

Alex Beausire

Selected Work

These Days

Brand Identity, 2023

As part of my work at These Days, I developed the brand identity from scratch.

The aim was to develop a brand that took design cues from traditional aperitivo brands of the 20th century and used them to build a fresh, bold brand that would speak to spritzes history and also be able to take it into a new era.

Practically this identity also needed to be flexible and easily used in a variety of assets from tap badges to bottle and can labels to packaging, sampling assets, glassware, signage etc.

I was responsible for building the brand identity, designing all assets for print, designing and building the website and the overall creative direction of the company.



THESE DAYS

THESE DAYS

MODERN APERITIVO

THESE DAYS

APERITIVO BAR

SPRITZ
SPRITZ
SPRITZ
SPRITZ
SPRITZ



THESE DAYS

SPRITZ ON TAP

VENETIAN
SPRITZ
POURING

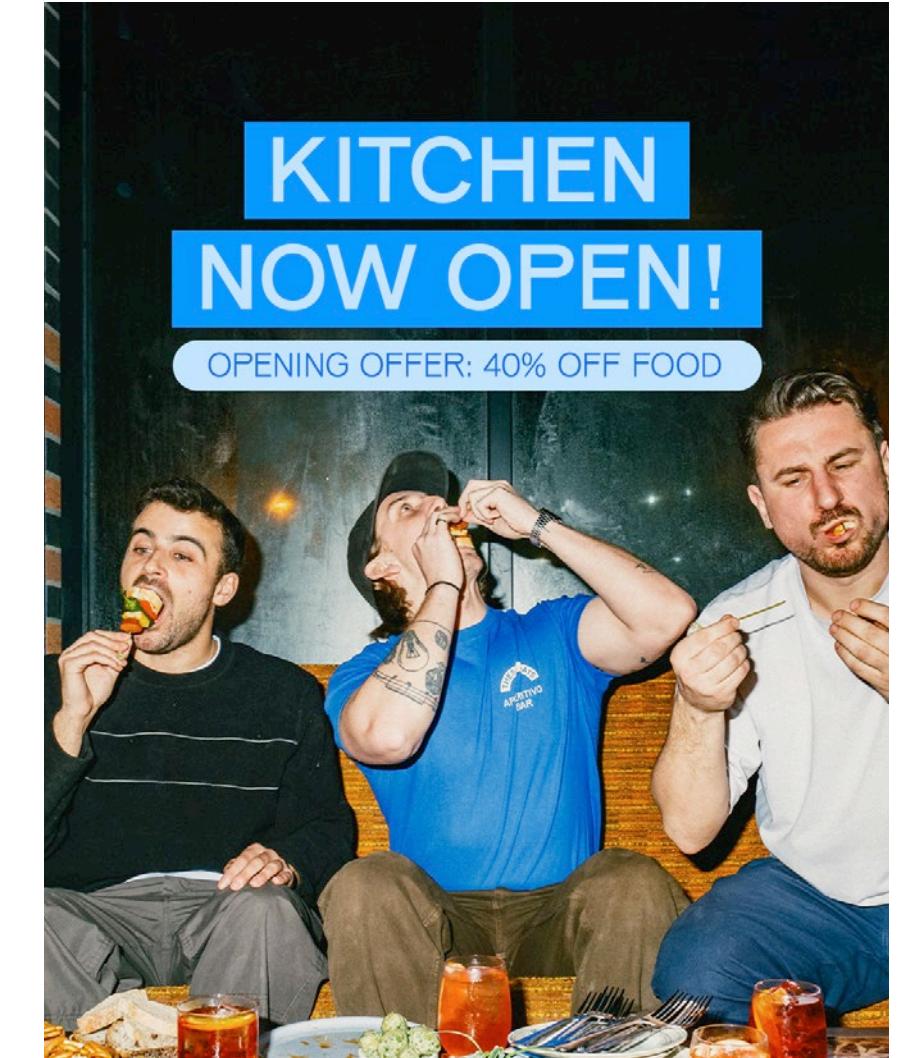
AT THE CLISSHOLD PARK TAVERN

THESE DAYS



WHAT A FIND! GREAT
ATMOSPHERE AND LOVELY
STAFF, SUNDOWN SPRITZ
IS A WINNER. DELICIOUS
FOOD TOO - THE CELERIAC
IS SIMPLY A MUST.

NICOLE, GOOGLE REVIEW











These Days

Can Label Design / Art Direction

As part of my work at These Days I designed our 250ml can labels which were featured in packaging publications [The Die Line](#), Snaxshot and [Best of Packaging](#).

Brief was to develop a label that brought the personalities of each drink to life and stood out on shelf in a crowded category.

The designs used irregular label shapes to highlight each labels illustrations and use the aluminium of the can as a background to catch the consumer's eye.

I was also in charge of providing art direction for the photography for the new cans, for use in our online store and in press.





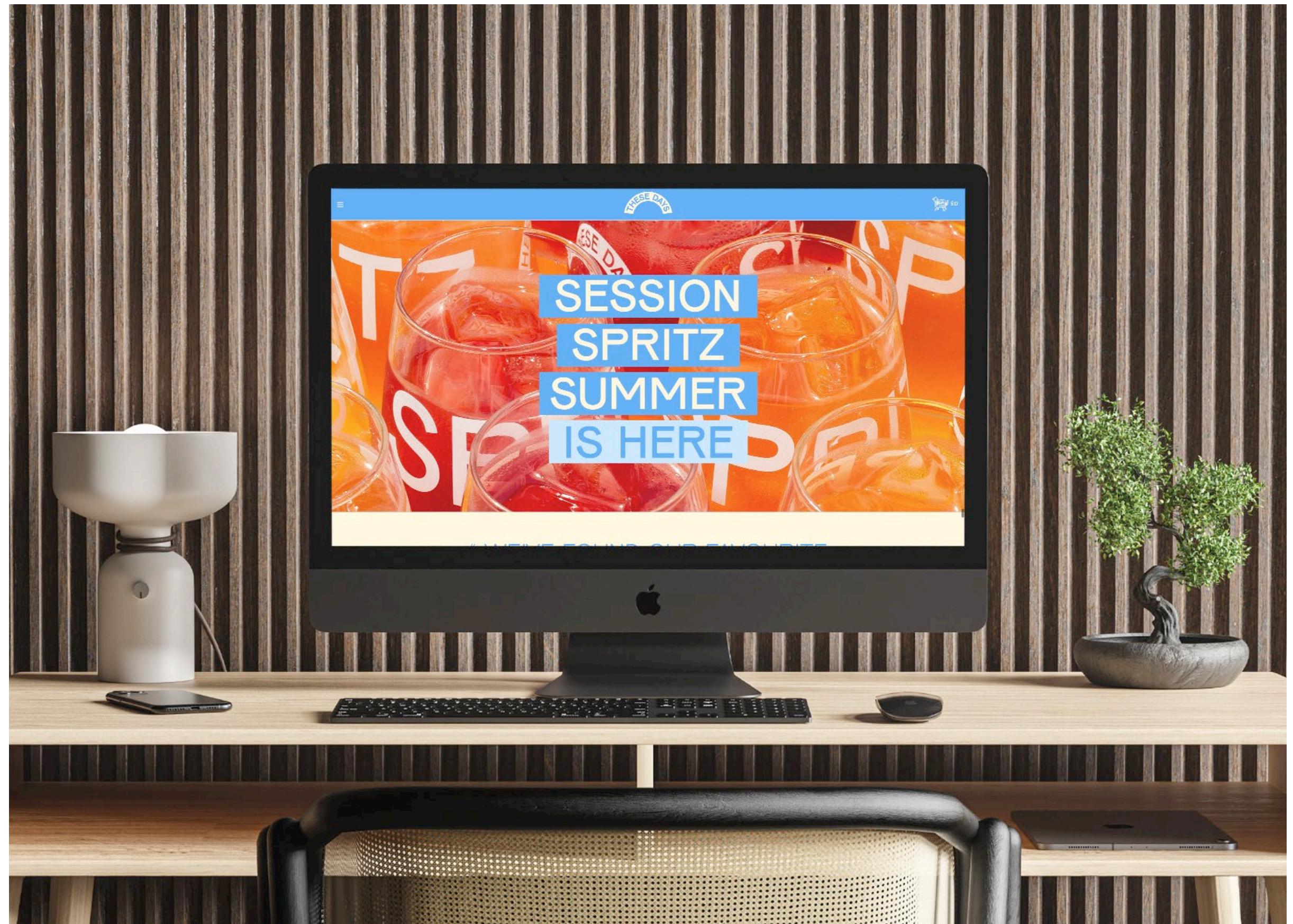


These Days Website Design

Designed and built These Days website.

This was made to be used for eCommerce and to serve as a brand home for the business.

Can be seen at thesedaysdrinks.com



THESE DAYS

BUY THE CAN

MIXED SPRITZ CAN PACK
£14.00

SUNDOWN SPRITZ CAN PACK
£14.00

VENETIAN SPRITZ CAN PACK
£14.00

BUY THE BOTTLE

MIXED SPRITZ BOTTLE
£14.00

SUNDOWN SPRITZ BOTTLE
£14.00

VENETIAN SPRITZ BOTTLE
£14.00

THESE DAYS

SESSION SPRITZ SUMMER IS HERE

"WE'VE FOUND OUR FAVOURITE SPRITZ"
METRO

BESTSELLERS • BESTSELLERS • BESTSELLERS • BESTSELLERS

MIXED SPRITZ CAN PACK
£14.00

SUNDOWN SPRITZ BOTTLE
£14.00

VENETIAN SPRITZ BOTTLE
£14.00

SESSION SPRITZ IS HERE • THE SESSION SPRITZ IS HERE

SUNDOWN SPRITZ BOTTLE
£14.00

VENETIAN SPRITZ BOTTLE
£14.00



MIXED SPRITZ CAN PACK

★★★★★ 3 reviews

£14.00 200ML (6% ABV)

QUANTITY

[4 PACK](#) [8 PACK](#) [12 PACK](#)

[ADD TO CART](#)

For lovers of our Sundown and Venetian Spritz our Mixed Bundle is perfect for popping in your fridge. So you can have a spritz with you for whenever you need!

