

A wide-angle photograph of a mountain range, likely the Alps, with several peaks covered in snow. The sky is a clear, vibrant blue. The image serves as the background for the entire page.

Martin Philpot

A highly experienced, creative brand & presentation designer/artworker & Wordpress designer/developer

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puregraphic.design

Martin Philpot – a highly creative heavyweight all-rounder

Based in the UK, I am a highly experienced and versatile heavyweight designer, an all-rounder, with skills ranging from conceptual identity design and creation to integrated brand design right through to designing AND building websites in HTML5 & WordPress. Passionate about finding the right tone of voice & creative impact for the huge variety of clients I have had the pleasure in working with.

I am full-time freelance and like mix up my client projects with agency freelance and contracting work. I am looking forward to working with fun, creatively-led and forward-thinking brand design/web agencies and of course an interesting mix of projects.



Applications

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Keynote
Powerpoint
Google Slides

Websites, Digital & Social Marketing

WordPress design & build
WordPress theme customisation
Static HTML / CSS / UI+UX
SEO optimisation
MailChimp template design
Social media graphics

Brand & Corporate Communications

Brand identity design
Corporate brand development
Annual Reports
Internal communications & employee engagement campaigns
Corporate collateral including stationery
Brochures & environmental branding
Exhibition graphics, events & promotional campaigns
Powerpoint/Keynote template design
Google Slides deck design
Photo retouching

In a nutshell

Emperor Group

I had a senior freelance designer working with Emperor Groups team in their Dubai office, working on numerous Annual and Sustainability Reports for their clients.

Skills_
Annual Report design
Infographics
Design & Artwork

Client_
Emperor Group

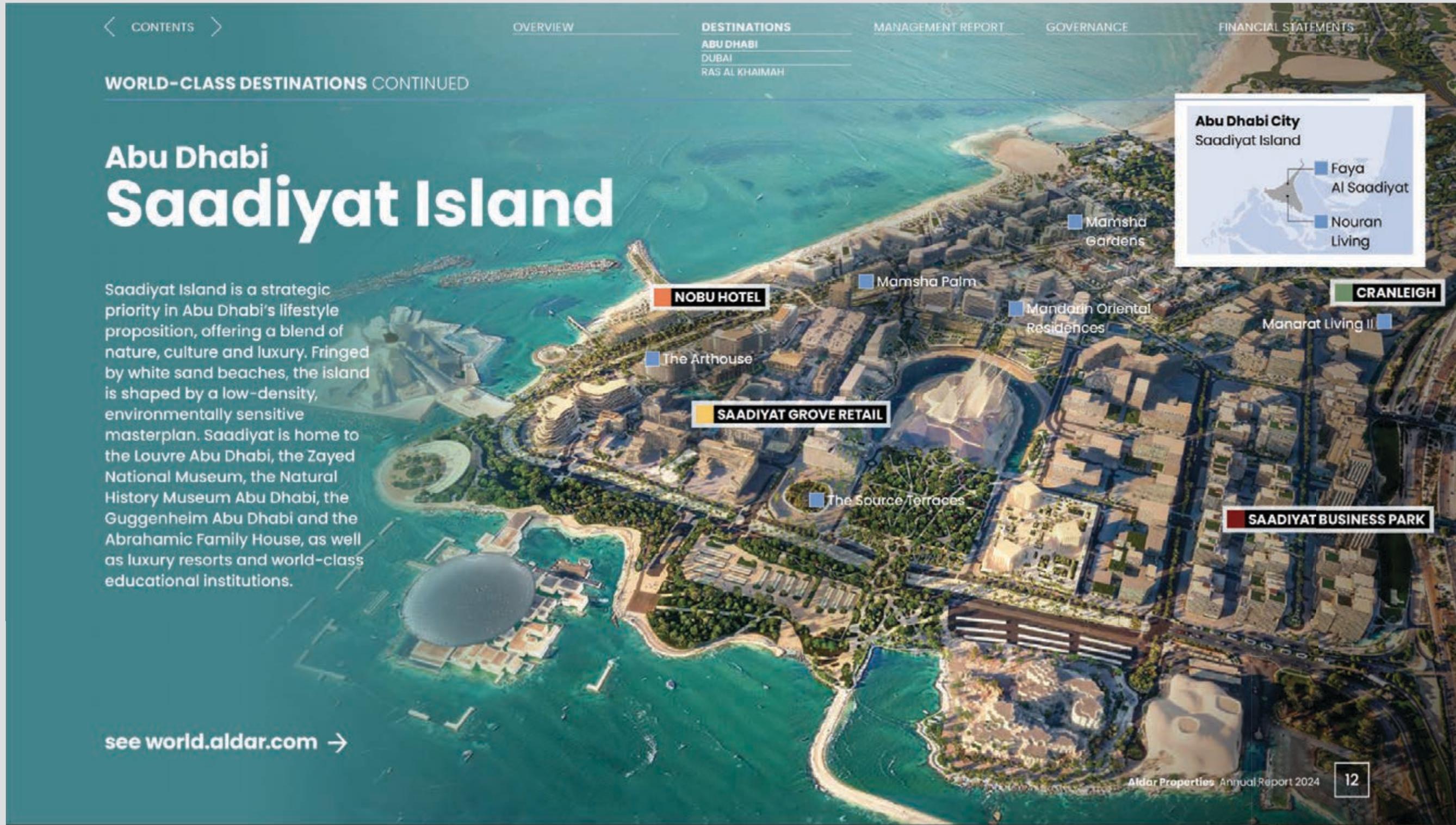


WORLD-CLASS DESTINATIONS CONTINUED

Abu Dhabi Saadiyat Island

Saadiyat Island is a strategic priority in Abu Dhabi's lifestyle proposition, offering a blend of nature, culture and luxury. Fringed by white sand beaches, the island is shaped by a low-density, environmentally sensitive masterplan. Saadiyat is home to the Louvre Abu Dhabi, the Zayed National Museum, the Natural History Museum Abu Dhabi, the Guggenheim Abu Dhabi and the Abrahamic Family House, as well as luxury resorts and world-class educational institutions.

see world.aldar.com →



Creating World-Class Destinations

Aldar's ambition is to create value in society, strengthening communities to cultivate healthy and accessible places that inspire everyone to live, belong and sustain. The company develops destinations through a fully integrated approach, providing a blend of high-quality property, infrastructure and amenities to encourage economic progress and exceptional quality of life.

الإمارات الإسلامية
EMIRATES ISLAMIC

20 Years of Collective Progress

Annual Report 2024



At a Glance continued

Investment Case



Strategic Report

1 Forefront of the industry

Emirates Islamic ("EI") is the flagship Islamic banking arm of the Emirates NBD Group and third largest Islamic bank in the UAE by asset size as of year-end 2023. Our stable low-cost funding base, growing brand recognition and investment in innovation and technology continue to drive healthy returns.

2 A Leader in Shariah-Compliant Banking Solutions in the UAE

- First bank in the UAE to issue a Dirham-denominated Sukuk worth AED 1 billion.
- Partnered with government housing programs to offer Shariah-compliant home finance.
- Launch of the Emirati Absher Business Account and enhanced our flagship Kunooz Savings Account.

3 Robust Financial Strength Driving Performance

- Steady performance based on higher income and a prudent cost of risk.
- Strong capital and liquidity combined with a healthy deposit mix.
- Stable current accounts and savings accounts ("CASA") balances driving a low cost of funding to support balance sheet growth.
- Strong coverage ratio.

4 Investing in Innovation and Technology to Drive Digitisation

- First bank in the UAE to issue a Dirham-denominated Sukuk worth AED 1 billion.
- Partnered with government housing programs to offer Shariah-compliant home finance.
- Launch of the Emirati Absher Business Account and enhanced our flagship Kunooz Savings Account.

5 Socially Responsible Towards our Customers and Communities

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- Strong capital and liquidity combined with a healthy deposit mix.
- Stable current accounts and savings accounts ("CASA")

At a Glance

The fastest growing Islamic bank in the UAE

Emirates Islamic was established in 2004 to deliver the highest standards of Shariah-compliant banking, offering a broad range of products and services designed for individuals and small businesses as well as large corporations.

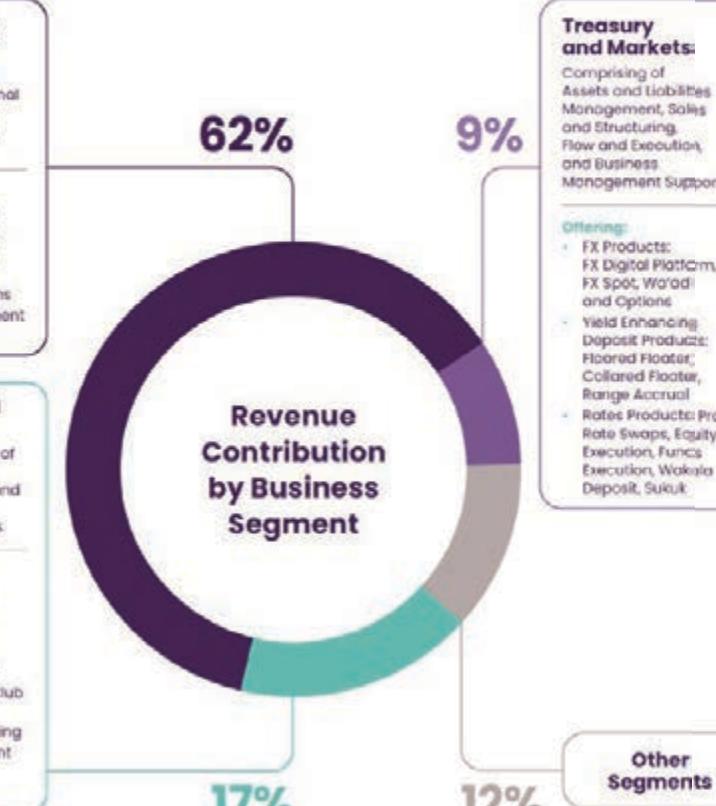
Emirates Islamic is the third largest Islamic bank in the UAE by total assets and is a publicly listed company, wherein Emirates NBD holds a 99.9% stake.

Strategic Report

16 Emirates Islamic Bank Annual Report 2024

Strategic Report

Revenue Contribution by Business Segment



Business Segment	Revenue Contribution (%)
Retail Banking and Wealth Management	62%
Corporate and Institutional	17%
Treasury and Markets	9%
Other Segments	12%

Retail Banking and Wealth Management

Comprising of Personal Banking, Private and Priority Banking, and Business Banking

Offering:

- Current Accounts
- Savings Accounts
- Deposit Accounts
- Credit Cards
- Financing Solutions
- Wealth Management Services

Corporate and Institutional

Comprising of Corporate Banking, Structured Finance and Syndication, and Financial Institutions

Offering:

- Term Financing
- Working Capital Financing
- Trade Financing
- Project Financing
- Syndicated and Club Lending
- Structured Financing
- Cash Management Solutions
- Digital Offerings

Treasury and Markets

Comprising of Assets and Liabilities Management, Sales and Structuring, Flow and Execution, and Business Management Support

Offering:

- FX Products: FX Digital Platform, FX Spot, Wad'i, and Options
- Virtual Financing: Deposit Products: Floored Floaters, Collared Floaters, Range Accrual
- Rates Products: Profit Rate Swaps, Equity Derivatives, Tranches Execution, Wad'i Deposit, Sukuk

10 Emirates Islamic Bank Annual Report 2024

Awards and Recognition

The Banker Islamic Banking Awards
Most Innovative Sukuk

Euromoney Islamic Finance Awards 2023
Best Islamic Retail Islamic Bank

World Finance Islamic Finance Awards 2023
Best Islamic Retail Islamic Bank

International Finance Awards
Best Islamic Retail Islamic Bank

Islamic Finance News Awards
Best Innovative Bank in the UAE

International Finance Magazine Awards
Most Innovative Islamic Bank – 2023

1,720
Team Size

40
Branches

Strategic Report

Chief Executive Officer's Message

Emirates Islamic strives to contribute towards society by promoting fair and equal creation of wealth and a prosperous economy.*

Mr. Farid Al Mulla
Chief Executive Officer

Building Value, Year After Year

Customer financing in 2024
+11%

Customer deposits in 2024
+9%

As the flagship Islamic banking arm of the Emirates NBD Group and third largest Islamic Bank in the UAE, Emirates Islamic exceeded all expectations in 2023, including our highest ever profit.

Building Digital Strength

In line with our ongoing digital transformation journey, we consistently made strategic investments in technological solutions that enhance our front-end and back-end banking operations.

As banking becomes increasingly mobile based, we enhanced our digital channels to provide a broader scope of services, including the launch of our mobile banking app E+ and WhatsApp Chat Banking. We also embarked on several partnerships and collaborations to enable enhancements in offering unique shariah-compliant solutions.

In 2023 customer financing increased by 11% and customer deposits by 9%, contributing to higher income, which with a prudent cost of risk, resulted in our superior performance for the year. We also continued to lead the market with shariah product innovation, including issuing the first denominated Sukuk worth AED 1 billion.

In a year of unprecedented success, Emirates Islamic delivered on its key goals with an increasing focus on technology, new services, and sustainability. As a leading national bank, we remain wholly committed to our strategy of becoming the leading bank of choice for Emiratis, offering innovative new products and services to suit their lifestyle.

History in the Making
In 2023, our Treasury and Markets ("TRM") division celebrated its first in the UAE's banking history, reinforcing our

Committed to Financial and Environmental sustainability

As a steward of environmental protection, Emirates Islamic commits not only to environmental and social development ambitions but also international targets, such as the United Nations Sustainable Development Goals, and reducing our environmental impact in line with the UAE Net Zero 2050 strategy.

We are fully aligned with the Group's commitment to environmental stewardship through our financing operations, illustrated in our collaboration with the Group to publish its first Sustainable Finance Framework, and our participation in the COP28 United Nations Climate Change Conference as the Islamic Banking brand of the Emirates NBD Group.

Furthermore, we continued to offer a wide range of responsible financing by incentivising business growth across several key sectors.

Supporting the UAE's People and Communities

As a shariah-compliant bank, Emirates Islamic strives to contribute towards society by promoting fair and equal creation of wealth and a prosperous economy.

We are also deeply committed to developing Emirati talent across our Bank. In 2023, we undertook a number of

initiatives to increase Emirati participation in critical roles within the organisation. We are also committed to our UAE's future by thanking our Board of Directors for their dedication, our valued employees for their continued trust in Emirates Islamic. We will build on this strong foundation to create even more value for all our stakeholders in the years to come.

In addition, we saw an increase in women in leadership positions to 26% and signed the UAE Gender Balance Pledge to accelerate gender balance in the UAE's private sector.

Mr. Farid Al Mulla
Chief Executive Officer

4 Emirates Islamic Bank Annual Report 2024

Investor Relations and Company Performance

The distribution of shareholder votes on 31 December 2023 is set out in the following table:					
The following table sets out a statement of the shareholders who held 5% or more of the Emirates Islamic's shares as at 31 December 2023.					
Shareholder Classification	Number of Shares	Percentage of Shares	Number of Shares	Percentage of Shares	Number of Shares
Emirates Islamic	6,035,000	99.97	0	0.00	0
Other	0	0	0	0.00	0
Total	6,035,000	99.97	0	0.00	0

Emirates Islamic share price in the market (closing price, highest and lowest price) on the end of each month during 2023:					
The following table sets out a statement of the shareholders who held 5% or more of the Emirates Islamic's shares as at 31 December 2023.					
Month	Number of Shares	Percentage of Shares	Number of Shares	Percentage of Shares	Number of Shares
January	6,035,000	99.97	0	0.00	0
February	6,035,000	99.97	0	0.00	0
March	6,035,000	99.97	0	0.00	0
April	6,035,000	99.97	0	0.00	0
May	6,035,000	99.97	0	0.00	0
June	6,035,000	99.97	0	0.00	0
July	6,035,000	99.97	0	0.00	0
August	6,035,000	99.97	0	0.00	0
September	6,035,000	99.97	0	0.00	0
October	6,035,000	99.97	0	0.00	0
November	6,035,000	99.97	0	0.00	0
December	6,035,000	99.97	0	0.00	0

This following table sets out a statement of shareholders who held 5% or more of the Emirates Islamic's shares as at 31 December 2023.

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Building on today's success

Environmental, Social and Governance Report 2024

3.1 Our climate strategy

The Group has fully embedded climate-related strategies into its vision, reflecting its deep commitment to addressing the challenges of climate change while aligning with the Group's core values.

3.3 Positive Environmental Impact

At the Group, we are committed to supporting the transition of our customers, industries, and markets toward a sustainable, net-zero future. As a leading banking group in the MENAT ("Middle East, North Africa and Türkiye" region), we recognise that our role extends beyond traditional banking. We believe that the shift to a lower-carbon economy is critical not only for the health and well-being of

2024 Highlights

No.1

54

Group Chief Executive Officer's Message

Prioritising our sustainable future

About this report

Group Chief Executive Officer



2024 Highlights

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No.1
The Group became the #1 Middle East bank in sustainable design building , achieving the highest number of

54
The Group is the highest rated bank by S&P in the MENA region with a score of 54.

PRINCIPLES FOR RESPONSIBLE BANKING

BeZero

united for wildlife

Became an official signatory
of Responsible Banking Principles and the Partnership for Biodiversity Accounting Financials ("PBAF")

Voluntary Carbon Market trading
The Group became the first bank in the UAE to use an independent ratings agency for voluntary carbon market trading

Combat wildlife trafficking
Pledged to support efforts to combat global wildlife trafficking by joining the United for Wildlife ("UfW") financial task force.

Sustainability-Linked loan
Launched its first Sustainability-Linked Loan Financing Bond Framework making it the first bank globally to fully align with the ICPA and LMA guidelines released in June

Emirati Women's Day
Emirates Islamic ("E") hosted an Emirati Sabeq on Emirati Women's Day to support

Solar PV hedge provider
EmiratesNBD & Emirates NBD Capital Co. Ltd. announced as the Mandated, Lead Arranger and Hedge Provider for Solar PV projects in KSA. With individual capacities of 2.0W, 2.6W and 1.5

Sustainable Fixed Deposit
Launched an ESG-focused deposit account. Customers can earn attractive interest rates while supporting environmentally and socially responsible projects with this.

GenAI evolution awareness
Hosted GenAI Day for our business and supporting functions, to increase awareness on GenAI evolution across our organisations.

Launch Climate Risk Awareness Training
Launched a Climate Risk Awareness Training Module to provide valuable insights into the complex landscape of climate change.

5th
The Group is the highest rated bank by Sustainalytics in the MENAT region and the 5th best rated bank in the world in the

Interactive Cybersecurity Awareness Sessions
Conducted interactive sessions on Cybersecurity Awareness, led by experts in the field.

Financial Well-being
Launch of "Financial Well-being with Emirates NBD", which is an initiative designed to build confidence through financial education.

Bonds, Loans & Sukuk MIDDLE EAST AWARDS

Announced an ESG-linked working capital facility that fits financing terms to the client's sustainability targets. Winner of "Sukuk House of the Year" and "High Yield Debt House of the Year" at the Bonds, Loans &

Building on today's success

Environmental, Social and Governance Report 2024



بنك الإمارات دبي الوطني
Emirates NBD

Case Study

The Fold

Acting as a senior freelance designer I worked with top London based agency The Fold on their Inmarsat annual report. I took their designs forward, creating new spreads, dividers, art working and Photoshop work for the front section of the report.

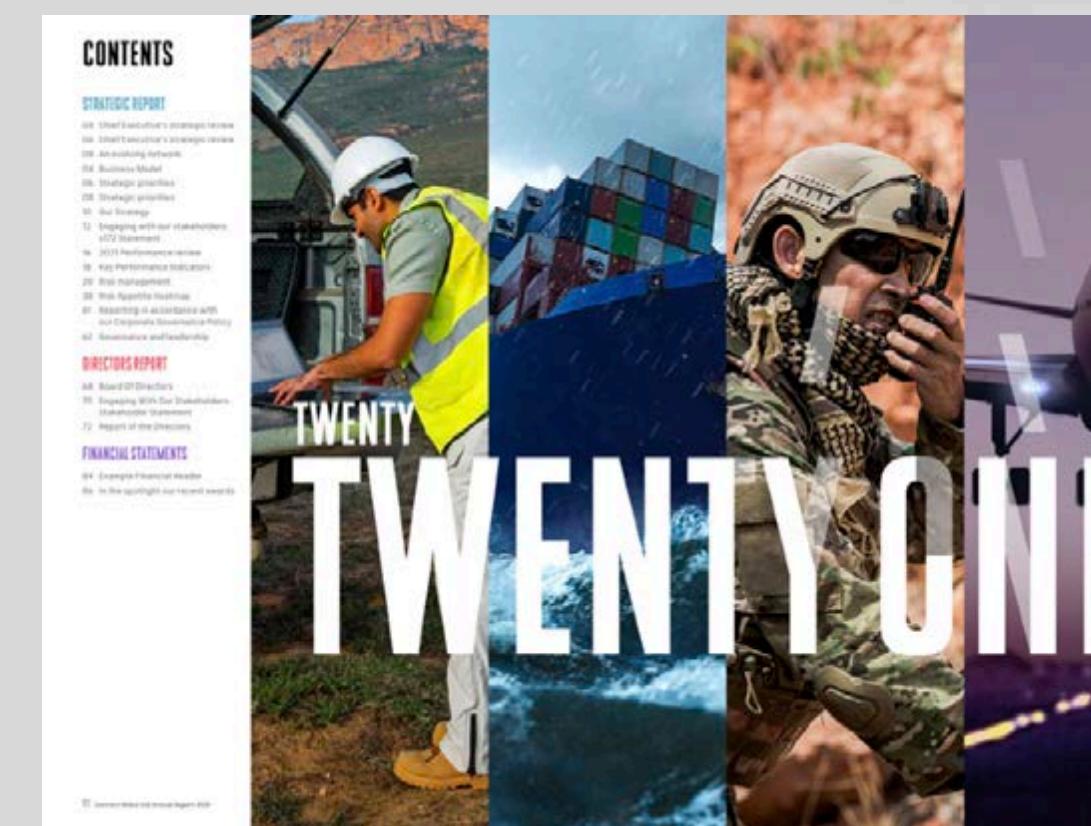


Skills_

Annual Report design
Infographics
Artwork

Client_

The Fold



Friend Studio



I was involved in a large creative brand coms project for a global mining company.

The concept was to create a new brand to publicise a new approach to extracting copper, copper production & mining. Work started with a name program and then that moved onto brand comms design and creative exploration.

They symbol features 29 dots in circles, representing cyclic nature of re-using discarded copper ore and 29 being its atomic number.

Skills_
Naming
Creative exploration
Logo design
Brand comms design

Client_
Friend Studio



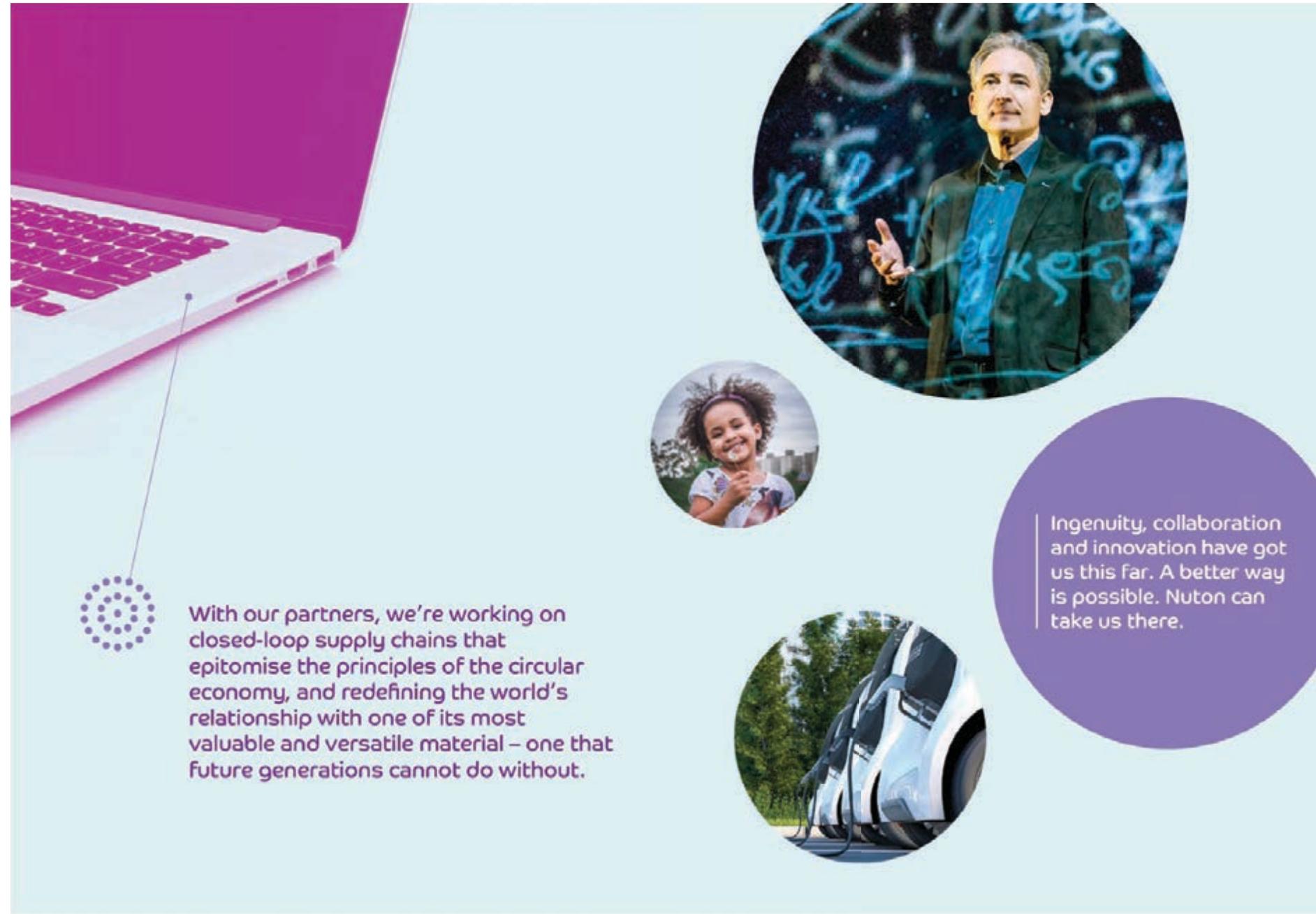


nuton

We are creating a new, sustainable source of copper.

nuton.tech

Our process promises the sustainable, environmentally benign source of copper that's increasingly needed by the creators of new, low-carbon technologies



With our partners, we're working on closed-loop supply chains that epitomise the principles of the circular economy, and redefining the world's relationship with one of its most valuable and versatile material – one that future generations cannot do without.

