

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



SANA JARDIN / REBRAND



SANA JARDIN / REBRAND



SANA JARDIN / REBRAND



SANA JARDIN / REBRAND



SANA JARDIN / REBRAND



SANA JARDIN / REBRAND

BLD

AIR



AIR / BRANDING / WEBSITE

FRESH \$AIR INSIDE

We want to be the change we want
to see in the music industry

Ape In Records is a crypto project on a mission to
empower the next generation of music talent.

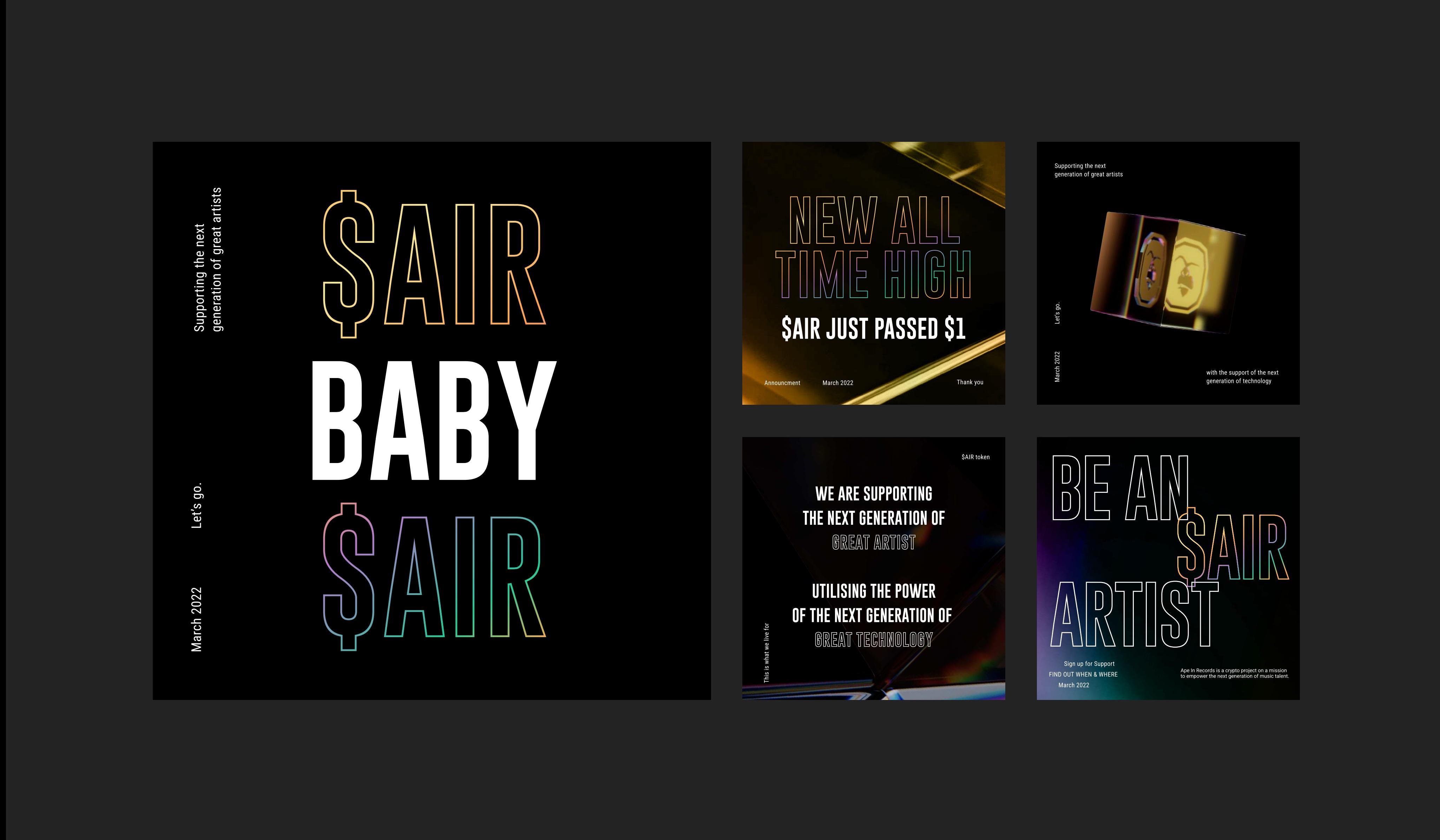
ACTIVATE YOUR CARD ONLINE

