

A wide-angle photograph of a man in a dark suit and tie standing in the middle of a turbulent sea. He is looking directly at the camera with a neutral expression. The water is white-capped and foamy, with waves crashing around him. In the background, a long concrete pier or breakwater stretches across the horizon under a clear blue sky with a few wispy clouds.

A Portfolio/
Ross White //

WE ALL COME FROM SOMEWHERE

WE ALL COME FROM SOMEWHERE

**TheWhy?t:Identity/04//Promotion/22//Campaign/62//
Photography/98//Client/112//TopTurns/116//Contact/130//**

yet Identity

Desert Rose Resort // 2015 // Start //
Regale Frozen Food //
10 Manchester Street //

y.t

A single aim charity project, **2015** needed a simple identity so a strong numeric approach was used. Retaining a perfect circular dynamic for the '0' creates a window as both work portal showcase and as metaphor for the future.

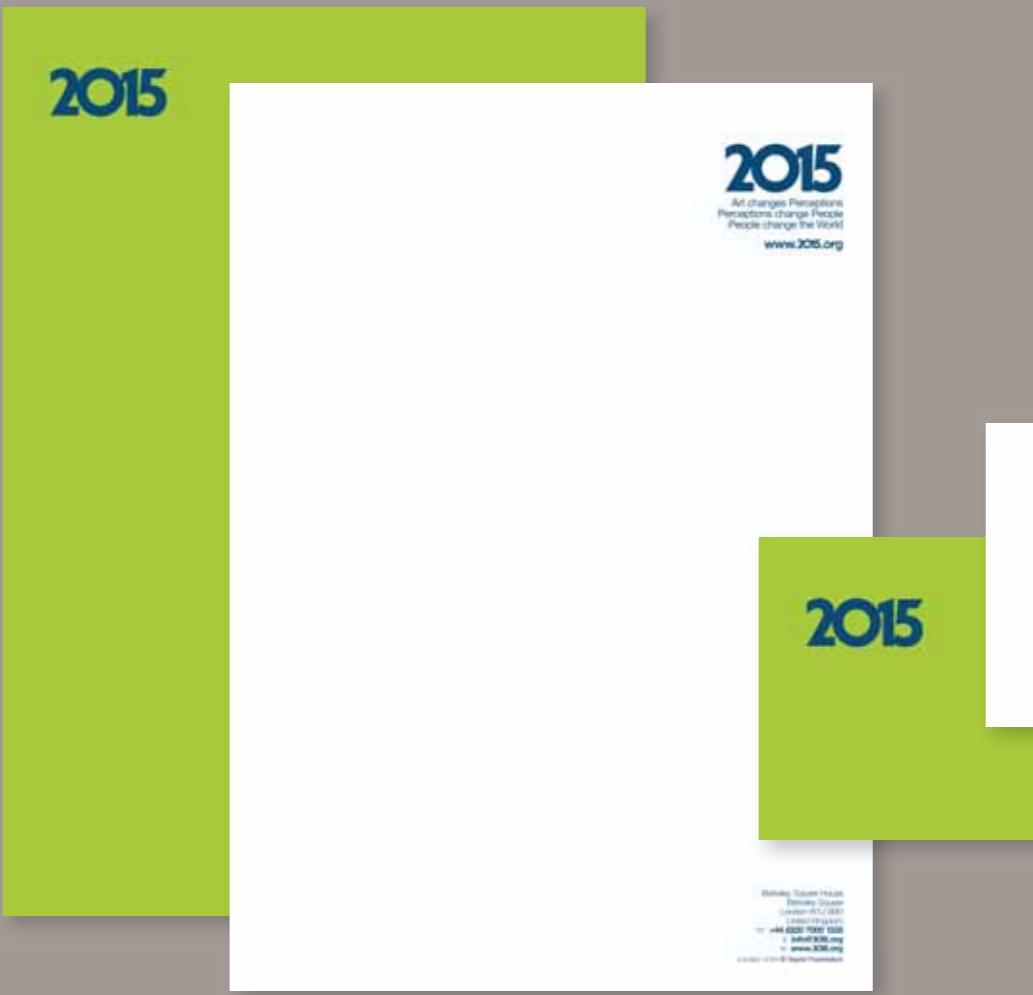
2015 ↵



2015 ↴

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Working closely with children in war-affected areas and using art as a creative outlet for them, **Start** is an offshoot of the Al-Madad Foundation charity. They required a strong, impactful logo for use across a diverse range of media.

Start ↵



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Suffering from an over complicated and messy approach, **Regale Frozen Foods** needed an identity overhaul. The solution couldn't have been easier: the utilisation of the four-star fridge rating symbol combined with a 'cool feel' use of metallics.

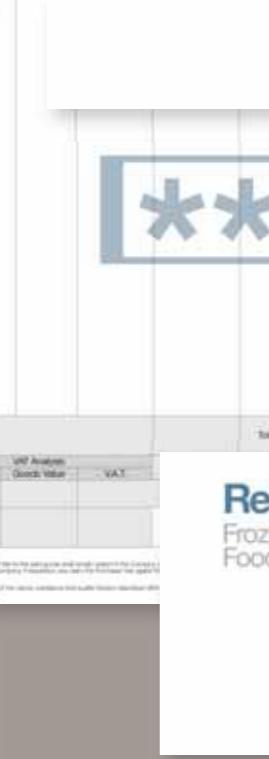
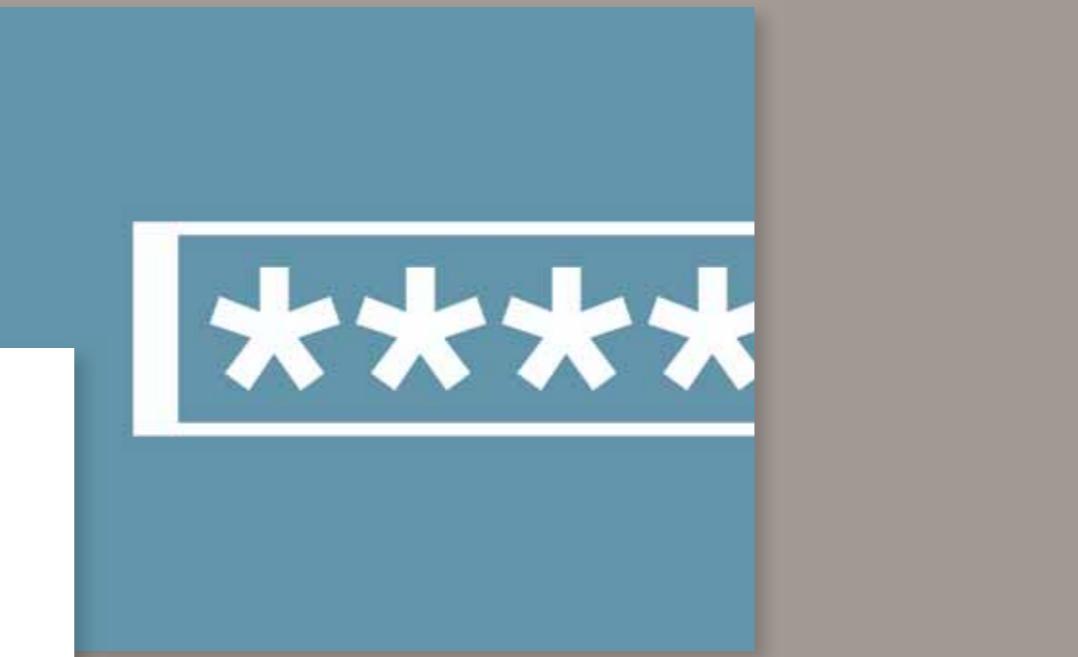
Regale Frozen Food ↵

Regale Frozen Food ↴

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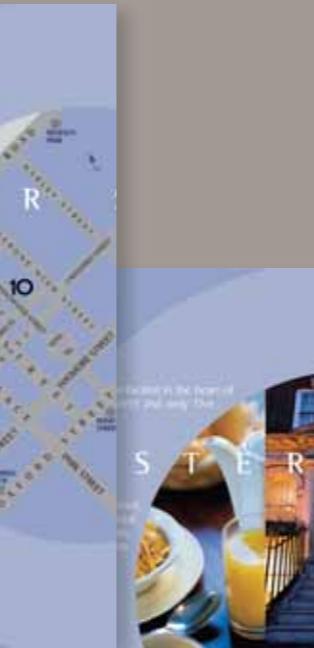
London hotel 10 Manchester Street needed a traditional feel with a fresh outlook. To achieve this the '10' was foregrounded to subtly invoke a 'top score'. This was complimented by subtle metallic colours.

10 Manchester Street ↵



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Art Promotion

**Markam Associates//Alphatec Solutions//
Coca-Cola (Africa)//Burren Energy//
Hyde Park Design//Youth Hostel Association//
The Juice Company//The Leonard//
Zenith Entertainment//**

y?t

A strong structural feel was chosen for high-end architectural design company **Markam**

Associates. An abbreviation of the company name was used to feed the supporting promotional work, introducing a strong typographic look to further promote the concept.

Markam Associates ↵

Markam Associates ↴

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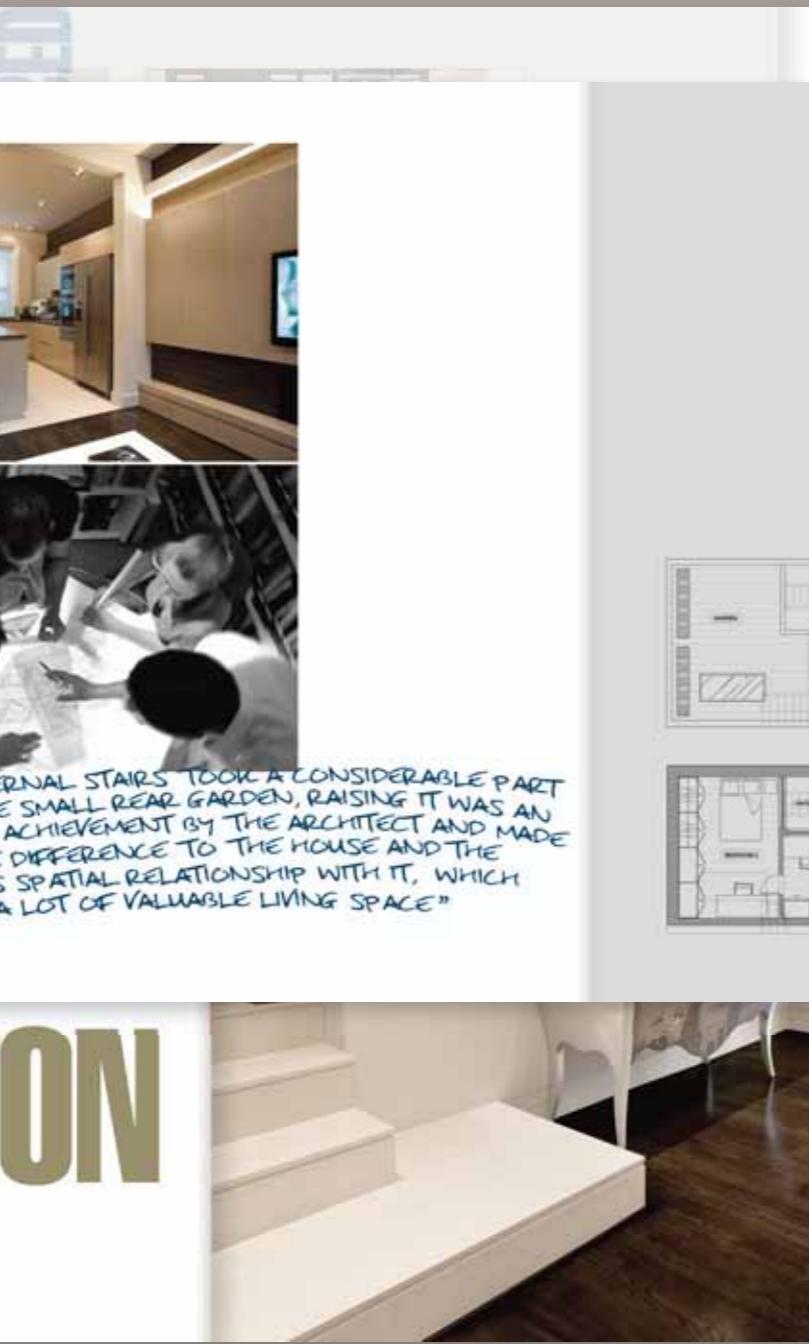


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WHAKAM ASSOCIATES INTERIOR DESIGN

