



Portfolio

Jason Farr | Guidelines & Testing

2024





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Introduction

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 the creative and print industries combined. A successful ex production manager & creative at FutureBrand, with 8 years hands on experience in the printing 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 of 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 at hand, to ensure I understand the expectations of the particular 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 and options, to counter the problem at hand.

Bottom line is I try to cover all the bases from the outset, and go above and beyond the job title of '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 industry, has allowed me over the years to be able to see potential issues before they arise, when either producing artwork or design. I have a thirst for knowledge, an eye for detail, a creative flair as well as a problem solving mentality to boot.

My clients will agree that when it comes to getting 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 Powerpoint ★★★★★
Adobe Acrobat Professional ★★★★★
Adobe Indesign CC ★★★★★

Adobe After Effects ★★★★★
Adobe Flash CC ★★★★★
Microsoft Word ★★★★★
Keynote ★★★★★

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

Roster

Some Brands I have worked with over the years



Roster

Some Agencies I have
worked with over the years



Interbrand

Arnoldklp

promise



MADE THOUGHT.



EARNEST

WOLFFOLINS

FutureBrand

LAMBIE-NAIRN



M&CSAATCHI

McCANN
TORRE LAZUR

SAATCHI & SAATCHI HEALTH

W₂O
GROUP

COLEY
PORTER
BELL



DIGITAS

OLIVER

Heavenly[°]

Rosie Lee

BLOOM
PARTNERS

living group

Trillium

Purpose.



turquoise

JHP



ANTHEM

DDB[°] Remedy

Portland

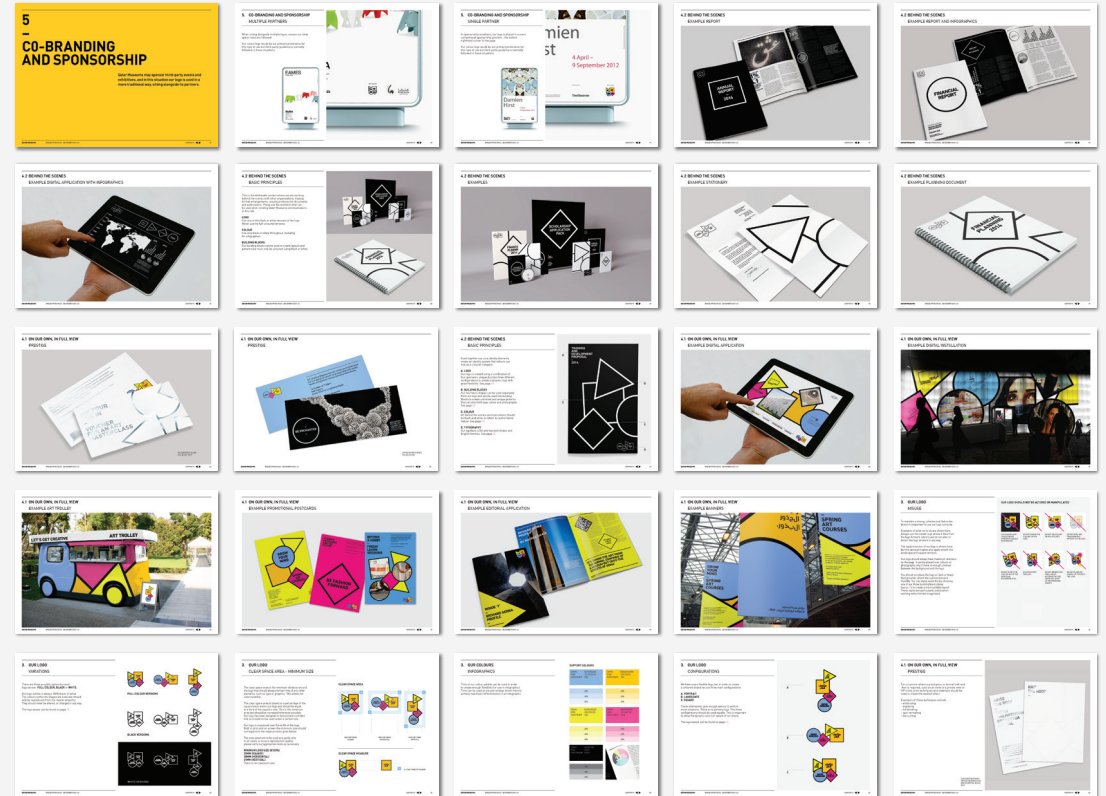
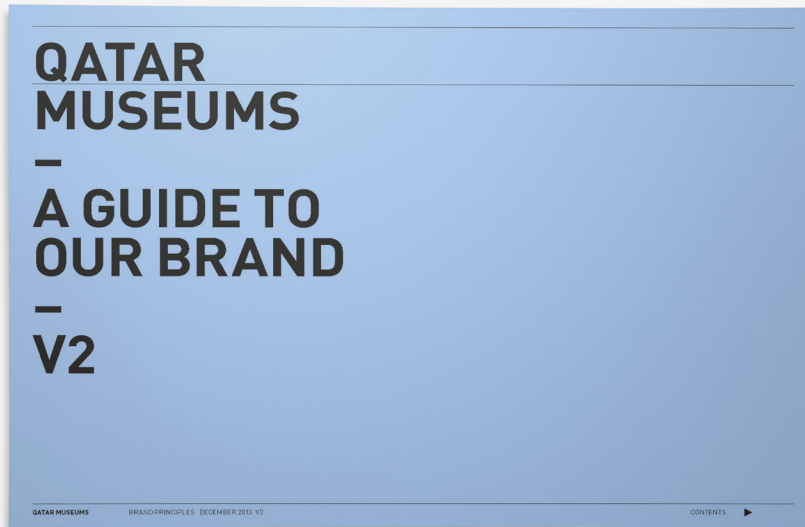
fieldfisher

