



Roger Norris

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médecins sans frontières

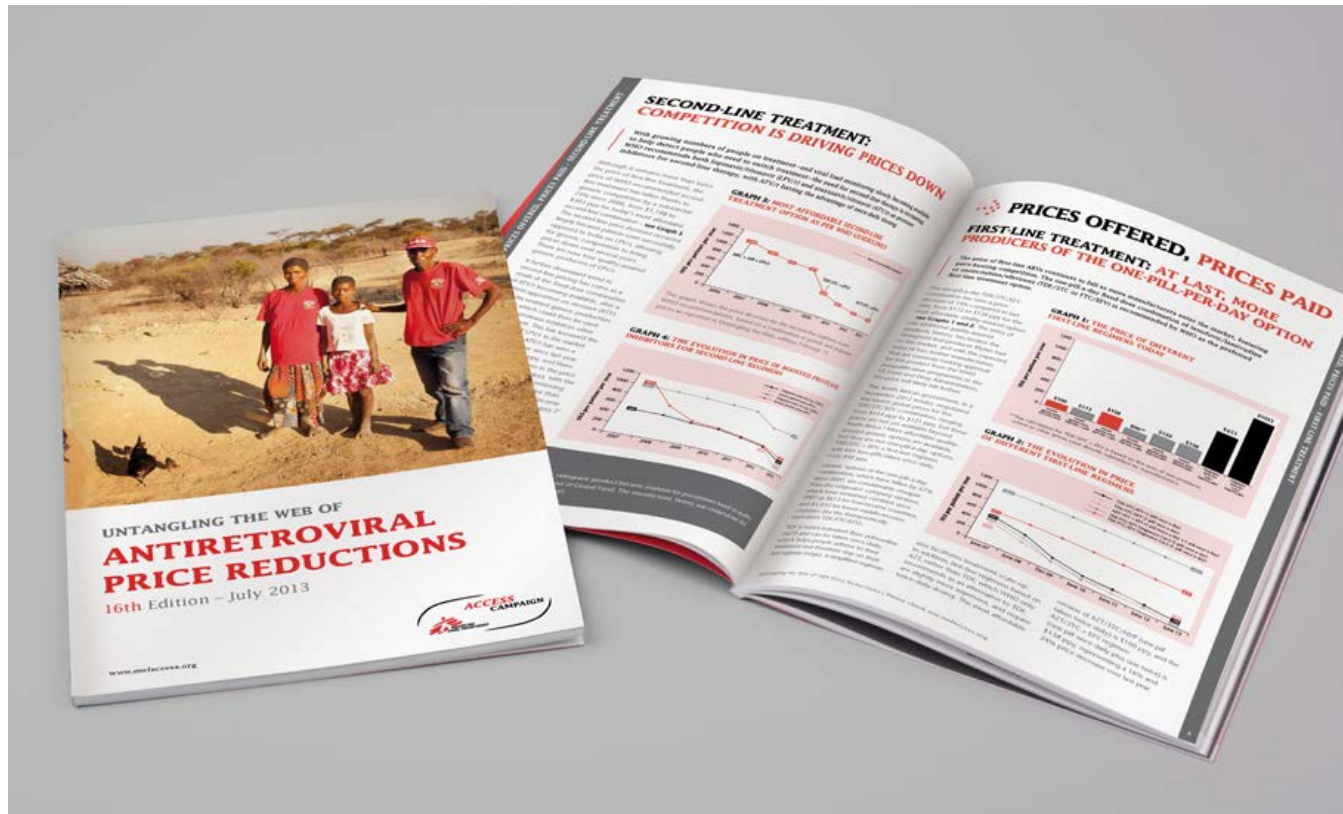
logo guidelines // reports // research documents
merchandising // posters // leaflets

Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organisation that delivers emergency aid to people affected by armed conflict, epidemics, natural disasters and exclusion from healthcare. MSF launched the Access Campaign in 1999, to push for access to, and the development of life-saving and life prolonging medicines, diagnostic tests and vaccines for patients in MSF programmes and beyond.

MSF ACCESS

utw report

design & layout // artwork // print management // project management



> MSF Access produce a variety of large reports, which inform people about common drugs and treatments, like HIV and TB. I designed the initial layout and style for these content heavy and highly technical documents and then produced the graphs, layout and artwork, before organising the print.

Printed on an uncoated stock the covers are 4 colour process, with all the internal pages 2 special colours. These reports are published on a regular basis, I work on two or three of these every year.

MSF ACCESS issue briefs

design & layout // artwork // multiple language artwork // print management // project management

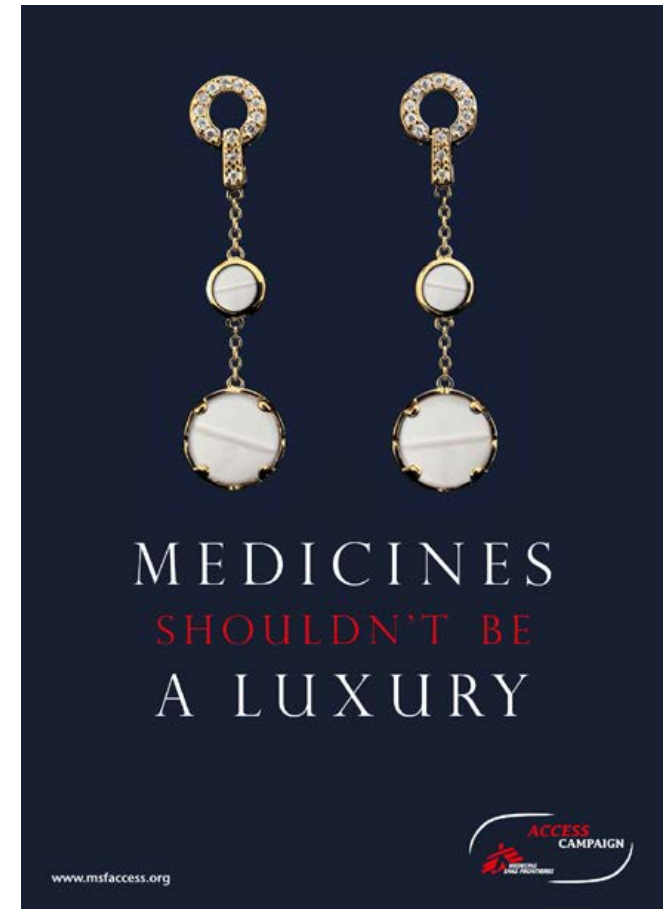
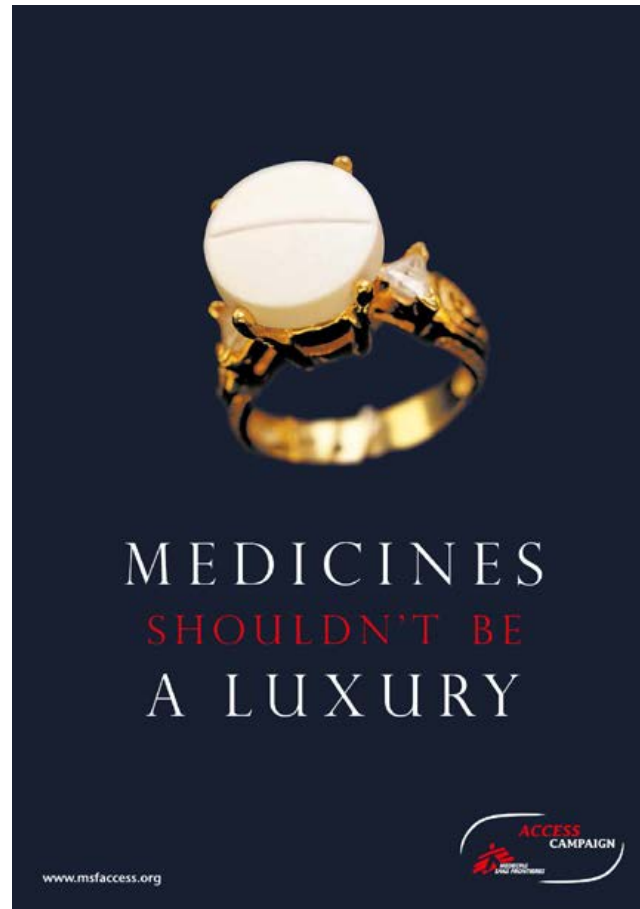
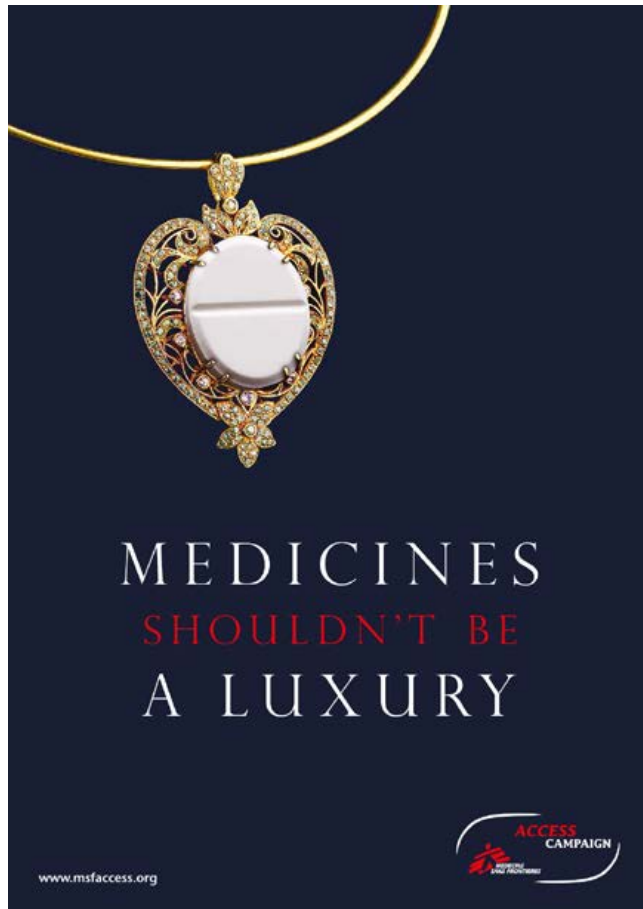


> This series of information leaflets are produced to raise awareness of important issues for access, logistics and price of drugs. These leaflets are produced on a regular basis, they can be small, only 2 pages, or larger 8 or 12 page documents, and are often set in multiple languages.

MSF ACCESS

luxury medicines

concept development // design & layout // artwork // print management // project management



> This was a poster campaign to promote the affordability of basic medicines. Working with the title which was supplied by MSF, I came up with the concept and type style, sourced the luxury item images and then retouched the pills into these.

MSF ACCESS merchandising

layout // artwork // print management // project management



> Luxury medicines t-shirt



> Pill shaped USB stick, which continues a video and various reports saved as pdfs.



> Pill shaped & luxury medicines stickers, printed on A4 sheets and kiss cut.

MSF ACCESS

real stories campaign

design & layout // artwork // print management // project management



“As a person living with HIV/AIDS, the most fearful thing is when you hear you might not be able to get hold of your medicines. It feels like a rope is being tied around your neck.”

Charles Sako lives in Kenya with his partner Noel, and daughter, Gift. He started antiretroviral therapy with MSF in 2003 and is doing very well.

The MSF Access Campaign advocates for the rollout of optimal and adapted tools to facilitate access to affordable HIV treatment, such as quality-assured generic medicines and diagnostics.

www.msfastaccess.org



“My husband made a coffin for me. He prepared everything for the occasion of my possible death while he was away working in Russia and left things so I could be buried decently.”

Rohatav Abdullaeva, a former nurse from Uzbekistan, thought tuberculosis (TB) would end her life. She is now responding well to treatment.

The MSF Access Campaign is pushing for the development of more accurate tests for TB and more effective medicines for people with drug-resistant strains of the disease, so that many more people can be put on life-saving treatment.

www.msfastaccess.org



“Whether we live or die should not be up to trade negotiators. We watched family and friends sicken and die ten years ago because pharma companies put patents and profits before people.”

Loon Ganthe of the Delhi Network of Positive People (DNP+) took to the streets along with MSF and others in Delhi to protest against harmful provisions included in trade negotiations between Europe and India.

The MSF Access Campaign works with patient groups and other civil society organisations to identify and campaign against trade and drug company policies that could harm access to affordable, life-saving medicines.

www.msfastaccess.org



> A poster campaign to promote real people's real stories, and their fight to get access to life changing treatments and medicines.



total concept solutions

brand development // website // exhibition // advertising
stationery // emails // leaflets

Based in the heart of London - Total Concept Solutions (tcs)
provides bespoke Ground Source Heating and Cooling systems
for residential, commercial and retail sectors.

TCS GROUP

logo development

design // artwork // project management

tcs
group ● ● ●

tcs ● ● ●
geothermal

tcs ● ● ●
installations

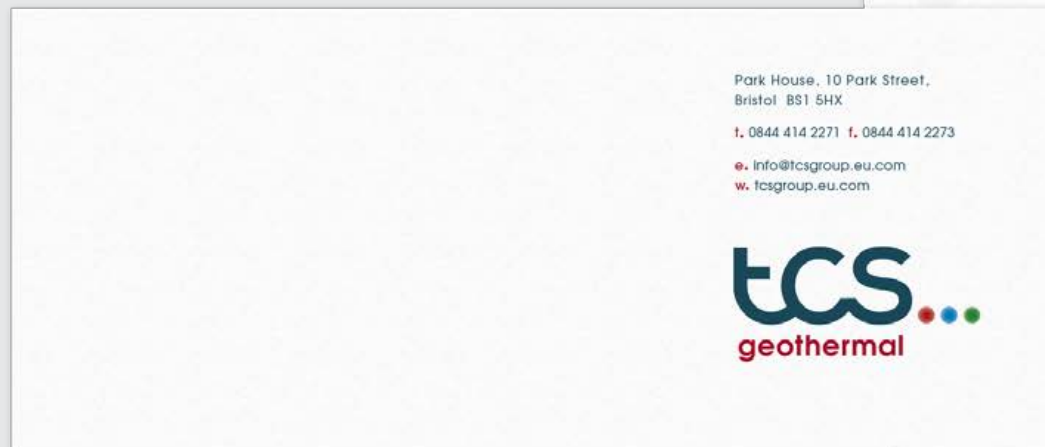
tcs ● ● ●
renewable energies

> The logo shapes are inspired by the loop pipe work and bore holes of the Ground Source heating and cooling systems that tcs install.

