

Legend

Portfolio

Boutique
Design
Agency

↓ Sections

- 1.branding
- 2.design
- 3.lifestyle
- 4.tech
- 5.web
- 6.packaging
- 7.exterior

Legend is a boutique design agency specialising in creating difference for aspiring brands.

Always

Unexpected

Legend

Section



Branding

Identity
Roll out





The Floursmiths Bakery

Bakers

The Floursmiths Bakery creates delicious breads and pastries, and also offers a local delivery service.

01
←

Branding



The Floursmiths Bakery

Bakers

The Floursmiths Bakery creates delicious breads and pastries, and also offers a local delivery service.

02
←

Branding

Legend



OR

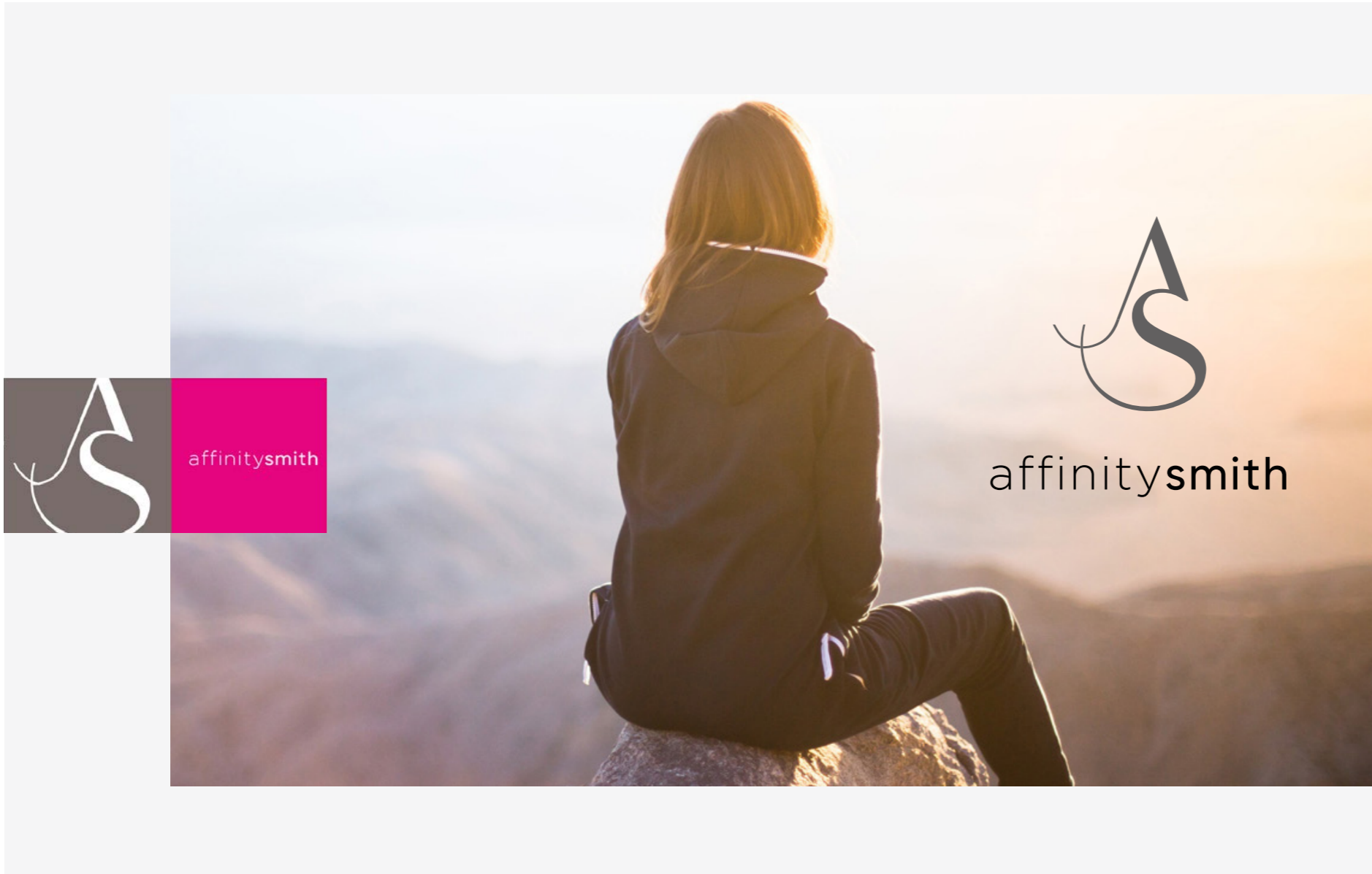
Vegan food

Vibrant, appetising photography and colours formed the basis for this contemporary styled cafe serving wholesome plant based food.

03



Branding



affinitysmith

Coaching & facilitation

affinitysmith provides bespoke coaching and facilitation services to organisations who want to put their people at the heart of all they do. We created a device that gave the feeling of joining together.

04
←

Branding



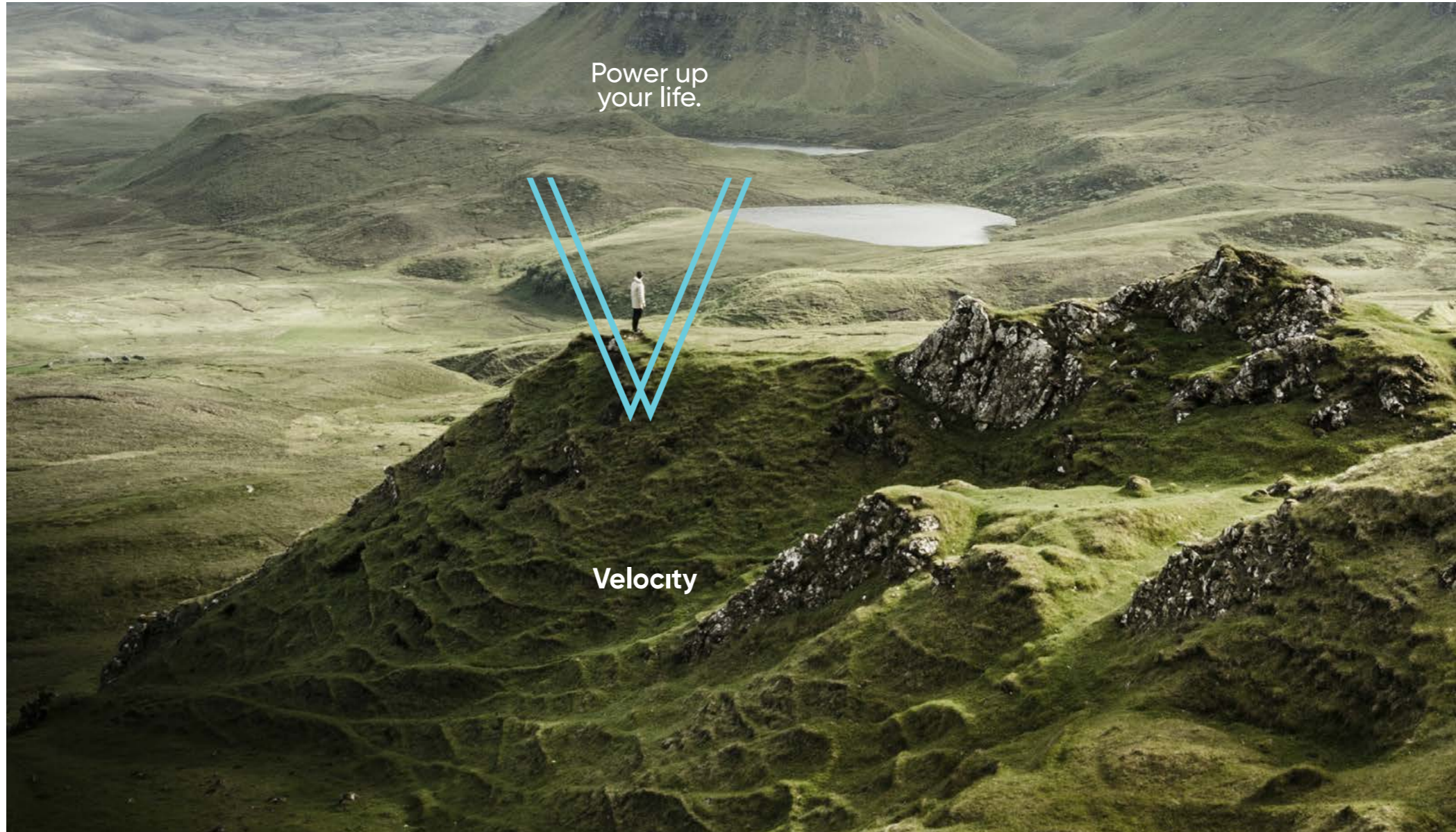
Vase & Flowers

Gifts of Vase & flowers

Identity for start up company that delivers stylish vases, each one different along with flowers that work together beautifully.

