



Experience

I'm a creative, experienced, 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 8 years and more 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 every-day 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.

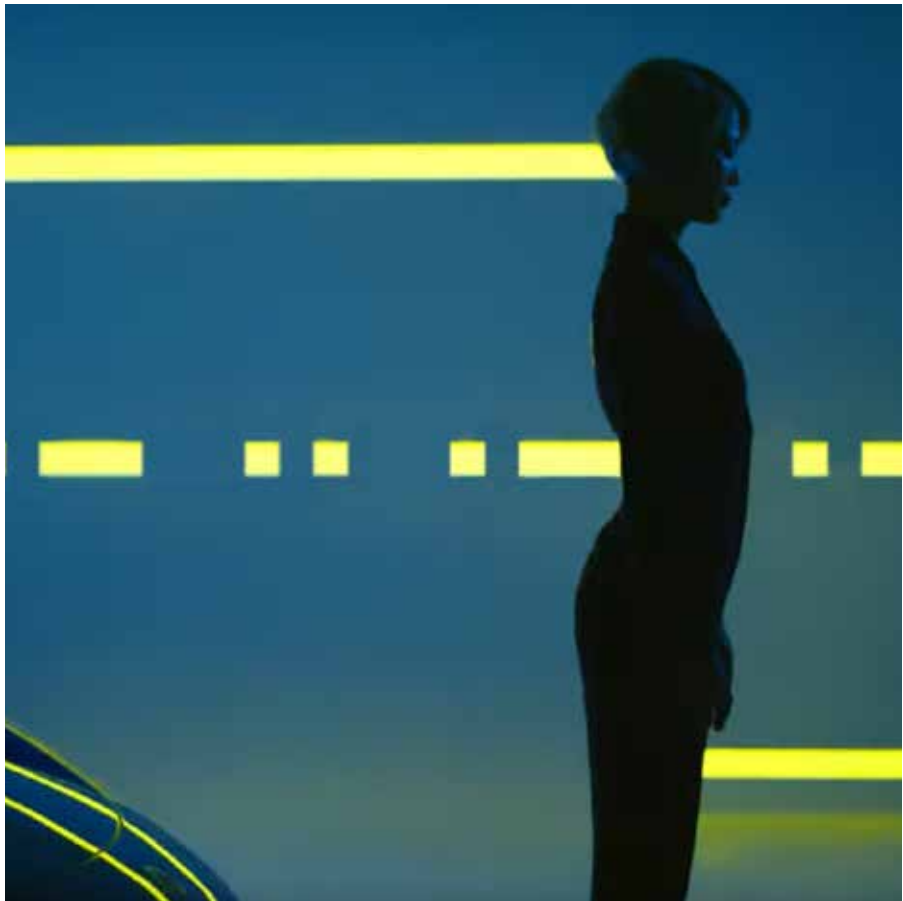
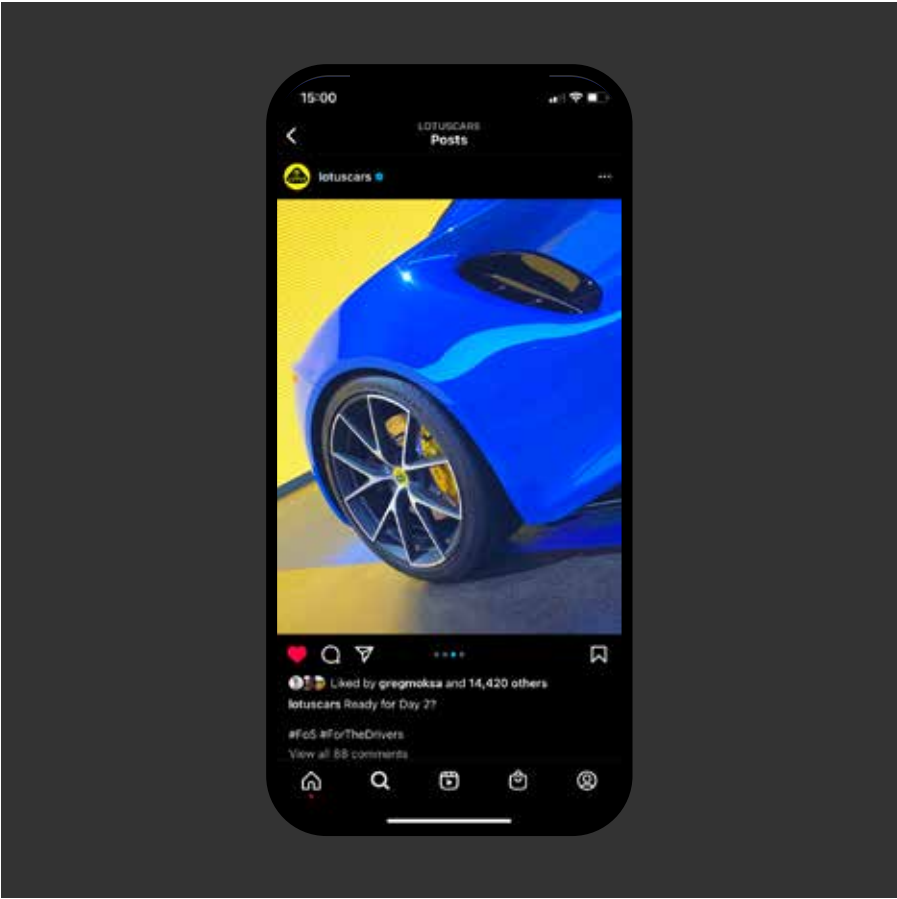
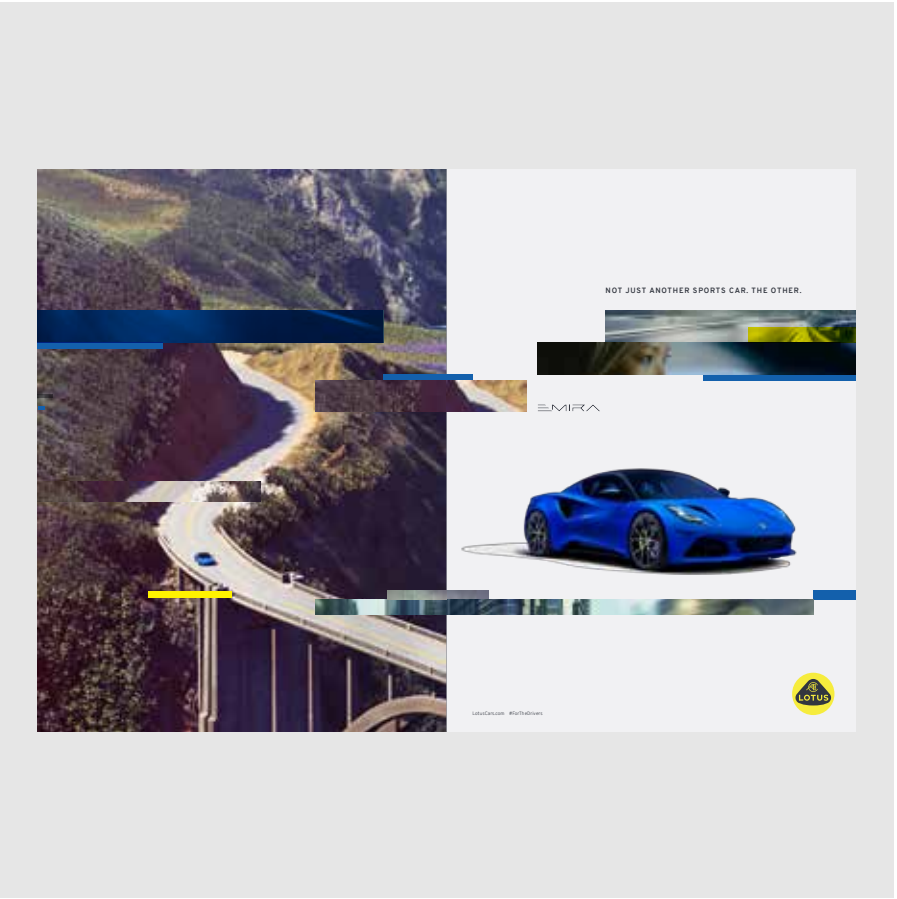
Being involved from the pitch phase of the project, my art direction not only helped to win the work, but the client also chose it to rollout the entire launch campaign.

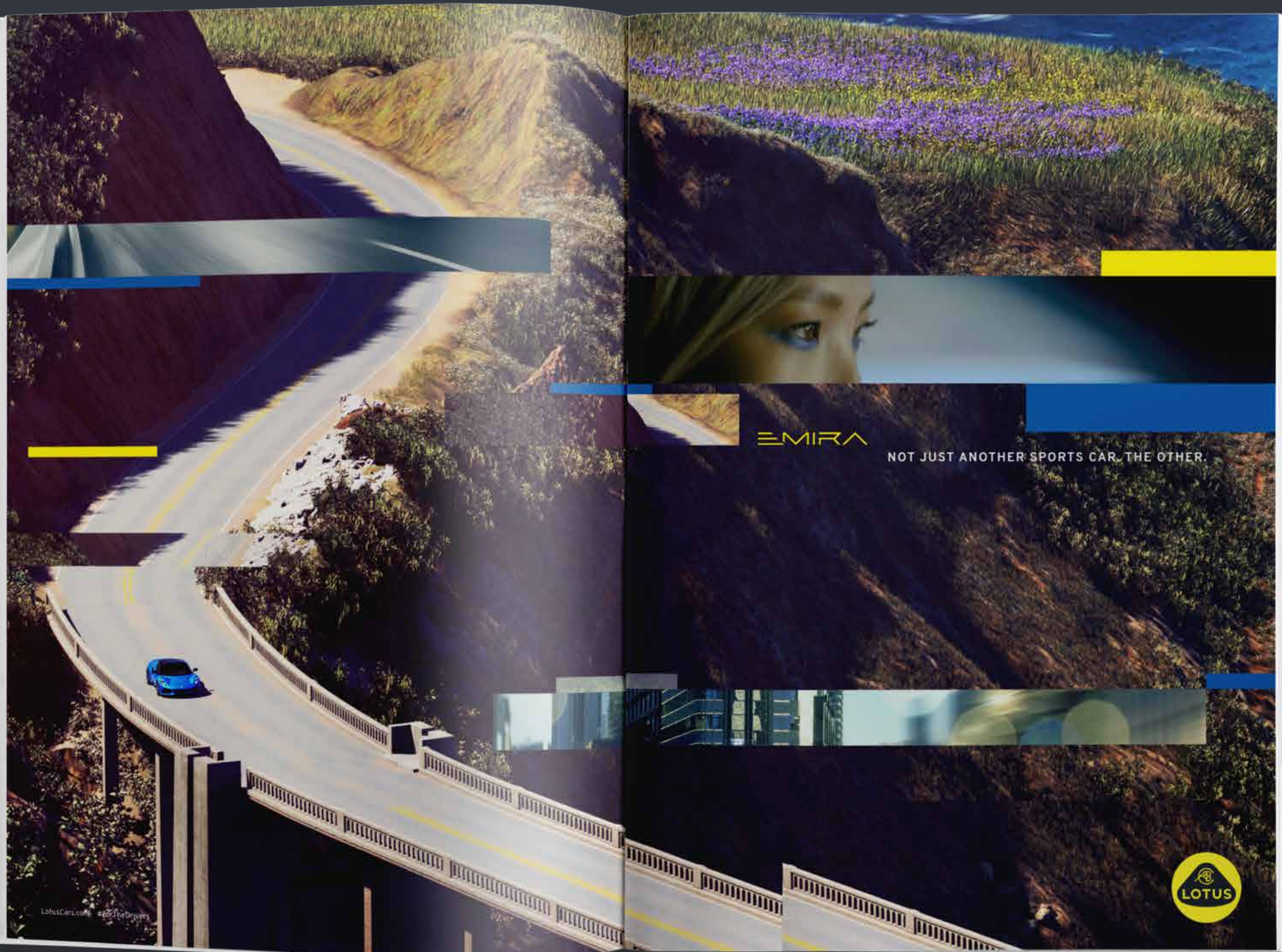
The campaign was awarded 'Car launch of the year 2021' by Autocar Magazine.



