



Senior Creative Brand Identity, Integrated & Digital

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next ►

Profile

Senior Creative in Brand Identity and Integrated Communications covering strategic, tactical, motivational and experiential design for a diverse range of clients from blue chip to retail.

This has covered B2B and B2C identity, branding, traditional literature systems, advertising, POS, exhibition design, packaging, targeted direct mail and digital media in a variety of languages and countries.

Extensive knowledge in Brand Architecture, Communication Systems and Site Mapping. Knowledgeable in CSS, HTML and usage of Javascript.

Multi Lingual applications in English, French, German, Italian, Spanish, Dutch, Flemish and Arabic whilst being sympathetic to Arab design rules and social etiquette.

Experienced in presentation up to Board level. Handling and running own accounts and projects. As comfortable being part of the team or leading a team whether creative, traditional, digital or pure artwork.

Experience includes

Imagination, Creative.

Warl Digital, Creative.

normalpeople, Creative Direction.

The Brand Union / Enterprise IG, Senior Creative.

CGI Brandsense, Senior Designer, London.

Pauffley, Senior Designer.

Tonic Communications, Design Director.

Maritz Europa, Senior Art Director.

These are just selected items.

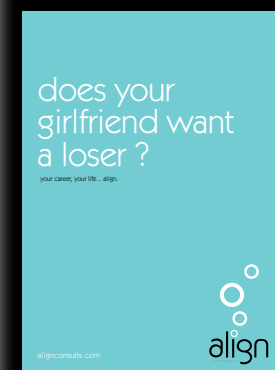
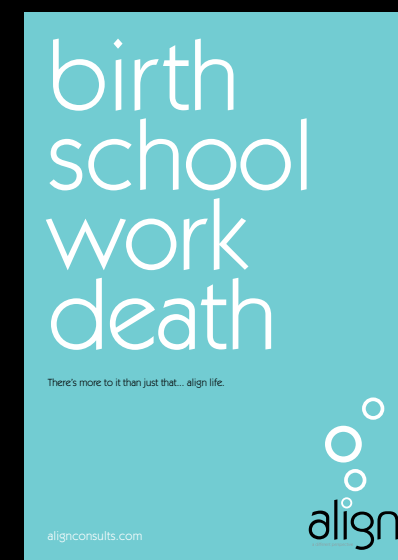
A selection of the work over the years covering strategic, tactical and motivational design for a diverse range of clients from blue chip to retail.

This has covered identity, branding, traditional literature systems, advertising, POS, exhibition design, packaging, targeted direct mail and digital media in a variety of languages.



align

human resources from a different perspective
aligning your HR issue to provide the optimum solution



Align Human Resources

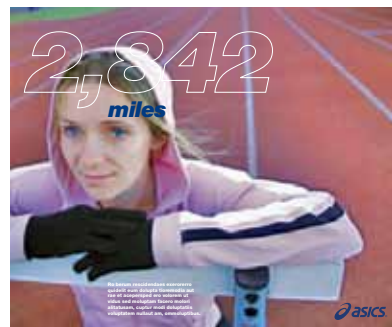
Brand Identity System / Literature / Strategy / Digital



Working as lead creative with digital at Last Exit and strategy at WARL IC, we won this one and became part of the Lloyds Banking Group roster.



Bringing it Together



balanced in situation / thoughtful, contemplating and inviting



pure mind – the journey, the story



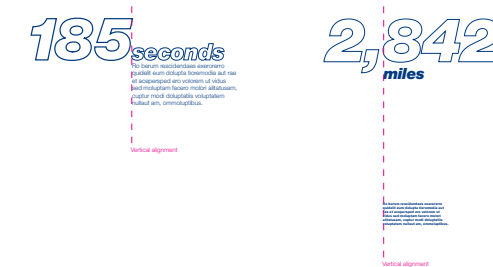
pure mind – the journey, the story



Initial expressions start to show how the different elements can come together and work across an array of executions for both corporate and product.



Typography and Alignment

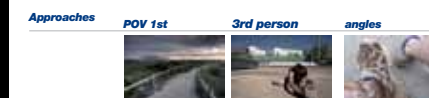


Alignment, weight and scale provide a rich creative blend to develop an engaging and recognisable identity. Specifically the use of 'outline' allows a technical element to be introduced. Play of balance through use of solid outline, scales and alignment.