Your \$AIR card is here

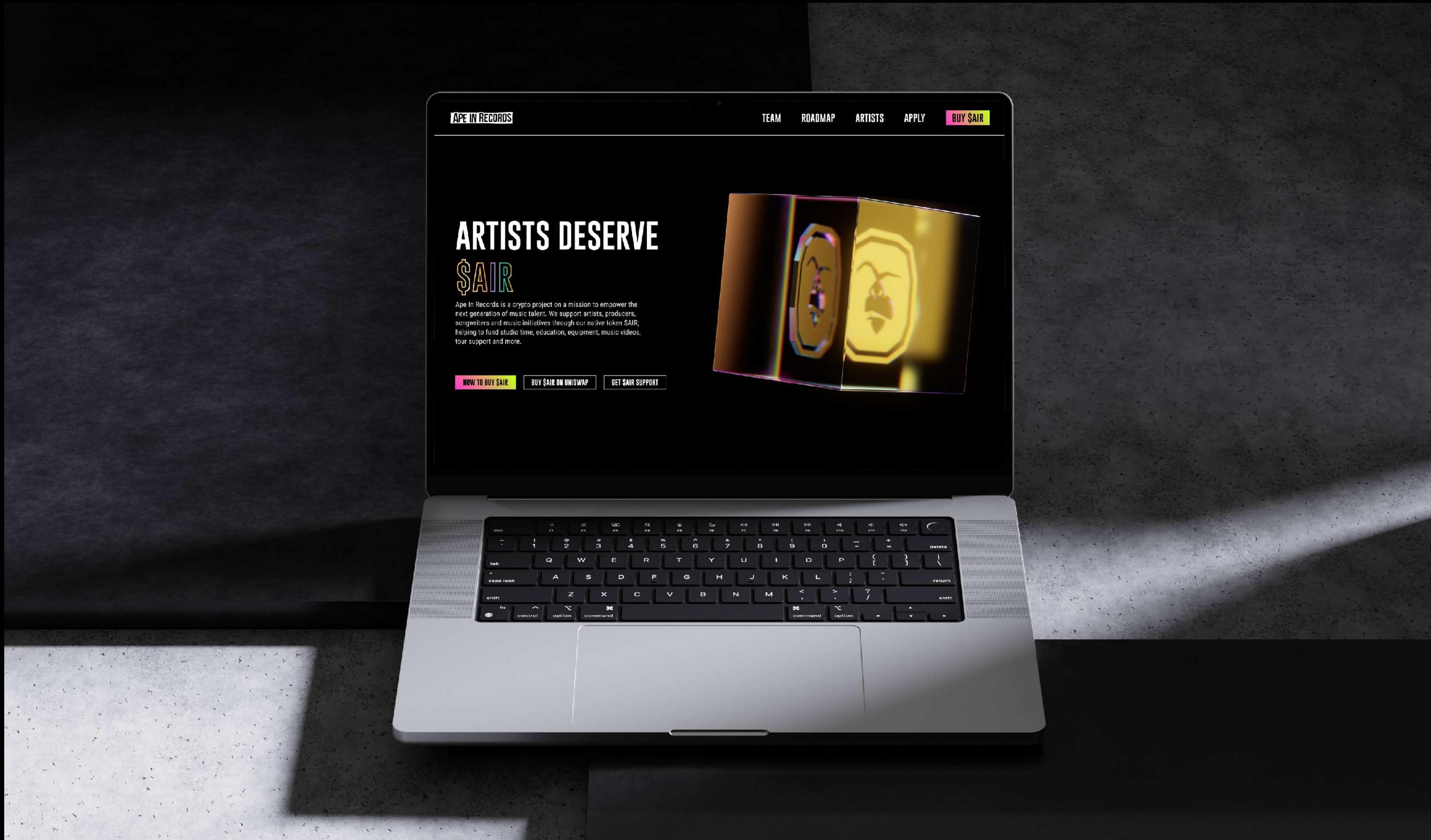


APE IN RECORDS

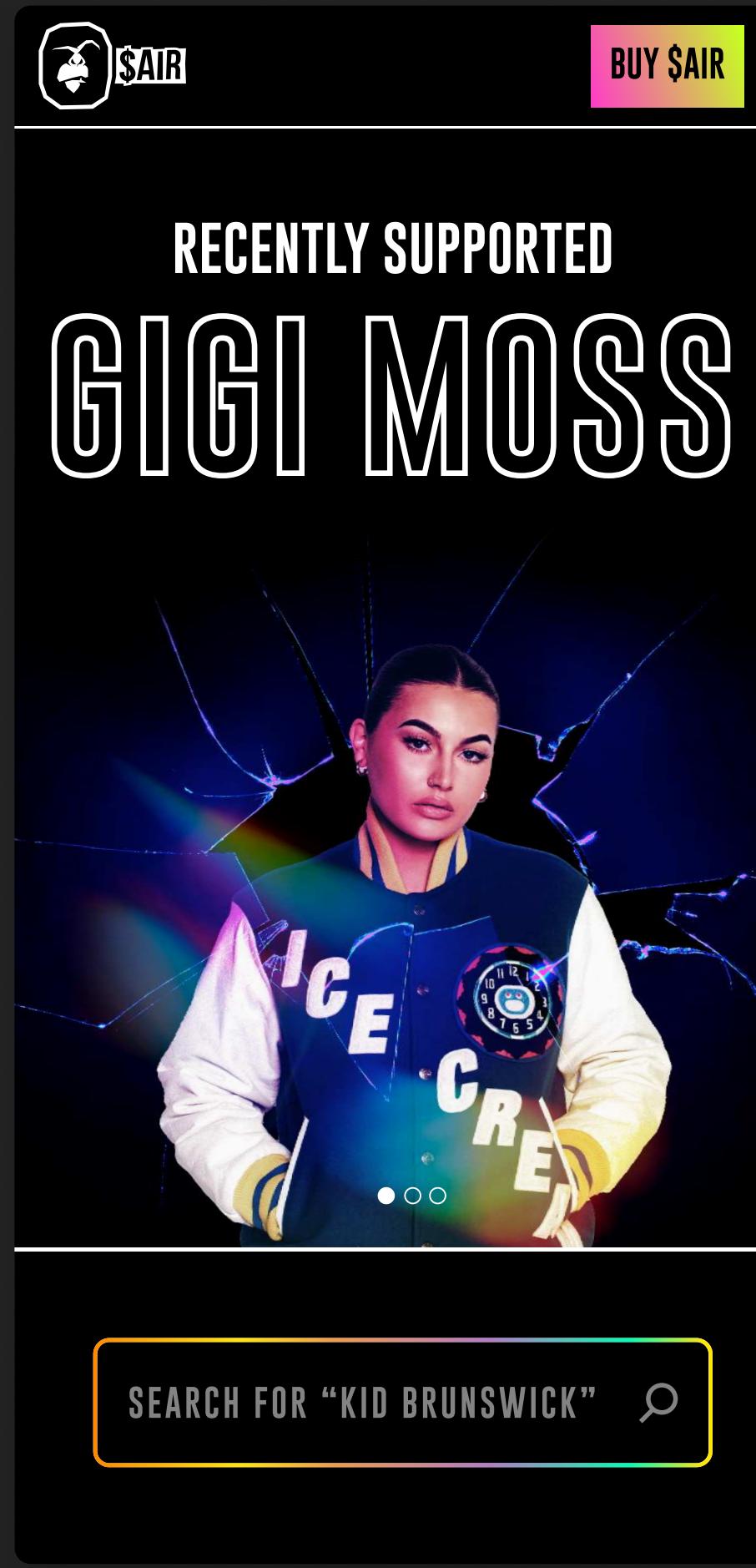
AIR / BRANDING / WEBSITE



AIR / BRANDING / WEBSITE



AIR / BRANDING / WEBSITE



AIR / BRANDING / WEBSITE



AIR / BRANDING / WEBSITE

BLD

WMX



WMX / BRANDING / WEBSITE



WMX

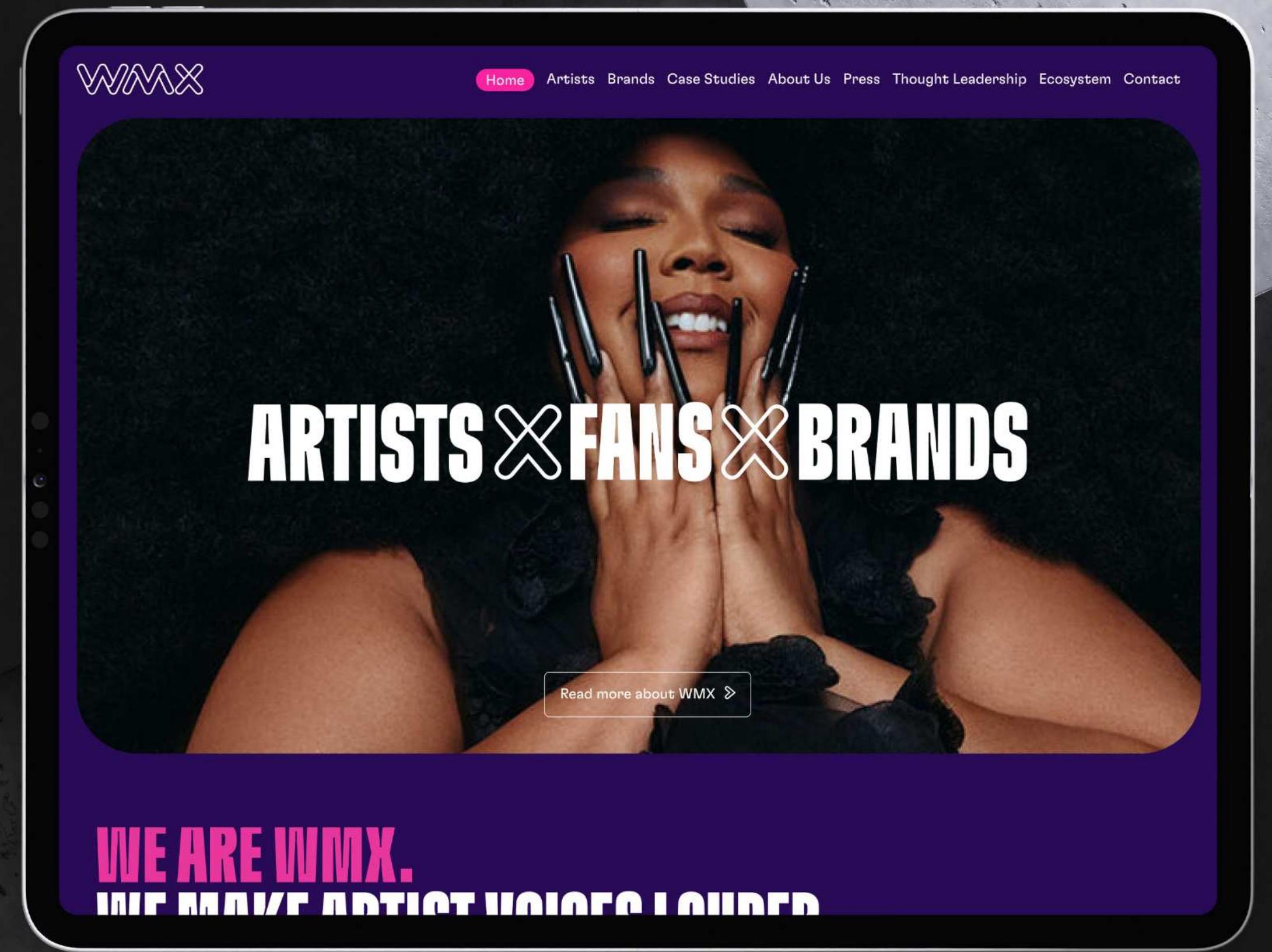
ARTISTS X FANS X BRANDS

WMX / BRANDING / WEBSITE

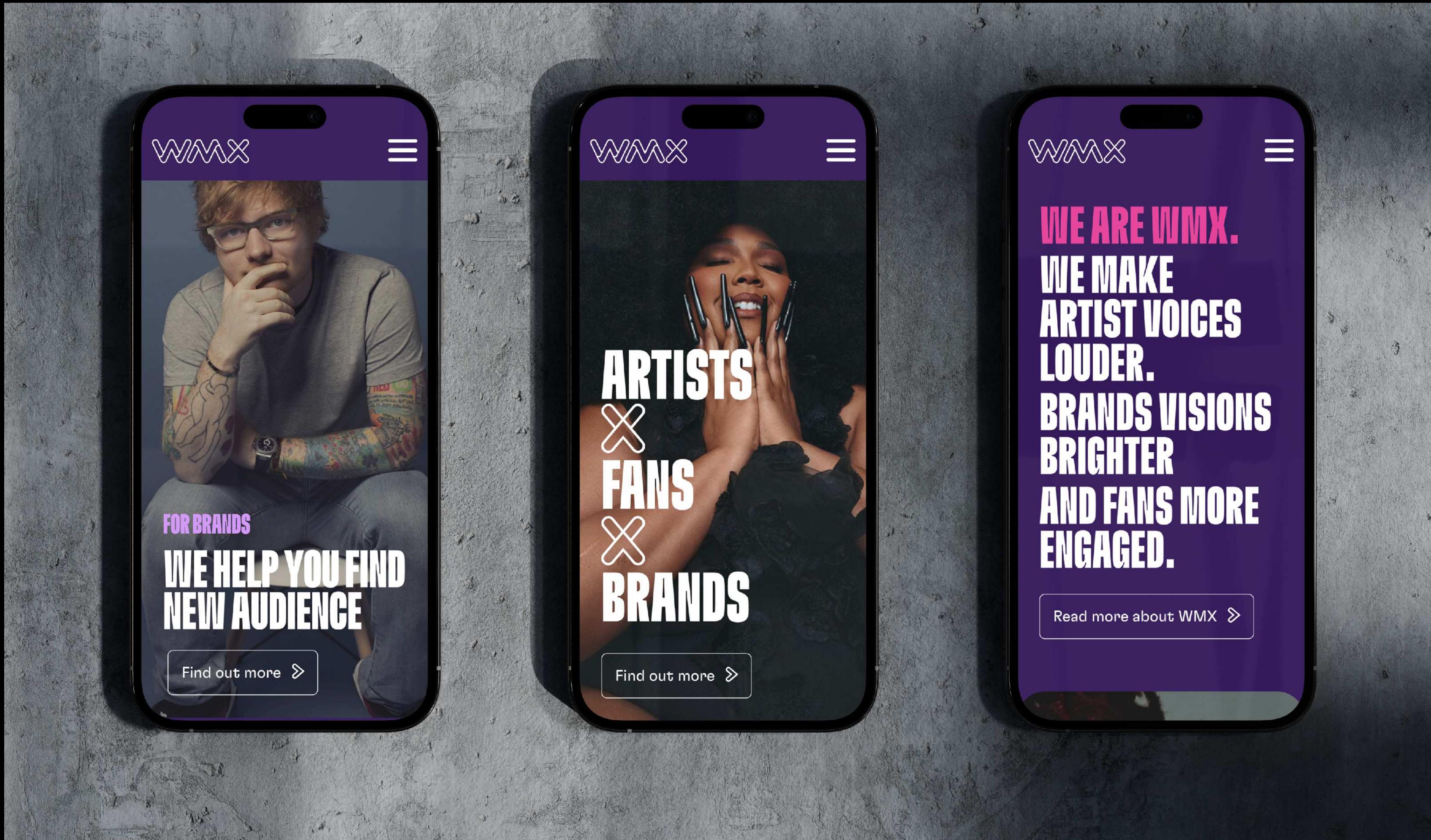
WE ARE WMX
CONTENT X COMMERCE
COMMUNITY X CULTURE