Lotus Emira

Creative Direction / Pitch / Tease / Launch / Social





LotusCars.com #GoTheOther

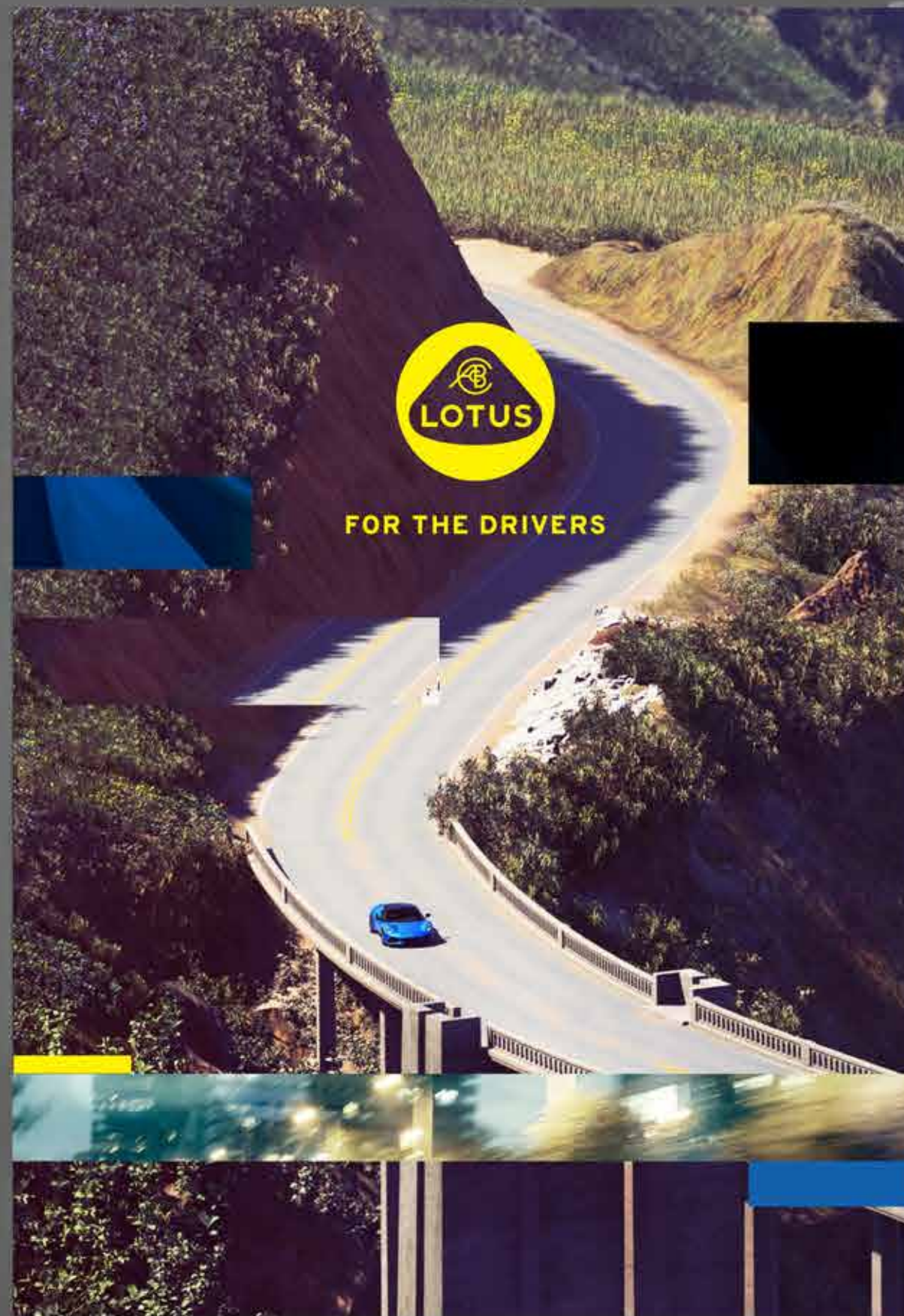
EMIRA

NOT JUST ANOTHER SPORTS CAR. THE OTHER.





NOT JUST ANOTHER SPORTS CAR.

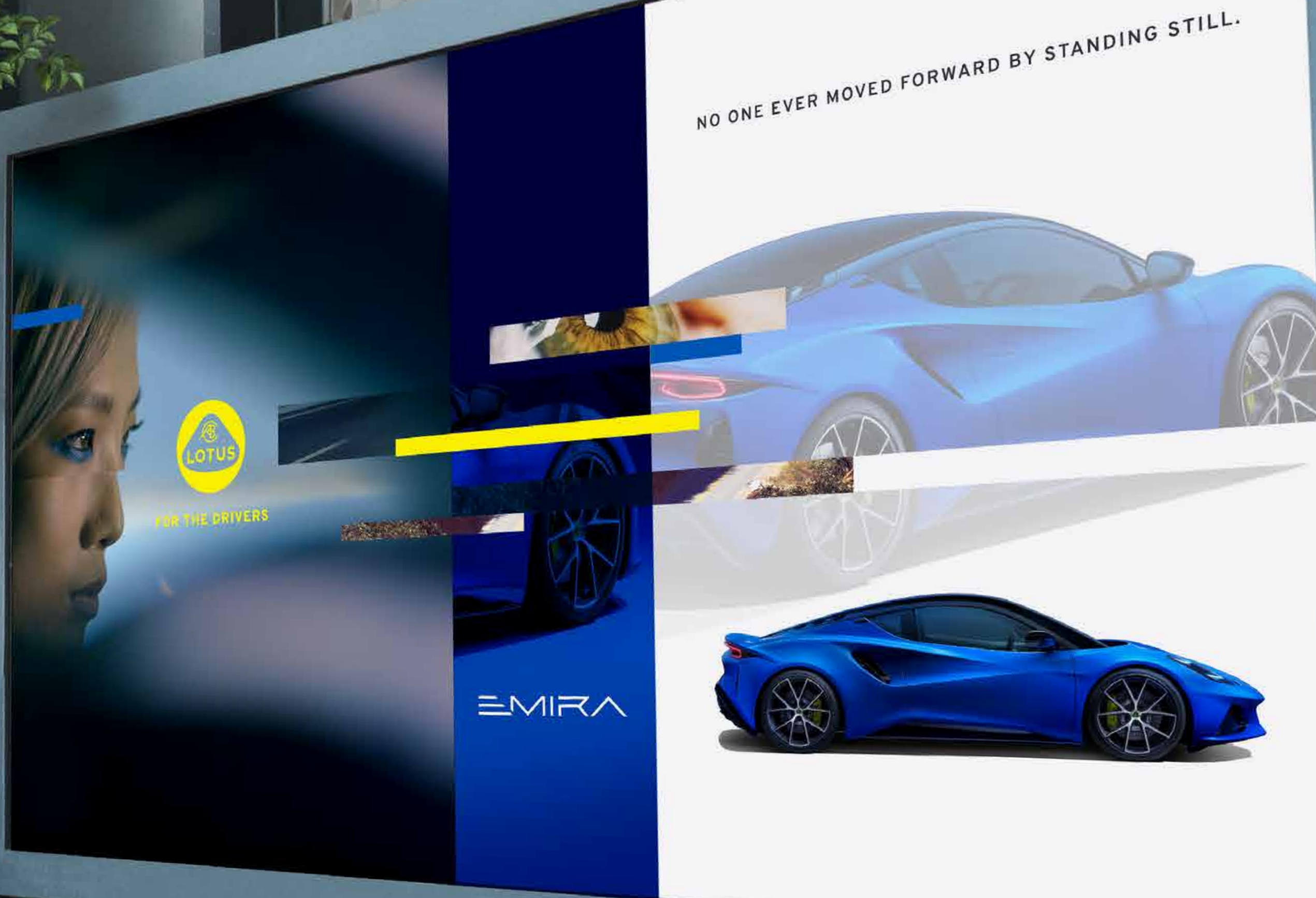


THE OTHER.



EMIRA

NO ONE EVER MOVED FORWARD BY STANDING STILL.