Ingenuity, collaboration and innovation have got us this far. A better way is possible. Nuton can take us there.

Realising an ambition

We believe that, by innovating and applying world-class research, businesses like ours can find better, more responsible ways of keeping the world supplied with the resources it needs.

It's a responsibility that we take seriously. Which is why we committed ourselves to designing a means of producing copper that would be revolutionary: a process that could unlock value from waste and meet the rising demand for copper in a low-carbon world.

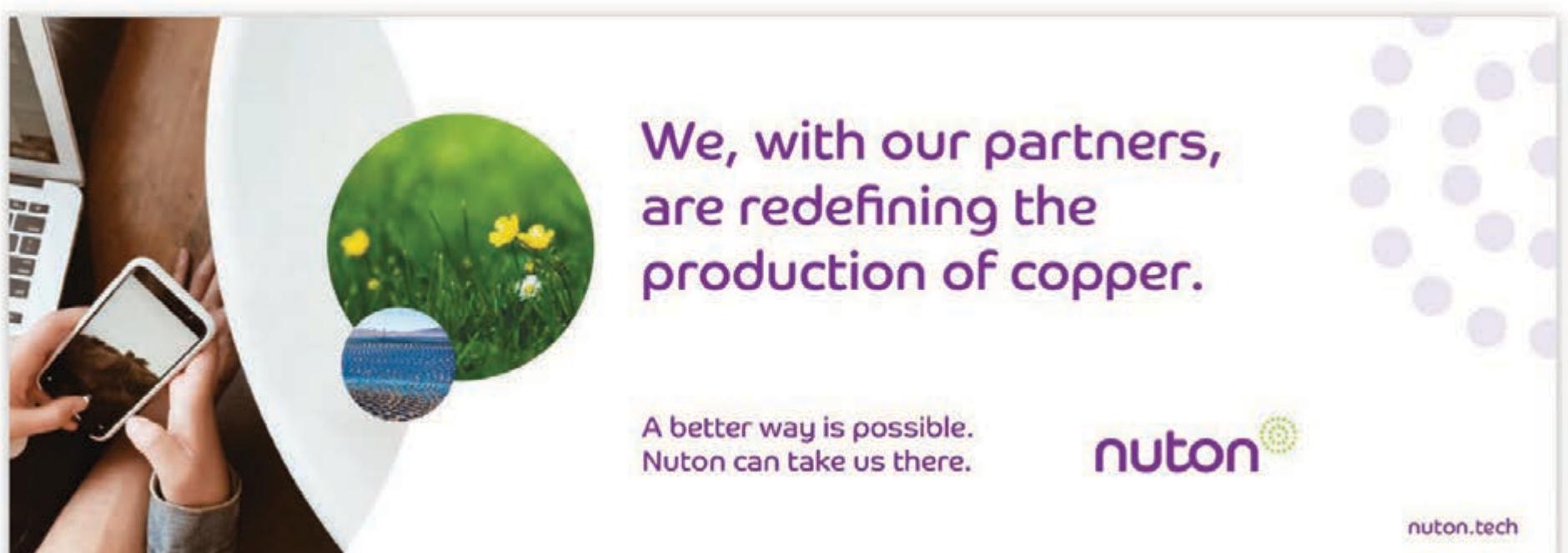
Years of research, technical ingenuity and dedication have made that process a reality. From mine waste, we are able to extract cleaner copper. In the process, we can provide a new lease of life for mines and mining landscapes, and a secure, sustainable source of an essential resource.

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nuton

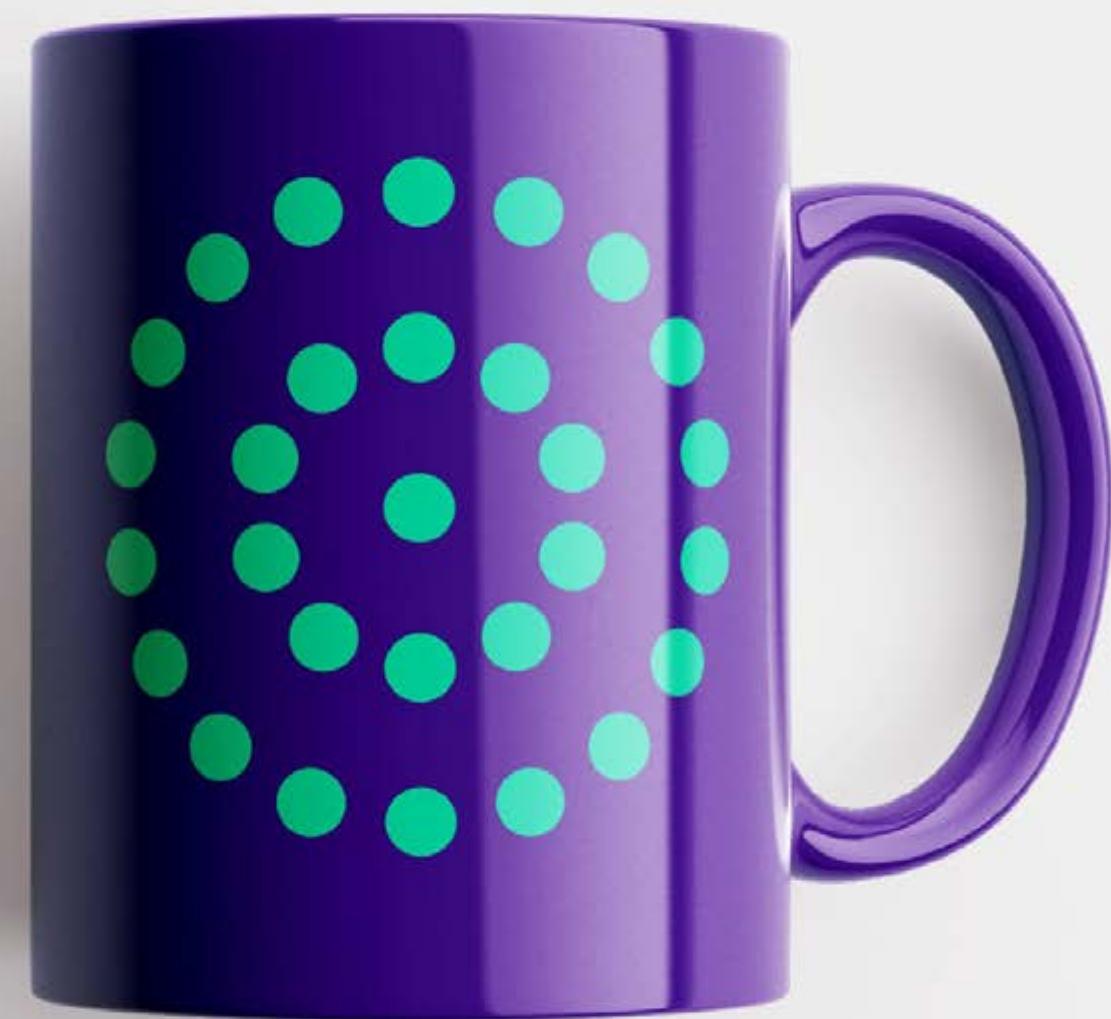


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Collaboration and inventiveness

nuton



Worked within a large team at Friend Studio London to design, create and artwork the annual report for AirTel Africa.

Work included layout design, infographic design and general artwork of the content.

Skills_
Annual Report design
Infographics
Artwork

Client_
Friend Studio





Strategic report
Our strategy in action

 Win with network

Group KPIs – performance across all our markets

22,909 sites as of 31 March, 2020

64.7% of sites have 4G

43,000+km of fibre

» See more Group KPIs on pages 11-13

Winning with network in Malawi

100% of our sites are 4G



24 Airtel Africa plc Annual Report and Accounts 2020

In 2019, Malawi joined the growing list of African countries where Airtel is the top 4G provider – and is now one of the few African countries where 100% of our sites are 4G. In modernising our network with reliable, high capacity 4G infrastructure, we're delivering on our business strategy to increase data consumption, as well as attracting new customers and helping the Malawi government achieve its goal of extending information technologies to the entire population.

Most of the over 18 million people in Malawi live in rural areas (83%), and businesses of all types are increasingly expanding outside the cities. With 65% of the country's population under the age of 25 and the use of smartphones on the rise, there's a fast-growing demand for data and fast, reliable connectivity everywhere.

“

Ever since I started using Airtel, I prefer it for voice and data over other service providers. Not only does Airtel have the widest coverage in Malawi, but the cost of making calls and data is way more affordable than its competitors. I prefer using Airtel, even when making calls to numbers belonging to other mobile network operators.

EZEKIEL MANGANI, ICT INFRASTRUCTURE & SECURITY MANAGER, BLANTYRE, MALAWI

“

We're working behind the scenes to increase our 4G capacity and speed, while continuing to attract customers to 4G with competitive offers.

» For more details of our strategy, see pages 21-31

Airtel Africa plc Annual Report and Accounts 2020 25

4G for all

To meet this increasing demand, we set ourselves the goal of bringing quality and affordable 4G connectivity to all Malawians, regardless of where they live or work. To do this, we needed to extend our 4G network beyond the main cities. We had to anticipate customer desires and needs and build a data network for the future. How can people upgrade? And why should they?

We've been working since 2018 to expand our 4G infrastructure across the country. This has involved building two fibre routes across borders in Africa, establishing reliable connectivity between Malawi's main cities and increasing the fibre networks within the cities. The final step was to expand our 4G service to all of our existing sites – we reached 100% of our sites in September 2019, a 122% increase between March 2019 and March 2020.

This latest expansion was largely in rural areas, bringing our world-class 4G service to all of our customers. Due to our enhanced capacity and more 4G customers, 4G data usage in rural areas grew by sixfold in 2019/20, with urban usage rising by 173% and overall 4G data usage in Malawi growing by 216% over the same period. Rural 4G data usage was 21% of our 4G data total in 2019/20.

Encouraging upgrades

To deepen our 4G penetration, we had to make it quick, easy and attractive for customers to securely upgrade their phones.

So, once we had our 4G infrastructure in place, we began to promote 4G through our distribution network and through traditional and online advertising. We emphasised the speed and reliability of the network, also promoting affordable 4G phones through mobile outlets.

Improvements all round

As a result of all this hard work, we've seen overall data usage jump by 63% in 2019/20, and overall data revenue increase by 41.5% in 2019/20.

This shift to 4G is also good for our customers and their businesses. Malawians now have a fast and reliable means of accessing the internet wherever they are – whether for personal entertainment, learning or doing business.

Our enhanced 4G network is helping our business customers of all types – NGOs, entrepreneurs, government bodies, small businesses, enterprises – to work more efficiently and expand into new areas to take advantage of the 4G network.

A 4G future

We're building on these successes and continuing to move customers all over Malawi to 4G.

We're working behind the scenes to increase our 4G capacity and speed, while continuing to attract customers to 4G with competitive offers.

BrightSpace

PR Forum – Creative concept design for the PM Forum Conference 2023

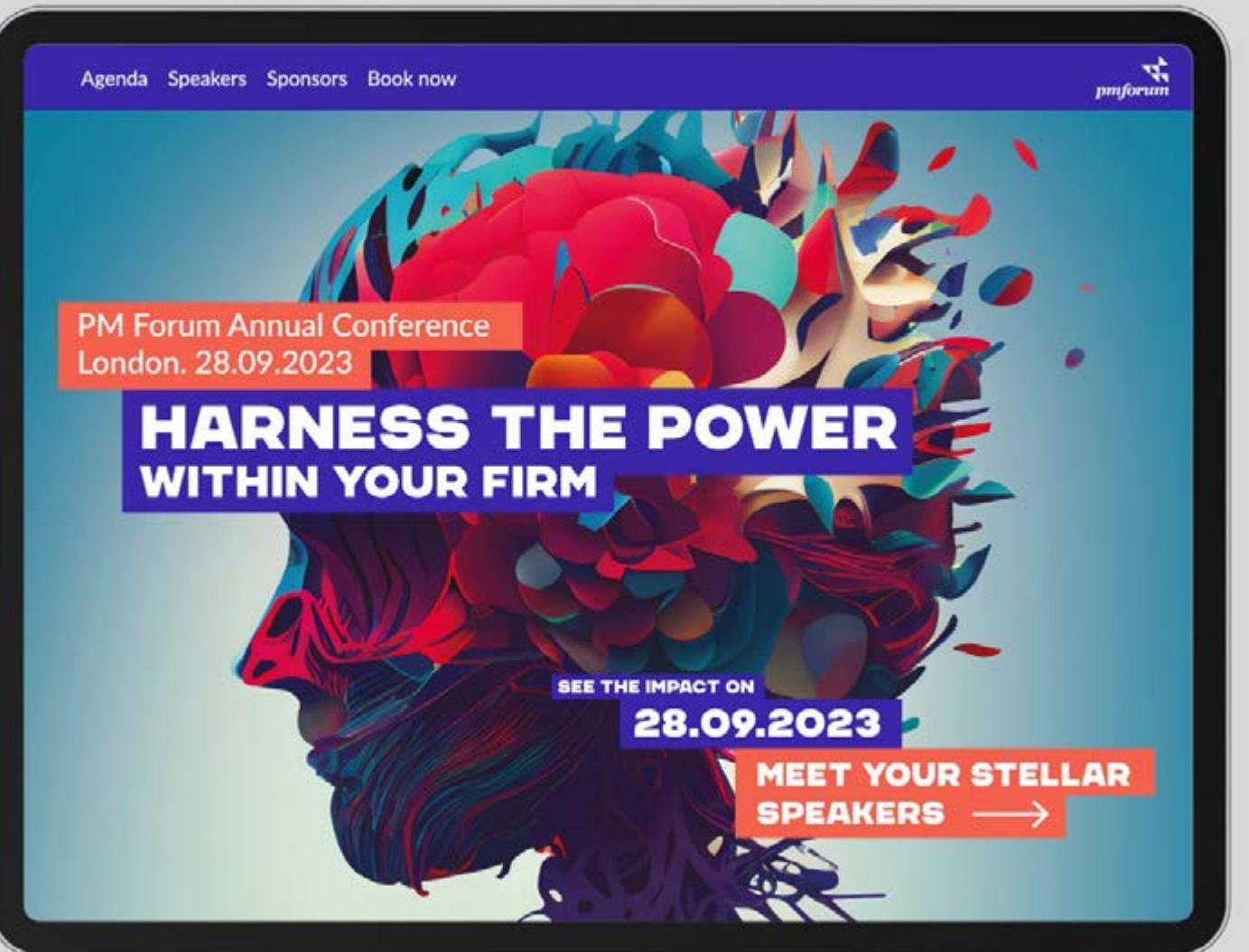
PM Forum is the world's largest and fastest growing community for professional services marketers. I worked as part of the team at Bright Space Communications to devise a new creative look for their 2023 conference. Taking the theme of 'Delivering stellar marketing & client value in tough times' we developed a series of ai enhanced images that tackled the question of man vs robot and how we see marketing challenges being met in the future. The vibrant tone of the imagery was coupled with strong typography and colour scheme. The work included the design & art direction of the imagery, a 16 page conference booklet and creative idea work for lanyards and the microsite.

Skills_

Brand design
Brand comms collateral design
Website design

Client_

BrightSpace Comms



Gerald Group – Sustainability Report

Designed two large reports for Gerald Group and its sister company MML to showcase their sustainability programme.

We are now in our second year of these two reports, and will soon be moving onto other projects with them.

Skills Report Design

Client BrightSpace Comms



Byfield Consultancy

As lead designer within the team at BrightSpace Comms I worked to design the new brand identity that is confident and contemporary. The website has been built around a clear and consistent UX design centred on the proposition of "Reputation Counsel". The team were keen to participate in the creative process and commissioned their own photography of iconic legal and London buildings.

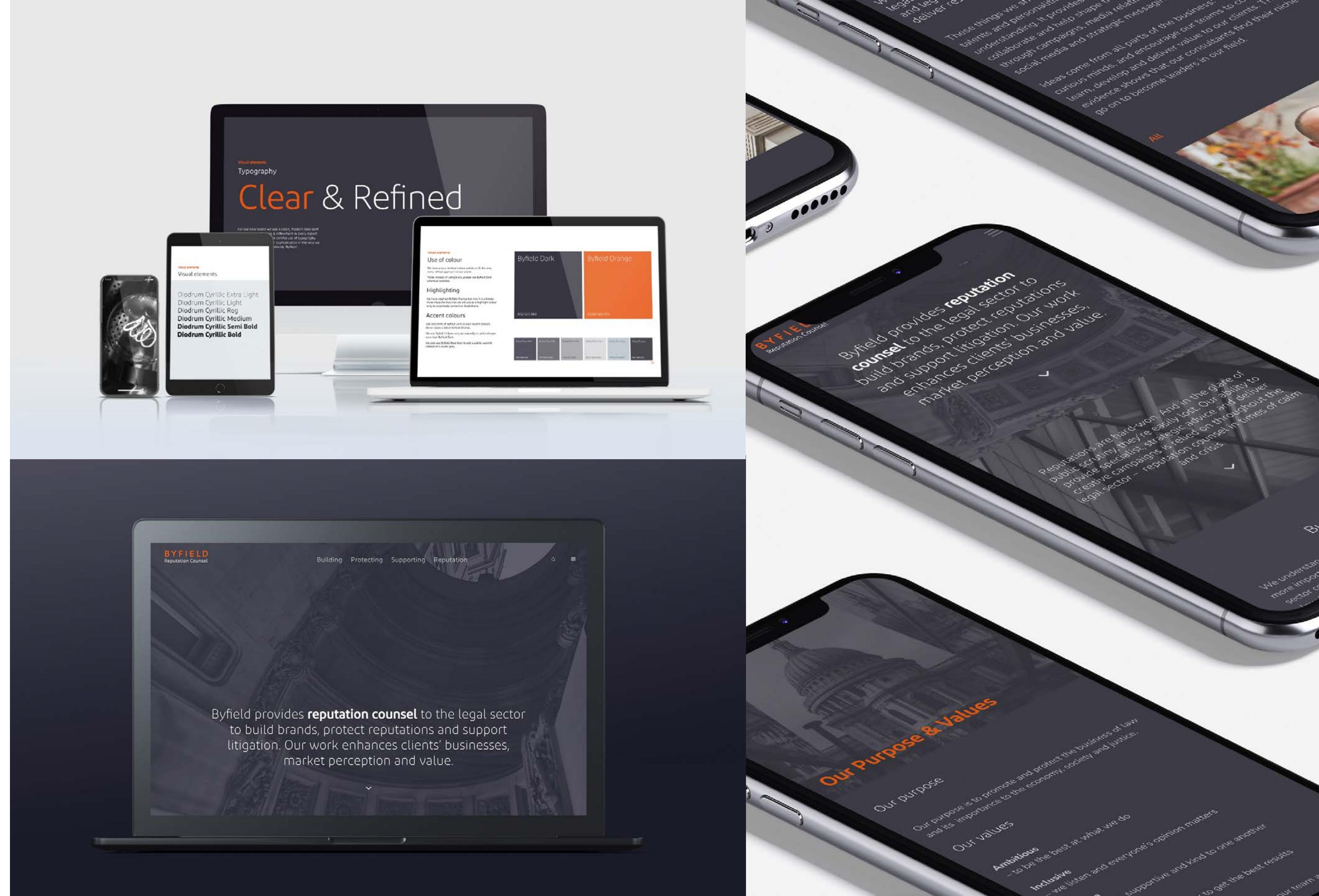
byfieldconsultancy.com

Skills_

Brand design
Brochure design
Brand comms collateral design
Website design & build

Client_

BrightSpace Comms



Tokamak

As an integral part of the creative team at BrightSpace Comms we created a new brand and website for Tokamak Energy.

