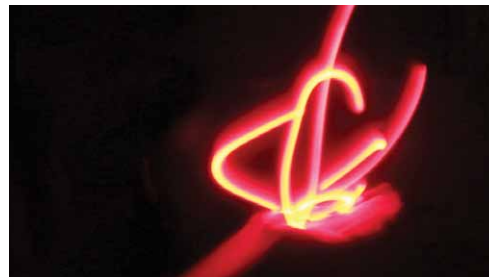
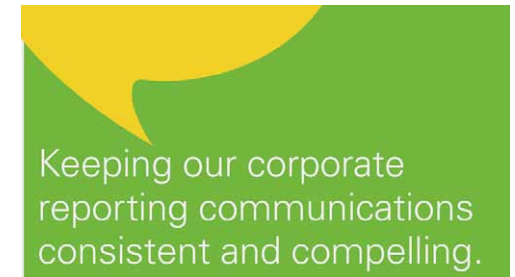


Neil Littman

Branding portfolio:05_14



Client list

Acton Homeless Concern
Actors Collective
The Association of Gardens Trusts
Barclays Bank
BP
Copy and Print.co
Geraldine Brennan
Creative London
Deloitte
eBay
Empac
Freshfields
GMC Property services
Hanson
The Infinite Gallery
London Business School
MDV
Nubix
Pharmacy Voice
Prime Features agency
Scarlet thread
Sinclair Pharma

Neil Littman

branding portfolio:05_2014

I have been a graphic designer for over 20 years specialising in corporate reporting and other areas of design.

My main experience has been in design for print including annual reports, corporate identity and employee communications. Have also worked on many interactive projects related to the above.

In addition, I have worked in print production and client liaison on several projects both in the UK and internationally, project management, directing corporate videos, writing and designing several corporate identity guidelines, commissioning photography and illustration and art directing photography in the UK and around the world.

This PDF shows a selection of the brands and identities I have designed for clients in the past three years.

My work can also be seen at www.neillittman.com

Specialist areas:

Brand identity

Print design

Corporate reporting

CR and sustainability reporting

Artwork and typesetting

Print production

Digital design

Acton Homeless Concern

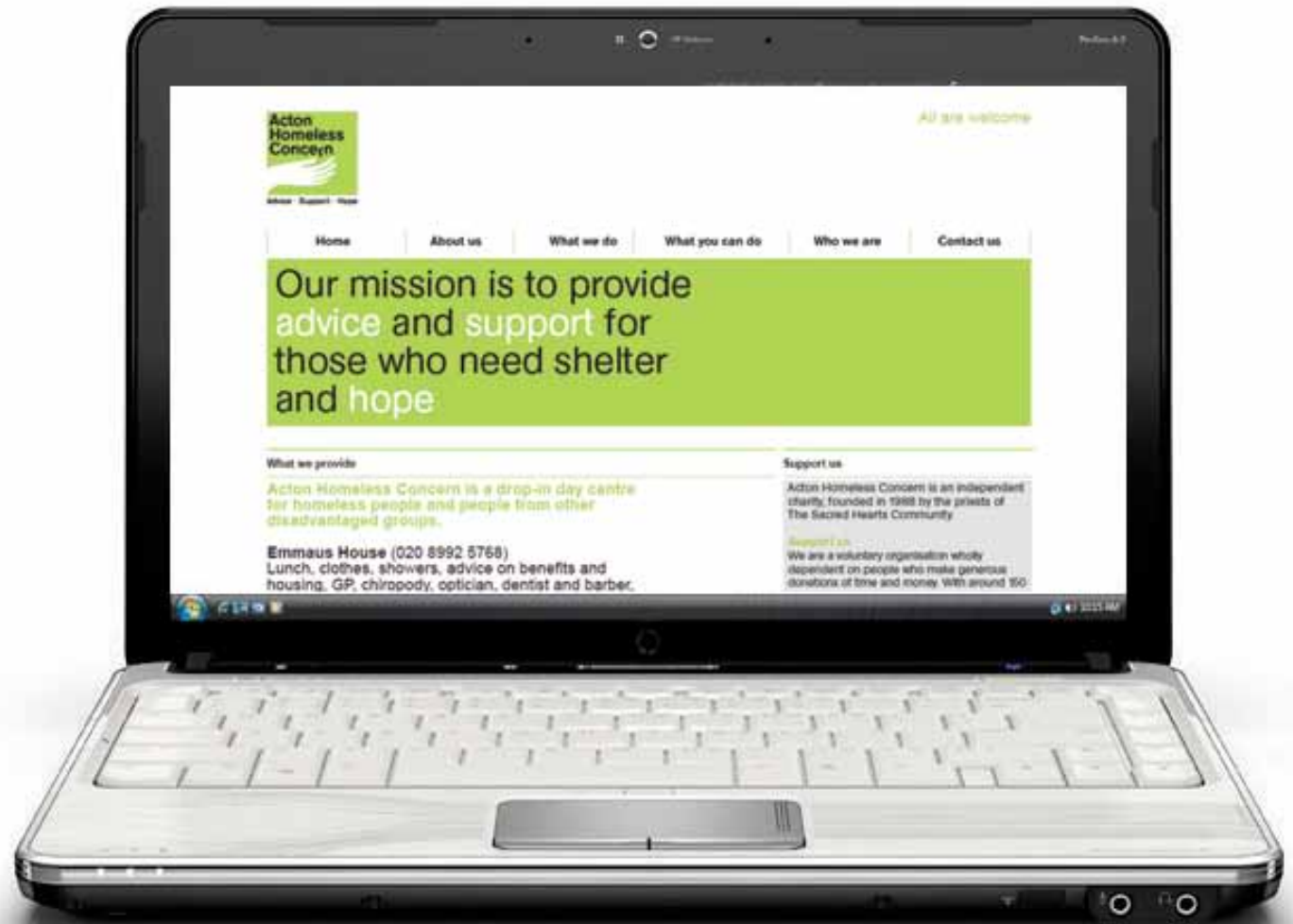
Identity and branding

For a charity for the homeless based in a church in Acton, West London.

