



MATT INGHAM-DEMPSTER

Graphic Design | Art Direction | Branding

mattid@graphic-design-leeds.com

07811 810567

CHAMPIONSHIP PLAY-OFF FINAL PROGRAMME



DESIGN

I produced the covers for the Championship, League 1, and League 2 play-off finals. I also created the large format pitchside graphics and player tunnel graphics.



WELCOME TO YORKSHIRE



CAMPAIGN

I created this ad concept for Welcome to Yorkshire as part of their partnership with One Minute Briefs. The Yorkshire Menu campaign showcases the amazing food and drink that Yorkshire has to offer. As a great fan of Yorkshire food and drink it was a great honour to be selected as the winner.



WINNER



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.



SURF 2

IN STORE NOW



Silver Cross[®]
THE BEST START IN LIFE

PIONEER
IN STORE NOW



Silver Cross[®]
THE BEST START IN LIFE

WAYFARER
IN STORE NOW



Silver Cross[®]
THE BEST START IN LIFE

REFLEX
IN STORE NOW



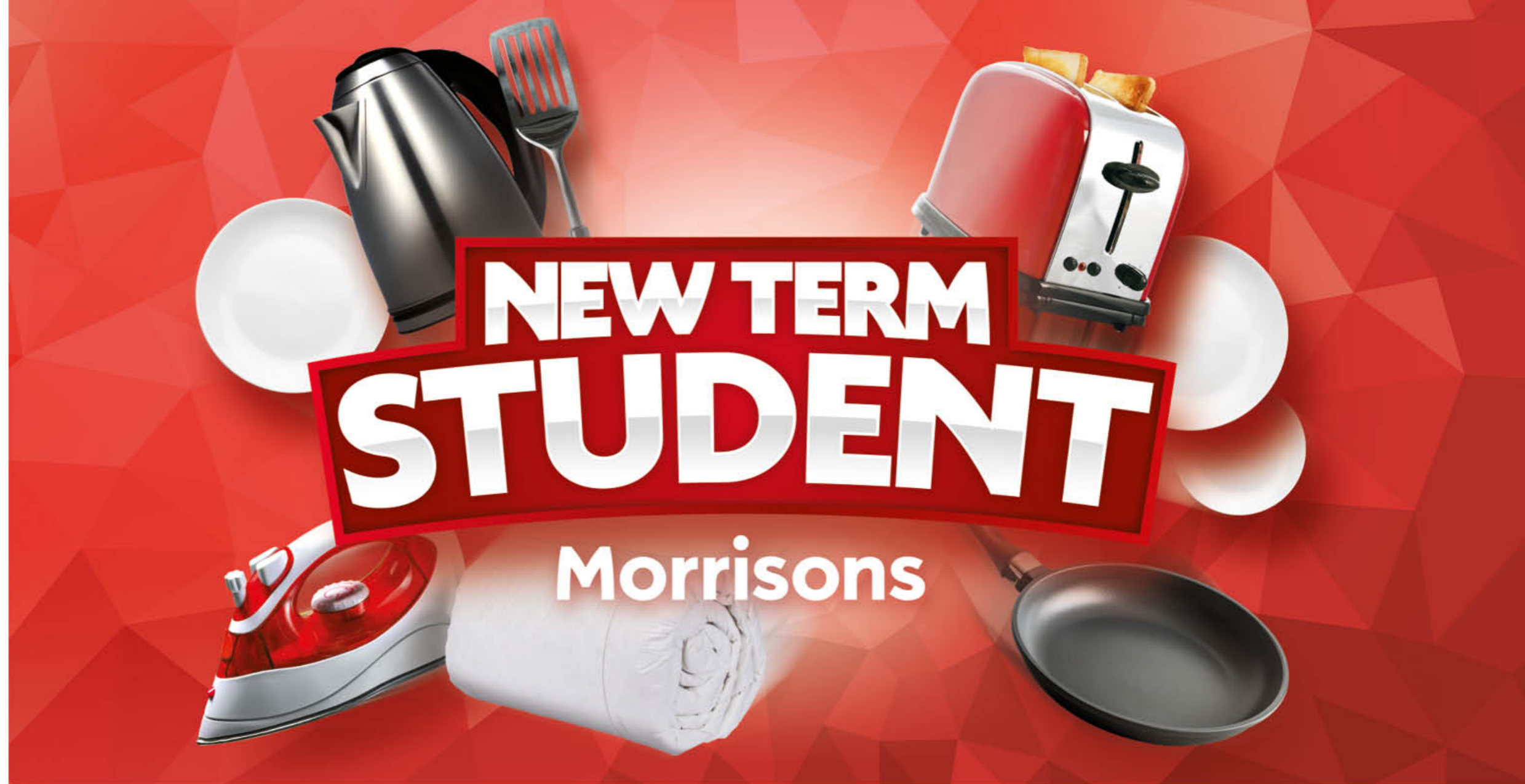
Silver Cross[®]
THE BEST START IN LIFE

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.



