


MARIE DARE | GRAPHIC DESIGN

# PORTFOLIO


**ABOUT** //  
THE DESIGNER //



*a portfolio of*  
**MARIE  
DARE**

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“ ...A motivated, driven and creative Graphic Designer with a passion for the arts. My ideal position would be one where I am valued as a multi-disciplined designer, with a fresh and dynamic company... ”


### Skill Set


 **Indesign** – level expert


 **After Effects** – level basic

 **Office** – level intermediate


 **Photoshop** – level advanced


 **Muse** – level Intermediate

 **Final Cut Pro X** – level intermediate


 **Illustrator** – level advanced

 **Experience Design** – level basic

 **Sketch up** – level intermediate

 **Animate** – level basic

 **Lightroom** – level basic

 **Photography** – level intermediate

# PROLOGUE...

“

To conceive or fashion in mind to invent: this is the premise of design.

...Rusty nails, swirly shapes, a deck chair or a simple flat surface all of these are models of inspiration that run through every day life...

”



## Logos and Branding

Essentially I see this process as the birth of a company and it's identity, however it can also revitalise and rejuvenate an existing brand image and help to modernise or change business directions. Having a strong logo and brand identifier can be an excellent advertising tool in itself.

Branding is an essential aid used to communicate between customer and the company. Colours and symbols are used to communicate with the customer to the extent that they do not need to see what the name of the brand is, they just know. For example the Nike swoosh and traditional orange colour, or the apple cleanliness and utilising the "i" before their product name.

“ BUILDING A CONNECTION  
BETWEEN A CUSTOMER  
AND A COMPANY ”



## My own company branding

I have recently labelled my own freelance design projects under my surname as "Dare Creative". Using this name could work out very effectively when it comes to advertisement. For example: "Dare to be....creative".

I decided on a clean simple bold logo that could be easily printed onto business cards litho and also using spot UV. Black and turquoise are high contrasting colours, "creative" shining out of the page on a black business card.

I will soon be working from this base branding with creative impactful designs.

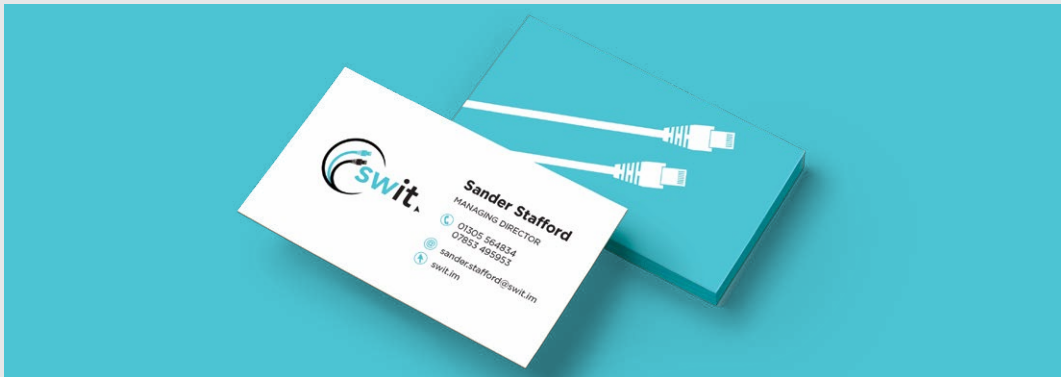


## Therapy Dorset

A therapy company established in 1999 in Reading, now based in Dorset. The company specialises in rehabilitation and strengthening physical and emotional health.

The company requested a rebrand in order to boost business. I felt the striking colours along with a subtle hint of the DNA shape incorporated in the logo had a strong brand presence. I feel this creates a distinctive identity which will get recognised across Dorset.





## South West IT solutions

A new I.T solutions provider required a logo and brand identity in preparation for their launch. After a meeting with SWIT, it was clear that the client wanted a fresh, modern look, with a corporate feel to attract the correct markets. My initial design concept was chosen, and a fresh colour scheme and logo design was commissioned, along with concept designs for stationery and other branded material.

