

Laura
Clitheroe
GRAPHIC DESIGN

PORTFOLIO

Brumby's Bakery Digital Loyalty Program

Art Direction, Branding, Advertising, UI/UX, Print & Social

The Brumby's Bakery Digital Loyalty Program was a flagship project for Retail Food Group (RFG) and paved the way to digitise all of RFG's collective franchise systems.

This project incorporated digital and printed point of sale materials, UI/UX for a responsive micro-site and a mobile app for both Android and iOS. As well as EDM's to welcome customers to the program & promotional alerts.

ART DIRECTION / DESIGN THEORY

The photography incorporates a strong green and 'natural' colour palette and avoids solid PMS colours. This compliments the new Brumby's branding without clashing with the old red and yellow branding that still existed in some stores. The ingredients bring colour, a sense of flavour and reiterate the 'Hand Made from Scratch' brand messaging. This helps to cover the entire product range and future proof the design by avoiding use of finished products.

I called on a friend with a 3D printer to create a stencil to produce logo in flour. This gave contrast against a dark background and reiterate 'freshly handmade, from scratch' positioning.

The top down view mimics a table or preparation area and allows for empty space and image consistency. An unpolished black granite background creates a subtle and dark texture, which stands out against general Brumby's branding and POS while enhancing the flour, dough and vibrant green colours.

See More Online



Brumby's Bakery

Celebrating 40 Years / Love Your Baker

Set Design, Art Direction, Advertising, UI, Print

To celebrate 40 years, the 'Brumby's Best Baker' as voted by the public was commenced. This was to shine the spotlight on the bakers and promote the 'Hand Made from Scratch' brand messaging.

DESIGN THEORY

- Flour and bakers to emphasis freshly made products made in-store by qualified bakers.
- Backdrop - Dark, neutral brick allowing flour & bakers stands out.
- Colour - Beige, dark grey, green and white, to give a classic, celebrative feel while still keeping with style guide colour palette.

SET DESIGN

The backdrop was created brick by brick, using a stock photo of a grey wall, which I then took bricks from to build around the image of the vintage cast iron oven door in the centre.

Measuring the area where the photoshoot was going to take place to guesstimate the width and height needed for 2 people to interact naturally, with enough room either side. Placement of a bread rack helped to extend the width and give depth to the backdrop. I then printed the 2.5m x 2.5m backdrop in 3 sections on matt paper using the in-house large format printer and delicately pieced them together before mounting the finished product on the wall.

See More Online



ARTWORKING COLLATERAL

Print: A4, A3 & A2, A-Frame, Set Backdrop
Digital: Microsite UI, Facebook images & comp page

LABSTECH

Co-working Property Showcase

Booklet Layout

Showcasing the multiple properties LABTECH own and support throughout London; this booklet provided information on the company, CEO and founders as well as each campus space; presented in a modern, sleek and eye catching manner. Created to entice business and individuals to relocate to modern, tech savvy and serviced workspaces in prime London locations.

LABS combines elegant design with market leading facilities, all supported by a cutting-edge technology platform developed by LabTech themselves.

Providing customisable workspace, workshops, event spaces, professional training courses and wellness programs for companies of all sizes.



Porter Davis Homes Townhomes Brochures

Art Direction, Logos, Brochure design & Social Posts

Develop brand identity and brochure design, social media content for Townhome estate releases & digital campaigns, showcasing the convenience and lifestyle benefits of townhome living. Promoting Porter Davis' unique townhomes and interior design and showcased the communities shared amenities such as playgrounds, walking trails, green spaces and convenient access to nearby shops and restaurants.



Porter Davis Homes Townhomes Brochures

Art Direction, Logos, Brochure design & Social Posts

To comply with the design style of Atticus estate, I was required to create a brand using similar colour tones and design elements, while also visually differ the Porter Davis Townhome brand from Atticus estate and other builder providers.

Develop brand identity and brochure design, social media content for Townhome estate releases & digital campaigns, showcasing the convenience and lifestyle benefits of townhome living. Promoting Porter Davis' unique townhomes and interior design and showcased the communities shared amenities such as playgrounds, walking trails, green spaces and convenient access to nearby shops and restaurants.



Porter Davis Homes Townhome Essential Guide

Booklet Layout

Porter Davis is an HIA Award winner and new home builder, operating across the greater Melbourne and Brisbane areas.

