

Updated 2022

Portfolio

adam clark

Nouveau HD Beauty Group.

May 2017 → Present

About

Paving the way in the professional beauty industry, Nouveau offers a wide variety of training services and products for beauty professionals. I have been working as 'K.B Pro' Brand Design Lead and assisting in design across all brands for the wider marketing team. As an in-house designer, my role involves a wide variety of skills that require me to be versatile daily. These responsibilities include: campaign art direction, maintaining & updating the brand guidelines, email design & building within MailChimp, creative marketing, print & web-based training resources and website design.

Skills Used

Art Direction, Brand Design, Print Design, Packaging Design, Creative Marketing, Email Design, MailChimp, HTML5 Adverts, Video Editing, Image Retouching, Animation, and Custom Iconography.

PRIMARY LOGO

This is our primary logo and should always be used in the first instance when referring to the K.B Pro brand. For this logo to have maximum stand out it must be used on our master brand colour or alternative palette (details to follow).

Black and white versions are available as below, but are only to be used where background colours will not allow the primary version to be visible.

K · B
PRO

K · B
PRO

K · B
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K · B
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K · B
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K · B
PRO

Aa

GILL SANS NOVA

Our primary typeface is Gill Sans. It is legible and modern, with a distinctly British feel. This should be used across all designs.

This font is available for the Adobe Creative Suite via [Adobe Font](#), and Microsoft Office 365 for Windows machines via the [Microsoft store](#) and available as standard on the online versions of Microsoft Office 365.

HERO
EXAMPLE

HEADINGS

THIS IS A
HEADLINE
EXAMPLE

BODY COPY

This is an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam convallis, libero eget ultricies faucibus, nisi massa tristique purus, at fringilla augue mi vitae sapien. Nullam non eros mattis, fringilla felis sit amet, euismod ligula.

BROW COLLECTION

VIENNA #7C5F20	LAS VEGAS #9C7C5B	PARIS #654E22	DUBAI #CD950E	VANCOUVER #66331F
MONTE CARLO #6E5322	ROME #8C633B	SHANGHAI #59331F	CASABLANCA #945A20	MIAMI #FFFFFF
IBIZA #794E17	BARBADOS #794E17	NEW YORK #654E22	ST. LUCIA #C86915	
MADRID #8C633B	MILAN #694A2A	LONDON #523C29	BOSTON #9C7924	

SECONDARY
COLOURS

Our secondary colours are all shades of our primary colour palette. These allow us to add depth and variation.

K · B BLUE PANTONE 325C 60%	K · B BLUE PANTONE 325C 30%	K · B BLUE PANTONE 325C 10%
#A6C0DE C38 M0 Y17 K0 R166 G224 B222	#D3EEFE C21 M0 Y9 K0 R211 G239 B238	#EFF9FB C8 M0 Y4 K0 R239 G244 B246
BLACK 60%	BLACK 30%	BLACK 6%
#878787 C0 M0 Y0 K60 R135 G135 B135	#C6C6C6 C0 M0 Y0 K30 R198 G198 B198	#F4F4F4 C0 M0 Y0 K6 R244 G244 B244

TRAINING
PHOTOGRAPHY

Training photography should be white, clean and clinic with a clear subject focus. Models should have hair tied up and tidy, makeup done to look natural and be wearing either white if they're portraying a student or model and grey if they are portraying a teacher.

All safety equipment should be used including bedsheet, white/light grey nitrile gloves, white apron and face mask cover the mouth and nose. There should be minimal distractions in the background.



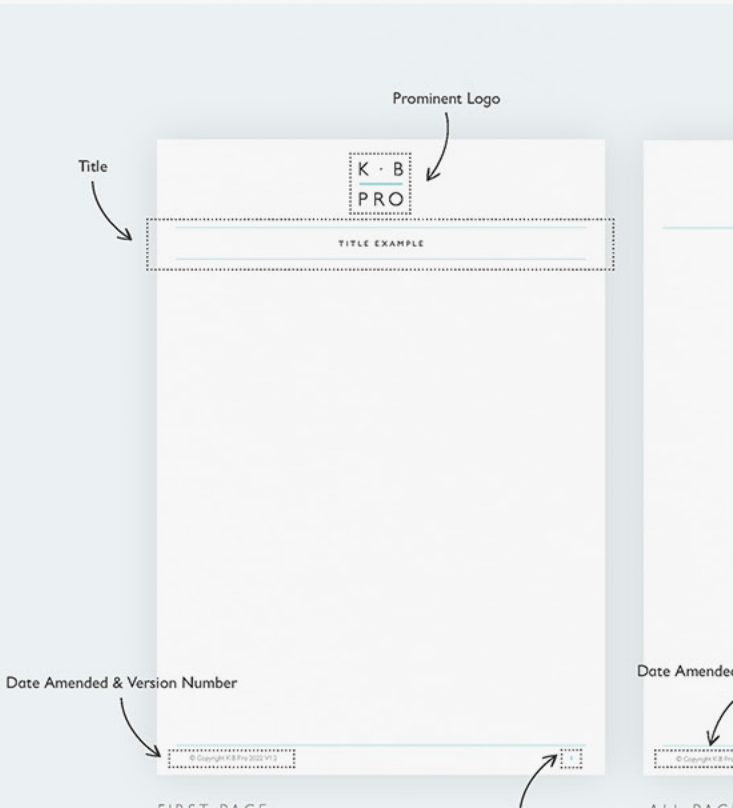
TEXTURED
SWATCHES

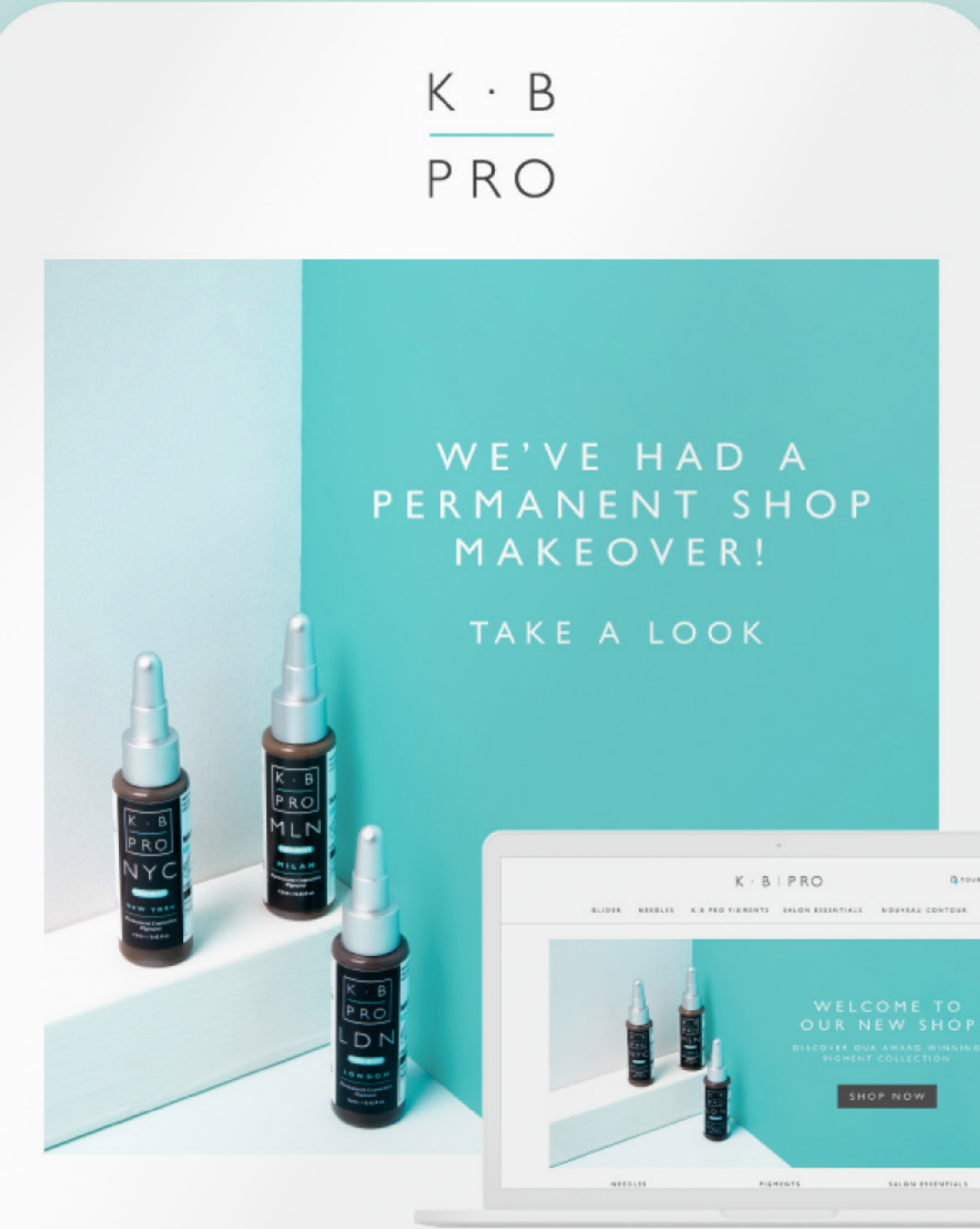
In a range brand our colours with subtle textures. Can be use behind headlines as show on page 11 or to add texture to a background. Can be animated to swipe in.



TRAINING
DOCUMENTS

Due to the variety of different work-sheets we have the body copy and styling can vary. We do however keep the header and footer consistent across all work-sheets.





To celebrate our beautiful new online shop built especially to serve the needs of professional permanent makeup artists, here's **£5 no strings attached** to shop on our new online store.

CODE: 5KBSHOP

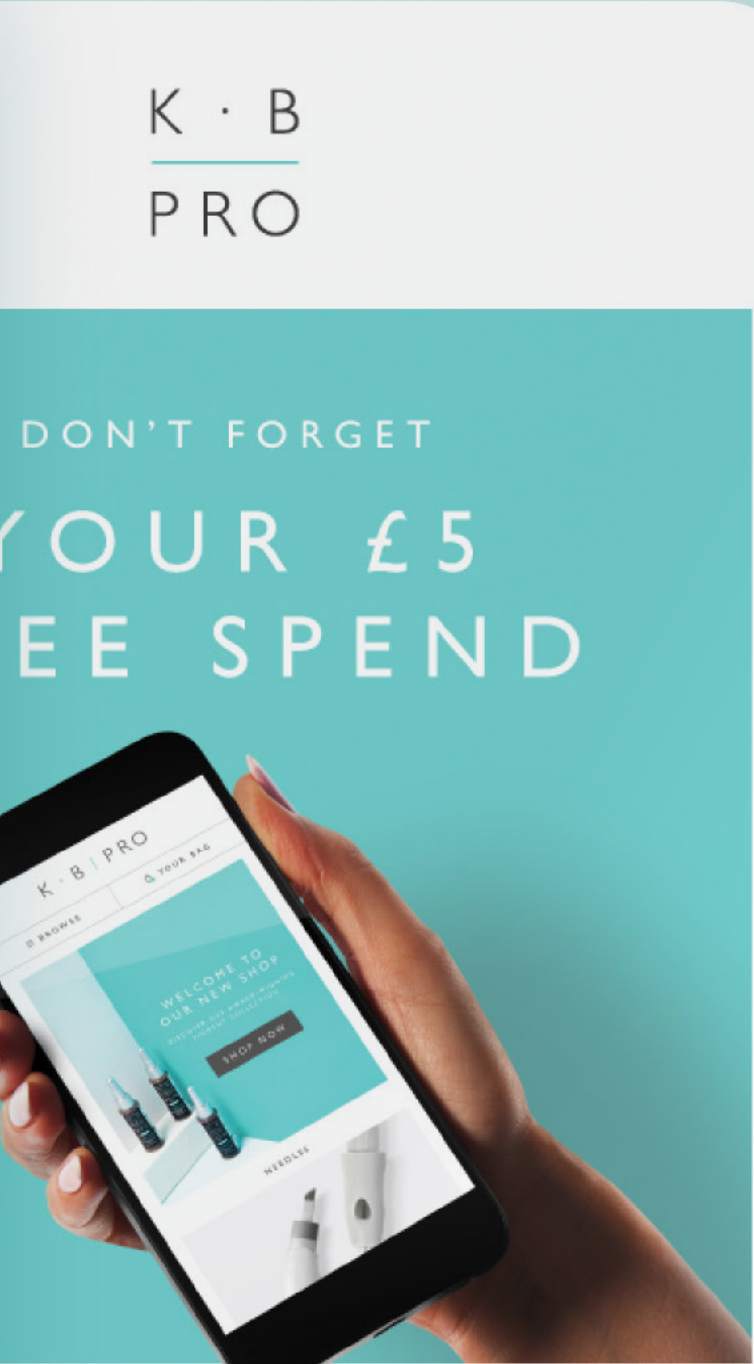
SHOP NOW

LIVE CHAT



K.B Pro, Nouveau House, Barnsley Road, South Elmsall,
Pontefract, West Yorkshire, WF9 2HR.

www.kbpro.com



our K.B Pro gist to celebrate the opening of our ne store here's a **£5 no strings attached** code to d across all things Permanent Makeup.

CODE: 5KBSHOP

SHOP NOW

LIVE CHAT



o, Nouveau House, Barnsley Road, South Elmsall,
Pontefract, West Yorkshire, WF9 2HR.

www.kbpro.com

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making and designed by award-winning Karen Betts. Glider is a completely unique design concept and is le to you. As well as being ultra-lightweight and ble, the handle shape allows you to mimic the s used in digital permanent makeup within your microblading treatments.

