

Σ(Mm_ \

—
Matt Marsden / Graphic Designer \ Portfolio / CV



—\

Hello, and thanks so much for taking the time to have a look at my portfolio.

—

I'm a Manchester based creative with over 25 years experience in the design and advertising industry. With a considered and conceptual approach I specialise in graphic design and artworking for both print and digital.

As far back as I can remember I always wanted to be a ~~gangster~~ an art dept graphic designer. So in the summer of 2023 I decided to scratch a long-held professional itch by getting into that thing of theirs and giving it a go.

And I'm delighted to say that so far it's been a deal, a steal, and the decision of the f***ing century!

I'm available for freelance projects either in-house or remotely, so please do give me a nudge if there's anything you think I could help out with and I'll hopefully catch-up with a few of you good people soon.

—\



**Welcome To The Layer Cake **
TV, Commercial & Promo Work



A flavour of some of the art department projects I've been involved with over the past couple of years.



— \

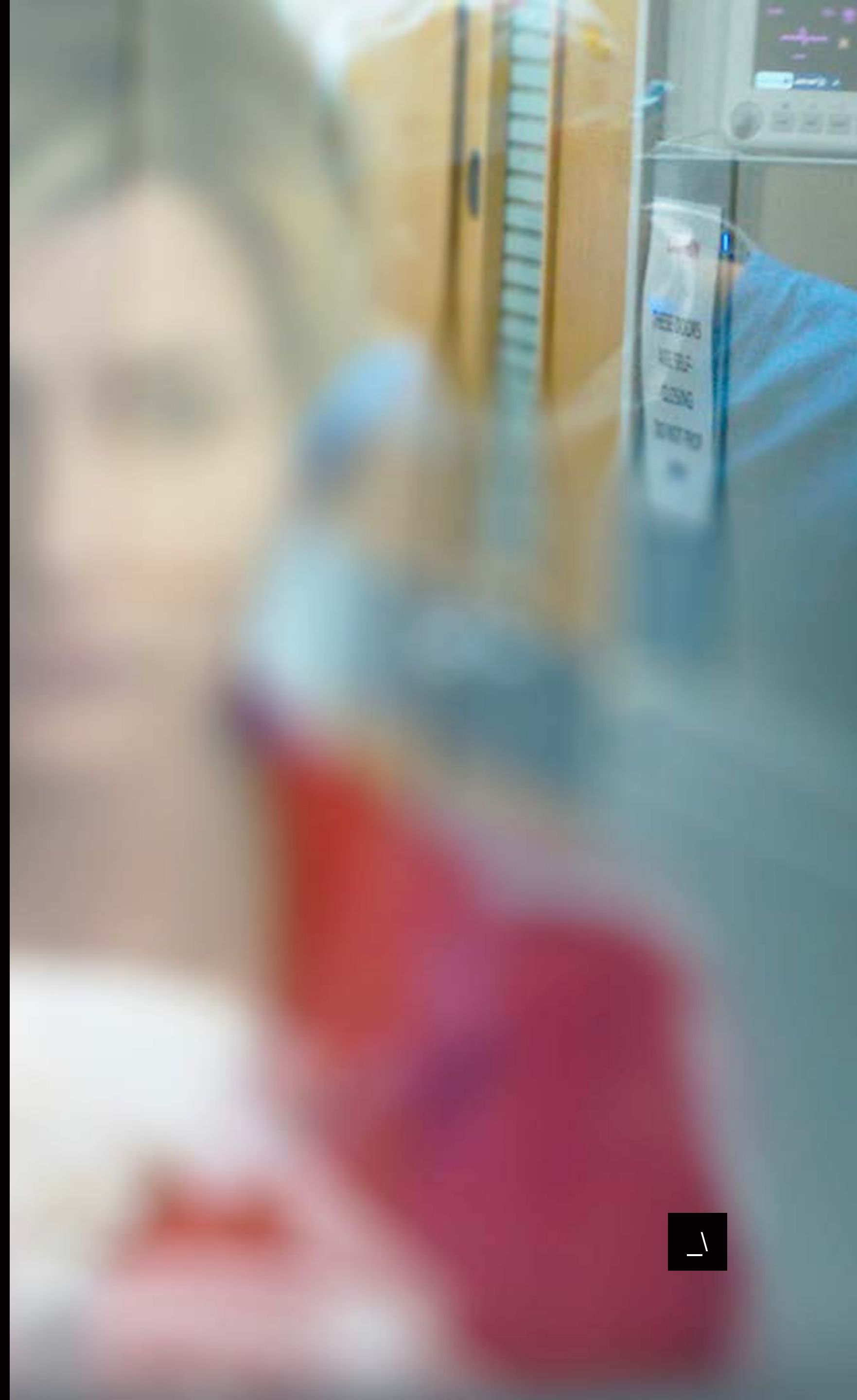
**Toxic Town ** 4 x 60” Real Life Drama / Netflix

—
Starting prep in July 2023 and based at Arbetha in Manchester my first gig was a 4 x 60” real life drama called Toxic Town which was produced by Broke & Bones for Netflix.

We originally wrapped in November 2023 but then in April 2024 I was lucky enough to be invited back by the new production designer to lead the graphics team at The Sharp Project in Manchester on the additional photography.

Starring Jodie Whittaker, Aimee Lou Wood, Robert Carlyle and Rory Kinnear it tells the true story of a controversial toxic waste case and it’s subsequent cover up that unfolded in the late 1990s and early 2000s in the East Midlands town of Corby. And the three mothers fighting for justice after their babies were born with severe birth defects due to negligence by Corby Borough Council.

—
The Sunday Times Front & Back Double Page Spread Re-Creation \ Rhodes & Miller Branding & Vehicle Signage \ Harlow & Hales Cigarettes \ Rockingham Arms Pub Branding & External Signage \ Tennants Lager Can Branding Re-Creation \ Corby Borough Council Branding & External Signage \ 1990s Warburtons Bread, Hellmann’s Mayonnaise & Walkers Crisps Branding & Packaging Re-Creation \ Wonderworld Signage \ Office Interior Paperwork, Desk & Shelf Litter \ Internal Meeting Room Wall Art \ Patients Notes \ Various Pub Wall Signage & Walkers Crisps Packaging Re-Creation



— \



Lindex

What your hair needs



LINDEX HAIR COLORING

THE SUNDAY TIMES

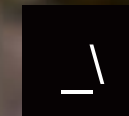


Queen disappointed by the Australian vote



GP's under investigation for patient safety

THE TIMES CROSSWORD

















— \

I Fought The Law \

4 x 60” Real Life Drama / ITV

—

Next up, starting prep in June 2024 was another chance to lead from the front, this time in a hybrid role between home and the Cobalt Business Park in Newcastle. The programme was a 4 x 60” real life drama called I Fought The Law and was produced by Hera Pictures for ITV.

Starring Sheridan Smith and set in the North-East town of Billingham it tells the real-life story of 22-year-old mum Julie Hogg who was brutally murdered in 1989. Julie’s killer was acquitted twice due to mistrials but later admitted committing the homicide to a prison officer while serving time on another charge. The series then follows the desperate attempts of Julie’s mother, Ann Ming (Sheridan Smith), and her battle to overthrow the 800-year-old double jeopardy law that was preventing justice for her daughter.

—

Various non-situ graphics





_ \

Commercials \ TV & Official Promos

—
Over the past few months I've been busy working on various tv commercials and promos; first up I was the graphic designer for the Tyson Fury scenes on the official Oleksandr Usyk vs Tyson Fury 2 fight promo which were shot at Space Studios in Manchester and produced by Sugar Free TV.

Next I got involved for a few days helping out with some concept graphics and illustrations, including that most excellent teapot that's shown below, on EE x Samsung's Wild Weekend ad for Iconoclast. I then joined the graphics posse on another Iconoclast promo, this one was for the PUMA x Manchester City 2025/26 kit launch starring Manc comedy legend John Thomson and some Spanish fella called Pep.

And most recently I worked on a few commercials for Somesuch and Merman; I was the graphic designer on Meta's 2025 summer festival campaign, I helped put together the latest ad for US social payment juggernaut Venmo starring Aimee Lou Wood and Patrick Schwarzenegger, and finally I did some lovely retro 1960s Italian inspired graphics for an upcoming Rail Delivery Group promo due for release in autumn 2025.

—
Venmo: Now You Can Venmo Everything \ EE x Samsung: Wild Weekend \ Usyk v Fury 2 \ MCFC x Puma: 2025/26 Kit Launch Promo \ Rail Delivery Group \ Rail Delivery Group \ Usyk v Fury 2 \ Venmo: Now You Can Venmo Everything \ MCFC x Puma: 2025/26 Kit Launch Promo \ Rail Delivery Group



_ \







SUNDAY
10:30
AM
LAGHER

BLUES BLAZE
TO 10-1 WIN

DIRECTORS BOX

Professional

FARFISA

PEP
TALK

PEP TALK

1

ENDI PIÙ SOLE ABBRONZATI I



bronzatura più
la che ci sia!

DIANO PAGINE SPORTIVE



R IL CALCIO ITALIANO DELLA STAGIONE INTERNAZIONALE

urri pareggiano con la Svizzera rimontale travolgono la France-espoirs

e

rese oc-
to gra-
si sulle
i metri.
nare al
ta deci-
di testa
toccando
siffidio.

nuti, la
e il so-
no calo
sentrò
scram-
Al fo-
dell'one
era un
te, ma
si disse
sod-
signifi-
cificante
"Questa
ta, e al-
mo di-
stare su-
futuro."

e, i quo-
bell'ac-
contro,
a Nari-
ro", ma
essenti",
conten-
dettori,
vano un
montra-
sveglio,
a mura-
le, tut-
ma il
lancino.

tra la
piccolo
e dalle
oni un
un ma-
ello di
che, pur
tamente
minare.

tra la
piccolo
e dalle
oni un
un ma-
ello di
che, pur
tamente
minare.



DUE "GENIE, AZZURRI

**Firmani
e Ghezzi**

di MARCO SCHOFFIA

La Nazionale italiana di calcio era in piena fase di rinnovamento. La pesante eliminazione dai Mondiali in Inghilterra, culminata con la clamorosa sconfitta contro la Ceca del Nord, aveva lasciato ferite profonde. La stampa e i tifosi chiedevano a gran voce un cambiamento, una rottura col passato e un nuovo inizio. Fu così che il commissario tecnico decise di puntare su forze fresche, giovani che avessero fame, coraggio e spirito di sacrificio. Due nomi spuntarono tra i convocati per l'amichevole d'ottobre contro l'Austria: Giampiero Firmani e Carlo Ghezzi.

Giampiero Firmani, centrocampista della Lazio, era un giocatore elegante e concreto, con un'intelligenza calcistica fuori dal comune. Nonostante i suoi soli 23 anni era già un leader in campo, capace di guidare il gioco con calma e precisione. Carlo Ghezzi, portiere del Bologna, era invece un altro silenzioso ma determinato, dotato di grande reattività e una spiccata capacità di lettura del gioco. Entrambi si presentarono a Firenze con le emozioni ma determinati a sfruttare l'occasione della vita.

Durante la settimana di ritiro, il CTF rimase colpito dal loro atteggiamento. Sereno, concentrato e voglia di mettersi al servizio della squadra: elementi che, nel clima di ribellione, pesavano più del talento puro. Dopo un colloquio privato, l'annuncio: Firmani e Ghezzi sarebbero stati titolari a Firenze, contro l'Austria.

SPETTACOLOSO GHEZZI NEL FINALE

La folgore di due reti-sorpresa



A Marsiglia ha deciso il contropiede



SWIZZERA - ITALIA 1-1 (1-0)
Nell'amichevole disputata a Zurigo il 29 luglio 1966, Svizzera e Italia si sono affrontate in una partita equilibrata terminata 1-1. Gli elvetici sono passati in vantaggio al 31' grazie a Rolf Blättler, bravo a sfruttare una disattenzione difensiva e a battere Albertoni con un tiro preciso. La Svizzera ha chiesto il primo tempo in controllo, mostrando buona organizzazione e intesa.
Nel secondo tempo, l'Italia ha reagito con maggiore determinazione. Al 59', Sandro Mazzola ha trovato il gol del pareggio con un diagonale su assist di Rivera. Gli Azzurri hanno poi preso in mano il gioco, creando diverse occasioni, ma senza riuscire a concretizzarle.
Il pareggio rappresenta un risultato tutto sommato giusto, anche se l'Italia ha mostrato ancora incertezze, segno evidente della delusione post-Mondiale. Per la Svizzera, una prestazione positiva contro un avversario prestigioso. Servirà tempo per ricostruire fiducia e gioco.

BARBARO ZUCCA



Fine settimana splendido nel 1966: cieli sereni, sole miti invitano famiglie e turisti a godersi

Temperature

SITUAZIONE

Milano rischia di rimanere senza gelato

di ITALO PIETRA

Milano si trovò vicina a vivere una situazione tanto surreale quanto emblematica del periodo: il rischio concreto di rimanere senza gelato.

Quell'anno, un'ondata di caldo eccezionale colpì la città, con temperature costantemente sopra i 35 gradi per settimane. I milanesi, accaldati e alla ricerca di refrigerio, affollavano gelaterie, bar e chioschi in ricerca mai vista prima, mettendo sotto pressione l'intero settore della produzione artigianale del gelato.

