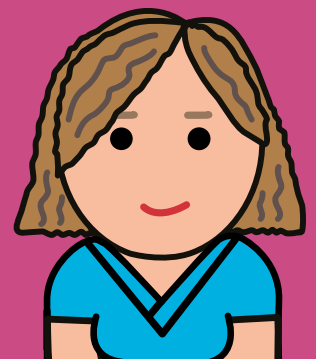
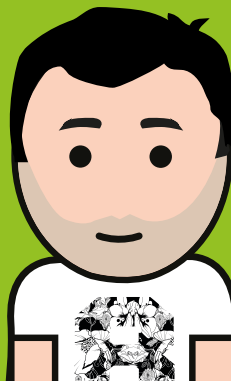
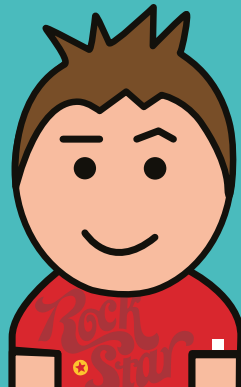
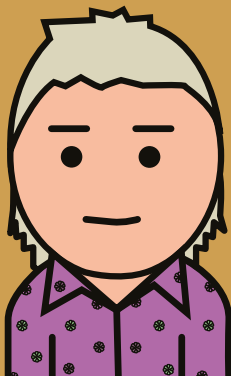
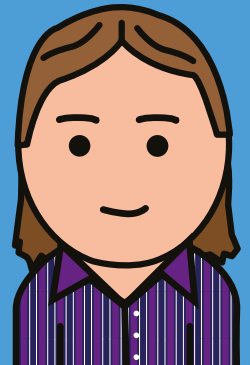
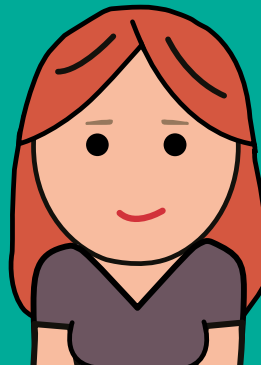
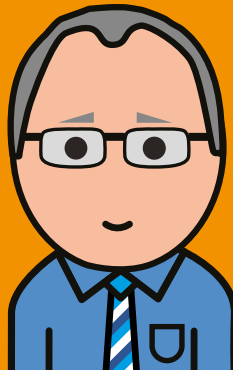
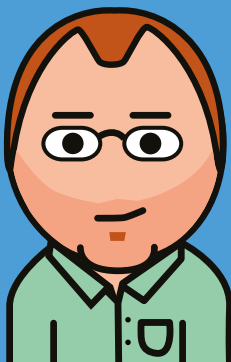
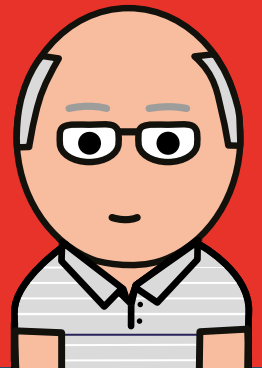
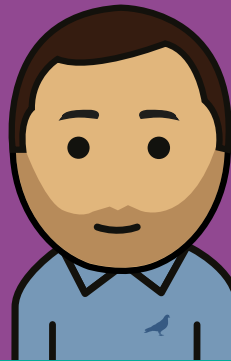
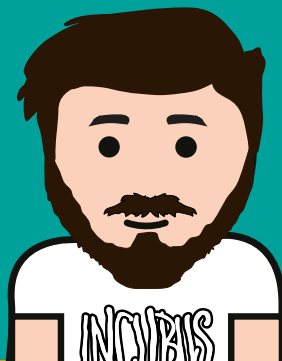
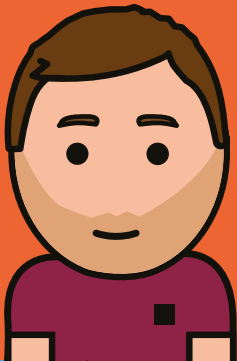


aB C d E  
f g h i j  
k l m n o  
p q r s t  
u v w x  
y z designinc

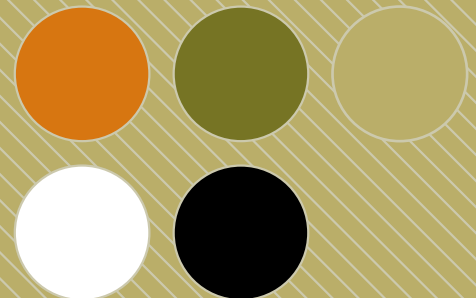
**Avatar:** an icon or figure representing a particular person on the Internet, forum, etc.



