

Rob Brailsford

Brand Systems + Guidelines

Brand Design Director

Brand Design + Strategy

September 2021

I help brands and organisations communicate better.

This is done by providing design, guidelines, approvals and solutions at every stage that save hours in the production of assets and help maintain a brand's integrity.

Upholding creative standards and creating consistency throughout the process and beyond is my forte.

I can help create a brand or refresh it to provide new positioning. The projects I've worked on are variously corporate, independent, global and local.

I've taught and mentored designers. I'm excellent with Adobe CS, especially Illustrator and InDesign, and pretty good with Sketch. I'm also a confident and articulate presenter.

Creative Brand Design & Custom Typography

ROYAL GEORGE



Royal George Hotel Kyneton

The key concept for the design was "This place is as big as a ship". The client wanted a look that was modern but classic. The colours had to be warm and deep, and complement the 'wood and walls' look of the interior.

The result of this is design that's vaguely nautical. The logotype is custom and influenced by lettering on ships, and the sea, of course.

Brand creation
Concept & design

Stardos

Wine List Sun Starters Spec

Josefin Sans

Durrell Vineyards Charo
Murray River Cod, Walnuts,



Wine

Specials

To eat

Honey roasted skylarks
Baked lamb shank with a double
roasted dipping sauce

\$12

Sail Bandages

Caribbean pineapple with Kiwi
pineapple and banana flakes

\$18

To drink

First cocktail

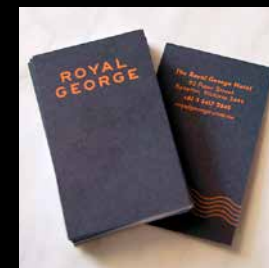
Open with spirit in, served made

\$10

Dr. Nepean's 2014 Bordeaux

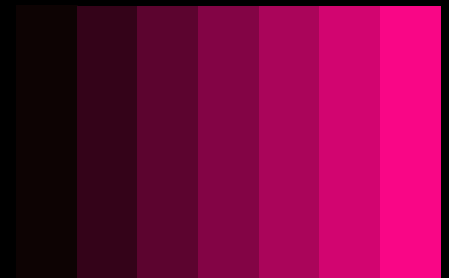
A dry, elegant, French-style red
from the Chateau Margaux Estate

\$44



Royal George Hotel Kyneton

There's also references to
cargo stencilling, waves,
flags and plimsoll lines.



Keep Prisons Single Sex

New branding for the prisoners' advocacy group.

It is designed to be bold and plain speaking.

The colour bars connote CCTV surveillance and prison gates

Brochure cover
Business card

Conceptual design
Typography



**DID
YOU
KNOW**

**THAT MALE CRIME
IS RECORDED IN
THE FEMALE
CRIME STATISTICS?**

**That's right
When a male
commits a crime
it might be
recorded as
having been
committed
by a woman**

This is because police forces record crime data on the basis of 'gender identity' not sex. This means that if a man arrested on suspicion of rape says he is a woman, it will be recorded in the female statistics.

We think this is wrong.

Sex is an important variable in analysing crime. We think that data on offending should be recorded by sex. We think this is vital for service planning throughout the criminal justice system.

**KEEP
PRISONS
SINGLE
SEX
XX**

**IF YOU DO TOO PLEASE JOIN OUR CAMPAIGN
FOR ACCURATE DATA RECORDED
BY SEX NOT GENDER IDENTITY.**



kpssinfo.org

I readily accept that some, and perhaps many, women prisoners may suffer fear and acute anxiety if required to share prison with a [prisoner] who has male genitalia, and that their fear and anxiety may be increased if that [prisoner] has been convicted of sexual or violent offences against women

Lord Justice Holroyde, R(FDJ) v Secretary of State for Justice, 2021



kpssinfo.org

**KEEP
PRISONS
SINGLE
SEX
XX**

I joined a social event with my baby and was told by a guard that there was an extremely violent male sex offender present