GLUTEN FREE
SUITABLE FOR VEGANS.
CONTAINS SULFITES.

FREE SHIPPING ON ALL ORDERS
OVER £40 OTHERWISE SHIPPING
CALCULATED AT CHECKOUT.

YOU MIGHT ALSO LIKE

Bombay Sapphire x It's Nice That

Digital Design and Motion Graphics

Commissioned by Bombay Sapphire and It's Nice That to work on their 12 Days of Creativity project, which was comprised of 6 creative tutorials accompanied by 3 promotional articles.

I worked with Its Nice That's creative team to roll out the brand identity they had developed for the project across a wide range of touch points.

This included static and animated assets for social media, assets for use in the articles that accompanied the project, animated title cards for the tutorials and assisting with design of the project's microsite.



It's Nice That Inspiring Creativity

Search for something

Categories

12 DAYS OF CREATIVITY

12 DAYS OF CREATIVITY

In need of a creative boost? [Get one](#)

In partnership with

BOMBAY SAPPHIRE

Words Jynann Ong

—

11 November 2020

9 minute read

Express yourself: Unlocking

making bold, such as



Although she has a masterful touch when it comes to using these pens, Olivia is far from complacent. "It's fun to challenge yourself to keep growing as a designer," she asserts. For instance, a while ago, she established an aesthetic which features the colour black on different black backgrounds. But that doesn't mean the black has to appear in just one definitive way. "I'm happy to work in black conte crayons, biros, even paint markers because I love the different textures they form," she tells us. "I think it's easy to get comfortable, and this illustration thing is for life, so I have to shake it up for myself you know."

It's an attitude Olivia shares with Charlotte, who expresses the diversity of thought and emotion through a variety of mediums. Charlotte says: "It wouldn't feel right to me to limit my practice to a specific process." Whatever the medium she chooses to communicate in, there is one unifying element which ties all her work together: ideas. It's Charlotte's experiences as a person, rather than control over a material, which matter most to her. "In that sense," she maintains, "experimenting with new media is a really important part of my creative development and often leads my



Her practice started out however with a particular focus on colour. One of her earlier memories is her painting a bunch of flowers when she was four years old. Even today, she can vividly recall the purples, reds and greens in the still life. Ever since, colour has been integral to Charlotte's work, playing a key role in the evocation of feeling. The immediacy of putting colourful paint to canvas is what first attracted her to painting – a crucial aspect of Charlotte's work – but with time, she's applied her knowledge of colour to other experiments, most recently exploring the depths of digital media and moving image.

Left Charlotte Mei photographed in her studio by Sophie Green.
(Copyright © Sophie Green)

Right Olivia Twist photographed in her studio by Sophie Green.
(Copyright © Sophie Green)

Above Charlotte Mei photographed in her studio by Sophie Green.
(Copyright © Sophie Green)

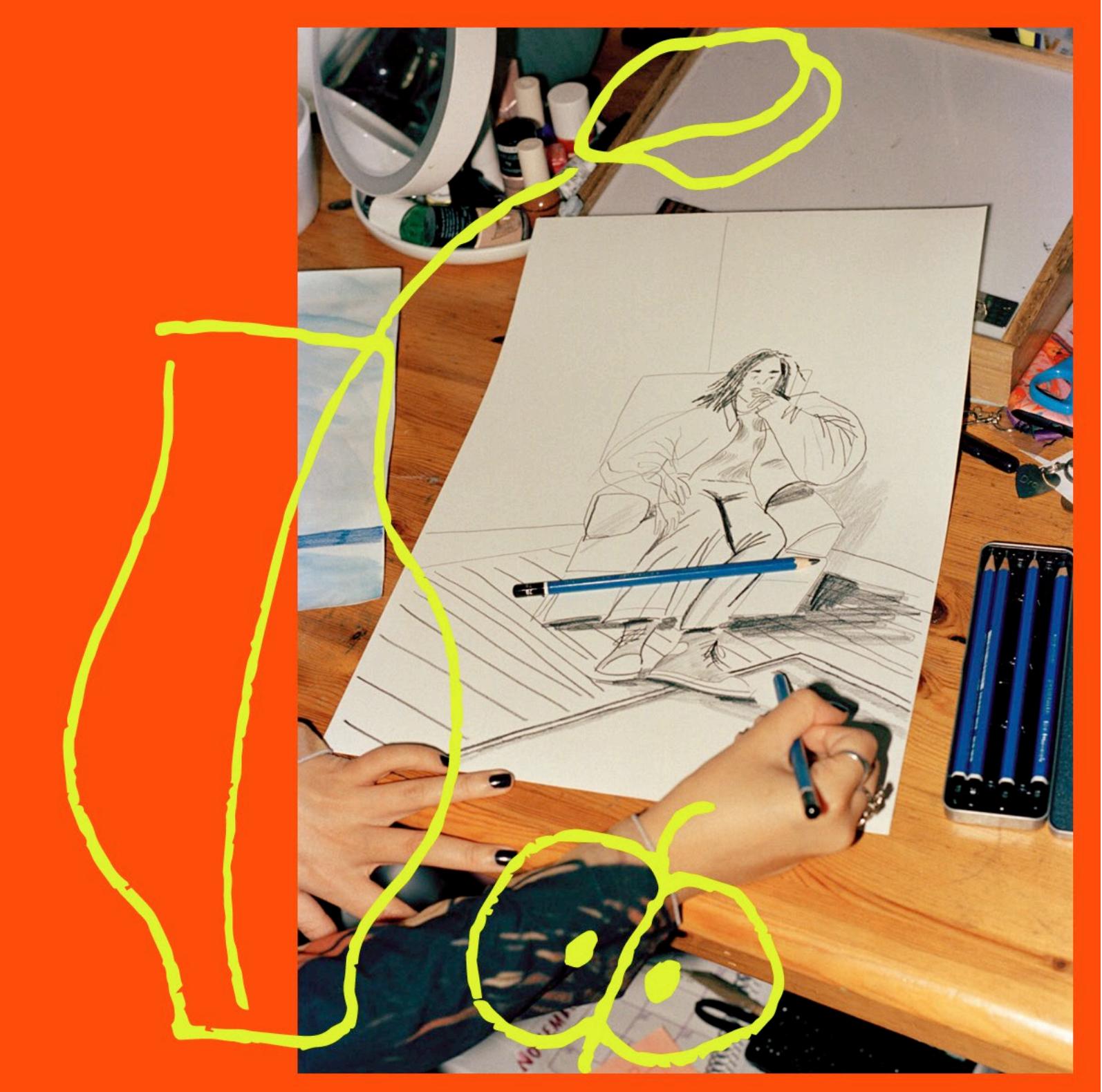


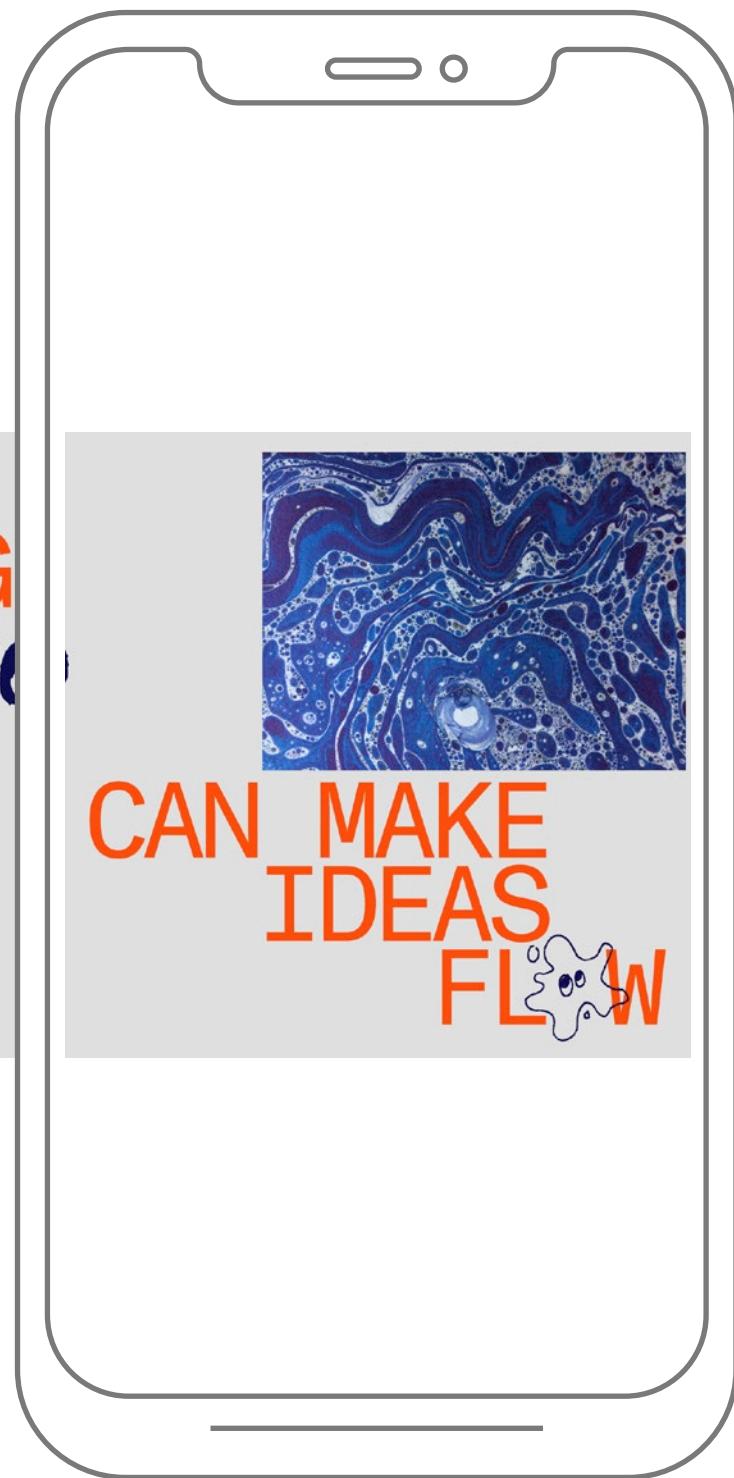
By openly exposing herself to a variety of mediums, Charlotte receives the benefits of the tactility of analogue mediums, as well as the immersiveness of the digital. Both the analogue and digital play important aspects in her practice, not to mention in the broader world, in different ways. "You can really accelerate ideas in the digital," she explains, "but in the analogue, a tactile and bodily mode of creating exists which is sub-cognitive and instinctive. I guess I couldn't give up either one."

