

**delcruft.**<sup>™</sup>



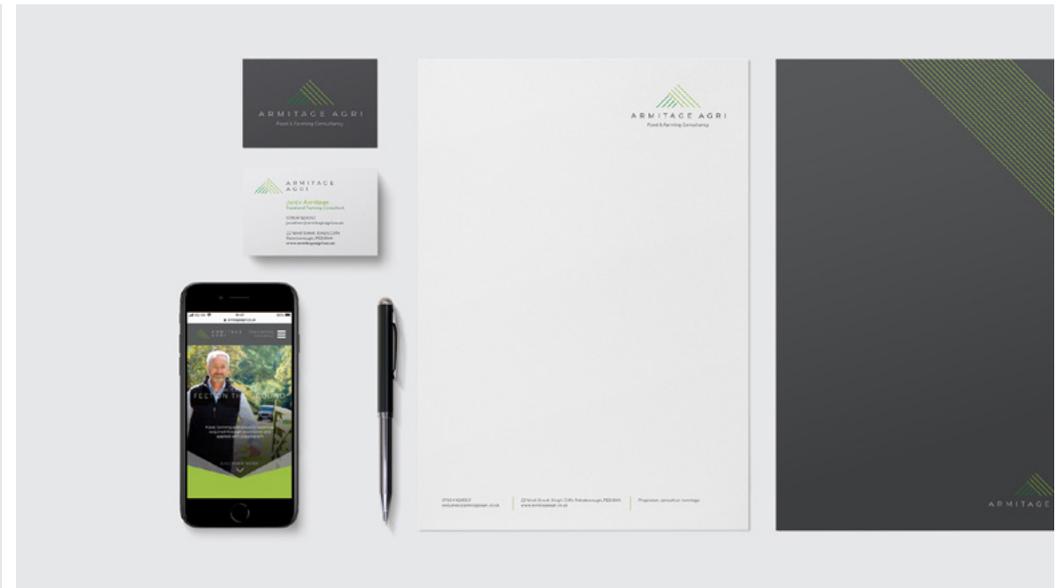
# Portfolio.

**Del Cruft // 07834 831274 // [d.cruft@why-design.co.uk](mailto:d.cruft@why-design.co.uk)**

6a Church Street, Haconby, Bourne, Lincolnshire PE10 0UJ

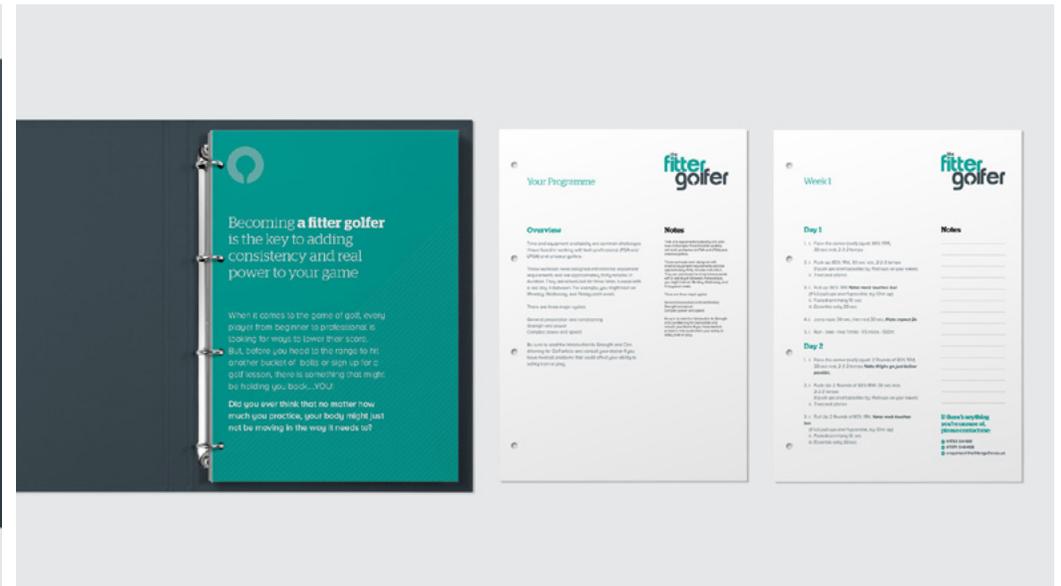
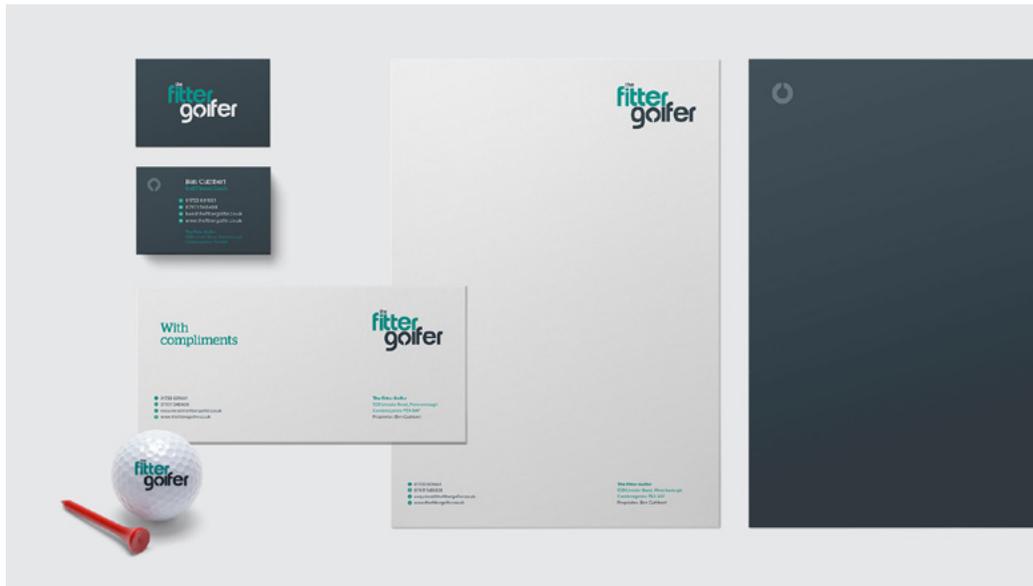


**Brand  
creation.**



## Armitage Agri

A new business which needed a full branding service and needed to appeal to both the modern and traditional side of the agricultural sector and convey the up-to-date expertise offered by the client.



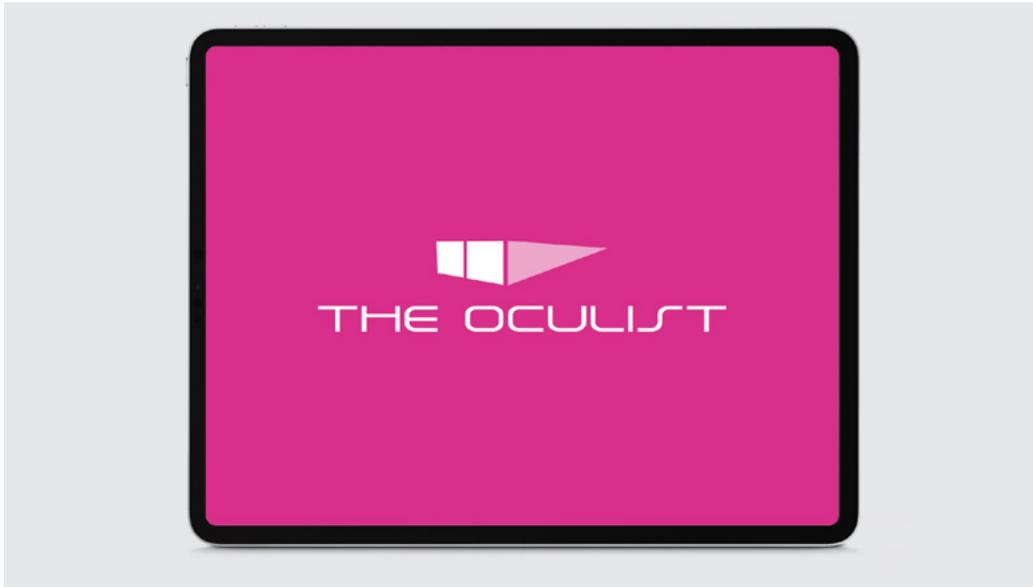
## The Fitter Golfer

Brand creation for a Golf Fitness Coach. The Fitter Golfer targets golfers of various ages and abilities, helping them improve their game by improving their fitness.

The new brand was designed across a range of stationery, brochures, client welcome packs, sportswear and a new website.

## Development work

► The initial ideas



## The Oculist

Brand creation for a boutique designer eyewear store in Peterborough. Targeted at more affluent shoppers, The Oculist was to be “an experience, not just an opticians” and the brand, store layout and marketing needed to reflect this.

The new brand was applied to business cards, stationery and prescription cards using a metallic ink, while visuals were provided for the store layout. A more playful visual language was developed for their marketing and advertising.



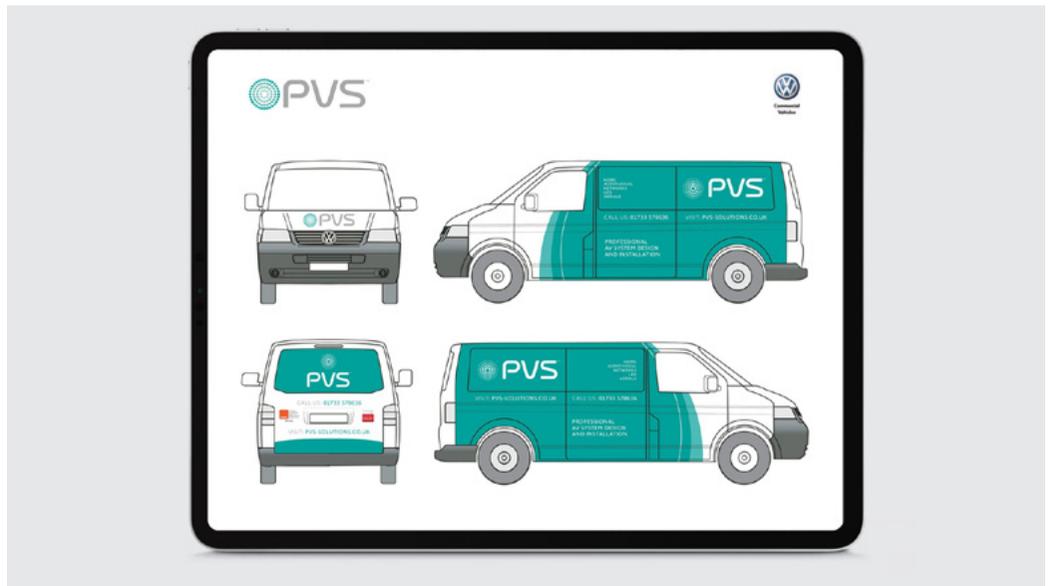
## Be You Health Studios

This new health studio required a full branding package for use across the building, staff uniform, website, social media and all associated marketing collateral.

View website:  
▶ [beyouhealthstudios.co.uk](https://beyouhealthstudios.co.uk)





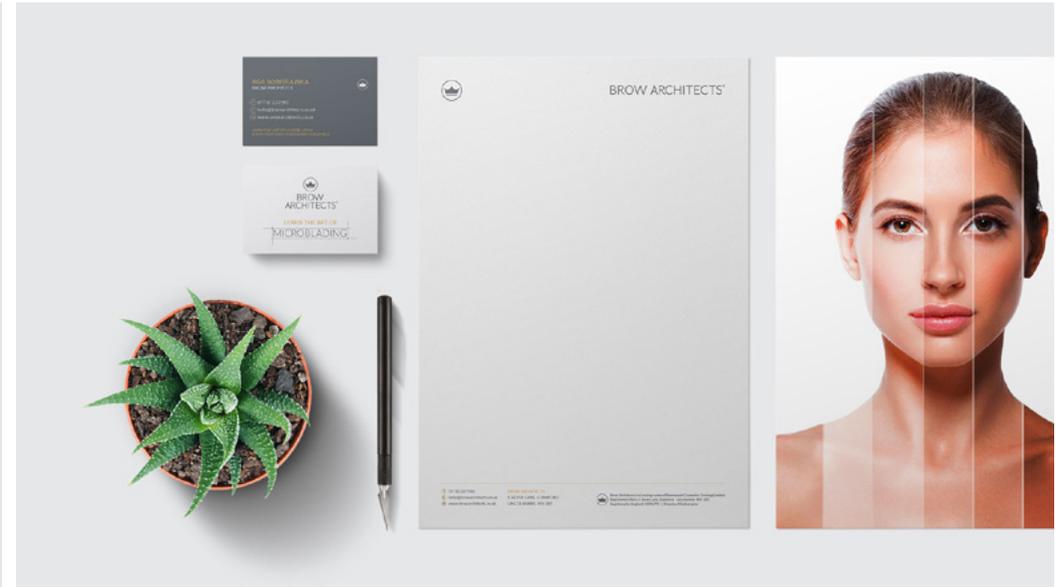


## PVS

Brand creation for a audio visual company that reflected their use of high-end equipment, as well as the quality of their installations. The design was required to introduce sub-brands that sat under the 'PVS' global brand.

### Development work

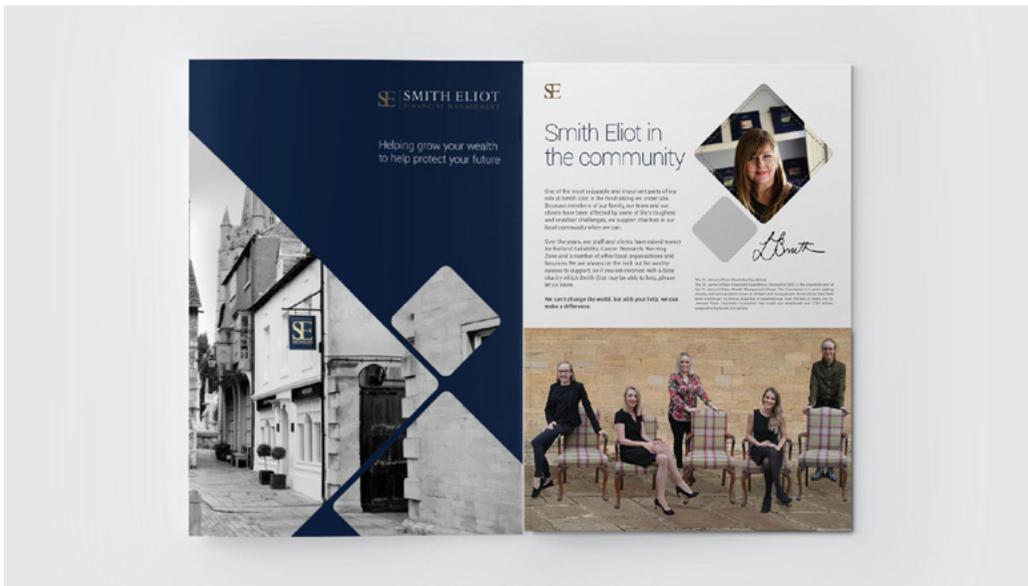
- ▶ 4 different approaches
- ▶ Exploring the idea further
- ▶ Representing a wave



## Brow Architects

A 70 page loose-leaf manual, designed with wipe-clean pages suitable to the clinic environment.

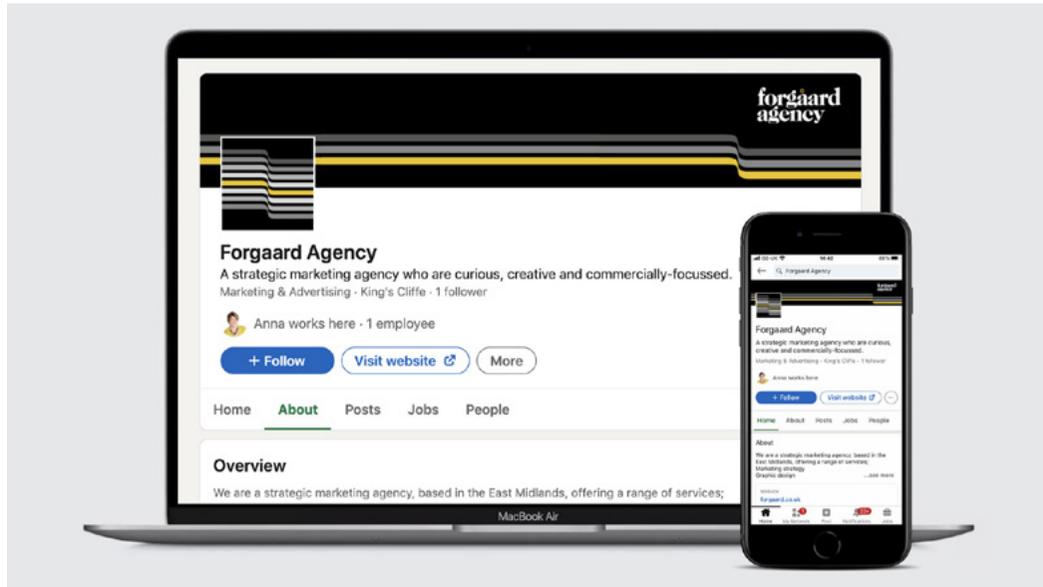
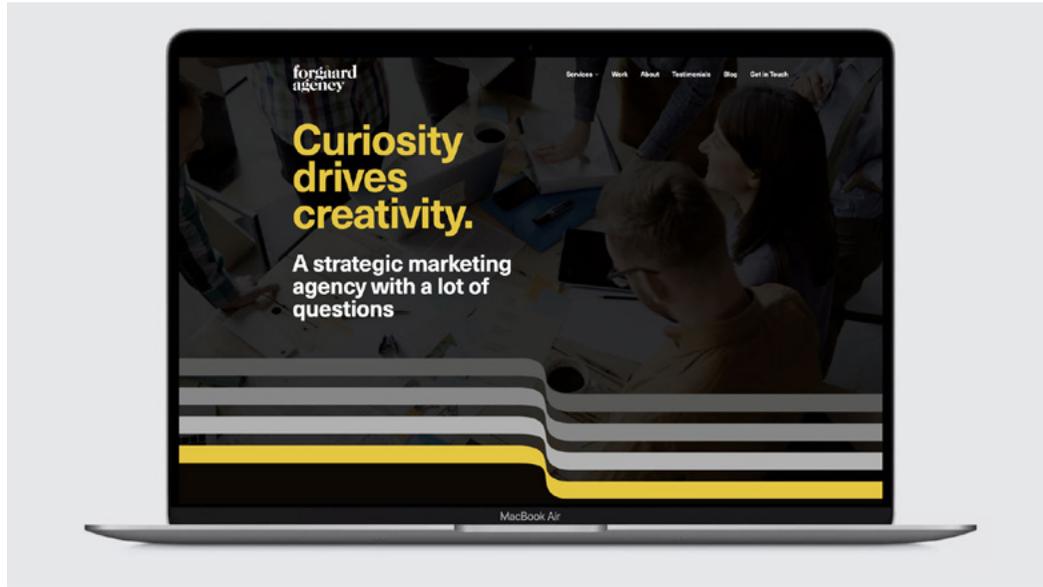
These manuals were supported with a series of branded worksheets, legal documents, certificates, a new set of stationery, pop-up stands and A-boards for future events.



## Smith Eliot

Re-brand to target a younger audience. As wealth management consultants, their typical customer base is over 65 but they wanted to appeal to a younger demographic. Using newly commissioned photography we focused more on the people in the business rather than its heritage.

The design was applied to a new brochure, six page folder with inserts, newsletter template and a new set of stationery.



# Forgaard Agency

Brand creation for a full-service marketing agency. Scandinavian design influenced the style to reflect their Norwegian heritage and agency name.



**Campaign  
design.**



## Sky Revolutions

Ad design for an aerial survey company. The creative work inspired the use of a cartoon and therefore an illustrator was commissioned. Working with them, I helped develop the character who appears in the final ad.

