

BL

PORTFOLIO 2024

D

BEN LONGDEN
CREATIVE DIRECTOR
COD(ER) DESIGNER

I am a creative director, designer and sometimes creative coder with more than 13 years experience working across branding and editorial design for digital and print. I have a passion for creating brands, which are both beautiful and impactful. Fundamentally I am a creative thinker and maker, I work from strategy to execution.

CLIENTS

Sana Jardin
Cord
The Guardian
Clokkemaker
Warner Music
Ape In Records
Sony Music
Rough Trade
Valiant Artists
Hugo Boss
Cawston Press
Sundance
Pack'd
TypeTen
Copper Projects
East To West
BT
Wholey Moly
Umbrella Studios
The Good Side
GrandMatter
The Modest Merchant
Mamma Wellbeing
Numoon
Triggerise
In Their Hands
Stop The Traffik
Cornwall Council
Bective Leslie Marsh

BLD

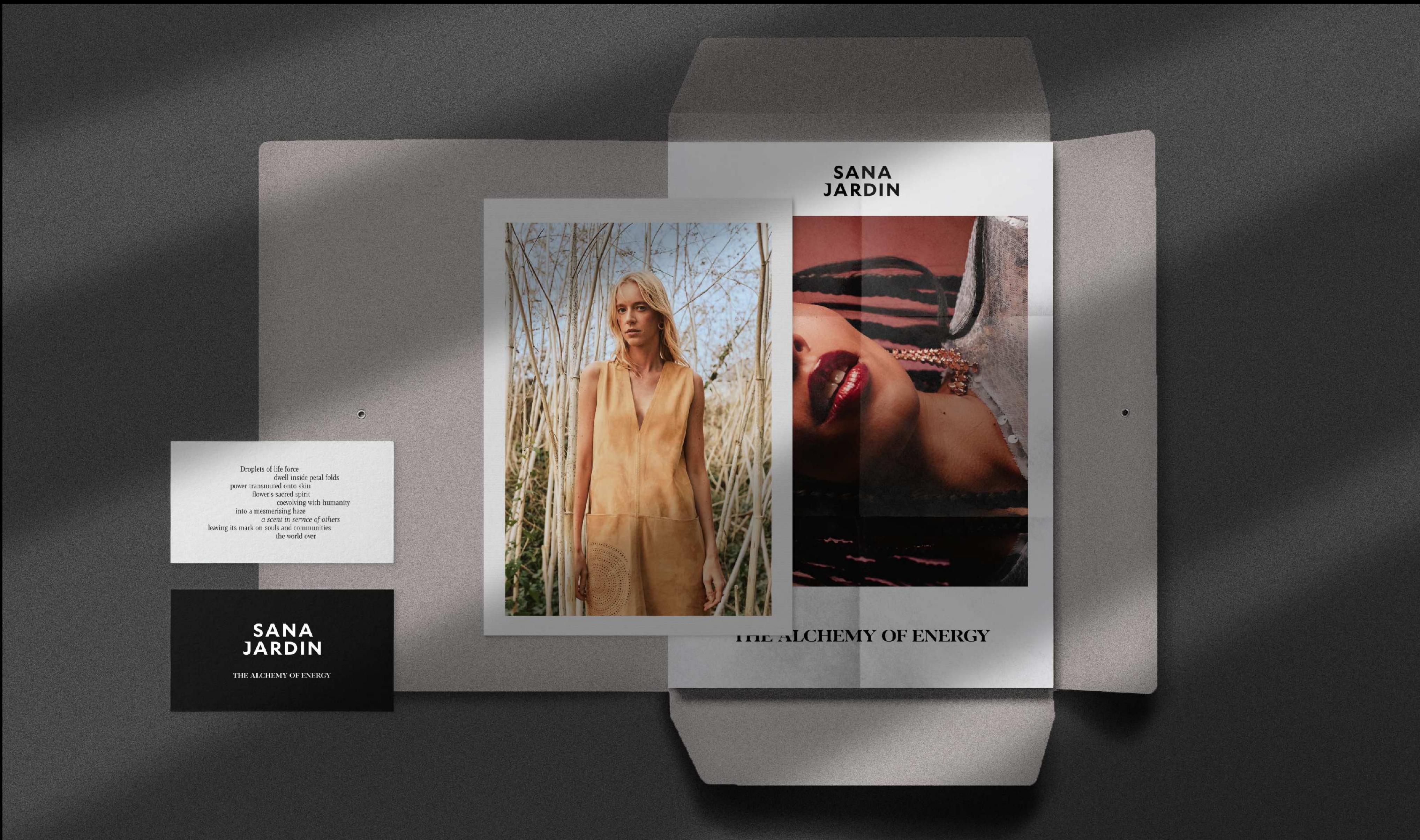
SANA JARDIN

CAMPAIGN



SANA JARDIN / REBRAND





SANA JARDIN / REBRAND

PERFUME BOTTLES



SANA JARDIN / REBRAND

PACKAGING



SANA JARDIN / REBRAND

CAMPAIGN



SANA JARDIN / REBRAND

BLD

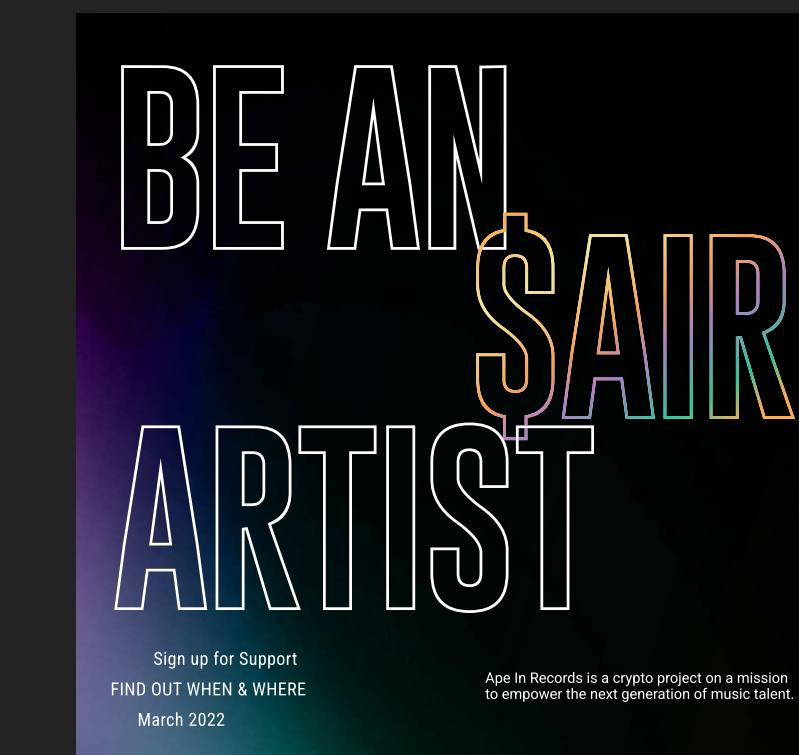
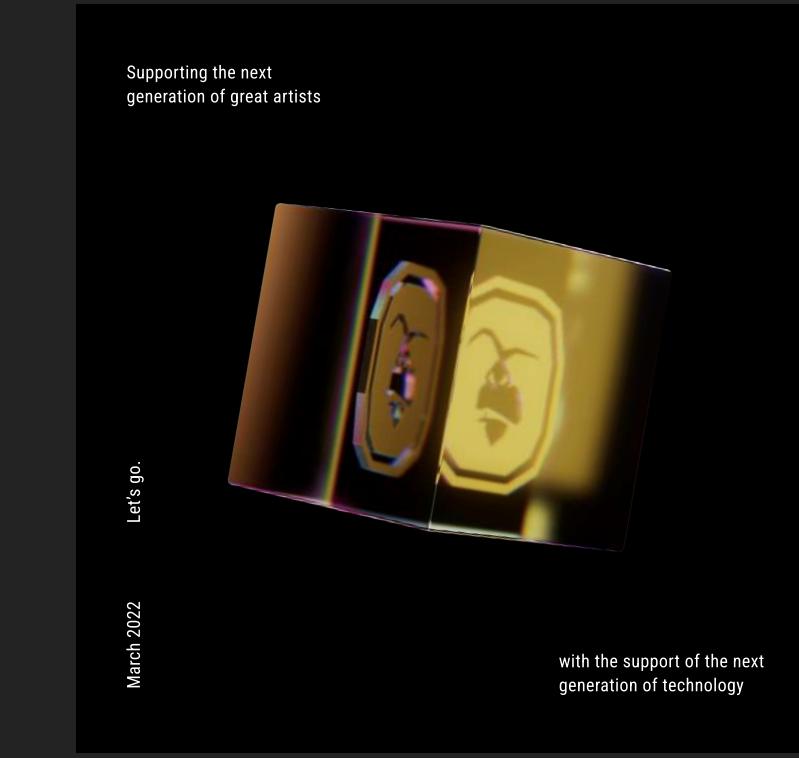
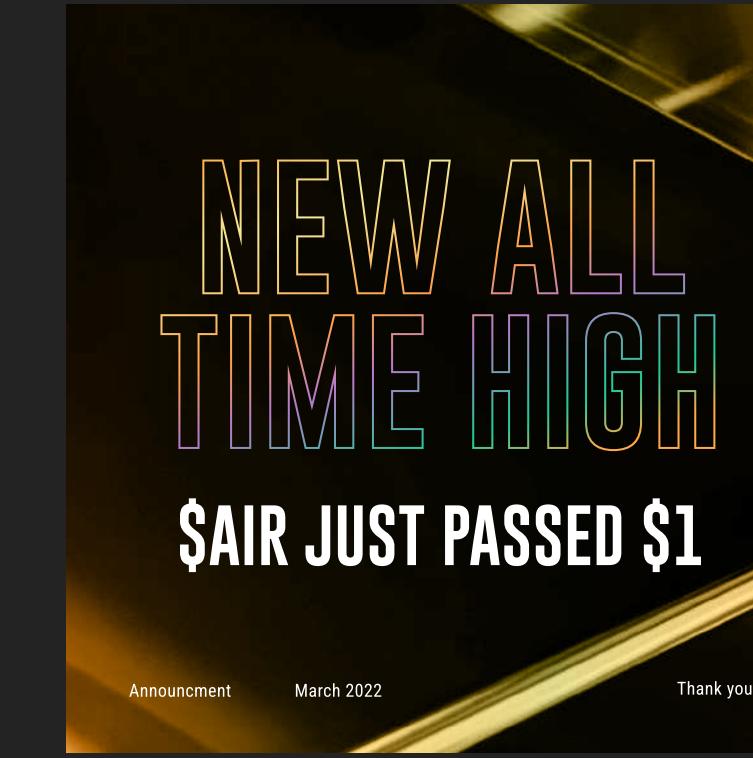
AIR

