

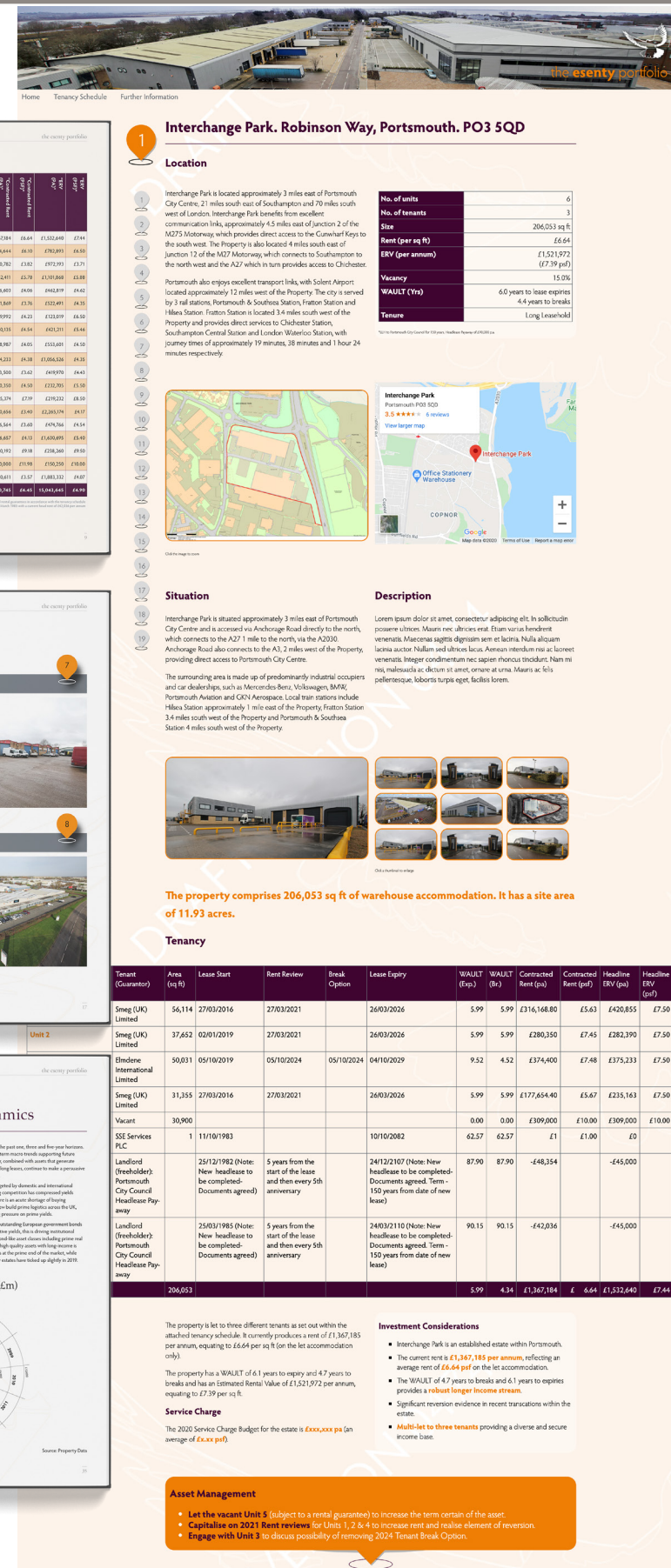
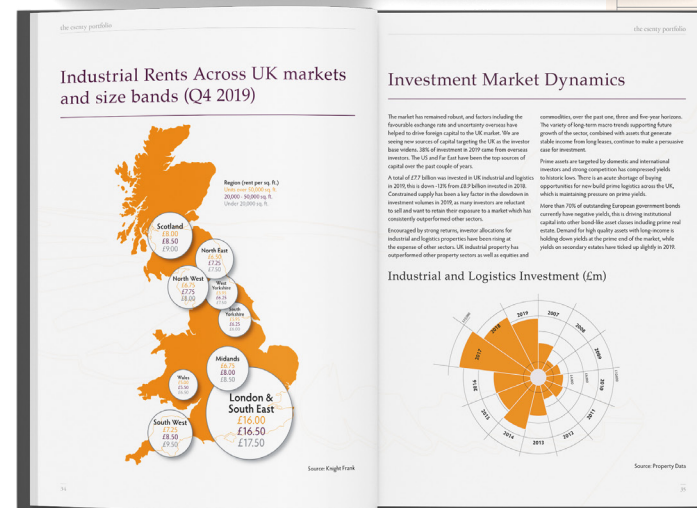
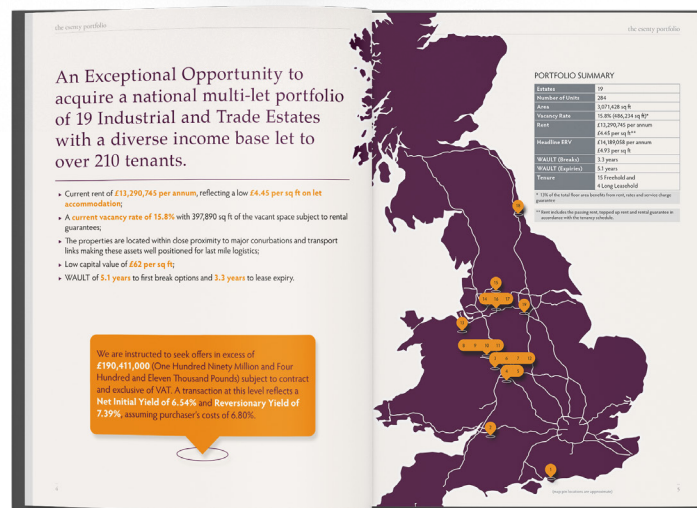


