

Andrew Pretty / Portfolio 2018



# About me

Hi. I am Andrew Pretty, a multi-channel graphic designer living and working in London.

I have extensive experience working with product branding, print, marketing & events, social content, press shows, editorial content, advertising, in-store environments, packaging, digital experiences and window treatments.

Currently running my own business, Pretty Media. I have built up a steady stream of clients from the music, retail, food and advertising industry.

## Brands I've worked with

I have collaborated with many household names, top 100 agencies and successful brands and I have been given opportunities to work on many high profile campaigns, events and projects.

The logo for Habitat 67, featuring the word "habitat" in a lowercase serif font, followed by a small house icon with a heart inside.The logo for Arcadia, featuring the word "Arcadia" in a clean, modern, uppercase sans-serif font.The logo for RPM, featuring the letters "RPM" in a bold, uppercase, sans-serif font.

PROJECT:

## Point Of Sale

Working with volume retailers often presents a dichotomy in ideology. The desire to rack 'em high and sell 'em cheap is ever pervasive but more often than not a brief is given for a new promotion, presented with a caveat stating the creative must look as stylish and modern as possible.

**Keywords.**

Retail, in-store, event branding, point of sale, typography, illustration and photography



PROJECT:

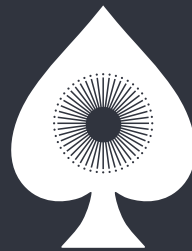
## Product Branding

A selection of brand marks produced for clothing ranges and sub brands I have produced.

The process would start with research and development in tandem with the key stakeholders. Through to the final production and delivery of all required artwork for packaging, digital, point of sale and fixtures and fittings.

**Keywords.**

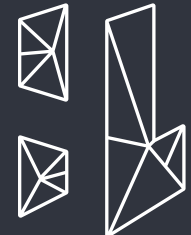
Retail, product branding, point of sale, typography, illustration and print



SECRETS™



LOVE  
KNITWEAR



HIGHLIGHT  
**ARCTIC**

Slim & Shape



PROFILE

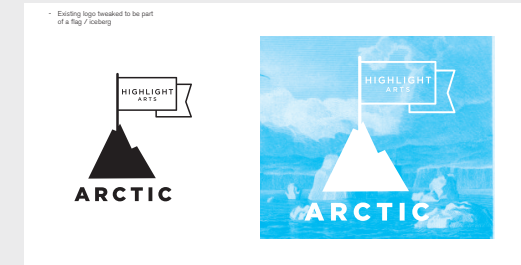
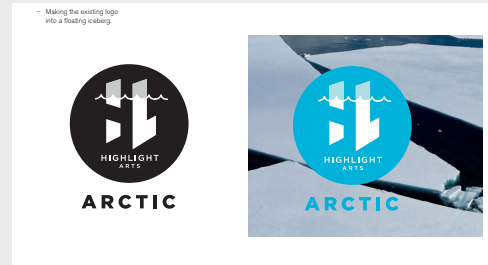
DUNK



PROJECT:

# Highlight Arctic

An existing brand, Highlight Arts, launched a new initiative to raise money and awareness of the problems facing the Arctic. I was given the brief to design a new logo, and curate the event program with a focus on musicians, culture and artist native to the region.



## Idea 1 - Iceberg Roundle

- Colours Black / Warm Red C + white text
- Image: traditional Sami storage houses called njalla.

<http://www.theguardian.com/culture/2014/aug/28/salt-festival-arctic-arts-norway-sandhornoya>



