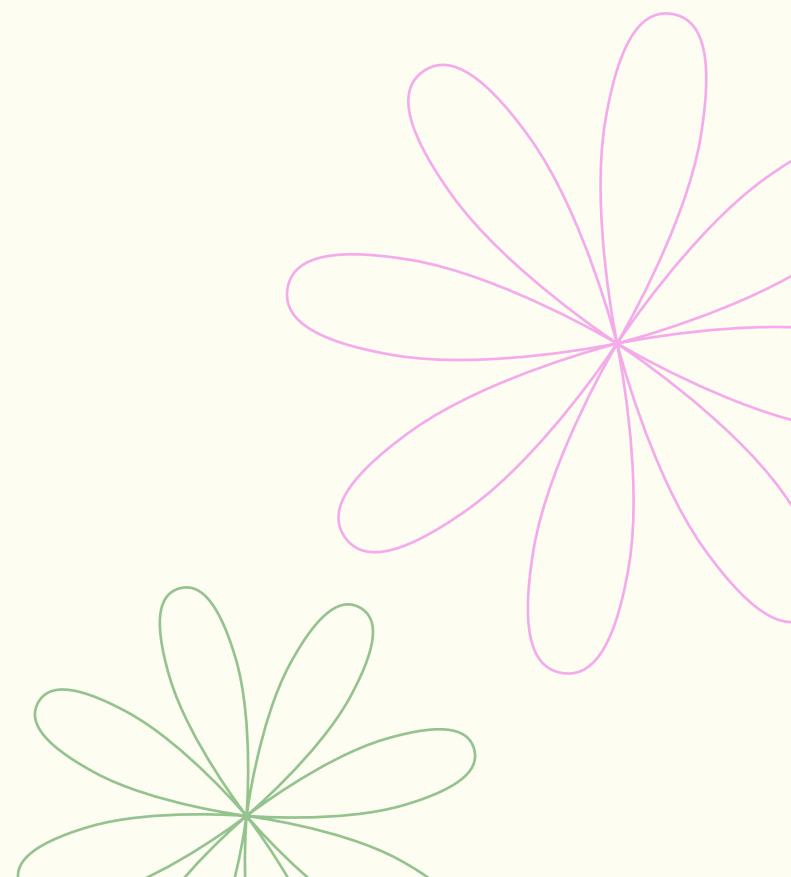


Beth Larcombe

DESIGN PORTFOLIO



BRANDING & PRINT

The Blend Academy

The Winchester Distillery wanted to craft a new gin experience in the heart of Winchester with a bold new brand to boot.

After helping to ideate and choose a name for the experience, I then had the pleasure of hand drawing the logo, creating brand guidelines and drawing illustrations for The Blend Academy, along with numerous pieces of printed collateral and interior design suggestions for the space.

This included print advertisements as well as window vinyls, bottle stickers, golden tickets, postcards and pull up banners to be used at events.



River Cottage

River Cottage is a classic British brand, grown from the original TV series Escape to River Cottage, which aired in 1999. Since then, it has grown to encompass restaurants, cooking schools, events, weddings and more.

After being asked to come up with some brands we would like to work with, I put together a presentation to pitch to River Cottage. After a childhood spent on the allotment or watching the show on telly, I had fond memories and felt they could benefit from a branding project to help feel modern and relevant.

The presentation featured a new logo, fonts, colours, and ideas for how the brand would apply across printed and digital applications. It was sent to the River Cottage team and received a very positive response!



BRANDING & PRINT

Willo Remedies

Willo Remedies is a company focussed on providing customers with natural CBD remedies for the body and soul.

Tasked with creating a brand from the ground up, this concept took a more natural, holistic angle, with CBD serving as a secondary benefit.

A logo, colour palette and product packaging such as balms and tinctures was created, alongside full brand guidelines, social media and website suggestions.



The PIG Hotels

After working with The PIG Hotels for several years on much of their printed collateral, we were asked to pitch for their website design.

We reviewed their existing site and worked on creating a simple, more streamlined user experience to help users find information and book more easily.

Using a highly textured look, I was conscious to give a warm, rustic vibe whilst still conveying the luxury of the hotels.

Choosing textures such as ripped paper and muddy splatters helped the concept feel personal and meant working closely with the development team to figure out the best way to build such an ambitious design.



