

SIMON BRITTON

PORTFOLIO



Creative

Mature

Reliable

Professional

Experienced

Simon Britton, Design and Marketing

I'm an experienced Graphic Designer, Marketing Consultant and Copywriter with three decades of sales and marketing experience. Having spent most of my life working in the corporate world, working on everything from email campaigns for sole traders to board-level reports for FTSE100 multinationals, I decided to take some time to study for a Masters in Art & Design in 2020.

Since then, I've been accepting freelance commissions for graphic design, illustration and layout work. I am pleased to be able to bring maturity, experience and practicality - as well as a unique creativity - to new clients.

My experience enables me to work effectively with clients of any size, and provide excellent work to a reliable schedule to all manner of jobs:

- Layout and design for brochures, reports and manuals
- Flyers, posters and business cards
- Logo design, brand guidelines and corporate statements
- Infographics
- Image manipulation and photographic enhancement
- Complete corporate re-branding
- Web graphics and PPC banner animation
- Digital design management and print liaison
- Technical copywriting and eloquent social media content
- Customised stylish illustration

Whether you need a simple poster, or a brand consultation, I have the passion and the professionalism to help.

I look forward to hearing from you soon!

All the best,

Simon Britton.

Call me: 07946 354 256
Email me: simon@planetsimon.co.uk
Online: planetsimon.co.uk
Link up on: www.linkedin.com/in/brittonsimon/



PLANETSIMON

"I would like to take this opportunity to recommend Simon Britton. A unique character and true professional in every sense, Simon constantly strives to deliver quality designs to tight deadlines, often doubling as our in-house proof reader to make sure all material produced are tip top for our delegates. Simon is dedicated, approachable, highly creative and has meticulous eye for detail ... I would have been lost without him!"

Gemma Toner,
Achieve Breakthrough



Brochures and Reports

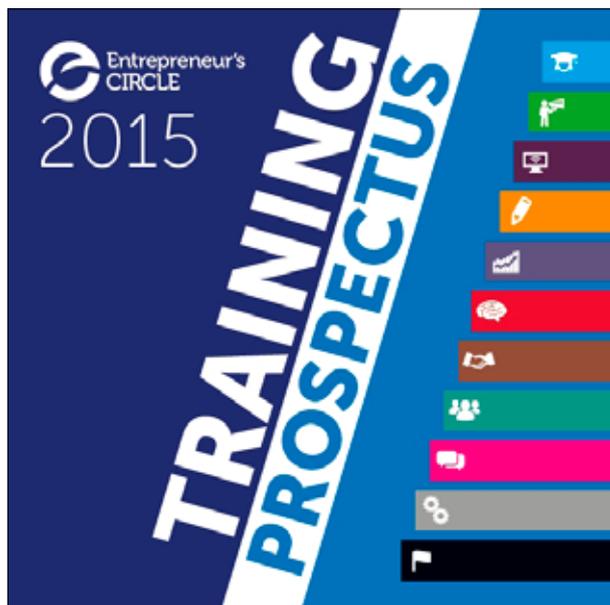
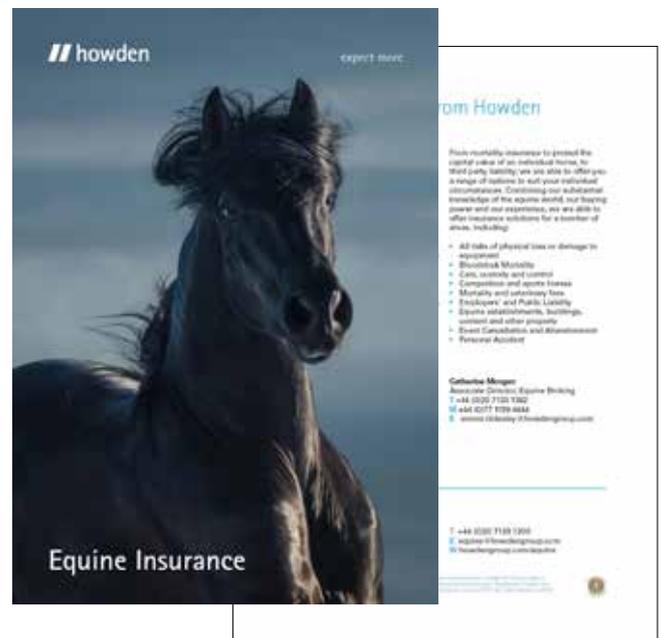
Communicating with clarity, ensuring accuracy, and showcasing your goods or services in the best possible way ensures customer confidence - and confident customers are customers for life. The initial impact of a sharp, well-laid-out brochure goes a long way to really cement *your* business in the mind's eye. If you're not displaying that you care enough about your business to show them off to their full extent, you can place a reliable bet that your competitors are. Research¹ shows that even minor typos, the wrong colour scheme or 'boring' layouts put people off a business, regardless of the reviews and product quality.