Other materials produced included newsletters and fundraising initiatives.

www.actonhomelessconcern.org

Produced at farraday.com

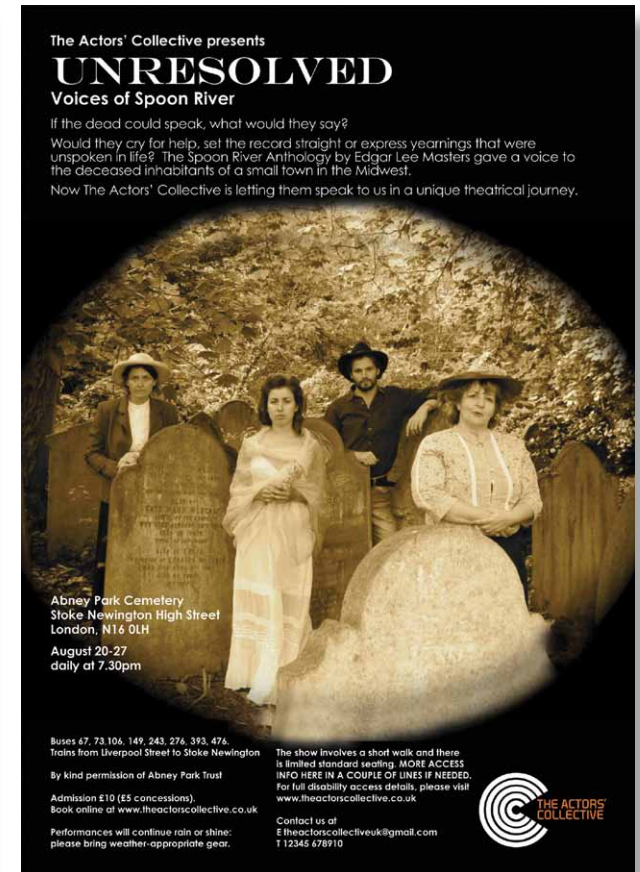
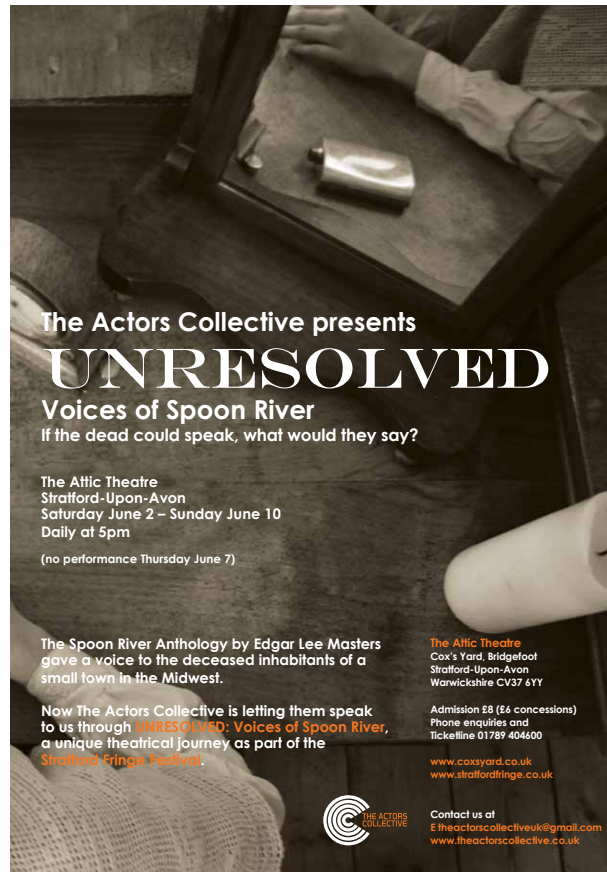


Actors Collective

Identity and branding
For actor's company established
in 2011

Poster and card for
performance in August 2011

www.theactorscollective.co.uk



The Association of Gardens Trusts

Identity and branding

Proposals submitted to a national organisation representing 36 County Gardens Trusts actively engaged in conserving, researching, documenting and caring for our heritage of parks, gardens and designed landscapes.

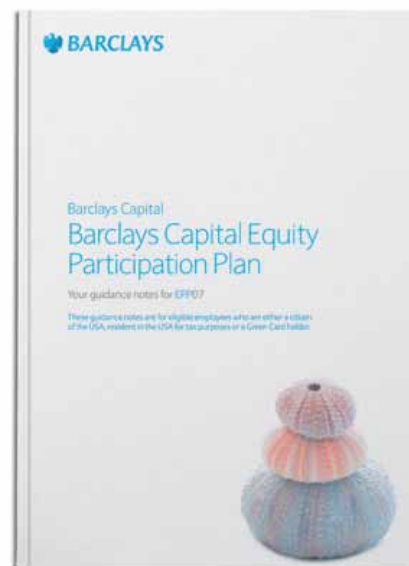
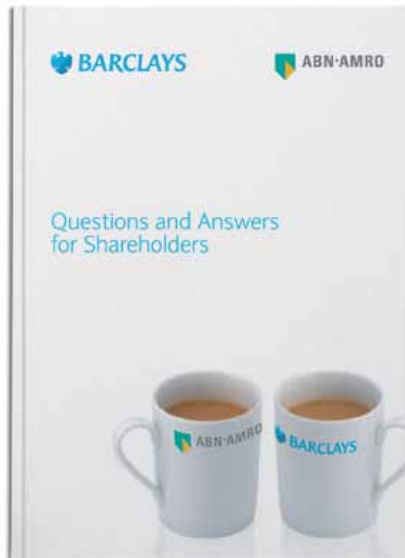
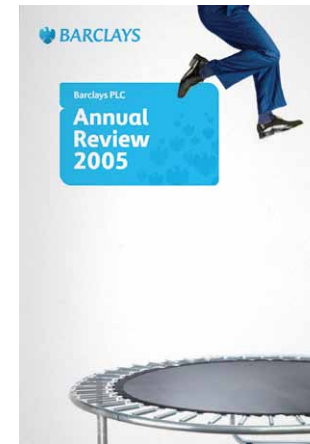