This brochure was created as a downloadable educational guide on social media to introduce first home buyers and investors by showcasing the convenience and lifestyle benefits of townhome living. While promoting Porter Davis' unique offerings, including interior design colour schemes, standard inclusions, and floorplans.







Porter Davis Homes Townhomes Social Templates

Social Media Templates, Video Editing and Posts

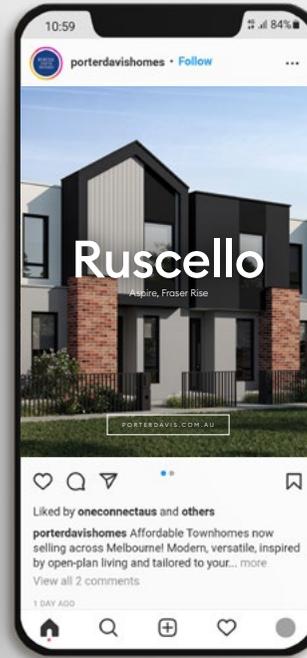
ESTATE PROMOTED POSTS

Paid promoted posts targeting first home buyers and investors by showcasing the convenience and lifestyle benefits of townhome living. These not only promoted Porter Davis' unique townhomes and interior design but showcased the communities shared amenities such as playgrounds, walking trails, green spaces and convenient access to nearby shops and restaurants.

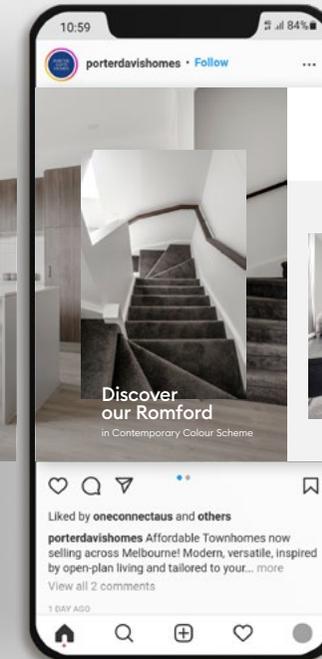
GENERIC POST & STORY DESIGN

This was a series of posts and animated stories on the Porter Davis Homes account, promoting popular Porter Davis Townhomes floorplans and interior design colour schemes. Encouraging potential buyers to download the Essential Townhome Guide and see what Porter Davis had on offer. Shown here, is the Romford in Contemporary.

Estate Promoted Posts



Porter Davis Instagram Feed Posts



Watch animation

Porter Davis Homes Social Media Story Animations

Social Media Video animation & editing

BUILD STAGE VIDEO STORY

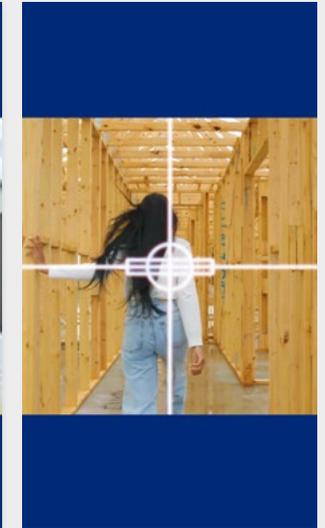
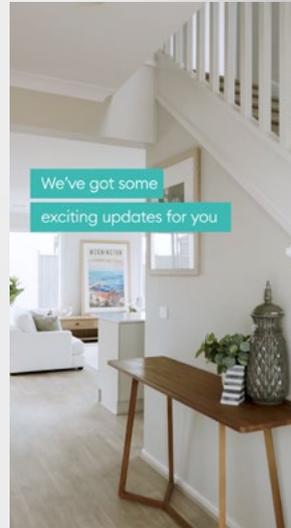
To promote the new features within the 'Build Stage' customer portal, Porter Davis create a series of informative videos covering each stage. These videos aimed to showcase what customers would receive at every step of their building journey. I was tasked with creating a 30-second story to highlight the entire series. This involved editing and compiling snippets of video from both the Build Stage videos.

3 FOR FREE PROMOTED STORY ANIMATION

This was a series of posts and animated stories on the Porter Davis accounts, promoting Porter Davis latest building promotion. Encouraging potential buyers to grab the 18.5k savings exclusive to the first 30 customers that week.

