



# MATT INGHAM-DEMPSTER

Graphic Design | Art Direction | Branding

[graphic-design-leeds.com](http://graphic-design-leeds.com)

# CBVIT



## BRANDING & PACKAGING

I created the branding and packaging for this premium CBD company. The packaging features foil blocking on the silver areas and a spot varnish on the coloured elements.

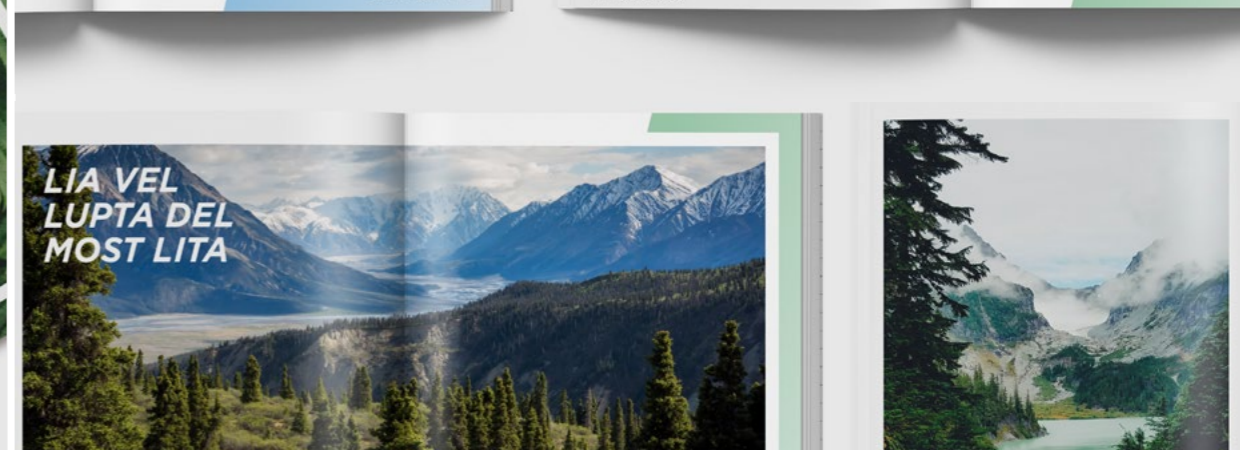
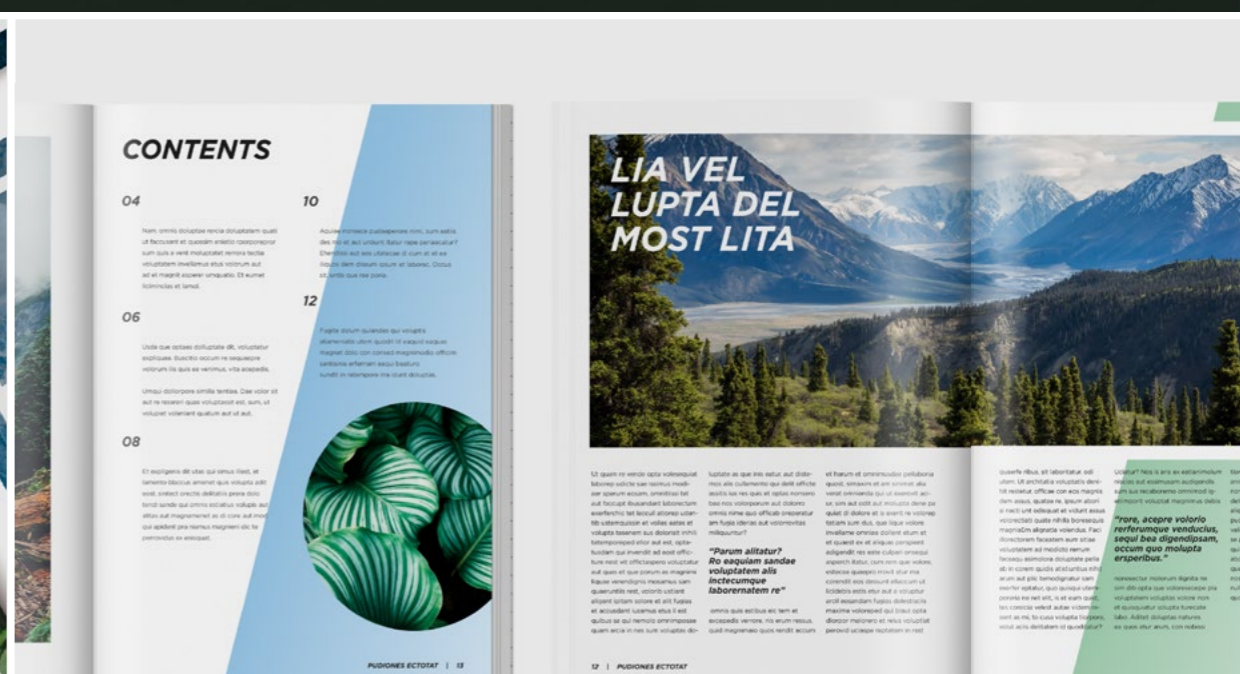


