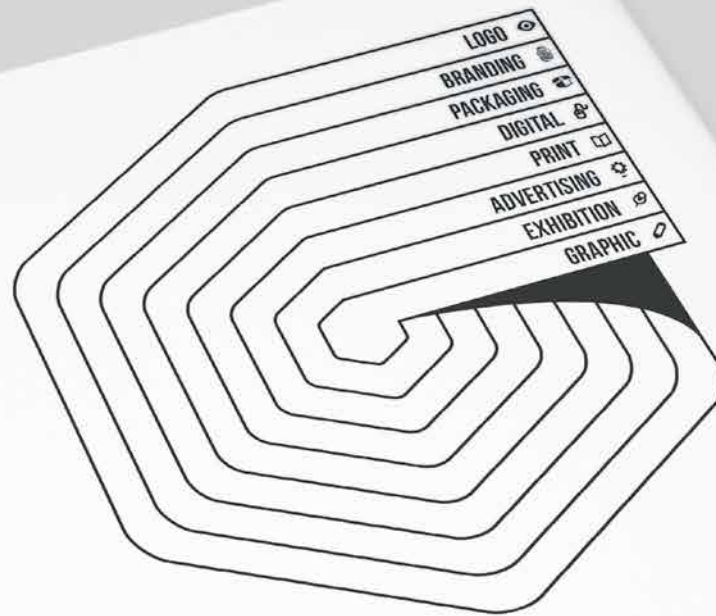




LOGO
BRANDING
PACKAGING
DIGITAL
PRINT
ADVERTISING
EXHIBITION
GRAPHIC



FOCUSING ON SUPERB
CREATIVE OUTPUT TO MAKE
GREAT THINGS HAPPEN

Whatever your design project is, my goal is always the same. Create something direct, engaging, simple, purposeful and above all memorable.

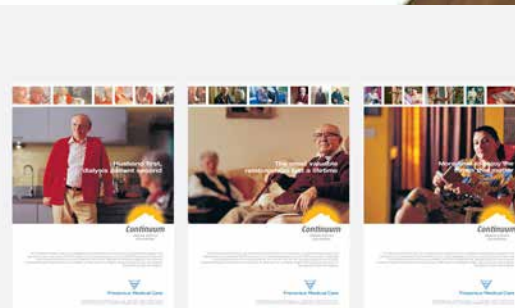
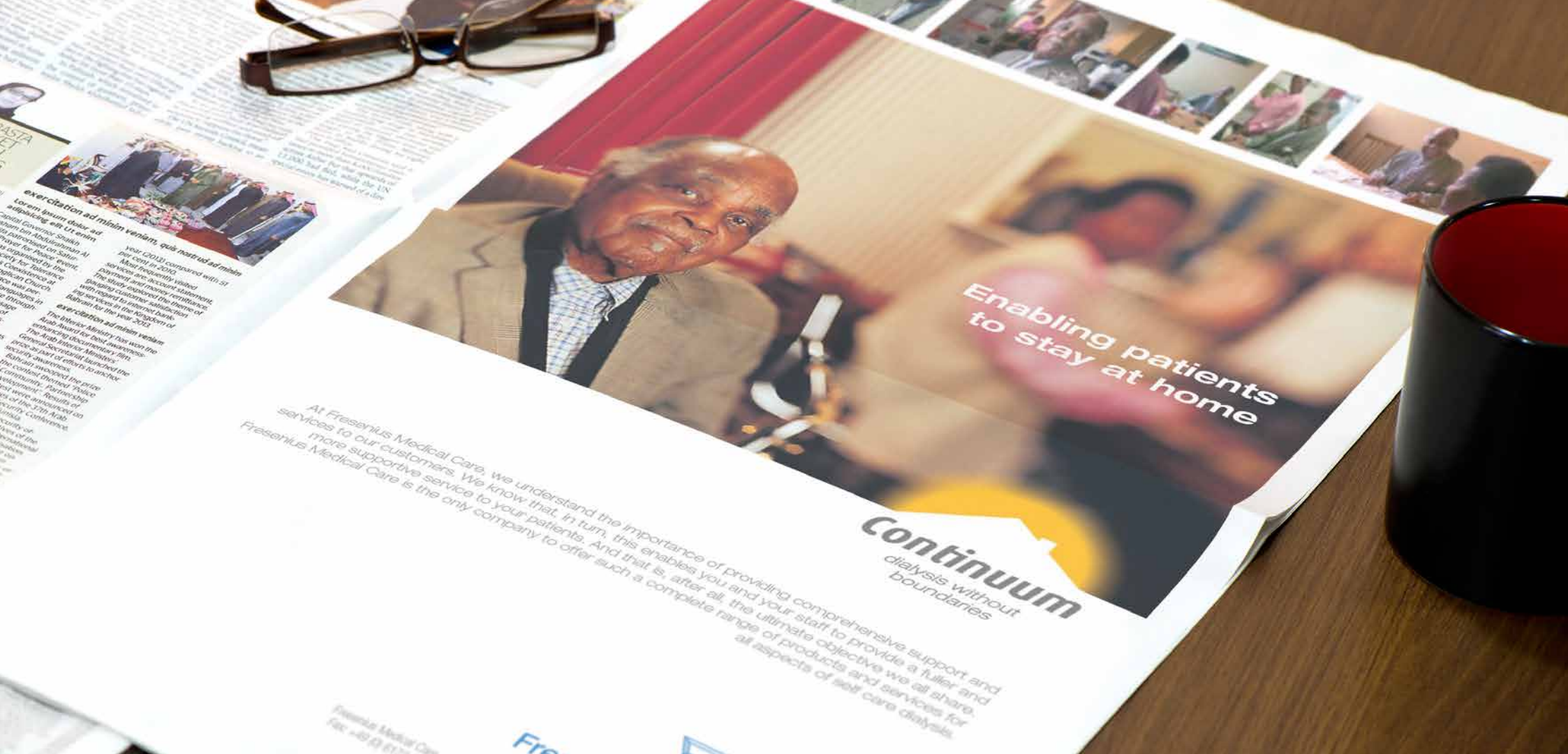
I'm a multi-disciplined, ideas-led graphic designer that has worked on world-class corporate communications and start-up enterprises – producing a high standard of graphic design that has creative thinking at its core. I'm passionate about what I do and can produce diverse, effective solutions tailored to a client's individual needs.

