

## Thames & Hudson Share certificate



### Making a splash with employees.

For their employee share offering, long-time Neon clients Thames & Hudson asked us to design a share certificate and supporting literature. As well as including all the necessary legal information, they wanted - in true Thames & Hudson style - the result to be 'a thing of beauty that people feel proud to own'.

Our design for the certificate combined the T&H dolphins with a rosette style 'splash' rendered in a classic bank note engraving style. At 420mm long and 210mm deep, and printed on a pure white luxurious 300gsm paper, the certificate had a premium feel, making it something people would keep in its, not merely as a record of share ownership.

The share certificate was accompanied by a simple A5 guide, printed on the same luxurious stock, which used the wave line style from the share certificate at the bottom of each page, along which the dolphins playfully leapt from left to right, throughout the booklet

### Kind words...

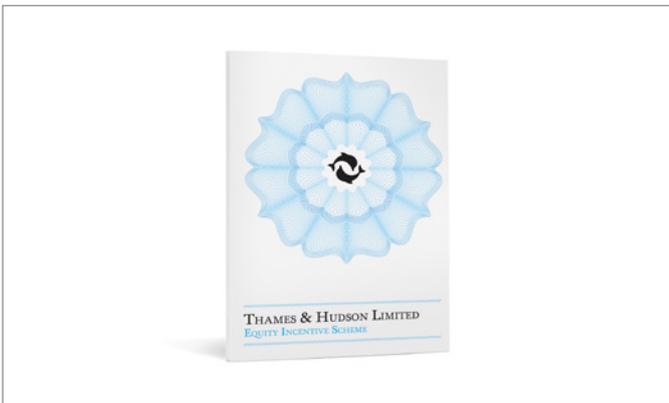
*"Another triumph Dana we love it!  
A real thing of beauty – as briefed!"*

**THOMAS NEURATH**  
Chairman  
Thames & Hudson

**JAMIE CAMPLIN**  
Managing Director  
Thames & Hudson

**CONSTANCE KAINE**  
Creative Director  
Thames & Hudson

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### PROJECT SUMMARY

- Share certificate
- Share offering literature
- Digital presentation

