



Portfolio



NOVUS

Novus Property Solutions

PRINT / DIGITAL / VIDEO / SOCIAL

“A national business built on family values.”
Novus Property Solutions is an award-winning property maintenance company.

Reporting to the Marketing Director and Marketing Manager, my responsibilities consisted of publishing and conducting traffic and generating leads for the business whilst providing a strong brand ethos internally and externally.

Working to specific briefs, deadlines, plus adhering and reviewing certain style guides. I produced artwork that ranged from offline products (stationery, posters, POS, advertising, etc.) to online and motion videos.



Novus Property Solutions

INFINITY CARD AND “BUILDING EXERCISE”

“The Novus Way” is a set of principles of how the company want to conduct practices in the present and future.

With a considerable change in personnel and management the company wanted to re-establish their core values with their employees.

The People and Culture Director wanted a memorable way of getting staff involved, engaged and excited to implement the companies values.

My idea was to look at a tangible approach researching origami and 3D models but also looking into something that can be repetitive and “fidgety”.

The concept of an “Infinity card” accompanied by a team building exercise which consisted of foam bricks with the values printed would keep employees intrigued and re-engage their responsibility of adhering to the business values.

The NOVUS Way



[CLICK HERE TO SEE THE PROCESS!](#)



Novus Property Solutions

HOARDING

Novus have had many new build projects that have required protective hoarding for both member of the public and their colleagues.

Hoarding can look undesirable especially around building sites but it provides a great opportunity to advertise not only the project that is in hand but hopefully for future projects.

Adhering to both Novus and partnering clients' style guides, I produced numerous large scale artwork and advertisement that has brought in new leads for both the housing organisation and new contracts for Novus.



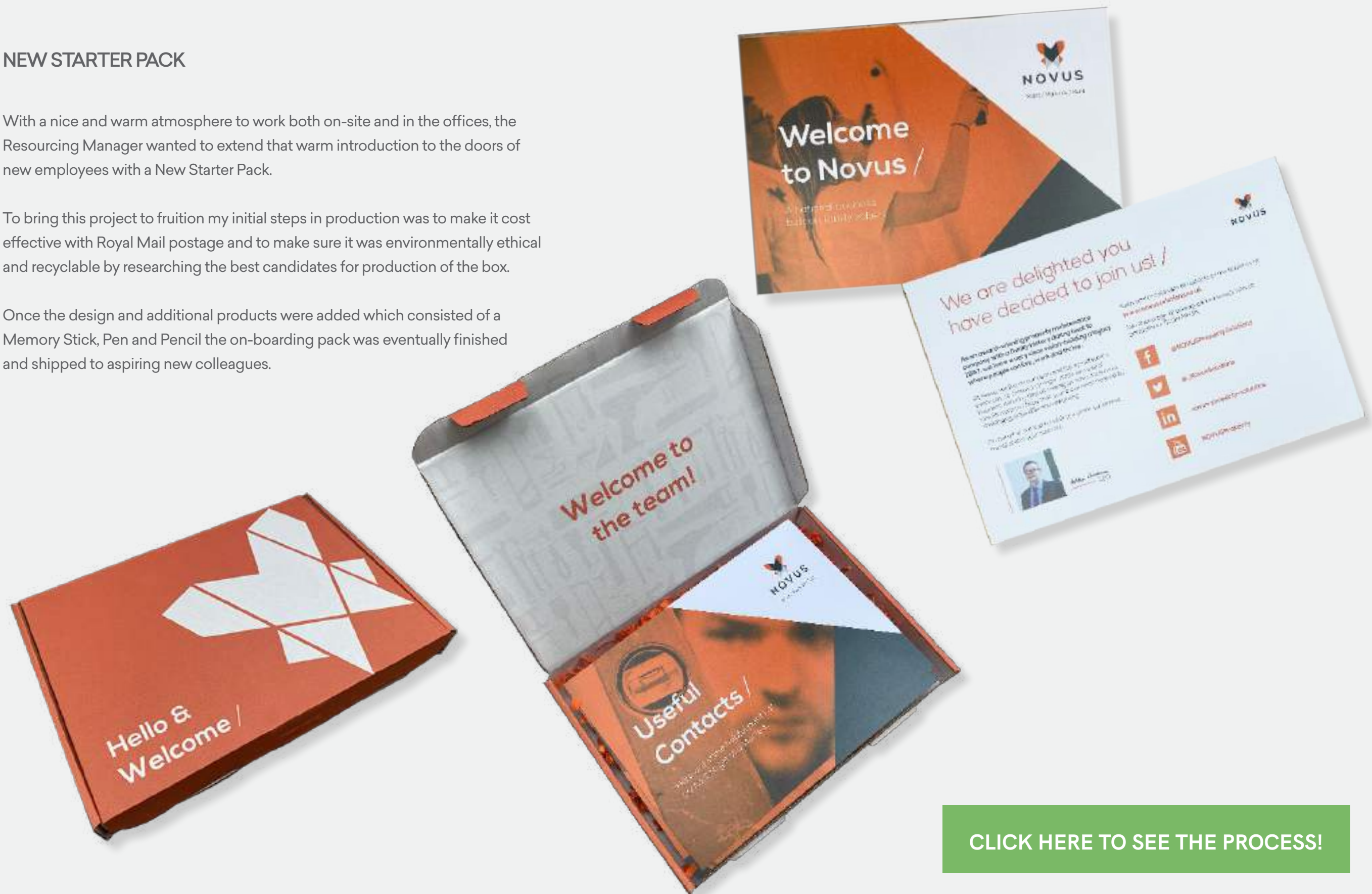
Novus Property Solutions

NEW STARTER PACK

With a nice and warm atmosphere to work both on-site and in the offices, the Resourcing Manager wanted to extend that warm introduction to the doors of new employees with a New Starter Pack.

To bring this project to fruition my initial steps in production was to make it cost effective with Royal Mail postage and to make sure it was environmentally ethical and recyclable by researching the best candidates for production of the box.

