# Why settle for ordinary when you can be Maverick?

maverick noun [c]

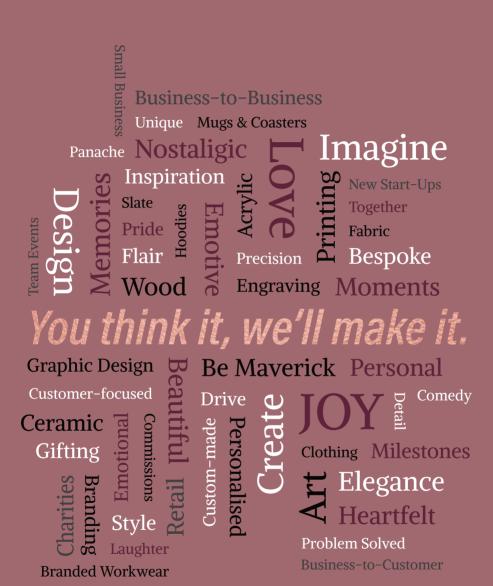
a person who thinks and acts in an independent way, often behaving differently from the expected or usual way.

# "The only way to do great work is to love what you do."

Steve Jobs

#### Contents

What	On Earth Is Maverick?	
Invisi	ble	
	Logos & Branding	10
	Rebranding	24
Ow Bi	ist?	
	Ow Bist? Store	32
	Custom-Made Threads	36
	Mugs & Coasters	38
	Tote Bags & Cases	40
	Branded Workwear	42
	Caps & Hats	46
Scorc	hed	
	Personalised Gifts	50
	Gift Boxes	56
	Memory Boxes	60
	One-off Commissions	64
	Wall Art	68
	Beyond The Engrave	72
	Giving Back	80
•	The Process	84
Scorc	hed For Business	
•	Signage	94
•	Merchandise	100
	Promotional Keyrings	104
	Awards & Trophies	106
•	Hospitality	110
Senar	У	
•	Tell Your Story	116
•	Senary For Weddings	126
•	Senary For Business	130
The E	ind	
•	The OG Maverick	132
•	Reaching Out	133
	Urgh, The Legal Stuff	134



#### **Maverick Creative**

#### Imagine. Design. Create.

Welcome to the wild ride that is Maverick Creative, where we mix innovation with a dash of madness and a whole lot of talent (also coffee!). This book is your backstage pass to the concerto we call our business, a place where creativity runs free, and the only rule is to break all the rules.

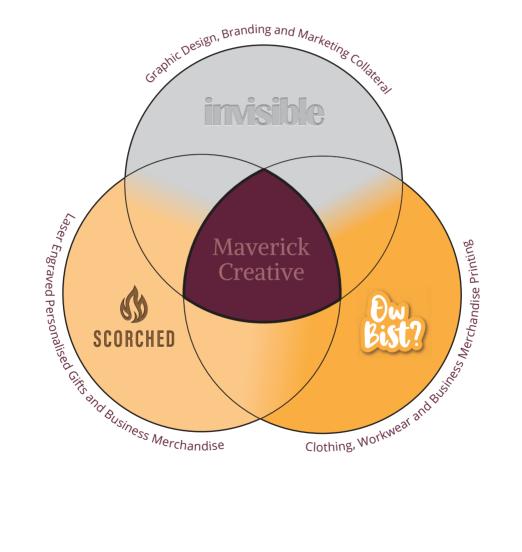
From our humble beginnings in a garage (because where else do all great stories start?) to becoming rockstars in the creative industry, Maverick Creative is all about pushing the envelope—and sometimes accidentally setting it on fire.

This book is packed with insights, inspiration and ideas leaving you in no doubt that if you have a gifting problem, a business merchandise conundrum or a graphic design enigma that needs to be solved, Maverick Creative is your new best friend.

Are you ready? Then buckle up, baby, and let's go discover your inner Maverick!



#### What On Earth Is Mayerick?



Welcome to Maverick Creative, where we don't just create products; we craft emotions! Meet our trio of brands, each bringing their unique personality to the table.

Invisible is all about the subtle, the unseen, the magic that happens behind the scenes. Think of it as the ninja of creativity, silently making everything look effortlessly cool.

Ow Bist? is our cheeky, local hero. With a name that gives a nod to our roots, it's all about community spirit and a good ol' chinwag. It's the brand that brings a smile to your face and a warm feeling to your heart.

Scorched is the fiery one, the brand that turns up the heat and brings the passion. It's bold, it's daring, and it leaves a lasting impression—like that perfect cup of coffee that wakes you up and makes you feel alive.

Individually, these brands are powerhouses. But when they come together, something truly magical happens. It's like the Avengers assembling, but with more creativity and fewer capes. The synergy between Invisible's subtlety, Ow Bist?'s charm, and Scorched's intensity creates a symphony of imagination that turns ideas into awe-inspiring realities.

We're maverick creatives, we're in the business of emotions. We get that warm, fuzzy feeling from taking a simple idea and transforming it into something extraordinary. It's not just about making things; it's about bringing ideas to life and watching them evoke real emotions in people. There's nothing quite like seeing someone light up because of something we've created.

We're here to make you feel something special.

WORK, WIRE

# imisible

#### Big business branding on a small business budget

We have over 20 years' experience in creating big business branding on a small business budget. Specialising in new start-ups and small business re-branding, Invisible can help shape your company's image ensuring the vital 'first impression' is right first time.

We take the time to understand your business and the industry you work in, your audience and your vision so we can work collectively to create a brand that is greater than the sum of its parts.

From marketing collateral to merchandise, online content management to clothing and vehicle livery, we'll make sure your message is visually cohesive and instills consumer confidence from their very first exposure.





#### Logo

A logo is a graphic mark, emblem, or symbol used to identify a company, product, or service. It's a visual representation that helps consumers recognise and remember the brand. Logos can be purely graphic (symbols/icons) or can include the name of the business (logotypes or wordmarks).

#### **Branding**

Branding, on the other hand, encompasses the entire process of creating a unique image and identity for a product or company in the consumer's mind. It involves the perception, emotions, and reputation associated with the company or product. Branding is broader than just the visual elements; it includes everything from customer service to advertising, and even company culture.

#### **How They Interrelate**

While a logo is a critical part of branding, it is just one element of a much larger strategy. A strong brand relies on a cohesive identity that is consistent across all platforms and interactions. The logo serves as the face of the brand, providing a visual shorthand for the brand's values and promise.

