

CHRIS PLACE

design packages

CRAFTED BY EXPERIENCE

FOR START-UP AND SMALL BUSINESSES LOOKING FOR AN EDGE



WORKING IN THE CREATIVE
DEPARTMENT SINCE 2002

graphic –
designer



CHRIS PLACE

crafted by. experience



I can most definitely say I've been doing this for a while - Over two decades in fact. Two decades of decisions, wrong turns, smiles, drama and delight, learning my craft in global agencies. What this means for you is that you can put your trust in someone who's done the job for countless brands all over the world, maximising your investment with an experienced designer.

If you'd like to know anything about the services detailed in this document, just let me know.

chris@chrisplace.co.uk

**graphic –
designer**

CRAFTED BY EXPERIENCE.

6 DAYS

CHERRY
PIE!

logo design

The logo, the most identifiable asset of any brand.
The cherry on top of a perfectly baked cake.
The tasty treat that tops out all those delicious layers - I always use a cake to illustrate what a brand is - many layers all working together as one to create something wonderful. But I get it, sometimes you just want the cherry.

This process has crafted many logos, for various clients, the reason why it works so well, is that you are invested and involved all the way through the process, keeping you up-to-date and in control.

As always if you have any questions then please shout up.

INPUT

- **BRIEF** (business description and values)
- **5 ADJECTIVES** (for a direction)
- **MOODBOARD** (what styles you like)
- **COMPETITION** (who's your top 3 competition)
- **CONTRACT** (signed so we can crack on)
- **DEPOSIT** (30% up front)

OUTPUT

- **RESEARCH** (what's going on with competition)
- **SKETCHES** (exploration of 5 adjectives)
- **VIBES PRESENTATION** (initial vibes and styles)
PICK A VIBE - WHAT CONNECTS BEST WITH YOUR AUDIENCE?
- **REVISIONS** (take feedback and explore)
- **DESIGN PRESENTATION** (3 routes explored)
APPROVE ONE ROUTE TO FINALISE - WRITTEN SIGN OFF
- **REFINEMENT** (polished execution of logo)
- **1 PAGE STYLESHEET** (how to use the logo)
- **LOGO PACKAGE** (delivered once fully paid)



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graphic –
designer

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14 DAYS

visual identity

FOR
SALE!

The visual identity system, as previously mentioned all those layers of the cake wonderfully constructed to give the most perfectly balanced brand cake.

Brands need to earn trust in today's busy world, and a good consistent brand helps to deliver that trust. If something looks the part, it is the part.

A visual identity system is exactly what it says on the tin, it is the visual glue that connects a brand's appearance through colour, typography, image styling and much more.

A visual identity uses business values at its core, that helps keep an identity on track and ensure that it delivers the right aesthetic for the right audience.

If you're not sure on what some of this means, there are some examples in the back of this document, if you'd like to discuss anything then please get in touch.

INPUT

- **BRIEF** (what do you want to achieve, goals etc.)
- **COMPETITION** (who's your top 5 competition)
- **COMPANY MISSION** (what's your reason)
- **TARGET AUDIENCE** (who and why they matter)
- **POSITIONING** (traditional or modern etc.)
- **TONE** ('waaaasssup' or 'good afternoon')
- **CONTRACT** (signed so we can crack on)
- **DEPOSIT** (30% up front)

OUTPUT

- **RESEARCH** (seeing what's going on)
- **MOODBOARDS** (exploration of INPUT)
- **VIBES PRESENTATION** (3 x vibes and styles)
PICK A VIBE - WHAT CONNECTS BEST WITH YOUR AUDIENCE?
- **DESIGN PRESENTATION** (1 route explored)
- **REVISIONS** (take feedback and explore)
APPROVE DESIGN CONCEPT - WRITTEN SIGN OFF
- **VISUAL IDENTITY SYSTEM** (working it all out)

LOGO / TYPOGRAPHY / COLOURS /
ICONOGRAPHY / SUPPORTING GRAPHICS /
ILLUSTRATION / PHOTOGRAPHIC STYLE /
MOCKUPS / GUIDELINES



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designer

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rōnin

HIRED
SWORD!

