

P O R

L O U I S A

T F O

W I D Y A N T A

L I O

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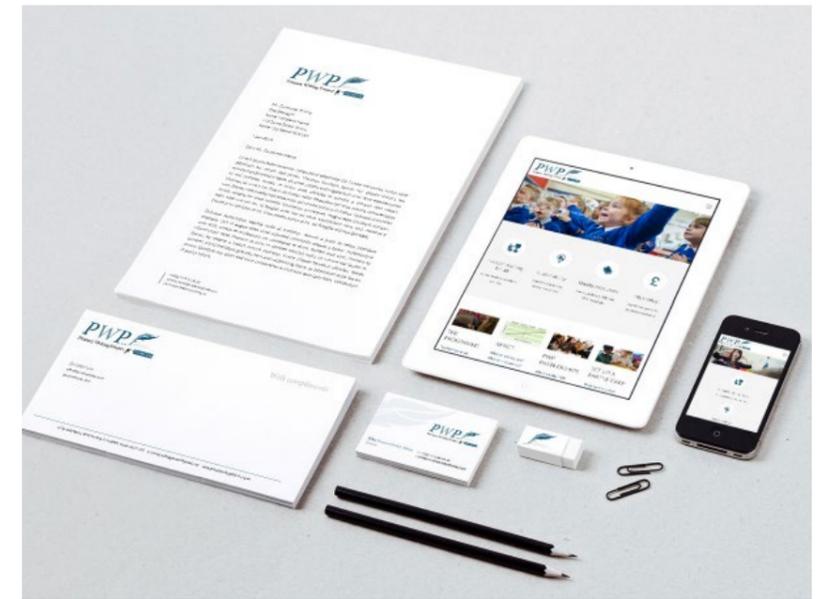
DESIGN & PRINT

BRANDING

CLIENT / POISE MEDIA

The way a business looks and sounds is tied up in their brand identity. But sometimes it just needs a little untangling...

We help companies develop a brand identity that is a coherent articulation of their unique brand values, personality traits and aspirations. This enables them to create a clearly definable position that connects with their customers, helping them grow their businesses.