SHOP NOW

LIVE CHAT



Pro, Nouveau House, Barnsley Road, South Elmsall,
Pontefract, West Yorkshire, WF9 2HR.

www.kbpro.com

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SHOP NOW

LIVE CHAT



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www.kbpro.com

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SHOP NOW

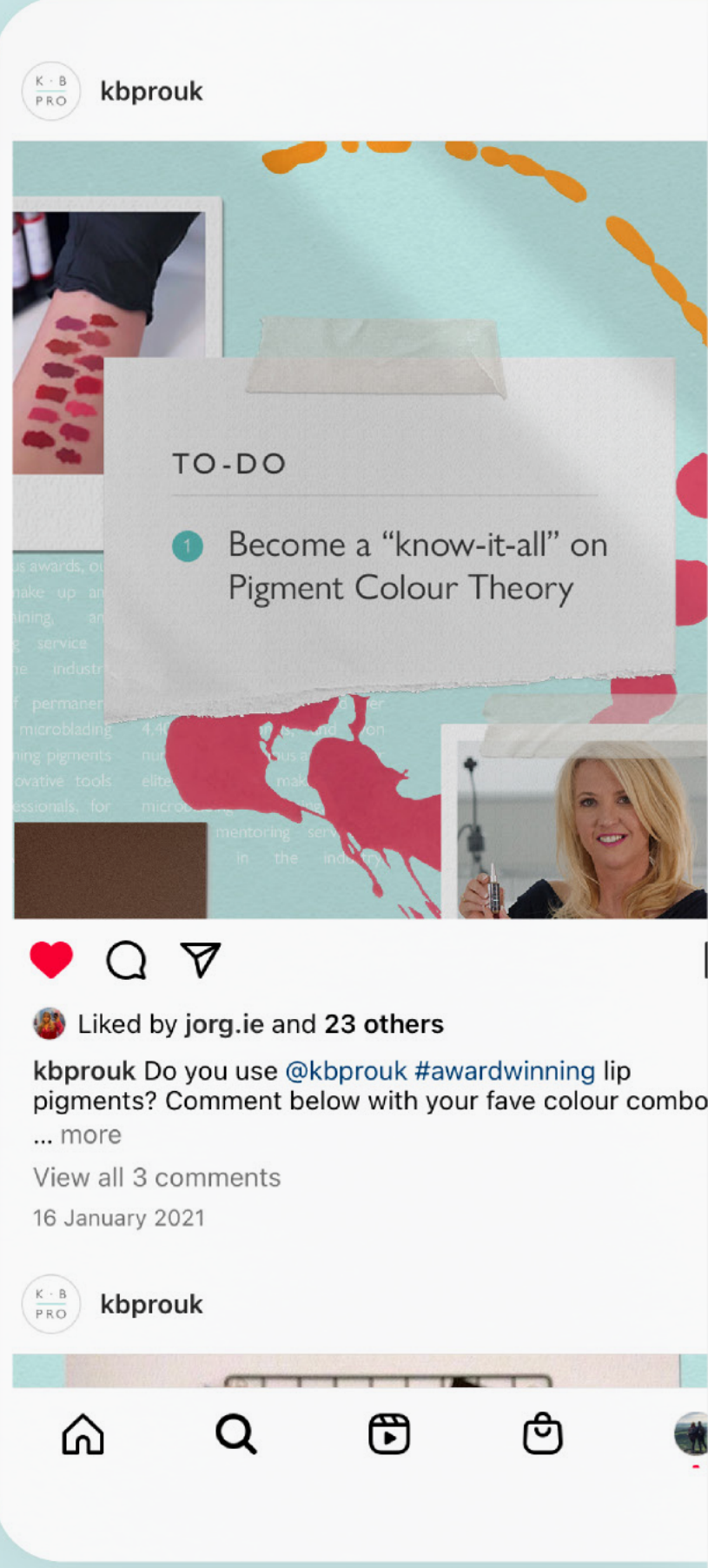
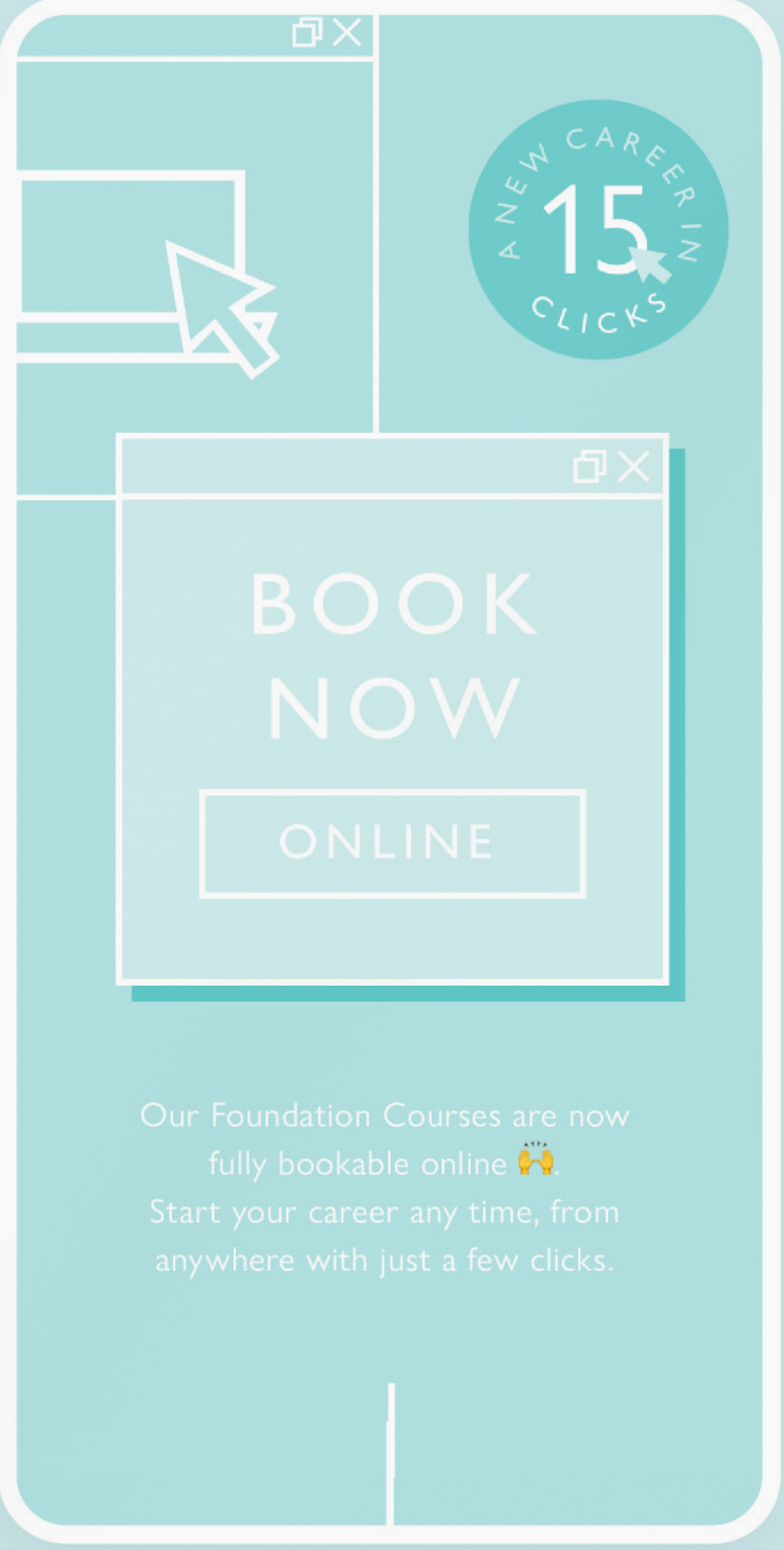
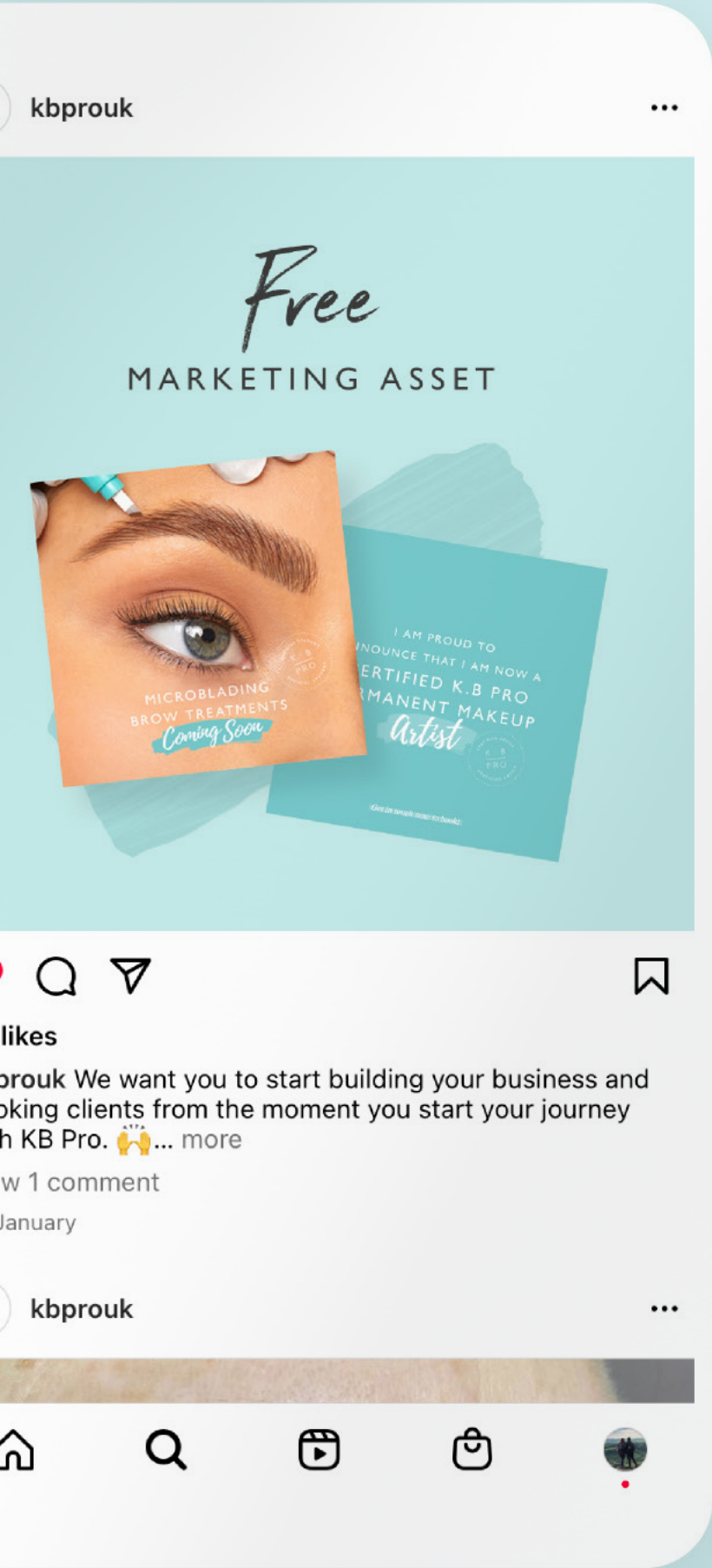
LIVE CHAT



Pro, Nouveau House, Barnsley Road, South Elmsall,
Pontefract, West Yorkshire, WF9 2HR.

www.kbpro.com

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THE HOME OF PERMANENT MAKEUP

PRODUCTS & TRAINING
by KAREN BETTS



K · B
PRO

Whether you're just starting your career or looking to expand your artistry, our highly practical, in-depth courses and award-winning products will allow you to become a confident and skilled microblading or permanent make-up artist. Choose your journey and we'll support you all the way.

CALL 01977 655 630 | VISIT KBPRO.COM

atives, she combed natural
ernacies and weird apothecary
found the quality she was
of the "hippie creams" on
le her break out, were too
thing." Many contained
("a great barrier for the
often and moisturizes")
fits, but Harper didn't see
e natural and offer notice-
d results. That's why she
that had the most wonder-
the globe and delivered
From the U.K., Harper
biologists and green scienc-
who know about essential oils,
and herbal extracts"-and
years developing her line.
actives have undergone
ro, but in vivo, so on people."
ng her line is an upgrade
onic acid that she buys
(the only one in the world
) and uses in four of her
hydrating Floral Essence,
l. She says her Rejuvenating
with 29 actives (and, by the
nce you try it you'll live in
ld actually be priced at
"Once you're dealing with
ing cheap about them,"
ing with raw ingredients
he earth, so it's perishable
lications that make the
expensive." The prices are
d her line at a Whole Foods,
r is targeting the luxury
at being in specialty stores
vides the "validation that
at consumer."
egardless of where women
or not, they simply want
00-per-cent natural should be
important thing is what it does
you buy skin care for?" »



magazine.com

THE BEST PIGMENT RANGE

FIVE YEARS IN A ROW



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PRO

KBPRO.COM/PIGMENTS

Karen Betts pioneered & developed the range along with a leading pigment chemist to offer a wide variety of Brow, Eyes, Lip Pigments

