

STAMP

WORKING WITH US

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Stamp Design was established in 2010 and has become one of the UK's most prominent commercial design agencies. We specialise in working with brands, retailers and leisure destinations to bring their customer experience to life. We do this through interiors, experiences and communications, and have worked with many well-known businesses and institutions.

Very often, potential client partners would like more information on the process we go through to deliver a project. We have put together this short document to help explain the various stages of a project, the benefits to investing in customer focussed design, and what you can expect when working with Stamp



WHAT OUR CLIENTS SAY

"Working with Stamp on the Promarker relaunch and NPD project, was a very fluid and collaborative process from beginning to end.

Stamp get to the heart of the Shopper insights tied together with an in depth understanding of the product, to ensure in-store communication is impactful, targeted and delivers return.

The end result in-store is testament to this."

Head of Shopper Marketing, Colart

ColArt

"I have nothing but praise for STAMP. From the start they understood what we were trying to achieve and translated it into a creative vision. The finished shop was delivered on time, on budget, and is even better than we imagined. Thank you!"

Claire Bevan, Head of Retail



"We shortlisted three design agencies to work with us on developing a new store format. We chose to work with Stamp because they took the time to really understand our business and the market. What Stamp delivered far exceeded my expectations and resulted in a best in class concept store that has smashed all our internal targets.

Not only did Stamp deliver on our brief, but they were also fantastic to work with throughout the whole process. Our concept store was shortlisted for a Retail Week 2020 Award which is the first time any Tiling store has ever been shortlisted for these prestigious awards."

MD, Tile Giant

**Tile
Giant**

"The team at STAMP work at a lightning pace. The Sandringham project required STAMP to work with a number of our stakeholders and at every turn there has been nothing but praise for their creativity and drive. The finished result speaks for itself"

Visitor Services Manager, Sandringham



"From the moment you step into the showroom you enter a truly immersive experience, and it will completely challenge the notion of a traditional bike shop.

"Working with STAMP has been a great experience. Their enthusiasm never faltered, and they were a true partner throughout this project, and I look forward to working with them again."

David Stacey, Commercial Director





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CUSTOMER FOCUSSED DESIGN

DISCOVERY AND WORKSHOPS

All design has an end user in mind. Whether it's a shop, a visitor centre or a marketing campaign, good quality design is focussed on meeting the needs or expectations of the people who will be using it.

We've developed a process of working with clients so we can understand your customers, and how your business can better meet their needs.

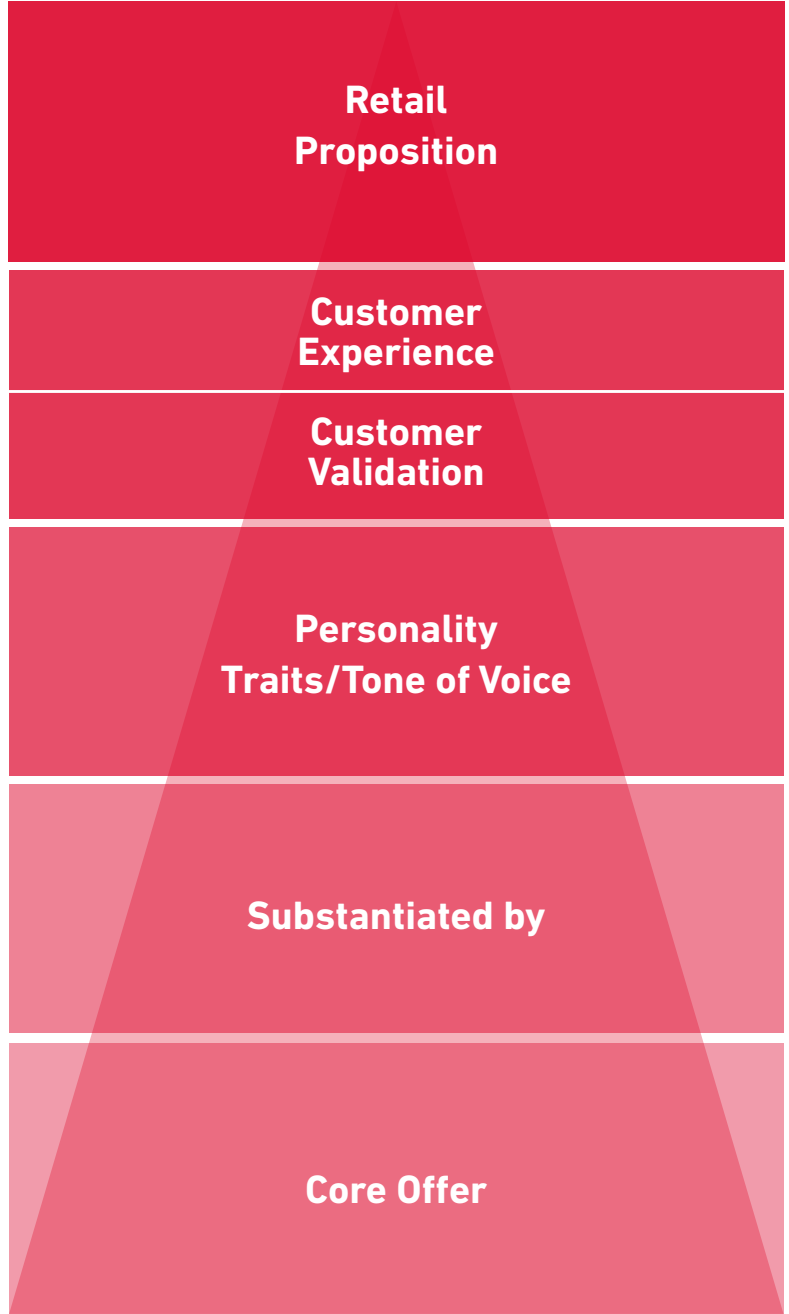
BENCHMARKING

We research your competitors and your place in the market so we get a full picture of your sector and your place in it. We also like to 'think around the issue' and draw parallels with other sectors of industry where we can apply initiatives that could be beneficial to your business.

PROPOSITION DEVELOPMENT

A proposition is the succinct, distilled idea behind how a brand or product is targeted at your customer. It takes in tone of voice, brand personality and customer experience, all built on a foundation of the real benefits of the brand or offer. It may sound complicated, but once it is in place it can be the single point of difference that defines how and why you do things; differently and with purpose.

Taking time to define your proposition – or the proposition of a product within your range – will help all stakeholders to understand the roadmap for how your offer is differentiated in the marketplace.



CUSTOMER FOCUSSED DESIGN

CUSTOMER PROFILING

Many businesses have extensive research and insight into their customers, whilst others have an idea of who their customer could be.

Using research, insights and our own extensive experience, we can develop customer profiles that explore the potential in the customer base, their needs, aspirations and challenges so we can develop solutions that really meet their expectations, rather than always following the status quo.

CUSTOMER JOURNEY PLANNING

We believe robust customer journey planning is the key to effective design.

