

**Freelance graphic design &  
art direction**

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**Coffee annual report designs &  
photography.**

**12.3.14**

**JimStokesDesign**

Design | Brand | Communication

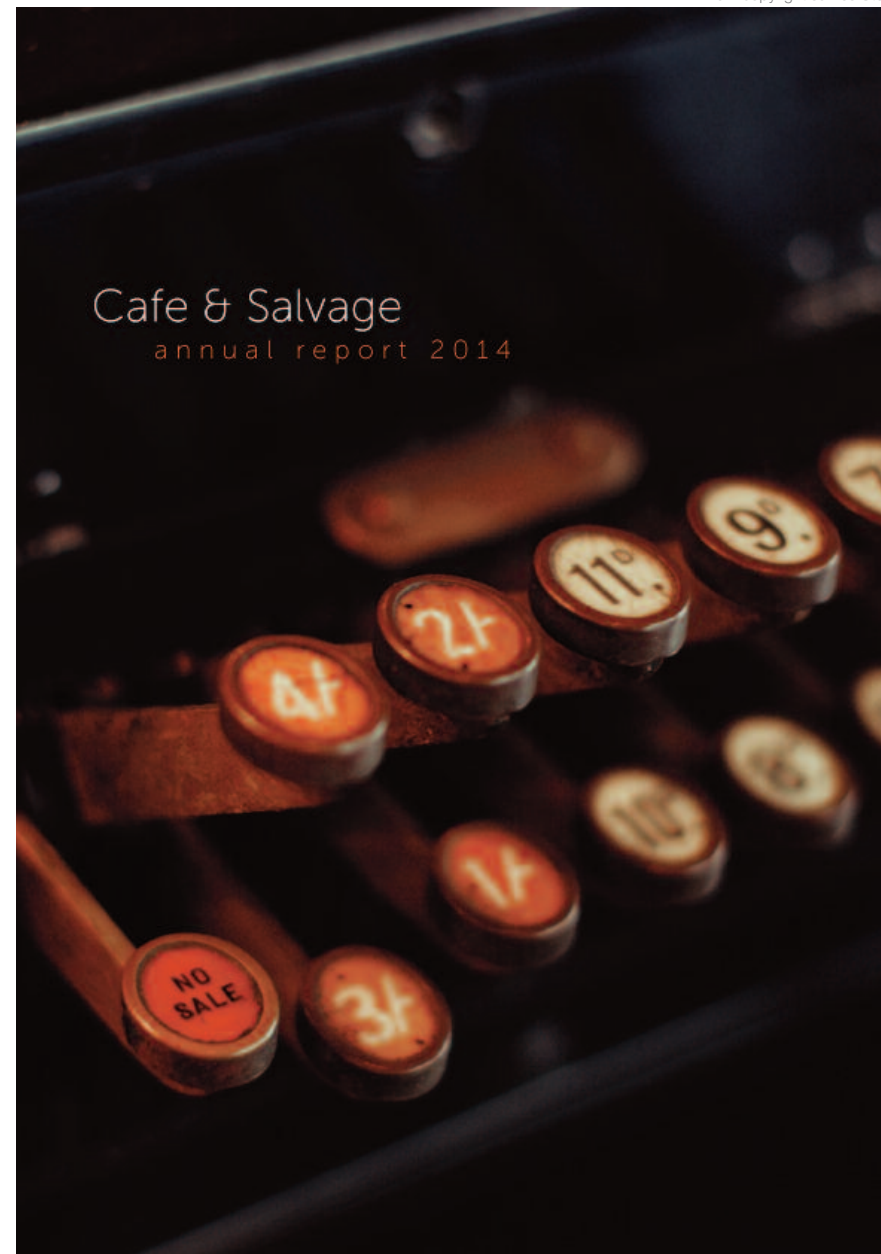
# Annual report designs

Photography, graphic design and art direction for annual report

**JimStokesDesign**

Design | Brand | Communications

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## A place to sit, work, eat, drink, play, talk, shop

A thriving global sector. Ethical trading with  
manufacturers in the third world. Trading with  
responsibility.

design, photography and art direction by **Jim Stokes**

The transformation of the high street, the 'vision' of a service economy, the cultural shift towards an entrepreneurial workforce (and the constant need to meet, 'friends' and the growth of quality coffee) have all contributed to the dominance of cafe culture in UK in the last decade. It will not stop anytime soon.