WMX / BRANDING / WEBSITE



WMX / BRANDING / WEBSITE



WMX / BRANDING / WEBSITE

BLD

THE GUARDIAN



THE GUARDIAN / DESIGN DIRECTOR

1307 01

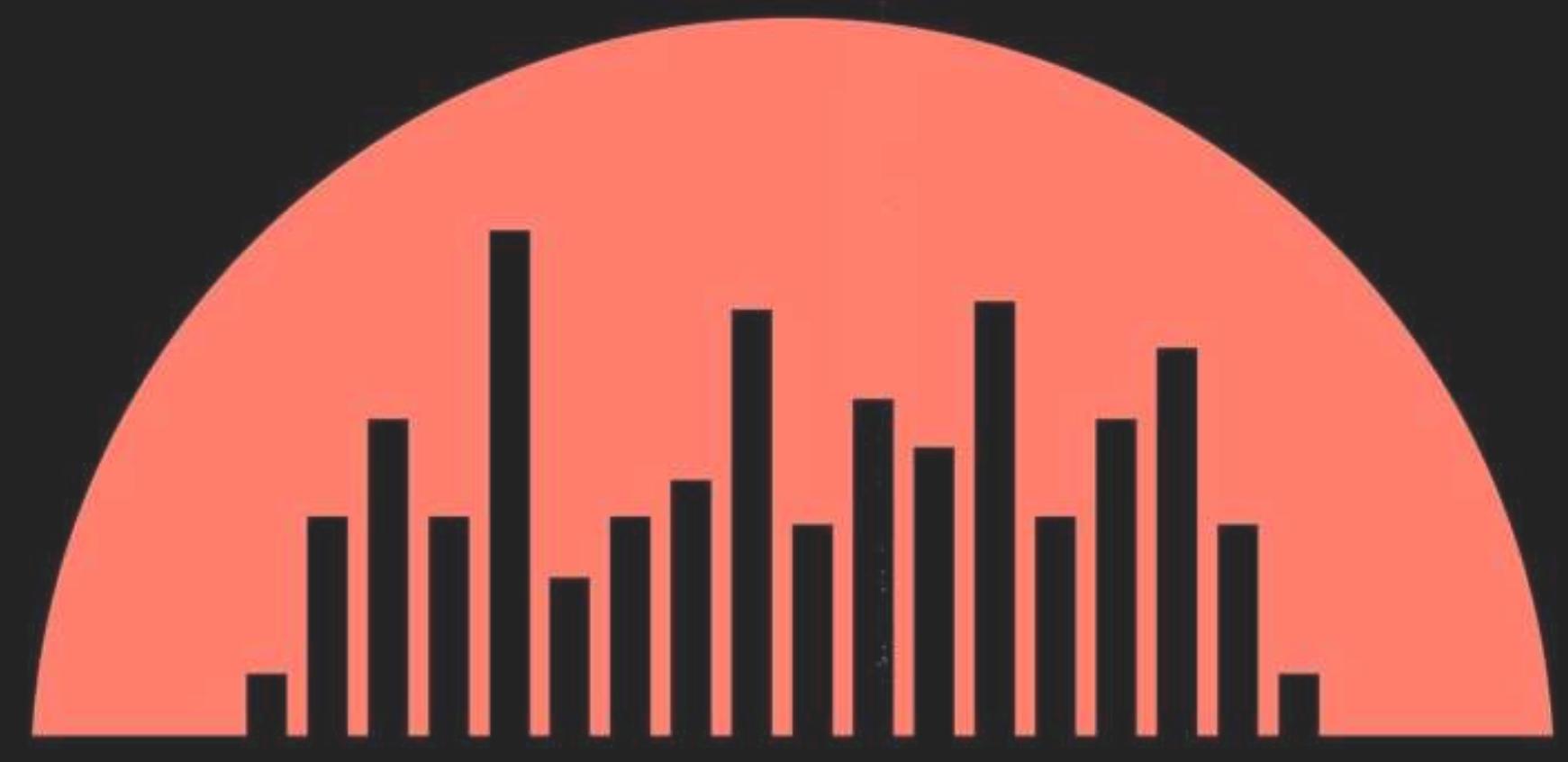
A work in prog

The
Guardian
For 200 years

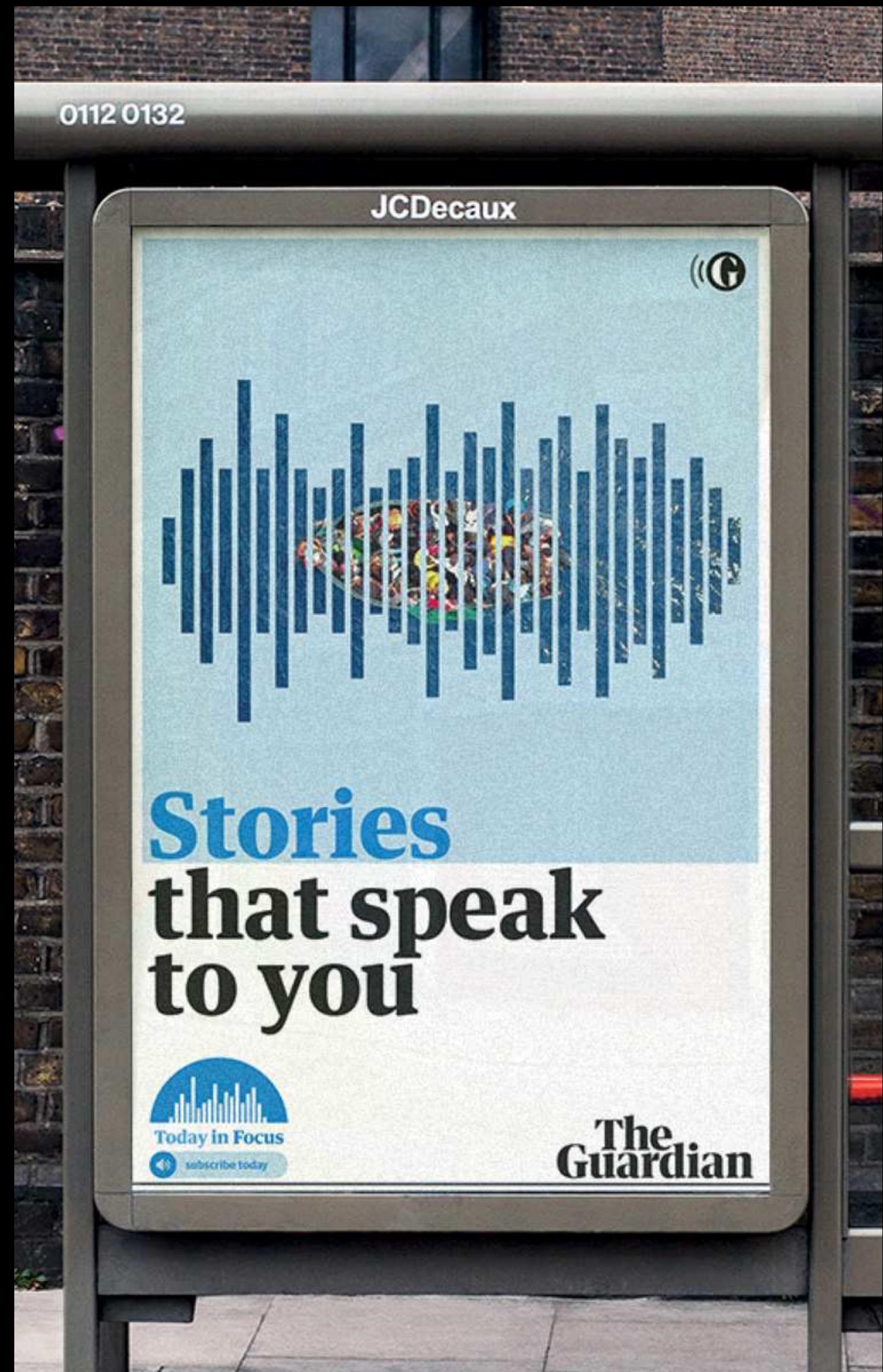
