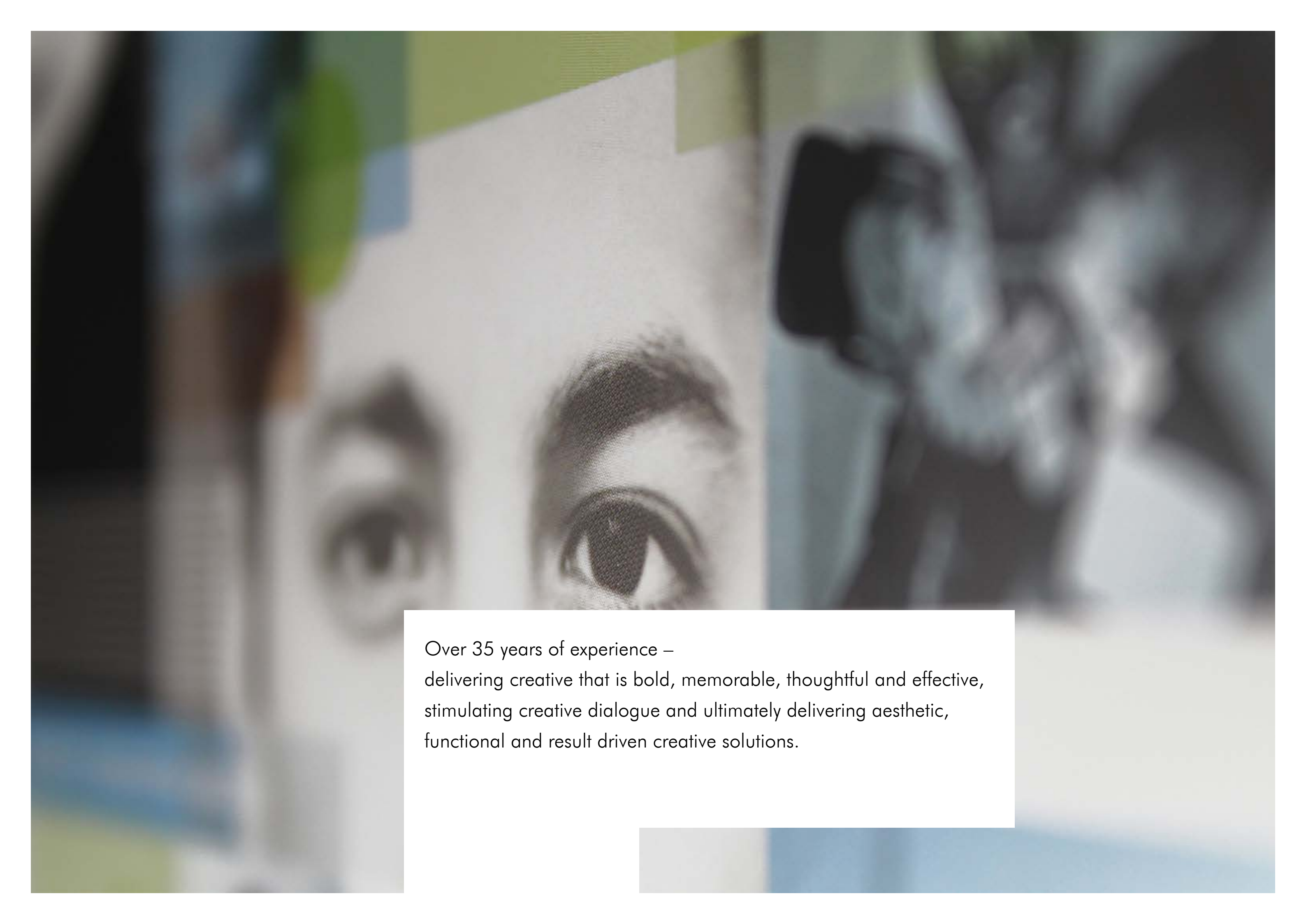


PORT FOLIO

SENIOR CREATIVE



Over 35 years of experience –
delivering creative that is bold, memorable, thoughtful and effective,
stimulating creative dialogue and ultimately delivering aesthetic,
functional and result driven creative solutions.

Telford Homes

BRIEF:

Develop a style, name and brand for a new development of residential units that reflects the immediate vicinity of Brick Lane, an the eclectic mix of cultures, restaurants and shops

INVOLVEMENT:

Concept, design and execution

RESULT:

Stylish with an urban undertone that the client loved. Creative and observational photography mixed with a deconstructive design style



250 London (see case study)

BRIEF:

Design a brand and brochure that spoke of modern sophistication with a minimalist sense for a development in the Thames basin area of London

INVOLVEMENT:

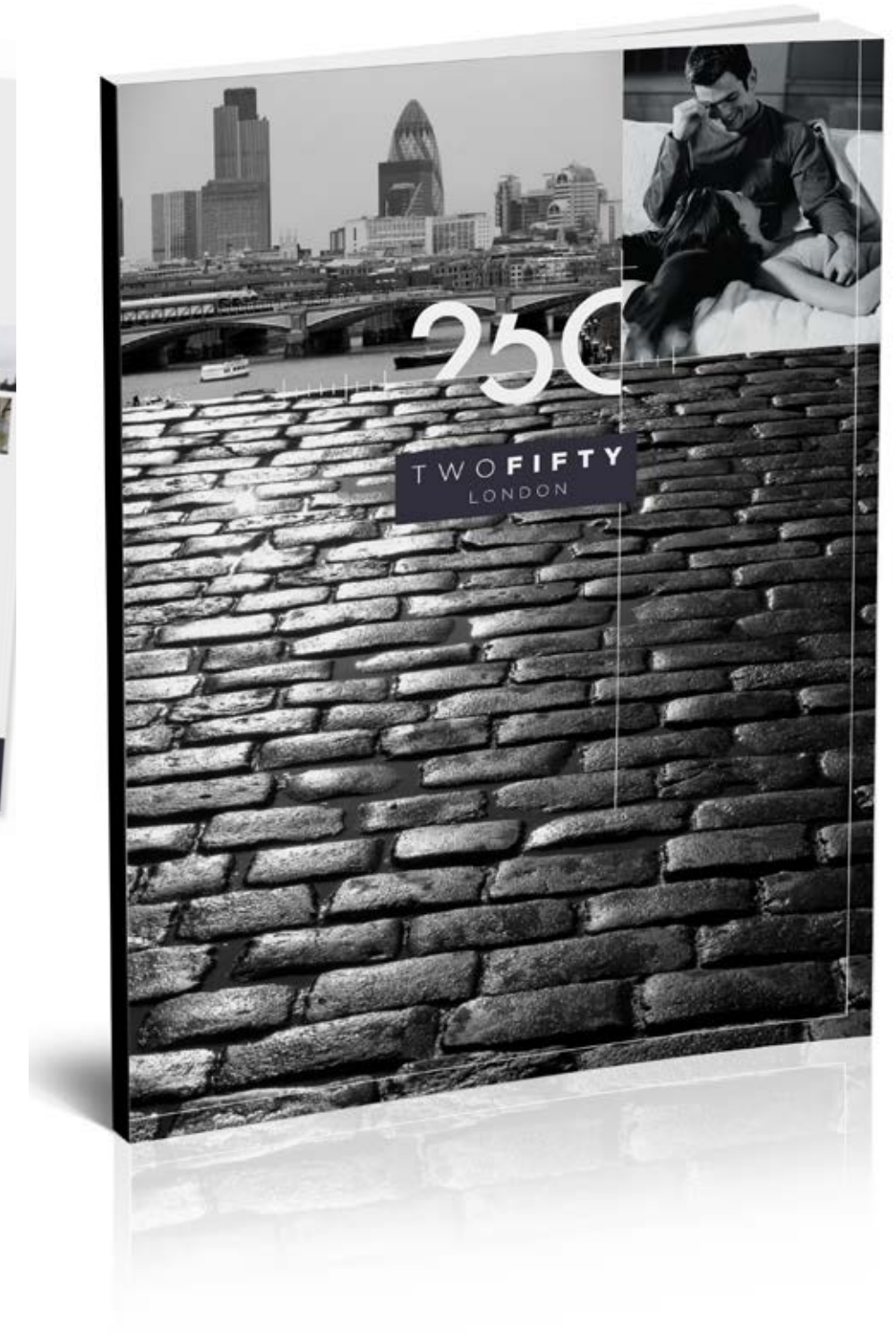
Concept, design and execution

RESULT:

A fresh and stylish design, with a minimalist brand and clean, natural photography



250



CASE STUDY

250 London

Naming and brand:

The developemnt was planned for City Road.
The questions asked – what is there in the area to base a name on? History? What about the shape of the building?

Initial thoughts were historical, with links to archery and typography.

Archery

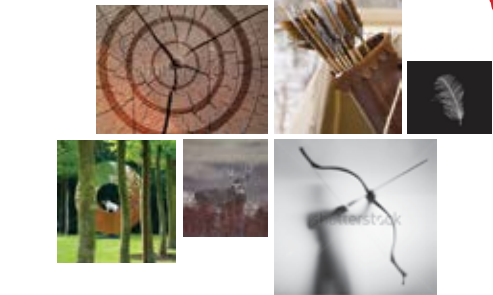
On the north (Islington and Hoxton area) are fields for pastures, and open meadows, very pleasant, into which the river waters do flow, and mills are turned about with a delightful noise. The arable lands are no hungry pieces of gravel ground, but like the rich fields of Asia, which bring plentiful corn, and fill the barns of the owners with a dainty crop of the fruits of Ceres." Still "beyond them an immense forest extends itself, beautified with woods and groves, and full of the lairs and coverts of beasts and game, stags, bucks, boars, and wild bulls."

He also mentions the military exercises on horseback, good training for war or the tournament, every Friday in Lent; while other citizens, more intent on their own amusement, he says, carried their hawks on their fists, or took out their dogs there, to have a turn or two after a hare.

Archery was early practised in these pleasant northern fields, and here men shot the shafts that were hereafter to be aimed at Frenchmen's hearts. As early as the reign of Edward III. the royal will was proclaimed that every able-bodied citizen was, in his leisure hours and on all holidays, to practise with bows or crossbows.

