



Matt Fairgrieve  
Creative Lead

## Experience

I'm a hands-on, friendly and professional creative lead, art director and designer. With over 20 years in the industry, I've worked across many disciplines and for a wealth of various clients, in a freelance capacity for over 6 years and most recently in the full-time position of Head of Design for McCann Milton Keynes.

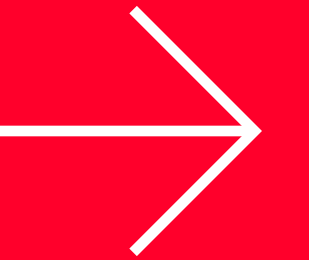
I'm able to collaborate with a multi-disciplined team at a high level and lead projects and designers to produce work of the highest standard.

I offer genuine creativity and craft to projects, whether that's for a large campaign, pitching, directing photoshoots or the smaller everyday work.

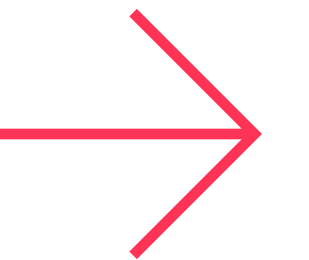


## Disciplines

Creative & Design Leadership  
Art Direction  
Concept Development  
Idea Generation  
Fully Integrated Design  
Campaign Rollout  
Branding  
Pitch Creative  
Strategic Thinking



## Lotus Emira



This wasn't just another sports car launch. This was 'the other' sports car launch, announcing the arrival of the stunning new Lotus Emira to a brand new audience.

It meant a bold new look and a whole new way of talking, that was first and foremost 'For The Drivers'. And it meant a brave campaign that really resonated with Lotus fans and a new broader group of potential customers.

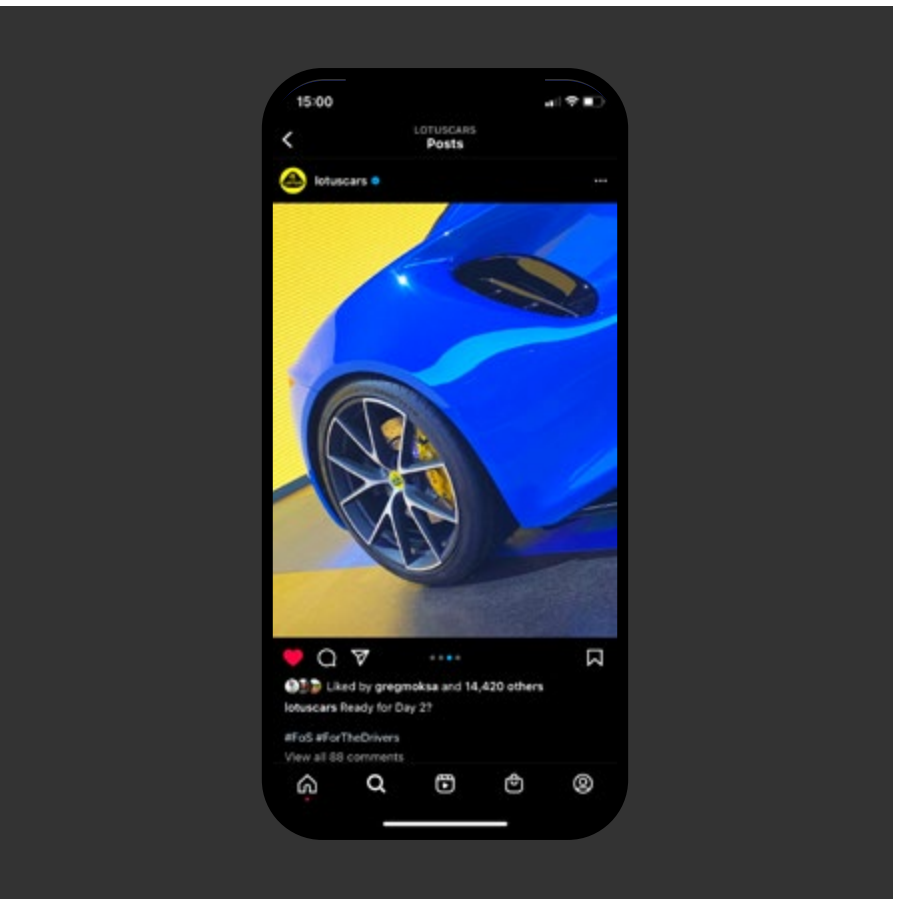
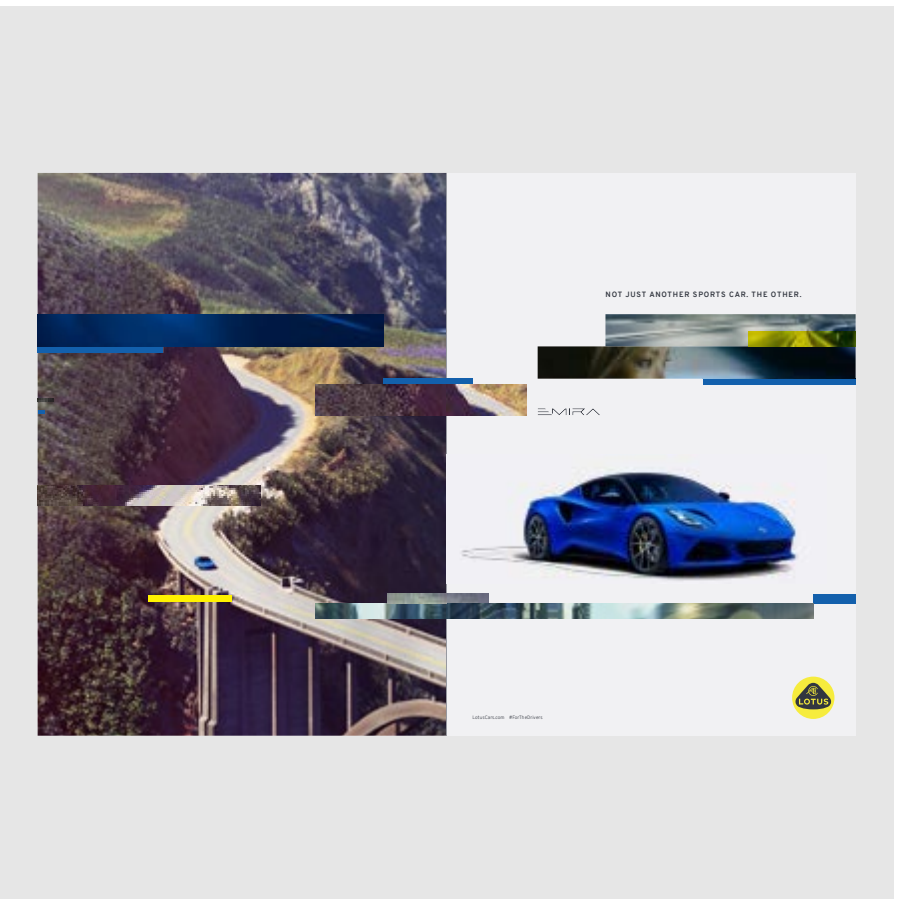
Being involved from the pitch phase of the project, my art direction not only helped us to win the work, but the client also chose it to rollout the entire launch campaign.

The campaign was awarded 'Car launch of the year 2021' by Autocar Magazine.

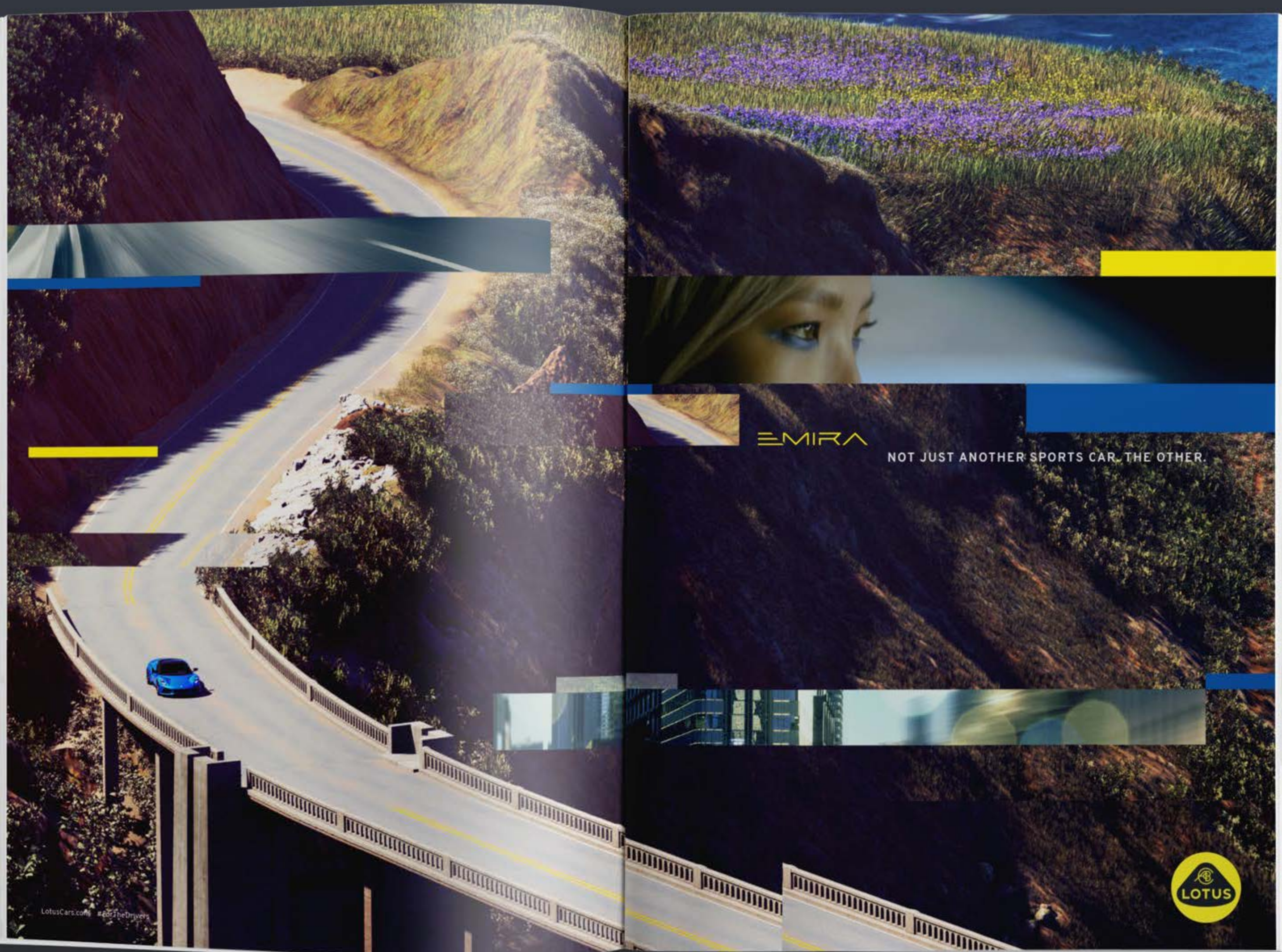


Lotus Emira

Creative Direction / Pitch / Tease / Launch / Social







EVIA

NOT JUST ANOTHER SPORTS CAR. THE OTHER.



LotusCars.com #gothebrave





FOR THE DRIVERS



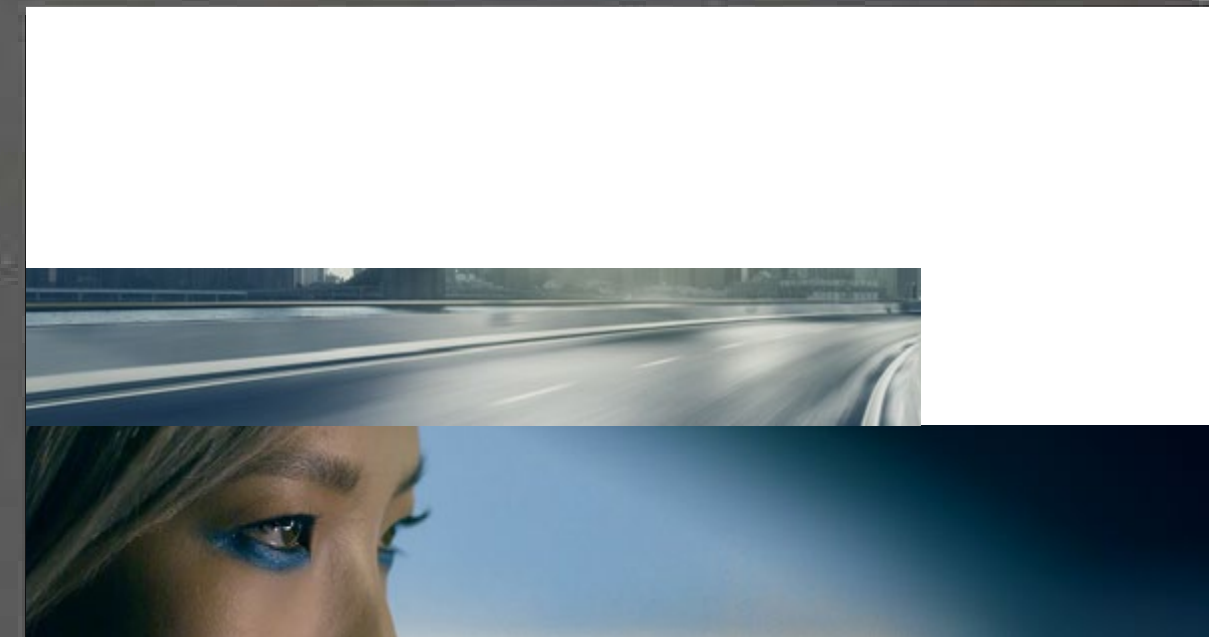
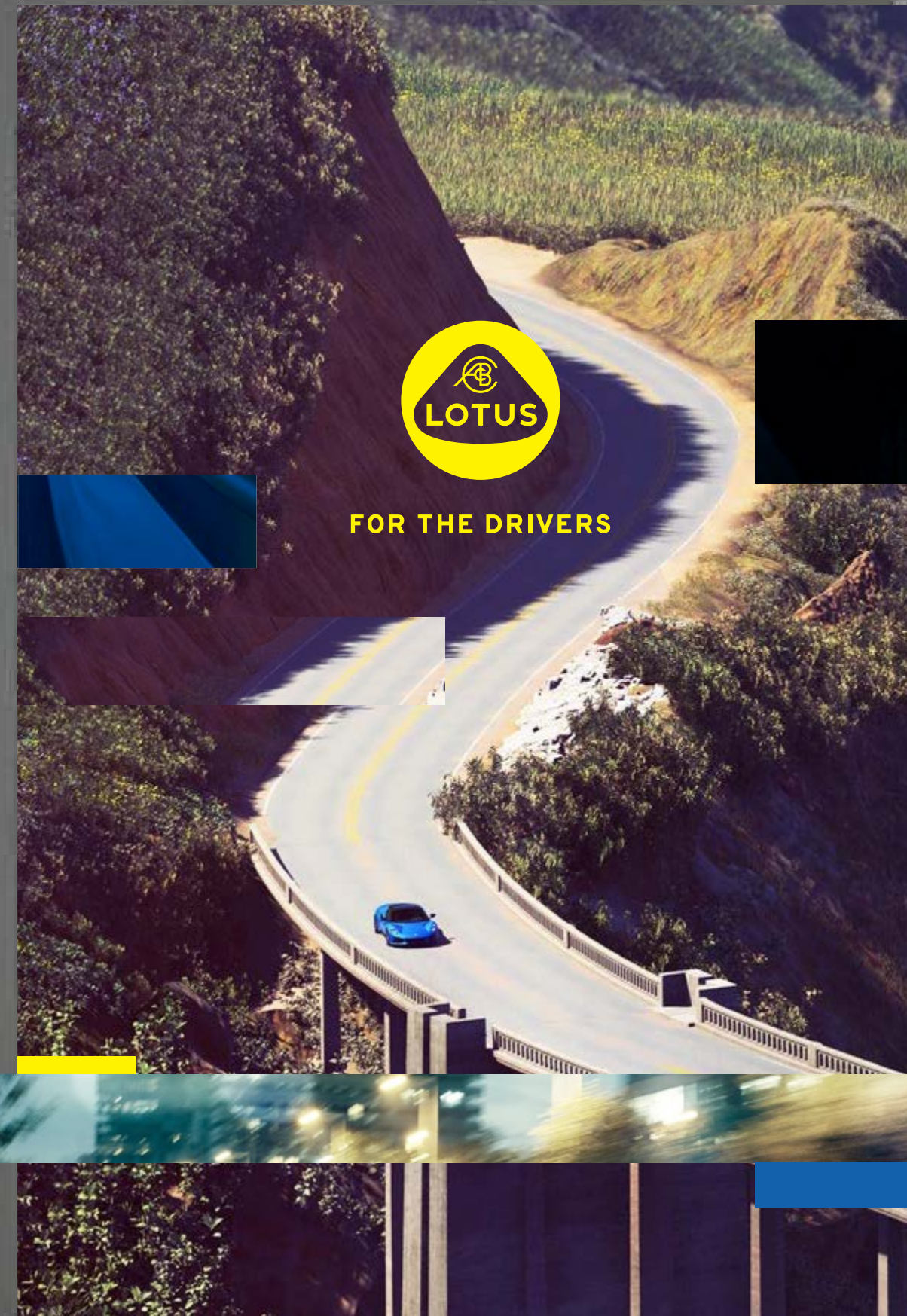
NOT JUST ANOTHER SPORTS CAR. THE OTHER.

