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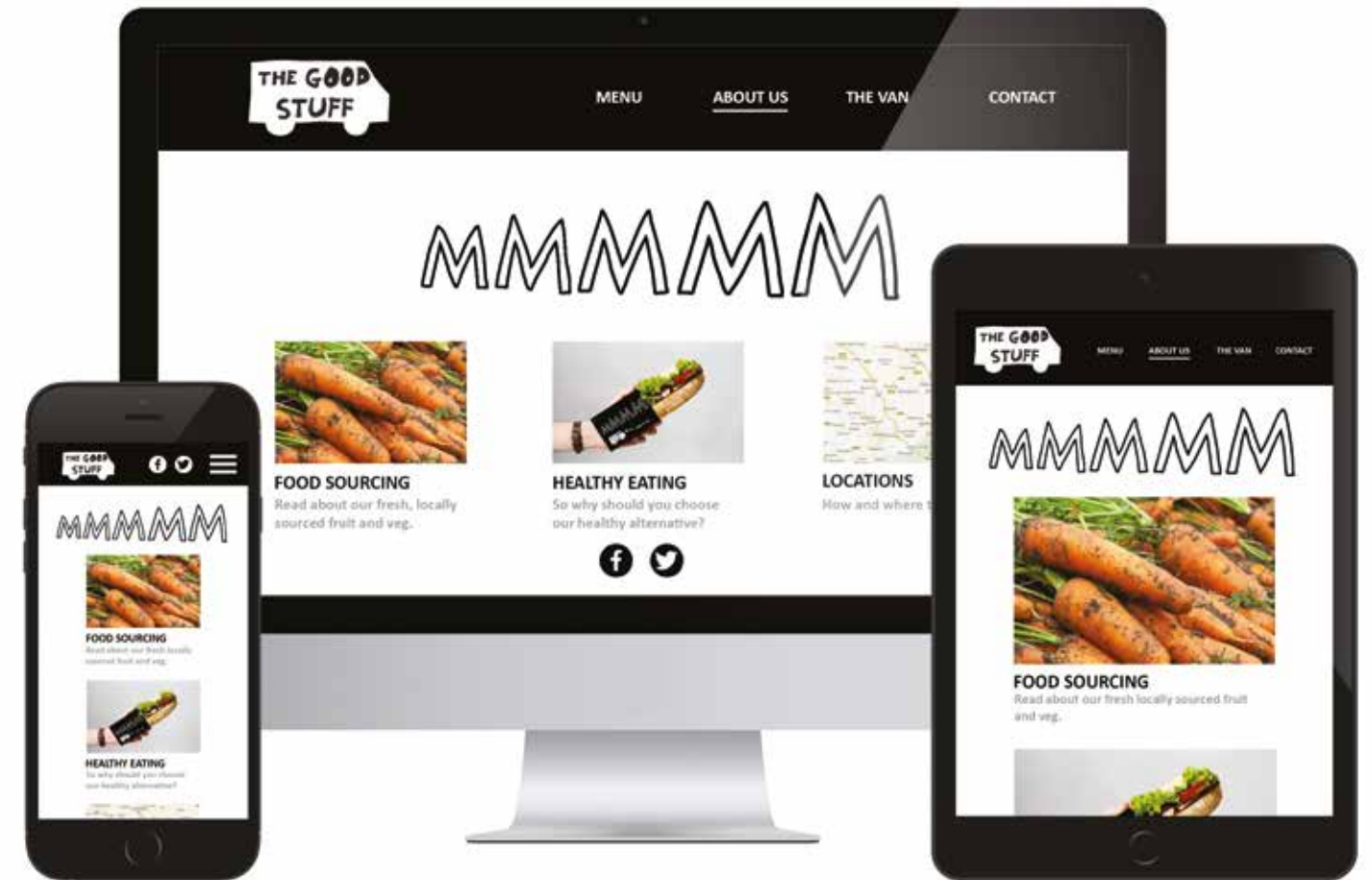
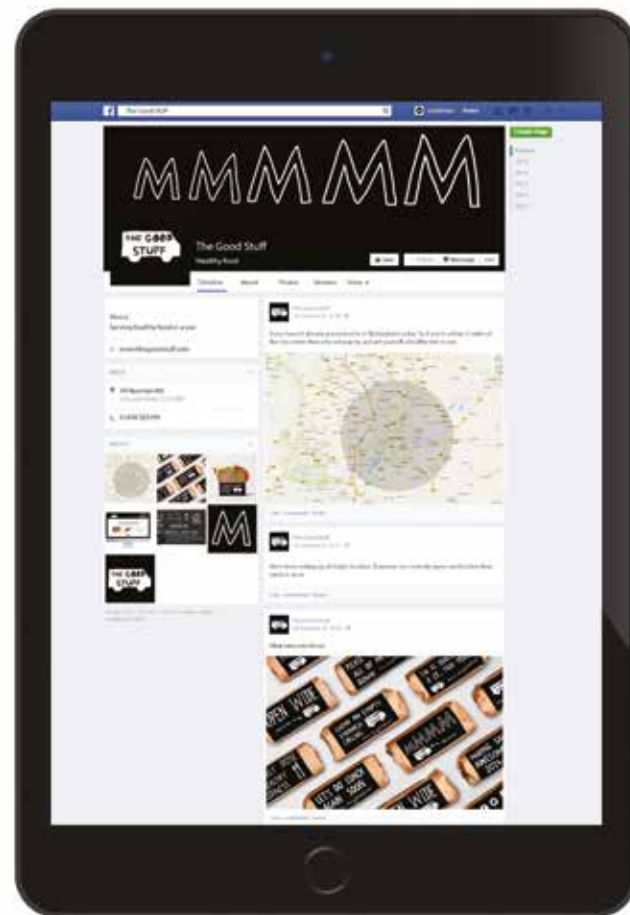


