

DESIGN PORTFOLIO



Adam Humphries
Brand Identity | Graphic Design | Marketing | Photography



Profile

I am a passionate and highly experienced creative graphic designer, with a broad adaptable skill set. My devoted drive for design and photography, encourages me to pursue my goals.

Over 5 years of commercial experience, has provided me with the skills and knowledge to manage any design project or advertising campaign from; conceptual stage through to completion, across a variety of on and off-line media.

I am a dedicated advocate of clean, minimalist design, with a strong sense of colour and have a sharp attention to detail. I can easily adapt my management and communication skills. I am always seeking the current trends in design, web and photography that can increase my skills and knowledge for design. I can easily say I am diligent in design research. Photography is a valued activity that has always been a hobby; however, I am now bringing this into my professional work, wherever possible.

Skills

Brand Identity | Graphic Design | Project Planning | Web Design
Excellent Knowledge across all Adobe Products including:
Photoshop, Illustrator & InDesign
HTML | CSS | Wordpress Development
Mac OSX Literate
Windows OS Literate
Photography

Contact Details

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OCCUPATIONAL HEALTH DONCASTER

Branding | Stationery | Marketing | Exhibition

“ Thank goodness for Adam, his designs, his advice and the colours used for our business stationery was invaluable when we are attracting new clients. Which is all the time.

I would recommend Adam to any new or established company, wanting to change it's image or to attract more customers. His designs are fantastic and numerous. His patience and advice is second to none.

- OH Doncaster

Working directly with Occupation Health Doncaster, my task was to help re-brand their company image, and help bring their marketing material, in-house stationery and exhibition displays in-line with a uniformed appearance.

I was looking to grab the essence of their company, and what they strive to accomplish.

After looking through what Occupational Health Doncaster had previously placed together, I felt that it would be best to provide a branding face lift, and give a new approach to the company profile.

I provided a diversified approach to the initial concepts for the branding. After presenting these in a meeting with the heads of staff, we analysed the concepts and from this, I produced the final version of the brand.

Once I had achieved the right brand that the company was proud to use, I moved on to standardising the stationery and marketing, with a uniformed appearance. This was then further applied to various marketing, large format and exhibition solutions.

Top left: Marketing material and publications.
Middle left: Stationery package including; Letterheads, Compliment Slips and Individual Business Cards for each member of staff.
Bottom left: Compilation of work for Occupation Health Doncaster
Below: Various concepts of initial branding, taken to the completed version.
Bottom right: Exhibition banner displays.



IN BETTER HEALTH, FOR A BETTER FUTURE
OCCUPATIONAL HEALTH DONCASTER

OHDONCASTER
FOR A HEALTHIER PEACE OF MIND

OCCUPATIONAL HEALTH DONCASTER

Doncaster Occupational Health Service
personal protection inside and out

occupational health doncaster

ohd
occupational health doncaster



INDUSTRIAL SOFTWARE

Branding | Stationery

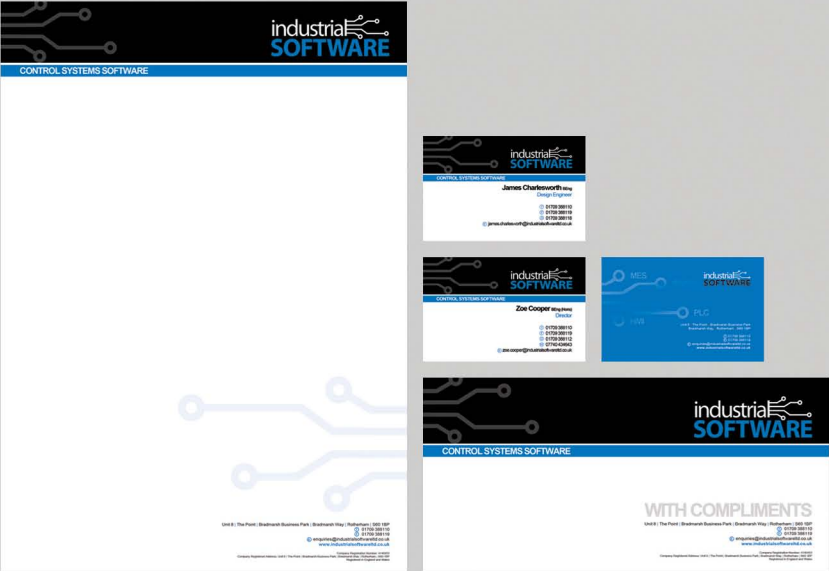
Industrial Software had a tired design, that was not achieving it desired purpose. Looking to develop the brand and bring it a little up-to-date, I decided to go for a clean, crisp and modern look.

