

# GR& DESIGN

**Gavin Richardson**

Creative highlights from a 25 year career



Since 2013 I have played a central role at Tesco, firstly contracting as acting Head of Design for Tesco.com before joining full time in 2015 as Creative Lead for their UK Marketing Communications team.

In that time I have built and led within Tesco's in-house Creative Studio that now delivers a vast range of multichannel work supporting our numerous seasonal and always-on campaigns.

The following pages showcase just a few highlights from my time at the heart of the UK's largest retailer.

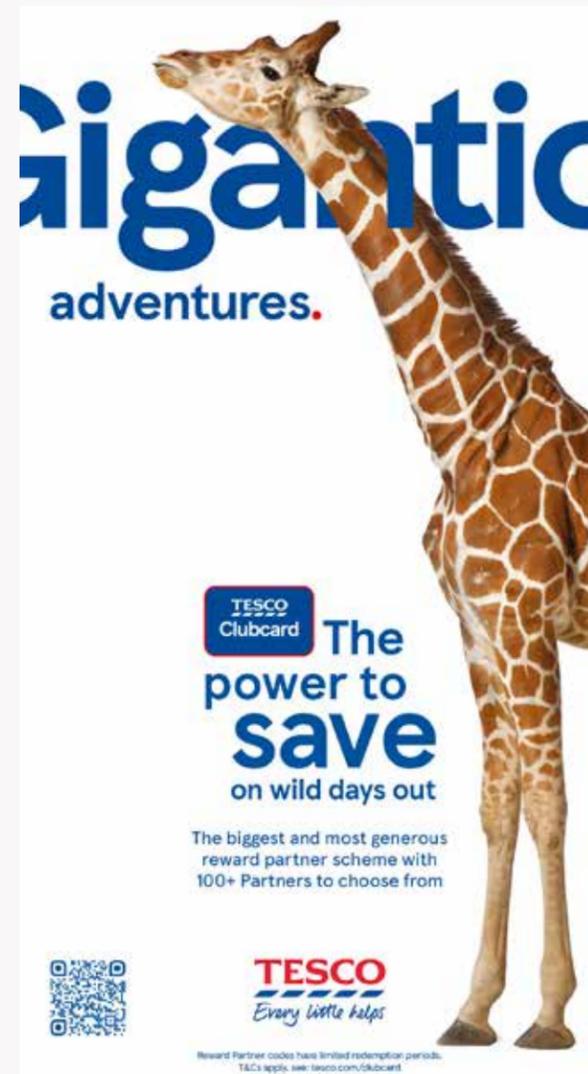




## CLUBCARD REWARD PARTNERS

In 2023 the Tesco Creative Studio team was tasked with a challenging brief: to re-establish Clubcard Reward Partners as the most generous scheme of it's kind on offer from UK retailers, despite the value of Clubcard points reducing from 3x to 2x in exchange for rewards.

Despite that the campaign, which landed across numerous channels from DOOH to Social Media, performed to exceed expectations, improving customer sentiment and driving increased engagement with the scheme.





## WHOOSH

Tesco launched an innovative proposition in 2023 to revolutionise online shopping – Whoosh, offering customers online grocery deliveries from as little as 20 minutes.

The Creative Studio team were briefed to conceptualise both the launch campaign in February that year followed by a heavyweight outdoor campaign that Summer. Both achieved significant success performing better than predicted resulting in sales over £1m from the first burst alone.



**Forgot Bob's a vegan now?**

BBQ-ready veg delivered from as little as 20 minutes.\*

**Whoosh.**  
Brought to you by **TESCO**

[tesco.com/whoosh](https://tesco.com/whoosh)

\*12 standard bags only. Delivery from 11am to 11pm. Additional charges apply. Whoosh is only available in selected areas. For full T&Cs see [tesco.com/whoosh](https://tesco.com/whoosh)

**Box set binge refuel.**

Delivered in as little as 30 minutes.

**Whoosh.**  
Brought to you by **TESCO**

[tesco.com/whoosh](https://tesco.com/whoosh)

Fees apply. Whoosh is only available in selected areas. For full T&Cs see [tesco.com/whoosh](https://tesco.com/whoosh)



## TESCO BANK

Since 2023 Tesco's Creative Studio's remit has also included support for Tesco Bank and its products.

This included a much-loved campaign for Pet Insurance which is discounted for Clubcard holders. An enjoyable brief to have worked on yielding excellent results.

Similarly we had fun creating the character of Maverick the seagull for a Tesco Bank Travel Money and a pre-historic treatment for Car Insurance ...much-loved by our customers.



# Catch a discount on Pet Insurance with your



To learn more, search **Tesco Pet Insurance**



Tesco Pet Insurance is arranged, administered and underwritten by Royal & Sun Alliance Insurance Ltd.



# Don't wing it.

Save on **Travel Money** with your Clubcard



Pick up a leaflet at the Travel Money Bureau

Tesco Travel Money ordered in-store is provided by Travel Agency Services Limited.



# Unleash the power to save on Car Insurance with your Clubcard

Choose the cover to suit you, because you never know what's down the road

Search Tesco Bank Car Insurance to get your quote.





## COVID-19 RESPONSE

Without doubt the work I am most proud of during my time at Tesco has been in our response to the COVID-19 outbreak.

Faced with urgent and unprecedented demand, in the first three months of the pandemic our Creative Studio team delivered 50 online updates, 14 customer service emails and over 180 elements of Point of Sale, many of which were utilised by the pop-up Tesco stores at the emergency NHS Nightingale Hospitals commissioned to treat those in need of treatment.

As a result, it felt as though the work we produced truly made a difference and this was reflected in Tesco's reported brand perception, which has never been better.

**Tesco NHS Nightingale is now open.**

We're here to serve NHS Nightingale staff 24 hours a day.

Because now more than ever, every little helps.

**TESCO**  
Every little helps.

Find us on Western Gateway, opposite the hospital.



**TESCO**

Groceries F&F clothing Tesco Clubcard Tesco Bank Tesco Mobile More...

**Tesco COVID-19 updates**  
Changes to online home delivery and Click+Collect

Find out about how we're helping the most vulnerable get home delivery slots and making sure everyone can get the essentials they need, while keeping you and our delivery drivers safe.

See the latest updates about [shopping in-store](#).

**Freeing up slots**

We know that it's difficult right now to get a delivery slot for online shopping. We're at full capacity for the next few weeks, so if you're able to shop in-store safely instead of booking a delivery, it would be a great help. This will allow us to start freeing up more slots for the more vulnerable.

We're looking at every opportunity to increase the number of slots available. As we increase our capacity, we'll also set aside more of these slots for our most vulnerable customers.

[Find out more](#) about priority slots for vulnerable existing Tesco online customers.

**Helping the most vulnerable get food deliveries.**

**For those who are self-isolating**

Our deliveries are continuing, and we'll deliver to customers in self-isolation. You can let us know that you're in self-isolation when you order (using the delivery notes box) or let the driver know at the door so that they can deliver safely.

We'll deliver your shopping in plastic bags to limit the time our driver has to spend on your doorstep, and we won't charge you for any bags used.

Our drivers have also been told how to check a customer's age during these circumstances. For example, they may ask you to verify your age by showing them proof of identification, where possible, either from a distance or through a window/less.

**Supporting our customers.**

**For now, this product is limited to 5 per customer**

Thanks for helping us give everyone access to essential items

**A big thank you and a little treat.**

Dear colleague

Thanks to your incredible effort over the last few weeks, we've been able to help our customers when they need it the most.

This Easter egg is a small gesture to say a seasonal 'thank you' for everything you've done and continue to do.

Because now more than ever, every little helps.

Dave Lewis  
Tesco CEO

**TESCO**

Please keep 2m apart.

We're all in this together.

Here's what we've been doing this week.





## FOOD LOVE STORIES

One of Tesco's most celebrated campaigns in recent years has been Food Love Stories which launched in early 2017 and has remained always-on ever since. This award-winning campaign has been focused on reconnecting with our customers' personal relationship with food and celebrating quality.

My responsibility in this campaign was to work closely with our above-the-line agency BBH to ensure assets were created fit for purpose and devise guidelines to ensure that the campaign landed consistently and effectively across our digital channels.

Latterly, my team has been tasked with finding innovative new ways to re-energise the campaign in-store, where we are experimenting with new media such as floor projections and even augmented reality.



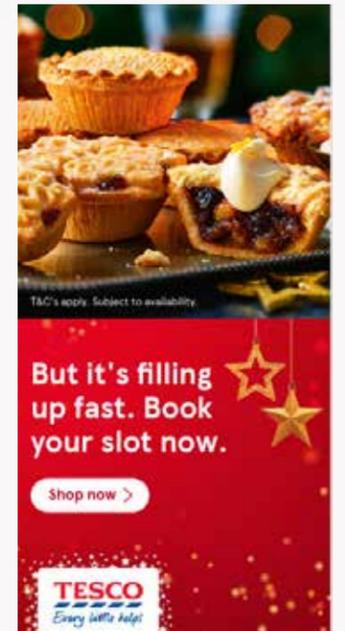
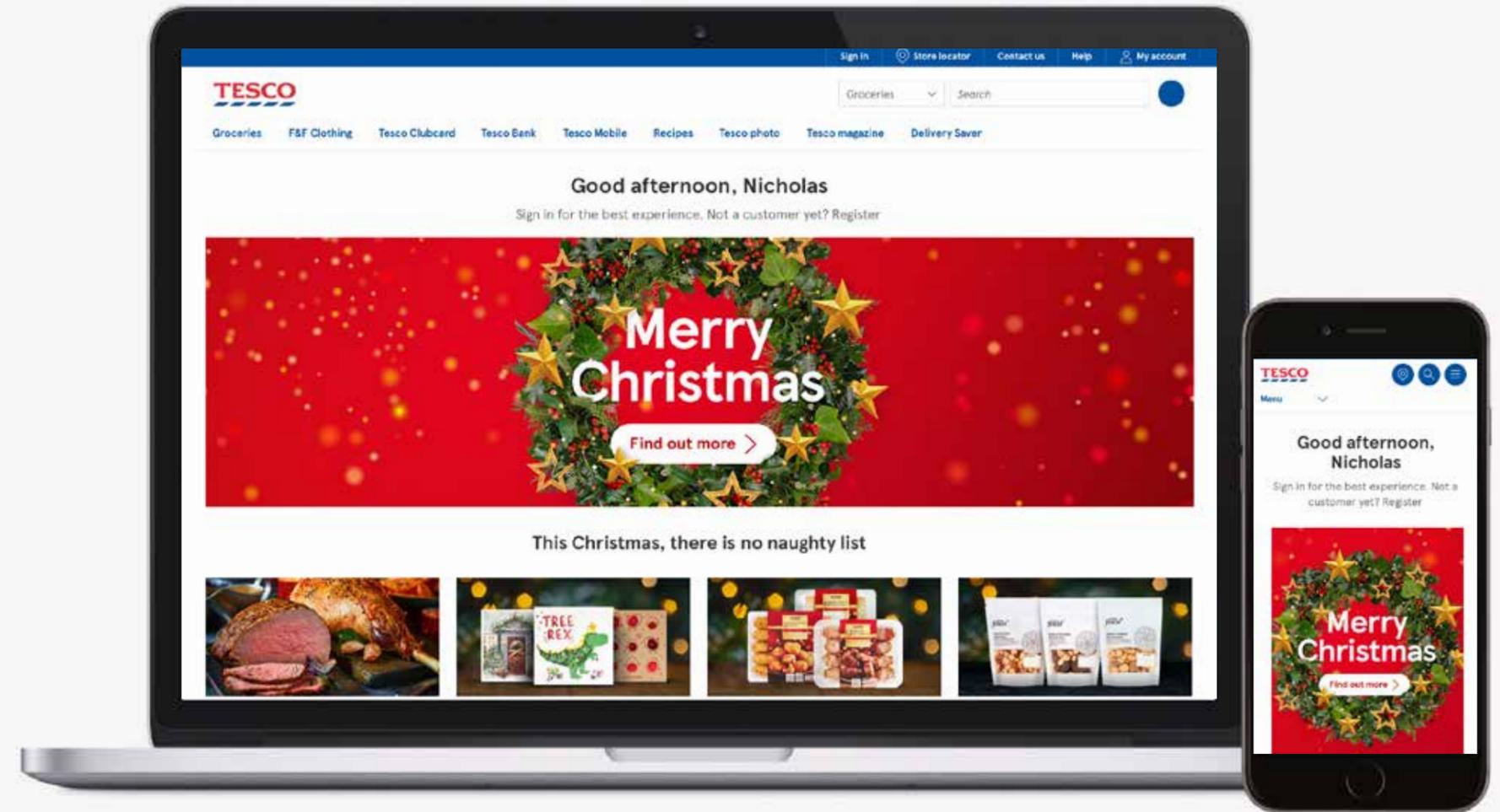


## CHRISTMAS

Christmas is by some margin the most important seasonal campaign for Tesco each year and our preparations require months of strategic preparation.