Why is a customer driven to seek out your offer? Why would they choose your brand and not a competitor? What do they need to understand about you products before they can commit to making a purchase? What is there about your offer that would make they come back again, or recommend you to a friend?

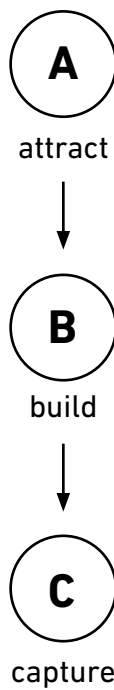
By working hard to understand your offer and your customer, we can plot every aspect of your brand, product and service offer across the journey. From this we can develop a structure to improve the customer experience. Within every customer journey there are unseen opportunities to create value for the business, and confidence for the customer. By identifying these, we can help customers understand your offer more clearly, and build their emotional connection with your brand.

COMMUNICATION HIERARCHY

Quite simply: what to say and where; often comprising columns of information across brand, product, service, value and promotion, and their importance at each step of the customer journey.

A strong communication hierarchy will ensure you say the right things at the right time, help customers understand your brand and the products you sell, and create a framework around which we can create simplicity and consistency in communications.

Not only does this assist with delivering effective design work in the first instance, it also has the benefit of ensuring future communications can be executed quickly and with confidence, and inform procurement processes.



THE DESIGN PROCESS

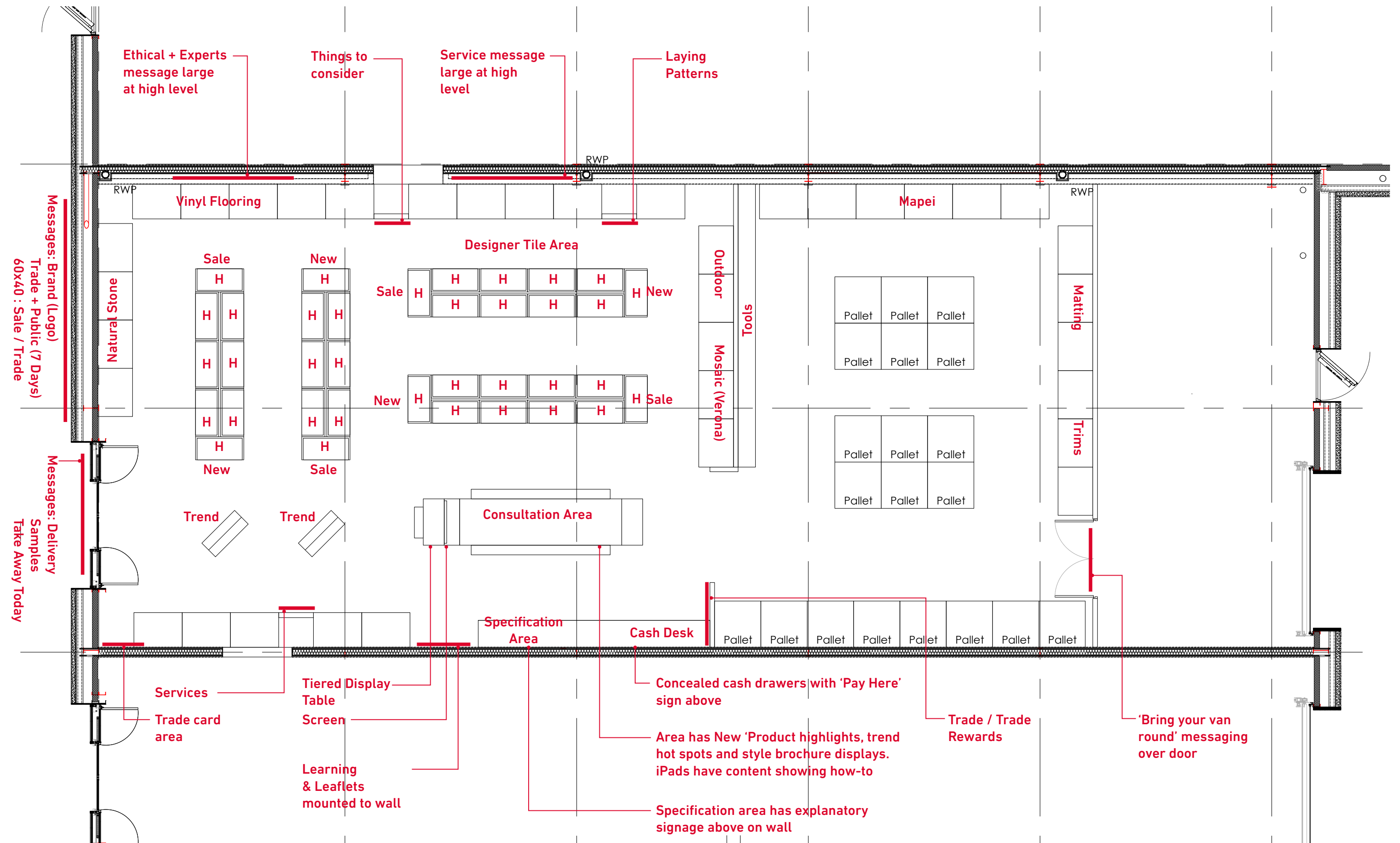
For this section, we've used our work with Tile Giant as a case study of the design process.