## branding project

#### The Client

Positive Impact delivers Adventurous Leadership; high quality services, influencing and mentoring individuals, organisations and young people in Leadership and Management skills.

#### **Mission Statement**

"To deliver Adventurous Leadership and Management training in order to make a positive impact on individuals, organisations and young people."

#### The Brief

To create a brand identity using a contemporary colour pallete, promoting a culture of strength and positivity across a wide-ranging demographic.

The logo and colour pallete should be adaptable across a range of promotional material, marketing collateral, materials and substrates to include vehicle livery, clothing, uPVC banners and printed matter.

#### **Primary Logo**







#### **Pallete**



C - 50 | M - 50 | Y - 60 | K - 25 R - 114 | G - 102 | B - 88 # - 726658



C - 0 | M - 50 | Y - 100 | K - 0 R - 247 | G - 148 | B - 29 # - F7941D



C-0|M-0|Y-0|K-0 R - 255 | G - 255 | B - 255 # - FFFFFF

#### **Typefaces**

Skyfall TRAJANPRO Helvetica Neue













#### Some of our favourite projects

#### The Brief

To create a logo for a new start up business that delivers a range of holistic therapies to reduce pain, improve mobility and aids rehabilitation for those with physical injuries or conditions.

#### **Primary Logo**



#### **Pallete**



#### **Typefaces**

Prometo Bold Roboto Black
Prometo Medium Roboto Light
Prometo Regular Roboto Thin

#### The Brief

To create a logo for a charity-run initiative that provides services to the homeless. The logo should retain the motif of the original parent charity whilst simultaneously standing alone.

#### **Primary Logo**







#### **Pallete**



R - 35 | G - 31 | B - 32 # - 231F20



C - 0 | M - 0 | Y - 0 | K - 40 R - 167 | G - 169 | B - 172 # - A7A9AC



C - 0 | M - 80 | Y - 95 | K - 0 R - 241 | G - 90 | B - 41 # - F15A29



C - 0 | M - 0 | Y - 0 | K - 0 R - 255 | G - 255 | B - 255 # - FFFFFF

#### **Typefaces**

**HEAVITAS** 

**Open Sans** 

#### The Brief

To create a logo for a consultancy specialising in assisting businesses in the water and agricultural industries to save money on their energy bills.

#### **Primary Logo**



#### driving business costs down

#### **Pallete**



#### **Typefaces**

**Jubilat** 

**Open Sans** 

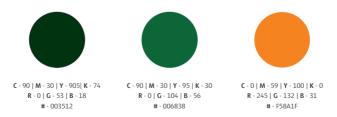
#### **The Brief**

To create a logo for a veteran-owned new start-up business providing cleaning services to both residential and commercial clients across the South West.

#### **Primary Logo**



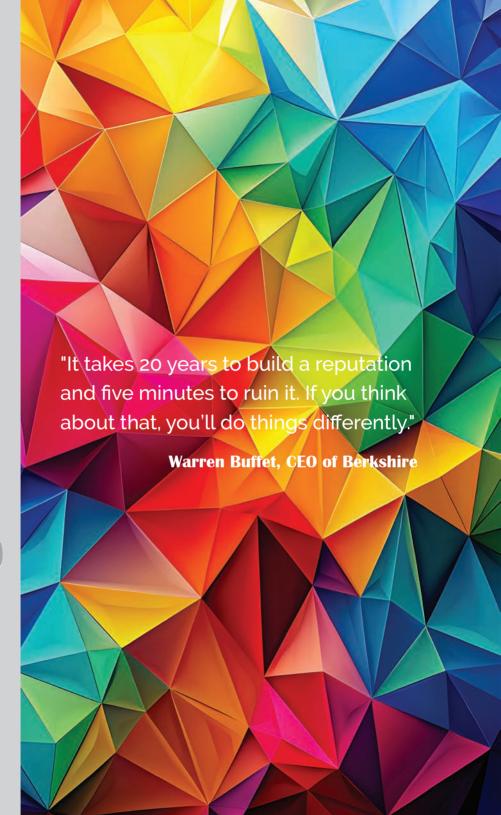
#### **Pallete**



#### **Typefaces**

**HEAVITAS** 

Raleway



#### What's 'rebranding' and why should we do it?

Rebranding is the process of changing the corporate image of an organisation, product, or service. This can involve a range of activities aimed at altering public perception, and it often includes changes to the name, logo, design, mission, or other significant elements. But why do it?

**Differentiation**: To stand out in a crowded market or to differentiate from competitors.

**Modernisation**: To update the brand to reflect current trends and appeal to a contemporary audience.

**Targeting a New Audience**: To attract a different demographic or market segment.

**Addressing Negative Perceptions**: To overcome a damaged reputation or negative public perception.

**Reflecting a Change in Business Strategy**: To align the brand with new products, services, or business directions.

Rebranding can be partial (e.g., just changing the logo) or complete (e.g., altering the entire brand identity). The process typically involves research, strategy development, creative design, and communication plans to ensure that the new brand identity is successfully adopted both internally within the organisation and externally in the marketplace.

### rebranding project

#### The Client

RJK Construction specialises in designing and installing creative outdoor living spaces that can be used all year round, extending the home, even into small or awkward gardens.

#### The Brief

To redesign the existing logo using a contemporary colour pallete to better reflect the industry, whilst retaining the motif shape. The new logo will be required on a range of promotional materials, branded workwear, business merchandise, signage, website and social media platforms.

#### **Original Logo**

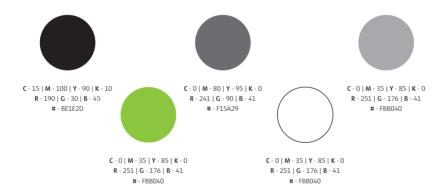


#### **Primary Logo**





#### **Pallete**



#### **Typefaces**

Inter Semibold Inter Medium

Inter Regular Inter Light





RJK CONSTRUCTION
DESIGN | BUILD | LANDSCAPE

CREATIVE OUTDOOR LIVING SOLUTIONS







#### Tees & Stuff

Welcome to Ow Bist?, where we bring a splash of humor and a dash of charm to your wardrobe and business essentials! In the heart of the Forest of Dean, "Ow Bist?" is our way of asking, "How are you?"—and we're here to make sure your answer is always, "Fantastic!"

