

Rob Brailsford

I help brands and organisations communicate better

Guardianship + Global Solutions

I can see what's not working and fix it.

I ensure brand consistency across all touchpoints, managing approvals and providing practical solutions that allow compliance and flexibility.

I have experience with brand libraries and ensuring assets meet requirements. I'm confident making decisions to protect brand integrity and give clear, constructive feedback when working with stakeholders and third parties to ensure the brand remains paramount.

Brand Guidelines + Systems

I codify, write, produce and manage.

I've created and maintained clear, practical and easy to implement brand guidelines for more than 30 organisations.

These include sequential build guides, digital protocols, and documentation tailored to different user needs. This allows me to be confident in explaining a brand to others; how the pieces work together and how they benefit.

Managing Brand Change

I work with stakeholders to ensure branding supports needs and is applied effectively across the business. I aim to balance consistency with creative evolution, making sure brands stay relevant without losing their identity.

I have experience with rollouts, improving workflows (ask me about Britain is Great), and ensuring that design projects are delivered efficiently and to a high standard.

Concept + Design

I've worked at all stages of the creative process, from strategy and concept development to design and implementation. My experience includes creating and evolving brand systems, ensuring all elements work cohesively across various platforms.

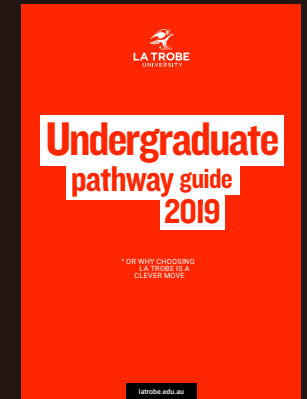
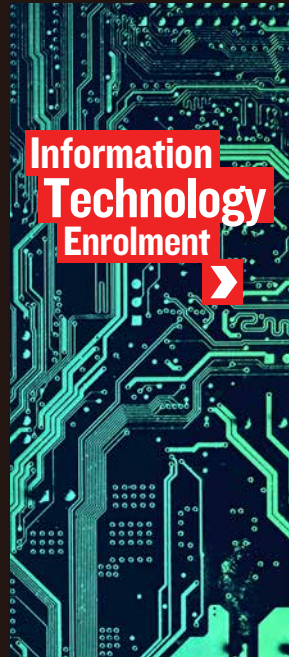
I've developed brand identities and design solutions for businesses of various types and sizes in the UK, Australia and the US.

I'm proficient in InDesign, Illustrator, and Photoshop, and I'm currently teaching myself Figma.

People

I'm a confident and articulate presenter who's experienced in running workshops. I can provide ongoing support and training for new and experienced users.

When I lead teams I do it confidently and considerately. Getting the best thinking is as important as shaping the design work. It helps foster agency and encourages investment. I also enjoy mentoring and teaching junior designers, and identifying new talent.



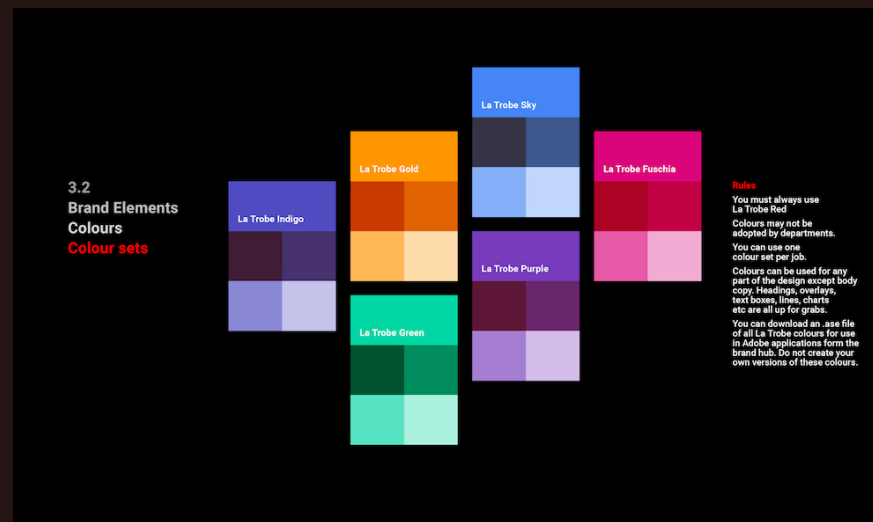
Full Branding Projects

La Trobe University Melbourne

I was brought in to help steer the design, and to develop brand elements for La Trobe's rebrand project to create cohesion and engagement.

I worked on all aspects - visual, content and messaging - including logo usage, choosing colours and fonts, and developing flexible layouts.

Design direction
Design
Guidelines
Typography
Guardianship + approvals



Full Branding Projects

La Trobe University Melbourne

One task was developing best practice guidelines with the team.

These are pages from the brand guidelines.

**CHIME
FOR
CHANGE**
FOUNDED BY GUCCI

**CHIME
FOR
CHANGE**
FOUNDED BY GUCCI

Beyoncé
**I CHIME
FOR
HEALTH**

FOR EVERY GIRL. EVERY WOMAN. EVERYWHERE.
Beyoncé Knowles-Carter, Artist, Producer, Entrepreneur, Wife, Mother, Daughter, Sister

SUPPORT A PROJECT.
Join in at chimeforchange.org #chimeforchange

**NON POSSIAMO
ANDARE
AVANTI
SE META' DI NOI
RIMANE INDIETRO**

ISTRUZIONE, SALUTE, GIUSTIZIA. PER OGNI RAGAZZA.
PER OGNI DONNA. OVUNQUE.