Board reports are another level of stress altogether - accuracy is essential, not just 'nice', and if you have a presentation to senior management, then it's even more personal. A good designer turns raw data into accessible information that is more readily absorbed and appreciated, especially when accompanied by helpful diagrams. We're a visual species, and a picture really does pain a thousand words!

CLIENT: Howden Insurance

Insurance brochures aimed at high-end clients in the sport & recreation sector, ranging from governing bodies to racecourse owners in a multi-million dollar global industry.

The brochures needed to be succinct, extremely professional and also to comply to stringent CII and FCC regulations. This was part of a series of brochures and guides showcasing various technical insurance products.



CLIENT: Entrepreneur's Circle

A complex, 150-page printed training prospectus with a myriad of courses, schedules and advice for a busy marketing consultancy and training organisation in the West Midlands.

It involved a huge amount of organisation, planning and liaison with course tutors to complete, including a host of research and cross-checking, all within an extremely tight deadline period.

The project was delivered on time and was a great success.



¹K.L., Hagtveldt, H. & Brasel, S.A. Components of visual perception in marketing contexts: a conceptual framework and review. J. of the Acad. Mark. Sci. 48, 405-421 (2020). <https://doi.org/10.1007/s11747-019-00684-4>

Flyers and Posters

From local events to corporate competitions, getting the message across in an eye-catching style helps drive footfall or engagement as necessary. Often considered the 'poor cousin' of the designers workload, in fact these seemingly insignificant items are often the very first time someone will interact with a brand - and, as the old saying goes, first impressions last.

BACK FOR A THIRD FABULOUS YEAR!

2018 **22 SHOWS**
9 DAYS
2 VENUES
NO SCRIPT!

FRIDAY OCTOBER 26th - SATURDAY NOVEMBER 3rd

BIRMINGHAM IMPROV FESTIVAL

OLIVIER AWARD WINNING IMPROV MUSICAL STRAIGHT FROM THE WEST END

SHOWSTOPPER! ★★★★★ "Achingly funny..." Time Out Critics' Choice

AUSTENTATIOUS ★★★★★ "Ridiculously silly... wickedly funny" The Times

BBC RADIO 4 & EDINBURGH FESTIVAL SELL-OUT SUPERSTARS!

PLUS! A CORNUCOPIA OF MADE-UP, SPONTANEOUS DELIGHT, INCLUDING:

- Star Wars
- Shakespeare
- Harry Potter
- Enid Blyton Adventures
- Halloween Spookiness
- Hip Hop Happening
- Charity Gala
- Soap Opera
- Murder Mystery
- Musicals
- Anime
- Lots more!

...all improvised before your very eyes!

TICKETS AND DETAILS ONLINE:
www.birminghamimprovfestival.com

Supported using public funding by **ARTS COUNCIL ENGLAND** LOTTERY FUNDED

Cherry Hill Charity

REF

Blue Orange Arts

"Simon worked on the branding and graphics for the Birmingham Improv Festival for a number of years. His help and advice were essential in ensuring a fairly complex schedule across several locations was presented with clarity whilst being easily digested. He is approachable and friendly, and really understands what I need as an organiser without having to explain everything over and over."

**Jon Trevor, Director,
Birmingham Improv Festival**



CLIENT: Birmingham Improv Festival

This high-profile improv event required attention-grabbing flyers, posters and promotional social media images as well as the design of the original Birmingham-themed logo.



Flyers and Posters cont'd



LIVE IMPROV COMEDY!

at The Old Joint Stock
...on the last Wednesday of every month!



A regular night of live, made-up comedy from YOUR suggestions... Our friendly shows have games, songs, sketches, characters and longer stories - often with a theme and guest players.

Summer season:
The last Wednesday of the month!
May 25th July 27th
June 29th August 31st

"Is there nothing this group can't make funny?"
"I'm bringing my friends back next time!"
"Wow... so talented and quick witted!"
"I haven't laughed so hard in years!"