Brief: The Good Stuff
Branding / Digital / Packaging / Promotion / Typography

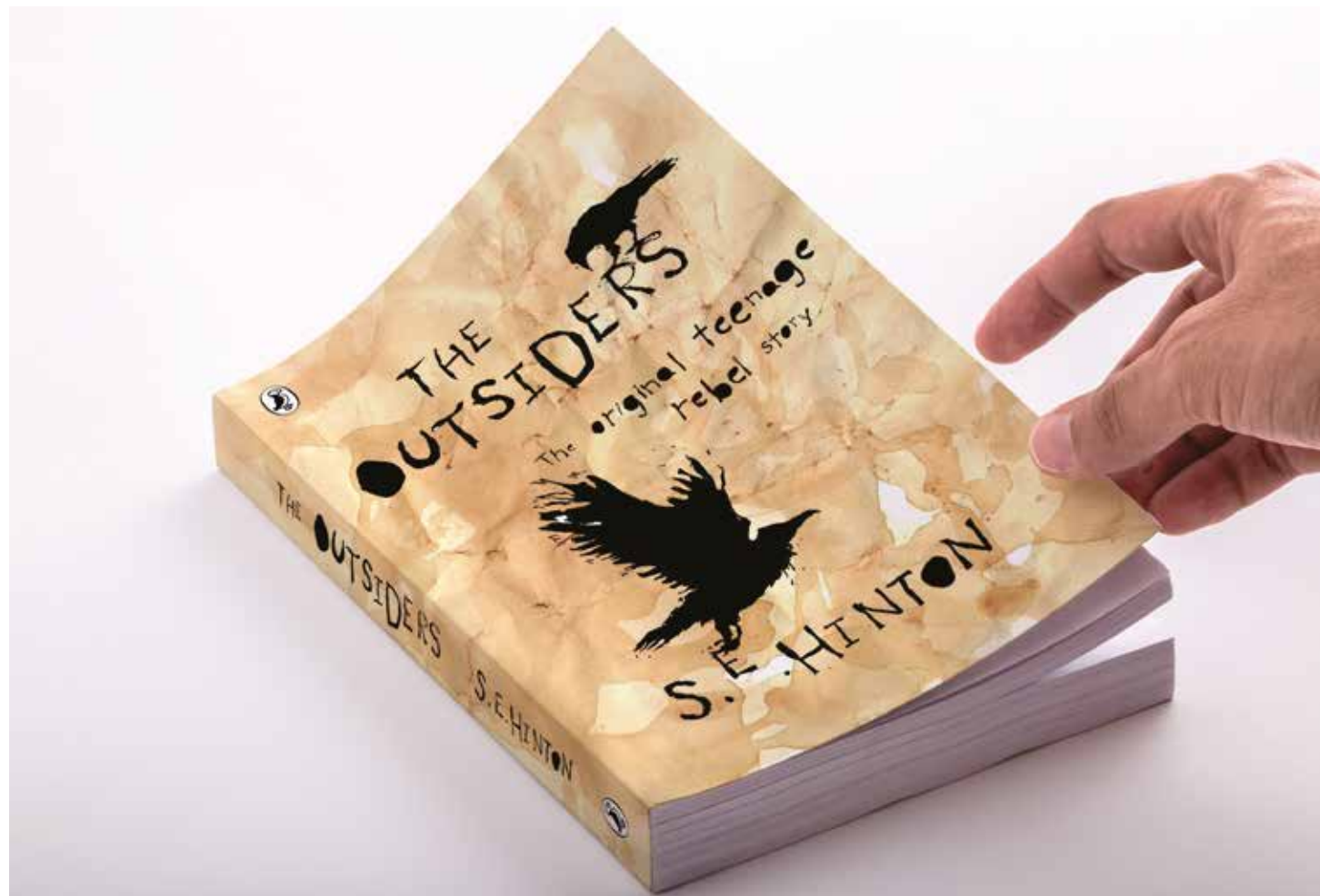
A healthy eating alternative to fast food restaurants aimed at a younger audience. Both the food truck and food packaging use typography in a colour scheme of black and white to make healthy eating more appealing and cool.