Once the design and additional products were added which consisted of a Memory Stick, Pen and Pencil the on-boarding pack was eventually finished and shipped to aspiring new colleagues.



[CLICK HERE TO SEE THE PROCESS!](#)

Novus Property Solutions

HISTORY TIMELINE WALL MURAL

Novus have always been proud of their history and endeavours. When entering their HQ they have always had a history timeline to show their longevity and progression.

In this instance the wall was in need of updating due to certain awards being achieved and staff changes.

Following the previous design (below) it did a great job in providing information and a good story. However with the wall already being a unique shape I wanted to make the design vibrant and hopefully stop people in their tracks and become intrigued with the journey of the company.



[CLICK HERE TO SEE THE PROCESS!](#)

Novus Property Solutions

VIDEO & MOTION

Below are various video and motion projects that I have produced throughout my time at Novus. This is a mix of Video Direction, Filming, Video Editing and Animation.

The projects have ranged between internal purposes and external advertisement, which have all done particually well in terms of exposure both organically and paid.

1.

Apprentcie Video 2019
2.

Reverse Charge VAT
3.

Novus Screensaver
4.

Apprentice Video 2020
5.

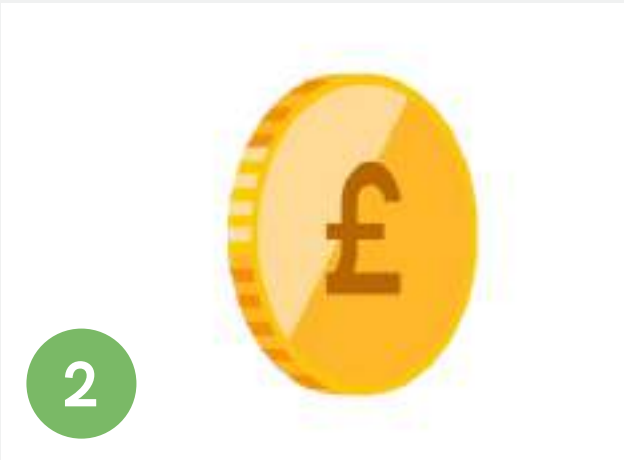
It's Our Job - Customer Service
6.

Careers in Construction
7.

CITB Application Video
8.

Covid Health & Safety Video

CLICK ON THE IMAGES BELOW TO WATCH THE VIDEOS



An aerial night photograph of a city, likely Los Angeles, showing a dense grid of lights from buildings and streets. The sky is dark, and the city lights create a warm, golden glow. The logo is centered in the upper half of the image.

OBI
PROPERTY

ANNUAL REPORT / PRINT

OBI Property is an established and innovative real estate consultancy. After a successful business year with the addition of a Insider North West Property Award, the company required the development of their Annual Market Report.

With impressive facts and figures of their business year, I constructed infographics, illustration and planned layouts to produce a sophisticated and informative brochure for both clients and working partners.



55
princess
street
/ manchester



55 Princess Street

PRINT / DIGITAL / AUGMENTED REALITY

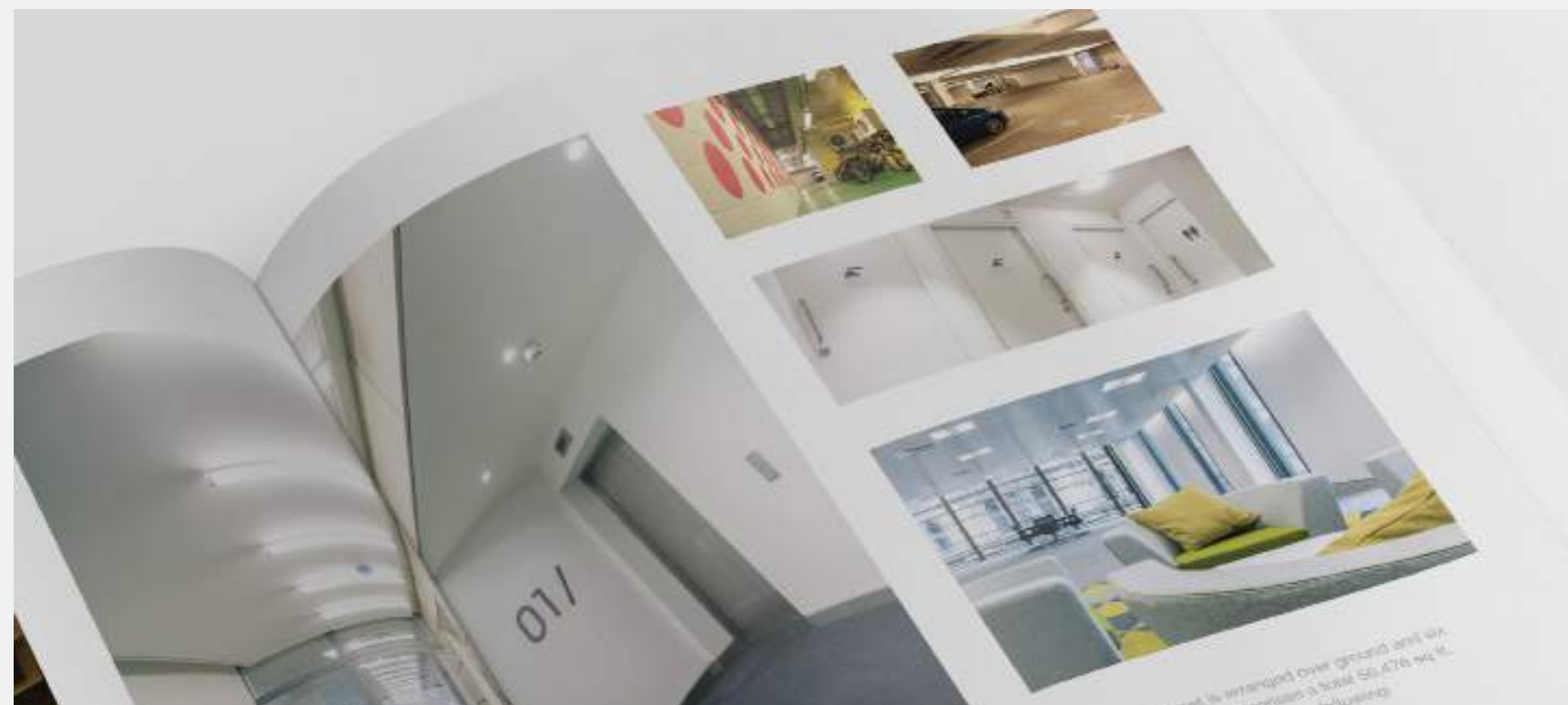
Located outside Manchester's Town Hall, 55 Princess Street was in need of a transformation.

