

Portfolio Jason Farr | Artwork & Design 2024





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Introductio Who I am, What I do, How I do it!



Who am I

My name is Jason Farr and I have been freelancing since 2004, trading under the banner of Two Smoking Barrels Ltd.

I do everything you would expect of a large agency, I do it because I love my work and enjoy building and retaining relationships with my clients. I do what I do with honesty, passion and precision.

In total I have 25+ years expertise in he creati e and print industries combined. A successful ex production mana er & creati e at FutureBrand, with 8 years hands on experience in the printin industry.

I have worked in and with some of the biggest agencies in the World and created 100's of pieces of work for a multitude f Blue Chip clients.

What I do

Simply make it happen!

My aim with every booking, is to make things happen as smoothly and quickly as possible without skimping on quality. When a client brief's a project, I like to ask questions about the task thand, to ensure I understand the expectations f the particula deliverable. Often in asking these questions issues arise that may have not been foreseen, and in cases such as this, my experience allows me to offer simple solutions an options, to counter the problem at hand.

Bottom line is I tr to cover all the bases from the outset, and go above and beyond the job title f'Freelancer', to make my clients happy with the service they receive,

How I do it

Through a greater understanding of the whole process I plan from the very outset.

My experience in the printing industr, has allowed me over the years to be able to see potential issues b fore they arise. when either producing artwork or design. I have a thirst for knowledge, an eye for detail, a creati e flair as well as a problem solving mentality to boot.

My clients will agree that when it comes to getti it done, I am a safe pair of hands, that they have learned to rely on frequently.

Program knowledge

Adobe Illustrator CC ★★★★★ Adobe Photoshop CC ★★★★ Microsoft owerpoint ★★★★ Adobe Acrobat Professional ★★★★ Adobe Indesign CC ★★★★

Adobe Afte Effects ★★★ Adobe Flash CC ★★★ Microsoft ord ★★★ Keynote ★★★

Adobe Muse CC ★★★ Autodesk Maya ** Sketchup ★★



Roster

Some Brands I have worked with over the years









Lloyds TSB

















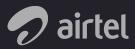






















Telefonica



























Roster

Some Agencies I have worked with over the years







Interbrand Arnoldklp promise





маре тноиснт. + siegel EARNEST WOLFFOLINS FutureBrand





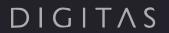
LAMBIE-NAIRN MCCANN SAATCHI & SAATCHI HEALTH W2O















Rosie Lee





BLOOM living group P. Trillium PARTNERS living group Purpose.











fieldfisher

Skill Set | Artwork

Next

Next Directory Seasonal Insert











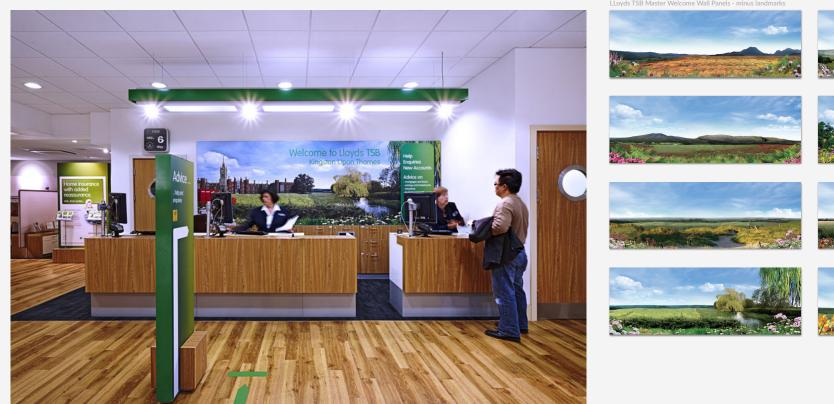




I spent a fair portion f time working with Next Directory, creating sp eads for seasonal themes as well as general layouts for the directory itself, some POS in store, Gift ca d ideas, above carcasses and the odd bag, cover and shoe box design. I was also involved with the update to the logo from the clunky CAPS version to the more friendly lowercase logo as it is today.

LLoyds TSB Welcome Wall Development



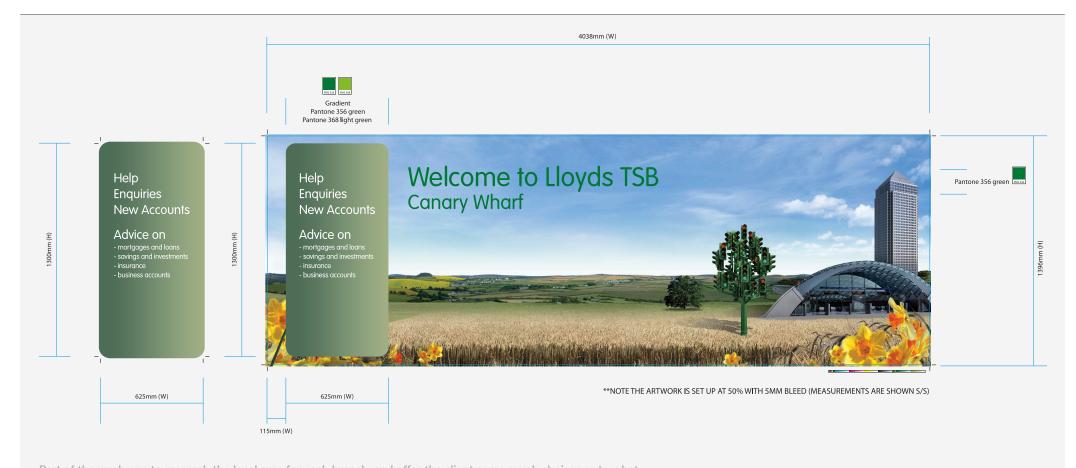




I was commissioned by Allen International to evelop for Lloyds, a concept based on their strap line of 'For The Journey', Starting by zoning the country off into areas and creating different landscapes for each of the zones. The idea being the graphics would represent a journey across Britain from John O'Groats to Lands End. These artworks would form the base for local landmarks, to be added for each branch. 2 years and 200 artworks were produced offsite.