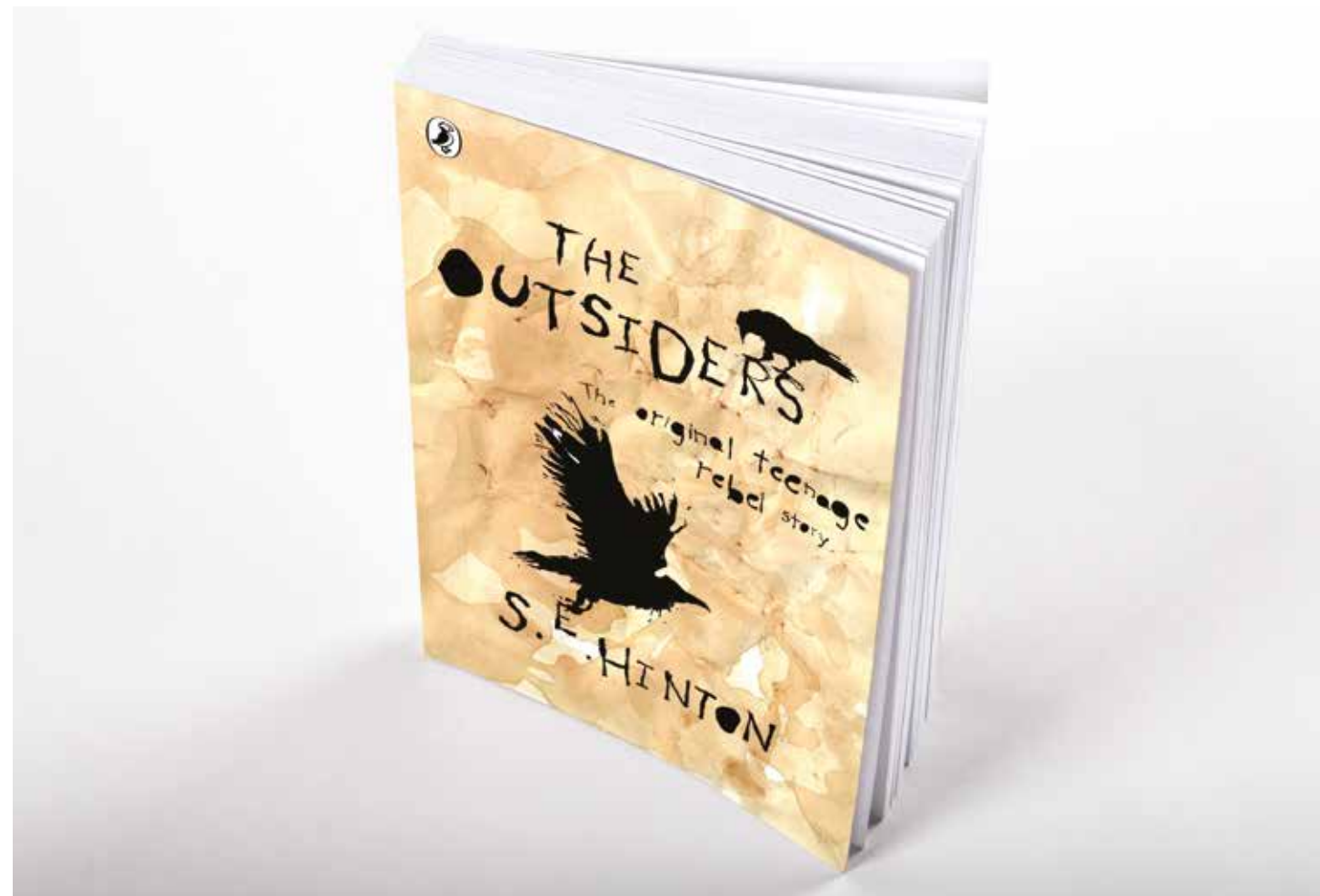




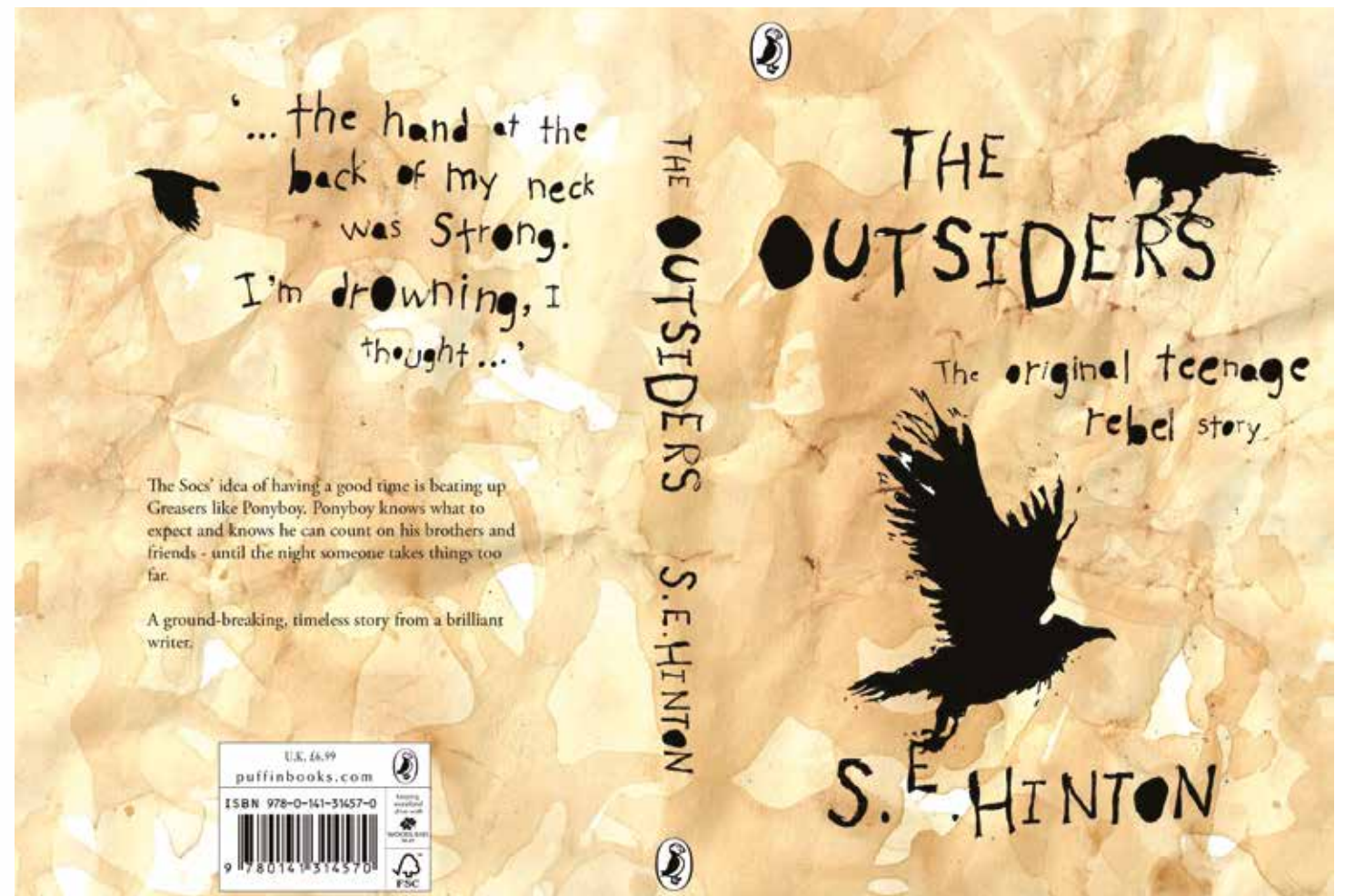




Brief: The Outsiders Penguin Book Cover
Book design / Digital / Print / Promotion / Typography



Book cover for the Penguin's classic children's book The Outsiders.