## Kudos Hair Logo

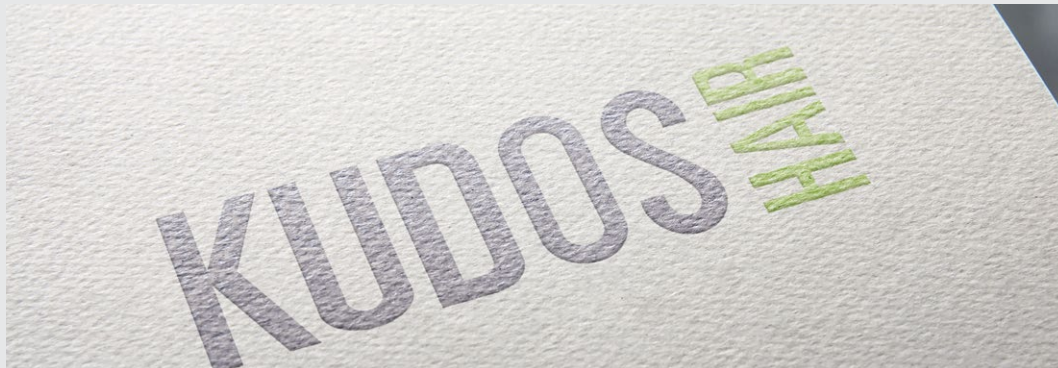
Kudos commissioned me to re-brand the company with a new, cleaner brand identity, which would give the company a young, modern feel.

Using attractive colours and a simple yet eye catching design, I managed to capture the look and feel they were craving. The company felt that the old logo and branding did not portray the correct image and it was time for a reboot.

Kudos Hair is a welcoming, relaxed, unisex hair salon in the Orchard Shopping Centre, Taunton, Somerset. They pride themselves on the excellence of their service and customer satisfaction. They think it's about more than just a cut or colour – it's all about the experience.



KUDOS  
HAIR





## Westbury Branding

Westbury required initial branding, including a logo, stationery, and e-signature. I created a contemporary design with the letter "W" that works as a graph of showing business improving. This was then implemented on their stationery creating a clean feel.

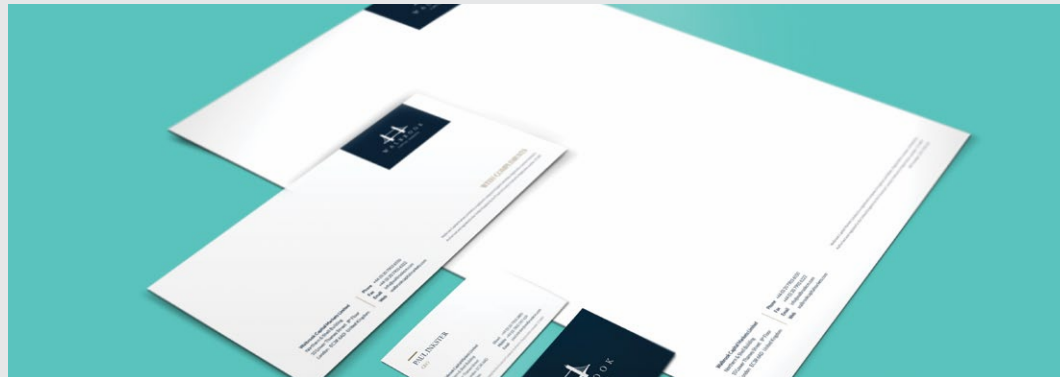
Westbury provides personal advice and mentoring for senior executives around key decisions they face in the areas of strategy, capital markets, and public policy.

The company is based in London, with clients in Europe, the USA and Asia-Pacific.



## Walbrook Branding

Walbrook Capital Markets required initial branding for their company, including a logo design, brochures, legal documents and stationery. A theme for the company was created in order for all the documents to express the same overall feel, and fit together perfectly in unison. Walbrook is a FCA-regulated brokerage, based in The City of London. Their trading team has a wealth of experience across a broad range of asset classes including Equities, ETFs, Futures, Options, FX, CFDs and Funds.





## Maven Logo

Maven needed a new logo that was simple, clean and evoked an executive feel. Maven Capital Partners is a leading private equity fund manager, providing flexible equity and loan finance packages to UK SMEs. They also provide funding for attractive and well-researched property development projects.

Maven operates from a nationwide network of six regional offices, and manages a diverse range of client funds, including six VCTs, the Scottish Loan Fund and the Greater Manchester Loan Fund.





## **Exhibition Stands**

These are very important to company advertisement, they are usually used to showcase and demonstrate a business' latest products, services or study activities. They are creatively designed to attract the public's eye in an interactive way as opposed to traditional leaflets. Exhibition stands can be a fun, artistic approach to advertisement. They can include a variety of platforms including video, imagery, bold information with carefully considered placement, space and lighting.