LLoyds TSB 200+ Welcome Wall Artworks





Part of the work was to research the local area for each branch, and offer the client some rough choices as to what landmarks would work well together in the composition. nce the choice had been agreed, they were sent off to a CGI company in China, I would then direct their staff on the creati e representation of each building, until it was perfect. Finally, I inserted the finished landmarks into the scene and created shadows and grass etc to bring it all to life.



LLoyds TSB Meeting oom Panel Development









LLoyds TSB Meeting oom Panel Artworks





Each local branch was a different size and therefore allocation f meeting oom space differed from branch to branch. In order to keep the look and feel consistant across the brand, each branch chose from the meeting oom deck, between 1 and 10 panels to fit their space. Making sure to chose panels that sat next to each other.

HBOS

Meeting oom Panel Development















I created a slightly different variation when producing the HBOS mee ng room panels. They had to follow the theme from Lloyds, However no CGI was used in the buildings and a silhouette raphic style was employed for secondary landmarks. The Skies where also more wild looking to reflect the weather in Scotland. A Welcome wall design was created but unfortunately the banking crisis hit, and the project was pulled.

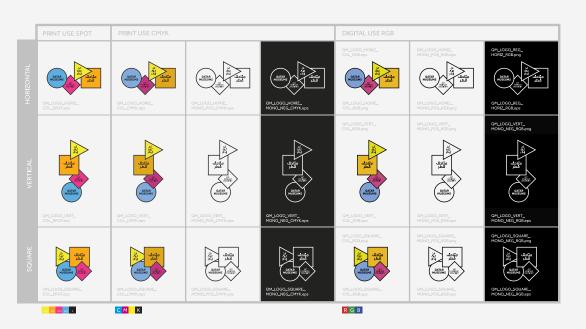


Wolff Olins

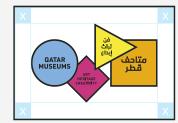
Qatar Museums Logo Assets







Wolff Olins hired me to help them implement the brand guidelines for Qatar Museums. The logo was designed to be flexible in its use by having three distinct versions (Square, Horizontal and a Vertical ada tation). I created a kit of parts to include every colour variation and ormat necessary. I carried out various tests on the logo for size and legibility, colour breakdowns etc, and also wrote guidelines based on our findings from these tests.





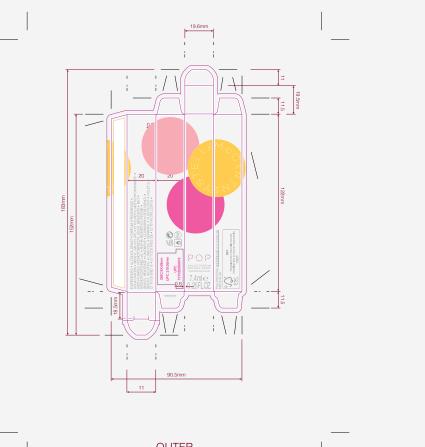
Made Thought

Stella McCartney Fragrance Packaging





Made Thought called me in to create a number of packaging artworks for one of their most prestigiou clients, Stella McCartney. The fragrance 'POP' needed to have all the sizes and variants artworked from the design files. There were many elements to be included and considered in creating these art orks. Each one included x5 Spot Pantones®, a debossing plate and embossing plate a UV Varnish and a foil.



OUTER

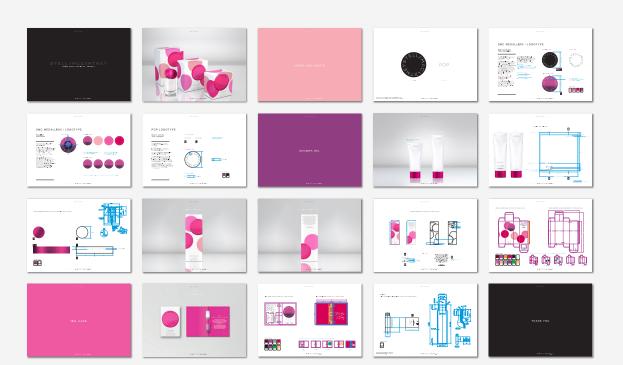
Made Thought

Stella McCartney Fragrance Design Manual









I was asked by the guys at Made Thought, to document the artworks that I had created in a design manual format, so that the producers of the packaging could see exactly how the artworks had been produced and could locate the assets readily and understand what standards were expected for various elements of the production p ocess. The manual went into fine detail on size, construction, m terials etc.

Made Thought

Bombay Sapphire Promotional ift ackaging







Made Thought asked me to create an artwork for a promotional version of Bombay Sapphire packs as shown in the above visual I created for the client sign off. The cutte guide I produced was based off of an existing b x. The artwork was extremely complicated in the fact that the pattern in itself was intricately detailed and had to repeat around the box seamlessly. Further to that, it was produced as an embossing and debossing onto cmyk background plus foils.



T.M. Lewin **Bag Range Artworks**























T.M. Lewin asked me to create artworks for their entile bag range. They had issues with their last supplier and needed my skills to implement some design changes, as well as create the artworks and cutte guides for each of the items from scratch. A series of tests were carried out for colour correctness, in particula around the city scape imagery used on some of the bags, originally it was CMYK however I had to create a 2 colour version to match, so we tested and produced a DCS file.