B is for branding



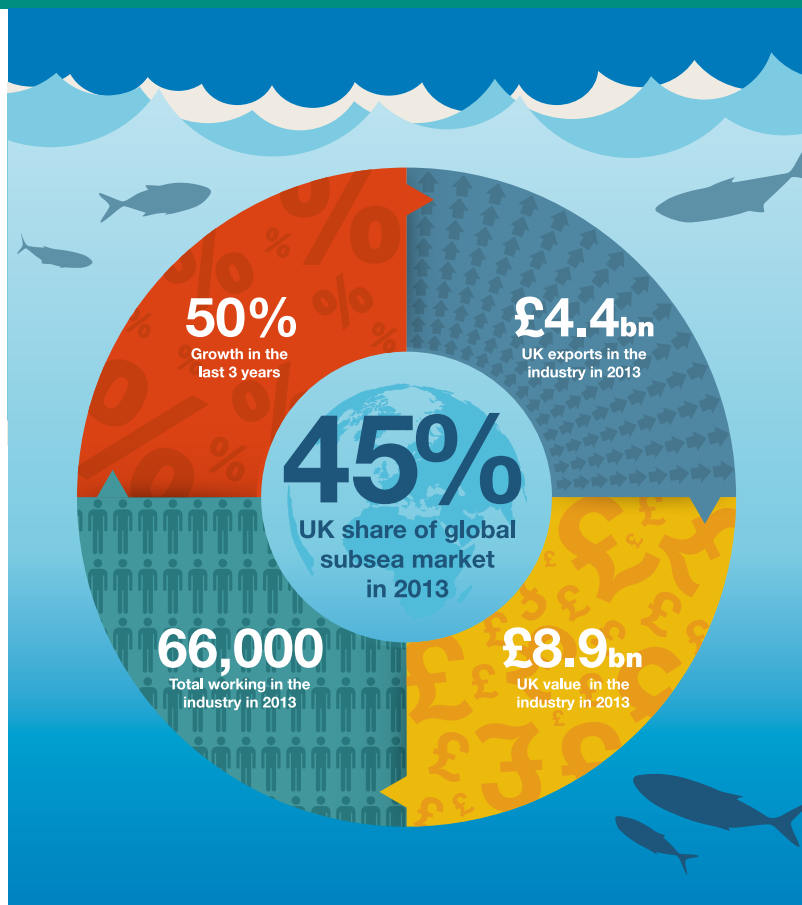
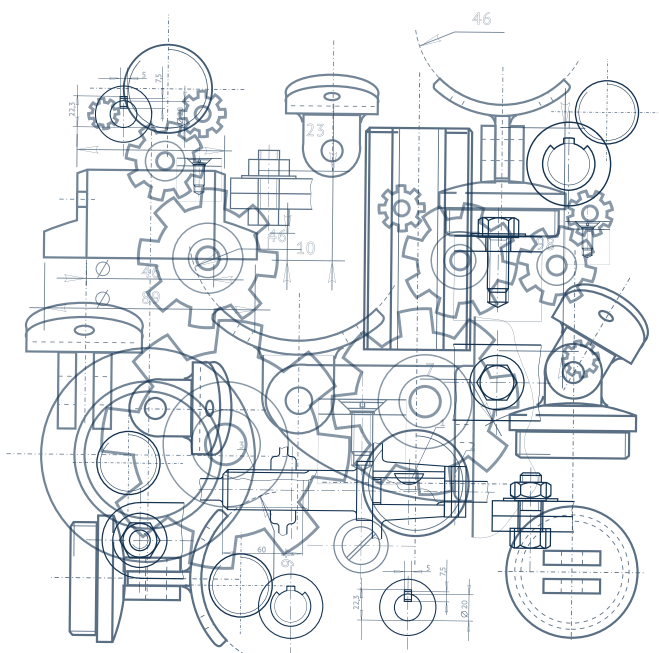
BRANDING IS  
WHAT PEOPLE SAY  
ABOUT YOU WHEN  
YOU ARE NOT IN  
THE ROOM.



