#### Credentials

2019—2024



#### Formed in 2010. We understand what works.

We are an independent design agency. Our collaborative approach has seen us team up with global talent and brands to deliver award-winning design and campaigns.

We have a wild eye and thumping passion for IDs, street art, still and moving images.

We are a team of specialists with diverse skills and experience of working across multiple sectors at the highest level for a range of UK and international brands.

Collaborating with artists, designers, craftspeople, musicians, music producers, photographers and videographers.

Art Direction Photography

Branding Film

Digital Design Animation

User Interface 3D Visualisation

Digital Development Social Marketing

Print SEO

#### Selected clients

Ashoka

BBC

Blonde

Cibus é Italia

Colours

Gloria Jeans Coffees

Goldfinch Whisky

Hanoi Bike Shop

Highland Park

Hebridean Food Co

MakHalal

Mister Singhs

Picasso's

Quiznos

Scobie & Junor

Stack Shack

The Glenrothes

Tinto Tapas Bar

Tsingtao

Ubiquitous Chip

Ultimo

Wasps



### Selected Projects

2019—2023

#### MakHalal®

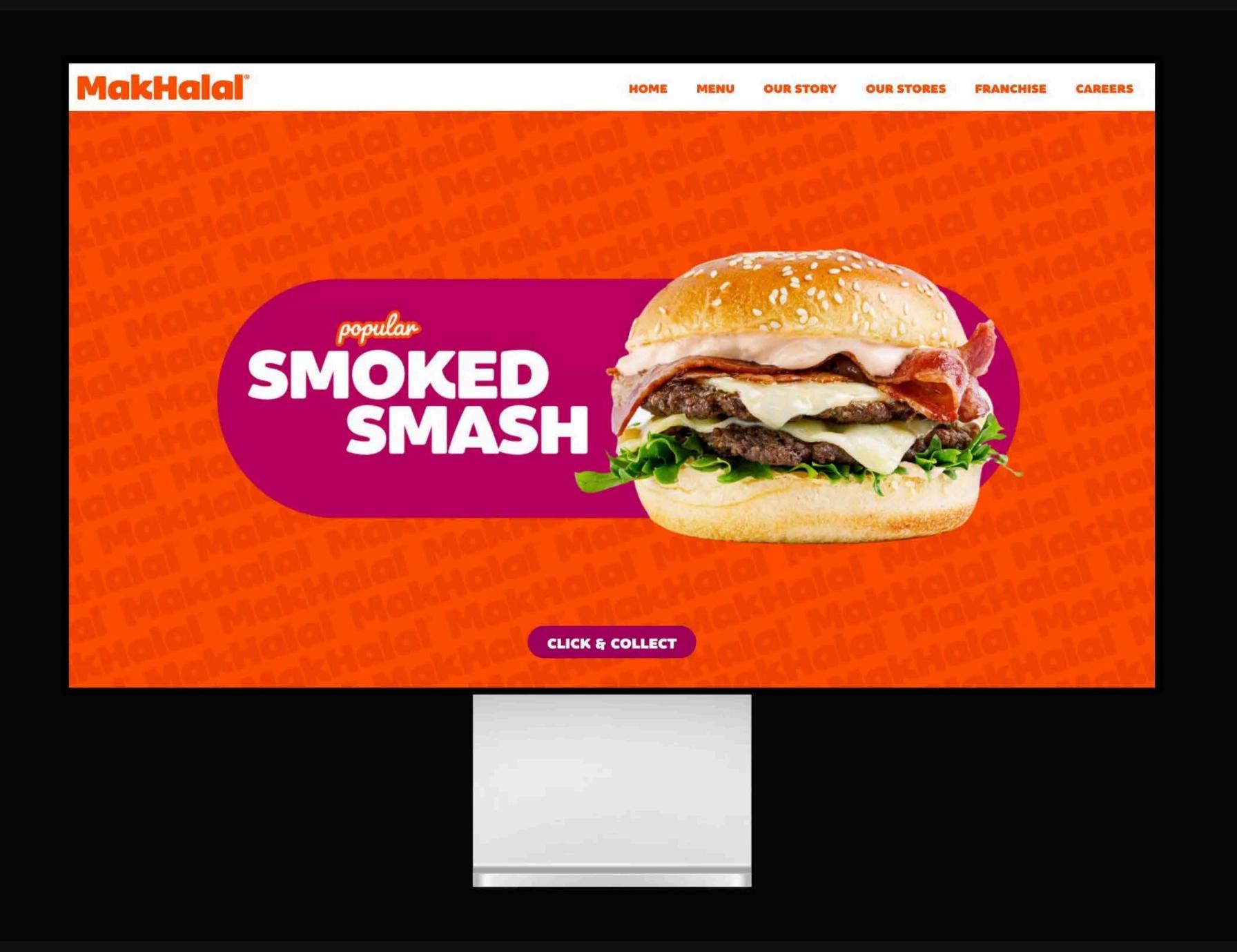


Developing a unique brand that reflects the restaurant's personality and theme. We made the identity feel less synthetic and focussed more on the fun, simple and confident approach.

MakHalal was founded in 2016 in Small Heath, Birmingham. Their vision was to create something that celebrated the concept of Halal and wanted to build an environment where food lovers could socialise, share their mutual appreciation for burgers and have a great time.

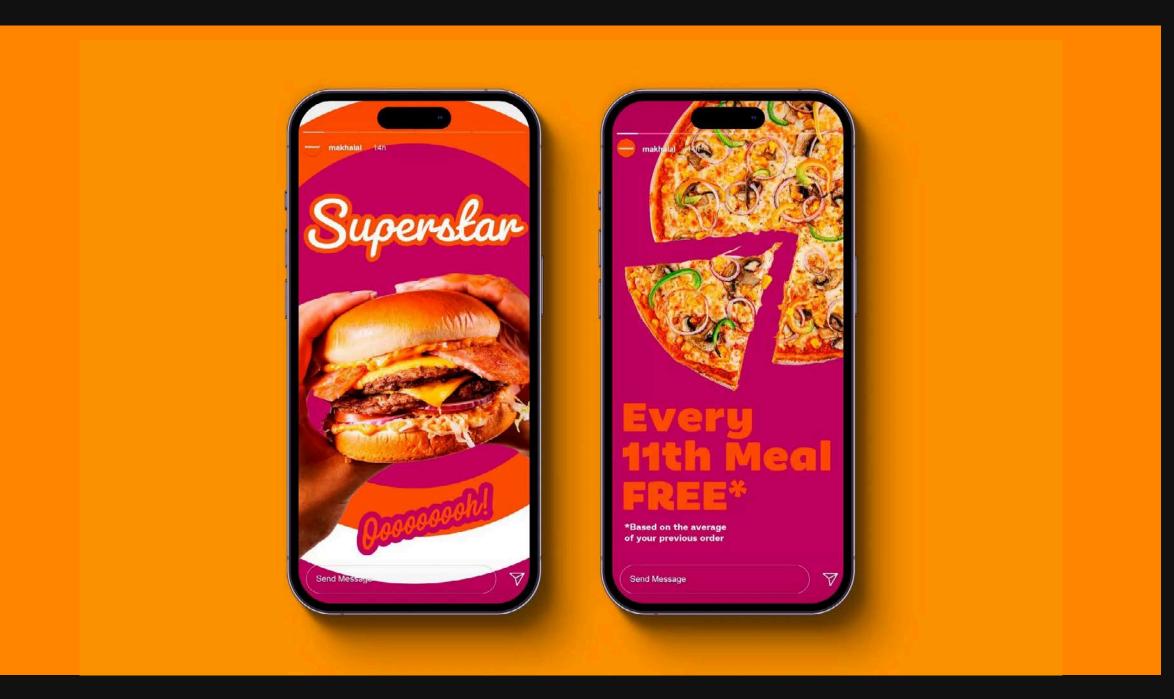
We created a cohesive visual identity, including elements such as packaging, advertising, menu design, signage and uniforms. This will help to create a consistent look and feel for the restaurant. We developed a brand voice and messaging strategy looking at taglines/slogans that capture the essence of the restaurant, as well as crafting social media posts that reflect the brand's personality.

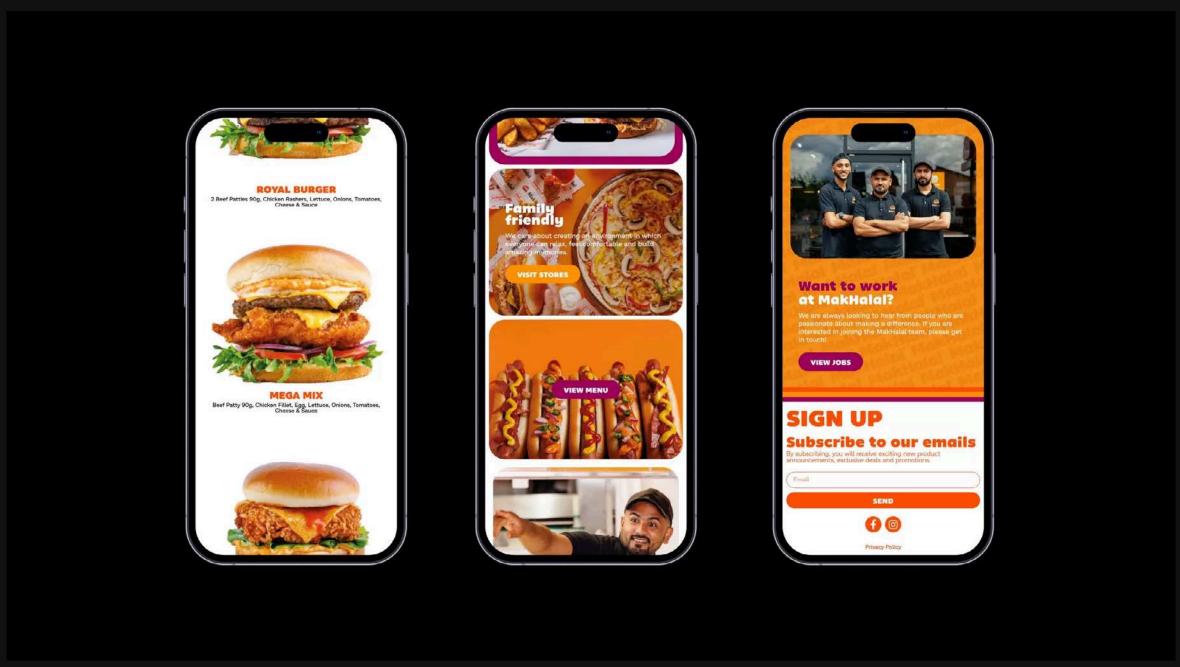
#### MakHalal®

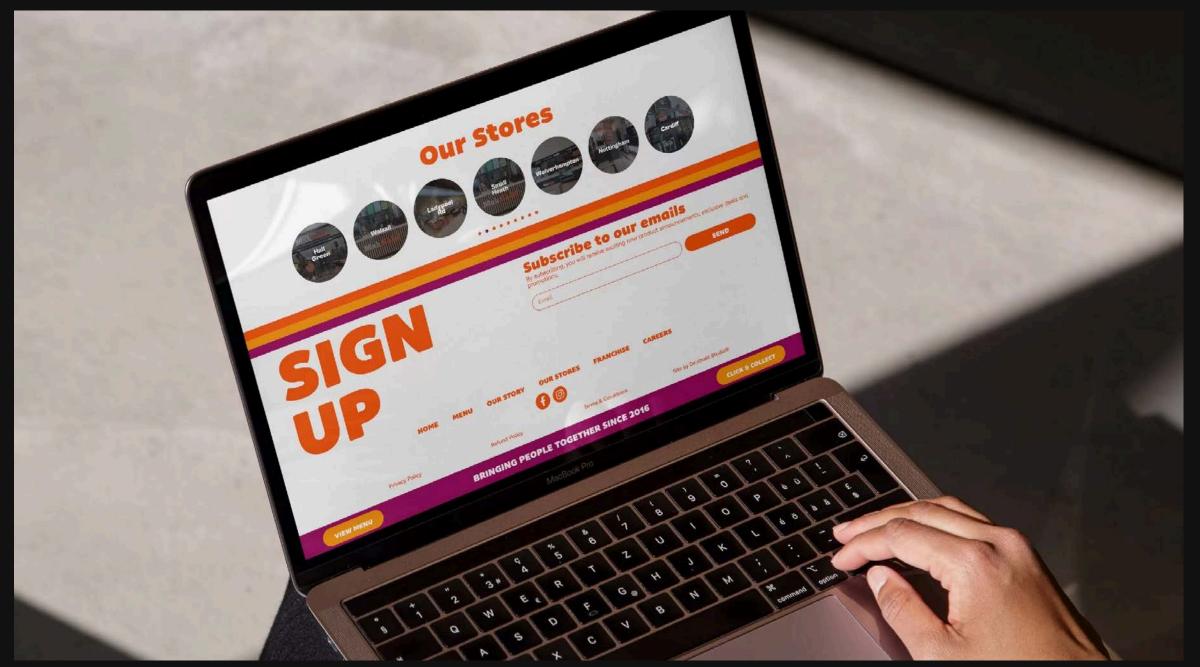


#### MakHalal®

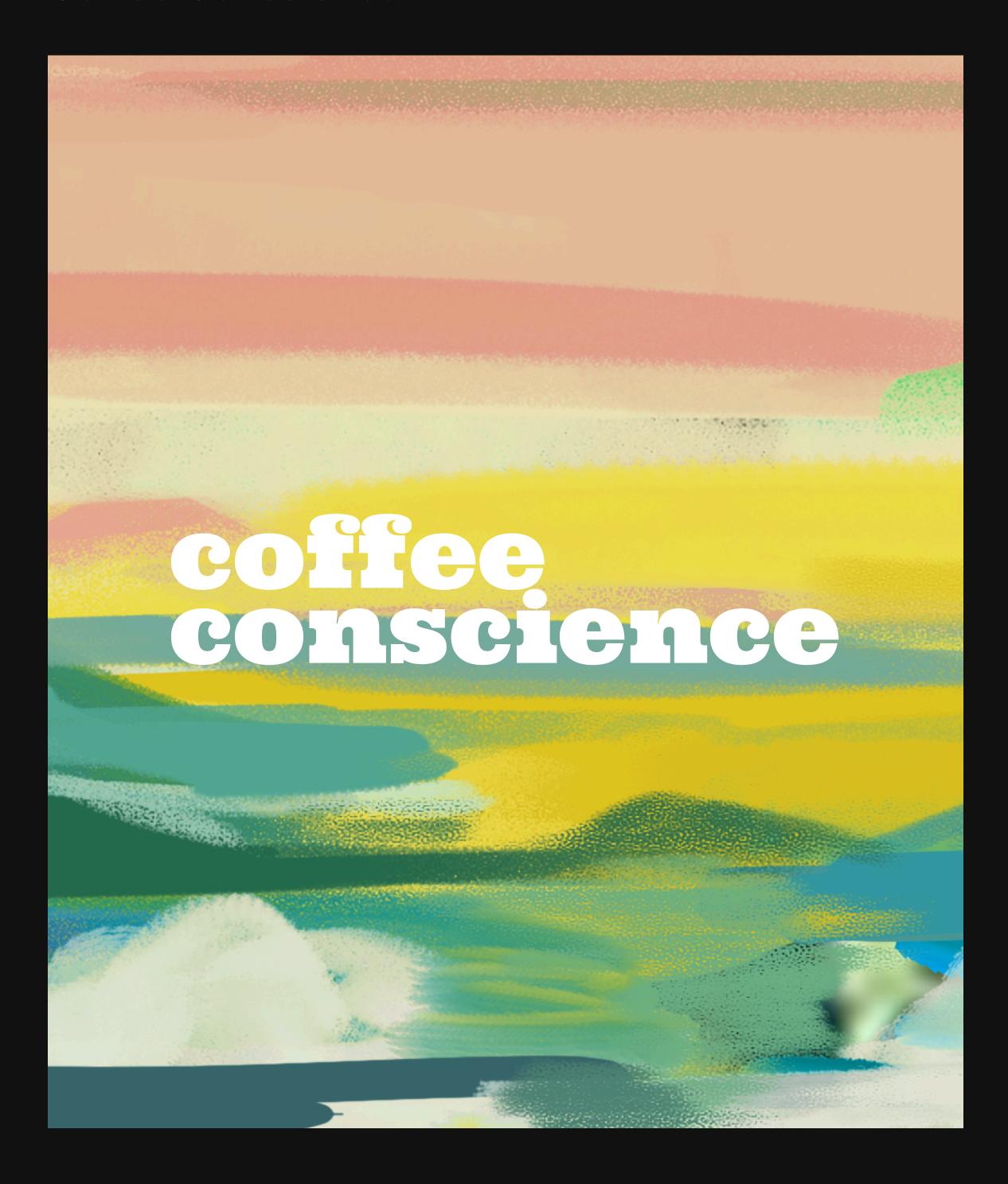








#### **Coffee Conscience**



Approached by Coffee Conscience to give their brand identity a refresh that reflected their philosophy and passion about their coffee as well as the environment; every cup makes a difference by delivering social, environmental and community responsibility.

Their philosophy and beliefs are; every cup makes a difference by delivering social, environmental and community responsibility.

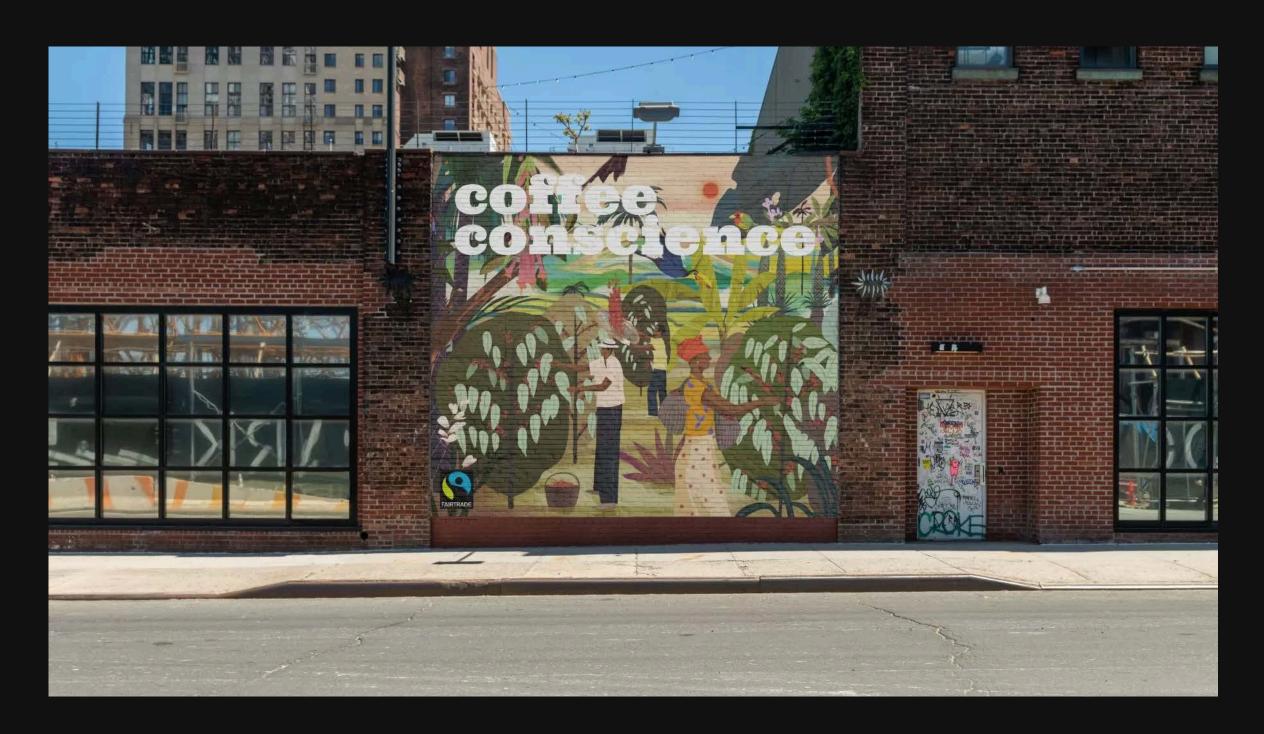
The dedicated and experienced team have worked with Fairtrade products within the hot beverage market since 1998. As one of the first teams to supply Fairtrade Coffee to sector businesses such as Universities, Local Authorities, Colleges, Retail High Street Cafes, etc. today they continue to provide the support and help bringing communities together.