Portfolio with notes

Task

This combined approach helped Knight Frank approach a greater number of more targeted clients while reducing their marketing costs by 50%.

Print and digital



Project

Community Testing Evaluation Toolkit

Client

National Aids Trust

Position

Freelancer to Pierrot Print and Design

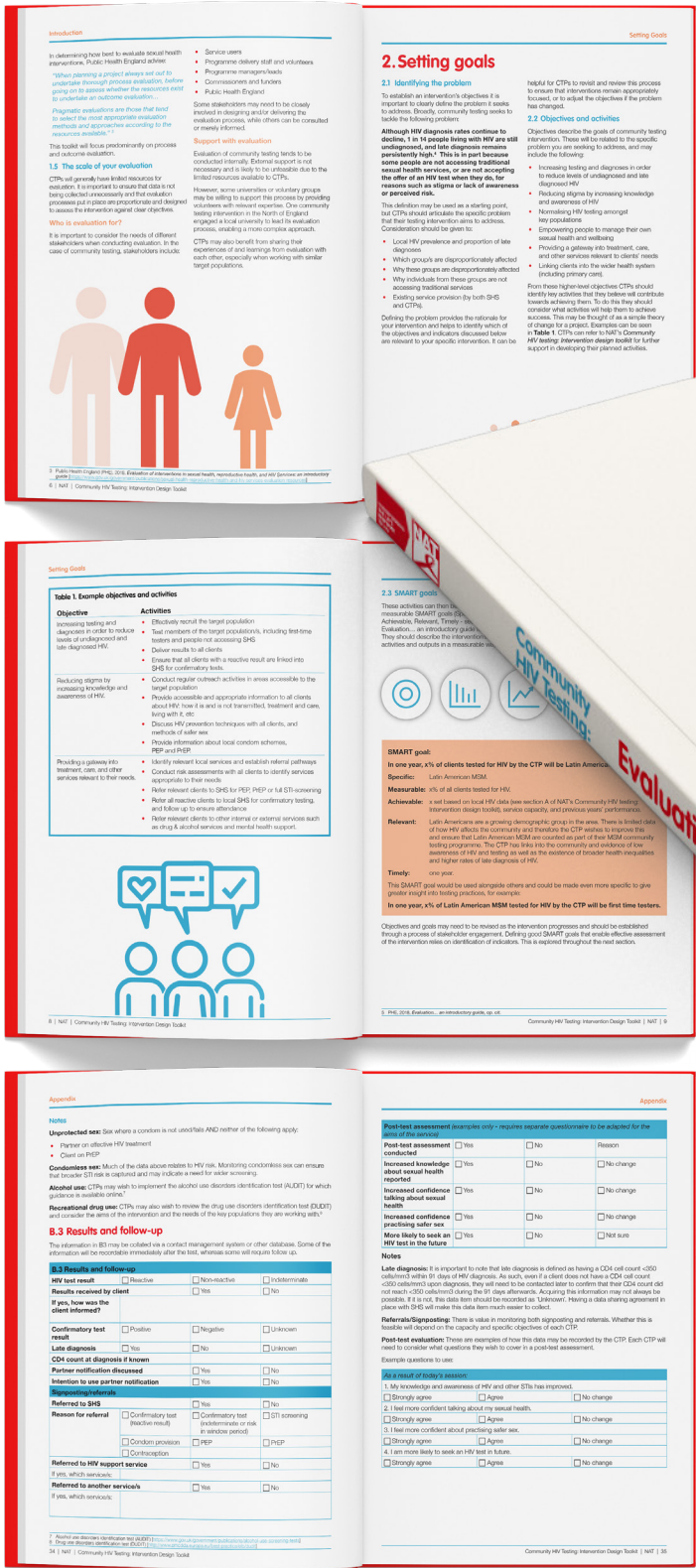
Task

I was asked to evaluate the materials produced by the in-house team at the National Aids Trust and provide a set of guidelines to help them produce a series of toolkits.

In preparing these notes I was given the opportunity to create this Evaluation Toolkit using Adobe CC to provide a template that could for the basis of future templates.

It was essential that the master document contained all the required assets along with style-sheets and colour palettes.

These documents will be a short run series which is likely to be updated when the new brand guidelines are produced later this year.



