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2020—

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Selected Work.

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**luke.**

# Design Portfolio.

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Competencies.

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Branding and Identity  
Print Design  
Digital Design  
Advertising  
Editorial  
Photography

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Profile.

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I'm Luke,

**A versatile and driven creative designer with more than seven years of agency experience, across a wide range of brand-led print and digital projects.**

**I'm passionate about collaboration and believe that a focus on people over product is the best practice for turning strategies into meaningful design outcomes that inspire, inform and excite. I have an obsession with brands and the potential they hold to responsibly change culture with the stories they share to the world.**

**I'm looking for a fresh challenge and the chance to immerse myself in a new creative environment. I'd love the opportunity to enhance my own skill set and also aid in the development of others, whilst shaping the futures of brands.**

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Take a look.

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## Luke Goodsell.

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### Education.

#### **BA (hons) Graphic Design**

—First Class Honours Degree  
University of Portsmouth  
Sep 2010–Jul 2013

#### **3 A-Levels, (A–C), 12 GCSEs, (A\*–C)**

The Norton Knatchbull Grammar School

### Contact Details and Information.

Any references and further examples of my work are available upon request.

+44 (0) 7784 134 834  
luke.gdsl@gmail.com

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## Credentials '20.

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### Experience.

#### **Designer—Hatched.**

*Aug 2018–Present*

Hands on designer within the creative team, working closely with the directors across a range of brand-led print and digital projects for both national and international clients. Creating ecosystems for brands including Hever Castle and Gardens, London Sport and JAA, and presenting concepts directly to clients. Helping to innovate the Forevermark (DeBeers Group) website design style. Creative guardian of brands ensuring the quality and consistency of all output. Directing and mentoring junior members of the team and interns, helping to make sure that all processes are aligned and creative work is to the highest standard. Art directing and photographing products for No.1 Living drinks, as well as candid shots of the Hatched team and studio space.

#### **Senior Designer—Finally.**

*Sep 2013–Aug 2018*

Developing from a junior designer to the senior role within a fast-paced, growing agency. Taking the creative lead and working on a wide range of branding, print and digital projects from their conception to completion and then presentation, across a wide variety of sectors. Helping to shape the creative style and direction within the agency. Managing, directing and mentoring junior members of the team, ensuring that all concepts and creative work were to the highest standard.

#### **Freelance Designer—Centre Trail.**

*Jan 2015–Present*

Creating a full brand experience including identity, marketing collateral, designing and building a modular, Wordpress based website and liaising with the client in France.

### Key Attributes.

A hard-working, ambitious creative designer with strong problem solving skills and a methodical, detail oriented approach to all areas of work.

Excellent communication skills with the ability to collaborate, lead or work within a team and present concepts to clients confidently and professionally.

Proven ability to work at a high standard, under pressure and to tight deadlines.

Fluent in adobe creative suite including Illustrator, Indesign, Lightroom, Photoshop and XD.

Experienced with traditional and digital print processes, bindings and finishes.

Experienced in wireframing, prototyping and designing responsive and modular websites, with knowledge of wordpress and html/css.

Strong photographic and image retouching skills.

