

*Pete Adams Design*

DESIGN, ILLUSTRATION & LETTERING

# PORTFOLIO

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**EMAIL: [pete@peteadamsdesign.com.au](mailto:pete@peteadamsdesign.com.au)**

**PHONE: 0410 164 873**

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# PROFILE: PETE ADAMS

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- **HIGHLY EXPERIENCED DESIGNER**
- **ILLUSTRATOR & LETTERER**
- **SENIOR CREATIVE & ART DIRECTOR EXPERIENCE**
- **CARBON NEUTRAL DESIGN STUDIO**

**Phone:** 0410 164 873

**Email:** pete@peteadamsdesign.com.au

**Website:** peteadamsdesign.com

**Location:** Bangalow, NSW

I am a UK born designer now working from my own creative studio in Bangalow, Australia. I am a university trained Graphic designer with over 10 years industry experience in England & Australia working for design studios with global clients including The BBC, NSW Government, Cochlear and Johnson & Johnson. I have been mentored in the importance of good strategy and copywriting skills applied to great creative work. I love to create beautiful outcomes born from clear thinking and creative strategy.

I've worked on a range of projects from packaging to branding, campaign design, web design, app design, environmental graphics, trade show exhibitions, animations, TV advertisements and education platforms along with everything in between.

Designing for such a range of projects, alongside experience within a studio and freelance setting has given me the confidence to design and manage any project from concept through to production.

As a freelancer running my own business, I understand the importance of working efficiently to deadlines.

## WORK HISTORY

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### Designer

Pete Adams Design  
Oct, 2016 - Present  
www.peteadamsdesign.com

Working as a freelance designer with a focus on branding and print design as well as illustration and custom lettering. Working with a range of clients including Byron Shire Council, Junkee Media, and The GPT Group right down to sole-traders creating boutique furniture. Helping brands grow and create effective project strategy and applying it to the right design solution in creative ways.

### Designer, Assistant Creative Director

CMC Sydney  
May 2013 - Oct, 2016  
www.cmcsydney.com

Role as a Senior Designer & Assistant Creative Director for CMC. I worked on the designs, copy writing, creative direction and production across a wide range of projects including brochures, branding, EDM's, environmental graphics, websites and digital sales tools. Clients included Cochlear, 3M, Baxter and Johnson & Johnson, I also worked on managing client relationships, project briefs, budgets, and junior designers.

### Designer

Brond, Bristol, UK  
2012-2013  
www.brond.co.uk

I worked for Brond as a Designer. Creating custom designs which conveyed the personality and emotion of authentic brands. Working for clients such as the BBC, Gloucester Rugby Club and the Army and Navy Club in London. I worked on all their projects designing packaging, advertising collateral and branding for clients as well as re-designing the Brond logo.

