

Saydesignuk | Branding | Promotions | Publishing | Digital

27 YEARS KNOWLEDGE & EXPERIENCE



A consistent high standard of work, always visually stunning, creative and innovative. Adding value to our brand and opening new opportunities for us.

> Caroline Bartle, CEO 3Spirit

About

My 27 years of knowledge and experience spans over 4 years in higher education, 10 years in employment and 13 years as a freelance graphic designer. This exposure to different industries, clients and responsibilities has given me the capabilities to produce effective strategic solutions from concept to output.

My tool box includes; brand identity and design, publishing and promotions, print and digital output, project management and marketing, corporate and artistic depiction, typography and copywriting.

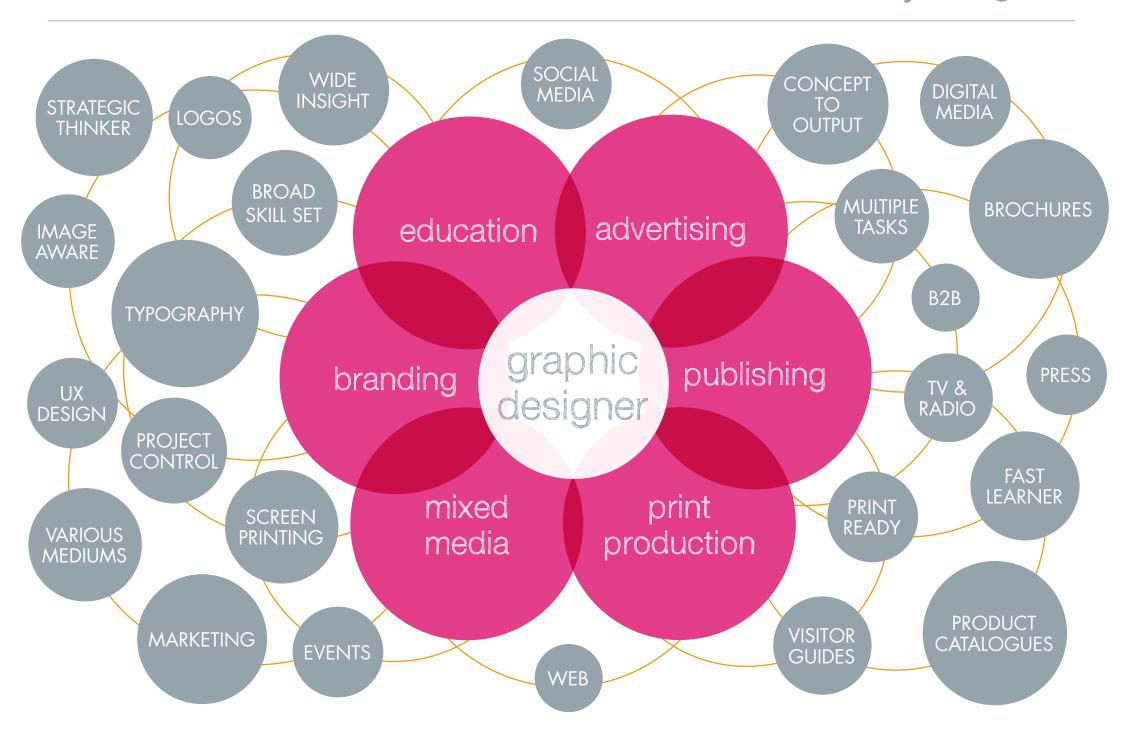
These combined skills have generated a broad client base reaching across equators to the corners of local communities. Inclusive of international airlines, city publications, entertainment venues and local independent businesses.

saydesignUK was established in 2004, but my bedrock was in 1993 as an art director in advertising. The knowledge and experience gained over the following years is instrumental to the success and respect that continues to grow today.

Main Disciplines

- Brand-focussed business solutions.
- Creating and developing high quality graphics from concept to print and digital output.
- Closely working with clientele, staff and outsourcers throughout each process to achieve premium results.
- A responsible project manager, valid team member and a self-motivated professional.
- Using of a variety of print and digital mediums to obtain awareness and engagement.
- Effective user experience.
- Remaining calm and focused when working to tight deadlines.
- Bespoke plans of action to suit all budgets.
- Undertaking all project requirements including design, artworking, large format printing, social media and illustration.
- A driving passion for new challenges and problem-solving.
- Establishing strong, long-term relationships.

