



HEVER CASTLE



FOR HER FROM YOU



NATURE'S WISDOM

FEATURED PROJECTS



jo mew  
CREATIVE

ISSUE 2

# WELCOME TO THE FOLD

**A Magical Christmas at Hever Castle**

30 November - 15 December 2013  
Wednesdays to Sundays  
16 - 24 December 2013  
Daily

Step into a Christmas past and be sprinkled with a little magic as you walk through the rooms of the fairytale castle adorned with beautiful decorations, welcoming log fires, holly and ivy. As dusk falls the gardens will be transformed into an illuminated wonderland.

**Father Christmas**  
Weekends, Evening Specials,  
Daily 16 - 24 December

The highlight of the day for children will be an enchanting visit to the magical snowy grotto where they will be greeted by elves who will take them to meet Santa himself before departing with their very own Christmas gift. Tickets cost £10 per child plus admission costs. Booking is essential to avoid disappointment although there will be some availability on the day.

**Carousel Rides**

Soar up high in front of the castle on one of the South East's largest traditional gallopers. Suitable for all ages. Small charge for ride plus admission costs.

**Stories & Activities**

Enjoy this year's festive trail around the Castle and join the search for the missing ice skates. (Castle entry ticket required). Children can also take part in a creative Christmas card workshop.

**Christmas Evening Specials**  
13; 19; 20 December (5.30 - 9.30pm)

Enjoy walking in the crisp night air and see the enchantment of the gardens, festooned with fabulous colours and twinkling fairy lights, captivating the spirit of Christmas. Step inside the Castle and enjoy the warmth of log fires and traditionally decorated rooms. Magic snow, carols and a special Christmas dinner.

**Shopping & Eating**

The Christmas Shops offer a wonderful array of inspired gifts, luxurious decorations and an exclusive selection of bespoke gifts, stocking fillers, toys and accessories.

A warm welcome awaits you in the festively decorated restaurants where our chefs will be offering a delicious selection of seasonal food.

**Christmas Fair**  
28 November (10am - 3.30pm)

Gifts including jewellery, crafts, knitwear, children's toys and stocking fillers. Entrance £3 pp Fair only or included in the admission costs.

**Opening Times**

30 November - 15 December:  
Wed to Sun Gardens open 10.30am Castle 11.30am  
Castle last entry 4.30pm Final exit 6pm  
13; 19; 20 December:  
Castle & Gardens open 5.30pm  
Gardens last entry 8.30pm  
Castle last entry 8.45pm  
Final exit 9.30pm  
16 - 24 December:  
Daily Gardens open 10.30am Castle 11.30am  
Castle last entry 4.30pm Final exit 6pm  
27 December - 1 January:  
Daily Gardens open 10.30am Castle 11.30am  
Gardens last entry 3pm  
Castle last entry 3.15pm  
Final exit 4pm  
Closed 25 & 26 December.

In the event of adverse weather please check for the latest updates on 011732 865224 or www.hevercastle.co.uk

**FOLLOW US**  
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## HEVER CASTLE

### Christmas Leaflet

It was that time again to design Hever Castle's Christmas leaflet and as ever JMC had the challenge of fitting a lot of important event information into a small area. The print run was 70,000 and it had to be racked and ready for August Bank Holiday weekend. JMC went for traditional red and metallic gold this year producing an eye-catching clear piece of marketing.

"Jo Mew Creative are well organised and efficient in their approach at working on our branding, all of which have been embraced with energy and commitment. Each brochure reflects perfectly what is required to increase our wide ranging audience".

**Ann Watt**  
Marketing Director  
Hever Castle

## THE 'COLLECTIVE' VIEW

### USERS HATE CHANGE

It's a common refrain in web redesign that "users hate change". On the back of 17 years experience redesigning websites and sitting in on countless user testing sessions I can categorically say that this is just not true. People generally embrace change; otherwise we'd all be bumping our backsides riding around on camels and donkeys and biting our thumbs at "those nutcases carving circles out of wood, doing wheelies outside the hut".

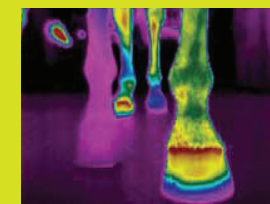
On the back of the recent deploy of iOS7 to the iPhone, Yahoo's rebrand, the Twitter

blue line to link conversation threads, there has been a fair amount of user push back on these changes. Why? Change for change's sake does not make users happy. If in the "what" and the "how" you've lost sight of the "why" it's almost guaranteed that your users are going to be a little miffed. In the ever-changing digital landscape there's a user overhead to re-learning what was familiar and there's a breakdown if the change isn't immediately perceived to be beneficial. Bring the changes that have benefit and explain the changes you've made and

why. Handhold your users through the process, don't drop kick them into the deep end; tell them what you've changed and why. And remember, a sense of control is the key indicator to a happy individual, take away the control and you risk alienating your customers and just because something looks "better" doesn't make it more usable or more useful.