Le gelaterie, molto anacronistica a gestione familiare, non erano preparate a una domanda così alta. I fornitori di latte, panna, cioccolato e frutta fresca insistevano a segnalare la difficoltà a rifornire in tempo le attività cittadine. A complicare la situazione si aggiunsero problemi nei trasporti, dovuti sia al caldo che ai limiti infrastrutturali dell'epoca. Le celle frigorifere, sovvenzionate e in alcuni casi obsolete, iniziarono a cedere sotto la pressione dell'utilizzo continuo.

Le conseguenze si fecero sentire rapidamente: gusti tradizionali come cioccolato, crema e fragola iniziarono a scarseggiare, e alcune gelaterie furono costrette a ridurre l'orario di apertura o a sospendere temporaneamente l'attività. I quotidiani locali riportavano lunghe code e delusioni tra i cittadini, con titoli ironici come "Milano soffre: finisce il gelato prima del fresco".

Alcuni artigiani, con spirito di adattamento, iniziarono a sperimentare nuovi gusti usando ingredienti alternativi come il caffè d'orzo o conserve di frutta, cercando di mantenere viva la tradizione nonostante le difficoltà. L'episodio, seppur breve, divenne simbolo del cambiamento in atto: l'Italia del boom economico stava evolvendo rapidamente, e anche il gelato — simbolo dell'ordine e del piacere — ne seguiva le sorti.

Quell'estate rimase impressa nella memoria collettiva non solo per la siccità, ma anche per la lotta per il gelato.

Pagina 3

Estate 1966: il piacere di viaggiare in treno attraverso l'Italia

di ANDREA BARBATO

Viaggiare in treno rappresenta una delle esperienze più affascinanti e accessibili per scoprire l'Italia. Con il boom

Cielo limpido, sole caldo e brezze leggere trasformano città e campagne ideali per passeggiate, picnic e gite fuori porta. Le temperature piacevoli richiamano turisti e residenti all'aperto, regalando momenti di resipiscenza in un'atmosfera primaverile che sembra uscita da un sogno.



Gruppi di turisti si fermano lungo le stazioni per godersi il bel tempo estivo, che invita a passeggiate e picnic.

Antonio di Saragat deluso dai risultati delle

Il Presidente esprime preoccupazione per l'instabilità politica e invita i partiti alla responsabilità comune.

di FRANCO GIUSTOLISI

Il Presidente Italiano Deluso dall'Esito del Voto del 1966: Appello all'Unità Nazionale

Roma, novembre 1966 — In seguito alle elezioni politiche del 1966, il Presidente della Repubblica Italiana ha espresso profonda delusione per i risultati ottenuti dalle forze che hanno evidenziato un crescente malcontento popolare e una forte frammentazione del panorama politico nazionale.

Nel suo messaggio alla nazione, il Presidente ha detto: «L'esito delle elezioni ci obbliga a riflettere profondamente. Il popolo italiano ha parlato, e il messaggio che ci ha consegnato è chiaro: c'è sfiducia, c'è stanchezza, c'è bisogno di cambiamento. Ma questo cambiamento deve avvenire nel rispetto delle istituzioni democratiche e attraverso un dialogo costruttivo tra le diverse forze politiche».

Le elezioni hanno visto un calo del consenso per i partiti tradizionali, in particolare per la Democrazia Cristiana, da anni al centro della

scena politica italiana. Anche il Partito Socialista ha subito una battuta d'arresto, mentre sono cresciuti movimenti minori, spesso portatori di istanze radicali o populiste. Questo scenario ha generato incertezza sulla possibilità di formare un governo solido e duraturo.

Il Capo dello Stato ha poi sottolineato come, in un momento storico segnato da grandi difficoltà — non solo economiche, ma

anche sociali e culturali — la politica debba riprendere il suo ruolo di guida responsabile. In particolare, ha fatto riferimento alla recente alluvione che ha colpito Firenze e altre zone d'Italia, ricordando come le emergenze nazionali richiedano unità, e non divisioni.

«Di fronte a tragedie come quelle vissute nelle ultime settimane, non possiamo permettersi di lottare per interessi particolari, ma dobbiamo lavorare insieme per il bene comune».



La capitale italiana, Roma, vista dal Gianicolo.

Pagina 3

A d'e og Fin

La scuo-
ria, Fire-
ma, «e-
dono d-
che ha
simoni
Piazza
è tradito
son a c-
decise
siche pe-
tariano,
Alfa Ro-
rari d'y-
hanno p-
le belle-
po di q-
quattro
storia:
propriet-
re a tre
vie stor-
l'evento-
zione, e
mento, e
rimonio
italiano
unico di
li o pe-
scenari
certezza
ia di fi-
erno su-

Nel suo
nazione
ha dete-
zioni
fluttua-
letere
Il popo-
parlato,
che c'è
chiare
anche
no di c-
questo
dove a-
petto a-
Pagina 3





A vintage advertisement for SELTZ sparkling water. The background is a sepia-toned photograph of a woman with a short, dark bob haircut, smiling and looking upwards. She is wearing a light-colored, possibly pink or orange, strapless dress and long, white, ribbed gloves. Her right arm is extended, with her hand resting on a dark wooden surface that appears to be a door or a large panel. The door has a large, irregularly shaped opening at the top, through which a bright, hazy landscape with rolling hills and a small building is visible. In the upper right corner, there is a large, circular gold-colored frame containing the word "SELTZ" in a bold, white, sans-serif font.

SELTZ

**Acqua Frizzante Rinfrescante,
Dalle Colline di San Gimignano**

— \

Action Props \

Live & Downtime

—

A selection of various action props that appear in the background of any decent production worth its salt. The sort of things that bring a scene to life whether you realise it or not, and if they weren't there the director and production designer would be having a complete bloody melt-down!

Some of these have already found their way onto the tv, while the rest are downtime projects that are ready and waiting in the kit box to give me a head start on my next gig.

—

Ever evolving and far too many to mention



— \

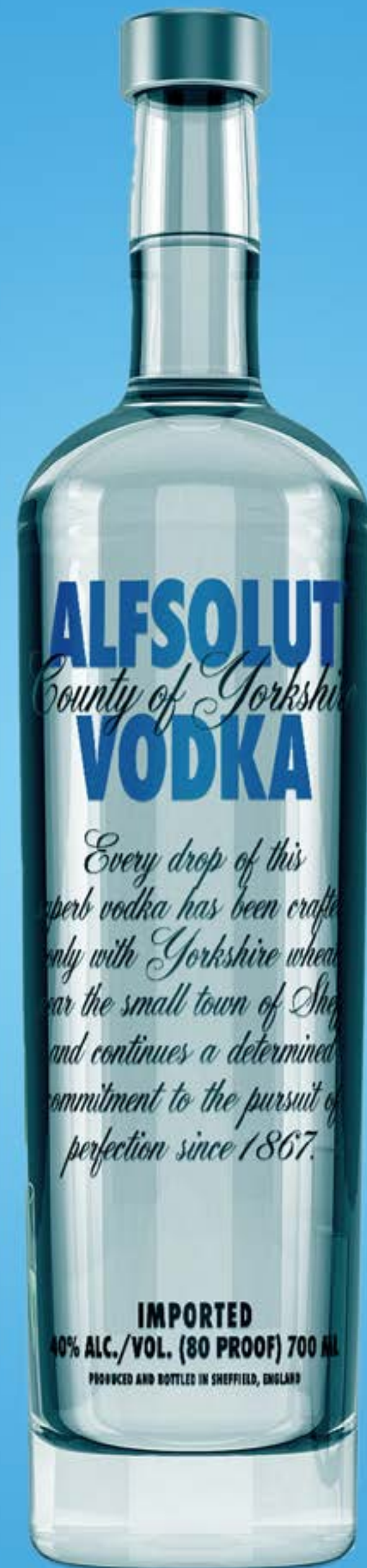
6 3630360

0696

30:6:96

mths.

LONDON ROAD
A
20. SE 94
CORY
Post
Office



Mrs Susan McIntyre
13 Dumble Close
Corby NM76 1PV



We've made some changes to our residential energy terms & conditions around when your supply will start and credit balances. To find out more visit anglianwater.co.uk/payment

Your final bill

Statement date:
29 Sep 2005

Statement period:
03 Aug 2005 - 11 Sep 2005

Your customer number:
85 18 22 08 31 17

Your replacement statement

1

What's my balance?

You are in
debit by

£203.09

Electricity tariff: Standard

Your balance was in debit by	£134.56
Total charges (including VAT)	£145.34
What you've paid	-£76.81
Direct Debit 1 Aug 2005	-£34.56
Direct Debit 1 Sep 2005	-£42.25
Your account balance is in debit by	£203.09

See step 4 for more details about your account and tariff

2

What do I pay?

The amount of £203.09 will be taken from your account on or within 3 days of 17 Oct 2005.

3

Could I pay less?

Remember - it might be worth thinking about switching your tariff or supplier*.

Your 12 month Personal Projection for your current tariff is £1998.07

Save £7.51 Standard DD** Variable tariff	You could fix your prices for longer with our Fix & Fall November 2016 tariff with a Personal Projection of £1998.07
--	--

Our cheapest tariff overall

All of the prices above include VAT and any discounts.

Dual Fuel only.

Your Personal Projection is an estimate based on your previous consumption, and could be affected by future tariff, price or consumption change. All tariffs subject to availability.

* You will not be charged an exit fee if you switch supplier.

** May have to complete a credit check which may involve moving to different T&Cs. Visit anglianwater.co.uk/tariffs

To manage your payments online
anglianwater.co.uk/ddonline







BILLY'S BARBERS
QUALITY HAIRCUTS SINCE 1959

.....

Adults	£9.50
Kids	£4.50
Razor	£4.50
Shave	£2.50

Mon to Sat. 9 to 5.30
01632 325 946



MONKEY HARRIS
ODD JOBS - 01632 325 946



KENDRICK'S TAXIS
01536 496 0976



SPEEDY WHEELZ PRIVATE HIRE



Private Hire
Taxi / Airport
24 hour service

01632 856 713

TRAVEL IN STYLE IN OUR LUXURY CARS





TRIP
TO BE
SQUARE

DOWN SOUTH

duv.

ACID

FANTAZTIKA

KOOLAI

TURN UP, TUNE IN,
TRIP OUT!

£2.50 • Late til Earleee

VERTIGOS

The JIVE
Turkey
DJ Mac
DJ Mike
Mr Midwinter
Tuning, Pimp & Sforzo
02071 710201
05043.com

NEWBIE LISTEN
CLUB
FRI
SAT
SUN

014C • 01

RAVE ON • ALL NIGHT

FANTAZTIKA
FRI • SAT • 22.00 TO 06.00

GOD BLESS

THIS ACID HOUSE

ACID HOUSE PARTEEE

halucination

Monday Nights at Fantaztika
DJ Mike • DJ Alfredo
9 to 10pm

TRIP
TO BE
SQUARE

UP NORTH
DOWN SOUTH

duv.

aldoms

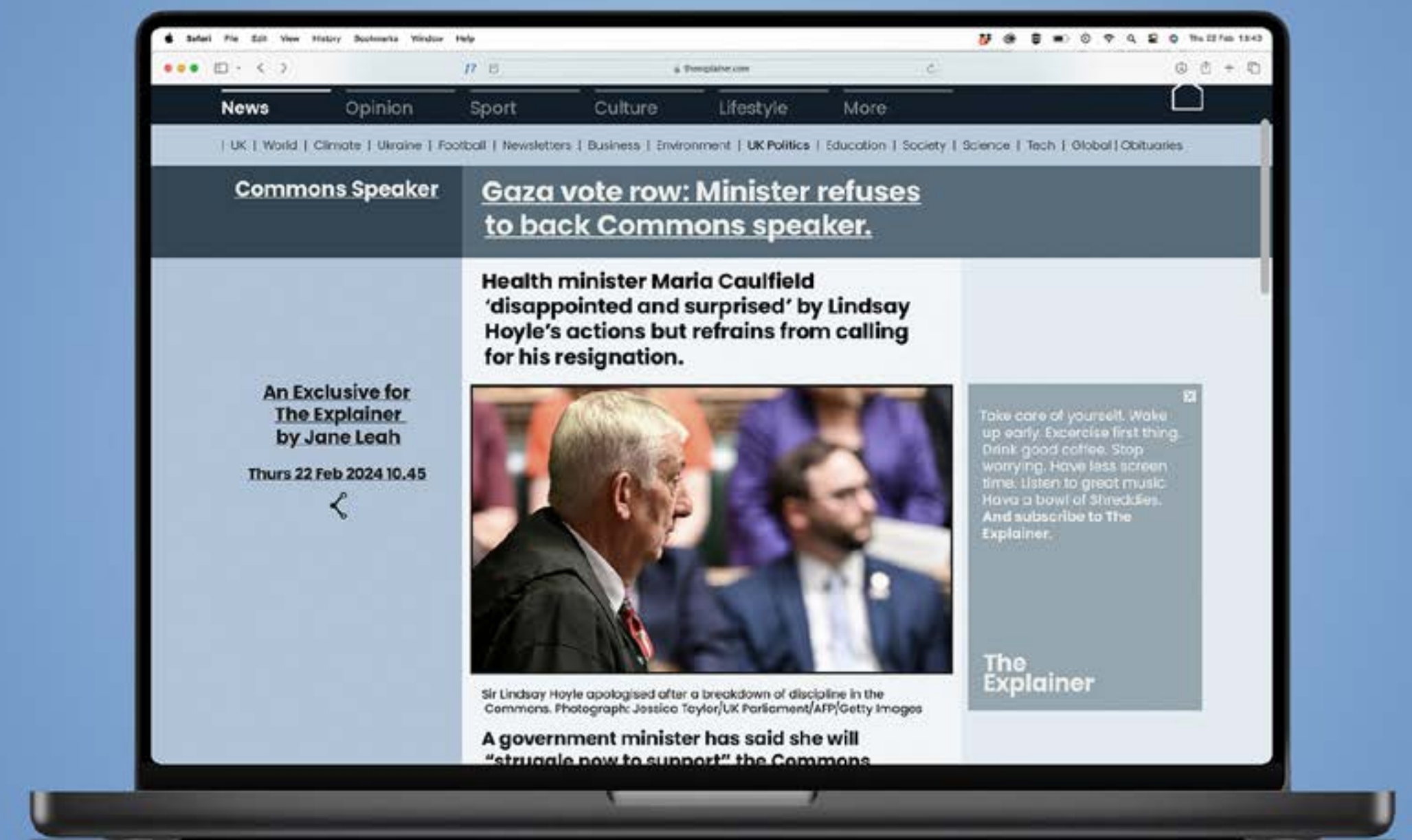
fridays / 11.00 - 06.00 / £5 / £2.50 concessions

FANTAZTIKA

KOOLAI

TURN UP, TUNE IN,
TRIP OUT!