Stephanie Young | saydesign.co.uk | info@saydesign.co.uk | #saydesignUK





Loyal to the brand, consistent and efficient. Stephanie's attitude and desire to provide a quality service is excellent. I can highly recommend her.

Kirsty Pollard, Manager, Brighton Marina

Main Design Tools

Adobe CC InDesign Photoshop Illustrator Acrobat / Interactive pdfs User experience html and css principles Microsoft Word / Excel Power Point

Freelance 2004 - 2018 Client and projects overview

- IDENTITY.UK | Inflight editorial and product magazines. Airline materials, publishing and catalogues.
 - Air Mauritius. Gold Hermes Creative Awards 2018. Royal Jordanion, Evelop, Easyjet - inflight magazines.
 - Alpha, DEFASS Group Airline retail suppliers various
 - Virgin web banners and crew guide
 - Tui, Thomas Cook scratch cards
 - iSpy Gala Awards brochures
 - J.Parkers garden bulbs wholesale and retail catalogues
 - Forever England product catalogue
- BRIGHTON MARINA | Website, branding development and guidelines booklet. Promotional materials; venue leaflets, site map, Gold Card conception and artwork, large format printing for MSCP and venue windows, on site venues and events. Site, road and lamppost signage, sails and flags.
- SSPIRIT | Website design and management. Infographics for training, staff rooms and social media. Interactive training workbooks. Tender proposals.

Education

Laucation			
2018 City and Guilds	2009 - 2011 Digital Video	1993 - 1995 Higher National	1991 - 1993 National
Social Media and Digital Marketing	Editing, Dreamweaver and Flash	Diploma in Advertising	Diploma in Media
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- CITY AND GUILDS KINEO | elearning interactive pdfs. Illustrations, rollovers, input text fields and web links.
- OFFICE SWITCH | Business concept. Branding.
 Print and downloadable brochure. Social media campaign and emarketing.
- **BODY HAPPY** | Downloadable fitness program for client purchase.
- DV8 SUSSEX | Teaching young adults. Branding and publishing youth magazines. Promotional materials.
- WILLIAMS MEDIA | Entertainment and event guides. Advertising and marketing for local businesses.
 - What's On Guide Brighton and Hove
 - Brighton Visitor
 - Freshers Student, Eco Show, BMC, Shakedown
- PINNACLE PUBLISHING | Brochures for private sports clubs. Branding and advertising design.
- **BALFOUR INFANT SCHOOL** | Redesign prospectus.
- JUST PAWS | Social media promotions. Awareness advertising campaign. Brand building.
- ARC CONFERENCE | Photographer for a three day international airline event.



I have found Stephanie's attention to detail, creative flair and professionalism an asset to my business. She has given our brand a much needed lift.

> Joni Graham King CEO, Green Goddess

Websites

- 3SPIRIT | Care worker training.
 <u>3spirituk.com</u>
- GREEN GODDESS | Clean living Products. joni-greengoddess.co.uk
- RER PROPERTY | Consultants. rerpc.co.uk
- JACKSON BOUNDARY SURVEYS | Consultants. jacksonboundarysurveys.co.uk
- KAIREN KEMP | Promoter, copy writer, manager and editor. <u>kairenkemp.co.uk</u>

Branding and logo design

- WILLING AND ABLE | Wellbeing training and apprenticeships.
- SAGACIOUS MEDIA | Digital marketing.
- OFFICE SWITCH | Moves, electrical and IT upgrades.
- KP MEDIA | Public relations, promoter and manager.
- **BLAGGS** | LGBT sports organisation.
- SCRUFF TO FLUFF | Dog groomers.
- K9 CHALLENGE | Fundraising event.
- **ZIO** | Cafe.
- JACKSON BOUNDARY SURVEYS | Consultants.

Employment 1993 - 2003

- FUSION MARKETING | 2001 2003 Head of graphic design team.
- RIVERSIDE MEDIA | 1999 2001
 Graphic design and print production.
 Image editing. Prepress.
- INTERCARD | 1998 1999 Head of creative department. Promotions, direct mail, large format printing, photo retouching and file conversions.
- LEITH ADVERTISING AGENCY | 1997 1998
 Art director. Developed campaign strategies for top brands such as Iron Bru.
- IMPACT FCA ADVERTISING AGENCY | 1995 1997 Art director. Concept development. Won a Bronze Media Award for one of the first web providers. This included a million pound TV commercial, national press and direct mail.
- ADVERTISING WORK PLACEMENTS | 1993 1994 Saatchi and Saatchi | WCRS | TBWA | Art Director.

