

Portfolio

David Pentland

Visual Designer

2023

What I do

Visual and spatial designer

I am a multi-disciplinary designer originally from the UK, now based in Ericeira, Portugal – with over 20 years experience. From branding to digital design, interior design to packaging, I embark on every project from an ethical viewpoint, guided by the philosophy that sustainable design has the power to amplify and accelerate growth and enhance the well-being of its user.

Research driven, I find original and beautiful solutions through goal-directed, playful experimentation and develop meaningful and thoughtful working relationships with clients and colleagues.

I have run **Ardour Design** for the last 10 years and collaborate with many freelancers as well as our partner agency **Studio Kunze**. This collaboration has allowed us to tackle a large variety of projects, from restaurant start-ups to one of the largest international shipping companies.

I thrive in diverse and collaborative environments, and I am now looking for project on contract work as a freelance designer.



As well as running Ardour Design, I have also setup and run 3 co-work spaces. One in Brighton UK, and two in Ericeira, Portugal. I love creating a space where people come together to share ideas and work collaboratively, and feel honoured that I can host that. The spaces in Portugal were featured in **Monocle Entrepreneurs** edition.



MONOCLE

The Cast

Influencer Marketing & PR

SCOPE

- Visual Identity
- Brand Guidelines
- Website Design
- Website Dev

ROLE

- Lead Designer
- Project Manager
- Client Liason

The Cast, combines the power of influencer marketing and PR, harnessing data and creative storytelling to deliver meaningful results.

THE CAST

THE GHOST

Nick
+44 73

HOST

Nick Rogers
+44 7376 378 264

THE CAST

Nick Rogers
+44 7376 378 264

THE GHOST

THE CAST

The New Communicators

What We Do
Our Work
Work With Us

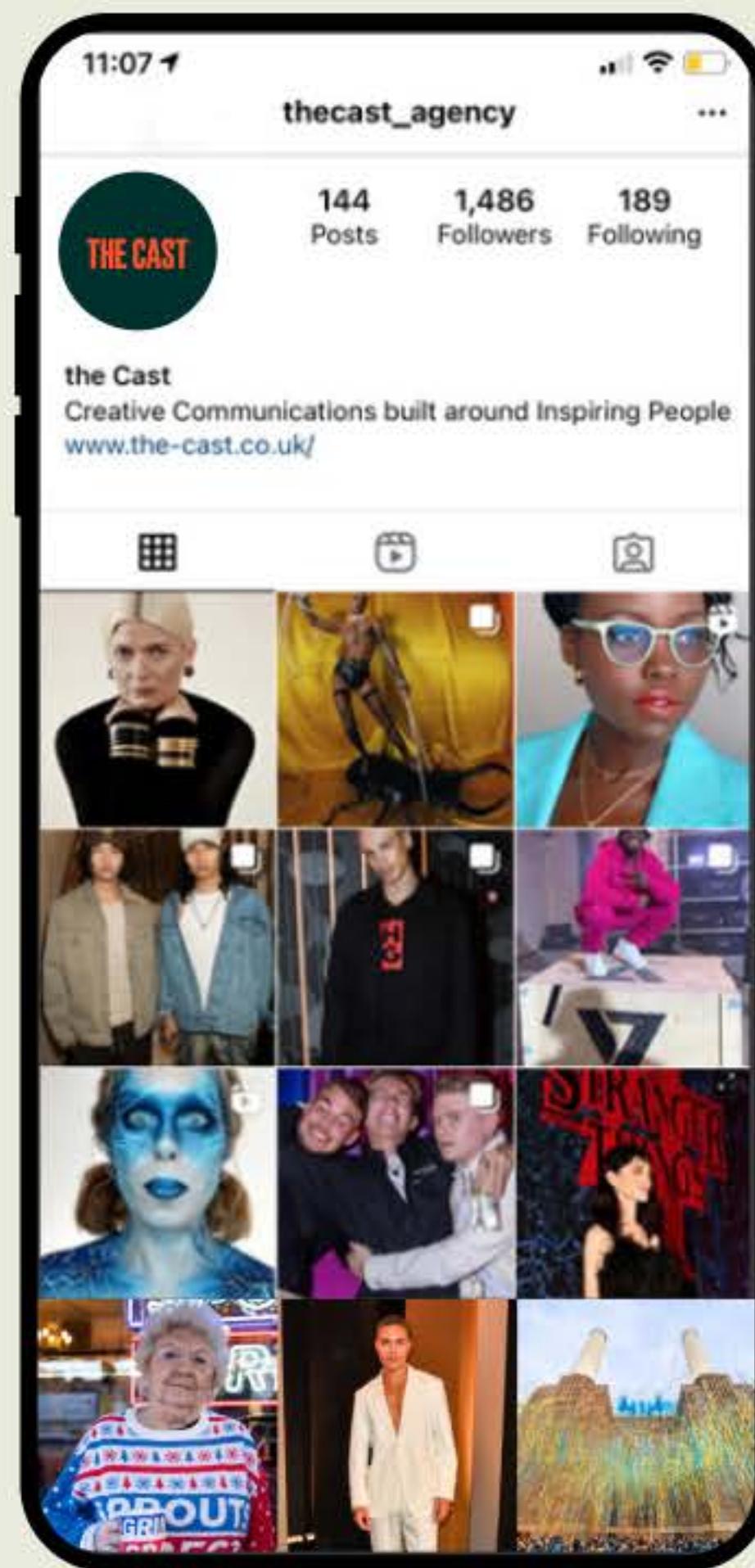
Monica Vinader x
Kate Young Collaboration

As part of the agency's scope, Monica Vinader charged The Cast to identify globally renowned fashion partners for special collaborations and collections. Specifically, the ambition for these collaborations was to both elevate the brand whilst creating a product line that would generate stand-out commercial

The Cast worked alongside Kate on a global PR and talent strategy, ensuring some of the biggest names in media, entertainment and fashion were gifted the collection, coinciding with placements seen on A-list talent such as Selena Gomez, Julianne Moore and Jennifer Lawrence. The collection was sold

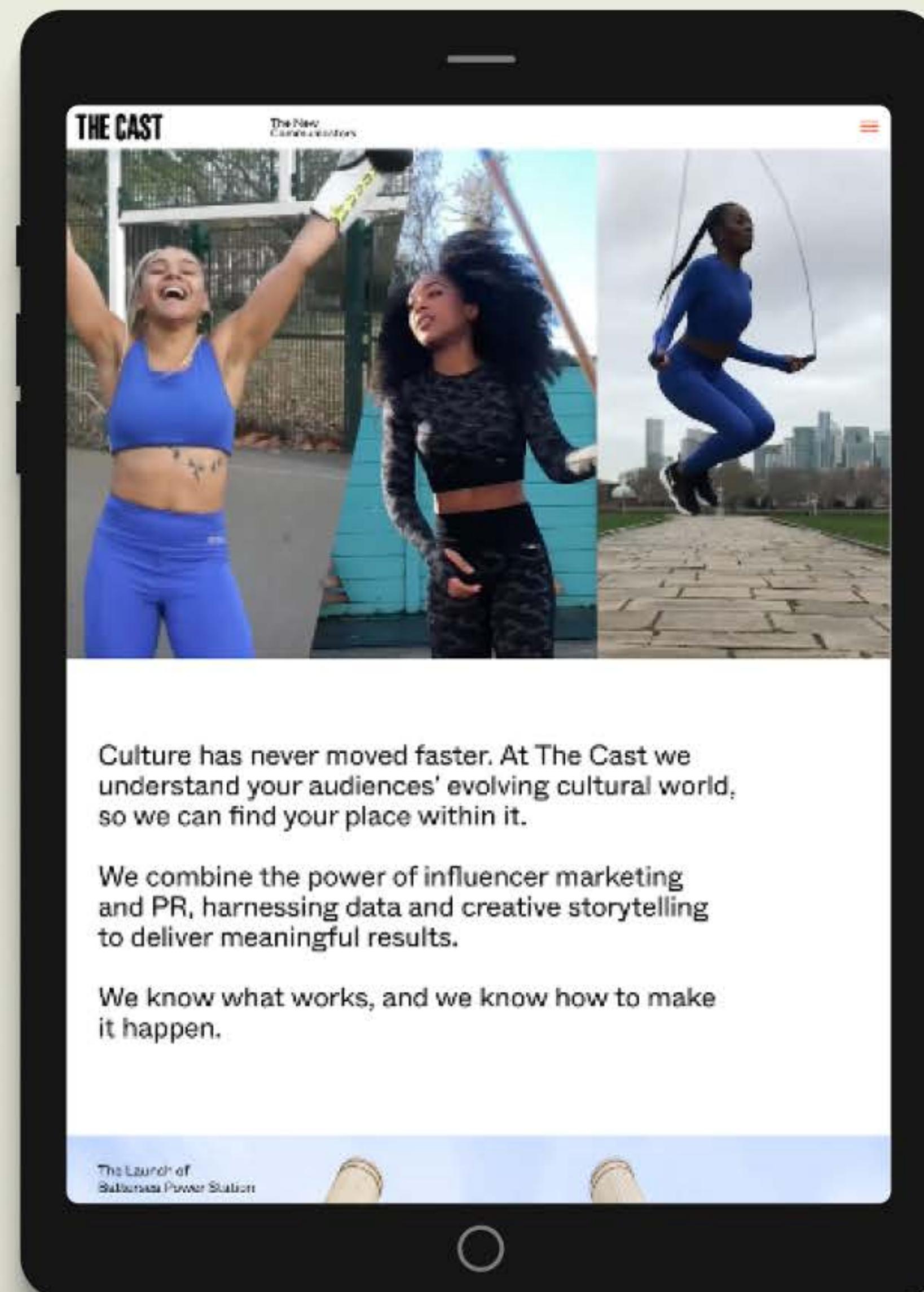
THE CAST

Instagram
LinkedIn
info@the-cast.co.uk





THE CAST



We only make work that moves people, that elevates our brands, that makes us proud. Because we are as ambitious for our brands as we are for ourselves.

We work with brands that embrace the unknown, that are endlessly curious about what excites their consumers. We collaborate with our clients on campaigns that give their brands real meaning. We do everything with integrity, and work with brands who do the same.