With a dramatic internal and external overhaul the agents of the building, OBI property needed fresh and innovative marketing collateral to relaunch the 10 year-old building.

With the opportunity to be different and explore something new, provided the decision to develop a bespoke 55 Princess Street App, incorporating the ability to interact with the brochure using augmented reality.

Combining print with a digital solution takes user engagement to the next level of realism. This advanced technology demonstrated a 360° view of what the space could actually look like in an example fit-out.

55
princess
street
/ manchester



55 Princess Street





Angelgate

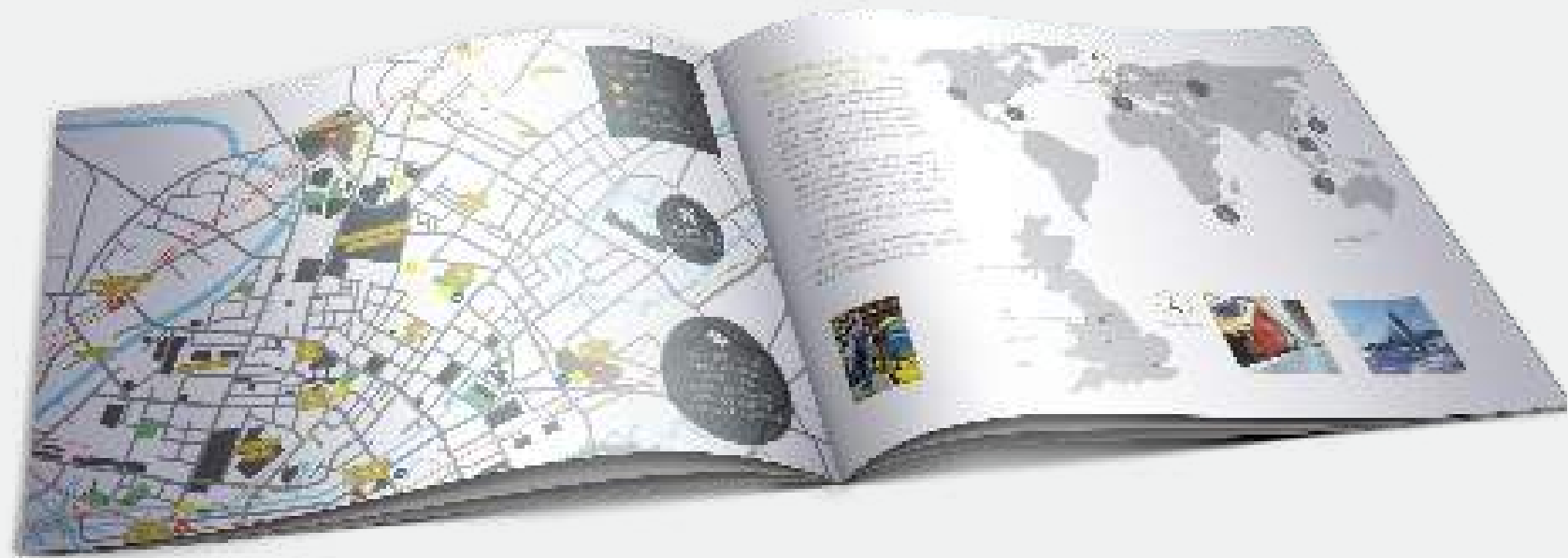
Angelgate

Identity / Branding / DIGITAL / PRINT

Market leaders at creating profitable property investment opportunities within the UK, Pinnacle MC Global Network expressed their need for a brand name and concept for a new residential development within Manchester.

Situated near Angel Meadow Park and the former site of St.Micheals Church, the name “Angelgate” is a word combination of the location and the term “Heaven’s Gates” or “Pearly Gates”.

The brand uses the Gravur typeface. The type possesses an elegant yet strong look which compliments the colours of gold and charcoal grey. A clean sophisticated brand to suit a desirable residential development.





35 // fountain
street

35 Fountain Street

WALL VINYL / ILLUSTRATION

Following extensive refurbishment and in need of new business tenants, the owners and letting agents of 35 Fountain Street - IVG and CBRE needed a creative concept to advertise the available workspaces.

With potential clients visiting the Head Quarter office building, a way to advertise and show the potential of the office, it's space, facilities and information of the local amenities, was to utilise the substantial walls throughout.

A full campaign comprising a website, video, internal and external signage and graphics, as well as interactive and printed brochures were all delivered to ensure the owners and agents were well equipped for a successful campaign.

The campaign focused around the strap line "I want", which provided a platform for the key benefits of the building to be expressed.

35 // fountain
street





QualitySolicitors

QualitySolicitors

BRAND IDENTITY / DIGITAL

QualitySolicitors is one of the leading brands for legal services in the UK.

Reporting to the lead designer and marketing manager, my responsibilities consisted of maintaining and designing visuals for HQ and Partner Firms of the QualitySolicitors brand.

Working to specific briefs, deadlines, plus adhering and reviewing certain style guides. I produced artwork that ranged from offline products (stationery, posters, POS, advertising, etc.) to online and motion.