... while in the reign of Richard II. an Act was passed to oblige all men-servants to exercise themselves with bows and arrows at all times of leisure, and on all Sundays and holidays.

A person who makes bows is a **Bowyer**, arrows is a **Fletcher** and other archery equipment and overall is known as a **Arillator**.



Archery

Arillator

Bowyer

Fletcher

Bowman

Archer

Bodkin

Fluted

Vindoland

Broadhead

Breasted

Bob tail

Barrelled

Clout

Target

Longbow

Arrowheads

Arrows

Bowman's Square

Bowman's Court

Bowman's Yard

Bowman's Garden

Archer's Square

Archer's Court

Archer's Yard

Archer's Garden

Fletcher's Square

Fletcher Court

Bodkin Square

Bodkin Court

Bowyer Square

Bowyer Court

Bowyer Yard

Bowyer Garden

The Bowyers Plains

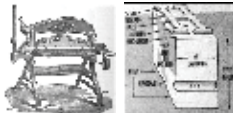
The Arillator



Printing and Typography

Printing
Europe's oldest printing company, Witherby's, was founded in 1740 when Thomas Witherby opened a stationary shop in Birch Lane. This grew into a printing business and a publishers (Witherby Publishing Group), who specialise in marine subjects. The company prints a wide range of media including magazines, leaflets, reports and accounts, brochures and information packs.
Drawing on their connection to marine publications, in 2005 the company joined forces with the Scottish-based Seamanship International Ltd., which has expertise in electronic publishing and a reputation for producing high quality materials.
Now based in Livingston, the company has customers from over 180 different countries and has been awarded the Seatrade Award for best IT Application, the Lloyds List Training Award and the Queen's Award for Enterprise International Trade.

Typography
Closely allied to the art of printing is that of type-founding. Modern type-founding was first successfully established in England at Caslon's foundry in Chiswell Street EC1, close upon the City's border. English type foundry had a poor reputation, and the best continued to be imported from Holland. In 1637, by a decree of the Star Chamber, type-foundries in England were limited to four, each of which was allowed to have two apprentices and no more. William Caslon, founder of the existing letter-foundry in Criswell Street, was born in 1692. He first turned his attention to type-founding in 1740, when he was engaged by the Christian Knowledge Society to make the punches for a fount of Arabic type for printing the Psalms and New Testament in that language. This decided him to follow type-founding as a distinct trade, and he established his foundry in Chiswell Street, his first punches being cut with his own hands. This foundry became the parent house of type-founding in England, and the excellence of Caslon's workmanship soon drove Dutch types from the English market. William Caslon died in 1766, and the firm was then continued by William his son, who died in 1778. Elizabeth Caslon, who died in 1809, and Henry William Caslon, who died in 1874. The business is now conducted by a limited company under the style of H. W. Caslon & Co. Limited.



Famous typographers and engravers
Aldus Manutius
Claude GARAMOND
Philippe Grandjean
William CASLON
John BASKERVILLE
Pierre Simon FOURNIER
François-Ambroise DIDOT
Giambattista BODONI

Print

Witherbys

1740

Type

Caslon

Caxton

Caslon

Galley

Foundry

Roman

Antique

Apex

Swash

Serif

Doric

Counter

Spur

Pica

Em/En

Bowl

Finial

Elipsis

Caxton Square

Caslon Square

Caslon Court

Caslon Yard

Caslon Gardens

Galley Square

Galley Court

Galley Yard

Galley Garden

Foundry Square

Foundry Court

Foundry Yard

Foundry Garden

Elipsis ...

Elipsis Square

Elipsis Court

Elipsis Yard

Elipsis Garden



CASE STUDY

250 London

Naming and brand:

As research developed, the direction was felt to be too traditional considering the architectural style and the aspirations of the area.

Through constant search, the actual number of the lot of the development was agreed, and though very simple, it echoed the developments requirements and proved to be a favoured choice. Just simply "250".



250

Berkeley Homes

BRIEF:

Develop a look and feel for a new development of residential and retail units that reflects the energy and vibrance of the area, attracting high end retailers and potential buyers

INVOLVEMENT:

Concept, design and execution

RESULT:

A stylish yet young and fashionable range of literature, from brand to brochure and subsequent deliverables



Hopkins Homes (see case study)

BRIEF:

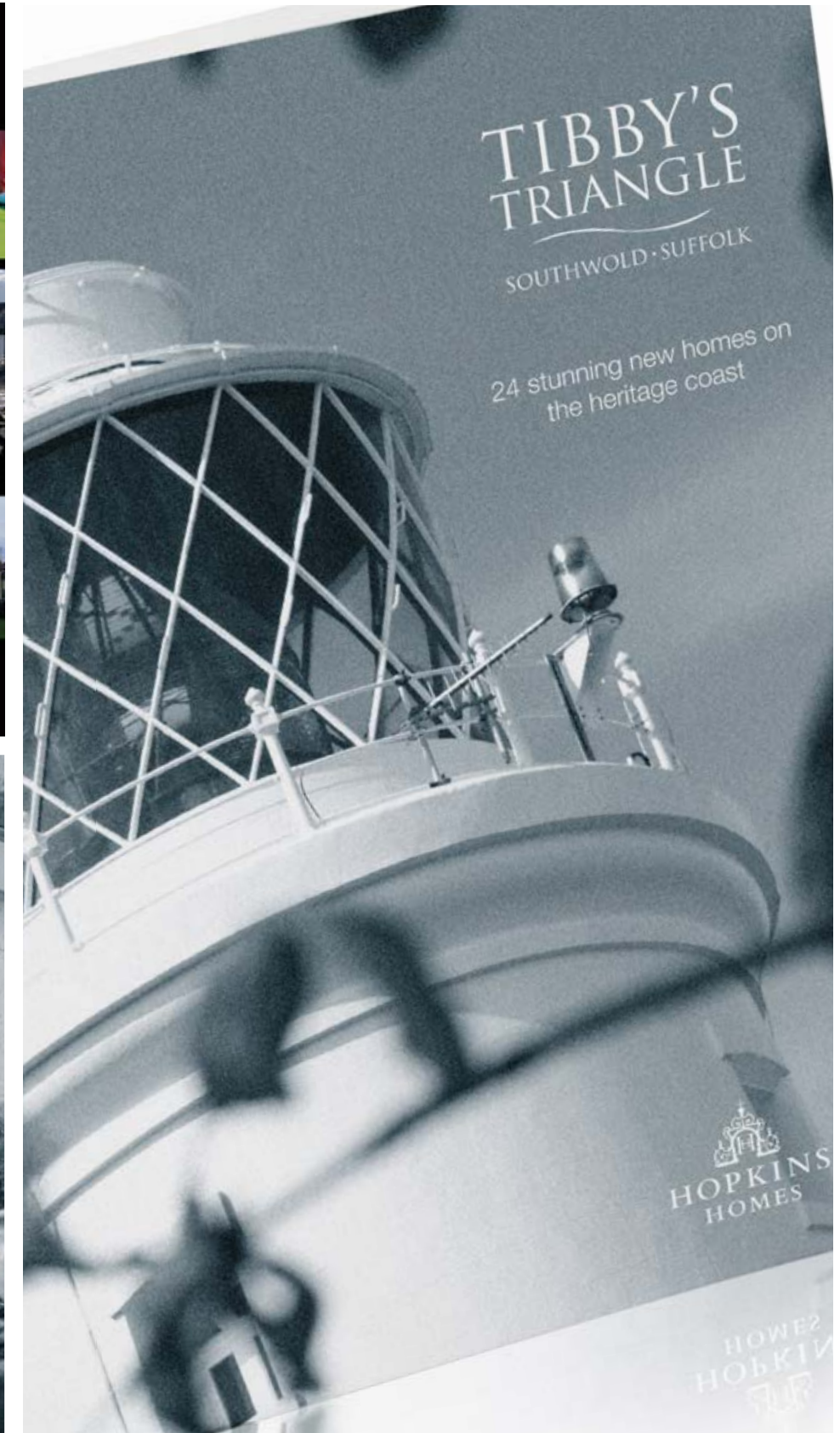
Produce a brand and range of literature that reflected this coastal development, located in idyllic Southwold. The styling need to convey the smells, the sounds and the sights of the Suffolk area

INVOLVEMENT:

Concept, design and execution

RESULT:

The result was a brochure that oozed the atmosphere of the through carefully chosen photography, image treatments and layout