LOGOMARK

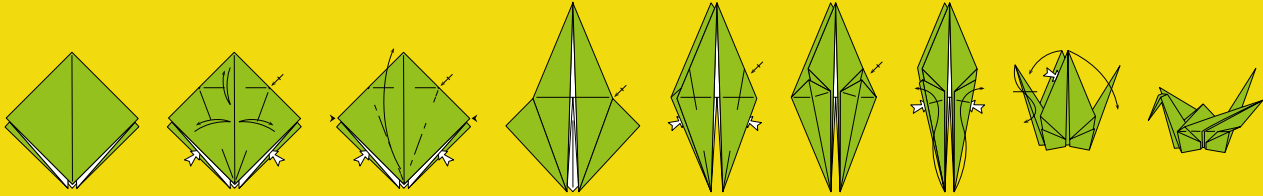


**YOUR DESIGN CONCEPT BECOMES THE FRAMEWORK FOR ALL YOUR DESIGN DECISIONS.** WHAT'S THE PURPOSE OF YOUR DESIGN? WHAT'S THE IDEA BEHIND IT? WHAT IS YOUR DESIGN SUPPOSED TO DO? WHO IS IT FOR? WHAT IS ITS FUNCTION?



Top: Diagram for Djetops website. Left: Diagram for Stag Aerospace folders. Right: Diagram for Subsea UK Newsletter.





Make the Staines-Up-on-Thames swan

# POP UP

Pop up book for  
3 Mills Studios  
(Film & TV studios)



F is for foiling

Foil blocking is the process of applying metallic or 'foil' effects to a surface.

inspiration

Gold foil blocking used on the front cover of the Drom UK corporate brochure





*Graphics* are visual images or designs on some surface, such as a wall, canvas, screen, paper or stone to inform, illustrate, or entertain.

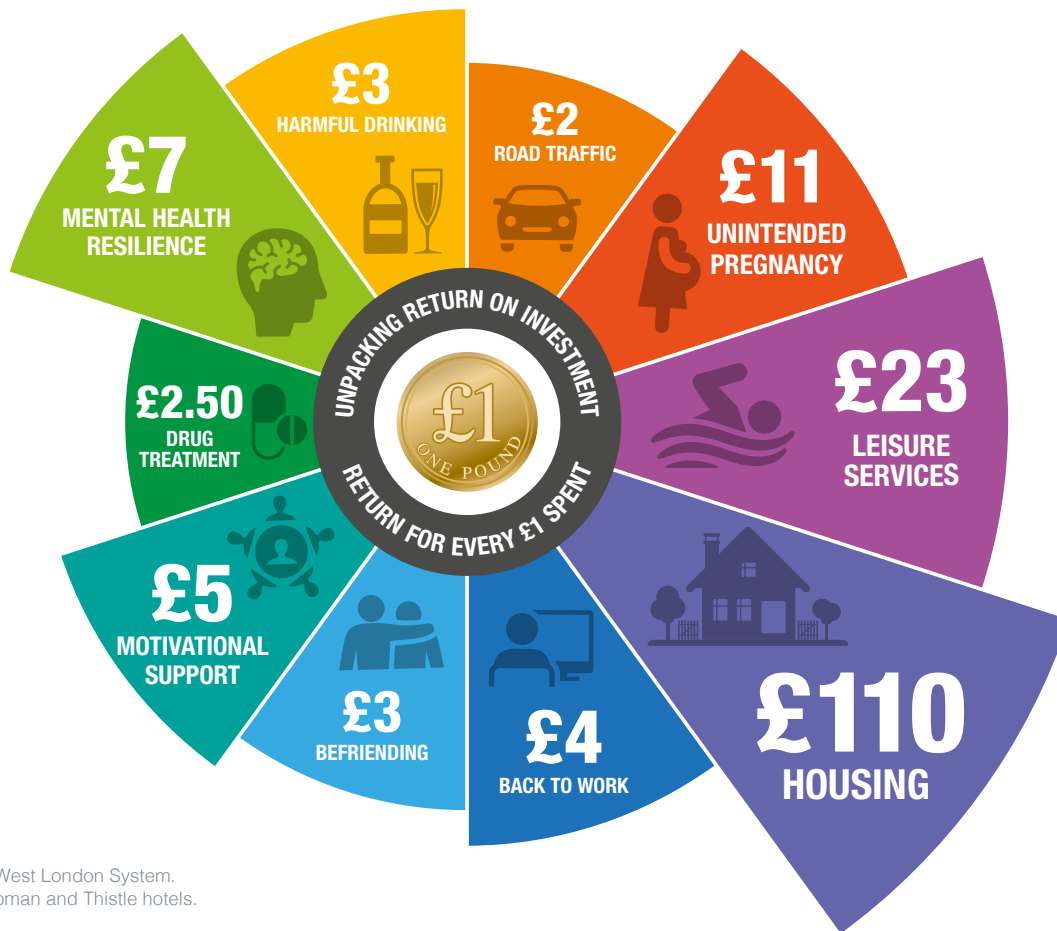




Use a headline to get  
the reader's attention.  
Catch the reader's  
eye and give enough  
information to make  
your reader want to  
read your message.