FREEBIE FIESTA



DESIGN

Promotional campaign for Sky Bingo.

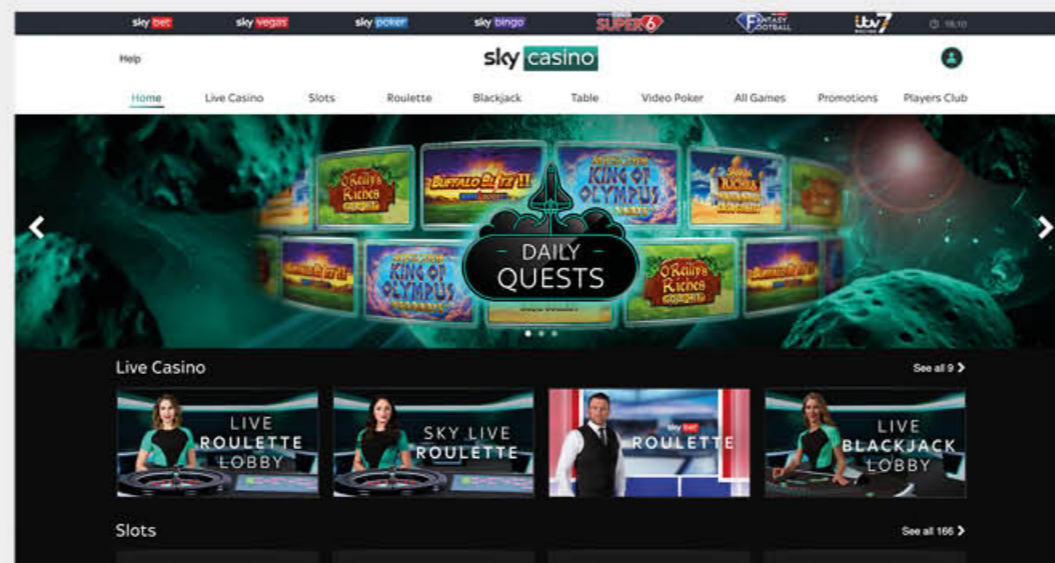


CASINO QUESTS



DESIGN

Promotional campaign for Sky Casino.



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.



**BIB:
AGE OF WONDER**



BRANDING

I created the brand of a new health based initiative in the Bradford area. The range of characters used is representative of the diversity in the area of the initiative.



