

CHRIS



MOORE

CREATIVE ALL-ROUNDER

BRANDING • WEBSITES • MARKETING • APPS • SOCIAL MEDIA • PRINT MATERIALS • MOTION GRAPHICS • AI • PHOTOGRAPHY • ILLUSTRATION

HELLO HELLO

I'll keep this brief as I'm sure you're busy looking through a lot of portfolios.

My name is Chris, I've been working in design for 10+ years: in-house at huge corporates, agency side, freelance, start-ups. I've spent time at each. I've worked for high-end premium brands, I've worked for budget brands, I know about old school print work, I know about motion graphics and apps. I describe myself as an all-rounder, because I've managed to build a pretty wide skillset which allows me to take on almost any creative task which comes my way. And if I don't know how to do something, I'll learn.

Outside of the usual design skills, I am also a capable photographer, illustrator, and writer (recognised with an award from the Data & Marketing Association in the UK for advertising copy) – when it's possible I enjoy bringing these complementary skills into my work. Really I just love to do a bit of everything.

My portfolio reflects this, featuring a pretty wide array of things I've worked on, but if you want to see more examples from a particular field of expertise, I probably have them. Please don't hesitate to ask.

Thanks for reading, all the best.

CHRIS.



JOHN D WOOD & CO.

Branding & Marketing

John D Wood & Co. is one of the oldest and most prestigious real estate agencies in the United Kingdom, with offices in Kensington, Chelsea and Mayfair, and an international network of partners; they provide the highest-quality properties and services to discerning clients both in the UK and internationally. These clients range from young professionals to overseas property investors, to career landlords and developers.

But, despite their prestige and enviable list of clients and properties, John D Wood & Co pride themselves on keeping things personal and deeply human. This extends to their branding and marketing which maintains the appearance of perfect professionalism, but isn't afraid of a little tongue-in-cheek, nod and a wink humour.



JOHN D WOOD & CO.

London, Country & International Property



Branding

The John D Wood story is as important to its customers as the visual brand. A sense of history, professionalism and integrity is essential to re-assure customers. To help the JDW staff to communicate these values, and the history of the brand, a 'Brand Book' and Marketing Guide were created to supplement the standard brand guidelines.

In a short-stay, couch-surfing world, there are still those who dream of a forever home

Rather good estate agents

JOHN D WOOD & CO.
London, Country & International Property

johndwood.co.uk

9:30 5G

johndwoodco

In a left swiping, dating app world, there are still those who believe in love at first sight

Liked by damemaryberry and others

johndwoodco At John D Wood & Co., we know technology is key to getting your home the exposure it deserves, but... more
14 March 2025

9:31 5G

johndwoodco

In an online, email centric world, there are still those who prefer pen and ink

Liked by victoriabeckham and others

johndwoodco At John D Wood & Co., we understand the importance of tradition, while also living in the modern... more
02 April 2025

9:32 5G

johndwoodco

In a cloud computing, wireless world, there are still those who want to put down roots

Liked by kevin.mcloud1 and others

johndwoodco At John D Wood & Co., we're not afraid to get our hands dirty, we know the work it takes to make a... more
23 March 2025

‘There are still those...’ Campaign

This on-going campaign for John D Wood illustrates perfectly the brands character and tone of voice. It speaks to an older, higher-end demographic, but one that stays up-to-date and current, all while enjoying a sense of tradition and

doing things ‘the old fashioned way’. It toes the line – poking a little fun at the expectations of the wealthy, old-money audience, while inviting them in on the joke to show that the brand understands their needs, preferences, and lifestyles.

JOHN D WOOD & CO.
London, Country & International Property

99%

Last year, we successfully achieved an average of 99%* of the asking price across all our let properties.

Speak with us today to find the right tenant at the right price level.

JOHN D WOOD & CO
London, Country & International Property

*Source: Average agreed rental income of properties let between 15th January 2019 and 31st December 2019 via John D Wood & Co. Oxford. John D Wood & Co. internal data 2019.

Estate agents move home too.

We are delighted to be moving into new premises, and while our postcode might have changed, we are **the same staff on the same street in SW1.**



1872 *150 Years* 2022
JOHN D WOOD & CO
London, Country & International Property

Why leave your most valuable asset unprotected?

To show our commitment, we are offering our property management service free for three months*.

MONTHS FREE

PROPERTY MANAGEMENT

*The offer commences 15th May and closes 31st August 2020. Full Terms & Conditions apply. For full details visit johnwood.co.uk/small-print

JOHN D WOOD & CO
London, Country & International Property

Sub-Brands & Marketing

Under the John D Wood brand are numerous sub-brands, each focussing on a specific type of property and customer. Variations on the base branding were developed to differentiate these business areas, while still maintaining the consistency of the overall brand. Shown here are some examples which display these variations in typography, illustration and imagery, but still look harmonious together as a collection.

JOHN D WOOD & CO

London, Country & International Property

In 1894 Tower Bridge was completed.

Meanwhile, we were building bridges between vendors and buyers.

1872 *150 Years* 2022
JOHN D WOOD & CO
London, Country & International Property



150 YEARS OF JOHN D WOOD & CO.



JDW Magazine

Alongside their online and OOH campaigns, JDW also produce a regular print magazine which serves the dual purpose of advertising their high-end properties and educating customers about elements of the sales process and market changes. This helps to position them as an authority and build trust and visibility for the brand.

Bedburg Erftau

Urban Development

Branding & Marketing

Bedburg is a small, quaint town nestled in the countryside to the south-west of Cologne. Best known for its modest castle and the infamous "Werewolf of Bedburg" – it is currently undergoing a transformation, with tech giants such as Microsoft and Samsung building offices in the area and bringing with them an influx of professionals and young families looking for a home in the countryside which also provides all the modern conveniences one could desire.

With this in mind, Bedburg Erftaue was born – a complex of housing developments, shopping districts, education, public amenities, sustainable transport solutions and entertainment. A place where everything you need is right on your doorstep.

A branding solution was developed which draws on the history and greenery of the area and invites sustainability-conscious and discerning buyers to find their home within.



BEDBURG
erftaue

BEDBURG

erftaue



LEBENSWERT. LIEBENSWERT.

Logo & Lockup

The brief for Bedburg requested that the brand and visuals draw on the abundant greenery and rich history of the area, and combine this with themes of sustainable living and family. The logo, colour palette and strapline were developed to be calming, inviting, and importantly – not reflective of any current trends that would cause the branding to age over what will hopefully be a decades-long lifespan.

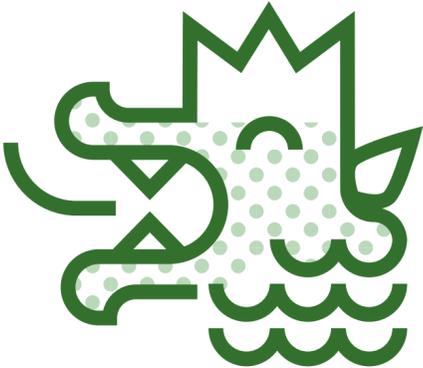


Website

The Bedburg Erftaue website serves a dual purpose in attracting both home-makers and developers to the area. Despite being heavy on technical information, the inviting, natural branding serves to keep the site appealing.



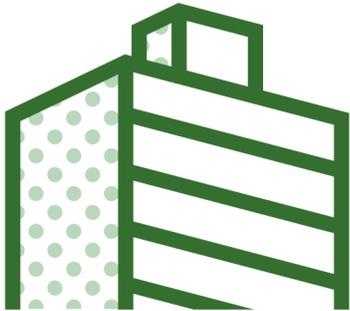
erftaue



Lion Rampant



Château de Bedburg



Bedburg Tower



Icon Library

To illustrate the many positive aspects of life in Bedburg (and its local flora, fauna, and landmarks) a comprehensive icon library was developed. Each created by hand for consistency (after all, how many werewolf icons are there to choose from?).



Brochures

The property and development industry still loves its print products, when people are making a large purchase like a home they always find it reassuring to have a physical brochure to take away and consider at their own pace.

PHOTOGRAPHY

Photography and design are cousins in my opinion. Not close enough to be siblings but they have something in common. As a visually-focussed person I can't help but see compositions and colour palettes wherever I go, so I always carry a camera. I've published several books and zines of photography in the last few years.