Brief: Simon Andrew Designs Greetings Cards
Illustration / Print

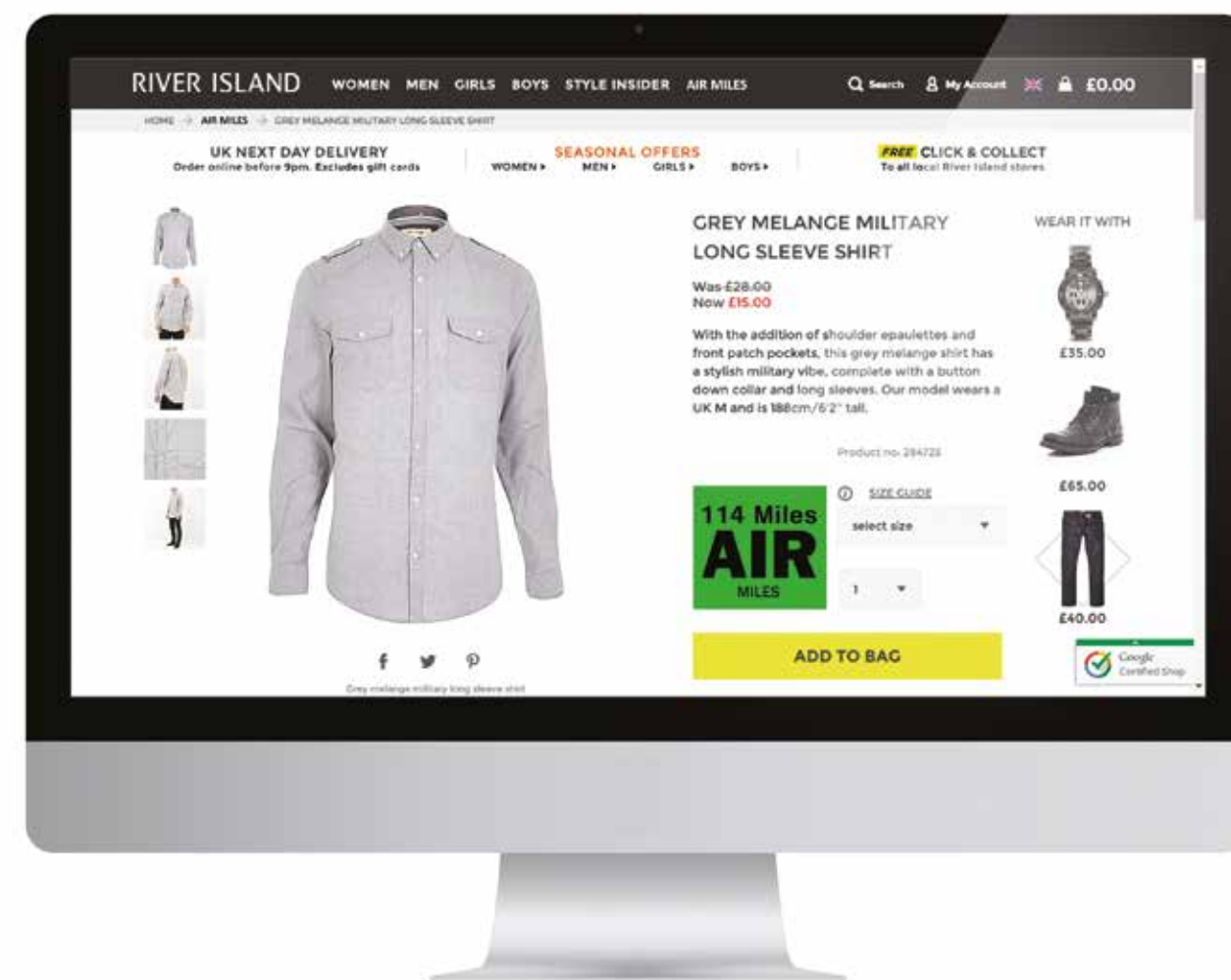
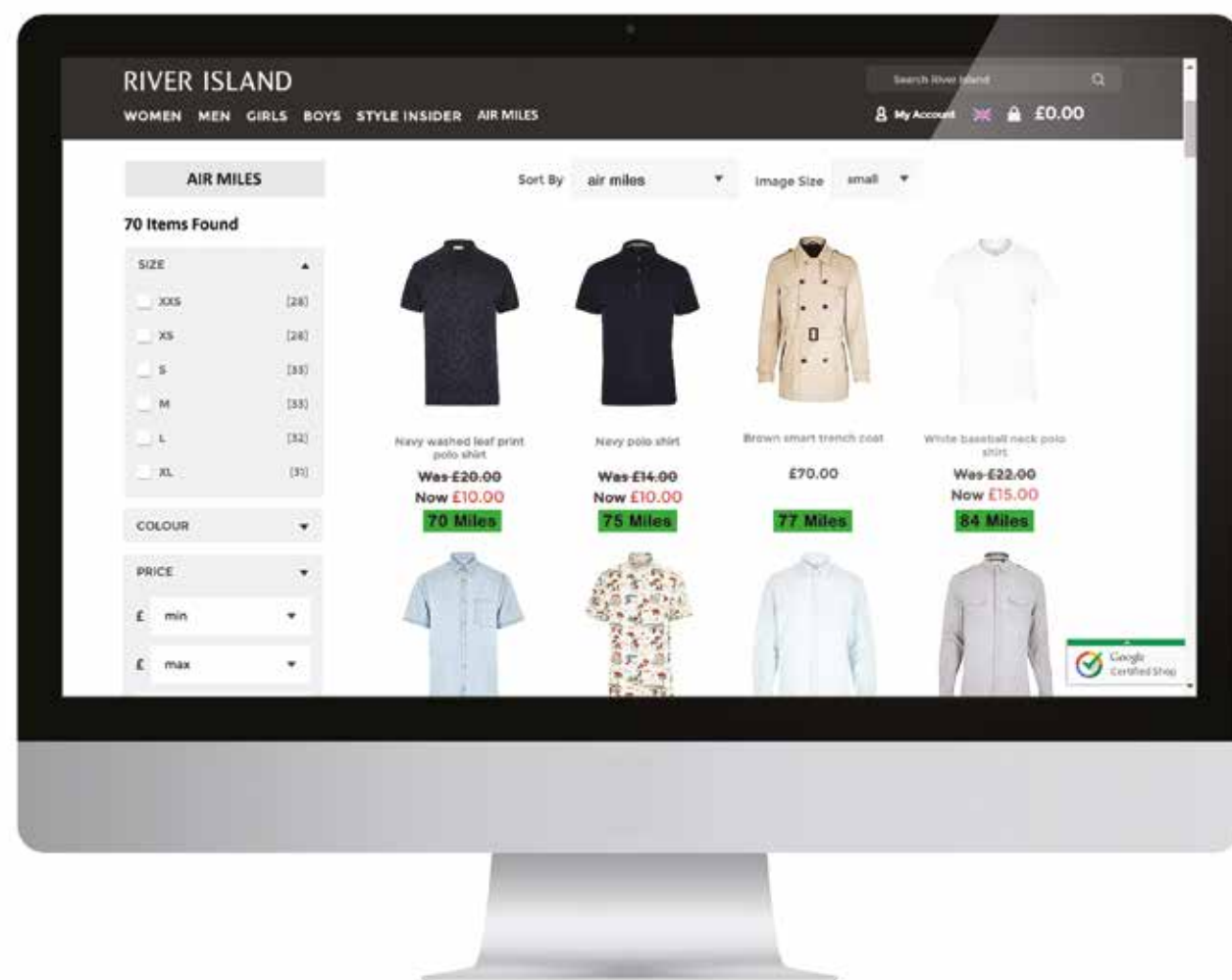
My own range of greetings cards, which are predominantly countryside/ farm themed, and is ever increasing, with these being a small selection of the entire range.

