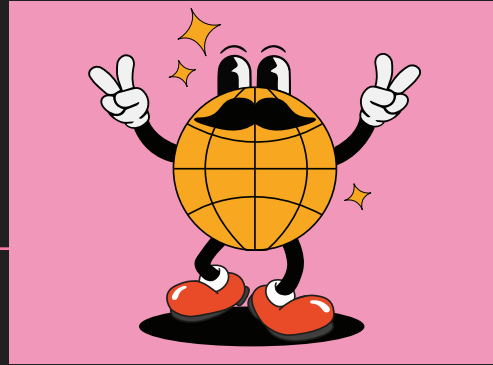


WANT TO SEE
HOW  I HELP
BRANDS?

FIND OUT MORE →



MY WORK



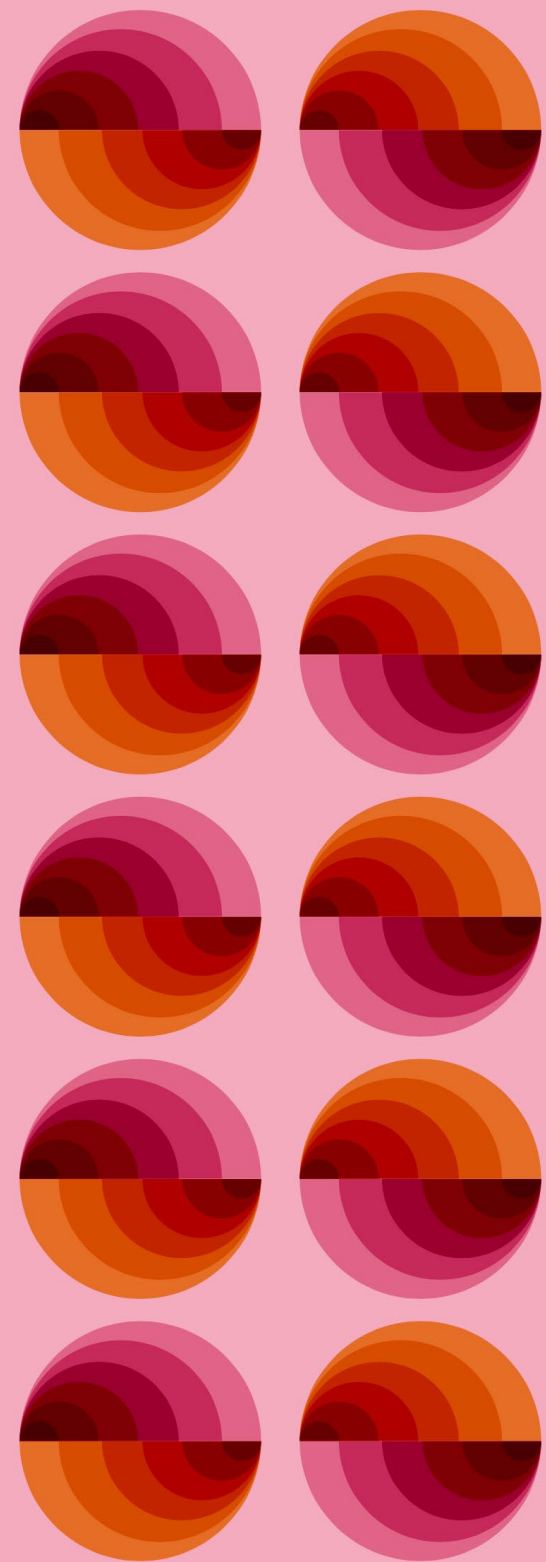
DESIGN

BRANDING

DIRECTION

EDITORIAL

ILLUSTRATION



GALLERY



CASE 1



CASE 2



CASE 3



CASE 4



CASE 5



CASE 6

DESIGN



& TYPOGRAPHY

I have significant experience in producing high quality digital and print collateral, logo design, flyers, brand identity, illustrations, brochures, animation, editorial design, product design, presentation decks,

packaging, social media campaigns, marketing collateral and art direction. Whatever the challenge, opportunity or goal, I design and deliver exceptional solutions on time and budget.





01 CRN Fight Night



02 CRN Sales & Marketing Awards



03 Professional Adviser Awards

INCISIVE MEDIA



GRAPHIC DESIGN

My key role is to create digital and print collateral, marketing campaigns, campaign activations, presentation decks, events and creative support for internal and external communications and engagement.

I provide the very best service by developing engaging, clean, straightforward and professional brand identities. Creativity and efficiency must co-exist for commercial design to be effective.