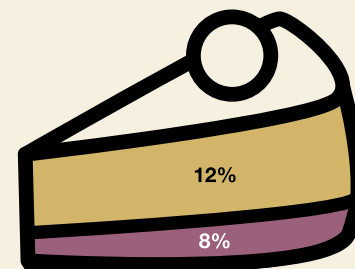
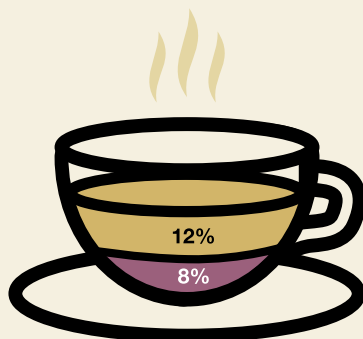
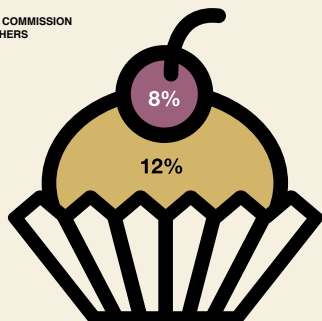
IT'S  
NOT THE  
LENGTH  
OF LIFE  
BUT THE  
DEPTH  
OF LIFE



Top: Infographic for South West London System.  
Below: Infographics for Guoman and Thistle hotels.

12% COMMISSION  
GUOMAN & THISTLE

8% COMMISSION  
OTHERS



J is for juxtaposition



Series of adverts for  
Airbus Helicopters'



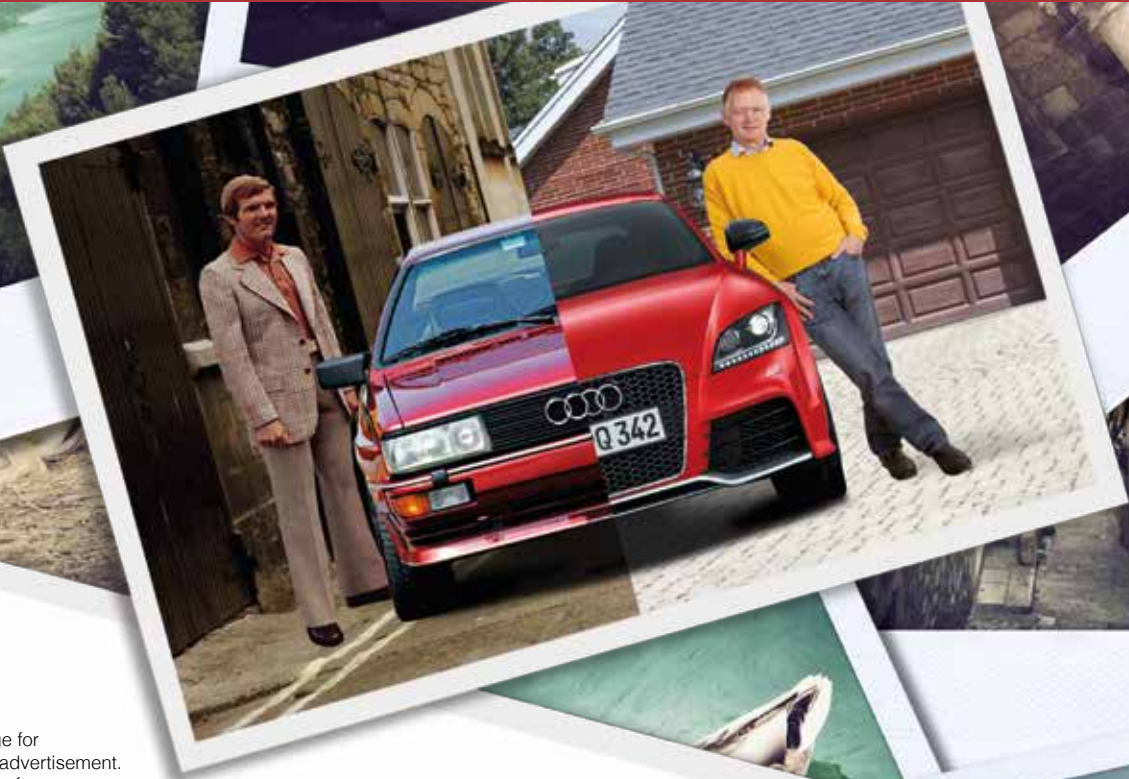
The eye-catching kaleidoscope  
used for VerdErg offshore brochure.