Galleries and events

CUBCULTURE / EGREMONT SPACE |

Founder, administrator, event organising, fundraising, print and digital marketing, promotions, social media, brand identity, screen printing and mixed media.

EXAMPLES OF WORK





they shouldn't

pesn't make

SaydesignUK

Unisex fragrances

What is it that makes a perfume either masculine or feminine?

The truth is that fragrances or scents in themselves are not defined in gendered terms; it is only years of powerful marketing and gender expectations that have been telling us otherwise. Needless to say, the idea that women should smell of sweet fruit or delicate florals and men of tobacco, wood and heavy musk has not only become outdated; it has also limited brands in their sales and marketing efforts. Perfumer Tom Daxon hit the rail on the head when he said that 'telling 50 percent of your potential market they shouldn't be wearing your fragrance doesn't make sense on any level to me' - and so the trend for unisex and made-to-share scents was born. Considering that 33% of men's fragrances are bought by women to wear themselves, and that 70% of women's top-voted perfumes contain 'masculine' woody or spicy notes. perfumers have resolved to create blends that both series could wear. After all, a great fragrance is a great fragrance - no matter what your gender.

autoeuj@as.com

air mauritius

Vhen selling fragrances onboard, why not branch out nd suggest some of the following unisex options?

Calvin Klein CK One

CK One was the first ever fragrance to be marketed for both men and women. Available as part of the Calvin Klein coffret collections, it's the perfect crossover scent.

Eau De Toilette
Duo Set
2 x 100ml
\$68
Page 10



Acqua Di Giò

A light blend of florab and herbs. Acqua di Gio is rounded off with warm Indonesian patchouli – making it flie ultimate middle ground fragrance.

Eau De Tofiette
S0ml
\$61
Page 16

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Lacoste Blanc

Blanc is a woody scent with an array of floral, fruity and herbal accords to balance out the heavier notes. As fragrances go, this one is wonderfully universal.

Eau De Toillette
Duo Set
2 x 100ml
\$96
Page 17



Paco Rabanne 1 Million

With its spicy leathery notes, 1 Million makes a great choice for women who enjoy a more traditionally 'masculine' scent.

imasculine' scent: Eaa De Toilette 50ml \$54

Page 22



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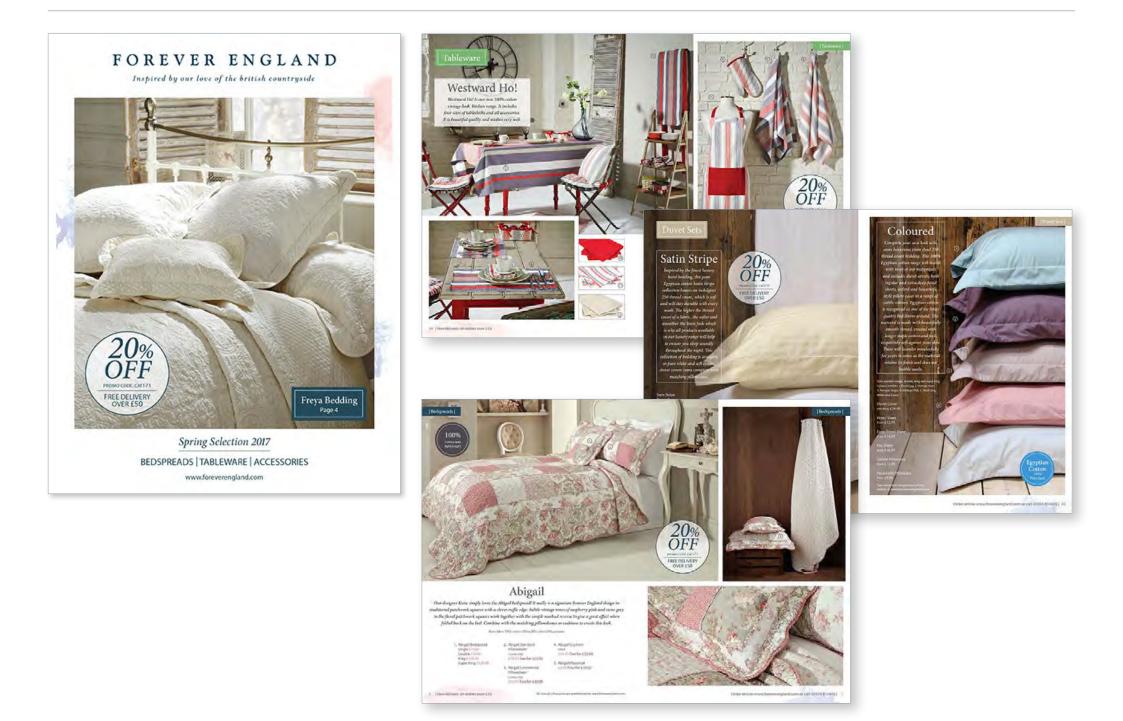
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Improve online safety