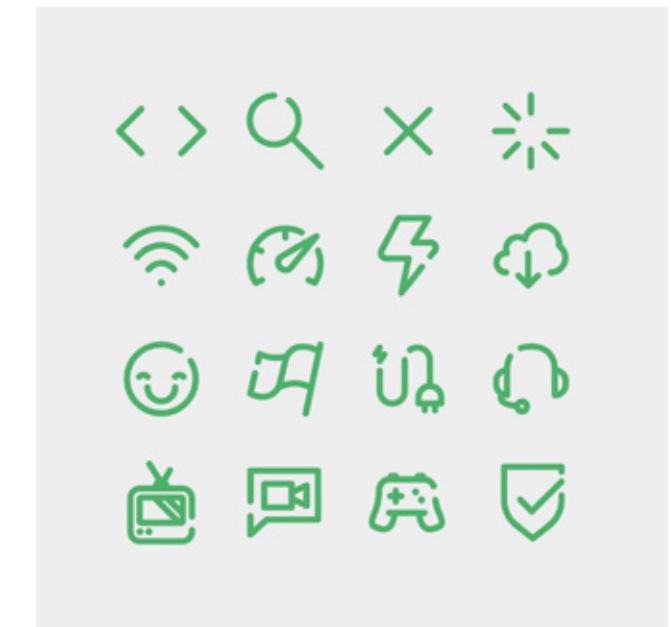
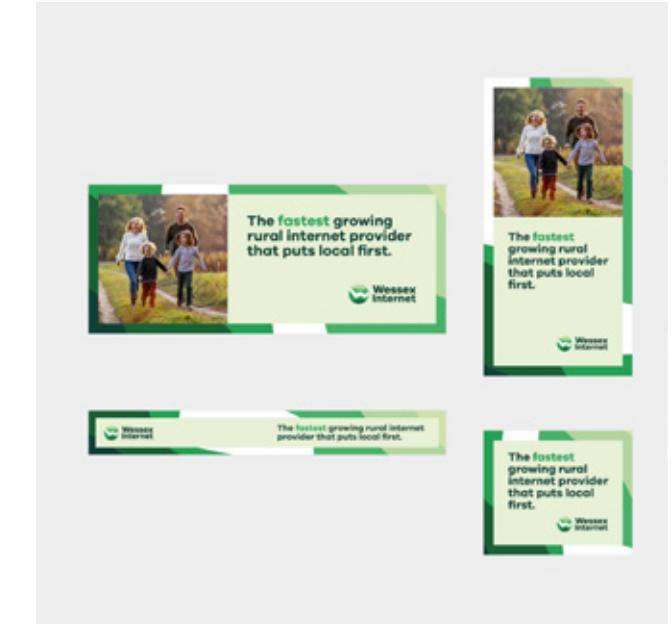
BRAND ROLLOUT

Wessex Internet

Wessex Internet is a rural broadband provider who help get fast, modern internet to those that the bigger national companies turn their backs on. They came to us with a new brand created, but needed it rolling out onto a huge variety of assets to get it up and running.

I was the main designer to work on this task, creating a host of printed and digital collateral, as well as building on existing brand assets and updating the guidelines with all the new creations.

Leaflets, posters, digital banners, social posts, a custom drawn icon and illustration set, brochures and more went into this behemoth project, and were all created using the new guidelines. These were also updated and tweaked as we worked to build in flex and allow Wessex to easily use and add to them in future.



Marwell Activity Centre

Marwell Activity Centre (MAC) is a local business offering mini golf, quad biking, zip lining, camping and more. Aimed at families and adventure seekers, it's a great way to get out and enjoy the outdoors.

After being asked to come up with some local brands we would like to work with, I put together a presentation to pitch to the Marwell Activity Centre team. I felt that after the rebrand of some big national competitors, MAC would benefit from an update to help them stand out and maintain relevance against their competition.

I put together a concept that focussed on the adventure aspect of the centre with wonky type, bold colour palette and exciting photography. I explored digital, social and print applications to show how this visual shift could play out across every important facet of the brand.

