

**opening ideas**

Gary Alake Riley | Art Director/Designer

## **Integrated design**

Portfolio 2017

**01 Online/Digital**

**02 Design for print**

**03 On screen graphics**

**04 Design ID & general design**

Companies and brands worked for:

 BBC Worldwide



 Chivas Brothers  
Period Record

 McCANN  
LONDON

 nickelodeon



 wellcome trust



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**Integrated design + graphics**

Portfolio 2017

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# 01 Online/Digital



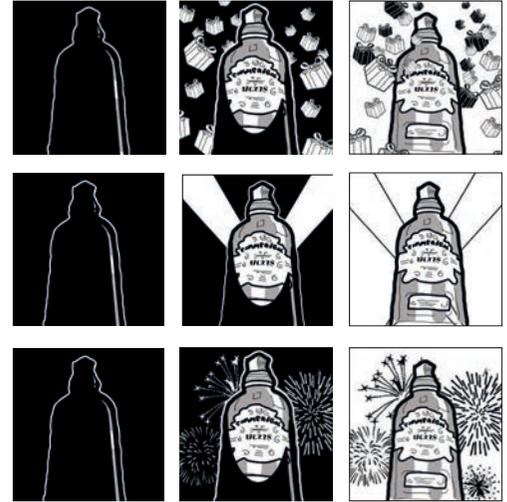
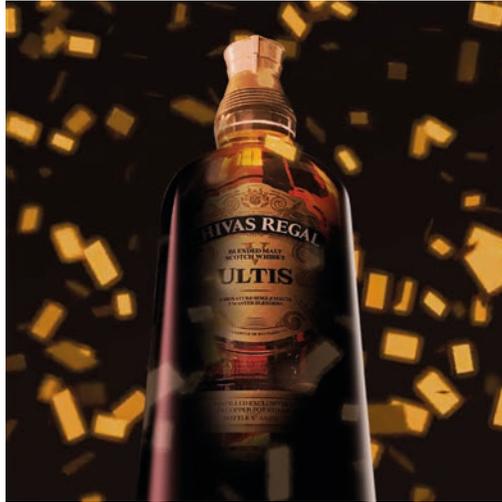
**Social Media Posts**

**Chivas Regal**

Conceptual design and cinemagraph production for a series of social media posts for Chivas Regal featuring exploded ingredients for selected cocktails from each brand.

**Production details**

Photoshop composition and animation



### Social Media Posts

#### Chivas Ultis

Conceptual design and cinemagraph production for a series of social media posts for Chivas Ultis gifting moments and occasions.

#### Production details

Photoshop composition, animation and scamps.



## Social Media Posts

### Chivas Regal

Conceptual design and cinemagraph production for a series of social media posts for Chivas Regal gifting moments and occasions.

### Production details

Photoshop composition, animation and scamps.

## Social banners and branding



## Ballantines whisky

Tags and banners for Facebook, Twitter, Instagram and digital TV



## Production details

Photoshop composition

## Web design & identity



### Private Drama

Front end web designs for JP Creative client events agency Private Drama



### Production details

Frontend website created in Illustrator, Photoshop

## Film preview site



### **Sex & Drugs & Rock & Roll** Movie promotions site

Design of the online site to support and promote the production of director Matt Whitecross's movie Sex & Drug & Rock & Roll. A about the life of post-punk legend Ian Dury.



### **Production details**

Front end 6 page website created in Illustrator, Photoshop

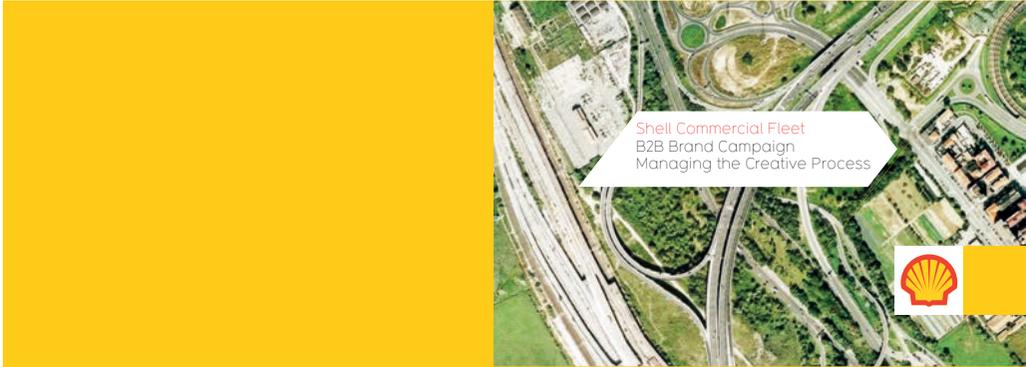
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# 02 Design for print



