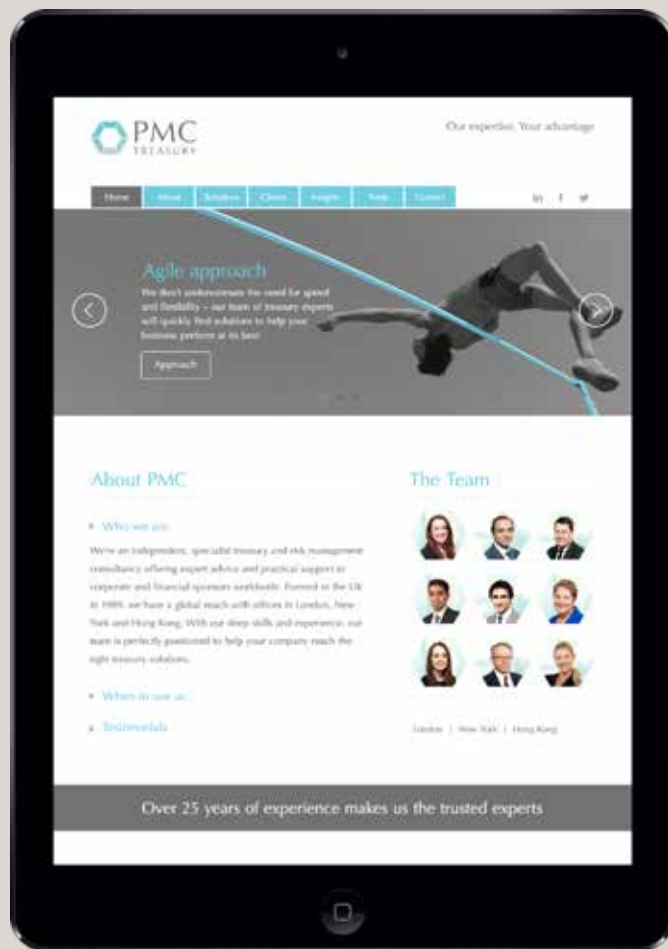


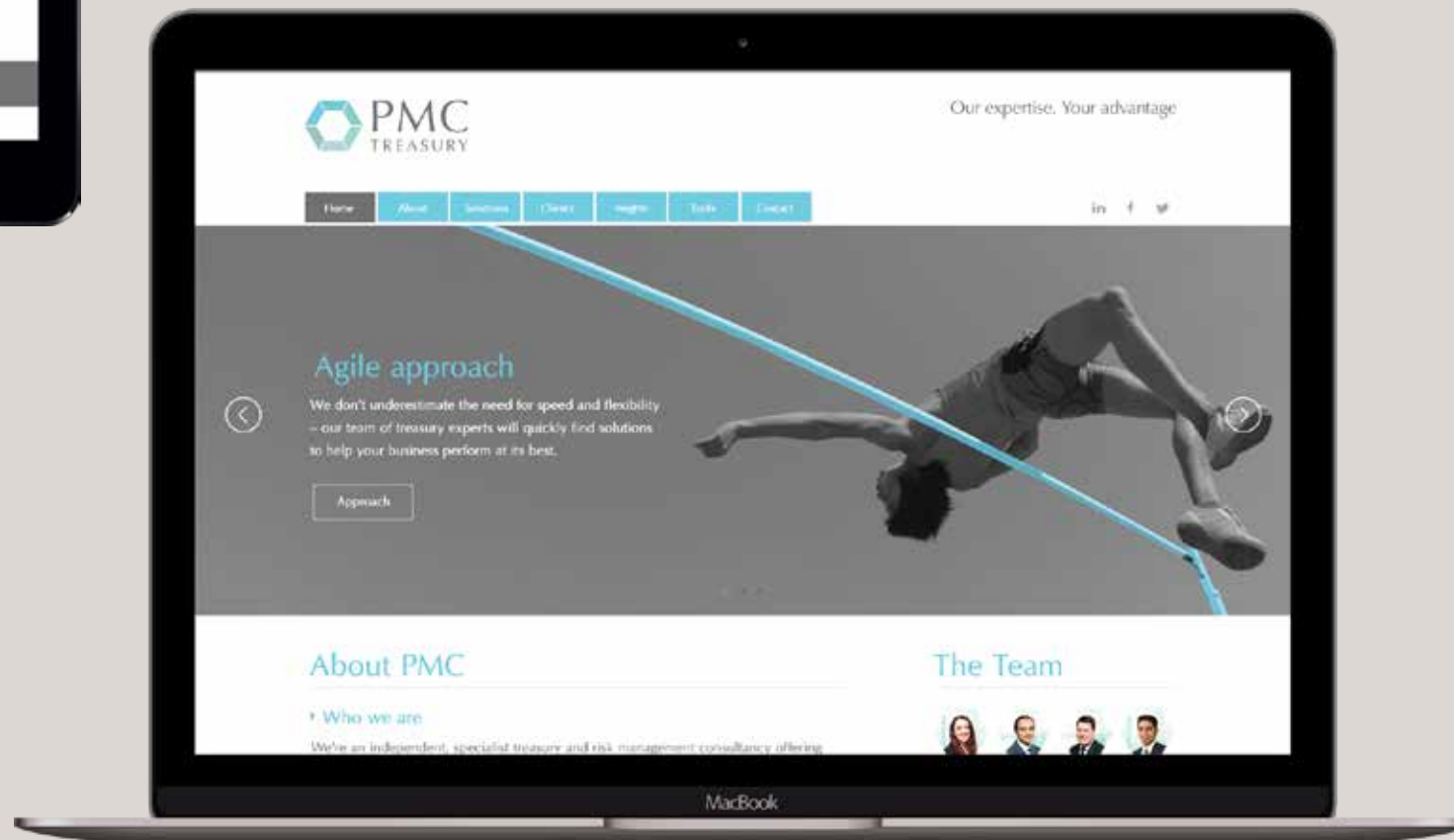
John Sturniolo

e **john.sturniolo@gmail.com**

m **07766 828711**



Responsive emails



PMC Treasury
 Rebranding
 Finance – Brand and Website
 Art Direction and Design



