

2025 Impact Report

TPSQUARED
SHAPING A DIFFERENCE



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We are design-led creatives who help marketing teams and business owners shape incredible, inclusive brands to create meaningful impact. This ethos also applies to everything we do and we aim to have a positive impact in all our actions.



TPSQUARED

Welcome

Hello, TPSquared is a design-led creative agency who help marketing teams and business owners shape brands that they are proud of. We deliver creative design solutions by working in collaboration to support our clients achieving their business goals.

I am a proud female founder and business owner, with a team of female graphic designers. Our unique offerings include social and environmental impact strategy and reporting, and accessibility design principles for communications.

As a responsible business owner, I aim to inspire the team to make a difference by contributing positively to the community, industry and society as a whole through their work and actions.



CAROLYN SMITH

Founder and Managing Director
of TPSquared



■ ■ Impact Activity

GIVING BACK

Gentlemen Songsters Annual Charity Concert – April 2025

Now its fourth year, TPSquared has partnered with Dudley-based choir, Gentlemen Songsters and provided design support to promote the concert. The 2025 charity concert raised £1,400 which was split between Beth's Sunflowers and Dudley Community First Responders.

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Donations such as these allow us to continue our voluntary work responding to medical emergencies within our local community and we are so grateful!

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DUDLEY COMMUNITY FIRST RESPONDERS



**DUDLEY
COMMUNITY
FIRST RESPONDERS**

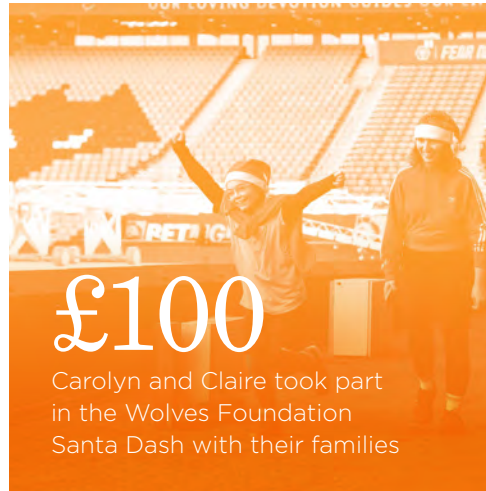


■ ■ Impact Activity



£1,680

The team took part in the Molineux Sleepout 2025. It was tough, especially as Storm Claudia was dishing out extreme weather conditions - but it was just one night and raised vital funds for The Wolves Foundation and the Good Shepherd.



£100

Carolyn and Claire took part in the Wolves Foundation Santa Dash with their families



Access to Business
20 YEARS
Celebration Ball

Provided design support to Access to Business for their 20th Anniversary Ball in May.



MOLINEUX SLEEPOUT

#MOLINEUXSLEEPOUT



We have raised more than

£2,465

for charities close to our hearts.



Access to Business

Impact Activity

CHAMPIONING INCLUSIVE AND ACCESSIBLE DESIGN

At TPSquared, accessibility and inclusion are not optional, they are embedded in every design decision we make. We believe that great design should empower everyone, regardless of ability, and we actively champion principles that remove barriers and create equitable experiences.

In 2025, we strengthened this commitment through:

- In-person workshops focused on inclusive branding strategies.
- Monthly webinars educating businesses on accessibility best practices and legislation.
- Free accessibility brand reviews, helping organisations align with Accessibility Guidelines.

Our approach ensures that colour contrast, typography meet compliance standards, giving brands confidence that their communications are usable by all audiences.

IMPACT IN NUMBERS

- 170+ hours dedicated to accessibility-focused training and reviews.
- Over 25 organisations benefited from free accessibility audits.
- 100% of reviewed brands received actionable recommendations to improve inclusivity.

WHY IT MATTERS

According to the World Health Organization, 16% of the global population lives with a disability, and accessible design is critical for digital equity. By embedding these principles into brand strategies, TPSquared helps businesses reach wider audiences, shape trust, and demonstrate social responsibility.



Accessibility and inclusion are central to everything TPSquared does. They provided a comprehensive review of our existing primary and secondary brand colours, identifying accessible colour combinations with sufficient contrast for text. This ensured our visual assets met the Web Content Accessibility Guidelines (WCAG) for both normal and large text.



**AMIE WILLIAMS,
BRAND MARKETING MANAGER,
UNIVERSITY OF WOLVERHAMPTON**

■ ■ Impact Activity

We are proud to have worked with and contributed to so many local and regional charities, businesses and organisations including:



■ ■ Impact Journey

CREATIVELY CONSCIOUS

We aim to choose suppliers that share our ethos in relation to employment practices, quality and environmental controls. Where possible, our suppliers are located in the West Midlands.

We marked two years as Clean Creatives members during 2025. Clean Creatives unites leading advertising and PR agencies to end the industry's work with fossil fuel companies.

We are committed to making a significant, positive contribution to the communities we serve and actively support local people and community groups.



We launched Miss Chief Threads launched in July 2025 with its first collection, "Bostin'," celebrating Black Country Day (July 14th) and regional creativity. Later in the year, Miss Chief Threads became the official merchandise vendor for the Black Country Chamber Business Awards, donating 20% of profits from all sales to Beacon Centre for the Blind. Together, we introduced "Now You See Me," promoting visibility and inclusion for people with sight loss.



We recognise our environmental impact as a business and aim to take appropriate steps to seek to improve our environmental performance and reduce our impact. This includes reducing our carbon footprint by ensuring all our printers use environmentally-friendly products that conform to the latest EU standards; saving energy at our HQ by using energy efficient lighting and equipment; minimising waste by operating a paperless, clear-desk policy.



Impact Goals

MAKING IT COUNT

We believe in advocating our community and inspiring employees to make a difference by contributing positively to the community, industry and society as a whole through their work and actions.

Community: We prioritise working and networking with local businesses and have proudly supported many local charities and organisations. We were proud sponsors of TEDxWolverhampton, for the fourth year running, celebrating our vibrant city and supporting the growth of our community.

Industry: We are passionate about engaging with young people in the creative sector. Last year we provided six work experience placements and welcomed two T-Level students to our team, inspiring growth and nurturing talent within the industry. Opportunities were provided to students from Walsall College, University of Wolverhampton, Birmingham City University, Codsall Community High School and Dudley College.

Society: We focus on developing and upholding our own social values, focusing on People, Planet and Place, working with and supporting local organisations and charities.



This experience is one I'll never forget. From technical skills to business insight, I feel so much more confident and knowledgeable. I definitely have aspirations to return and work with TPSquared again! Massive thanks to the whole team for boosting my confidence and reassuring me that I'm on the right path with my career.



**JOEY HUNT, TPSQUARED WORK
EXPERIENCE PLACEMENT STUDENT '25**

2026 GOALS:

- Connect with businesses locally, regionally, and nationally to improve impact through collaboration.
- Support young creatives with employability advice and guidance.
- Inspire every member of the team to select a fundraising activity of their choice to make a positive impact.
- Sponsor creative projects and provide design support for regional charity events.
- Collaborate with charities and not for profit organisations to launch new limited-edition Miss Chief Threads lines.
- Champion accessibility and inclusion as key drivers of customer experience and long-term success.



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■ ■ **SHAPE YOUR BRAND WITH TPSQUARED**

/tpsquaredltd