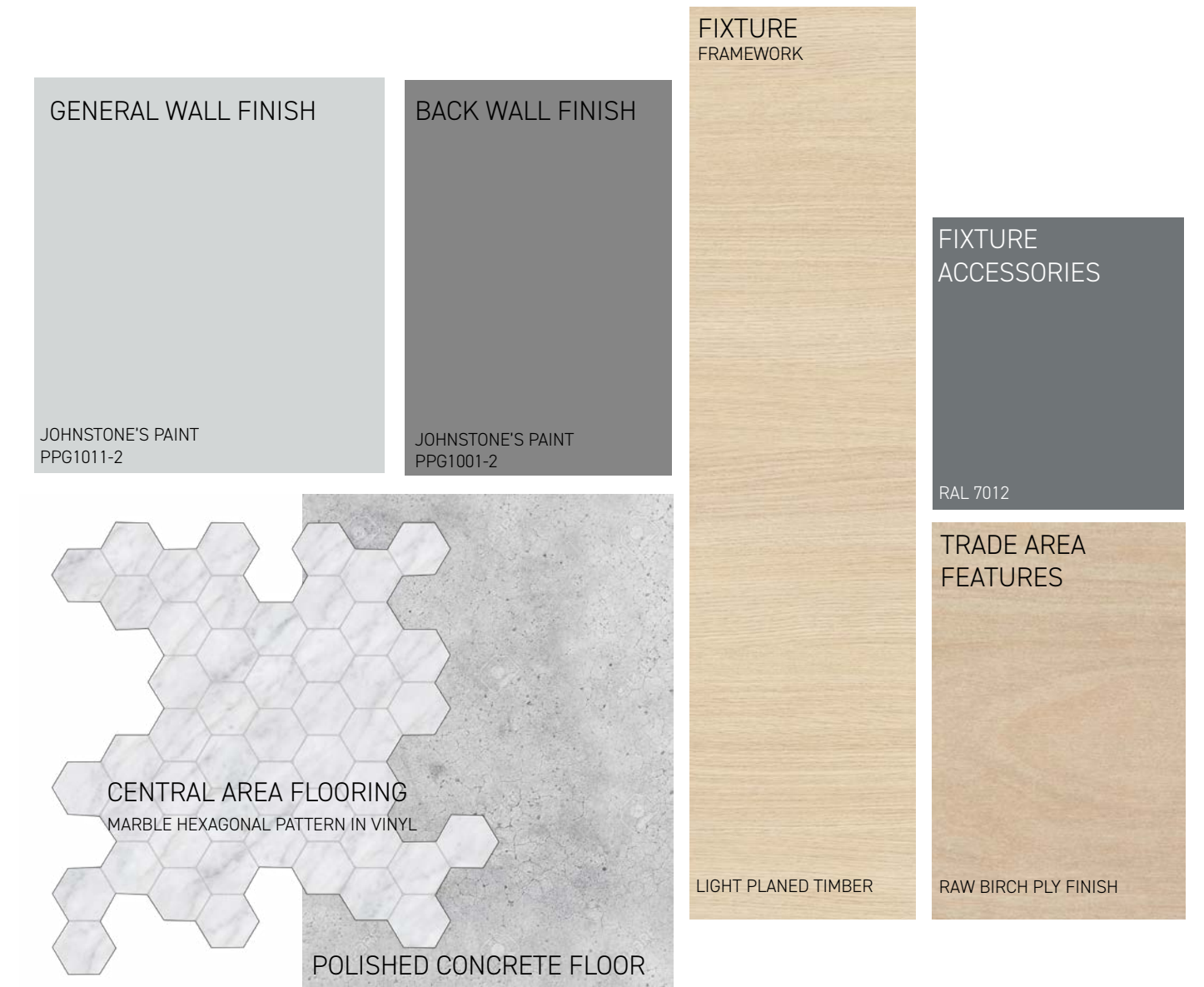
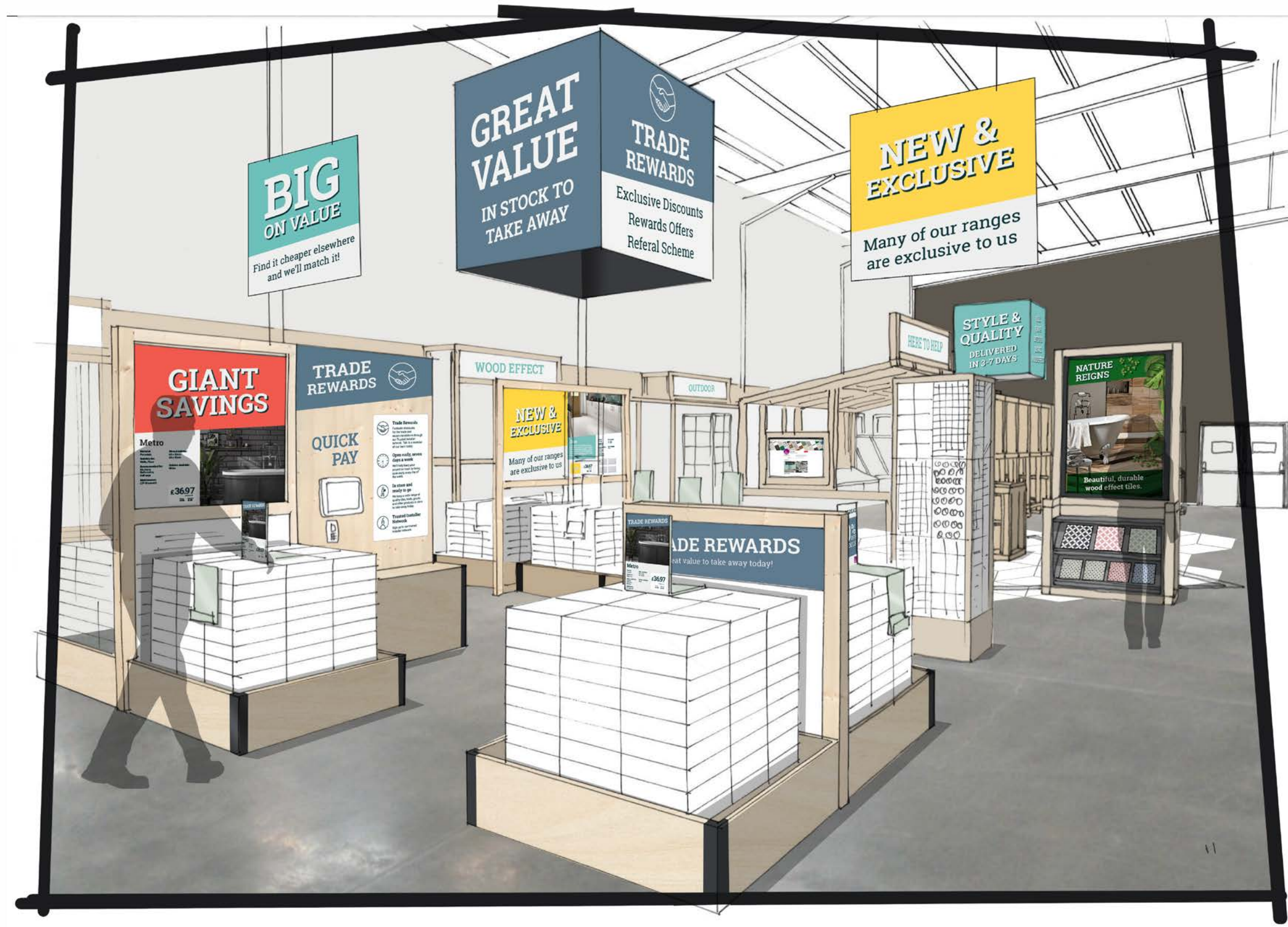
Developed in 2019, it was nominated for Store Design of the Year at the 2020 Retail Week Awards



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CREATIVE INTERIOR DESIGN

Creativity is at the heart of what we do. A well designed, creative customer experience is an essential part of your brand, and is one of the cornerstones creating a brand that customers feel real affinity with.

We develop creative environments that use form, materiality, light and space to create an experience that is wholly owned by your brand.

In the first instance, we like to explore the use of the space, and experiment with architectural forms, furniture style and palettes of materials & finishes, communicated through sketch visuals that bring the layout plan and creative concept to life.



CREATIVE GRAPHIC AND DIGITAL DESIGN

Graphic design brings together key facets of the customer experience and is an essential tool in communication and brand delivery.

