

The background features a symmetrical design with teal and dark blue elements. On the left, a teal semi-circle is partially visible, and a dark blue triangle points towards the center. On the right, a dark blue semi-circle is partially visible, and a teal triangle points towards the center. A vertical teal bar runs through the middle. The text is centered in the teal triangle on the left.

Christopher Page
Graphic Designer

A Graphic Designer with over 11 years experience working in agencies and freelancing. From print to digital, jobs large and small, my focus is to create simple design solutions that engage and excite.

I've worked with Polaroid, Odeon, EE, St John Ambulance, Blu, Barratt Homes, Henkel, Nestlé, EndometrosisUK, Purina, Juniorjones and Bosch.



What I do

Graphic design
Branding & identity design
Digital & website design
Content creation for social media
Layout & editorial design
Advertising
Shopper Marketing
Illustration
Packaging
Animation

hello@christopherpage.design

The background consists of several overlapping geometric shapes. A large teal triangle points from the top-left towards the center. A vertical teal bar is positioned to the right of this triangle. A dark blue triangle points from the top-right towards the center, overlapping the teal bar. The text 'BRANDING & IDENTITY' is centered within the dark blue triangle.

BRANDING
& IDENTITY



JUNIORJONES

A brand built from scratch. The market's first all-carbon-fibre stroller. After analysing the market we saw a space for a luxury stroller brand. For those who feel that their baby is just that bit more discerning and therefore deserves the best.

I worked on all aspects of the brand from naming to the tread on the tyres.

Deliverables

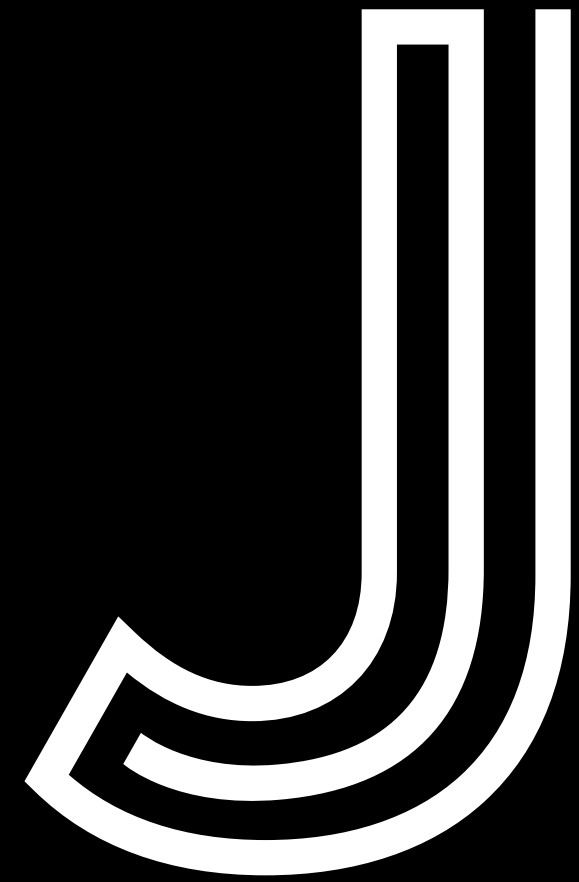
Identity Design

Packaging

Print material

Digital + print advertising

Point of sale



JUNIORJONES[®]



Packaging across the range, including a stroller that fits perfectly in overhead plane storage.

JUNIORJONES®

FOR BABIES GOING SOMEWHERE

Introducing the J-CARBON stroller by JUNIORJONES, the ultimate in style and performance. Its unique all-carbon fibre chassis, together with features like Tru-Ride 2 technology ensure a smooth ride and an effortless push. With every detail considered to maximise comfort and safety, this is the stroller for babies who deserve the best of everything. To find out more, visit juniorjones.com or follow us [t](#) [f](#) [@](#)



J-CARBON THE ALL-NEW CARBON FIBRE STROLLER

The baby market was targeted with print & digital advertising

JUNIORJONES®

FOR BABIES GOING SOMEWHERE

[Sign In](#) | [Register](#)

MADE FOR MUMS

Helping parents make confident choices

[Reviews](#) [Chat](#) [Getting Pregnant](#) [Pregnancy](#) [Baby](#) [Toddler](#) [School & Family](#) [Search](#)

Home > Welcome to MadeForMums



Family Life

Save up to 45% on tickets for The Baby Show

Best Buys

16 of the best buggies suitable for

School Life

Is THIS the best way to 'do' World



Baby Names

33 Welsh baby names | For St David's Day

Trending today

82 last-minute easy World Book Day 2019 costumes

MadeForMums upgraded Chat forum: your questions answered

7 of the best toys to help your baby sleep

Toddler tantrums - when should you step in?

What is a lotus birth - and is it safe to have one?

THE ALL-NEW CARBON FIBRE STROLLER

FIND OUT MORE



STYLE & DESIGN

Our designers set out to create an innovative range of strollers that look as beautiful as they are functional. We are redefining what a stroller should be, with our sleek and stylish collection. And stylish in an understated way – everything from on-trend colours down to the fine details of zip-pulls and discreet branding.

When you choose a JUNIORJONES stroller, you make a statement about the type of family you are – one that wants the best for their child and one that will not compromise on style.



PERFORMANCE & FUNCTIONALITY

For parents who want to add their own flair to a stroller, our premier model, the J-CARBON, is fully customisable. The sleek carbon fibre chassis can be accessorised with interchangeable back panels, bumper bars, head-turning wheel designs and chic fabrics in your choice of colour.

Our fabrics have been selected individually and then curated to offer you the utmost quality and style. Each stitch and seam on our fabrics is quality checked to ensure only the best for you and your baby.

The team at JUNIORJONES are innovators in the stroller world, with over 100 years of industry experience, creating a range of products that exceed performance standards and resolve many common issues found in some other strollers.

Our stroller tyres feature Tru-Ride 2 technology giving you an effortless push, the perfect ride for your baby, easy manoeuvrability over rough terrain and last up to ten times longer than standard stroller tyres.

Some of our strollers feature a patented twist handlebar, making folding with one hand easy, and our innovative flip-flop friendly tap-on, tap-off brake pedal means no more stubbed toes or dirty shoes.

Compact and sleek, our strollers are car and travel friendly – the J-TOURER is designed to fit in most airline overhead lockers.

TESTED TO JUNIOR'S STANDARDS

Safety and quality are priorities at JUNIORJONES. Having a baby can be a daunting experience for any family but you can be confident your new stroller is engineered to ensure they are as safe as possible.

Our range of strollers are all tested to and comply with the latest UK and European standards. In addition, independent testing has demonstrated the safety of our strollers; we will not compromise on the safety of our products and neither should you.

