

GRASSHOPPER

DESIGN

Publication design and
production services

WHAT WE DO
with some samples



We'll
make it
work

GRASSHOPPER

DESIGN.net

“Many thanks ... the report looks great”

**“Thanks for being
so efficient on this”**

**“It was a great pleasure working with
a professional team like yours. Thank you
very much for working so hard within
the limited timeframe”**

**“Your attention to detail and
commitment are exemplary”**

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introduction

We'll
make it
work

is Grasshopper Design's guiding principle. It is central to what we do, and has to be one of the reasons we can proudly say our customers return over and over again.

Grasshopper Design has been making it work for 24 years, providing design and associated services for print (and digital) publishing, including books, corporate publications and magazines. We also design all sorts of promotional material. We operate nationally, internationally and locally, for organisations large and small.

We offer a wide range of design and publishing skills, and we aim to combine problem-solving professionalism with a flexible, friendly and personal approach. Competitive pricing and excellent value for money complete an attractive package.

We hope we'll be able to help you: please get in touch by email to **enquiries@grasshopperdesign.net** or phone **07759 155097**.

You can find out more at **www.grasshopperdesign.net** and at **www.instagram.com/grasshopperdesign.insta**

Publication design and production services

Design for print and digital

Typesetting

Page layout

Artwork

Editorial and writing

Project management

Print management

EDUCATIONAL PUBLISHERS

making it work...

CHARITIES

RESEARCH ORGANISATIONS

TYPESETTING

LOCAL AUTHORITIES

TRADE PUBLISHERS

ARTWORK

DIGITAL

FEES

PROJECT MANAGEMENT

LAYOUT

BUDGETS

SCHEDULES

MUSEUMS

DEADLINES

We'll
make it
work

CONTRACTS

BOOK PACKAGERS

DESIGN

BRANDING

SMEs

GUIDELINES

THINK TANKS

TYPOGRAPHY

WRITING

PRINT MANAGEMENT

PROOFREADING

MAGAZINES

ACADEMIC INSTITUTIONS

COPY EDITING

DEVELOPMENT ORGANISATIONS

making it work...

These organisations, among others, have helped to keep us in business for the last 24 years.

In many cases our working relationships with clients have lasted 10 years or more.

We hope you'll join the list.

ACE – The Advisory Centre
for Education

The Children's Society

Collins Education

Focus Publishing
(book packagers)

The Health Foundation

The King's Fund

Lakeside Shopping Centre

Marie Curie Cancer Care

National Maritime Museum

Pearson Education

The Prince's Charities
International Sustainability Unit

Ramsgate Town Council

Save the Children International

Save the Children UK

design

We offer a complete design service for all kinds of publications and promotional material, for both print and digital use, as shown by the samples in this section.

Alternatively we can provide just the services you need, fitting into your production process wherever our help is needed. See the following two sections:

▶ typography

▶ typesetting
layout • artwork

Transatlantic Airships

Book design commissioned for **Crowood Publishing** by book packagers Focus Publishing. The brief called for an understated retro look to suit the subject matter. We **designed the cover** and **designed, typeset** and **laid out** the internal pages.

“beautifully designed” SPEEDREADERS.INFO



Rwanda Export Handbook

Laterite, a research and development consultancy based in East Africa, was commissioned to produce this book intended to inform and motivate start-ups and growing businesses in Rwanda.

Grasshopper Design did the **cover** and **page design, layout** and **typesetting** of the 184-page book, and drew the **maps** and other **artwork, graphs and infographics**.

We supplied both print and digital versions. To allow for future local printing options the colour scheme was designed to print equally well in colour or black and white.

CASE STUDY
Rules of Origin in Practice - Exporting Jam within COMESA

If you want to profit from COMESA trade agreements, your goods must be developed for a COMESA country and at least 30% of your product's total value must have been created in Rwanda. To make things easier, cumulation rules apply. This means that if parts of your product or product inputs come from another COMESA country they will be counted as originating from Rwanda.

Input	Country of Origin	Costs per jar of jam	% of total value of product
Peppercorn	Rwanda	RWF 150	10%
Mango	Uganda	RWF 400	28%
Lime	DRC	RWF 50	3%
Sugar	Nigeria	RWF 120	7%
Packaging	Dubai	RWF 400	28%
Preparation + fixed costs	Rwanda	RWF 200	14%
Total production costs		RWF 1,320	
Profit margin (10%)	Rwanda	RWF 132	9%
Sales price per jar of jam		RWF 1,452	

As you can see, only 23% of the total value is created in Rwanda (5% preparation and 18% profit margin). About 35% of the product's value (i.e. its sales price) originates from non-COMESA countries, Nigeria and Dubai, i.e. This means that you cannot export this jam to other COMESA countries.

2.5.4 Exporting to the EU
2.5.4.1 About the European Union
The European Union (EU) is a political and economic partnership between - currently - 28 European countries. The EU was created as an economic union in the aftermath of the Second World War (1939-1945), but developed into a political union, coordinating matters such as humanitarian aid, security and foreign policy.

Figure 5: Map of the European Union

Member countries
Non-member countries

For trade and exports, the most important feature of the EU is its common market. Within the EU's single market the free movement of goods, services, capital and persons is guaranteed. The EU also has common technical standards, product labelling and packaging requirements, rules on consumer safety, standards for pharmaceutical and cosmetic products, motor vehicles and construction materials. You can learn more about the EU online: www.eurpea.eu

2.5.4.2 Tariffs and customs arrangements: EBA Agreement
The EU's updated General Scheme of Preference is valid since January 2014. Under this scheme, Rwanda is treated as a Least Developed Country (LDC), meaning the Everything But Arms (EBA) agreement applies. Under the EBA,

The Export Process: Costs and Timelines

1 Getting Ready to Export

This section will walk you through the essential steps to getting started with exporting. From registering your business to getting finance, assessing risks and addressing them.