We collaborated with Chinese illustrator Nix Ren who helped create the beautiful illustration that will represent the new identity for Coffee Conscience and see this rolled out across all new marketing materials.

#### Coffee Conscience

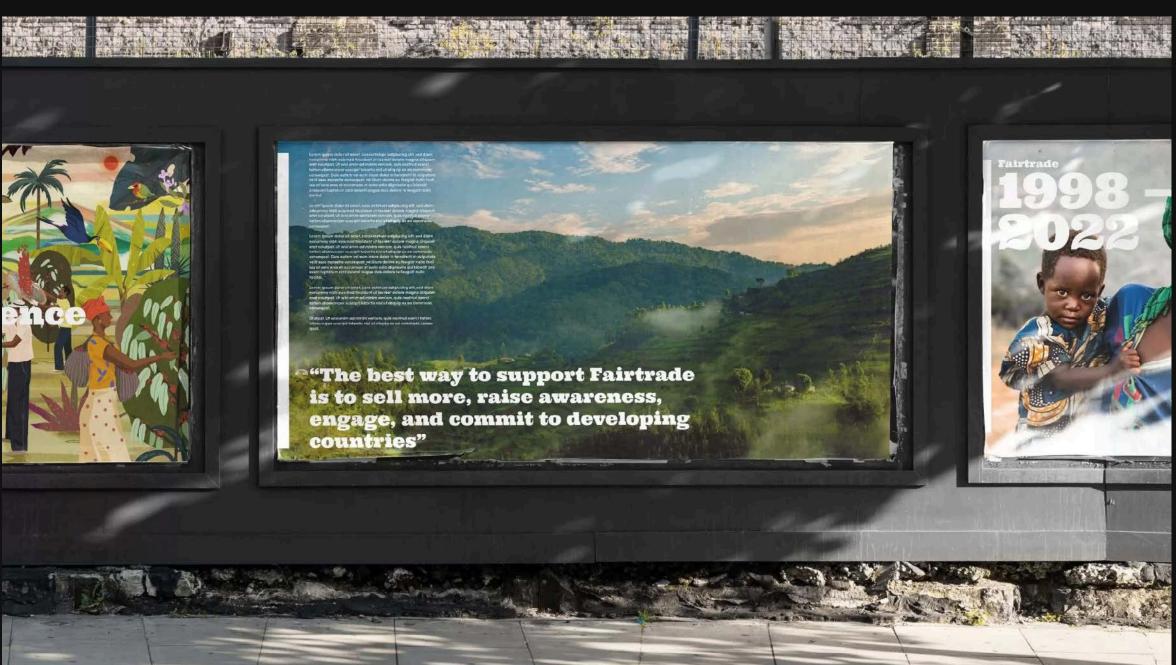


#### Coffee Conscience

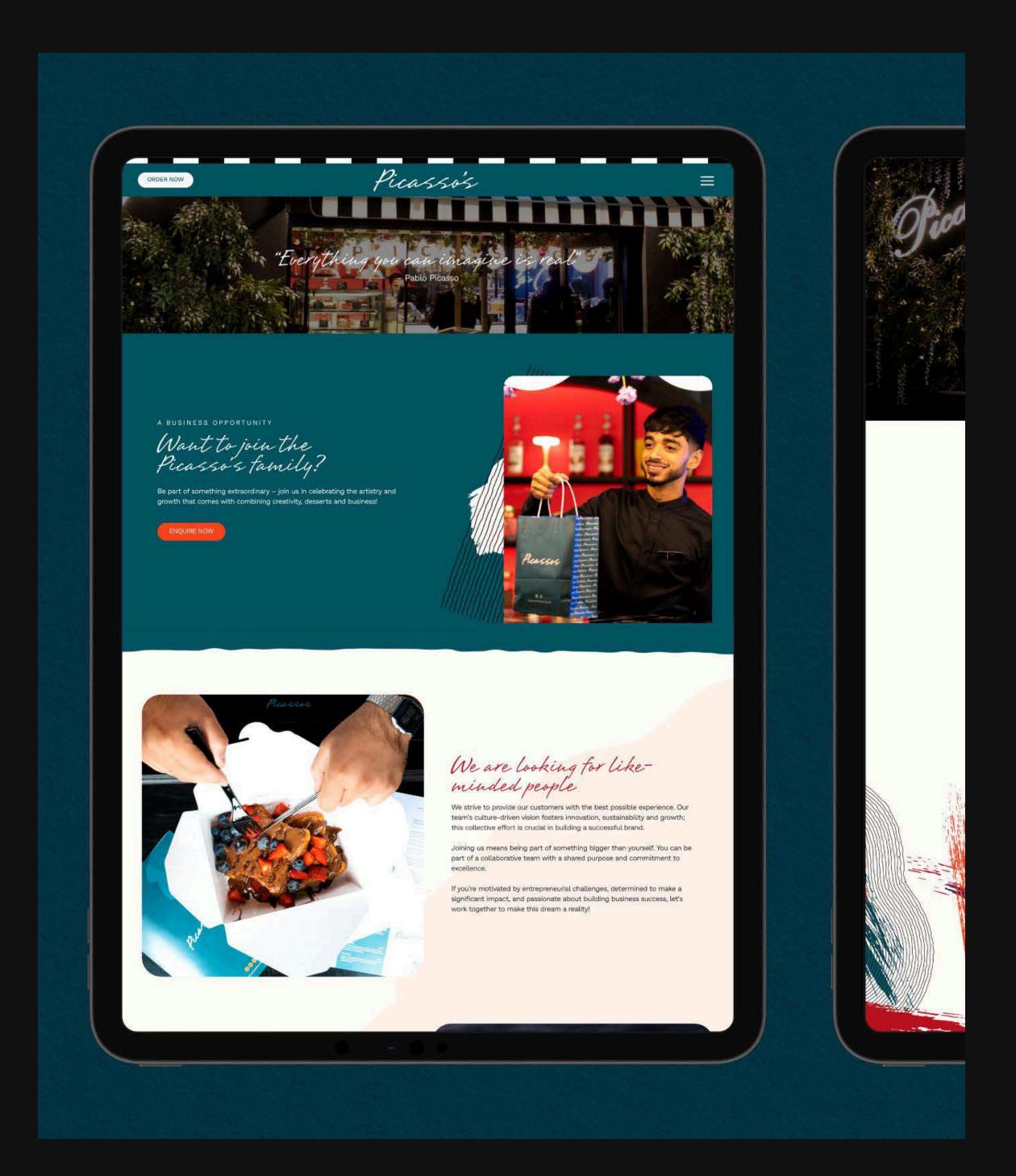








#### Picassos's



# The brand's mantra is 'everything is art'. So, what you see, feel and experience is a lifetime of imagining, innovating and creating.

We were tasked to undertake the development of the brands website, refining the overall look and feel of the provided design assets and adapting them for digital use.

Picasso's, founded in Birmingham in 2017, began with a mission to revolutionise the dessert scene. The business was founded on the passion of its owners and their creative vision.

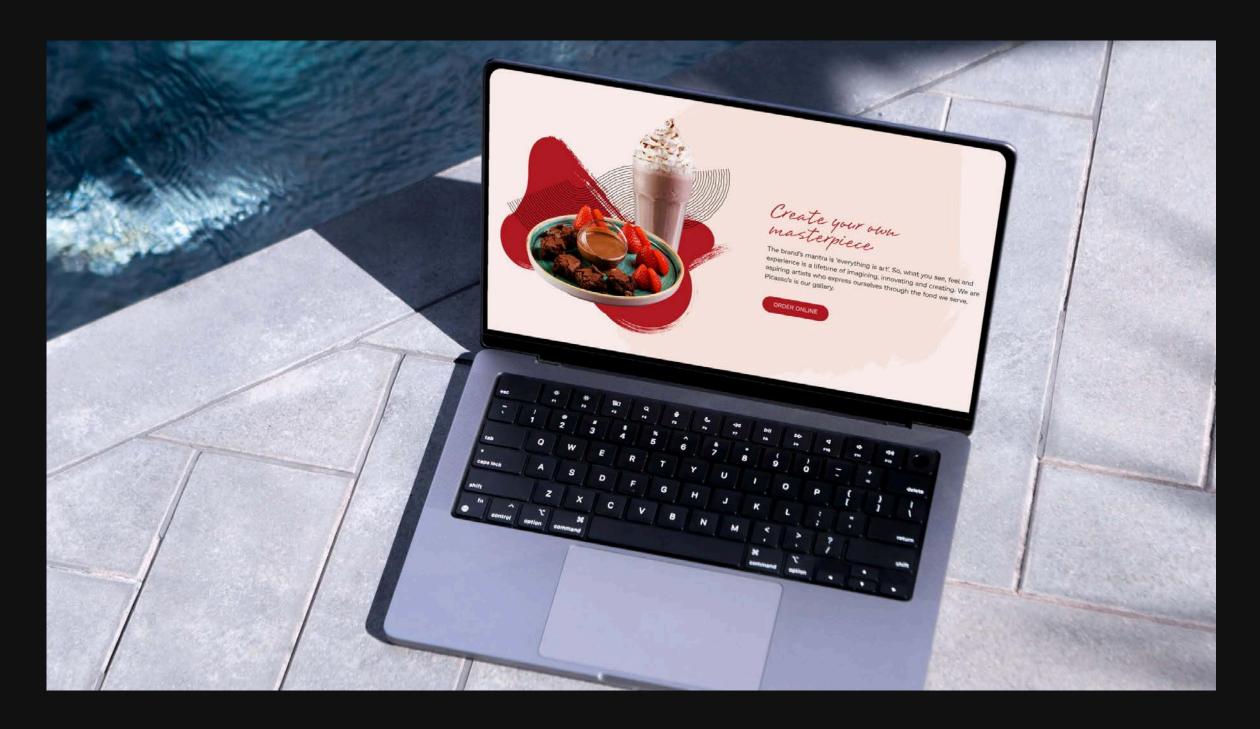
Intentionally crafted desserts were made with a focus on creativity, making each item an edible work of art. Each dish was carefully thought out to craft each item with an artistic flair that provided an enjoyable taste and an eye-catching presentation.

Collaborating with Picasso's brand designer we used designs that were provided to the team and adapted them for digital use. This ensured that they were responsive across a range of browsers and devices. The colour palette was adapted in line with the website brief.

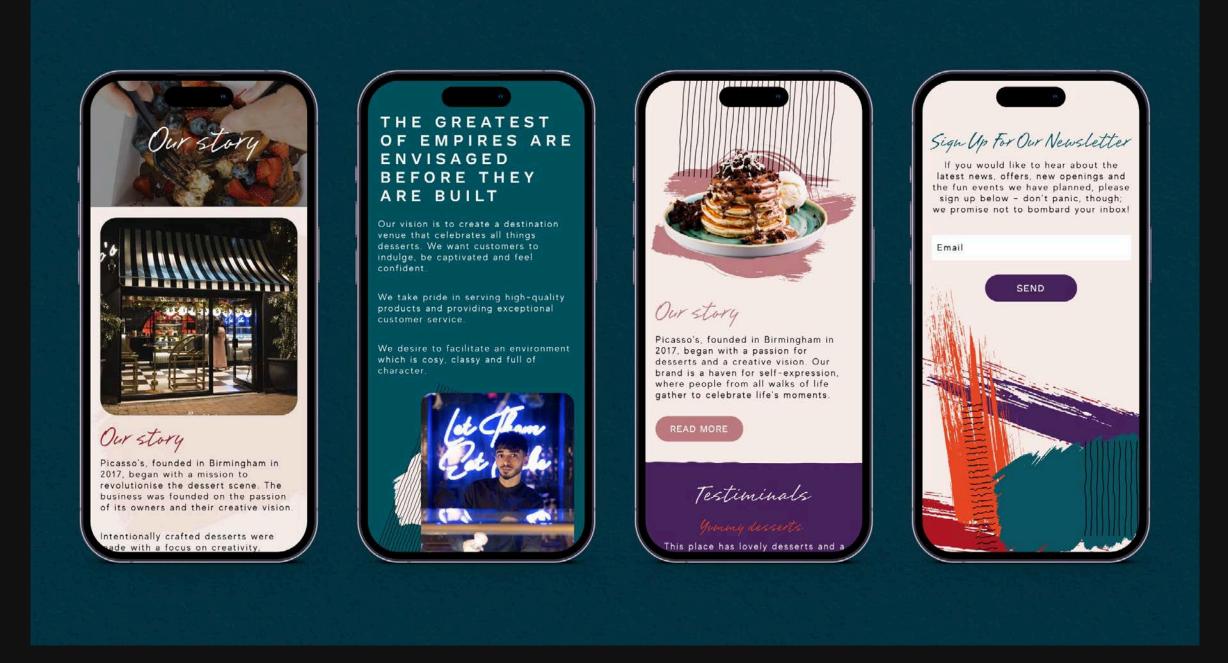
#### Picassos's

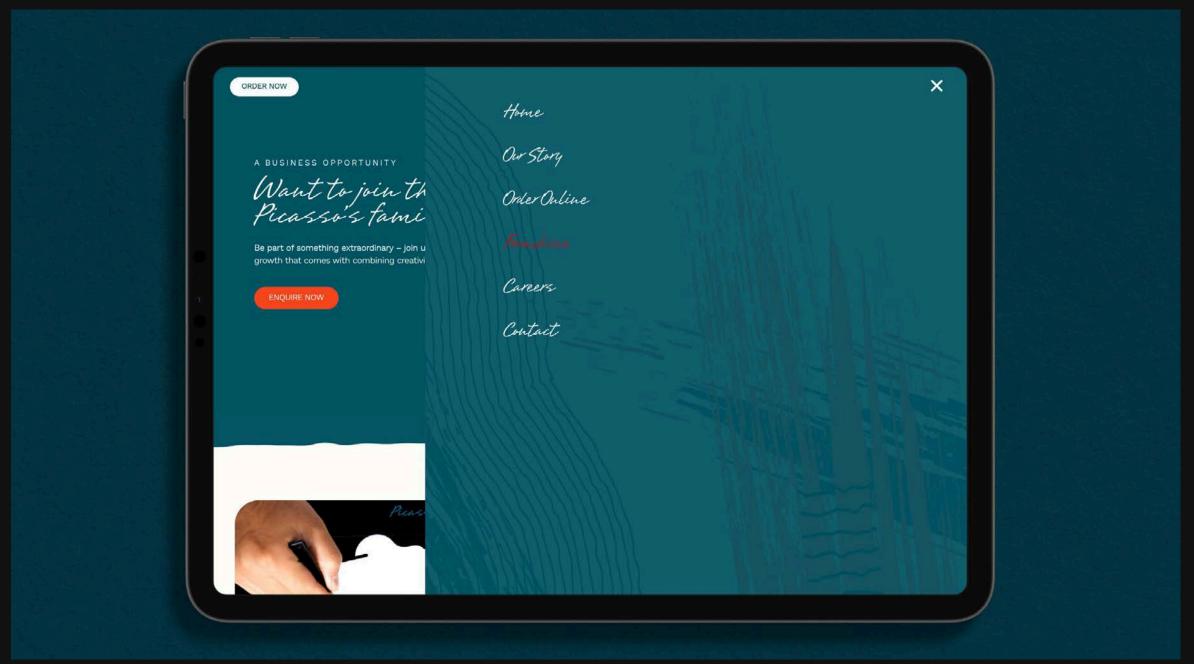


#### Picassos's









#### Wasps Annual Review



## Designing the new Wasps Annual Review for 2021/22.

Wasps is a registered charity that provides affordable studios to support artists, makers and creative industries. Wasps currently houses approximately 1000 artists and 33 organisations at 20 buildings across the country.

Wasps' vision is to be an inspirational home for creative practice. Including support activities and advocacy Wasps provides affordable spaces in which the broad artistic community can realise and share its talent and skills.

Wasps was founded to provide good quality, affordable studio space to enable artists and creative organisations to flourish in their work and have been supporting the arts community for over four decades and has grown to become the UK's largest studio provider.

As Scotland's national provider of creative spaces, Wasps has raised over £30m, invested in buildings for the benefit of the cultural sector in Scotland. Wasps owns approximately two thirds of its property portfolio, providing additional security for its tenants.

