

LEISURE & ENTERTAINMENT

DESIGN | PRINT | INSTALL



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Stand out in a competitive market with our creative design and print services.

Our full-service agency has extensive experience working with businesses in the leisure and entertainment sector and can help get your brand noticed at an affordable price.

From fun themed rooms and professional logo designs to creatively branded signage or show-stopping posters for your next performance, we have the skills and expertise to put your business firmly in the spotlight.

Over the next few pages are some examples of the types of creative design, print and installation solutions we regularly deliver to our clients.



FWD Motion Director, David Whiteley (right) and Nick Hogan (left) owner, Chesterfield Escape Rooms, enjoying the newly installed room branding at Chesterfield Escape Rooms.

LEISURE & ENTERTAINMENT



CLIENT

Chesterfield Escape Rooms

PROJECT

Providing design, branding, marketing, and installation services since the business opened its doors in 2021, we're as pleased as Punch that Chesterfield Escape Rooms is now rated the UK's Number 1 Live Escape Game Experience.

BENEFITS OF BESPOKE DESIGN

Wow Factor

Creative design and storytelling go hand-in-hand. Get it right, and you create a wow factor that gets people talking, which generates interest and leads to more sales. Visually striking surroundings also help cement pleasurable experiences in customers' memories, leaving them with a positive impression of your brand.

Immersive experience

In the leisure and entertainment industry, customer experience is everything. Visitors expect a fun, immersive experience where they can unwind and forget about the stresses of everyday life. Unique sets and bespoke, large format pieces in themed rooms are a great way to achieve this. They help your brand stand out from competitors and bring an experience to life.

PUBLIC HOUSES & RESTAURANTS



CLIENT

Robin Hood Inn

PROJECT

The Robin Hood at Aughton, Sheffield, commissioned us to create a new logo and brand identity, as well as produce and install new signage in time for the re-opening of their outdoor drinking and eating area.

Visit them online: www.robinhoodaughton.co.uk

BENEFITS OF BESPOKE DESIGN

Positive first impression

Attractive, professionally designed signage shows you take pride in your establishment and care about making a good impression, which customers appreciate. Signage with creative imagery and unique fonts will set you apart from competitors and create a memorable impression on your clientele.

Increase visibility

Eye-catching exterior signage is a simple and effective way to draw attention to your business. Customers walking by will be drawn in by the modern branding, while people driving past can quickly glimpse what you have to offer.



FOOD OUTLET BRANDING & MARKETING



CLIENT

Tiffin Takeaways

PROJECT

Tiffin Takeaways are a chain of Indian restaurants with multiple locations across Sheffield. We worked with them to create an eye catching and distinctive brand identity used both online, and offline within the takeaway's visual personality as well as its literature.

Their unique designs were created for menu boards, frosted vinyl, window vinyl, pamphlet menus, food packaging, vehicle branding, interior and exterior signage, branded wallpaper, counter tops, clothing. Every part of the brand concept was designed, printed, and installed by the FWD team.

View them online at: www.tiffintakeaways.co.uk

BENEFITS OF BESPOKE DESIGN

Marketplace visibility

The importance of a distinctive and memorable brand identity isn't limited to large businesses and organisations, it is more important than ever in a busy marketplace for takeaways, restaurants, and pubs, to invest in how their business is seen in the area it serves and beyond.

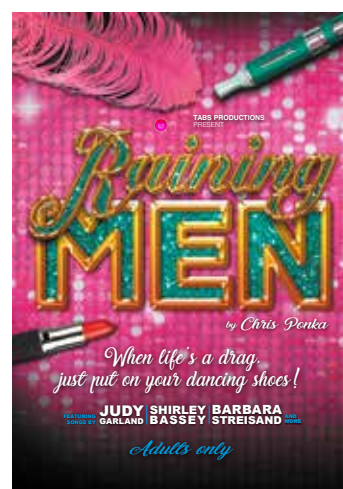
Positive association

When a memorable brand is positively linked to good quality food and fantastic customer service the benefits to a small business can be a valuable commodity, creating both recognition and recommendations to a wider customer base.

Whether a customer sees a brand on a takeaway leaflet through their door, on a friend's fridge or on takeaway signage when driving past, having that visible brand will create potential buying power.



THEATRE & ENTS POSTERS



The invention of The Gutenberg Press in 1436 set the stage for one of the most widely recognised forms of advertising – the poster.

Beloved by theatre companies around the globe, what started out as a humble black and white handbill given out at England's first public theatre performances in the 1500s evolved over the centuries into the vividly coloured and illustrated theatre posters created using the new lithographic printing process invented in 1851.

Over time, the posters grew in size, becoming known as "Great Bills" as theatre owners recognised the value of advertising performances outside of their playhouses where the paying public couldn't fail to miss the huge works of art that not only promoted the production but created a unique visual identity for their theatre.

In the last 200 years, very little has changed. Iconic poster designs for West End shows like *Cats* and *Les Misérables* are as popular today as they were in the '80s. Even though we live in a world of digital marketing, theatres still recognise the power of large format print and creative design to entice passersby off the street and into the box office. Something we're helping our own theatre clients do every season.

We are proud to continue traditional printing practices for the Leisure and Theatre industries, working with our clients to produce crowd enticing billboards, programmes, flyers, light box graphics, and large format posters.



T: +44 1246 439045 | E: enquiries@fwdmotion.co.uk | W: www.fwdmotion.co.uk
FWD Motion Limited | 50 & 52 Ravenshorn Way | Renishaw Business Park | Sheffield | S21 3WY