puregraphic.design

Heavyweight Freelance designer

A highly experienced integrated brand communications, graphic & website designer available for agency hire

Martin Philpot – 07875972029

martin@puregraphic.design

Martin Philpot – a highly creative heavyweight all-rounder

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 WordPress. Passionate about all things branding, graphic design, photography and WordPress – I am skilled at finding the right tone of voice & creative impact for the huge variety of clients I have worked with.

Now I am full-time freelance and mix up my client projects with agency freelance and contracting work. I am looking forward to working with fun, creatively-led and forwarding thinking brand design and web agencies.

Applications

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Dreamweaver & InVision
Keynote
Even bloomin' Powerpoint
& MS Word

Websites, Digital & Social Marketing

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

Brand & Corporate Communications

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

In a nutshell

Informa Group

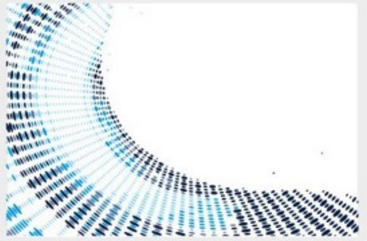
I have worked with Informa since its birth, I did in fact design their very first brand identity a long time ago. Now on their third re-brand (Luminous London) I have recently focussed on brand implementation projects. These have ranged from internal comms projects, wall graphics, internal branding and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

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

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

number

number

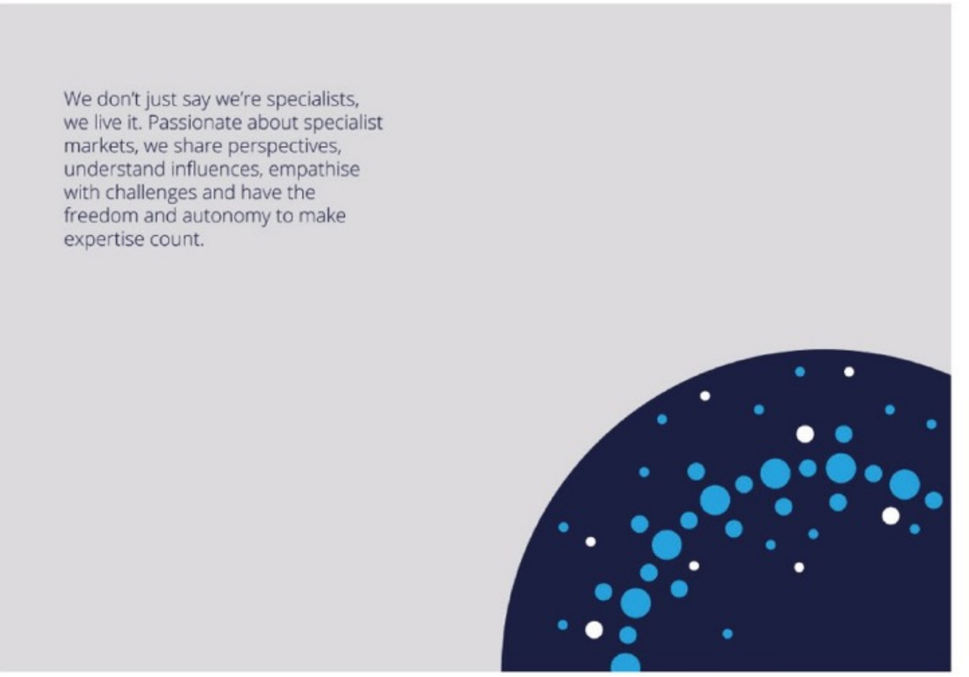


informa markets
Touchstone
Presentation title
to go here
Presented by John van der Valk
APRIL 2019

informa markets
Advance
Introducing Advance
Digital Products
Presented by John van der Valk

informa

informa



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

InformaTech microsite
I also designed & created an internal comms microsite to launch a new arm of the company, InformaTech – aimed at current & new staff from acquired businesses. Created from static HTML with animation, infographics and videos.

Internal comms
Brand comms pieces for details on merges, acquisitions and internal comms branding about having your say within the company.

Bright Space

BRIGHT SPACE.

Bright Space is the new business venture of Ingrid Brown, a long-time client, friend and collaborator. She helps ambitious leaders create a compelling narrative that expands on their company's strategy while also addressing values, vision, purpose and social impact.

My vision for her new brand was to be bright. The striking yellow logotype literally zings off of the moody dark grey backdrops, with bold colour and composition, capturing her excitement and verve.

brightspacecomms.co.uk

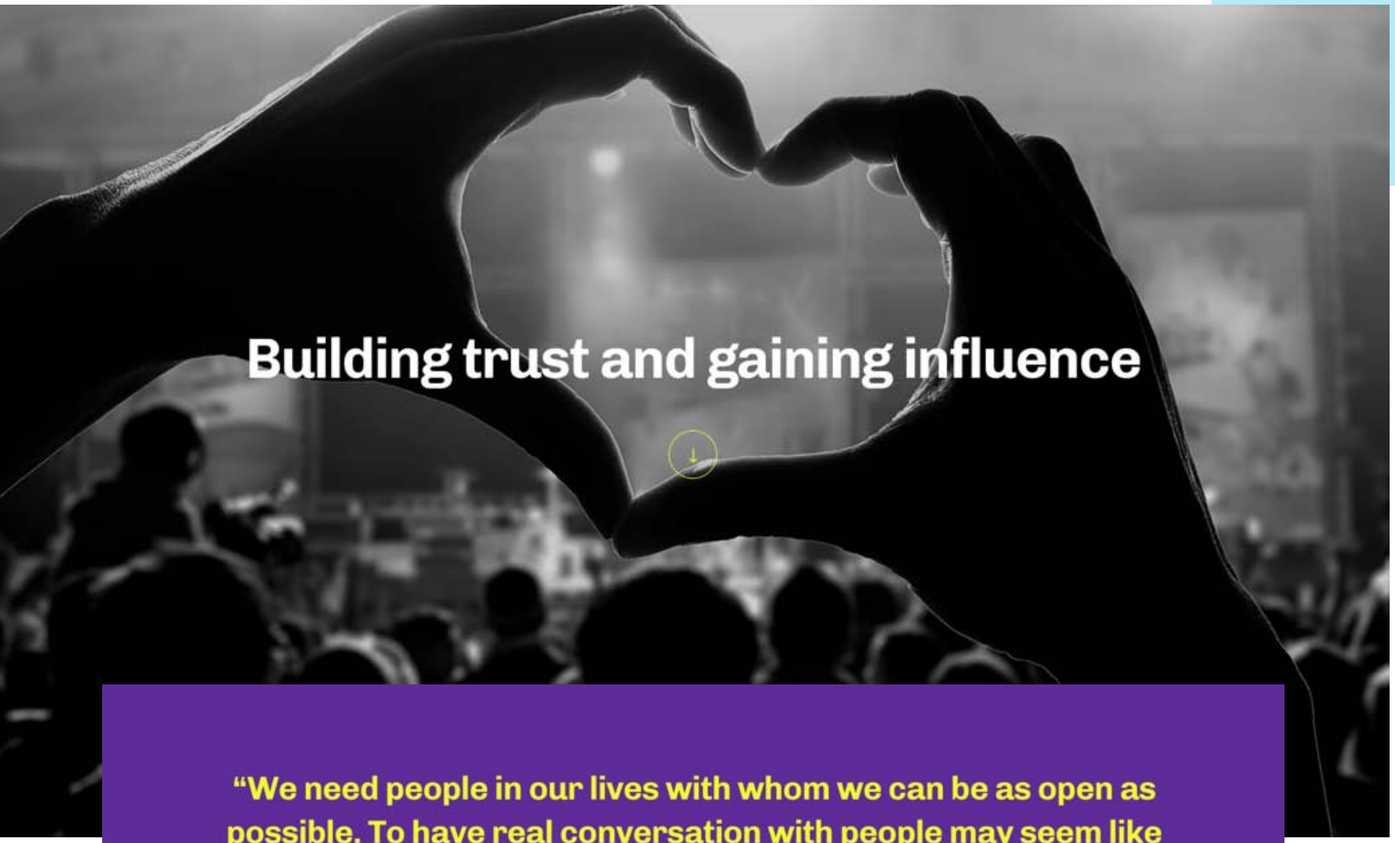
Skills _
Identity & stationery design
WordPress website design & development
SEO optimisation & server setup

