

Recent Work

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Page Takeovers – Bentley and Porsche

Outdoor Advertising – Porsche | Print Advertising – Bentley Jewellery

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Book Design

BENTLEY

CONTINENTAL GT NUMBER 1 EDITION
HANDOVER BOOK



BENTLEY

CONTINENTAL GT CONVERTIBLE
NUMBER 1 EDITION
BY
MULLINER

BOOK DESIGN

CONTINENTAL GT NUMBER 1 EDITION HANDOVER BOOK

Design and art direction of the handover book given to purchasers of the Bentley Continental GT Convertible Number 1 special edition. The car, inspired by the 1920's Bentley Blower driven by Bentley Boy Tim Birkin, was released as part of Bentley's 100 year anniversary. The case-bound book used extensive foiling and featured a cover perfectly matched to the metallic flecked paintwork of the special edition car.



T H E L E G E N D

The crowning glory of our Centenary year, the car now in your possession is a celebration of Bentley's incredible racing pedigree. It pays tribute to one of the most iconic race cars ever built, Sir Henry 'Tim' Birkin's record-breaking No. 1 Blower, also known as the Brooklands Battleship.

BOOK DESIGN

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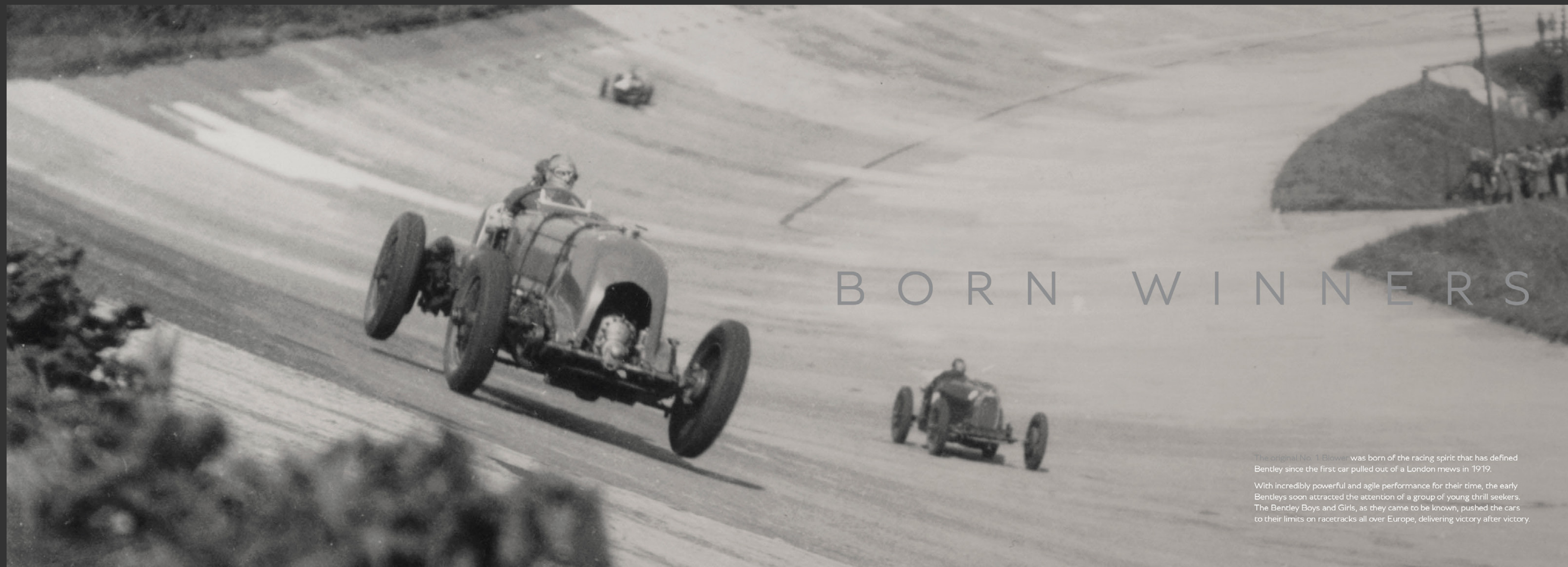
C O N T I N U E S

Combining the formidable performance and advanced technology of the modern grand tourer with design features inspired by the No. 1 Blower, this car is a unique fusion of Bentley's past and present. Welcome to your Continental GT Convertible Number 1 Edition by Mulliner.

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Your Continental GT Convertible Number 1 Edition combines the power and sophistication of a modern Bentley with elegant design and interior features paying tribute to Sir Tim Birkin's original Blower – described as having 'outstanding significance' to British racing history.

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A fragment of that history is now in your possession. A piece of a piston taken from the No. 1 Blower during its restoration has been exquisitely recast into the shape of a Bentley wheel spinner, much like the ones on the Blower. This sits proudly on the rotating display in each of the Number 1 Edition cars.

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CONTINENTAL GT CONVERTIBLE
NUMBER 1 EDITION



Continental GT Convertible Number 1 Edition

Engine: 6.0 litre W12 twin-turbocharged with cylinder deactivation
Max power: 626 bhp / 467 kW / 635 PS @ 6,000 rpm
Max torque: 900 Nm / 664 lb ft @ 1,350 - 4,500 rpm
Transmission: 8-speed dual clutch
Driveline: Active all-wheel drive
Top speed: 207 mph / 333 km/h
0-60 mph / 0-100 km/h: 3.7 / 3.8 seconds
Wheelbase: 2,849 mm / 112.2 inch
Overall length: 4,850 mm / 190.9 inch
Width (including mirrors): 2,187 mm / 86.1 inch
Overall height: 1,399 mm / 55.1 inch
Fuel tank: 90 litres / 20 gallons / 24 US gallons
Boot volume: 235 litres / 8.3 cu ft
Unladen weight (EU): 2,414 kg / 5,322 lb
Gross weight: 2,865 kg / 6,316 lb

Fuel consumption (NEDC Cycle)
Urban: 16.1 mpg / 17.5 l/100km
Extra Urban: 29.7 mpg / 9.5 l/100km
Combined: 22.8 mpg / 12.4 l/100km
CO₂ Emissions: 284 g/km

Fuel consumption (WLTP cycle)
Low: 11.8 mpg / 23.9 l/100km
Medium: 18.2 mpg / 15.5 l/100km
High: 22.1 mpg / 12.8 l/100km
Extra High: 22.2 mpg / 12.7 l/100km
Combined: 19.1 mpg / 14.8 l/100km
CO₂ combined: 336 g/km
Driving range: 377.79 miles / 608 km

BENTLEY BLOWER NO. 1



The Original 1929 Blower racing specifications

Date produced: 1929
Chassis: Steel-lattice ladder
Engine: 4,398 cc / 268.4 cu in 100 mm / 3.9 inch bore, 140 mm / 5.5 in stroke front mounted inline four
Transmission: 4 speed unsynchronized manual
Suspension and brakes: Semi-elliptic leaf springs, 17-inch (430 mm) drum brakes
Power: 242 bhp / 180 kW @ 2,400 rpm
Length: 4,380 mm / 172 inch
Wheelbase: 3,302 mm / 130.0 inch
Weight: 1,625 kg / 3,583 lb
Top speed: 137.96 mph / 222.03 km/h



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Print Advertising

FOREVERMARK DEBEERS

ONE-OF-ONE COLLECTION
PRESS ADVERTISING



FOREVERMARK

I AM THE ETERNAL SKY. I AM ONE OF ONE.
THE EXCEPTIONAL DIAMOND COLLECTION

FOREVERMARK
A DIAMOND IS FOREVER

© Forevermark 2018. Forevermark, the Forevermark logo, and Eternal Sky are Trade Marks of The De Beers Group of Companies.

PRINT ADVERTISING

FOREVERMARK 'ONE OF ONE' COLLECTION PRESS ADVERTISING

A break from the usual Forevermark product advertising style, the 'One of One' campaign was an opportunity to design a distinctive layout to showcase the photographic concept with a more minimalist product presence.

© Forevermark 2018. Forevermark, the Forevermark logo, and the Forevermark tagline are trademarks of De Beers Group of Companies.

FOREVERMARK

I AM THE JEWEL OF CAPRICORN. I AM ONE OF ONE.
THE EXCEPTIONAL DIAMOND COLLECTION

FOREVERMARK
A DIAMOND IS FOREVER

PRINT ADVERTISING

FOREVERMARK 'ONE OF ONE' COLLECTION PRESS ADVERTISING

A break from the usual Forevermark product advertising style, the 'One of One' campaign was an opportunity to design a distinctive layout to showcase the photographic concept with a more minimalist product presence.

A full-page advertisement for the Forevermark 'One of One' Collection. The background is a photograph of a woman in a shimmering, sequined, floor-length gown standing on a rocky outcrop in a desert landscape at sunset. Her long, sheer, light-colored train flows behind her. The word 'FOREVERMARK' is printed in large, white, sans-serif capital letters across the top of the image. In the lower right, a large, brilliant-cut diamond is shown. Below it, the text 'I AM THE CARINA DIAMOND. I AM ONE OF ONE.' is written in white, followed by 'THE EXCEPTIONAL DIAMOND COLLECTION' in smaller white capital letters. The Forevermark logo, a stylized diamond shape, is positioned above the word 'FOREVERMARK' in white, with the tagline 'A DIAMOND IS FOREVER' in smaller white capital letters below it. On the far left, vertical text reads: '© Forevermark 2018. Forevermark, the Forevermark logo, and Carina Diamond are Trade Marks of The De Beers Group of Companies.'

PRINT ADVERTISING

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Corporate Identity

BENTLEY

CI DEVELOPMENT, TEMPLATES
AND FULL GUIDELINES

2.2.6 LOGO EXCLUSION ZONE AND MINIMUM SIZES

Exclusion zones.

The logo's size and position is defined for particular applications with a predetermined surrounding space. However, this distance should never be less than 2 'B's in any direction and this spacing should be preserved in all use regardless of conformity to any grids.



Minimum sizes.

Once again, optimum sizes for the logo are defined for different applications within their specific sections of these guidelines. However, as a rule, neither version should be used less than 22mm unless in exceptional circumstances.

Maximum sizes.

Maximum sizes are very much dependent on specific media. Unlike minimum size, it is not a question of the image quality degrading, but the appropriate scale of the logo in context. Individual guidelines for various applications can be found in their respective sections.



3D SIMULATION

Minimum size: 22mm



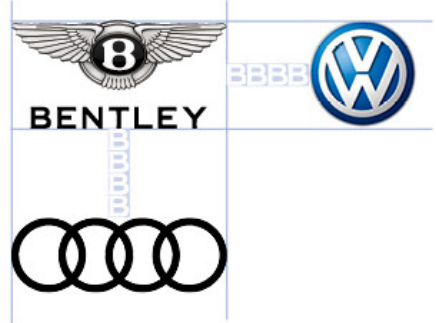
SIMPLIFIED

Minimum size: 22mm

Logo use with other brands.

Should the Bentley logo need to be displayed with other logos, for example logos of other companies from the Volkswagen Group, the surrounding clear space is extended. As such, there should be 4 'B's in total between the Bentley logo and the next logo (as in the example below).

The relative size of each logo should give them equal impact based on their respective areas. Generally landscape logos should have the same width as the Bentley wings, while portrait, circular or square format logos should be the same height as the Bentley logo. The precise relationship may need to be adjusted optically, but the Bentley logo should never be smaller than the other logo.