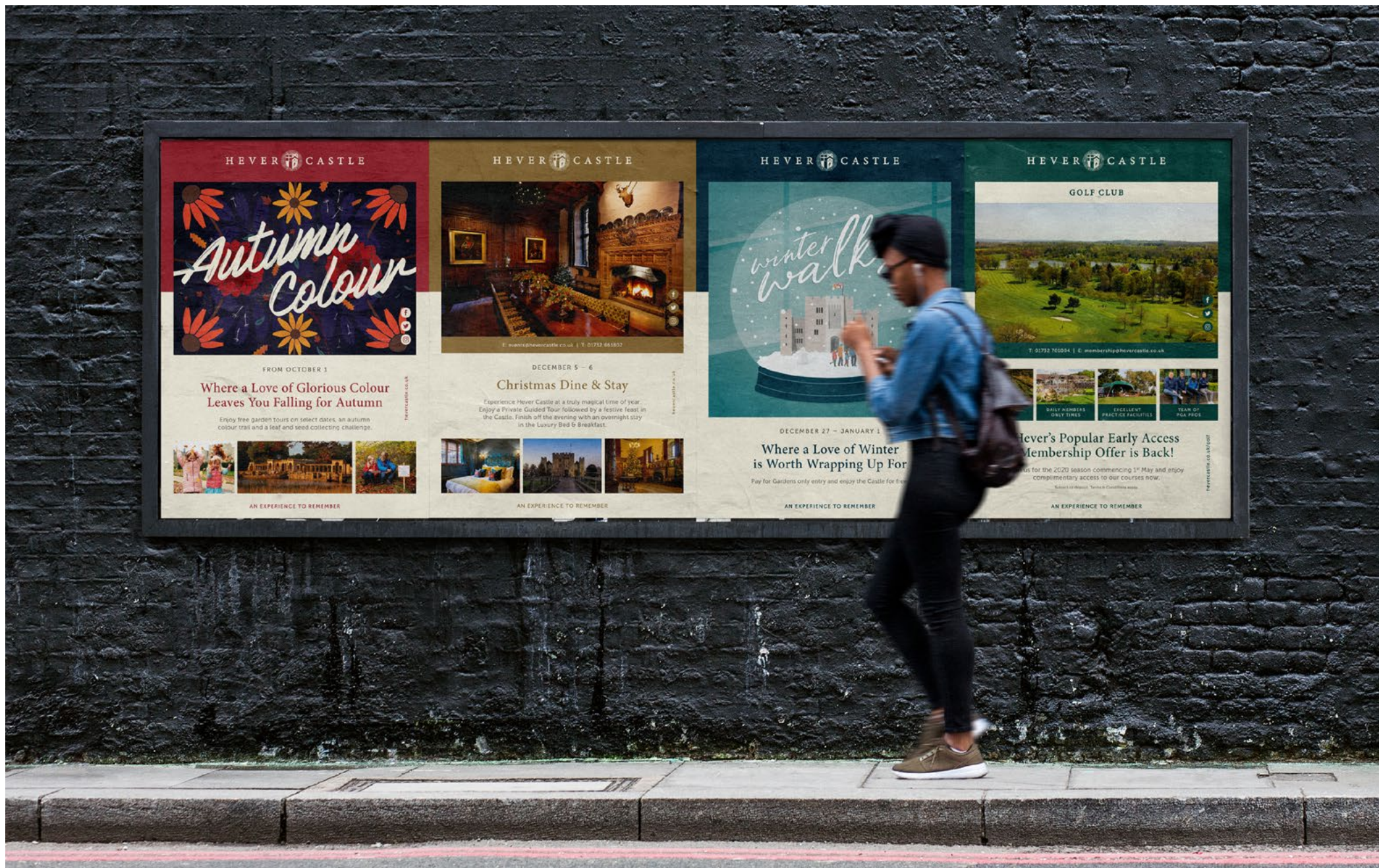
### Influences and Interests.

Inspired by the modernist design style, creating functional and impactful design outcomes that communicate a clear message through the balanced use of typography, imagery and grid systems.

Collector of trainers, books, travel ephemera and just about anything else that catches my eye.

Passionate about travel and adventure spending my spare time seeking new experiences and exploring the world.