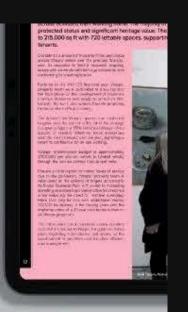
#### Wasps Annual Review











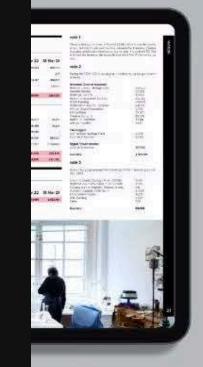


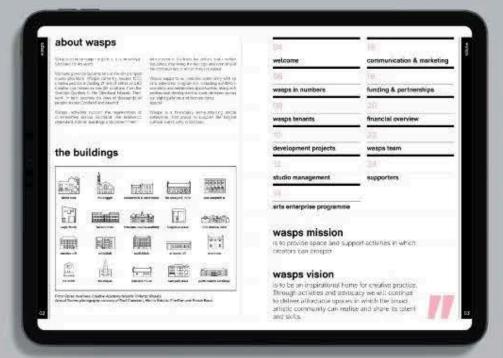


















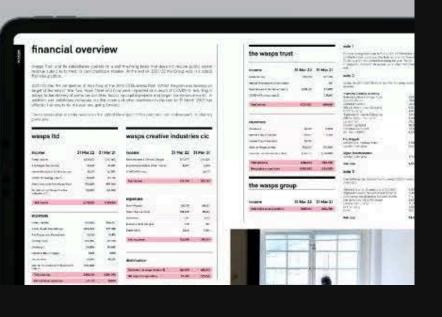




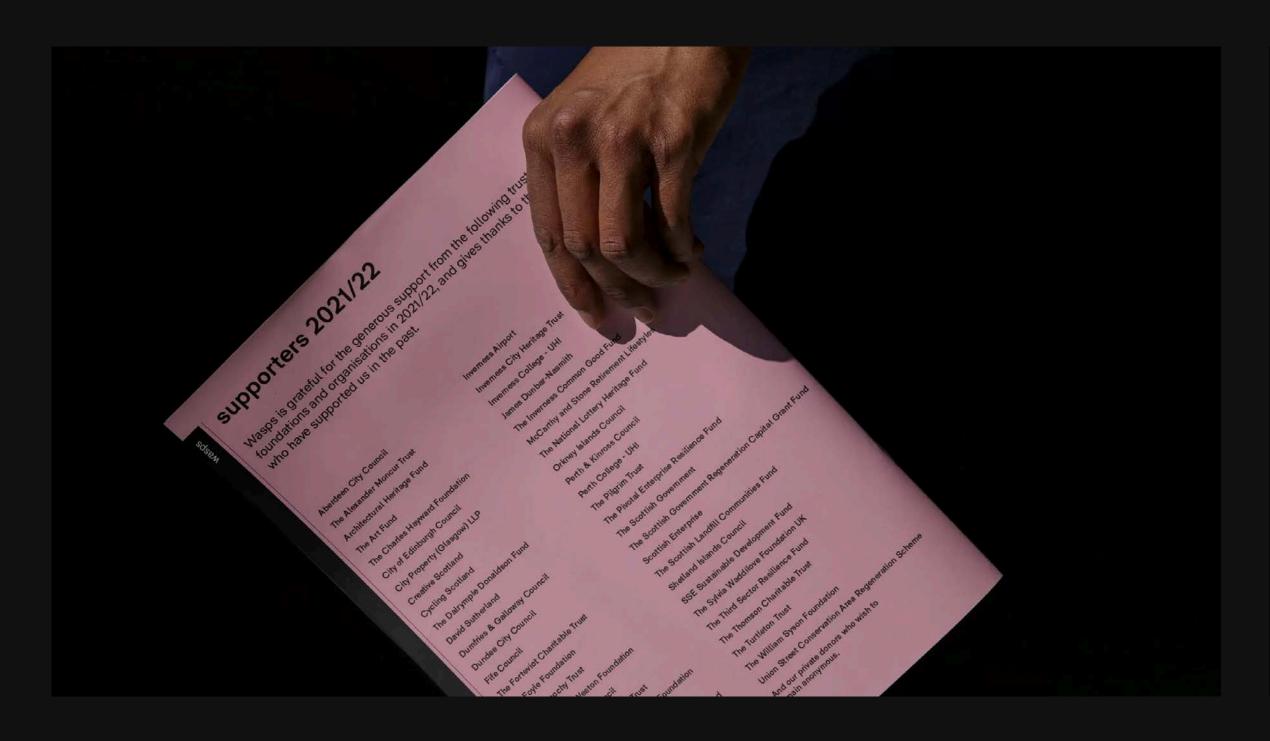


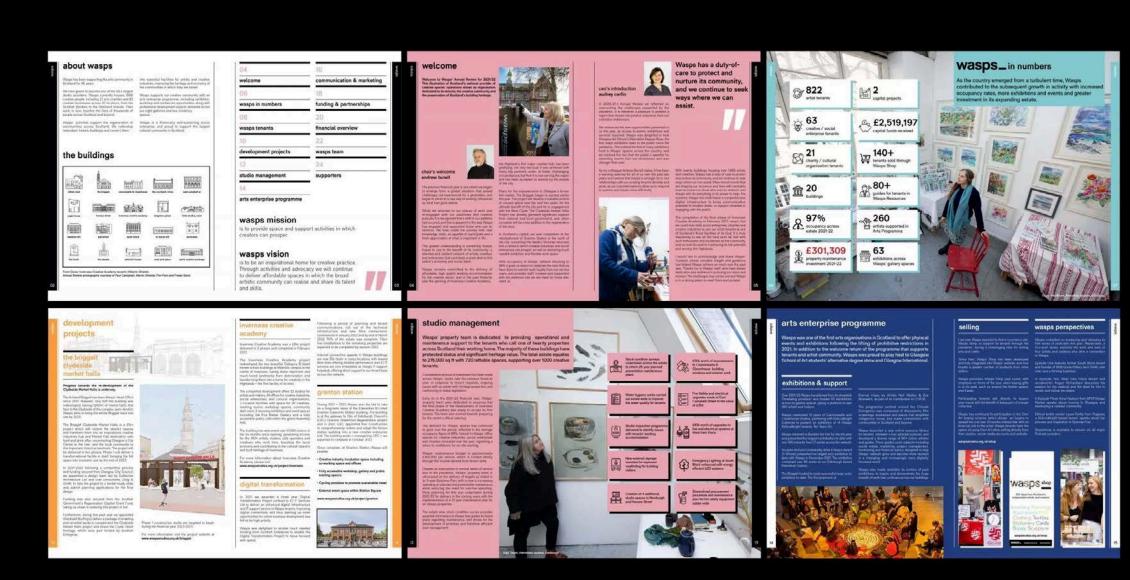






#### Wasps Annual Review











#### Beefy'z



We're flipping the script on burger branding for BEEFY'Z! We worked closely with the restaurant to create a look and feel that's both bold and rebellious. The new branding includes a logo that's sure to turn heads, a website that's packed with attitude, and marketing materials that will make you want to eat burgers all day long.

BEEFY'Z is a new burger restaurant in Birmingham that is sure to become the new go-to spot for a delicious and satisfying meal. Offering a wide variety of halal burgers, all made with fresh, high-quality ingredients.

In today's competitive restaurant industry, it's more important than ever to have a strong brand. A well-designed brand can help you stand out from the competition, attract new customers, and build loyalty with existing ones.

The logo is a simple, yet bold design that features a stylized burger patty as the main icon. Although the branding is mono we added the pink to give the identity a vibrant and edgy fee. We wanted to show some kind of identity involving a burger icon so we decided to incorporate the apostrophe into a burger given the name "BEEFY'Z". This also gives the brand a quirky side to it with messaging and turning the icon into quotation marks.

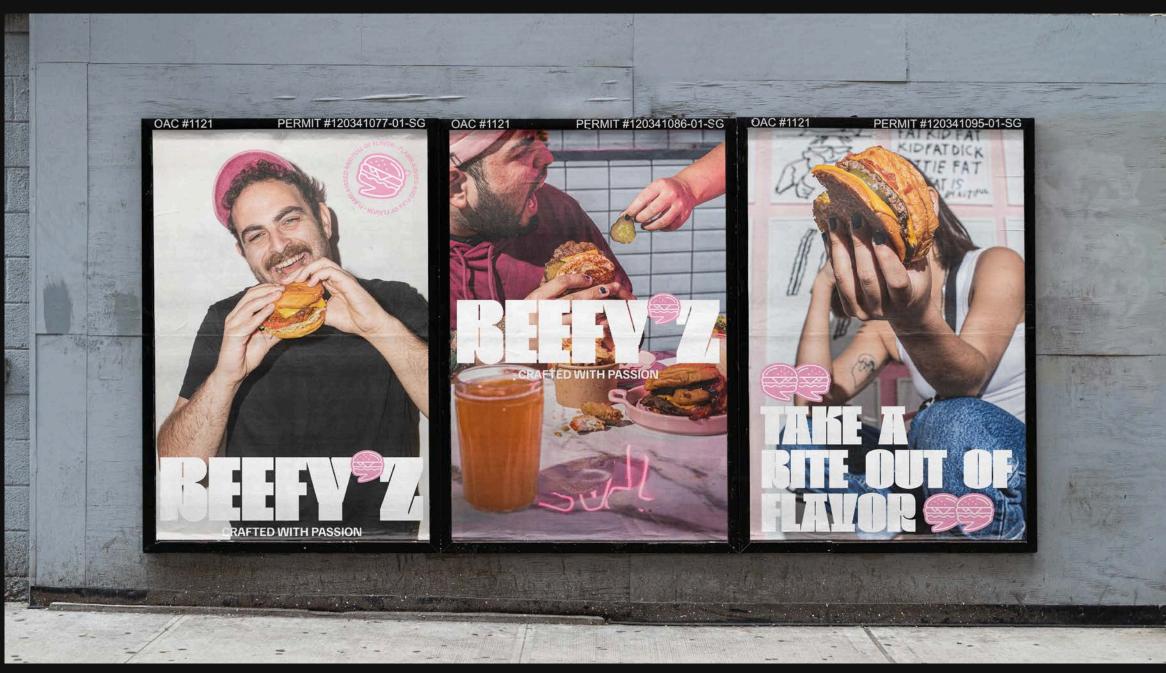
#### Beefy'z



#### Beefy'z









#### Bacho



A new startup company called Bacho who are aiming to be one of the UK's largest directories dedicated to franchise recruitment and businesses for sale.

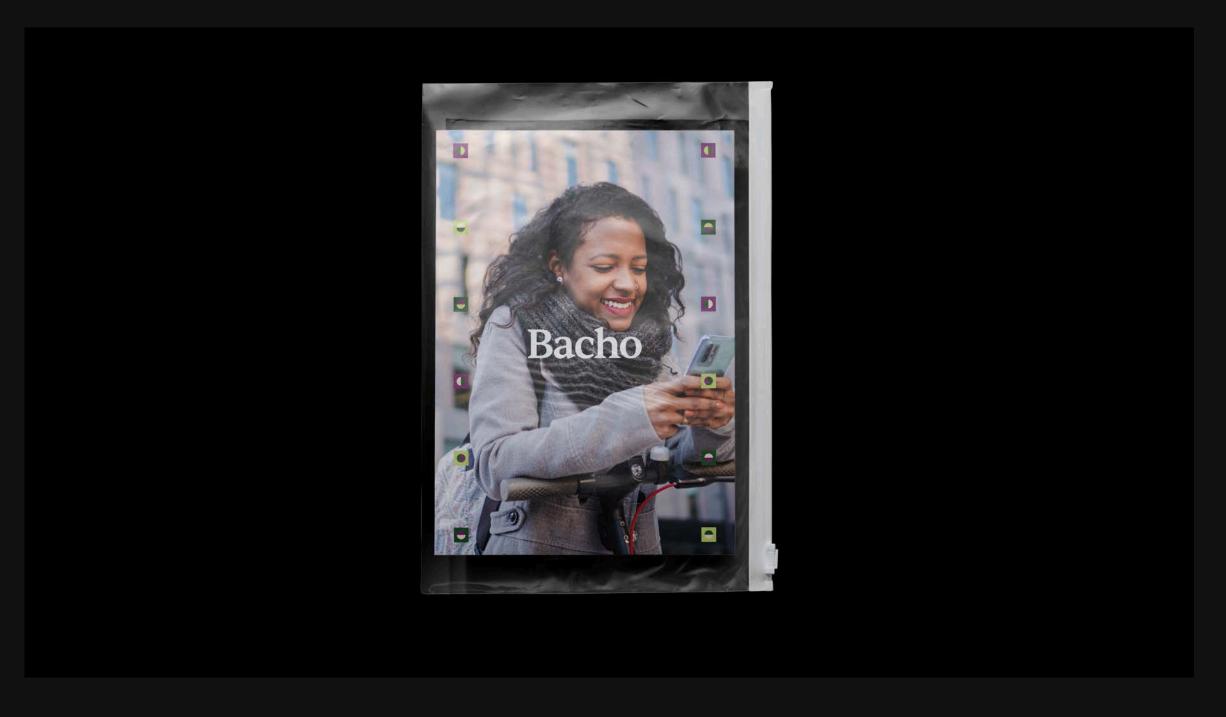
Some of the world's biggest brands are food franchises. Buying a food franchise can give you instant recognition and help you start earning money from day one.

Tasked with creating their brand identity, website and marketing materials as well as a range of nice animations.