Quality also goes hand-in-hand with safety – adhering to the highest standards of manufacturing and using durable materials like carbon fibre, means all JUNIORJONES strollers are built to last. We want your stroller to stay with your family for as long as you need, passed down as your family grows.

We rigorously test all our products in-house during the development process, to ensure that our innovative engineering maintains the highest levels of build quality and safety. Once completed, they are then re-tested at an independent test facility to obtain the latest safety certification. Our range of strollers all conform to and comply with the latest UK and European standards.

Every JUNIORJONES stroller complies with BS EN 1888-2:2018.



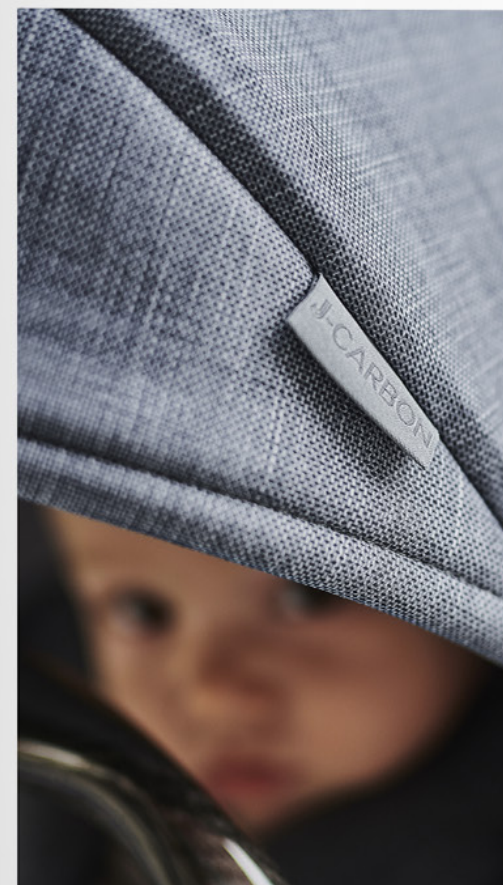
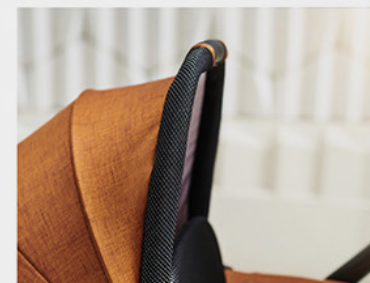
Just like a car, the tyres and suspension on your stroller have a huge impact on overall performance and durability. That is why each JUNIORJONES stroller comes fitted with Tru-Ride 2 technology as standard.

This is the next step in the evolution of the Tru-Ride technology – our stroller tyres and suspension have been designed for maximum comfort, durability and ease of handling. Your baby will notice the smoothness and so will you. Tru-Ride 2 gives you sharper handling, better manoeuvrability and reduces pushing fatigue.



Tru-Ride 2[®]

Made from a softer PU polymer, the tyres are engineered for superior comfort and are puncture resistant. But don't let the softness deceive you, they're also highly durable – lasting up to ten times longer than the ordinary EVA used on most other strollers. Superior bearings and bespoke tuned suspension work in harmony with the tyre to give you an effortless push experience. JUNIORJONES tyres are instantly recognisable by their distinctive 'J' tread design – the mark of quality.



J-CARBON FEATURES

TECH SPEC	FOR BABY	FOR YOU
CUSTOMISABLE	SUITABLE FROM BIRTH	3 YEAR WARRANTY
TRU-RIDE 2 TECHNOLOGY	ADJUSTABLE HOOD HEIGHT	ADJUSTABLE HANDLE HEIGHT
QUICK RELEASE REAR WHEELS	ERGONOMIC BUMPER BAR	SWING-AWAY BUMPER BAR
FIXED OR SWIVEL FRONT WHEELS	PARENT AND FORWARD-FACING SEAT	ONE-HAND FOLD
CAR SEAT COMPATIBLE	22KG WEIGHT LIMIT	ERGONOMIC HANDLEBAR
CARRYCOT ACCESSORY AVAILABLE	3 SEAT RECLINE POSITIONS	FLIP-FLOP FRIENDLY BRAKE
FREESTANDING WHEN FOLDED	5 HARNESS HEIGHT ADJUST POSITIONS	COMPACT FOLD
	VENTILATION HOOD PANEL	FOLD WITH SEAT ON
	ALL-ROUND SUSPENSION	REMOVABLE HOOD
	RAINCOVER INCLUDED	



A RANGE OF ON-TREND COLOURS

Bombay Rust / Graphite Black / Caribbean Blue / Imperial Blue / Sunset Pink / Frost Grey / Persian Red