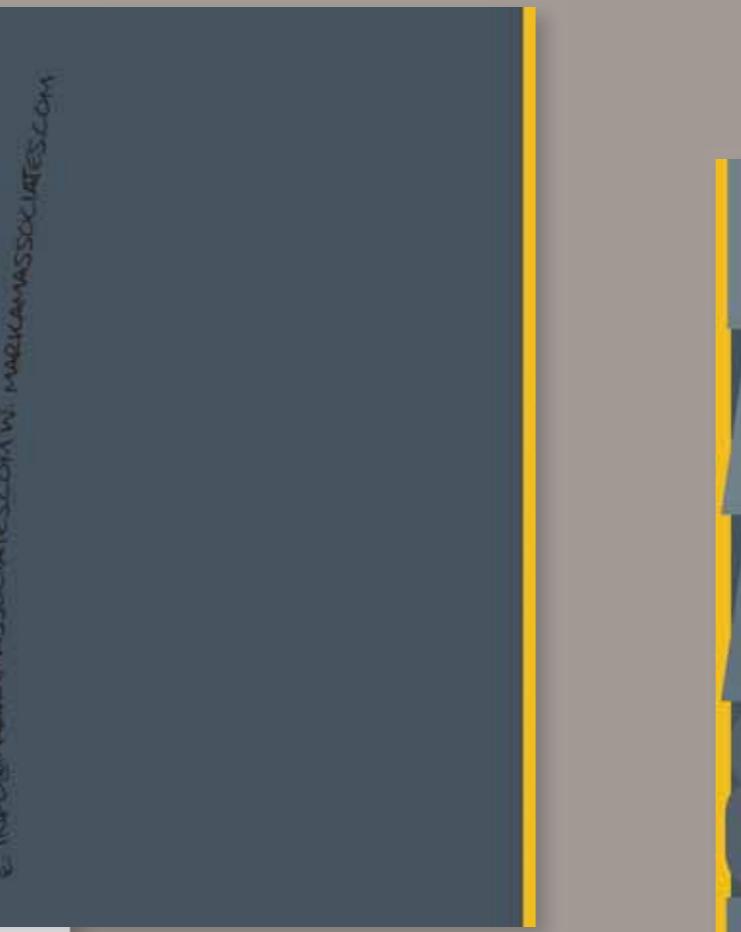
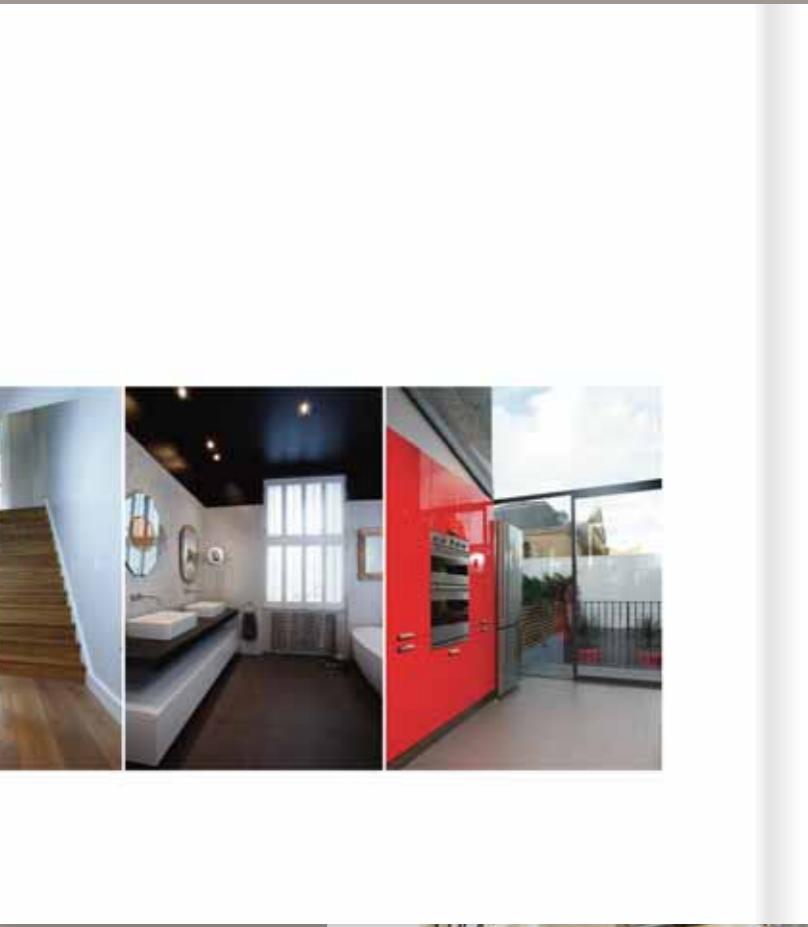
SOUTH KENSINGTON SW10

"THE EXTERNAL STAIRS TOOK A CONSIDERABLE PART OF THE SMALL REAR GARDEN, RAISING IT WAS AN AMAZING ACHIEVEMENT BY THE ARCHITECT AND MADE A HUGE DIFFERENCE TO THE HOUSE AND THE GARDEN'S SPATIAL RELATIONSHIP WITH IT, WHICH ADDED A LOT OF VALUABLE LIVING SPACE"

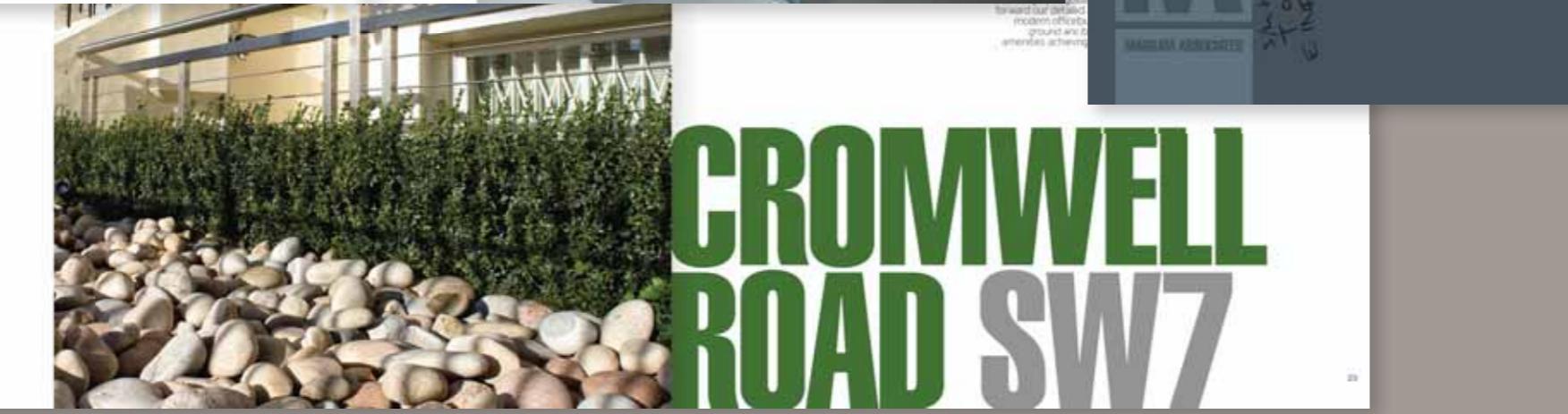


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&
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Having created the identity for **Alphatec Solutions**, they wanted introductory promotional literature and imagery. The result was this vibrant and welcoming design, aimed at injecting a more 'human' feel to the company's image.

Alphatec Solutions ↴





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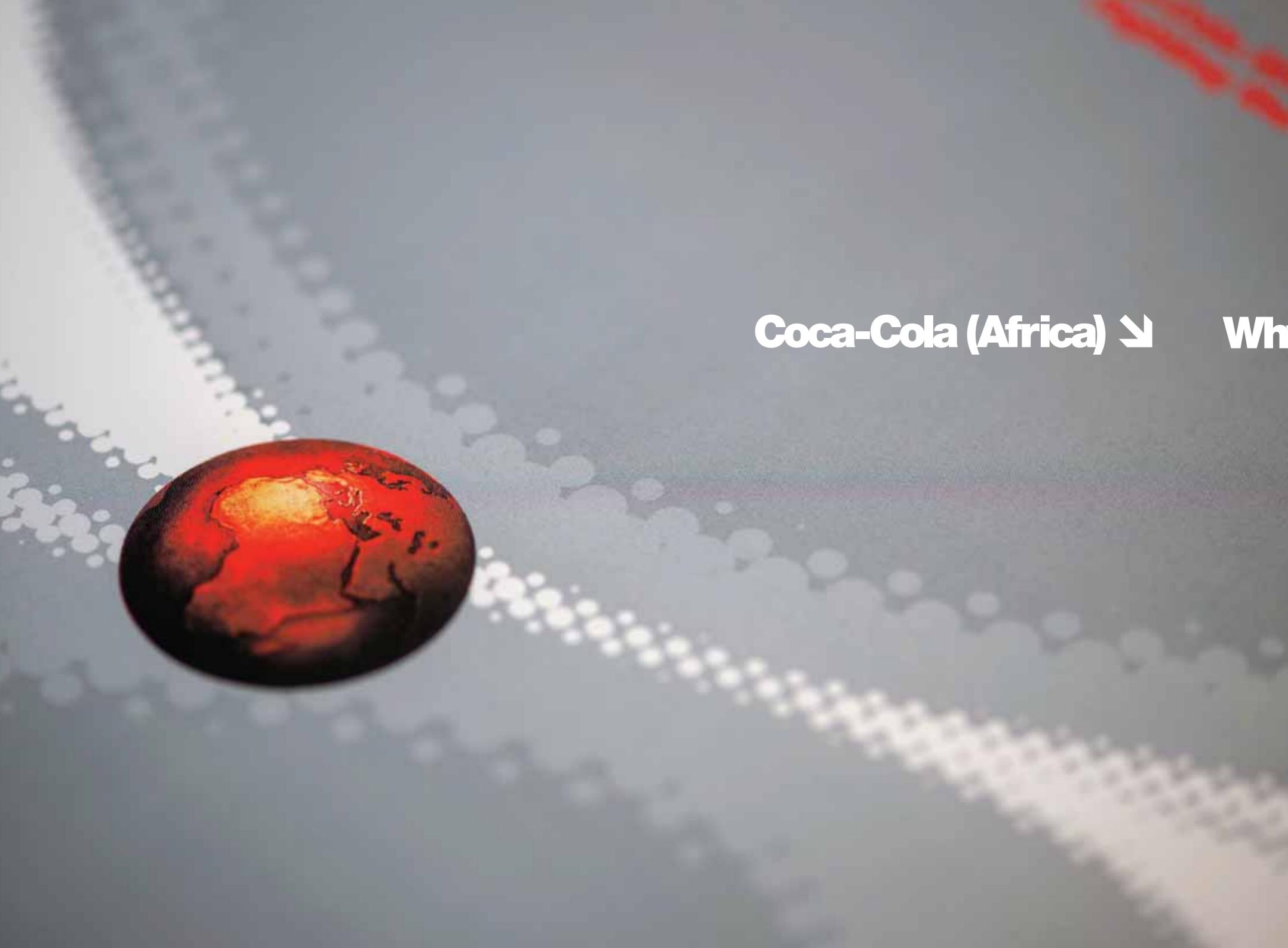
Why?

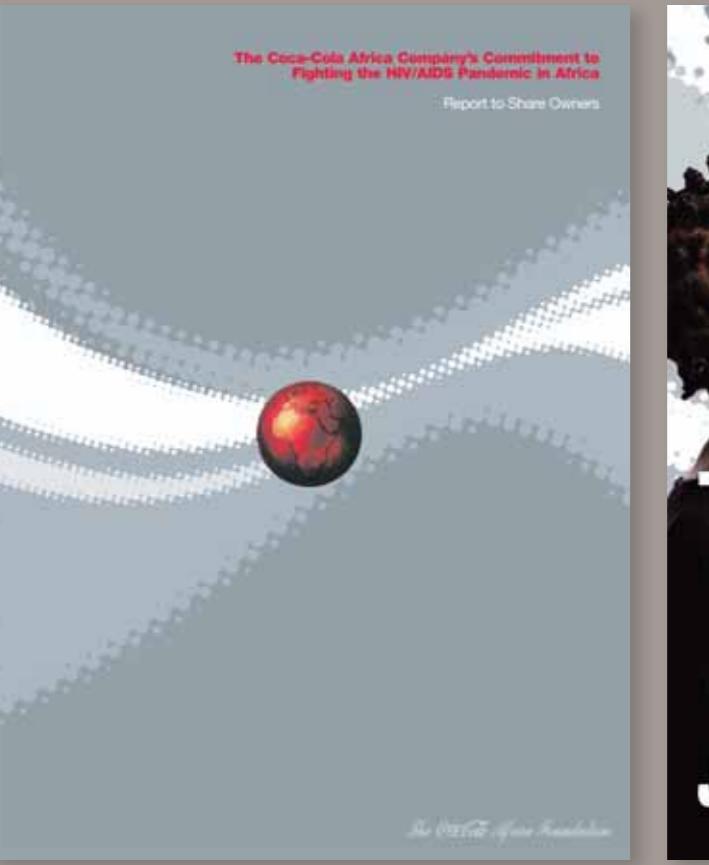
PA consultant company Africa Practice asked me to produce a share owner report for **Coca-Cola (Africa)** to highlight their work and commitment toward the HIV/AIDS pandemic across that whole continent. It needed to maintain a strong (and understandably strict) corporate look, yet highlight the positive work being undertaken through varied schemes and projects, using simple direct imagery.