His victim was a 3-month old boy
My baby was the same age

Jane, Federal Prison, Canada



kpssinfo.org

Keep Prisons Single Sex

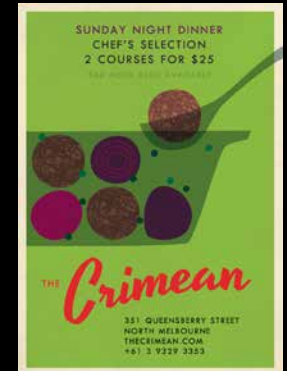
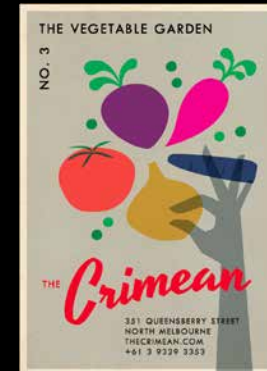
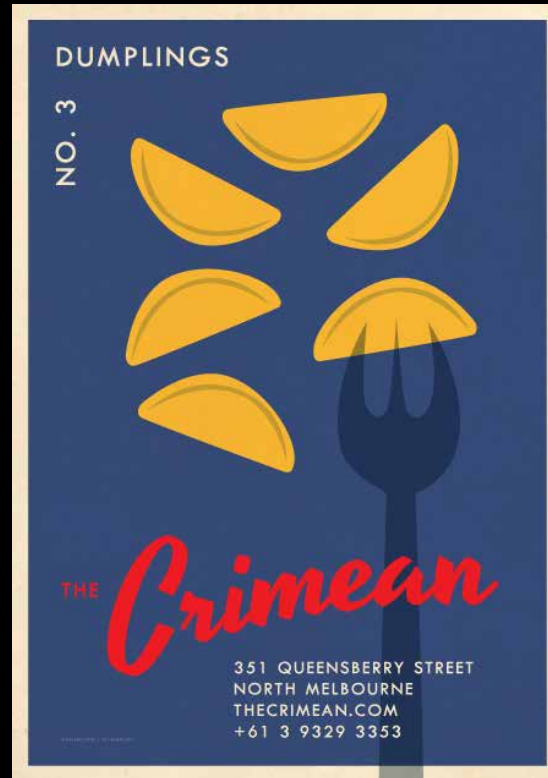
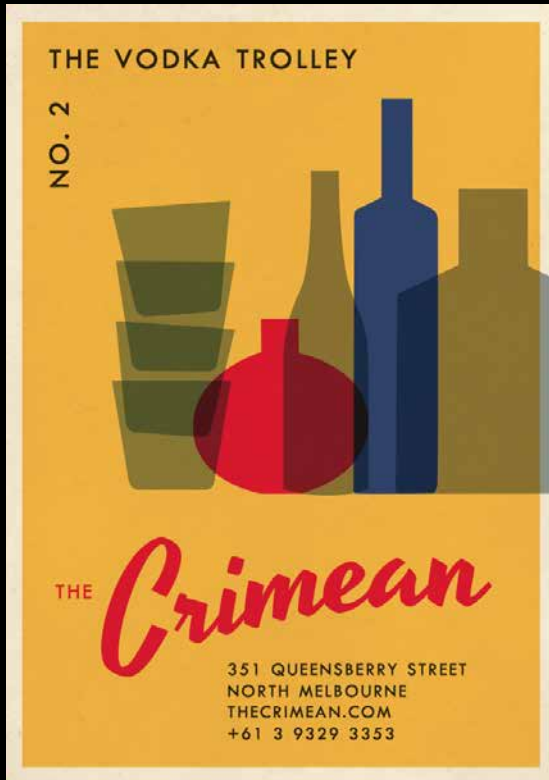
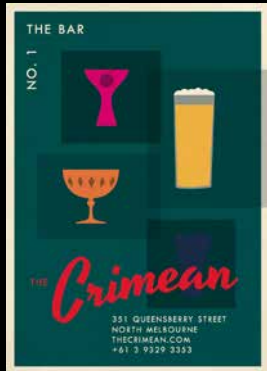
The design is intentionally blocky and without images.

Impact is the aim.

It is designed as an easily editable modular system.

Different colourways use tones from the gradient palettes.

T-shirt
Leaflet
Postcards

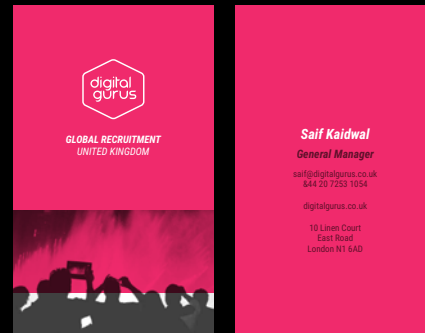


The Crimean North Melbourne

I designed the branding for this awarded Eastern European restaurant and bar. The look is based on Czech match box labels from the '60s and '70s.

These posters were forever getting stolen from the outside of the building.

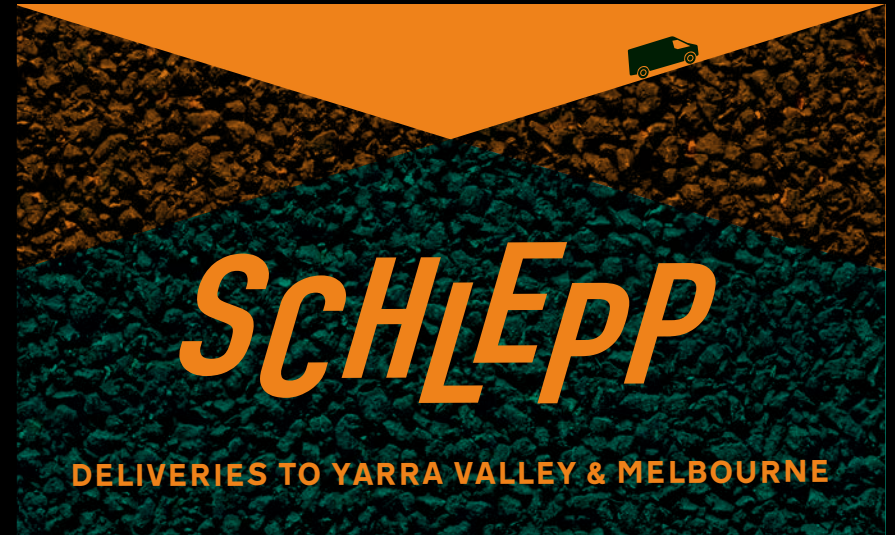
Brand creation
Concept & design



Digital Gurus

Visual rebrand for the global recruitment agency. Each territory has its own colour but all other assets are shared.