## EDUCATION

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### User Experience Design

General Assembly, Sydney  
2015

### BA(Hons) Graphic Design

University of the West of England,  
Bristol, UK  
2009-2012

### Foundation Diploma in Art & Design

University of the Creative Arts,  
Farnham, UK,  
2008-2009



## EPA 'HEY TOSSER' CAMPAIGN

### Involvement & Outcomes:

- ART DIRECTION
- PRINT AND DIGITAL ADVERT DESIGN

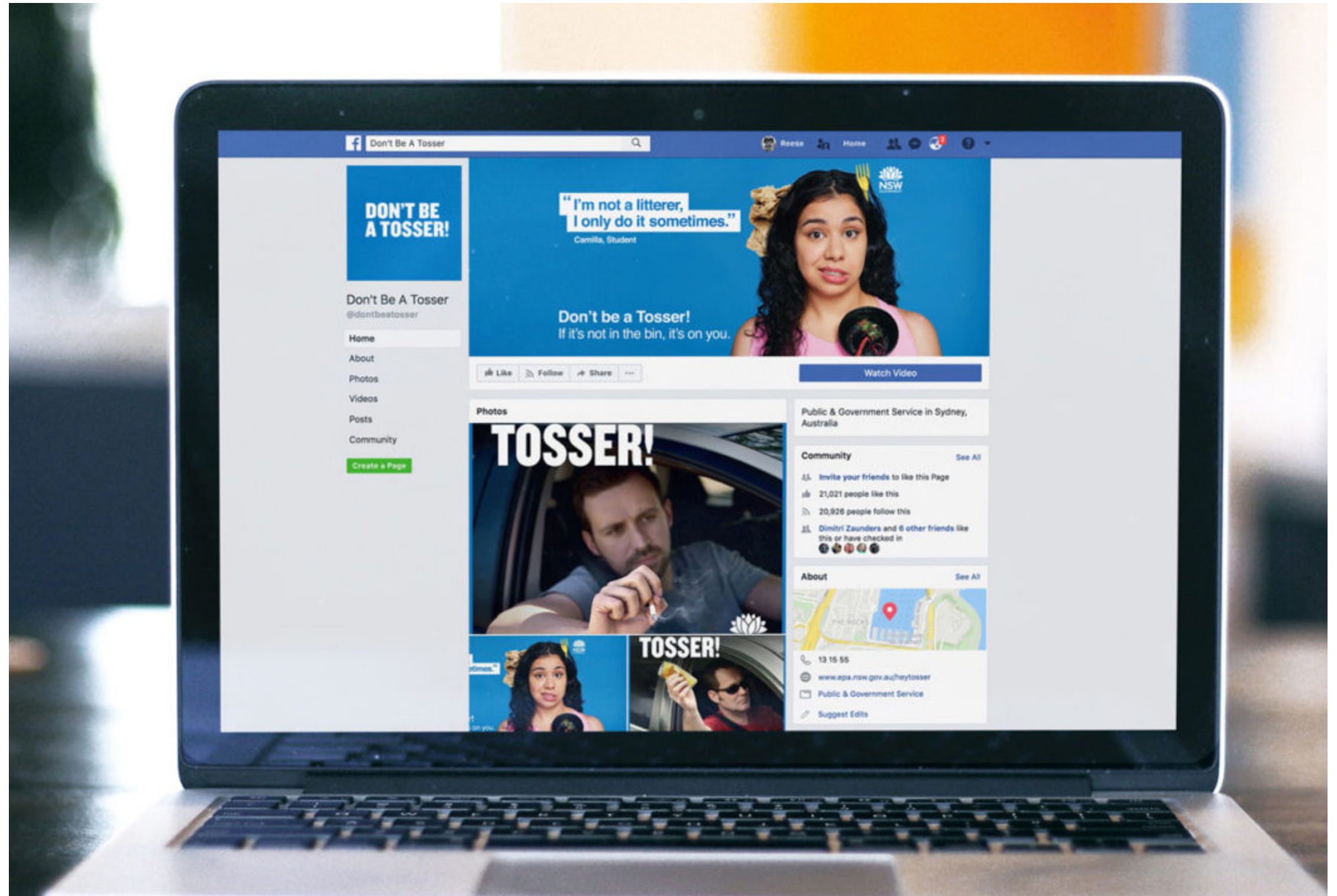
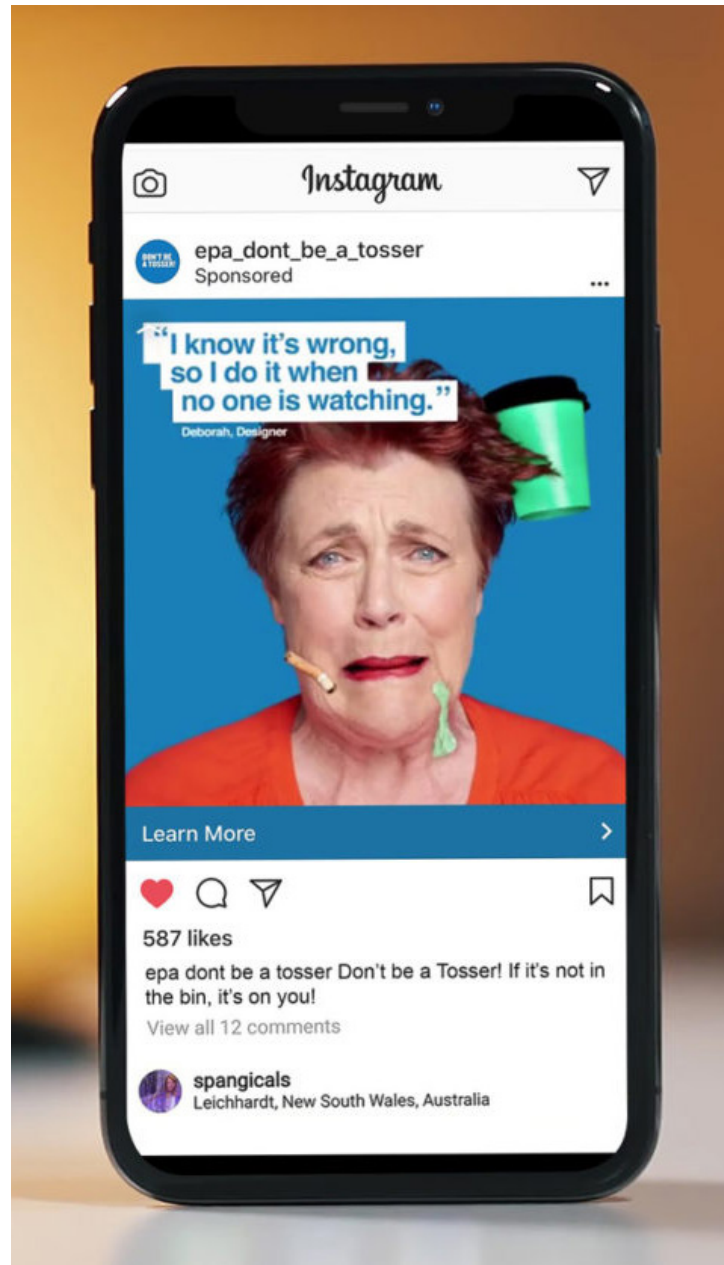
The EPA have run the “Don’t be a Tosser” campaign since the year 2000. Over the years, the way this message has been delivered has taken many shapes and forms, but the core message has always remained the same: don’t litter.