"The Ministry of Improv provide an evening of friendly silliness for all that attend. The silliness is made clear in the warmth shown towards the audience throughout the show. The silliness comes from the short comedy scenes performed by some of the most experienced improvisers in Birmingham."
MIDLANDS IMPROV, MAY 10th

www.ministryofimprov.co.uk
@ImprovMinistry MinistryOfImprov

The Old Joint Stock Theatre
Tickets available from:
www.oldjointstock.co.uk
0121 200 0946

A CORNUCOPIA OF MADE-UP, SPONTANEOUS DELIGHT, INCLUDING:

Fr 26 Oct	Jumprow The UK's first diverse improv troupe Closer Each Day Improvised TV season pilot Concept Album An entire new album improvised live!	TICKETS FROM JUST £5
Sat 27 Oct	Box Of Frogs High octane comedy nonsense from Birmingham's own Neil Curran+1 with a random audience member! Criminal Improvised murder mystery! Spontaneous Harry Potter Made up Hogwarts North Coast Dope Hip Hop improv comedy direct from New York!	
Sun 28 Oct	Charity Gala Fundraiser for Birmingham Children's hospital Castles In The Air Studio Ghibli Improvised Bumper Blyton Improvised Enid Blyton adventure Impromptu Shakespeare Improvised Band	
Mon 29 Oct	Fat Penguin Longform comedy improv Watch This Birmingham University improv Beings Improvised stories from this world and others	
Tue 30 Oct	Kneejerks Scenes, stories, silliness! Off Broad Street Musical Improvisation Lovehard Two person comedy improv	
Wed 31 Oct	Foghorn Improvised Halloween haunting Society of Strange Halloween mystery and horror	
Thu 1 Nov	Baron Sternlook The silliest musicals ever written! Improvised Star Wars from a Galaxy far far away...	
Fr 2 Nov	Austentatious Wickedly funny improvised Jane Austen	
Sat 3 Nov	Showstopper! Olivier-award-winning improvised musicals KIDS MATINEE plus EVENING SHOW!	

PLUS! IMPROV WORKSHOPS: *for beginners & experts alike!*
THEY'RE BACK! FOR FULL DETAILS, TIMES AND VENUES, CHECK ONLINE!

FULL INFO ON VENUES, TIMES & TICKETS:
www.birminghamimprovfestival.com
@BhamImprovFest BhamImprovFest

At the Blue Orange Theatre, 118 Great Hampton Street, Jewellery Quarter, B18 6AD Tel: 0121 212 2683
and Birmingham REP, Centenary Square, Broad Street, Birmingham B1 2EP Tel: 0121 236 4455
FRI OCTOBER 26th - SAT NOVEMBER 3rd | 22 SHOWS, 9 DAYS, 2 VENUES, NO SCRIPT!

GUARANTEED PRIZE EVERY ONE A WINNER!

BUCKINGHAMFORD

WE WANT YOU

TO WIN ONE OF OUR FANTASTIC **TOMBOLA PRIZES!**




Prizes include...

- Apple iPad
- Amazon Kindle
- Free winter car check
- Afternoon tea at Whitebury Hotel
- Lunch at Nelson St. Restaurant
- Screen wash bottle
- Free car valet
- Dinner at Le Manoir aux Quat'Saisons
- Tyre depth gauge
- Free car service
- Ice scraper
- 1lt oil topup

Ask at Reception how YOU can take part!

POP-UP SWING! Solihull

POP-UP SWING TEA DANCES

Come and join us on the dance floor and enjoy a series of friendly afternoon Tea Dances in Solihull, run by dancers for dancers!
Lindy Hop, Fitterbug, Balboa, Shag & Strolls...
All levels welcome!

Tickets £4 on the door!
Refreshments: Tea, coffee & cake just £1!

Dates:
Sunday August 18th
Sunday September 22nd
Sunday October 20th
...all running from 2PM - 6PM

Location:
The British Legion Solihull,
Union Road, Solihull B91 3DN

Contact:
Stan Lewis: 0121 745 8606
f Swing Dancing Solihull

LOGO DESIGN BY BOBBER BEER

with this exclusive **voucher book** **Open me up for your offers >**

Terms & Conditions:

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Recommend a friend and get one free treatment

Expires: 03/05/15 Voucher code: O51V08

Any problems with your vouchers?

Don't worry, our team are here to help. **Call us on XXXX XXX XXX** and we will answer any queries you have.

BROMSGROVE SCHOOL RESEARCH COMPETITION 2018

WWI: THE LEGACY
1918 - 2018

WHICH CHANGE HAD THE GREATEST IMPACT?

ART	POETRY	POLITICS
SCIENCE	JUSTICE	TRADE
DANCE	INDUSTRY	LITERATURE
MEDICINE	MUSIC	ECONOMICS

**LECTURE THEATRE,
SATURDAY MARCH 17TH, 5PM-7PM.
MAXIMUM 3 STUDENTS PER TEAM**

JOIN UP TODAY!