At Ow Bist?, we specialise in designing and printing clothing that not only looks great but also sparks joy and conversation. Our high-quality garments are guaranteed to make people smile, laugh, or at least raise an eyebrow. Need to kit out your team? We've got you covered with branded workwear, uniforms, caps, and hats that will make your crew the talk of the town.

But that's not all! We also print tote bags, mugs, and coasters—perfect for adding a personal touch to your daily grind or for gifting to someone special. Whether you're looking to promote your business or just want to add a bit of fun to your life, Ow Bist? has got the goods to make it happen.

So, ow bist? Ready to get started with some seriously fun and fabulous prints?



#### Look good, feel good.

Our online store has stacks of different designs for all occasions. Some designs will always be available but be on the lookout for our limited edition prints and make sure you snap up these when you see them because when they're gone, they're gone!

We use heavy blend cotton garments for our vinyl prints and a polycotton mix for our dye sublimation range. So, while you can buy cheaper t-shirts, we prefer to stick to the good stuff.

If you find a design you like but want it in a different colour, or a different style of garment then all you need to do is email us!







School but our roots remain as a state of the state of th we all grow in differents

# That'd look good on a t-shirt.

We love nothing better than flexing our creative muscles to create personalised, custom-made garments for our clients.

Because we design and print everything ourselves, you can request changes or personalisation to any of our in-store designs.

You can even go a step further and commission something truly bespoke. We've all got one of those 'tricky to buy for' friends or relatives! Get in touch and let us help you create something special for that special someone.

# Brew, anyone?

Big mugs, little mugs, bone china mugs, water bottles? We can print them all! We use a technique called dye sublimation to print our mugs, which uses a special kind of ink and heat to send the print through the ceramic for a longer lasting finish.

Dye sublimation allows for full colour printing so we can even print a photograph for you, adding that even more personal touch.

Complete the set with a matching cork-backed or ceramic coaster, which provides a vibrant print, great for gifts or business merchandise.





## Totes amazeballs!

Gift bags for parties, christmas bags, goodie bags for events, a quick trip to the shops or a long day at the beach....tote bags can be practical and fun!

We offer a range of styles and colours for a perfect look. We've created company branded bags especially for exhibition giveaways, one-off designs for personalised gifts, and even sets of bags for hen parties.

Linen and cotton bags are ideal for heat pressed vinyl designs, whilst polyester bags are perfect for those 'in your face full' colour prints!

## Be your brand!

Branded workwear is a simple yet powerful tool that can yield significant benefits for any business. From enhancing brand visibility and professional image to fostering employee unity and ensuring compliance with industry standards, the advantages are clear.

Investing in high-quality branded workwear is an investment in your company's future, helping to create a cohesive and professional business environment that customers and employees alike will appreciate.

We can print onto a wide variety of garments, from t-shirts and hoodies to polo shirts, performance shirts and aprons, covering all your workplace needs.

So, what are you waiting for?! Drop us an email or give us a call and see what we can do for you.





Faye Wellow;

CERAMICS

Faye Wellon

CERAMICS



## And to cap it all...

Exclusively available to our business customers, we print a wide range of baseball caps and beanies.

Branded baseball caps are a popular choice for team events and workplace settings, serving as both practical accessories and powerful tools for building identity and unity.

For team events, we can print logos or team colors, enhancing team spirit and visibility. In the workplace, branded baseball caps can effectively promote a company's brand, providing a unified and professional appearance for employees.

Their versatility, combined with the ability to customize them with specific designs, makes branded baseball caps and beanies an excellent choice for reinforcing group identity and brand presence in both team and professional settings.







#### Moments. Memories and Milestones.

"Created with passion. Etched with love."

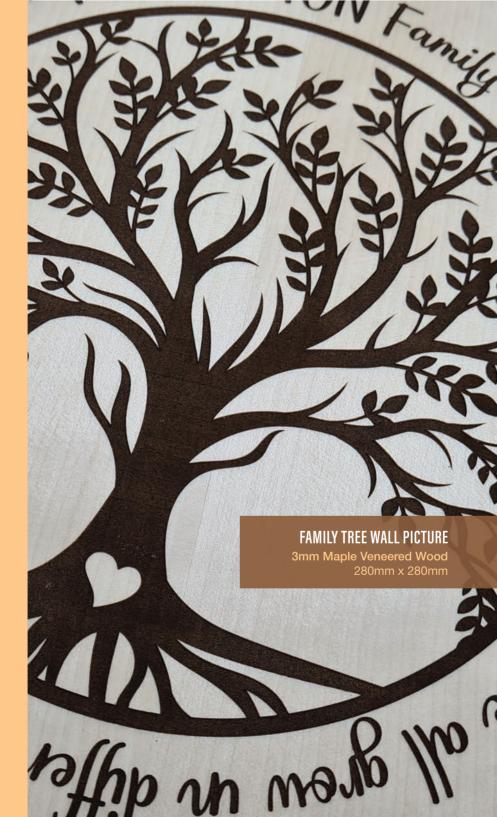
Welcome to Scorched – where we take your gift-giving game from "meh" to "marvellous" with a touch of laser precision! At Scorched, we specialise in creating laser-engraved personalised gifts that are as unique as your fingerprint (but way cooler).

Whether you're looking for custom-made one-off pieces, eye-catching wall art, business merchandise, or unforgettable gifts and giveaways, you're in safe hands. Our team of graphic design wizards and creative geniuses are here to turn your wildest ideas into reality, making every item a true conversation starter.

We pride ourselves on our customer-focused approach, which means we actually listen to you (yes, really!) and deliver high-quality creations that will make you the hero of any gift-giving occasion. So, if you're ready to impress your friends, family, or even that hard-to-please boss, look no further than Scorched. We promise to make your gift-giving experience as smooth as our laser cuts!

Get ready to be amazed, because at Scorched, we don't just make gifts – we make memories.





# **Getting Personal**

#### The Modern Gift-Giving Dilemma

Ah, the age-old tradition of gift-giving! Once upon a time, it was a simple affair. You'd stroll down to the local market, pick up a trinket, and voilà! Gift sorted. But in today's world, buying gifts has become a Herculean task. Why? Because we live in the age of instant gratification and endless options.

#### The Online Shopping Conundrum

Remember when shopping meant physically going to a shop? Now, with a few clicks, you can buy anything from a diamond ring to a llama (you really can!). The convenience is undeniable, but it comes with its own set of challenges. The sheer volume of choices can be overwhelming.