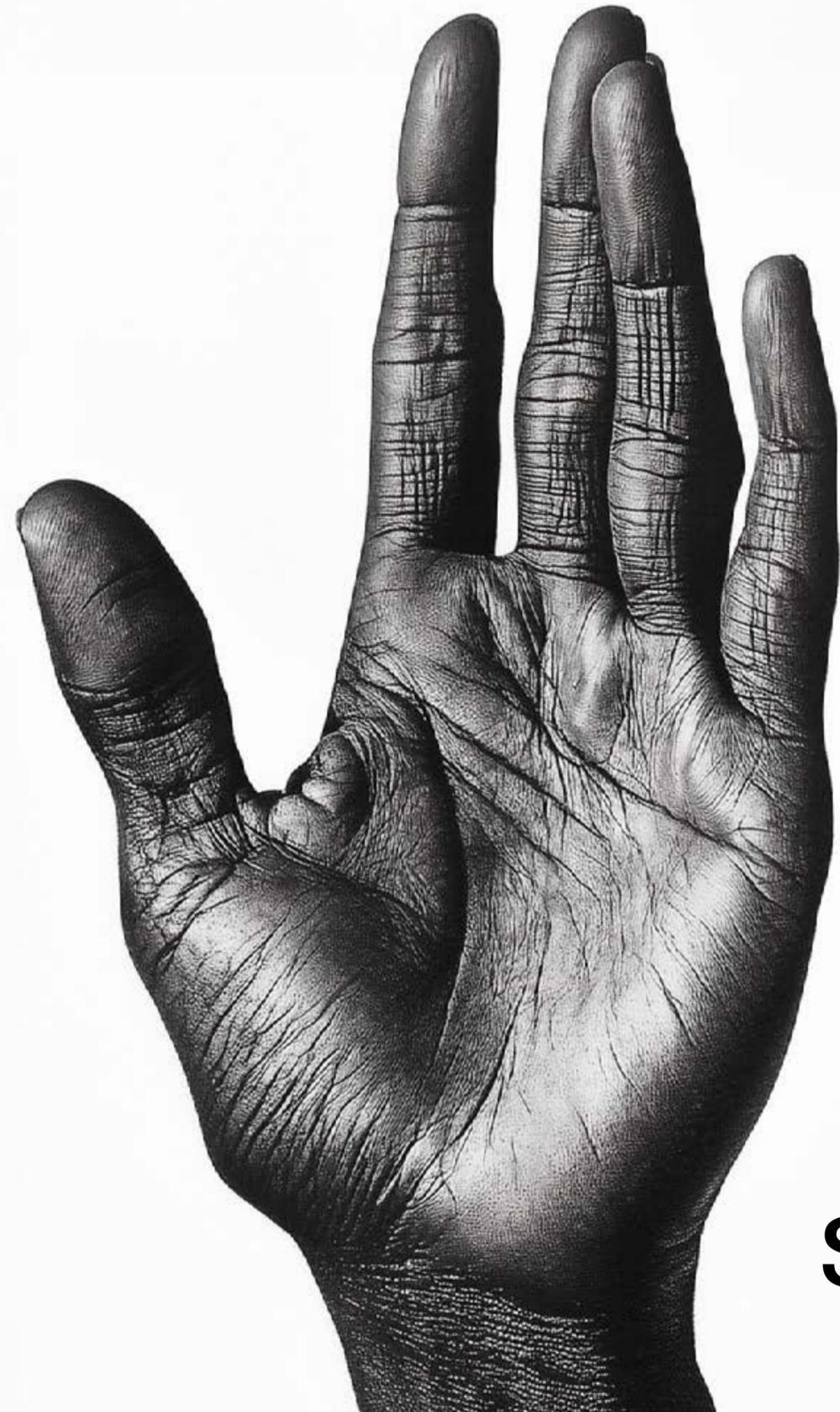
SNAIC

AI SERVICES

Branding, Online Presence, AI image generation

With the advent of commercially-available ai products, and a near-unprecedented amount of hype surrounding automation and efficiency, new markets have opened up for consultants and facilitators to direct businesses in how best to use ai to improve their processes and take advantage of the opportunities it provides.

Snaic was created to fill that space - part business consultancy and part solutions provider. They analyse existing business and identify areas where ai could improve their workflow, then combine existing tools in a bespoke UI which is deployed for clients to use with minimal training and maximum impact.



snaic

Sustainable, maintainable gains_

Logo, Type Treatment

Snaic's previous logo was a bit of a swing and a miss. But they didn't want to move away from it completely, and wanted a simple typographic wordmark - "not something that looks like it's from a videogame". The emphasis in the original logo was moved from it's previous questionable position to the obvious spot, and a headline

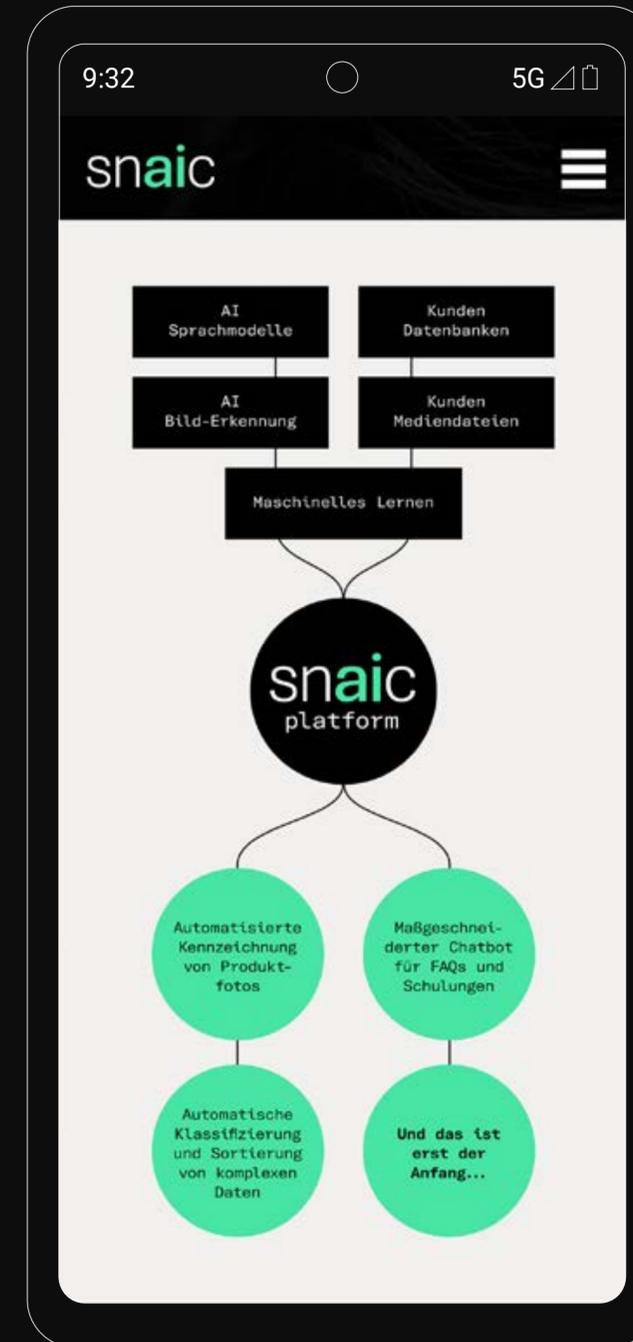
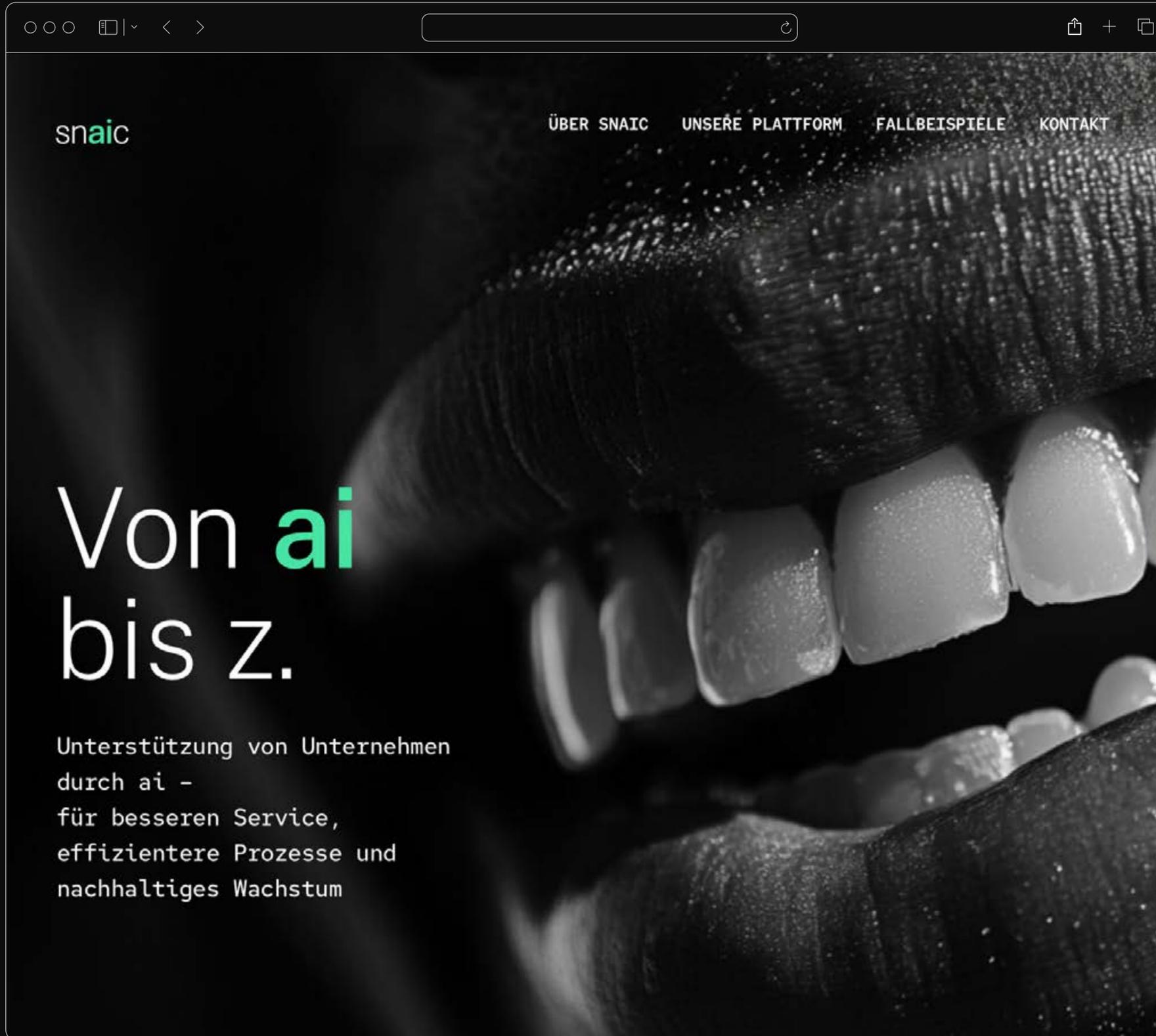
treatment was developed to echo the new logotype.