But it will change.

Creating an environment that allows people to feel at home, is welcoming and perhaps most importantly, that invites people to be a part of something they value is the second best way for a cafe to thrive. The first is to only sell the best quality food and drink. To start up the bean.

The Cafe @ Salvage is just such a place. Started by Taz Khan and Meg Stone in 2013 the cafe appeared - after a great deal of work - and was immediately cherished by the scaled, vibrant people of Brighton and Hove. A passion for coffee and the 'Real's of the world accompanied by a baking quality that has Mary Berry looking over her shoulder were delivered on foundations of cool old stuff for people to discover, explore and take home.

With the local high street dominated by global brands and empty shops, the American giants have dominated a monotonous business success to be sure, there was room for, and a hunger for something a bit different. Those that have gone before have expanded and shaped the coffee and cafe

market. A Blistering of corporate coffee has engulfed the world. Ross, Monica, Chandler, Joey, Rachel and Phoebe pruned a generation for bitching in the coffee shop instead of crying into a pint and every commuter gasps a hot coffee in the morning. But, these beneath protest environments that have the charm of airports and motorway service stations.

They will catch up but Taz and Meg filled an old shop with salvage, put the lights on and watched people mill in. They all became regulars instantly and the coffee machine roared and spluttered. Then something wonderful and unforeseen happened. The customers all seemed to collectively sigh and fall in with all kinds of conversation. The hum of a coffee shop is a beautiful thing, but the meeting, expanding and exchanging of ideas can change the world. One shot at a time.

A home for artisans.  
Genuine People.



# Annual report designs

Photography, graphic design and art direction for annual report



## 4. Writing & Cafes

Gertrude Stein, Shakespeare and company, Hemingway, F. Scott Fitzgerald. Cafe's and writers have always found each other.

## 5. Environment

The people - Taz & Meg  
environment  
Cool stuff  
Coffee and writing  
shopping

## Coffee & Shopping

We love saving cool old stuff from the scrap heap. Infact, we can't help ourselves.  
We keep the cafe full of lovely, cool old stuff. If you like it? buy it!

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A home for artisans  
Genuine People



take a seat... no, really



## Cafe & Salvage

From years at design companies and freelancing at above the line agencies we knew we had more to offer and were well aware of the changes coming to an established industry never before could the talent behind the agencies compete and deliver direct to the client.

We always intended to balance the professional service of an agency - without the overheads and rates and chase down exiting work. Something that was contributing to the society around us whilst providing a professional but not necessarily orthodox service to our clients.

We also felt that the client was more savvy than many account handlers tended to treat them and that from all the knowledge that the creative learns from job to job could be delivered direct to marketing managers, PR account handlers etc and therefore pass savings direct onto you the client. This has never meant that quality should suffer. And it hasn't. Lessons learned in one sector may soon be pertinent to another seemingly un-related field. We have always been learning about what makes our clients successful and feed our experience into our offer.

From an early Mac in a basement flat to our present home in the Beaconsfield Studio's POPmedia has continued to grow and diversify into new fields. New project. We have produced our first TV commercial. Feature film titles, educational documentaries and delivered work for new clients.

The Thinc Destini brand launch and conference were a huge success. A vindication that a small team without the Agency bluster can deliver the same quality without the agency spend. We worked with Thinc Destini for two years before they were bought up by Axa for 120 million and the company disappeared into the world of acquisitions and mergers and the brand was absorbed.

We continued to work on the next 4 brands for the chairman as they launched new ventures with Morgan Stanley, Spanish telecoms companies and VOIP technology.

### Trust

A thriving global sector. Ethical trading with manufacturers in the third world. Trading with responsibility.

### Ring the bell

The people - Taz & Meg  
environment  
Cool stuff  
Coffee and writing  
shopping



## Coffee Culture

Its all in the grind. And the people who grow the bean. Trading with responsibility.

*design, photography and art direction by Jim Stokes*

Fresh ground. Blended with hot milk. A delicate mound of tantalising, fresh ground coffee is about to be introduced to a sizzling process that will deliver you the shot you're after. The bean has arrived from Africa, had a look around and been liquidized for your pleasure. Honour the bean, he died for you he. He died well.