EMIRA





NOT JUST ANOTHER SPORTS CAR.



THE OTHER.



EVIA



NO ONE EVER MOVED FORWARD BY STANDING STILL.



EMIRA





## Product Photoshoot/Rendering

I art directed studio shots and renderings of the Lotus Emira, leading photographers, retouchers and 3d artists in creating consistent images for use in print, social and on the Lotus website.





EMIRA






FOR THE DRIVERS

HOME >

NOT JUST ANOTHER SPORTS CAR. THE OTHER SPORTS CAR.


The Lotus story continues with a new icon: Emira. A car that doesn't just turn heads but turns conventional thinking on its head, with its exotic supercar looks, everyday usability and enhanced comfort combined with class-leading Lotus driving dynamics.

It's everything you'd expect from a Lotus, but like nothing you'd expect. The journey towards a thrilling new future begins here.



LOTUS EMIRA< HOME >02


ENGINE SPECIFICATION



Everything about Emira is for the drivers, including the engine. Emira will offer two powertrains built to deliver blistering performance and maximum thrills. This includes the much-loved and characterful 3.5-litre supercharged V6, and the world's most powerful production 4-cylinder engine developed in conjunction with AMG and tuned to deliver a heart-racing 360hp.

LOTUS EMIRA< HOME >03

A NEW DESIGN LANGUAGE



Influenced by the Evija electric hypercar, Emira has a stunningly contemporary look with sculpted surfaces and crisp feature lines. Bringing exotic looks and features to the sports car category.

LOTUS EMIRA< HOME >04

BEAUTIFULLY INTUITIVE




Designed to put the driver at the very centre of the experience, with pure ergonomic design and instruments carefully placed for the most intuitive use. Modern materials, connected technology and soft touch finishes only enhance the driving experience.

CLICK ON EACH FEATURE TO DISCOVER MORE.

LOTUS EMIRA< HOME >05

OPTIMISED AERODYNAMICS



Efficient aerodynamics have been at the heart of every Lotus since the very beginning. Emira is no exception. Intelligent engineering means it is the only car in its class to generate significant downforce, generating outstanding performance and exceptional grip at all speeds.

LOTUS EMIRA< HOME >06



AERODYNAMICS

PERFORMANCE

DESIGN


TECHNOLOGY

ENGINEERING

OPTIMISED  
AERODYNAMICS

Efficient aerodynamics have been at the heart of every Lotus since the very beginning. Emira is no exception. Intelligent engineering means it is the only car in its class to generate significant downforce, generating outstanding performance and exceptional grip at all speeds.

CONFIGURE



FRONT

REAR

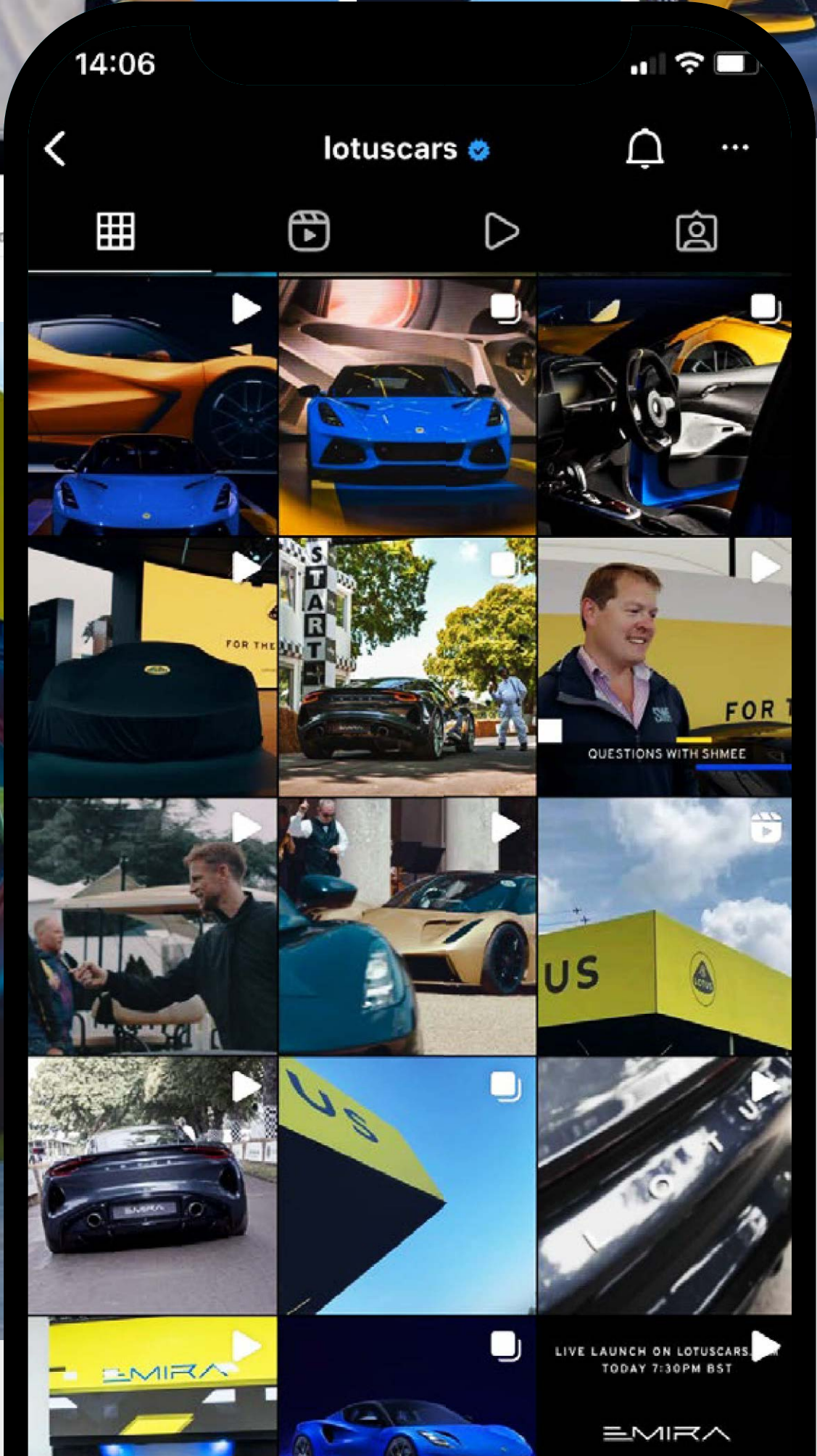
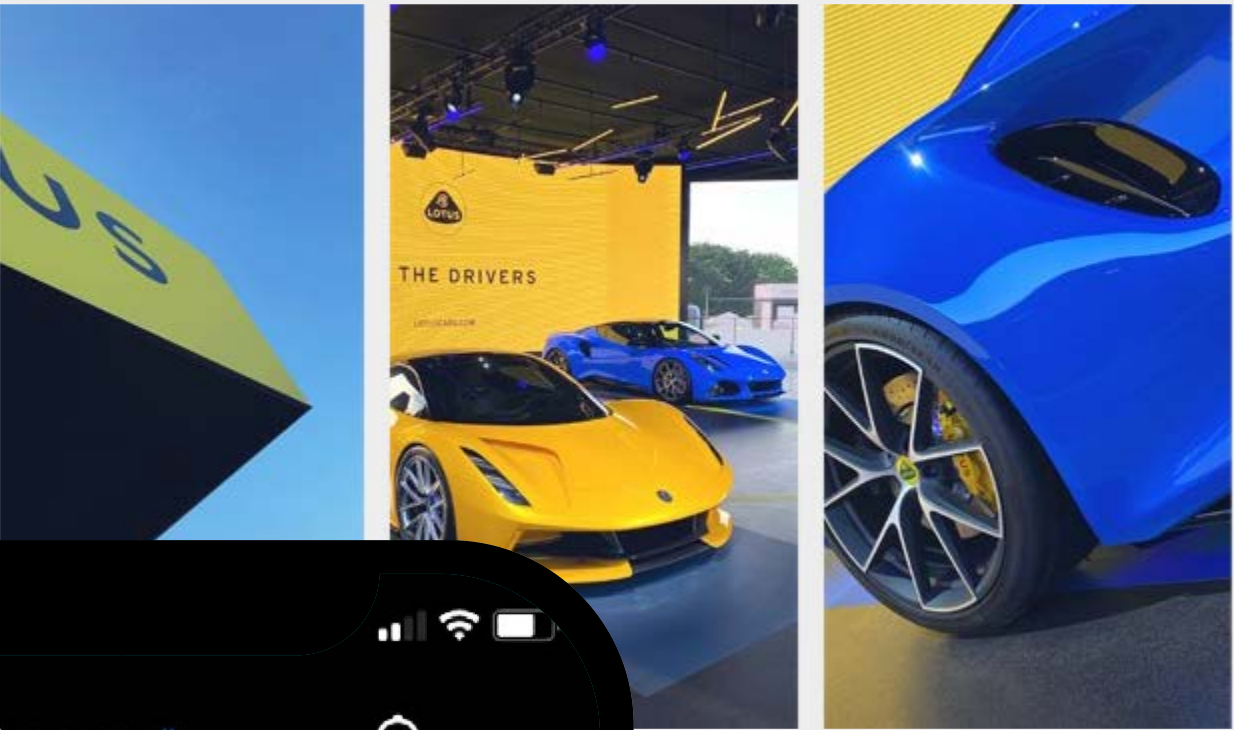
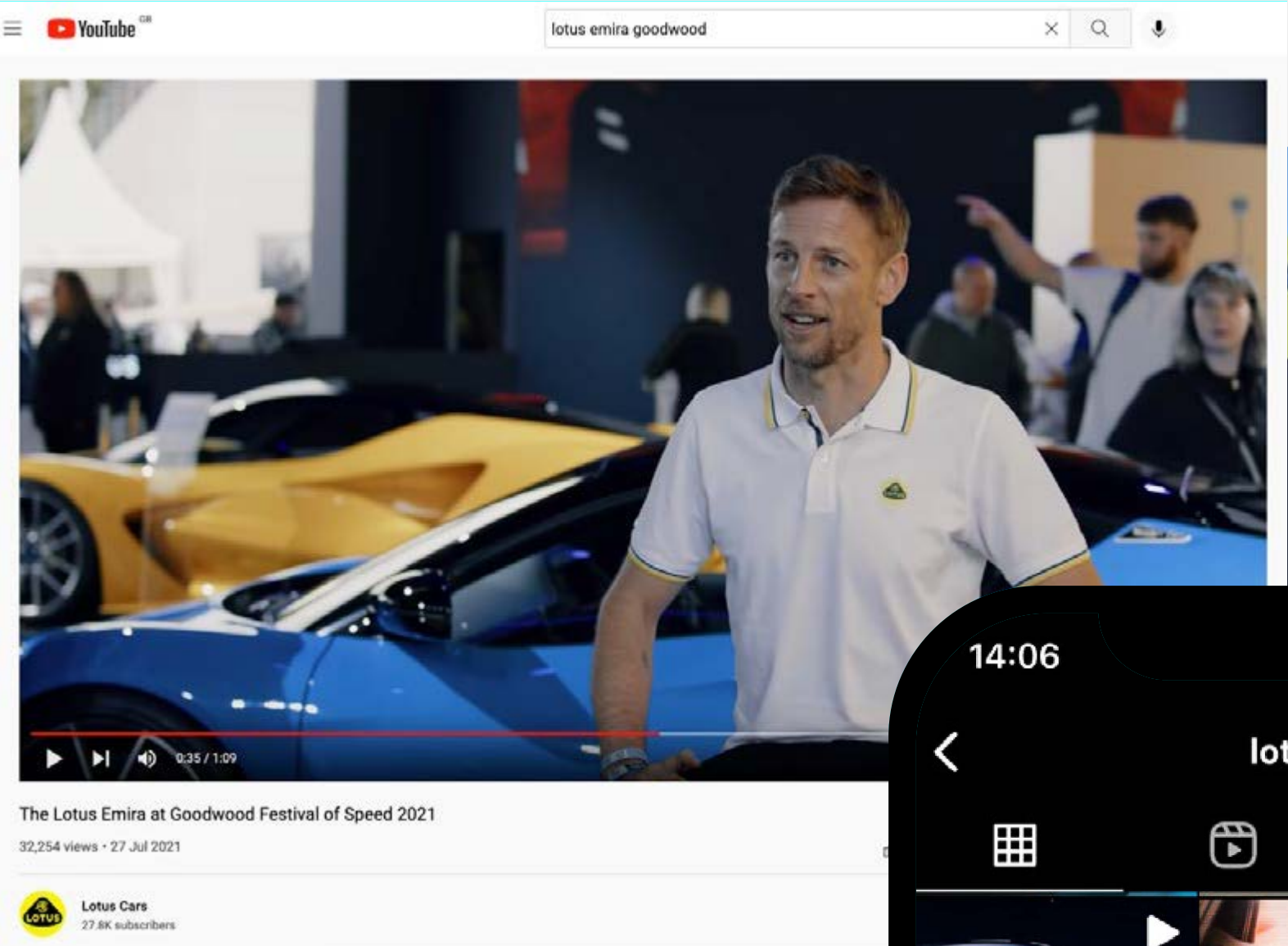
INTERIOR



# Lotus at Goodwood FOS

As part of the Emira launch, working with Lotus’s brand team, I was responsible for directing their social presence, stand and screen content and the event highlights films at Goodwood FOS.