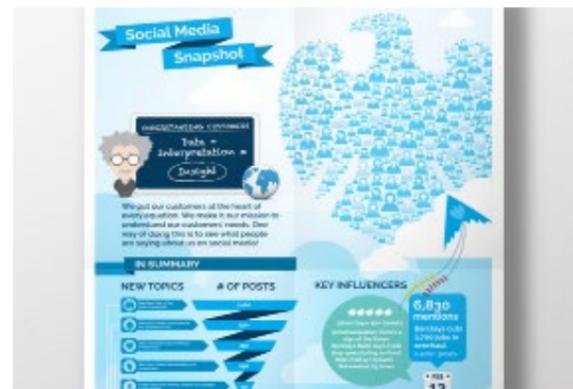
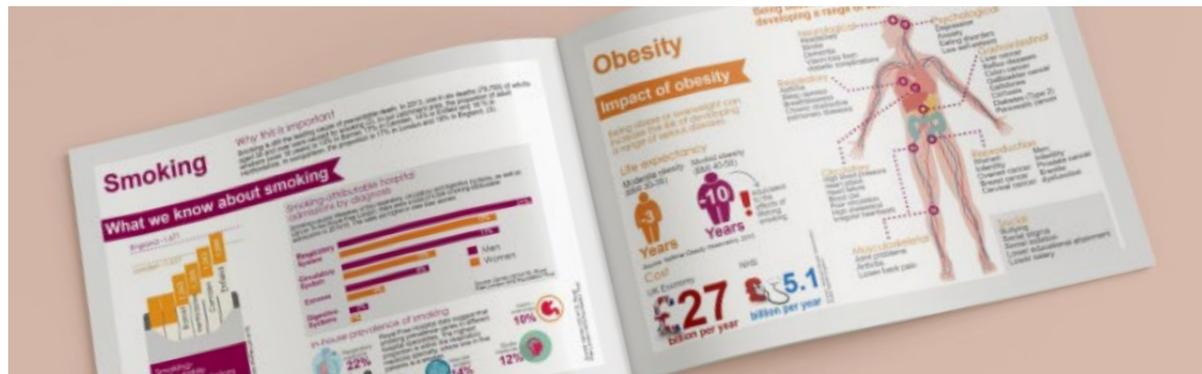
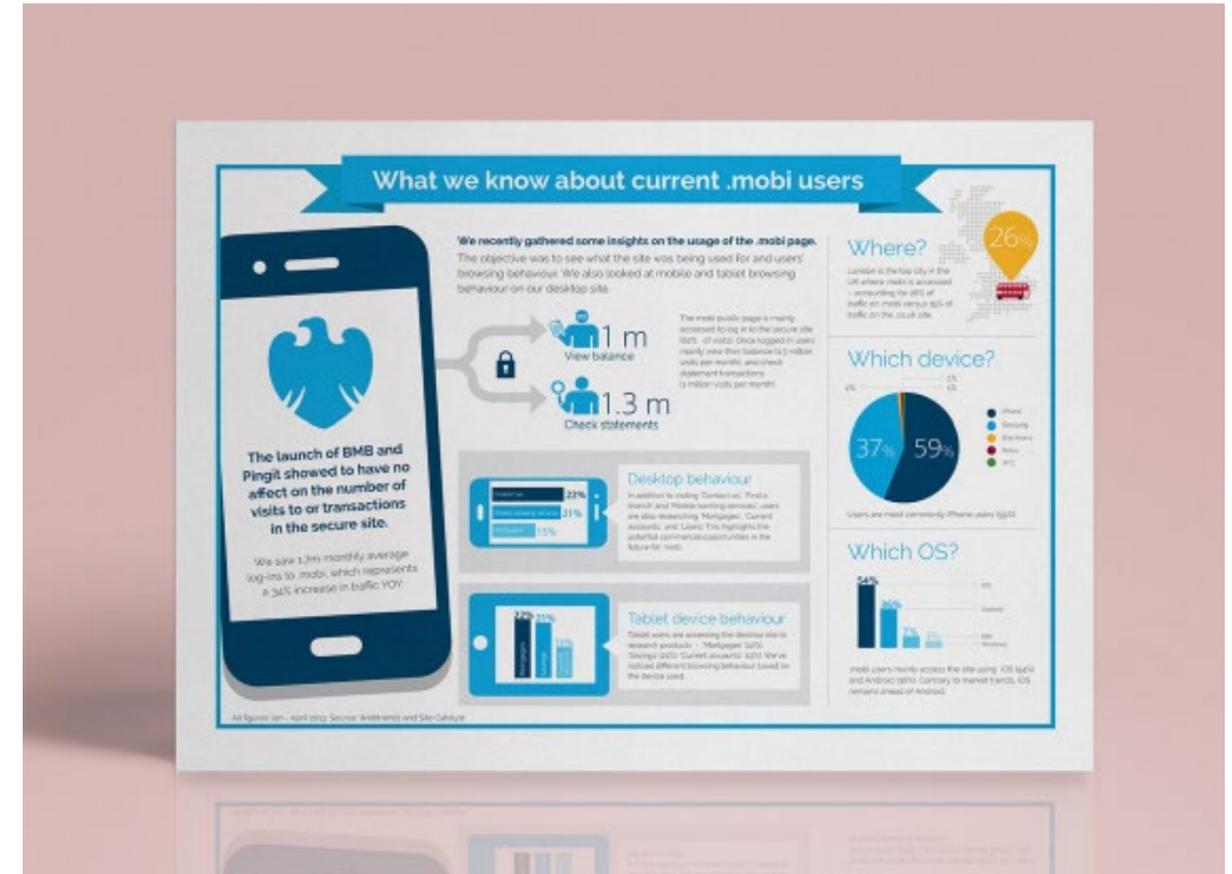


LOGO DESIGN & REBRANDING

CLIENTS / QMATCHA, LOAF STORY, AVANTA, PRIMARY WRITING PROJECT

A logo needs to be readable, versatile and memorable even before it leaves the drawing board. Or it'll do no favours for a brand. Logo design is about interpreting a brand through an iconic mark. It is a visual device that will serve as an instantly recognisable calling card for a business, and perhaps reflect the essence of the product or service in its make-up.

