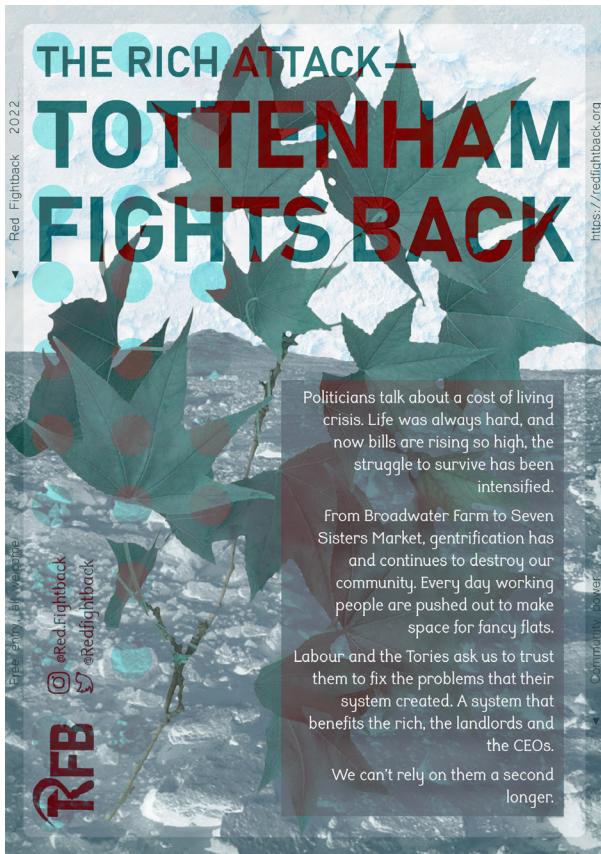


RFB was a mutual aid group I was a part of over COVID from 2020 to 2023. I produced fliers, leaflets, stickers, and a website for them.

Our design language was about colour and attention on the street, and I took cues from gig fliers to speak to the young demographic of organisers we wanted to get in contact with.



Flier for Tottenham on gentrification



3:2 aspect business card sticker



1:1 aspect sticker w/ interesting barcode



Leaflet backside for Glasgow



Flier for Liverpool on cost of living



Letterbox leaflet for local elections in Britain

I produced social media assets and reformed some of the organisation's branding. Within the organisation I promoted new and modern design styles, as opposed to relying on working class iconography from the past for our branding that made it difficult to differentiate us from other organisations.



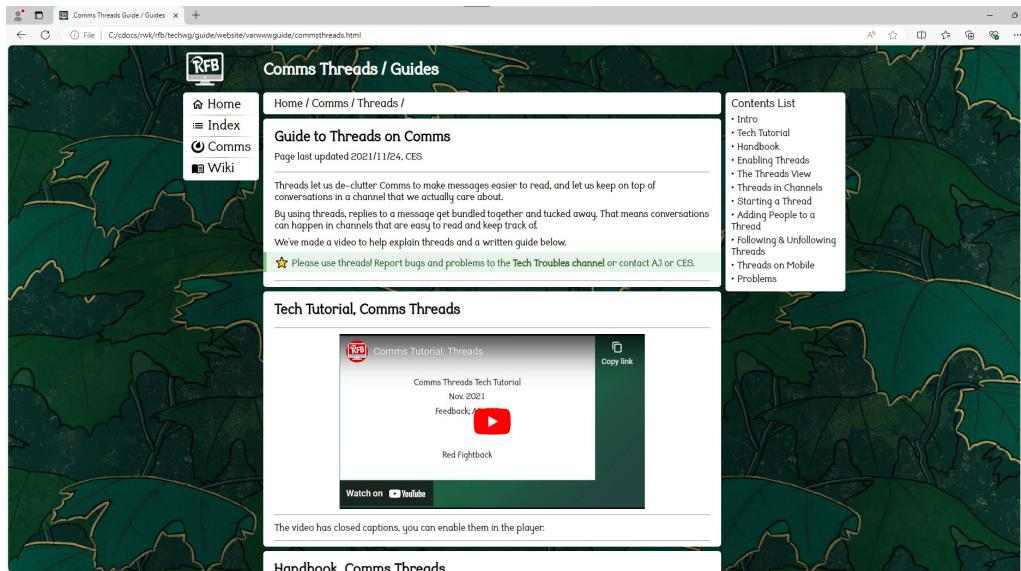
Post assets for Instagram, Facebook and Twitter. Every social media site has different requirements for images; for example Facebook will quickly compress uploaded images over 100kb which can damage text readability. Adept pre-compression is required to retain image quality for Facebook posts.

I also produced assets for Eventbrite listings, webpage article images and copywriting, HTML, CSS and SVG for the web and for emails, and did domain name management.

The website I produced for RFB was designed to work on both 4:3 and 16:9 monitors, and also work on iPad and smartphone screens natively.

It featured breadcrumb navigation to make a hierarchical page structure possible, a vertical navigation bar on the left to maximise usable space on the screen, a narrow reader pane in the center to help readers parse text, and it made use of Dr. Robert Hiller's typeface Sylexiad, for adult dyslexic readers.

I have repeatedly used this website layout in later projects because it is one of the oldest established design languages for websites, looks formal and organised, and because it's easy for programmers to implement and maintain.



16:9 (widescreen) aspect ratio.

This website was a guide for users of RFB's tech services. The green helped differentiate the guides from our other webpages and the lush, leafy theme complimented the Sylexiad serif font and helped make the site feel friendly.

(Left) Mobile aspect ratio. This was implemented natively in CSS using the '@media' rule.

(Above) 4:3 monitor aspect ratio, for iPads and older PCs.

In addition to graphic, print and web design work for RFB I have also produced presentation graphics, sketches and illustrations for product design.

My personal portfolio can be viewed at <https://ceres.pet>