05
←

Branding



Power up
your life.

Velocity

Velocity

Protein drinks

Velocity is a natural protein drink coming to market shortly. Bright colours and inspiring photography give the brand a brave and alive persona.

06
←

Branding



Grayshott Chiropractic Clinic

Hampshire

When this sophisticated chiropractic clinic moved location, they wanted a new identity, signage and website to launch with. We created a fluid, distinctive identity that communicated both the professionalism and holistic approach.

07
←

Branding



Ewbank's

Memorabilia Auctions

Ewbank's wanted to move their brand forward with a more distinctive identity. We developed a strong dragon logo to form part of the Ewbank's own family crest.

08



Branding

Legend



Ayre

Master bakers

Ayre have been Master Bakers and Chocolatiers since 1955, they are based in London in the original shop. We gave them a stylish and upmarket identity.

09
←

Branding



Clarke Gammon

Estate Agents

Clarke Gammon are estate agents based in the Surrey and Hampshire area since 1919. We created a heritage identity with a modern twist.

10
←

Branding



Clarke Gammon

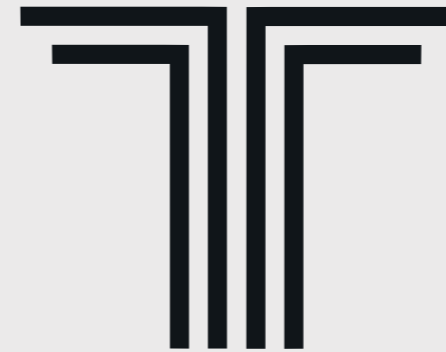
Estate Agents

Clarke Gammon are estate agents based in the Surrey and Hampshire area since 1919. We created a heritage identity with a modern twist.

11
←

Branding

Legend



TOPLINE
TAXIS
SALCOMBE

Topline
Taxis

Wedding car service

A strong brand identity was created for Topline Taxis, a wedding car service based in Salcombe in Devon.

12
←

Branding



Various Identities

Section

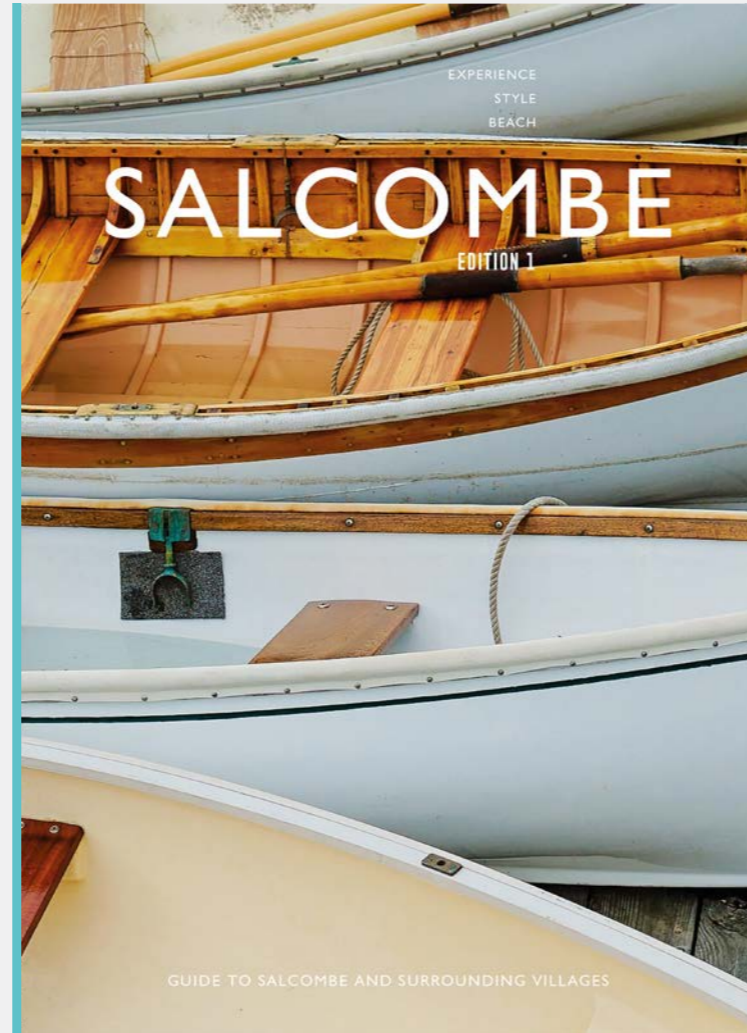
2.

Design

Literature

Magazines





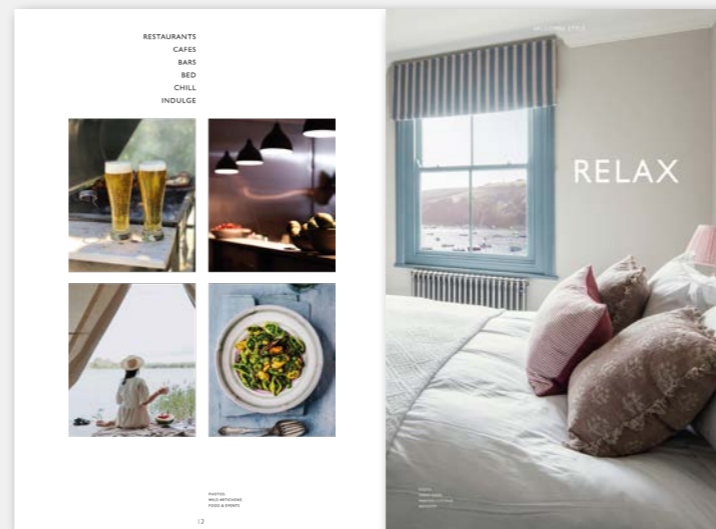
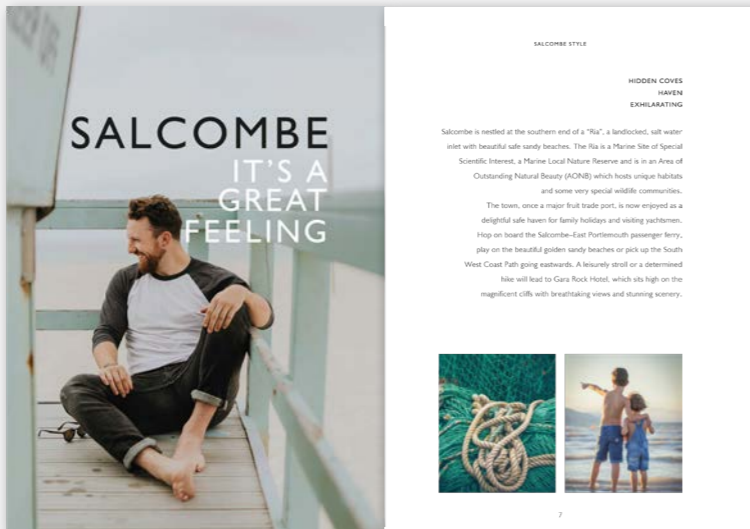
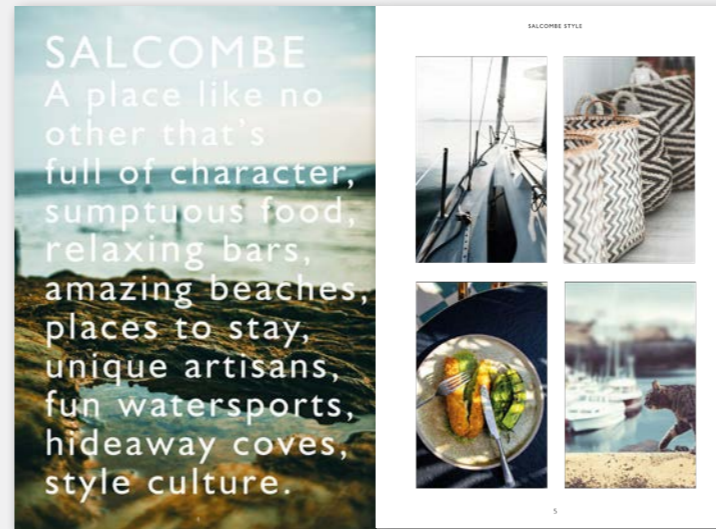
Salcombe

2023 Guide

New magazine for Salcombe in Devon, that reflected the feeling of this stylish resort.