## RAPID 8 Exhibition Stand

The aim was to create an exhibition stand for a London show to promote an Australian product release in England. The stand will have working products so you can see how the technology works.

The stand also aims to create a presence for M-Elec outside of Australia and therefore grow internationally from this starting point.

Video Link:

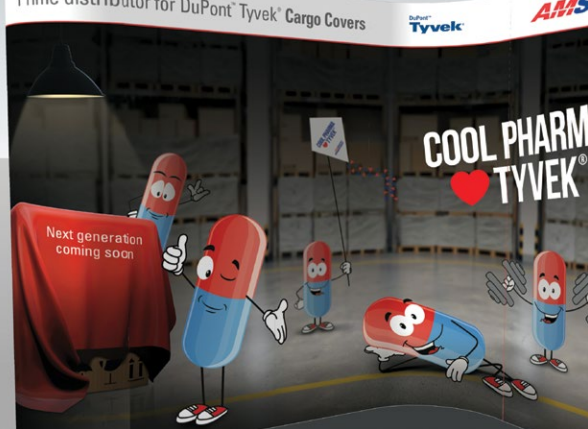
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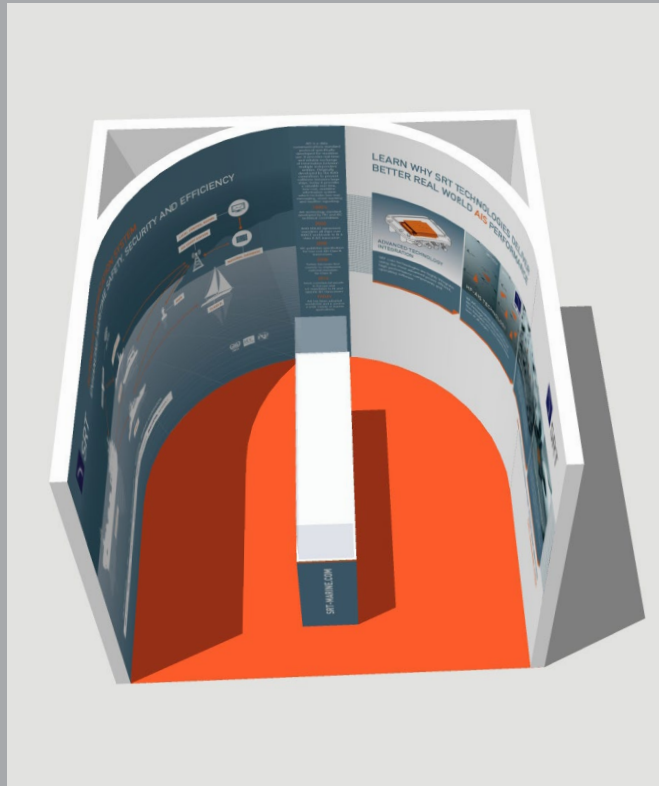
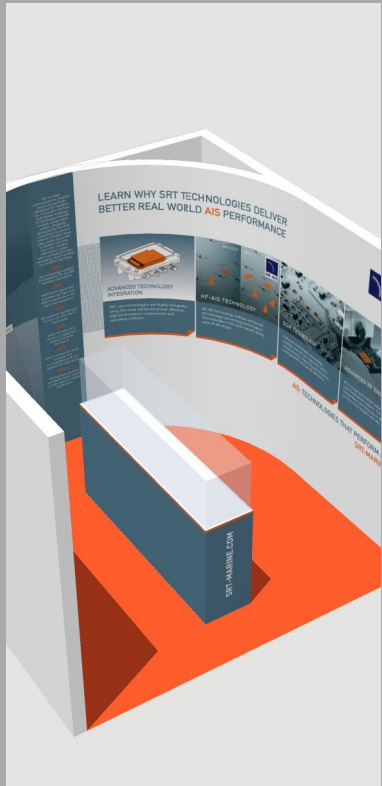


## Amsafe Bridport Exhibition Stand

Amsafe design and manufacture textile solutions for the safety and securement needs of the global aerospace and defence markets. They specialise in engineering quality and innovative products that withstand high dynamic stress loads and provide safer, more efficient airframe restraints & barrier solutions, cargo handling & movement systems and RPG protection for armoured vehicles.

One of the products they sell is a thermal cover which is ideal for the transport of medication. They wanted an exciting way to promote this and came up with pill characters to attract viewers attention. Each were drawn using illustrator and positioned in a warehouse setting to bring the characters to life.