I worked alongside design studio ‘Paper Moose’ and was tasked with creating the next iteration of the highly recognisable government campaign and to convert the recognition into real behaviour change.





# EPA 'HEY TOSSER' CAMPAIGN





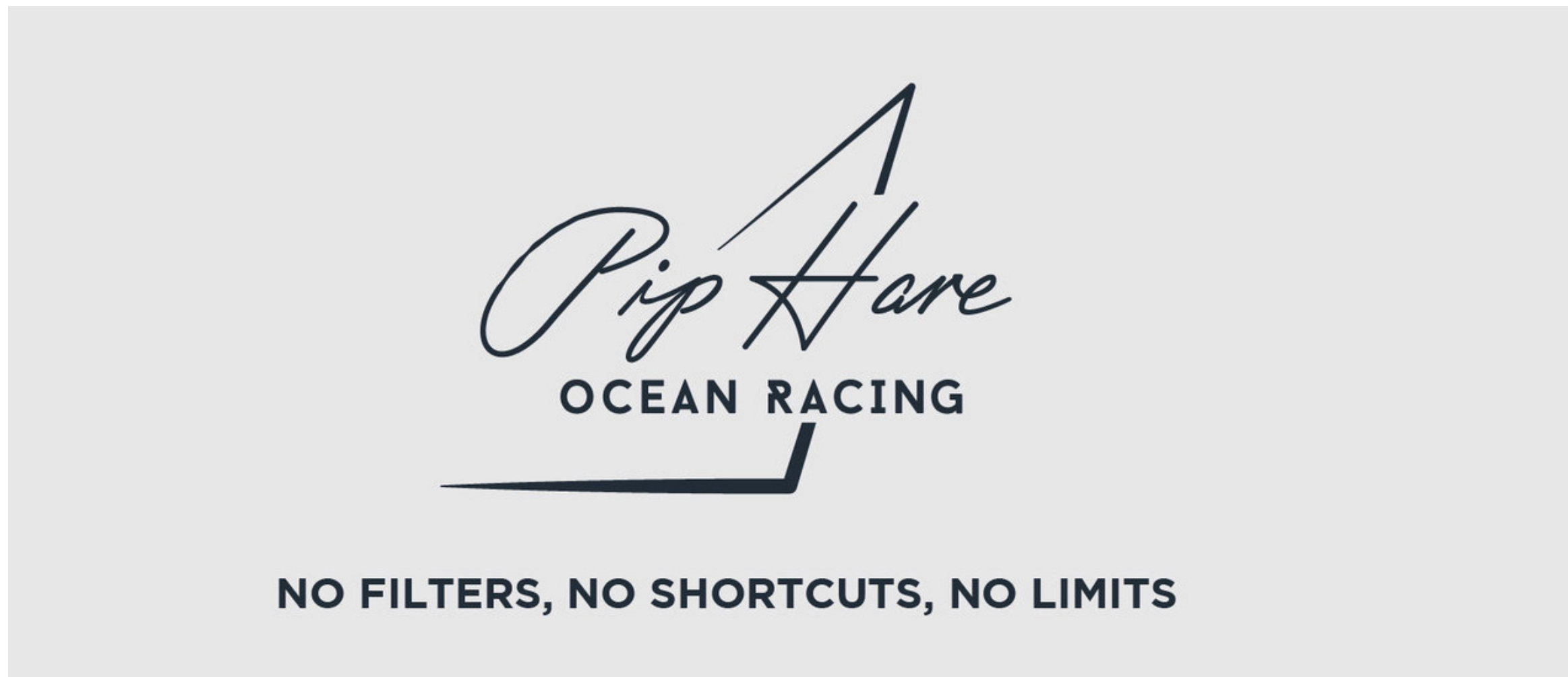
## PIP HARE OCEAN RACING - VENDEE GLOBE CAMPAIGN

### Involvement & Outcomes:

- **BRAND DESIGN**
- **WEBSITE DESIGN AND BUILD**

Pip Hare is a highly experienced professional Ocean Racer. She is currently working on qualification for the 2020 Vendee Globe, one of the toughest sailing races around. A single-handed race around the world. No help. No stops. No turning back.

I was approached by her Campaign manager to work on the branding design, website design and website build for her campaign where she is hoping to raise over £1million to help fund the training, boat and race. As one of only 5 women in history to compete in the race, and less than 10 British skippers, it was an honour to help her make it happen.