ENDOMETRIOSISUK

EndometriosisUK

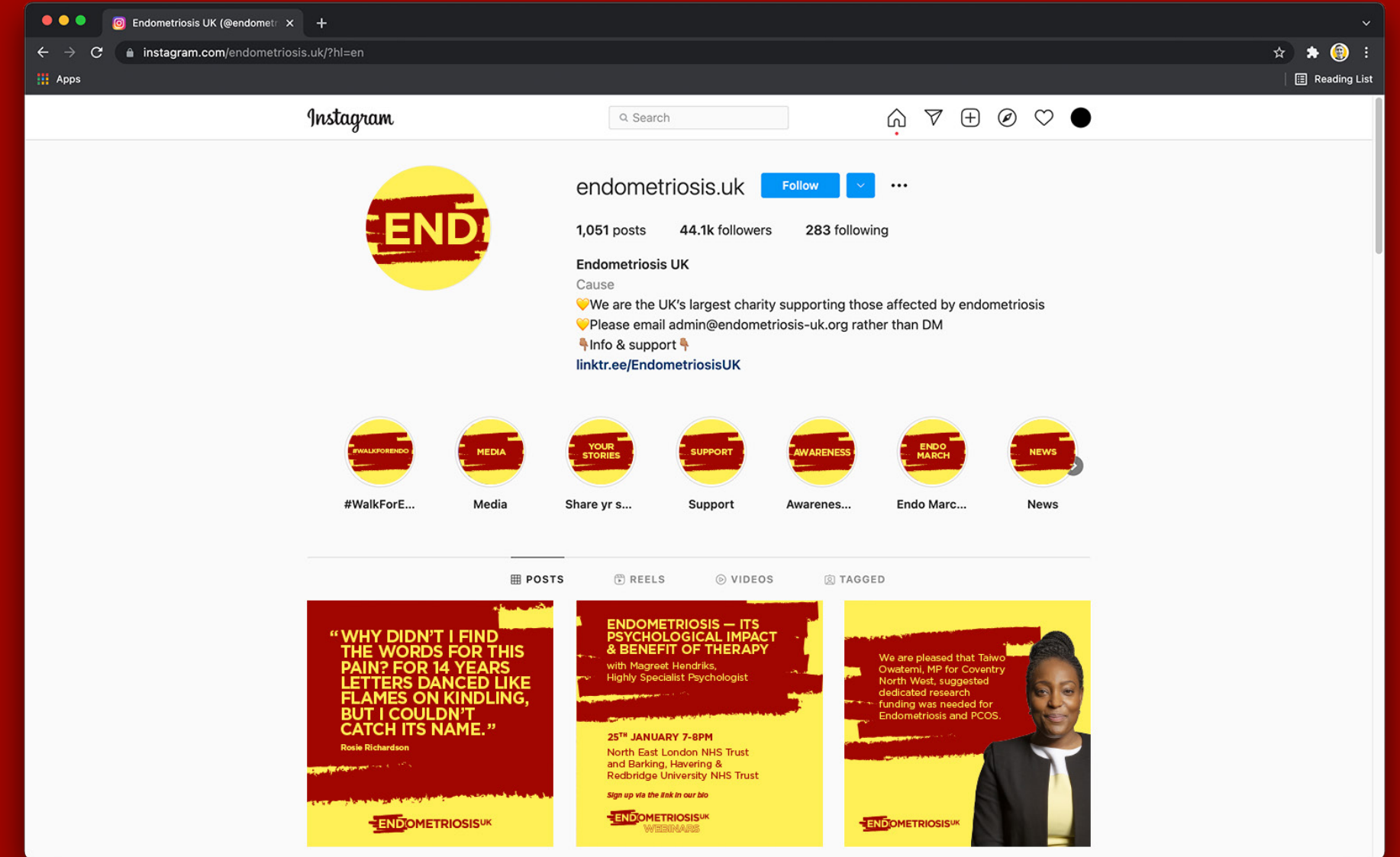
The task was to create a brand that better represented the 1.5million who suffer from Endometriosis.

The idea came from their mission; to end it. End the pain, end the ignorance, end the isolation.

The 'End-mark' has taken them from being quiet and passive to a charity demanding to be seen and heard.

Deliverables

Art Direction + Identity Design
Brand Guidelines
Advertising



LOGO ON APP SQUARE

This follows the same principle as social. We know our brand name is long and will be very tiny on a screen if used in full. Simplify to the 'END' statement in this instance. It also doubles as being discreet on somebody's home screens, an added bonus that some of our sufferers will appreciate.

FONTS - PRIMARY SET 10

This font is Gotham Bold
Tracking is set to -30
The leading should be tight.

HEADLINES ARE IMPACTFUL

This font is Gotham Medium Italic
Subhead if required

This font is Gotham Book
Body copy

There is no set size, as that will depend on your layouts, but ensure there is a hierarchy to your information. Headlines should be bigger than body copy. Subheads should be the same size as body copy.

You can use italics to highlight something in your body copy.

THE END-MARK — USING DIFFERENT CROPS 15

Now we've established using the End-mark to highlight key messages we move onto how you can use different crops.

We don't want to limit you to one crop for two reasons. The first is aesthetically it may tire and become too formulaic.

The second and more important reason is functionality. What if you have a lot of information? You may need to change the balance of how the End-mark is applied.

A few examples follow to demonstrate this.

MAILER 27

SOCIAL ADS 24

LOGO CLEARANCE 4

Simple ensure that the clear space around the logo is equal to the cap height of the type.

NOTEBOOK 32

SUPPORT GROUP LOGOS 38

We are proud of our UK-wide support groups, so have developed individual logo lock-ups for local corners.

THE END-MARK DOS AND DON'TS 13

DO use the End-mark to highlight your key message/headline.

DON'T have the End-mark blank on the page. It should always have a purpose within your communications.

DAY-TO-DAY SOCIAL — AN OVERVIEW 19

We're already great at being active on social media. What we'd like to now do is bring about a consistent look and feel to our content.

The key thing to note here is we don't mean that every post has to be the same templated template.

The three posts shown here are different subjects with different needs, one is a long specific, one is an event ad, one includes an image.

They aren't the same, nor can they be due the varying types of info they need to communicate.

What they do have is a consistent look, an identity.

A few examples follow to give you inspiration.

OUR MISSION 2

We believe in a world where endometriosis is recognised and understood, and where the disease does not limit people's lives.

We believe that everyone with endometriosis in the UK has the right to appropriate, high quality treatment regardless of background, identity, location or circumstance.

We believe everyone currently living with endometriosis should have the best care as a result of new developments in treatment, and that proactive research is vital to finding the cause and, one day, a cure for the disease.

YELLOW CMYK 4 0 73 0
RGB 255 240 86
PANTONE 101 C

The internationally recognised colour of Endometriosis and our main background colour. To be used as much as possible for all public facing comms.

RED CMYK 4 0 73 0
RGB 161 6 0
PANTONE 7628 C

Representative of the pain, struggle, emotions and more associated with Endometriosis.

