



## Give It A Go

Sheffield SU's Give it a Go brochure is one of the most successful student activity programmes in the UK. Published four times a year, it features a diverse range of activities, alongside day-trips, volunteering and fundraising opportunities.

Ink & Water have been designing the Give it a Go brochure ever since our inception back in 2011. During that time we've revamped the printed brochure several times over to accommodate the expanding programme and keep it looking as fresh and exciting as the activities within its pages.

Having worked with Ink and Water for many years on my design work, I can certainly say that I feel part of the family! They can take a 20 page document and turn it into a beautifully designed programme, and year on year they understand my design brief and somehow seem to get in my head and deliver exactly what I want (magic)! If you want quality, professionalism and awesome designs – then it is Ink & Water you need.

Belinda Hall, GIAG Events Coordinator, Sheffield Students' Union

## 90's Is Back

At the start of this academic year, the Give it a Go team briefed us to refresh the programme with an early 90's vibe. We jumped at the chance to go overboard with vibrant colours, textures and geometric shapes.

## A Mammoth Brochure Made Manageable

We've worked closely with the Give it a Go team over the years to help streamline the process of putting together such a mammoth programme. This has included advising them on how best to collate and organise the content (in order to speed up turnaround times and save cost), as well as how to categorise and present the 200+ events in each brochure.

We've also advised them extensively on print specs and have worked in partnership with several local print suppliers over the years to secure the best value for our client, whilst not compromising on the finished quality. The most recent iteration of the Give it a Go brochure is printed on a tactile, uncoated paper stock using the latest LED printing technology, which retains the artwork's vibrancy, even when printed on a porous, uncoated stock.



A selection of some of the other print design work we've created for Sheffield Students' Union

## We Like Long Term!

We love building long-term relationships with clients like the Students' Union. We've been fortunate enough to have worked with them on many other projects over the years, including their 'intro week' welcome material, student volunteering campaigns, as well as branding and marketing material for the annual Varsity sports competition. You can find out more information about Sheffield Students' Union on [their website](#).

If you're looking for a long term design partner, [we'd love to hear from you](#). Go on, make our day!