

# \_iam bad at making tea

\_January 2011 // folio selection

Art direction // Brand guardian // Brand strategy //  
Exhibition design // Graphic design // Identity work //  
Interior design // Press advertising

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project // 01  
Metro Boulot Dodo

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mini book

**01 Metro Boulot Dodo. Autumn**  
**Identity // Promotional brochure //**  
**Invitations // Wall graphics**  
**Promotional material for the award winning**  
**experimental theatre groups latest installation**  
**Autumn: part of their ongoing Four Seasons**  
**touring programme.**

Brief // Create promotional material for the award winning experimental theatre groups latest installation Autumn: part of their ongoing Four Seasons touring programme.

The Journey // Autumn is the second part of the companies Four Seasons national touring program - where each season represents a period of the human life cycle. MBD required a visual expression and subsequent promotional material which looked to reflect their take on the meaning of autumn.

Metro Boulot Dodo are a company with a unique and innovative approach to their work. my aim was to capture as much of this as possible whilst adhering to a limited creative and production budget.

The Solution // The final main brochure document is made up of a raft of ten individual loose leaf inserts focussing on key elements from the installation. All of these inserts are then sandwiched between thick sheets of hand stamped pulpy brown material and held together by two elastic bands.



## **\_02 B. Hair and Beauty Salons**

**Name and brand strategy // Identity // Salon interior and fascia**

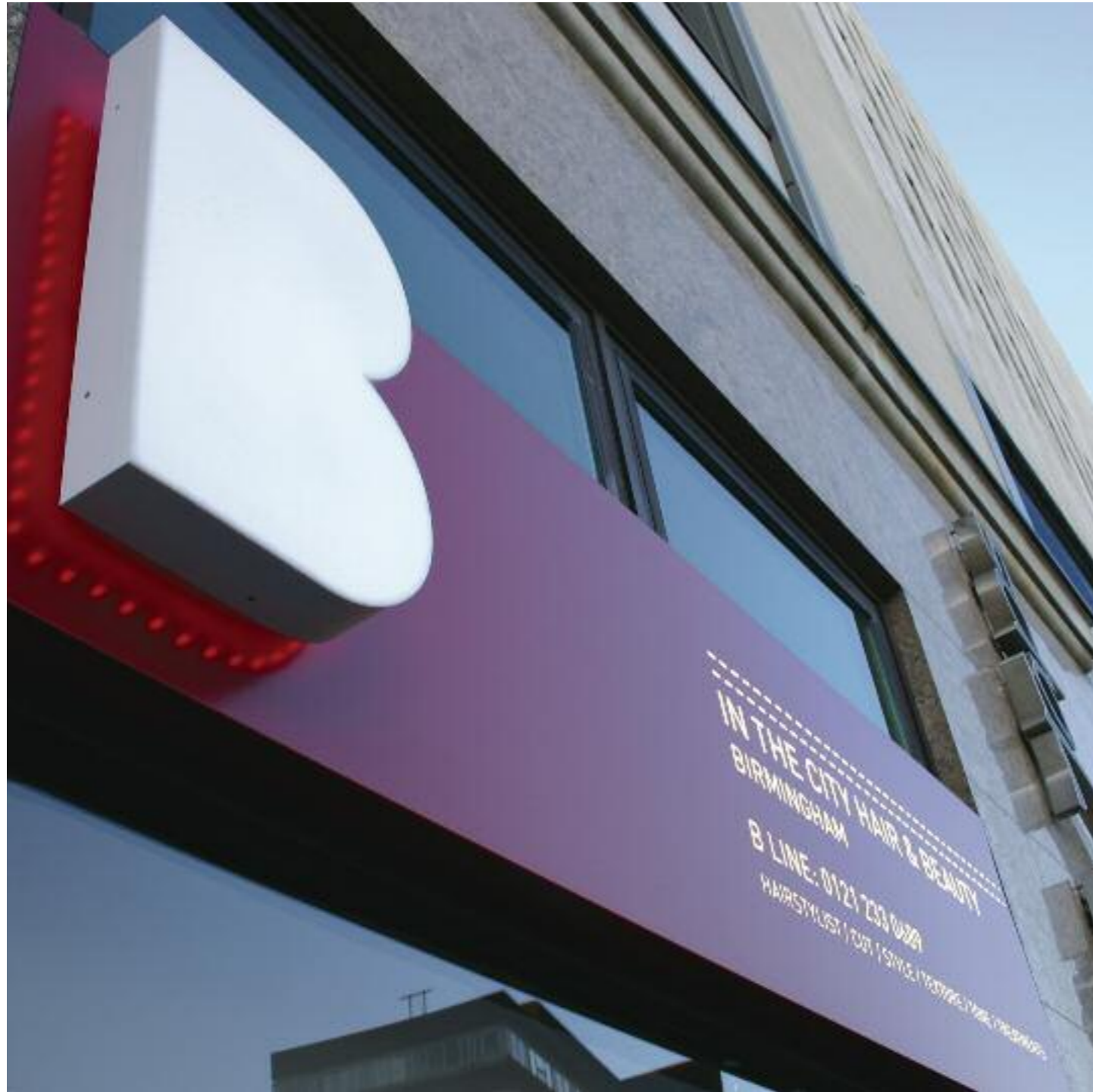
**Creation of a name, brand strategy, identity and subsequent visual implementation for a new chain of hair and beauty salons.**

**Brief //** Create a new name, brand strategy, identity and subsequent visual implementation for a new chain of hair and beauty salons.