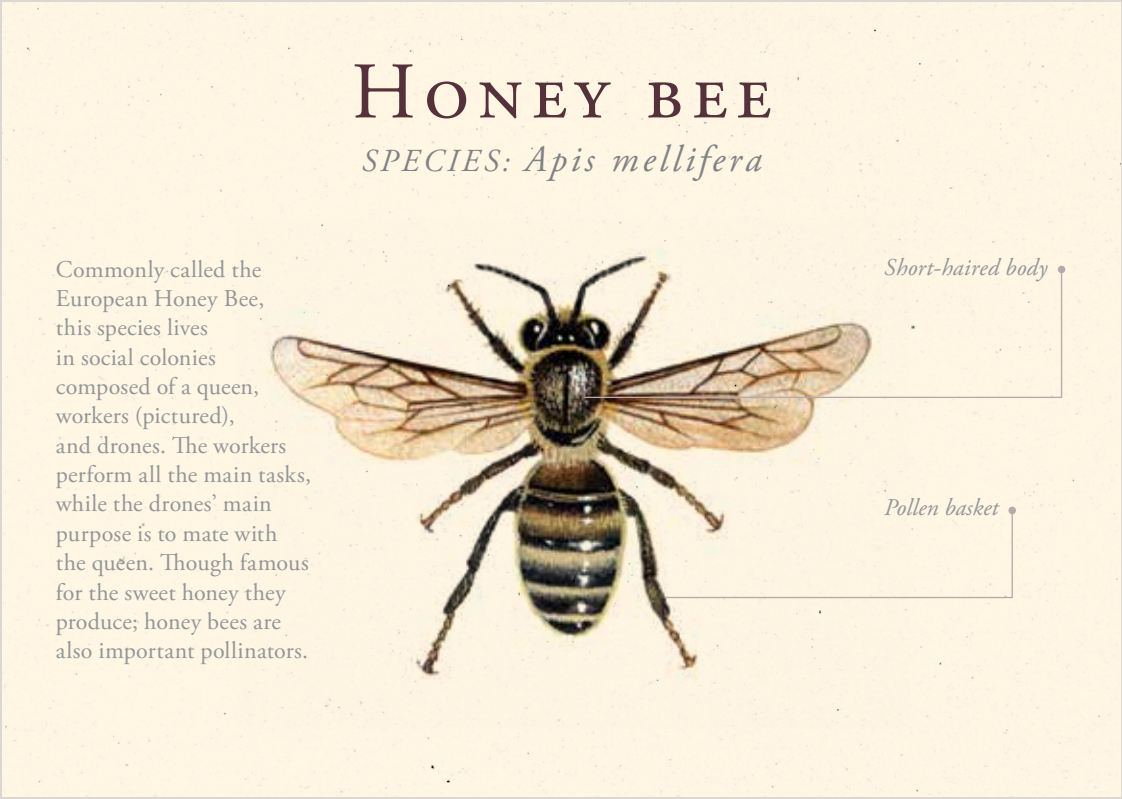
Business Card, front and back



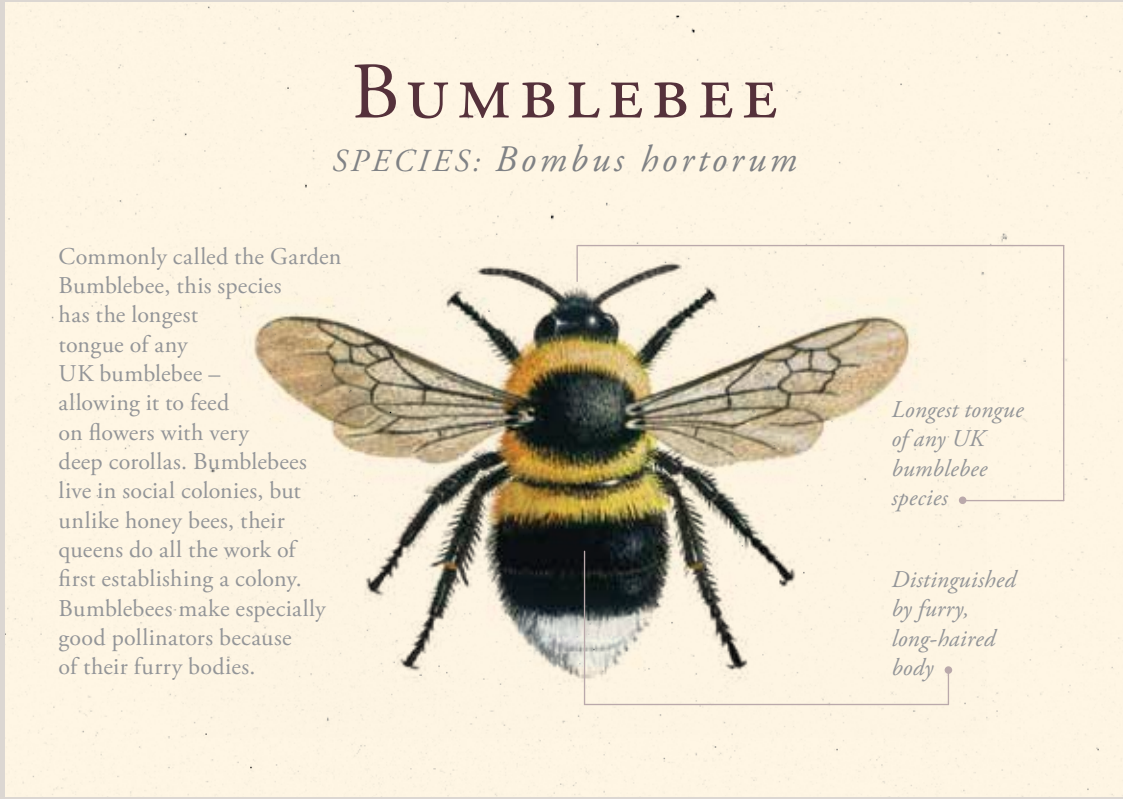
Letterhead



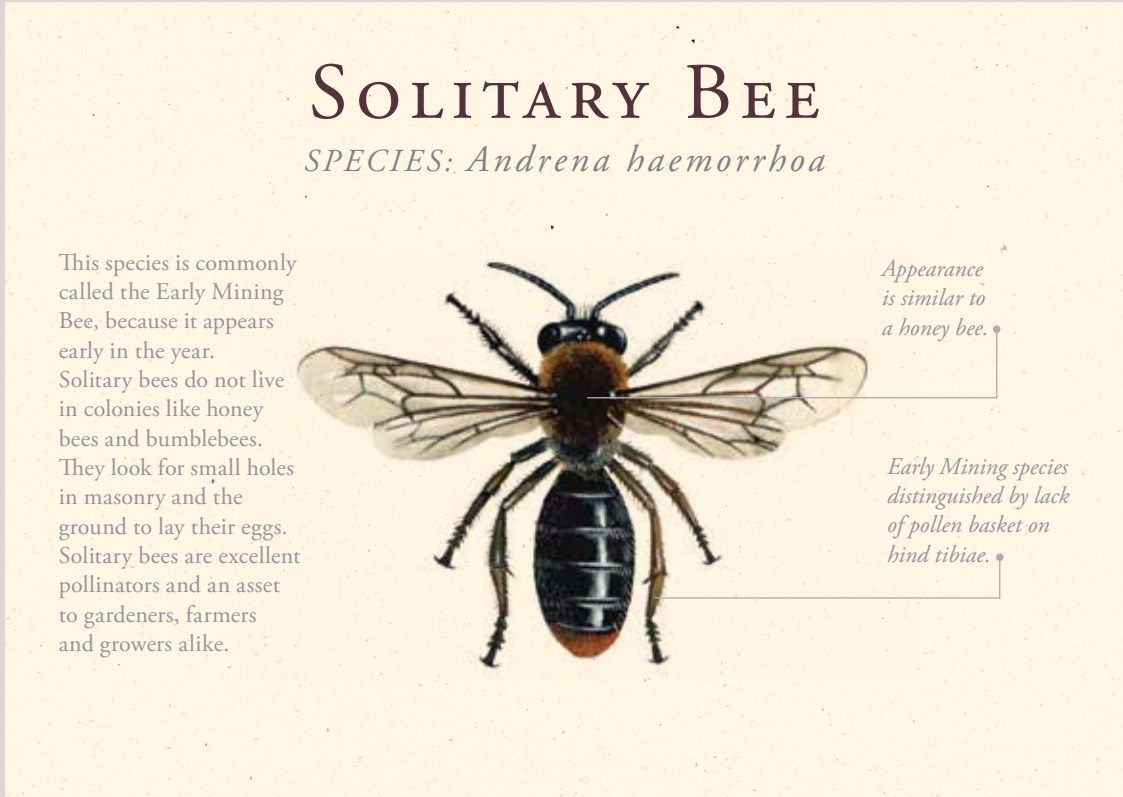
Compliment slip



A5 postcard, front – honey bee



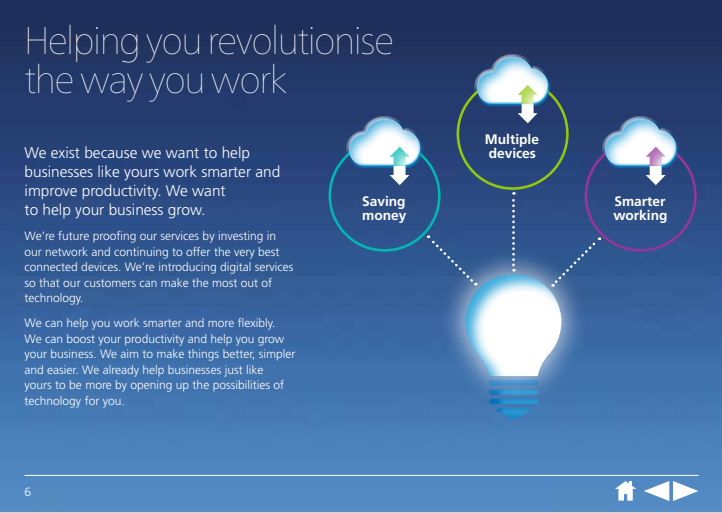
A5 postcard, front – bumblebee



A5 postcard, front – solitary bee



Digital booklet, front cover



Digital booklet, p.6



Digital booklet, p.8



Digital booklet, p.13



Digital booklet, p.15



Outer



Letter

Rangeford
Building brighter futures
Property – Direct Mail
Art Direction and Design