Shell Commercial Fleet  
B2B Brand Campaign  
Managing the Creative Process



01 Introduction

Thank you for offering us the opportunity to work with you to deliver an **integrated B2B brand campaign** for Shell Commercial Fleet in 2014.

At Edelman, the creation, management and execution of integrated brand campaigns is in our DNA. Our founder, Don Edelman, was a pioneer in the space back in the 1950s and we continue to innovate in the discipline today.

One of Edelman London's proudest recent achievements in integrated marketing was leading the creative process for the **Shell FuelChoice brand** in 2013.



The success of the **Good Choice** was management **excellence** based **thought** **leadership** and **innovation**. **Agility** and powerful **insights** **enabled** the **creative process** **ready access** to **creative** **talent** **and** **robust** **testing**. **This** **booklet** **captures** **our** **recommendations** **for** **effectively** **and** **efficiently** **bringing** **this** **critical** **of** **progress** **together** **over** **the** **coming** **months** **for** **Shell** **Commercial** **Fleet**.

Thank you once again for the opportunity to work with you on this exciting campaign.  
At the best,  
Your Global Edelman Team

02 A Case for Change

For years, B2B marketers have sought to strengthen customer relationships solely through building a reputation for delivering **best-in-class customer service** to buyers. Messages around practical and functional benefits are undervalued and important. The challenge, however, is that they are **often overlooked**. Shell, 3CASA, Telematics, Mix Telematics and TomTom, for example, all claim their telematics devices reduce fuel consumption by up to 10%. Shell's message therefore fails to set it apart. It merely gets the business's spot around the table with all other suppliers in its class.

The extent of this challenge was recently revealed in a (2013) study into the B2B buying process by Google and the Corporate Executive Board (CEB). They found that **80% of B2B buyers don't see reason to change** in the practical and functional business values suppliers provide to pay a premium. This was reflected across a number of industries, including professional services, technical security, software and network equipment.



To further investigate the issue, Google and CEB undertook a second test to establish what yields the most influence over commercial outcomes, business values that appeal to logic and reason or personal values tied to emotions. In the test, they assessed the



impact of a series of rational business values and emotive personal values on a range of commercial outcomes including capacity, consideration and purchase. The results, staggered the researchers. They not only showed that personal **values** were **important**, they revealed they **could** **have** **the** **most** **impact** **on** **commercial** **outcomes**.

The widely regarded Prom to Emotion research concluded that not only do emotions matter in B2B buying, they matter even more than logic and reason. **Business values** **are** **important**, **but** **emotions** **are** **more** **important**.

The Power of Emotion in B2B Buying

06 Timeline

The Timeline below outlines the key milestones to deliver a **successful B2B brand campaign** for Shell Commercial Fleet in 2015



Promotional pitch brochure

Shell Commercial Fleet  
Edelman PR's promotional pitch brochure presenting their project overview and time line for Shell