1.1 Steps to Take

- 1 Integrating exporting into your business plan (see page 26 for essentials of writing a business plan).
- 2 Registering your company (page 31) and getting clearance for your investment (page 32).
- 3 Registering as an investor (page 22), exploiting export-oriented business promotions through registering in a Special Economic Zone (page 38) or using a bonded warehouse (page 39).
- 4 Secure finance (for domestically available options, see Chapter 1.7).
- 5 Assess your risk and get insurance against crucial risks (Chapter 1.8).

Step 1: Getting Ready to Export

- Costs:** Registration Costs: RWF 350,500; Interest rates (bank); Insurance and Transport Insurance Costs; Bank Guarantee; VATS fees.
- Time:** 1-14 days.

Step 2: Getting to Know Your Market

- Costs:** Desk Research and Visit; Commissioned Studies; Free Help from RDS, LAC Trade Desk.
- Time:** 1-30 days.

Step 3: Getting Certified

- Costs:** RWF 0-2000 (more for internationally accredited certificates).
- Time:** Several weeks-months.

Step 4: Getting Your Goods Ready and Cleared

- Costs:** RWF 500- RWF 8,000; + RWF 7,000 for clearing agents.
- Time:** 1-5 days.

Step 5: Getting Your Goods Shipped

- Costs:** Packaging Costs; Labelling Materials; Transport (minimum RWF 2,000,000 to land/sea port).
- Time:** 2 days (minimum depends on destination).

4.8.1 Product/Sales packaging and Product labels

This refers to the packaging (carton, plastic, foil) of your product, as it will be displayed for sale. Countries and retailers often specify which information (e.g. nutrition information per 100g) or images also must be printed on the package. There are also rules applying to how you can name your product and the claims you can make about it. For example, for most products US legislation requires you to name the ingredients making up the majority of the product first. If you sell juice that consists of 80% apple juice and 20% mango juice, you need to call it "Apple and Mango Juice" rather than "Mango and Apple Juice" or "Mango Juice".

To find out about the exact requirements applying to your product, get in touch with your lawyer, trade association or the relevant commercial attaché. To ensure that your product will be marketed, it is essential to take details such as whether plastic wrapping is required, stick-on labels are accepted and certain package print colours permitted into consideration.

In addition to complying with requirements, you might want to invest some time and funds into producing professional and aesthetically appealing labels and packaging. There is evidence that packaging and labelling influence consumer buying decisions, especially in the case of food products.

Getting packaging and labelling right pays off

Apart from facing obstacles to accessing markets, there are local consequences if you wrongly label a product or package in a way that does not comply with regulations - knowingly or accidentally. Many countries, especially in Europe and North America, have strict enforcement mechanisms that allow consumers, businesses and government agencies to sue producers that wrongly label or package their products. Damage claims and legal penalties often amount to sums that bankrupt producers.

Sourcing High-Quality Packaging and Labels

"They think they are innovative (about their packaging), but they are not", explained a BDC consultant when asked about the main obstacles to success that Rwandan companies face marketing their products abroad. According to the consultant, compared to internationally and regionally marketed goods, Rwandan producers' packaging is often low in quality. This increases the risk of damage to the goods. Secondly, low quality packaging renders products less aesthetically appealing to customers.

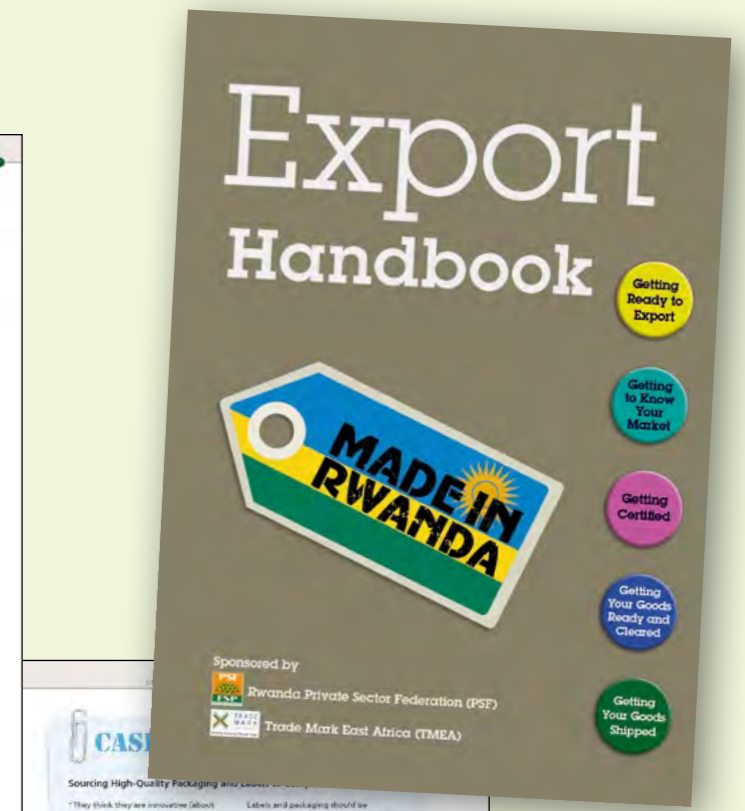
Sourcing materials and machinery
Kigali-based development manager agrees. She laments that it is hard to find companies that can design and print professional-looking labels. Professional labels are necessary to establish a good brand image.