Coca-Cola (Africa) ↴

Coca-Cola (Africa) ↴

Why?





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Following floatation **Burren Energy plc** required an annual report with a minimalist look to exude a quiet confidence. Strong operational visuals were coupled with an understated design. Recycled paper selections further communicated their environmental awareness.

Burren Energy ↵



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Once Hyde Park Design's identity had been created, the company wanted literature and promotion. There was no better way than to show this family company going about their business. When it comes to bespoke rings and jewellery, it is reassuring to see skilled craftsmen actually producing these made-to-order pieces.

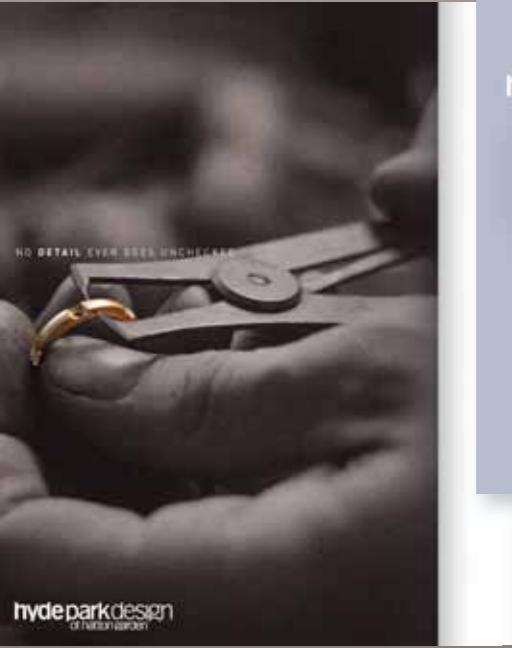
Hyde Park Design ↵



Hyde Park Design ↴

Why?

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NO DETAIL EVER GOES UNCHECKED.

hyde park design
of notonwarden

HYDE PARK DESIGN WELCOMES YOU TO OUR NEW LOOK BROCHURE, WHERE WE AIM TO GIVE YOU A FLAVOUR OF OUR HANDMADE JEWELLERY.

FOR MANY YEARS HYDE PARK DESIGN HAVE BEEN COMMITTED TO CREATING THE FINEST HAND MADE JEWELLERY, WITH OUR EXACTING ATTENTION TO DETAIL, COMBINED WITH TRADITIONAL SKILLS AND A DESIRE TO INTEGRATE MODERN MATERIALS AND MANUFACTURING METHODS.

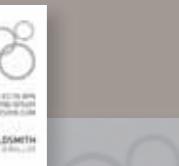
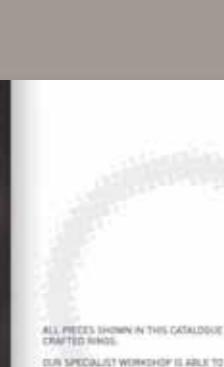
WE RELY ON WORKING CLOSELY WITH OUR CLIENTS, TO ENABLE US TO CREATE AN INDIVIDUALLY CHARTERED PIECE OF JEWELLERY.

THE BEST PART IS THAT YOU REALLY CAN HAVE THE RING YOU WANT, TO SUIT NOT JUST YOUR FINER, BUT YOUR WALLET.

THE FOLLOWING PAGES SHOW JUST A TINY PORTION OF THE MANY DESIGNED RINGS WE HAVE PRODUCED RECENTLY AND WILL HOPEFULLY ACT AS A GOOD PLATFORM FOR THE BASIS OF YOUR RING.

REMEMBER BE IT SIMPLISTICALLY PURE OR INTRICATELY COMPLEX, THE ONLY LIMITS ARE YOUR IMAGINATION.

hyde park design
of notonwarden



Wh...

y.t

For 'Group Visits', a catalogue for the **Youth Hostel Association (YHA)**, the final design needed to be bright, modern and user-friendly. As the primary target group consisted of teachers and group leaders - who would undoubtedly appreciate quick referencing due to time limits - we created a large icon library to help with fast location of services to each venue.

Youth Hostel Association ↵



Youth Hostel Association ↴

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**group
visits**
2013/2014
YOUTH HOSTELS IN ENGLAND & WALES

the place to stay

YHA LONDON **BTTO**

HOW TO USE THIS GUIDE

OUR EASY STEPS TO MAKING A RESERVATION

USEFUL CONTACTS

Peter Clancy - International Sales & Marketing Manager
Gillian Doherty - Group Sales Manager
Travel Trade Sales & Reservations
+44 (0)1629 592611 fax/fax +44 (0)1629 592701 email tradereservations@yha.org.uk

central england
BEDFORDSHIRE, BERKSHIRE, CAMBRIDGESHIRE, ESSEX,
GLoucestershire, Lincolnshire, Norfolk, Northamptonshire,
Oxfordshire, Shropshire, Suffolk, Warwickshire,
Worcestershire

central england
BEDFORDSHIRE, BERKSHIRE, CAMBRIDGESHIRE, ESSEX,
GLoucestershire, Lincolnshire, Norfolk, Northamptonshire,
Oxfordshire, Shropshire, Suffolk, Warwickshire,
Worcestershire

key

wales and borders
GLOUCESTERSHIRE, PEMBROKESHIRE, CHESHIRE, WALES

distance planner

safety and security: our commitment to you

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NORTHERN ENGLAND 20

DISTANCE PLANNER 24

SAFETY AND SECURITY 25

TERMS AND CONDITIONS 26

CONTACTS 27a

SYMBOL KEY 27b

telephone +44 (0)1629 592611 facsimile +44 (0)1629 592701 email tradereservations@yha.org.uk

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the information contained in this brochure
is available in large print
please telephone +44 (0)1629 592611

www.yha.org.uk

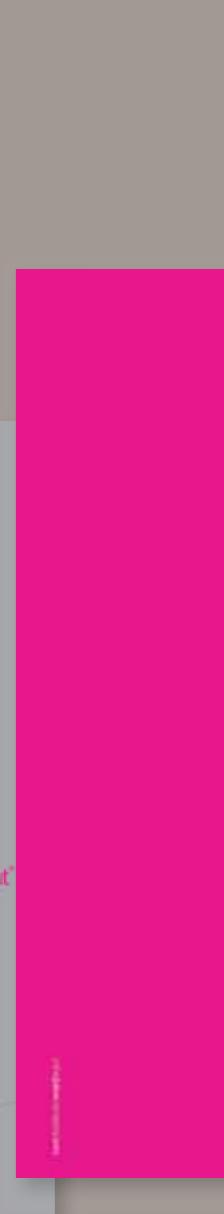
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Asked to continue with the rapid growth of **The Juice Company**, I designed a simple and direct brochure. An understated tall design which echoed the previous approaches highlighted the company's core products and growing distribution options.

The Juice Company ↴



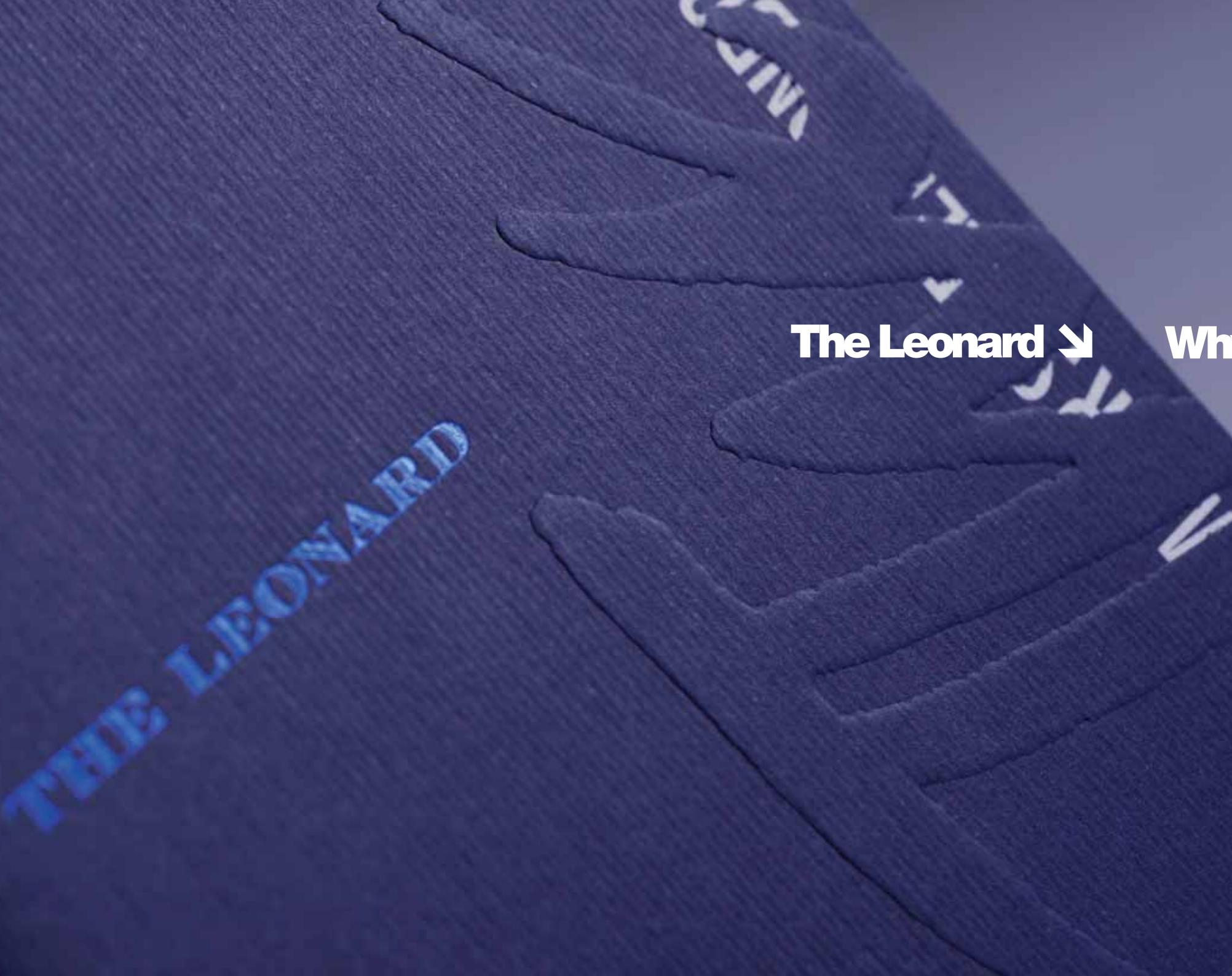
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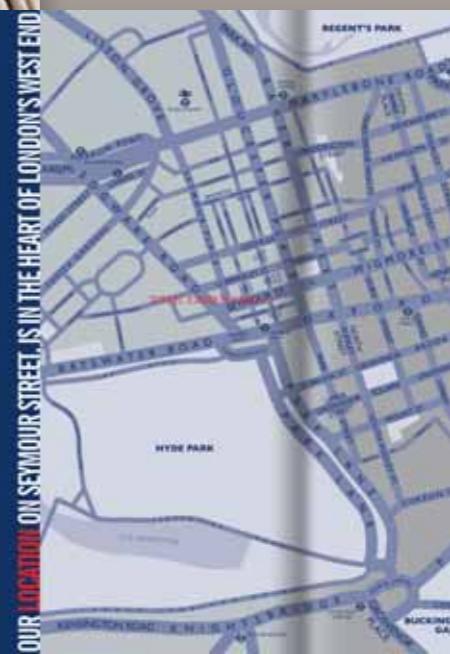
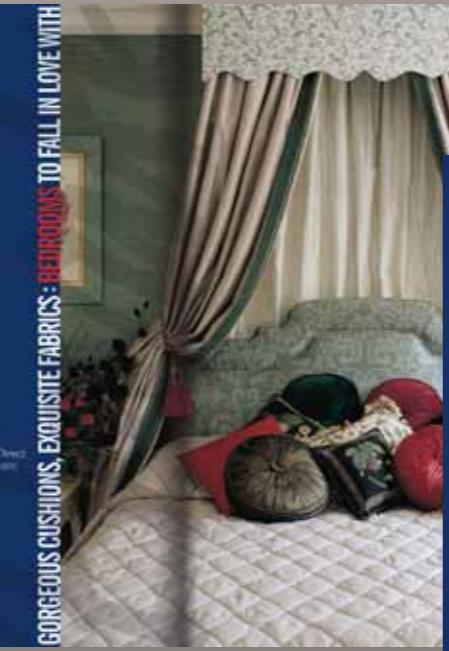
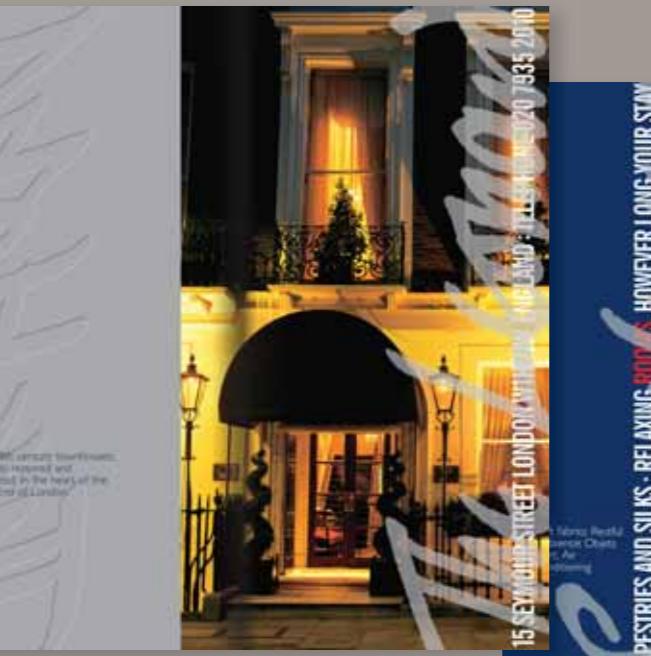
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Boutique hotel **The Leonard** requested new promotional items after the successful brand overhaul of its sibling 10 Manchester Street. A more lavish approach was needed, reflecting the combination of the modern with the classic luxury. Taking the supplied photography, a clean text and handwritten graphics were implemented, with subtle overlaying techniques.

