

# Impact Report

April 2022 - March 2023





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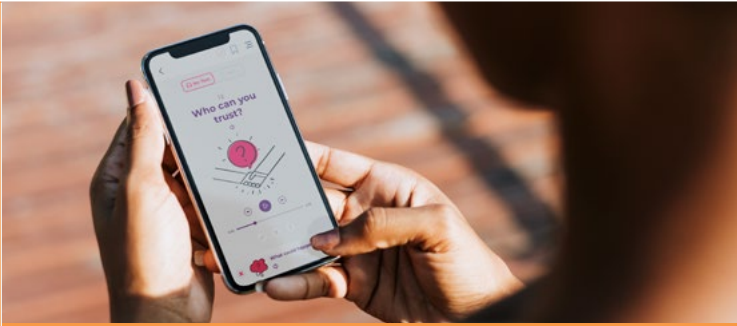
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# A message from our founder

What a year it has been. It's our fourth year in business and our biggest one to date. There are so many positives to talk about, but it would be remiss not to acknowledge that it's also been a challenging year.

We are still carrying the physical and mental scars of a global pandemic, along with an economic downturn, and living daily with the evidence of climate change. Yet the collective positivity and determination from the team in such a troubling landscape means it really has become a year of "in spite of".

We've grown in size, signed up to even more pledges to use our business as a force for good, and pushed further with one particular accreditation that was the catalyst for our very existence, all while continuing to create the impact our clients need to change the world.

So, let me start by saying thanks. Thanks to all of our clients that believe in us and our desire to bring change, and special thanks to the team, whose unwavering positivity and enthusiasm, in spite of all the challenges we face, never fails to fill me with pride and admiration.

Happy 4th birthday to us. We offer an industry role that we know is necessary, but one we are incredibly proud and privileged to continue to uphold.

—JB.







# Our desire to bring change

## We exist day-to-day to help create the impact brands need to change the world

But, what does this mean? At our core, we focus on maximizing the impact of individuals and companies whose values align with ours. We proudly collaborate with diverse organizations, such as B Corps, NGOs, change lobbyists, and charities, all dedicated to creating a better world.

Our meticulous client selection process ensures alignment with our principles. Each project we engage in is carefully evaluated for its potential to drive meaningful change, be it social, environmental, or community-focused.

We try to continuously evolve and improve all aspects of our business, reflecting our commitment to sustainability, ethics, and social responsibility, while ensuring the well-being of our team through fair and sustainable pension plans.

### How do we measure this?

Below are a selection of the certifications we've signed up to, and what they stand for.



Ecologi exist to create simple and impactful climate solutions for our planet. They're on a mission to inspire and empower businesses to accelerate global climate change.



Better Business Act is based on the premise that the 'triple bottom line' approach to business is the only solid foundation for a sustainable economy.



Design Declares is a growing group of designers, design studios, agencies and institutions here to declare a climate and ecological emergency.



Clean Creatives brings together leading agencies, creatives, and their clients that decline work with the fossil fuel industry.



The Living Wage Foundation is a campaigning organisation in the United Kingdom which aims to persuade employers to pay a living wage.



# A year of change at a glance

**WE COMPLETED**  
**150**   
**PROJECTS**

**10%**  
**DONATED**  
We donate 10% of our profits to charity at the end of each year.

**Joining more pledges to hold us accountable**

We signed the Clean Creatives pledge to not work for fossil fuel polluters showing our commitment to a sustainable future for the creative industry.



**DESIGN  
DECLARES**

**9  
DAYS**

Every employee receives an annual paid charity day. Last year, we volunteered for nine days. In 2022, we helped at a local community garden, and in 2023, we organised donations for the Dorset Children's Foundation.

**Team days**

From visiting our local arts centre to see BANFF film festival, to an evening indulging on vegan food at Kara's Vegan Supper Club.



**£1930**

**We collectively raised over £1930 across three charities**

Each year team members are given the opportunity to do some additional fundraising for their own chosen charities. Last year John, Amie and Lisa individually completed challenges to raise money for **Mind**, **Dorset Mind** and **EHE Rare Cancer Charity**.



# Our small but mighty team



Our **Living Wage Foundation** accreditation ensures we pay above the individual and family living wage. This not only supports our employees' basic needs but also empowers them to thrive in their personal lives. Our dedication to our team's growth and happiness is further reflected in our comprehensive set of policies used to protect and develop our workforce.

A significant aspect of our focus lies in the career development of our employees. To achieve this, we have structured individual objectives into three essential categories.

- **Align employment objectives with business goals for overall organisational success.**
- **Foster world-positive work to empower employees in making a meaningful difference.**

- **Invest in personal development objectives to nurture team members' potential within and beyond the company.**

Creating a positive and inspiring work environment is a core studio value. To bring this vision to life, we have dedicated a specific budget towards enhancing our workplace.