The 'Pip Hare' logo is displayed in a light grey color against a background of a white grid pattern.



# STOPSNORE - PRECISION DENTAL TECHNOLOGY

Involvement & Outcomes:

- BRAND DESIGN
- BRAND AND PRODUCT ILLUSTRATIONS
- PACKAGING DESIGN

Stopsnore is a dentist approved snoring device created by Precision Dental Technology in the UK. After it's success as a products for dentists to use with customers it was launched to the public.

I worked on the Brand Identity design, product illustrations, copywriting, and packaging design for the product.

# stopsnore

PRECISION DENTAL TECHNOLOGY



BOIL



HEAT



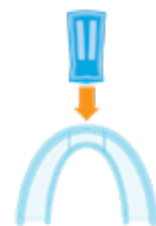
MOULD



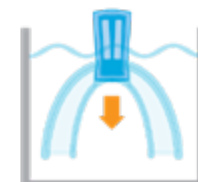
SLEEP



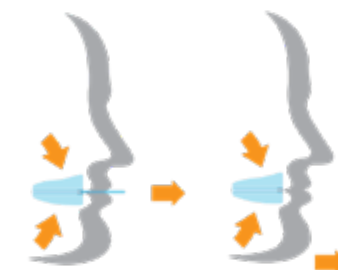
BOIL



HEAT



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SLEEP



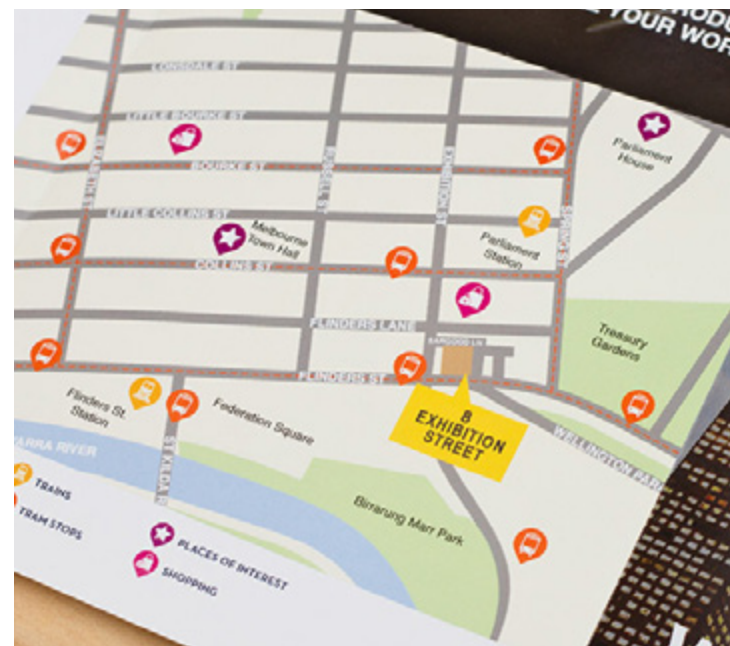
# THE GPT GROUP WELCOME PACKS

## Involvement & Outcomes:

- **BOOKLET DESIGN**
- **ILLUSTRATION**
- **ARTWORKING FOR PRODUCTION**

The GPT Group is one Australia's largest diversified property groups, owning and managing a \$19 billion portfolio of offices, logistics buildings, business parks and shopping centres across Australia.

Booklets were design to fold out and house the tenant access card. The design & illustration needed to follow existing brand guidelines and building style. As all buildings are premium office spaces, the design included spot UV in the print process to highlight certain brand aspects and bring an added level of detail and consideration.





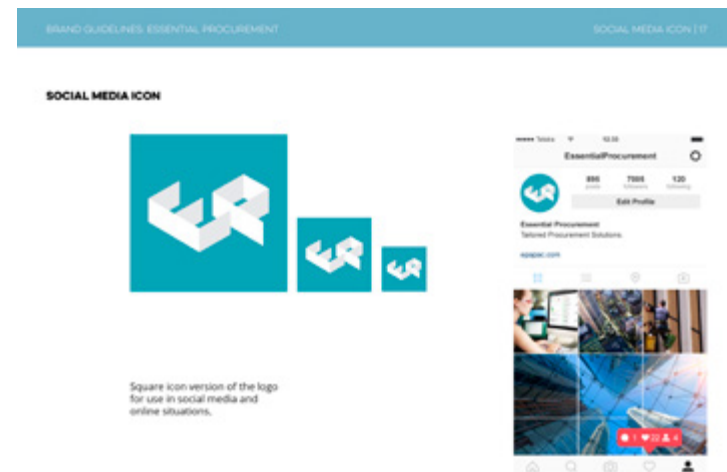
# ESSENTIAL PROCUREMENT - BRAND GUIDELINES

## Involvement & Outcomes:

- **BRAND GUIDELINES**

Essential Procurement provide service delivery and facility management. After launching a new brand identity I was engaged to create their brand guidelines.