The Leonard ↵



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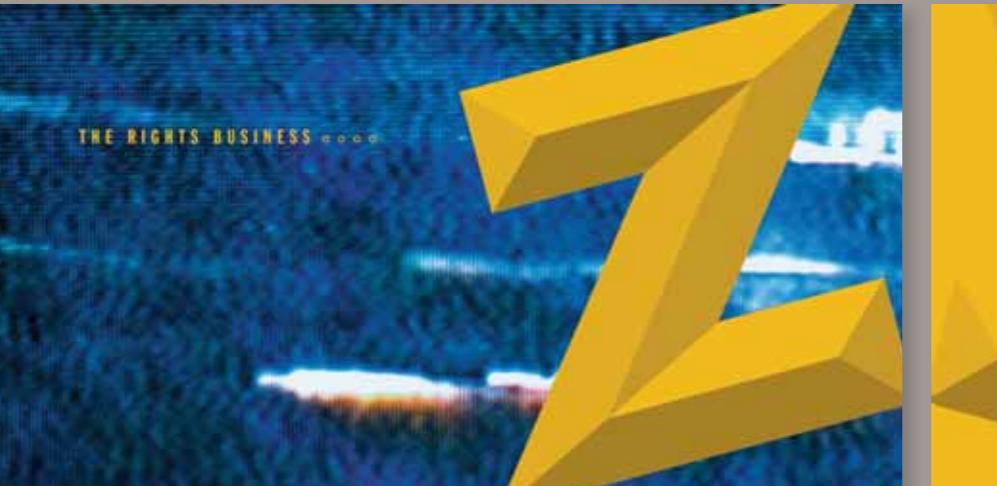
After a more symmetrical, strongly identifiable branding, a corporate folder for **Zenith Entertainment Ltd** was required to promote the company's successes and create awareness of their large range of television, film and online productions. Things were kept flexible with changeable inserts.

Zenith Entertainment ↵

THE RIGHTS BUSINESS

Zenith Entertainment ↴

Why? ↴



yet Campaign ↵

**Riversimple//Al Madad Foundation//
The Ian McMillan Orchestra//
Robbo and the Seven Hoods//
Al Madad Foundation//E Couriers//**

Whyt

'Speed' probably best sums up the launch campaign for **Riversimple**. From the roughly drawn storyboards in a café before the first meeting, to the intensive three day shoot just across the Welsh border one month later, including the actual unique vehicle itself. The simple fact is, we all have to make a difference.

Riversimple ↵
↗ View Teaser & Promo
www.whytstudio.com



Riversimple ↵ Whyt

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Al Madad Foundation charity asked us to design the look across all promotion for their 'Art for Water' campaign and African Night gala. This was an incentive and event to help raise further funds initially through a dining and auction evening. It seemed appropriate to keep a clean modern approach with playful, bold splashed graphics to further invoke the precious and rare commodity that water is to so many.

Al Madad Foundation ↵

Al Madad Foundation ↴ Wh



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ART_FOR_WATER

WILLIAM_KENTRIDGE

WILLIAM_KENTRIDGE

Ken'

William Kentridge was born in Johannesburg, where he continues to live and work today.

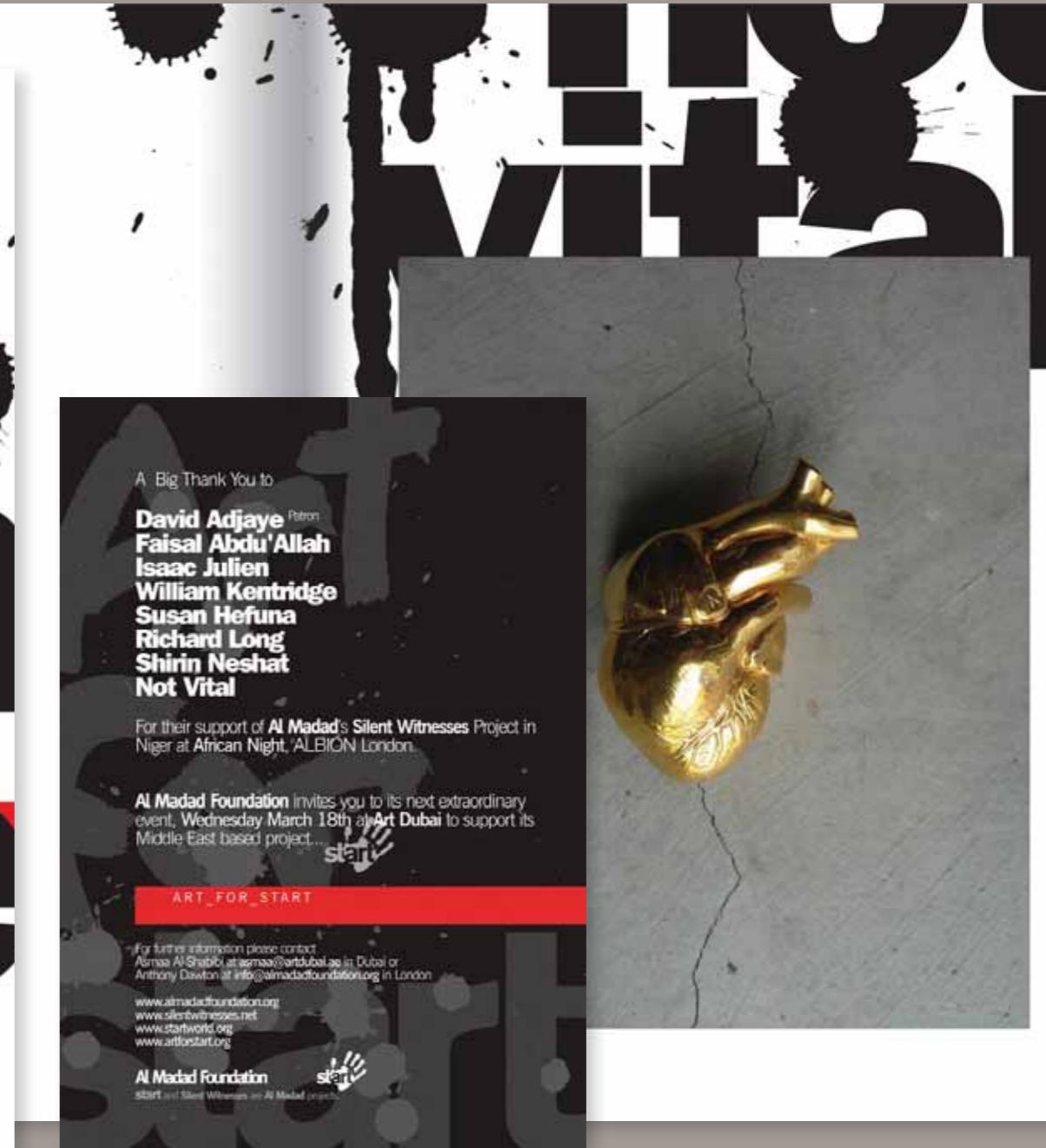
He has throughout his career moved between film, drawing and theatre, with recent projects frequently integrating elements from all these media and more.

Since his participation in Dokumenta X in Kassel in 1997, solo shows of Kentridge's work have been shown in many museums and galleries around the world, starting with the MCA San Diego (1998), and the Museum of Modern Art in New York (1999). In 1998 a retrospective of his work was hosted by the Palais des Beaux-Arts in Brussels, and then in Munich, Barcelona, London, Marseille and Graz. The following year (1999), he was awarded the Carnegie Medal. In 2001 Kentridge exhibited in Washington, New York, Chicago, Houston, Los Angeles and Cape Town. In October 2003 Kentridge received the Golar Kisseling in recognition of his contribution to contemporary art. In 2004 Carolyn Christov-Bakargiev curated a new retrospective exhibition of his work for the Castello di Rivoli in Turin.

William Kentridge's art addresses the nature of human emotions and memory, as well as the relationship between desire, ethics and responsibility. He explores the possibilities of poetry in contemporary society, and yet provides a satirical commentary on that society. Kentridge has an ongoing interest in the roots and trajectory of modernism: a mixture of the absurd, the self-reflective (and the self-divided), and the forms of fragmentation that one associates with modernism, its crushing in Russia in the 1930s and the long term trajectory of the terms of hierarchy.



Not Vital, born 1948 in Sent,



A Big Thank You to

David Adjaye Patron
Faisal Abdu'Allah
Isaac Julien
William Kentridge
Susan Hefuna
Richard Long
Shirin Neshat
Not Vital

For their support of Al Madad's Silent Witnesses Project in Niger at African Night, ALBION London.

Al Madad Foundation invites you to its next extraordinary event, Wednesday March 18th at Art Dubai to support its Middle East based project...
start

ART_FOR_START

If further information please contact:
Asmaa Al-Shabibi at asmaa@artdubai.ae in Dubai or
Anthony Dawson at info@almadadfoundation.org in London

www.almadadfoundation.org
www.silenthackers.net
www.startworld.org
www.artforstart.org

Al Madad Foundation start
start and Silent Witnesses on Al Madad project

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art

DAVID_ADJAYE

In May 2005, Thames & Hudson published David's first book, *David Adjaye Houses: Recycling, Reconfiguring, Rebuilding* which was distributed worldwide. In January 2006, the Whitechapel Gallery in London hosted the studio's first exhibition *David Adjaye: Making Public Buildings*, which was accompanied by a book of the same name.

David has co-presented two television series of *Dreamspaces* for the BBC, a six-part series on contemporary architecture, and hosted two BBC radio programmes. In June 2005 he presented the TV programme "Building Africa: Architecture of a Continent". Following on from this he is pursuing a personal project documenting each of Africa's capital cities to culminate in book and exhibition in 2009.

In June 2007, David was awarded an OBE for services to architecture in the Queen's birthday honours list. He received an honorary doctorate of the arts from the University of East London in November 2007.

Fazia Meyesser Alzez, Chairman and Founder of the Al Madad Foundation and Michael Hu-Williams, CEO of ALBION request the pleasure of your company to

African Night

20th November 2015

WITH
Eben Firdaus, the award winning Trump, Vegetable Fields band

ART_FOR_WATER

ALBION

81-83 Old Bond Street, London W1S 1AA



richard long

WE CAN CHOOSE TO HELP BREAK THIS HOPELESS

Richard Long first studied at the College of Art in Bristol going on to further studies at St Martin's School of Art in London. His work uses walking as a method to generate sculpture and photographs and text based work which have become a hallmark of land based artwork during the 1970s and 1980s.

The matrix for Richard Long's work is the surface of the earth. Everything he makes relates back to the earth; even if, in many works made in galleries, the relation with a walk is only there in the background, as a point of reference; still the stones or the wood or the clay or mud and water used are from the earth; and the form of each piece reflects and recalls similar forms encountered, discovered, and employed while walking the surface of the earth.