**The Journey //** The client had a clear indication of the type of environment they wanted to create but had no sense of direction in terms of what the salons should be called or what visual styling they should adopt. The challenge was to create a chain of individual hair and beauty salons under the one brand.

The client wanted a name that was catchy, accessible, unique and had the ability to be tailored and developed. The styling had to match this but also provide a unique visual structure appropriate to each new salons surrounding location and demographic.

**The Solution //** B is derived from the key driving force behind this venture - award winning stylist Brendan O'Sullivan. The solution is simple, appropriate, unique and has an unlimited development potential. Visuals shown detail the B Hair and Beauty Salon in Birmingham.



**\_project // 03**  
**\_Dukes of Mayfair**

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**\_03 Dukes of Mayfair. Mens Salon**  
**Identity // Name and brand strategy**  
**Creation of a name, brand strategy, identity and subsequent visual implementation for a modern mens barbers.**

**Brief // Create a name, brand strategy, identity and subsequent visual implementation for a modern mens barbers based in Mayfair.**

**The Journey //** Located in the heart of Mayfair and offering gentlemens fine grooming. The salon is targeted at trendy young, top end management who want to be seen in the right place when it comes to their grooming. They want the quality of existing fine local barbershops but with none of the stuffiness. They require a new traditional barbers.

**The Solution //** The name is rooted in tradition but the look and feel are given a modern twist. The identity empathises with the requirements of the brief by creating a coat of arms formed out of grooming tools. The identity can then alter to specify particular treatments, from haircuts to close shaves.



**\_project // 04**  
**\_Cebrasoft**

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**\_mini book**

**\_04 Cebrasoft. e-business solutions**  
**Identity // Stationery**  
**Creation of an identity and subsequent stationery**  
**for an integrated e-business solutions agency.**

**Brief // Create an identity and subsequent stationery**  
**for an integrated e-business solutions agency.**

**The Journey //** The identity had to work both online and in print form. The identity also had to be a strong marque as it would both feature on and drive software packaging as well as work on stationery items. The integrated aspect of their business was an element that they saw as both important and positive. The focus of their company is more towards business to business monitoring and security software.

**The Solution //** The logo form is based on the idea of integration as the two abstract letterforms of C and S combine. Online versions show an animated flow as the two letterforms link together and create an infinity symbol.



## **\_05 Eco3. Environmental design and manufacture consultants**

### **Exhibition system // Support literature**

**Creation of an appropriate mobile exhibition system and support literature for an organisation whose primary focus is the reduction of waste and environmental impact in product design.**

Brief // Create a more appropriate mobile exhibition system and support literature for an organisation who's primary focus is the reduction of waste and environmental impact in product design.

The Journey // The clients initial brief was to create an exhibition system which used a series of pop-up and pull-up mechanisms. This approach didn't fit their own business model and so alternative options we're produced to fit the key messages that they wanted to communicate.

A more bespoke structure which conveyed a stronger environmentally conscious impact, whilst still being very flexible and cost effective was required.

The Solution // The final exhibition solution uses towers of recycled cardboard boxes. Each face is silk-screen printed using strong colours, simple iconography and key messages. This visual styling and concept has since been applied to company business cards and a wide range of additional literature.



**\_project // 06**  
**\_Kookai**

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**\_mini book**

**\_06 Kookai. 9 to 5 Christmas promo**  
**Promotional pack // In-store graphics**  
Creation of a handy Christmas promo pack for this high street fashion store detailing the new seasons fashion 'in action'.

Brief // Create a handy Christmas promo pack for this high street fashion store detailing the new seasons fashion 'in action'.

The solution // The action takes place between 9pm to 5am. We see the full range of the new collection on a night out in town. From evening to morning, the journey is captured at key points, each one detailing the fashion items and wearers in various social situations.

The promo pack photo storyboard folds down and fits neatly inside a slick printed wallet.

In-store, the storyboards were enlarged and displayed on large lightboxes behind the counters at the tills.



## **\_07 Ashurst. Interior design**

### **Interior graphics // Brand development**

**Developing existing brand guidelines to create a template for the interior design and subsequent roll out across more than fifteen international offices.**

**Brief //** Work with and develop the existing Ashurst brand to create a template for the interior design of all Ashursts international offices.

**The Journey //** Ashurst is a leading international law firm with over fifteen offices around the world. Ashurst required a visual expression to be used for internal graphics, wall panels and signage, with the aim of creating a template for all offices to be fitted out in a similar way. Each office has a number of shared spaces and a variety of meeting rooms which all require a distinct look and feel but still inkeeping with the Ashurst identity.

**The Solution //** Each room was inspired by key global office locations. Names, colourways and images were taken from those locations and used to build a textural template using key features of the existing brand to tie everything together and build a visual language that is both vibrant and easy to roll-out .



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**\_mini book**

## **\_Thank you for browsing**

**Please keep in touch // in contact // informed**

**If you would like to get in touch regarding future work or to discuss any future projects then please just drop me a line.**

[howdy@iamrobgarner.co.uk](mailto:howdy@iamrobgarner.co.uk)

+44 (0)7947 650 555

Nottingham and London

**LinkedIn**

<http://uk.linkedin.com/in/iamrobgarner>

[www.iamrobgarner.co.uk](http://www.iamrobgarner.co.uk)