Production details  
InDesign, Illustrator and Photoshop

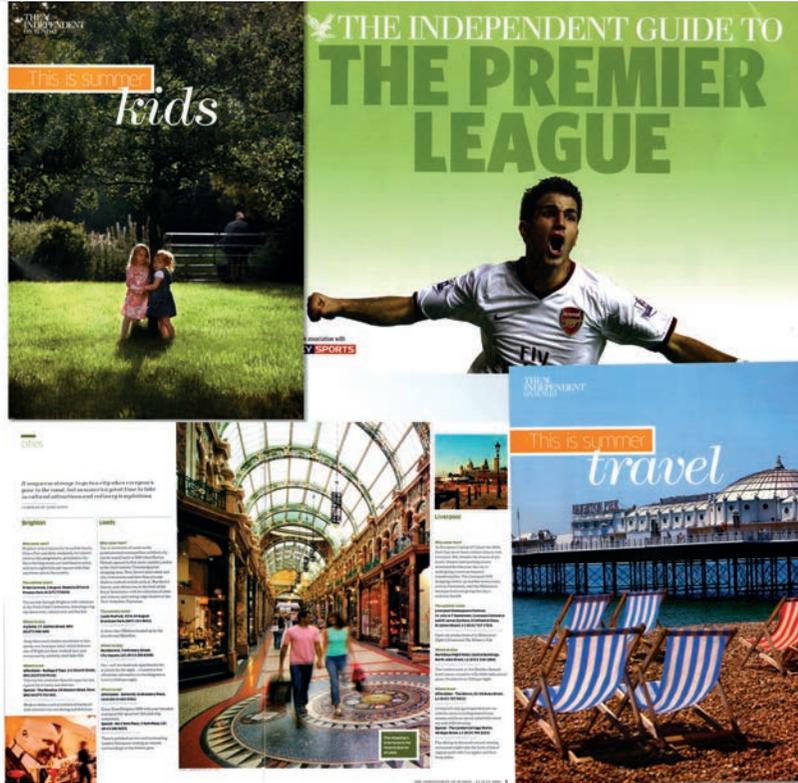


### Catalogue design and layout

**LEGO**  
LEGO UK's Brand catalogue.

### Production details

Creative artworking and Photoshop composition working within Lego's brand guidelines



**Pull-out supplements**

**The Independent Newspaper**  
A series of three holiday supplements and one sports pullout for the Independent newspaper.

**Production details**  
Design identity and creative artworking  
Working within The Independent's existing brand guidelines



### Sales magazine

### BBC Films catalogue

Design identity of BBC Worldwide's Biannual publication Square Eyes. The magazine's design identity was carried over across B2B promotions, print and digital ads.

### Production details

Art direction of feature photoshoots and page layouts. Direction of a team of three designers/creative artworkers.

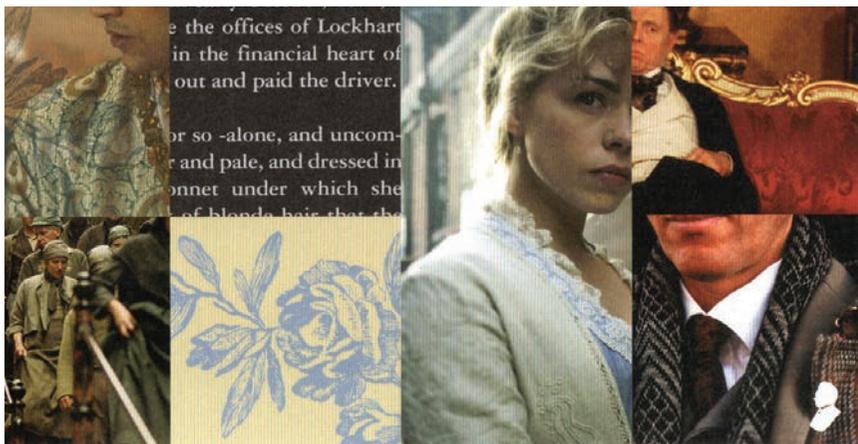


**Series promotional brochures**

**Doctor Who and Torchwood**  
Photoshop composition work and brochure design for the launch and promotion for BBC Doctor Who and Torchwood series

**Production details**  
Photoshoot support, Photoshop composition. InDesign and Illustrator design and artworking for finished gate folded and die-cut, matt laminated printed brochures.