Watch animation

Build Stage Promotional



(9:16 to 1:1 video Transition)



3 For Free - Zilch, Zero, Nada - Promotional Story

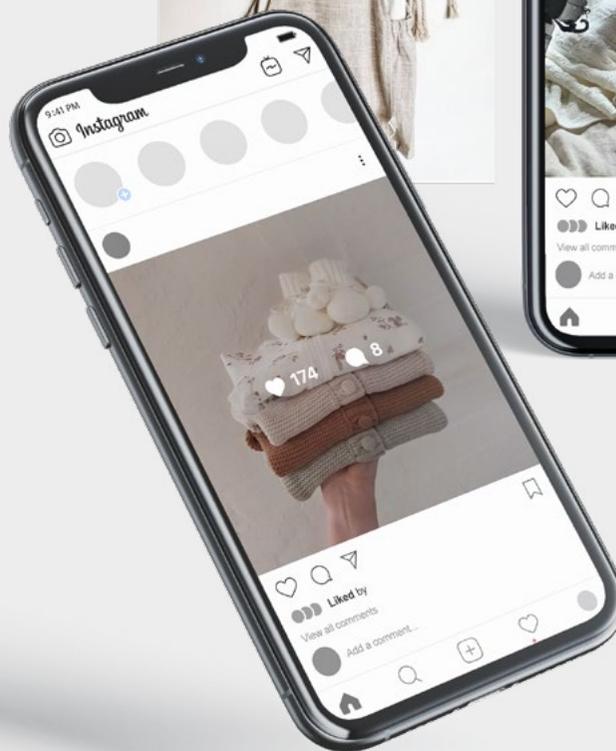
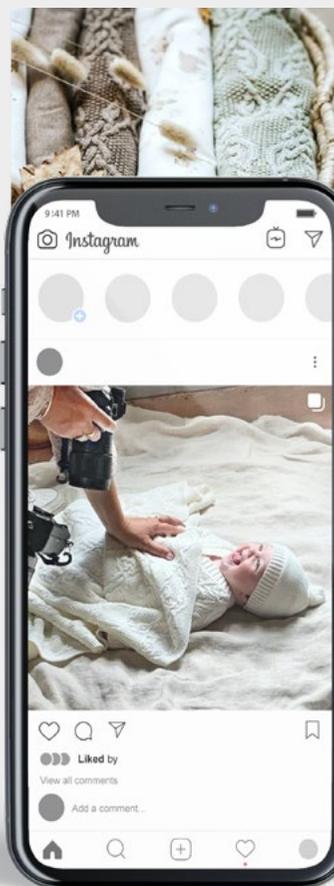
Toshi

Social Media & Set Design

Set design, Video Editing, Retouching - Social Posts & eDM

Styling seasonal photo shoots and photo retouching. Plan, create, write captions and post social media content such as flat-lays and lifestyle shots, create and edit video for instagram stories and reels.

Conducting competitor and influencer research to understand the industry landscape, identify trends, and gaining insights to inform the overall strategy.



Member's Energy Branding & Art Direction

Identity, Branding & Media

To go across, advertising, social media, edm's and general branded content.

With a limited budget, I was required to create an engaging and powerful design style that would capture the attention of solar energy and battery owners. Encouraging owners to 'TRADE YOUR ENERGY' by joining Member's Energy.

