



# ROBERT DAVIES

— PORTFOLIO —



**CITY**  
**KEYHOLDING**

## City Keyholding Rebranding -

I was challenged with creating a new face for City Keyholding. Including a new branding strategy that maintains the company colour and values. Going beyond the traditional and often generic depictions of security to build a more interesting brand.

# The Challenge

A symbol for protection and security that's not a lock or shield

Create a new face for City Keyholding. A new branding strategy that maintains the company colour and values. Going beyond the traditional and often generic depictions of security to build a more interesting brand.



Before



**CITY**  
KEYHOLDING

After



The Preferred block colours with accompanying complementary logos.



**CITY**  
KEYHOLDING  
Safe, Secure and Reliable

For lighter images such as day time scenes the "Coloured Logo" is preferred.



For darker images such as night time scenes the "White Logo" is preferred.



Example business cards using the new logo







# “No Knock” Condoms -

Made originally for Channel 4’s Crashing (2016) a comedy sitcom following the lives of six “20 something’s” living together as property guardians of a large, disused hospital. This packet of condoms was used as an action prop for a scene in episode 4.





## Winter Cycling Congress -

The Winter Cycling Congress is an annual event that gathers hundreds of experts from every corner of the globe to discuss the opportunities for the cycling mobility in the cold climate cities as well as building and supporting year-round cycling infrastructure and promoting cycling culture in the northern countries. The task was to create a logo for the 2018 event held in Moscow; an added challenge of this task was that the logo needed to be in both English and Russian.







Fonts:

Roboto (Bold)

Verdana Pro (Cond Bold)

Complimentary Font: Arial

Colour:

	C=100 M=0 Y=0 K=0
	C=0 M=0 Y=0 K=100
	C=0 M=0 Y=0 K=34
	C=0 M=0 Y=0 K=0



## Apollo TV -

Apollo TV was a brand identity for a “youthful, multicultural TV Channel” For this I created logo and colour scheme which was used throughout various sets for programming within the channel. The brief asked for a fun and youthful approach to bring in a design-conscious audience. As part of this, I also created mock-ups app screens and websites to show how the brand translates across several different media.



# Mission Statement

“

We at APOLLO TV have been inspired to impart a whole variety of culturally rich programming to immerse audiences in local and global ideas and experiences. We are a product of vision, creativity and originality.

Through fresh and immersive shows, audiences are encouraged to take part in moulding what they see and how they see it. Basing ourselves in one locale gives the power of director to the audience to see how we evolve and expand on their wants and suggestions.

Our channel accentuates daily life with entertainment, whilst embodying our style and ethos. For the people, by the people.

We provide viewers with all the information they need at their fingertips with the latest updates one click away. APOLLO keeps viewers in the present, looking towards the future.

Challenges. Motivates. Innovates

”



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C=0 M=0 Y=0 K=100  
C=0 M=0 Y=0 K=34  
C=0 M=0 Y=0 K=0



## Logo

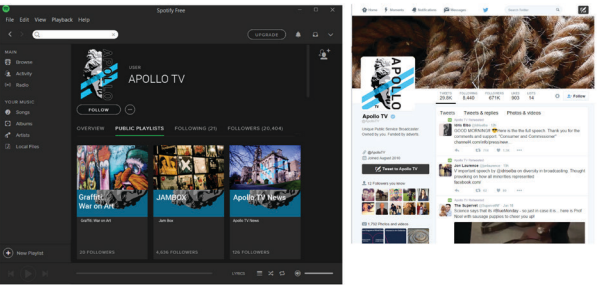
At APOLLO we built our logo around the idea of several parts coming together, what on the surface is a reasonably complex logo, in its essence as well as a few instances in the way it is shown, is designed to fit the style of the original logo and changes depending on the situation. In addition to this the style of the original logo also changes depending on the situation. Ideally the logo would always be on a white background, but in situations where this is not possible the logo works just as well on black. Other examples include the simplified logo which we use as

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## Social Media Integration

Social media integration will become part of the show. The other important link is the music as soon as a show airs on APOLLO the playlist from that show will be available to download. This is done through links to Spotify and iTunes, playlists of all the music from the programs are made automatically and will be available to download or stream on an episodic basis.



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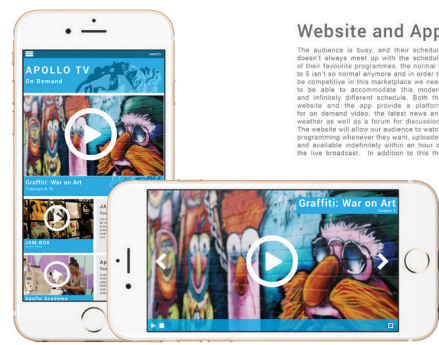
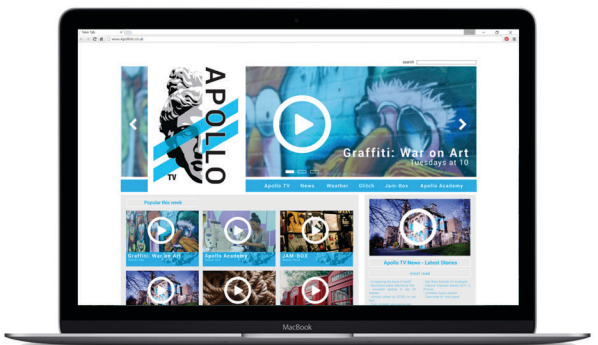


## Merchandise

Merchandise is a vital asset to the promotion of any new brand and works as a marketing strategy to further the breakthrough of a business. However, there is a very fine line between producing products that the audience will want to buy and products that are redundant and generate no profit. We asked ourselves - the Apollo TV team - what products we would legitimately spend money on, and what products we wouldn't touch base at.

We decided that T-shirts were useful in terms of how we marketed ourselves on camera, even the crew would be able to wear them and

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## Website and App

The audience is busy and their schedule doesn't always match up with the schedule of their favourite programmes, the normal 9 to 5 work routine and in order to be able to accommodate this modern and infinitely different schedule. Both the website and the app provide a platform for on demand video, the latest news and weather as well as a forum for discussion. The website will allow our audience to watch programming whenever they want, updated and available instantly within an hour of the live broadcast. In addition to this the website will form a discussion platform for the latest stories, presenting impartial reporting as well as a forum for discussion on controversial issues. The app by comparison is our dedicated base on your mobile device, you can set up notifications on your phone so when something happens in the world you will know about it when your favourite APOLLO program is released online you know about it. The app is our direct connection to the audience, and we can have as much or as little contact as is wanted.

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## SOFTWARE KNOWLEDGE:

### Adobe Photoshop



### Adobe InDesign



### Adobe Illustrator



## ADDITIONAL SKILLS:

VectorWorks  
SketchUp  
Hand Drafting  
Illustration

3D Rendering  
Full Clean Drivers  
Licence

## EDUCATION:

First Class Honours Degree in  
Design for Film and TV BA Hons  
Nottingham Trent University  
2014-2017

## USEFUL INFORMATION:

Average cups of coffee  
per day: 5 <sup>1</sup>/<sub>2</sub>

Coffee, Black, one sugar



## LOCATION:



Neath,  
51.67815678, -3.76971192  
South Wales

## CONTACT INFORMATION:

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