

## Branding and Identity

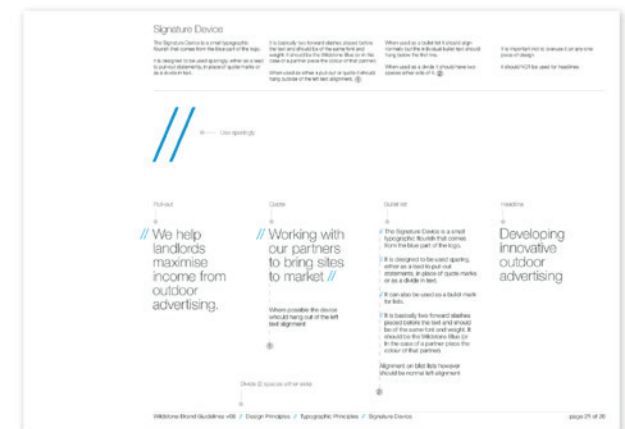
“Simon has an exceptional design talent and has delivered a suite of seamlessly integrated designs across mixed media. From the outset he understood the brief and immediately delivered against this, developing exciting new concepts and delivering projects to time and budget.

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](http://www.simonsharville.co.uk)



## 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.

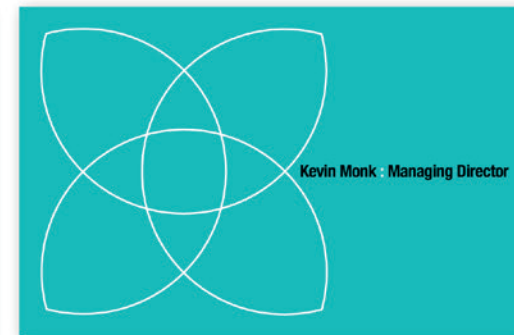


Helvetica Neue  
95 Black  
- 20 kerning  
  
Helvetica Neue  
45 Light  
Leading: 120%





Strengthened Appraisal & Revalidation Database

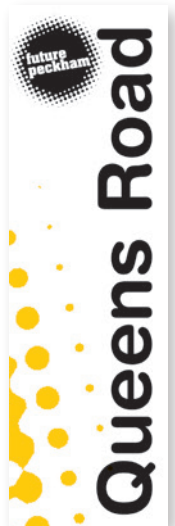


## SARD Appraisal Database : Brand Identity

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.





## 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.