CASE STUDY

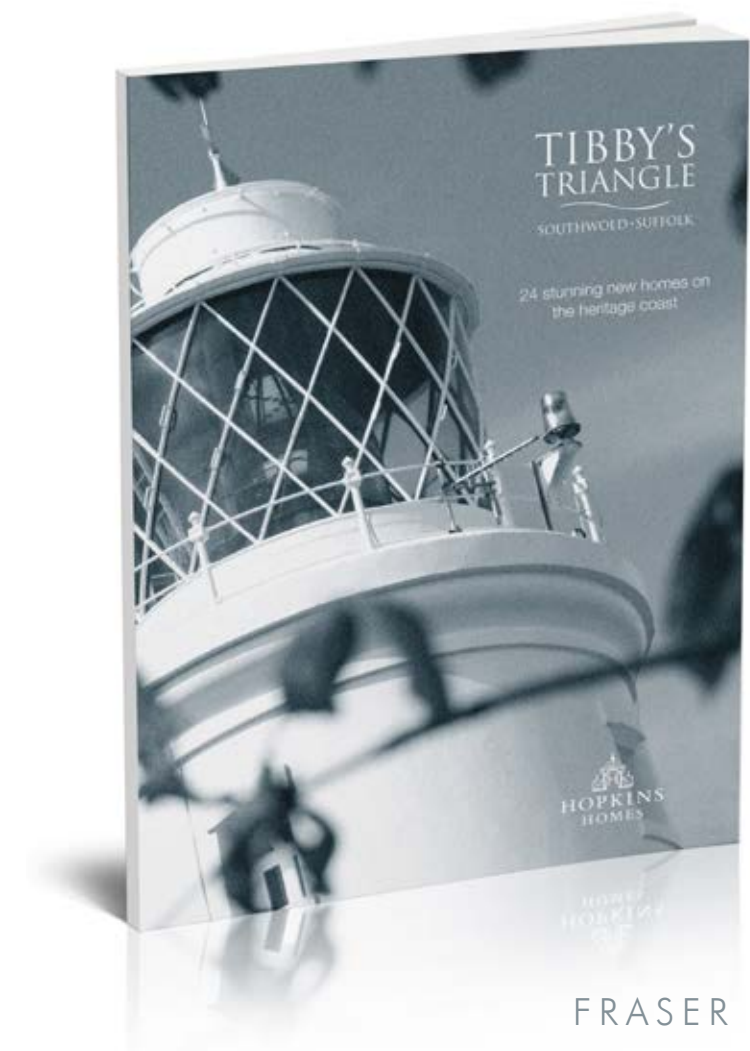
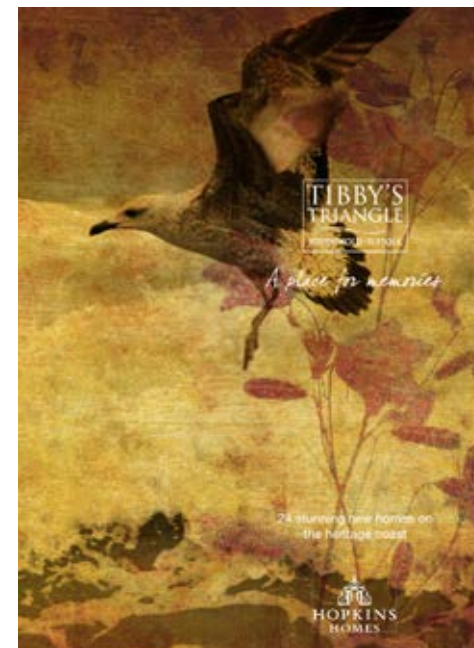
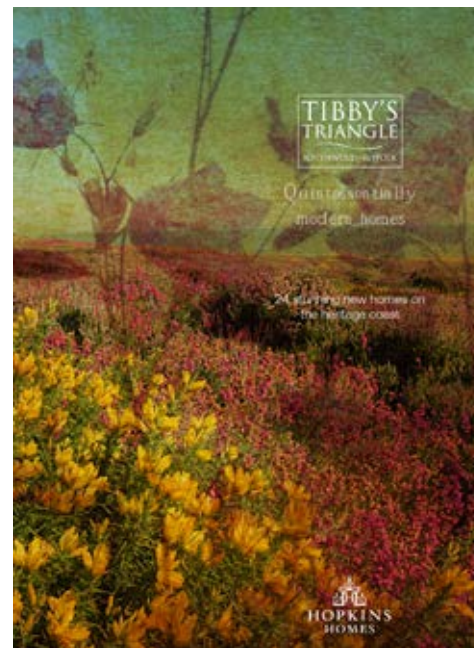
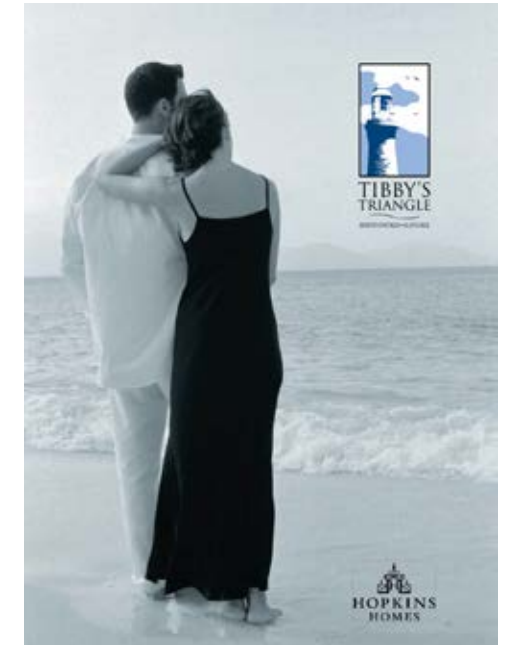
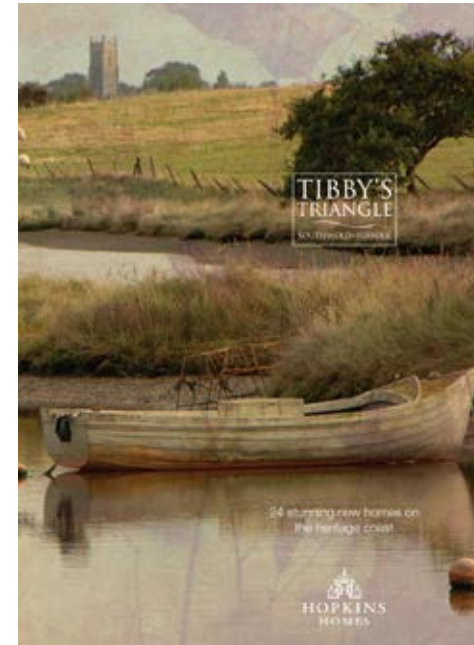
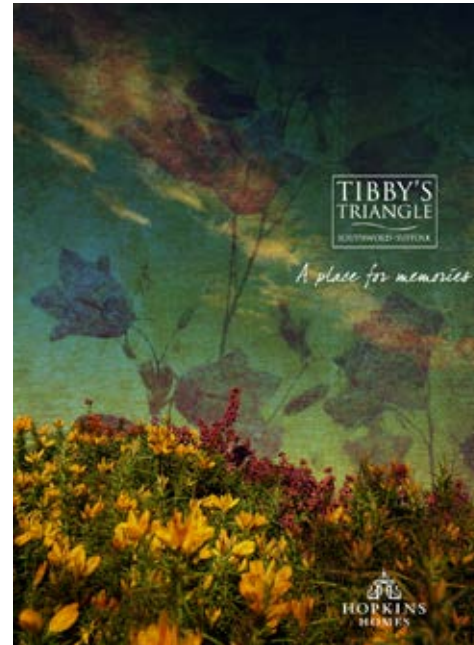
Hopkins Homes (see case study)

Design development:

Southwold is an historical location on the Suffolk coast, so it was important for the developer to portray the area through there imagery and image treatment.

Through image manipulation and layering, a very tangible atmosphere was created for the promotional work.

The lighthouse is a landmark within Southwold itself, and at first was part of the brand that I developed. But as designs developed, the brand was simplified and the lighthouse became the front cover image.



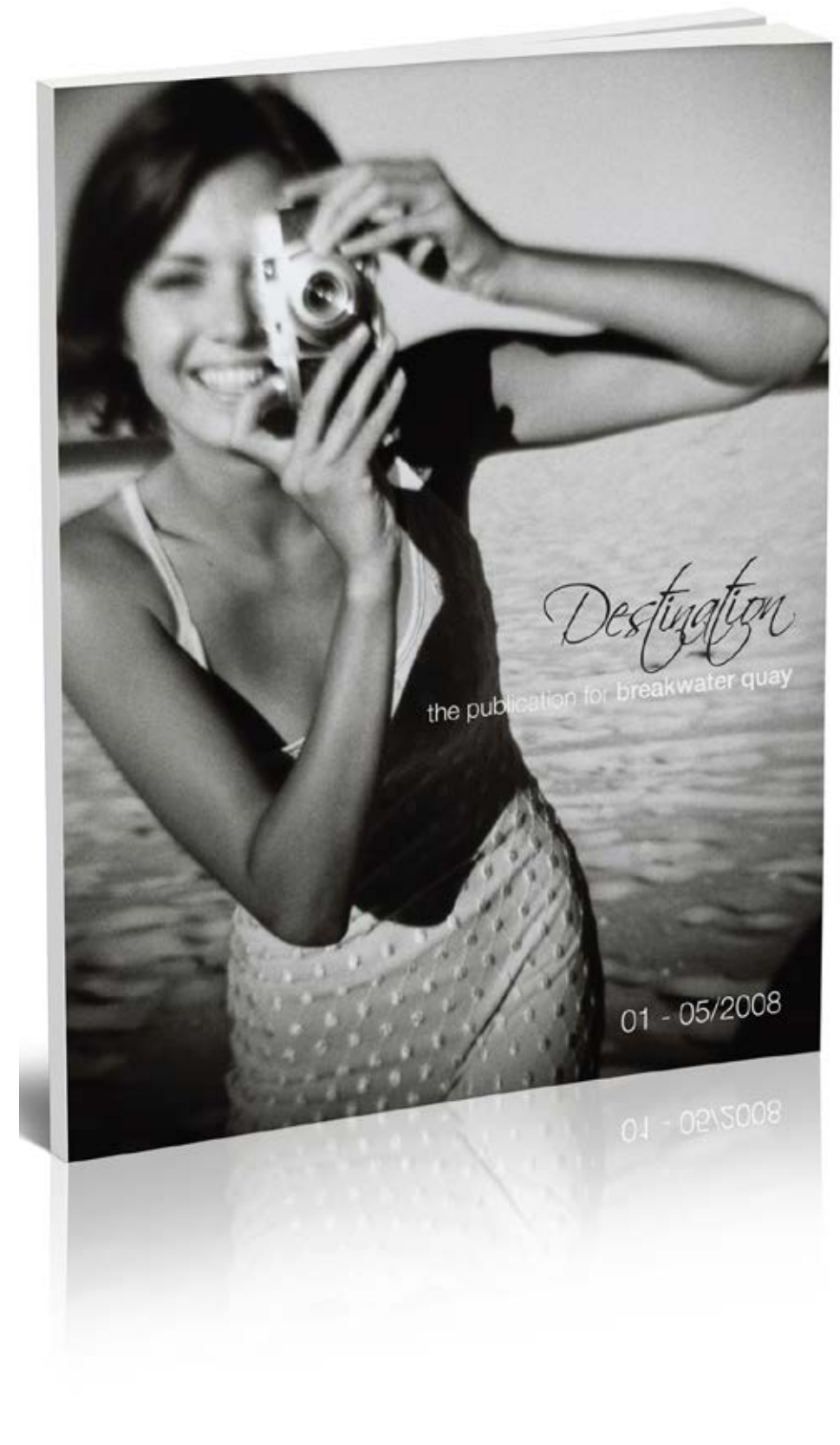
Breakwater Quay

BRIEF:

Designs for a large format brochure/magazine. The development was on the coast and was a ferry port and tourist destination. The brochure needed to be fun and reflect residential and retail units

RESULT:

A very stunning brochure, using nautical imagery, and fashion/lifestyle shots as the core styling. The magazine aspect used local stories and stories from a ferry port in France, and also carried exclusive advertising elevating the brochure and therefore the whole development



McCann Erickson

BRIEF:

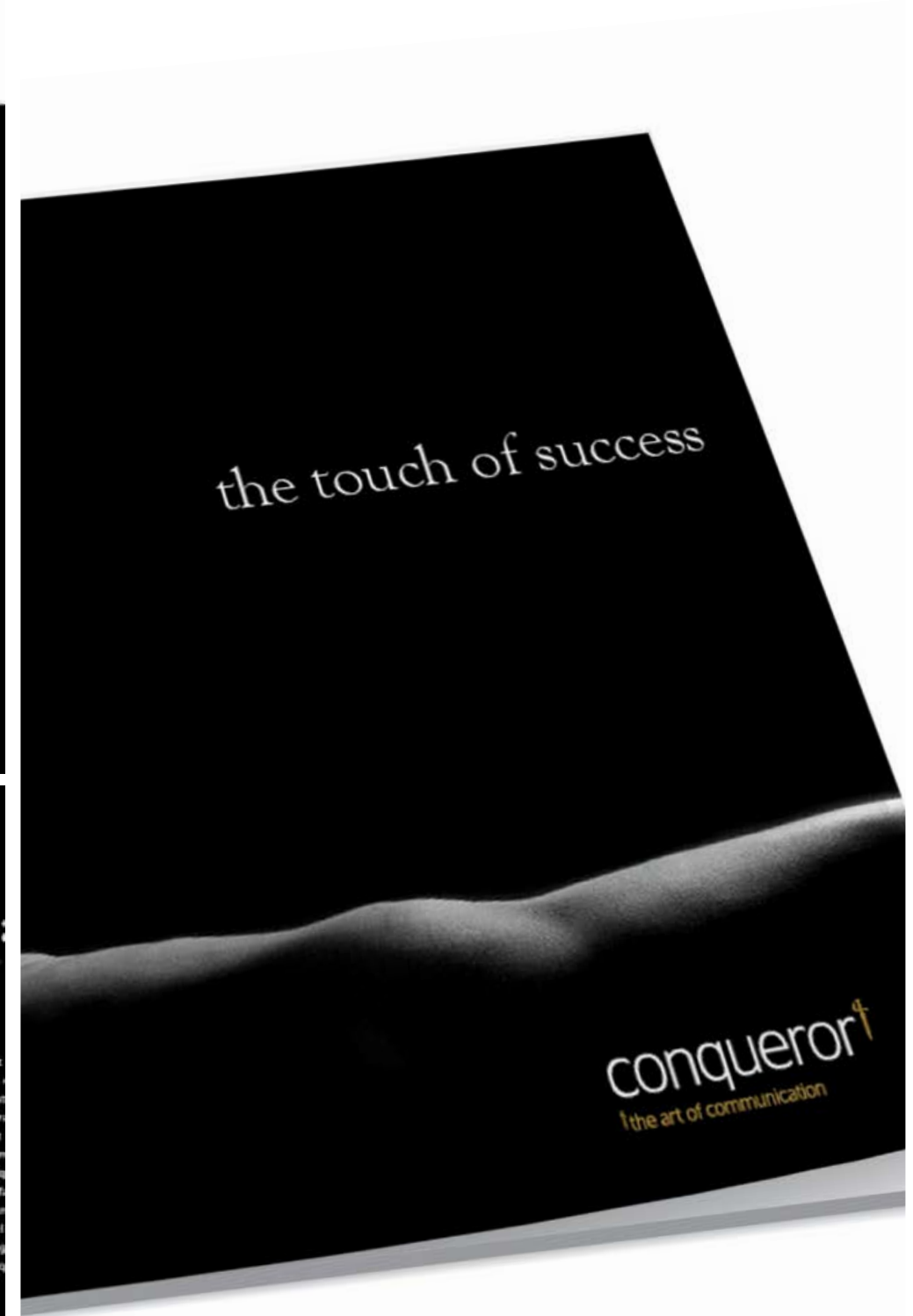
Develop a concept for Arjo Wiggins, for the launch of a new paper product targeting financial and law companies

INVOLVEMENT:

Concept, design and execution

RESULT:

A very upmarket, yet seductive and luxurious promotional brochure displaying the various qualities of the product



Historica

BRIEF:

Design a catalogue that evokes the feeling of retro racing cars and the era.

Clearly portray the racing products and clothing to the owners of modern and retro racing cars

INVOLVEMENT:

Concept, design and execution

RESULT:

A catalogue of retro race clothing and accessories that conjures up the bygone age of Formula One



Volvic

BRIEF:

Re-brand Volvic's "volcanicity" theme, and apply it across their new product range of waters. Inject a refreshing element that has been lacking in Volvic's marketing campaigns

INVOLVEMENT:

Concept, design and execution

RESULT:

A vibrant, attractive range of advertising, promoting the volcanicity of their water



Ogilvy

BRIEF:

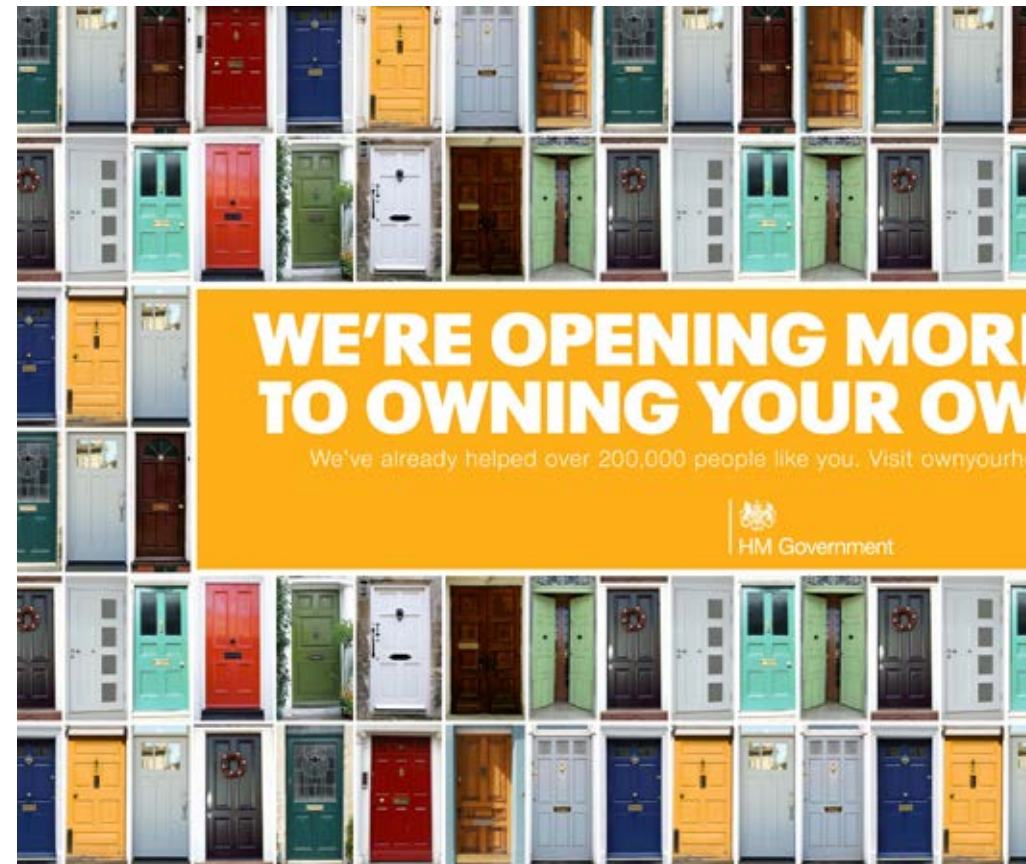
Design and develop a range of adverts for press and use in TV. Working closely with a copywriter, existing designs were further developed and refined ready for client approval

INVOLVEMENT:

Design development and execution

RESULT:

A very successful advertising campaign in press and TV



25

cash bonus

for first-time buyers

Help to Buy ISA opens the door.

The Government's new Help to Buy ISA pays a 25% cash bonus towards your deposit. It's one way we're opening more doors to home ownership.

Go to helptobuy.org.uk

Help to Buy ISA
Backed by HM Government

Rockwool

BRIEF:

Design a series of adverts promoting Rockwool's unique properties to the building industry, specifically to schools and hospitals. Consider the copylines and text so that the whole advertising visually and textually reinforces the brand ethos

INVOLVEMENT:

Concept, design development and execution

RESULT:

A simple but thought provoking campaign asking the consumer to first consider their environment and their current choice of materials

ROCKWOOL

Every learning environment should be a Rockwool® environment



When Rockwool insulation is specified for educational buildings, warmth, quiet, fire protection and sustainability are all on the curriculum

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Call: 0871 222 1780 Email: info@rockwool.co.uk rockwool.co.uk

REASSURINGLY ROCKWOOL

NON-COMBUSTIBLE, 100% RECYCLABLE, 100% RIGHT

ROCKWOOL

Every healthcare environment should be a Rockwool® environment



When Rockwool insulation is specified for healthcare buildings, warmth, quiet, fire protection and sustainability become a vital requirement

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Call: 0871 222 1780 Email: info@rockwool.co.uk rockwool.co.uk

REASSURINGLY ROCKWOOL

NON-COMBUSTIBLE, 100% RECYCLABLE, 100% RIGHT

Balls Park

BRIEF:

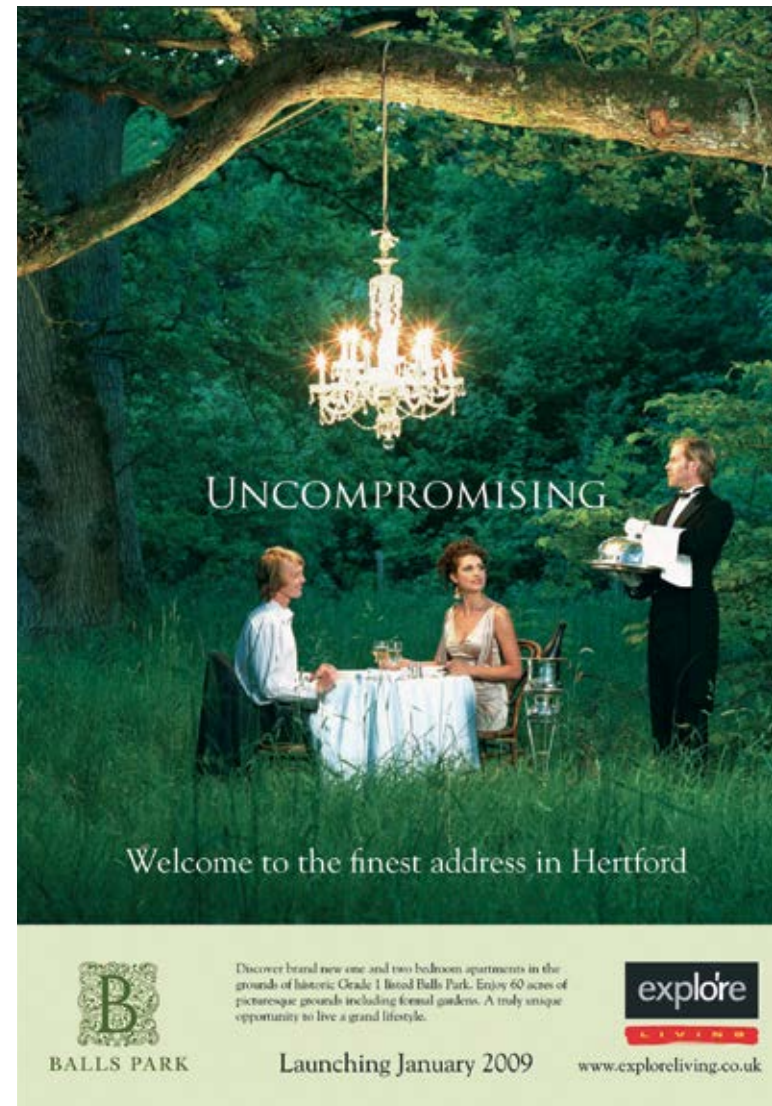
Design a series of adverts for an exclusive development at Balls Park. Advertising needed to reflect the style and clientele that the developer was targeting

INVOLVEMENT:

Concept, design development and execution

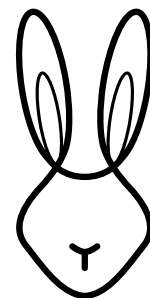
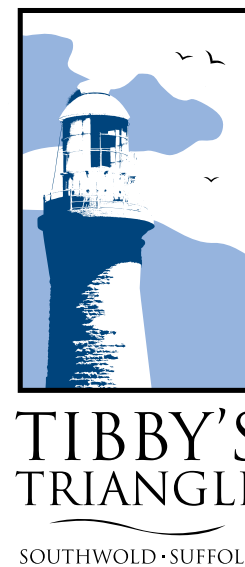
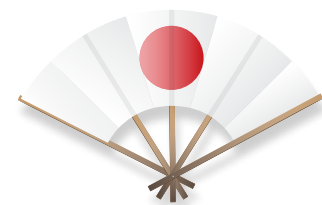
RESULT:

A range of simple and sophisticated adverts



Brands

A number of developed brands for a variety of companies, with a variety of requirements and a diverse customer base



House of Fraser

BRIEF:

Design and write the corporate guideline, develop, in conjunction with the Royal Warrant guides, that shows the House of Fraser brand clearly and consistently across all customer touchpoints

INVOLVEMENT:

Concept, design, write, execution and brand management

RESULT:

A comprehensive 70 page guideline. Written, designed and policed, across 60 stores throughout the UK and that the brand was successfully implemented



Bluewater

BRIEF:

Design and write an interim corporate guideline, develop various assets that show the brand clearly and consistently across a variety of applications

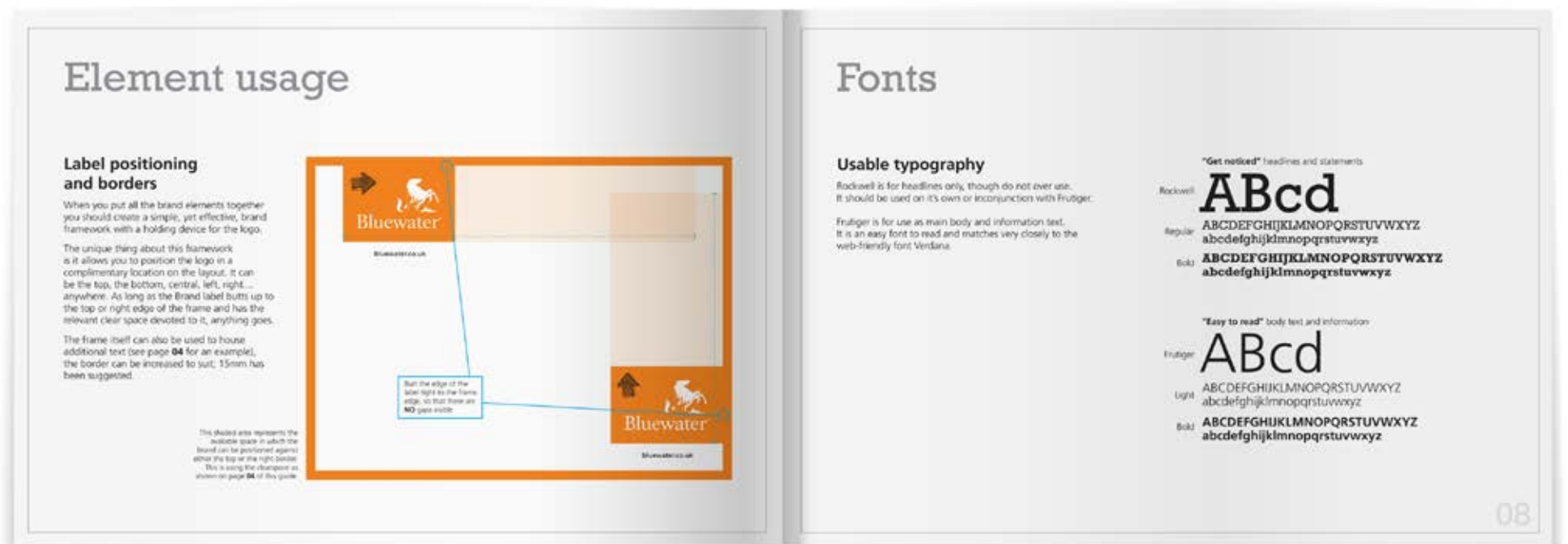
INVOLVEMENT:

Concept, design, execution

RESULT:

A comprehensive guideline. Written and designed for the interim period whilst a new logotype was being developed, and to enable a smooth transition of the old, and into the new one.

As part of the brand revamp, I was asked to do initial research on the feasibility of continuing with the horse. My research proved influential at the time in the decision to continue with the horse and for very little to change other than the illustration style we see today.



John Lewis

BRIEF:

In conjunction with the photographer, well known for his celebrity portraits, the request was to put together a commemorative book for John Lewis's 150th year. The book had to tell the story of a night of celebration and the people that made it happen

INVOLVEMENT:

Concept, design and execution

RESULT:

A book that really did tell the story, from the staff at the various branches, to the production and celebrities who performed on the night, including Davina McCall and Paloma Faith



The Garage

BRIEF:

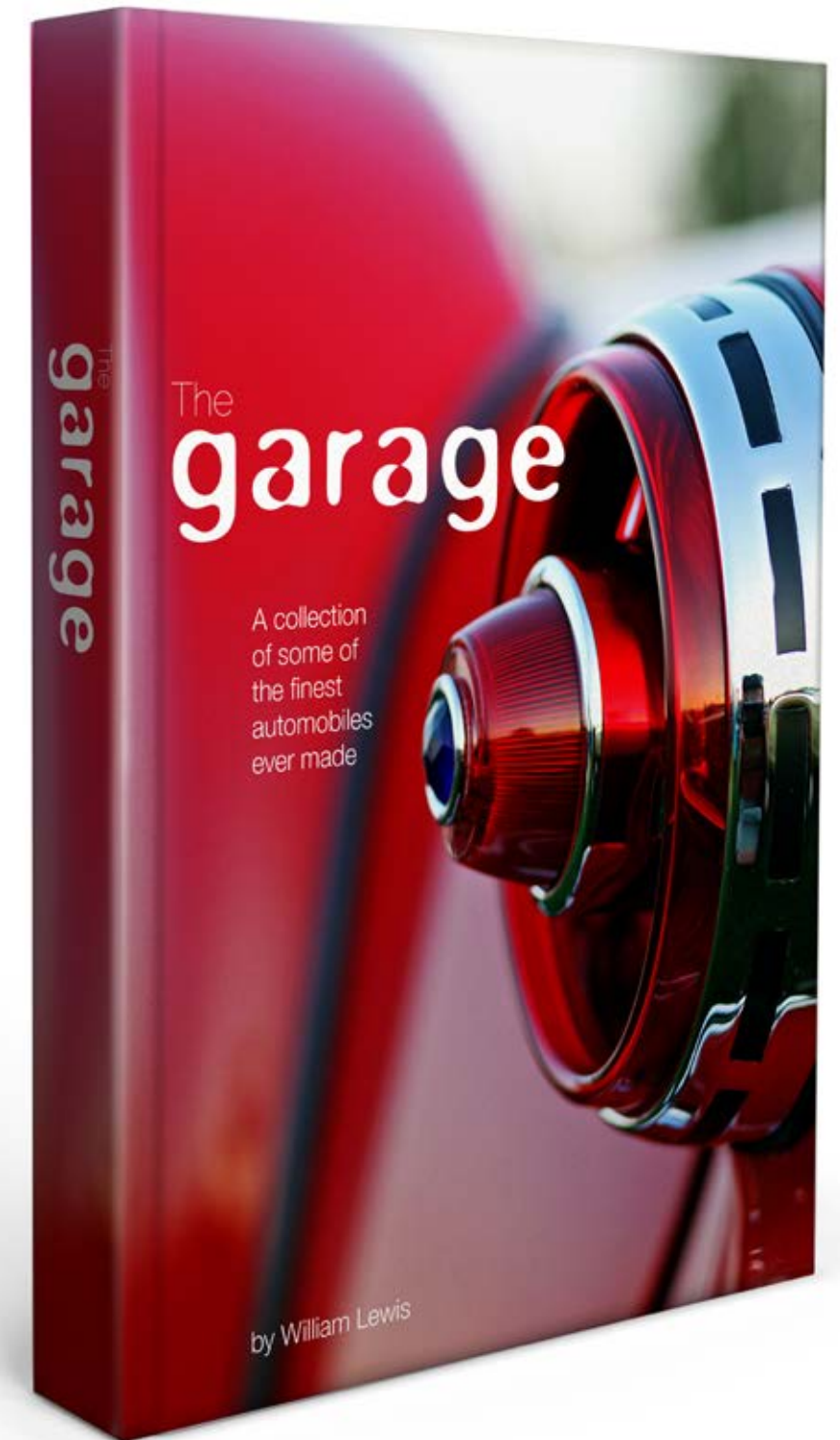
Design a brand for a car museum, that is not to be a museum but a "Gallery". Displaying and highlighting the art of the car from the 1930s up to the modern day. The Garage is housed in an old 1920s Buick car showroom