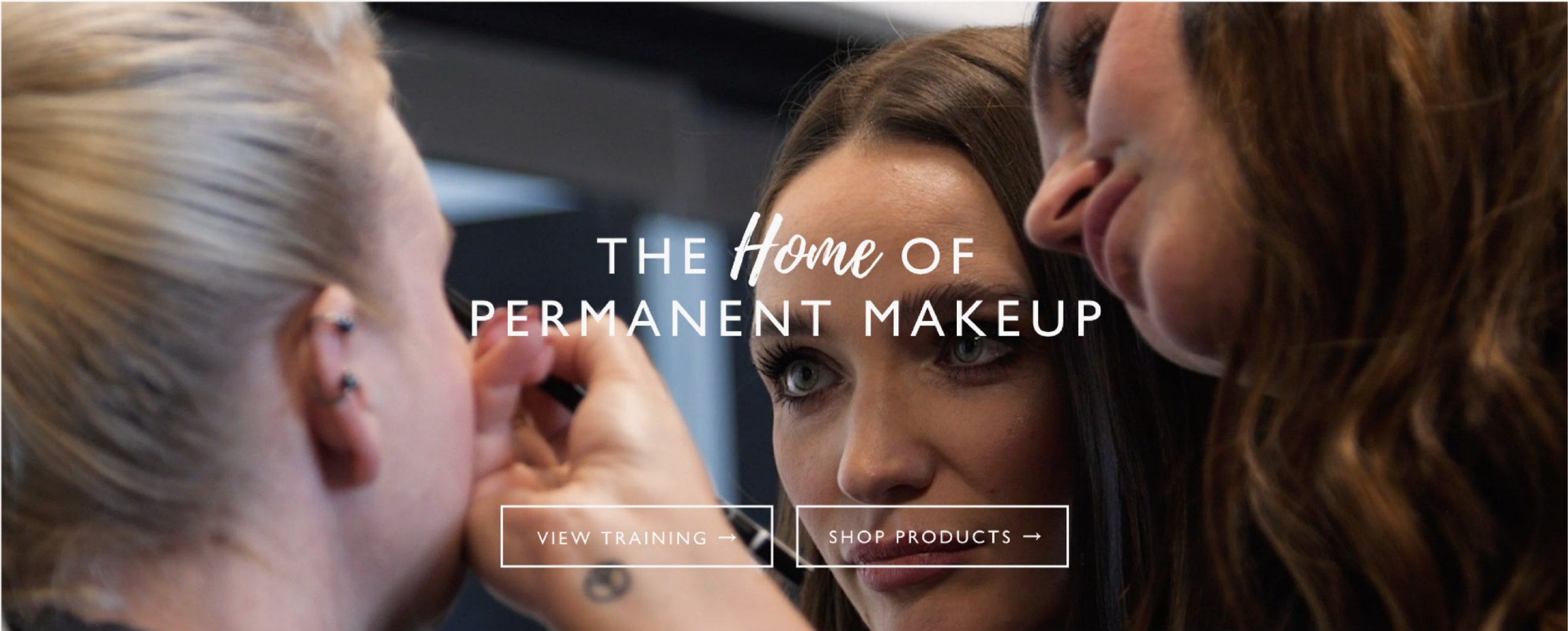


FREE DELIVERY ON ORDERS OVER £100

MENU

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SIGN IN 



THE *Home* OF
PERMANENT MAKEUP

VIEW TRAINING →

SHOP PRODUCTS →

K.B PRO BY
KAREN BETTS

Over 20 years of permanent makeup and microblading training. Award winning pigments that heal true. Innovative tools developed by professionals, for professionals. All designed & developed by world class permanent makeup artist, Karen Betts.



K Betts



MAKEUP NG

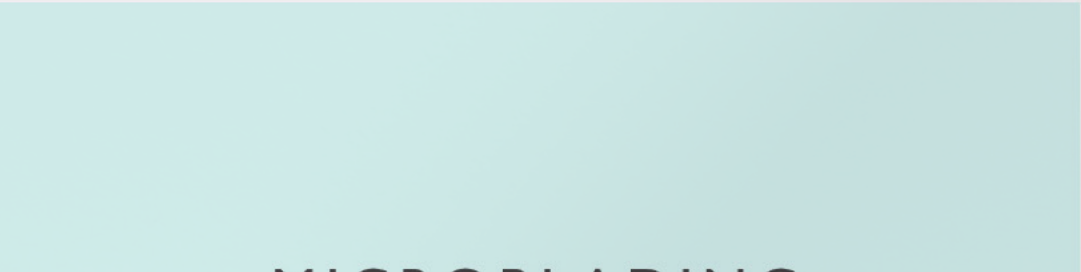
vanced techniques
ne methods

RE →



most
the market.
nfidence and
atments to
!

PROFESSIONAL
beauty



PRODUCTS THAT DELIVER

professional semi permanent makeup products are reliable and results driven
to deliver the best permanent makeup treatments for your clients.

K · B | PRO

99



THE *Home* OF
PERMANENT
MAKEUP

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K.B PRO BY
KAREN BETTS

TREATMENTS PER WEEK

1

4

12

TAKINGS PER TREATMENT

£295

£350

£395

£1,180

WEEKLY TAKINGS



FOR JUST £60
YOU'LL GET:

✓

A complimentary
retouch 4-12
weeks later





A bespoke
treatment tailored
to you



YOUR
TRAINING
journey

With a variety of foundation courses as well
as upskill bolt-ons once you're qualified and
confident – you choose your journey, we'll
support you all the way.



JOIN OUR
SUPPORT FORUM

For advice, support and inspiration from us
AND our community of elite PMU artists –
join our online forums:

f

@KBPROSTUDENTS



EMAIL

POSTCODE

WHAT TREATMENT ARE
YOU INTERESTED IN?

✓

Brows

Eyes

Lips

All

SUBMIT

FOUNDATION
COURSES

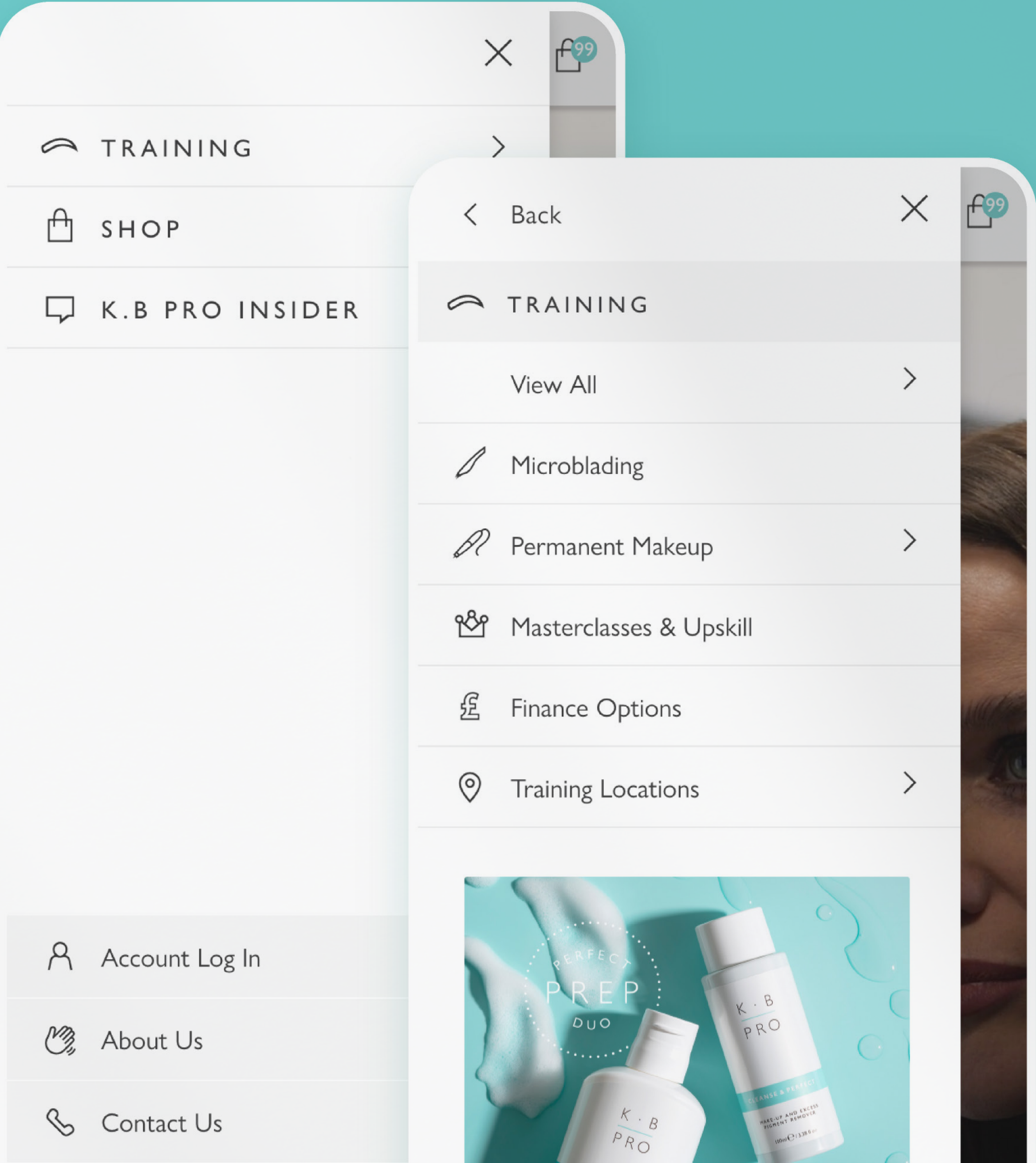
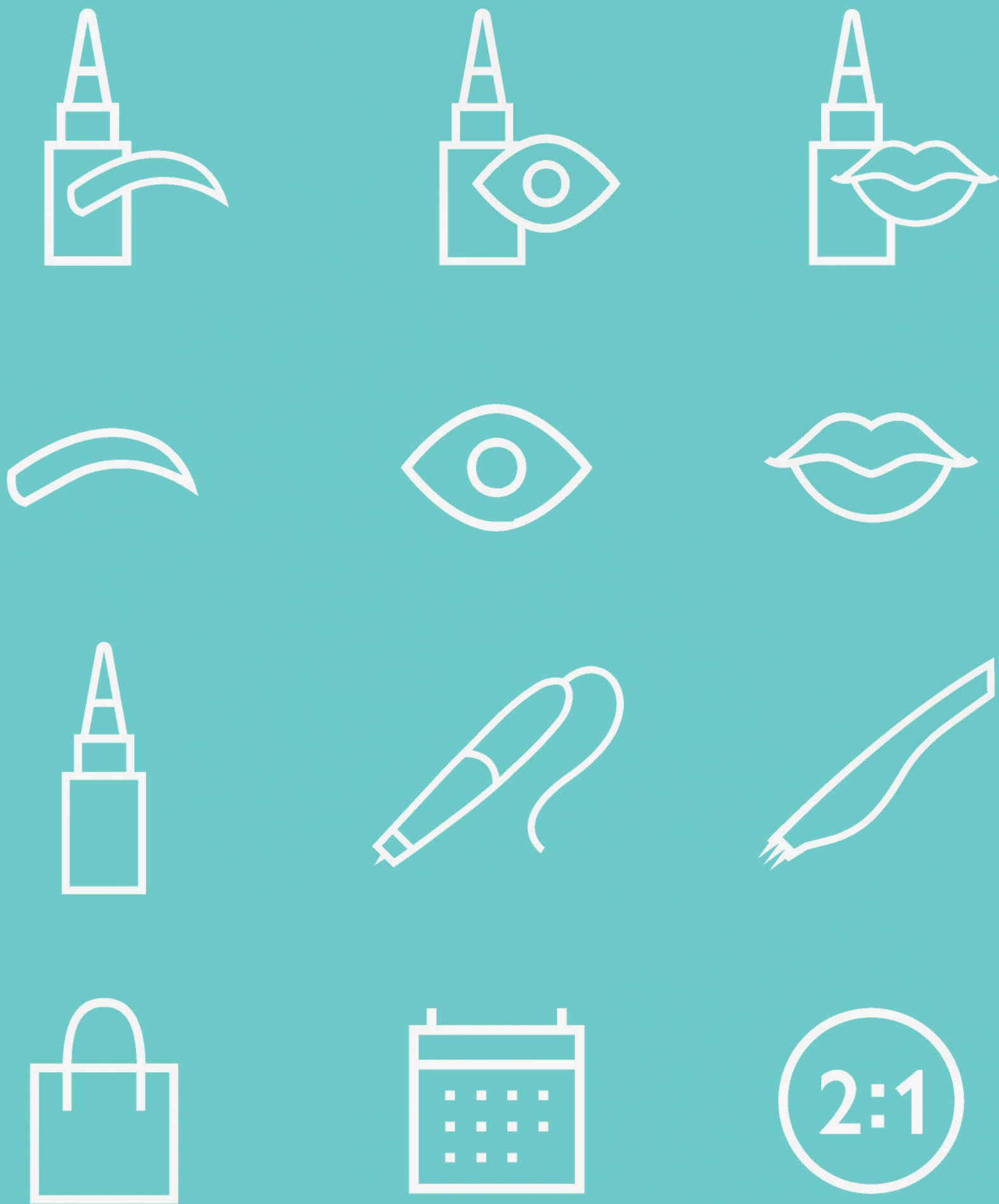
Add on training for those who wish
to enhance their learning or need
more support.



NEW

MICROBLADING
FOR BROWS

VIEW COURSE →



MENU

K · B | P R O

SIGN IN

99

SHOP ALL

PIGMENTS

NEEDLES

GLIDER RANGE

SALON ESSENTIALS

NOUVEAU CONTOUR

BUILD
YOUR
BLADE.



OWN
YOUR
artistry.

SEARCH

Q

SORT

POSITION

SHOW

12



LIP PIGMENTS
£18.95

ADD TO BAG



EYELINER PIGMENTS
£18.95

ADD TO BAG



BROW PIGMENTS
£18.95

ADD TO BAG



PIGMENT DILUTORS
£18.95

ADD TO BAG

K · B | P R O

SHOP ALL

PIGMENTS

NEEDLES

GLI

SHOP / PIGMENTS / BROWS



BROW PIGMENTS
£18.95

PIGMENT SHADE: VIENNA

SIZE: 12ML 6ML 2ML

QTY: 1

ADD TO BAG

At Nouveau Beauty Group, I am responsible for conceptualizing ideas and collating & creating reference shots as well as providing briefs & shot lists for photographers and attending shoot days to provide art direction.