I created an extensive brand guidelines document covering brand proposition, logo, colour palette, typography, photography, layouts and more.





## BBC EARTH - DEADLY AT LONGLEAT BRANDING

### Involvement & Outcomes:

- BRAND DESIGN
- ENVIRONMENTAL GRAPHICS
- PRINTED AND DIGITAL MEDIA DESIGN

Deadly Adventure at Longleat was a series of 'Deadly' attractions at Longleat, the UK's No.1 Safari and Adventure Park. It was a collaboration with BBC Earth's hit show 'Deadly 60'.

The brief was to create a new brand for Deadly Adventure at Longleat. Deadly Safari and Deadly Challenge were then created as sub brands for the individual attractions within the park.

A series of advertising banners, onsite signage and web pages were produced to promote the attractions.





## POURTY - FLEXI-FIT BRANDING

Involvement & Outcomes:

- **PRODUCT BRANDING**
- **ILLUSTRATION**
- **PACKAGING DESIGN**

With Pourty already an established brand, the new Flexi-Fit line of products needed to stand out. This project involved a flexi-fit logo design, packaging design and product use illustrations for the Pourty children's toilet seat. The Flexi-fit type was customised to fit the packaging and reflect the logo and product. Illustrations of the product use were designed for packaging and to be embossed in plastic.





# HINTERLAND ELECTRICAL BRANDING & IDENTITY

## Involvement & Outcomes:

- **BRAND DESIGN**
- **APPAREL, SIGNAGE & STATIONARY**
- **WEBSITE DESIGN**

I was approach by Eli from (now) Hinterland Electrical to help him leave his franchised electrical company and go out on his own. I worked with him to choose the company name and then I created the Branding and Identity for him.

From there I created business cards, van decal vinyls, stationary and a website to help attract new clients.

His business has grown fast and attracted lots of positive feedback from old clients who are thrilled to see his new company.









## BROND REBRANDING

### Involvement & Outcomes:

- **BRAND DESIGN**
- **CUSTOM LETTERING**
- **WEBSITE DESIGN**

The Brond logo re-design involved taking the company from a corporate style to the more crafted, hands on approach their work was moving towards. The design was hand drawn to create an entirely custom mark for the logotype.

From the start of rough sketches and exploration, it was refined to a simple, bold piece of script which was then vectorized and crafted further.

The end logo reflected the dynamism and authentic passion of the company with inspiration from American script and an automotive flair.

# Brond





## BROND COASTER

Involvement & Outcomes:

- **BRAND DESIGN**
- **CUSTOM LETTERING**
- **WEBSITE DESIGN**

Christmas is a great time to send clients and friends something a little special. I designed a unique keep piece that clients could collect and use. The Brond coaster was a light hearted, inspirational piece with a function. It represented their hands on, crafted style.

The design was drawn by hand, vectorized and then laser cut from wood before sealing the wood and packaging. Working with the laser cutting company we found settings that would allow part etch and part cut through on the coasters which also linked together.



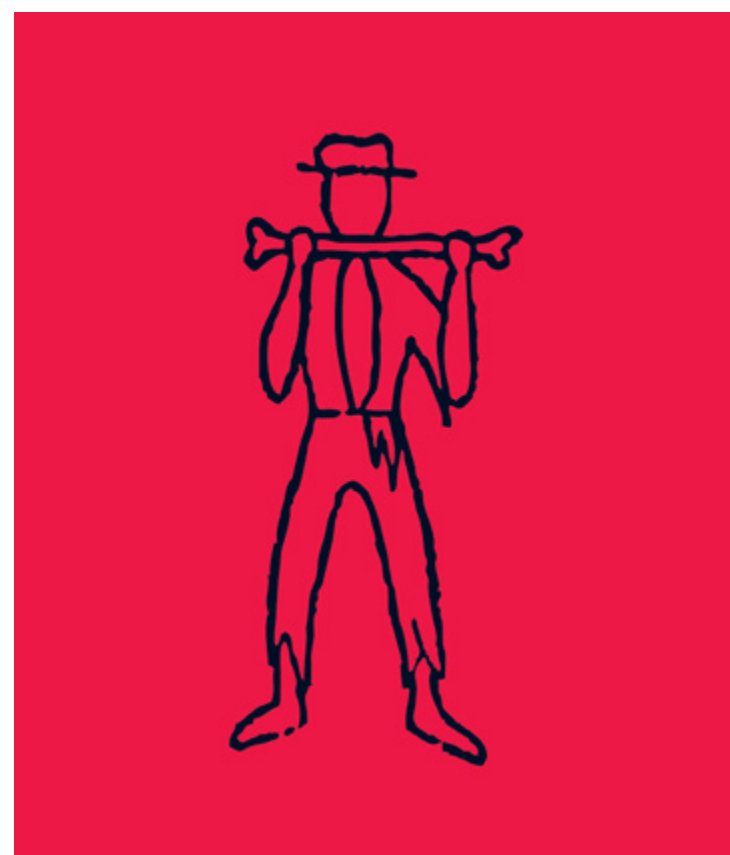


## THE RAG BROCHURE

Involvement & Outcomes:

- TYPE TREATMENTS
- ILLUSTRATION
- BROCHURE AND PACKAGING DESIGN

Logo update and materials refresh for London's prestigious members club, Army & Navy Club. The designs included a new 'ragamuffin illustration, type treatment, brochure and promotional packs for the club.





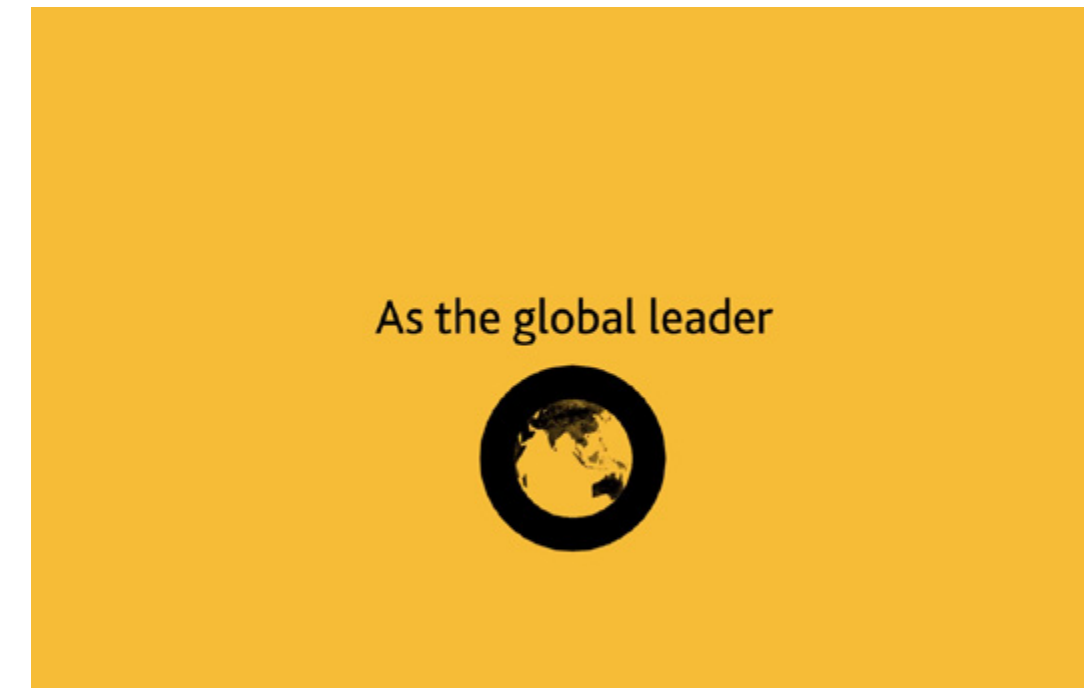
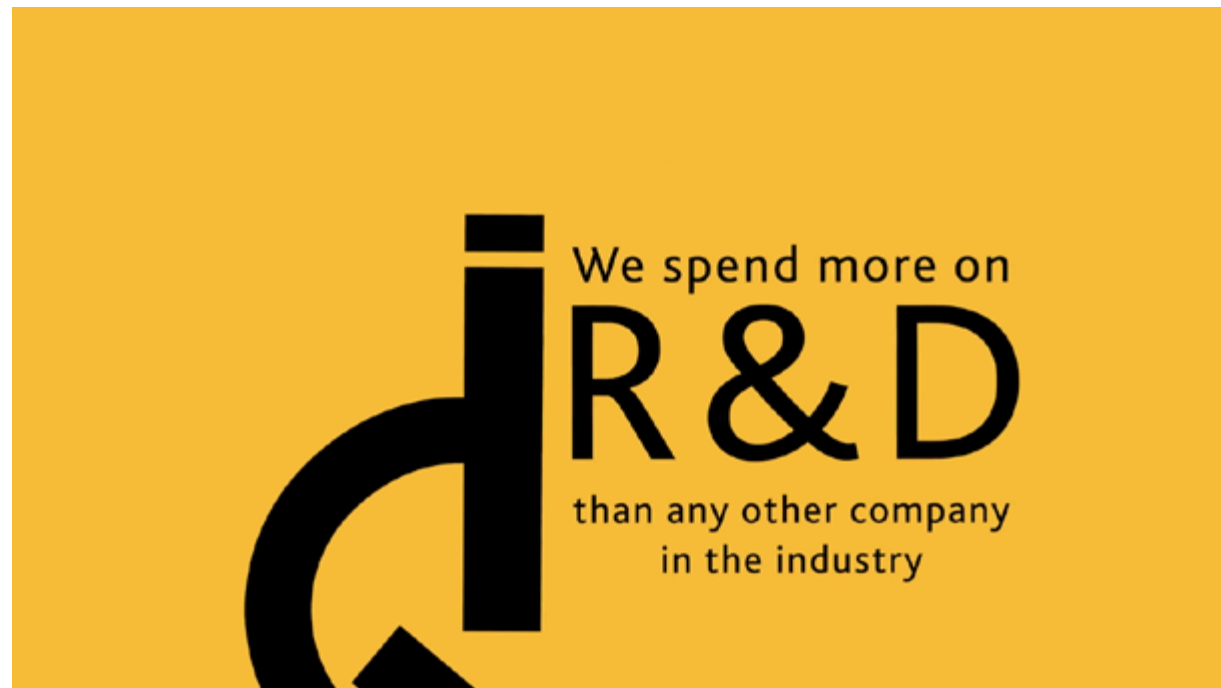
# COCHLEAR ANIMATION