Different adaptations of the logo were produced for each area of expertise, all with varying colours.

TCS GROUP stationery

design // layout // artwork // project management



> The circle graphics were printed on the back of the letterheads, so that they subtly show through the paper when viewed from the front. The stationery was created for all sections of the company, and these are colour coded using the red, blue and green.

TCS GROUP exhibition

design & floor plan // artwork // flash animation // project management



> I designed an exhibition stand that was used to promote tcs at Earls Court. This included a screened off meeting area and featured a domestic heating & cooling unit which was placed inside a cupboard at the front of the stand. I produced a flash animation which was used on a large plasma screen.

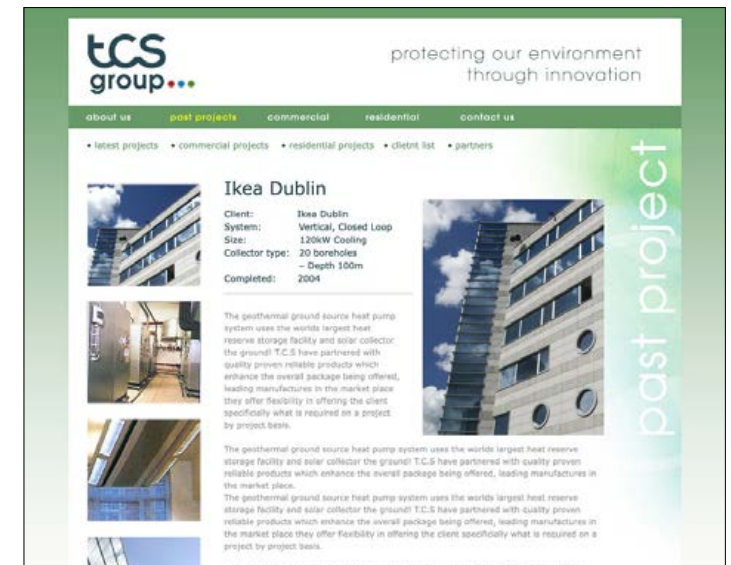


TCS GROUP website

design // layout // flash animation // html // css // project management



> The website was developed to promote tcs by showing their commercial and residential projects, and explain how geothermal heating and cooling works. A members' login area was also created to allow clients to access information, plans and progress updates on their project.





bobbi brown

advertising // press events // press releases // direct mail
handout cards // POS // emails // in-store displays // invites

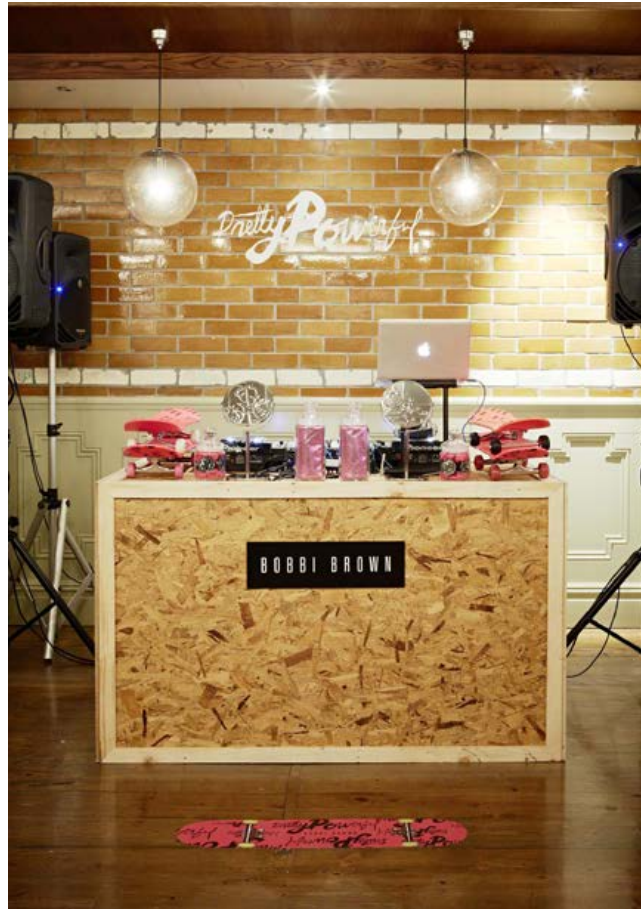
Established in 1991 by celebrated makeup artist Bobbi Brown, this exclusive beauty line includes professional makeup products, colour cosmetics and accessories. With an ever growing retail presence, Bobbi Brown is expanding into new outlets around the UK and Ireland.

BOBBI BROWN

BOBBI BROWN PR

pretty powerful event

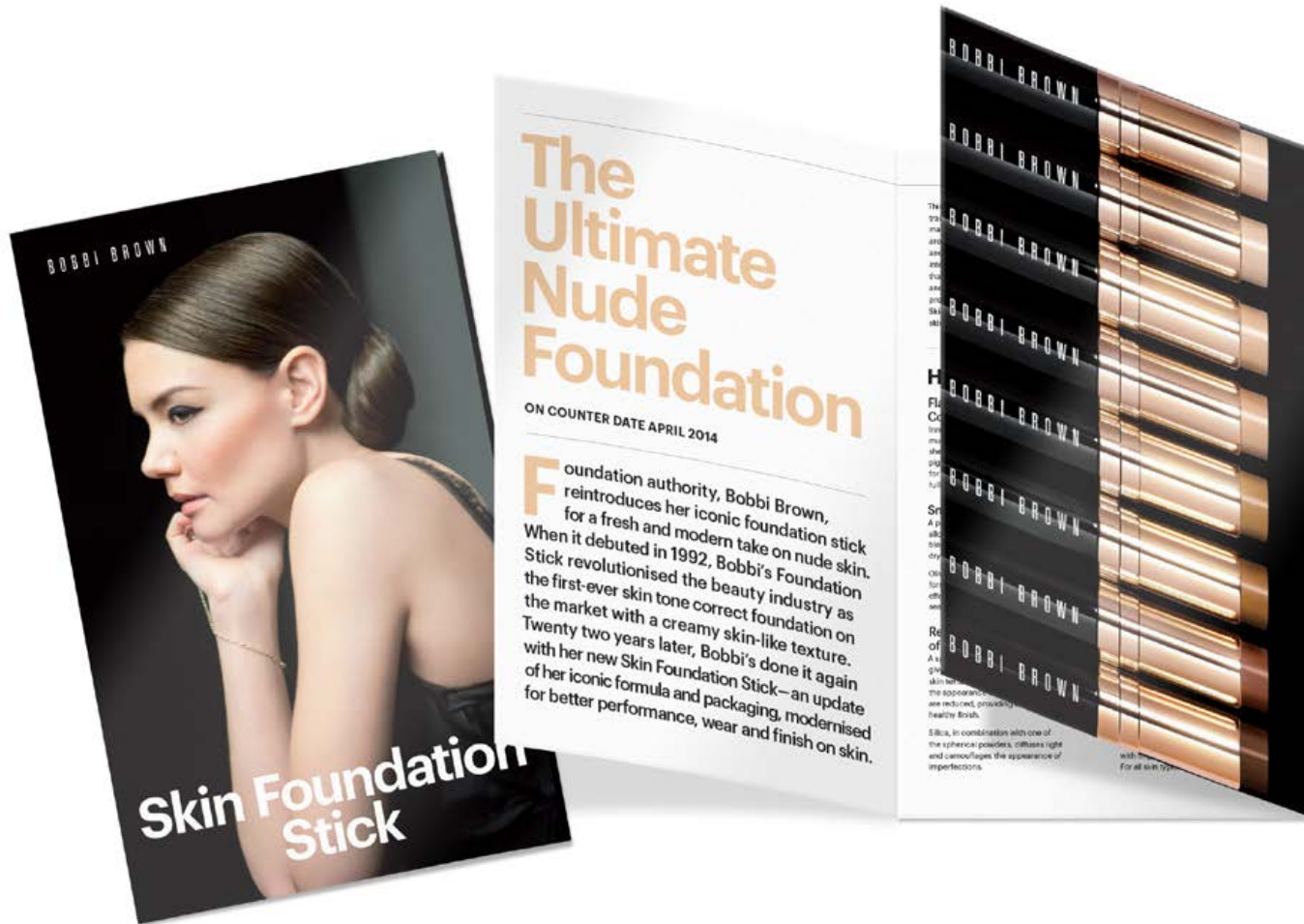
layout // artwork // installation // print management // project management



> Bobbi Brown PR hold regular press events for the launch of new products and collections. I'm involved in the planning and measuring of the location, then I create the artwork, organise the print and finally the installation of the graphics.

BOBBI BROWN PR press release

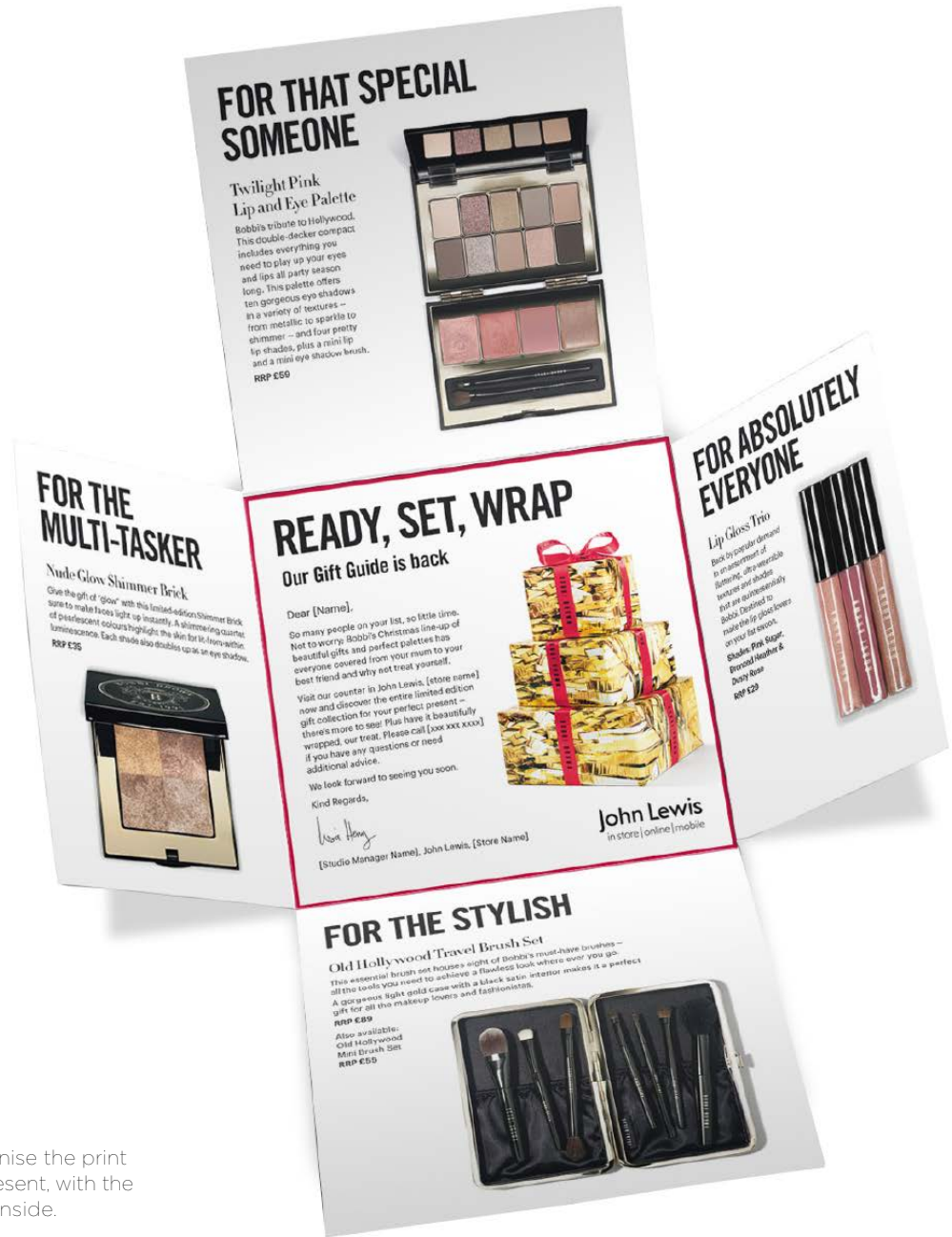
layout // artwork // CD production // print management // project management



> Bobbi Brown PR produce regular press releases to promote new product launches. These vary from 6 page roll folds for the larger launches, to simpler 2 page documents. CD's which contain all the launch imagery are produced alongside the printed press release.

BOBBI BROWN direct mail

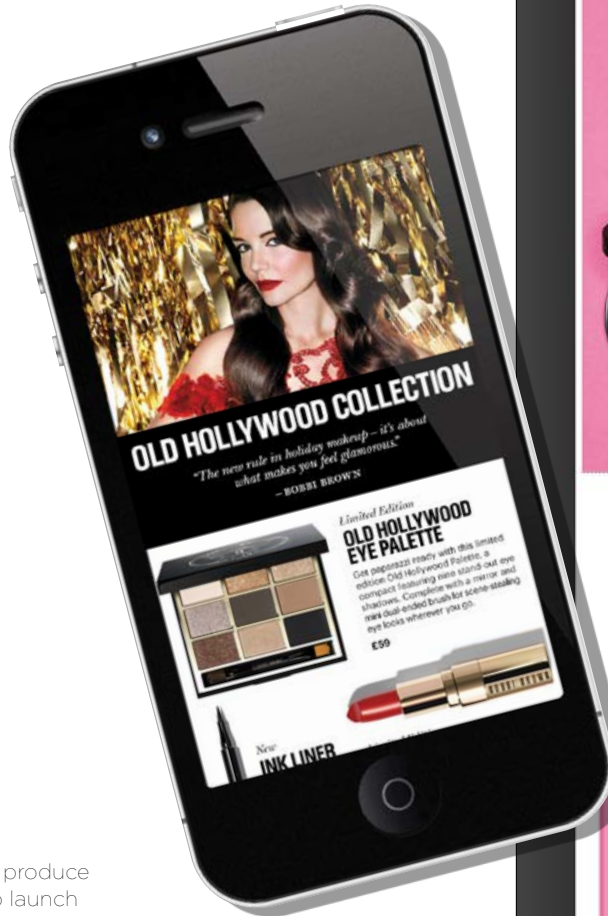
layout // artwork // print management // mailing // project management



> Bobbi Brown send out direct mail 4 or 5 times a year. I create the layouts and artwork, then organise the print and mailing. The above example is for holiday gift giving, the mailer is like a wrapped Christmas present, with the customers name printed on the tag. When the customer opens the present it reveals the mailer inside. These mailers are adapted with various retailer logos and details.