Email Dr Rimmer to register your team (or scan the QR):
drimmer@bromsgrove-school.co.uk

BROMSGROVE AND DROITWICH

MAKER SPACE

BDMAKERSPACE.ORG.UK

TECH THURSDAYS

3RD THURSDAY OF THE MONTH

Warm up your soldering irons! The 3rd Thursday of the month is Tech Thursday. BDMakerspace are running a regular night for professional and amateur techies, tinkerers and future roboters. Join us, join in!

- ELECTRONICS
- ENGINEERING
- ROBOTICS
- MICROCONTROLLERS
- RADIO CONTROL
- PROGRAMMING
- SCIENCE
- TECHNOLOGY

All welcome! Whether you're just interested in the latest developments, want to learn how to do stuff, or you're an engineer looking for a friendly group to inspire and assist.

WHEN? Thursday 18th January, 15th February, 15th March.
WHERE? The Gardener's Arms, Vines Lane, Droitwich WR9 8LU
WHAT TIME? From 7pm **HOW MUCH?** These are FREE events!

bdmakerspace.org.uk
facebook.com/bdmakerspace
twitter.com/bd_makerspace

SCAN FOR FACEBOOK EVENT INFO bit.ly/meetbd

Supported by

Email and Digital

Email marketing is not just about getting people to open the email in the first place, but to interact in a meaningful way. Consistent branding, clear “calls-to-action” and eye-catching, on-brand imagery all play a part. Language is also important, and the right subject line can make or break a campaign: Split testing is essential for longer campaigns. I am familiar with many of the “industry standard” campaign managers, including Campaign Monitor, Infusion, Hubspot and MailChimp - as well as several proprietary, custom platforms used in specialised, regulated sectors such as commercial insurance.

CLIENT: Azlan, IT Distributor

As part of a wider rebranding (encompassing four “sub-brands”), the “look and feel” of email newsletters, external sales e-shots, and internal promotional communications, was completely overhauled.

Open rates improved dramatically with the addition of targeted and personalised subject lines and analysis, and click-through rates increased from around 4% to 26% within the first couple of weeks.



“Working with Simon was easy. I would (vaguely) provide him with an outline of what we needed and Simon would expertly bring this to reality! Simon is someone you can rely on to do a professional and effective job. I would have no hesitation to recommend Simon for any marketing role...”

Adam Wilcox,
Dell Technologies



Events and Music



CLIENT: Stewart Clark

With a very minimal brief, and with a listen-through of the album, I created the artwork for Stewart's album to match the 'feel' of the music.

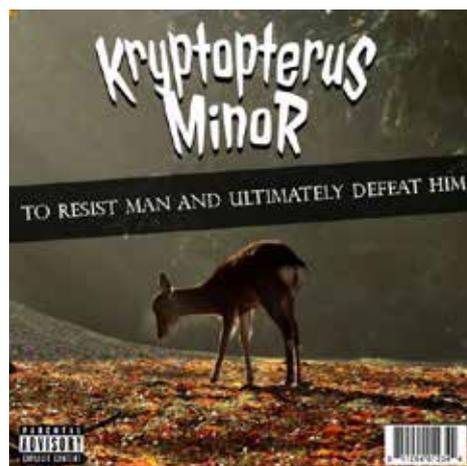
The artwork included cover, lyrics sheet and CD artwork. These were all designed to make the CD press and printer's lie easier, so that the album could be produced and distributed quickly.

"As a busy musician, it's great to meet fellow creatives that simply 'get it' when you explain what you're trying to do. Starting from very sketchy instructions, Simon managed to create an album design which truly reflected the feel of the music. It was a pleasure to work with a designer that doesn't need any hand-holding to get the job done."

Stewart Clark, Guitarist
"And Then There Was Me..."



CLIENT: Various album designs covering a number of genres



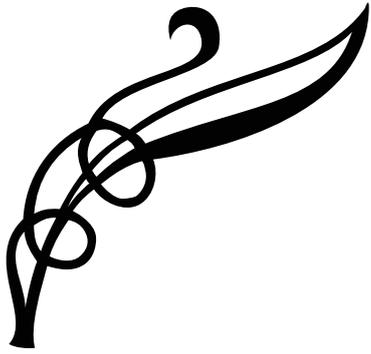
Logos and Branding



CLIENT: Various theatrical and stage productions - social media images, posters & flyers



Layout & Consultancy



"We're a busy bookbinding specialist dealing in exclusive limited editions. Simon has helped us with the creation of vector files for period embossing, layouts for illustrations, and has liaised with printers to enable consistent quality. His understanding of our specialised issues and proactive ways to resolve problems has really helped."