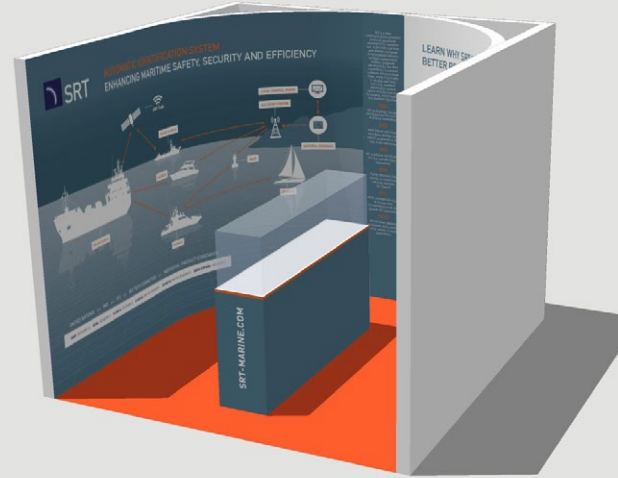


## SRT Exhibition Stand

Specialising in the development of AIS technology and product solutions for the global marine electronics industry, the SRT group of companies have been specialising in the development of advanced radio communications technologies. Projects have included the development of some of the most challenging and sophisticated voice and data radio communication technologies.

SRT Marine System Solutions required an exhibition stand that would positively reflect their sophisticated pieces of technology, and also to show off their rebrand.

The chosen design utilises a large graphic on the left wall explaining how the products work and the right wall describes key elements in more depth. The podium in the middle has displays demos of the products.

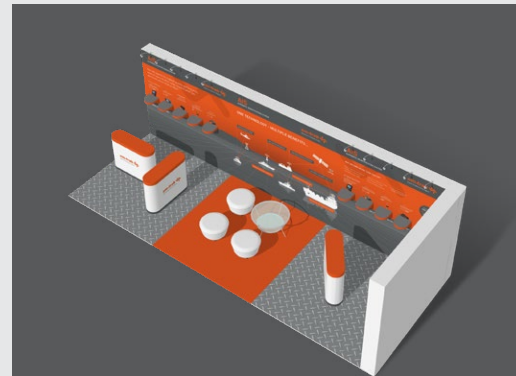
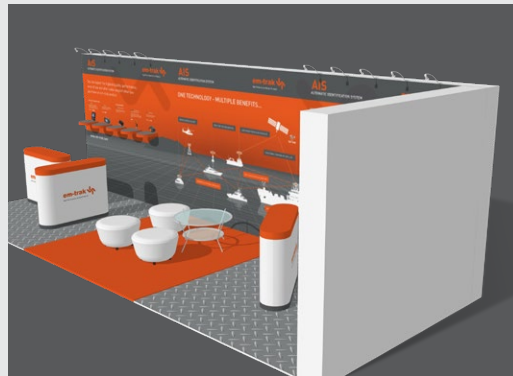




## Em-trak Exhibition Stand

In conjunction with their partners and distributors, in particular SRT Marine, Em-trak supply vessel safety and security products and solutions.

They required a large exhibition stand to hold a variety of products for demonstration. I designed the stand to have circular shelves on the back wall, this enabled details of the products to be printed behind where they are placed. Also product information on the far wall and a panel on the righthand side to entice potential customers into the stand.



## Brochures, Leaflets & promotional pieces

First impressions are always key and is the difference between catching the eye of potential customers, or ending up disregarded. When you receive advertisements of this kind, what do you do with them? Do you take a quick look and then dump it in the nearest available bin? Or do you feel captivated and unable to put it down? Feeling intrigued to read the information inside?

Part of the process is to understand what is required, be that specific information regarding an event, or perhaps services the business is trying to provide. A good example of this would be the APAC brochure I produced, which provides a professional and corporate image, along with clear and insightful guidelines regarding the days events, sponsorship opportunities and background information.

Mixing important information with the correct design, makes sure that the reader does not get overwhelmed with either. There is an art to this medium of advertising that, if done correctly, can be a power tool to introduce, inform and entice prospective and ongoing custom.

