



JpegArchie.

Multidisciplinary Designer

2020
PDF Portfolio

I founded Brandworthy Ltd. with my local community in mind.

At Brandworthy we seek to help small, independent businesses by rebranding them and developing them bespoke designs, marketing plans, and one-of-a-kind brand strategies.

A lot of people like to shop based on looks and trends these days, which is up to them, but we are trying to help boost the aesthetics and overall strength of a smaller business to a point where consumers will be more enticed to use them, even over the major/popular corporations.

We believe in supporting local businesses in order to help bring back a sense of community.



JpegArchie.

Brandworthy Ltd.
Founder

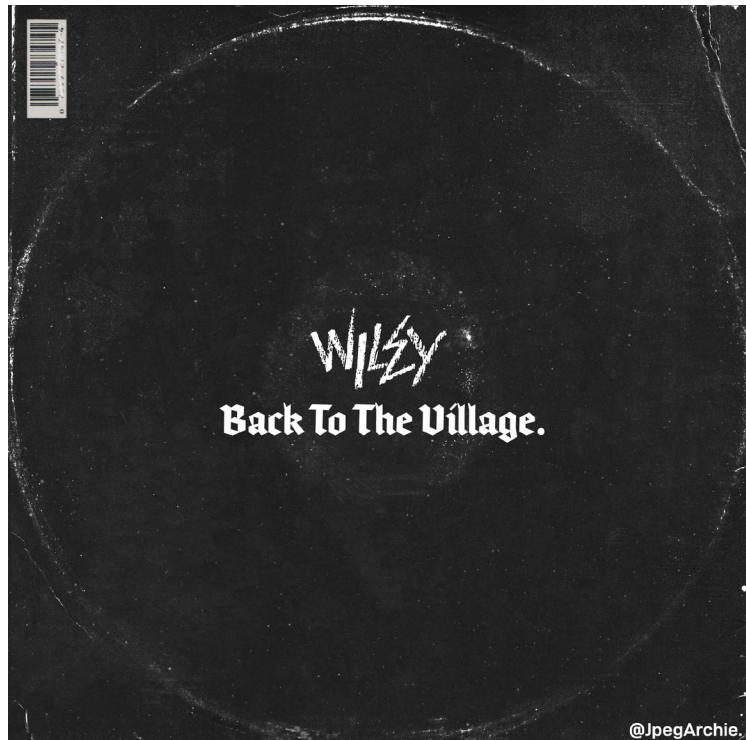


I have worked with chart-topping grime MC/rapper Wiley on multiple occasions to provide a range of cover artworks and other design work.

Wiley gained his most recent number 1 in 2019 with 'Boasty' featuring Idris Elba, Sean Paul, and Stefflon Don, which amassed over 100 million views on YouTube. He recently featured in the news after his back-and-forth 'diss tracks'/clash with rapper and his former protégé Stormzy.

Most recently I created the 'Back to the Village' cover art, and the accompanying 'Back To The Village' Tour posters. 'Back To The Village' is the lead single from the anticipated album 'Godfather 3' which is due to be released late 2020.

More work with Wiley will be created this year.



@JpegArchie.

Wiley ✅
6 February at 18:00 ·

BACK TO THE VILLAGE TOUR
TICKETS ON SALE 07/02/20 ♦ 10AM ♦ BE SHARP

...
WILEY
Back To The Village.

Back To The Village

Wiley ✅
Musician/Band

Shop Now

Home Shop About Tour Dates More Like ...

Photos See all About

www.wileyofficial.com Boasty out now:
https://Wiley.link/to/Boasty_FA
331,939 people like this, including 14 of your friends

Wiley added an event.
6 February at 18:00 ·
...
WILEY
Back To The Village.

SUN, 12 APR AT 23:00
Back To The Village | PRYZM
Birmingham
Music Interested

I am an internal marketing advisor for one of the largest compact plant dealers in the UK - Versatile Equipment Ltd.

Over the past year I have created their social media pages and all of the posts and adverts on them. My management of the social media pages comes with different responsibilities, this includes creating content, managing, analysing, and presenting the data and analytics for the pages, engaging with consumers, whether it is followers or non-followers, and much more.

I have also sent out multiple mail blasts to over 5,000 contacts compiled by Versatile themselves, and also given multiple lists of leads and potential customers for this brand to add on top of that 5000 over the past year.





I designed a set of 3 graphic designs/illustrations for collaborative project between a Reddit community of 1.1m members, namely r/Design, in conjunction with the International Self-Care Foundation (ISF), for July 24th - ISF's International Self-Care Day*.

These designs were then printed on to vinyl stickers and sold as a pack on ISF's website and the r/Design store.