£2.50 • Late til Earleee



AFFIX BARCODE LABEL

CONFIDENTIAL

NOT TO BE REMOVED FROM TRUST PREMISES

FORENAME: TRACY
SURNAME: TAYLOR
DOB: 16/9/1971

CONFIDENTIAL CASE RECORDS

Kettering General Hospital
NHS Foundation Trust

HOSPITAL NAME	WARD/AREA	LEAD DOCTOR	SECONDARY DOCTOR
Kettering	03	Dr. M. M. M. M.	

Patient ID No. 11111111

NHS

Kettering General Hospital
NHS Foundation Trust

FOR INTERNAL USE ONLY
PATIENT CASE FILE: PS-008-01

CONFIDENTIAL CASE RECORDS

Kettering General Hospital
NHS Foundation Trust

HOSPITAL NAME	WARD/AREA	LEAD DOCTOR	SECONDARY DOCTOR
Kettering	03	Dr. M. M. M. M.	

Patient ID No. 11111111

NHS

Kettering General Hospital
NHS Foundation Trust

FOR INTERNAL USE ONLY
PATIENT CASE FILE: PS-008-01

STAFF LOG/ ASSESSMENT

NAME	POSITION	DATE	WARD	STAFF ON DUTY	SIGNATURE
M. M. M. M.	LA	11	02	5	
M. M. M. M.	LA	12	03	6	
M. M. M. M.	LA	21	03	5	
M. M. M. M.	LA	22	03	2	
M. M. M. M.	LA	23	03	3	
M. M. M. M.	LA	24	03	4	
M. M. M. M.	LA	25	03	7	
M. M. M. M.	LA	26	03	5	
M. M. M. M.	LA	27	03	5	
M. M. M. M.	LA	28	03	5	
M. M. M. M.	LA	29	03	5	
M. M. M. M.	LA	30	03	5	
M. M. M. M.	LA	1	03	2	
M. M. M. M.	LA	2	03	8	





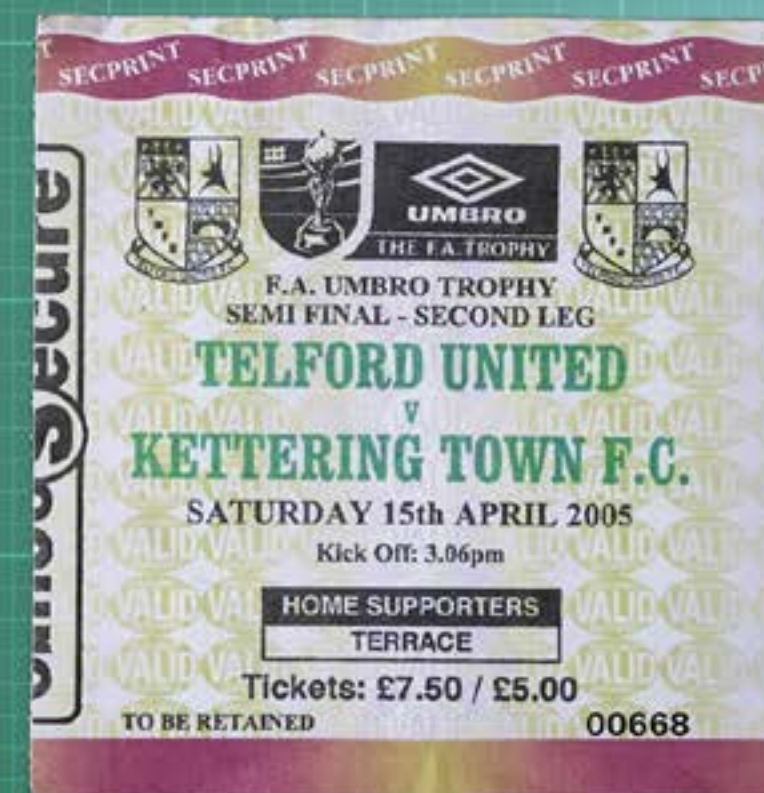
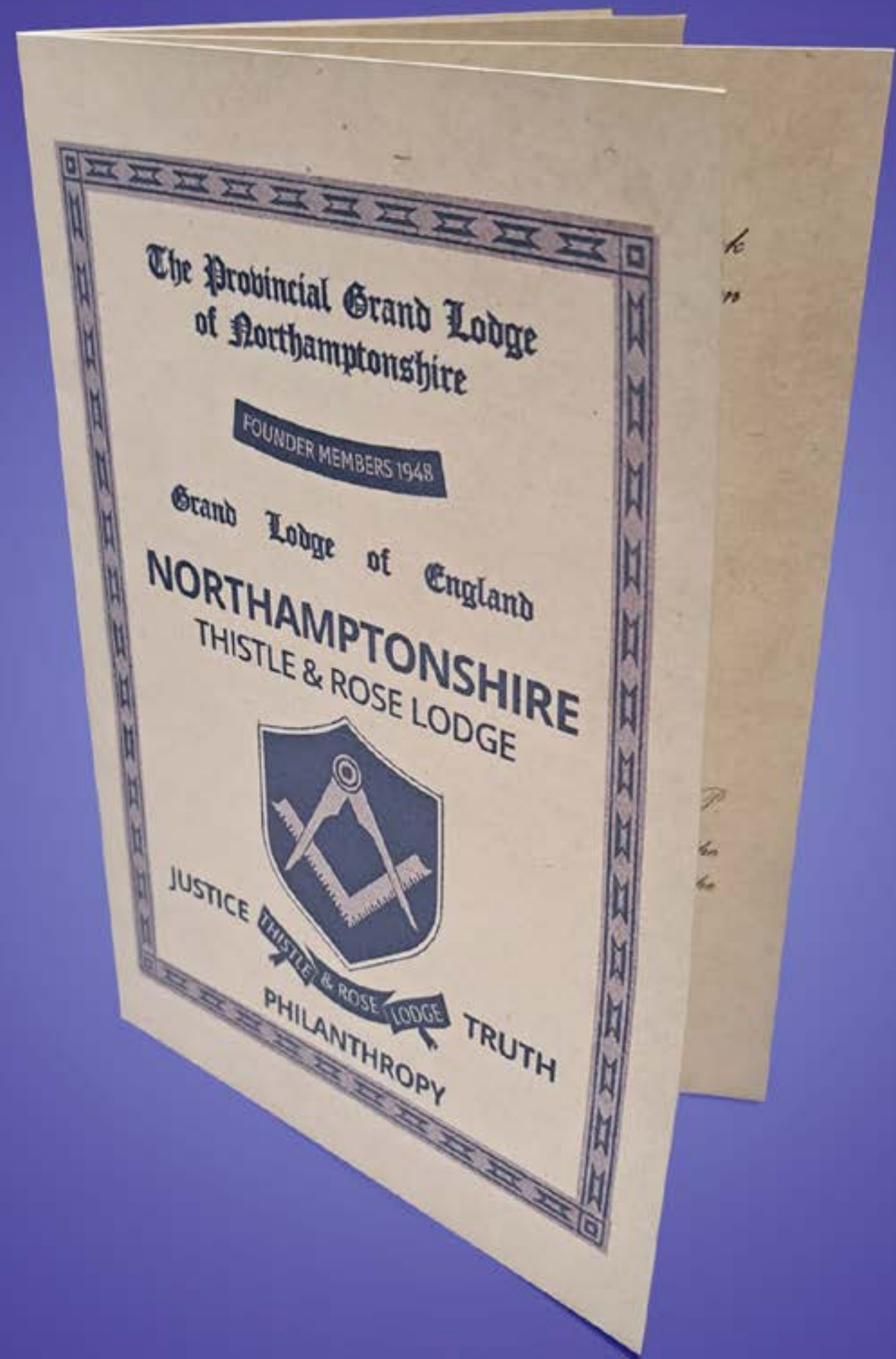


ENERGY	FAT	SATURATED FAT	SUGAR	SALT
12%	14%	10%	8%	5%

170g e











**Keep It Real **
This And That And Everything Else



Just a few of the real world design and advertising projects I've worked on over the years.



— \

**Manchester International Festival 2017 ** Party Skills For The End Of The World

—
Working as part of the AKA North concept team and alongside Manchester based photographer Scott Kershaw, we were appointed to create a fresh and exciting lead image for the world premiere of “Party Skills for the End of the World” at MIF17. This incorporated a hurriedly dressed party goer and an eclectic array of objects that represented the fun and madness of the show, where guests were taught various skills to prepare themselves for the doomsday scenario at an epic party to end all parties.

As well as the creative work a media strategy was also produced balancing a targeted digital campaign with high impact out-of-home activity around Manchester city centre.

—
Out-Of-Home 48 Sheet

— \

Are you ready for the party?

Party Skills for the End of the World

An epic night out

World premiere

27 June - 16 July

Centenary Building, Salford

Created by **Nigel Barrett** and **Louise Ma**

Conway

MIF

mif17.co.uk #mif17



OFFICIAL PARTNERS

bruntwood

manchester
airport

NCP

PUBLIC SECTOR PARTNERS

MANCHESTER
CITY COUNCIL

ARTS COUNCIL
ENGLAND

MEDIA PARTNERS

BBC

theguardian

Evening News

Commissioned and produced by Manchester International Festival and Shedditch Town Hall





Sanctum Peak \

Rebrand



Alongside the freelance projects I do for other people, I'm also sometime head of design at Manchester based digital agency Run2. A collection of like minded souls with a mission to do great work for great people.

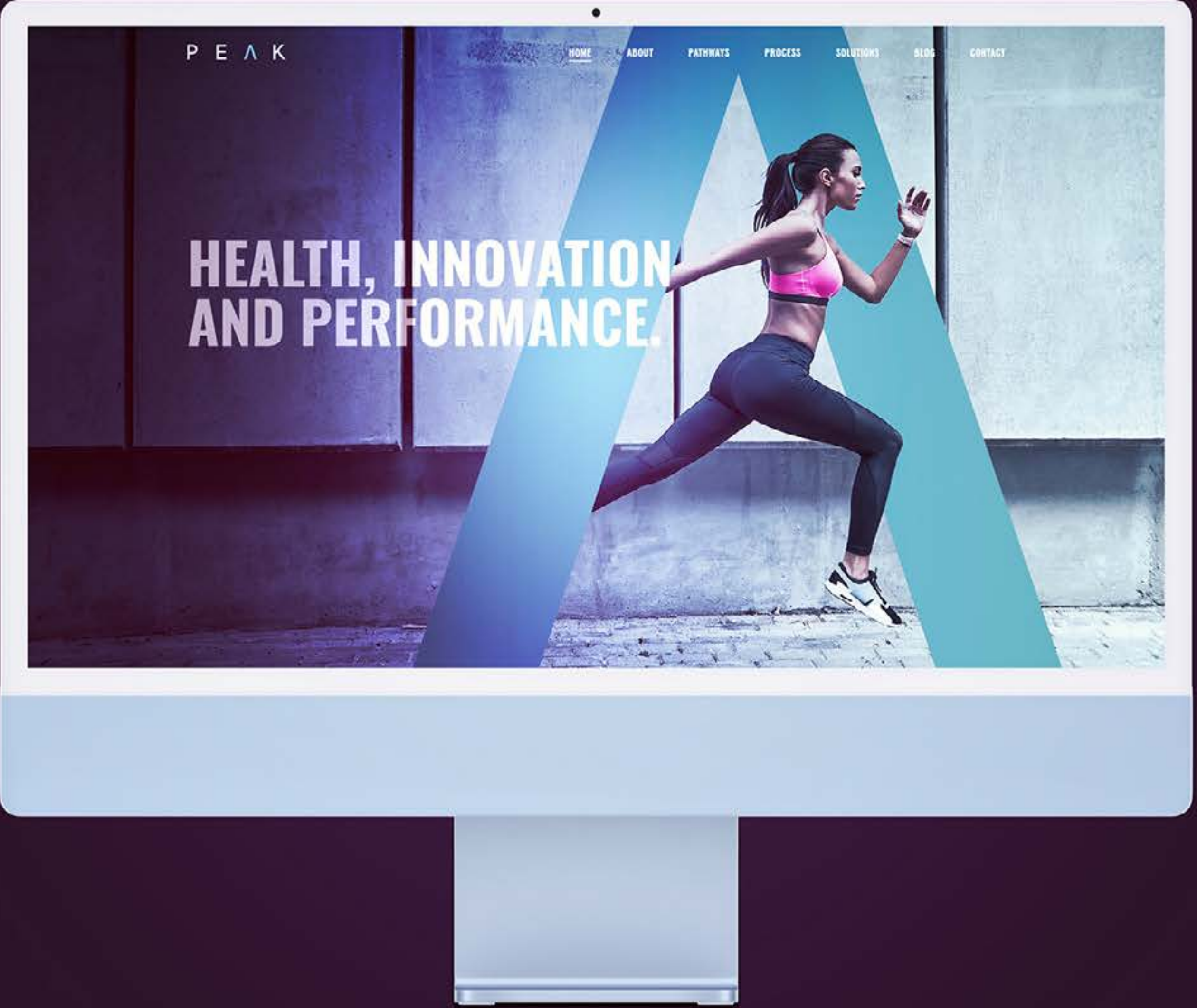
This is one of the many jobs we've done for our friends at Sanctum Peak, one of the world's leading preventative health organisations and human performance specialists. They asked us for a complete rebrand, and as a business that helps their clients function at the very top of their game, we had to be at the very top of ours.