How We Do It

Influencer Marketing	Communications	Partnerships & Collaborations
Creative Strategy Development	Campaign Strategy	Brokering & Contracting
Reporting, Measurement & Evaluation	& Creative	Partnerships
Brokering & Contracting	Campaign Management	Campaign & Relationship Management
Influencer Partnerships	High Profile Media Relations	Amplification Strategy
Campaign Management	Always-On Press Office	& Execution
	PR Asset Creation	

Sherlock

Real Estate

SCOPE

Visual Identity
Brand Guidelines
Website Design
Website Dev

ROLE

Brand Designer
Digital Designer
Project Manager

Sherlock are the first to market tech real estate platform,
determined to disrupt and shape the future of real estate
across the Iberian Peninsula.

Sherlock

Sherlock

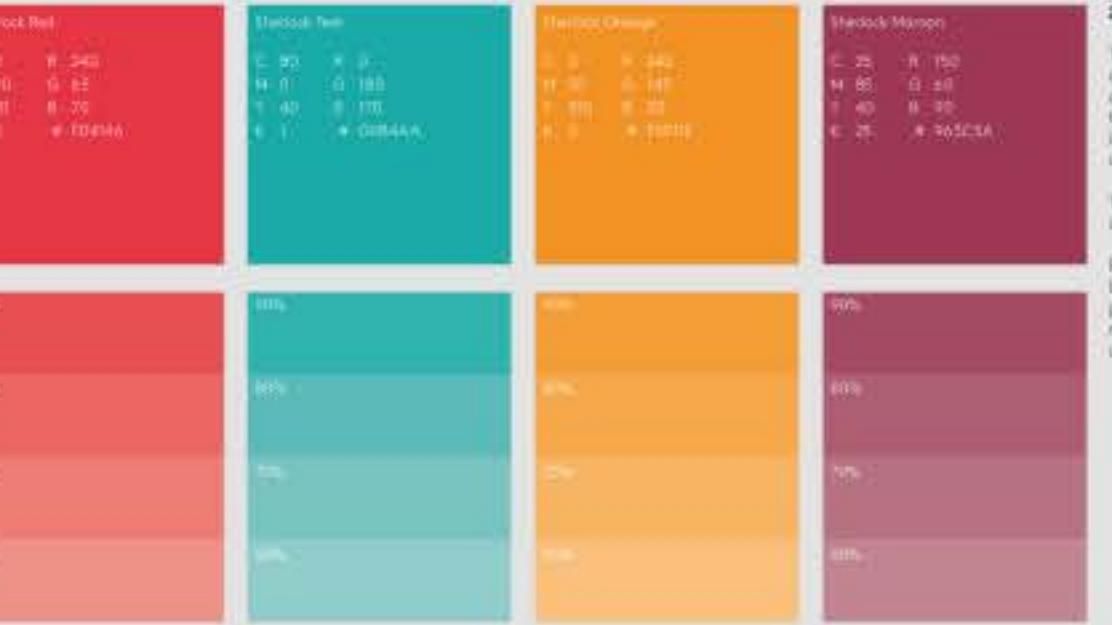
Sherlock

1.1 Wordmark

Our wordmark is the fundamental component of all Sherlock communication. To maintain a strong and consistent visual identity, it must be produced and used correctly at all times.

The construction of the Logo has been carefully considered. It consists of a wordmark only. Please never attempt to recreate the wordmark.

To maintain integrity it is essential that the supplied master files are always used.



2.1 Primary Colour Palette

The established colour palette is made up of a primary colour palette and tonal values of those colours from 0% to 60%. To keep the bright and bold nature of the visual identity, do not use or tint below 0%. Never use the tints for this wordmark.

To maintain integrity it is essential that the supplied master files are always used.

For print communications, colours should be reproduced in CMYK for lithographic printing; CMYK values should be used for digital printing and RGB values should be used for all screen-based applications.

Schulbuch Nord Pro Regular Schulbuch Nord Pro Bold

2.2 Typography — Primary Typeface

Schulbuch Nord Pro communicates in a clean, creative voice and delivers information with honesty and modesty. It should be used as the primary typeface throughout Sherlock's communications.

Please see section 3.4 for usage.

A new way of selling Real Estate

Vende

A new way of selling Real Estate

3.2 Highlight Copy Text Usage Over an Image

The indicative page structure and sample text shown can be used for a wide range of applications including literature, covers, word documents, brochures etc.

Highlight Copy (Stage 1)

Using the 'full stop' font size used for the copy, as a spacer e.g., using 36pt for copy, then use a 50pt 'full stop', there are some set spacing guidelines:

In front of the first character (fig. 1.2,3,4) The text should be set, 'one full stop' from the left hand edge of the page. As indicated on the diagram by the full height 'full stop'.

Above a capital letter (fig. 1.4) You should use the space of one-and-a-half 'full stops' to space the text away from the top edge.

Below a sentence with no descenders (fig. 3) You should use the space of one-and-a-half 'full stops' to space this text away from the bottom edge.

Below a sentence with descenders (fig. 2,3) You should use the space of half-a-half 'full stop', to space the text away from the bottom edge.

Above a sentence with ascenders (fig. 2,3) You should use the space of one-and-a-half 'full stops', to space the text away from the top edge.

At the end of the text (fig. 1,2,3,4) Two 'full stop' widths should be used to separate the copy from the far right hand edge.

The highlight bars can then be moved together so that there are no gaps showing (Stage 2).



1.3 Wordmark Colourways (Imagery)

When using the wordmark on imagery it is important to maintain legibility and readability. The designer will use their discretion on how much of the wordmarks will be used.

As a guide the four colour wordmark is best to use on light and grey photographs with lots of space surrounding it. For more complex imagery it is advised you use one of the single colour wordmarks.

Please see section 2.1 for colour reference.



6.3 Advertising Examples

These are currently indicative designs, showing how the visual language can translate to both large scale horizontal advert boards and print media shelter adverts.

We will update this statement with final designs and scale accordingly once this advertising project has been briefed to us.

A3 Headlines 40pt/42pt/0 —

A3 Sub Heading — 12pt/15pt / 0 — Regular
A3 Body text — 10pt/13pt / 0 — Regular. This is dummy text II is intended to be read but have no meaning. As a simulation of actual copy, using normal letter frequencies, it cannot deceive eye or brain.

A4 Headlines 35pt/40pt/0 —

A4 Sub Heading — 12pt/15pt / 0 — Regular
A4 Body text — 8pt/11pt / 0 — Regular. This is dummy text II is intended to be read but have no meaning. As a simulation of actual copy, using normal letter frequencies, it cannot deceive eye or brain.

A5 Headlines 35pt/34pt/0 — Bold

A5 Sub Heading — 10pt/13pt / 0 — Regular
A5 Body text — 8pt/11pt / 0 — Regular. This is dummy text II is intended to be read but have no meaning. As a simulation of actual copy, using normal letter frequencies, it cannot deceive eye or brain.

A new way of selling Real Estate

3.3 Using Text Highlight Pins

The indicative page structure shown can be used for a wide range of applications including literature, covers, word documents, brochures etc.

1. Highlight Copy with Pins

All of the highlight lines land off the page to the right hand edge, apart from the last line of text which follows the same rules as 3.2, and 3.3.

The height of the vertical rectangle of the pin, is to be the same height as the highlight line of text that it is placed on. The circle on top is to be twice the width of the vertical rectangle just placed on top, bring with the top edge of the highlight text.

Highlight colors can change and repeat if



6.2 Website Homepage

Our website homepage reflects who we are and our newly developed identity. The new website address is: heysherlock.io

It uses a solid colour wordmark on the top navigation and the full four colour wordmark on the plain white footer.

Sherlock

6.1 Sale Boards

The sale boards show the four colour wordmark repeated and should be cut against a white background. There should be clear space between the wordmark and the other information.

Key details can be picked out in a solid colour from the primary color palette. To stand out over the black text.

The phone number should be in the main body of text, aligned left, and the AMI number appears aligned to the right hand side.