#### The Thoughtfulness Factor

In this digital age, where everything is available at the touch of a button, the real challenge is finding a gift that shows you've put some thought into it. Enter the personalised gift. Nothing says "I care" quite like a gift that's been tailored specifically for the recipient.

#### The Struggle is Real

But let's be honest, finding that perfect personalised gift can be a bit of a nightmare. First, you have to come up with an idea that's both unique and meaningful. Then, you have to find someone who can bring your vision to life. And finally, you have to hope that it arrives on time and looks as good in person as it did online. It's a lot of pressure!

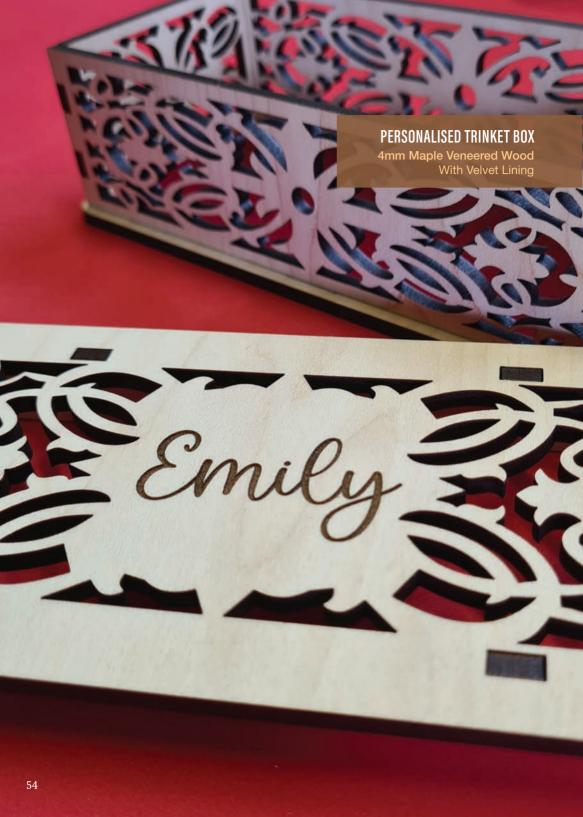
#### Conundrum Solved!

Well, guess what?! We can solve ALL these problems for you. A quick visit to our website and you'll find a range of popular gift ideas, all of which can be personalised in some way with a name or a special message engraved into it.

Once you've made your selection, you can rest easy with the knowledge that your gift is being made with every ounce of love and attention to detail possible, and will arrive looking even better than it did on the website. Oh, and we'll move heaven and earth to make sure your gift arrives when you need it.

There's nothing quite like the joy of seeing someone's face light up when they receive a gift that's been made just for them. It's a reminder that, even in this fast-paced, digital world, a little thoughtfulness goes a long way.







### **ENGRAVED & CUT TRINKET BOX**

4mm Maple Veneered Wood With Velvet Linings



Gift Boxes

# A Gift Within A Gift

How often have you bought a collection of bits and pieces to give as a gift and then not known how to present them? Maybe it was a selection of beauty treatments, or some chocolate treats, perhaps some art supplies for the budding artist? Have you considered putting them in a bespoke gift box?

One of the most delightful aspects of a bespoke gift box is that it's a gift in itself. Once the original contents have been enjoyed, the box remains as a beautiful keepsake. It's like the gift that keeps on giving, only without the need for batteries or a user manual.

Each box is handmade with the kind of meticulous attention to detail that would make even a Swiss watchmaker nod in approval. From the choice of materials to the personalised touches, every aspect is crafted to perfection. Whether it's adorned with the recipient's initials, a meaningful quote, or a custom design, these boxes scream, "I care, and I have excellent taste!"

Bespoke gift boxes are more than just containers; they're an extension of the gift itself. Handcrafted with personalised details, they add a touch of elegance and thoughtfulness to any present. And with their endless possibilities for reuse, they truly are an endless source of delight. So next time you're looking to make a lasting impression, consider a bespoke gift box. It's a beautiful way to show someone you care, both now and in the future.







# A Journey Through Time

In a world where everything is digital and fleeting, there's something incredibly special about a memory box. It's like a time capsule, a treasure chest of moments that have shaped our lives.

#### Why Create a Memory Box?

In an era where our phones and social media accounts are bursting with photos and videos, you might wonder why you'd need a memory box. The answer is simple: tangibility. There's something profoundly different about holding a physical object that has a story behind it. It's a tactile experience that digital files just can't replicate.

#### The Perfect Gift

Memory boxes also make fantastic gifts. They show thoughtfulness and effort, and they're perfect for special occasions like birthdays, anniversaries, or graduations. Imagine giving someone a box filled with shared memories—it's a gift that's sure to tug at the heartstrings.

In a fast-paced world, a memory box is a beautiful way to slow down and savor the moments that matter most. It's a reminder that while life moves quickly, the memories we create are timeless.







# The Perfect Gift for the Impossible-to-Shop-For

Ah, the joy of gift-giving! Or, in some cases, the sheer panic of trying to find something for that one friend or relative who seems to have everything—or worse, wants nothing. What do you do?!

You do this: you take a brilliant (or even mildly amusing) idea, and we transform it into a tangible, thoughtful masterpiece. Whether it's a custom-engraved cheese board for your lactose-loving aunt, a set of coasters featuring a favourite pet or a laser-engraved keyring for your quirky best friend who insists on collecting them, we've got you. Here's how it works....

- **Share Your Idea**: Got a wild concept? Or maybe just a vague notion? Tell us about it! If there's one thing we love, it's a good challenge.
- **Crafting Magic:** This is where we come in. We take your brilliant idea and, with the precision of a Jedi wielding a lightsaber, transform it into a masterpiece.
- **3 Gift and Gloat:** Present your bespoke gift and bask in the glory of having found the perfect present. Watch as your friend or relative's face lights up with genuine surprise and delight, maybe even a tear or two. You, my friend, have just won the gifting game.

So, next time you're faced with the daunting task of shopping for that impossible-to-please person, get in touch and we'll make you the hero of gift-giving!





Wall Art

# **Spice Up Your Space**

If you thought we only made fancy boxes and keyrings, think again. Our engraved wall hangings are here to add a splash of personality to your home.

We design and create everything from vibrantly painted mandalas to family-focused sentiments, kids' door signs and amusing ditties that will make you smile or inspirational quotes that get you motivated.