Imagery Matrix

Corporate	Product	Scale
		usage scenario (macro)
		usage close
		technical (micro)



Colour will be delivered through photography, and taking a human scale approach (proximity to product) can support the two distinct needs of brand and product.



Logotype Usage



Optimise usage which allows greater expression. The tabbed approach for use for corporate assets can then be coupled with a more agile watermark approach which crafts the logo into the story of the imagery.



photocopy your essential documents and leave a copy at home for safety

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At the Great Ideas Travel Service we understand just how important your holiday is to you. Whether you have specific requirements, special requests, a precise departure date or perhaps have a particular destination in mind, just call us, we are here to help you.

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always put a pilot hole in the wood before you drill a hole

also if you have to clean your alloys

Maritz Good Ideas

Incentives Catalogue





It's about experience

So, your challenge is to understand, engage, train, motivate and reward the right people – from back office workers through to frontline staff, from channel partners through to customers themselves.

And it's here that Maritz comes in.

When asked to integrate three different Siemens AG divisions in Germany into one single event concept, Maritz's answer was the 'world of unlimited communication'.

Two hundred 'one-point' parties over 1,000 clients and 1,200 staff enjoying multi-media video, audio, live and VR in a 'spacewalk' setting. With the overall theme of 'Siemens Integrated Partner', guests visited different 'galaxies', each representing the four business divisions, to meet different actors with business scenarios.

Through multi planning and event managing landscape's via the annual conference, Maritz has 250 people to have fun for an unforgettable week that included a barbecue in the night, a day at 100 small water temples built in hidden spots on the Hudson river, a cocktail reception with marching band and dinner in the Grand Hotel.

The release of social events, conference presentations and a speech from the Rt Honorable John Major cemented a truly remarkable programme that ran flawlessly throughout.



Just when Maritz's services to maximize the performance of a 2,500 people working in 200 destinations across Europe.

Maritz responded with a comprehensive programme of training, development and motivation for staff across 12 different job functions – including finance, in the end practical training and financial and brand based rewards.

The result? Stronger teamwork in disciplines, better relationships within the first service network and better client satisfaction.

Deloitte Post World Net – one of the world's leading providers of real communication, corporate, brand and logistics services – commissioned Maritz to analyze its brand image.

Maritz responded with a qualitative survey to identify existing and potential major dimensions of the client and competitor brands, followed by quantitative image tracking via computer-aided telephone interviews. The results provided Deloitte Post World Net with a thorough understanding of the strengths and weaknesses of its brands, allowing it to improve its market position.

Through a comprehensive programme of research, communications, training and motivation, Maritz transformed the Toyota Global Team's sales function in an integrated performance improvement programme that recognized and rewarded excellent sales of sales of the Toyota Dealer Network.

After successfully positioned as a 'field for all', the Toyota Global has increased its membership by over 100% and its website revenues came 30,000 hits per month.



It's about people

Using a comprehensive programme of research, communication, education and motivation, Maritz can influence the fundamentals that underpin your business performance.

Whether you need to apply all of our thinking or simply utilize a single service, we can help you to:

- Understand your customers, channels and employees
- Engage the hearts and minds of people with your message
- Equip your team with the right skills, attitudes and behaviours
- Motivate your employees and channel partners to deliver your strategies
- Identify and retain your most valuable customers in order to maximize your profitability and competitiveness
- Achieve tangible returns on your investment every time



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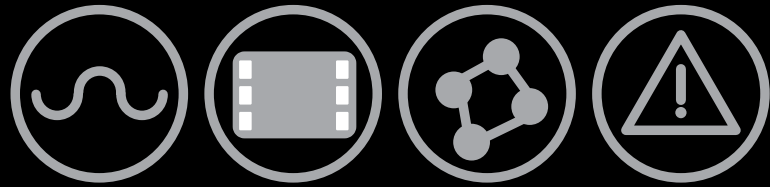
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Email: maritz@maritz.co.uk

Spain
Tel: +34 (0)91 521 62 38
Email: espana@maritz.es





2. Living Buildings

living.buildings

At Pulse, we make it easy to control the environment in homes and hotel rooms while helping conserve energy and improve security.