For Olivia on the other hand, trying out new techniques allowed her to work slower and in turn, "think deeper about the critical underpinnings of my work." By removing the comfort blanket of the pen, she can preempt composition and the line work, allowing her ideation process to become more considered and reflective. It's a tried and tested process for the illustrator, who previously took part in an artist residency in Johannesburg taking on the challenge of working with paint, indulging in the making process and letting her work breathe with time. There, she learned more about layering and transparency and essentially, how to make her work pop. Then, a while later, during another residency at a youth club in South London, she ventured into a project with spray paints, customising donated bikes with young locals. This, on the other hand, taught her a completely different skill: the



12 DAYS OF CREAT IVITY





These Days Bucks Spritz Campaign Shoot Art Direction and Design

Executed art direction and design of visual assets for These Days' 2024 Bucks Spritz campaign.

The Bucks Spritz is a playful take on the Bucks Fizz, a classic Christmas cocktail.

Working with our photographer we wanted to create a campaign that felt playful and nostalgic taking inspiration from classic drinks advertising from the 70s/80s.

It was important that we ensured the framing gave us as much flexibility as possible as these assets were then used in various formats as social posts, online ads and in POS.





We've spritzed you
a Merry Citrus!



These Days Bucks Spritz. Orange Wine, Orange Juice & Soda

THESE DAYS

"So, this year, to save them from beers.
Give spritz to someone special."

(to the tune of Wham!)



These Days Bucks Spritz. Orange Wine, Orange Juice & Soda

THESE DAYS

"God zest ye
merry gentlemen"



These Days Bucks Spritz. Orange Wine, Orange Juice & Soda

THESE DAYS

global

We've spritzed you
a Merry Citrus!



These Days Bucks Spritz. Orange Wine, Orange Juice & Soda

THESE DAYS

global

"So, this year, to save them from beers.
Give spritz to someone special."
(to the tune of Wham!)



These Days Bucks Spritz. Orange Wine, Orange Juice & Soda

THESE DAYS

BAKER STREET



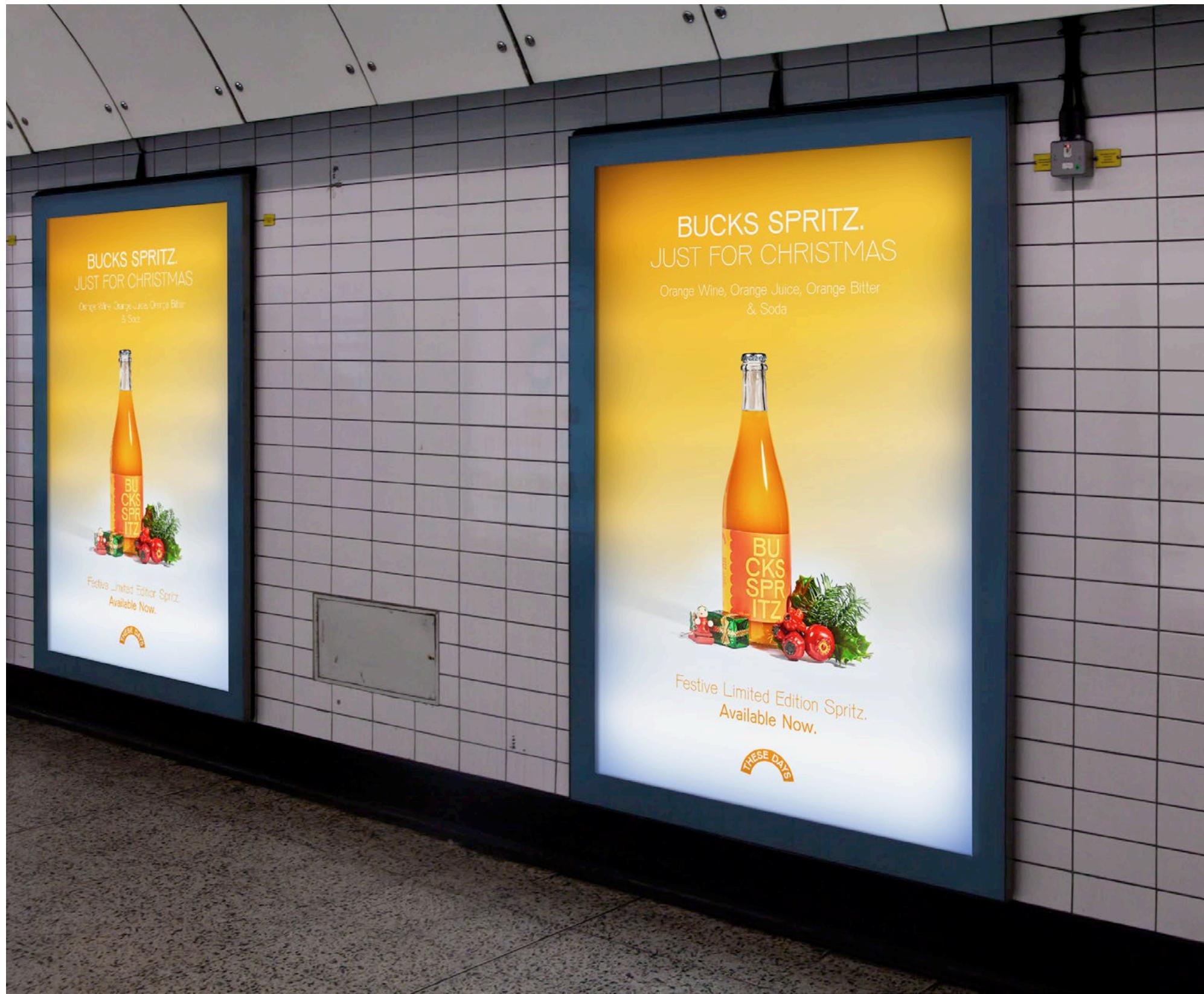
"God zet ye
merry gentlemen"

"God zet ye
merry gentlemen"



These Days Bucks Spritz. Orange Wine, Orange Juice & Soda

BAKER STREET



BUCKS SPRITZ. JUST FOR CHRISTMAS

Orange Wine, Orange Juice, Orange Bitter
& Soda



Festive Limited Edition Spritz.
Available Now.

THESE DAYS

Secretsundaze, ss2020

Artwork and Motion
Graphics

Commissioned by established London
promoters, Secretsundaze to produce
their spring/summer 2020 artwork.

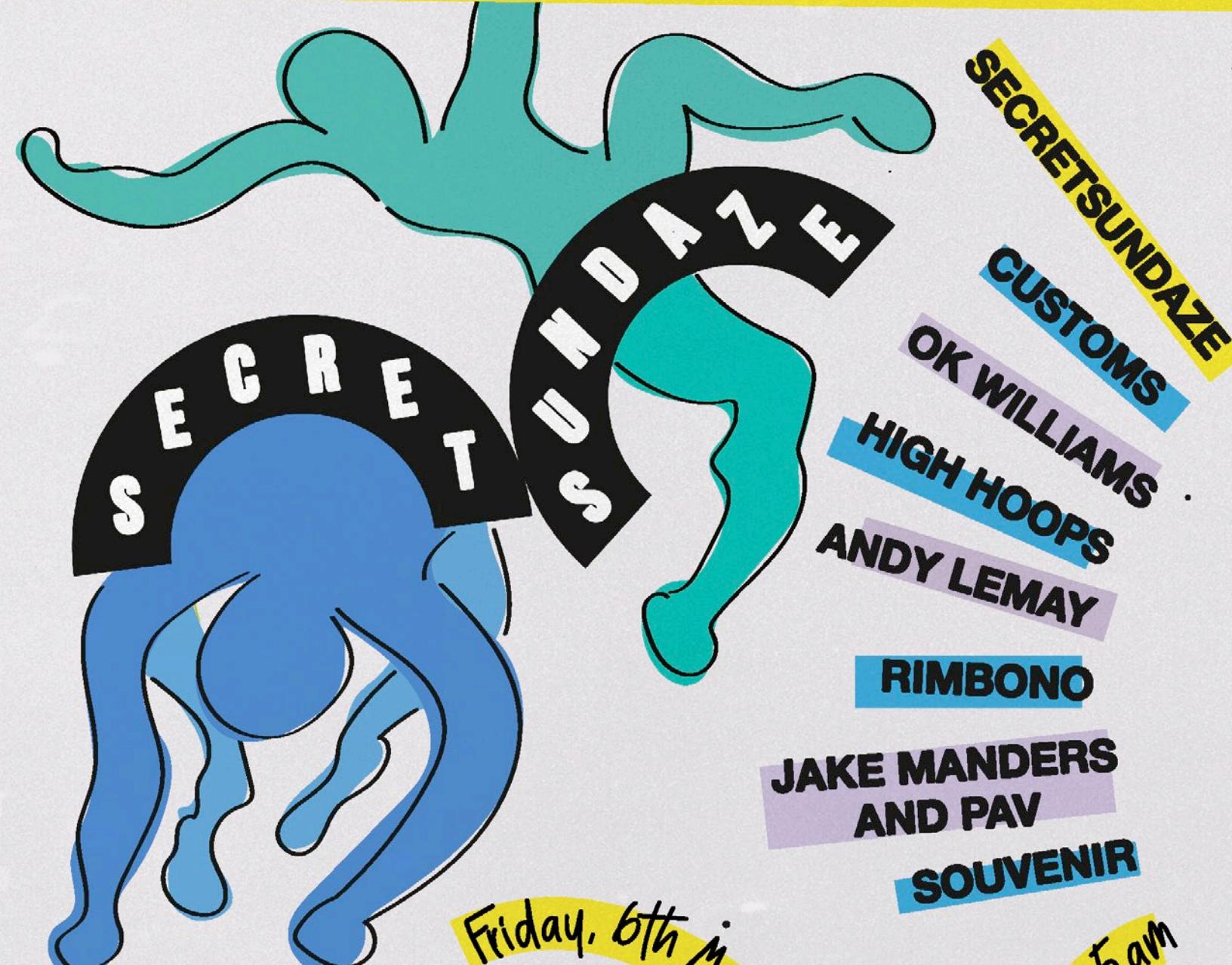
I was briefed to work from their
existing brand guidelines to develop
new artwork that was in still keeping
with their brand identity.

