Mark Attree

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Employment

Freelance O1/13-Now

CRM London - 03/12-06/12 - Designer

SMPLondon - 01/15-08/17 - Designer/Senior Designer

PrologueLos Angeles - 01/12-03/12 - Designer

Brand Brewery London - 02/14-01/15 - Designer **Lambie-Nairn** London - 02/10-01/12 - Designer

BBCLondon - 07/12-02/14 - Designer

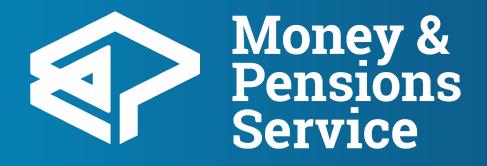
Work Placements
Brandy, London
Heavenly, London

Education

Ravensbourne
London - 09/06-07/09
BA Hons Graphic Design (2006/09)
Foundation Diploma in Art & Design (2005/06)

Beths Grammar School
Kent - 08/99-07/03
5 A-levels (2001/03)
1 AS-level (2002)
13 GCSEs (1999/2001)

Some new bits...

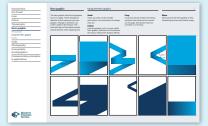


Money and Pensions Service

MaPS is a new company parenting MoneyHelper. Projects here include developing a brand style and guidelines, which covered icons, infographics and a brand hero device. From this I have created booklets, posters and a whole suite of guides amongst other printed collateral. There have been pieces created for screen including banners and templates.



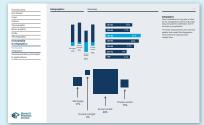


















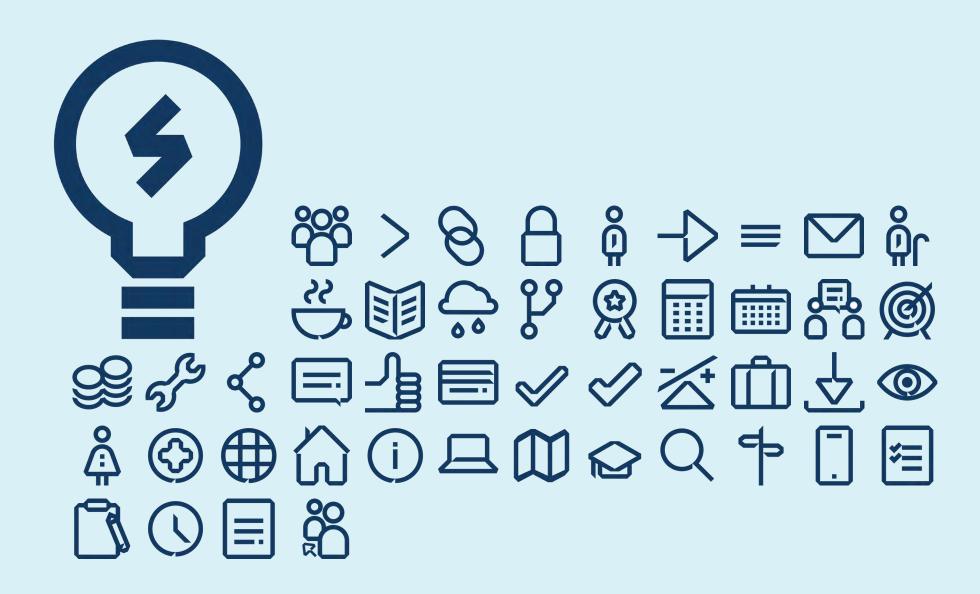
External and internal comms



Brochures



Staff intranet



























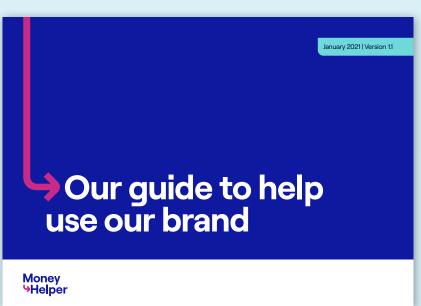




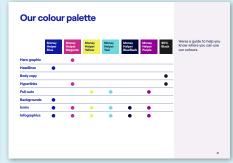
Money 4Helper

MoneyHelper

MoneyHelper is a new brand, bringing together all the services of Money Advice Service, Pension Wise and The Pension Advisory Service. This work involved developing the brand and building guidelines. From this creating collateral for screen and print.