From single homes to entire communities, our products and services can scale to deliver automation, entertainment, security, and community connectivity in a way that has never been possible before.

Our technology creates buildings that are safe, intelligent, comfortable, and efficient. **Living Buildings**

Automation provides total command over the environment in homes and hotel rooms. Pulse products and services automatically regulate lighting, climate control, curtains, irrigation, etc., to help create a comfortable yet efficient living space.

Entertainment features include control of popular multi-room audio and video distribution systems, DINA Certified™ and UPnP™ networked entertainment products, and client software for Microsoft® Windows Vista™ Media Center computers.

Community level automation, energy conservation, fault monitoring, and communications are now possible and affordable. Property developers and hotel operators can now provide the convenience of smart technology to their customers while improving the efficiency and responsiveness of their facilities management operations.

Security and safety are central to the design of our products. Sensors of various types, surveillance cameras, video intercoms, access control, all can be monitored from both within the home and over the Internet. Alarms and notifications can be sent via SMS or E-mail messages.

pulse.controlpro

The pulse.controlpro is built to the highest technical specifications and leverages the latest technologies as well as industry standards for building automation and networking.

The versatile Intel® X86px Network Processor enables us to deliver a massively scalable solution while keeping energy consumption and heat dissipation to a minimum. Flash storage increases reliability and performance. The Microsoft® Windows® Embedded CE 5.0 operating system can be managed and updated remotely. A range of connectivity options provides flexibility for even the most complex integration projects.

Living Buildings
pulseliving.com

pulse.touch7

The pulse.touch family of in-wall and mobile touch screens form part of an integrated monitoring, control, and automation platform for homes and hotel rooms.

The pulse.touch7 features a bright 7" wide screen LCD display with energy efficient LED backlighting and wide viewing angles. The touch screen is very durable and does not require a frame. The touch screen is very durable and does not require a frame. The touch screen is very durable and does not require a frame.

Living Buildings
pulseliving.com

pulse.touch3

The pulse.touch family of in-wall and mobile touch screens form part of an integrated monitoring, control, and automation platform for homes and hotel rooms.

The pulse.touch3 features a bright 3.5" wide screen LCD display with energy efficient LED backlighting and wide viewing angles. The touch screen is very durable and does not require a frame. The touch screen is very durable and does not require a frame.

Living Buildings
pulseliving.com

pulse.touch7w

The pulse.touch family of in-wall and mobile touch screens form part of an integrated monitoring, control, and automation platform for homes and hotel rooms.

The pulse.touch7w features a bright 7" wide screen LCD display with energy efficient LED backlighting and wide viewing angles. The touch screen is very durable and does not require a frame. The touch screen is very durable and does not require a frame.

Living Buildings
pulseliving.com



pulse.

Living Buildings
pulseliving.com

total automation

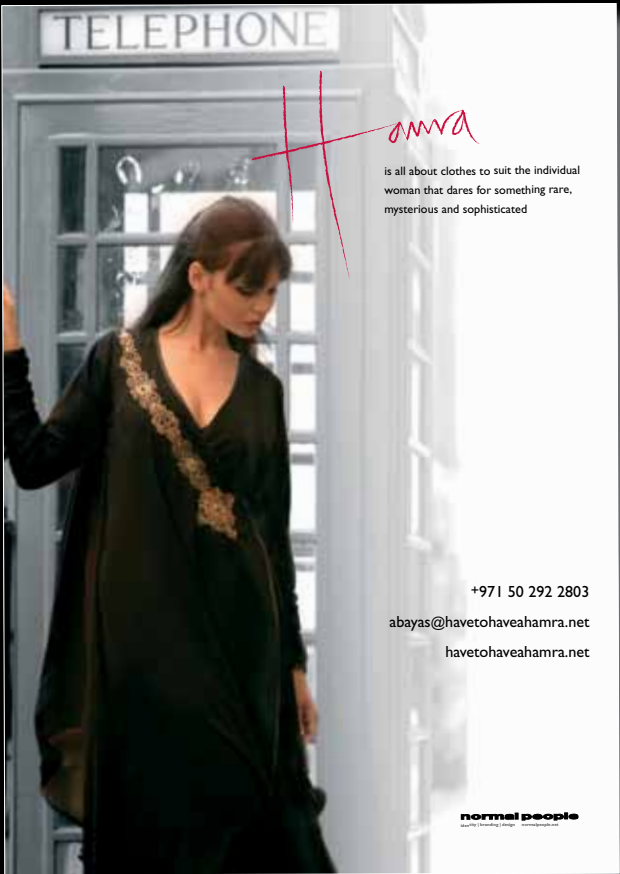
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pulse.touch

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explore

Learning Online

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Volkswagen Vehicle Locator83

Parts Discrepancy Reporting84

Luxury Cars Lead Capture85

Module Title

Desktop Product Knowledge

Pre-requisite

None

Who is it for?