I took cues from their past artwork and
used light-hearted, abstract, cartoony
illustrations to continue the playful tone
already established.

Assets were adapted for print, social
and OOH, as well as animated artwork
which was run as online advertising.



SECRET SUNDAZE AND FRIENDS

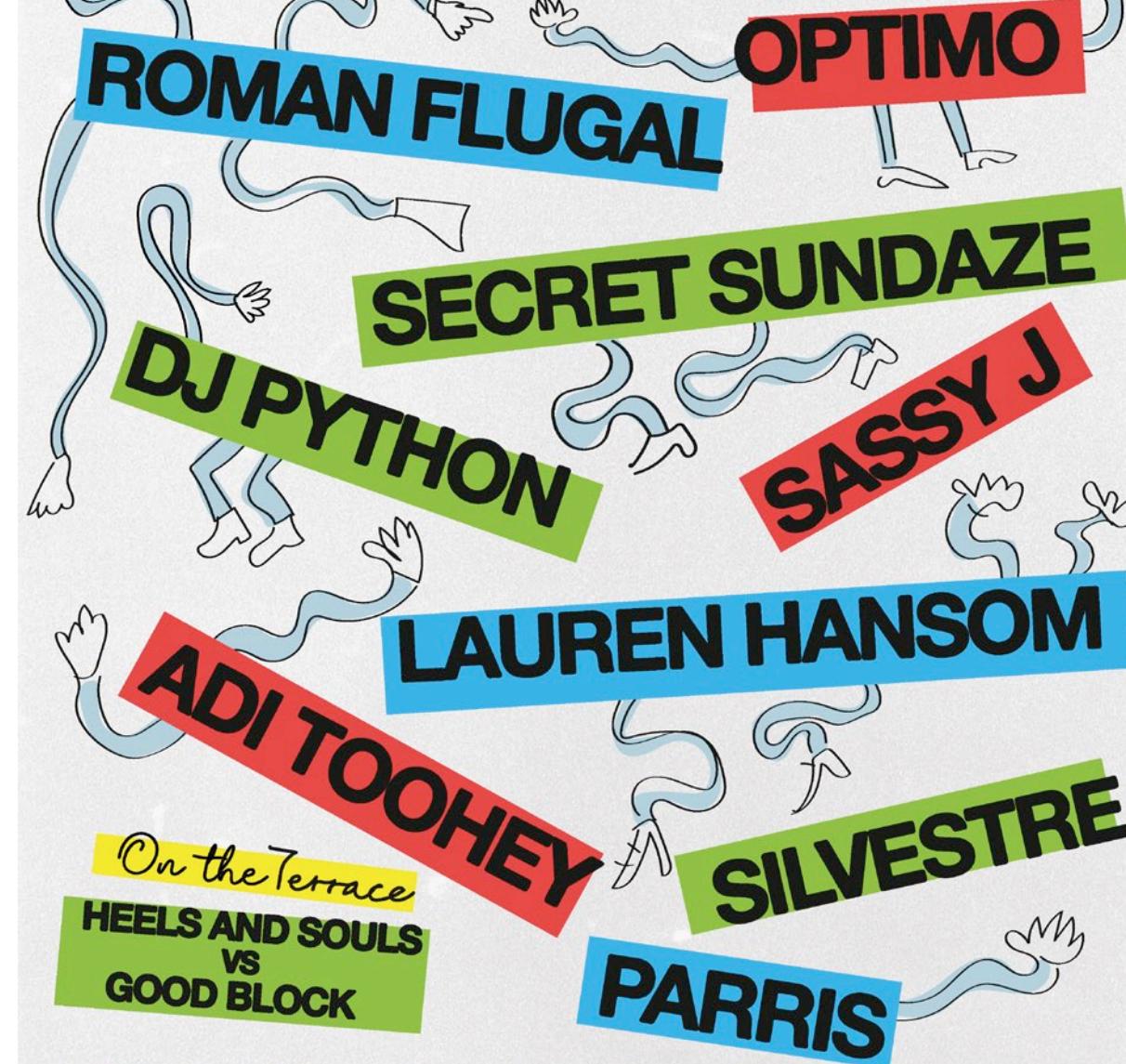


True Dance
Music Spirit



SECRET SUNDAZE

DAY & NIGHT DOUBLE VENUE OPENING PARTY



Saturday 2nd May, Oval Space + Pickle Factory, 3pm-3am

True Dance
Music Spirit

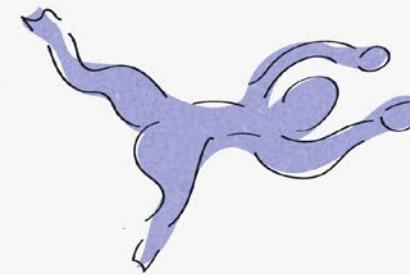
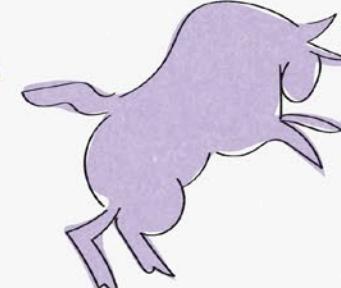
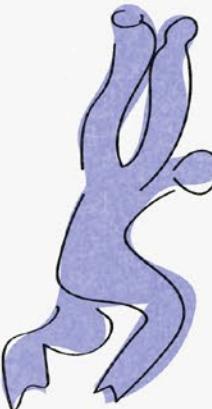


SECRET SUNDAZE

At Off Week Festival

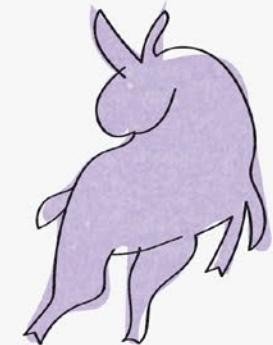
SECRET SUNDAZE

MOVED

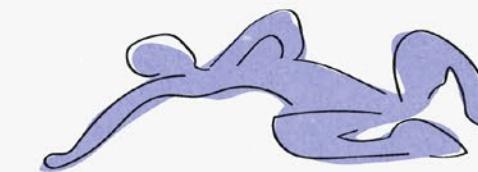


OMAR-S

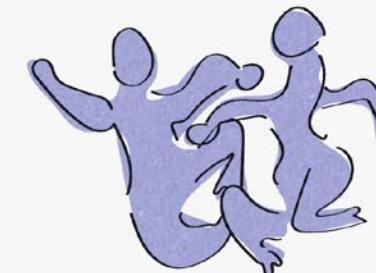
PEARSON SOUND



MARCELLUS PITTMAN



LAUREN HANSOM



SASSY J

True Dance
Music Spirit

Saturday 20th June, Parc del Forum, 5pm-5am

 **SECRET SUNDAZE**
 **OFFWEEK**

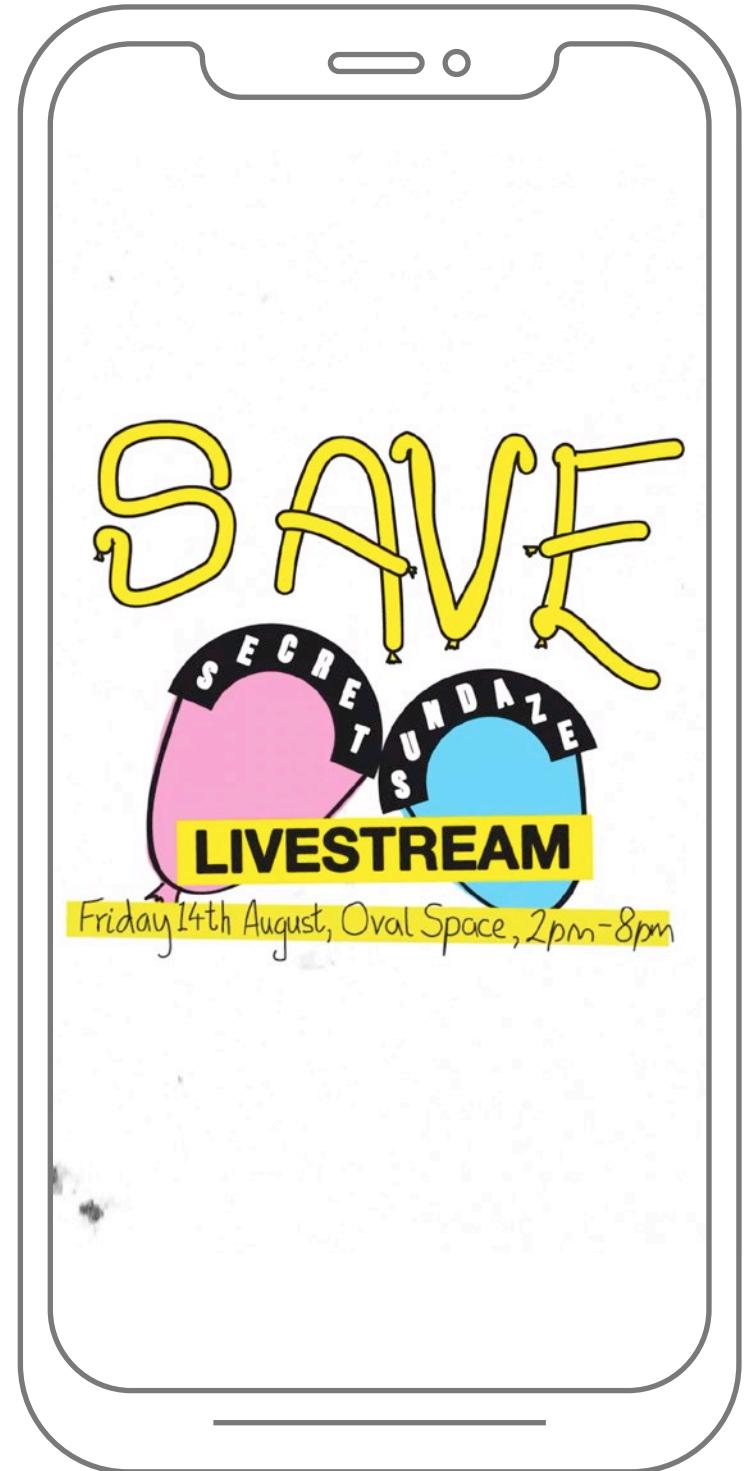
 Tickets

SECRET SUNDAZE
6 HOUR SET!