FOR THE DRIVERS

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 >

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 EMIRAHOME >

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 EMIRAHOME >

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 EMIRAHOME >

OPTIMISED AERODYNAMICS

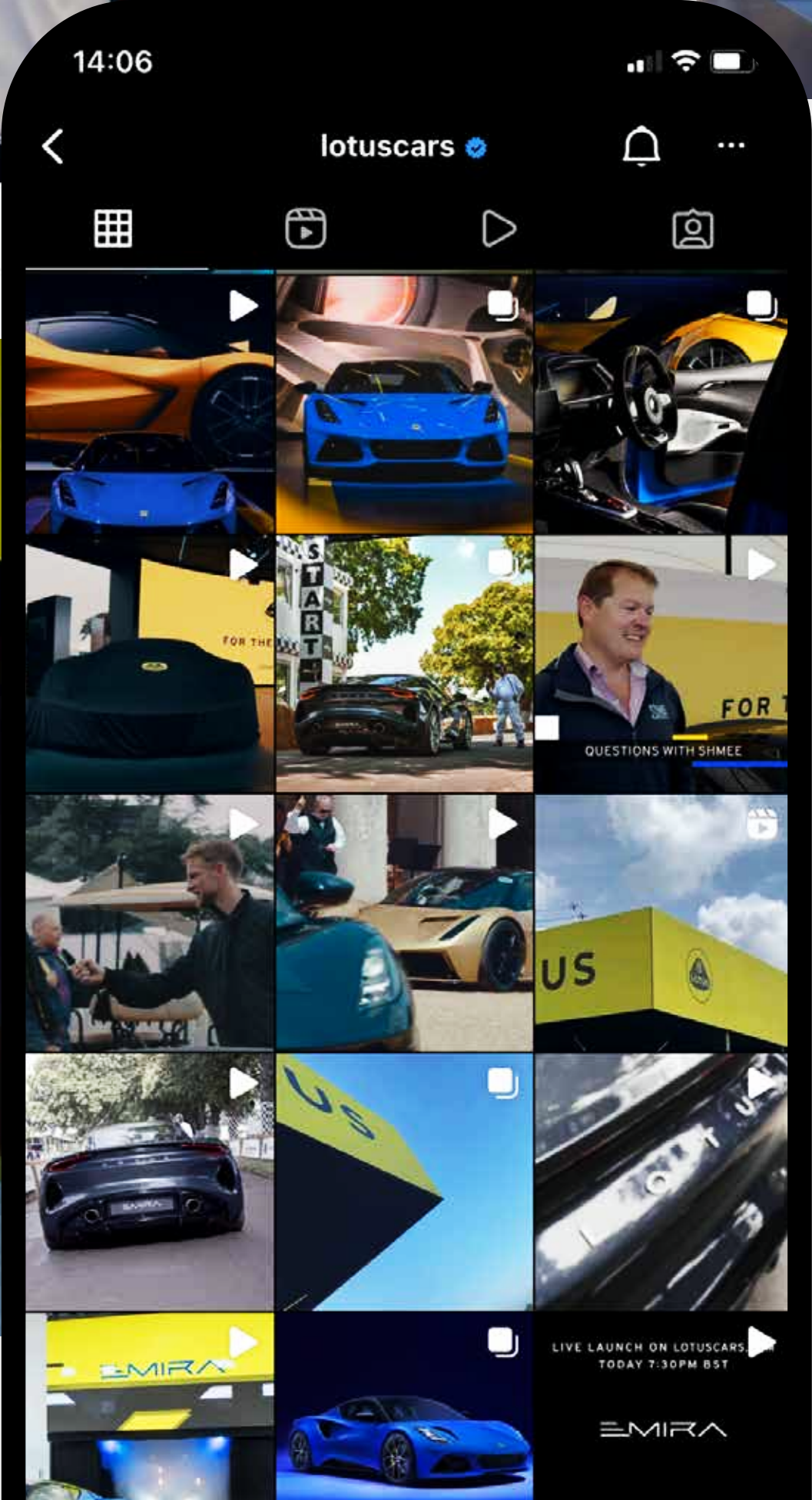
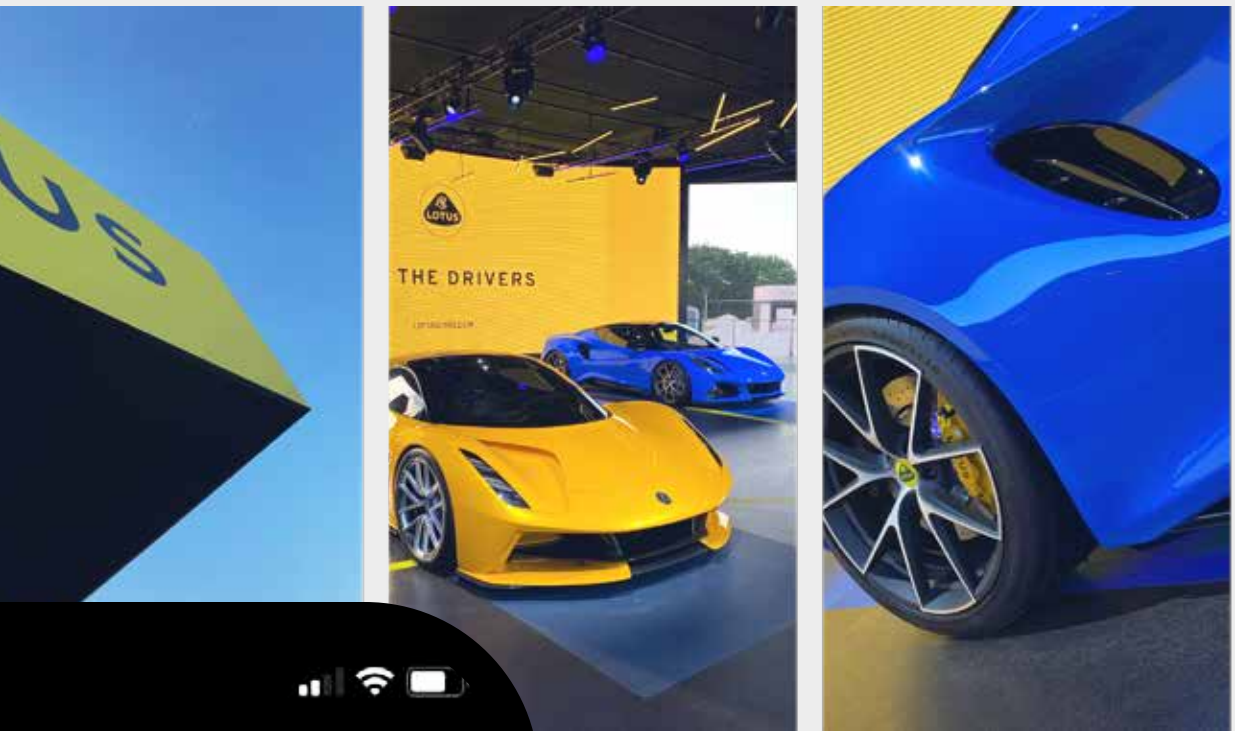
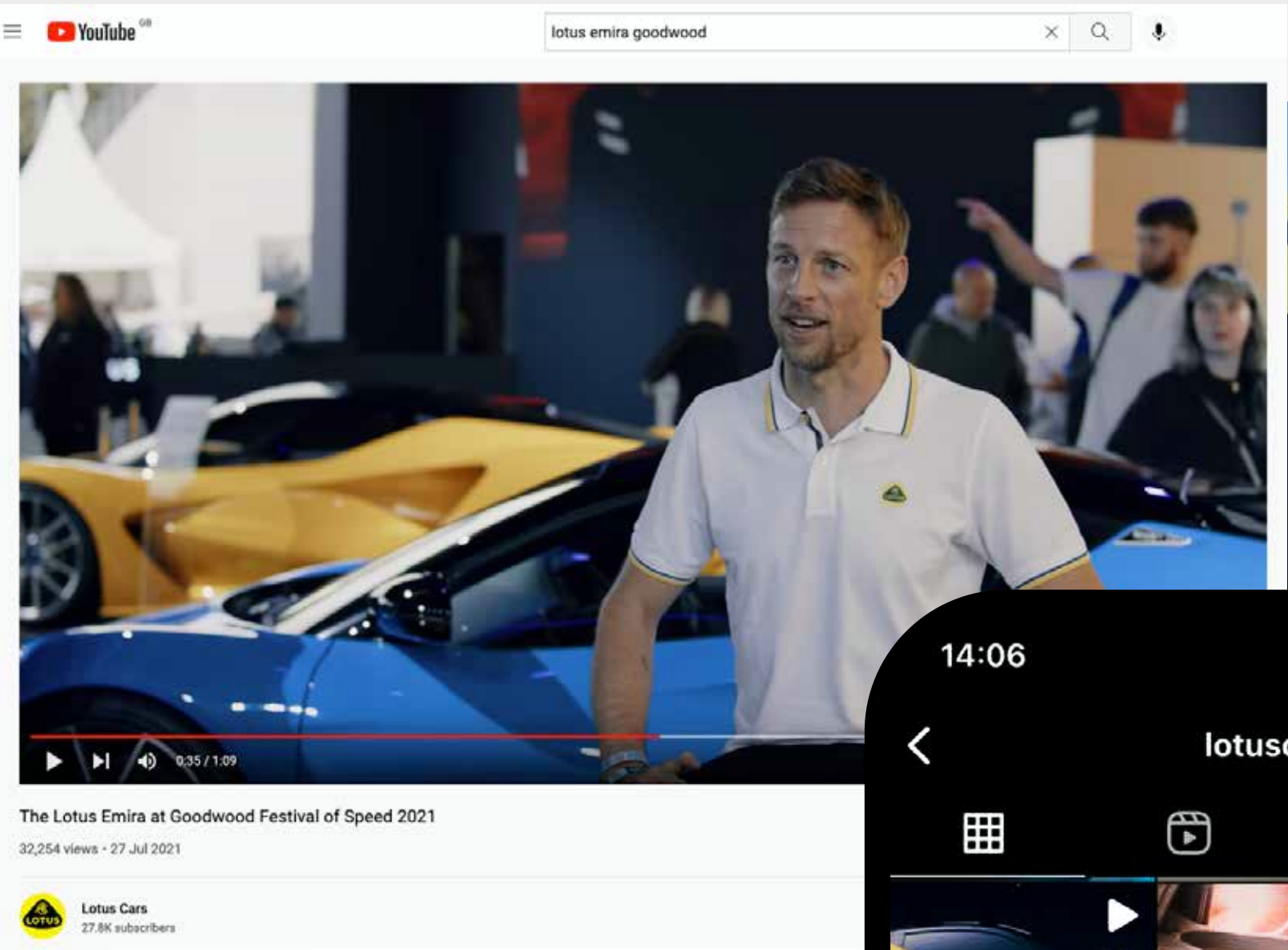


Efficient aerodynamics have been at the heart of every Lotus since the very beginning. Emira is no exception. Intelligent engineering means it is the only car in its class to generate significant downforce, generating outstanding performance and exceptional grip at all speeds.

LOTUS EMIRAHOME >

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.