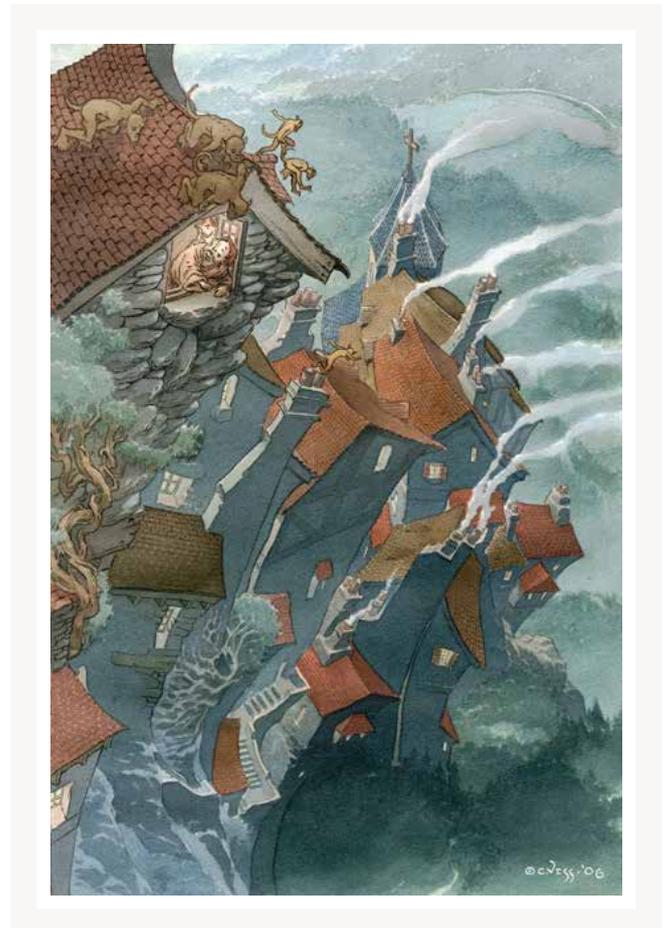
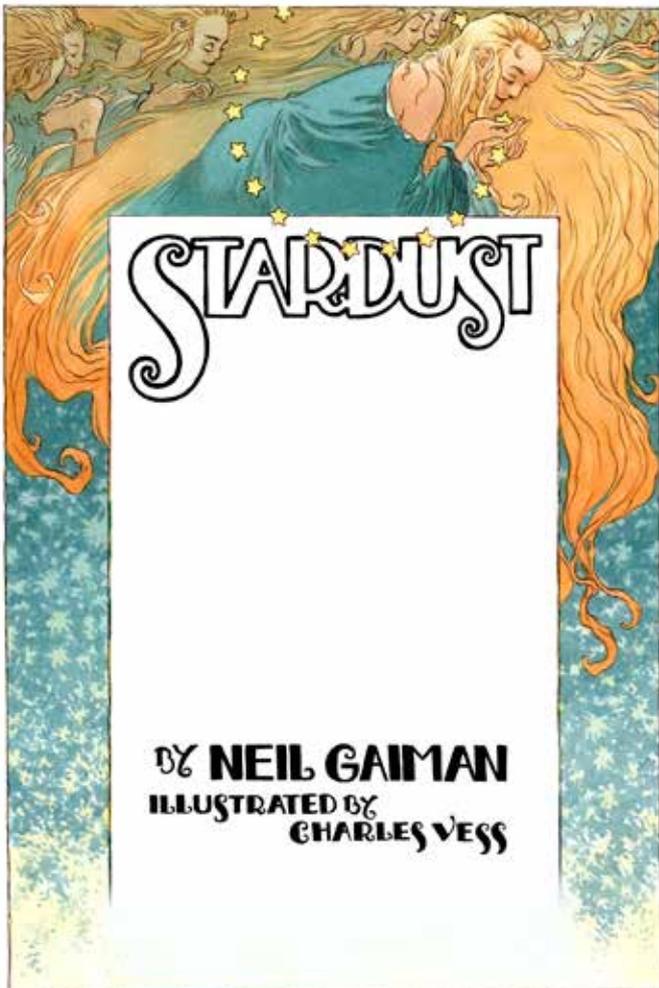
Richard Tong, Bookbinder
Lyra's Books



CLIENT: Lyra's Books

Lyra's Books specialise in high-quality, limited edition book prints, and needed to replicate gold-leaf embossing using modern processes. The decorations from the original first edition were scanned and vectored to provide a specialist with accurate digital files for the embossing process.

