

JACKNILES

GRAPHIC DESIGN PORTFOLIO

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RUDGATE BREWERY

Creative Task

Evolve the Rudgate Brewery brand, with a new logo, monogram and fresh set of typography. This was then applied throughout the brand to their cans, bottles, pump clips and yearly brew programme showcasing their special brews. This work was completed while at design studio Lazenby Brown.







RUDGATE

HOP THROUGH THE HEART

PALE ALE

4.4%

*Old school meets new in this
pale ale with bursting flavours
of tropical fruit salad.*



RUDGATE

LEMON HOPSICKLE

ZESTY PALE ALE

3.6%

*Fresh, pale and zesty
with a lemon nose.*



RUDGATE

SOUTH PACIFIC ALE

FRUITY ALE

4.0%

*Fruity golden ale with stone
fruit and citrus flavours.*



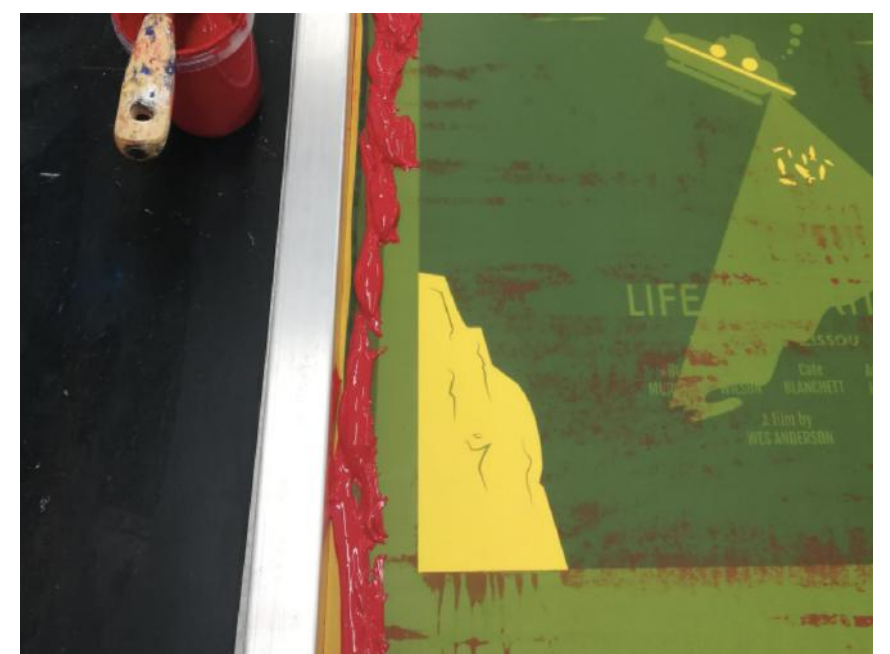
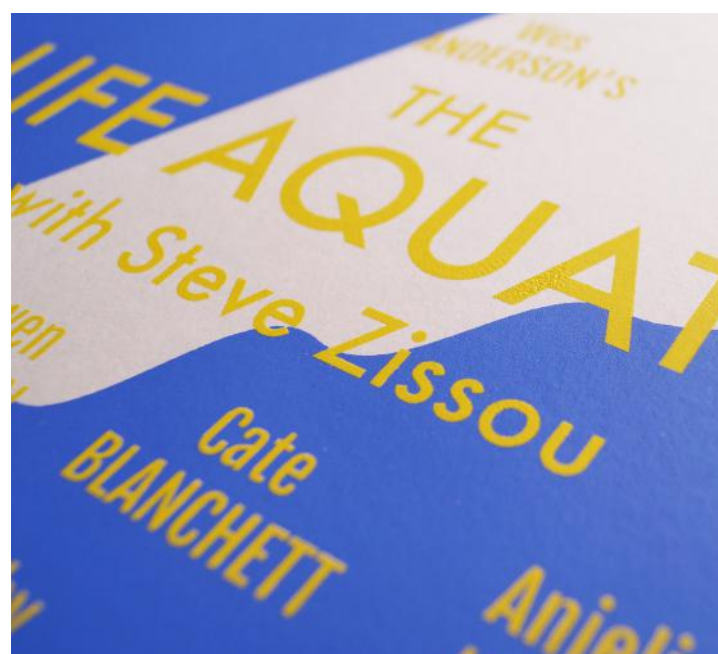


ALTERNATIVE MOVIE POSTERS

Creative Task

Create a series of alternative movie posters as a response to the current trend of poorly designed movie posters.

The Wes Anderson films, Isle of Dogs, Fantastic Mr Fox and The Life Aquatic were chosen to be apart of the series and were screen printed by hand.





CLIVE SUTTON

Creative Task

Several logos and sub brands for Clive Sutton, one of the UK's leading performance and luxury car dealership.

The GT500CS and the CS800 Supercharged are categories of bespoke built muscle and super-cars and have their own unique badging that fits in with the Sutton brand.

The VIP Class badging was created specifically for a custom built Mercedes Benz people carrier.



Logo development



Final logos





GT500CS



TRUE NORTH

Creative Task

Develop a coherent sub brand for the York St John University Art and Design degree show within the limits of the overall university brand, and to apply to various materials such as posters, flyers, sign-age, way finders and digital media such as GIFs for social media and emails.