1821-20



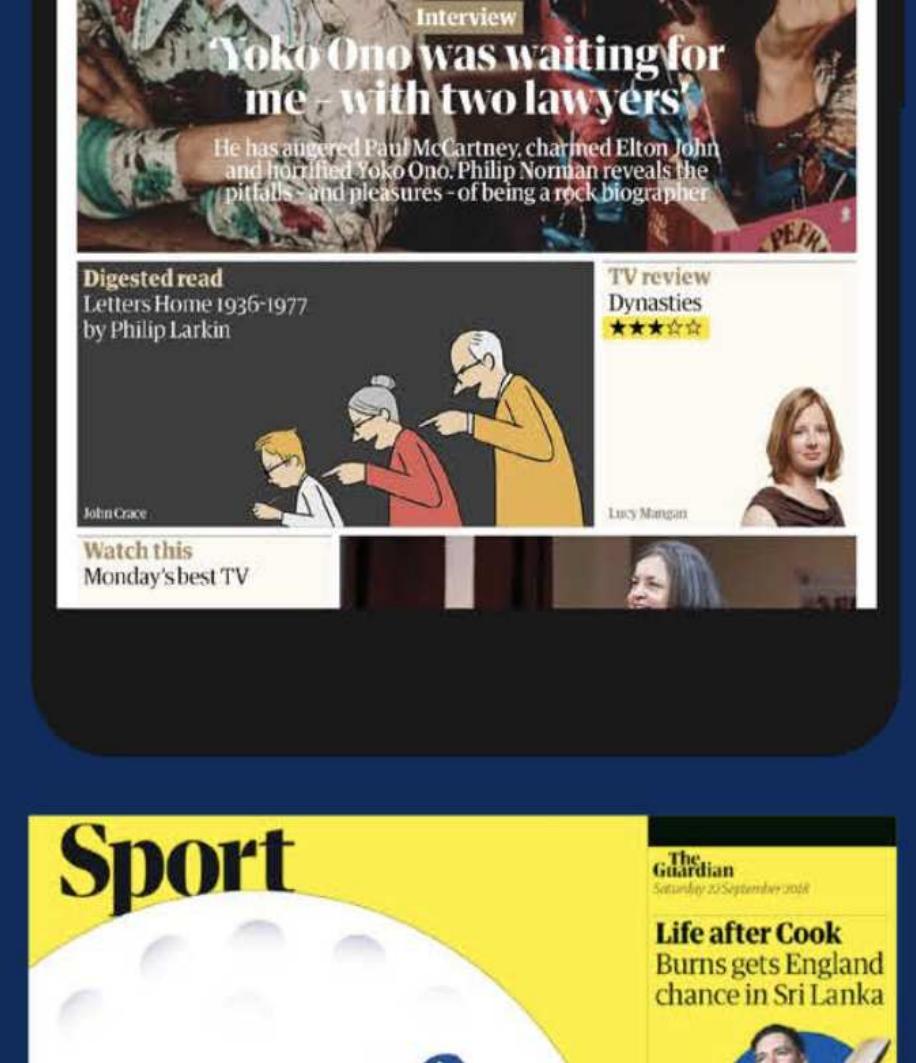
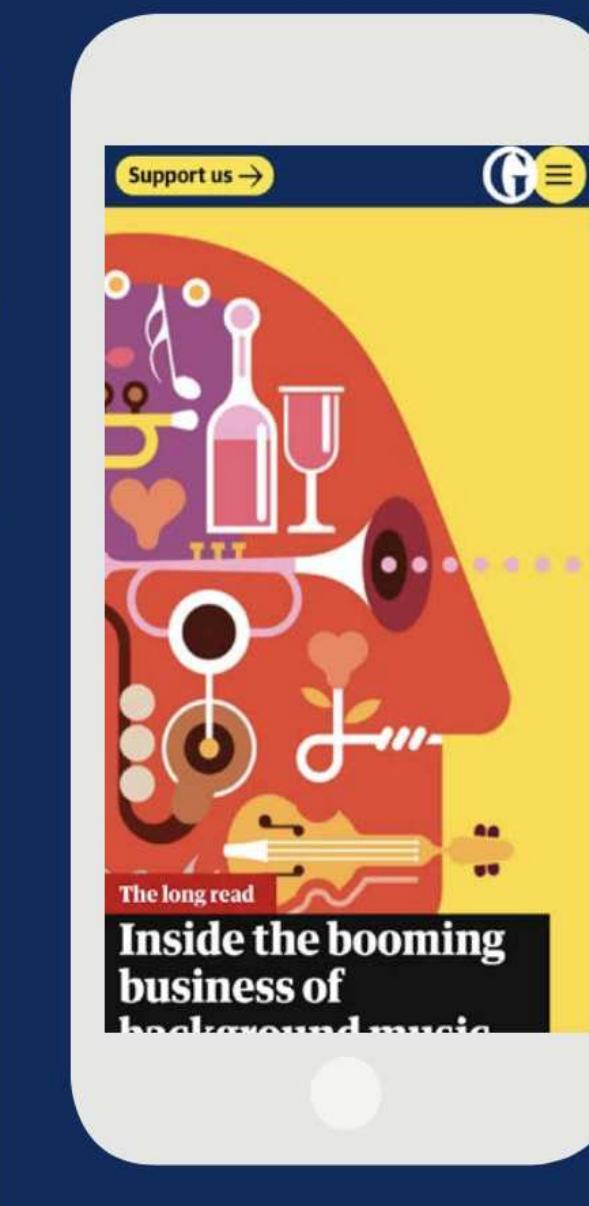
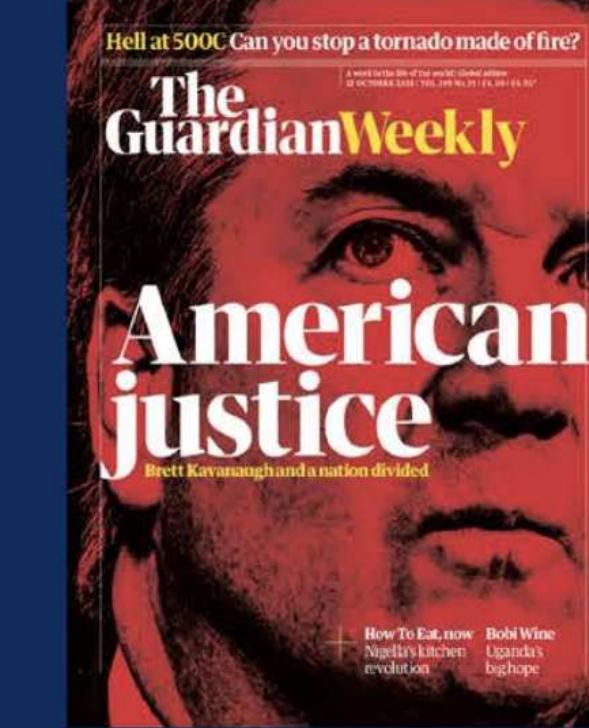
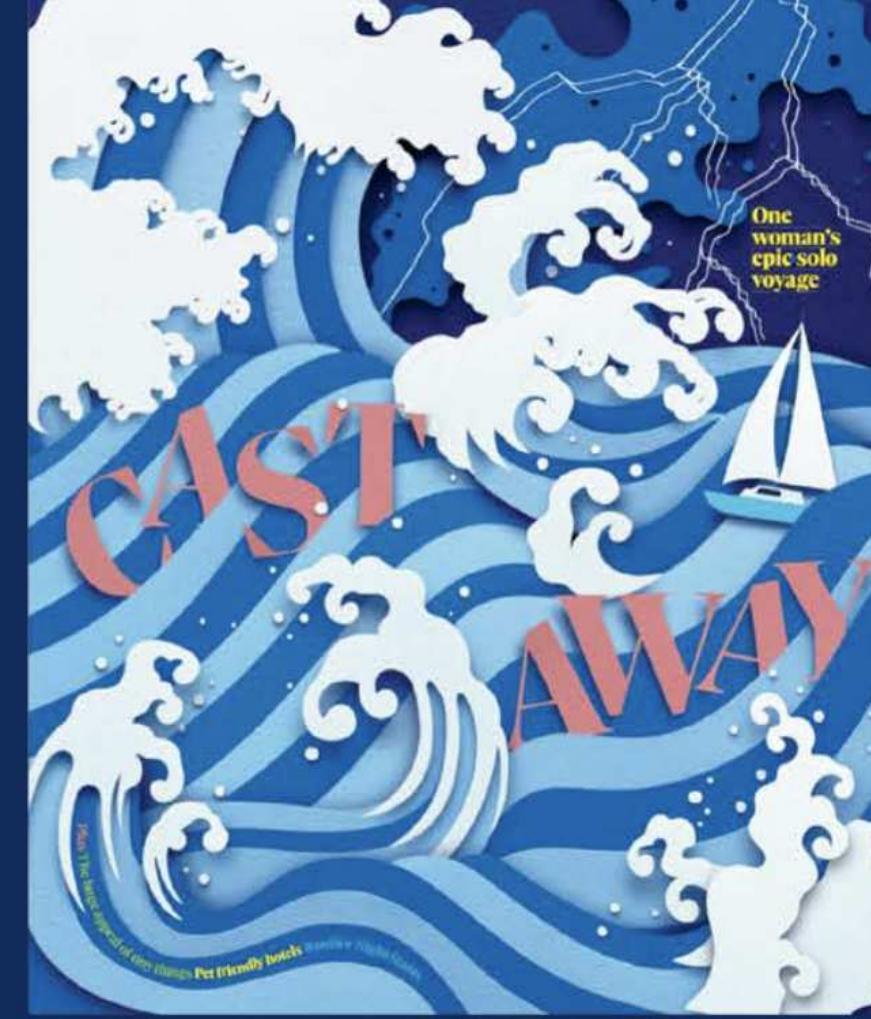
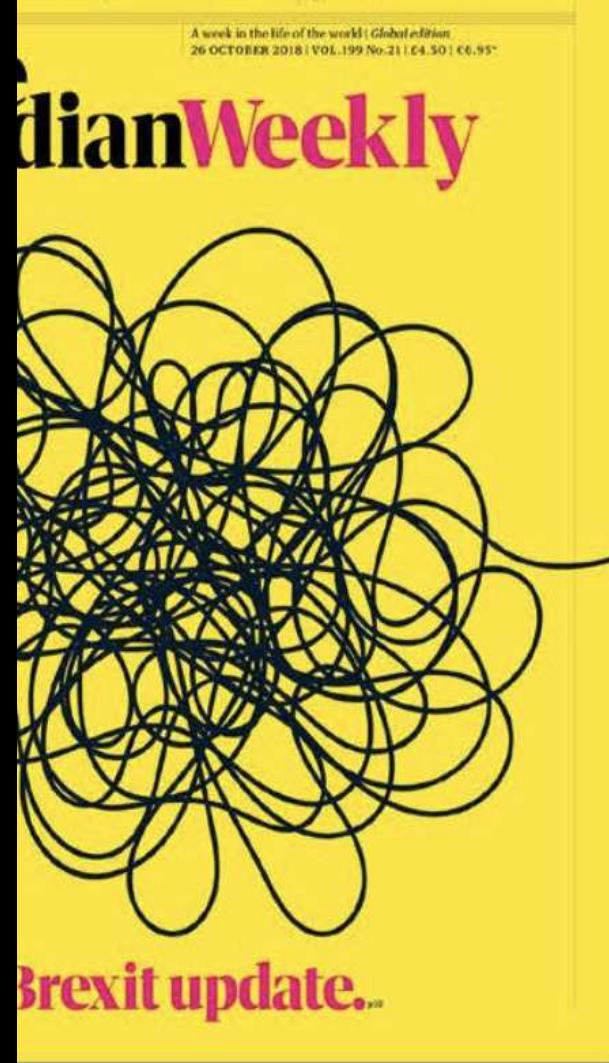
THE GUARDIAN / DESIGN DIRECTOR