# Lorem ipsum

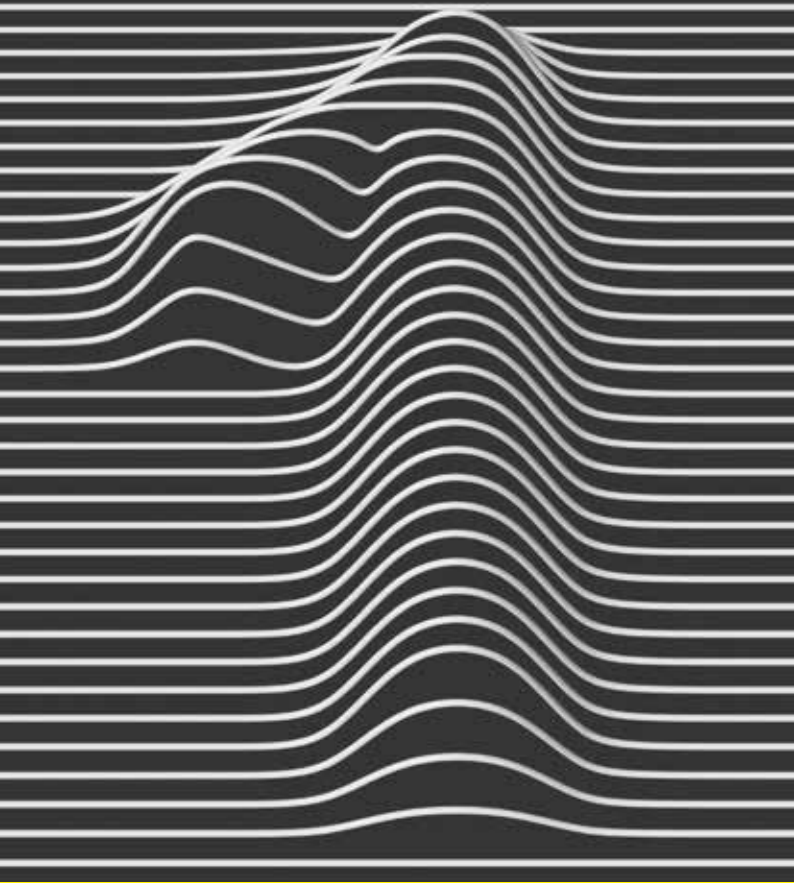
Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.