And to further elevate our masterpieces, we can custom make a frame to fit any shape; circular, geometric, cat, unicorn, whatever it is, if you want it, we'll make it!

If you have a specific idea in mind, we're all ears. From custom artwork to personalised signs, we can bring your vision to life. Lovingly hand-painted with watercolours, acrylics, metallic paints or different wood stains, our creations are as unique as you are. Just let us know what you're dreaming of, and we'll make it happen.







# **Not Just A Pretty Etch**

The art of finishing! It's like the cherry on top of a sundae, the bow on a gift, or the final flourish in a magic trick. The finishing is what takes a piece from "nice" to "wow"!

Painting: Whether you're going for a bold splash of color or a subtle wash, painting is like giving your creation a personality makeover. It's the difference between a wallflower and a showstopper.

Wood Stain: This is for those who appreciate the natural beauty of wood but want to give it a little oomph. It's like makeup for your furniture—enhancing the grain, adding depth, and making it look like it just stepped out of a spa day.

Danish Oil: The sophisticated cousin of wood stain. Danish Oil is like the fine wine of finishes. It seeps into the wood, nourishing it from within and giving it a rich, warm glow. It's the kind of finish that makes you want to stroke the wood and say, "Ooh, yes, this is quality."

Marquetry and Inlay: This is the art of embedding pieces of wood, into the surface of the piece. It's like the woodworking equivalent of a tattoo—intricate, detailed, and a real conversation starter.

Gloss: The finish for those who want their piece to shine—literally. Gloss is like the red carpet treatment, making everything look sleek, polished, and ready for its close-up.

**Velvet Lining for Boxes:** The ultimate in luxury. Adding a velvet lining to a box is like putting a tuxedo on a cat—completely unnecessary but utterly delightful. It says, "Whatever's inside this box is special," even if it's just your collection of novelty erasers.















#### **More Trees**

At Scorched, we believe in giving back to Mother Nature for all the beautiful raw materials she provides us. After all, without her, we'd be out of business and probably trying to make keyrings out of spaghetti. Spoiler alert: it doesn't work.

Every month, we proudly donate to a fantastic tree-planting charity called More Trees. Why? Because we know that every tree planted helps offset the resources we use and contributes to a healthier planet. Plus, trees are like the ultimate multitaskers—they clean the air, provide homes for wildlife, and give us shade on those scorching summer days. Talk about overachievers!

But our commitment to the environment doesn't stop there. We're always on the lookout for ways to reduce our footprint and make our processes more sustainable. From using eco-friendly materials to minimizing waste, we're dedicated to making sure our business practices are as green as possible.

So, next time you pick up one of our laser-engraved wooden signs or sleek slate coasters, know that you're not just getting a top-notch product—you're also supporting a company that cares about the planet.

Like to know more about More Trees? Visit www.moretrees.eco.



#### **MATERIALS**

We don't use any wood or wood by-products that contain endangered tree species, nor do we use materials from protected or threatened forests. Our wood comes from responsibly managed forestry areas in the USA and Western Europe, and we ensure our suppliers' policies are all in compliance with European regulations.

### **PACKAGING**

Every single bit of our packaging, bar one small element, began their life as something else! From the outer boxes to the inner treats and delights, they've all come from recycled materials. Shredded paper, leaflets, it's all been repurposed into whatever you've ordered from us! The bit that doesn't fall into this category can be repurposed by you!



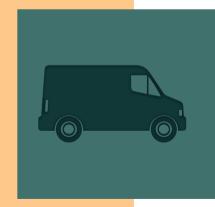


#### **BIODEGRADABLE**

The materials within our products and packaging are biodegradable except for any magnets or metal components. But they can be responsibly disposed of (although, we're not sure why you would want to throw anything away in the first place!). But they certainly are recyclable with some imagination.

### **OUR SUPPLY CHAIN**

We have long conversations with our suppliers to make sure we're all singing from the same ecological hymn sheet! We insist on our deliveries coming to us in recycled materials rather than plastic, even if that means a little damage here and there – we can work around it. And we try to make big orders where we can, to reduce the number of miles travelled on our behalf.



# It's just lasered, isn't it?

Every time we hear that, our toes curl up in our boots! There is a misconception that the machines do all the work, that there is no skill or art in pushing a button. But so much more goes into both before and after.

We use a complex range of tools in a piece of graphics software that's taken years to master to meticulously recreate our sketches from scratch.

For pieces that don't have illustrative content, we use carefully chosen typefaces to create typographical art. Selecting the right fonts, appropriate spacing between letters, words and lines comes over 20 years' experience in studying typography. That experience allows us to choose typefaces that convey a message to the recipient, creating an emotional connection to the words; a strong enough emotion that makes them want to buy the piece to present it to someone they love deeply.

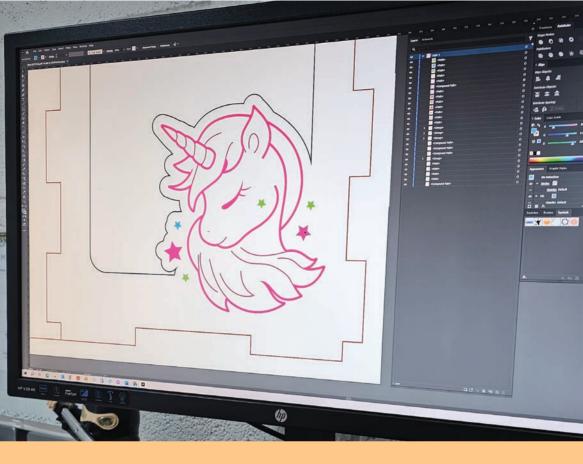
You may see something that looks simply made but there are hours of design, development, tweaking, refinement, love, passion, determination, experience and talent in all the things that happen before the material even gets close to the laser.



### 1. Sketch It Out

The first step is to sketch out the concept and the components of the design. This could be the structure of a box, a pattern or an illustration, a typographical layout, or a combination of all four.

Whatever it may be, everything begins with a good, old-fashioned pencil and paper. Or a napkin. Or the back of an Amazon box!



# 2. The Digital Output

The laser follows instructions from a digital file, so the next step is to digitise the artwork. As you can see from the image above, the artwork comprises of several different colours which the laser reads as separate 'steps'.

We can apply different commands to each step depending on whether we want the laser to engrave at different speeds or levels of power, score or cut the material.