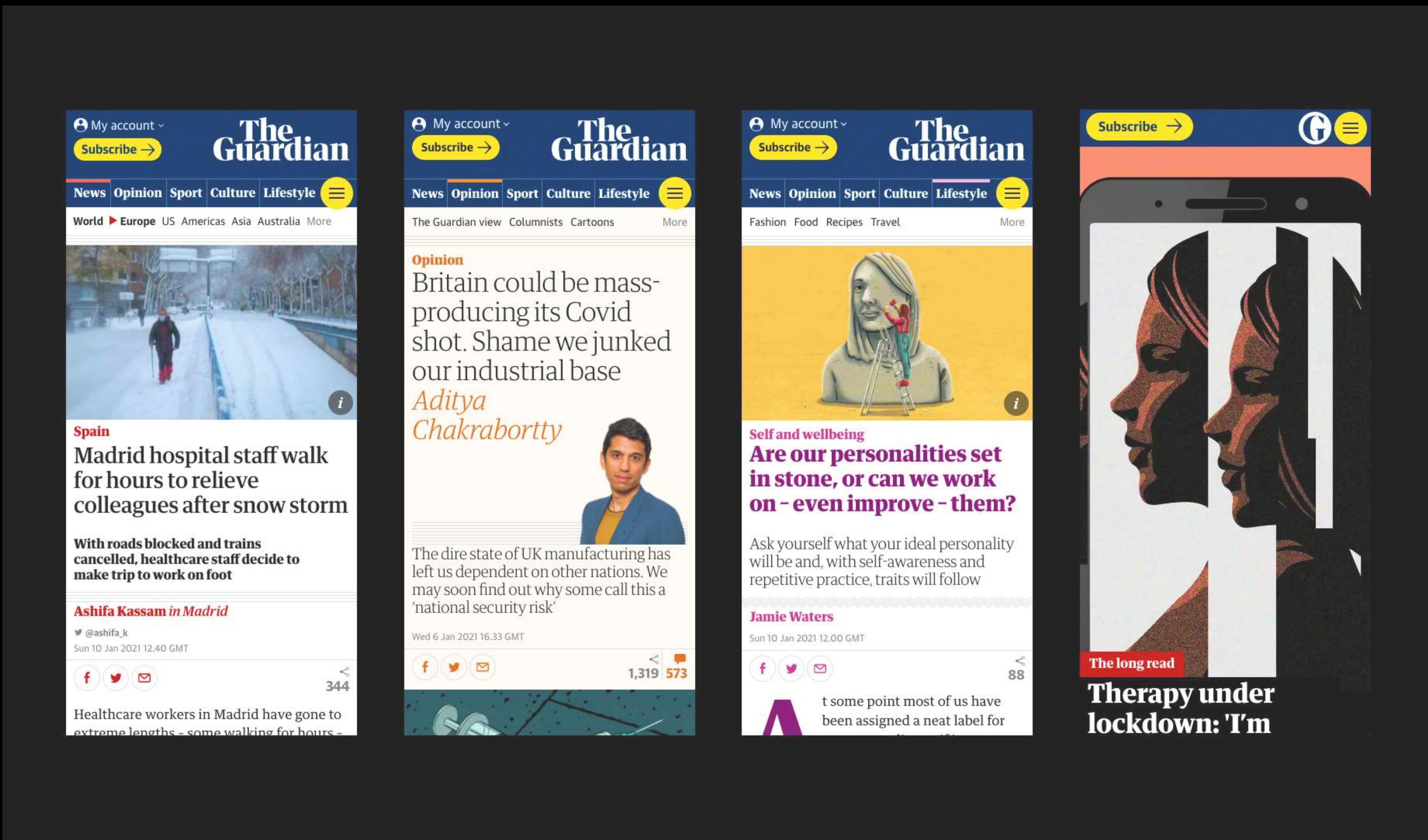
Today in Focus

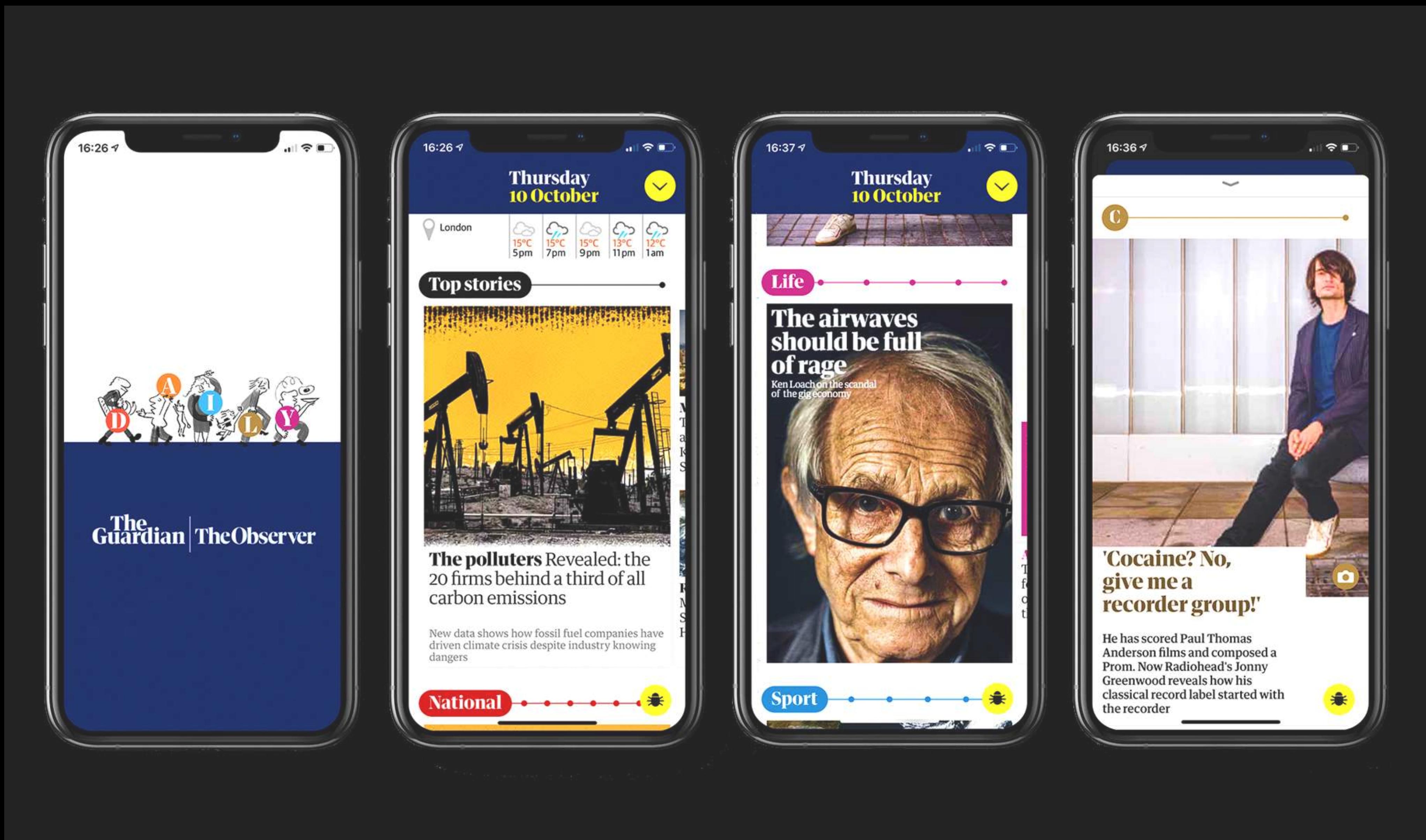


THE GUARDIAN / DESIGN DIRECTOR



THE GUARDIAN / DESIGN DIRECTOR





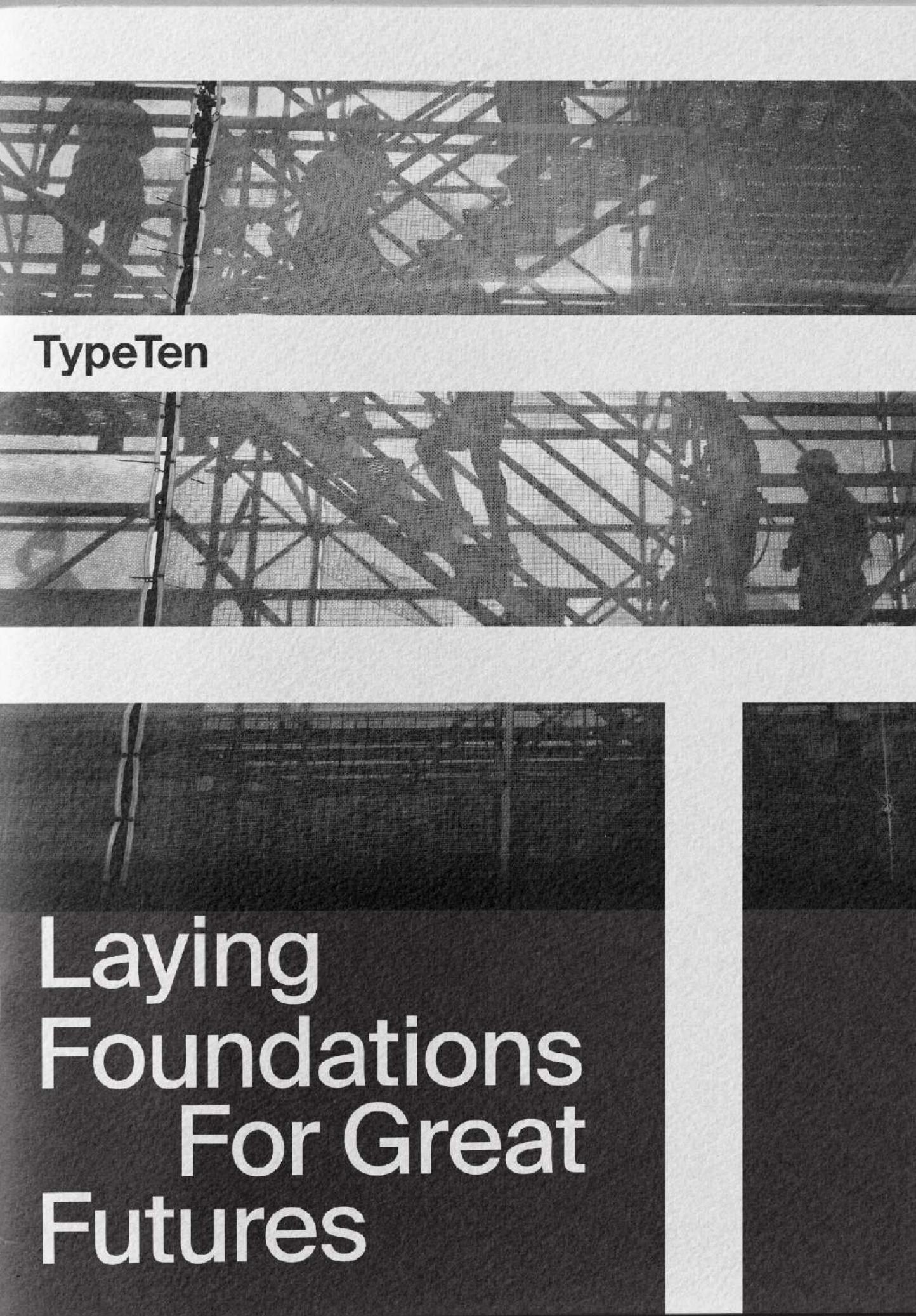
THE GUARDIAN / DESIGN DIRECTOR



THE GUARDIAN / DESIGN DIRECTOR

BLD

TYPOGRAPHY



TypeTen

Laying
Foundations
For Great
Futures

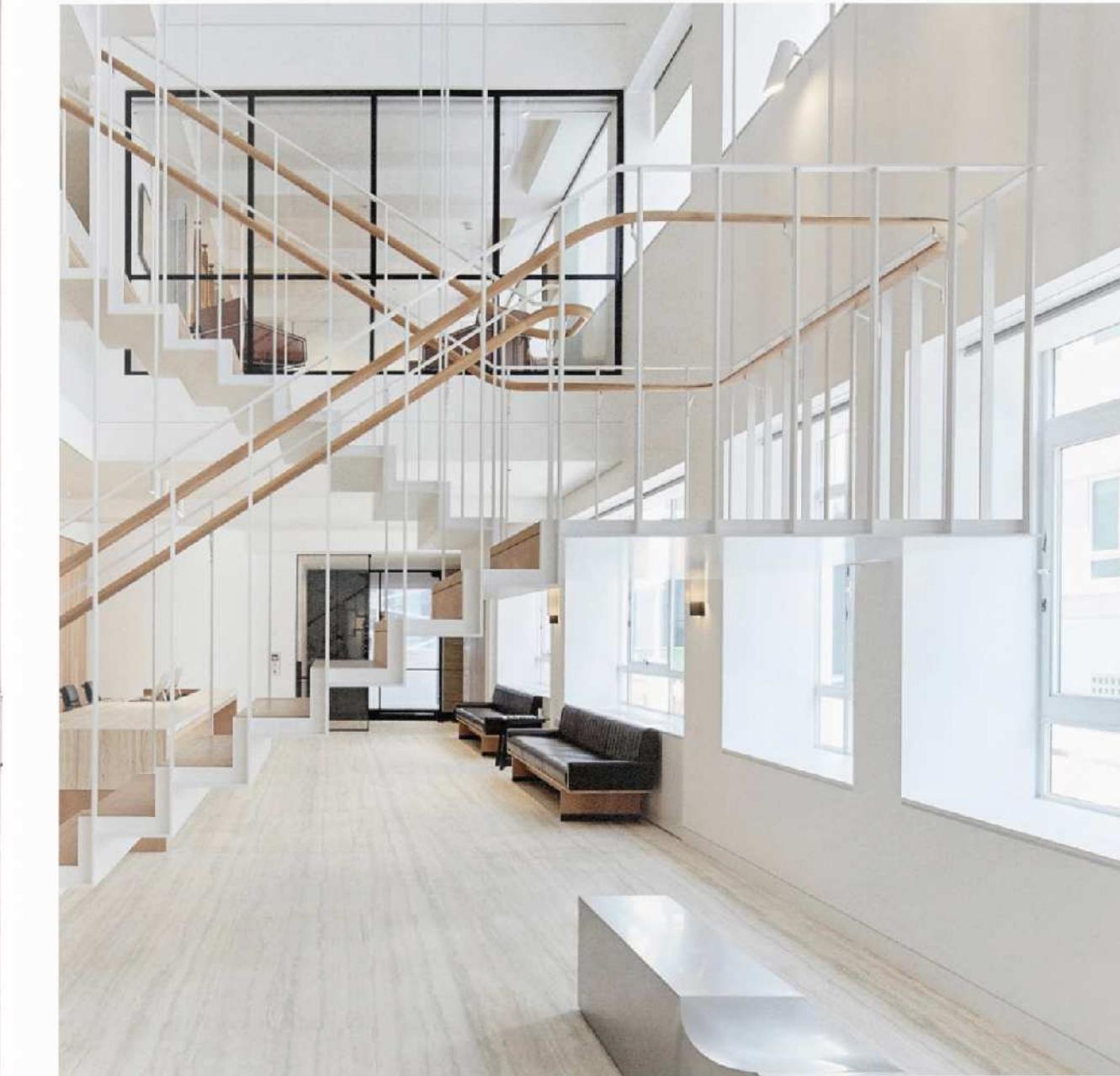
Projects

**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

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.