Behind the Scenes



Raw Image



I am also responsible for retouching and editing photography. This example is of a photoshoot in which I conceived & presented ideas to management, directed the shoot, and then retouched & edited the final images.



Hi

Thank you so much for your continued support of K.B Pro – we are so excited to introduce you to our new skin preparation products. This perfect prep duo features a kind-to-skin cleanser and primer that help you create the optimum canvas for your best artist work. Now you've got the perfect prep for your next session? Take 15 minutes, make yourself a treat and be ready for the day ahead!

Thoughts on the new products!

K · B PRO

PERFECT PREP

PERFECT RESULTS

K · B PRO



K · B
PRO



PERFECT PREP
DUO

PERFECT PREP
PERFECT RESULTS

Start a clean slate and level up your prep with our new skin cleansing products. Create the optimum conditions for pigment retention and prime your canvas for a perfect PMU brow treatment.

SHOP NOW

CLEANSE & PERFECT

Step up your prep and banish the baby wipes with this comforting oil cleanser enriched with cotton seed oil that will leave your clients skin smooth, soft, and free of irritation! Remove makeup and stubborn pigment staining with just a few swipes!



PRIME & PREP

K · B
PRO



PERFECT PREP
DUO

★ ★ ★ ★ ★

THE RESULTS
ARE IN...



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean vel diam in ex ornare ultrices. Vivamus sit amet quam at diam tempor viverra in ut diam. Lorem ipsum nisi a, bibendum ornare quam.

KAREN BETTS



Lorem ipsum dolor sit amet,

K · B
PRO

STEP UP
YOUR PREP

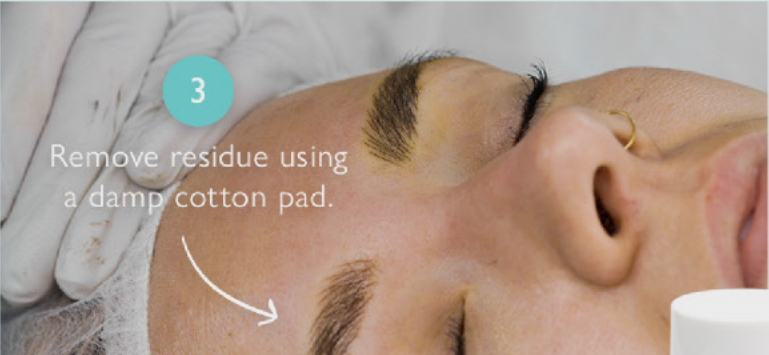


PERFECT PREP
DUO

It's time to step up your prep and create your perfect canvas with products that cleanse, soothe, protect, and prime the skin. This easy-to-use duo will slip seamlessly into your treatments, enhancing results and keeping skin irritation free.

SHOP NOW

HOW IT WORKS
CLEANSE & PERFECT



K · B
PRO

A NEW WAY
TO PREP

How you prep your client's skin is key to pigment retention and the final finish of their treatment – so why not step up your prep and get those perfect results every time.

CLEANSE & PERFECT

This all-in-one make-up remover has been developed to enhance skin preparation prior to permanent makeup treatments and help technicians perfect their artistry. Swap your wet wipes for this concentrated dry oil that effortlessly melts away makeup and excess pigment, leaving treatment areas calm with no redness or irritation.

BUY NOW



PRIME & PREP

Prime & Prep contains a gentle combination of Salicylic Acid and Witch Hazel. Together they cleanse, soften, exfoliate, soothe, tone and tighten the skin, creating the optimum treatment conditions whilst removing excess oil and bacteria. A perfect alternative to alcohol wipes, without the harsh chemicals.

BUY NOW





PRIME & PREP

Gentle alternative to the harsh alcohols found in alcohol wipes, this blend of salicylic acid and witch hazel exfoliates, tones, and disinfects the treatment area without drying the skin!





Liked by  rosiecdixon and 10 others

kbprouk “You know it’s not the same as it was...” , ditch the baby wipes and step up your skin prep with our NEW Perfect Prep duo 💙 ... more

26 June

 **kbprouk**



 **kbprouk**



“

Cleanse & Perfect is the most amazing product. It melts away stubborn make-up and even lash glue with no effort at all. It’s so quick and effective that my clients have experienced less discomfort due to a reduced amount of wiping.

VIKKI BANTON



Liked by  annapickford and 26 others

kbprouk A little Monday motivation for our incredible artists & students 🙌... There’s always a silver lining 💙

View 1 comment



“

KB Pro Cleanse & Perfect and Prime & Prep have been an absolute game-changer for me! They are absolute essentials in my PMU kit!

VIKKI BANTON



Quickly removes excess pigment

Leaves skin soft, supple and flawless

Infused with Cotton Seed Oil

Effortlessly melts away makeup

Erases yellow staining



9 likes

kbprouk NEW Cleanse & Perfect Makeup and Excess Pigment Remover ... more

30 June

 **kbprouk**
kbprouk · Original audio

 **kbprouk**

CUSTOMER BENEFITS

- ✓ Minimises irritation and redness during the treatment.
- ✓ Improves colour retention, for longer-lasting results
- ✓ Improves depositing of pigment into the skin
- ✓ Creates the optimum working canvas for PMU artists



Liked by  rosiecdixon and 16 others

kbprouk Have you discovered our Perfect Prep Duo yet? Cleanse & Perfect and Prime & Prep have been specially



PERFECT PREP DUO

NEW

PERFECT PREP

PERFECT RESULTS



Event Tickets



Magazine Advert

K · B
PRO

As the authority voice in permanent makeup pigments, with a triple award-winning pigment range, we want to share our expertise and help **YOU** master the art of pigments.

YOU CAN LOOK FORWARD TO...

A different pigment

Pigment tips

REFORMULATED NEWLY

BRISBANE

PINK PASSION

01020304050

Type

INORGANIC, ORGANIC

ment Area

LIPS

<

KBPROUK
Posts

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PRO

kbprouk

...

❤️💬📌

Liked by annapickford and 4 others

kbprouk TODAY'S PIGMENT OF THE DAY IS BRISBANE 🌈
A part of our pink passion collection, this shade heals beautifully on the lips. 📱 Swipe for Brisbane... more
6 September 2019

K · B
PRO

kbprouk

...

BRISBANE

BEAUTIFUL BLENDS

BRISBANE	MIX WITH	EXPECT
	San Diego	
	Orlando	
	San Francisco	
	Fiji	

Social Post

K · B
PRO



BLUSH UP YOUR ARTISTRY

SUMMER COLLECTION

Featuring six gorgeously versatile K.B Pro Lip Pigment shades (handpicked by Karen Betts!), complimented by our NEW Aruba Lip Pigment Dilutor, so you can slip and glide your way to on-trend ombre and blush lip finishes.

SHOP NOW

NEW ARUBA DILUTOR

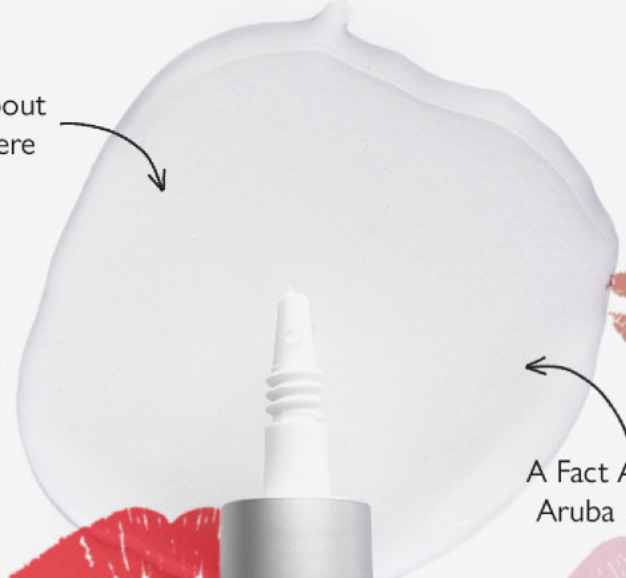
Super hydrating dilutor, for even softer, more translucent lip blush effects.



K · B
PRO

BLUSH UP YOUR ARTISTRY

A Fact About Aruba Here



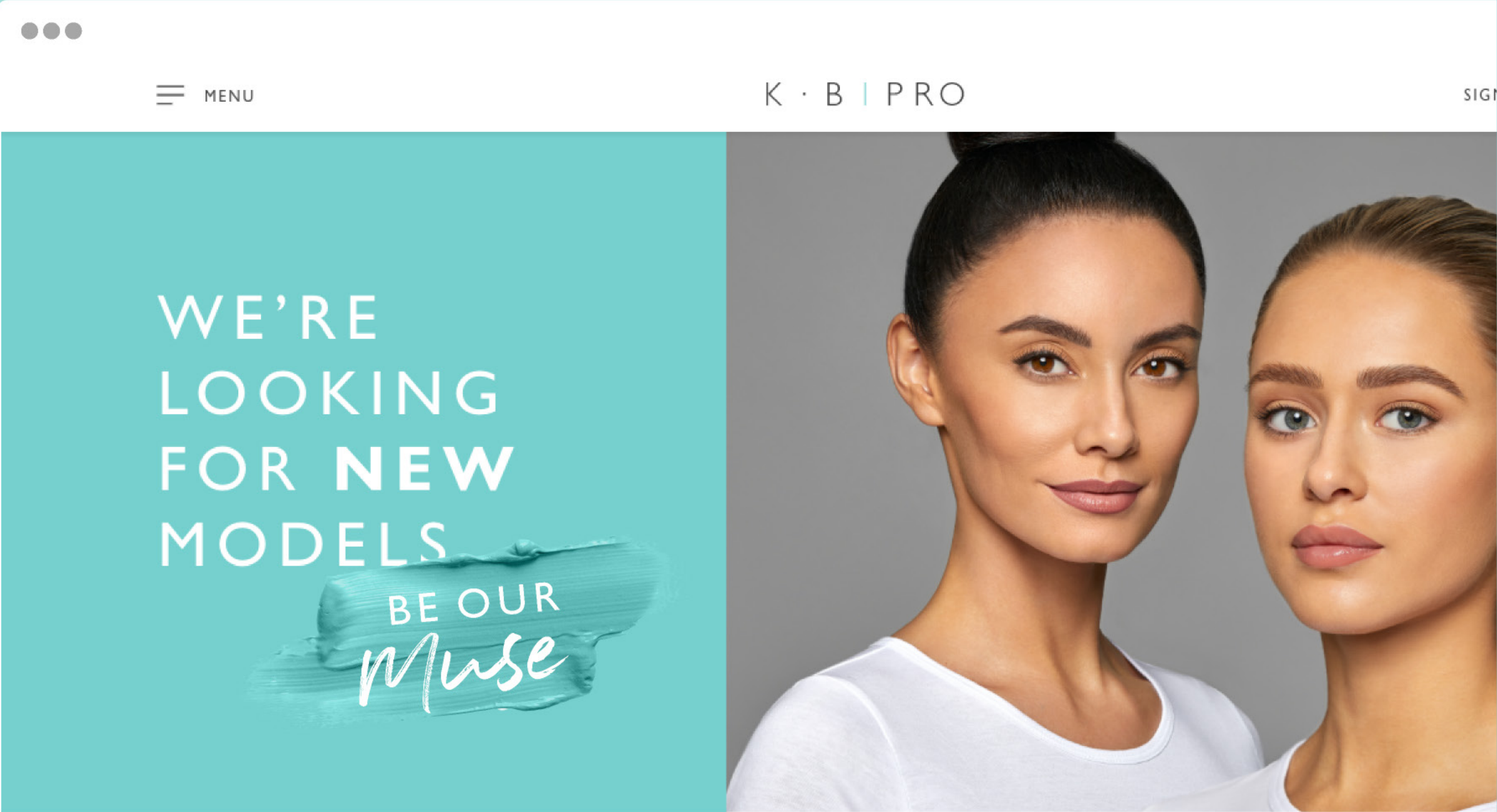
A Fact About Aruba Here

SUMMER COLLECTION

Featuring six gorgeously versatile K.B Pro Lip Pigment shades (handpicked by Karen Betts!), complimented by our NEW Aruba Lip Pigment Dilutor, so you can slip and glide your way to on-trend ombre and blush lip finishes.

SHOP NOW





Lead Campaign Imagery



BUILD YOUR BLADE

SHOP NOW

K · B PRO

BUILD YOUR BLADE

SHOP NOW

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BUILD YOUR BLADE

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BUILD YOUR BLADE

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BUILD YOUR BLADE OWN YOUR artistry

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BUILD YOUR BLADE OWN YOUR artistry

SHOP NOW

HTML5 Adverts

Product Information Booklet

Karen Betts Professional.