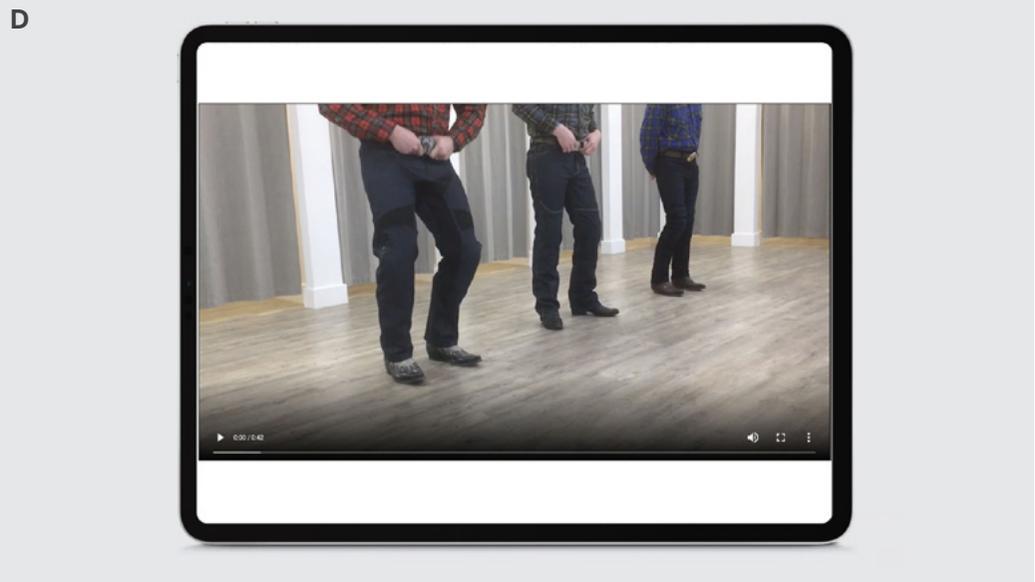
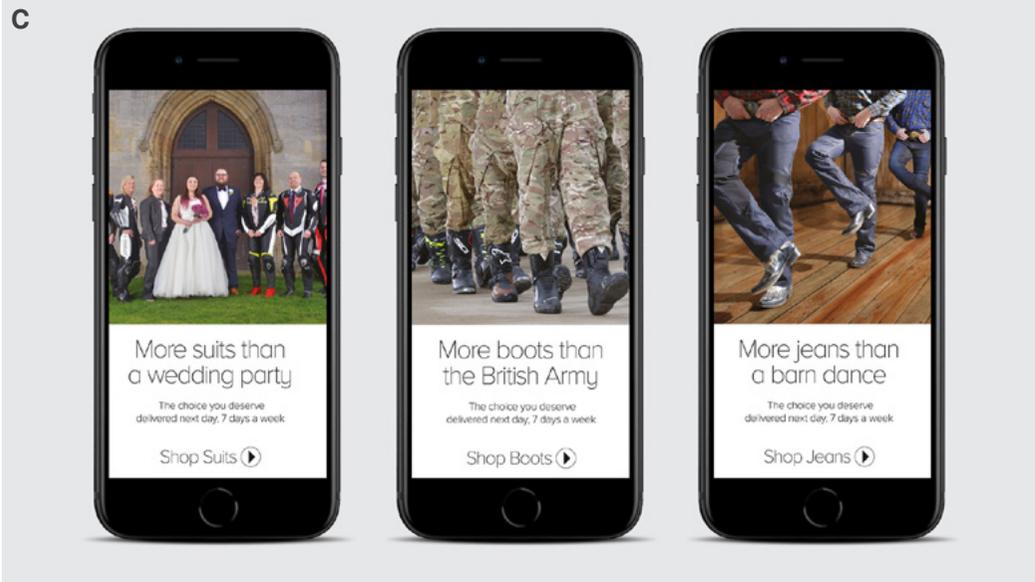
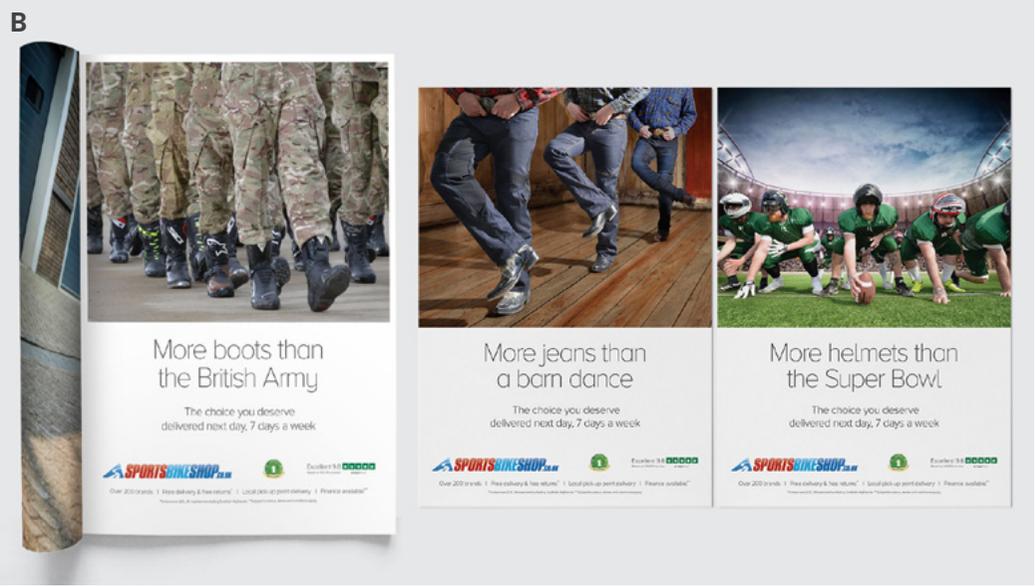
- A. Ad creative
- B. Illustrations commissioned
- C. Final ad



## MCN London Motorcycle Show

Campaign design promoting the London Motorcycle Show that introduced a more light-hearted approach than previous years, something that would 'speak' to their typical reader and develop a 'character' used throughout the campaign.

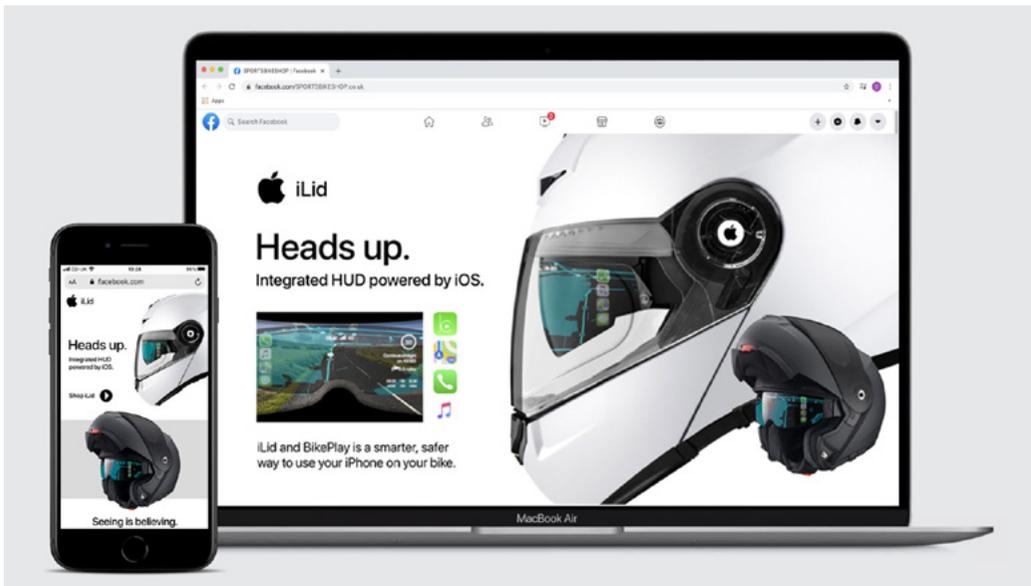
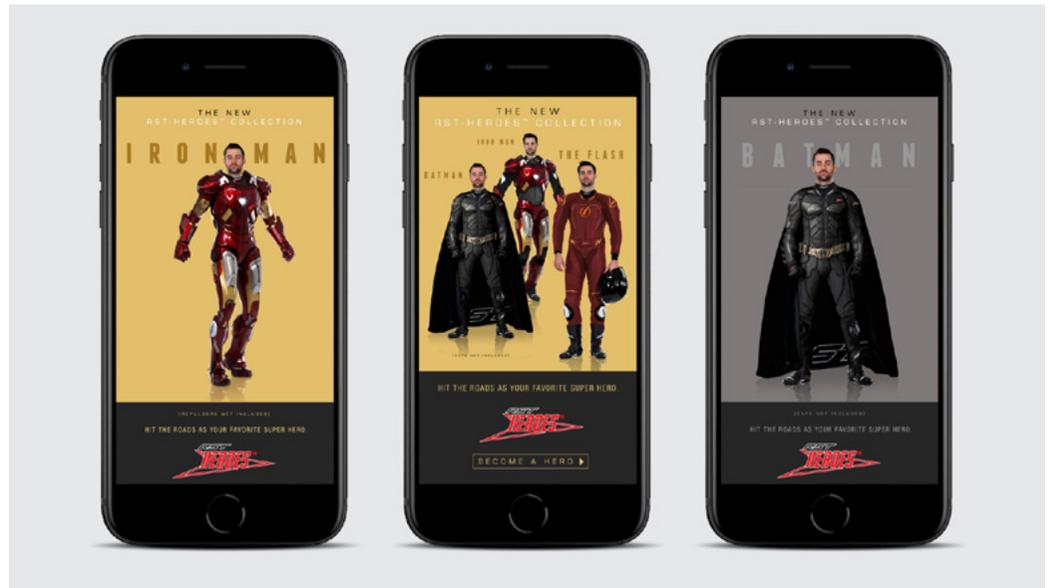
- A. Ad campaign creative
- B. Magazine ad campaign stage 1
- C. Magazine ad campaign stage 2
- D. Photography library



# Sportsbikeshop

Creative print and digital marketing campaign promoting the Sportsbikeshop and their range of products.

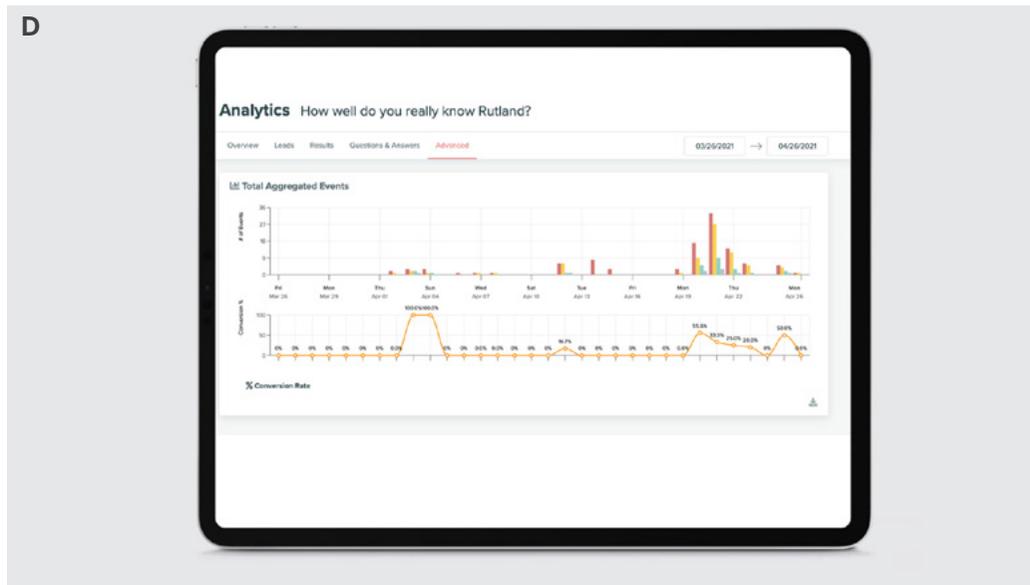
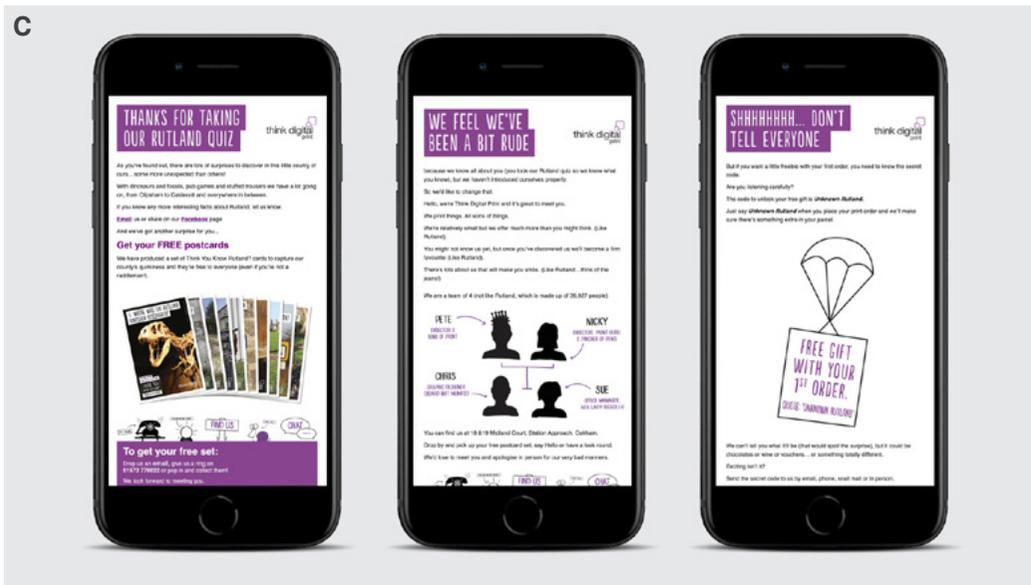
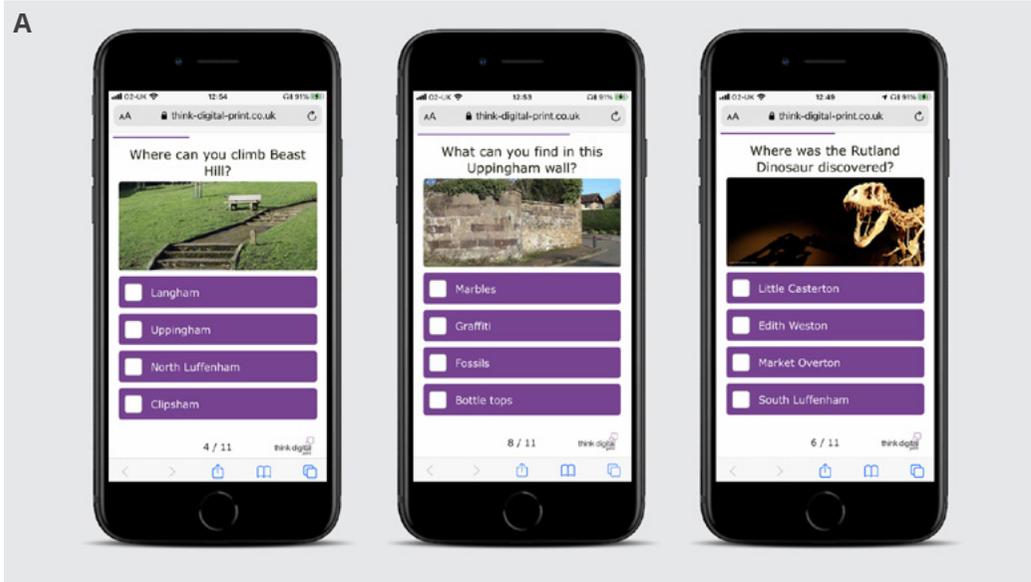
- A. Ad campaign creative
- B. Magazine ad
- C. Emails
- D. Video for social media



## Sportsbikeshop

Each year we created an April Fool's campaign by inventing a new and fun product. They were intended to be amusing and create a buzz on social media, with emails, web banners, print ads and 'product shots' for the product listing on their website.

In fact, the Lego head motorcycle helmet and the RST Superhero range of motorcycle leathers were so convincing, customers actually tried to purchase them. Of course, none of the products existed and were created entirely in Photoshop.

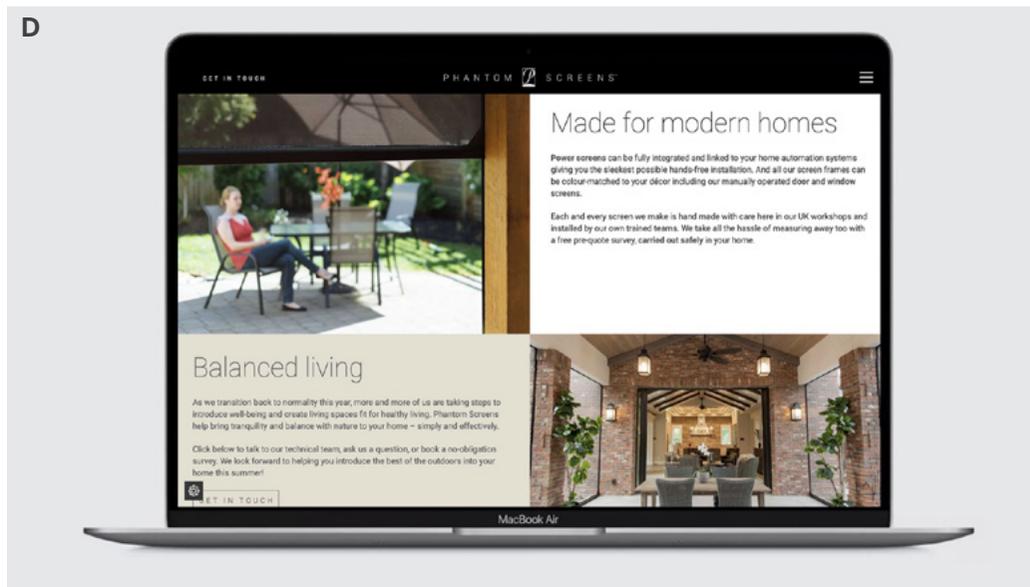
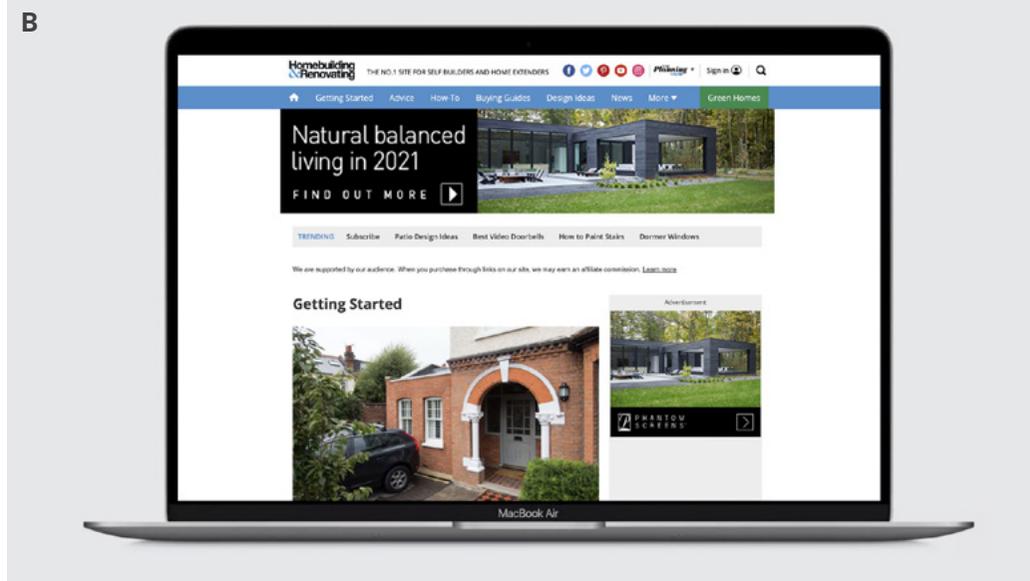
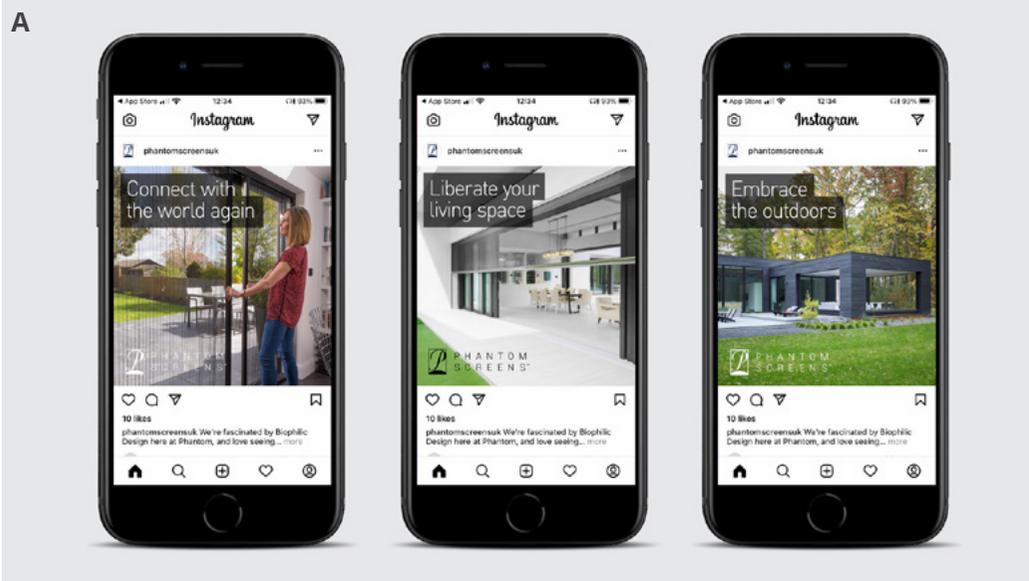


## Think Digital

### Multi-channel marketing campaign

This extensive marketing campaign utilised print, social media, local press, PR and data collection to raise awareness and drive sales across the B2B and B2C sectors.

- A. **Online quiz:** combining the brand's humour with the audience's strong affinity to Rutland, we produced an online quiz.
- B. **Collectable postcards:** the quiz was promoted using postcards distributed through door drops.
- C. **Follow up email:** responders receive a series of email to introduce the client.
- D. **Analytics:** using dynamic results, the targeting and messaging is adjusted.



## Phantom Screens

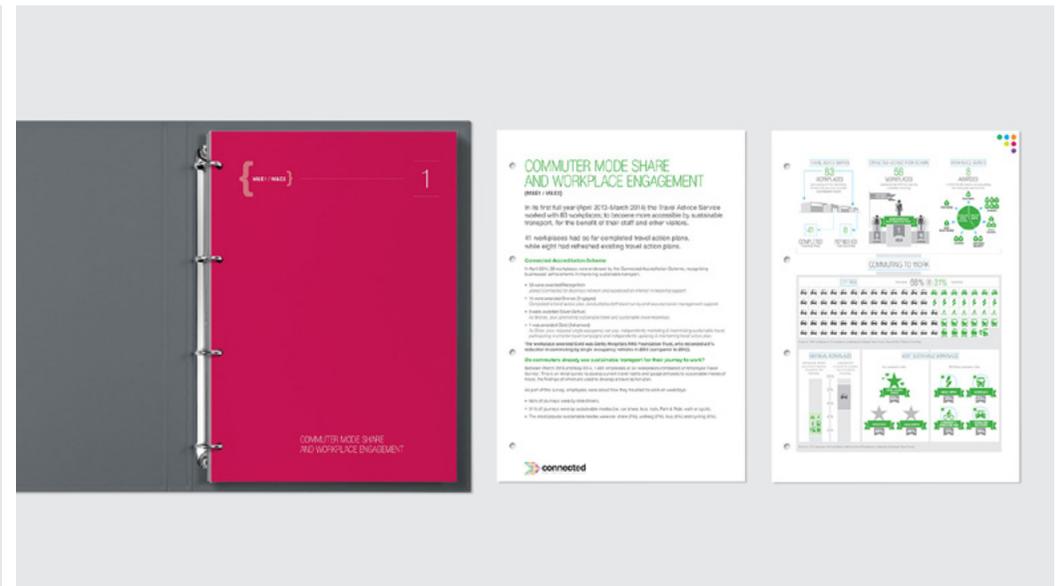
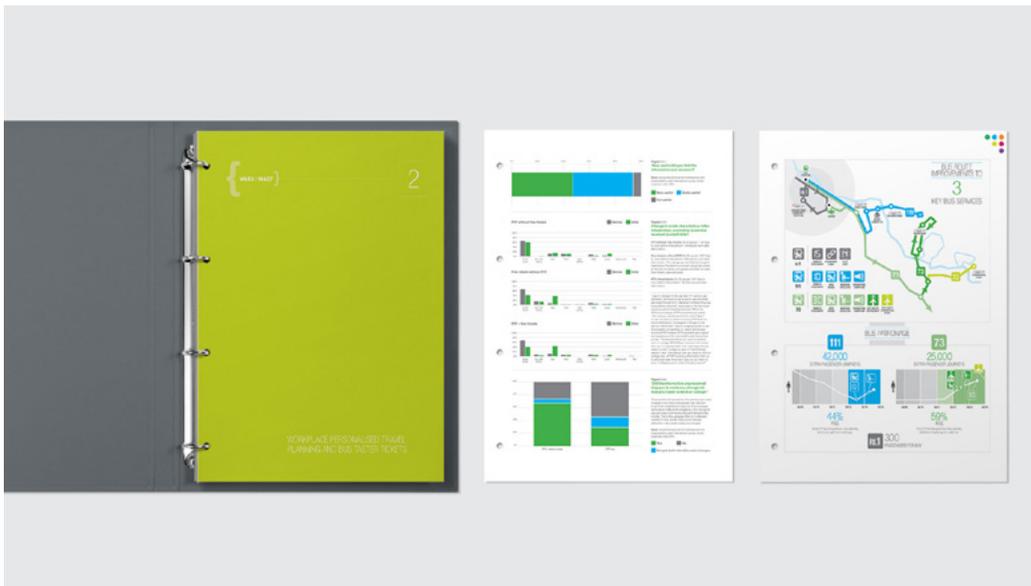
'Connect with the World Again' campaign for Phantom's retractable fly screens. Targeting home owners who are spending more time at home during lockdown and/or home workers who would benefit from outdoor-indoor living.