Aptos was chosen as a brand font to fulfil the client's requirement for a font which would be immediately available to use for all their employees. It's stylistic range across the sans and mono versions also works beautifully here.



Original
Logo

snaic



Website

At the beginning of the Snaic project, a key issue was the lack of an effective “elevator pitch” to explain their product. After reading through some very dense presentations and technical documents, we were able to drill down to the core benefits and features, and communicate these clearly with a simple website and illustrative graphics.

snaic

Imagery & AI Generation

Snaic requested that all imagery for their brand be created using AI - a thematically appropriate choice, but open to issues. The last thing any brand needs is the association with lazy AI slop as part of their appearance. With this in mind, a 'photography' style was created which focusses

on grounded, human figures shown in hyper-realistic detail - to keep the brand from falling into the common artificial or surrealistic look that AI often creates. The final images were created initially in Midjourney, with additional post-processing and editing done in Photoshop



FINN

Car Subscriptions

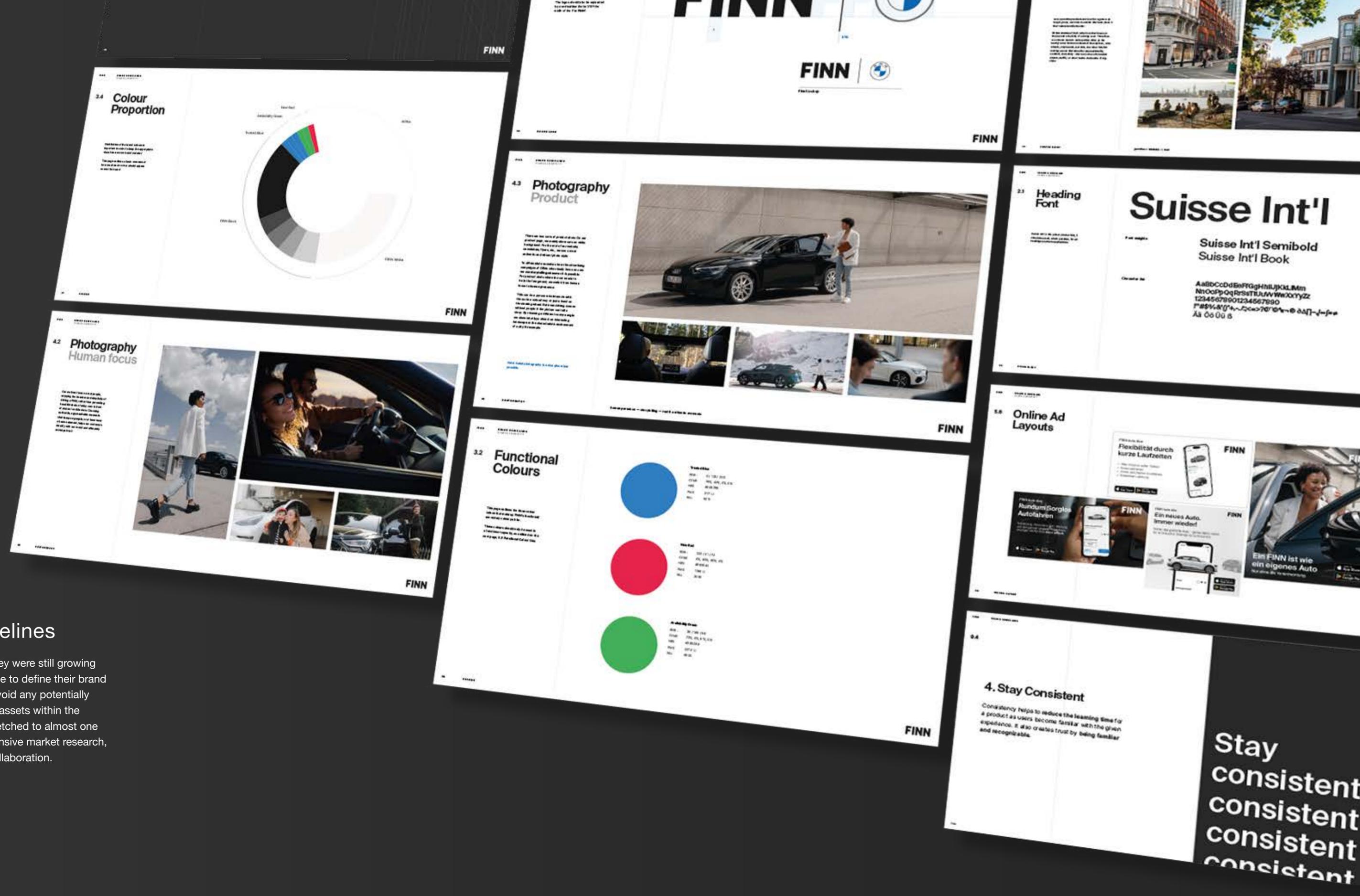
Branding, Marketing, Art Direction & Photography

The subscription model has gained a lot of traction in recent years due to its convenience, low-risk outlay, and consumers perennial desire for the latest products as soon as they arrive. FINN capitalises on this increasing comfort with the subscription model and brings it to the automotive world –

making mobility as simple, easy, and low-commitment as just a few clicks. Their branding reflects this convenient approach, keeping things straightforward, professional and trustworthy – but always with a human element, which highlights the importance of mobility in family, personal, and business life.



FINN



Branding & Guidelines

When I started work with FINN they were still growing as a start up and needed someone to define their brand clearly and comprehensively to avoid any potentially damaging 'freestyling' of graphic assets within the company. The final guidelines stretched to almost one hundred pages and involved extensive market research, testing, and cross-department collaboration.

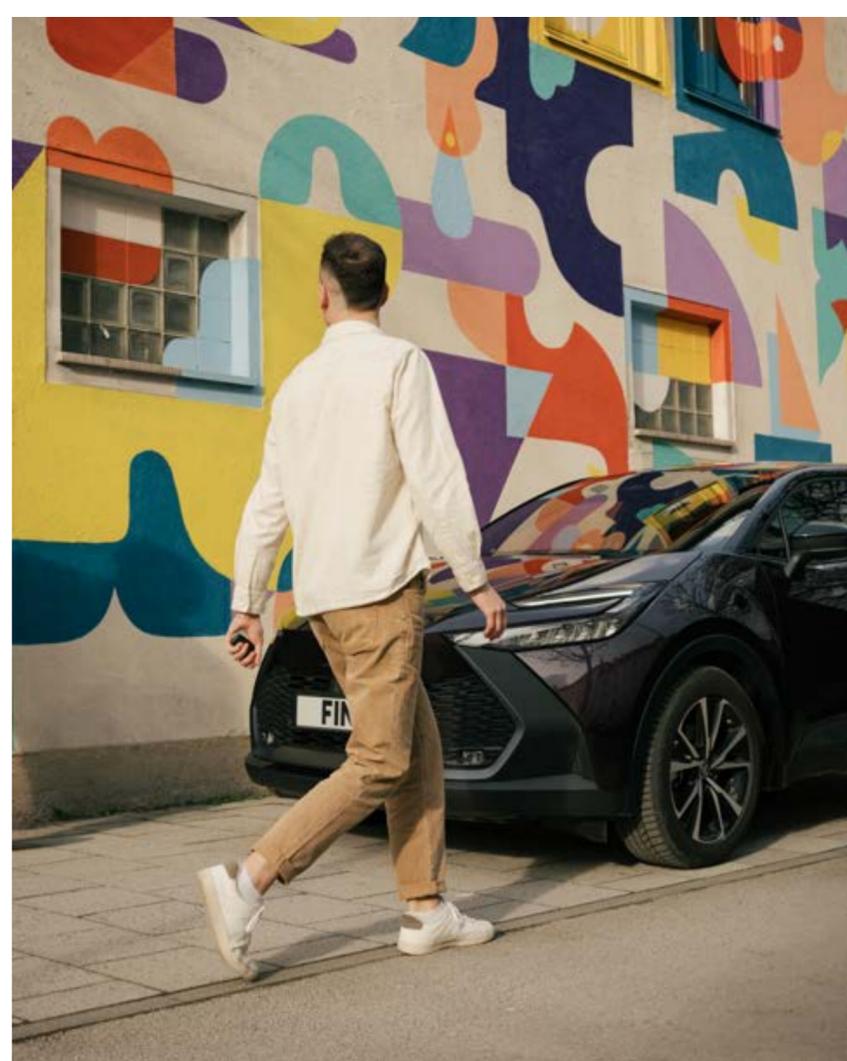
4. Stay Consistent

Consistency helps to reduce the learning time for a product as users become familiar with the given experience. It also creates trust by being familiar and recognizable.

