

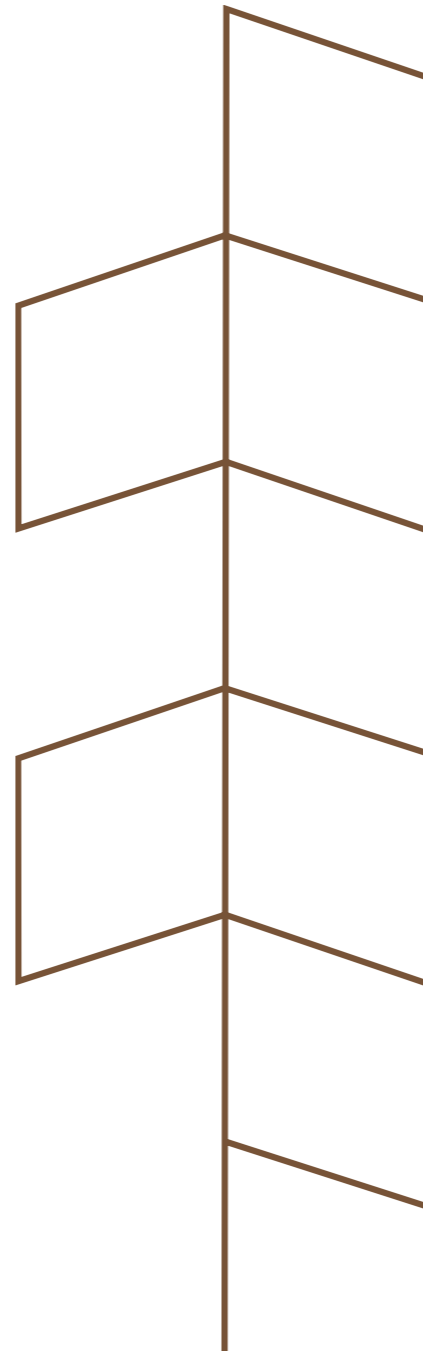
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Eden

Create a brand identity for a carpentry company

Eden: Brand story

Eden is a bespoke and contemporary carpentry brand. The people at Eden are committed to architectural craft, as well as sustainability by planting a new tree for every tree they use. The name 'Eden' is based on the Garden of Eden.



Eden: Marque

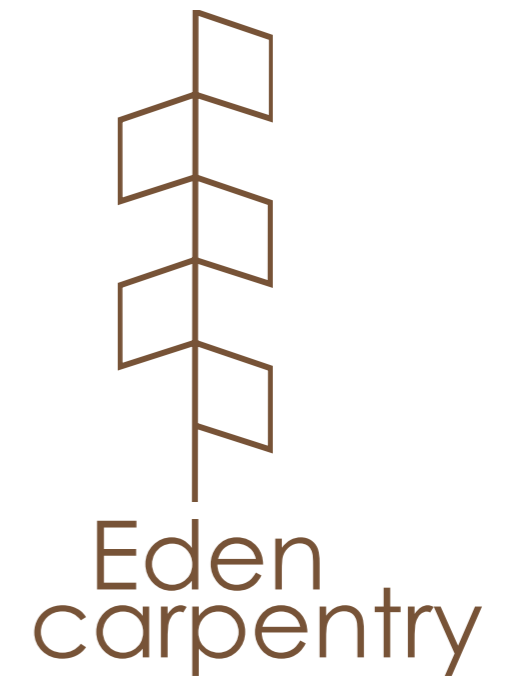
The Eden tree represents the key points of the brand, Carpentry and sustainability, as well as doubling as a monogram. The type intersects with the marque - extending the line down the centre.