**Above:** montage for Cargiant press advertisement.  
**Below:** montage for Stag Aerospace website.



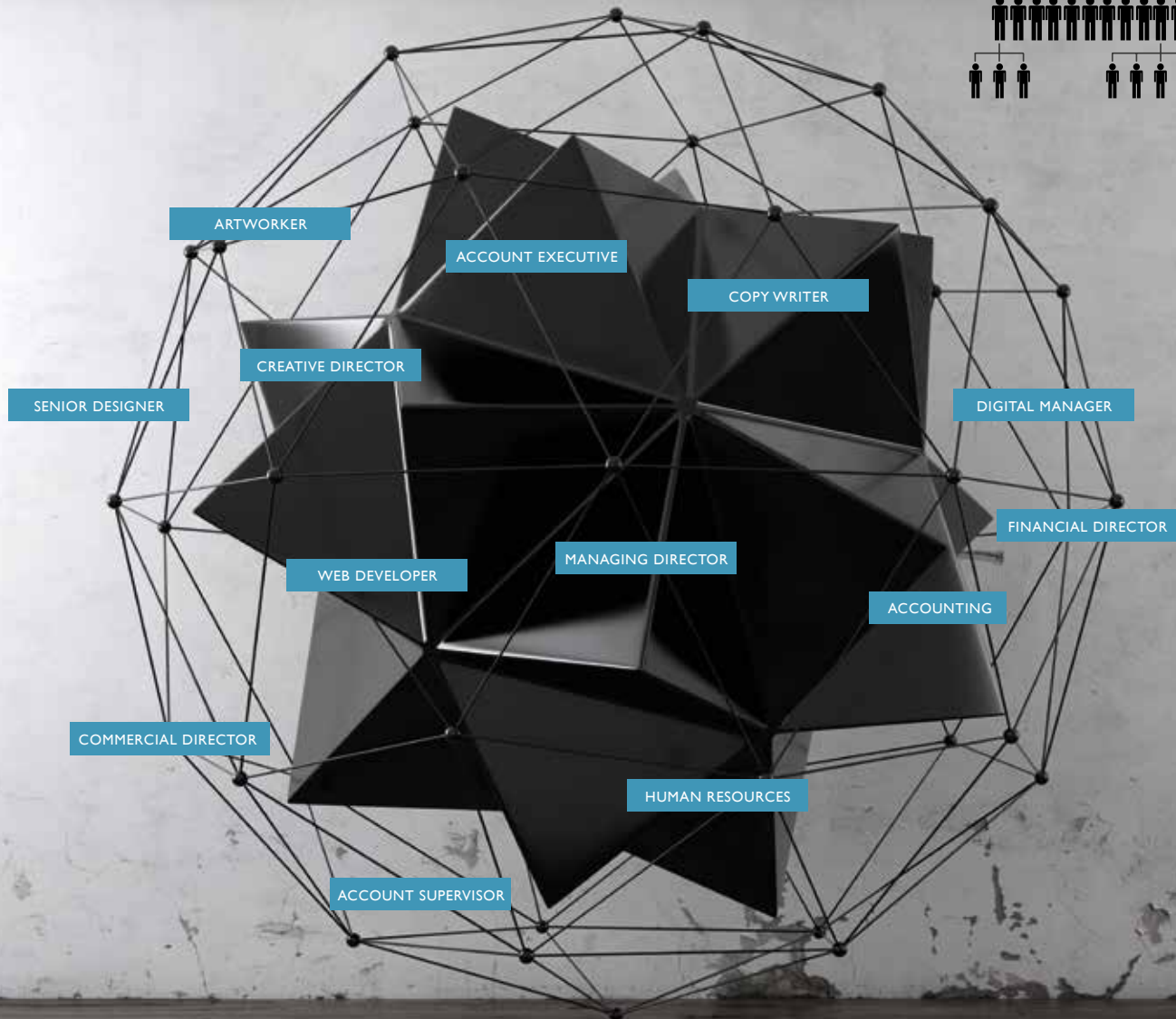
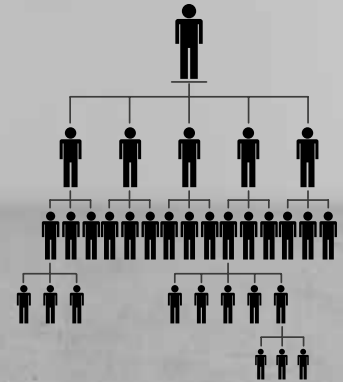


**The Egyptians had a decimal system using seven different symbols.**

1 is shown by a single stroke  
10 is shown by a drawing of a hobble for cattle  
100 is represented by a coil of rope  
1,000 a drawing of a lotus plant  
10,000 is represented by a finger  
100,000 a tadpole or frog  
1,000,000 figure of a god with arms raised



An organisational chart (often called organisation chart, org chart, organigram(me), or organogram) is a diagram that shows the structure of an organisation and the relationships and relative ranks of its parts and positions/jobs.





