



Services & Case Studies

TP CREATIVE

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Building brilliant brands





Brilliance starts here

Hey there! We're not your typical creative agency. We're brand storytellers, strategic partners, and growth enthusiasts who are passionate about turning your business vision into something truly extraordinary.

Our real promise: We're in this together

Imagine having a creative team that's as invested in your success as you are. That's us. We don't just design, we transform.

We're here to:

Unlock your potential

Turn your vision into a powerful brand that's seen as a leader

Stand out from the crowd

Make your brand the chosen choice over your competitors

Create real transformation

Transform your message and brand image into business breakthroughs

The following pages showcase our services and case studies showing the tangible results we've achieved for our clients. We invite you to explore these projects and see firsthand how our creative partnership transforms businesses.

Tejal

Tejal Prajapati
Founder of TP Creative

Branding & Design services



BRAND STRATEGY

Think of this as your business's secret weapon. We'll help you:

- Craft a brand that feels authentically you
- Create a message that stops people in their tracks
- Build a strategy that turns heads and opens connections

What's included

- Brand Audit
- Brand Workshop
- Brand Blueprint
- Marketing Roadmap



BRAND IDENTITY

More than just a pretty logo. We'll:

- Give your brand a fresh, modern look that feels totally on brand
- Create a visual identity that tells your unique story
- Make sure you super sleek everywhere you show up

What's included

- Logo Systems
- Sub-brands
- Brand Guidelines
- Stationery
- Pitch Decks



WEBSITE DESIGN

Your website is your 24/7 hub for your brand. We'll:

- Design a site that looks incredible and works even better
- Create an online experience that turns visitors into fans
- Make sure your digital presence showcasing the best version of your brand

What's included

- Website Design
- Web Development and Build
- Search Engine Optimisation
- Maintenance & Support
- Copywriting



GRAPHIC DESIGN

We're visual communicators who:

- Create designs that stop people mid-scroll
- Turn complex ideas into stunning visuals
- Make your brand's personality visually eye-catching

What's included

- Printed Collateral
- Digital Design
- Exhibition Stands
- Event Graphics
- Social Media
- Motion Design
- Copywriting

Your creative partners



I'm Tejal Prajapati, and after 20 years in this industry, I've learned something important: great brands aren't just about looking good – they're about making a real difference. Our team isn't just talented; we're true believers in the power of strategic creativity. Together, we craft streamlined and impactful creative solutions for your business.

We support purpose-driven organisations that share our commitment to excellence, trusting our proven process and creative expertise to achieve exceptional results.

Through innovative design and strategic thinking, we create meaningful impact that drives our clients' success, together.



Graphic Design

We create visual solutions that solve communication challenges across all mediums - from logos and marketing materials to user interfaces and printed collateral - while ensuring consistent brand identity.



Copywriter

We craft compelling stories that transform complicated messaging into persuasive, results-driven communication, that captures the audiences' attention and drives meaningful engagement, with bags of personality.



Web Developer

We build robust, high-performancing websites, that seamlessly blend technical expertise with user-centric design, delivering measurable online experiences that convert visitors into customers.



Photographer

We create visually stunning brand photography that tells powerful stories, leveraging technical mastery and creative vision to produce authentic visual content that personalises your brand identity.

CASE STUDY ONE:

IMPOWER: Finding their true voice

IMPOWER specialises in assisting public service leaders in achieving long-term, positive transformations within intricate systems. Their approach fosters a shift in organisational mindset, emphasising outcomes and collaboration across boundaries.