BOBBI BROWN emails

layout // artwork // html // project management



> Bobbi Brown often produce email campaigns to launch new collections and products.

I initially create the layouts in Photoshop, before going on to build and test the HTML files. For some campaigns, a single national email is created, whilst others have to be adapted for multiple stores.

Our Treat!
Receive a complimentary makeup lesson and deluxe skincare sample.

Forward to a Friend

BOBBI BROWN HOUSE OF FRASER SINCE 1981

Be Pretty. Be Bold.

NEW Uber Pink Collection

Learn More >>

Cheeks & Lips Lesson – Our Treat

Let us show you how to get kissable lips to flirty nail tips with Bobbi's new **Uber Pink Collection** – a totally modern mix that can go sweet and subtle or deep and dramatic. Discover the new collection in-store now, from £11.

Book your **complimentary lesson** with one of Bobbi's professional makeup artists. Plus, discover Bobbi's newest skincare secret as you'll receive a deluxe sample* of new Extra Bright Advanced Moisture Cream – **our treat!**

Visit www.houseoffraser.co.uk/bobbibrown to find your nearest House of Fraser store and call or visit to reserve your space.

HOUSE OF FRASER EXCLUSIVE, LIMITED EDITION Instant Pretty Kit

From lashes to lips, Bobbi's new kit has everything you need to be Instant Pretty.

Set includes: Wild Rose Shimmer Brick, Pretty Lip Gloss, Jet Long-Wear Eye Pencil, Everything Mascara and Mini Face Blender Brush. £56

*Please present this email during your lesson to collect your sample. One sample per customer, while stocks last.

BOBBI BROWN

Bobbi's best-sellers that we know you'll love!

Face

"With the right makeup, any woman can look like she naturally has perfect skin." Bobbi Brown

Creamy Concealer Kit

Conceal and set in one portable kit. Bobbi's award-winning Creamy Concealer blends easily to instantly cover, lift and brighten dark circles. It also helps maintain skin's moisture levels for a smooth, virtually line-less look. Fuss-free pressed powder sets concealer for long-lasting wear. Available in 15 shades. **£24**

Foundation Stick

Bobbi's innovative award-winning Foundation Stick is designed for portability and adjustable coverage. Easy to apply and blend all over the face or just where you need it.

Application Tip: Apply to clean, moisturised skin. Lightly stroke across forehead, cheeks, nose, and chin, blending out with fingertips or sponge. Available in 20 shades. **£28**

Long-Wear Even Finish Foundation SPF15

Finally a natural-looking and long-wearing foundation. Comfortable and hydrating, this medium to full coverage oil-free formula never looks cakey or masky. Lasts for up to 12 hours even in the most humid conditions. Protects skin from future damage thanks to broad spectrum SPF 15 with antioxidant vitamins C and E. Available in 18 shades. **£30**

BOBBI BROWN
www.bobbibrown.co.uk

PRETTY POWERFUL | [twitter](#) | [facebook](#) | [YouTube](#) | EVERYTHING BOBBI | TALK TO AN ARTIST

Have Questions? Please do not reply to this email.
 Contact Customer Service with special ordering needs or order inquiries, via email, or phone 0870 034 2988.
 Visit Our Customer Service Center to find out more about online shopping, using "My Account", and more.

Update Email (Unsubscribe): You are receiving this email because you signed up with Bobbi Brown Online and asked us to contact you about new products, seasonal looks, and exclusive shopping promotions. If you no longer wish to receive these types of communications, please [click here](#) to unsubscribe. To update your email address, please [click here](#). To view our privacy policy, please [click here](#).

Bobbi Brown is a division of F&L Cosmetics Limited, 21 Conqueror Street, London, W1K 3PQ

BOBBI BROWN advertising

layout // artwork // repro // project management

Confidence is Everything,
But a Little Makeup Can't Hurt

NEW Long-Wear Even Finish Compact Foundation
Perfectly matched to your skin tone and texture. Delivers smooth, even skin and 12 hours of flawless wear. Never looks fake or makeup-y. All you see is your skin—at its best. Available in **NEW** compact and original liquid. In 18 shades.

Visit a Bobbi Brown Studio now to receive a Secret to Perfect: Skin lesson and personalised face chart—our treat. Go to www.bobbibrown.co.uk to find your nearest store.

Katie Holmes is Pretty Powerful wearing NEW Long-Wear Even Finish Compact Foundation in Natural.

BOBBI BROWN

The New Smokey Eye

BOBBI BROWN

Fresh From the Runway

INTRODUCING LILAC ROSE COLLECTION

"Lilac Rose is a modern take on spring florals." - Bobbi Brown

What's prettier than lilac eyes, glowing cheeks, rosybud lips and heather pink nails. Designed to flatter all skin tones, Lilac Rose is spring's most-wanted look. Take your pick. Exclusive to Selfridges until 27th February.

Visit the Bobbi Brown counter at Selfridges for a complimentary makeup lesson and personalised face chart—our treat. Call your nearest Selfridges store on 0800 123 400 to reserve your space.

BOBBI BROWN

Exclusive to Selfridges

SELFRIDGES
in store • online • mobile

> Regular advertising campaigns are produced, which are placed in all the large beauty publications like; Vogue, Elle, Instyle and Marie Claire. I deal with the publications directly, create the layouts, export the final files to the correct specifications and colour profiles, before submitting them to the publications. I also create ipad versions of the ads for some of the larger publications.

BOBBI BROWN

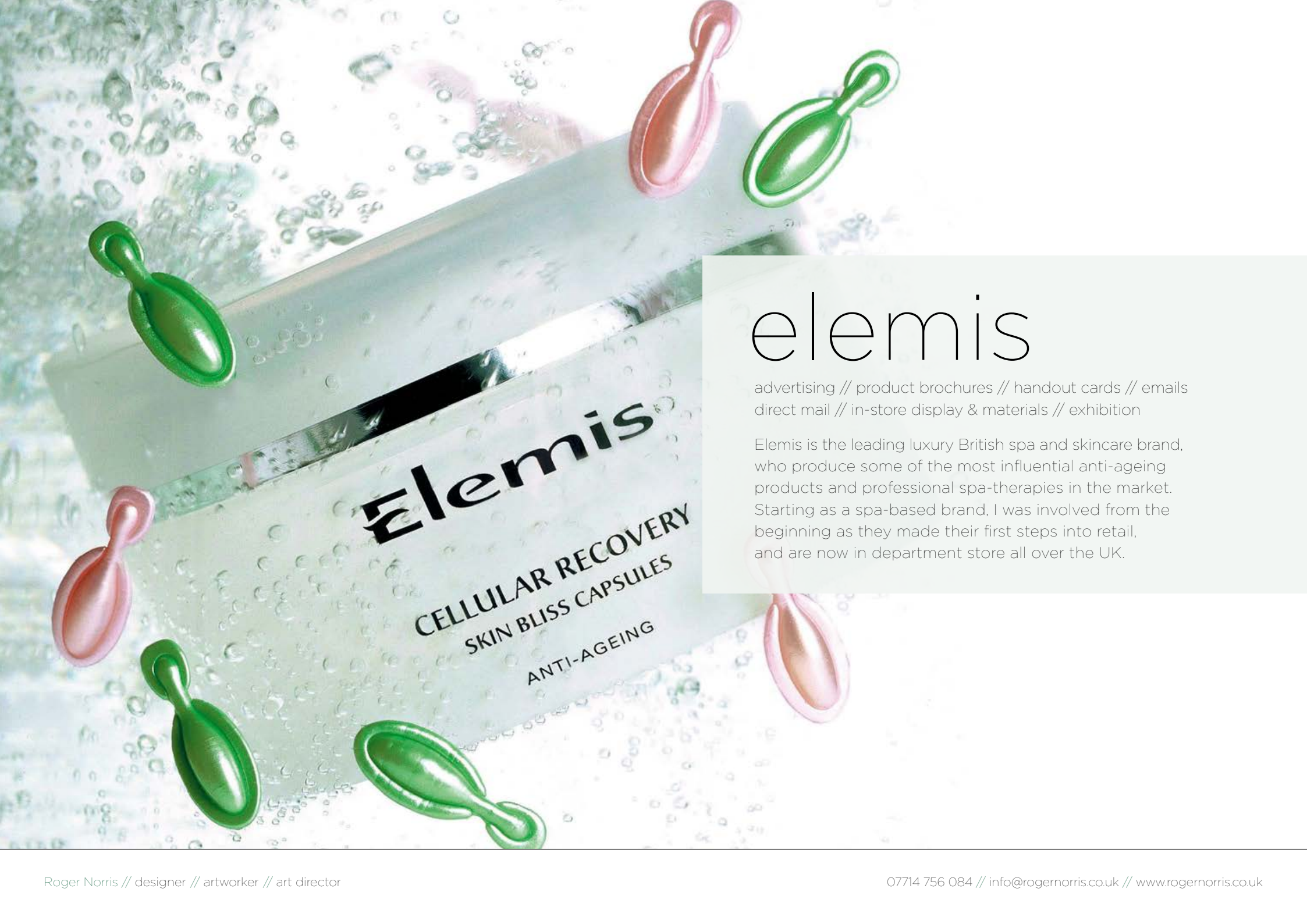
point of sale

store visuals // layout // artwork // project management



> I produce regular in-store point of sale displays, starting with Photoshop mockups for the store to approve, followed by the final artwork.

I also work on various counter displays and visuals, like the mini visual above.



elemis

advertising // product brochures // handout cards // emails
direct mail // in-store display & materials // exhibition

Elemis is the leading luxury British spa and skincare brand, who produce some of the most influential anti-ageing products and professional spa-therapies in the market. Starting as a spa-based brand, I was involved from the beginning as they made their first steps into retail, and are now in department store all over the UK.

ELEMIS gift with purchase

design & layout // artwork // photography art direction // project management

ELEMIS
YOUR GIFT

WORTH UP TO £80!

5 free favourites from 10

Free with any 2 ELEMIS purchases*

Thursday 6th May - Sunday 23rd May

©2009 ELEMIS. Central Street, Westfield, North, Watling Birmingham, England. Branches of ELEMIS, Manchester, Newcastle and Leeds at www.elemis.com/branches
HARVEY NICHOLS Kingsbridge, Birmingham, Essex, Essex, London, Edinburgh, Leeds, Manchester, HOUSE OF FRASER Farnham, Glasgow, JOHN LEWIS Oxford Street, Dundee,
David Crook, Cambridge, Cardiff, Chelsea, Liverpool, Newcastle, Nottingham, Southampton, BELFRIDGE Trafford Centre WORLD DUTY FREE, Cork, Ireland ELEMIS DAY SPA - Hurley
Also available at selected outlets and apply call 0275 727 699 for further information.
*Based on price per ml of standard selling price. ELEMIS 3 free products from 10 special sizes with the purchase of 2 or more full size ELEMIS products. One per customer.
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ELEMIS
YOUR GIFT

WORTH UP TO €120!

Choose 5 from 10

Free with 2 purchases*

Thursday 7th to Sunday 24th May 2009

ELEMIS
YOUR GIFT

WORTH UP TO £110*

Choose 5 special sizes from 10!

Free with 2 purchases*

Thursday 7th to Sunday 24th May 2009

> I worked on a variety of GWP campaigns for ELEMIS, these consisted of designing the master visuals, which were then used across various mediums. From concepts and layouts, photography and art direction, to the final visuals, I worked on and managed the whole process.

ELEMIS

qvc newsletter

design & layout // artwork // project management

> I produced regular newsletters that were sent out to Elemis QVC customers with their purchases. I created the initial design style, before continuing to produce layouts and artwork for subsequent issues.



4 BACK TO BASICS

Just 10 minutes to make your skin as soft as a baby's

It's as easy as 1, 2, 3, 4!

To achieve optimum skin health you need a good skincare routine. It's never too late to get into the habit of daily cleansing, toning, exfoliating and moisturising!

- Cleanse**
Effective cleansing is essential to remove any grime and makeup. Elemis use only the purest extracts including natural bath oils to effectively melt away make-up and dirt.
- Tone**
The next step is to rebalance the pH level of the skin by toning. Many people miss the step out of their beauty routine however, it is vital to remove any traces of cleanser and to restore the natural pH level of the skin so it is ready to be hydrated. Elemis toners are alcohol-free and help to gently tighten pores without drying.
- Exfoliate**
Exfoliation should be an integral part of your routine. As new skin products, cellulite cream and body lotion, are applied to the surface, being a superficial layer of dead cells and a dull appearance. Elemis exfoliators gently dissolve the dead skin allowing nutrients to work more effectively. Use **Peppery Enzyme Peel** (QVC Item Number 214 200) twice a week to restore a healthy glow.
- Moisturise**
Well-moistured skin is soft, supple and helps to combat the ageing process. Elemis has different moisturisers to suit your specific skin concerns.
The Elemis Pro-Collagen range has been designed to help increase skin elasticity and firmness and reduce the appearance of fine lines and wrinkles. Choose **Pro-Collagen Marine Creams** (QVC Item Number 215 042) and **Pro-Collagen Oxygenating Night Cream** (QVC Item Number 222 142). If your main concern is fighting the first signs of ageing.
Maximum Moisture Day Cream (QVC Item Number 225 841) and **Maximum Replenish Night Cream** (QVC Item Number 226 842) have been formulated with skin-friendly ingredients specifically for dehydrated skin, to deliver continuous, measured hydration.
Following these simple 4 steps will help to achieve a radiant, clear complexion.