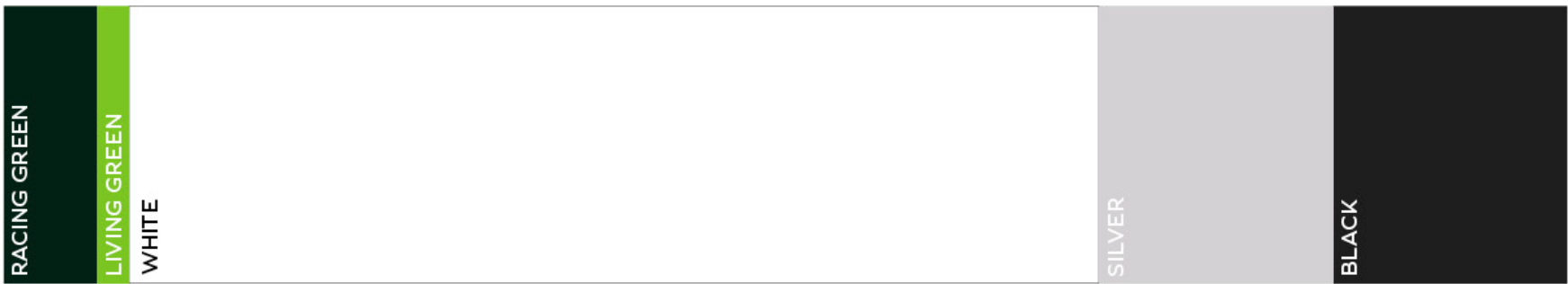
CORPORATE IDENTITY

BENTLEY CI GUIDELINES

Design development, collation, and authorship of comprehensive CI guidelines for the Bentley brand, consisting of three introductory 'books', covering the core identity components, and ten 'stakeholder' guides, with content pertinent to individual disciplines or marketing requirements. Also, developing a range of templates and role as brand guardian, ensuring correct day-to-day adherence to CI.

2.3.2 COLOUR RATIOS

This chart shows the typical balance of the palette colours. White is clearly the dominant colour representing more than 60% coverage. Black and Silver should be less than 15% each, with the two Bentley greens making up 8% or less in total.



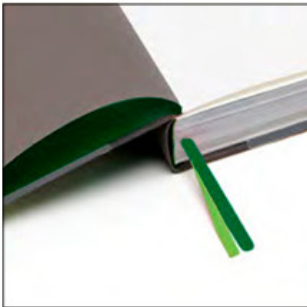
Racing Green	Living Green	White
<6%	<2%	>60%

Silver	Black
<15%	<15%

Living Green.

It is by no means necessary for Living Green to be used in every design, but if it is used, it should:

- not be used as a solid shade or as a gradient.
- be used only as an accent colour – not as a main colour.
- never be used as a 'wash' or block of colour.
- not be used as a colour for copy except on covers for customer books and brand pieces.
- not be used for panels, boxes or arrows – it should be used as 'a touch of brand magic'.



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2.4.1 TYPOGRAPHY – THE BENTLEY FONT

Application.

The Bentley font comes in a complete family of weights and italics, but the Light and Regular versions will be those most used.

In all but exceptional circumstances sentence case should be used rather than all capitals.

In the past, we have used handwriting-effect fonts for some headlines. This is no longer permitted. Likewise Gill Sans and Caslon should no longer be used in print.

If you do not have the Bentley font installed, it is available on Retailer Marketing News online – for access to RMN please contact Brand@bentley.co.uk

~~Gill Sans~~

~~Caslon~~

~~Mulsanne~~

Use of the Bentley font is reserved strictly for Bentley official communication, packaging, labels and parts specific to Bentley. Any unauthorised or unlicensed use will be considered an infringement of our intellectual property rights, and action may be taken to protect those rights.

Bentley Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bentley Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bentley Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bentley Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

IMPORTANT NOTE. The cut of the Bentley Font has been updated to accentuate the differences between lower case 'L's and '1's. Make sure your '1's have the angled stroke at the top and look like this:

1

CORPORATE IDENTITY

BENTLEY CI GUIDELINES

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4.3.2
PRINT ADVERTISING – SINGLE PAGE / HALF PAGE PRESS (A5 AND SMALLER).

New grid application – landscape (Q4 2015)

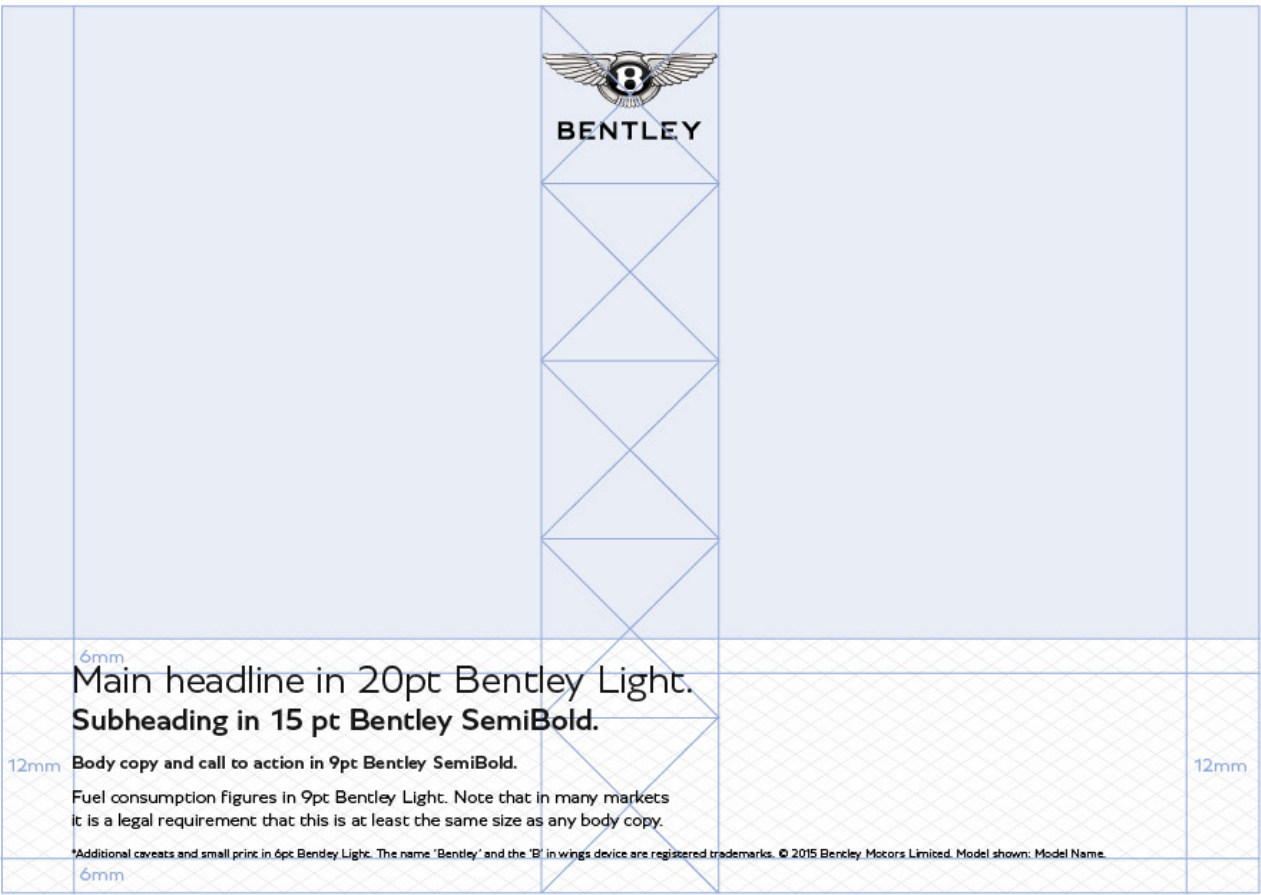
A similar set of rules applies for smaller single page landscape executions and half page A4 ads.

The margins and type sizes are all similar to the portrait format, as are the parameters defining the use of the diamond pattern in the type zone.

The main difference is that the logo is based on fifths of the HEIGHT, as opposed to the width. This results in a logo of the same size as a portrait ad of the same size.

Type sizes and spacing

- Headline: 20pt/21pt Bentley Light (Min: 18pt/19pt). Tracking: -20. Space after: 0mm.
- Subheading: 15pt/auto Bentley SemiBold. Tracking: -20. Space after: 2.5mm.
- Body copy: 9pt/auto Bentley SemiBold. Tracking: -20. Space after: 2mm.
- Fuel figures: 9pt/auto Bentley Light. Tracking: -20. Space after: 2.75mm.
- Small print: 6pt/auto Bentley Light. Tracking: -20.



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4.3.3 OUTDOOR.

Examples

These examples clearly show the centred logo/type block offset to one side allowing dramatic use of imagery. They also show how, even though the logo and headlines are over the image, they have been placed over relatively clear areas for legibility at a distance.

They also demonstrate how a retailers name should be included without diluting the central Bentley brand.



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It's not about making it, it's about making time.

Bentayga.

For more information visit [Bentleymotors.com/Bentayga](https://www.bentleymotors.com/Bentayga) or call +44 (0)1270 448 468.

The name 'Bentley' and the 'B' in wings device are registered trademarks. © 2015 Bentley Motors Limited. Model shown: Bentayga.

Bentayga fuel consumption – EU Drive Cycle in mpg (l/100 km)*:
Urban 14.9 (19.0), Extra Urban 29.4 (9.6), Combined 21.6 (13.1). CO₂ Emissions 296 g/km.

*Fuel consumption figures subject to Type Approval.

PRINT ADVERTISING

BENTLEY PRESS ADVERTISING CAMPAIGN ADS AND TEMPLATES

Design and art direction (image selects etc.) for Bentley's campaign press advertising, from brand lifestyle to more product focussed applications. Also, establishing the design of universal templates for global, regional and retailer press advertising, and authoring design and production guidelines to enable third party suppliers to correctly resize for individual formats and languages – including Arabic.




 BENTLEY

It's not about catching fish, it's about catching up.

Bentayga.

For more information visit BentleyMotors.com/Bentayga or call +44 (0)1270 448 468.

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 BENTLEY

It's not where you go, it's who you go with.
Bentayga.

For more information visit BentleyMotors.com/Bentayga or call +44 (0)1270 448 468.

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Exquisite luxury, where you've never seen it before.

Bentayga.

Introducing the extraordinary SUV. Visit [Bentleymotors.com/Bentayga](https://www.bentleymotors.com/Bentayga) or call +44 (0)1270 448 468.

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Unparalleled performance, for all of life's roads.

Bentayga.

Introducing the extraordinary SUV. Visit BentleyMotors.com/Bentayga or call +44 (0)1270 448 468.

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Bentayga fuel consumption – EU Drive Cycle in mpg (l/100 km):
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Design and art direction (image selects etc.) for Bentley’s campaign press advertising, from brand lifestyle to more product focussed applications. Also, establishing the design of universal templates for global, regional and retailer press advertising, and authoring design and production guidelines to enable third party suppliers to correctly resize for individual formats and languages – including Arabic.





Der neue Bentayga Hybrid.
Eine neue Art von Ruhe.

Erfahren Sie mehr auf Zuerich.BentleyMotors.com oder rufen Sie uns an unter +41 43 211 44 42.

Der Name „Bentley“ und das geflügelte „B“ sind eingetragene Markenzeichen. © 2021 Bentley Motors Limited.

BENTLEY ZÜRICH

WLTP-Fahrzyklus des Bentayga Hybrid: Kraftstoffverbrauch bei 100 km – kombiniert Benzin / Elektrisch (Plug-in) 3,4 l + 25,8 kWh. CO₂ – 82 g/km. Effizienzklasse: D.