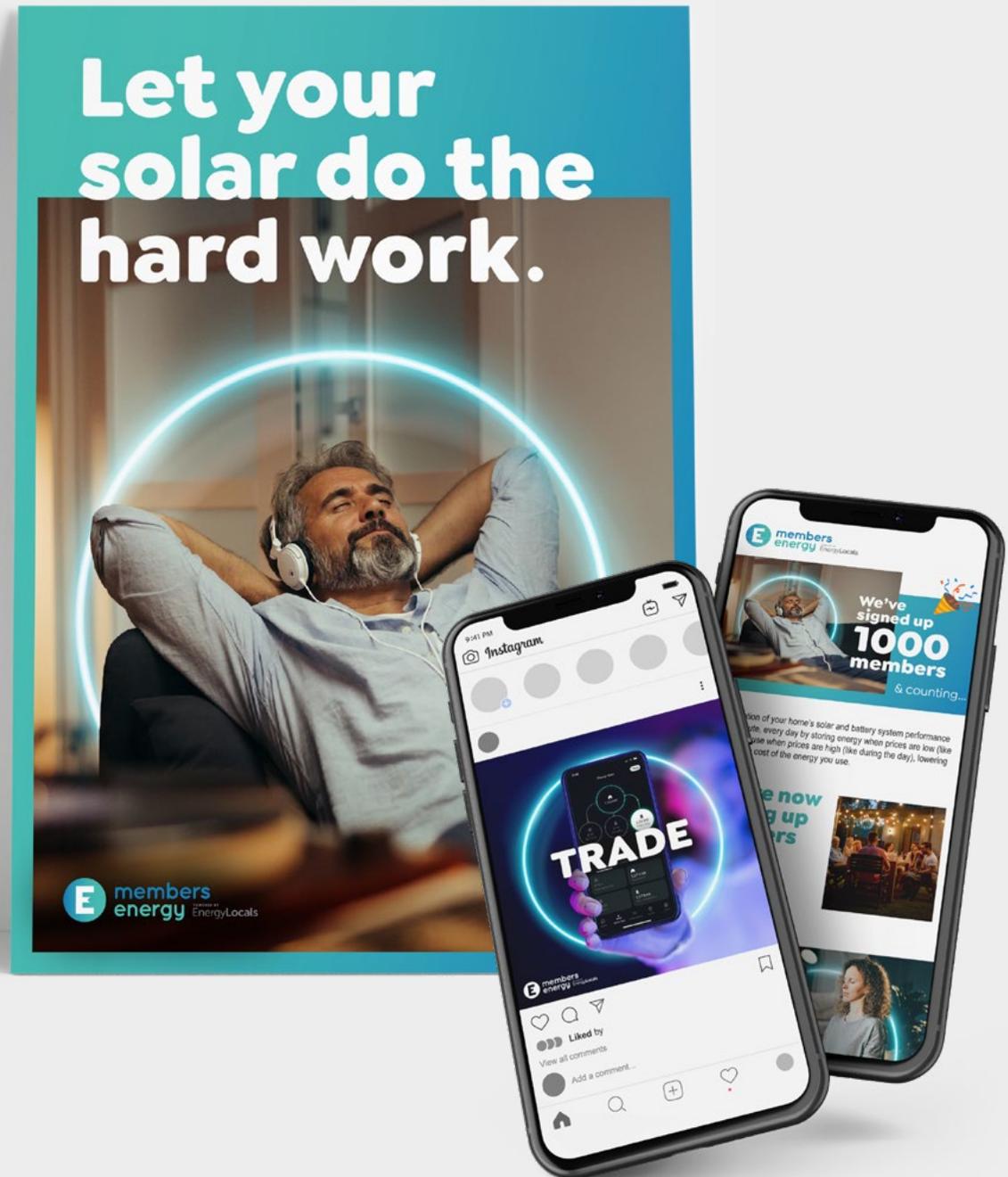
I centred the idea around the emotional feeling that comes with financial freedom. Having your energy work for you - so you can 'save your energy' for the things you enjoy.

BLUE RING

Using the circle around the 'E' icon throughout as a glowing ring to frame the 'Member's Energy' user.

PHOTOGRAPHY STYLE

Green and blue hues to match logo, images of ambient light to incorporate energy usage and allow blue ring to stand out.



Virgin Media TV Upfronts New Season Launch Event

Logo, Print, Event dressing, Promotion; digital & print

Out of several design themes and logos this was the concept chosen by the CEO and Production Head of Virgin Media Television - See *alternative styles*.

I was tasked to come up with a suitable logo that would be used for multiple years and to work with the motion graphics team to develop a graphic style that was to be used across stage dressing, props, merchandise, New Season booklets, cue cards, event pass, media walls, eDM's and wayfinding.

Held in the newly renovated and retro-fitted studio lot, to highlight the networks newest equipment and technology, along with the latest programs, series and sporting events on offer for advertising slots.

This included a functioning stage, with segments of the event streamed live in front of a studio audience for interviews, presentations and keynotes.

The brainstorming involved themes that could work across print, motion and be able to transform the studio, surrounding space and location into an entertaining event venue, all within budget.

