

Training

PDM Training and Consultancy

PDM Training and Consultancy provide training and development services to the public and private sectors.

We created PDM's Visual Identity and defined their Brand values.

The PDM leaf symbol represents growth through learning. Leaves are the main organ of photosynthesis and transpiration. This process allows plants to grow. A single page in a book is also referred to as a leaf. Books feed the mind. The expression 'to turn over a new leaf' means to start a new improved course of behaviour.

We gave PDM a vision statement - 'Realising your potential'. PDM realises the potential of individuals and organisations.

The Visual Identity and Vision Statement were developed in close consultation with the management team. We asked a series of questions regarding their feelings about the business and its projected future.

The PDM team is divided into a group of specialist teams. We created a Visual Strategy to promote PDM's divisions.

A book of guidelines to ensure consistent implementation of the new Identity was written for the Marketing Department.

We have designed a generic d-ring folder, suitable for holding all PDM course information. A series of case studies to illustrate the work of the divisions was designed for distribution with a slip case.

In April of 2003 the new Identity was officially launched at a training event at the Olympia Halls in Earls Court. We designed panels for a Nimlok stand and produced promotional items including branded pencils and coasters.

The project has included signage at PDM's main offices in Andover and external plaques and banners.

The visual interface of the website was designed by Verve and the backend technology implemented by a specialist developer.