My responsibility for Christmas, and all our seasonal campaigns, is twofold:

1. To work with brand teams and agencies to develop channel guidelines and assets that are fit-for-purpose to bring the campaign to life across throughout our customer communications
2. To then ensure that my team executes our comms briefs (across numerous channels, both on and offline) consistently and correctly in line with the standards we have set out in the guidelines



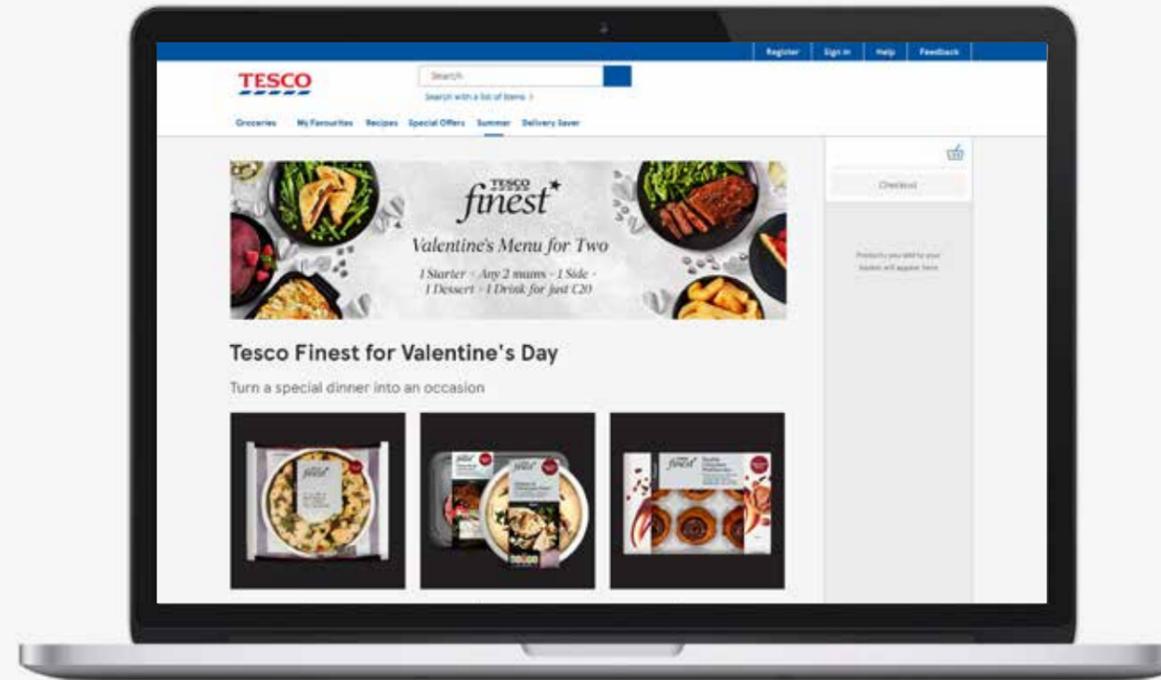


## FINEST VALENTINE'S DAY

As Tesco's premium range, our Finest brand celebrates shared moments worth savouring.

As such, the Finest Meal for Two is always the centrepiece of Tesco's Valentine's Day campaigns and is advertised across all our key customer touchpoints.

As with all seasonal events at Tesco my role is to develop assets and channel guidelines to ensure that the creative execution of our campaigns is consistent wherever our customers come into contact with it.



Reserve your usual table.

\* Treat your Valentine to our £15 menu for two.



Available in selected stores. Bookings only. See Tesco.com for details. \* See terms and conditions for full details. Offer ends 14/2.



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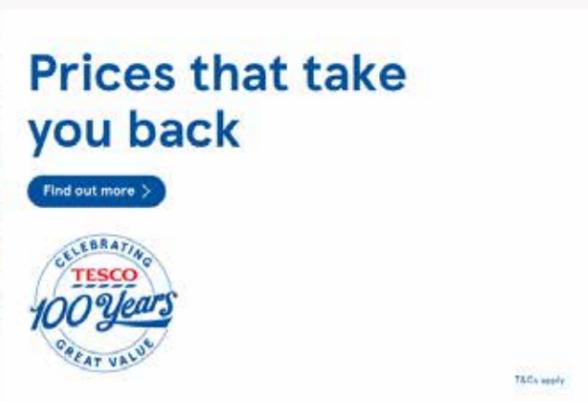
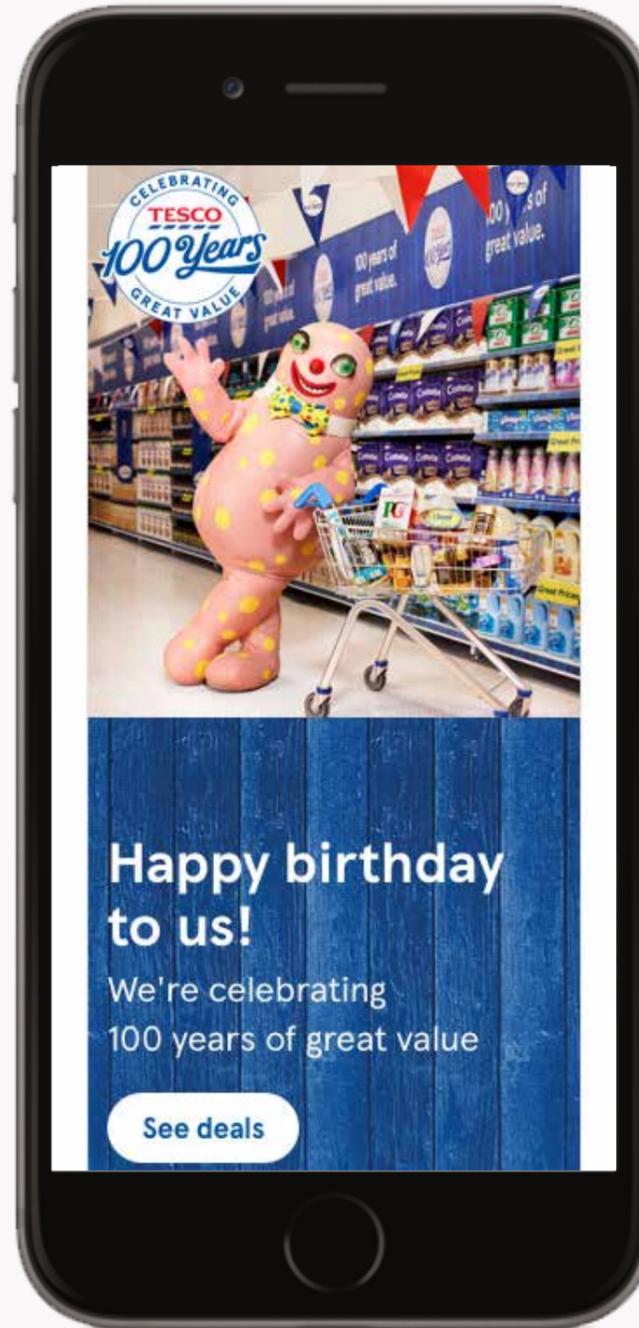


## CENTENARY CAMPAIGN

In 2019, Tesco marked its centenary with a campaign that pulsed throughout the year, celebrating 100 years of great value.

Working with our above-the-line agency BBH, the campaign was driven by promotional offers with 'Prices that take you back' visualised by introducing British cultural characters from the last century such as Mr Blobby, Morph and Rollergirl.

My challenge was to ensure that the campaign was realised consistently and impactfully across our owned channels such as email, social and in-store smartscreens.





## PRIDE

Tesco has had a long association with the annual Pride parade in London, as an official sponsor in supporting the LGBTQ+ community.

Each year, we explore innovative and helpful ways to celebrate the event and my creative team play a central part in producing our multichannel comms to support across press, in-store and social media.



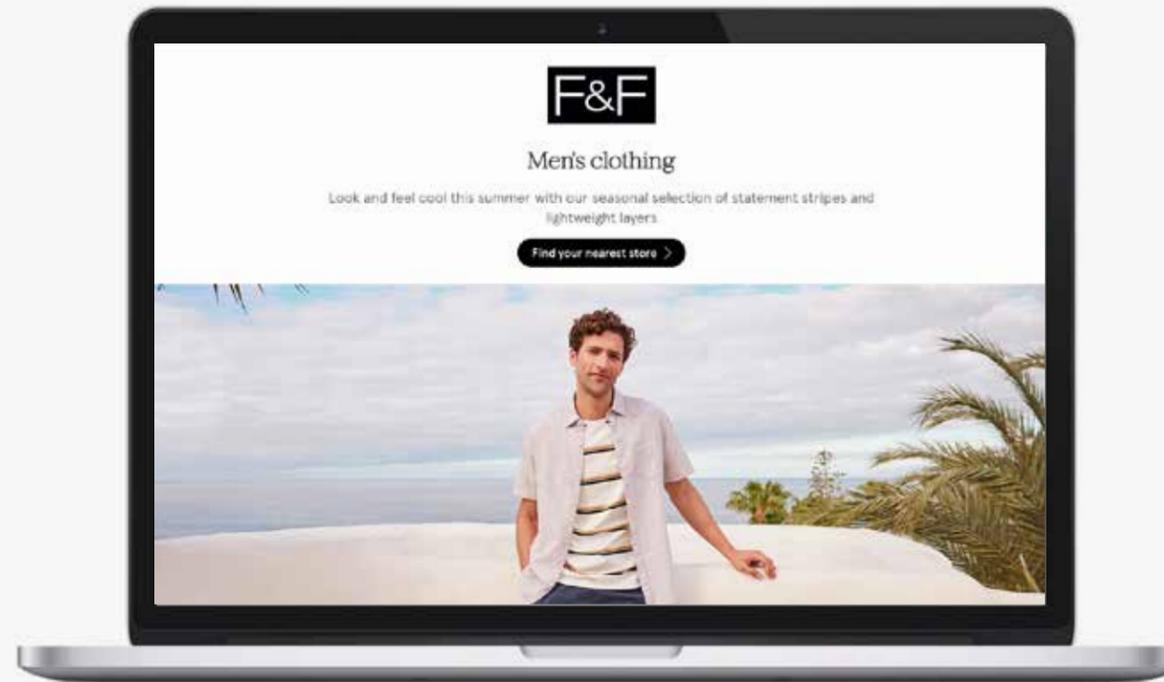


## F&F

The mission of F&F at Tesco is to help people look good and feel great, offering aspirational fashion with a down-to-earth twist.

As one of our most prominent sub brands, the challenge with F&F is to carve out a strong identity in of itself which yet exists in harmony with Tesco's wider masterbrand.

Tesco's Creative Studio is tasked with landing F&F's marketing comms across all in-store and digital channels and recent campaigns have included the rebrand on the Denim category and the launch in 2024 of the F&F Home general merchandise range.



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## CENTRAL EUROPE

Since 2024 Tesco's Creative Studio has taken on a consultative role in the production of assets required for multichannel marketing comms across our Central European markets including Hungary, Slovakia and the Czech Republic.

In doing so, we have driven improved brand consistency and efficiency, working smarter to deliver a joined-up creative approach across all our business units.

Garancia az olcsó árakra

Nagy márkák. Alacsony árak.

Már több 100 márkás terméket is garantáltan alacsony áron találsz nálunk.

TESCO  
A házidák is szeret.

TESCO Clubcard

ÁRCSÖNKENTŐ SZUPERERŐ A KEZEDBEN

Exkluzív kedvezmények Clubcarddal!

- Váltsd pontjaid azonnali digitális utalványokká
- A Clubcard minden előnye a telefonodon
- Személyre szabott kuponok
- Papír nélkül, hogy kevesebb hulladék keletkezzen

TESCO  
A házidák is szeret.

Family -30% XX Ft

whiskas -30% XX Ft

Csak áprilisban

4x több szupererős ajánlat Clubcard nélkül is

Silan -30% XX Ft

Milka -30% XX Ft

TESCO

Coca-Cola -30% XX Ft

Bords Eye -30% XX Ft

Garantujeme nízke ceny

Silné značky. Nízke ceny.

Garantujeme vám nízke ceny už aj na stovky značkových produktov.

