



**Sarah Medway**

GRAPHIC DESIGNER

[smedway.co.uk](http://smedway.co.uk)  
[sarah@smedway.co.uk](mailto:sarah@smedway.co.uk)

## Hello

I'm Sarah Medway a freelance graphic designer.

I find the most creative ways to engage with your audience through clear thinking, well crafted and beautifully executed design.

Your brand defines what you stand for, the promise you make to your customers and clients, along with the personality you convey. Whilst it includes your logo, colour palette and slogan, these are only the creative elements that impart your brand.

I hope we can work together to help you stand out from your competition.

## History

I studied graphic design for five years, two years at East Ham College of Technology, where I gained a DATEC Diploma in Graphic Design. I then went on to study for a further three years at Ravensbourne College of Art and Design and graduated with a 2:1 BA Hons in Graphic Design.

Before I went freelance in 2003 I spent many years working in design consultancies and advertising agencies, honing my skills in branding, print and web design, working alongside fellow designers and onto leading great design teams.

I have been privileged to work with interesting, varied clients, originating and refining local and global brands - invaluable experience that gave me the breadth and knowledge in the vast area of design, perfect for my decision to enter the freelance world.



Client /  
**Leith Hill Music Festival**

Project /  
**Brand creation / festival programme / posters / flyers**

Leith Hill Musical Festival is a competitive choral festival for amateur choirs in the Surrey area, founded in 1905 by Lady Evangeline Farrer and Margaret Vaughan Williams, whose famous brother, the composer Ralph, was Festival Conductor for nearly fifty years. Each year around two thousand singers take part over five days.

The main Festival takes place over two days in the middle of April, at Dorking Halls. The Halls were opened in 1931 to house the Festival and Ralph Vaughan Williams was an influential figure in raising funds for its construction.

Projects  
Leith Hill Music Festival

Client /

## Leith Hill Music Festival

After meeting and chatting with the festival organiser to discuss the objectives for the new brand, I created a versatile brand approach that could be used across all print and digital media

The flagship document is the main April festival programme, which we developed from being a 28 page document, to a 60 page contemporary souvenir piece. - images shown right.



Client /  
Leith Hill Music Festival

Main image /  
A5 promotional leaflets

Inset image /  
Information poster





Client /  
**Habitech**

Project /  
**Brand identity / brand guidelines / logo suite  
business cards / web site concepts**

Habitech are distributors of home entertainment and home automation products.

Habitech is a Value Added Distributor of Home Entertainment and Home Automation products. Habitech believes that home entertainment and automation should be easier to use and more affordable, and that 'value' means the best combination of performance, simplicity and reliability. They aim to offer the highest levels of support, information and training to the best value product lines in each category, bringing innovation and reliable high performance to custom installers in simple to use, value propositions.

Based at Basingstoke in Hampshire they have a large training, demonstration and workshop facility, along with demonstration rooms in Manchester and Dublin. Their representatives cover the whole country.

Projects  
Habitech

Client /  
**Habitech**

Habitech are a well known and respected brand within their arena. They wanted to evolve their existing brand into something that was more clean, clear and versatile, whilst still being clearly rooted in their existing identity and brand values. The project also included creating a logo suite for their sub brands of 'Training' and 'Pro' and web site concepts.