Every project starts with "Where's the benefit to the customer?" I then follow the answers wherever they may lead. Whether it's producing a brochure, art directing a photo-shoot, developing a user interface, designing a website, or creating a brand identity, one thing is always clear: if it's not useful, memorable, or doesn't achieve its business goals it shouldn't exist.

The examples shown are just a snapshot of what I've done over the past number of years within the industry.

- Branding 
- Logo 
- Advertising 
- Digital 
- Packaging 
- Print 
- Graphic 
- Exhibition 









An Audiology Centre specialising in the management of tinnitus
Offering a wide range of services and products

Introducing a new tinnitus treatment

The Tinnitus Clinic is the only audiology centre in the UK that offers Acoustic CPAP (Neuromodulation) treatment for tinnitus. Over 100 patients in 10 countries have successfully used Acoustic CPAP to reduce their tinnitus. Acoustic CPAP is a new treatment that uses sound to mask the tinnitus and reduce its volume and your awareness of it. Giving you the chance to escape its annoying effects.

Exclusive treatments like Acoustic CPAP (Neuromodulation) and Tinnitus Desensitisation Therapy, as well as the latest digital hearing aids programmed for tinnitus and hearing loss.

Visit our website or call us to arrange the next step to your long term relief from tinnitus.

0203 527 4588
www.the-tinnitus-clinic.co.uk

THE TINNITUS CLINIC
Helen St, London, Birmingham, Chesham, Slough and Manchester

Acoustic CPAP (Neuromodulation)
Exclusive treatments like Acoustic CPAP (Neuromodulation) and Tinnitus Desensitisation Therapy, as well as the latest digital hearing aids programmed for tinnitus and hearing loss.

Visit our website or call us to arrange the next step to your long term relief from tinnitus.

0203 527 4588
www.the-tinnitus-clinic.co.uk

THE TINNITUS CLINIC
Helen St, London, Birmingham, Chesham, Slough and Manchester

Break free from tinnitus

Do you have trouble escaping from that constant noise in your head and need some help?