Further work for Lyra's Books included the creation of print-ready files for a limited edition print run of Neil Gaiman's "Stardust", working with illustrator Charles Vess. Plate layout pages and foil embossing files were required for this edition, featuring custom-printed illustration files and glueing guides, all of which were created. Liaison with the printer was required to produce final images of consistent quality, which matched the print process and specialist inks used.

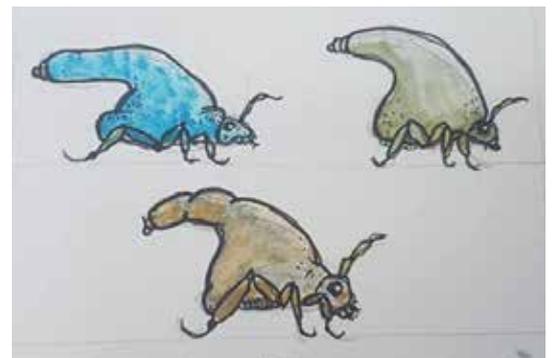


The houses lean into each other (p. 14)

Illustration



Hand-drawn illustrations in pen & ink, watercolour and various other mediums, suitable for children's books, unique presentations or as private commissions.



Games & Packaging

SEA-PARROT PIRACY AND PLANNING ON THE HIGH SEAS!

FISHY BUSINESS

A TACTICAL PUFFIN GAME FOR 2 - 4 PLAYERS

FISHY BUSINESS

A board game by Simon Britton. All images and content copyright ©2020 Simon Britton.

FIRST TIME USE:

Cut out Fish tokens (p2), Puffin containers (p3) and the two game board halves (p4 - 5) and assemble. If you want to be fancy (and make them last longer), mount them on cardboard.

SET UP

WHAT'S WHAT:

The coloured squares (pink, green, red, yellow) which match the Puffin's colourful beaks are the **Nest Squares**. The brown squares around each starting location are your Puffin's **Home Rock**. Do not place any fish here! The **blue squares** are the Sea Squares, and that's where Fish live!

SET UP THE BOARD:

1. Place the appropriate number of Fish for your game on the blue Sea Squares - each Sea square can contain one Fish. Place 84 Fish for a full game (recommended for 3 or 4 players), or 32 within the dashed lines for a quick game (ideal for 2 players).

NB: There are five special Goldfish, which must all be placed on the board, regardless of whether you are playing a quick game or a full game. You can add them randomly, or each player (starting with the one who ate fish last) can place one at a time in turn... But all 5 of the Goldfish MUST be on the board!

2. Place a Puffin for each player on the correct colour Nest Rock. One Puffin per player.

PLAYING THE GAME

The player who most recently ate fish starts first, and play moves to the left.

Flight Range: Each Puffin can fly up to ten squares per turn without stopping. When they stop, they can either dive for a Fish (if there is one on the square), steal one Fish from another player's Penguin (see "Stealing Fish"), or wait until the next turn to move again.

Beak Capacity: Each Puffin can only carry a maximum of ten Fish in their colourful beak. You cannot have two Puffins on the same square.

Heavy fishes: Each Fish carried reduces the flight range of the Puffin by 1 square.

If your Puffin is carrying two fishes, you can only fly up to eight squares. Carrying ten fishes? You can no longer fly, and your Puffin will need to discard a Fish (or wait for another player to steal one). The most Fish you can carry and still move is nine... But that means you can only move one square each turn! That's where Puffin tactics are needed to manage the amount of Fish you can get back to the Nest Rock in the shortest time. All movement is done horizontally or vertically, there is no diagonal movement allowed.

TURN SEQUENCE:

1. Move your Puffin to new Square that is within their Flight Range (minus one square for each Fish they are currently carrying). This can be to any other square except another Puffin's Nest Square.
2. Take the Fish on that Square by diving for a Fish (if there is one there) OR steal a Fish from a Puffin on an adjacent Square (see rules on Stealing Fish). If there aren't any Fish, or other Puffins nearby, then nothing happens. Move once, grab a Fish if you can, then your turn ends!
3. If the Puffin has managed to return to the Nest Square with Fishes (i.e. your movement ends on your Nest Square), the Fishes are removed from the Puffin and remain safely on the Nest Square.
4. Once the Puffin has performed the above actions, their Turn is over.
5. The next player to the left takes their Turn. Play continues until there are no Fish left on the board.

STEALING FISH

If you have landed on an adjacent square to another player's Puffin, you can steal a Fish (assuming they have one!).

If you meet another Puffin by landing on an adjacent Square (not diagonals), you can steal one Fish from that Puffin (this can also happen on the Home Rock squares, but not on the Coloured Nest Square). You must fly to adjacent squares before you can steal, so you can't just steal one straight back - you need to fly away at least one square (one Turn) and return to Steal (in the next Turn).