## Greenwood Grange Brochure

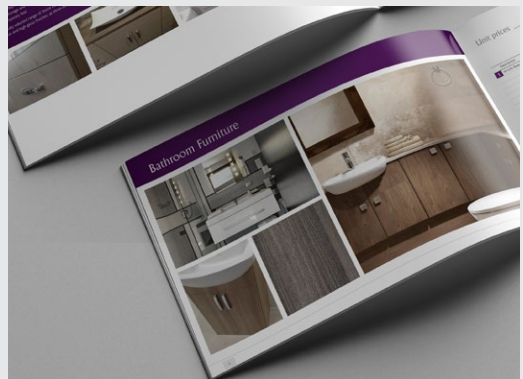
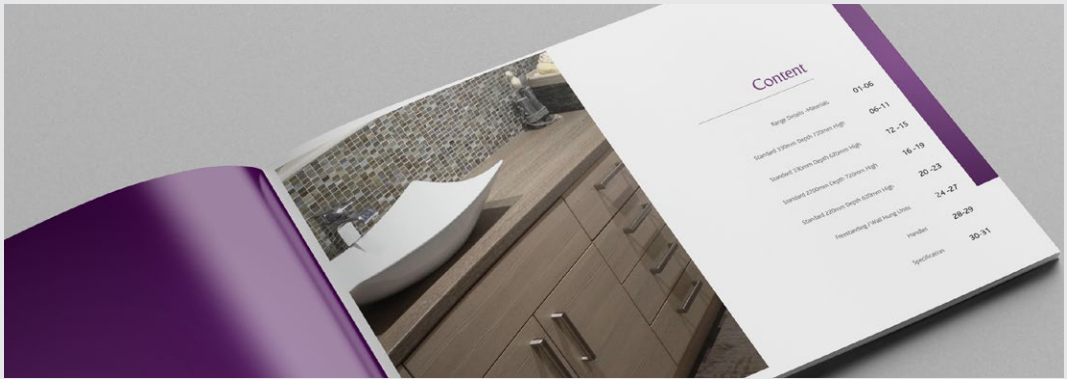
Bespoke design of a square brochure folder with inserts to advertise everything Greenwood Grange has to offer in an elegant fashion. Carefully chosen colours from their brand guidelines to work with appealing photos. The use of spot UV on the front cover and pocket brings out the premium look. The information inserts fit perfectly in the pocket and compliment the overall design.

Greenwood Grange is a collection of beautiful stone-built luxury holiday cottages, nestled in the Dorset countryside, just 5 minutes from Hardy's birthplace.



# New Image Tiles Bathroom Catalogue

New Image are a bathroom, kitchen and tiles supplier in Dorset. They required a high end sophisticated brochure to showcase their bathroom furniture. I therefore chose a pure white front cover with the logo in spot UV. I kept a strict structure throughout with section starter pages and clean continuation pages, styling the pages to maintain their strong brand.







## APAC Brochure

This is the 2014 40 page brochure for the world's largest legacy event for the natural gas & LNG industry.

Offering an all-rounded commercial and technical view of the current LNG value chain in Asia, GAS 2014 will feature technical streams on the exhibition show floor and will also incorporate the annual Asia Pacific Small & Mid-Scale LNG (APAC LNG) Forum.



## Bluestar Timetable

Bluestar is part of the bus company "Go South Coast", providing a bus service across Southampton. I worked for the company between 2013 and 2015, designing timetables, adverts and bus graphics, amongst other projects. This particular piece is a 4 page tri-fold, to advertise current bus fares and to make customers aware of certain ticket deals. This included a map of all current routes, colour coded prices (cash fare, the app, or theKey card). The leaflet was mainly aimed at customers who want to save money, advertising theKey and app prices cheaper. This enables the customer to save money in the long run by purchasing advanced tickets, which benefits the company by the customer being loyal to Bluestar.





## RAPID 8 Marketing

Aim; to create a variety of pieces to promote an Australian product release in England. Challenge; to create a presence for m-elec in the UK and demonstrate the benefits.

Key selling points:  
"The product is installed in 6 seconds"  
"How many can be installed in a minute"  
"One end downlight, the other end genius"

These were to be rolled out over magazine adverts, flyers, facebook cover photos and email newsletters.





## Baker Goodchild Direct Mail Campaign leaflet

I have just completed a direct mail campaign for Baker Goodchild. It's the first project for one of the UK's leading mailing houses and direct mail specialists.

They required a design for a creative direct mail campaign that will 'demand to be read' by its database of customers. A successful direct mail campaign requires not only a creative concept that 'talks' to the right audience, but also well considered copy to initiate a positive response.