1. **Pro-Collagen Discovery Collection** (QVC Item Number 215 042)
This kit is great value for money and ideal as an introduction to Elemis' anti-ageing products. Also great to give as a present. **Rated 4.5 out of 5 stars** (based on 10 reviews)
Includes **Pro-Collagen Marine Cream**, **Best Anti-Ageing Moisturiser**, **CosmoCellular AminoAcids**

2. **Tri-Enzyme Discovery Collection** (QVC Item Number 222 142)
These are the first products I bought from Elemis and love them. My skin became more radiant and smooth and I don't suffer from breakouts when I use it. **Rated 4.5 out of 5 stars** (based on 10 reviews)
Amazing Value! Save over £50!

3. **Elemis Hand and Body Trio** (QVC Item Number 227 300)
These are far better! I have been privileged enough to stay at a few hotels that use these products and have always loved them. The body lotion melts away in minutes. **Rated 4.5 out of 5 stars** (based on 10 reviews)

Your favourite Elemis collections on QVC

4. **Elemis Day-Spa Exotic Frangipani Body Nourish Ritual** (QVC Item Number 228 810)
I was delighted when I received this package and smell each item. All the products make my skin feel soft and smell fantastic. I bought the Day Aftershave great buy from QVC! **Rated 4.5 out of 5 stars** (based on 10 reviews)
At-Home Spa Treatment, Elemis Best-Seller, Skin Nourishing Milk Bath

5. **Men's Grooming Collection** (QVC Item Number 218 810)
I purchased this collection and was very impressed with how smooth my face felt after using these for the first time. Great buy this for your man because this will give him super smooth skin. Not only Elemis' products are incredible!

5 SPRING INTO SUMMER

Summer is fast approaching...

...but don't panic! Our summer skin survival guide will prepare you for short sleeves, bare legs and bikinis!

With the warmer weather soon to be upon us, it's time to start smoothing out those bumps and blemishes. Use the **Elemis Skin Brush** daily (QVC Item Number 221 001) on dry skin, brushing upwards from the base of your feet to stimulate circulation and improve the skin's texture.

After body brushing, smooth and soften the skin using **Exotic Lime and Ginger Salt Gaze** (QVC Item Number 216 820) which helps to cleanse and purify. Charcoal and jojoba oil leave a silky smooth glow perfect when showing off your summer wardrobe!

Summer's hot and humid conditions tend to make your skin greasy. Keep your body conditioned and hydrated with the **Elemis Anti-Ageing Body range**. Use our **Pro-Collagen Body Serum Intensive Lift** (QVC Item Number 227 888) under your **Pro-Collagen Radiantly Smooth Body Cream** (QVC Item Number 226 220) for the ultimate feeling of skin firmness and hydration, giving you more body confidence.

So what are you waiting for? Get your body ready for summer!

To boost your summer glow, use **Tan Accelerator** (QVC Item Number 219 810) 2-3 weeks prior to your holiday, which stimulates your natural melanin production to leave skin beautifully conditioned for a prolonged tan.

NEW
Pro-Collagen Body Serum Intensive Lift

This concentrated gel-serum contains powerful anti-ageing ingredients to create a 'body-stocking' effect. The perfect lifting and firming solution.

ORDER NOW
QVC Item Number 227 816

FREE with first order

QVC
www.qvc.co.uk/Elemis
Customer Care: 0800 10 40 30
Day Centre: 441, Princes Square, 10, York, YO1 1PB, United Kingdom

data 2 doormat

brand development // exhibition // handout cards
merchandising // presentations // website

Data 2 Doormat is the ground-breaking solution that lets you create and deliver an entire direct mail campaign direct from your computer. The online system lets customers choose a letter & envelope template, add your data, and with one-click these will be printed and mailed for you.



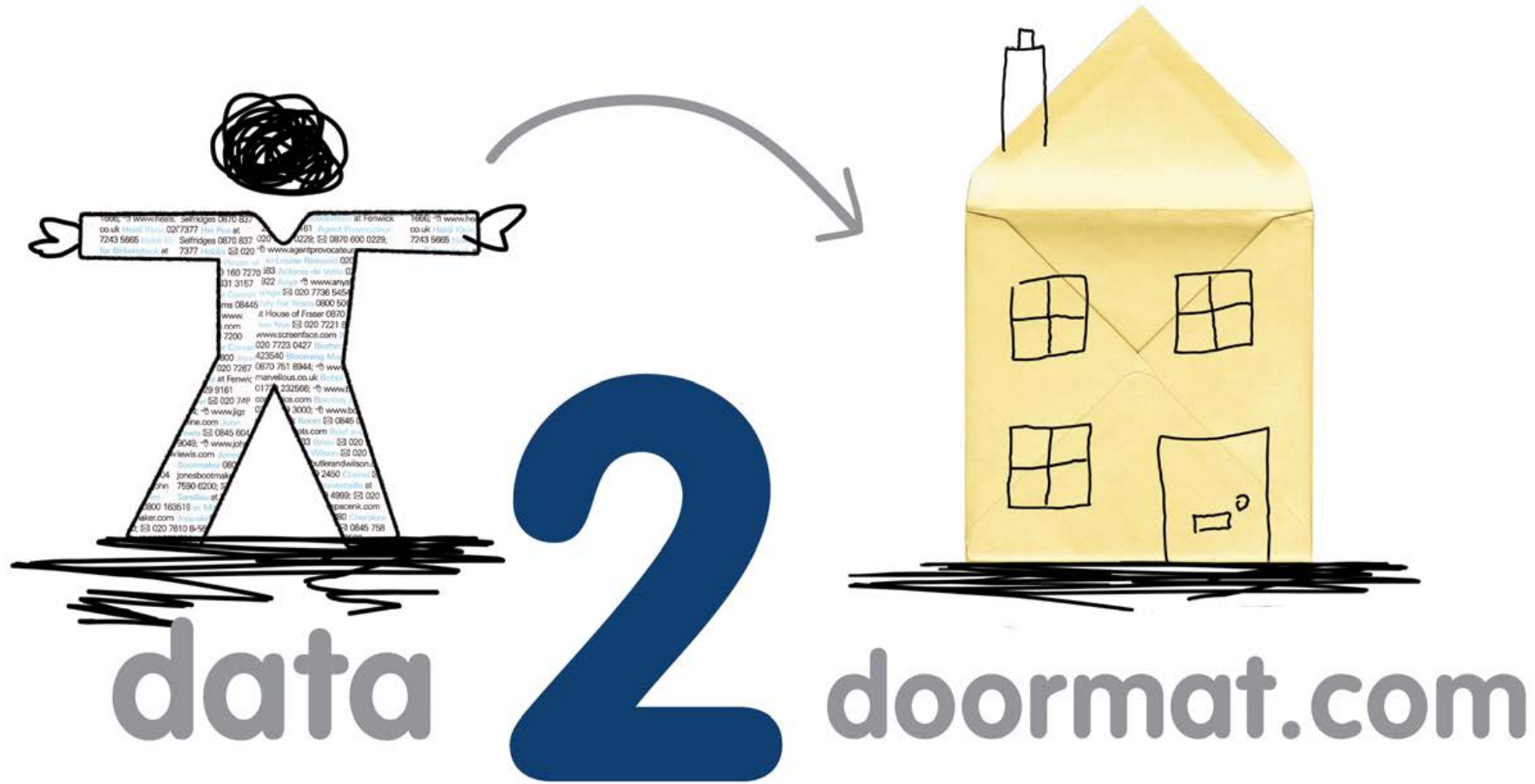
data 2 doormat.com
DIRECT MAIL FROM YOUR DESKTOP



DATA2DOORMAT

brand development

logo design // artwork



> I created this illustration to represent how easy the data 2 doormat system is for customers to use. I combined a rough illustrative style, and real objects to make a fun and interesting look.

DATA2DOORMAT exhibition

design // layout // artwork



> The brand was used on an exhibition space, while merchandising elements were also created. A door mat style floor tile was created, and this was then stuck on the floor at key positions round the exhibition hall, to help drive traffic to the stand.

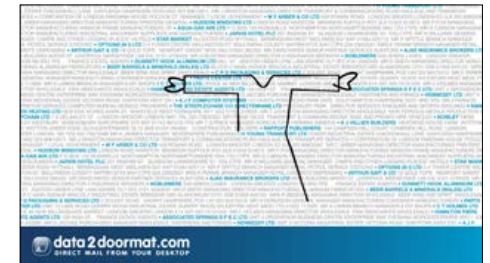


DATA2DOORMAT presentation

design // layout // animation



1.



2.



3.



4.



5.



6.

> An animated presentation was used to explain the simple process of the Data2doormat system. I used the strong bold brand and colours to make an impact, while the flash animation highlighted the key features in a fun and engaging style.

nhs barnet bu21

brand development // brochure // advertising
promotional pack // website

NHS Barnet set up BU21 as a brand to educate young people in the Borough about their health. This primarily concentrated on sexual health, contraception and pregnancy. But more importantly it informed young people on their rights to confidentiality.

NHS
Barnet



confidentiality brochure

design // layout & artwork // project management



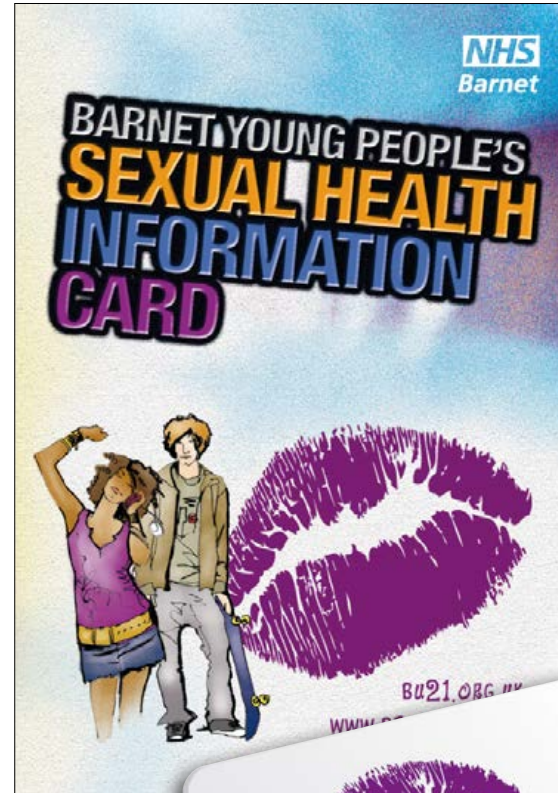
> I designed the illustration style for this brochure and then worked with an illustrator to create the final key line images. I then added in the colours myself, and combined these finished graffiti style images with grungy backgrounds and a bold typographic style. These visuals were then used on a multitude of other elements.



NHS BARNET BU21

sexual health pack

design // layout // artwork



> This sexual health pack was given out to students during freshers week.

This included a keyring that held a condom, branded sweets, an oyster card holder and a sexual health information card, which were all contained in a branded bag.



chlamydia campaign

design // layout // artwork

EVER HAD SEX?

Aged 16-24?
Live in the Borough of Barnet?

Do you know there is a **one in 10** chance that you have **chlamydia**?

The good news is...
If you do a chlamydia test before the end of March 09 you will automatically be entered into a **FREE** draw to win a **Nintendo Wii or iPod**

A WEE 4A Wii

bu21.org.uk

NHS Barnet

A WEE 4A Wii

Chlamydia is **invisible** most people with chlamydia have **NO** symptoms

Chlamydia is **serious** it can cause infertility in men and women if not detected

Chlamydia is **spreading** 1 person finds out they have chlamydia every 5 minutes

If you are aged between 16-24 there is a self test kit that you can pick up at pharmacies, GPs and youth settings across the borough.

The test is quick and simple – you only need to provide a urine sample. If you need treatment it is a one-off dose of antibiotics.

Or get a kit posted to you...
Email: chlamydia-screening@barnet-pct.nhs.uk
Visit: bu21.org.uk
Any other questions call the Chlamydia Screening team on: 020 8447 3590

If you test for chlamydia before the end of March 2009 you will be entered into the FREE prize draw.

FREE DRAW and FREE postage. Any information received by us will be used for the purposes of this prize draw, no personal information will be published. If we intend to use the entrant first (all letters enclosed) we will seek permission from the Data Protection Act 1998 processed fairly and in line with the Data Protection Act 1998.

bu21.org.uk

www.barnet.nhs.uk

> A handout and advert to encourage young people to get tested for chlamydia. It used the humorous strapline "A WEE 4A Wii", when you get tested you had a chance to win a Nintendo Wii games console.

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bu21.org.uk

A WEE 4A Wii

NHS Barnet

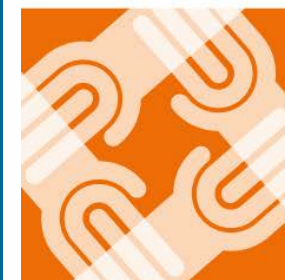
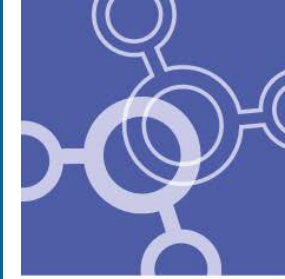
ias

the international aids society

brand development // brand guidelines // annual reports
newsletters // exhibition // press folder // leaflets

The International AIDS Society (IAS) is the world's leading independent association of HIV professionals, with over 15,000 members from more than 190 countries working at all levels of the global response to AIDS.

I worked on the development of the new brand which has been rolled out across all of their materials.



INTERNATIONAL AIDS SOCIETY

brand development

design // layout & artwork // project management



> We created four Brand Pillars which encompass IAS, who they are, and what they do. The existing logo was refined and a new strapline was added.

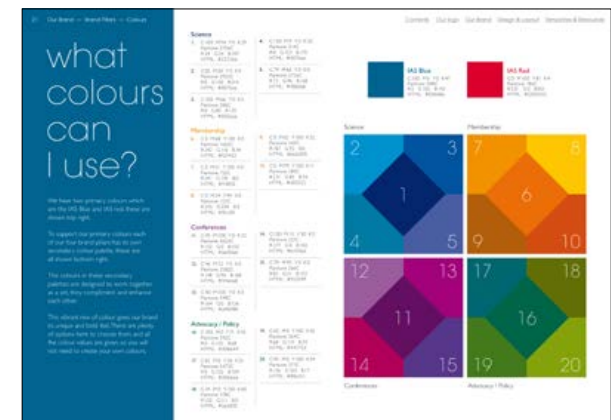
Each brand pillar was developed using the method of word association. From this a set of word boxes and icons was created with a corresponding bold colour palette for each pillar. All of these elements are combined in a multitude of ways throughout the brand.