BAMBINO

Milka



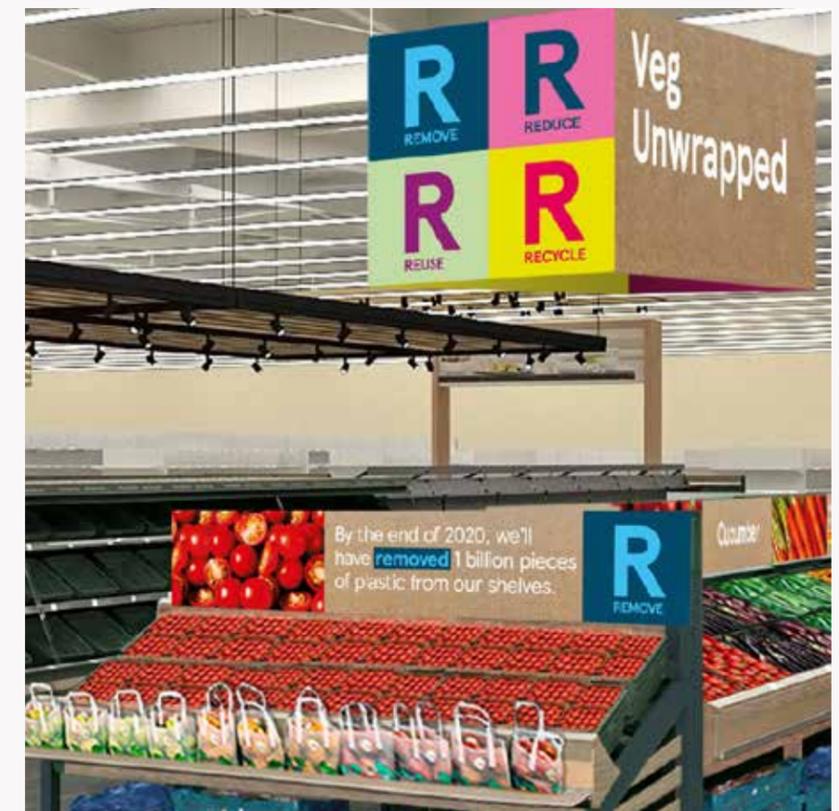
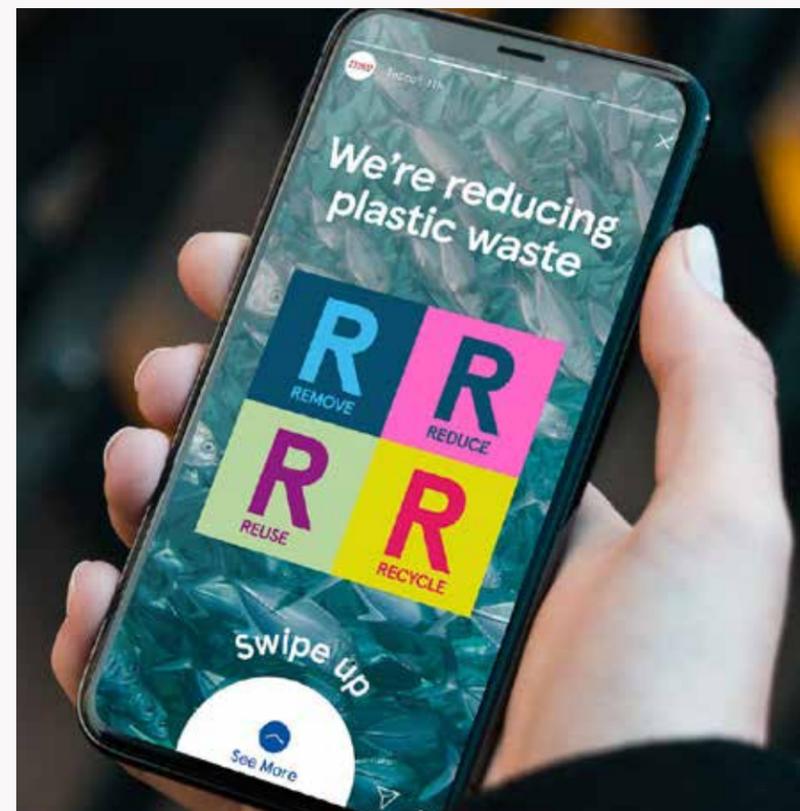
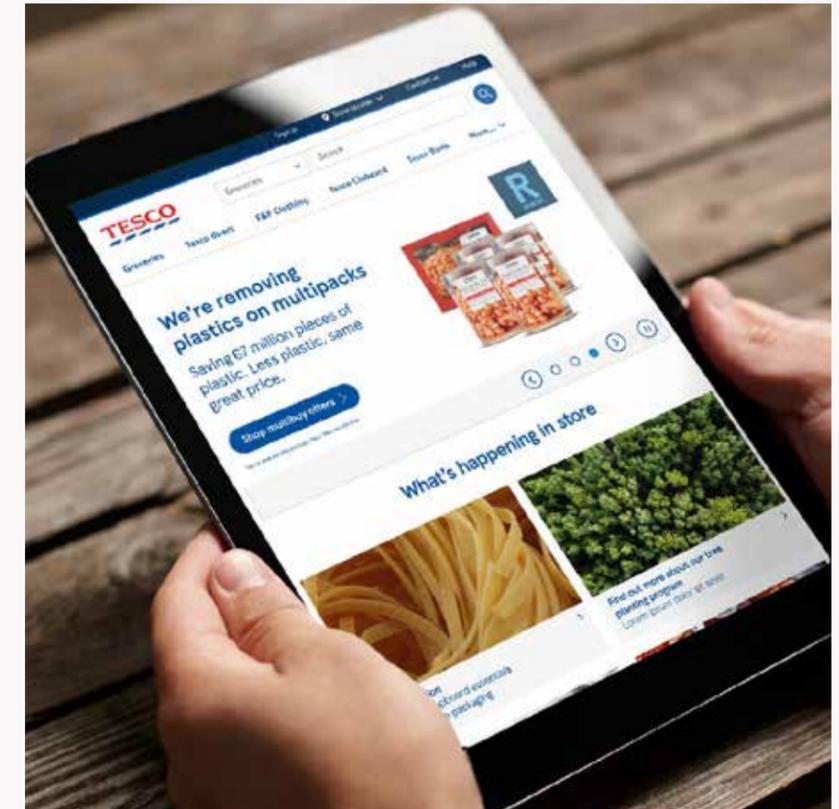


## SUSTAINABILITY

As the UK's largest retailer, Tesco recognises we have a responsibility to lead by example in our response to the environmental challenges that face the country. One key endeavour has been to cut-down on single-use plastics both in our packaging and carrier bags. In 2020, we made a commitment to:

- Remove unnecessary packaging
- Reduce waste
- Recycle materials
- Reuse plastics where possible

Our team were tasked with bringing the campaign to life across numerous customer-facing touchpoints, both in-store and online.





## COLLEAGUE NETWORKS

The Colleague Networks within Tesco aims to welcome every member of our workforce, regardless of race, creed, age, ability, gender or sexual orientation.

We have launched dedicated networks for communities throughout the business, including:

- Armed Forces
- BAME
- Disability
- LGBTQ+
- Women

Our in-house creative team supports these communities with the production of press ads, pamphlets and company wide publications.



LGBTQ+

# You do you.

Here at Tesco, we have a warm, welcoming and inclusive LGBTQ+ network. So whoever you are, however you identify, you have the opportunity to get on. And you can be confident that, when you show up to work, you can do you.



Not already a network member? It's now easier than ever to join our colleague networks. Just go to Colleague Help and search "colleague networks". Or scan this QR code.



Message from Holly Skinner

I hope you have been enjoying the sunshine with your friends and family.

As Natasha said in her welcome note, we are so proud of the amazing colleagues we have at Tesco and we celebrate them all. Thank you to everyone who sent through nominations for our International Women of the Year awards back in March. You can read some of these later in the newsletter. All nominees' 'WD' badges are on their way!

I am so delighted that Tesco has been listed as one of The Times Top 50 Employers for Women and it is a huge honour to drive and support the business to make working at Tesco better for our colleagues.

### International Women's Day 2021

Monday 8 March saw us celebrate International Women's Day and kick off a week of activities hosted by the Women at Tesco network to recognise, celebrate and support our female colleagues. Events throughout the week included:

- Chair of the Women's Network Holly Skinner, together with Executive Sponsor and Chief People Officer Natasha Adams and Director Sponsor Claire Lorains, hosted a virtual celebration for hundreds of colleagues who were nominated by their colleagues as Women of the Year.
- Squiggly Careers 15-minute daily podcasts were shared throughout the week to support colleagues with personal development.
- Squiggly Careers Development Session with Helen Tupper, co-founder of award-winning career development company Amazing If. Helen shared ideas, tools, practical actions and frameworks to take control of your career direction and development.



If you have anything you would like to discuss and share, please do contact us at [women@tesco.com](mailto:women@tesco.com).



Message from Jason Bates

I'm pleased to report another quarter of strong progress with our network. We now total over 1,000 colleagues, friends and allies. This is such brilliant news.

I'm particularly proud of the network's recent involvement in the relaunch of 'Your Workplace Adjustments' policy last month, which you can read more about in the next section. This was built with Disability at Tesco providing advice, support and guidance, and using the valuable feedback colleagues have given to us as part of our listening groups.

We know that colleagues' experiences of adjustment has been mixed in the past. As a network, we are committed to working with our business to build a service to be proud of that delivers the adjustments you need to help you do your jobs.

You can watch a short video about our new approach [here](#).

## Disability at Tesco

### A new and improved approach to workplace adjustments

The number of people living with a disability is increasing, year on year. As a business, we haven't always got it right in supporting colleagues with the necessary changes that are right for them, or providing managers with the confidence to offer the right guidance or options for their team. We've listened to your feedback and have made some much-needed changes to our ways of working.

We've now relaunched Tesco Health Services, making it easier and simpler to access the new workplace adjustment services that you may need. We're working with a new independent expert workplace adjustment provider - Health Partners - who will help us hold ourselves to account, are aligned to our own values and objectives; and who shares our ambition of a more inclusive workplace.

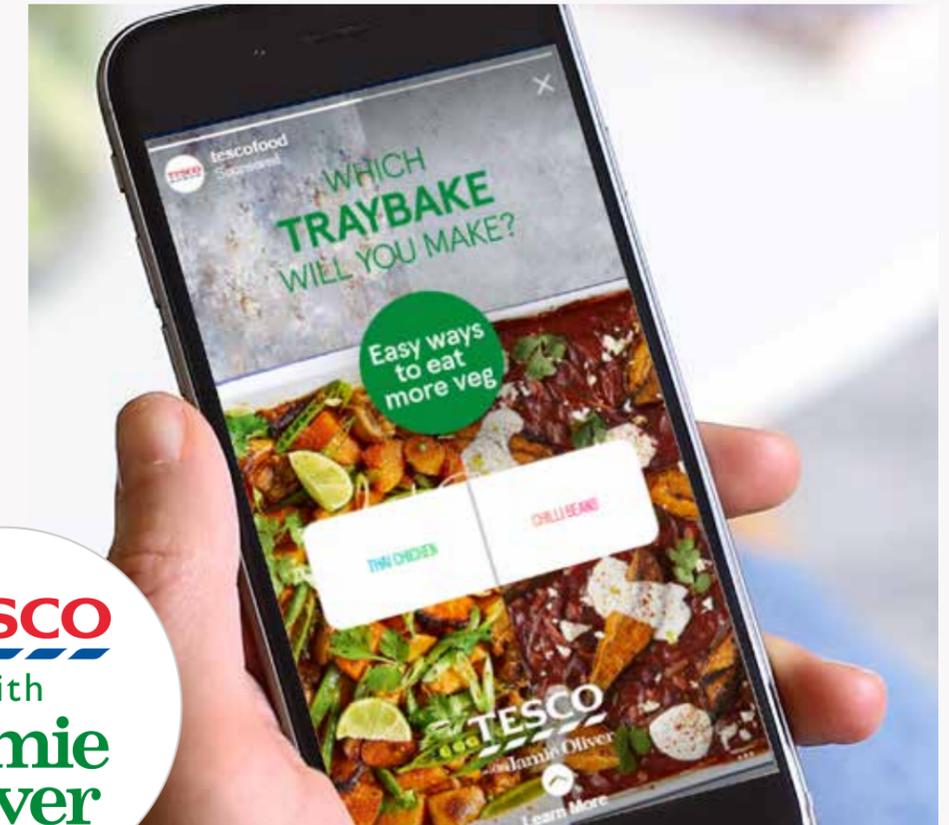




## JAMIE OLIVER PARTNERSHIP

Over the past three years, Tesco have entered a partnership with Jamie Oliver who takes the helm in our Health communications, encouraging customers to eat more veg and introduce 'healthy little swaps'.

I was tasked with devising a brand toolkit to ensure that our Jamie Oliver comms were delivered consistently across our channels, out of home, in-store and online.