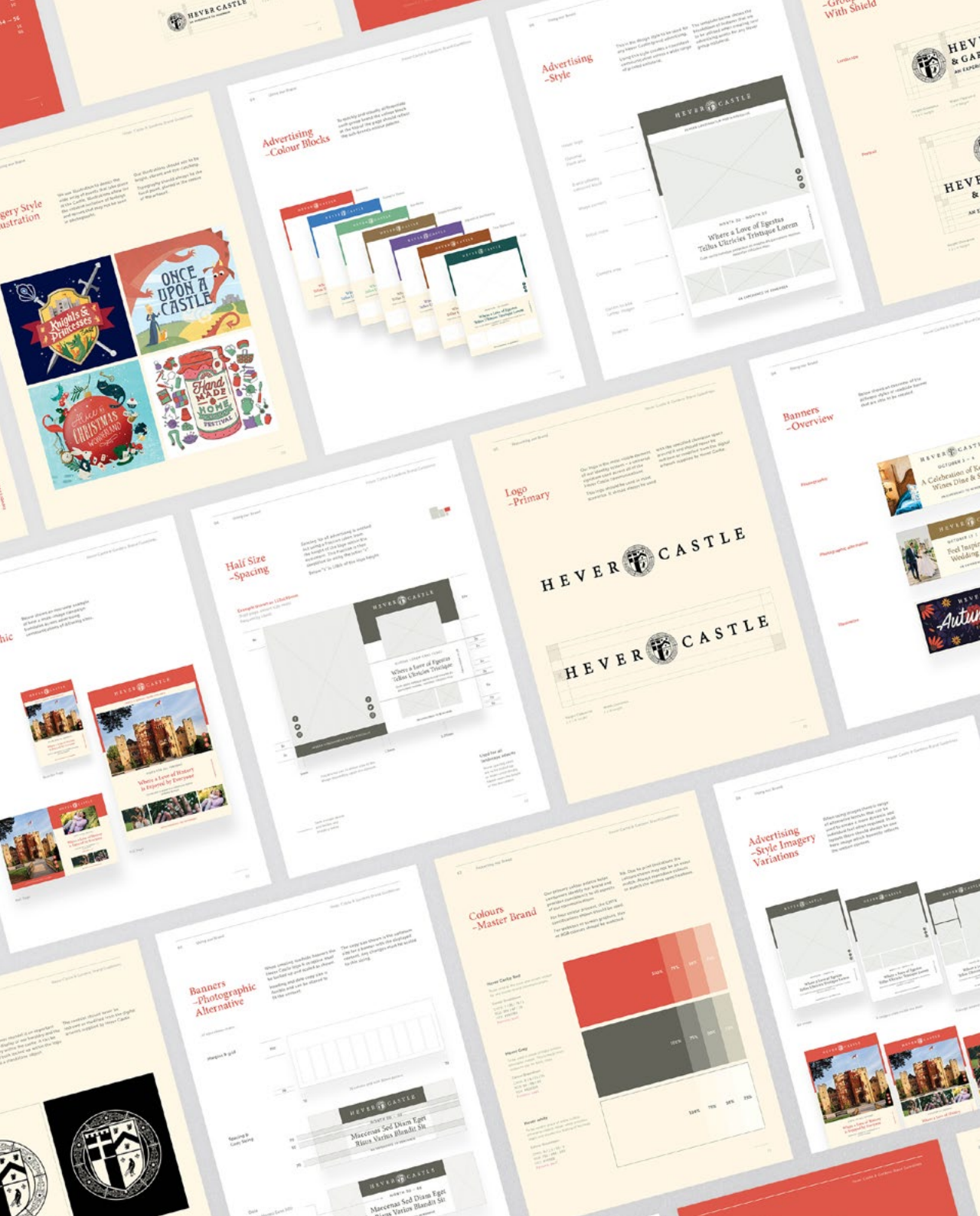




## Hever Castle and Gardens.

Brand Development, Strategy, Illustration, Design for Print and Digital.





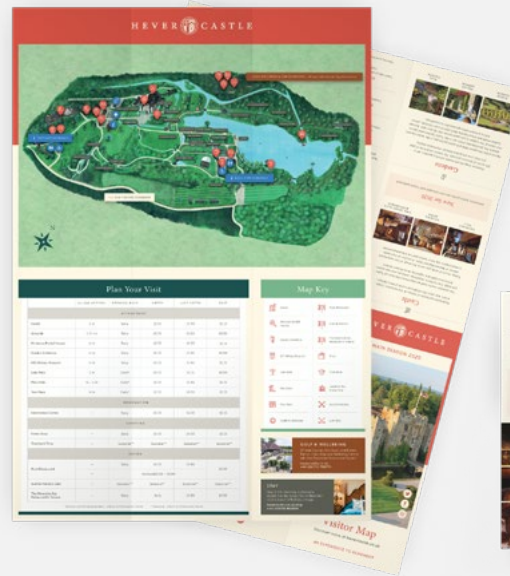
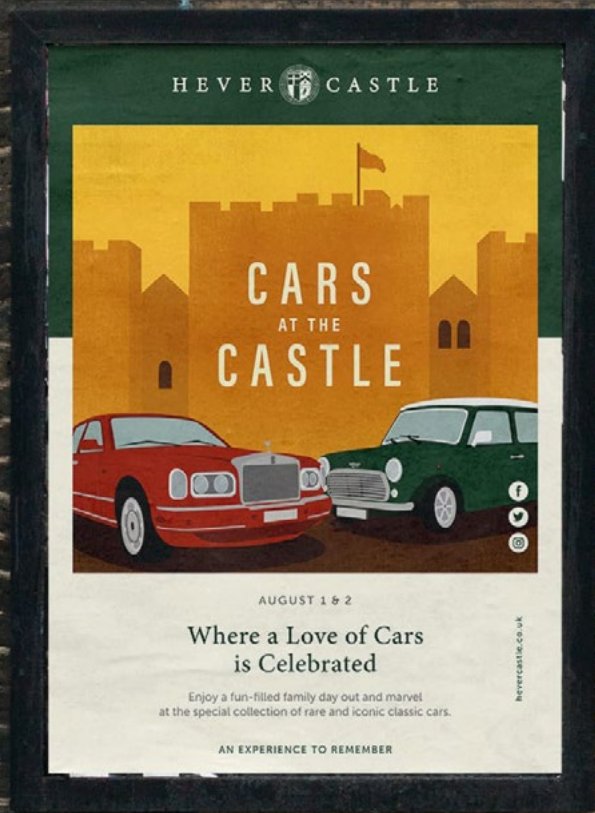
## Full Page -Spacing

Spacing for all advertising is worked out using a fraction taken from the height of the logo within the document. This fraction is then simplified by using the letter "x". Below "x" is 1/8th of the logo height.