[Watch here](#)



Photography and films courtesy of Still Moving

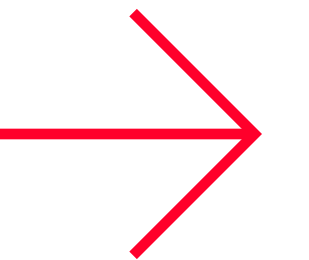


## Project 2

### c2c Rail

c2c needed a bold new campaign to communicate their city to coast and coast to city rail services, offering easy access to each location at competitive prices, which are designed to attract day trippers.

Working with the strategy team, I was responsible for the creative and art direction of the brand refresh and campaign rollout.



Using 'The Coast Line' visual language, the following ideas explore the use of C-C words talking directly to our various target audiences.

C ————— C

CAMPAIGN PHASING

WK1	—	WK11	WK12	—	WK18	WK18	—	WK24	WK24	—	WK28
MID MAR TO END OF MAY			JUNE TO MID JULY			MID JULY TO END OF AUG			SEPT		
WAVE ONE: SPRING/EASTER Build-up influencer content bank Reactive to potential engineering work problems			WAVE TWO: EARLY SUMMER Launch of 45 min fare Weather reactive content			WAVE TWO: SUMMER HOLIDAYS Big family push Weather reactive content			WAVE THREE: INDIAN SUMMER End of Summer push		

CHILDCARE ————— CAREFREE

LONDON TO SOUTHEND, KIDS TRAVEL FOR £2\*  
Book your train at c2c-online.co.uk. Treat the kids, cut the costs.  
\*T&C's apply.

**c2c**  
Bringing you closer

CABARET ————— CONCERTS

SOUTHEND TO LONDON, SAVE 1/3 FOR GROUPS OF 3\*  
Book your train at c2c-online.co.uk so you can afford to splash out.  
\*T&C's apply.

**c2c**  
Bringing you closer

We team up with iconic Southend-on-Sea brand Rossi, bringing a little of the beach to London. We invite visitors to 'reserve your seat' and head to the coast with c2c.

the original  
**Rossi**  
ice cream

COAST ————— COUTURE

1. Camera pans from left to right to reveal frame 2  
2. Camera continues to pan to reveal frame 3  
3. Frame 3 revealed completing the message

Save on fares, spend on fashion.

SOUTHEND TO LONDON FROM £12.05\*  
BOOK NOW  
\*Terms apply.

**c2c**  
Bringing you closer



COBBLES •



• COUNTRYSIDE

LONDON TO SOUTHBEND, KIDS TRAVEL FOR £2\*  
Book your train at [c2c-online.co.uk](http://c2c-online.co.uk). Treat the kids, cut the costs.  
\*T&Cs apply

**c2c**  
Bringing you closer



CAMDEN

CONES

LONDON TO LEIGH-ON-SEA FROM £12.05\*

Book now at [c2c-online.co.uk](http://c2c-online.co.uk). Spend less on trains,  
more on treats.

\*T&Cs apply

c2c

Bringing you closer

110501

Rullo's Pizzeria

*Rullo's Pizzeria*  
Starters  
• Aubergine Parmigiana £5  
• Beef Carpaccio £8  
• Chicken Salad £3.5  
Fish, pasta  
• Tricolore Bolognese £9  
• Arrabi Riquetta & Spaghetti £3  
• Gnocchi Sorrentina £15  
Wood Oven Pizza  
• Rullo's chunky tomato, buffalo mozzarella & basil £10  
• Veggie £8  
• Calzone Napoletano  
JOIN US MON TO SUN  
MORE OPTIONS INSIDE!  
RULLO'S PIZZERIA



# Leigh-On-Sea

CANVEY •

SOUTHEND TO LONDON, SAVE 1/3  
FOR GROUPS OF 3\*

\*T&C's apply.

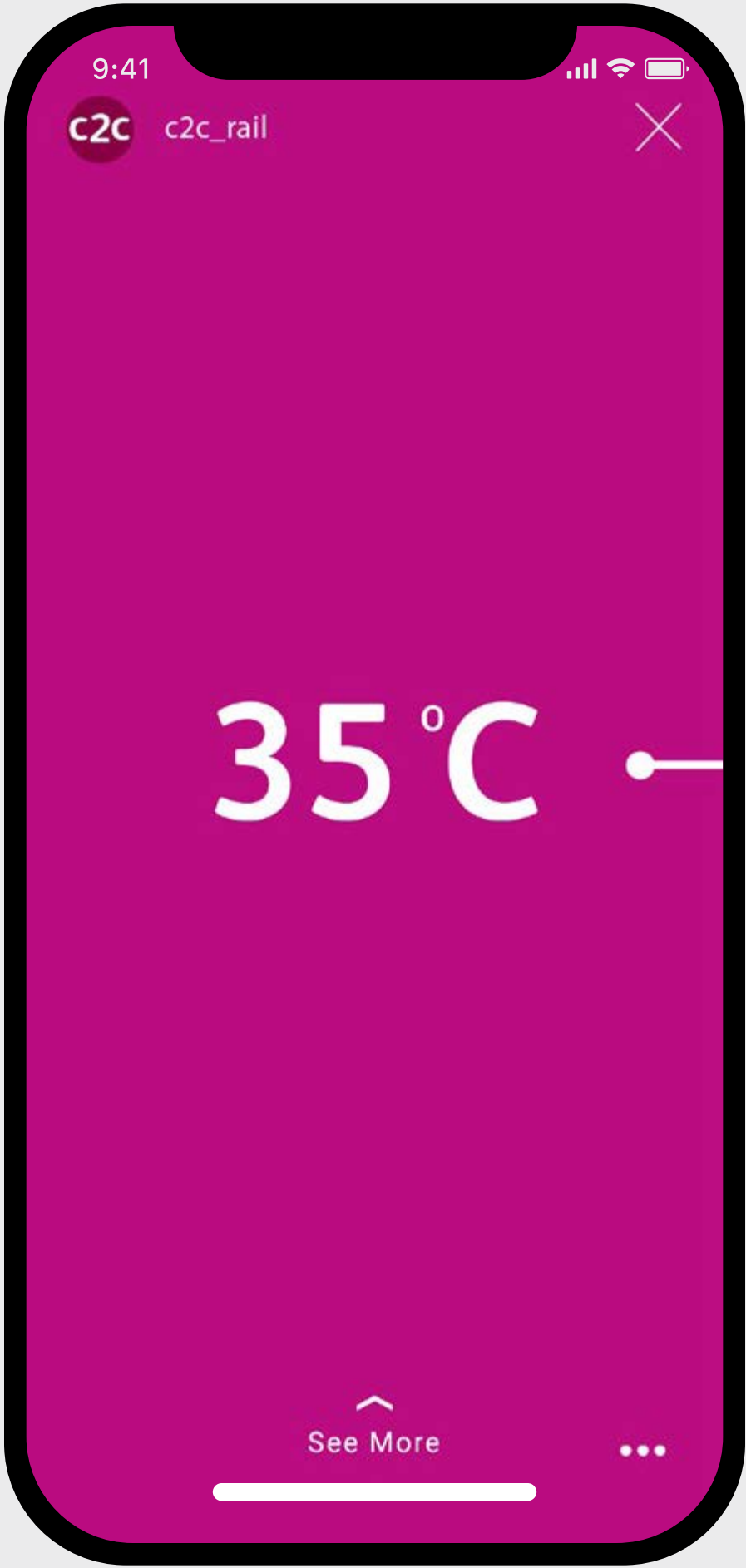


Book your train at [c2c-online.co.uk](http://c2c-online.co.uk)  
so you can afford to splash out.