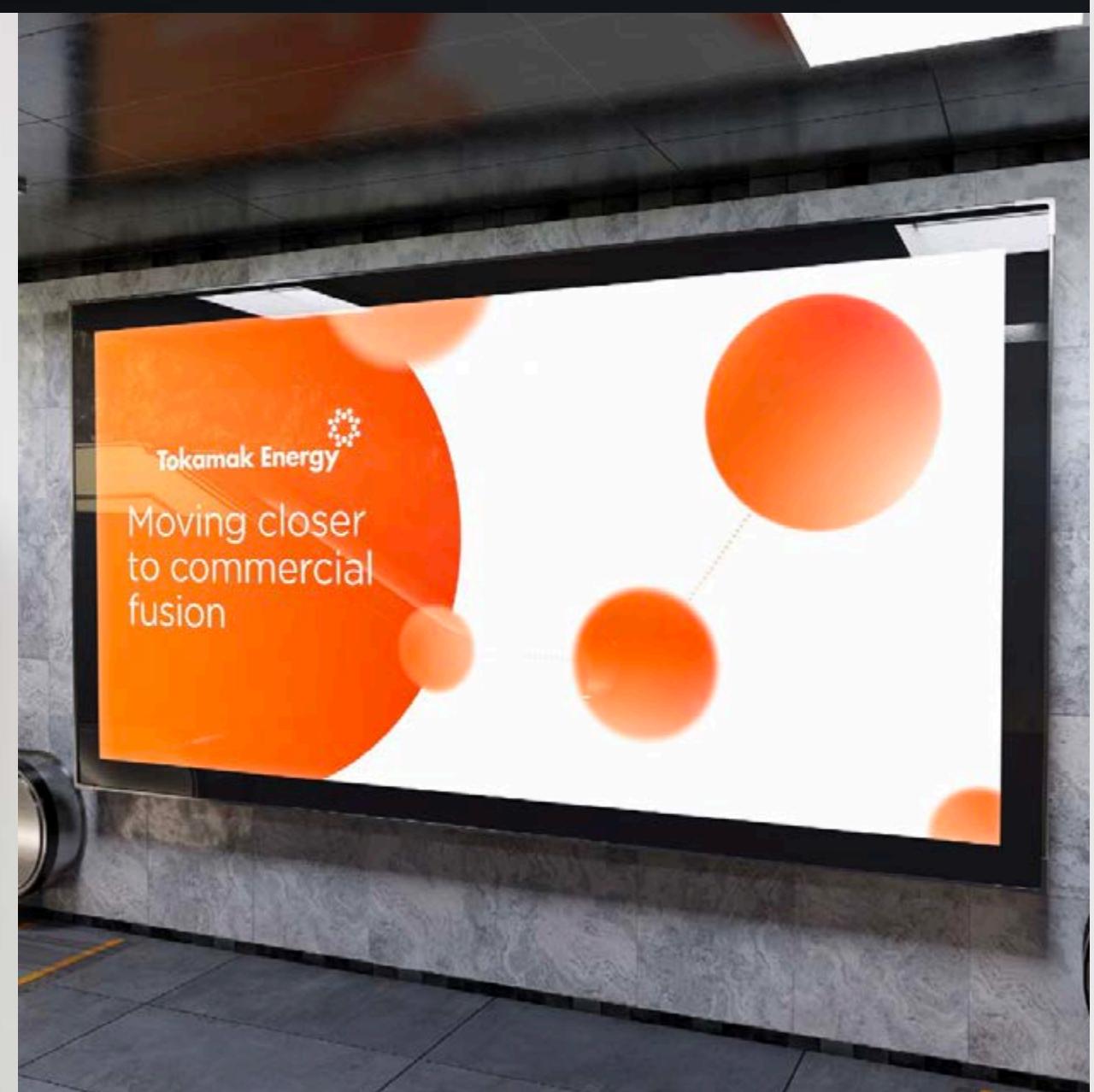
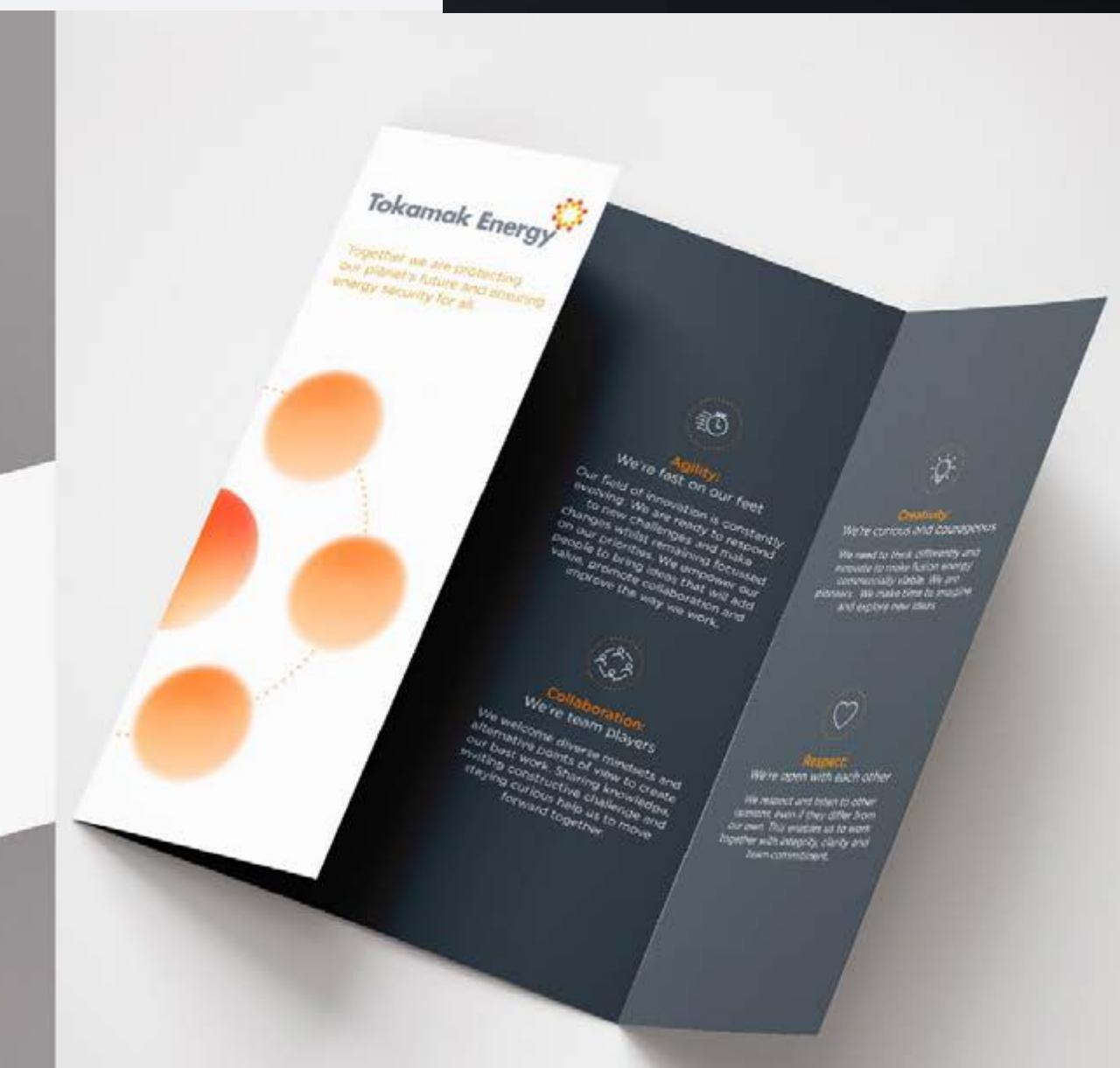
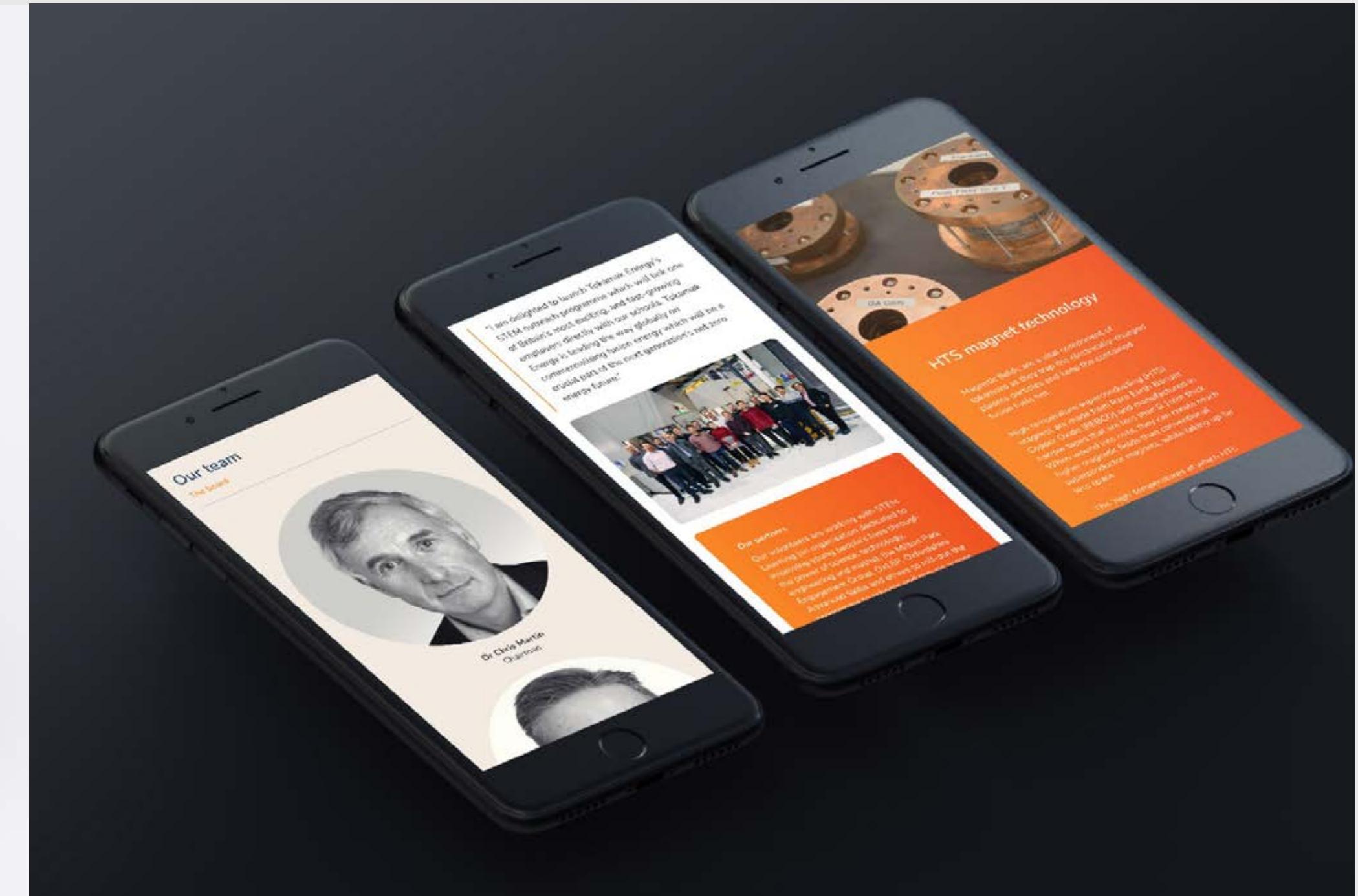
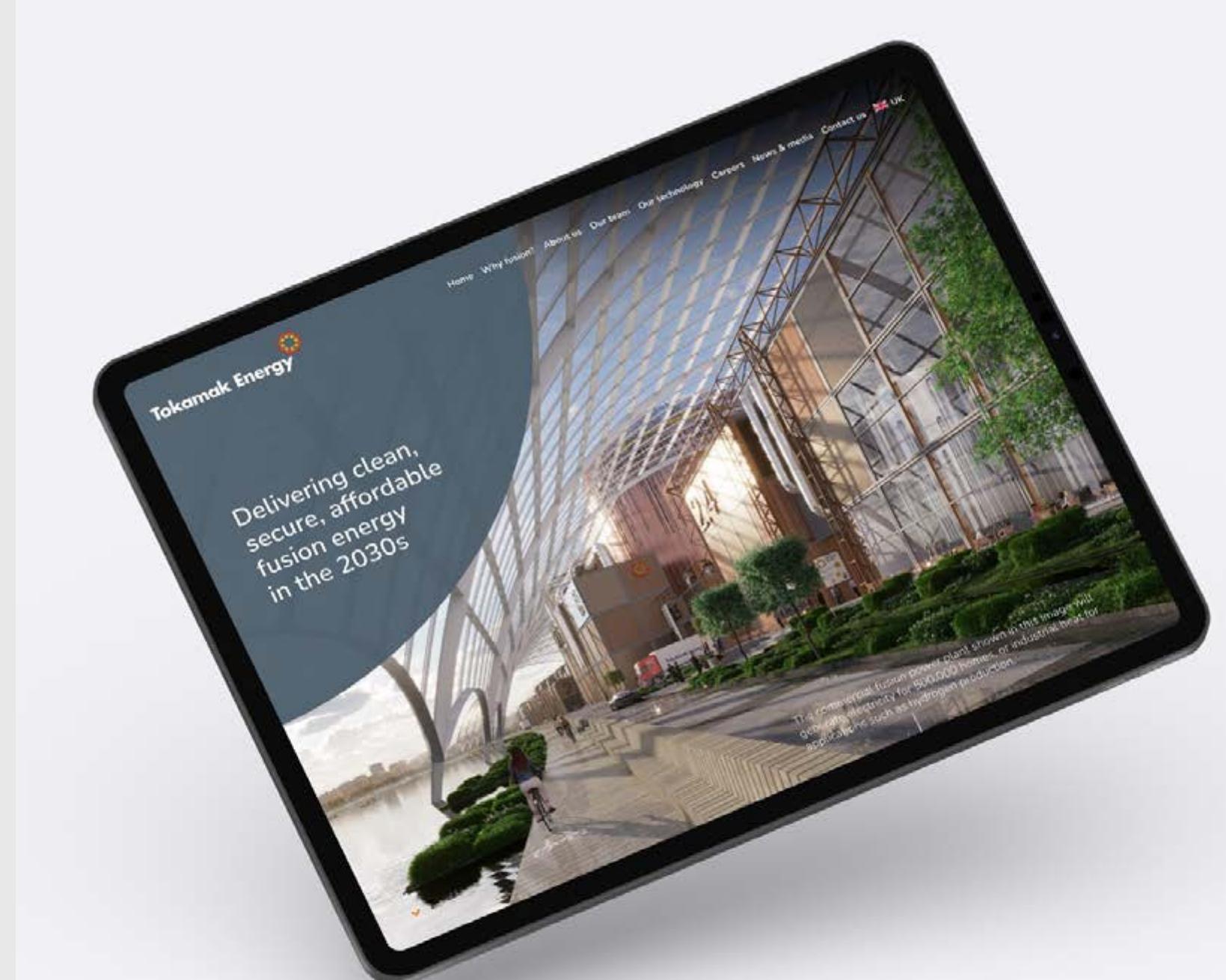
Tokamak Energy launched its brand with a video posted on LinkedIn, receiving high levels of engagement.

Tokamak Energy has been shortlisted in the Transform Awards Europe 2023 for 'Best visual identity from the energy and utilities sector'. Winners will be announced in Q1, 2023..

tokamakenergy.co.uk

Skills_
Brand design
Brand comms collateral design
Website design & build

Client_
BrightSpace Comms



Petredec

I worked within the small team at BrightSpace Comms to define a clear brand architecture for Petredec Group, its three divisions and sub-brands while also taking the opportunity to extend further assets to support the Petredec brand world.

This involved looking at photography, evolving the use of its original logo to support the new divisions, while at the same time creating a clear narrative and story around the Group entity. Part of the process has been to bring together the firm's ESG story, so that it can be communicated and shared to meet the demands of with stakeholders while showcasing their commitments in this area.

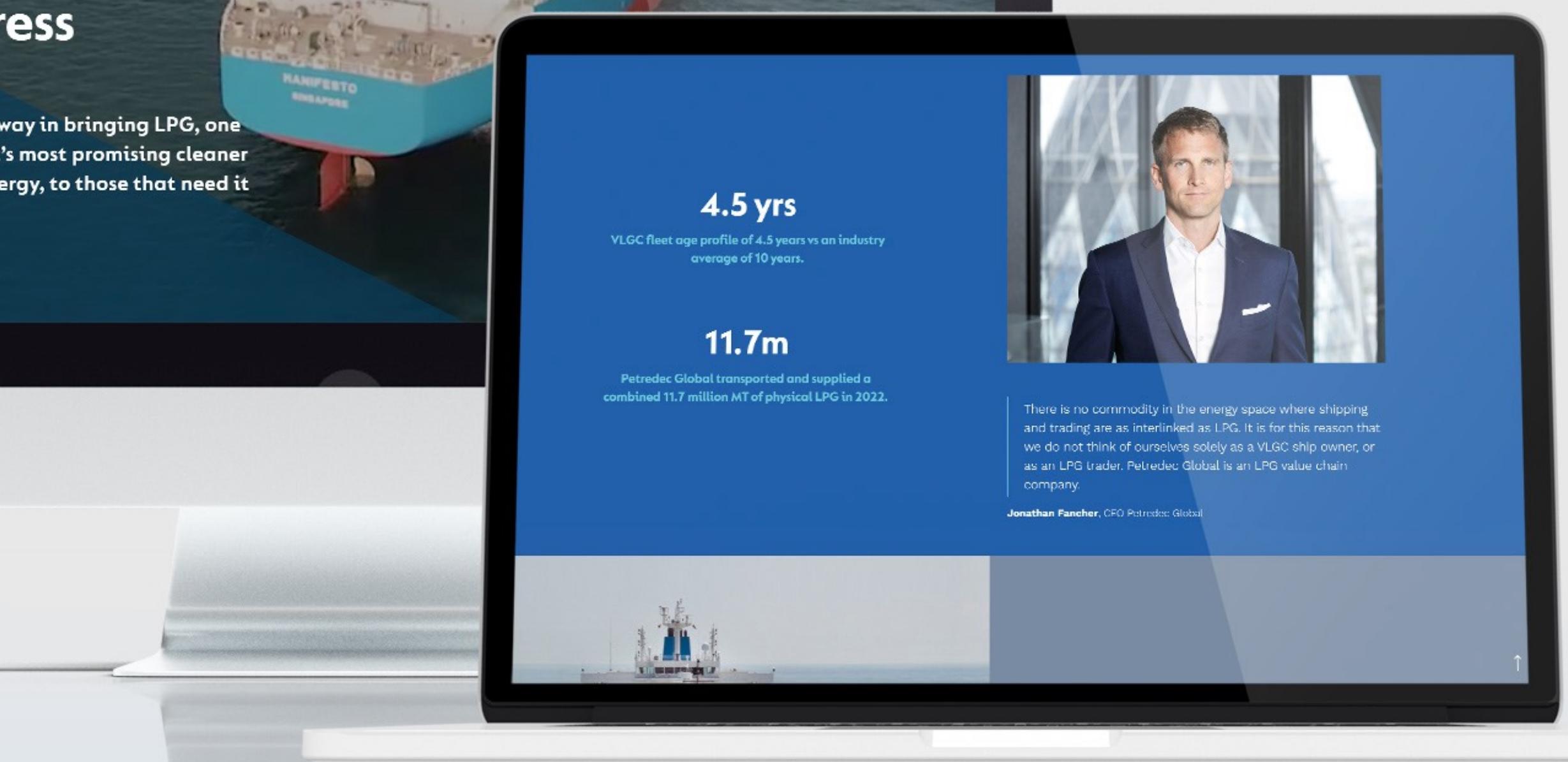
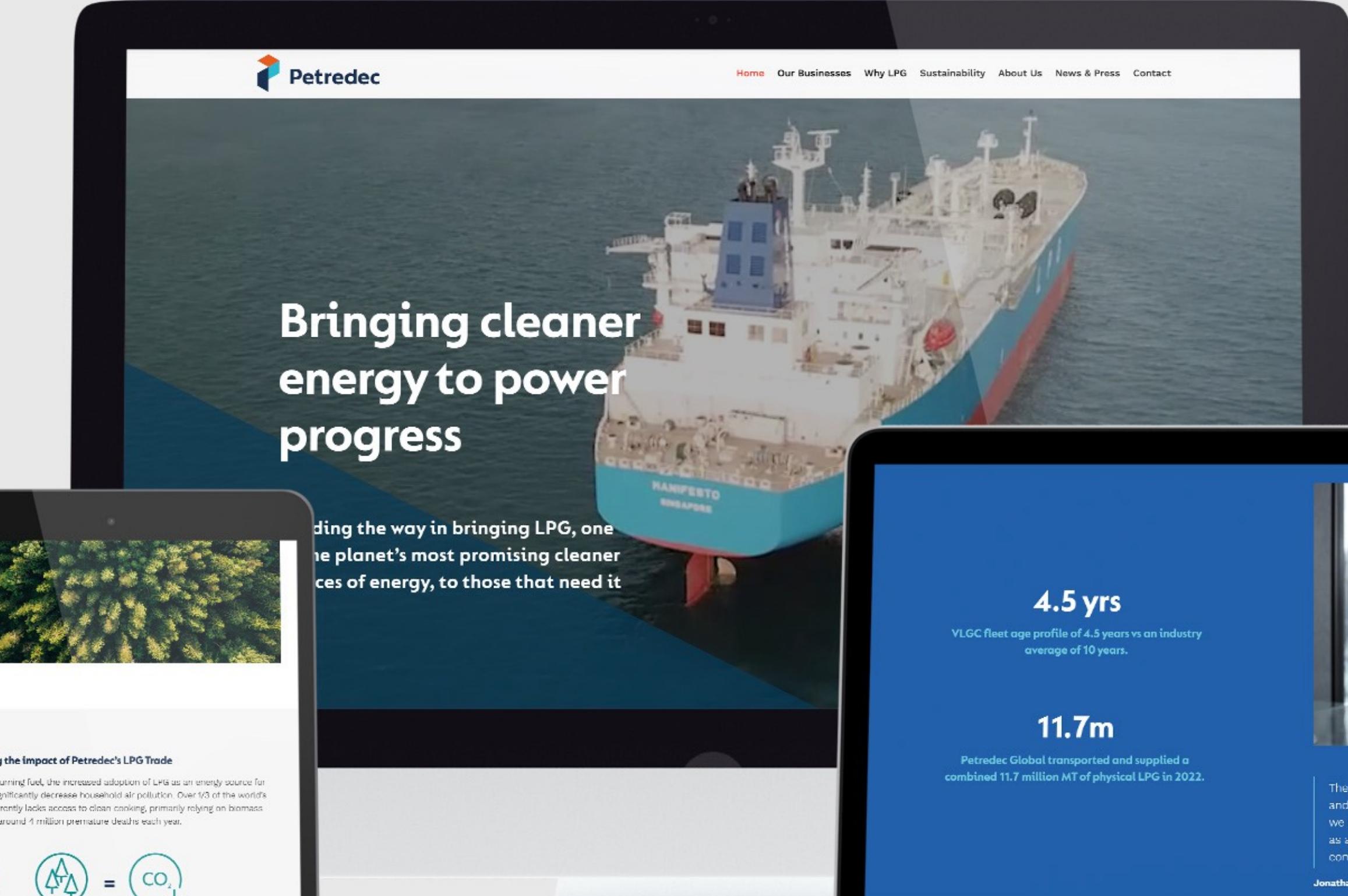
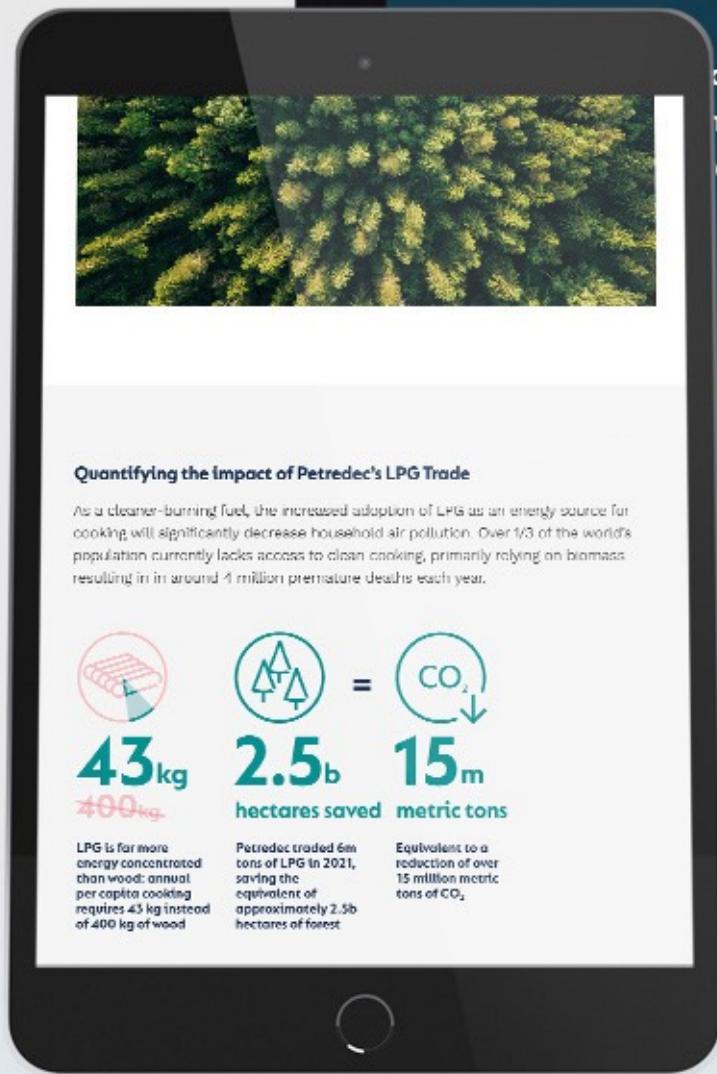
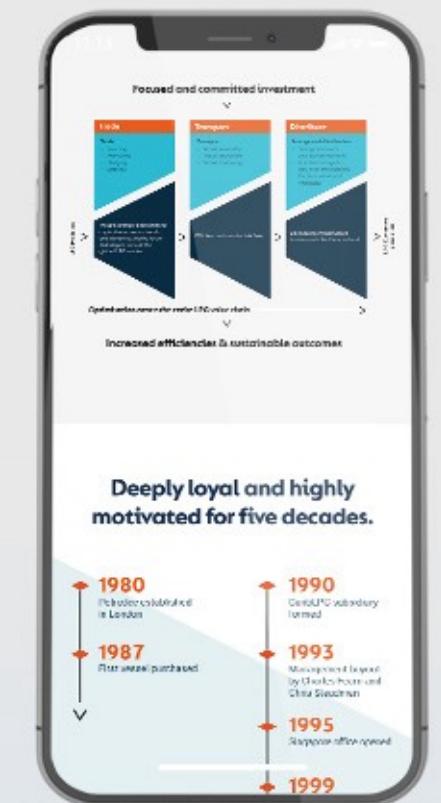
petredec.com

Skills_

Brand refinement
Brochure design
Brand comms collateral design
Website design & build

Client_

BrightSpace Comms



Morris+Blunt

Morris + Blunt are an established building contractor in the Thames Valley, they've been around for over 25 years and have a strong reputation.

Due to the founders retiring & stepping down, a younger team took over the reigns and worked with me to re-design their brand and give them a new look from which they can tender for new projects with. We introduced a vibrant lime green set against muted tones of greys, new typography and styling has given them a strong platform from which to propel the company into the future.