Photography and films courtesy of Still Moving

Project 2

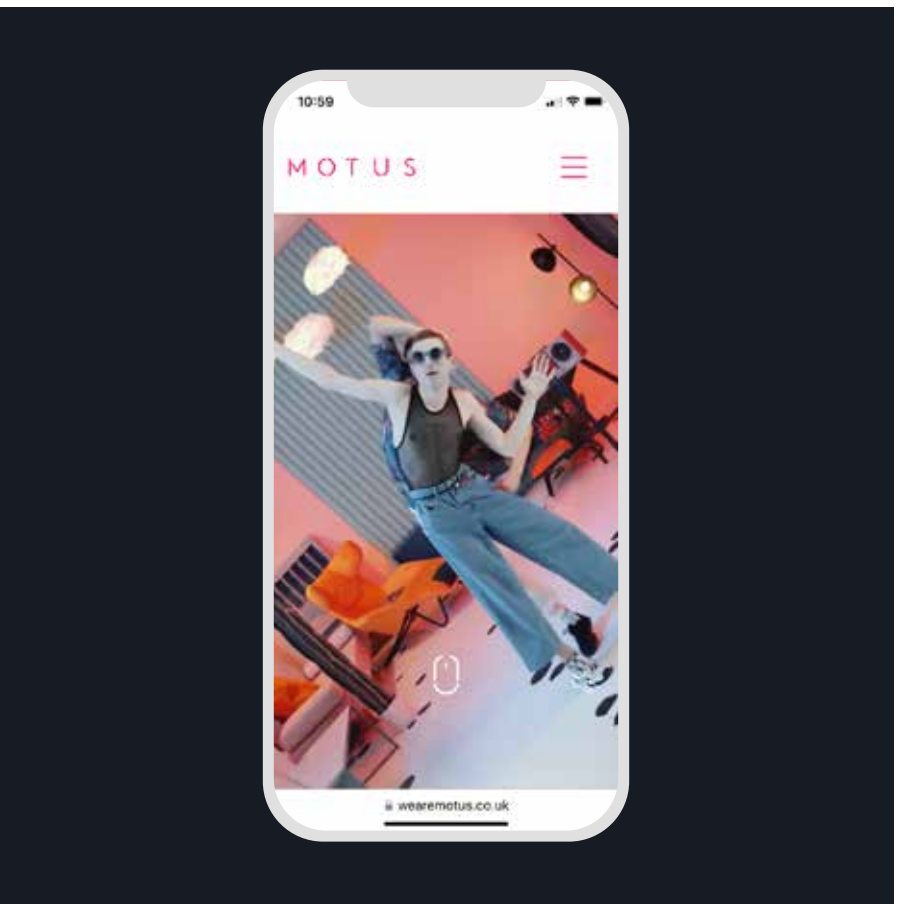
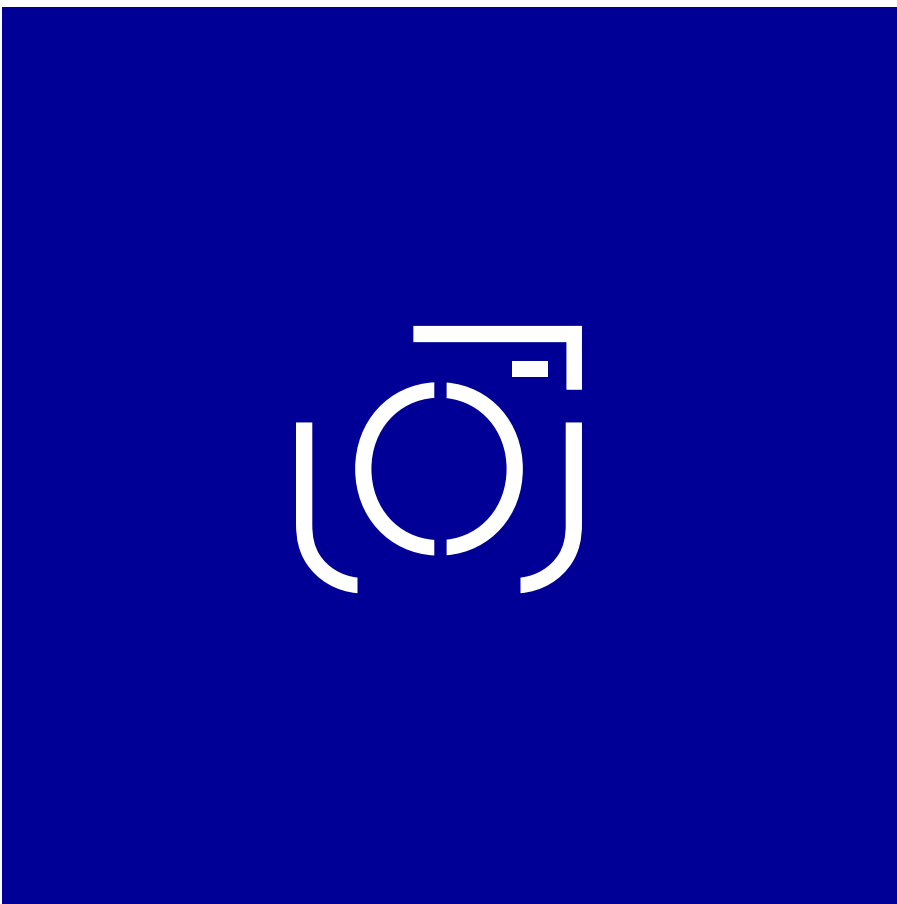
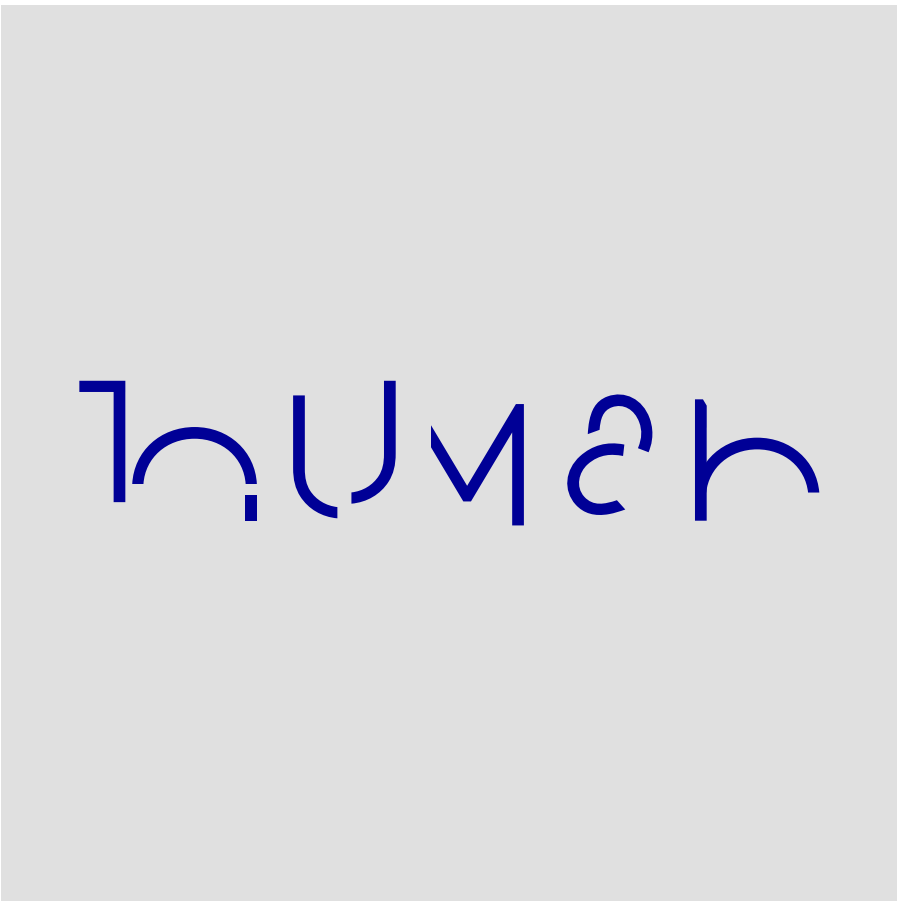
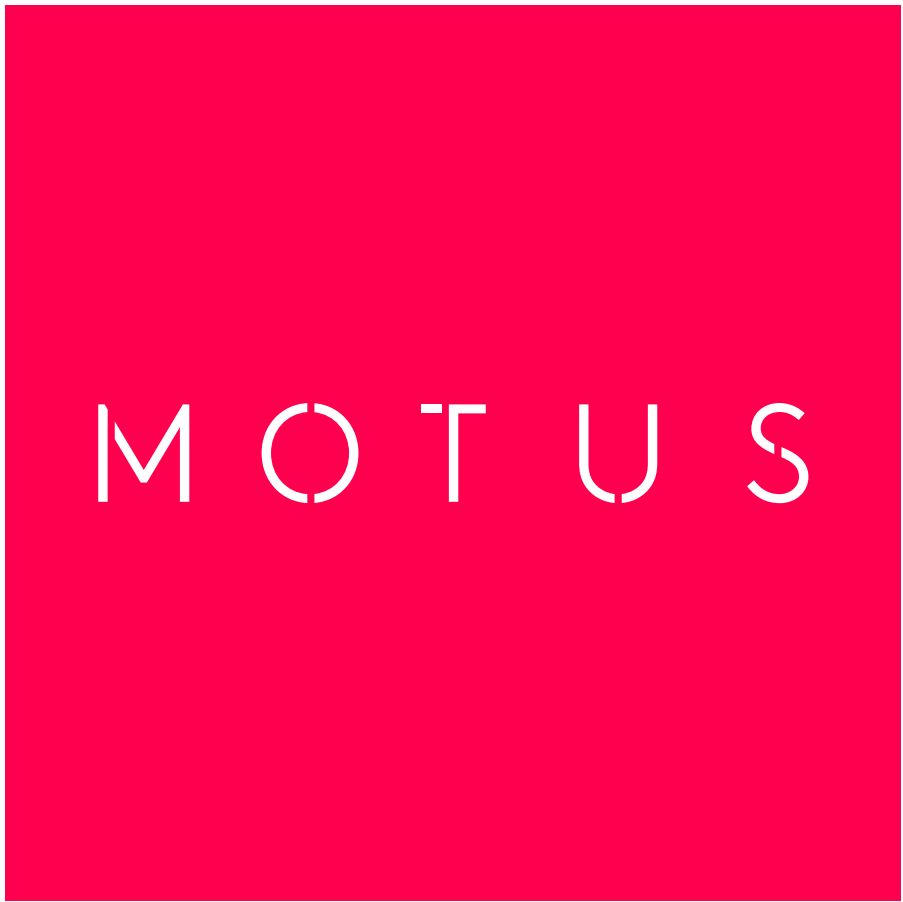
Motus

A new integrated creative agency delivering performance by connecting people with brands.

Motus needed a brand identity with stand out, flexibility and to demonstrate their ethos of understanding peoples emotions and what makes them tick, tapping into people's feelings and beliefs as a way of connecting them.

So starting with the logo, I created a brand that is full of excitement and flexibility, component parts that come together to paint one big picture.