CAMPAIGN

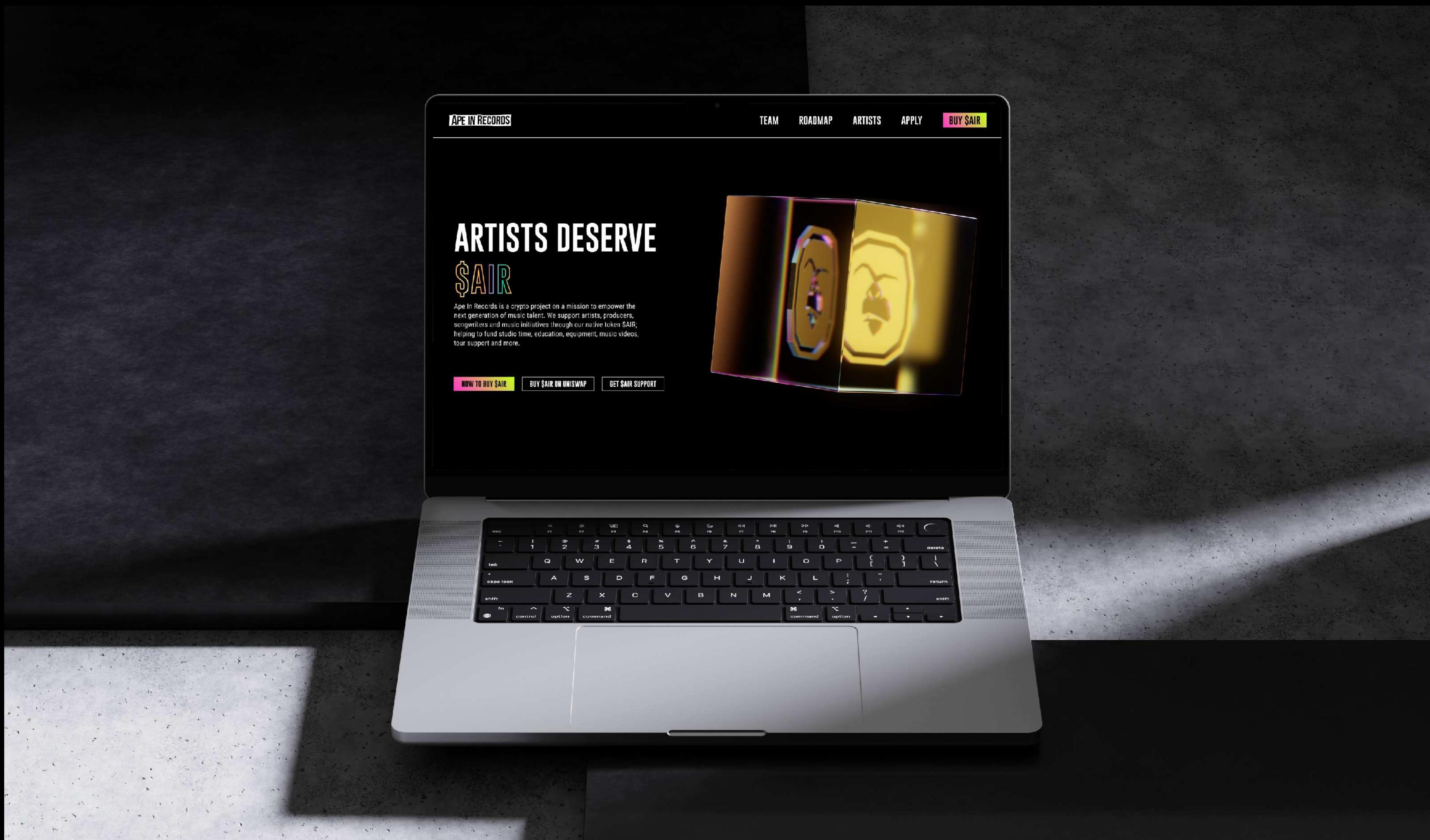


AIR / BRANDING / WEBSITE

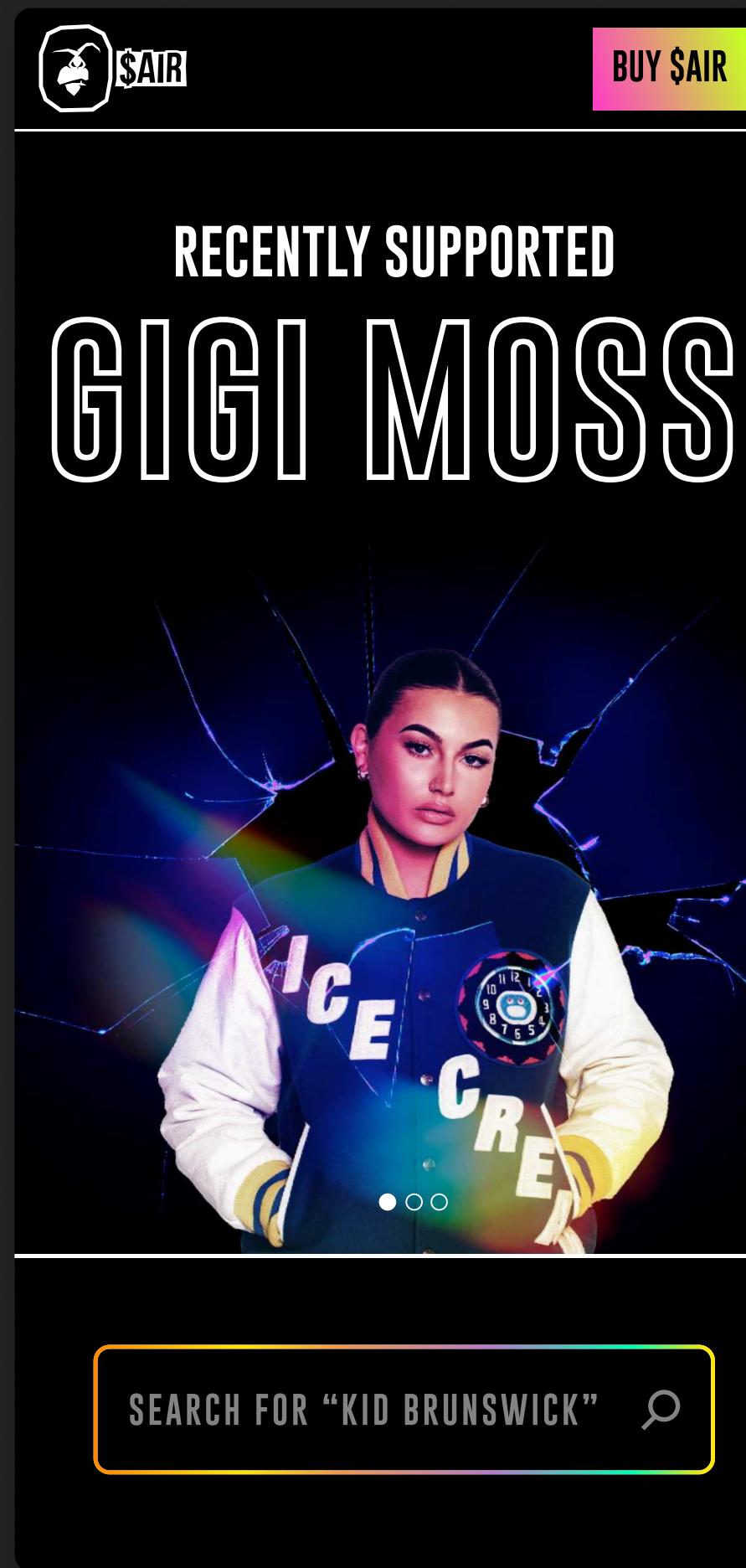




WEBSITE



AIR / BRANDING / WEBSITE



This page shows search results for 'KID BRUNSWICK'. It includes a search bar, a section titled 'ARTISTS IN NUMBERS' with statistics (118 ARTISTS, 64 PRODUCERS, 25 DJS), and a 'GLOBE' icon. The bottom section says 'IN THE SEARCH F'.

This page displays a video thumbnail for 'CARO', followed by the text '\$AIR ARTISTS' and 'ALL ARTISTS PRODUCERS DJS'. It shows profiles for 'FINN FOXXELL' and 'AJ PRODUCTIONS', each with a circular profile picture and social media links for Twitter and Instagram.