14
←

Design



Salcombe

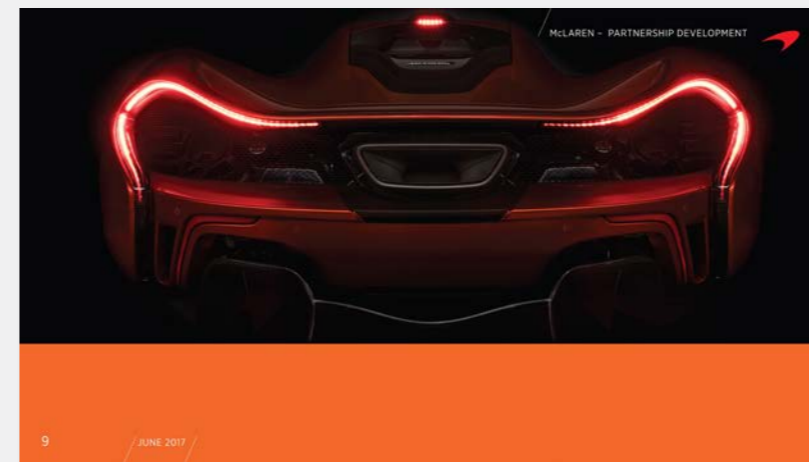
2023 Guide

New magazine for Salcombe in Devon, that reflected the feeling of this stylish resort.

15
←

Design

Legend



McLaren

F1 Sponsorship

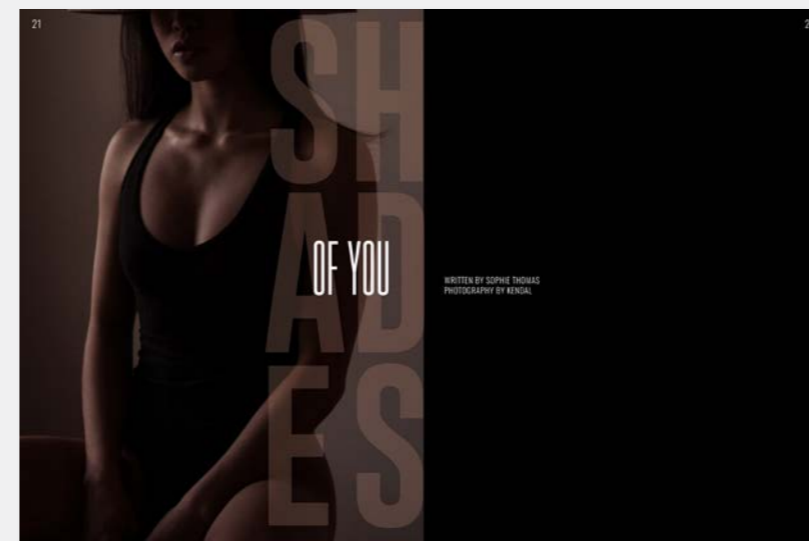
Design for F1
sponsorship brochure.

16



Design

Legend

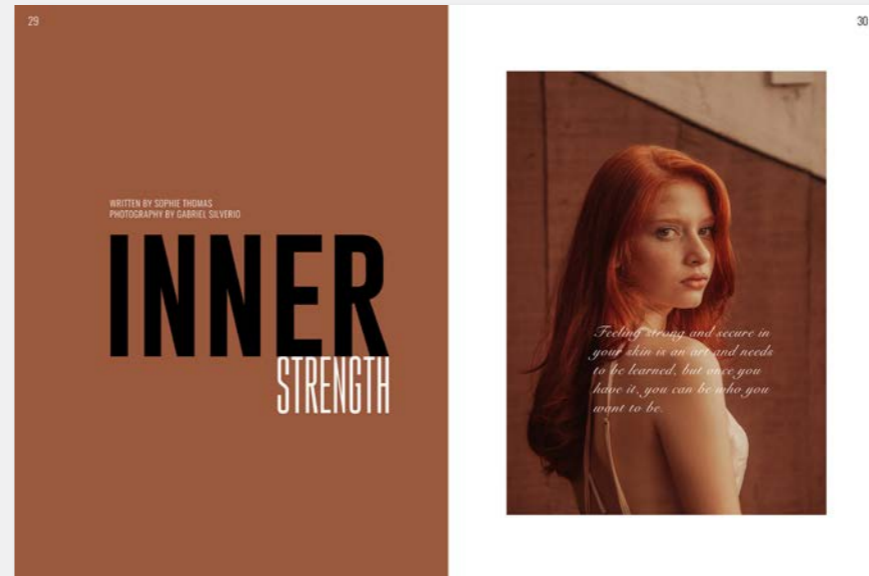


ARE
Magazine

Naming and design of
stylish magazine aimed
at a unisex audience.

17
←
Design

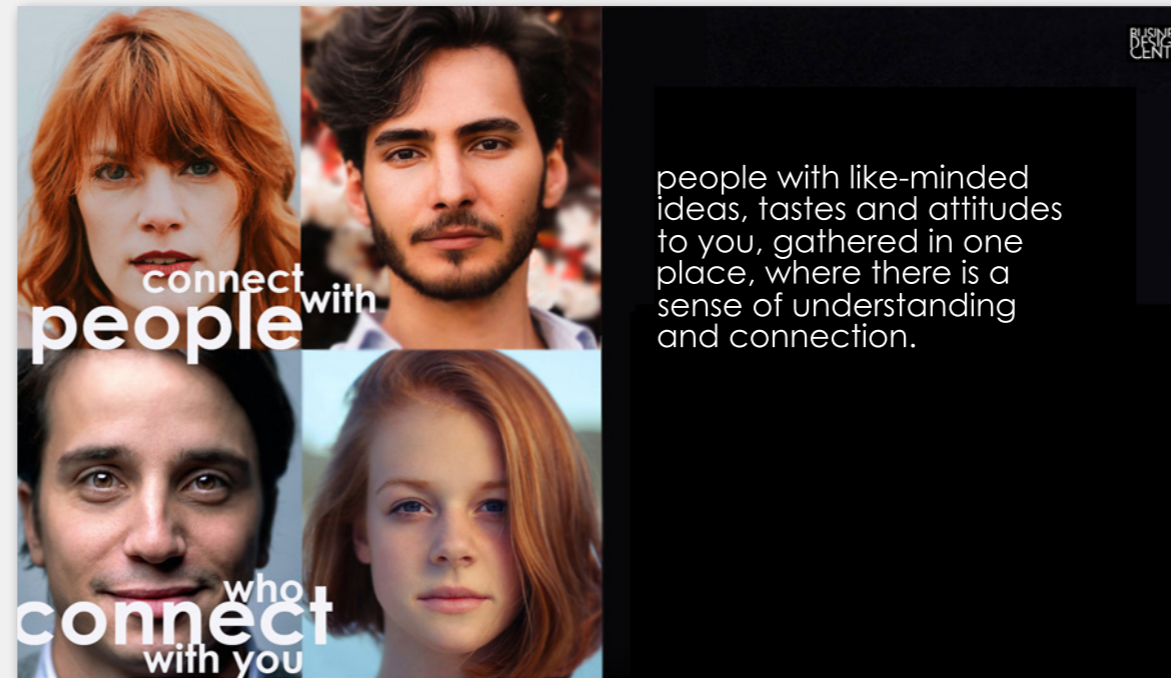
Legend



ARE Magazine

Naming and design of stylish magazine aimed at a unisex audience.

18
←
Design



people with like-minded ideas, tastes and attitudes to you, gathered in one place, where there is a sense of understanding and connection.