SOSTIENI UN PROGETTO.
Segui su chimeforchange.org #chimeforchange

**CHIME
FOR
CHANGE**
FOUNDED BY GUCCI

**I CHIME
FOR
JUSTICE**
FOR EVERY GIRL. EVERY WOMAN. EVERYWHERE.

**CHIME
FOR
CHANGE**
FOUNDED BY GUCCI

Full Branding Projects

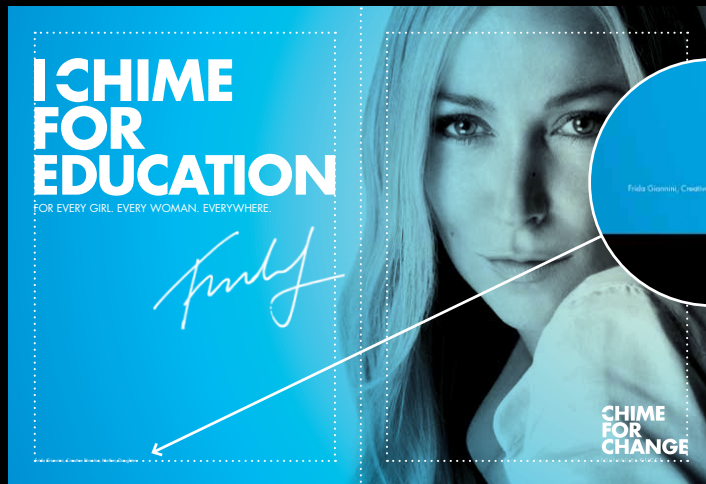
Gucci Chime For Change

This campaign, founded by Gucci, is designed to raise awareness and benefit women around the globe.

I worked on every aspect of the design across print, digital and experiential.

Client: Mother London

Design development
Brand design
Guidelines
Guardianship + approvals
Tone of voice



AMBASSADOR ADVERTS LANDSCAPE / DPS

Step 9
Name caption

The ambassador's name and description should go in the bottom left inside the clear space. Use Futura Book.

The copy should be about half of the size of the strapline, so if

EVERY GIRL ... is 18pt
Frida Giannini... is 9pt

You can round it off to the nearest 1/2pt.



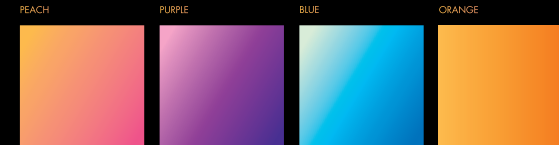
1 : 1.2 RATIO	1 : 1.4 RATIO	1 : 1.6 RATIO	1 : 1.8 RATIO	1 : 2 RATIO	1 : 2.2 RATIO
Clearspace Short side +10 Headline over 4 lines Logo size Width + 5 Strapline 2 lines	Clearspace Short side +10 Headline over 4 lines Logo size Width + 6 Strapline 1 line	Clearspace Short side +10 Headline over 4 lines Logo size Width + 8 Strapline 1 line	Clearspace Short side +8 Headline over 3 lines Logo size Width + 7 Strapline 1 line	Clearspace Short side +8 Headline over 3 lines Logo size Width + 7 Strapline 1 line	Clearspace Short side +8 Headline over 3 lines Logo size Width + 8 Strapline 1 line
Example size: 210 x 175	Example size: 210 x 150	Example size: 210 x 130	Example size: 210 x 115	Example size: 210 x 175	Example size: 210 x 95

Important note:
The strapline on this format is longer than the headline so it may not cover the width of the panel.
2 Placing the text in the clearspace
3 Positioning the strapline
4 Positioning the strapline

The build example begins on the following page.



The gradient used on an advert



PEACH	PURPLE	BLUE	ORANGE
CMYK 0 30 80 0	CMYK 0 45 0 0	CMYK 15 0 18 0	CMYK 0 30 80 0
0 56 48 0	50 90 0 0	80 0 0 0	0 45 90 0
0 83 16 0	90 100 0 0	100 50 0 0	0 65 100 0

Used on CHIME FOR CHANGE
Used on CHIME FOR JUSTICE
Used on CHIME FOR EDUCATION
Used on CHIME FOR HEALTH

- General rules
- These gradients must remain as described on this page.
 - Any panel that uses the gradient must show the full spectrum of colours.
 - Never mix different gradients.

Full Branding Projects

Chime For Change

I developed and wrote the brand guidelines for the whole campaign.

These included sequential build guides for all advert formats; messaging content and hierarchy, and the usual colour, logo and type guides.

THE CREATIVE IDEA

OUR LOOK AND FEEL IS ABOUT JOY, MOTION AND COLOUR.

WE COMBINE VIVID HUES, PLAYFUL, CURVED LINES AND IMAGES THAT ARE ALIVE WITH ENERGY AND POSITIVITY



Full Branding Projects

Dubai Parks

This theme park with 7 branded areas needed an overriding design system and a look and feel that could adapt to anything.

Dubai Parks branding is based around lines and gradients not around a logo.

Client: FutureBrand

Concept + design (all except logo)
Guidelines
Typography
Messaging hierarchy

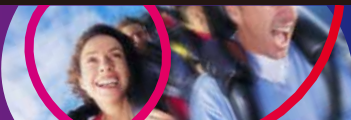


Meet the king!

Safari Zone open daily 7-11. Book now at dubaiparks.com

دبي پارکس
EXPERIENCE AMAZING

Experience Amazing!



دبي پارکس
EXPERIENCE AMAZING



**You.
Tomorrow.**

Book now at dubaiparks.com

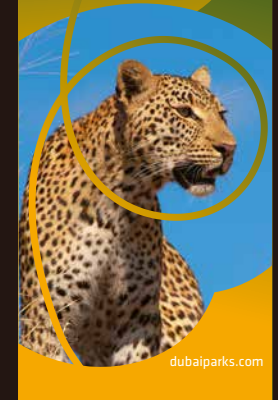
دبي پارکس
EXPERIENCE AMAZING

ZONE
2

- ▶ Marine Park
- ▲ Bollywood
- ◀ River Walk
- ▼ Safari Zone
- ▶ Discovery
- ◀ LegoLand