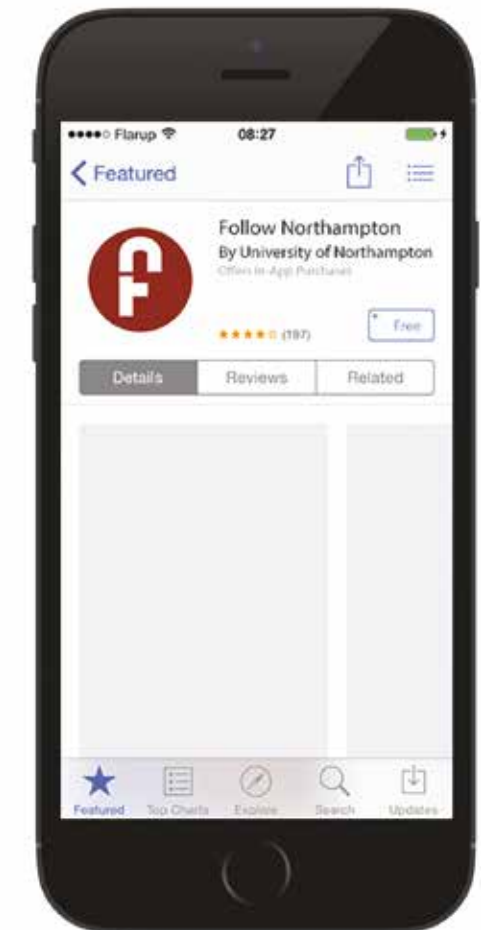






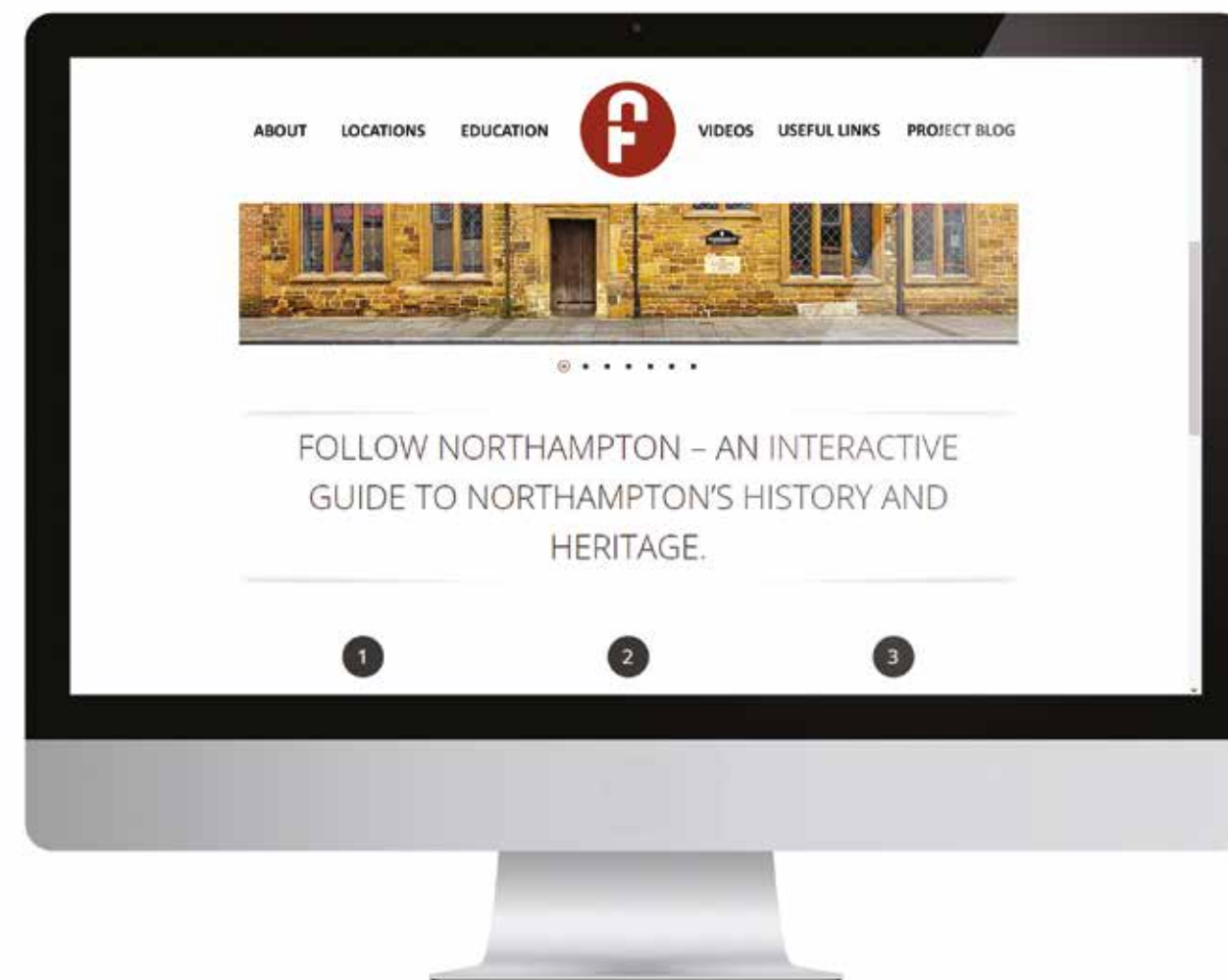






Brief: Follow Northampton
Digital / Logo design

Logo design for the Follow Northampton project (celebrating Northampton's history and heritage), to be used on their website and app.