Example shown as A4  
(Full page advert size most frequently used)









JohnAyling&Associates

THE ORIGINAL INDEPENDENT

JohnAyling  
&Associates

John Ayling & Associates

27 Soho Square  
London, W1D 3QR

John Ayling

020 7439 6070

077 9833 8257

john.ayling@jaa-media.com

jaa-media.com

THE ORIGINAL INDEPENDENT MEDIA SPECIALIST

**John Ayling and Associates.**

Brand Identity, Iconography, Design for Print and Digital.

info@jaa-media.co.uk
John Ayling & Associates
+44 (0)20 7439 6070

# The Original Independent Media Specialist.

*jaa*

## Our values

As a trusted media partner, we have strong values that we are committed to throughout all elements of our work.

### Transparency

Established in 1978, we are proud to be the only agency in the top 25 media agencies to still have an Open Book policy and be ISBA contract compliant.

Transparency
Collaboration
Craftmanship

Curiosity
Tenacity
Decency

**John Ayling OBE**  
Executive Chairman

Founded JAA in 1978 having previously been Media Director at Kinkwood Company and Garland-Corcoran (Satchels). He was also a co-founder of the Association of Media Independents and also was a co-founder of PHD in 1990. He has also been Chairman of the Lords Taverners, and has run the

[View LinkedIn](#) →

**Richard Temple**  
Managing Director

Joined JAA in 1999 having worked at two other media agencies and also on the media owner side too. He has worked across all categories including financial services, frog and fashion, and has led the agency's work in

drinkaware
CATS PROTECTION
Gü
SEKONDA

Believe in children
Barnardo's
ALTO GLYM
boomf

**Built on honesty, we work in partnership to push boundaries in connecting businesses, brands and their customers.**

**New Work**

Through our 40-year history, we've had the pleasure of working with some incredible clients to produce some truly extraordinary work that we are proud to have been a part of.