We developed a simple uppercase logo which incorporated a stylised "A" graphic to represent the word Peak. This marque was designed to be used either as part of the logo, in isolation as a favicon or as a branding device to be deployed across various other assets as part of Sanctum Peaks new visual identity. A calming blue colour palette was created and then used to treat imagery which made up their unique and ever growing image bank.

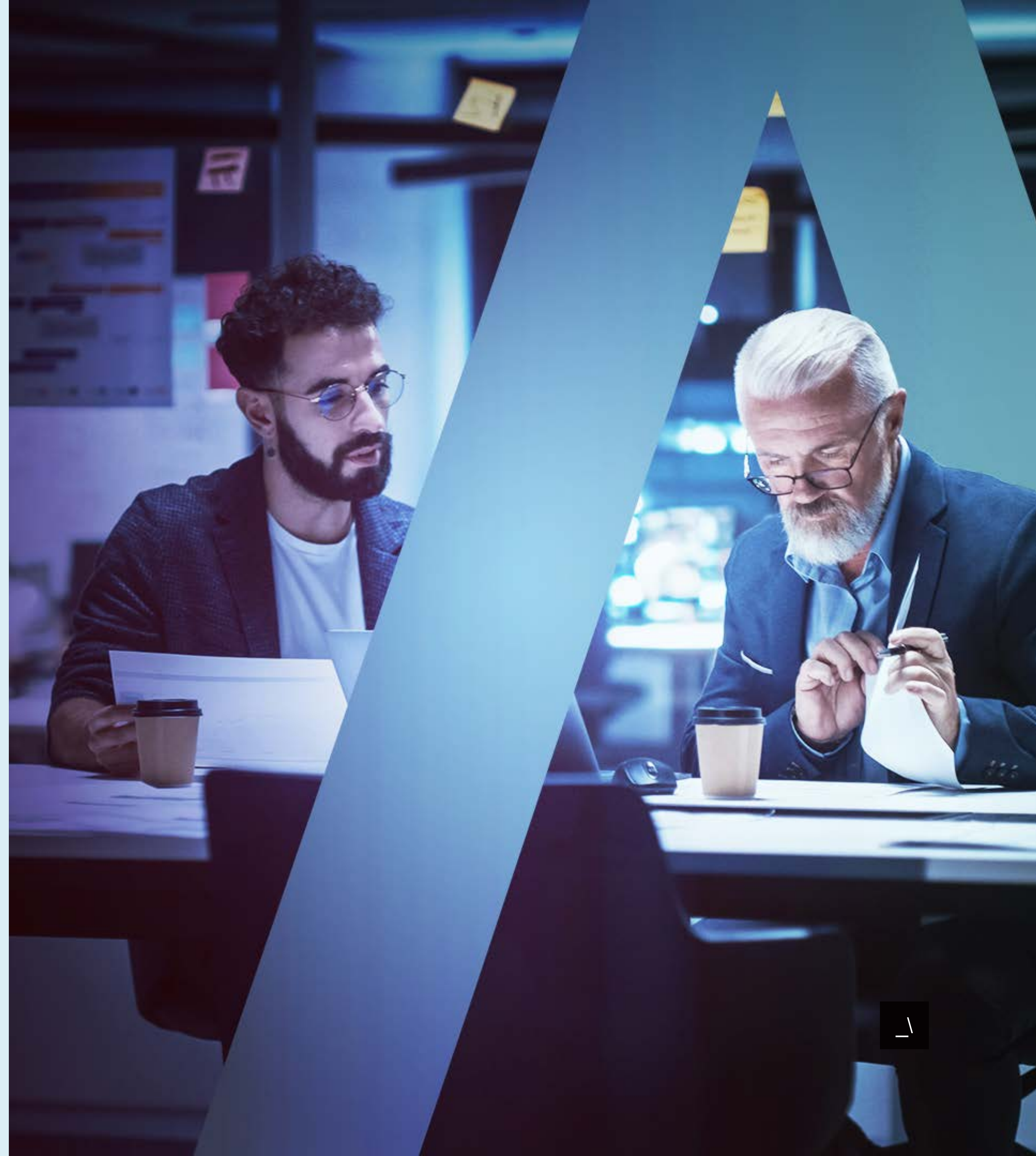


Website \ Logo





PEAK



\

NHS \

Time Please

—

This NHS alcohol awareness campaign was created to highlight the Section 141 Licensing Act which states that it's against the law for bar staff to sell alcohol to anyone who is already drunk.

The familiar landlords cry of “Time Please!” together with the hand stop sign were combined to leave the viewer in no doubt about the intended message, and the yellow and black colour scheme was used as a deliberate nod to the hazard warning signs which seem so prevalent in most public areas.

The creative was produced to be seen in and around bars and restaurants in the North West of England and Manchester in particular, with a number of different executions including impactful out-of-home formats, flyers, drink unit calculators, yellow warning cards, and a bespoke website. A fold out wallet sized checklist was also produced and given to all bar and venue staff as a handy reminder of the Time Please campaigns key aims, as well as T-shirts that were worn on site to further strengthen this important yet previously little known directive.

—

Checklist \ Poster \ Logo Marque \ Website



TIME PLEASE!

STAFF CHECKLIST.



**IT IS AGAINST THE LAW FOR YOU TO SELL ALCOHOL TO ANYONE WHO IS DRUNK.
YOU COULD BE FINED £80 FOR DOING SO.**

TIME PLEASE! HAS THREE AIMS TO HELP LICENSED PREMISES CREATE SAFER DRINKING ENVIRONMENTS BY PREVENTING AND DEALING WITH DRUNKENNESS.

Help all customers get the message about the law and keep track of their own drinking.

Give staff confidence to intervene when customers are drinking in a way that could cause them to get drunk on the premises.

Support staff to deal with a person who is drunk, refuse service, and safely remove them from the premises if necessary.



1/ HELP ALL CUSTOMERS GET THE MESSAGE.

Display customer notices that state the premises does not sell alcohol to anyone who is drunk.

Help customers keep track of their own drinking by displaying the unit content of common alcoholic drinks and responsible drinking reminders such as:

- Access to free tap water is available at all times
- Pace your drinks
- Do not regularly exceed your daily limits
- Never drink and drive

2/ GIVE STAFF CONFIDENCE TO INTERVENE.

If customers are drinking in a way that could cause them to get drunk on the premises, you have a responsibility to intervene. Here are some examples of customer behaviour to look out for:

- Large amounts in a single order
- Large groups buying in rounds
- Frequent orders of alcohol in a short space of time
- Ordering high strength drinks and frequently e.g. shots, cocktails

Talk to the customer and suggest slowing down with a non-alcoholic drink to space out their drinks.

3/ SUPPORT STAFF TO DEAL WITH A PERSON WHO IS DRUNK.

A person who is drunk must not be sold any alcohol. They may display one or more of the following signs in the checklist below.

SPEECH

Loud, slurring, stumbling over words, repeating over again, losing train of thought, not making sense.

COORDINATION

Swaying, staggering, stumbling/tripping, walking into people or things, fumbling to get money out of wallet/purse.

APPEARANCE

Bloodshot eyes, eyes glazed, unable to focus, tired/sleepy looking, scruffy/messy, smelling strongly of alcohol.

BEHAVIOUR

Disinhibited, poor judgement, misinterpreting other people, inappropriate actions or use of language, rude, sexually harassing, argumentative, aggressive, threatening, violent.

Don't forget to look out for customers buying on behalf of others who are drunk.

Remember that some medical conditions or disabilities can result in similar behaviour.

REFUSING SERVICE.

1/ When you make your decision, explain the law, tell them you're sorry, explain you want to keep your job and avoid a fine. As with all customers, give them your attention and keep eye contact as you talk. Your attitude will affect their attitude.

2/ A quiet word early can take the heat out of situations but if the customer shows signs of aggression be cautious and signal for assistance.

3/ Use closed statements that don't leave room for debate. For example, "I'm sorry I can't serve you any more alcohol at this time as it is against the law. I could get a fine."

■ Use the Refusal Pad to back-up your message. This can help exit the conversation and reduce the risk of conflict arising.

- Offer the customer a drink of water
- Get back up from your manager or supervisor

4/ If it is not suitable for them to remain on the premises, you have a duty of care to make sure they are not left on their own, ejected, or placed in a taxi without being in the care of a suitable person. You should have a designated quiet area or First Aid area to use while getting assistance.

5/ Record the refusal - some premises have a log book, others have a button on the cash till.



TIME PLEASE!

IT'S AGAINST THE LAW
FOR US TO SELL
ALCOHOL TO ANYONE
WHO IS DRUNK.

OUR STAFF COULD
BE FINED £80 FOR
DOING SO.





NHS choices Your health, your choices



HOME

ABOUT US

WHAT WE DO

THE THREE AIMS

GET THE MESSAGE

CONTACT US

IT'S AGAINST THE LAW FOR US TO SELL ALCOHOL TO ANYONE WHO IS DRUNK.



HELP ALL CUSTOMERS GET THE MESSAGE.

Display customer notices that state the premises does not sell alcohol to anyone who is drunk.
Help customers keep track of their own drinking by displaying the unit content of common alcoholic drinks and offering safer drinking tips...



GIVE STAFF CONFIDENCE.

If customers are drinking in a way that could cause them to get drunk on the premises, you have a responsibility to intervene...



SUPPORTING OUR STAFF.

A person who is drunk must not be sold any alcohol. They may display one or more of the following signs in the following checklist...



REFUSING SERVICE.



APPEARANCE.



USING THE REFUSALS PAD.

— \

**Dell Technologies ** Oxford AI Society Brainstorm

—

I was approached by Dell Technologies to produce the creative for their whitepaper collaboration with the Oxford AI Society, documenting 10 chosen brainstorm ideas of how new artificial intelligence could impact upon the current and post-covid workplace. Working alongside the Oxford AI brainstorm team I produced both printed and online collateral which highlighted recommendations set out by the society and sought to achieve their vision of work redefined. One where a balance of remote and office working reaps the benefits of both worlds, improving employee satisfaction and productivity and reducing both the cost and environmental impact.

The four brainstorm team members were chosen as the faces of the project and used on the whitepaper cover as well as throughout the supporting social media campaign. On-screen, glitch style visuals were developed to represent the digital nature of the project and this styling was then applied to chosen imagery from Dell Technologies extensive image library. A colour palette was created to sit alongside the existing Dell signature colours thus becoming an extension of an already recognisable visual language, with a single colour then chosen from the new palette to be used within each of the four sections as a way of differentiating one from another. Mic 32, a contemporary sans serif typeface was chosen for the campaign, similar to Roboto which is used extensively by Dell but different enough to feel fresh for the new and ongoing project.

Alongside the creative work a media strategy was also produced with a targeted digital campaign across social media and within a number of AI related online publications.

—

Cover \ Double Page Spreads

— \

OXFORD AI SOCIETY BRAINSTORM

10 APPLICATIONS OF AI FOR A REDEFINED WORKPLACE



OXFORD ARTIFICIAL
INTELLIGENCE SOCIETY

SUPPORTED BY:

DELL Technologies

PRODUCED BY OXFORD AI SOCIETY AND SUPPORTED BY DELL TECHNOLOGIES

The world of work faces unprecedented challenges and opportunities. The pandemic has necessitated solutions to monitor the minutiae of workplace interaction that is critical to facilitating physically safe return to a shared space and maintain mental wellbeing during these difficult times.