2019

About

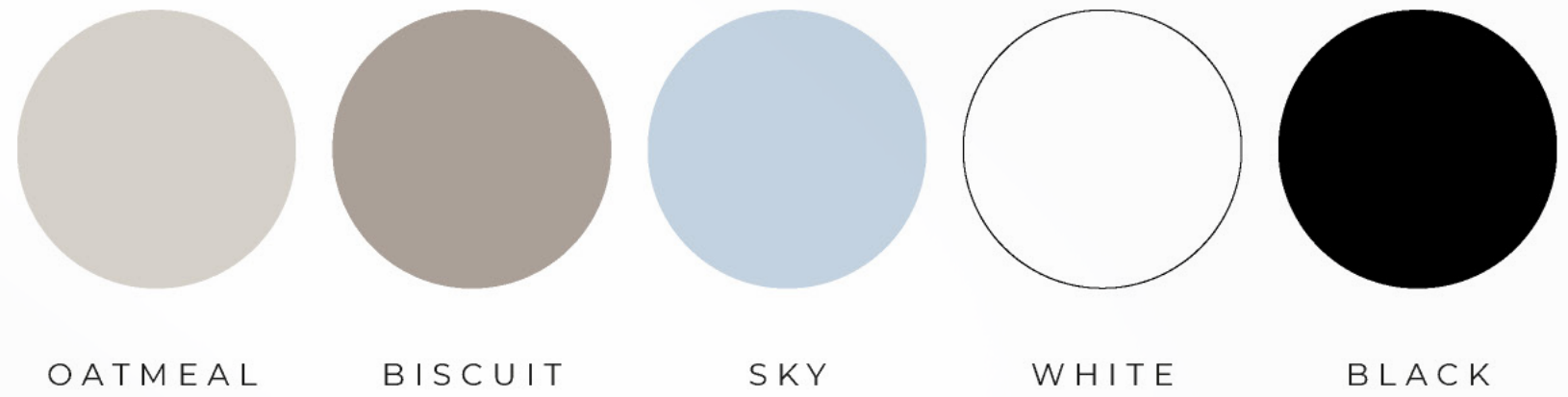
A revered expert in professional beauty, I was asked by Karen to propose and present a refreshed look for the brand. The brief was to create a fresh, luxurious feel and to update the whole experience for the customer, including marketing materials, the enquiry process and the after-treatment experience. I updated the logo & colour palette, created a consistent look across these various online and offline channels focusing on texture & high-quality finishing. I introduced ways of using stock imagery to add visual diversity without sacrificing the premium appearance.

Skills Used

Design Consultancy, Logo Design, Brand Design & Exploration, Print Design, Website Design, Creative Marketing and Email Design.

KAREN BETTS

PROFESSIONAL



THE GIFT OF
CONFIDENCE



BEFORE

She was born with club foot and has endured many surgeries. In February 2017 she had her left leg amputated. Sophie wants to show that it's still possible to do anything you put your mind to and is currently training with GB para-rowing.

KAREN BETTS

KAREN BETTS.COM

AFTER



THE GIFT OF
CONFIDENCE



BEFORE

After being homeless herself from the age of 14 Tracy now runs Tracy's Street Kitchen in Nottingham on Friday's. She cooks for and feeds around 130 people every Friday night in central Nottingham. Tracy is truly inspirational - always finding food donations and managing to cook, feed and organise clothes, sleeping bags and toiletries for the homeless.

KAREN BETTS

AFTER



AFTER



RECOMMEND

KAREN BETTS

KAREN BETTS



SPECIALISTS IN
PERMANENT MAKEUP &
MICROBLADING

Karen

KAREN BETTS.COM

Book your appointment with karen and her elite team
Call 01977 655 106 or visit karenbetts.com

ESSENTIALS

make-up products on the market, do amazing things; what key is do you recommend? A good foundation is essential, dry is ideal – without SPF so no photographs. luminous pigment that brightens doubled up as a highlight on cheek masqua Skin Base Lift earns top ricks out shadows and leaves eyes at dab, is highly pigmented, beautiful and rely to achieve the desired intensity. Effect Waterproof Mascara is a to your kit, while Dior Dioritic is the lips with a haute couture finish. It's a long-lasting, matte finish and its for coating lips; Mitzah is a popular

www.woodlandsbeauty.co.uk
www.jeanetteilynn.co.uk
www.glamoromakeup.com

ELITE ARTIST
GEMMA

KAREN BETTS

PORTFOLIO



A NAME YOU CAN TRUST

GEMMA

As one of Karen's trusted K.B Pro trainers it was a no brainer for Karen to have Gemma on the Elite Team.

A self-proclaimed perfectionist, Gemma ensures every client leaves clinic with a smile on their face. Whether it's a natural looking brow or lash-enhancing eyeliner Gemma's work speaks for itself.

KARENBETTS.COM

TREATMENTS

BROWS	Microblading & permanent makeup for brows.
EYES	Bespoke eyeliner treatments; from a subtle lash enhancer to more dramatic styles.
LIPS	Lip blushing, lip contour, lip perfecting treatments and cleft lip correction
MEDICAL	Lip blushing, lip contour, lip perfecting treatments and cleft lip correction
MENS	Bespoke eyeliner treatments; from a subtle lash enhancer to more dramatic styles.

LOCATION

YORKSHIRE	Yorkshire Nouveau House, South Elmsall, WF9 2HX
LONDON	1 Harley Street, London W1G 9QD
CHESHIRE	Medispa, Wilslow Road, Alderely Edge, SK9 7QL

KARENBETTS.COM



AFTER

KARENBETTS.COM







KAREN BETTS

POOL PROOF BROWS

10%
OFF

Avoid makeup meltdown this summer.
Book your permanent makeup &
microblading with the UK's leading
technicians today.

ARRANGE A CALLBACK

KAREN BETTS

NEWSLETTER
FEB/MARCH

Well it's safe to say the beginning of 2019 has flown by, I can't believe it's already March. As you know February is my birthday month, and amongst all my work Dave and I managed to squeeze in a trip to the Maldives to celebrate – I took him to his first ever Veggie restaurant while we were there!

I had the pleasure of meeting the gorgeous Michelle Keegan at the Nouveau Lashes LVL campaign shoot – she's been a huge fan of the LVL treatment for years now and she's a fellow Northern girl so she was the obvious

£100
OFF

On any initial treatment with the elite
team. Brows, Lips and Eyeliner what will
you choose?

CODE: KBCOMP

KEEP IN TOUCH

See all the latest work from Karen
and her Elite Team

GIVE US A CALL
Call us on 01977 655106 or
Arrange a callback

A QUICK CATCH UP

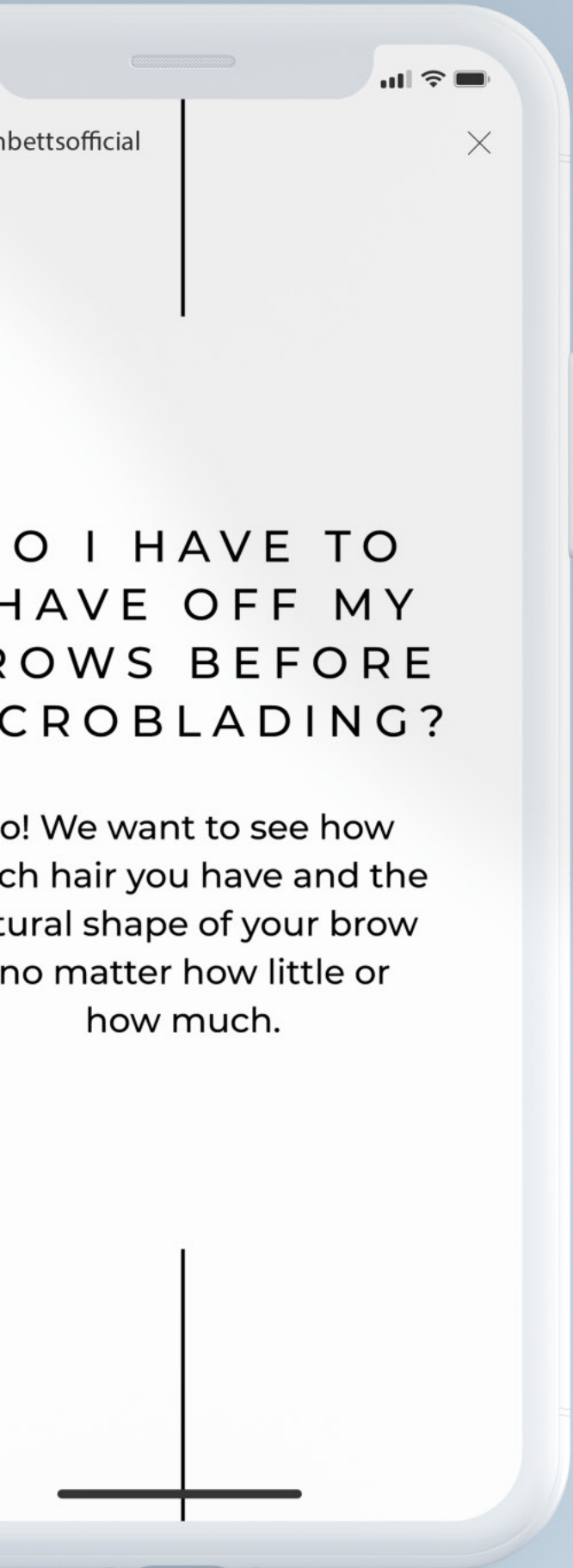
FUN IN THE SUN

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nonummy nibh Lorem ipsum
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dolore magna aliquam erat volut-
pat. Ut wisi

HAPPY HOLIDAYS

10%
OFF

Avoid makeup meltdown
Book your permanent
microblading with the
technicians



A Shade Greener.

Aug 2011 → Aug 2015

About

Pioneers in the solar industry, A Shade Greener offered free installations to households across the UK. In 2011, I joined as a junior designer and quickly became a vital part of the in-house marketing team. I was responsible for creating compelling print marketing materials, promotional letters, websites and branding for other brands the company launched. I also worked directly with campaign managers to create and optimise creative artwork and landing pages for PPC campaigns using analytical tools such as CrazyEgg & Hotjar to make informed design changes.

Skills Used

Website Design, Website Optimisation, Print Design, Brand Design, Custom Illustration, and Creative Marketing.

GENERATION

Over
60,000
homes have solar
panels for **free**
with A Shade Greener

2

Your panels will generate over £120,000 worth of free electricity in their lifetime.

Value of Generation

Over the lifetime of the panels, your system alone will generate over **£120,000** worth of free electricity. That might seem crazy, but we worked it out by adjusting to future inflation. As electricity bills get more and more expensive it adds up over the years...

The table to the right shows the next 50 years from 2012 and the estimated rising value of electricity.

Value is adjusted according to current inflation rates

Year	Generation	Value*
2014	3500 kWh	£551.25
2024	3500 kWh	£897.93
2034	3500 kWh	£1,462.63
2044	3500 kWh	£2,382.47
2054	3500 kWh	£3,880.79
2064	3500 kWh	£6,321.40

3

SAVINGS

**BEAT THESE
ENDLESSLY
RISING
ELECTRICITY
BILLS**

Every year bills are going up and up. This graph is a visualisation of the average rises between the 'big six' every year since we began operating.

Source: Averagel bills calculated using UK's Electricity Price Guide

6

2010

2011

2012

2013

50%

AVERAGE* SAVINGS ON OUR CUSTOMERS' ELECTRICITY BILLS EVERY YEAR WITH FREE SOLAR PANELS

*Based on average of 2012 A Shade Greener customers' electricity bills. Excludes those who have not yet installed panels. Excludes those who have not yet installed panels. Excludes those who have not yet installed panels.

Over 60,000 homes are **halving their electricity bills** for over 40 years with A Shade Greener

Most of our customers are saving an average of **50%** on their electricity bills every year. The best part is you actually save more and more money each year as energy companies continue to raise their prices. With the current energy bill rises the average household electricity bill will be £960 in 2014. Using these figures we estimate that an average A Shade Greener customer will save around £450 this year alone!

“It's one year since we had our solar panels fitted and we just wanted to let you know how pleased we are with them and they have saved us **£317** on the previous year nearly 50%.”

Peter & Margaret Greener - Donkirk

7

SAVINGS

Some **people think** solar panels are beautiful...

...But **everyone knows** they'll save you money.

8

9

FAQs

**YOUR
FREQUENTLY
ASKED
QUESTIONS.
ANSWERED.**

Got a question?

Here are some answers to the more common questions we receive. If you can't find the answer you're looking for, feel free to contact us on our Facebook page:

[facebook.com/ashadegreener](https://www.facebook.com/ashadegreener)

14

Will I still receive an electricity bill?

Yes, one that's around 50% cheaper than your previous bill. While solar panels help to reduce your bill by generating an amount of free electricity in daylight hours, you will still be using electricity from your supplier: if you use more than you're generating and when it gets dark.

Will we own the panels?

For the duration of the agreement the panels will be owned by A Shade Greener. Once the agreement has expired the panels will remain on the roof and ownership is transferred to the current homeowner at no cost. The panels will continue to generate free electricity for well over 40 years and can still benefit from any tariffs that may be in place at that time.

Will my lights be dimmer? Is the electricity as strong?

The only difference with electricity from solar panels is that it's free. Energy from the panels will power your electrical devices exactly the same as energy straight from the national grid.

Will all my electricity during the day be free?

As long as you're consuming less energy than the panels are currently generating you will only use electricity generated for free by the panels. If you use any more than that you will automatically draw the excess energy from the national grid. You will have access to around 525 of free electricity generated by the panels each year, so use it all if you can!

Is constant access required for any maintenance?

Our panels are manufactured to the highest standards, so it's very rare that they will need any physical maintenance - we estimate just one breakdown in 20 years. However, if any maintenance is required we will arrange the most convenient time and date for you.

Do the panels make any noise when they are generating the electricity?

No, the panels are fitted tightly so wind won't be an issue and there are no moving parts to make any noise.

15

TESTIMONIALS

“I would like to say a *thank you* to all of the team from the initial introduction to the completion of the installation, it has gone *very smoothly* and *very professionally*. I have passed your details onto a lot of friends and work colleagues and I am sure that they will be in touch.”

R Begley - Heywood

10

11

INSTALLATION

**1 DAY
TO
INSTALL**

Installed, generating and saving the very same day.

We install your panels cleanly and efficiently, with only 20 minutes of downtime to your electricity while our electrician connects the panels to the grid. We aim for minimum disruption to your daily life.