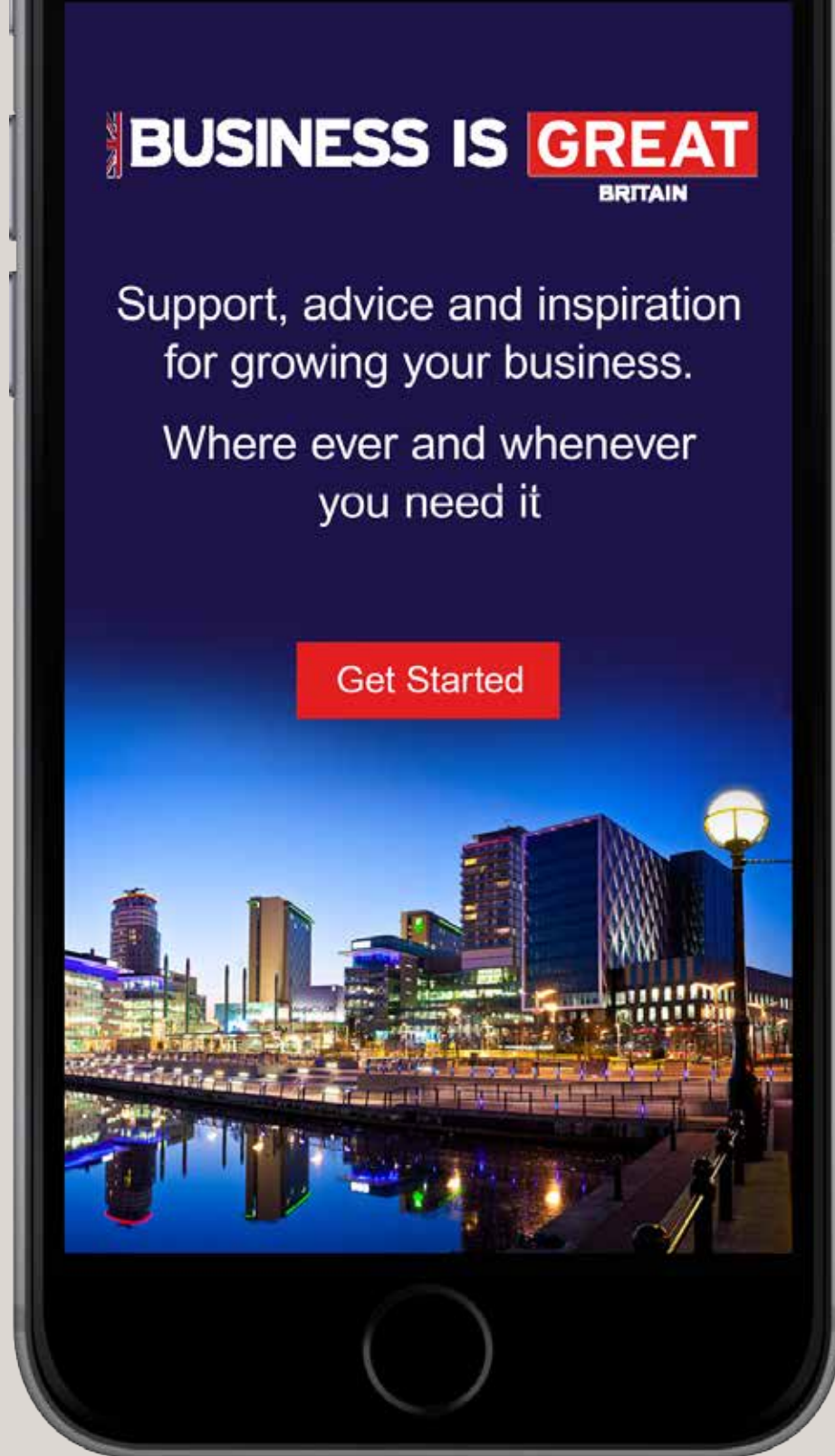


Maltese cross brochure, cover



Maltese cross brochure, inside reveal



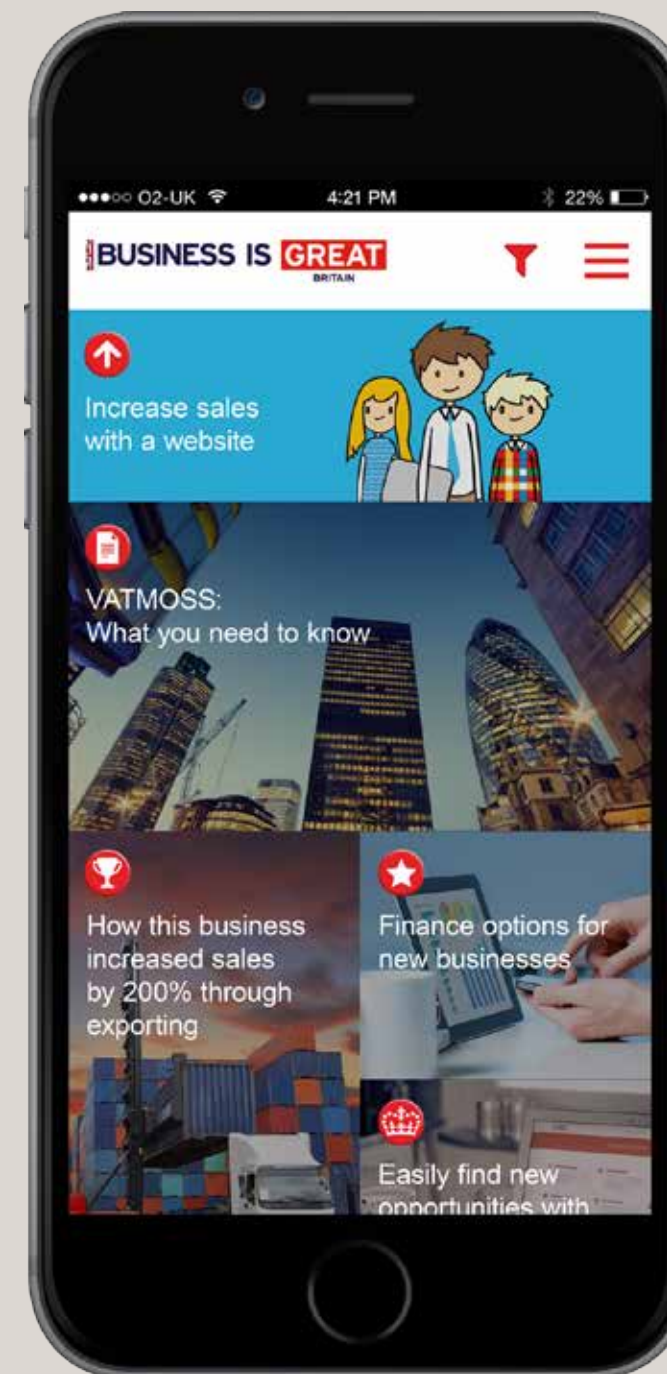


Homescreen

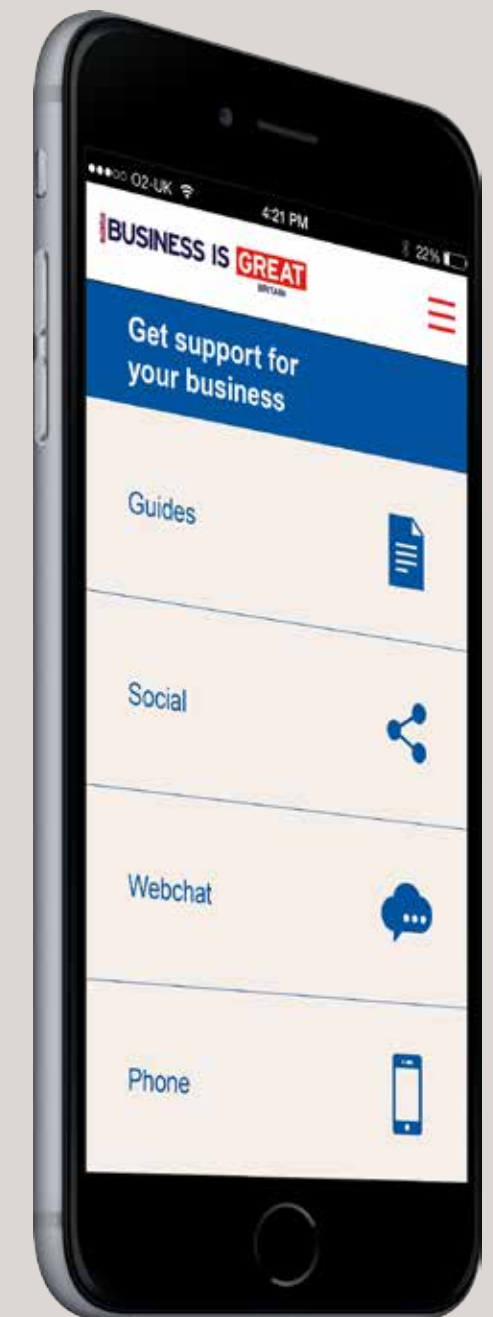
Business is Great Britain
 The Business is GREAT App
 Business – Mobile App
 Art Direction and UI Design