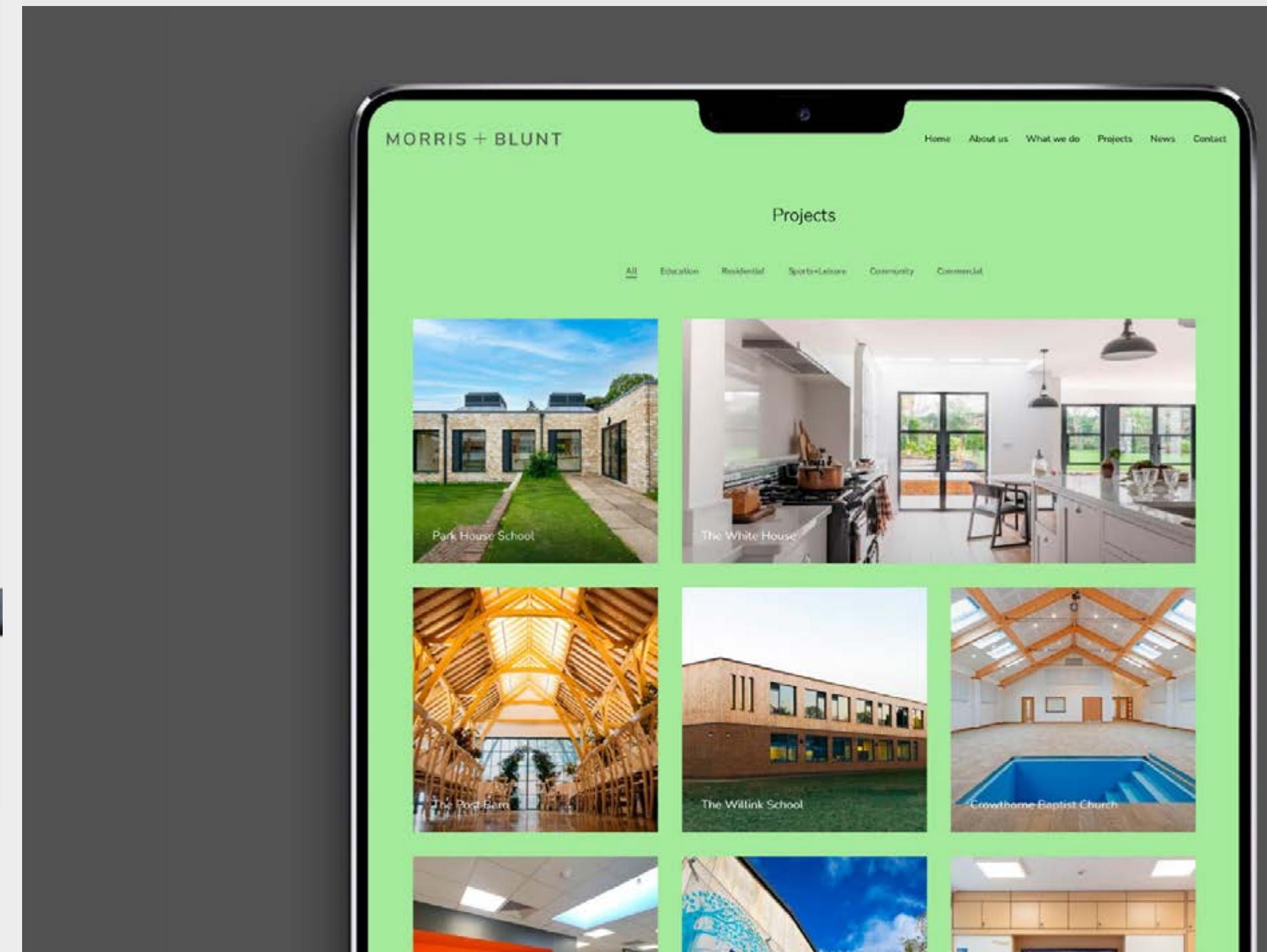
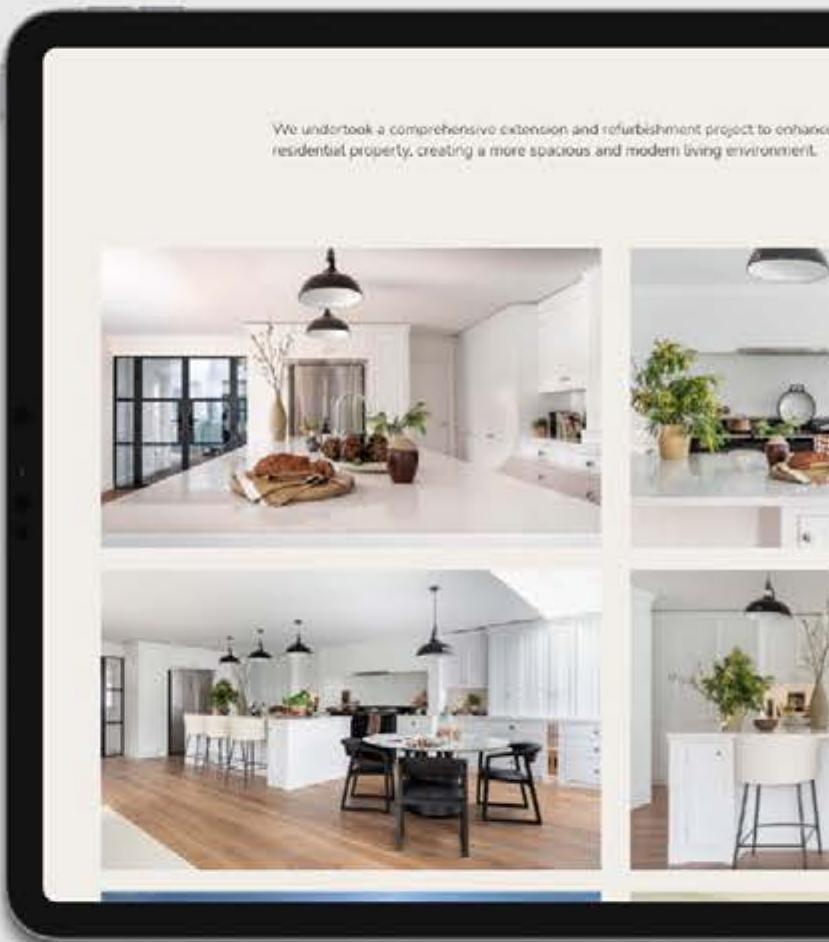
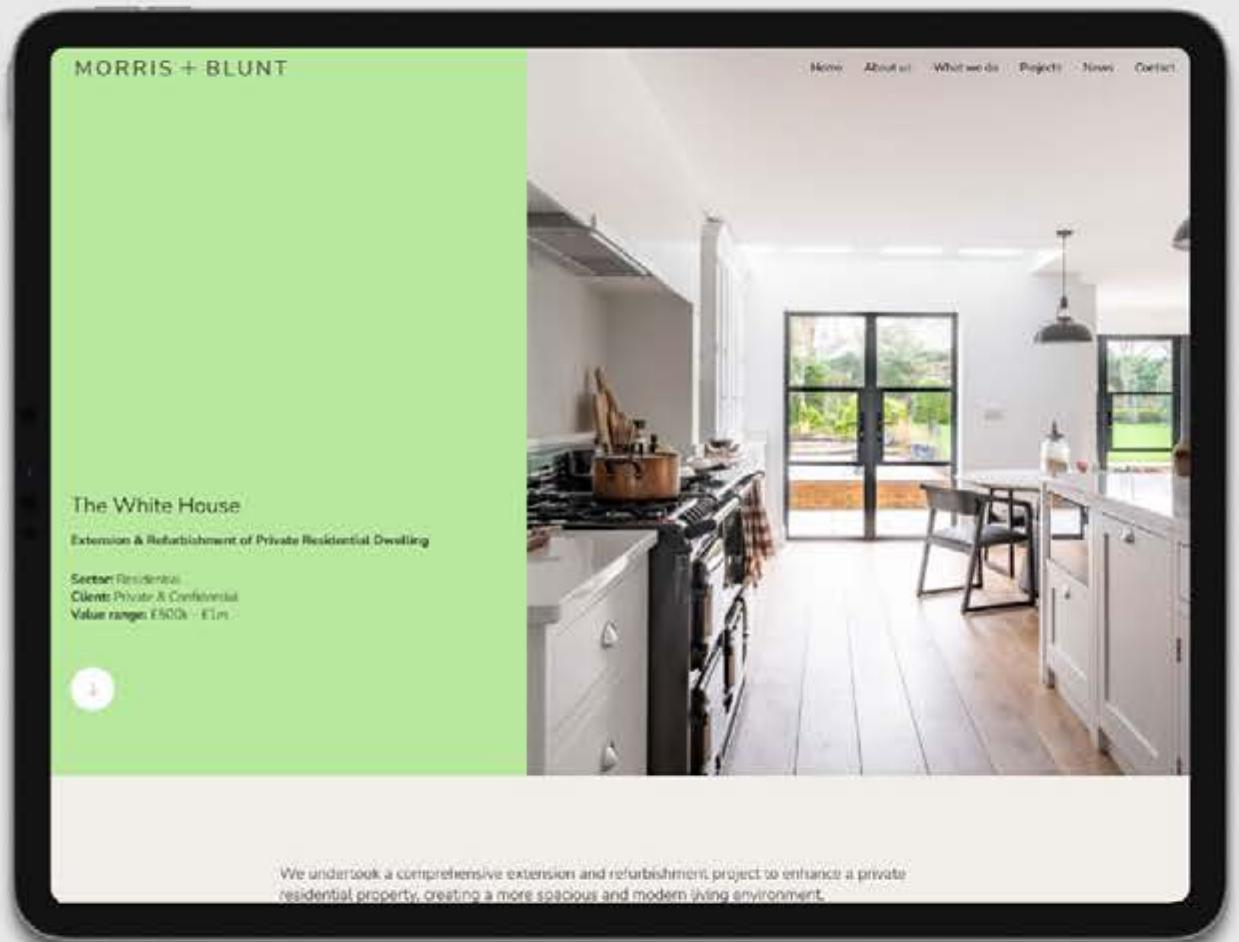
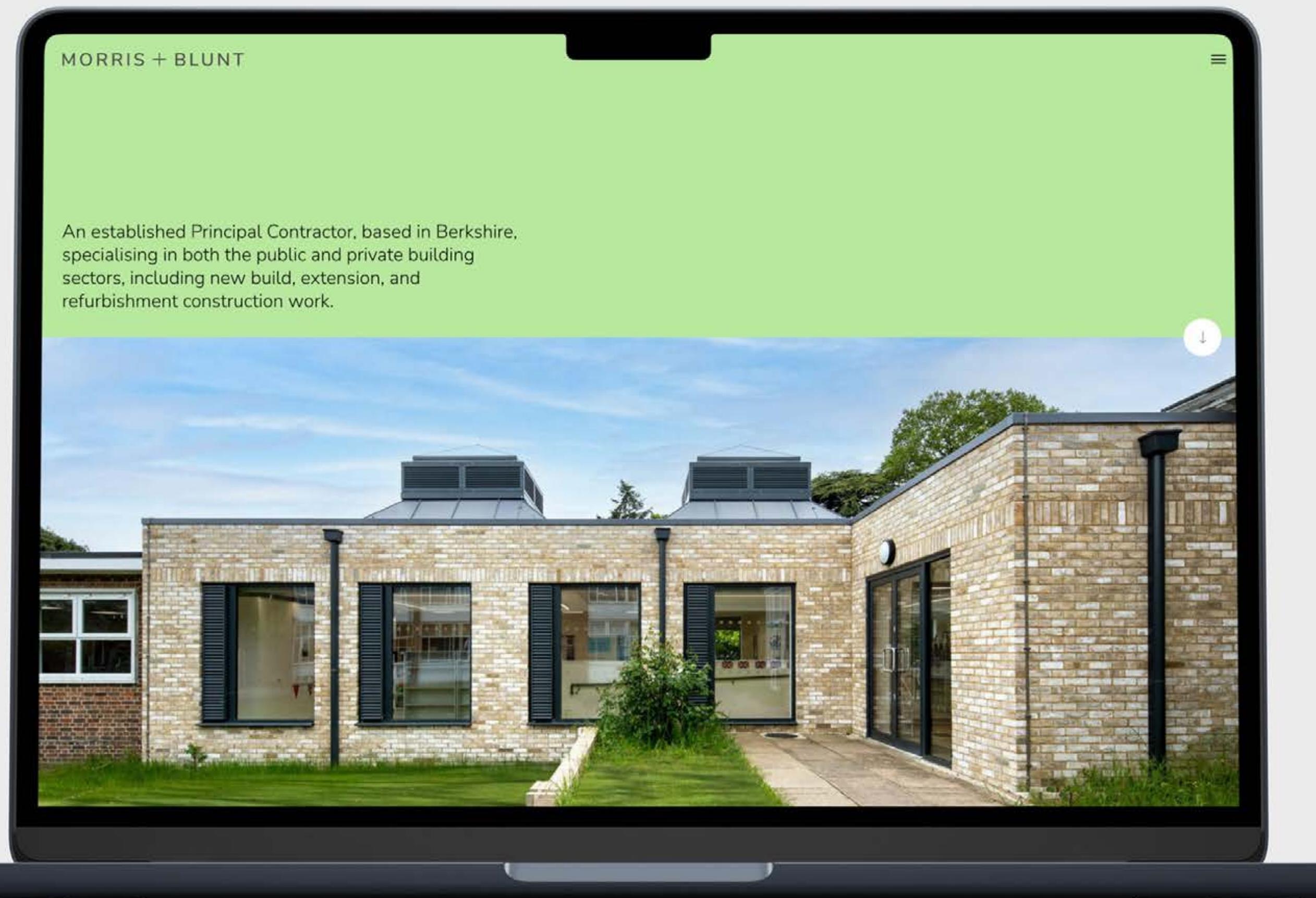
The work covered a brand new website, logo & brand identity, newsletter templates, proposal templates, business cards, brochure and a photo shoot.

Skills_

- Brand design
- Brochure design
- Brand comms
- Photography
- Website design
- WordPress design & development

MORRIS + BLUNT









I met up with the team and photographed lots of shots of them as I felt they were lacking a human element to their branding, these were added throughout the website.

Six Agency

Concept Overview

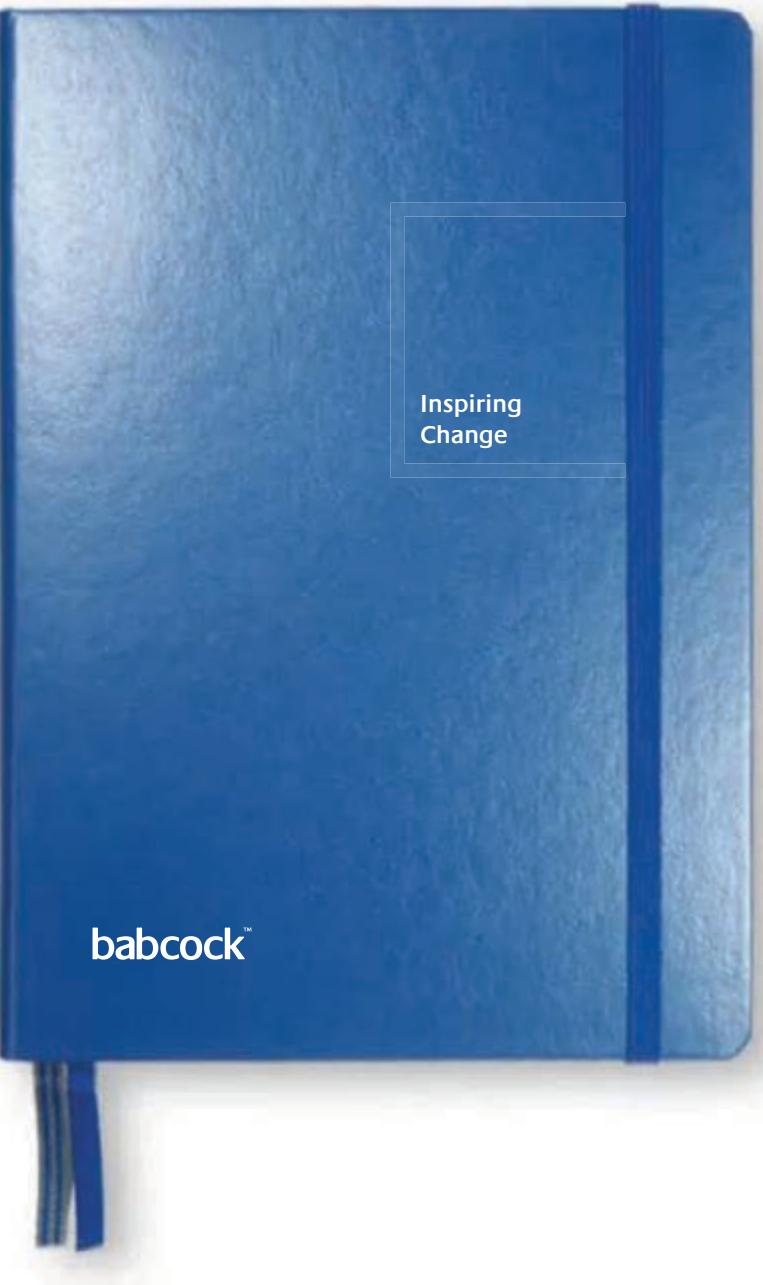
Grey presentation box which contains:
Toolkit document,
Pen, Notebook &
Postcards.

Presentation Box



As the senior designer within a small team at Six Agency in Bristol, I was tasked with creating a brand pack to help inspire the global senior leadership team to fulfil the Babcock message to their own teams. The initial conference pack was designed as a memorable keepsake with an inspiration tone.

Blue Moleskin Notebook



Tool Kit Booklet



Inspiring Postcards



Branded pens



Tool Kit Booklet



Skills_

Brochure design
Brand comms collateral design
Digital Interactive PDF
Internal Comms

Client_

Six Agency

Section Dividers

Each of the five content sections is separated by a gate folded section divider. Printed onto coloured board, with a back-fold to reveal hidden imagery.

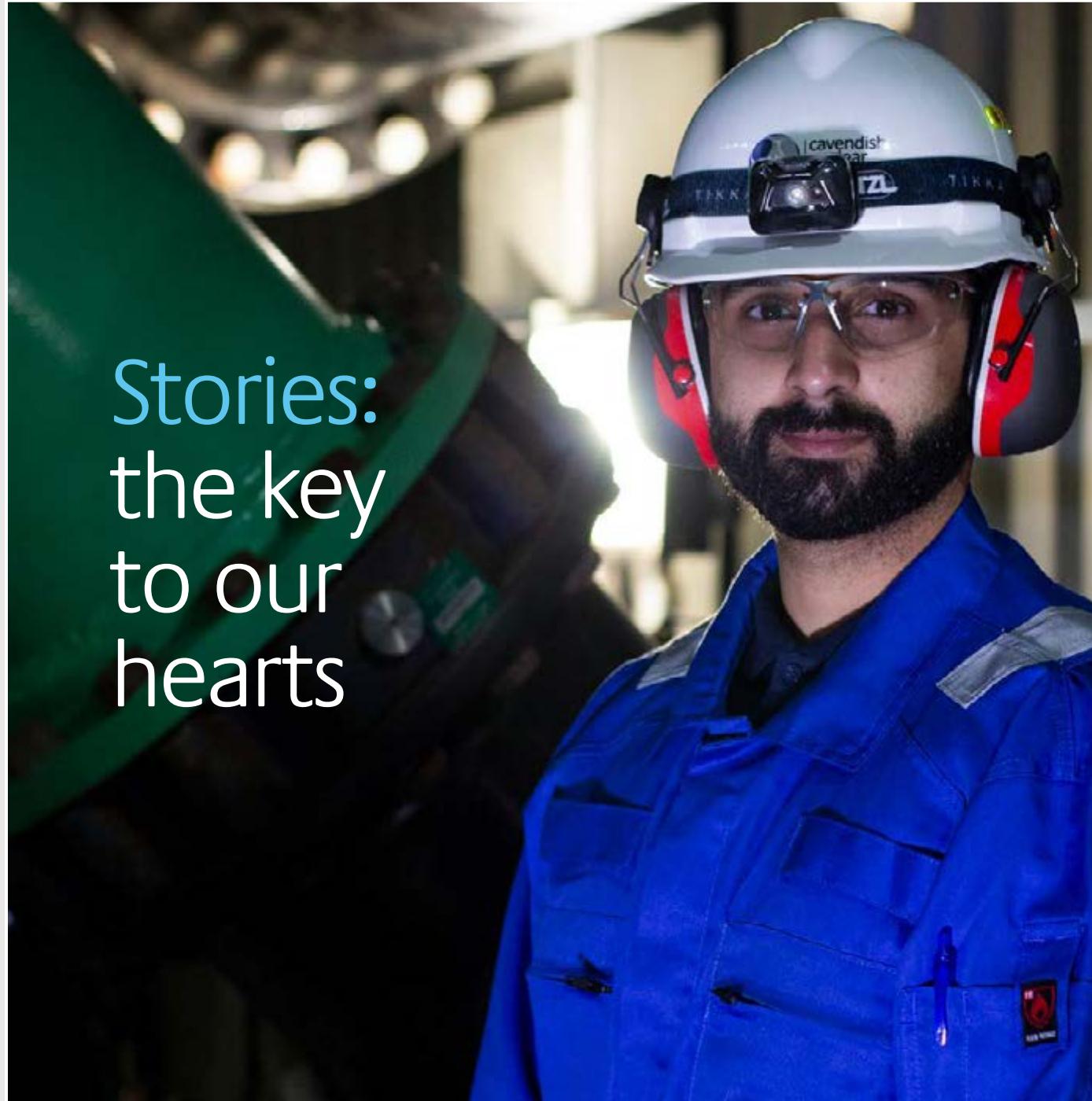


Presentation Box

Thick grey box with bespoke foil title & logo on box cover.



The pack featured pull-out gatefolds, french folding and spot colours. Packaged in a presentation box complete with pens and moleskin notebook.



Babcock Storytelling

Stories: the key to our hearts

babcock™

The last stage of this creative work was to produce a story telling guide, aimed at marketing heads & seniors to help them understand the new focus of Babcock and tell their story to their own countries audiences.

Most successful stories are moral.

They teach us how to live, whether explicitly or implicitly, and bind us together around common values.

The most powerful way to persuade people is by uniting an idea with an emotion. The best way to do that is by telling a compelling story.

Persuading with a story is hard. Any intelligent person can sit down, make lists and design an argument using conventional rhetoric. However, it demands vivid insight and storytelling skill to present an idea that packs enough emotional power to be truly memorable.

As individuals we use stories to make sense of the world, to tie together our experiences and perceptions. They give us the context we need to discover and own things for ourselves, binding us both rationally and emotionally. They shape us as individuals, affect the identity of our friendship groups and help us to understand social norms. They influence the way we think, feel, act and behave.

Stories can form the foundations of an entire workplace culture; they have the power to break down barriers, rectify negative situations, capture our imaginations, illustrate our ideas, and inspire us in a way that cold, hard facts can't. Too often in business we only try and connect with people on a rational level. This helps others understand what you want them to do, but if they're not emotionally engaged, it isn't enough to actually change their behaviour.

When you tell a story well, it can create an intense, personal connection between your audience and your message. Effective storytelling can change opinions, inspire us to achieve goals that we didn't think were possible, and demonstrate how we can change things for the better.

Introduction

3

Constructing your story

8

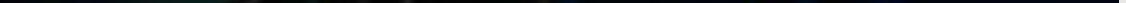
Action (or task)

At the end of your story, you reveal your main character's fate. You also need to explain, subtly, what the audience should have learned from this story. What were the results of your character's behaviour and actions? What is the moral and the impact on your character and others? Why did you tell this story and how can it be used to inspire others?

Reflection

What did your main character learn about themselves, leadership or the other people in the story?

Here you give your listeners the message you want them to learn from your story, and what you want them to be inspired to do.



10

Segmenting your story

Releasing messages in chapters is not new – it's been around since Charles Dickens first wrote the Pickwick Papers in the 1800s and is widely used today in the entertainment industry – think House of Cards or Breaking Bad. The process is known as 'serialisation' or 'episodic storytelling'.

Breaking messages down into bite-sized chunks enables you to engage employees earlier and more often. By factoring in 'breathing room' you allow your audience to absorb each piece of content and provide feedback one step at a time. In today's complex and ever-changing business environment, when we don't always know 'how the story ends', what employee reaction will be, or what other news is being shared at the same time, the ability to do this is increasingly important. It enables us to avoid backtracking on messages and ensure the information shared clearly responds to employee needs/concerns – because we're in touch with what these are.

When considering how to deliver your story, it's important to ascertain what you know about your message from the outset, as well as what each target audience's likely response will be. It's also vital that you form some hypotheses around what possible changes could crop up that would influence your message.

How to use it

To break messages into an effective series, consider the following points:

The message

- What is the primary goal of the message?
- What are the important elements of the message? (i.e. who, what, when, where, why, how).
- Of these elements, which are you most certain about? Which are you least certain about? Can you obtain greater certainty around any of these before your first message is sent out?
- For each element, hypothesis 2-3 scenarios that could change or influence the message (e.g. a customer shift, a new product release, an executive departure, etc.). If these scenarios proved true, which elements of your story would need to change?

The audience

1. Who is the target audience?
2. What is the target audience currently working on? What major issues are they engaged in?
3. What does each audience know about your story already?
4. For each chapter, consider what uncertainties might cause confusion or frustration.

Splitting your story into incremental chapters (rather than delivering the entire message all at once) ensures transparency. Your audience have time to listen and digest the information you're giving them.

6

How to form an engaging story

A good story is like a recipe – certain 'ingredients' need to be part of the mix for it to be a success.

There are many storytelling frameworks, but fundamentally, all great stories contain certain essential elements: the context (or situation), the action (or task) and the result.

In GWR's Leadership Development programme, the STARR framework was introduced using Situation, Task, Action, Result and Reflection to guide its narrative.

In Paul Smith's 2012 book, 'Lead with a Story', he examines how leaders can use the CAR structure to tell better business stories. Let's look at the elements of the framework in more detail.

Context (or situation)

Smith believes that context is the element most neglected by leaders. Without context, your story may confuse or bore your audience. By setting the scene you create a start point.

2. Who does the story centre around?

This will be the main character of your story. Why are they important? Again, this is vital to set the scene.

3. What does your main character want?

What is their agenda? What goal are they looking to achieve? Think about your own feelings on this.

4. What might get in their way?

In your situation, what or who is the obstacle or challenge that they need to overcome to make their goal happen? Again, think about how to include your own feelings on this – it will help your audience to empathise and draw them in.

Context needs to address four key questions:

1. Where and when does it take place?

Set the scene early. Functional information gives vital building blocks to help people understand what you go on to say. Introduce the main character and describe the time, place and people involved.

As you think about how to tell your story, plan how you'll answer these four questions. It's also important to be authentic, especially when you tell a personal story.