Taking their brand from their old colour scheme of browns and reds, I adapted a new approach. With the use of black and a bright cyan with the offset of white, this helps to bring a modern feel to their identity. As the company deals with electrical and industrial computer components, I developed a small yet discreet circuit, that arrives out from the end of “industrial”.

I then took and applied the new brand to a range of stationery and in-house print media.



Above right: Industrial Software Branding
Below: Stationery package including; Letterheads, Compliment Slips and Individual Spot-UV Business Cards for each member of staff.



BROOKES OF BRAITHWELL

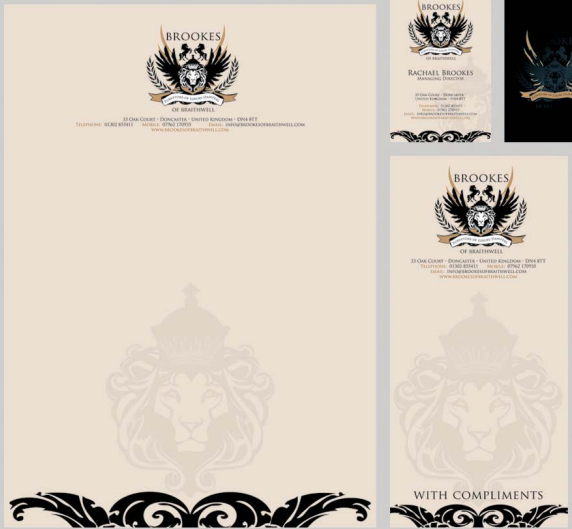
Branding | Stationery | POS

Coordinating with Brookes of Braithwell, I was provided a task to create a unique brand of luxury, value and style for this elegant and bespoke hamper company.

From the initial brief, I started to create a mental image of what I thought the brand should be like. Using heavy influences from the directors history and background, mixed with the addition of elements from the hampers, I developed the follow brand. Drawing each element in Illustrator I then took the brand and applied this to a variety of stationery items and gift tags.



Above: Brookes of Braithwell Branding.
Below: Stationery package including; Letterheads, Compliment Slips and Individual Spot-UV Business Cards for each member of staff.
Above right: Extract from design.
Below right: Exhibition banner display.



DONCASTER ROVERS FOOTBALL CLUB

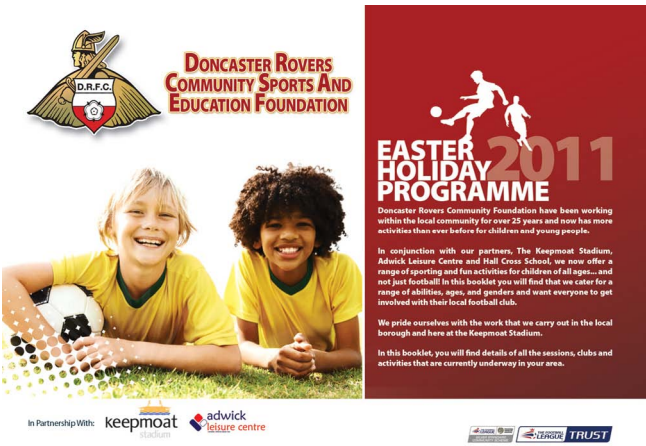
Marketing | Brochure

Having the opportunity, to work with The Doncaster Rovers Football Club and the Doncaster Rovers Community Sports and Education Foundation, has been a fantastic experience.

Coordinating and assisting with the marketing department, on a range of projects from; booklets, programmes, leaflets, banners and exhibition displays to wall graphics. The following were created for the foundation department, to help promote the Easter campaigns and activities across a broad range of venues.

Helping to create a booklet and leaflet handouts, to attract the younger audience.

Below: Two designs created for leaflet handouts.
Top right: Cover to the 12 page booklet, produced to advertise the activities in each venue.
Bottom right: One of the inner pages from the booklet, Using a clean and simple approach for all ages.



Top left: Emaura Hair and Beauty Studio. Top right: Aphrodite Beauty Studio.
Bottom left: Doncaster Round Table. Bottom right: 38 Self Drive Vehicle Hire.



