| SimonSharville | GraphicDesign

Branding and Identity

"Simon has an exceptional design talent and has delivered a suite of seamlessly integrated designs across mixed media. From the outset he understood the brief and immediately delivered against this, developing exciting new concepts and delivering projects to time and budget.

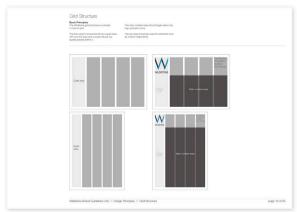
His many years experience working across different clients and projects has also facilitated the efficient delivery of projects, communicating clearly and drawing on this experience to provide valuable support to my thinking around broader aspects of the project."

Russell Turner - Wildstone

For further samples of my work please visit www.simonsharville.co.uk











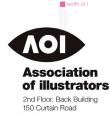




The brief was to evolve the existing logo and then create a strong visual language that could be used across all their print and digital communications.







London EC2A 3AT - 20 kernina

Helvetica Neue

45 Light Leading: 120%

t: 020 7613 4328 f: 020 7613 4417 info@theaoi.com www.theaoi.com





EC2A 3AT t: 020 7613 4328 f: 020 7613 4417 info@theaoi.com www.theaoi.com



Association of Illustrators: Brand Identity and Stationery

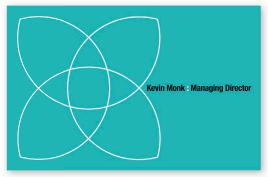
The brief was to evolve the existing brand, making it stronger and more contemporary, but to retain the overall image of the organisation. Then to roll it out across all visual communication.





Strengthened Appraisal & Revalidation Database







SARD Appraisal Database : Brand Identity

Sard is an online appraisal database for a division of the NHS. Working closely with the developers, I created a Brand ID, Business Cards and designed the structural look of the system.









Southwark Council: Future Peckham: Identity

I was commissioned by Southwark Council to design some regeneration branding and signage. The brief was an identity to be used across all printed literature and projects related to the area.

core font

future peckham Aachen bo

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvxyz 1234567890 !?&

secondary font

future peckham Helvetica rounded bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvxyz 1234567890 !?&

body copy font

ABCDEFGHIJKLMNOPQRSTUVWXYZ Helvetica regular abcdefghijklmnopqrstuvxyz 1234567890 !?&

Lorem josum doler sit amet, consecteuer adipiscing elit. Maccenas vulputate, nisi in veneraisi fermentum, lectus justo ultrices nunc, non gravida pede dolor vitae elit. Phasellus turpis est, convalis laborest, incidunt sed, soelerisque vitae, magna. Cras dictum ringilla ipaum. Praesent ipsum. Integer placerat, cliam placerat pharetra egestas, sapien tellus convalis tortor, vitae tincidunt odio

um utincies, nunc spien pieneriesque uma ac molestie leo velit ut nunc. Nulla eu nisi quis nunc imperdiet mattis. Donec id mi. Ut vel augue id elmi blandit lobortis. Cum soci natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nulla nisi. Mauris dictum ultricies lorem. Morbi turpis lorem, accumsan et, pretium sed, tristique non, lectus.

future peckham aesthetic: type styles

page 7



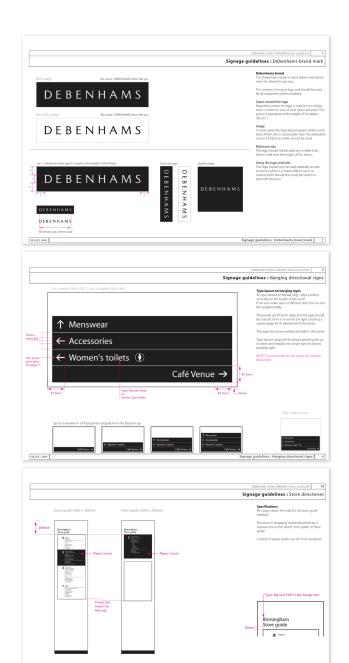


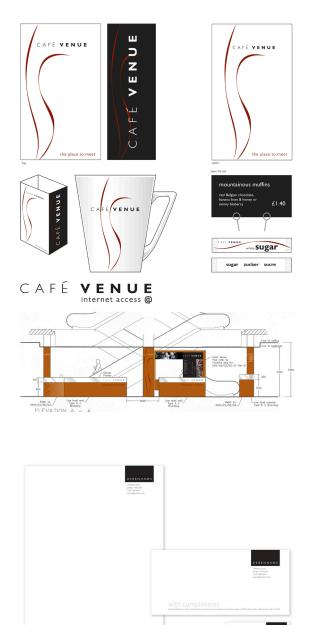












Debenhams: Store Signage and Stationery

As a key member of the in-house design team, it was my role to look at evolving the branding of the company. We decided to remove the existing blue used throughout the stores and make the brand, signage and any other material, black and white. We introduced a new typeface and implemented that across all signage and ticketing.