Barclays Bank.1

Using the new brand identity

Various projects including corporate reporting and employee communications.

One interesting aspect was that the agency I was working for were informed about the new brand before we were shown anything official yet we had to reflect it in a pitch proposal for the Annual Report and our 'guesswork' turned out to be surprisingly accurate compared to the identity when it was launched in 2005.



Barclays Bank.2

Brand visual language

Various projects including corporate reporting and employee communications



Why risk matters



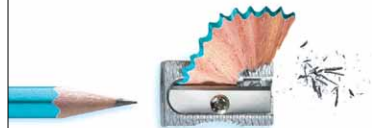
Protect



Challenge



Improve



Control



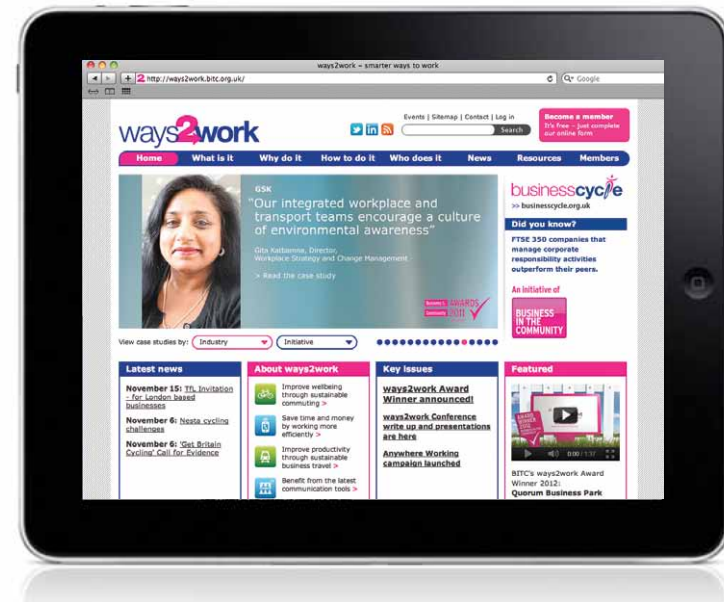
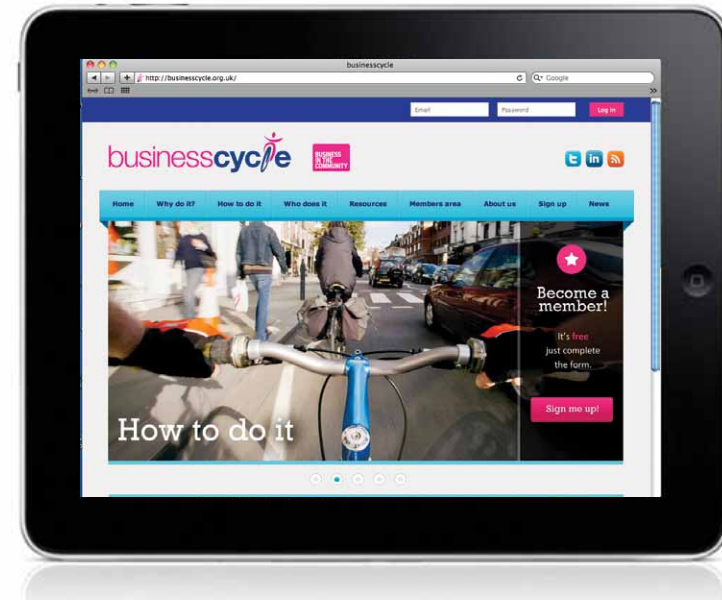
Business in the Community

Ways 2 Work and BusinessCycle
Identity, branding and websites for
travel initiatives.

Produced at farraday.com

businesscyc/e

ways2work



Writing Style Guide

The guide shows the preferred style for BP's corporate reports – in print and online – in terms of spelling, presentation and formatting. It also sets out the way language is used to keep communications interesting and compelling to their many audience groups.

BP writing style guide

Keeping our corporate reporting communications consistent and compelling.

When in doubt

You can also refer to the Oxford English Dictionary or the Oxford Style Manual if you're in doubt about a particular point.

Full stops

Insert a single, not double, space after a full stop before starting the next sentence.

See Abbreviations on page 12.

Don't abbreviate

Don't abbreviate
Commonly used words
Monday (not Mon)
August (not Aug)
Lubricant (not lubes)
Communications (not comms)

See Dates on page 14.

Geraldine Brennan

Website and identity for freelance
journalist and editorial consultant

www.geraldinebrennan.com



Geraldine Brennan
Editorial services and consultancy
49 Sumatra Road
West Hampstead
London NW6 1PT

t+f 0207 431 3146
m 0776 660 1610
e gbrennan@dircon.co.uk
w geraldinebrennan.com



Copyandprint.co

Website and branding for specialist
print company

www.copyandprint.co



Creative London (Booz & Co)

Name and creation of brand identity for in house creative team.

Included various applications both online and in print and sub branding for internal projects.