# 3. Selecting The Material

The laser is capable of engraving and cutting a vast range of material. Most of the time, we already know what type of material we'll be using for a project so now it's about selecting the right piece of material.

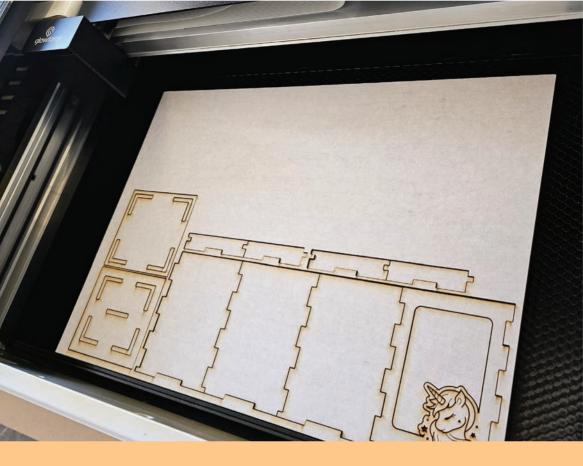
The grain in a piece of wood, for example, varies from one sheet to another and can have a big impact of the final outcome, so we make sure we choose a grain that works well with the design.



# 4. Preparing The Material

For wood, we use a nail buffer to sand down any small fibres to give the surface as smooth a finish as possible.

Once that's done, the raw material is covered in a layer of application (masking) tape to prevent 'smoke bleed'. This is where smoke created when the laser is working is blown across the surface of the material by the fans, and creates smudging. The application tape stops the material from being tarnished.



# 5. The Cool Bit!

Once the material is ready, it goes into the laser. Using the laser's software, we import the artwork for the project and input the instructions for each step of the artwork, in the order that we want the laser to do it......then we press a big blue flashing button!!

We cannot tell you how many hours of our lives we've lost watching the print head zooming up and down, creating something beautiful! It's very hypnotic!!



# 6. And Finally...

When the laser's finished, we remove the project components from the machine and bring them to the assembley bench. The application tape is removed, a process known as 'skinning' and each component is given a final buff with the nail buffer.

If the project requires painting or oiling, that's done first and the components are assembled into the finish project. Et voilà.....





#### **Make Business Beautiful**

We don't know about you but we're fed up with the same old plastic business merchandise! We want something that's interesting, unforgettable, something that gets you noticed and gets people talking!

Scorched offers a plethora of ideas to put you ahead of everyone else, from branded keyrings to beautiful signage and business merchandise that you can be proud of. Stop buying plastic pens, dull notepads and boring business cards and be inspired by our range of business products.

Think about it: an acrylic coaster with your logo etched in, or an engraved wooden card holder that's both practical and stylish. These aren't just items; they're conversation starters. And let's be honest, who wouldn't want to brag about their custom-engraved slate wall sign?

We employ a range of techniques and a choice of different materials to create something beautiful and unique, working with you to help showcase your brand in wood, slate, leather, anodised aluminium, laminates, mirror and glass.

Business gifts, employee awards, sporting trophies, we can help you put the spotlight on your brand for all the right reasons!



# Maverick Creative Ltd Imagine. Design. Create.







Signage

# **Giving Direction**

Our business signage is an elegant way to signpost people to your door, and there are several techniques that we use to best show off your company logo.

#### **Engraving**

Laser engraving brings precision, speed, and creativity to the art of crafting wooden signs. This technique uses a high-powered laser to etch designs and text directly onto the wood surface, resulting in crisp, clean lines and intricate details that are hard to achieve by hand.

#### **Inlay Work**

This involves embedding pieces of contrasting materials into the surface of the wood to create intricate designs. Think of it as a puzzle where each piece fits perfectly to form a beautiful picture or pattern. This technique allows for stunning detail and a rich, textured finish that stands out.

#### **Danish Oiling**

Danish oils are our secret weapon, bringing depth and tone. They penetrate deep into the wood, enhancing its natural beauty while providing a durable finish, nourishing, protecting, and leaving it with a healthy glow. Who knew wood could look so good?

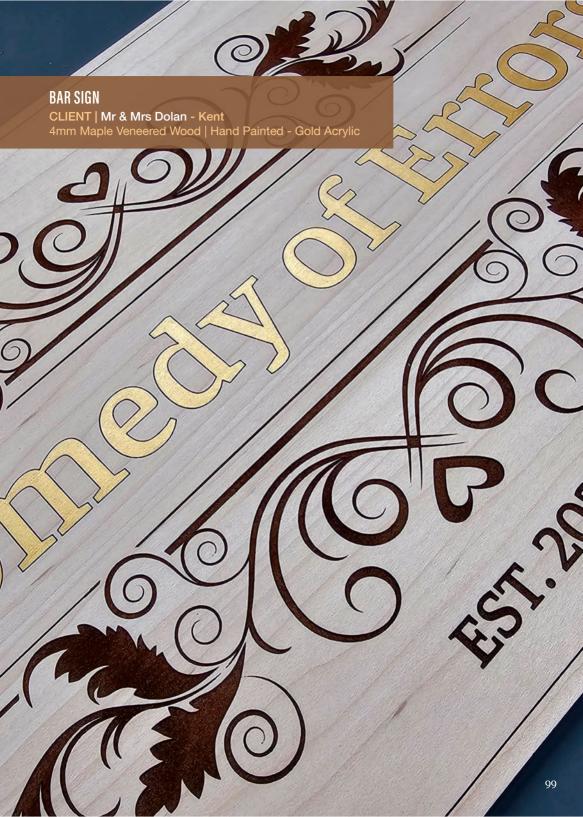
With a range of wood species or colourful acrylics to choose from, it's a beautiful way to showcase your company's identity.