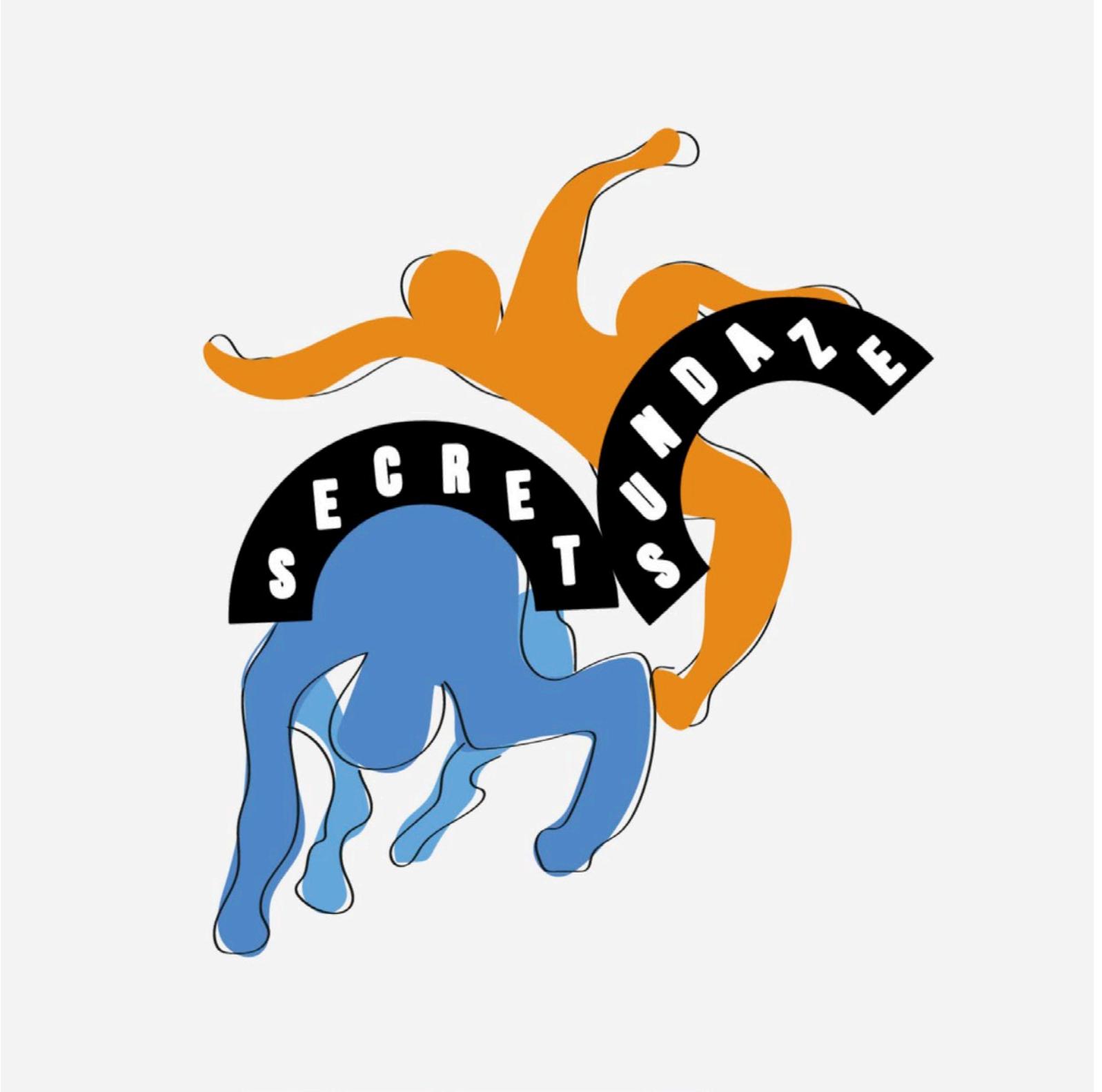
LIVESTREAM

Friday 14th August, Oval Space, 2pm - 8pm

SAVE



(Click image to play in browser)



(Click image to play in browser)

Two Fodders

Brand Identity

Commissioned to develop logo and brand identity for Two Fodders an, as yet unlaunched, food education concept that will centre around teaching people about the food chain.

Started by two friends with backgrounds in the food industry, Two Fodders is about reconnecting people with food and helping them understand its environmental impact through events, talks and products.

The brief was for a brand that spoke to the organic nature of their work, but was also able to be loud, bold and catch people's attention.

TWO FODDERS

TWO
FODDERS

TWO
FODDERS

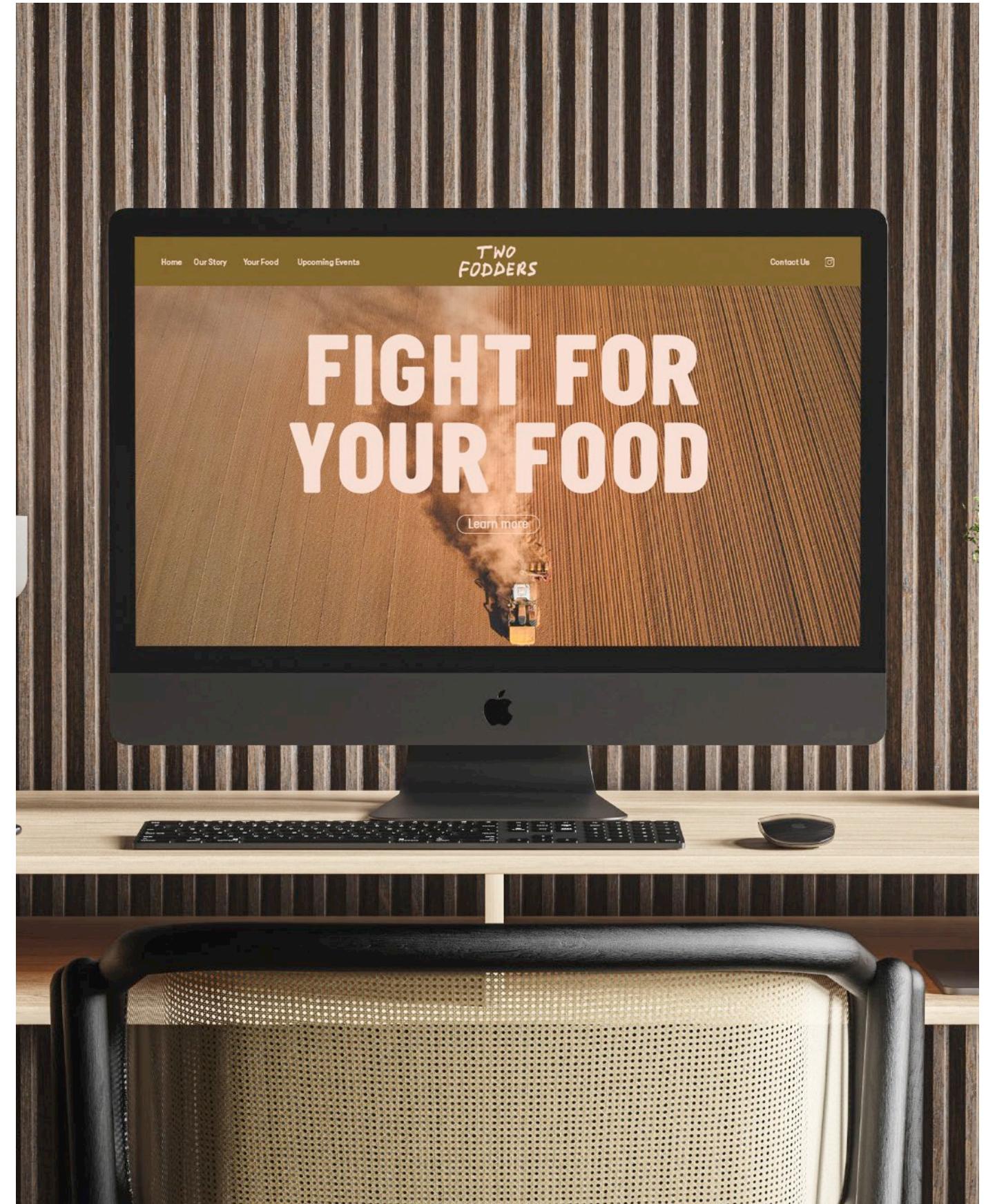
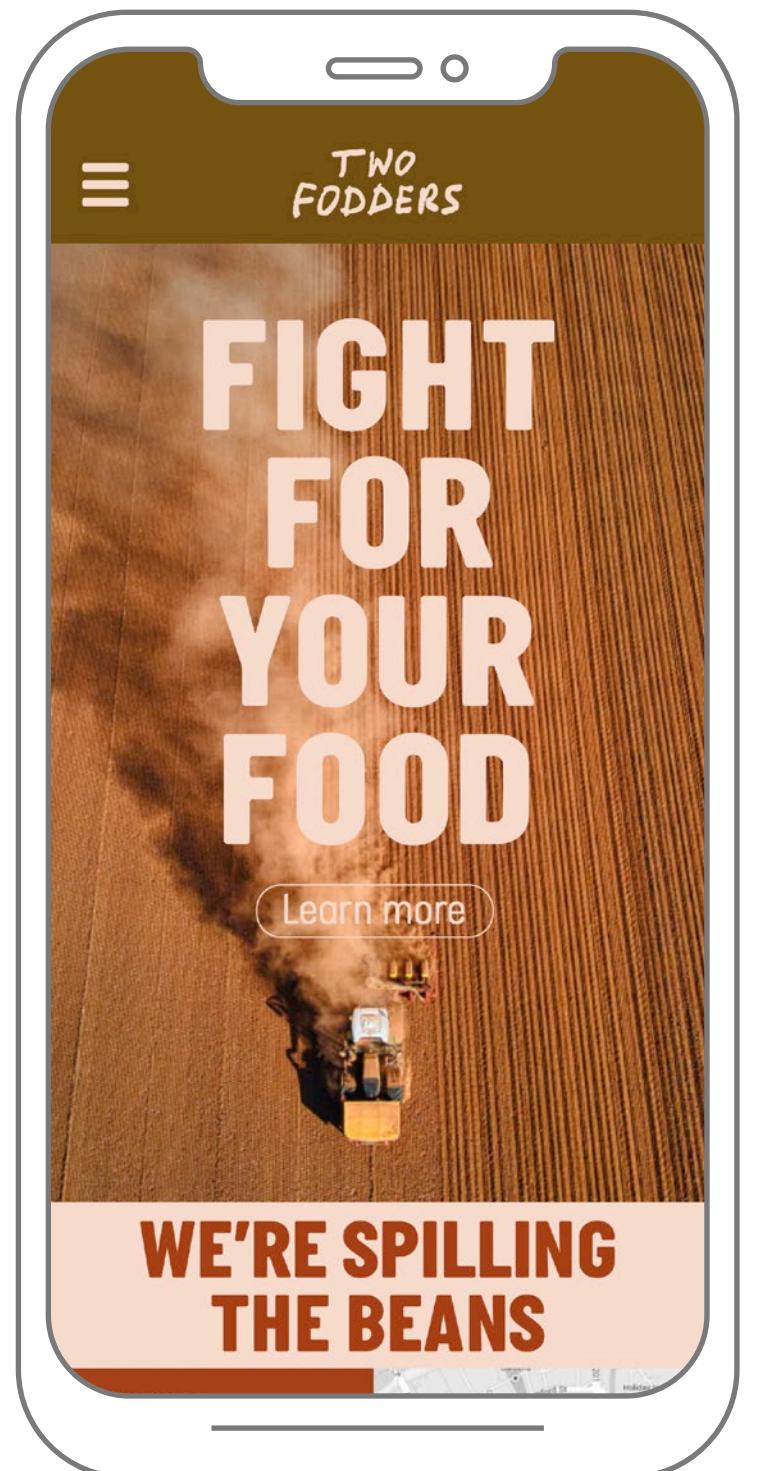
TWO
FODDERS