BRAND IDENTITIES

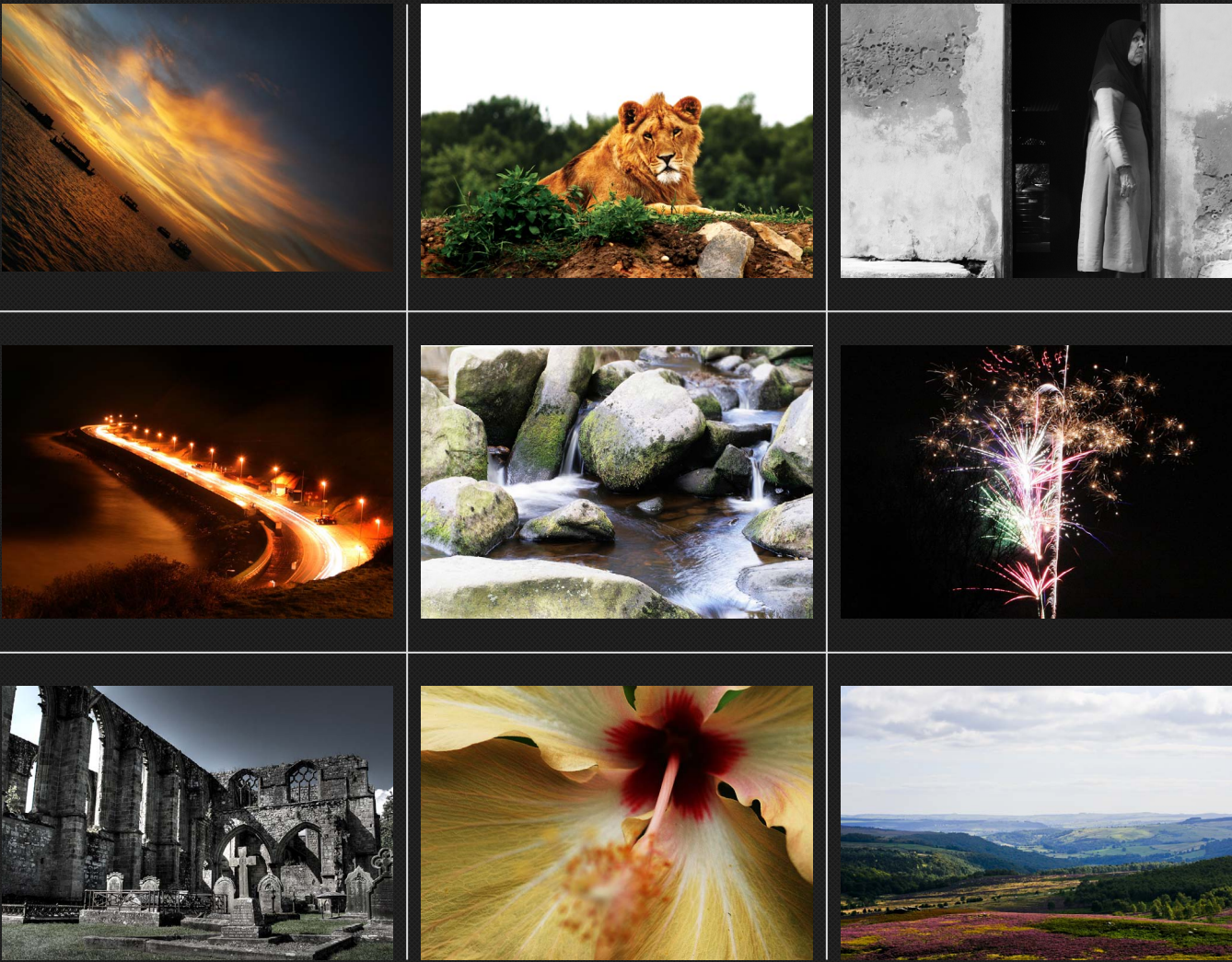
A selection of Brand Identities and Logotypes, from a diverse collection of projects over the last 2 years.

1. 	2. 	3. 
4. 	5. 	6. 
7. 	8. 	9. 

1. Timeless Plasterware Manufacturers. 2. Pitman Property Management. 3. Occupation Health Doncaster. 4. Industrial Software. 5. Brookes of Braithwell. 6. Harbon Windturbines. 7. OfficeOnline.co.uk. 8. Auxilium Property Solutions Ltd. 9. Portcullis Ltd

SELF INSPIRED PHOTOGRAPHY

A selection of self pursued photography work, with a diverse range of images taken within the last 2 years.



More examples of my photography can be viewed online at; www.flickr.com/adamhumphries

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