# BE THE CHANGE



## BRANDING

This branding project created the identity for an environmental charity. The charity had several divisions including a magazine, festival and community events.

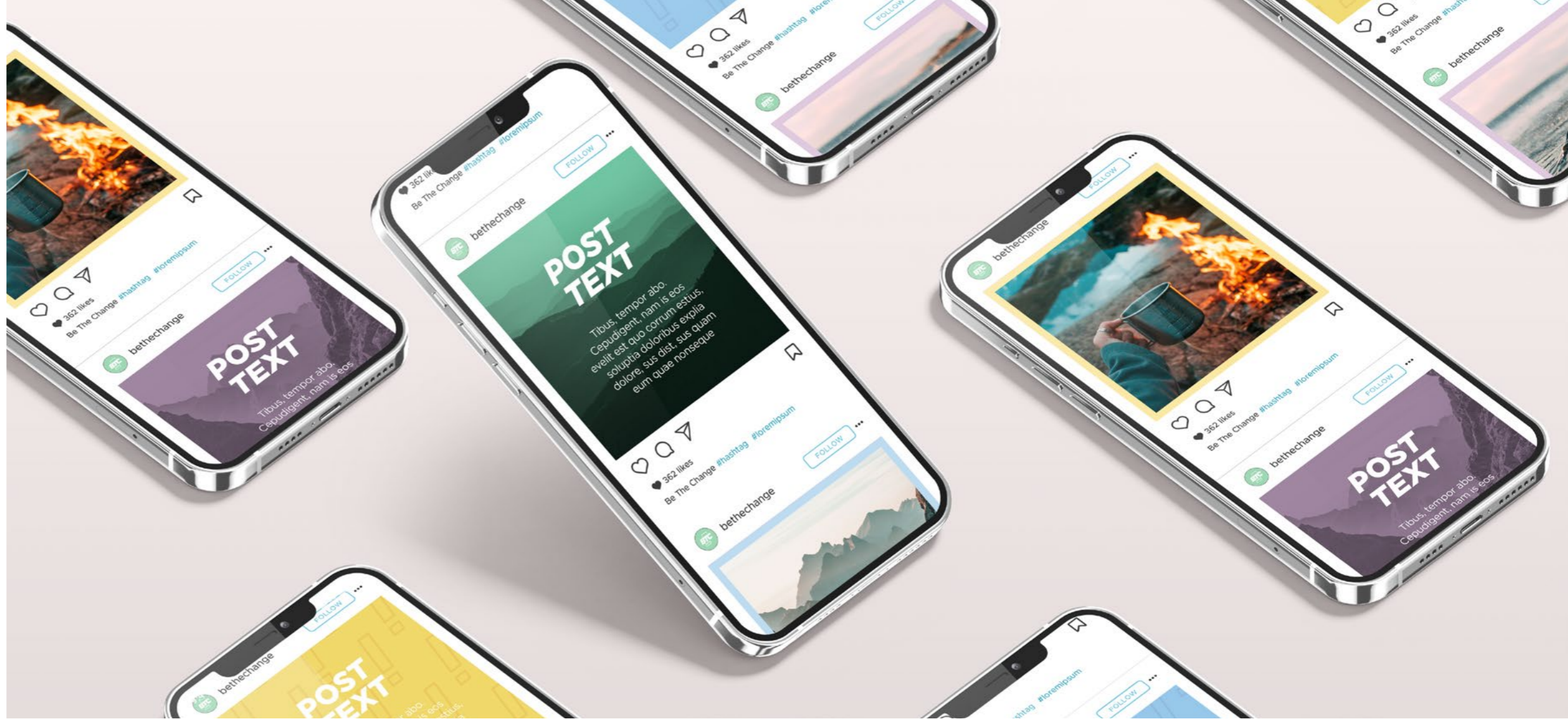


# BE THE CHANGE



## BRANDING

The sub-brands were segmented with colour and additional logos. This approach allows for clarity within the brand, and flexibility when creating content.