The larger the arrow, the lower the tint (E).

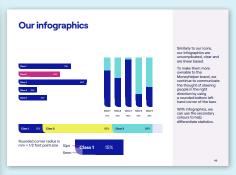
Arrows are used to direct to something, or show a journey (A, B, C, E, F and G).

Only use straight arrows: from top to bottom or from left to right (E and G) or arrows with one curve (A, B C and F), starting from the top and curving to the right. Minimum tint 30%.

The beginning of the arrow is always cropped, either by page, image or box.

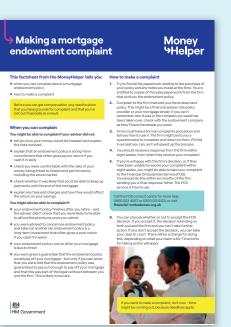
The shape of the arrow can be used large to hold text and images (see D and H).

Please use original artwork, and only adjust the length of the stroke leading into the arrow head.





Guidelines

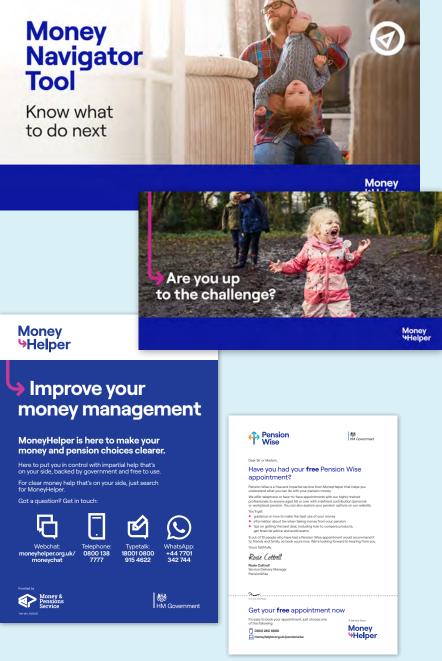






Brochures





External and internal comms





Talk Money Week

An annual event hosted by MaPS for B2B. The work involves rebranding each year, with creating collateral for the event. Pieces include banners, staging, presentations, print material, social assets and on the day collateral.





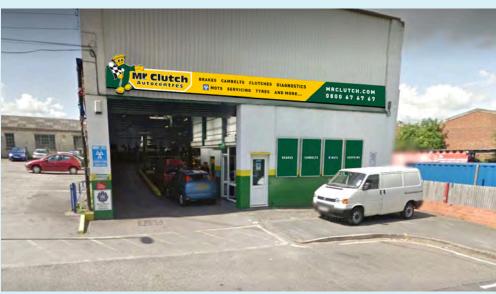


Mr. Clutch

Both printed and digital assets have been required on projects with Mr. Clutch. From garage signage to digital banners.