Once upon a time, graphic design and digital design where seen as separate elements, but nowadays we prefer to employ the best solution for any particular problem. Digital design is perfect for dynamic content, creating attraction and information-rich touchpoints that can be easily updated whilst print media still plays an essential role in navigation, product communications and environmental branding, to name only a few applications. We have worked with some of the UK's biggest retailers and organisations to create an implement a balanced approach to the role of print and digital solutions.

Whether we are working within existing brand guidelines or developing an entirely new brand look and feel, our experienced team are adapt at creating graphic solutions that apply brand structure across the communication hierarchy. Sometimes this means knowing when to be loud and when to speak quietly.

Sometimes it's important to understand how the business will use the artwork, so we have even developed methods to provide easily updatable templates that can be quickly edited without the need for design software.



Powder

- Powder tiles create a neutral and contemporary look
- Their broad colour palette is ideal for neutral walls
- Your wall choices will complement both bathrooms and bedrooms
- The Powder design has many variations that offer a complete room solution
- Your wall and floor tiles in the same shade can create a seamless and modern bathroom

Tile	Colour	Finish
White	White	Gloss
White	White	Satin
White	White	Matte
White	White	Polished
White	White	Textured
White	White	Velvet
White	White	Waxed
White	White	Yarn

Office Tiles Office Tiles

Rowan

- Rowan offers a modern neutral effect
- Rowan tiles are available in many sizes
- Rowan tiles are available in many sizes
- Rowan tiles are available in many sizes
- Rowan tiles are available in many sizes

Tile	Colour	Finish
White	White	Gloss
White	White	Satin
White	White	Matte
White	White	Polished
White	White	Textured
White	White	Velvet
White	White	Waxed
White	White	Yarn

Office Tiles Office Tiles

Supreme

- Supreme offers a modern neutral effect
- Supreme tiles are available in many sizes
- Supreme tiles are available in many sizes
- Supreme tiles are available in many sizes
- Supreme tiles are available in many sizes

Tile	Colour	Finish
White	White	Gloss
White	White	Satin
White	White	Matte
White	White	Polished
White	White	Textured
White	White	Velvet
White	White	Waxed
White	White	Yarn

Office Tiles Office Tiles

PRISMATICS

Gloss

Tile	Colour	Finish
White	White	Gloss
White	White	Satin
White	White	Matte
White	White	Polished
White	White	Textured
White	White	Velvet
White	White	Waxed
White	White	Yarn

1000's of combinations of size, shape and colour available.

68 Colours
5 Sizes
2 Finishes

Size

Satin

Tile	Colour	Finish
White	White	Satin
White	White	Matte
White	White	Polished
White	White	Textured
White	White	Velvet
White	White	Waxed
White	White	Yarn

KNOW YOUR METRO

When is a metro tile not just a metro tile?
When it's a basket weave, a herringbone, a stepladder or a vertical stack...

Stepladder

Herringbone

Basket Weave

Horizontal Stack

One simple tile, so many options - and you can even mix colours. Talk to a member of our team and start exploring all the combinations in store today

Get inspired by our metro tile board

QUICK PAY

Trade Rewards

Fantastic discounts on all tiles and access to exclusive monthly trade deals

In store and ready to go

We keep a wide range of quality tiles, tools, grouts and other products in store to take away today

Open early, seven days a week

We'll help keep your project on track by being open early, every day of the week

LAYING PATTERNS

If you're looking to make a statement, you may want to consider the pattern before you consider the finish

Stacked

Rectangular tiles in a stacked formation can provide a subtle but smart floor that works well with contemporary or minimalist schemes

Staggered

Whether you choose a square, rectangular or plank style tile, staggering the layout can create a range of effects

Opus Pattern

If you're looking for a country style floor, you'll want to consider an 'Opus style' layout. Sold in special packs, these ranges provide everything you need for a traditional irregular pattern

Herringbone

A long trend over the last few years, herringbone can help define the shape of a room, and provide a distinctive feature that's still easy on the eye

Ornamental

The Ornamental range is easy to catch and simple to install

They are easy to install with the choice of four similar tiles

These ornamental tiles can be used on walls and floors

Add instant symmetry and style to hallways, bedrooms or bathrooms

They provide a finished look by putting any room together

Tile	Colour	Finish
White	White	Gloss
White	White	Satin
White	White	Matte
White	White	Polished
White	White	Textured
White	White	Velvet
White	White	Waxed
White	White	Yarn

Office Tiles Office Tiles

ET HICA LLY
SOURCE D:
GUAR ANTEED

OVER
100 STORES
NATIONWIDE

FAST
DELIVERY

Tile
Giant

BIG IN
TILES

Scan to view
animation



CAMPAIGN

Promotions and campaign are a key part of any commercial enterprise.

We work with clients to help identify compelling stories around their promotions, create simple and impactful campaigns and the deliver them across a range of media, from news print, online and Out of Home applications.

We are used to working with media buyers to effectively plan delivery of campaigns to strict deadlines, and take full responsibility to deliver content to media outlets with minimal need for client involvement.