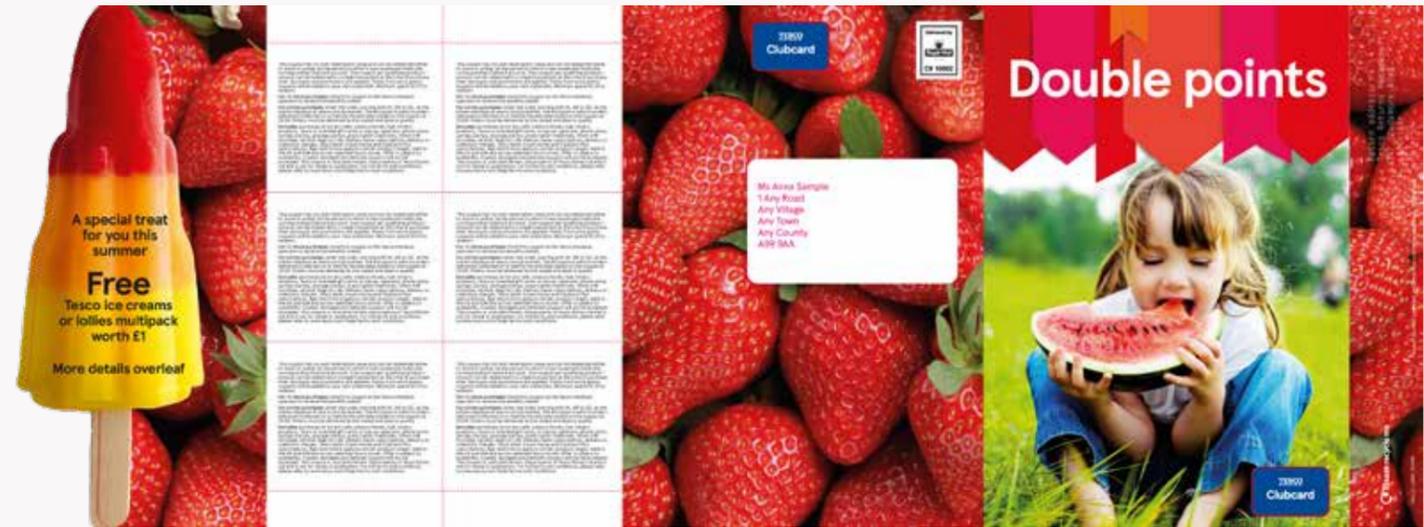


## DIRECT MAIL

One of the fastest-growing areas of activity that the Tesco Creative Services team supports is Direct Mail.

Since bringing all Direct Mail creative resource in-house in 2018, we have produced literally hundreds of mailers both for Tesco ourselves and for third party brands, briefed into us from Dunnhumby who are responsible for all commercial branded comms within Tesco's owned estate.

With my team continuously innovating and making improvements, our Direct Mail production is a story of continued success with our mailers consistently driving ROI, uplift in sales and redemption rates.





## NEIGHBOURHOOD FOOD COLLECTION

The Neighbourhood Food Collection is a central part of Tesco's ongoing effort to encourage customers to donate long-life food to charity. Since our first collection in 2012, we have collected over 84 million meals. This includes customer donations as well as the 20% top-up from Tesco and food donated to our permanent food collection points in-store.

Our in-house creative team were responsible for designing and publishing the first online hub for the 2013 Neighbourhood Food Collection and subsequent social media and in-store marketing materials.



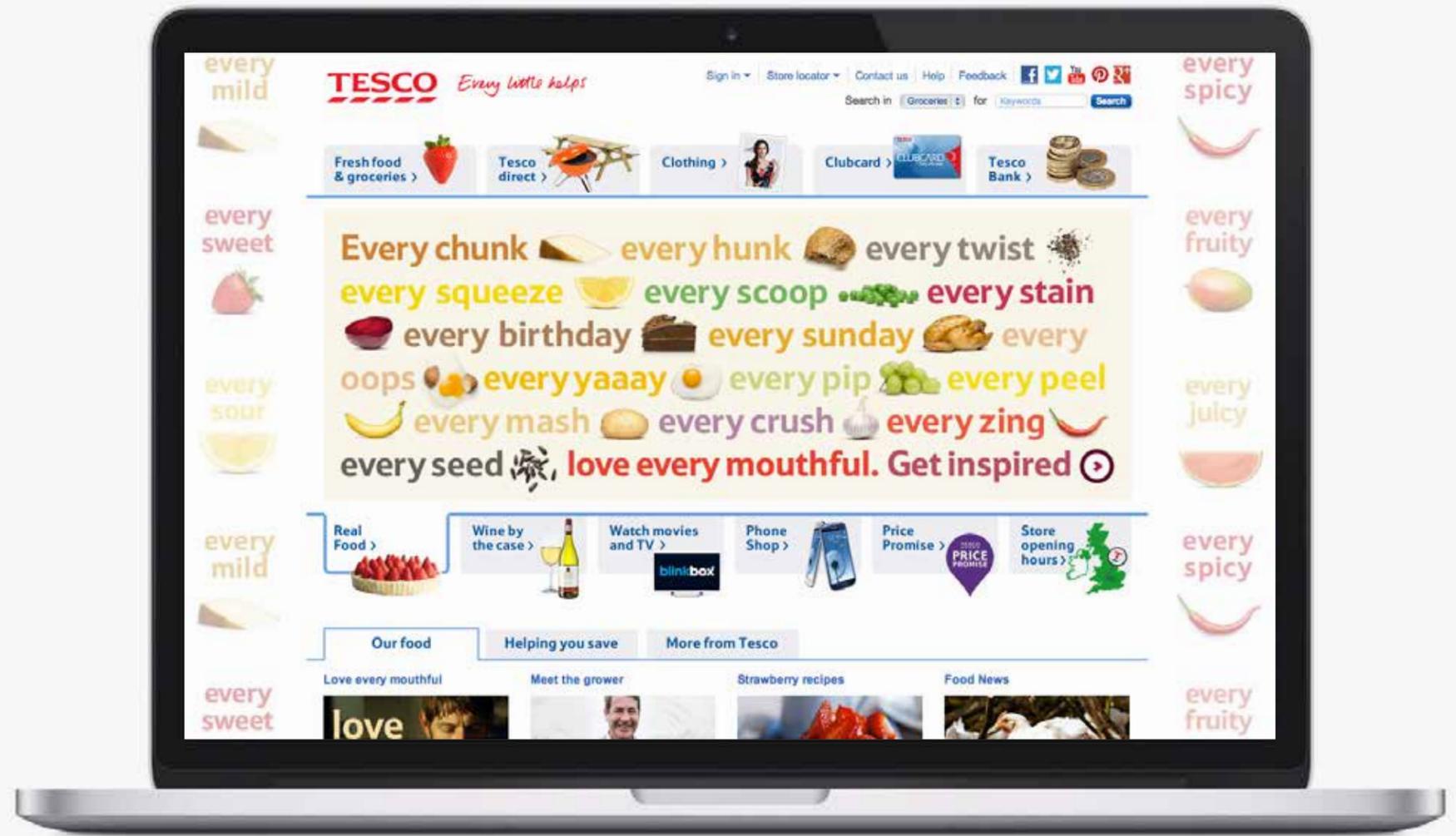
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## WEB OPS

My first position when I arrived at Tesco in 2013 was to head up the in-house Web Ops team, comprised of designers, front end web developers and trade managers responsible for the marketing content published to Tesco.com, Grocery Home Shopping and the Tesco Clubcard website.

This included flagship campaigns such as Love Every Mouthful (devised by agency Wieden+ Kennedy), seasonal events and social activation such as Race For Life in partnership with Cancer Research UK where we created bespoke hubs curating key content.



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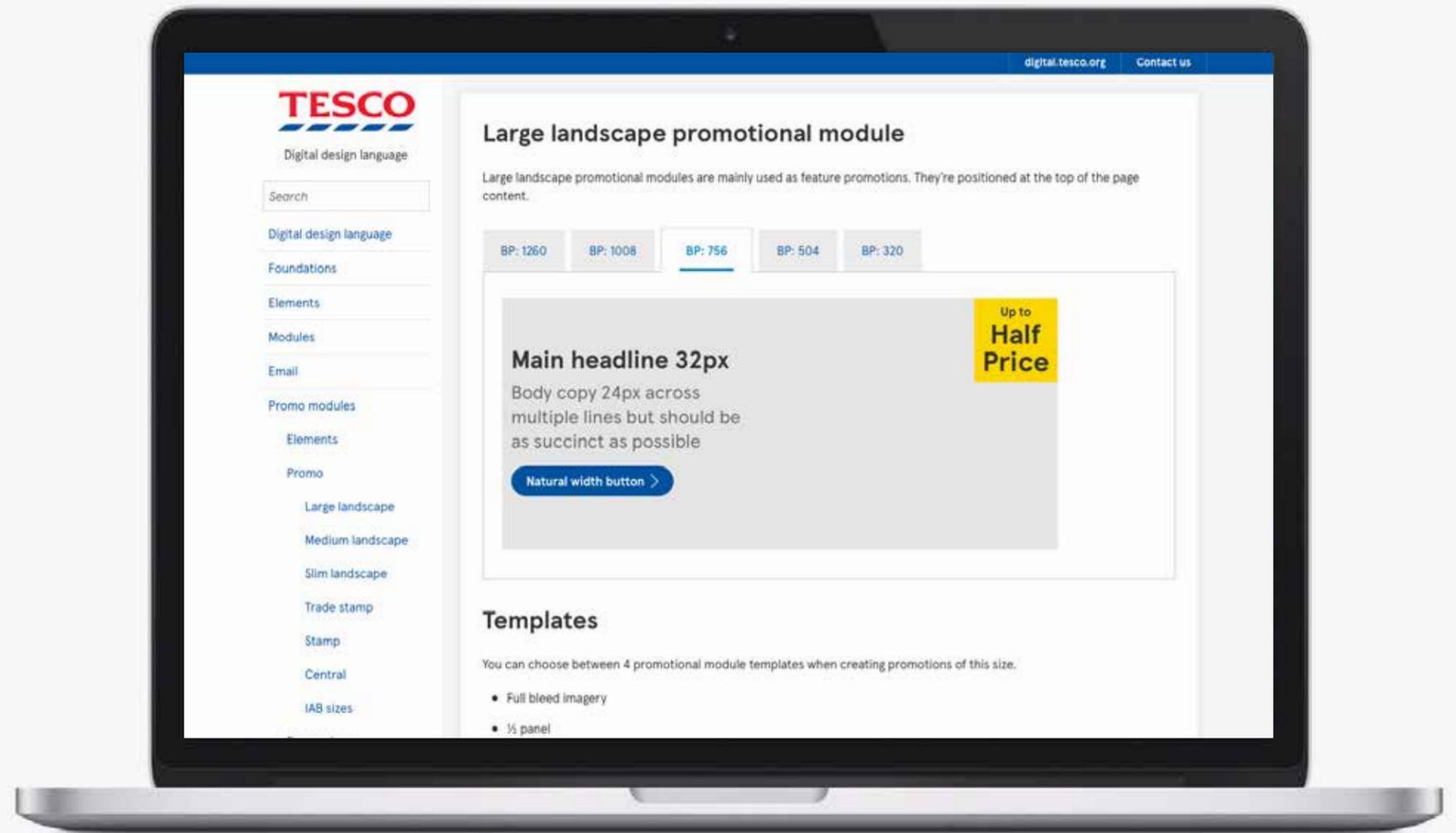
## DIGITAL DESIGN LANGUAGE (DDL)

One of the most important projects I have been involved in at Tesco is the creation of our Digital Design Language (the DDL).

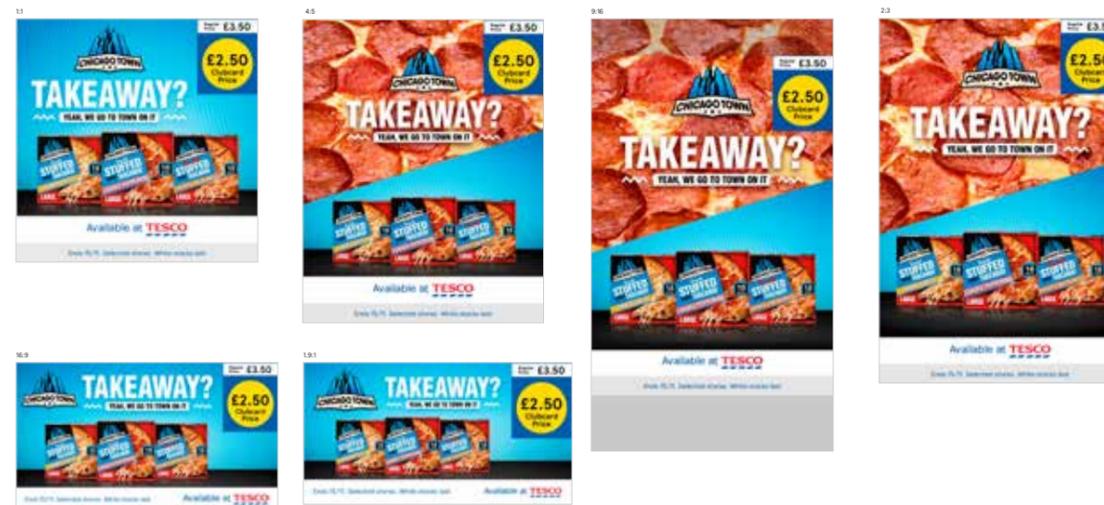
By 2015, Tesco had amassed in excess of 200 websites and 60 apps, each developed by independent teams working in silo, resulting in enormous disparity in visual execution.

Working closely with UX and UI specialists around the business, over the course of 18 months, we devised a robust and fully functional design framework, setting standards for common components such as type, buttons, iconography and colour.