Print and digital

Project

Re-branding and Development

Client

Parliament Choir

Position

Freelancer direct to client

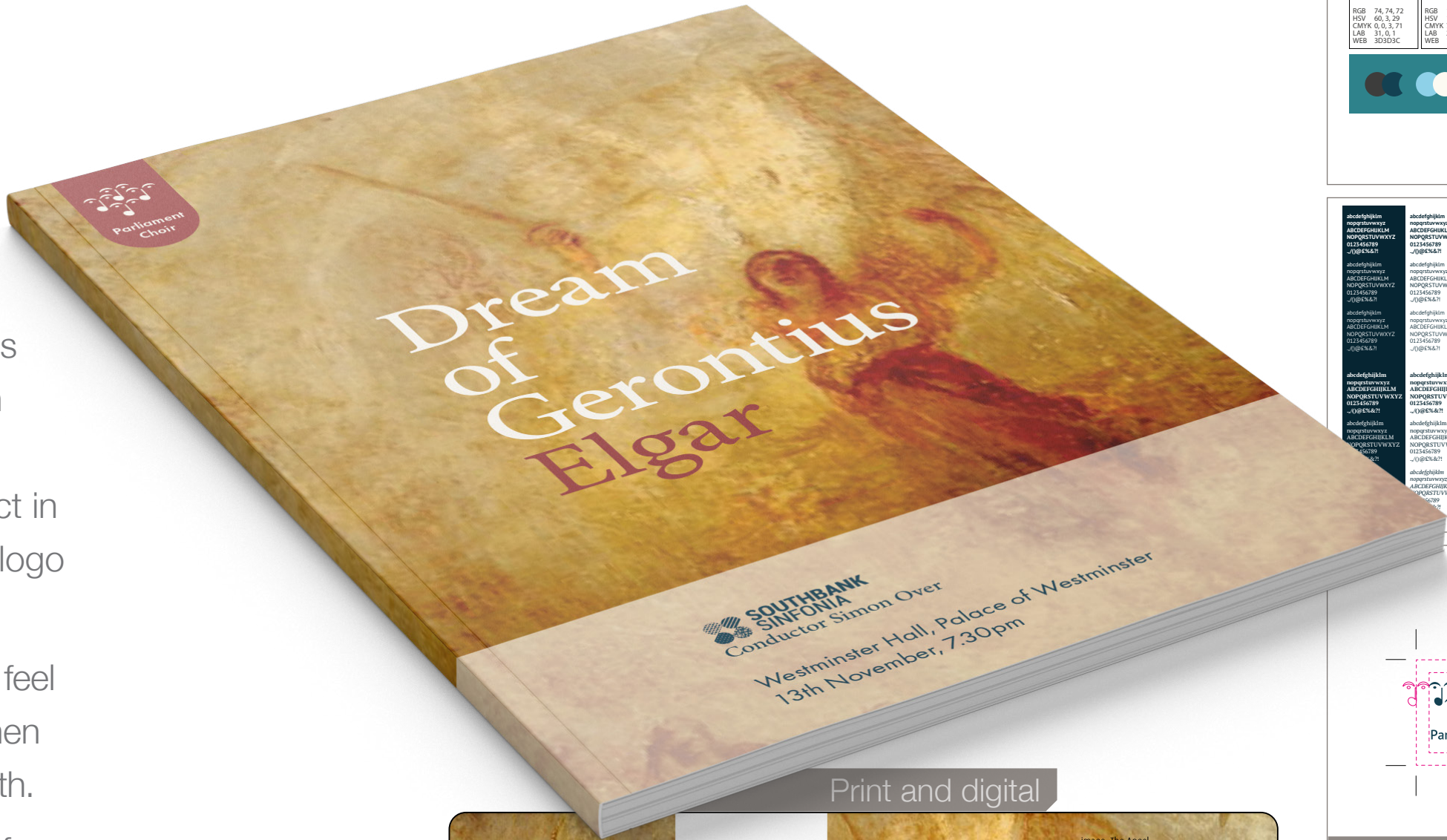
Task

The branding for the Parliament Choir had been created by an enthusiastic member and had lost its way over the years. Having previously worked with members of the choir whilst Design Manager at Parliament I was successfully awarded this contract in the autumn of last year to review and ‘tidy up’ the logo and materials.

I initially re balanced the logo, keeping the essential feel of the brand but creating focus and consistency when used across the many platforms the choir works with.

As well as a simple brand guide I created a suite of templates using Adobe CC to generate everything from tickets and flyers, brochures and programmes, to social media templates and website designs.

The choir is currently not performing due to Corona Virus but is looking forward to seeing the benefit of this re brand.