INVOLVEMENT:

Concept and design

RESULT:

A brand that was modern and not generic and would easily role out through all collateral, signage and architectural applications



Book illustration

BRIEF:

To digitally illustrate a song by a famous artist for publication in a forth coming book, using the lyrics as inspiration



BBC

BRIEF:

Redesign the BBC's "Premier" magazine that is mainly used for selling in TV programmes abroad. The design needed to display premier TV programmes in a bold and attractive manner

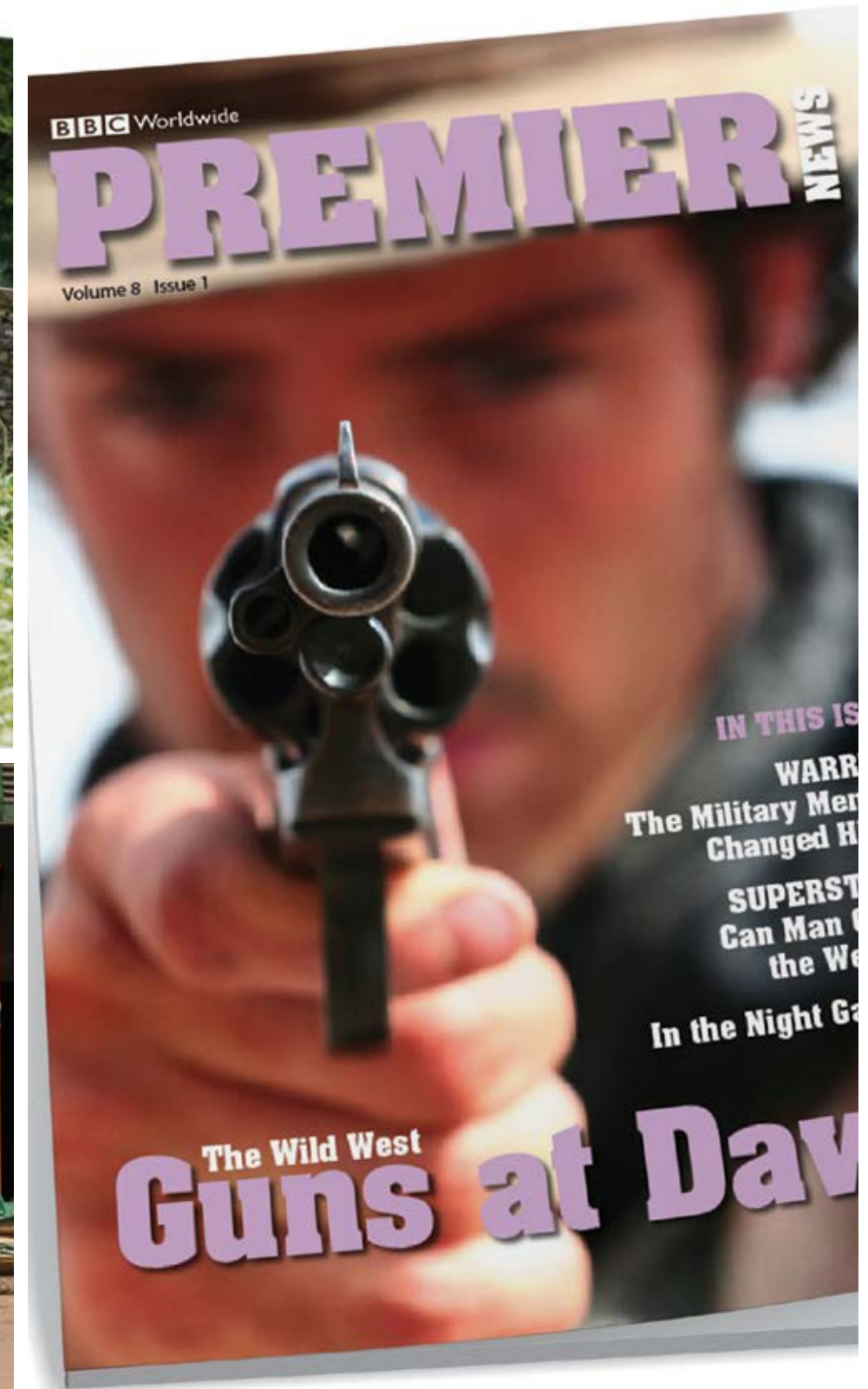
INVOLVEMENT:

Design and production

RESULT:

A magazine that set the bench mark creatively as a magazine, and also for the creativity of the BBC and its programming.

The magazine won Gold in the CIB awards



Cutting Edge

BRIEF:

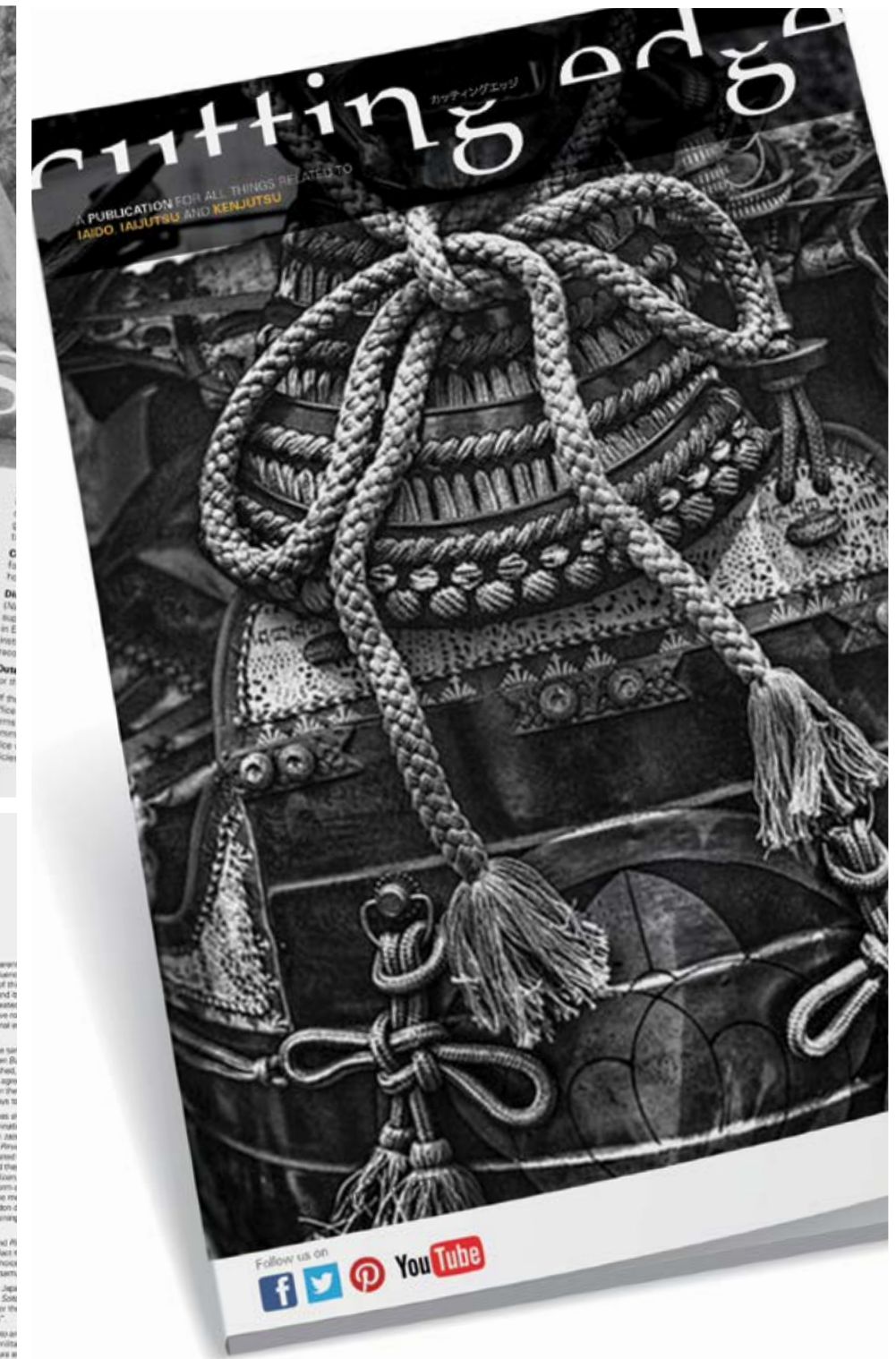
Design a brand and magazine that would convey information on and to Japanese sword practitioners around the world. It needed to be informative, creative and stand out as the premier online magazine