A MASTERLESS SAMURAI - A HIRED SWORD WILLING TO YIELD FOR ANY MASTER.

Okay you got me, I am no samurai. I just like the expression of a rōnin. In feudal Japan, a rōnin was a type of samurai who had no lord or master. Someone who finds the way without belonging. So just a fancy freelancer right? Well yes, you could call it that. I've worked in big agency land for over 15 years and have learned a great deal, I understand agency dynamics, the workflow is always different, but the dynamics are always the same. We need stuff doing smart and sharp, oh and we have a client presentation in the morning.

Some ideas of what I can achieve with my rōnin services are in the back of this document.

For rōnin day rates please get in touch.
chris@chrisplace.co.uk

WHAT I CAN OFFER

- WORK REMOTELY ANYWHERE
- WORK 'IN AGENCY' NORTH WEST ENGLAND
- WORK HYBRID 'IN AGENCY' UK
- WORK IN FANCY DRESS SAMURAI*

WHAT ARE MY SKILLS

- ART DIRECTION
- BRANDING
- CREATIVE DIRECTION
- DESIGN
- DIGITAL
- IDEATION
- LEADERSHIP
- MENTORING
- PRESENTATION DESIGN
- TYPOGRAPHY

*Jokes.



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RATES AVAILABLE ON REQUEST - NO JOB TOO SMALL - PLEASE GET IN TOUCH

graphic –
designer



CHRIS PLACE

some work

BRAND
DEMAND!

CREATIVE
SIZZLE!



My main specialism is working with businesses to craft brand identities that work uniquely for them. The feeling when you get a design just right for a client is unbeatable, the dopamine of design.

I'm always on the lookout for new brand experiences and keep my ear to the ground when it comes to trends and issues within the wider branding community.

That said, I have years of experience in many forms of creative production and would be happy to discuss any projects or any creative challenges that you are facing - I've just popped a few examples of my work on the following pages.