This was one of the projects completed during my time at design studio Lazenby Brown.

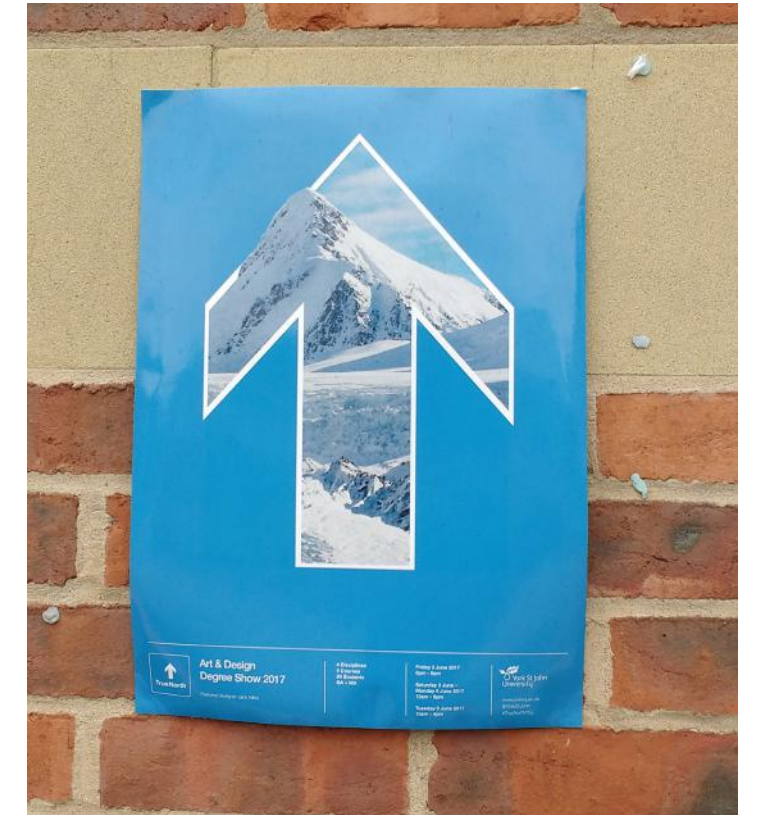


Gif Snapshots



Promotional posters





MY MOVE

Creative Task

Create a sub brand for Your Moves online portal that helps sellers, buyers, tenants and landlords control their sale, purchase, tenancy and let.

The logo had to be distinct enough to stand out, but familiar enough to be apart of the Your Move brand. The Your Move colours had to be used too.



mymove[🏠]

Refining the concepts

mymove

mymove

MyMove

mymove

MyMove

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MyMove

mymove

Typography

Branding semi bold

The colour scheme is taken from the Your Move brand.