• COUTURE

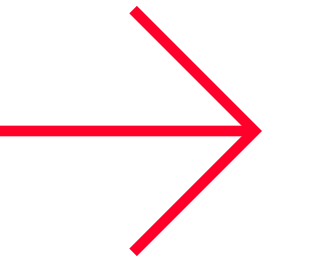
**c2c**  
Bringing you closer





## Project 3

# Dubbl



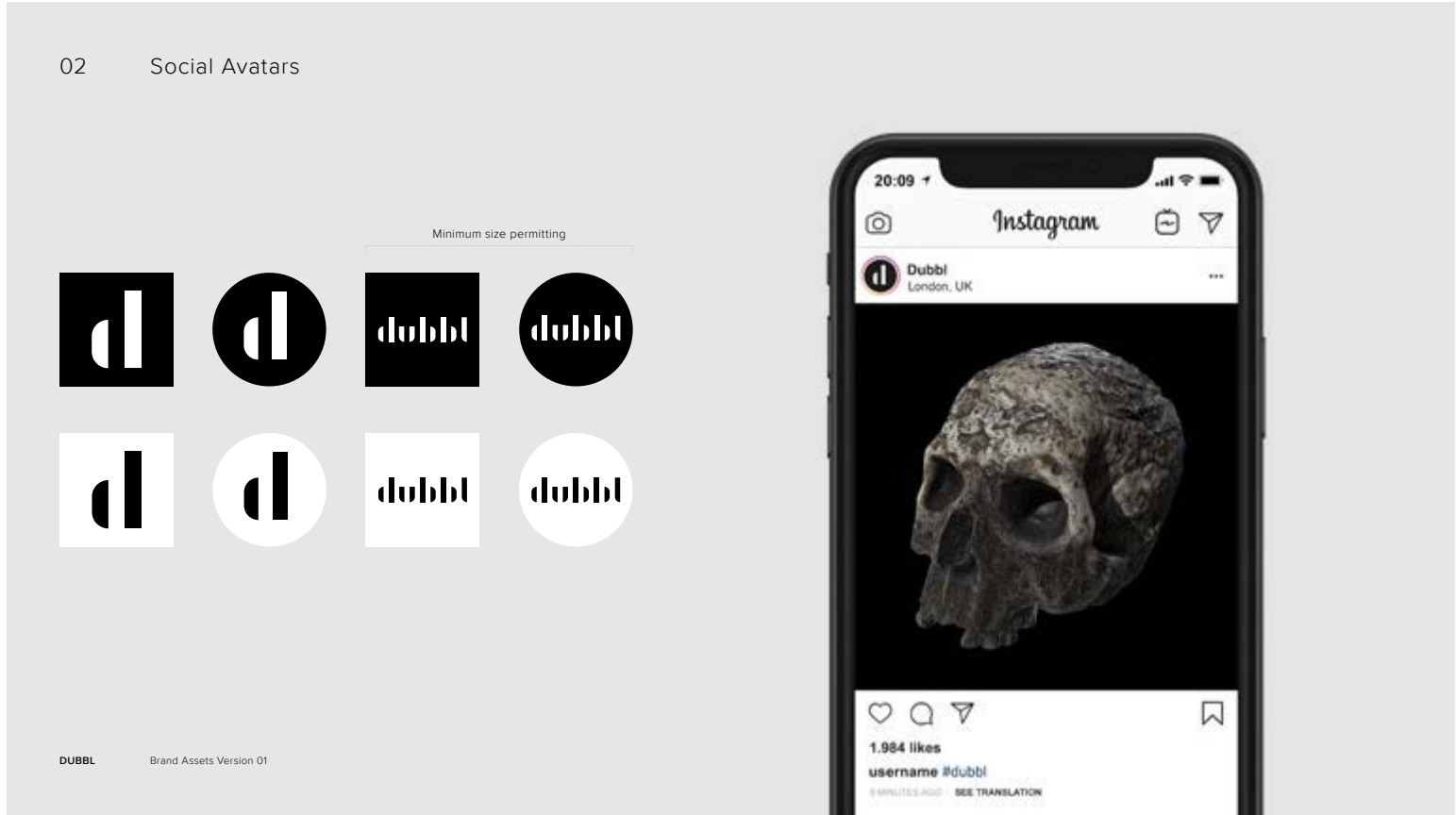
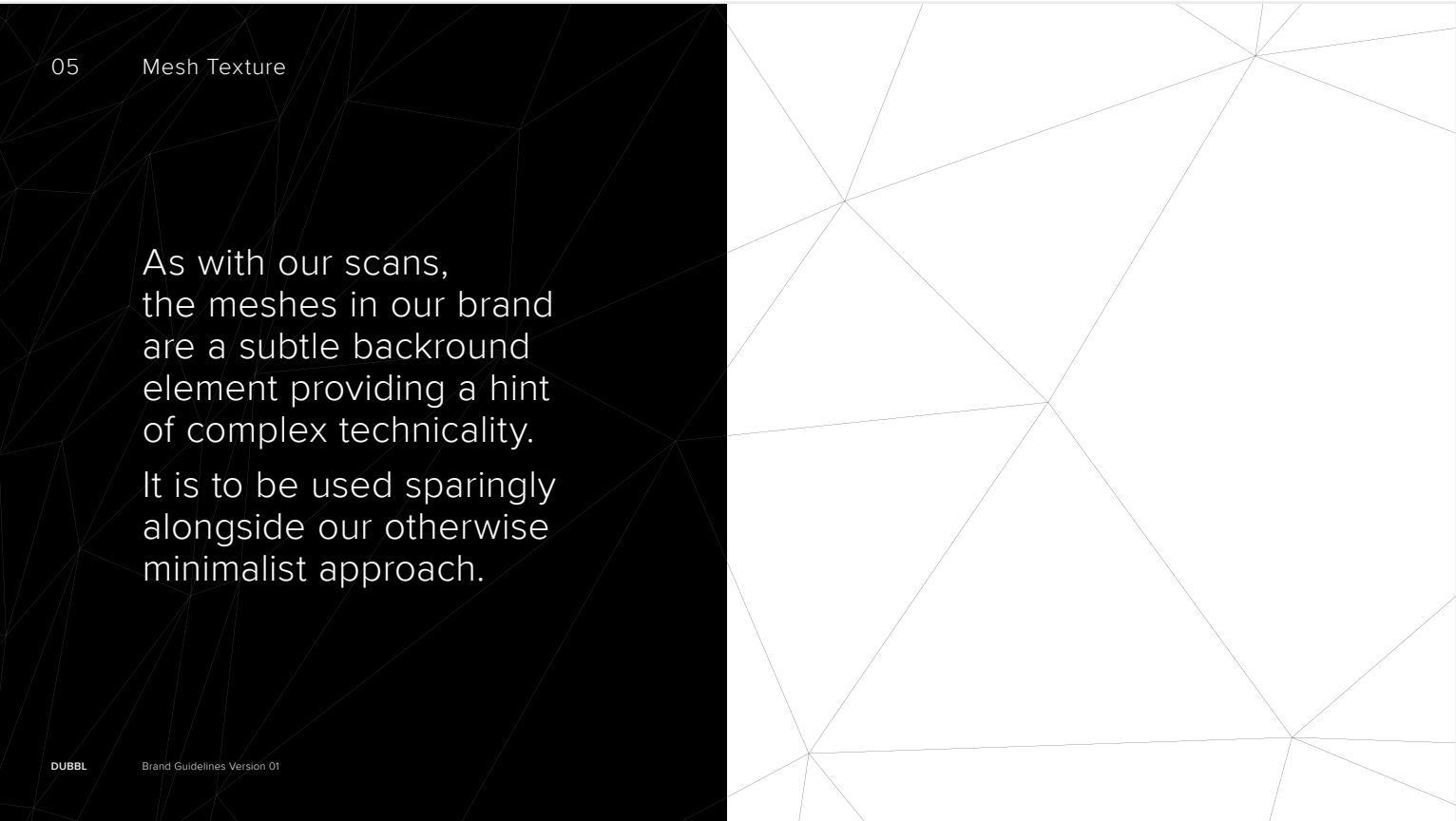
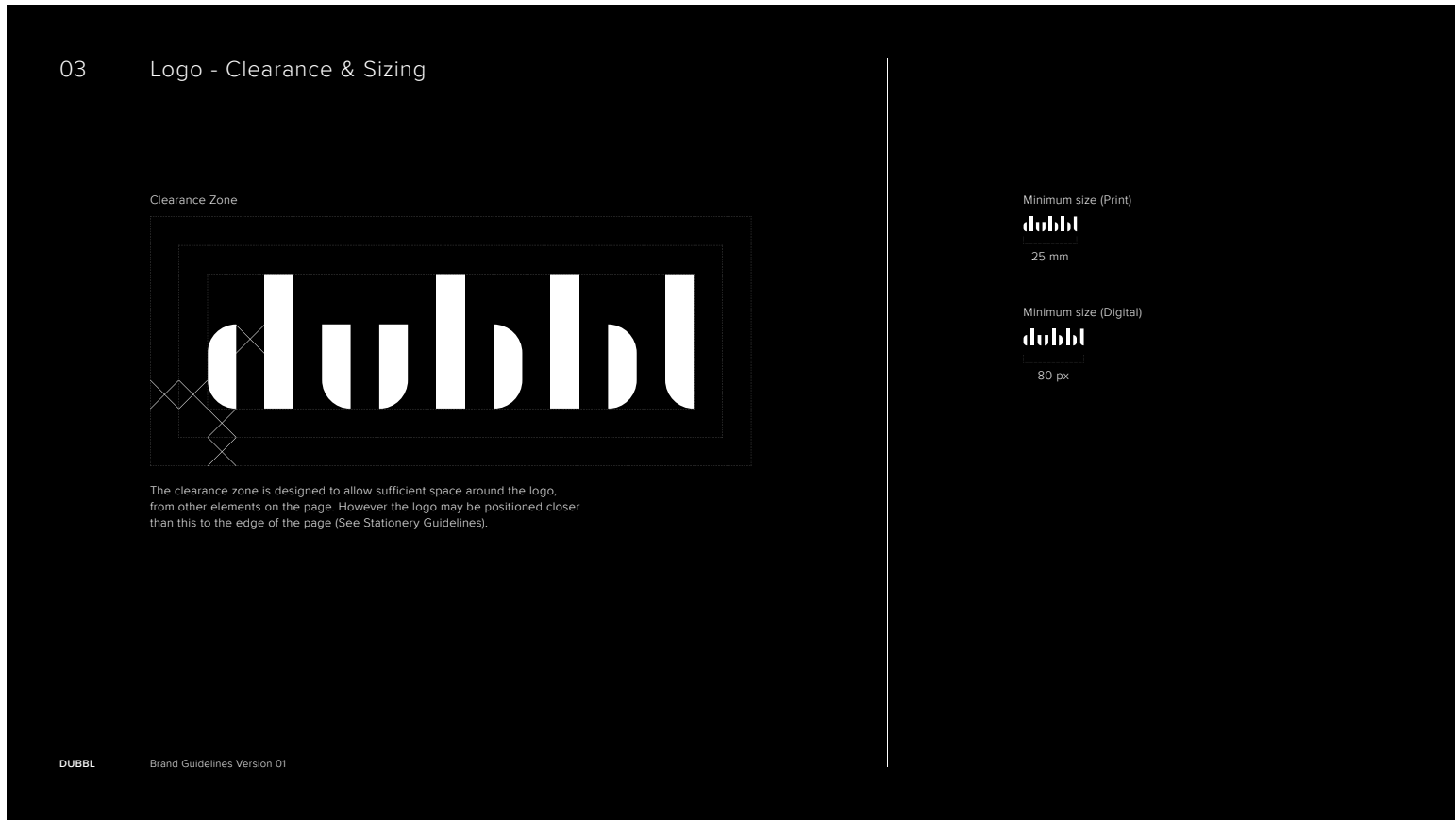
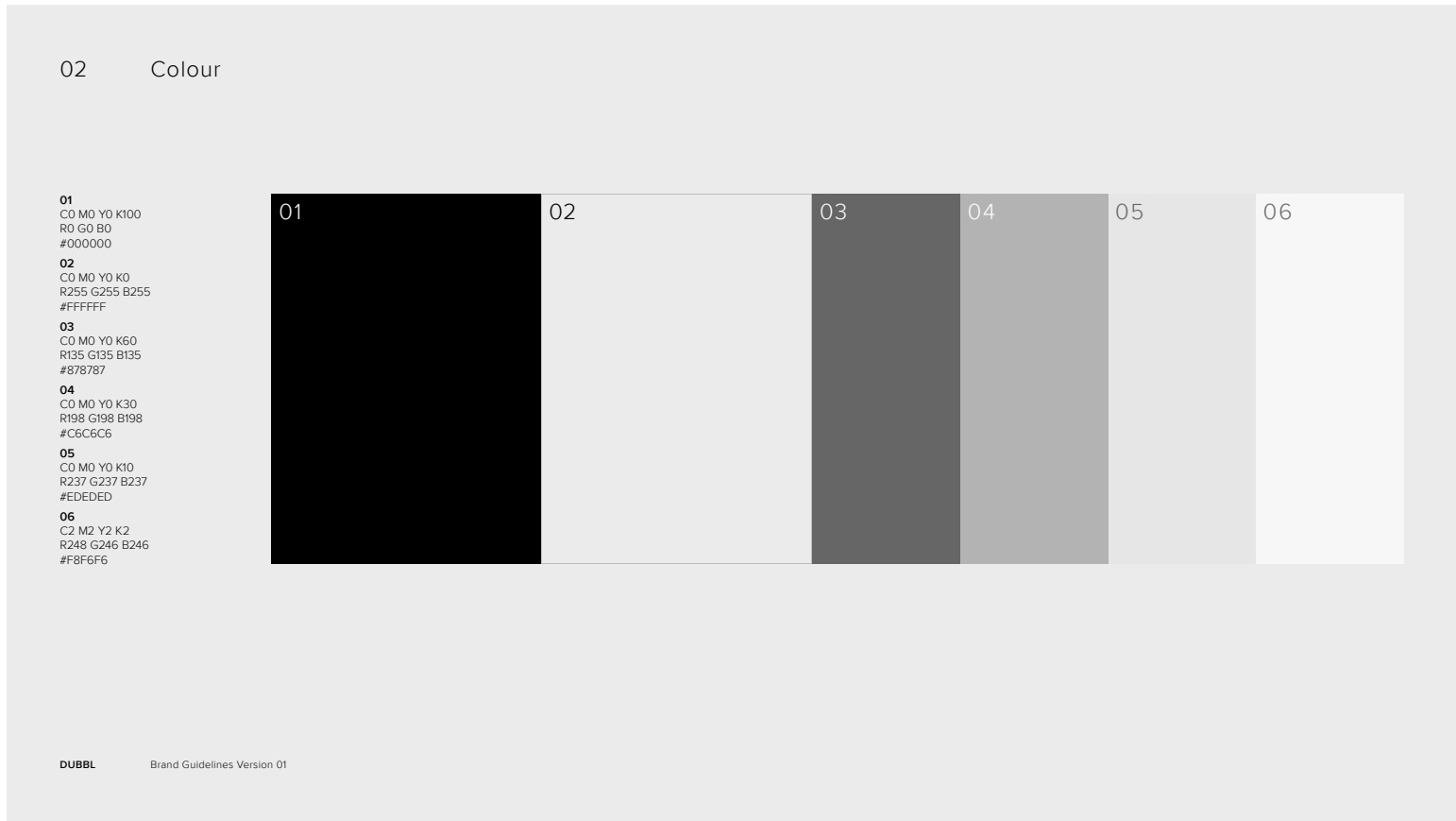
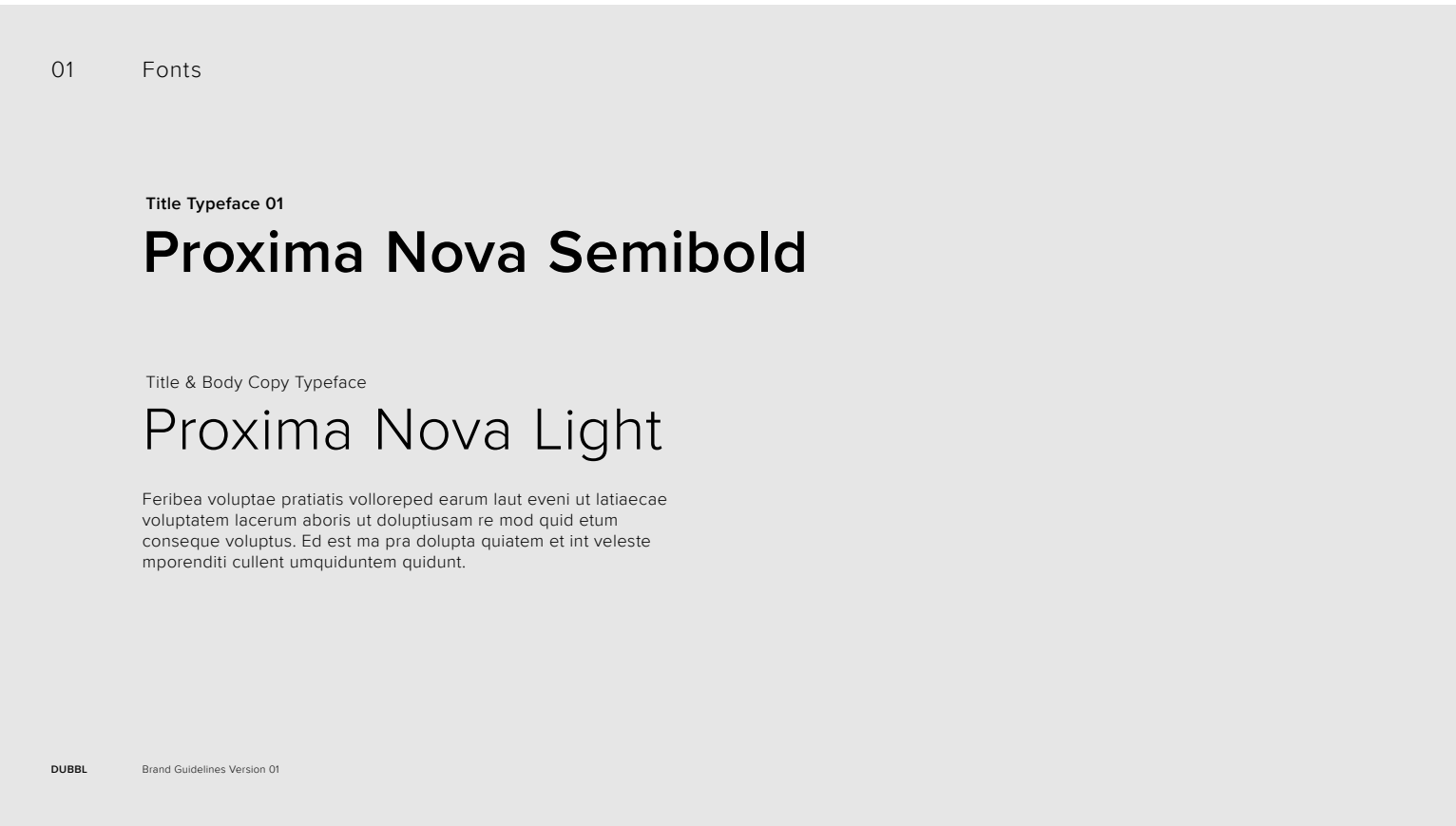
As a new state-of-the-art 3d scanning technology company, scanning ancient artefacts and artworks for museums and galleries to take into the digital world - Dubbl needed a simple, modern identity that would sit neatly next to the imagery that they would themselves create.

I designed the branding, starting with the logo and brand guidelines followed by the brand rollout.