With increasing available and affordable technology and work-life balance, there has been a trend in recent years towards digital transformation of the workplace, with organisations and individuals rethinking modes of working and adopting remote working, which has only been accelerated by the pandemic, but to do so in a manner which preserves the productivity and connectivity achievable when working closely amongst colleagues.

Moreover, growing focus worldwide on the environmental agenda has underscored the urgent need for solutions which make office working more efficient and sustainable, especially against a backdrop of remote working at lower cost. These solutions must all be undertaken within a framework that upholds high standards in data security, which will be more important than ever before with the shift towards distributed working. The recommendations we set out seek to achieve our vision of work redefined, one where a balance of remote and office working reaps the benefits of both worlds, improving employee satisfaction and productivity and reducing cost and environmental impact.

PRODUCED BY OXFORD AI SOCIETY AND SUPPORTED BY DELL TECHNOLOGIES

OXFORD AI SOCIETY BRAINSTORM

10 APPLICATIONS OF AI FOR A REDEFINED WORKPLACE

APPLYING AI FOR PRODUCTIVITY

- 01 Devise personalised employee back-to-work plans with AI scheduling tools
- 02 Establish a virtual pooled knowledge base with conversational AI
- 03 Strengthen digital skills with AI recommender systems
- 04 Reduce environmental impact with smart sensors and AI
- 05 Build a workplace right for employees with generative design

APPLYING AI FOR SAFETY

- 06 Monitor PPE, social distancing and contact trace with computer vision
- 07 Track employee wellbeing with natural language processing

APPLYING AI FOR CYBER SECURITY

- 08 Flag suspicious cyber activity with anomaly detection
- 09 Safeguard data privacy with facial recognition

ETHICAL AND REGULATORY CONSIDERATIONS

- 10 Embed data privacy and equality considerations into the design of technology from the outset

PRODUCED BY OXFORD AI SOCIETY AND SUPPORTED BY DELL TECHNOLOGIES

OXFORD AI BRAINSTORM:

APPLYING AI FOR CYBER SECURITY

08 Flag suspicious cyber activity
with anomaly detection

09 Safeguard data privacy
with facial recognition

"THE RISE IN
REMOTE WORKING
HAS RESULTED IN
ORGANISATIONS
HAVING WIDER AND
MORE OPEN NETWORK
PERIMETERS"

OXFORD AI BRAINSTORM:

ETHICAL AND REGULATORY CONSIDERATIONS

10 Embed data privacy and equality
considerations into the design of
technology from the outset

10
Ethical and
regulatory
considerations

Security and privacy

Any proposed technology which involves the collection, use and storage of personal data will need to be scrutinised from data security and privacy perspectives. Safeguarding employee data privacy is not just a moral obligation; it also has practical consequences for implementation. Monitoring employee activity could breed an environment of mistrust and damage the relationship between employees and their organisation, reducing compliance with potentially severe impacts on safety and productivity. This underscores the need for handling any personal and identifiable data of individuals in a responsible and ethical manner, especially in light of increasing public awareness about data privacy and its emergence as a modern fundamental right. The UK Information Commissioner's Office has issued guidance for organisations regarding their approach to data protection. The principles of the law – transparency, fairness and proportionality – must be applied.

This includes:

- 1 Only collecting and using data that is necessary and proportionate, keeping data collected to a minimum, prioritising least privacy intrusiveness e.g. anonymised data to reduce risk of re-identification and only using data for the stated purpose
- 2 Keeping information secure, ensuring access only by those authorised, and having a retention policy that sets out when and how personal information needs to be reviewed and deleted
- 3 Being clear, open and honest with staff about their data
- 4 Allowing staff to have control over their data and exercise their information rights

In handling of health monitoring data, there are additional requirements including identifying a lawful basis for using the information collected, and conducting a data protection impact assessment if the data is being processed on a large scale. Additionally, privacy considerations should be built into technology according to the principles of Privacy by Design and Privacy by Default, an initial privacy impact assessment needs to be conducted and product roadmaps should be explained by reference to privacy impact and control measures.

_ \

Key Art \ Various

—

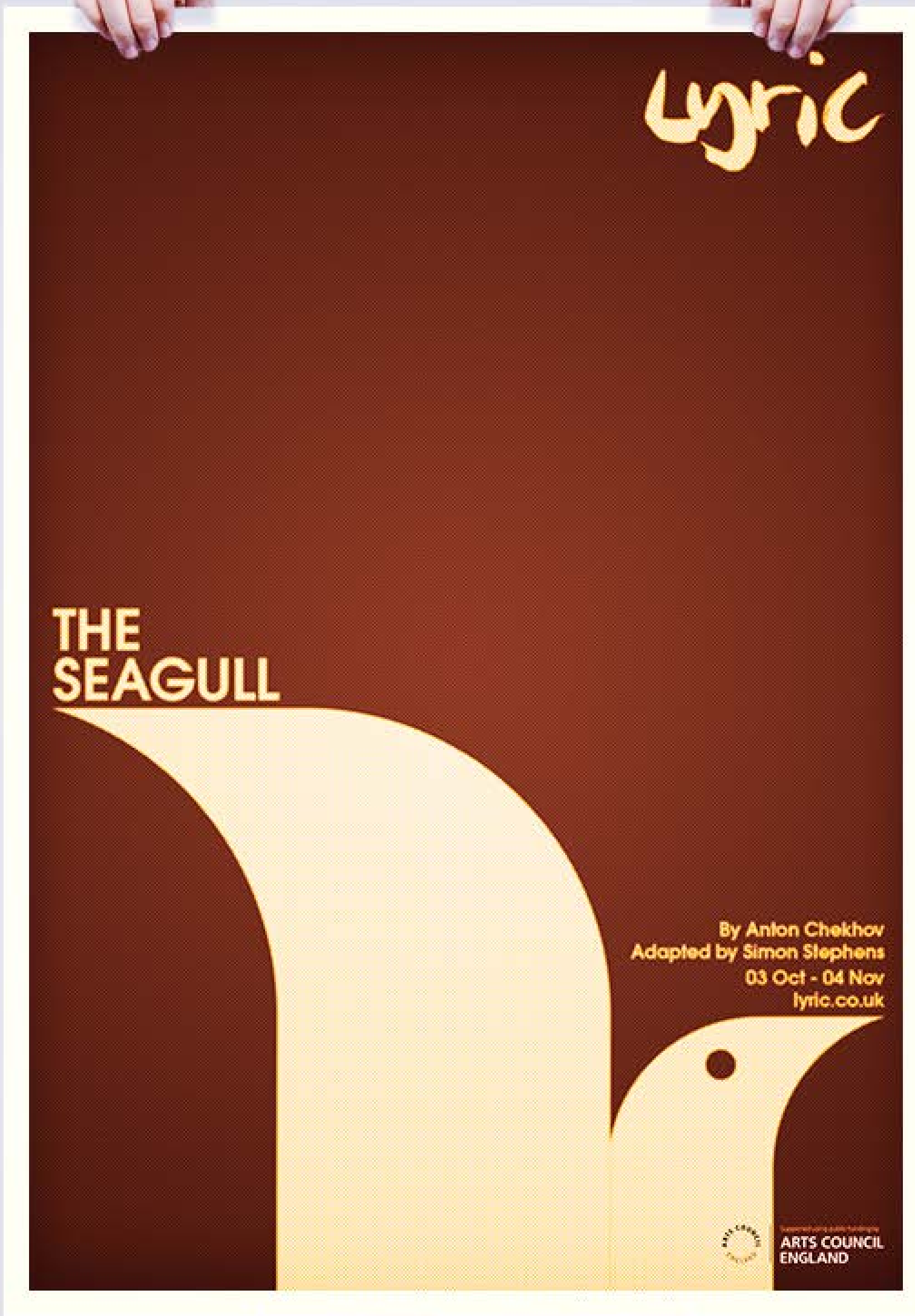
I love working on these type of projects, they're always a good excuse to have a bit of fun and explore my more "arty-farty" side! Of course, there's always a brief to be answered and the placement of stuff like dates, prices and contact details needs to be thought about, but in the main these are the ones that give me the most creative freedom. And who wants to look at a boring old theatre poster anyway?

The Seagull, Abigail's Party and The Christmas Truce were created and illustrated by yours truly, Baskerville was conceived and art directed by me and illustrated by the legendary Graham Humphreys.

—

The Seagull for Lyric Theatre \ Abigail's Party for Derby Theatre \ The Christmas Truce for Manchester Open Air Theatre \ Baskerville, A Sherlock Holmes Mystery for Liverpool Everyman & Playhouse

_ \



CAROL ANN DUFFY'S
**THE
CHRISTMAS
TRUCE**



A MURDEROUSLY
FUNNY ADVENTURE



— \

Manchester Metropolitan University \ Prospectus

—

This prospectus for MMU's famous Hollings Faculty Toast Rack campus was created to advertise the faculties courses in food, nutrition, fashion, hospitality, events management and tourism.

With the plan to relocate to the Universities new base in Manchester city centre, the brief required that a stunning visual of its current homes unique architecture was created, which would also showcase its latest academic output using words and pictures from a number of lucky student competition winners.

Manchester and in particular Factory Records iconic musical heritage served as an inspiration for the 12" record sleeve style creative used in the prospectus, which employed a specially commissioned illustration of the Toast Rack done by my good self as its lead visual. The colours were taken directly from the existing MMU colour palette and were used to specifically represent each of the programmes on show, with the colour co-ordinated illustrations of the windows on the books cover hinting at the courses offered inside the faculty. The outer sleeve was deliberately left plain apart from the title and logo but introduced the viewer to the book inside via a series of die cuts, these shapes were then printed throughout the book to break up the photography on each page.

A website and A7 multi-fold information pack were also produced to support the campaign.

—

Sleeve \ Book & Sleeve \ Book \ Double Page Spreads \ Website

— \

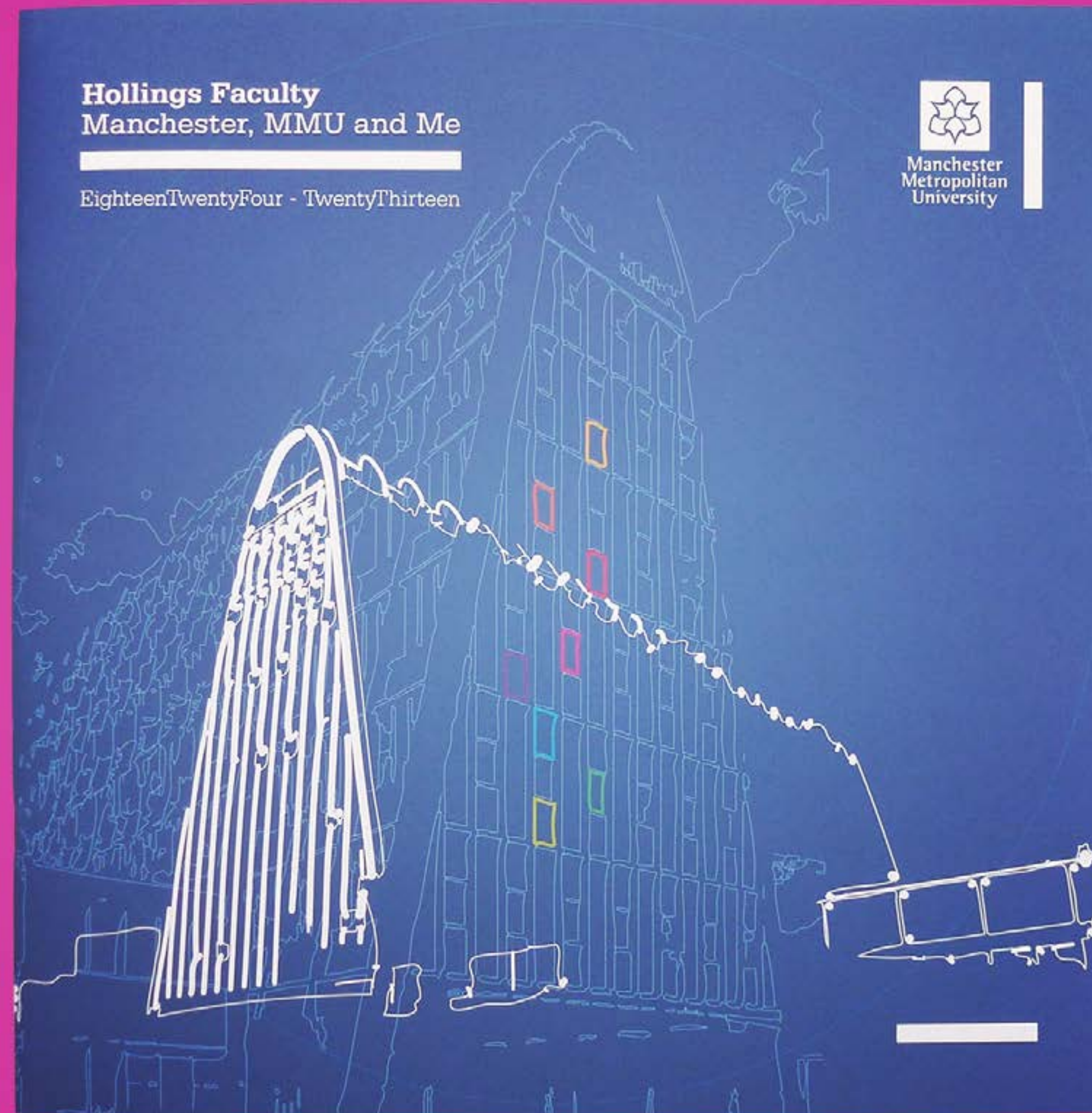
Hollings Faculty
Manchester, MMU and Me

EighteenTwentyFour - TwentyThirteen



Hollings Faculty
Manchester, MMU and Me

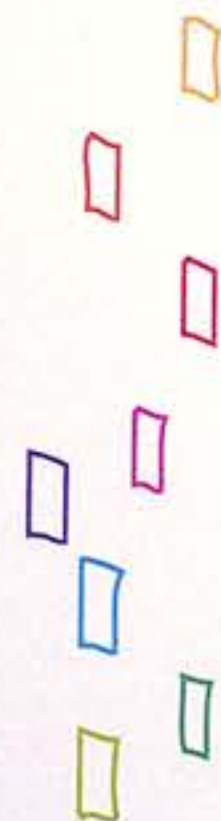
EighteenTwentyFour - TwentyThirteen



Hollings Faculty
Manchester, MMU and Me

EighteenTwentyFour - TwentyThirteen





Manchester, MMU and Me

As the world's first industrialised city, Manchester has its roots firmly in innovation and business; its undeniable buzz, unique, cosmopolitan character and varied ethnic mix gives the City its unofficial title of the most popular student city in the UK.