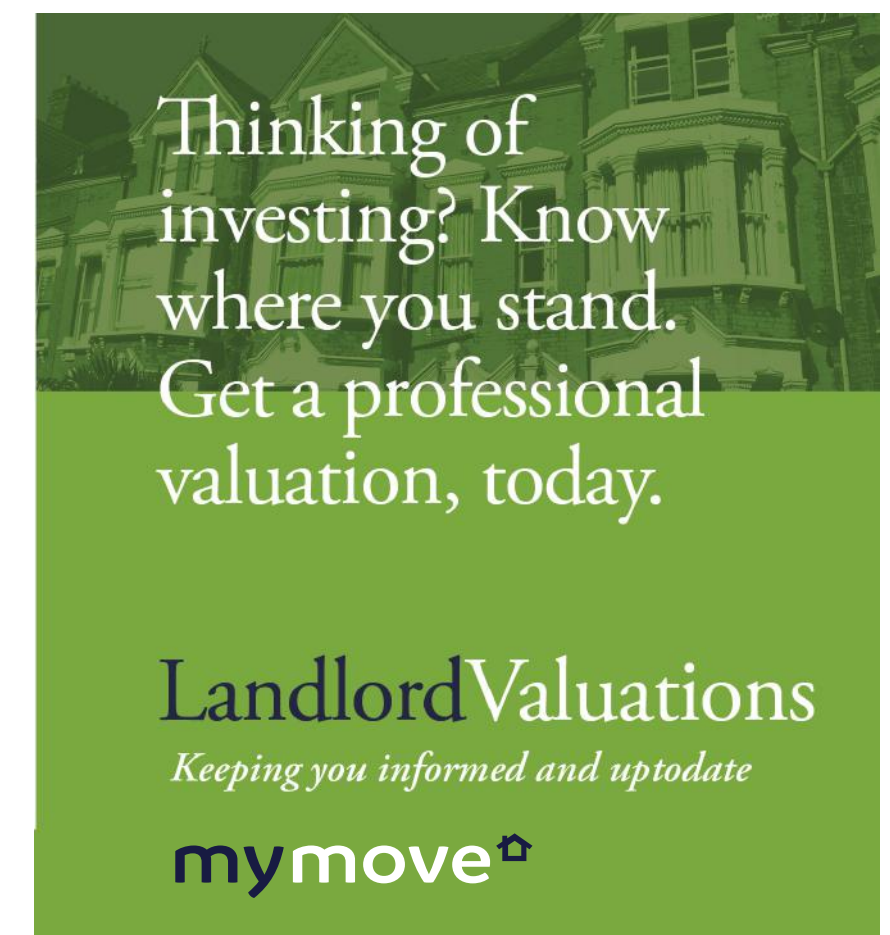


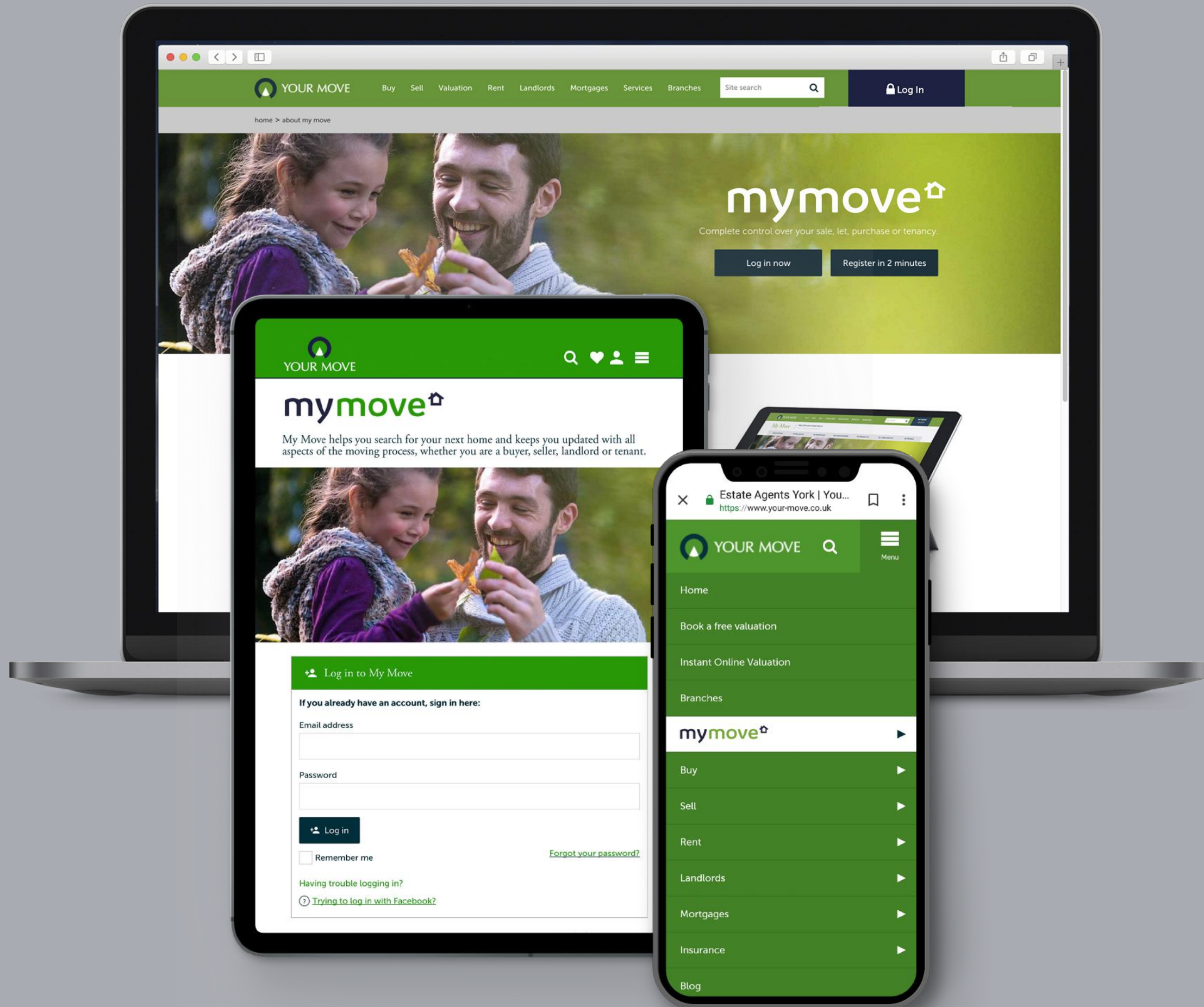
Final logo and colour variations.

mymove

mymove

Application on adverts





FUSION MOVEMENT

Background

Fusion is an organisation design to connect students into the heart of the local church and to encourage churches to be at the heart of student mission.

Creative Task

Reposition the various sub brands that Fusion has, to enable them to reach more students and connect them with local churches. With a more unified branding system they would be able to expand their partners throughout England and Europe.