- A. **Social Media:** Posts on Instagram and Facebook.
- B. **Digital marketing:** Animated ads placed on relevant websites.

- C. **Website landing page:** Convert leads from campaign.
- D. **Website landing page:** Convert leads from campaign.



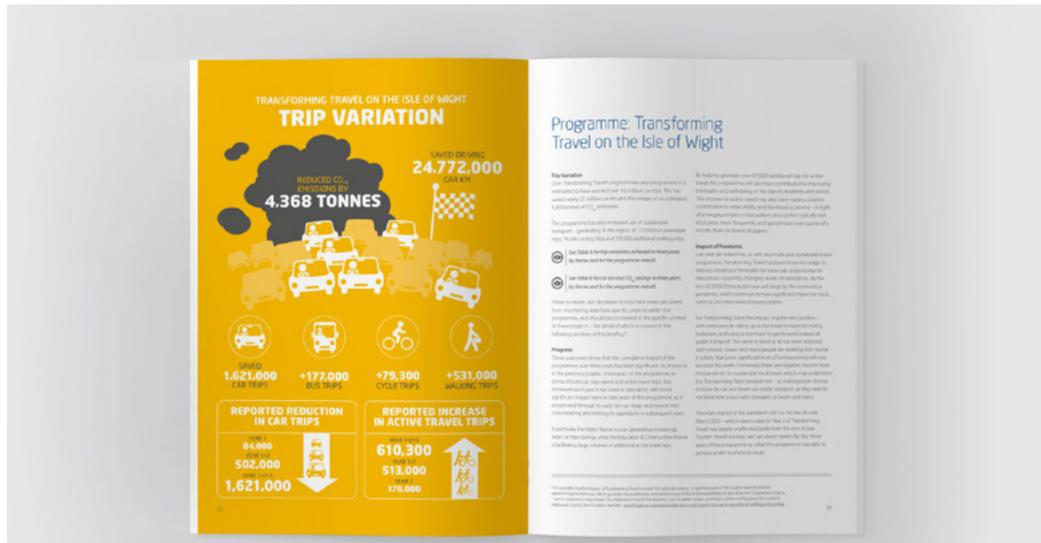
**Print  
design.**



## Derby City Council

Working with existing brand guidelines I developed a new report design for Connected, a project run by Derby City Council.

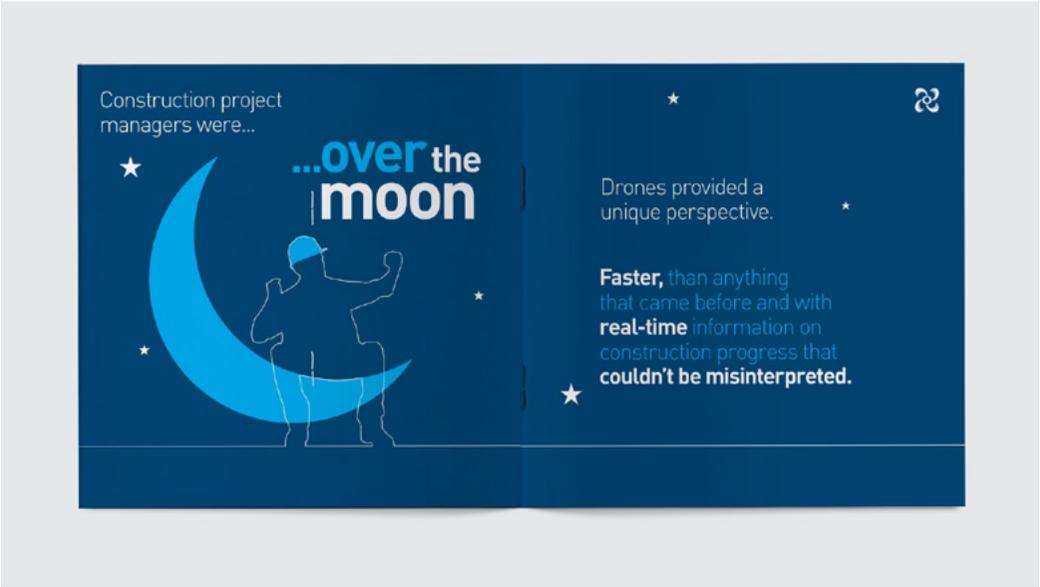
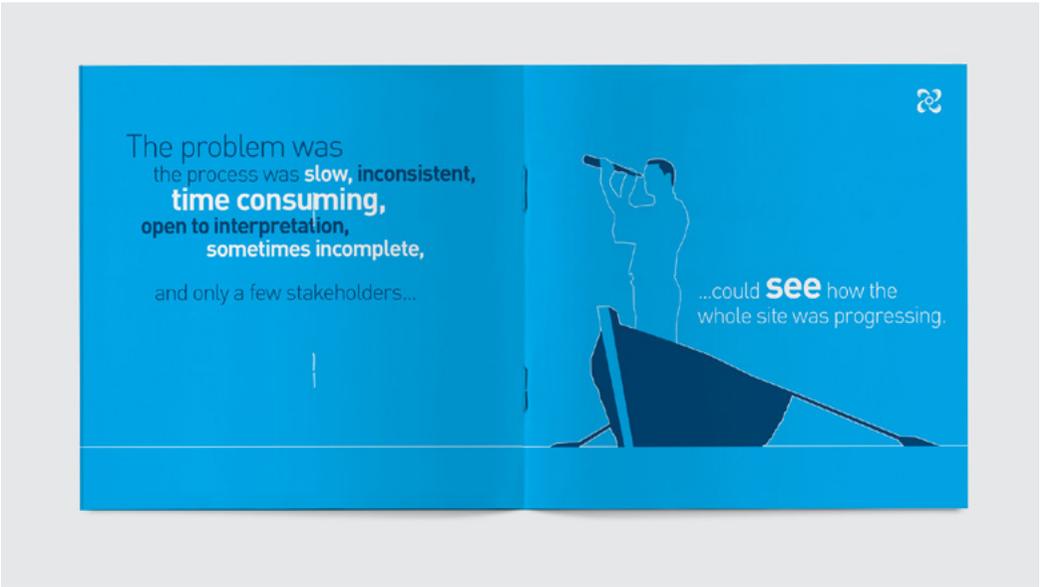
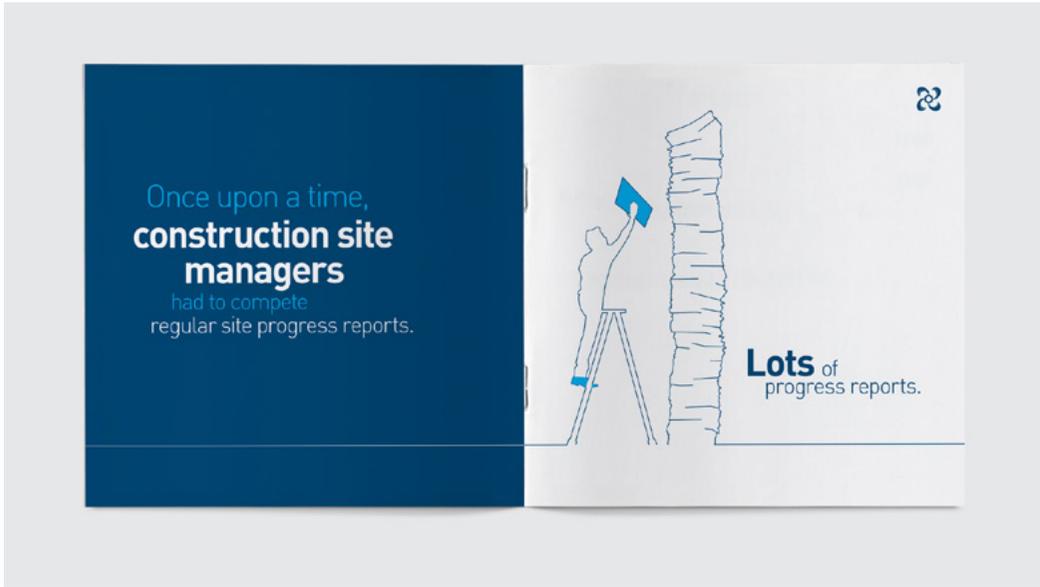
The report was designed as ring binder manual with dividers and inserts as it would prove more cost effective to simply reprint the pages that were updated.



# Isle of Wight Council

Design of the annual report for their project 'Transforming Travel in the Isle of Wight' with supporting infographics.

The brochure was produced as a printed document and a digital brochure for both desktop and mobile users.



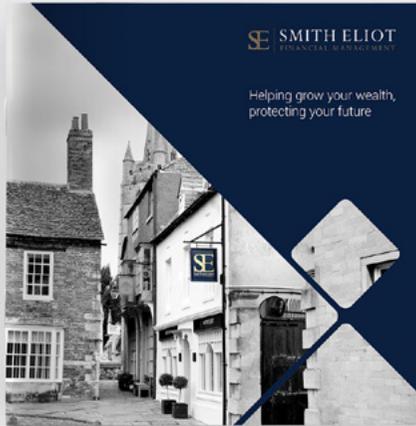
### Sky Revolutions

Mini booklet to help procure new business for an aerial surveying company. This was packaged alongside a personal drone and sent to construction managers.



## Be You Health Studios

Brochure design for a new health studio.



## The foundations for a solid financial future

There are a multitude of options available and the most suitable will vary, according to each individual's personal situation. But the foundations of a sound financial plan are the same for everyone;

- Ensure your Will is up to date
- Consider transferring assets using lifetime gifts
- Ensure your pension is set up for the best return
- Plan for changes which will impact the family finances, such as reducing university fees or changes in employment status.
- Take advantage of any tax free investments, such as ISAs

Whether you need to lay the first foundation stone or are ready to begin building, we will help you to take the next step towards your financial goals.

The value of an investment with St. James's Place will be directly linked to the performance of the funds you select and the value can therefore go down as well as up. You may get back less than you invested.

The levels and bases of taxation, and reliefs from taxation, can change at any time. The value of any tax relief is generally dependent on individual circumstances.

Will writing and Powers of Attorney involve the referral to a service that is separate and distinct to those offered by St. James's Place and are not regulated by the Financial Conduct Authority.



## Family firm, first and foremost

As well as being a proud Senior Partner Practice within St. James's Place, we are a family-owned business. We set our own terms and can offer a wide range of products and services from the St. James's Place portfolio and also offer a hand-picked selection of fund managers and providers.

To understand how we can help you, contact us.

St. James's Place guarantees the suitability of the advice given by members of the St. James's Place Partnership when recommending any of the products and services from companies in the group. More details of which we set out in the group's website at [www.sp.co.uk/products](http://www.sp.co.uk/products)



## The Smith Eliot promise to clients

**Our guarantee to you**  
Your long-term wealth and financial security is our primary objective and our Service Standards Charter details how we will deliver this objective.

### We will always:

- Fully understand your circumstances, to ensure we are aware of everything which may affect the advice we give
- Identify your exact goals and objectives, so we advise on the most appropriate products
- Liaise with other professionals and experts where beneficial to you, to ensure you receive the best advice
- Formulate advice and make recommendations that are specific to you
- Provide a full and detailed explanation of any changes and fees before we progress, so you are fully informed of all costs
- Provide advice which is backed by the St. James's Place guarantee, to give you total security
- Communicate with you as and when you require, or we feel appropriate and beneficial to you to ensure you are in control

**ST. JAMES'S PLACE**  
The value of the advice given by members of the St. James's Place Partnership when recommending products and services available from companies in the group, more details of which are set out on the Group's website at [www.sp.co.uk/products](http://www.sp.co.uk/products)



## How can we help?

Financial needs are as unique as every client and we need to be like the right product, at the right time, for those needs.  
Our advisers offer an extensive range of expertise



### Investments

Whatever your investment objective, we can help you to find the most suitable product and approach.

#### St. James's Place investment funds

For clients who want their investments managed for them, we use the extensive global network of fund managers provided through St. James's Place. They use their skill and expertise to make your investment work as hard as possible, with consideration for your attitudes, needs and approach to risk. All covered by the St. James's Place guarantee.

#### Discretionary Fund Management

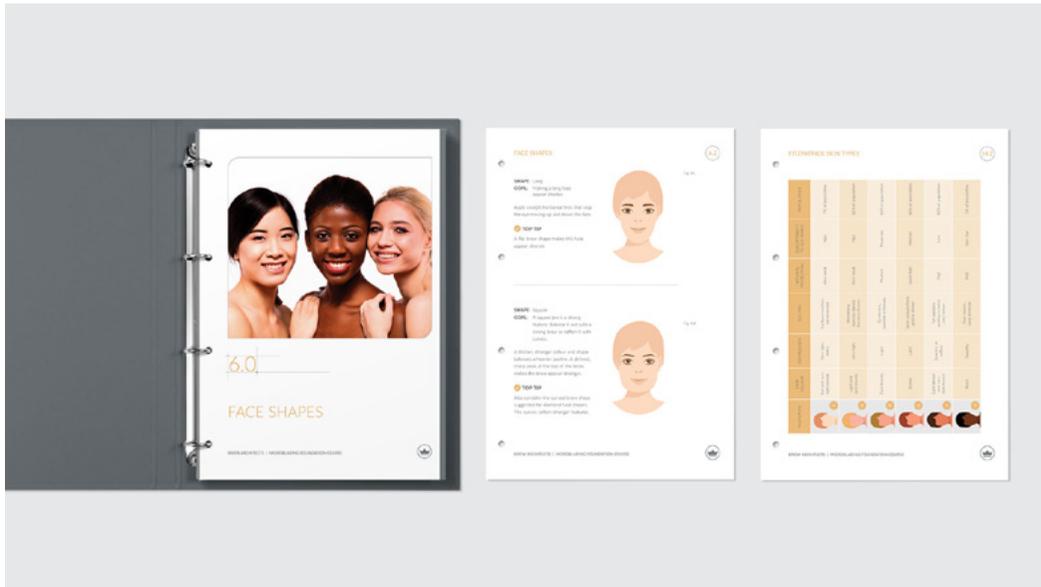
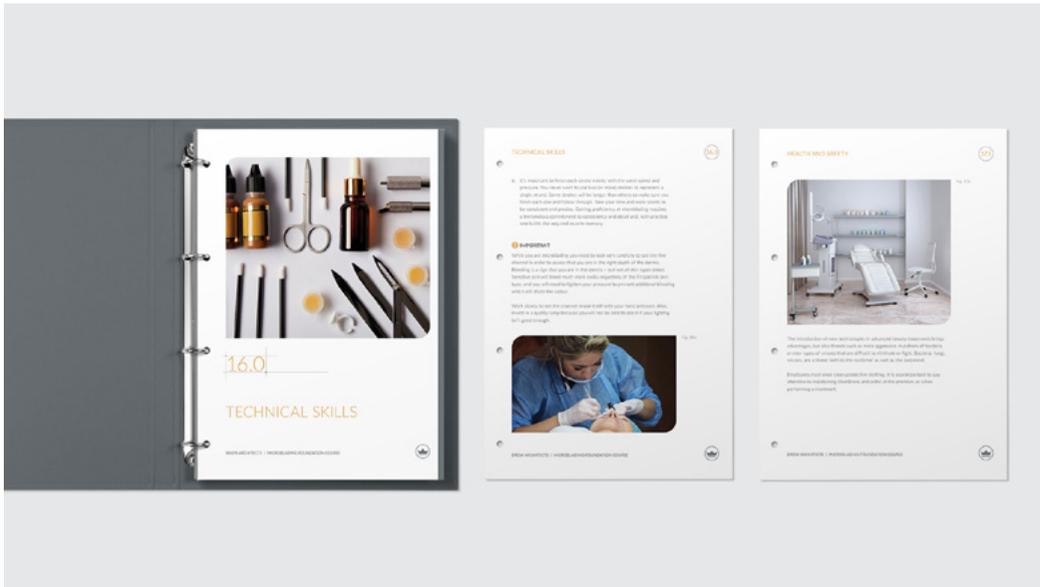
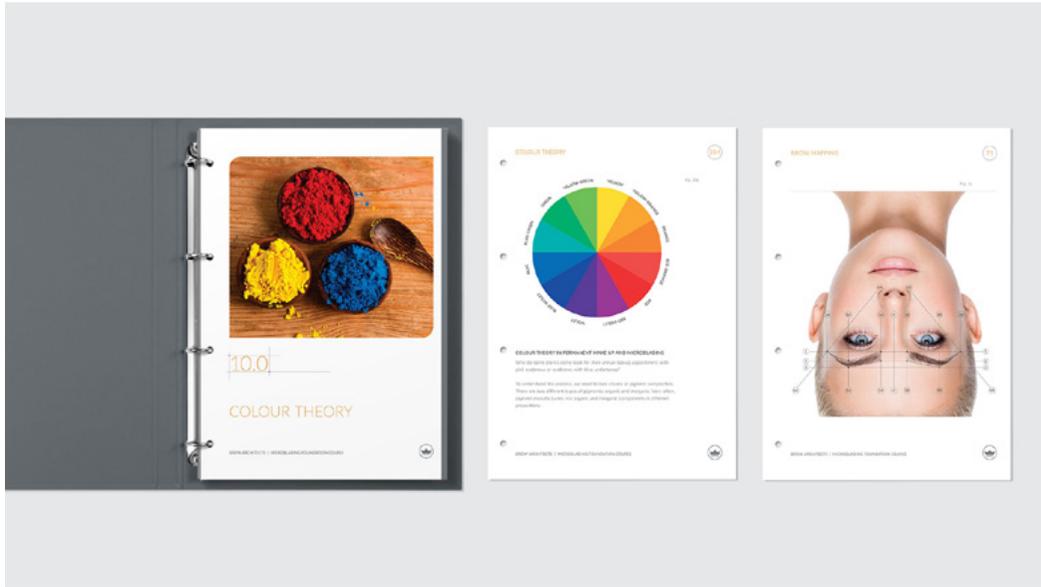
Delivered through Roman Derington, this offers a bespoke investment approach and is ideal for clients who want more involvement in their investment strategy, while engaging the day-to-day running to experts. Despite the personalised approach, this is also covered by the St. James's Place guarantee.  
The value of an investment with Roman Derington or St. James's Place will be directly linked to the performance of the funds you select and the value can therefore go down as well as up. You may get back less than you invested.

## Smith Eliot

The wealth management consultants required a brochure that would appeal to a younger audience.

Information was kept to a minimum with only the salient points taking priority. A headline focused structure was adopted to allow readers to easily scan information in the way they have become accustomed to online.

Plus, using newly commissioned photography we focused more on the people in the business rather than its heritage and used softer shapes to develop a more approachable feel, with a thinner, rounded contemporary typeface for headlines.

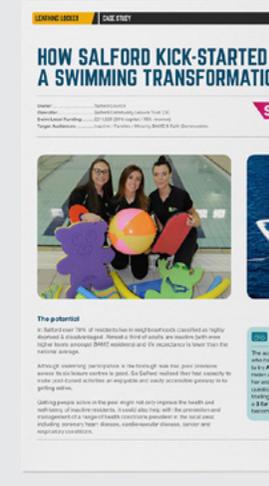


# Brow Architects

A 70 page loose-leaf manual, designed with wipe-clean pages suitable to the clinic environment.