Jaguar Land Rover Centenary Literature



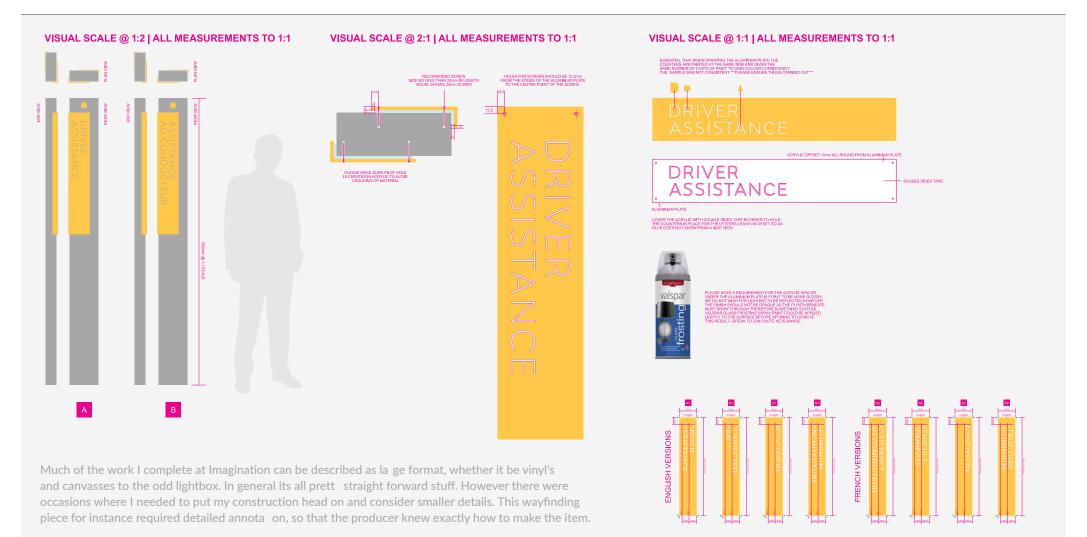


Imagination were creating a series f artworks and elements for a centenary celebration or JLR. I was asked to artwork a book, which contained lots of iconic imagery past and present and to clean up, retouch and boost those images, in order to then, insert them into the pages. Guidelines had to be followed obviously, for the text and logo positioning as well as fonts etc which you would expect.



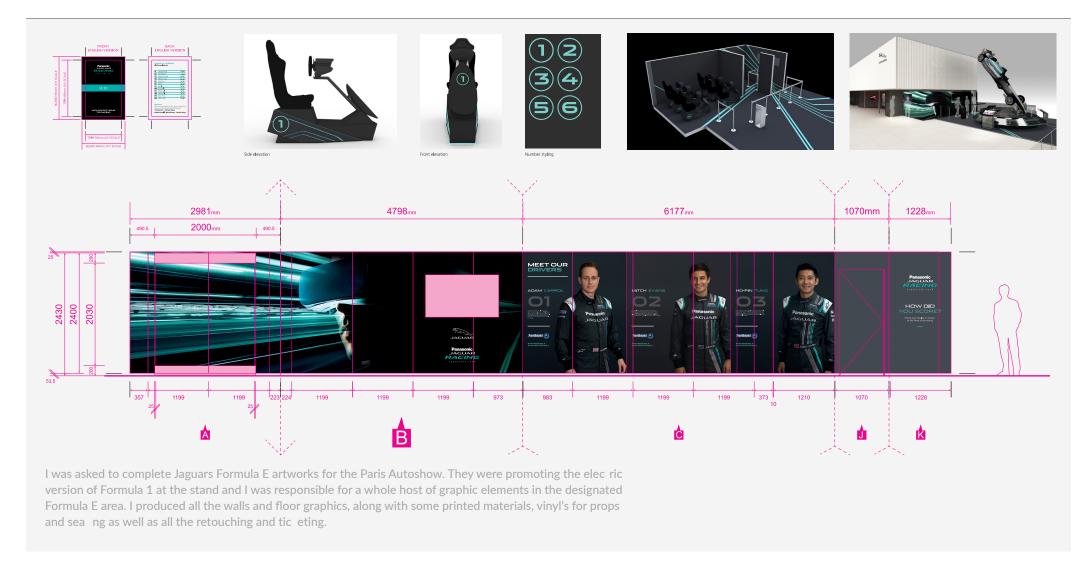
Jaguar Land Rover Wayfinding





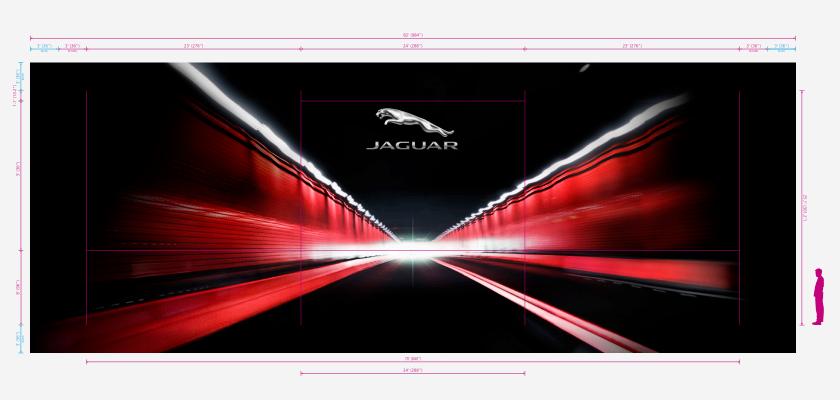
Jaguar Land Rover Formula E Paris Autoshow