## Involvement & Outcomes:

- **SCRIPT WRITING**
- **STORYBOARDING**
- **ILLUSTRATION & ART DIRECTION**
- **TRANSLATIONS**

Cochlear is a global company providing hearing solutions to those with no hearing. Designed for investors in the company, the animation outlines key facts, figures, developments and recipients. The animation style is inspired by facets of the Cochlear building and has a repetitive element which morphs into each new information asset on screen.

The animation was so successful we were tasked with recreating it in 7 new languages and 2 subtitled versions.





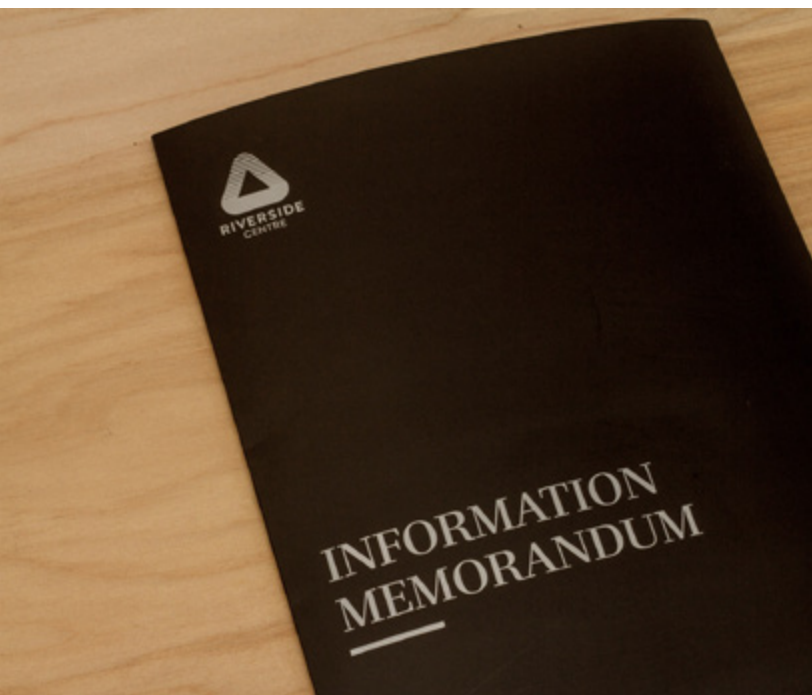
# THE GPT GROUP RIVERSIDE BROCHURE

## Involvement & Outcomes:

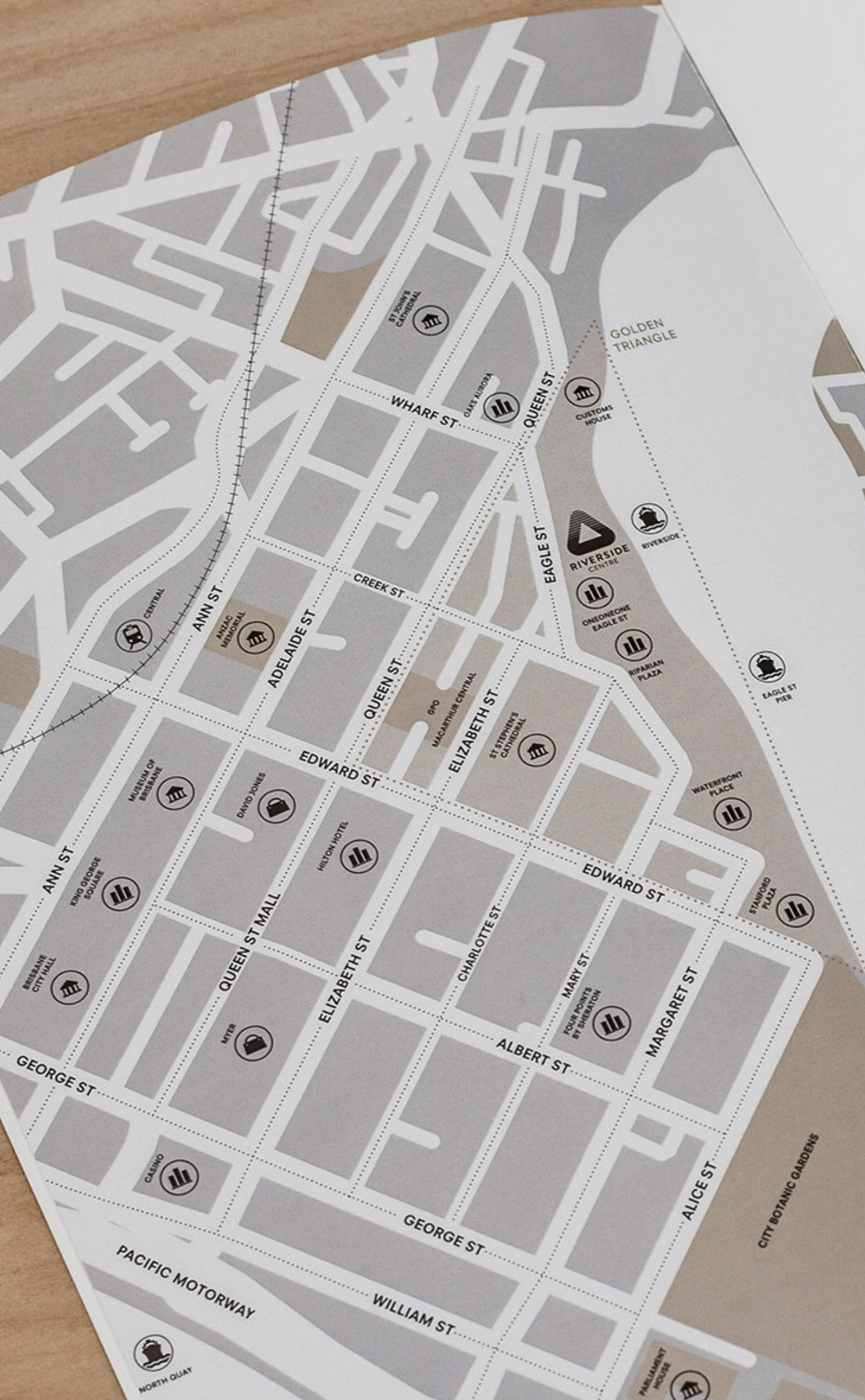
- **BROCHURE DESIGN**
- **ARTWORKING FOR PRODUCTION**

The Riverside Centre on the waterfront of Brisbane's golden triangle district is an award winning luxury building. The job covered the design, layout, map illustration and print artworking.

The design included art direction to follow existing brand guidelines and building style. As all buildings are premium office spaces, the design included spot UV in the print process to highlight certain brand aspects and bring an added level of detail and consideration as well as a custom design for the fold out brochure and slot for floor plan sheets to be inserted.







## 02 LOCATION

Located at 123 Eagle Street, Riverside Centre is situated at the epicentre of Brisbane's commercial district and provides unrivalled networking opportunities.