The Brand Pillars are:

- Science
- Membership
- Conferences
- Advocacy/Policy

INTERNATIONAL AIDS SOCIETY brand guidelines

design // layout & artwork // copy writing // project management



> A pdf brand guidelines document was produced, this included detailed guidelines on how to use the logo, brand elements, colours and fonts. I also produced a full set of downloadable graphics, including logos, icons and word boxes, all saved in various formats which were shared, along with the guidelines to all the relevant people worldwide.

INTERNATIONAL AIDS SOCIETY newsletter

design // layout & artwork // print management // project management



> IAS produce a quarterly newsletter which is sent out to all their members. I created the initial layout design using the new brand style and continue to manage the production and print of these newsletters.

INTERNATIONAL AIDS SOCIETY annual report

design // layout & artwork // print management // project management



> The annual report continues the brand style, with the icons and text patterns used as holding graphics and backgrounds on the internal pages. This report included a review of the last year's work and achievements, followed by detailed financial figures.

trad group

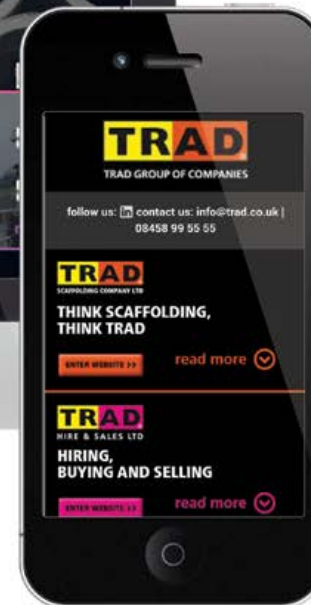
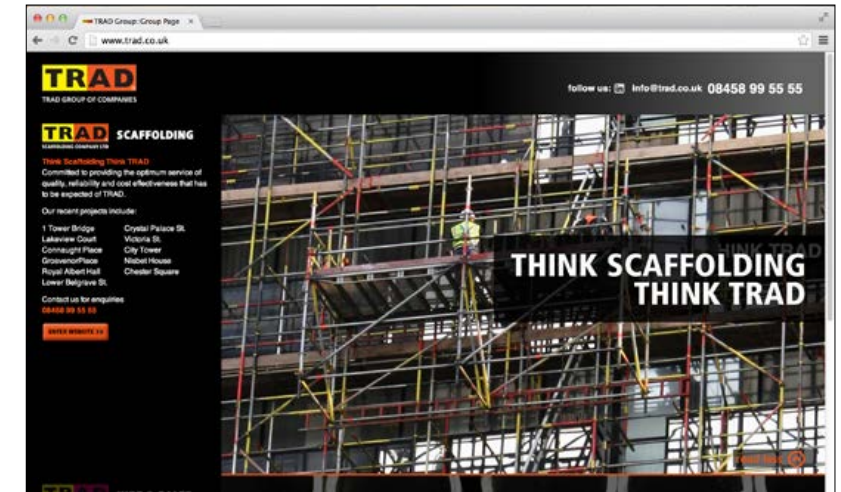
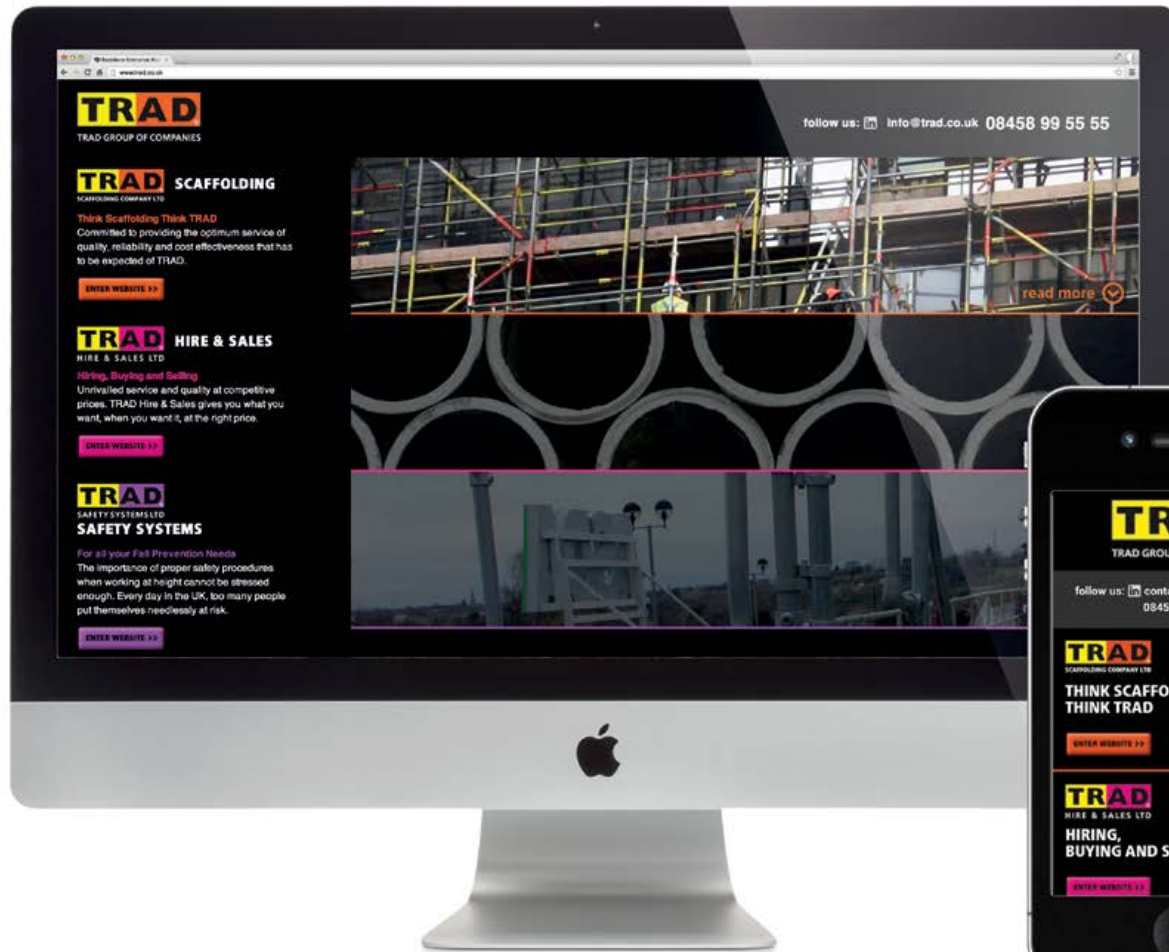
brand development // brochures // website // emails
handouts & flyers // advertising // signage // vehicle livery
photography // event organisation & merchandising

TRAD is a forward thinking Access Company
made up of three divisions - Scaffolding,
Hire & Sales, and Safety Systems. Each division
operates independently with offices & depots
throughout the UK.



TRAD GROUP website

design // creative direction // project management



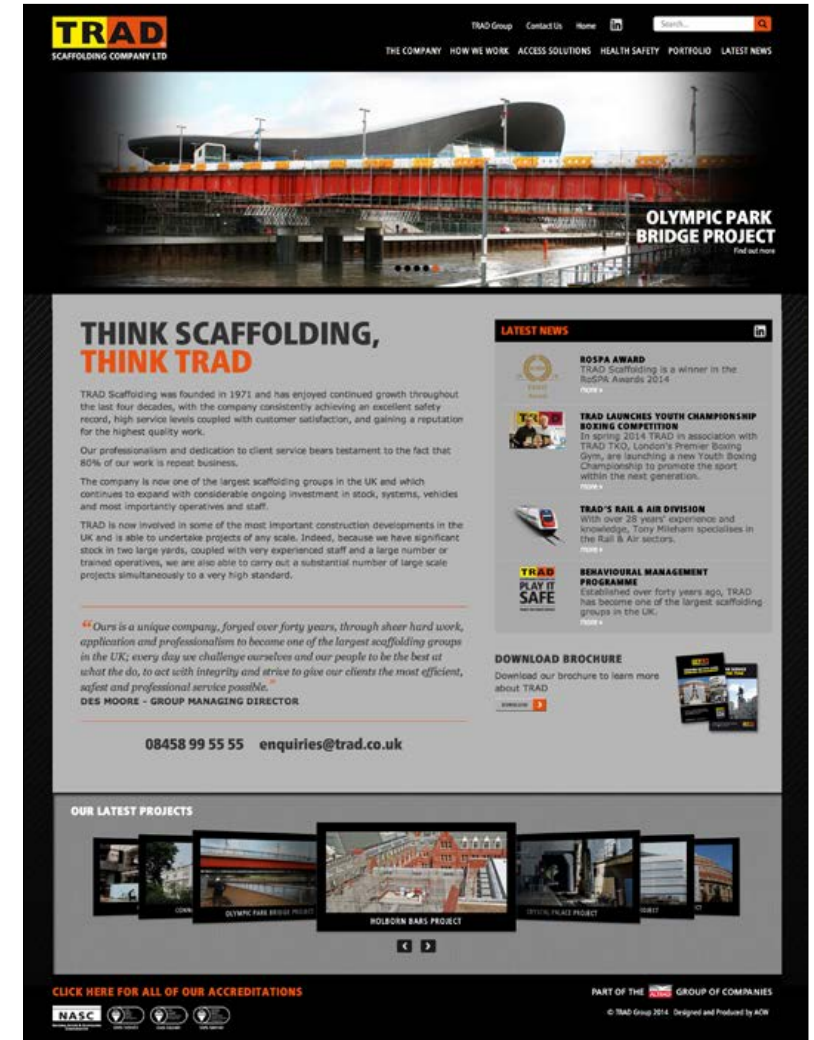
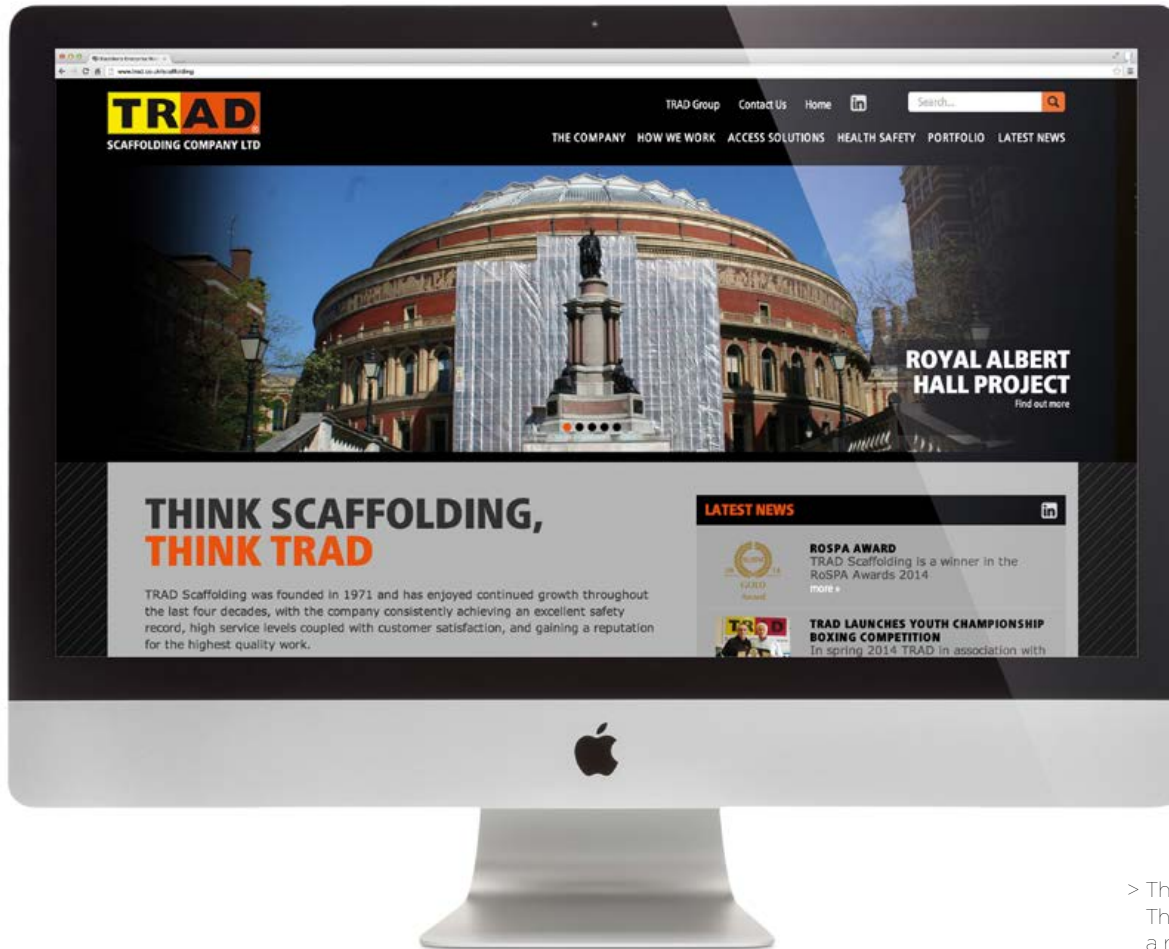
> The TRAD Group web page is a portal, which introduces the three company divisions and allows easy access to all three individual websites.