Cyber Grime is the number one threat to UK businesses, costing over £29 Billion a year. Securing your organization against hacknes and mahvare is essential, but requires expert IT involvidge. Wic cin keep vou secure by offering a range of online safety services from disaster management planning and staff training to multi layered defence software and encryptions.

Server Institlations and Security

A reliable, secure server is integral to productivity and communication. We listen to your business requirements and design, supply and install servers that allow you to meet- and exceed- your objectives and protect your critical data. All our staff are Microsoft Certified, guaranteeing you the very bust service and up to date advice.

Wireless systems

Wireless allow you and you'r team to work remotely and maintain effective communication wherever you are. We are specialists wherese networking and can assist you with a whole range of issues from simple connectivity problems to the installation and project management of complete WiFi set ups. The result? Reliable, fast connections and a productive workforce.



Bespoke services

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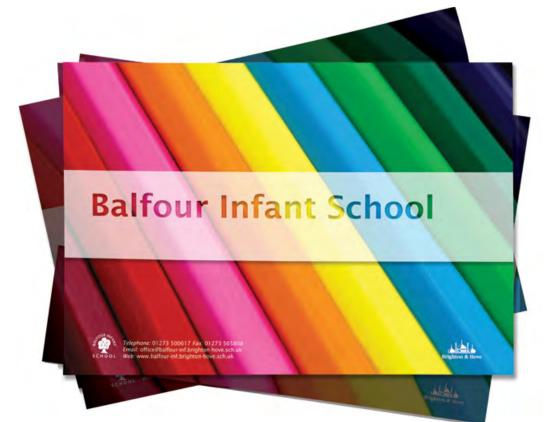
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teamwork

fur school will be a learning environment where the whole team is ommitted to providing a well planned education that is responsive 5 the needs of all the individuals within it. caring and happy school, in which everyone develops their full potential nd the children scialilish the foundations for successful life long learning

AIMS

 To establish a stimulating, creative environment, where every child gains confidence through success, to develop their full potential.

For the whole school community to be listened to and feel valued and for diversity to be celebrated.

 For our school to be a secure and safe place where all can learn and develop spiritually, morally, socially and physically.

To have good links with parents, governors and the wider community.

For every member to participate in decision making and work as a supportive team, to set clear and appropriate learning goals.

To provide a full and creative curriculum that is relevant to the learners, fostering enquiring minds which will enable them to understand the world around them.

 To use a range of strategies for teaching in order for all children to access the curriculum, to make progress and achieve as high a standard as possible.

To build on what children know, can do and understand in order to improve standards.

To provide a culture where differences are celebrated, encouraging tolerance and sensitivity towards others and respect for the environment.

Good health education will be a core part of a child's experience through a co-ordinated whole school approach including curricular and extra-curricular activities, diet, fitness and emotional well being.



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You must identify your key points and develop the content of your presentation before you start to design visual aids such as projection slides, handouts or flip charts. This will help to ensure they always capture your audience's attention and support your presentation, and do not detract from it. Try to use your visual aids to achieve something that you cannot do effectively with your spoken words.