WordPress website
The bespoke Wordpress website is vibrant, bold and fun.

Art direction

I sourced some amazing illustrations for this project, I wanted something slightly un-expected yet engaging. These slightly surreal illustrations brought an extra fizz and swagger to the engaging design.

Art direction
The site features bold design narrative, engaging photos and composition.



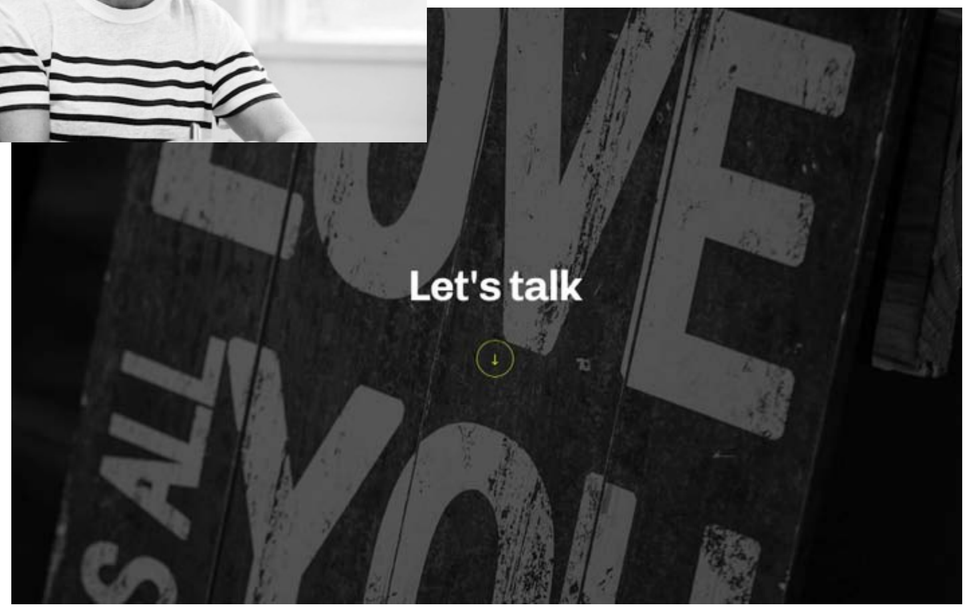
"We need people in our lives with whom we can be as open as possible. To have real conversation with people may seem like such a simple, obvious suggestion, but it involves courage and risk"

Thomas Moore

I help leaders and founders say what they mean and mean what they say

Once they are able to speak openly and regularly, in alignment with a clear communications strategy, leaders then can rebuild trust within their organisation and create a more positive image externally.

FIND OUT HOW



I help leaders and founders say what they mean and mean what they say
Home
Why
How
About
Services
Let's Talk
Let's talk:
07738 010150
Email Ingrid
Follow me on LinkedIn
"In uncertain times, leaders need to step up and show the way. I believe that meaningful communication is the key to moving performance beyond expectations."
Ingrid Brown, Bright Space
Bright Space
in a more human and engaging way.

Macbeth

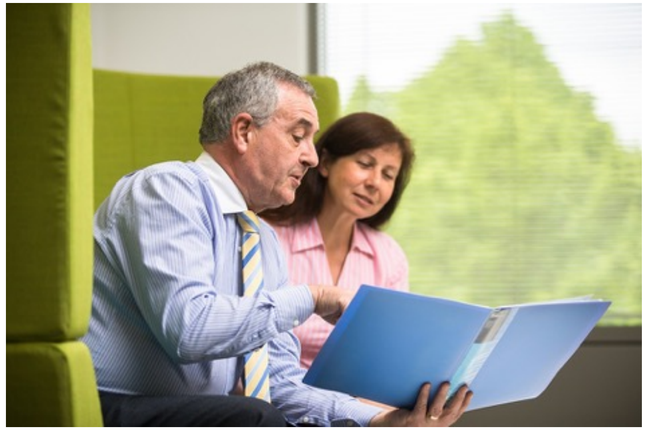
Macbeth

Macbeth were a local insurance company, doing well but with a logo that made them look dated. They wanted a new design to compete with the bigger agencies in London. I took a step back and designed a new refined, elegant brand with a new look and a new colour scheme of lime and grey.

macbeths.co.uk

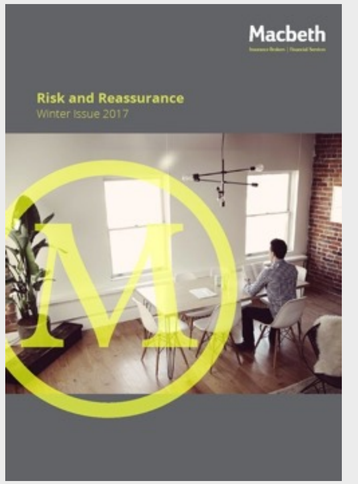
Skills_
Identity & stationery design
Brochure concept & design
WordPress website design & development
Photographic art direction
Brand comms collateral design

Photography & art direction
Insurance is a people business, Macbeth have embrace a number of photoshoots to capture their staff and help give the brand its unique look. These has been valuable assets for all their brand material.