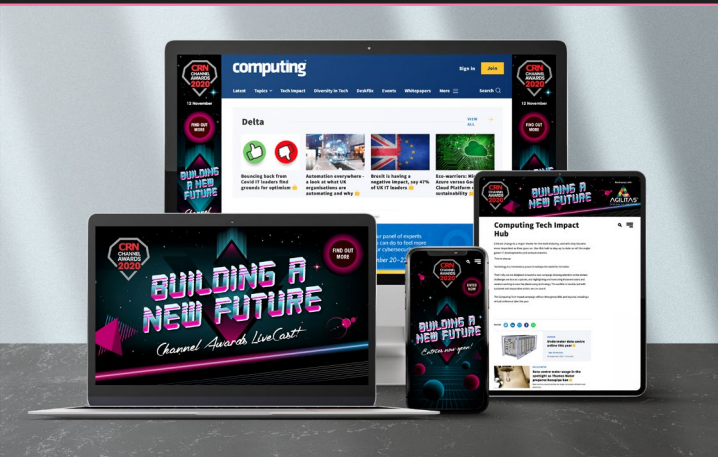
BRANDING DISCIPLINES

Advertising
Illustration
Brochures
Signage
Logos
Infographics

Animation
Direct mail
Flyers & Leaflets
Media packs
Social media templates
Brand guidelines



INCISIVE MEDIA



WOMEN IN ADVERTISING
& MEDIA AWARDS 2020

BRANDING DISCIPLINES

Advertising
Illustration
Brochures
Signage
Logos
Infographics

Animation
Direct mail
Flyers & Leaflets
Media packs
Social media templates
Brand guidelines

TRANQUIL CBD



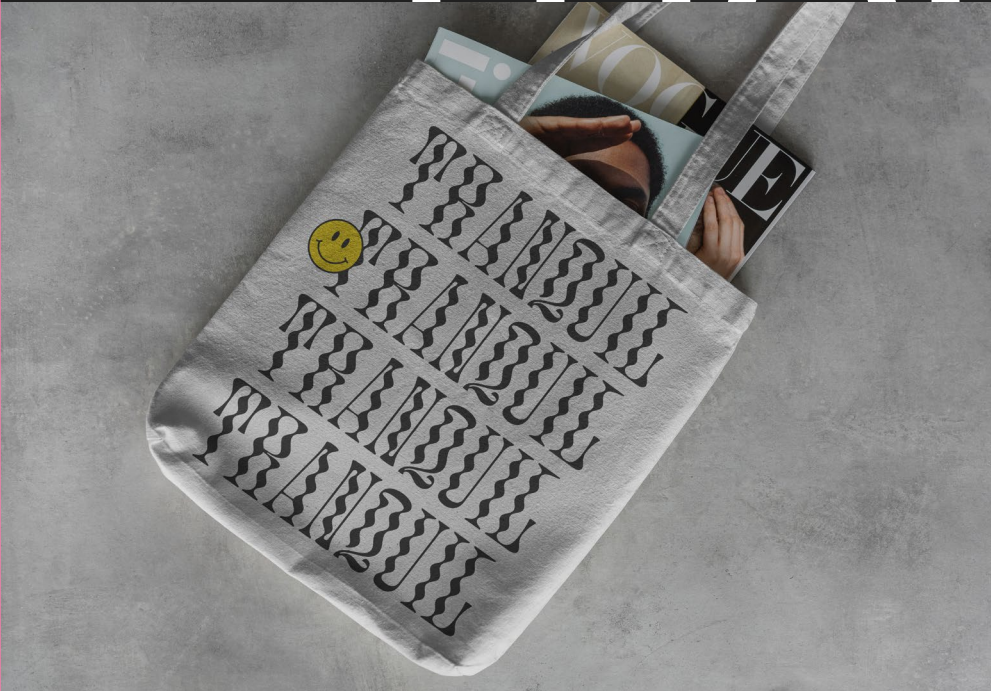
BRAND IDENTITY

A key part of the brand identity and strategy for Tranquil was to stand out from the other CBD brands. I set out to create an identity that was inspired by psychedelic biomorphic art and marble ink textures. I used distinctive "wavy" typography for the logotype and a bold colour palette that reflected the happy releasing properties of CBD. The result is an eye-catching, unique, yet premium CBD brand.

BRANDING DISCIPLINES

Strategy
Identity
Logo
Advertising
Apparel design
Signage
Leaflets & Flyers
Product design

TRANQUIL CBD



TRANQUIL
CBD OIL



BRANDING DISCIPLINES

- Strategy
- Identity
- Logo
- Advertising
- Apparel design
- Signage
- Leaflets & Flyers
- Product design

PARTY STORE PIZZA



THROUGH CREATIVE
DIRECTION I DEVELOP,
MANAGE AND CREATE
COMPELLING AND
HIGH-END CONTENT.



BRANDING DISCIPLINES

Logo	Flyers
Strategy	T-shirts
Identity	Business cards
Illustration	Signage
Advertising	Packaging
Brochures	Product design

BRAND IDENTITY

My aim was to create an identity, with a bespoke illustrative logotype and a red and white colour palette, that felt both fun and unique to help the brand stand out in the pizza industry. The result is a distinctive, playful, and eye-catching identity that reinvents the wheel for traditional 'round pizza' branding.