WHITE CMYK 0 0 0 0
RGB 255 255 255

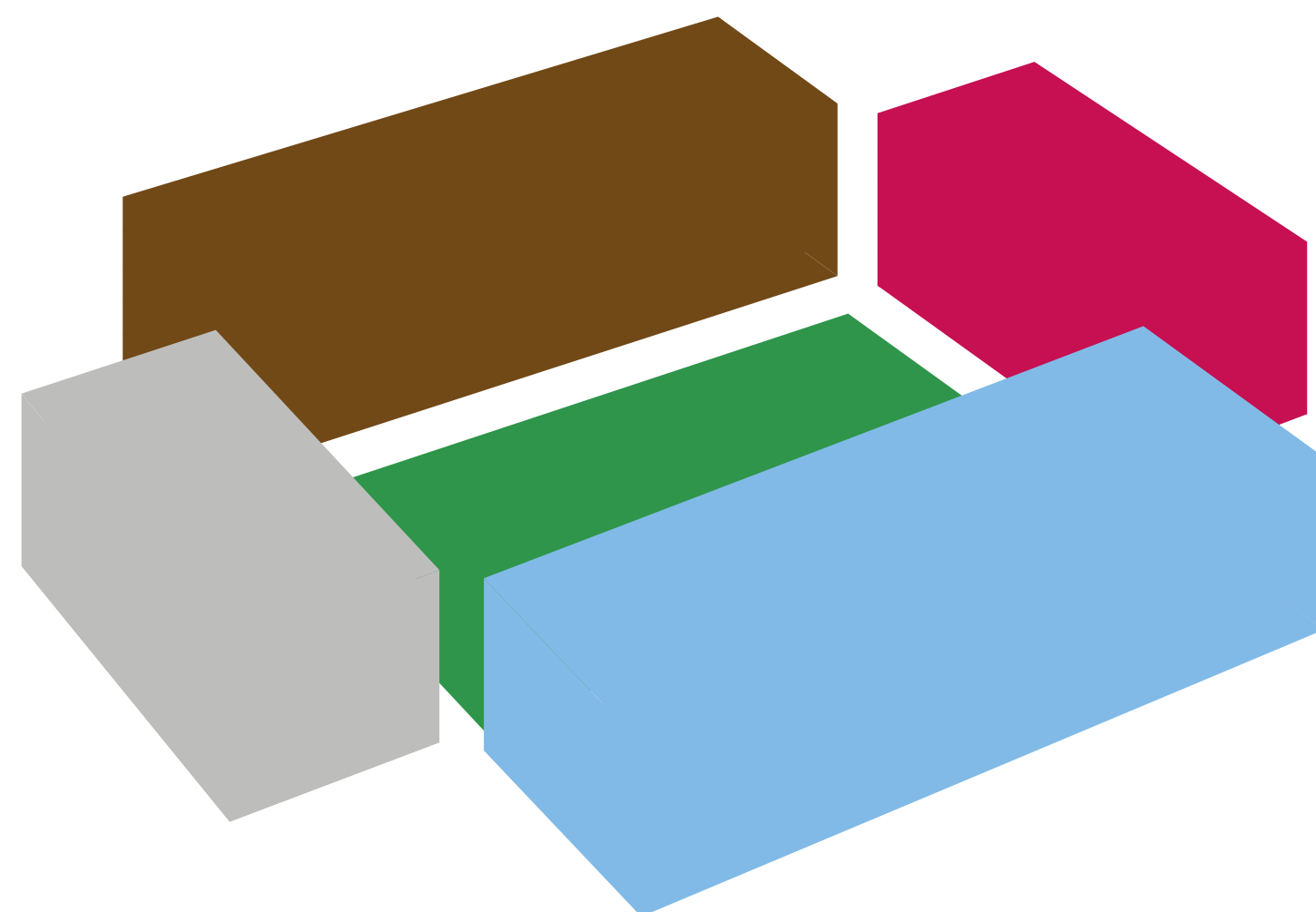
There will always be a need for white, particularly for the support groups. But please use yellow if possible. White is there as a backup background colour.

CHARCOAL CMYK 71 57 44 38
RGB 71 78 90
PANTONE 7540 C

This grey exists to offer up a third colour when the occasion presents itself, such as a footer on the website. It should be used sparingly.

Tower 42, London





The Stoop

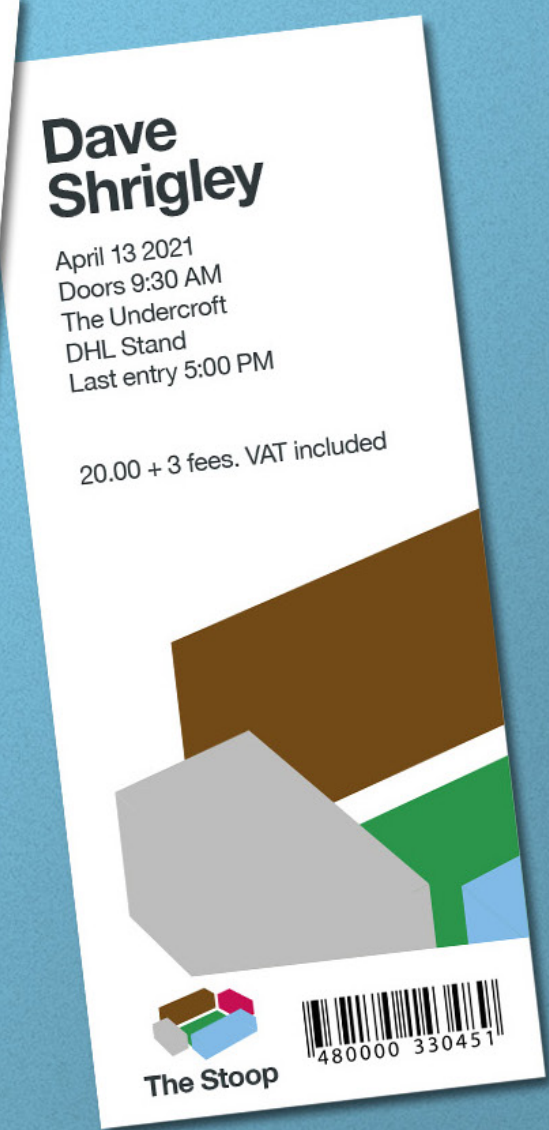
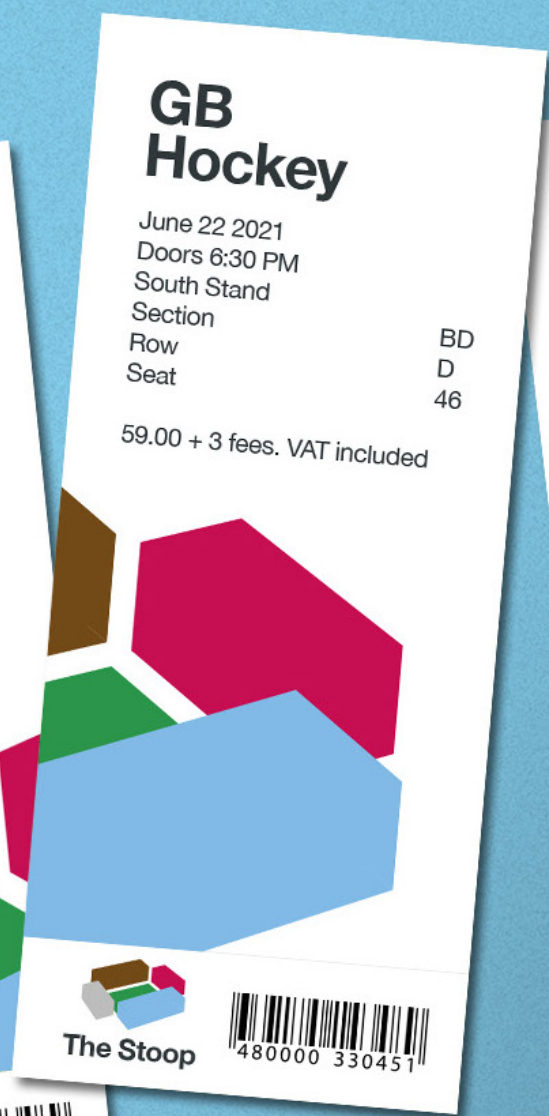
The Stoop

Rebrand The Stoop to reflect it's move into becoming a multi-use venue whilst retaining a link to the Harlequins heritage.