## Promotions catalogue

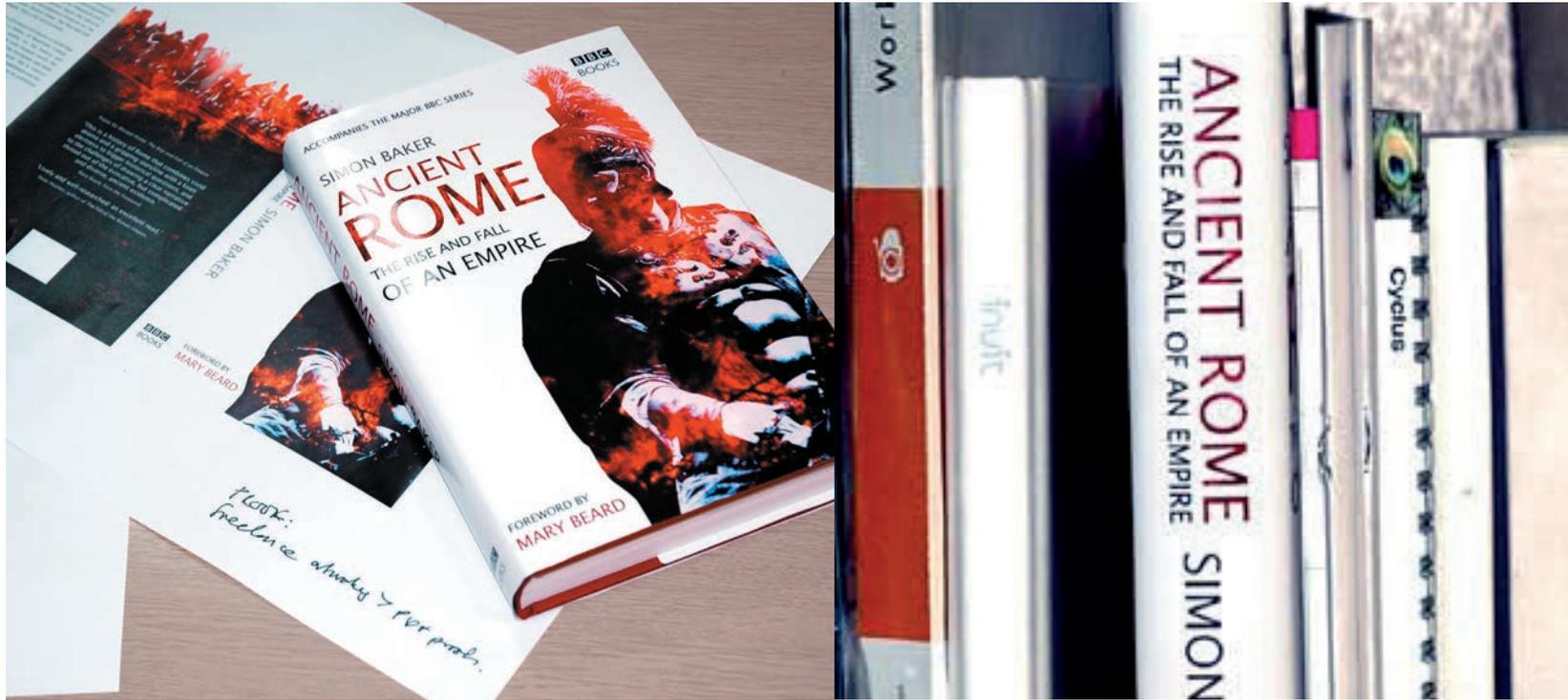
### BBC Classic Adaptations

Targeted at programme buyers and broadcasters worldwide. The design for BBC's Classic Adaptations showcased the production details from dramas adapted from classic literature.

### Production details

Cover screen printed in two colours, with a white foil block title. Printed on Kraft board. Inside pages on uncoated stock.

Promo DVD 3 colour screen print.



**Series identity and book jacket**

**Ancient Rome**

Photoshop composition work and brochure design for the launch and promotion for BBC Ancient Rome series. The design was carried across on-screen titles, the accompanying series book, promotions CD, series sales brochure and in-store POS display

**Production details**

Photoshop and InDesign



**Promotions catalogue**

**BBC Films catalogue**

Design identity for BBC FILMS catalogue design and MIPCOM TV Expo 2005 invitation

**Production details**

Art Direction of designer/creative artworker. Perfect bound catalogue, matt laminated cover, with spot UV varnish over title text.

Die-cut invitation envelope with pullout invitation.



**Series promotional brochure**

**Primeval**

Photoshop composition work and brochure design for the launch and promotion of the ITV sci-fi series Primeval.

**Production details**

Die-cut sleeve, with pullout A4 landscape series brochure.