7

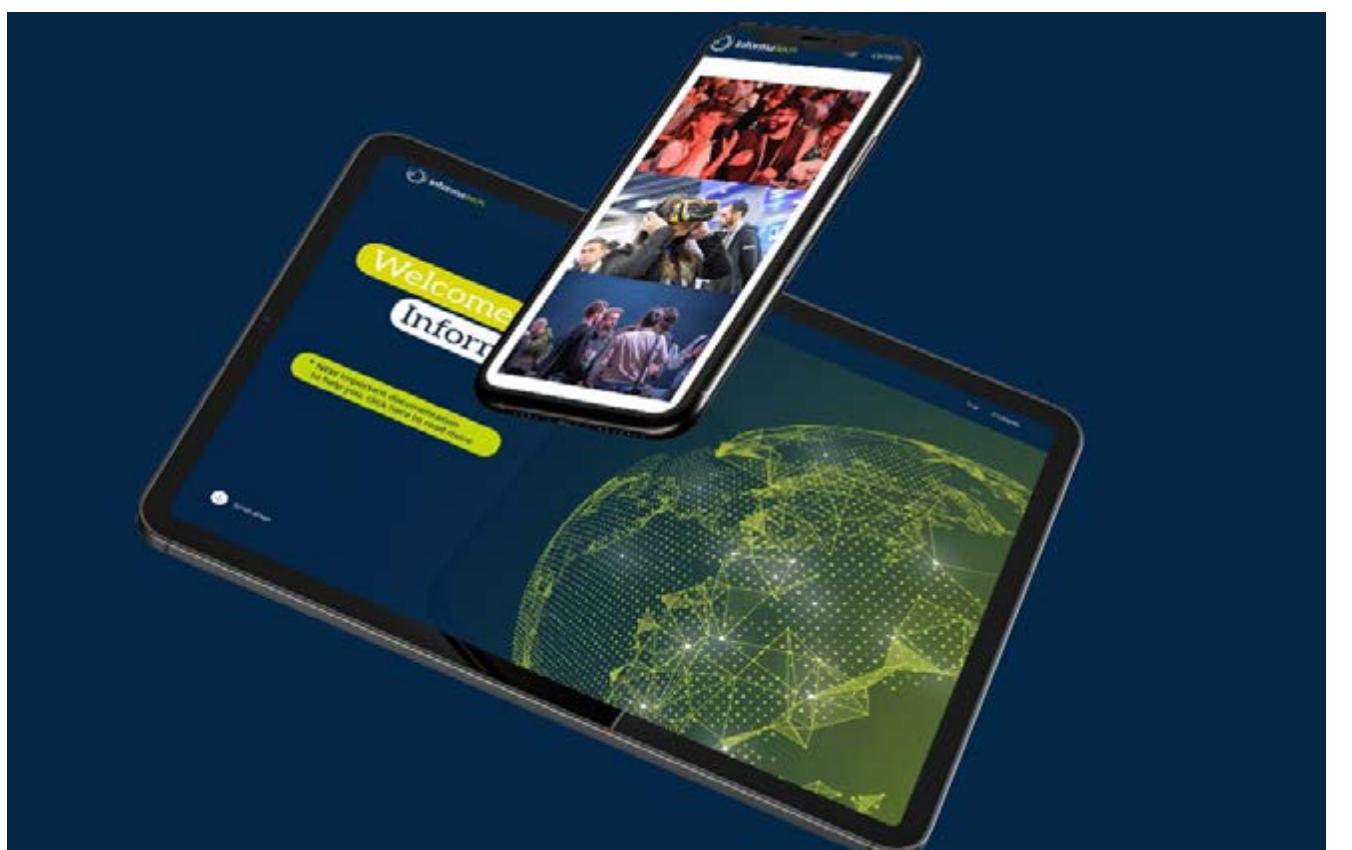
Constructing your story

Informa Group



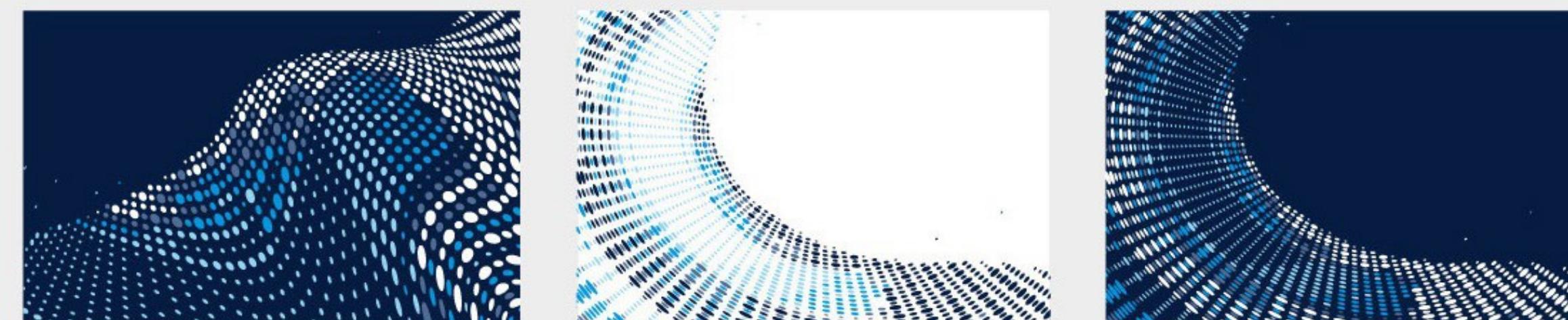
I have worked with Informa since its birth, I did in fact design their very first brand identity a long time ago. Now on their third re-brand (Luminous London) I have recently focussed on brand implementation projects. These have ranged from internal comms projects, wall graphics, internal branding and micro sites.

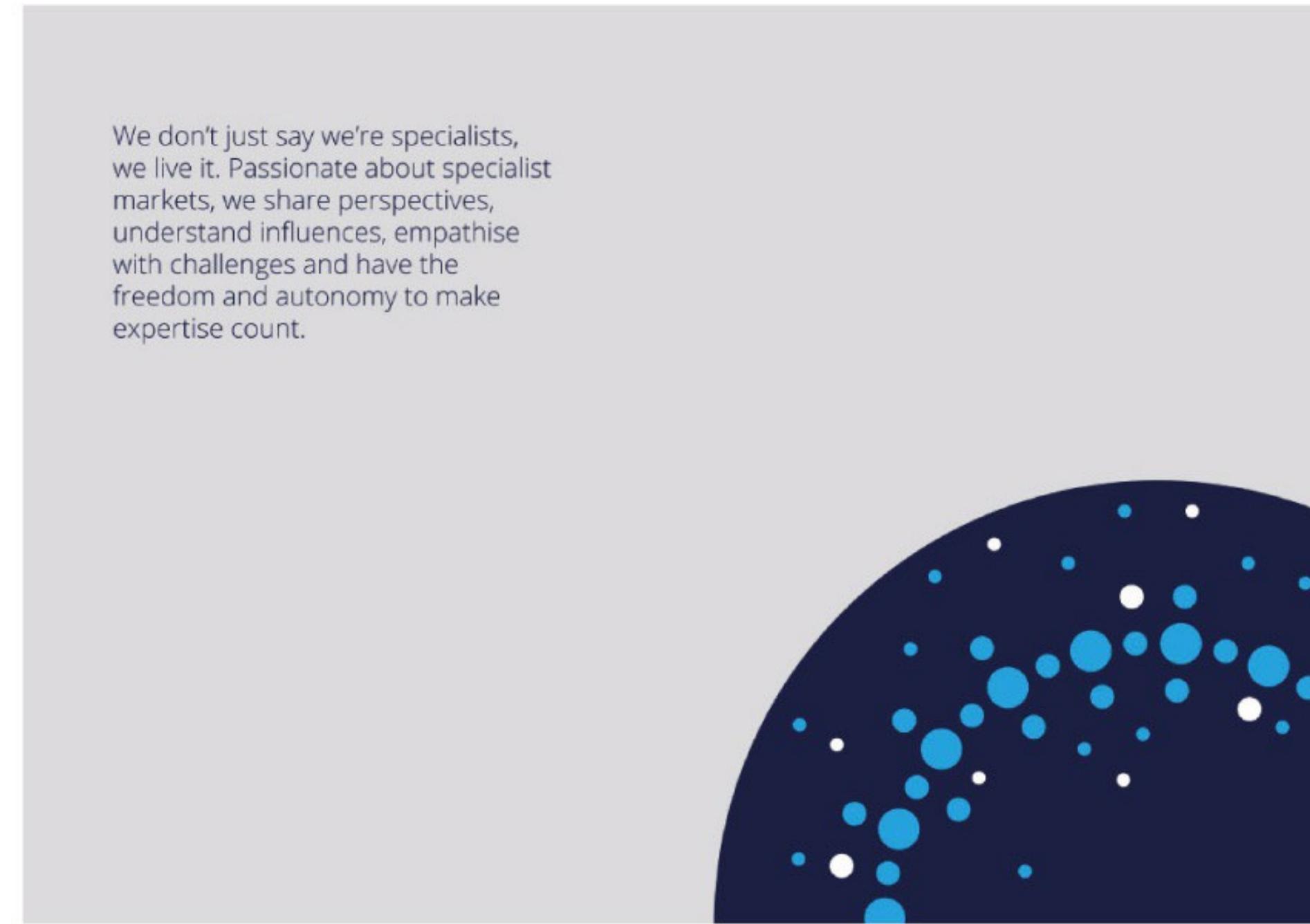
Skills_
Brochure design
Brand comms collateral design
Mircosite design & build
Wall graphics
Internal comms branding



Brand comms

Brand comms work for various global projects, such as wall graphics & café branding.



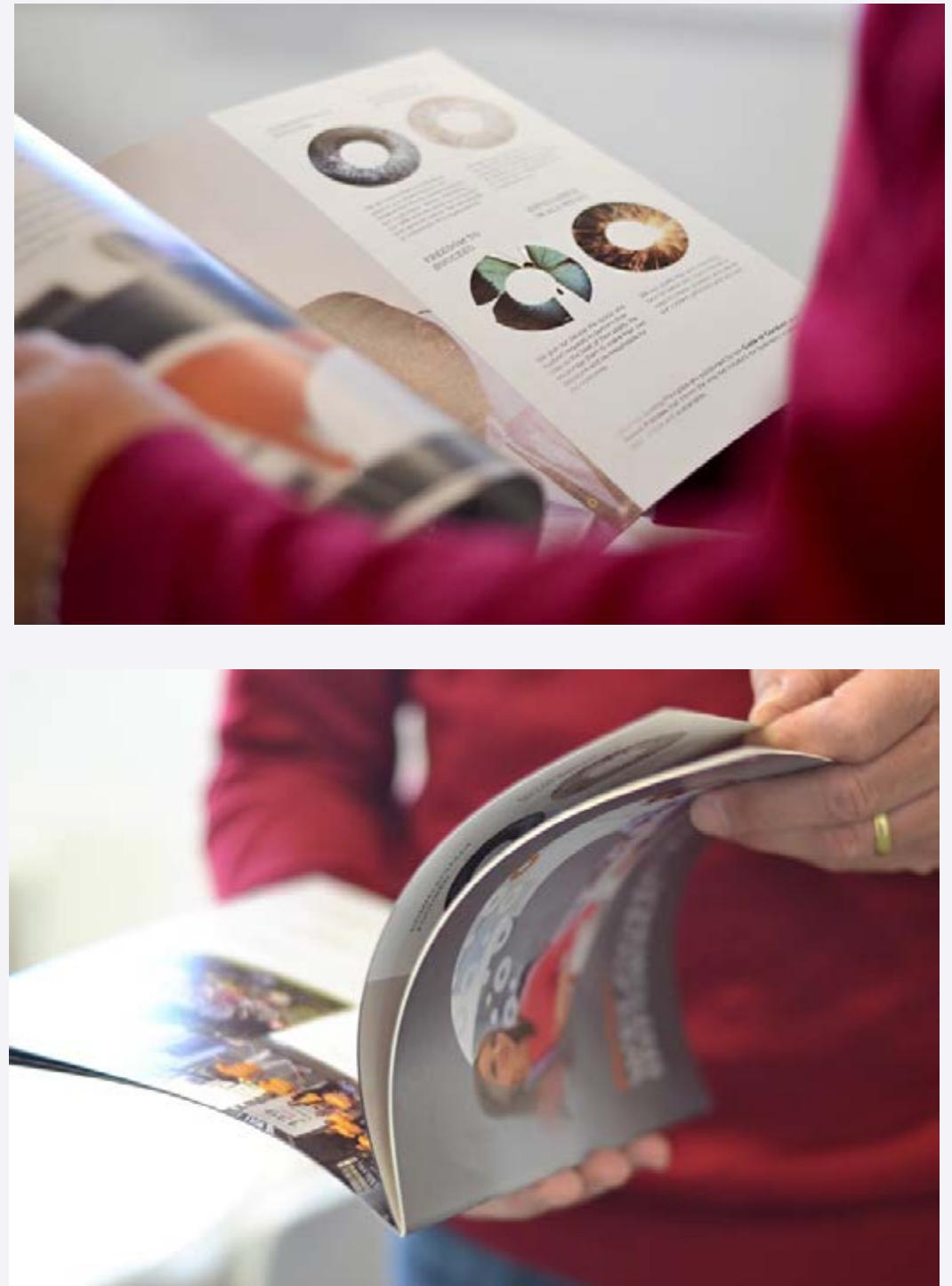
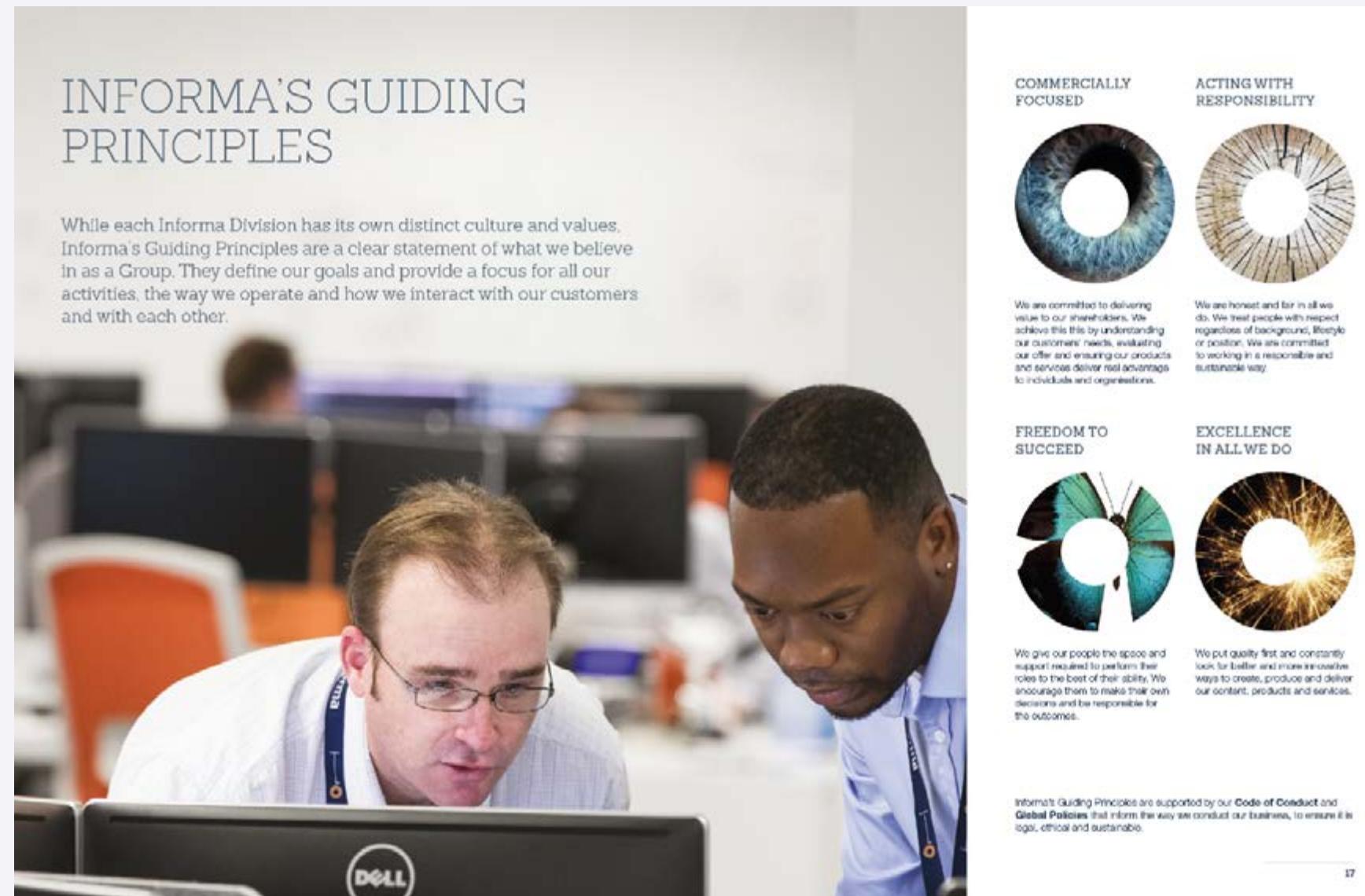


Internal comms
Brand comms pieces for department initiatives & external sales pitches.



Informa+Penton

Corporate collateral work for a company merger



Informa Shanghai
Wall graphic for their new Shanghai office

Shanghai



Presentation Design

THE PLAY GROUND
CREATE CONNECTED, INSPIRED AND ENERGISED EMPLOYEES.

ZoieLogic

Skills_
PowerPoint template

Client_
Alive With Ideas

Why

THE PLAY GROUND

The benefits of our bespoke sessions:

ELEVATE ENGAGEMENT:

INSPIRE CREATIVE THINKING:
Our workshops encourage participants to think beyond the normal, fostering innovative ideas and solutions.

INCREASE RETENTION:
Engaged employees are more likely to stay with the company, reducing turnover and the associated costs of hiring and training new staff.

ENHANCE MOTIVATION:
Employees feel more motivated and enthusiastic about their work by participating in fun and challenging activities.

Introducing

**THE PLAYGROUND
BY ZOIELOGIC
DANCE THEATRE**

We offer innovative workshops that use movement and dance to cultivate strong connections within your employees, teams and company culture.

Our structured, bespoke and playful movement sessions encourage individuals to tap into their creativity in ways that traditional methods can't.

Investors deck

Skills_
PowerPoint
Photoshop

Client_
Hidden Art

Helping art lovers become art investors

Investment Proposal

HIDDEN



An opportunity to invest in a successful and fast growing multichannel art gallery chain, occupying a unique place in the UK market

NiCCiH

Investors joining now will have the opportunity to be involved in an exciting business with a clear plan for accelerated growth, leading to a potential exit in 5 years

The opportunity

NiCCiH

The Hidden team fund accelerated growth by expanding to 20+ galleries and related opportunities in preparation for exit in 5 years



Chris Kendall

An avid art fan since childhood Chris founded Hidden in 2016 following a career leading businesses in digital publishing in Government and private sectors.

Chris is driven by a desire to change the way people own and access rare and collectable works of art.



Poppy Boys-Stones

Educated at Charterhouse School following which Poppy completed a BA in English Literature, followed by an MA in Fine Art both at the University of Bristol.

As Operations Director Poppy is responsible for the efficient running of the business ranging from H.R and administration to Sales and gallery development.



Jake Bishop

Co-founder and director of AIM listed Loungers plc. Also currently on the boards of Hub Box, Moose Drink, Foodstuff and an investor in Hugg and Hidden.

Jake was an early customer of Hidden Gallery becoming an investor and advisor in 2019. His operational and growth experience as a board member and his involvement in private equity as both a recipient and investor brings additional knowledge and experience to the business.

NiCCiH

Google Slide Decks

Skills
Google Slides
Photoshop
Illustrator

Client
Avery Dennison

The Solutions Group Google Slides Template

Presentation template



MAKING POSSIBLE™

Core Capabilities: Inbound/Outbound Inventory Verification



What's Happening in the Industry



Customer Expectations

Expect: ability to buy at any time or location; expedited delivery; price transparency; real-time shipment visibility



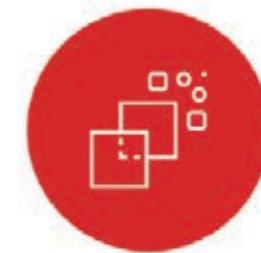
Amazon Effect

Revolutionized the supply chain; enhanced customer expectations forever. Accounts for 39% of all retail ecom sales in the US.



Digital Transformation

RFID
IoT
Data Analysis
Predictive Modeling



Trends

Nearshoring
Micro-fu

AD Apps Suite: Android & iOS

All AD Apps are available on:

- Android & iOS platforms (customers can use a mix of both if desired)
- Mobile devices (Android Mobile, iPhone, iPod Touch, etc.)
- Tablet devices (Android Tablets, iPads, etc.)
 - o Use more portable mobile devices for moving around in the restaurant
 - o Use larger screen tablet devices that can be fixed mounted near a printer, etc.



Solutions Group
Apparel

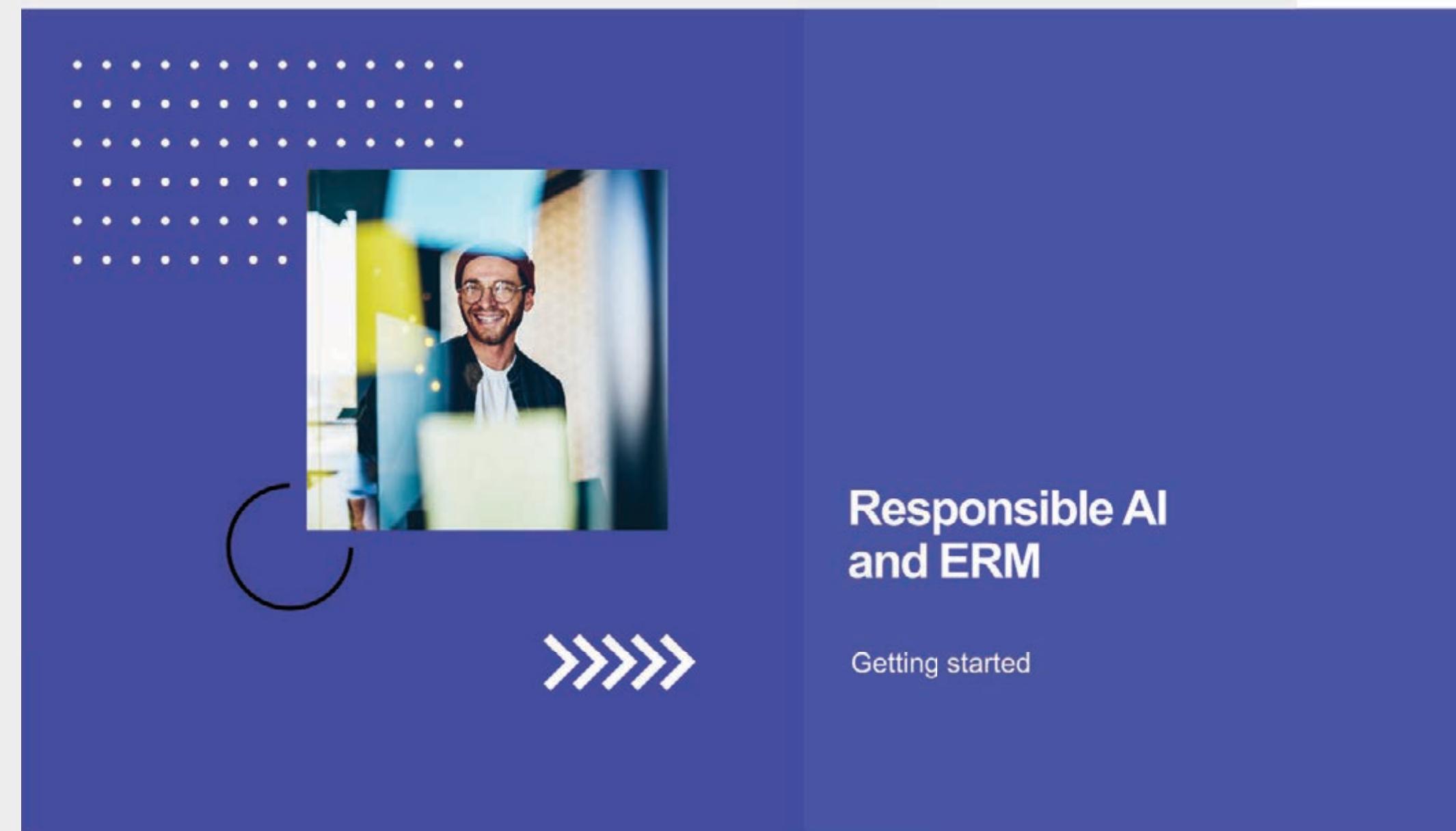
Overview

- 01 The risk of staying the status quo
- 02 Industry Insights/Challenges
- 03 Use case: Inventory (Visibility, Traceability, Accuracy, Verification)
- 04 Use case: Last Mile
- 05 Use case: HazMat
- 06 Innovation
- 07 Partnership
- 08 Appendix