My concept played on the fact that Baker Goodchild is a 'heavyweight' within its industry. These images are the first printed piece of a series of campaigns for the company.





## ATLAS ELEKTRONIK UK – Step-up campaign Marketing Material

ATLAS ELEKTRONIK UK Ltd required a range of marketing material to promote a new internal computer management system. Step-up is an internal campaign to explain to staff about the new system that is being implemented, how it will work, and how this solution will simplify and improve productivity. In addition to the marketing material, I also produced an animation to complement the campaign.

ATLAS ELEKTRONIK UK Ltd are a company based in Winfrith, Dorset. They are a leading provider of science and technology solutions to the UK Ministry of Defence, the Royal Navy and to other defence departments and corporate customers internationally.



## Olsen Actuation Brochure, Data sheets and Business cards

Olsen Actuation provides all electric linear actuators to a variety of markets, in particular the defence and aerospace sectors.

To complement the sales teams' presentation, especially when attending such exhibitions as DSEI, a suite of printed material was required. I produced a corporate capabilities brochure/folder and individual product sheets that sat in the back pocket. The aim was to produce a brochure with an extended shelf-life, so the information was generic and not product specific. The product sheets were more technical, allowing for further sheets to be added at a later date.



## Web Design

This is something I enjoy, the possibilities of web design are endless, from a simple e-signature right through to large multi-page websites. I enjoy the all round experience of designing a website, the creativity involved along with the more "practical" elements such as usability, ergonomics, layout traditions, user habits and navigation logic.





## MEETING ROOM HIRE

We offer 24/7 office space and meeting rooms for business professionals who require a client focused service, with attention to detail and a very personal service. We have instant office solutions with flexible terms and minimum up-front costs. Clients can focus on their businesses in our full service office setting. Whether you need a full time office, 9 to 5 office space or a meeting room - we have the right space for you.

Arnold Jones is a focused office solution provider that offers a wide range of services to meet the needs of our clients. We are committed to providing a high quality, professional service that is tailored to your requirements. Our services include office space, meeting rooms, and more. We are proud to be a part of your business success.

### LOCATION

**OFFICE & MEETING ROOM LOCATION**  
Arnold Jones is based in the heart of the city, offering a central location for our clients. We are committed to providing a high quality, professional service that is tailored to your requirements. Our services include office space, meeting rooms, and more. We are proud to be a part of your business success.

### WHY DO YOU NEED IT?

For a professional office space, meeting rooms, and more. We are committed to providing a high quality, professional service that is tailored to your requirements. Our services include office space, meeting rooms, and more. We are proud to be a part of your business success.

CONTACT US

### WHY DO YOU NEED IT?

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CONTACT US

### OFFICE & MEETING ROOM LOCATION

Arnold Jones is a focused office solution provider that offers a wide range of services to meet the needs of our clients. We are committed to providing a high quality, professional service that is tailored to your requirements. Our services include office space, meeting rooms, and more. We are proud to be a part of your business success.

### WHY DO YOU NEED IT?

For a professional office space, meeting rooms, and more. We are committed to providing a high quality, professional service that is tailored to your requirements. Our services include office space, meeting rooms, and more. We are proud to be a part of your business success.