15 seconds from bean to cup







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A home for artisans  
Genuine People

But it will change.

Creating an environment that allows people to feel at home, is welcoming and perhaps most importantly, that invites people to be a part of something they value is the second best way for a cafe to thrive. The first is to only sell the best quality food and drink. To worship the bean.

The Cafe & Salvage is just such a place. Started by Taz Khan and Meg Stone in 2013 the cafe appeared - after a great deal of work - and was immediately cherished by the soaked, wind swept people of Brighton and Hove. A passion for coffee and a baking quality that has Mary Berry looking over her shoulder were delivered on founders of cool old stuff for people to discover, explore and pillage here.

**Coffee Culture**  
A thriving global sector. Ethical trading with manufacturers in the third world. Trading with responsibility.

With the local high street dominated by global brands and empty shops the downtown giants have dominated, a monstrous business success to be sure, there was room for, and a hunger for something a bit different. Those that have gone before have expanded and shaped the coffee and cafe market. A Blitzkrieg of corporate coffee has engulfed the world. Ross, Monica, Chandler, Joey, Rachel and Phoebe primed a generation for bitching in the coffee shop (instead of crying into a pint) and every commuter grasps a hot coffee in the morning. But, these behemoth provided environments that have the charm of airports and motorway service stations.

They will catch up but Taz and Meg filled an old shop with salvage, put the kettle on and watched people roll in. They all became regulars instantly and the coffee machines roared and spluttered. Then something wonderful and unforeseen happened. The customers all seemed to collectively sigh and fall in with all kinds of conversation. The hum of a coffee shop is a beautiful thing. But the meeting, expanding and exchanging of ideas can change the world. One shot at a time.

## 2. Salvage Cafe

The people - Taz & Meg  
environment  
Cool stuff  
Coffee and writing  
shopping

# PROCESS

## 2. Salvage Cafe

The people - Taz & Meg  
environment  
Cool stuff  
Coffee and writing  
shopping



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The Cafe @ Salvage is just such a place. Started by Taz Khan and Meg Stone in 2013 the cafe appeared - after a great deal of work - and was immediately cherished by the scaled, wind swept people of Brighton and Hove. A passion for coffee and the "Teas of the world" accompanied by a baking quality that has Mary Berry looking over her shoulder were delivered on foundations of cool old stuff for people to discover, explore and take home.

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A home for artisans  
Genuine People

# COFFEE

## Coffee Culture

A thriving global sector. Ethical trading with manufacturers in the third world  
Trading with responsibility.

## 2. Salvage Cafe

The people - Taz & Meg  
environment  
Cool stuff  
Coffee and writing  
shopping

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The Cafe @ Salvage is just such a place. Started by Taz Khan and Meg Stone in 2013 the cafe appeared - with a great deal of fanfare - and was immediately cherished by the soaked, wind swept people of Brighton and Hove. A passion for coffee and the Tea's of the world accompanied by a strong quality that has Mary Berry looking over his shoulder were delivered on foundations of cool old stuff for people to discover, explore and take home.

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They will catch up soon. Taz and Meg filled an old shop with salvaged furniture and watched people roll in. They all brought equipment, tools and the coffee machine roared and sizzled. Then, something wonderful and unforeseen happened. The customers all seemed to collectively sigh and fall in with all kinds of conversation. The hum of a coffee shop is a beautiful thing, but the meeting, expanding and exchanging of ideas can change the world. One shot at a time.

A home for artists  
Creative People

# THE BEAN

## Coffee Culture

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Trading with responsibility.

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The Cafe @ Salvage is just such a place. Started by Taz Khan and Meg Stone in 2013 the cafe appeared - after a great deal of work - and was immediately cherished by the scaled, wind swept people of Brighton and Hove. A passion for coffee and the "toils of the world" accompanied by a baking quality that has Mary Berry looking over her shoulder were delivered on foundations of cool old stuff for people to discover, explore and take home.

With the local high street dominated by global brands and empty shops, the American giants have dominated, a monstrous business success to be sure, there was room for, and a hunger for something a bit different. Those that have gone before have expanded and shaped the coffee and cafe market. A litany of corporate coffee has engulfed the world; Ross, Monico, Chantler, Joey, Rachel and Phoebe primed a generation for latching in the coffee shop (instead of crying into a pint) and every commuter grasps a hot coffee in the morning. But, these behemoths provided environments that have the charm of airports and motorway service stations.