The stadium itself became the heart of the identity, brought to life by the iconic Harlequins colours.

Deliverables

Identity proposal.



**South
Stand
BD
100-150**



See TICKETS
ticketmaster®



The Stoop
West London's most
colourful stadium.



Ollie Murs
at The Stoop

June 22nd 2021

Tickets on sale Friday 18th
December 2020. For more
information visit thestoop.com
or any of our ticket partners.

Club Officials

Chairman: David Morgan
Chief Executive: Laurie Dalrymple
Chief Operations Officer: Jim Eyre
Commercial Director: Alex Goldschmidt
Chief Marketing Officer: Adrian Wells
People Director: Liz McKerrin
Head of Rugby: Paul Gustard
General Manager Rugby: Billy Millard
Head of Rugby Operations: Graeme Bowerbank
Head of Foundation: Marc Leckie
Strategy Initiatives Lead: Ola Obaro
Group Finance Director: Sarah Scammell
Brand Development Lead: Imogen Gaunt

Club Honours List

Melrose Sevens: 2017
 Middlesex Sevens: 2008
 European Rugby Challenge Cup: 2001, 2004, 2011
 National Trophy: 2006
 National Division One: 2006
 Aviva Premiership: 2012
 Anglo-Welsh Cup: 2013

Matchday Programme

Editor: Nick Pevercastle, Harlequins
Contributors: Westgate
Design: James Girieris
Photography: Getty Images

ignition
SPORTS MEDIA

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Please recycle this programme when you have finished reading it. 



KIDS CLUB

Odeon Kids Club

A dedicated club for Odeon's youngest customers. I created the 'Odeos', characters that only come to life when kids are watching.

Deliverables

- Identity
- BTL Toolkit





Barratt Homes

Brand identity for SMRT by Barratt. Compact urban living that targets middle earners. The 'corner-mark' is inspired by plan drawings and the typography plays into how compact the spaces are.

Deliverables

- Identity Design
- Brand Guidelines
- eComm advertising



SMART
BY BARRATT



**URBAN LIVING
WITHIN REACH.**





URBAN LIVING WITHIN REACH.

This is simpler living. Organised, efficient and decluttered.

This is elegant living. Beautifully designed, thought out spaces.

This is central living. Affordable homes in convenient urban areas.

This is the clever way to live. For bright minded people.

LOGO CLEARANCE

STRAPLINE & GRAPHIC DEVICE

The frame device is derived from architectural plans, reminiscent of the chunky lines used to visualise walls.

We use it to draw the viewer's eye and highlight information. Only use this device once on your page.

We only ever use the headline font inside the frame device.

Visualise these should be set even page for better the frame and copy.

LOGO & STRAPLINE LOCKUP

There will be situations where we can't use our strapline in a big and bold way. So this lockup comes into play.

Below you can see the safe zone.

OUR COLOURS

Here you will find the colours used for our identity.

Across all codes for the various colour modes, RGB is used for web and Office Programmes. CMYK or Pantone is used for print.

The brand is very mono with white and teal being used for the dominant colours.

If white is your dominant colour use teal and black as your accents.

If teal is your dominant colour use white and black as your accents.

Copy is always black.

Teal	White	Black
Pantone 3255 CP	CMYK C0 M0 Y0 K0	CMYK C0 M0 Y0 K100
CMYK C50 M0 Y28 K0	RGB R255 G255 B255	RGB R0 G0 B0
RGB R158 G202 B190		

TYPOGRAPHY

Our fonts have been chosen to create contrast and allow us to have titles/headlines that stand out.

HEADLINES

Subhead if required

Body copy

You can use italics to *highlight something* in your body copy. But use this sparingly.

HIERARCHY

Our goal should always be to create content that is clear, easy to navigate and visually pleasing. We do not want to overload the viewer.

Hierarchy helps us achieve this.

Using what we learnt on the previous page about using our frame device (page 4) we know that is used to highlight the most important piece of information.

Any other info is always smaller in the secondary font.

SITE MAP

This must be the pre-made Barratt template. Use the SMRT + Strapline lockup.

FLYER EXAMPLE

EMAIL

These must be the pre-made Barratt templates. Change the logo to the SMRT + Strapline lockup.

V BOARD

Use the graphic design device to make a directional arrow.

Selected logos & names from the development process



haus



affordable
living
in town



COMPACT LIVING IN CITIES



AFFORDABLE
LIVING IN TOWN



COMPACT
LIVING BY
BARRATT



COMPACT
LIVING BY
BARRATT

The background consists of several overlapping geometric shapes. A large teal triangle is on the left, pointing right. A vertical teal bar is in the center. A large teal triangle is on the right, pointing left. The word 'ADVERTISING' is centered in the dark blue area between the right-pointing triangle and the vertical bar.

ADVERTISING

Ask me how I brought someone back to life

FIRST AID SAVES LIVES

St John Ambulance

St John Ambulance Ask Me Campaign

SJA has thousands of volunteers across the country, trained in the first aid skills that save people's lives. But it's an organisation that is built on quiet humility and doesn't tend to talk about the work it does. The campaign encourages the public to ask SJA volunteers to tell their amazing life saving stories.