Gezeigtes Modell: Bentayga Hybrid

PRINT ADVERTISING

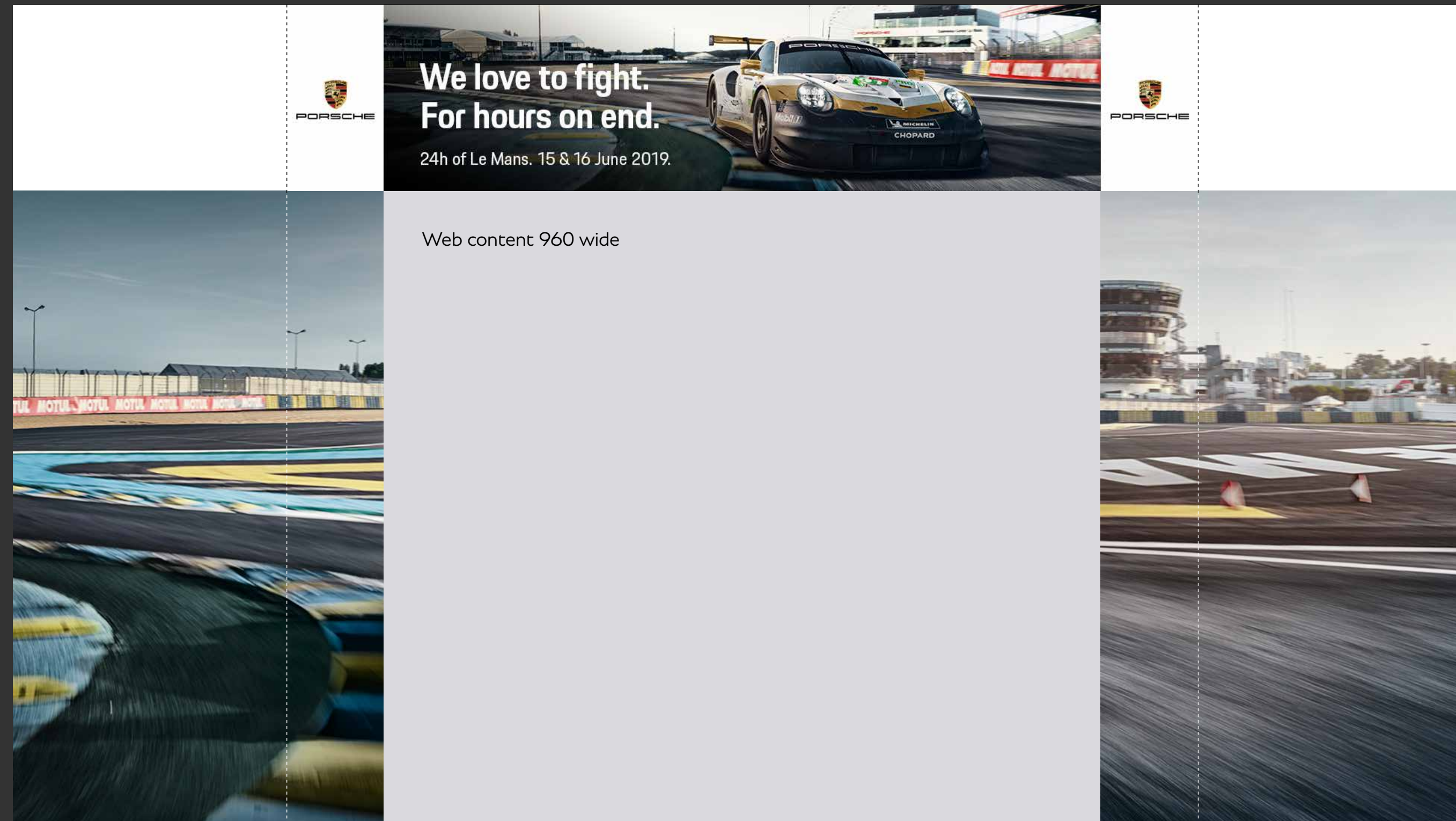
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Page Takeovers

BENTLEY AND PORSCHE

BENTAYGA LAUNCH CAMPAIGN
PORSCHE 24H OF LE MANS



PAGE TAKEOVERS

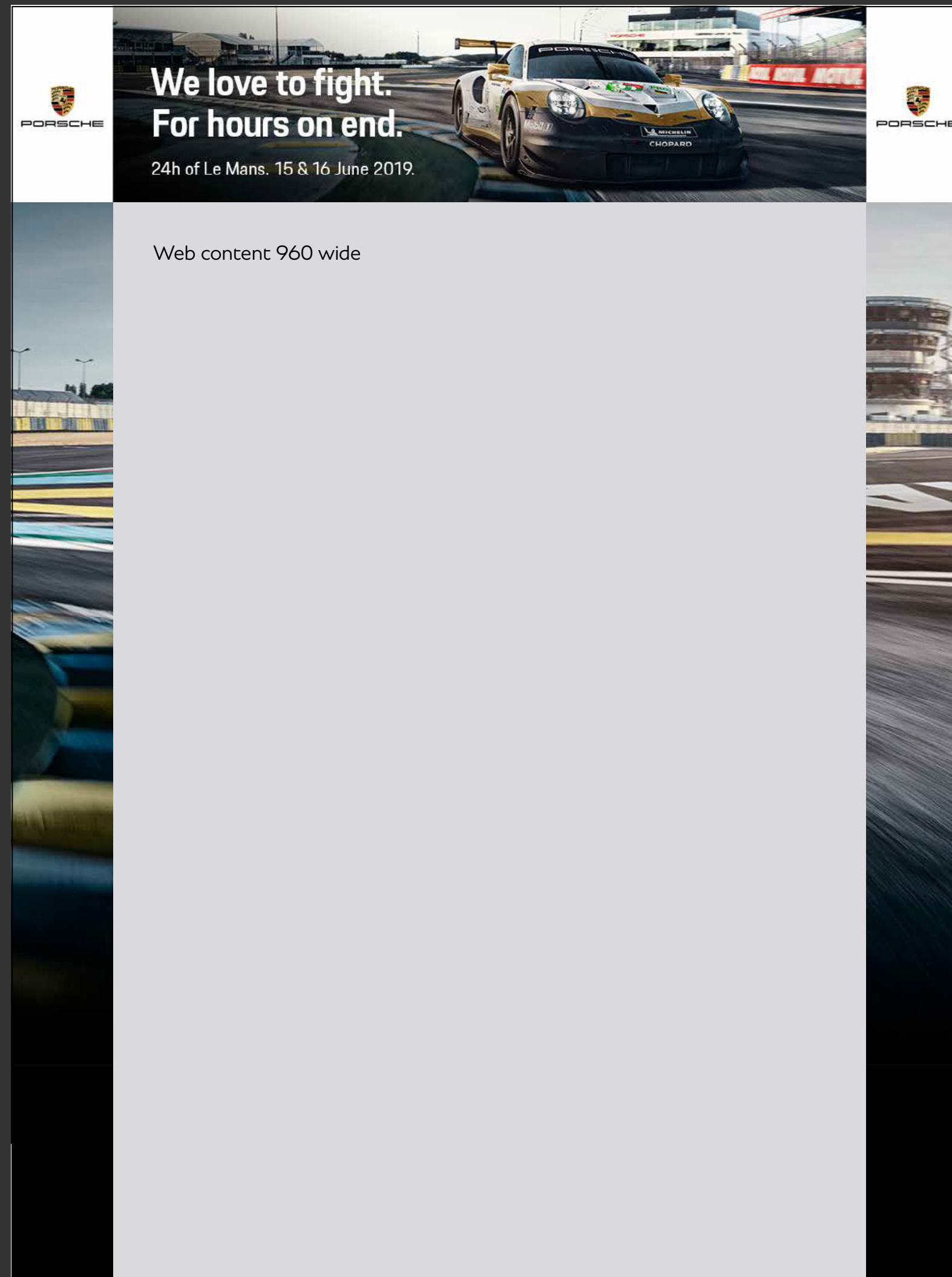
BENTLEY AND PORSCHE

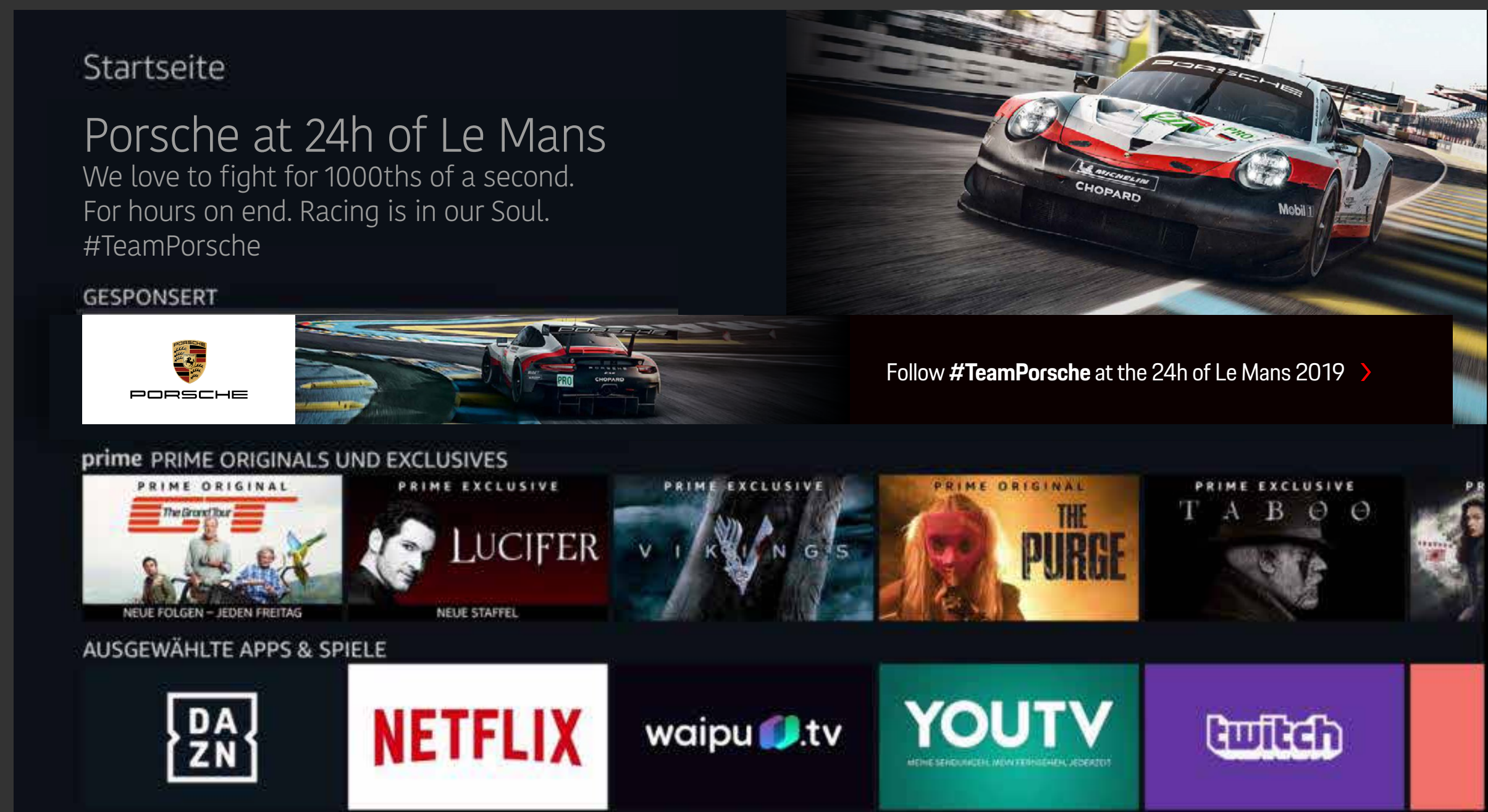
In addition to traditional print and outdoor advertising for both Porsche and Bentley, creative concepts are routinely extended to include digital display ads and page takeovers. These two examples demonstrate a unified approach to side panels and in-page modules on web, tablet and other formats.