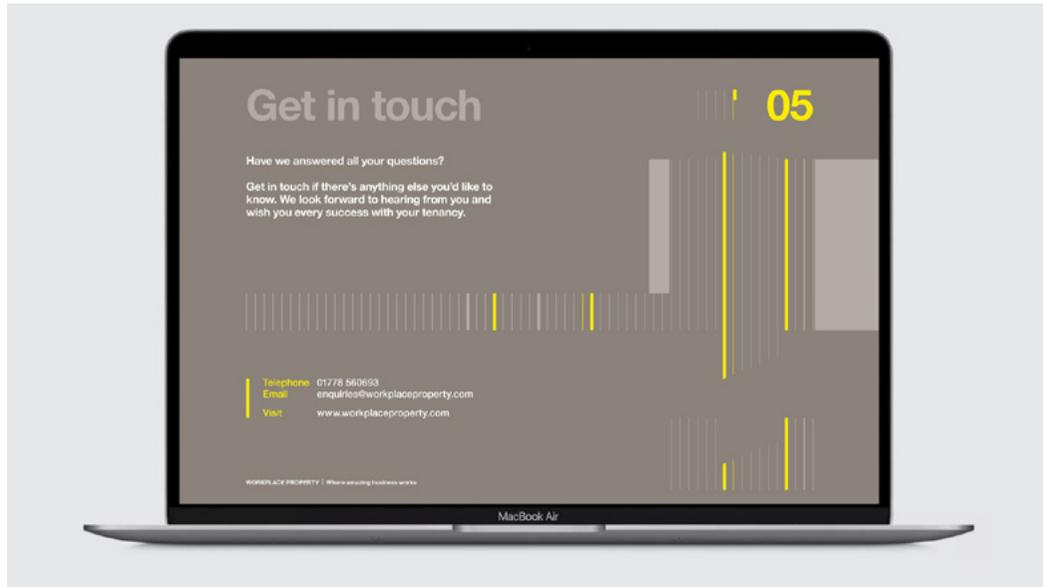
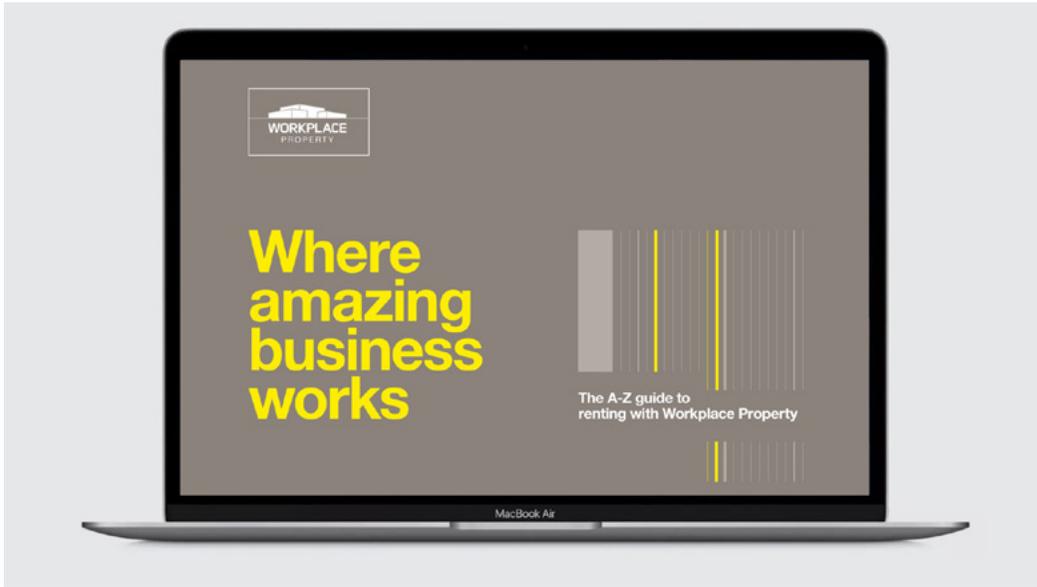
**UX &  
motion.**



## Sport England

The 150 page interactive PDF was supported by additional resources, designed as a series of case studies, design checklists and top tips, all of which could be downloaded via the main PDF.

The toolkit was distributed to senior decision makers within the leisure sector, giving them the tools required to 'transform swimming'.



## Workplace Property

This digital brochure for new tenants at Workplace Property's was designed to replace an existing printed welcome pack. Going digital means print costs have been eliminated and that future amendments can be made with minimal expense.

The brochure was distributed via email and as a download available from their website.

# Progress

magazine SPRING/12

The new Audi A3:  
lighter and more  
efficient than

ANA 330

TFSEI and TDI:  
technologies that  
take us to the future

# Welcome

Budget announcements relating to rising BIK tax for company car drivers focus our minds even more on how to reduce fleet operating costs. Looking ahead, that and the ever-increasing price of fuel are possibly the biggest issues facing fleet.

So it's good to see that, starting on page 12, our new A4 and A5 models include models with CO2 emissions as low as 1.2g/km and combined fuel consumption of up to 65.7mpg to help soften the blow.

We've also taken a detailed look at next-generation TFSI technology and suggest it is a serious alternative to TDI for drivers covering long mileages, and who want lower BIK bills. The new A4 1.8 TFSI 170PS SE, for example, can save its driver up to almost £550 in tax over 2yrs/20,000 miles compared with the equivalent A4 TDI - see page 10.

Elsewhere, we've the first details of the exciting brand new Audi A3, as well as the new A6 airroad and A5 Sportback - turn to page 3 for the full story.

Rain Carrischoff  
Head of Fleet  
Audi UK

Audi Fleet Sales  
Audi UK  
Tel: 01273 836100  
www.audi.co.uk  
fleet@audi.co.uk

While every effort has been made to ensure the accuracy of the information contained in this magazine, the publisher cannot be held responsible for any errors or omissions. The publisher also does not accept any liability for any loss or damage, including consequential loss or damage, arising from the use of the information contained in this magazine. Please contact your local Audi representative for more information.

## Sub-130g/km Audi models //

### Audi Fleet set for 2013

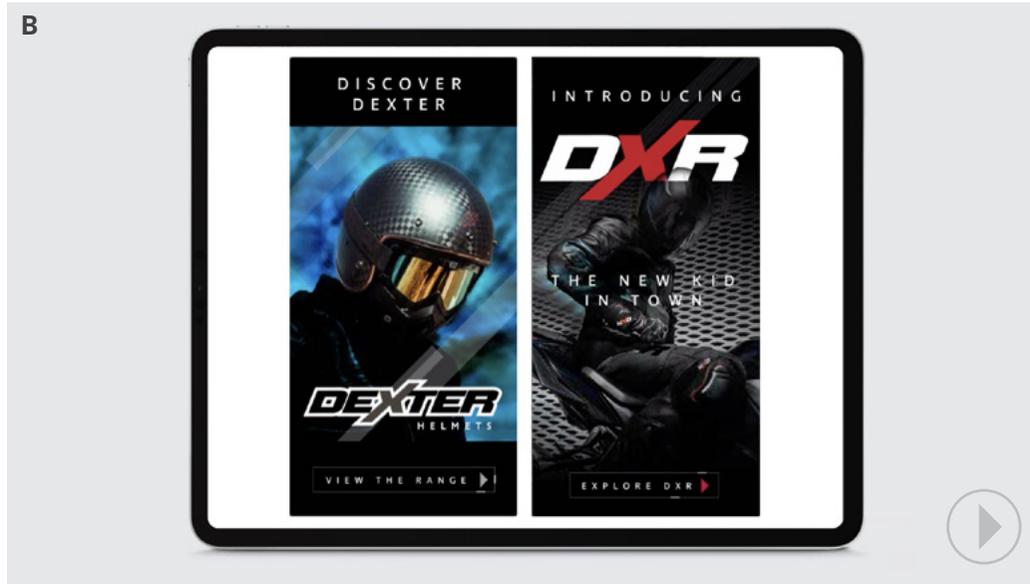
Budget 2012 stated that, from April 2013, only cars with CO2 emissions of between 96g/km and 130g/km will qualify for the full 18% first-year capital allowance. So, in anticipation of the change, here are all the Audi models on sale today with CO2 emissions of 130g/km or less.

Model	CO2 (g/km)	Price
<b>A3</b>		
1.6 TFSI	100g/km	18,995
1.7 TFSI	104g/km	19,995
1.8 TFSI	108g/km	20,995
1.8 TFSI 170PS	122g/km	23,995
1.8 TFSI manual	123g/km	17,995
<b>A3 Sportback</b>		
1.6 TFSI	100g/km	19,995
1.7 TFSI	104g/km	20,995
1.8 TFSI	108g/km	21,995
1.8 TFSI 170PS	122g/km	24,995
1.8 TFSI manual	123g/km	18,995
<b>New A4 Avant</b>		
1.8 TFSI	108g/km	23,995
2.0 TFSI	118g/km	24,995
2.0 TFSI	122g/km	25,995
2.0 TFSI multi-tronic	123g/km	26,995
2.0 TFSI multi-tronic	124g/km	27,995
<b>New A5 Cabriolet</b>		
1.8 TFSI	108g/km	27,995
2.0 TFSI	118g/km	28,995
2.0 TFSI	122g/km	29,995
2.0 TFSI multi-tronic	123g/km	30,995
2.0 TFSI multi-tronic	124g/km	31,995
<b>New A4 Coupé</b>		
1.8 TFSI	108g/km	23,995
2.0 TFSI	118g/km	24,995
2.0 TFSI multi-tronic	123g/km	25,995
2.0 TFSI multi-tronic	124g/km	26,995
<b>A4 Sedan</b>		
1.8 TFSI	108g/km	23,995
2.0 TFSI	118g/km	24,995
2.0 TFSI	122g/km	25,995
2.0 TFSI multi-tronic	123g/km	26,995
2.0 TFSI multi-tronic	124g/km	27,995
<b>New A4 Sedan</b>		
1.6 TFSI Standard	100g/km	18,995
1.6 TFSI	104g/km	19,995
1.7 TFSI	108g/km	20,995
1.8 TFSI	112g/km	21,995
1.8 TFSI	116g/km	22,995
1.8 TFSI	120g/km	23,995
1.8 TFSI	124g/km	24,995
1.8 TFSI	128g/km	25,995
1.8 TFSI	132g/km	26,995
1.8 TFSI	136g/km	27,995
1.8 TFSI	140g/km	28,995
1.8 TFSI	144g/km	29,995
1.8 TFSI	148g/km	30,995
1.8 TFSI	152g/km	31,995
1.8 TFSI	156g/km	32,995
1.8 TFSI	160g/km	33,995
1.8 TFSI	164g/km	34,995
1.8 TFSI	168g/km	35,995
1.8 TFSI	172g/km	36,995
1.8 TFSI	176g/km	37,995
1.8 TFSI	180g/km	38,995
1.8 TFSI	184g/km	39,995
1.8 TFSI	188g/km	40,995
1.8 TFSI	192g/km	41,995
1.8 TFSI	196g/km	42,995
1.8 TFSI	200g/km	43,995
1.8 TFSI	204g/km	44,995
1.8 TFSI	208g/km	45,995
1.8 TFSI	212g/km	46,995
1.8 TFSI	216g/km	47,995
1.8 TFSI	220g/km	48,995
1.8 TFSI	224g/km	49,995
1.8 TFSI	228g/km	50,995
1.8 TFSI	232g/km	51,995
1.8 TFSI	236g/km	52,995
1.8 TFSI	240g/km	53,995
1.8 TFSI	244g/km	54,995
1.8 TFSI	248g/km	55,995
1.8 TFSI	252g/km	56,995
1.8 TFSI	256g/km	57,995
1.8 TFSI	260g/km	58,995
1.8 TFSI	264g/km	59,995
1.8 TFSI	268g/km	60,995
1.8 TFSI	272g/km	61,995
1.8 TFSI	276g/km	62,995
1.8 TFSI	280g/km	63,995
1.8 TFSI	284g/km	64,995
1.8 TFSI	288g/km	65,995
1.8 TFSI	292g/km	66,995
1.8 TFSI	296g/km	67,995
1.8 TFSI	300g/km	68,995
1.8 TFSI	304g/km	69,995
1.8 TFSI	308g/km	70,995
1.8 TFSI	312g/km	71,995
1.8 TFSI	316g/km	72,995
1.8 TFSI	320g/km	73,995
1.8 TFSI	324g/km	74,995
1.8 TFSI	328g/km	75,995
1.8 TFSI	332g/km	76,995
1.8 TFSI	336g/km	77,995
1.8 TFSI	340g/km	78,995
1.8 TFSI	344g/km	79,995
1.8 TFSI	348g/km	80,995
1.8 TFSI	352g/km	81,995
1.8 TFSI	356g/km	82,995
1.8 TFSI	360g/km	83,995
1.8 TFSI	364g/km	84,995
1.8 TFSI	368g/km	85,995
1.8 TFSI	372g/km	86,995
1.8 TFSI	376g/km	87,995
1.8 TFSI	380g/km	88,995
1.8 TFSI	384g/km	89,995
1.8 TFSI	388g/km	90,995
1.8 TFSI	392g/km	91,995
1.8 TFSI	396g/km	92,995
1.8 TFSI	400g/km	93,995
1.8 TFSI	404g/km	94,995
1.8 TFSI	408g/km	95,995
1.8 TFSI	412g/km	96,995
1.8 TFSI	416g/km	97,995
1.8 TFSI	420g/km	98,995
1.8 TFSI	424g/km	99,995
1.8 TFSI	428g/km	100,995
1.8 TFSI	432g/km	101,995
1.8 TFSI	436g/km	102,995
1.8 TFSI	440g/km	103,995
1.8 TFSI	444g/km	104,995
1.8 TFSI	448g/km	105,995
1.8 TFSI	452g/km	106,995
1.8 TFSI	456g/km	107,995
1.8 TFSI	460g/km	108,995
1.8 TFSI	464g/km	109,995
1.8 TFSI	468g/km	110,995
1.8 TFSI	472g/km	111,995
1.8 TFSI	476g/km	112,995
1.8 TFSI	480g/km	113,995
1.8 TFSI	484g/km	114,995
1.8 TFSI	488g/km	115,995
1.8 TFSI	492g/km	116,995
1.8 TFSI	496g/km	117,995
1.8 TFSI	500g/km	118,995
1.8 TFSI	504g/km	119,995
1.8 TFSI	508g/km	120,995
1.8 TFSI	512g/km	121,995
1.8 TFSI	516g/km	122,995
1.8 TFSI	520g/km	123,995
1.8 TFSI	524g/km	124,995
1.8 TFSI	528g/km	125,995
1.8 TFSI	532g/km	126,995
1.8 TFSI	536g/km	127,995
1.8 TFSI	540g/km	128,995
1.8 TFSI	544g/km	129,995
1.8 TFSI	548g/km	130,995
1.8 TFSI	552g/km	131,995
1.8 TFSI	556g/km	132,995
1.8 TFSI	560g/km	133,995
1.8 TFSI	564g/km	134,995
1.8 TFSI	568g/km	135,995
1.8 TFSI	572g/km	136,995
1.8 TFSI	576g/km	137,995
1.8 TFSI	580g/km	138,995
1.8 TFSI	584g/km	139,995
1.8 TFSI	588g/km	140,995
1.8 TFSI	592g/km	141,995
1.8 TFSI	596g/km	142,995
1.8 TFSI	600g/km	143,995
1.8 TFSI	604g/km	144,995
1.8 TFSI	608g/km	145,995
1.8 TFSI	612g/km	146,995
1.8 TFSI	616g/km	147,995
1.8 TFSI	620g/km	148,995
1.8 TFSI	624g/km	149,995
1.8 TFSI	628g/km	150,995
1.8 TFSI	632g/km	151,995
1.8 TFSI	636g/km	152,995
1.8 TFSI	640g/km	153,995
1.8 TFSI	644g/km	154,995
1.8 TFSI	648g/km	155,995
1.8 TFSI	652g/km	156,995
1.8 TFSI	656g/km	157,995
1.8 TFSI	660g/km	158,995
1.8 TFSI	664g/km	159,995
1.8 TFSI	668g/km	160,995
1.8 TFSI	672g/km	161,995
1.8 TFSI	676g/km	162,995
1.8 TFSI	680g/km	163,995
1.8 TFSI	684g/km	164,995
1.8 TFSI	688g/km	165,995
1.8 TFSI	692g/km	166,995
1.8 TFSI	696g/km	167,995
1.8 TFSI	700g/km	168,995
1.8 TFSI	704g/km	169,995
1.8 TFSI	708g/km	170,995
1.8 TFSI	712g/km	171,995
1.8 TFSI	716g/km	172,995
1.8 TFSI	720g/km	173,995
1.8 TFSI	724g/km	174,995
1.8 TFSI	728g/km	175,995
1.8 TFSI	732g/km	176,995
1.8 TFSI	736g/km	177,995
1.8 TFSI	740g/km	178,995
1.8 TFSI	744g/km	179,995
1.8 TFSI	748g/km	180,995
1.8 TFSI	752g/km	181,995
1.8 TFSI	756g/km	182,995
1.8 TFSI	760g/km	183,995
1.8 TFSI	764g/km	184,995
1.8 TFSI	768g/km	185,995
1.8 TFSI	772g/km	186,995
1.8 TFSI	776g/km	187,995
1.8 TFSI	780g/km	188,995
1.8 TFSI	784g/km	189,995
1.8 TFSI	788g/km	190,995
1.8 TFSI	792g/km	191,995
1.8 TFSI	796g/km	192,995
1.8 TFSI	800g/km	193,995
1.8 TFSI	804g/km	194,995
1.8 TFSI	808g/km	195,995
1.8 TFSI	812g/km	196,995
1.8 TFSI	816g/km	197,995
1.8 TFSI	820g/km	198,995
1.8 TFSI	824g/km	199,995
1.8 TFSI	828g/km	200,995
1.8 TFSI	832g/km	201,995
1.8 TFSI	836g/km	202,995
1.8 TFSI	840g/km	203,995
1.8 TFSI	844g/km	204,995
1.8 TFSI	848g/km	205,995
1.8 TFSI	852g/km	206,995
1.8 TFSI	856g/km	207,995
1.8 TFSI	860g/km	208,995
1.8 TFSI	864g/km	209,995
1.8 TFSI	868g/km	210,995
1.8 TFSI	872g/km	211,995
1.8 TFSI	876g/km	212,995
1.8 TFSI	880g/km	213,995
1.8 TFSI	884g/km	214,995
1.8 TFSI	888g/km	215,995
1.8 TFSI	892g/km	216,995
1.8 TFSI	896g/km	217,995
1.8 TFSI	900g/km	218,995
1.8 TFSI	904g/km	219,995
1.8 TFSI	908g/km	220,995
1.8 TFSI	912g/km	221,995
1.8 TFSI	916g/km	222,995
1.8 TFSI	920g/km	223,995
1.8 TFSI	924g/km	224,995
1.8 TFSI	928g/km	225,995
1.8 TFSI	932g/km	226,995
1.8 TFSI	936g/km	227,995
1.8 TFSI	940g/km	228,995
1.8 TFSI	944g/km	229,995
1.8 TFSI	948g/km	230,995
1.8 TFSI	952g/km	231,995
1.8 TFSI	956g/km	232,995
1.8 TFSI	960g/km	233,995
1.8 TFSI	964g/km	234,995
1.8 TFSI	968g/km	235,995
1.8 TFSI	972g/km	236,995
1.8 TFSI	976g/km	237,995
1.8 TFSI	980g/km	238,995
1.8 TFSI	984g/km	239,995
1.8 TFSI	988g/km	240,995
1.8 TFSI	992g/km	241,995
1.8 TFSI	996g/km	242,995
1.8 TFSI	1000g/km	243,995

For further details on any model in the Audi range, call 0800 243 5663, or visit [audi.co.uk](http://audi.co.uk)



**Audi**  
Design and development files for an interactive iPad magazine.



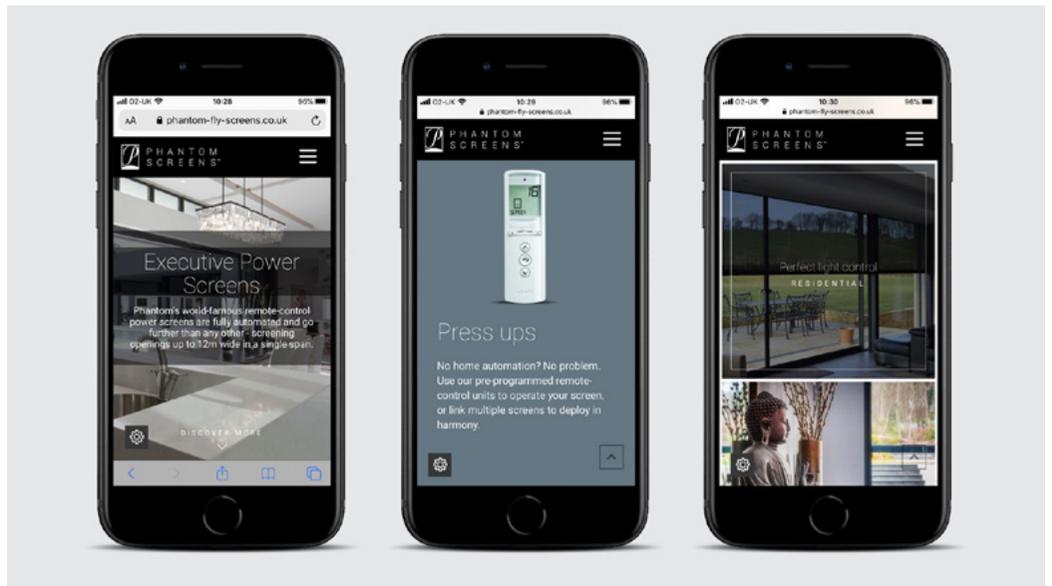
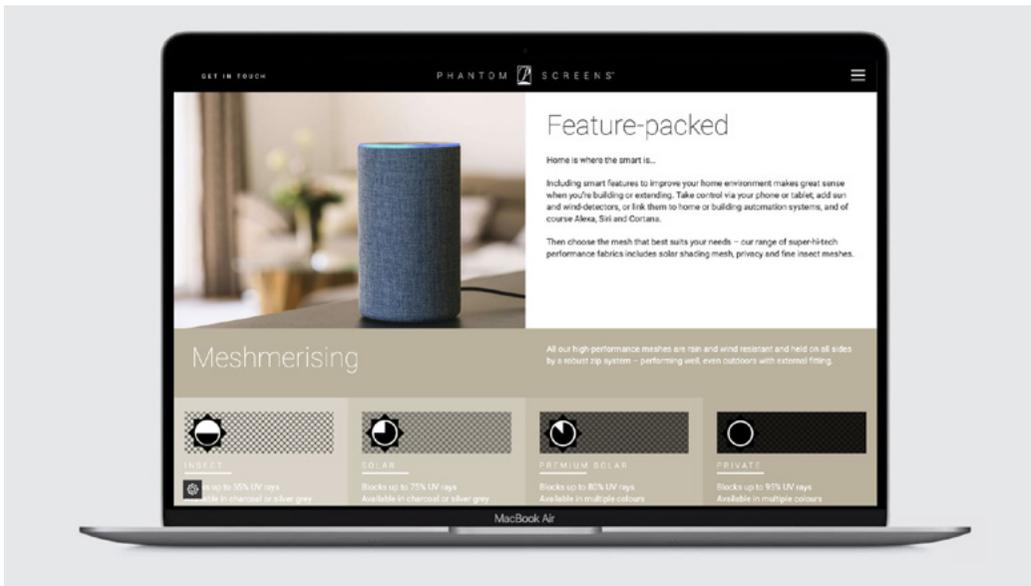
## Various – online animation

Examples of various HTML5 Canvas animations.