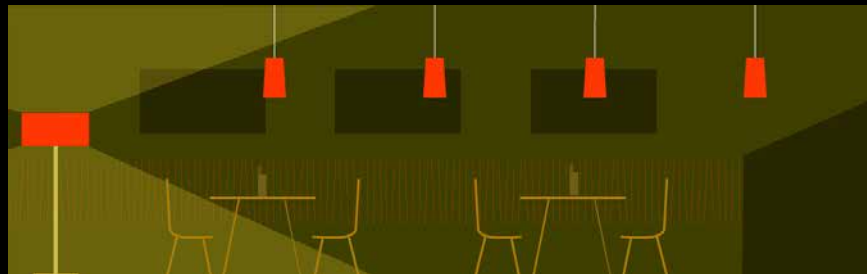
Concept and design
Custom logo typography



Schlepp Courier

Schlepp is a courier company based in the country. Its branding had to stand out at a distance.

Brand creation
Concept & design
Typography



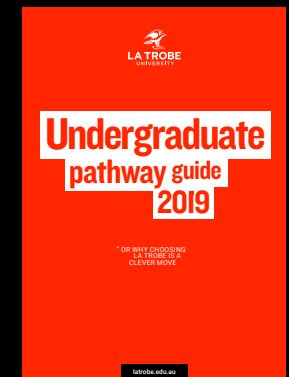
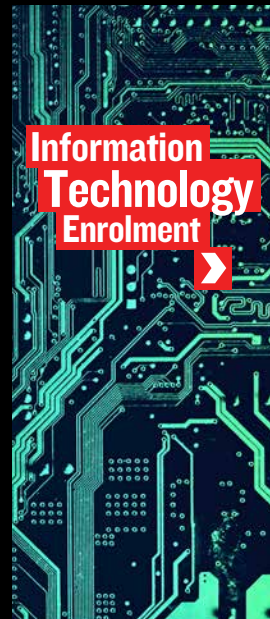
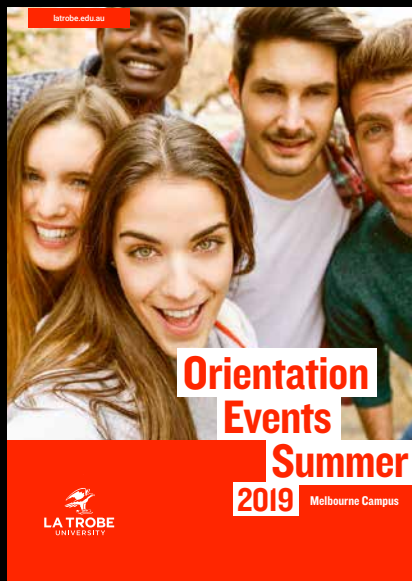
Bun Cha Vietnamese Café

I worked with this local café to produce a distinctive look and feel that would stand out in a street of restaurants.

The logo is custom built type.

Brand creation
Concept & design
Custom type

Full Branding Projects including Brand Guidelines

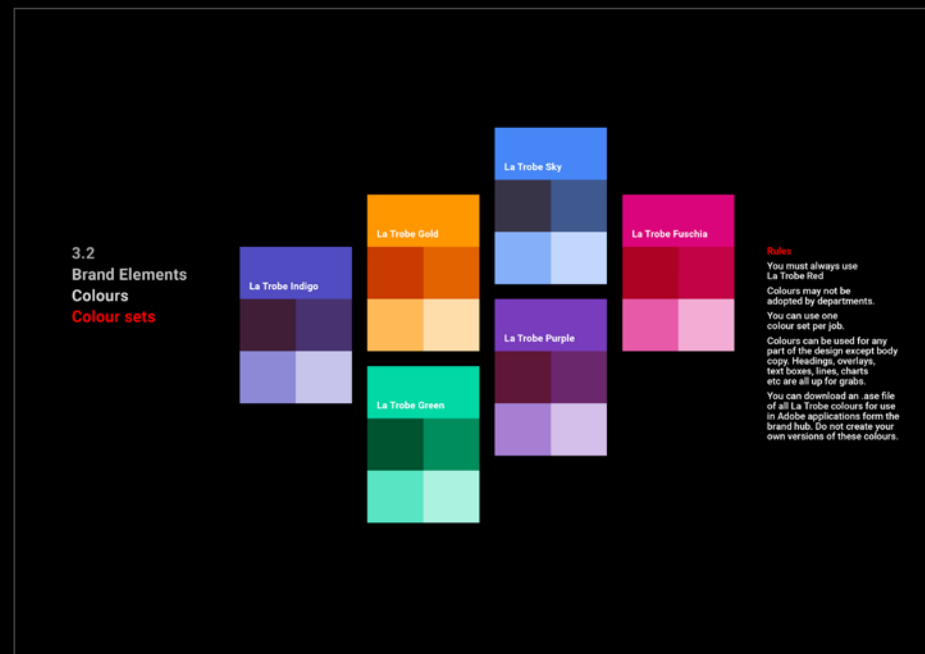


La Trobe University Melbourne

I was brought in to help steer the design, and to develop brand elements for La Trobe's rebrand project to create cohesion and engagement.

I worked on all aspects - visual, content and messaging - including logo usage, choosing colours and fonts, and developing flexible layouts.