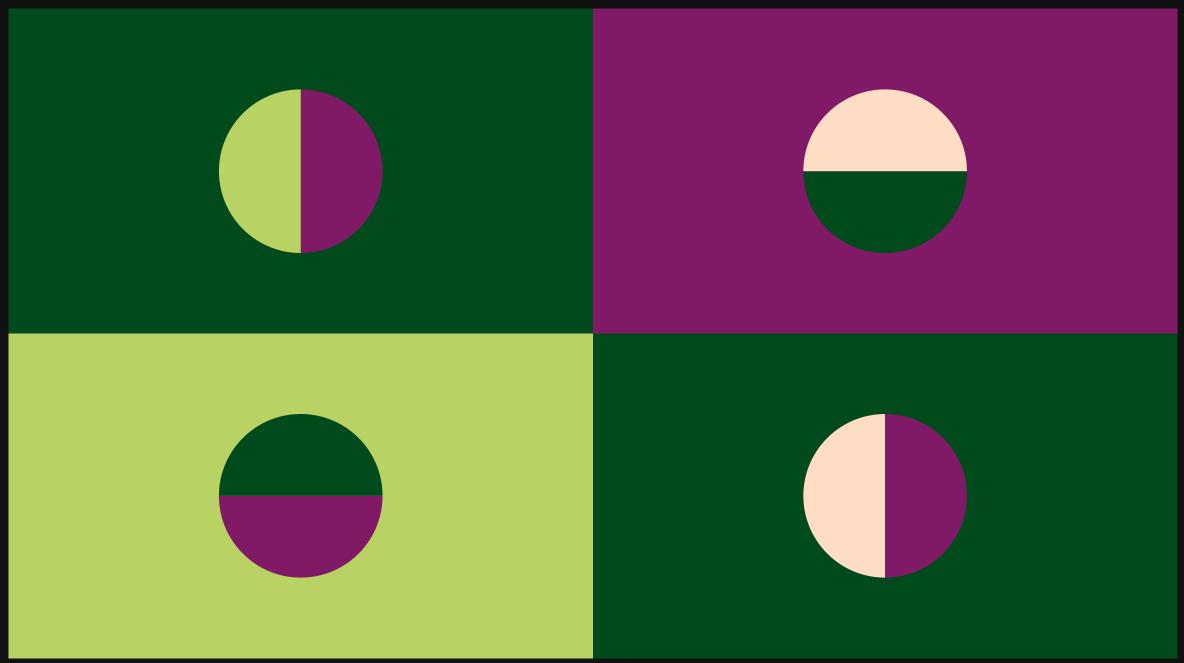
#### Bacho

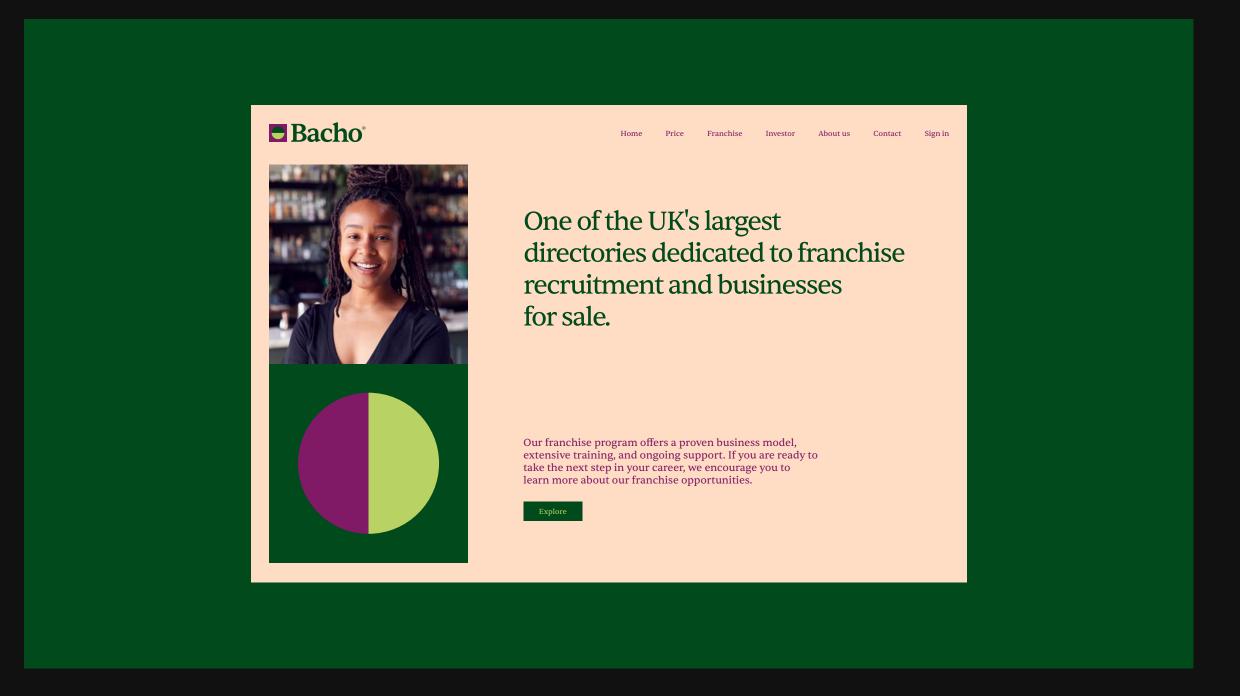


#### Bacho

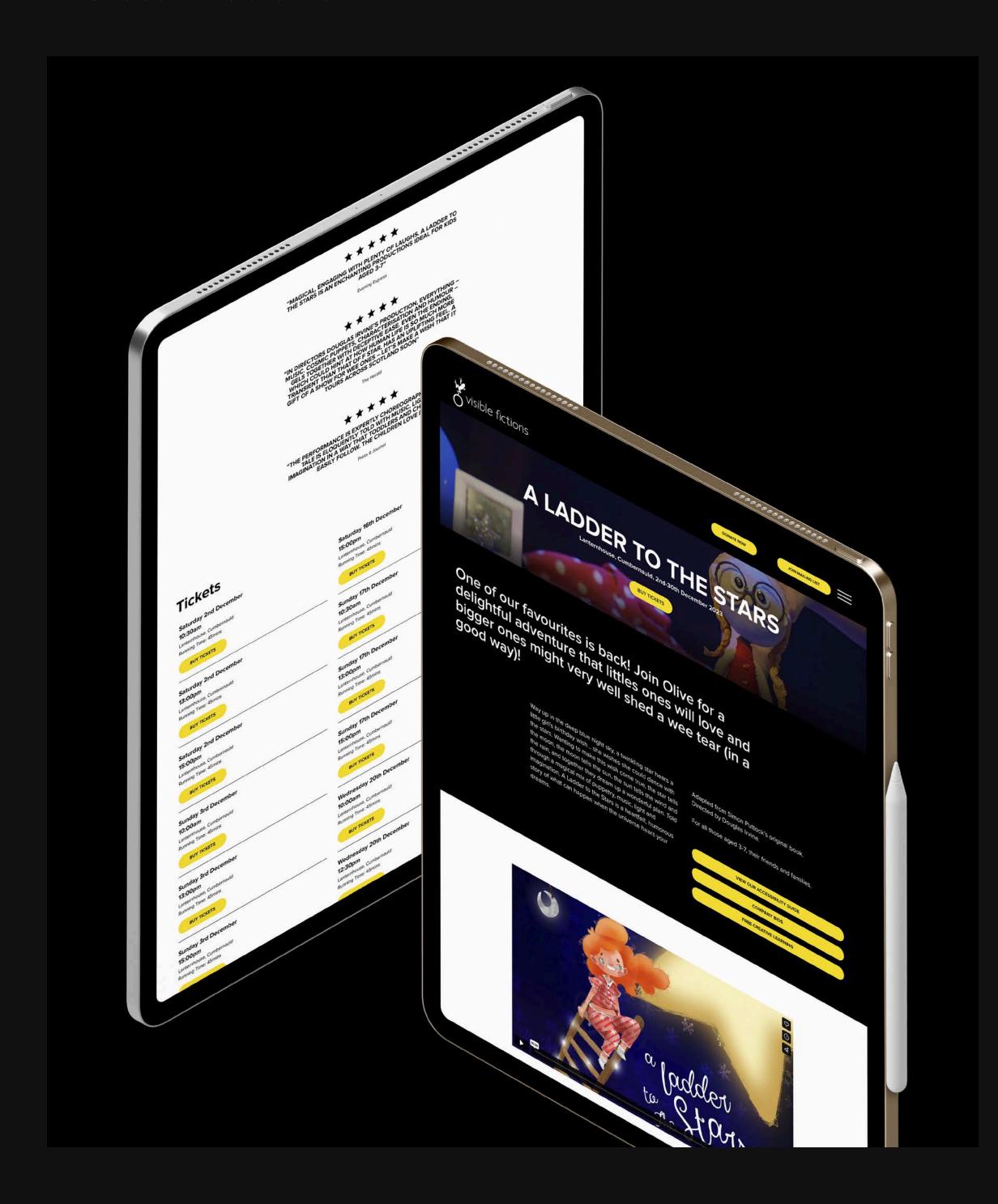








#### Visible Fictions



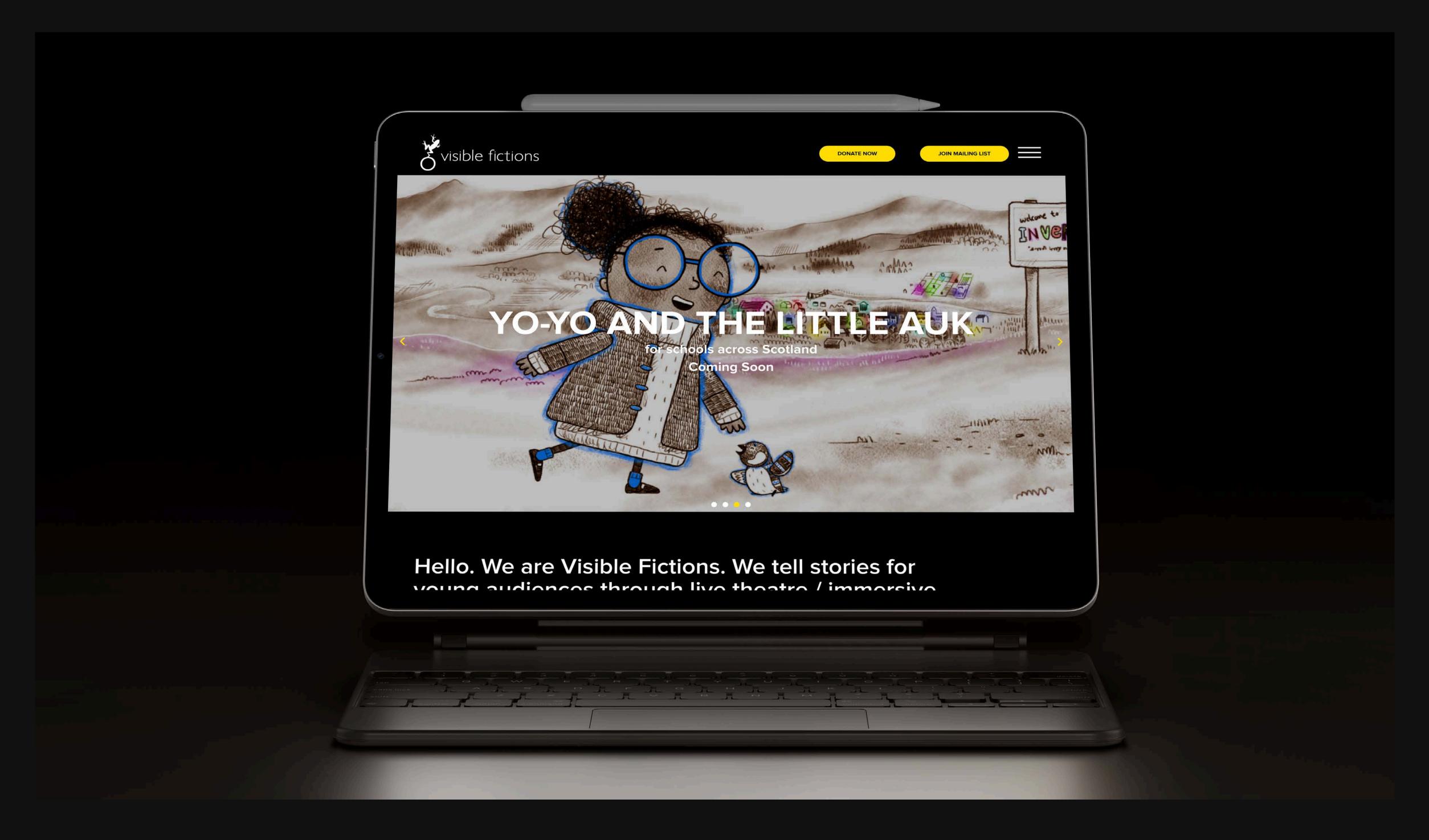
For over 30 years Visible Fictions have been creating innovative and dynamic theatrical experiences and creative learning projects for young people of all ages and adults.

You can find their work on stage and screen, and in parks, boats, bikes, libraries, schools and wherever they can make them happen! Visible Fictions take these stories all over the world. The aim is to get people thinking, talking, sharing and creating.

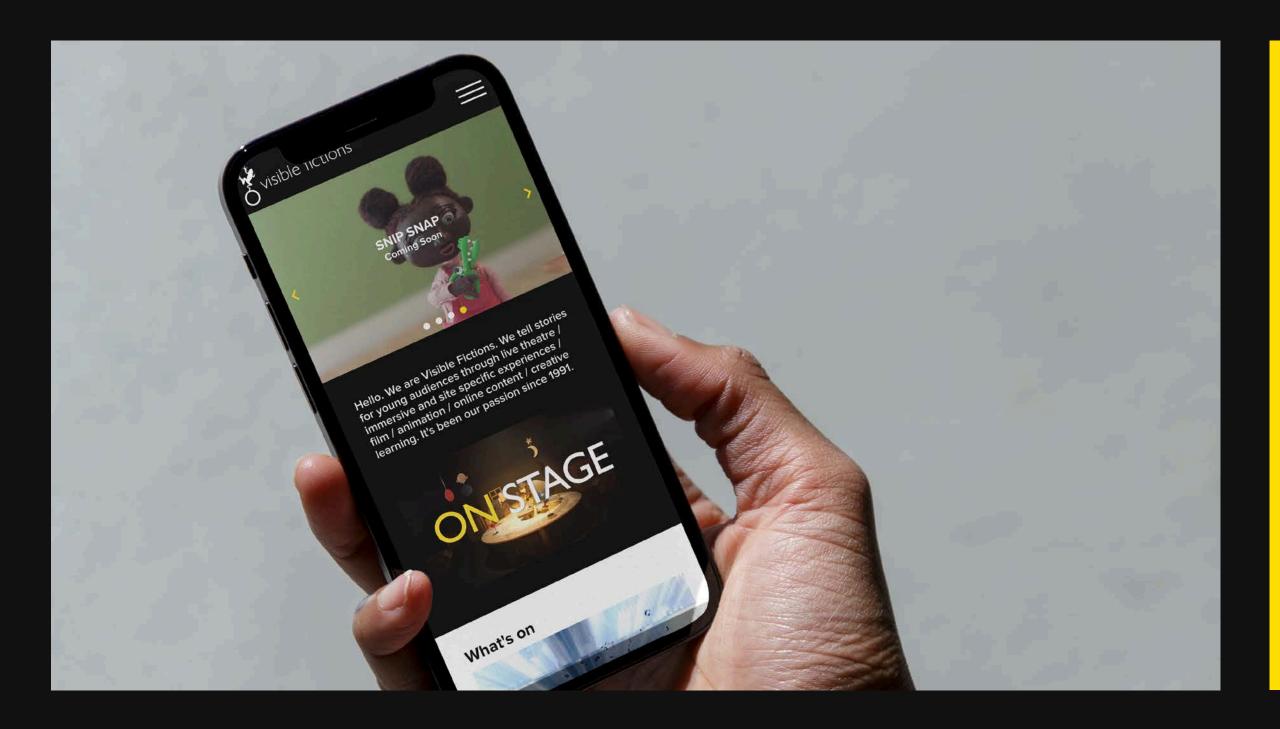
They do this by mixing things up and turning stories on their head, as a result no two Visible Fictions shows are alike but all guarantee an equally memorable and powerful experience.

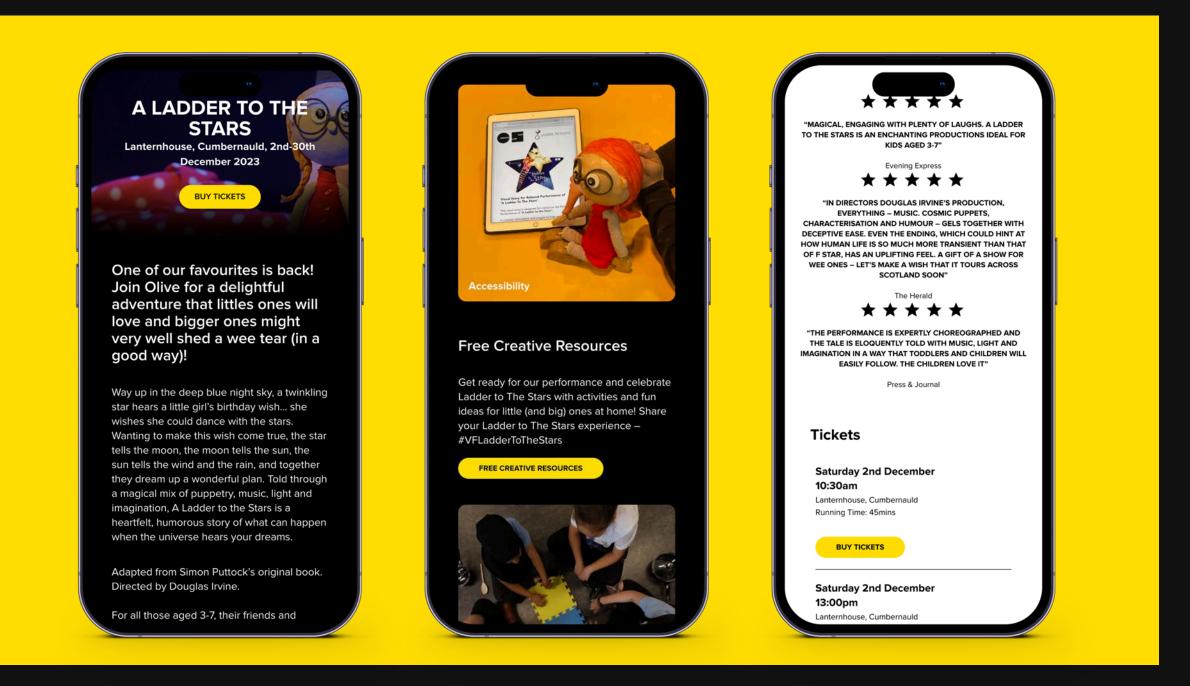
After working with the Visible Ficitons for over 5 years it was time for a website refresh by developing a state of the art Wordpress website built using the popular Elementor Pro builder.

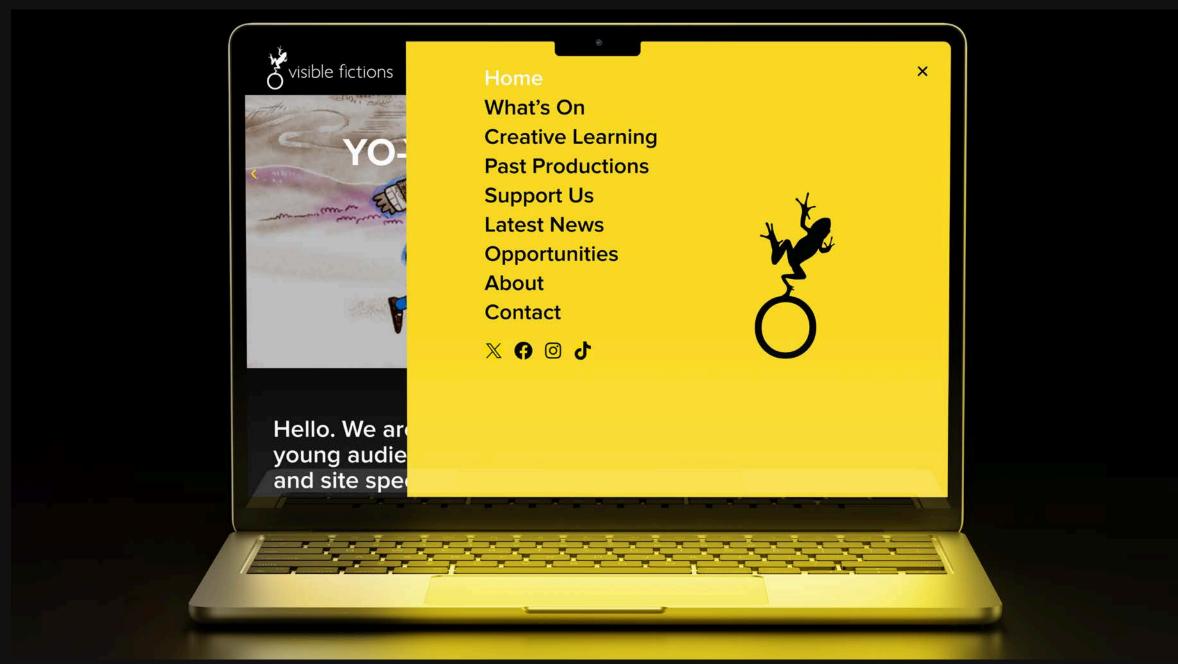
#### Visible Fictions

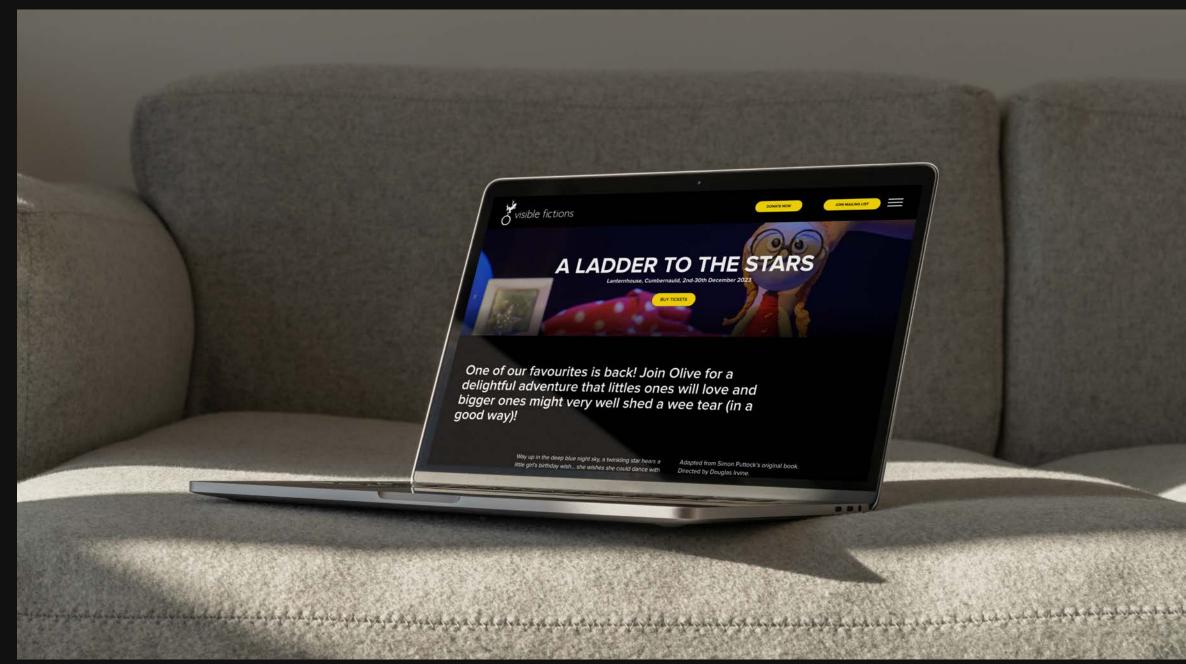


#### Visible Fictions









#### Necropolis Spirits



We helped create a new brand identity, packaging, website and 3D visualisation for Necropolis Spirits, who are proud producers of small batch, hand crafted rum, which is expertly distilled in Scotland.

Deid Merchant is their first release, inspired by the rich history of the city. The rum's full bodied fragrant base is a mix of Jamaican, Dominican and Grenada rums. Aberdeenshire brambleberries and Royal Deeside honey are added to the distillate to create a unique flavour profile, lime leaf and ginger bring warm spice notes with a hint of citrus.

The Necropolis, the brand's namesake, is Glasgow's Victorian City of the Dead, a vast and grand cemetery full of ornate graves, and sculptures, that sits on a hill adjacent to the Glasgow Cathedral.

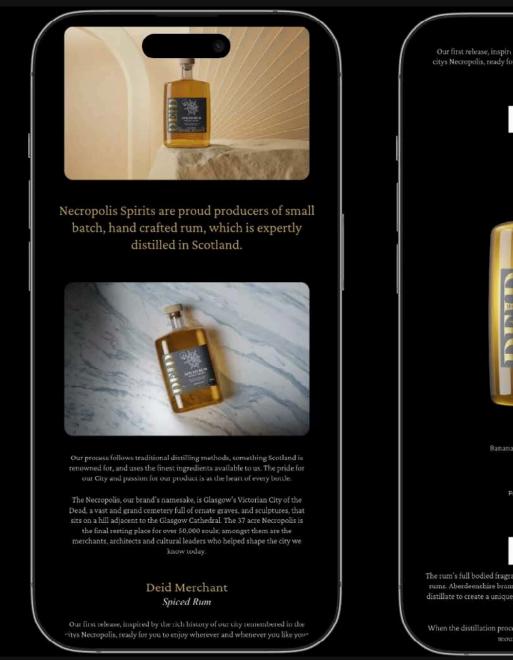
The 37 acre Necropolis is the final resting place for over 50,000 souls; amongst them are the merchants, architects and cultural leaders who helped shape the city we know today. Their process follows traditional distilling methods, something Scotland is renowned for, and uses the finest ingredients available to us. The pride for the City and passion for their product is at the heart of every bottle.

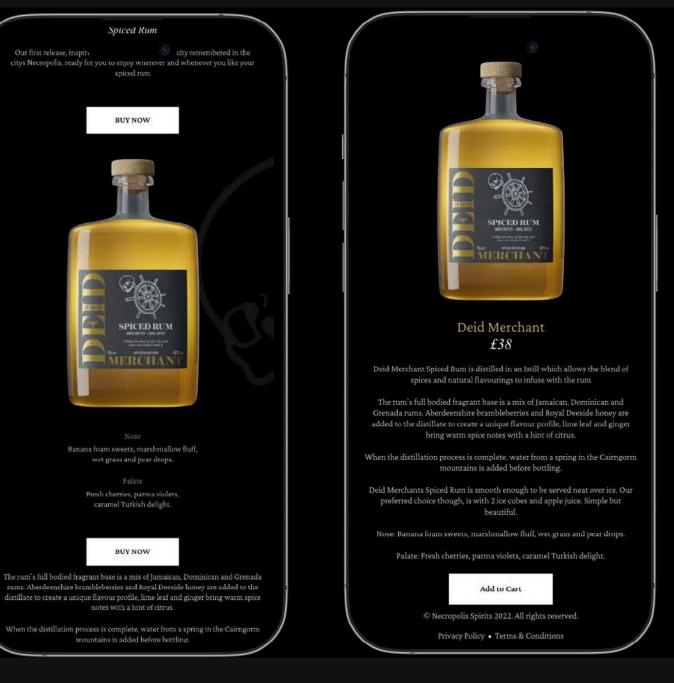
We based their new company brand on the famous Necropolis burial site using the shapes of the gravestones within the logo. As well as the branding we helped develop their e-commerce website, and to help with the visuals of their product we created a range of 3D renders to compliment the rum in an eye-catching way.