MOTUS

MOTUS

MOTUS

MOTUS

MOTUS

MOTUS

MOTUS

MOTUS

MOTUS

Website & Brand film

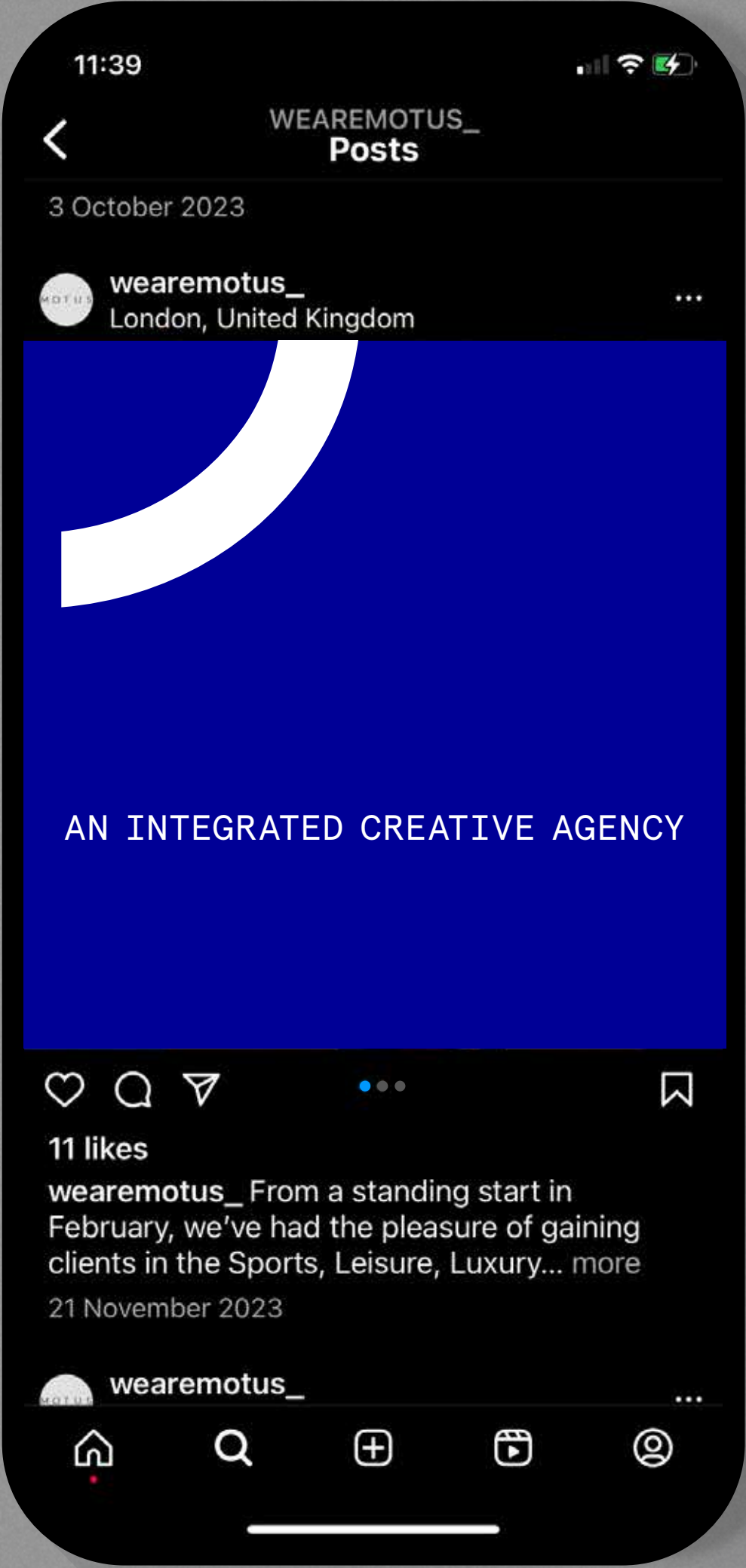


Brand film edited by Amba Smith

Business cards



Social post



Emotionally helping brands
to improve acquisition retention
and growth performance

Project 3

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 SOUTHEAST, KIDS TRAVEL FOR £2*
Book your train at c2c-online.co.uk. Treat the kids, cut the costs.
*1M 11-15p

c2c
Bringing you closer

CAMDEN

CONES

LONDON TO LEIGH-ON-SEA FROM £12.05*

Book now at c2c-online.co.uk. Spend less on trains,
more on treats.

*T&Cs apply

c2c

Bringing you closer

Rullo's Pizzeria

Rullo's Pizzeria
Starters
• Aubergine Parmigiana £5
• Beef Carpaccio £8
• Chicken Salad £5.5
Fish, pasta
• Trapanese Bolognese £9
• Ravioli Ricotta & Spinach £8
• Gnocchi Sorrentina £15
Wood Oven Pizza
• Rullo's chunky tomato, buffalo mozzarella & basil £10
• Veggie 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
so you can afford to splash out.

• COUTURE

c2c
Bringing you closer

Social post



Bentley at Cheltenham

Inspired by the sophisticated style and glamorous looks of racegoers, Bentley's specialist coach building division at Mulliner created a bespoke, one-of-a-kind Bentayga especially for the Cheltenham Festival, to demonstrate that individuality isn't limited to the outfit you wear.

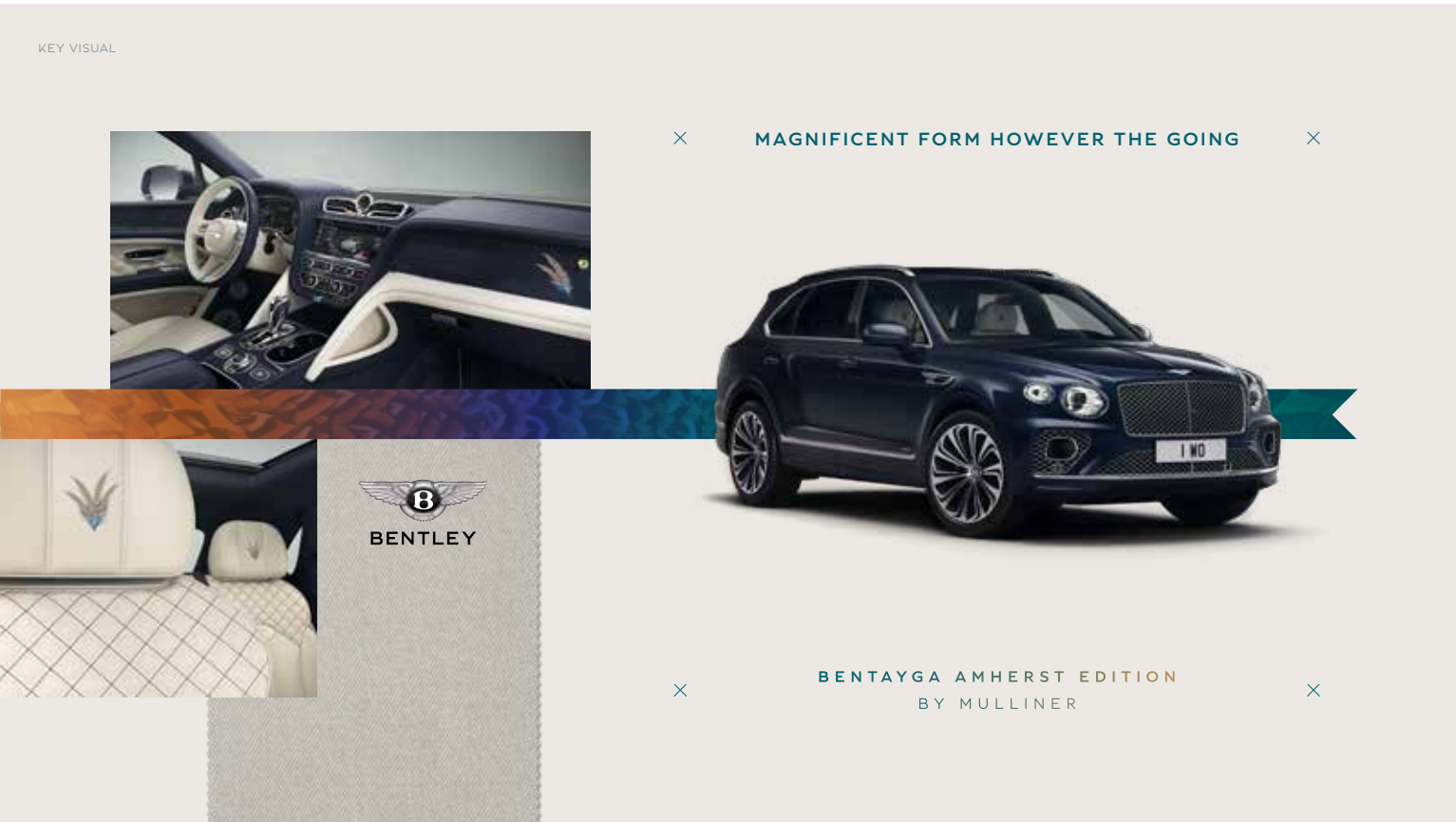
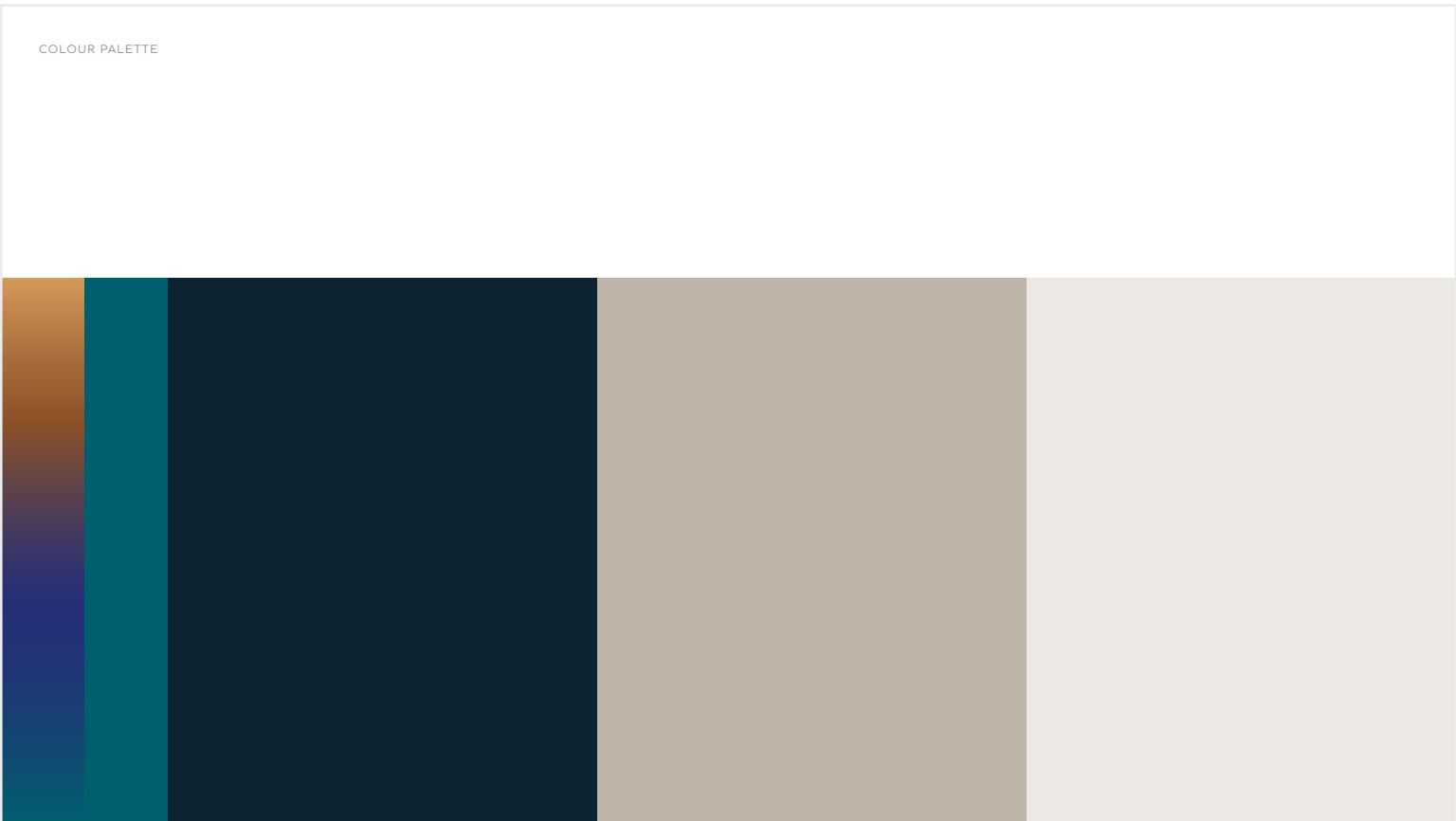
I was tasked with designing and art directing everything relating to the promotion of the Bentayga Amherst Edition.