Skill Set | Guidelines

Wolff Olins

Qatar Museums

Brand Guidelines

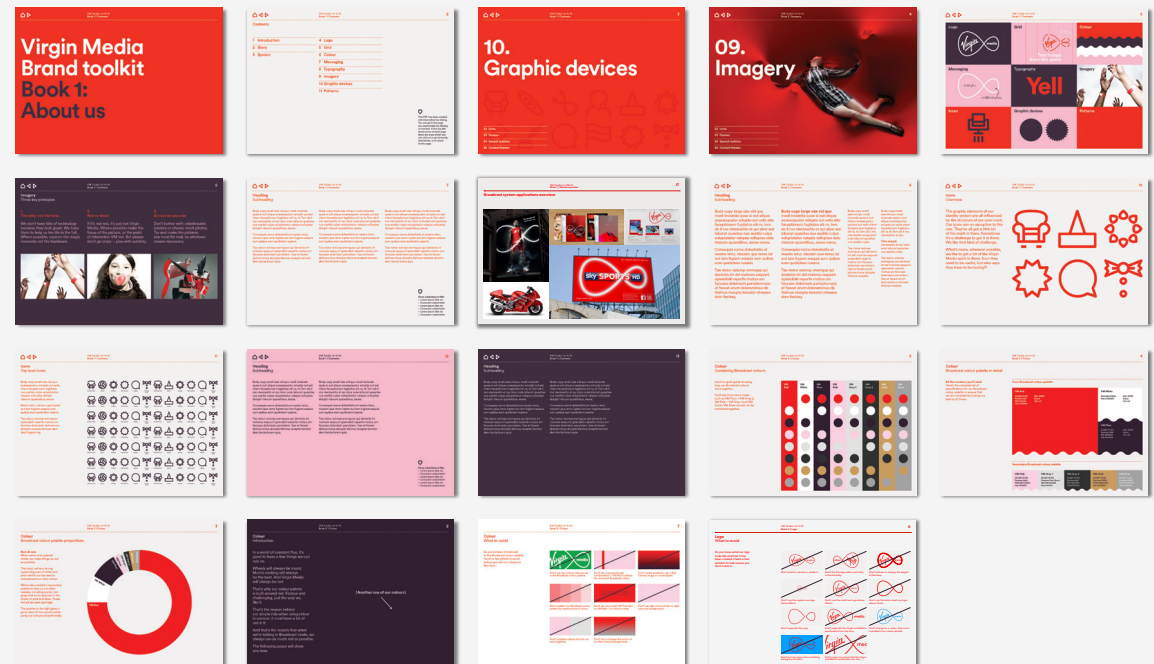
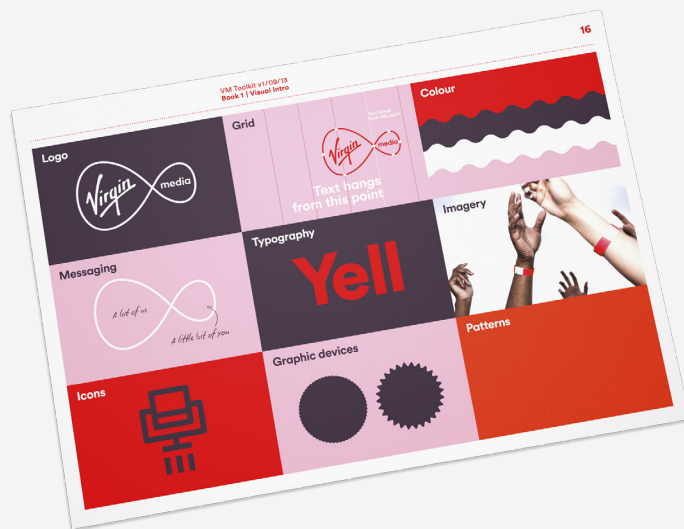