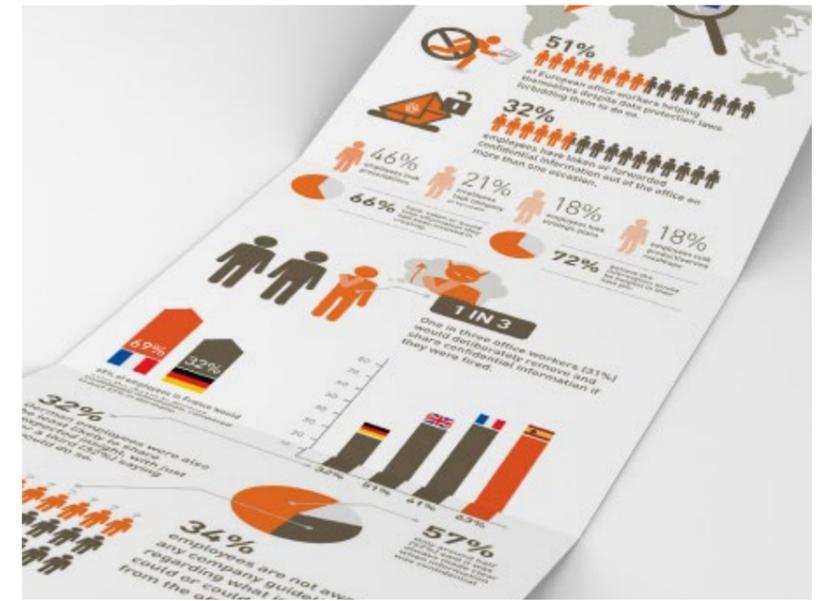
But before anything is put to paper or pixel, it's important to consider where it will appear and who in the world will see it. Only once a thorough understanding is reached can the creative process truly begin.



INFOGRAPHIC

CLIENTS / BARCLAYS, NHS

An infographic can be a game changer, helping to educate, start a media frenzy and inspire confidence across the board. Needless to say, an infographic is one of the most important vehicles for internal and external communications a company can produce. They contain the data rich information that can have a lasting and positive effect on staff and other stakeholders. So it is essential that an infographic is both organised and engaging. Using professional layout theory, expert design, copywriting, editing and data reading, we are able to craft annual reports with impact and truly bring the year's activity to life.



COMPLEX DATA INFOGRAPHIC

CLIENT / IRON MOUNTAIN

Based on research provided by Iron Mountain, we produced infographics that visually represented complex data sets in a simple to understand way.



PACKAGING

CLIENT / QMATCHA

Read it, wrap it, roll it, fold it, hold it, take it away! It's easy to see why brands get carried away with good packaging design. Because in our minds, and most importantly the consumers, good packaging design and production is a reflection of a good brand

Not only does good packaging design help a brand stand out in a retail environment (and make purchasing decisions that little bit easier for consumers), it holds itself together under scrutiny by answering all the right questions.

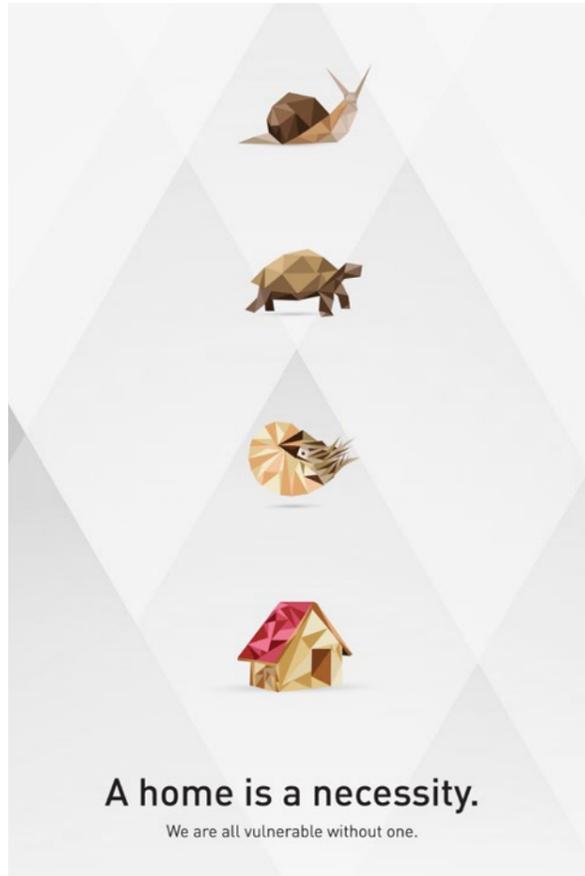
From coffee cups to corporate gift-wrapping, beer labels and wine labels to sandwich boxes and event goody bags, we create unique branded packaging that carries products and brand messages safely into hands, hearts and minds.