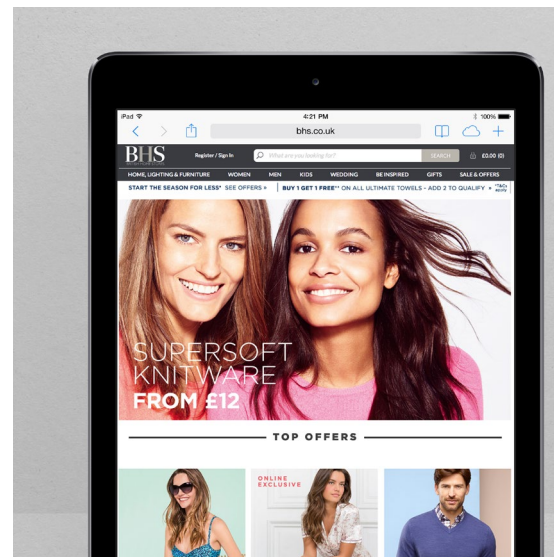
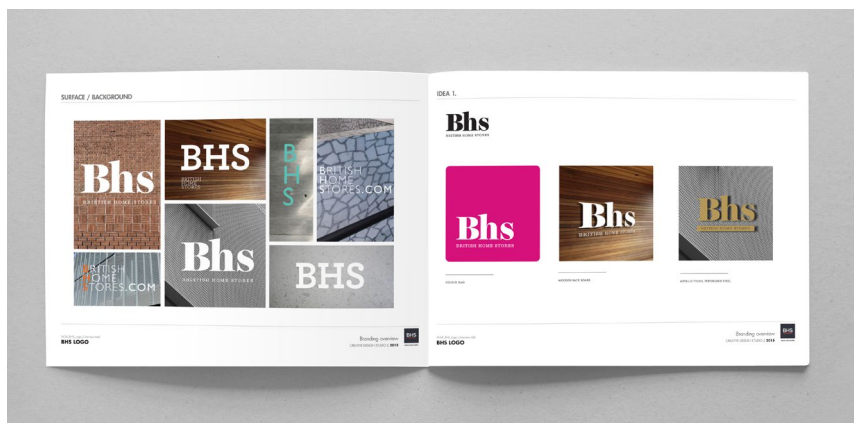
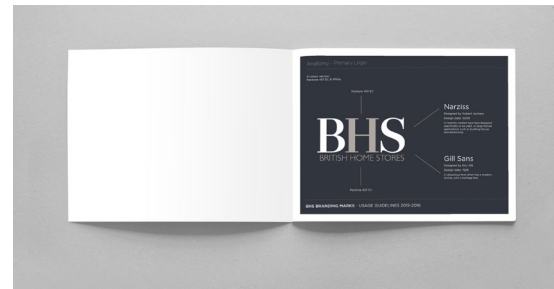
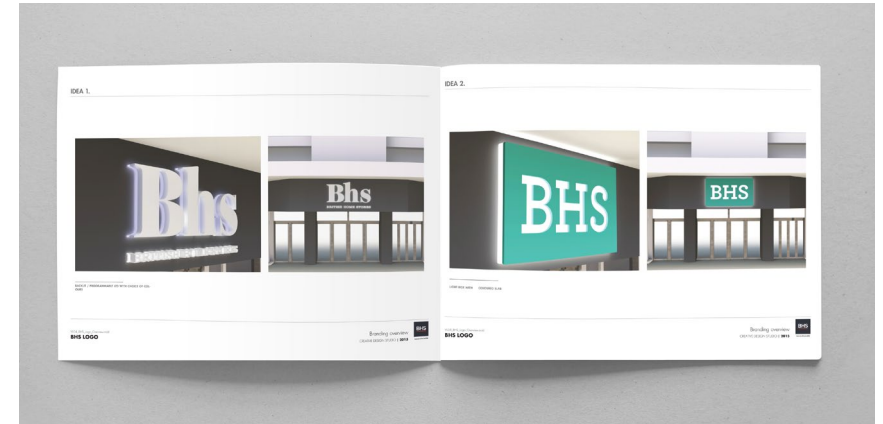
HIGHLIGHT ARTS / ARCTIC DEV2

2014 

## PROJECT:

# BHS brand development

I was given a brief to develop a new brand identity for the chain by the CEO in late 2015. Taking some inspiration from the historic logos I began trialling both serif, sans serif logotypes. Stage two narrowed three possible marks to develop. Stage three I brought in a 3D designer develop my concepts onto a store fascia with focus on use of colour, material(s) and manufacturing process. The final stage, before the collapse of the chain, I began trialling the logo on the website, I sampled associate uniforms, company stationery, carrier bags and started the process of drawing up a brand guideline.



CLIENT:

# Ceviche

PROJECT:

A Rock & Roll Christmas

DELIVERABLES:

A5 bi-fold tent menu card, temporary tattoos

DESCRIPTION:

Design and art direction of Ceviche Soho Christmas menus, social posts and temporary transfers.



## Keywords.

Food, event branding, Illustration and typography





PROJECT:

# Windows

I have designed, art directed and produced many window campaigns for the retailers I have worked with. From scalable window treatments designed to work across a chain real estate with variable capabilities and regional stock distribution, to the all singing and all dancing flag ship stores.



PROJECT:

# Christmas

A large part of my experience working in the retail industry has been producing Christmas campaigns. Taking in all aspects, from the in store point of sale, press shows, window treatments, advertising, marketing collateral and digital content.