These projects were produced during a 6 month period when I was acting as mentor and Creative Director to members of the in house design team.



creative.london



managing the design process

1. **what is the deadline?**
agree the delivery date
2. **how long will it take to produce?**
manage the deliverables within the deadline
3. **managing expectations**
make the most effective use of your time
4. **what are the key qualities?**
define the issues key messages
5. **understand the copy**
is your client communicating effectively?
if not, suggest alternatives and reflect your understanding of the brief back to them
6. **concept stage**
start designing concepts

creative.london

Brands for eBay's internal use including eWIN which is the support network for its female employees.

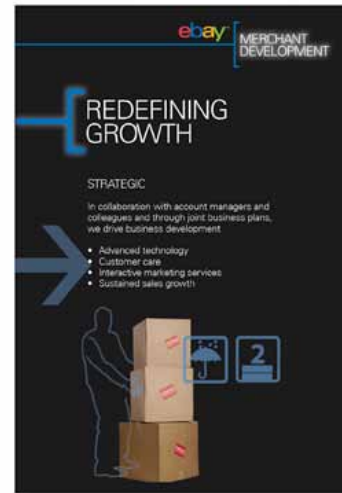
The objective was to encourage women to engage in initiatives aimed at promoting their development within the organisation.

Produced at farraday.com



Employee engagement programme

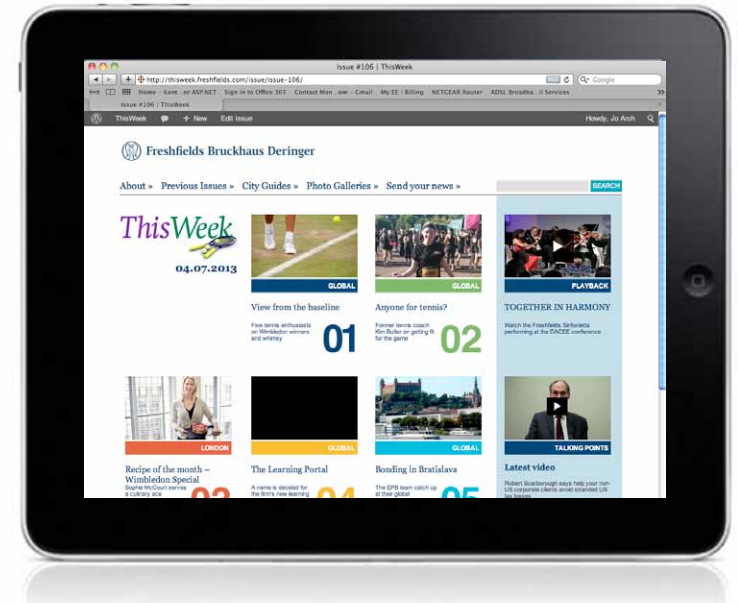
Produced at farraday.com



Freshfields

Quarterly banner for 'This Week'
e-newsletter to employees

Produced at farraday.com



Geri Gold

Website and branding for actress promoting and performing shows in London and Edinburgh

www.gerigold.co.uk



Identity for handyman and
property maintenance services



GMC property & handyman services



**GMC property
& handyman
services**

Professional, friendly and reliable service.
No job too small.
Free no obligation quote.

Call now:

01483 419 751
07769 933 206
channellgeorge@gmail.com



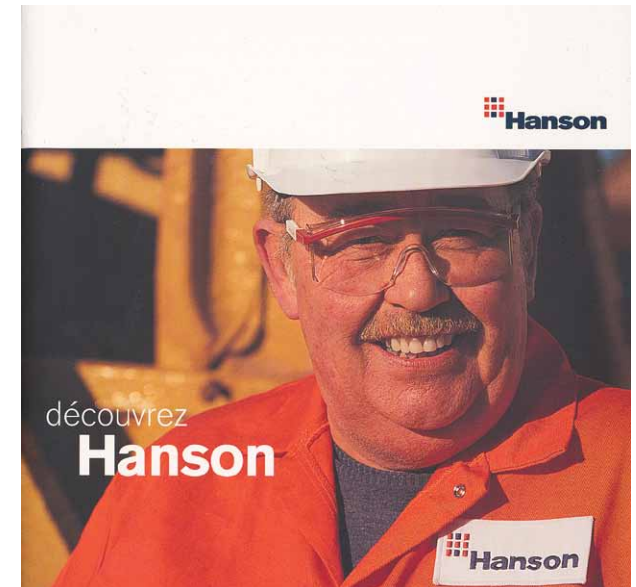
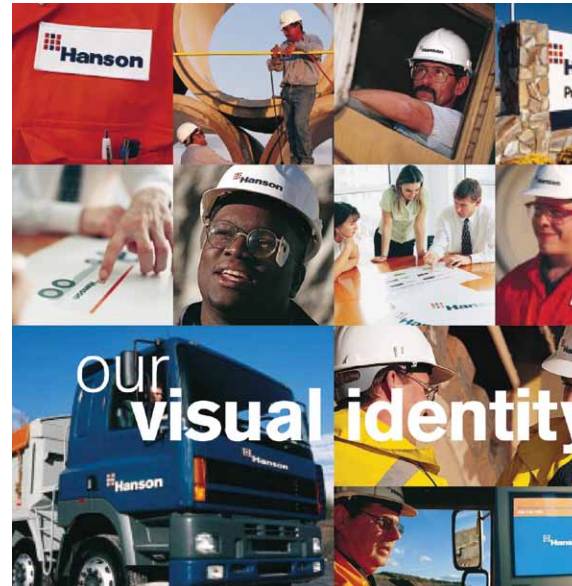
Special offer:

New customers receive
a 10% discount*



*10% discount received on all jobs over £100, offer does not
include any materials purchased, valid on labour only.
Offer valid until 28th February 2011.