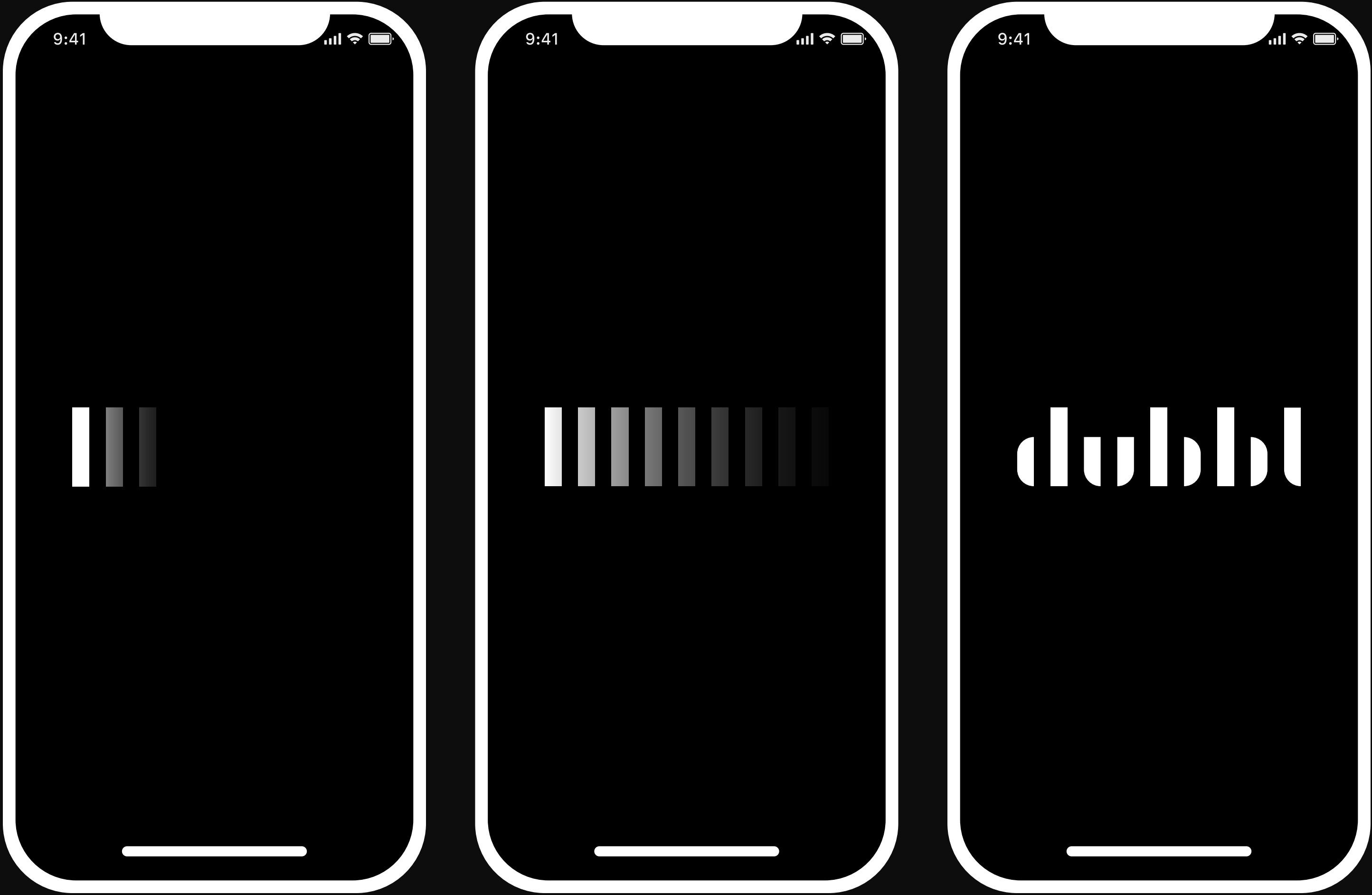








Logo Animation

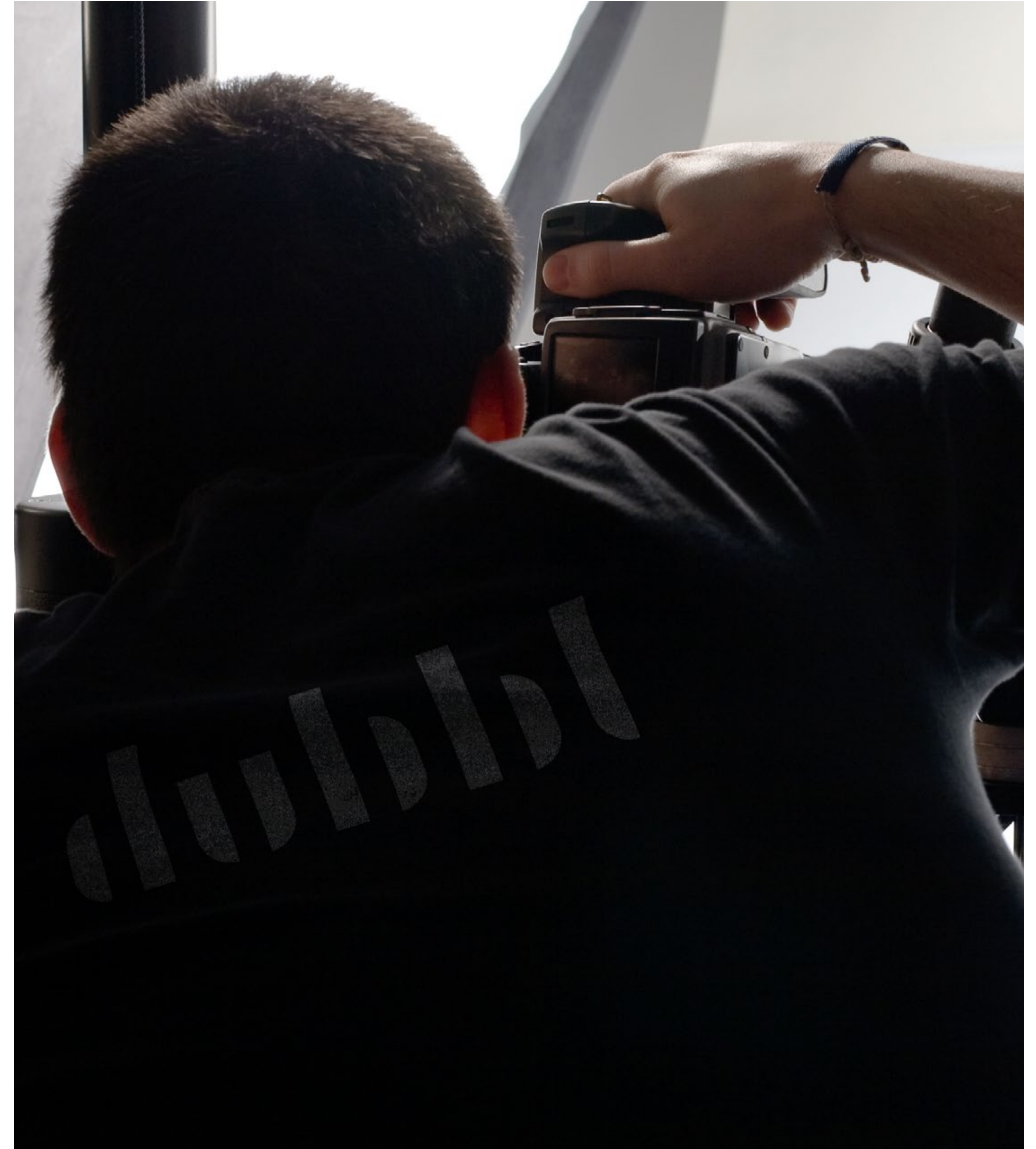






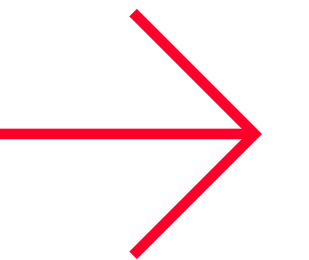


Brand Rollout



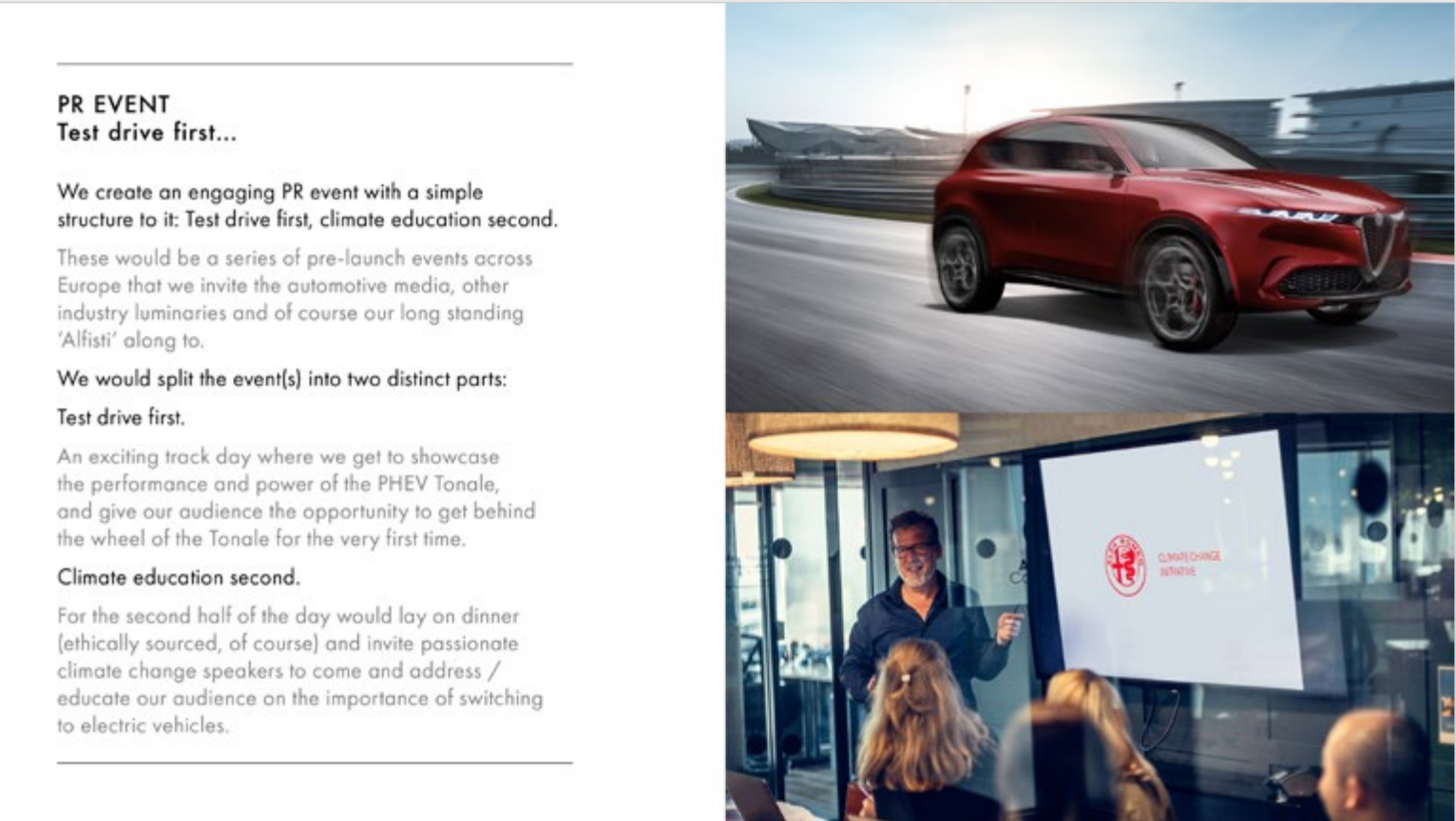
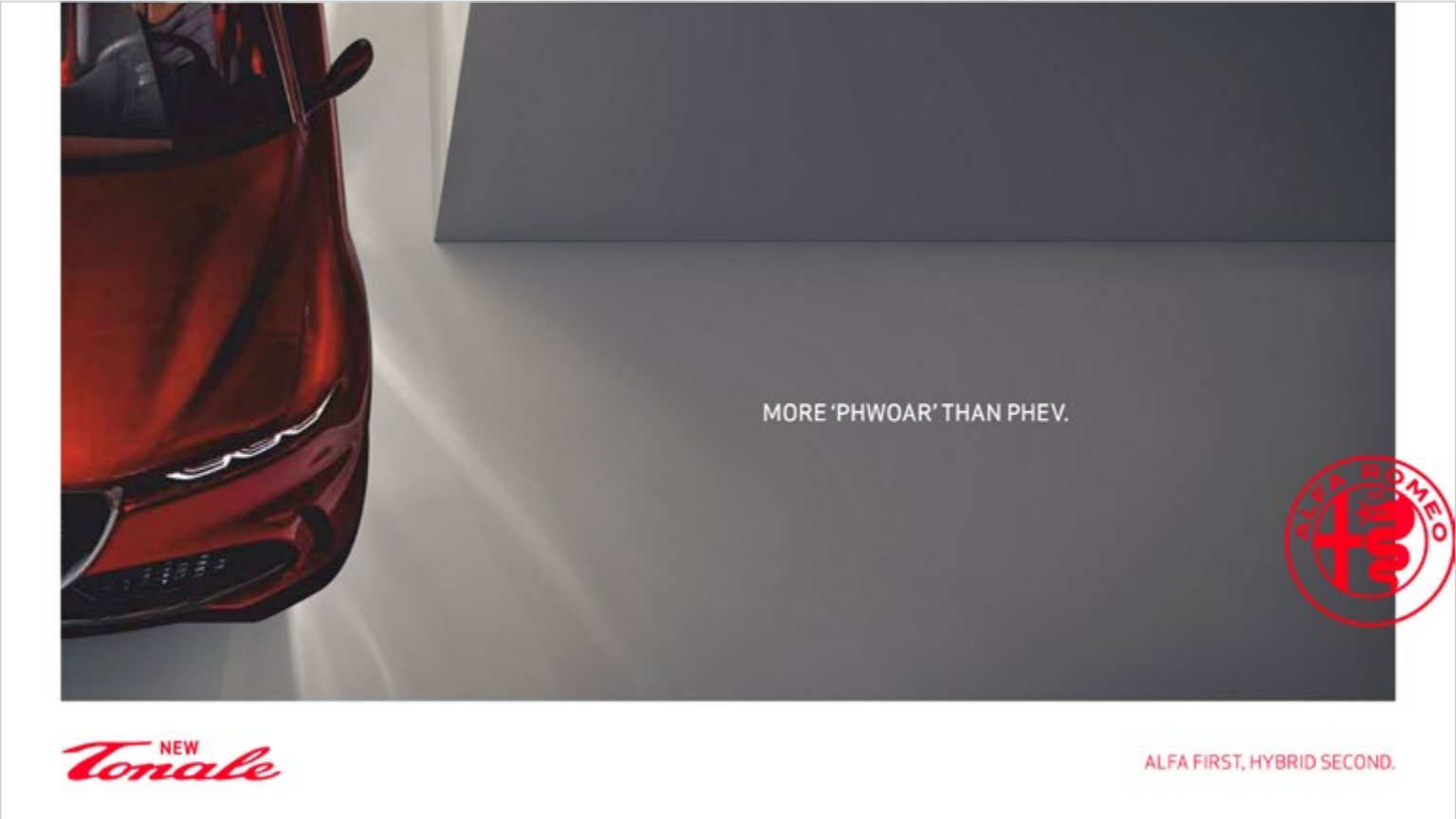
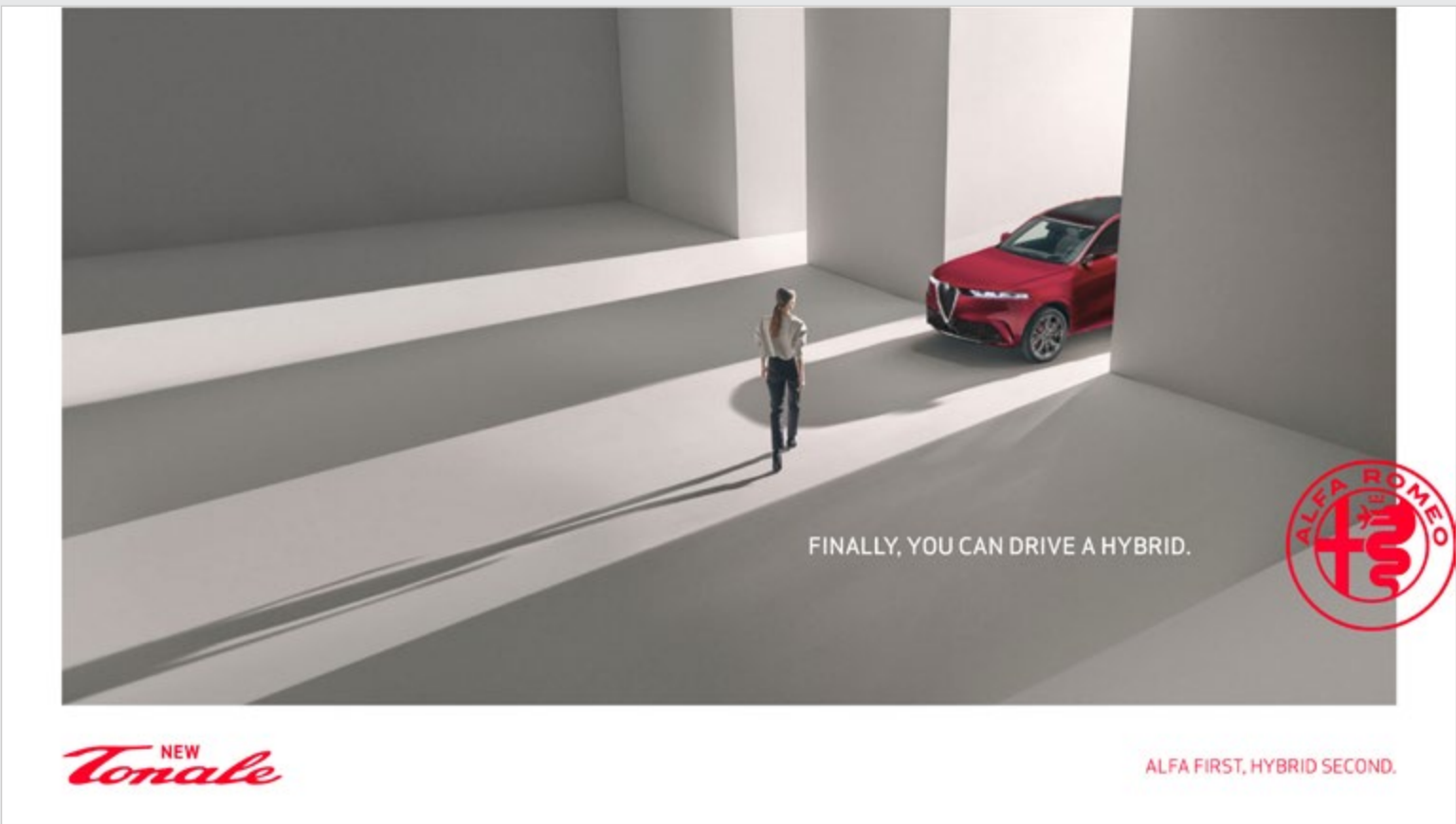
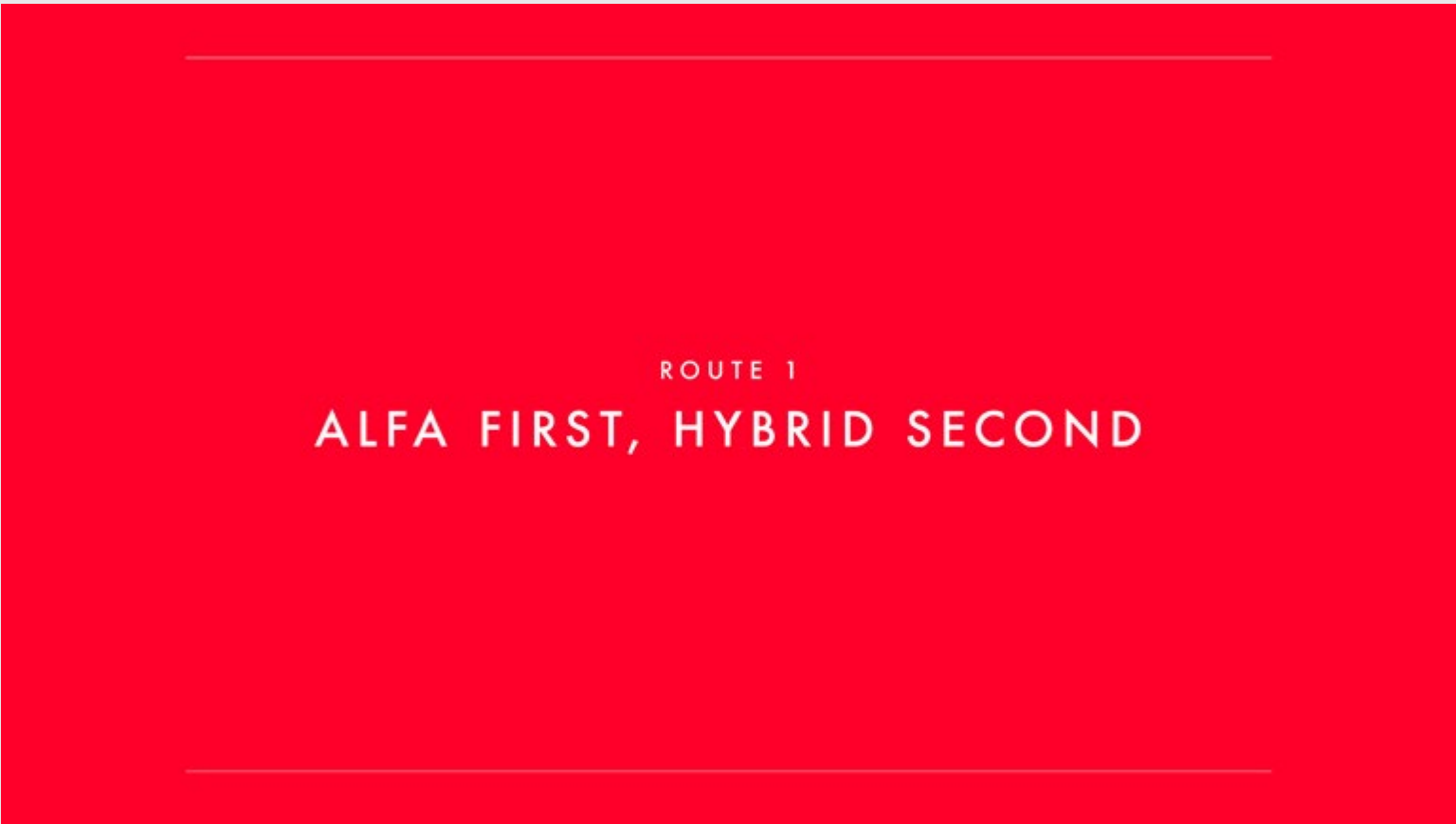


## Alfa Romeo Tonale



Working alongside the Associate Creative Directors at McCann Milton Keynes assisting McCann Italy, I lead the design direction - creating launch campaign pitch concepts for the new Alfa Romeo Tonale PHEV. One that celebrates the Tonale's unique, distinctive and refreshingly 'Italian' take on the familiar and homogenous 'plug in hybrid electric vehicle' sector.

With two distinct routes, I created the first with a minimalist aesthetic, pushing the Alfa Romeo brand into a high-end fashion space. The second being a rich, new renaissance aesthetic offering a twist of heritage and exciting modernity.





SAVING THE PLANET SHOULDN'T  
MEAN LOSING YOUR SOUL.