INVOLVEMENT:

Concept, design, writing & editing and execution

RESULT:

A magazine that is currently setting the pace amongst a world-wide community of martial arts practitioners. Within the first 2 weeks, the website had received 185,000 hits



cutting edge

Air Charter Service

BRIEF:

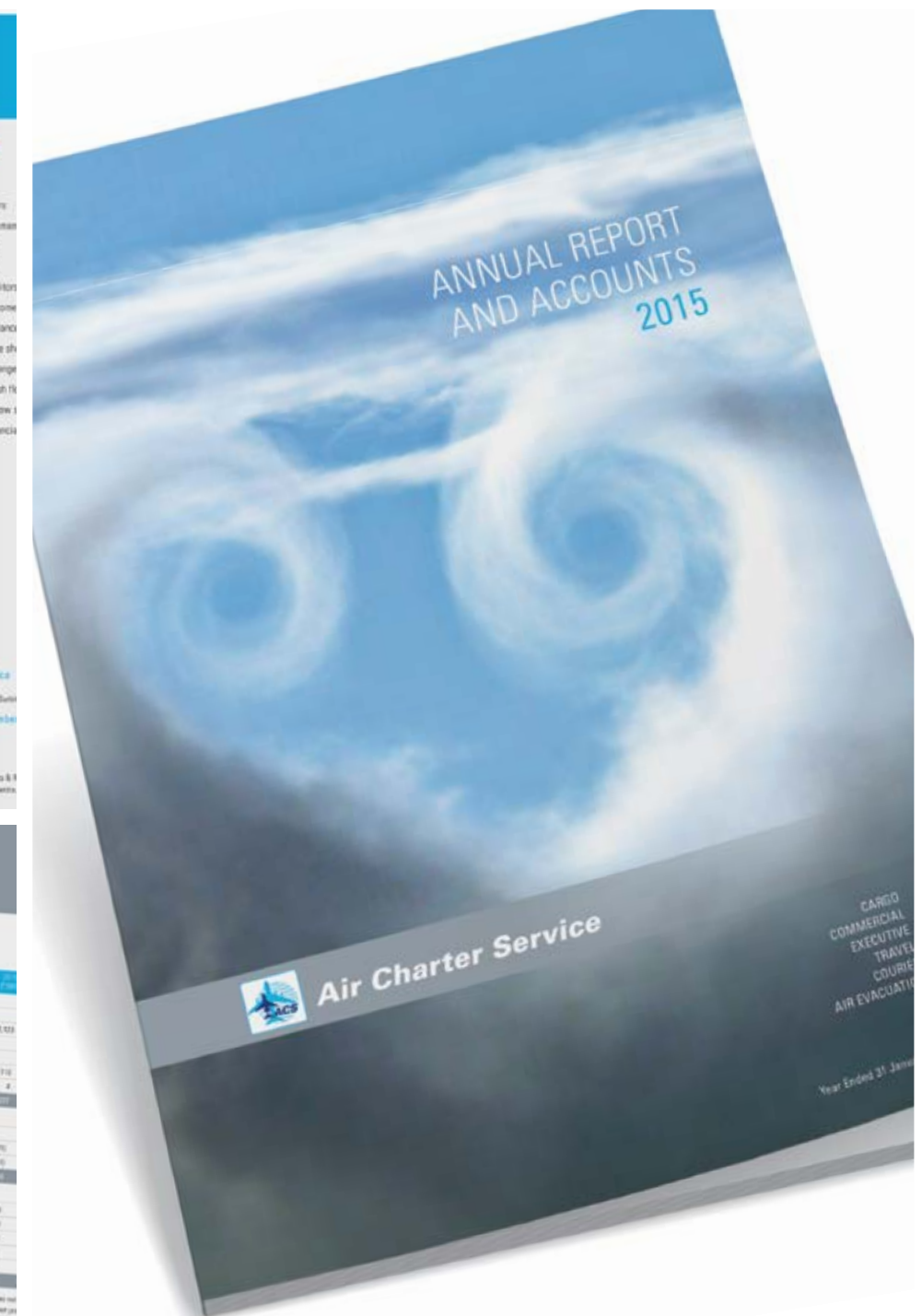
Design and produce an annual report capturing the essence of the company without showing too much of their industry

INVOLVEMENT:

Design and execution

RESULT:

A clean and corporate report revealing aspects but not too obvious in the portrayal of their main business



Graphite

BRIEF:

Redesign an existing report, maintaining a theme but making it work differently, but also differentiating it from the previous years

INVOLVEMENT:

Design and execution

RESULT:

The report maintained a good stylistic feel and introduced some design elements



Added Value WPP

BRIEF:

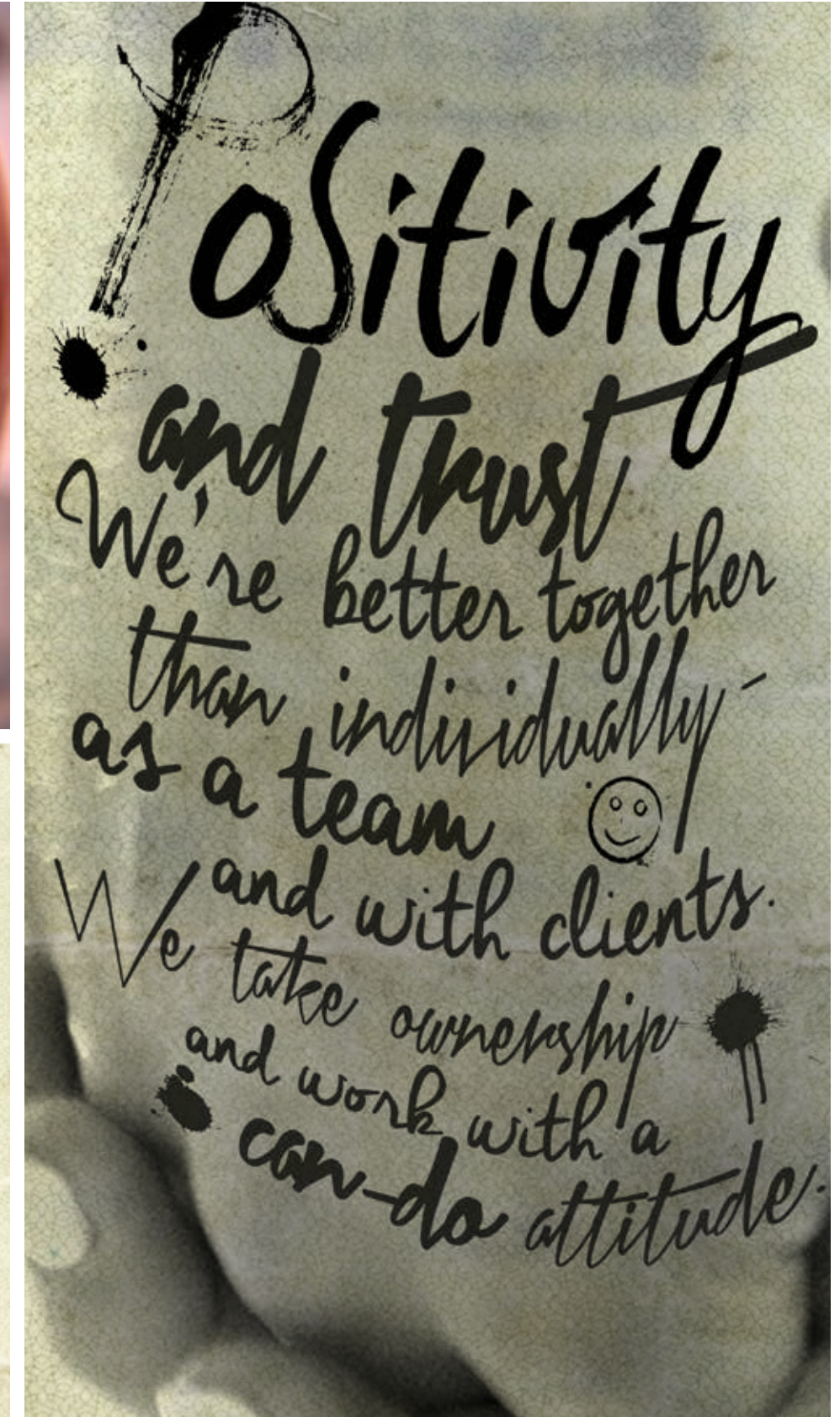
Design and produce a number of corporate messages that focus on the 'value'. They need to be creative and graphic

INVOLVEMENT:

Concept, design and execution

RESULT:

A series of corporate message posters using conceptual typography and unique imagery in order to get the message over in a concise, creative and graphical manner



Added Value WPP

BRIEF:

Design and produce a number of typographical treatments for branding statements to be used both on and off line.

INVOLVEMENT:

Concept, design and execution

FROM *Products* TO
-EXPERIENCES-

IN A CHANGING UNIVERSE BEING
connected with culture
MAKES THE DIFFERENCE BETWEEN
life OR **DEATH**

FROM **LINEAR** TO
-MULTIPLE-

*The
best brands
exist because they
tap into a deep
human truth*

from *Continuous* to
-DISRUPTIVE-

House of Fraser

BRIEF:

Design icon and graphics for store banners celebrating British Design across the HoF stores

INVOLVEMENT:

Concept, design, execution and brand management

RESULT:

A striking and retro approach to store banners



Cosmetics

BRIEF:

Packaging for various cosmetics.

INVOLVEMENT:

Concept, art direction and execution



Detoxing Tea

BRIEF:

Packaging for a detoxing tea sold to the Japanese market.

INVOLVEMENT:

Concept, art direction and execution



Salad Dressing

BRIEF:

Packaging for a new salad dressing mixing shiso and onion, and shiso and burdock for the Japanese market.