<p><b>LOGO</b></p> <p>The primary logo for Be The Change is bold and dynamic. The version of the logo should be used in most instances where a logo is required. Variations of this logo are available for Pastors, Events, and Magazines.</p>		<p><b>COLORS</b></p> <p>To ensure consistency across all brand materials these colors should be primarily used on design. They represent each of the areas the Be The Change covers, but all colors can be used where appropriate regardless of the asset being created.</p> <table border="1"> <tr> <td><b>PANTONE 244C</b> C42 PMS 272 RD HEX 209E 8749</td> <td><b>PANTONE 7427C</b> C21 PMS 123 BK HEX 0072 2406</td> <td><b>PANTONE 291C</b> C42 PMS 123 BK HEX 0000 2425</td> <td><b>PANTONE 290C</b> C21 PMS 179 BK HEX 0072 4918</td> </tr> </table>	<b>PANTONE 244C</b> C42 PMS 272 RD HEX 209E 8749	<b>PANTONE 7427C</b> C21 PMS 123 BK HEX 0072 2406	<b>PANTONE 291C</b> C42 PMS 123 BK HEX 0000 2425	<b>PANTONE 290C</b> C21 PMS 179 BK HEX 0072 4918	<p><b>LOGO</b></p> <p>The primary logo flexes with those colors. They should be used where appropriate when dealing with the different parts of Be The Change.</p>
<b>PANTONE 244C</b> C42 PMS 272 RD HEX 209E 8749	<b>PANTONE 7427C</b> C21 PMS 123 BK HEX 0072 2406	<b>PANTONE 291C</b> C42 PMS 123 BK HEX 0000 2425	<b>PANTONE 290C</b> C21 PMS 179 BK HEX 0072 4918				
<p><b>LOGO</b></p> <p>To ensure maximum impact and brand coherence the logo should not be overlaid. When adding the logo to digital assets take in mind the safe area suggested here.</p>		<p><b>FONTS</b></p> <p>Communicating key messages is made easier with a strong type hierarchy. Following this simple hierarchy will allow all through of messaging with its event, topic, date, and time, or content in the magazine.</p> <p>Gotham Bold Italic: <b>HEADINGS</b></p> <p>Gotham Book Italic: <b>SUB-HEADINGS</b></p> <p>Gotham Book: Borem volorb usdaesti a porum sedi cum corions equaspati doluptatet fuga. Natespeme matemolore dolent porati dolonest accipere molorio sapitamus. Ur ea aliqui officiat: sed dicit volupus tequisimus et es miit, eaerclit min rem eaquisperum eumqui algerienis erratquia pos et apidi incto incht et harum ut eum volendam qui odiam cum, officii mi, tem et qui debet estrum que sit pore a dolupta sperferem. Namusam ne ex evienlia non coniectem essimporia debet ab invnes equati cultut ut pronehendi am quo quam cum quis reseque postora orepuamus, sa esto beia quassunt la qui suntum volesto debet etur? Qui ipsandi tionseguas illit estessum que prate et lam sumque non endam fuga lam dolupta tores pa et plaborem duntium facullita nit qui alibuscid eos autem aliquos sequas ant volo doluptati solest</p>	<p><b>MAGAZINE SPREADS</b></p> <p>Example magazine spreads to follow</p>				

# MCGARGLES



## BRANDING / PACKAGING

I produced this rebrand concept for a pitch to McGargles, an Irish craft beer brand. Going up against the incumbent agency I decided a bold new direction was required to get our pitch noticed.



# EVOLVE



## BRANDING / PACKAGING

I created the brand and packaging for this range of orthodontic brackets. I also created the product illustrations.



# SILVER CROSS HERITAGE PRODUCTS



## BRANDING / PACKAGING

I created this range of packaging while working in house at Silver Cross. I used archive images to produce a collage reflecting the heritage of the company to use as the background to the packaging.