For one of the world's largest producers of materials for the construction industry.



Hanson Heavy Solutions *Exposure*

Third level
Site directory
Personcut style

- 1 Location name** Akizden Grotsek bold
color: black
- 2 Telephone number or welcome to** Akizden Grotsek regular
color: black
- 3 Caution wording** Akizden Grotsek bold
color: white on Hanson Mineral Blue
- 4 Direction and information wording** Akizden Grotsek regular
color: white on Hanson Mineral Blue

Hanson

Welcome to
Princeton Quarry

Reception

Visitors car park

Information

All visitors must report to
the Weighbridge adjacent to
unit office

No horns to be sounded
EXCEPT in emergency

2
1
4
3

Hanson

Welcome to
Princeton Quarry

YOU ARE HERE

FREE SERVICE
RESPONSE

- 1 Location
- 2 Stock Collection
- 3 Self Park
- 4 Intakes & Deliveries
- 5 Reception & Offices
- 6 Traffic Office
- 7 No Parking Zone

24 Hanson Identity Guidelines vehicles

Hanson De Vreese & D'Hoore mixer vehicle

500mm logo on cab door

Drum axis

Logos positioned parallel to drum axis

Logo is scaled to match drum size

500mm logo on vehicle front

Size of logo on front should match door logo if possible

(Can be reduced to 450mm min if space is insufficient)

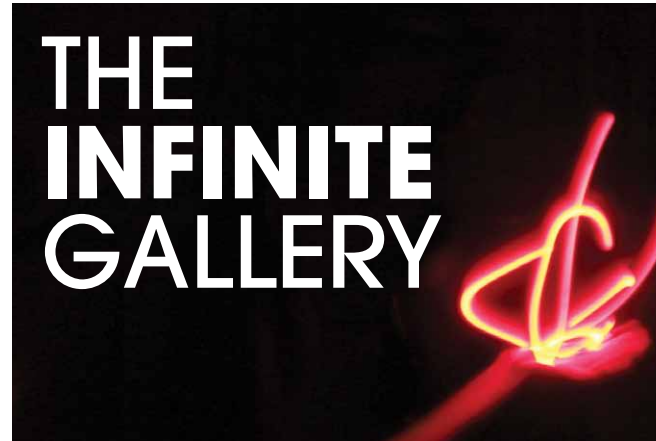
Hanson logo on vehicle front may use minimum one square of 'Marque' safety area if necessary (Preferred area = two squares)

The Infinite Gallery

Brand identity

For a business reproducing paintings and artwork from galleries for home and business use.

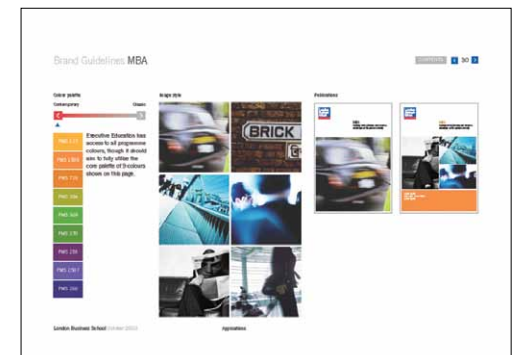
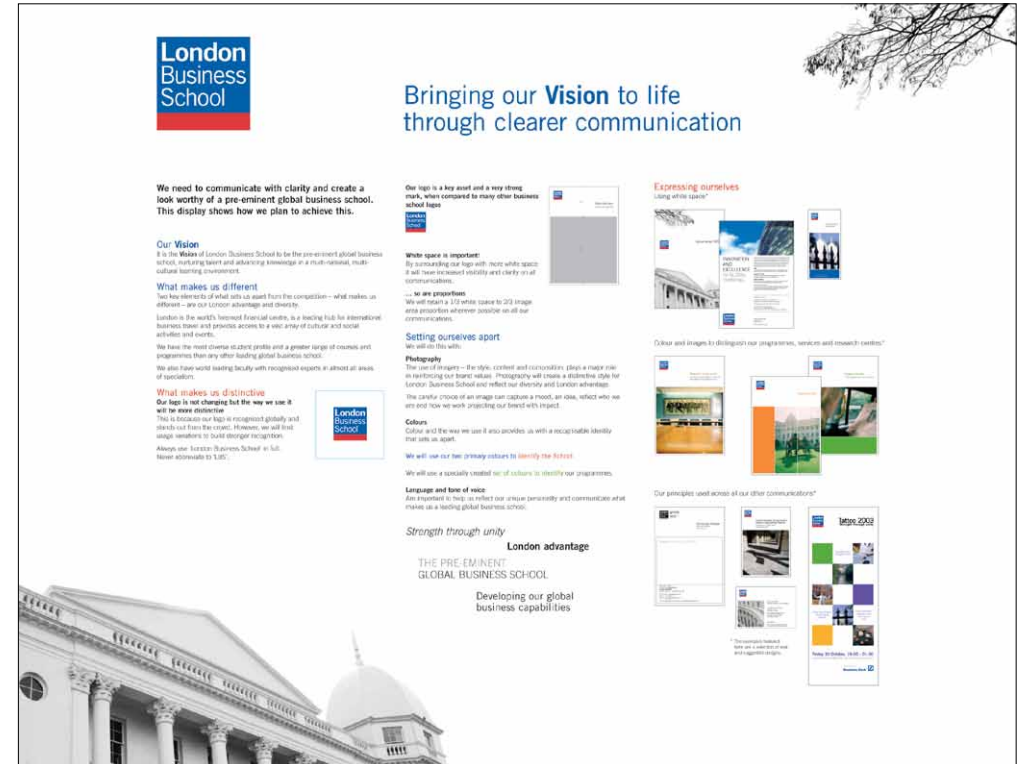
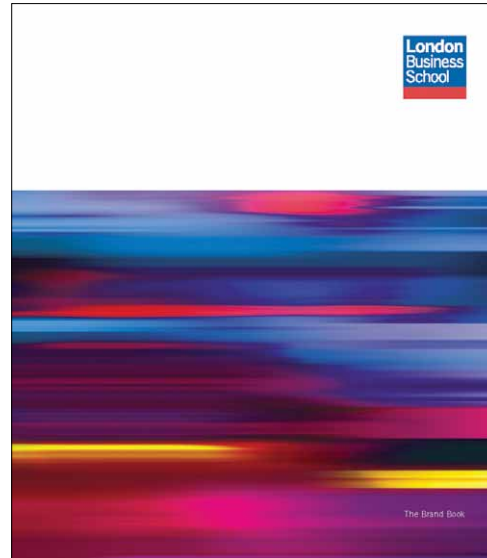
Light paintings created by Fabian Bowes-Richley