Wolff Olins asked me to work on the Brand Guidelines for Qatar Museums. I was involved in the creation of many of the Visual elements in the guideline, as well as creating the logo library, again testing the logo for size, colour, specials, minimum sizes etc and writing rules around the findings of my tests and entering those into the guidelines. I created the kit of parts, that was to be supplied to the client, containing all the assets required to create artworks going forward.

Wolff Olins

Virgin Media

Brand Guidelines



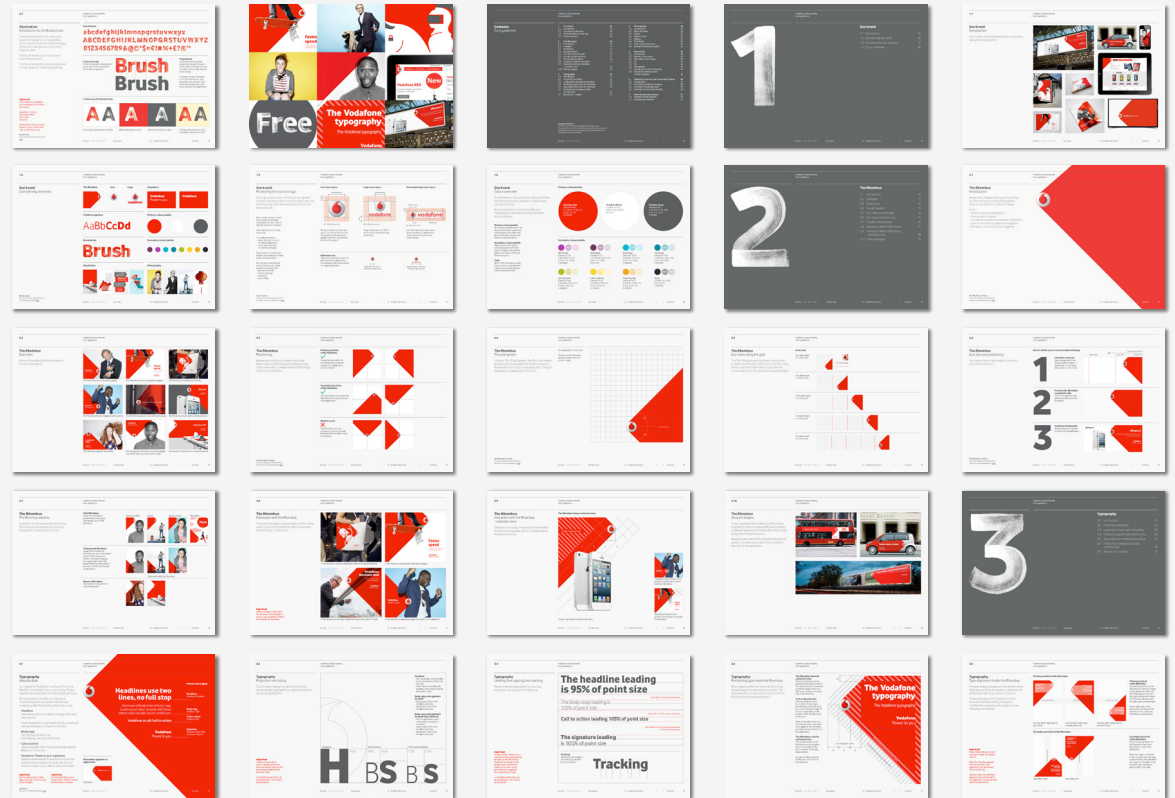
Some of the pages taken from the guideline books

I was brought in at Wolff Olins to help the design team, create 5 brand guideline books for the re-brand of Virgin Media. Each book covered a different key area of the business. My role consisted of formulating the content, creating assets, visuals and to artwork the books. I was instrumental in colour testing and colour choice, based on my findings prior to writing the guidelines and implementation of logo and icon suites.