OTHER RULES

The game ends when there are no Fish left in the Sea Squares.

The winner is the Puffin to have the most Fish in the Nest at the end of the game.

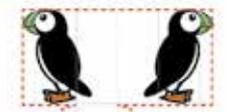
In the event of a tie, the player with the most Goldfish is the winner.



CUTTING OUT THE TOKENS:

FISH (LEFT): Cut along the dotted lines to make 90 Fishes (84 plus five spare).

PUFFINS (PA): Cut out along the dotted lines shown in red here.

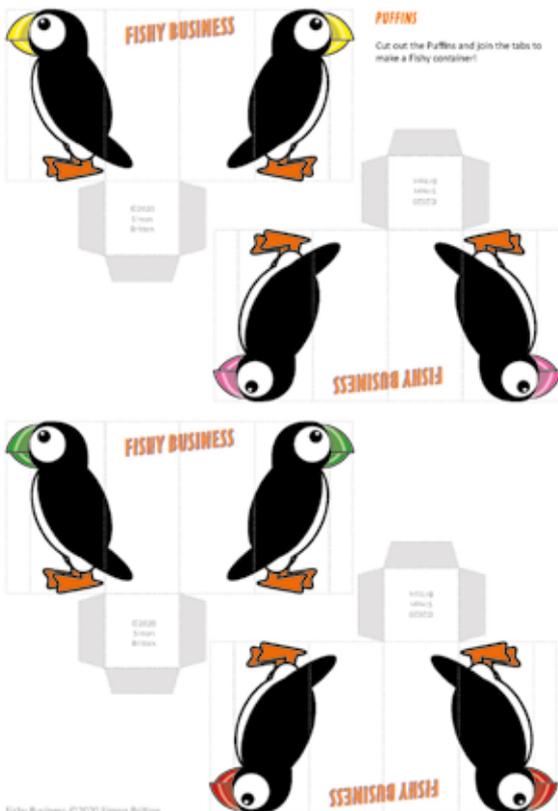


...and fold into 'containers', using the dotted lines to make a box (five beaks of the puffins form the outside tabs). Fold the bottom tab towards the 'door' the container. If you like, you can put a small coin in the bottom for a bit of 'ballast' to make the Puffin stay upright better. Use some safe glue (such as Britz Stick) on the tabs.



BOARD (PA - S): Cut out two halves and join with tape. If you want to be fancy, glue it to some cardboard for strength.

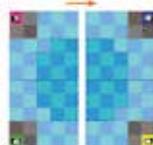
Fishy Business ©2020 Simon Britton



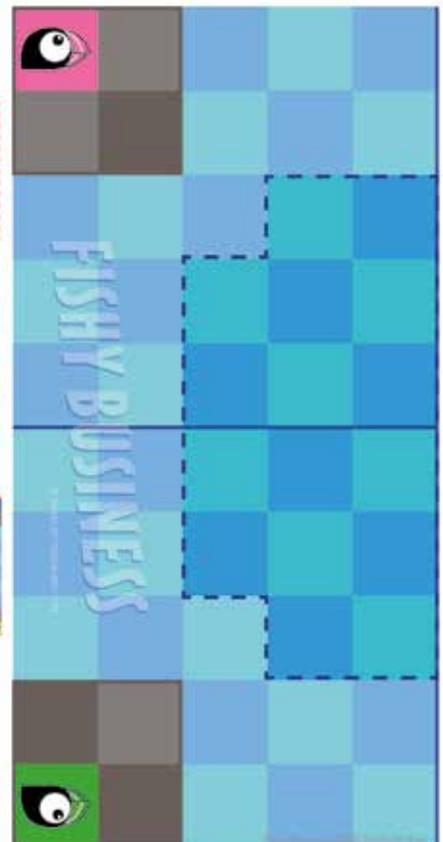
Fishy Business ©2020 Simon Britton

GAME BOARD

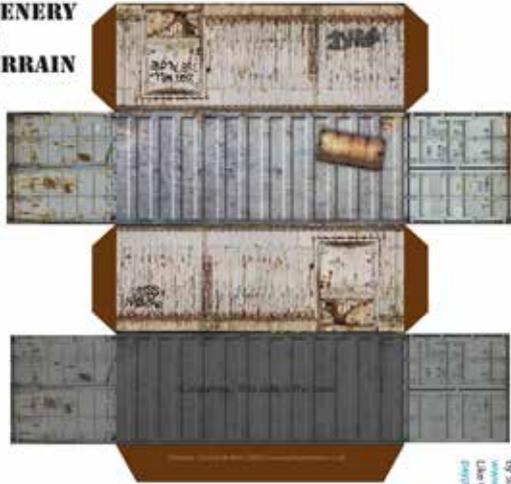
Cut out the two halves of the game board (if no tape and the next page), and join them down the middle with tape.