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Outdoor Advertising

PORSCHE

MACAN AND PANAMERA GTS
DIGITAL BILLBOARDS

**The end of the
middle of the road.
The new Macan. Choose thrilling.**

Official fuel economy figures for the new Porsche Macan in mpg (l/100km): Urban 29.7 (9.5), Extra Urban 38.7 (7.3), Combined 34.9 (8.1). CO₂ emissions: 186 g/km.
The fuel economy and CO₂ figures quoted are sourced from official EU-regulated test results, are provided for comparability purposes only and may not reflect your actual driving experience.



OUTDOOR ADVERTISING

PORSCHE MACAN AND PANAMERA GTS DIGITAL BILLBOARDS

Fast turn-around digital billboard campaigns, covering high profile sites in London and regional capitals.
A wide range of bespoke formats required individual adaptations, interpreting Porsche's CI guidelines for each site, whilst ensuring legal caveats remained legible.



**Ticks all the boxes.
Defies all convention.**

The Macan, from £45,915 RRP.

Official fuel economy figures for the Macan in l/100km (mpg): Urban 8.6–8.4 (32.8–33.6), Extra Urban 6.6–6.4 (42.8–44.1), Combined 7.4–7.2 (38.2–39.2). CO₂ emissions: 172–167 g/km. The fuel economy and CO₂ figures quoted are sourced from official EU-regulated test results, are provided for comparability purposes only and may not reflect your actual driving experience. Model shown is the Macan with optional metallic paint (£632) and 20" Macan SportDesign Wheels (£1,767) at a total cost of £48,314 RRP.



OUTDOOR ADVERTISING

PORSCHE MACAN AND PANAMERA GTS DIGITAL BILLBOARDS

Fast turn-around digital billboard campaigns, covering high profile sites in London and regional capitals. A wide range of bespoke formats required individual adaptations, interpreting Porsche's CI guidelines for each site, whilst ensuring legal caveats remained legible.



**Not all statements
require words.**

The new Panamera GTS.

Official fuel economy figures for the new Panamera GTS in mpg (l/100km): Urban 19.9 (14.2), Extra Urban 34.9 (8.1), Combined 27.4 (10.3). CO₂ emissions: 235 g/km.
The fuel economy and CO₂ figures quoted are sourced from official EU-regulated test results, are provided for comparability purposes only and may not reflect your actual driving experience.



PORSCHE

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Print Advertising

BENTLEY

BENTLEY JEWELLERY
LAUNCH ADVERTISING



A journey of the imagination.

Bentley cars have always taken design to new levels. Now Bentley Jewellery in collaboration with artisan jeweller Heinz Mayer lets you create truly bespoke pieces you can take in any direction you desire. Discover the breathtaking possibilities at Bentley-Jewellery.com

The name 'Bentley' and the 'B' in wings device are registered trademarks. © 2020 Bentley Motors Limited.

PRINT ADVERTISING

BENTLEY JEWELLERY LAUNCH CAMPAIGN

In addition to Bentley's automotive marketing, I have been central to the development and implementation of brand partnerships and extensions – including the launch of the Bentley Jewellery collection in association with Heinz Mayer.



PRINT ADVERTISING

BENTLEY JEWELLERY LAUNCH CAMPAIGN

In addition to Bentley's automotive marketing, I have been central to the development and implementation of brand partnerships and extensions – including the launch of the Bentley Jewellery collection in association with Heinz Mayer.



INTERACTIVE PUBLISHING

BENTLEY COLLECTION LOOK BOOK

A tablet based interactive catalogue for the Bentley Collection, a range of Bentley branded luxury items including accessories, luggage, homeware and fragrances. The interactive elements include an index with hyperlinks to the collection website as well as simple navigation.

The Bentley Golf Collection. Bentley performance on the green.

With an array of precision-crafted, performance enhancing accessories, the Bentley Golf collection speaks of peerless practicality and unites the worlds of progressive technology and timeless craftsmanship.

The Classic Golf Set includes a fine selection of clubs featuring multi-material technology, forged and brought to life by skilled Japanese artisans. Borrowing dynamic visual cues from the cars, the range sees striking lines and subtle curves, plus details such as knurling found on the end caps.

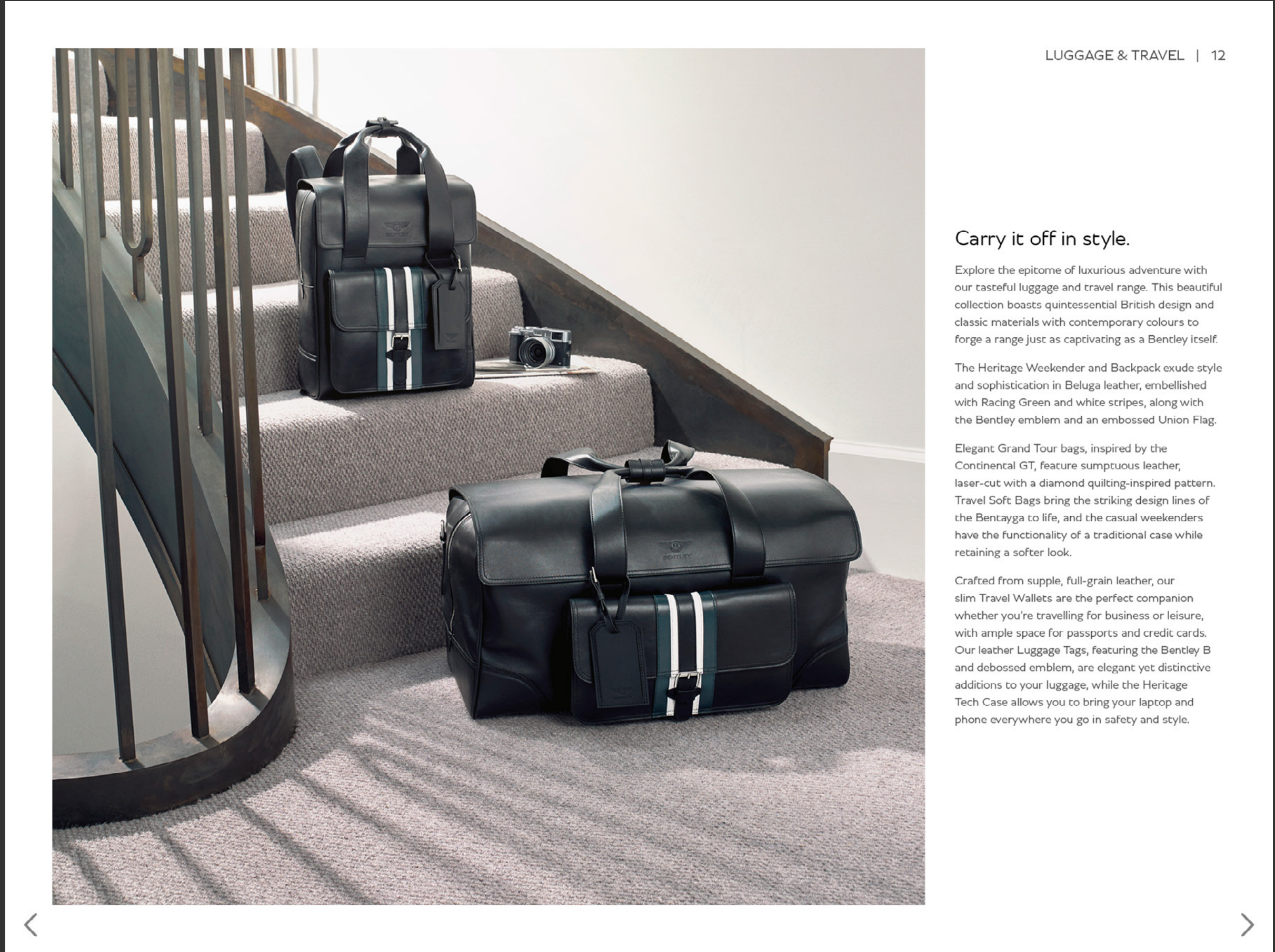
The stylish Golf Holdall is inspired by the sculpted lines of the Continental GT, allowing you to flow from car to course with effortless style. The range is undeniably luxurious, with everything from golf balls to golf tees, golf ball markers and scorecard holders, providing all you need for a delightful day on the green.



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LUGGAGE & TRAVEL | 12

Carry it off in style.

Explore the epitome of luxurious adventure with our tasteful luggage and travel range. This beautiful collection boasts quintessential British design and classic materials with contemporary colours to forge a range just as captivating as a Bentley itself.

The Heritage Weekender and Backpack exude style and sophistication in Beluga leather, embellished with Racing Green and white stripes, along with the Bentley emblem and an embossed Union Flag.

Elegant Grand Tour bags, inspired by the Continental GT, feature sumptuous leather, laser-cut with a diamond quilting-inspired pattern. Travel Soft Bags bring the striking design lines of the Bentayga to life, and the casual weekenders have the functionality of a traditional case while retaining a softer look.

Crafted from supple, full-grain leather, our slim Travel Wallets are the perfect companion whether you're travelling for business or leisure, with ample space for passports and credit cards. Our leather Luggage Tags, featuring the Bentley B and debossed emblem, are elegant yet distinctive additions to your luggage, while the Heritage Tech Case allows you to bring your laptop and phone everywhere you go in safety and style.