Working with Bentley's brand team at Cheltenham Festival, I was responsible for directing photographers/videographers, capturing content to create highlights for use on social channels after the event.



Bentley at Cheltenham

Art / Design Direction



Key visual



BENTAYGA AMHERST EDITION
BY MULLINER



Social post

10:05

Instagram

 Bentleymotors

...

PUT YOURSELF IN
THE SADDLE




BENTLEY

Learn more

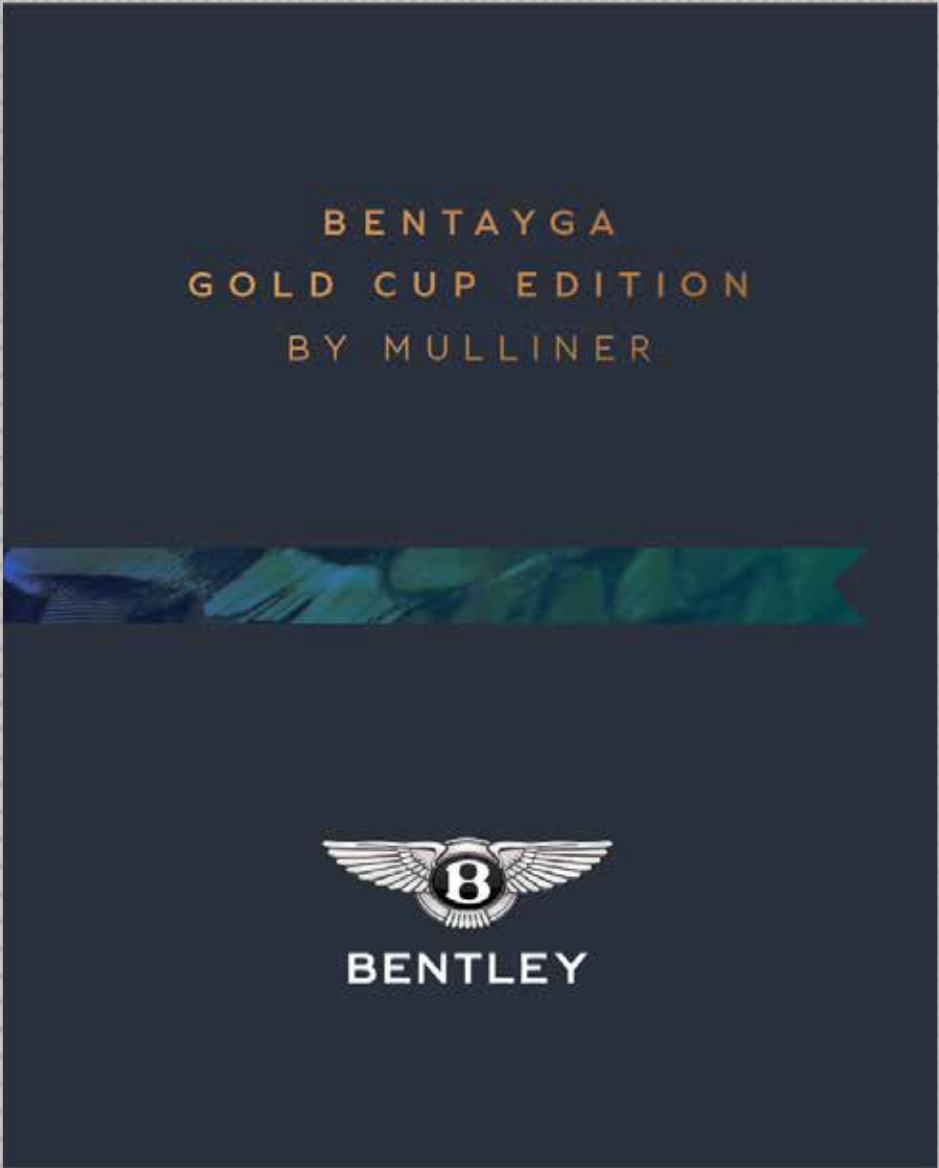
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3658 views

Experience the winning style of this unique Bentayga at the 2023 Cheltenham Festival.







