



2g



Turnaround Management Association

TMA (UK) is an organisation where turnaround executives and professionals from all disciplines can exchange information, ideas and knowledge about the turnaround and corporate recovery industry.

We were approached by TMA (UK) to produce an annual guide for the association including a full directory of their members and sponsors. The brief was to create an attractive, functional, cost effective guide which was easy to navigate. By changing the format of the guide we were able to increase the production value and save on the unit cost. The guide formed the bases of the UK brand style, created by building on and enhancing the existing logo and website. Following the success of this project we were asked to produce various TMA (UK) collateral in the new brand style resulting in a more professional image and increased brand recognition.

- Turnaround guide
- folder
- stationery
- conference flyers
- banner stands

“Our initial challenge to 2g was to take our logo and website as a base to create an updated UK brand for our members guide. This is our key annual publication which is circulated to over 7,000 key professionals from our industry. We were so impressed with the resultant look and change to our image that we then extended their brief to produce stationery, marketing folders, conference collateral, exhibition stands, email graphics, Microsoft templates, and conference PR in an appropriate style. We have been impressed by how they’ve managed to expand the brand by keeping each item unique but still part of a defined suite. Our deadlines are often very tight, but Vicky and her team always respond in the same calm, friendly, yet unfailingly professional, manner. We always feel very confident that we are being kept informed of progress at all times and that our projects are being well managed. 2g were originally recommended to us by our web designer and we have never been disappointed. They always go above and beyond what you would expect.”

**Hayley Kinlan, Relationship Director,
The Turnaround Management Association**