HABITECH LOGO DESIGN / BEFORE TOP / AFTER BELOW

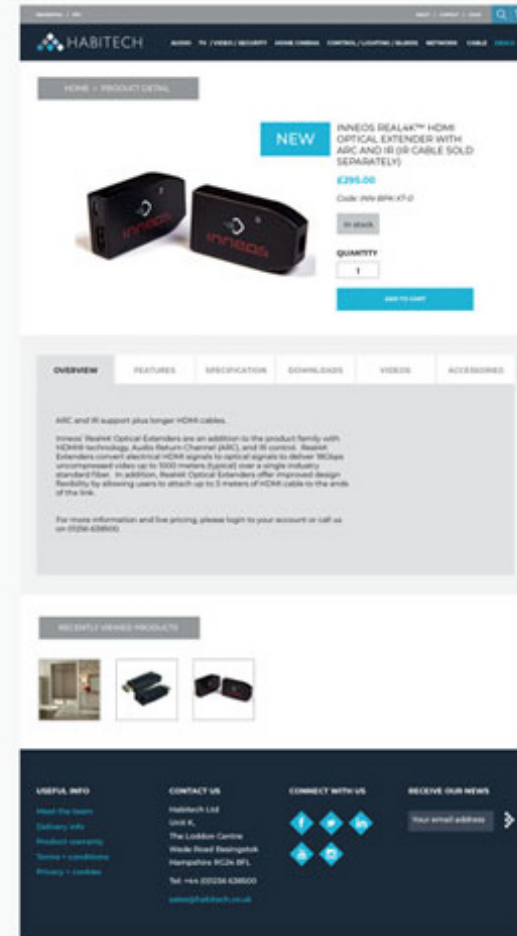
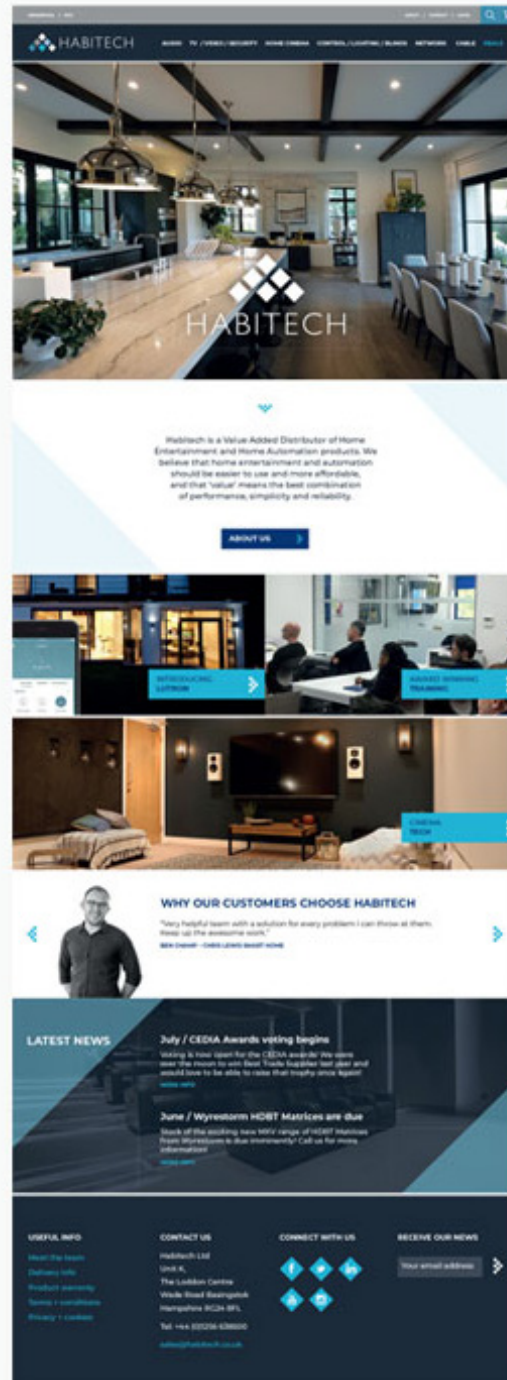


HABITECH / LOGO FAMILY



Client /  
Habitech

Right  
Web site concept







Client /  
**Alpha Heating Innovation**

Project /  
**Character design / development / illustration**

Alpha Heating Innovation design and manufacture highly efficient and innovative boilers and heating products.