Print design

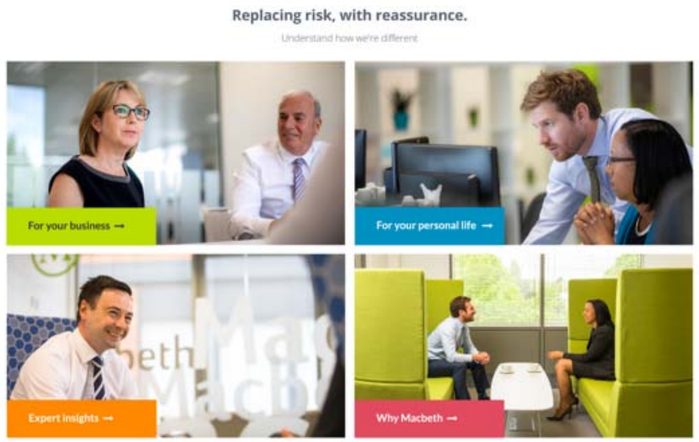
The whole design aesthetics of the Macbeth brand are about elegance and restraint. The brochure cover is printed white foil onto grey board and features beautifully succinct copy, commissioned from a good copywriter. A number of newsletters were also designed for them.

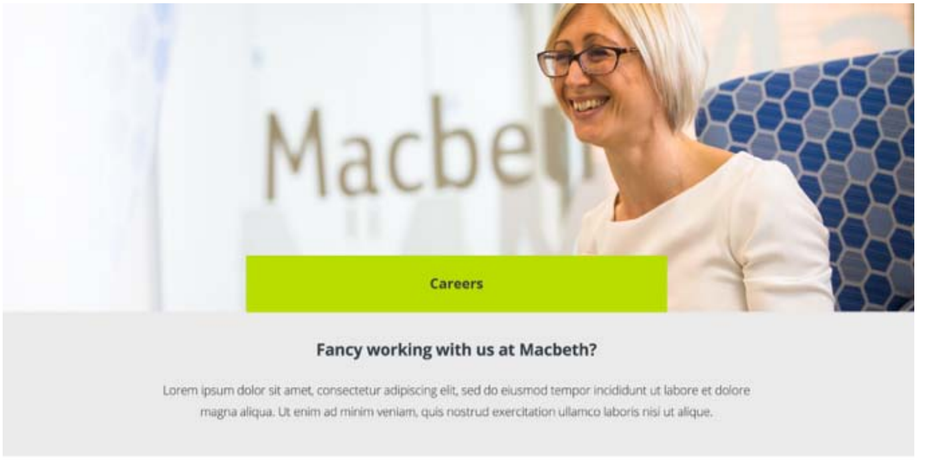


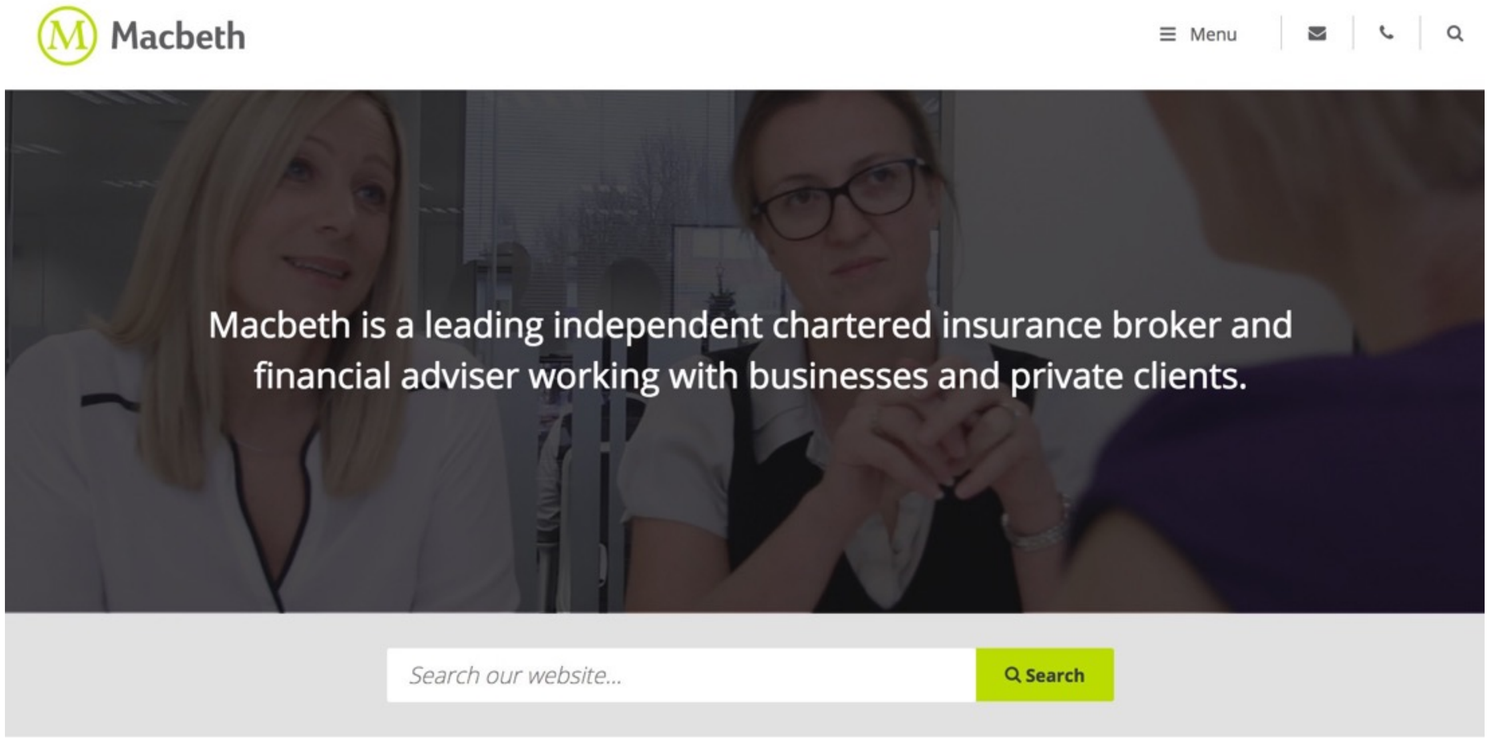
Refined elegance
To move above the local competition, every aspect of the brand has been carefully considered, even checklists, reports and their pens have a refined elegance. The new office has beautiful vinyl graphics designed for the meeting room.