#### Necropolis Spirits



#### Necropolis Spirits











#### McGraths



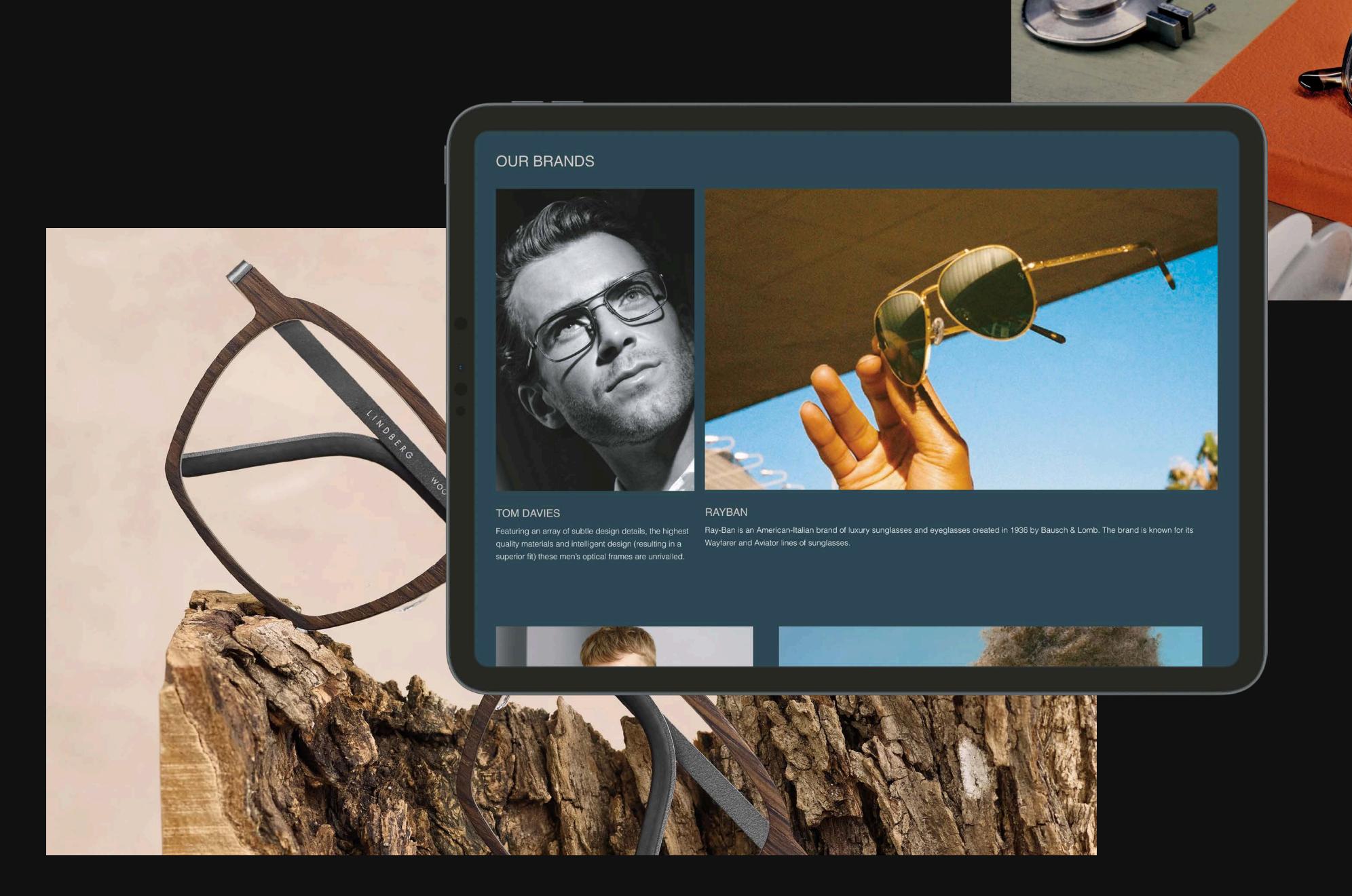
## Since 1931, McGraths Opticians has been a permanent feature in Edinburgh's West End.

Proudly independent, with a reputation built on exceptional patient service and a dedication to style and innovation, offering tailored eye care solutions to make you look and feel amazing.

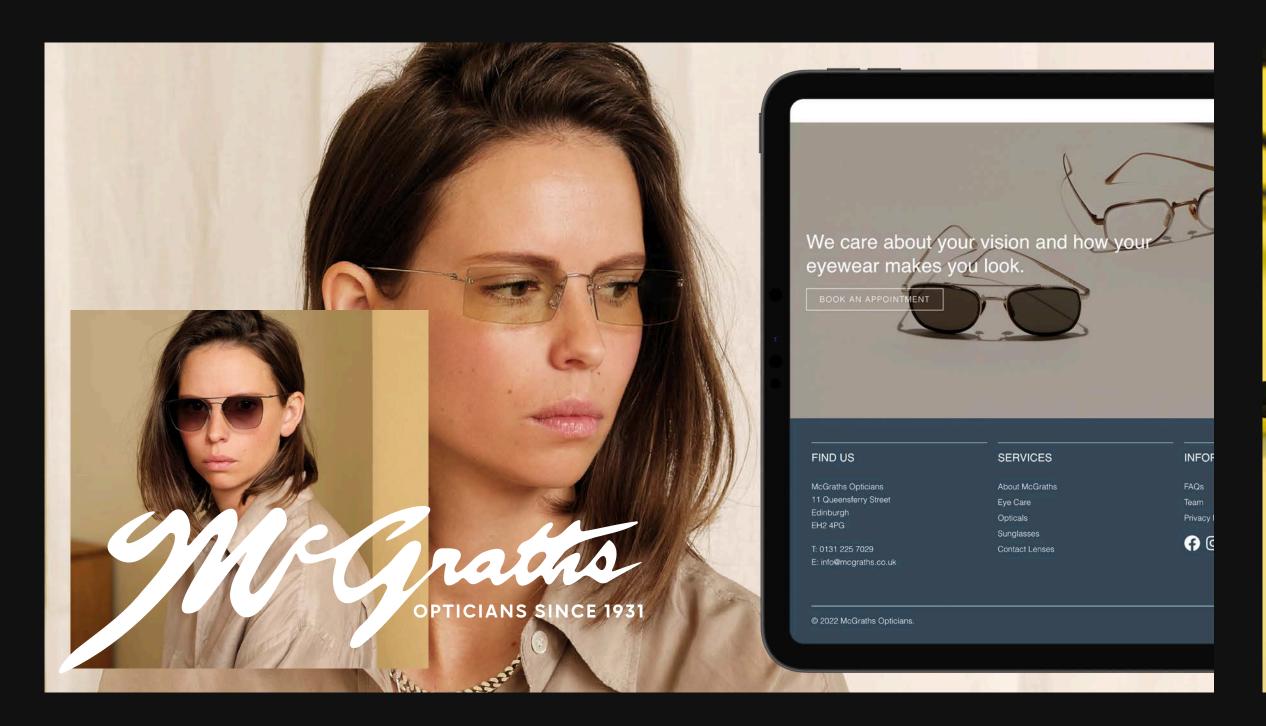
We created a new website showcasing their high-end range of products as well giving their brand a slight upgrade.

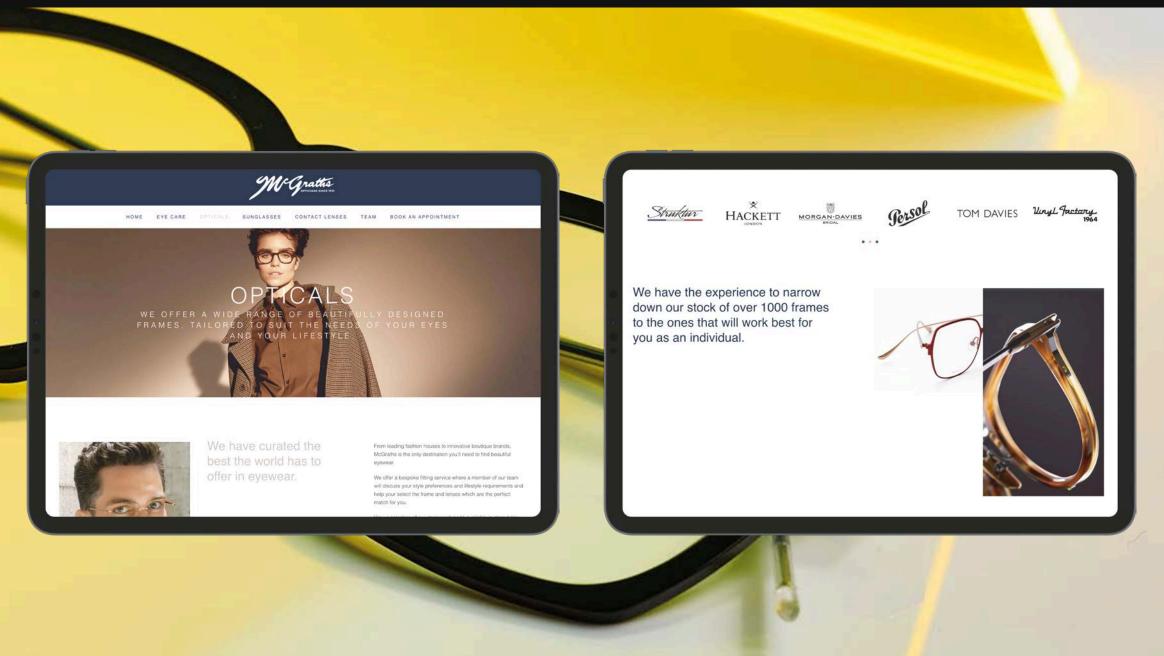
→ www.mcgraths.co.uk

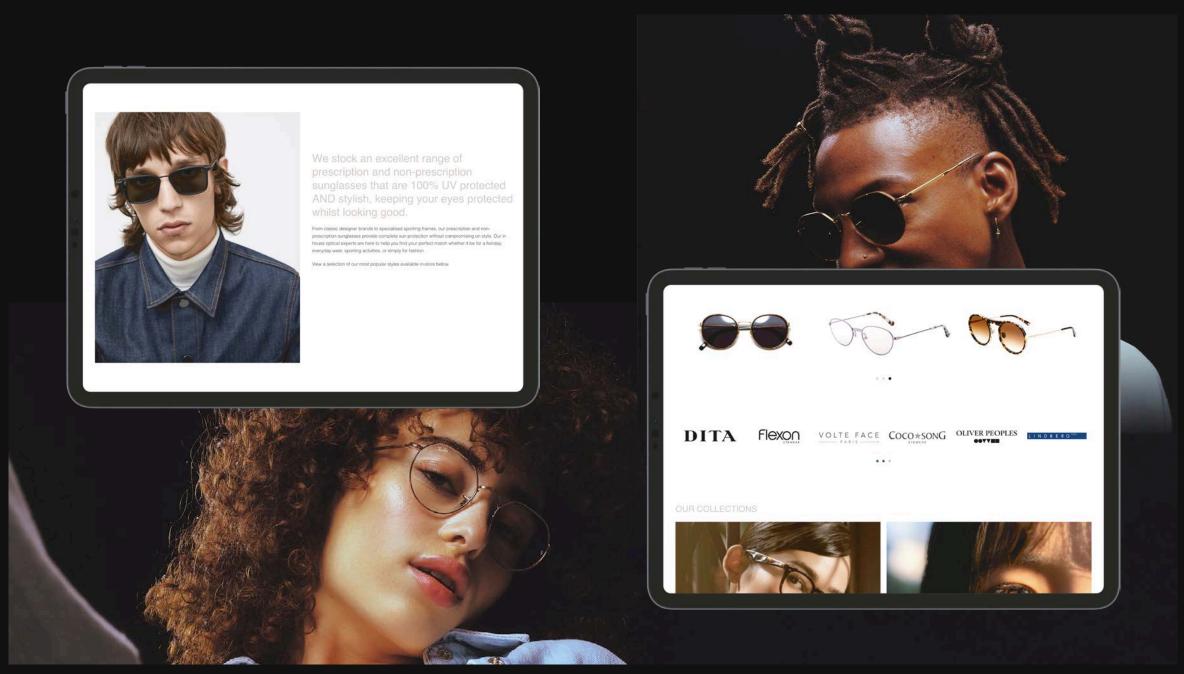
#### McGraths



#### McGraths









#### The Kilnsman's Dram



## Creating a new brand identity, bottle and multiple label designs as well as a range of 3D visuals to be used across social media.

A critical and highly skilled part of the whisky making process that requires a lot of experience to ensure a consistent flavour profile for peated and unpeated whisky.

Not simply drying out the barley after germination but stopping the grain using the starch which is essential during distilling.

Moisture content, temperature control and the need to render enzymes inactive before milling. The Kilnsmans' Dram celebrates the dedication, experience and ability to read the requirements of a malting floor and the interaction between the grain and the heat. Goldfinch Whisky released this range to shine a light on this skill set which is dying out in distilleries but is being modernised through modern craft maltsters using mechanised systems.

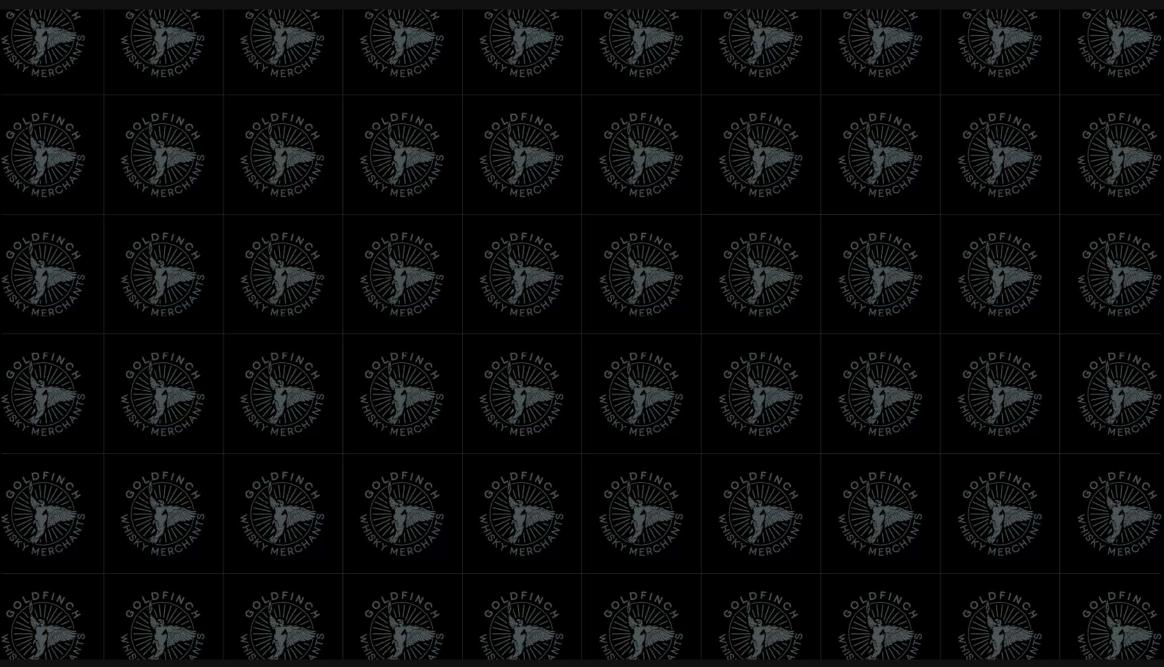
When you see the thumb print on the bottle, you know the Kilnsman's would have approved of the spirit quality included in the bottle. The tapered body and pronounced shoulders blend with barrel neck to emphasise the premium nature of the Spirit within. These elements and the brand positioning were documented in a set of guidelines, to ensure the consistent application of the brand at all times.



# THE KILLISMAN'S CRAM

#### The Kilnsman's Dram

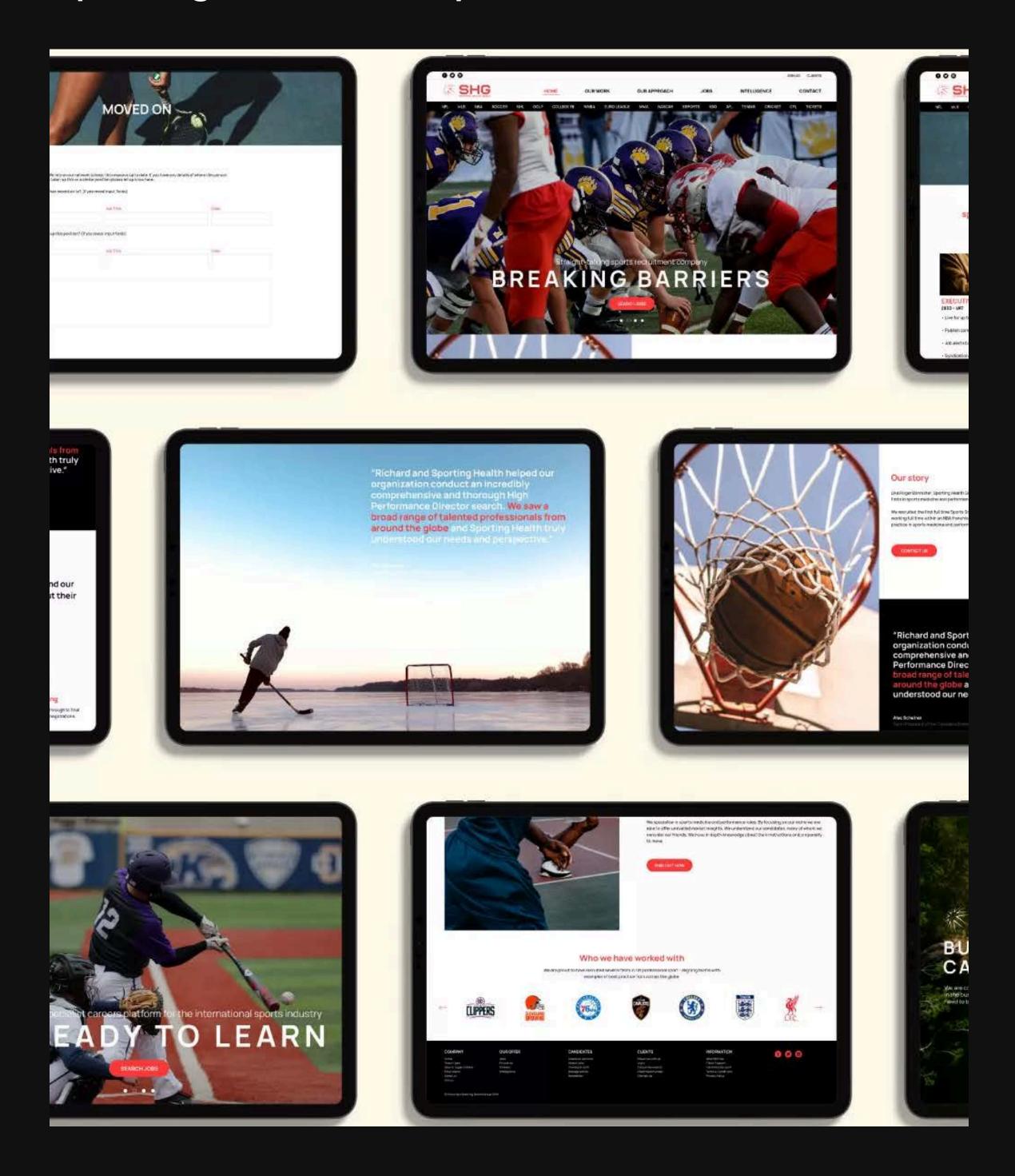








### Sporting Health Group



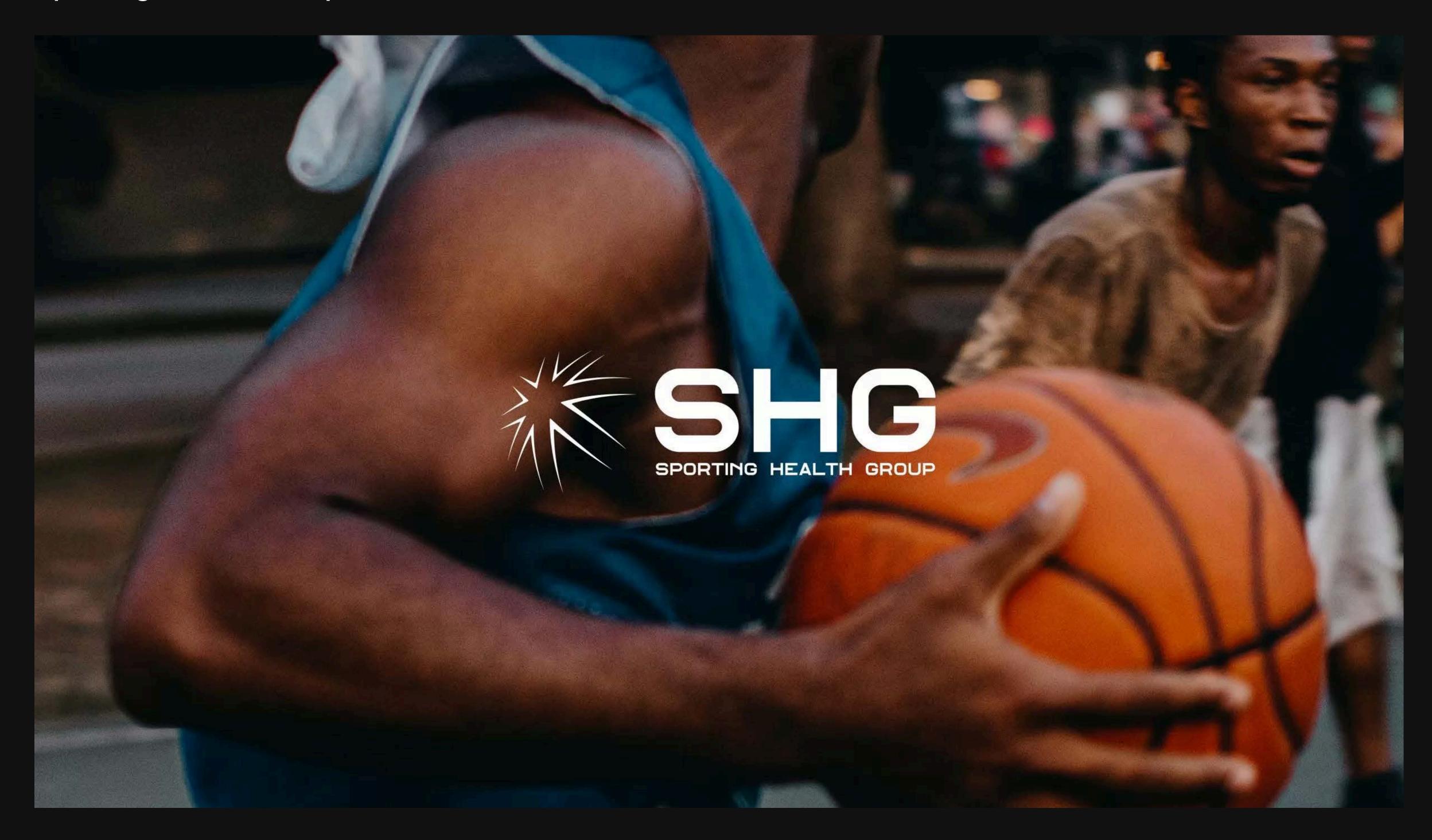
# A full rebrand and website for this sports medicine and performance role recruitment agency.