**Keywords.**

Seasonal, in-store, event branding, typography, illustration and environment





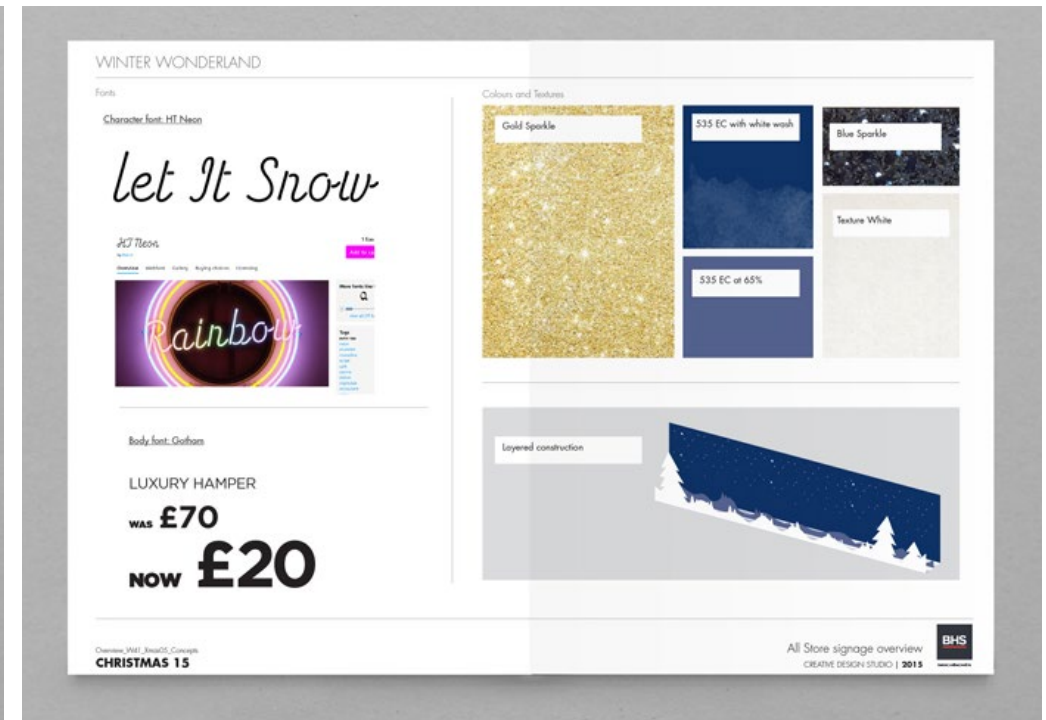
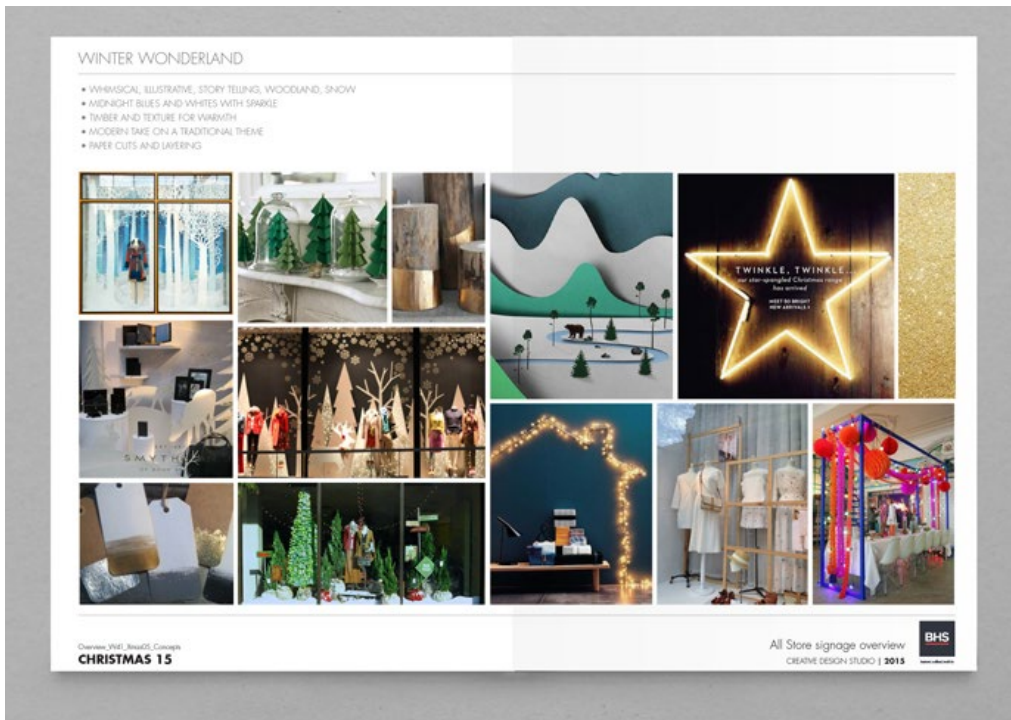
## PROJECT:

# Winter Wonderland

The start point for my creative process begins in research. Key elements of the theme, target audience and possible aesthetic are identified and presented to key stake holders before a development stage begins. Research is presented using mood boards with key words to clarify, and a distillation exercise to show how specific elements would be explored.

Figure 1: Research and mood images detailing use of colours, structures, forms and type

Figure 2: A refinement of fig 1 elements and idea formation to give clarity to the concept.