دبي پارکس
EXPERIENCE AMAZING

Opening Summer 2016

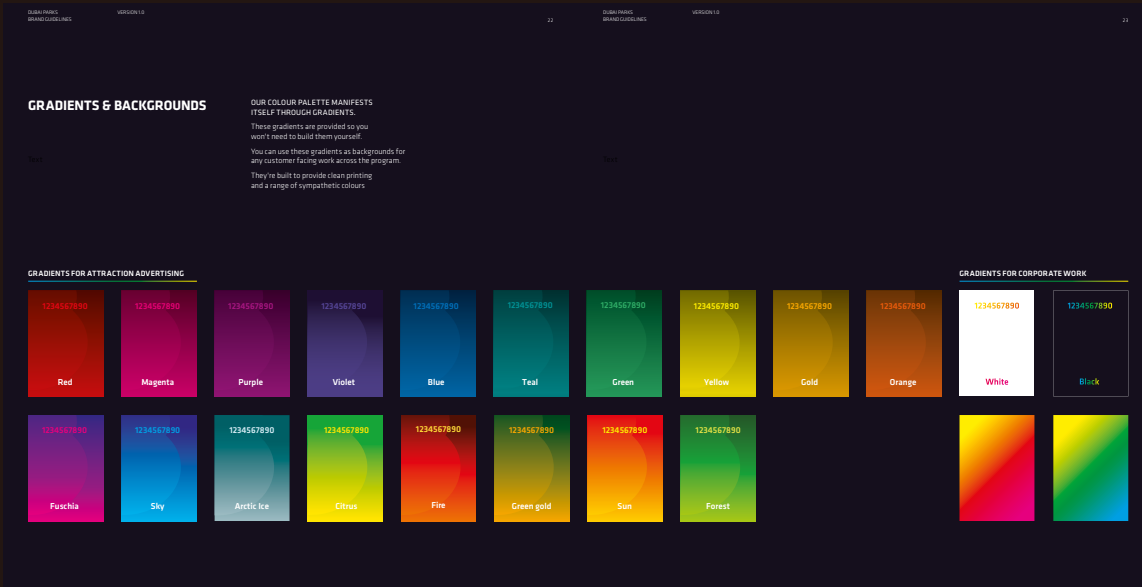


dubaiparks.com

Full Branding Projects

Dubai Parks

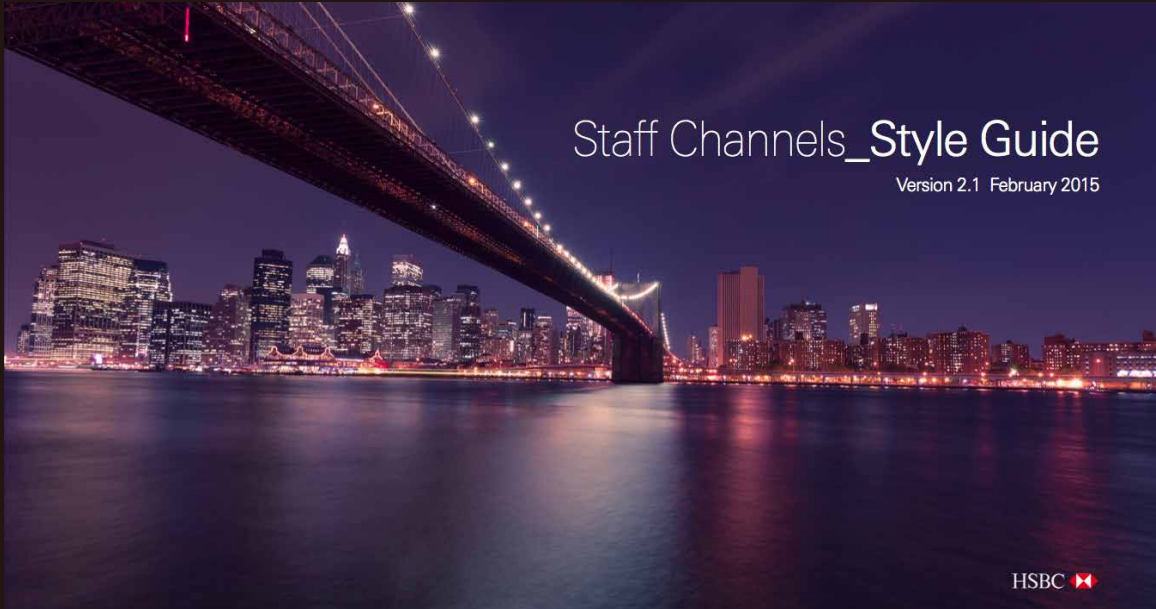
Customer facing design is colourful, dynamic and playful.



Full Branding Projects

Dubai Parks

Part of the developing the design was producing the brand guidelines.



Staff Channels_Style Guide

Version 2.1 February 2015



Style_Image cropping

4.5

You may need to use the same picture in several sizes and places. However you crop the picture, keep its essence.

Elements_Search bar

3.9

Search bar - inert

Search bar - active

The search bar appears only when needed and is integrated into its parent bar, e.g. the session bar. In its inert state it appears as a magnifying glass icon. The search can autocomplete or have a drop menu. It moves to left when call bar is present.

Box height: 42px
Box width: 200px
Background: #f9f9f9

Inert state

Active state

Elements_Call bar

3.10

How it looks

About

The call bar appears only when needed and is integrated into its parent bar, e.g. the session bar.