INVOLVEMENT:

Concept, art direction and execution



Ann Summers – Elation

BRIEF:

Design packaging around a product that used magnets and was aimed at the 'Natural Health' customer. The colours were muted and subtle, and the packaging needed to reflect the product and the vision

INVOLVEMENT:

Art direction and execution

RESULT:

The result was a very subtly coloured box utilising a tray that was also a storage case, and proved very popular amongst the Ann Summers customer base



Ann Summers – Self Love concept

BRIEF:

Design concept packaging for the Self Love range. Previous packaging was dated and it need to appeal to a younger market, injecting some fun into a range of products

INVOLVEMENT:

Art direction and execution

RESULT:

The result was a fun way to promote toys to a younger market, but still maintain a mature clientelle.



Ann Summers – Self Love

BRIEF:

The final packaging designs for the Self Love range.

INVOLVEMENT:

Art direction and production.

RESULT:

The result was still successful, but was chosen for its safe design, though still meets the brief for a younger market whilst retaining its current clientele.



Ann Summers – Touch Sense

BRIEF:

Design packaging for a new concept in toys. These are activated by the touch of the skin.

INVOLVEMENT:

Design, image concept and production.

RESULT:

A very luxurious design reflecting the toy's market and the retail cost of the products.



Ann Summers – CBD Oil

BRIEF:

Design for the company's venture into CBD products. The CBD oil is one of the purest available, hence the name "Pure&", the "&" being the connection to the various effects the oil has when combined with other products.

INVOLVEMENT:

Concept, design and production.

RESULT:

A very successful range that took the company into another area of sexual health.



Ann Summers – Gifting

BRIEF:

Design for a multi-product gift box for 2024 using art directed cutting edge AI fantasy imagery. Gift sets must be different each year and fall in line with buying and fashion trends across the business.

INVOLVEMENT:

Concept, design and production.

RESULT:

A technically challenging project from many points-of-view, due to the complexity of the box build and construction, but also the material and fit of all the internal boxes.



Ann Summers – Lubes & Oils concept

BRIEF:

Concept design for the lube, oil and pleasure gels.
Final deliverable product would be tubes and bottles.

INVOLVEMENT:

Concept, design and production.

RESULT:

This was one of a number of designs to keep the brand young, modern and be part of a larger in-store activity to brighten up the retail store interior and doing away with the predominantly black and dark product boxes.



Psychic Sisters – Concept

BRIEF:

Refresh Psychic Sisters current brand packaging.

INVOLVEMENT:

Concept and design.

RESULT:

The current packaging and brand has a dated feel to it, and it was felt that a new more progressive design should be utilised across their product range.



Added Value WPP

BRIEF:

Design and produce a branding and presentation style for Added Values growth development program.

INVOLVEMENT:

Concept, design and execution

RESULT:

A visually strong and vibrant presentation, that was utilised across advertising and promotions.



GROWTH GARAGE

A fast, future-focused, fact-based and fun way to find new growth.

Future-focused

A new approach to incorporating emerging customer value drivers and digital behaviours.

Fact-based

Decisions made with quality data insights and then actioned.

Fun

A fresh way of working, engaging young talent using collaboration, co-creation and collective intelligence for an entrepreneurial driver.



Added Value WPP

BRIEF:

Design and produce a branding and presentation for Unilever.

INVOLVEMENT:

Concept, design and execution

RESULT:

GEN X, Y and S graphics to tie in with the Unilever brand.



British Kendo Association

BRIEF:

Design and produce a website and information site for members of this National Governing Body (NGB) for its innovative partnership program with Universities in Japan. Allowing organisation members the opportunity to train in Japan and Japanese students to train in the UK.

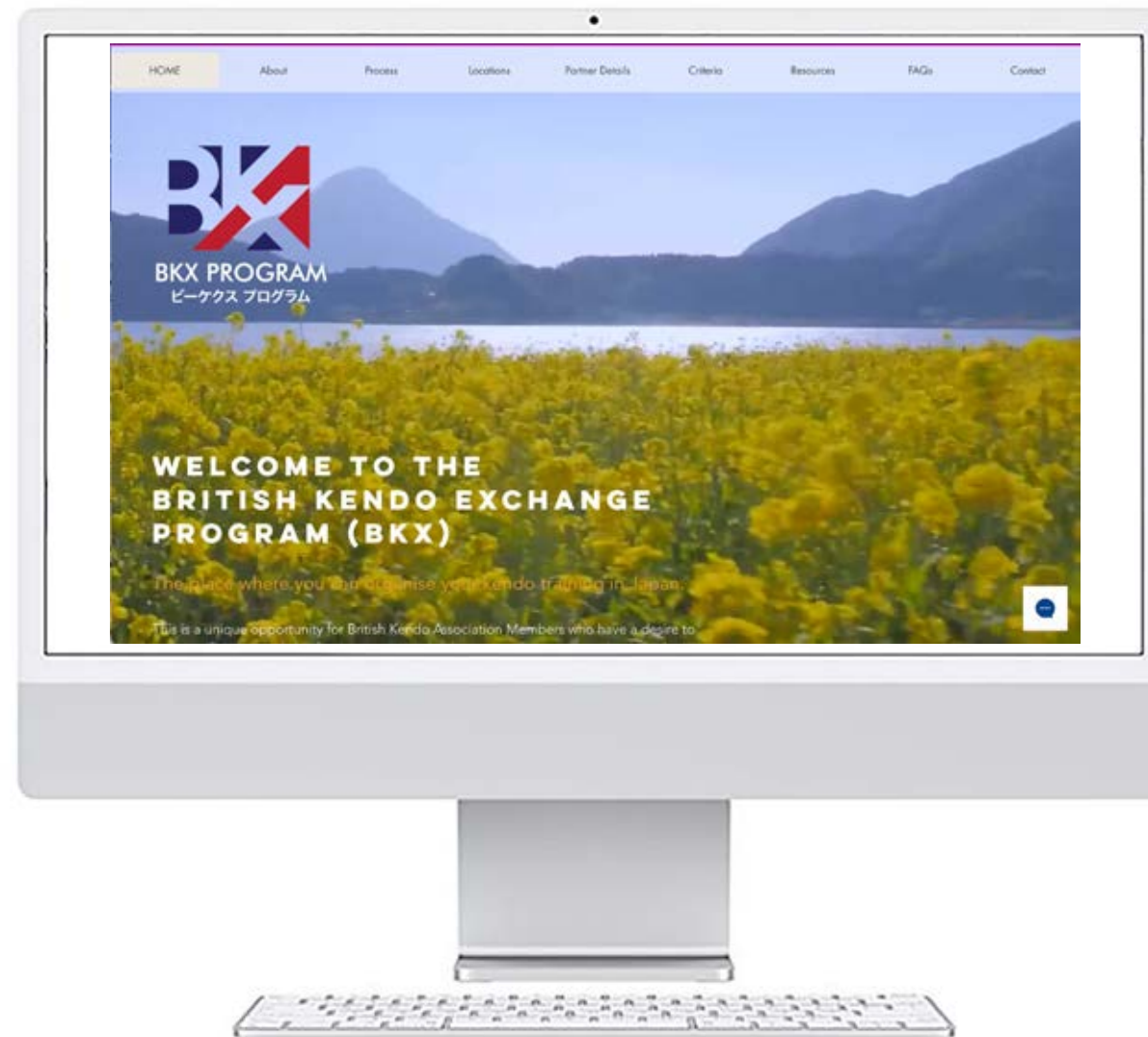
INVOLVEMENT:

Concept, design and execution

RESULT:

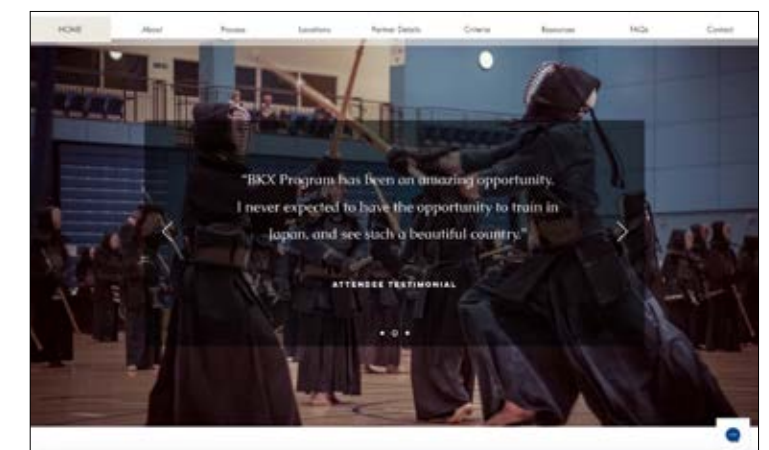
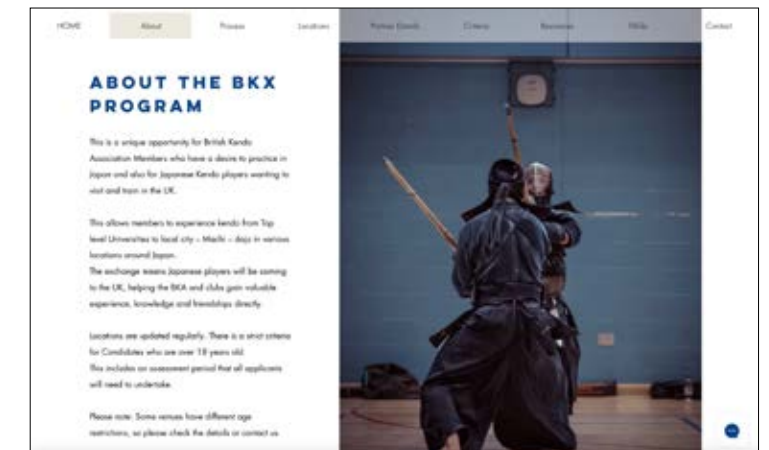
A functional and informative website that is easy to navigate and visually interesting.

Initial designs prepared using XD.



Development site only:

<https://fraser898.wixsite.com/bkx-program-1>



Tsubaki Kendo Club

BRIEF:

Design and produce a website for a local club as its main point of contact for interested people.

INVOLVEMENT:

Concept, design and execution

RESULT:

A functional and informative website that is easy to navigate and visually interesting.

Initial designs prepared using XD.



www.tsubakikendo.co.uk



THAT'S IT.
THAT'S ME.