MARWELL ACTIVITY CENTRE

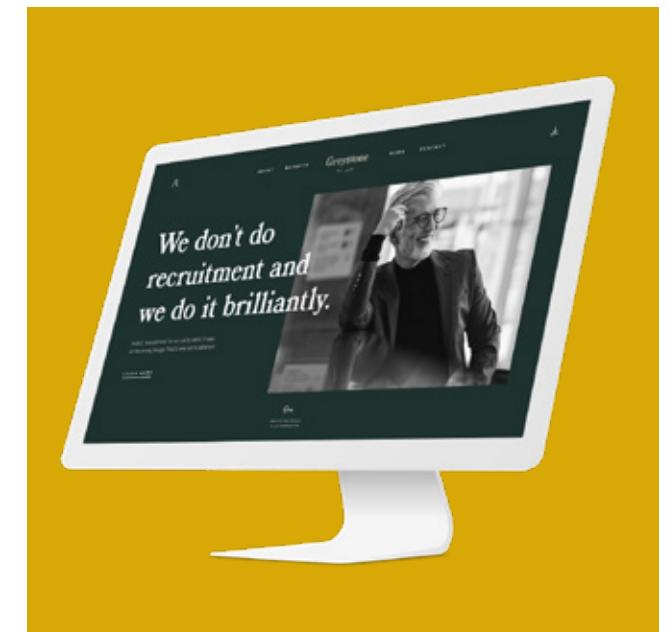


Greystone

Greystone Engineering are a recruitment company specialising in recruiting for the engineering sector. They pride themselves on their more personal approach to recruitment and wanted a brand that differentiated them from their competitors and more clearly showed their USP of tackling recruitment in a totally different way.

I created a concept based off of their unique 'club' approach, where they only service the top 10% in their industry. This led me to the idea of creating a key out of the 'G', symbolic of the doors that working with Greystone can open for a member of their exclusive club.

Assets created for the concept included logo, colour palette, proposal document, responsive web design, photography direction, visual system and social media posts.

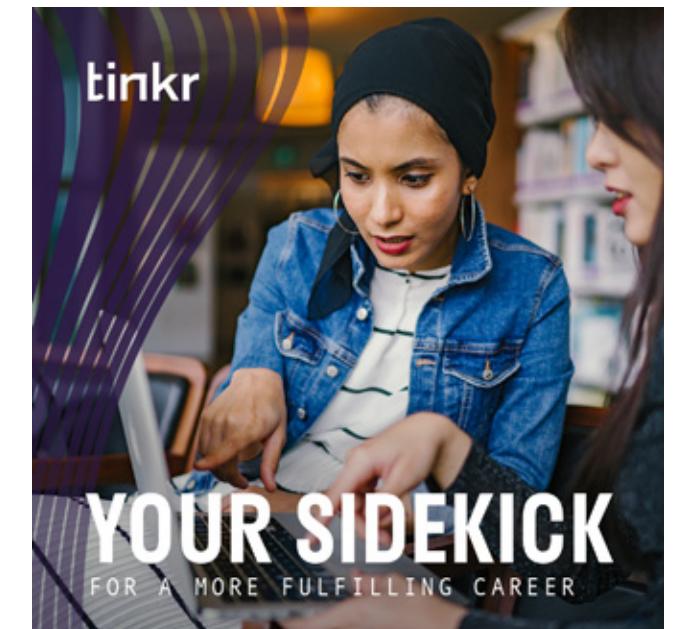
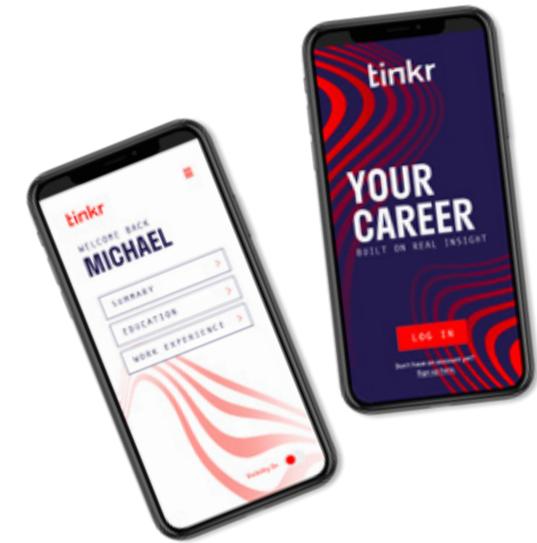


Tinkr

Tinkr is an up and coming app powered by artificial intelligence. Positioned as your own personal mentor in app form, it parses user's CVs and utilises data from other users to provide insight into your career.

The entire app needed branding from the ground up. This included logo, visual system, messaging, app designs, brand guidelines and more.

This concept focussed on different aspects of the brand; firstly, the individuality of each user and their journey. Secondly, the personable aspect of the app and it's mentor-like status. These inspired the finger-print like patterns, always hinting at the unique nature of both the users and the app itself.



IN-HOUSE

The Children's Society

Working as part of the Creative team at The Children's Society has given me a fantastic insight into how a brand operates in-house. My work with the team spans any visual output from the organisation, including both print and digital. This can range from a 100+ page report like the Good Childhood Report, slices for the Drupal website to help increase engagement, and creation of new brands for events like the Young Carers Festival or services such as Time.

The team is also responsible for upkeep and maintenance of The Children's Society brand, creating assets to empower colleagues, running workshops, keeping guidelines up to date and collaborating with other teams on major brand projects. Utilising more involvement from young people, creation of textures and patterns and ideating new ways we can incorporate type and photography have been exciting ways we can push the brand further, helping the organisation stand out from competitors and increase engagement.