'Upfronts' are events held at the start of important advertising sales periods, where television networks preview their upcoming series for advertisers, the press, and the other networks.



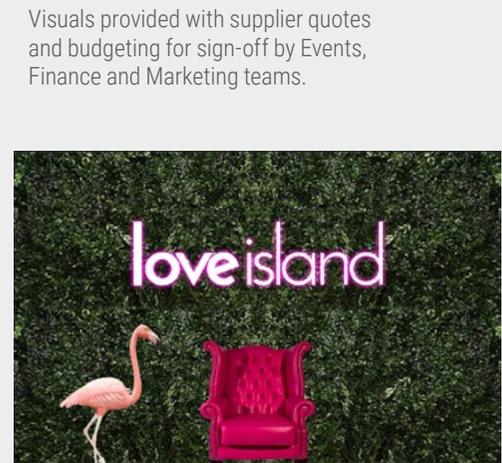
Love Island UK

Press Interview Set Design

Signage, Set, Stage & Prop design.

Press interview, promoting the love island UK series. This set need to be fun without distraction and in keeping with the fun-loving tropical theme.

As the sole creative on this project I was responsible for brainstorming the design, sourcing and renting props, quotes and arranging signage manufacturing, and providing an estimated budget for sign-off before communicating with suppliers on the delivery and setup.



Visuals provided with supplier quotes and budgeting for sign-off by Events, Finance and Marketing teams.

Completed set-up



Post Interview Photos



Virgin Media TV Player Branding

Art Direction, Branding, Digital

OVERVIEW

I was tasked with revamping the brand appearance of 'Player'. It was key to ensure the excitement, drama and overall mood of each show was captured.

I decided to combine a 'player loop' logo with a single Cut-Out image of the show. This clean and crisp style is genre neutral and unfussy, giving prominence to each individual show but also subtly referencing the Player.

DESIGN THEORY

Colour & Gradient - The purple gradient pushes the eye towards the key aspects of the design and lets the red logo stand out. The gentle gradient also adds depth to the design.

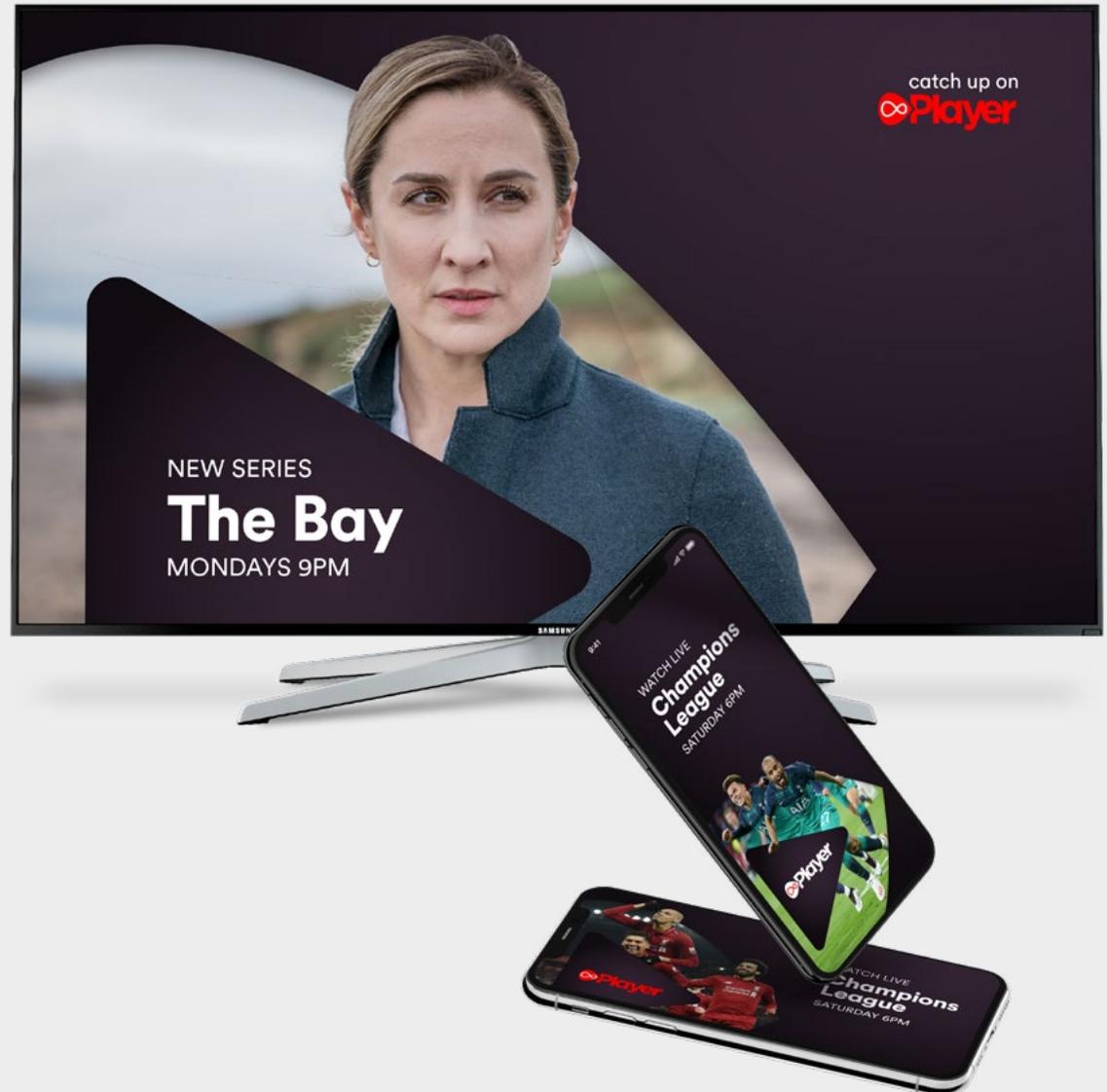
Inner Shadow of Player Loop - The inner shadow creates depth and helps set the gradient and image apart from each other.