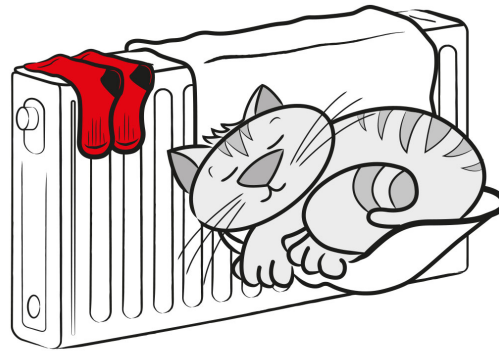
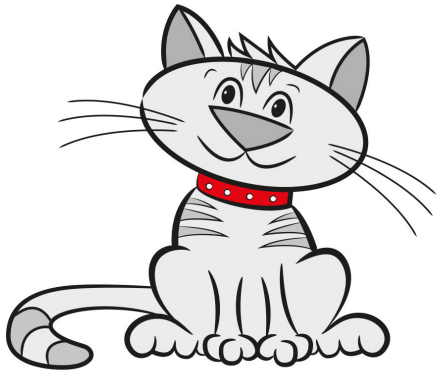
Established for 50 years, Alpha Heating Innovation is recognised today as one of the leaders of the UK's heating industry in both household and commercial sectors. This success has its foundations in traditional business values allied to a highly innovative approach to all aspects of its operation.

Projects  
Alpha Heating Innovation

Client /  
**Alpha Heating Innovation**

Working with their existing and established brand, Alpha asked me to design and illustrate a character called Alphie to be used in supporting online and social media campaigns.

Alphie's online presence further reinforces the respected Alpha brand as friendly, trustworthy, approachable and straightforward Encouraging customers to engage and have fun with Alpha through Alphie's mischievous activities.





Client /  
**Marco**

Project /  
**Logo design / brand refresh and development  
/ stationery design / brochure designs / email  
newsletter / exhibition stand graphics**

Marco have over 30 years experience in helping companies around the world become more productive and efficient - their proven hardware and software solutions optimise clients manufacturing and packaging processes. Aimed at both small independent companies through to large multi-nationals, installing one of Marco's tried and tested systems brings rapid improvements to pack house productivity.

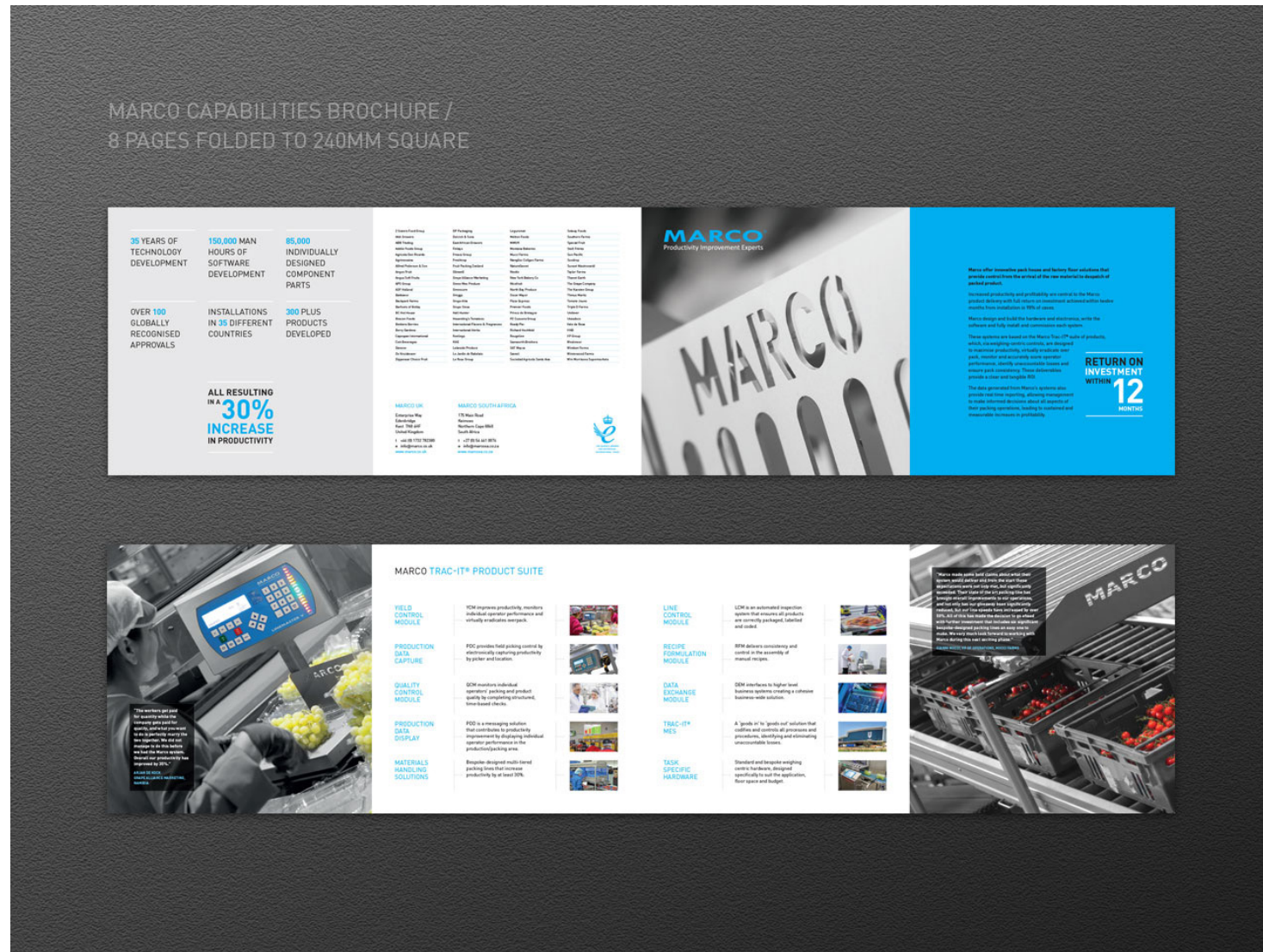
In September 2014 Marco were awarded the prestigious Queen's Enterprise Award for Outstanding Performance in International Trade.