Figure 7: Example of innovative packaging.

The packaging is distinctive, keeps the product safe and is visually appealing.

Figure 8: Example of bad packaging.

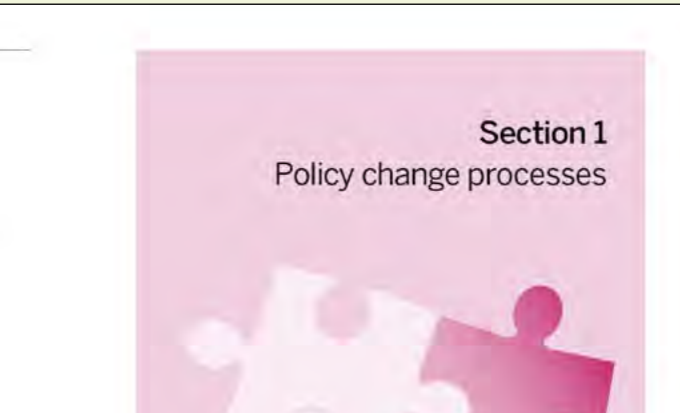
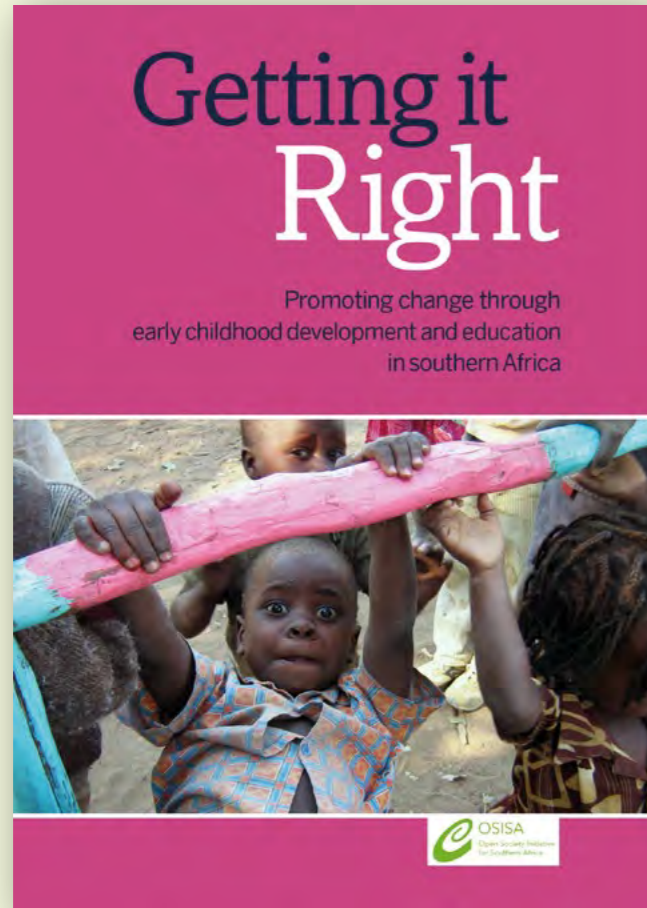
The product is packaged in a wasteful way. The packaging does not reduce risk of damage and does not prevent the product in an aesthetically pleasing manner.



Getting it Right

Commissioned by international philanthropic organisation **The Open Society Foundations**.

Grasshopper Design did the **cover design, page design, layout and typesetting** of the book.



Maritime Heritage

Binnacle Publishing conceived this quarterly magazine for enthusiasts and professionals in the international maritime heritage field. Grasshopper Design did the **design, layout** and **typesetting**, some **editorial work** and the **print management**.



ASSOCIATIONS

RAISING STEAM

Peter Hollins looks at the European Steamboat Federation, dedicated to acting on behalf of marine steam throughout Europe.

Anyone on familiar terms with the present-day steamboat fraternity will probably agree that, paradoxically, most true steamboatmen are sailing men at heart! After all, the two systems of propulsion have various characteristics in common. Unlike modern power packs, for example, the effect of wind on canvas and that of piston on crank are patently clear for all to see and understand; their technologies as tested and expressive as the flying buttresses of a Gothic cathedral. Both were labour intensive and each generated graceful and easily driven sea-kindly hulls to compensate for the low power/weight ratios of their motive systems.

So it is entirely fitting that the two bodies set up in recent years to protect the interests of vintage sail and vintage steam respectively should set about their tasks in the closest cooperation despite differences of approach and funding. First, in 1994 came a Danish initiative, the European Steamboat Federation, ESF for short, which currently has 11 member organisations representing some 12,200 tonnes displacement of steam vessels operating within the European Union. To this, for pragmatic reasons, have been added Norway and Switzerland, both of which maintain significant examples of the art and science of steam propulsion.

One year later was established the Common European Maritime Heritage Congress, whose constitution embraces both sail and steam. It must be said, however, that the interest of its members is rather more heavily weighted in favour of sail although in practice this makes for an easier relationship between the two organisations, which are, of course, still young and evolving. Only time will show whether the present separation or a merger of the two bodies will serve the cause better in the long run.