Brand Union

Vodafone

Brand Guidelines



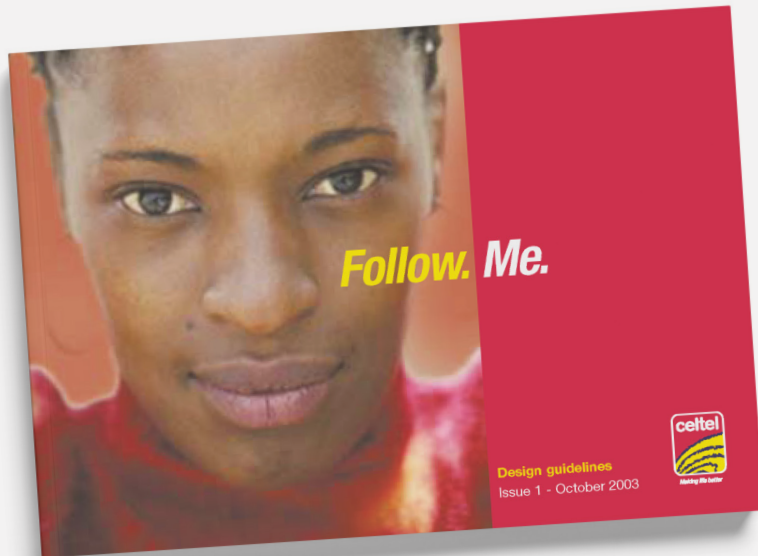
Brand Union asked me to help create the guidelines for Vodafone. I was tasked with creating assets, visual elements and as always logo libraries and tool kits. I artworked the guideline book and made sure the final PDF was linked and was interactive, so that the document could be navigated with ease. There was a printed version as well as the digital version, so all visuals had to be of the correct DPI.

FutureBrand British Airways Clear Vision Interim Guideline



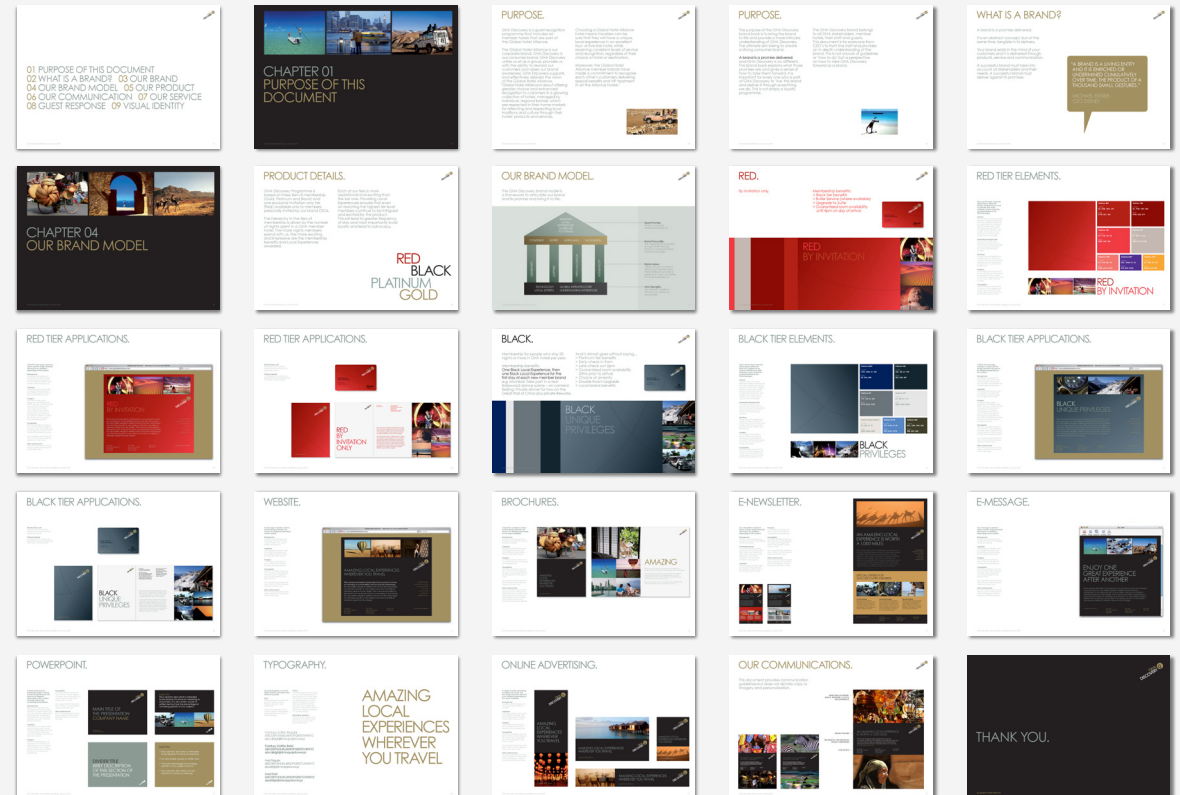
As well as overseeing the British Airways brand guideline I artworked personally, the Interim Guideline shown above. It was an A4 portrait printed piece, in CMYK with a number of spot inks and some trace inserts printed in silver. There were some pages that were narrower, acting as graphic tabs within the document and the cover was printed on a silver stock and matt laminated.