It has two possible states

- On a call
- On hold

Status

On a call

On hold

Possible actions

End call Hold call

Resume call

When there is no call it does not appear

Active call bar

Full Branding Projects

HSBC Staff Channels

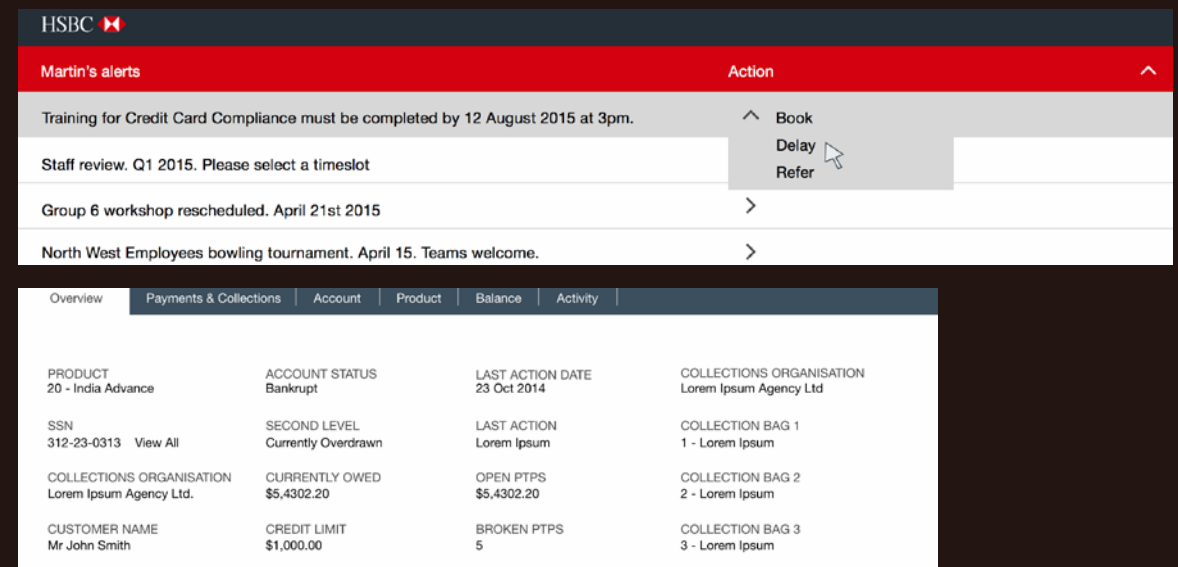
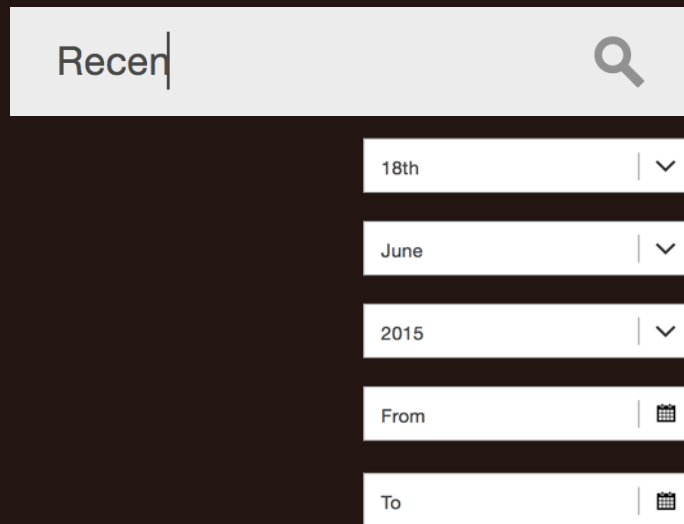
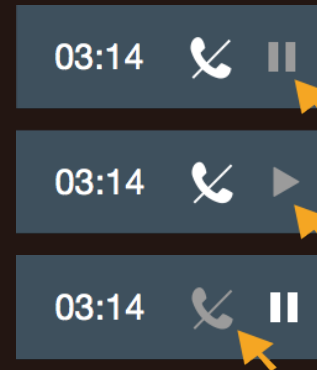
I was Design Manager for this global Staff Channels project.

I wrote and maintained the guidelines for the system, including technical specifications.

I was also responsible for approving the final design and UX elements.

Client: Fathom

Design management
UX & UI
Design
Guidelines
Guardianship & approvals



Full Branding Projects

HSBC Staff Channels

We rebuilt all aspects of the design and the UX of staff interface.

I was responsible for the several innovations to the HSBC interface.

1. Collapsible step tracker
2. Improved on-call indicator
3. Temporal search bar



Full Branding Projects

Allianz

I worked on the brand redesign for this global insurance company and their 2000+ subsidiary organisations.

Newsletters, fact sheets, magazines and PowerPoint documents.

Client: Grey London

Design development
Brand guidelines
Logo work
Sequential build guides
Image selection



Bupa Aged Care /



Bupa Visual / Engine



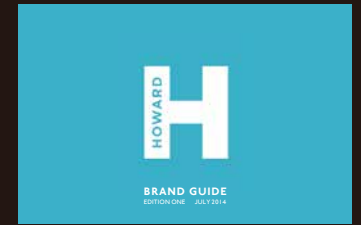
HSBC Brand Reboot / TD



Miller Lite / Turner Duckworth



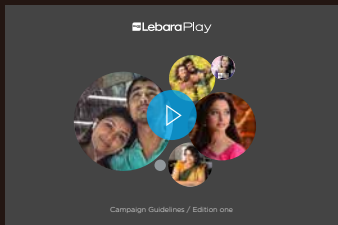
CUB Retail



Howard / Corke Wallis



IPL Cricket / IMG



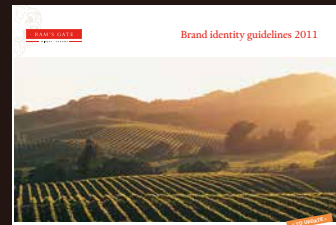
Lebara Play / Sunshine



Lenzing / Siegel & Gale



Medela / Bulletproof



Ram's Gate / Fold 7



Samsung Retail / Cheil



Speedway / IMG



Sport 24 / IMG



Tesco Store Design Manual



The Great Fire / ITV



True Aussie / DesignWorks



Crystal Peaks / Beyond

Brand Guidelines

As well as writing these brand guidelines I've worked on all of the design for these projects.

This is not a complete list.



CROPPING IMAGERY

Cropping images in different ways can create different stories.

Crop to intensify the action but don't lose sight of the message

Messaging - 1. Intro

How much copy do I need?
Our communications need to be easy to read. As long as we get that message across, clearly and efficiently, that's all we'll need. Think about your where your work will be seen.

Medium
Is the work going to be seen for a few seconds or for a while? Does it have moving text or images? Is it static? Is it near or far?

Repeat viewing
Are people going to see it once or will they have the chance to see it repeatedly? In a newspaper it may be seen once. In a magazine, several times. On a train platform, every weekday for months.

Don't overload the viewer.
Get the message across clearly and clearly. Let them get the big idea and have an opportunity to investigate further. This could be with extra copy, a clickable link or another call to action.

* Not this much...

BUPA BRAND IDENTITY - BASIC ELEMENTS - 2020 VERSION 1

Visual elements - 1. Logo / Clear space

To ensure the impact and integrity of the logo no other elements can encroach in the clear space.

