

### The Royal Parks

*What's on in the Parks*  
Foldout guides

#### Brief

We were asked to devise and produce a quarterly publication both listing and showcasing upcoming events in The Royal Parks.

#### Solution

We created a foldout brochure with full listings on one side, and a poster on the reverse highlighting selected events. To unify and brand both publications and events, colour and ornamental form is used to give a sense of fun and festivity. Listings have been refined over several issues to separate events by park as well as by date. Colour coding by park and a series of icons to distinguish event typology aids ease of use.

#### Result

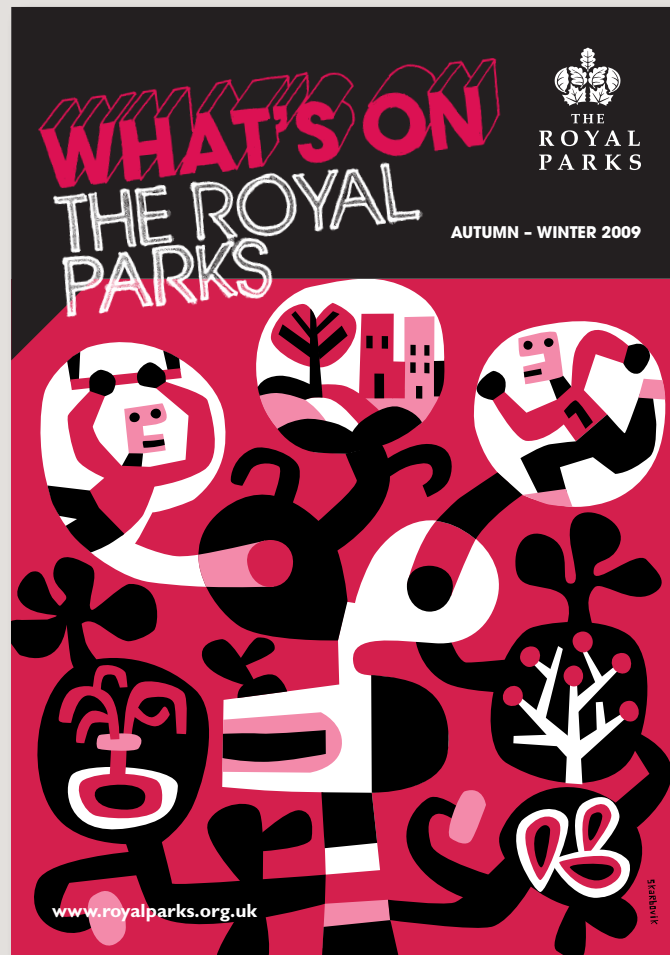
User satisfaction and a high level of recognition has led to a renewal of our contract to produce the TRP guides.



**The Royal Parks**

*What's on in the Parks*  
Guide booklets

Aimed at different target audiences. From left to right: young people, local (London) residents, kids and families.



**The Royal Parks**

*What's on in the Parks*

Individual event posters for The Royal Parks' cultural programme.

Illustrations were commissioned to accommodate a limited budget - the same concept adapted to suit all three posters (story-telling evenings in a yurt - Halloween, Christmas and Valentine's Day).

**GHOST STORIES TOLD BY SPOKEN INK**

As dusk falls hasten to Green Park. In the comfort of sheepskins and a warm yurt, hear tales of vampires, ghouls and murderers.

**GREEN PARK**  
Saturday 31 October  
& Sunday 1 November  
4pm and 7pm  
£7 admission  
Tickets through  
[www.royalparks.org.uk](http://www.royalparks.org.uk)  
12+ recommendation

Spoken Ink  
LOTTERY FUNDED  
THE ROYAL PARKS  
[www.royalparks.org.uk](http://www.royalparks.org.uk)

**MIDWINTER STORIES TOLD BY SPOKEN INK**

This Christmas in Hyde Park Spoken Ink presents an Agony in Eight Firs, A Hungry Walrus and a Cheshire Cat dancing to the tune of a lute. Nestle into our warm yurt for another peculiar weekend of twenty-first century storytelling.

**HYDE PARK**  
Saturday 19 &  
Sunday 20 December  
3pm, 5pm & 7pm  
£7 admission  
Tickets through  
[www.royalparks.org.uk](http://www.royalparks.org.uk)

Spoken Ink  
LOTTERY FUNDED  
THE ROYAL PARKS  
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**LOVE STORIES TOLD BY SPOKEN INK**

This Valentine's Day in Regent's Park, Spoken Ink will host a collection of saucy stories, love poems and romantic ballads. The yurt will be home to all things beautiful; make sure you're one of them.

**GREEN PARK**  
Saturday 13 and  
Sunday 14 February  
3pm, 5pm and 7pm  
£7 admission  
Tickets through  
[www.royalparks.org.uk](http://www.royalparks.org.uk)  
16+ age recommendation

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*What's on in the Parks*

Posters for a jazz event in Regent's Park - graphics inspired by the now-classic graphics used by Blue Note Records in the golden era of popular jazz.



2007



2008



2009