**P is for photography**



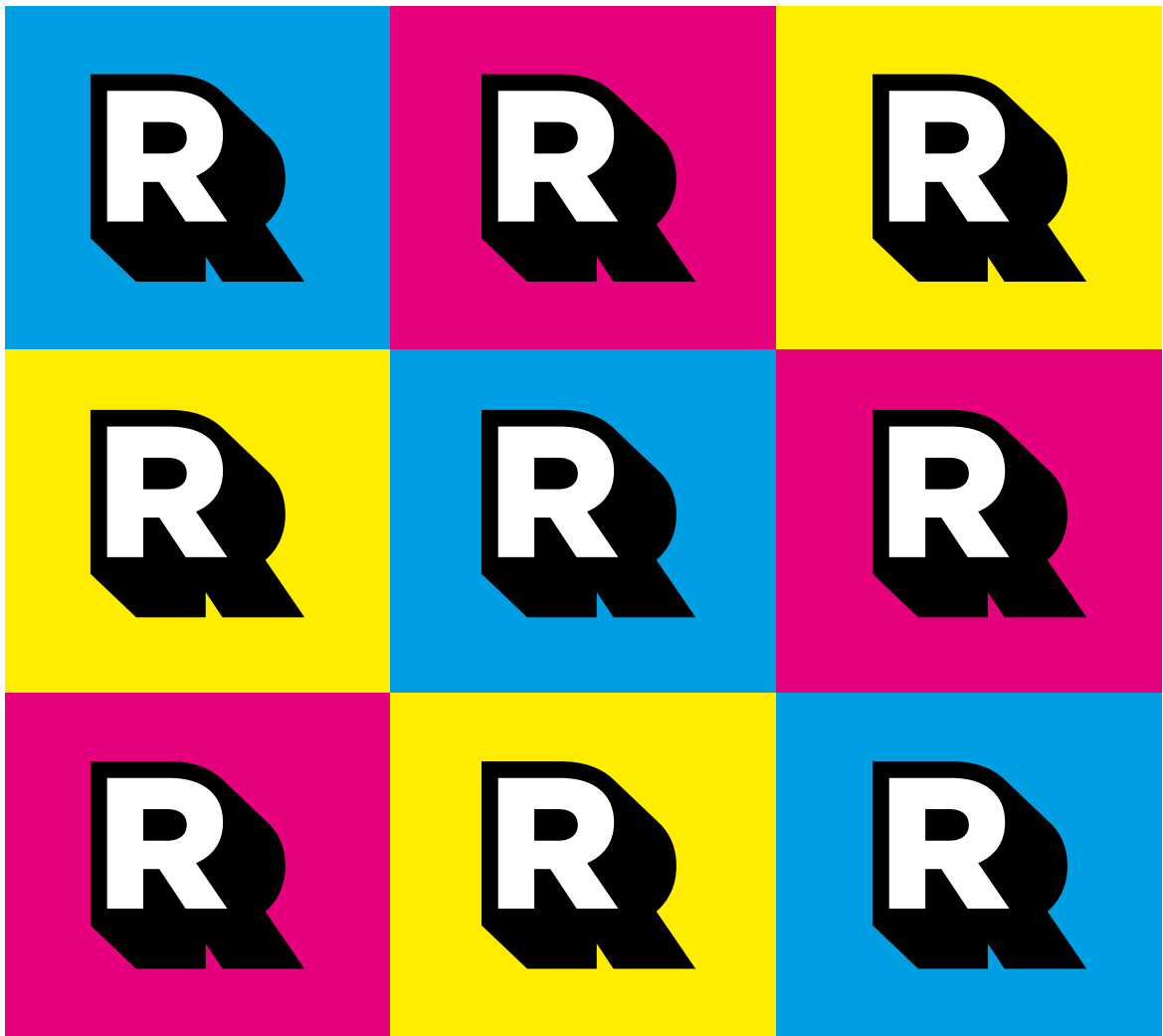
Above: Aerial view for iflybluesky. Bottom left: IBA Dosimetry. Middle: One Mega Management. Bottom right: Jetcraft.



QR code (abbreviated from Quick Response Code) is the trademark for a type of matrix barcode (or two-dimensional barcode)



R is for registration







Design Inc | A to Z of creativity

S is for scale



Victory Services Club Facilities Campaign



## T is for typography

A large, white, serif uppercase letter 'T' in the Didot typeface, characterized by its thin vertical stem and a horizontal crossbar with sharp, pointed terminals.

DIDOT

A large, white, sans-serif uppercase letter 'Y' in the Anders typeface, featuring a clean, modern design with a slightly angled crossbar and a simple vertical stem.

ANDERS

A large, white, sans-serif uppercase letter 'P' in the Gotham typeface, showing a classic, balanced design with a thick vertical stem and a rounded, open bowl.

GOTHAM

A large, white, sans-serif uppercase letter 'O' in the Gill typeface, which is a classic, slightly elongated circle with a uniform stroke weight.

GILL

A large, white, serif uppercase letter 'G' in the Clarendon typeface, featuring a very thick, bold vertical stem and a curved, flared terminal.

CLARENDON

A large, white, sans-serif uppercase letter 'R' in the DIN typeface, showing a clean, geometric design with a thick vertical stem and a simple, angled arm.