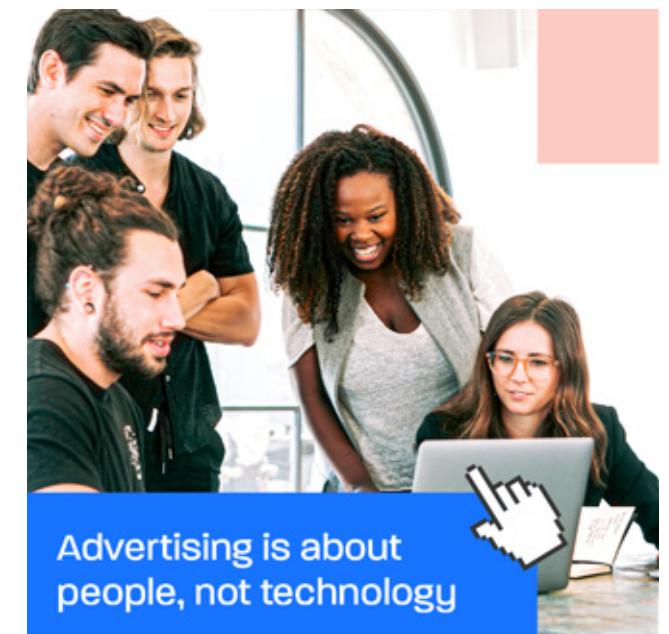
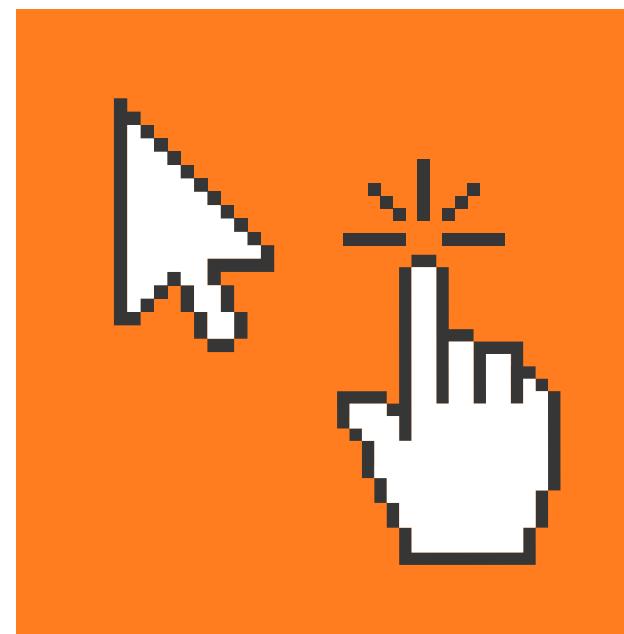
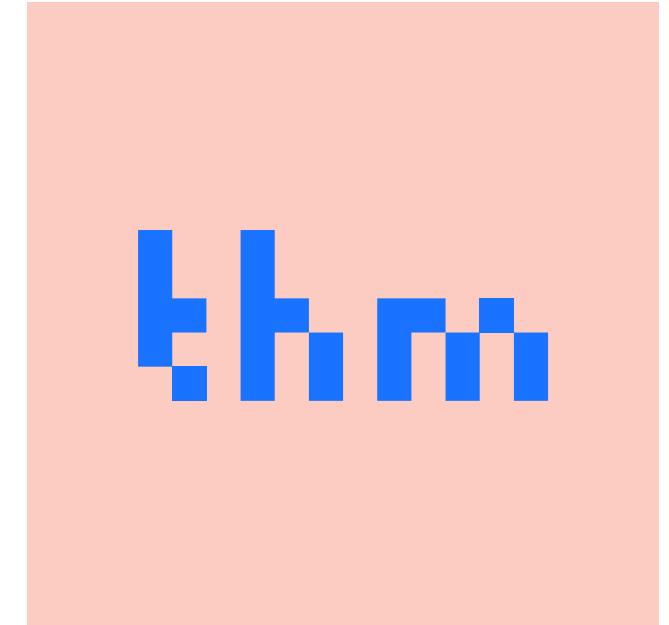
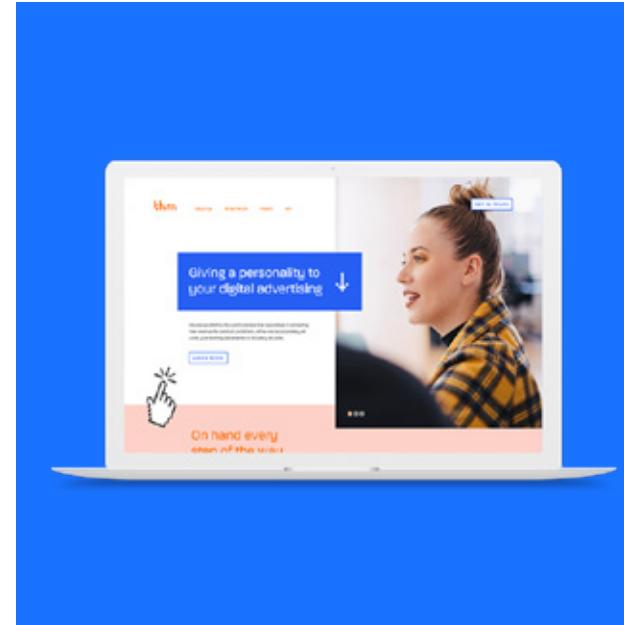


