creating high impact, effective advertising and design for clients in the not-for-profit sector
The reason we’re here is simple. We want to create the most affordable, high impact, high value advertising, design & print for our clients operating in the beyond profit sector. The Advertising and Design department at Prospectus can offer genuine understanding of the issues facing your organisation, whether related to advertising, branding or communications. Our clients become our partners - together we develop strategies and solutions based upon collaboration, experience and intelligent research. We are very good at what we do, refuse to compromise on quality and are rarely ever beaten on price.

If you would like to find out more about our areas of expertise, please contact Simon Butler on 020 7691 1925, or email simon.butler@prospect-us.co.uk.
In a media-saturated world, creating an impact is essential. For organisations to thrive, they first need to stand out from the competition. That’s where we come in.

We believe in the importance of great client service and we are focused on producing cost effective, innovative, lasting design solutions that don’t compromise on impact, approaching every project with the same level of passion regardless of size or client.
Citizens Advice

Citizens Advice is the national membership organisation for Citizens Advice Bureaux – offering free, independent, confidential and impartial advice to people across England and Wales from over 3,300 locations.

We were proud to be appointed as recruitment advertising supplier to the service in February 2013, and since then we’ve built a genuinely collaborative relationship, working to ensure that every role advertised targets the most skilled, experienced candidates as effectively as possible.

For more than 70 years, the Citizens Advice service has provided free, independent and impartial advice and information to help people resolve their legal, money and other problems.

Our policy priorities and work directly and indirectly impact everyone, including those who have never used a Citizens Advice service.

Our mission is to create social change – we will only become a reality if we are serious about transforming the way that we work. We are undergoing a large-scale transformational change, working with the government to take on a range of new consumer services and responsibilities, and we are improving the citizen experience to access our services. In addition, we are digitising our services to improve our face-to-face services, making them more accessible, and ensuring that everyone can access our services.

A very significant element of the agenda is a five-year plan to develop and empower our members, including up to 1,500 new member Bureaux, and we will only achieve this if we are serious about transforming the way that we work.

In that vein, Citizens Advice is developing and implementing an ambitious People Strategy – an integral part of our wider transformation and modernisation agenda. We’re committed to making and delivering on ambitious talent and development objectives to ensure that everyone can achieve their organisation and personal ambitions. We’re serious about transforming the way that we work and value for everyone.

At the heart of the strategy lies the drive for shared leadership and understanding of how powerful this is in bringing about transformational positive change. New roles and responsibilities for the Citizens Advice office are already being developed to ensure that this is reflected in the roles advertised for Northern Ireland.

We are currently recruiting to the following roles:

- **Head of People Delivery Services** £52k p.a. including London allowance / London
- **Head of Strategic People Services** £52k p.a. including London allowance / London
- **Business Partner – People Delivery Services** Up to £38k p.a. + London allowance if applicable / Leeds or London
- **Business Partner – Strategic People Services** Up to £38k p.a. + London allowance if applicable / Leeds or London

To find out more and to apply, visit the People Management jobsite:

[bit.ly/PMisCitizensAdvice](http://bit.ly/PMisCitizensAdvice)
Fairtrade Foundation

The Fairtrade Foundation approached Prospectus to help them recruit for two of their most senior and high profile roles. Building upon one of the sector’s best known brands, we created an integrated campaign which ran across both print and online media.

The campaign featured animated banners, innovative media placement and traditional print advertisements. The candidate journey was further enhanced through the creation of bespoke candidate packs.

Richard House

Richard House is London’s first children’s hospice – accompanying families with life-limited and life-threatened children on their journey through life to death. We’ve worked with Richard House since 2007, helping the organisation to find fundraisers, nurses and managers who share the hospice’s dedication to creating positive memories for the future.
Nesta

Nesta is the UK's innovation charity – working to help organisations and people bring great ideas to life. We started working with NESTA back in 2007, tasked with the challenge of ensuring their recruitment campaigns lived up to the organisation's reputation for fresh thinking and making an impact.

ATL - The Education Union

Prospectus has been working with ATL for many years, providing both candidate attraction and response handling. During which time we have developed a versatile range of advertisements, candidate packs and attraction material in both print and digital formats.

Mental Health Foundation

We began working with Mental Health Foundation towards the end of 2011 and our creatives were really excited about the chance to work with such a high-profile organisation.

Although the bulk of MHF's advertising has been online, we've worked with them to create high-impact online inventory.

Events Assistant

Central London | Part-time
£13,318 p.a. for 20 hours per week (0.57 FTE) rising incrementally (inc London Weighting) + good benefits.

We are looking for someone with a strong customer focus to work part time within our Conferences and Facilities team, supporting clients and selling meeting space.

The working hours will be 8:30 am to 12:30 pm 5 days per week.

You will be used to working with clients on a daily basis and will have good experience of successfully managing and meeting clients' expectations while also achieving team objectives. You will demonstrate good self-motivation, excellent organisational skills and competency in the basic MS Office software. Experience working as a receptionist would be desirable although not essential.

While formal business wear is not essential, your personal presentation must reflect the professional image that ATL wishes to display.

Closing date: 25/05/12
Interview date: 07/06/12

Rise above the competition

Senior Regional Official

£50,526 p.a. | London | Full-time
WWF-UK

Prospectus has been providing recruitment advertising and consultancy to WWF-UK for a number of years, so we were very excited by the new opportunities created by their recent strategic review.

The main outcome was that WWF-UK were determined to increase the positive impact they achieve globally and needed to recruit for several new roles and skills-sets to help them achieve their goals. Timing couldn’t have been better as WWF-UK were running a new nationwide campaign, which gave us the opportunity to create a ‘new look’ recruitment campaign that would stand-out both online and in print.