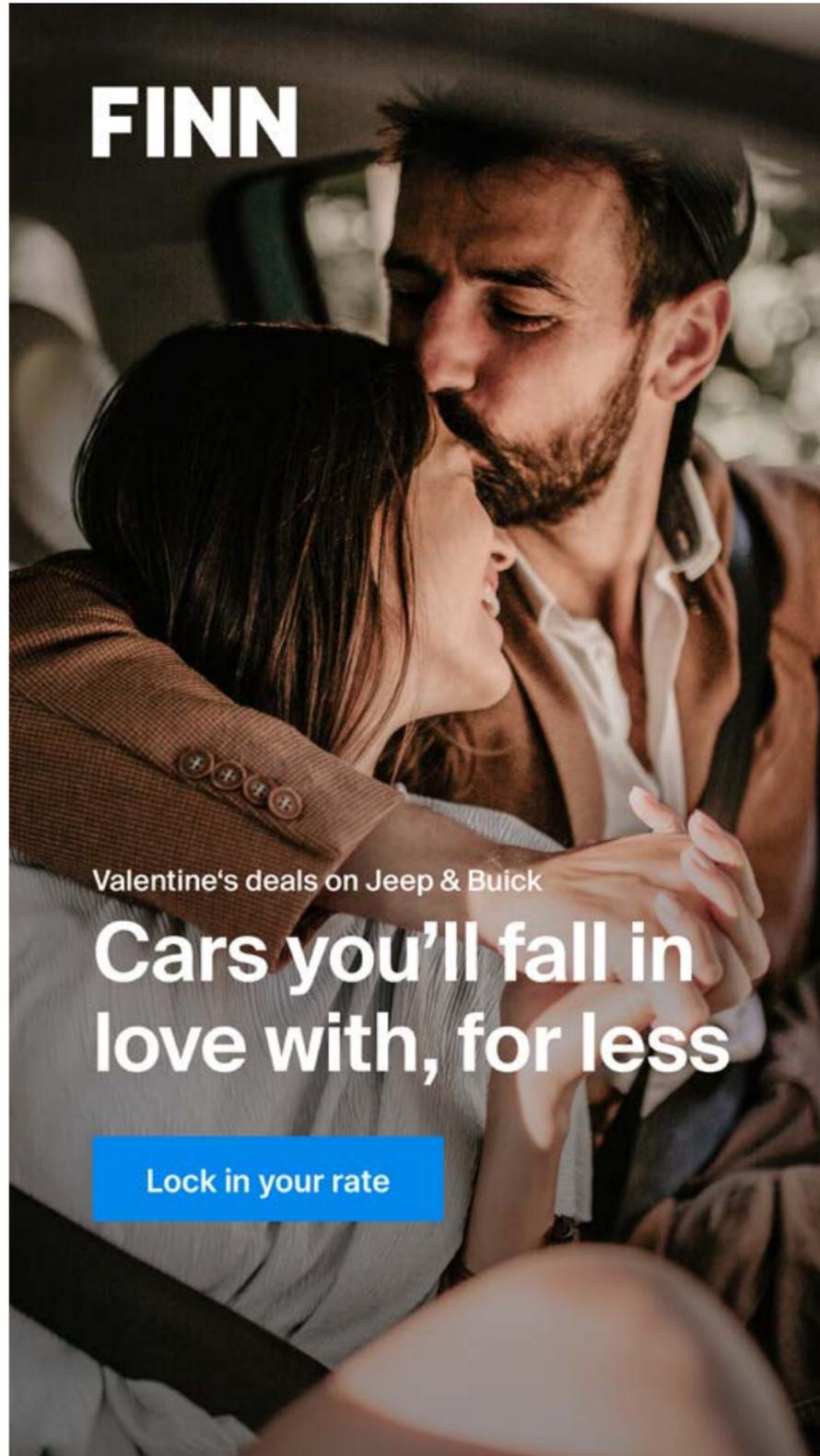
Stay
consistent
consistent
consistent
consistent

Art Direction & Photography

Alongside my standard design work for FINN, a key part of my role was art directing photo and video shoots to create content for campaigns and social media profiles. This involved location scouting in the Bavaria region, liaising with manufacturers, hiring models and creatives (or shooting the images myself) and the subsequent editing of content. All photos shown here are my own.



FINN



FINN

Valentine's deals on Jeep & Buick

Cars you'll fall in love with, for less

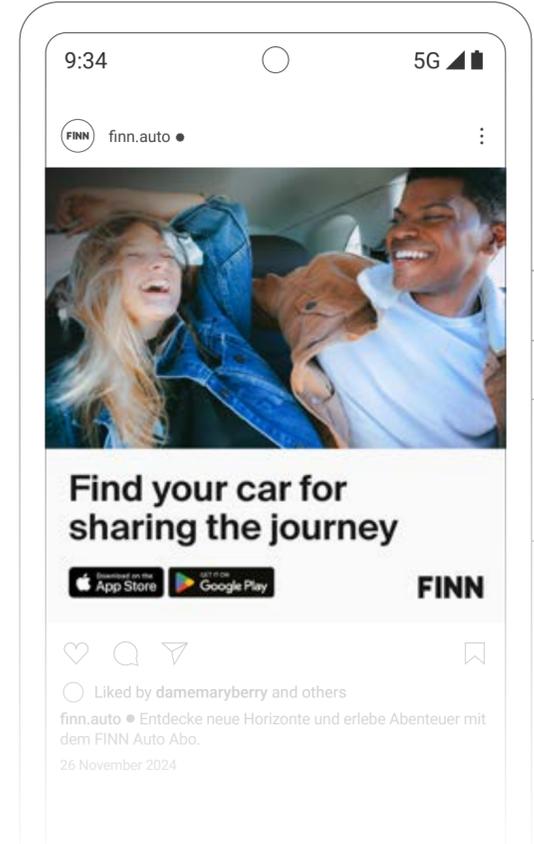
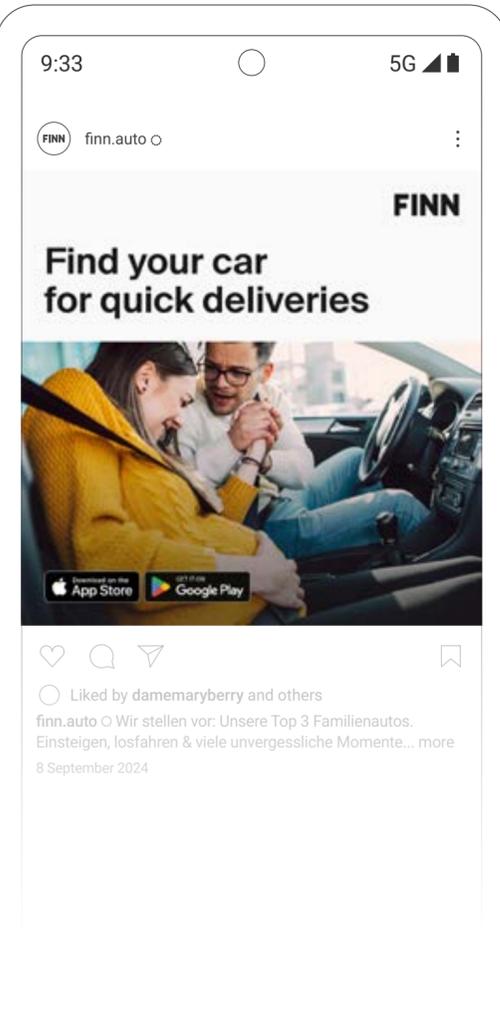
Lock in your rate