Trade House Media

THM are an online advertising agency who wanted a new look to help them stand out from the crowd.

I created a concept that looked at the digital aspect of their work but in an old-fashioned way, just like the traditional take they use with their clients. This led me to an 8-bit style with a bold, modern colour palette to create cut-through against competitors.

Utilising people-focussed photography, it helped the brand introduce a fun, human edge that connected with clients and helped THM show they have a more personal touch. Pieces created for the concept included a logo, web designs, social media posts, iconography, visual system, colour palette and presentation templates.



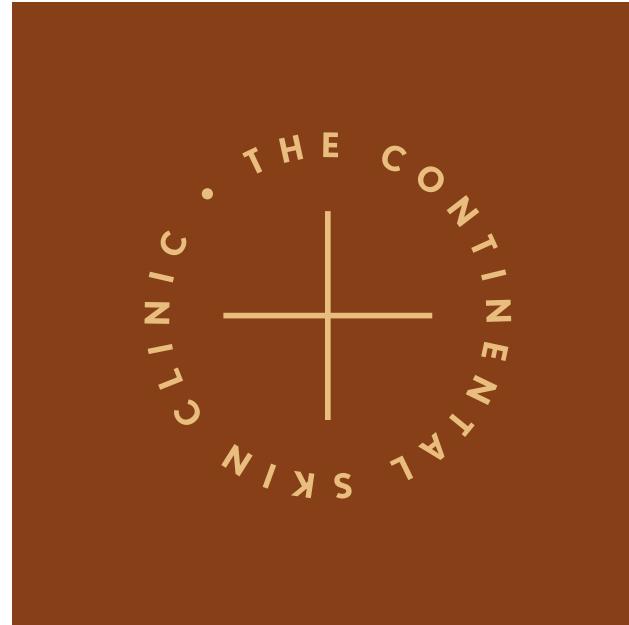
BRANDING

CSC

The Continental Skin Clinic is based in London and services a range of beauty needs, from specially chosen luxury products to treatments such as dermal fillers, IV drips, massages and more.

This concept was created based on the clientele the clinic wanted to attract - men and women from all over the world, keen to try modern treatments in an up-and-coming space. Because of this, the colour palette was based on a range of skin tones, to always tie the brand back to it's most basic goal - beautiful skin.

A pared back, almost medical vibe, gives a modern, chic feel. However, with the use of warm colours, it avoids feeling too clinical. A logo and colour palette were worked up, also including a range of assets such as printed media, signage, interior suggestions and website concepts to ensure the brand looked flawless at every touchpoint.