# WILLIAMS COFFEE BAR



## BRANDING

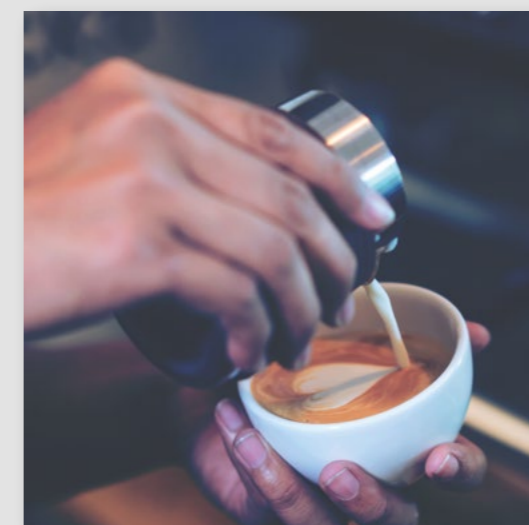
I created this rebrand for Morrisons' in house coffee bar featured many elements including menu boards, table talkers, murals and loyalty cards. The use of a minimalistic logo and contemporary photography style revitalised the brand.



COFFEE	Regular	Large
Cappuccino	£1.95 91 kcal	£2.30 122 kcal
Latte	£1.95 101 kcal	£2.30 135 kcal
Mocha	£1.95 182 kcal	£2.30 243 kcal
Americano	£1.65 2 kcal	£2.10 3 kcal
Flat White	£1.95 105 kcal	
Espresso	£1.40 1 kcal	
Double Espresso	£1.75 2 kcal	
Babyccino	50p 114 kcal	

HOT DRINKS	Regular	Large
Tea	£1.50 0 kcal	
Hot Chocolate	£1.95 170 kcal	£2.30 227 kcal
Cream & Marshmallows	35p 182 kcal	
Syrups; caramel, hazelnut, vanilla	30p 2 kcal	