WEBSITE



AIR / BRANDING / WEBSITE

BLD

WMX

CAMPAIGN



WMX / BRANDING / WEBSITE

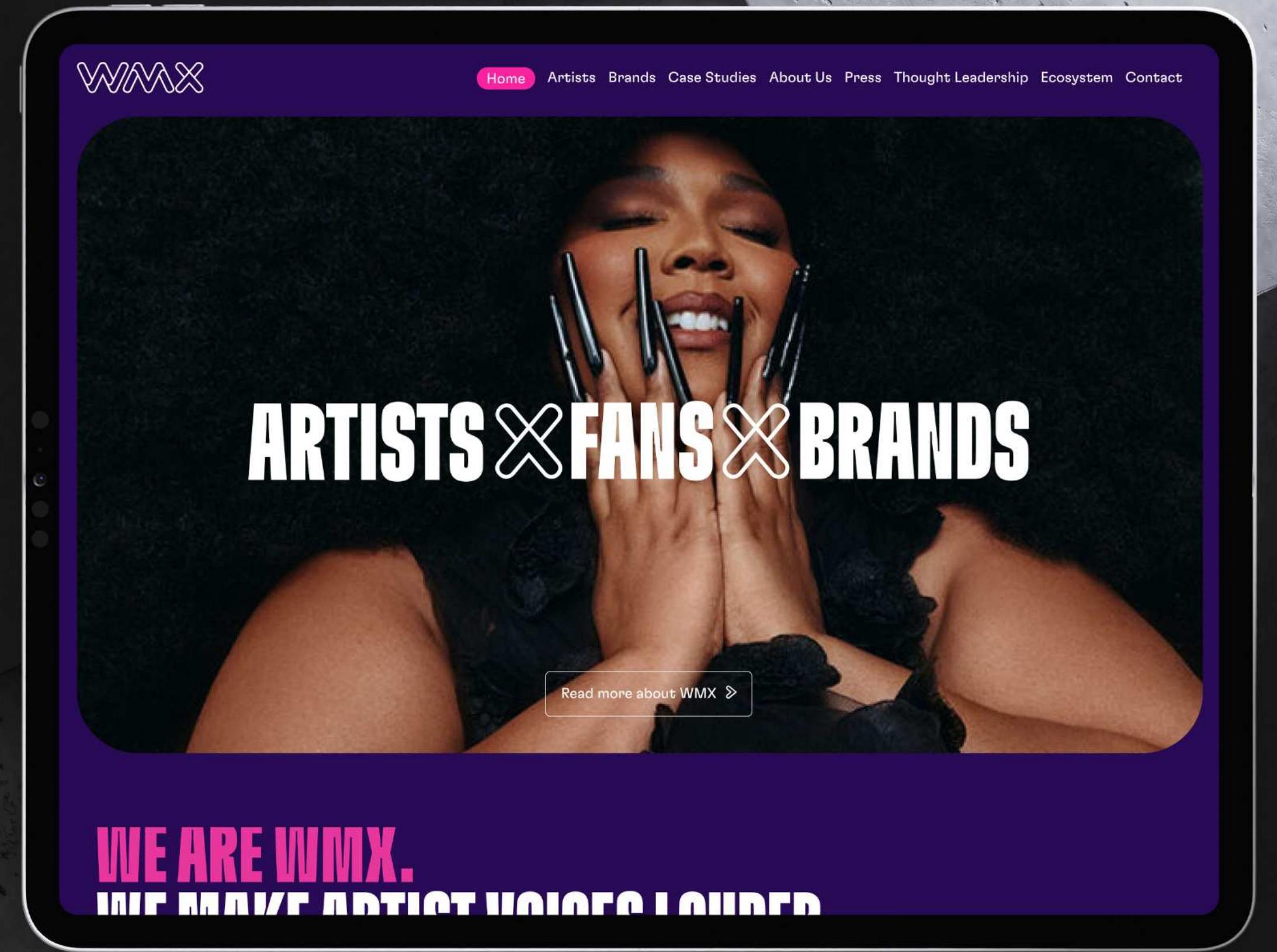


WMX / BRANDING / WEBSITE

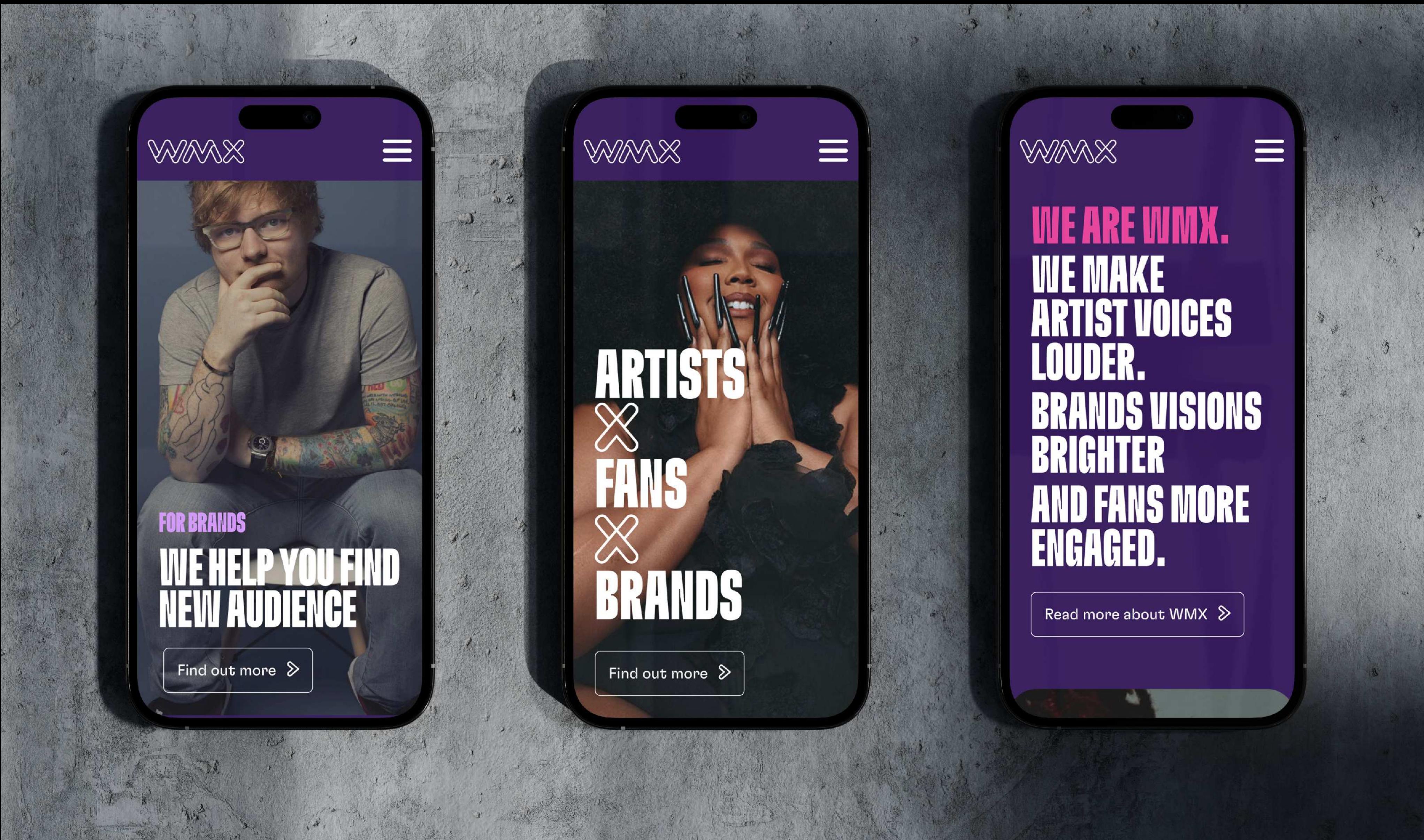
WE ARE WMX
CONTENT X COMMERCE
COMMUNITY X CULTURE