- A. Animated marketing piece
- B. Series of double MPU animated gifs
- C. Animated marketing piece
- D. Animated MPU



**Web  
design.**

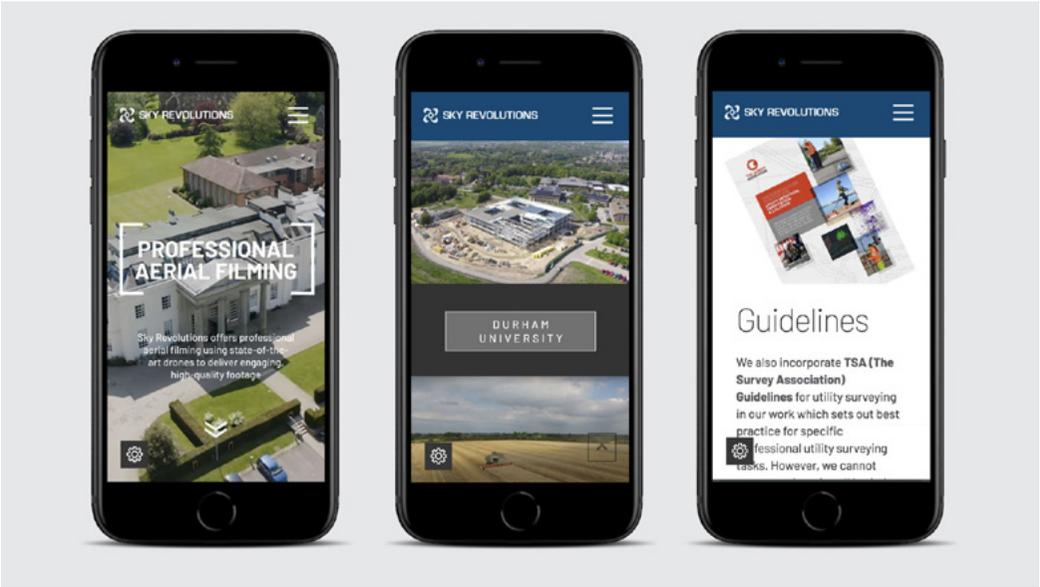
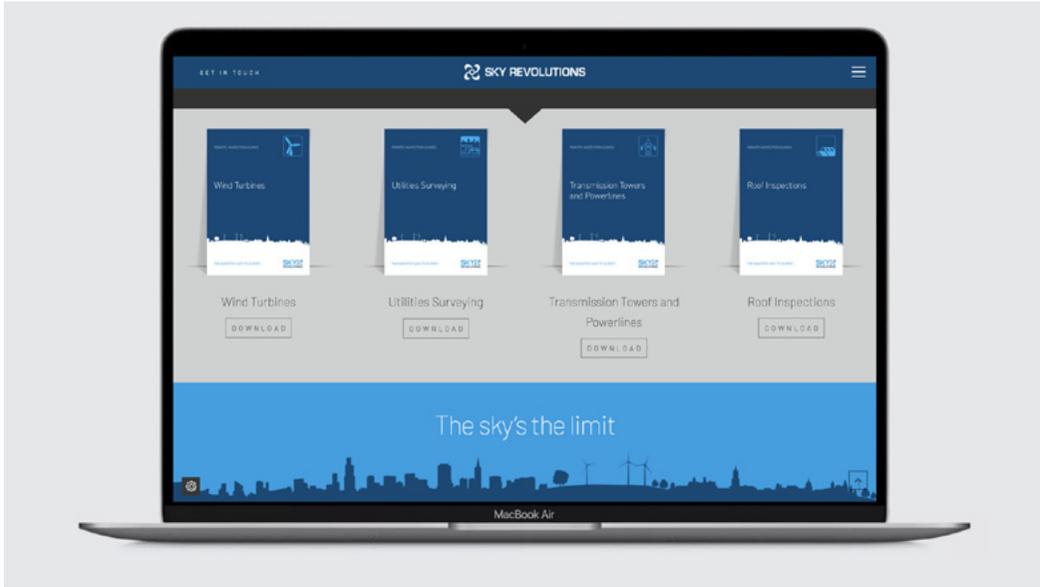


## Phantom Screens

Phantom wanted to reposition their retractable screens as a premium product within the home automation sector, appealing to both self-builders and architects. The re-brand was initially rolled out with a new website.

View website:  
▶ [phantom-screens.co.uk](http://phantom-screens.co.uk)



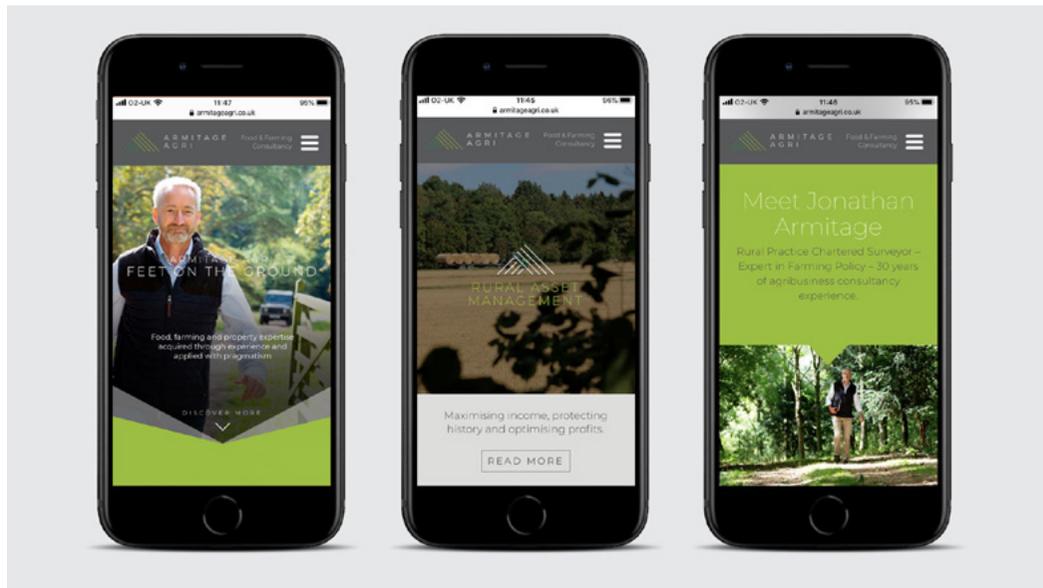
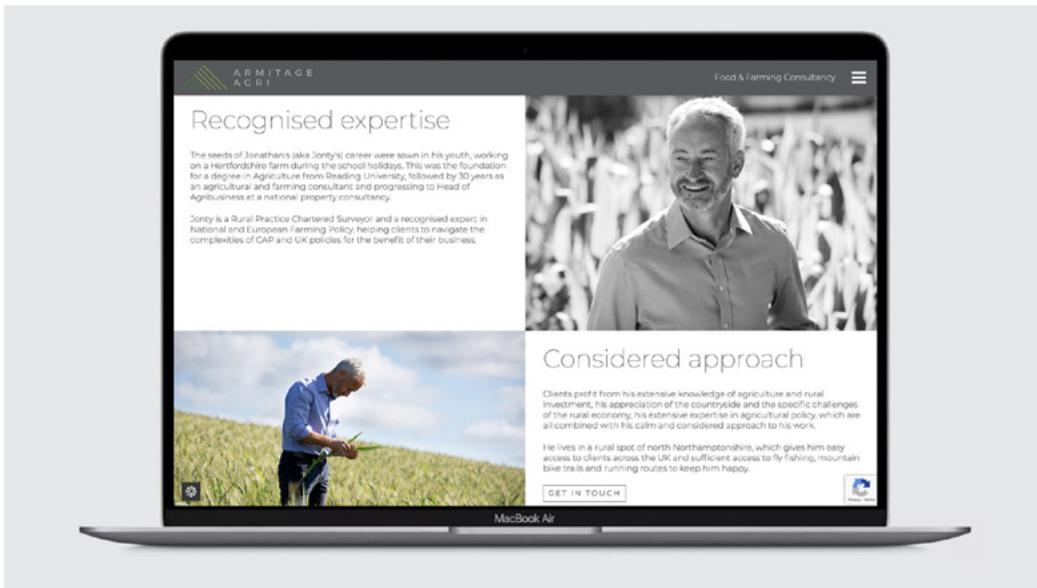


# Sky Revolutions

Redesigned and built to showcase the company's aerial photography, videography and timelapse video.

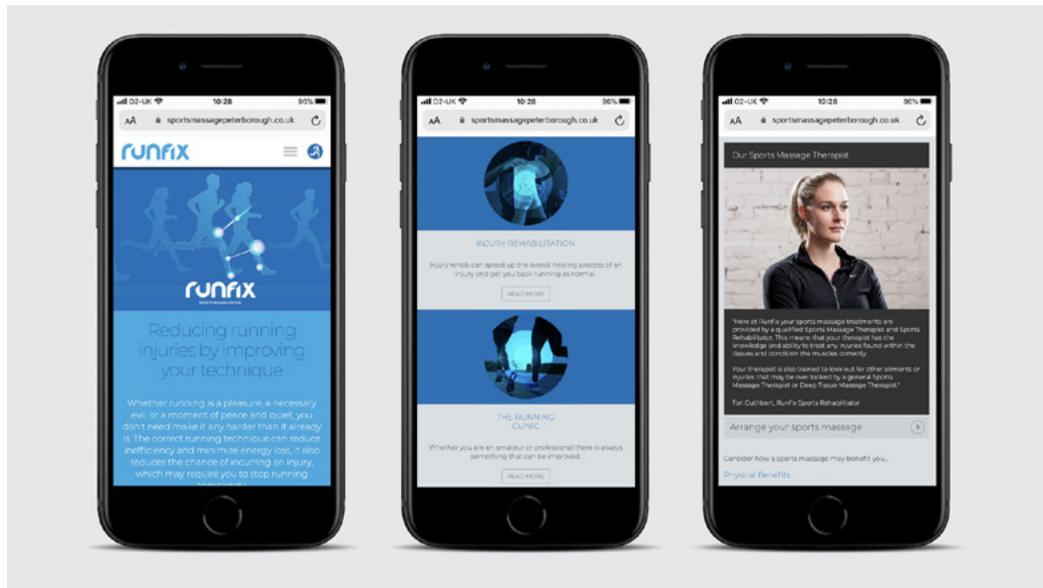
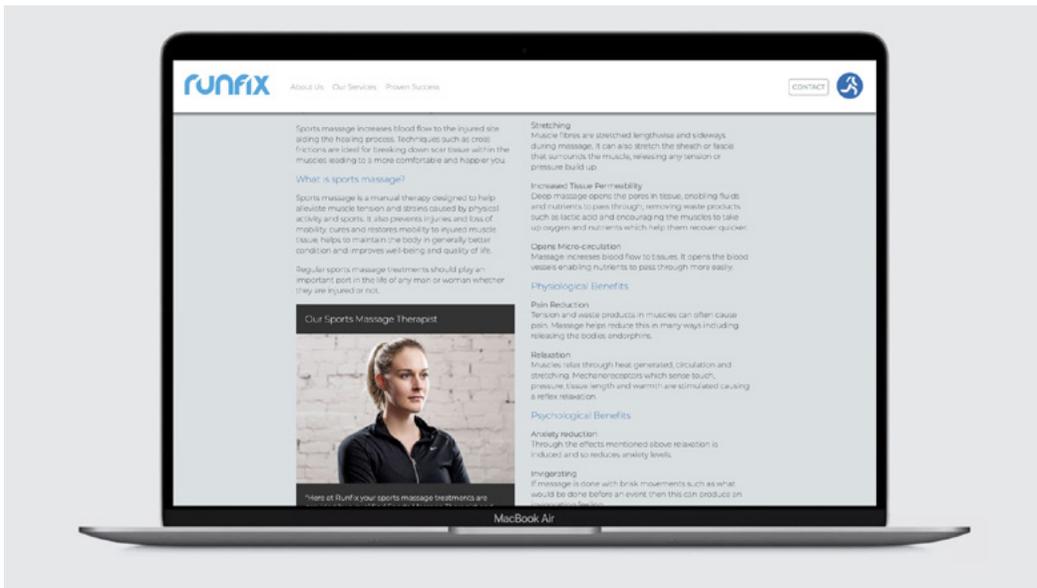
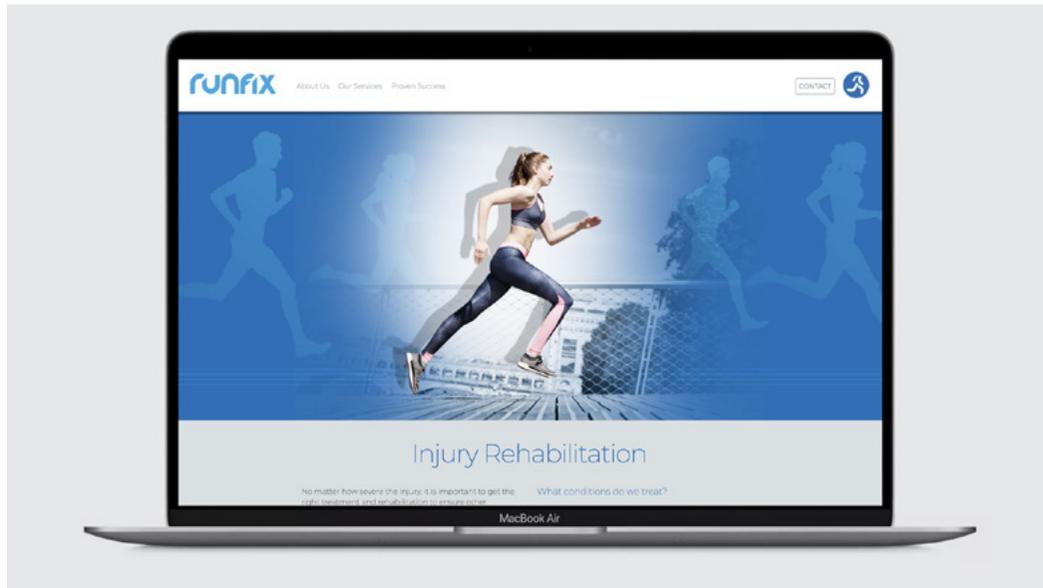
View website:  
[skyrevolutions.co.uk](http://skyrevolutions.co.uk)





## Armitage Agri

A new business which needed a website that would appeal to both the modern and traditional side of the agricultural sector and convey the up-to-date expertise offered by the client.

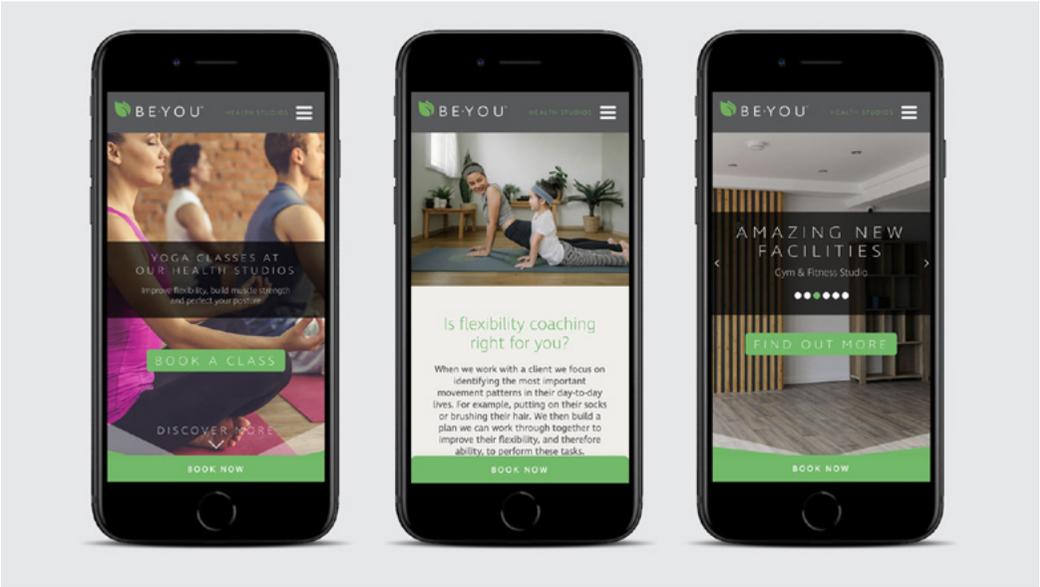


# Runfix

Website design and branding for a sports rehabilitation clinic focusing on runners.

View website:  
[▶ myrunfix.co.uk](http://myrunfix.co.uk)



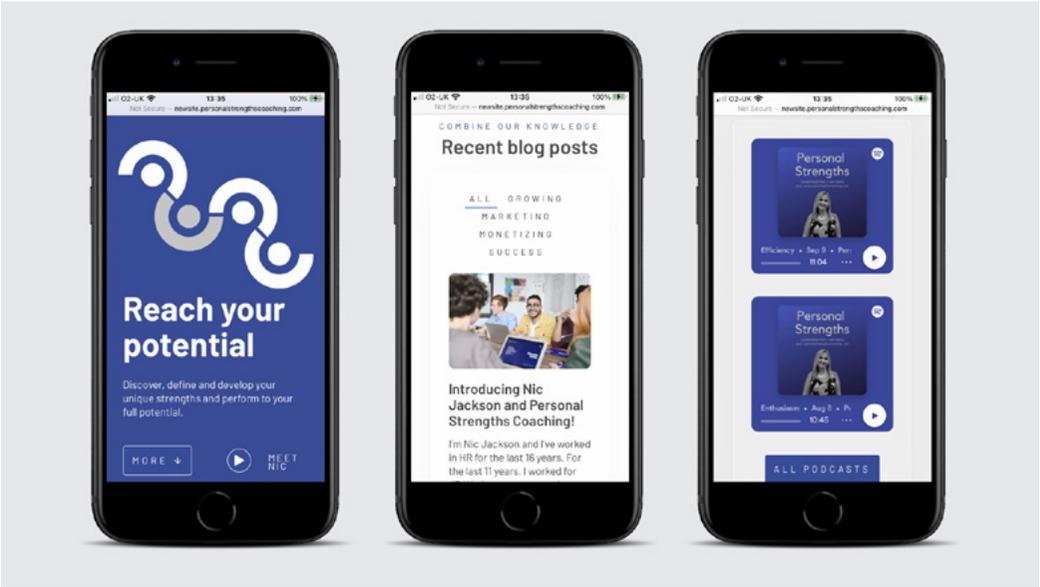
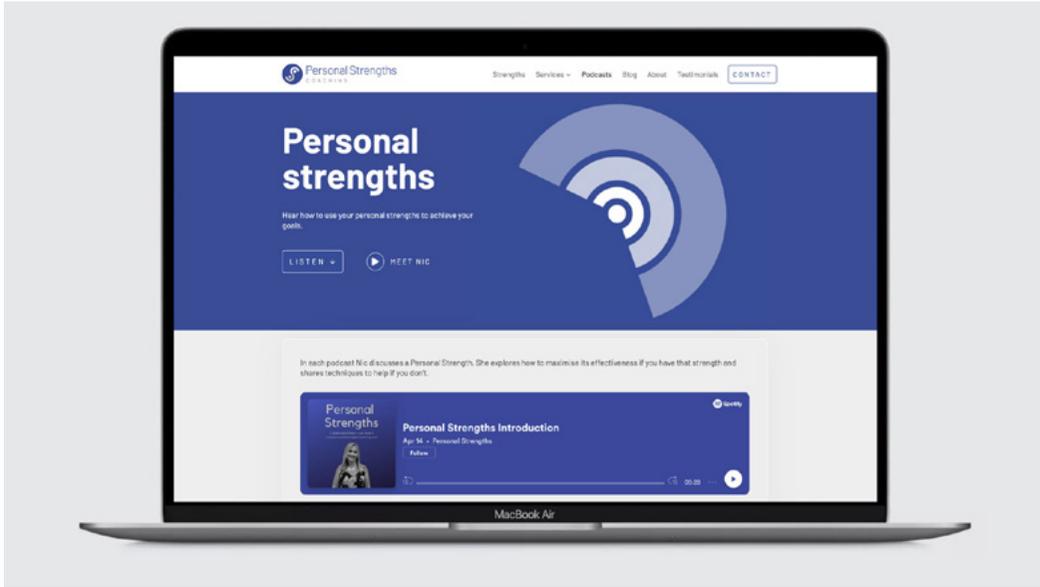
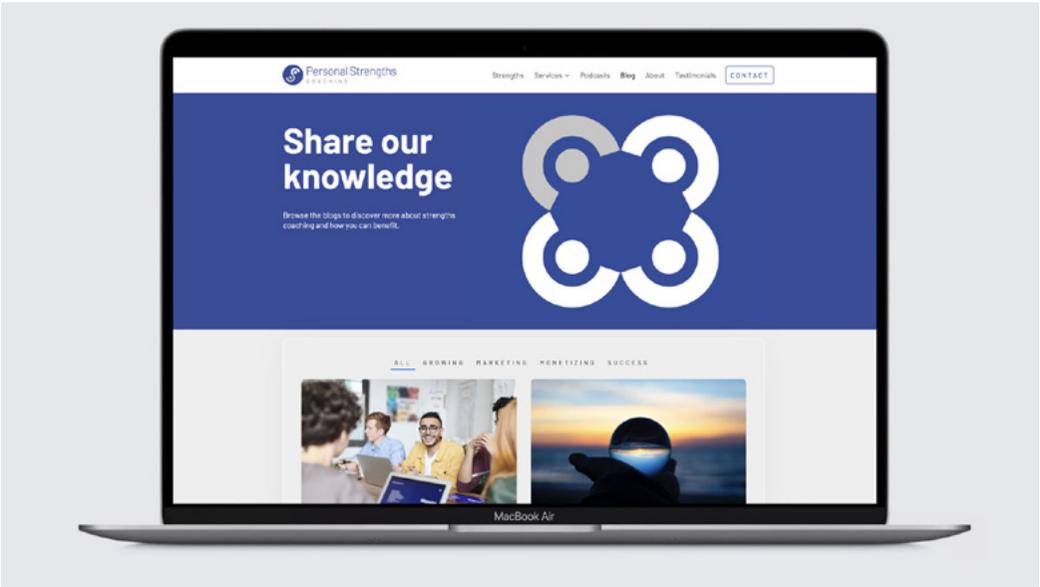
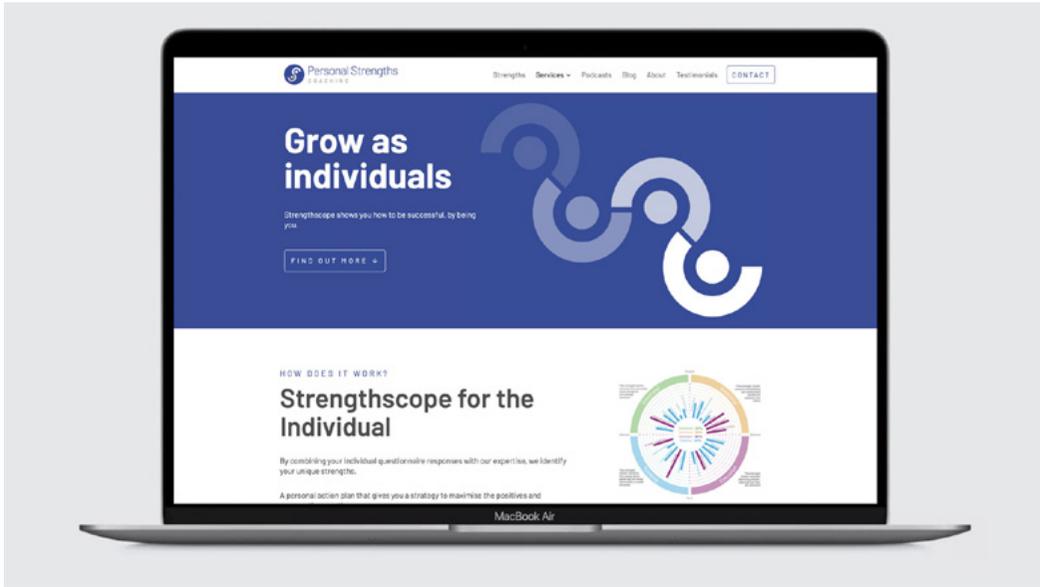


# Be You Health Studios

This new website incorporated the clients brand style, design and photography, ensuring a seamless transition between online and offline.