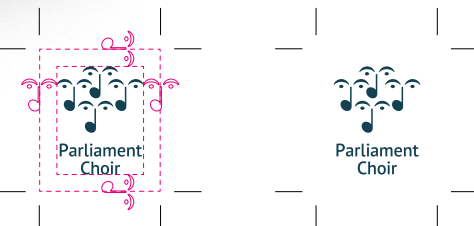
Print and digital



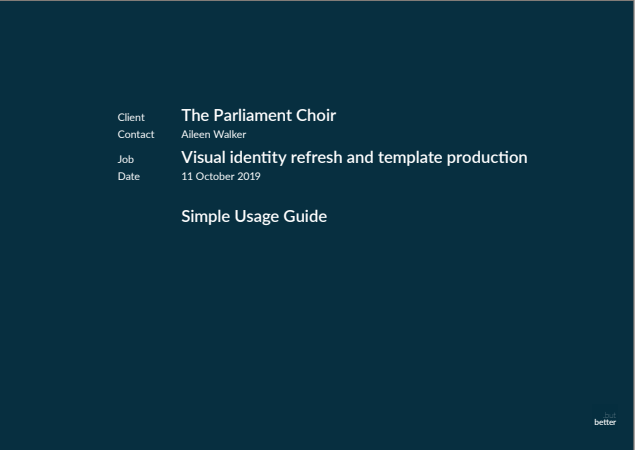
Web and social

Pantone Black 7 C	Pantone 2168 C	Pantone 4158 C	Pantone 636 C	Pantone P 1-1 C	Pantone 7622 C
RGB 74, 74, 72 CMYK 0, 0, 0, 1 LAB 31, 0, 1 WEB 3D3D3C	RGB 19, 65, 83 CMYK 77, 22, 0, 67 LAB 25, -9, -15 WEB 134153	RGB 46, 130, 139 CMYK 67, 6, 0, 45 LAB 82, -19, -12 WEB 2E8288	RGB 138, 216, 237 CMYK 42, 9, 0, 7 LAB 82, -19, -12 WEB 8AD8ED	RGB 252, 250, 241 CMYK 0, 1, 4, 1 LAB 96, -1, 5 WEB FCF8F1	RGB 144, 46, 46 CMYK 0, 68, 68, 44 LAB 34, 41, 23 WEB 902E2E

PT Sans Pro Bold	PT Sans Pro Regular	PT Sans Pro Light
PT Serif Bold	PT Serif Regular	PT Serif Light



Branding



Project

Promotional leaflet for exhibition

Client

House of Commons Curators Team

Position

Design Manager @ House of Commons

Task

This exhibition was curated with artefacts from the Parliamentary Art Collection and the Willoughby Collection.