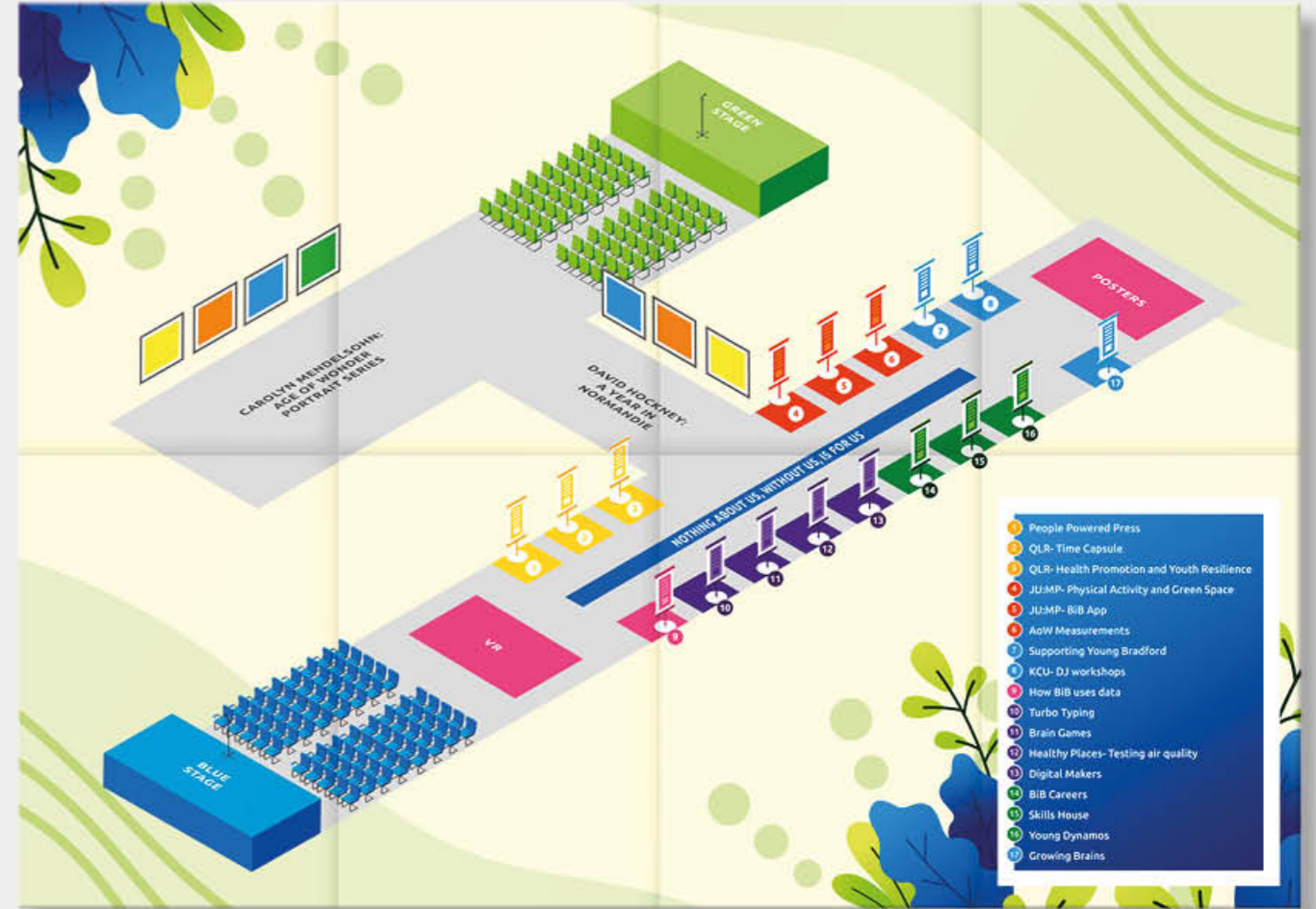
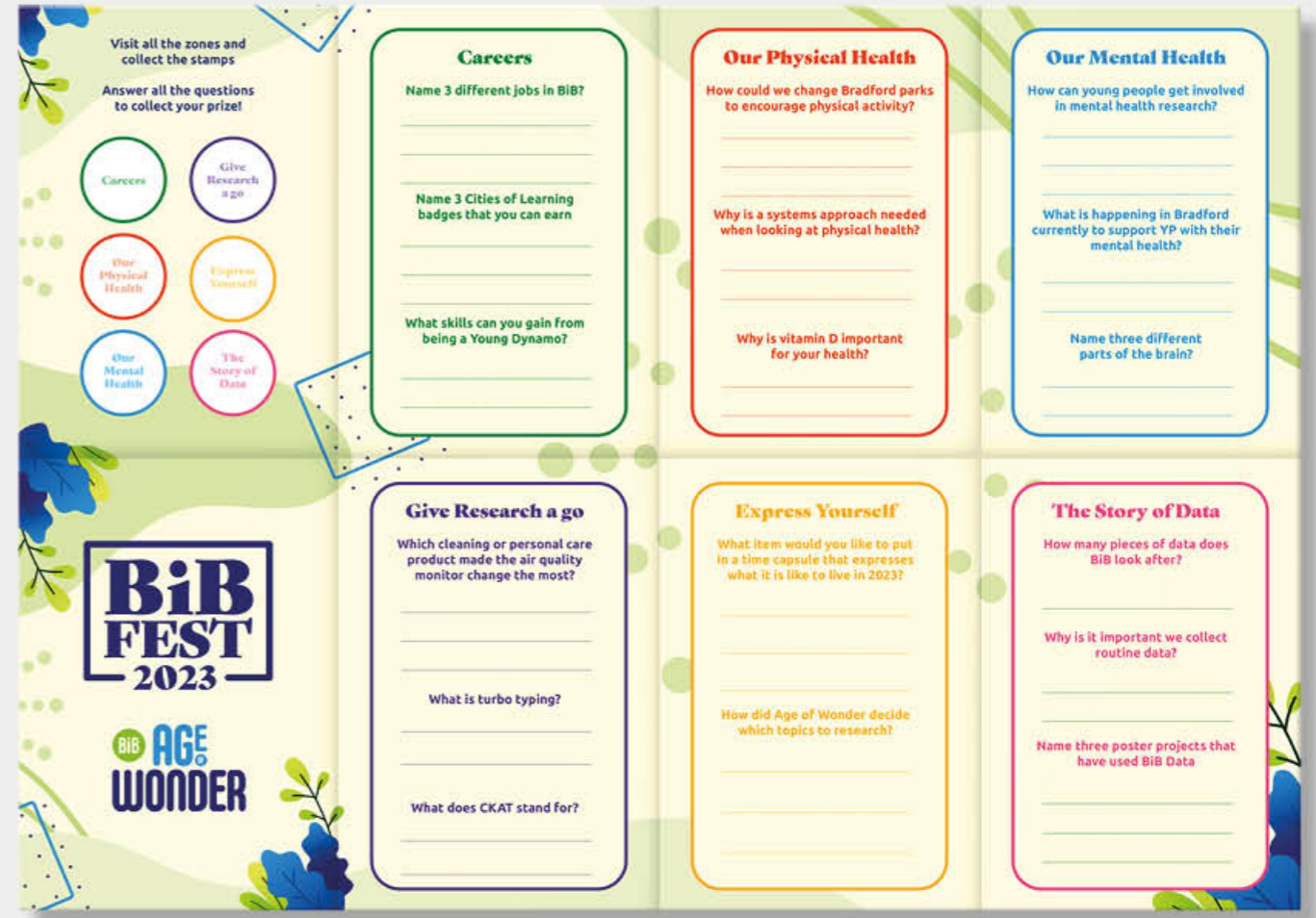
The main brand logo features the text 'BiB AGE OF WONDER' in a bold, sans-serif font. 'BiB' is in white inside a green circle, 'AGE' is in blue, 'OF' is in white inside a blue circle, and 'WONDER' is in dark blue. The background is a light yellow sky with blue clouds and green rolling hills.