ADLINGTON

Adlington

PRINT / DIGITAL

Specialists in retirement living and care, Adlington requested marketing material to advertise their luxury retirement apartments that have 24-hour on site care and support available if required for the over 60's.

For the brief they initially wanted printed advertisement in the shape of traditional sized mailers (A5, DL, etc) to be distributed locally through the Royal Mail Door-to-Door service.

By trying to achieve maximum impact to stand out against other advertisement received in the post I also produced a development stage interactive PDF to follow up on their marketing from print to Digital.

With the target audience being the average age of 50+, whether it be the retirees or children of the consumer. I wanted to maximise the engagement and accessibility of both print and digital media.



Tri Fold Leaflet Concept






— MACCLESFIELD —

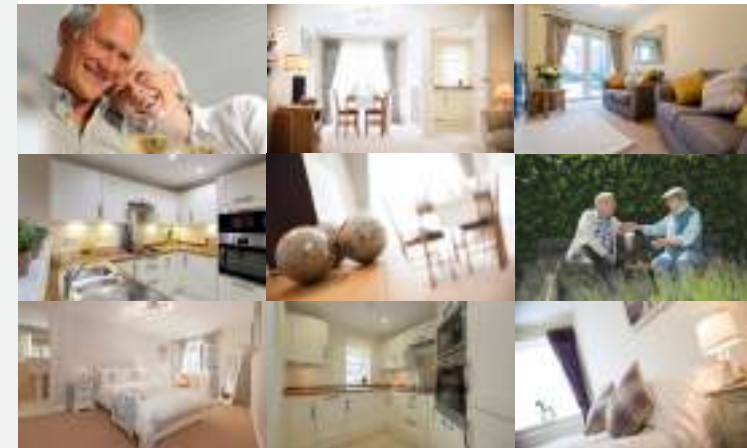
1, 2 & 3 BEDROOM
LUXURY RETIREMENT
APARTMENTS FOR SALE

Show Apartments Opening
10th December 2018

Experience Retirement Living.. At Its Best

NOT JUST ANOTHER RETIREMENT DEVELOPMENT

Due to complete in *spring 2019*, the bridges will offer spacious *1, 2 & 3 bedroom* retirement apartments, designed specifically for later living, with *24-hour on-site support* and tailored care available should it be needed.



Including a host of *communal areas* and set within beautifully *landscaped gardens*, this stylish new development is ideally located in the charming Cheshire town of Macclesfield, enjoying the picturesque *canalside setting* and proximity to the beautiful countryside Macclesfield has to offer.



To book an appointment please call:
01625 469 126
or email enquiries@adlington.co.uk

Sales & Marketing Suite open
Tuesday to Saturday 10am - 5pm

A5 Leaflet Concept



— The Bridges —
ADLINGTON
 — MACCLESFIELD —

1, 2 & 3 BEDROOM
 LUXURY RETIREMENT
 APARTMENTS FOR SALE

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ADLINGTON

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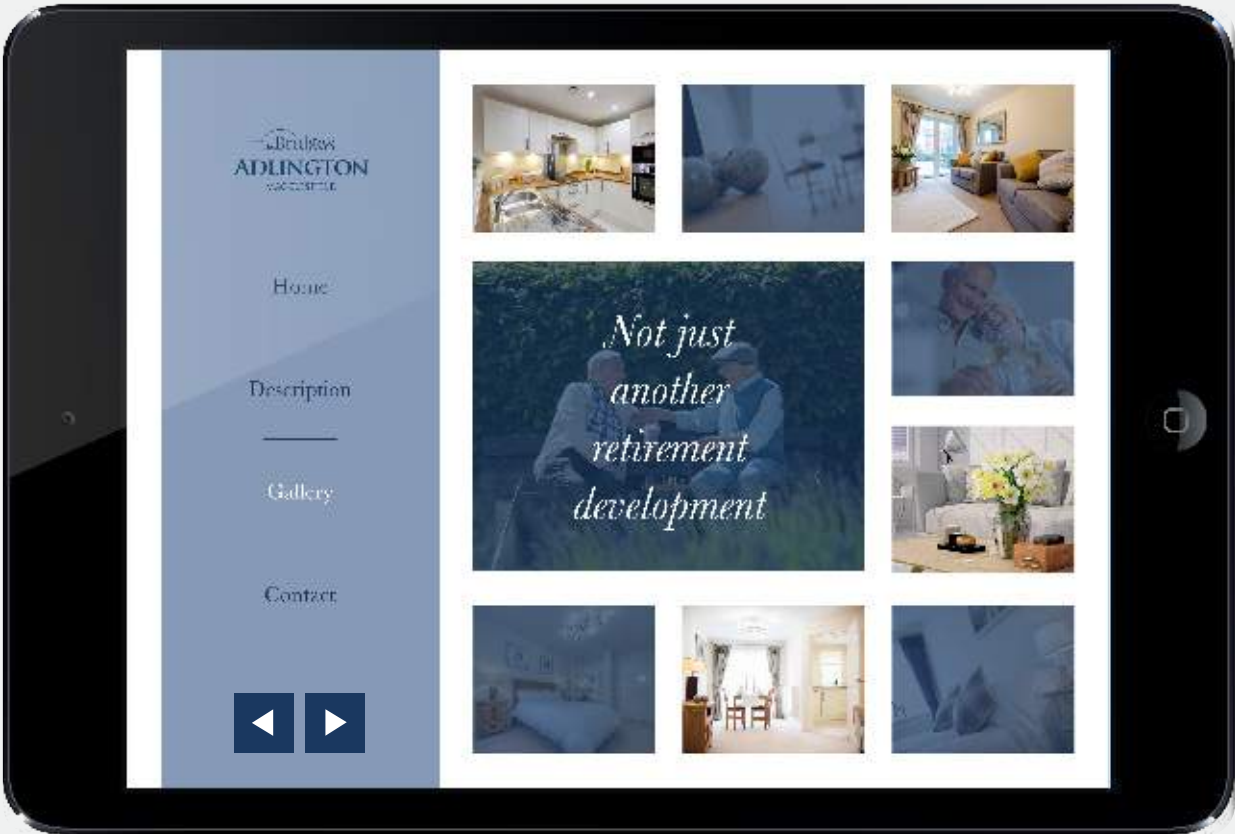
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Adlington