London Business School

Logo and full identity program

Logo designed in 2001 and fully implemented with further branding in 2004.



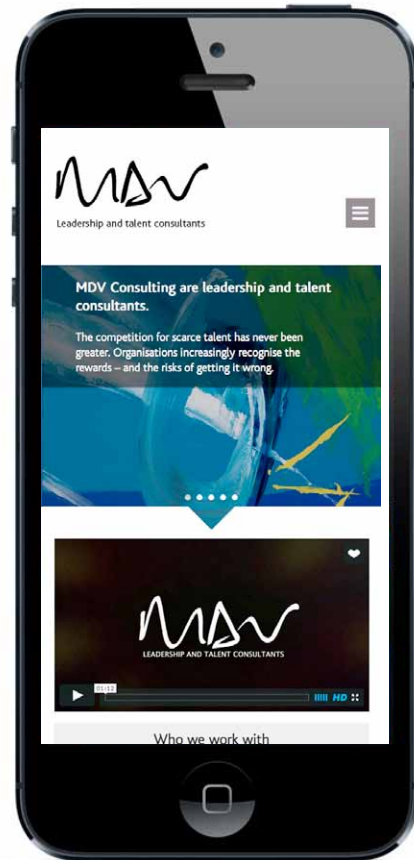
MDV

<http://mdvconsulting.co/>

Brand identity and website for
Leadership and talent consultancy
firm.

Optimised to work responsively on
different media.

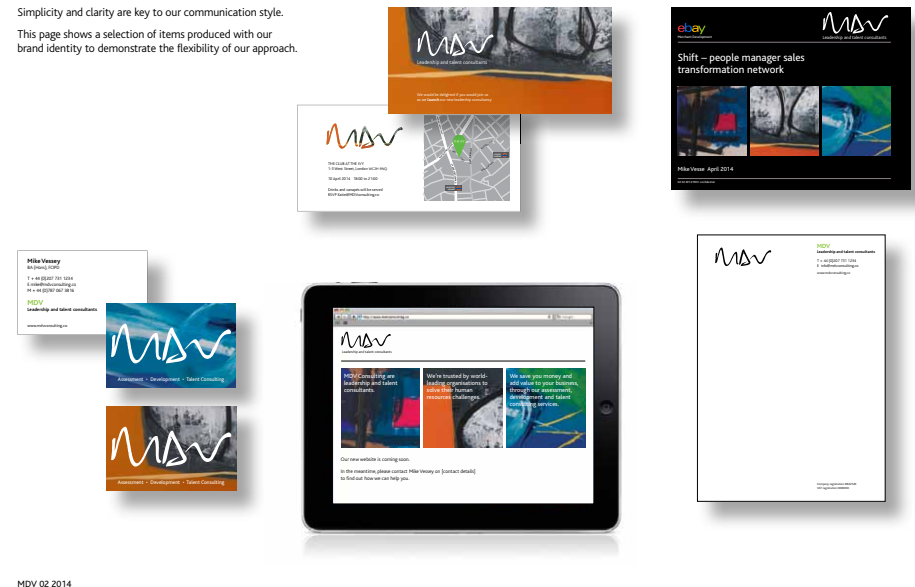
Produced at farraday.com



Applying our brand

Simplicity and clarity are key to our communication style.

This page shows a selection of items produced with our brand identity to demonstrate the flexibility of our approach.



Mouse (AKA Mike Laslett-O'Brien)

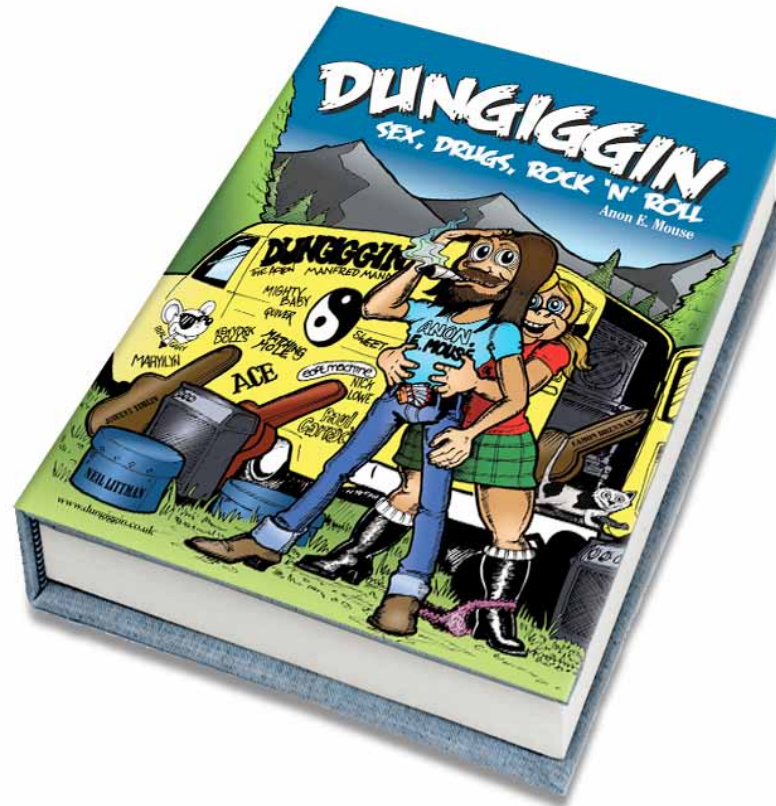
Book cover designed for a light hearted account of life on the road and rock 'n' roll in the 60's