Bupa master logo clear space
The minimum clearance around our logo is one third of the width (or height) of the square. It also helps you place it in the corner of a page.

Bupa floating and reversed logo clear space
The general minimum clearance around our floating logos is equivalent to the height of the capital letter - in this case B or S.

BUPA BRAND IDENTITY - BASIC ELEMENTS - 2020 VERSION 1

Visual elements - 6. Grids / Building

GRIDS FOR PRINT: HOW TO MAKE
The grid is easy to set up and here is one layout you can use using an A4 sheet.
A4
117 x 210mm.
Inset 15x

SET UP THE PAGE
Use the grid to align text, images and other elements. Always use the grid to align text, images and other elements.

A GRID?
Use the grid to align text, images and other elements. Always use the grid to align text, images and other elements.

LOGO SIZE
Use the grid to align text, images and other elements. Always use the grid to align text, images and other elements.

CLEAR SPACE
Use the grid to align text, images and other elements. Always use the grid to align text, images and other elements.

COLUMNS
Use the grid to align text, images and other elements. Always use the grid to align text, images and other elements.

Single page grids
We use these grids for all our print materials. They ensure consistency and clarity across all our print materials. They also ensure that all text and images are aligned perfectly.

Brand Guidelines

Bupa

As part of the global brand consolidation I wrote, designed and produced the Visual Brand Elements guide.

I also devised a guide for images which demonstrates how cropping an image can suggest different things.

Client: Calling Brands

Design development
Brand guidelines
Technical specification work

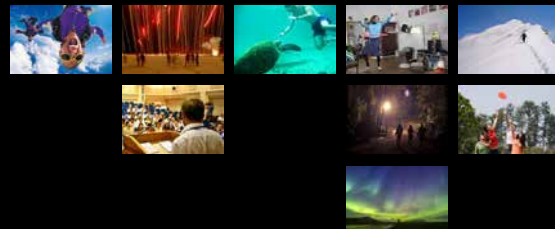
CAMPAIGN ELEMENTS / IMAGERY I



THIS CAMPAIGN IS ABOUT THE DOERS. THEY DON'T SIT IN FRONT OF THE TV. THEY DON'T WONDER WHAT THEY COULD BE DOING INSTEAD. DOERS ALREADY KNOW, THEY'RE DOING IT, RIGHT NOW.

IMAGERY

AS LONG AS THEY'RE INTO WHAT THEY'RE DOING.



SO OUR IMAGERY SHOULD SHOW PEOPLE GETTING MORE OUT OF THEIR LIVES. IT SHOULD SHOW THEM ACTIVELY ENGAGING WITH LIFE. THEY COULD BE DANCING, SKYDIVING, SOCIALISING, RIDING, FALLING IN LOVE, SURFING EVEN JUST STANDING ON A HILL LOOKING AROUND. AS LONG AS THEY'RE INTO WHAT THEY'RE DOING.



CAMPAIGN ELEMENTS / TECHNOLOGY



OUR TECHNOLOGY WORKS

THE PROOF SUPPORTS OUR CLAIMS

TECHNOLOGY INFORMATION TELLS YOU WHAT'S SO GREAT IN THIS PRODUCT AND HOW IT HELPS YOU DO MORE. REXONA WITH DRY-SHIELD™ THE MORE YOU DO THE MORE IT PROTECTS. REXONA WITH MACRO-SENSITIVE™ THE MORE YOU MOVE THE MORE IT PROTECTS.

DO:MORE
 REXONA WITH MOTIONSENSE
 THE MORE YOU MOVE THE MORE IT PROTECTS

- 1 CAMPAIGN MESSAGE
- IMAGERY
- HEADLINE
- SUPPORT COPY INCLUDING TECHNOLOGY INFO
- 2 BRAND MESSAGE
- BRAND LOGO
- 3 PACK SHOT
- 4 MORE INFORMATION
- YOUTUBE PAGE URL / TWITTER HASHTAG
- 5 UNILEVER LOGO

Brand Guidelines

Rexona/Sure

These brand guides weren't about the design. They were about the idea behind it.

They are bold, simple and designed to be read very quickly.

Client: DLKW Lowe

- Guidelines
- Design
- Typography
- All copy
- All image selection



Brand Guidelines

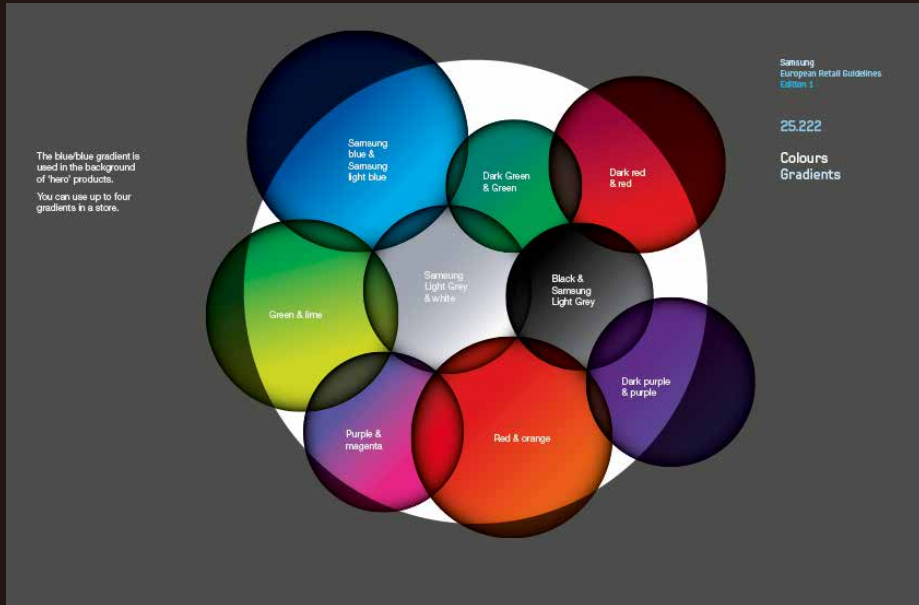
Britain is GREAT

I developed the design and wrote and produced the guidelines for this global campaign. This included creating standardised layouts, typography and content.