The Tinnitus Clinic provides devices and therapies that give you control over your tinnitus, day and night.

We offer modern therapy methods that sustainably reduce the tinnitus volume and your awareness of it. Giving you the chance to escape its annoying effects.

Exclusive treatments like Acoustic CPAP (Neuromodulation) and Tinnitus Desensitisation Therapy, as well as the latest digital hearing aids programmed for tinnitus and hearing loss.

Visit our website or call us to arrange the next step to your long term relief from tinnitus.

0203 527 4588
www.the-tinnitus-clinic.co.uk

THE TINNITUS CLINIC
Helen St, London, Birmingham, Chesham, Slough and Manchester

Break free from tinnitus

Do you have trouble escaping from that constant noise in your head and need some help?

The Tinnitus Clinic provides devices and therapies that give you control over your tinnitus, day and night.

We offer modern therapy methods that sustainably reduce the tinnitus volume and your awareness of it. Giving you the chance to escape its annoying effects.

Exclusive treatments like Acoustic CPAP (Neuromodulation) and Tinnitus Desensitisation Therapy, as well as the latest digital hearing aids programmed for tinnitus and hearing loss.

Visit our website or call us to arrange the next step to your long term relief from tinnitus.

0203 527 4588
www.the-tinnitus-clinic.co.uk

THE TINNITUS CLINIC
Helen St, London, Birmingham, Chesham, Slough and Manchester

Break free from tinnitus

Do you have trouble escaping from that constant noise in your head and need some help?

The Tinnitus Clinic provides devices and therapies that give you control over your tinnitus, day and night.

We offer modern therapy methods that sustainably reduce the tinnitus volume and your awareness of it. Giving you the chance to escape its annoying effects.

Exclusive treatments like Acoustic CPAP (Neuromodulation) and Tinnitus Desensitisation Therapy, as well as the latest digital hearing aids programmed for tinnitus and hearing loss.

Visit our website or call us to arrange the next step to your long term relief from tinnitus.

0203 527 4588
www.the-tinnitus-clinic.co.uk

THE TINNITUS CLINIC
Helen St, London, Birmingham, Chesham, Slough and Manchester

Break free from tinnitus

Do you have trouble escaping from that constant noise in your head and need some help?

The Tinnitus Clinic provides devices and therapies that give you control over your tinnitus, day and night.

We offer modern therapy methods that sustainably reduce the tinnitus volume and your awareness of it. Giving you the chance to escape its annoying effects.

Exclusive treatments like Acoustic CPAP (Neuromodulation) and Tinnitus Desensitisation Therapy, as well as the latest digital hearing aids programmed for tinnitus and hearing loss.

Visit our website or call us to arrange the next step to your long term relief from tinnitus.

0203 527 4588
www.the-tinnitus-clinic.co.uk

THE TINNITUS CLINIC
Helen St, London, Birmingham, Chesham, Slough and Manchester

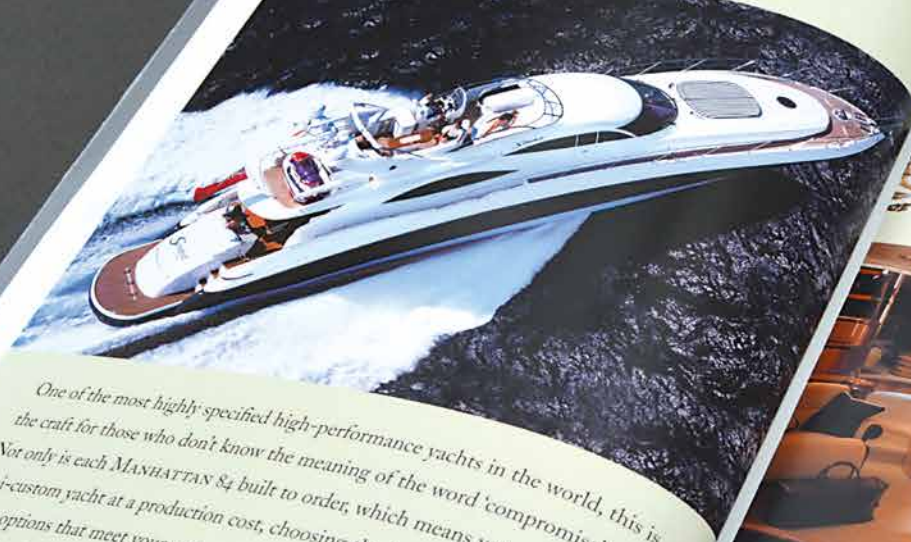


The Tinnitus Clinic UK

To develop the brand strategy, logo, visual identity and all the marketing tools to generate enquiries from self-referring patients for The Tinnitus Clinic.