Mouse was a roadie for well known bands. His mother, Rhaune, started the Notting Hill Carnival.

Illustration: John Timlin

Website and merchandise by Eamon Brennan.

Book to be published
Autumn 2014

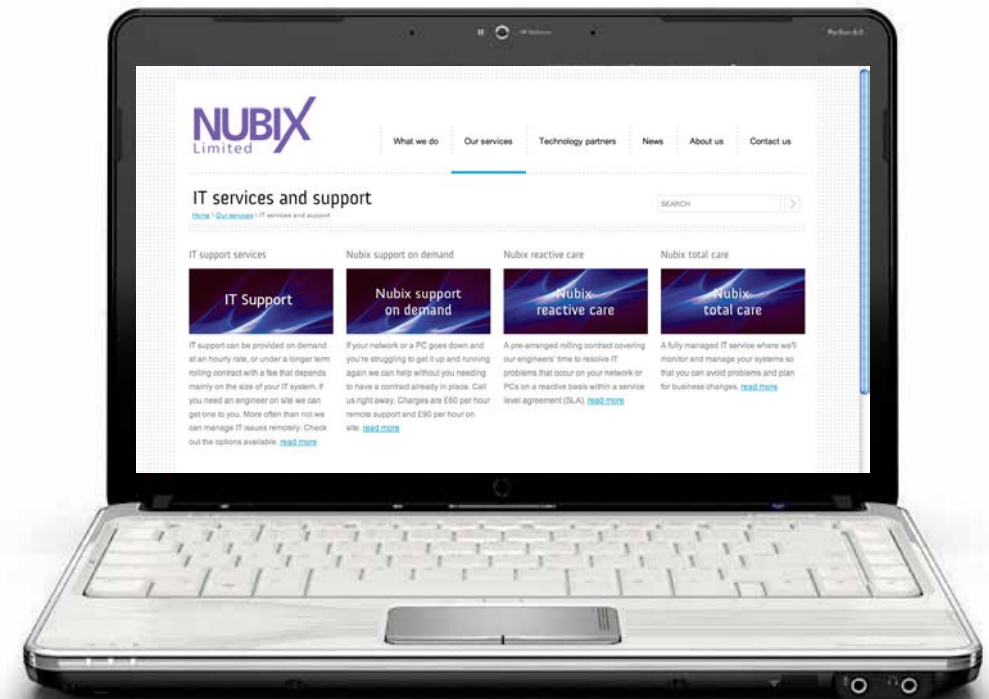
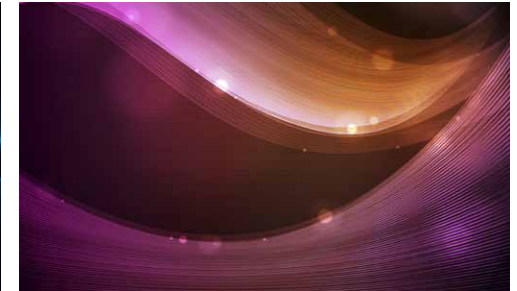


Nubix

Branding and website

Technology services and
support company

www.nubix.co.uk



Branding and identity

The national organisation representing pharmacists in the UK.

www.pharmacyvoice.com

PharmacyVoice

Speaking up for community pharmacy



POET

Website and brand identity

Organisation promoting opera for schoolchildren. Site includes a content management system to update the programme of events

www.poetopera.com



Prime features agency

Logo, identity and website

Freelance journalist starting up
a news features agency.

"A little bird told me"