The ESF had been born as the result of a much publicised difficulty that had threatened the very existence of preserved steam railways. A proposed EU directive would have required all hot surfaces in steam locomotives to be shrouded, a technical impracticality as was quickly pointed out. Those opposing the idea of European Union made much of the problem but common sense ruled and the directive now merely requires all locomotive crews to be equipped with

John Balthrop: The Steamship, 1971



John Balthrop: The Steamship, 1971

John Balthrop: The Steamship, 1971

John Balthrop: The Steamship, 1971

MARITIME ANTIQUES

BUOY, GUN AND KEEL: THE BOATSWAIN'S CALL

Rina Prentice looks at the history of an ancient maritime instrument



With silver call on deck he stands
Winds it, make haste, aloft more hands.

John Balthrop: The Steamship, 1971



John Balthrop: The Steamship, 1971



John Balthrop: The Steamship, 1971



John Balthrop: The Steamship, 1971

Ramsgate Town Centre Christmas Promotion

Ramsgate Town Council's Town Promoter commissioned this series of promotional leaflets, flyers and posters for Christmas 2016.

We contributed **writing, designed, typeset** and **managed the printing** of all components.

We also created a range of social media resources for this project, and an experimental customer-modifiable Wordpress website.



Ciao Bella Jewellery

Grasshopper Design has been the sole **design** supplier for this jewellery retailer since they started trading in 2014.

We have produced a wide range of work for the company including logo and branding development, website design, press and online advertising, flyers, brochures, stationery, point of sale graphics and exhibition material.



PRINT MATERIAL



WEBSITE HOMEPAGE: PHONE AND TABLET VERSIONS



PRESS ADS: 1/6 PAGE AND FULL PAGE A4



typography

One of our specialisms is designing the text components of a publication: the typography.

We can do this as part of a complete design package or as a separate service. For example we can create fully stylesheeted InDesign templates for typesetting and layout elsewhere, or for combined editorial and typesetting work.



The Garden DIY Manual

Text design project for **Focus Publishing** on behalf of their client, **Parragon Books**, for publication in the UK, USA and Canada

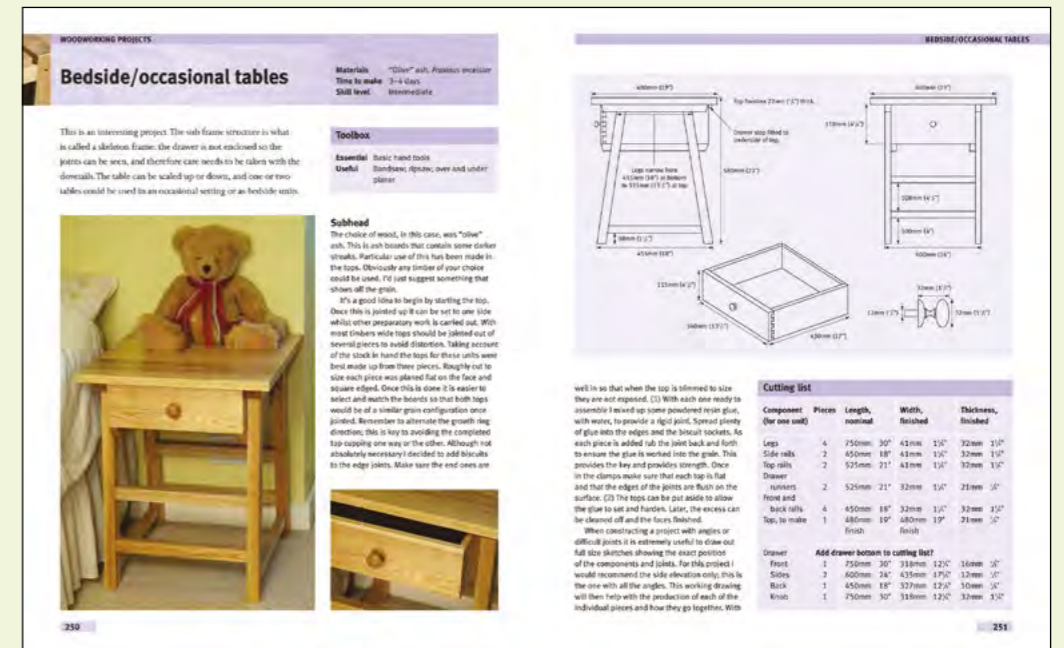
We developed the **typography** and **page design** for the book, and **created page templates** for the packager to write into, typeset and illustrate.



The Woodworking Manual

Text design project for **Focus Publishing** on behalf of their client, **Parragon Books**.

We developed the **typography** and **page design** of the various types of pages, in 'inspirational', 'instructional' and 'reference' sections, and **created page templates** for the packager to write into, typeset and illustrate.



typesetting layout artwork

Often we are asked to produce publications to match an existing style, either using a supplied design template or following a set of brand guidelines.

Our experience and skills enable us to work creatively within limited options, to typeset, lay out and illustrate all sorts of publications to be identifiably part of an organisation's branded communications output.

We can be trusted to deliver the high speed and efficiency that are often particular requirements for work like this.

Tropical Forests; A History of the International Sustainability Unit

The Prince's Charities International Sustainability Unit

commissioned these two reports, for which we provided **typesetting, page layout** and **print management**.

The 120-page and 150-page reports were produced on very tight schedules – **3 days** from manuscript to final PDF in the case of *A History*.