The page works on all sizes, desktop, tablet and mobile. When the user clicks the read more button it shows more information on the chosen division. But most importantly if you want to access one of the individual sites quickly, there is a large "Enter Website" button to allow this.

www.trad.co.uk

TRAD SCAFFOLDING website

design // creative direction // project management

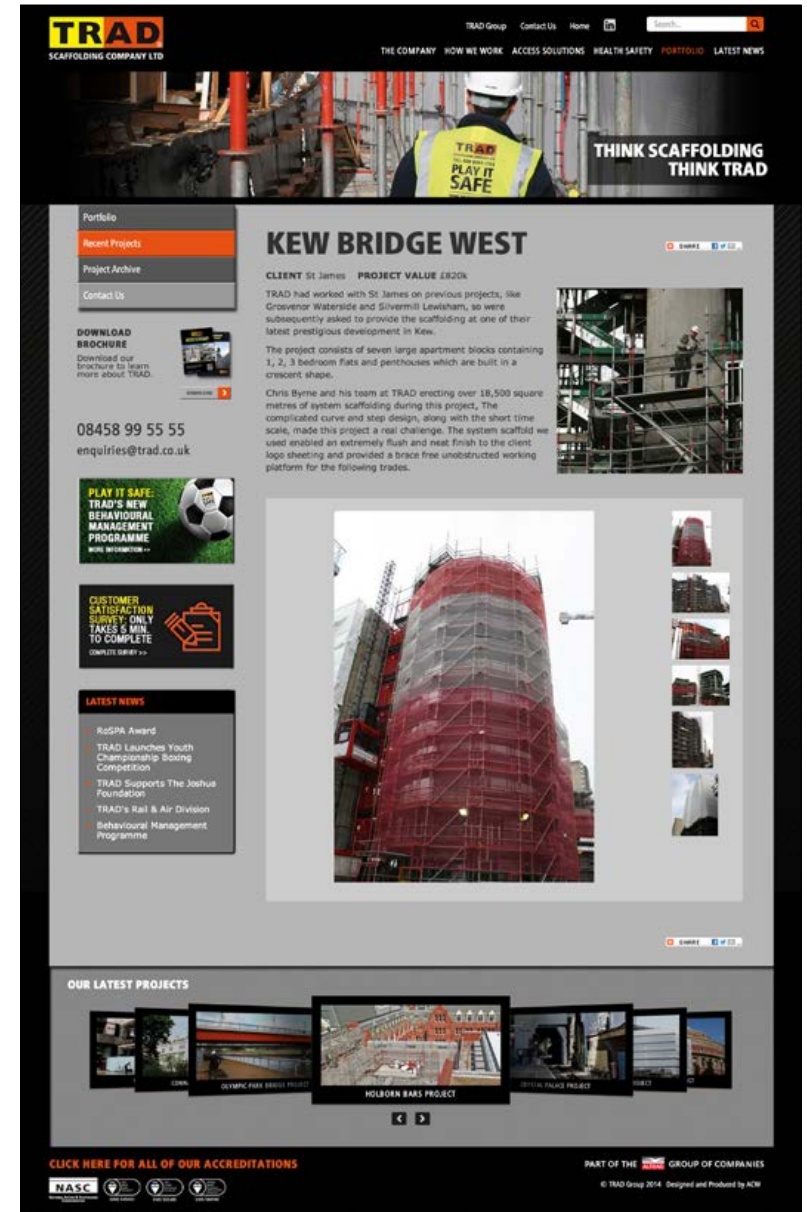


> The TRAD Scaffolding division website, works for desktop, tablet and mobile devices. The top large image fills the full width across your screen, and this image rotates through a range of projects and services. At the bottom of the home page is a carousel, which gives easy and quick access to TRAD's latest projects.

www.trad.co.uk/scaffolding

TRAD SCAFFOLDING website

design // creative direction // project management



> The site has a substantial portfolio area, which has information and a slide show on TRAD's recent projects. The health & safety section has statistics regarding on-site safety and this is updated on a monthly basis.

www.trad.co.uk/scaffolding

TRAD SCAFFOLDING brochure

design // layout & artwork // photography // retouching // project management

TRAD
SCAFFOLDING COMPANY LTD

**CREATING AN EVEN SAFER
WORKING ENVIRONMENT**

ALTRAD

Our goal is to create an all-encompassing safety strategy that kicks danger, accidents and bad practice into touch.

TRAD
SCAFFOLDING COMPANY LTD
PLAY IT SAFE
MAKE THE RIGHT CHOICE

Tel: 08458 99 55 55 | www.trad.co.uk

GOAL OR FOUL?
Creating an even safer working environment

HEALTH AND SAFETY

TRAD TRAILER HANDOVER SYSTEM

NEW BUILD CASE STUDY

REFURBISHMENT/LISTED CASE STUDY

1 TOWER BRIDGE

SAFETY LEADERSHIP TOUR - OBSERVATIONS: JANUARY 2013

95.19%	88.51%	100%	98.53%	91.85%
82.7%	80.5%	94.7%	79.8%	81.3%

Tel: 08458 99 55 55 | www.trad.co.uk

> A corporate brochure which introduces TRAD Scaffolding, explains their health & safety philosophy and displays some of the more impressive projects.

TRAD SCAFFOLDING vehicle livery

design // layout & artwork // retouching // project management

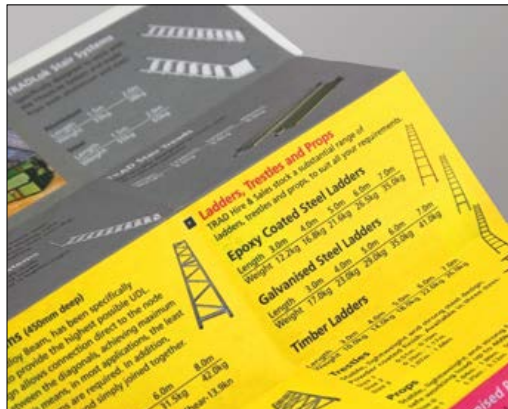
> I designed and produced vehicle wraps for TRAD's entire fleet of lorries, along with the Rail & Air Division vans.



TRAD HIRE & SALES

mini product brochure

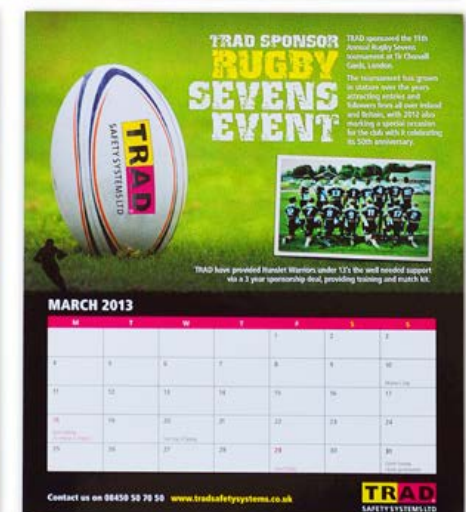
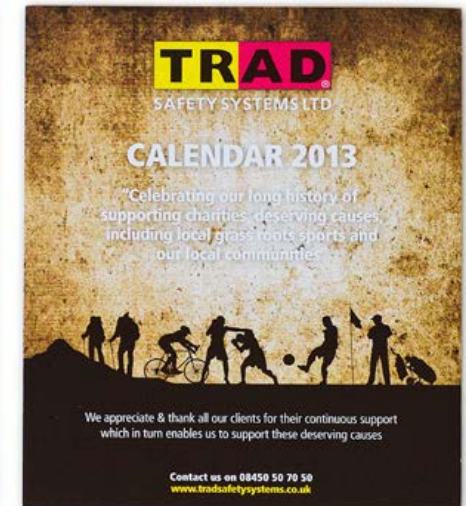
design // layout & artwork // photography // retouching // project management



> This mini product range brochure for TRAD Hire & Sales, was designed to fit in your pocket as a handy guide to product sizes and specifications.
Printed as an 18 panel Z-card, which folds down to business card size.

TRAD GROUP charity calendar

design // layout & artwork // retouching // print management



> TRAD are a keen supporter of local charities and sports teams, so we used this theme on their calendar, which was given out to their clients at Christmas. This was printed as both desk and large A3 wall versions, UV Varnish was used to highlight the silhouetted black images on each month.



care international

annual report // fact sheets // social media graphics

CARE is a worldwide international charitable organisation with 12 offices across the globe. Their mission is to serve individuals and families in the poorest communities in the world, with a primary focus on women and children.



CARE INTERNATIONAL international womens day

design // creative direction // project management



> CARE wanted to use social media and their various national websites to promote womens rights on International Womens Day. I created a range of banners, buttons, and images which CARE then distributed to all their International Offices, for use on their own social media platforms and websites.



international womens day

design // creative direction // project management

2013 INTERNATIONAL WOMEN'S DAY

CARE

COUNTRY: INDIA
PROJECT: INNER SPACES, OUTER FACES INITIATIVE (ISOFI)
CARE'S STRATEGY: INFLUENCE CHANGE IN COMMUNITY NORMS

PROBLEM:
 Mothers are dying due to gender inequality, discrimination, and poor understanding about women's health needs. Pregnant women eat last and receive the smallest portions, perform hard manual labour while pregnant, and lack access to health care.

SOLUTION:
 ISOFI worked with community groups and healthcare workers to break myths about women's health and increase knowledge of sexual and reproductive health, which leads to healthier families and greater equality for men and women.

"I am surprised by my own unequal treatment of our girl child. We prefer the boy child (over the girl child), even though men drink and treat us badly while girls take care of us. We need to appreciate our daughters."
 - Healthcare worker and project participant

> A web page was developed to allow CARE Members and Offices easy access to all the various banners, buttons and images. They just visited this web page, and clicked on the various buttons to download the files that they required.

> I created an interactive map to show stories from various countries, you click on the country to open a pop-up window that displays the relevant case study.

2013 INTERNATIONAL WOMEN'S DAY

CARE

TAKE A STAND END VIOLENCE AGAINST WOMEN

CLICK ON A COUNTRY TO LEARN MORE ABOUT HOW WE'RE WORKING TOGETHER WITH MEN AND WOMEN AROUND THE WORLD TO END VIOLENCE AGAINST WOMEN.

2013 INTERNATIONAL WOMEN'S DAY

CARE

RESOURCES WEBSITE

INTRODUCTION
 Pedit bea dolentia dicit si necessitate conse nobis lilo incitata eremus dix et as nurn nouri officio ut iam, tempore consequatur eorum voluit. Aut quibusdam ne quae antea, que perfero optata cum hincque voluerunt ut ped quare, nobis mo modo. Et officio bea volorum volent dolupta volent volentur dicit, si dorum con pie meculorem dierum quocumque, officium dicitur autem autem hincque dierum dicit. As sum, omnium nunc. Nemoque dolupta nullent committit eperna tuncquique conet.

2013 INTERNATIONAL WOMEN'S DAY LOGO
 Pedit bea dolentia dicit si necessitate conse nobis lilo incitata eremus dix et as nurn nouri officio ut iam, tempore consequatur eorum voluit. Aut quibusdam ne quae antea, que perfero optata cum hincque voluerunt ut ped quare, nobis mo modo. Et officio bea volorum volent dolupta volent volentur dicit, si dorum con pie meculorem dierum quocumque, officium dicitur autem autem hincque dierum dicit. As sum, omnium nunc. Nemoque dolupta nullent committit eperna tuncquique conet.

01. INTERNATIONAL WOMEN'S DAY LOGO
 Pedit bea dolentia dicit si necessitate conse nobis lilo incitata eremus dix et as nurn nouri officio ut iam, tempore consequatur eorum voluit. Aut quibusdam ne quae antea, que perfero optata cum hincque voluerunt ut ped quare, nobis mo modo. Et officio bea volorum volent dolupta volent volentur dicit, si dorum con pie meculorem dierum quocumque, officium dicitur autem autem hincque dierum dicit. As sum, omnium nunc. Nemoque dolupta nullent committit eperna tuncquique conet.

02. FACEBOOK POSTS
 Can be posted as an image with a link to a website. Click 'download' for the full package.

03. BUTTONS FOR WEB
 To be used integrated with a web page, as icons or links. Click 'download' for the full package.

04. TEXT-HEAVY BUTTONS FOR WEB
 Can be used to follow an article as links to next section. Click 'download' for the full package.

05. SOCIAL NETWORK BUTTONS
 Links to and from social networking sites. Click 'download' for the full package.

06. FACEBOOK TABS
 Can be used as links to other pages, apps. Click 'download' for the full package.

07. QUOTATIONS AND STATEMENTS
 Can be used as an image, statement online. Click 'download' for the full package.

2013 INTERNATIONAL WOMEN'S DAY

SEXUAL AND GENDER-BASED VIOLENCE

CARE

08. GENERAL WEB BANNERS
 Can be posted in facebook, twitter and general websites.

CARE INTERNATIONAL annual report

design // creative direction // project management



> The annual report was designed in a square format and featured information graphics along the top of each spread. A fold out map was also created which shows all the International Offices, members and projects around the world. This was printed on a heavy uncoated stock, with the map on a much thinner stock to allow it to fold more easily.