WEBSITE



WMX / BRANDING / WEBSITE



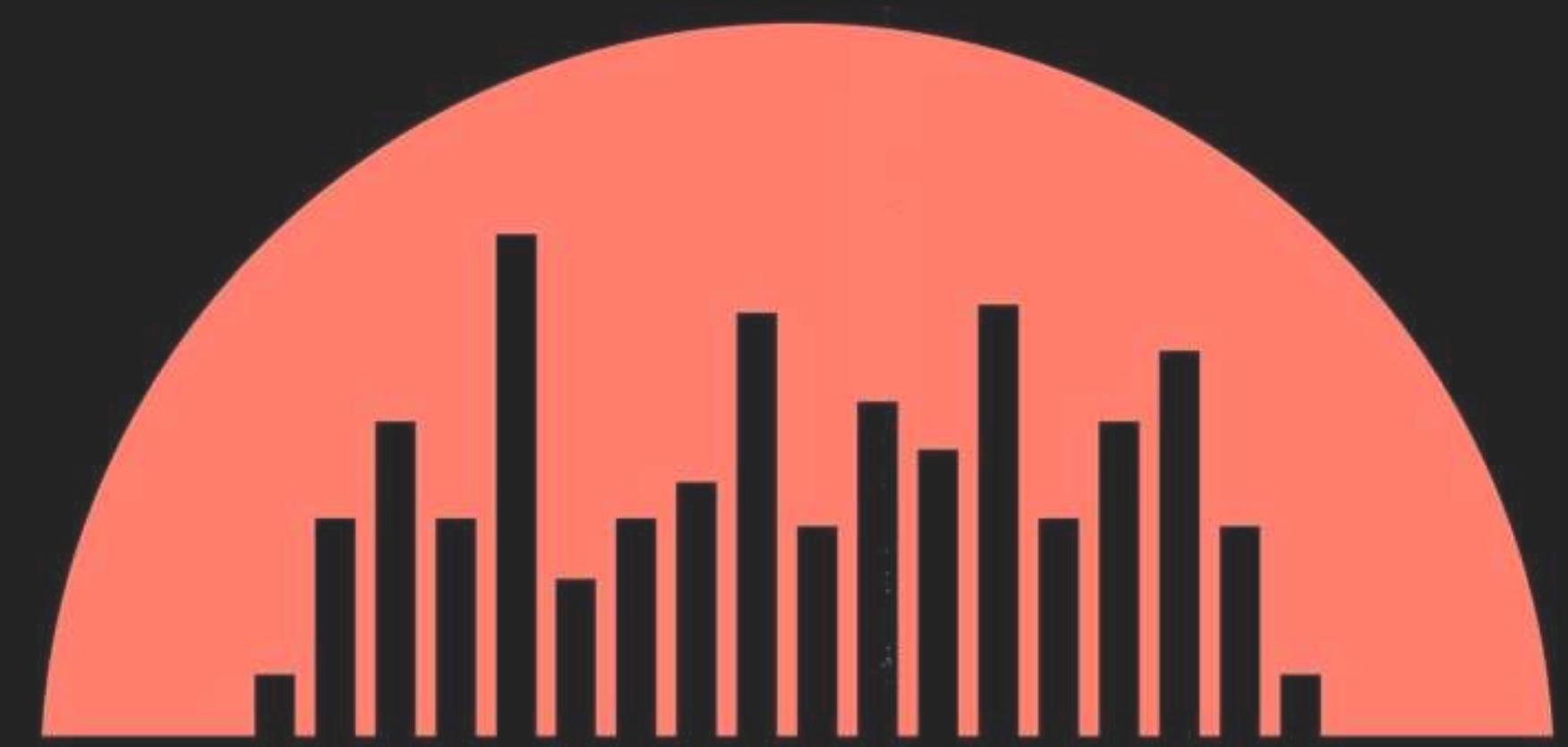
BLD

THE GUARDIAN

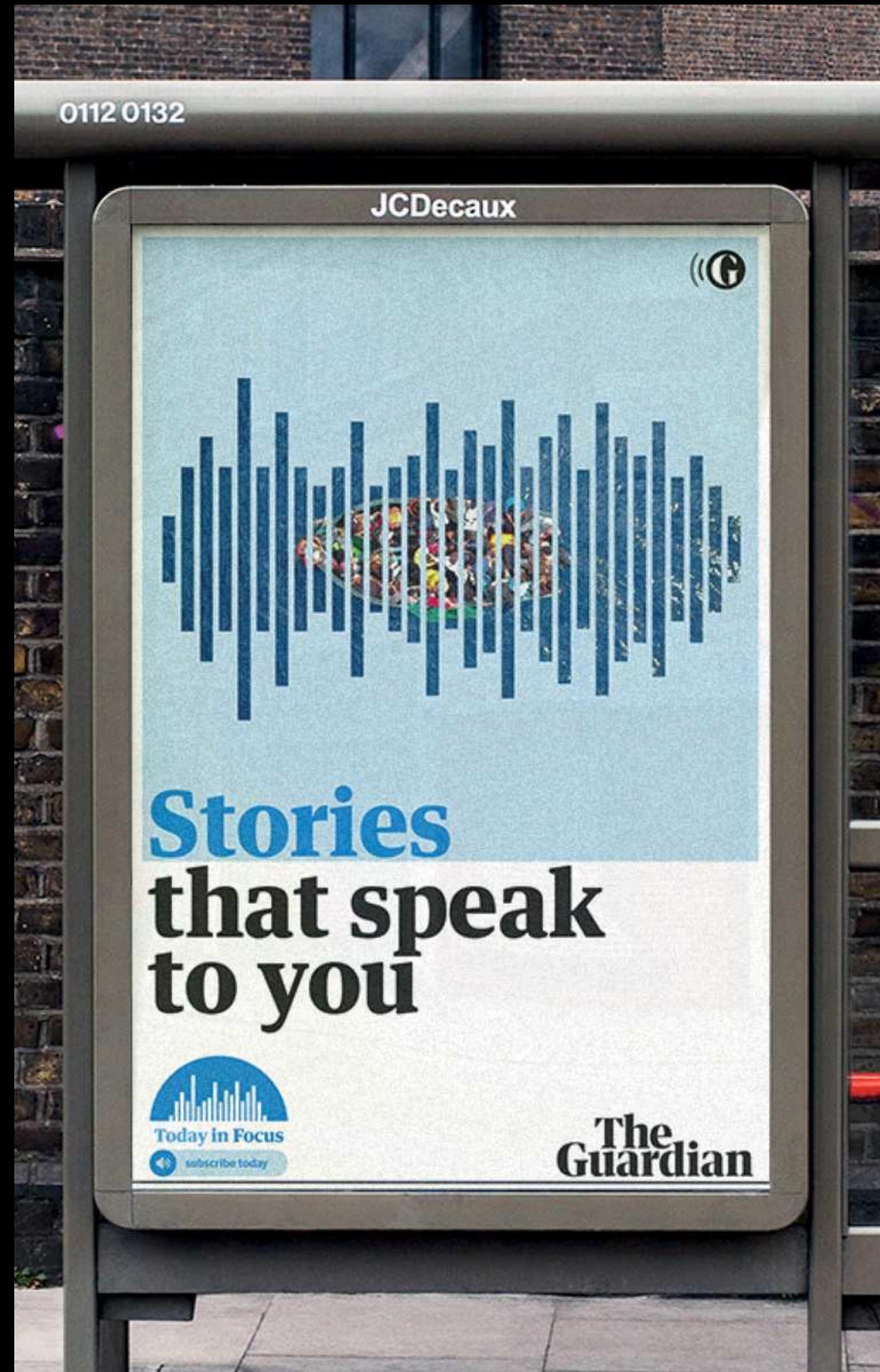




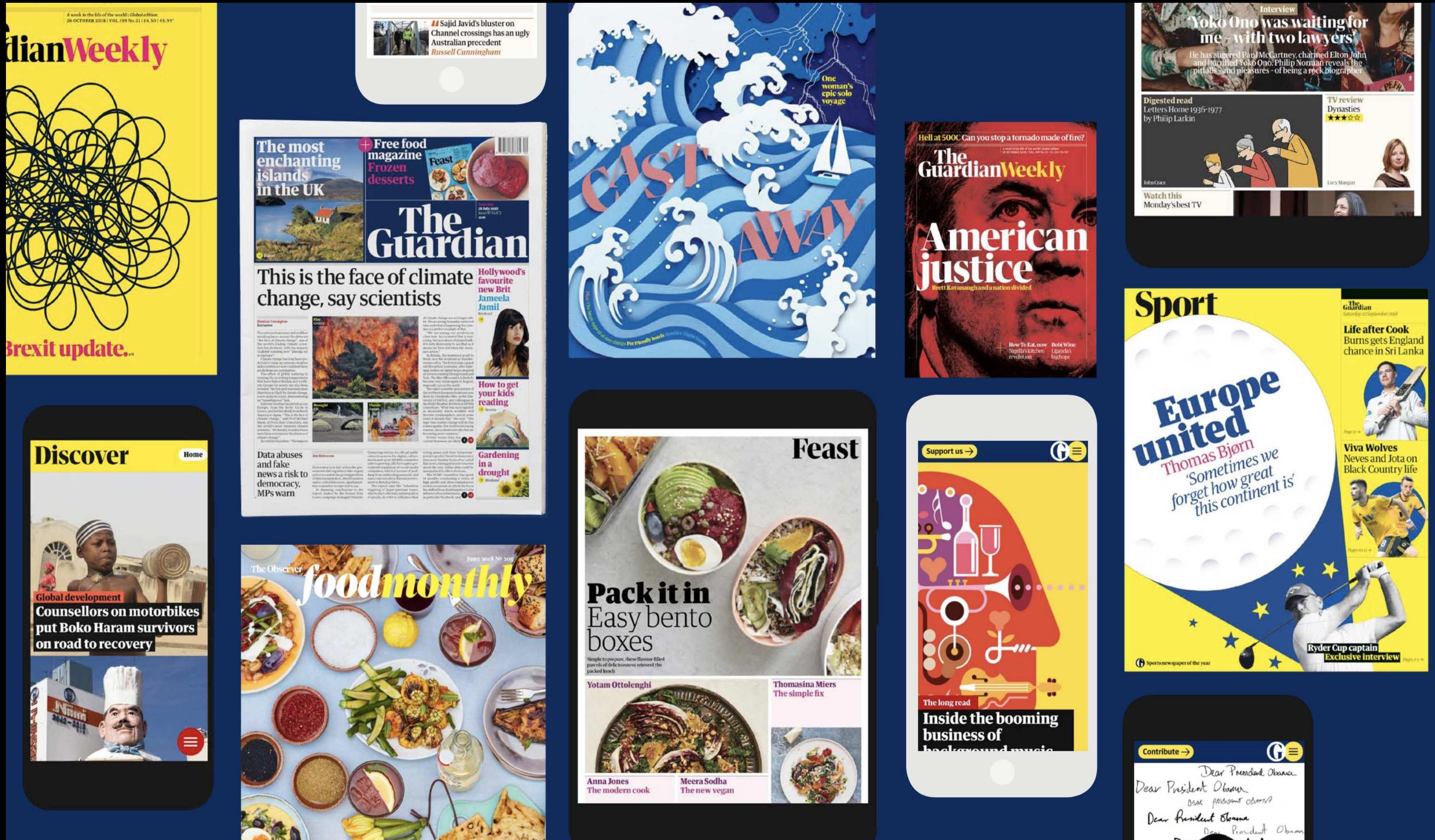
THE GUARDIAN / DESIGN DIRECTOR

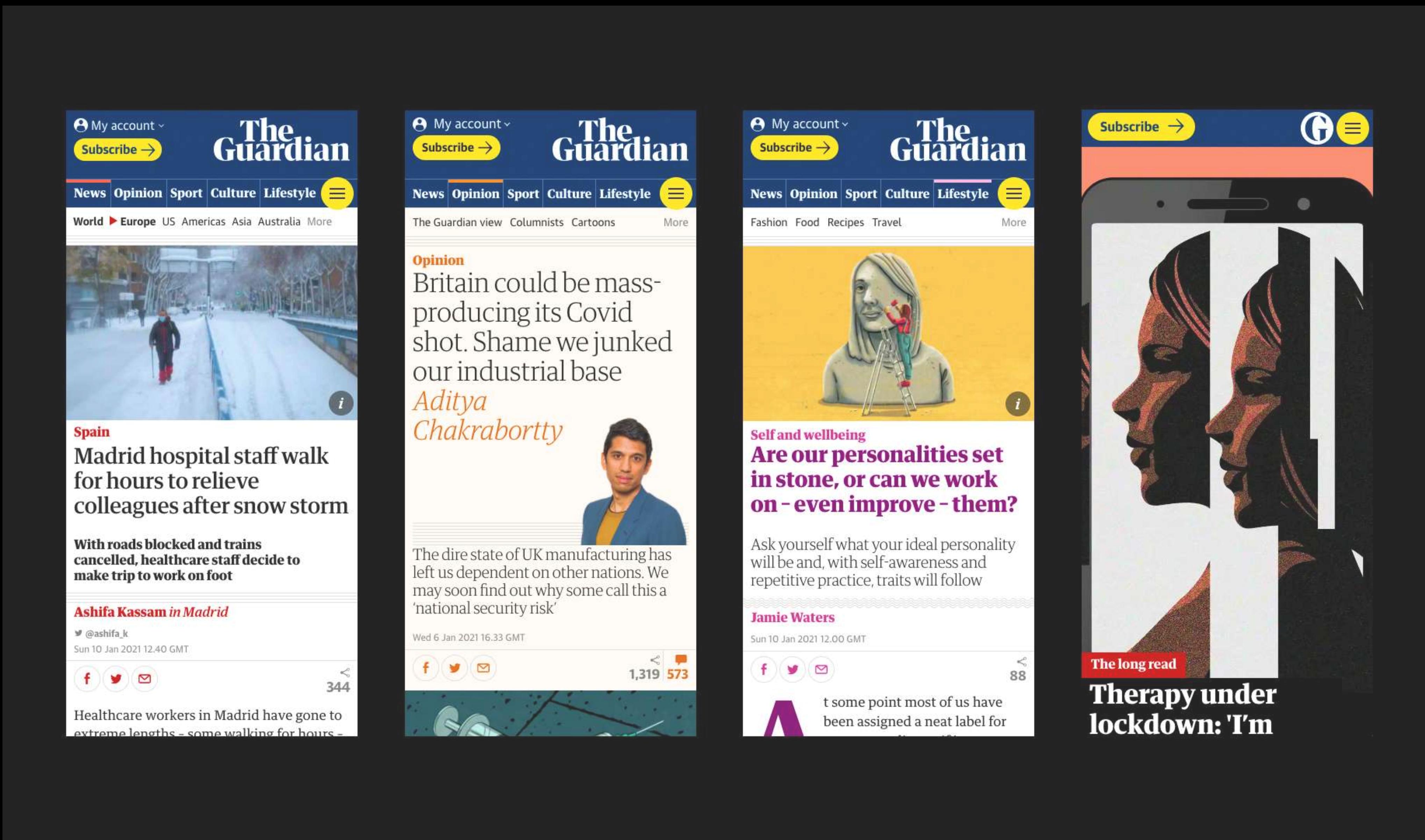


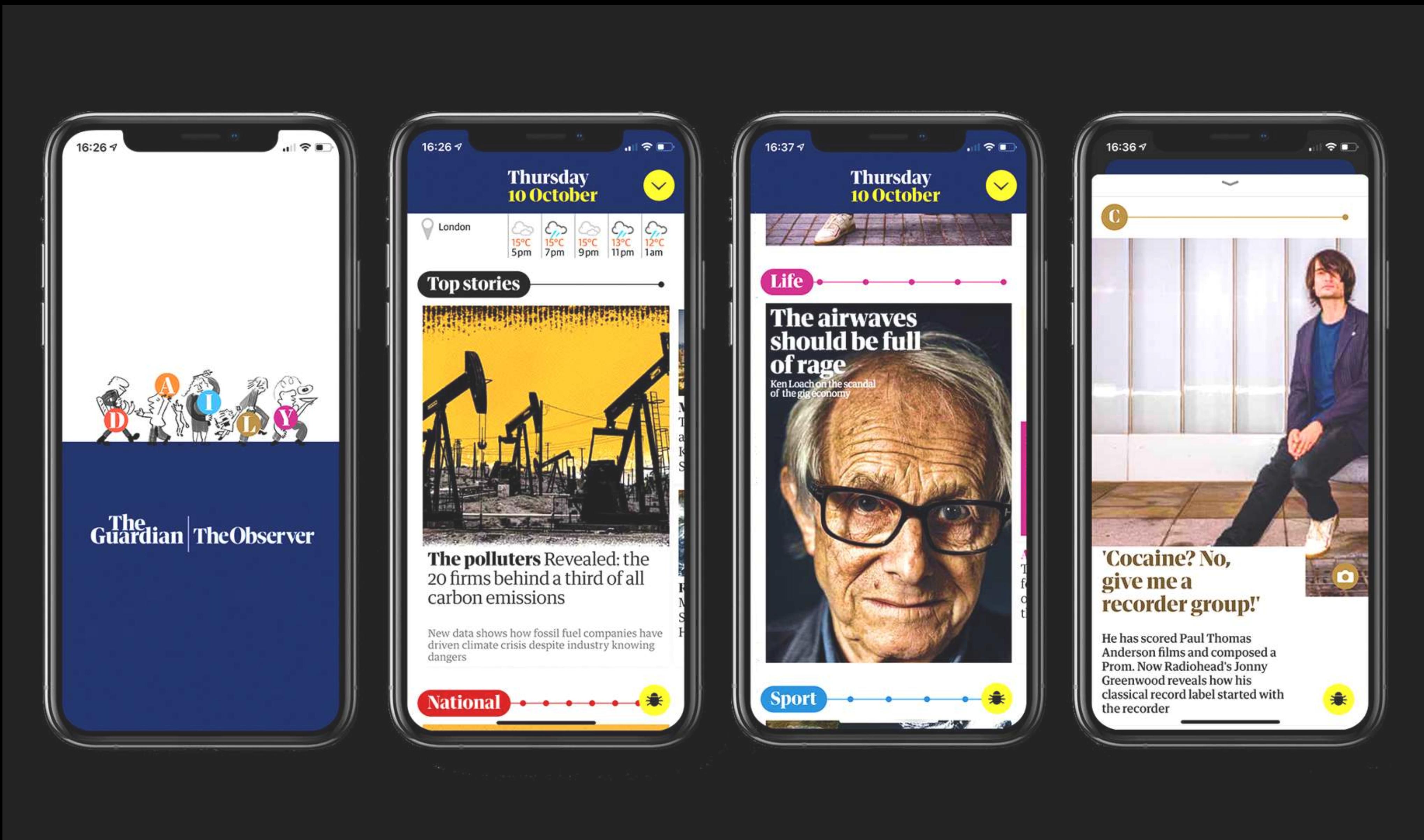
Today in Focus



THE GUARDIAN / DESIGN DIRECTOR





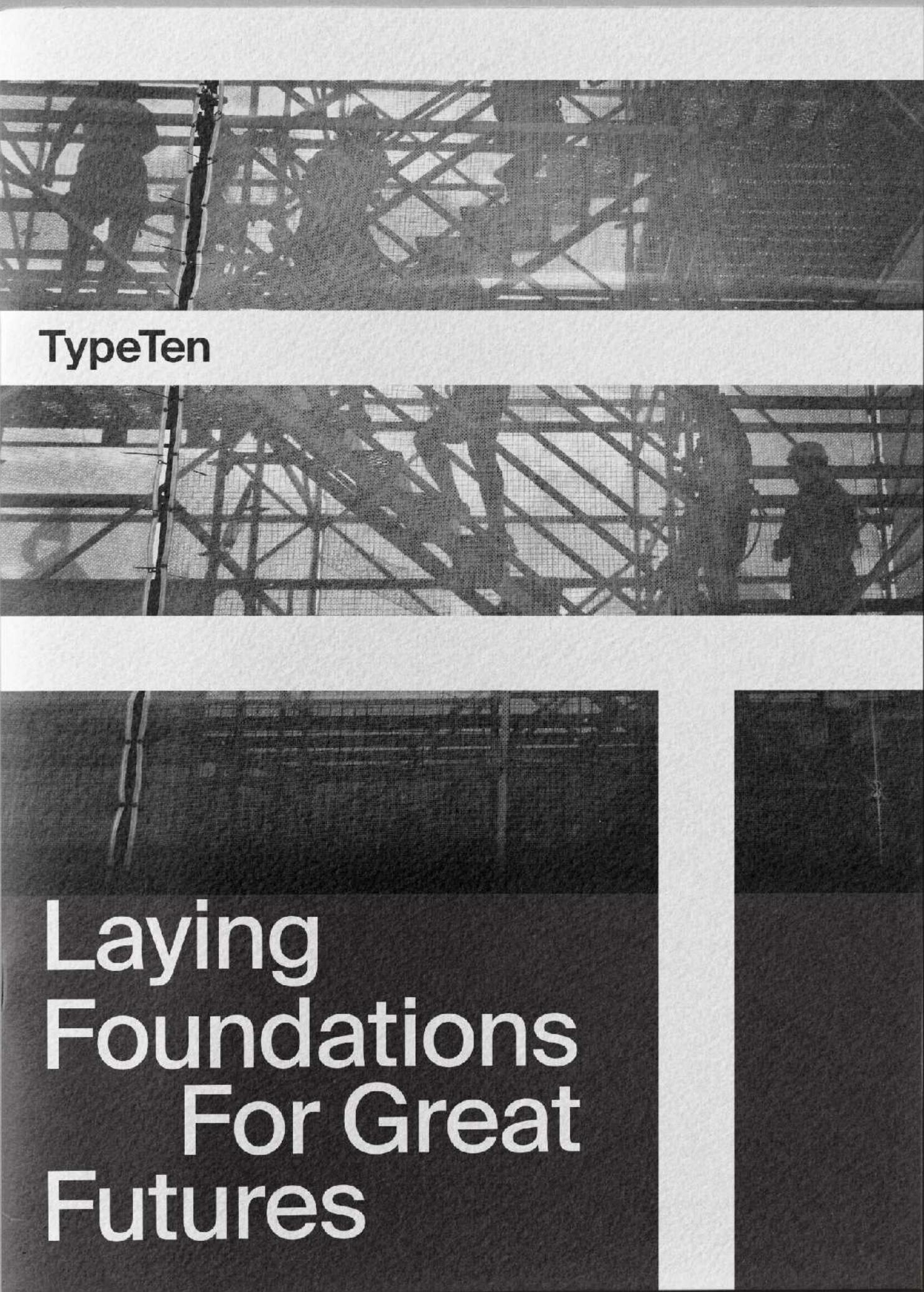




THE GUARDIAN / DESIGN DIRECTOR

BLD

TYPOGRAPHY



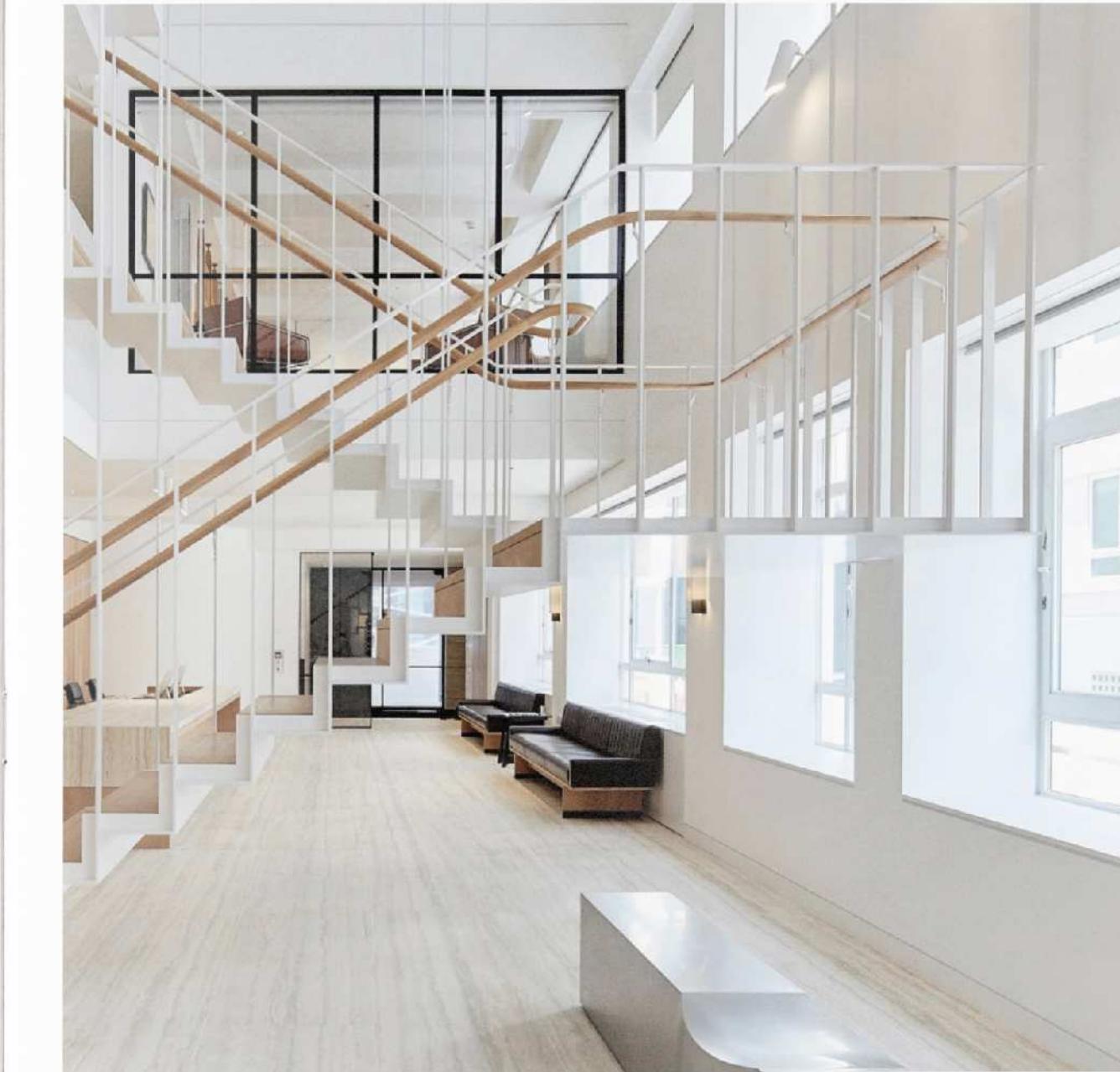
Projects

**Sugar House**

On Sugar House Island, The Soap Box, with 211 apartments, follows Botanical Mews, featuring 140 homes, as one of the largest building sites in East London. TypeTen delivered a mixed-use site as Principal Contractor, comprising of new homes, retail units, car parking and concierge reception and lounge areas. The project incorporates new build works with reinforced concrete through to final completion, including facades, landscaping and full internal fit-out with MEP services, and bespoke finishes. We manage 300 operatives daily, handing over 12 apartments per week across three blocks.

25 Savile Row

This contract was a structural works and builders works package, which include the strip out of over 35,000 sq. ft. of office space back to the shell and core as well as the builders works package. All works were completed whilst the tenant moved to the upper two floors. We employed a regime of on-site waste segregation, which was transferred utilizing the good lifts to