A new

way of

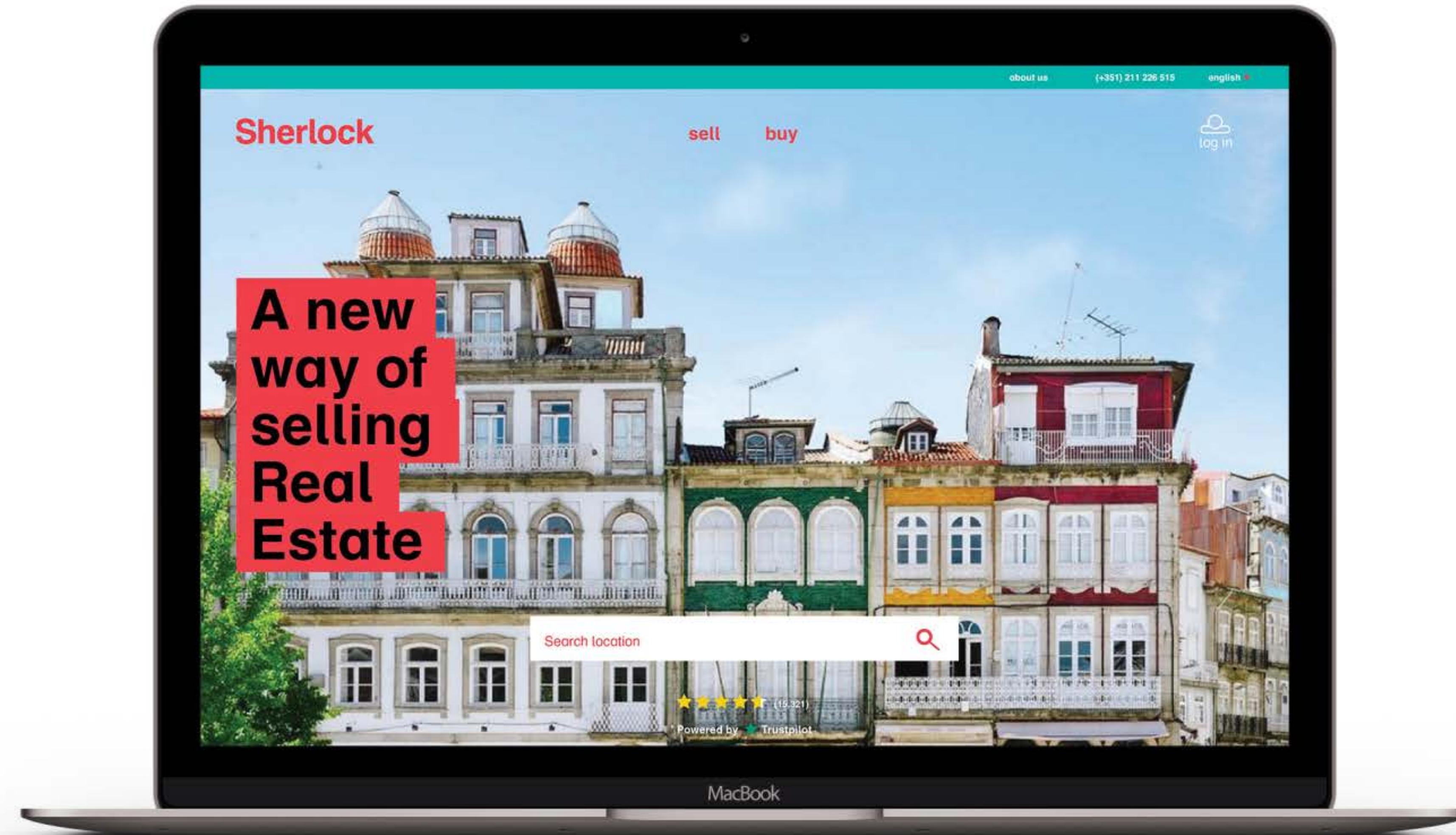
selling

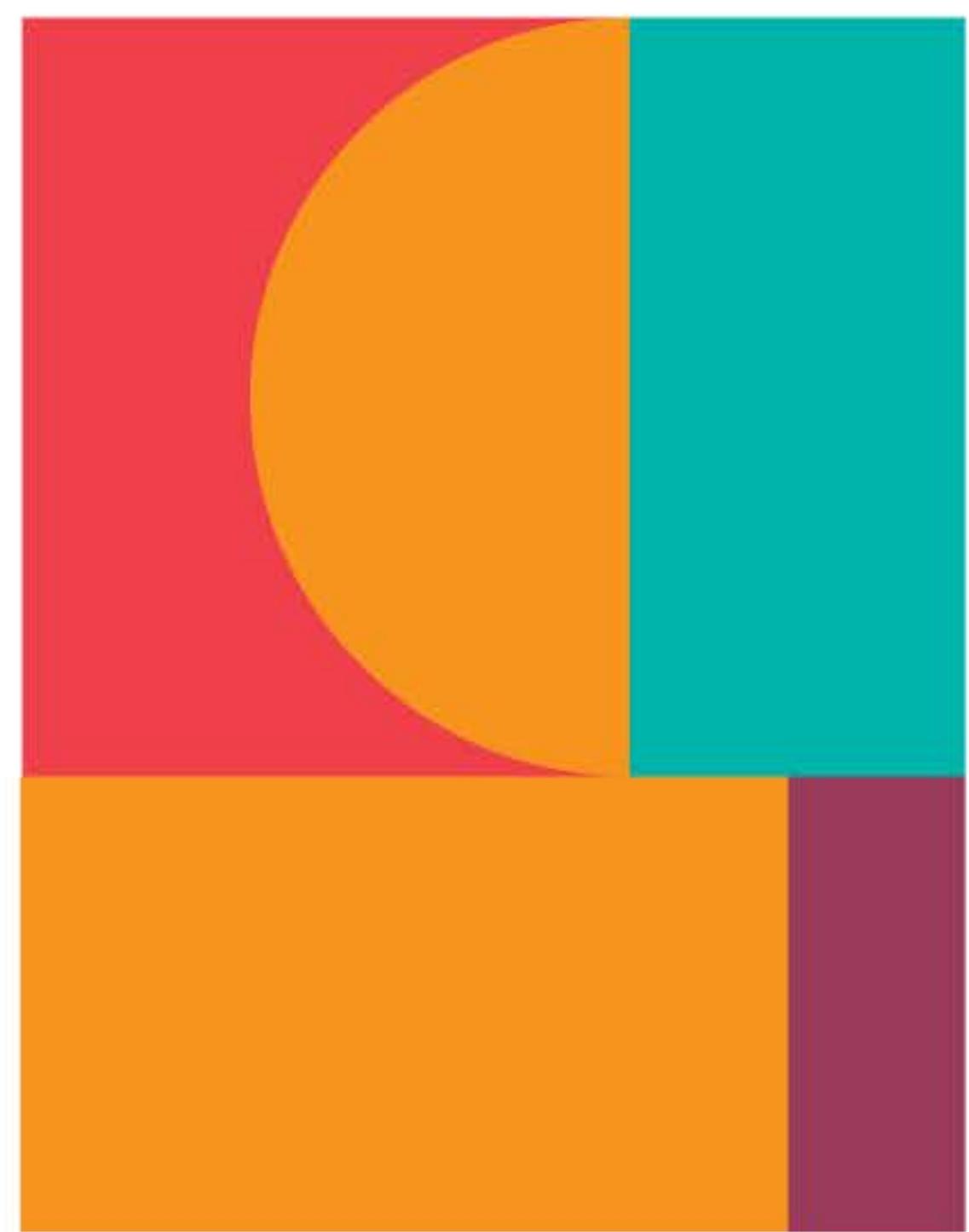
255401

Sherlock Sherlock Sherlock
Sherlock Sherlock Sherlock

A new way of selling Real Estate
heysherlock.io

primesight





Sherlock

heysherlock.io



Sherlock

heysherlock.io



Sherlock

heysherlock.io



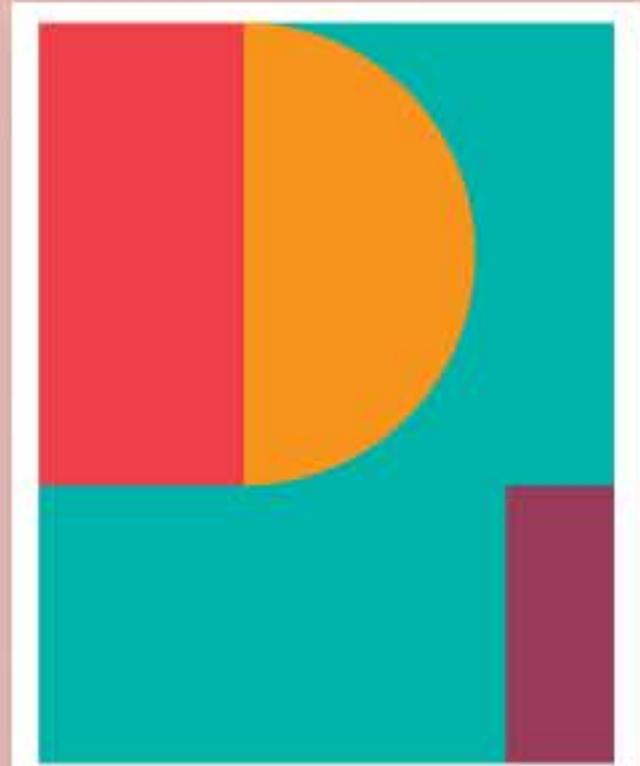
Sherlock

heysherlock.io



Sherlock

heysherlock.io



Sherlock

heysherlock.io



Zodiac Maritime Ltd

International Shipping Operator

SCOPE

- Visual Identity
- Brand Guidelines
- Website Design
- Website Dev

ROLE

- Brand Designer
- Digital Designer
- Project Manager

One of the largest international ship operators in the world,
offering a full range of management services to our
customers across the globe.





On Shore

As our operated fleet grows, so do our shore-based teams. Our wide range of management services are led from our London headquarters where we have teams covering every aspect of ship management, from commercial, technical, operations, crewing, sale and purchase, insurance, and legal services to health, safety, quality, and environmental management.

Please find our current vacancies listed below.



RETURN TO
CAREERS
MAIN PAGE



Welcome

We are Zodiac Maritime.

We are international ship operators offering a full range of management services to our customers all over the world. Our diversified portfolio of over 180 operated vessels comprises containerships, bulk carriers, PCTCs, LPG carriers, chemical, product and crude tankers.

We are headquartered in **London** with representative offices across **Europe** and **Asia**, and a dedicated crew of over **6,000**.

FIND OUT MORE



00.00.00

Welcome to Zodiac Maritime

Zodiac Maritime

Prepared by Name

Our culture

Zodiac's journey began in the 1950's when our founder, the late Sammy Ofer, acquired a small general cargo ship and began trading within the East Mediterranean. Zodiac is now 3rd generation run with the Ofer family's values and principles remaining at the centre of our culture.



Contents

Introduction

Our Culture

Our Approach

Your Development

Your Benefits

Section 3

Learning and development

Title

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur



Applications

PowerPoint template

Our PowerPoint template follow has been created to feel visually consistent when placed alongside printed literature.

Some example slides are shown opposite for covers, contents, dividers, text-based, information graphics and image-based slides.

Key things to note:

- Avoid having too much text on a page
- Keep hierarchy clear and consistent
- Use large title pages to change the pace of the presentation
- Use images as large as possible
- Ensure legibility of text for on-screen usage

Note: Text is reference copy only.



Zodiac
Maritime

Zodiac Maritime Ltd.
Portman House, 5th Floor
London, W1H 6DU

T +44 (0)20 7333 2241
info@zodiac-maritime.com
www.zodiac-maritime.com

Industry leaders in international ship management
putting expertise at the heart of what we do.

Daniel Ofer
CEO

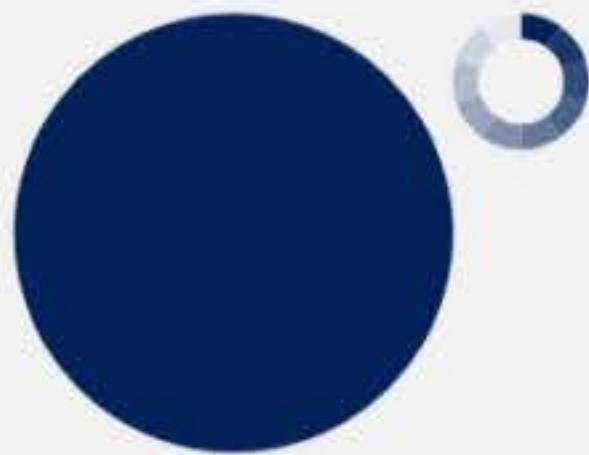
Zodiac Maritime Ltd.
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London, W1H 6DU
T +44 (0)20 7333 2241
daniel.ofer@zodiac-maritime.com
patodaniel@zodiac-maritime.com
www.zodiac-maritime.com



Notes

Industry leaders in international ship management
putting expertise at the heart of what we do.