His earliest pieces were made in his local environment of Bristol but since his reputation has grown in International terms his work has taken him worldwide. He has exhibited in over 300 group and solo exhibitions since 1975 and his work is included in the collection of every major contemporary art museum. In London's Tate Modern his work was installed in a gallery in the opening selection of work in May 2000, alongside that of Claude Monet whose work also reflects a relationship with nature.

Richard Long has been awarded several key prizes for his work including the 1988 Kunstpreis in Aachen, Germany, the Turner Prize in London in 1989, the 1990 Chevalier de l'Ordre des Arts et des Lettres in Paris and the 1995 Wilhelm Lehmbrock Prize in Germany.

richard long

RICHARD_LONG



NIGER

WE CAN CHOOSE TO HELP BREAK THIS HOPELESS



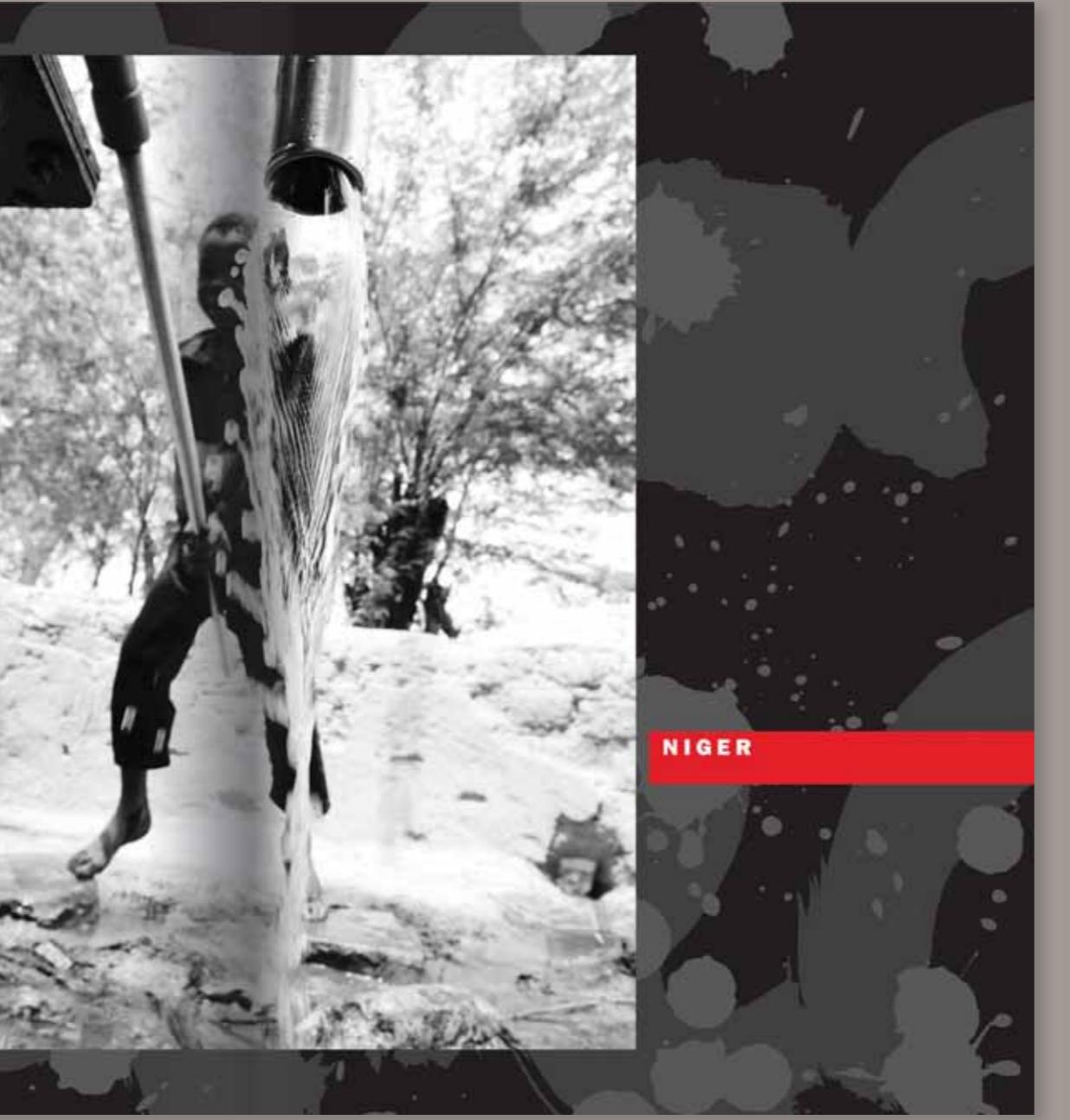
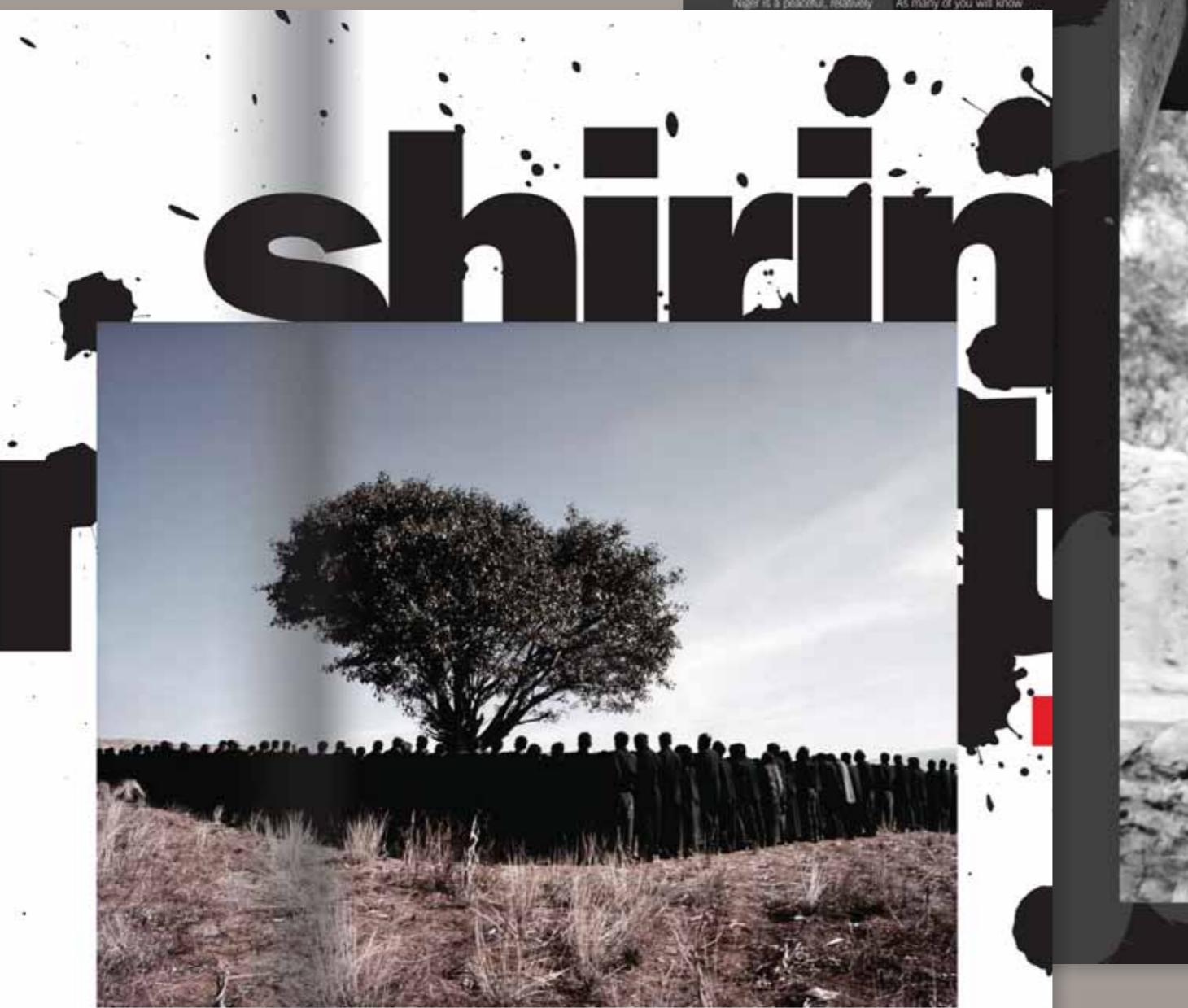
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Shirin Neshat was born 1957, in Qazvin, Iran. Although she lives and works in New York, the United States, her artwork explores issues of her native society, Iran, especially the position of women. She uses the specifics of her background culture to create works that communicate universal ideas about loss, meaning, and memory.

Neshat's most recent work has consisted of films in the form of dual video projections. By projecting images on opposing walls, the viewer, who stands in the middle of this work, is engaged in a visual conversation, physically experiencing both screens, thus eliminating the passivity permitted by traditional cinema situations. Neshat's new film, *Soloquy*, which she directed and acted in and is being premiered at the Carnegie International, tells the story of a Muslim woman who is in constant negotiation between East and West, between tradition and present-day pressures.

SHIRIN_NESHAT



THE_TRIP,_THE_BOOK

Niger is a peaceful, relatively As many of you will know

THE_OPINION_OF ATTAINING
LIES BETWEEN HOPE AND
DESPAIR; THE REAL

POSSIBILITY THAT WHAT IS

HOPED FOR MAY HAPPEN.

LOOKING AT THE FACES OF

THE CHILDREN OF NIGER,

THERE SEEMS TO BE HOPE IN

THEIR SMILES; AN

ENTHUSIASM AND A ZEST

FOR LIFE. YET BY

ADOLESCENCE IT SEEMS THE

FLAME HAS DIMMED

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THE_ART_FOR_WATER_DONOR_ARTISTS

ARTIST COMMITTEE PATRON

David Adjaye

Tegoma architect & designer

Faisal Abdur Allah British video, photography & installation
Isaac Julian British film installation
Not Vital Swiss responsible for the Agadez project in Niger
Richard Long British involved in Niger's Agadez project
William Kentridge South African painting, printmaking, installation, film & theater
Susan Herbst East Lansing, photography, video & installation
Shirin Neshat New York, performance, video and

Please do what you can and buy (or make) a donation! the works
of art donated by the above artists, before November 20th.

www.artforwater.org

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Featuring the wonderful spoken lyrics of renowned Yorkshire poet and BBC radio presenter, **The Ian McMillan Orchestra** wanted a simple and strong visual approach, highlighting their “painting with words” approach.

The Ian McMillan Orchestra ↵



the ian mcmillan orchestra sharp stories

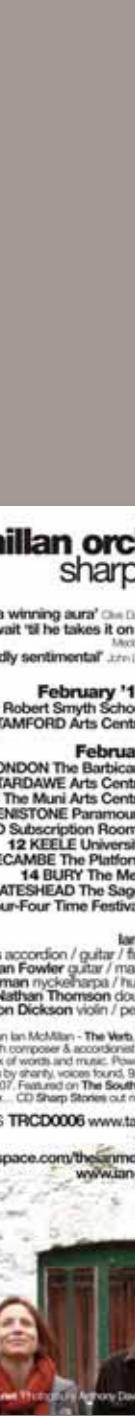
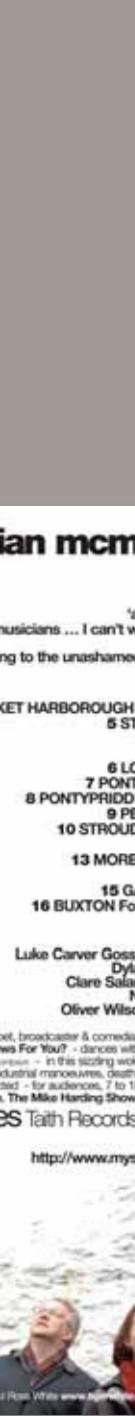
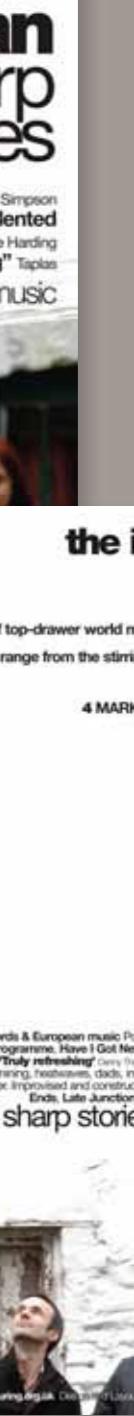
"the John Peel of poetry" Alec Finlay
"Jovial Poetic Troll" Mark Radcliffe

Yorkshire words & European music with **Ian McMillan, Luke Carver Goss, Dylan Fowler, Clare Salaman, Nathan Thomson & Oliver Wilson-Dickson**

CD **sharp stories** out now Taith Records TRCD0006

www.taithrecords.co.uk
www.ian-mcmillan.co.uk
www.myspace.com/theianmcmillanorchestra