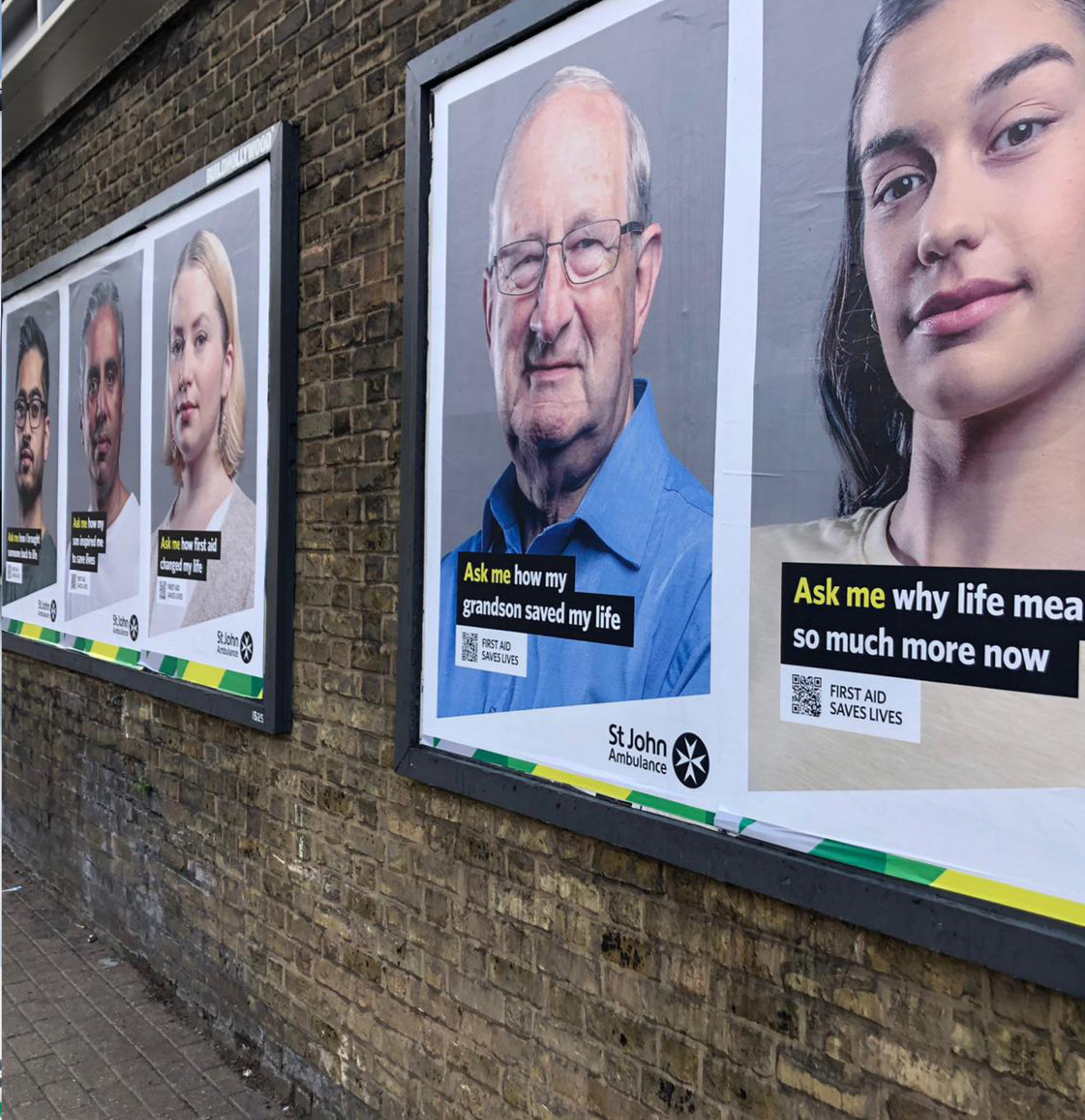
Deliverables

Advertising (OOH + paid social)



PECKHAMPLEX
WELCOME TO PECKHAMPLEX
YOUR LOCAL INDEPENDENT
SIX SCREEN CINEMA
FOR PROGRAMME DETAILS
PICK UP A LEAFLET FROM THE Foyer
BOX OFFICE TEL : 0844 567 2742
BOOK TICKETS ON LINE AT
www.peckhamplex.london
£4.99 ALL TICKETS ALL DAY £4.99

LONDON'S MOST SUCCESSFUL INDEP
PECKHAMPLEX



Ask me how I saved a man who'd been stabbed

Ask me why I teach people how to treat knife wounds




FIRST AID SAVES LIVES FIND OUT MORE




Ask me how I saved my mum's life

SEE THE WHOLE STORY



FIRST AID SAVES LIVES



Phases 2 & 3 of the campaign used banners, sponsored content and paid social to tell new stories of how first aid saves lives.