Scan to view animation



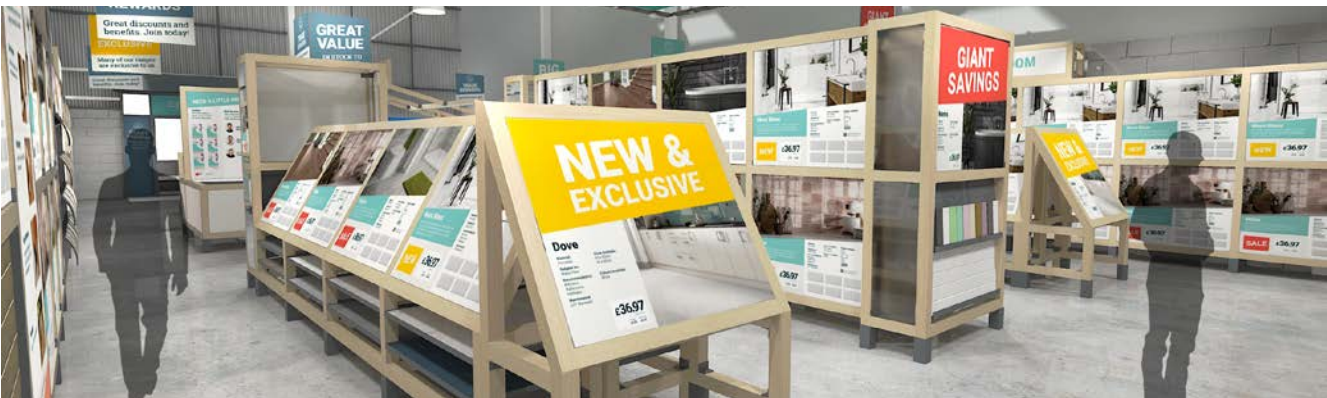
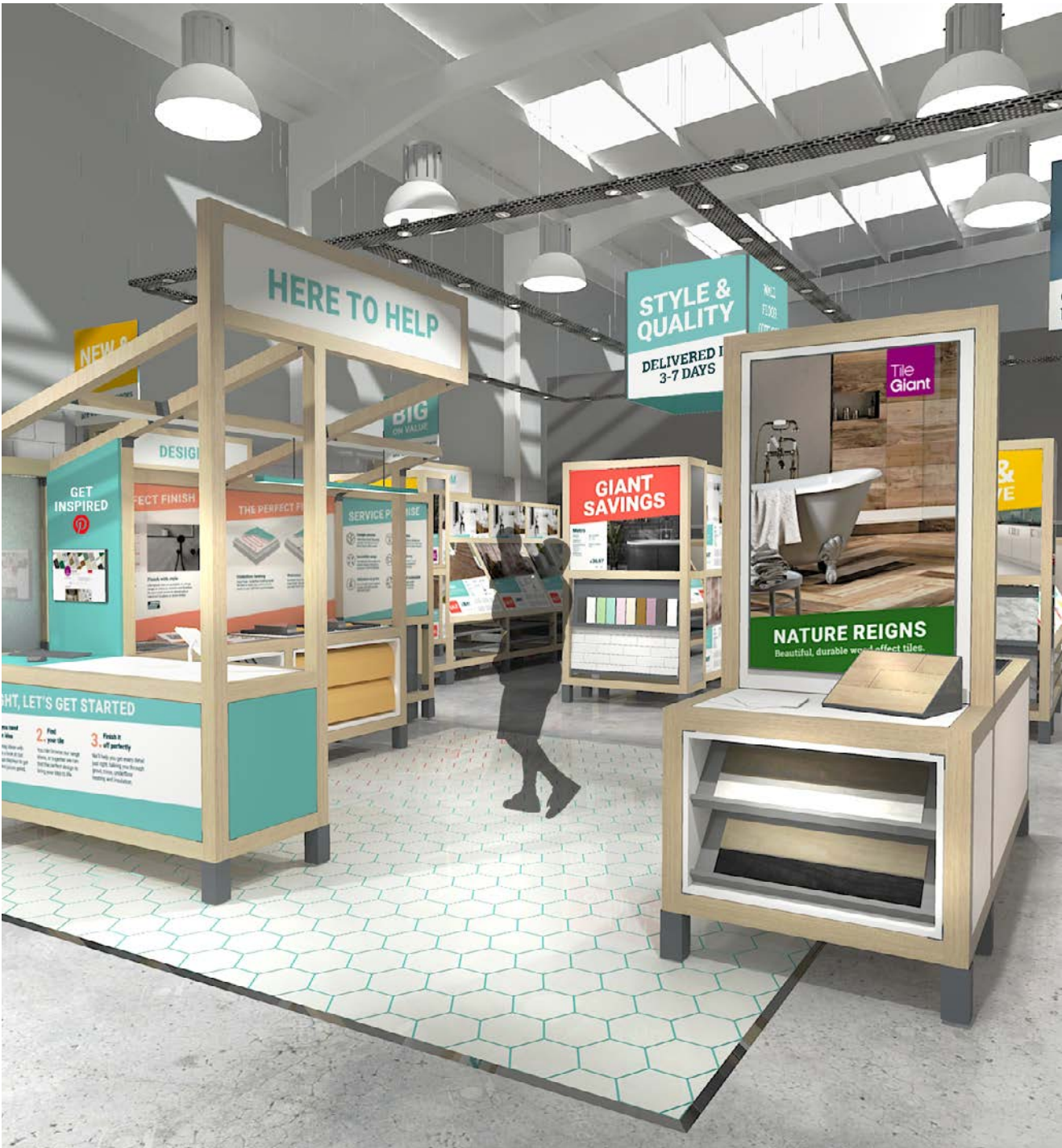
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