Tropical forest sequestration

Interest in sequestration has surged in recent years, both in the scientific and policy communities. Recent studies suggest that the existing stock of CO₂ absorption within primary and secondary tropical forests is providing a vital mitigation service, removing 1.2-1.8GtC annually, and that accounting for 10-15% of carbon mitigation potential. Sequestration would increase if deforestation and degradation were reduced.

Estimates of removal of atmospheric CO₂ (sequestration) through growth in tropical forests (the soil component not fixed in all major studies here, in general) these do not attribute the results of sequestration to particular causes. While these are understood in the broad sense, data to enable analysis of sub-categories were not available until recently. The estimates by Grace and Houghton (see Table 5) indicate that this challenge is beginning to be addressed. Further contributions along these lines are likely in the near future as research builds on the Houghton map¹ and the IRI's² assessment carried out by Greg Asner and others.³

	Grace et al. ⁴	Houghton ⁵
	GtC % of total	GtC % of total
Secondary forest (primary)	1.11	14.01
Primary forest growth	0.17	38.49
Net with additional forest plantation	0.28	13.00
Regrowth after industrial forest harvest	0.45	38.30
Regrowth after deforestation harvest	0.19	12.59
Regrowth after shifting cultivation	0.36	47.90
Deforestation	0.02	1.90
Total	1.85	1.17

Summary points

- More progress has been made in data than is generally recognised, particularly on the supply side, through the development of REDD+ technical capital and capacity building.
- A targeted, landscape-scale and jurisdictional approach could deliver effective outcomes that meet REDD+ objectives.
- Synergies between REDD+, supply chains and restoration could improve outcomes and catalyse greater finance flows.
- Advances on these issues will not be sufficient without a significant and legitimate increase in the REDD+ finance provided by donor countries and continuing improvements in the enabling environments of transition economies.
- The potential contributions of a range of mechanisms and instruments that work to stimulate demand should be evaluated, recognising that the overall financing strategy will need to be a consortium of approaches, within which leveraging private as well as public sector funds will be a priority.

Introduction

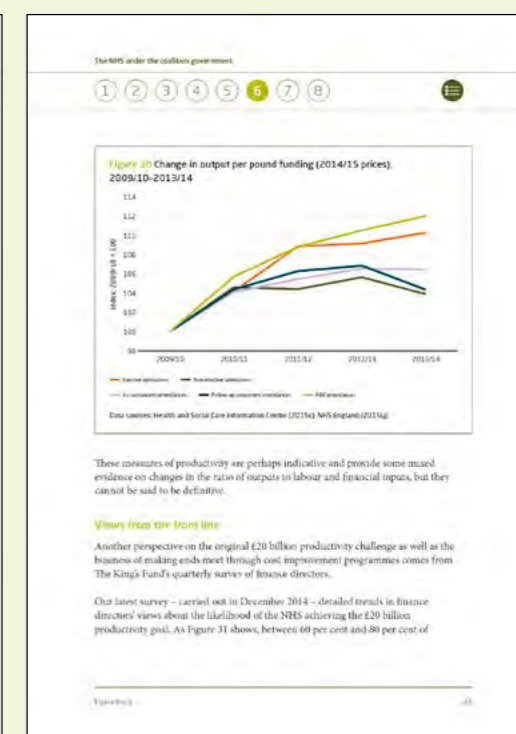
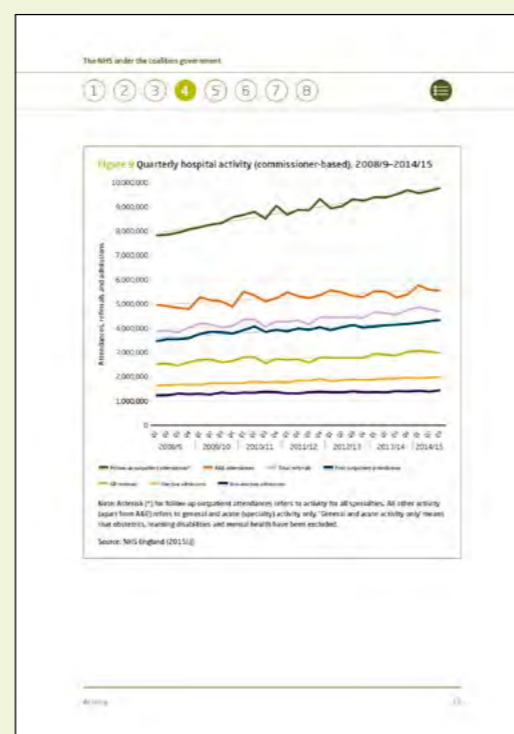
REDD+ is a response¹ to the under-realisation of tropical forests, it is an effort to create a financial value for the carbon stored in forests, offering incentives for developing countries to reduce emissions from forest lands and invest in low-carbon paths to sustainable development.² Originally conceived of as a means to incentivise reductions in emissions from tropical deforestation,³ REDD+ later shifted to encompass fire risks, reducing emissions from deforestation and forest degradation and the role of conservation, sustainable management of forests and enhancement of forest carbon stocks in developing countries.⁴

The NHS Under the Coalition Government

The King's Fund researches and advises on English health and social care topics. Grasshopper Design has had a long working relationship with the organisation.

This 70-page report is one example of our work for The King's Fund. It contains 13,000 words of text and 35 specially-drawn figures and we completed it in less than three weeks.

- **typesetting** into client's page template
- **graphs redrawn** in brand style and colour palette
- for **online version**, navigation features in pages activated and references in text linked to internet URLs
- **print version** also prepared



Musicals

Commissioned for **Dorling Kindersley** by book packagers Guy Croton Publishing Services. Using supplied templates, we **typeset** and **developed page layouts** for one-third of this 360-page large format book.



