

David Moseley

Creative Director at **formal name** ltd

Portfolio 2021

All works designed or directed by myself unless otherwise stated

Identity & Communication Design

A collection of projects focusing on branding and graphics

Brand Identity Design

Client: SYNC

© Sebastian Conran Associates

Working with new gym start-up SYNC, we developed a unique identity design for use in the launch of the new brand. Starting from the ground up, from naming, advising on the gyms offering, fit-out and working in support of its launch later this year, we were able to gain a fantastic experience in creating a brand from scratch.

After the inception of SYNC, Dame Jessica Ennis Hill was brought into the company to lend her expertise and voice to the brand, shaping the design of the classes and credentials in a competitive market.



SYNC



Brand Refresh & Signage Design

Client: Wiston Estate

© Sebastian Conran Associates

Working with the multi-award winning, family owned Wiston Estate to develop their product and brand strategy for roll out with the construction of their new winery. After numerous site visits we were able to get an idea of the wineries direction and worked closely with the client to elevate their brand. We developed the wine labels created by Stranger & Stranger and created a new brand colour palette and typography hierarchy for use in signage across the winery and estate grounds.



Sebastian Conran Gifu Collection

Branding & Communications

Client: Gifu Prefecture

© Sebastian Conran Associates

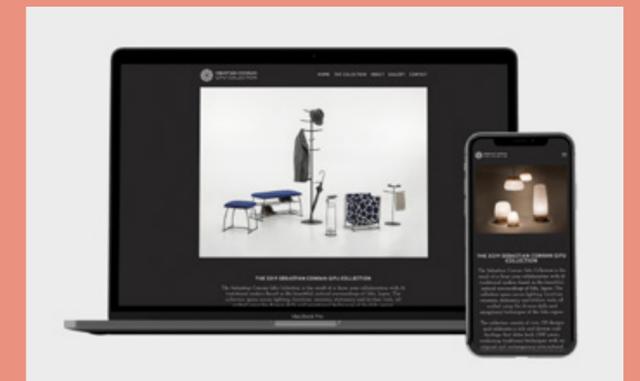
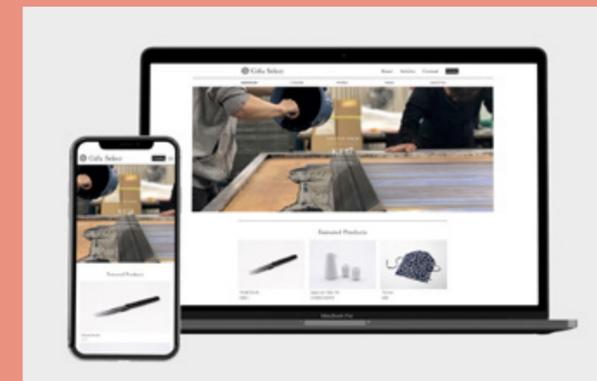
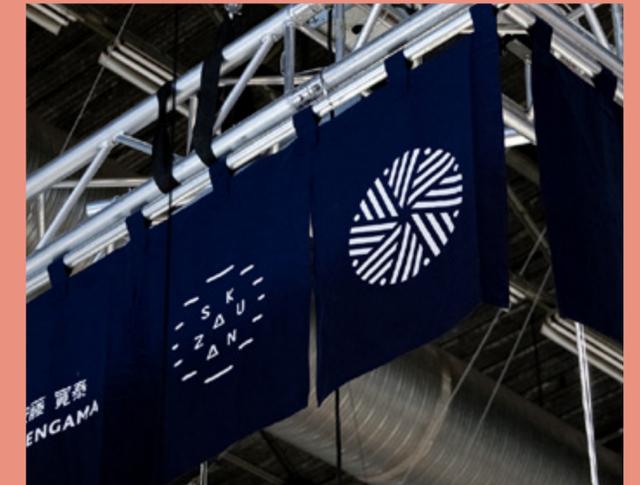
The Gifu Collection is a range of products we developed with a number of artisan manufacturers from the Gifu Prefecture in Japan, for sale in the Western market. The project spanned 3 years, involved numerous visits to the Prefecture and working with over 15 individual makers.