Name

Email Address

First Line of Address

Zip

Country

Telephone

SEND

### SERVICES

Meeting Rooms

Office space

### OUR LOCATION

450 City

London

United Kingdom

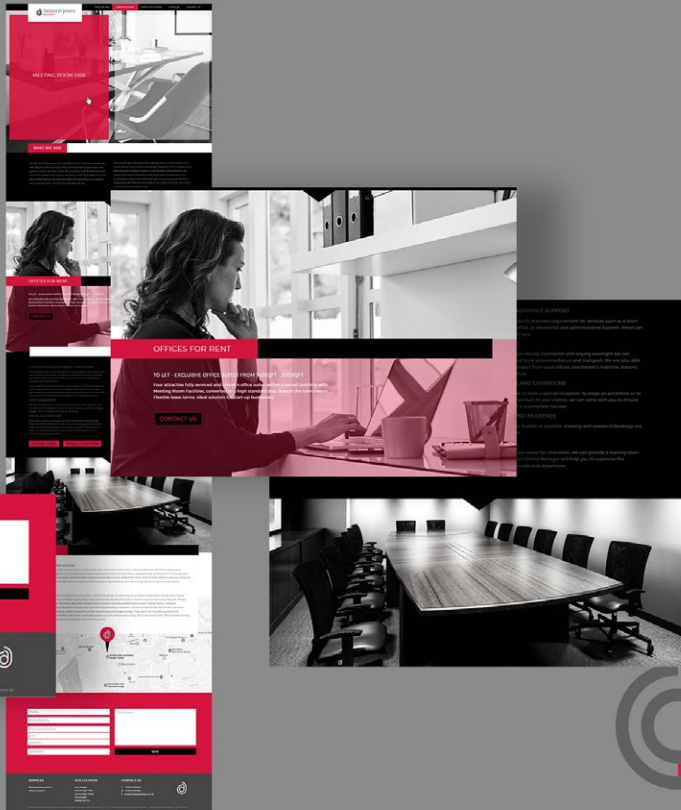
### CONTACT US

T: 020 3000

F: 020 3000

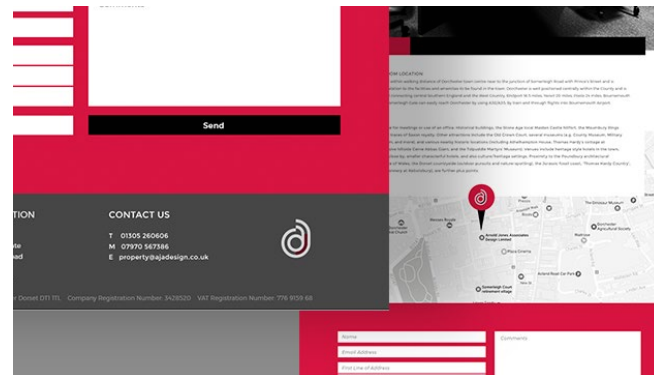
E: [info@arnoldjones.com](mailto:info@arnoldjones.com)

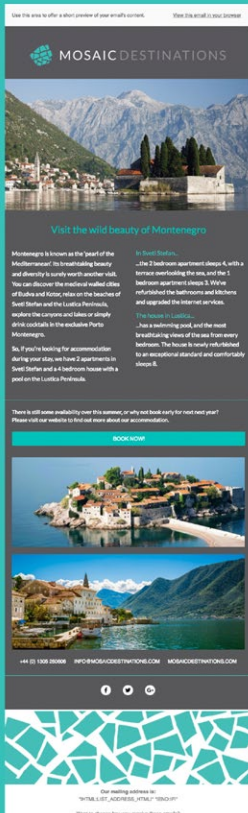
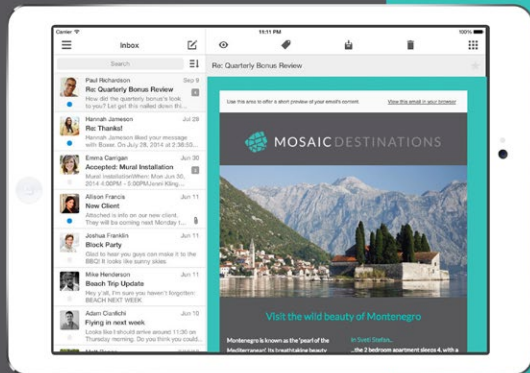




## Arnold Jones Property Website

The design company Arnold Jones Associates also have offices to let and meeting room hire. This websites primary purpose was to look elegant and contemporary, with clear indications on what services they are providing. The website was not copy led and only needed an application form and contact details button, I decided on a single page scrolling, picture focussed site.





## Mosaic Destinations E-shot

Mosaic destinations, a holiday company advertising properties to rent in Montenegro.

They requested an e-mail advertisement (e-shot) in order to generate more business. I have used bright colours to catch the attention and also a collection of beautiful eye catching images.



## Packaging Design

... is something I have explored very recently, I rose to the challenge of the constant adaptations of the design and content that comes with packaging design. This type of design work certainly has numerous areas to think about; it not only has to be a functioning package; whether that's in a box, bottle or plastic container. It has to grab the attention of the buyer at first glance and demonstrate the features in a practical but exciting way - it has to directly compete with another product. This inspires me to create better, more striking packaging than competitor brands and improving sales because of this.



## Product packaging for M-Elec

The aim; to re-design existing packaging, to create a compelling design for a series of products for M-Elec. The challenge was to be bold, functional and to have a strong brand identity.

This is one of the first repackaging created since the new branding: "World of Blue."

The smaller boxes (NOX 1-5 & 1BOX) were full-colour boxes whereas, the larger light boxes were stickers on two sides of the boxes and spot colour print on the other sides of the box.