CONGRATS
ON YOUR NEW,
TINY, SPECIAL
ARRIVAL



HERE'S TO OUR
SPARKLING, SPECIAL
ANNIVERSARY



GOOD LUCK
WITH YOUR FANCY,
EXCITING,
NEW JOB



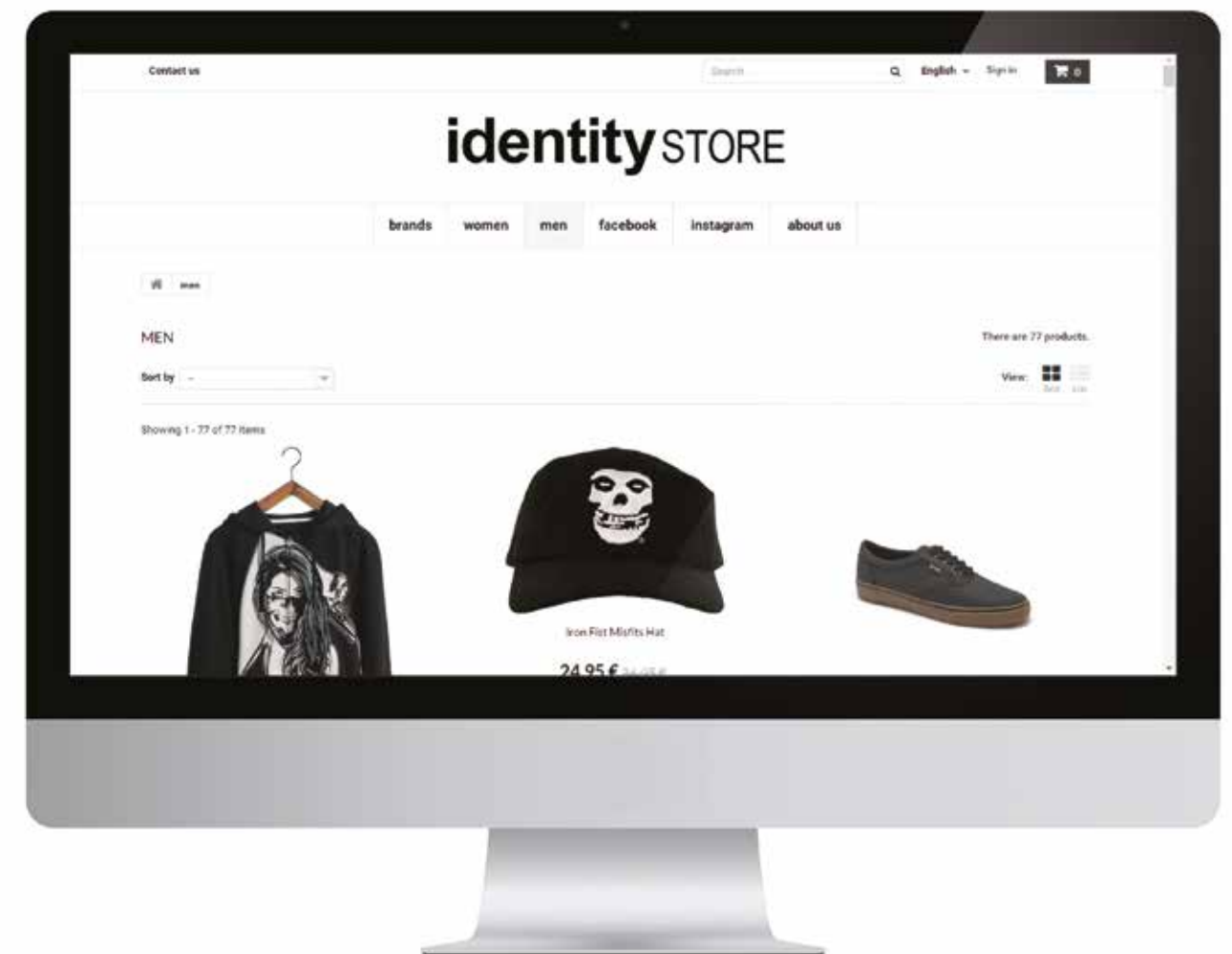
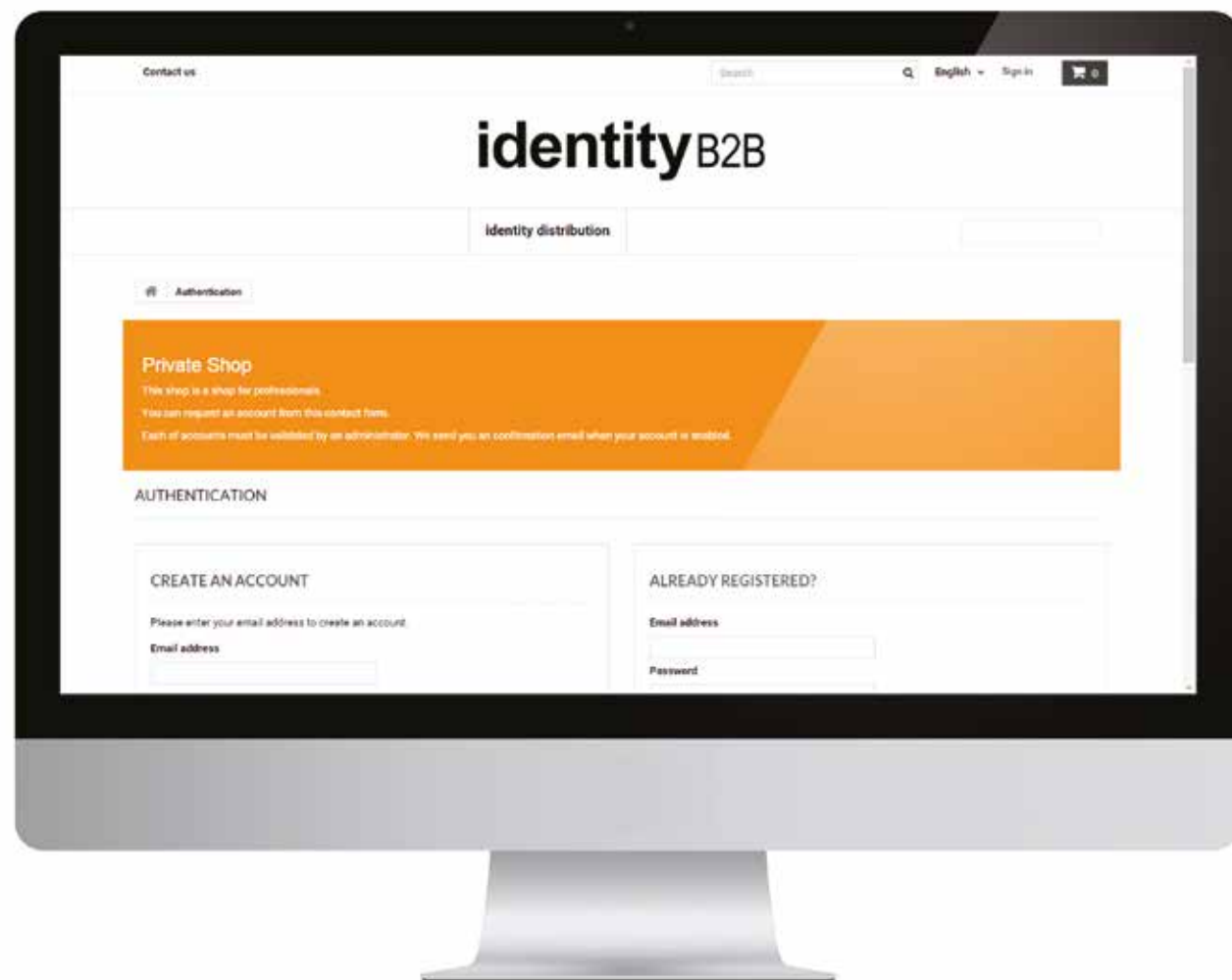
identityDISTRIBUTION