action against hunger

annual report // learning papers // information leaflets

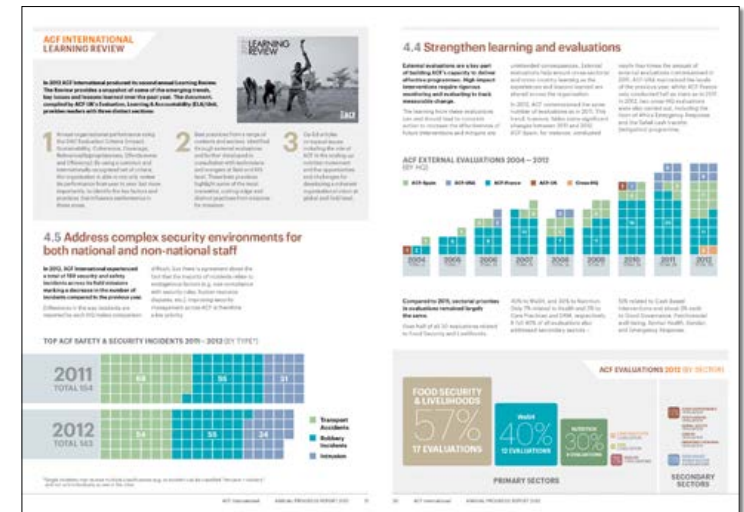
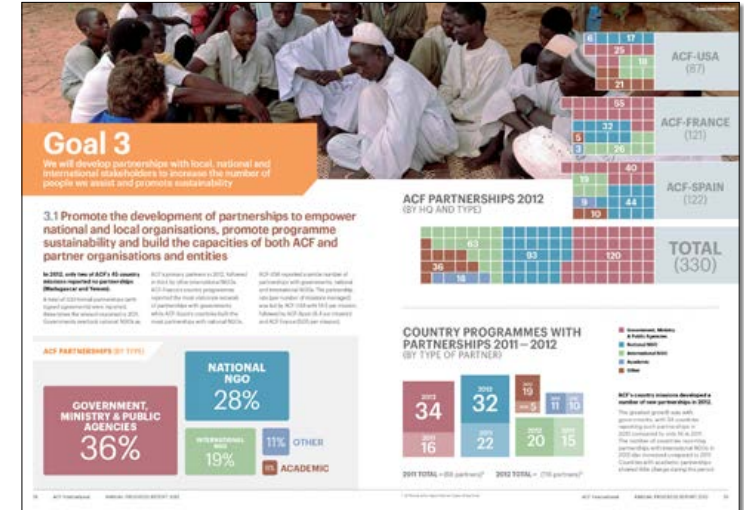
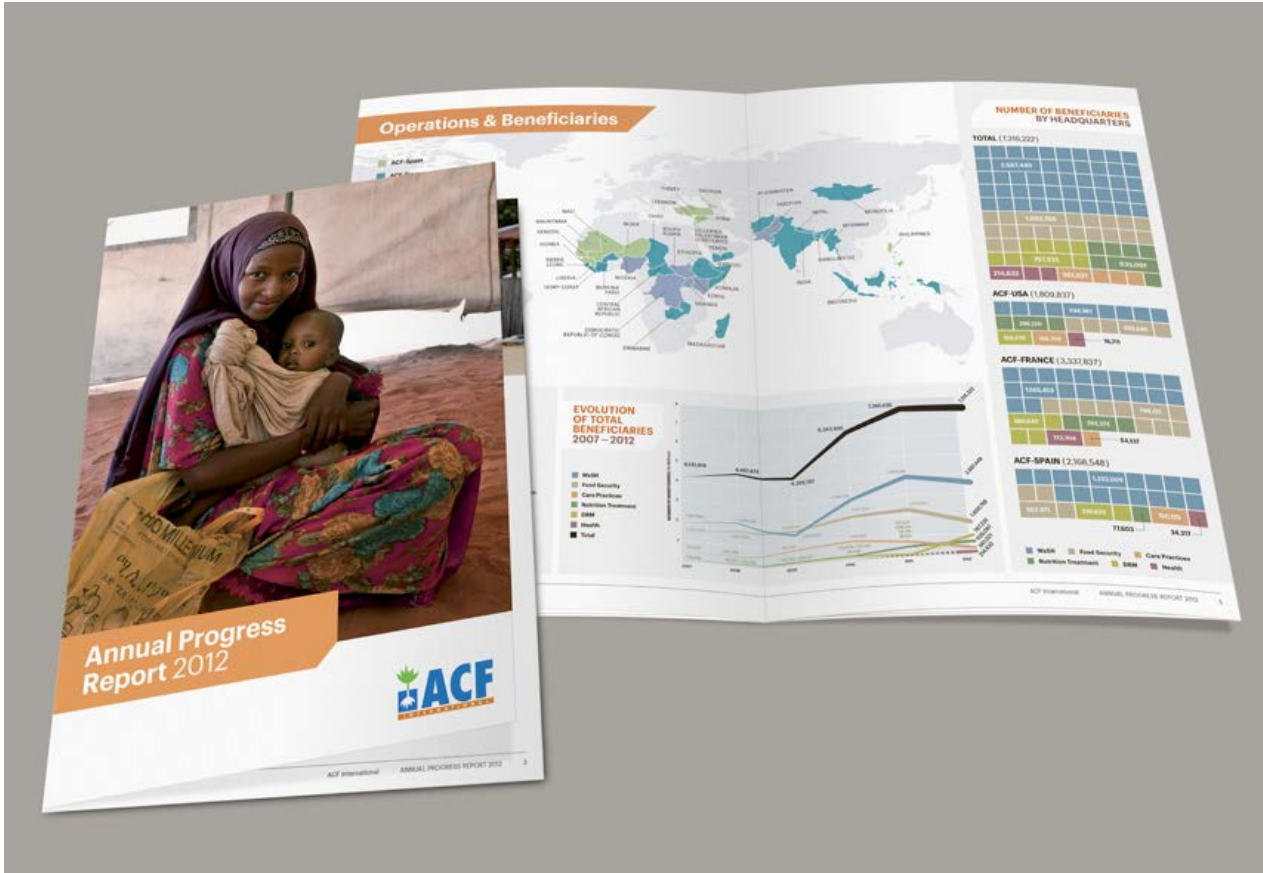
Action Against Hunger (ACF) International is a global humanitarian organisation committed to ending world hunger. With main offices in USA, France, UK, Spain and Canada, they run life-saving programmes in some 40 countries benefiting five million people each year.



ACTION AGAINST HUNGER

annual progress report

design & layout // artwork // print management // project management



> This annual progress report highlights all the key facts and figures for ACF's worldwide operations. I designed and created a range of information graphics to make the document easier to read and understand, while using photography to break up all the charts and data.

ACTION AGAINST HUNGER

learning paper

design & layout // multiple language artwork // print management // project management

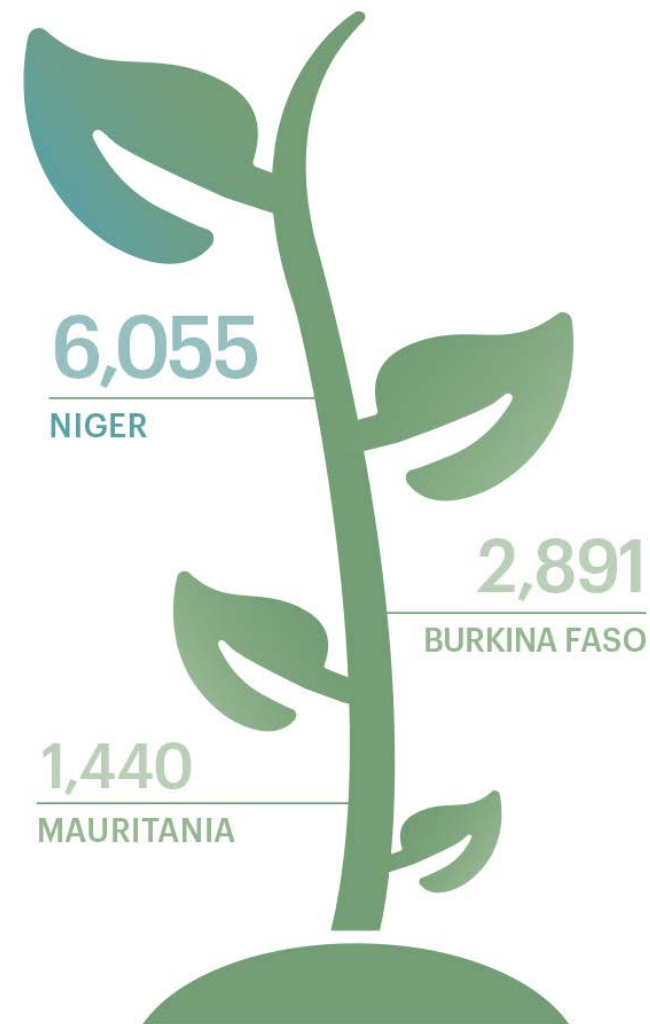


FIGURE 5: Health Garden beneficiaries by country

> This learning paper was produced to inform and raise awareness of food security and the dangers of malnutrition in the Sahel region of Africa. Information graphics were created to help inform, and make the text heavy document much easier to read. I also typeset the French version of this paper.

elizabeth arden

press release // emails

Elizabeth Arden is recognised worldwide for innovative beauty products, technology driven skin care, trend setting makeup and distinctive perfumes. Originally set up in New York in 1910, they are now a worldwide leader in beauty and fragrance products.



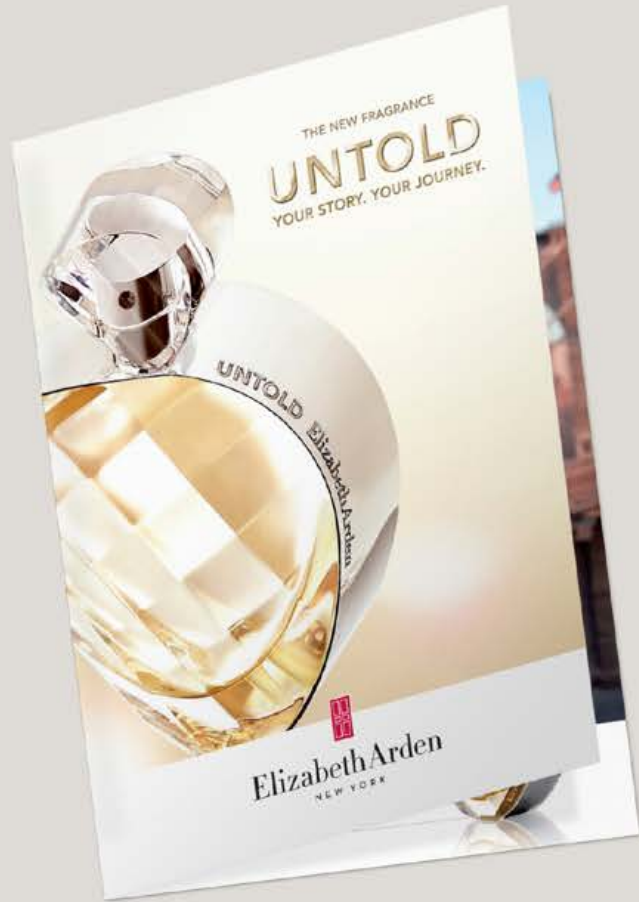
Elizabeth Arden
NEW YORK



ELIZABETH ARDEN

press release

design & layout // artwork



> I worked with Elizabeth Arden's European press office to create the layouts for their various press releases. The final artwork is then distributed to all the local press offices across Europe, to be adapted with the correct contact details and prices for their markets.

ELIZABETH ARDEN

press release

design & layout // artwork



> Viva La Juicy Gold is a 4 page press release for the Elizabeth Arden owned Juicy Couture brand. Again the finished artwork was distributed to local press offices to adapt for their own markets.

> Following the press release, a corresponding email is also created. The full artwork for this, including the Photoshop file and the built HTML files is then distributed to the various local offices, along with instructions to explain how to adapt the files for their own markets.

There are links on the emails which allow users to download the full press release, all the campaign imagery and a Q&A document.

Facebook Twitter LinkedIn YouTube

Juicy Couture



VIVA LA JUICY GOLD COUTURE
COUTURE OVERDOSE



VIVA LA JUICY GOLD COUTURE
EAU DE PARFUM
100 ML \$92
50 ML \$72
30 ML \$52

ON COUNTER:
JULY 2014

JUICY COUTURE INTRODUCES VIVA LA JUICY GOLD COUTURE, A NEW INTERPRETATION OF TOP 10 US PRESTIGE FRAGRANCE, VIVA LA JUICY.*



CLICK HERE TO DOWNLOAD PRODUCT IMAGES

CLICK HERE TO DOWNLOAD PRESS RELEASE

CLICK HERE TO DOWNLOAD PERFUMERS Q&A


FOR UPDATES AND MORE INFORMATION PLEASE CONTACT:
SEBASTIAN CLIFTON-WELKER +41 (0)587 336 860
SEBASTIAN.CLIFTON-WELKER@ELIZABETHARDEN.COM

FOLLOW JUICY COUTURE ON Facebook Twitter LinkedIn YouTube AND OUR BLOG, THE JUICY

Facebook Twitter LinkedIn YouTube


Elizabeth Arden
NEW YORK

THE NEW FRAGRANCE
UNTOLD ABSOLU
YOUR STORY. YOUR JOURNEY.




UNTOLD ABSOLU
speaks to the glamorous and captivating side of today's woman.

Elizabeth Arden is pleased to announce the launch of UNTOLD ABSOLU, the latest addition to its UNTOLD family of fragrances. Debuting a year after the remarkably successful launch of UNTOLD original, UNTOLD ABSOLU will continue the UNTOLD sensory journey, celebrating the intrigue of the modern woman in a new light.



The UNTOLD ABSOLU
Eau de Parfum:
100 ml \$89.00
50 ml \$69.00
30 ml \$59.00

On Counter: July 2014



CLICK HERE TO DOWNLOAD PRODUCT IMAGES

CLICK HERE TO DOWNLOAD PRESS RELEASE

CLICK HERE TO DOWNLOAD PERFUMERS Q&A

for updates and more information please contact:
sebastian.clifton-welker +41 (0)587 336 860
sebastian.clifton-welker@elizabetharden.com

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Facebook Twitter LinkedIn YouTube

Elizabeth Arden
NEW YORK

INTRODUCING
FLAWLESS FUTURE
POWERED BY CERAMIDE™



FACT: STRESS CAN ACCELERATE AGING BY UP TO 10 YEARS*

Introducing Flawless Future: a breakthrough for skin compromised by stress.

Flawless Future Powered by Ceramide™ Caplet Serum
30 ml \$60.00

Flawless Future Powered by Ceramide™ Moisture Cream SPF 30
50 ml \$50.00

Flawless Future Powered by Ceramide™ Eye Gel
15 ml \$40.00

Available:
Beginning July 2014



CLICK HERE TO DOWNLOAD PRODUCT IMAGES



CLICK HERE TO DOWNLOAD PRESS RELEASE



CLICK HERE TO DOWNLOAD PERFUMERS Q&A

Busy schedules can't change, but skincare can: three fine-tuned formulas that safeguards skin against the pace of your lifestyle.

for updates and more information please contact:
sebastian.clifton-welker +41 (0)587 336 860
sebastian.clifton-welker@elizabetharden.com

FOLLOW ELIZABETH ARDEN ON Facebook Twitter LinkedIn YouTube



nhs frimley park hospital

training campaign // annual report // consultation documents & website

Frimley Park Hospital is a leading NHS foundation trust hospital serving more than 400,000 people across north-east Hampshire, west Surrey and east Berkshire.