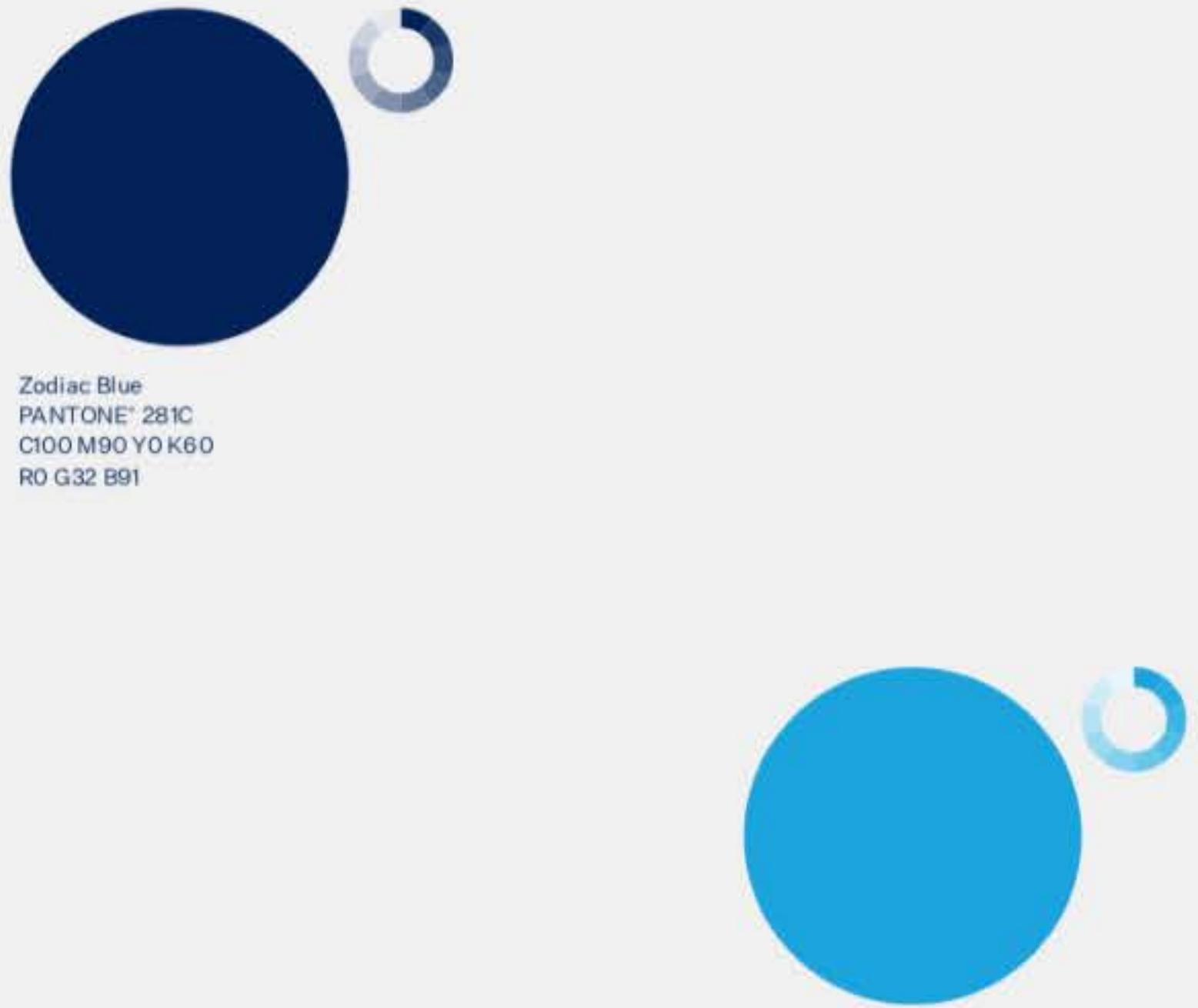




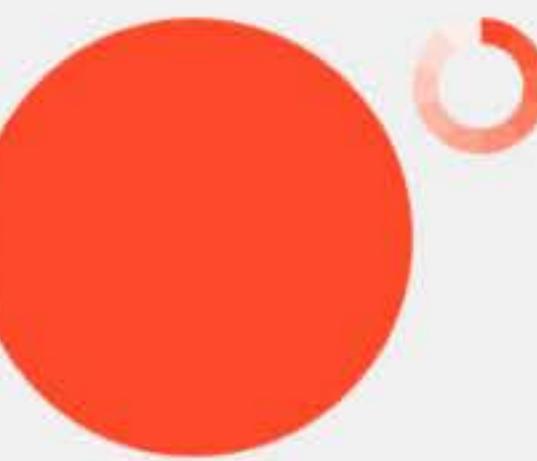
Zodiac Blue
PANTONE® 281C
C100 M90 Y0 K60
R0 G32 B91



Zodiac Black
PANTONE® BlackC
C60 M40 Y40 K100
R0 G0 B0



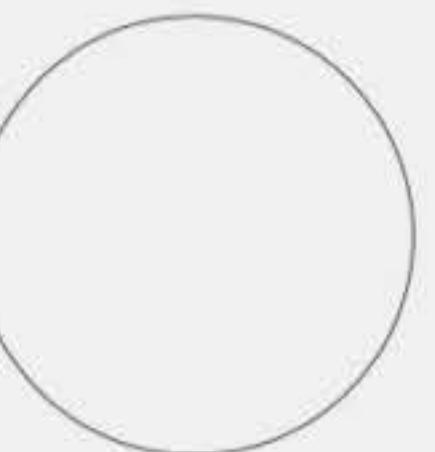
Mediterranean Blue
PANTONE® 299C
C70 M10 Y0 K0
R0 G163 B224



Zodiac Red
PANTONE® 172C
C0 M70 Y90 K0
R255 G72 B25



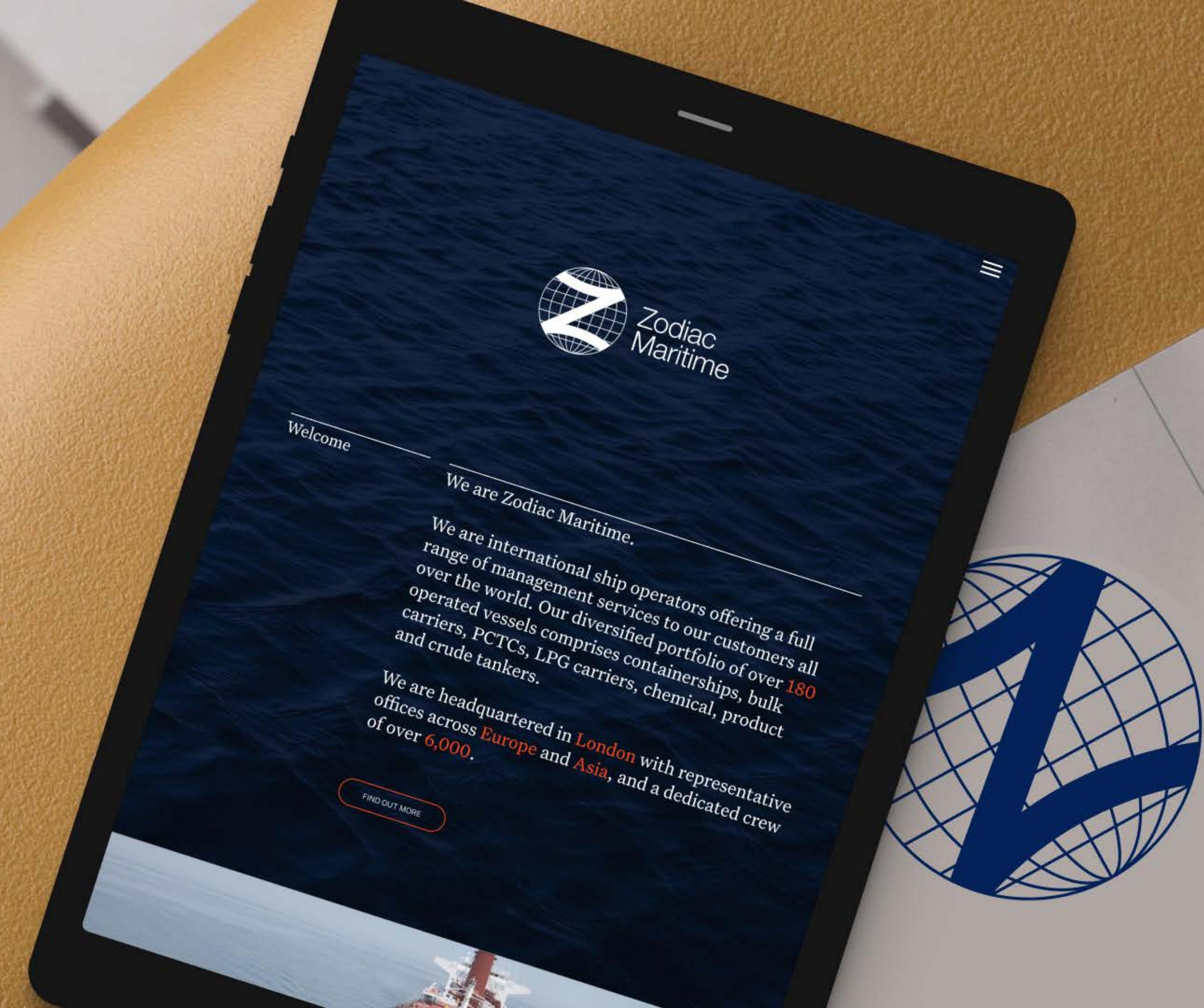
Zodiac Mid Gray
PANTONE® Cool Gray 6C
C0 M70 Y90 K40
R180 G180 B180



Zodiac Light Gray
PANTONE® Cool Gray 1C
C0 M0 Y0 K10
R240 G240 B240



Zodiac
Maritime



Hen

QSR Chicken Shop

SCOPE

- Visual Identity
- Brand Guidelines
- Website Design
- Website Dev
- Interior Design
- Art Direction