I provided worldwide artwork approvals and found solutions for territory specific situations.

Client: Mother London

Total guidelines rebuild
Design development
Guardianship + approvals
Sequential build guide



Brand Guidelines

Samsung

I wrote and produced the European Retail guidelines for Samsung.

They included guides to appropriate visual merchandising, messaging journeys for different store formats..

Client: Cheil

Brand guidelines
Concept and design
All copy



TESCO
Store Design Manual

2008/9 Q1&2
Valid until September 30th 2009


This is a preliminary design manual. It is not intended to be used as a final specification. It is intended to be used as a guide only. For more information, please refer to the appropriate Design Specification for the relevant product or service. For more information, please refer to the appropriate Design Specification for the relevant product or service.

Section 1a	ATM
Section 2	F60-120
Section 4	F20-30
Section 5	Exceptions
Section 8	Metro Classic

2008/9 Q1&2 Metro Section 9 Produce Signage **BRIEFING DOCUMENT** 2.08


Produce Signage Design Principles

- The Design Manager is to approve installation in case of exceptions such as product boards installed either side of aisle in small run.
- Header signs applied to raised back panels with mag tape.
- When produce merchandised against high ambient gondolas or chillers.
- Scottish Stores have different, 2400x500mm headers. Refer to Scottish Section 7 in Exceptions and Refits part of Design Manual.
- Metro pack to be used on Format 15 and below over Format 15, refer to Format 20-30.




Produce Product Boards


- 500 x 400mm.
- To be located above relevant products.
- Total signs = 25 per pack.




Chilled Brackets

- Up to 25 chilled arms.
- All blue sky should have gantry fitted.








Produce Signage (Navigational)

- 500 x 400mm.
- To be located above relevant products.
- Total signs = 36 per pack.
- Signs must not be placed in front of the header signs.



Header Signs

- 2400 x 500mm.
- Eight per area, four each side of section.
- Must be hung from the top rail of the blue sky chiller as illustrated in the image.
- Total signs = 8 per pack.
- Shown in order of preference.
- Install to suit merchandise.
- Organic header must be located over relevant Blue Sky Chillers.



Browse and order point this way



Third Wall Sign

- Only to be used when there is a third wall.
- Wall sizes vary. There are three basic designs for a third wall sign: portrait, landscape and landscape banner. These can be adapted for specific wall sizes.
- Wall colour to be grey RAL 7042.



new

BRIEFING DOCUMENT

Brand Guidelines

Tesco Property Department

I totally rebuilt, with a small team, the manual that shows all Tesco fixtures and signage. It had to be made logical and usable so the guides could be applied easily across the business.

The modular system uses common assets throughout. Retail formats are differentiated with colour.

These innovations allowed store design managers to access information easily.

Project coordination
Concept and design
All copywriting
Research


 <p>No Smoking</p> <p>It is against the law to smoke in these premises.</p>	 <p>CCTV</p> <p>Images are being monitored for the purpose of crime prevention and public safety.</p> <p>Cash is held in a security safe to which our staff do not have access.</p>
 <p>Fog Generator</p> <p>The fog equipment will make it impossible to see after illegal entry. Tesco cannot accept any responsibility for any injuries caused by illegal entry.</p>	 <p>18</p> <p>Alcohol Sales</p> <p>You must be at least 18 to buy alcohol. It is also an offence to purchase alcohol for anyone under 18.</p>





Open
 Mon - Sat 8am - 10pm
 Sun 11am - 5pm


Cash
Post Office
Beer & Wine


< Car Park


 Highly flammable. Petroleum spirit.


 No smoking


 Switch off your engine

 Do not use mobile devices while fuelling


 You must be 16 or older to use this pump


 Only approved containers may be filled with petrol


 Automatic number plate recognition and CCTV monitoring in operation. We may ask the DVLA for your vehicle details.




IN AN EMERGENCY

 **1** Go to emergency cabinet

 **2** Press STOP button to cut fuel supply

 **3** Phone emergency services

 Remote assistance call system installed

You can buy alcohol here 

You cannot buy alcohol here 

LCD TVs

26" Screens





Stardos

Wine List Summer Starters Specials

Josefin Sans

Durrell Vineyards Chardonnay

Murray River Cod, Walnuts, Asparagus



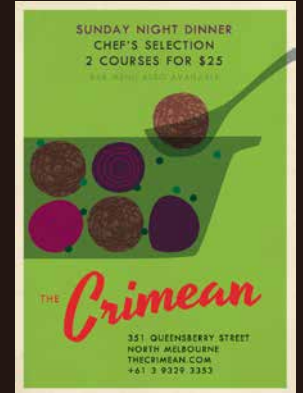
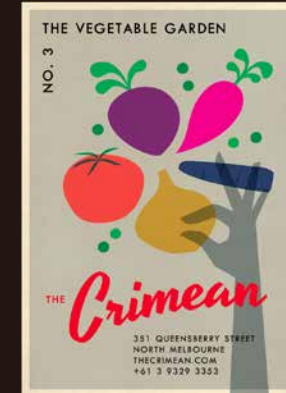
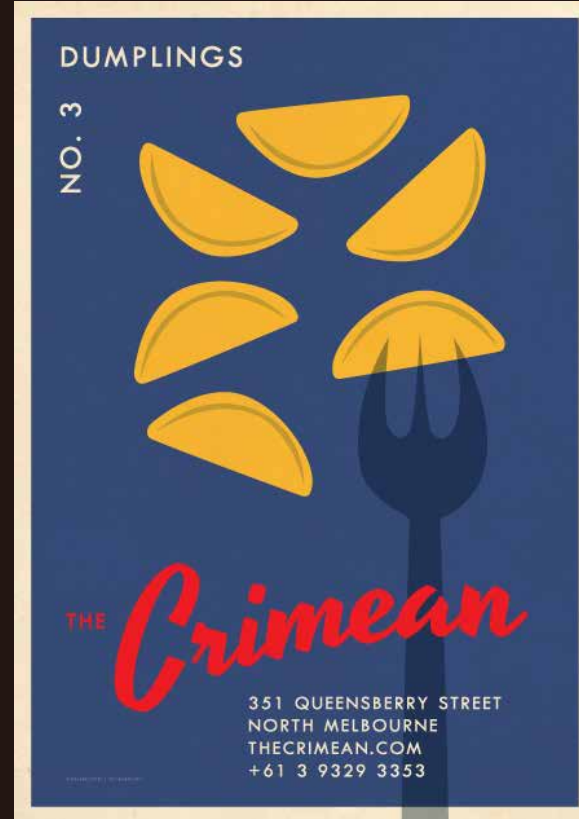
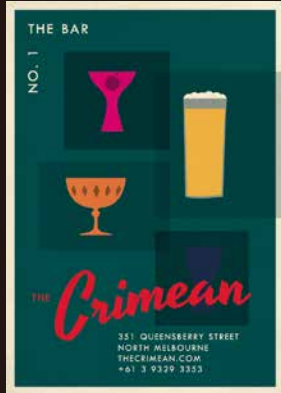
Creative Brand Design & Custom Typography