View website:  
[▶ beyouhealthstudios.co.uk](https://beyouhealthstudios.co.uk)



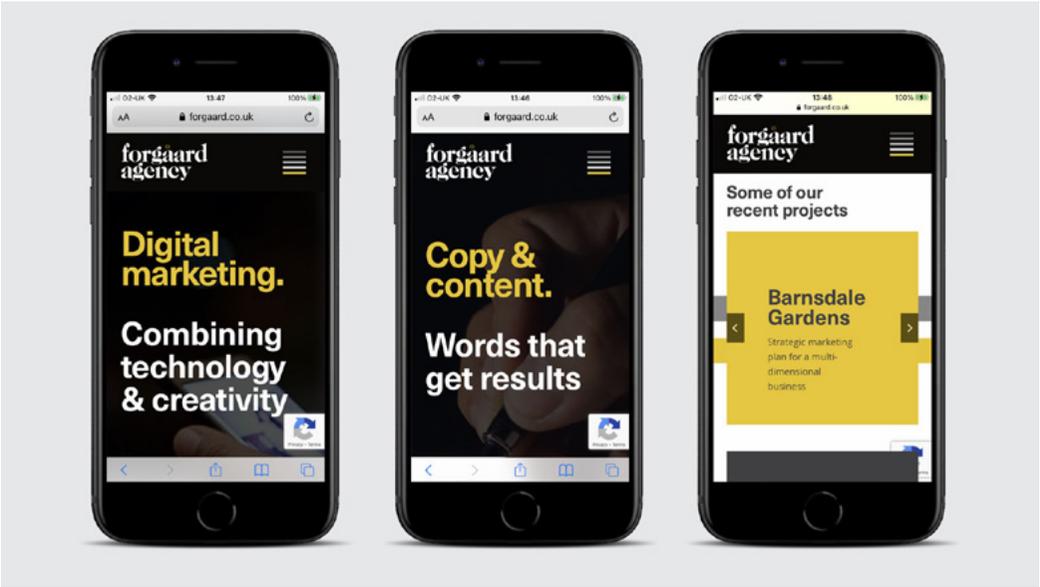
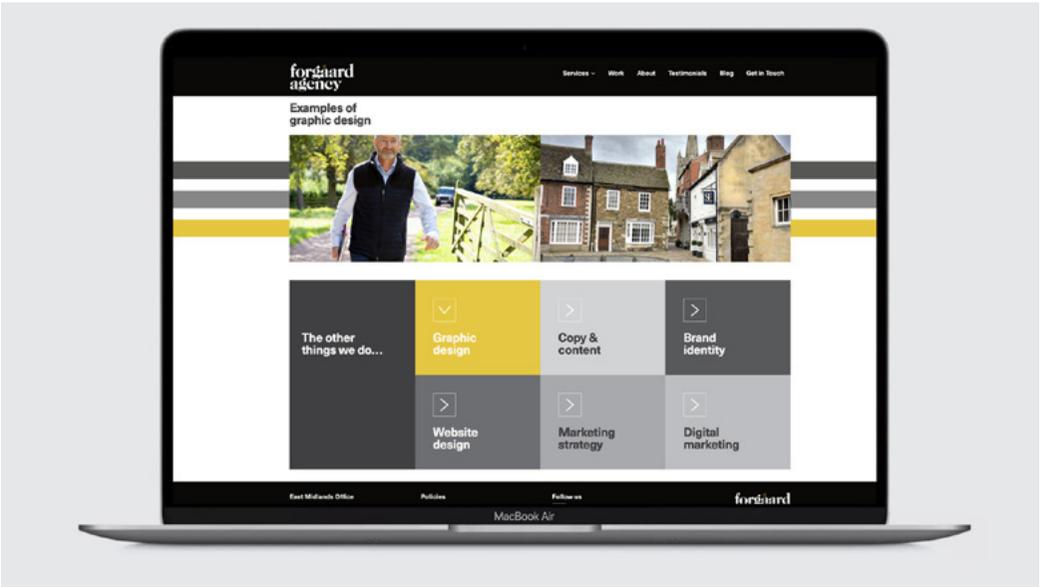
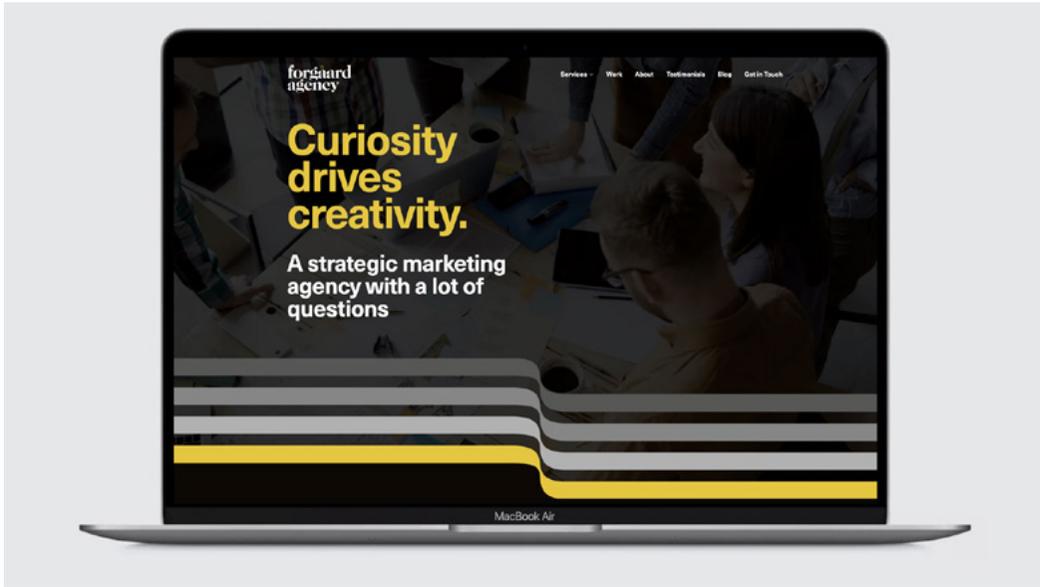


# Personal Strengths Coaching

Brand refresh and new WordPress website for a personal strengths coach who wanted to target a corporate audience.

View website:  
▶ [personalstrengthscoaching.com](https://personalstrengthscoaching.com)





# Forgaard Agency

Website design and brand implementation for a full-service marketing agency.

View website: [forgaard.co.uk](http://forgaard.co.uk)



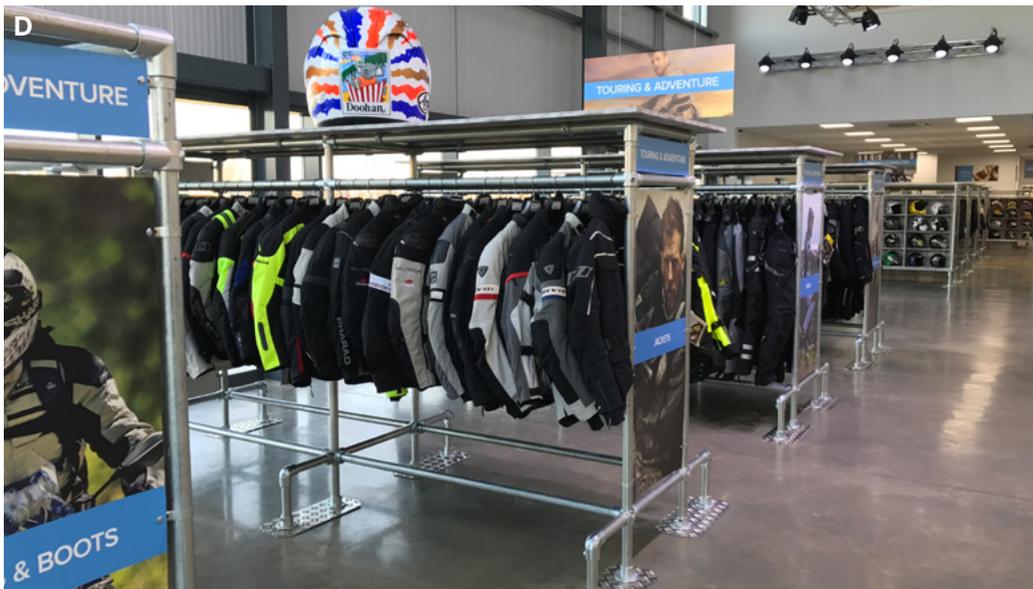
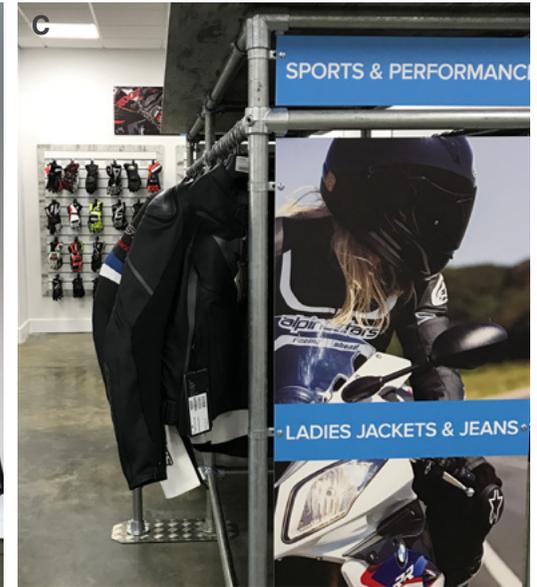
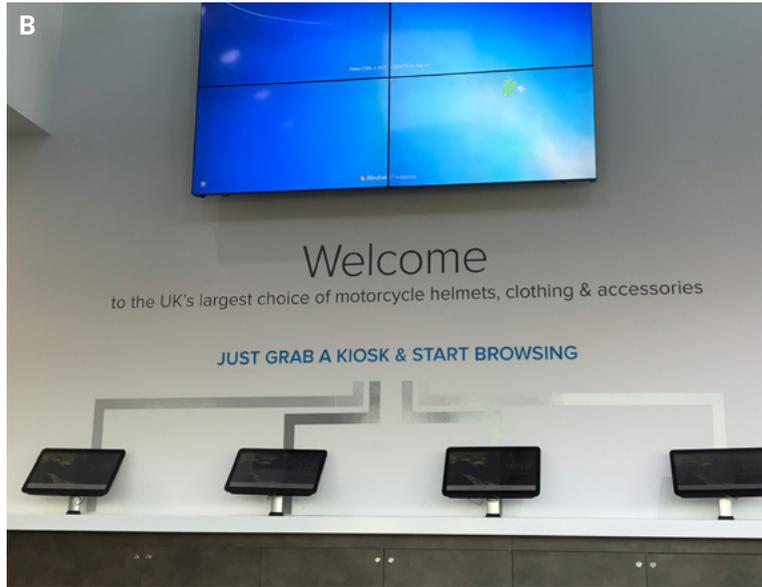


**Large  
format.**



**Exhibition graphics**

A selection of large format graphics.



## Sportsbikeshop

Superstore point of sale graphics.

- A. 5m transparent vinyl window graphic.
- B. Vinyl wall graphics.
- C-E. In-store point of sale including hanging signs, wall mounted graphics and gondola ends fixed with eyelets.



## Vehicle livery

Various examples of vehicle livery.



**Packaging  
design.**



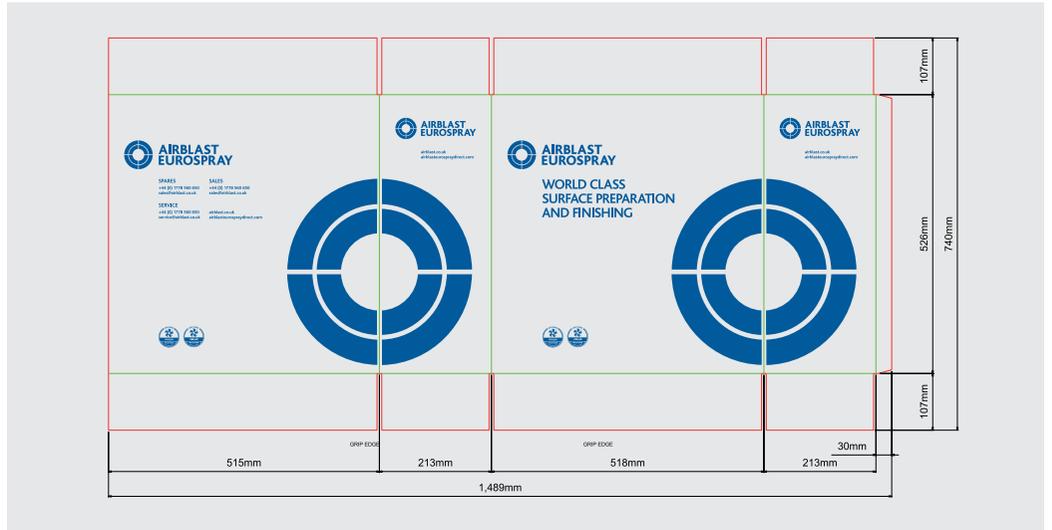
# Sportsbikeshop

Can design and artwork for their own brand range of motorcycle cleaning products.



**The One Card Company**

Packaging and product design.



## Airblast

Transit packaging design and artwork.



## WD-40

Can artwork for UK and Europe.

**delcruft.**<sup>™</sup>



**Case  
studies.**



# Be You Health Studios.

**Bringing branding into  
the built environment**

This new health studio required a full branding package for use across the building, staff uniform, website, social media and all associated marketing collateral.

Be You asked me to develop a brand identity which reflected their natural, healthy approach to health and fitness, which accentuated their spa-like environment and was contemporary and also approachable.

Collaboration with multiple individuals and industries was required in order to deliver the project successfully. I worked with carpenters, sign-writers, shopfitters and interior designers to ensure the branding was brought to life in the overall look of the gym, from the fixtures and fittings to the uniform and signage.



## Branding

The branding must be consistent at every touch point and in every aspect of the business, from signage to building materials.



**SPECIFICATION**

**Exclusion zone - Logo on white**  
No object/background should fall within the exclusion zone (dotted line) other than the logo. This is defined by the spacing as shown.

**Exclusion zone - Logo on coloured background**  
No object/background should fall within the exclusion zone (dotted line) other than the logo. This is defined by the spacing as shown. The minimum area for the coloured background should be equal to the exclusion zone.

**Designers notes - Company Division Spac**  
Font: Ingra Web Book / Size: 12 pt  
Tracking: Optimal / Kerning: 0

**Colour Reference**



**SPECIFICATION**

**Exclusion zone - Logo on white**  
No object/background should fall within the exclusion zone (dotted line) other than the logo. This is defined by the spacing as shown.

**Exclusion zone - Logo on coloured background**  
No object/background should fall within the exclusion zone (dotted line) other than the logo. This is defined by the spacing as shown. The minimum area for the coloured background should be equal to the exclusion zone.

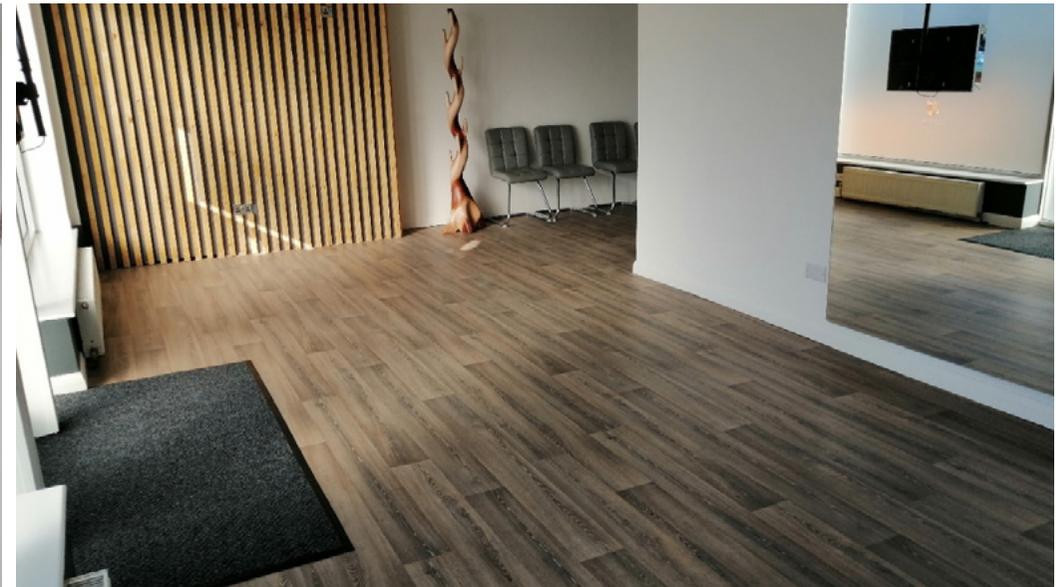
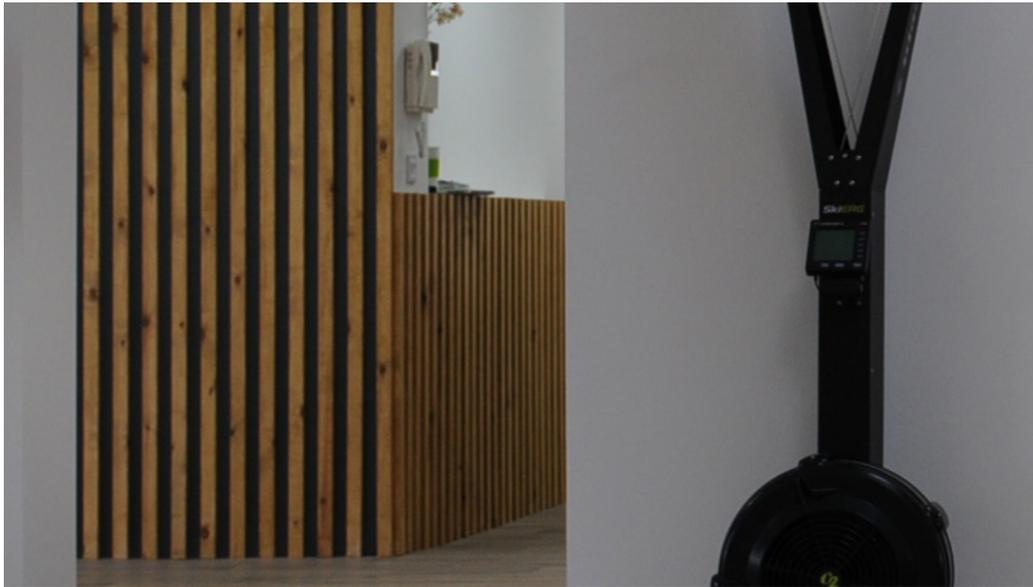
**Designers notes - Company Division Spac**  
Font: Ingra Web Book / Size: 12 pt  
Tracking: Optimal / Kerning: 0

**Colour Reference**



## Brand guidelines

These show how the colour palette and logo should be used across different media.



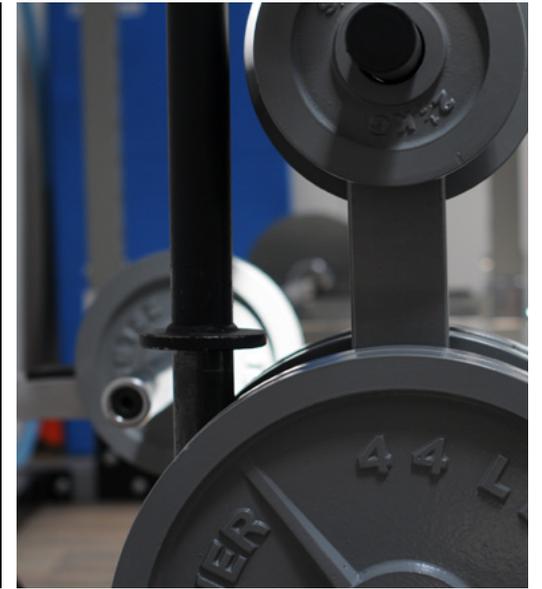
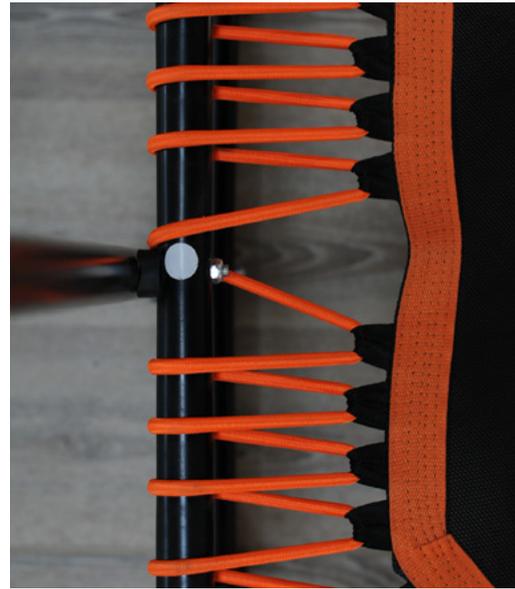
## Signage & building materials

Wood was used to accentuate the natural, environmental approach and to convey a spa-like feel which is more relevant to the brand than a standard gym feel.