a waiting load on turnaround. Using your own fleet of vehicles enabled our team to manage and track the progress of waste removal onsite. Our approach to sustainability assessment on this project was to reach BREEAM excellent as well as SKA rating. A 100% diversion of full project waste was achieved. Builders works included installation of steels for a new mezzanine floor.



19



TypeTen Edition 1 - 22' Our Foundations

We take a considered approach
We are not afraid to tackle the big picture, but we also know that it's the details that make or break a project. We consider every challenge, every opportunity, every angle—and we build with every stakeholder in mind.

We nurture to succeed
We build expert teams that share an ambitious vision for the future. We assemble the people who are able to deliver against that vision and exceed all expectations. We invest in the people we work with so that we can inspire the people our projects will impact.

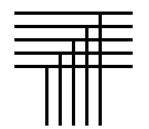
We inspire through creativity
We're elevated by our creative ideas and grounded in industry expertise. We deliver inventive, unexpected solutions that solve real-planet problems in the most inspiring ways—for our clients, for people and for the planet as a whole.

We adapt to advance
We play to our strengths. But that doesn't mean we stay in our lane. We know that our success is built on our ability to seize opportunities outside of the obvious; to drive innovation in any area we can; to adapt to a changing, challenging world.

We are TypeTen
Motivation is always there when goals are set.
We recognise each other.
When we're featured in the national press, it feels like a personal achievement throughout the team.
All win together.
We're always spontaneously finding new ideas – working on an ad hoc basis for however best suits the project.

14 15

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Laying Foundations For Great Futures

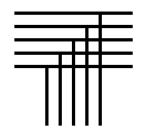


TypeTen

What We Do

Construction





Our Story



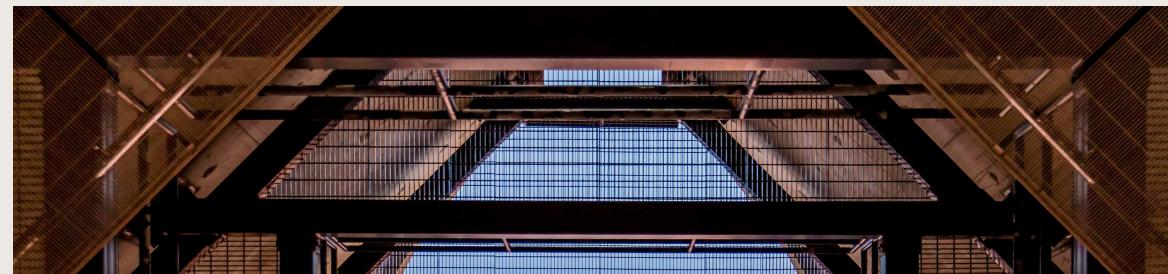
It's The People That Are The Success Of This Company, What Drives It Forward And Makes It A Success. It's The People That Are The Success Of This Company, What Drives It Forward And Makes It A Success. It's The People That Are The Success Of This Company, What Drives It Forward And Makes It A Success.

TypeTen

[What We Do](#)
[Who We Are](#)
[Our Clients](#)
[Accreditations](#)
[News](#)

What We Do

It's The People That Are The Success Of This Company, What Drives It Forward And Makes It A Success. It's The People That Are The Success Of This Company, What Drives It Forward And Makes It A Success. It's The People That Are The Success Of This Company, What Drives It Forward And Makes It A Success. It's The People That Are The Success Of This Company, What Drives It Forward And Makes It A Success. It's The People That Are The Success Of This Company, What Drives It Forward And Makes It A Success.