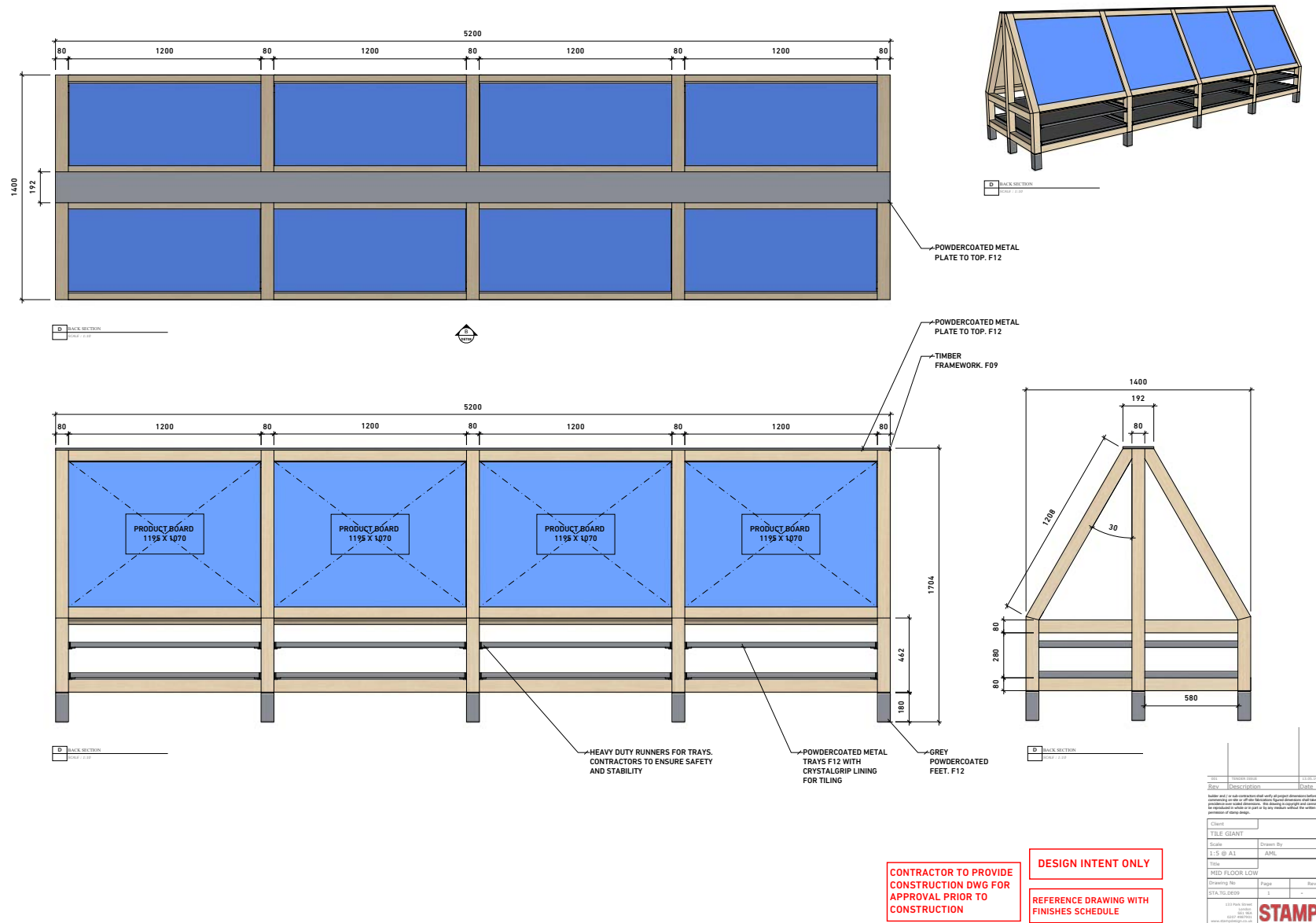
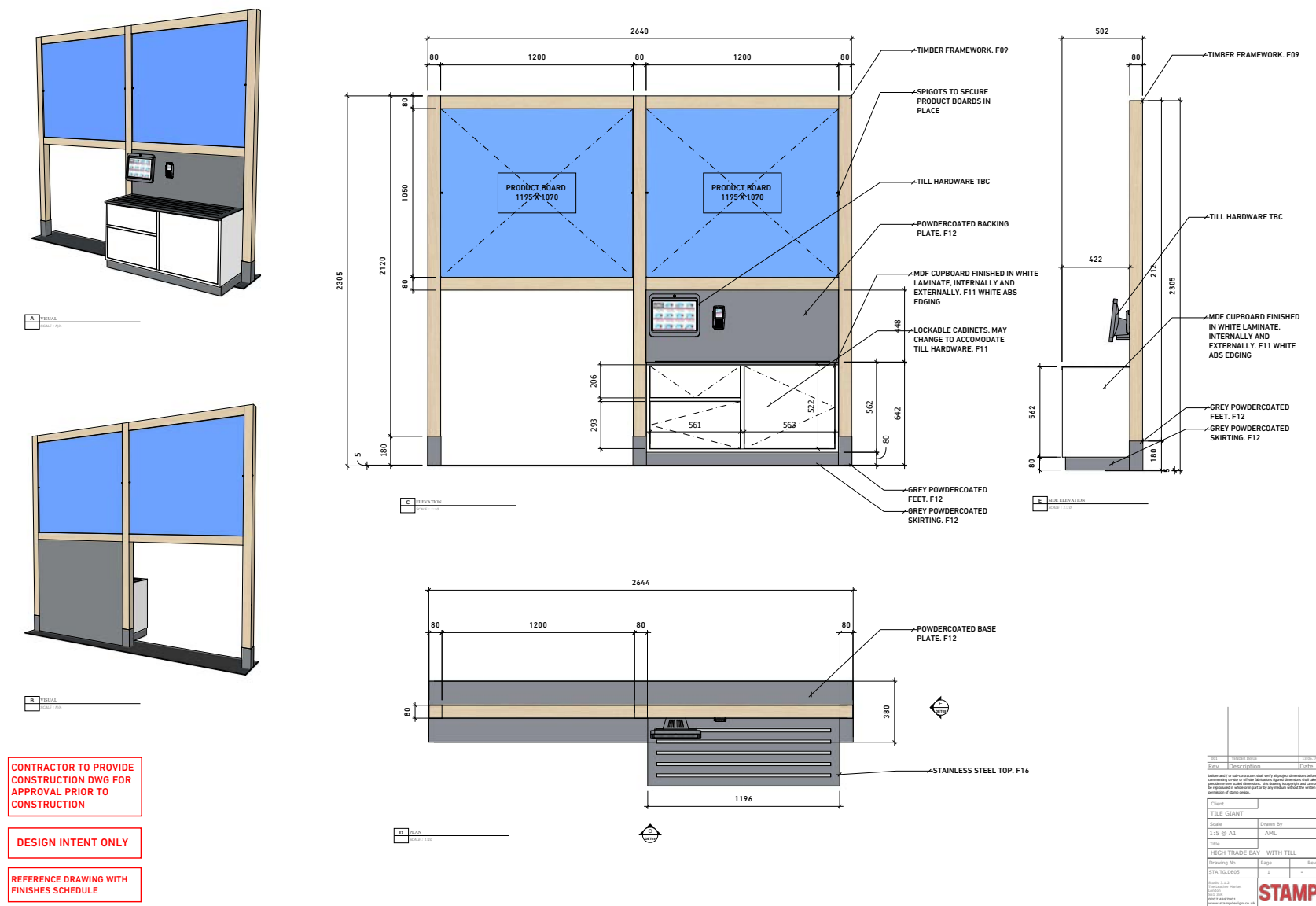
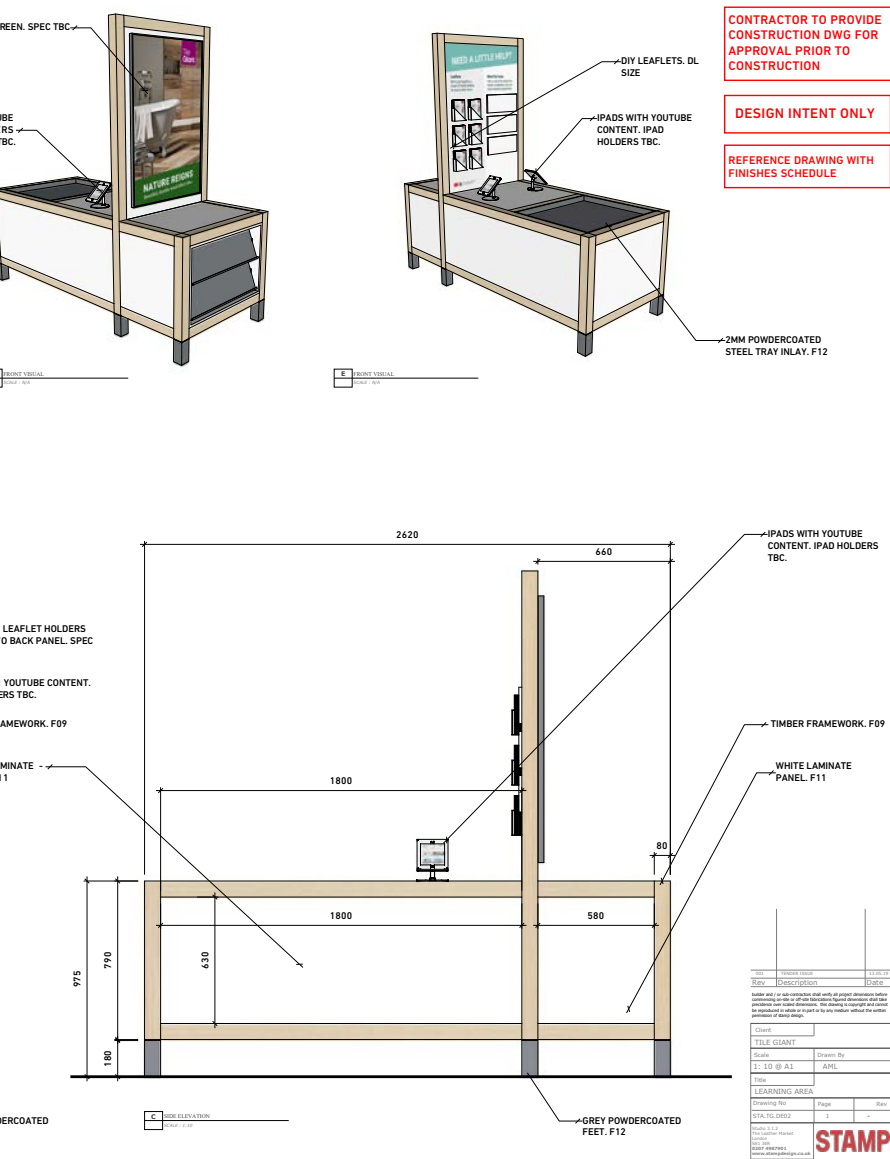
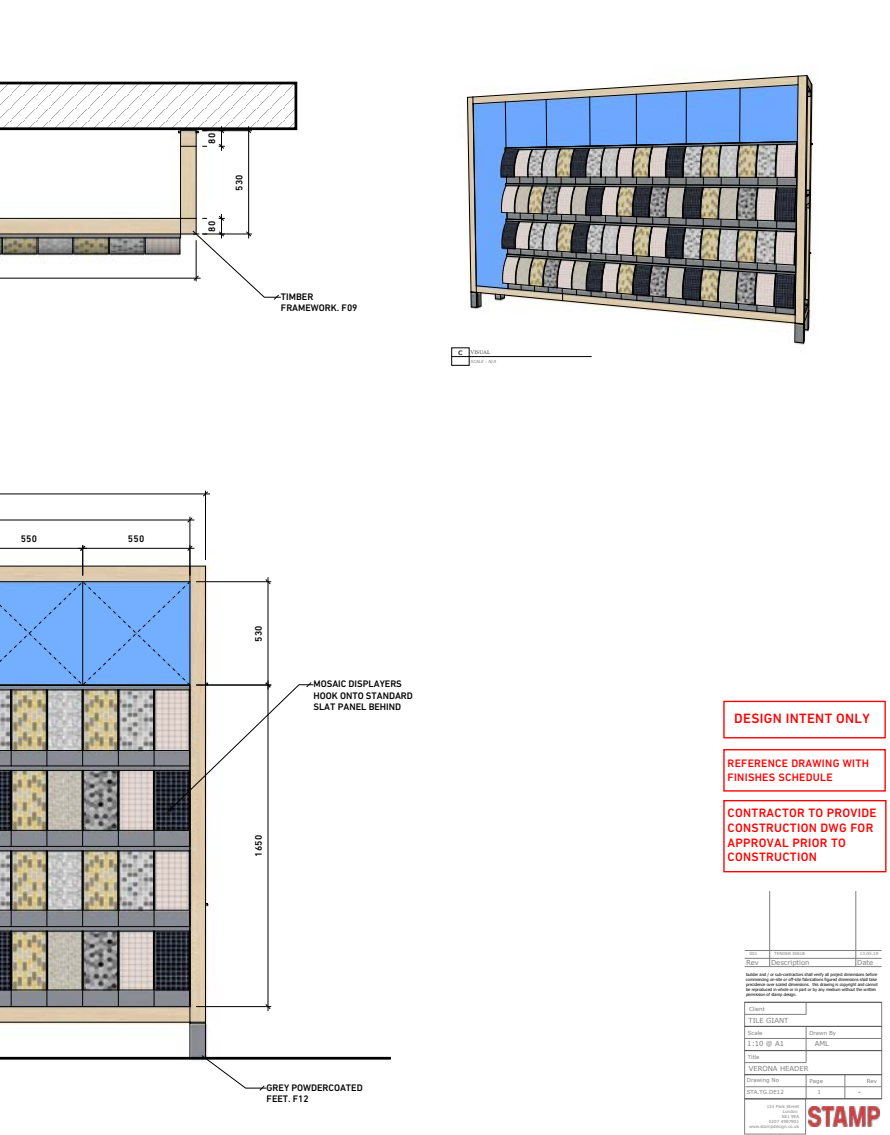
DEFINITIVE DESIGN