Alternatively, you can mount the board on a piece of cardboard, which will make it stronger and last longer.



SCENERY & TERRAIN



Their dark table go inside

Free Gaslands Scenery by Simon Britton
www.planetstimon.co.uk
 Like this? Buy me a pint! [paypal.me/simonbritton](https://www.paypal.me/simonbritton)



Tin shack

GANTRIES 1

Fold gantries in half and use tabs forced 'out' to glue to concrete pillars

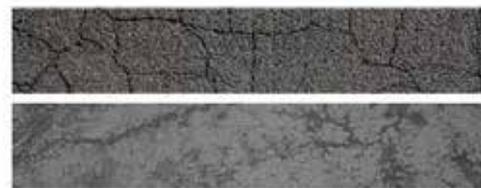
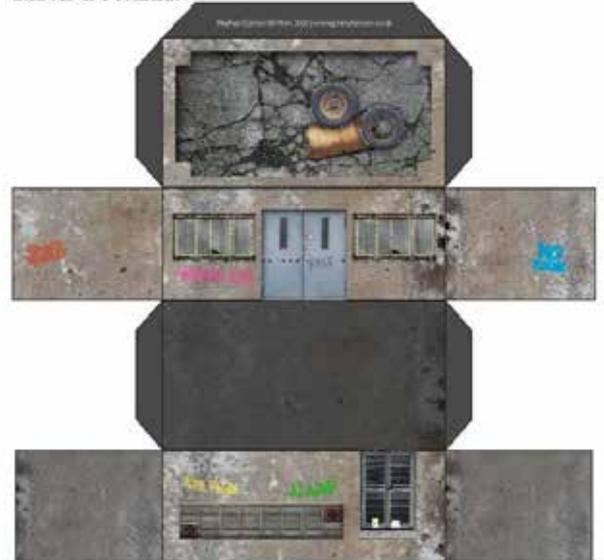


Oil Drums
 Fold & roll round a pencil to shape...
 Best done on stiffer paper for flexibility!



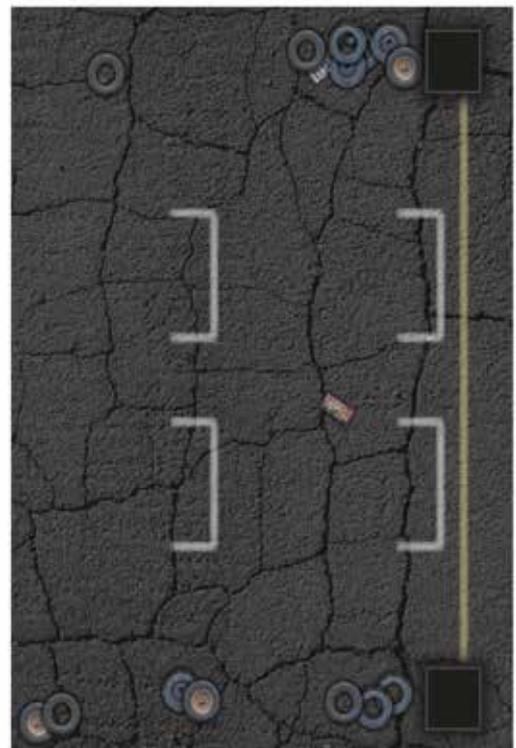
Free Gaslands Scenery by Simon Britton
www.planetstimon.co.uk
 Like this? Buy me a pint! [paypal.me/simonbritton](https://www.paypal.me/simonbritton)

RACE BUNKER



Asphalt bases for concrete wall sections or jersey barrier

Free Gaslands Scenery by Simon Britton
www.planetstimon.co.uk
 Like this? Buy me a pint! [paypal.me/simonbritton](https://www.paypal.me/simonbritton)



Free Gaslands Scenery by Simon Britton
www.planetstimon.co.uk
 Like this? Buy me a pint! [paypal.me/simonbritton](https://www.paypal.me/simonbritton)

There's guide boxes to show where the pillars should be glued...

STARTING GRID

PLANETSIMON

Simon Britton, Design & Marketing ! Cherry Hill House, Primsland Drive, Droitwich Spa WR9 7QR

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Email me: simon@planetsimon.co.uk
Online: planetsimon.co.uk
Link up on: www.linkedin.com/in/brittonsimon/