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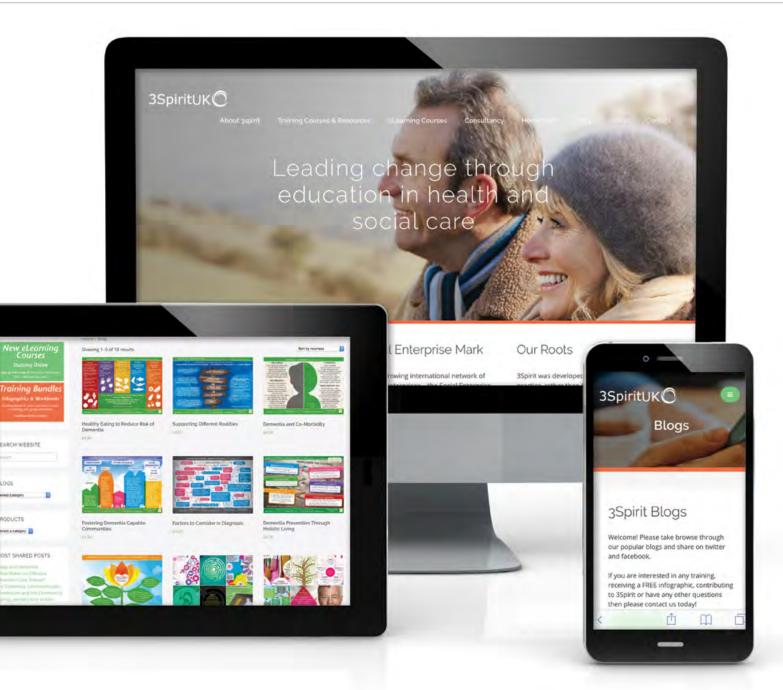
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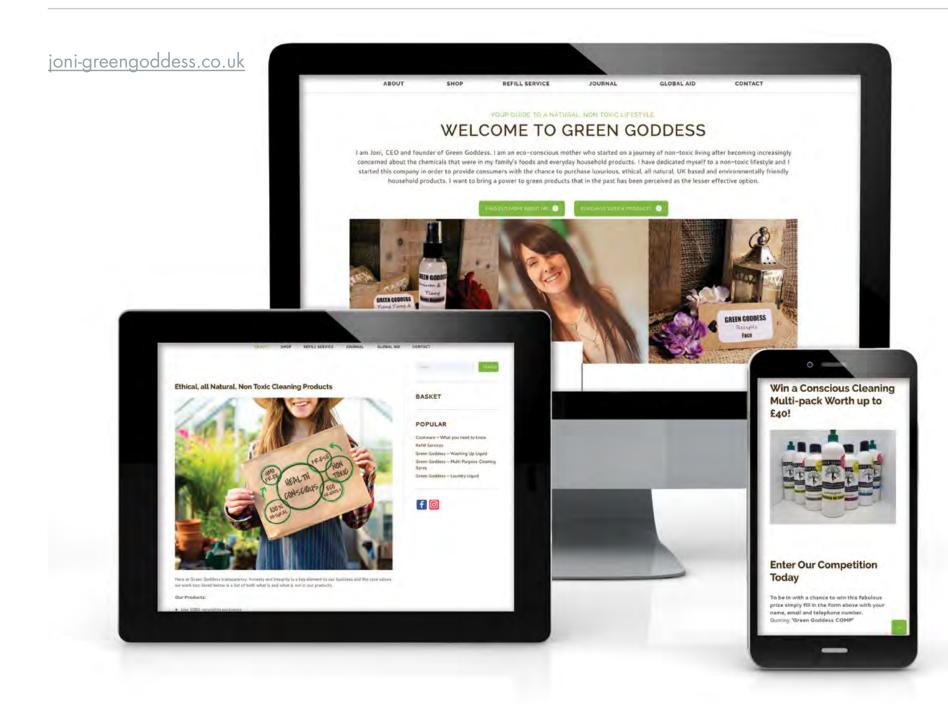
Section three:

This section will explain how policy, procedure, ethics and the law can support your team.