Cut-out Image - This creates focus on the subject and allows the overall emotion and distinctiveness of the image - and therefore the show - to come through.

Using a cut-out style doesn't confine the shows image to any particular size or shape and gives a layered dimension and energy.

Player Loop - The energetic, eye grabbing shape of the player loop draws attention, while the shape subtly reinforces the Player service.

[See More Online](#)



Freelance & In-House Logos & Marks

Logo design, Identity and Branding

MUSHROOM MOTION

London based motion studio specialising in animated content for marketing and advertising. 2 x logos concepts designed. *Logo on Right chosen.*

PD CONNECT

Porter Davis digital communication, messaging & home building app. Connect clients to build team and updates on their home build.

HOTEL ROMEO CRAFT BEER

Family run Craft Brewery, in South East Queensland. Rural feel, to illustrate the brewery's family run, small-batch credentials, giving a feeling of quality and approachability.

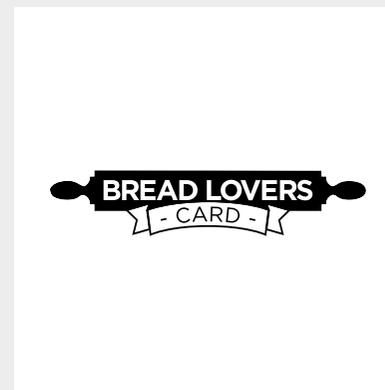
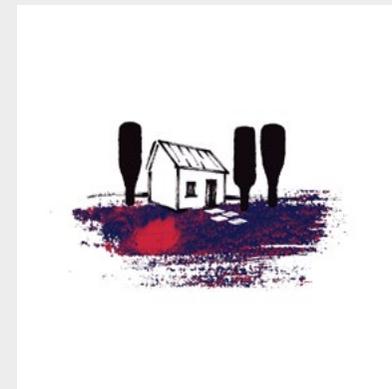
BRUMBY'S LOYALTY CARD LOGO

Designed to be incorporated into the Brumby's logo. The name of the program wasn't finalised until after the photo shoot and main design, so the logo need to be simple enough that the wording could be easily changed.

ROASTING AUSTRALIA

National Coffee roaster and supply chain, part of Di Bella Coffee - supplier to Gloria Jeans, both nationally and in the USA.