BDC

Business Design Centre

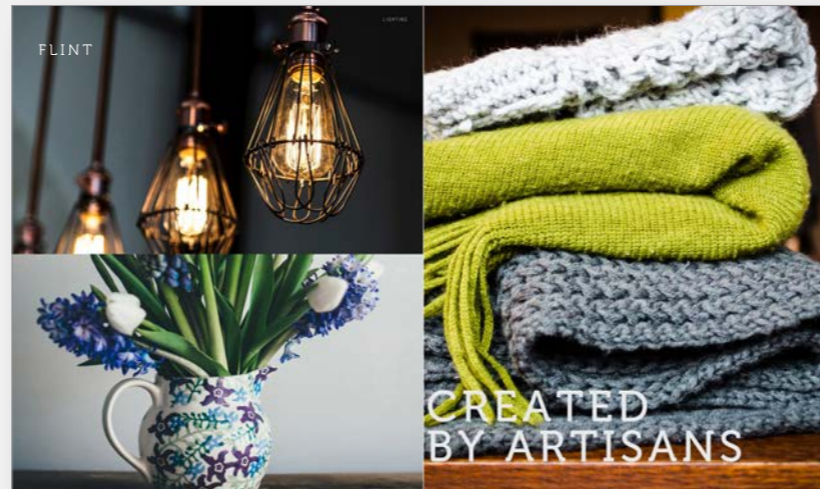
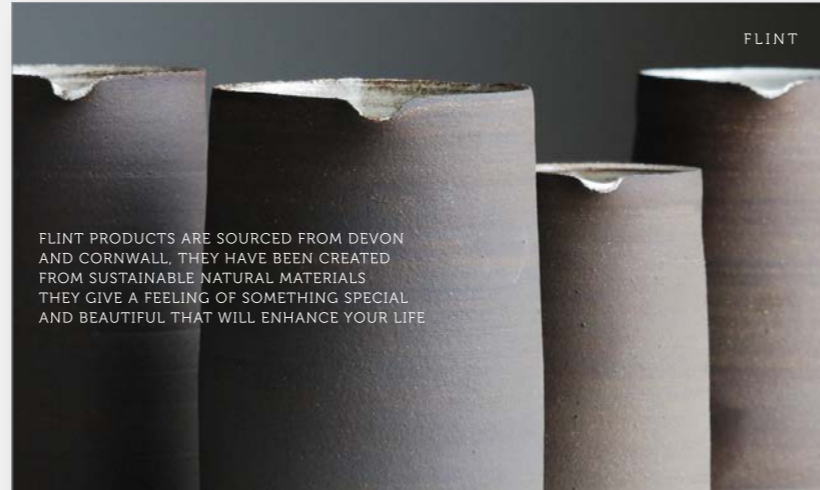
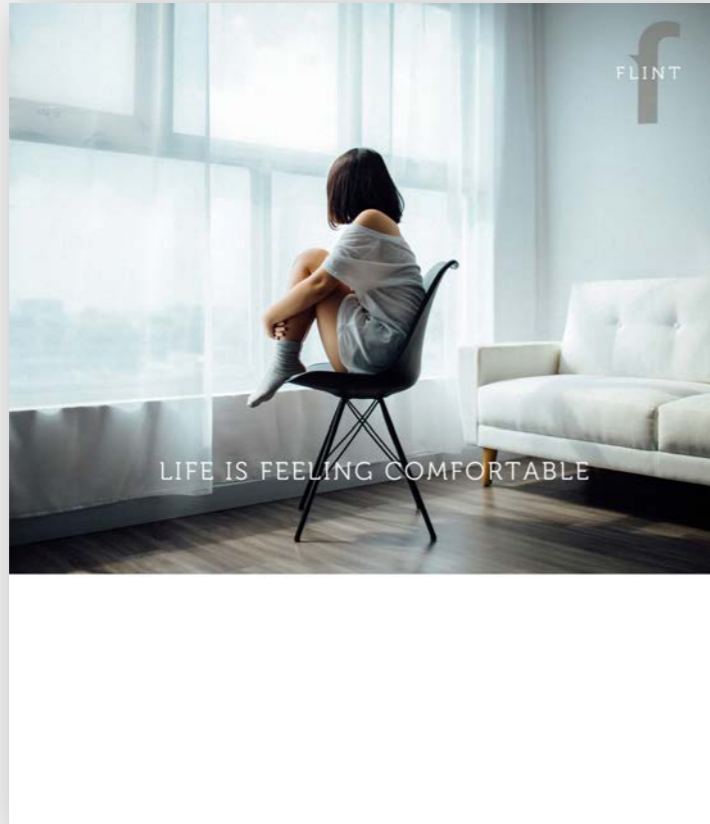
Creation of publication to promote the Business Design Centre in London.

19



Design

Legend



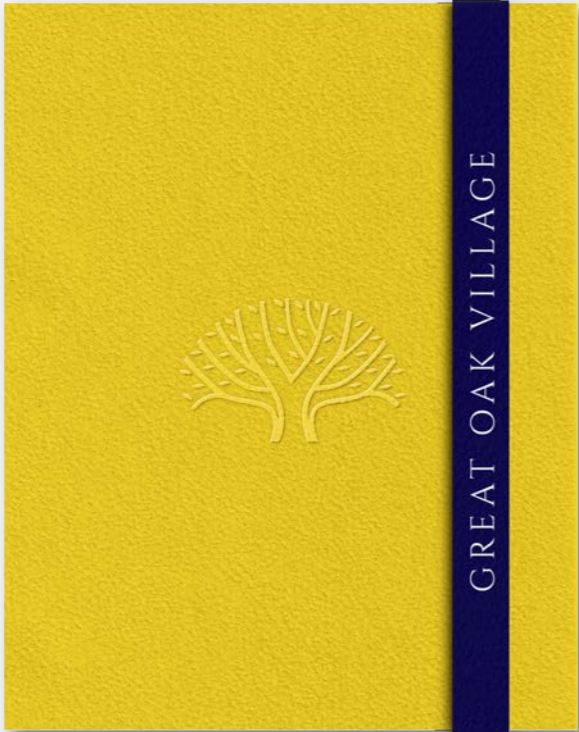
Flint

Artisan products

The branding reflects the organic but bold and modern feel and aspirations of the products and audience.

20
←

Design



BOSC

New Hampshire village

A regeneration of a Hampshire army town needed a big culture change in how it was perceived. A local naturalist-Gilbert White who lived locally had an oak tree planted in 1730-the tree still stands strong today, so naming of the large housing development after the great oak gives it a feel of stability and a place for a new community to grow.

Legend



IOC

International
Olympic
Committee

High impact photography aligned with top quality finishing created these beautiful presentation books and slpcases for an Events bid to the International Olympic Committee. Produced for the hospitality services at the Rio Games.

22
←

Design

Legend



Northgate

Information services

Complete branding campaign, using the arrow device from the northgate logo to highlight people who might need the help of local social services.



Street Works UK
Government Department

Newsletter/magazine for Street Works UK, a government department that are responsible for all the UK road works.

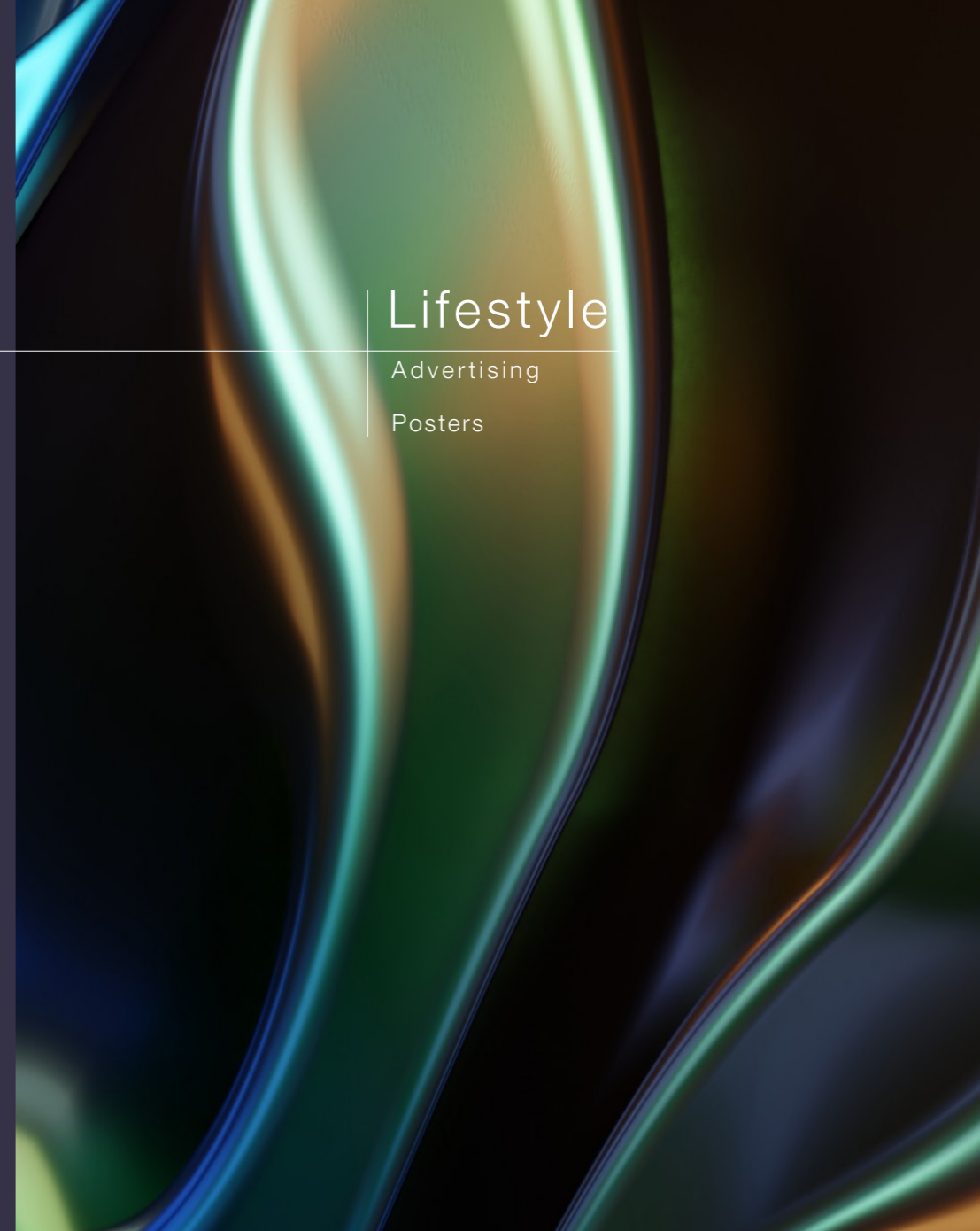
Section

3.