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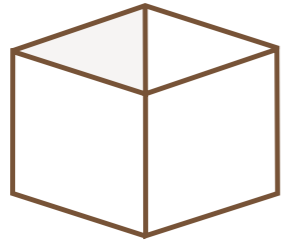


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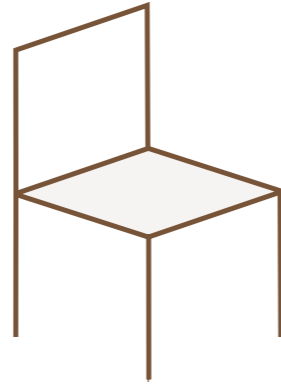


Eden: Icons

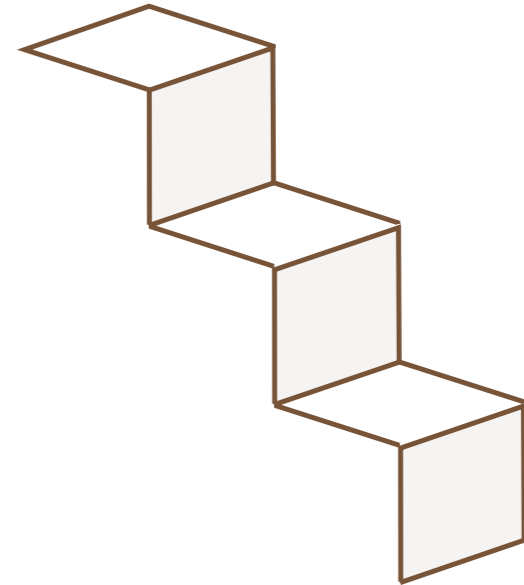
Using the same grid pattern that was used to create the brand marque, I created a set of icons to be used as a device throughout the brand.