Prominently positioned on the banks of the Brisbane River, Riverside Centre's views extend from the Story Bridge, across to Kangaroo Point and around to Southbank.

Riverside Centre is situated at the heart of a vibrant precinct showcasing the best of Brisbane's retail, culture, tourism and entertainment.

It's a short walk from award-winning restaurants and Brisbane's prime shopping district including Queen's Plaza, the Myer Centre and Wintergarden.

### UNRIVALLED IN TRANSPORT ACCESSIBILITY

- CAR - Abundant car parking (500 spaces) at Riverside Centre.
- FERRY - City Cat terminal only metres from Riverside Centre lobby.
- CAB - Taxi Rank directly outside the Eagle Street entry.
- BUS - Numerous, high frequency routes along Eagle Street including the free city loop bus.
- TRAIN - A short walk from Central train station.
- BIKE & ON FOOT - Easy access to and from the river boardwalk for cyclists, runners and pedestrians. Storage for over 200 bikes and showering facilities are located in the building.



# THANK YOU

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## **P.S DID YOU KNOW MY STUDIO IS CARBON NEUTRAL?**

Sustainability is an important factor for me and in 2020 I wrote a sustainability statement and set to work on converting my business to be carbon neutral.

As of November 2020 Pete Adams Design is now running as a carbon neutral design studio.

I utilise solar power and carbon offsetting through Trace as well as sustainable electricity through Enova, ethical banking with Bank Australia and ethical super with Australian Ethical.  
Thank you for supporting a more sustainable future for Australia.