

Services

This is an outline of a range of services I am confident to provide for clients and bring to a potential employer, this document also includes services I would consider my specialities in the future.

BRANDING & IDENTITY

Branding is your brand's visual identity, which is all the visual elements that makes your company recognisable. The combination of the logo, colours, fonts is the visual language that determines how it will be recognised. They should all align with company values, such as mission and vision statement, and ensuring it is consistent across all applications.

MARKETING & ADVERTISING

Marketing and advertising design creates visual materials that promote your products or services across print and digital spaces. These assets strengthen brand visibility and communicate messages clearly. Common deliverables include posters, flyers, potential product photography and editing campaign graphics, social media ads, digital banners and event materials.

PRINT DESIGN

Print design covers all tangible communication materials that represent your brand physically. Strong layout and typography ensure clarity and professionalism across applications. Typical assets include brochures, business cards, packaging, signage, menus, labels, and large-format prints such as posters or banners.

DIGITAL & WEB DESIGN

Digital and web design involves creating visual elements for online platforms, ensuring usability and consistent brand presentation. Assets may include website layouts, UI mockups, landing pages, web graphics, hero images, social media templates, and newsletter designs optimised for desktop and mobile.

PRINT & EDITORIAL DESIGN

Editorial design structures long-form content into clear, readable layouts that support strong communication. It applies consistent grids, typography, and visual hierarchy. Typical outputs include magazines, catalogues, annual reports, multi-page brochures, e-books, corporate documents, and publication templates.

OTHER SUPPORTING ASSETS

Typography and illustration are other assets I include to support other services listed here. For example I may create a supporting artwork or original display font to packaging or promotional material such as posters and flyers. I may create custom drawings or graphics that add personality and help communicate ideas.