Frimley Park Hospital 
NHS Foundation Trust

leadership for quality

design // layout // artwork // print management

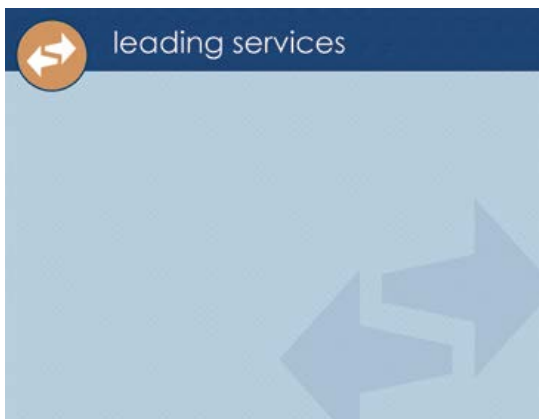


> This Leadership for Quality introduction handout, folds out from an arrow shape, and includes an overview of the training programme. This was printed on a thin uncoated stock to avoid any folding issues. I initially came up with the icon and type style before applying this to various elements.

NHS FRIMLEY PARK HOSPITAL

leadership for quality

design // layout // artwork // print management



> The brand was then applied to note books and folders which were given out to staff members at the training sessions. During these sessions a branded powerpoint display was used to aid with the training.



HAIR COLOURANTS CAN CAUSE AN ALLERGIC REACTION
SKIN ALLERGY TEST MUST BE DONE 48 HOURS BEFORE USE.

GARNIER
Nutrisse
Cream

GARNIER

MAPLE SYRUP
5.54
LIGHT
MAHOGANY
CHESTNUT

IS GARNIER NUTRISSE CREAM FOR ME?

YES	if you want radiant, long-lasting colour that shines.
YES	if you want to change your colour noticeably (lighter, darker) or simply to enhance your natural colour.
YES	if you want to cover 100% of grey hair.



Garnier xx



GARNIER NUTRISSE CREAM allows you to lighten, darken or enhance your hair colour. GARNIER NUTRISSE CREAM covers 100% of grey hair.

garnier

logo design // packaging

Garnier is part of the L'Oréal group and specialises in hair and skin care products. Current products include Fructis shampoos and conditioners, and Nutrisse hair colour. Garnier is sold in numerous countries worldwide, with specific product lines targeted for different skin types and cultures.

GARNIER

shade of the nation

logo design // artwork // project management



> Garnier wanted to create a campaign to find the nations favourite shade of their top selling Nutrisse Cream Hair Colour. I created the patriotic heart-shaped logo which was then used on the limited edition pack along with a photo of Davina McCall wearing a Union Jack outfit.



SAFETY RESPECT GOOD ORDER
RESPECT HAZARDS RESPECT OTHERS
RESPECT SAFE SYSTEMS OF WORK RESPECT
PERSONAL PROTECTION EQUIPMENT RESPECT RULES
RESPECT YOURSELF RESPECT HEIGHT RESPECT SAFETY
RESPECT GOOD ORDER RESPECT HAZARDS RESPECT OTHERS
RESPECT SAFE SYSTEMS OF WORK RESPECT PERSONAL PROTECTION
EQUIPMENT RESPECT RULES RESPECT YOURSELF RESPECT SAFETY RESPECT
HEIGHT RESPECT GOOD ORDER RESPECT HAZARDS RESPECT OTHERS RESPECT
SAFE SYSTEMS OF WORK RESPECT PERSONAL PROTECTION EQUIPMENT RESPECT RULES
RESPECT YOURSELF RESPECT SAFETY RESPECT HEIGHT RESPECT GOOD ORDER RESPECT
HAZARDS RESPECT OTHERS RESPECT SAFE SYSTEMS OF WORK RESPECT PERSONAL PROTECTION
EQUIPMENT RESPECT RULES RESPECT YOURSELF RESPECT SAFETY RESPECT HEIGHT RESPECT
GOOD ORDER RESPECT HAZARDS RESPECT OTHERS RESPECT SAFE SYSTEMS OF WORK RESPECT PERSONAL
PROTECTION EQUIPMENT RESPECT RULES RESPECT YOURSELF RESPECT SAFETY RESPECT HEIGHT RESPECT
GOOD ORDER RESPECT HAZARDS RESPECT OTHERS RESPECT SAFE SYSTEMS OF WORK RESPECT PERSONAL
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GOOD ORDER RESPECT HAZARDS RESPECT OTHERS RESPECT SAFE SYSTEMS OF WORK RESPECT PERSONAL
PROTECTION EQUIPMENT RESPECT RULES RESPECT YOURSELF RESPECT SAFETY RESPECT HEIGHT RESPECT

Safety is in your hands

St James
Designed for life



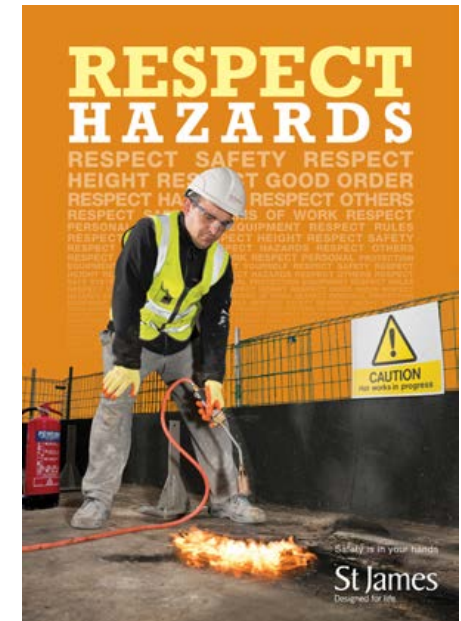
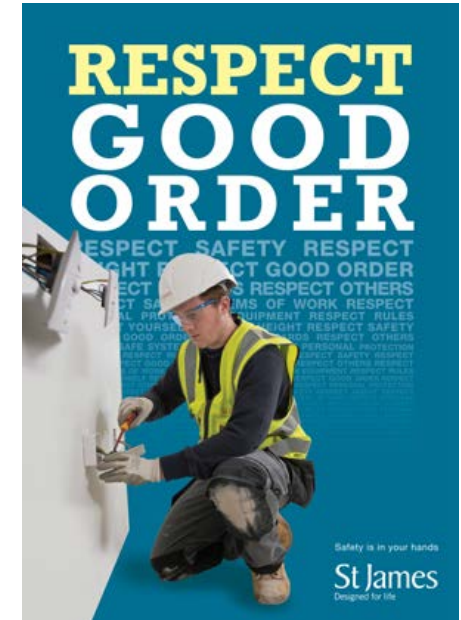
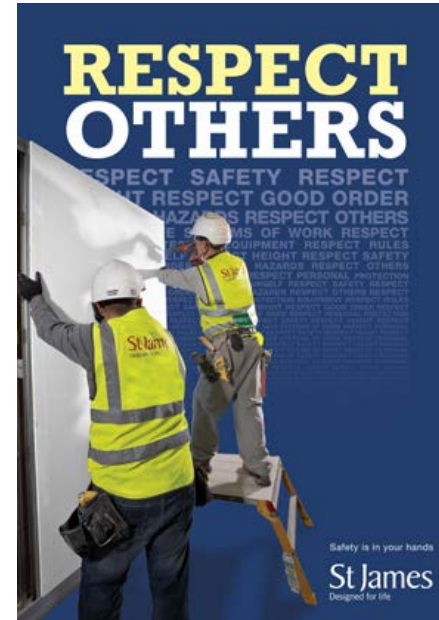
st james

safety campaign

St James is a proud member of The Berkeley Group, a UK leader in the visionary delivery of major urban regeneration schemes. The Group has been responsible for shaping much of the modern development along central London's riverside, replacing former industrial areas with vibrant places to live.

ST JAMES safety campaign

design // artwork // retouching



> St James needed a series of visuals to educate their staff and contractors, and promote the companies health & safety policy to a wider audience. These visuals were used as a set of posters, as well as in other media including a handout leaflet.

roll back malaria

brand guidelines // reports // leaflets // advertising
posters // exhibition


The Roll Back Malaria Partnership (RBM) is the global framework for coordinated action against malaria. Founded in 1998 by UNICEF, WHO, UNDP and the World Bank and strengthened by the expertise, resources and commitment of more than 500 partner organisations, the RBM Secretariat is hosted at WHO in Geneva, Switzerland.



ROLL BACK MALARIA

brand development

design // creative direction // project management







WHY INVEST IN MALARIA?

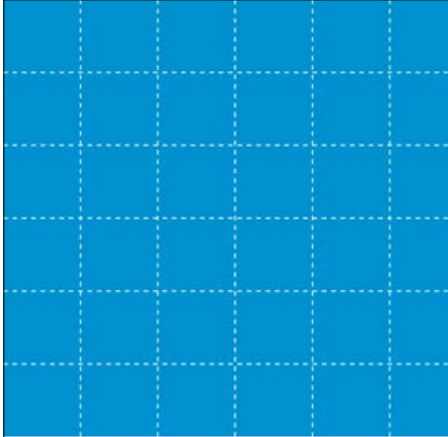

Proven, cost-effective tools exist to combat malaria, such as insecticide-treated nets, antimalarial medicines, spraying inside buildings and preventive treatment for pregnant women and infants.

The return on investment in malaria control is substantial, while the cost of inaction multiplies every day.

Together we can save millions of lives and drive economic development

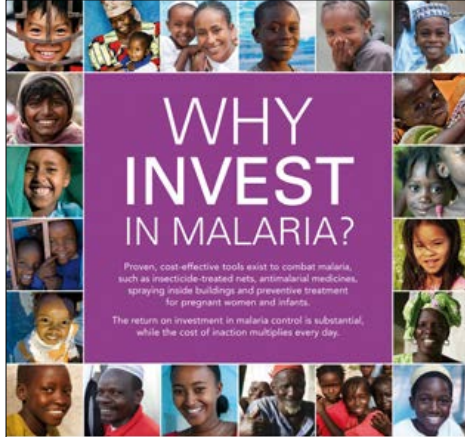

FOR A MALARIA-FREE WORLD
Work with the Roll Back Malaria Partnership: www.rollbackmalaria.org

FOLLOW US ON:     



FOR A MALARIA-FREE WORLD

Work with the Roll Back Malaria Partnership: www.rollbackmalaria.org




WHY INVEST IN MALARIA?

Proven, cost-effective tools exist to combat malaria, such as insecticide-treated nets, antimalarial medicines, spraying inside buildings and preventive treatment for pregnant women and infants.

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FOR A MALARIA-FREE WORLD
Work with the Roll Back Malaria Partnership: www.rollbackmalaria.org



FOR A MALARIA-FREE WORLD

Work with the Roll Back Malaria Partnership: www.rollbackmalaria.org



> RBM needed to create a new coherent brand as they had no consistency across all their materials. We created a grid system, which could be used flexibly to keep a diverse and individual feel to all their materials, and yet still keep a consistent brand. Logo lockups were created which could easily be added to the bottom of any layout.

ROLL BACK MALARIA brand guidelines

design // creative direction // project management

02/ HOW TO USE THE BRAND

HOW TO USE THE BRAND/OUR BRAND/CONTENTS/ 16

01/ Visual Area

02/ Brand Lockup

The RBM Brand consists of strong images, bold colours and a clean logo lock-up area. This consistent balance across all layouts and elements creates the distinctive RBM look and feel.

01/ Visual Area
The greater part of all the layouts is used for positioning images, titles and text, this section is always bold, eye catching and colourful. The flexible grid used in this area allows for a variety of designs, which can be adapted to suite the content. See [page 20](#) for more information on using the grid.

02/ Brand Lock-up
The RBM logo is used in a brand lock-up bar which is included on all materials. This lock-up bar includes the logo and strap line, along with any partners logos. By always keeping this white bar consistent on all materials it creates an easily recognizable and uniform area to balance the flexible visual area above. See [page 18](#) for more information regarding lock-ups.

05/ RBM LOGOS

RBM LOGO/DOWNLOADS & RESOURCES/CONTENTS/ 10

01/ Primary logo

02/ Secondary logo

03/ Alternative logo

04/ Primary logo - Whitout version

05/ Primary logo - Including the WHO wording

02/ COLOURS

COLOURS/OUR BRAND/CONTENTS/ 22

Pantone: Process Blue C
Process: C100 M90
RGB: 0 155 219
Web HEX: #0093D2

Black
Process: K100
RGB: 0 0 0
Web HEX: #000000

Pantone: 320 Process: C70 M90 Y15 RGB: 111 54 128 Web HEX: #663380	Pantone: 2747 Process: C100 M90 K20 RGB: 35 45 120 Web HEX: #222277	Pantone: 7609 Process: C100 M50 Y30 K20 RGB: 0 90 125 Web HEX: #005577
Pantone: 246 Process: C45 M95 RGB: 160 40 135 Web HEX: #993388	Pantone: 644 Process: C70 M40 Y20 RGB: 60 110 155 Web HEX: #336699	Pantone: 5473 Process: C100 M40 Y10 K30 RGB: 0 95 110 Web HEX: #005566

01 **02**

The colour palette for RBM when consistently applied in combination with photography, graphics and fonts helps to define, communicate and reinforce the RBM brand.

01/ Primary Colour Palette
RBM's primary colours are Blue and Black. It is important that these colours are positioned at the heart of its identity. Used in combination, they are strong brand signifiers and are fundamental to the brand identity.

02/ Secondary Colours
The secondary colours have been developed to work alongside the RBM Blue and Black. These can be used to add colour into layouts and adverts. They should never replace the RBM blue, but be used to work alongside it.
It is not advisable to use more than one of the secondary colours per page or advert.
See [page 36](#) for examples of RBM materials.

> Guidelines for both logo usage and brand was created, and then distributed to all the RBM members worldwide. This document was saved as an interactive pdf with a simple navigation to make it quick and easy to use, and it included downloadable templates and logos.

ROLL BACK MALARIA

annual report

design // layout & artwork // multiple languages // print management // project management



> The 2013 RBM annual report, included a review of the last year, a timeline and all the financial information. I used lots of imagery, and pull out quotes to make this text heavy document easier on the eye.



ROLL BACK MALARIA

online annual report

design // layout & artwork // project management



> I designed a digital version of the RBM annual report, which was optimised to work on desktop computers, tablets and smart phones.

www.rbm.who.int/AnnualReport2012/index.html