[View all](#) →

The Happy Egg Co  
Food & Drink

→ World Animal Protection  
Charity

→ YuMov  
Online On

**We know media and we know how to make it shine.**

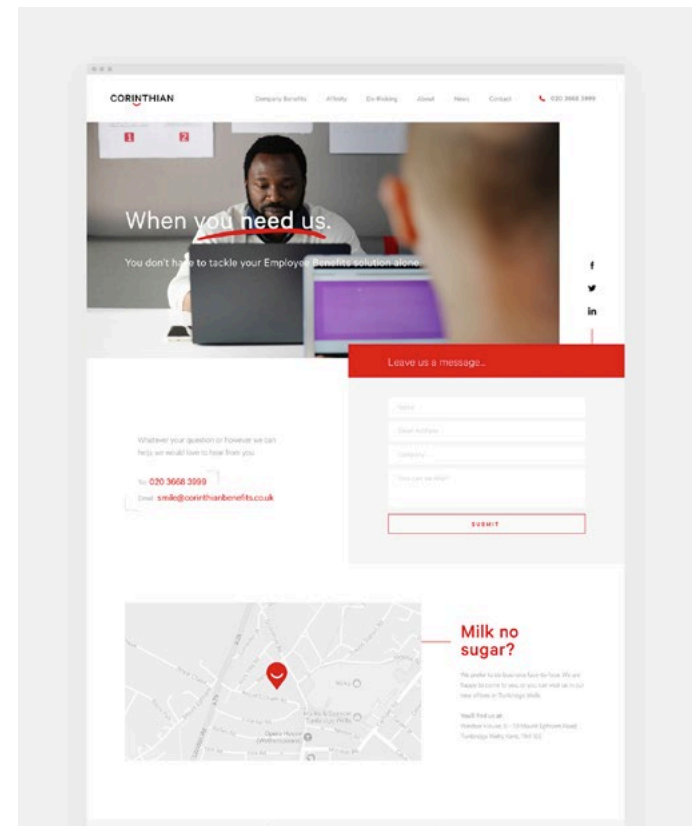
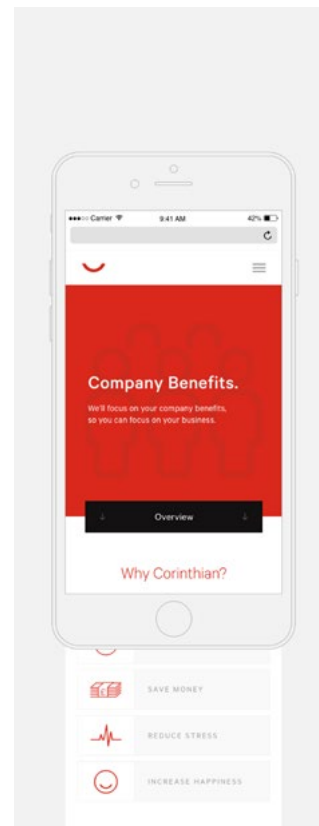
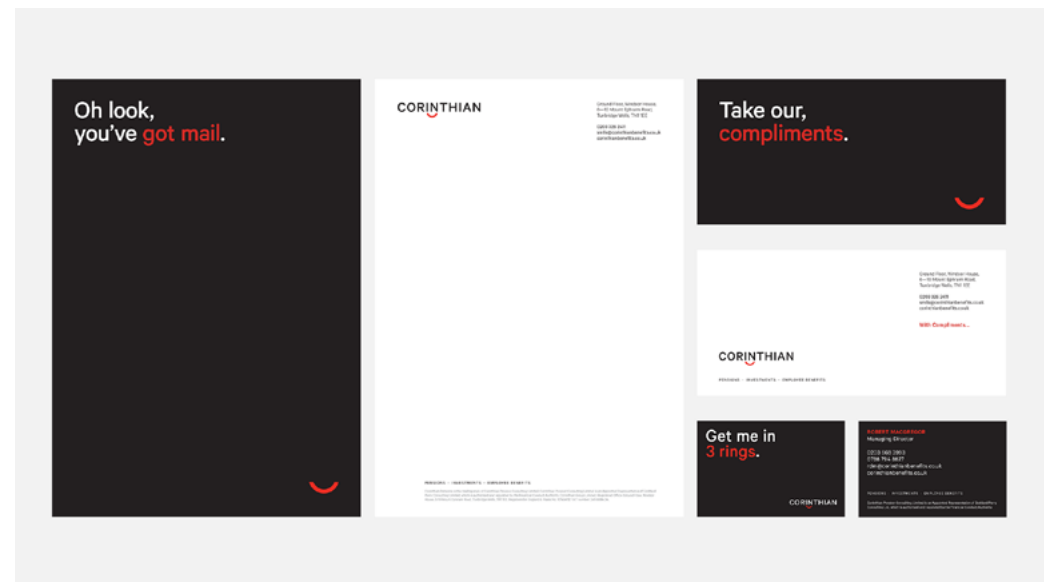
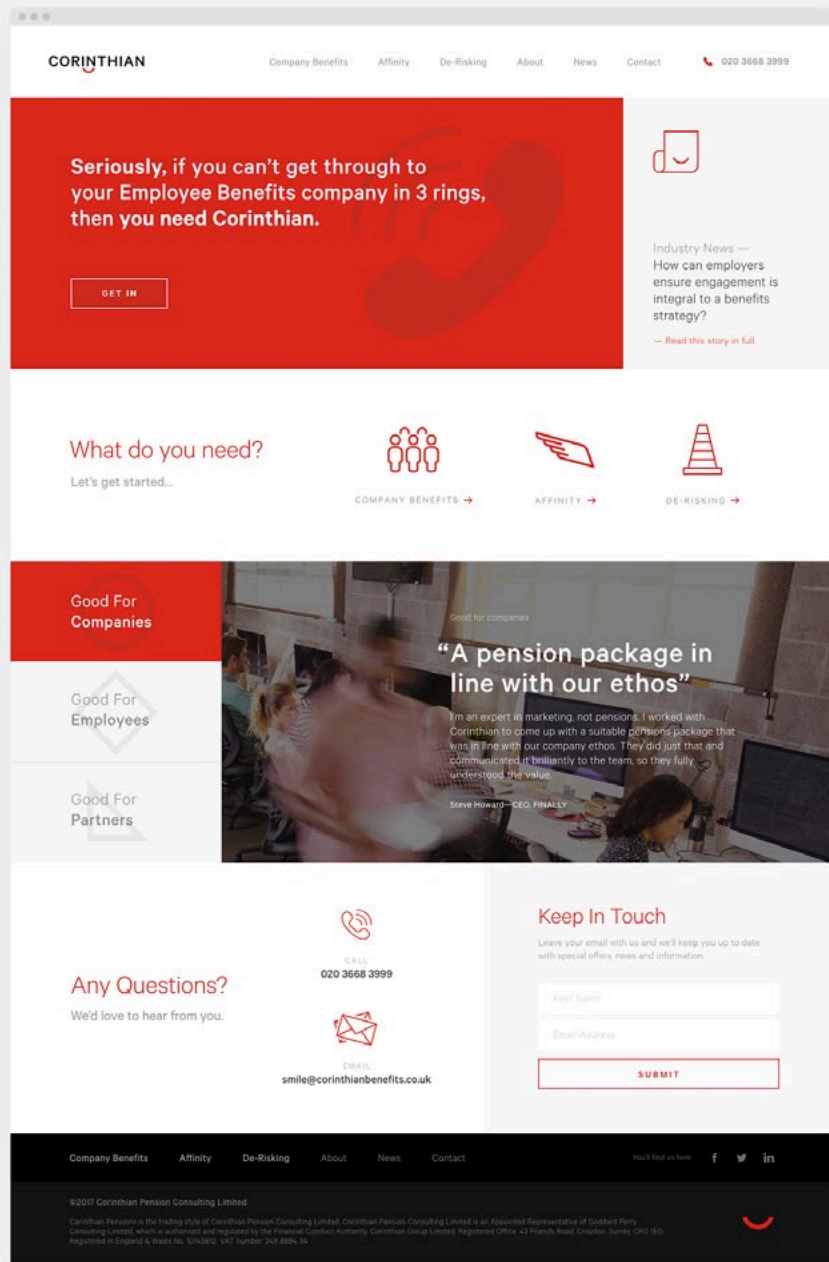
We are the original independent media specialists. With over 40 years' experience, we provide strategy, planning and buying for marketers to create valuable partnerships that always pushes the potential of creative and communication further.