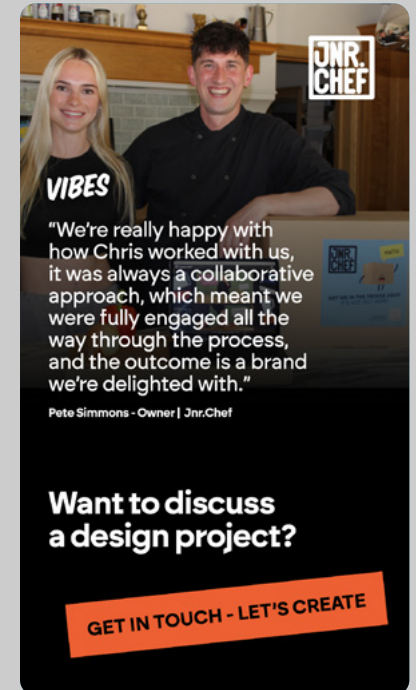
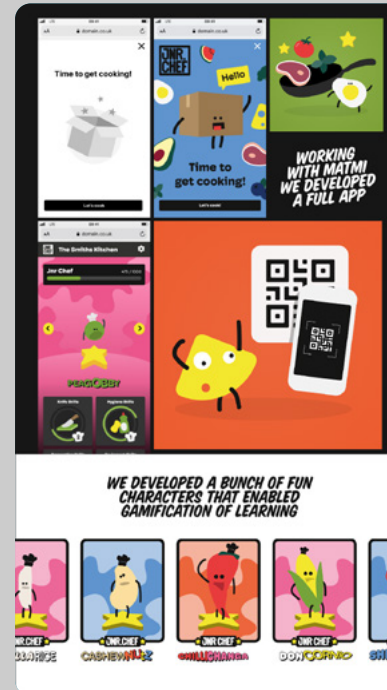
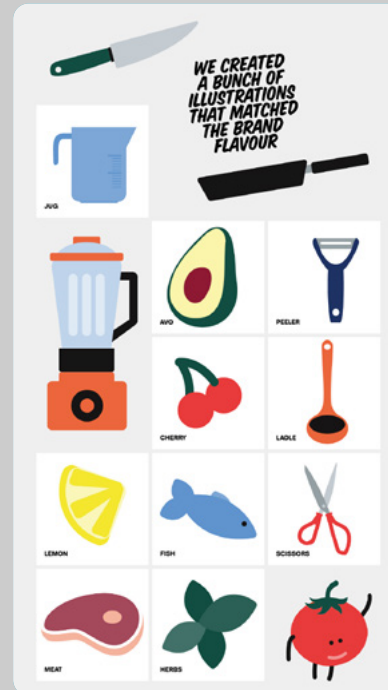
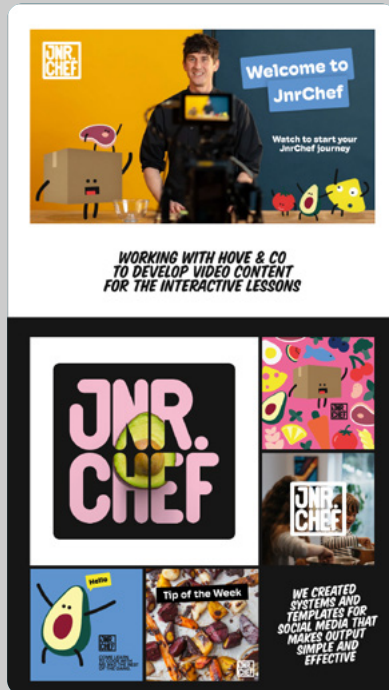
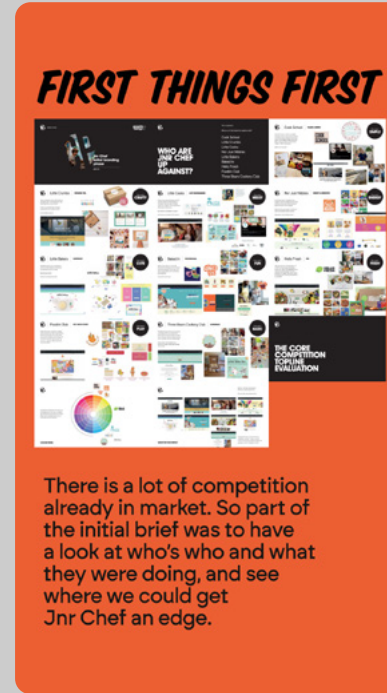
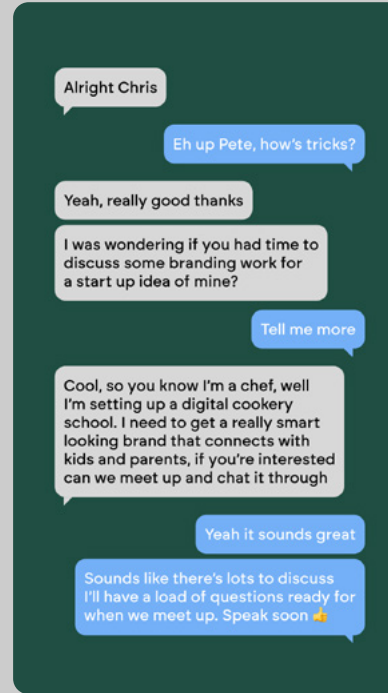
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designer