Projects  
Marco

Client /  
**Marco**

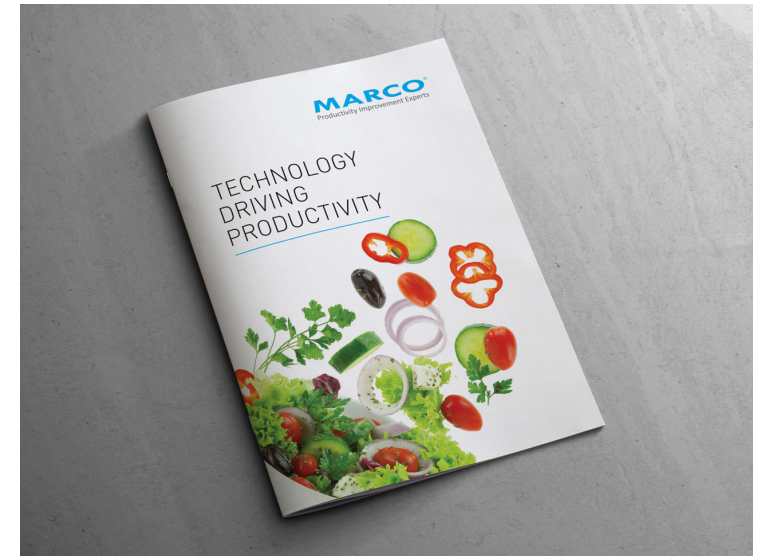
Working with their existing typographic logo and cyan colour, I was asked to refresh and develop their brand throughout all their marketing material.

Pictured right is their company capabilities brochure, 8 pages folding to 240mm square.



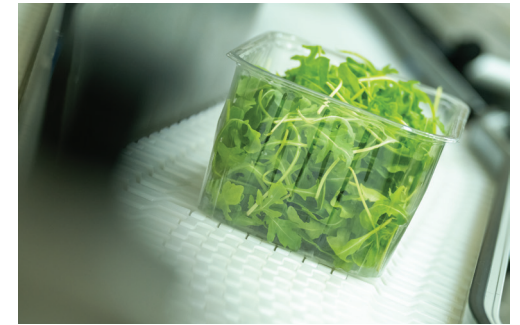
Client /  
**Marco**

I designed a range of expertise brochures, which included case studies and testimonials from their global customer base.



Client /  
**Marco**

I also am a photographer and shot on-site a library of product images for use in marketing material and social media campaigns - some are shown right.





Projects  
A few sample logos







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