Interactive PDF concept





HOTEL FOOTBALL

EAT. DRINK. SLEEP. FOOTBALL

Hotel Football

Marketing Concept

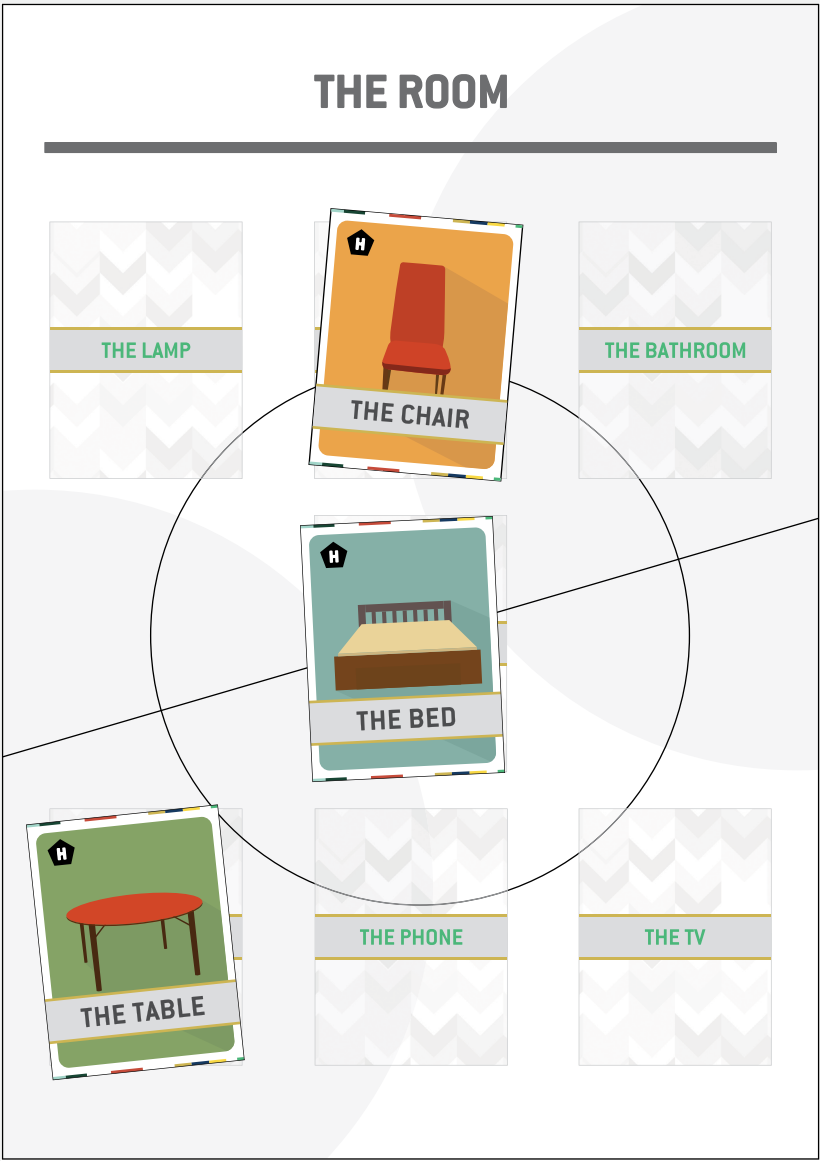
Just a stones throw away from Old Trafford, the home of Manchester United is Hotel Football, a contemporary and modern establishment that loves and supports everything to do with the great historic game of football.

With a need to advertise and market their services to the wider market, Hotel Football requested ideas, concepts and visuals of how to get their message across to the public and show who they are.

My ideas were to go with a more tactile approach both physically and digitally. For the physical concept I wanted to develop a Panini influenced sticker book with rewards of discounts or deals if completed. The idea was to have the essentials of the room as collectable stickers, these would be accessible at certain venues or bars around Manchester or when visiting the bar/cafe at Hotel Football.

HOTEL FOOTBALL
EAT. DRINK. SLEEP. FOOTBALL

Sticker Album Concept



Hotel Football

The digital concept was to use AR (Augmented Reality) and introduce a gaming/competition element to the campaign. Users of the game would compete in a game of 'Keepie Uppie' where the prize would be again discount/free night etc.