The browser is designed to aid and inform employees when dealing with customers and is therefore appropriate to all mobile employees within the Volkswagen Brand.

How is the module structured?

The Polo browser is divided into clearly titled sections that give detailed information on the Polo. The format is designed for both those who wish to refresh their knowledge of a particular feature and those who are new to the product and would like a comprehensive overview.

What topics will be covered?

- History of the Polo
- Innovations and Technology

Module Title

Polo Browser

Pre-requisite

None

Fleet Nominations
2003



True Fleet



Nomination categories

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Nomination

To Nominee

↓

Inform Nominee

Panel

Awards Dinner

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Volkswagen

Internal Communications / Literature

FASHION
RETAIL

A wide-angle photograph of a modern shopping mall's interior. The ceiling is a prominent feature, with a curved, multi-level design and numerous recessed lights. The floor is a light-colored, polished material. In the foreground, there are several tables and chairs, some of which are occupied by people. In the background, various retail stores are visible, including a McDonald's with its red and yellow logo. The overall atmosphere is bright and modern. The text "FOOD AND ENTERTAINMENT" is overlaid in a bold, yellow, sans-serif font in the lower right quadrant of the image.



EMERGING BUSINESS

Emerging business interests include or potential growth segments are financial services, fitness and leisure, healthcare, automotive and telecommunications. Fawar Affiliate Group is actively promoting business opportunities in all of these sectors.

FINANCIAL SERVICES



EMERGE FINANCIAL SERVICES

FITNESS AND LEISURE



FITNESS FIRST

TELECOM RETAIL



AUTOMOTIVE



HEALTHCARE



28 • *Journal of Management Inquiry* 18(1)

...LETSTALK





executive chairman's report

Over the last six months we have seen a dramatic shift globally in the way investors and the financial markets have viewed New Economy Companies. uc.com has recognised the need to adapt to these shifts and has made the appropriate adjustments to ensure the success of the Group.

Since our incorporation in April 1999 we have had a clear mission in mind, namely:

To create a fully integrated global e-commerce and e-services company focused on B2B internet infrastructure.

Our strategy has not changed and we are confident that we have the necessary 'substance' to succeed to deliver this mission. More precisely we have the contribution of quality people with a robust business model that will enable us to overcome the current market frenzy with dot.com companies.

accomplishments

We have had a remarkable and significant year that has seen the Group expand considerably. The value of these acquisitions has increased substantially since joining the uc.com Group and the success in achieving these high value value companies is attributed to the hard work and vision that has been shown by all the people involved.

strategic alliances

To date, we have attached great importance to building strategic alliances, which quickly provide us with additional global market share that will over time, increase the Group's revenue greatly.

You have seen proof of this with the successful joint venture with Future Group to form uc.com Asia Pte Ltd and also with the First Data Corporation contract that will result in the payment of \$100 million to uc.com in the next 12 months.

A further significant achievement is the partnership with eBusiness.com, a leading e-mail marketing platform developer with over 100 million licensed addresses that will complement and once again give a large part of the market to the AGP division. Additionally, we are currently in negotiations with and expect to communicate very soon other signed alliances with Compuserve and Vindex.

Board and staff

There have been some changes to the Board over the past six months to accurately restructure our plans and as a result I am pleased to welcome some new members to the uc.com Board namely, Philip Meyer, Alan Chien, Robert Robinson, Patrick Bishop and Robert Lee. A total restructure of the complete Board can be found on page 17. The current Board is an excellent mixture of experience, entrepreneurship and implementation. Shareholders will be aware from previous communications that the success of uc.com is due to a very much due to the efforts of the whole team.

strategic strategy

Due to the poor financial market conditions over the past nine months, the Group of uc.com has some wider issues. We continue to work with the Investment Banking community and are confident about announcing to you in the future.