ROLE

- Brand Designer
- Illustrations
- Digital Designer
- Project Manager

Hen Restaurant is the first QSR chicken restaurant in the south of England.
Established in Brighton and then quickly expanded to two further
London venues.

h.en

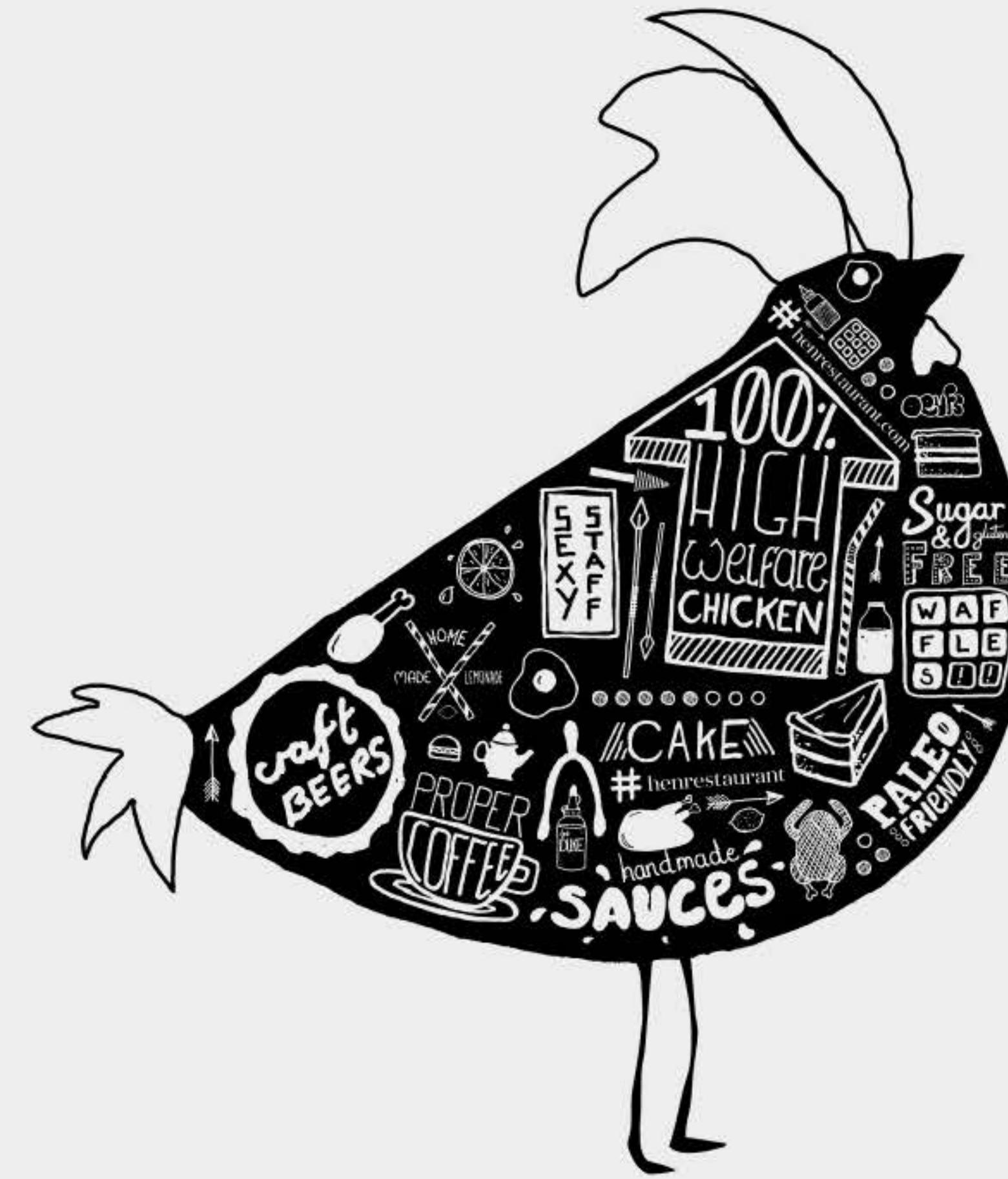
h.en











1 choose your
GRILLED/FRIED chicken...



quarter + two sides
£7.45

{ or }



half + two sides
£9.95

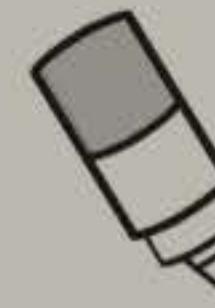
{ or }



burger / veggie
£6.95

+ fried egg 95p

2 choose
your sauce...



the miles
Mild spice,
fresh & light



the herbie
Lemony & herby



the duke
Date sweetened
spicy sauce with
a hint of ginger

MENU

1 choose your GRILLED/FRIED chicken...

We are proud to say that all our chickens come from locally sourced farms, working to the highest welfare standards. This care is reflected in the quality and flavor of all our produce. Our main supplier, Chris from Brooklands Farm, is only 45 minutes up the road and shares our passion and belief that natural farming is essential for a sustainable future. Enjoy!



{ or }



half

£7.45

quarter
£4.95

2 choose your sides...

+ Fries £1.50
+ Sweet Potato Fries £2.70
+ Half / whole corn £1/£2

+ Side Salad £3.00
+ Halloumi £2.50
+ Sauerkraut £1.50

BURGERS



chicken burger
£7.45

+ Cheese 50p
+ Fried Egg £1.00
+ Nut Pesto £1.00
+ Fries £1.50
+ Sweet Potato Fries £2.70



pulled chicken burger
£7.45

+ Cheese 50p
+ Fried Egg £1.00
+ Nut Pesto £1.00
+ Fries £1.50
+ Sweet Potato Fries £2.70



halloumi burger
£6.95

+ Cheese 50p
+ Fried Egg £1.00
+ Nut Pesto £1.00
+ Fries £1.50
+ Sweet Potato Fries £2.70



CHICKEN WINGS

4 x chicken wings £4.95

6 x chicken wings £6.95

12 x chicken wings £11.95

MAST Chocolate

Spatial Design

SCOPE

Spatial Design
Visual Merchandising

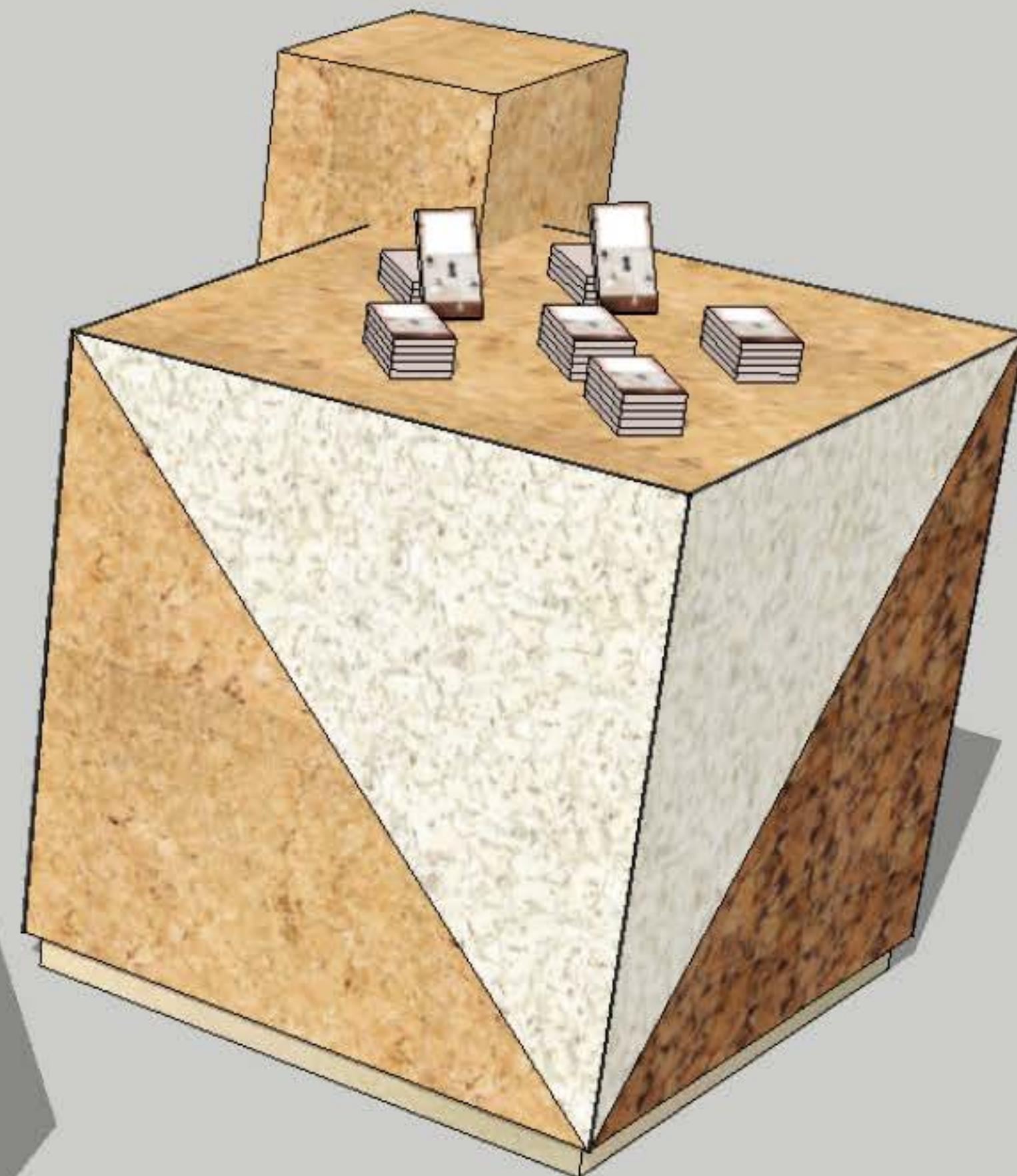
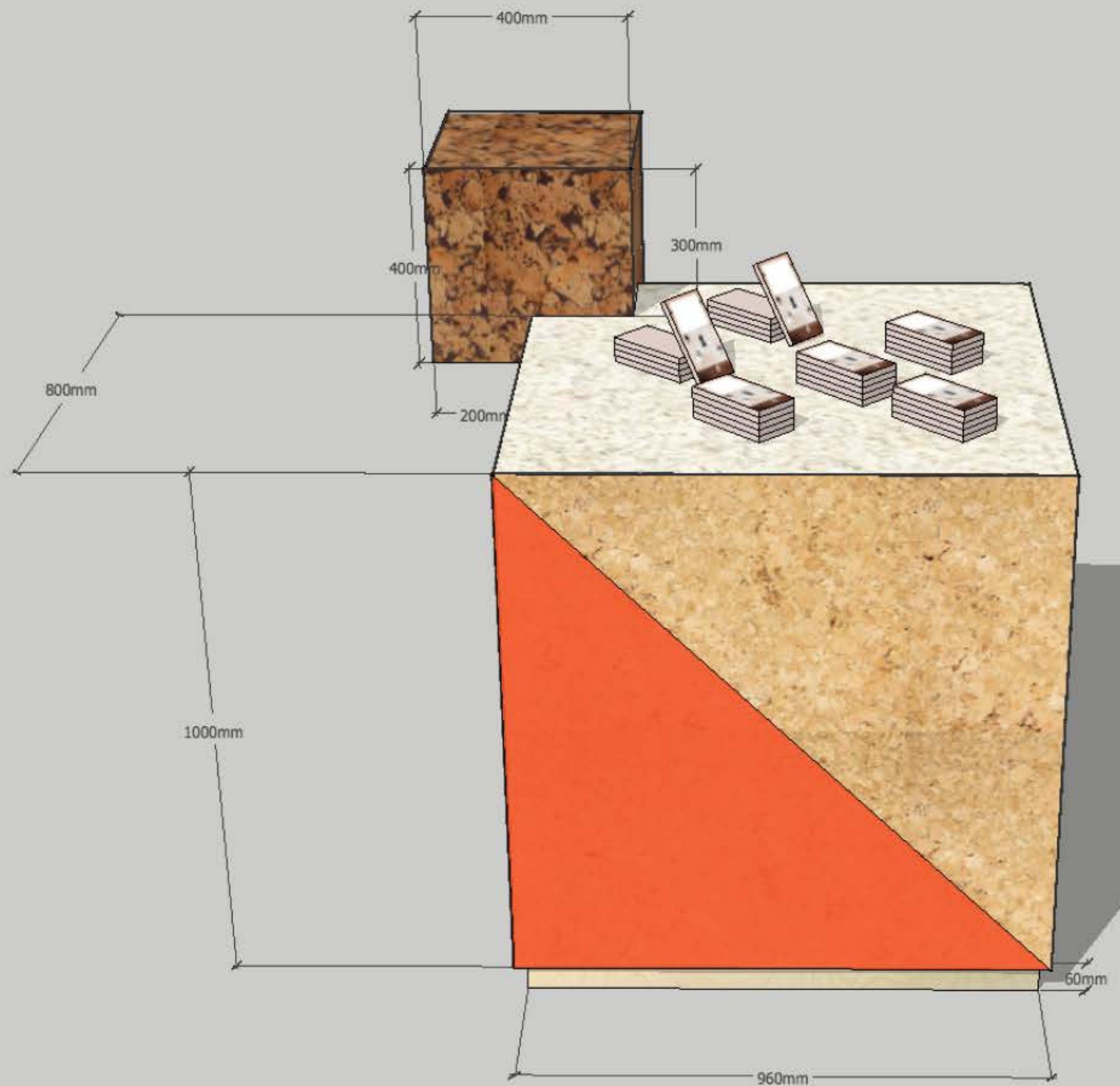
ROLE