As well as the product development we handled every detail of the collections' graphic implementation. This ranged from product branding, producing catalogues for each year's launch at Maison & Objet and outlining the product photography for over 150 individual designs, as well as the design of their packaging. SCA worked with each of the makers to ensure a coherent visual identity tied the collection together.

We built a Squarespace for the collection: sebastianconran-gifu.com

And developed the design of an e-commerce platform for a group of the makers.

gifu-select.com





Oboeru collection

Client: Kaminoshigoto

© Sebastian Conran Associates

As part of the Sebastian Conran Gifu Collection we worked with Japanese washi paper specialists Kaminoshigoto on a range of stationary.

The collection features Mino Washi papers, greetings cards and screen-printed notebooks, combined with traditional binding techniques and gold leafing. Designers always carry notebooks, and Japan is filled with inspiring observations, insights and memories that quickly fill them with amusing words and etiquette.

The Japanese language itself is beautiful, even if you don't understand the meaning of its illustrative characters or birdsong-like sound and rhythm.



Albion Café

Brand Strategy

Client: Albion Café

© Sebastian Conran Associates

We developed new brand guidelines, logotype and colour palette for the Albion café chain before the opening of a new restaurant in Clerkenwell. Taking inspiration from hand painted signage, our approach was to create a contemporary brand appearance which gives a nod to the traditional British offering of the restaurant.



COLOUR REFERENCES

BS 0-006
Post Office Red

CUSTOM
Blue-Grey

BS 8-088
Wedgewood Blue

08 B 15
Magnolia (50%)

COLOUR SWATCHES

PANTONE 7623C
Post Office Red

PANTONE 7545 C
Air Force Blue

PANTONE 7695 C
Wedgewood Blue

R:248 G:243 B:23 5
Chalk



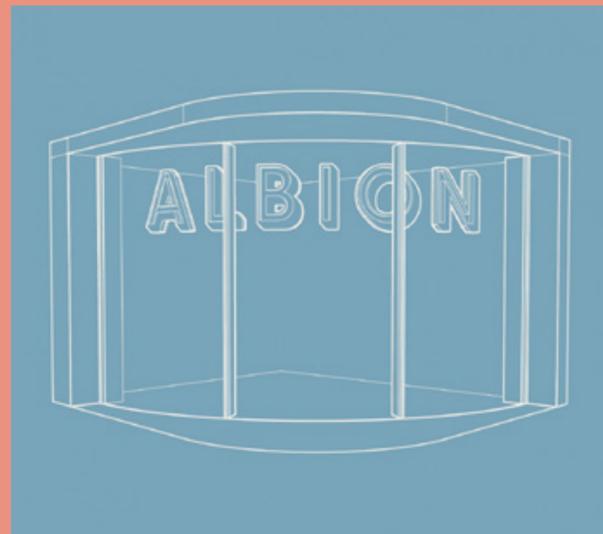
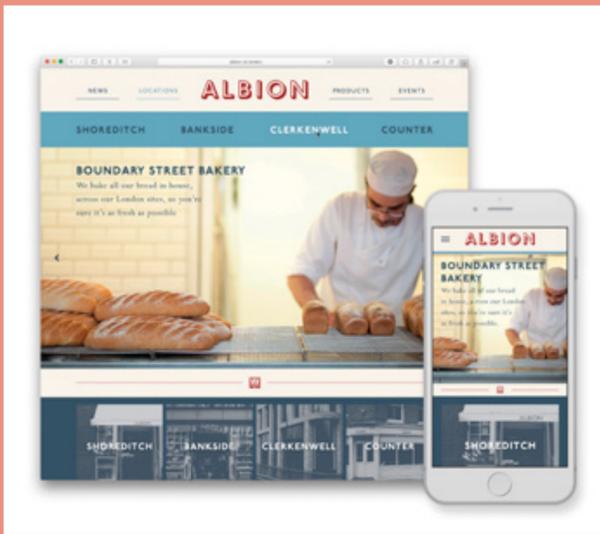
SMALL
for use <50 mm