Royal George Hotel Kyneton

The key concept for the design was "This place is as big as a ship". The client wanted a look that was modern but classic. The colours had to be warm and deep, and complement the 'wood and walls' look of the interior.

The result of this is design that's vaguely nautical. The logotype is custom and influenced by type on ships, and the sea, of course. There's also references to cargo stencilling, waves, flags and plimsoll lines.

Brand creation
Concept + design



Creative Brand Design
& Custom Typography

The Crimean North Melbourne

I designed the branding for this awarded Eastern European restaurant and bar. The look is based on Czech match box labels from the '60s and '70s.

These posters were forever getting stolen from the outside of the building.

Brand creation
Concept + design

**KEEP
PRISONS
SINGLE
SEX
XX**

**KEEP
PRISONS
SINGLE
SEX
XX**

**MALES IN
THE WOMEN'S
PRISON SYSTEM**

Statistics 2021/2022
Figures for both the UK and US prison estate

**KEEP
PRISONS
SINGLE
SEX
XX**

Kate Coleman
Director

kate@kpssinfo.org
kpssinfo.org

Creative Brand Design
& Custom Typography

Keep Prisons Single Sex

New branding for the
prisoners' advocacy group.

It is designed to be bold
and plain speaking.

The colour bars connote
CCTV surveillance and
prison gates.

Brochure cover
Business card

Conceptual design
Typography



DID YOU KNOW

THAT MALE CRIME IS RECORDED IN THE FEMALE CRIME STATISTICS?

**That's right
When a male commits a crime it might be recorded as having been committed by a woman**

This is because police forces record crime data on the basis of 'gender identity' not sex. This means that if a man arrested on suspicion of rape says he is a woman, it will be recorded in the female statistics.

We think this is wrong.

Sex is an important variable in analysing crime. We think that data on offending should be recorded by sex. We think this is vital for service planning throughout the criminal justice system.

KEEP PRISONS SINGLE SEX XX

IF YOU DO TOO PLEASE JOIN OUR CAMPAIGN FOR ACCURATE DATA RECORDED BY SEX NOT GENDER IDENTITY.



kpssinfo.org

I readily accept that some, and perhaps many, women prisoners may suffer fear and acute anxiety if required to share prison with a [prisoner] who has male genitalia, and that their fear and anxiety may be increased if that [prisoner] has been convicted of sexual or violent offences against women

Lord Justice Holroyde, R(FDJ) v Secretary of State for Justice, 2021



kpssinfo.org

I joined a social event with my baby and was told by a guard that there was an extremely violent male sex offender present

His victim was a 3-month old boy
My baby was the same age

Jane, Federal Prison, Canada



kpssinfo.org

KEEP PRISONS SINGLE SEX XX

Creative Brand Design & Custom Typography

Keep Prisons Single Sex

The design is intentionally blocky and without images.

Impact is the aim.

It is designed as an easily editable modular system.

Different colourways use tones from the gradient palettes.

T-shirt
Leaflet
Postcards



Browse our latest array
of vintage lighting

Table lamps
Wall lights
Pendant lamps
Floor lamps

Enjoy 15% off
ALL lighting
ALL weekend


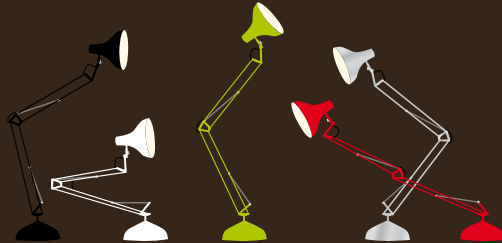
SATURDAY NIGHT LIGHT

Join us for drinks from 5pm
on Saturday 25th October
We'd love to see you here

106 Askew Road,
London W12 9BL



How green?

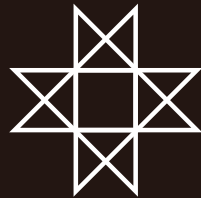
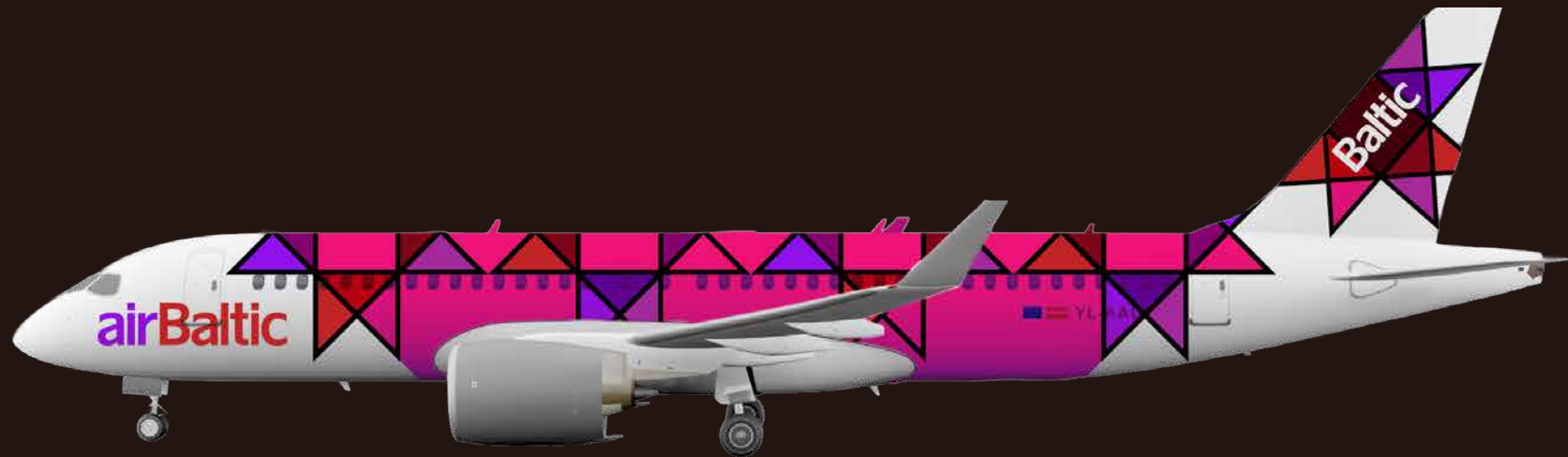