Primary wordmark

[fusion] STUDENT
LINKUP

Secondary adaptive icon

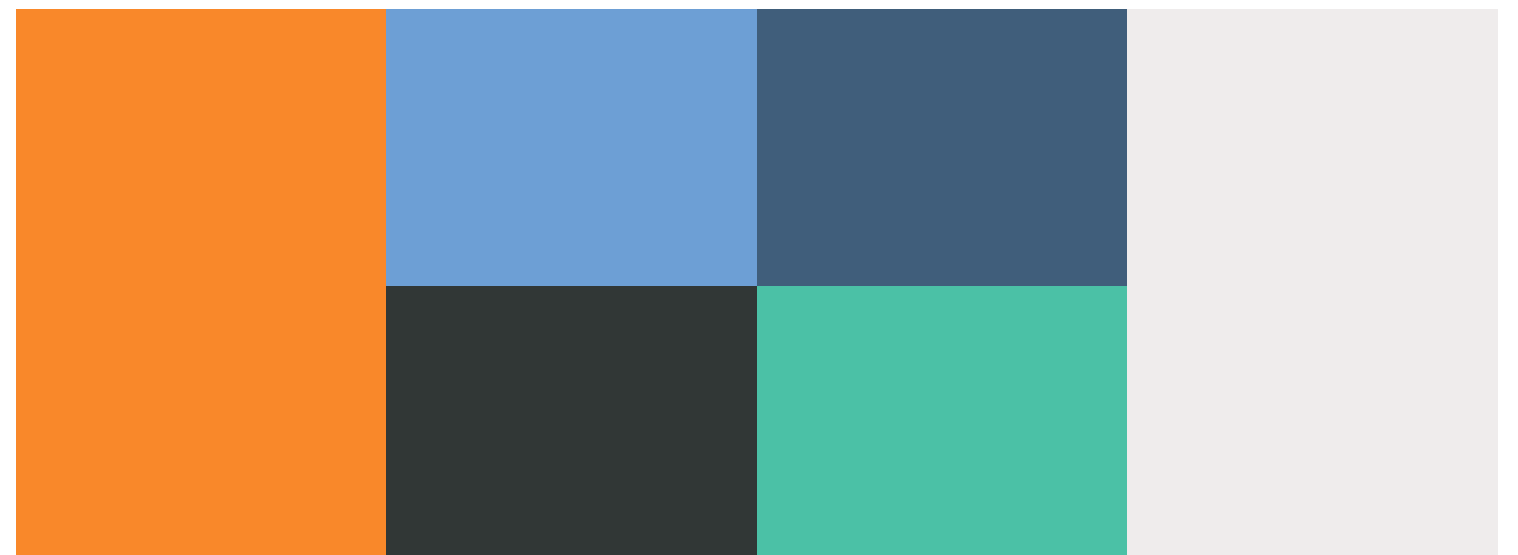