They recruited the first full time Sports Scientist, Performance Director and Medical Doctor working full time within an NBA franchise. They continue to be the pivotal force behind best practice in sports medicine and performance around the globe.

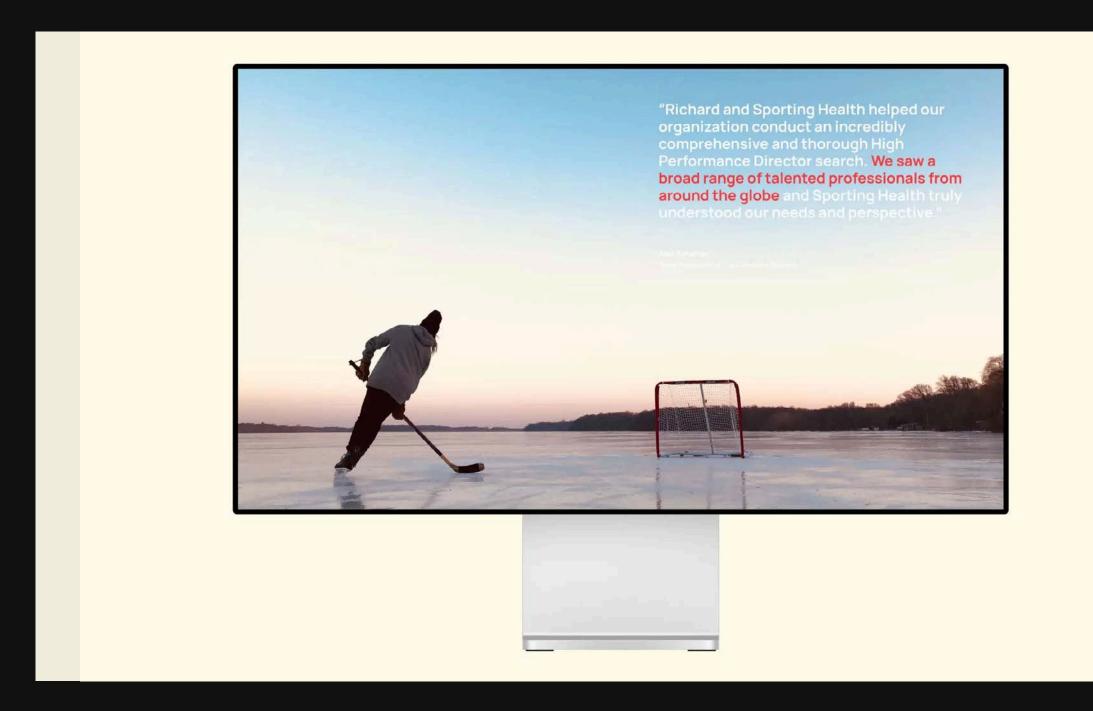
Sporting Health Group has broken several barriers. Creating world firsts in sports medicine and performance.

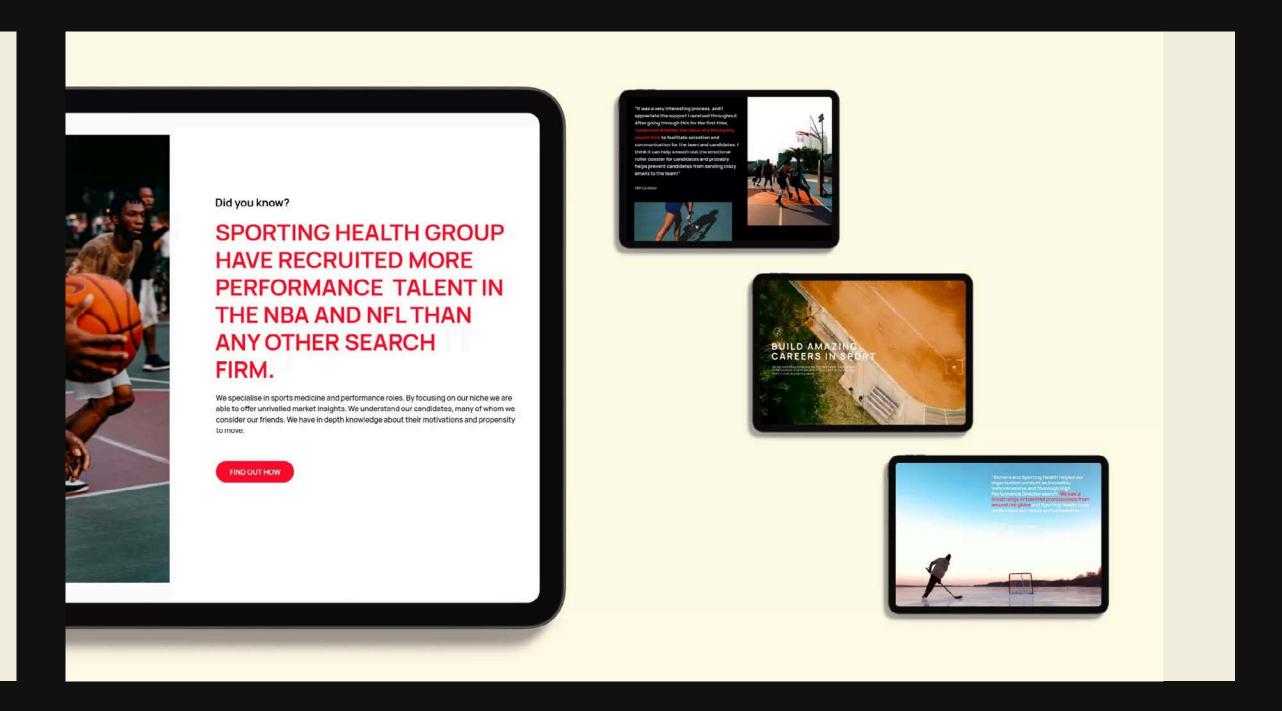
They specialise in sports medicine and performance roles. By focusing on their niche they are able to offer unrivalled market insights. We refreshed their brand to give it a more cutting edge sport identity and re-worked their website to give it a modern feel and American sports vibe.

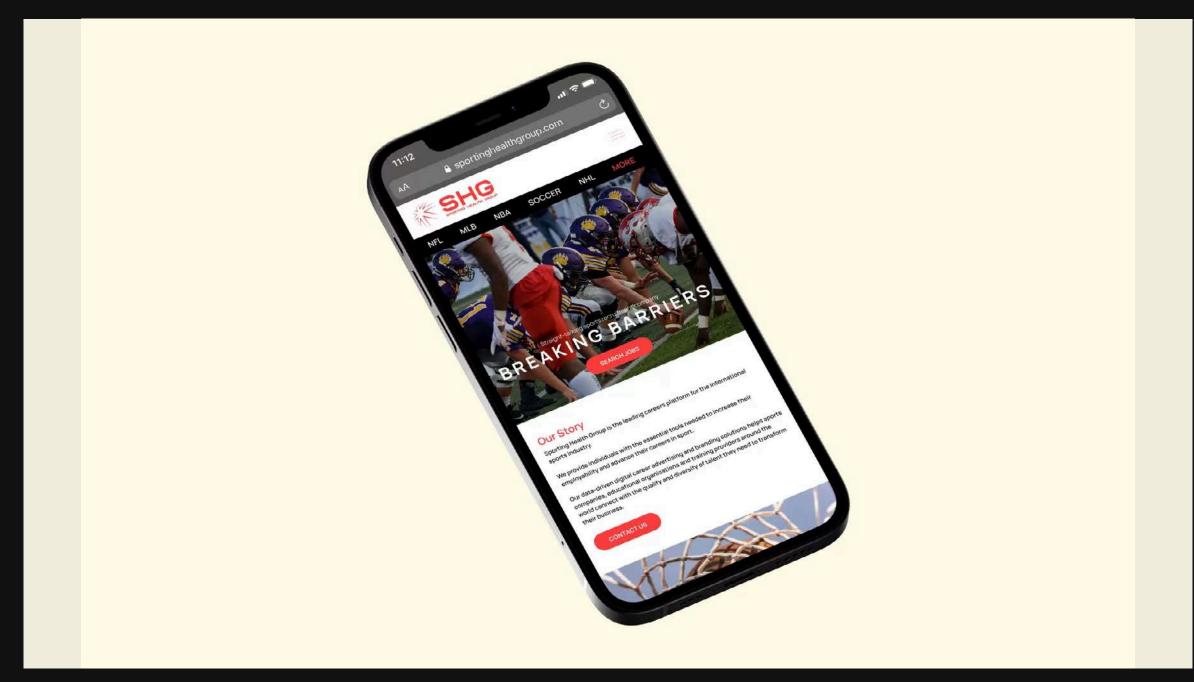
### Sporting Health Group



### Sporting Health Group









### Highland Park Whisky



# Website design, digital colour guides for this global whisky brand and merchandise designs for their new clothing range.

Highland Park is one of only a handful of distilleries that still retains a traditional malting floor, turning each batch of malt by hand, in what is a physically demanding process.

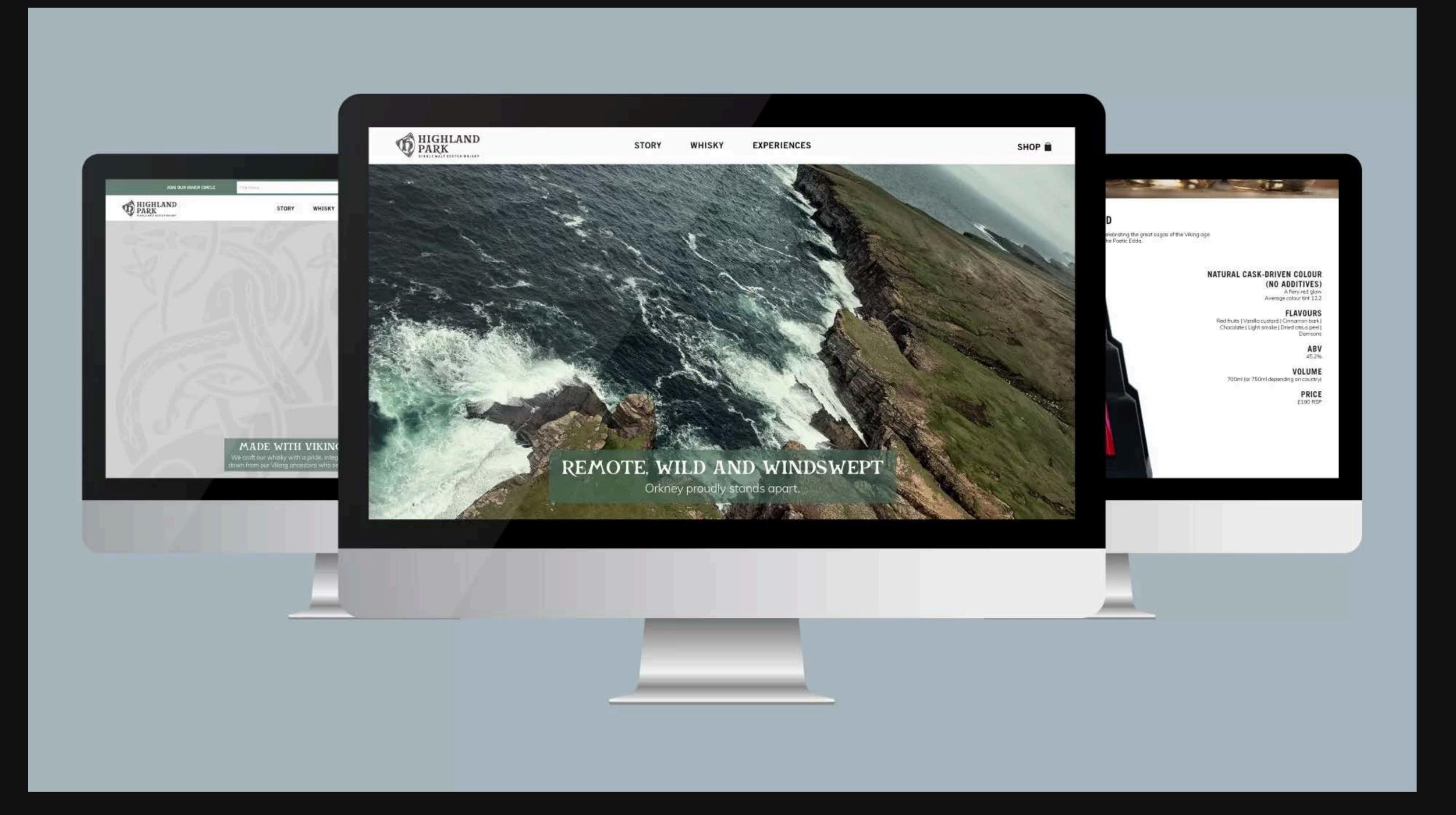
To malt their barley, they steep it in the mineral rich water from the Crantit spring, before transferring it to the malting floor to slowly germinate. When it is ready, the barley is then placed in their kilns where the aromatic peating process begins.

The brand's Orkney Islands home has history rooted back to 800AD when the Islands were owned and ruled by the Viking kingdoms of Denmark and Norway. Although Orkney became part of Scotland in 1468, Orcadians still feel a connection with their Viking heritage as one in three of them has Scandinavian DNA.

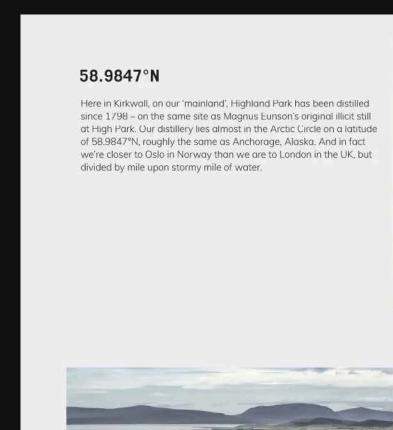
On International Viking Day – the day Highland Park's Viking ancestors would shed their winter clothes and prepare their longships for the year ahead – by embarking on their very own adventure in the heart of Kirkwall.

Highland Park opened the doors and welcomed the world into their first ever store. As well as a retail space offering merchandise and whiskies and a tasting room, the new visitor experience store includes a gallery featuring works from local creatives. Over the summer we designed over 140 t-shirt concepts for Highland Park which was then hand screen-printed locally (16,000+).