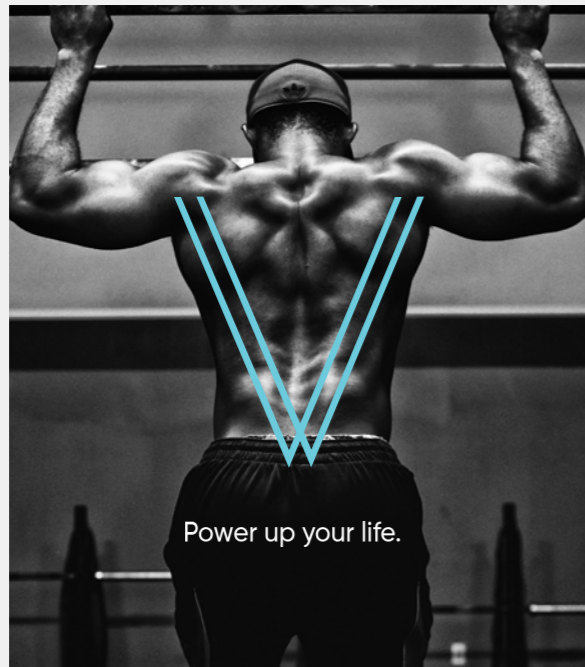
Lifestyle

Advertising

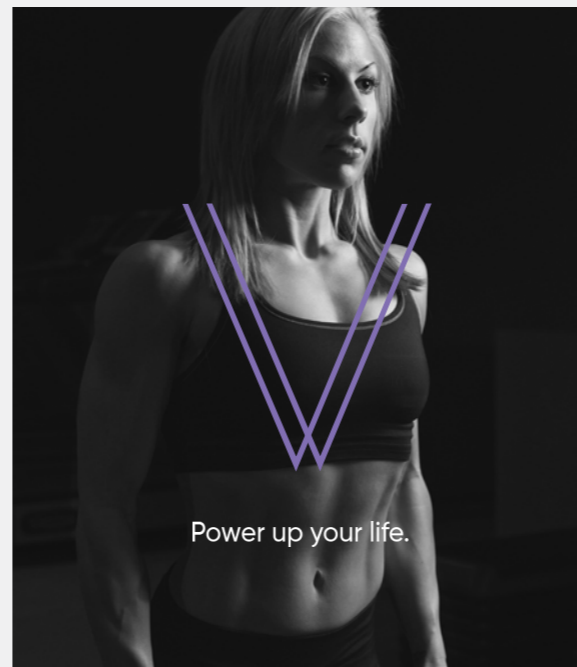
Posters



Legend



Velocity
Protein Drinks



Velocity
Protein Drinks

Velocity

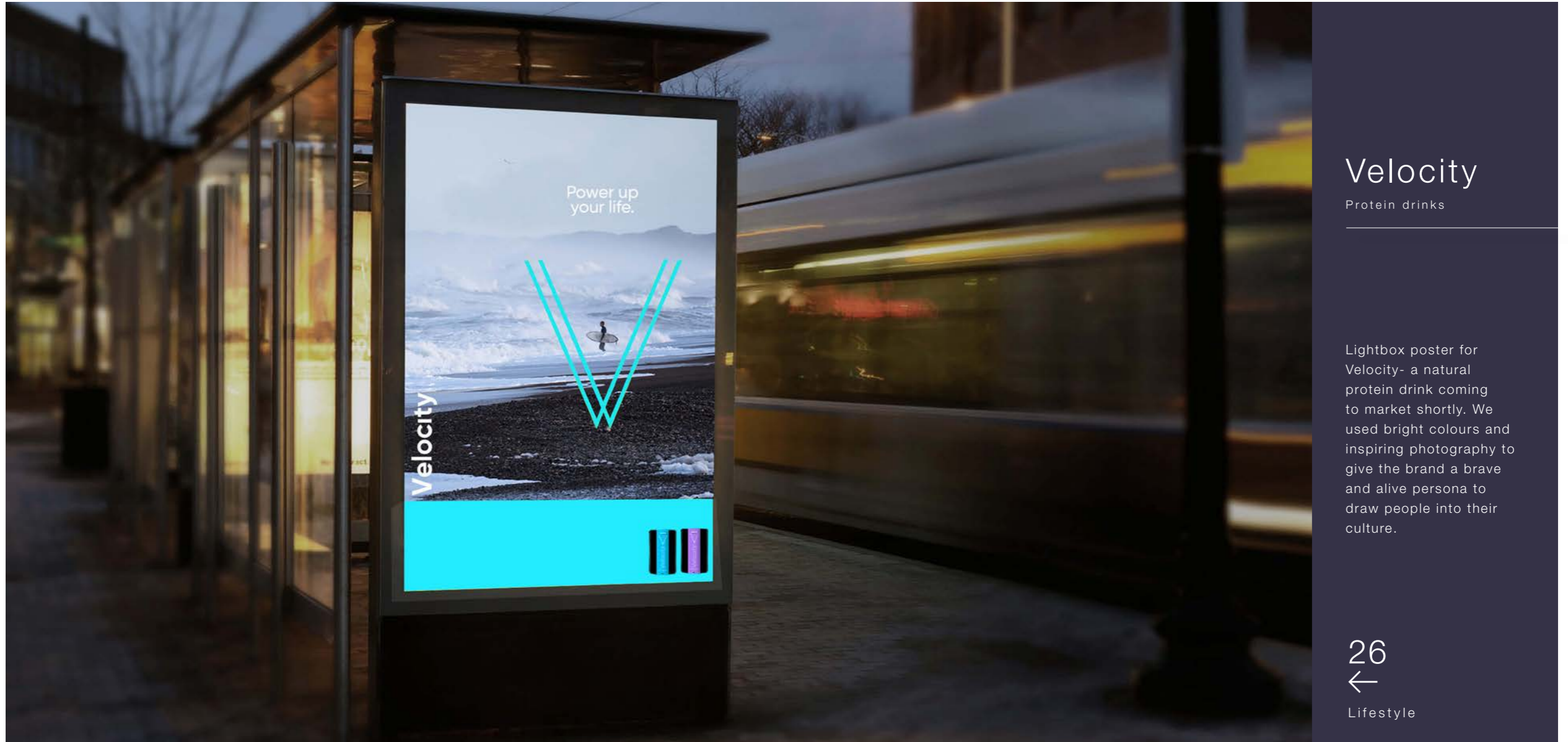
Protein drinks

Digital ads for Velocity- a natural protein drink coming to market shortly. We used bright colours and inspiring photography to give the brand a brave and alive persona to draw people into their culture.

25
←

Lifestyle

Legend



Velocity

Protein drinks

Lightbox poster for Velocity- a natural protein drink coming to market shortly. We used bright colours and inspiring photography to give the brand a brave and alive persona to draw people into their culture.

26
←

Lifestyle

Legend



ARE
Magazine

Lightbox poster to promote launch of stylish magazine aimed at a unisex audience.

27
←
Lifestyle



your call
your journey



your local connection Shopping
Journeys
Visiting

your local connection Journeys
Shopping
Visiting

 app | web | phone.

VOCA

Taxi service

Advertising for a new bookable taxi service for a Hampshire community.