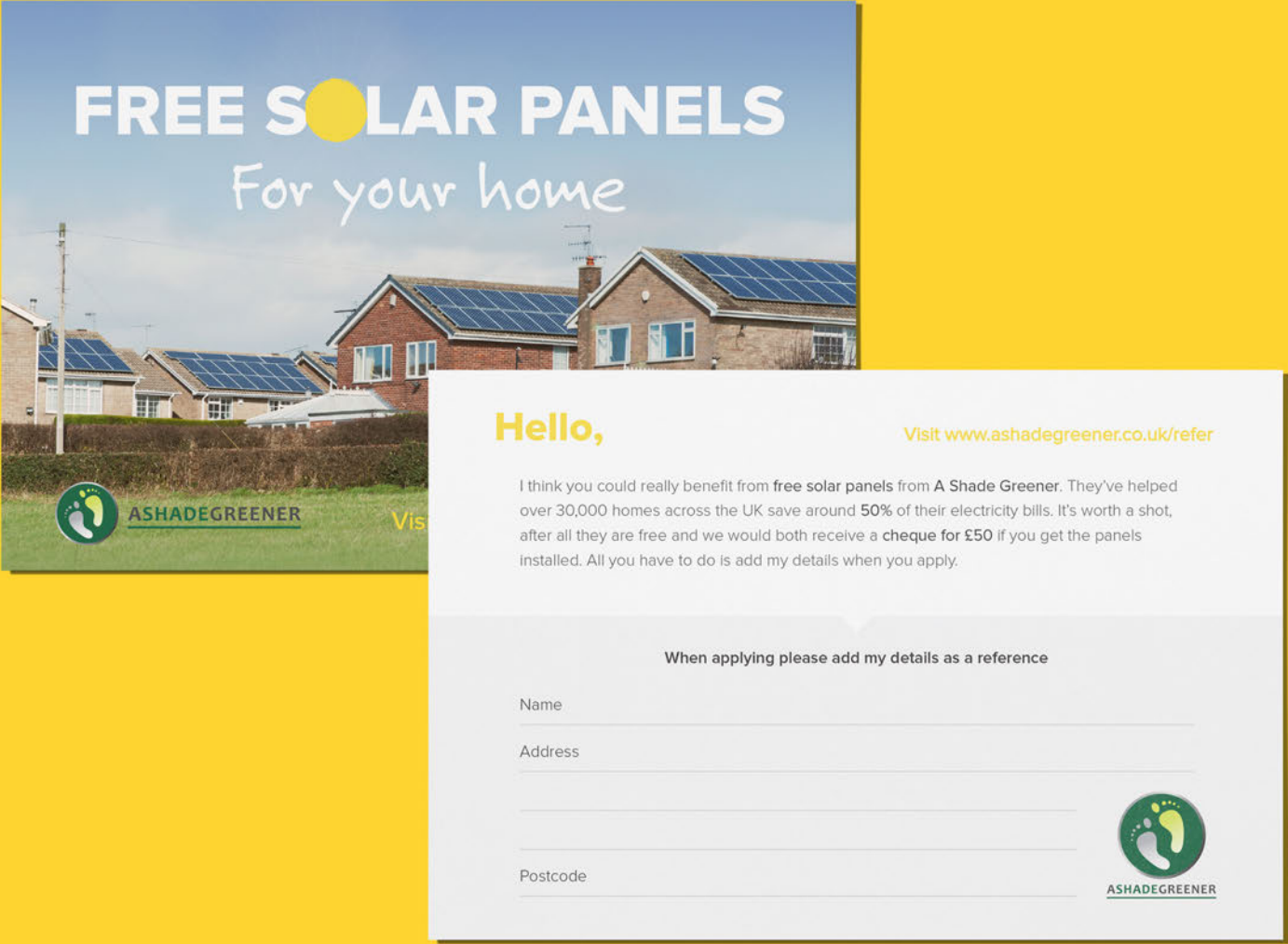
12

See what others say about us...

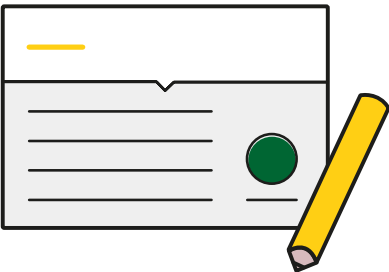
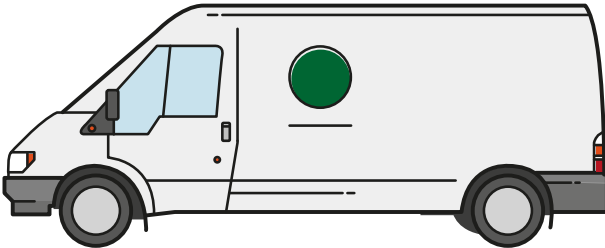
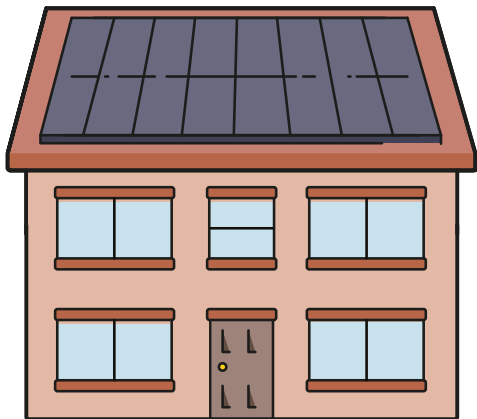
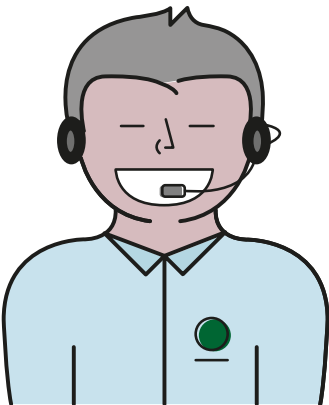
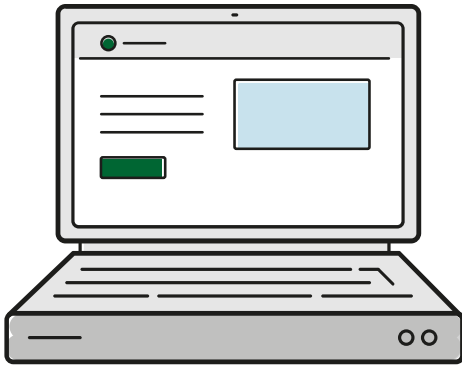
“Well, what a fantastic deal! From start to finish the whole process has taken just 40 minutes of my time as we sat with Alan who went through the information with us. The installation team have, to a man, been most excellent. Pleasant, courteous, fast working and very very tidy. And now, I am looking at my smart meter with the steady red light (ie drawing nothing from the grid) as we run this top top, two bridges, a dehumidifier and the main boiler (has a fan). The roof workers, Mick and Mat, were very good and worthy of additional praise along with the electrician, Ricky. I wish your company every success.”

G. Smith - Donkirk

13



Promotional Postcard



Custom Illustrations

Miscellaneous.

Aug 2015 → Present

About

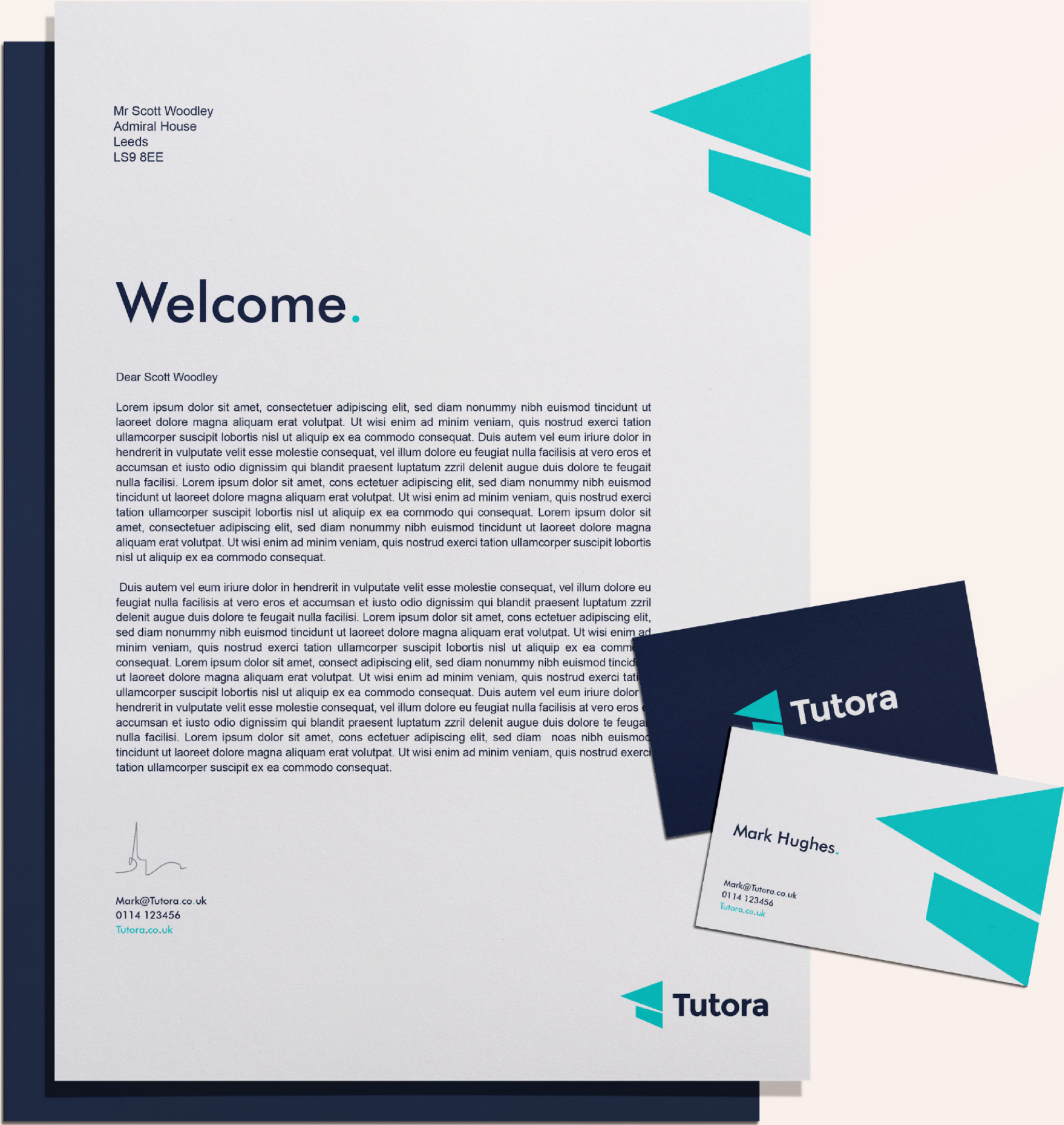
I have worked on diverse projects requiring different skillsets to accomplish and meet clients' goals. Varying from designing mobile applications & websites, to customised illustrations and branding projects, I pride myself on having clear communication, managing expectations, and delivering high-quality work.

Skills Used

Logo Design, Brand Design, Print Design, Website Design, UI/App Design, Custom Illustrations, and Creative Marketing.



Branded T-Shirt



Business Cards & Letterhead

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Enter your subject

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Why Tutora?

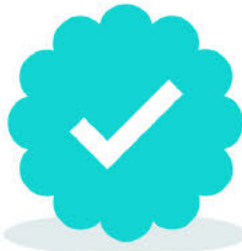






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Students & teachers love us

Happy customer that totally loved this product. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

4.6 out of 5  



My grades are getting better

My mum found a native Spanish tutor on Tutora, who is absolutely great! She is helping me with conversational Spanish but also preparing me for my A-Level exams and my grades are getting better!

Francheska



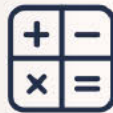
I look forward to Maths now

I really like Tutora's online classroom as I can write at the same time as my maths tutor. I feel much more comfortable getting taught online and look forward to my maths lessons now.

Sarah

Subjects

[View All →](#)