FINN

Jetzt Gratismonat für Dein Auto Abo sichern

Code: WINTER23
Gültig bis 29.12.23



Marketing & Campaigns

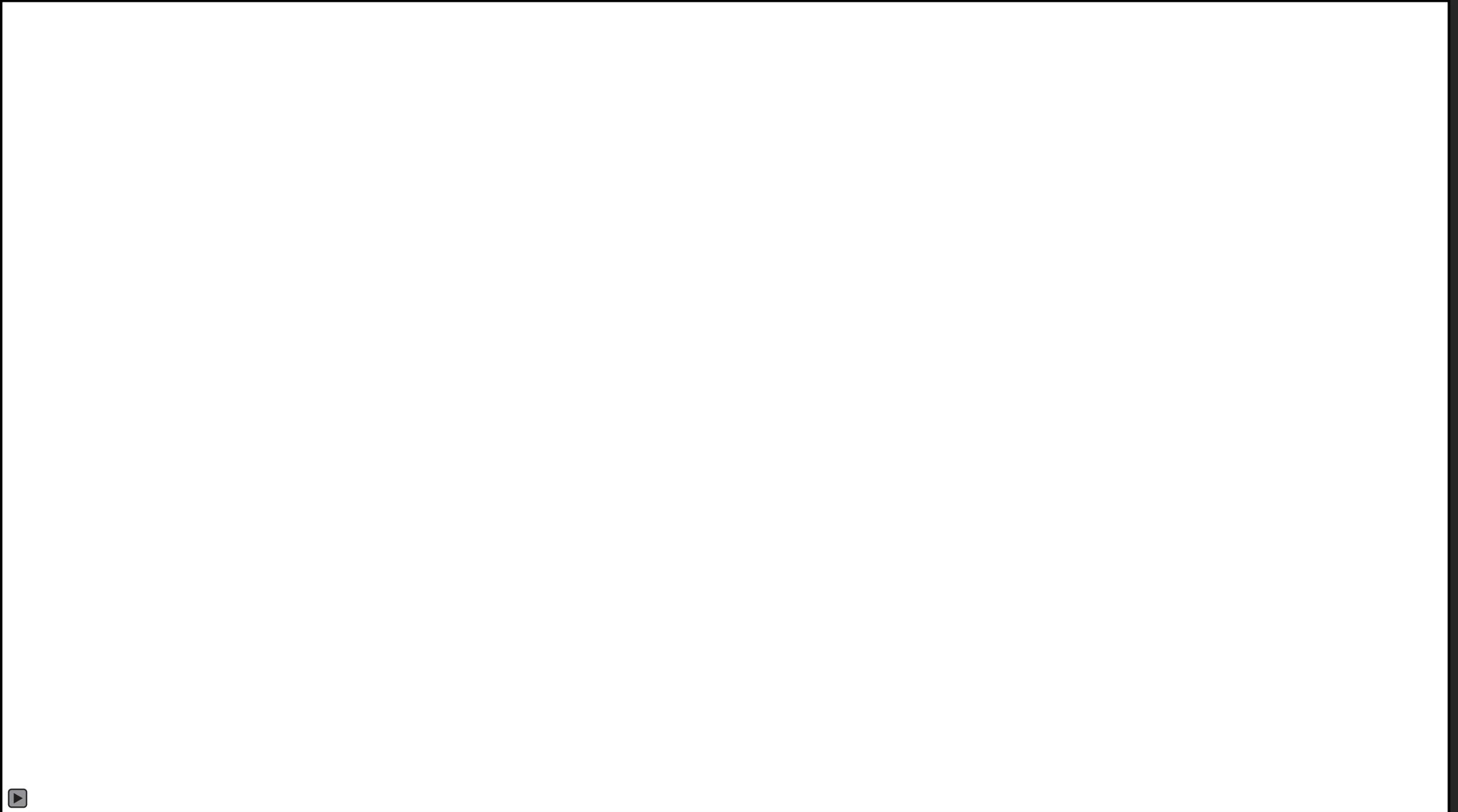
Working within the confines of some quite strict brand guidelines, with minimal colour or ornament, the focus for advertising with FINN was on the personal aspects of driving and car ownership – how people live with (and in) their cars, how they become a part of the fabric of everyday life.

Advertisements and campaigns leaned into this, showing not just the range of cars and prices, but the everyday situations which are made more simple and more enjoyable by worry-free, dependable mobility.

Motion Graphics & Video

'Car subscriptions' is a fairly simple concept on the surface, but in reality it comes with a lot of follow-up questions. As part of FINN's launch to the American market, we produced an animated explainer video to break it down.

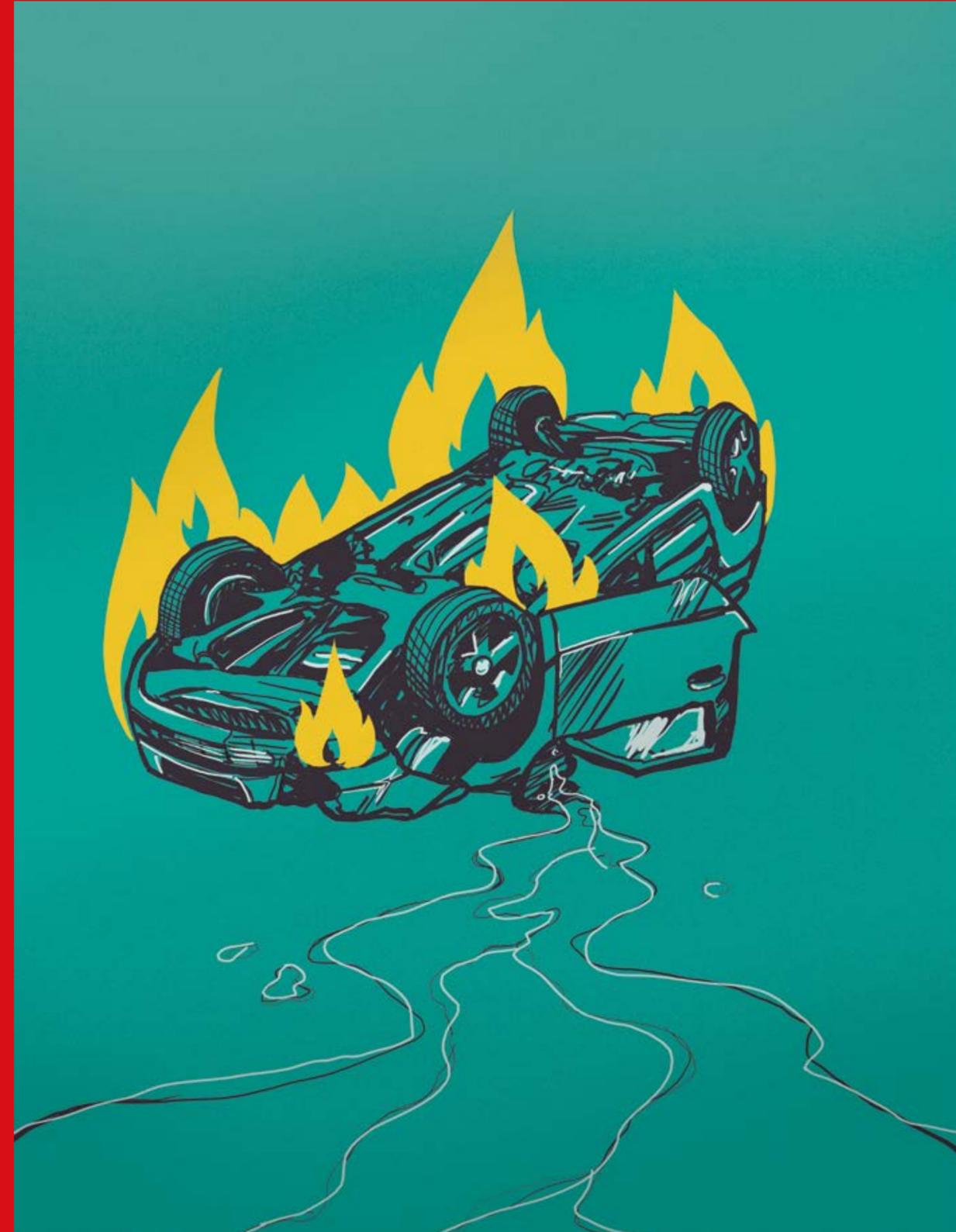
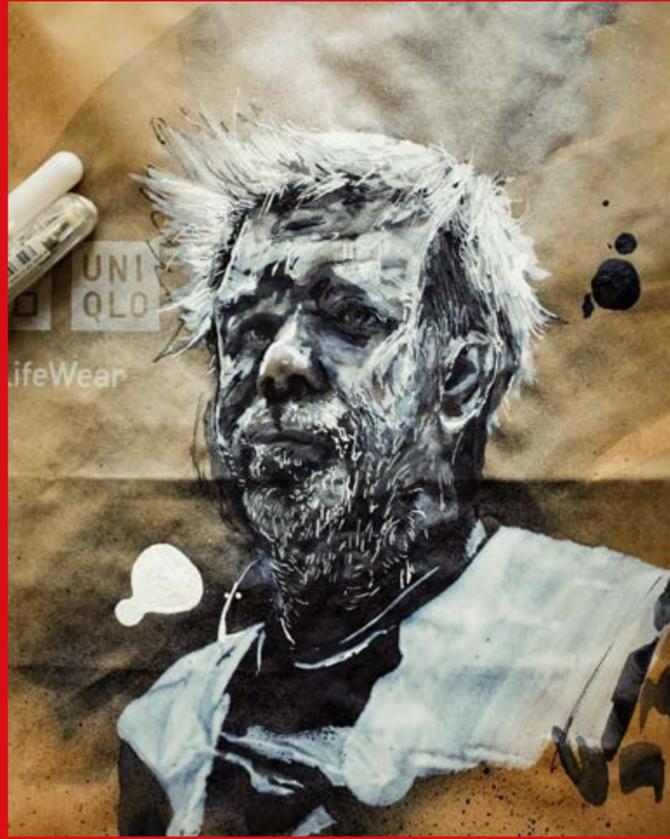
If the video player on this page doesn't work for you, please click the link below.