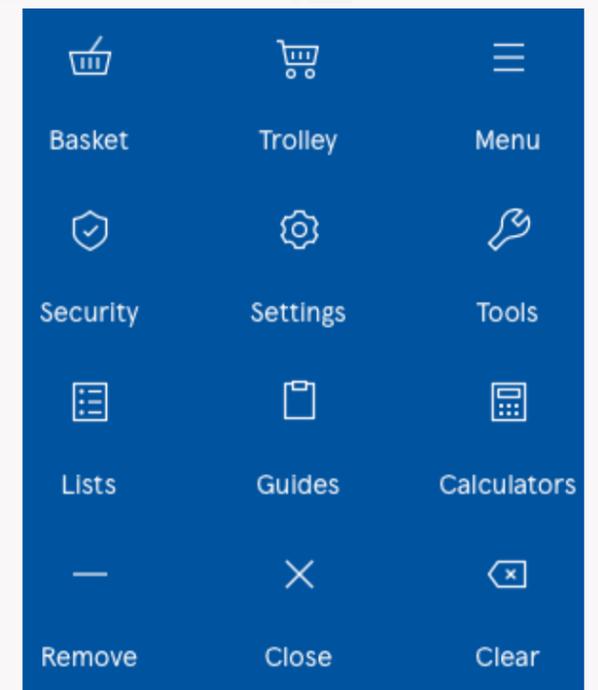
This was published to an online toolkit for all our digital properties to follow, ensuring brand consistency across Tesco's websites, emails, offsite media and apps.



### 4.6 What good looks like (Clubcard Prices tagged)



Note: Visual representation only - using placeholder assets



# easyGroup

Between 1999-2011 I worked at easyGroup, reporting to Stelios, the founder of easyJet.



Ultimately as Head of Design for the brand I played a central role in the development and launches of his numerous subsequent 'easy' ventures such as easyInternetcafé, easyHotel and easyCruise.

The following pages demonstrate the enormous range of sectors and media that we explored as a brand and my contribution to it as a designer.

My challenge throughout was to make it all look easy...



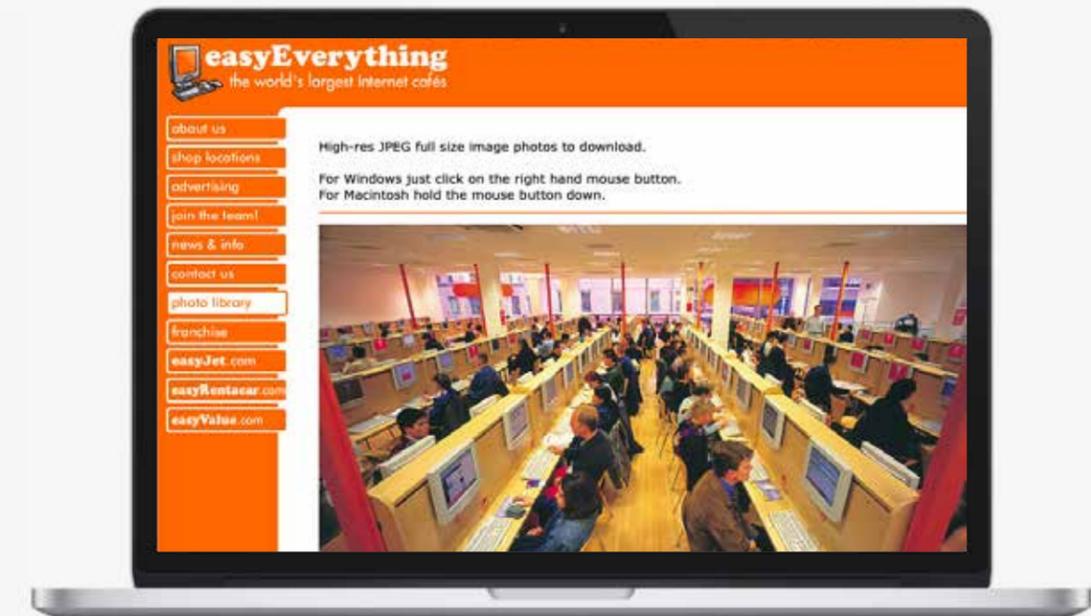
# easyEverything

## LONDON LAUNCH

Stelios' first new venture following the launch of easyJet was easyEverything, the chain of the world's largest Internet cafés.

Hired in 1999 initially as easyGroup's sole in-house designer, I was tasked with building the easyEverything.com website and developing a heavyweight outdoor and press campaign to launch our first London stores across the city.

The first easyEverything cybercafé opened its doors opposite Victoria Station in June 1999 and, offering high speed Internet access 24 hours a day for just £1 an hour. It immediately reached capacity with queues of hundreds of eager customers trailing round the block.



# easyEverything

## EUROPEAN STORES

The success of the London launch of easyEverything prompted the rapid expansion of the chain, firstly to Manchester, Edinburgh and Glasgow, and then into almost every major city in central Europe.

To support this rapid growth, I was required to recruit a small in-house design team to execute our launch campaigns in each location.

One aspect of the expansion that I particularly enjoyed was the opportunity to draft hand-drawn artists impressions of our new stores as we sought planning permission from the local authorities in each city.



# easyInternetCafé

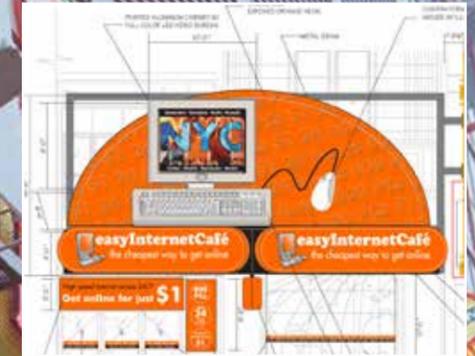
## NEW YORK LAUNCH

easyEverything's European cybercafés paled by comparison however with the opening in 2000 of our New York store in Times Square.

With over 800 PCs offering high speed broadband connectivity 24 hours a day for \$1 an hour, easyEverything immediately entered the Guinness Book of Records as the largest Internet café in the world.

Such a large store required a large presence and I was challenged with designing a heavyweight outdoor and press campaign across the city to support the launch.

Additionally I was briefed to design the store signage, requiring bright lights and animation in keeping with the neighbours in Times Square. Costing over half a million dollars to produce, this became my most expensive piece of work to date!



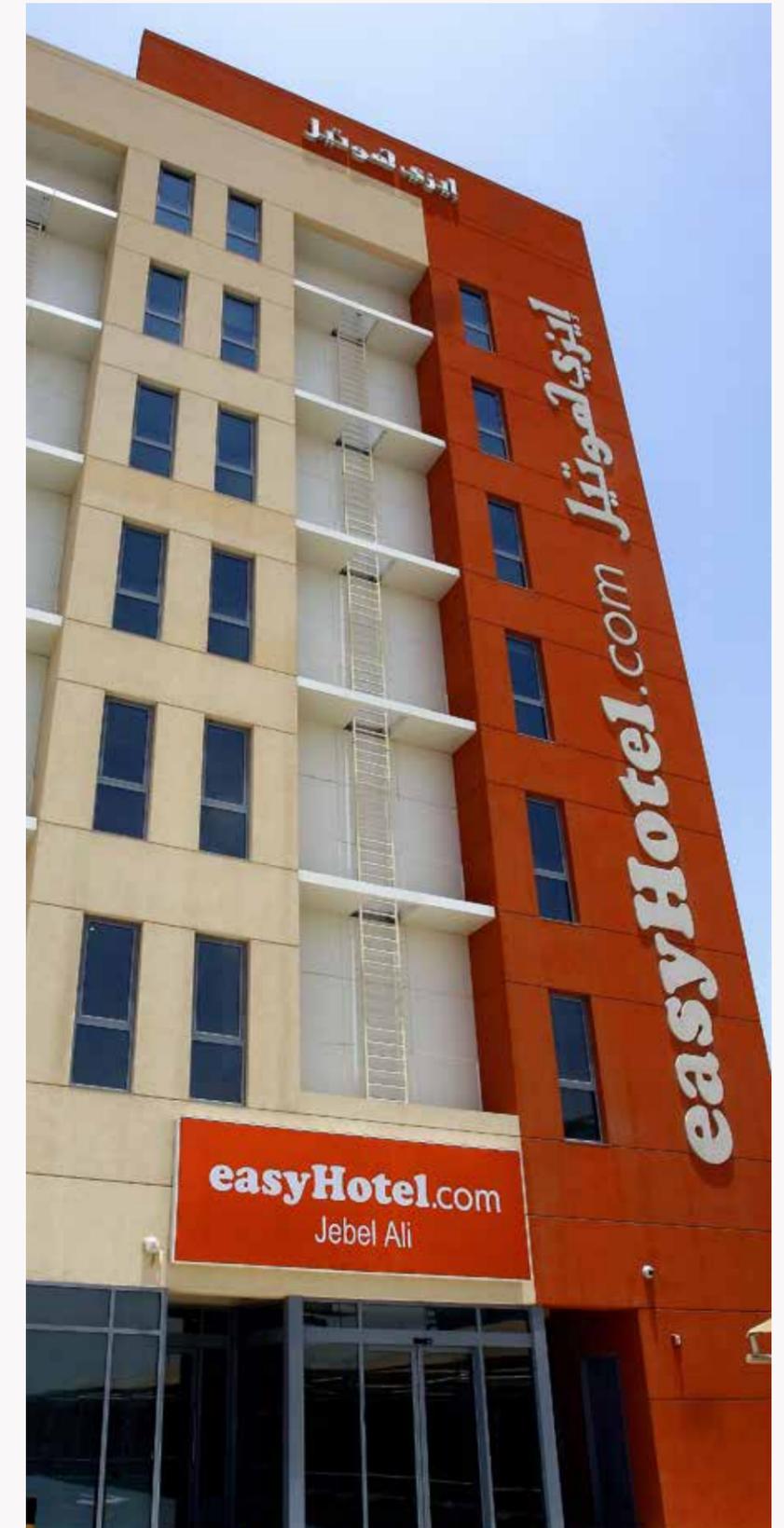
# easyHotel

## FRANCHISE EXPANSION

The next easy venture, easyHotel first opened its doors in 2005 with a number of Central London locations, offering great value, low cost accommodation.

The model proved popular and easyHotel became the first easy venture to expand through franchising, throughout Europe and to locations as far flung as Dubai.

I was responsible for supporting all aspects of easyHotel's design – from interior decoration to advertising. Latterly, as easyHotel's franchisees launched elsewhere, I provided consultancy to ensure their visual design was executed to meet our brand standards.



# easyBus

## “THE BACK END OF A BUS”

easyBus was a natural brand extension for Stelios, offering low cost transfers to-and-from the airports at which easyJet was operational.

I was responsible not only for the design of our press and outdoor advertising but also the bus livery itself.

I distinctly remember Stelios remarking that my work now officially ‘looked like the back end of a bus!’

...I never quite lived that down.



Take the easyBus to the airport

Book NOW to

**SAVE**

up to

**50%**

on October '10 to March '11 airport transfers

You can now book online from £2 single all the way up to March 2011

**BOOK EARLIER SAVE MORE**

**easyBus.co.uk**  
low cost airport transfers

Gatwick • Luton • Stansted 

Central London to/from the airport

MORE THAN 300,000 SEATS

just **£2**

Luton ✈ Stansted ✈



Gatwick ✈

**easyBus.co.uk**  
low cost airport transfers

24 HOUR SERVICES, EVERY 20 MINUTES 

We're painting  Gatwick Airport ...orange!

NOW to both Gatwick South & North Terminal to/from Earl's Court

from **£2**

**easyBus.co.uk**  
low cost airport transfers

24 HOUR SERVICES, EVERY 20 MINUTES 

# easyCruise

## REBRANDING

easyCruise first launched in 2006, offering tourists the opportunity to visit the French and Italian Riviera at low cost. However, the business initially struggled with no-frills brand connotations working against us.

As such, the following season the route relocated to the Greek islands and Stelios briefed me to rebrand the livery, toning down the orange (once unthinkable) in favour of a more premium look and feel.

The same styling was then applied to our marketing communications.



Discover Classical Greece by sea

**easyCruise**

See 3500 years of history ...in just 7 days!

2008/09

2008 Itinerary: 18.08 October - 2.09 Nov. 2009 Itinerary: 17.08 October - 01.09 November

2009 Itinerary: 14 February - 21.02.09

**SAVE UP TO 30%**

Your Classical Greece tour at a glance

Itinerary	Start	End	Price
1. Athens - Delphi - Mycenae	18.08	25.08	£126*
2. Athens - Delphi - Mycenae	18.08	25.08	£126*
3. Athens - Delphi - Mycenae	18.08	25.08	£126*
4. Athens - Delphi - Mycenae	18.08	25.08	£126*
5. Athens - Delphi - Mycenae	18.08	25.08	£126*
6. Athens - Delphi - Mycenae	18.08	25.08	£126*
7. Athens - Delphi - Mycenae	18.08	25.08	£126*
8. Athens - Delphi - Mycenae	18.08	25.08	£126*

**Classical Greece**  
7 nights from £126\*

Discover Classical Greece by sea

FRENCH RIVIERA

NICE AIRPORT

MONTÉ CARLO FRIDAY

NICE MONDAY

CANNES SATURDAY

ST-TROPEZ SUNDAY

easyCruise

Discover Classical Greece by sea



# easyMusic

## DIGITAL MUSIC REVOLUTION

easyGroup played it's part in the digital revolution in music, partnering with Wippit for the launch in 2007 of easyMusic.com, promising to undercut rival digital music stores with MP3 tracks from top artists available from as little as 25p each.