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A home for artisans.

Genuine People.

2. Salvage Cafe  
The people - Taz & Meg  
environment  
Cool stuff  
Coffee and writing  
shopping

## 2. Salvage Cafe

The people - Taz & Meg  
environment  
Cool stuff  
Coffee and writing  
shopping

# PROCESS

## Coffee Culture

A thriving global sector. Ethical trading with manufacturers in the third world. Trading with responsibility.

*design, photography and art direction by Jim Stokes*

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## A choice of fresh tea's from around the world

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A home for artisans  
Genuine People







## Cup of Tea?

A thriving global sector. Ethical trading with manufacturers in the third world. Trading with responsibility.

A choice of  
fresh tea

The people - Taz & Meg  
environment  
Cool stuff  
Coffee and writing  
shopping

The Salvage Cafe | annual report 2014

## 2. Salvage Cafe

The people - Taz & Meg  
environment  
Cool stuff  
Coffee and writing  
shopping

# CULTURE

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A home for artisans

Genuine People

## Coffee Culture

A thriving global sector. Ethical trading with manufacturers in the third world. Trading with responsibility.

# sit

## A place to sit, work, eat, drink, play, talk, shop

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A home for artisans  
Genuine People





## Whats your poison?

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TRading with responsibility.

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# Digital Annual Report designs

Photography, graphic design and art direction for annual report

JimStokesDesign

Design | Brand | Communications

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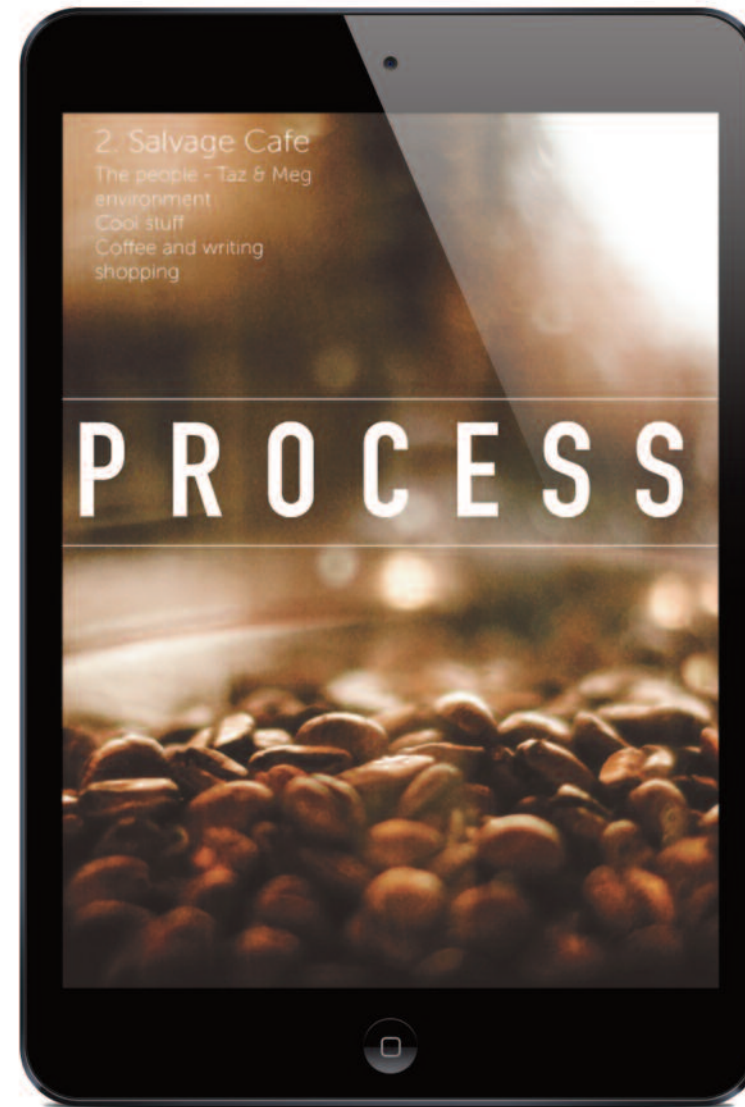
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