MEDIUM
for use >50 mm



LARGE
for use >100 mm



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Albion



Brand Strategy

© Sebastian Conran Associates

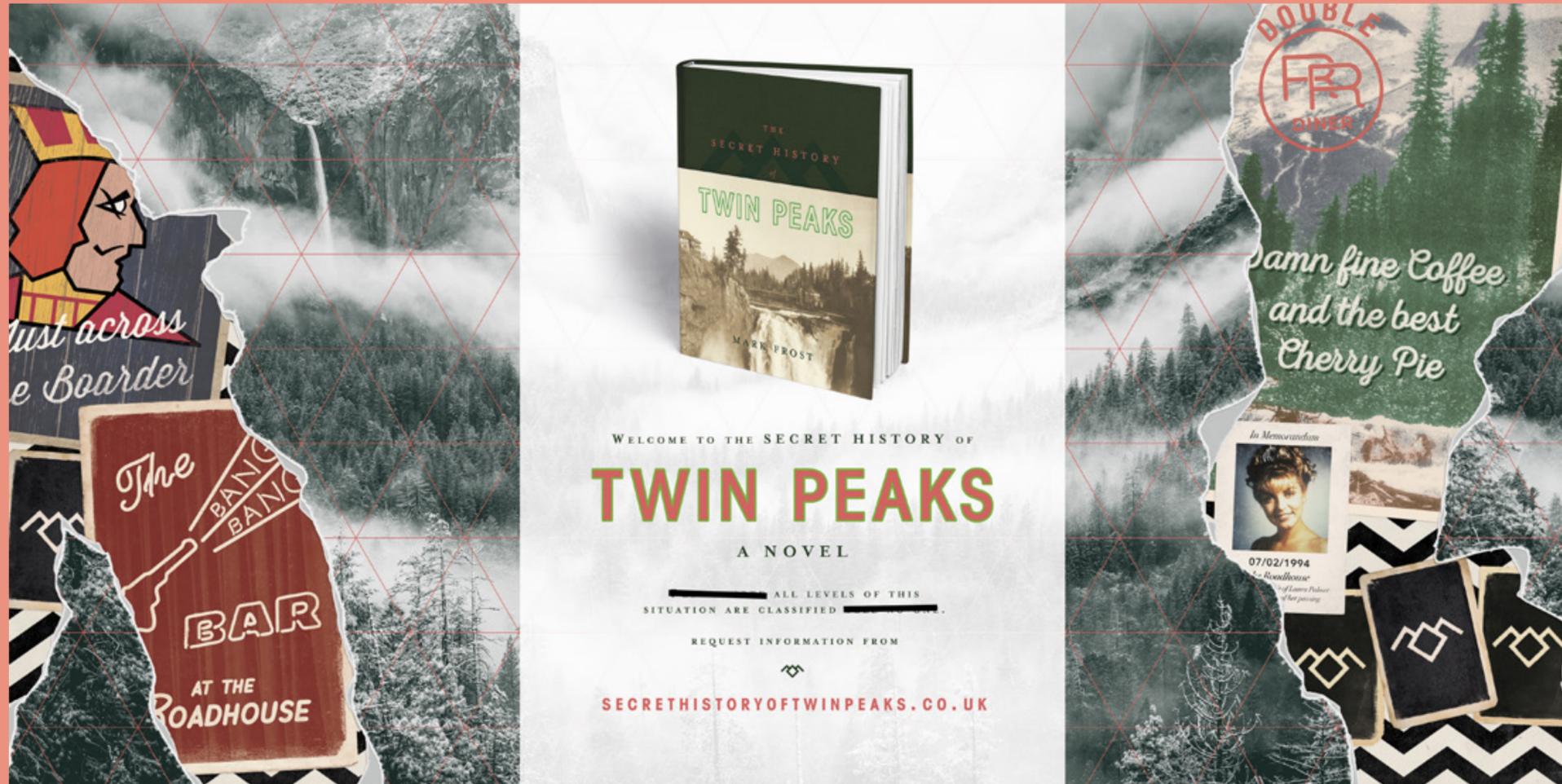
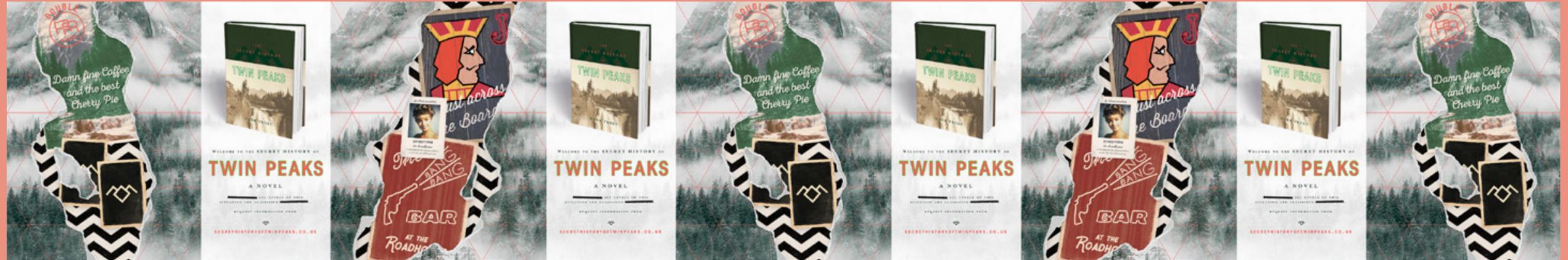
© David Moseley