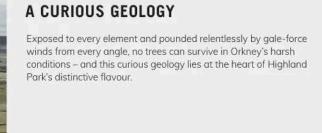
## Highland Park Whisky

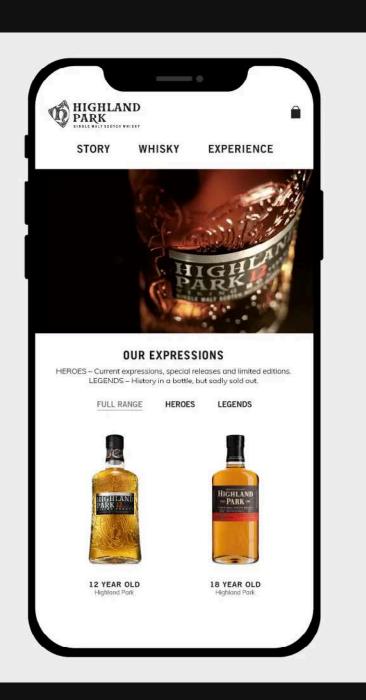


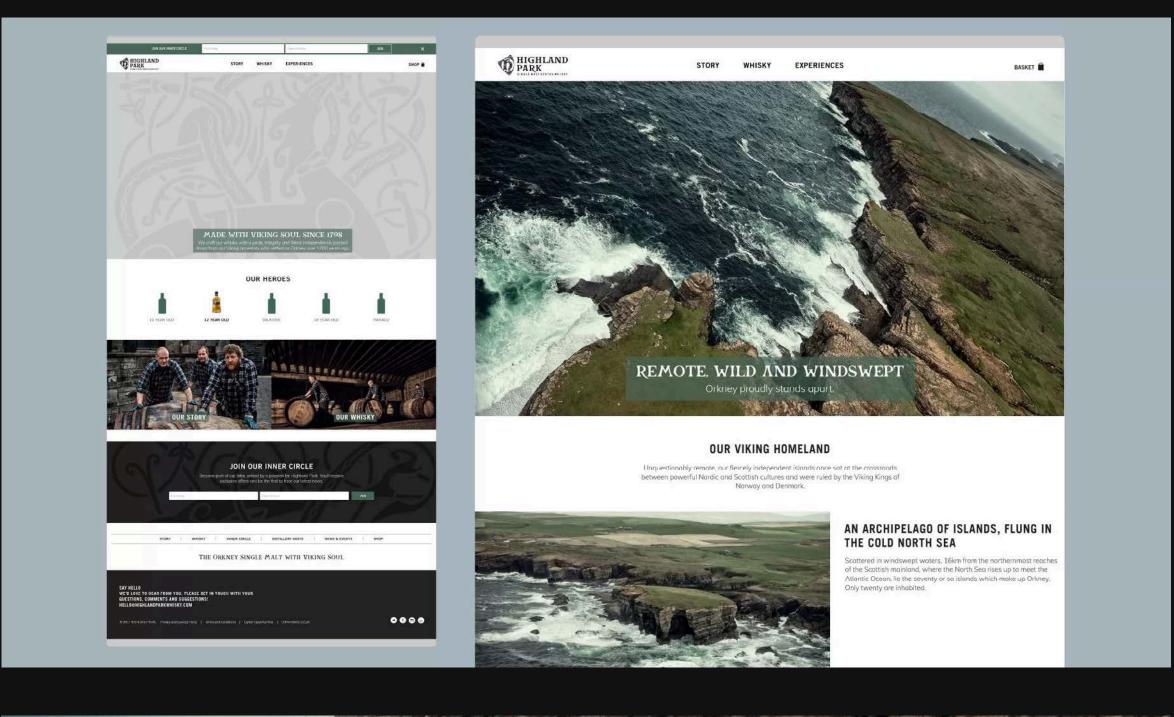
### Highland Park Whisky

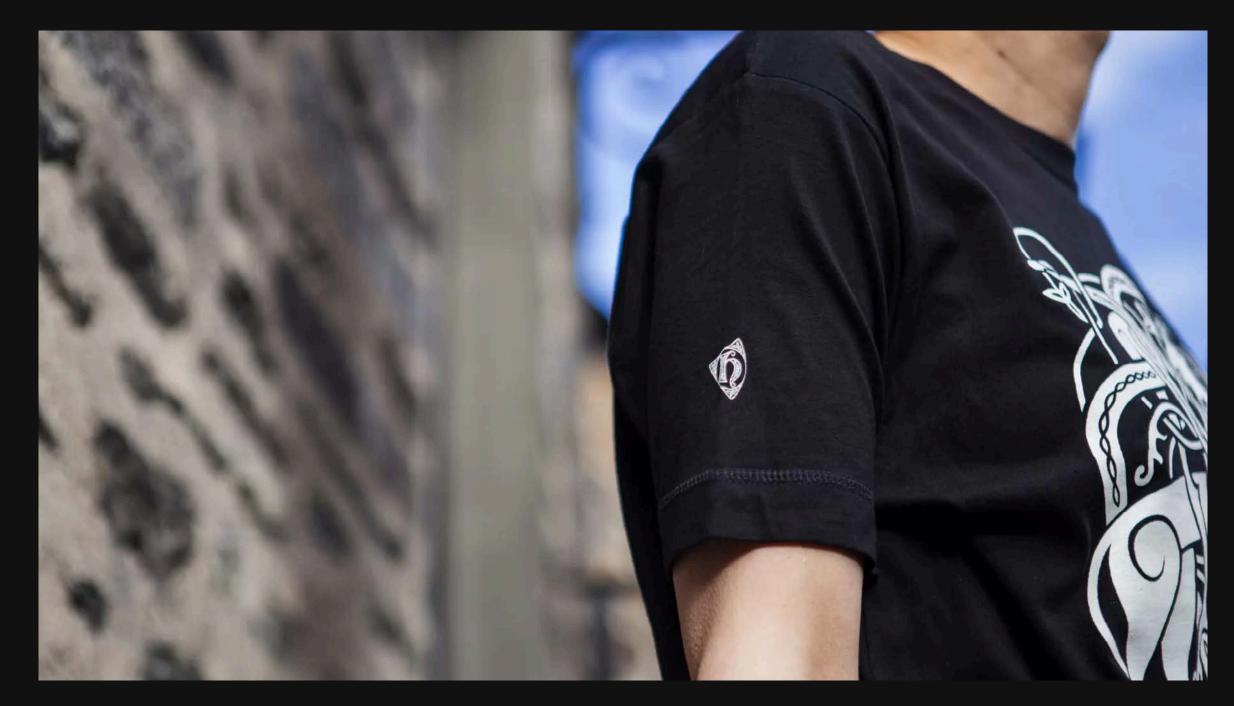


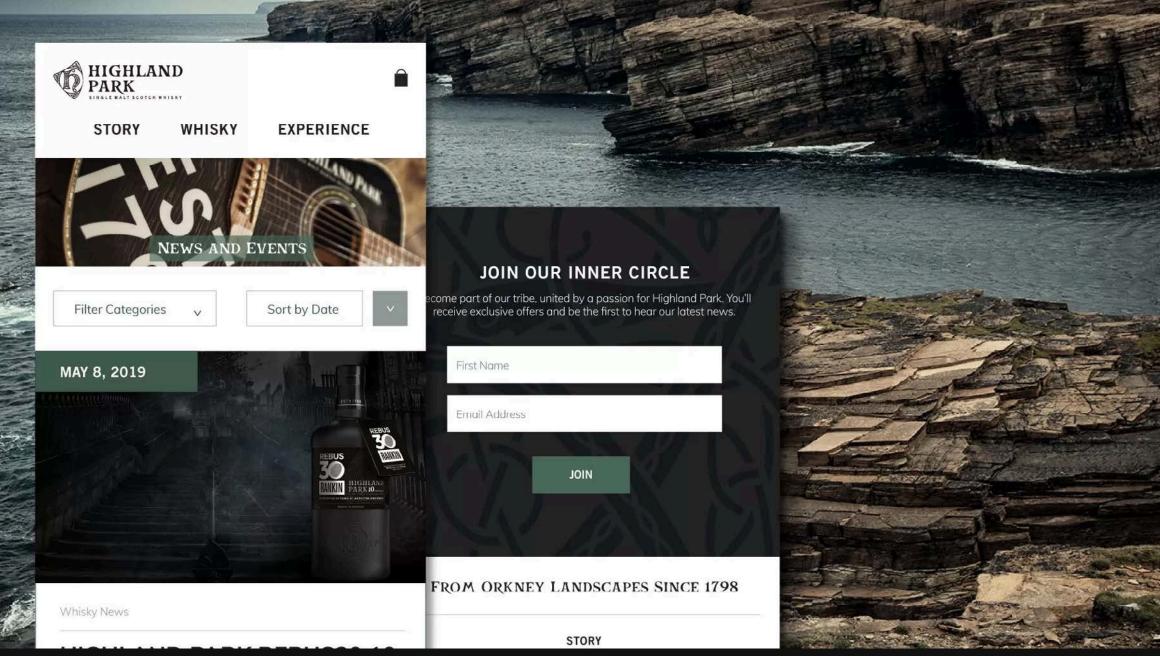




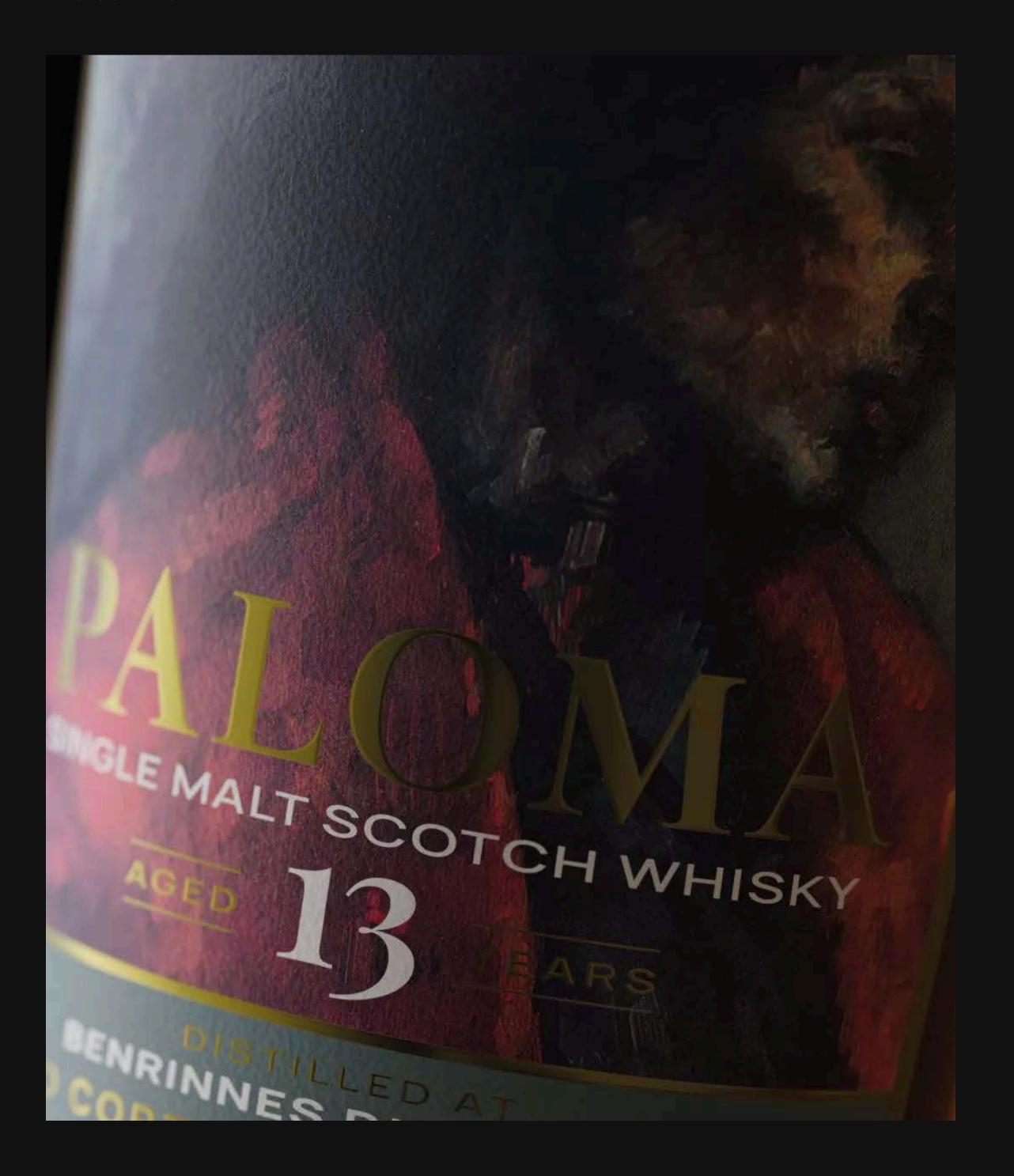








#### Paloma



### A new bottle design for Paloma, a Palo Cortado range released by Goldfinch Whisky Merchants.

We created Paloma to show the expansive influence different types of sherries can have on a variety of single malt whiskies. By focusing on the Spanish connection in terms of art, sherry and the name; Paloma means 'Dove' in Spanish, we have created something that is beautiful, timeless and tastes incredible.

Palo Cortado is the rarest type of sherry with less than 100,000 bottles sold a year, compared to 60 million bottles of sherry overall.

Whisky is about a moment. It's about listening and sharing. That is why Goldfinch Whisky chose the best quality Bodega casks that previously contained one of the rarest sherry varieties in the world to finish their first cask release.

It is a wonderfully complex wine which combines the delicate bouquet of an Amontillado with the body and palate of an Oloroso. It is deep and warm mahogany in colour with a complex nose that truly harmonises the characteristic notes of Amontillado and Oloroso. You will find citric notes reminiscent of bitter orange and lactic notes suggestive of fresh butter. It has a deep, rounded, ample palate with smooth, delicate aromatic notes appearing in the aftertaste, leading to delicious lingering finish.

The stunning artwork featured in the label was painted by Catalan painter Isidre Nonell in 1904. The painting is titled - La Paloma and the original is currently exhibited at the National Art Museum of Catalonia in Barcelona.

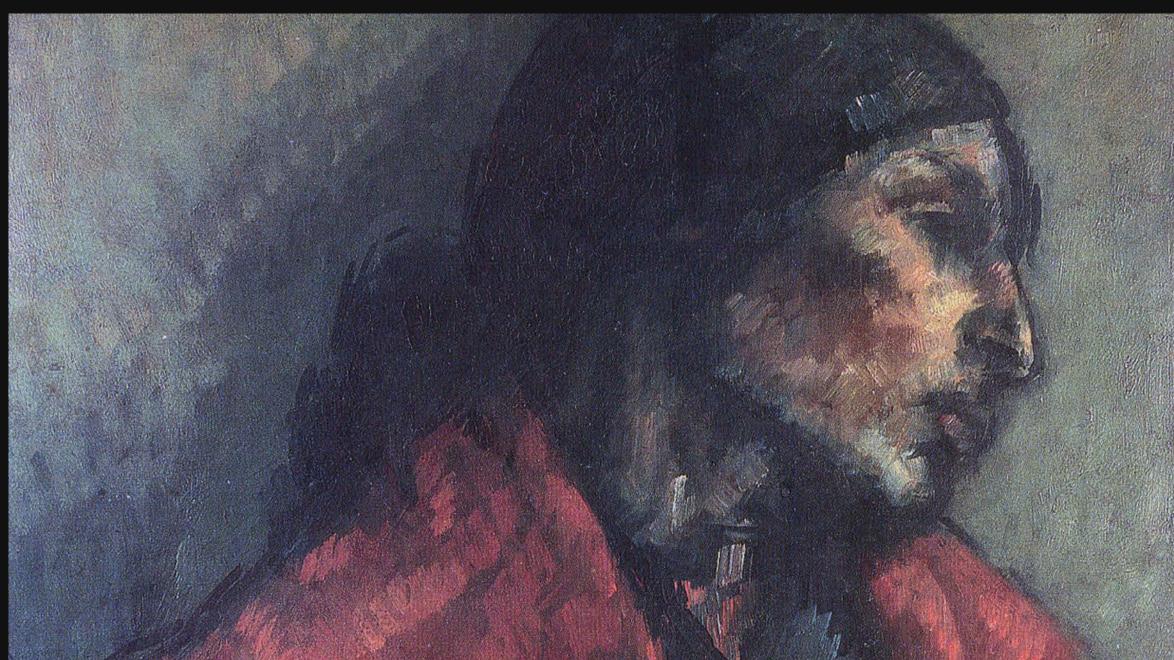
### Paloma



## Paloma









Art Direction • Branding • Packaging • Website • 3D Visualisation

#### Chouchou



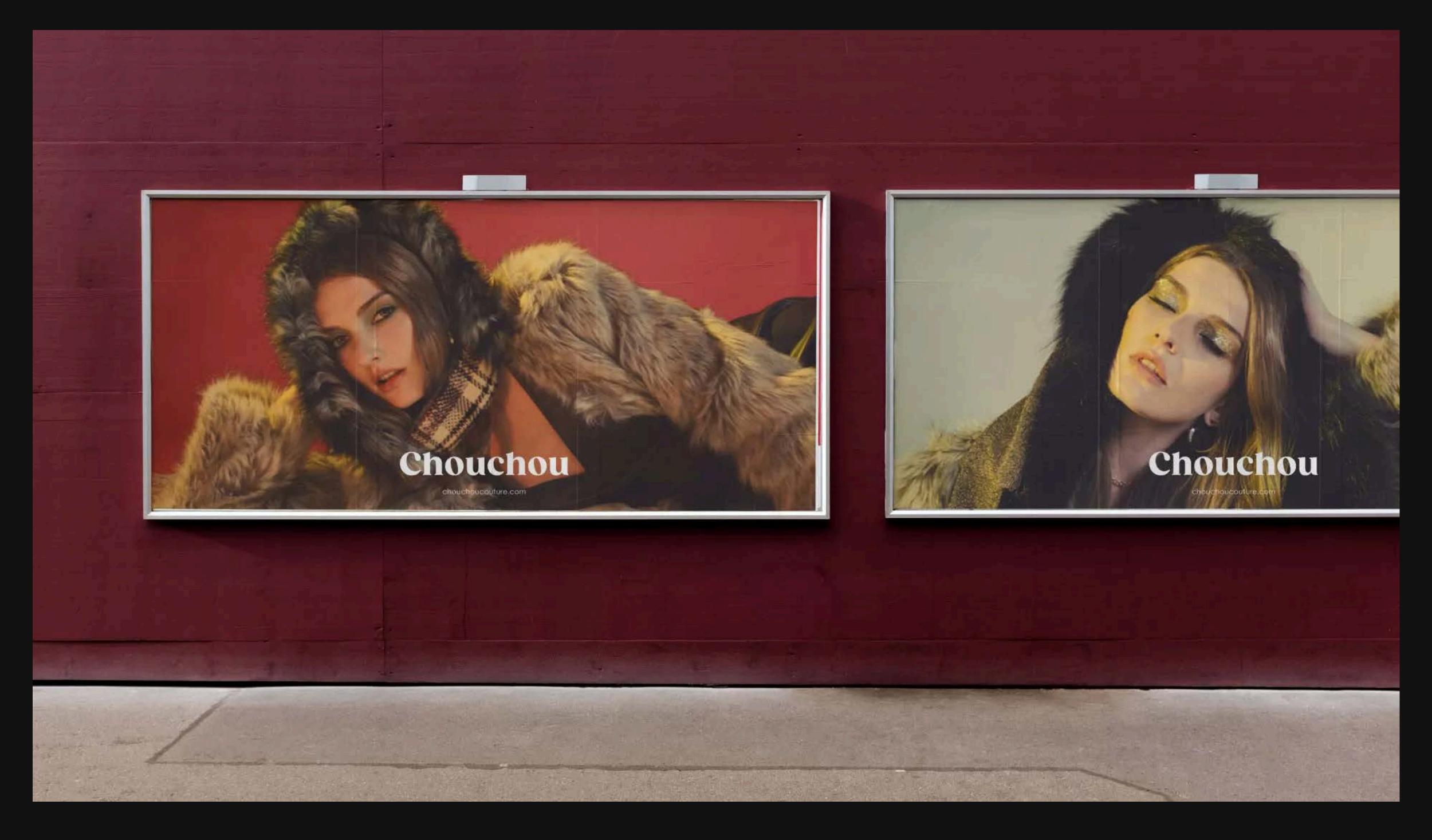
# A new rebrand for Glasgow/Barcelona based Chouchou, the only label to specialise in luxury hoods.

Chouchou quickly became recognised for quality and distinctive design. Glamorous, easy to wear, but most importantly original, Chouchou speaks to the woman who enjoys being noticed and has her personality shine through in what she wears.

Featured in British Vogue, Chouchou achieved international recognition when it was selected for the catwalk at New York's Tartan Fashion Week 2013, a showcase of the best in Scottish design alongside the likes of Harris Tweed and Vivienne Westwood.

The font used is inspired by the serif typefaces used in editorial media in the 70s and 80s. The morphology of the letterforms makes this typeface ideal for display purposes like logos and big, bold headlines. Also, thanks to its large x-height it works perfectly on headlines with tight leading. On the other hand, its high contrast and very simple and recognisable shapes makes it highly readable, so it works on small, long texts as well.