Jaguar Land Rover Motor Show Large format



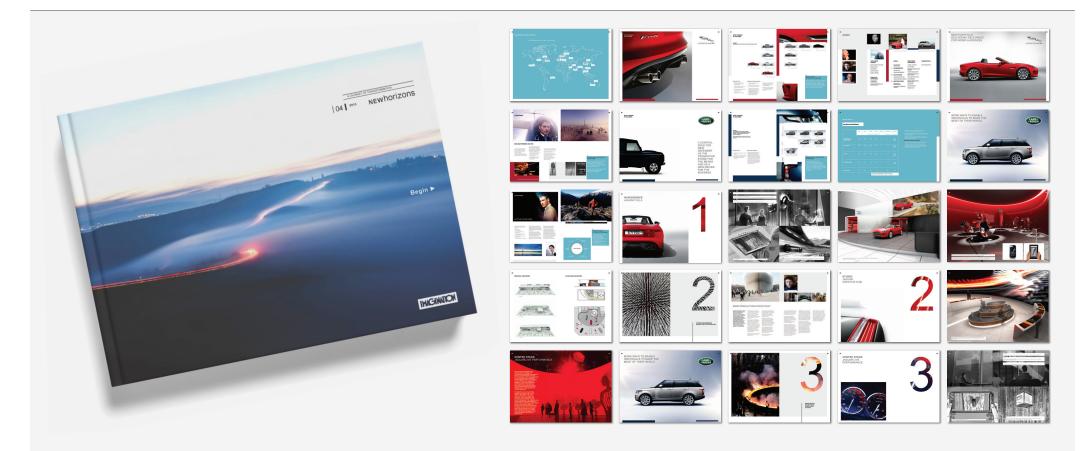


Various graphics had to be produced for this show, from large format backdrops to wayfinding pedestals and graphic panels. The main focus on this piece was to, scale up the imagery and retouch it, to achieve the best results at the size it was to be produced at 82'x25'.



Jaguar Land Rover New Horizons Presentatio

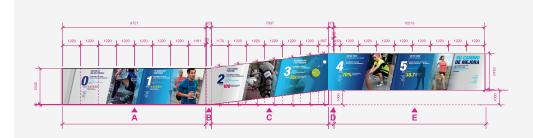




Imagination were pitching some ideas to JRL for a really big Autoshow and I was asked to artwork the pitch proposal into a book. There were various elements that needed to be pulled together, retouched, colour corrected and generally made artwork ready, before I could even begin to position them all to ether into one piece.

Asics Barcelona Exhibition raphics





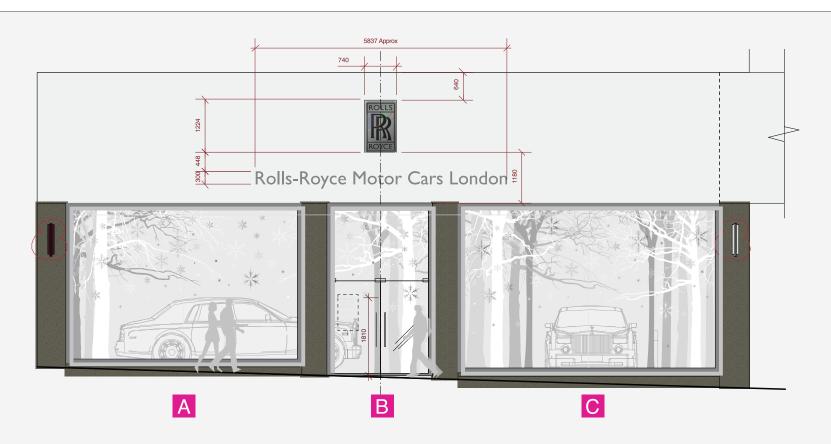


This piece of work was commissioned for an exhibition held in arcelona for ASICS. Imagination called me in o carry out the artwork on this. The main wall shown here was positione on a slope, so three artwork splits where made to accommodate the gradient, each being broken up into 1000mm strips for vinyl as is standard, giving 50mm all round for bleed, so the vinyl's can be aligned.



Rolls Royce Christmas Window





I was asked by Imagination to c eate artworks for the Rolls Royce Christmas window. It was to be created, using layers of vinyl's in different shades of grey and some fret cut foamex elements hung from the ceiling to add some depth and a winter feel.



Brand Union

Sobranie **Tobacco Visuals**







Brand Union asked me to create artworks for their client Sobranie. The packs had been visualised by a 3d artworker and I was to create the background graphic from scratch based on the designers visuals. I resized the supplied packs and created the final composition in hotoshop at high resolution, in o der for the files to be used billboard size.



Brand Union

Glamour **Tobacco Advertisin**







Brand Union asked me to comp together a couple of elements for this Glamour Fashion Capitals cigarette ad ertising. I was supplied with the image of the girl and the headline graphic however, only a visual was supplied for the rest of the piece, I created the blurred windows in the background and the two pink swooshes, and artworked the final design.