The Secret History of Twin Peaks

Billboard Design

Client: Pan Macmillan

To promote the launch of Mark Frost's book *The Secret History of Twin Peaks*, I worked with Pan Macmillan, creating billboard designs for use across London. I created original artwork inspired by the show and mixed it with aesthetics in keeping with the style of the book.





Adverts

Print, Digital & Social

Client: Pan Macmillan

I've worked on a great number of Ads for Pan Macmillan, some simple social cards formatted for use across different platforms. Also animated digital ads for the Guardian online, as well as traditional print adverts which have been run in the Saturday Times.



'SUPPLE AND SAD AND ODDLY COMPASSIONATE TOO; HIS MOST FULLY REALISED WORK IN MORE THAN A DECADE' GUARDIAN 'REMINDS US OF MR. DELILLO'S ALMOST DAY-GLO POWERS AS A WRITER AND HIS UNDERSTANDING OF THE STRANGE, CONTORTED SHAPES THAT ETERNAL HUMAN CONCERNS CAN TAKE IN THE NEW MILLENNIUM' NEW YORK TIMES 'DELILLO'S LIFE'S MACHINERY IS A CHRONICLE OF URBAN RECEP-TIVE SILENCE' WASHINGTON POST 'A TERRIFICALLY FUNNY NOVEL' WALL STREET JOURNAL

ZERO K
DON DELILLO

SPARE ELOQUENCE AND THE COSMIC DEPRESSION UNDERLYING IT MAKES THIS EMPTIEST OF NOVELS A RICH READING EXPERIENCE' THE TIMES 'CERTAINLY NOT TO BE MISSED' GQ 'DELILLO MAGICALLY SLIPS THE KNOT OF CRITICISM AND GIVES HIS READERS WHAT NABOKOV MAINTAINED WAS ALL THAT MATTERED IN LIFE AND ART: INDIVIDUAL GENIUS.' NEW YORK TIMES



Product Design & Visualisation

Product design projects, 3D rendering, illustration and photography

Connolly Leather - Pittstop Range

Leathergood Design

Client: Connolly Leather

© Sebastian Conran Associates

British Heritage brand Connolly, specialists in luxury leather automotive interiors, for brands including Rolls-Royce, Ferrari, and Aston Martin, relaunched their fashion and homeware collections at their new flagship store No. 4 Clifford Street in 2016, alongside a store-in-store in Fortnum & Mason.

In celebration of this, and to mark the 20th anniversary of the original Conran collection we worked with Connolly to produce a contemporary range of leather goods to extend and enhance the original collection.



We worked closely with the talented craftsmen of Ubrique in southern Spain to create beautiful designs that cleverly hide complex construction and unique functionality within a minimal aesthetic.