Left: With proceeds going to UNICEF Ukraine, this limited edition typographic screenprint by Sarah Boris was a must have.







# 25% TEAM GROWTH

Last year, our studio took a significant step forward by expanding our team and welcoming Ruth as Senior Designer, who shares our vision and passion for positive impact.

# 79 HOURS SPENT ON LEARNING

Over the last year we've spent more than 79 hours on the team's Learning and Development.

This has included visiting lectures at the Arts University Bournemouth to creating internal presentations for the team to learn and develop from each other.

The DO Lectures are an encouragement network for the creative underdogs. Their goal is to inspire and help individuals to reach their potential.

This is just one example of the content we purchase that can be accessed by all members of the team.

# 11 HOURS SPENT ON LECTURES

# Building our studio culture

## We set aside budget to enhance our workplace

A core studio value is fostering a positive, inspiring work environment, achieved through purchasing art and homeware that benefit good causes. This ranges from a Smiley lamp to a limited-edition screenprint, with proceeds supporting UNICEF Ukraine.

# 6.8 WEEKS ANNUAL LEAVE

We increased annual leave from 20 to 25 days, Exclusive of bank holidays. For full-time employees, this totals 34 days or 6.8 weeks. Birthdays and volunteer days provide additional time off.

## Ethical Finance

We transitioned to ethical pensions and banking, which invest in companies with positive records on human rights, fair labour, fair trade, with no harm to the environment.





## Addressing modern slavery and improving global supply chain conditions

Working with **Fifty Eight**, we were tasked with updating their **Just Good Work** app – a free interactive mobile app, giving job-seekers and migrant workers free, critical information and advice for everything needed on the journey to work, from recruitment, to employment and life in a new destination, to moving on or returning home. Solutions included a cleaner, less cluttered visual approach, development of a suite of icons aimed at low literacy communication, and the introduction of audio content.





# Our Journey to B Corp

We've talked about it a lot, but our desire to become B Corp Certified started way before the inception of Pretty Clever. Somewhere back in 2017-18, our founder stumbled across a small badge at the bottom of a website that read 'B Corp Certified', which prompted a journey of discovery.

Despite the idea of B Corp being firmly cemented in the foundations of our existence, with our intention since our launch in 2019 to concentrate our efforts within the 'for good' space, it was never intended that this was going to be exclusively where we worked. But shortly after launch (and turning down a couple of potential clients because of value

## And what this means to our studio

alignment) it became clear it was harder to justify work that didn't meet a desire to create positive change.

It was B Corp that had opened our eyes to the possibilities, but as a busy little studio it was hard to find the time to see it as anything more than a "one day..." type scenario. However, as a studio that focuses on the 'for good' space we were always searching for a way to measure how we stacked up against the idea of 'good'. Along the journey of holding ourselves to account, we've signed up to a number of accreditations, but still nothing came close to the far-reaching and scoring system of B Corp.

Covid was tough in so many ways. The positive we were able to take from it was it afforded us a little extra time. Time to reflect, but also to allocate some time to the idea that one day we could be a B Corp too.



So that's what we've been doing. Over the last two years we've started the assessment process and made a lot of changes, as well as documenting many of the great business practices we operate on a daily basis. And in May 2022 we submitted our completed application.

Later on that year our application was further reviewed and approved to move on to the final stages. We're expecting to hear anytime soon, likely April 2023, and rumour has it we're on for a pretty good score too.

We'll keep everyone posted on our socials when it happens.





# Our commitment to the place we call home

Our day-to-day mantra is “helping create the impact brands need to change the world”. In essence, using our skills in strategy and visual communication to maximise the impact and potential of individuals and companies out there, whose values align with our own.

Separate from a mission statement, companies who become B Corp are required to take legal steps to ensure that social or environmental performance is a part of their decision-making. In the UK this is

done through an amendment to the company’s Articles of Association, which we carried out in 2021.

Our policies cover a wide range of matters that are important to us from our Waste Disposal Policy stating that we aim to exceed the standard regulatory and legislative requirements for waste disposal, to our Responsible Travel Policy that prohibits the use of flights for international travel except in the most extenuating circumstances and with no other means of transport available.

Left: Lisa and Ruth using a Beryl bike to commute to the studio.







# Our Climate Impact

Our desire to preserve the planet drives our decision making when making day-to-day decisions on purchases and behaviours.

Left: Wind power in Mexico. A project we have supported with Ecologi.

**Ecologi** | **climate friendly**  
workforce

## We have prevented over 70tCO<sub>2</sub>e from being emitted

We have supported projects through Ecologi like producing electricity from wind power in Northeast Thailand, wind energy in Andhra Pradesh, India, solar power in Maharashtra, India and a wind power project in Mexico.