Design direction
Design
Guidelines
Typography
Guardianship & approvals

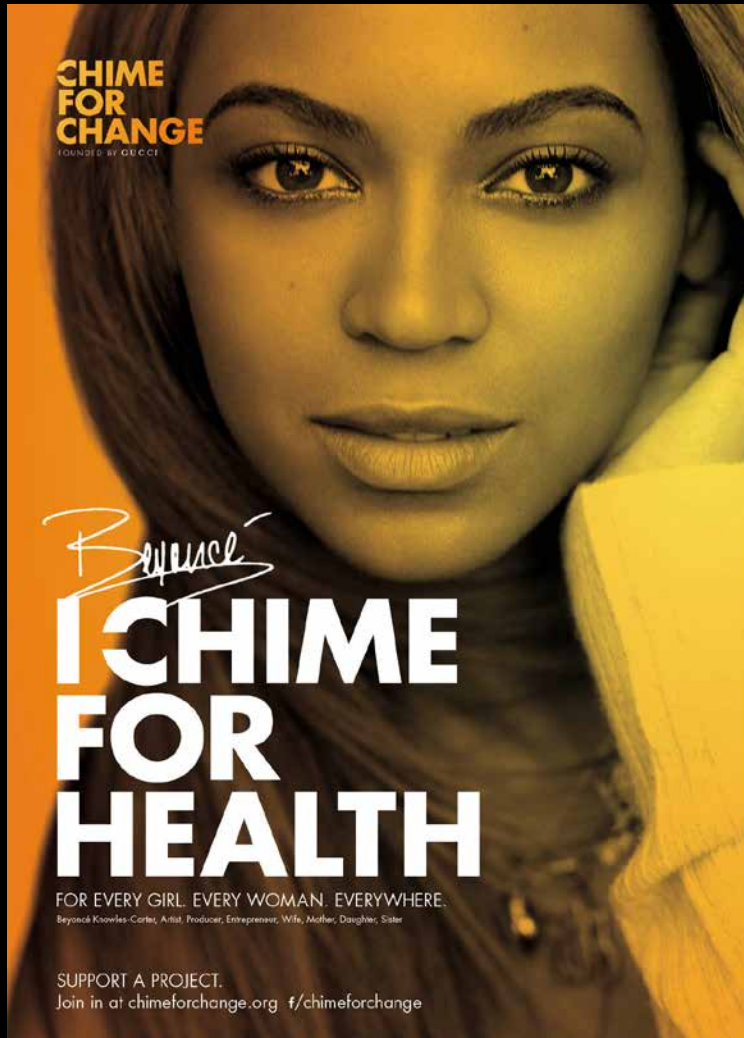


La Trobe University Melbourne

One task was developing best practice guidelines with the team.

These are pages from the brand guidelines.

**CHIME
FOR
CHANGE**
FOUNDED BY GUCCI



**CHIME
FOR
CHANGE**
FOUNDED BY GUCCI

Beyoncé
**I CHIME
FOR
HEALTH**

FOR EVERY GIRL. EVERY WOMAN. EVERYWHERE.
Beyoncé Knowles-Carter, Artist, Producer, Entrepreneur, Wife, Mother, Daughter, Sister

SUPPORT A PROJECT.
Join in at chimeforchange.org [f/chimeforchange](https://www.facebook.com/chimeforchange)

**NON POSSIAMO
ANDARE
AVANTI
SE META' DI NOI
RIMANE INDIETRO**

ISTRUZIONE. SALUTE. GIUSTIZIA. PER OGNI RAGAZZA.
PER OGNI DONNA. OVUNQUE.

SOSTIENI UN PROGETTO.
Seguici su chimeforchange.org [f/chimeforchange](https://www.facebook.com/chimeforchange)

**CHIME
FOR
CHANGE**
FOUNDED BY GUCCI



**I CHIME
FOR
JUSTICE**
FOR EVERY GIRL. EVERY WOMAN. EVERYWHERE.

Selena

**CHIME
FOR
CHANGE**
FOUNDED BY GUCCI

Gucci Chime For Change

This campaign, founded by Gucci, is designed to raise awareness and benefit women around the globe.

I worked on every aspect of the design across print, digital and experiential.

Client: Mother London

Design development
Brand design
Guidelines
Guardianship & approvals
Tone of voice



AMBASSADOR ADVERTS LANDSCAPE / DPS

Step 9 Name caption

The ambassador's name and description should go in the bottom left inside the clear space. Use Futura Book.

The copy should be about half of the size of the strapline, so if

EVERY GIRL... is 18pt
Frida Giannini... is 9pt

You can round it off to the nearest 1/2pt.



FORMATS

1 : 1.2 RATIO	1 : 1.4 RATIO	1 : 1.6 RATIO	1 : 1.8 RATIO	1 : 2 RATIO	1 : 2.2 RATIO
Clearspace: Short side +10 Headline over: 4 lines Logo size: Width + 5 Strapline: 2 lines	Clearspace: Short side +10 Headline over: 4 lines Logo size: Width + 6 Strapline: 1 line	Clearspace: Short side +10 Headline over: 4 lines Logo size: Width + 8 Strapline: 1 line	Clearspace: Short side +8 Headline over: 3 lines Logo size: Width + 7 Strapline: 1 line	Clearspace: Short side +8 Headline over: 3 lines Logo size: Width + 7 Strapline: 1 line	Clearspace: Short side +8 Headline over: 3 lines Logo size: Width + 8 Strapline: 1 line
Example size: 210 x 175	Example size: 210 x 150	Example size: 210 x 130	Example size: 210 x 115	Example size: 210 x 175	Example size: 210 x 95

Important note
The strapline on this format is longer than the headline. It will appear through the bottom of the strapline.
2. Placing it within the clearspace.
3. Placing it within the strapline.
EVERY INCH COUNTS appears on the second line.