Classification: Avery Dennison - Confidential 2

AD Logistics Master Deck

Classification: Avery



Responsible AI and ERM

Getting started

Tech deck

Skills_
PowerPoint
Photoshop
Illustrator

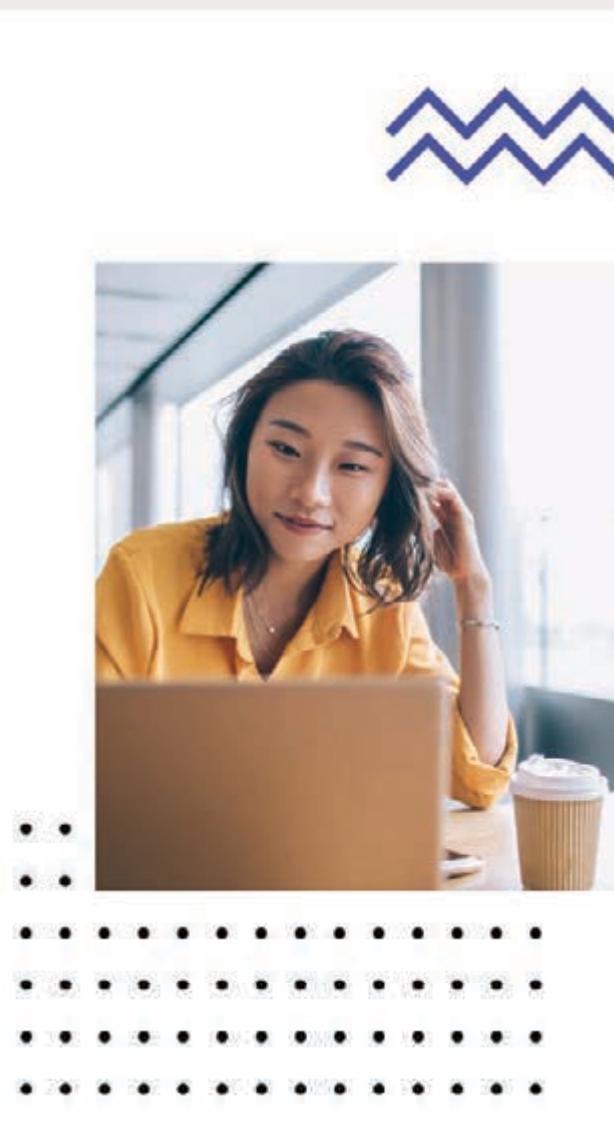
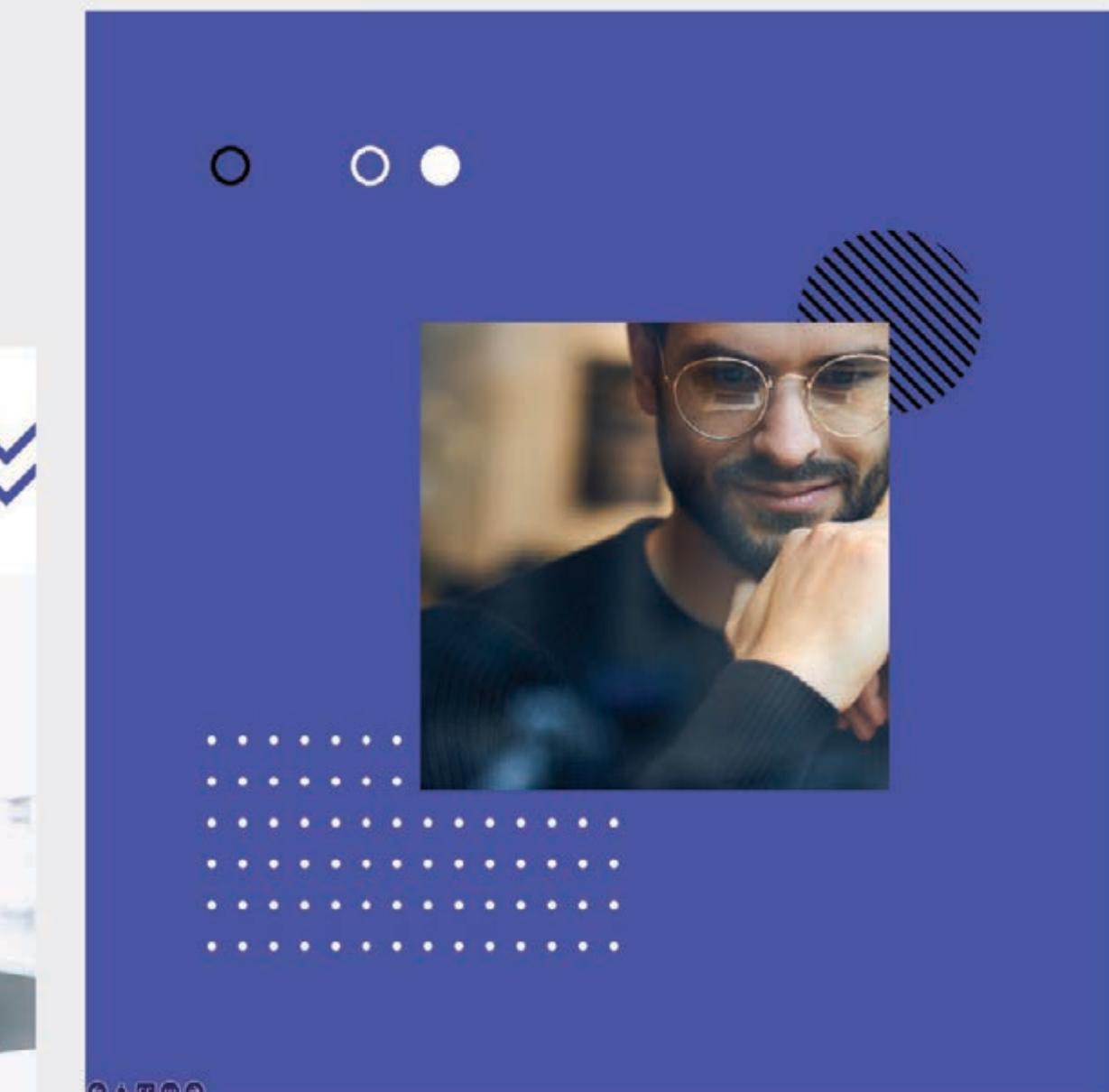
Client_
Active Matters

What is Responsible AI?



Responsible AI is the practice of designing, building and deploying AI in a manner that empowers people and businesses, and fairly impacts customers and society – allowing companies to engender trust and scale AI with confidence.

The ERM Data Lab and Innovation Incubator have a pipeline of products that leverage data and use advanced analytics to drive business outcomes for clients. As we build more solutions in this area, we must understand and consciously and deliberately design AI responsibly.

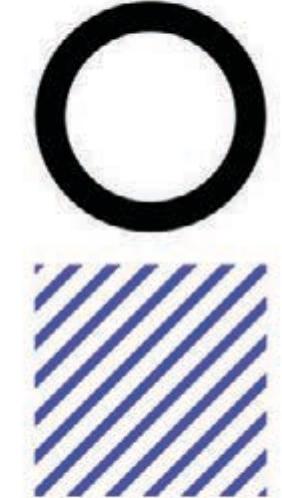
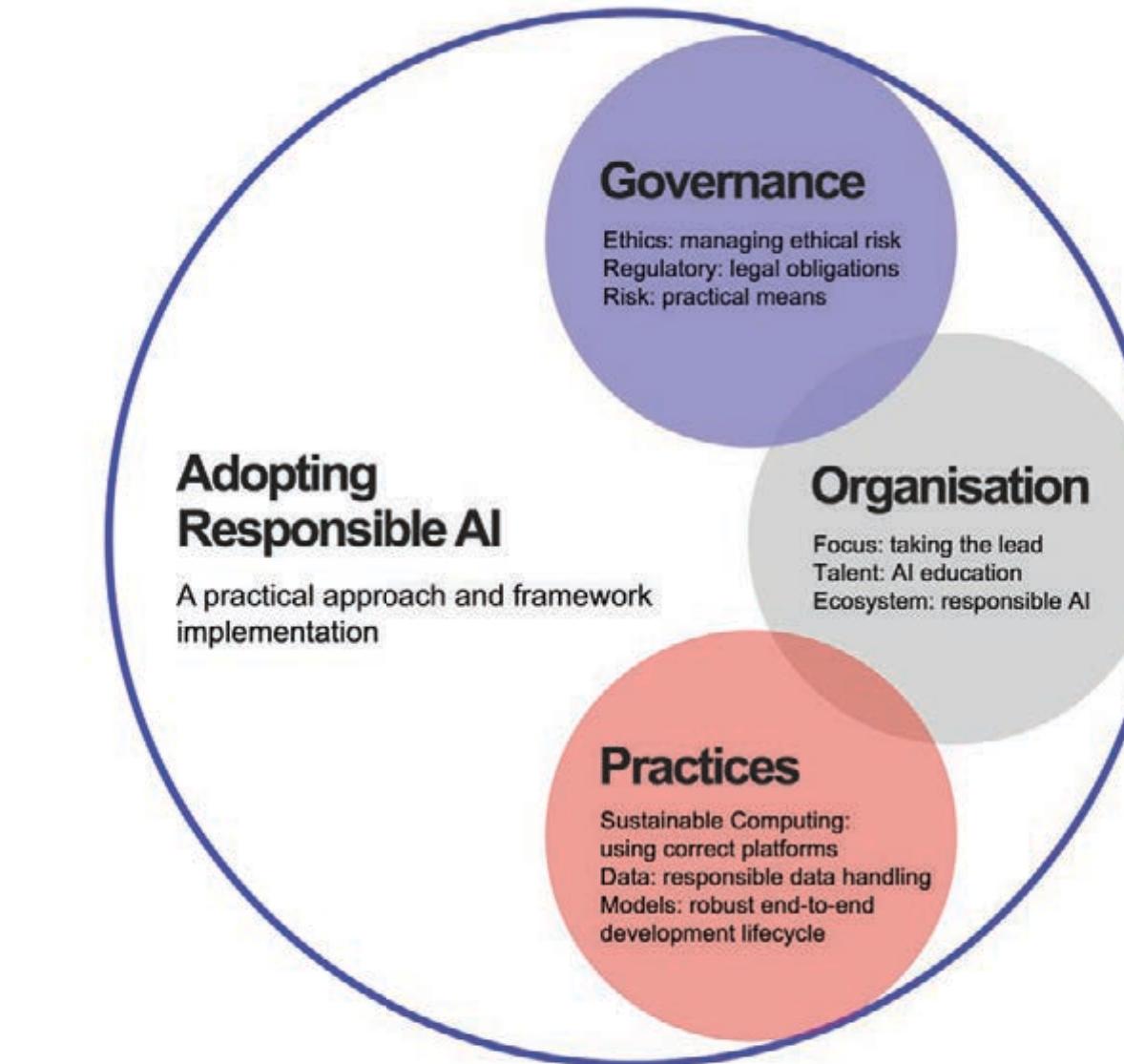
○ ○ ●

ERM Responsible AI

Taking deliberate steps to make AI solutions ethical, responsible and accurate.

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The business of sustainability



©caesarstone

In-Sync Technology

Key

- All designs available in 12mm thickness
- Also available in 20mm thickness
- Features In-Sync etchology

P1 P2 P3 Price Range

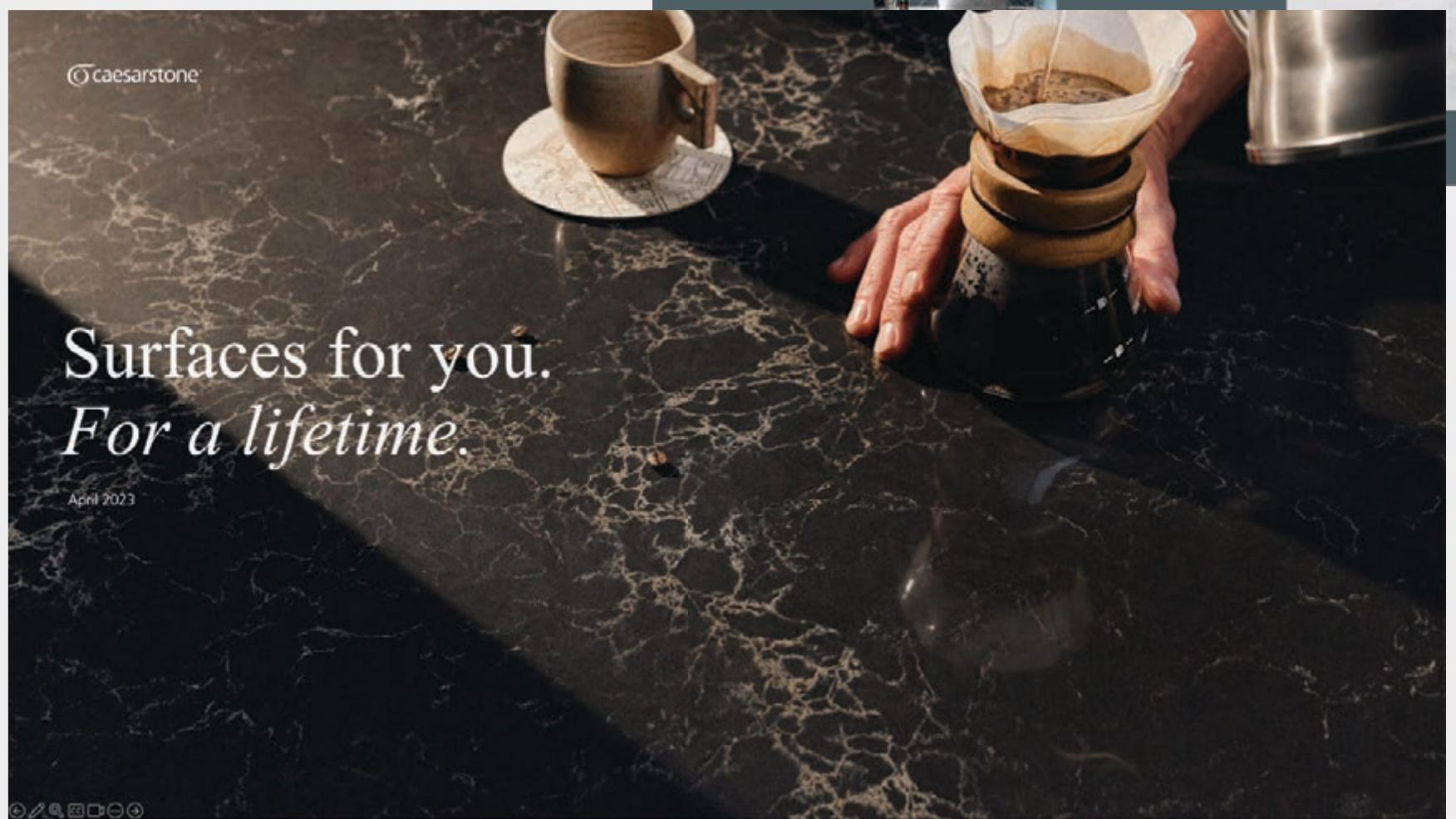
These printed colours & designs should be used as an indication, not exact match of actual product colour. We recommend making final selection by product samples in retail locations or viewing large panels in Caesarstone showrooms.



Caesarstone

Skills_
PowerPoint presentation

Client_
Nous Partners



©caesarstone

Positive Feedback From the Field

Caesarstone porcelain marks a new leap in technology, and design, delivering a new degree of durability, strength, and special cutting qualities that makes it the favorite choice of fabricants

"Very impressed with the way the porcelain cut and at the speed, good flexibility. Much better than Dekton!!!"

"Happy with the pixels in the print. Happy with flexibility. Cuts better than Dekton, Neolith, Laminam. However, wants Book Match to be introduced asap"



©caesarstone

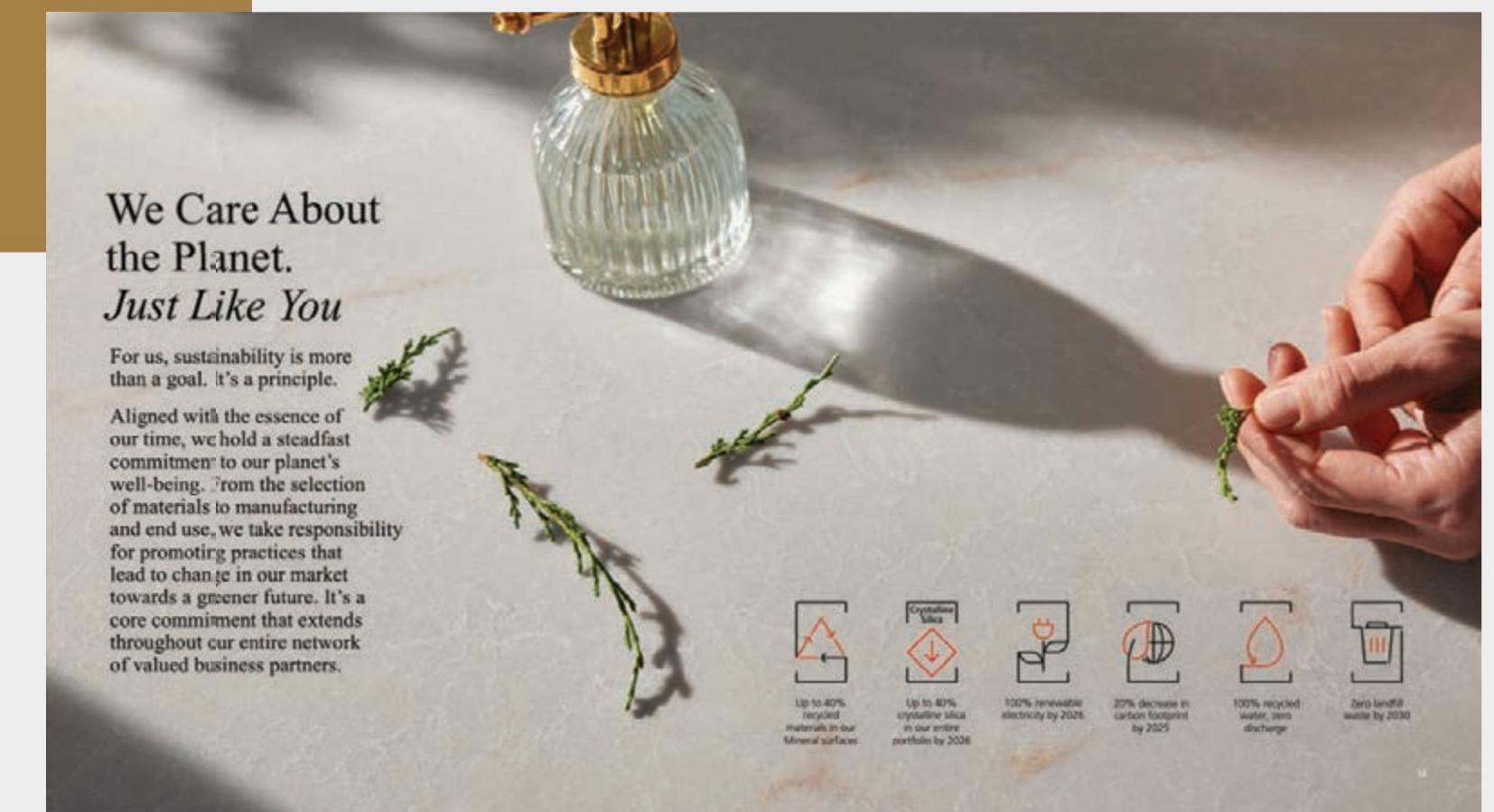
Multi-Application for Entire Home

Enhance your space: Caesarstone surfaces elevate home design with unmatched style and durability



We Care About the Planet. Just Like You

For us, sustainability is more than a goal. It's a principle. Aligned with the essence of our time, we hold a steadfast commitment to our planet's well-being. From the selection of materials to manufacturing and end use, we take responsibility for promoting practices that lead to change in our market towards a greener future. It's a core commitment that extends throughout our entire network of valued business partners.

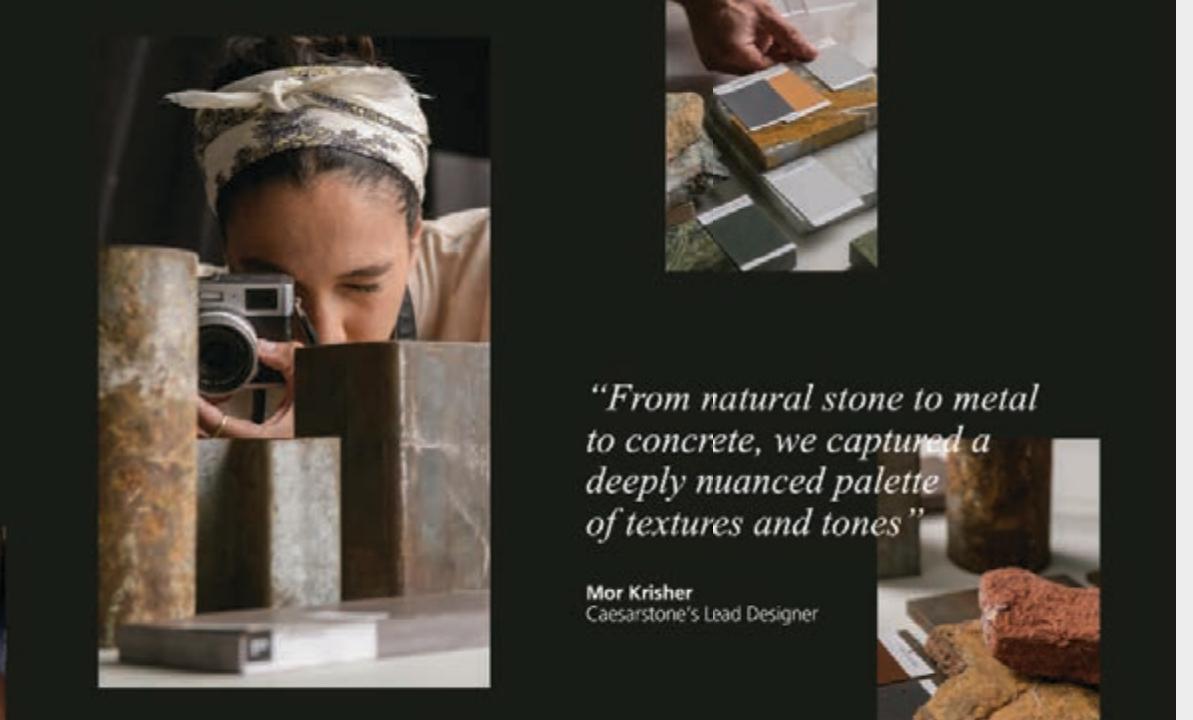


©caesarstone

Forward Design

Caesarstone has been at the forefront of surface design and innovation for more than 35 years.

- Porcelain collection invites you to discover designs that enrich environments and empower personal expression.
- Elevating porcelain's capabilities, we offer an array of rich colors and intricate details, with finishes that are thoughtfully chosen to complement the aesthetics of each design, ensuring that they not only fit but refine the spaces they occupy.
- The cutting-edge design process and the perfection of fine details enable us to capture precise hues and nuanced undertones, achieving **bolder veins, palpable textures and magnified patterns** in Honed or Ultra Rough finishes that accentuate our designs.



"From natural stone to metal to concrete, we captured a deeply nuanced palette of textures and tones"

Mor Krisher
Caesarstone's Lead Designer

Presentation title

April 2024

asentry

Asentry

Skills_
PowerPoint template

Client_
Nous Partners

Contents

- 1 Contents title
- 2 Contents title
- 3 Contents title
- 4 Contents title
- 5 Contents title

0.0 Chapter Header

Stats with copy slide

Arabia est conserta, ex alio latere Nabataeis contigua opima varietate commerciorum castrisque oppleta validis et castellis, quae ad repellend.

Title	Title	Title
200%	3bn	0.3
Arabia est conserta, ex alio latere Nabataeis contigua opima varietate commerciorum castrisque oppleta validis et castellis, quae ad repellend.	Arabia est conserta, ex alio latere Nabataeis contigua opima varietate commerciorum castrisque oppleta validis et castellis, quae ad repellend.	Arabia est conserta, ex alio latere Nabataeis contigua opima varietate commerciorum castrisque oppleta validis et castellis, quae ad repellend.

GeoTrack

Presentation Title

0.0 Chapter Header

Graphics and key slide

1 • GERMANY
2 • UNITED STATES
3 • EUROPE
4 • CHINA

Category	Value
1	~30
2	~40
3	~90
4	~140

Presentation Title

0.0 Chapter Header

Quam ob rem cave Catoni
anteponas ne istum qui dem
sapientissimum iudicavi huius
enim facta que vestrum loquar.
Orientis vero limes in longum
patens, quam plagam
cognomentum.

200%

9

10

A promotional banner for Ara's Annual General Meeting in 2024. The background is a light teal color. In the upper left, the word "Ara" is written in a large, white, sans-serif font. To its right, the tagline "Built to Decarbonize.™" is displayed in a smaller, white, sans-serif font. The central text, "Annual General Meeting 2024", is written in a large, white, sans-serif font and is partially enclosed by a circular, multi-colored, ribbon-like graphic that resembles a stylized flame or a rising sun. In the upper right corner, there is a large, circular, semi-transparent graphic showing a close-up of green, textured leaves. In the lower right corner, there is another large, circular, semi-transparent graphic showing a close-up of a white, textured surface, possibly a rock or a shell. In the lower center, there is a large, circular, semi-transparent graphic showing a close-up of a dark, textured surface, possibly a metal or plastic part. The overall theme of the banner is environmental and sustainable.