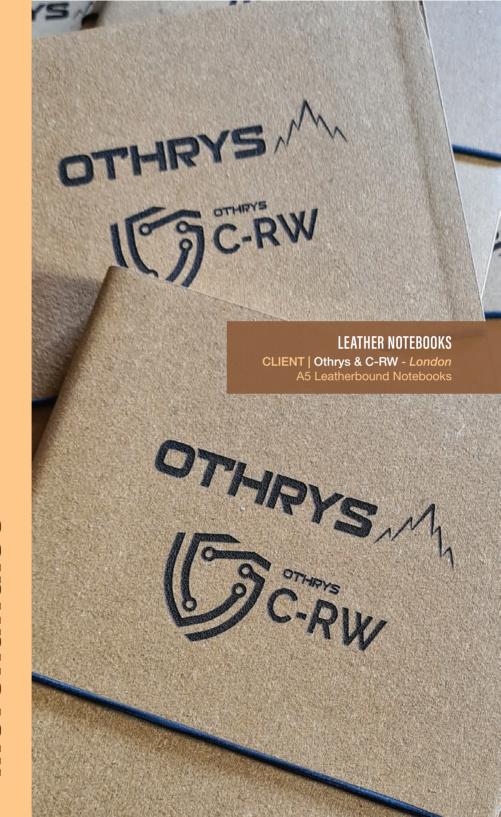






CLIENT | Maverick Creative - Our Workshop & Studio 4mm Poplar-Face Plywood | Hand Painted - Watercolour & Acrylic





# **Giveaways & Displays**

Why hand out the same old boring business gifts when you can dazzle your clients and colleagues with laser engraved wonders? Dive into the world of stylish and sophisticated giveaways that are sure to leave a lasting impression! Say goodbye to tacky and plastic, say hello to gifts and giveaways that scream elegance, sophistication and professionalism!

From leather or wooden-covered notebooks to laser engraved name tags, we use high quality materials, and every item is crafted with precision and care. How about some slate or acrylic coasters that put your brand and strapline on everyone's desktops? Or beautiful wooden business card holders, a perfect blend of form and function.

So, ditch the dull and embrace the extraordinary with our fabulous range of laser engraved business gifts.





Find Us On:





# SCORCHED

Moments, Memories & Milestones "Created with passion. Etched with love."

www.scorchedcreations.com



Nay Nicholas Director of Burning Stuff

Please take one (so long as you're gonna call me!)



.scorchedcreations.com

**DESKTOP BUSINESS CARD HOLDERS** 

CLIENT | Scorched 3mm Birch-Faced Plywood





# **Marketing Is Key!**

Sure, a business card is a tried and tested method of exchanging contact details with your network, and they can come as fancy or as simple as you like. But how many business cards end up at the bottom of a briefcase or desk drawer, only to be forgotten about?

Branded keyrings are the ultimate multitaskers of the accessory world! Not only do they keep your keys in check, but they also moonlight as your brand's biggest cheerleaders. On one side, your company logo shines bright, making sure your brand is always the star of the show. Flip it over, and voilà—a QR code that's basically a teleportation device to your website, promotions, or social media pages. Talk about a keyring with superpowers!

These keyrings are like the Swiss Army knives of marketing. Need them in the shape of a unicorn? Done. Want them the size of a postage stamp? No problem. We can make them in any size or shape your heart desires.

Hand them out at events, slip them into promotional packages, or gift them to clients and employees who will think you're the coolest company ever.

So, why settle for boring when you can have keyrings that are not just practical but also a whole lot of fun?



## **Everyone's a Winner!**

Who doesn't love to receive an award or accolade for hard-earned efforts?! But how that award looks says a lot about the benefactor!

At Scorched, we have created literally thousands of medals, trophies and awards for sporting events, competitions and even dog agility shows!

Sure, a rosette looks pretty but wouldn't you rather give something that's not only memorable but screams quality and is a worthy prize for people who've worked so hard to accomplish the goal?!

Our wooden engraved medals and trophies are very popular, for which we win a lot of repeat business year after year.

As with everything we do here, these can be designed into any shape or size, with as much or as little embellishment as you'd like, you think it, we'll make it.







## **Restaurant Worthy**

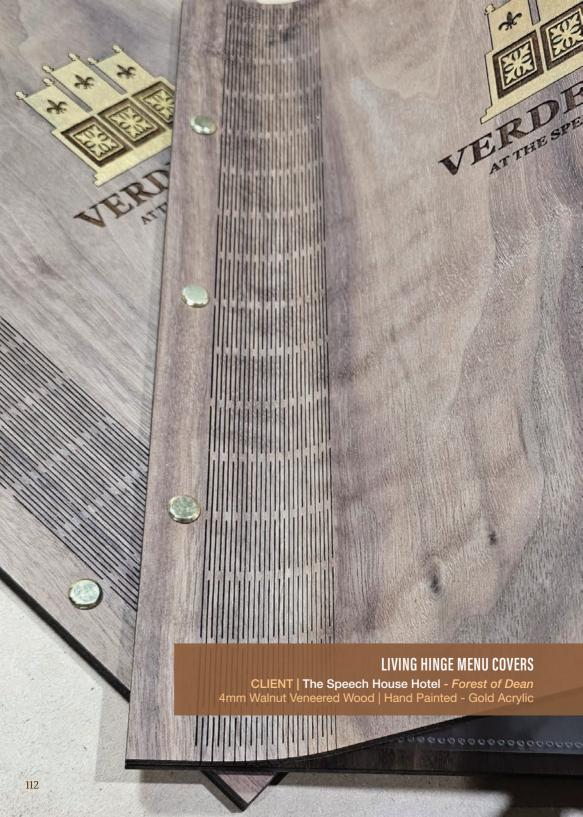
Welcome to the future of dining, where your food signs and menu covers are so stylish, they might just steal the spotlight from your chef's special!

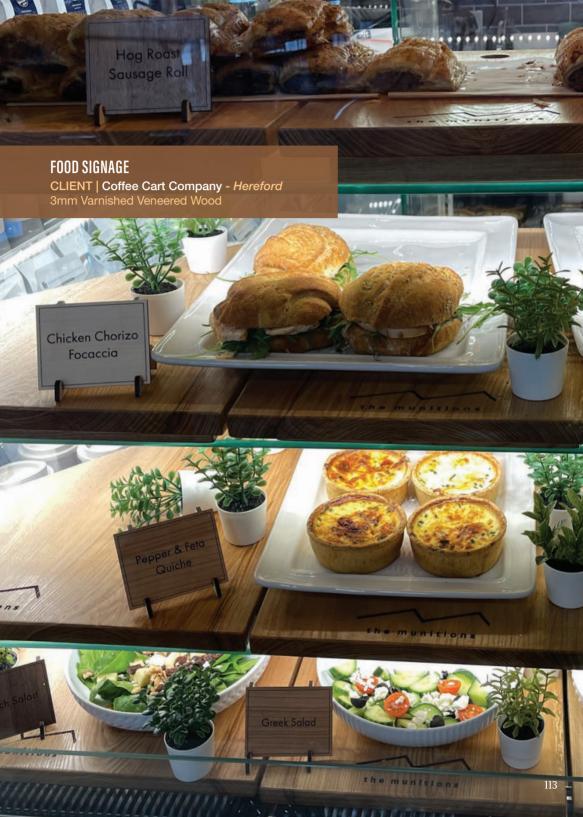
Why Laser Engraved? Because regular signs are so last season. Our laser engraved signs are sharper than your chef's knives and more precise than your maître d's bow tie. They say, "We mean business," but with a wink and a smile.