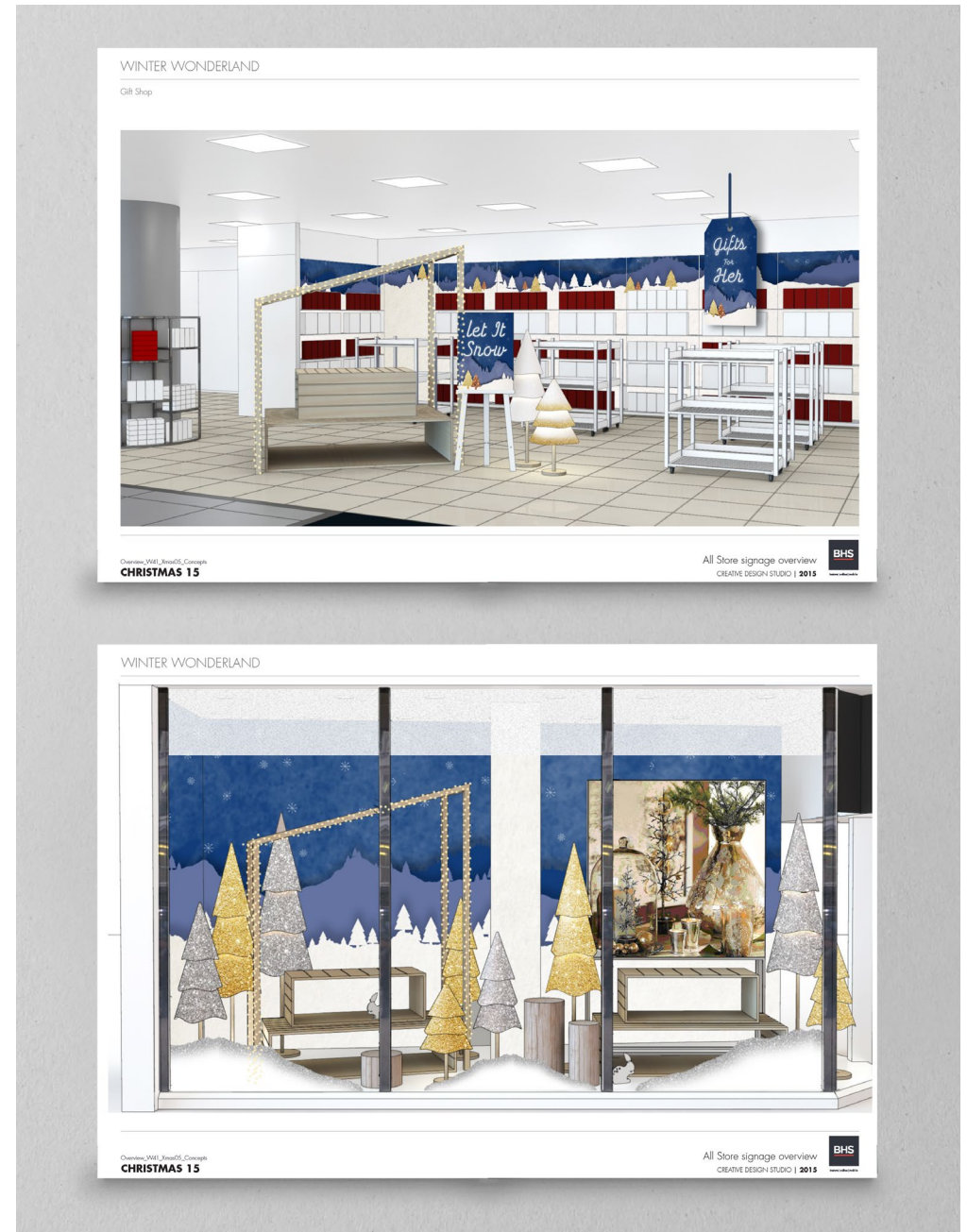
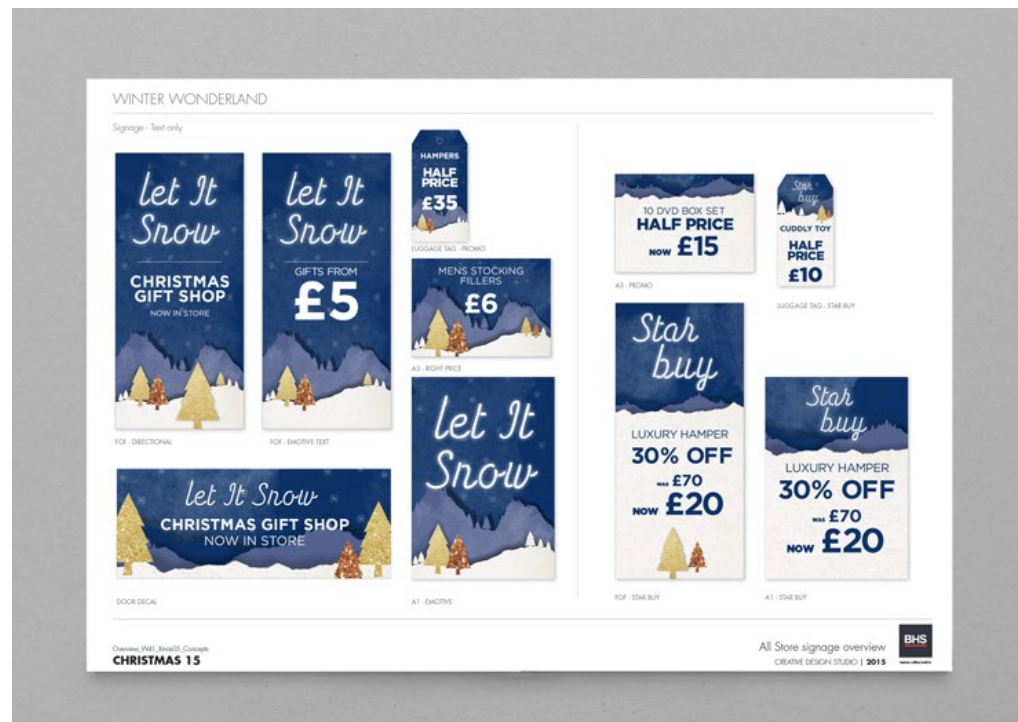
PROJECT:

# Winter Wonderland

Following on from a the presentation of the research the next stage would be development of a full concept and implementation

Below figure 3: Development of a funtional kit with options on way finding, story telling and price strategy

Right figures 4&5: Showing the end use of signage and environment graphics in-store and window treatment





CLIENT:

# Molton Brown

PROJECT:

Orange & Bergamot

DELIVERABLES:

Multi channel campaign

DESCRIPTION:

Design and art direction of a new campaign for the brand hero range; Orange & Bergamot.

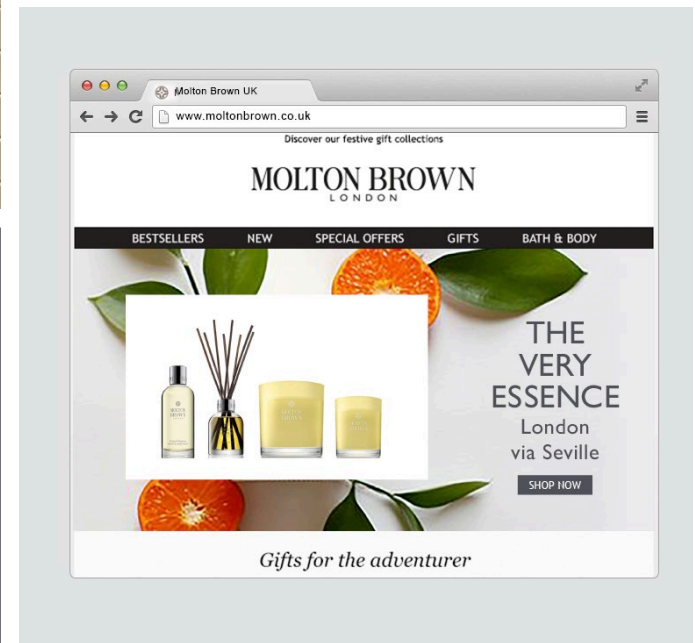
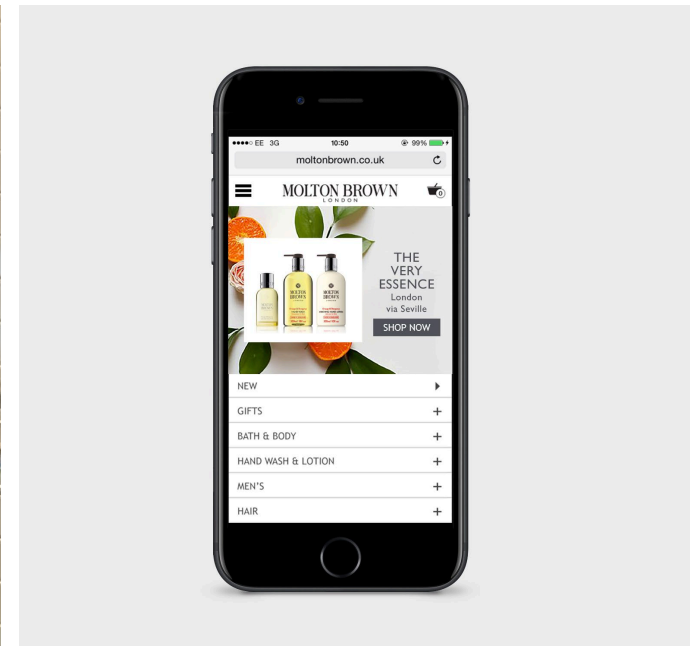
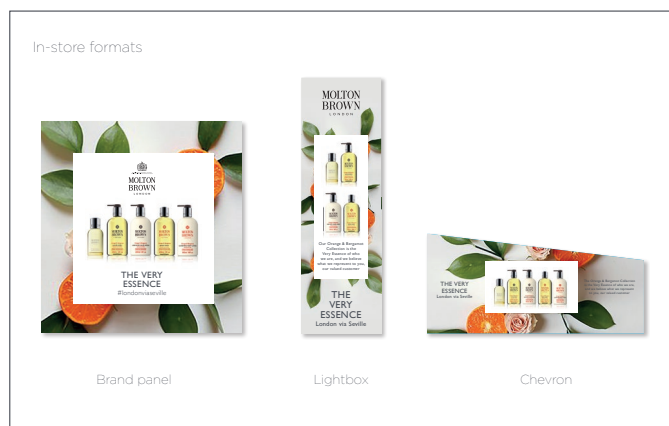
Understanding the nature of the product and it's relevance to the brand was key to this project. The integral element being the fragrance (orange and bergamot) and how it's extracted using only the best source ingredients.