Working with the senior curator I created this leaflet along with posters, postcards and tickets using text and selected images from display.

From a minimal brief and supplied copy I created initial scamps through to fully realised materials in eight days. Due to the nature of the House of Commons this project involved not only the curators team but other departments including the comms team and the Speaker of the House of Commons. Managing stakeholders and maintaining engagement was key to delivering this project on time, demanding extremely quick responses to feedback and effective written and face to face communication.



Print and event



Project

Coping with exam stress

Client

AQA Education

Position

Senior Designer @ AQA

Task

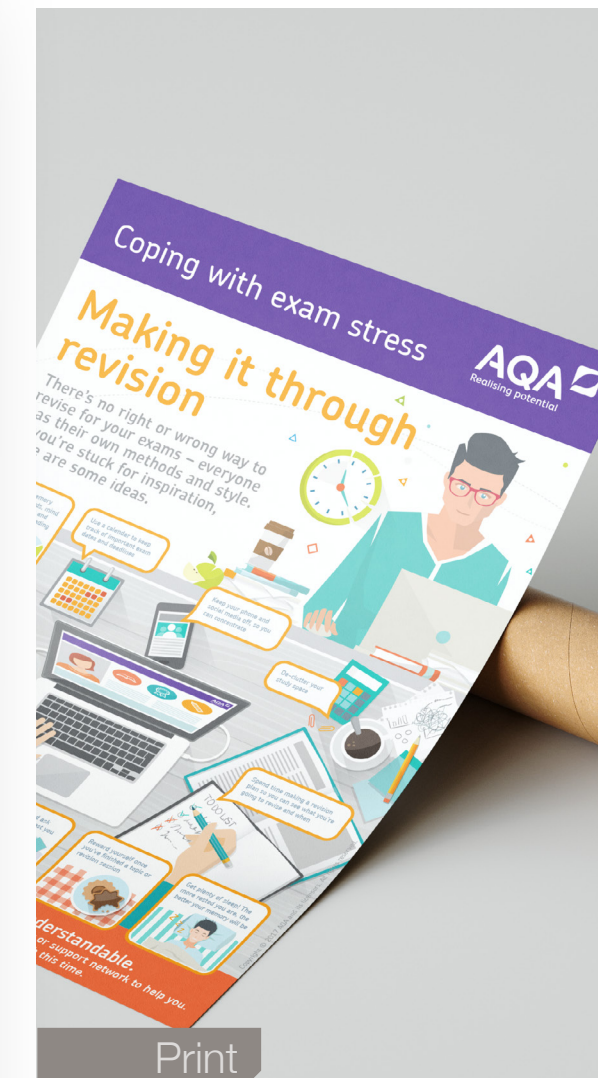
Working with schools to prepare students for GCSE and A level exams, AQA have an extensive programme of events and materials for teachers.

This poster was part of a through the line campaign presenting practical advice to student in and out of the classroom. Supported by graphics on social media and animations this became a key tool in engaging students and teachers.

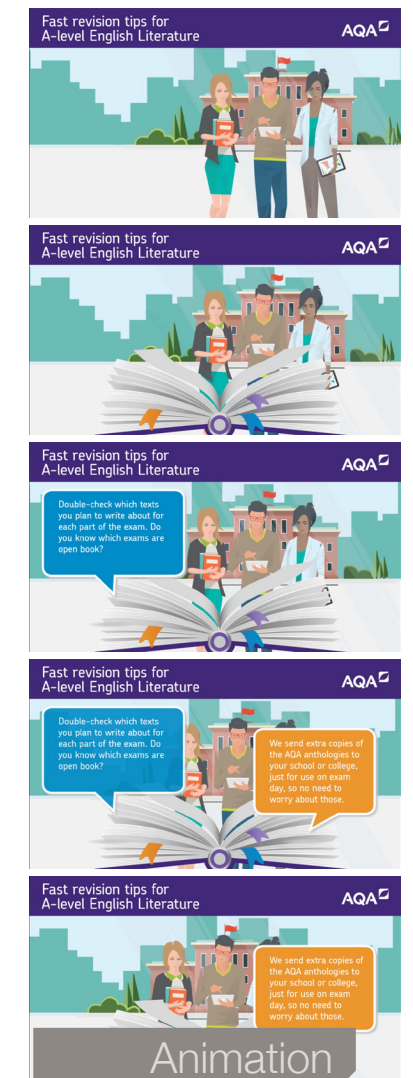
I created initial scamps through to print ready artwork as well as templates for social media and simple animations using Adobe After Effects.