www.primefeaturesagency.com

**Prime**
features agency
Real people, real stories



Prisoners of Conscience

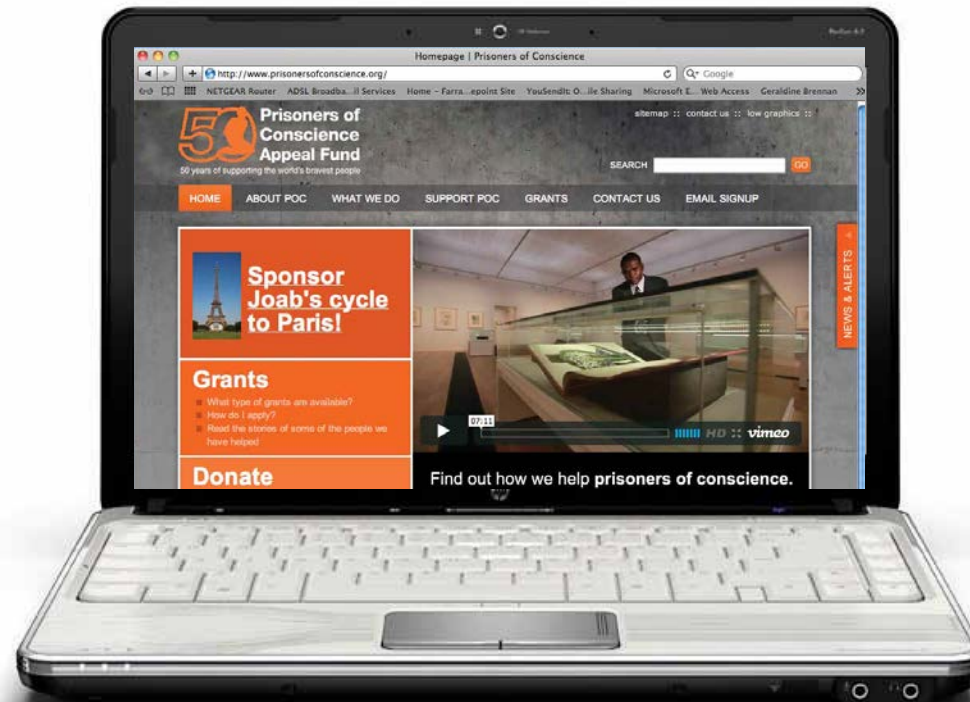
50th Anniversary logo

Originally established in 1962 as the relief arm of Amnesty International, they are a separate charity and the only agency in the UK making grants specifically to prisoners of conscience - individuals who have been persecuted for their conscientiously-held beliefs, provided that they have not used or advocated violence.

www.prisonersofconscience.org



50 years of supporting the world's bravest people



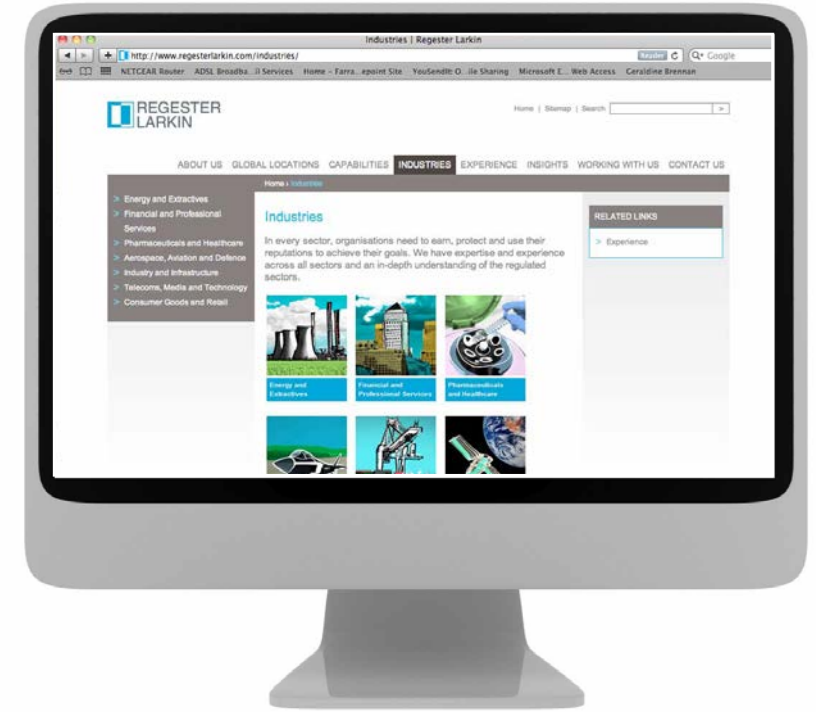
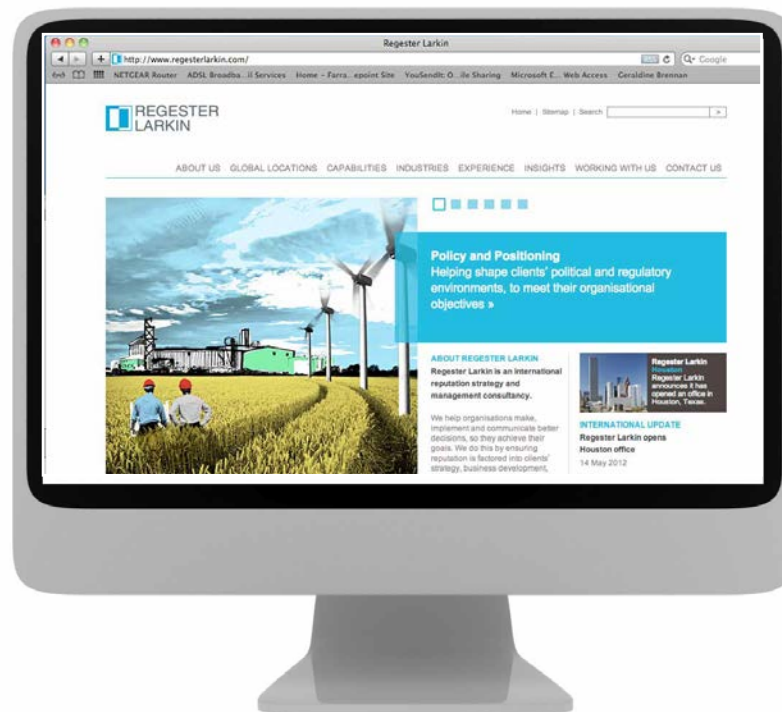
Regester Larkin

Logo, identity and website

Regester Larkin are an international reputation strategy and management consultancy.

www.regesterlarkin.com

Produced at farraday.com



Scarlet Thread

Logo, identity and website for theatre company

www.scarleththreadproductions.com



Mike Laslett-O'brien AKA 'Mouse'

Zeitgeist 66

Poster and graphics for an event at The Tabernacle Theatre, Notting Hill, London to promote the first ever concert by Pink Floyd in London in September 1966.

Poster printed in four colourways

www.zietgeist66.com



Logos 1990-2013

Contact details

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