



NewBlue update Spring 2010

Institute of Family Therapy

Established in 1977, the Institute of Family Therapy (IFT) is the UK's largest family therapy organisation and London's premier provider of family mediation for couples and families.



INSTITUTE of FAMILY THERAPY

Preventing family breakdown
Enhancing family strengths

NewBlue prides itself on its work with family therapy and family mediation services.

NewBlue developed an evolving identity for the IFT, giving emphasis to their status as London's largest provider of family therapy and systemic psychotherapy training.

We produced a range of information and promotional publications including giving the IFT's flagship course prospectus a new look.

The Institute of Family Therapy website was also

updated and optimised for search engine traffic.

For added peace of mind the IFT asked us to provide them with an annual website service contract. If they have any problems



they can call or email for advice.

NewBlue prides itself on its work with family therapy and family mediation services. If you operate in these specialist sectors, you can be confident that you will receive intelligent and sensitive identity, design and print solutions.

To talk through your requirements, please call Gerry Roberts on 01273 691589, or you can email him at gerry@newbluemarketing.co.uk

Website services

- **Websites designed and built from scratch**
- **Existing site make-overs**
- **Sites written by professional copywriters**
- **Hosting from £50**
- **Unlimited email addresses**
- **Annual service contracts**
- **Search Engine Optimisation from £295**

To discuss your web or online project, please call:

01273 691589

The 2010 General Election campaign has commenced in Brighton Pavilion

Sometime in the next few weeks, the Prime Minister, Gordon Brown, MP will announce the date of 2010 General Election.

This years' elections are likely to be the closest for over 20 years and here in Brighton Pavilion will be the scene for one of

the most keenly fought over seats in the country.

In 2009, NewBlue worked closely with Labour candidate Nancy Platts and her campaign team to come up with a design identity that would resonate with Brighton Pavilion's residents.

We are currently producing a number of campaign material, including newspapers, posters, postcards and campaign letters. Says Nancy Platts "**Gerry provides us with superb high impact designs, cost effective print solutions and a very efficient, pro-active service**"

Inside this issue:

Stop losing clients—are you a business coach, counsellor or psychotherapist?	2
Starting Over Show—a day for those who are facing a life crises	2
NewBlue are the marketing people committed to positive change	2



We care about the effect our work has on the environment. This impacts not only on our services but on the suppliers we select.

The Starting Over Show demonstrates how life changing events can be catalysts for positive change in our lives



NewBlue Director, Gerry Roberts

Are you losing clients?

And you are a Business Coach, Counsellor or Psychotherapist?

To help you to stop losing clients we can:

- Strengthen your identity, or provide you with a new identity, that reflects your core strengths, values and service offering. This can then be rolled out across your business and promotional material, such as:
 - * Logo
 - * Business cards and letterheads
 - * Marketing material
 - * Copywriting

- We can also build you a website from scratch—or revitalize your existing one. This includes search engine optimization to make your website more visible on the Internet.

“Gerry’s efficiency and attention to detail made the creation of my website and business cards a really smooth process. Importantly, he has an understanding of the field in which I work. I will definitely use the services of NewBlue again.”

Billie Clare, Derbyshire Counselling

All the things you need to know about breaking up and starting over



The Starting Over Show (SOS) is the first UK event to help people bounce back from relationship break ups and life crises.

[SOS LONDON Hilton W2 1JU](#)

Sunday 7 March 2010

[SOS BRIGHTON Hilton BN1 2FU](#)

Sunday 28 March 2010

NewBlue was delighted to be chosen to print the show’s exhibition guide.

Rather than simply being a document full of advertising, the guide, which contains links to further information and ideas for inspiration, is an actual resource in itself.

We have been offered a number of free tickets by the show organisers.

To register for a free ticket, copy and paste the following link into your web browser and enter promotional code SOS: <http://www.startingovershow.co.uk/index.php/book-tickets/>

NewBlue are the marketing and design people committed to positive change

NewBlue are the marketing and design people committed to positive change. We work exclusively with businesses and organisations that foster individual, social and environmental change.

In those senses, we’re a specialist creative enterprise. But our skills, talents and expertise are as potent as any mainstream marketing agency.

The driving force behind NewBlue, Gerry Roberts is an experienced marketer with over 15 years experience in marketing

and sales — he brings a wealth of experience and expertise to the company. Gerry is also a qualified coach; an expertise he successfully incorporates into his marketing work.

All specialist contributors to the creative work of NewBlue are selected for their passion and experience—their congruence to the values espoused by the company goes without saying. And, they are all experts in the fields in which they work.