

**sara parsonage**

design examples

# elkingtons beer

logo and label design options for a new range of non-alcoholic beer

**ELKINGTONS**



# a2z learning

logo and material for private tutoring company



# tim syrad wine tours

Rebranding for a wine tour company. Incorporating the signature of the owner, wine and travel references.

It was used on their website, stationary and brochures.



*primary logo*



*business card*



*secondary branding devices*



# iheart studios

maps and floor plans drawn in Illustrator for a photographic studio in Bermondsey

**I HEART STUDIOS - FIFTH FLOOR**

**I HEART STUDIOS**

From Bermondsey tube, go down Keelson's Road, turn left onto Ironton Road and then right on to Drummond Road. Continue past Clements Road entering the Biscuit Factory complex from Drummond Road.

Walk diagonally across the courtyard along the alleyway. Opposite block 'K', at the glass door enter 43 on the keypad to gain access. Take the lift to the 5th floor.

**Contact:**  
t: 020 3626 7779

The Biscuit Factory - off Drummond Road, London SE16 4DG

**I HEART STUDIOS - FIRST FLOOR**

**I HEART STUDIOS**

From Bermondsey tube, go down Keelson's Road, turn left onto Ironton Road and then right on to Drummond Road. Continue past Clements Road entering the Biscuit Factory complex from Drummond Road.

Walk across the courtyard. To the right of the gym is the 'Jam Studios' entrance. Go in here and the lift is directly in front of you.

**Contact:**  
t: 075 3489 6284

The Biscuit Factory - off Drummond Road, London SE16 4DG

**I HEART STUDIOS**

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From Bermondsey tube, go down Keelson's Road, turn left onto Ironton Road and then right on to Drummond Road. Continue past Clements Road entering the Biscuit Factory complex from Drummond Road.

Walk across the courtyard. To the right of the gym is the 'Jam Studios' entrance. Go in here and the lift is directly in front of you.

**Contact:**  
e: [clientservices@heartstudios.com](mailto:clientservices@heartstudios.com)  
e: [sales@heartstudios.com](mailto:sales@heartstudios.com)  
t: 020 7231 8878

The Biscuit Factory - off Drummond Road, London SE16 4DG

# logos - various

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# underwrite me

Print-ready artwork for financial company UnderwriteMe rebranding. Comprising brochure, business cards and exhibition banners.



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PROTECTION RE-ENGINEERED

210x210 brochure



underwrite  
me

PROTECTION RE-ENGINEERED

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Director, Asia Business Development

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2 Shenton Way e: rakesh.kaul@underwrite.me.co.uk  
Singapore t: +65 8311 4876  
068804 www.underwrite.me.co.uk  
Registered Office: 27 Place Tower Bridge House, St Katharine's Way, London E1W 1BA

underwrite  
me

PROTECTION RE-ENGINEERED

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Head of Sales and Marketing

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Portland House e: phil.jaynes@u  
Bressenden Place www.underwrite  
London SW1E 5BH

ARE YOU UP  
FOR LIFE IN THE  
FAST LANE?

ARE YOU UP  
FOR LIFE IN THE  
FAST LANE?

business cards

SO YOU AND YOUR CUSTOMERS  
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Finally, you have the solution to give your customers exactly what they want. And that's good news for you and them.

Everyone will benefit from a simple and fast buying process. With a single way to compare real terms and buy, you'll have more time for advice. And that creates more opportunities and more valuable client relationships.

Ultimately, of course, that delivers the grandest prize of all: even more satisfied customers for you.

exhibition stands

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FOR LIFE IN THE  
FAST LANE?

ARE YOU UP  
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0203 727 9467

DON'T GET LEFT BEHIND  
LET'S GO ...

We've created a high-performance vehicle that can help transport your Protection business to a whole new place. And we're raring to go.

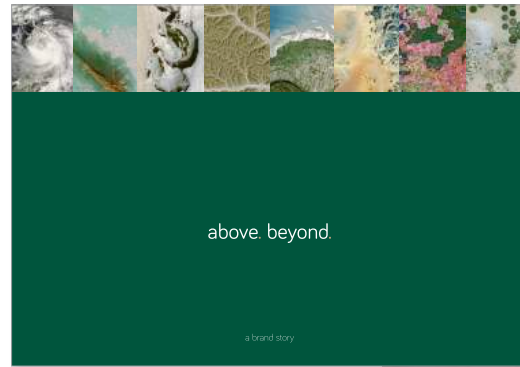
So let's talk. And you can put yourself in pole position.