NEW  
*Tonale*

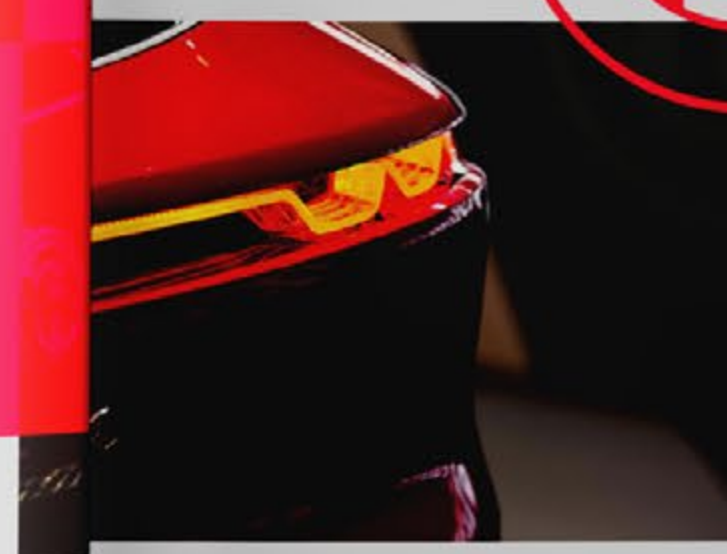
ALFA FIRST, HYBRID SECOND.



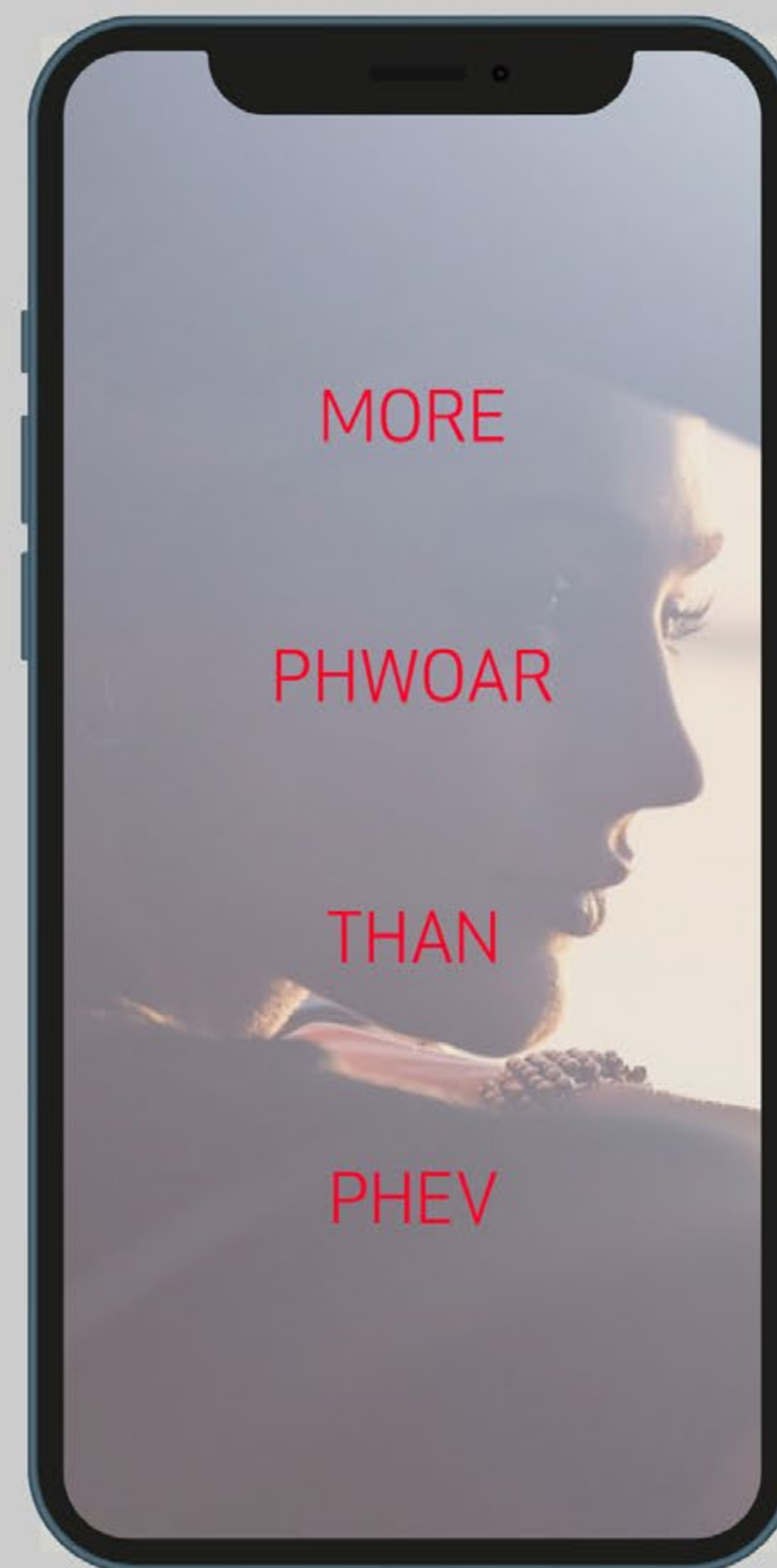


NEW  
*Tonale*

FINALLY, A PLUG IN  
THAT'S NOT A TURN OFF.



ALFA FIRST, HYBRID SECOND.





ROUTE 2

NEW HYBRID. NEW RENAISSANCE.

NEW HYBRID. NEW RENAISSANCE.  
Insight / Idea

With the launch of the new Tonale plug in hybrid, Alfa Romeo are breathing new life into a uninspiring PHEV category.

It's a literal 'rebirth' of the category. A NEW RENAISSANCE.

A reimagining of what a modern PHEV could (and should) be. One that's unmistakably Italian. And undeniably Alfa.


Executionally we can have a lot of fun with the idea of a NEW RENAISSANCE.

There is already a whole range of memes where people recreate modern day photographic versions of classical Italian Renaissance art and deep-fake faces and characters from renaissance paintings into modern day situations.

We bring our own interpretation of this to a visually clever and stunning campaign for the Tonale.