BIB: AGE OF WONDER



BRANDING



SHANLY
FOUNDATION



BRANDING



SHANLY
FOUNDATION





Social Workers Without Borders



Social Workers Without Borders
Brand Guidelines
V1 | 12.08.24

Social Workers Without Borders Core Logos
The primary logo is the core of the Social Workers Without Borders brand.
This logo should be applied where appropriate across web sites, stationary, marketing materials and social media.

Social Workers Without Borders Alternative Logos
The rounded and icon logos should be used in areas with little horizontal space.
The icon logo has been created to use on reports.

Colours
The Social Workers Without Borders colour palette is split into 2 groups. The primary colours should be used in the majority of brand communications.

| | | | |
|-----------------|-------------------|-----------------|--------------|
| Primary Colours | Secondary Colours | Neutral Colours | Dark Colours |
| Teal | Orange | White | Black |
| Light Teal | Light Orange | Light Grey | Dark Grey |

Typography
The brand font should be used across all brand communications.

Heading
Sub-heading

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Colours
To ensure legibility of text you must use high contrast text on background colour choices. This will allow people with visual impairments and low colour blindness to read the copy.

Example

| | |
|---------|---------|
| Example | Example |
| Example | Example |
| Example | Example |

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.



ASDA



OLIVE PACKAGING

I created the sleeve design for ASDA's range of Extra Special olives. The design features abstracted forms based on the ingredients and colours the highlight the flavours.



PASSION
ASDA
EXTRA SPECIAL
EST. 2001
FOR QUALITY

SICILIAN
GIARRAFFA
OLIVES

IN A SUBTLE
MARINADE OF
SUNFLOWER OIL

WITH A
SLICE OF
ZESTY LEMON



OLIVES



| Each (partially drained) 1/4 pack contains | | | | |
|--|-----------|-----------|------------|-------------|
| Energy | Fat | Saturates | Sugars | Salt |
| 182kJ 44kcal | 4.3g | 0.8g | <0.5g | 0.83g |
| 2% | Med 6% | Med 4% | Low <1% | High 14% |

of your reference intake
Typical energy values per 100g: 515kJ/123cal

150g

Use By:

Keep refrigerated

PASSION
ASDA
EXTRA SPECIAL
EST. 2001
FOR QUALITY

SPANISH
GORDAL
OLIVES

IN AN OAK SMOKED
GARLIC PURÉE AND
SUNFLOWER OIL

WITH
CHARGRILLED
CHERRY
TOMATOES



OLIVES



| Each (partially drained) 1/4 pack contains | | | | |
|--|-----------|-----------|-----------|-------------|
| Energy | Fat | Saturates | Sugars | Salt |
| 178kJ 43kcal | 4.0g | 0.6g | 0.5g | 0.83g |
| 2% | Med 6% | Med 3% | Low 1% | High 14% |

of your reference intake
Typical energy values per 100g: 531kJ/126cal

150g

Use By:

Keep refrigerated

PASSION
ASDA
EXTRA SPECIAL
EST. 2001
FOR QUALITY

HAND STUFFED
GREEK
OLIVES

STUFFED WITH LEMON,
FETA AND PIMENTO, IN
A LEMON AND MINT
MARINADE

HALKIDIKI &
KALAMATA
OLIVES



OLIVES

| Each (partially drained) 1/4 pack contains | | | | |
|--|-------------|-----------|------------|-------------|
| Energy | Fat | Saturates | Sugars | Salt |
| 278kJ 68kcal | 6.8g | 0.9g | <0.5g | 1.2g |
| 3% | High 10% | Med 5% | Low <1% | High 20% |

of your reference intake
Typical energy values per 100g: 631kJ/151cal

150g

Use By:

Keep refrigerated

BUFFALO TRACE



NECK COLLAR

This neck collar promotion for Buffalo Trace bourbon increased the shelf presence of the brand. The neck collar houses a bottle of bitters to allow the consumer to make the perfect Old Fashioned cocktail.

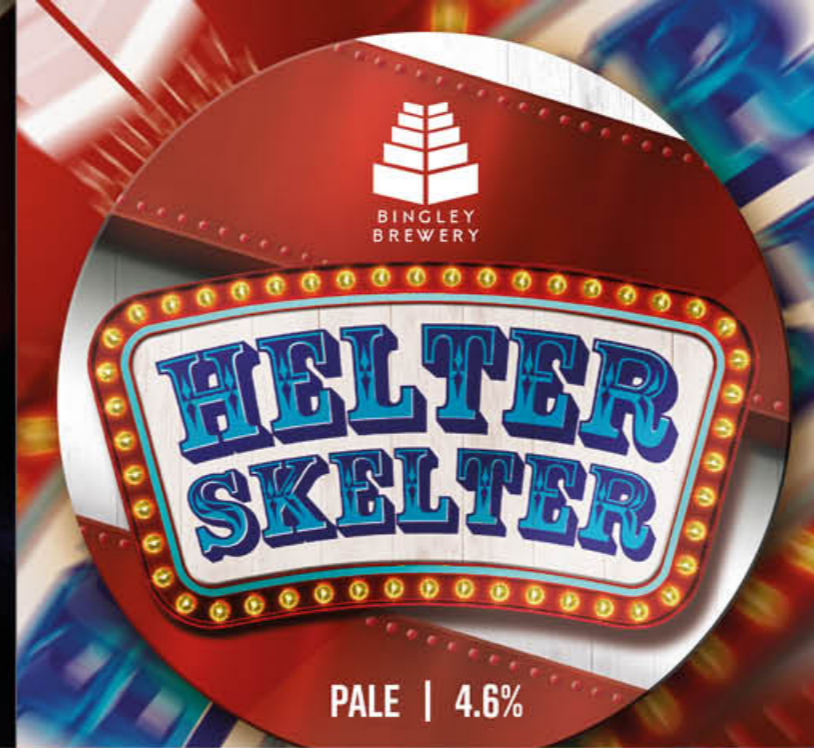


BINGLEY BREWERY



PUMP CLIPS

I created a series of fun pump clips for special edition beers for a local brewery.



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.