To find out more please contact us:

enquiries@underwrite.me.co.uk  
0203 727 9467

# stonehage family fleeming

Brand story for a re-branding of a family office following a merger (A3 30 page hand-bound book)

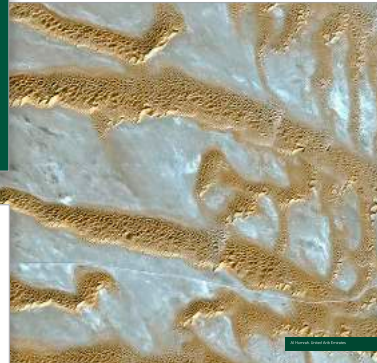


photography

"The Dipper's perspective"



stationery



font

Bariol Thin

Bariol Light

Bariol Regular

Bariol Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&\*()'+  
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palette

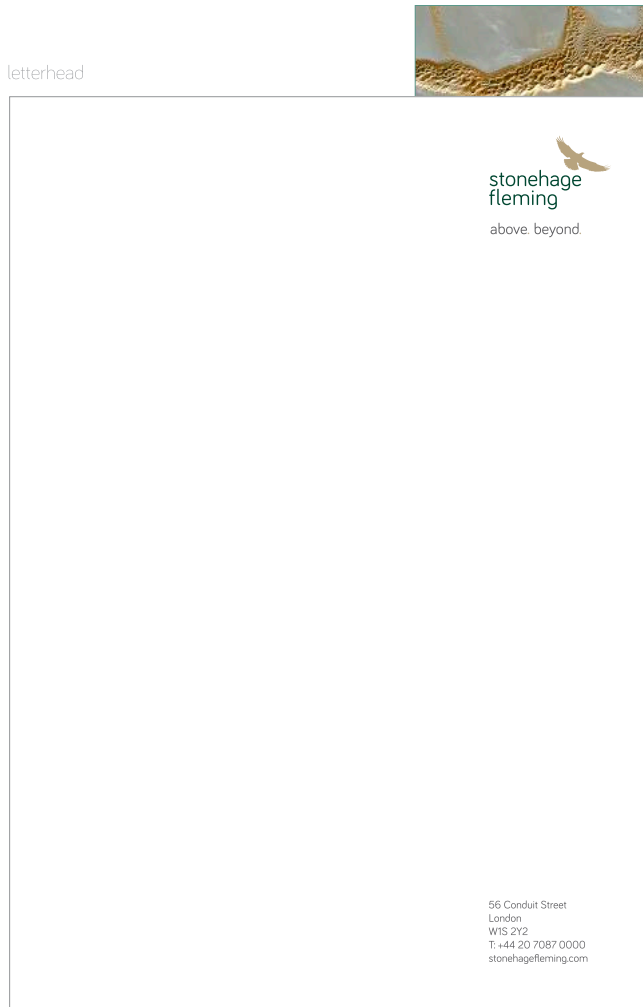
Stonehage Family Green 003 20 73	Stonehage Family Beige 7 60 60	Stonehage Family Grey 9 60 77	17 84 30 43	45 90 0 43	7 100
24 57 26	23 92 38	9 100			
100% 100% 100%	100% 100% 100%	100% 100% 100%			
40% 100% 40%	40% 100% 40%	40% 100% 40%			
100% 100% 100%	100% 100% 100%	100% 100% 100%	100 40 0 36	100 40 0 36	100 40 0 36