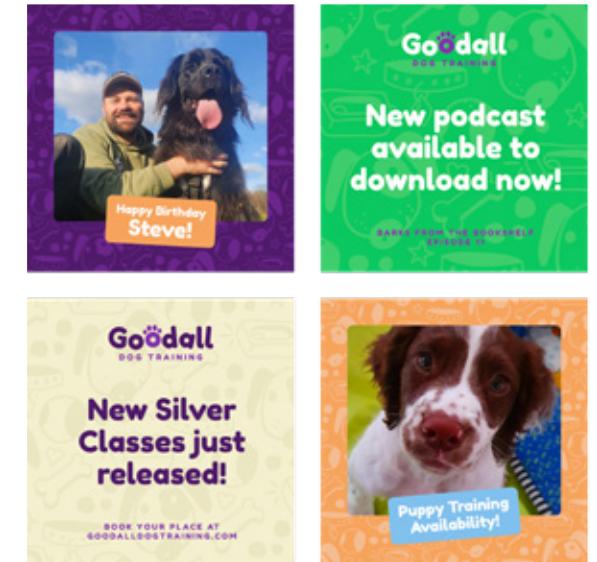
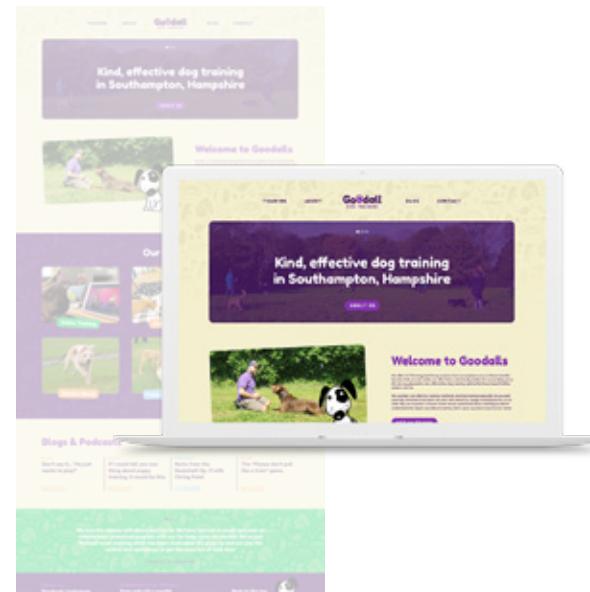
BRANDING

Goodall Dog Training

Goodall Dog Training is a local dog training serving the Southampton area. Steve and Corrin specialise in friendly, effective training methods rooted in positive reinforcement.

The old branding had it's merits, but needed an overhaul to match their rapidly growing business and present them as professional and trustworthy.

The existing illustration was kept as not only did it have sentimental value to the client, but it was also a recognisable part of the brand. The colour palette was expanded upon to give more opportunities for varied designs, and a hand drawn pattern was created to give the brand a fun, personal feel that always linked back to the most important aspect: dogs!

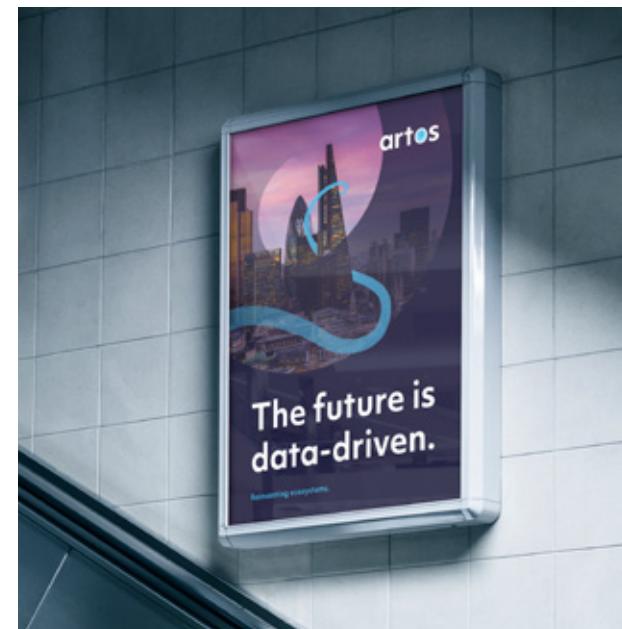
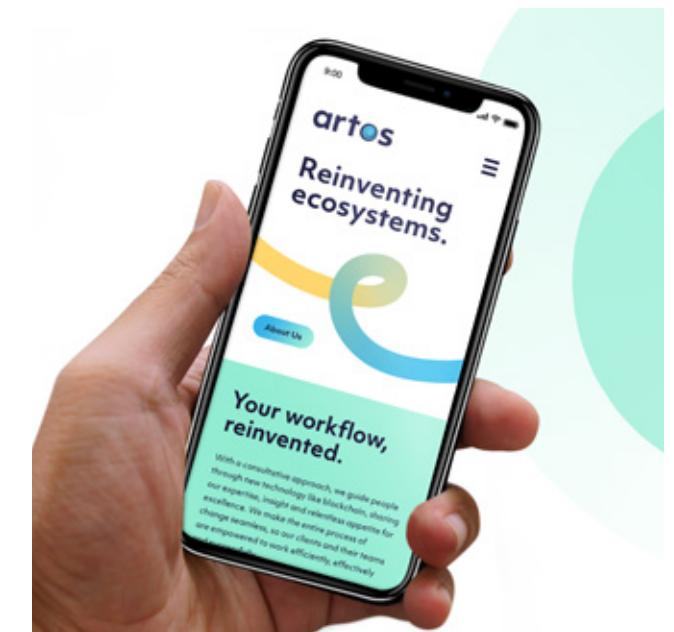


Artos Systems

Artos Systems is a start-up focussing on utilising blockchain technologies to help companies make their data safer.