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Connolly Leather



© Sebastian Conran Associates

© David Moseley

Pittstop Range

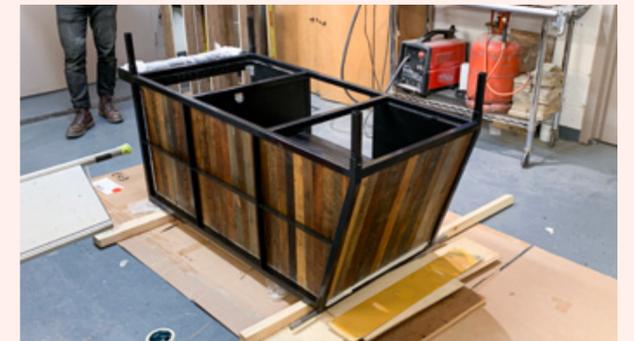
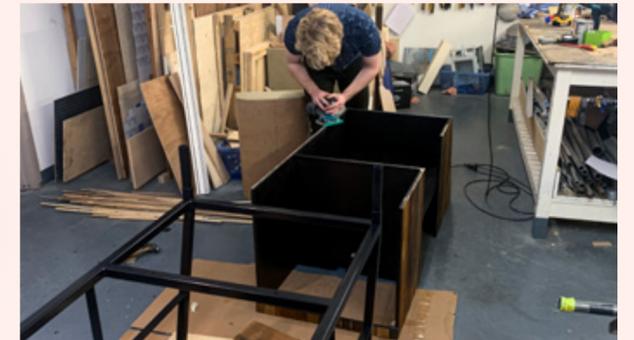
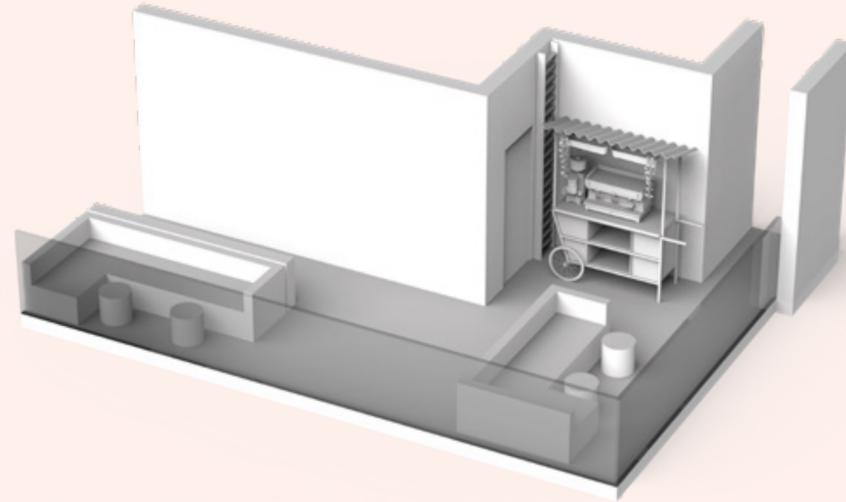
Treehouse Hotel Coffee Cart

Design & Manufacture

Client: Treehouse Hotel

© Sebastian Conran Associates

Bespoke coffee cart design for the Treehouse hotel in Langham Place, just off Oxford Circus in London, blending the hotel's aesthetics with the spirit of a traditional marketplace we designed and built the cart in house at Sebastian Conran Associates. The cart is designed to be used on the hotel's roof terrace as a centre piece of the space overlooking central London.