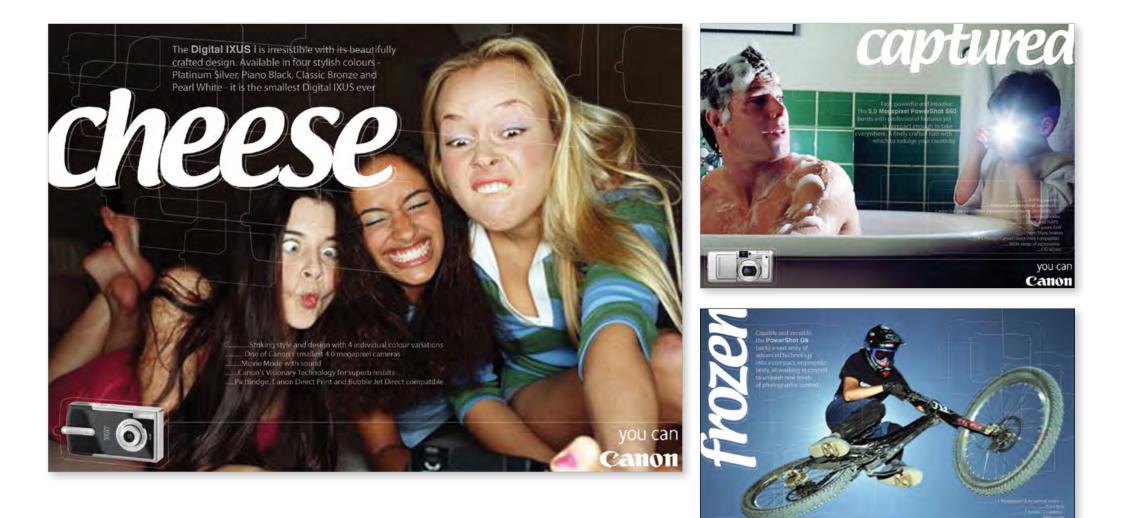


<u>3spirituk.com</u>



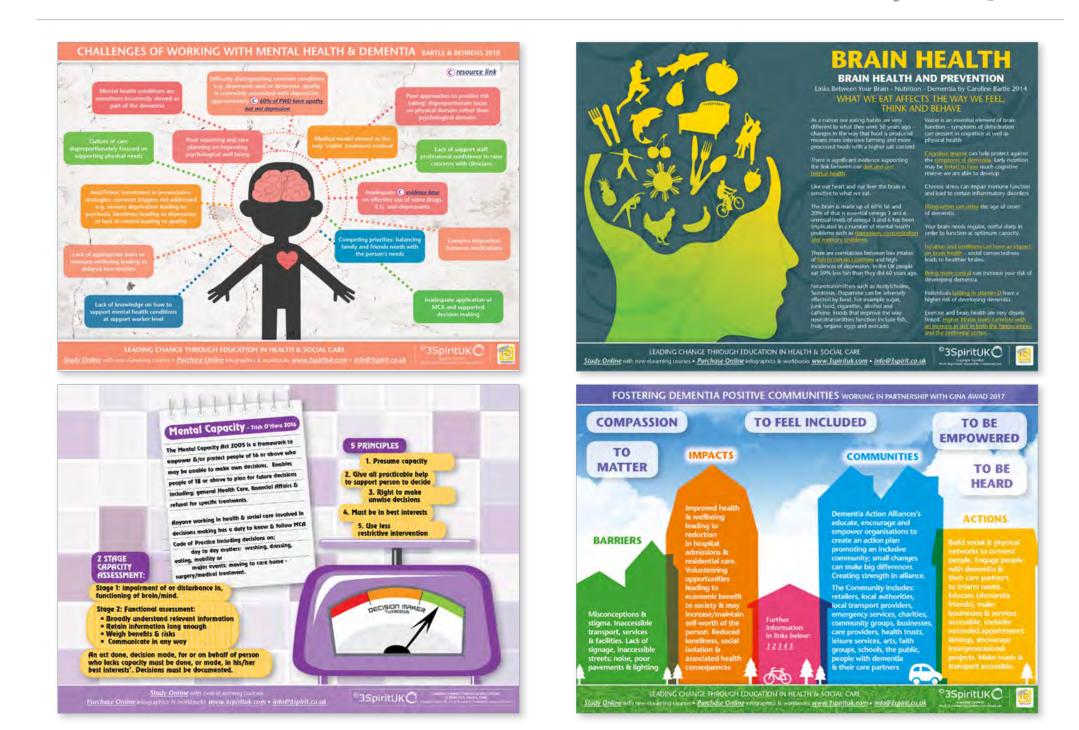


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16









Emblem

Emblem Black, White, Colour

Emblem Supporting Colours

To be used on additional and supporting design materials

Main emblem to be used as additional design feature and standalone logo.

Fonts



Main Header Bold 24pts - Leading 20pt

Space after 8mm - Title Caps

Bold Sub Header 16pts - Leading 16pt

Section introductions Header Space after 6mm - Title Caps

Supporting Font: Montserrat

Sub header regular 14pts - Leading 16pt paragraph headers

Header space after 6mm - Sentance caps

Body Copy Light 10pts - Leading 16pts - Paragraph space after 2mm - Sentence caps Small text Light 8pts - Leading 12pts - Paragraph space after 2mm - Sentence caps

This is a Main Header

This is a Section Sub Header

This is a paragraph sub header

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When using on smaller medium such as business cards reduce styles by:

Lora: Main header 24 / 20 - Space 0, Subheaders 14 / 14 - Space 3

Monstserrat: Subheaders 12 / 14, Body Copy 8 / 14 - Space 1, Small text 6 / 10 - Space 0.5























THANKYOU info@saydesign.co.uk 07736 932 526