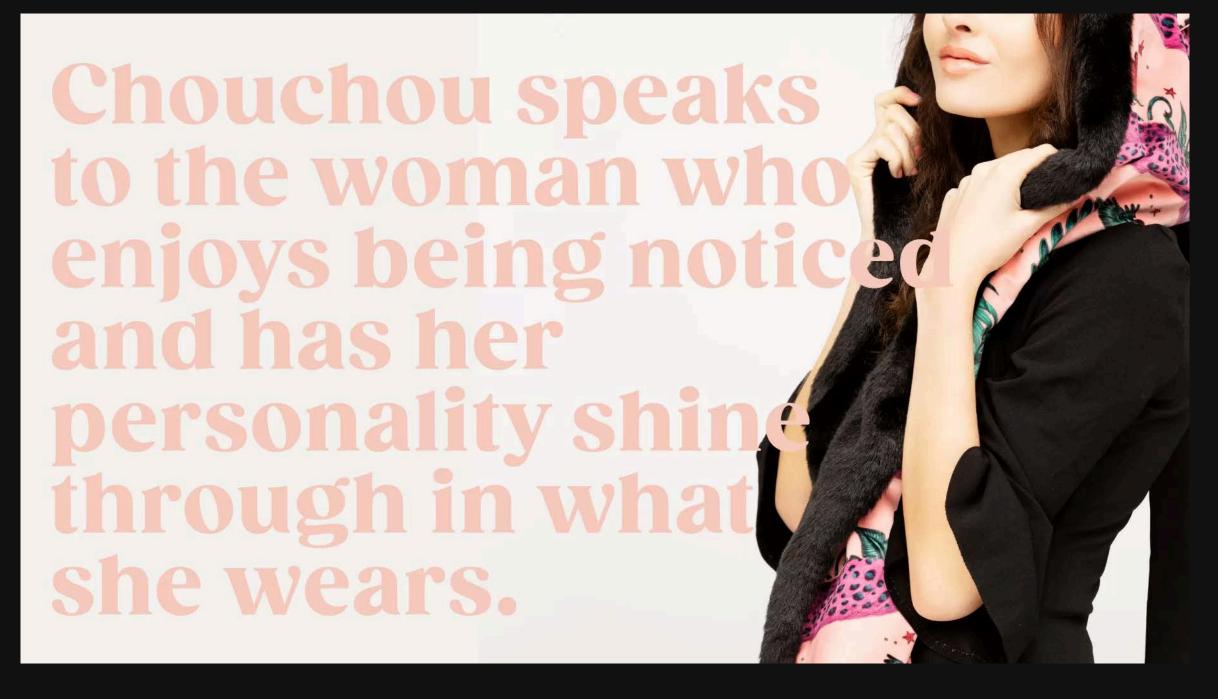
## Chouchou



#### Chouchou

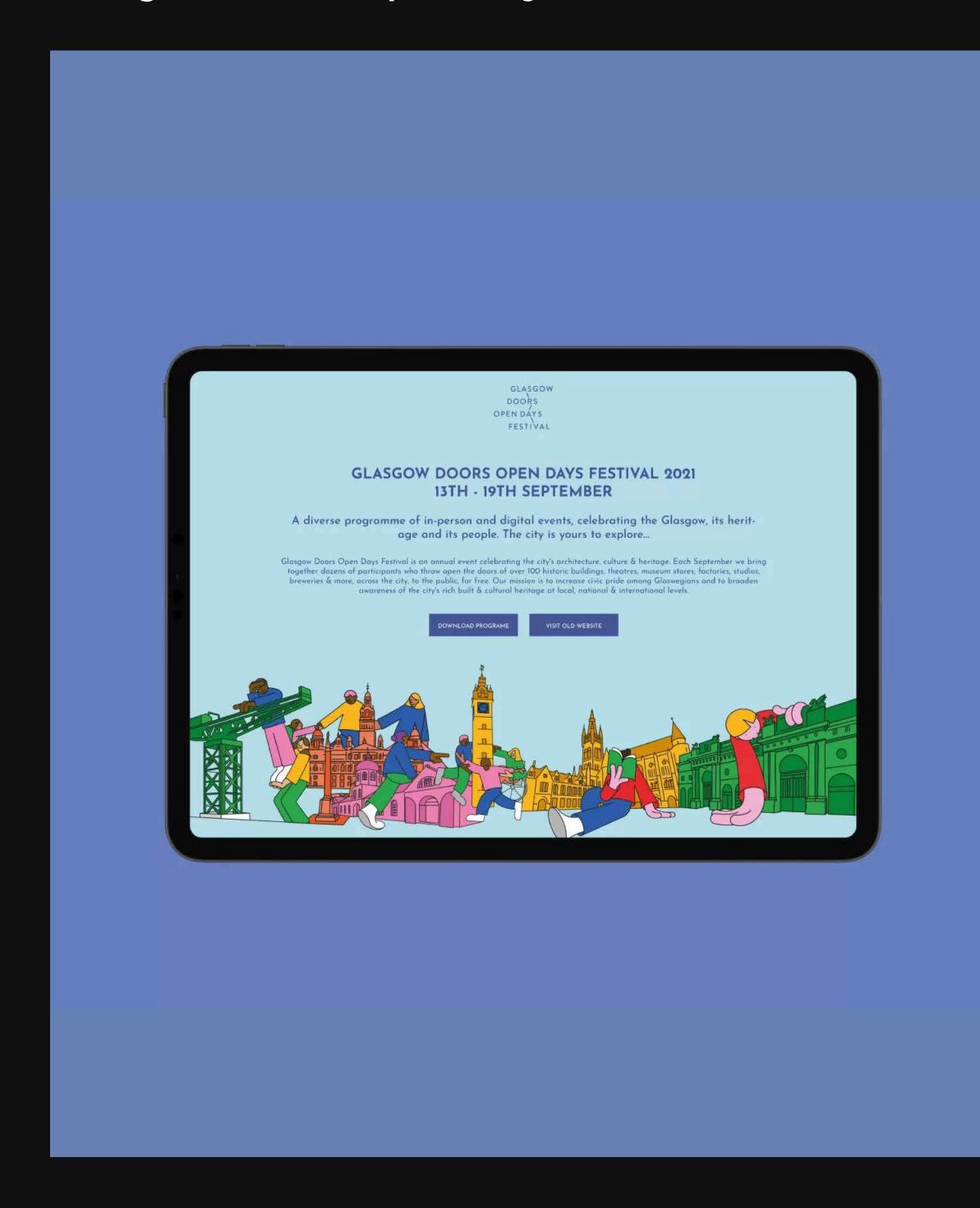


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#### Glasgow Doors Open Days Festival



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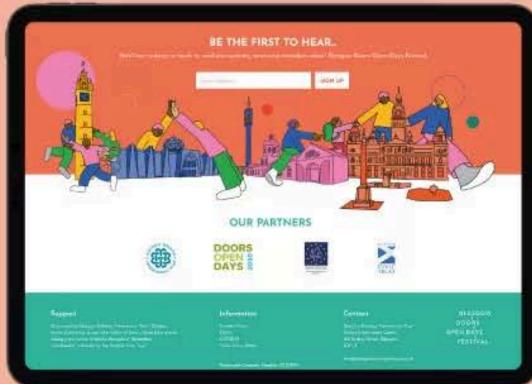
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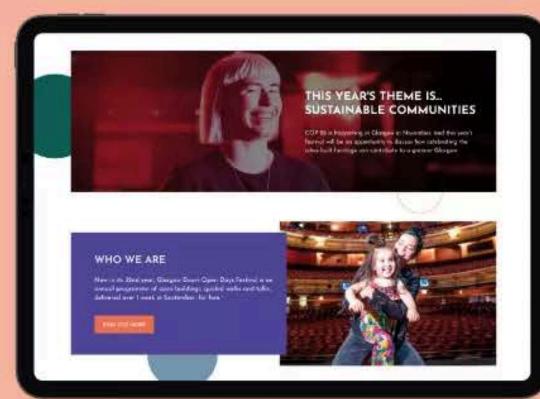
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### Glasgow Doors Open Days Festival









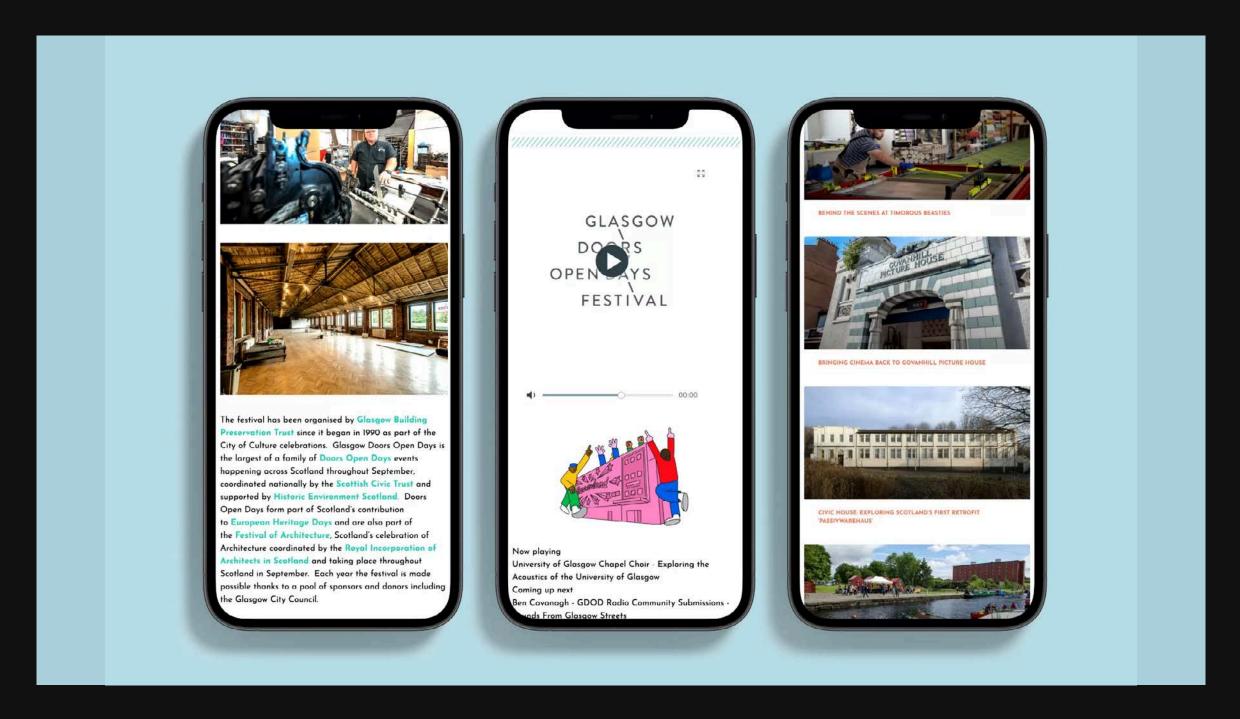


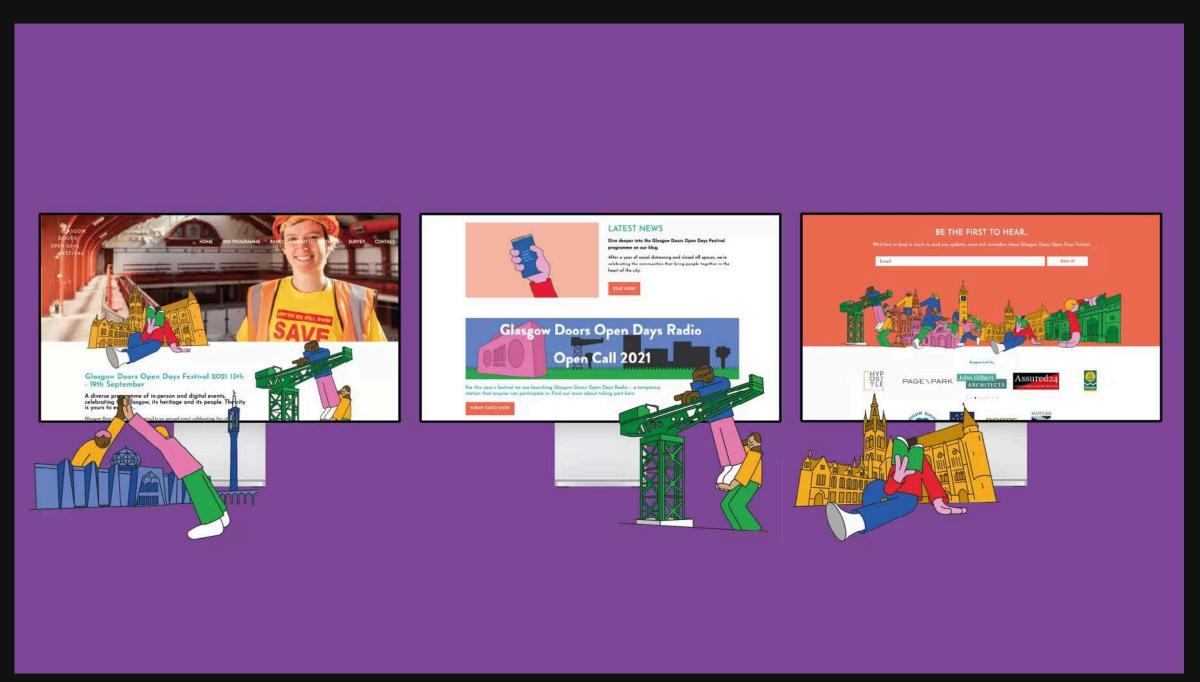


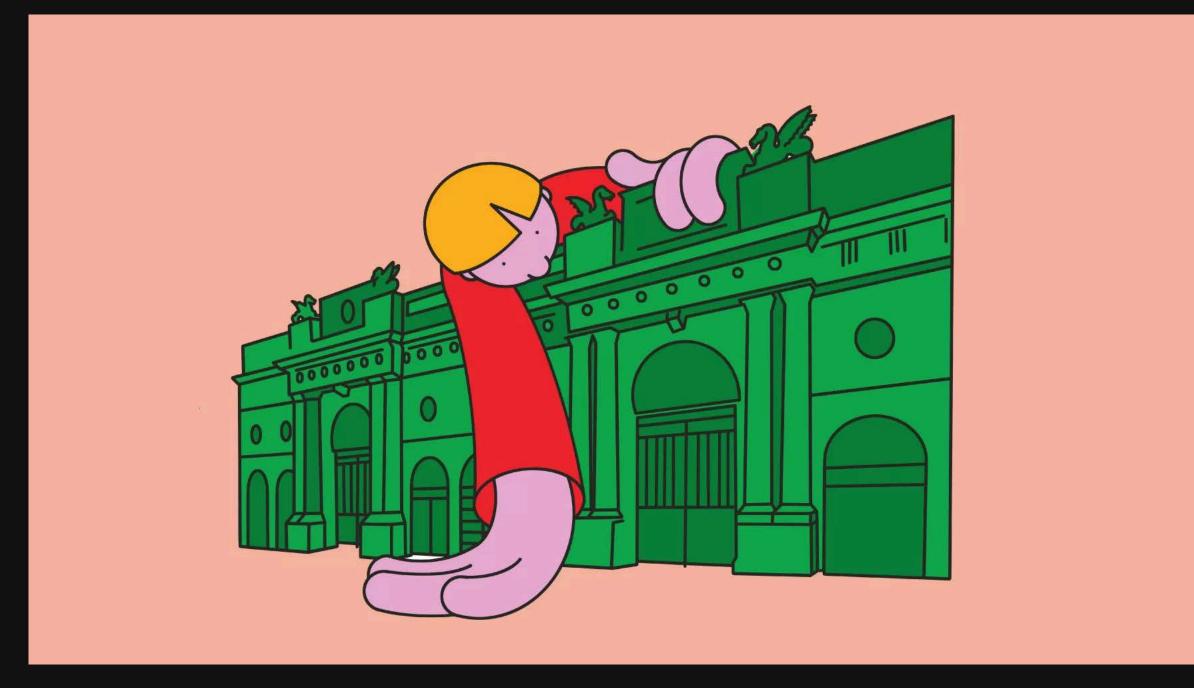


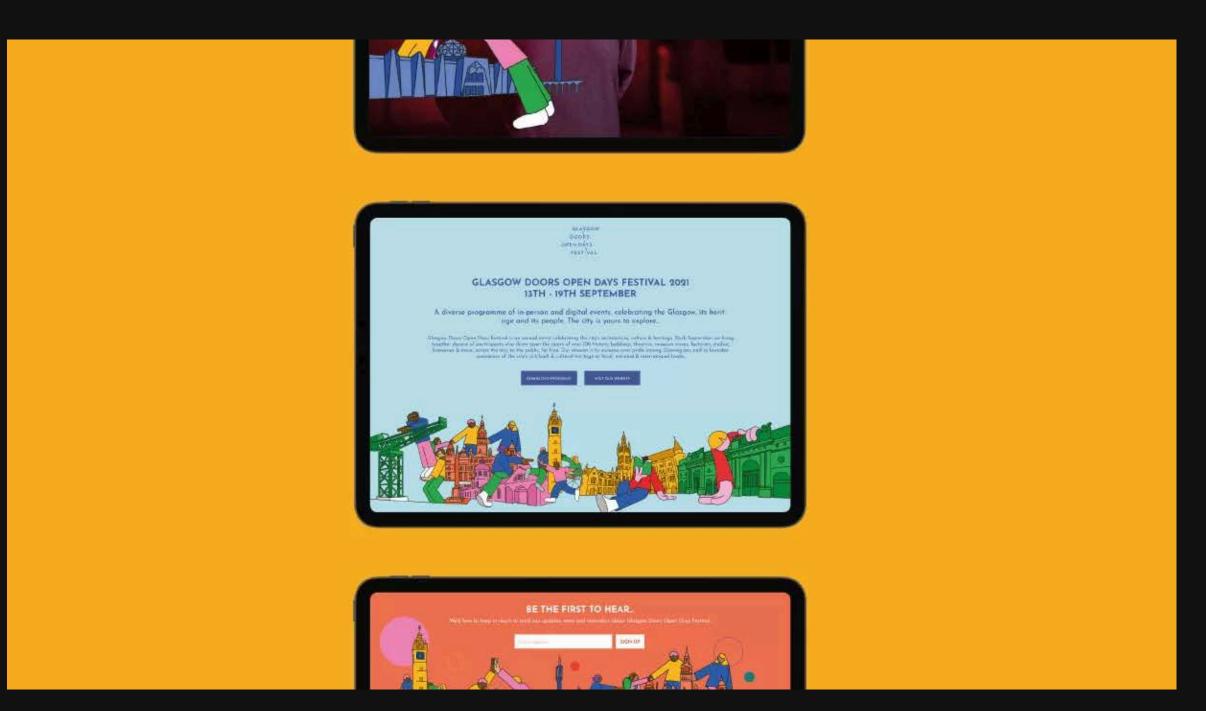


### Glasgow Doors Open Days Festival









# Brand Identities

### Radio Buena Vida



THE SOUND OF COLLECTIVE ACTION

OCT • M M X X

# 決してヒール BROFORTHE HUNDREDS

# TEMPO PENO"

# Drei Punkte\*\*







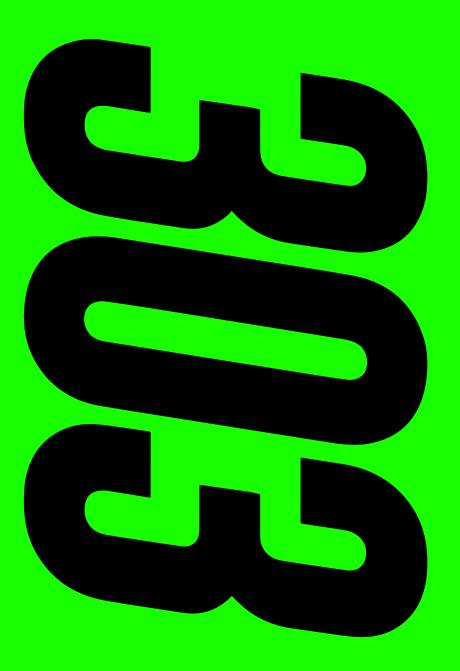
### Nicolson Street



### Open Ear Music







### The Cause



### **Volution Music**



### Riccardo Chapman Creative Director

Scottish based Riccardo decided to brave the waters of freelance work in 2010 and set up De:strukt Studio. After 13 years De:strukt Studio is now a team of 5 collaborative creatives with plans for near future growth.

For over 13 years Riccardo has developed brands, campaigns, digital products and services for global brands, organisations and technology startups. In 2014, Riccardo was published in one of the design industries highly respected magazines Computer Arts and voted by The Drum as one of the top 30 studios to watch out for in 2016.

Having worked with brands such as Edrington, BBC, Highland Park Whisky, Amir Khan and Gloria Jeans Coffee to name a few, he helps clients deliver integrated digital, print and brand experiences across all channels, driving revenue, conversion and engagement, working with a number of talented individuals and partners on an as-needs basis.



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### Thank you.

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