

## Sarah Medway - Graphic Designer



For those of you who have been reading this magazine over the years you should recognise the name Sarah Medway, as she has been advertising under her name for 9 years in this magazine so to mark the occasion it's about time you found out a bit more about what she does.

Sarah became a graphic designer after finishing her degree at Ravensbourne Art College. She is a multi disciplined designer and from 1995 added website design to her skill set (I didn't even realise they had websites then!).

Sarah is just as passionate about her clients as she is about the work she produces for them. She mainly works with small to medium sized businesses, helping with general graphic design and those looking to refresh their corporate image or who are starting up and looking to develop a brand. Corporate branding and identity are her speciality and she can cover all elements of branding either in digital or print formats.

One of the things she loves most about her work is being able to get involved in all sorts of business, finding out a lot about what companies and people do for a living. One of her local clients, Marco (Enterprise Way) design, manufacture, install and maintain hardware and software that makes factories and pack houses more productive and profitable. "It's fascinating to learn about things I never thought of until I am hired to work for a business, then understand and translate that into the entire essence of branding - the successful connection between company and customer." she told me.

Much of her work doesn't stop with simply creating a logo for a business, this is often just

the beginning in many cases, of building a long-term relationship with her clients. Once you have the initial identity then the brand is built around it. From stationery, brochures, leaflets, advertising and web sites, Sarah can produce it all.

You can find many examples of her work on her website at [www.smedway.co.uk](http://www.smedway.co.uk). Of course being a local business she is easily accessible to her clients.

One of the other things that Sarah has become well-known for in the local area is her landscape photography of scenes around the Eden Valley. At either dawn or dusk she leaves the office with camera in hand and makes her way to some of our favourite beauty spots. It's one of the reasons why she loves living in Edenbridge so much and has been here since 1993 - being so close to such beautiful countryside.

She is Chairman of the local group 'Eden Valley Artists' (EVA) and helps organise some of the events they put on throughout the year. Oh yes, their logo is just another one of her creations. You'll also find her at the EVA Craft Fair on 15th November (details on page 18).



**If you would like to speak to Sarah about your corporate identity/brand or require her graphic design services for your business, you can contact her on 01732 863 179 or via email at [sarah@smedway.co.uk](mailto:sarah@smedway.co.uk) or check out her website at [www.smedway.co.uk](http://www.smedway.co.uk).**



Sunset at Bough Beech by Sarah Medway