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Paid Social

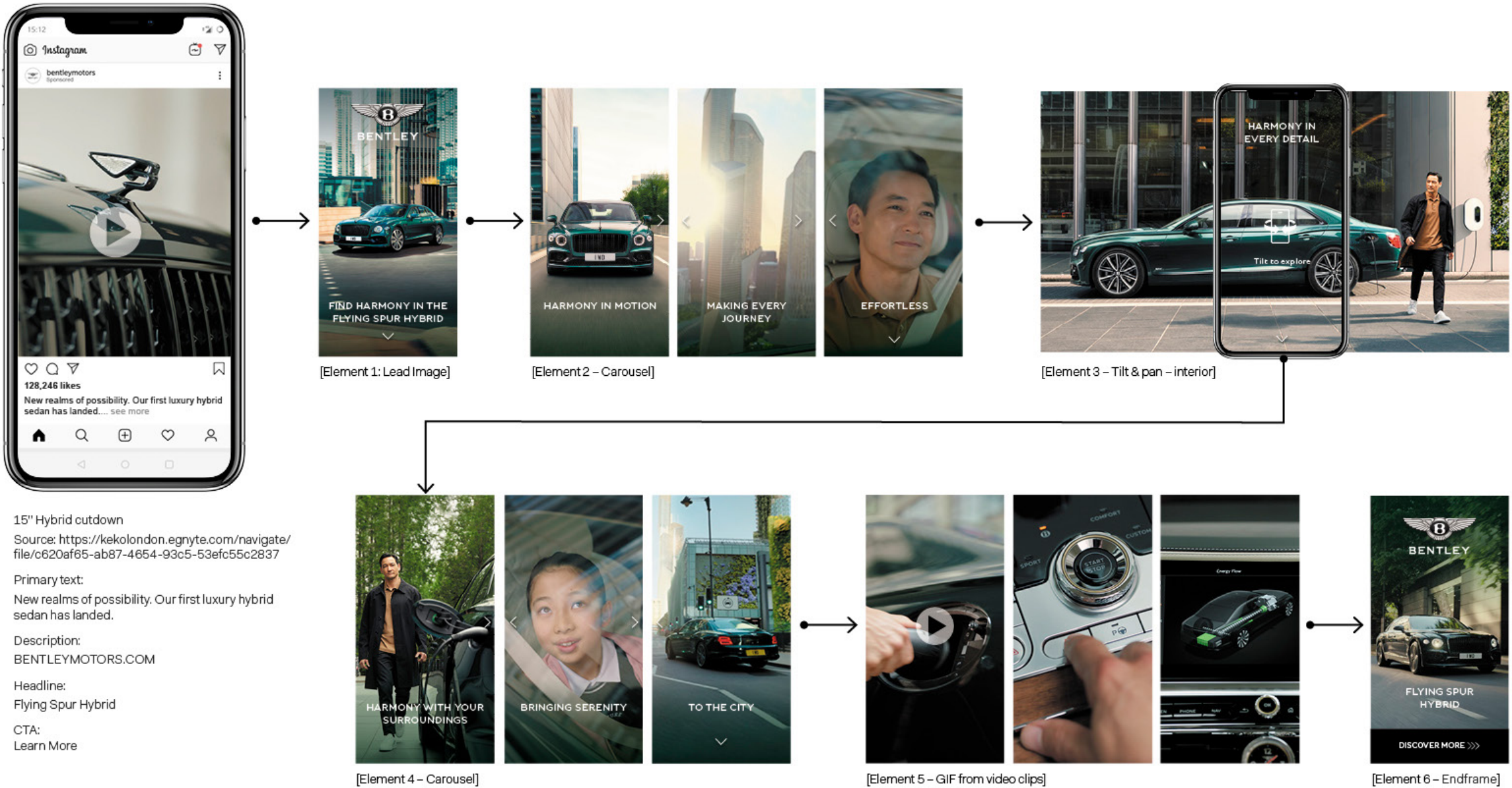
BENTLEY

FLYING SPUR HYBRID
SOCIAL MEDIA CAMPAIGN

TIER 2



IN-FEED VIDEO (TO INSTANT EXPERIENCE) — SUSTAINABILITY



PAID SOCIAL
FLYING SPUR HYBRID SOCIAL MEDIA CAMPAIGN

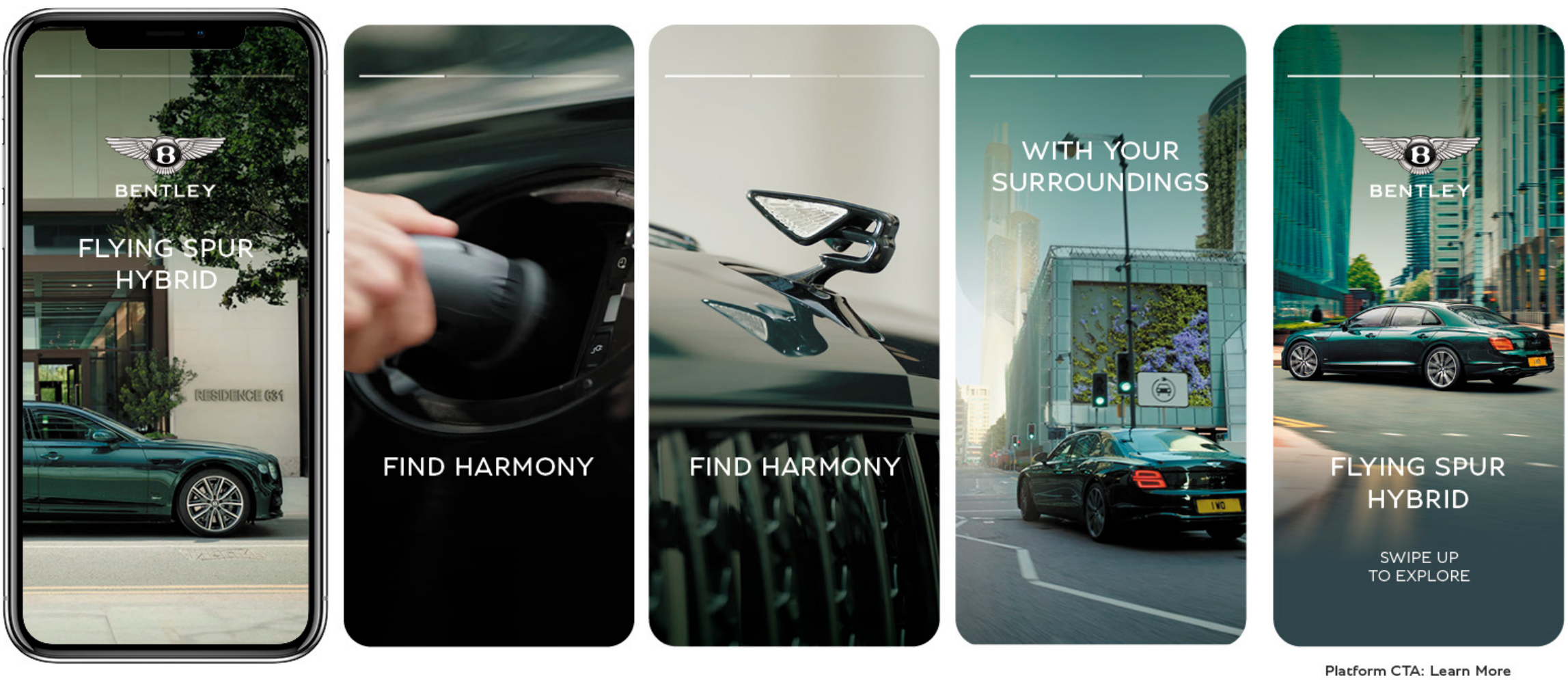
Design of a full range of social media assets to support the launch of the Flying Spur Hybrid, including Instant Experiences, Stories and carousels, with both video and stills. Themes of sustainability, wellness and hybrid performance were developed over brand-focussed Tier 2 applications and more sales oriented Tier 4 postings, driving traffic to the Bentley Configurator.

TIER 2



STORY — SUSTAINABILITY

Sustainability film, 15 seconds, split into three, 5 second stories. Final story is a static image with titles building in.
Source: <https://kekolondon.egnyte.com/navigate/file/d205f68a-22f5-4917-b147-5f53458ae89b>



© Keko London | 2021

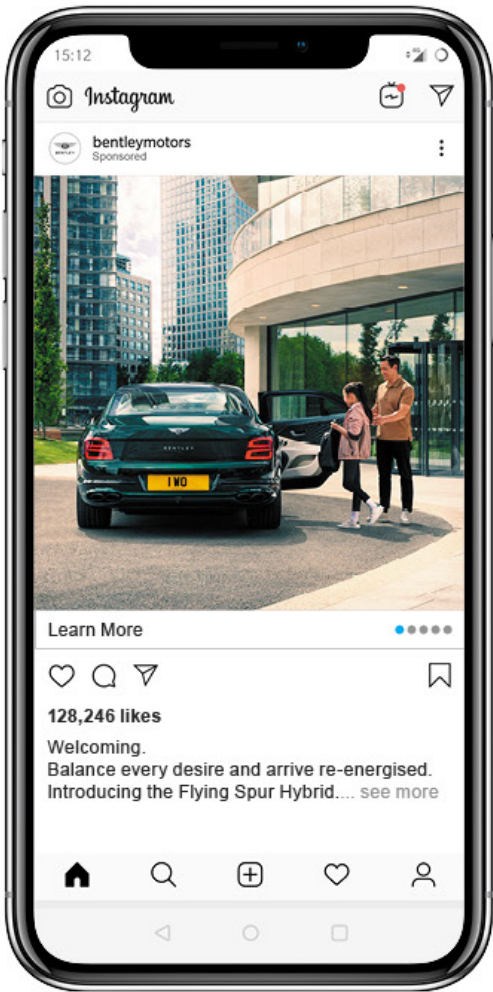
PAID SOCIAL
FLYING SPUR HYBRID SOCIAL MEDIA CAMPAIGN

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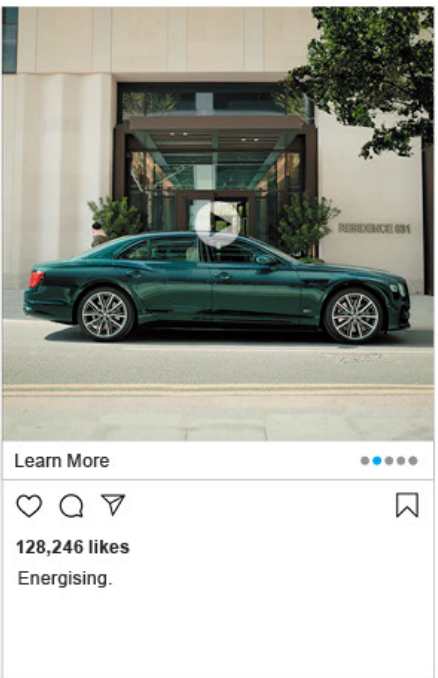
TIER 2



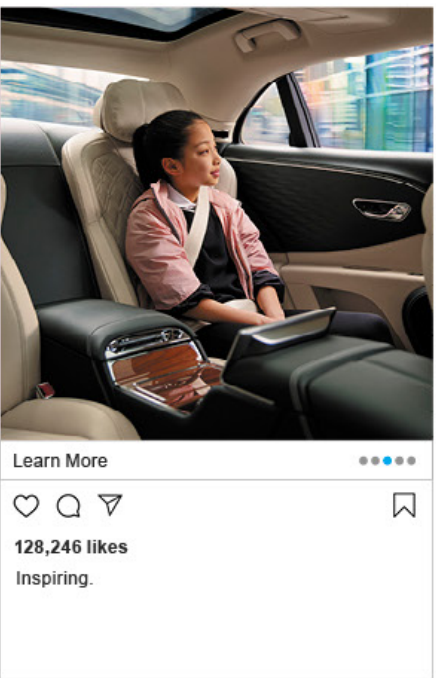
CAROUSEL — WELLNESS/ ELEVATE YOUR ENERGY



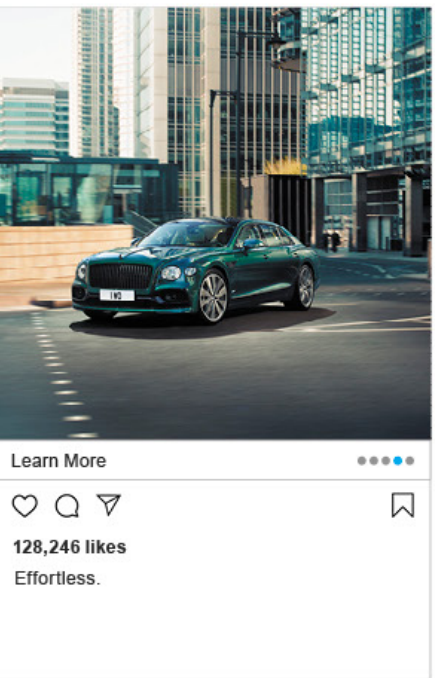
Static image
Primary text:Balance every desire and arrive re-energised. Introducing the Flying Spur Hybrid.
Description: BENTLEYMOTORS.COM



