

The Garage



The Garage is a lively cultural venue in the city centre of Norwich. Offering a varied programme of creative activity ranging from workshops to residencies, projects and regular classes. There are activities for people of all ages, abilities and backgrounds but their special focus is young people aged 8-25.

The Garage venue is a resource for the community and as such, many other organisations enjoy delivering their activities there. They range from large formal establishments to smaller charities, voluntary community groups and individual artists

and practitioners. They aim to help groups to take advantage of their specialist facilities and enjoy being part of a lively creative community.

ETT Brand Delivery have worked with The Garage to deliver contemporary literature ranges designed to engage the young creative community, branding exercises to take the brand across many types of media application as well designing and building an innovative website via sister company Affinity New Media.



Contemporary and stylish literature designs to engage the creative community.



The client needed design that matched the aspirations of its main user groups.



Branding extended across a full stationery range.



Publishing regular programmes of events involved close client liaison with strong agency account management.



ETT Brand Delivery produced a clear set of brand guidelines that the client could use both internally and as a guide to external third party suppliers to maintain brand integrity.



Innovative and contemporary design reflects the dynamic content matter.

case study The Garage



Contemporary dance...



...through to the theatre are all part of the Garage.



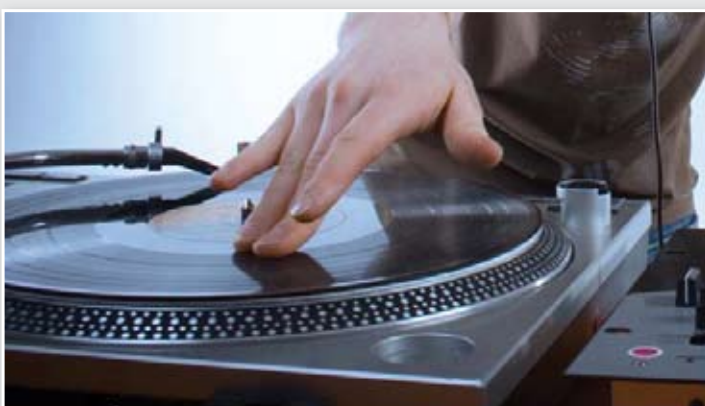
A dynamic on-brand web presence was produced by sister company Affinity New Media.



Evocative imagery required high quality photography.



*Individual and eclectic –
The Garage caters for a thriving
creative community.*



Fantastic subject matter to challenge our team of young designers.



Possibly one of our coolest clients to work with!

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