Bring on the square slice revolution!

PARTY STORE PIZZA



THE AIM WAS TO DEVELOP
A MODERN BRAND IDENTITY
THAT WAS INFLUENCED BY
DETROIT SQUARE PIZZA.



BRANDING DISCIPLINES

- Logo
- Strategy
- Identity
- Illustration
- Advertising
- Brochures
- Flyers
- T-shirts
- Business cards
- Signage
- Packaging
- Product design



BYOODE SKINCARE



BRAND IDENTITY

I set out to create an identity that was clean and sophisticated through elegant typography and a neutral colour palette that was inspired by nature. The packaging design is inspired by marble ink texture, like a bath bomb effect, that emphasises the careful blend of ingredients that goes into the products. I kept the marble prints black and white so that the design looked neutral while representing the blend of different natural ingredients.



BRANDING DISCIPLINES

Strategy
Identity
Logo
Advertising
Signage

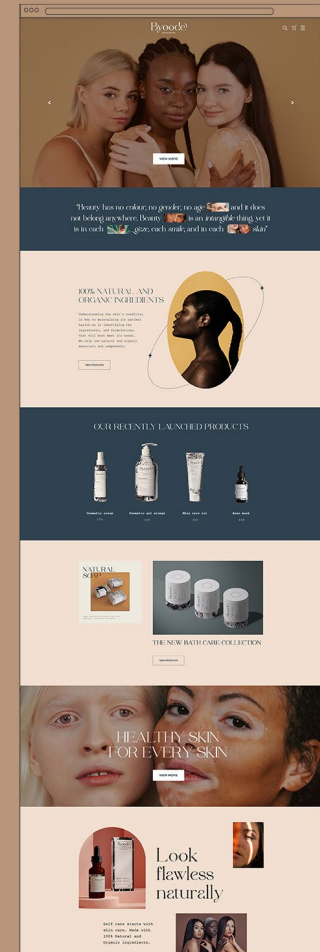
Social media templates
Leaflets & Flyers
Product design
Website templates
Business cards

BYOODE SKINCARE

I AM A PASSIONATE
LEARNER, ALWAYS
PUSHING MYSELF TO
DEVELOP MY SKILLS.



Byoode
ORGANIC SKINCARE



BRANDING DISCIPLINES

Strategy
Identity
Logo
Advertising
Signage

Social media templates
Leaflets & Flyers
Product design
Website templates
Business cards

THE LOWER THIRD



AS A GRAPHIC STORYTELLER I AM DETERMINED TO BRING A CONCEPT TO LIFE AND TRANSFORM IT INTO A VISUAL LANGUAGE.



BRAND IDENTITY

A key part of the brand identity and strategy for The Lower Third cocktail menu was to make the cover look like an old record and the booklet look like you're sliding out a 7-inch record.

I set out to create an identity that was inspired by abstract record covers in that era. I used a distinctive "screen print" effect

for the cover to make it more dated and a bold colour palette that echoed the art in that era.

For the inside of the menu the brief was to make it super grungy with torn out paper effects and stencil typography for the headings. The result is a unique, attention-grabbing cocktail menu.



BRANDING DISCIPLINES

Strategy
Identity
Menu design
Artwork
Online & Print collateral
InDesign templates



LOGOS



BRAND IDENTITY

My strategic thinking, distinctive logos & memorable visual identities will ensure a brand looks polished & professional for years to come.