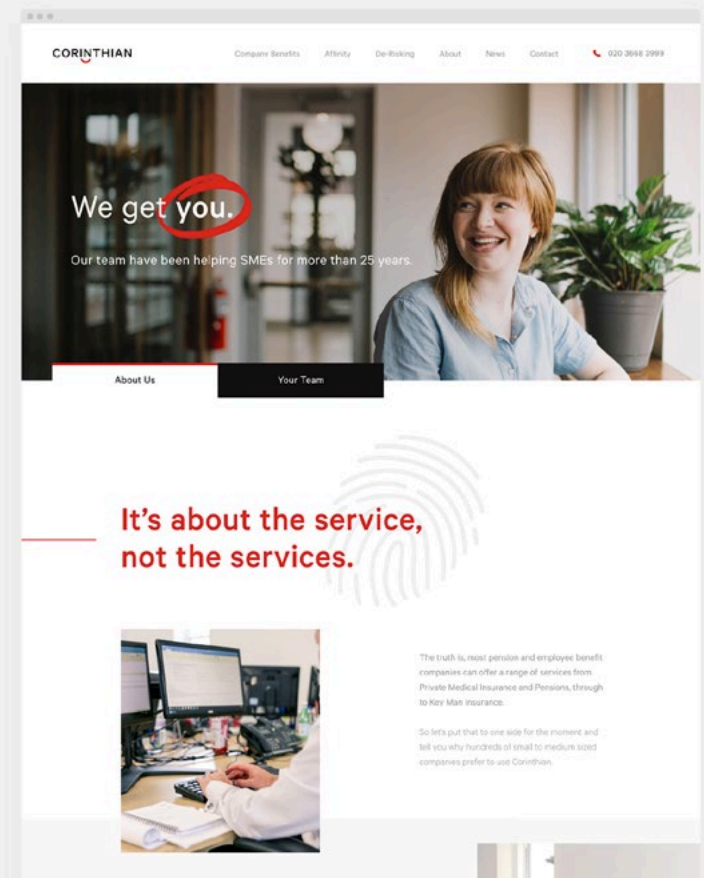


## Corinthian Benefits.

Brand Identity, Design for Print and Digital, Photography.








# Effortlessly drive your business performance.

01

Prioritize  
opportunities, take  
action, measure  
impact, scale success



 Quorso

All in a **single** tool.

See how it works

How we help.

Quorso delivers rapid value  
across **every area** of your  
business.

 Quorso

Are you ready to drive  
your business  
performance, **effortlessly**?

Get started today

Keep me updated





**Ready to go?**  
**Let's get you started.**

Donec ullamcorper nulla non metus auctor fringilla. Nullam quis risus eget urna mollis ornare vel eu leo.

Select a date

Say hello to Quorso.

**Reliable information is the best foundation.**

Sed posuere consectetur est at lobortis. Curabitur blandit tempus porttitor. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacina odio sem nec elit. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

<b>50,000</b>	<b>90%</b>
Sed posuere	Sed posuere
<b>83.6</b>	<b>±1.6M</b>
Grafica nunciat	Grafica nunciat

Download.

Get started with  
**Quorso today.**

Morbi pharetra, lacus sit ame  
porta, nisi purus cursus erat,  
elementum massa arcu eget  
urabitur tincidunt.