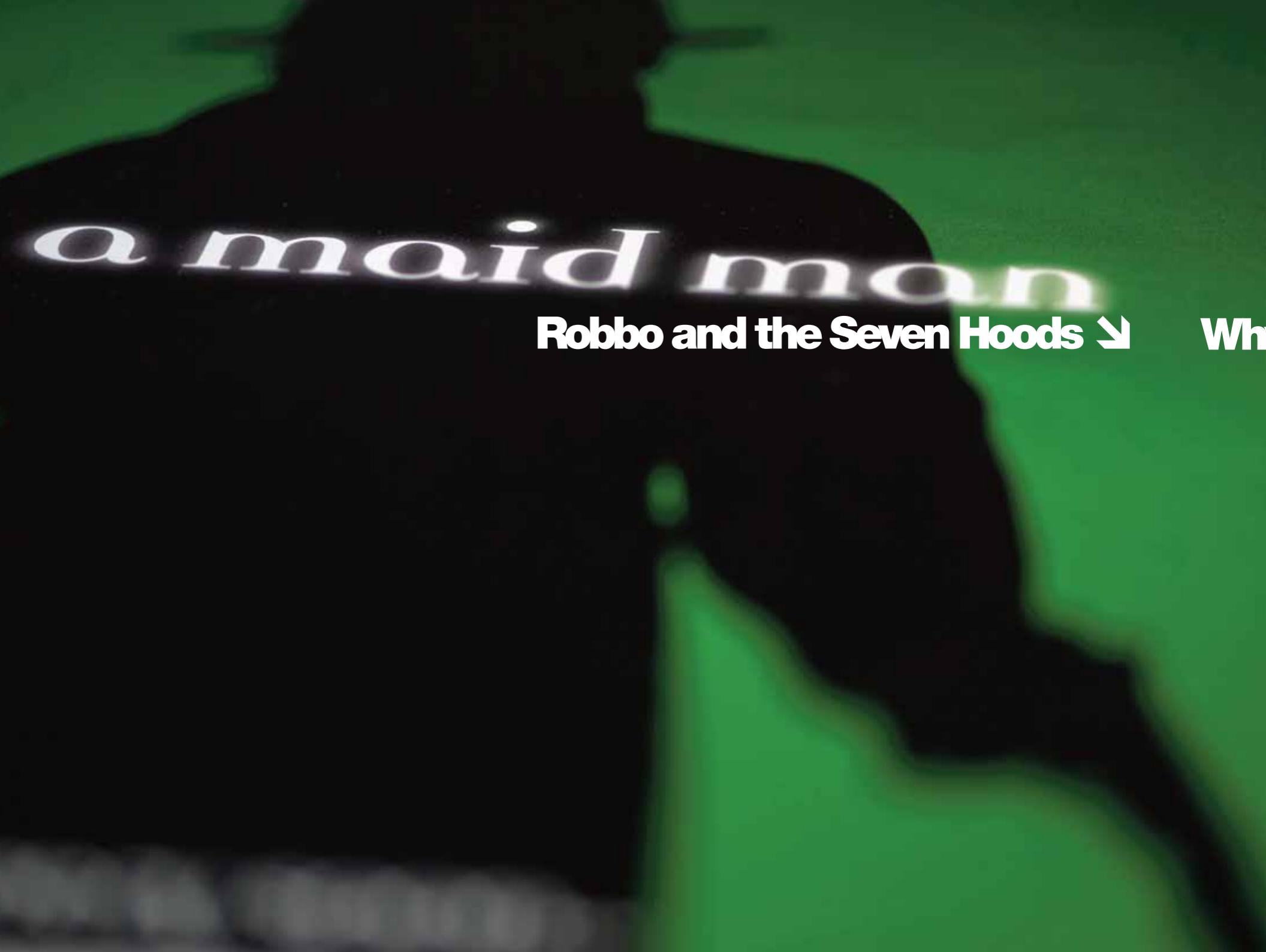
www.uktouring.org.uk Design and Layout Ross White www.tigerwhite.net Photography Anthony Dawson www.dawton.com



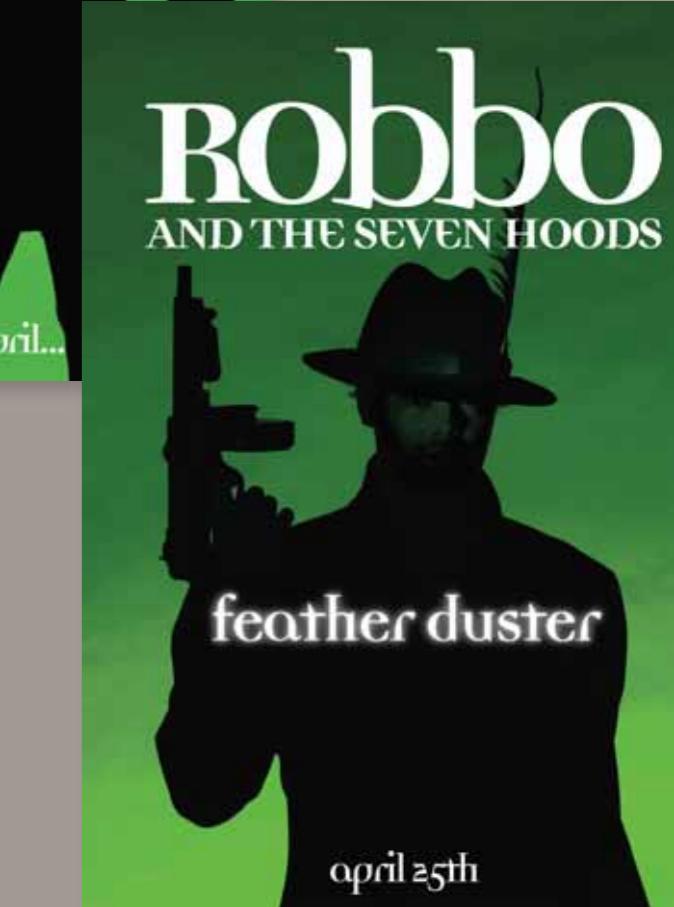
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To help pitch the idea for the musical **Robbo and the Seven Hoods**, we were asked to create a more cinematic teaser campaign to promote this 'big name' West End / Broadway proposal. To help at this early stage, we shot and even modelled ourselves in improvised outfits. Apologies for the puns!

Robbo and the Seven Hoods ↵



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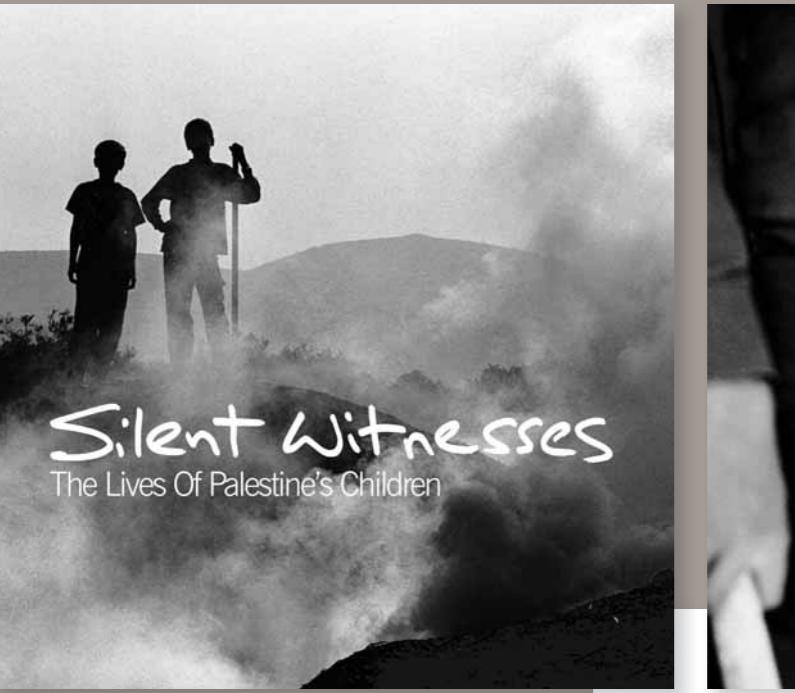
Vital project 'Silent Witnesses' turned into a trilogy of publications for the charity **Al Madad**

Foundation. The aim was to raise awareness and much-needed funds for the respective war-torn areas each project covered. Photographed images of these regions captured the effects so powerfully that for the 'Silent Witnesses', 'Kashmir's Children' and 'Desert Faces' campaigns, our job was simply one of enhancement.

Al Madad Foundation ↵



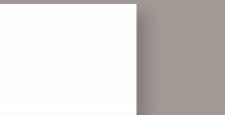
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Opposite: Arrested for throwing stones, Gaza

Opposite: The Balata Refugee Camp, Nablus

888/Expression



888

Opposite: Arrested for throwing stones, Gaza

Opposite: The Balata Refugee Camp, Nablus

888/Expression

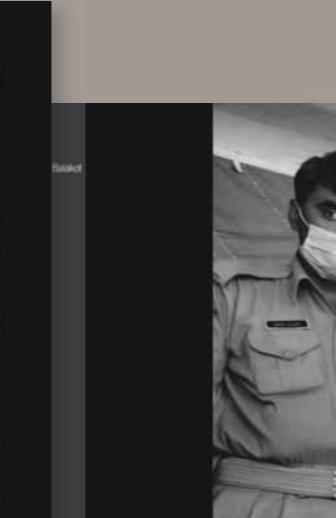
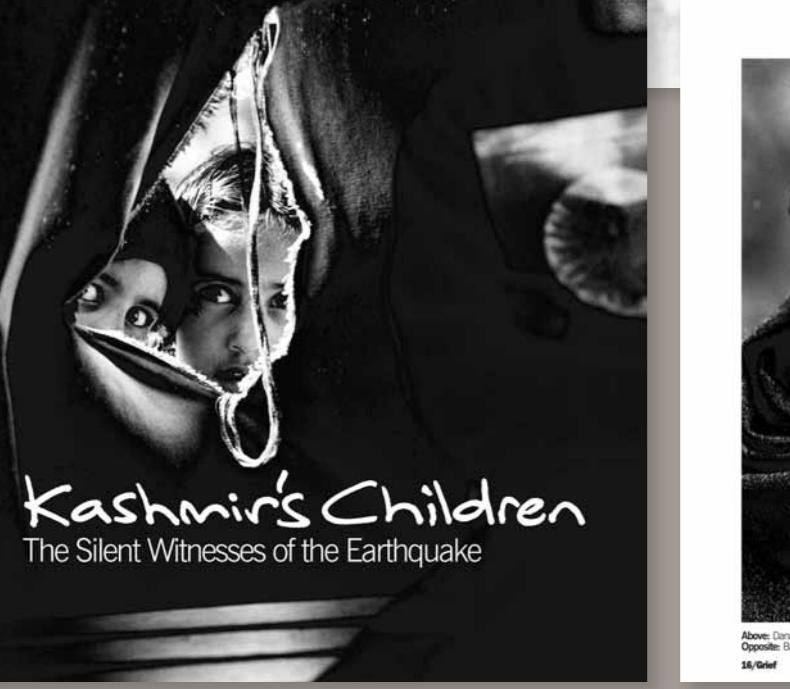