DIN

A large, white, serif uppercase letter 'A' in the Trajan typeface, characterized by its elegant, classical proportions and a slightly flared top.

TRAJAN

A large, white, serif uppercase letter 'P' in the Copperplate typeface, featuring a very thick, bold vertical stem and a rounded, open bowl.

COPPERPLATE

A large, white, sans-serif uppercase letter 'H' in the Chica typeface, showing a clean, modern design with a thick vertical stem and a simple horizontal crossbar.

CHICA

A large, white, sans-serif uppercase letter 'Y' in the Impact typeface, which is a very bold, condensed, and slightly irregular design.

IMPACT

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed.

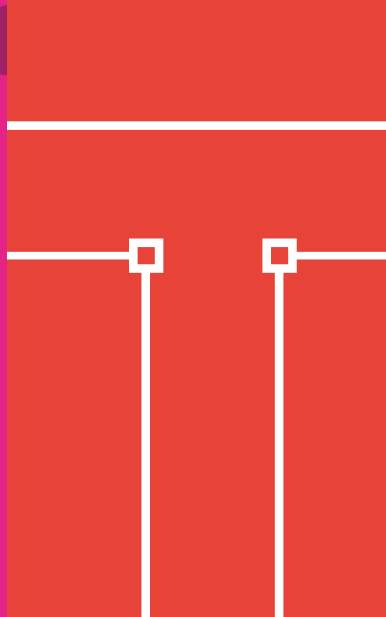
A B C D  
E F G H  
I J K L  
M N O P  
Q R S T  
U V W X  
Y Z

**V is for vibrancy**

**B**

**T**

**N**





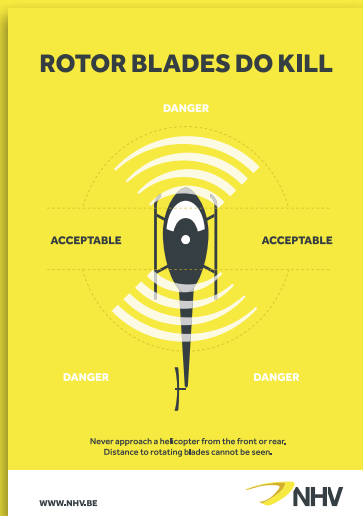
### Onomatopoeia

The formation of a word, as cuckoo, meow, honk, or boom, by imitation of a sound made by or associated with its referent.



**X is for x-ray**



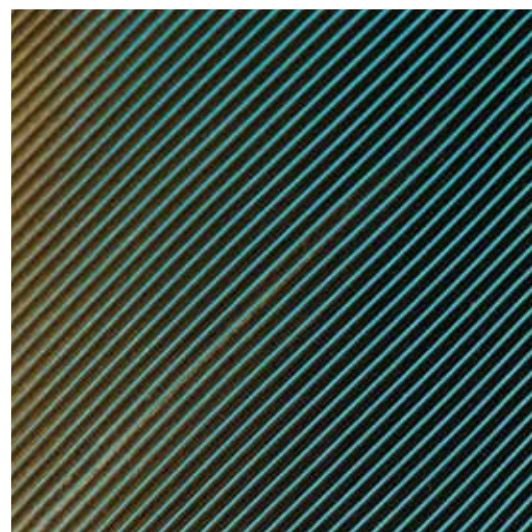
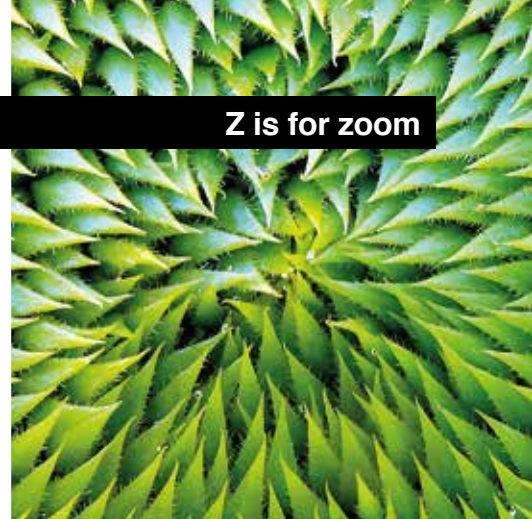


**PANTONE®**  
**Yellow C**

Use yellow for when you want to create the values of Hope,  
Happiness, Positivity, Clarity, Energy, Optimism, Enlightenment,  
Intellect, Honour, Loyalty, and Joy.



Z is for zoom





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