DUFY 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

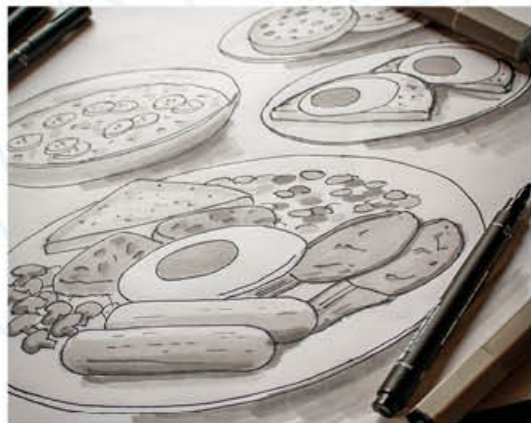
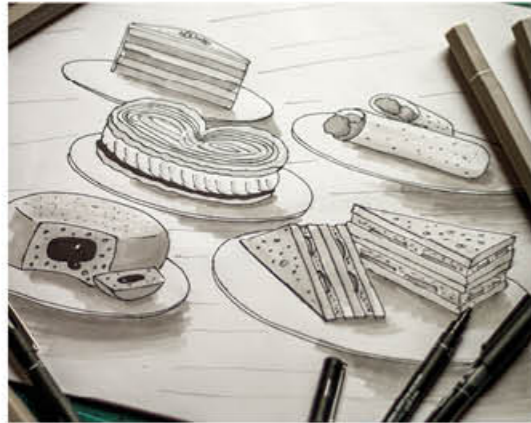


MORRISONS MOTHER'S DAY



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



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.

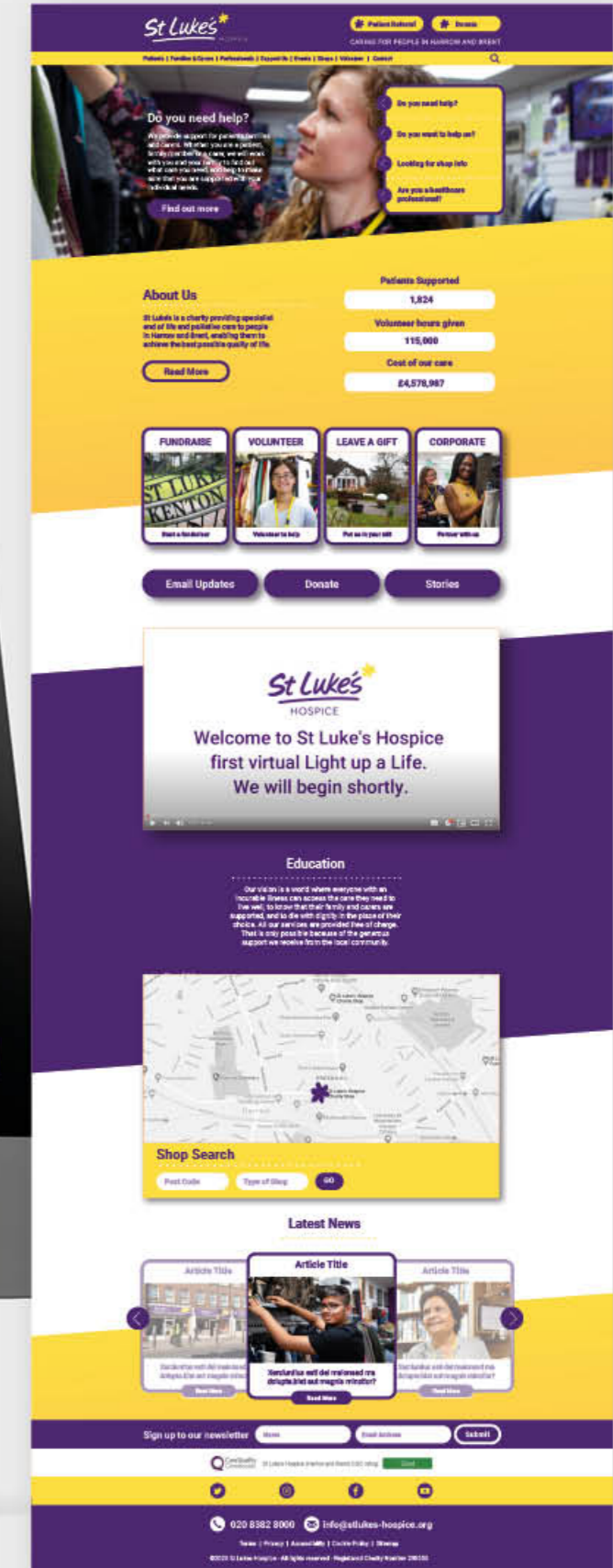


ST LUKE'S



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.



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.



WILDLIFE PHOTOGRAPHY



I am a keen wildlife photographer and have had shots shown on BBC Springwatch, Countryfile, National Geographic online and in the RSPB winter photography showcase.