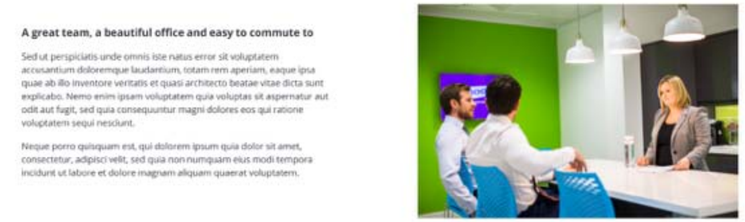
New website design
Just completed work on the design for a new site end of 2019, The new design features a cleaner, more contemporary look with more focus on UI and user journeys.

macbeths.co.uk









Le Beck International

LeBeck

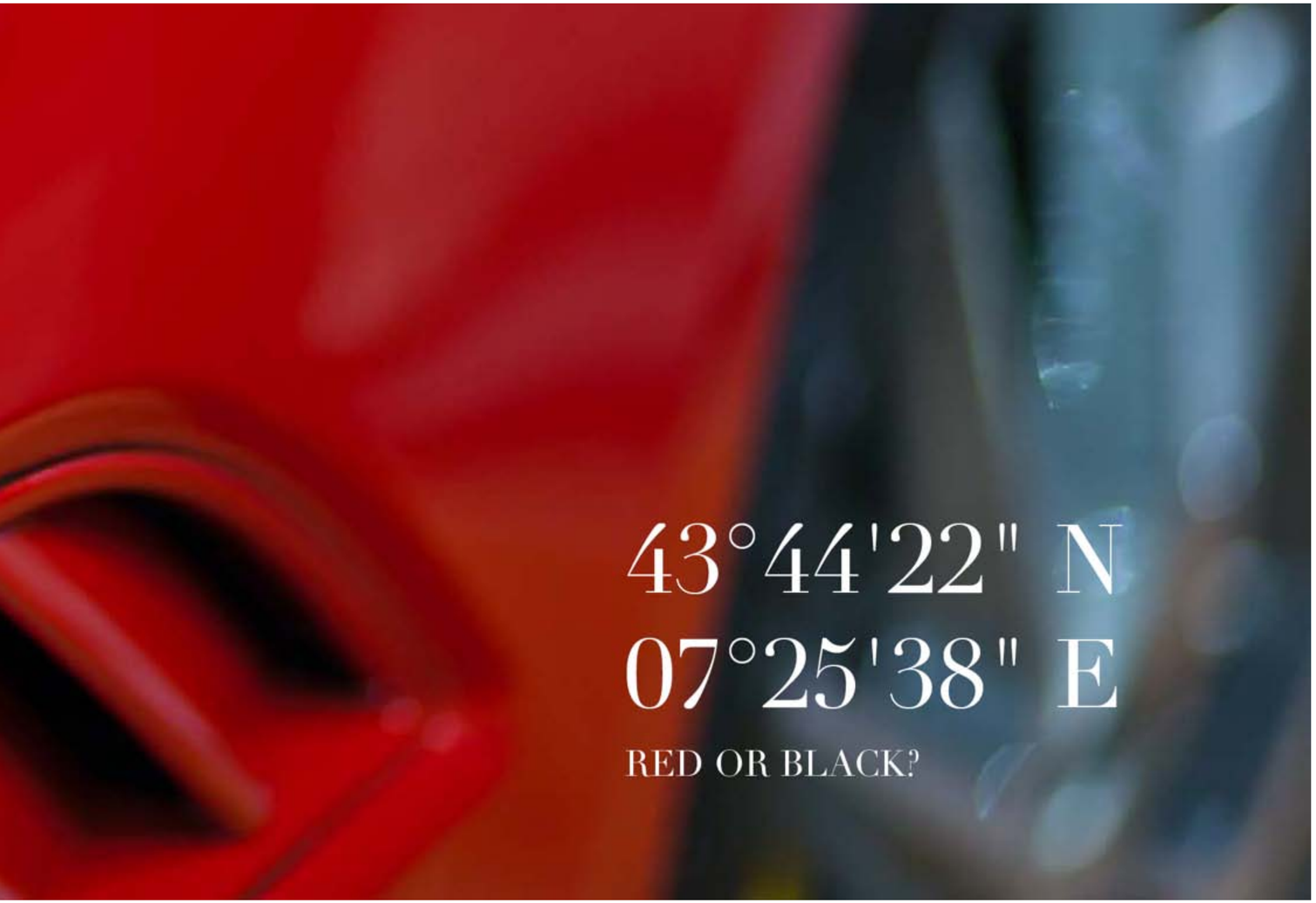
LeBeck International are specialist international security and risk management advisers based in Bahrain, whose managing director is a former special forces and Bomb Disposal Officer with the British Army.

I designed & crafted a highly distinctive and slightly mysterious market position. Perfectly supporting the way the company keeps its clients safe and secure, with meticulous planning based on deep experience in this highly specialist field.

lebeckinternational.com

Skills_
Identity & stationery design
Brochure concept & design
WordPress website design & development
SEO optimisation & server setup
PPT template design