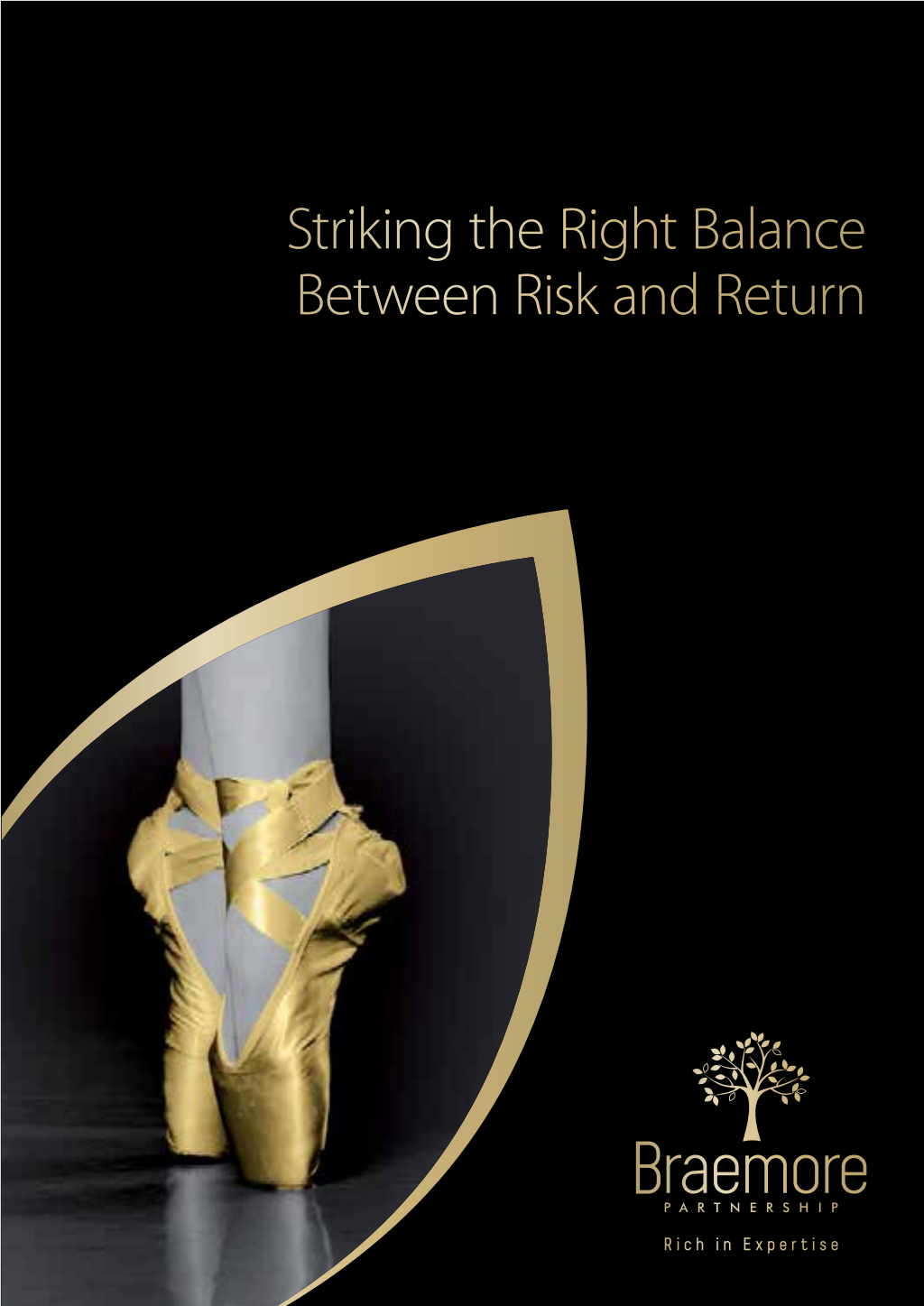
News article



News feed



Support



Brochure, front cover

Braemore
Capacity for Loss
Finance – Print
Art Direction and Design

Striking the Right Balance Between Risk and Return



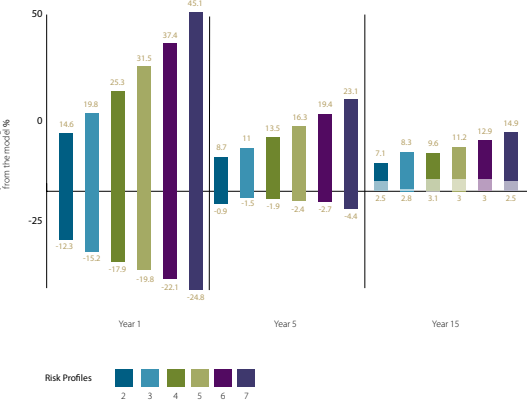
Braemore Risk Profiles

Profile	Description
Risk Profile 1	You are not prepared to take any investment risk because it is very important that your capital is protected. Inflation may reduce the real value of your investment.
Risk Profile 2	Because you require some growth potential, you are prepared to move away from investing in cash and to accept some investment risk. Typically you are willing to invest in non-cash assets which may include some exposure to shares. You accept that growth prospects are limited and understand your investment will rise and fall in value, meaning you could get back less than you invest.
Risk Profile 3	You are prepared to accept investment risk in return for growth potential. Typically you will invest in a wide variety of assets including exposure to shares. This will increase the amount by which your investment will rise and fall in value. You could get back less than you invest.
Risk Profile 4	You are looking for a balance of risk and reward with the aim that, in the longer term, higher returns may result. You are willing to accept that the value of your investment will fall and rise in value and you could get back less than you invest. Typically you will invest in a wide variety of assets.
Risk Profile 5	You are willing to accept a high level of risk on your investment in order to seek growth potential in the longer term. You are prepared to accept that this will increase the risk of large increases or decreases in the value of your investment and of losing some or possibly all of your capital. Typically you will invest in a wide variety of assets.
Risk Profile 6	You accept a very high level of risk on your investment in order to seek very high growth potential in the longer term. You are willing to accept sharp day-to-day increases or decreases in the value of your investments and you accept the risk of losing some or all of your capital.
Risk Profile 7	This is the highest level of risk in our model. Typically you are an experienced investor with a good understanding of the risk/reward balance and you are willing to accept significant and very sharp day-to-day increases or decreases in the value of your investment. You accept the risk of losing some or all of your capital.