ALL OF OUR COFFEE COMES FROM FAIRTRADE CERTIFIED SUPPLIERS



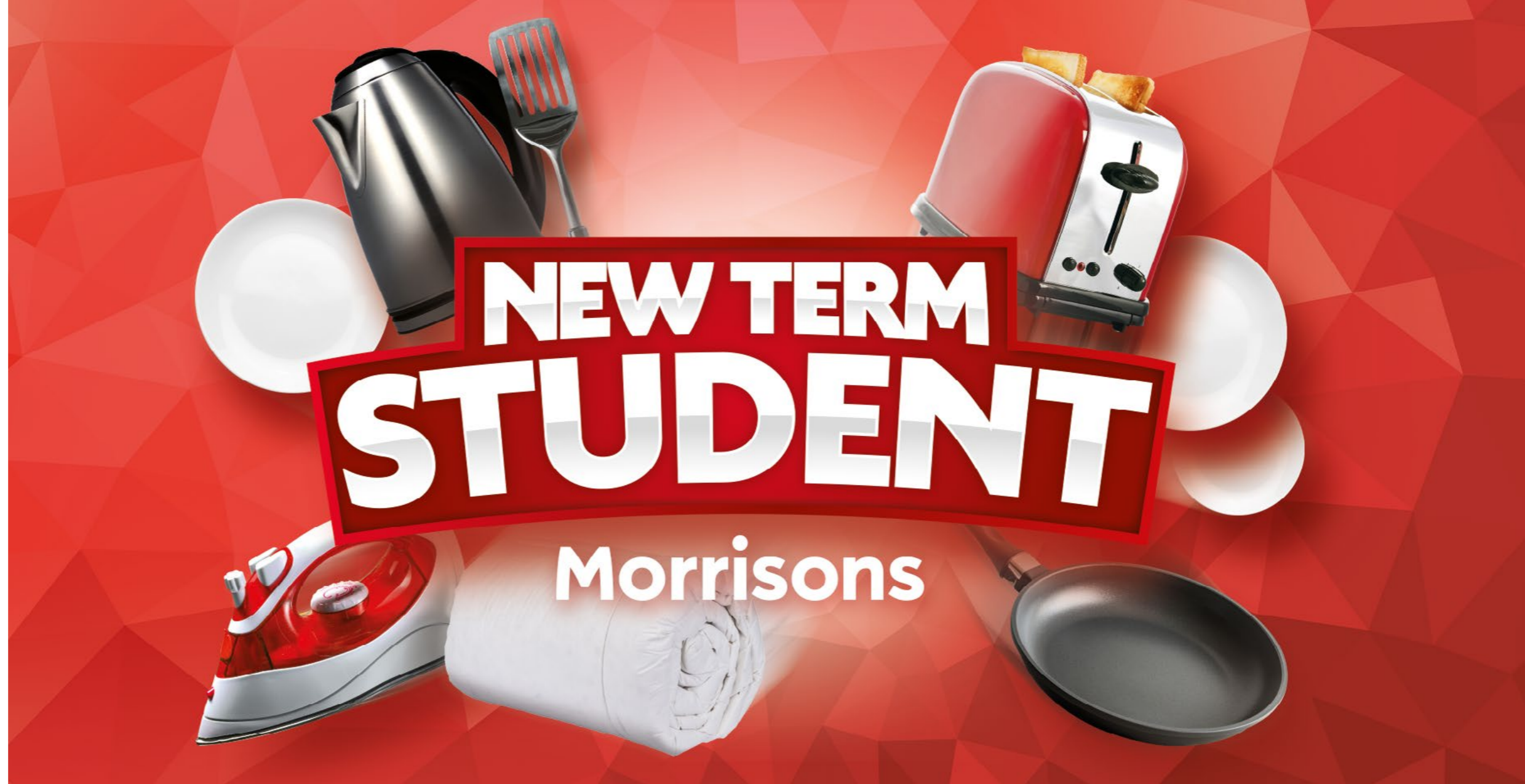


# MORRISONS NEW TERM STUDENT



## RETAIL

I created this retail campaign for Morrisons student event. The brief was to create a modern looking campaign with a lot of visual stand out.



# SAFeway EASTER

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## RETAIL

This in-store activation for Safeway created a bright and fun feel in the run up to Easter. I created the origami style illustrations which decrotrate the POS elements.



# DUFRY WHISKY FESTIVAL



## RETAIL

I created this retail campaign for duty free areas in UK airports. The client was extremely happy with the outcome and said it was one of their most impactful promotions.



# WHISKY FESTIVAL

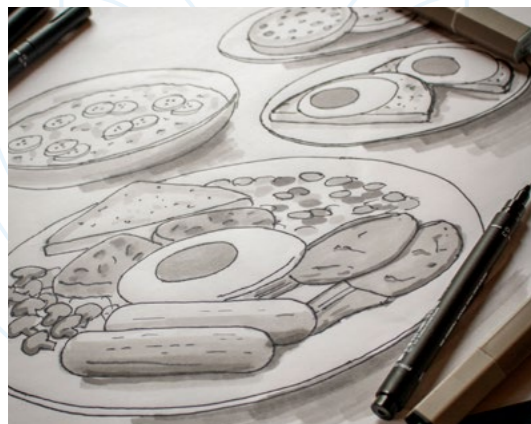
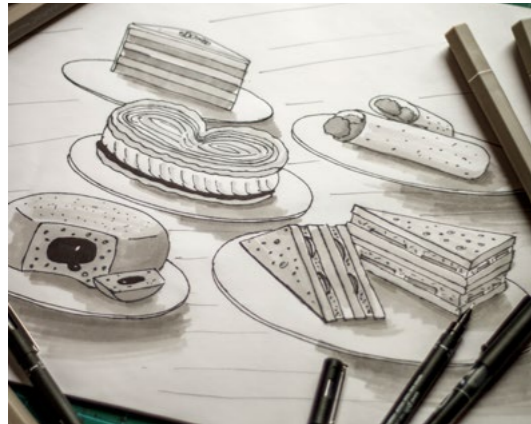


# MORRISONS MOTHER'S DAY

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## ART DIRECTION

I art directed this Mother's Day photo shoot for Morrisons. This included creating a style guide, prop selection and working on set.



# MORRISONS



## ART DIRECTION

This shoot for Morrisons Makes It was completed on location in store. This was a challenging shoot that was undertaken with limited lighting, authentic props, and while customers were shopping.



# MORRISONS BRIGHT IDEAS

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## ART DIRECTION

This shoot for Morrisons Bright ideas recipe cards created bright, vibrant shots to grab attention in store. I created style guides, made recipe suggestions and directed on set.