# stonehage family fleming

Stationary

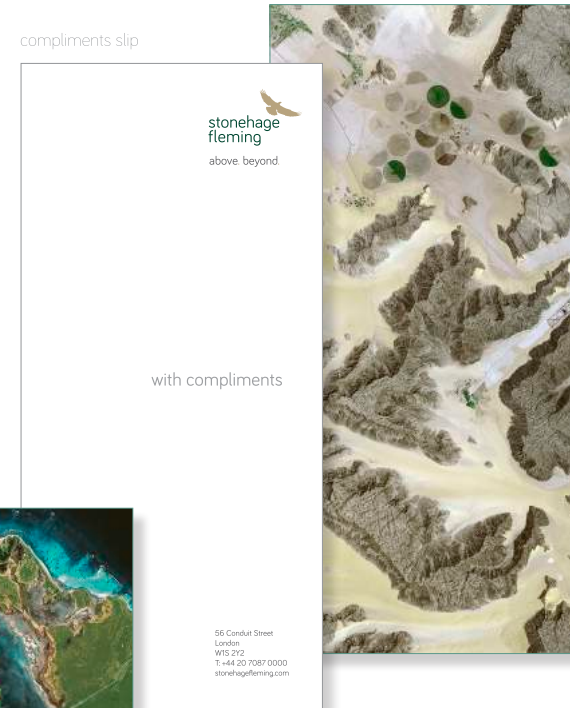
letterhead



business card



compliments slip



# retail - cash converters

I worked on Cash Converters for 3 years, producing numerous posters, point of sale, leaflets and training booklets for print.

The work is executed within the Cash Converters brand guidelines, which is designed to appeal to its target audience (ie attention grabbing).

This tranche of work involved working on and styling a number of photoshoots to support this look and feel.



selection of promotional in-store leaflets and posters

# cash converters

Documents and booklets for Cash Converters internal departments. Mostly HR.

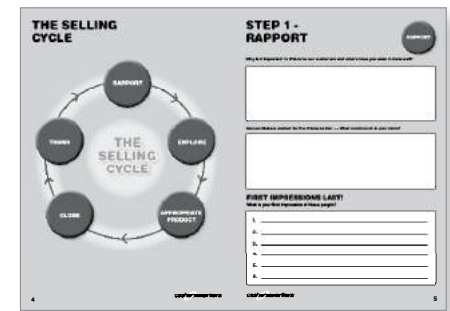
Numerous A4 workbooks for training courses - between 18 and 32 pages.



**CORE SKILL: Achieving Results**

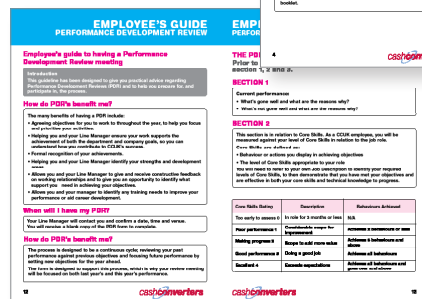
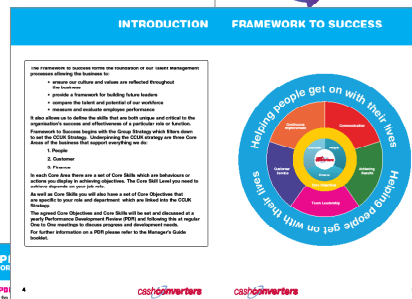
**DEFINITION:** Deliver for business objectives to agreed standards through effective use of resources.