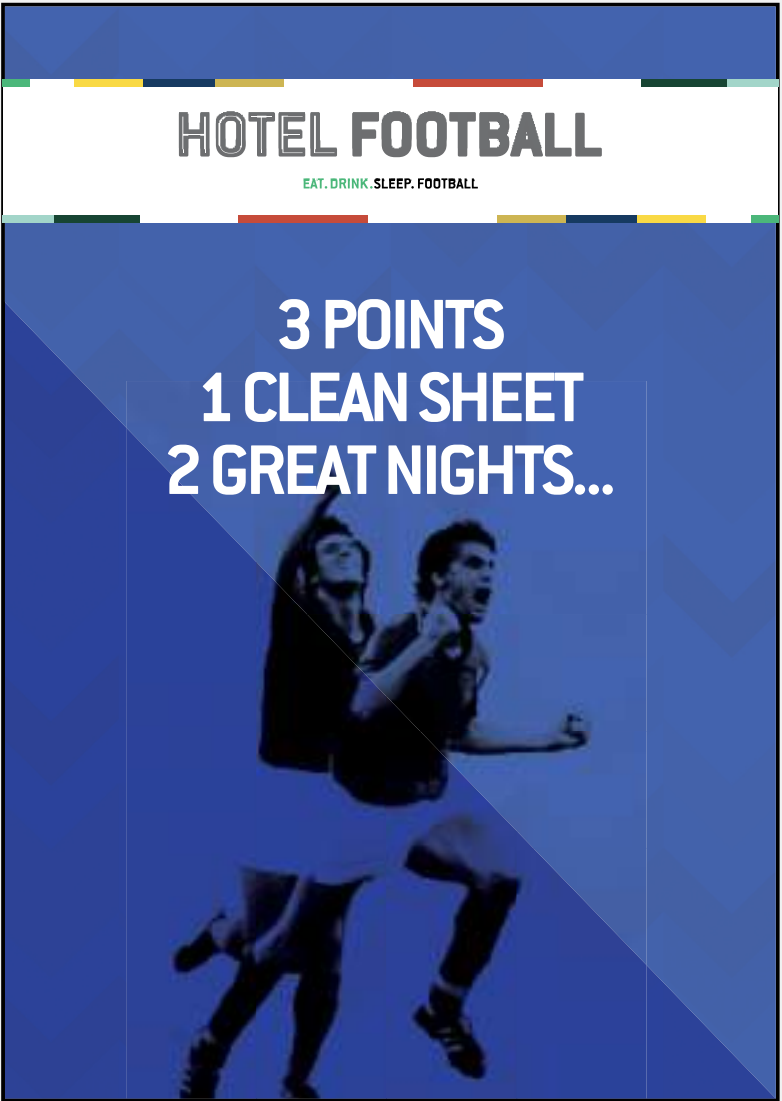
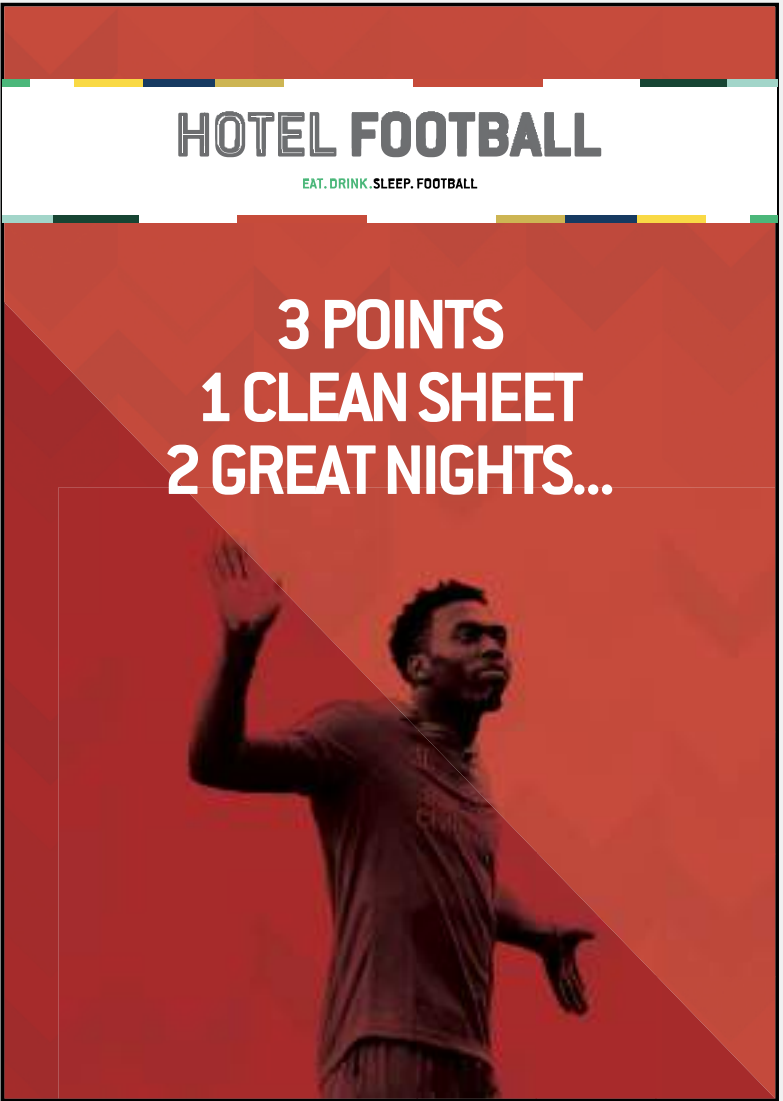
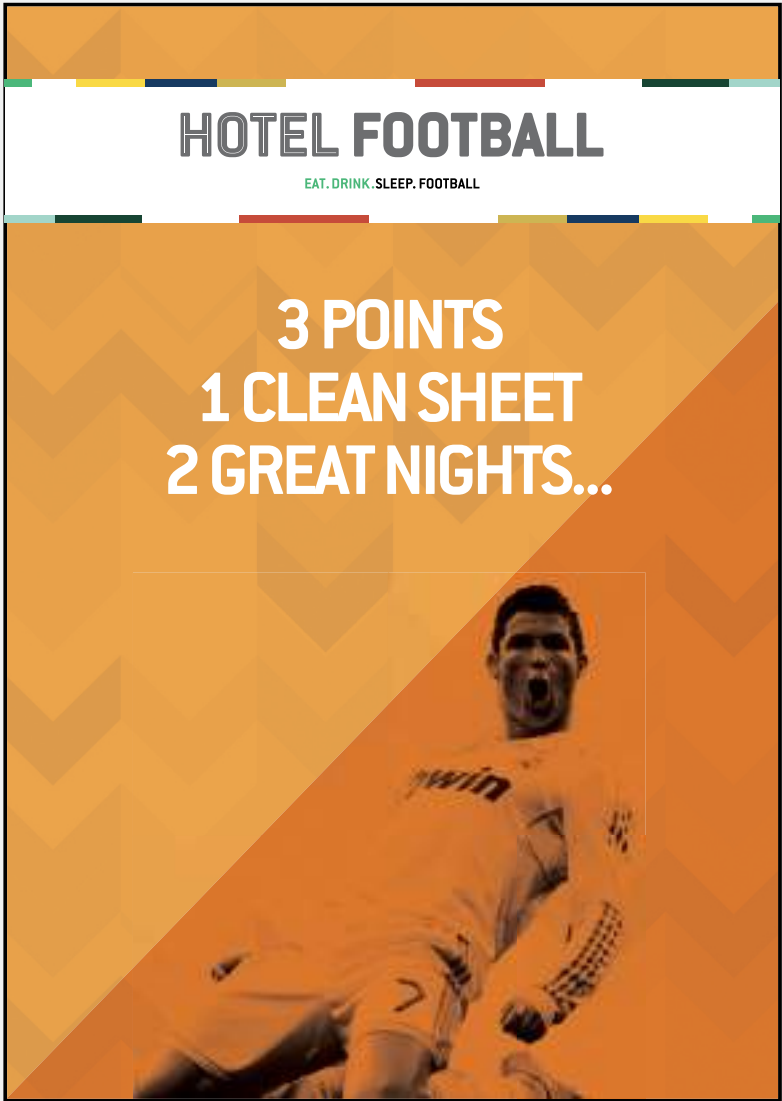
Hotel Football