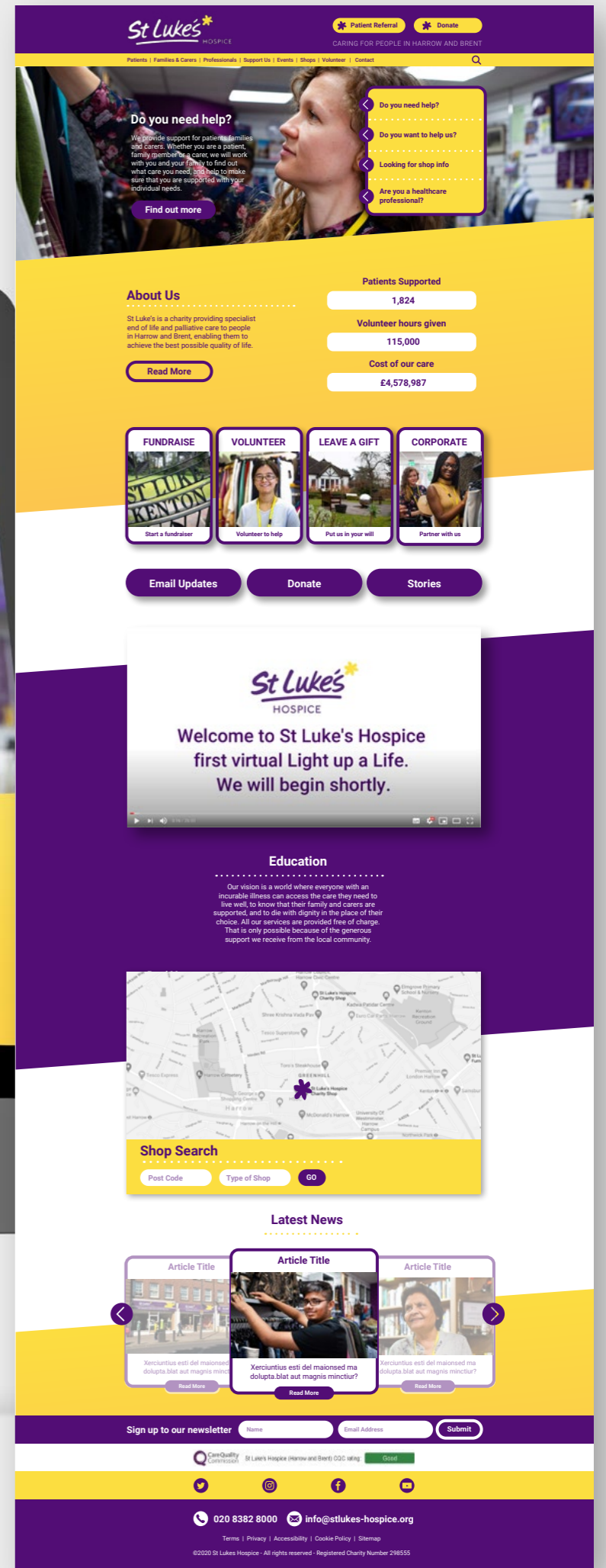


# ST LUKE'S



## WEB DESIGN

I designed a website for St Luke's Hospice in Harrow and Brent. The key to creating this successful site was to simplify the navigation and to keep the look and feel bright and friendly.



# HOMEBASE



## EMAIL DESIGN

I worked on Homebase's email communications for several months, redesigning the templates and prioritising click through opportunities.



NEW AND EXCLUSIVE TO HOMEBASE

**HERITAGE**  
DURABLE LUXURY SINCE 1931

**BOLD & Beautiful**

If you believe in bold colours, Dulux's luxurious Florentine Red is the shade for you. Part of their new Heritage range, this bright and vibrant colour can bring any room to life with extra energy. There's just one question - do you dare to be bold?

WATER BASED

HIGH OPACITY

INTERIOR WOOD & METAL

TRULY Timeless

House Beautiful KITCHENS WESTBOURNE COBBLE

Refresh your cooking space with our range of styles designed to last a lifetime.

**HALF PRICE** KITCHEN UNITS when you buy 5 or more units

**PLUS 10% OFF** when you spend £2,500 on a kitchen

**UP TO 5 YEARS INTEREST FREE** PLUS UP TO 5 YEARS INTEREST FREE CREDIT

Terms and Conditions apply

CLASSIC SHAKER NAVY

NEW AND EXCLUSIVE TO HOMEBASE

**HERITAGE**  
DURABLE LUXURY SINCE 1931

**THE FUTURE'S Bright**

Warm, bright and packed full of personality - Dulux's Heritage's new Coral Pink colour is the perfect way to get your walls set for summer. Pick up a pot of this stunning strong shade, and you're ready to revamp your interiors with eye-catching colour in no time.

WATER BASED

HIGH OPACITY

INTERIOR WOOD & METAL

**EXPLORE THE HERITAGE RANGE >**

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# SILVER CROSS



## POSTERS

This range of posters combines product and lifestyle photography in the modern “double exposure” style. I chose to combine the clean type, with a simple message place the focus on the images.



# BIB BABY BOOKLET



## BOOKLET DESIGN

I created this small baby booklet given to all new parents in the Bradford area. I illustrated all of the elements and gave the whole booklet a scrap book look and feel.