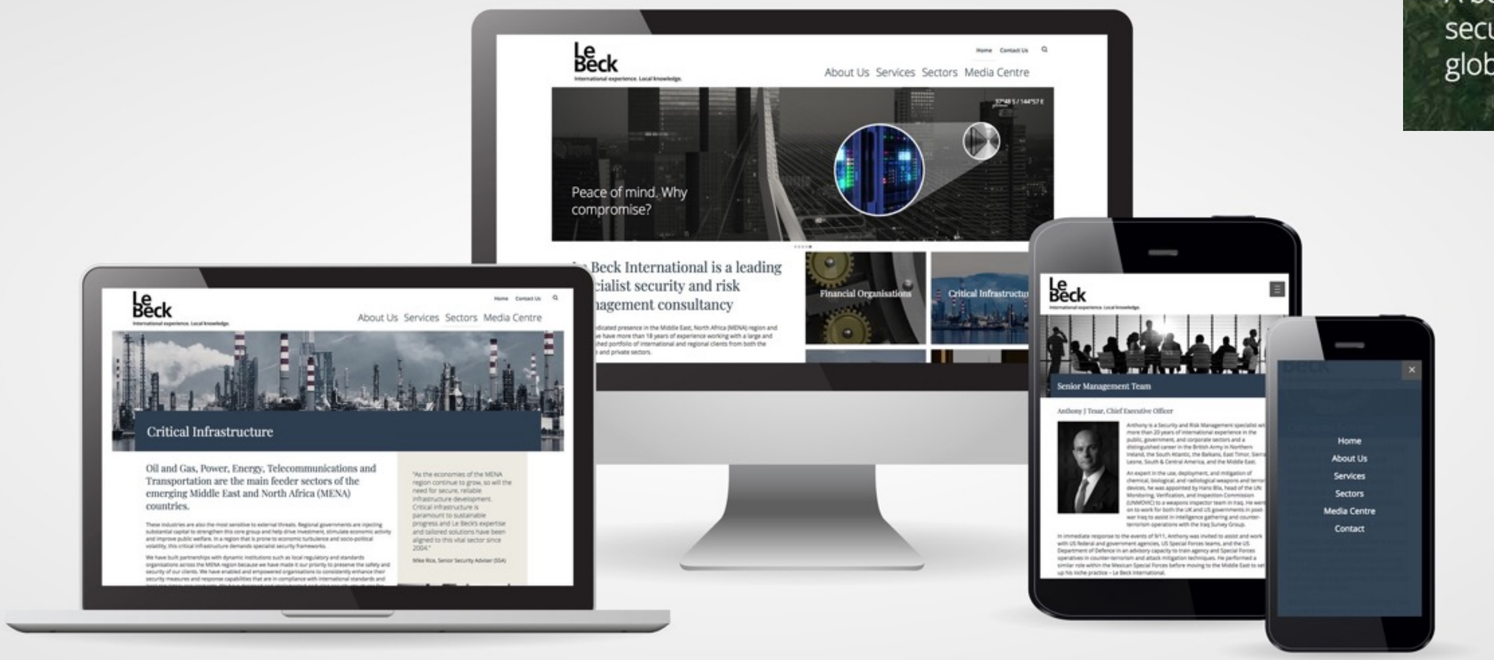
Hand crafted materials
All the printed items, stationery, business cards and the brochure cover are printed with quality & restraint echoing the discreet elegant nature of the design.



Brochure design creates mystery

I created an intriguing brochure, each page featuring a set of co-ordinates. The concept being that LeBeck are keeping an eye on you and your prized possessions no matter where in the world you are.

Bespoke website
I also designed & developed a bespoke Wordpress website. SEO optimised and easily updated by the LeBeck team.



The co-ordinates concept was incorporated into the home page of the site design.

Bentley Reid

BENTLEY REID

Long standing and well respected, independently-owned wealth management company Bentley Reid approached us to revamp their website and identity. I crafted a refined look combined with the beautiful paintings of James Hart Dyke. Together they made for an elegant, understated look that eschewed quality and expertise.

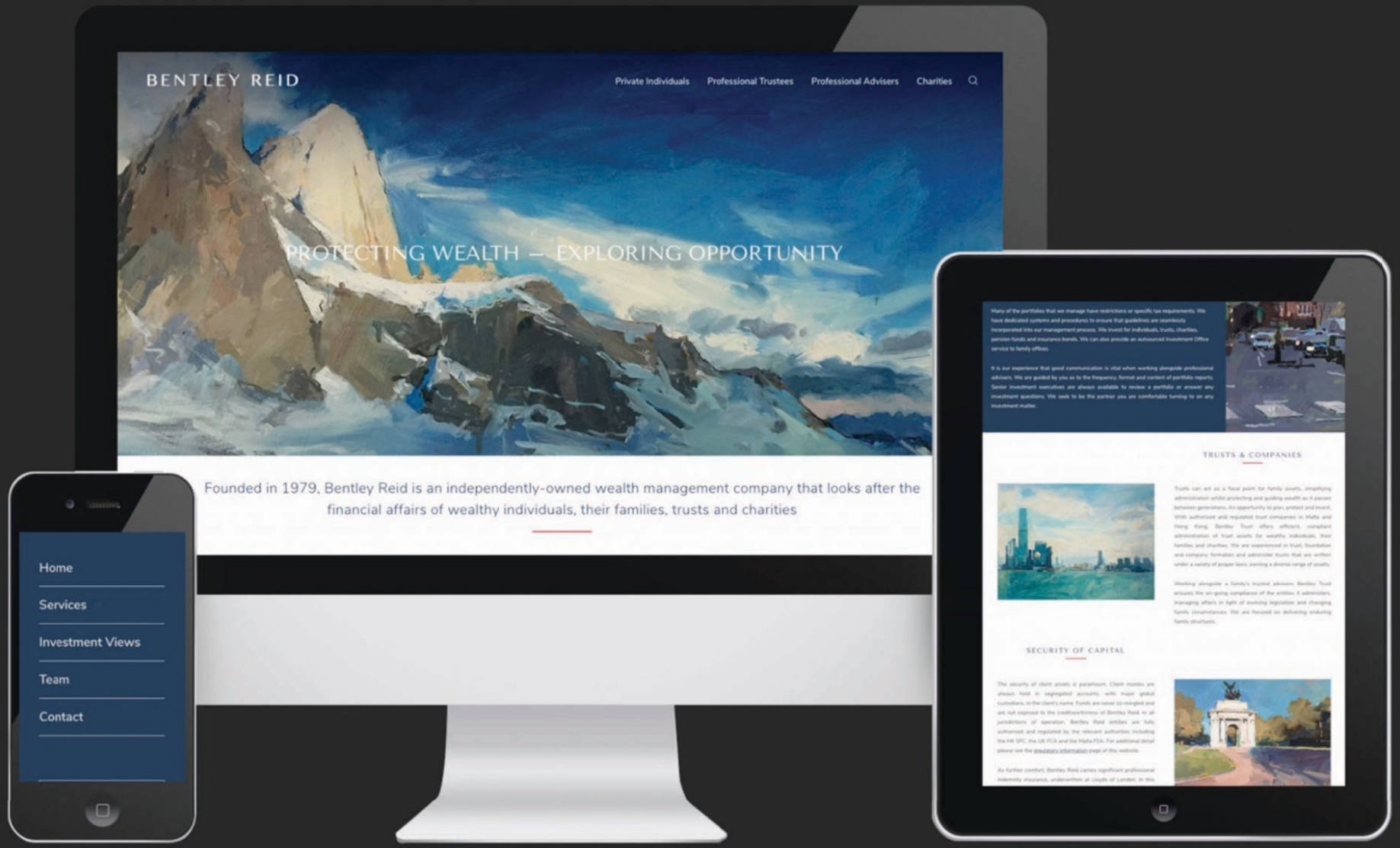
bentleyreid.com

Skills_
Identity & stationery design
WordPress website design & development
SEO optimisation & server setup
Report & newsletter design

Art direction
Sourcing the beautiful paintings of James Hart Dyke really lifted the look of the whole project and gave them a unique standpoint against their competitors.