Still Left Behind?

48-page report: one of many we have produced for **Save the Children UK**. Grasshopper Design did the **cover and page layout** (aligned to strict brand specifications), **typesetting** and **figure artwork**.



CHILD MALNUTRITION

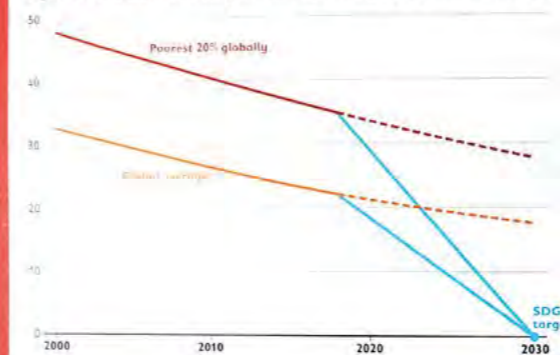
SDG Target 2.2: End all forms of malnutrition

Indicator 2.2.1: Prevalence of stunting among children under 5

THE GLOBAL PICTURE

On current trends, 119 million children will still be stunted in 2030, with children in the poorest households at 58% higher risk

Figure 4 Prevalence of stunting, or low height for age (% of children under 5)



Data: Save the Children calculations based on UNICEF/WHO/World Bank Joint child malnutrition estimates 2018, DHS/MICS, and other sources (see Methodology Paper). Dotted lines indicate projections.

- No country is on track to eliminate child stunting in all segments of society by 2030.
- 32% of children who are stunted are in the world's poorest 20%.
- Inequality is growing: the poorest children are 58% more likely to be stunted than the global average and this is unlikely to change by 2030.
- Eliminating this wealth gap could prevent 40 million cases of stunting by 2030.
- A ten-fold increase in progress is needed for the poorest 20% to reach the SDG target by 2030.

THE NATIONAL PICTURE

Will the furthest-behind groups meet the SDG target and converge with the national average by 2030?



Analysis of convergence rates is based on 57 countries where sufficient data are available, representing 52% of children aged 0-4. Groups include poorest 20% and rural areas. Data: DHS/MICS

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Malnutrition among children is a critical indicator of poverty and inequality, offering insights into whether children's basic needs have been met in their early years.³⁵ Tackling malnutrition is important for spurring progress across a range of SDG targets, with an impact on children's chances of survival, of achieving good learning outcomes at school and of future economic prosperity.

In the world today, nearly a quarter of all children under five – 151 million³⁶ – are stunted. 51 million children under five are wasted, the most serious form, which can kill in just a few days. Meanwhile, 38 million children under five are overweight.³⁷ Many countries now face the twin challenges of undernutrition and obesity, known as the double burden of malnutrition.

Nearly half of all deaths in children under five are linked to undernutrition, contributing to the death of 2.5 million children every year.³⁸ These mostly occur in low- and middle-income countries. At the same time, rates of childhood overweight and obesity in these same countries are rising.³⁹

The 2017 Global Nutrition Report shows that for each of the 2025 World Health Assembly targets, often used as a measuring stick for overall progress on SDG 2, there has been very limited improvement, or in some cases, regression.⁴⁰ Most notably, we are

significantly behind schedule on stunting, wasting, anaemia and child overweight.

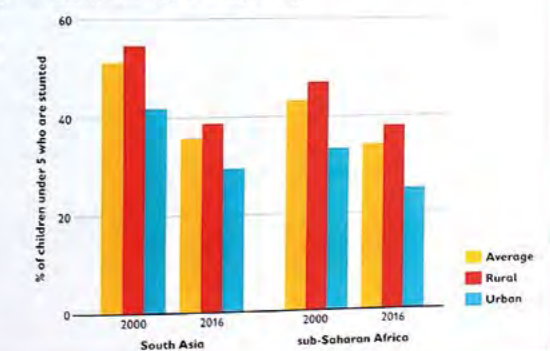
This is concerning enough. But when we dig beneath the surface, we see that malnutrition disproportionately affects particular groups of deprived and marginalised children, including those who are discriminated against on the basis of wealth, geographical location, disability and ethnicity. A third of children affected by stunting are in the poorest 20% of the world's population. These children are 58% more likely to be stunted than the global average. Perhaps more worryingly, there is very little sign of convergence, with progress for the poorest children continuing to lag behind. Reductions in stunting among the world's poorest 20% need to accelerate ten-fold to reach the SDG target by 2030.

Looking at national-level trends, in 68% of countries in our sample there is either no overall progress or no convergence between the national average and

BOX 8: THE RURAL CHALLENGE

Children living in rural areas of South Asia and sub-Saharan Africa – the two regions of the world with the highest stunting rates for children under five – are more likely to be stunted than those growing up in urban environments.