I was responsible for designing a print and digital display campaign to launch the service.



**FREE MP3S**

We are giving you **£5** towards your first album purchase at **easyMusic.com**.

**It's this simple...**

1. Logon to the Internet at **easyInternetcafé** (self-service Vending Machines in-store)
2. Go to **easyMusic.com/cafe**, create your account and you will instantly have a fiver credited to spend on any album of your choice. Albums start from just £4.95 so don't miss out!

\*Offer applies to album purchases at the following store only. Whilst users may purchase music at **easyMusic.com**, files cannot be downloaded in-store.

**@ easyInternetcafé**  
**9-16 Tottenham Court Road**

from Stelios & **easy.com**  
more value for less!

**1 DESTINY'S CHILD**  
Destiny's Child #1s

**FRANZ FERDINAND**  
Franz Ferdinand  
You Could Have Had It So Much Better

**MARIAH CAREY 'X' GREATEST HITS**  
Mariah Carey  
Greatest Hits

**OASIS**  
Oasis  
Don't Believe The Truth

## TOP ARTISTS



download from just **25p** per track @ **easyMusic.com**

## TOP ARTISTS at ROCK BOTTOM PRICES!!!



download from just **25p** per track @ **easyMusic.com**

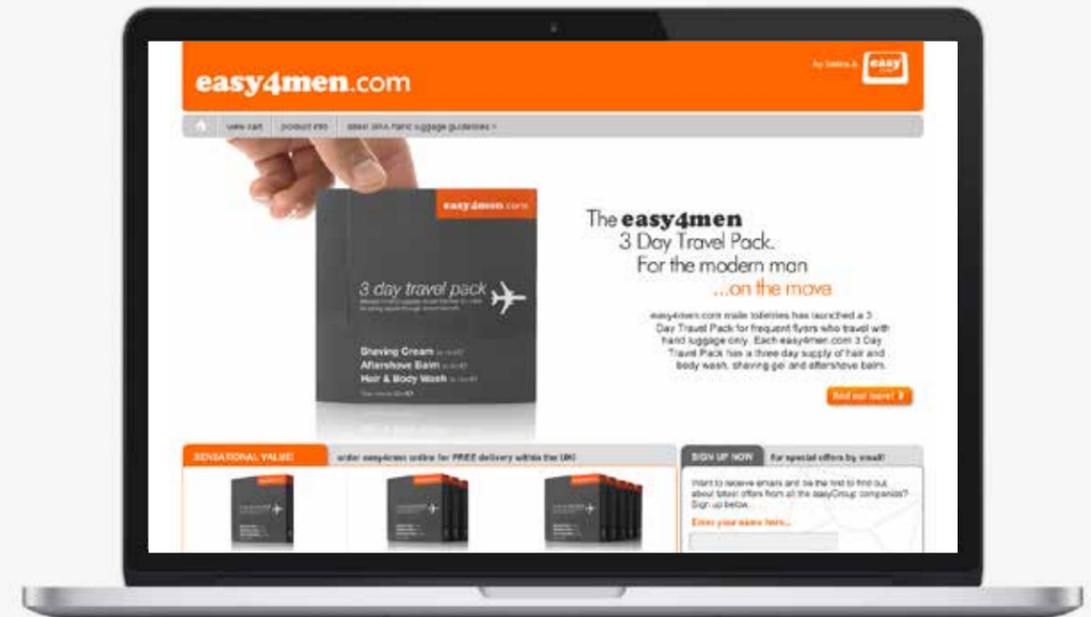
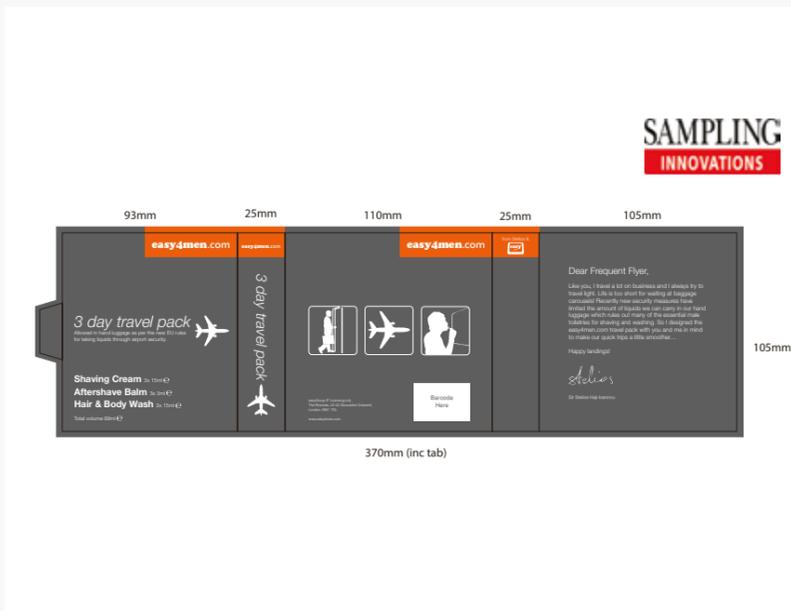
# easy4men

## PRODUCT DEVELOPMENT

One of easyGroup's most innovative ventures was our 2008 adventure into the world of men's toiletries with the development of easy4men.

Necessity breeds invention as they say and, following restrictions brought in following 9/11 meaning that only limited liquids could be brought onboard aircraft, Stelios hit upon the idea of creating a sachet pack containing shaving foam, hair and body wash, that would be permitted in hand luggage.

I was firstly briefed to design the packaging and then my first e-commerce website as the product was to be sold online and at Boots.



# easyOffice

## B2B COMMUNICATIONS

Another of easyGroup's successfully franchised businesses was easyOffice.co.uk, offering serviced office space throughout the UK.

To support the launch in 2009 my team and I were briefed with creating an ongoing B2B campaign, advertising the brand not only to clients but also to potential franchisees.



FROM STELIOS & [icon]

Serviced offices in the heart of  
**Glasgow**



Offices now available to rent from only **£99** per week (+VAT)

**BOOK NOW!**

☎ 0141 206 5300  
Lines open 9am-5pm daily, or book online @

**easyOffice.co.uk**

from Stelios & [icon]

Flexible office solutions in  
**Canary Wharf**  
South Quay

Rent from only **£89** per week (+VAT)



**HURRY! BOOKING NOW!**

☎ 020 7536 8669  
Lines open 9am-5pm daily, or book online @

**easyOffice.co.uk**

from Stelios & [icon]

An **unbeatable** place to do business...



easyOffice, Angel House,  
225 Marsh Wall, London, E14 9FW

Stelios says...  
"Looking for affordable office space at the heart of London's financial centre? ...No problem."



- rooms available for individuals or groups
- flexible terms from as little as **£89 a week\***
- newly refurbished offices
- broadband internet access
- portable flexible phone deals
- meeting room hire

**DON'T DELAY! BOOK ONLINE TODAY!**

**easyOffice.co.uk**

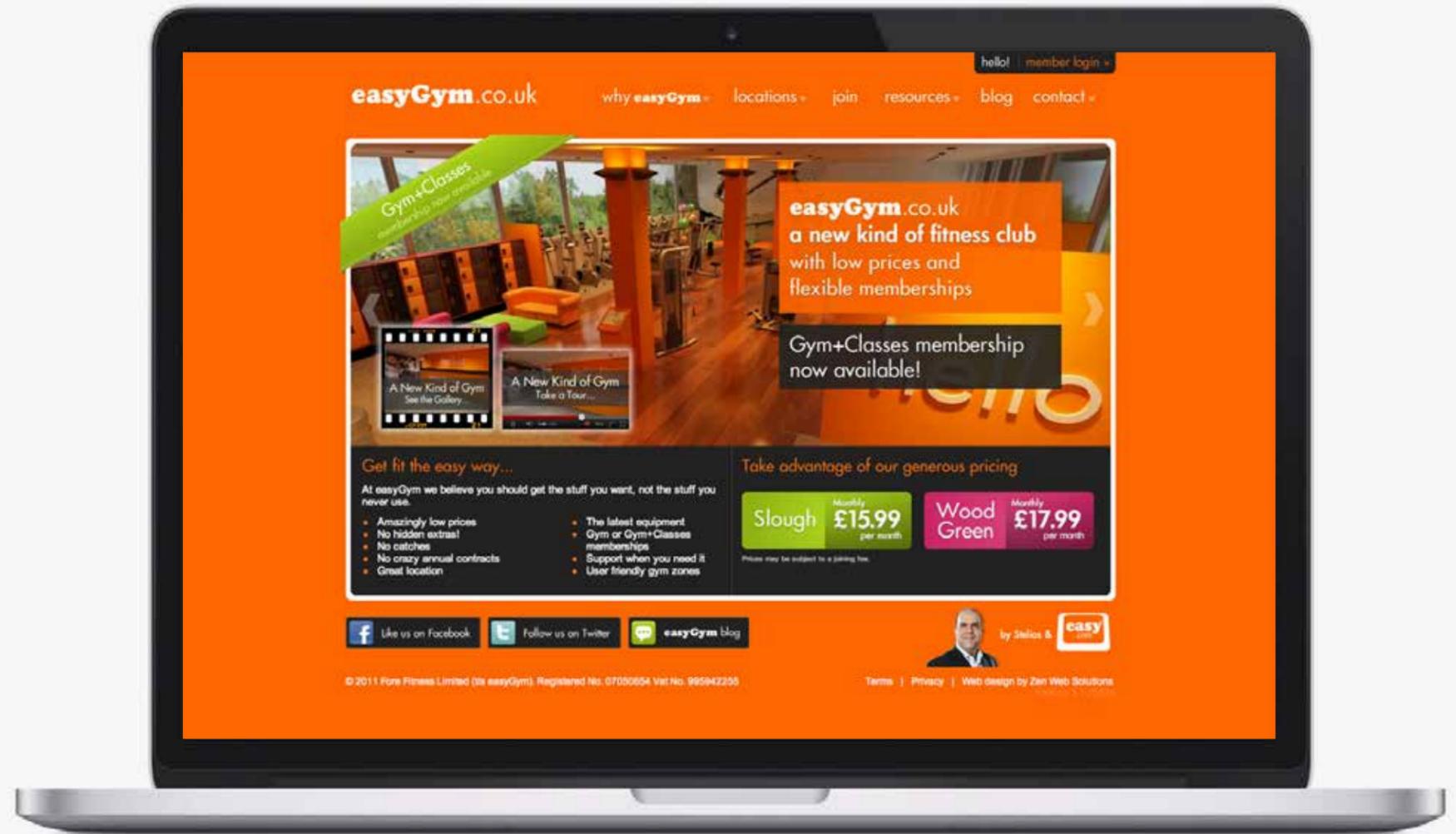
**GR&DESIGN**

# easyGym

## BRAND CONSULTANCY

Latterly, easyGroup became more active in brand licensing – with startups often seeking to leverage the ‘easy’ name and our reputation for great value to energise their business. Such was the case with easyGym which launched in 2011.

As easyGroup's Head of Design, I was tasked with overseeing our licensees' visual representation of the business, ensuring that their communications met our standards.



GR&  
DESIGN

# easyGroup

## WRITING THE RULEBOOK

As easyGroup's business model pivoted towards growth through franchisees and licensees, one of my core projects was to develop, publish and maintain the easyGroup brand manual and the easy.com website – the portal for the brand.

The easyGroup brand manual was first published in 2005 and afforded me in-depth experience in developing the values and components that visually and thematically represent a brand.

## the portal logo

The portal logo is at the heart of all group communication aimed at the consumer. Designed in the shape of a button this logo is the consumer-facing brand which represents all of the online easy businesses.

When using the .com suffix it always appears in the Futura typeface. This is included on the website of all easy businesses. It is mandated by the Brand Licence. It helps consumers: it shows this is an authentic legitimate easy business and it helps them find the website using search engines.

As a brand standard, all **easyGroup** brand licensees are required to include the legend 'by Stelios & **easy.com**' on their website homepage. We strongly recommend this is placed in the header, top right.



**the exclusion zone**  
The logo must be surrounded with a clear area around it where a line from other graphics cannot be seen. This area is known as the exclusion zone.

**written style**  
It must be written in the Futura typeface and should always appear in the brand colour.

**the minimum size**  
The logo must always be clearly legible.

**colours**  
The logo should always be white on a dark background. It should not be used on a white background. It should only appear in black or white text only when white text is used on a dark background.



p18/38  
last revised: July 2010

section 1 about us

section 2 our visual identity

section 3 examples



The **easyGroup** Brand Manual

### typefaces

**the brand font**  
The Cooper Black font has played an important part in building the easy brand. Its bold, confident and distinct appearance has made it recognizable and associated with easy. Its soft friendly curves have given it a warm personality in the easy business. Note the Cooper Black font should only be used for the business name. No shading or outlines should be used around the business name.