[View More Logos](#)



The Body Shop Logos & Marks

Logo design, Illustration

Created using The Body Shop brand guidelines, what these logos illustrated were translated into multiple languages so needed to be visually related to the subject, rather than rely on language based puns or references that would not translate. *Select few from collection.*

'BE YOU'

Using a fingerprint with a heart in the centre to give a warmer relation to the person and encouraging unique personality.

'SMILE'

Incorporating the 'against animal testing' bunny icon to bring more brand substance to 'smile'.

'KNOWLEDGE'

Using the product with subtle labelling to increase branding and highlight knowledge of The Body Shop products, as well as general cosmetics, and skin care knowledge.

All up, I created over 20 icons to go across print and digital formats across the international Body Shop brand.



Tandem Money Animated Gif

Animation, Illustration - Social & Blog Posts

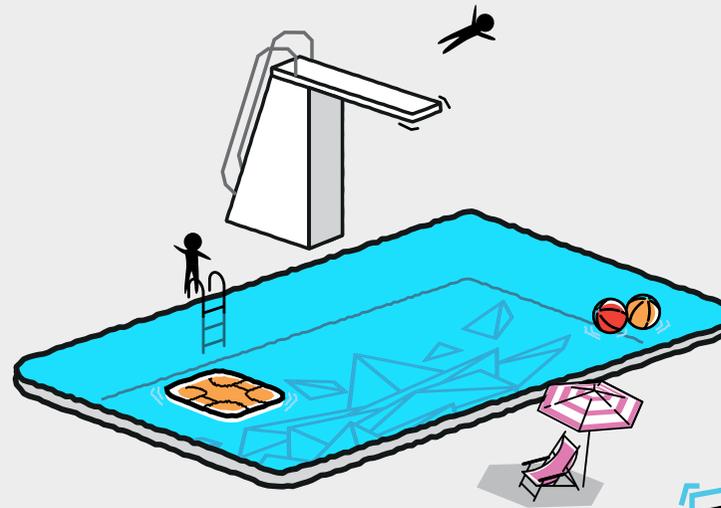
These illustrations I brainstormed, illustrated and animated for monthly client brand promotion; creating animated gifs to accompany press releases that were distributed to the public and journalists to help build Tandem's media profile.

LAUNCH OF THE CASH-BACK TRAVEL CARD
"Tandem are entering the wonderful world of personal finance with a splash. So, find your flip flops and search for your shades, because the Good Bank are launching with cash-back travel credit cards."

HELPING YOU BREAK FREE FROM DEBT
Tandem is rethinking banking, starting with an app that helps you manage your money and reduces your bills by finding you better deals.

REACHING MILESTONES
Celebrating milestones and events throughout the year, such as Pride, tax time, product launch and reaching customer targets.

[See Animation](#)



Tandem Bank Message in Bottle Press Pack

Press Pack - Poster and tag design layout.

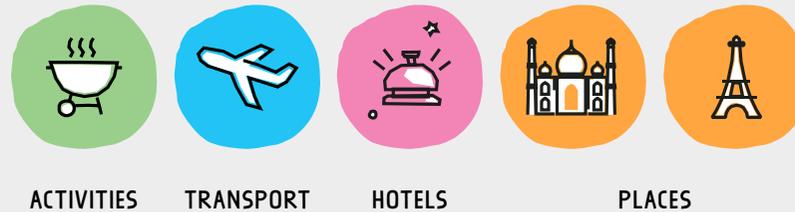
Working with PR to create a fun and memorable press pack announcement to communicate the launch of Tandem's new 'Journey Card' for budding travellers. Promoting the it's zero overseas fees to help reduce worry while aboard.

My role included brainstorming different ideas on how to present the printed announcement in a creative way that would ensure interest was sparked, as well as the design and layout of the poster and swing tag.

All up, I created over 40 icons across the tandem brand covering everything including; pride, plants (growth), money, and travel.



See More



Tandem Bank Pride March in Solidarity

Diecut promo design, icons, animated gif & digital media

To celebrate pride month to show Tandem's support for the LGBTQ+ community and celebrating the uniqueness of each customer, and are valued no matter who they are.

I designed a unique diecut heart that featured a QR code allowing potential customers, easy access to the app to find out more. Additionally, I created a range of icons and animated gifs as part of the digital promotions celebrating pride month.

All up, I created over 40 icons across the tandem brand covering everything including; pride, plants (growth), money, and travel.