Elegant production
All the printed items, stationery, business cards and the brochure cover we were printed with quality & restraint echoing the discreet elegant nature of the design.

Wordpress website
Sourcing the beautiful paintings of James Hart Dyke really lifted the look of the whole project and gave them a unique standpoint against their competitors. We built a WordPress website featuring four user-journeys, each with their own navigation to keep the reader in the correct channel.



NATS

NATS

I have worked with NATS over many years, including at least two versions of their brand identity. I have worked on advertising, exhibition graphics, band communications brochures, flyers and microsites.

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

"NATS has been working with customers in the Middle East since 2006, and during this time the region has developed into one of the world's most important aviation hubs.

We're committed to building on this progress, with airports, airlines and aviation authorities, to maximise performance, maintain quality and deliver value."

Martin Rolfe
Chief Executive Officer

Providing services to the Middle East

توفير الخدمات لمنطقة الشرق الأوسط

1 UAE

- Regional Middle East office established to support local customers with ATC expertise
- Operational performance summary for Dubai International Airport
- Prepared Concept of Operations for Al Maktoum International Airport and procedure design for other airports
- Public Safety Zone studies for Dubai Airports
- Consultancy support to Abu Dhabi Airports to deliver radar system enhancements
- Operational analysis of wake vortices data at Dubai International as part of capacity optimisation programme
- LVO (low visibility operations) Airport Efficiency services to Etihad Airways

2 Bahrain

- Airport capacity study
- Procedure design services

3 Kuwait

- Single Runway Operations consultancy contract for Kuwait International Airport
- AIM roadmap for the Kuwait Directorate General of Civil Aviation
- Engineering Consultancy for Kuwait International Airport

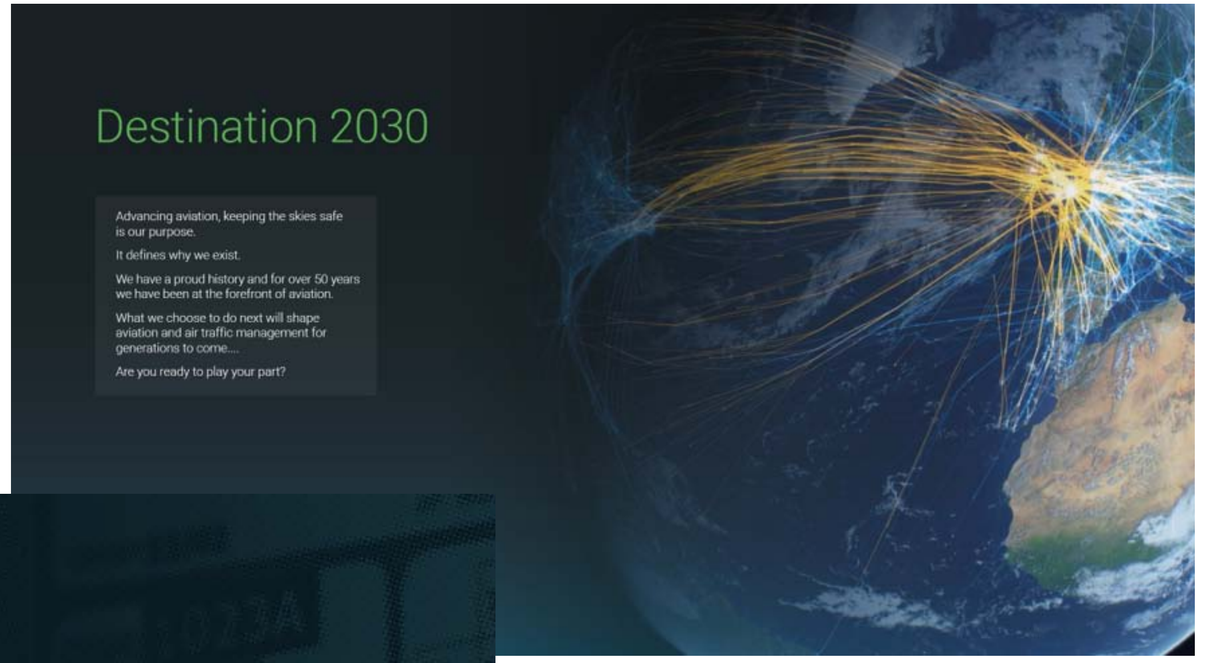
4 Oman

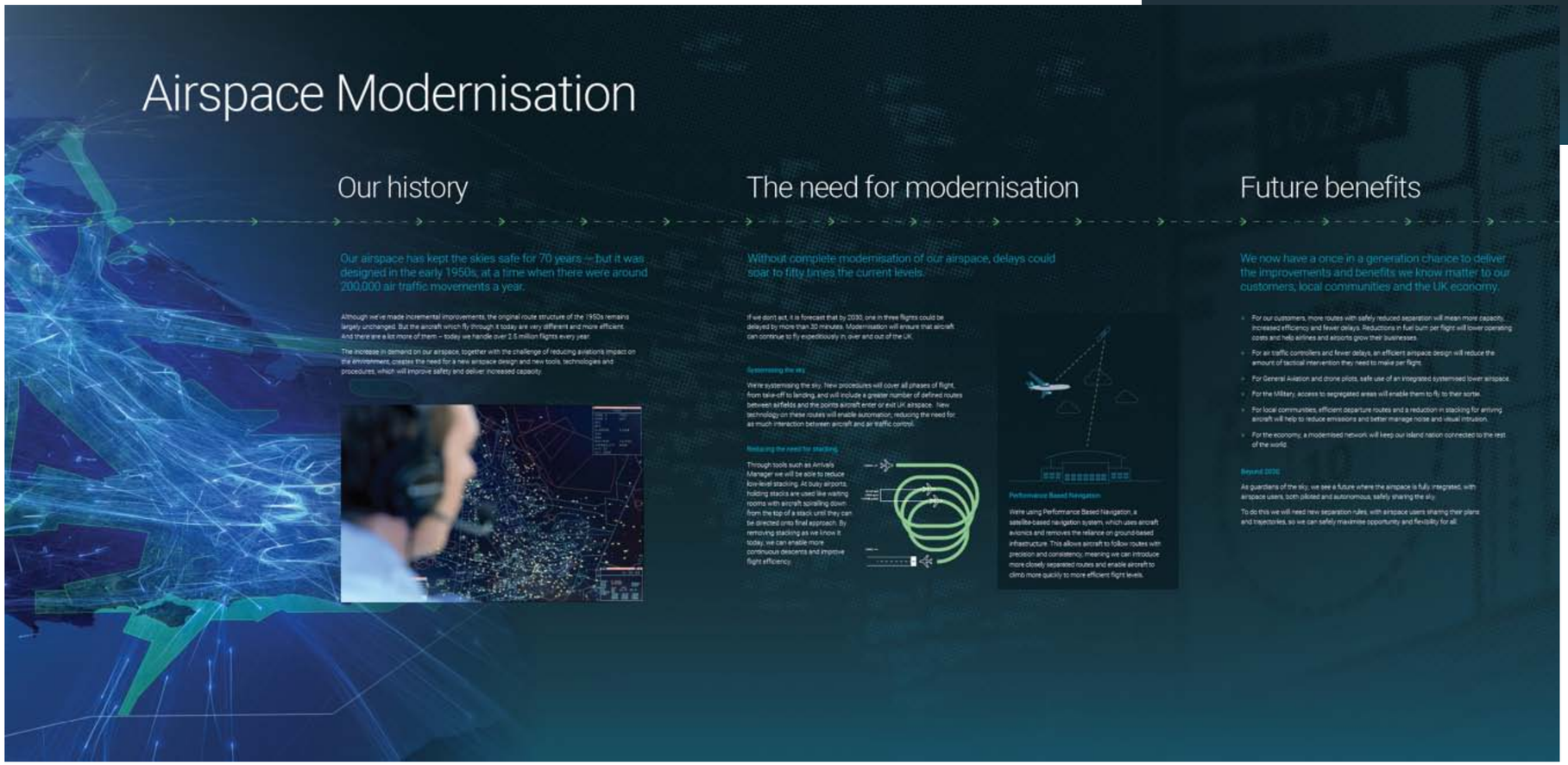
- Airspace design, safety management and transition support for PACA
- ATSEP Training for PACA Engineers
- NATS Oman local entity and Muscat office established