Brand Union

Vodafone **Phone Packaging**





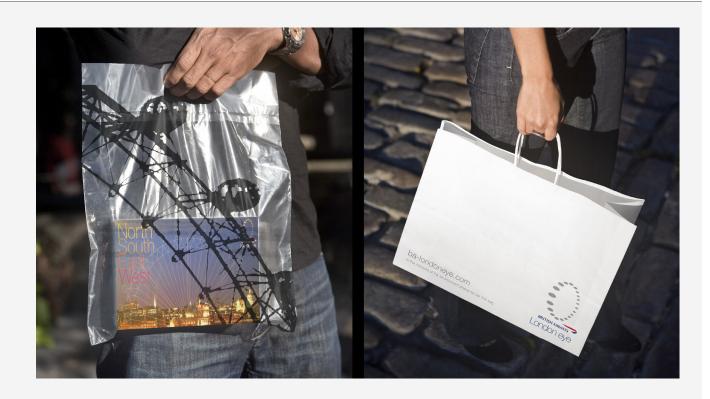


FutureBrand

British Airways London Eye Logo and Applicatio







Whilst at FutureBrand, I was responsible for the majority of artworks that left the building. In the case of British Airways London Eye (as it was then known) I created the logo Library for the brand Marque, animated it in Flash, artworked both versions of the bags, shown here, I also designed and artworked the kids (North, South, East and West) compass view guide. This piece had a compass stuck in with a map and views where the kids had to locate each landmark by using the compass. This was sold in the store as part of the London Eye merchandising.



FutureBrand

Pringle Scotland Artworking





I was responsible for artworking the Pringle logo itself, recreating the Argyll pattern or print as a 2d graphic. Artworking various assets, including vinyl's for windows, swing tags, brochures and all the stationer items. I retouched and resized all the images in the brochure artwork prior to originating the art ork and colour corrected all swatches to match the physical swatches supplied.

Misc

Various Clients Logo Artworks









































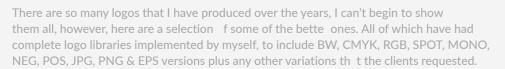














Skill Set | Design

Unum Back Up Plan **Internal Comms Presentation**













I was asked by UNUM to design and implement an internal presentation. undamentally the presentation was about a shift in tone f voice and becoming a public facing company, rather than a B2B business. We planned the morning to have a breakfast theme, staff were sent out a flyer and asked to be in the office at a certain me for breakfast, prior to being taken down to the auditorium for the presentation. I c eated various screen saver graphics depicting b eakfast elements, which would be on every computer in the building, so that the staff would wonder what was going on. Also there were desktop items which all linked in the theme. We built up an amount of interest and wonder about what was about to happen. The route down to the auditorium, was filled with posters and banners etc. The staff where shown a movie that I created before they were shown the final powerpoint presentation.

Unum Thought Leadership Promotional ooklet











A change in priorities is needed Just 1 in 10 private sector workers have insurance to protect their income if they become ill.







It's a problem for employers

Long term sick leave cost the economy £3.7 billion in 2009 (88)



on their savings.

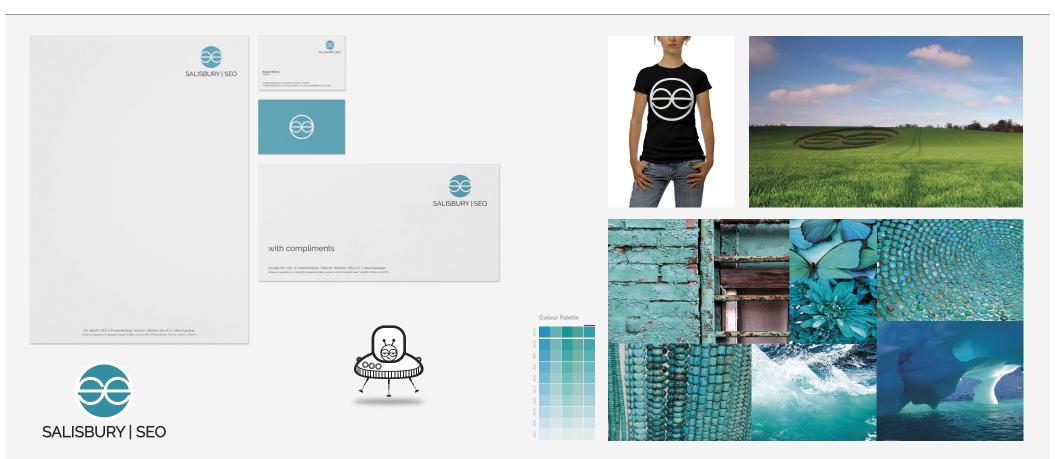


Off of the back of the very successful relaunch, I was asked to design and artwork various publication for UNUM. They had a style that had to be replicated, however we did a empt to push it a little furthe, particularl with the typography and space. Previous designers had been very safe with how they filled a page and generally overfilled the content, making the pieces uninteresting to ead.



Salisbury SEO **Brand Development**

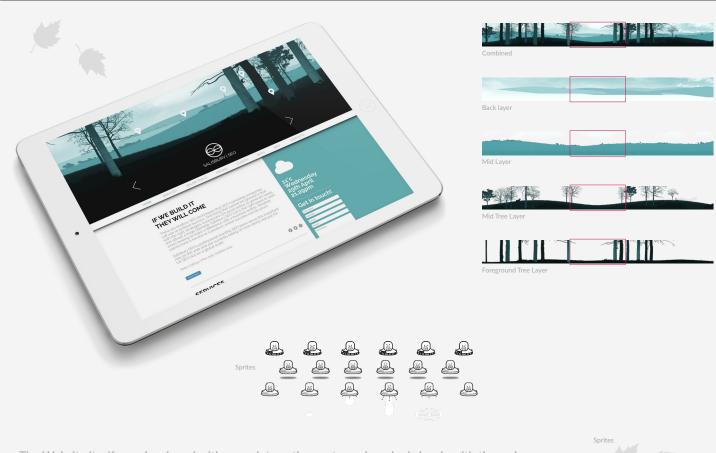




Salisbury SEO is a start up company, who asked me if I would brand them. I developed the logo to have a crop circle theme. The reason for this was due to the geographical location f Wiltshire and its connection with such phenomenon firstly and secondly I liked the idea of something mystical and un xplained, as it seemed to fit with SEO. The logo itself took on an almost alien persona and I developed a character that was to be used on the website to help, show the logo as a crop circle.