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# 03 On Screen graphics



### Motion graphics

### Tuborg Festival pitch promo

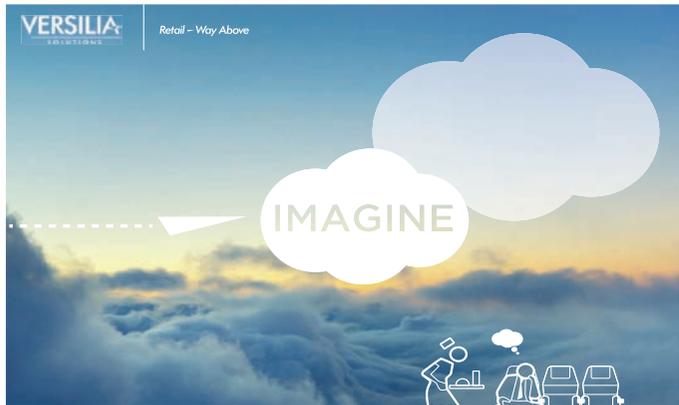
Production graphics and design concept for Tuborg lager, Tuborg Festival pitch promo for The Brewery VFX Soho



### Production details

Graphic elements created in Adobe Illustrator, Photoshop.

Story boarding and direction for After Effects build and composers



**Pitch  
Promo**

**Versillia**  
Pitch promo animation for Versillia, retail solutions for airlines. For The Brewery VFX

**Production details**

Storyboarding, graphic elements and visuals created in Adobe Illustrator, Photoshop for compositors.



**Promo titles**

**United Nations**  
**We The People' for The Global Goals**  
Global Goals awareness campaign  
promo title graphics for The Brewery VFX