Futura creates the perfect balance as the communication font. It is clean and contemporary. It has features.

### Fontset Black

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  
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  
1 2 3 4 5 6 7 8 9 0 ! , ; ' : " & \* % ^ & # \$ %

### Fontset Bold

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  
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  
1 2 3 4 5 6 7 8 9 0 ! , ; ' : " & \* % ^ & # \$ %

### Fontset Thin

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  
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  
1 2 3 4 5 6 7 8 9 0 ! , ; ' : " & \* % ^ & # \$ %

### Fontset Light

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  
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  
1 2 3 4 5 6 7 8 9 0 ! , ; ' : " & \* % ^ & # \$ %

### colours

**the primary colour**

Orange is one of our greatest distinguishing features. It is an essential part of our brand identity and heritage.

Combined with white, black and dark grey a distinct style is created which is both simple to use and powerful through its simplicity.

values for all media applications



# Contract & Freelance

After 12 years at the heart of one of Europe's best known brands, in 2012 I took the big leap into self-employment and went solo to become a Design & Creative Consultant.

Whilst I had greatly enjoyed my time at easyGroup, I felt the time was right to spread my wings and try working with other colours!

It turned out to be one of the best decisions I ever made and, over the next 18 months or so, I had the opportunity to work on a wide array of projects for clients ranging from household-name brands to startup ventures.

It was an exciting experience and the following pages cover just a few highlights...





PORSCHE

## LAUNCH EVENT

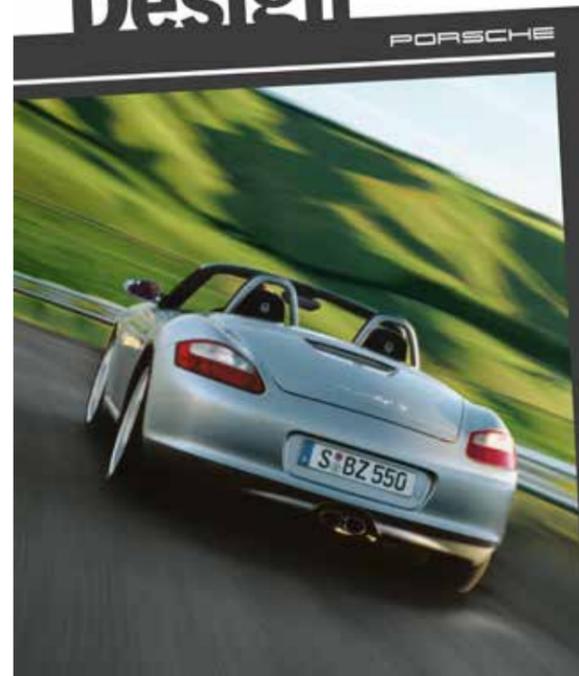
At Brainstorm Communications based in Buckinghamshire in 2012, I was firstly contracted to design and develop experiential materials for their UK launch in Birmingham of their new Boxster 505 range.

A fantastic opportunity to shift gears from the world of low cost enterprise to work on a truly premium brand.

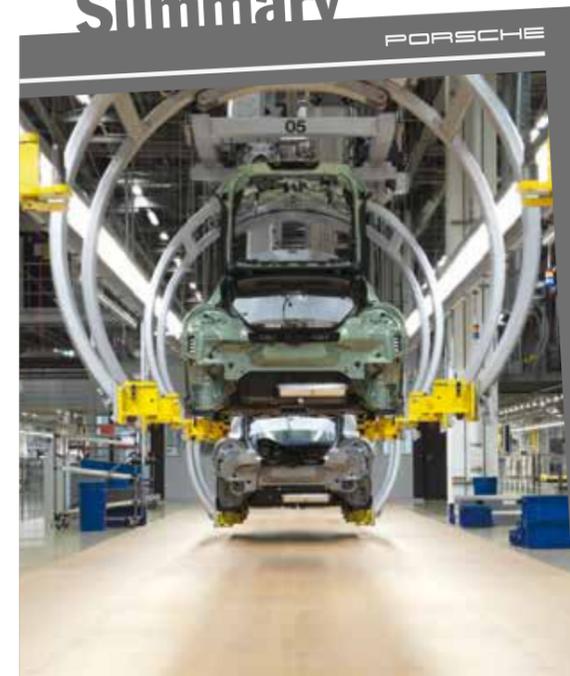
**GR&  
DESIGN**



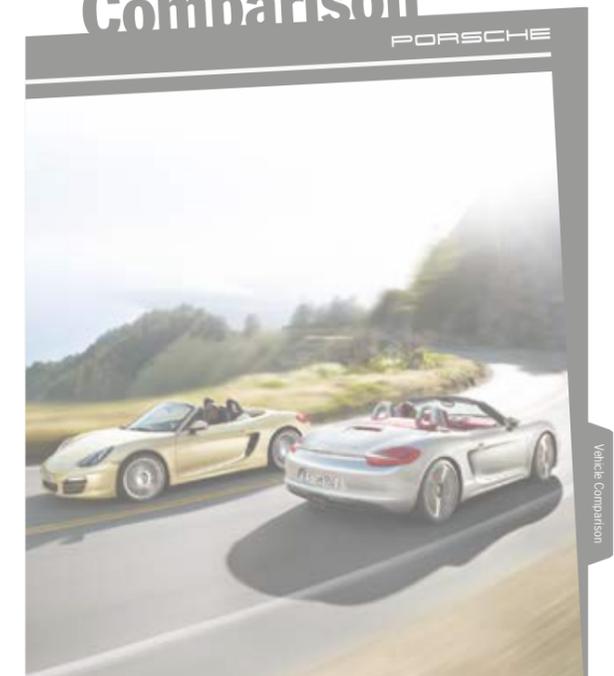
## Design



## Workshop Summary



## Vehicle Comparison

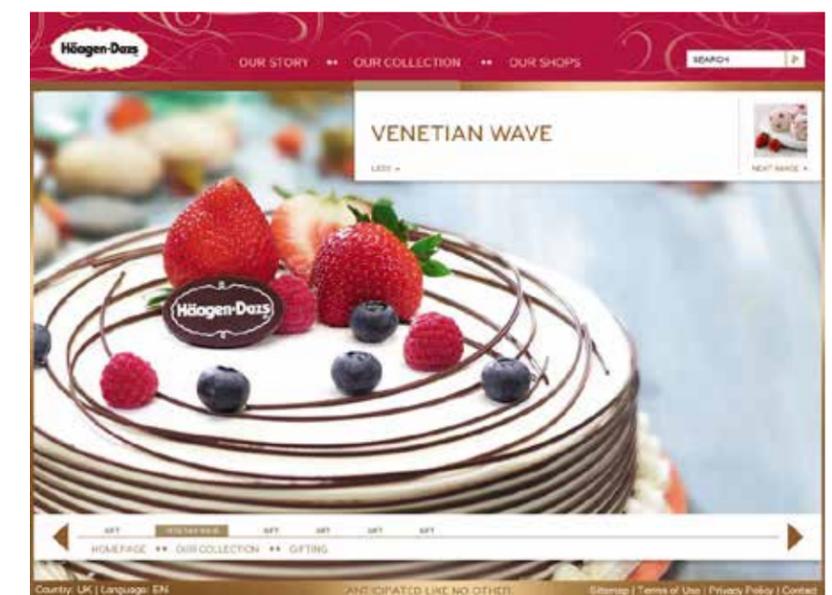
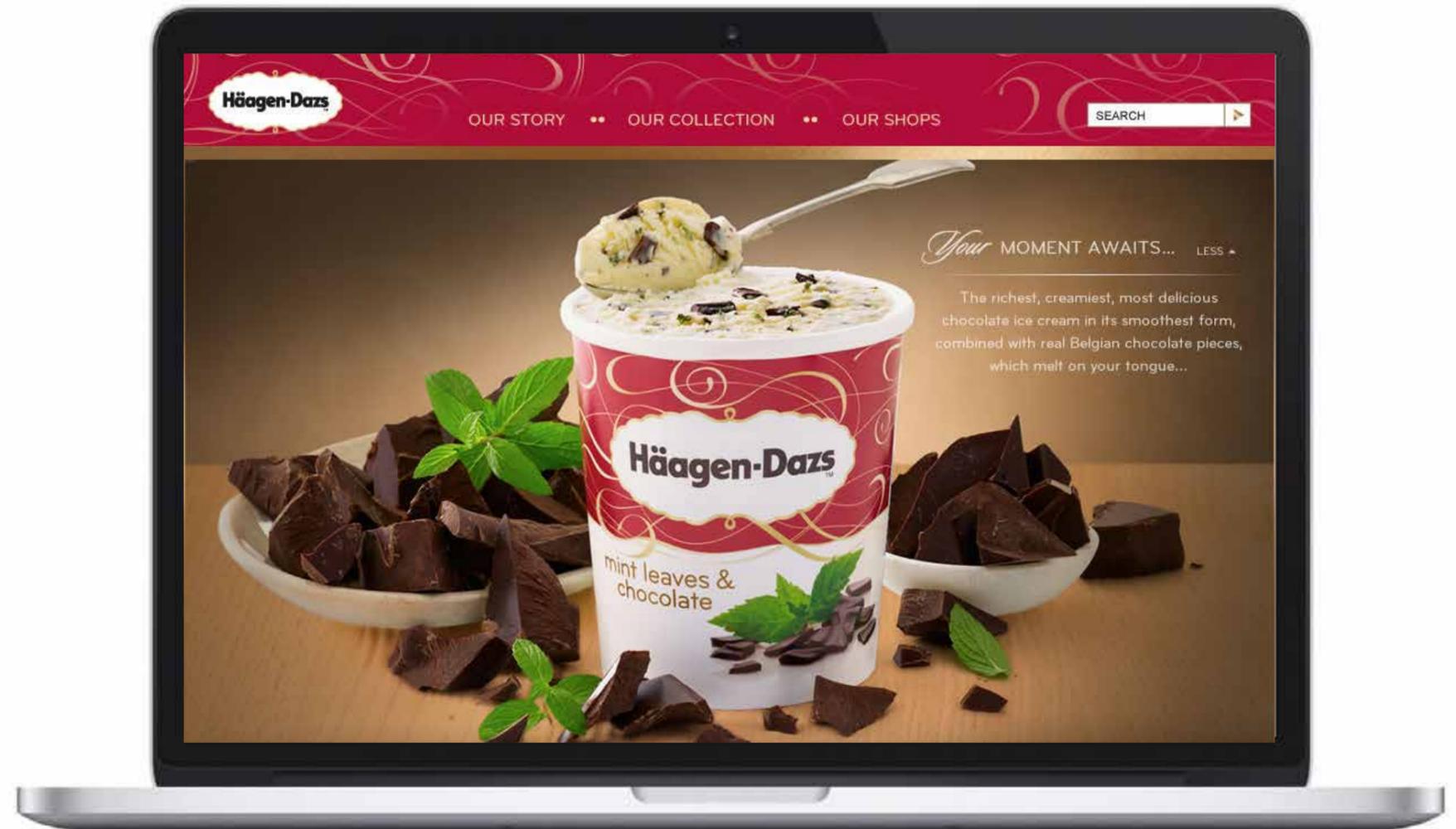




## UX DESIGN

Still at Brainstorm Communications, I switched accounts to help develop the redesign of the Häagen-Dazs global corporate website.

Focusing primarily on user-journeys the project gave me valuable hands-on UX experience and allowed me to use some of the tastiest photography I had ever worked with!



GR&  
DESIGN

# WHITBREAD

## BREWER'S FAYRE

Later in 2012, I was contracted by BBH at their Milton Keynes Studio to help develop local marketing creative for clients from their Whitbread account, such as Brewers Fayre.



**COMING  
SOON**

brewersfayre.co.uk

**Brewers Fayre  
XXX**

**Come and preview  
a NEW buffet  
experience.  
The food's on us!\***

We're training hard to prepare for our grand opening, and we'd like to invite you to come and tuck into our generous buffet, free of charge!

You'll be helping us test our restaurant to its limits so we can make sure everything's perfect by the time we officially open. We're sure you'll find something for everyone, and it's all you can eat too. You'll only need to pay for your drinks.

We're holding an exclusive preview event on \_\_\_\_\_  
at \_\_\_\_\_

Demand will be high, so it's essential that you book your place to attend. Just email your details to [xxx@whitbread.com](mailto:xxx@whitbread.com) or call 07956 310177, and we'll confirm your reservation.

We look forward to welcoming you to Buffet Place soon!

brewersfayre.co.uk



# WHITBREAD

## BEEFEATER GRILL

With BBH I was also tasked with helping develop Point Of Sale materials for Beefeater Grill, one of the many Whitbread brands.