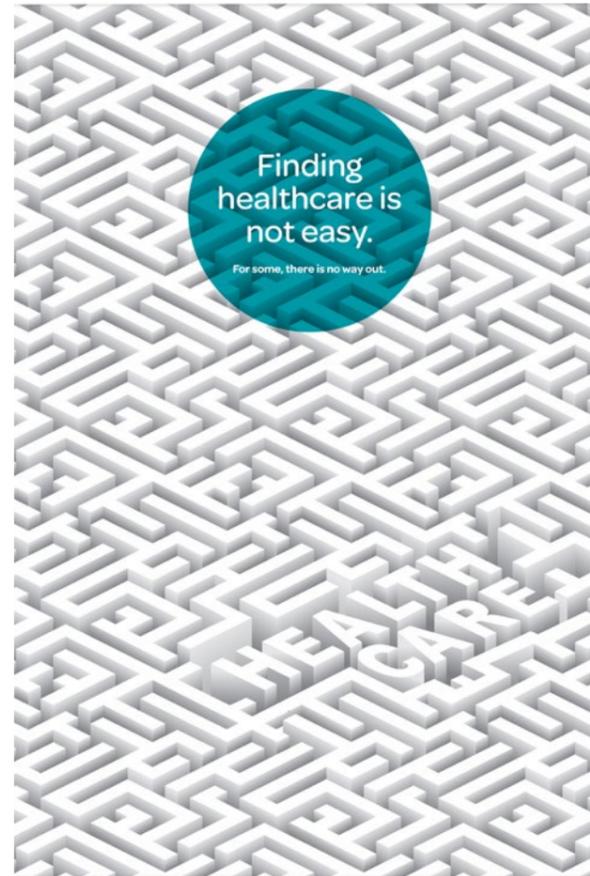
MERCHANDISE

CLIENT / LAMBRETTA

Lambretta is now widely recognised as an icon of the Mod era and with many Mods today continuing the tradition, the Lambretta Scooter legacy lives on. The clothing range sits alongside its famous namesake. With logos, branding and a creative ethos synonymous with Lambretta, the Lambretta Clothing offering combines the best in traditional Mod Clothing with a new Retro edge. We created Lambretta T-shirt concept design, clothes label, gift voucher & packaging that sits comfortably in the Indie fashion arena, and continued originality and style will ensure the affinity to Mod and Indie culture lives forever.



2013 - A HOME FOR EVERYONE / A HOME IS A NECESSITY



2015 - RIGHT TO HEALTHCARE / THE LABYRINTH



2016 - MAKE EXTREMISM HISTORY / BLIND FAITH



2017 - FREEDOM OF MOVEMENT / FREEDOM OF MOVEMENT IN THE USA



POSTER DESIGN

CLIENT / POSTER FOR TOMORROW

Poster For Tomorrow is the main project of 4tomorrow, an independent, non-profit organisation based in Paris. Every year, poster design competition is open internationally and their goal is to encourage people, both in and outside the design community, to design posters to stimulate debate on issues that affect us all. We have been selected as a judge as well as participated and won the privilege of top 100 posters (of over 6000 submission internationally) since 2013 and our work has been exhibited all round the world.



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