**Production details**

Graphic elements created in  
Adobe Illustrator, Photoshop for compositors

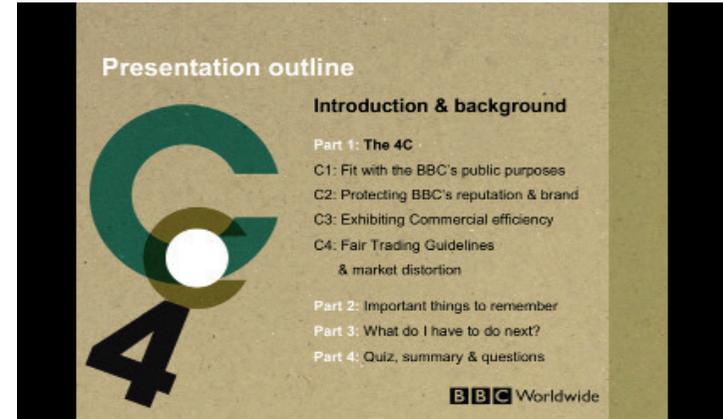


**Power Point animation**

**The Marketing Store**  
In-house Case studies presentation

**Production details**  
Graphic elements created in Illustrator, Photoshop.

Presentation in Power Point as animated builds



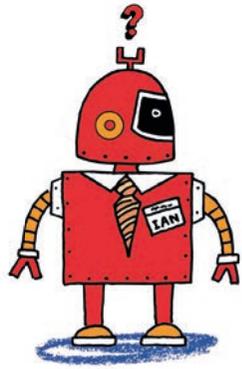
**Power Point  
animation**

**BBC Worldwide**  
In-house Commercial criteria presentation

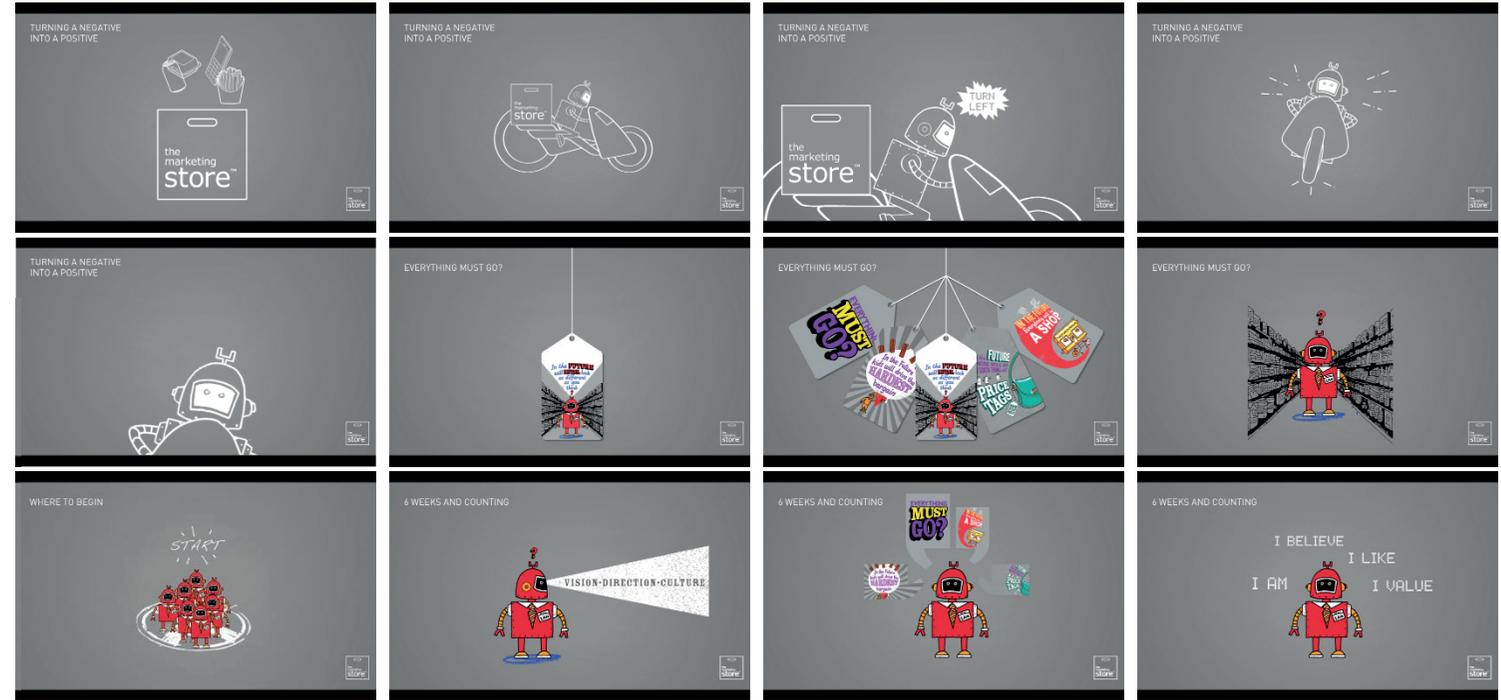
**Production details**

Graphic elements created in  
Adobe Illustrator, Photoshop.

Presentation created in Power Point as animated builds



### Power Point animation

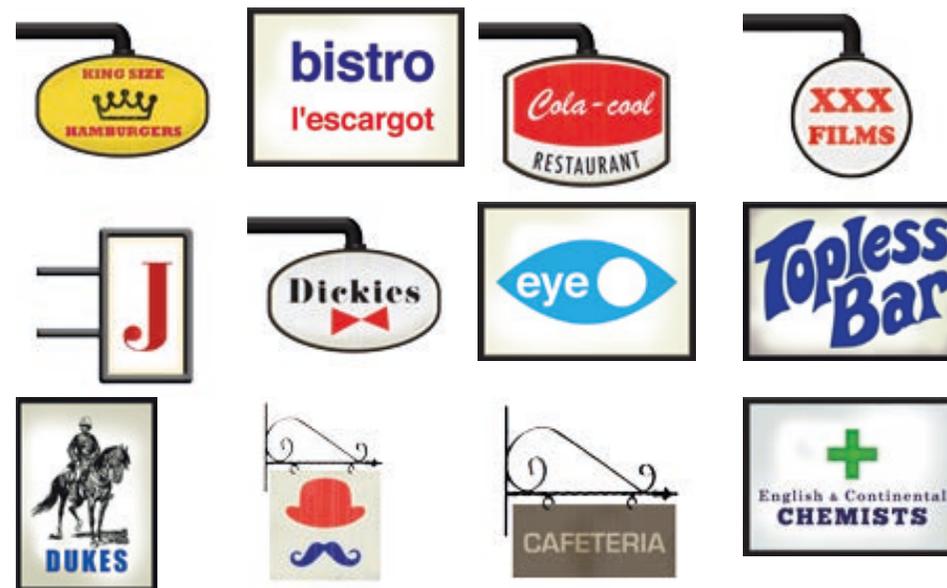


### The Marketing Store

Story boarding, design and animation for an in-house Strategy presentation

### Production details

Character Illustration and graphic elements created in Illustrator, Photoshop and animated in Power Point



### Film assets and scenery graphics

#### The Look of Love

Film assets and scenery graphics for The Brewery VFX and Steve Coogan feature The Look of Love

#### Production details

Graphic elements created in Illustrator and Photoshop for compositors



## ***Animated series pilot***

### **City Limits**

Shown here, concept art for City Limits, a 45 minute live-action animated pilot episode.