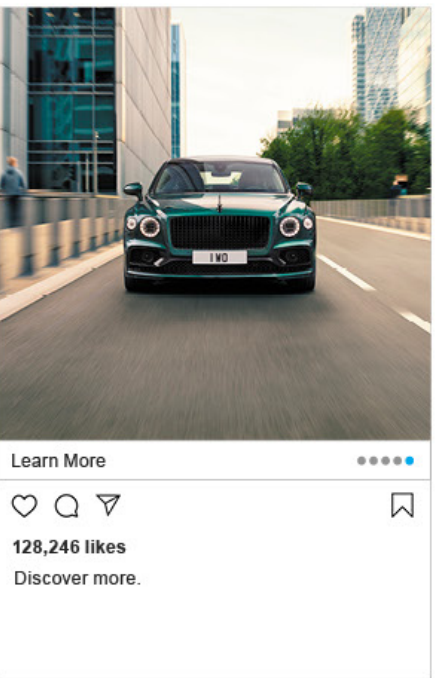
15 second edit (wellness)
Source: <https://kekolondon.egnyte.com/navigate/file/acb42f13-e228-460b-bae4-467f57ea9bc7>



Cinemagraph (exterior movement)



Static image



Cinemagraph (exterior motion blur)

PAID SOCIAL
FLYING SPUR HYBRID SOCIAL MEDIA CAMPAIGN

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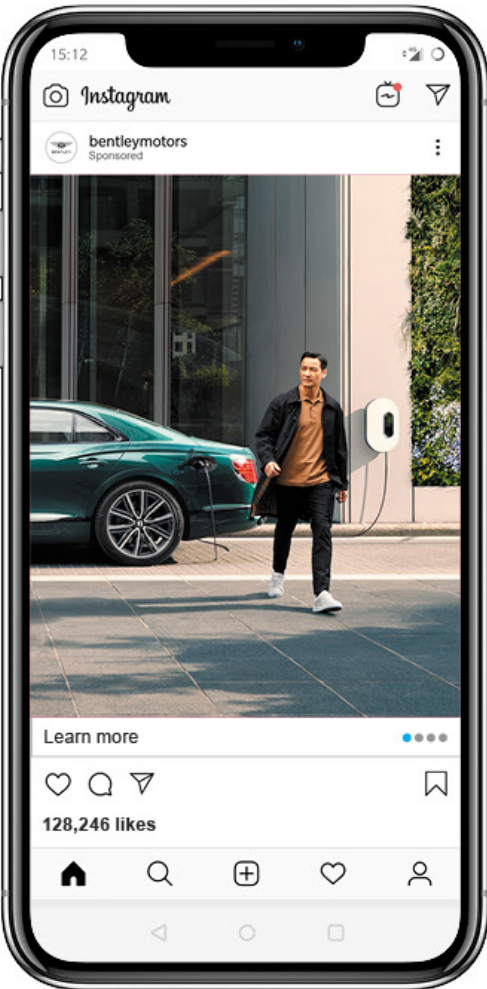
TIER 4



IN-FEED — PERFORMANCE + HYBRID



PERFORMANCE
Primary text:
Power, whispered. The Flying Spur Hybrid delivers effortless performance – and, in electric mode, serenity
Description:
BENTLEYMOTORS.COM
Headline:
Configure yours
CTA:
Learn More



HYBRID
Primary text:
Elegance, electrified. The Flying Spur Hybrid combines stunning craftsmanship with advanced hybrid technology.
Description:
BENTLEYMOTORS.COM
Headline:
Configure yours.
CTA:
Learn More

PAID SOCIAL
FLYING SPUR HYBRID SOCIAL MEDIA CAMPAIGN

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Digital Display

TRIUMPH MOTORCYCLES

RANGE BANNER DIGITAL
DISPLAY ADVERTISING

MPU: 300x250



1



2



3



4



5



6



7



8

DIGITAL DISPLAY

TRIUMPH MOTORCYCLES BANNER ADVERTISING

Animated html banners over a wide range of formats, in multiple languages.
One of several produced for Triumph Motorcycles, along with many similar digital
banner ad campaigns for Bentley and Porsche GB.

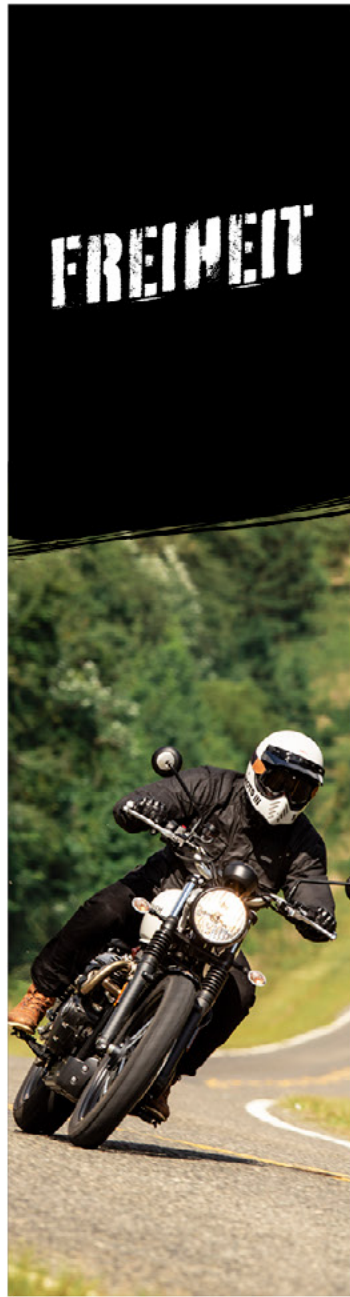
SUPER SKY: 160x600



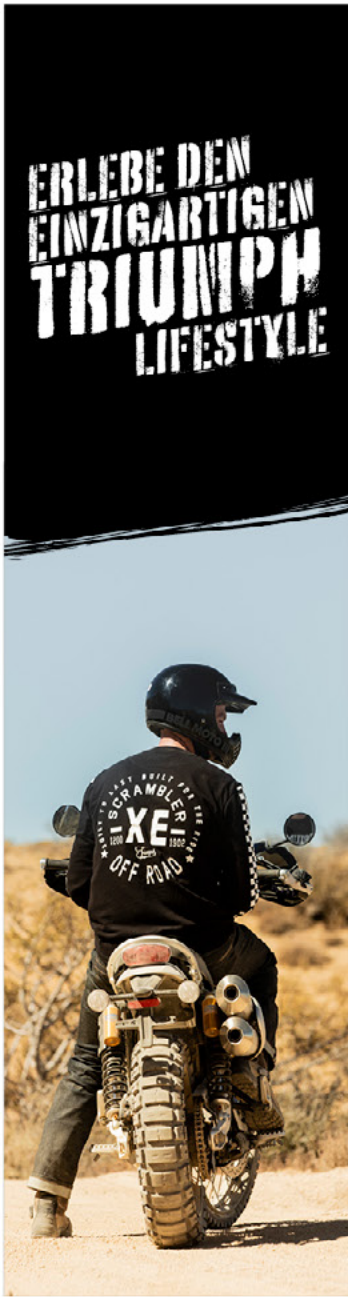
1



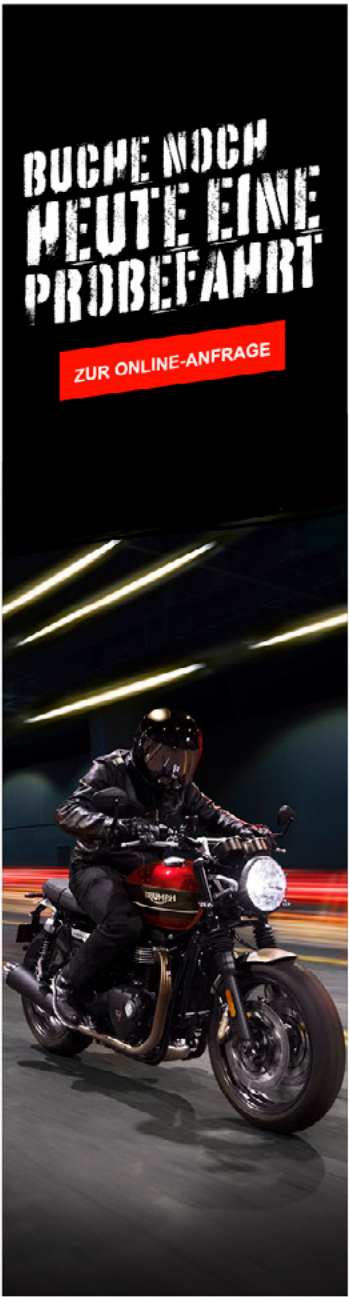
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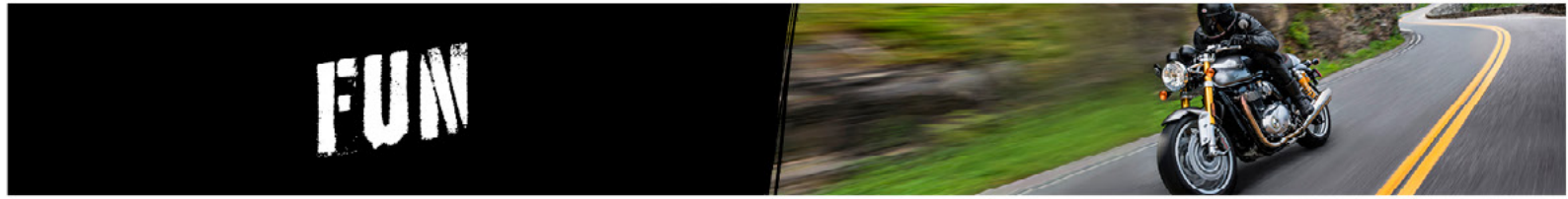
8

DIGITAL DISPLAY

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LEADERBOARD: 728x90



1



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DIGITAL DISPLAY

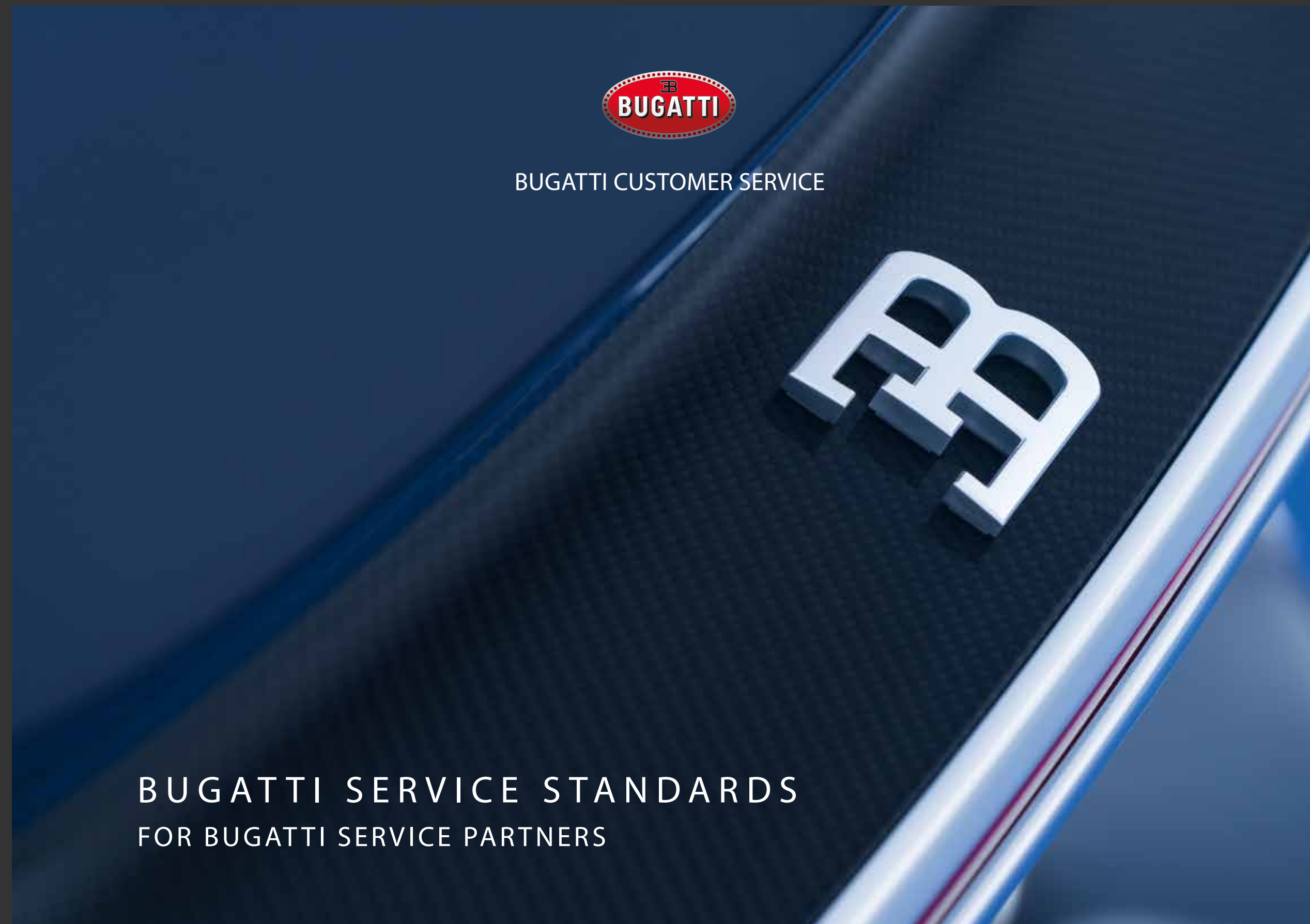
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Interactive Publishing