Maths



English



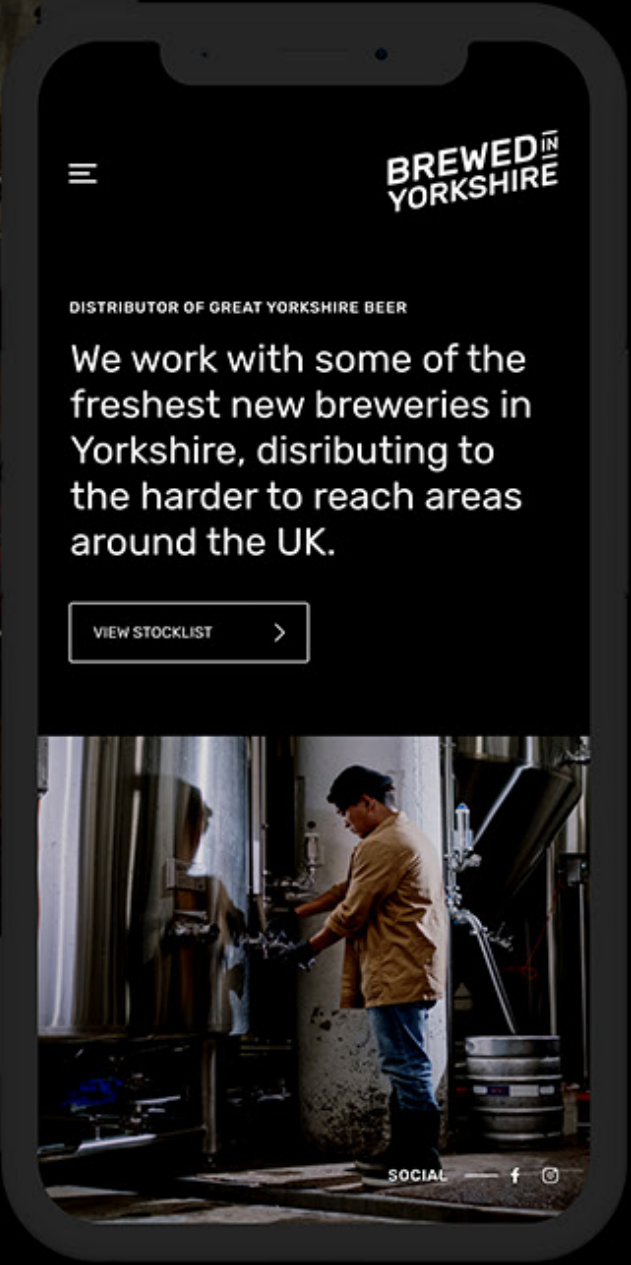
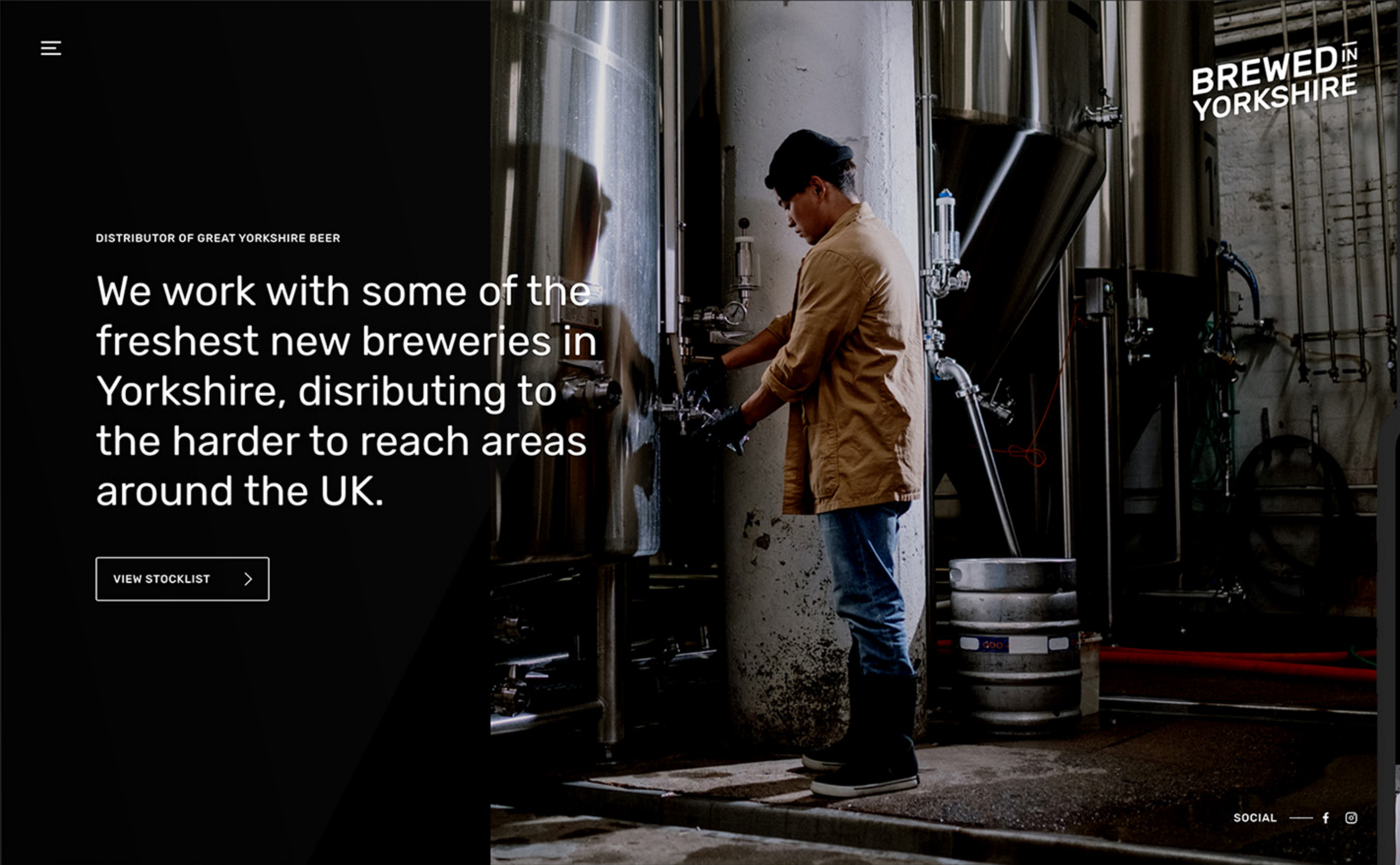
Computing



Languages

BREWED IN
YORKSHIRE





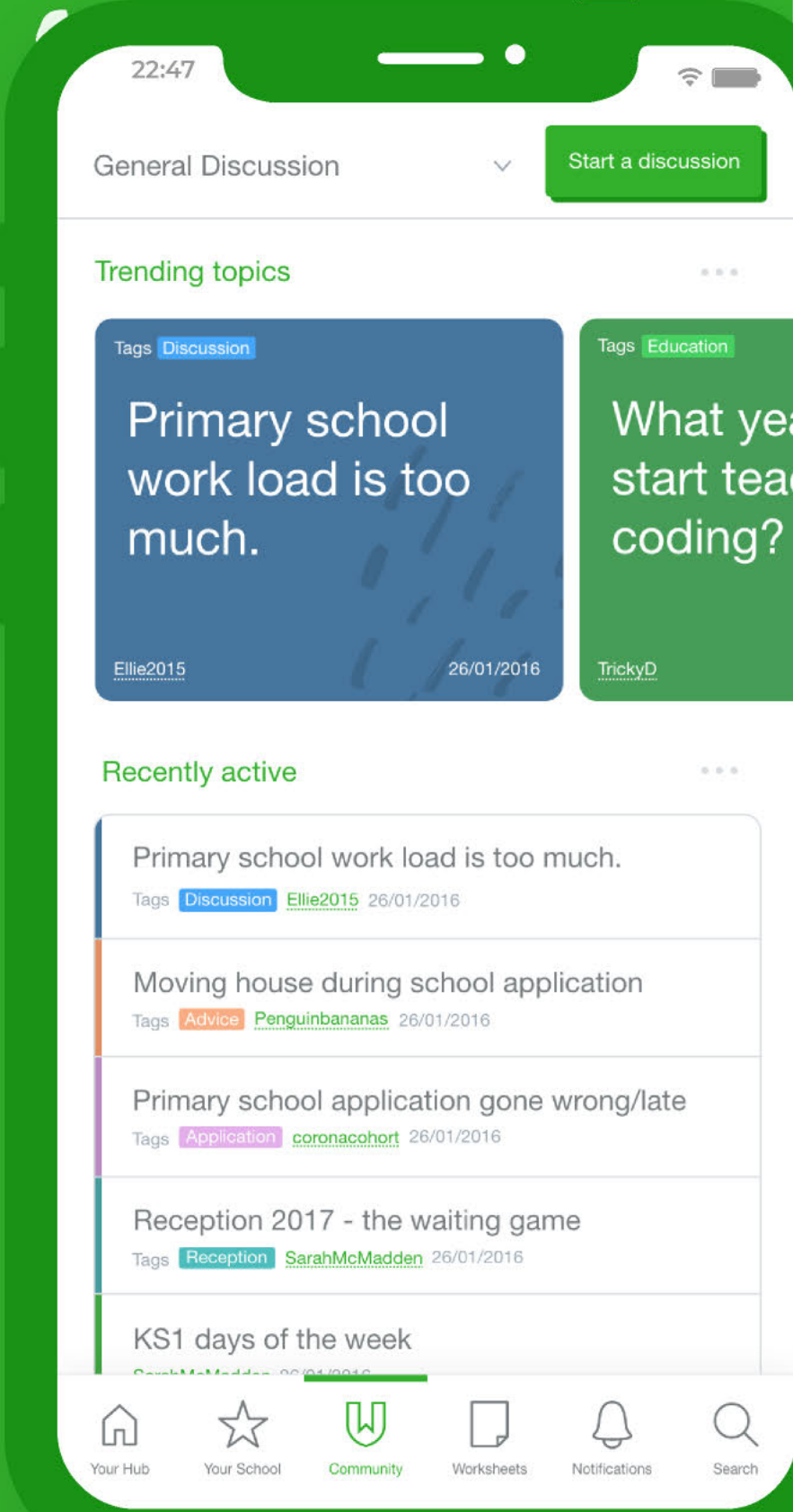
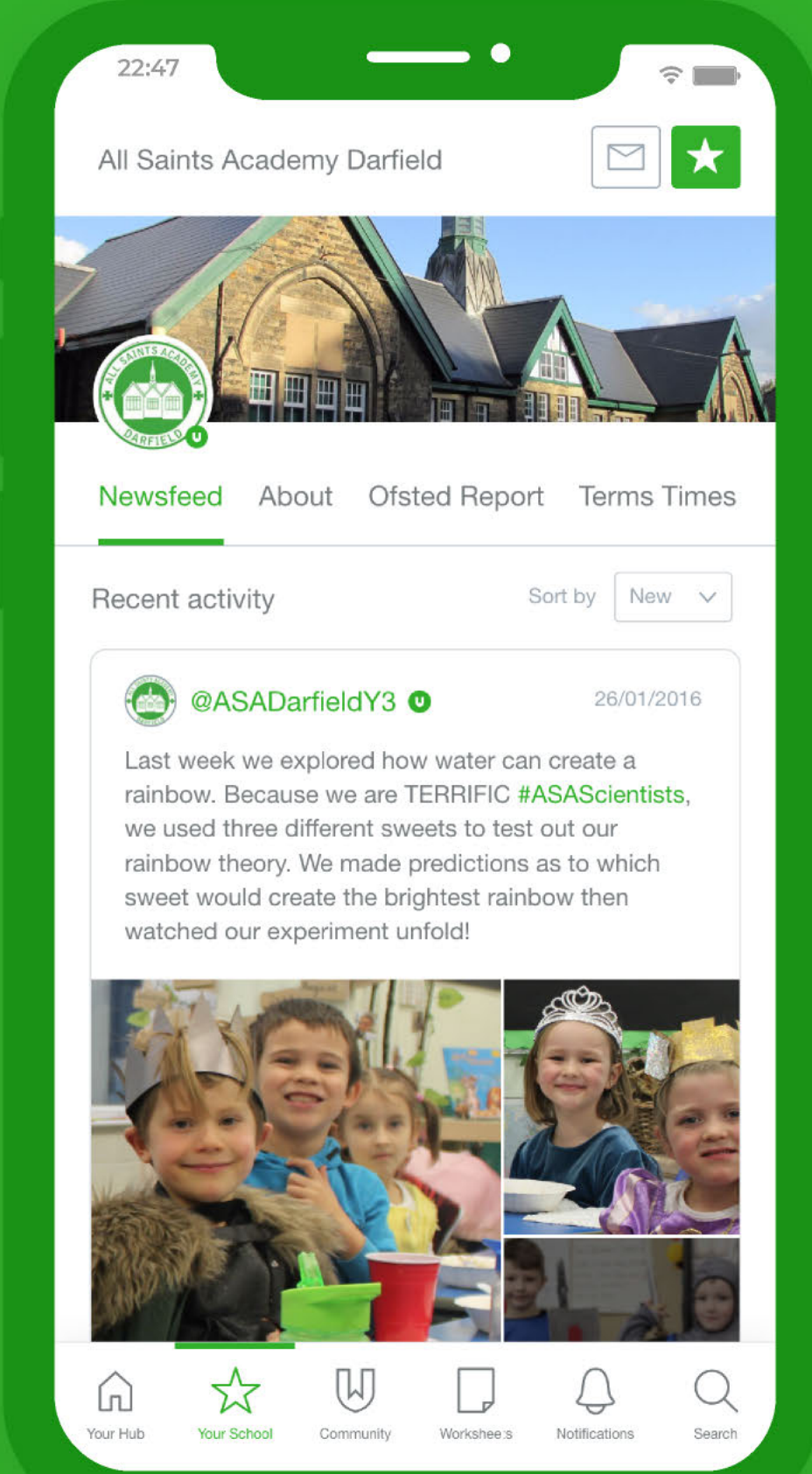
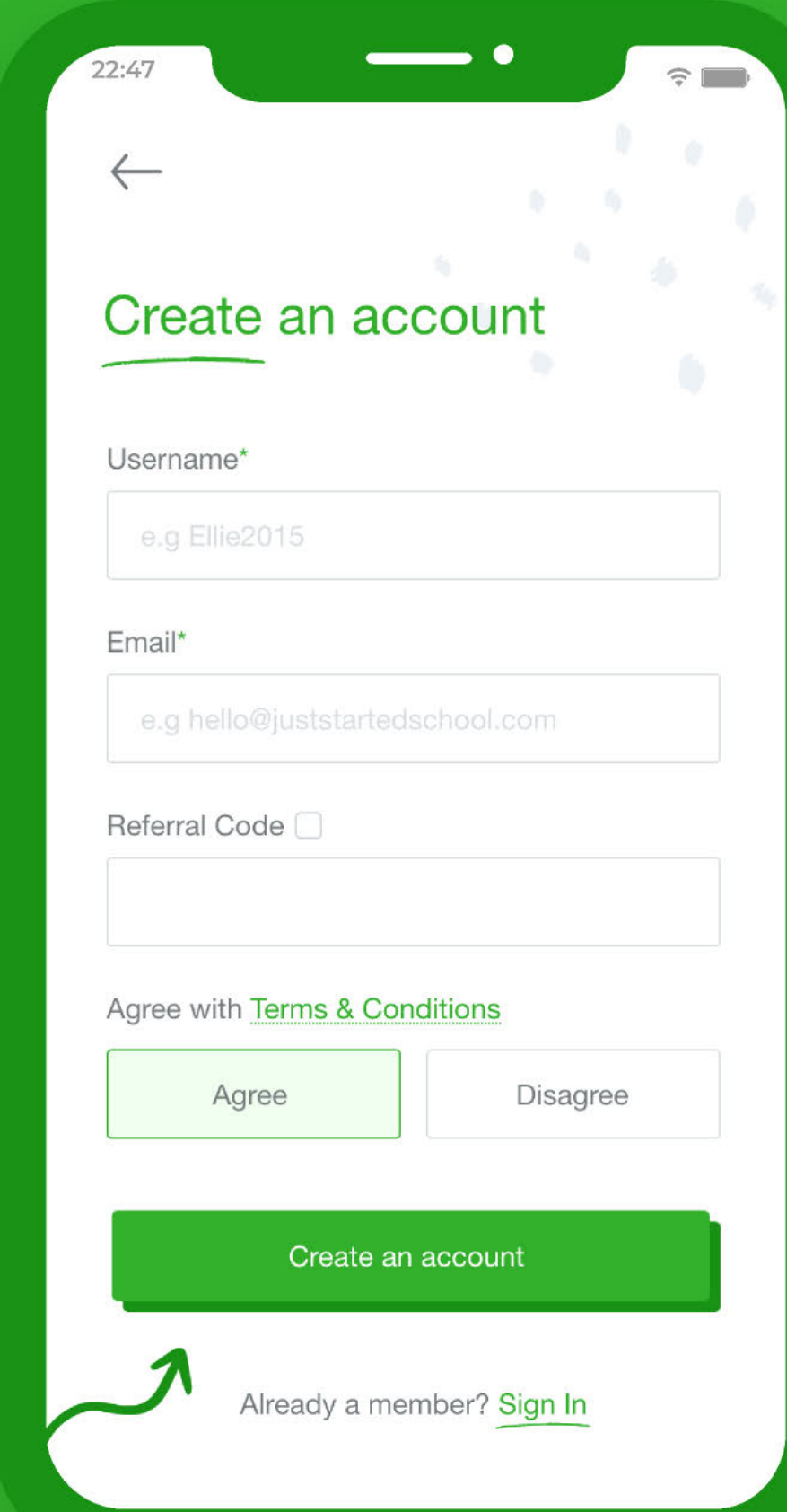
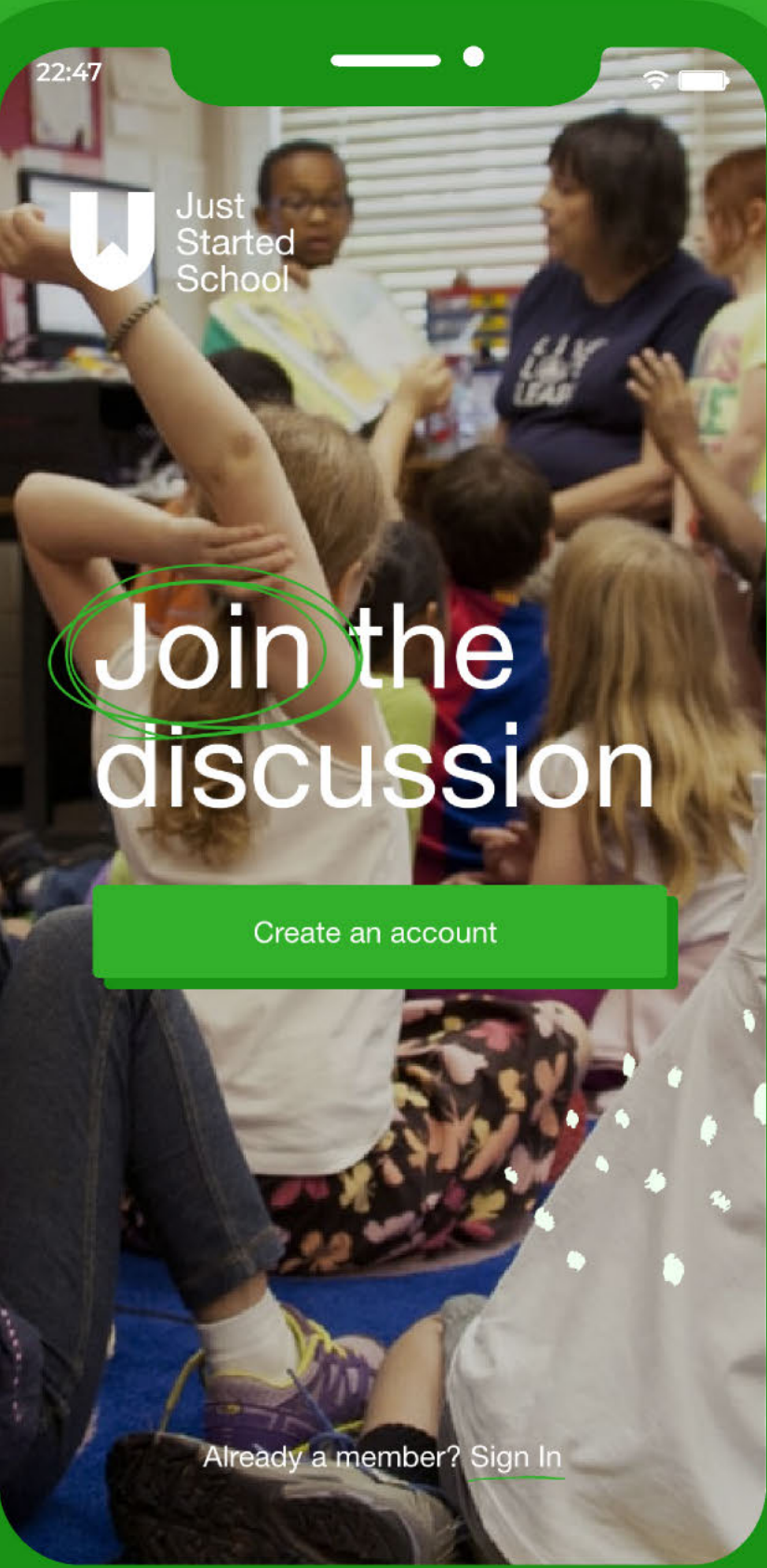
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School