Overview

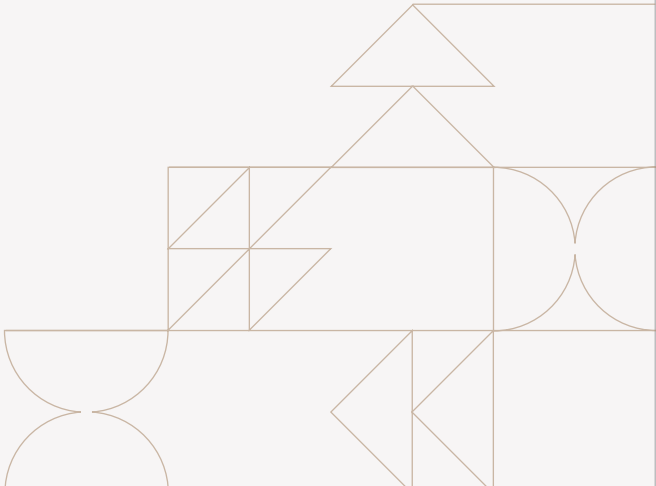
Industry: Public Sector
Location: London
Company Size: 80-110 Employees

Delivery

- Brand Guidelines
- Brochures (printed and digital)
- Reports (printed and digital)
- Social media graphics
- Animation
- Social media Banners
- Adverts
- Exhibition stand designs
- Website
- And much more

“ TP creative has been able to understand IMPOWER - the scale we need to achieve, the clients we have, and the approach that’s right for our brand in our marketplace.... (read more on p. 29)

Lucienne Limer - Head of Marketing



IMPOWER

When IMPOWER’s marketing team first came to us, they knew something wasn’t clicking. Their materials felt disconnected - like a puzzle with pieces that just didn’t quite fit together. Their brand was getting lost in the noise, and they wanted something more.

We didn't just redesign their brand image, we helped them rediscover their brand mission and value. By developing comprehensive brand guidelines, we created a visual identity that actually felt like them. Their marketing materials, exhibition stands, and digital presence now speak with a clear, confident voice.

The transformative outcome

IMPOWER transformed from a forgettable organisation to a standout public sector leader. Their new brand identity became a strategic asset, enabling them to:

- Secure **150% more leads** in new public sector contracts within six months
- A significant increase of stakeholder engagement through exhibitions
- Position themselves as innovative thought leaders in their industry
- Attract top-tier talent who were drawn to their renewed brand purpose

www.impower.co.uk



View our Digital brochure [here](#)

CASE STUDY TWO:

Retirement Security: A bold new direction

Retirement Security has been pioneering a distinctive approach to later living for nearly four decades. As one of the first organisations in the UK to establish independent retirement communities, it has remained a trailblazer since its establishment in 1983.

Overview

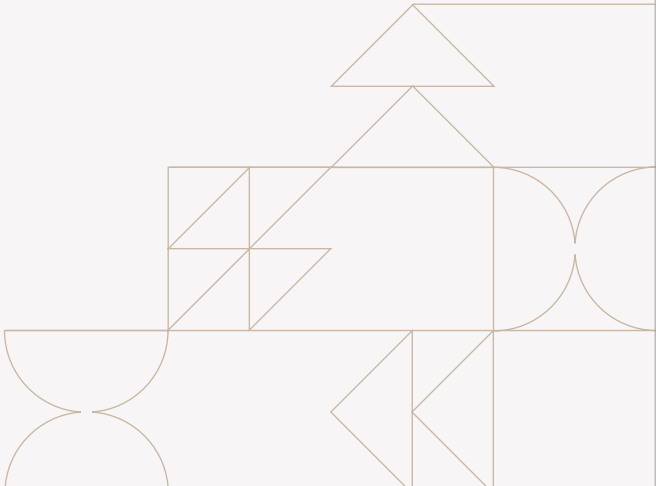
Industry: Retirement Homes
Location: Stratford-Upon-Avon
Company Size: 18-35 Employees

Delivery

- Brand Strategy
- Logo Development
- Brand Guidelines
- Stationery Design
- Content Creation
- Website
- Marketing collateral
- Social Media Banners
- Digital Banners
- Open Day Campaigns
- And much more

“ Tejal brought a wealth of expertise, creativity, and strategic thinking to the table, delivering a fresh, compelling visual identity that truly elevated our brand image... (read more on p. 28)

Melanie Gowers - CEO of Retirement Security



Sometimes a new leadership brings exactly the push a company needs. When their new CEO walked in, they realised their brand needed more than a minor touch-up - it needed a complete refresh.