FutureBrand Celtel Brand Guidelines



I was instrumental in the design of the Celtel brand marque and carried on to artwork the logo and its components before creating the brand guidelines. As always a kit of parts was produced and delivered to the client, along with the guideline document. There was also another two books, one for retail and the other was for vehicles and some POS.

Promise Corp GHA Brand Guidelines



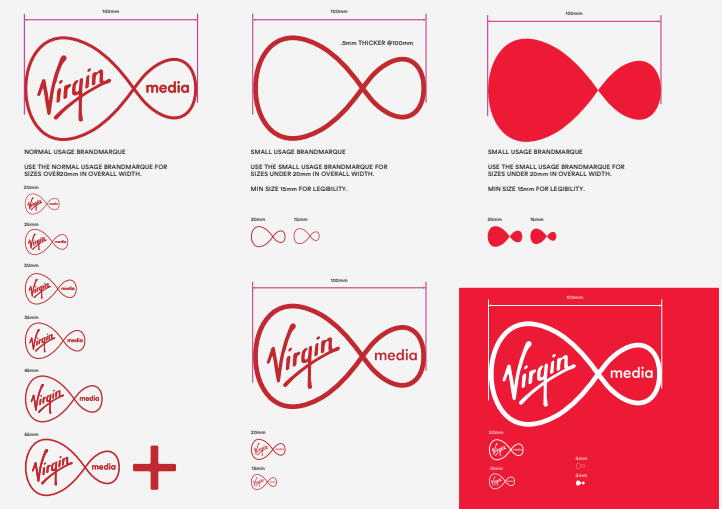
Promise Corp asked me to work up a guideline document, based on some design files and rules, they had come up with for their GHA client. I went about artworking the document, checking everything worked following the rules. I also produced the client a print ready document to sit along side the PDF version I had created.

Skill Set | Testing

Wolff Olins

Virgin Media

Colour and Size Testing

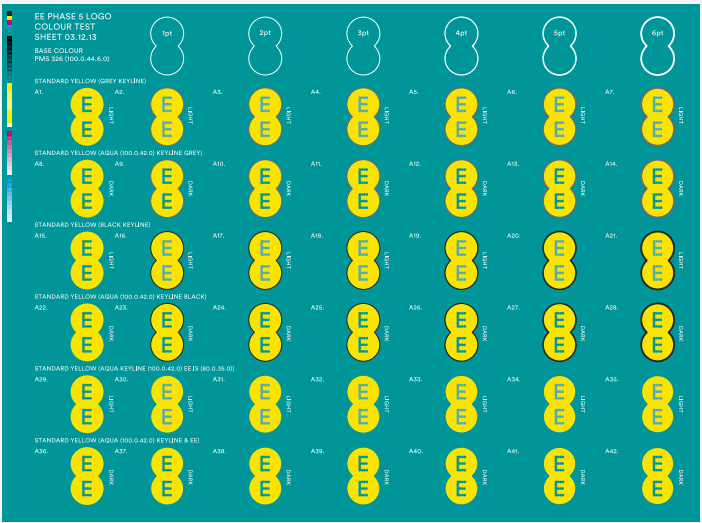
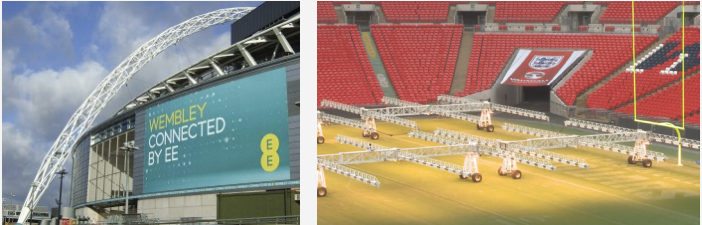