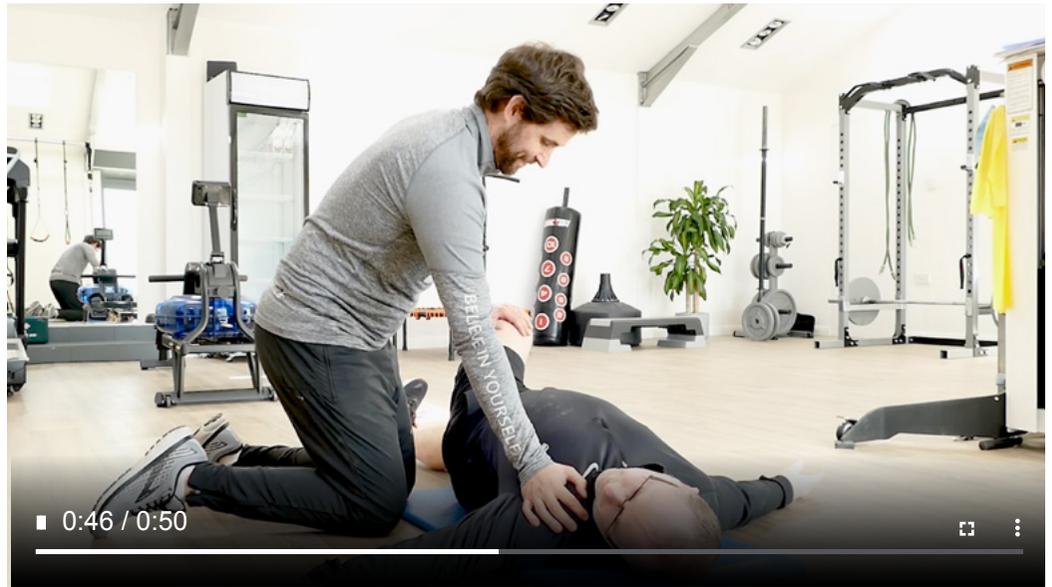
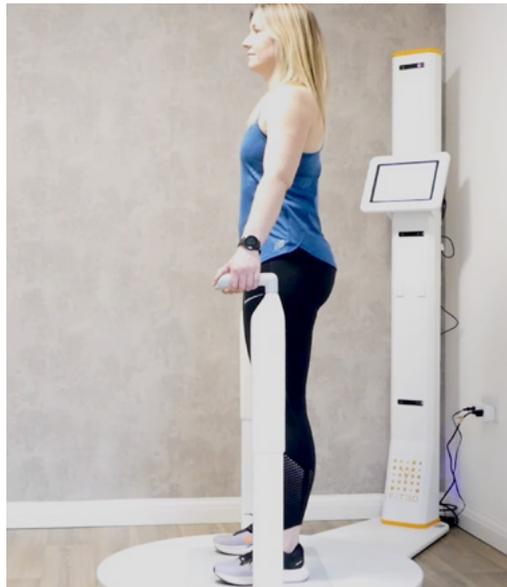
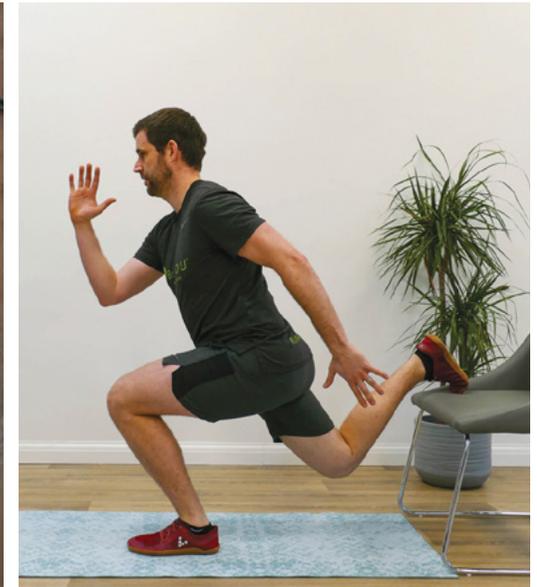
## Branded clothing

Staff clothing was designed to show the branding clearly and to convey a clinical but natural feel.



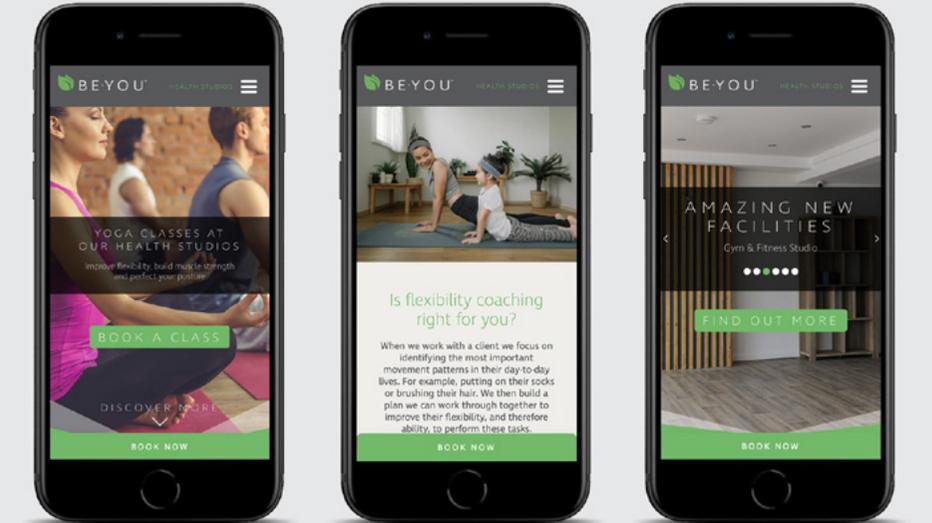
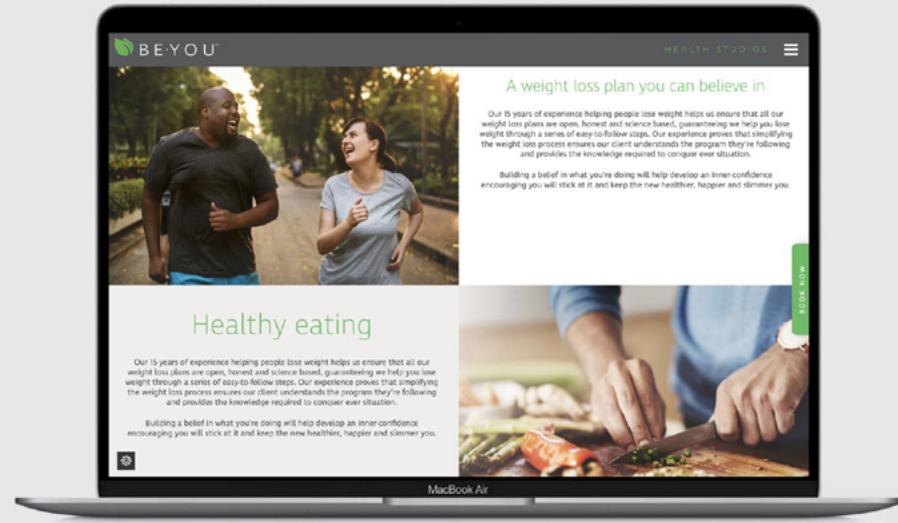
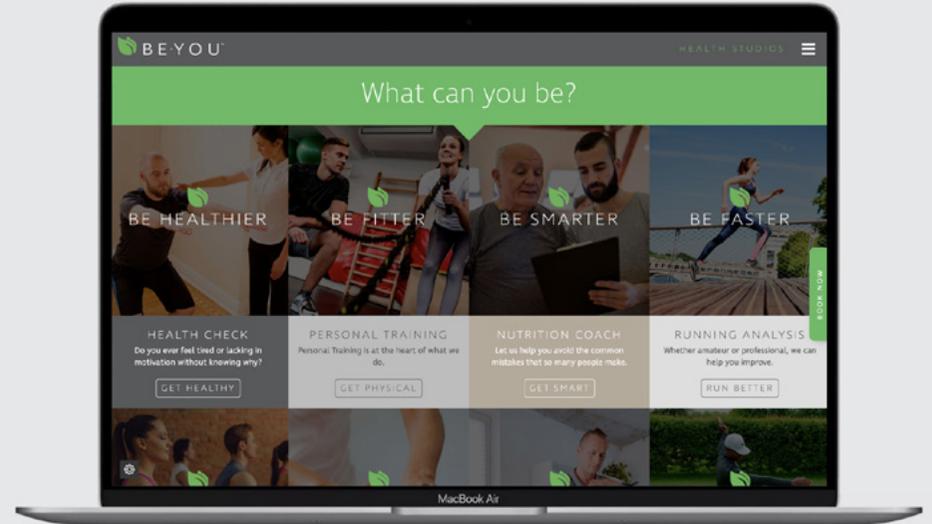
## Photography library

Photographs were commissioned and art-directed for use across all marketing material. The photos convey the state-of-the-art facilities while maintaining the warm and friendly feel of the brand.



## Video library

Videos were used for welcomes, testimonials and exercise routines. The style of videography reflected the clean, uncluttered feel of the Be You branding.



## Website

The website incorporated the brand style, design techniques and photography, ensuring a seamless transition between online and offline.

View website:  
[▶ beyouhealthstudios.co.uk](https://beyouhealthstudios.co.uk)





- 1a On your side, stack both feet on top of each other, lift your hips and top leg and hold for a minimum of 10 secs.
- 1b Repeat on the other arm.

⚠ Please do not attempt any of these movement if you're injured. Please contact us for advice.

**BE·YOU™**  
HEALTH STUDIOS  
967 Lincoln Road,  
Walton Retail Park,  
Peterborough PE4 6A

**COVID FRIENDLY  
ANTI-BAC CARD**

## A better you during lockdown

EXERCISE CARD 1 OF 3

We realise that in this difficult time it's easy to get stuck in a sitting shape so we want to help get you moving again.

Our three part series of movement exercise cards have been designed to improve your mobility and we hope you feel the difference.

If you would like to try having a series of movements developed specifically for you then we can help.

Ben Cuthbert  
Head Movement Coach

Start using your exercise card today. Just fold & stand

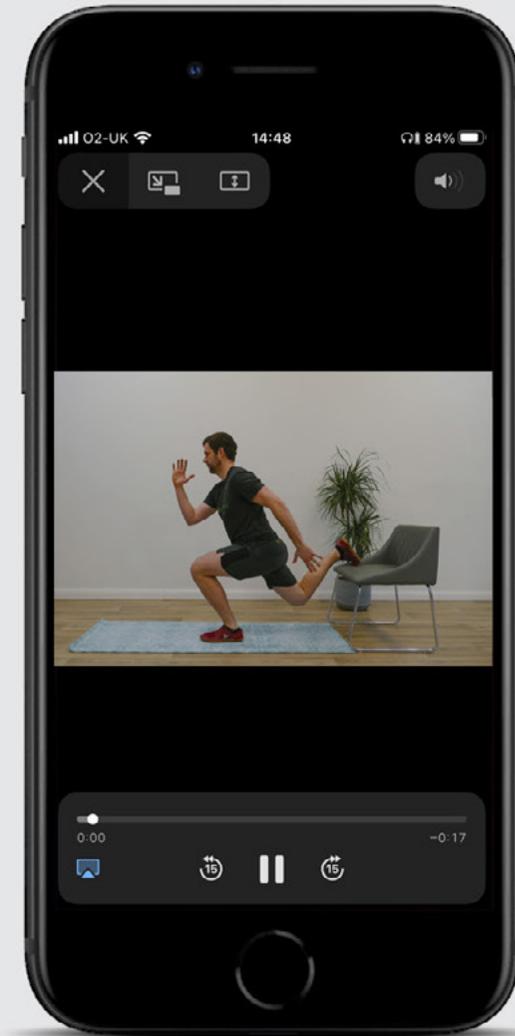
**BELIEVING IN A FITTER  
& HEALTHIER YOU**



- 2a Standing on one leg place the other leg on a chair. Keeping your front leg as straight as possible reach for the floor – the lower the better.
- 2b As you rise, slowly drop the knee on the chair to the floor – the slower the better. 5 reps minimum. Change legs.

⚠ If you feel unsteady use the wall or a chair for support being safe when balancing is top priority.

Watch our video tutorials online:  
[www.beyouhealthstudios.co.uk/videos](http://www.beyouhealthstudios.co.uk/videos)



## Door drop

A door drop leaflet was designed for distribution during Covid. It gave practical, useful exercise advice and positioned Be You as a friendly, approachable health studio. The use of wipeable anti-bac card was a relevant touch.



## Employee health check

Used to promote the employee health check service to business leaders, the personalised invitation was designed in a corporate variation of the Be You branding to reflect the target audience.



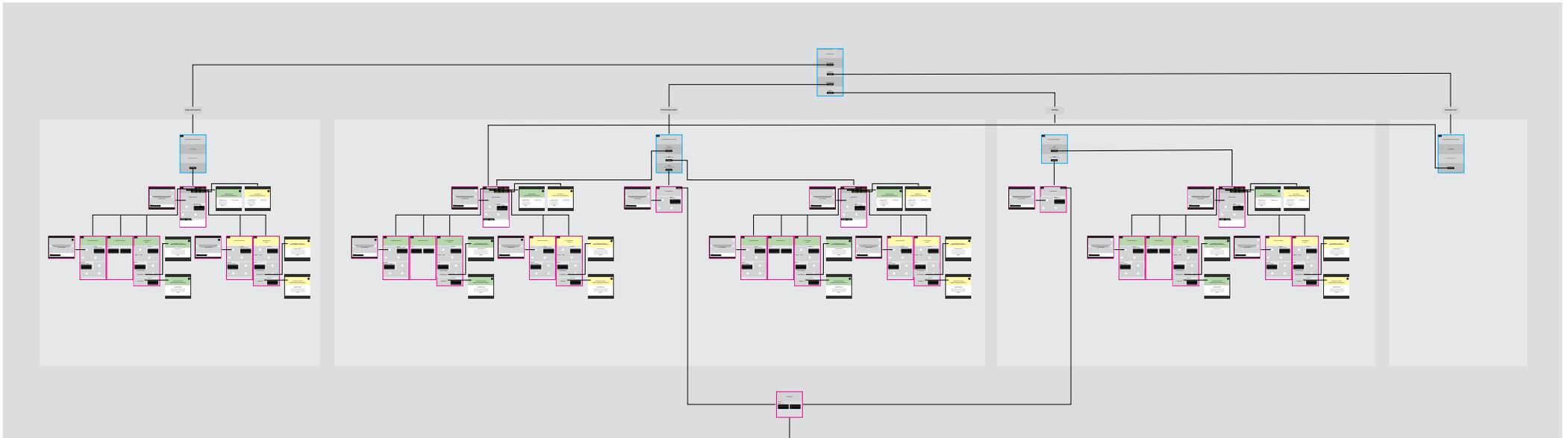
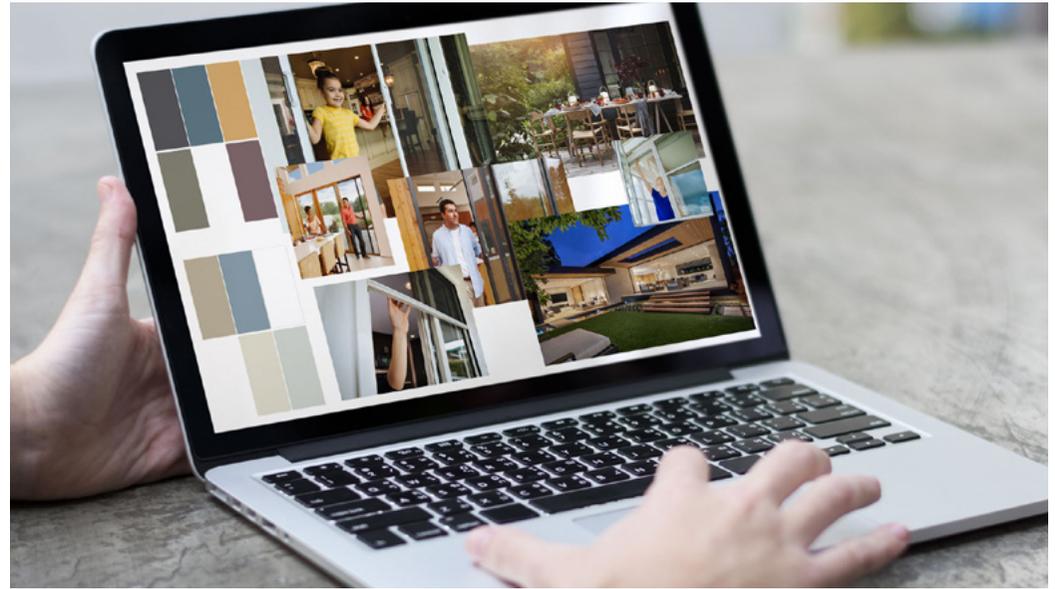
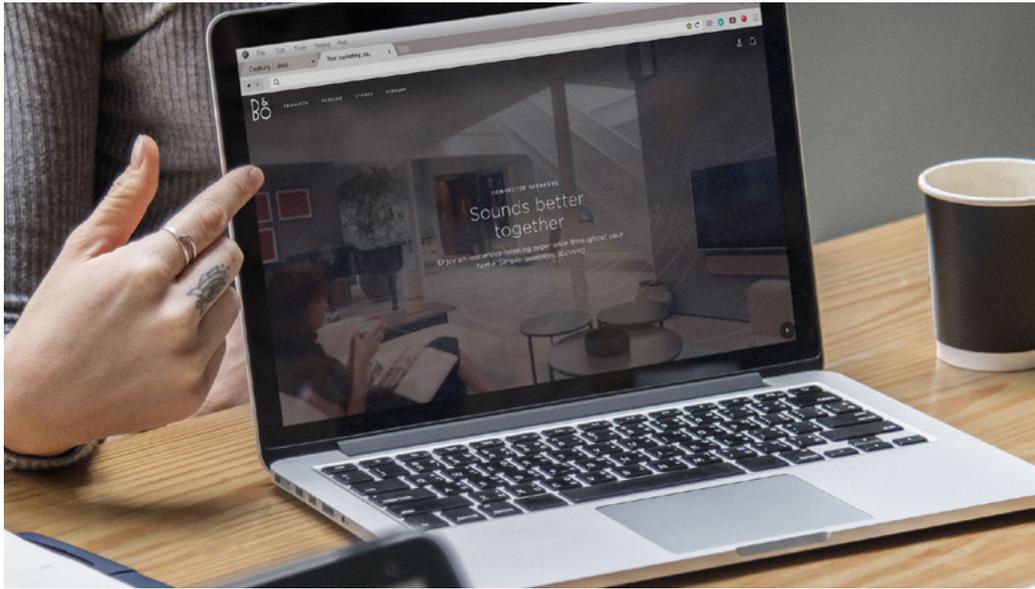
# Phantom Screens.

Repositioning a national brand

I had been working with Phantom Screens since they first came to the UK market in 2007. However 2020, was time for a rebrand.

Phantom wanted to reposition their retractable screens as a premium product within the home automation sector, appealing to both self-builders and architects.

The lead piece of communication in their new strategy was a WordPress website – they wanted to utilise the extensive range of analytical and SEO tools available within WordPress to help understand and improve user engagement .



## Client workshop, research & planning

As part of the project inception phase, I conducted a number of workshops looking at target audience, photographic direction and how the customer journey would influence the site structure.



## UX development and testing

The site was initially wire framed using Adobe XD. Via a second workshop, I demonstrated the new UX to the client team allowing them to experience a working example of the new site and identify any areas that required improvement.