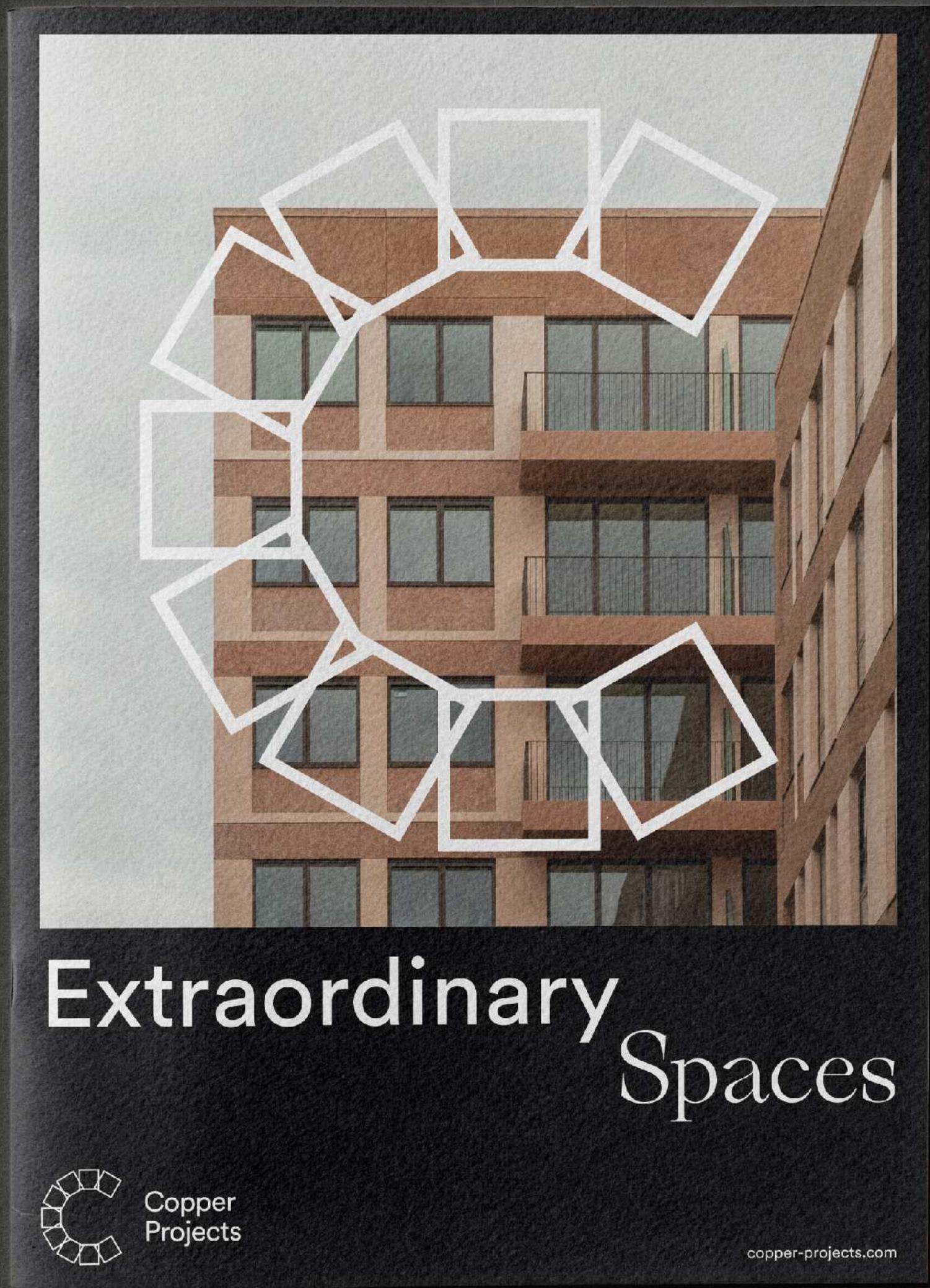


COPPER PROJECTS



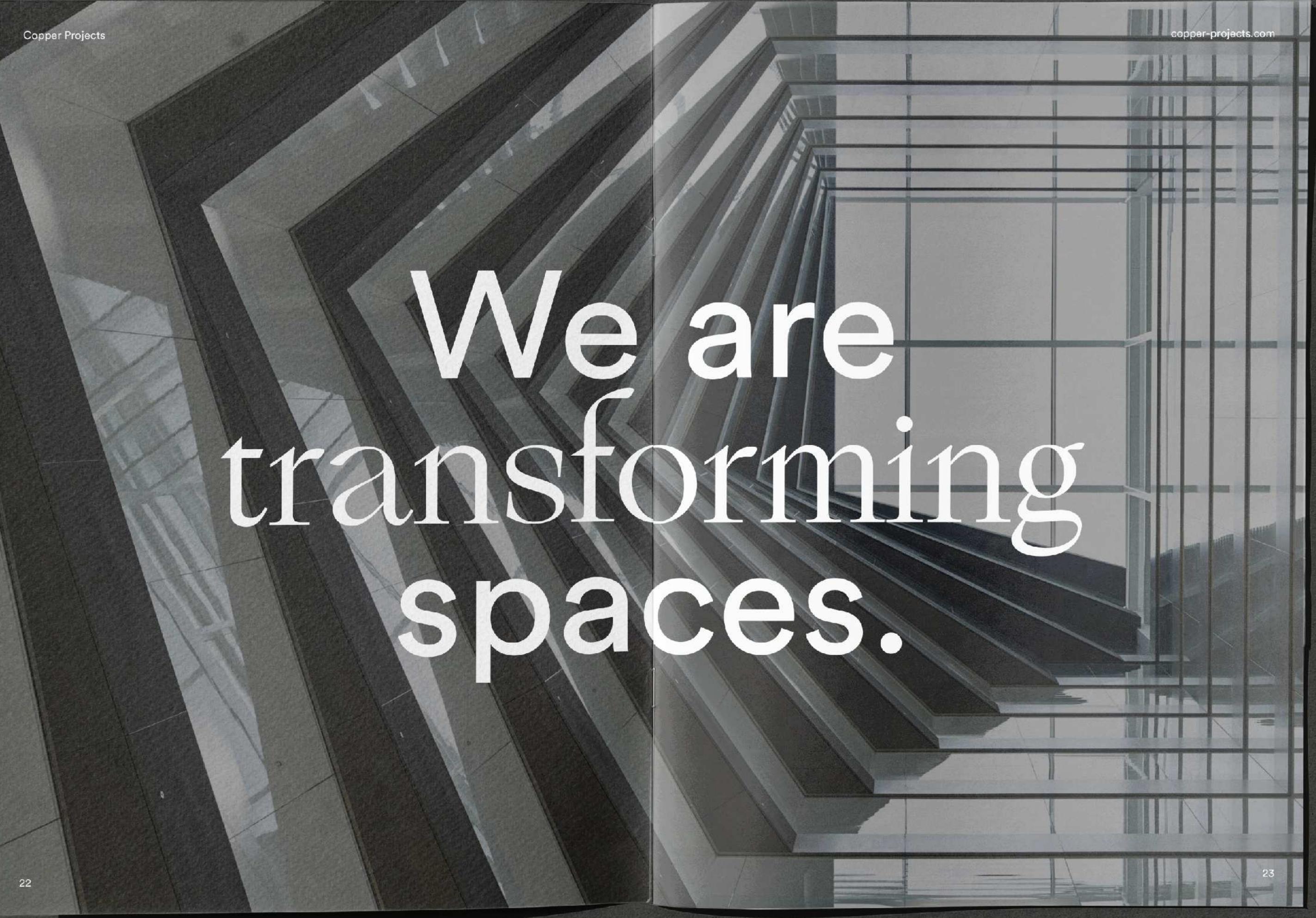
COPPER PROJECTS / BRANDING / WEBSITE

BROCHURE



COPPER PROJECTS / BRANDING / WEBSITE





We are
transforming
spaces.



We design
and construct
spaces that
support & enhance
the well-being
& prosperity of
individuals &
communities.

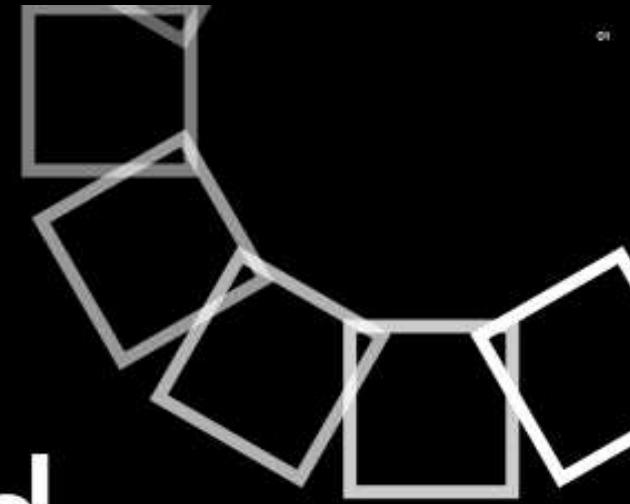
copper-projects.com

01 Our Story
02 Our People
03 What we do
04 Our Projects

05 How we do it
06 Financials
07 Our Clients

3

Brand Guidelines



Primary Logo
Our logo is designed to represent colour swatches being spread out. It is a reflection of the idea that we are always creating new working spaces.

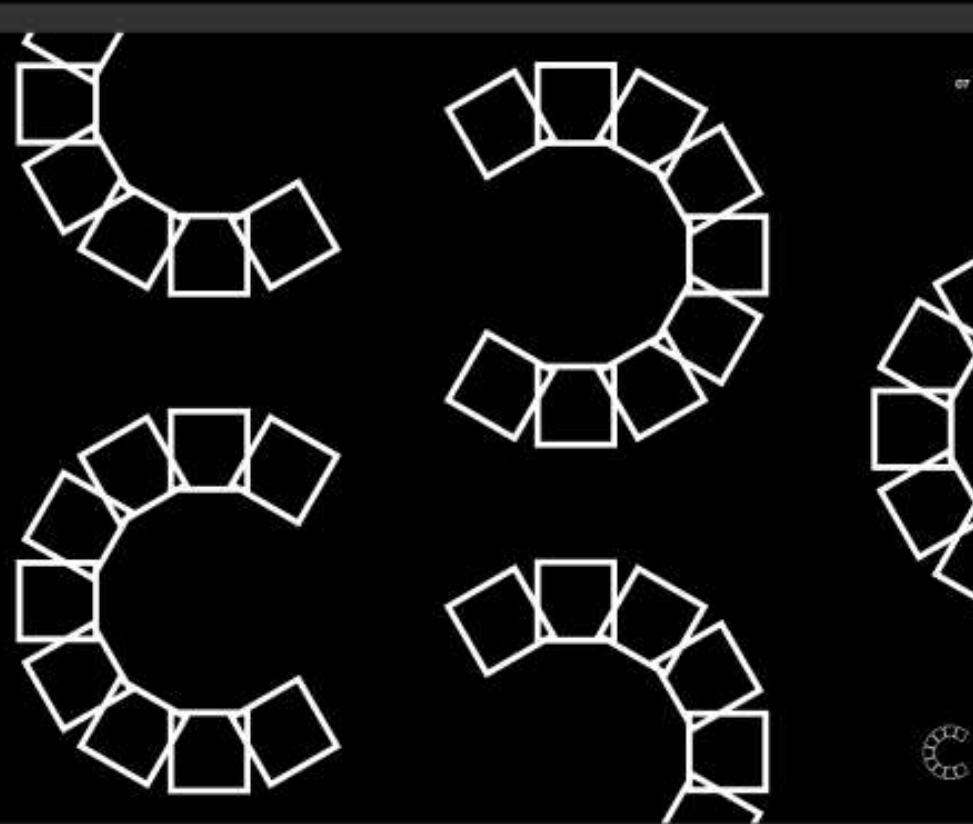


Logotype
The logotype can be used separately to the full logo lock up but this should always be a secondary usage. The C icon should be placed next to the logotype.