ILLUSTRATION

Sure, you can probably get Midjourney or Firefly to create all your illustrations for you these days.

But nonetheless, I have some illustration skills and these are still often useful when working on design projects. Sometimes for final artwork, sometimes just for sketching things out and communicating concepts. Included here are some examples from personal and client projects.



hörbuch24.de

AUDIOBOOKS

App Design

Hörbuch24 is an audiobook streaming app and marketplace, which focusses largely on the cosy crime, family drama and steamy romance genres for an older demographic looking for something light (and perhaps even titillating)

to enjoy in their free time. To appeal to this audience, the app design is unapologetically soft, warm and inviting – but still retains the full feature set one would expect to find in any modern streaming service.

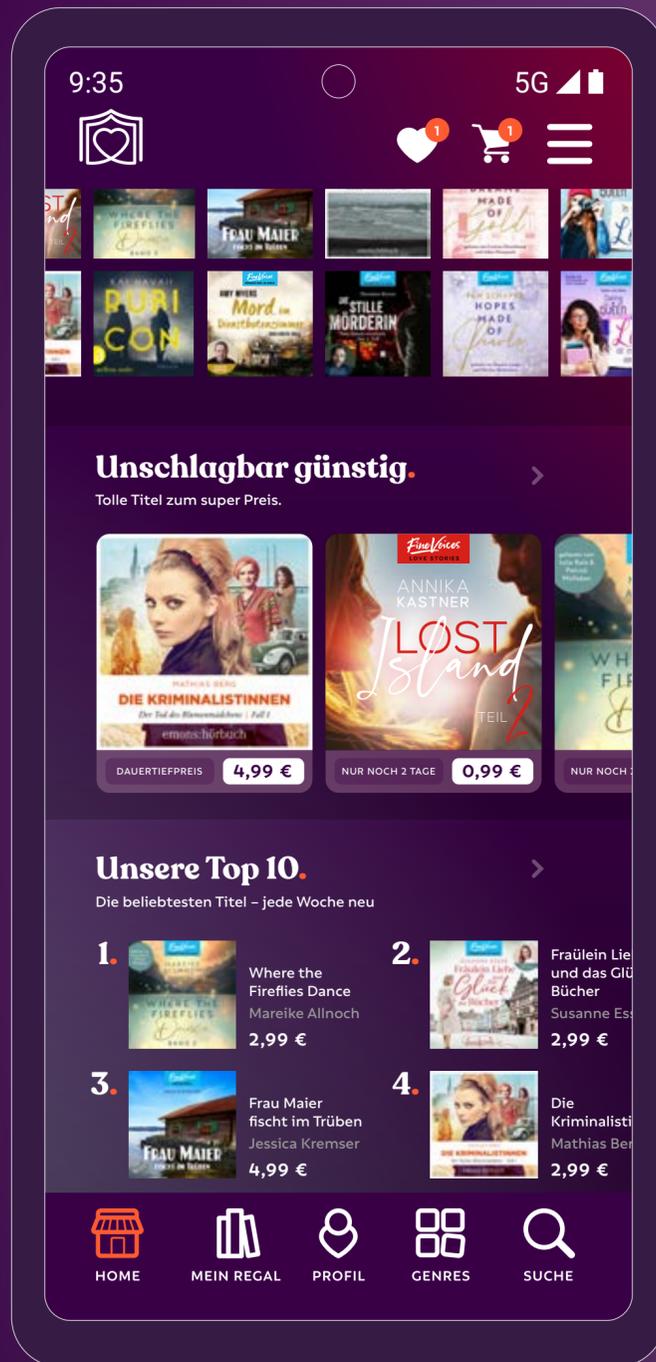


hörbuch24.de
GUTE GESCHICHTEN GÜNSTIGER

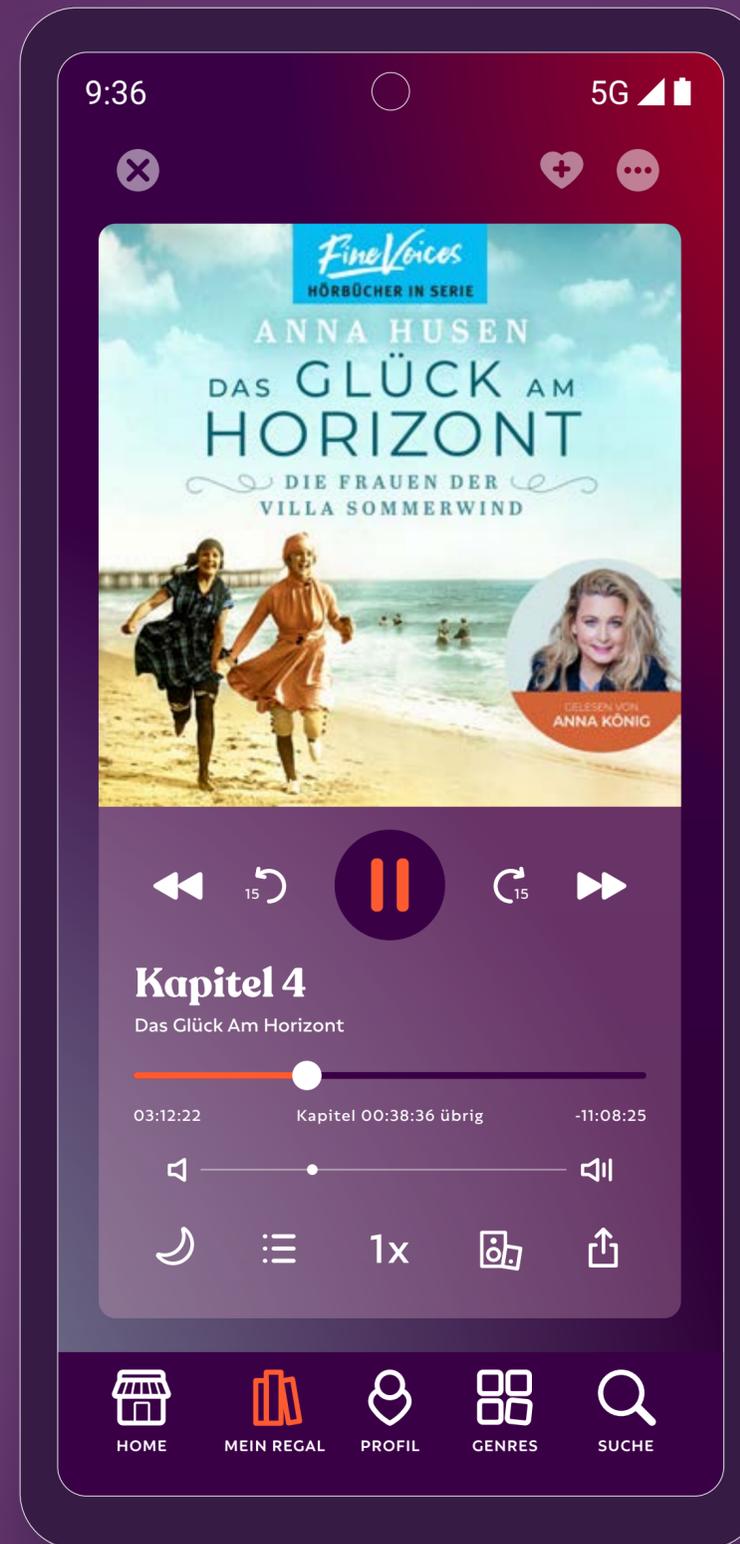


The Hörbuch24 app is part marketplace and part media player. The incorporated store focusses on value, bundles and community reviews – and in keeping with the available content – embraces the fact that this is easy-going literature for escapism and relaxation.