**WE'RE
SPILLING
THE
BEANS.**

FIGHT FOR YOUR FOOD

**THINK
YOU KNOW
YOUR
ONIONS?
THINK AGAIN.**





Hero Magazine

Editorial Illustrations

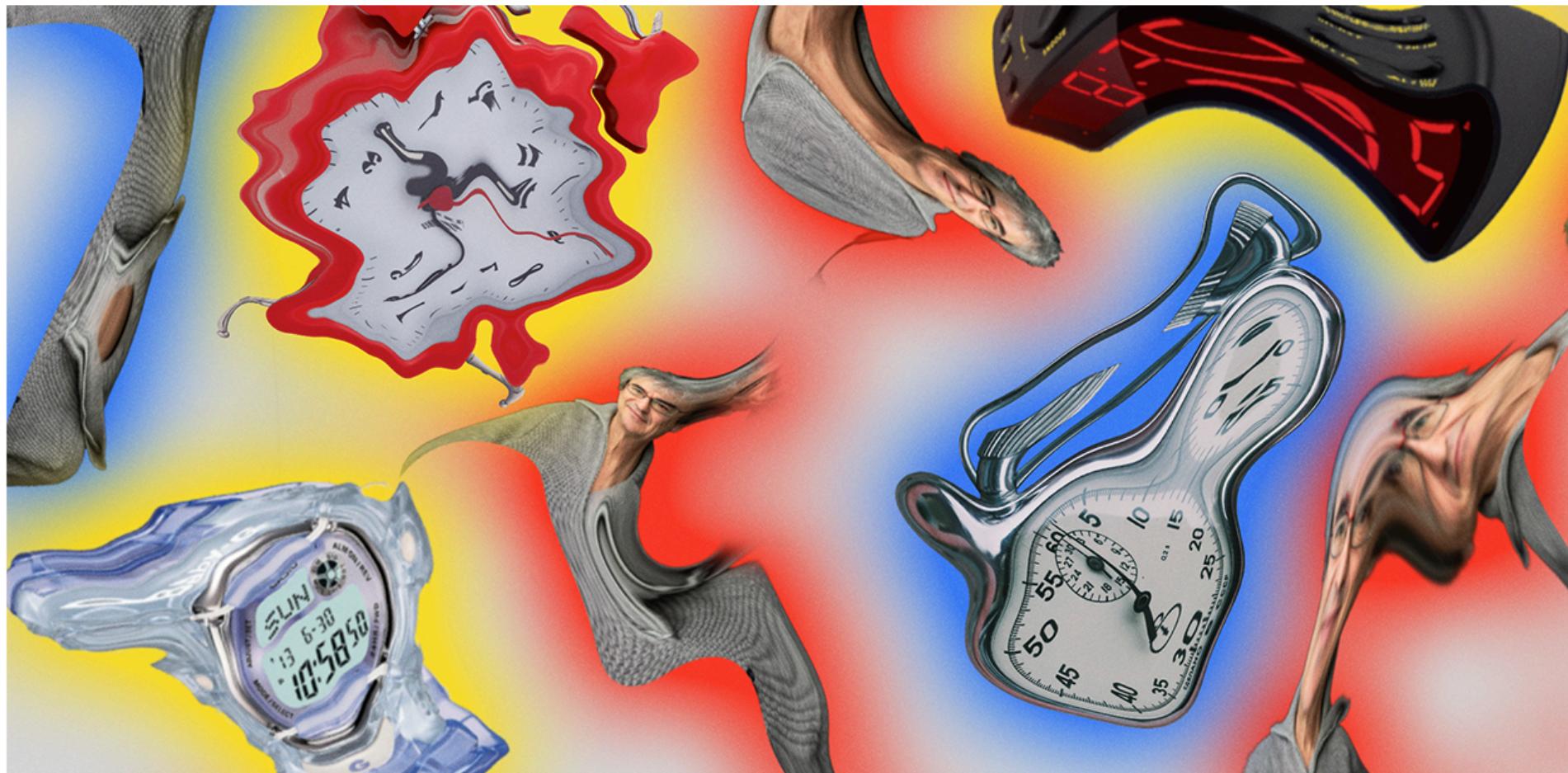
Commissioned by Hero Magazine online to create a number of editorial illustrations to accompany content on their website.

Working directly with the online features editor to quickly generate ideas for articles on a variety of topics and in a range of styles.



HERO

Fashion Art Music Film+TV Fashion week Print Edition Store IG TW FB 



AGAINST THE CLOCK

Theoretical physicist Carlo Rovelli on his rebellious youth and the transcendent beauty of time

TEXT FINN BLYTHE • ILLUSTRATION ALEX BEAUSIRE • 16TH FEBRUARY 2021



CURRENT AFFAIRS

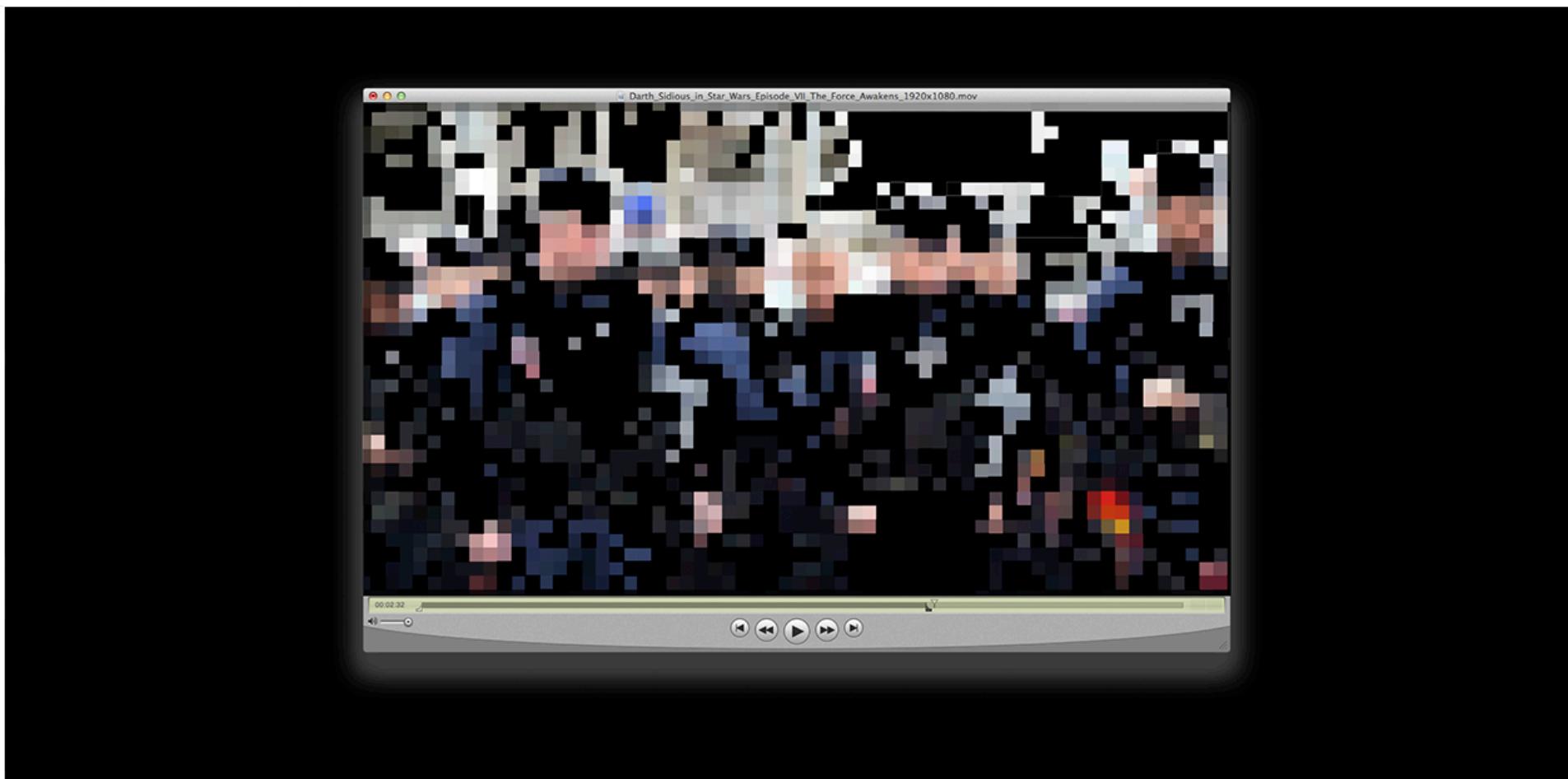
centuries of civilisation and thinking and changing minds."