28
←

Lifestyle

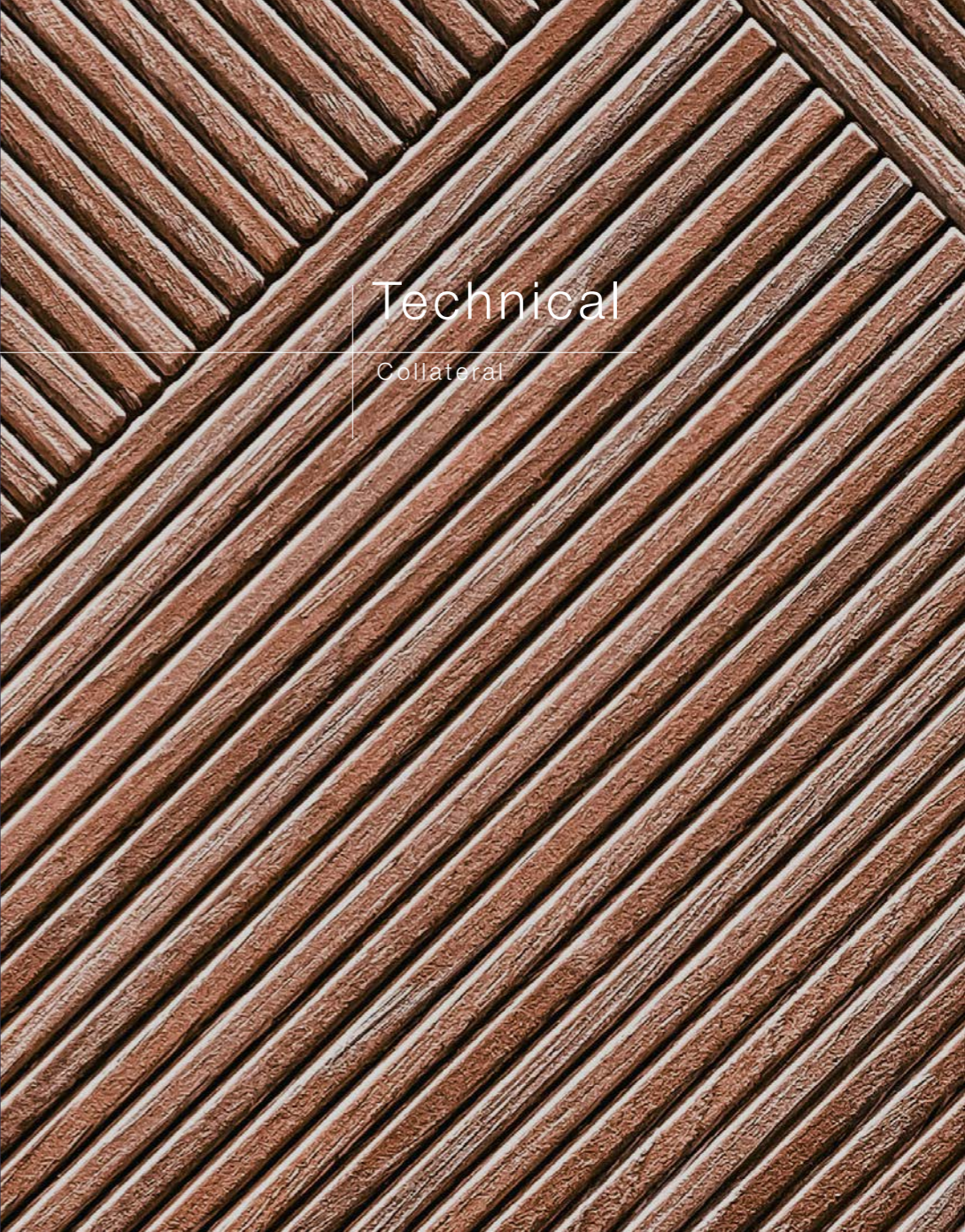
Legend

Section

4.

Technical

Collateral





De La Rue

Security papers

De La Rue is a heritage company that manufacture global bank notes. We used an original and creative approach to bring the papers to life using paper sculpture with bank note paper - the campaign inspired by Darwin.

29
←

Technical

Legend



ASN

Undersea networks

Infographic style of posters for Alcatel - an undersea network constructor, for their new building in London's dockland.

30
←

Technical

Legend

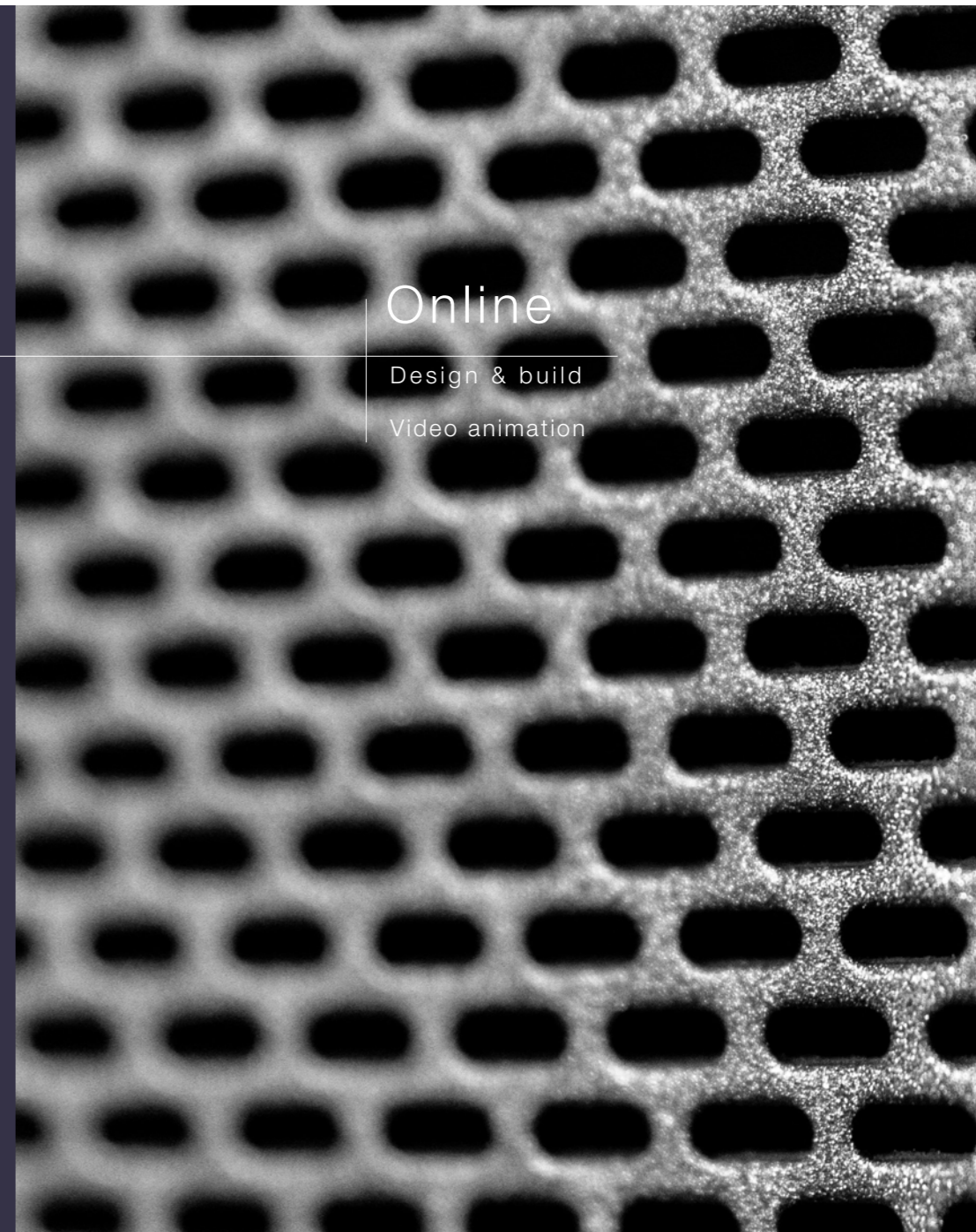
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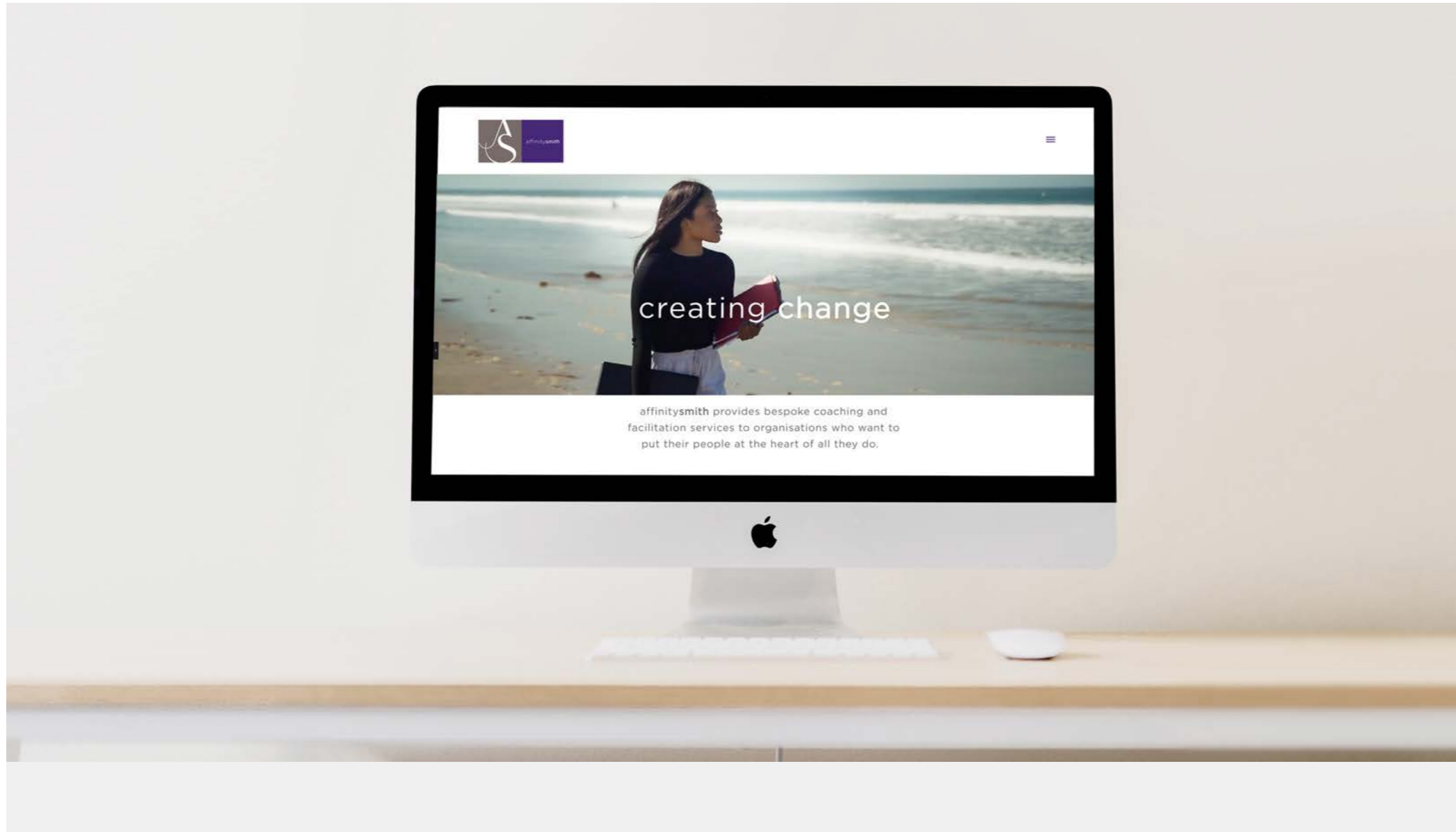
5.