Poster Concept



Hotel Football

Poster Concept



Iceland



Iceland - Rang-Tang Campaign

My Rang Tang Campaign concept is to bring to life the leaflet/poster that was made by the little girl in the advert. This would be inserted in magazines, newspapers or in Iceland stores to promote the stop of Palm Oil production.



Iceland - Rang-Tang Campaign

Handout Concept



Choose a Christmas Without Palm Oil

What is Palm Oil?

A type of edible vegetable oil that's extracted from the fruit of oil palm trees. Palm oil is currently found in more than half of all supermarket products, from bread to biscuits and breakfast cereal to soap.



Why We're Saying No to Palm Oil

Palm Oil is one of the world's biggest causes of deforestation and poses a significant threat to a number of species already facing extinction.

In Indonesia and Malaysia, where palm oil and wood pulp plantations are the biggest drivers of deforestation, many species are being threatened with extinction, including the orangutan. The orangutan population has more than halved in the last 15 years and is now critically endangered with only 70,000 to 100,000 individuals remaining.



What's Being Done?



#savemyfriend

Our Head Chef Neil Nugent, has been working in the Iceland development kitchen to **remove and replace palm oil** in our own brand food lines with oils and fats that **do not destroy the rainforest**. We are also working closely with our trusted suppliers to ensure that changes to our recipes do not impact the cost (or taste) of our own brand products. These efforts **reduce the demand for palm oil by more than 500 tonnes per year**.

Look out for the no palm oil sticker...

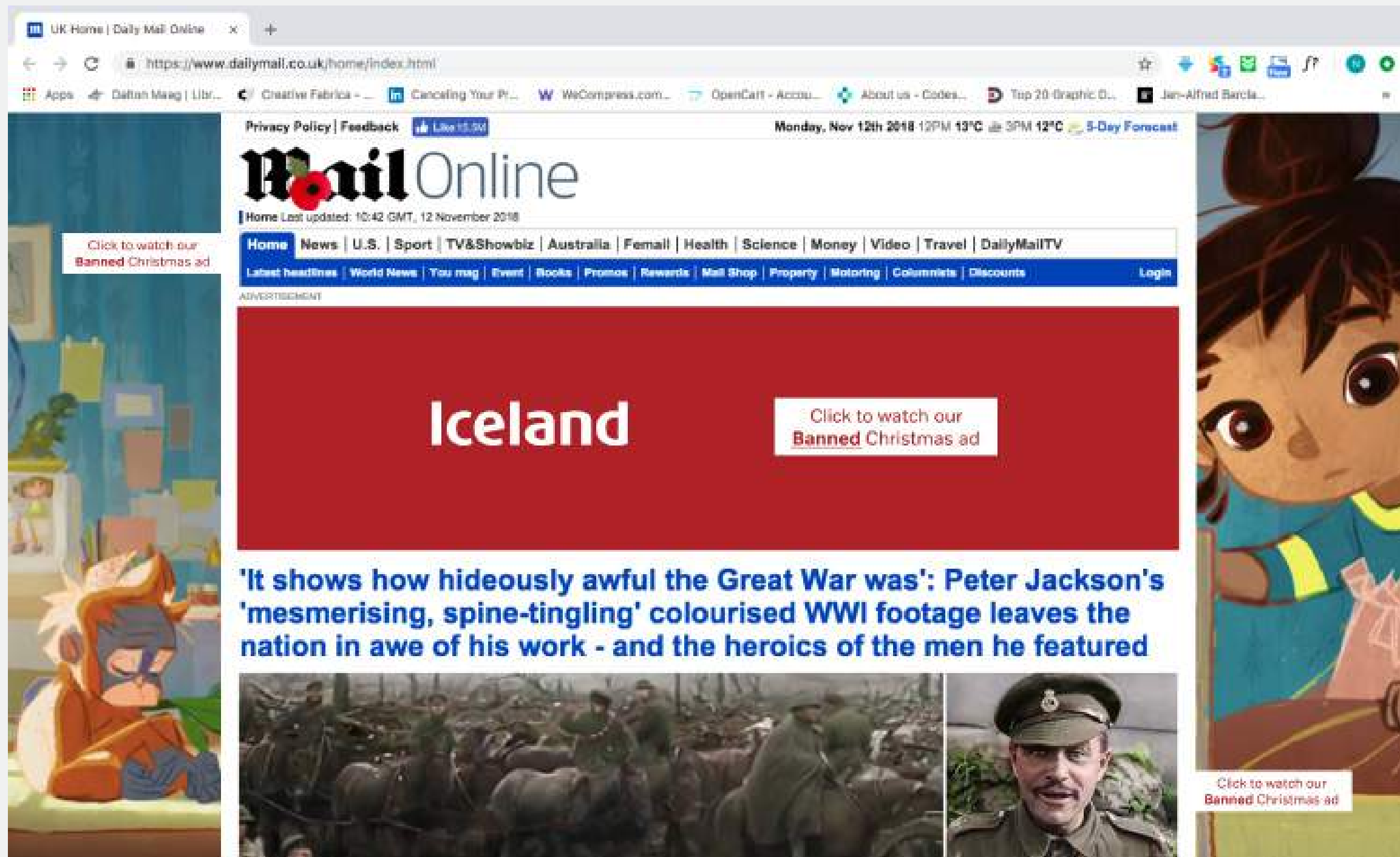
Yes, we are going to make it absolutely clear by using a 'no palm oil' sticker on our packaging.