Photography by Tom Kahler

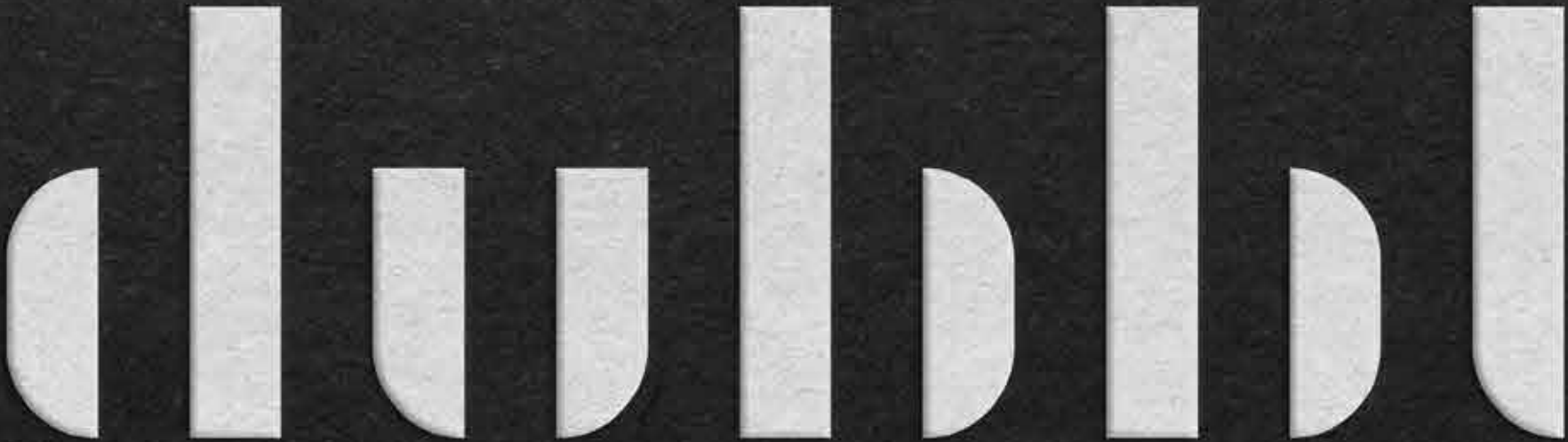
Project 5

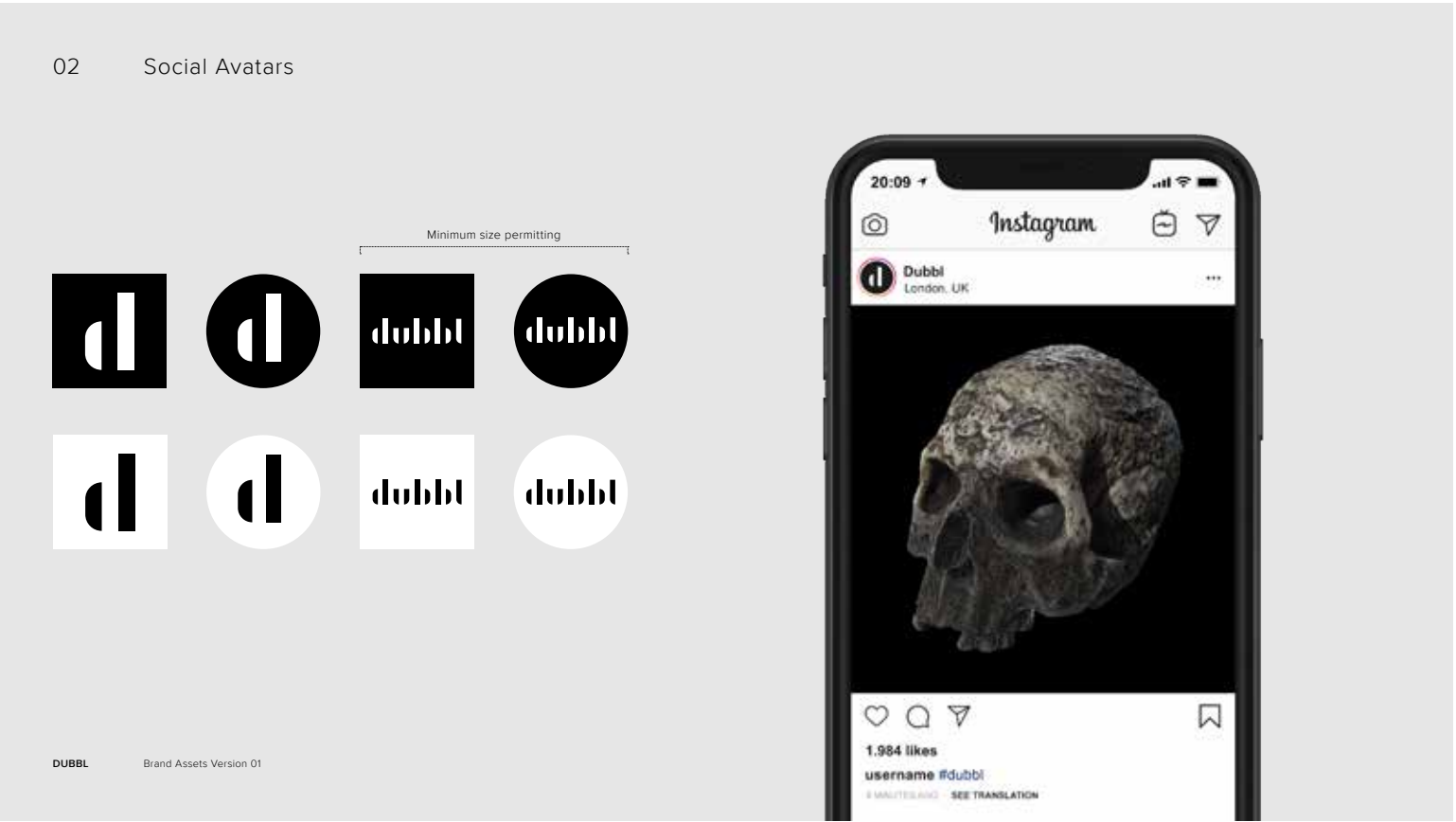
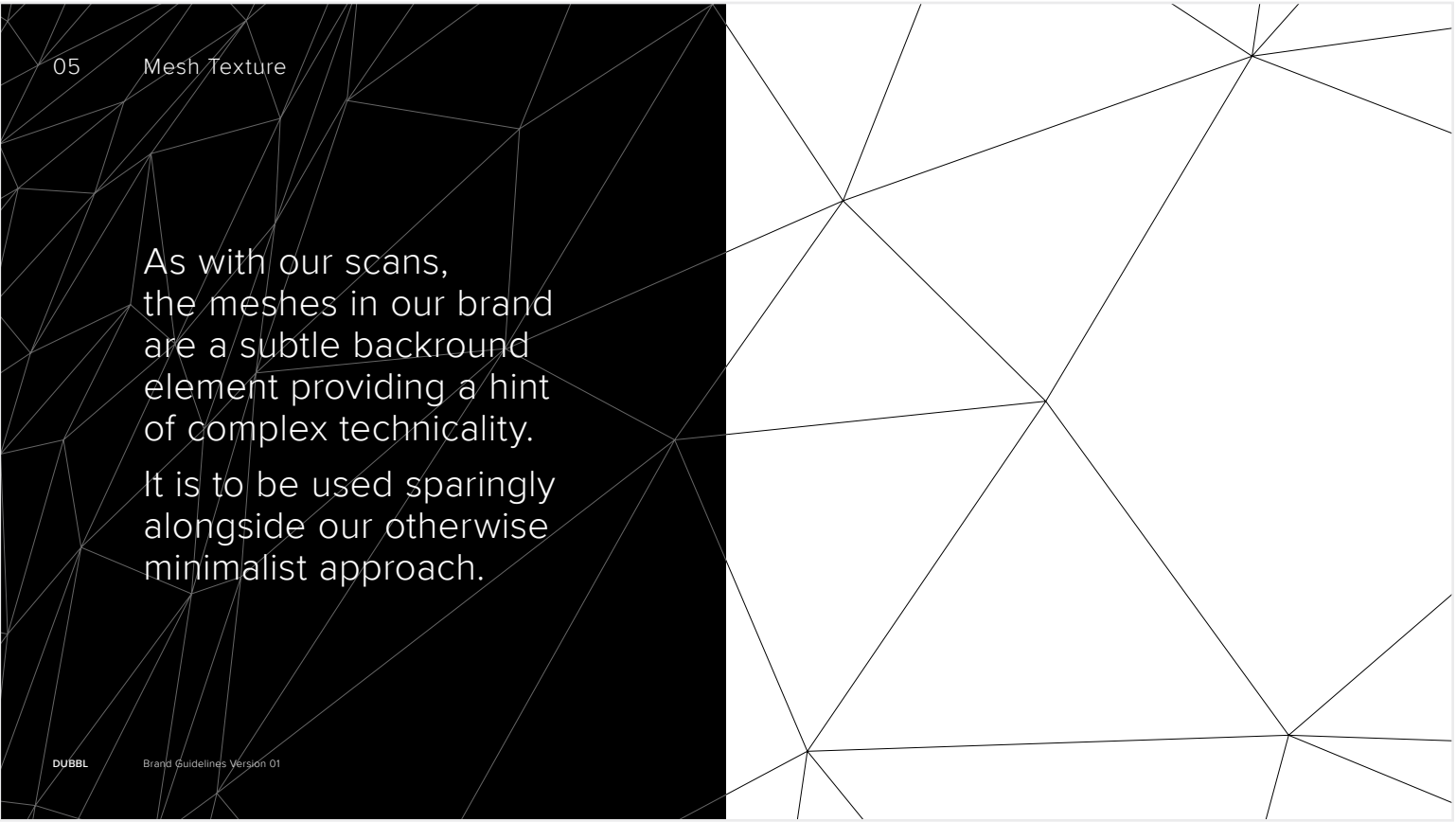
Dubbl

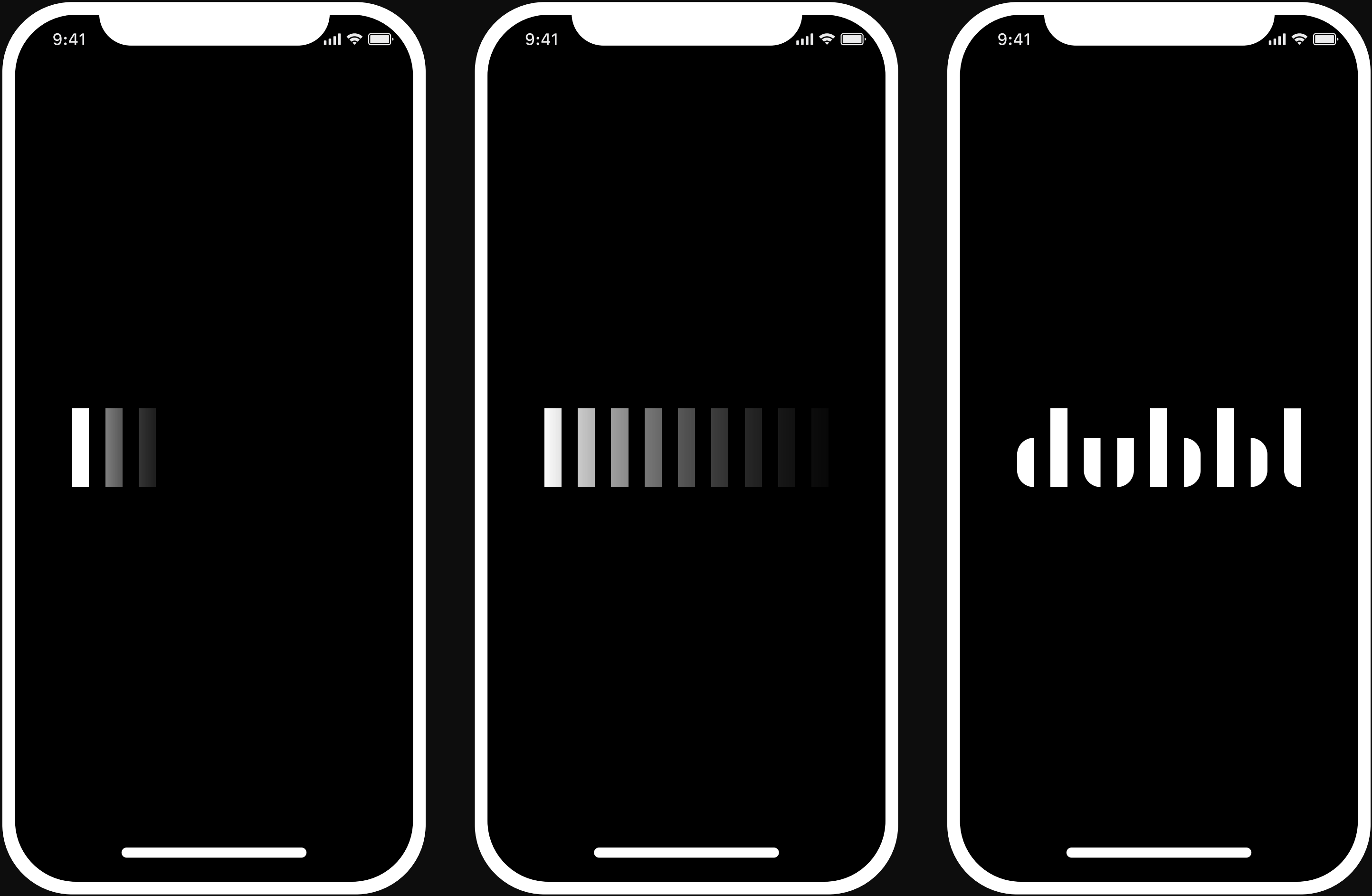
As a new state-of-the-art 3d scanning technology company, scanning ancient artefacts and artworks for museums and galleries to take into the digital world - Dubbl needed a simple, modern identity that would sit neatly next to the imagery that they would themselves create.