Online

Design & build

Video animation





affinitysmith

Coaching & facilitation

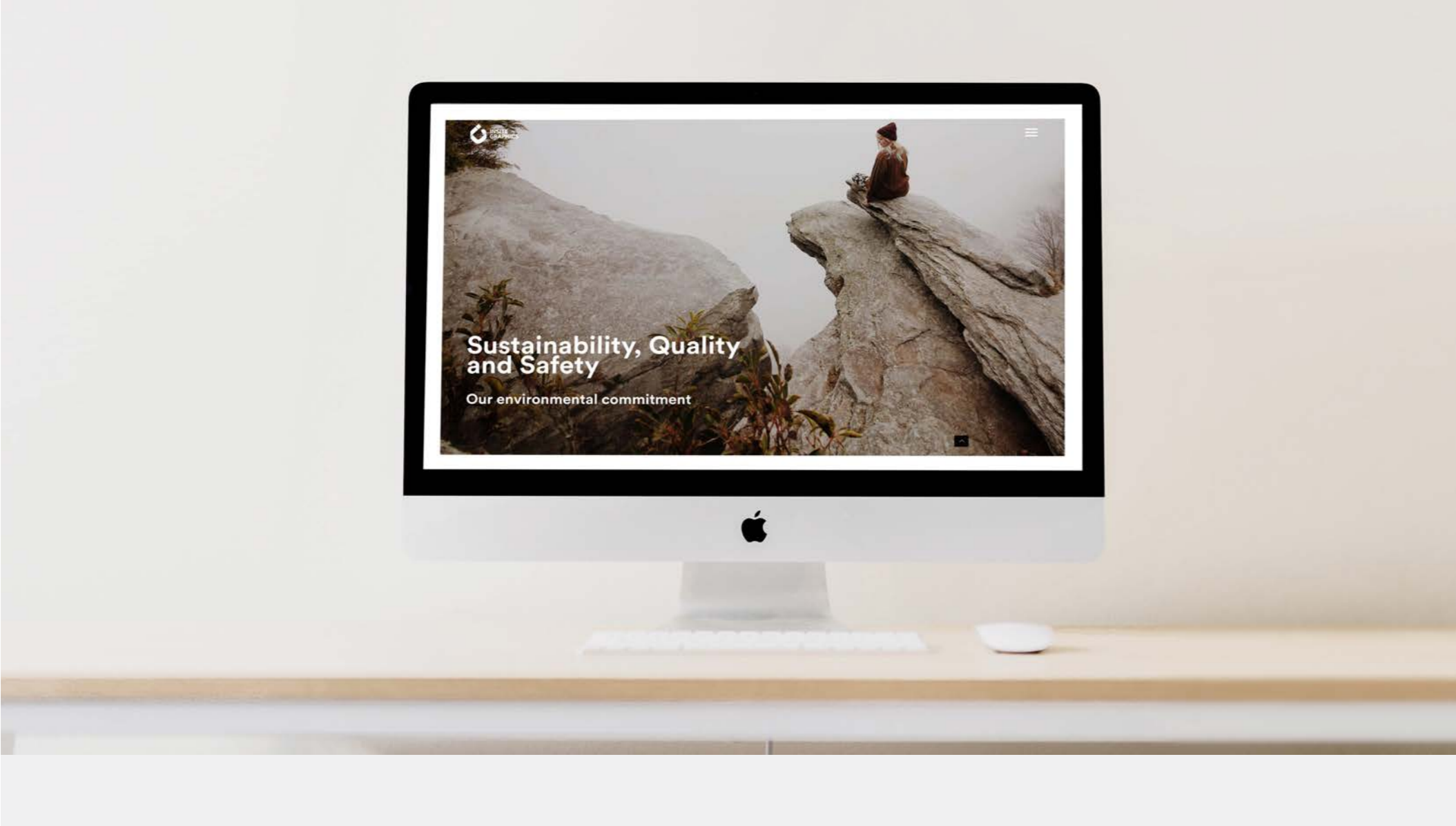
affinitysmith provides bespoke coaching and facilitation services to organisations who want to put their people at the heart of all they do. We created a video and website that reflected their business.

31



Online





Insite Graphics

Event graphics

Insite Graphics are the UK's leading graphic supplier, they are also committed to sustainability, which we reflected in their website.