**Kate Mew**  
Content Strategist, Information  
Architect & Copywriter

## WORK IN PROGRESS...



Jo Mew Creative have been approached to create a new logo and marketing material for an Equine Thermography company based in Canada.

We'll keep you updated in the next issue of "THE FOLD"...

## BRANDING PRINT WEB

Jo Mew Creative offers a full range of branding, print and web services to help you grow your business. By focusing on your company, customers and markets they will help drive your business ahead of the competition.

So contact Jo now and see how she can help your business vision come to life call 01452 226104 or email jo@jomewcreative.com



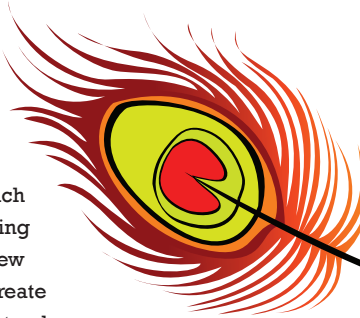


## Nature's Wisdom Inc.

### NATURE'S WISDOM

#### Branding, print & website

Nature's Wisdom made an approach on the back of a successful branding campaign for another client. Jo Mew Creative were asked for help to create a strong new brand to promote natural health to sophisticated, intelligent and open-minded individuals, whilst avoiding the extremes often associated with complimentary healthcare by being either too "new-age" or too overly clinical.



### WHAT OUR CLIENTS HAVE TO SAY...

"Jo did a great job designing our new business website providing support and advice each step of the way. The site was built quickly and efficiently; we have received nothing but compliments regarding it since. We couldn't have asked for a better design, Jo took time to understand our business and created a site that met our client base, both trade and domestic customers. We would recommend Jo and her creative design to anyone requiring a professional design to meet their business needs."

**Simon Raven**  
Director  
Three Piece Joinery



#### Work completed

- > Logo
- > Business card
- > Website
- > Blog
- > Eshots
- > Loyalty membership scheme



### THE CHARTERED SOCIETY OF DESIGNERS

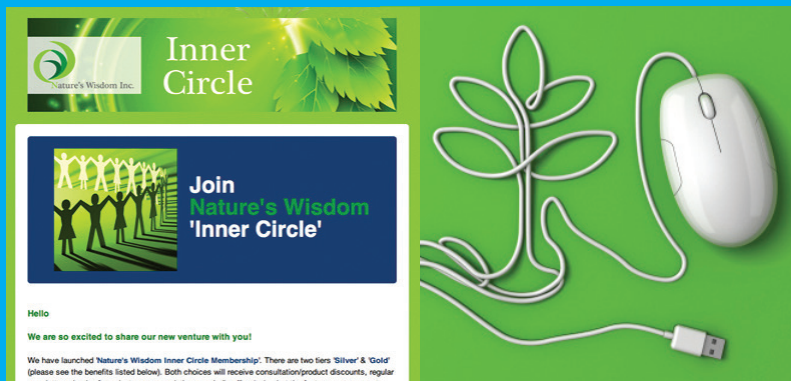


Jo Byrne MCSD is Owner & Creative Director of Jo Mew Creative and is a member and assessor for the Chartered Society of Designers.

The Chartered Society of Designers (CSD) is the professional body for designers and the authority on professional design practice.

It is the world's largest chartered body of professional designers with members in 33 countries and is unique in representing designers in all disciplines. CSD is governed by Royal Charter supported by the Byelaws and as such its members are required to practice to the highest professional standards.

If a designer has MCSD™ or FCSD™ after their name you should expect a professional service.



## NEWS

### JO MEW CREATIVE PITCHES FOR NEW LDC WEBSITE

We have been approached to pitch for a new W3C accessible website for Lewisham Disability Coalition. This is on the back of an already strong relationship with the organisation and our brand identity and marketing work we've created to date.

### WE'VE MOVED

Jo Mew Creative is now based in Gloucestershire only 1hr 40 minutes direct to London and close to the creative hotspots of Bristol, Bath, Gloucester, Cheltenham and surrounds. We hope to make some new business connections soon - we may even bump into Damien Hurst!

### OUR FAVOURITE APPS

instructables - instructables.com  
localmind - localmind.com  
IFTTT - ifttt.com  
cubby - cubby.com  
EVEREST - everest.com  
Comics - comixology.com  
Instapaper - instapaper.com  
Automatelt - play.google.com

jo@jomewcreative.com  
jomewcreative.com

## FOR HER FROM YOU

### Branding, print & website\*

Jo Mew Creative was asked by For Her From You to create a new and sophisticated gift brand to compete in an established and buoyant market, predominantly aimed at web-consumers who were looking to purchase original, interesting and exciting gift ideas for females of all ages.

The challenge being to create an identity which differentiated 'FHFY' from the existing competition.