Once a concept direction is decided, it is often useful to work collaboratively with a client to create accurate CGI representations.

Through iterations of creation and review, it is a powerful tool that helps all stakeholders to understand exactly what the design will look like before they commit to the detail and construction phases. Accurate representations allow a deep understanding of the design solution, as well as a platform for clients to give specific feedback.

Better than any other tool in clearly communicates the detail design of the environment, fixtures and ancillary items like lighting, as well as detailed representations of where messaging and digital tools will be located, and what they will look like in context.





DETAIL DESIGN

DESIGN DRAWINGS

Our technical designers create detailed drawings and specifications that enable a robust tendering and construction process.

Architectural plans provide complete and detailed information around construction and installation of every part of the build process, whilst detailed drawings of fixtures enable fixture manufacturers to fully understand the design intent and accurately progress with a minimum of further development, saving time and cost.

Detailed specifications include all materials and finishes, as well as specification and quantities for all bought in items.

We also produce detailed scope of works documentation, which facilitates not only a clear brief to the contractor, but also a granular level of detail where costs can be attributed to every part of the project, enabling cost scrutiny and effective tender comparisons.

ARTWORKING AND ANIMATION

All of our designs are delivered through to completion either through the supply of print ready artwork or finalised animations ready for upload to digital screens.

We have a constantly evolving knowledge of print processes and substrates, meaning we can apply the latest solutions, and work in an effective way alongside print suppliers to ensure the best possible print solution and the best possible value.



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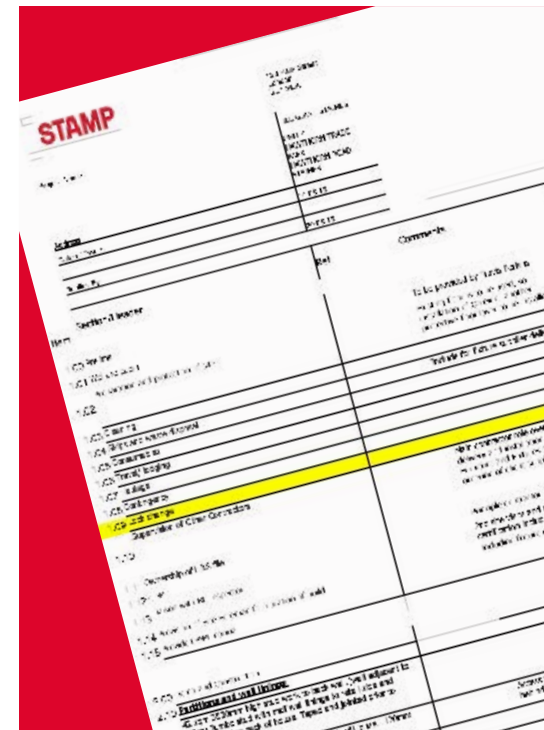
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TENDERING

The high level detail our work achieves means we complete the design process ideally situated to engage with contractors and gather detailed costs for comparison.