Ask me how I stopped a boy bleeding to death

SEE THE WHOLE STORY



FIRST AID SAVES LIVES



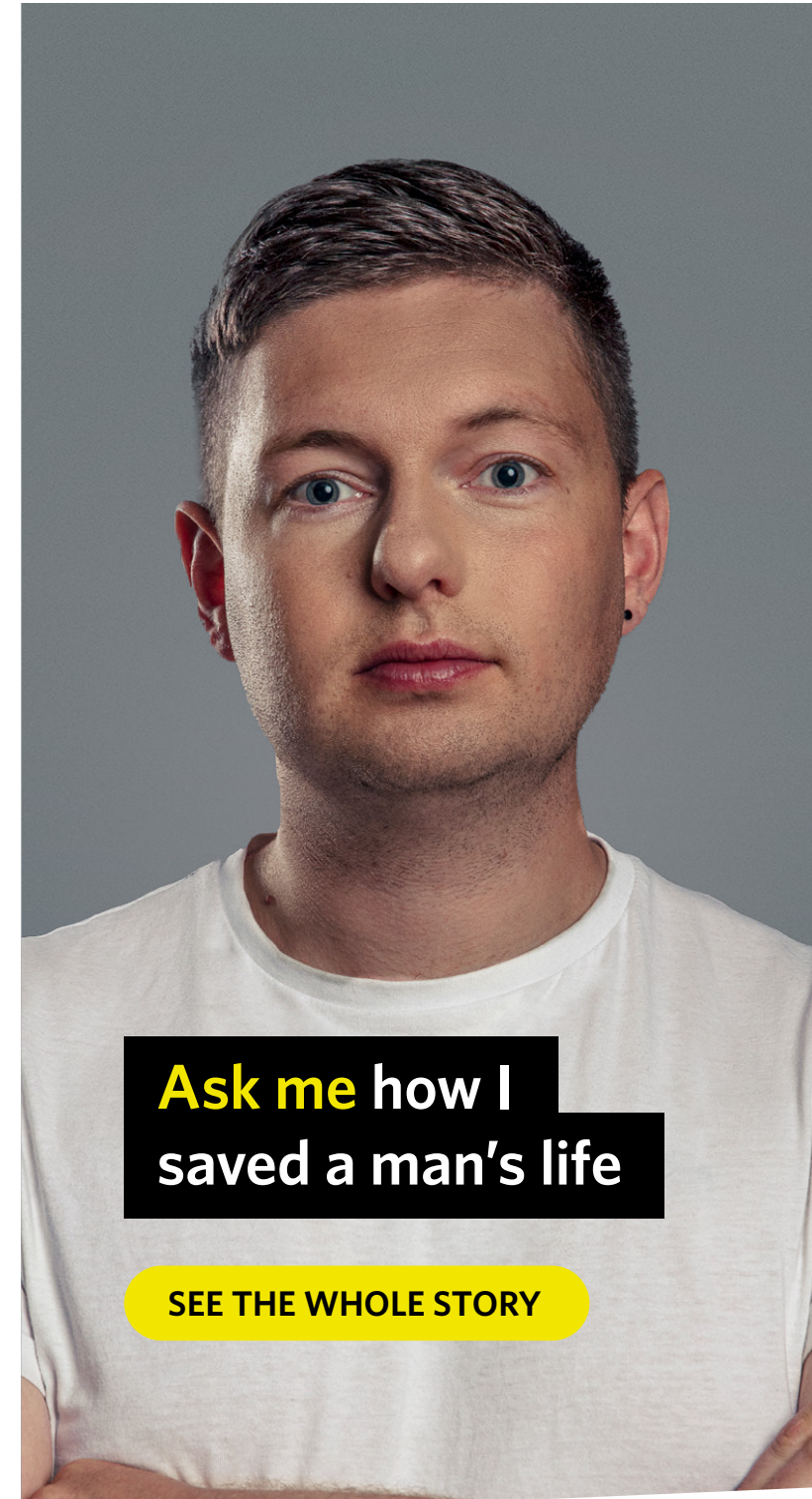
Ask me how I saved a stabbed man's life

FIRST AID SAVES LIVES FIND OUT MORE





Ask me how I saved a man's life

SEE THE WHOLE STORY



FIRST AID SAVES LIVES



Ask me how I saved my mum's life

SEE THE WHOLE STORY



FIRST AID SAVES LIVES




SPONSORED

Health

'I SAVED MUM'S LIFE' How could first aid training help you?

Lindsay Calder
15:11, 8 Jun 2022 | Updated: 15:11, 8 Jun 2022



ATIYYAH AFZAL will never forget June 11, 2021. She was at home, in East London, where she lives with her parents.

She'd been a full-time trainer at St John Ambulance for 18 months and her job involved going to offices and other workplaces to give first aid courses to staff.



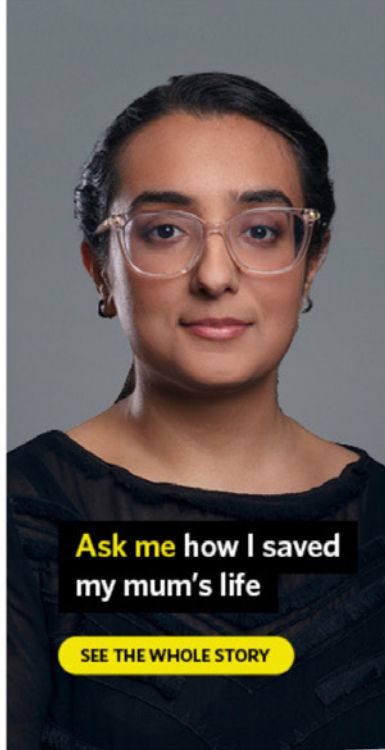
Atiyyah Afzal is a full-time trainer at St John Ambulance

On that day, however, in the midst of the pandemic, Atiyyah, then 26, was on call at home.


Her mum Parveen, 54, was working from home, and at lunchtime went to the kitchen to make a sandwich.

Ask me how I saved my mum's life

SEE THE WHOLE STORY



FIRST AID SAVES LIVES





Blu

UK-wide advertising campaign positioning Blu as the cooler choice. I illustrated the models then designed and delivered the campaign. It's success lead to this becoming the permanent brand-world for Blu, a platform for all future launches.

Deliverables

Print + digital advertising
Suite of illustrations
Artworking





Exit NW corner ↗



Polaroid

Relaunch an iconic film camera to a new generation. Everyone's heard of Polaroid but they'd been out of the game. To tease the upcoming launch their archive was used to create social posts that may tell a story, trigger nostalgia or be outright strange.

A countdown on their site and print ads went live around NYC. The original was well and truly back, selling out multiple times whilst the campaign ran.

Deliverables

Advertising (OOH + paid social)
Design for digital

Polaroid About Us | International | Support Search

02:11:32:37
days hours minutes seconds

The long and winding road from ski goggles to September 13.

Want to know more?
Your Email Sign Up

I have read and agree to the [Privacy Policy](#) and to receive promotional emails from Polaroid.

Polaroid About Us | International | Support Search

02:11:32:15
days hours minutes seconds

The most complex set of man-made chemical reactions ever. Coming September 13.

Want to know more?
Your Email Sign Up

I have read and agree to the [Privacy Policy](#) and to receive promotional emails from Polaroid.