identity
DISTRIBUTION



identitySTORE

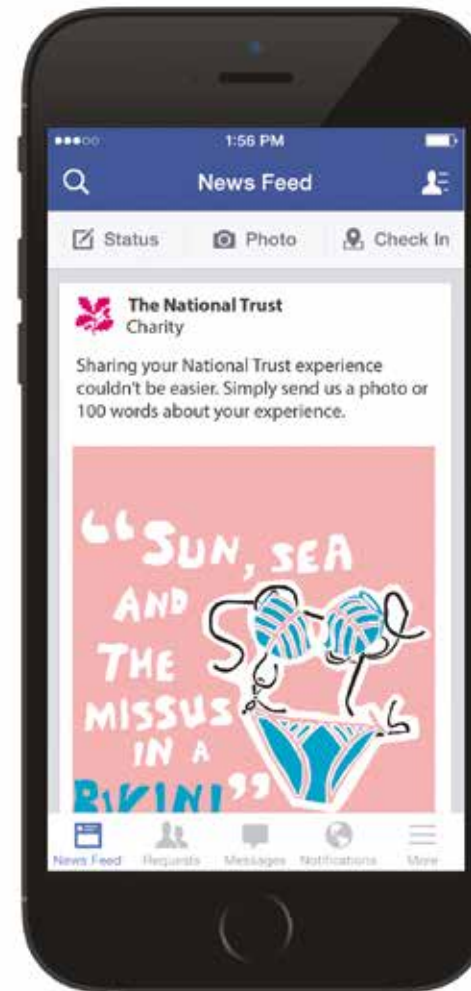






Brief: National Trust Experiences
Advertising / Campaign / Digital / Print / Typography

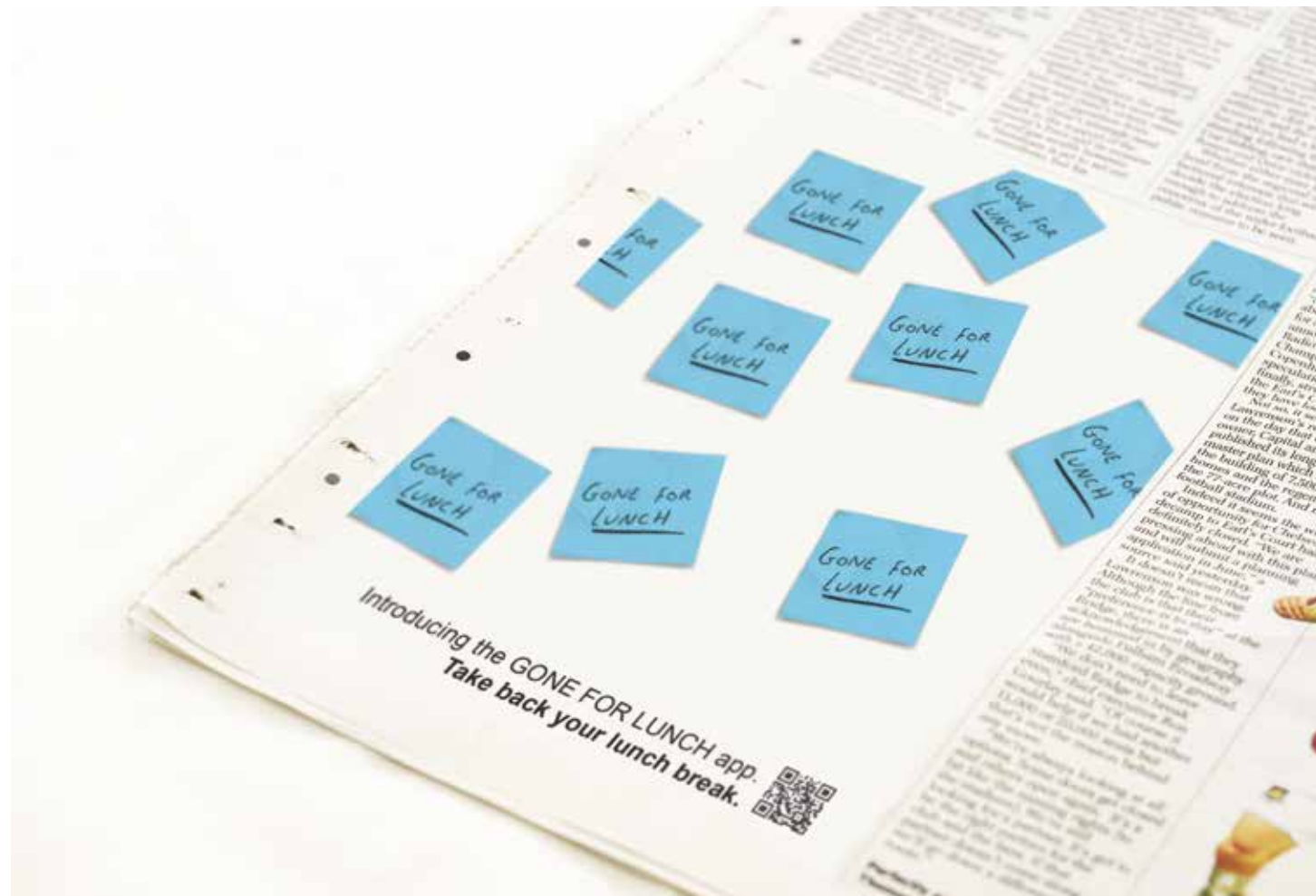
A campaign for the National Trust to make them appeal to a younger audience. My response looked at how activities, such as walking the dog or going to the pub, can easily be made part of a National Trust experience.