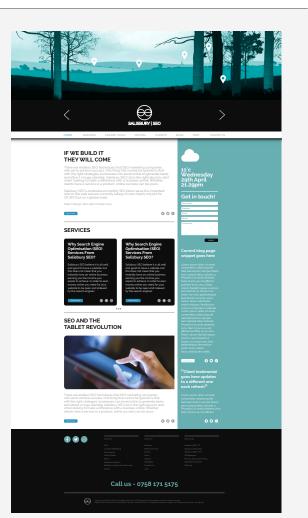
Salisbury SEO Web Development





The Website itself was developed with some interesting eatures. I worked closely with the web developer on some ideas and we came up with a parallax header. This consisted of 4 layers essentiall that moved at differing rates on mouse over, giving the effect of movement and depth. The scene was a typical Wiltshire view. We developed sprites that would animate and bring the header to life even further.

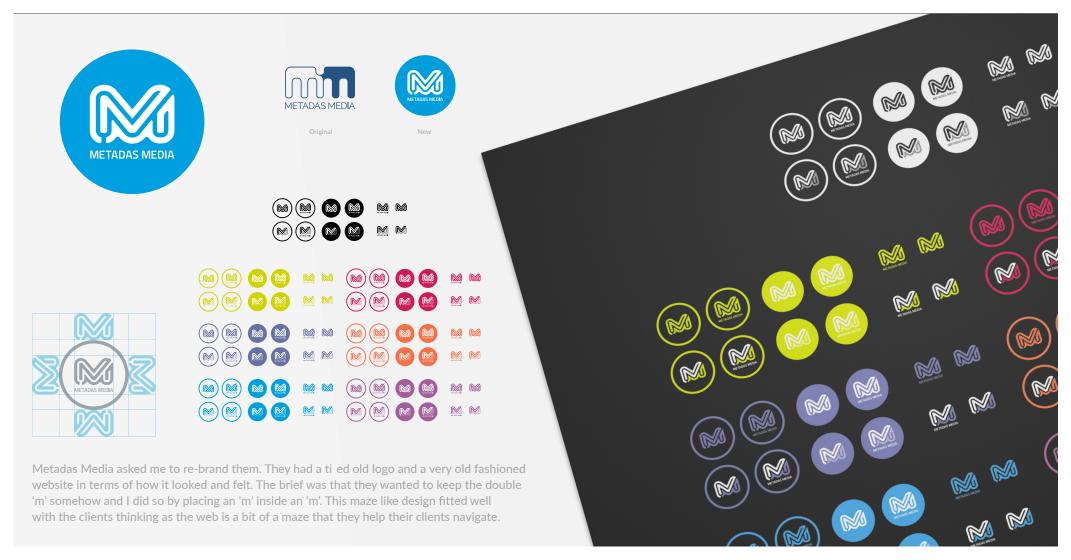




Website layout

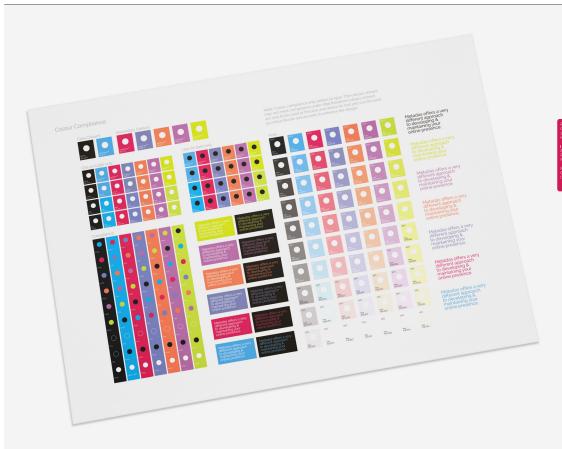
Metadas Media Logo Design





Metadas Media **Colour Compliance**









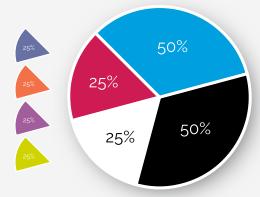












Metadas Media are very aware of colour compliance and anything to do with accessibility for disabled people using the internet. They have been championing this for some time n w, and one of the things that I had to make sure was absolutely right, was the colour compliance. I went about creating a olour palette that was adaptable in its secondary colours, yet completely compliant in its core set.

Metadas Media **Brand Merchandise**

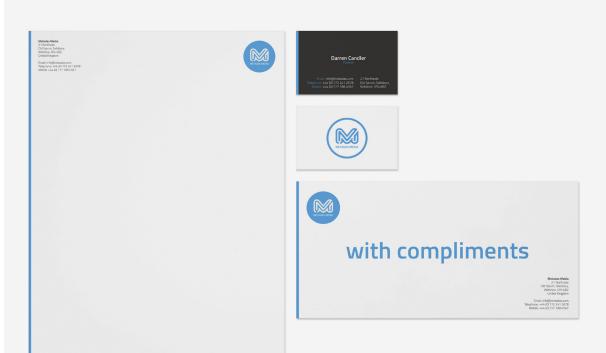






Metadas Media **Brand Communicatio**









I visualised how they could use the new brand in their stationer and online presence like Facebook and Twitte pages. These designs were warmly met and I supplied artworks and assets for the creation f these items.

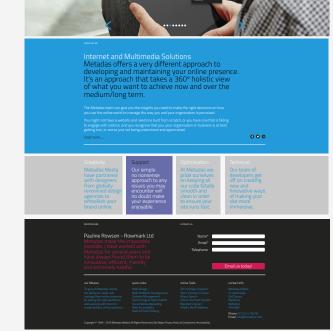


Metadas Media Website Design









I drafted up a design for how the website may look, using the new branding, however I have still n t seen any development on their site with the new branding implemented as yet, which is a shame as the old site is poor and is not a great advertiseme t for the skills they have.