Figure 5 Children in rural areas are more likely to be stunted
Prevalence of stunting, or low height for age



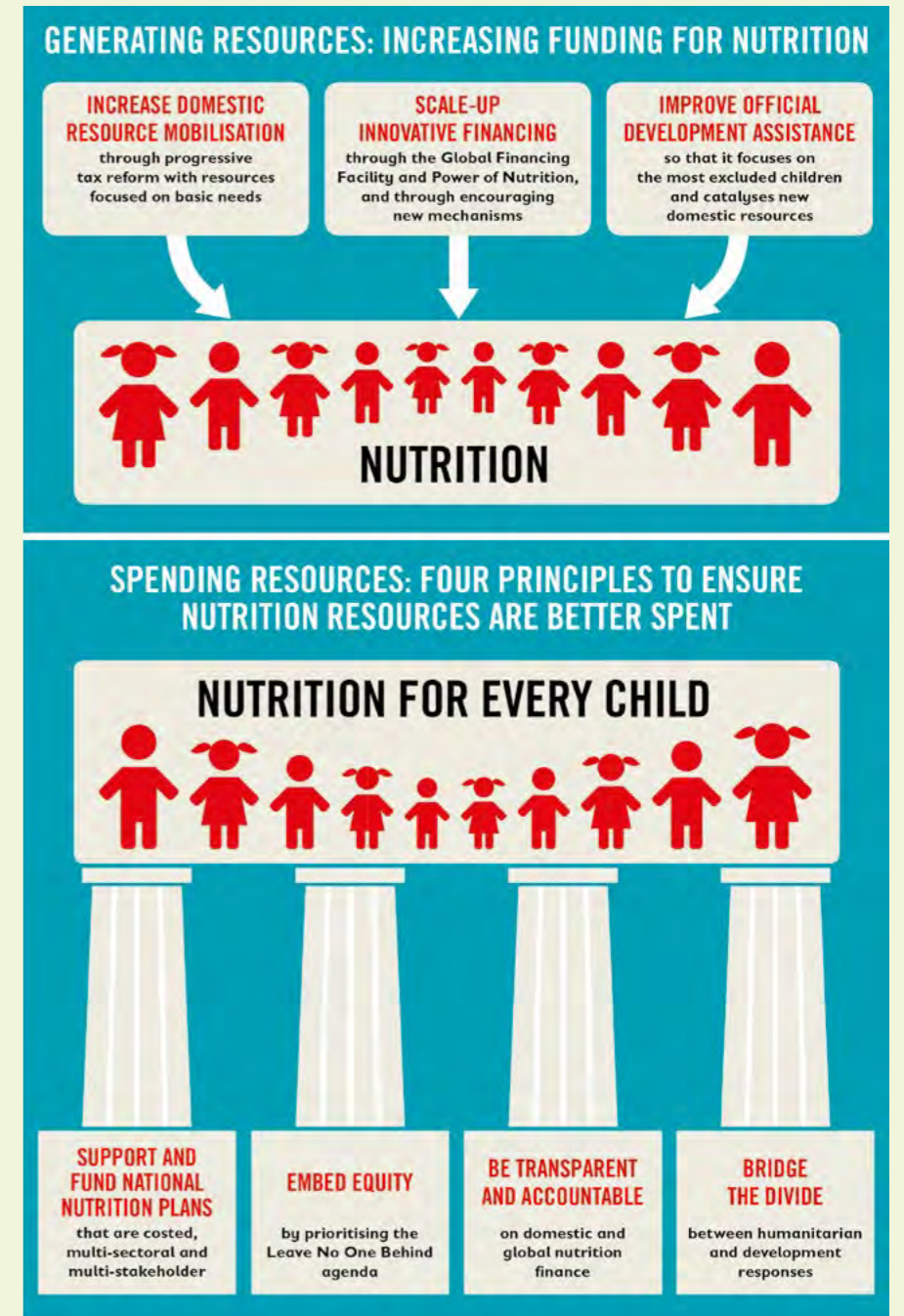
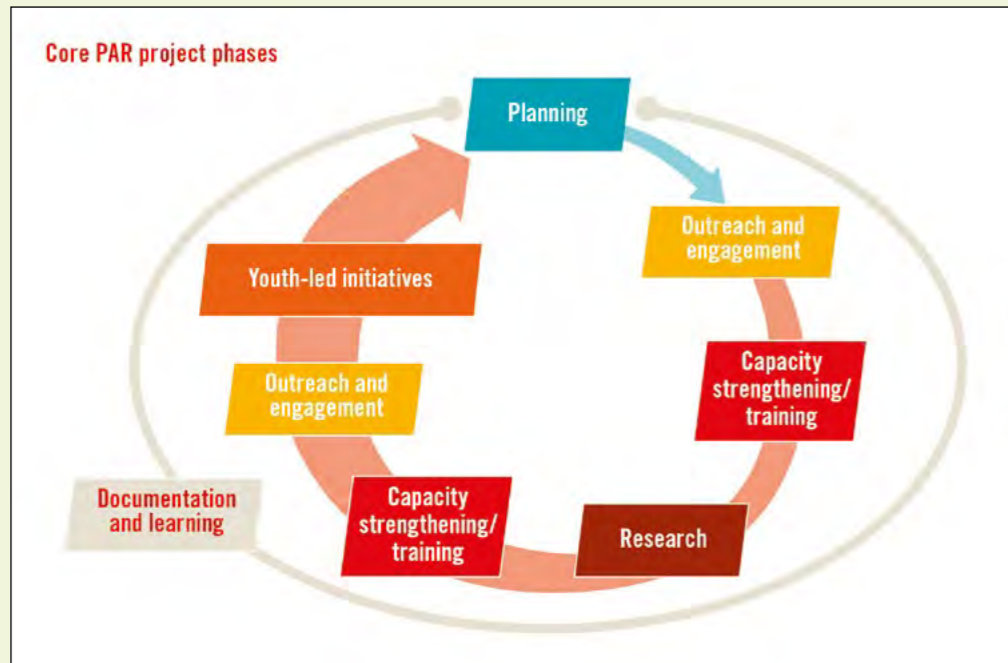
Data: UNICEF/WHO/World Bank, DHS/MICS

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Artwork

We are regularly asked to design and produce **figure artwork** such as graphs, maps, flowcharts and infographics as part of our typesetting and layout work.