Garage signage







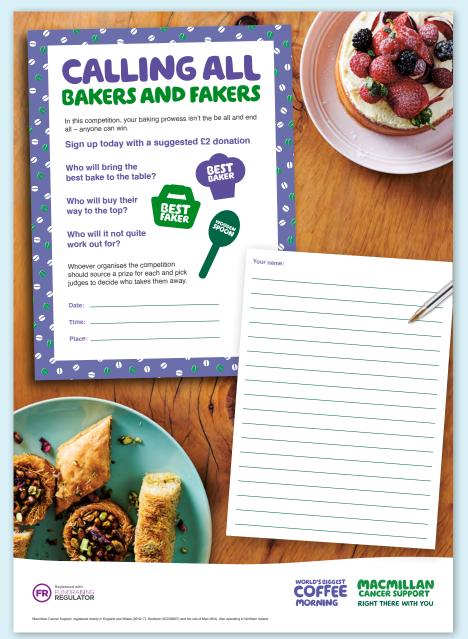


MACMILLAN CANCER SUPPORT

RIGHT THERE WITH YOU

Macmillan

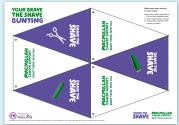
Both printed and digital assets have been required on projects with Macmillan. Statics and animations have been created for World's Best Coffee Morning, Brave the Shave and Game Heroes campaigns.















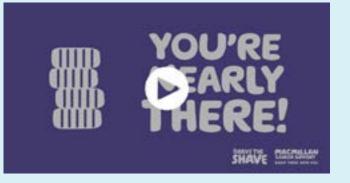


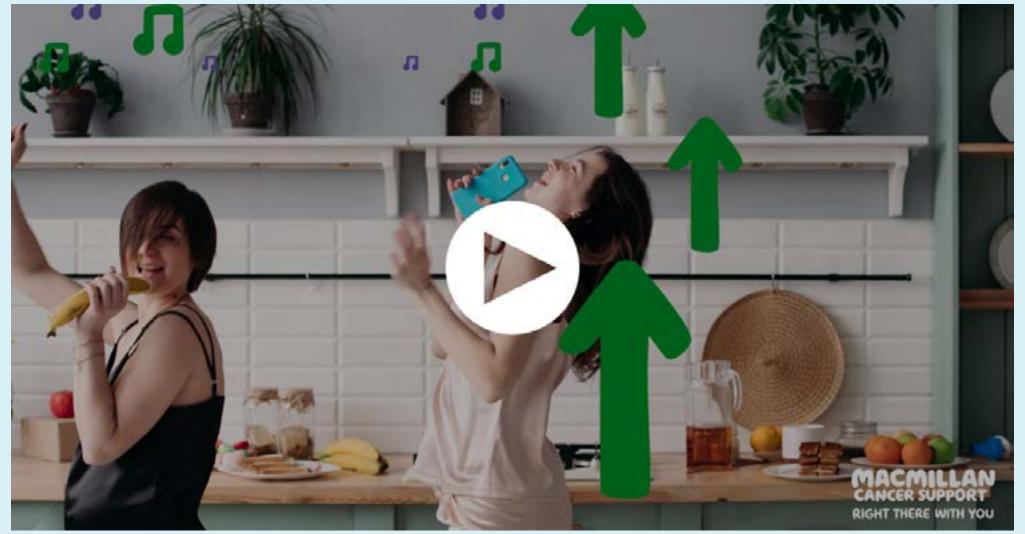












Previous work















Internal communications - Exhibition walls and company club assets





DHL - Man Utd microsite and set design



DHL - Harlequins microsite







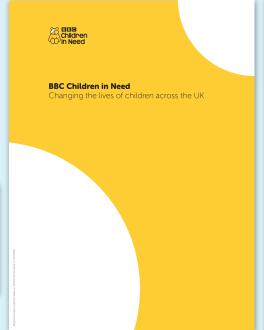


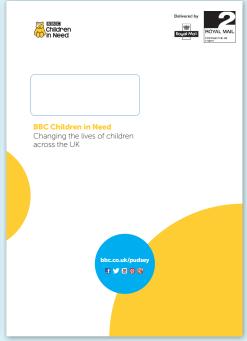




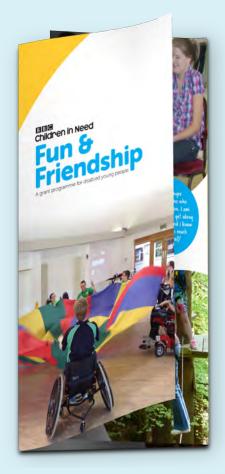
















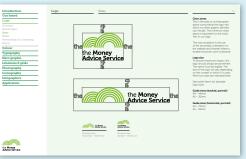




Money Advice Service

The money advising company needed a brand refresh, and all comms to be brought in line in a smart, informative and consistent way. This involved creating developing new icons, infographics and photography style. The same requirements were developed for the Financial Capabilities product. Projects cover leaflets, booklets, annual reports and digital assets.

