net-zero energy by 2050.

Our approach: We knew the report had to be authoritative, informative and distinctive, and we worked to create a visual language and design which was both bold and sophisticated to support







UNITED ARAB EMIRATES
MINISTRY OF ENERGY & INFRASTRUCTURE

and reflect this ambition. We drafted and submitted creative concepts, worked with our client's inhouse team to refine and develop a unique visual approach, assembled eye-catching images and designed and crafted unique icons, infographics and illustrations to support the central messaging of the report.

To ensure the finished report had a unified 'tone of voice' Blackwood served as a responsive point of contact, compiling and editing inputs from the various participating stakeholders. We carefully drafted the questions that would be submitted to high-profile interviewees and VIPs. One of Blackwood's Directors attended ADIPEC in Abu Dhabi, to speak in person to some of the more senior figures whose input helped shape the report's contents.

We were commissioned again by the MoEI team to produce the next edition - State of Energy Report 2025 (shown here) which builds on our successful long-term collaboration.

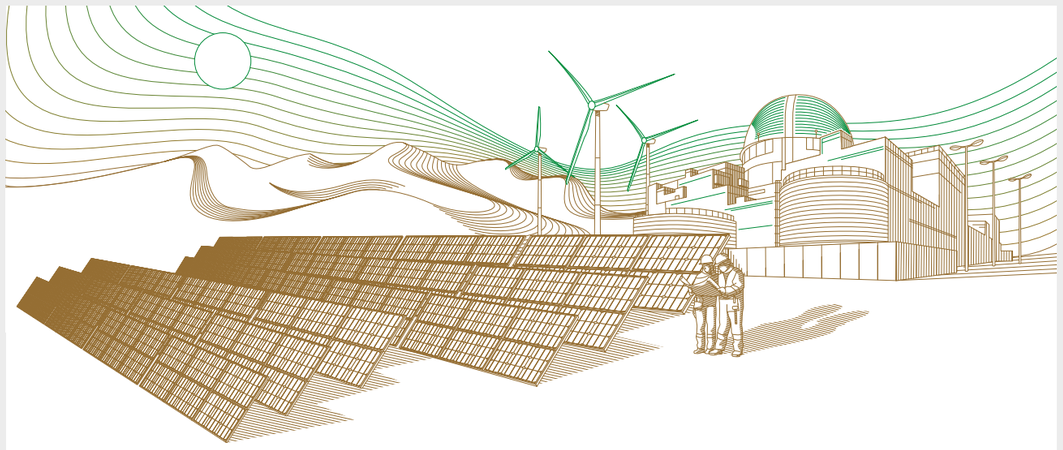
What they said: "We want to sincerely express our appreciation for the report you've made with us… the determination you bring to the work has inspired us all. We liked the design, and it exceeded our expectations. Once again, thank you for your exceptional work on the report and we look forward to working with you in the near future."
Mozah Mohamed Alnuaimi, Director of Productivity & Demand Management Department, United Arab Emirates Ministry of Energy & Infrastructure

Project scope: creative concepts, report design, photography, illustration, content creation, tone of voice, editorial support including editing, proofreading.

Languages: English.







> **"We want to sincerely express our appreciation for the report you've made with us… the determination you bring to the work has inspired us all. We liked the design, and it exceeded our expectations."**

Mozah Mohamed Alnuaimi
Director of Productivity & Demand Management Department, United Arab Emirates Ministry of Energy & Infrastructure

Key services

A multi-disciplinary team

Blackwood are multi-disciplinary experts in print and digital design, illustration, animation and data visualisation. We pride ourselves in finding innovative design and technical solutions to support our clients' needs.

Illustration

Illustrations can help bridge cultural gaps and convey a singular idea to people who don't share a common language. Abstract themes or topics often lend themselves better to an illustrative treatment. Our in-house designers and illustrators are versatile and work in multiple styles.

Data visualisation

Whether creating an infographic, displaying complex charts or developing interactive online data, the goal of the team is always the same: to visualise complex and varied information in a compelling, accessible way that suits your project and target audience.

Editing and copywriting

Our professionally-trained editors produce concise and captivating copy and order information to give it maximum impact, creating content that people will want to share – helping you to reach a far wider audience.

Translation design

Working in different languages for different cultures is an exciting, enlightening, and enriching process. We know because we do it all the time. Our clients range from Middle Eastern banks to European research institutes and our work spans the world, from Brazil to Brunei, Poland to Pakistan, Sweden to Senegal.



Website design

We design and build fully responsive and accessible websites and online hubs. We have extensive experience of popular Content Management Systems (CMS) such as WordPress, Joomla and Drupal and if required, we will build your site in a custom CMS.

Animation and motion graphics

Animations and motion graphics work perfectly on websites, across social media and during events. We look after the script, the storyboard, the creative look and feel, the voice-over actor and choose the music, working with you throughout to produce the very best animation for your project.

Branding and implementation

We create, enhance and extend brand identities through innovative design and strategic implementation. The breadth of our work for our global client base demonstrates our ability to create consistent, impactful brands across various media.

Specialist design

We are skilled designers trained in typography, print production, AI technology and multimedia solutions. We produce beautiful annual reports, brochures, magazines, marketing campaigns and specialist publications including high-end coffee table books.



Andy Ritchie

Co-founder &
Creative Director

+44 (0)1273 732246
andy@weareblackwood.com

Creativity, quality and innovation

Since 2010, Blackwood has supported our clients' growth and success – focusing on creativity, quality and innovation. We were delighted to be recognised as a 'Best of British' supplier to the development and humanitarian sectors by the UK government's Department of Business and Trade in 2022 , in the same year as we successfully established a new base in Dubai, UAE to better serve our clients in that region. Our ambition for our clients and their goals continues. I believe that our 'design for positive change' ethos will enable us to help you reach further and achieve more in the years to come. I look forward to partnering with you for your success.

Andy Ritchie
Co-founder & Creative Director

Find out more about Blackwood and how we can help you.

Contact us directly by emailing **hello@weareblackwood.com**
or call us on **01273 732246**

We look forward to working with you and achieving positive change together.

> **We were delighted to be recognised as a 'Best of British' supplier to the development and humanitarian sectors by the UK government's Department of Business and Trade in 2022 and again the following year.**
>
> **Andy Ritchie**
> Co-founder & Creative Director
> Blackwood Creative Ltd.



We look forward to working with you and achieving positive change together.

Blackwood UK

Blackwood Creative Ltd
22 Spring Street
Brighton
East Sussex
BN13EF
United Kingdom

Registered No: 7328825

+44 (0)1273 732246
clare@weareblackwood.com
www.weareblackwood.com

Blackwood UAE

Blackwood Creative for Advertising
Researches & Consultancies Co LLC
HQ, Central Plaza Building
Dubai Investments Park (DIP) 1
Dubai
PO Box 452379
United Arab Emirates

License No: 1092587

+971 (0)58 591 8750
andy@weareblackwood.com
www.weareblackwood.com