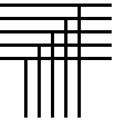
We recognise each other.

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.





Laying Foundations For Great Futures

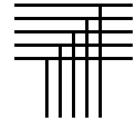


TypeTen

What We Do

Construction





Our Story



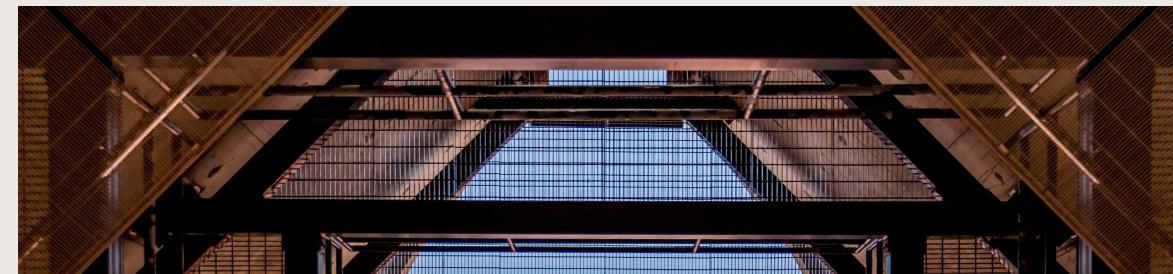
It's The People That Are The Success Of This Company, What Drives It Forward And Makes It A Success. It's The People That Are The Success Of This Company, What Drives It Forward And Makes It A Success. It's The People That Are The Success Of This Company, What Drives It Forward And Makes It A Success.

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.