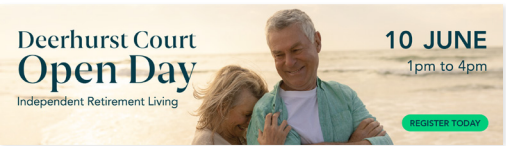
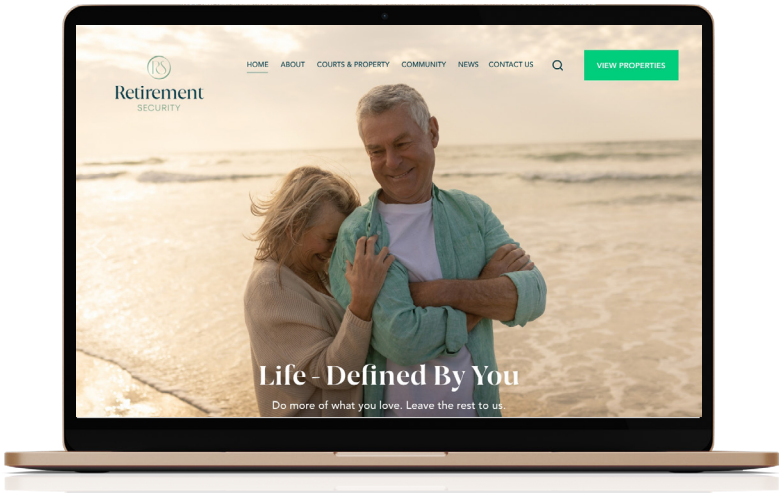
We dove deep into their vision, reimagining everything from their website to their marketing collateral. The goal wasn't just to look different, but to tell their brand ethos in a way that would resonate with their ideal clients.

The transformative outcome

Beyond the 200% lead generation boost, Retirement Security experienced a fundamental business transformation:

- Expanded market share by **25%** in a highly competitive sector
- Attracted high-net-worth clients with a **20%** higher average portfolio value
- Restructured their entire **client acquisition** strategy
- Became recognised as a premium, forward-thinking brand in retirement living
- Increased team morale and internal confidence by creating a clear, compelling brand narrative

www.retirementsecurity.co.uk



CASE STUDY THREE:

Oliver Wealth Ltd: building something from scratch

Oliver Wealth Ltd is an independent financial advice company. They focus on providing bespoke solutions to meet their clients’ planning needs. Building long-term, trusted relationships is their priority, helping clients achieve their financial goals with confidence.

Overview

Industry: Finance
Location: Warwick
Company Size: 4-6 Employees

Delivery

- Brand Strategy
- Logo Development
- Brand Guidelines
- Stationery Design
- Brochures
- Folder
- Documentation
- And much more

“ Their passion for branding, combined with extensive knowledge and expertise, has been invaluable to our organisation....

(read more on p. 29)

Nick Oliver - Principal at Oliver Wealth Ltd.



Starting a new business is nerve-wracking. Nick had just left St. James’s Place and needed to create a brand that would stand out in a competitive market.

We worked closely with Nick to develop a brand that wasn’t just professional, but felt authentically his. From the logo to the welcome brochure, every piece was carefully crafted to tell his unique story and build trust with potential clients.

The transformative outcome

Nick’s brand became more than just a business, it became a platform for meaningful impact:

- Acquired **17 high-value clients** in the first nine months
- Achieved a **higher retention rate** compared to industry averages
- Built a referral network that generated **25%** of new business
- Established himself as a trusted advisor in wealth management
- Created a brand that reflects not just his professional expertise, but his personal values and visionve a lasting impression on clients and stakeholders alike.



CASE STUDY FOUR:

The Pathway Academy: Growing beyond expectations

The Pathway Academy transforms organisations through comprehensive leadership development, establishing robust frameworks for accountability and strategic alignment at all management levels. Unlike traditional training providers, their unique methodology enables teams to achieve exceptional, consistent results. Through their sub-brand Embed'd, they offer focused micro-courses in accountability, making their proven approach more accessible.