www.maxinc.co.uk

Creative Brand Design
& Custom Typography

Max Inc
This is an ongoing project.
The identity was designed for
the shop and the lamp. The
rounded star is a reference to
the lamp's adjustment knob.

Brand creation
Concept + design
Copywriting



Creative Brand Design
& Custom Typography

airBaltic design competition

airBaltic ran a competition to design the livery for its 50th plane.

I used an ancient Baltic rune, the Star of Auseklis, as a motif for my design.

This was used to unite the design without using the colours of any of the Baltic flags.

With simple rules the design can be used on aircraft of any length.



**BEAR
WITH
US**



HUSKY



Rob Brailsford

Brand: Governance Guidelines Systems Design Strategy

brailsford.info

I help brands and organisations communicate better.

This is done by providing structures and hierarchies, design, guidelines and approvals. I can provide solutions at every stage that save hours in asset production and help maintain a brand's integrity.

Upholding creative standards and creating consistency throughout the process and beyond is my forte. I can help create a brand or refresh it to provide new positioning.

The projects I've managed or worked on are variously corporate, independent, global and local.

I've taught and mentored designers. I'm excellent with Illustrator and InDesign, and good with Photoshop and Sketch. I'm currently teaching myself Figma. I'm also a confident and articulate presenter.



Brand Project Design Manager / La Trobe University Melbourne

- Lead a team of four designers and developed best practice guidelines
- Steered the design and development of all brand elements
- Brand guardian, providing approvals and design solutions
- Worked on all aspects of the brand - visual, content and messaging for all schools, departments and research units
- Defined logo usage, chose new colour palette and fonts etc, and developed flexible layouts
- Codified, wrote and produced new brand guidelines



Brand Design Manager - HSBC / Fathom UX

- Oversaw the creative work of the designers & UX, including providing global approvals, for the staff interface at HSBC.
- Built and ran the style guide, including rules for how elements move, transition and relate in the digital environment
- Designed several modular visual elements, streamlining the grid and the associated UX work. The primary goal of this was to make workflow easier and interaction with customers more likely to end in a positive result for the bank.
- Helped run / presented the team's work at design workshops



Dubai Parks Identity / FutureBrand London

- Created a design system that could work above seven individual attractions
- Worked on all aspects of the visual brand including design, colour usage, typography etc
- Wrote and produced the brand guidelines



Gucci - Chime For Change / Mother London

- Design and visual development for Gucci's global awareness and action campaign
- Wrote the brand and build guides for every part of the campaign
- Responsible for approvals of all worldwide collateral



Britain is GREAT / Mother London

- Codified and wrote brand guidelines for this ongoing, global campaign
- Devised a simple, bulletproof, step-by-step method for creating on-brand ads for all sizes
- In charge of approving or finding design solutions for all print ads, out-of-house posters and merchandise worldwide



Allianz Insurance rebrand / Grey London

- Worked on global redesign across all aspects
- Developed and wrote brand, image and type guidelines
- Designing app icons and screens, press advertising and publications
- Worked on customer journeys and user experience

Other branding projects and clients include

HSBC Global reboot guidelines & Miller Lite guidelines
Turner & Duckworth

Talk Talk
Change program design
BAE Applied Intelligence

Tesco Store Design Manual complete rebuild
Tesco

Global rebrand
Digital Gurus Recruitment

Sport 24 Branding & IPL guidelines
IMG

BUPA guidelines (two different)
Futurebrand & Engine

Sure & Rexona brand guidelines
DLKW Lowe

Carlton United Breweries retail guidelines
Vivid Brand

Rob Brailsford

Brand: Governance Guidelines Systems Design Strategy

brailsford.info

Contact

robjbrailsford@gmail.com

Summary of relevant skills

Brand guidelines and communication

- developing, codifying, writing and producing brand and corporate guidelines
- sequential build guides for multiple campaign formats
- tone of voice for image and messaging
- technical specifications and usage for all formats
- messaging hierarchies

Brand guardianship and design management

- brand guardianship including providing global approvals
- project coordination and implementation
- bespoke solutions for international territories and business sectors
- leading teams, steering work, running workshops
- developing and organising design systems for corporate and agency clients

Design and brand building

- brand concept, hierarchies and strategy
- corporate identities, logos, custom type, look and feel, and related assets
- from brief to artwork: typography, type hierarchies, colour palettes, gradients and images
- writing brand manifestos, and stories, pillars, etc

Software

- expert level Adobe InDesign and Illustrator
- mid-level expertise with Sketch
- currently teaching myself Figma
- Keynote and PowerPoint
- good with Photoshop

Residency & travel

I am a UK and Australian citizen and hold two passports.

Education

Bachelor of Arts (Media Studies) Royal Melbourne Institute of Technology (RMIT)

Inter-disciplinary studies of communication including media law, popular culture, TV, radio, press and cinema.

Personal

I'm creative, organised and happy to share ideas and skills. I'm always looking for new music. I play a pretty good game of pool and I love airports.

I'm also a member of Mensa.



Thank you

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