Our menu covers are not just covers; they're conversation starters. Imagine your guests' delight when they realise the intricate designs are not just printed but meticulously engraved. It's like giving your menu a Saville Row suit – classy, elegant, and ready to impress.

Forget the chalkboards and handwritten notes. Our laser engraved food signs are here to add a touch of sophistication to your buffet. They're so clear and stylish, even your grandma will be able to read them without her glasses.

From table talkers to chalk boards, we can help you elevate your diners' experience before they've even put fork to mouth!







# Senary

Senary is here to turn your precious moments into a stunning piece of wall art that's as unique as your life's journey.

Imagine your memories engraved on beautiful wooden hexagonal tiles that grow and change with you – it's like having a living scrapbook on your wall!

With six different species of wood to choose from, each with its own quirky grain, no two tiles are ever the same. And to make things even more special, every tile comes with its own serial number and date of production. Talk about individuality!

Thanks to the easy-to-install magnetic fixings, you can rearrange your tiles as often as you like – perfect for those of us who love a bit of redecorating now and then.

And the best part? You can personalise many of our pre-designed tiles or go all out and commission a one-off, custom design that's truly personal to you or your lucky recipient. Because nothing says "I love you" like a bespoke piece of art that captures your shared memories.





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3 May D

## Hello you,

Funny isn't it, how life can take so many twists and turns, it feels hard to keep up with it sometimes. Like every family, we've felt it too, an everchanging story that's made us who we are and our lives what they are today.

We wanted a way to capture this; the good the bad and the ugly and everything that's still to come, and so Senary was born.

Each tile is unique, every grain is different and more importantly, they're sustainable and eco-friendly way for you to mark those moments, memories and milestones that mean so much. Whether it's an anniversary, a birth or a death, or perhaps a new job, new home or a quote that inspires you, whatever it is, we've got you (it makes a pretty awesome gift for someone too if we do say so ourselves).

From here, you can build your very own personal piece of history that's just for you. The way we've designed it allows you to evolve your bespoke piece of wall art to take in the Senary of your journey by moving around your tiles as things happen. Don't tell anyone, but we think it's kind of a special way to share your story with generations to come, maybe even pass it over to them so thay can add the next chapter - how cool is that?

So, if you're ready to set off, let's get going and soak up some of your life's beautiful Senary.



#### **SENARY GIFT BOX**

Includes - Tiles & Fixings, Installation Guide Care Guide, Keyring & Seed Paper





SUPERWOMAN But I'ma

MANNY

CLOSE ENOUGH



Harley

Part of the family si 19 May 2012















Why settle for a plain old guest book when you can have a guest book that doubles as wall art? Introducing our fabulous wedding gift: Senary tiles! Let your guests scribble their heartfelt (or hilarious) messages on our special paper hexagons. Then, hang these tiles in your home and relive your big day every time you walk by!

We'll supply you with our top-secret, ultra-fancy paper hexagons for your guests to jot down their wisdom, jokes, or questionable advice. Once the party's over and the confetti's been swept away, just pop those hexagons into the pre-paid envelopes we provide and send them back to us. We'll transform those handwritten\* gems into engraved tiles that you can proudly display.

And because we know weddings can cost an arm and a leg (and maybe a few toes), we've got packages to fit every budget. So go ahead, make your wedding memories unforgettable—and a little bit quirky!



#### SENARY FOR WEDDINGS

An example of the handwritten message with the finished engraved tile





#### SET OF 7 WEDDING SENARY TILES

3mm Varnished Maple Veneered Wood Personalised Centre Tile with Engraved Handwritten Tiles



## What A Showstopper!

While Senary tiles make the perfect gift for family, friends, and loved ones, they can also transform your office wall or foyer into a stunning showpiece that screams, "Look at us, we're awesome!"

Why not celebrate your business successes and achievements with a Wall of Fame? We can create tiles to represent your business awards, company values, clients you've worked with, and, of course, the employees who made it all happen (because let's face it, they deserve a little more than just a pat on the back).

Imagine walking into your office and seeing a dazzling display of tiles that not only showcase your triumphs but also make your competitors green with envy. We've crafted some jaw-dropping Senary installations for businesses both here in the UK and overseas, and they keep adding new tiles to celebrate their latest victories. It's like a never-ending episode of "This Is Your Business Life."

So go ahead, turn your office into a gallery of greatness. Who knew tiles could be so much fun?



Hello, you,

I'm Nay, the Director at Maverick Creative. In fact, Maverick is my middle name – true story (a story I will keep until we meet for a brew one day!).

Part of my 20 years' experience in design was spent working for small businesses across different industries, happily helping to create and develop their brand identities. And then one day, life threw in a grenade!

One of our sons has Down's Syndrome, and that comes with a whole load of hospital visits and therapy appointments, so I chose to start working for myself. It enabled me to work around him and his needs, whilst still following my passion for design. I never thought for a moment that decision would lead us to build this wonderful business over the years where we make people smile every day!

Everything you've seen in this book, and everything you have yet to discover from Maverick Creative has only been made possible by the love and support of my long-suffering soul mate, Ollie, and our beautiful children. They are my drive and inspiration, and they give me endless reasons to smile. So, I would like to thank them for their unwaivering faith in me.

And to all of our maverick clients; past, present and future, thank you for letting us share in YOUR journey.

XX/

/ Javerick

#### A comprehensive list of everywhere you can find us in Digital Land!

#### Maverick Creative



www.maverickcreative.uk
nay@maverickcreative.uk
www.linkedin.com/company/maverickcreativeltd

#### Invisible



www.invisiblegraphics.com nay@invisiblegraphics.com

#### Ow Bist?



www.ow-bist.com nay@ow-bist.com

#### Scorched



www.scorchedcreations.com hello@scorchedcreations.com Facebook | www.facebook.com/scorchedstore Instagram | www.instagram.com/scorchedstore

#### Ok, well, here's the legal bit!

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