www.iceland.co.uk

Iceland

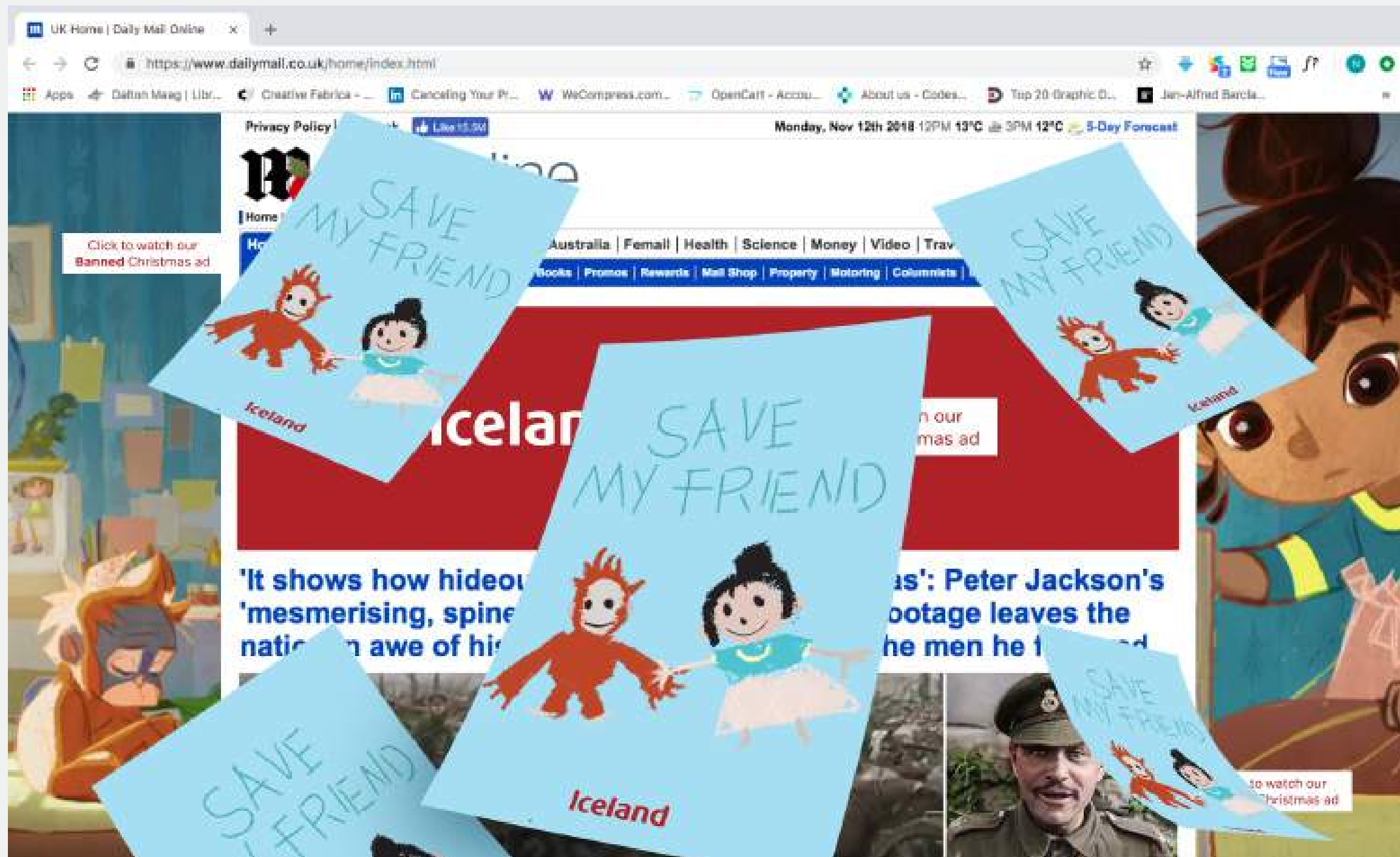
Iceland - Rang-Tang Campaign

Also to support the poster idea, I have developed a advertisement banner and drop down animation that would compliment the campaign of Rang-Tangs story.



Iceland - Rang-Tang Campaign

As the user would open the web page and scroll down, the “Save my Friend” leaflets would fall/float from the top of the screen, this is designed to replicate the falling leaves from tree being cut down by the Palm Oil industry. This would provide an immersive and memorable experience.



Iceland - Rang-Tang Campaign

Newspaper Advert Concept



New Maroons

New Maroons

Branding / product / PRINT / DIGITAL

New Maroons is small design project selling Greeting Cards, Gifts and Instant Downloads to make “yu belly buss” or “laugh” in this case!

As a designer I’ve always wanted to produce things that can be admired, used or seen by families and their friends. However, I wanted to put a “likkle” twist to celebrate certain occasions and do it Caribbean style!

For the designs, we take inspiration from life, the “tings” that we get up to and various sayings that we always read and hear, the people we meet and the music we listen to (obviously with a “Tallawah” blend!).

For a small project, New Maroons has already been featured on Buzzfeed and various Blogs and websites! I have also helped in events with Wray & Nephews. In the future I hope to have some designs accessible and available in shops, boutiques and stores.

New Maroons





Thanks!