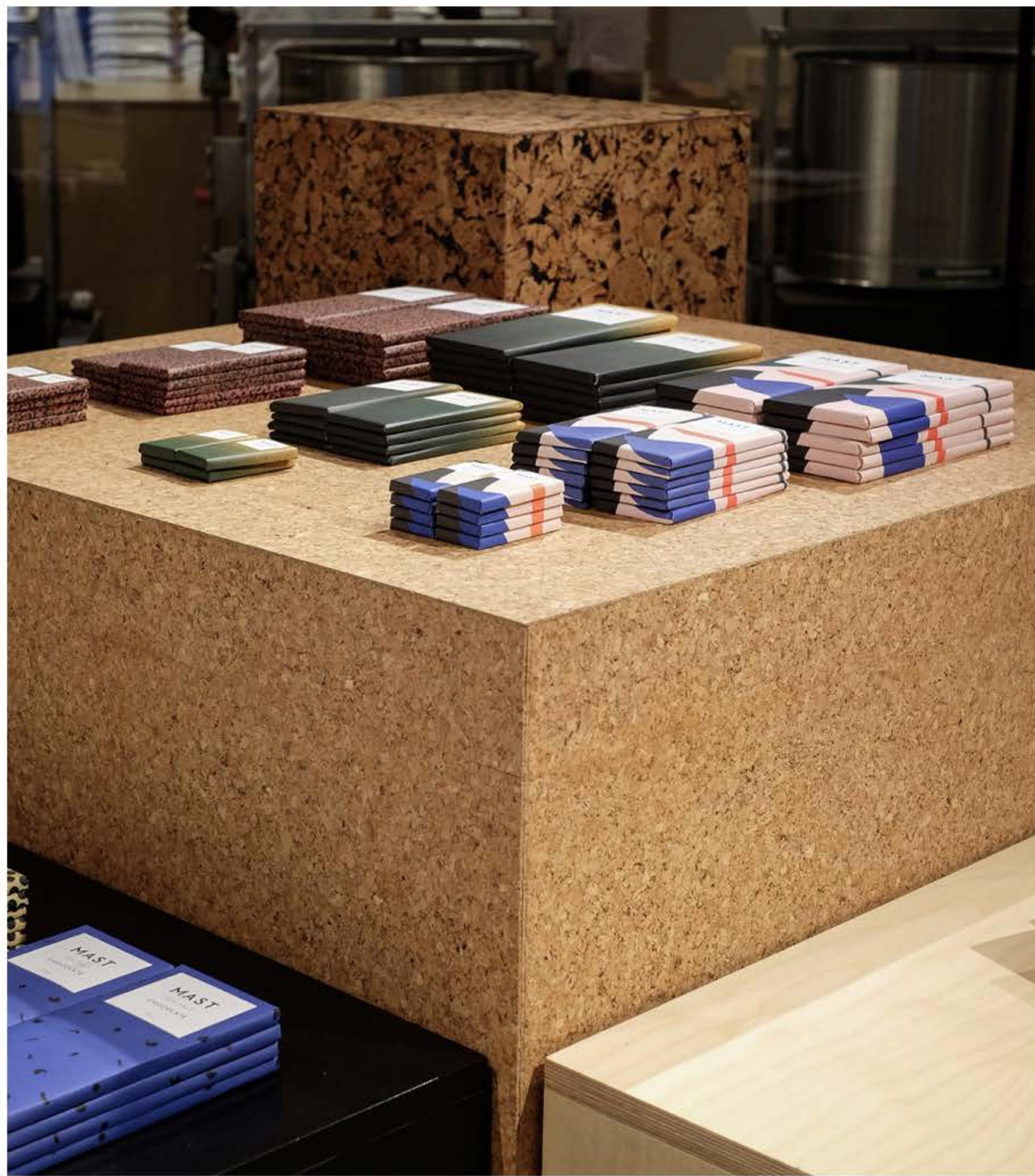
Spatial Designer
Project Manager

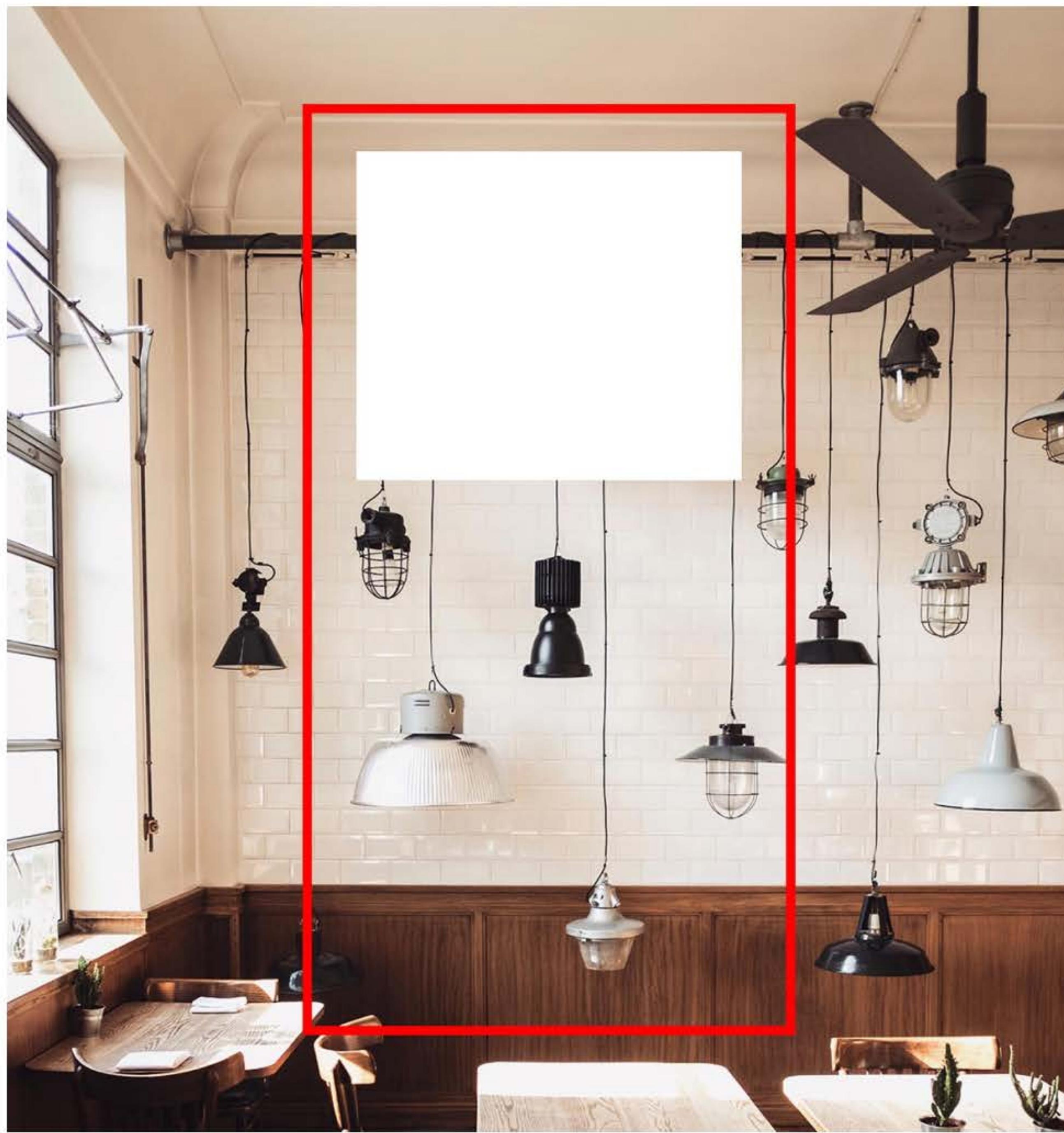
Mast Brothers is an American artisanal chocolate company headquartered in Brooklyn, New York. The company was founded in 2007 by brothers Rick and Michael Mast











ROCA Gallery London

Exhibition Design

SCOPE

Visual Identity
Spatial Design
Signage and Wayfinding

ROLE

Spatial Designer
Project Manager

We were asked by Studio Woode to design this exhibition on Flood Resilient Architecture, hosted at then beautiful Roca Gallery built by Zaha Hadid.