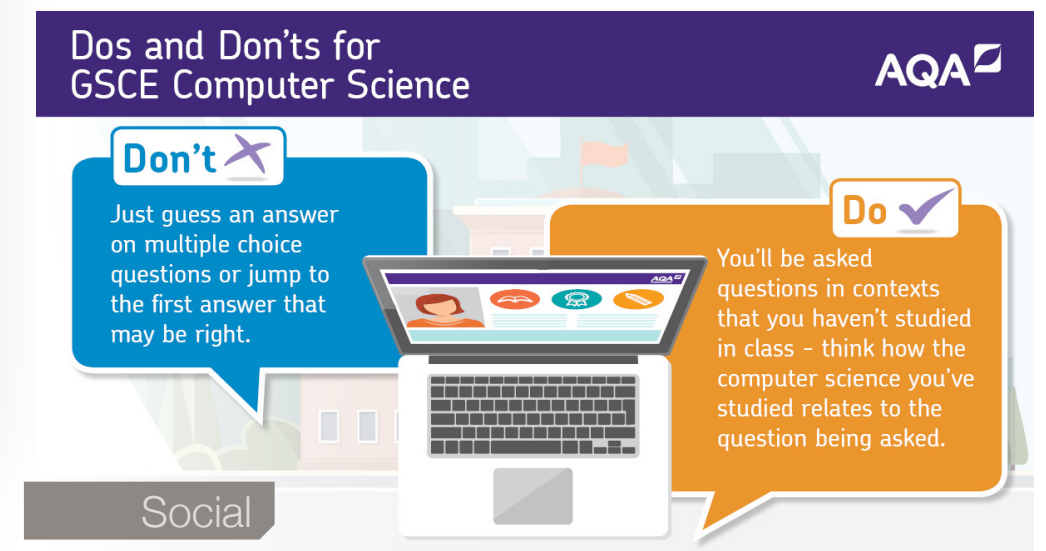
Illustration



Print



Animation



Social

Project

Curriculum Specification

Client

Oxford AQA International Examinations

Position

Senior Designer @ AQA: Secondment to Oxford

Task

Following a partnership between the AQA and Oxford examination boards I led the team tasked with producing the specification documents for 18 launch subjects in six territories.

As senior designer I worked with my team to create layouts that were clean and easy to follow as readers would not necessarily be native English readers. Once the initial templates had been approved I was responsible for the oversight and proofing of the documents internally before they went to the client and presented the designs for each specification to senior stakeholders, both within AQA, Oxford University and OfQual for approval.



Design and Print

Project

Promotional leaflet for exhibition

Client

House of Commons Visitor Services Team

Position

Design Manager @ House of Commons

Task

In addition to designing this six page leaflet for visitors I was tasked with illustrating an accurate map showing directions and 'stops' along the tour that aligned with audio tour hardware.

From supplied architectural drawings I ensured that all secure areas were redacted while maintaining the relative position of internal spaces to the outline of the Palace, adding stops and directional information.

As well as sign-off from my client all versions of the illustration needed to be reviewed and approved by the security team requiring additional stakeholder management across these teams.

The leaflet was produced in 14 languages and has instructions for using the guide and a code of conduct whilst on the estate.