National press and online advertising campaigns were created to build awareness of the new treatments and to drive people to their website.

07939 222 708
lee@charactermark.com
charactermark.com



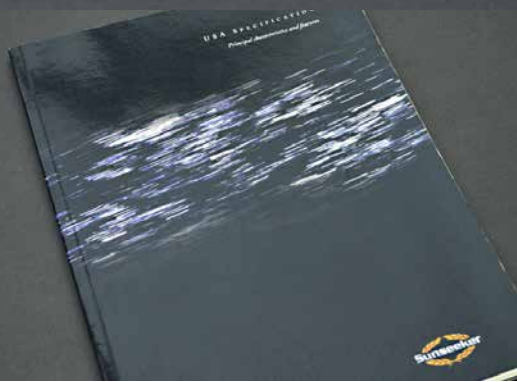
One of the most highly specified high-performance yachts in the world, this is the craft for those who don't know the meaning of the word 'compromise'. Not only is each MANHATTAN 84 built to order, which means you can obtain a semi-custom yacht at a production cost, choosing the layout and interior design options that meet your own requirements. But her size is such that there is room for almost every feature you could desire.

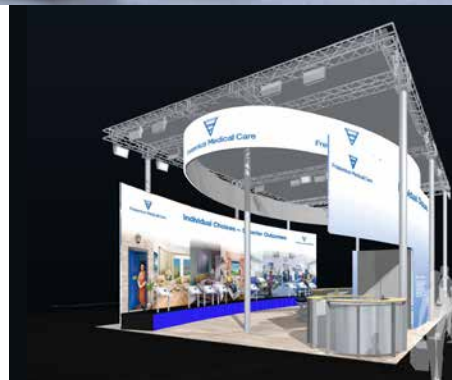
MANHATTAN 84



Choose the layout that suits your own lifestyle and a garage for your tender or sports equipment, or instead has further space for crew or family.

The perfect choice - whether for travelling in comfort with your family or for entertaining in style.