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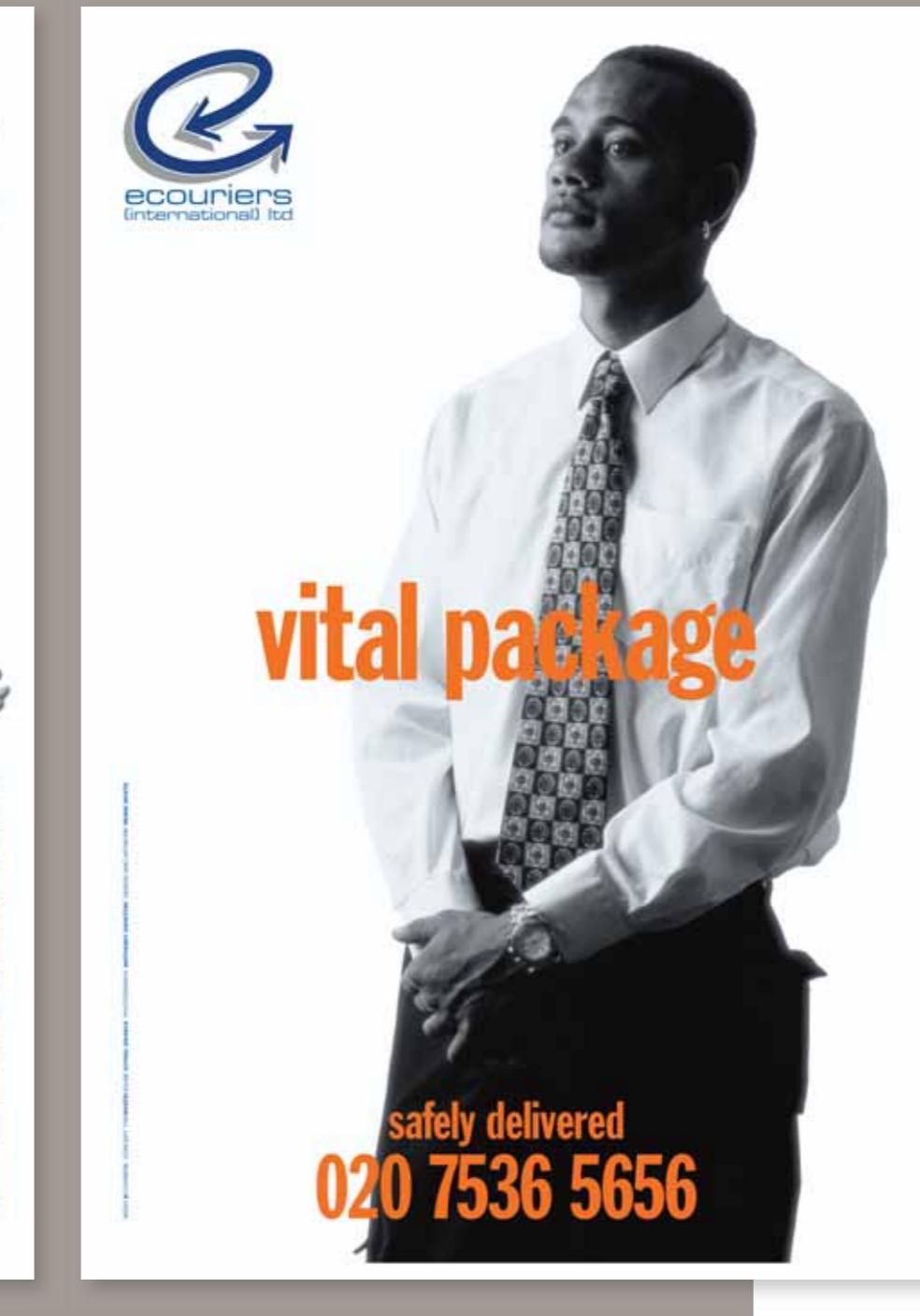
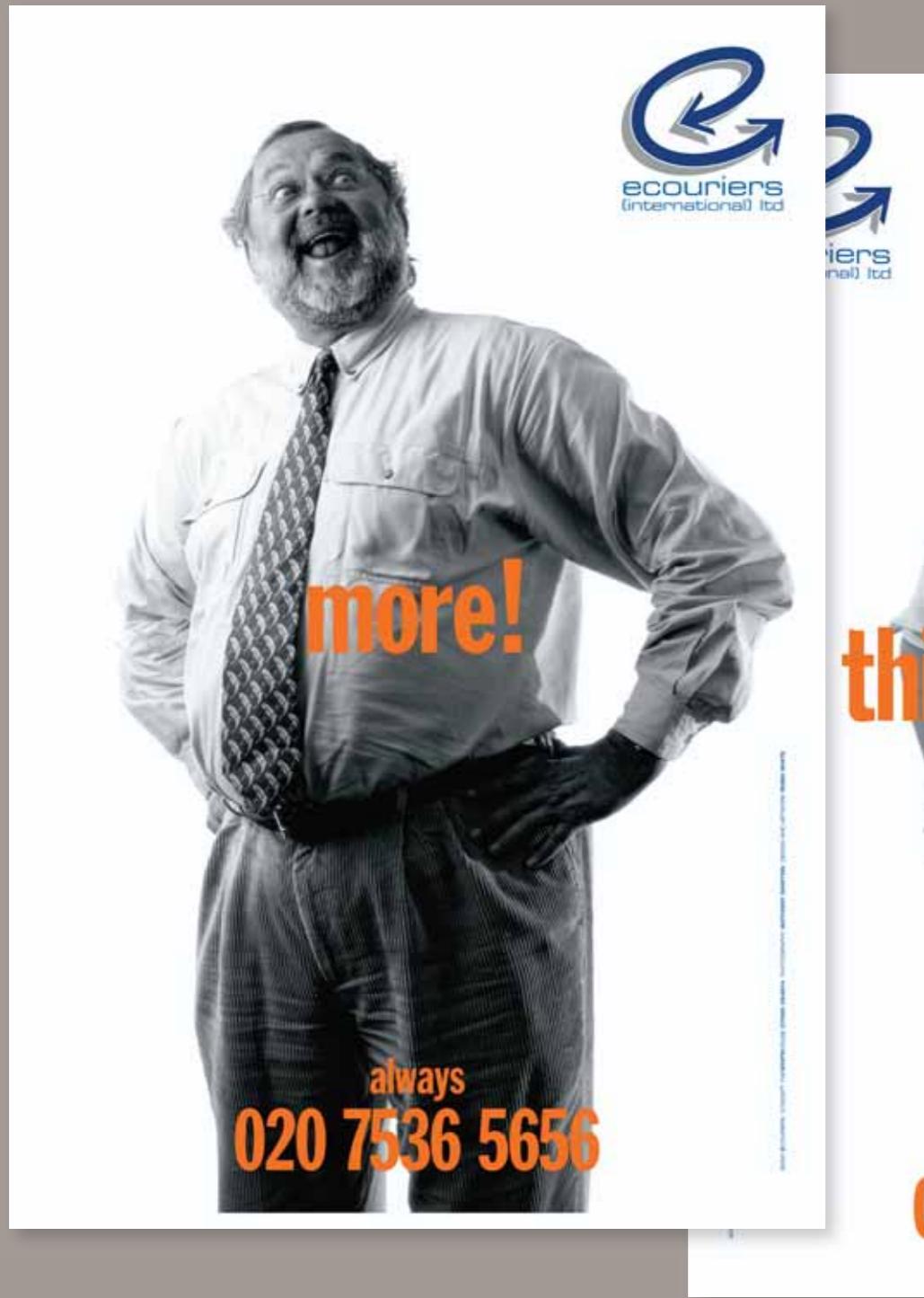
E Couriers approached us to conceive a Docklands Light Railway (DLR) promotional campaign with a sustained rota of posters containing strong simple imagery and attention-grabbing tag lines, reflecting their everyday clientel.

E Couriers ↵



E Couriers ↴ Wh

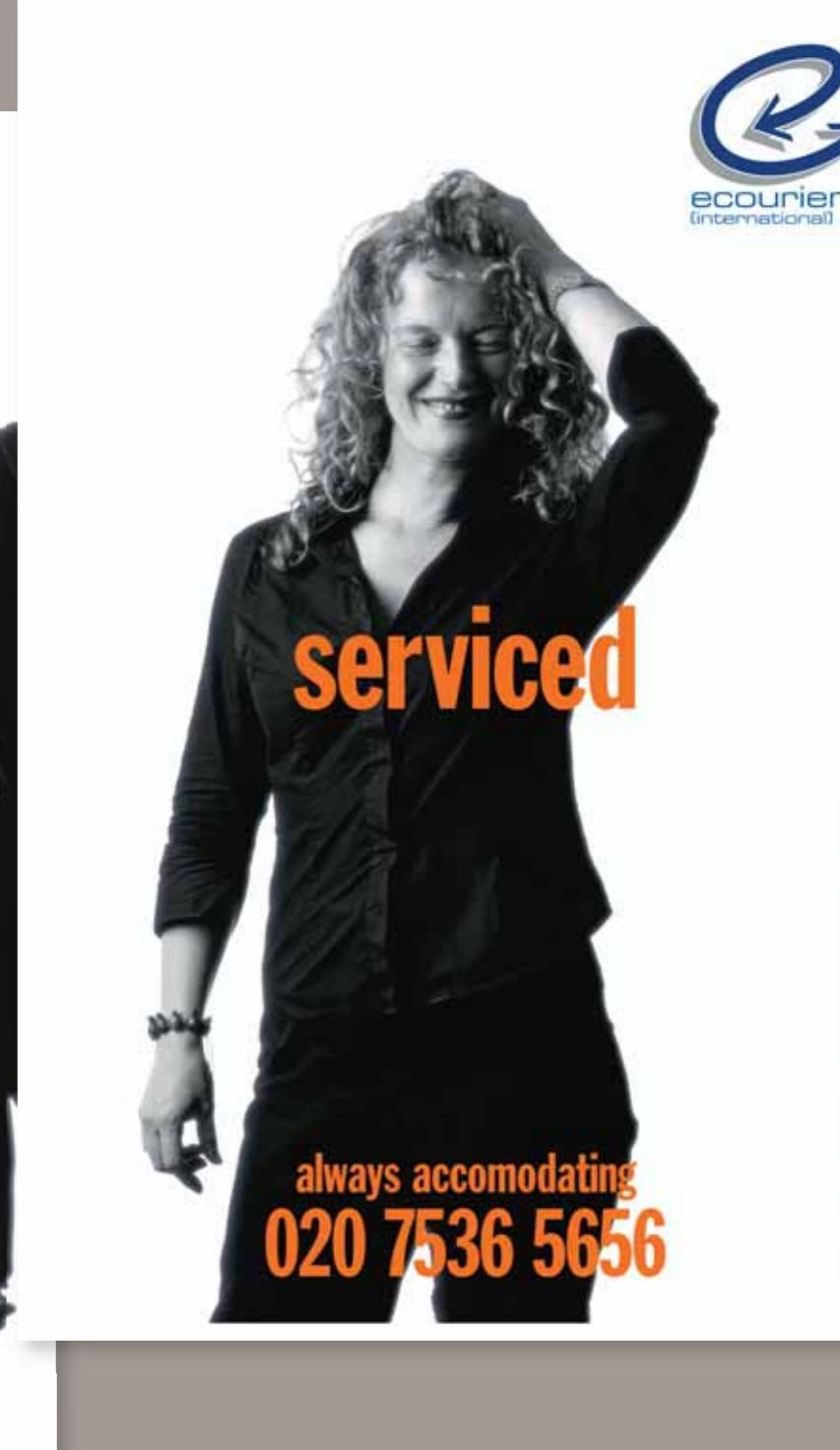
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At Photography

TigerWhite//TigerWhite//

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TigerWhite was an experimental joint collaboration. On a small budget, a tight schedule and with rain relentlessly coming off the Adriatic sea, we needed to get at least fifteen shots for our promotional calendar. This was made possible by the incredible generosity and commitment of many of the locals.

TigerWhite ↵

TigerWhite ↴ Wh



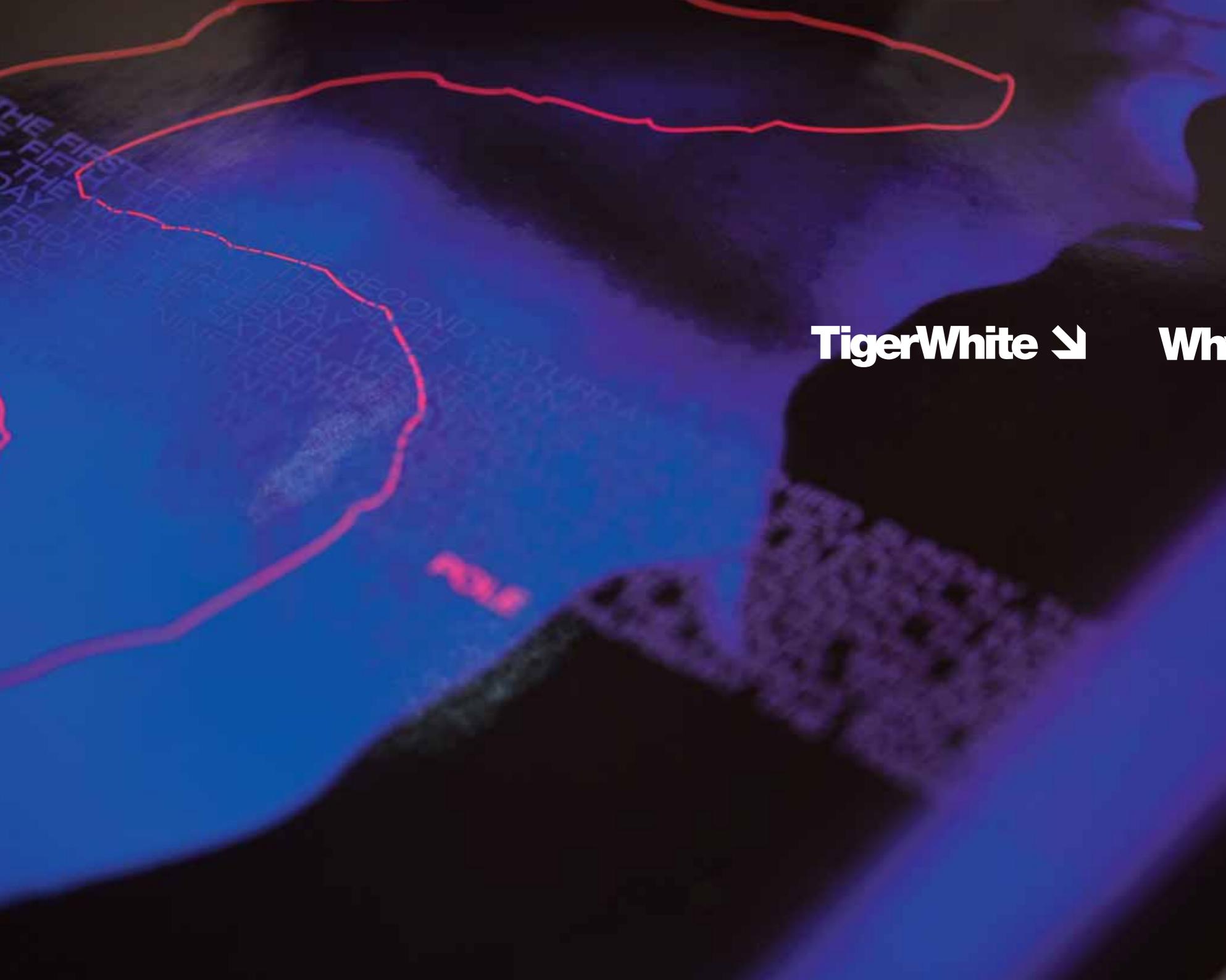




y.t

With **TigerWhite** we were exploring whether digital is simply a 'film free' replacement for analogue or whether new opportunities could be explored. All images were shot with the camera pushed right to its limits, much hand held, with absolutely no post-production re-touching.