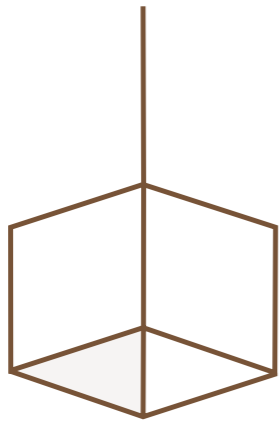
Storage



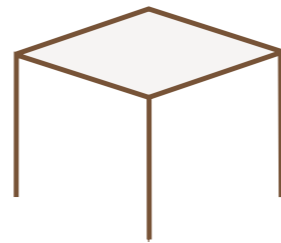
Seating



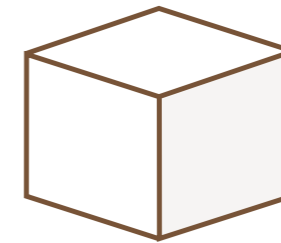
Staircases



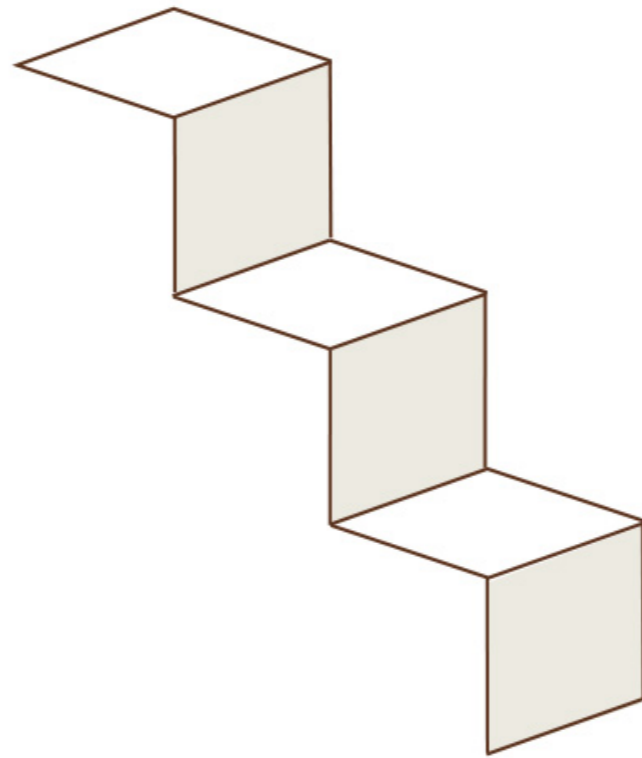
Lighting



Surfaces



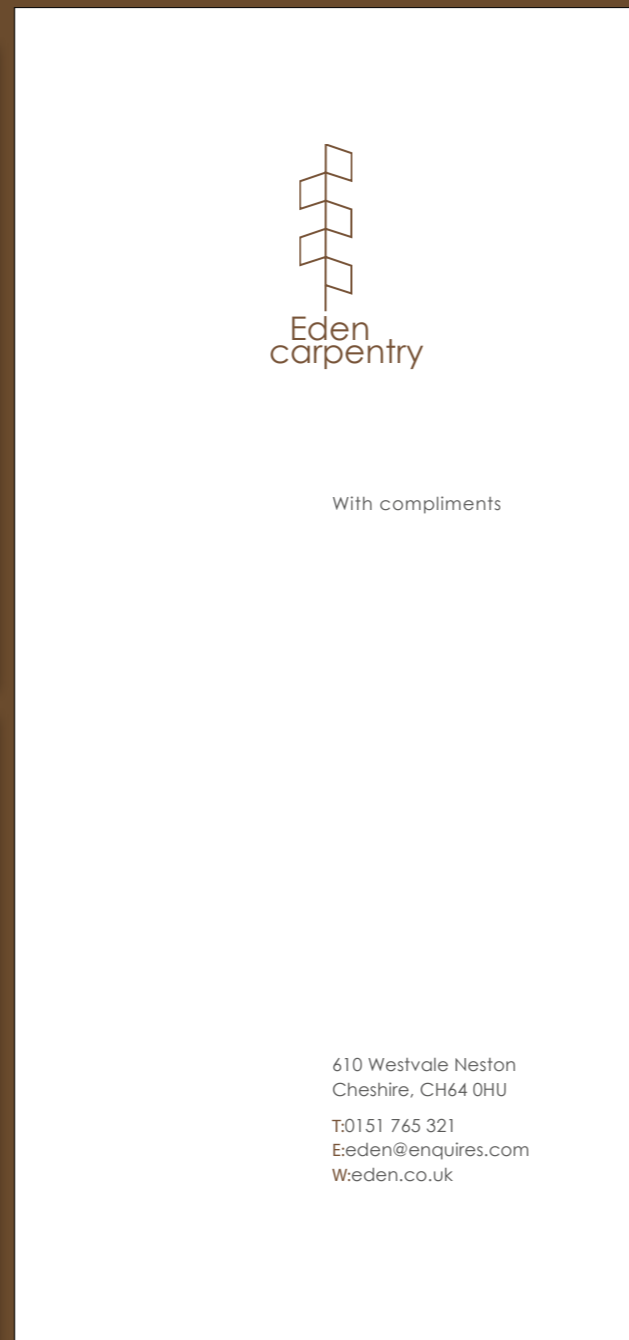
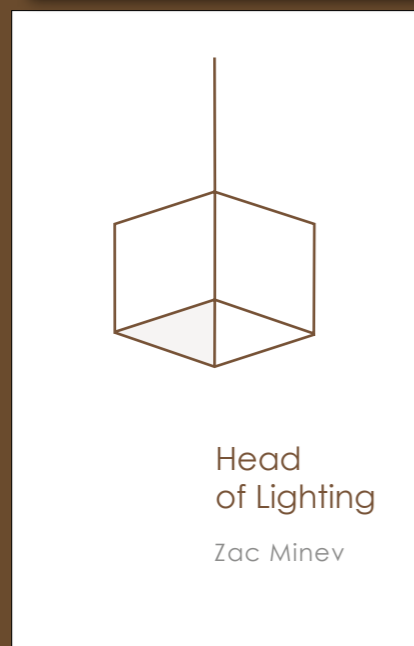
Interiors and
panneling



Eden: Stationary

The stationary for Eden is relatively simple and clean. The line that runs down the marque is used to set the contact details in place.

The letterhead is printed onto tracing paper, allowing the carpenters to reuse the letterhead for sketching ideas.