Brochure, spread

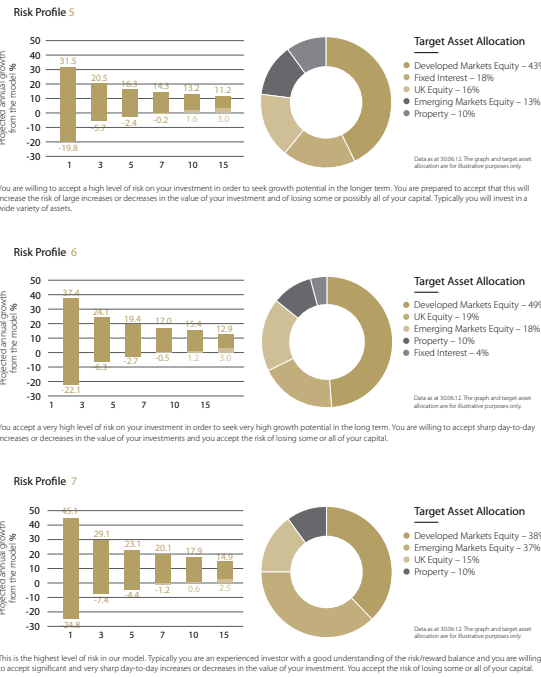
Risk vs. Reward

The graphs below show the projected possible annualised returns over differing time frames. The assumptions are based on 95% of assumed outcomes. These are only potential outcomes and are not guaranteed and the actual investment returns you receive could be lower. The assumptions are based on a combination of historical and current market data; past performance is not a guide to future performance.



This graph shows range of possible annualised returns over a 15 year period. Volatility is ironed out over the long term.

Risk Profiles in Detail (cont)



Brochure, spread

Important Information

Source: as at 30 June 2012, Braemore Asset Management uses eValue FE, using the outputs from Towers Watson's Global CAPLink™ model. Based on annualised expected returns over 15 years. Price total return figures calculated on a single priced basis with net income (dividends) reinvested. Calculated in part using past performance data which cannot be relied on as an indication of future performance. Funds may also have an initial charge, as may the product wrapper, together with other charges, all of which will have the effect of reducing the future performance figures shown. Each scenario presents an internally consistent path through which a range of economic and market indicators might evolve. By covering more than 15 different economic zones, the results from these scenarios represent a wide range of potential market conditions that present a reflection of the potential international effects and their potential effect on investment returns. eValue FE, using the outputs from Towers Watson's Global CAPLink™ model is a stochastic model designed to provide an idea of future investment returns. It takes into account many scenarios which would affect returns including, for example, inflation. It does not offer a guarantee of what will actually happen. Based on the expected returns generated from the Towers Watson's Global CAPLink™ model, eValue's Portfolio Optimiser builds the allocation targets for each specific risk profile, with the objectives of minimising expected volatility and maximising expected return over the defined time horizon of 15 years.