A full suite of drawings, artwork and specifications, alongside a highly detailed scope of works, enables competitive tendering with a high degree of accuracy and low levels of provisional costings, meaning we can assess tenders on their competitiveness, challenge outlying figures, and select a partner with a high degree of confidence.

We also conduct contractor interviews and referencing to assess suitability and understand experience of similar projects.



ROLL OUT SERVICES

Once a design has finalised and executed in its first location, we can offer roll out services to quickly and efficiently deliver the concept to numerous site, nationwide, making incremental changes as necessary and offering the very best value.



PROJECT MANAGEMENT

The secret to effective project delivery is ongoing project management; anticipating challenges and potential points of delay, managing timelines and ensuring numerous contractors are working in unison to meet the client's deadline.

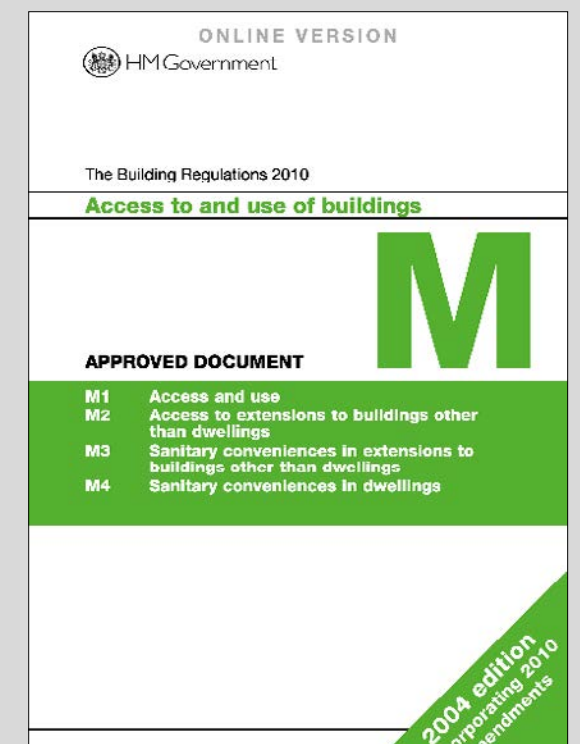
We maintain daily contact with key partners during construction work, and run weekly site meetings with all suppliers and stakeholders to ensure everything is progressing at the right pace, and with the right quality.

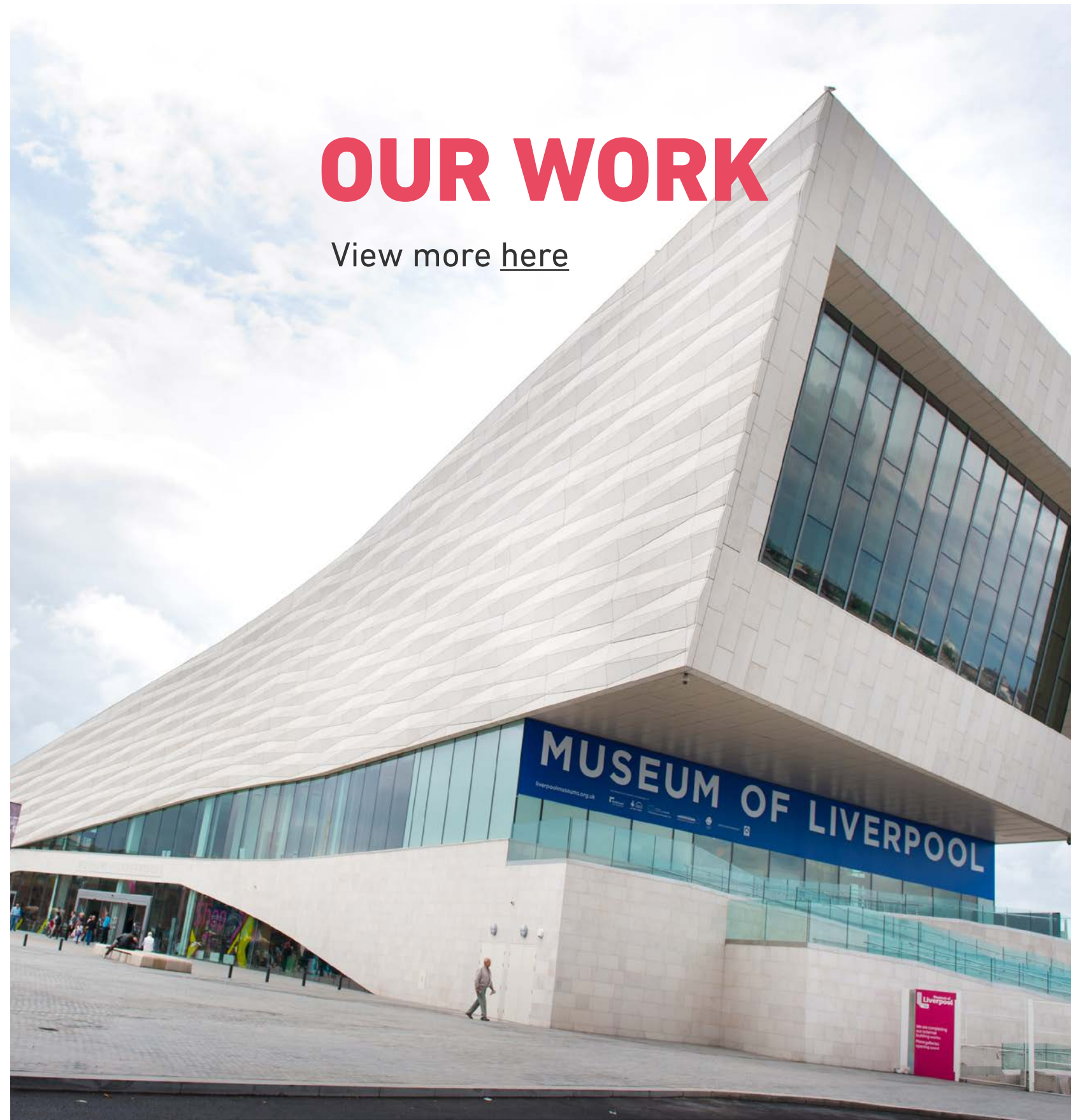


PLANNING AND BUILDING CONTROL

In addition to onsite management, we also offer a full planning service, dealing with everything from advertising consent applications to full planning applications.

We work with approved inspectors to ensure full compliance with Building Control at drawing and construction stages.





OUR WORK

View more [here](#)



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LEAVE A LASTING IMPRESSION

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