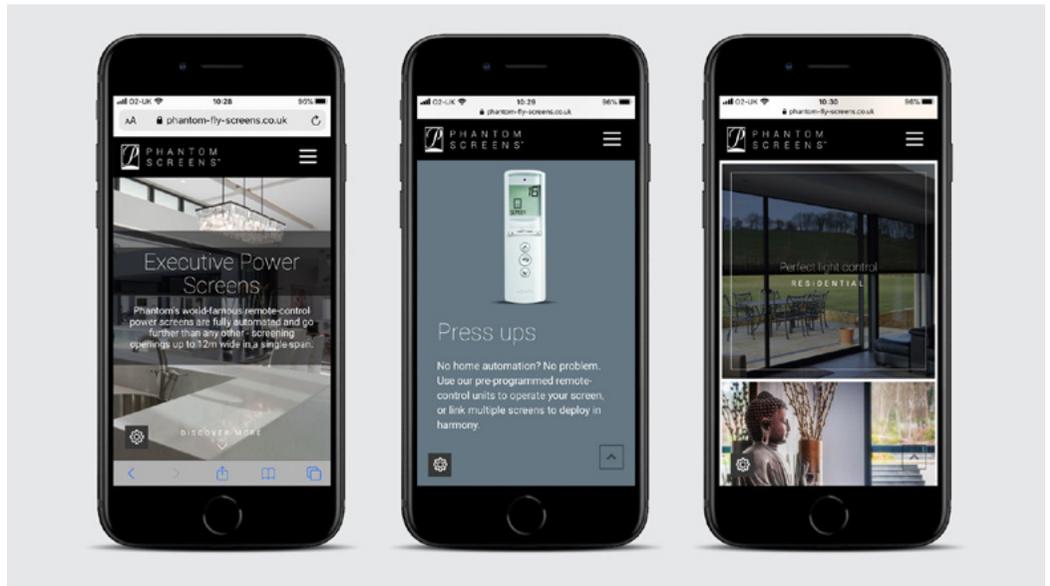
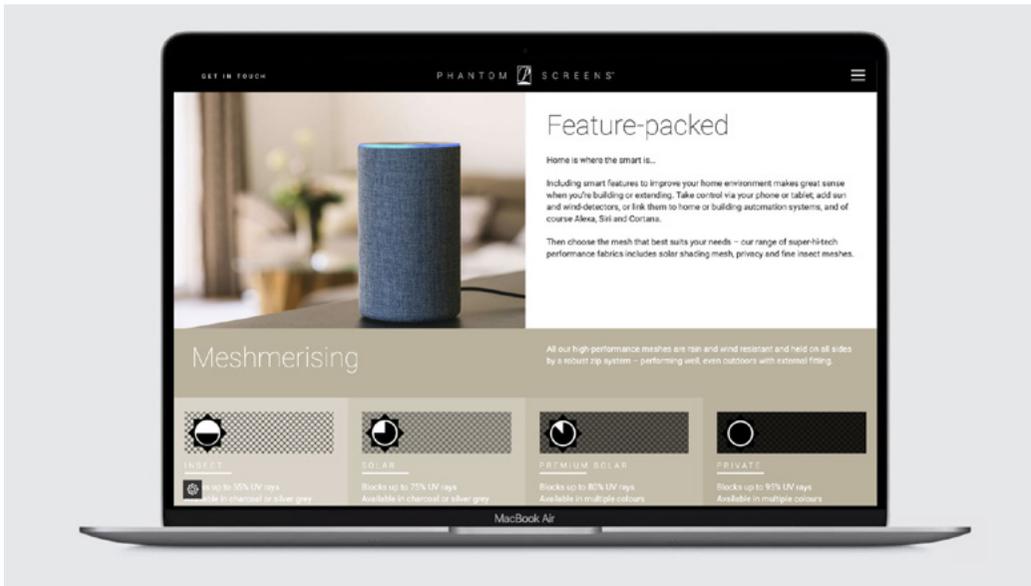
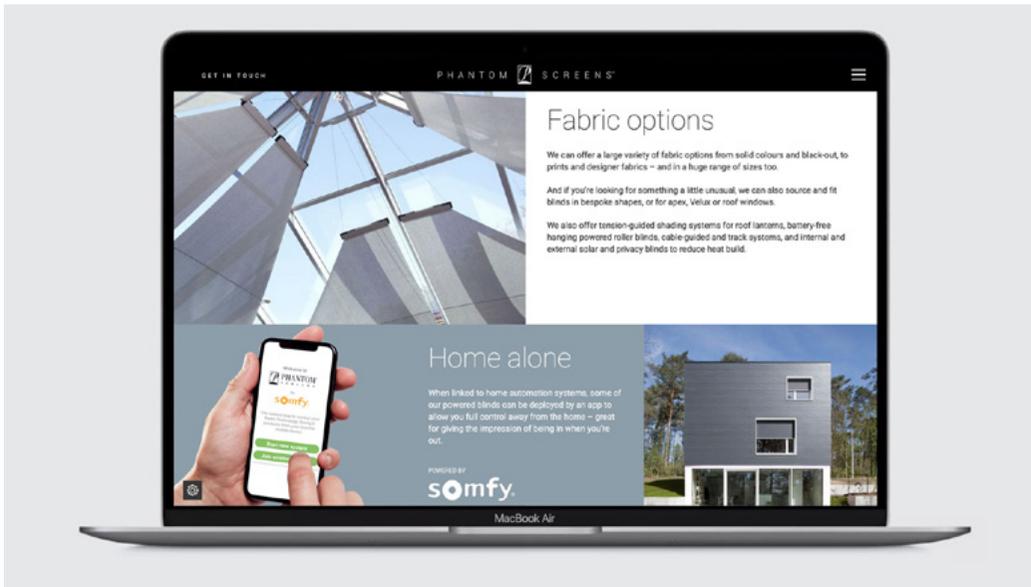


## Design

After initial discussions to understand the customer journey we designed and developed our own WordPress 'theme'. This allowed us to not only maintain consistency of the new look but to also have complete control over the user experience (UX).

View website:  
▶ [phantom-screens.co.uk](https://phantom-screens.co.uk)



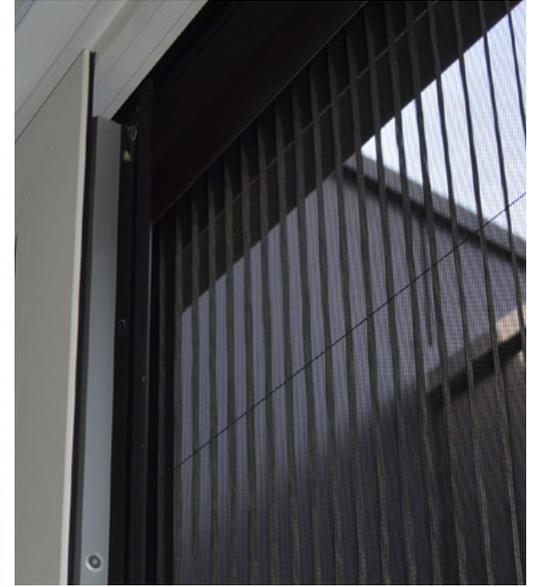


## Design & build

Working closely with their in-house marketing team, we developed a new visual language and tone of voice for the brand.

View website:  
▶ [phantom-screens.co.uk](http://phantom-screens.co.uk)





## Photography library

Photography featured heavily in the new design enabling us to sell a lifestyle rather than a product.

I commissioned, planned and art directed a new collection of images that helped shift the consumer perception from a retractable screen being 'something I need' to 'something I want'.



## CMS training & support

I provided one-to-one WordPress training to their digital content manager and future telephone support complimented with documentation detailing the new brand guidelines, content usage and overview of the training.



## Client testimonial...

The new Phantom site has been a huge success for us. Since launch we've seen:

- Improved visitor engagement – generated by a very good UX
- High quality design that matches target market expectations
- High quality engaging and dynamic content
- Smart 'flow' through the site
- Simplified, user-friendly navigation
- Reduced bounce rate and longer visit duration on key pages.
- Retention of key SERPs positions for premium product ranges.

Critically for us, we've seen a vast improvement in the volume of qualified enquiries for our premium products. The site is working harder at qualification (because the design is now right for its market) and that has removed some of the admin / qualifying burden from sales teams – helpful for us as a small business.

The benchmarking exercises we did with you prior to developing the site were really valuable in creating the right UX for our market.

You understood what we needed to achieve and protected our brand values through the entire process – to the extent that the new site enhances the brand and consolidates our position as an important supplier of high-quality products to the UHNWI sector.



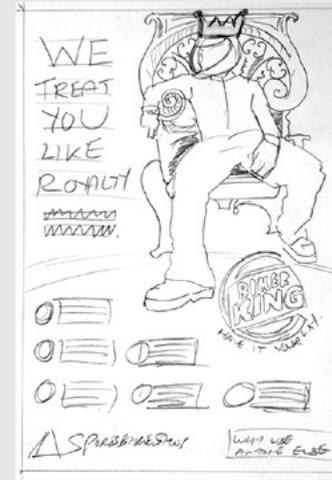
# Sportsbikeshop.

Becoming number one

I'm proud to say I was the lead designer for Sportsbikeshop between 2012-20. Whether it was art directing naked bikers on Skegness beach on a cold and windy February morning, asking a member of staff to dress in full leathers and then sit in a sauna, or filming the retail staff line dancing for an online campaign, I've had enormous fun developing campaigns across both print and digital channels.

Working alongside the Marketing Director and Head of Content my work helped contribute to the growth of a business that is now recognised as the "UK's No.1 online destination for motorcycle clothing and accessories". During which time, their turnover increased from £8m to £41m and they launched a number of retail outlets nationwide.

Here's an example of one of the campaigns.

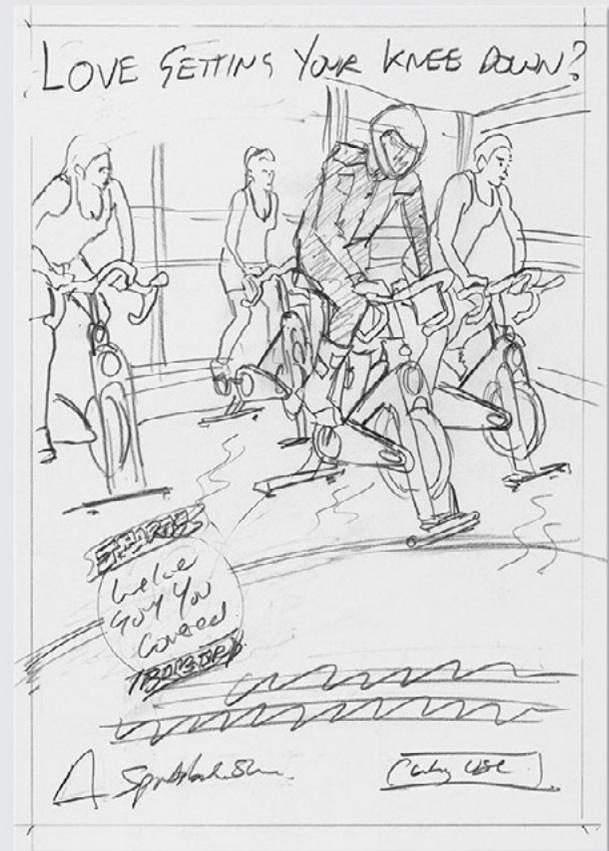
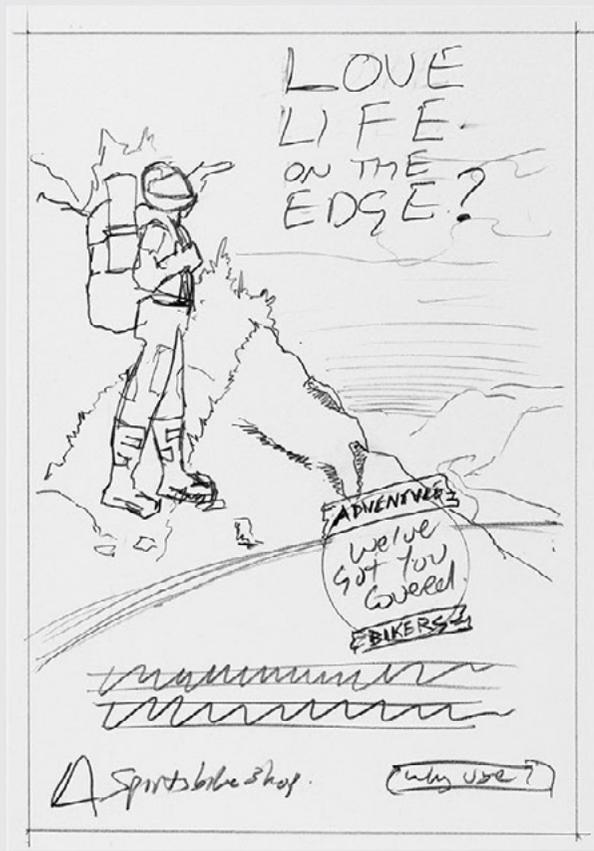


## Creative

The client wished to explore a number of options with a view to allowing the strongest concept to form the basis of the new campaign.

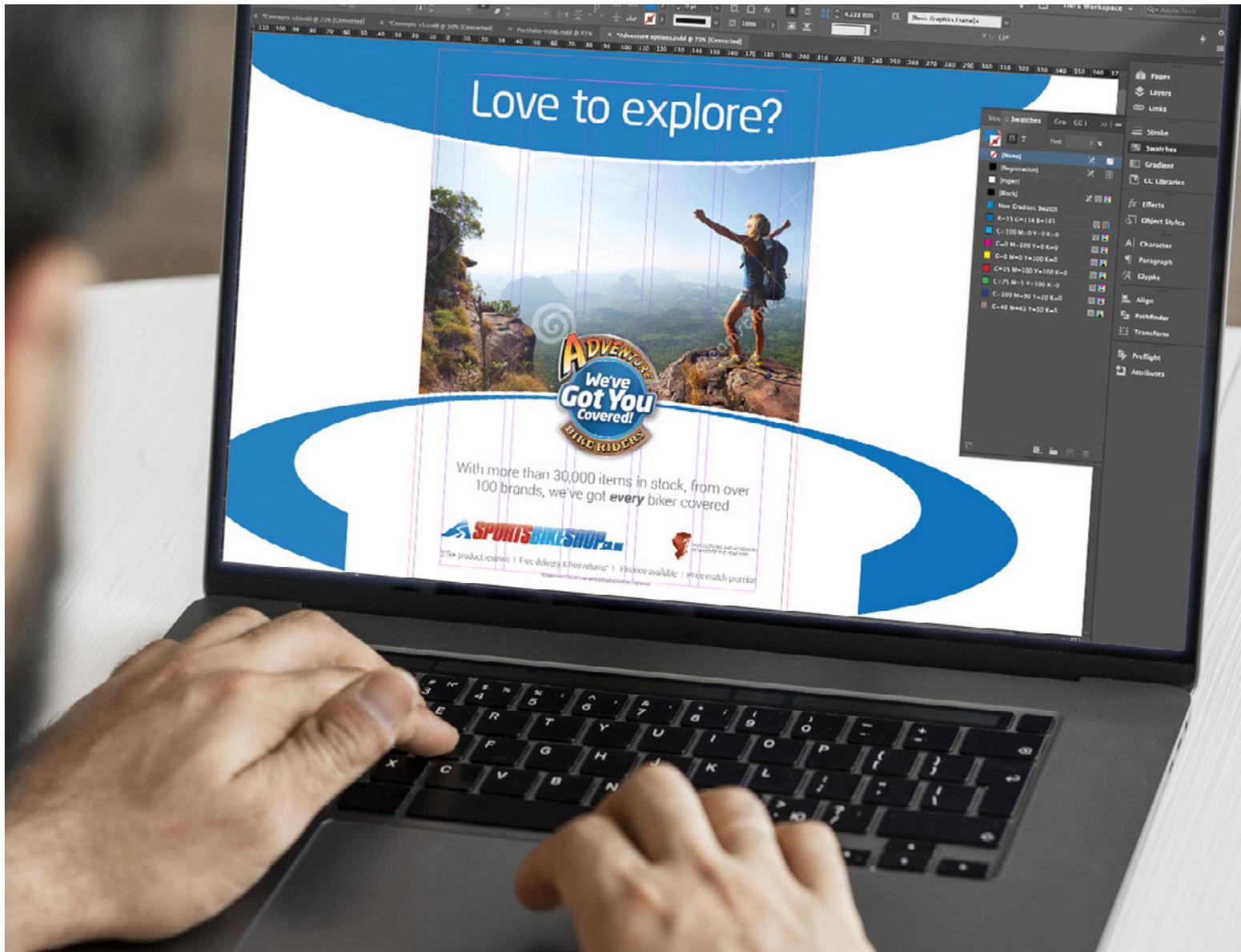
Concepts presented were:

- A. **Bring out the 'biker' in you** – speaking to your 'inner-biker' rather than your 'inner-child'.
- B. **Biker King:** Burger King pastiche – 'have it your way' – referencing SBS customer service.
- C. **Sportsbikeshop it.** You go to Google for everything online, except when you want motorcycle kit – you go to SBS.
- D. **Not just Sportsbikes:** Campaign to highlight that SBS cater for all types of motorcyclist.



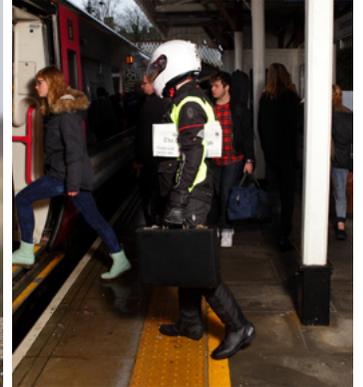
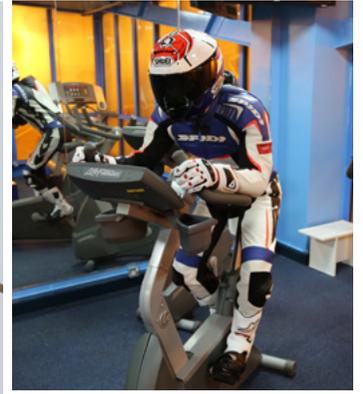
## Idea development

The chosen concept 'Not just sportsbikes' required five variations – one for each of the five types of motorcyclist. In addition to learners and commuters I developed the campaign to include sports bike, adventure bike and naked bike riders.



## Mac visuals

Initial designs were worked up to develop a campaign style and a series of campaign logos were designed to further emphasize the different types of motorcyclists.



## Photography

I scouted locations, planned and art directed all the photography required for the campaign. Video was also taken for use on social media.



Love the commute?

**SCOOTERS & COMMUTERS**  
We've Got You Covered!

With more than 30,000 items in stock, from over 150 brands, we've got **every** biker covered

**SPORTSBIKESHOP.co.uk**

25,000+ product reviews | Free delivery & free returns\* | Finance available | Price match promise

Love to explore?

**ADVENTURE BIKE RIDERS**  
We've Got You Covered!

With more than 30,000 items in stock, from over 150 brands, we've got **every** biker covered

**SPORTSBIKESHOP.co.uk**

25,000+ product reviews | Free delivery & free returns\* | Finance available | Price match promise

Love getting naked?

**NAKED BIKE RIDERS**  
We've Got You Covered!

With more than 30,000 items in stock, from over 150 brands, we've got **every** biker covered

**SPORTSBIKESHOP.co.uk**

25,000+ product reviews | Free delivery & free returns\* | Finance available | Price match promise

Love to race?

**SPORTSBIKE RIDERS**  
We've Got You Covered!

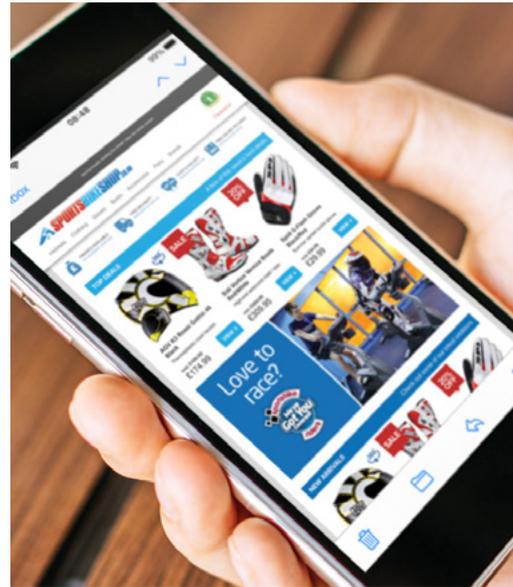
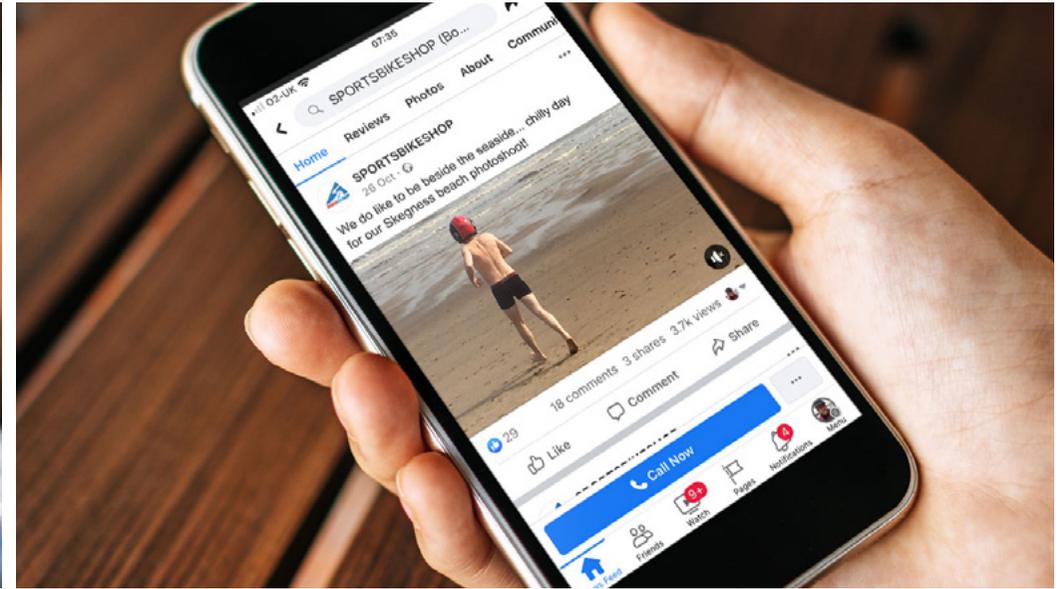
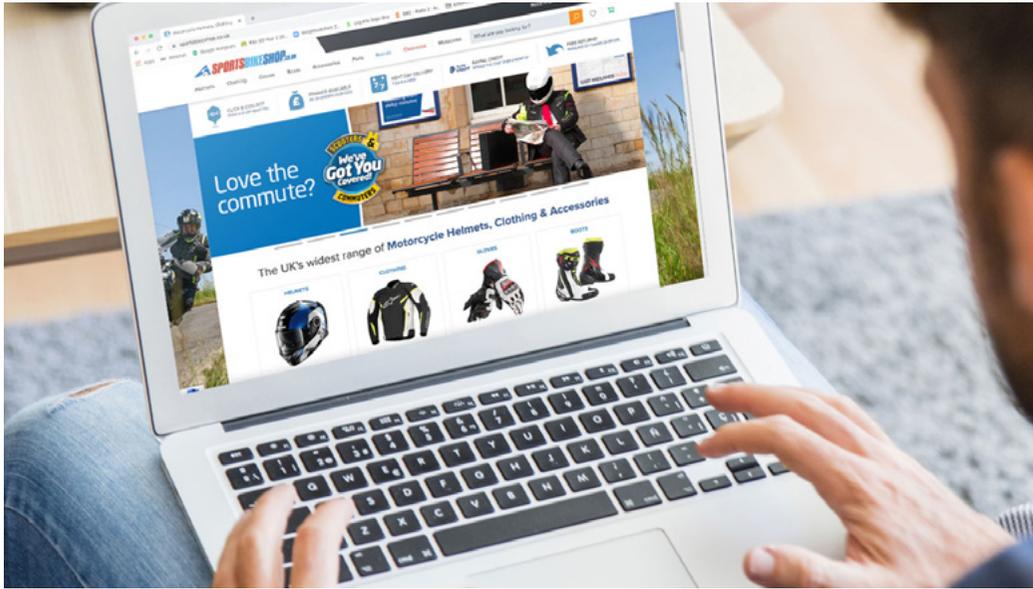
With more than 30,000 items in stock, from over 150 brands, we've got **every** biker covered

**SPORTSBIKESHOP.co.uk**

25,000+ product reviews | Free delivery & free returns\* | Finance available | Price match promise

## Print ads

Five pieces of creative were artworked as master ads which were placed in the UK's most popular motorcycle publications – MCN, Bike and Ride.



## Campaign assets

Additional artwork was created for a variety of touchpoints including website banners, emails, In-store kiosk screens and leaflets. Video taken from the photo shoot was used on social media channels to build awareness for the upcoming campaign.