Being a start-up, they required everything to be worked on from scratch. After robust research, this concept was created based around the idea that data is a thread which connects both people and workflows. This visual came into play not only in the logo, but throughout the visual identity in a variety of different ways.

A trustworthy, technical colour palette was used to boost these aspects within their sector. This was then accented with a yellow as a differentiator, and to bring a pop to colour to an otherwise blue brand landscape.



Oema

Oema is a chemicals company with a wide variety of services, including chemicals, analysis, an in-house laboratory and site surveys. Their previous name 'OemaChem' made customers think they offered less than they did, and their look was dated and cliché.

This concept took inspiration from close up imagery of cells, and the strong relationship between the staff at the family run business. This connected visual gave a strong look for layouts, used either as solid colour, filled with images, or even with gradients.

The brand language was tweaked to feel more up to date, and put the company USP of being family run and close-knit at the forefront. The concept was applied to a range of items, such as business cards, chemical containers, social posts, a website, a brochure, and more.



It's all
about the
chemistry.



Animated Direct

Animated Direct wanted to rebrand their social media and create campaigns surrounding pet health, providing customers with helpful information in a fun, easy to digest way.

As my love for animals is no secret, I was tasked with leading on many of the designs within this colossal project, creating web designs for almost half of the campaigns and a range of collateral from leaflets to infographics to campaign badges.

As an added bonus, I also provided the voice over for all of the videos! I knew that A Level drama would come in handy one day..

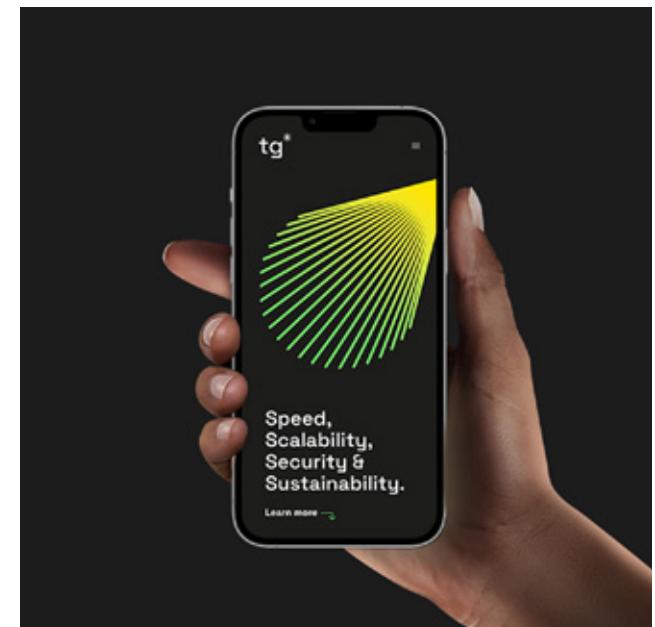
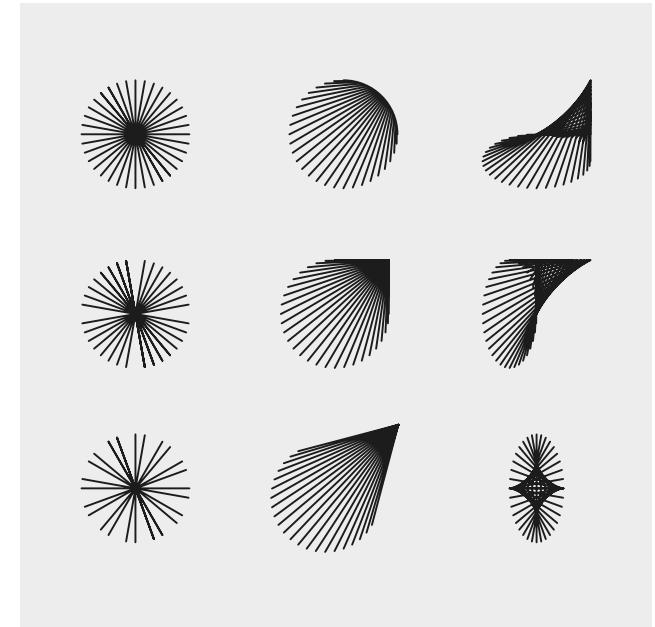


Temtum Group

Temtum Group is a technology company focussing on cybersecurity and blockchain technology. The work they do is complex and cutting-edge, and they needed a brand that understood that whilst still allowing them to feel approachable.

This concept aimed to give the group a modern edge, as the essence of what they do is so future-focussed. The icon used in the logo represents their four unique selling points, as well as converging points of data. The idea of a multitude of data has then been applied across the identity, creating a range of complex and interesting icons and patterns that suggest security through their tight shapes and can be scaled and flexed for a unique, forward-thinking vibe.