BUGATTI

SERVICE STANDARDS
RETAILER GUIDE



INTERACTIVE PUBLISHING

BUGATTI SERVICE STANDARDS GUIDE

Keko's role in Bugatti sales and marketing was to support the global retailer network, and this extensive document covered all aspects of the retailer relationship, from legal requirements to KPIs. A potentially dry document was enhanced by beautiful imagery and slick navigation.



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© 2.2018 Bugatti Automobiles S.A.S


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Service philosophy



“Being the most attractive High-Luxury Sport Car Manufacturer.”

◀

Bugatti Customer Service is available to advise you on all customer service matters and can actively support you. Rest assured that you can rely on us as a supportive partner. In order to ensure that our objectives are achieved, all our activities must be focused on our Service Philosophy, shown above.

Service activities are playing a pivotal role in the achievement of our objectives. To reach those ambitions, your daily work can be strengthened through our philosophy:

2.1 Teamwork

We all share the same goals, values, attitude and methods.

2.2 Quality

We are constantly striving to:

- Improve the level of our products, services and customer support.
- Improve the perception that customers have of our products and services.
- Provide an all-inclusive product and service experience.

2.3 Service ethic

Bugatti is a special brand with special customers who deserve a personal assistance.

2.4 Customer focus

- We identify the wishes and needs of our customers.
- We provide a 24/7 worldwide assistance.
- We treat everyone as an individual and offer a service which is truly exclusive.

▶

8

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3.BUGATTI STANDARDS ADVANTAGES

INTERACTIVE PUBLISHING

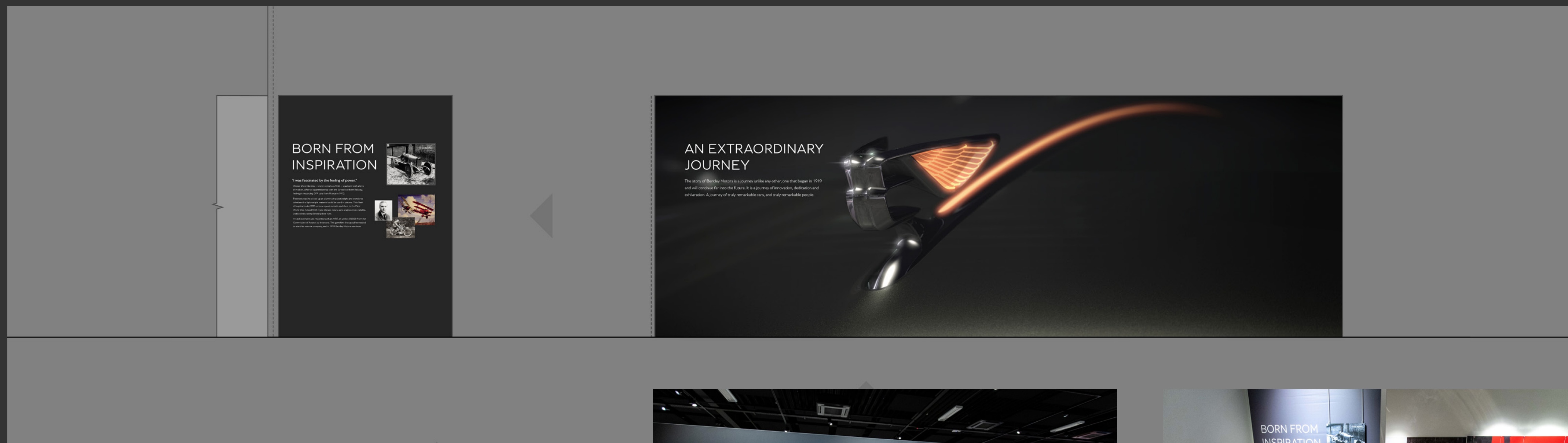
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Exhibition Design

BENTLEY

BENTLEY'S EXTRAORDINARY JOURNEY
CW1 HOUSE, BENTLEY HQ, CREWE



EXHIBITION DESIGN

BENTLEY'S EXTRAORDINARY JOURNEY, CW1 HOUSE, CREWE

Art Direction, concept design and execution. The brief for Bentley's centenary was to refresh the factory's lineage exhibition area with all new graphic panels, retaining the physical structure and lighting. The challenge was to tell the Bentley story, whilst allowing for maximum flexibility for a changing selection of historic vehicles, and developing a narrative independent of specific exhibits.



EXHIBITION DESIGN

BENTLEY’S EXTRAORDINARY JOURNEY, CW1 HOUSE, CREWE

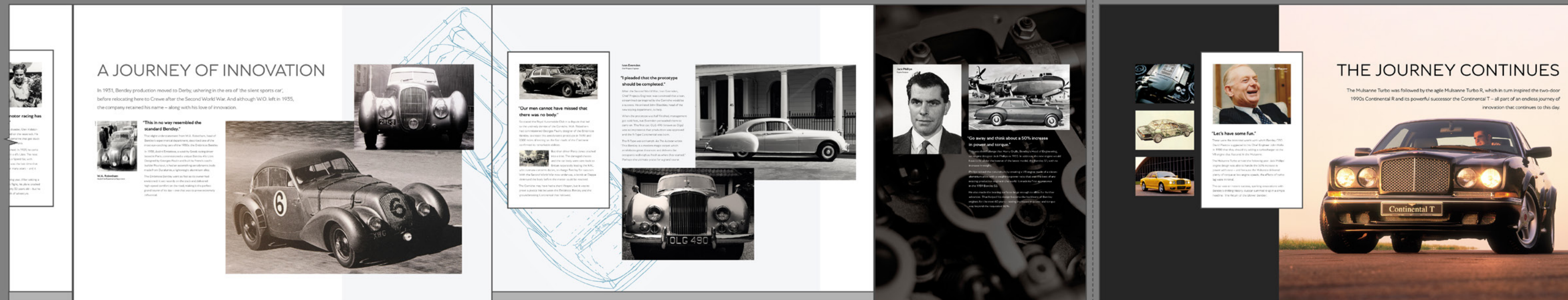
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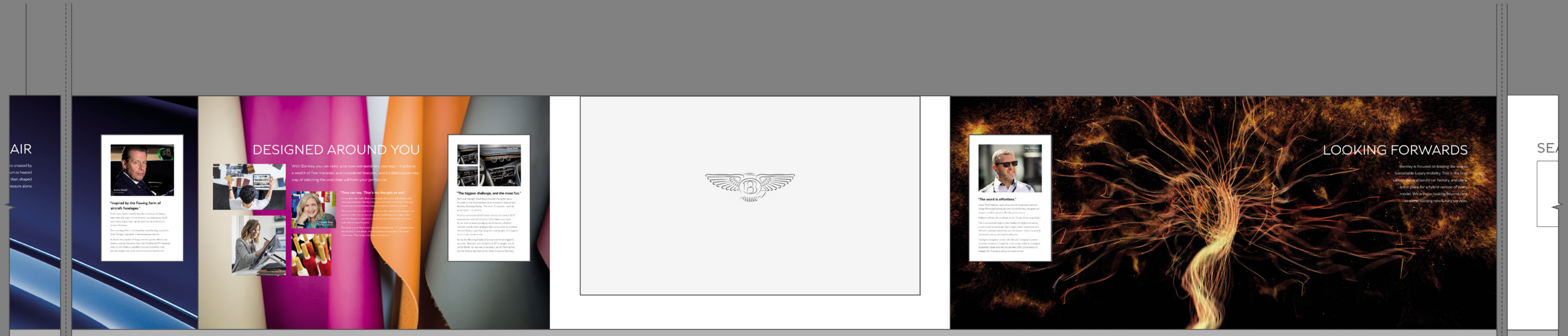
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Keko London Design Artwork Check-list

v4 | April 2021

DESIGN MANAGEMENT

KEKO DESIGN DEPARTMENT

As part of the management of Keko's design department, I developed systems including resource management using Resource Guru and various Monday.com processes for sign-off etc. In addition to day-to-day leadership, I wrote user guides for good practice, such as standardising the use of gradient feathers in InDesign and preparing artwork for both digital and print production.

Step 2. Document set-up

Sounds obvious, but the next thing to do is check the set up of the document. Make sure it is the correct size and has the correct bleed allowance (as specified by the printer).

Check the number of pages (must be divisible by four for a traditionally bound book!) and the numbering of those pages. Check if we have been asked to supply the artwork as individual pages or spreads. If it is a 6pp roll-fold leaflet, check the inside page is narrower than the outside pages.

If the item is being perfect bound, or is a press ad going into a perfect bound magazine, you will need to add a gutter allowance as specified by the printer.

Ensure any items that should be included from MASTER PAGES are included, and any page numbers etc. that you don't need are deleted. Also, get rid of any legacy master pages you don't need any more.

Only keep LAYERS that are relevant to the printer. These might be language variations or non-printing items that the printer needs to be aware of. Delete any unused layers and merge layers as appropriate.

Finally, make sure the media box, aka the SLUG, is accurate with the correct size and includes any information the printer may need.



Size



Bleed



Pagination (spreads or pages)



Gutter allowance (if necessary)



Master pages and layers



Slug!

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Step 3 (Print). Images

All images must be checked to ensure they are print-ready. The easiest way to do this is in the LINKS window. Ensure COLOUR SPACE, EFFECTIVE PPI and ICC PROFILE are checked in the PANEL OPTIONS menu.

Links for library shots should be directed to the high resolution master images in the CMYK folder of Resources. **Note:** medium res RGB Jpegs may have been used as positionals, so make sure these are replaced.

The links window will also tell you the effective resolution. This should be 300dpi or more for standard print, but may be less for large scale print like window displays or out-of-home. Check the media specification for guidance.

The effective PPI column will also show if the aspect ratio is incorrect.

Increasingly we are using gradient overlays and gradient feathers to extend images to full bleed. BE VERY CAREFUL with these, ensuring the colour behind is correct and the gradient stops are in the correct place. **IF IN ANY DOUBT** it is safer to extend the background in Photoshop.