My final creative route was entitled "The Very Essence" making a play on the extracted natural oils and perfumes and the regard in which it is held by the brand and customers.

A multi channel campaign, the creative was designed to be used in store, for window promotions, emails, web pages and marketing collateral.

## Keywords.

Cosmetics retail, campaign branding, in-store and window treatments





CLIENT:  
**St Luke's**

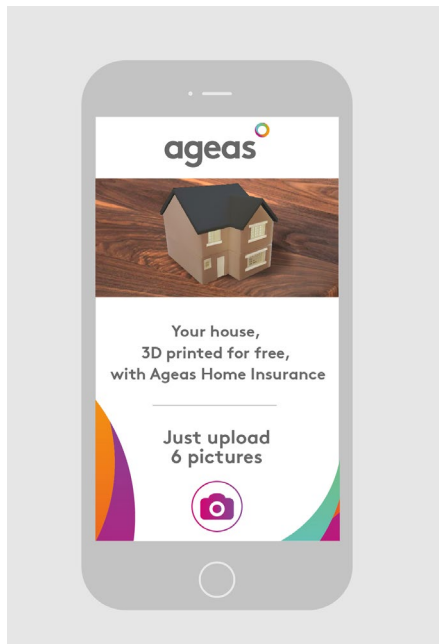
PROJECT:  
Ageas pitch

DELIVERABLES:  
Outdoor and digital advertising, website,  
ambient pitch mock-ups

DESCRIPTION:  
Development of a full 360 campaign  
kit to promote Ageas insurance.

**Keywords.**

Insurance, pitch concepts, out of the home,  
digital & experiential



CLIENT:  
**BHS**

PROJECT:  
#SaveBhs

DELIVERABLES:  
Guerilla campaign

DESCRIPTION:  
A self initiated a guerilla campaign to highlight the plight of the firm and capitalise on the recent press coverage.

The end result was a campaign titled #SaveBhs and made use of the Union Jack flag and a hash-tag title to evoke the long standing history of the brand on the UK high street. The end creative was projected on to landmarks around the UK, including Marble Arch shown here.

The stunt was covered regionally and nationally in the UK press and sales across the UK were up 120% LFL for the same period of the previous year.

**Keywords.**  
Retail, ambient, guerilla, & experiential





CLIENT:

BHS

PROJECT:

Autumn & Winter Home Press

DELIVERABLES:

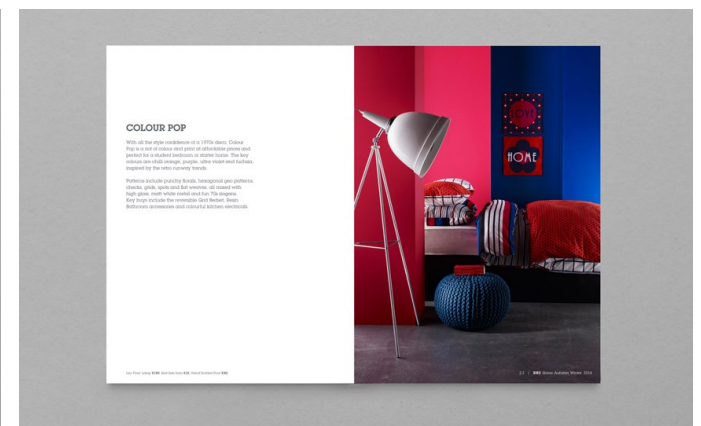
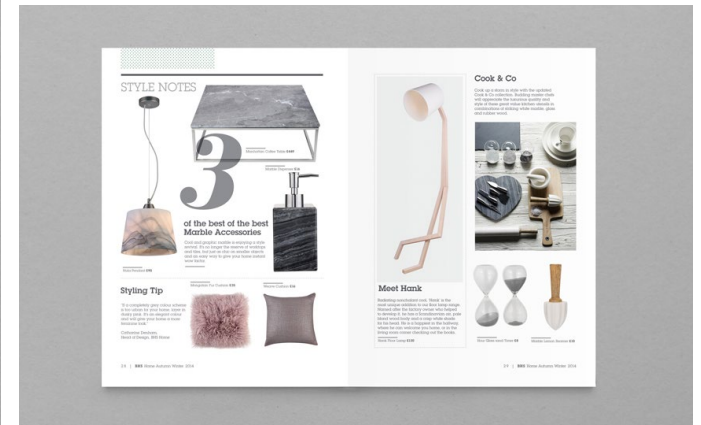
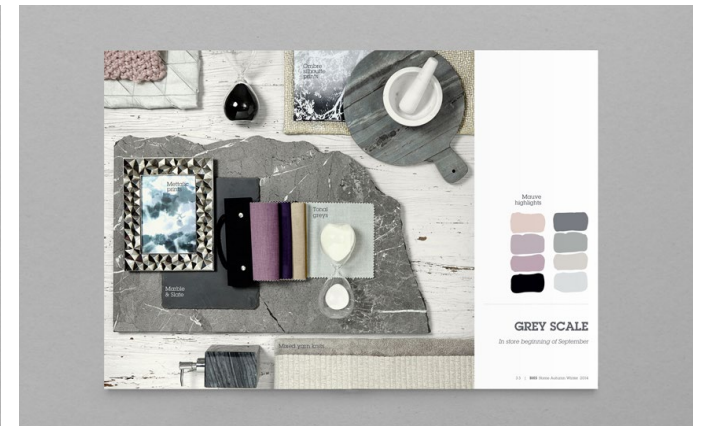
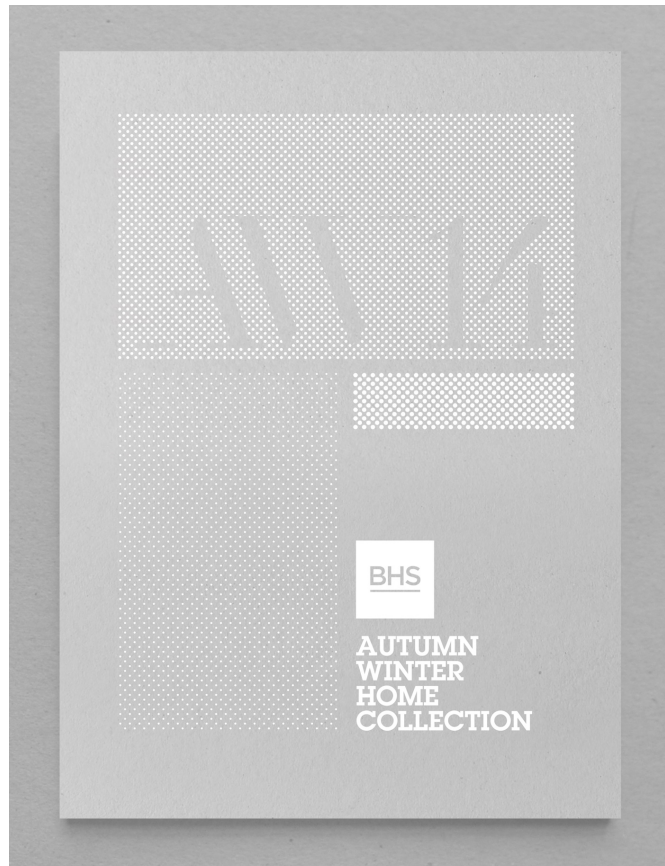
Look book, press show and invites

DESCRIPTION:

Branding, design and art direction of the BHS AW14 home press campaign.

### Keywords.

Retail, press show, event & interior branding, editorial, large format & print



CLIENT:

**BHS**

PROJECT:

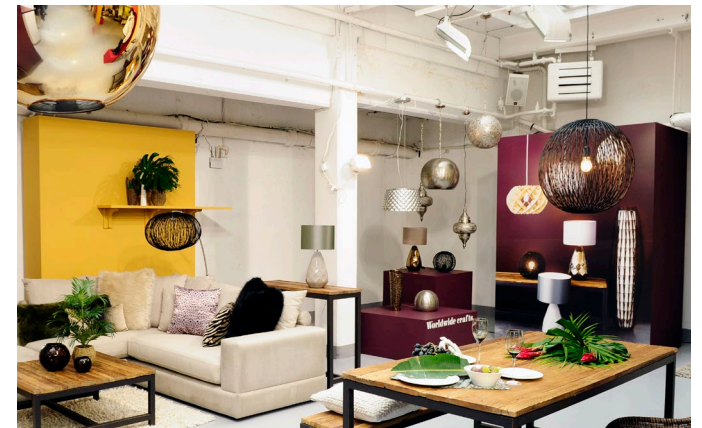
Autumn Winter 2011

DELIVERABLES:

Press show branding and graphics

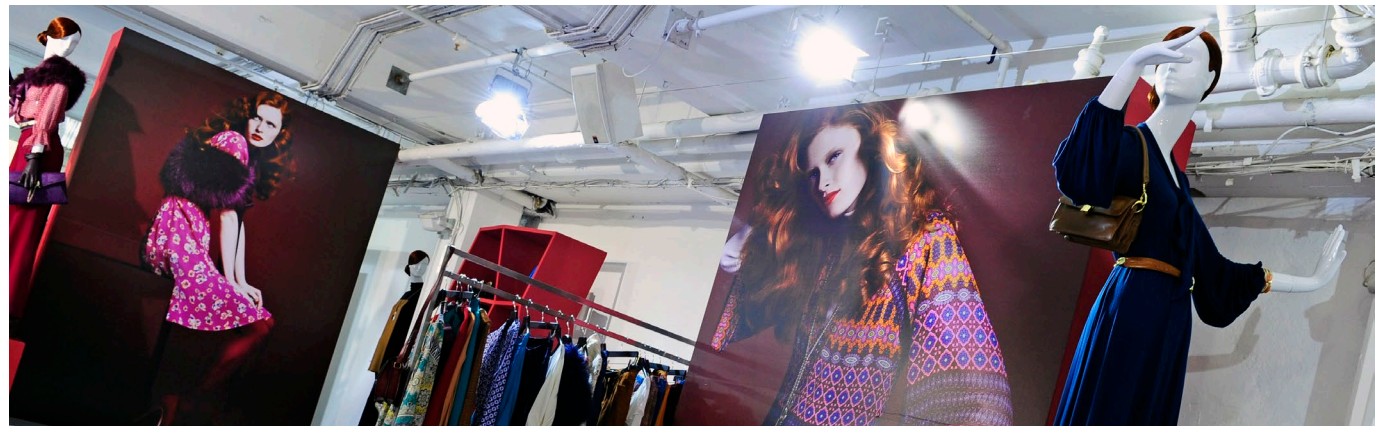
DESCRIPTION:

Design and development of a branding for the fashion and homewear press show.



**Keywords.**

Retail, press show, event & interior branding, editorial, large format & print





CLIENT:
TK Maxx

PROJECT:
New Store openings

DELIVERABLES:

Regional Press

DESCRIPTION:

With the sizable budget for national press campaigns, the regional press budget required creativity when planning and buying space. The image to the right is an example of creative of small space use in press for reactive ads to promote a new store opening.

Keywords.

Retail, press campaign, typography & art direction,

Metrolife Press, March 7, 2008
GREAT LITTLE NUMBERS
DELIVERED 365...
24/7...
FOR UP TO 60% LESS.
tkmaxx.com

CLIENT:

Habitat

PROJECT:

Christmas 2007

DELIVERABLES:

Packaging range

DESCRIPTION:

Design and implementation of a seasonal packaging range for all products in the 2007 Christmas collection.

Keywords.

Retail, product packaging, print and art direction



CLIENT:

# Dust PR

PROJECT:

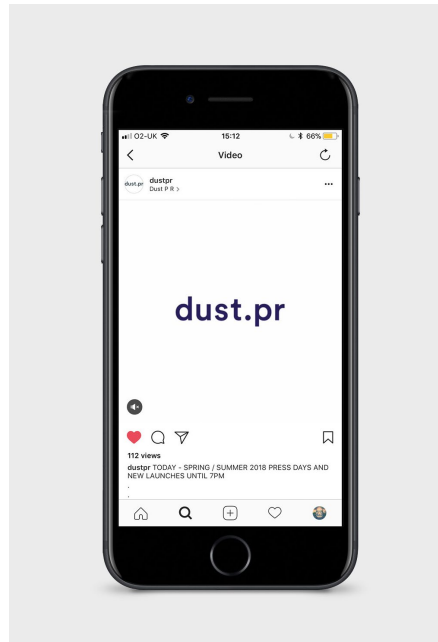
Spring & Summer 2018

DELIVERABLES:

A5 double sided invite,  
e-vite and social movie

DESCRIPTION:

Design and art direction of event invite and social video to promote Dust PR's spring summer 2018 show. The creative was inspired by the seasonal theme and colour palette of "Crayola Brights".



Keywords.

Fashion, PR, Social, motion graphics and Print