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Wolff Olins

EE Sponsor Tests

Wembley Stadium



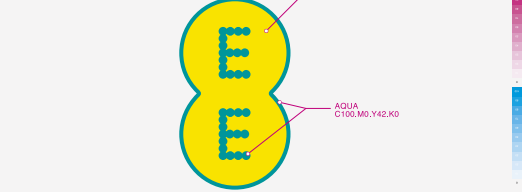
SPONSOR TEST

COLOUR BACKGROUND

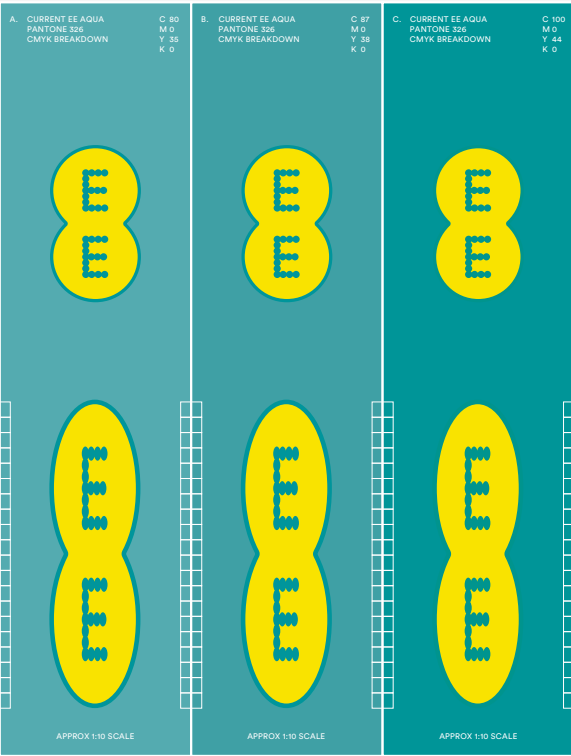
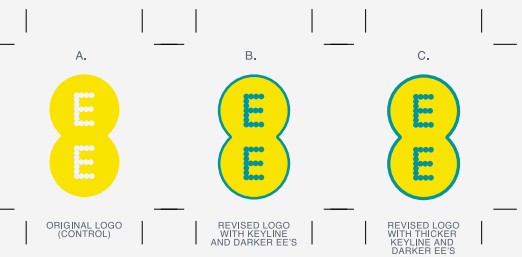
A. ORIGINAL	B. DARKER #1	C. DARKER #2
C 80 M 0 Y 36 K 0	C 87 M 0 Y 38 K 0	C 92 M 0 Y 41 K 0

LOGOS (TO TEST ON ALL BACKGROUNDS)