Roca London Gallery

SEA CHANGE

FLOOD RESILIENT ARCHITECTURE
FOR THE 21ST CENTURY

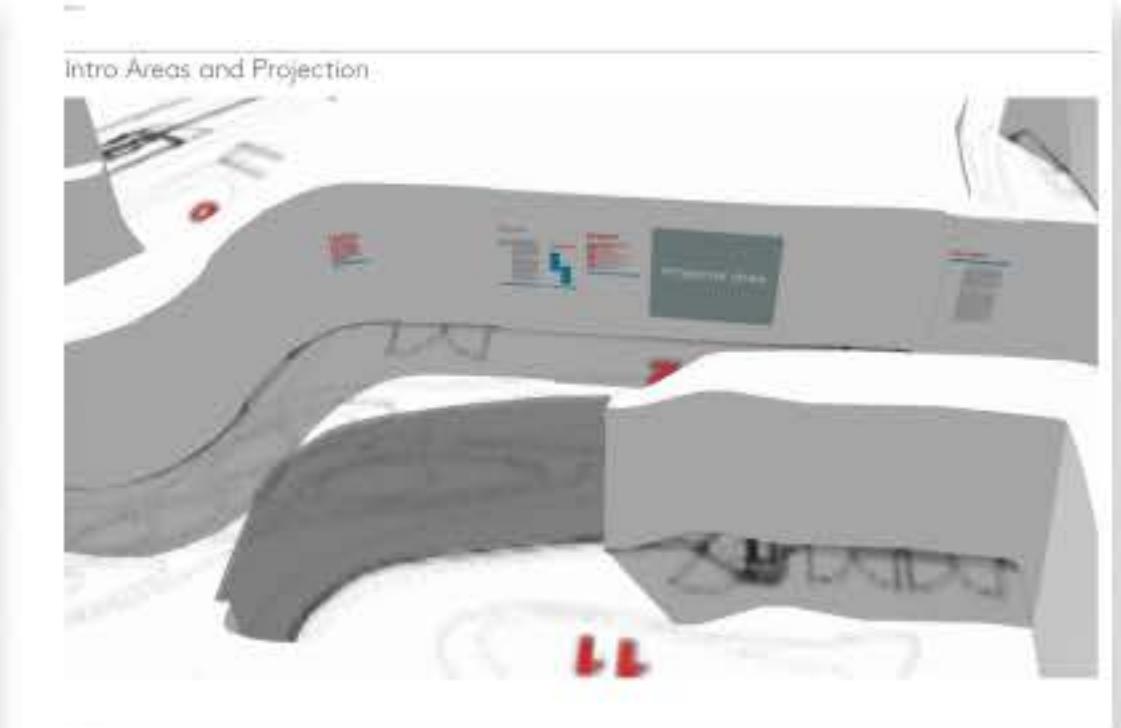
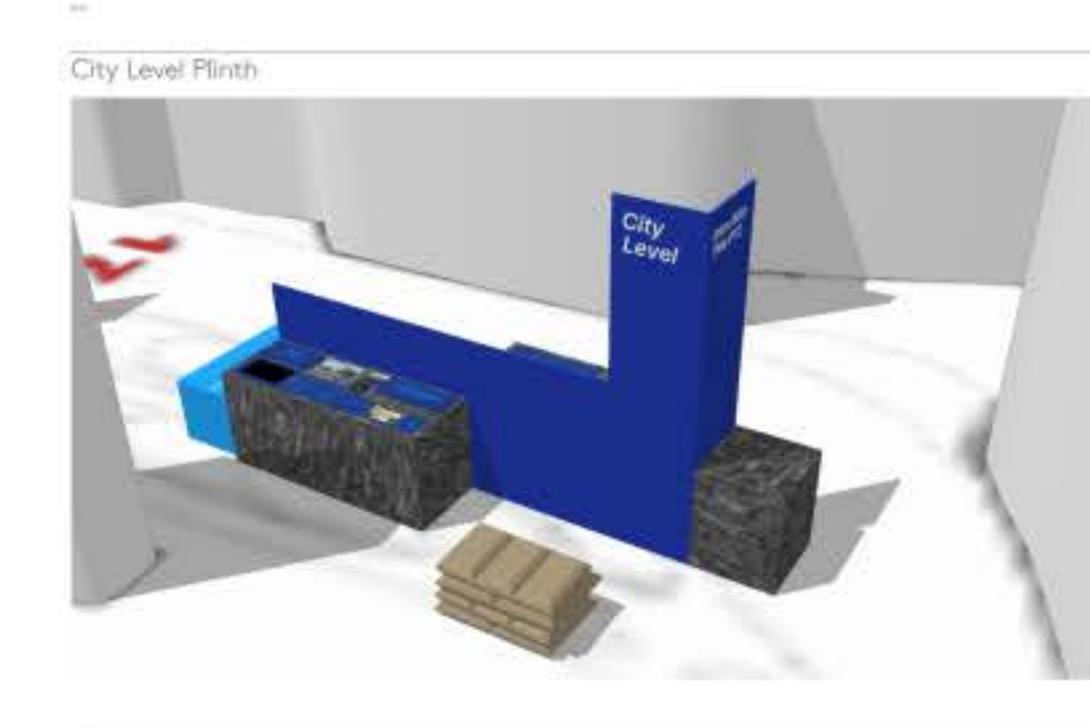
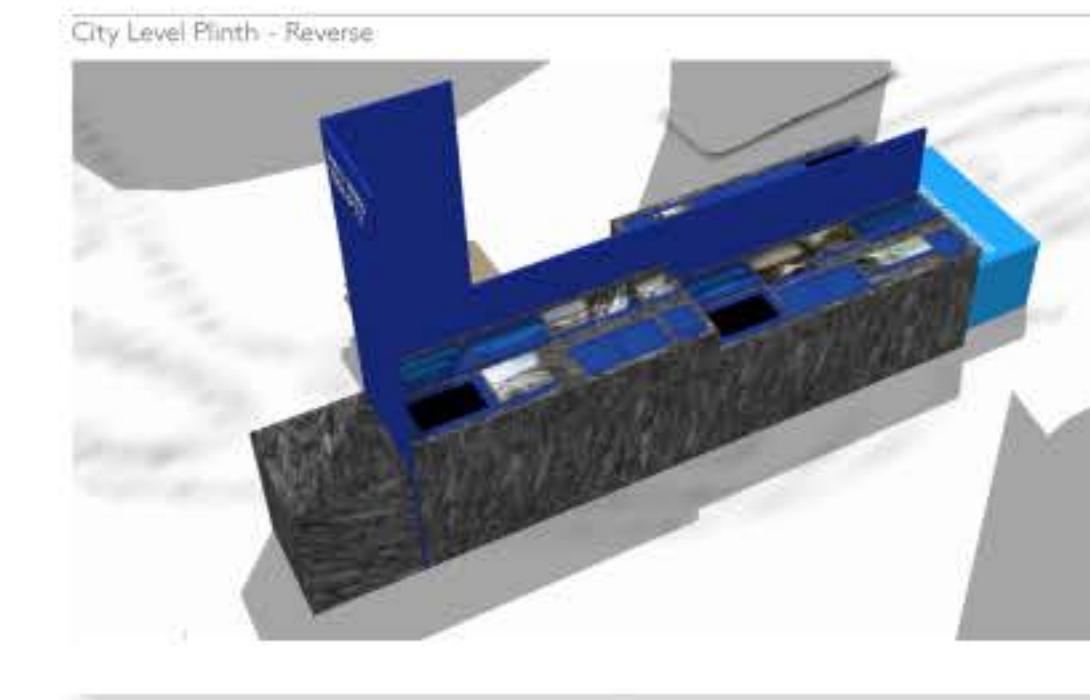
01.02.20 – 16.05.20

SEA CHANGE

FLOOD RESILIENT
ARCHITECTURE FOR THE
21ST CENTURY

01.02.20 – 16.05.20

Roca London Gallery



**FLOATING HOUSES
IJBURG**
BY MARLIES ROHMER ARCHITECTS & URBANISTS

“WATER IS NOT LIKE LAND. IF YOU PLAN TO BUILD ON WATER, YOU NEED TO DO SO WITH RESPECT FOR THE UNIQUE NATURE OF WATER. WATER IS PIONEERING, WATER IS ADVENTURE, DANGER, AND RELAXATION, WATER LETS YOU ELUDE THE RULES OF DRY LAND. LIVING ON WATER ALSO MEANS VIEWS, MOVEMENT, BOAT DOCKED AT HOME, ROMANCE, JETTIES, A SENSE OF INDIVIDUALITY, WIND AND CLOUDS, SPACE, CONTACT WITH THE ELEMENTS, FEEDING SWANS FROM YOUR KITCHEN, ICE SKATING AROUND YOUR HOUSE...”

MARLIES ROHMER, MARLIES ROHMER ARCHITECTS & URBANISTS

Floating House Office
Marlies Rohmer Architects & Urbanists

The floating office consists of two parts: a floating office building and a floating house. The building is located on a small island in the middle of the water, while the house is located on a larger island nearby. The building has a white facade and a glass roof, while the house has a blue facade and a glass roof. The building is connected to the house by a bridge.