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Visualisation

Rendering

Client: Various

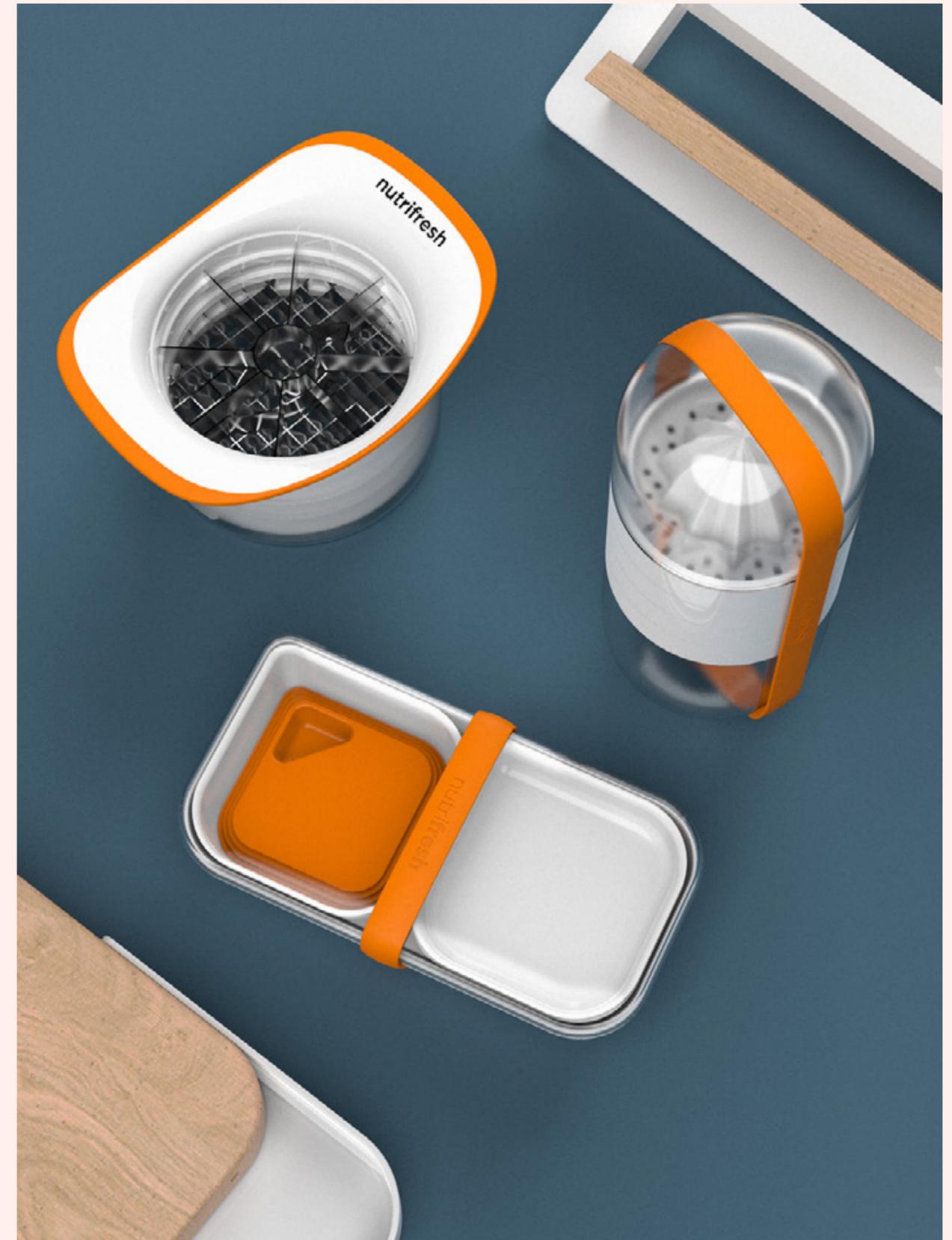
© Sebastian Conran Associates

Either in pre-visualisation or for promotional shots, when samples are unavailable, visualising products is a key aspect of communicating the design intent to clients and customers. These are a collection of visuals I produced for various projects at Sebastian Conran Associates.



Various

Visualisation



© Sebastian Conran Associates

© David Moseley



Portfolio 2021

Various

Visualisation



© Sebastian Conran Associates

© David Moseley



Linework

Client: Various

© Sebastian Conran Associates

Linework illustrations are a clear and simple way to convey form and detail. We use them at SCA across a variety of applications, such as teasers on social media, on packaging and in instruction manuals.



Photography

Product photography

Client: Various

© Sebastian Conran Associates

Photography has always been a great passion of mine and at SCA I've been able to apply this for our in-house photography as well as in directing external photo shoots.

Projects such as our in-house brand Universal Expert required the photography of over 200 unique products for packaging and use in promotions.

More recently the Gifu Collection involved photographing almost 150 items, we directed the photo shoot in Japan sending reference imagery and CAD visuals to depict the layout.



Process photography

Client: Various

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