Brochure, front cover



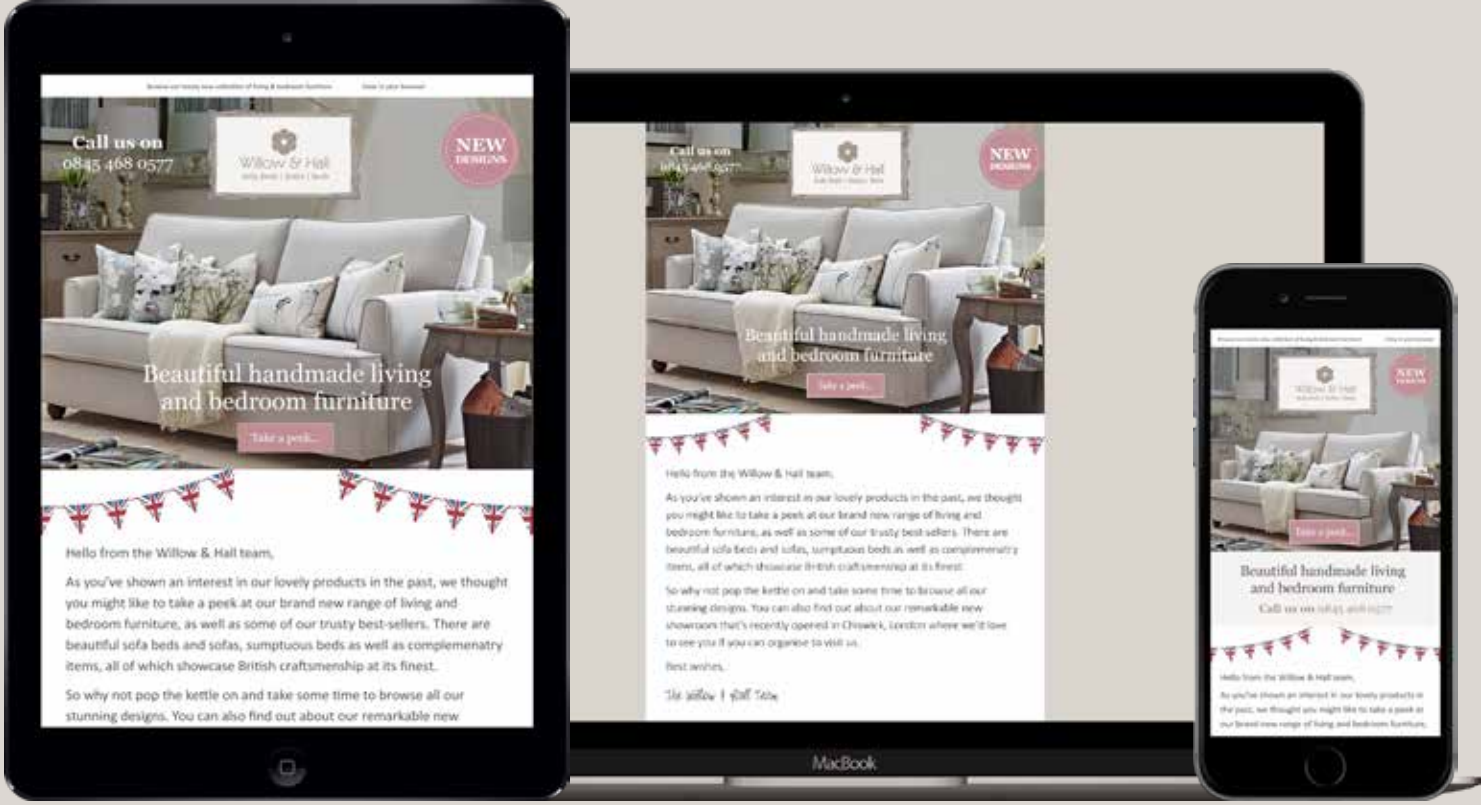
Brochure, spreads



Outer



Letter

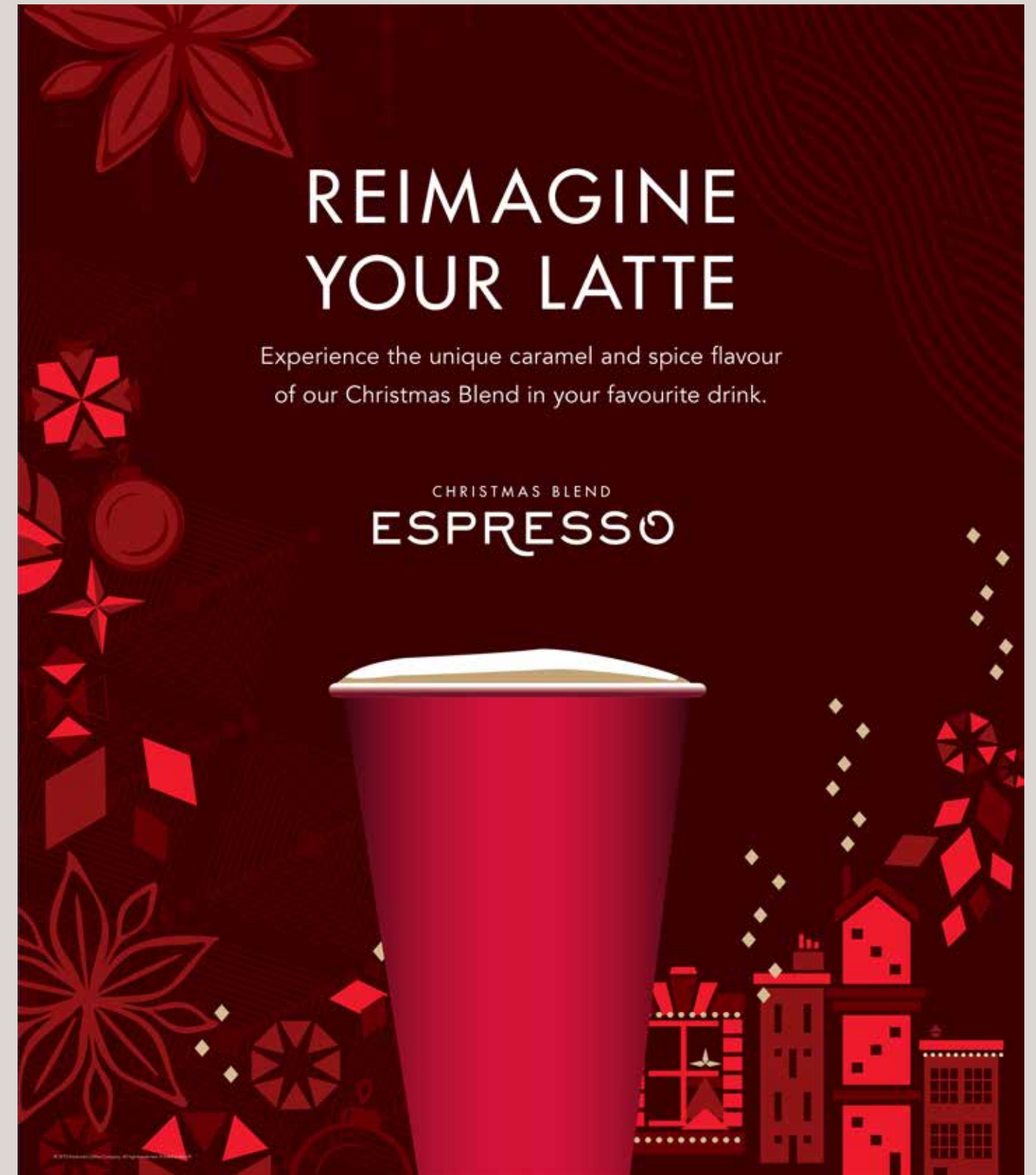


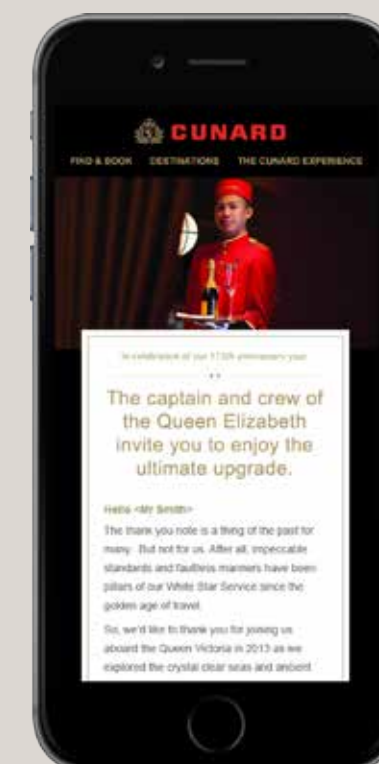
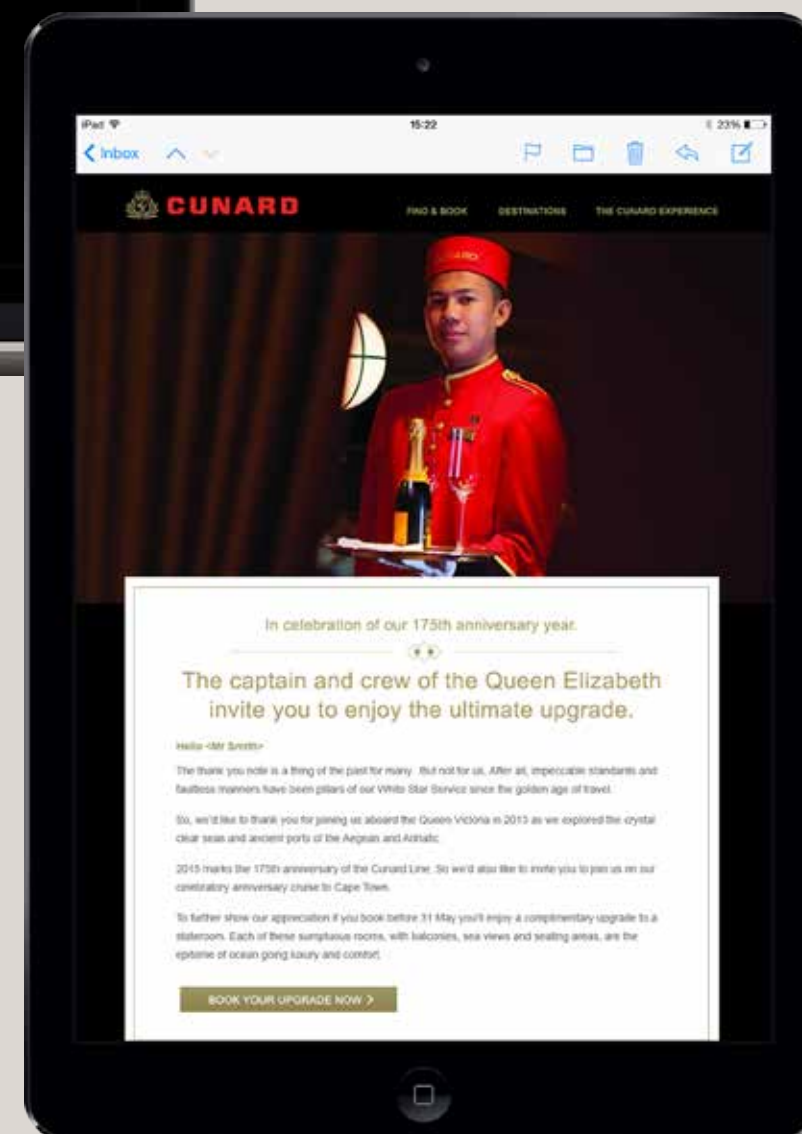