15:33 POLAROID Posts

polaroid

6,626 likes

polaroid Back for Thanksgiving #TheOriginalisBack Coming September 13

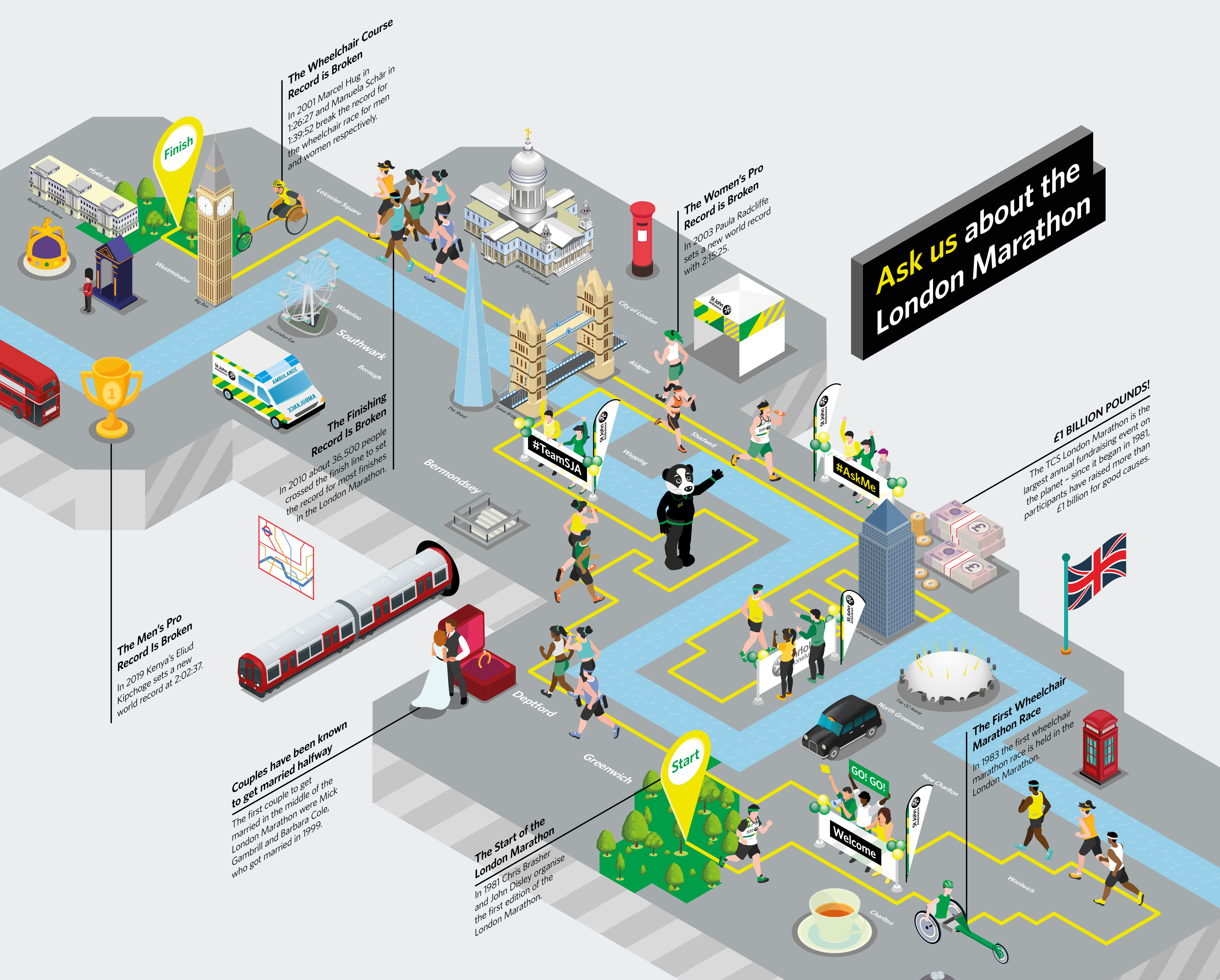
View all 63 comments

davefromny I know I say this every time, but: If you're never seen the Eames film about the SX-70, go to YouTube right now and watch it. It's a must!



The background consists of a dark blue field with three teal-colored geometric shapes: a triangle on the left, a vertical rectangle in the center, and a large arrow pointing right on the right side.

ILLUSTRATION



The Wheelchair Course Record is Broken
In 2001 Marcel Hug in 1:26:27 and Manuela Schär in 1:39:52 break the record for the wheelchair race for men and women respectively.

The Women's Pro Record is Broken
In 2003 Paula Radcliffe sets a new world record with 2:15:25.

Ask us about the London Marathon

The Finishing Record Is Broken
In 2010 about 36,500 people crossed the finish line to set the record for most finishes in the London Marathon.

£1 BILLION POUNDS!
The TCS London Marathon is the largest annual fundraising event on the planet - since it began in 1981, participants have raised more than £1 billion for good causes.

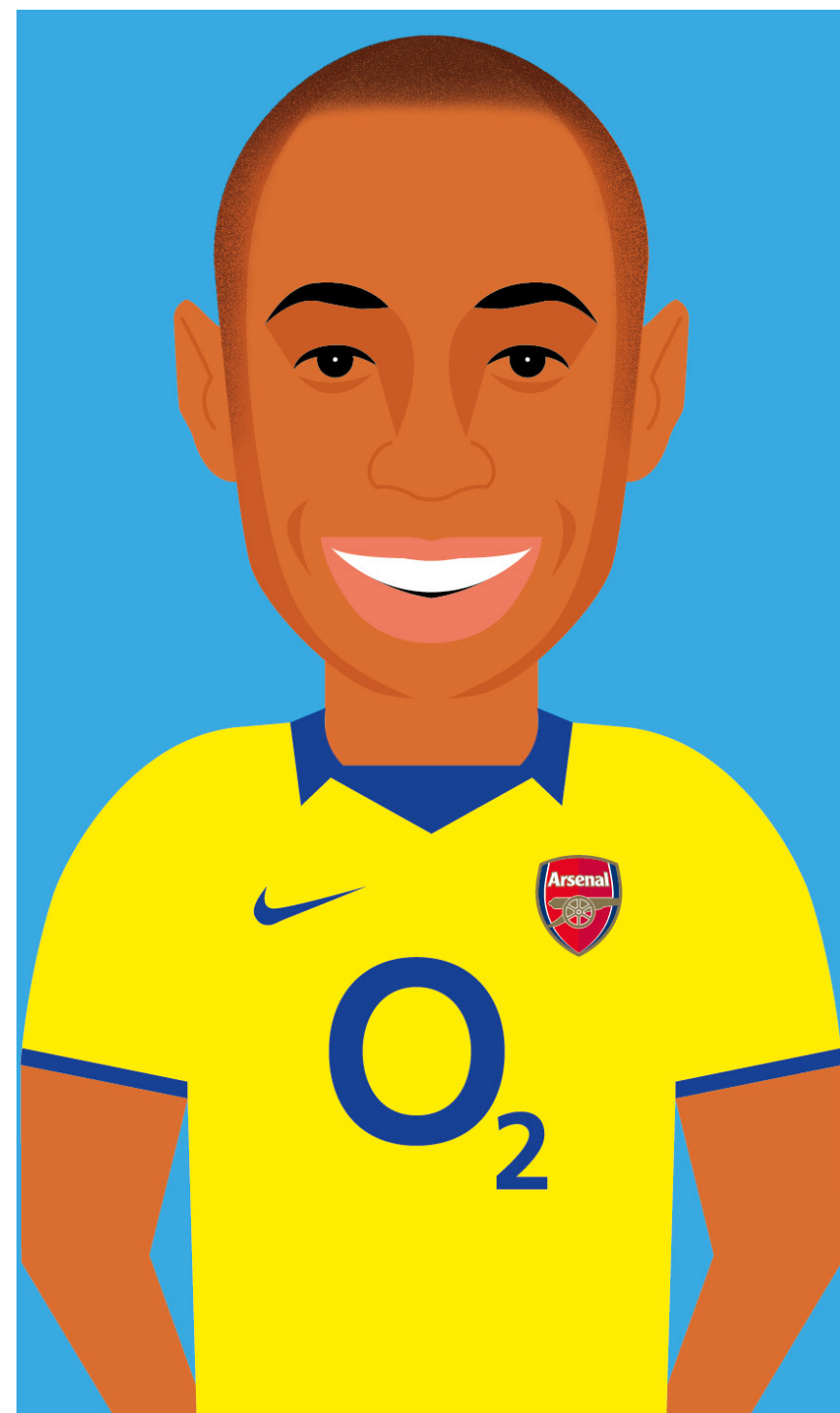
The Men's Pro Record Is Broken
In 2019 Kenya's Eliud Kipchoge sets a new world record at 2:02:37.

Couples have been known to get married halfway
The first couple to get married in the middle of the London Marathon were Mick Gambrell and Barbara Cole, who got married in 1999.

The Start of the London Marathon
In 1981 Chris Brasher and John Disley organise the first edition of the London Marathon.

The First Wheelchair Marathon Race
In 1983 the first wheelchair marathon race is held in the London Marathon.

London Marathon Expo 2022 Mural for St John Ambulance.
A 3m square isometric illustration showing the marathon route with some fun facts and info along the way.



Thank you
for your time.

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