App Icon



Worksheets help you
children
home

Just Started School

Community Worksheets Log In Sign Up

Giving parents a voice
that can't be ignored.

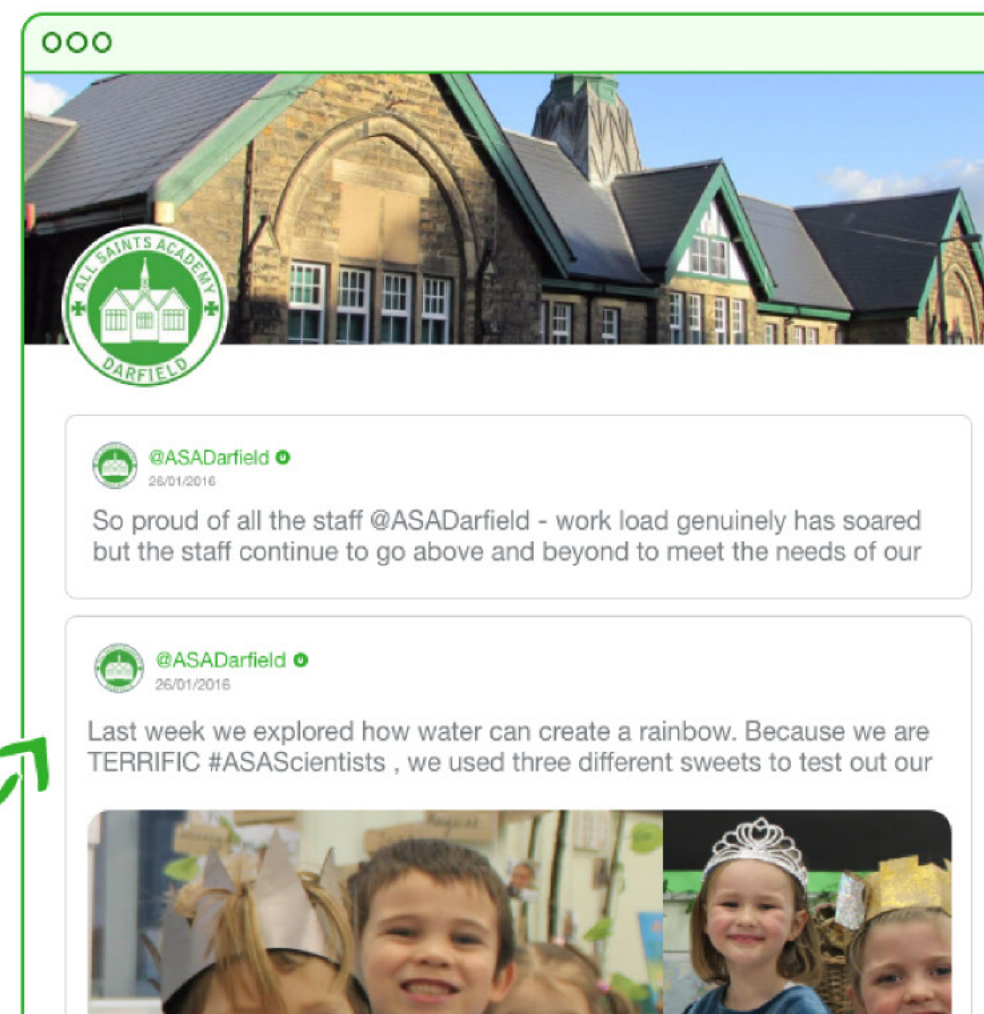
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your child's school
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Trending Topics

Tags Discussion

Primary school
work load is too
much.

@SarahMcMadden

26/01/2016

Tags Education

What year do you
start teaching
coding?

@SarahMcMadden

26/01/2016

Tags Advice

Moving house
during school
application.

@SarahMcMadden

26/01/2016

Tags Reception

Reception 2017 -
the waiting game.

@SarahMcMadden

26/01/2016

Just Started School

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Tags Discussion

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Elle201526/01/2016

Tags Education

What year do you start teaching coding?

TrickyD26/01/2016

Tags Application

Primary school application gone wrong/late.

coronachort26/01/2016

Recently active

Start a discussion

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Reception 2017 - the waiting game Tags Reception Frogusha 26/01/2016	Most recent by enthusiastsaver on Today at 11:58AM	302 Views	111 Replies

All Saints Academy Darfield

Sort by New

Year 4 with dire spelling! Help! Stressedmum2017 26/01/2016	Most recent by zippygeorgeandben on 25 January at 12:27PM	12 Views	4 Replies
KS1 days of the week RainbowBabyMum 26/01/2016	Most recent by DCFC79 on 10 January at 12:28PM	7 Views	3 Replies
How to get 5yo DS to write neatly and on the lines! CherryBomb261 25/01/2016	Most recent by DrEskimo on 6 January at 8:05PM	32 Views	17 Replies
What do you think of Numicon? Finally2021 26/01/2016	Most recent by FaceHead on 4 January at 12:07PM	43 Views	35 Replies

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All Saints Academy Darfield

Contact

Add to my favourites

Newsfeed

Sort by New

@ASADarfield

26/01/2016

Last week we explored how water can create a rainbow. Because we are TERRIFIC #ASAScientists , we used three different sweets to test out our rainbow theory. We made predictions as to which sweet would create the brightest rainbow then watched our experiment unfold!



@ASADarfield

26/01/2016

So proud of all the staff @ASADarfield - work load genuinely has soared but the staff continue to go above and beyond to meet the needs of our school community. For many, they then go home and provide home learning for their own children - making for very long days. Champions!

@MrWallDASA

26/01/2016

URGENT: School is closing due to the heavy snowfall. Please collect your children as soon as possible but please take care on the roads.

@MissHutchinsonDASA

26/01/2016

KS1 enjoyed a fantastic Christmas walk yesterday before singing carols to the residents of Thornhill House. They even found some of their own decorations on the church railings.

About

Ofsted Report

Terms Times

Uniform

Photos



Giving parents an invisible voice that can't be ignored.

The site is designed to be updated by you "the parent" by the submission of information relating to your child's school. Above all we aim to provide an environment where you can discuss the positives and negatives you see with your child's school with anonymity.

Reference Code: 4YFAC5

JustStartedSchool.co.uk



 OneDigital

3

Use Testimonials

Despite what YouTube comments lead you to believe no-one likes being first, that's scary. Show your product / service has worked out for others and let the customers follow.

Build ways to bring people back to your site

It might load fast for you, but what about users connected by 3G or just slow broadband. There's a lot of elements in a website that can be optimised, making your site so fast a customer never has time to switch off.

OneDigital
hello@one-digital.co.uk
01226 352771

4

Check your loading speed

It might load fast for you, but what about users connected by 3G or just slow broadband. There's a lot of elements in a website that can be optimised, making your site so fast a customer never has time to switch off.

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3%

Be Relatable

Does it follow on from where the user came from? You have to keep the customers attention and the easiest way to do that is giving them what they came for. This brochure said 10 ways, you get 10 ways.

Does your message match?

A + A = B

5

Add Incentives

This doesn't have to be monetary. Just give them a reason to take action right now rather than a later time that never comes.

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Best new Ideas

No-one can get it spot on first try. Failing isn't a bad thing as long as you learn from your mistakes. No idea is a bad idea. Sometimes the ideas no-one liked are the ones that work.

2

Make it RESPONSIVE

Not just mobile friendly, think about how a user will interact with the things you want them to and how it will work on all the different devices around.

Collect the information you actually need

Do you really need a secondary number or email. How often do even use it to contact the potential customer? You could collect this information after once the user is a customer, one that may have never gotten there with those few extra boxes.

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6

CONTENT IS KEY

Don't pad sentences with words anyone but a professional would understand just make it simple and straight to the point.

6. LEAD THEM TO YOUR GO

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Hey, and thank you.

I am grateful you've taken the time to look through this
selection of my work and I look forward to hearing from you.

byadamclark@gmail.com

+44 (0)7429 468814

adam clark