Manchester is one of six UK flagship 'Science Cities', spearheading the Government's aim to make science, technology and innovation the drivers of economic growth over the next ten years and beyond.

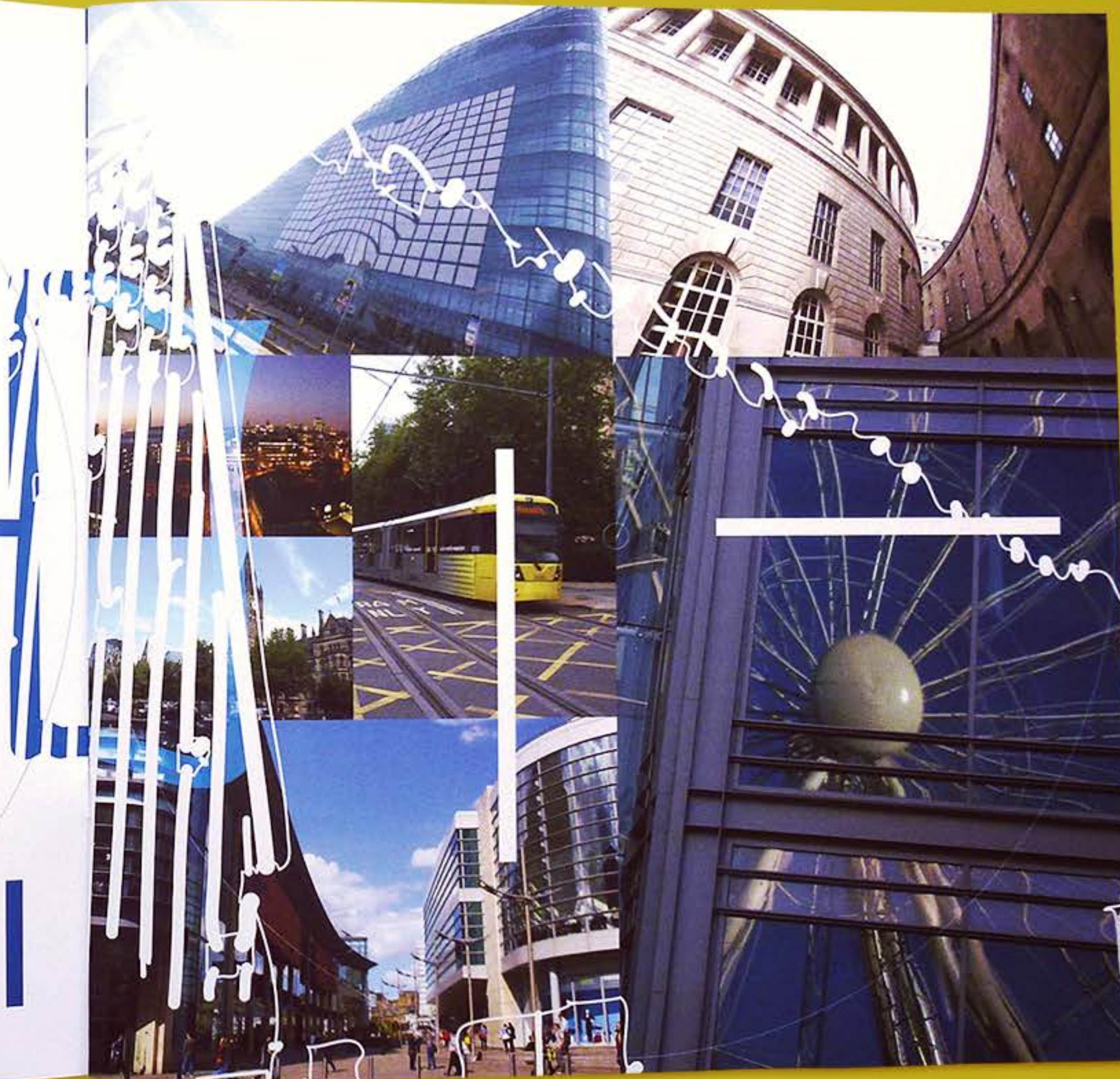
A city of culture and music it is home to a wealth of museums, galleries and music venues and its sporting reputation is world famous. The City's two Premiership title winning football clubs and world class sporting venues mean it is host to a wide variety of international and national sporting events.

Manchester Metropolitan University's roots in Higher Education date back to 1824. It is the largest campus-based undergraduate university in the UK with a total student population of more than 37,000. The University is one of the top performing new universities in the UK in terms of its research profile, sitting within the top 5% of UK universities for exercise and sport science and within the top 12% for materials science. It is ranked 4th among research active new universities in attracting support from Higher Education Funding Council for England (HEFCE).

Today, the Hollings Faculty at the University offers the largest concentration of undergraduate and postgraduate programmes in food, nutrition, fashion, hospitality, events management and tourism in the UK. The Faculty has been officially recognised as a 'Centre of Excellence' for teaching and strong links with industry and professional bodies helps to ensure that programmes and research projects are relevant to the needs of industry.



Manchester
Metropolitan
University



Welcome to the Hollings Faculty

As the world's first industrialised city, Manchester has its roots firmly in innovation and business; its undeniable buzz, unique, cosmopolitan character and varied ethnic mix gives the City its unofficial title of the most popular student city in the UK. Manchester is one of six UK flagship 'Science Cities', spearheading the Government's aim to make science, technology and innovation the drivers of economic growth over the next ten years and beyond >>>

Learn about Our courses

The Hollings Faculty at the University offers the largest concentration of undergraduate and postgraduate >>>

Think about The future

The University's vision for the future is ambitious and wide-ranging. Our focus is to sustain a curriculum which is >>>

Meet the Competition winners

The Hollings Faculty at Manchester Metropolitan University offered these students the chance to be a part of >>>

Study at MMU
Undergraduate
Postgraduate
International Students
MMU Alumni

Faculties & Departments
Library
Research
MMU & Business
Employability

News & Events
Venues for events
Sport at MMU
Giving to MMU
MMU Originals Shop

Jobs at MMU
Equality & Diversity
How to Find Us
About Us
Contact Us

_ \

The Women's Football Association \ Euro 2005

—

Back when the all conquering Lionesses were just cubs, this campaign was rolled out across the North West of England in the run up to the Women's Euro football tournament in the summer of 2005.

I wrote the line “A more beautiful game” to encapsulate the expansive and skilful brand of football which was about to unfold across England over those next few weeks. This was represented visually by the flowing illustrative style applied to the players, generous use of white space and then complimented by the Stilla typeface which was created by renowned French typographer François Boltana.

An out-of-home campaign was supported by a series of postcards, football magazine ads and give away posters, each introducing the public to another one of English football's finest.

—

Out-Of-Home 48 Sheet \ Player Portraits

_ \



TheFA.com/women

A more beautiful game is coming

City of Manchester Stadium 5.6.05



Pride. Passion. Belief.



Rachel Yankey, Winger

watch England take on the best of Europe | TheFA.com/women



Alex Scott, Defender.



Fara Williams, Midfielder.

_ \

**Baby Jane & Friends **
Various

—
A little bit of multi-coloured, Andy Warhol screenprint inspired Photoshop downtime. They're a scream, hang them on your wall!

—
Baby Jane \ Begbie \ Kate \ Shaun

_ \





_\

**Boedekka **
Lazybones EP

—

Boedekka, probably the greatest band you’ve never heard of. Seriously, you should check them out...

“We want something dirty and f***ed up” they said. So after a heavy night of rock n roll debauchery with the band I stumbled out with my trusty old Kodak, took a few hungover snaps around Liverpool docs of rust, decay and graffiti, and voila the Lazybones EP was born.

It’s red and white because the drummer’s a Scouser. He now plays part-time in a Mexican Beatles tribute band in LA, and his stage name is Gringo. True story.

—

12” EP Sleeve Front \ CD

_\



BOEDEKKA/LAZYBONES-EP



BOEDEKKA/LAZYBONES-EP

- 1/ lazybones 2:50
- 2/ high flyer 3:53
- 3/ f**k the limousine scene 4:49
- 4/ cabin fever 4:01

iplcd14
© 1994 Things to Come

— \

Simon Community Scotland ** **Stay Warm Stay Safe

—

Leading the AKA Scotland concept team I was given the task by homeless charity Simon Community Scotland of producing an impactful and informative public communications advertising campaign for themselves and sister charity Street Work, highlighting the dangers of hypothermia on the rough sleeping populations across both Edinburgh and Glasgow.

I created the hashtag #STAYWARMSTAYSAFE to head all communications which were then split into 2 different campaigns:

Campaign 1 was aimed at both the general public and rough sleepers alike and highlighted the 6 key warning signs of hypothermia. This used a cooled down version of the Simon Community brand colour palette with the signs placed around a thermometer graphic shown ominously dropping in temperature.

Campaign 2 was created to more directly target the rough sleepers themselves and reinforce the message “Stay Warm Stay Safe”. Again a cooled down version of the brand colour palette was used alongside a bold ice block typeface chosen to represent the harsh reality of failing to heed the campaigns key message.

A media campaign strategy based around the new creative was produced to reach people across a number of key touchpoints from impactful out-of-home formats to digital and local press advertising as well as an informative multi-fold self help leaflet which was circulated throughout the 2 cities rough sleeping populations.

—

Out-Of-Home 6 Sheet 01 & 02

— \

#STAYWARMSTAYSAFE



HOMELESS AWARE

HYPOTHERMIA: KNOW THE SIGNS

SHIVERING

A SIGN THAT THE BODY'S TEMPERATURE IS STARTING TO DROP

COLD AND PALE SKIN

ONLY NOTICEABLE ON CLOSE INSPECTION

CONFUSION

ALSO IRRITABILITY AND LACK OF CO-ORDINATION CAN BE TELL TALE SIGNS

TIREDNESS

A SYMPTOM OF EXCESSIVE EXPOSURE TO THE COLD

SLURRED SPEECH

IT'S IMPORTANT TO SPARK A CONVERSATION AND TAKE ACTION

FAST BREATHING

A VISIBLE SIGN THAT HELP IS REQUIRED



PEOPLE WHO ARE HOMELESS OR ON THE STREETS ARE MORE AT RISK OF HYPOTHERMIA. OUR STREET TEAMS OPERATE EVERY DAY. CALL US IF YOU ARE CONCERNED:

GLASGOW 0800 027 7466

EDINBURGH 0808 178 2323

IF SOMEONE IS UNCONSCIOUS OR UNRESPONSIVE DIAL 999



streetwork
enabling a life off the streets

© 2015 SIMON COMMUNITY SCOTLAND. ALL RIGHTS RESERVED. STREETWORK IS A TRADE MARK OF SIMON COMMUNITY SCOTLAND.

#STAYWARMSTAYSAFE

STAY WARM STAY SAFE

WARNING SIGNS OF HYPOTHERMIA CAN INCLUDE:

SHIVERING, COLD AND PALE SKIN, CONFUSION, TIREDNESS, SLURRED SPEECH, FAST BREATHING.

TO FIND OUT MORE VISIT US ON TWITTER AND FACEBOOK AT #STAYWARMSTAYSAFE

PEOPLE WHO ARE HOMELESS OR ON THE STREETS ARE MORE AT RISK OF HYPOTHERMIA. OUR STREET TEAMS OPERATE EVERY DAY. CALL US IF YOU ARE CONCERNED:

GLASGOW 0800 027 7466

EDINBURGH 0808 178 2323



streetwork
enabling a life off the streets

IF SOMEONE IS UNCONSCIOUS OR UNRESPONSIVE DIAL 999

© 2015 SIMON COMMUNITY SCOTLAND. ALL RIGHTS RESERVED. STREETWORK IS A TRADE MARK OF SIMON COMMUNITY SCOTLAND.