With wit, style and charm we create NEW HYBRID. NEW RENAISSANCE.

EXECUTION



And for our TVC we can bring all of these visual approaches together to create one beautiful, stylish film with a 'Modern Renaissance' vibe.



NEW  
Tonale

NEW HYBRID. NEW RENAISSANCE.

ALFA ROMEO

FLORENCE LAUNCH PR STUNT  
(Projection Mapping)

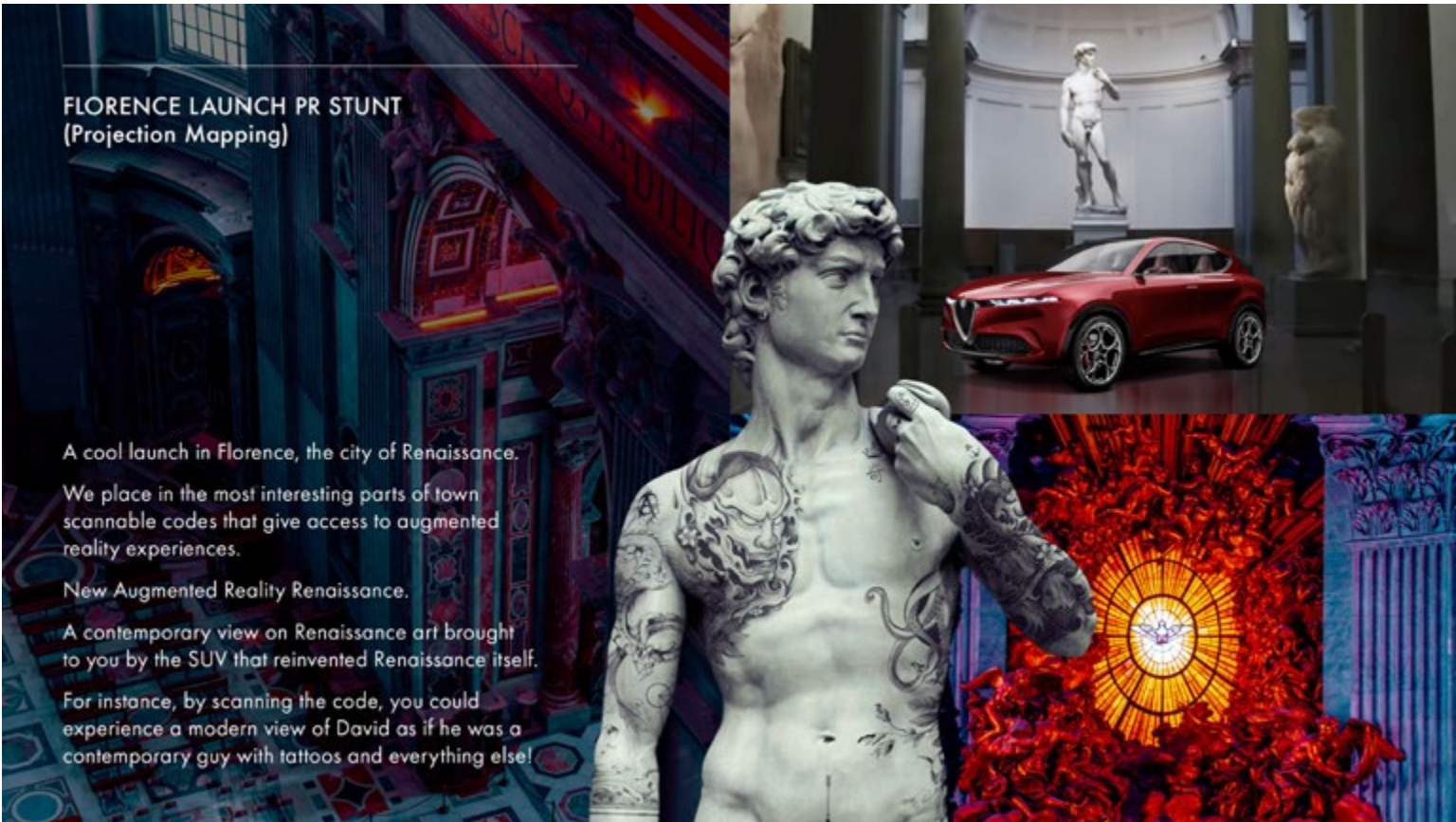
A cool launch in Florence, the city of Renaissance.

We place in the most interesting parts of town scannable codes that give access to augmented reality experiences.


New Augmented Reality Renaissance.

A contemporary view on Renaissance art brought to you by the SUV that reinvented Renaissance itself.

For instance, by scanning the code, you could experience a modern view of David as if he was a contemporary guy with tattoos and everything else!



#HYBRIDRENAISSANCE AR FILTER  
Social



We generate buzz around the campaign by creating a fun NEW RENAISSANCE Augmented Reality filter that we launch through TikTok and Insta.

The filter would use 'deepfake' style technology that maps classical portraits from the renaissance period over their faces. These would animate and move as the user talks, sings or dances.

We use influencers in each market to get the ball rolling and use the filter first, and link through from the app to cool New Renaissance Tonale content.





NEW HYBRID. NEW RENAISSANCE.

NEW  
*Tonale*

A STATE OF THE ART HYBRID. MADE BY THE ITALIAN MASTERS AT







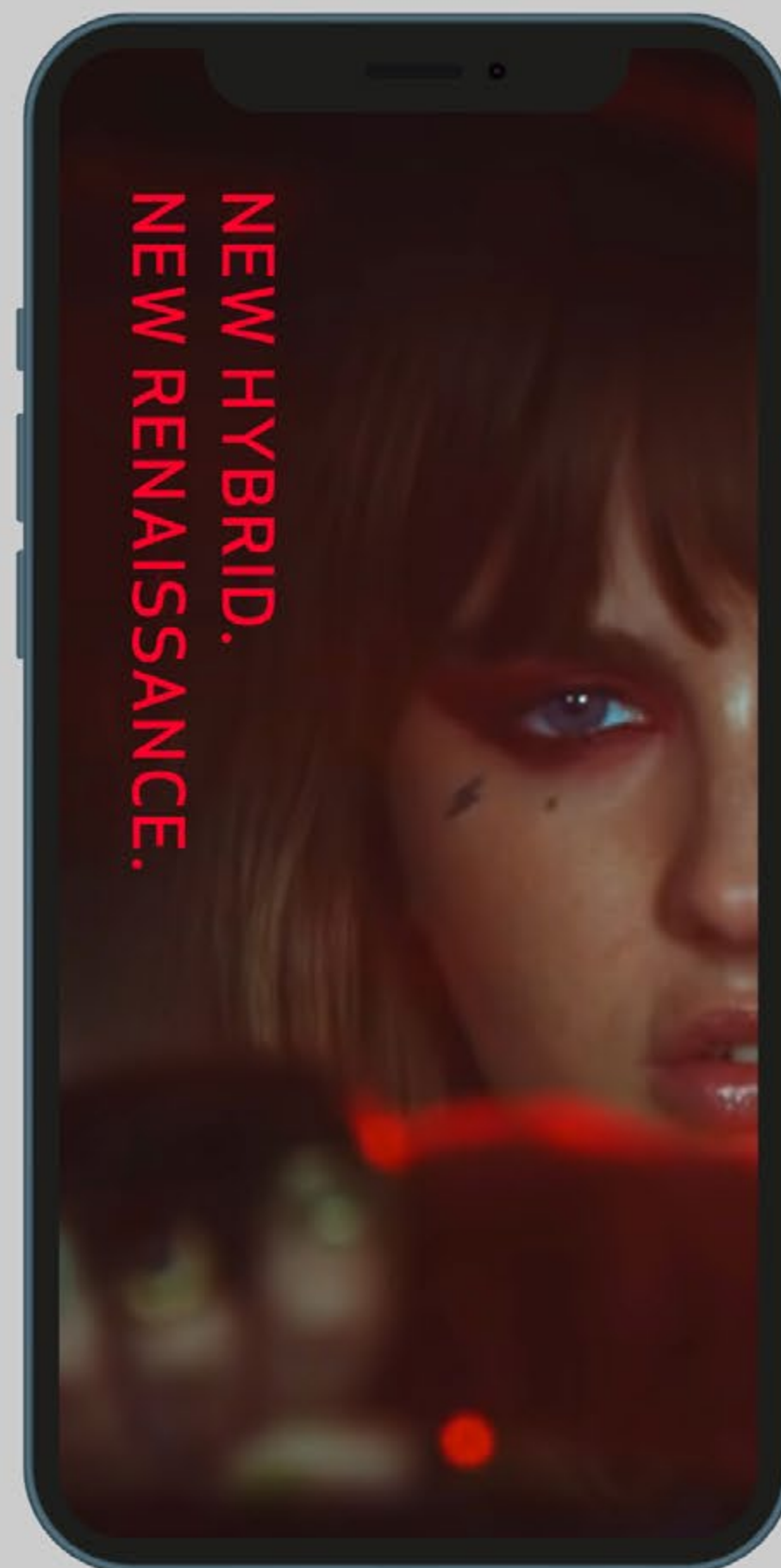
NEW HYBRID. NEW RENAISSANCE.

NEW  
*Tonale*

CHANGE THE WORLD.  
AND HOW THE WORLD SEES A HYBRID.



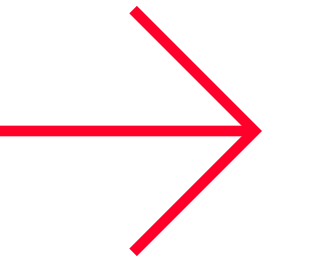




NEW HYBRID.  
NEW RENAISSANCE.



## Jatti Gin



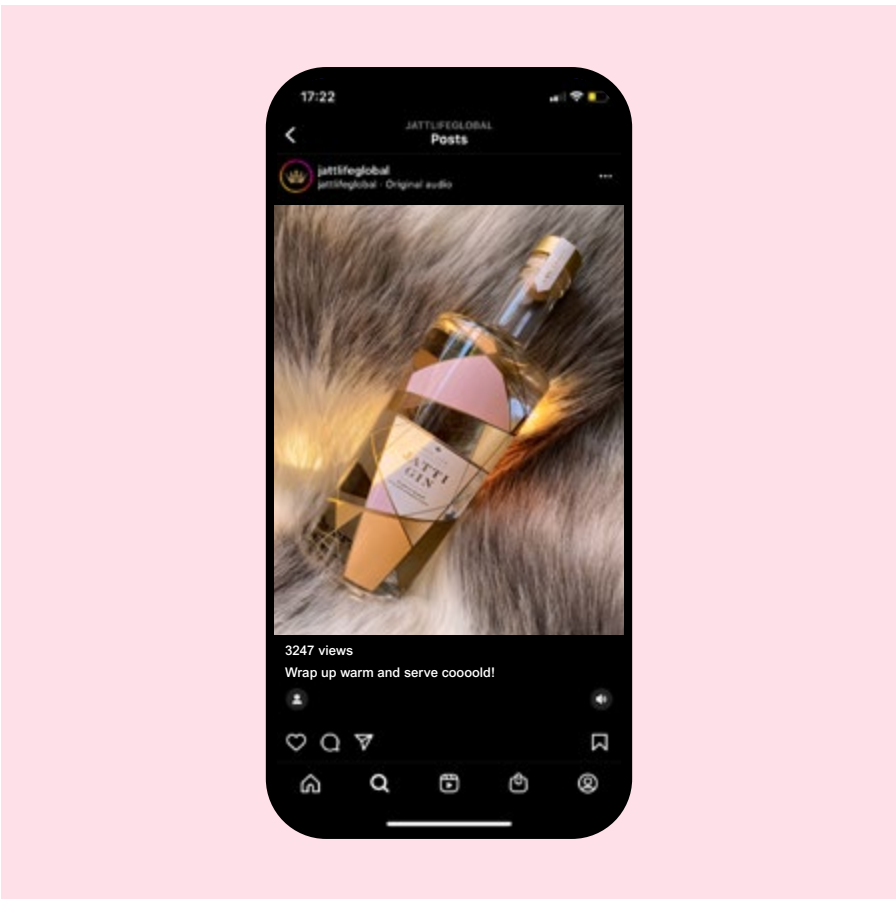
Jatt Life wanted to add to their premium spirits product range with the launch of their first gin. The bottle and branding needed to feel luxurious - appealing to bar-goers and to those looking for something more opulent in the consumer market.

I designed the branding starting with the bottle design. This was followed by design direction for their imagery, to be used primarily in social posts and advertising the product.



Jatti Gin

Branding / Packaging / Design Direction







J A T T L I F E

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# JATTTI GIN

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**Raspberry & Peach  
with a hint of Strawberry**



Social Post



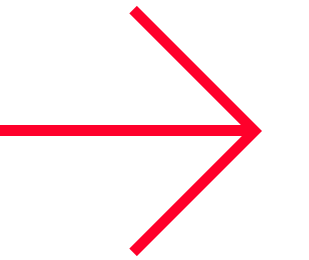


Brand Rollout





## Trilogiq



With 18 branches worldwide, Trilogiq are one of the leaders in the design, production and implementation of Lean manufacturing solutions for major clients such as Jaguar Land Rover, BMW, Airbus, Decathlon, Royal Mail...

I was responsible for the art direction and design of their rebrand, which would include a variety of outcomes such as website, uniforms, vehicle livery, branch signage, exhibition stands, stationery, company newsletter, along with guidelines for the brand, merchandising and workwear.

The rebrand modernised and future-proofed the identity, bringing consistency to all of their materials at a global level.







TRILOGIQ BRAND GUIDELINES / 1.0

01. INTRODUCTION

This document has been created to outline the thinking behind the Trilogiq brand - its vision, principles and application.

These guidelines should assist you in producing some great creative work that is true to our vision and therefore strengthens our brand.

The guide is intended to be simple and flexible but to provide clear and unambiguous rules about how our brand should appear and behave.

Consistency across all communications is key in delivering powerful brand messages that leave a positive and lasting impression of Trilogiq.

Please take the time to study these guidelines and apply them consistently to play your part in building an impactful brand for Trilogiq, now and for the future.

TRILOGIQ BRAND GUIDELINES / 1.0

03. KEY MESSAGING PRIMARY

MODULAR SOLUTIONS DESIGN FOR LEAN MANUFACTURING

BULLET POINT SET 1

- Save time & costs
- Protect valuable parts
- Improve ergonomics & safety
- Expert solutions design
- Unique product range
- Worldwide logistical support

BULLET POINT SET 2

- Lightweight
- Strong and durable
- Range of finishes
- Steam clean friendly
- Quick to assemble
- Easy to adjust
- Reuseable
- ESD options

TRILOGIQ BRAND GUIDELINES / 1.0

03. OUR IDENTITY

PRIMARY LOGO

Our primary logo should be seen as evolution rather than revolution of our previous logo. It is a bold, confident and modern design which still feels 'Trilogiq'.