### **Production details**

Character design and visuals created in Illustrator and Photoshop



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# 04 Design ID & general design



**Branding**

**OMG**

Brand identity and design executions for digital analytics agency OMG

**Production details**

InDesign, Illustrator



**Design identity** *Two Magpies Fly*

Design identity and stationery for an arts collective and creative hub.

**Production details**

White foil block and screen print on Navy Blue Colourplan stock



PANTONE 382



PANTONE 706  
(90% TINT)



PANTONE 561



KÖNIGSBERG

GREEN  
ACRE  
FILMS

AVENIR NEXT



BLACK LOGO



WHITE LOGO



### Design identity *Greenacre Films*

Design identity and logo guidelines

### Production details

Illustrator vector graphic logo and Photoshop presentation visuals.



### Series identity

#### **BBC Worldwide - Blackbeard series**

Series identity and Photoshop composition for the BBC drama and documentation series Blackbeard. The design was carried across on-screen titles, the accompanying series book, promotions CD, series sales brochure and in-store POS display

### Production details

Photoshop, hand drawn inked text and InDesign



"I'm a lady, don't you know?"

Little Britain

### **Promotions identity**

#### **BBC Comedy**

Graphic style and identity for the promotion of the BBC's various comedy series. The design was carried across promotional brochures, print and digital ads

### **Production details**

Photoshop and InDesign

## Event branding and identity



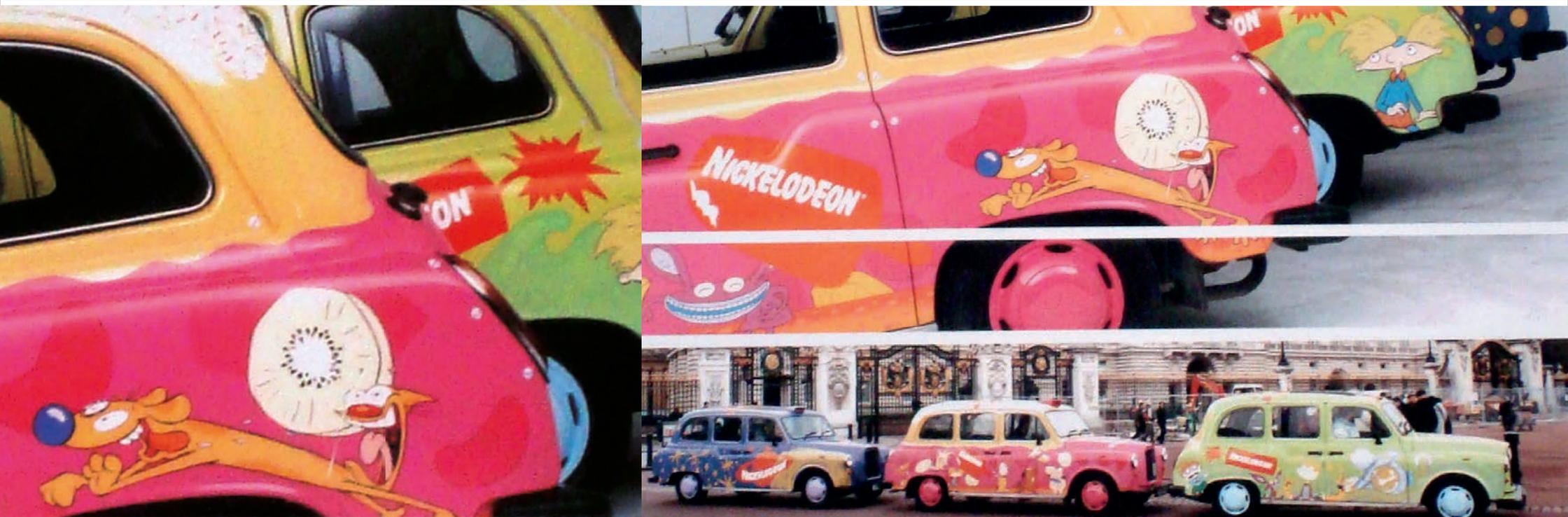
### **Nickelodeon TV** **Red Hot Lobster Tour**

Illustration and design for Nickelodeon's Red Hot Lobster Tour. Including a redesign of their Red Hot Lobster mascot and designs for supporting promotional material, giveaways, stage backdrops and livery for the channel's nationwide summertime tour.