Overview

Industry: Leadership Training
Location: Rugby
Company Size: 3-5 Employees

Delivery

- Brand Strategy
- Logo Development
- Brand Guidelines
- Prospectus
- Website
- Landing Page
- Direct mail campaign
- Digital Banners
- Training cards
- App Design
- And much more

“ The work produced has been nothing short of powerful. There is rarely anything we wish to change as they deeply understand our brand, our vision, and our objectives....

(read more on p. 29)

Tom Manning - Founder at The Pathway Academy



Growth often means outgrowing your current brand. When The Pathway Academy launched Embed'd, they needed a brand identity that could support their expansion while staying true to their core identity.

We developed brand guidelines that gave Embed'd its own personality while maintaining a clear connection to the original brand. The landing page, digital assets, and launch materials created, including a direct mail campaign, built a cohesive brand messgae and image that spoke directly to their target audience.

The transformative outcome

The brand transformation became a catalyst for unprecedented growth:

- Increased training platform enrollments after launching online platform
- Attracted national partnerships in two new sectors
- Developed a distinctive brand that commanded a premium price client base
- Expanded from a regional training provider to a national thought leadership platform
- Created a scalable product that supports future diversification

www.embed-d.co.uk



Exhibition designs



Global partners...



See more portfolio work [here](#)

Virgin Trains



Design collateral from direct mail, banners to posters

Calor



Design collateral from brochures to newsletters

Clifton Fine Jewellery



Art Direction for jewellery photoshoot and look book design

Yardley



Art Direction for floral photoshoot and packaging design

Bentley



Art Direction for Bentley Pre-Owned photoshoot and brochure design

Aggreko



Micro Website design for Aggreko Campaign

NHS



NHS Stop smoking campaign. Art Direction and collateral

Testimonials

IMPOWER

“IMPOWER has been working with TP Creative for almost 3 years now and we have been continually impressed with their work. They have continued to produce publications, reports and brochures, as well as designed multiple eye-catching, engaging exhibition stands throughout our time working together.

TP creative has been able to understand IMPOWER - the scale we need to achieve, the clients we have, and the approach that's right for our brand in our marketplace of public sector consulting. We highly recommend TP Creative to businesses and organisations requiring branding and graphic design services.”



Lucienne Limer
Head of Marketing and
Communication IMPOWER



“I had the pleasure of working with TP Creative during my time as CEO of Retirement Security, where she played a pivotal role in our brand refresh. Tejal brought a wealth of expertise, creativity, and strategic thinking to the table, delivering a fresh, compelling visual identity that truly elevated our brand image.

Her ability to translate business objectives into impactful design solutions is exceptional. From marketing collateral to brand strategy, Tejal ensured that every piece of work not only looked outstanding but also aligned seamlessly with our goals and target audience. Tejal is a true professional - collaborative, proactive, and committed to delivering excellence. I highly recommend her to any business looking to refine or redefine its brand with a thoughtful and strategic approach to design.”



Melanie Gowers
CEO of Retirement Security



“Working with TP Creative has been a pleasure. Their passion for branding, combined with extensive knowledge and expertise, has been invaluable to our organisation. They have not only helped us build a strong and recognisable brand but has also given us the tools and strategies to sustain our success in the long term.

I would wholeheartedly recommend TP Creative to any organisation seeking to elevate their brand. Their professionalism, creativity, and dedication make them a great partner in the journey of brand development and growth.”



Nick Oliver
Principal at Oliver Wealth Ltd.



“TP Creative has been an instrumental force, lending their expertise to shape our brand's visual identity. The learner experience is paramount to us, and TP Creative's design contributions have been crucial in achieving the desired impact.

The work produced has been nothing short of powerful. There is rarely anything we wish to change as they deeply understand our brand, our vision, and our objectives. They seamlessly blends into our team, acting as a valued member. Without a doubt, I wholeheartedly recommend TP Creative.”



Tom Manning
Founder of The Pathway Academy
and Embed'd



Ready to transform your brand?

We don't just design brands. We create strategic assets that drive meaningful business transformation. Let's grab a coffee (virtual or in-person) and chat about how we can turn your business vision into reality. No pressure, no sales pitch – just two teams who are excited about creating something amazing together.

Drop us a line, or book a meeting here and let's see!

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