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
<ul style="list-style-type: none"> <li>Identify the business objectives to be achieved</li> <li>Identify the resources available</li> <li>Identify the risks involved</li> <li>Identify the responsibilities involved</li> <li>Identify the time available</li> <li>Identify the constraints</li> <li>Identify the opportunities</li> <li>Identify the challenges</li> <li>Identify the key performance indicators</li> <li>Identify the key risks</li> <li>Identify the key resources</li> <li>Identify the key responsibilities</li> <li>Identify the key time available</li> <li>Identify the key constraints</li> <li>Identify the key opportunities</li> <li>Identify the key challenges</li> <li>Identify the key performance indicators</li> <li>Identify the key risks</li> <li>Identify the key resources</li> <li>Identify the key responsibilities</li> <li>Identify the key time available</li> <li>Identify the key constraints</li> <li>Identify the key opportunities</li> <li>Identify the key challenges</li> </ul>	<ul style="list-style-type: none"> <li>Develop a plan to achieve the business objectives</li> <li>Allocate resources to the plan</li> <li>Identify the risks involved</li> <li>Identify the responsibilities involved</li> <li>Identify the time available</li> <li>Identify the constraints</li> <li>Identify the opportunities</li> <li>Identify the challenges</li> <li>Identify the key performance indicators</li> <li>Identify the key risks</li> <li>Identify the key resources</li> <li>Identify the key responsibilities</li> <li>Identify the key time available</li> <li>Identify the key constraints</li> <li>Identify the key opportunities</li> <li>Identify the key challenges</li> <li>Identify the key performance indicators</li> <li>Identify the key risks</li> <li>Identify the key resources</li> <li>Identify the key responsibilities</li> <li>Identify the key time available</li> <li>Identify the key constraints</li> <li>Identify the key opportunities</li> <li>Identify the key challenges</li> </ul>	<ul style="list-style-type: none"> <li>Execute the plan to achieve the business objectives</li> <li>Monitor progress against the plan</li> <li>Identify the risks involved</li> <li>Identify the responsibilities involved</li> <li>Identify the time available</li> <li>Identify the constraints</li> <li>Identify the opportunities</li> <li>Identify the challenges</li> <li>Identify the key performance indicators</li> <li>Identify the key risks</li> <li>Identify the key resources</li> <li>Identify the key responsibilities</li> <li>Identify the key time available</li> <li>Identify the key constraints</li> <li>Identify the key opportunities</li> <li>Identify the key challenges</li> <li>Identify the key performance indicators</li> <li>Identify the key risks</li> <li>Identify the key resources</li> <li>Identify the key responsibilities</li> <li>Identify the key time available</li> <li>Identify the key constraints</li> <li>Identify the key opportunities</li> <li>Identify the key challenges</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate the results of the business objectives</li> <li>Identify the risks involved</li> <li>Identify the responsibilities involved</li> <li>Identify the time available</li> <li>Identify the constraints</li> <li>Identify the opportunities</li> <li>Identify the challenges</li> <li>Identify the key performance indicators</li> <li>Identify the key risks</li> <li>Identify the key resources</li> <li>Identify the key responsibilities</li> <li>Identify the key time available</li> <li>Identify the key constraints</li> <li>Identify the key opportunities</li> <li>Identify the key challenges</li> <li>Identify the key performance indicators</li> <li>Identify the key risks</li> <li>Identify the key resources</li> <li>Identify the key responsibilities</li> <li>Identify the key time available</li> <li>Identify the key constraints</li> <li>Identify the key opportunities</li> <li>Identify the key challenges</li> </ul>



20 page personal financial sales training booklet

32 page staff training booklet



A4 staff training booklets - various

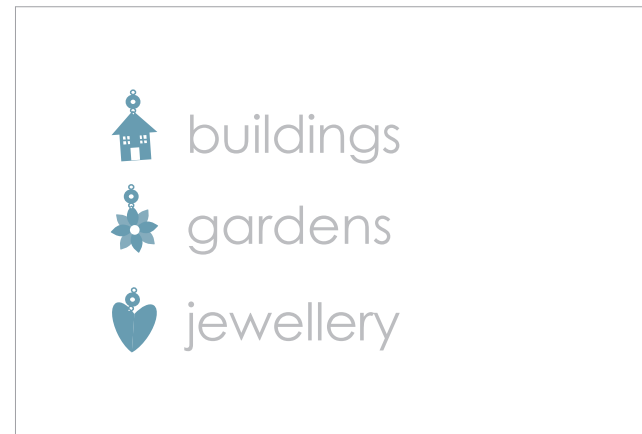
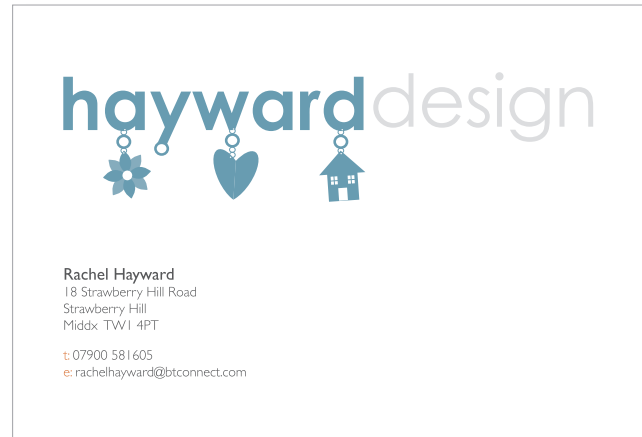


# logo - hayward design

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Logo development work for an architect, garden designer and jewellery maker.

'Charm bracelet'



*card front  
and back*

**brandcopy**