About Community

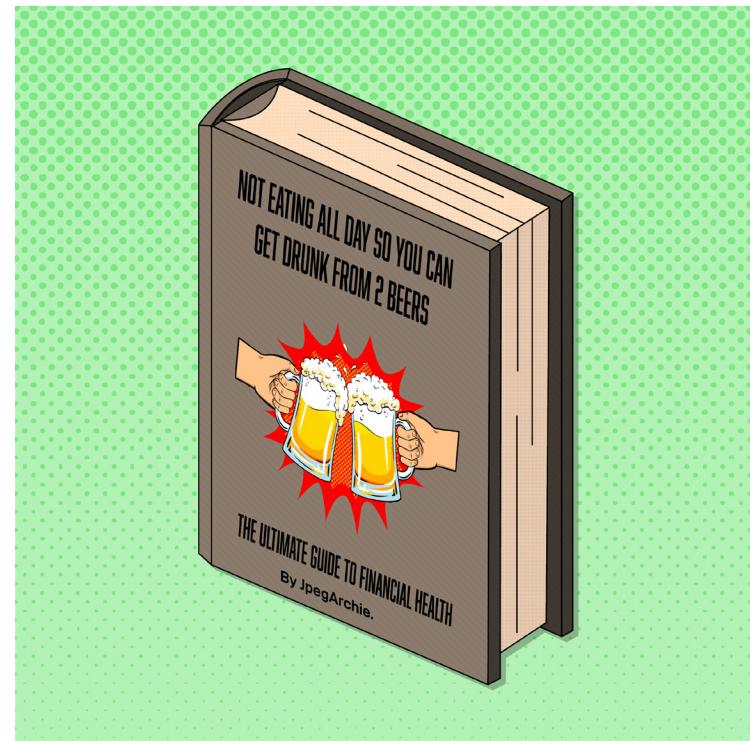
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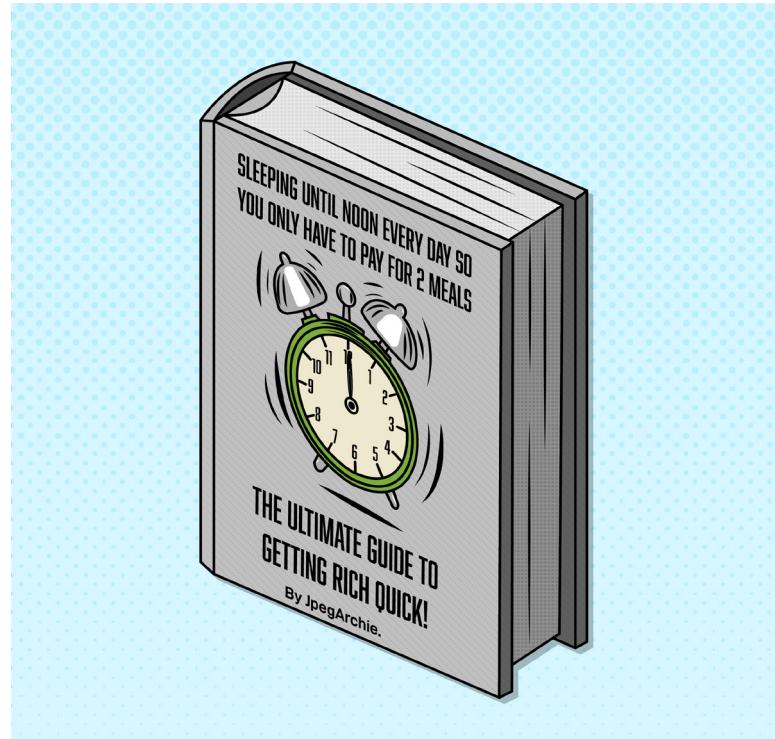
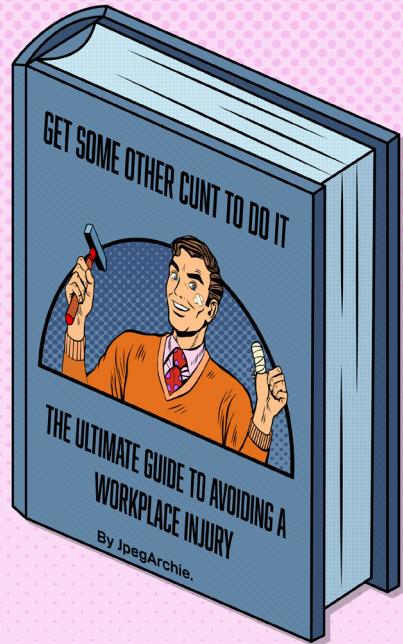
Welcome to r/Design

1.1m
Members

7,261
Online

*These designs were made with sarcasm, irony and satire in mind, and are not the actual views of me, the artist, or any of the parties involved.





Under the Brandworthy umbrella I delivered South-East car wash chain Cook & Sons Ltd. with an entirely new look to their brand.

I provided them with my most expansive branding package, which includes everything a brand that needs rebranding would be looking for. I provided them with a new logo, a social media kit, business cards, and graphic designs. I also provided them with a bespoke marketing plan, including PPC advertising for one month, and a range of mail blast templates they can use for the future.





Under the Brandworthy umbrella I provided American-inspired diner "Don's Diner" with a new branding kit.

Don's Diner did not update their branding since their inception, and were looking for a new direction, in order to boost sales and rejuvenate their brand image.

I provided them with a brand new logo, menu, and packaging designs for their food, ranging from napkins, to greaseproof paper, to takeaway boxes.





MENU

BURGERS

Below is our selection of burgers. All served with fries with ketchup and mustard.

- THE CLASSIC** £17
- THE CURLY** £20
- THE VEGAN** £15

FRIES & DRINKS

Below is a selection of fries & drinks. For our full drinks selection see the drinks menu.

- THE CLASSIC** £3
- THE CURLY** £4
- Beer** £4
- Soda** £2
- Milkshakes** £4

WE OFFER

DELIVERY ◇ Service ◇

MAINS

Below is our Don's mains selection. For our full range see our mains menu.

- THE TEXAS STEAK** £24
- THE OCEAN COMBO** £19
- THE BBQ CHICKEN** £16
- THE SHARER** £45

SALAD

Bottomless choose your own salad from a range of toppings. Add a protein to turn our world famous salad station.

- £6**

DESSERTS

Below is a selection of desserts. For our full dessert selection see the desserts menu.

- THE PIE** £6
- THE DIY SUNDAE** £8

DELIVERY ◇ Service ◇



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Contact Details

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