The build example begins on the following page.



The gradient used on an advert

PEACH	PURPLE	BLUE	ORANGE
CMYK 0 30 80 0	CMYK 0 45 0 0	CMYK 15 0 18 0	CMYK 0 30 80 0
0 56 48 0	50 90 0 0	80 0 0 0	0 45 90 0
0 83 14 0	90 100 0 0	100 50 0 0	0 45 100 0

Used on
CHIME FOR CHANGE
I CHIME FOR CHANGE
WE CHIME FOR CHANGE

Used on
I CHIME FOR JUSTICE

Used on
I CHIME FOR EDUCATION

Used on
I CHIME FOR HEALTH

General rules
• These gradients must remain as described on this page.
• Any panel that uses the gradient must show the full spectrum of colours.
• Never mix different gradients.

Chime For Change

I developed and wrote the brand guidelines for the whole campaign.

These included sequential build guides for all advert formats; messaging content and hierarchy, and the usual colour, logo and type guides.

DUBAI PARKS
BRANDING GUIDELINES

VERSION 1.0

THE CREATIVE IDEA

OUR LOOK AND FEEL IS ABOUT
JOY, MOTION AND COLOUR.
WE COMBINE VIVID HUES,
PLAYFUL, CURVED LINES AND
IMAGES THAT ARE ALIVE WITH
ENERGY AND POSITIVITY



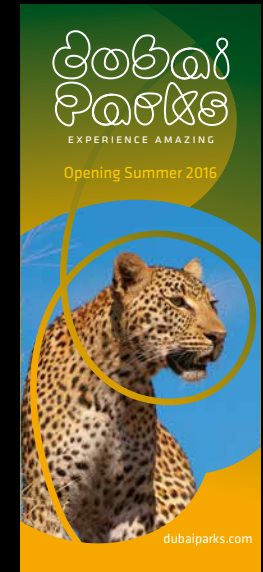
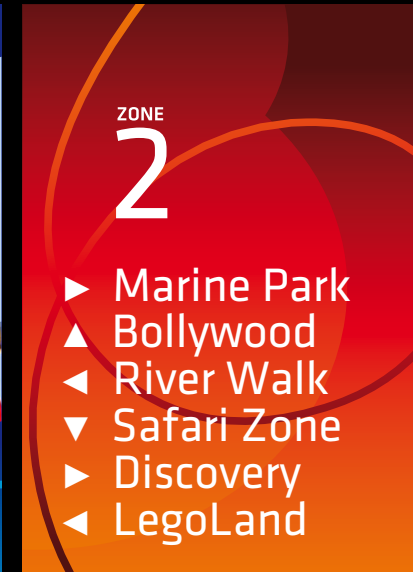
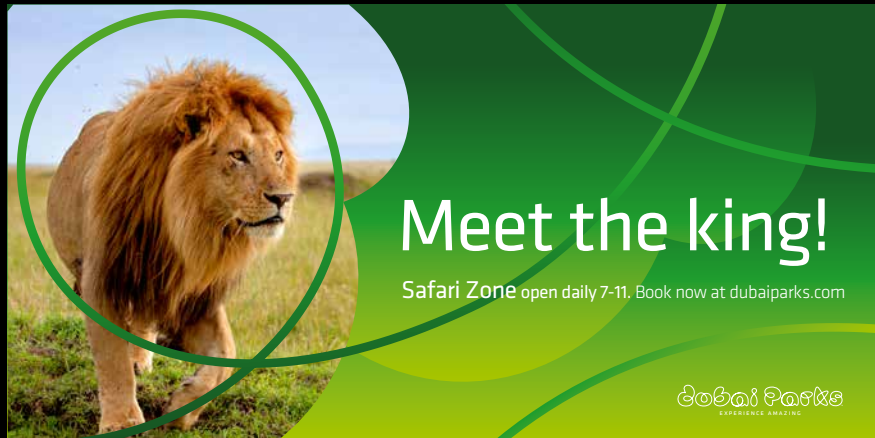
Dubai Parks

This theme park with 7 branded areas needed an overriding design system and a look and feel that could adapt to anything.

Dubai Parks branding is based around lines and gradients not around a logo.

Client: FutureBrand

Concept & design (all except logo)
Guidelines
Typography
Messaging hierarchy



Dubai Parks

Customer facing design is
colourful, dynamic and playful.

2010 Ue voluptate poreium
fugitate dolut quisinimi,
șim aut mo veless

Ut ene quidem posam, quae pia non nistotation re, explicus aut occupate reclusant omnis volores ectatem eliquae sit et qui simintiam reum etur? Os sumi conse ea aut liquas esto culles con entius et, quae quamusam silivendero iusapli sstatatem sint hitinctati non eiuntetur.