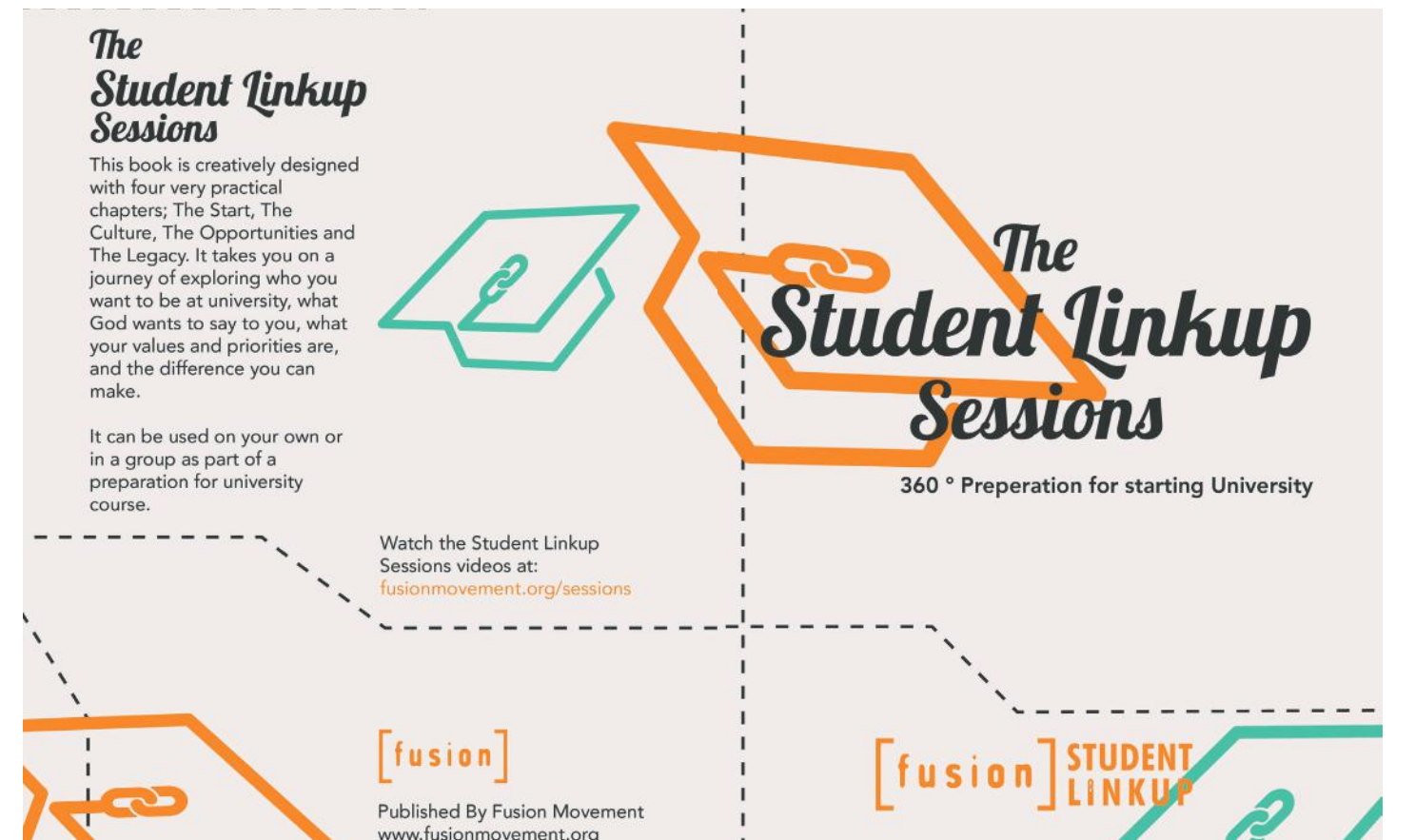
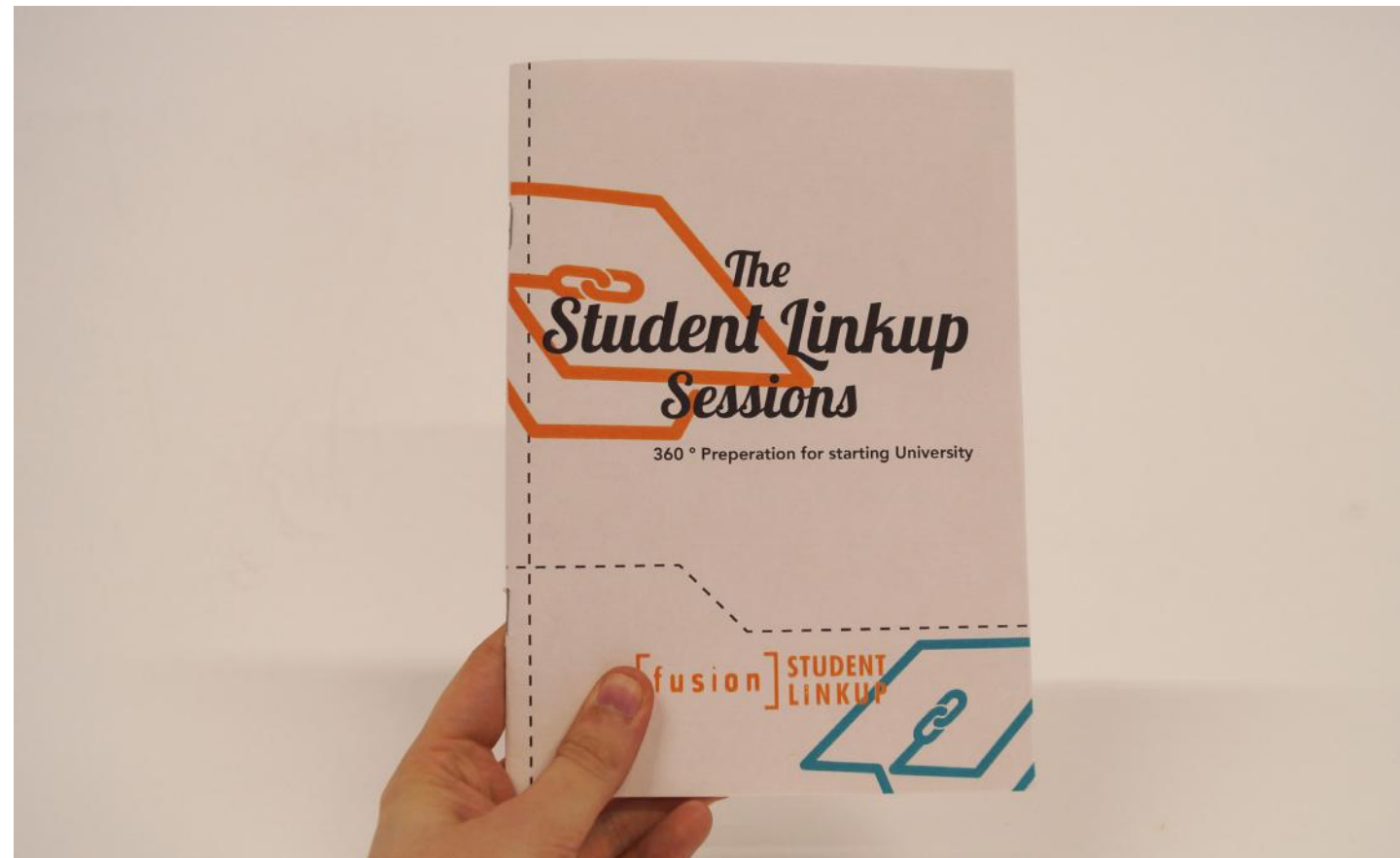
Typography