The colour palette and font choice are cool and modern, intentionally staying away from the clichéd blue to help them immediately visually stand out against their competitors.



Cascade

Cascade Communications is a public relations firm specialising in the built environment. Working across engagement, advocacy, communication and campaigns, Cascade advise on issues impacting local communities, businesses and politics.

The business approached us for a rebrand, wanting to elevate their visuals and reposition themselves as leaders in their sector.

My concept took queues from the built environment. Archways, building blocks, windows and doors were distilled down to their most basic shapes, which were then utilised to create clean, modern layouts.

Teal, beige, bright coral and plenty of white give a trustworthy yet vibrant feel. Patterns gave a higher end edge, a nod to the excellent service provided. And photography focussed on people, both from the Cascade team and within the communities they work with, to show the friendly faces at the heart of the business.



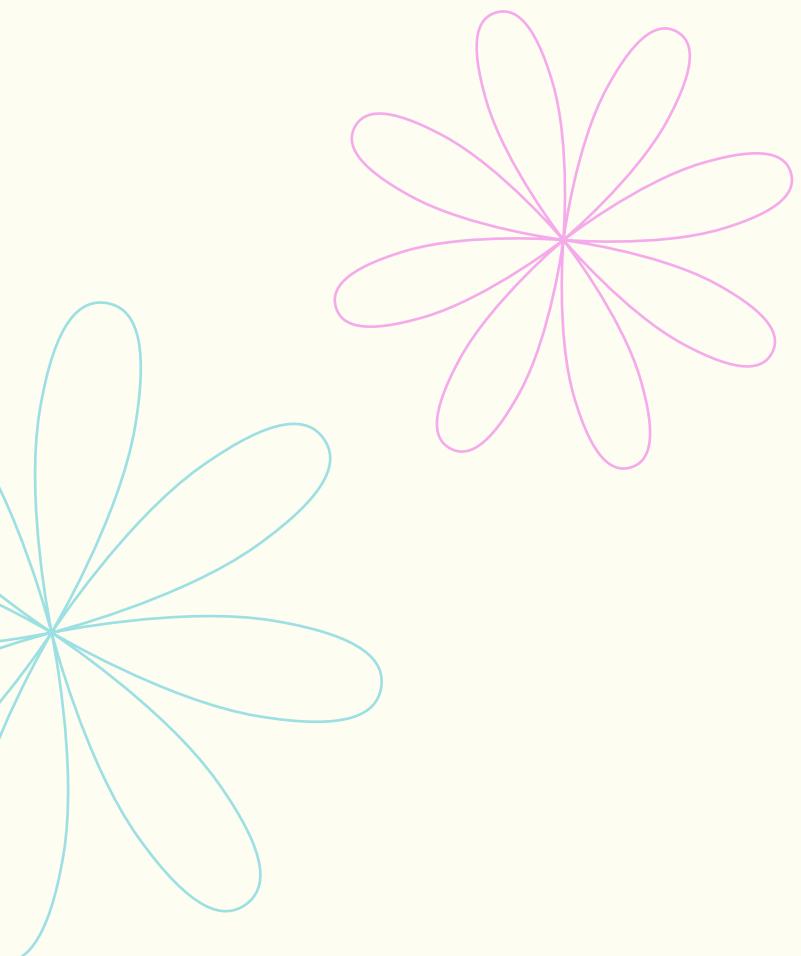
Wagglesworth

Wagglesworth is a local dog shop based in the local village of Alresford. They specialise in everything someone might need for their beloved pup, from raw food to made to fit harnesses, treats, bedding and more. Alongside their highstreet shop with impeccable customer service, the brand wanted to create a strong digital presence to help them stand out against national competitors.

My concept focussed on creating a sweet, genuine brand to match the love people feel for their furry companions, and the helpful and caring nature of the Wagglesworth team.

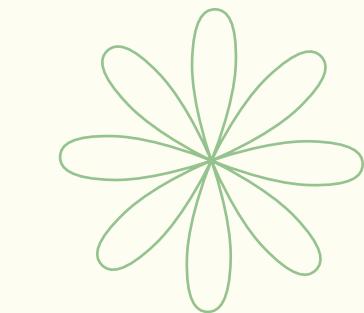
Copy speaks to potential customers wanting to treat their pets like family. Photography of people interacting with their companions breaks out of soft shapes to give a layered feel. Illustrations are utilised for their cute style to mirror our feelings towards our pets. A colour palette of deep green, purple, light green and blue feels interesting, trustworthy and modern.





Thank You

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