_ \

**90s Tech **
Various

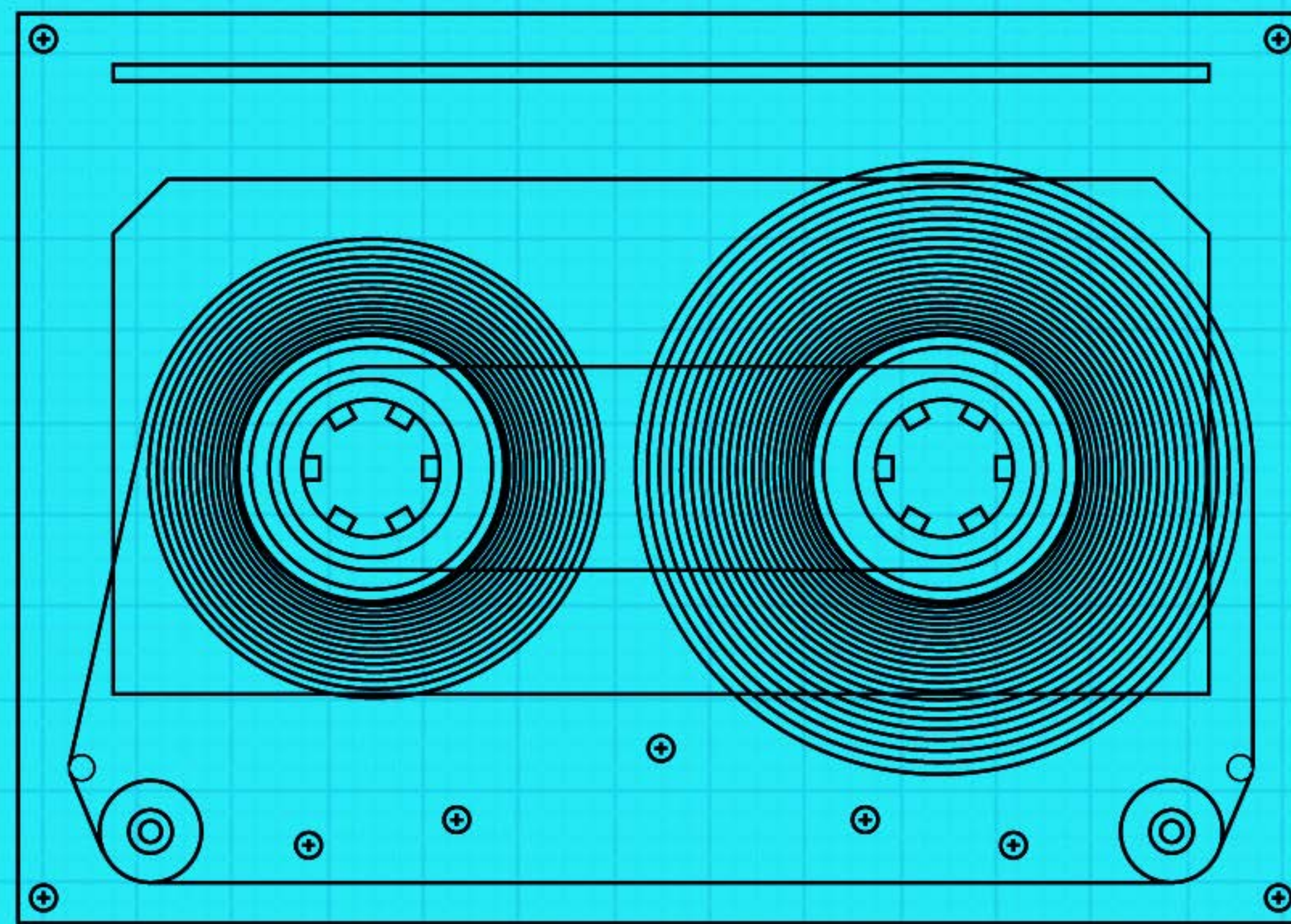
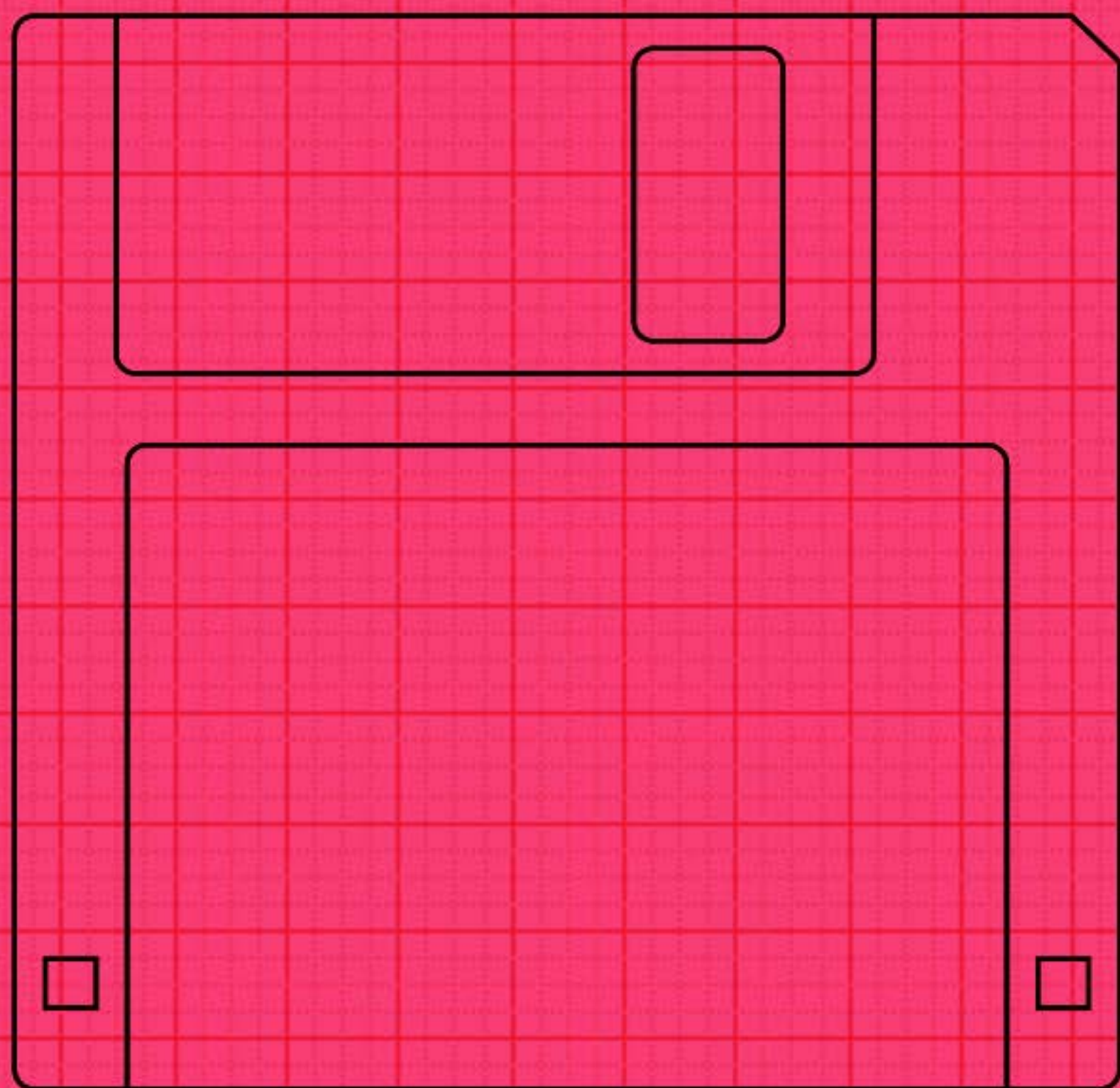
—

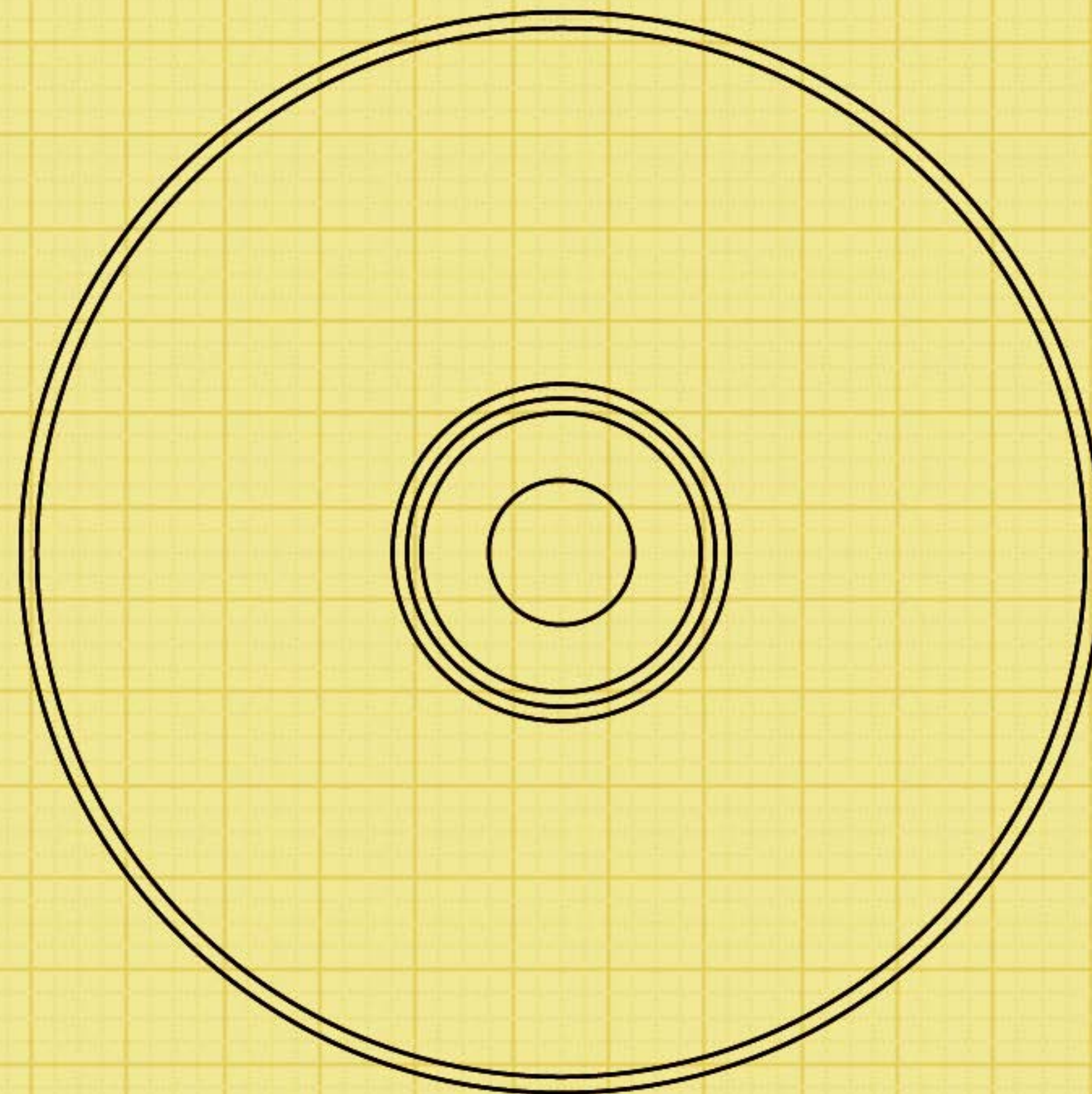
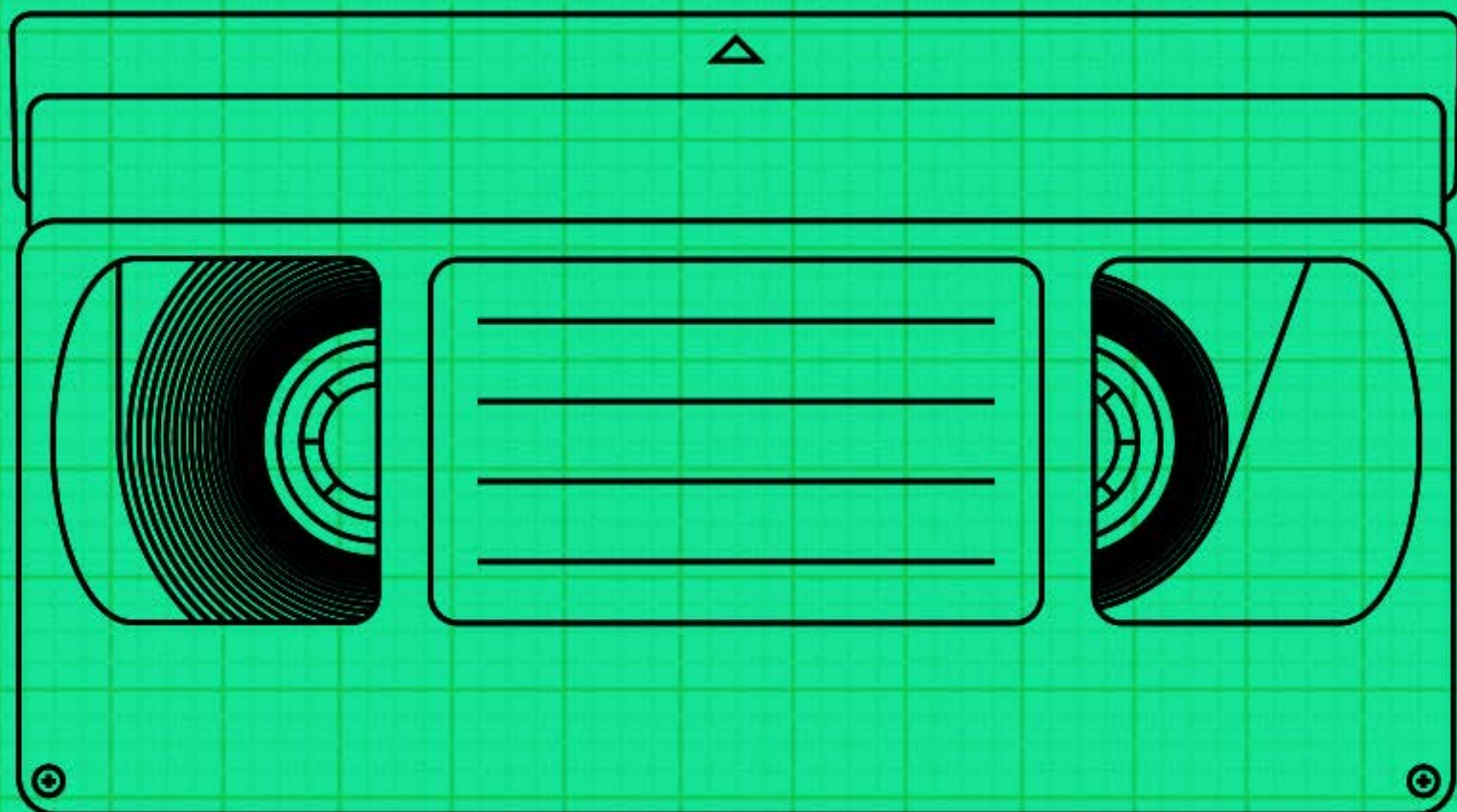
I'm probably showing my age a little bit here, but when I was a lad we didn't have the Cloud. We had real stuff that you could pick up and lend to your mates. I miss these sort of things, so I drew some.