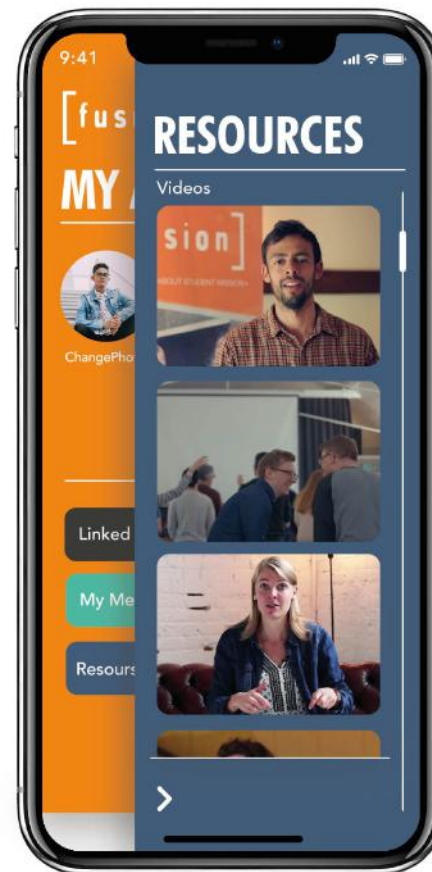
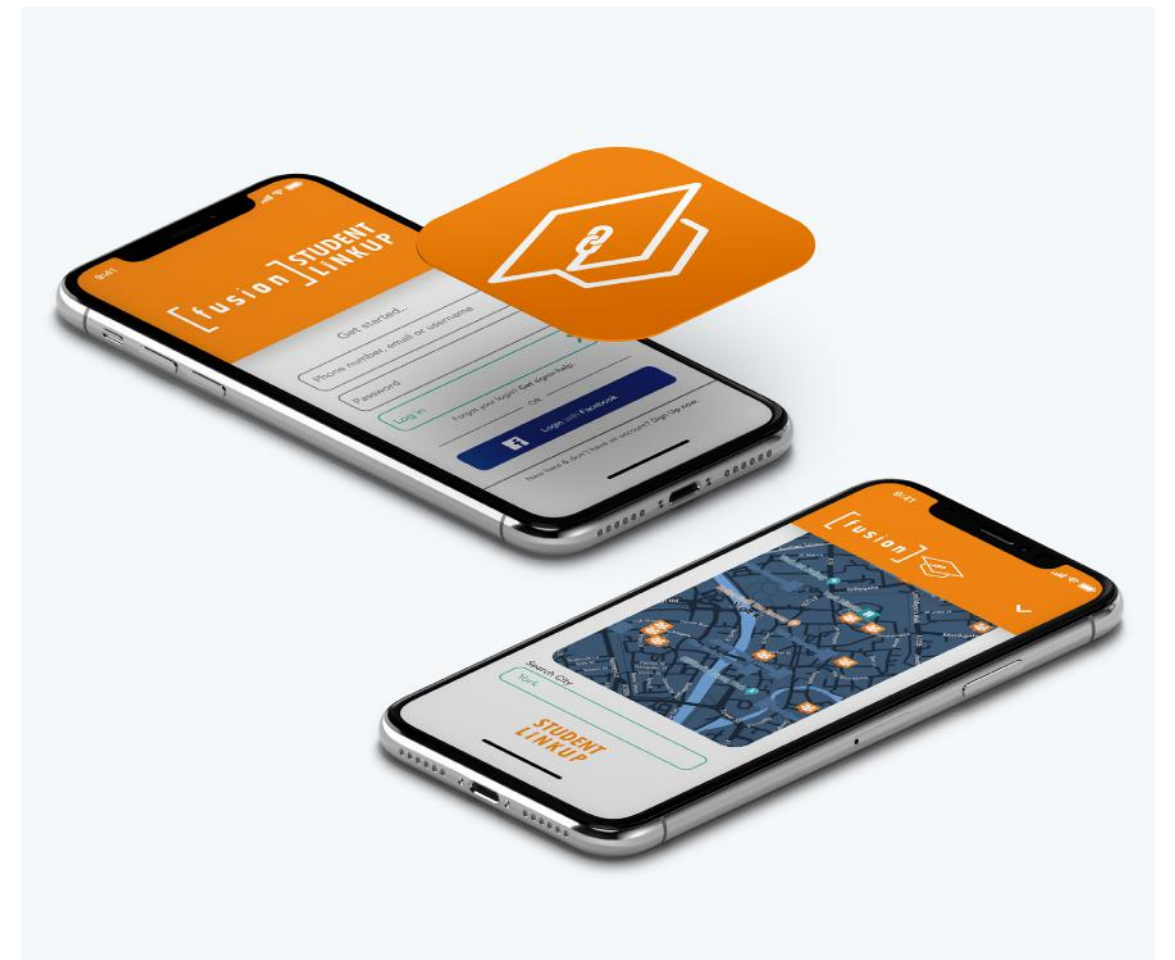
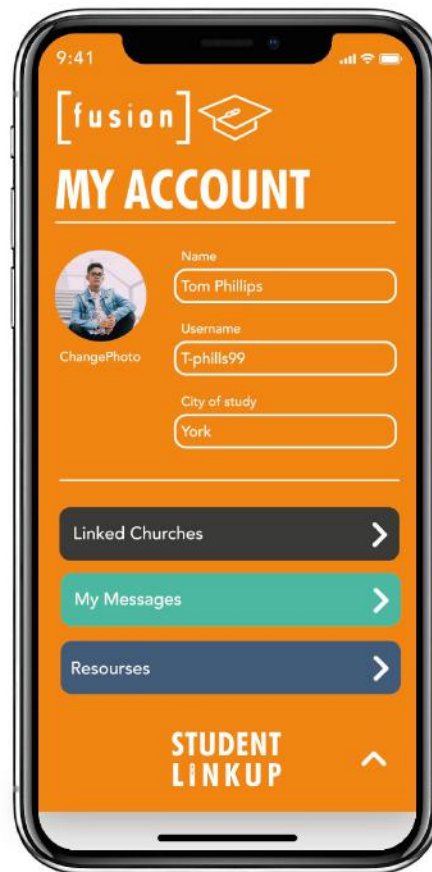
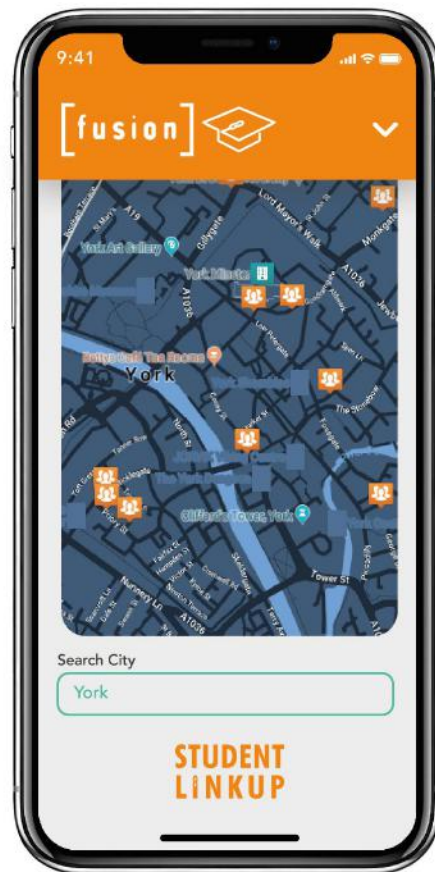
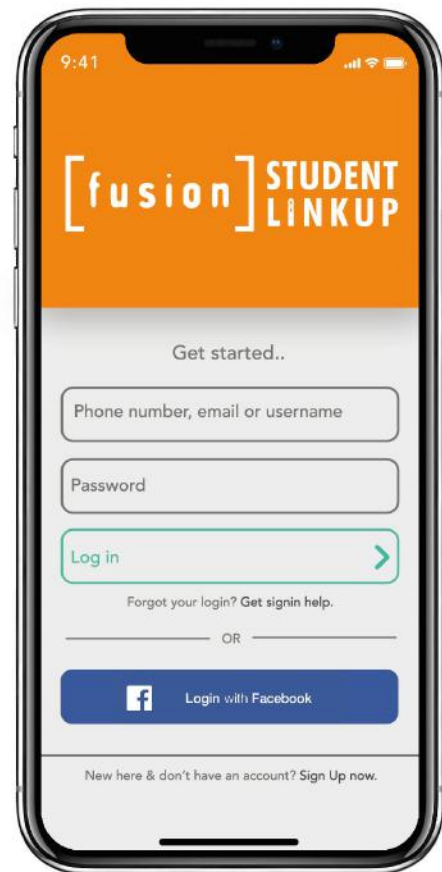
Futura