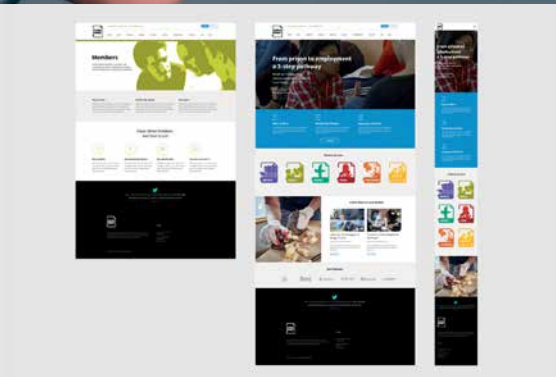
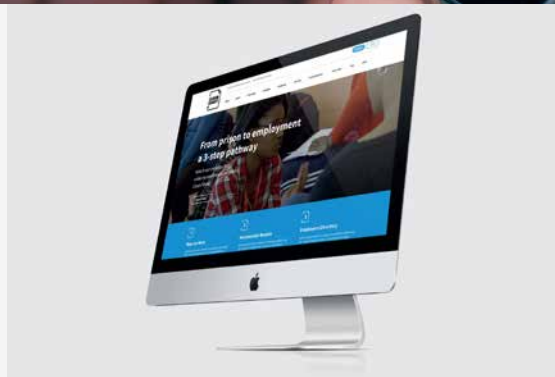
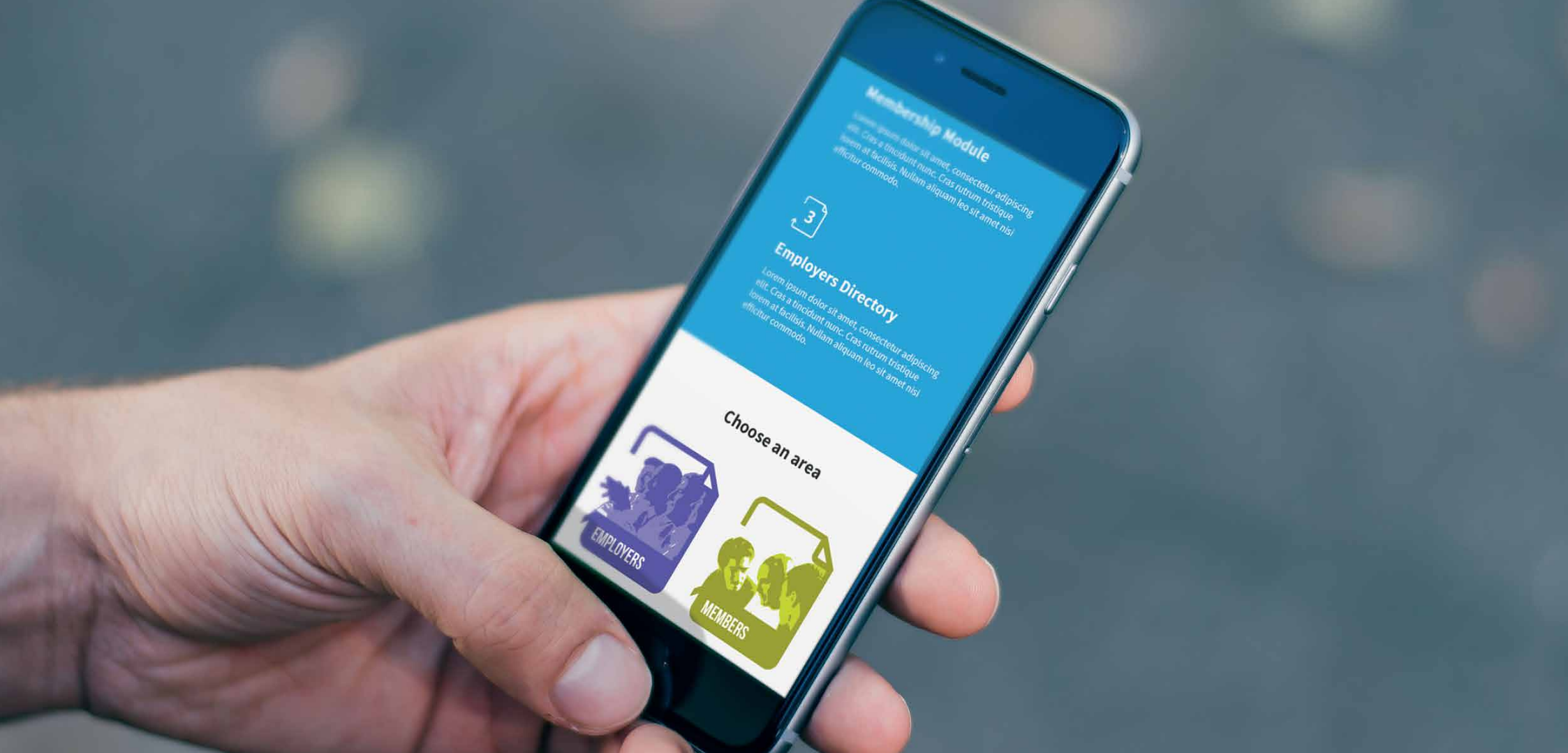


Fresenius Medical Care
European Congress
UK

Every two years, a European capital hosts a Health Care Congress called EDTA. International companies exhibiting at Glasgow's Expo centre were overwhelmed by a unique exhibition stand concept for FME, where they viewed an enormous 3D graphic wall.

Combining computer graphics, over 100 individual photographs and actual equipment, a life-like series of homes and clinics were produced. More economical than producing rooms sets, the exhibition theme was recreated at smaller events around Europe and Asia.