Offering in due course. The importance of entering the market at the correct time with favourable market conditions continues to be key to our business strategy.

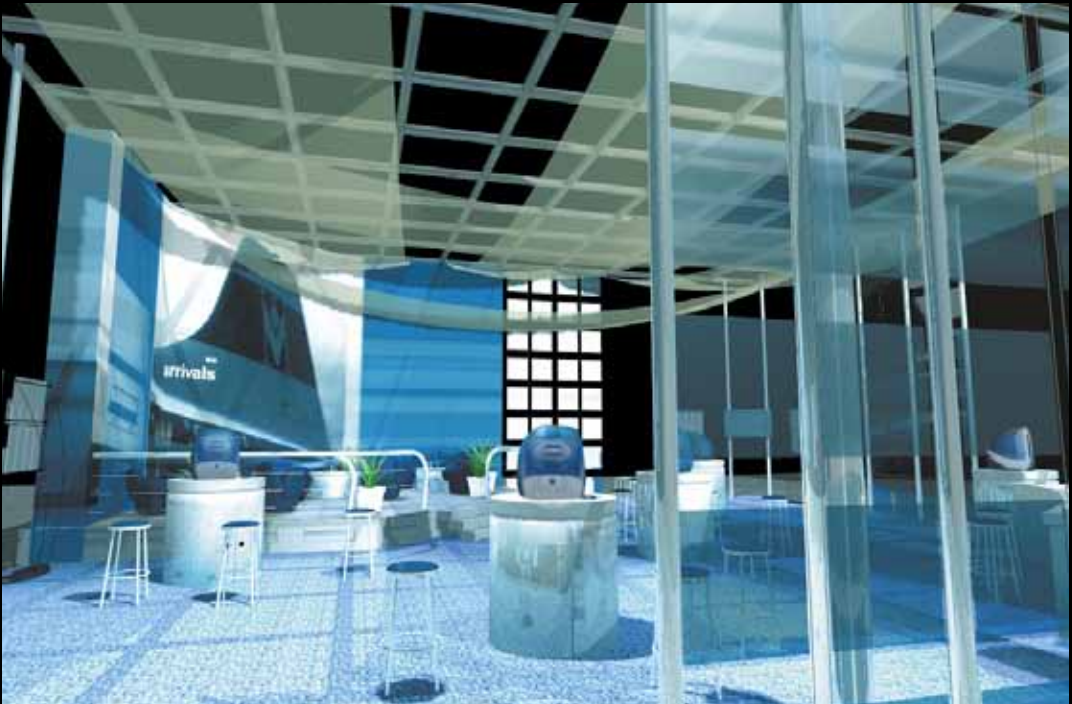
On a more positive note and as a result of the rapid expansion of the Group, the Board is currently considering the restructure of a division. We are confident that we can create greater value for the division whilst still retaining substantial value within uc.com.

prospects

Our strategy and business model is gaining support from the investment community. The transaction should provide sufficient resources to bring uc.com to market and for the continued execution of global acquisitions within the business division. Advanced negotiations with strategic partners should result in further value addition within uc.com delivering greater market penetration capabilities.

My thanks go to everyone – staff and Board – for their efforts during what has been a year of substantial progress and to our shareholders for their continuing support.

Robert Pashley
Executive Chairman



notes to accounts for the period ended 31 december 1999			
05. staff costs		06. directors' remuneration	
Staff costs (including Directors)		The number of Directors who were members of pension schemes was as follows:	
	1999		1999
	number		number
salaries and salaries	1,226,175	money purchase pension scheme	1
social security costs	120,212		
pension contributions	16,000		
	1,362,387		
The average monthly number of employees (including Executive Director) during the period was:		highest paid director	
	1999	The above amounts for remuneration include the following in respect of the highest paid Director:	
	number		1999
			£
office management and acquisitions	14	emoluments	150,121
		contributions to money purchase pension schemes	2,280
			152,401
06. directors' remuneration		Name of the Director who were granted or exercised any share options during the period:	
The remuneration of the Directors was as follows:		None to directors	
	1999	Included in other directors and called up share capital not paid is £30,120 in aggregate in respect of amounts due to the Company by J. A. Pashley, a Director. No repayments were received in the period. The maximum amount outstanding during the period was £30,120. These amounts were cleared by the end of the period on 27 March 2000.	
	£		
emoluments	200,121		
contributions to money purchase pension schemes	2,280		
payments to third parties for directors' services	17,000		
	219,401		







Volkswagen
Literature and Advertising



Vodafone
Internal Communications



BP Europe
Communications



Dyson
Literature and Advertising

Experience includes

Imagination, Creative.

