



Design problem? Creative solution!

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Design problem...

Design of new corporate stationery and livery for the Disney Store

Creative solution...

Eye catching livery maximising the use of Disney's best known character



## Design problem...

Invitation and programme design for the International Tennis Federation's World Champions dinner

## Creative solution...

A dynamic swoosh was created to represent the path of a tennis racket when the player takes a shot



Design problem...

Brochure for FSP a retail marketing company

Creative solution...

An exciting and unique brochure was created using the humble barcode, a well recognised retail symbol

**Brentford**  
*Dock*

  
**BRENTFORD DOCK**  
Where living meets leisure

BRENTFORD  
**DOCK**

**BRENTFORD  
DOCK**

  
**BRENTFORD  
DOCK**  
*Where living meets leisure*

**BRENTFORD  
DOCK**  




Design problem...

Rebranding for Brentford Dock residents accommodation

Creative ideas...

Various logos each communicating a different aspect of the areas history or geography

Generic logo



Marina logo



Cafe bar logo



Shop logo



Gym logo

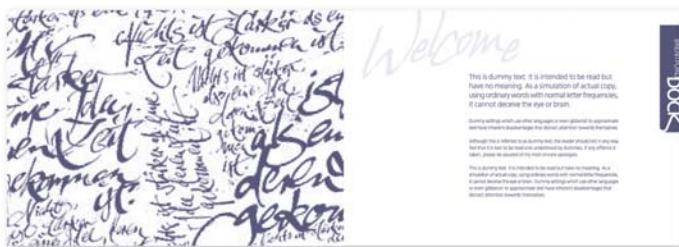


## Design problem...

Rebranding for Brentford Dock residents accommodation

## Creative solution...

Brentford Dock is situated at the confluence of the River Brent and the Grand Union so it was a natural feature to incorporate into the final logo



## Design problem...

Literature for Brentford Dock residential accommodation, cafe bar and marina

## Creative solution...

Using the watery location of Brentford Docks location inspired the use of watercolour illustration and typography



Design problem...

Re-naming and branding for IISG

Creative solution...

Moot became the umbrella brand for other products and services and all utilise the double OO to strengthen their relationship to each other





## Design problem...

Catering company Baxter Smith required a piece of direct mail to send to business about to renew their catering contracts

## Creative solution...

The concept was "Don't forget" and a series of postcards were developed using images relevant to the catering business

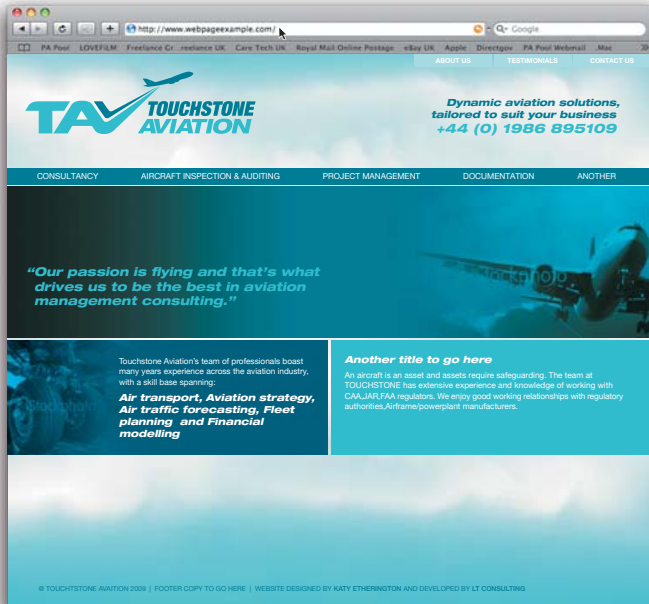


## Design problem...

Rock band Status Quo celebrated 40 years of hits by launching a book of paintings by well known celebrities, which were auctioned for charity

## Creative solution...

The famous guitars of Rick and Francis were turned into paint palettes to form the logo for the auction event materials and art book cover



Design problem...

Create an identity for an Aviation Consultants and apply identity to website and corporate stationery

Creative solution...

Final logo design depicts a plane creating a tick of approval

Just  
Courting



Design problem...

Creating appropriate corporate identities

Creative solution...

Logo designs for various different clients

The logo for HUB, featuring the letters 'HUB' in a bold, blue, sans-serif font with a period at the end.The logo for caro, featuring the word 'caro' in a lowercase, green, rounded font inside a light green speech bubble shape.The logo for GYM, featuring the letters 'GYM' in a bold, green, sans-serif font with a blue globe icon above the 'M'. Below the letters is the tagline 'GROW YOUR MARKET!' in a smaller, black font.The logo for PCF, featuring a black silhouette of a person with arms raised, followed by the letters 'PCF' in a bold, orange, sans-serif font. Below the letters is the tagline 'PEAK CONDITION FITNESS' in a smaller, black font.The logo for Peverel, featuring a small orange house icon with a white keyhole above the word 'Peverel' in a bold, black, sans-serif font. Below the word is the tagline 'PROPERTY MANAGEMENT GROUP' in a smaller, orange font.The logo for AXUS, featuring the letters 'AXUS' in a bold, black, sans-serif font with a blue circle above the 'A'.The logo for FX TV, featuring the letters 'FX TV' in a bold, green, sans-serif font with a blue and green oval background.The logo for ACCESS, featuring the word 'ACCESS' in a bold, blue, sans-serif font.

Design problem...

Creating appropriate corporate identities

Creative solution...

Logo designs for various different clients