Ara Built to Decarbonize.™

AIA PARTNERS AGM 2024

www.aiapartners.com

23

2024 Presidential Election outlook

Polls continue to indicate a historically close race, with battleground averages well within margins of error

National Polling Average Over Time ¹

Date	Trump	Biden	Harris
Jun 28	43.0	40.0	38.0
Jul 12	45.0	43.0	40.0
Jul 26	46.0	44.0	41.0
Aug 09	45.0	43.0	40.0
Aug 23	46.0	44.0	41.0
Sep 06	47.0	45.0	42.0
Sep 20	48.0	46.0	43.0

Legend: Trump (blue), Biden (green), Harris (red)

Battleground States Polling Averages ³

State	Average Margin
New Hampshire	6.3
National Average	2.8
Michigan	2.7
Wisconsin	2.6
Pennsylvania	1.4
Nevada	0.8
North Carolina	-0.5
Georgia	-1.4
Arizona	-2.2
Florida	-4
Texas	-5.3

By the numbers

- Under current battleground averages, Harris would win the Electoral College **276–263**; however minor polling errors could shift the result to Trump
- The Hill forecasts that Harris has a 56% chance of winning the presidency

Ara Built to Decarbonize.™

ARA PARTNERS AGM 2024

www.arapartners.com

29



John Holdren
Former Director of
the White House
Office of Science
and Technology
Policy (OSTP) from
2009-2017



Charles Cherington
Managing Partner, Ara
Partners

Keynote speaker

Ara Built to Decarbonize.™

ARA PARTNERS AGM 2024 www.arapartners.com

In 2025, Ara will tackle industrial pollution at its core

ARA AT A GLANCE

6.3bn
AUM¹

OUR STRATEGIES

Private Equity
Investing out of Fund III

Infrastructure
Fund I expected final close at YE 2024

Energy Decarbonization
Fund I expected launch in Q1 2025

ARA ADVANTAGE

Investor expertise

Decarbonization

Builder and operator specialisms

Government affairs

SUPPORT FUNCTIONS

Investor Relations

Marketing

Human Resources

Finance / Accounting

Operations / Compliance

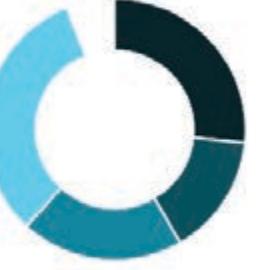
ions

Portfolio¹



- Aksiom Services Group
- Repeats Group
- Alox
- Diver
- Genera
- Polar
- Continuum
- Flutron
- Cyclo
- Puraglobe
- Blue Whale
- Soane Technologies
- Petainer Reserve

Sector¹



- Energy Efficiency & Green Fuels
- Food & Agriculture
- Industrial & Manufacturing
- Chemicals & materials
- Reserve

Deal Type¹

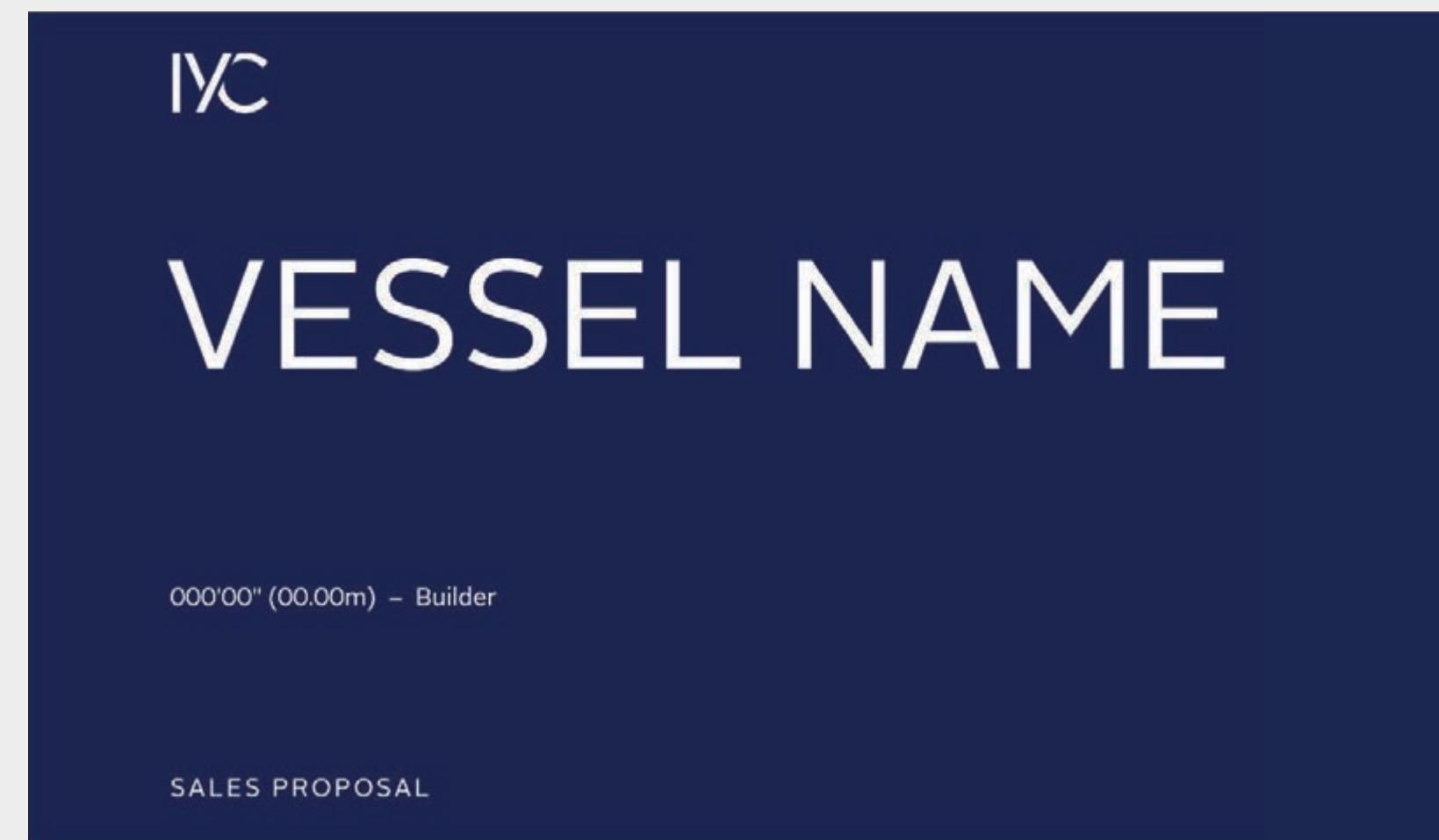


- Process Technology Rollout
- Decarbonization Enabler
- Reserve

Geography¹



- Europe
- North America
- Reserve



24 | CENTRAL AGENCY SALES PROPOSAL | VESSEL NAME 000'00" (0.00m)

Contents

IYC Yachts

Skills_
Keynote template

Client_
Nous Partners

IYC

WELCOME
MEET YOUR BROKER...
THE FASTEST GROWING COMPANY IN YACHTING
RESULTS DRIVEN...

MARKETING
IYC. YOUR TRUSTED REPRESENTATIVE
MAKING WAVES. PR, SOCIAL MEDIA, AND PARTNERSHIPS
CLIENT EXPERIENCE FIRST
360° MARKETING
MARKETING EXECUTION TIMEPLAN
TELLING (YOUR YACHT'S) STORY: THE IYC DIFFERENCE
HORIZONS - IYC'S MAGAZINE

PRICING STRATEGY
(YACHT'S NAME) UNIQUE SELLING POINTS
MARKETING COMPARISON
YACHT'S NAME
OPTIMIZING YACHT SALE SUCCESS
COMMISSION STRUCTURE

NEXT STEPS
NEXT STEPS

ANYTIME. ANY PLACE.

24 | CENTRAL AGENCY SALES PROPOSAL | VESSEL NAME 000'00" (0.00m)

Anytime. Any place.

Region	Office	Address	City	Country	Phone	Email
NORTH AMERICA	Nantucket	18 Old South Wharf Nantucket MA 02554	Nantucket	United States	+1 401 240 4310	us@iyc.com
	Palm Beach Gardens	2401 PGA Boulevard Suite 272 Palm Beach Gardens FL 33410	Palm Beach Gardens	United States	+1 310 713 4517	us@iyc.com
EUROPE	Fort Lauderdale	110 East Broward Boulevard Suite 1000 Fort Lauderdale FL 33301	Fort Lauderdale	United States	+1 954 522 2323	us@iyc.com
	Monaco	23 Boulevard Albert 1er 98000 Monaco	Monaco	Croatia	+377 97 98 24 24	monaco@iyc.com
MIDDLE EAST	California	2515 Shelter Island Dr San Diego CA 92106	California	United States	+1 310 713 4517	us@iyc.com
	Stockholm	4 Pinneby Str. 2409 Engomi Nicosia Cyprus	Stockholm	Sweden	+357 22 02 72 20	stockholm@iyc.com
ASIA	Saint Barth's	Rue du roi Oscar II Gustavia 97133 Saint Barthélemy	Saint Barth's	Croatia	+377 97 98 24 24	monaco@iyc.com
	Newport	+33 662 445 488	Newport	Croatia	+385 23 313 773	croatia@iyc.com
AFRICA	London	18 Conduit Street London W1S 2XN	London	United Kingdom	+44 207 952 8684	uk@iyc.com
	Montenegro	114 57 Stockholm	Montenegro	United Arab Emirates	+971 4513 5584	montenegro@iyc.com
OCEANIA	Porto Montenegro	Kaptengatan 6 114 57 Stockholm	Porto Montenegro	Dubai	+971 4513 5584	portomontenegro@iyc.com
	Dubai	Al Sufouh, P.O. Box 127835 Concord Tower Office 3307	Dubai	United Arab Emirates	+971 4513 5584	dubai@iyc.com

IYC

Investors deck

Skills_
Keynote
Photoshop
Illustrator

Client_
Whistle agency

YOUR BRAND AT THE CENTRE OF GUTSY EPIC SPORT

30M+

MOTOGP, THE GRAND PRIX MOTORCYCLE RACING ASSOCIATION, REACHED OVER 30 MILLION SOCIAL MEDIA FOLLOWERS IN SEPTEMBER 2020.

— Motor racing takes man and machine to the edge of their capabilities in a cauldron of high pressure, high stakes racing

— The spectacle of multiple racers wheel to wheel at 220+mph is unrivalled in sport for speed, guts and audacity

— Get your brand in the world's most exciting and up-coming race team who will take this sport to the next level

MTA Italia

220+ MPH

It's true that an F1 car can lap a track quicker than a MotoGP bike can, but F1 cars cannot match MotoGP machines for outright speed – not the modern era of F1 cars anyway. Fifteen years ago Juan Pablo Montoya did manage 231mph at Monza during qualifying, although rumour has it his team wound all the downforce they could out of the car, leaving him with a super quick car in a straight line but otherwise a handful in the corners.

Andrea Dovizioso though managed to hit 221mph at Mugello (or 356.7km/h), in a live session, with traffic to contend with, and he was riding a live bike set up for lap-times, not an outright speed record!

THE RISKS

In all seriousness, the risks involved in any form of motorsport are big. Riders and drivers lay everything on the line, week in, week out. But the cosseted (relative) safety of an F1 car is nothing when compared to the vulnerability a rider must endure while tumbling through a gravel trap at nearly 200mph. Nobody wants to see riders injured, but you can't help but feel respect each time you watch a rider collect a skating front-end slide or crack on just moments after being buckarooed out of the seat at high-speed. When you talk about sportspeople actually laying it on the line every time they go out, there are few sports that come close to MotoGP.

RIDERS GETTING CREATIVE

Watching the riding style of the riders is fascinating; you just don't see that in F1. Take Alex Rins for example. His riding style is so retro you could almost mistake him for Freddie Spencer. But contrast that to Marquez or Pol Espargaro, who are all elbows out and hanging off every which way. And the best thing is, there's no right or wrong way to do it, as long as you fast, that's all that counts.

Indeed, place Hamilton in any other car on the grid and he'll bring the most from it, but that isn't the case in MotoGP. Personal style manning up to the limitations of a MotoGP bike brings its own huge challenges.

If you took all the liveries off the F1 grid and made the drivers wear the same coloured lids, you'd literally have no way of telling one from the other.

Apart from the two Mercedes would be at the front, because, you know, it's F1.

MTA ITALIA ARE PUSHING THE STANDARDS FOR

GRAND PRIX MOTORCYCLE RACING

— PIT LANE TOURS

— MEET AND GREETS WITH THE RIDERS

— PREMIUM CORPORATE HOSPITALITY

— TOP LEVEL BUSINESS CONNECTIONS

MTA Italia

Smaller projects

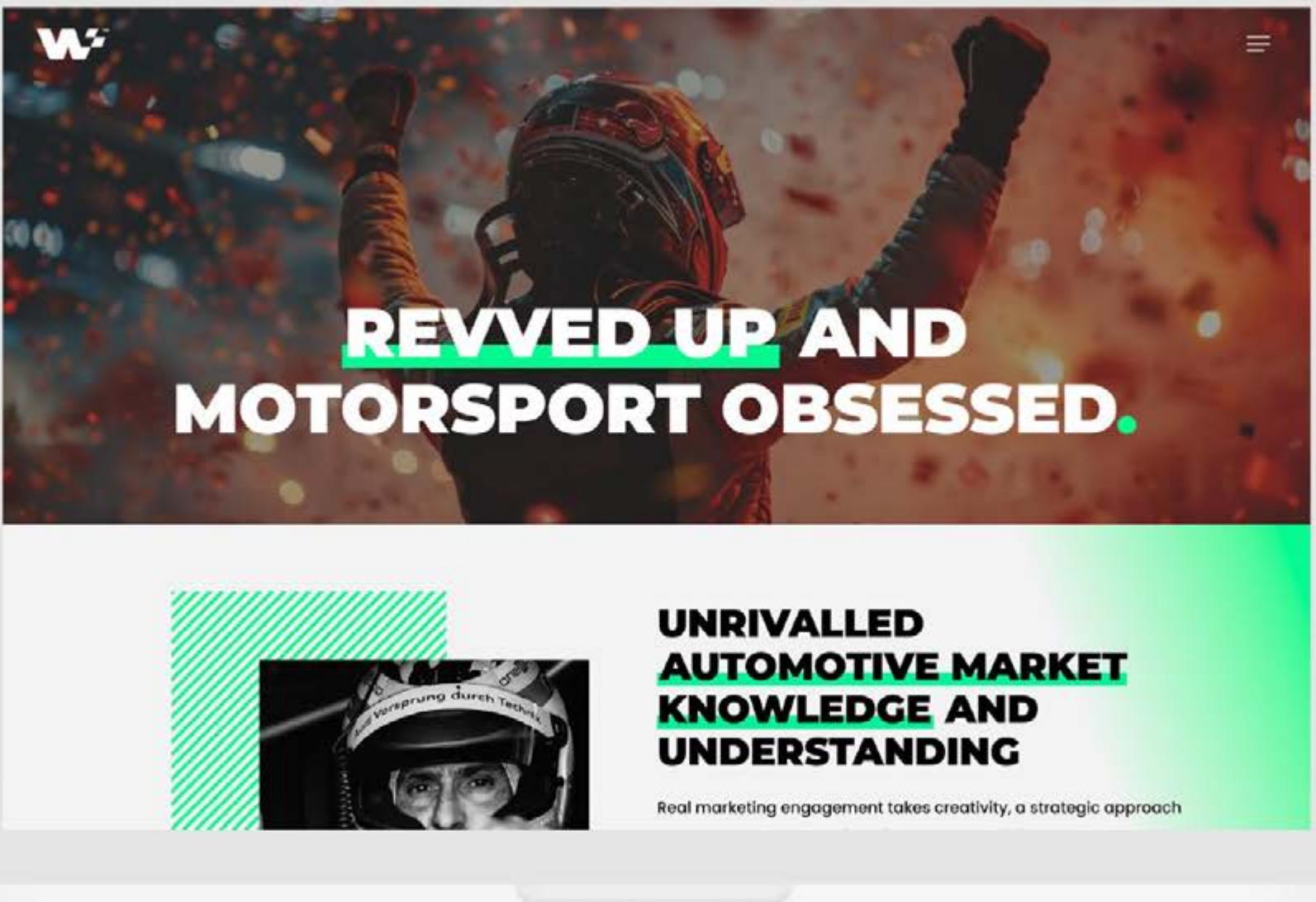
I have great experience over the last 20 years in working with start-ups and SME's. These projects usually involved me designing everything from the initial concept, design and creating the brand identity right through to the website design & build - and everything in between.

WDA Automotive website design

An impactful website for an automotive marketing agency. I helped them take their thoughts & ideas for the project into a punchy, driven website.

wda-automotive.com

Skills_
WordPress design & development



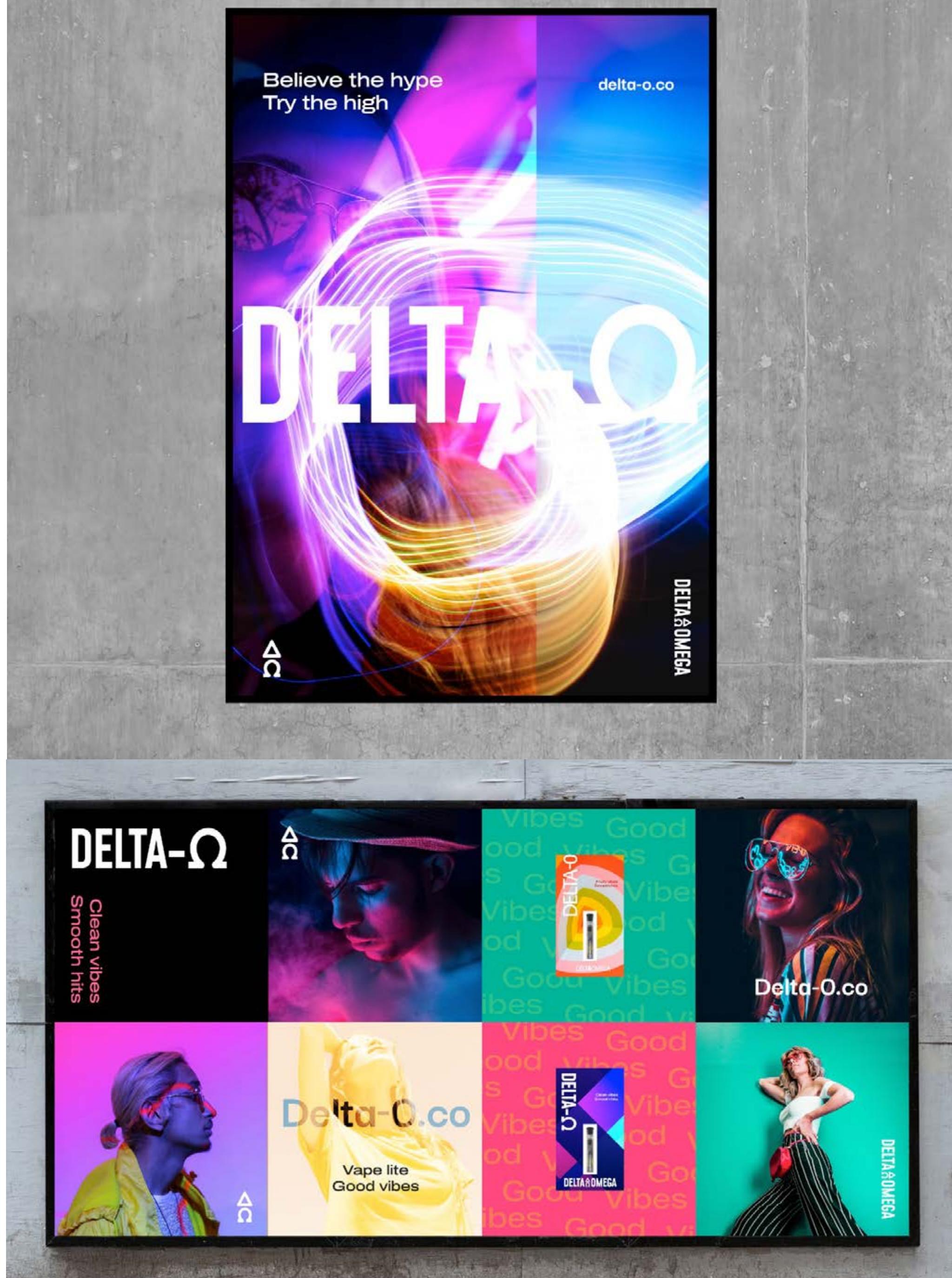
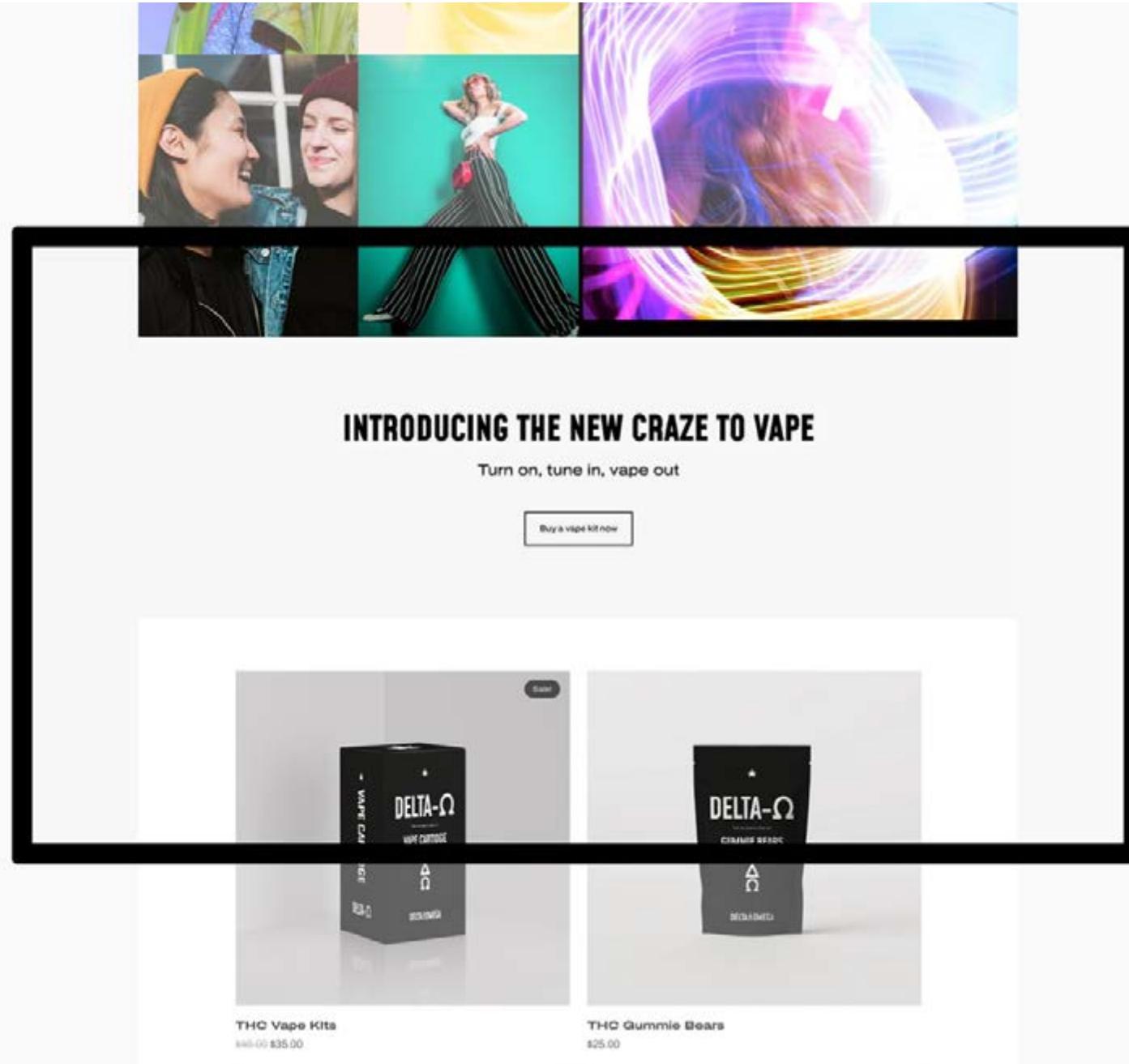
Delta-Omega

New logo, branding and website design to promote CBD/Hemp derived exotic Cannabinoid formulations. This exciting project was derived from an engineering client of mine, based in the states, who set up a business to sell produce manufacture and derived from CBD/Hemp derived exotic Cannabinoid formulations. My task was to help brand this venture and breathe life and colour into the brand.