Eden: Marque applications

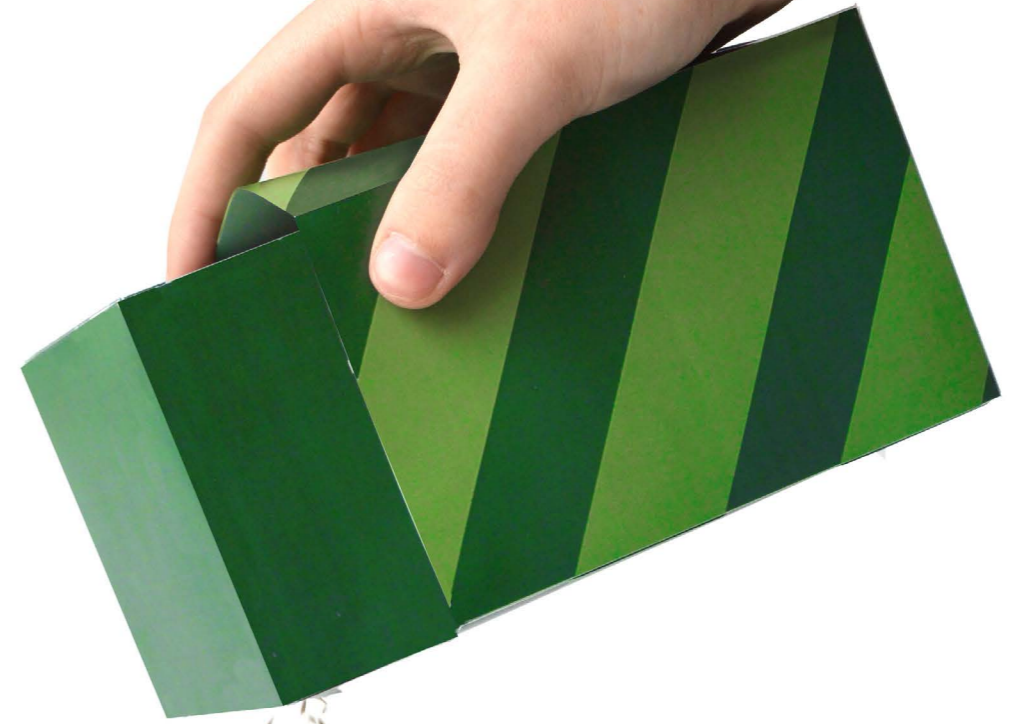
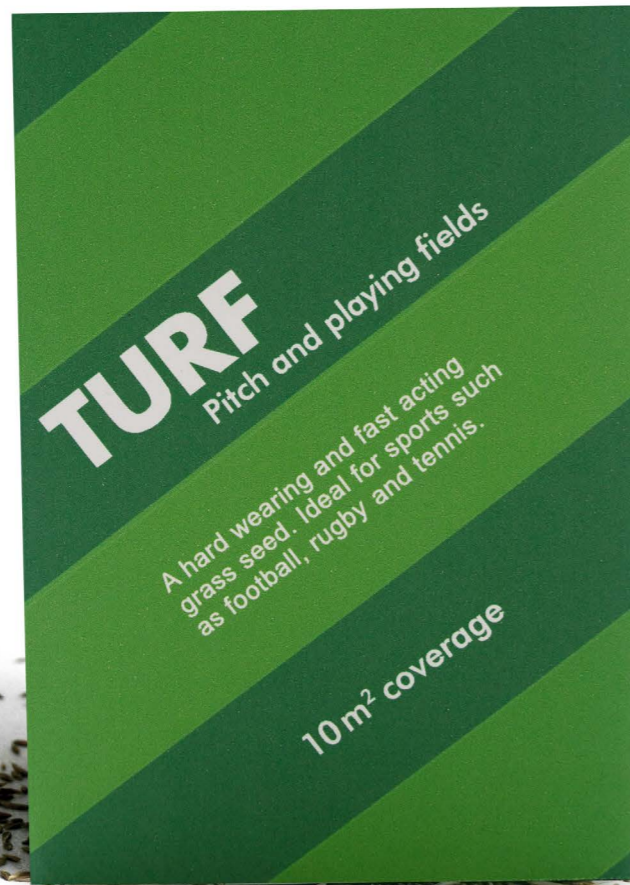


TURF

Design the packaging for a given product in order to increase its value.

TURF: Packaging

'Turf' uses a simple but eye catching design approach to create a more superior look and feel to what is normally a cheap garden product. The pattern reflects that of the lines commonly mown into sports pitches.



TURF: Shelf presence

Turf's shelf presence can be altered by twisting the packaging to show the alternate lawn pattern.



IKEA

Work in a team to art direct the front cover for The Guardian Weekend's headline, 'Ingvar Kamprad dies'

IKEA: Art direction

A light hearted approach to Ingvar's death. The cover for the magazine was art directed to include as many ideas as possible.



Ingvar meets his maker

A look back at the IKEA founders life.

**12.01.18
Weekend**

**The
Guardian**

Thank you



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