Copper
Projects

Icon Gradient
The icon can be used in gradient from black to white with the bottom square at an opacity of 10% increasing by 10% all the way to the top with 100%.

Icon Pattern
The icon can be used to build a repeating pattern this should be built by reflecting the C on the horizontal axis and locking them up together.



Inverted Primary Logo
For usage on light backgrounds.



Copper
Projects

Extraordinary
Spaces
by Copper
Projects

Extraordinary
Spaces
by Copper
Projects

We are Copper Projects. We design and construct spaces that support & enhance the well-being & prosperity of individuals & communities.

BLD

STRAKER'S

WEBSITE

@STRAKER'S

91 GOLBORNE ROAD
LONDON W10 5NL

OPENING HOURS

MON - FRI: 12:00 - 14:30
17:30 - 21:45

SAT - SUN: 12:00 - 15:30
17:30 - 21:45

STRAKER'S

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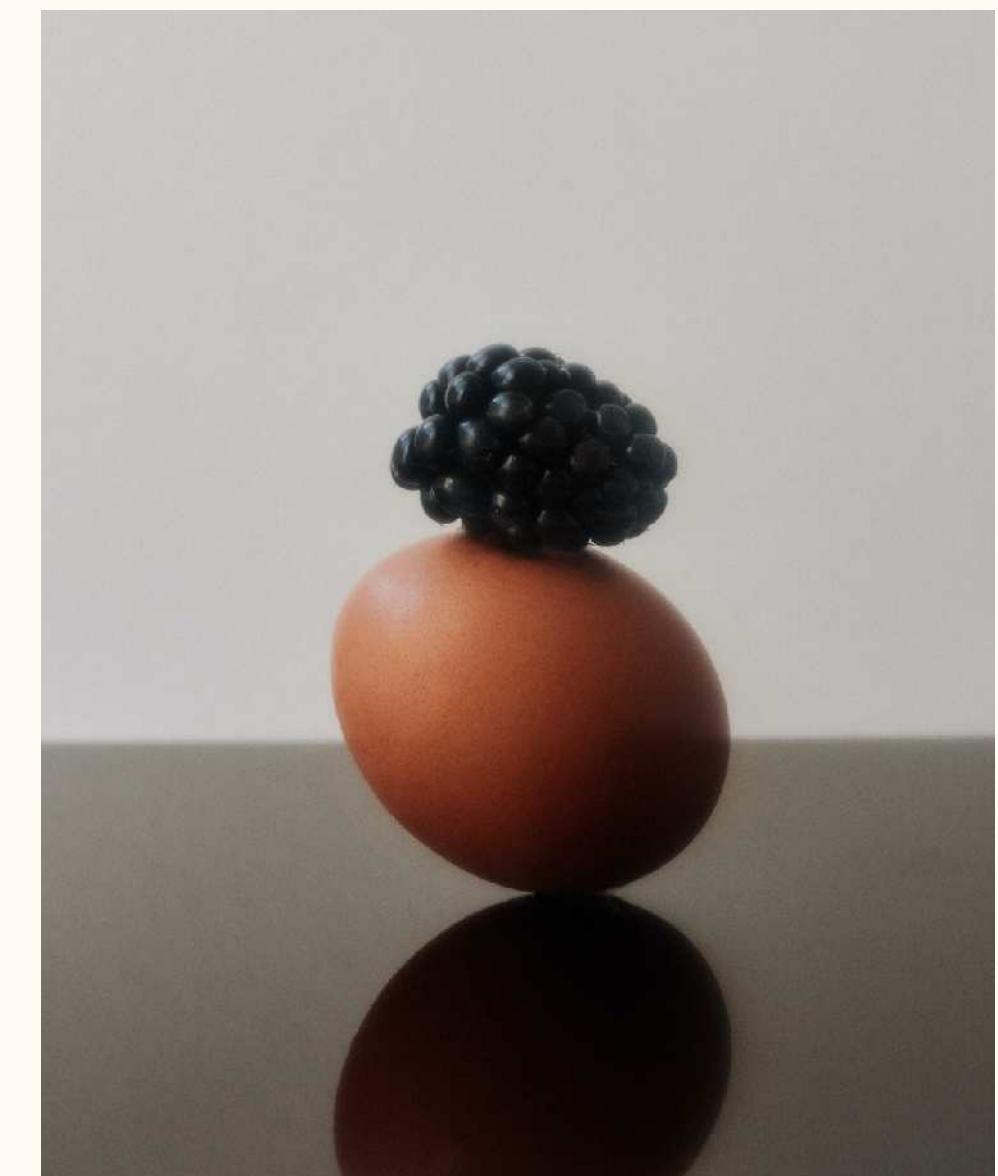
91 GOLBORNE ROAD
LONDON W10 5NL



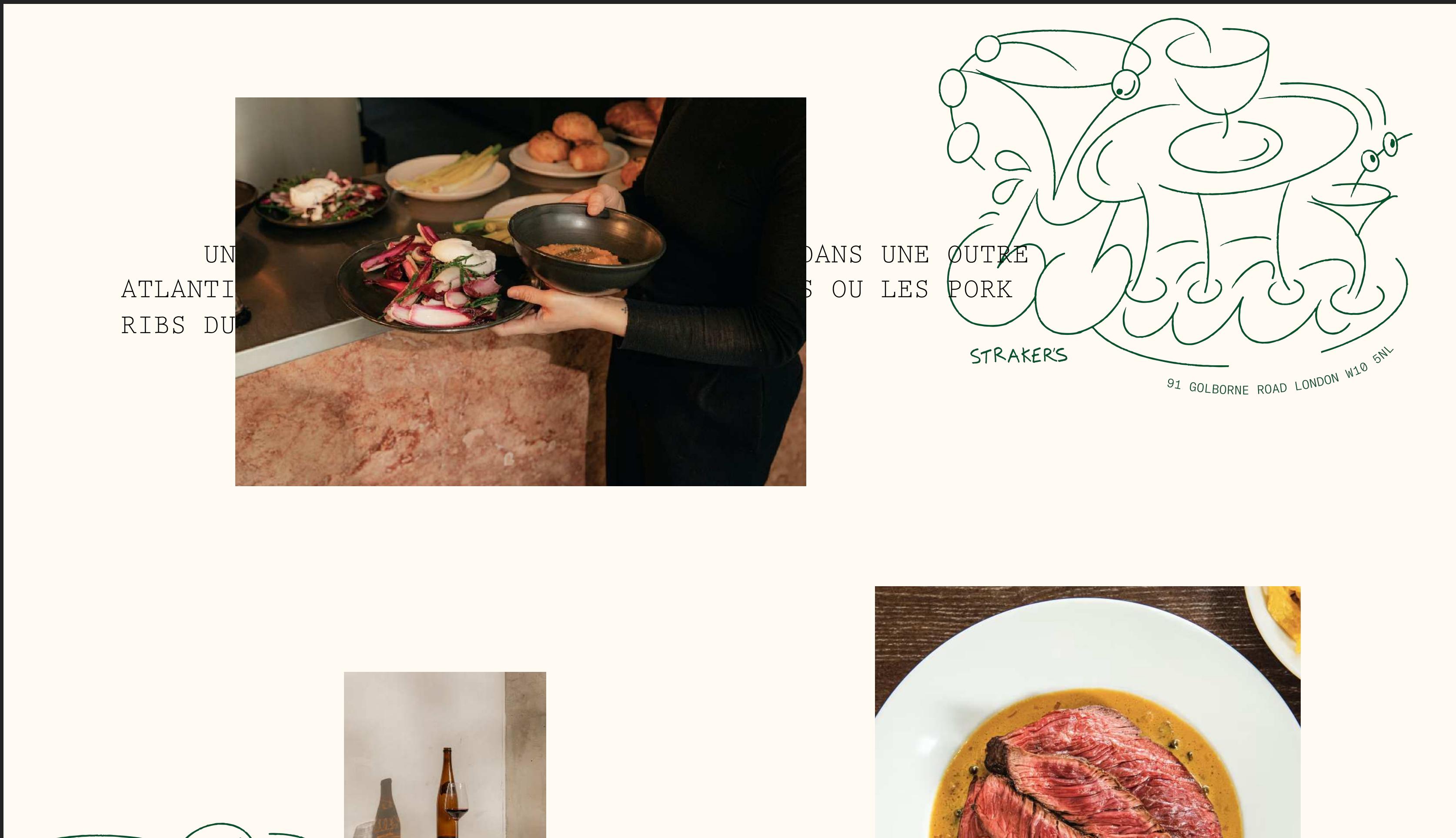
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TOASTS

	PRICE
EGG SALAD (V)	7.5
TOFU PUFF (VE)	10
BACON EGG CHEESE	9.0
GARLIC SHRIMP EGG	10

MAINS

	PRICE
EGG SALAD (V)	7.5
TOFU PUFF (VE)	10
BACON EGG CHEESE	9.0
GARLIC SHRIMP EGG	10

MAINS

	PRICE
EGG SALAD (V)	7.5
TOFU PUFF (VE)	10