TigerWhite ↵

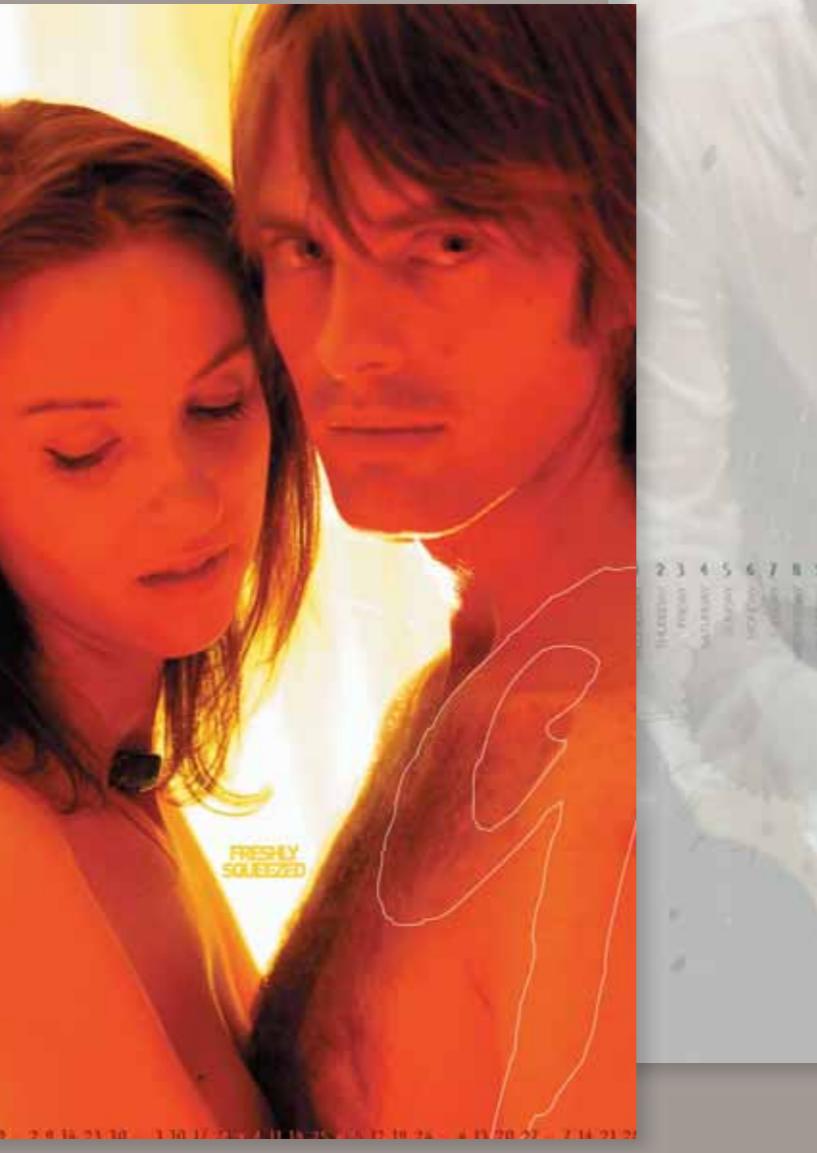


TigerWhite ↓

Wh



y?t



yet client ↴

Why?

Including Taylor Woodrow// Walter Wright Pty Ltd// Novatis (UK)// Xenel Group (Saudi Arabia)// Coles Supermarkets// DHL (London)// British Steel// E Couriers (International) Ltd// Heritage Films// The Juice Company// British Petroleum (BP)// Tetrapak// Gillette// National, Solysol (UK)// E Despatch// Anglo American Optical Company (AAOCO)// 10 Manchester Street// Burren Energy// Draftfoil// The Leonard// Chevron Oil // Periodical Publishers Association (PPA) // SSI Consulting// Falkland Oil & Gas// Youth Hostel Association (YHA)// Zenith Entertainment// Bayfield Energy// Desert Rose Resort// Riversimple

Corporate ↴

Including War Child// Al Madad Foundation// Start// 2015// El Sayed Foundation

Charity ↴

Including Sadler's Wells (London)// The National Theatre (London)// The Victoria & Albert Museum (London)// London Science Museum// Tea Hodzic Trio// The Ian McMillan Orchestra

Arts ↴

Why?

At TopTurns Recordings ↗¹¹⁷

Here in **The White House** music is much loved. Despite early endeavours toward musical stardom proving unfruitful, the appreciation of others who have pursued this path has never wavered. With that in mind, compilations have often been created purely for personal amusement. Ideally, the vinyl record would be the best format to present the artwork for these projects, but due to technology and production limitations the compact disc format seemed the next best option. In a world of instant digital downloading, the ownership of something tangible - especially when care and thought has been put into it - is much favoured. None of the acts or compilations are chosen with any real agenda, so here is just a small taster. When time permits, **TopTurns** is a personal project...

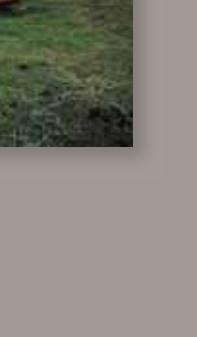
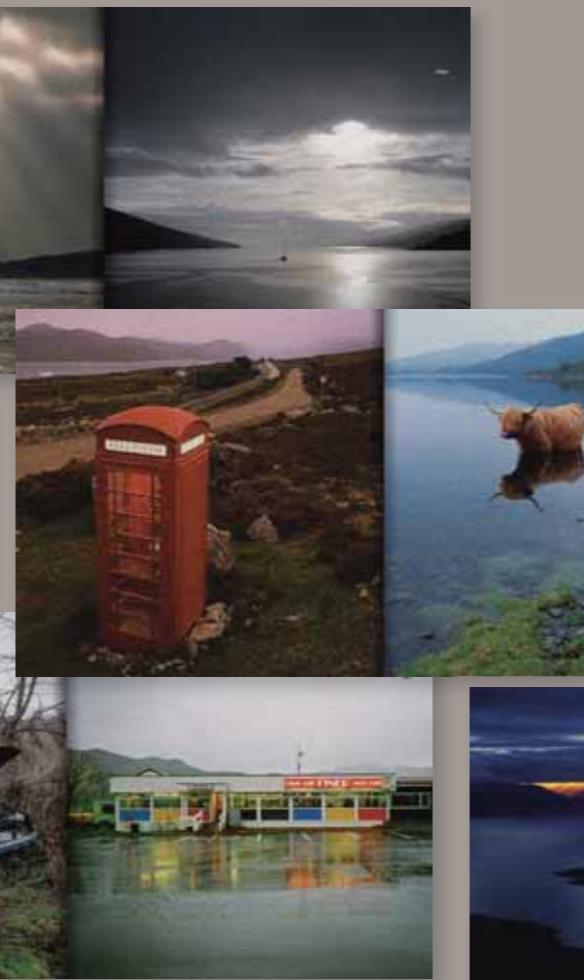
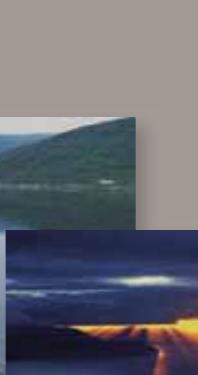
y.t

It was felt that Scottish four piece **Kevin McDermott Orchestra** deserved a deluxe package and a specific image to represent each song on this collection. This proved to be a nice way of both echoing the songs' themes while keeping the imagery solidly grounded in the scenery of the band's homeland ... however quirky the choices in places.

Kevin McDermott Orchestra ↵ **//Curious Daylight**



y?t



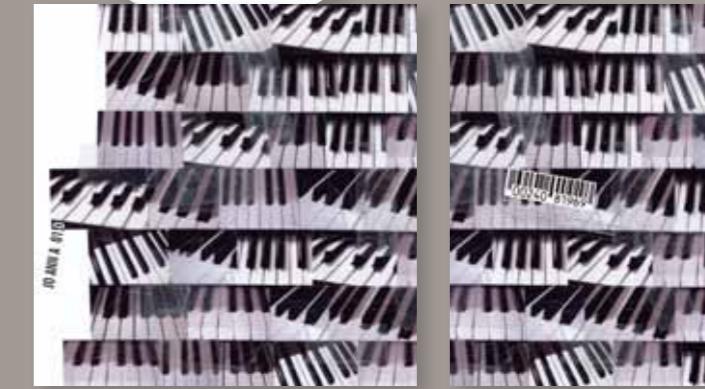
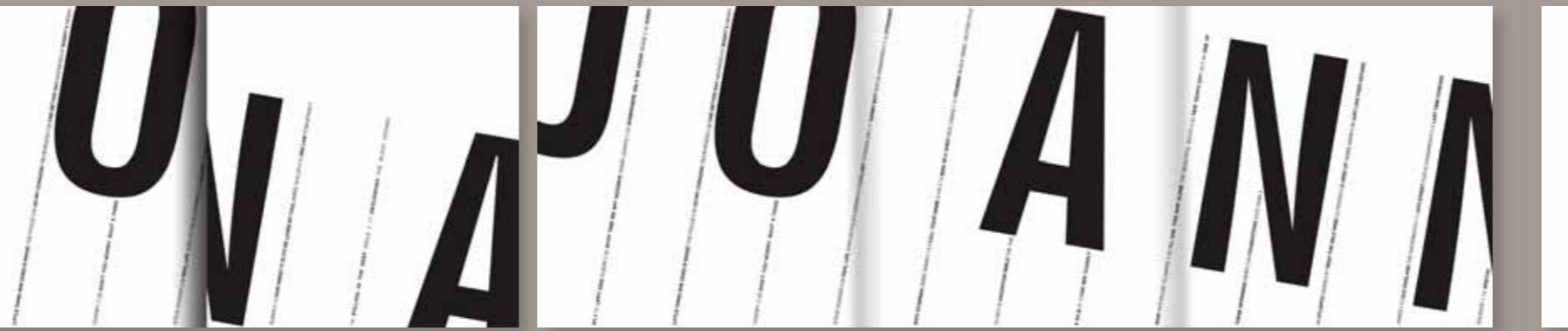
y?t

Creating a double collection of songs, either based around or heavily including the piano, the **Jo anna** compilations simply needed a strong visual approach. A purposely rustic keyboard montage was therefore hand composed. This was then followed with clean typographical layouts to further echo the keys motif.

Jo anna Compilations ↵



y?t



Wh

y?t

Obviously there have been simply hundreds, if not thousands, of songs written about **New York**. This was simply too much to ignore, hence this eclectic compilation. The brief was (like Manhattan itself) to keep the imagery both iconic and definitely widescreen.

New York Compilation ↵



New York Compilation ↵

Wh

y?t



Wh



Wh



Wh

**Type/ross@whytstudio.com//Talk/[07872 176303](tel:07872176303)//
Write/10 Rectory Court/189 High Road/London E18 2PE**

**References/Wyn Roberts/Wave//wyn@draftoil.com//
Anthony Dawton/Photography//anthony@dawton.com**

A photograph of a person sitting in the ocean, facing away from the camera. They are surrounded by white, foamy waves. In the background, a long wall of rocks extends into the distance under a clear blue sky.

THE JOURNEY IS IN NOT KNOWING

WHERE YOU'LL GO NEXT