Futura Condensed

Colour scheme







[fusion] STUDENT LINKUP

REEDS RAINS INTERNAL MAGAZINE

Creative Task

These were designs done for the monthly Reeds Rains internal magazine. This inward facing publication had to be appealing and informative to the employees while still having layed back tone of voice throughout reflecting the family feel nature of being employed by Reeds Rains.

Imagery



Graphic devices used with the publication



CELEBRATING
150
YEARS
IN PROPERTY

Reeds Rains
news
REEDS RAINS INTERNAL NEWSLETTER

Spreads of the internal magazine



YORK FOOD & DRINK FESTIVAL

Creative Task

The festival's aim is to promote local food producers, independent restaurants and retailers to establish York as a culinary hotspot and a place to visit all year round. The organisers wanted to create a fresh new look that would reflect the 20 plus year history of the festival while providing a brand that would allow expansion in the future and to better align with their aims. This was one of the projects completed during my time at design studio Lazenby Brown.



YORK FOOD & DRINK FESTIVAL

THE YORK
Food & Drink
FESTIVAL



York
FOOD & DRINK
Festival



YORK
FOOD & DRINK
FESTIVAL
Est: 1996



Original logo



Final logo



DIN Condensed Light
DIN Condensed Regular



GOD IDEA PODCAST

Creative Task

To create the branding, social media posts and other social media collateral for a new podcast. The God Idea Podcast explores creativity within the Christian life and how Christians can use their creativity.