More than that, we have learned to organise time in certain ways. Today, not many people are surprised by thinking that a piece of iron, which is solid, is in reality made by some atoms, very cleanly and attached in a strong way to one another.

HERO

Fashion Art Music Film+TV Fashion week Print Edition Store IG TW FB 



PURE ORWELL

France are trying to ban photos of police being circulated – here's what you need to know

TEXT FINN BLYTHE • 4TH DECEMBER 2020



CURRENT AFFAIRS

HERO

Fashion Art Music Film+TV Fashion week Print Edition Store IG TW FB 



HUMAN RIGHTS WATCH

Leading human rights expert Amanda Klasing outlines the global dangers affecting women in 2020

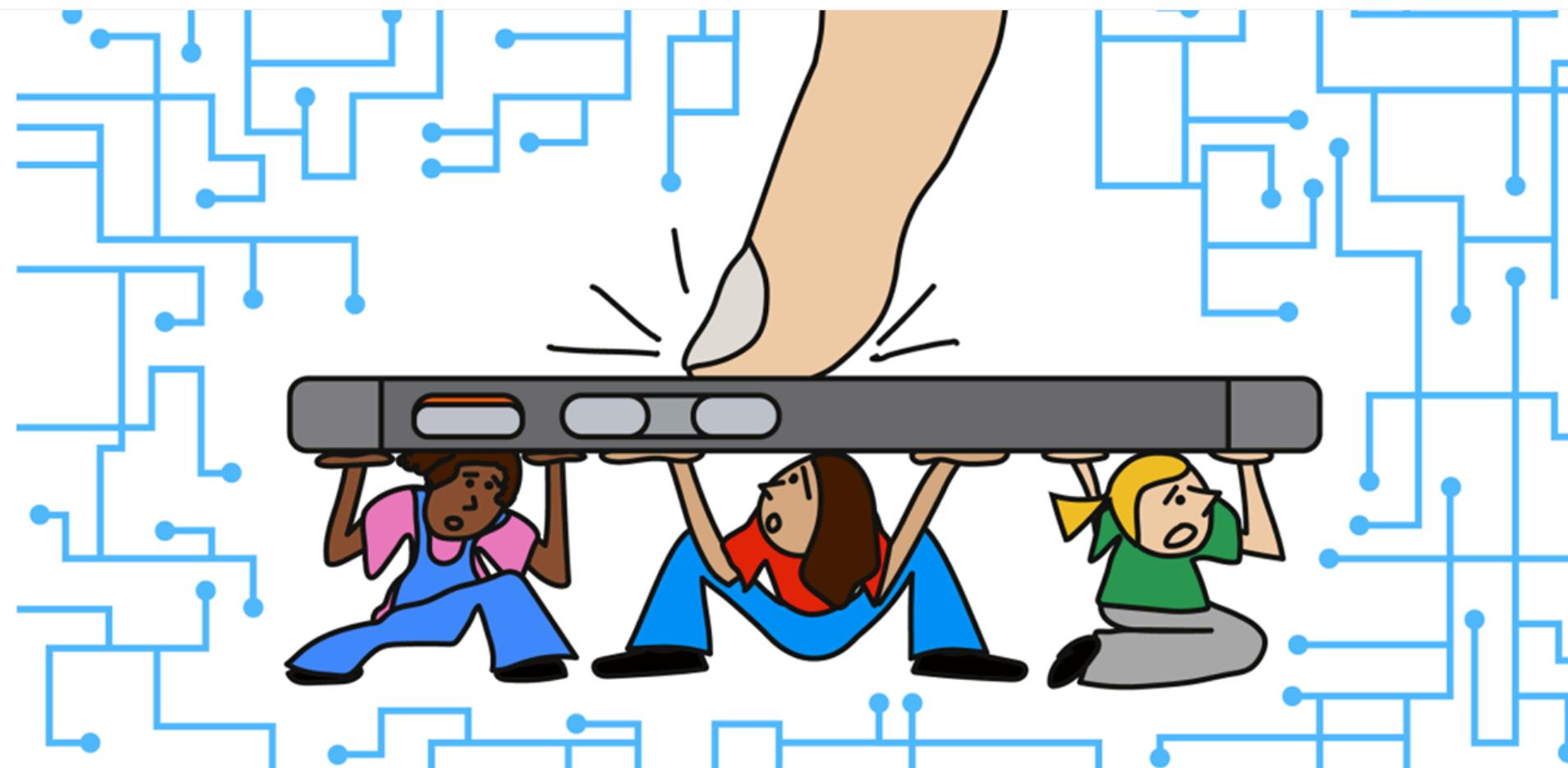
TEXT FINN BLYTHE • ILLUSTRATION ALEX BEAUSIRE • 22ND OCTOBER 2020



CURRENT AFFAIRS

HERO

Fashion Art Music Film+TV Fashion week Print Edition Store IG TW FB 



CODED MISOGYNY

AI's gender problem: two leading researchers discuss threats to
women's rights in tech

INTRO FINN BLYTHE • ILLUSTRATION ALEX BEAUSIRE • 29TH DECEMBER 2020



CURRENT AFFAIRS

Don't Shop, Swap!

Brand Identity

A flexible brand identity, assets and website designed for Don't Shop, Swap! who provide an eco-friendly alternative to buying new clothes, through their clothes swap events.

The logo and identity was inspired by retro magazines, 00s internet culture and eco-activism with a bold use of text and imagery and a themed, highly stylised approach for assets promoting individual clothes swap events to allow flexibility for the themes of individual events.

Templates were delivered for use as social media posts, as well as brand guidelines and individual event assets.