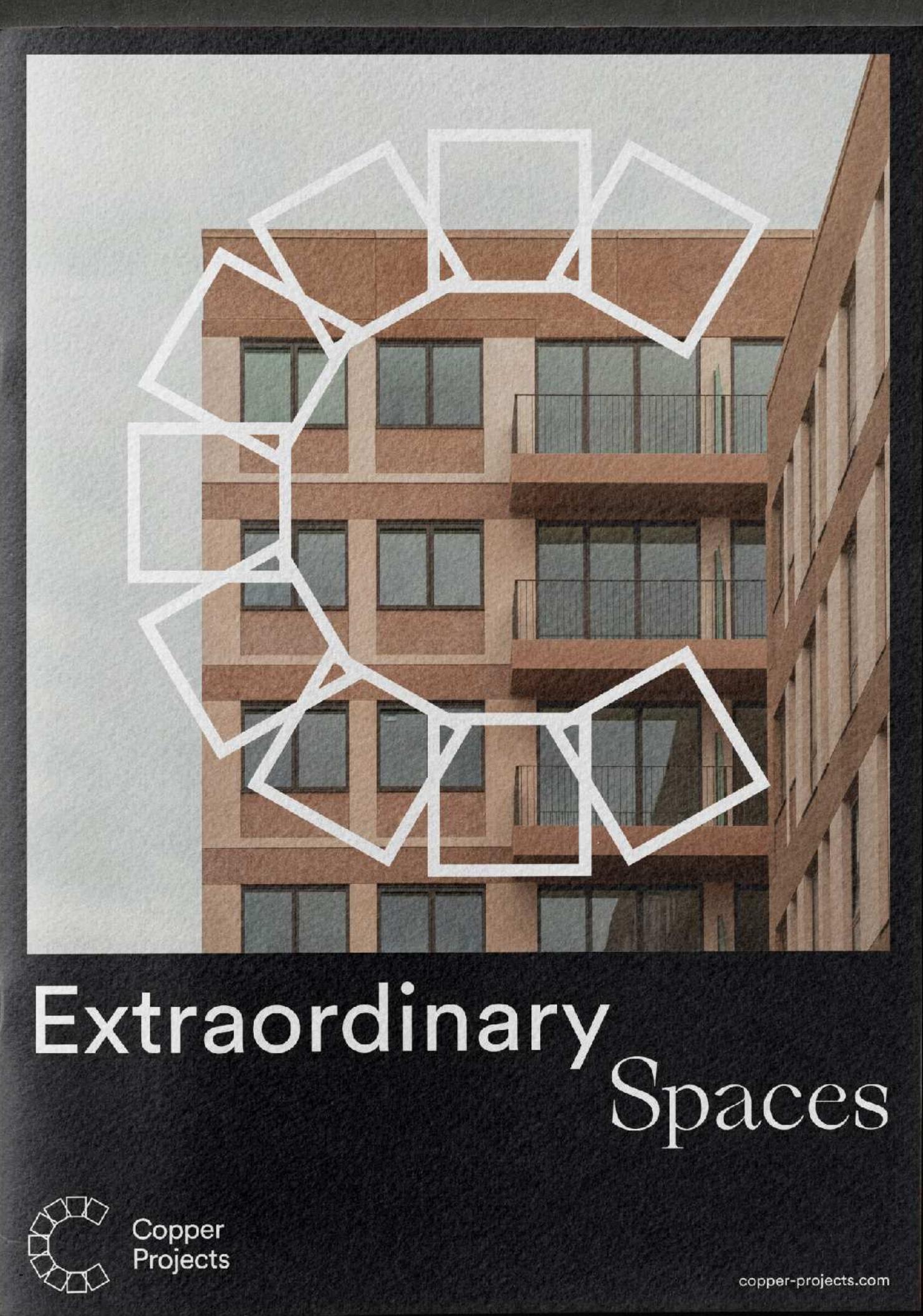


BLD

COPPER PROJECTS

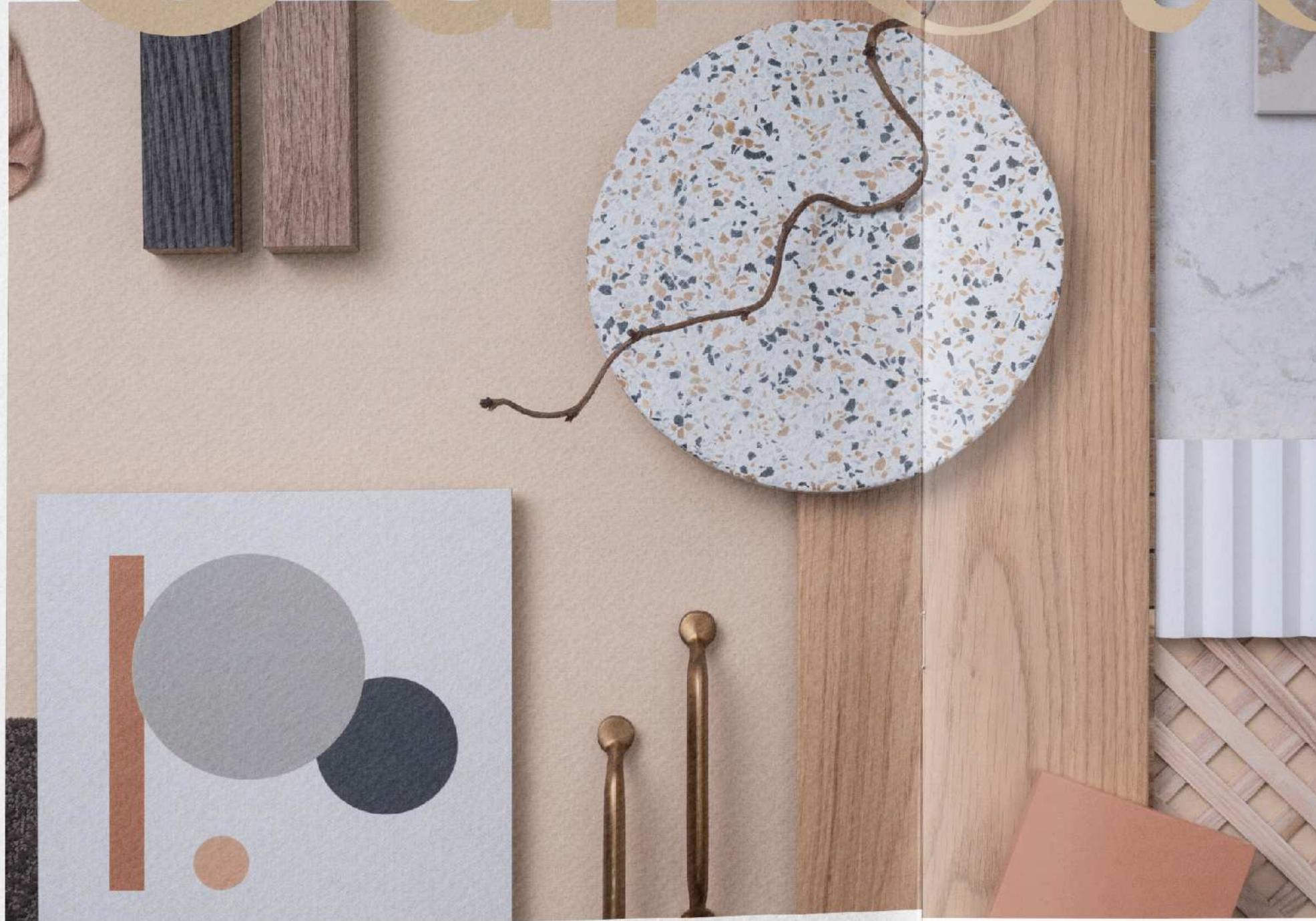


COPPER PROJECTS / BRANDING / WEBSITE



SANA JARDIN / REBRAND

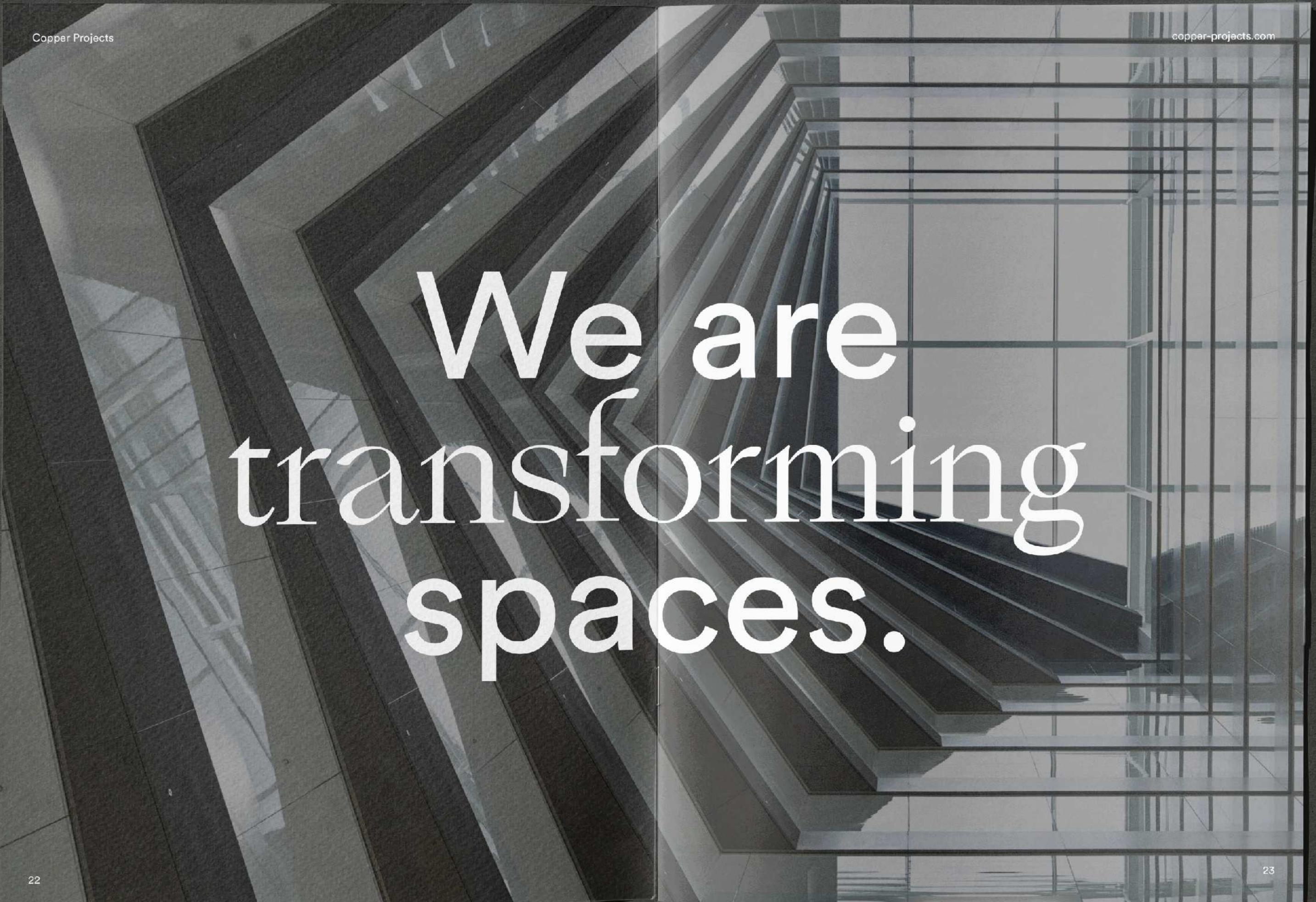
Our Story



Copper Projects was founded in 2017 by Lee Barnes and John Wicks, the duo came together after years of experience working together. It was their desire to shake up old ways of working and put clients' needs first that has forged strong values that shape our culture and the way we still work.

Together they brought together a team of over 30 skilled professionals who dedicated to excellence in creative, technical, and commercial areas. Our specialist team in our fit-out and refurbishment divisions have years of industry experience from the start of a project to fully fit-out projects.

With our head office based in the City of London, we provide exceptional service to our clients. We prioritise superior quality work and a straightforward project experience, meeting expectations on time and within budget.





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

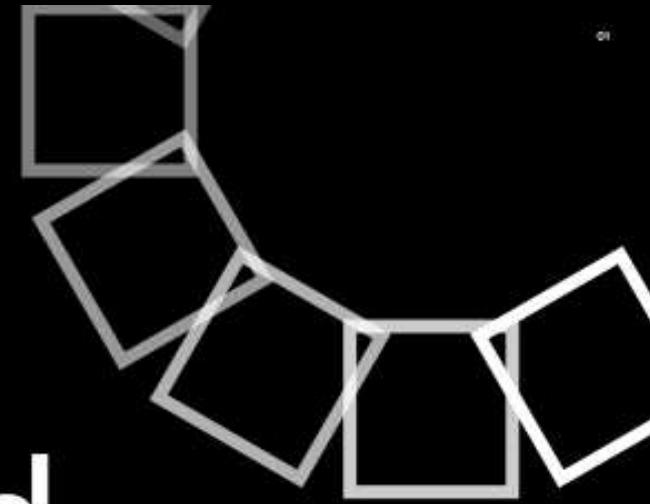
copper-projects.com

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

05 How we do it
06 Financials
07 Our Clients

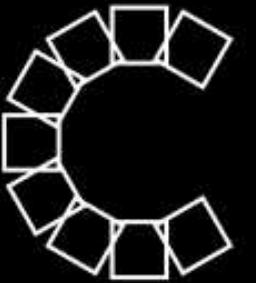
3

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.

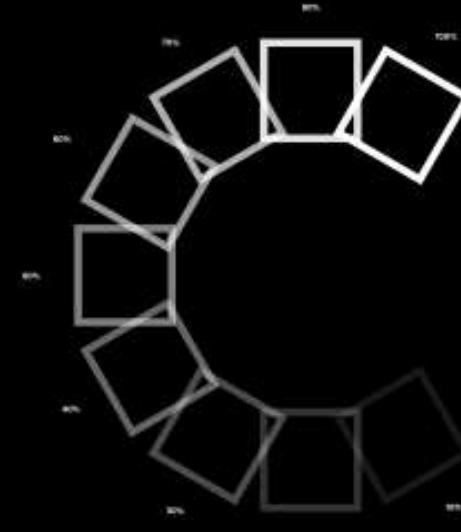


Copper
Projects

Logotype

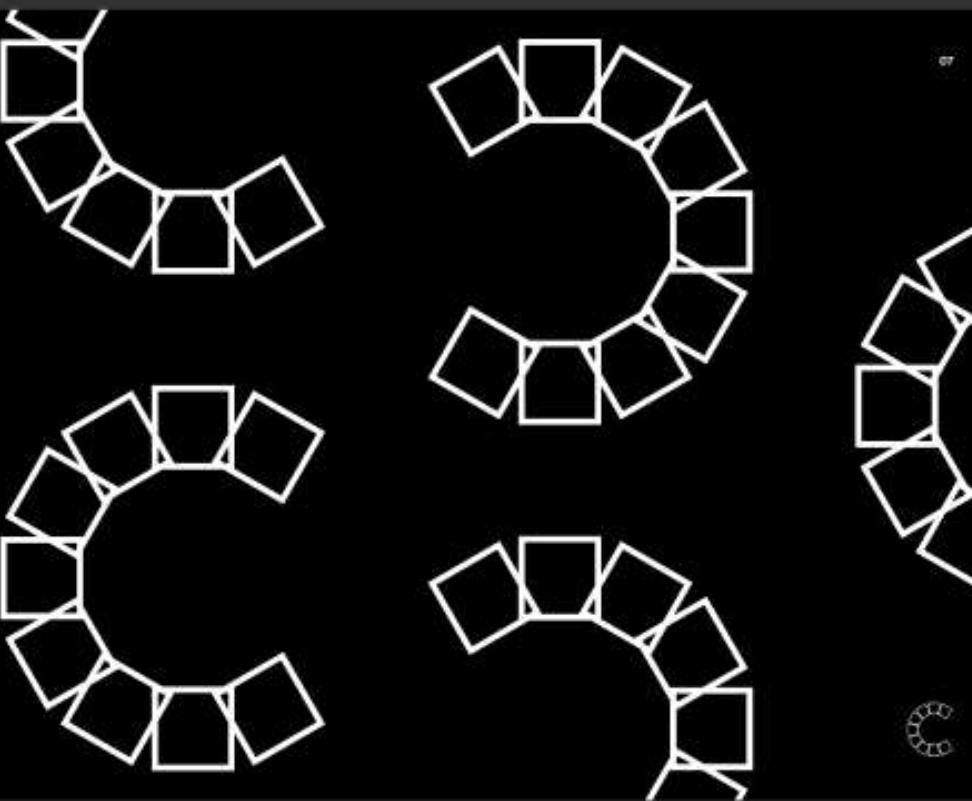
The logotype can be used separately to the full logo lock up but this should always be a secondary usage. The C icon should be placed next to the logotype.