[illegible]

2015
400,000 units
£ 1.2m

2010
WORLDWIDE
\$ 4.1B

2005
400,000 units
€ 50m



† This seed form in WhiteStar Kent provides 15% of the 100W's power needs.

[illegible][illegible]

Vegeto aut si per aliquos est res et si nulli occurrat, ut
accusari suspicatus alio et postea veritate convicto
ad id persequendi minime potui videtur quia officium
iudicis potestatis lae, conet altissimi fuga. Tunc voluisti
testesque escabere videri, ad molestem con pra sumis.
Ut si san res quoniam.

Omnes aut doloresque censeamus rem remque
imperium sua, con it accensum sequi eminet
vires eximium laboriosius exprobandum res aut aut
ad eand quam videtur, ut de emulato aut metu
voluntate da corpore ad quare et delictum.

- This small farm is Vitis vinifera
- provides 50% of the town's power needs

Guidelines for creating in presentations in PowerPoint

The placement of this notepad depends on the content of the photo.

20/08/2010

Author's Name

Allianz 

Allianz

I worked on the brand redesign for this global insurance company and their 2000+ subsidiary organisations.

Newsletters, fact sheets,
magazines and PowerPoint
documents.

Client: Grey London

- Design development
- Brand guidelines
- Logo work
- Sequential build guides
- Image selection

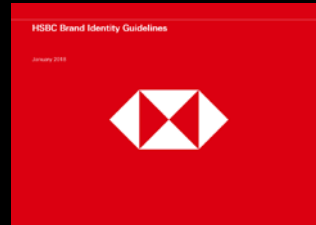
Brand Guidelines



Bupa Aged Care / FutureBrand



Bupa Visual / Engine



HSBC Brand Reboot / T&G



Miller Lite / T&G



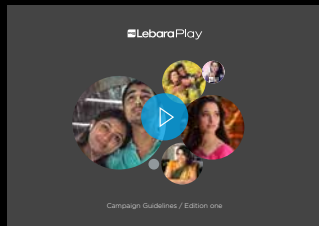
CUB Retail



Howard / Corke Wallis



IPL Cricket / IMG



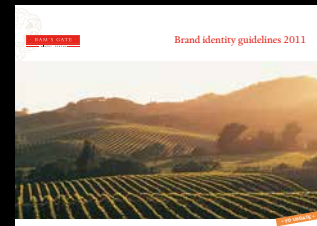
Lebara Play / Sunshine



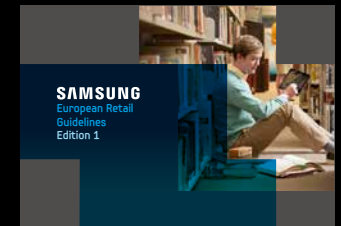
Lenzing / Siegel & Gale



Medela / Bulletproof



Ram's Gate / Fold 7



Samsung Retail / Cheil



Speedway / IMG



Sport 24 / IMG



Tesco Store Design Manual



The Great Fire / ITV



True Aussie / DesignWorks

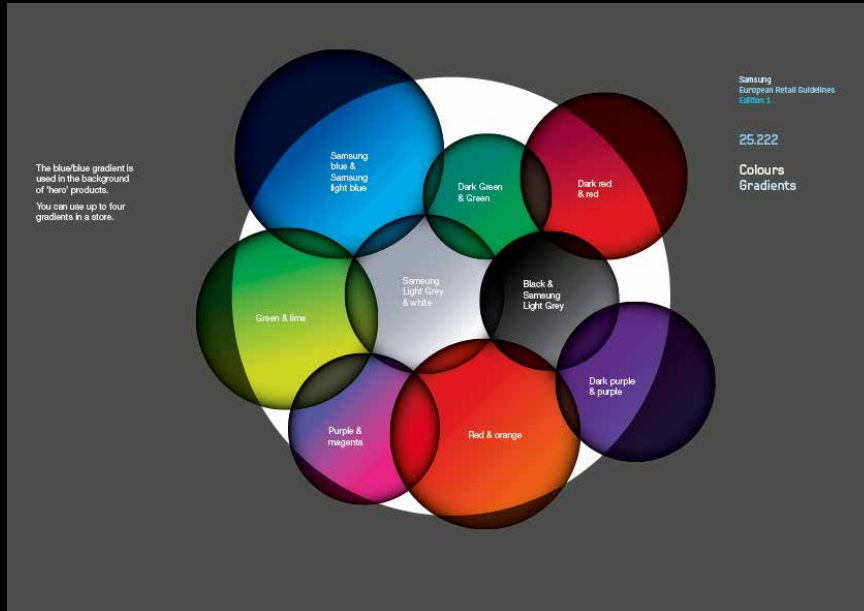


Crystal Peaks / Beyond

Brand guidelines

As well as writing these brand guidelines I've worked on all of the design for these projects.

This is not a complete list.



Samsung

I wrote and produced the European Retail guidelines for Samsung.

They included guides to appropriate visual merchandising, messaging journeys for different store formats..

Client: Cheil

Brand guidelines
Concept and design
All copy



Britain is GREAT

I developed the design and wrote and produced the guidelines for this global campaign. This included creating standardised layouts, typography and content.

I provided worldwide artwork approvals and found solutions for territory specific situations.