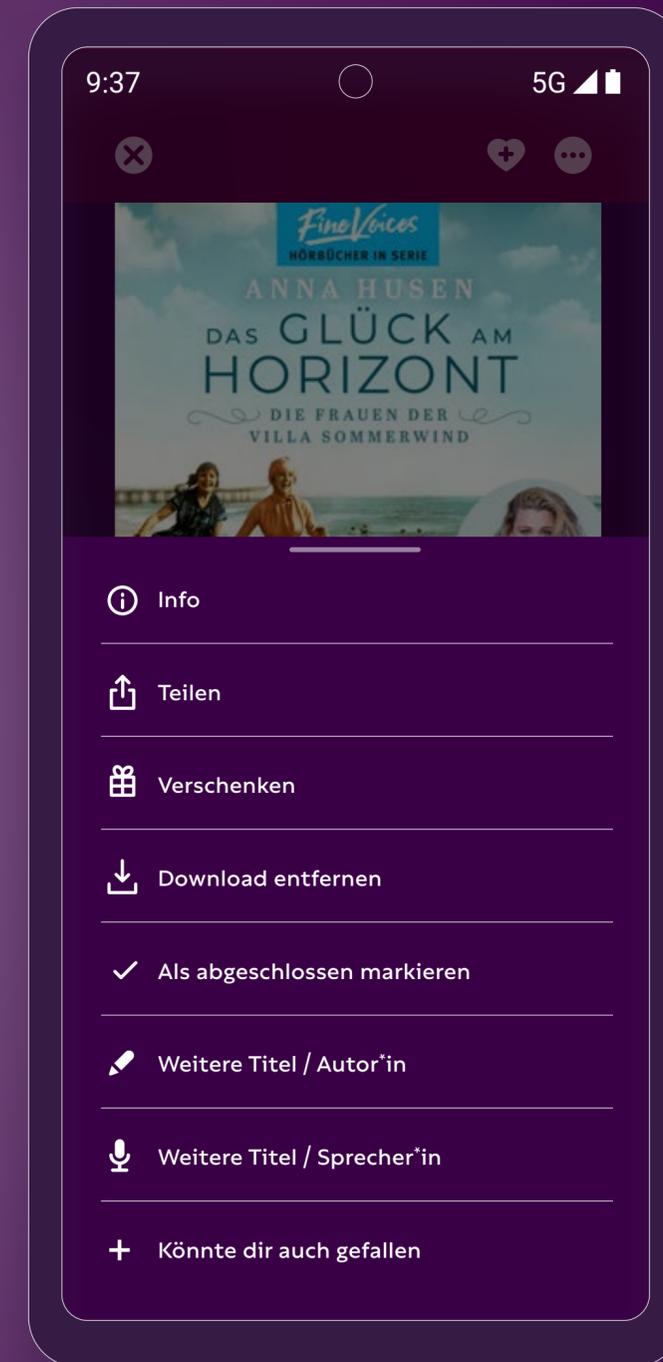
The player has variants for both previewing (with quick links to favourite or add to cart) and listening (with the ability to bookmark, navigate by chapter, and listen at custom speeds).



Store



Media Player



Context Menu

Geuder GmbH

Medical Instruments

Advertising Campaign

Geuder has been making and distributing medical instruments and supplies worldwide for over 70 years. Through continuous research and development they have created countless products which are patented and produced only by themselves, making them market leaders in various hyper-specified fields of healthcare and surgery.

One of these products is EasyGas; a pre-mixed gas tamponade used in ophthalmic surgeries which increases reliability for surgeons, protects the environment by reducing harmful gas emissions, and reduces the risk of side-effects for patients. To market this unique product they wanted something surprising and inventive for the medical space.

Taking initial inspiration from the Easy Rider movie – a campaign was produced featuring two 'Easy Angels' characters demonstrating the benefits of the product in a way that cuts through the normally dry and technical landscape of medical advertising.

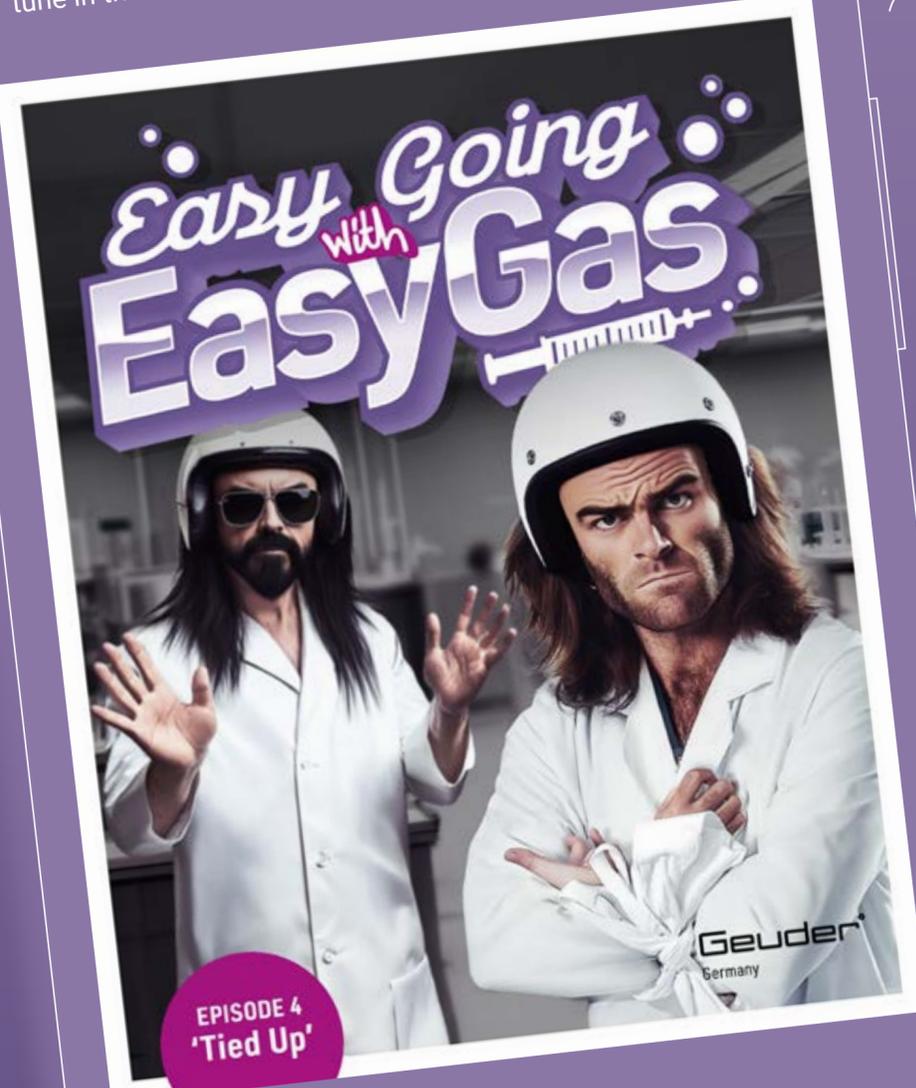


Geuder®
Germany

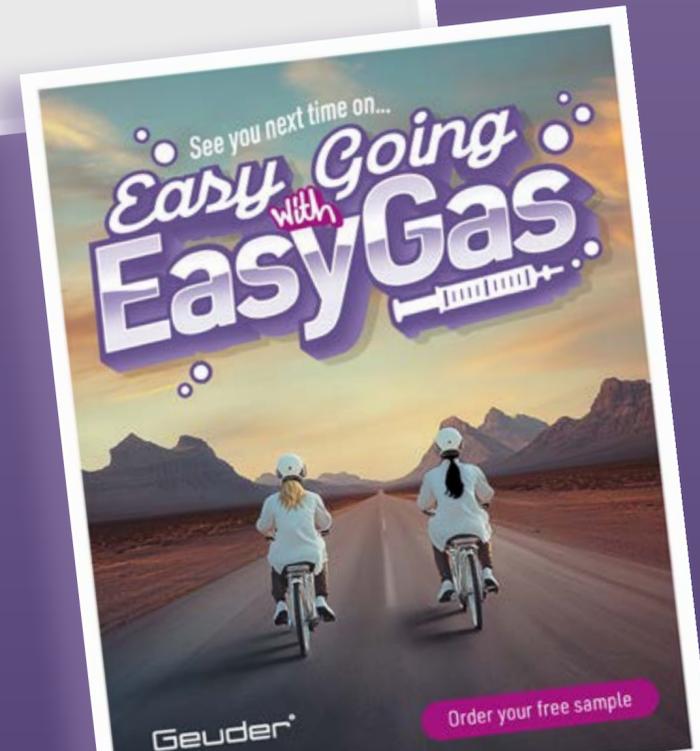


Geuder AG
2,895 followers
Visit website
9h · *

B.Easy and Angelo return for another (mis)adventure – tune in this week on Easy Going with Easy Gas... more

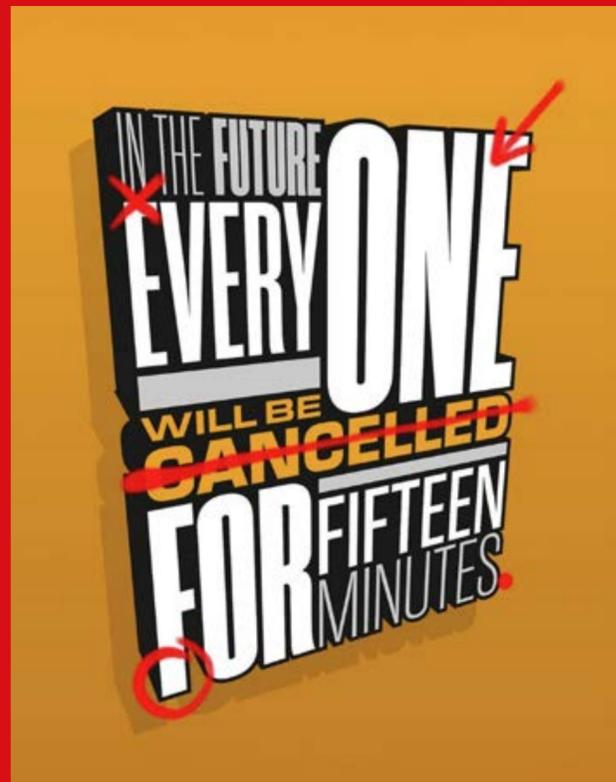


31 48 comments · 8 reposts
Like Comment Repost Send



Geuder® Germany

A key channel for Geuder is social media, and in particular LinkedIn – as the audience for this campaign is extremely specialised towards certain professions. To best communicate to these professionals, we first needed to get their attention with something unexpected and frankly, a little strange (our Easy Angels). But then reassure them with something which looks professional and trustworthy, and clearly explains the problem and solution which EasyGas addresses. This transition between surprising attention-grabbing and authoritative problem-solving is key to the success of the campaign with this audience.