Floating House Office
Marlies Rohmer Architects & Urbanists

The floating house consists of two parts: a floating house and a floating office. The house is located on a small island in the middle of the water, while the office is located on a larger island nearby. The house has a white facade and a glass roof, while the office has a blue facade and a glass roof. The house is connected to the office by a bridge.

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HANS TAVSENS PARK
THE SOUL OF NORREBRO
BY SLA ARCHITECTS

**TOTAM REM A ISTE NATUS SIT VOLUPTATEM ACCUS
ISTE NATUS SIT VOLUPTATEM ACCUSANTIUMREMQUE
LAUDANTIUM, TOTAM REM A**

INTRODUCTION
The project aims to create a new urban space for Norrebro residents and visitors. The park will feature a large central pond, a children's playground, a sports field, and a walking path. The park will also include a variety of seating areas, including a amphitheater, a picnic area, and a barbecue area. The park will be designed to be accessible to all, with ramps and elevators for people with disabilities.

DESIGN
The design of the park will be inspired by the surrounding urban environment. The park will feature a mix of natural and man-made elements, including trees, shrubs, and paved paths. The park will also include a variety of seating areas, including a amphitheater, a picnic area, and a barbecue area. The park will be designed to be accessible to all, with ramps and elevators for people with disabilities.

CONSTRUCTION
The construction of the park will begin in early 2024 and is expected to be completed by late 2025. The project will be funded by the city of Copenhagen and the Norrebro neighborhood association. The park will be open to the public once it is completed.



CITIES MOST AFFECTED BY +3°C CHANGE IN GLOBAL TEMPERATURE

OSAKA, JAPAN 5.2 MILLION PEOPLE AFFECTED

ALEXANDRIA, EGYPT 3 MILLION PEOPLE AFFECTED

RIO DE JANEIRO, BRAZIL 1.8 MILLION PEOPLE AFFECTED

SHANGHAI, CHINA 17.5 MILLION PEOPLE AFFECTED

MIAMI, US 2.7 MILLION PEOPLE AFFECTED

THE HAGUE, NETHERLANDS 2.5 MILLION PEOPLE AFFECTED

HONG KONG, CHINA 8.4 MILLION PEOPLE AFFECTED

Our Daily Edit

Fashion & Lifestyle Store

SCOPE

Interior Design

ROLE

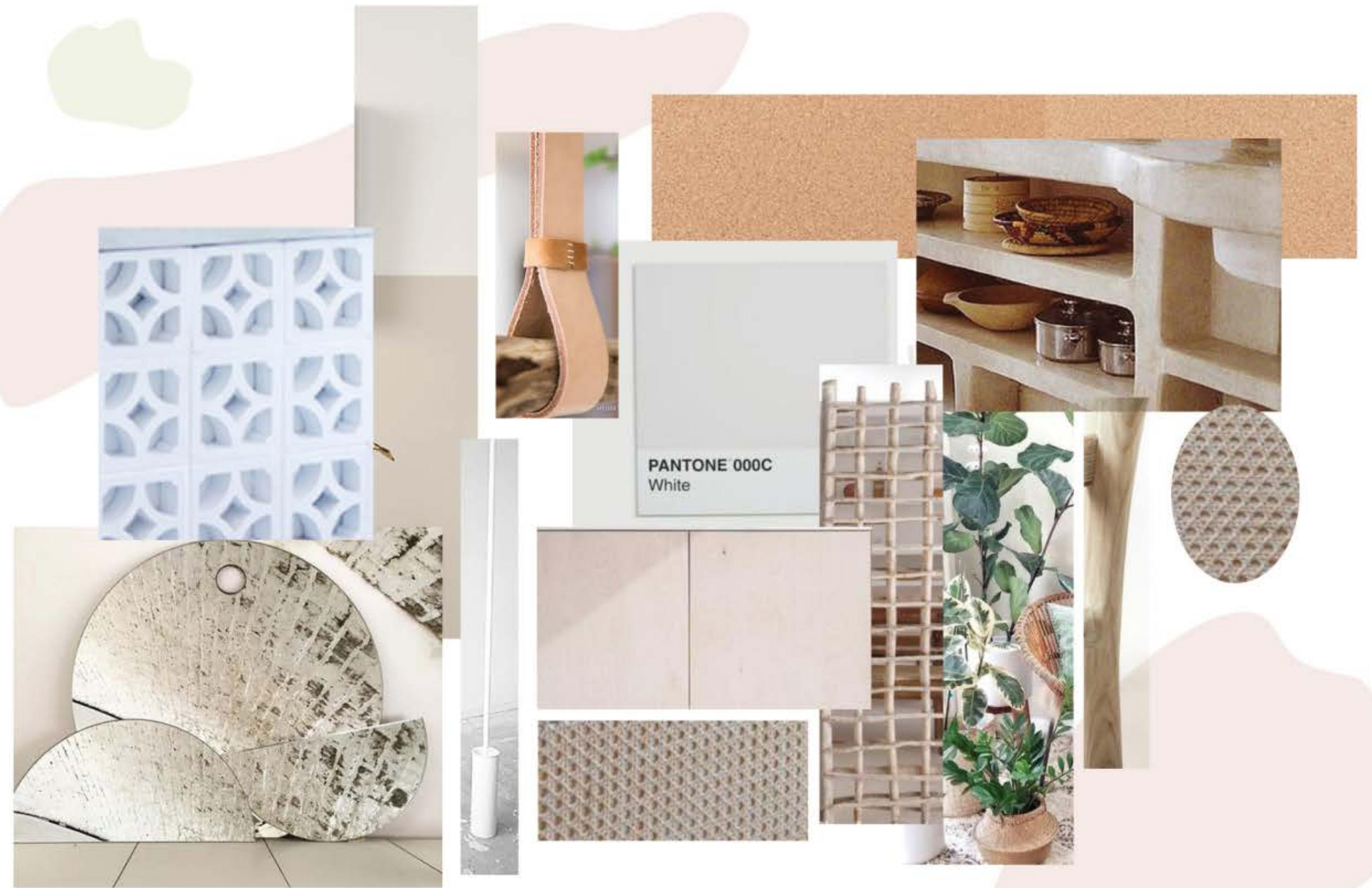
Lead Designer
Project Manager
Client Liason

We were asked to create a new shopping experience with
a focus on using sustainable materials.

Our Daily Edit
BN1 1AD

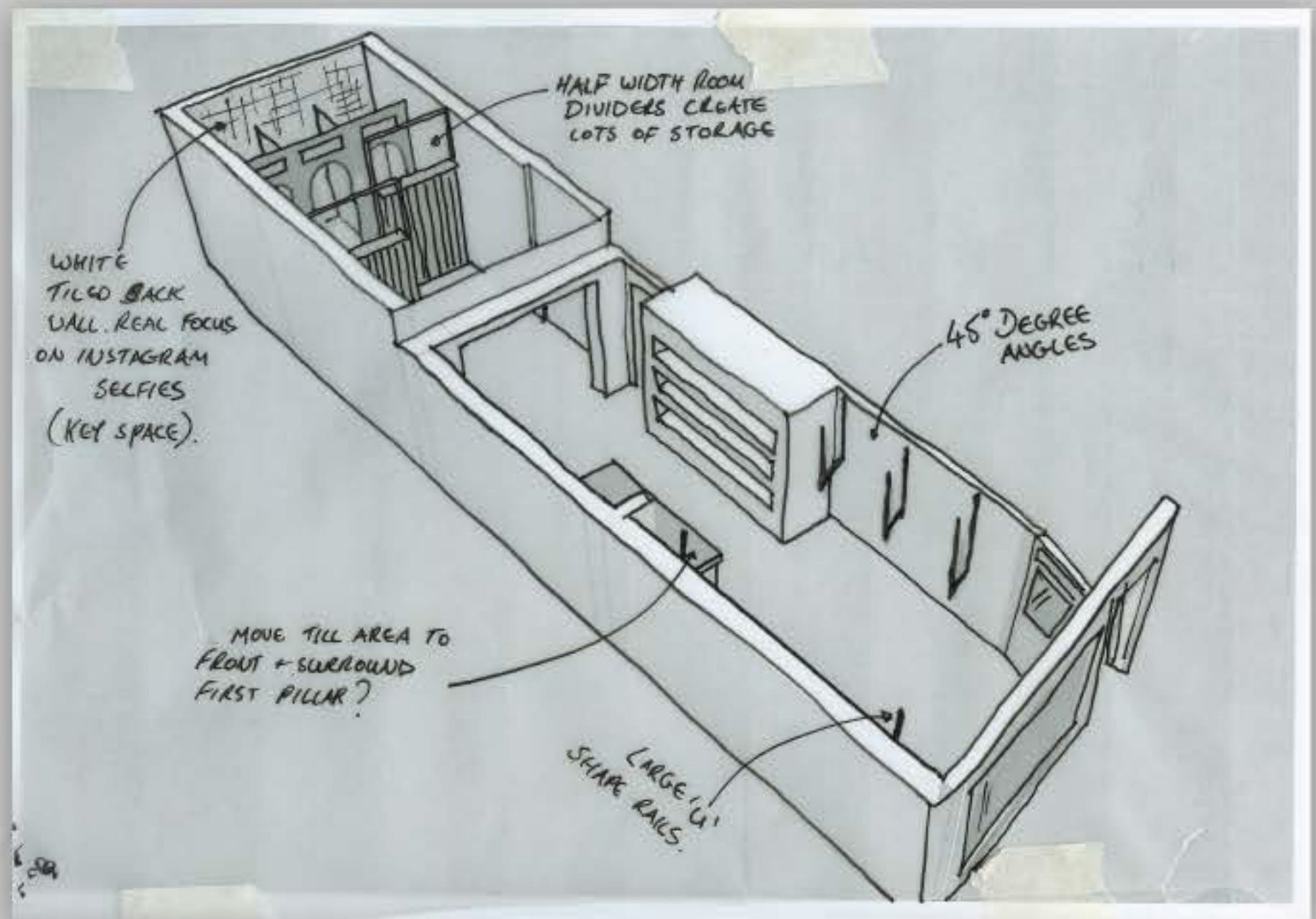






Our Daily Edit

BN1 1AD





Our Daily Edit

BN1 1AD