VISUAL IDENTITY

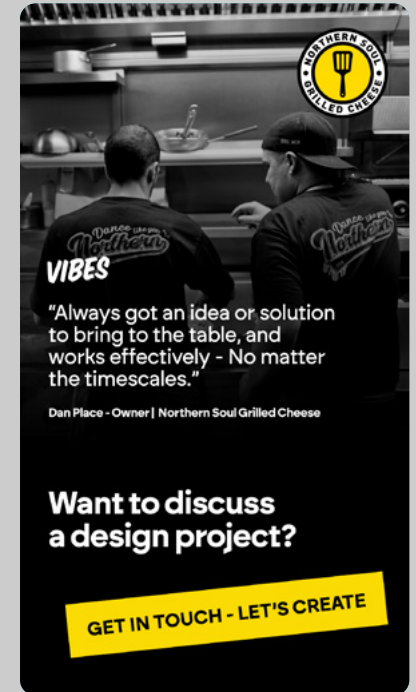
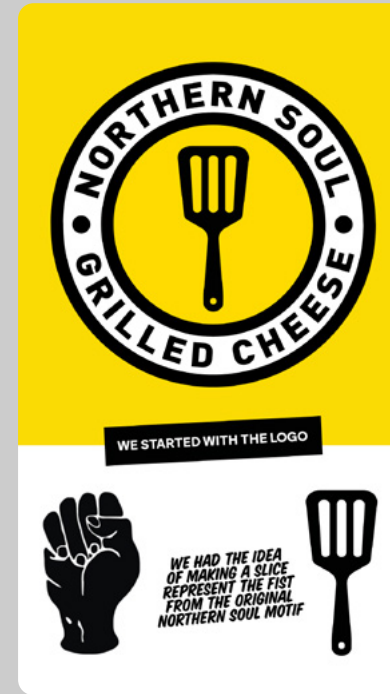
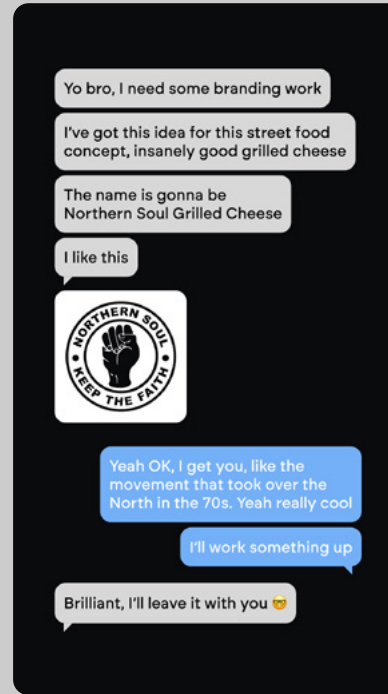
Jnr Chef is An app based digital cookery school, they had a unique challenge that they needed the brand to appeal to both adults and kids. The adults needed to trust and connect, the kids needed to engage and interact. Shown here is a taster of the brand journey.