# 70t

# 7 DAYS

We partnered with Beryl bikes to offer subsidised electric scooter and bike rentals 7 days a week, providing convenient commuting options.

# 100% RENEWABLE

Our energy supply is sourced from 100% renewable energy, and they offset their carbon impact through investments in carbon positive projects.

# 1000 TREES

## We have helped to fund the planting of 1,000 trees across 14 projects globally

We have supported projects through Ecologi, like producing electricity from Mangrove planting in Marotaola to Madagascar and Reforestation in Chagalane, Mozambique and planting trees and supporting water security in Kenyan forests.

# 34 MONTHS

34 months helping plant thousands of trees and offset tons of carbon emissions.



# Case Study

## Reducing carbon footprint and environmental impact from the food chain

**Organix** are one of our B Corp accredited clients, and are on a mission to offer the very best organic food for babies, toddlers and kids.

They are constantly working to reduce their carbon footprint and environmental impact, with packaging currently 96% recyclable by weight, with a goal to achieve 100% by the end of the year.

We worked closely with **Organix** to create a social campaign to encourage parents to re-use and recycle their new meal pots. We focused on locally captured content, reducing environmental impact. Post-production involved introducing animated content to create energetic and lively videos that would create impact on their social channels.





# Evolving the visual identity of a bio-engineering industry leader

We have worked with **Calyxia** to build depth into their brand; a cutting-edge bio-engineering company. The design was inspired by the Earth's natural elements, from the forests to the Earthrise.

Having a visual style that aligns with their approach and ethics is essential to being able to communicate what **Calyxia** offers. Different aspects of the Earth are woven in to the brands' visual style from a spherical bias inspired by the planet, to the axis of the earth and the naturally occurring colours of our planet.



# Brand Guidelines

Updated June 2023

Inspired by the Earth's natural elements, From the forests to the Earthrise.

moving a visual style that aligns with our approach and ethics to environmentalism: to bring ideas to communicate what California's different aspects of the land and water in the state means visually to form a graphic language inspired by the place, to the scale of the earth and the naturally occurring colors of our planet.

Allyda  
and Identity Guidelines

of communication materials should use our logo, but there may be some instances where the strapline needs to be used on a brand message or headline.

Where this occurs, our logo becomes secondary to the strapline, and so is a badge of authority.

The strapline is shown as an independent item, with its own identity. Although the strapline will usually be seen in conjunction with it, it is a standalone item on its own and content will define how it is used.

Example applications include:

- Corporate communications



Figure 1

Admission  
Date: 03/20

Our logo  
headline - headline

Advanced Sustainable Chemistry



Calyxia  
Calyxia  
Advanced  
Sustainable  
Chemicals

**Calydio**  
Visual Identity Guide

The light version of the  
should be used with strong  
visuals, it brings in the  
in to the product visual  
helps link back to the



Colony Visual Identity Guidelines

The product gradients have been created to show the changing nature of the products. The disk version should be sparingly used so as not to dilute the impact of the product to the Sight version of the gradient.

The Sight version of the gradient can be used with strong effect on presentation. It brings in the 23.3% and in to the product visual identity helps link back to the point to



Color palette  
Gradients

Collyrie



	Product P
Unit distribution	



Product Name: \_\_\_\_\_

Consumer Care

Impact

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# Giving back



## Making positive impact in our local community

We are based in Bournemouth, a great location to work from with the beach on one side and the New Forest on the other but it goes beyond beautiful scenery. We want to make a positive impact in our community. This goes from using our volunteer days to help locally based charities, to participating in and supporting the developing conscious creative scene in Bournemouth, attending and speaking at local events and universities.

From day one, we decided to donate a minimum of 10% of our profits to charity each year, with each member of the team given the opportunity to put forward charities of their choice. We also hold a company sponsorship budget for our team to raise money for causes throughout the year that are close to their heart.

On top of this, we offer paid volunteer days, so we can give back time as well as money. We have also taken measures to make sure the money that goes through the business day-to-day, or that we invest, such as pensions, is done in an ethical manner.



Images far left (clockwise):

Our annual community day spent at Grounded Community.

John running London half marathon for EHE.

Volunteering at Dorset Children Foundation shop.

Amie at the start of her Jurassic Coast Challenge for Dorset Mind.

Left: Dropping off donations to our local food bank.



## Uniting the Design Truth community

**Design Truth** supply the knowledge, tools and support for industrial design to flourish, using their powerful position as an impartial channel between agency, staff, clients, and the public, nurturing an industry that is transparent, fair, diverse, open, celebrated and understood.

We were initially drawn to **Design Truth** over their work on publishing salary guides to ensure a fairer pay system across the industry, their industry gender analysis, and their intern pledge project, that garners support from major players in the industry to agree to pay all internships. We worked with **Design Truth** to create a new visual identity.







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