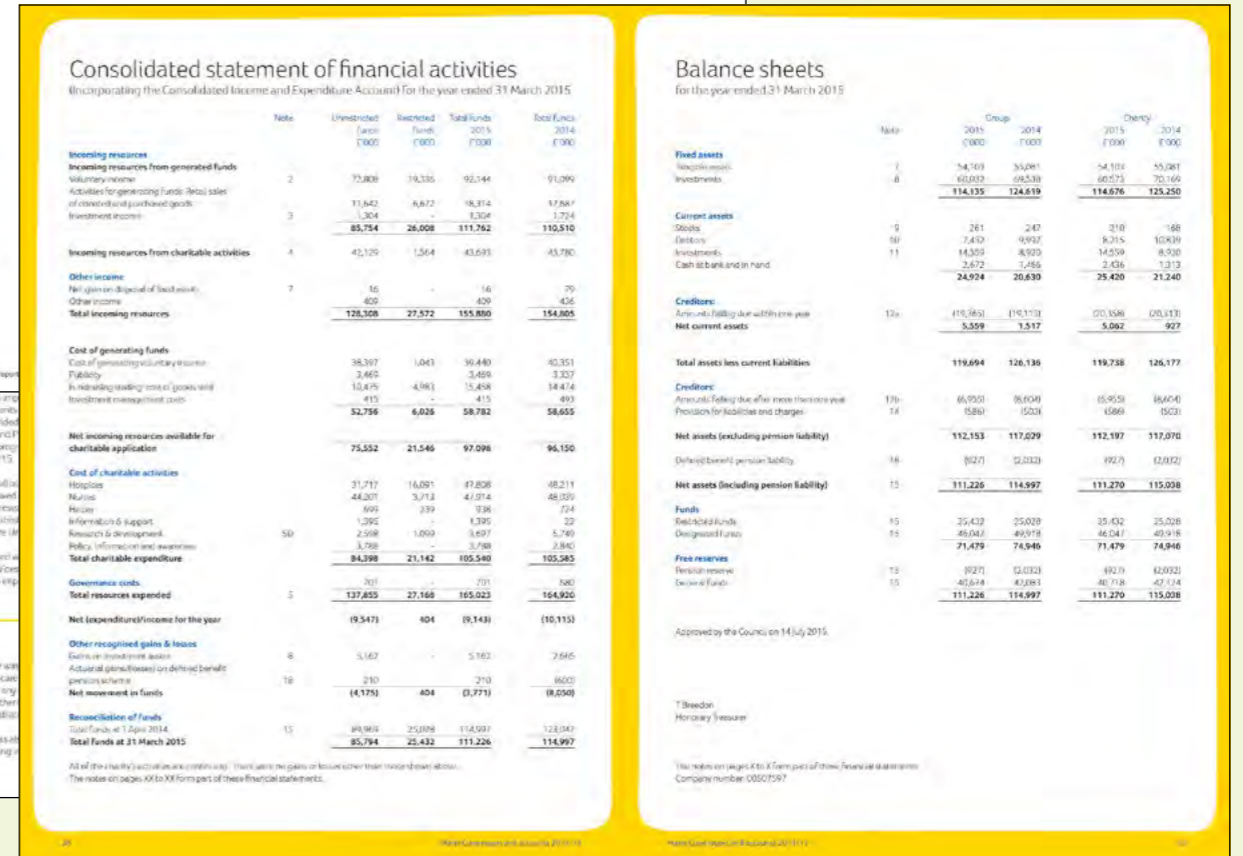
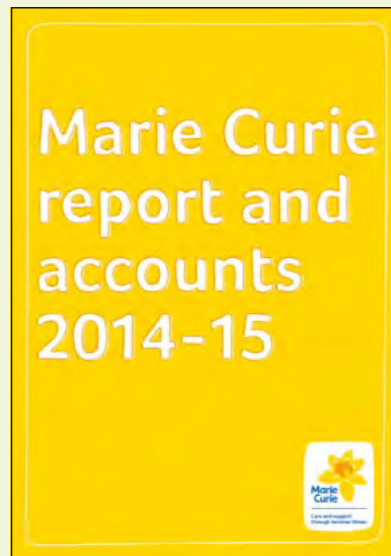
These examples are from **Save the Children** publications and have been designed to follow their strict brand specifications.



Annual Report and Accounts

For **Marie Curie Cancer Care**. Grasshopper Design provided **typesetting, page layout** and **figure artwork**.

We have produced annual reports and accounts for several clients. We are comfortable working at corporate level and with complex financial material.



other services

We can provide many additional services through our network of trusted specialists, including:

- writing and editing
- copy-editing and proofreading
- project management: scheduling, sourcing and managing other suppliers etc.
- print management

Please get in touch to discuss how we can help you.

“You are definitely our first choice supplier!”

**“Thank you for making sense of it all.
Brilliant work”**

**“Love it! Excited to see the rest
of the book take shape”**

**“Thanks for all you have done ...
Terrific effort, much appreciated”**

**“Thanks so much for keeping
this all on track”**

“Fantastic. Thanks, you’re amazing!”

The quotes on this page and elsewhere in our promotional material are genuine, unsolicited comments from customers. We thank them too for their enthusiastic support.