Warl Digital, Creative.

normalpeople, Creative Direction.

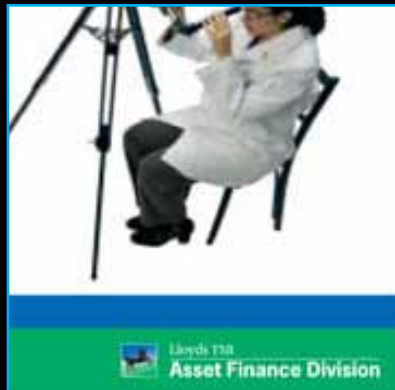
The Brand Union / Enterprise IG, Senior Creative.

CGI Brandsense, Senior Designer, London.

Pauffley, Senior Designer.

Tonic Communications, Design Director.

Maritz Europa, Senior Art Director.



Lloyds TSB AFD
Incentive and Awards Campaign



Skoda
Business Sales Toolkit



Art Sawa
Art Gallery Brand Identity



Hamra
Clothing Designer Brand Identity



uc.com
Brand Identity



Limitless
Brand Identity Guidelines



Ford Commercial Europe
European Sales Incentive



Pulse
Brand Identity

Further case studies and work are on

w jwlb.net

Brand Identity

Standard Bank, SA (Internal VI) Maritz BBC Asics Running Shoes MagicGrip normalpeople Limitless Hanson Afghan Hound Association Palamedees Afghans Pulse Tech Central Perk uc.com Al Khouli Lawyers 7DAYS Newspaper Roes Interiors Align Human Resources Dubai Festival City Guidelines Clearstream Hamra Clothing Anaqa Coconut Al Hokair Guidelines Art Sawa Banke OnLine Liquid Porcelain dxb250 luxury vehicles firefly agency enserv jump4 recruitment Projet Aviation

Digital

normalpeople hamra Pulse MagicGrip Vodafone Palamedees Afghans Astra Zeneca Actinic Software Roes Interiors Al Khouli Lawyers i2 Baird Dubai City Centre Broadsystems.com fish Design Maritz uc.com align Banke OnLine Dubai Luxury Homes

Literature

Rivoli Luxury Watches Maritz Insight Magazines Arabian Centres AlHokair Corporate HSBC Asset Management Knight Frank English Heritage Kudos Furniture Legrand ME Literature System Amadeus Hamra Fashion Show normalpeople agency brochure

Internal Communication

Lloyds Banking Group Amersham Health BAE Systems BP Europe Maritz “Good Ideas” Catalogue Ford Commercial Europe General Electric Sainsbury’s HSBC HSBC Midland Lloyds TSB Asset Finance Sony IBM Vodafone o2 survey Volkswagen

Advertising

IIR Leaders Conference Jazz FM – Mostly Mozart Jumeirah Beach Hotel Mirage Music Promotions Al Khouli Lawyers NDS Double Decker Central Perk 7DAYS Newspaper CBE Tonic Branding Formac

Exhibition Events

Pulse Exibiition uc.com exhibition uc.com AGM Coconut BAE Systems

Packaging

Actinic Software Pulse Tech Ifaderm Shampoo Central Perk Healthy Beast

Various

Cable&Wireless Axiom Cafe Shop Frontage Compaq Lloyds TSB Business Development Dyson UK IIR Dubai Leaders Conference Jumeirah Beach Hotel Skoda Automotive Legrand MEE ‘05 Kimberly Clarke 7DAYS Newspaper Comet Gain Records South Hill Park Veuve Clicquot Volkswagen Quartermile Automotive

What are the identities or brands that I have worked on or actually created?

There have been quite a few over the years. I have helped existing brands to develop, adapted current ones and then created a few from blank paper in many different arenas.