CUSTOM TYPE

Lettering and typography was how I first became interested in design many years ago, and I still love experimenting with letters to this day. Sometimes a project requires a type treatment which just can't be achieved with a regular font or typesetting, having the ability to create custom type is a valuable skill in these situations.

GRUHL & PARTNER

ARCHITECTS

Career Retrospective Monograph

Hartmut Gruhl is a visionary 'deconstructivist' architect based in Cologne. His chaotic, intuitive, singular constructions have changed the visual landscape of West Germany over the course of a long career, and earned him a reputation as an iconoclast and authority on the intersection of art and architecture.

Collecting many examples of his buildings, writings and artworks

'BAUWERKE' represents a culmination of a lifetime dedicated to pushing boundaries.

The content of the book was pulled from an archive of vintage publications, forgotten CDRs, 35mm films and press clippings. Smashed together in a style that is at times alarming, but still retains a solid structural integrity, much like the buildings that Gruhl himself created.

GRUHL &
PARTNER







Skulpturen zum Ansehen, Gebrauchstaugliche Strukturen. Zur Architektur gehört die Funktion, die ist eine Frage des Maßstabes. Ansehen nur für unsere Skulpturen den Maßstab 1:200, für die Modelle ein Maßstab 1:1000. Es sind demnach für ein Modellhaus, eine Werkstatt für 1000 Menschen, ein Kulturzentrum. Wir sehen den Maßstab 1:50. Die Funktion, ein großer Hofraum werden eintragend. Die Funktion, ein großer Hofraum werden eintragend. Die Funktion, ein großer Hofraum werden eintragend. Die Funktion, ein großer Hofraum werden eintragend.

Die Einzelteile werden zu einer räumlichen Aussage gebracht. Wir wählen, welche Häuser sich zwischen und zwischen sich anordnen. Über und zwischen den Häusern stehen von Architektur entsteht, der mehr ist als die Summe seiner einzelnen Teile. Die einmal geschlossene Gruppe überrennen nach der Arbeit. Ohne Verschlussgruppe bleibt bis nach der Übung sind an den Modellen gefasst. Auch wenn. Ein Stück der Fertigung ist gefasst. Auch wenn. Ein Stück der Fertigung ist gefasst. Auch wenn. Ein Stück der Fertigung ist gefasst.



UMBAU EINES BANKHAUSES VON 1968
CITY CARRÉ
/ KÖLN [1966/2007]

Ein typische und auch sichere Frontseite aus Naturstein in strenger Ausrichtung soll erhalten bleiben. Lediglich im Erdgeschoss eine schwebende / flache Straße erfolgt die Akzentuierung durch Präzision einleuchtend gemacht. Darüber das abstrakte Band des Vorbaus als Trennung zwischen getrennt und heute.

PROJEKTDATEN	
Standort	Bonn / Köln
Maßstab	1:1000
Fläche	1000 m²
Realisation	2007
Bauherr	Grübel & Partner
Architekten	Grübel & Partner



GLASSKULPTUR
WEGWEISER EINER ANWALTSKANZLEI
/ DÜSSELDORF [1997]

PROJEKTDATEN	
Standort	Bankstraße, Düsseldorf
Konstruktion	Einge-spannte, geätzte Glastafeln
Bauherr	Kanzlei Schäfer
Architekten	Schickert Wipprecht Grühl & Partner

First Rate

Currency Exchange

Logo & Branding

first **rate**

First Rate is the brand name of a joint venture currency exchange service provided by Royal Mail and The Bank Of Ireland. Despite it's status as a multi-billion pound wholesale business, it's branding and logo were looking somewhat cursory and dated, and not fitting to a company of this stature.

A new logo was needed, something reassuring, competent, modern, but able to stand the test of time. This project was an exercise in exploration, iteration and refinement. Going through hundreds of concepts and variations, and just as many typefaces, until a final version was found.





(Some) Rejected Logo Devices

first  rate

first  rate

first  rate

first  rate

first  rate

first  rate

first @ rate

An important consideration in this final logo was that the typography must have a clear differentiator from the logo of First Direct (a key competitor to First Rate with a similar name) while still being a clean sans-serif. This was eventually resolved through the use of the 'fi' ligature, lighter weight, and the Matt font's more human forms and tapered terminals.



Final Agreed Logo

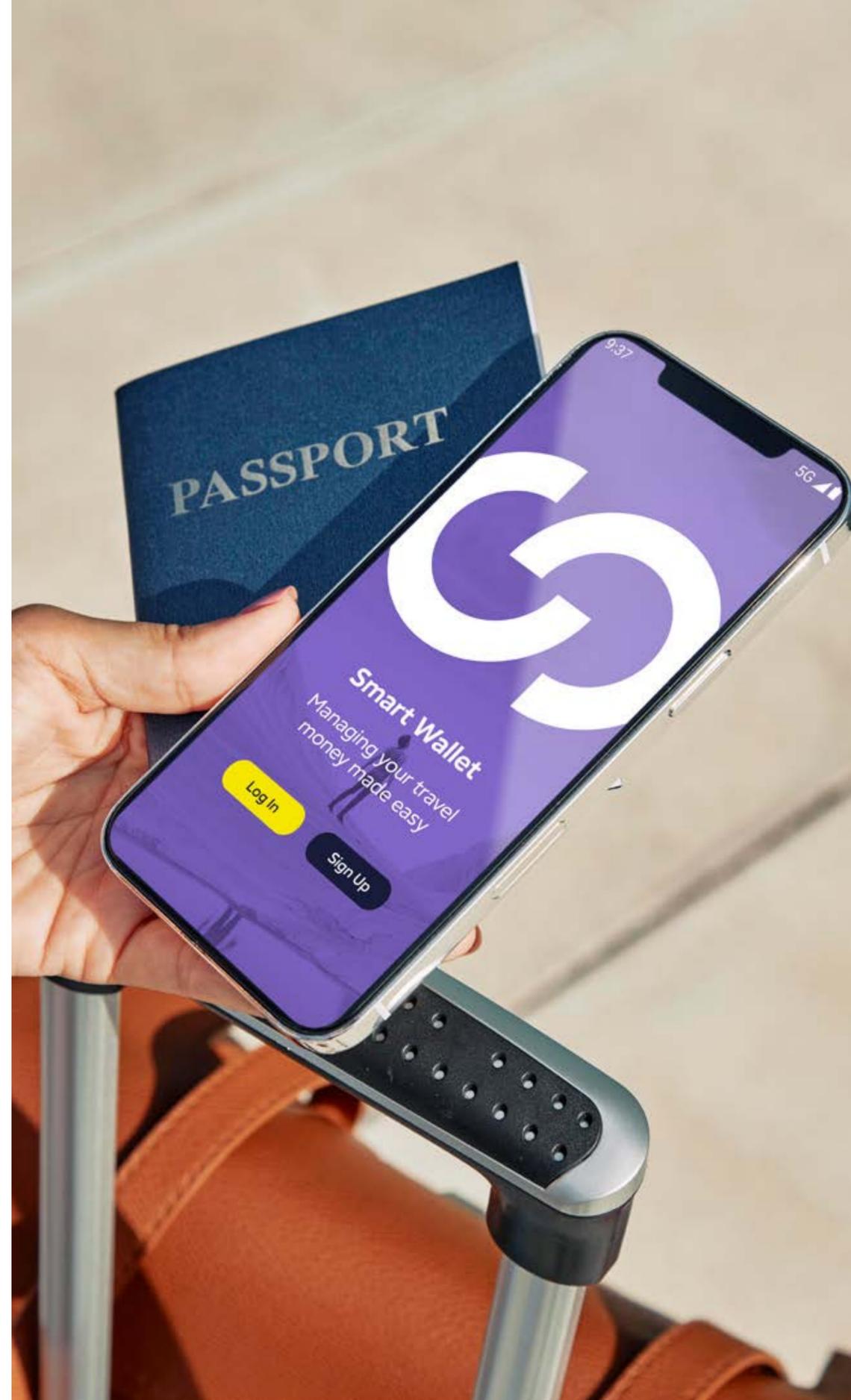
**The experts
in foreign exchange**

first^orate



first^orate

While primarily a B2B business, First Rate intend to begin moving into the B2C space in the near future. With this in mind, the new logo, device, and typography had to be adaptable to OOH advertising and allow them to build a recognisable graphic style with consumers.



THANKS FOR READING

Have a good day, and please feel free to contact me on the details below if you have any questions.

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