VISUAL ONLY



ARTWORKS

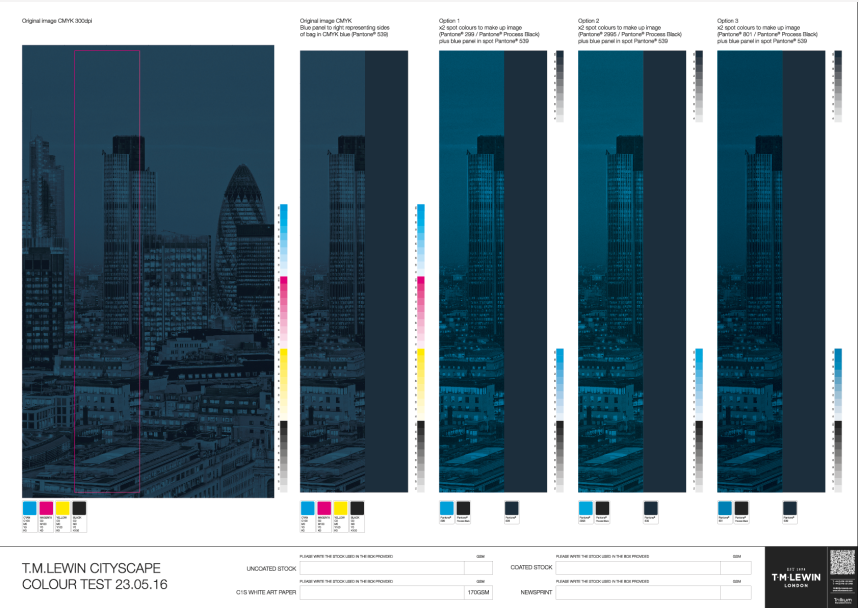
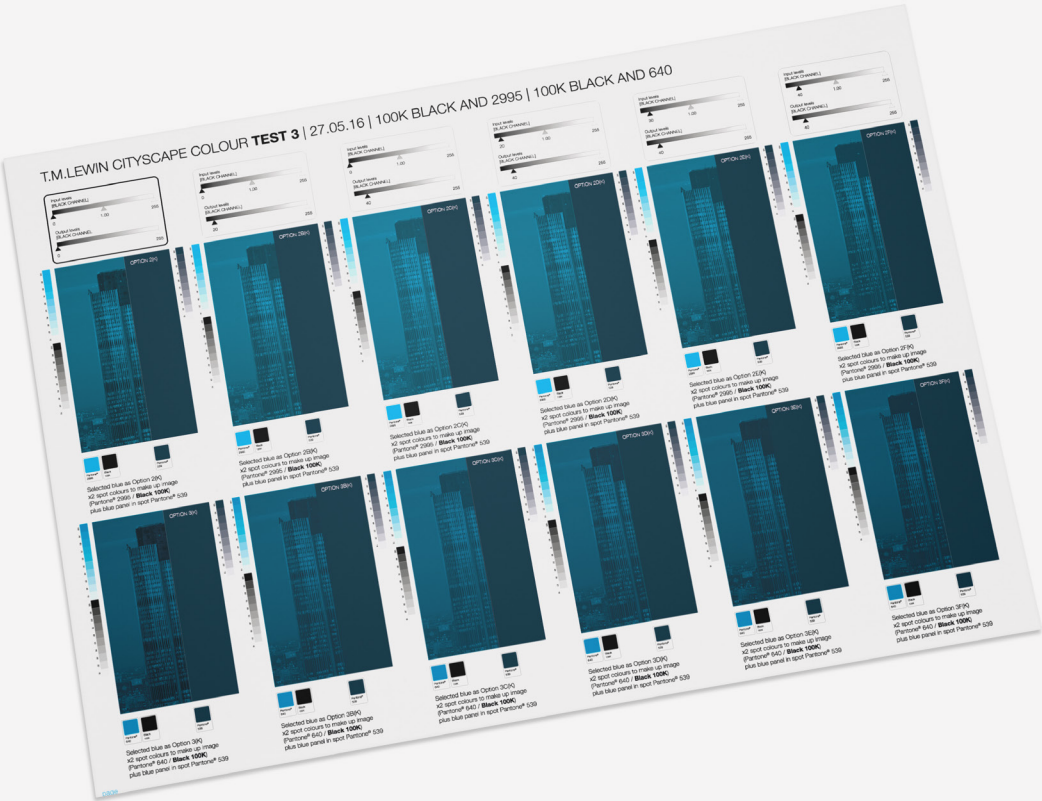


Wolff Olins asked me to undertake a small brief of looking at the EE logo in terms, of how to archive the correct colours and legibility from a broadcast point of view. The logo was to be placed on the visible stair gantries within the stadium, between the seated sections. A variety of options were tested, from adding keylines to tweaking the colour values.

Trillium Brands

T.M.Lewin

City Scape Colour Testing




T.M. Lewin had decided that they wanted to create a 2 colour version of their CMYK image, for their City Scape version bags. Their printer was unable to do this work for them, so it was tasked to me to do some tests, in order to achieve the right colour balance and closeness to the CMYK version, by creating a DCS file. I set up a document shown above, firstly with 2 spot colours and adjusted the black channels, I also used different blues and later in further testing replaced the Process Black with 100K to get the final result.