Email address

Download now

The dashboard consists of 12 cards arranged in a 4x3 grid. The first three rows contain 3 cards each, and the fourth row contains 2 cards. Each card has a title 'Lorem stat.' and a primary data point. The first three rows also include a secondary data point and a descriptive paragraph. The fourth row contains only the primary data point and the descriptive paragraph.

Row	Card Index	Primary Data	Secondary Data	Description
1	1	107%	107%	Lorem ipsum euismod
	2	107%	107%	Lorem ipsum euismod
	3	107%	107%	Lorem ipsum euismod
2	4	129%	129%	Etiam tincidunt enim auctor congue oit odio lectus, posuere non euismod a velit.
	5	34M	34M	
	6	34M	34M	
3	7	15-23	15-23	
	8	10.7m	10.7m	

berro, e.

ugue  
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ng elit.

News - 00/00/0000

Nulla vitae e  
a pharetra a

Vivamus sagittis lac  
laoreet rutrum fauc  
auctor. Lorem ipsum  
amet, consectetur a

Read article

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News - 00/00/0000

Nulla vitae e  
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Vivamus sagittis lac  
laoreet rutrum fauc  
auctor. Lorem ipsum  
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Read article



# Brand Toolkit

# 2



## INTRO TO QUORSO

### BRAND TOOLKIT

Marque  
Logo  
Logo Clearance  
Logo Sizing  
Logo Usage  
Colours  
Typefaces  
Iconography  
Illustration

### DIGITAL USAGE

### PRINT USAGE

### QUORSO CONTACTS

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas faucibus mollis interdum. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

 **Quorso**


Keep the identity as required

**Quorso** 

Do not change the arrangement

 **Quorso**

Do not rotate

 **Quorso**

Do not change the spacing

### Iconography

### DIGITAL USAGE

### PRINT USAGE

### QUORSO CONTACTS

## Logo Clearance



## INTRO TO QUORSO

### BRAND TOOLKIT

Marque  
Logo  
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Colours  
Typefaces  
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Illustration

### DIGITAL USAGE

### PRINT USAGE

### QUORSO CONTACTS

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas faucibus mollis interdum. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

 **Quorso**

Marque in heavy text

Marque in heavy text

## Social Cards — Layouts

Three different layouts, two configurations. Select the best fit for the purpose or content.



Logo only



Logo & small strapline



Logo & larger strapline



## INTRO TO QUORSO

### BRAND TOOLKIT

### DIGITAL USAGE

UI Style Kit  
Email Headers  
Email Signature  
Social Headers  
Social Cards  
Presentation Template

### PRINT USAGE

### QUORSO CONTACTS

## Iconography



## INTRO TO QUORSO

### BRAND TOOLKIT

Marque  
Logo  
Logo Clearance

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas faucibus mollis interdum. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Primary — On white



## Primary Colours



## INTRO TO QUORSO

### BRAND TOOLKIT

Marque  
Logo  
Logo Clearance  
Logo Sizing  
Logo Usage  
Colours  
Typefaces  
Iconography  
Illustration

### DIGITAL USAGE

### PRINT USAGE

### QUORSO CONTACTS

Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas faucibus mollis interdum. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Nullam quis risus eget urna mollis ornare vel eu leo. Donec sed odio dui. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