#### **Design material created**

- Tour mascot design and illustration
- Stage backdrops
- Vehicle livery
- Crew passes and tour shirts
- Counter top dispenser and tour flyers
- Print and digital ads





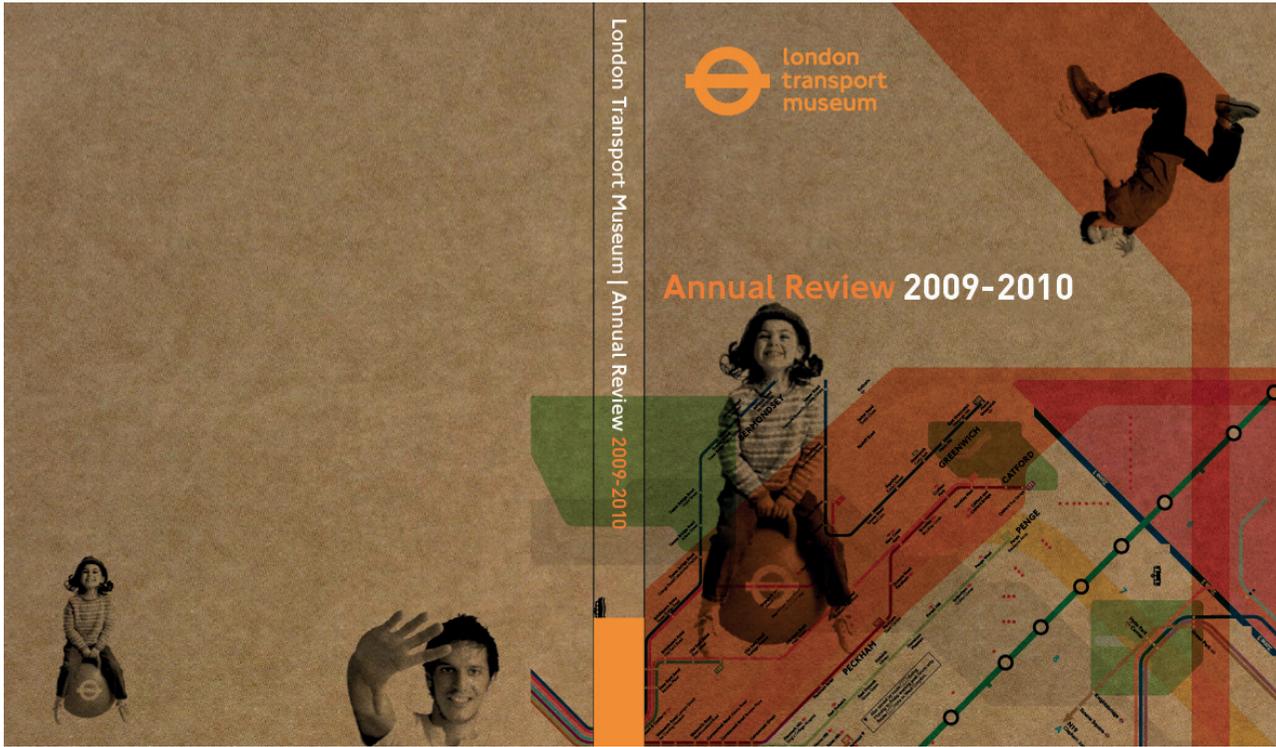
**Branded taxi  
livery**

**Nickelodeon TV**

Designs and graphics for three branded taxis promoting the Nickelodeon brand and key cartoon characters from shows broadcast on the channel.

**Production details**

Vector based artwork created in illustrator working within supplied Taxi livery template files.



**Annual Report design identity**

**The London Transport Museum**

Cover illustration and page layout design for London Transport Museum's 64 page Annual Review 2009-2010



**Production details**

InDesign, Photoshop and Illustrator.  
Artwork created for print. Final report presented as a PDF download.



**Exhibition branding and promotional material**



**Production details**

Scaled Illustrator artwork and design for exhibition light-boxes. And InDesign created exhibition brochure.