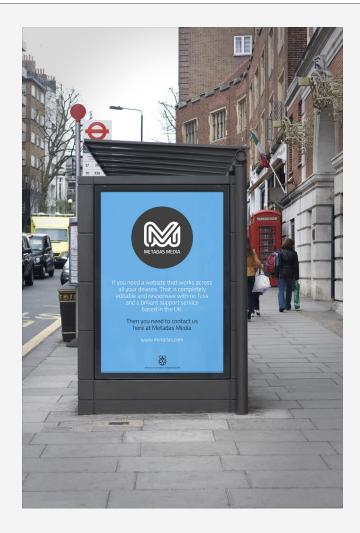


Metadas Media Advertisin



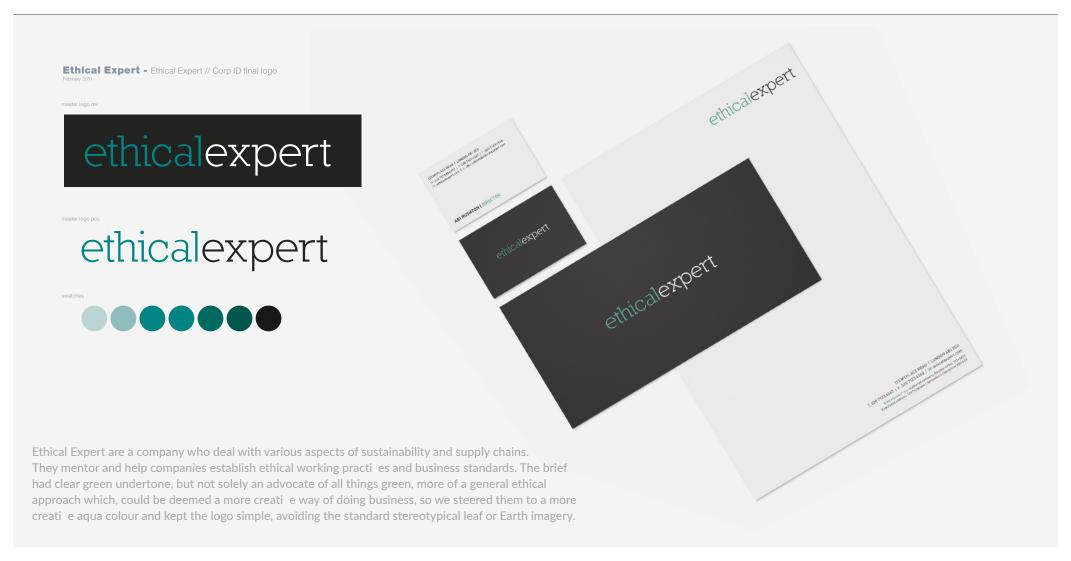


I also showed the client, how they could use the new branding in an advertising s enario, Simple use of the core colours and plenty of space keeping the look and feel very clean and fresh. The simplest and most cost effectie way for a small business being, vinyl's on the company vehicle, particula ly in a smaller area such as Salisbury.



Ethical Expert Brand Development





Sally Collins Branding









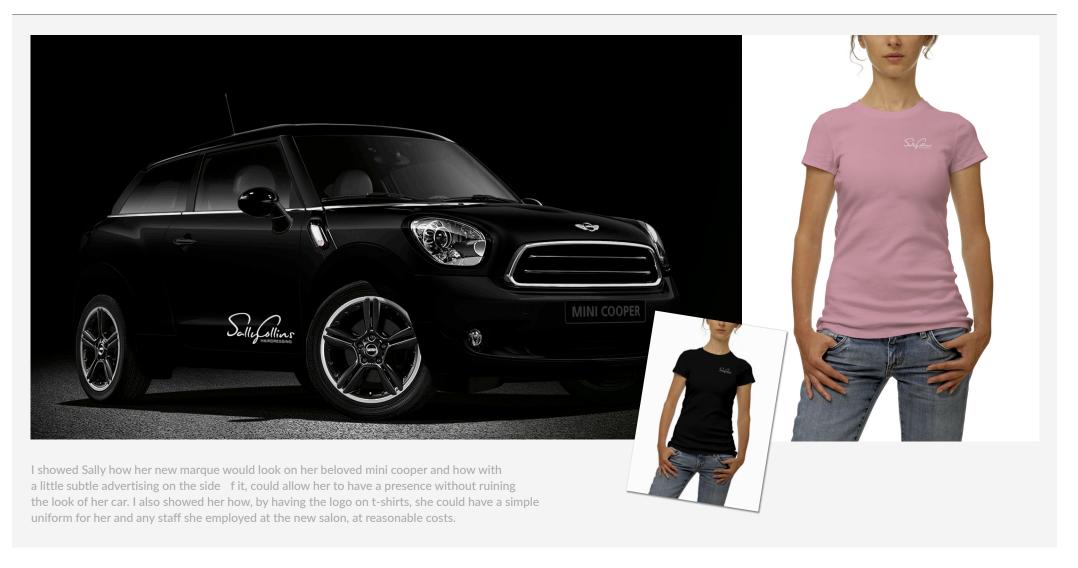




Sally Collins is a startup hairdressing salon. Previously working out of a spare room and mobile hairdressing, Sally decided to step up her game and brand herself before getting h first Salon. Sally had a home made logo which I quickly got rid of and gave her something a little mo e glamorous by creating this simple logo marque. I used a script font to represent hair (very loosely) for the main part of the logo and a slab serif font for impactful messaging. er brand needed to be modern yet simple and clear.