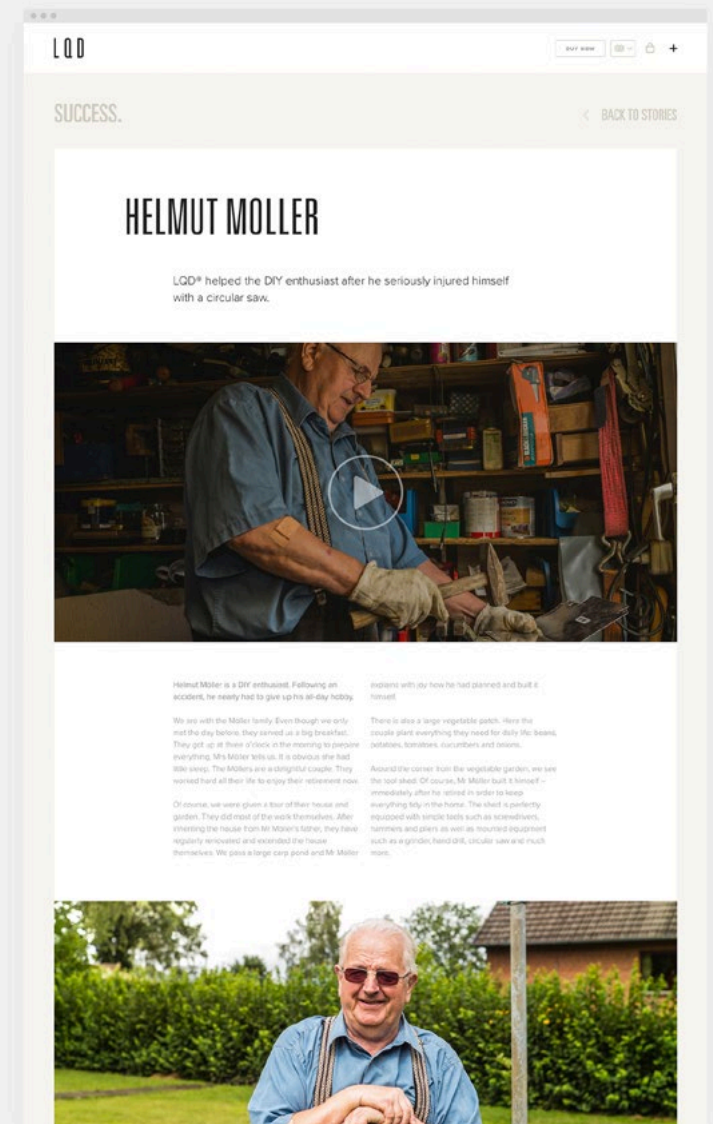
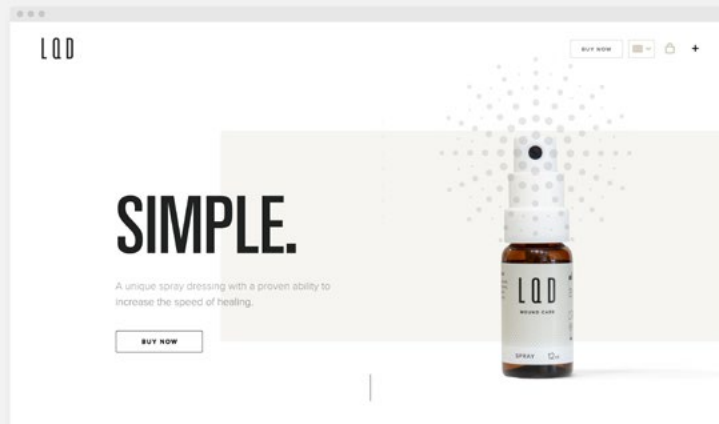
Primary	Lighter Tones
#FF595A	#7AB8BC
1785c	#E75D7C
2685c	#5A808B
26133E	Dark Colour
#221037	Lighter Tones
#1E0F30	Dark Colour





**LQD Wound Care.**

Brand Identity, Packaging, Exhibition Graphics, Design for Print and Digital.



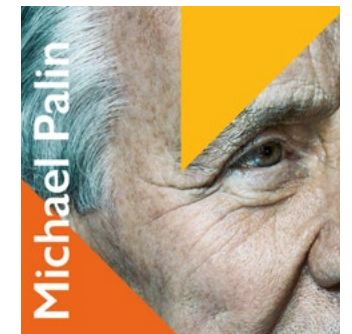
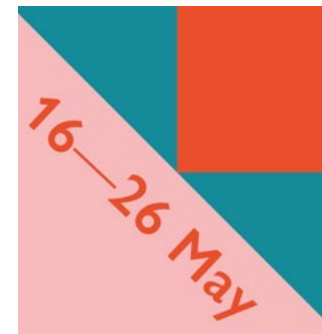




**Charleston Festival 2020.**

Pitch Campaign Ideation—Design for Print.







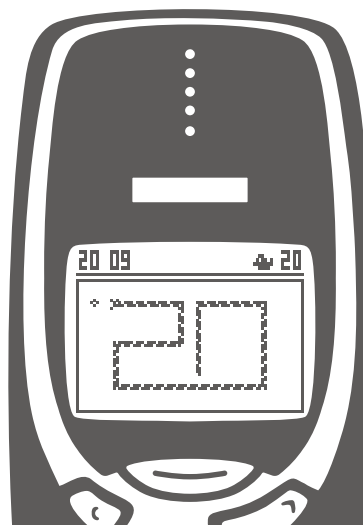


**Deep Heat/Freeze—Mentholatum.**

Pitch Ideation—Brand Identity and Packaging Design.



—2019.



—2020.



—2021.

**Fedrigoni 365.**

Personal—Design for Print.





THE ART OF LANDSCAPING



CORINTHIAN

comtrex



**Selected Identities.**  
Brand Identity.

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**Reference.**

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*"Luke was a pleasure to work with.  
He is a very talented designer with  
fantastic communication skills and  
the first to offer support to other  
members of the team."*

**Zoe Bell—Integrated Project Manager**

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**Contact.**

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**+44 (0) 7784 134 834**  
**luke.gdsl@gmail.com**

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**—  
Thank you.**

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