**REWARDS  
WITH MORE  
BITE**



**EAT OUT, COLLECT POINTS  
ENJOY THE REWARDS**

[beefeatergrill.co.uk/rewardclub](http://beefeatergrill.co.uk/rewardclub)

Terms and conditions apply. Please see in restaurant for details.

**FREE BOTTLE OF  
SPARKLING ROSÉ\***

When you book our Celebration Menu before 19th November 2012  
For every 6 guests, when dining from our Festive Celebration Menu  
between 20th November and 13th December

**BOOKINGS NOW BEING TAKEN**



\*Terms and conditions apply. Please see reverse for details.

**REWARDS  
WITH MORE  
BITE**



**EAT OUT, COLLECT POINTS  
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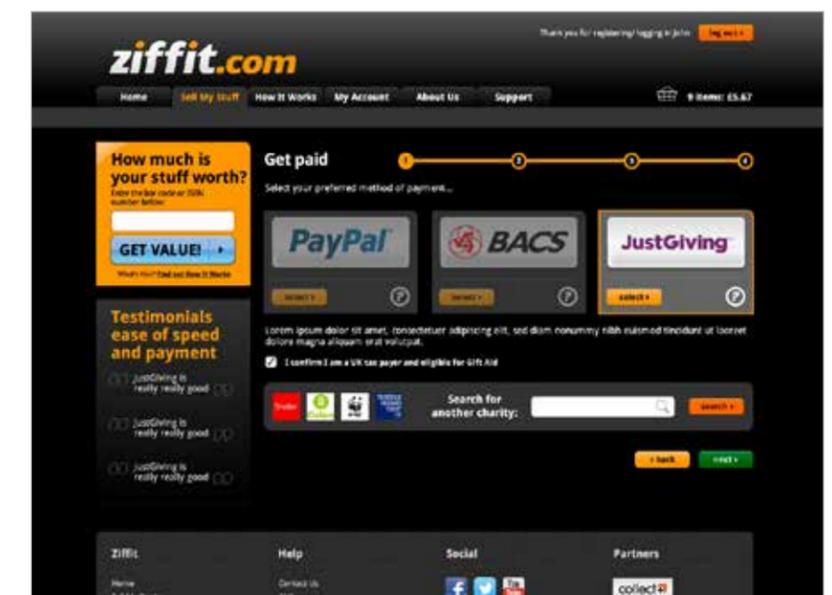
Terms and conditions apply. Please see in restaurant for details.

# ziffit.com

## BRANDING A STARTUP

Ziffit.com was launched in 2013 by World Of Books and incentivises customers to trade in their unwanted books, games, DVDs and CDs for cash.

I was contracted directly to devise the brand identity and design the front end for their new e-commerce site.



GR&  
DESIGN

# Making music

Alongside my day job, for over 30 years I have banged the drums.

In that time I have played in quite a few bands, performing hundreds of gigs up and down the country at music venues and festivals, and have released several independent albums.

As a designer, I often end up lending my skills to the groups I play with, creating logos, websites, album sleeves and promotional materials.

The following pages are something of a labour of love...

**GR&  
DESIGN**



# COLVEX

I am a founding member of Colvex, a three piece alternative rock band that plays powerful original material across a variety of styles.

In 2012 we released our self-titled debut album worldwide via Apple Music, Amazon and Spotify. This was followed up in 2017 with the release of our Last Man Standing EP along with an accompanying music video.

Throughout my time with the band I have been responsible for the design of all our sleeve artwork and promotional materials for our live shows at venues and festivals across the country.

**GR&  
DESIGN**





Latterly, since 2016 I have played drums for 80s covers band, Six Go Mad with whom I regularly perform at clubs, pubs festivals and social functions... it's tremendous fun.

Again, I designed the band logo and our new website.



**GR&  
DESIGN**

# THE SECRETS

My first serious band The Secrets formed in the mid 1990s and to say that it became an obsession would be putting it mildly.

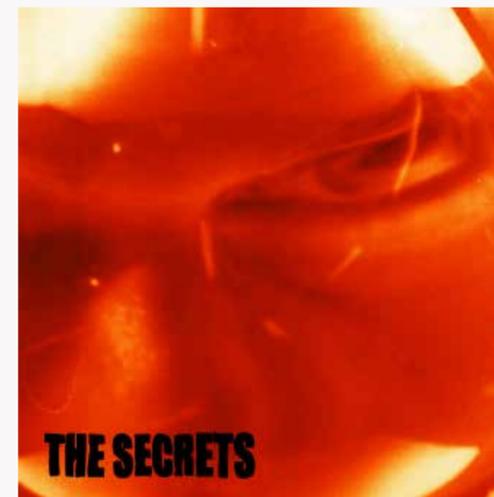
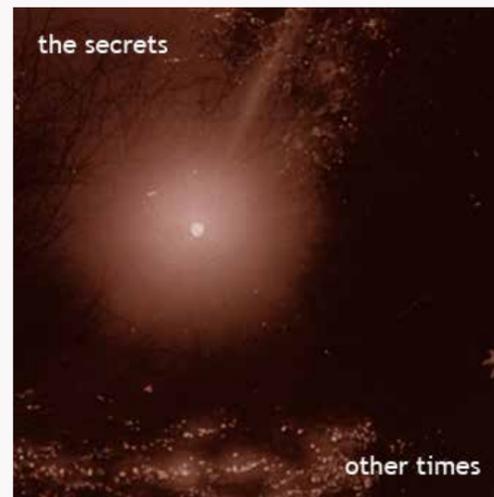
We wrote, recorded and performed relentlessly at college bars, music venues and festivals. In the short space of just six years we self-produced and released three independent albums.

I designed our album sleeves and the band also gave me my first experience in designing websites.

However, for all the dedication and effort, we only ever managed to achieve local success and in 2000 we decided to call it a day.

It was fun while it lasted...

**GR&  
DESIGN**



# Drawing & Painting

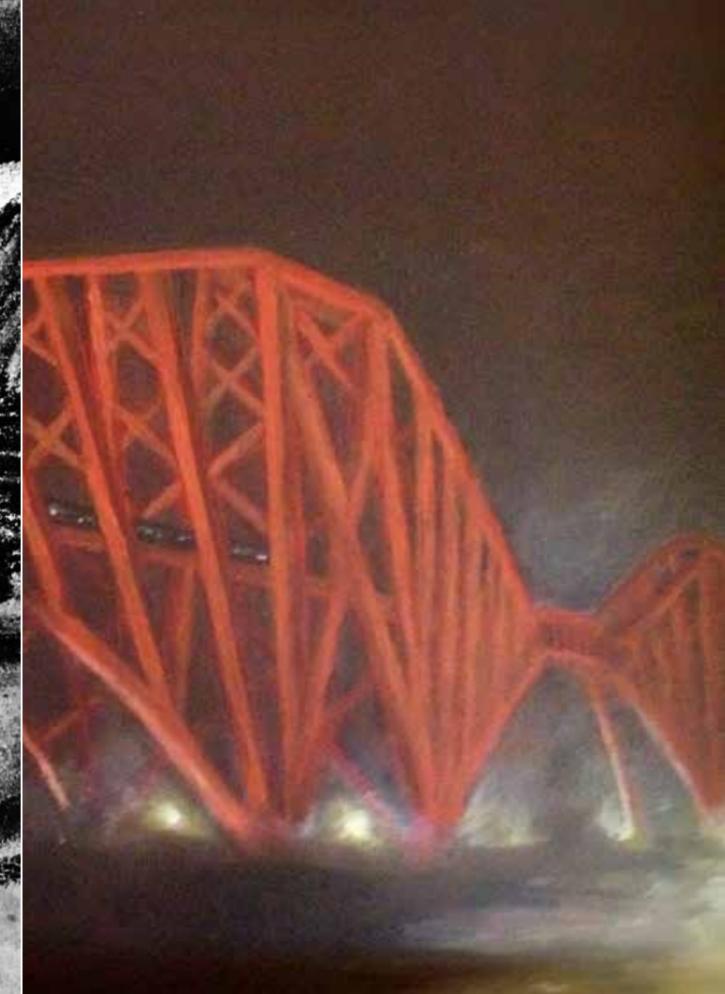
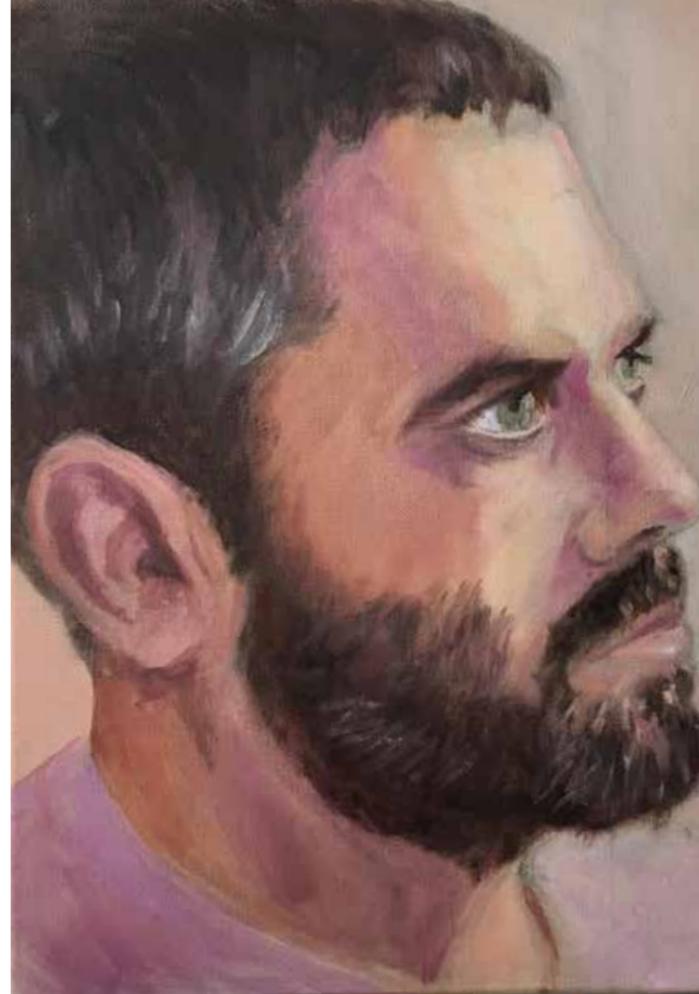
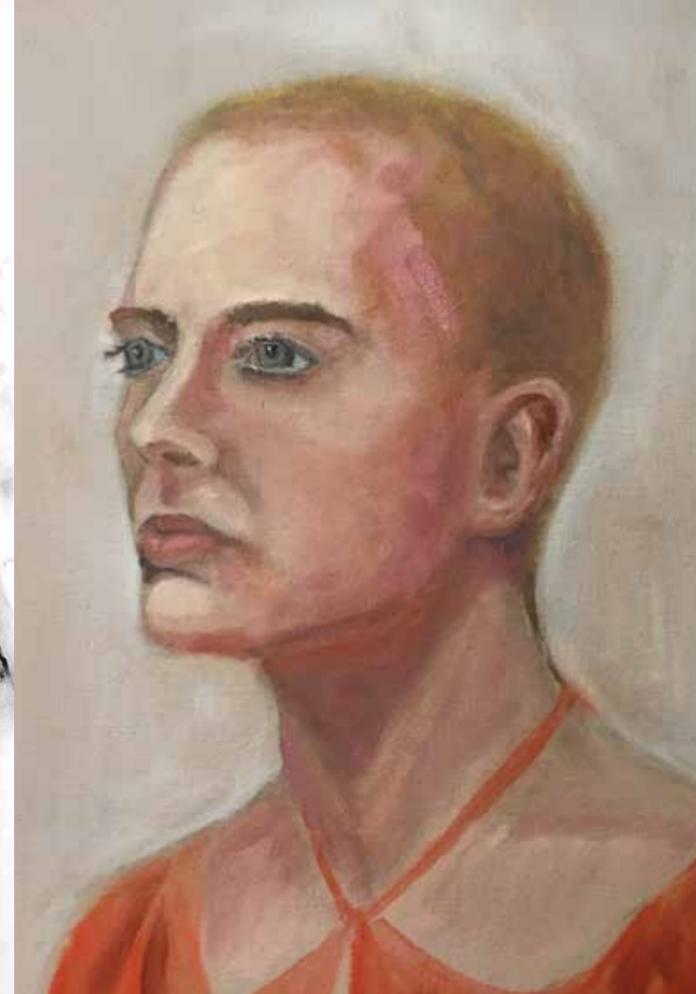
Behind everything, my one lifelong passion has been creating art.

Since childhood I have drawn and painted and by the time I left school, the only place I wanted to be was at art college, and in 1992 I was lucky enough to be accepted at Central Saint Martins College of Art & Design.

There I found drawing to be my doorway into the world of design and from there I moved onto the University of Hertfordshire to gain my degree in Imagemaking & Design.

I still dabble to this day, occasionally attending courses and evening classes to keep my hand in and improve my technique.

When all else fails, a pencil and paper work just fine...



# Contact

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**Call** +44 (0)7740 039235

**GR&  
DESIGN**