07939 222 708
lee@charactermark.com
charactermark.com







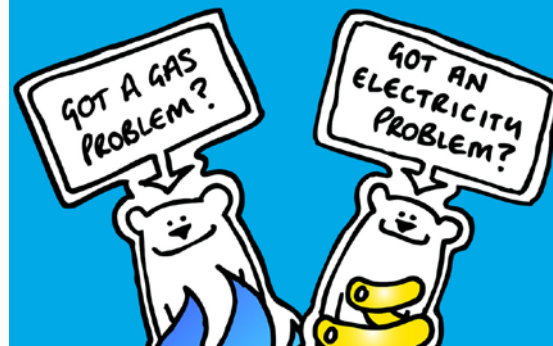


Pre-pay the smart way

We're the UK's leading supplier of prepayment gas and electricity, offering a simple, user-friendly and competitively priced service to families and energy conscious households. Every customer is installed with free market-leading smart meters in real-time, check previous top-ups and see exactly how many days your energy is likely to last.



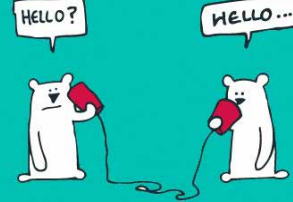
With a pay-as-you-go smart meter, you can see exactly how much energy you're using and when.



£10 per week
For Electricity if you switched to Utilita



That's a saving of approximately
£150 per year compared to
your current supplier



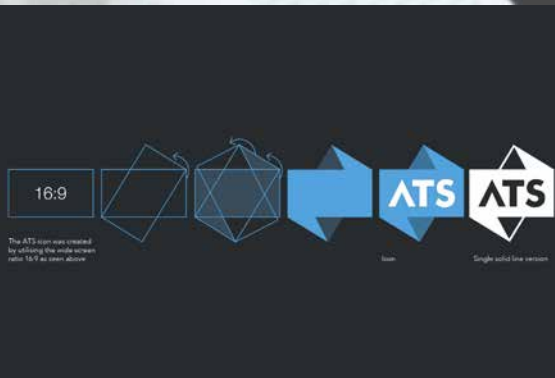
SWITCH OFF
YOUR TV
MONITOR ...

KEEP THE LID ON YOUR
SAUCEPAN ...









wind ventures

clean energy for your future







SEE THE PERFORMANCE



 Lumachip™
Infinite possibilities in lighting

SEE THE BREAKTHROUGH



 Lumachip™
Infinite possibilities in lighting

SEE THE POTENTIAL



 Lumachip™
Infinite possibilities in lighting

SEE HOW IT WORKS



 Lumachip™
Infinite possibilities in lighting



THE TOUR PATRONS CLUB
Joining The Tour



Pentfords



Ocean Matrix
*Strategic Insight
& Consulting*



Rapid Washrooms



DATA SCIENCES

Action	Desire	Empathy	Clarity	Difference	Trust
I never forget that my sole purpose is to create action in the customers mind, to help them come to the decision to purchase your product or service. By combining my knowledge to communicate effectively. Making a difference to the customer behavior for a positive outcome.	By this I mean create a strong feeling of wanting to have something or wishing for something to happen. A yearning, longing, craving, hankering, pining, ache, hunger, thirst, itch, burning, need for that product or service which I'm tasked to promote to the customer.	In the customers mind. helping them to Identify completely with the service or product, sometimes even to the point of responding physically, as when, seeing a Chocolate gâteau with cream poring over it (Pavlov experiment). Or a cricket player swing at a the ball, one feels one's own muscles flex. This empathetic emotion can be a strong driver to purchase.	It's about finding a single, idea that expresses exactly what's unique about a business or brand. It clarifies what you want to be and how you present yourself to the world. This idea can't be found alone. The big idea is a collaborative process that involves working with others to agree and define the vision. It's about mapping out exactly where it should go in order to thrive.	Having clarified what makes it unique, it's time to make it shine. For me this is critical. Bringing a brand to life in a way that excites you and the audience. My work is never just eye candy, nothing is added without serving a purpose. I build on what's been defined about the business and amplify this essence to create something that stands out; not because it's adorned with the latest bells and whistles, but because it's absolutely right.	In the past, customer trust was more or less taken for granted. Today the opposite is true - people tend to disbelieve by default until you can convince them otherwise. To win them over I've come up with a great gimmick - 'tell the truth' about it. Better still, encourage and enable others to do the same. When it comes to building trust, friend-to-friend beats company-to-consumer every time. Create an emotional connection, never a soulless businesses.