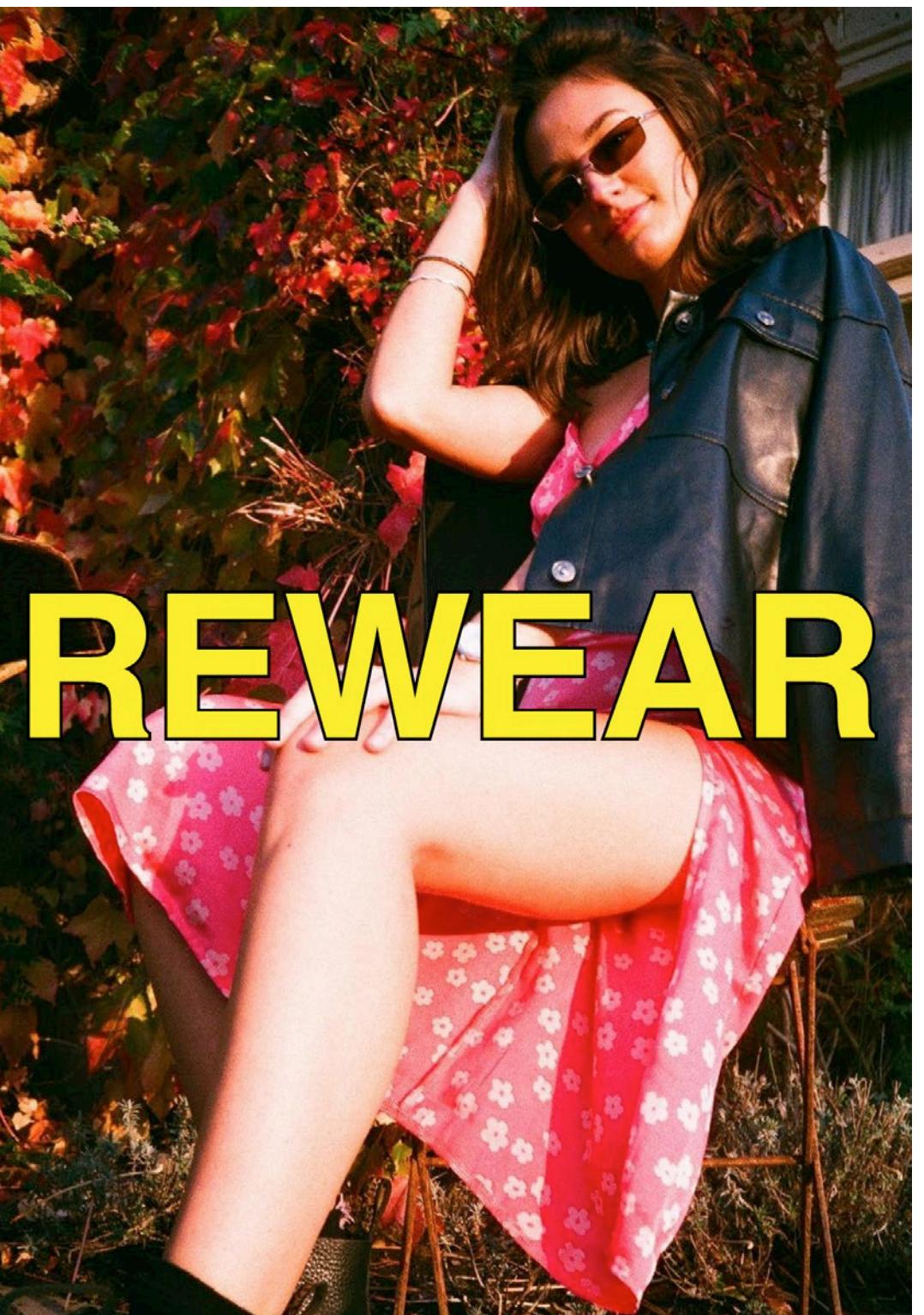




SHOP



SHARE



REWEAR

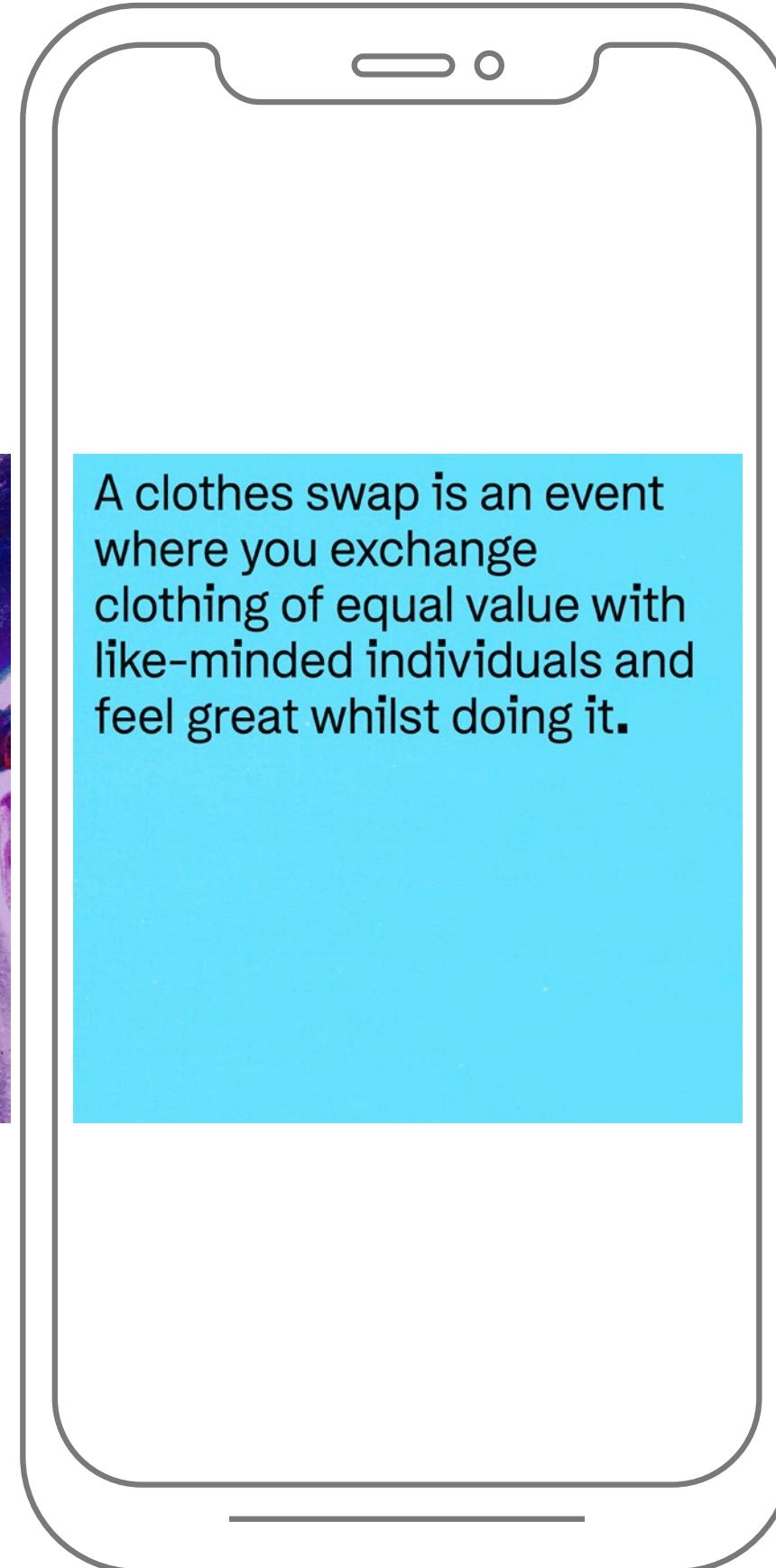
DON'T SHOP, SWAP!

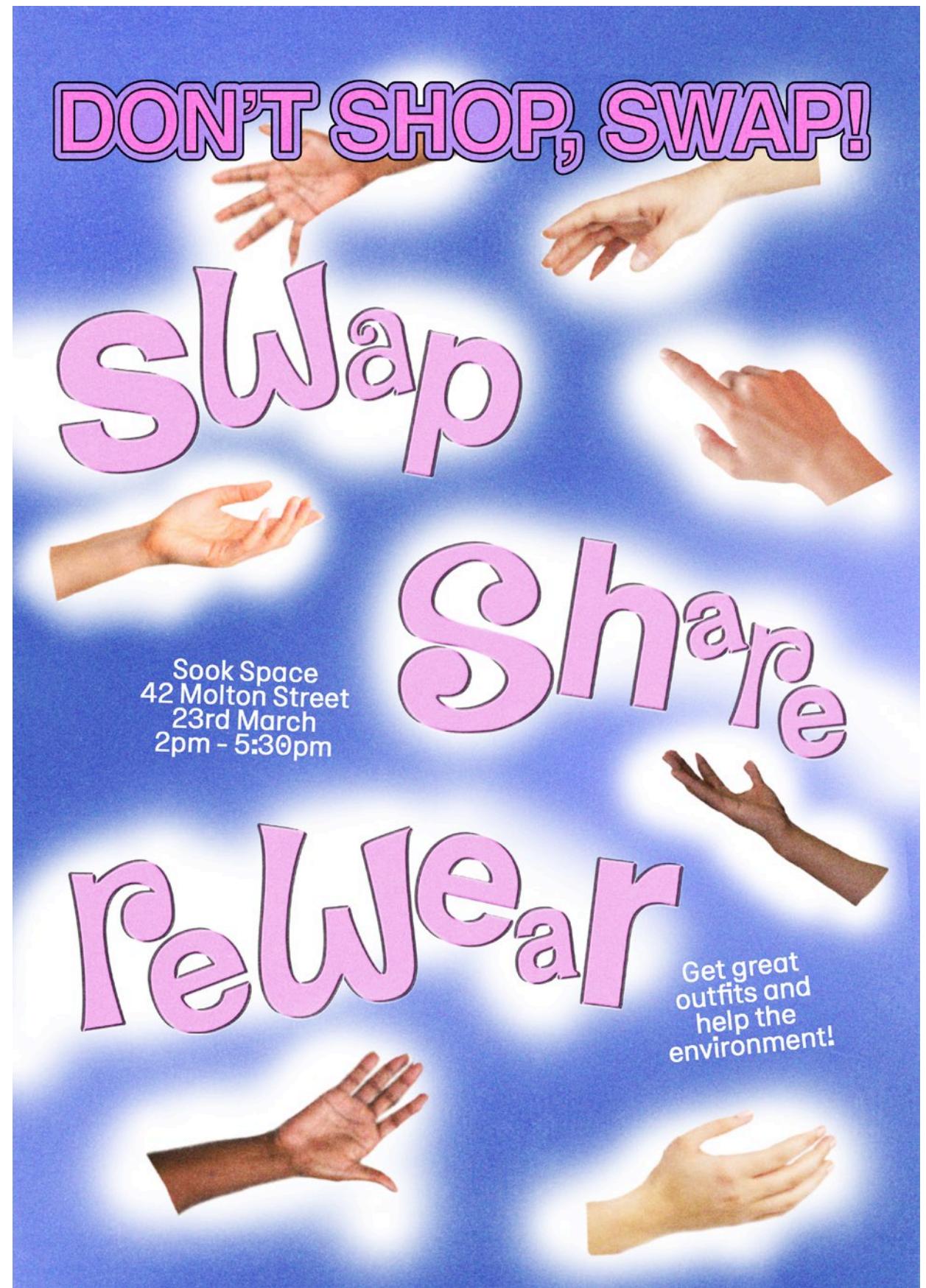
[Home](#) [Our Story](#) [How it works](#) [Upcoming Events](#) [Contact Us](#)



**WHAT IS
A CLOTHING
SWAP?**







DON'T SHOP, SWAP!

Swap
Share
ReWear

Sook Space
42 Molton Street
23rd March
2pm - 5:30pm

Get great
outfits and
help the
environment!

DON'T SHOP, SWAP!

Swap
Share
ReWear

Sook Space
42 Molton Street
23rd March
2pm - 5:30pm

Get great
outfits and
help the
environment!

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Get great
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DON'T SHOP, SWAP!

Swap
Share
ReWear

Sook Space
42 Molton Street
23rd March
2pm - 5:30pm

Get great
outfits and
help the
environment!

ENZER

DA045

YFOOT

Timeline of Work

Designer/ Illustrator

Freelance

January, 2017 - November, 2019

Fire/Lightbox Group

Junior Designer

November 2019 - March, 2020

Designer/ Illustrator

Freelance

March, 2020 - January, 2021

These Days

Creative Director/ Co-founder

January, 2021 - September 2024



Thanks for taking the time to look at my work. Head to my website to see my portfolio of poster work or get in touch below.

hello@alexbeausi.re

www.alexbeausi.re

[/alexbeausi.re](https://alexbeausi.re)