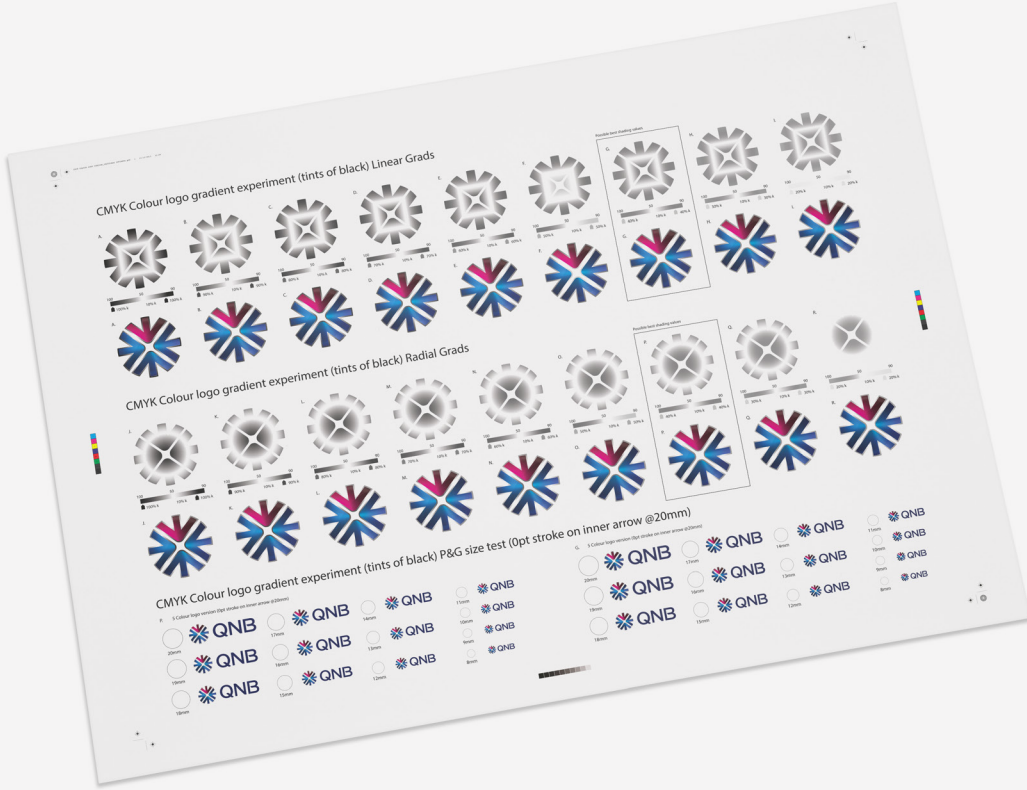
Brand Union

Qatar National Bank

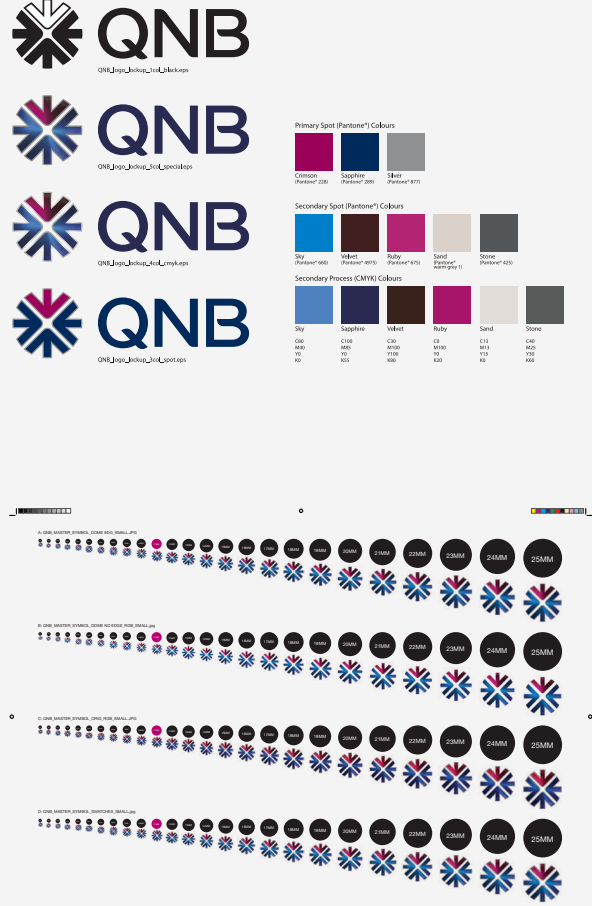
Brand Development







Brand Union re-branded Qatar National Bank, I was called in to create various brand assets following and in many cases adjusting the fledgling guidelines on the fly. After creating a master deck of assets, I was tasked with undertaking a series of fundamental wet proof tests, in order to allow the design team to write up the results in the brand guideline and in turn supply a final tool kit of parts.



Why you should hire me!

20+
YRS
FREELANCE

32+

YRS

IN THE INDUSTRY

SAFE PAIR OF
HANDS

Testimonials

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 tight deadlines and creativity. 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 own devices to supply a polished and highly professional job. I would recommend Jason to anyone without question”

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 attention to 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. He has created content for us at Unum from Powerpoint presentations that wow 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 tight deadlines. He is highly professional and at the same time thinks beyond the brief to come up with touches of his own that lift the presentations 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 of Jay has been like a breath of fresh air. His artistic input to the re-design of all our stationery has been extremely valuable and his prices are very competitive. 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 incredibly capable and committed. He has a brilliant attitude 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

IF YOU WOULD LIKE TO VIEW ANY OF THE GREYED OUT SECTIONS IN THE CONTENTS PAGE,
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