## Illustration

Illustration provides the ability to communicate feelings, attitudes and atmospheres, which I achieve using a blend of techniques.

Using a mixture of hand drawn and computer generated illustrations, I have produced visualisations of products for digital character creation, domestic homeware product designs and web graphics, to name a few. I have worked with large multinational companies and small independent boutique outlets.

## Tradestock Ltd Homeware products

Tradestock is a company I worked for between 2011 and 2012. They design homeware products for companies such as Wilkinson, Ponden Home, Tesco, ASDA, BHS etc.

The designs I created were either hand drawn then computer manipulated or drawn using illustrator. These were used on table mats, coasters, trays and mugs.





## Video Work

Video work is an essential part of advertisement for corporate companies, whether this is an internal company advertisement or customer focused.

The general consensus seems to prefer to watch a video than to read a large amount of text. Video is quickly absorbed and satisfies the viewers information and entertainment needs.

Video work is the future of company marketing and the success rate of a video campaign speaks for itself.



## ATLAS ELEKTRONIK UK – ESOS Animation

The aim was to encourage viewers to save electric which then saves the environment. When it comes to energy saving the public tend to “switch off” because it is pushed upon us, particularly in the past 10 years, my aim was to create a more exciting advert, adding a bit of fun, which in turn has more positive impact on the viewer. The animation in flash served the purpose, animating these drawn vectors from day to night putting across the degree of electricity used and the impact it has on the environment.

Video Link:  
<https://vimeo.com/267586109> \*\*

\*\*Password: MarieDare123!!!

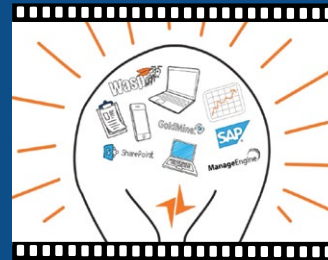
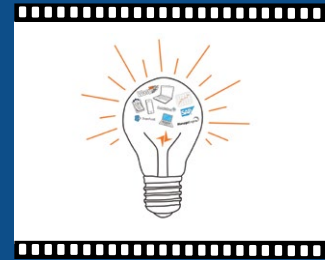
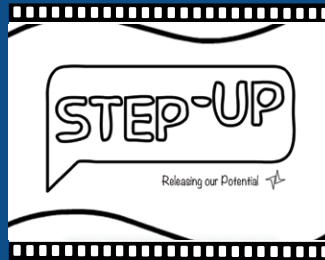
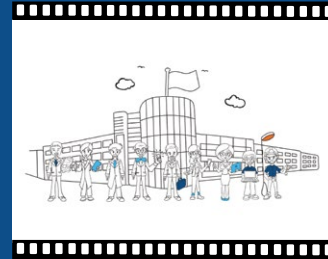


## ATLAS ELEKTRONIK UK – Step-up Campaign Whiteboard Animation.

ATLAS ELEKTRONIK UK Ltd required an informational video based around a white board animation, promoting a new internal computer management system. The illustrations were both hand drawn and created in CAD by myself, then imported into Video Scribe. This animated material complements the newly created marketing material in a modern digital and easy accessible format.

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Video Link:  
<https://vimeo.com/220481752>



## Photography

Projects ranging from product photography for web and print applications for high end automotive and aerospace industries, to creative, simple hobbyist projects.

Using a variety of mediums, from high end digital SLR technology, down to the traditional 35mm format, giving a more dynamic and creative end result. By using multiple formats, it enables more creativity and a certain uniqueness that I feel encapsulates the beauty of photography.

“ YOU DON'T TAKE  
A PHOTOGRAPH,  
YOU MAKE IT ”

## Tan Delta product photography

I have recently completed product photography for Tan Delta – producing a series of images for the oil sensor specialists. Tan Delta is a global leader in the development and supply of advanced oil condition monitoring technologies, products and systems.

The product photography for Tan Delta will be used for promoting each product via their website, as well as a series of product data sheets and sector specific case studies.





## Coastal Computing CCTV Photography

Coastal Computing's CCTV division won a contract to provide state of the art CCTV for a government project in Wales. Coastal wanted to showcase the installation and have professional photos taken so that the equipment manufacturers could create a case study to be used on their corporate website. I travelled to the location in Wales with the Coastal team, and over the course of two days, produced some high quality images of the installation process, and the job after completion.