[See More](#)



Plutus Tap & Pay Animated Gif

Animation, Illustration - Social & Blog Posts

"PLUTUS CALLS ON THE WORLD'S BUG HUNTERS AND CODE CRACKERS TO WIN CRYPTO JACKPOT."

The animation was to accompany a press release, announcing a bounty programme that gave hackers and tech enthusiasts rewards for finding bugs in the company's platform.

DESIGN THEORY

Plutus - taking their name from the Greek god of wealth - are a crypto based fin-tech company.

I decided to play on the 'Greek god theme' and include the Plutus logo within a smartphone being struck by Zeus's lightning bolts, a metaphor for the participants testing the app's security. The animation is consistent with company branding by using the stroked logo style, colour palette and including the 'Pluton' coins to illustrate the 'prize'.

Greek illustration style - Before starting the illustration, I researched Greek art style, taking design inspiration from ancient pottery design.

Lightning - I researched animated gifs of lightning and analysed these frame by frame, to illustrate realistic lightning strike patterns.

[See Animation](#)



HSBC - USA

Reputational Risk e-Learning

Layout, Illustration

In wake of a number of events regarding the Black Lives Matter movement within the US, the HSBC American branch felt it was necessary to educate staff on customer section and acceptable behaviour both in the office and outside of work or uniform.

I was placed on this project from the start, thus was able to develop character style and overall look.

To promote equality, diversity and inclusion, the character design showed diverse ethnicity, gender and age, which reflects US demographics and the diversity of the HSBC offices.

I was also mindful of how issues around gender roles, the glass ceiling, 'office housework' and other stereotyping that can be reinforced subconsciously. To combat this, I ensured that how the characters interacted, presented themselves, and were represented throughout the project countered these stereotypes.

DESIGN THEORY

Using the grey scale colour palette as per the HSBC style guide and gradients to create a lighting and shadow effect to help give depth to the 2D design. The main red colour was used to accent throughout the characters uniform so not to distract from the information, while leading with red for headings and highlighting important information.

I incorporated the triangle, diamond and square shapes of the HSBC logo throughout the layout and navigation which helps to subtly incorporate branding while also giving a sense of fun to the design.

See More Online



Knox Library Window Graphics & Ceiling

Experiential design

Working with First Nations artist to decolonise space, using visual elements from their artwork to create graphics and signage for the built environment.

Working with metal fabricators to help recommend materials and manufacturing processes with the least environmental damage and colour match to the interior and original artwork.



Gardening on Country Business Capability Statement

Booklet Layout & Icons

Gardening on Country is an Aboriginal owned and operated business with a mission to foster a circular economy, and dedicated to the development and manufacturing of garden tools crafted entirely from 100% recycled plastic.

With newly developed branding, I was briefed to layout their BCS with a limited brand style guide. Taking inspiration from their social media account I developed this fun and engaging design, with custom 'Process Map' icon illustrations and ensured to emphasise their 100% recycled materials.



Michel's Patisserie Espresso Packaging & POS

Advertising, Branding & Packaging

MICHEL'S ESPRESSO

As part of the rebrand for Michel's Patisserie, the customer Espresso bags required updating along with the in-store porcelain cups, saucers, takeaway cups and point of sale.

BRANDING

Using the 3 colours of the Michel's branding but in reverse with the dominate colouring being black to enhance the rich, dark feeling of high end coffee.



Multiple Clients

Copy writing

Writing

MEMBERS ENERGY

Centring the idea around the emotional feeling that comes with financial freedom. Having your energy work for you - so you can 'save your energy' for the things you enjoy.

BRUMBY'S BAKERY

Using the 'try and evaluate' idiom phrase 'Test Drive' to tie together the promotion of the Signature Pie Range with the prize of winning a car.

PORTER DAVIS

Using the phrase 'On the House' to quickly catch the attention of customers looking to save with a builder cash-back on their house build.

LITTLE ROCKET

I have assisted in the writing of tenders for Sustainability aligned projects and written and designed the Little Rocket Environmental Policy.

Members Energy

“Let your Solar do the hard work”
“Save your energy”

Brumby's Bakery - National Campaign

“Test drive our Signature Pie Range
for your chance to win a Holden Colorado”

Porter Davis Homes - Builder Cash-back

“5% on the House!”