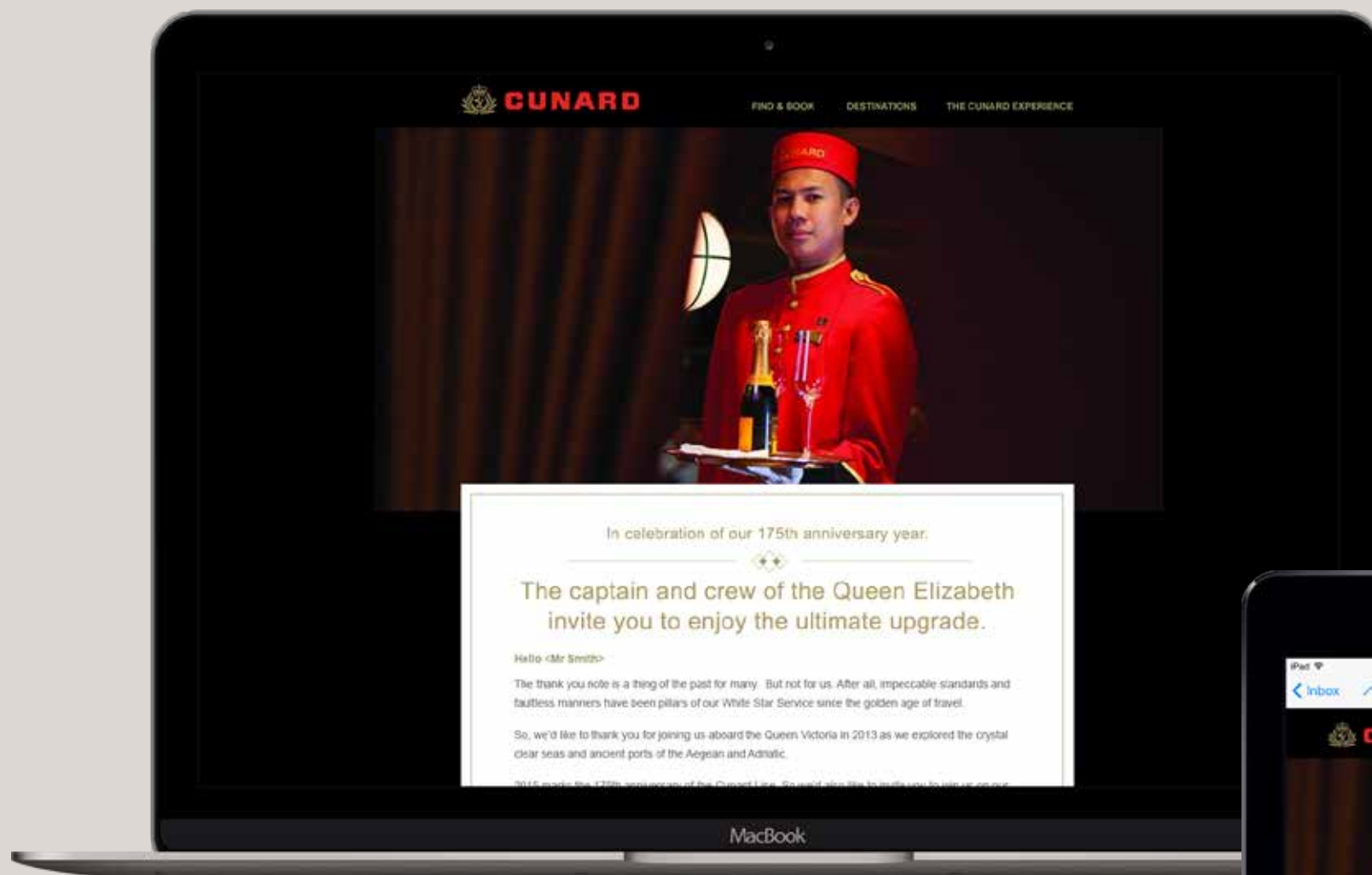
Responsive emails

Willow & Hall
Brand Awareness
Furniture – Integrated Campaign
Art Direction and Design



Lobby poster





Cunard
The Ultimate Upgrade
Travel – Responsive email
Art Direction and Design



Titlescreen