Logo



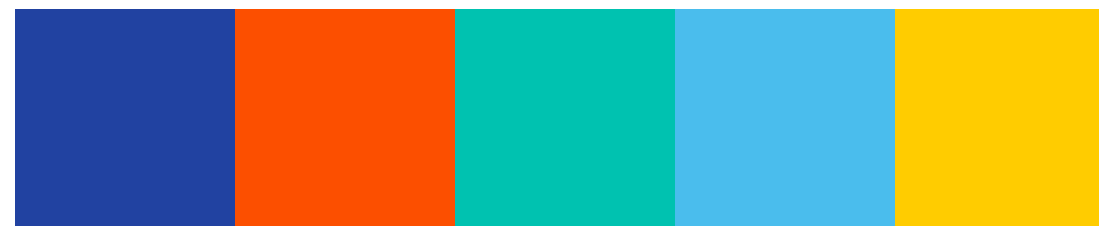
Typography

Futura Medium

IBM Plex Mono Regular

IBM Plex Mono Semi Bold

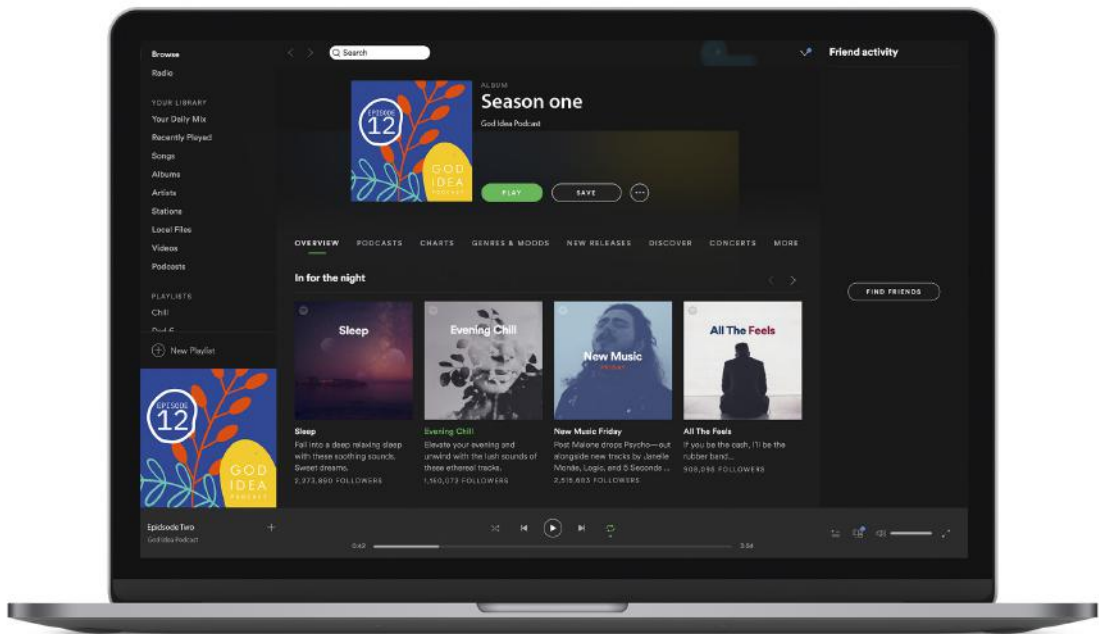
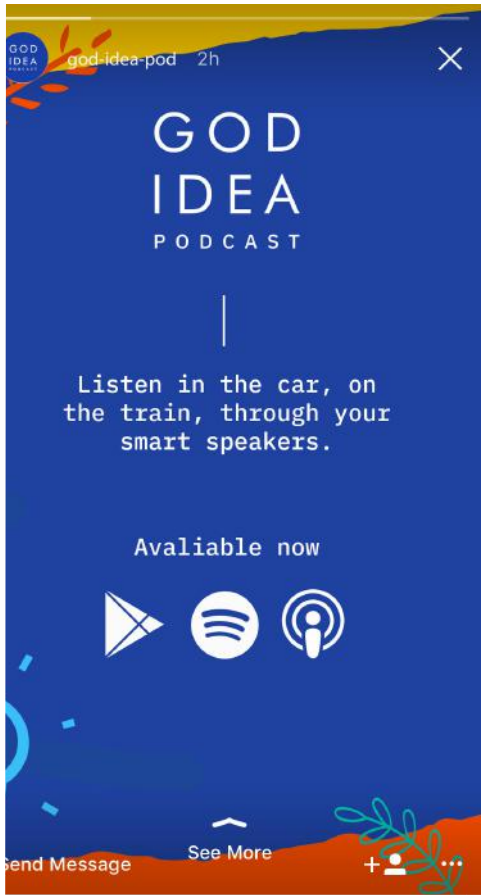
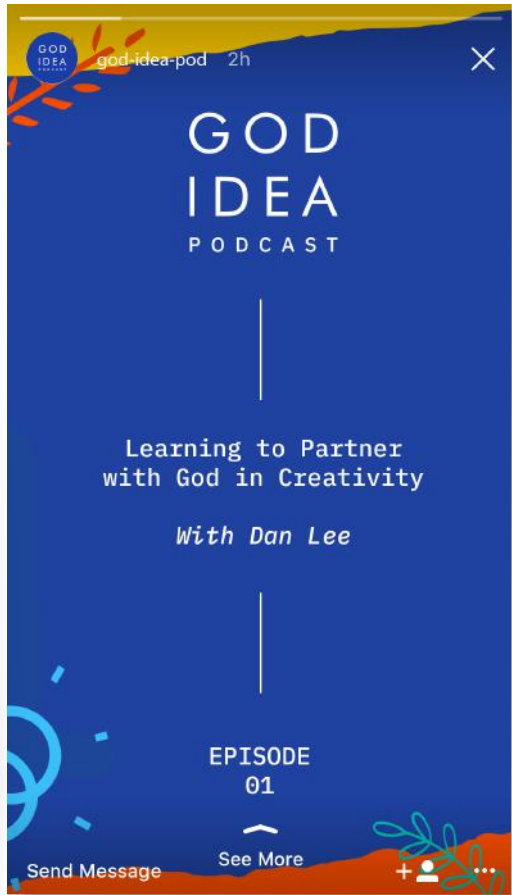
Colour scheme



Graphic devices



Social media & Podcast apps



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