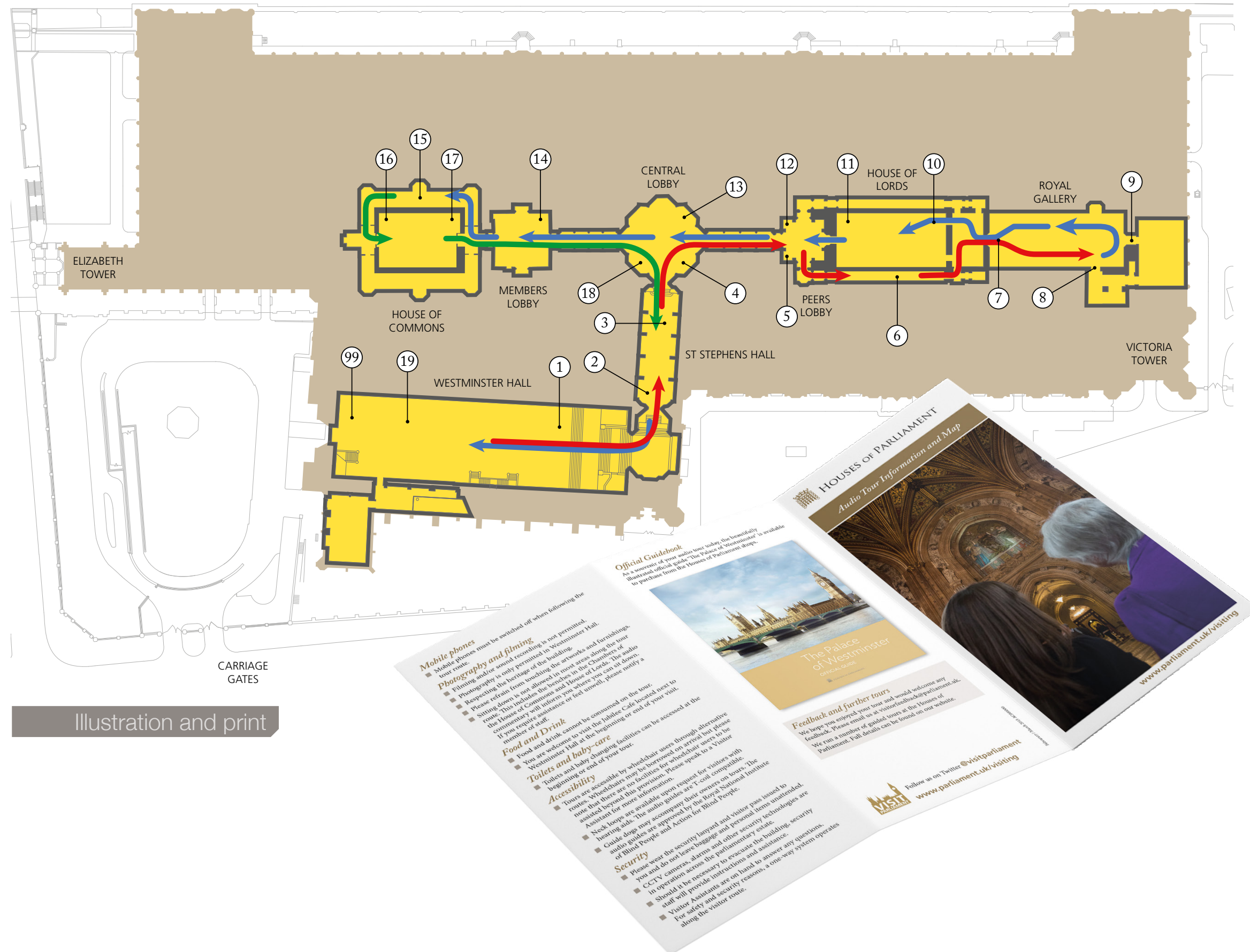


Illustration and print

Project

Strategic Plan 2020-2025

Client

National Aids Trust

Position

Freelancer to Pierrot Print and Design

Task

I was asked to design the book version of the Strategic Plan following a major brand overhaul. This was the first document created using the new brand guidelines and I worked closely with both the client and the brand agency to ensure the book was reinforcing the brand values.

Using the sample spreads supplied in the brand guide I crafted the flow of information through the book to create a continuous story of hope and optimism.

The book was produced on time and within budget with both the brand agency and the client very happy with the result.