Client: Mother London

Total guidelines rebuild
Design development
Guardianship & approvals
Sequential build guide



Welcome

As Bupa expands it needs a design system that can accommodate new businesses and territorial design situations.

This version of our branding has been developed to make it consistent and recognisable across the world.

Bupa has more than 11 million members. We want them to know they're getting the same standard of care, wherever they are.

BUPA BRAND IDENTITY - BASIC ELEMENTS - 2012 Version 1

Messaging - 1. Intro

How much copy do I need?

Our communications need to be easy to read

As long as we get that message across clearly and efficiently, that's all we need.

Think about your where your work will be seen

Medium

Is the work going to be seen for a few seconds or for a while? Does it have moving text or images? Is it static? Is it near or far?

Repeat viewing

Are people going to see it once or will they have the chance to see it repeatedly?

In a newspaper it may be seen once. In a magazine, several times. On a train platform, every weekday for months.

Don't overload the viewer.

Get the message across clearly and clearly. Let them get the big idea and have an opportunity to investigate further.

This could be with extra copy, a clickable link or another call to action.



Visual elements - 1. Logo / Clear space

To ensure the impact and integrity of the logo no other elements can encroach in the clear space.

Bupa master logo clear space

The minimum clearance around our logo is one third of the width (or height) of the square. It also helps you place it in the corner of a page.

Bupa floating and reversed logo clear space

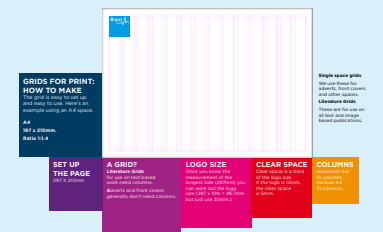
The general minimum clearance around our floating logo is equivalent to the height of the capital letter 'B' in this case B or 9.



BUPA BRAND IDENTITY - BASIC ELEMENTS - 2012 Version 1



Visual elements - 6. Grids / Building



Bupa

As part of the global brand consolidation I wrote, designed and produced the Visual Brand Elements guide.

I also devised a guide for images which demonstrates how cropping an image can suggest different things.

Client: Calling Brands

Design development
Brand guidelines
Technical specification work

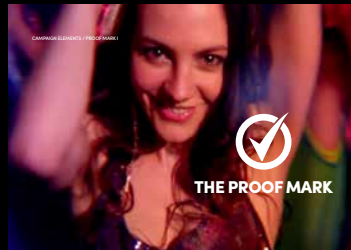
CAMPAIGN ELEMENTS / IMAGERY I

THIS CAMPAIGN IS ABOUT THE DOERS. THEY DON'T SIT IN FRONT OF THE TV. THEY DON'T WONDER WHAT THEY COULD BE DOING INSTEAD. DOERS ALREADY KNOW, THEY'RE DOING IT, RIGHT NOW.

IMAGERY

SO OUR IMAGERY SHOULD SHOW PEOPLE GETTING MORE OUT OF THEIR LIVES. IT SHOULD SHOW THEM ACTIVELY ENGAGING WITH LIFE. THEY COULD BE DANCING, SKYDIVING, SOCIALISING, RIDING, FALLING IN LOVE, SURFING EVEN JUST STANDING ON A HILL LOOKING AROUND. AS LONG AS THEY'RE INTO WHAT THEY'RE DOING.

AS LONG AS THEY'RE INTO WHAT THEY'RE DOING.



CAMPAIGN ELEMENTS / TECHNOLOGY

OUR TECHNOLOGY WORKS



THE PROOF SUPPORTS OUR CLAIMS

TECHNOLOGY INFORMATION TELLS YOU WHAT'S SO GREAT IN THIS PRODUCT (AND HOW IT HELPS YOU DO MORE). REXONA WITH MOTIONSENSE™ IS THE MORE YOU DO THE MORE IT PROTECTS. REXONA WITH MOTIONSENSE™ IS THE MORE YOU MOVE THE MORE IT PROTECTS.



Rexona/Sure

These brand guides weren't about the design. They were about the idea behind it.

They are bold, simple and designed to be read very quickly.

Client: DLKW Lowe

Guidelines
Design
Typography
All copy
All image selection



Section 1a	ATM
Section 2	F60-120
Section 4	F20-30
Section 5	Exceptions
Section 8	Metro Classic

2008/9 Q1&2
Metro
Section 9

Produce Signage
2.08

Produce Signage Design Principles

- The Design Manager is to approve installation in case of exceptions such as product boards installed either side of aisle in small run.
- Header signs applied to raised back panels with mag tape.
- When produce merchandised against high ambient gondolas or chillers.
- Scottish Stores have different, 2400 x 500mm headers. Refer to Scottish Section 7 in Exceptions and Refits part of Design Manual.
- Metro pack to be used on Format 15 and below over Format 15, refer to Format 20-30.

Produce Product Boards

- 600 x 400mm.
- To be located above relevant products.
- Total signs = 25 per pack.

Chilled Brackets

- Up to 25 chilled arms.
- All blue sky should have gantry fitted.

Produce Signage (Navigational)

- 600 x 400mm.
- To be located above relevant products.
- Total signs = 36 per pack.
- Signs must not be placed in front of the header signs.