Sally Collins Branding







Sally Collins Branding









































To keep Sally's options open, I made su e that her logo could be used in a few differing colour routes. Those colours could also be used as accent colours on any graphic and indeed, could offer her scope going forward, to colour code her own range of hair products or services. They differing colours could also be used in seasonal promotions, mens / women's etc.



Cutting dge Interiors Re-branding







Cuttin Edge Interiors, formerly Cutting dge Home Improvements asked me to look at re-branding them, as their focus was moving away from general building work, to a more bespoke cabinetry company. I initiall worked with the client on deciding the right name and we decided 'Interiors' allowed scope for a variety of items and therefore not liming them to one area within the industry. The focus being on bespoke items.

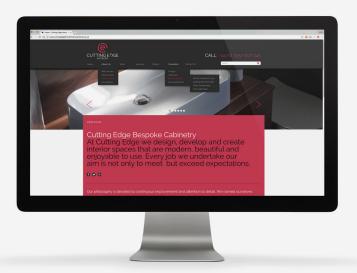
Cutting dge Interiors Re-branding





The logo itself was designed using the 'c' and 'e' in combination and chopping a chunk out of the shape to form the lette 'c' in alignment with the 'e' making it look like it had been cut. I further extended this idea into the wording by breaking through the 'edge' por on of the logo. I went on to visualise how the logo would look on items that the company would be using, particular the van.







Cutting dge Interiors Re-branding





Statione y was visualised and artworks issued. I further emphasised the cutti aspect of the logo by usng a debossed reverse on the business card giving the logo an edge so to speak. A basic t-shirt visual was important, so I visualised this to show how the company and any staff could look on brand, and totally professional.



Babymoon Branding and Leaflet







Sam at Babymoon asked me if I would create her a brand for her start up Midwifery service. Sam had worked for the NHS for many years and was a well know and liked senior Midwife. She had worked in the community for many years and decided to go it alone as a freelance midwife in effect, but she wanted to add value to the proposition y way of including some courses that were popular with her target audience. I created her logo and the leaflet for her, and had it all printed.



Blue Goose

McDonalds Tempering Characters





Blue Goose asked me to help them with a set of characters for their McDonalds client. I was asked to produce three characters (lettu e, cheese and tomato) that were going to be used in a short animated movie, informing staff about the importance of tempering food. In other words gettin the food out to the customer at the correct temperature, as no-one likes a warm milkshake, or a freezing cold burger.



VML

Microso Literature





We were commissioned by VML London, to create designs for Microsoft nterprise UK, who help businesses, utilise technolog to help boost productivit and drive innovation in the digi al space. Our brief was to create a design and artwork firstly, for a small leaflet that featured heavily on the then new 'Metro Style' content areas and obviously follow brand guidelines related to this.



Why you should hire me!

FREELANCE

IN THE INDUSTRY

PAIR OF

Testimonial

What people say about me



Charles Trevail | Global CEO | Interbrand Group of Companies

"I have worked with Jason for many years both at FutureBrand and later Promise Corp and have found his skills to be invaluable when it comes to tig t deadlines and creativit. His no nonsense approach to any project means things tend to get done regardless of any problems that need addressing, he is an asset to any team who need support and can be left to his wn devices to supply a polished and highly professional job. I would recommend Jason to anyone without questio "

Christopher Nurko | Global Chairman | FutureBrand

"Jason is a talented designer and design support manager. He is professional and reliable. I wouldn't hesitate to recommend him for any engagement that requires atte tion o detail and delivery management"

Marco Forato | SVP, Corporate Strategy & Development | Unum

"I have worked with Jay for many years while CMO at UNUM UK. have found him to be someone who I can rely on to get things done, on time, on budget and beyond expectations. e has created content for us at Unum from Powerpoint presentations the twow an audience to printed literature to even animated movie teasers that bring to life a normally visually dull and drab internal presentation piece. Love his work I'd recommend him and his work for sure"

Neil Jamieson | Director of Investor Relations | AMEC PLC

"prompt, professional support"

Melaine Wood | Managing Director | Wood Design and Management

"Jason provides a fast response and works to tiget deadlines. He is highly professional and at the same time thin s beyond the brief to come up with touches of his own that lift the p esentations out of the ordinary. We are very pleased with everything he has done for us"

Angela Hayes | Gandhara Capital | Europe

"We are a fairly new client for Two Smoking Barrels and have found them to be both professional and friendly. We had a few troubles with our first supplier and the introduction f Jay has been like a breath of fresh air. His artisti input to the re-design of all our stationer has been extremely valuable and his prices are very competi e. We, as a company, have found his service to be quick, efficient and trouble free. We would highly recommend him to any company seeking this service"

Miles Perkins | Head of Brand Management | Triumph Motorcycles

"Jason is increadibly capable and committed. He has a brilliant attitu to work, technical capability and eye for design"

OBVIOUSLY I CAN'T SHOW YOU EVERYTHING WORKED ON OVER THE YEARS, BUT I HOPE WHAT I HAVE SHARED, GIVES YOU A BROAD GLIMPSE INTO WHAT I DO AND COULD DO FOR YOU.

THANK YOU

PLEASE NOTE ALL DESIGNS SHOWN IN THE DESIGN SECTION ARE ALSO ARTWORKED FOR PRINT. IF YOU WOULD LIKE TO VIEW ANY OF THE GREYED OUT SECTIONS IN THE CONTENTS PAGE, PLEASE ASK THE AGENT, WHO WILL GLADLY SUPPLY YOU, WITH THE RELEVANT PRESENTATION.