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





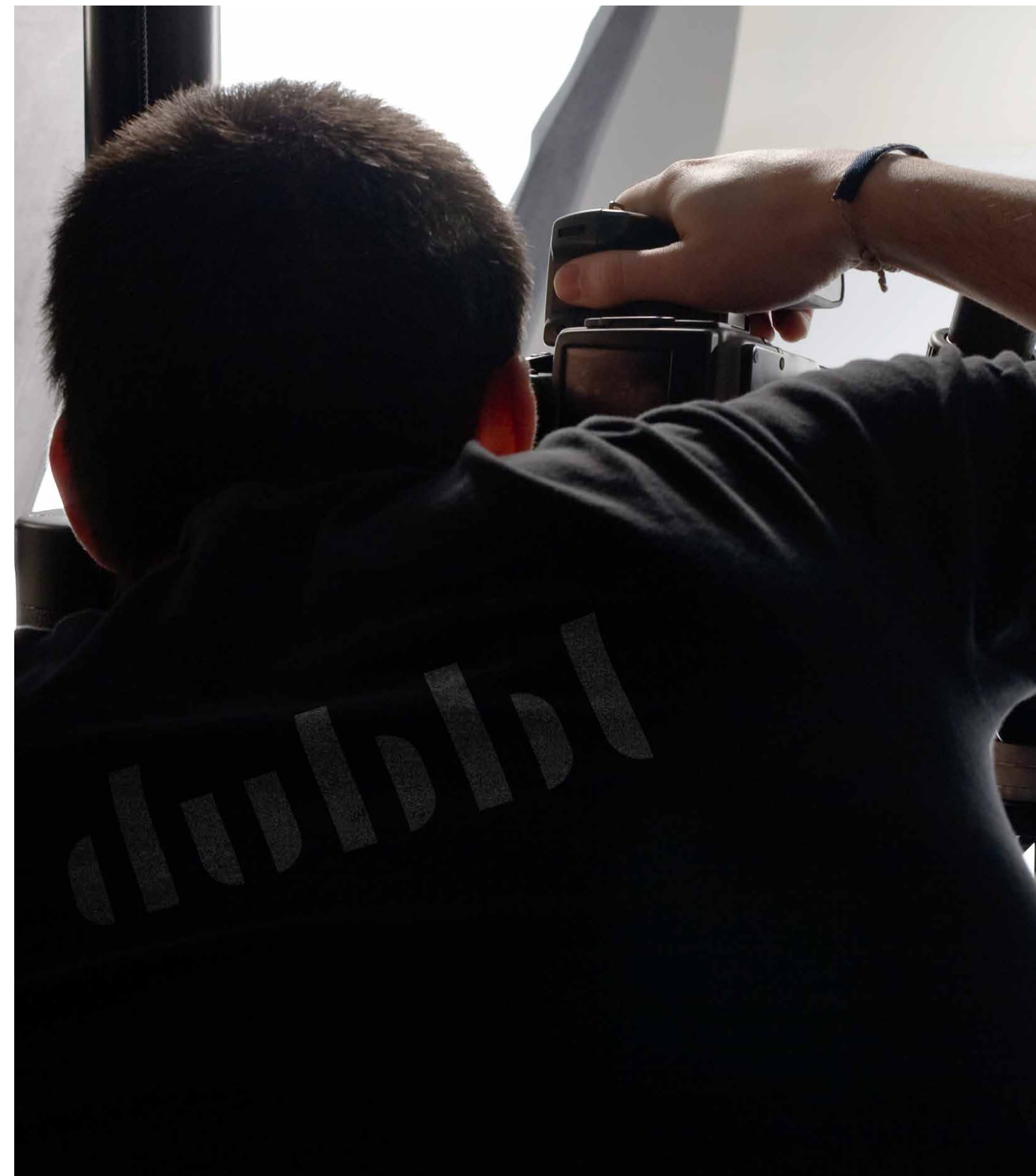






DUBBL LTD
73 Containerville Studios,
35 Corbridge Crescent,
London, E2 9E2.
020 7946 0904
dubbl.it

Brand Rollout



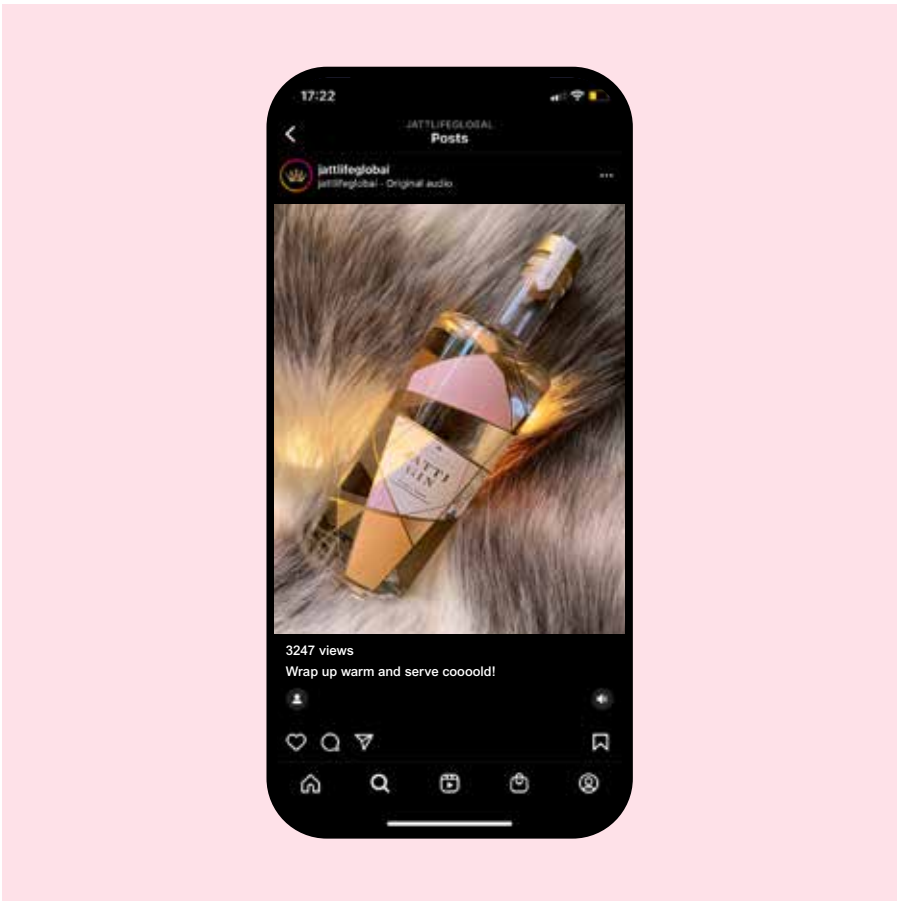
Project 6

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.







J A T T L I F E

JATTI GIN

Raspberry & Peach
with a hint of Strawberry



Brand Roll out



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.





TRILOGIO

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.

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

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.

04.
COLOUR

PRIMARY

426C

90%

80%

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

185C

90%

80%

C:0 / M:100 / Y:80 / K:0
R:128 / G:2 / B:46
#e4 / #02 / #2e

7544C

90%

80%

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

7544C (50%)

30%

20%

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

SECONDARY

1955C

80%

70%

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

320C

90%

70%

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

634C

90%

80%

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 who will be happy to help

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

07.
ICONS

01 LEAN
02 AEROSPACE
03 POSTAL
04 AUTOMOTIVE

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 consistant 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.

02

03 SORT
04 STRAIGHTEN
05 SHINE
06 STANDARDISE
07 SUSTAIN



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.



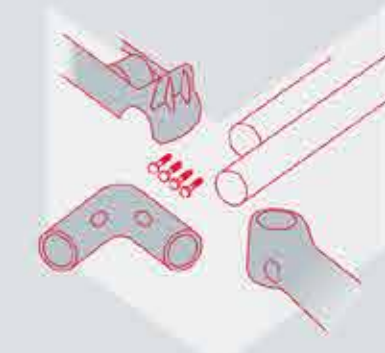
We design complete solutions to improve ergonomics, efficiency, and protect valuable parts.



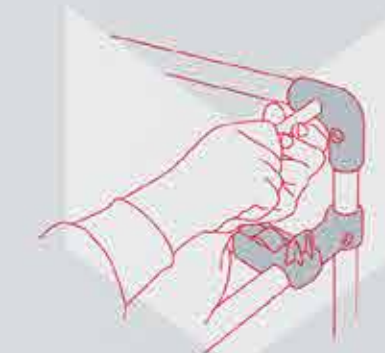
These solutions are used by companies in Manufacturing, Maintenance, logistics and many other sectors.



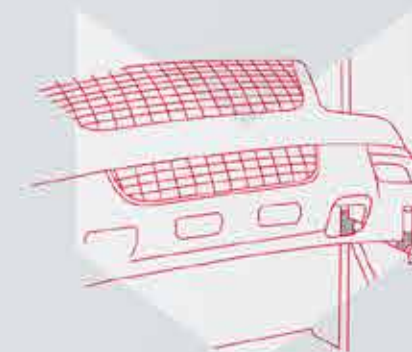
The benefits of these solutions include better working environments, increased productivity, and reduced wastage.



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



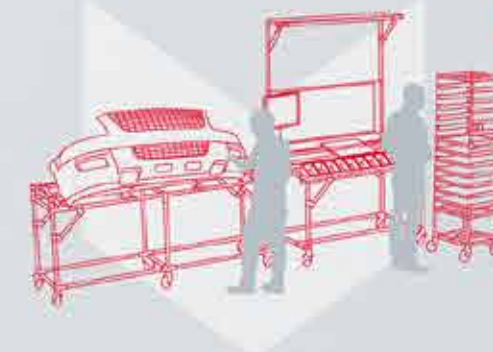
These tubes, brackets and accessories are assembled to create structures for different jobs



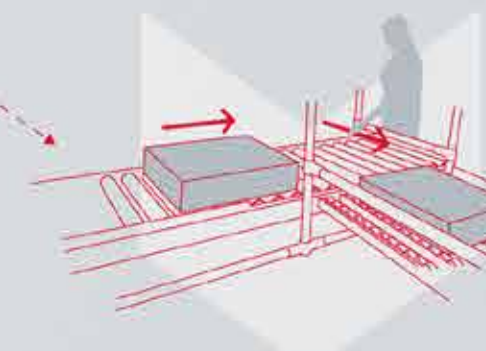
The structures help companies move, store and manage parts, tools and equipment



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.

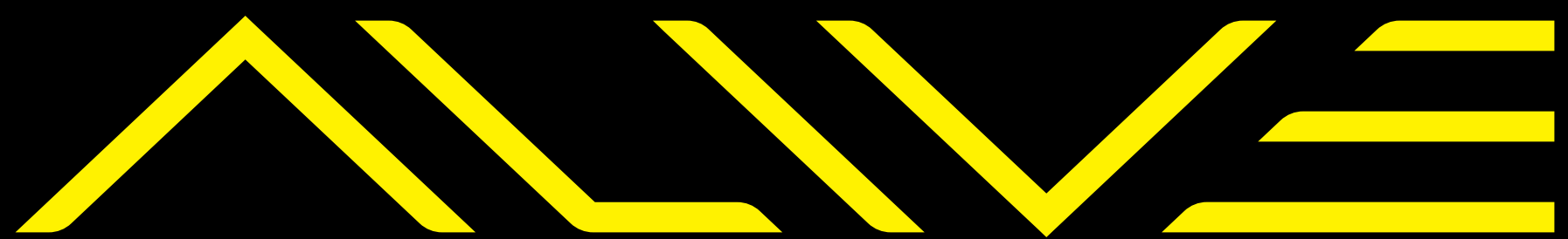
The aesthetics of this logo has since been carried through all new models in the Lotus range.



Lotus Evija

Design Direction / Wordmarque

EVIL



Wordmarque in use







Let's talk soon!