Liaising with WWF-UK we created a high impact, graphic-based campaign with bespoke imaging and copy-writing to attract candidates at all levels. We also carried the design over into print, producing Candidate Packs for all twenty-five roles.

We anticipated very high response levels and WWF-UK were pleased they opted for our full response handling service.
Brand is about identity. It’s an opportunity for you to express what your organisation does and why you’re doing it.

It’s also a chance to set yourself apart from your competitors, and influence the way that people think about your organisation.

As a specialist design and branding agency working exclusively with beyond profit organisations, we are able to develop meaningful, high-impact communications strategies. It’s this specialism that we believe sets us apart from other design agencies, as we work with many of the UK’s leading charities every day. From a simple visual refresh to complete rebranding, we’re here to help you.
Bede House Association

Bede is a leading Southwark based charity, working with the local community to help make Southwark a better place to live. Prospectus worked closely with Bede over a number of weeks to create a whole new brand identity.

Bede has four separate projects that focus on providing different areas of support to communities in Southwark. Our aim was to create a unifying identity - one that gave each project its own structure - but that brought all the separate projects together within a recognisable Bede brand.

To do this we created individual variants of the new logo to reflect each project, with colour being an integral part of the Bede visual identity with each project having a specific colour attributed to it. The primary Bede logo maintains the purple of the old identity to help continue the brand awareness that they had built up, having been in existence for nearly 80 years.

We produced new logos, promotional materials, printed literature, office stationery and useable templates for the main Bede brand as well as for all 4 individual projects. We also provided extensive brand guidelines and advice in order to enable Bede to move the brand forward themselves.

Having refreshed Bede’s identity our first major project was to design their 2012/2013 annual report, which was used to introduce the new branding at their 2013 AGM.

The aim of the project was to help promote Bede as a professional, approachable and community orientated organisation and we gave Bede the tools it needed to continue the work it was doing and to build upon its position within the community.
Prospectus Brand Refresh

The starting point for this refresh was the belief that brands should evolve as they grow. With the previous Prospectus brand update a good 5 years ago and with ambitious growth plans in mind, it made sense to renew and re-focus our branding. Our aims were:

• To evolve our brand, update and clarify the visual look in order to move Prospectus forwards
• To solidify our brand positioning and to make the brand more recognisable to clients and candidates, both existing and new
• To unify our internal and external branding under one clear structure, providing a consistency in communication
• To update our candidate orientated materials (proposals and candidate packs)
• To strengthen the brand and create a more immersive, overall experience

We created a new brand statement and have introduced refreshed logos and new straplines as part of a clearer, unified logo system, in order to help make it clearer as to what it is that we do. Our new imagery focuses on the diverse range of people who we work with, reflecting candidates, staff and clients.

Our brand colours have also been re-focused and better defined. The aim, over time, is for these colours to become instantly recognisable within the sector as being those of Prospectus.
Despite the prevalence of digital communications, we have found that print is still very much in demand.

Our skilled, experienced account handlers and creatives will work with you to find the right communications solutions for your organisation. We can create everything – from a new brand identity and annual reports - to corporate stationary and integrated advertising campaigns. Above all, we are dedicated to fresh-thinking and deliver quality design, alongside outstanding customer service.
Candidate Engagement
When it comes to recruitment, candidate attraction is only one part of the equation. Candidate management and engagement is key to securing the very best people for your organisation.

As part of our approach towards ‘candidate care’ we are able to produce bespoke, client branded packs to ensure effective candidate engagement doesn’t end once an application is received.

Typically, they contain useful information about the organisation, including strategic plans, mission and values, as well as more detailed job and person specifications. These are designed to be versatile, with candidates able to access them as a digital PDF or as a printed booklet.
**Thames Reach**

Thames Reach is a London based charity helping homelessness and vulnerable people, whose aim is to end street homelessness. As part of this aim they often hold fundraising events and their 2013 winter event was an evening with actress Joanna Lumley. They required a printed invite, one that adhered to their brand guidelines but that also stood out and portrayed the prestigiousness of the event. We created a contemporary looking invite with strong typography (their existing visual identity lent itself well to this approach), using a minimal, contrasting colour palette. This was then printed on heavy uncoated stock to give an elegant, tactile feel.

**Good Merger Guide**

Prospectus designed and produced this 96-page merger guide in collaboration with Eastside Consulting. Written by our Associate, Richard Gutch, this practical and easy-to-read publication is packed with Case Studies, and aims to address the issues surrounding a merger of two organisations, accentuating the positive outcomes available to both parties.
TACT Annual Report 2013

TACT is a brand that we’re particularly familiar with having worked with them for many years. Originally, we created the identity, logo and all of the original marketing material for Fostering and Adoption, including all previous annual reviews and printed materials.

Last year TACT approached us to create their latest annual review. They have a recognisable visual style and our approach to the brief was to create something contemporary and functional as an effective way of showcasing the exciting work carried out during the previous 12 months.

As is common with most annual reviews there was a lot of written information to be included. To prevent the document from losing impact, we gave the pages plenty of white space, pulling out specific quotes as way of introduction to each article. We also used a minimal colour scheme – pink and grey – to help prevent the pages from seeming too cluttered. This minimal style also had the effect of increasing the effect of the full page images by helping them to stand out further against the white pages.

Despite the budget being small, we managed to include a print finish in the form of a spot varnish on the front cover. Although used sparingly, it gives the report an added feel of quality and helps reinforce the quality service that TACT provide.
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