—

Floppy Disk \ Cassette Tape \ Video Tape \ CD

_ \





_ \

Logos \

Various

—

Often the starting point for a rebranding exercise, a well developed and articulate logo can instantly set the right tone for a company or product. And as the saying goes “You only get one chance to make a good first impression”.

—

Welsh National Orchestra \ Manchester Jewish Museum \ ElevenSeventeen \ 4D Pictures \ Krafty \ 7 Generals

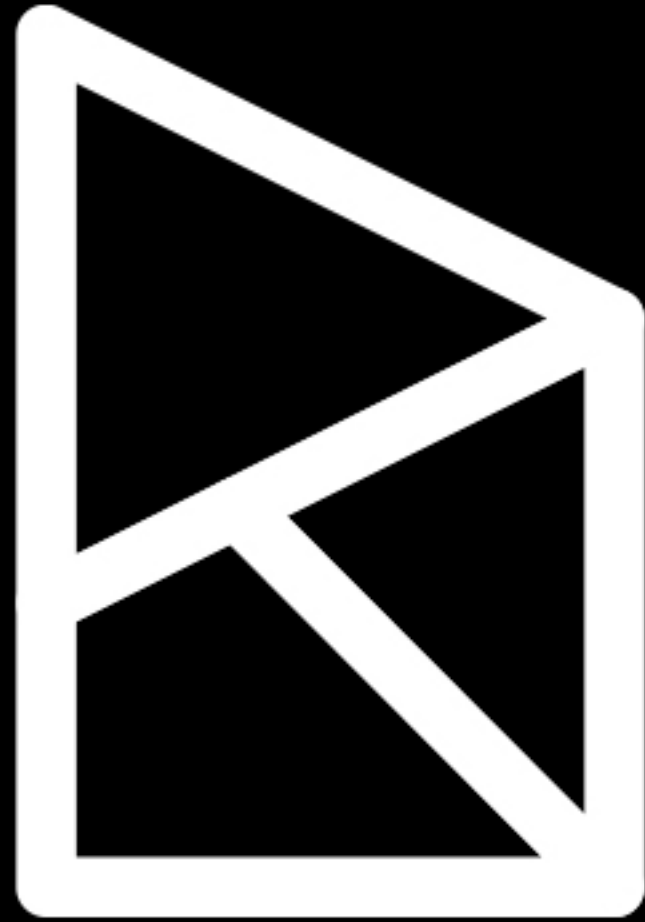
mo



**Manchester
Jewish Museum**








KRAFTY™



7Generals



Verde Group \ Rebrand

 Another rebrand and website courtesy of myself and the Run2 posse, this time for our great mates at the Verde Group. Experts in building rapidly deployable platforms and infrastructure to go into some of the worlds harshest environments. Mobile buildings to you and me, and bloody good ones too!

We took their existing logo and gave it a completely new look and feel to better represent the rugged multi-purpose products in question. Creating a three dimensional V shaped building inspired graphic as the focal point for the new visual identity. Multilinguists out there will know that verde means green in a number of languages, so that was the perfect starting point for a new military inspired colour palette which used camouflage hues to create a different mood for each section on the site.

Much like any Verde Group product, the DIN typeface was chosen because of it's no nonsense versatility and good looks, and also because it reminded us all of the kind of thing we used to see on screen in films like Rambo when we were kids!

 Website \ Logo



HOME ABOUT PRODUCT SECTORS CONTACT

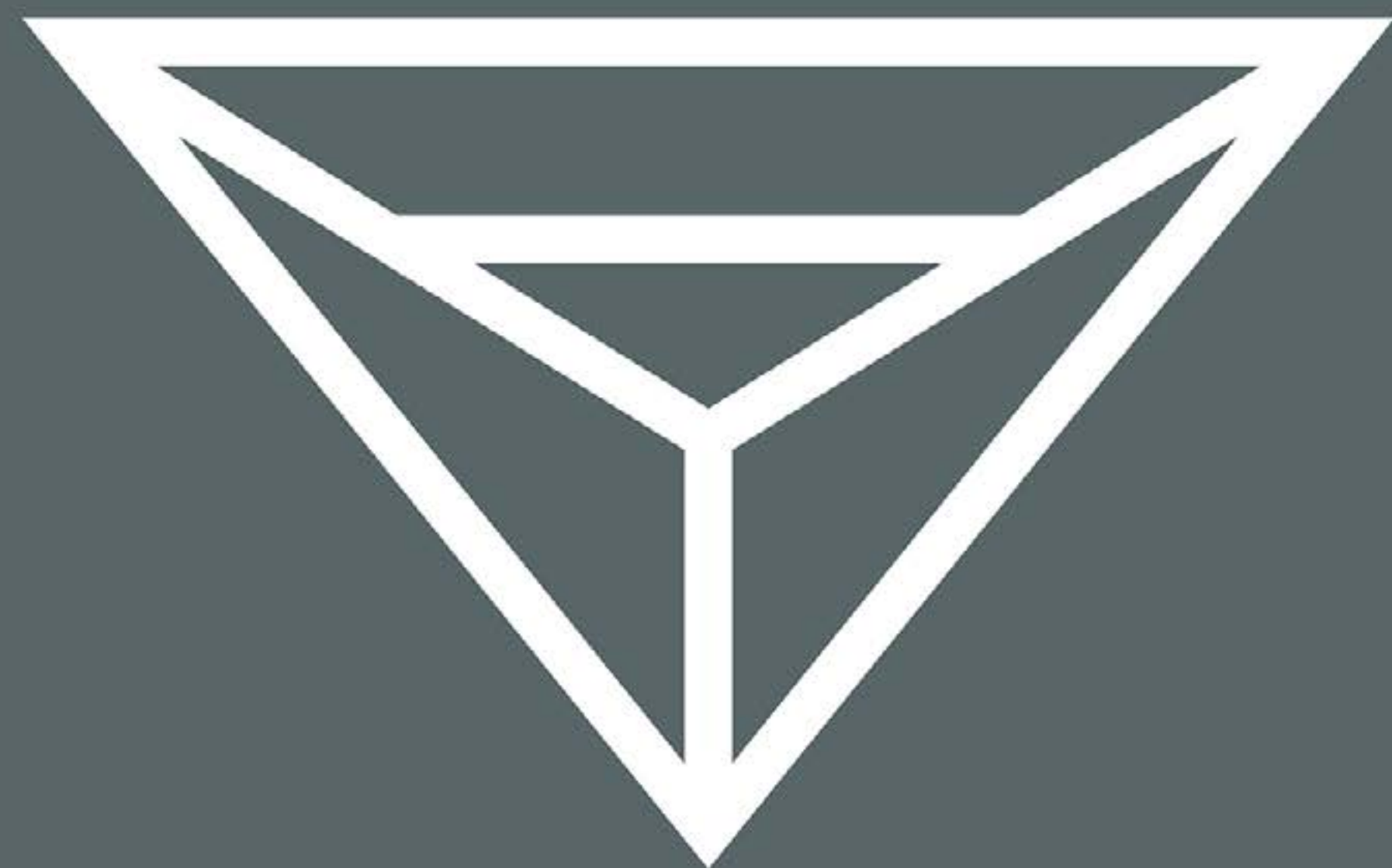
BESPOKE MODULAR BUILDINGS



PLATFORMS OF TOMORROW

The platforms of tomorrow, delivered today. Rapidly deployable platforms and infrastructure with technology integration for use across the globe.

Mobile Command Center, Airborne Command Center, Forward Operating Base



[HOME](#) [ABOUT](#) [PRODUCT](#) [SECTORS](#)

RE -DISCIPLINED ATIVE SED NERS





**At A Glance **
CV, Clients & Contact Details



Everything all in one place.



_\

**Career History **
TV Art Department

—

Rail Delivery Group \ Graphic Designer
Merman
TV Commercial
May 2025

—

Venmo \ Graphic Designer
Somesuch
TV Commercial
April 2025

—

Meta \ Graphic Designer
Somesuch
TV Commercial
April 2025

—

**PUMA X Manchester City
2025/26 Kit Launch \ Graphic Designer**
Iconoclast
Official Promo
February 2025

—

**EE X Samsung Wild Weekend \
Graphic Designer (Dailies)**
Iconoclast
TV Commercial
December 2024

—

Usyk vs Fury 2 \ Graphic Designer
Sugar Free TV
Official Promo
September 2024

—

I Fought The Law \ Graphic Designer
Hera Pictures
4 x 60” Real Life Drama for ITV
June 2024 to August 2024

—

Toxic Town \ Graphic Designer
Broke & Bones
4 x 60” Real Life Drama for Netflix
Additional photography
April 2024 to May 2024

—

Toxic Town \ Graphic Designer
Broke & Bones
4 x 60” Real Life Drama for Netflix
July 2023 to November 2023

_\
**Career History **
Design & Advertising

—
Freelance Creative
Various Clients
Graphics & Artwork
Ongoing

—
Run2 \ Head of Design (Freelance)
April 2022 to July 2023

—
Freelance Creative
April 2019 to present

—
AKA UK \ Senior Creative
December 2015 to April 2019

—
Freelance Creative
March 2014 to December 2015

—
UP Search (now Run2) \ Senior Creative
June 2013 to March 2014

—
Freelance Creative
February 2008 to June 2013

—
438 Design \ Senior Creative
September 2006 to February 2008

—
Fanatic Marketing \ Senior Creative
February 2004 to May 2006

—
Freelance Creative
January 1999 to February 2004

—
Psygnosis \ Middleweight Creative
April 1997 to January 1999

—
BDH Advertising \ Junior Creative
August 1995 to April 1997

— \

**Assorted Clients **
Art Department

—
Broke & Bones
EE
Hera Pictures
Iconoclast
ITV
Manchester City FC
Merman
Meta
Netflix
Puma
Rail Delivery Group
Samsung
Somesuch
Sugar Free TV
Venmo

— \

**Assorted Clients **
Design & Advertising

—
Adidas
AKA
Albert’s Schloss
Ambassador Theatre Group
Arsenal FC
Aston Villa FC

—
Blackburn Rovers FC

—
Continuum Attractions
Co-op

—
Dell Technologies
Derby Theatre
Dr Martens

—
EE

—
Fujitsu

—
George House Trust
Gola

—
Henkel International

—
Liverpool Empire Youth Theatre
Liverpool Everyman & Playhouse
Lowry Theatre
Lyric Theatre

—

—
Manchester City FC
Manchester International Festival
Manchester Metropolitan University
Manchester United FC

—
NHS

—
PlayStation

—
Samsung
Sanctum Peak
Simon Community Scotland
Sony
Storyhouse Theatre
Street Work

—
The Football Association
Tottenham Hotspur FC

—
Umbro
Uniac

$\Sigma(Mm_)$

—

[IMDb](#)

[Instagram](#)

[LinkedIn](#)

[Website](#)

—

matt.marsden71@outlook.com

07790 302 403



—