Skills_

Identity design
Advertising
Poster design
Packaging design
WordPress design & development

DELTA Δ OMEGA



IID Architects

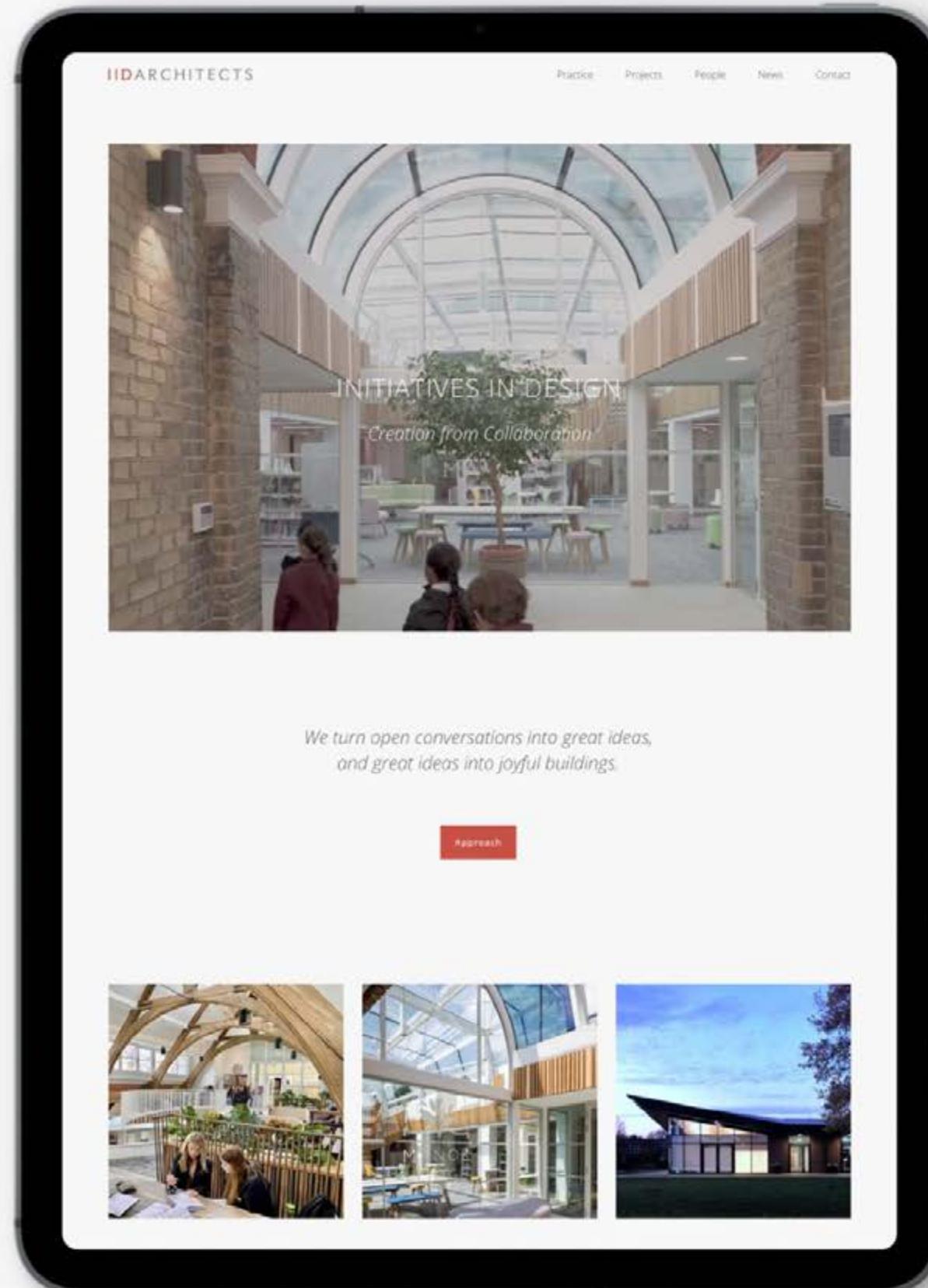
I worked with the team at IID to design a developed a very clean, minimal website for IID Architects. Clean well thought out layouts, an interesting portfolio section, mixed in with video and illustrative elements made for a minimal stylish design.

www.iid.co.uk

Skills_

WordPress website design & development

Video editing



MAYA Productions website - Website design

Maya Productions bring together organisations and individuals who passionately want their work to enable social change and racial justice in the arts. I redesigned their website with a beautifully and engaging design, featuring background videos as the hero sections on the main pages and lots of their fantastic photography. I also edited and mixed the video clips to create all the hero movies on the site. It was truly a fun and very rewarding project to work on.

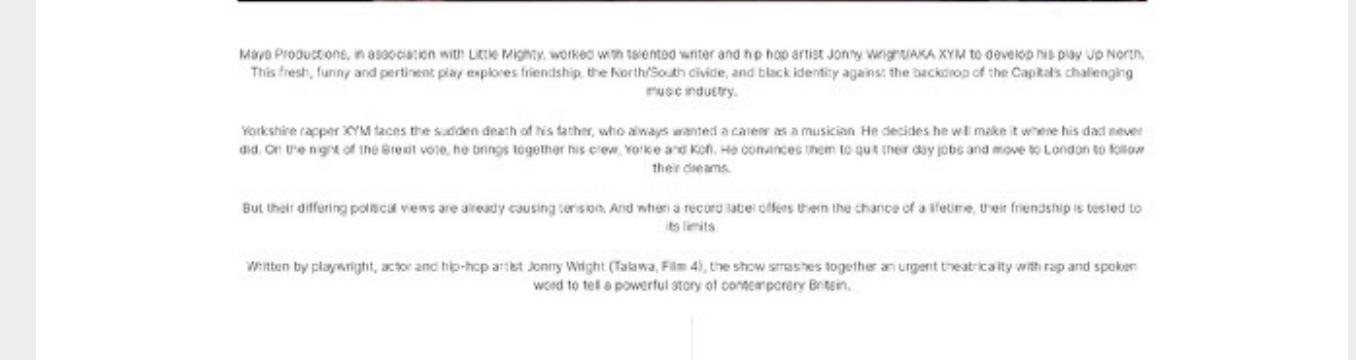
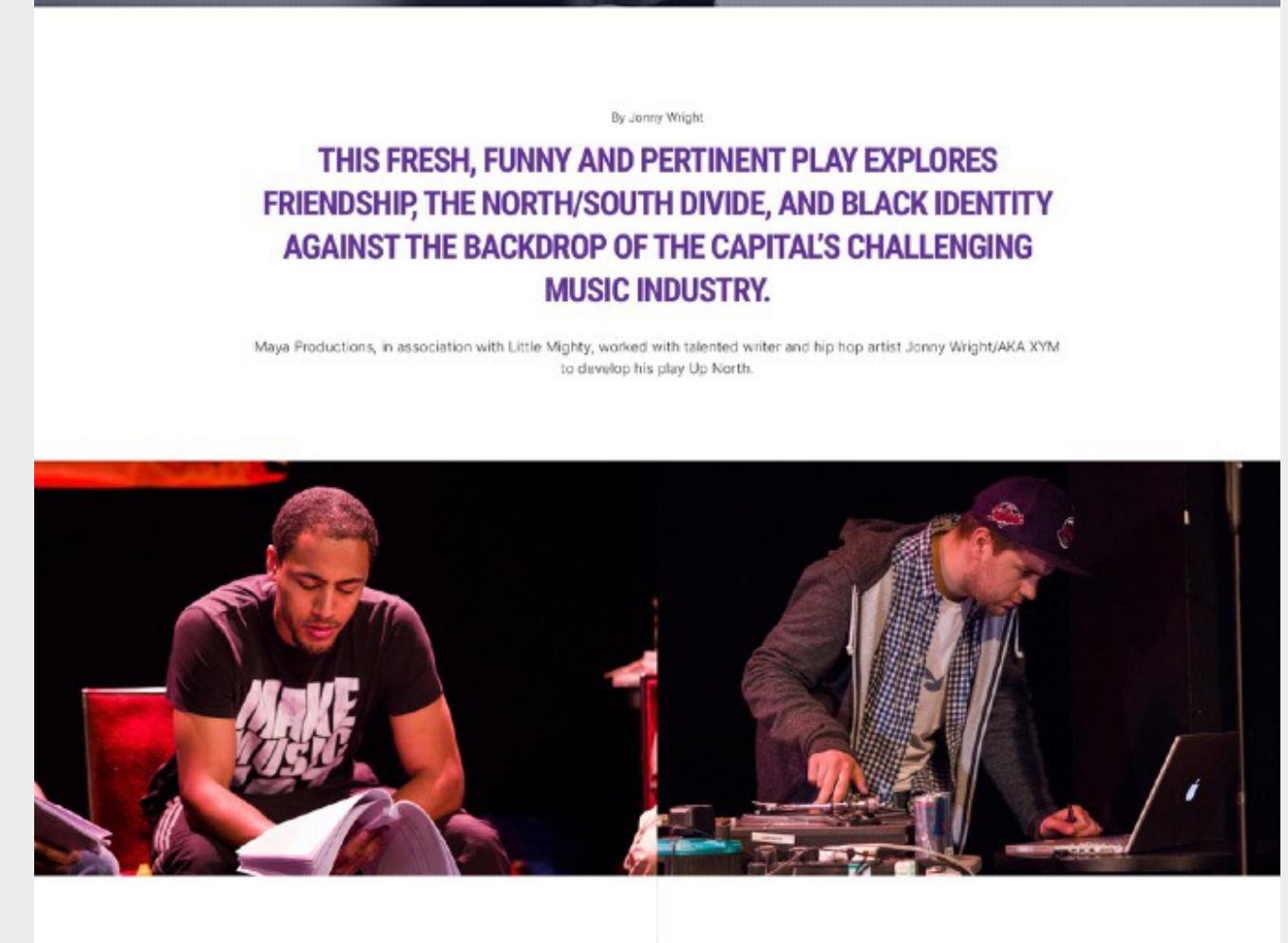
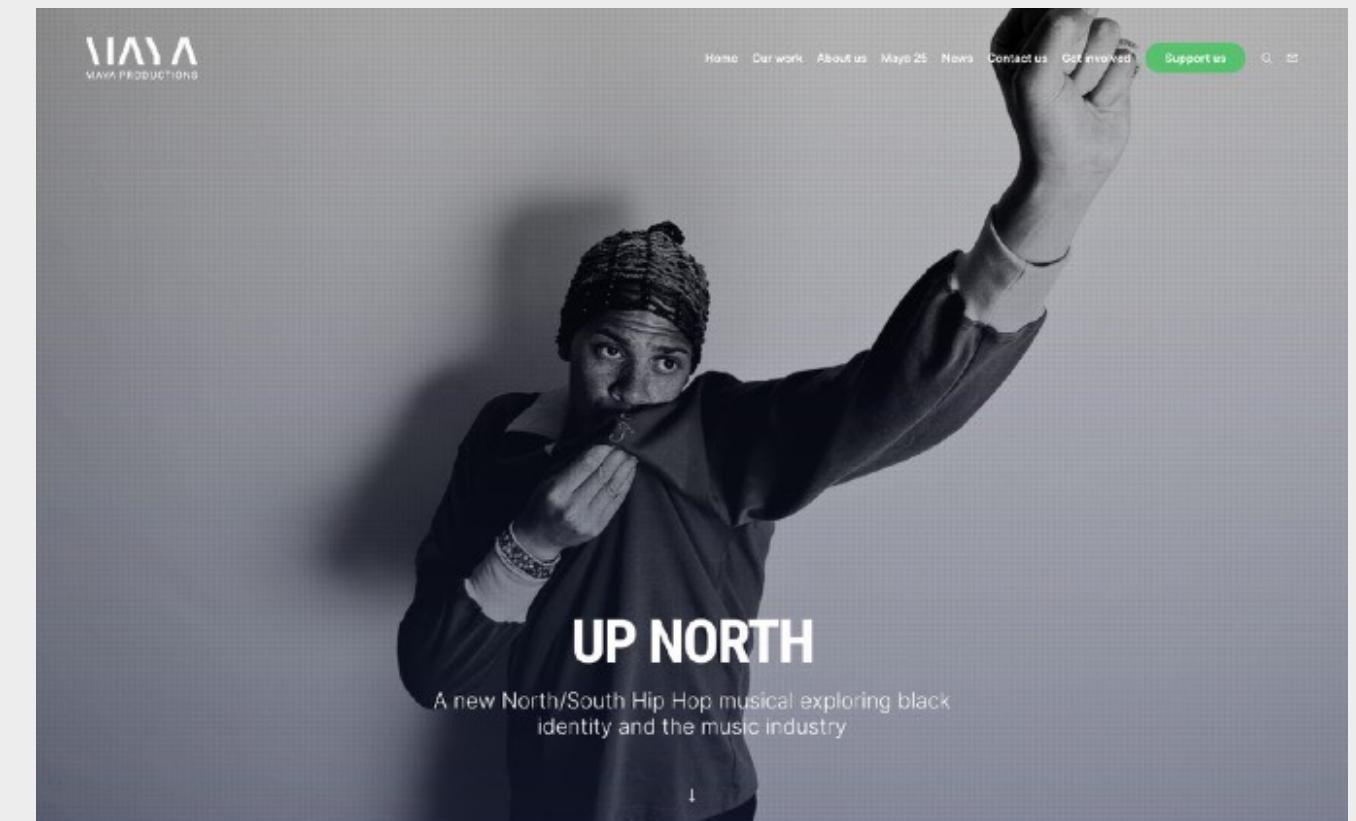
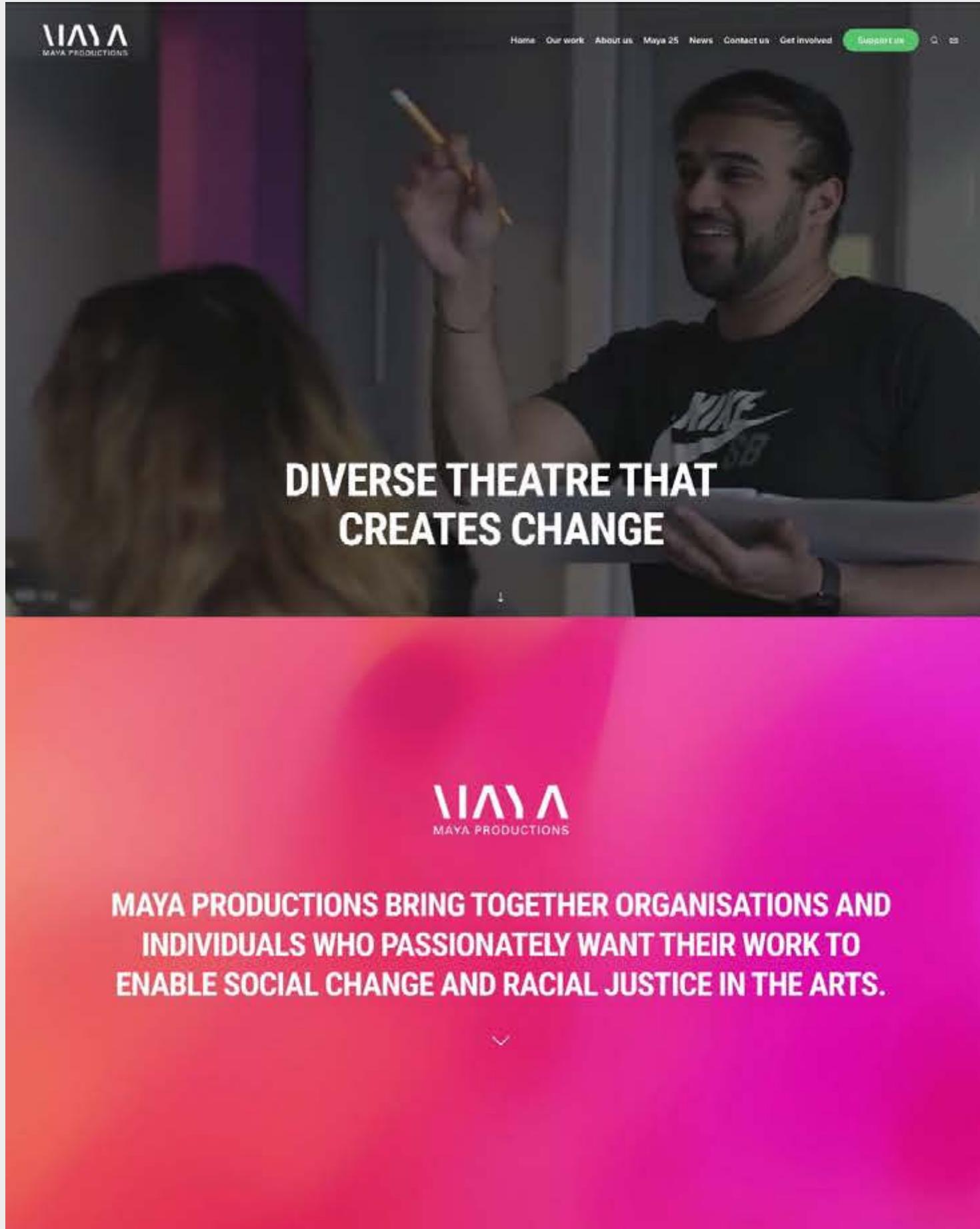
mayaproductions.co.uk

Skills_

Website design

WordPress design & development

Video editing





Revolution Events - Brand identity & website design

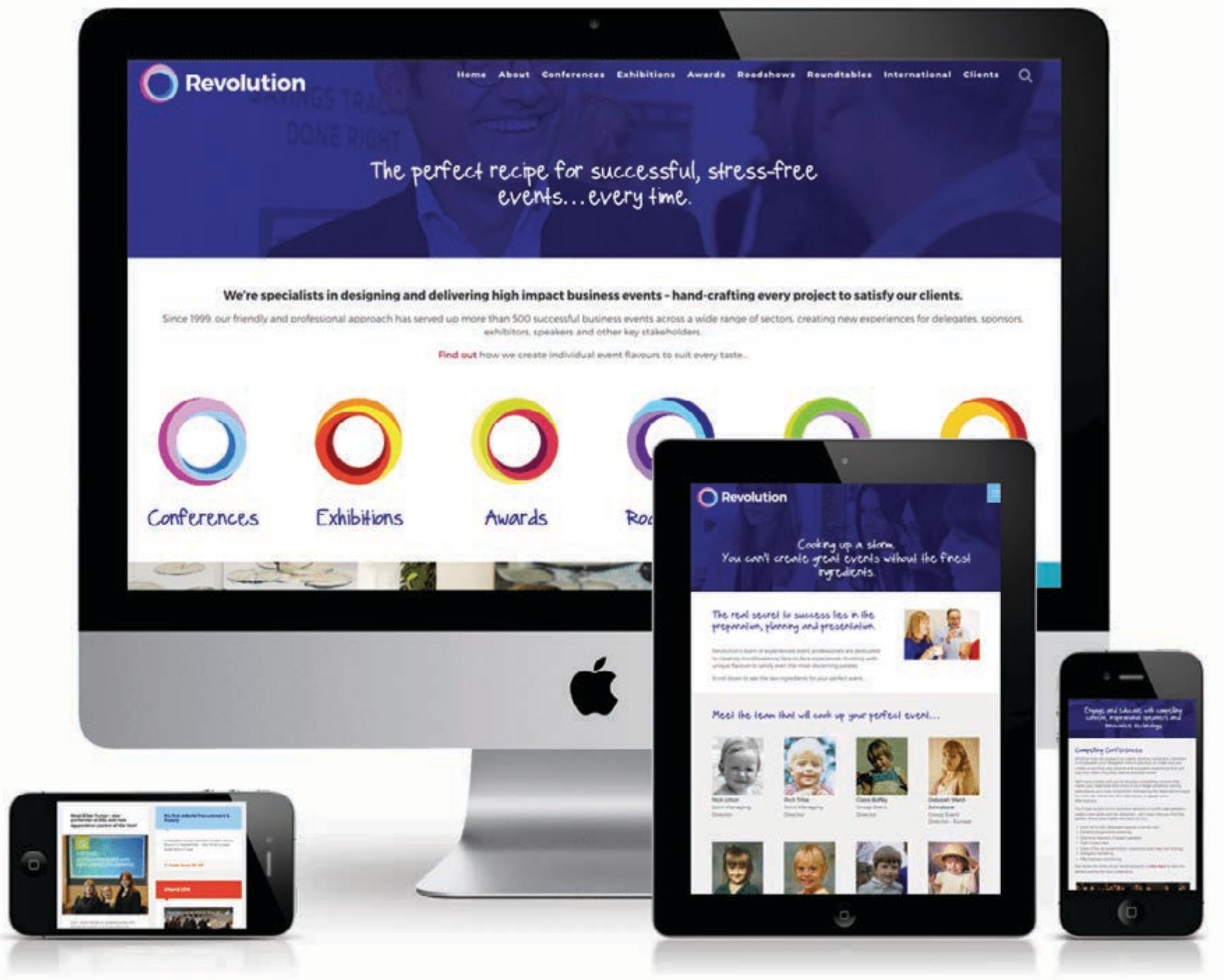
Long term client of mine Revolution Events, I designed their brand identity and website a few years back. Bright, fun and colourful it still looks great today. Recent work with them has been to redesign all their own events websites.

revolution-events.com

Skills_

Brand identity design

WordPress design & development



LeBeck Internationl

LeBeck International are specialist international security and risk management advisers based in Bahrain, whose managing director is a former special forces and Bomb Disposal Officer with the British Army.

After reviewing the way that LeBeck International communicated and looked at key competitors, we proposed a highly distinctive and slightly mysterious market position. This perfectly supports the way the company keeps its clients safe and secure with meticulous planning based on deep experience in this highly specialist field. The new and refined brand identity, website and an intriguing design for a brochure enabling the business to grow internationally.

lebeckinternational.com

Skills_

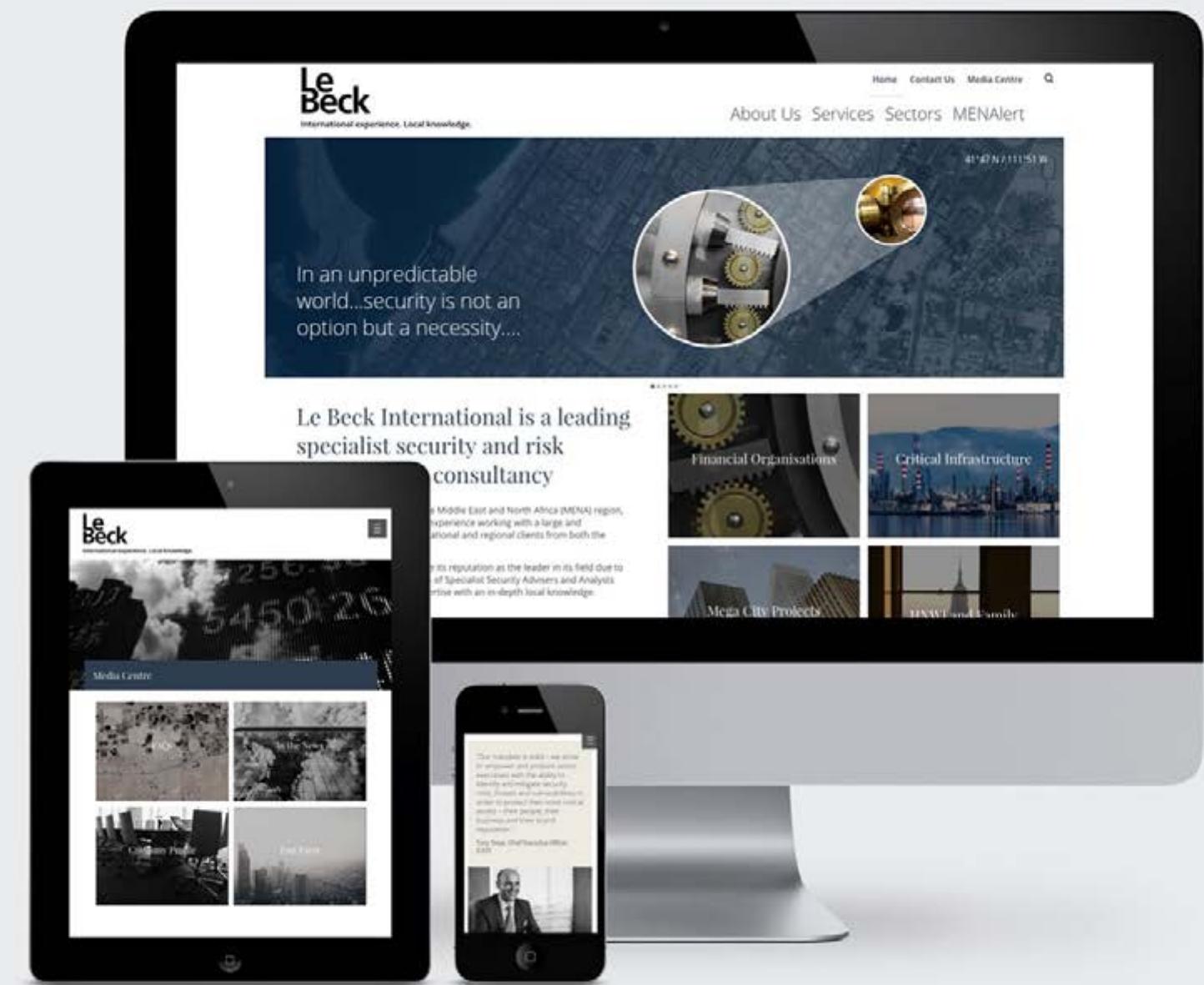
Design & branding

Art direction

Brochure design

WordPress website design & development

LeBeck



Freelance designer

A highly experienced, creative brand & presentation designer/artworker / Wordpress designer/developer

Martin Philpot +44 7875972029

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