VISUAL IDENTITY

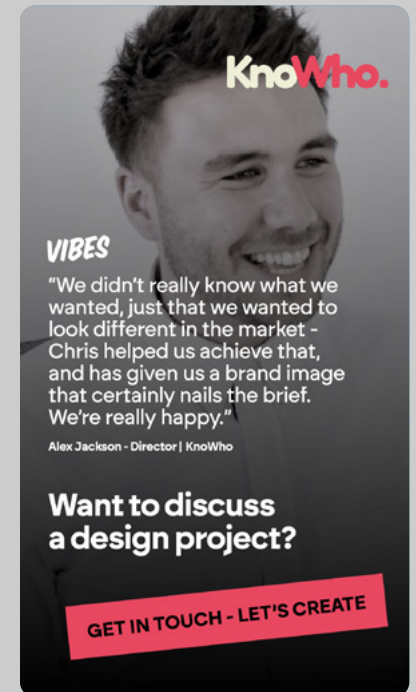
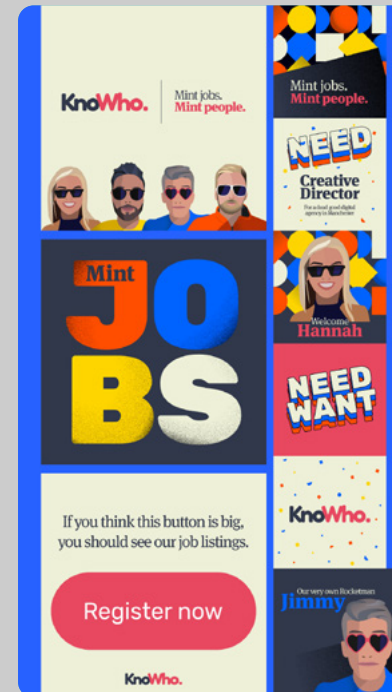
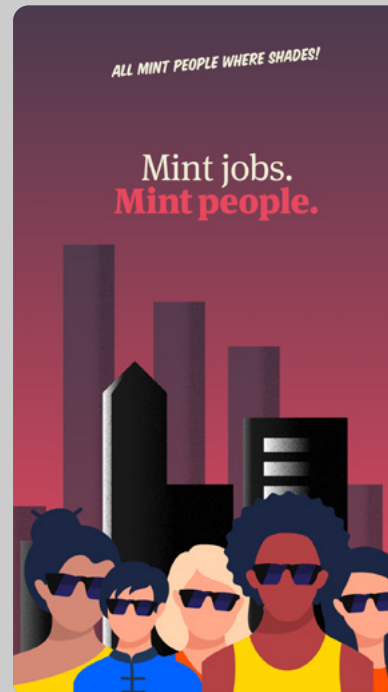
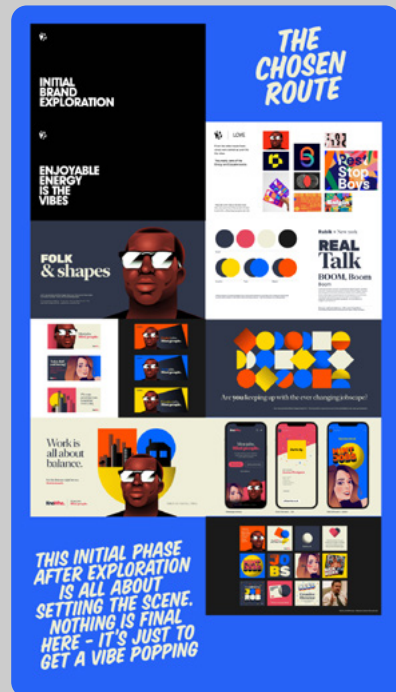
Northern Soul Grilled Cheese started its life as a pop-up in a shack, it has since grown as a business, but always stuck true to its bold iconic design system. They wanted to be able to tap into the Northern Soul dance movement and give that warm feeling - the brand needed soul!

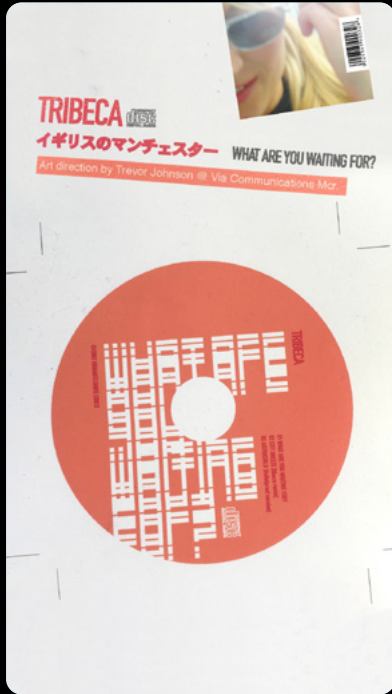
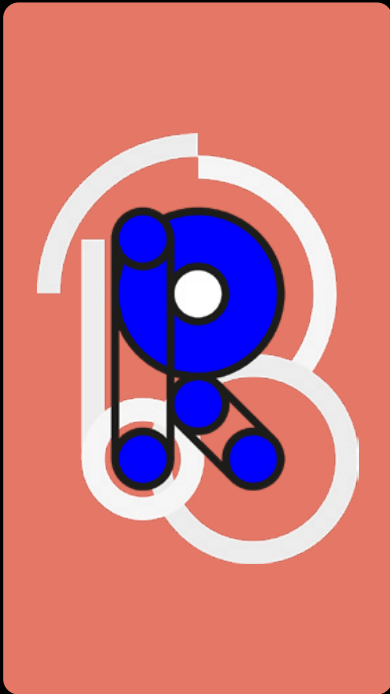


KnoWho.

VISUAL IDENTITY

KnoWho are a successful recruitment company based in the North West of UK, they came to me with a logo, but needed the brand building out. They had the 'cherry' but needed the 'cake' - We worked together to closely define KnoWho's image and how they would appeal to tech savvy souls.







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