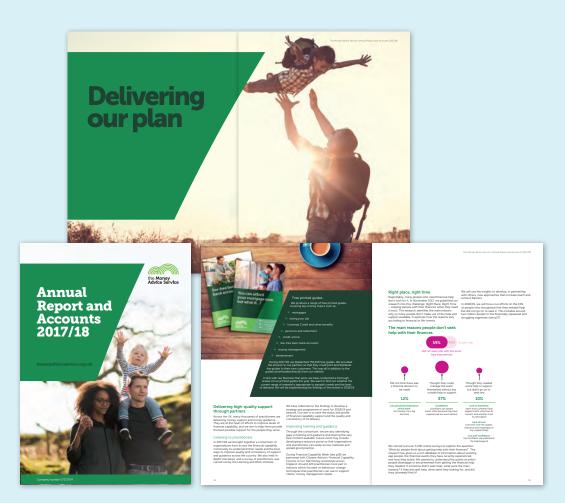








Guidelines





Brochures

External and internal comms









Guidelines





External comms Event collateral



SanDisk

From print to digital material, there is a wide variation of projects for SanDisk. I have created several campaigns for UK, EAME and US, including back to school, gifting and product focused ads. The campaigns include ads, packaging, POS elements and online ads.























Various campaign creatives









Digital product power page

Feel as Clean as a discoball





For consecutive years, I've created the collateral for the annual Andrex campaign, including the most recent 'Feel as clean as' campaign. Along with the look and feel, I developed a series of icons, to work with the assets on printed and digital media.







Posters



Web banners



POS assets



Leaflets



Aisle fins, stripping and barkers















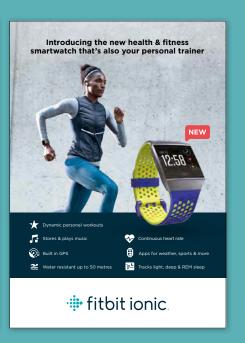


Campaign posters, key visuals and shippers

(Joeney:









Fitbit

Projects for the fitness tracker brand include both printed and digital briefs. From creating printed assets for Mothers Day to creating Cinema4D conceptual ideas for point of purchase fixtures.



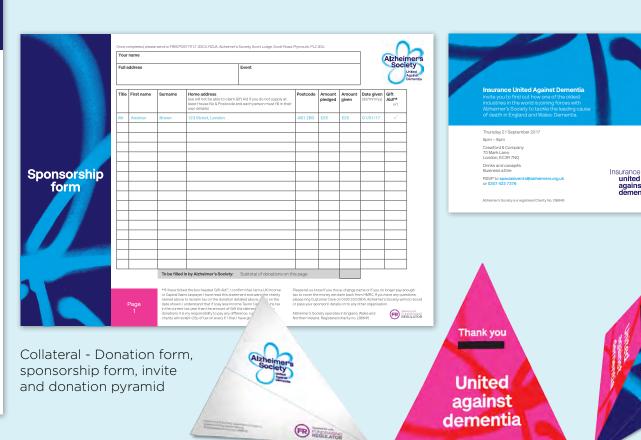
Alzhiemer's Society

The charity has a varied range of campaigns, of which I've been responsible for designing and artworking a wide range of creative, including fundraising guides, creating mini identities, various booklets, marketing materials and online digital banners.