32
←

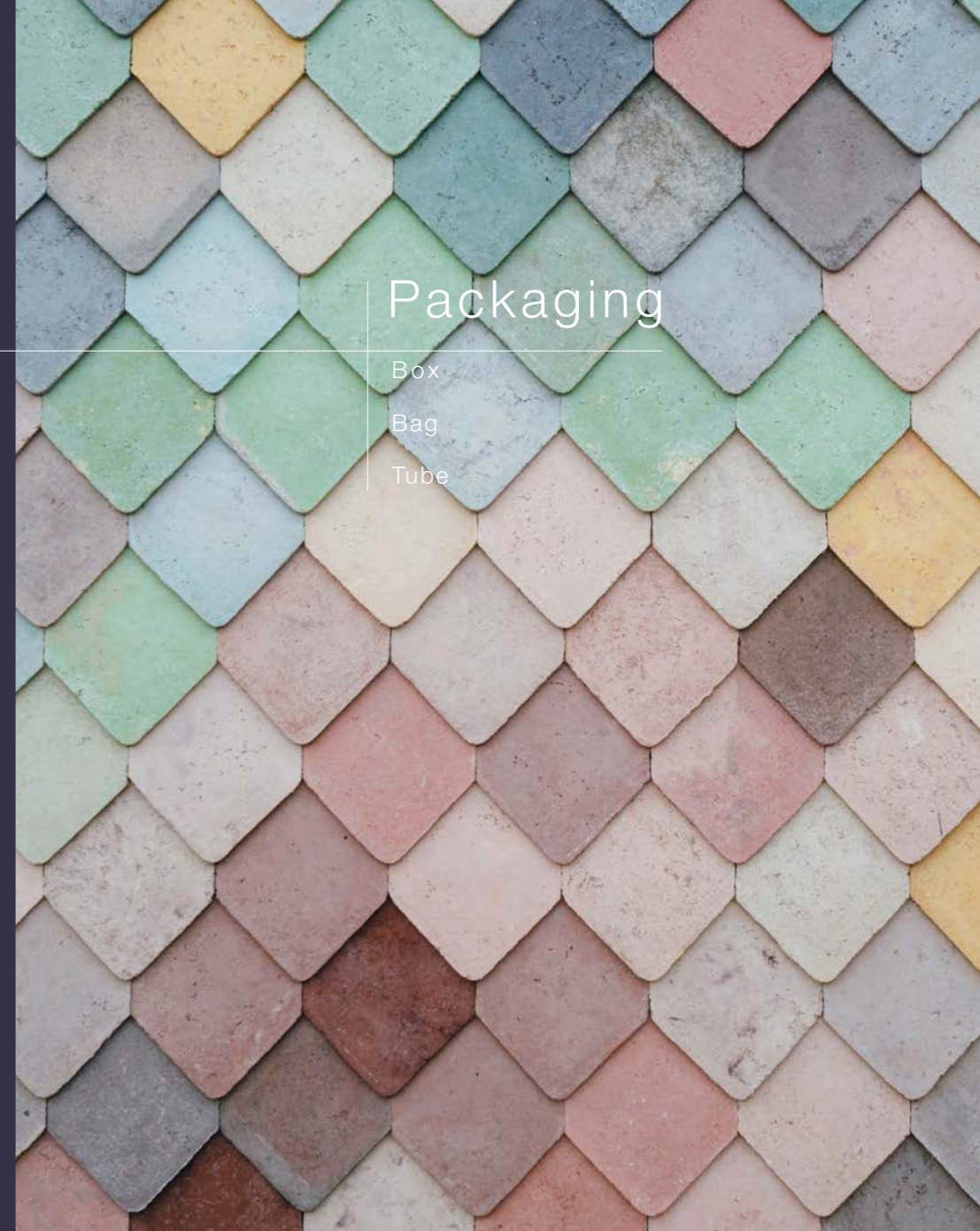
Online



Legend

Section

6



Packaging

Box

Bag

Tube



Velocity

Event graphics

Velocity is a natural protein drink coming to market shortly. Strong graphics and imagery gave the packaging real standout.

33
←

Packaging



Borngloryus

Body products

Name, identity and packaging for a vegan brand of unisex natural body products.

34
←

Packaging



Tiny Tom's

Children's ice cream

Developing packaging ideas for a kids range of ice cream, with a spoonful of cuddly fun.

35
←

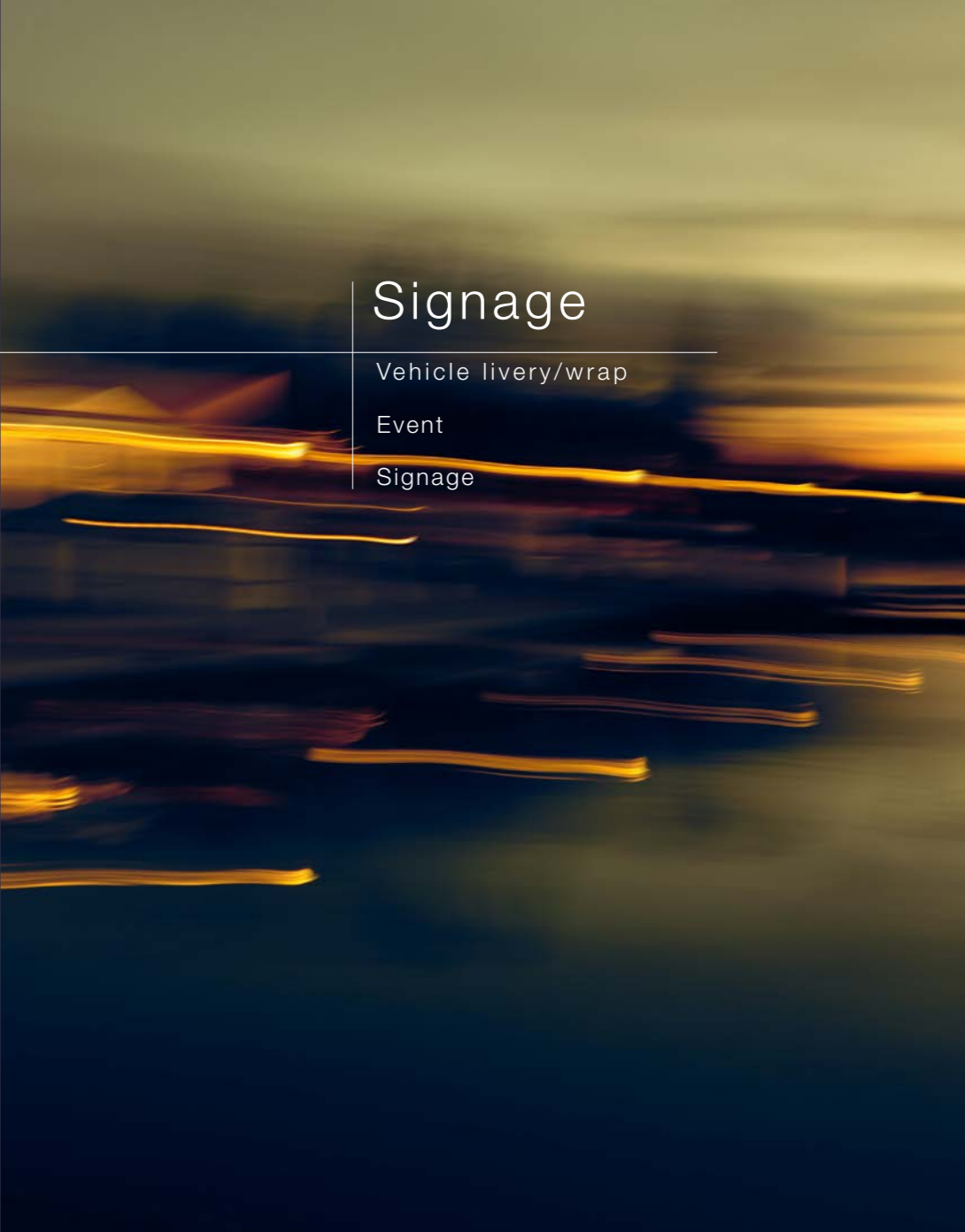
Packaging

Section

7.

Signage

- Vehicle livery/wrap
- Event
- Signage



Legend



Parico

Defence

Banners for Parico -
a UK based defence
company.

36



Event



Aston Martin

Exterior

A car that produces a “wow”, requires communications that wow. We designed and produced the wrap for a mobile show truck for the launch of the Aston Martin DB11 that created the desired excitement and conveyed the captivation of the car itself.

37
←

Event

Legend



Tesla

Exterior

Inside and outside of mobile exhibition unit for Tesla.



38



Event



BOSC

New Hampshire village

A regeneration of a Hampshire army town needed a big culture change in how it was perceived. A local naturalist-Gilbert White who lived locally had an oak tree planted in 1730-the tree still stands strong today, so naming of the large housing development after the great oak gives it a feel of stability and a place for a new community to grow.

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Event

Contact

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Alton Hampshire
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Skills:

Brand identity
Brand communications
Guidelines
Advertising
Packaging
Website design
Website development
Digital
Video edit
Magazines
Books
Exhibition & Events
Signage
Art direction
Retouching
Brand & product naming
Stills photography
Studio & location

We deliver

“Legend’s ability to thoroughly understand the brief as well as provide a plethora of commercially-sound creative ideas with a pleasant nature is second to none.”

Sophie
Owner of Senstorie

“Great to work with Graham. Really understood our design brief well, and gave us plenty of options to work with. We used Legend for a variety of projects, including a website, new identity and presentation deck work. Contemporary concepts and very stylish. Would highly recommend.”

Andy Barwell
Director @ The Azalea Group