Brochure design
Some of the many brochures I have worked on for NATS, including multi-lingual designs.

Internal comms
Conceptual work for the internal promotion of a new way of working. Creative featured on flyers, Powerpoint & email banners.

Wall graphics
These two large scale wall graphics were designed to promote NATS' history and current movement into a new development program.





Training in Human in Aviation

Keeping Air Traffic Controllers fit for duty

Human factors provides the universal basis to tie all the ingredients of risk management together into a meaningful whole.

In the aviation industry, it is imperative to make the most of the strengths of the people at the core of the system. Understanding the impact of Human Performance not only leads to a safer operation but also to optimised levels of reliability, productivity and smooth technology implementation.

The NATS Human Performance specialists have a proven track record of delivering real safety and performance benefits over many years.

The Human Performance in Aviation courses draw on the latest human performance research and are designed to share the wealth of knowledge and expertise we have developed so that you too can make a difference in your organisation.

gs to Asia Pacific a proven
rd and a suite of solutions
he standard in air traffic
ent support.
with airports, governments
on authorities in over
countries including India, Japan
and Australia to maximise
performance and deliver value.

A world class reputation backed by a proven track record

NATS has a long successful history of managing UK airspace safely and efficiently. During this time we have developed solutions that are adaptable and scalable, helping customers across the globe overcome their most critical challenges to deliver capacity and efficiency.

NATS has delivered solutions for some of the busiest hub airports around the world, to enhance performance, capacity, resilience, punctuality and passenger experience, whilst maximising the use of existing airfield infrastructure and assets.

In Asia Pacific, NATS has collaborated with governments, militaries, airport operators and airlines in Hong Kong, Thailand, Singapore, Indonesia, India, Australia, the Philippines, Japan and Brunei Darussalam to optimise airport and airspace performance.

Airport performance is a key area for which NATS can provide services to maximising the data and create capacity. the solutions of Air

Enhancement (ACE) and Aeronautical Information Management (AIM).

NATS (ACE) is a solution that comprises a suite of products and services to benchmark an airport's current operation, performance and capacity and create a roadmap for the future to deliver improvements. The solution is underpinned by industry-leading analytics and supported by operational insights by air traffic controllers and other subject matter experts.

Aeronautical Information Management (AIM) is the digital aviation data environment that moves away from the paper based Aeronautical Information Service (AIS) and makes available the quality assured digital products needed to meet the needs of the modern environment. NATS has modernised the complex task of transitioning to AIM from AIS and is now the most prominent role of the Interna Aeron

Our delivery of the AIM service in the United Kingdom, the procurement of complex systems, combined with the capabilities of our AIM experts ensures that NATS is well placed to supply services to regulators and service providers facing the challenges of the transition from AIS to AIM. We can support your AIS to AIM – project and help you to – Develop your AIM Framework – Design your ICAO – Roadmap – Develop Plan – Enh

Contact information

Ben Kiff
Director of Middle East & Asia Pacific
+971 (0)4551 3430
ben.kiff@nats.aero

Fabrice Arcay
Head of Solutions and Partners
Asia Pacific
+65 6590 7212
fabrice.arcay@nats.aero

Christopher Danver
Head of APAC Accounts,
Asia Pacific
+44 (0)7920 503 569
christopher.danver@nats.aero

Sydney Manlem
Head of Production Development,
Asia Pacific
+65 6850 7208
sydney.manlem@nats.aero

Jesse Yuen
Senior Consultant
Hong Kong
+852 6249 0749
jesse.yuen@nats.aero

Catherine Tan
Regional Office Manager,
Asia Pacific
+65 6850 7210
catherine.tan@nats.aero

Management

NATS

Controllers are an expensive and scarce resource and it is imperative for ANSPs that they have the right controller in the right position at the right time. It is important to be appropriately trained to operate safely and within controller limits while keeping the operational risk acceptable, demonstrating compliance with the regulators.

NATS played a key role in the development of the Human Performance in Aviation courses. The courses are delivered by the NATS Training Academy and have been delivered to over 1,000 students from 20 countries around the world.

This experience and knowledge enables NATS to help other organisations to develop their own training programmes and to provide bespoke training courses to meet specific requirements. NATS can also help organisations to develop and implement safety management systems that comply with the requirements of the International Civil Aviation Organization (ICAO) and national civil aviation regulators.

Smaller projects

I CAN
Informed Coaching & Nutrition is a new business set up by fitness expert Craig Hicks. I designed a gritty, accessible and dynamic brand style for this start-up business. The logo is a typographic metaphor for achieving your goals, clean, strong and confident.

Read more

Skills_
Identity & stationery design
WordPress website design & development
Social media graphics

Social media graphics

MEA & Building Schools for Nothing
MEA are an established firm of charted surveyors I rebranded completely. Having just reached their 50th year last year, a special logo and foil block invite were designed for the celebration. One of their champion projects is Building Schools for Nothing.
A government funded initiative which I branded and built the showcase website for.