Donation form Please send your cheque and completed donation form to: Freepost RTLT-SSCX-RZUA, Alzheimer's Society, Customer Care, Scott Lodge, Scott Road, Plymouth, Devon, PL2 3DU. Please make your cheque payable to Alzheimer's Society First Name * Post code:* Email address: How were your funds raised? (please be as specific as possible i.e. coffee morning, cake sale, Memory Walk, collection, In Memoriam etc.): Are you a member of a company or Volunteer Fundraising Group? If so, which one: Call 0330 333 0804 if you would like to pay by credit or debit card giftaid it Make your gift worth more at no extra cost We can boost your donation by an extra 25p for every £1! Yes, I am happy for all gifts of money that I have made to Alzheimer's Society in the past 4 years and all future gifts of money that I make to be Gift Aid donations I am a UK taxpayer and understand that if I pay less Income Tax & Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all of my donations across all Charities; it is my responsibility to pay any difference. Gift Aid is reclaimed by Alzheimer's Society from the tax I pay for the current tax year Freepost RTLT-SSCX-RZUA, Alzheimer's Society, Customer Care, Scott Lodge, Scott Road, Plymouth, Devon, PL2 3DU We'd love to stay in touch with our latest news on everything we're doing to lead the fight against dementia including, fundraising, campaigning, services, research and volunteering. We will not sell your details to third parties. We may need to pass them to companies such as fulfilment houses and printers, authorised to act on our behalf. ☐ I am happy to be emailed ☐ I am happy to be called ☐ I am happy to receive SMS ☐ I would prefer not to be mailed

*We need you to complete these sections in order to claim Gift Aid on your generous donation.

Alzheimer's Society operates in England, Wales and Northern Ireland. Registered charity no. 296645

















Ready, set, SNOW! It's time to beat dementia



Calling all elves.	Join my Elf Day and get ready to unleash your inner Elf What:
	Where:
	Can't join me? You can still make a Christmas gift to Alzheimer's Society by visiting secure alzheimers.org.uk/elf-day
	Atheren's Stools general in Folgand, Centry in 20060.







IUAD campaign (selected assets)

Year to Remember campaign (selected assets)





Carols at Christmas campaign (17 booklets and tickets)

Flashback campaign (selected assets)







Pedal for Scotland Cycle 45 miles from Glasgow to Edinburgh for Breast Cancer Now

8 September 2019 Free Registration – EDF Energy will pay your fee

For more information email edfenergy@breastcancernow.org



breastcancernow.org Registered charity nos 1160558 (Engaind and Wales), SC045584 (Scotland) and 1200 (Isle of Man)





by sicilian grandparents brought this recipe to New York in the late you sit he arona of the cooking any daw. The powerful for the in the late task it while it's cooking. The irresistible arge to constantly How to make it

1. Boil the spare ribs till completely cooked.
2. In a large pan, sauté the onion in olive oil till soft.
3. Add the garlic and sauté à bit longer.
4. Add the parlic pani, consideration of the parlic panic panic panic, tomates, chicken aught, wine and honey, season with sail.

4. Add the uncooked sausage and meatballs.

5. Carry on simmering for 4-5 hours, again on a low the pot to stop the sauce from burning.

8. Sprinkle the cheese and serve.

My aunt and uncle learned this recipe from the locals while living in montserrat in the caribbean It reminds

me of christmas as a kid

The slow simmering makes it well worth the wait. 00 ce

What goes in

Justin's DEVIL Chicken

How to make it

t. Heat your oven to 180°C.

- averigine dish, 3. In another bowl, mix the jam, mustard, cayenie pepper, garlic and Worcester sauce. Blend until it's smooth.
- 4. Mix in the ketchup and soya sauce. 5. Pour the sauce all over the chicken.
- Cook on the top shelf of your oven for around 20-30minutes.

by Justin Howard







Guidelines and icons









O2 Quickfire movie





Giovanna Fletcher

The best selling author and vlogger needed a logo to help her online presence.



Thank you