The colour profile settings dictate the density of ink coverage in the printing process and will vary according to the paper and print process used. As we use an external repro house for things like press ads we don't have to worry about this most of the time and can use default setting of FOGRA 39 for coated paper. This is effectively the same as ISO Coated v2, so that is also ok. Avoid ISO Coated v2 300% unless specified. All library images should already be set to the correct profile for high quality print.

A final check of these and other settings can be made within the PACKAGE... dialogue box.

- ☒ No broken links
- ☒ Colour Space: CMYK
- ☒ Effective PPI: >300dpi
- ☒ Effective PPI: check aspect ratio
- ☒ Gradients and gradient feathers
- ☒ ICC Profile: FOGRA 39 (or ISO Coated v2*)

*Not 'ISO Coated v2 300%' unless specified by the printer

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Artwork approval

Stage 1. Creative sign off.

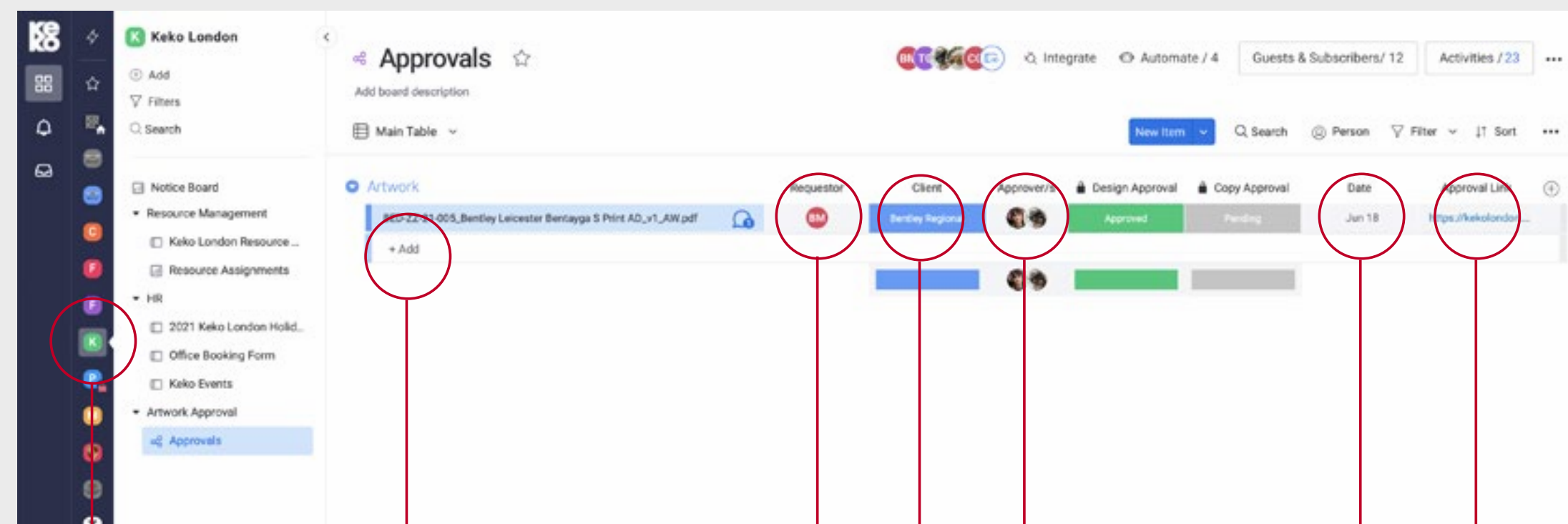
Because this is artwork and to get to this stage the design would have already been signed off by the art director and creative director the only signatories required are the heads of design and copy. Their decision will be black or white. Either it is approved, or not.

The process uses a Monday.com board which can be found in the Keko London workspace. Initiating the process is relatively intuitive and alerts to the Approvers are sent automatically. The Design and Copy Approval fields can ONLY be edited by the nominated approvers. In James or Tammy's absence please add the next most senior member of the design and copy teams.

Stage 2. Account management sign off.

Once Design AND Copy are marked as approved, you (as the Requestor) will receive an email alert and you can then provide an Egnyte link to the account manager, who will approve it from their perspective before sending on to the client.

Note: the idea is that all artwork will remain on the board after approval, so please do not delete the entries unless they have been mistakenly posted.



This is where the approvals board lives.

Click **+Add** to post a new job that requires checking. Simply copy the full file name from the finder, or from Egnyte, including the suffix.

Your initials as the designer requesting the approval go here.

Client

Approvers will usually be James for design and Tammy for copy. They will automatically be alerted that they need to approve the attached files.

Date

Add the Egnyte link to the artwork pdf file.

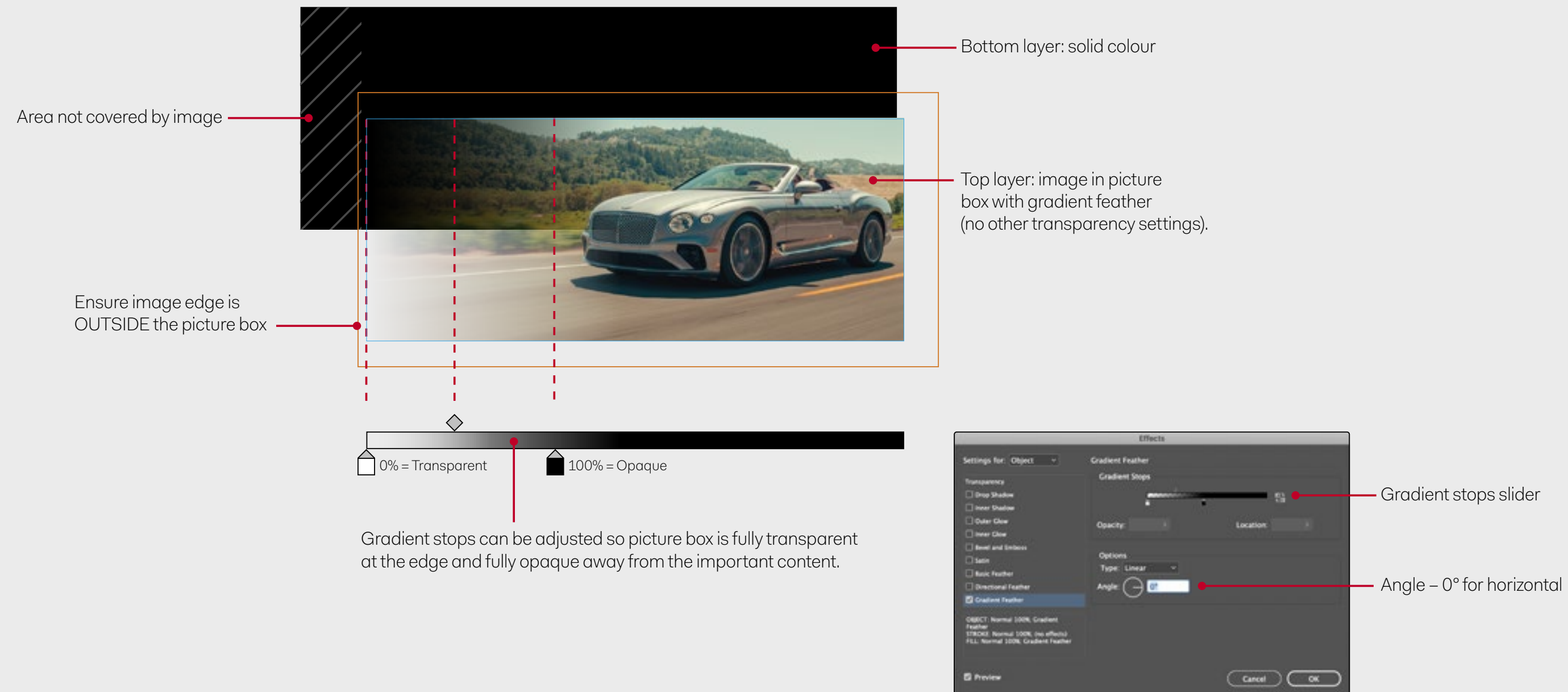
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Gradient Feathers

...for extending the background of an image to the left.



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3

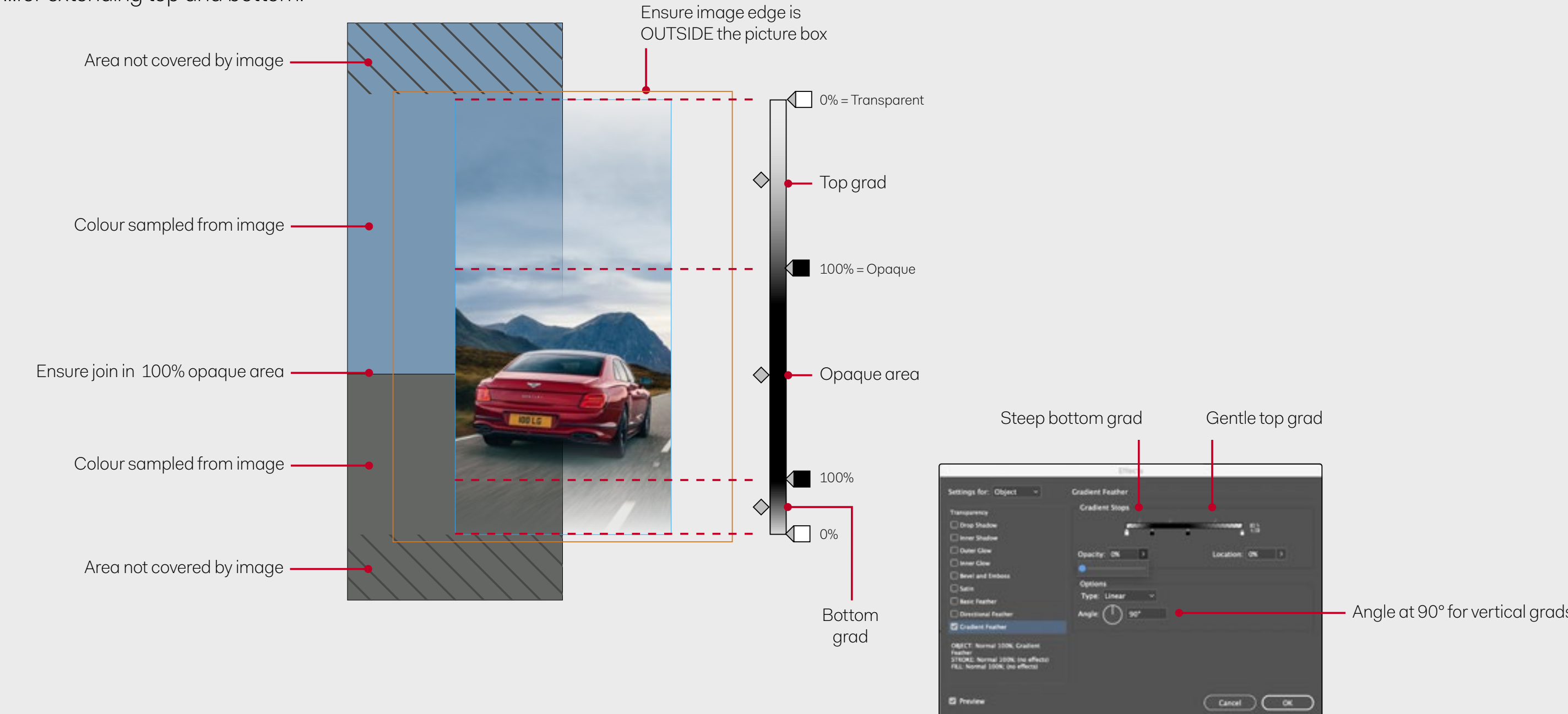
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Gradient Feathers

...for extending top and bottom.



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