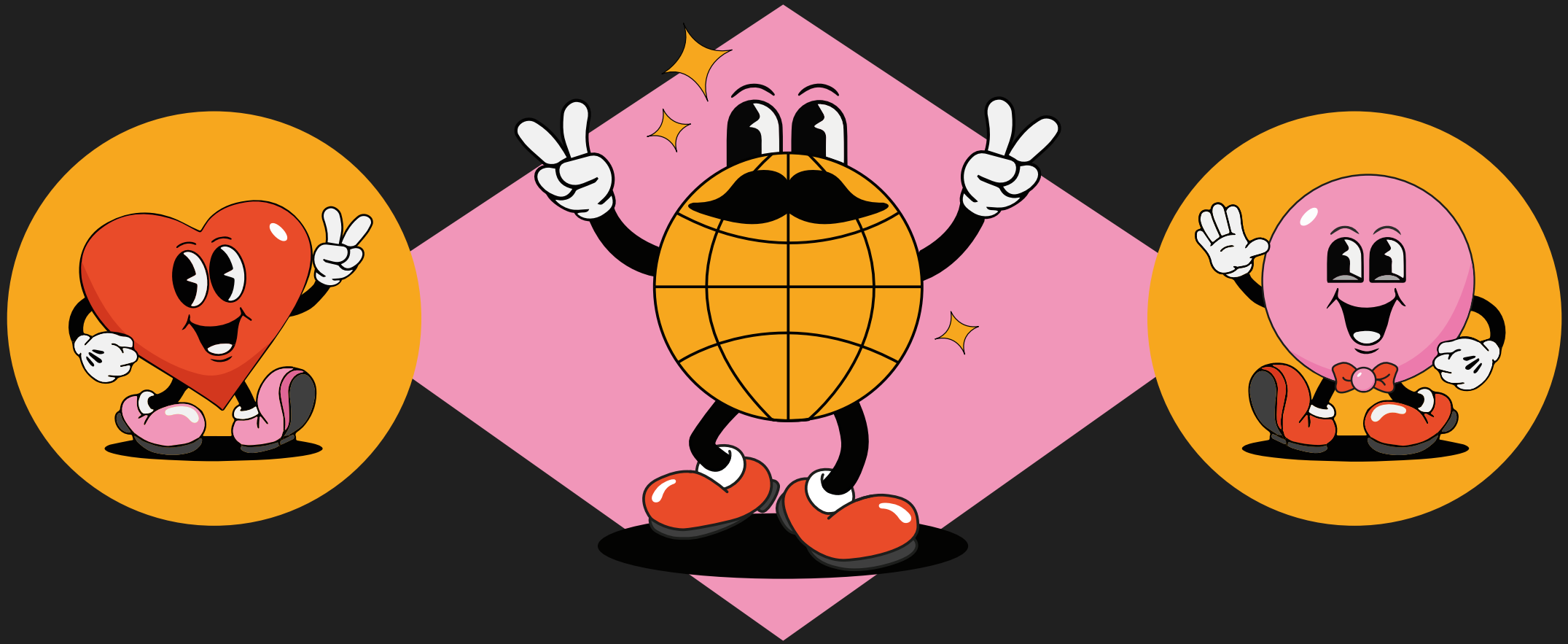
My work enables a business to grow fast and easy, while maintaining a consistent identity with an impressive brand structure for a variety of media formats.

I combine strategy, design and growth into the brand building process, to create compelling and premium logos.



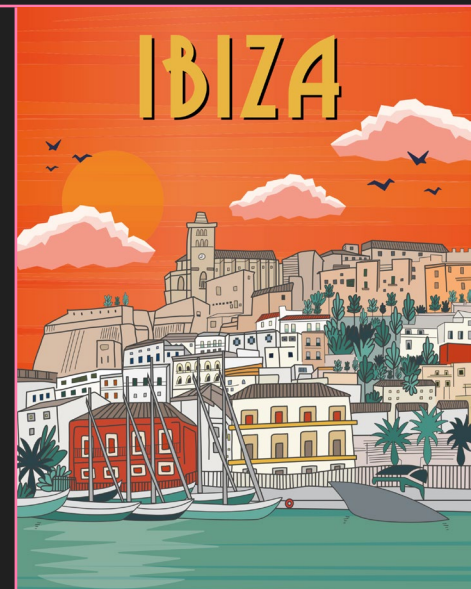
BRANDING DISCIPLINES

- Strategy
- Identity
- Illustration
- Typography
- Bespoke logotype
- Animation

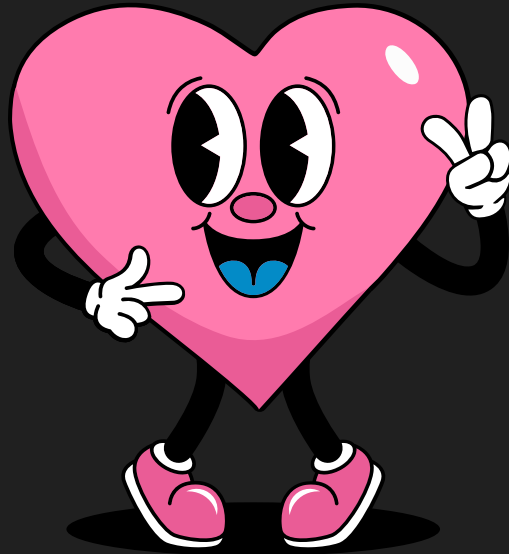


ILLUSTRATION

WHATEVER THE CHALLENGE, OPPORTUNITY OR
GOAL, I DESIGN AND DELIVER EXCEPTIONAL
RESULTS ON TIME AND BUDGET.



GOODNIGHT



LOVERS



ILLUSTRATION

I AM A COMMITTED AND MOTIVATED
INDIVIDUAL, WITH A STRONG PASSION FOR
DESIGN AND VISUAL COMMUNICATION.



INSTAGRAM

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hello@emilyletts.co.uk

www.limepinkstudio.com

CONTACT