The 'Box' device has been designed to give the logo forward movement. It also depicts the ethos of moving our customers' parts and products efficiently and safely - and that being at the heart of what we do.

The logo makes up a large part of our branding, providing an exciting and memorable colour palette.

TRILOGIQ BRAND GUIDELINES / 1.0

04. COLOUR

PRIMARY

C:74 / M:64 / Y:58 / K:72  
R:39 / G:40 / B:41  
#27 / #28 / #29

C:0 / M:100 / Y:80 / K:0  
R:228 / G:12 / B:46  
#e4 / #02 / #2e

C:51 / M:34 / Y:29 / K:10  
R:133 / G:145 / B:156  
#85 / #91 / #9c

C:28 / M:18 / Y:16 / K:0  
R:195 / G:200 / B:206  
#c3 / #c8 / #ce

SECONDARY

C:28 / M:100 / Y:59 / K:31  
R:143 / G:21 / B:56  
#81 / #15 / #38

C:100 / M:1 / Y:0 / K:37  
R:0 / G:158 / B:160  
#00 / #99 / #a8

C:80 / M:20 / Y:0 / K:50  
R:25 / G:100 / B:126  
#00 / #5c / #83

NEED HELP WITH A PRINT TASK?  
JUST ASK!

If you need guidance on our brand for print use, contact: [????????????@trilogiq.com](mailto:????????????@trilogiq.com) who will be happy to help

TRILOGIQ BRAND GUIDELINES / 1.0

06. FONTS

DIN 2014 - Bold

Headings and titles

DIN 2014 - Regular

Sub-headings and titles

DIN 2014 - Extra Light

Body copy

ONLINE/DIGITAL USE

Roboto - Medium

Headings and titles

Roboto - Light

Body Copy

TRILOGIQ BRAND GUIDELINES / 1.0

07. ICONS

01 Industry

02 Benefits of Lean manufacturing

03 5S

Our icons have been designed to be clear, unfussy and upmarket, in order to suite with our other branding materials. It is important that they are used at a consistent scale to one another, ensuring consistency in their line weight.

The 'Industry' icon set contains many more options than shown - please consult with the marketing team for further options.

Icons created in the future will need to adhere to the same look and feel as our current sets.







Stationery





TRILOGIQ designs and manufactures modular 'tube-and-bracket' systems.



These tubes, brackets and accessories are assembled to create structures for different jobs.



The structures help companies move, store and manage parts, tools and equipment.



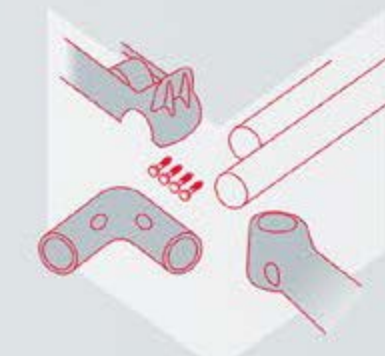
We design complete solutions to improve ergonomics, efficiency, and protect valuable parts.



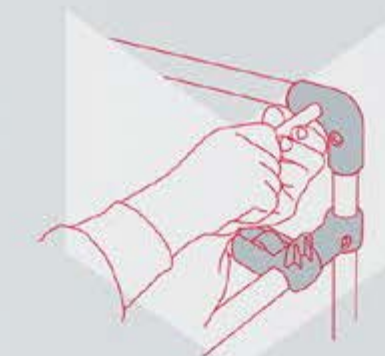
These solutions are used by companies in Manufacturing, Maintenance, logistics and many other sectors.



The benefits of these solutions include better working environments, increased productivity, and reduced wastage.



Trilogiq designs and manufactures modular 'tube-and-bracket' systems



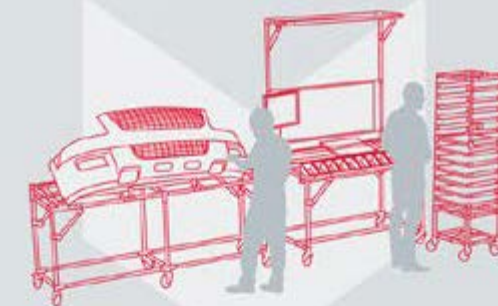
These tubes, brackets and accessories are assembled to create structures for different jobs



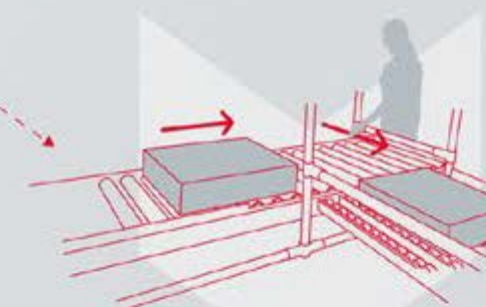
The structures help companies move, store and manage parts, tools and equipment



We design complete solutions to improve ergonomics, efficiency, and protect valuable parts



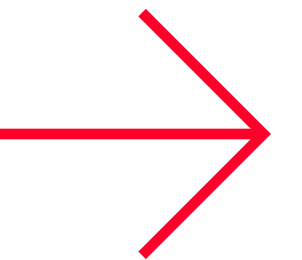
These solutions are used by companies in Manufacturing, Maintenance, logistics and many other sectors



The benefits of these solutions include better working environments, increased productivity, and reduced wastage



## Lotus Evija Wordmarque



The world's first fully electric British hypercar, the all-new Lotus Evija has been revealed. With unparalleled performance it sets new standards in terms of advanced EV engineering - the Lotus Evija is the most powerful series production road car ever built.

Evija means 'the first in existence' or 'the living one', which inspired my design for the cars logo, which features the ability to flip horizontally.

The aesthetics of this logo has since been carried through all new models in the Lotus range.

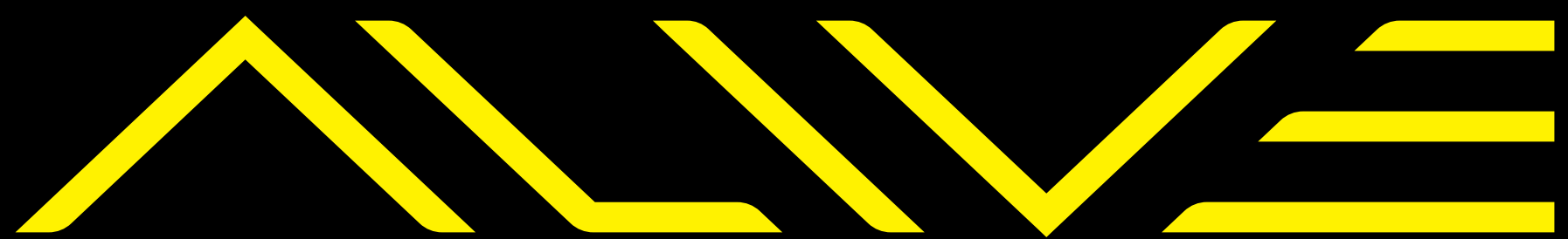


Lotus Evija

Design Direction / Wordmarque

EVIL







Wordmarque in use



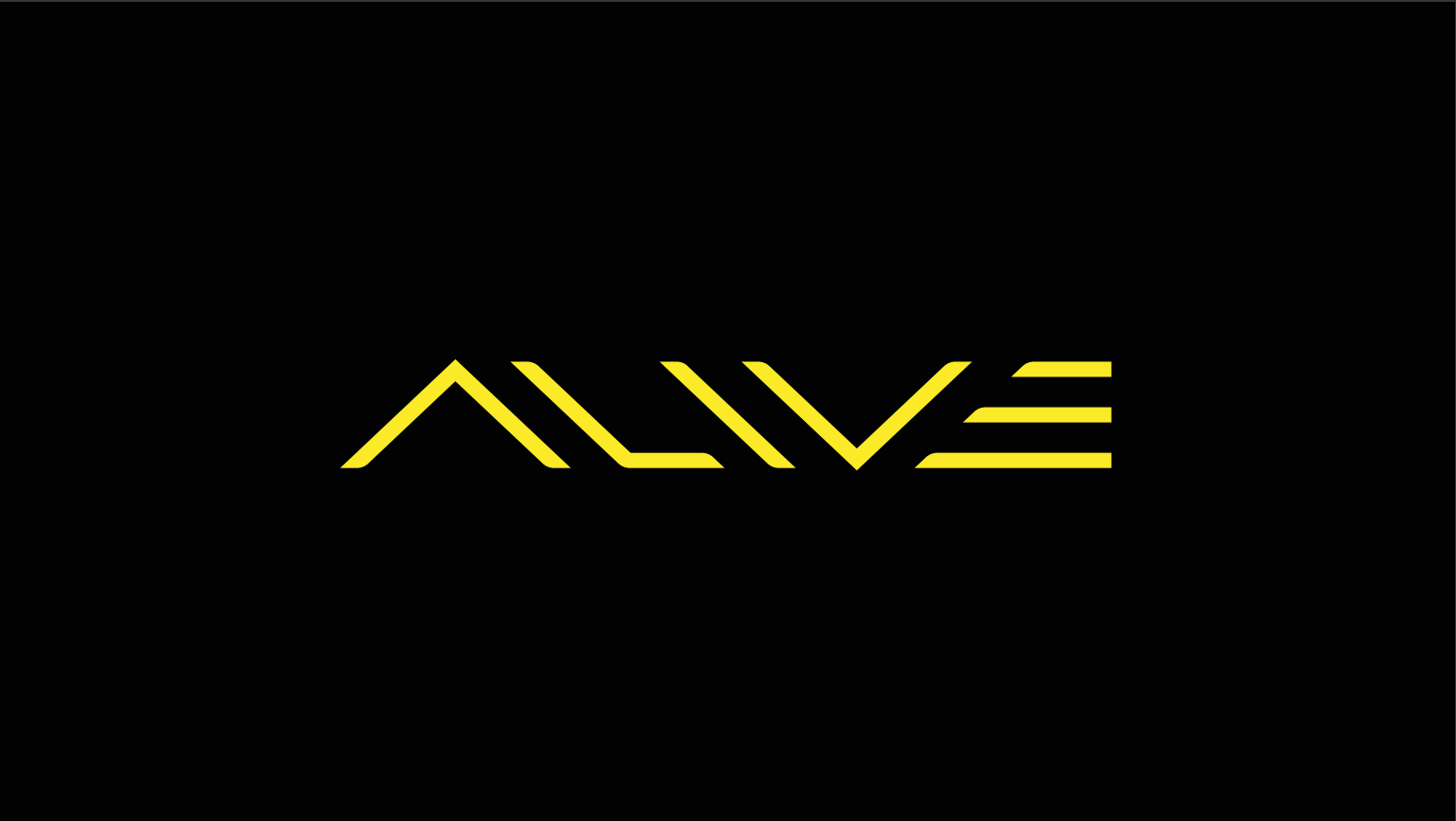
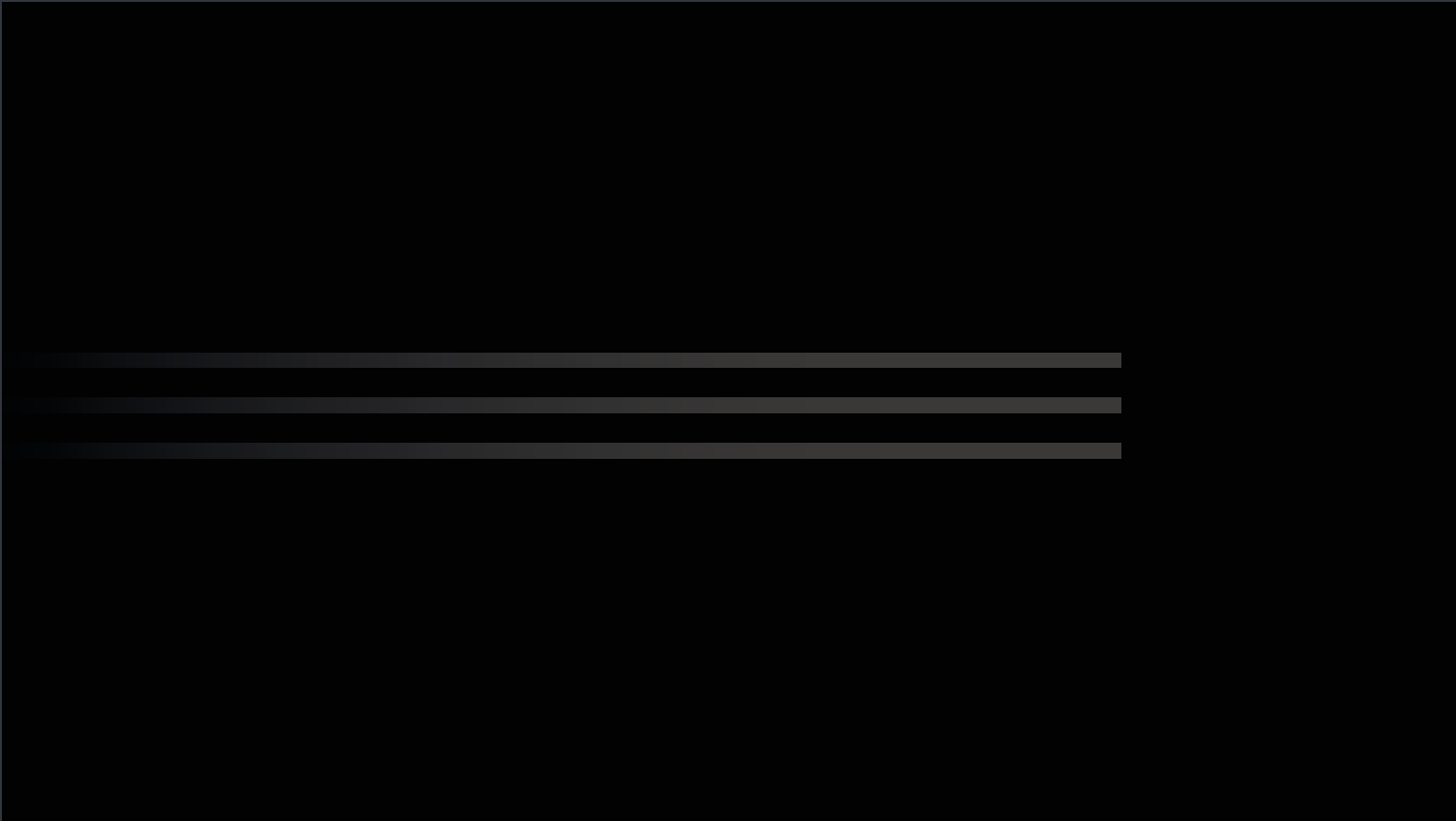


Website - [View here](#)





Wordmarque Animation







Let's talk soon