Brief: Gone for Lunch
Advertising / App / Digital

An app that temporarily disables the user's electronic gadget, thereby forcing them to take a break. The user simply enters the length of time for their break and the app counts down.

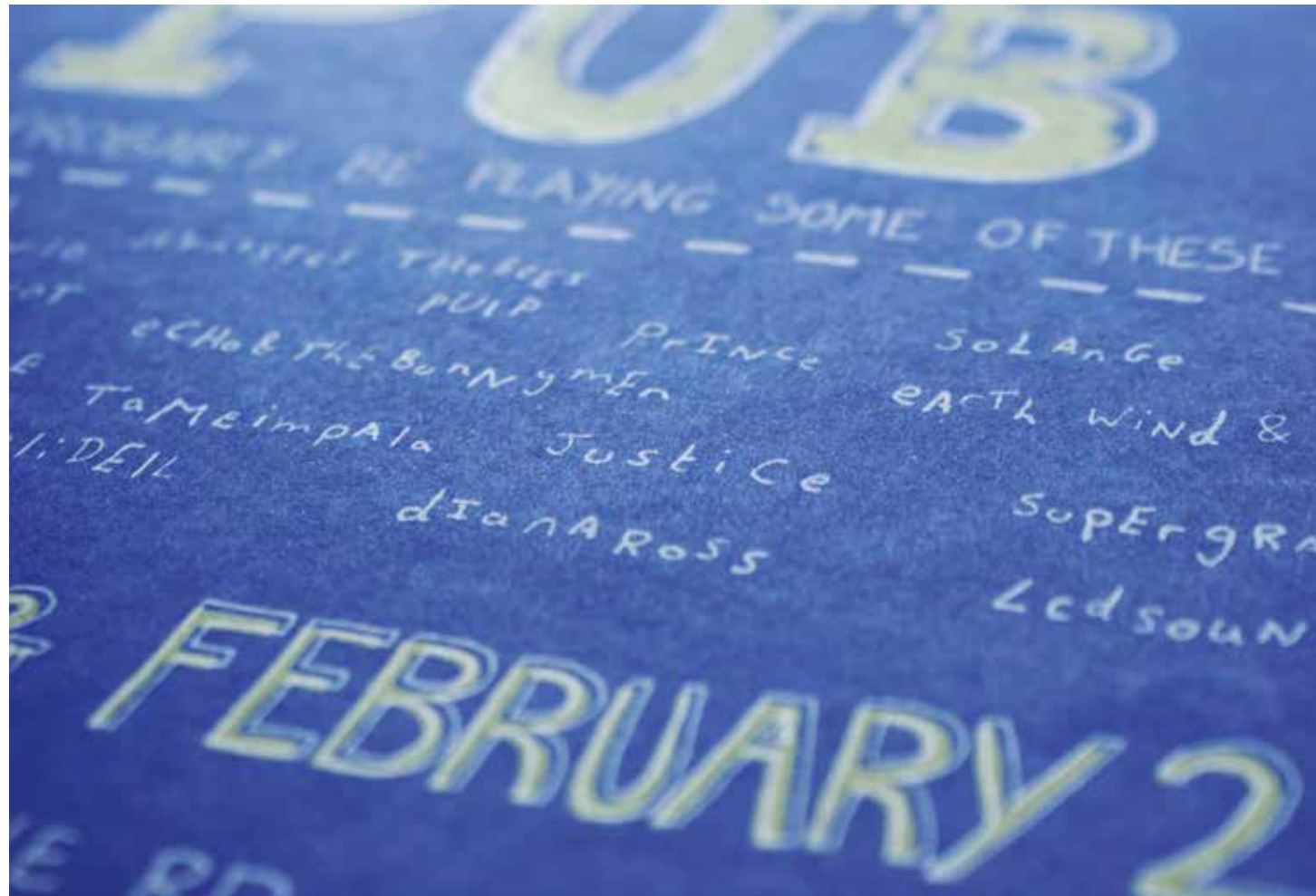






Brief: Glam Racket Posters
Advertising / Poster / Print / Typography

Screen printed posters advertising a Glam Racket club night. The posters use solely hand drawn typography, and are based on the appearance of a pub chalk board.





Brief: LH/ RH Comic
Experimental / Print / Typography

A typographic project looking at changing the existing comic sans typeface in order to make it more usable. My idea looked at having both a left and right handed version of the typeface, resulting in LH comic and RH comic.







Brief: Alphabet Soup Greetings Cards
Print / Typography

A range of six greetings cards designed for stationery and greetings cards designers and producers Coulson Macleod. The range features a colourful, hand-drawn large letter with a short caption below.