Design, Infographic and print

Project

Logo design and Brand Development

Client

Garrison Farm CIC

Position

Freelancer direct to client

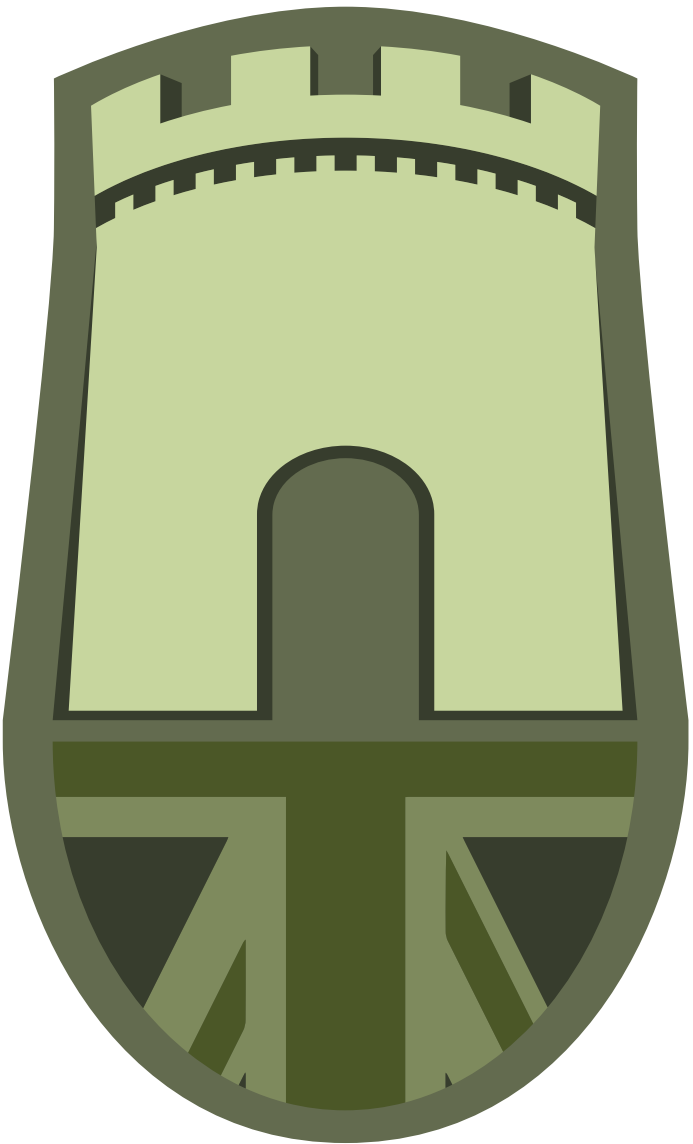
Task

I was introduced to this client through a client who is donating her marketing know how as a side hustle for this worthy project.

Garrison Farm started with a hand drawn logo created by one of the founders. It’s aim to support veterans and those leaving the armed serviced in the UK. The concept of a farm is important to the founders as it gives a much needed escape to UK veterans and direct contact with the ground. Since it’s creation Garrison Farm has gone on to host training events and activities for UK veterans.

I was tasked with creating a more professional logo and brand that reflected the organisations values and retained a link with UK military services.

This new brand is expected to be launched in December 2020 at a ticketed Christmas Ball.



GARRISON
FARMCIC



Primary Logo

The primary logo has been designed to be used in most applications. It has been set in a vertical frame emulating military badges and insignia to reference the organisations founding principles.

The Logo is made up from four distinct elements; the text, the background field, the union flag and the keep.

It is important to maintain a clear space around the logo to retain its strength and the clarity of the keep within the design.

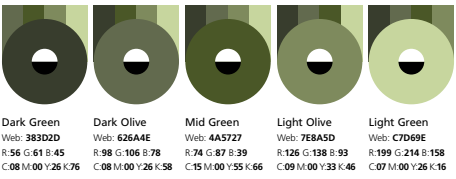
Try to use this logo whenever possible.



Colour Palette

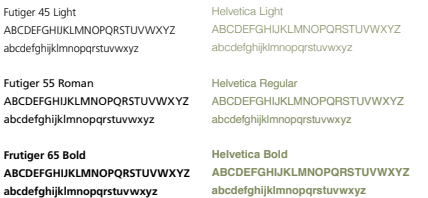
The colour palette has been designed to reinforce the background and founding principles of the organisation. Using a mix of greens these reflect both military use and are in line with the ecology and environmental ideals of the organisation.

Each shade complements every other in this palette and can be used in any combination to suit the medium or message.



Primary Font

Frutiger has been selected because of it's bold conformity and use in UK military applications. This should be used across titles and all body copy. The secondary font can be used for titles and captions if distinction is needed. If this font is not available please use Helvetica.





Thank you

Your feedback would be very welcome