Read more

Skills_
Identity & stationery design
WordPress website design & development
Flyer & report design

Branding a music producer
Steve Williams is a musician, programmer, songwriter and mix engineer. A series of animated logo types were then created to lend difference and uniqueness to the site and help capture his creative and multi-disciplined approach, based upon the photos I took at his studio.

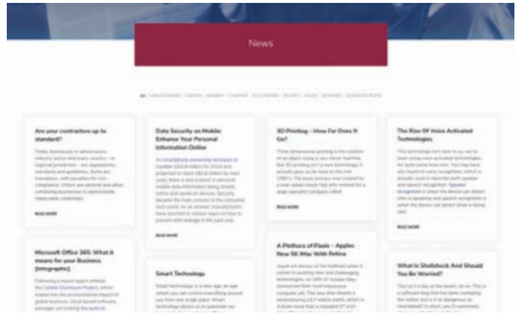
Read more

Skills_
Identity & stationery design
WordPress website design & development
Photography & retouching
Logo animation

Quadratek rebrand
I have been working on the rebrand for Quadratek, a network & cabling company, for the past year. Work has included a new Wordpress website, case studies & reports in Powerpoint, stationery and brochures.

[Read more]

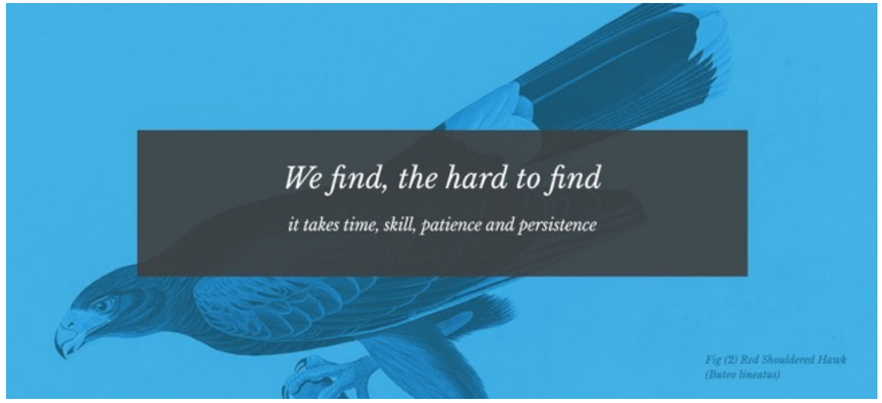
Skills_
WordPress website design & development
Report design
Stationery design
Brochures

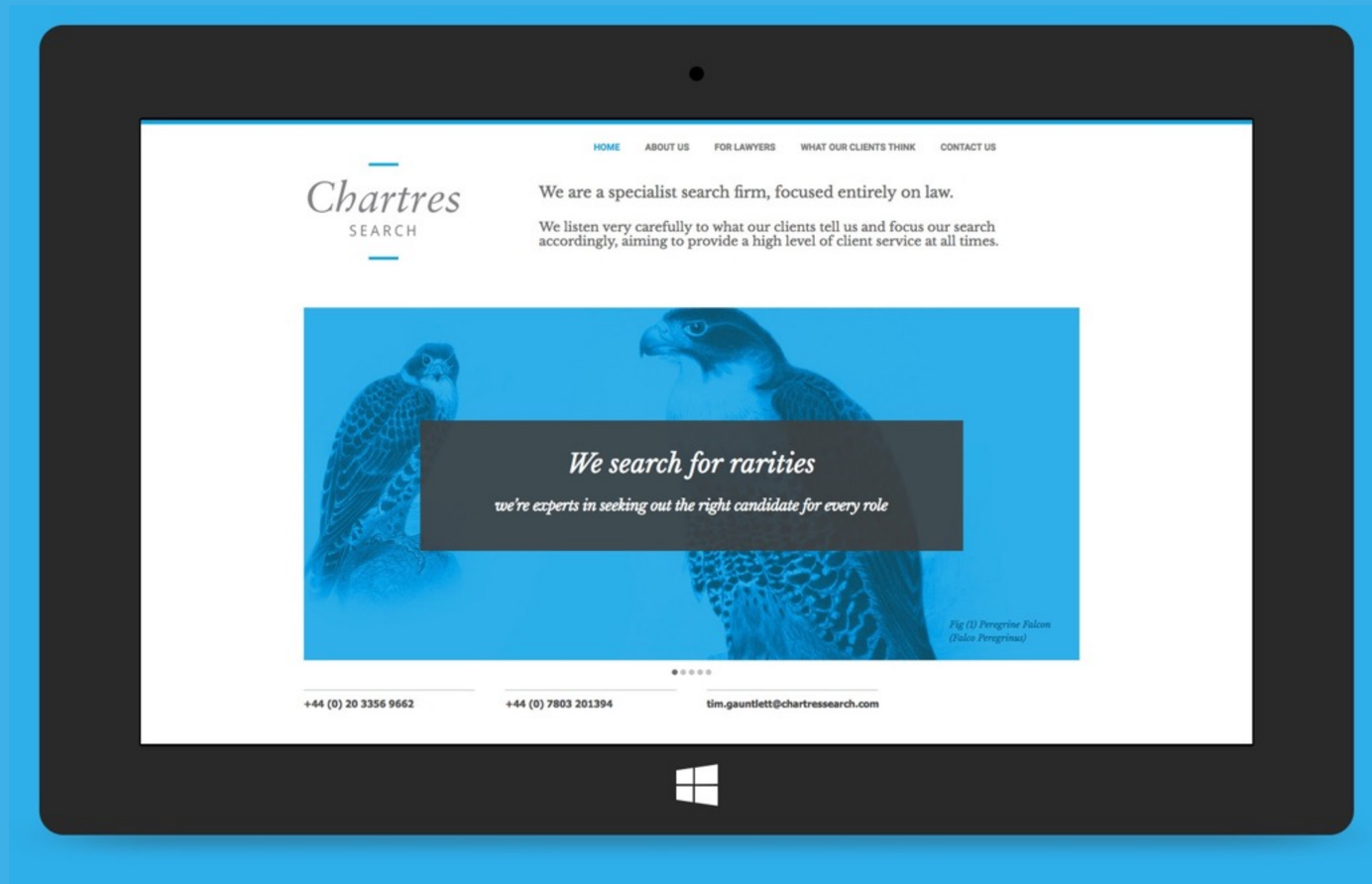


The head hunter
I crafted a concept that depicted rare birdlife of the British Isles, this under-pinned the brand beautifully. The concept of ‘rarities’ is exactly what he does, matching specific candidates to specialist positions.

Read more

Skills_
Design & branding
Art direction
Copy writing
WordPress website design & development





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