Copper
Projects



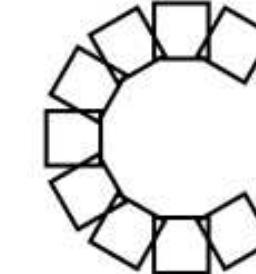
Icon Pattern

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

@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

MENU

BOOK A TABLE

MARKET

ABOUT US

CONTACT

STRAKER'S

MENU

BOOK A TABLE

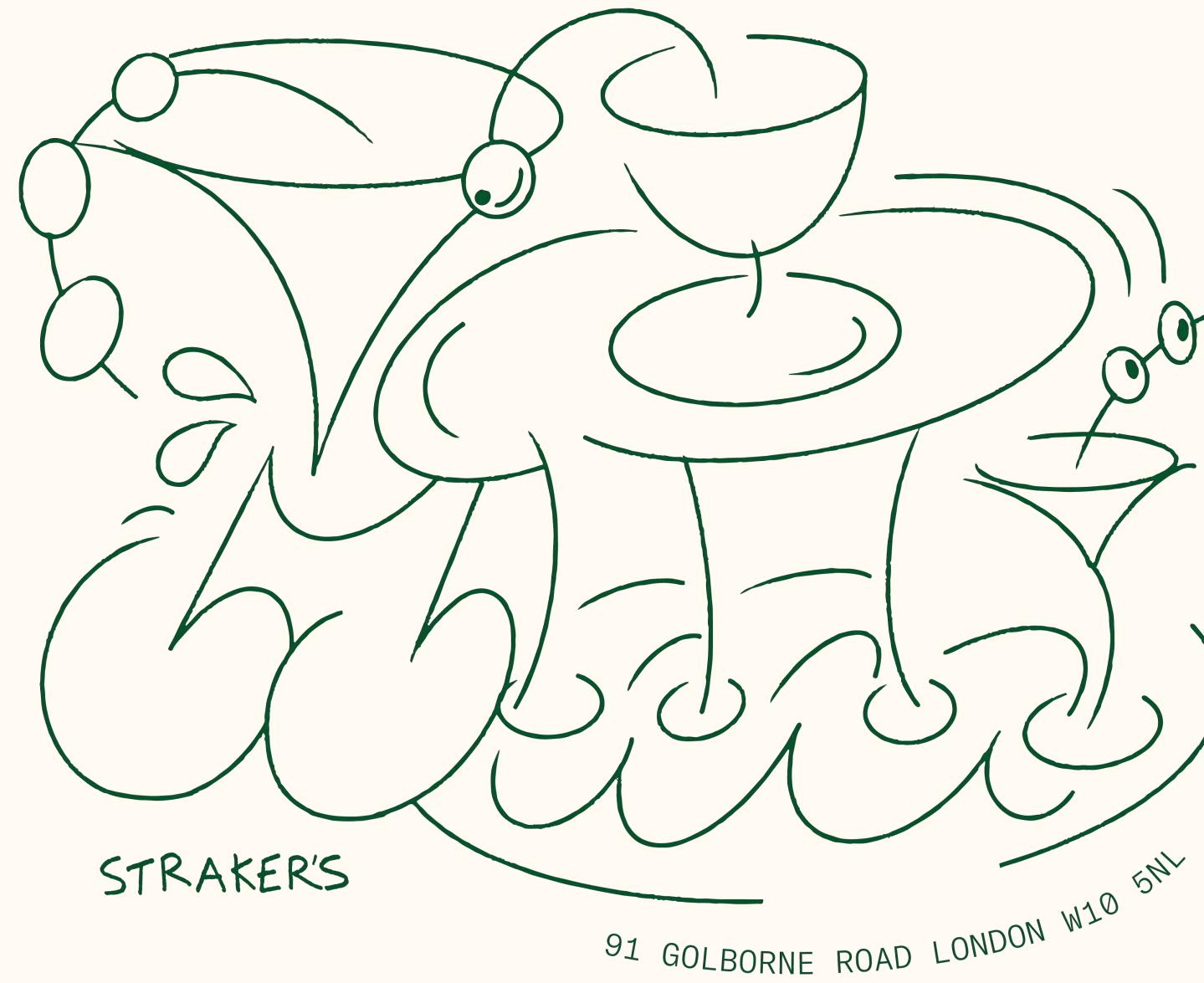
MARKET

ABOUT US

CONTACT

@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

MENU

BOOK A TABLE

MARKET

ABOUT US

CONTACT

@STRAKER'S

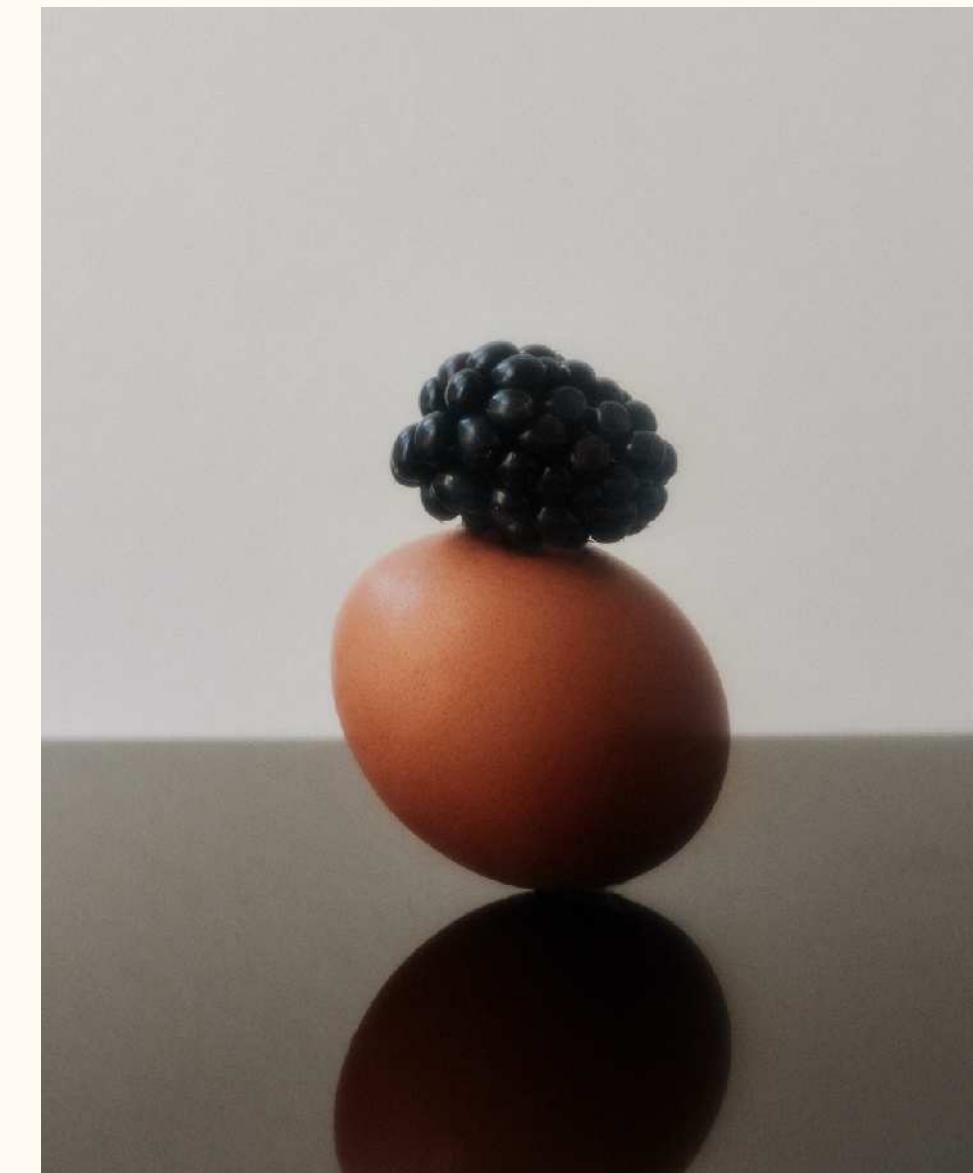
91 GOLBORNE ROAD
LONDON W10 5NL



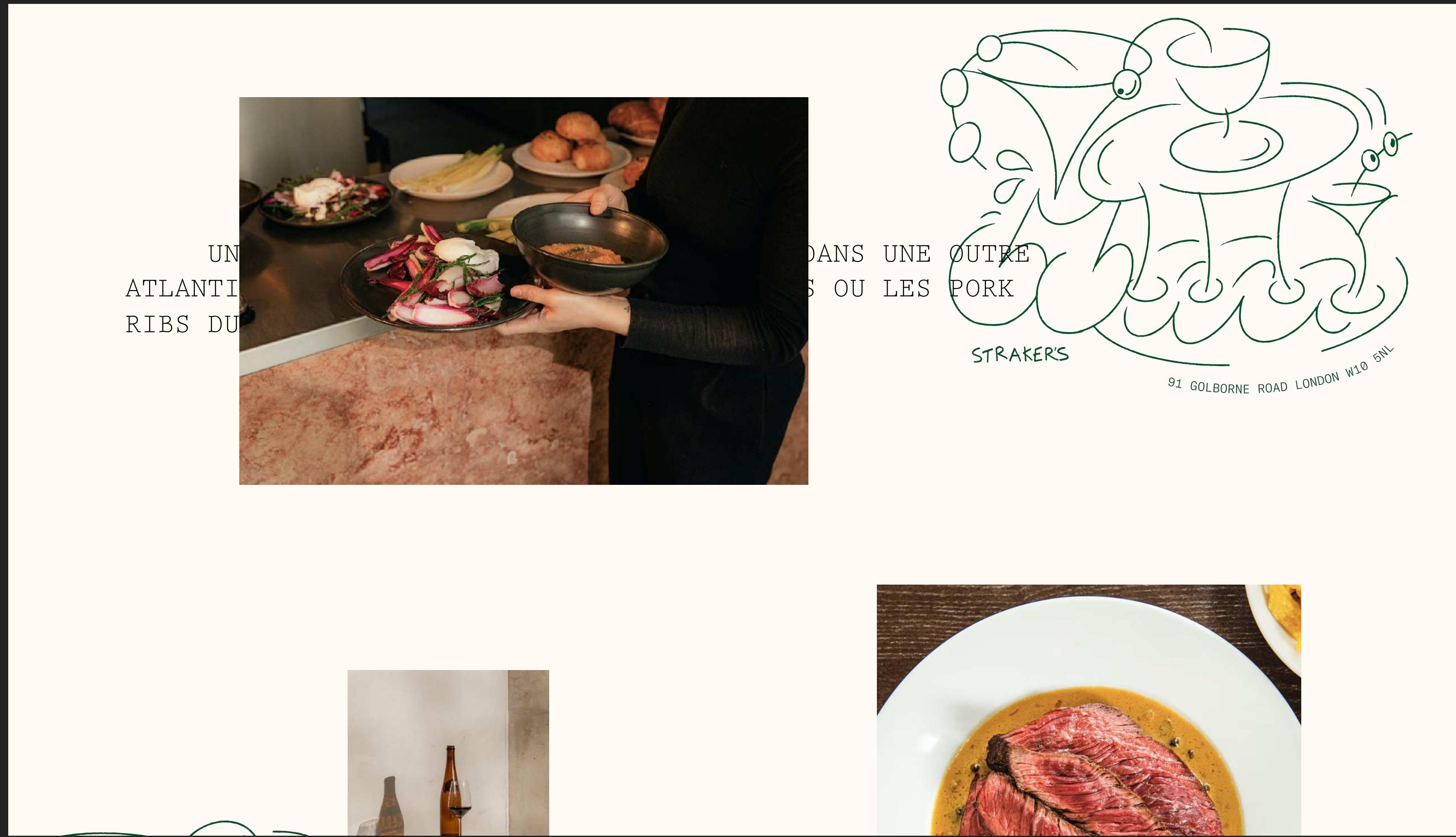
OPENING HOURS

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

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



STRAKER'S / WEBSITE



[STRAKER'S / WEBSITE](#)

STRAKER'S

MENU

BOOK A TABLE

MARKET

ABOUT US

CONTACT

@STRAKER'S

91 GOLBORNE ROAD
LONDON W10 5NL



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