Header Signs

- 2400 x 500mm.
- Eight per area, four each side of section.
- Must be hung from the top rail of the blue sky chiller as illustrated in the image.
- Total signs = 8 per pack.
- Shown in order of preference.
- Install to suit merchandise.
- Organic header must be located over relevant Blue Sky Chillers.

Tesco Property Department

I totally rebuilt, with a small team, the manual that shows all Tesco fixtures and signage. It had to be made logical and usable so the guides could be applied easily across the business.

The modular system uses common assets throughout. Retail formats are differentiated with colour.

These innovations allowed store design managers to access information easily.

Project coordination
Concept and design
All copywriting
Research

TESCO direct

Browse and order point this way

Third Wall Sign

- Only to be used when there is a third wall.
- Wall sizes vary. There are three basic designs for a third wall sign: portrait, landscape and landscape banner. These can be adapted for specific wall sizes.
- Wall colour to be grey RAL 7042.

new

BRIEFING DOCUMENT

Thank you

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Rob Brailsford

brailsford.info

I help brands and organisations communicate better.

This is done by providing structures and hierarchies, design, guidelines and approvals. I can provide solutions at every stage that save hours in asset production and help maintain a brand's integrity.

Upholding creative standards and creating consistency throughout the process and beyond is my forte.

I can help create a brand or refresh it to provide new positioning. The projects I've worked on are variously corporate, independent, global and local.

I've taught and mentored designers. I'm excellent with Adobe CS, especially Illustrator and InDesign, and pretty good with Sketch. I'm also a confident and articulate presenter.



Brand Project Design Manager / La Trobe University Melbourne

- Lead a team of four designers and developed best practice guidelines
- Steered the design and development of all brand elements
- Brand guardian, providing approvals and design solutions
- Worked on all aspects of the brand - visual, content and messaging for all schools, departments and research units
- Defined logo usage, chose new colour palette and fonts etc, and developed flexible layouts
- Codified, wrote and produced new brand guidelines



Brand Design Manager - HSBC / Fathom UX

- Oversaw the creative work of the designers & UX, including providing global approvals, for the staff interface at HSBC.
- Built and ran the style guide, including rules for how elements move, transition and relate in the digital environment
- Designed several modular visual elements, streamlining the grid and the associated UX work. The primary goal of this was to make workflow easier and interaction with customers more likely to end in a positive result for the bank.
- Helped run / presented the team's work at design workshops



Dubai Parks Identity / FutureBrand London

- Created a design system that could work above seven individual attractions
- Worked on all aspects of the visual brand including design, colour usage, typography etc
- Wrote and produced the brand guidelines



Gucci - Chime For Change / Mother London

- Design and visual development for Gucci's global awareness and action campaign
- Wrote the brand and build guides for every part of the campaign
- Responsible for approvals of all worldwide collateral



Britain is GREAT / Mother London

- Codified and wrote brand guidelines for this ongoing, global campaign
- Devised a simple, bulletproof, step-by-step method for creating on-brand ads for all sizes
- In charge of approving or finding design solutions for all print ads, out-of-house posters and merchandise worldwide



Allianz Insurance rebrand / Grey London

- Worked on global redesign across all aspects
- Developed and wrote brand, image and type guidelines
- Designing app icons and screens, press advertising and publications
- Worked on customer journeys and user experience

Other branding projects and clients include

HSBC Global reboot guidelines & Miller Lite guidelines
Turner & Duckworth

Talk Talk
Change program design
BAE Applied Intelligence

Tesco Store Design Manual complete rebuild
Tesco

Global rebrand
Digital Gurus Recruitment

Sport 24 Branding & IPL guidelines
IMG

BUPA guidelines (two different)
Futurebrand & Engine

Sure & Rexona brand guidelines
DLKW Lowe

Carlton United Breweries retail guidelines
Vivid Brand

Rob Brailsford

brailsford.info

Contact

robjbrailsford@gmail.com
+44 7880 748 708

Brand Systems + Guidelines / Brand Design Director / Brand Design + Strategy

Summary of relevant skills

Design management

- project coordination and implementation
- developing and organising design systems for corporate and agency clients
- brand guardianship including providing global approvals
- bespoke solutions for international territories
- leading teams, steering work, running workshops

Design and brand building

- brand concept, hierarchies and strategy
- corporate identities, logos, custom type, look and feel, and related assets
- typography, type hierarchies, colour palettes and gradients, images full service from brief to artwork
- writing brand manifestos, and stories, pillars, etc

Guidelines and communication

- developing, codifying, writing and producing brand and corporate guidelines
- sequential build guides for multiple campaign formats
- tone of voice for image and messaging
- technical specifications and sequential build guides
- messaging hierarchies

Software

- expert level Adobe Indesign and Adobe Illustrator; Adobe Photoshop
- high level expertise with Sketch
- Keynote and PowerPoint

UX & UI

- customer journey analysis and optimisation
- interface and asset design including ADD compliance
- look & feel, grids, web appropriate typography
- copywriting

Residency & travel

I am a UK and Australian citizen and hold two passports.

Education

Bachelor of Arts (Media Studies)
Royal Melbourne Institute of Technology (RMIT)

Inter-disciplinary studies of communication including media law, popular culture, TV, radio, press and cinema.

Personal

I'm creative, organised and happy to share ideas and skills. I have a huge knowledge of music from the 1950s to the present and a voracious appetite for new sounds. I play a pretty good game of pool and I love airports.