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**Matt Marsden **
Graphic Designer /
Portfolio +
CV /
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Hello, and thanks so much for taking the time to check out my portfolio /

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I'm a Sheffcunian, Manchester-based creative with over 25 years' experience across design, advertising, entertainment and the arts. I take a considered, concept-led approach to my work, specialising in ideation, graphic design, and artworking for both print and digital. And since the summer of 2023, I've been grafting in TV and film art departments as a graphic designer.

Some of my recent credits include Netflix's Toxic Town, ITV's I Fought the Law, and LEGO Friends: Heartlake the Musical. Promos for the Usyk vs Fury 2 world title fight and the PUMA x Manchester City: Last Night at the Social Club 2025/26 kit launch. I've also worked on TV commercials for EE x Samsung Galaxy: Wild Weekend, Meta, Venmo: Now You Can Venmo Everything, Which?: The Power in You, and Rail Delivery Group: On the Train You Can.

I'm available for in-house, remote, or hybrid roles, so if there's anything you think I could help with, feel free to drop me a line — I'd love to catch up with a few of you good people soon.

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Portfolio \

Art Department / Assorted Projects Since July 2023 /

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Toxic Town

Four-Part Drama
Netflix

—

I Fought The Law

Four-Part Drama
ITV

—

Venmo:

**Now You Can
Venmo Everything**
TV Commercial

—

EE X Samsung:

Wild Weekend
TV Commercial

—

Usyk vs Fury 2

Official Promo

—

Which?:

The Power In You
TV Commercial

—

PUMA X Manchester City:

Last Night At The Social Club
Official Promo

—

Rail Delivery Group:

On The Train You Can
TV Commercial

—

Graphics

A Work In Progress

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**Toxic Town **

Four-Part Drama / Netflix /

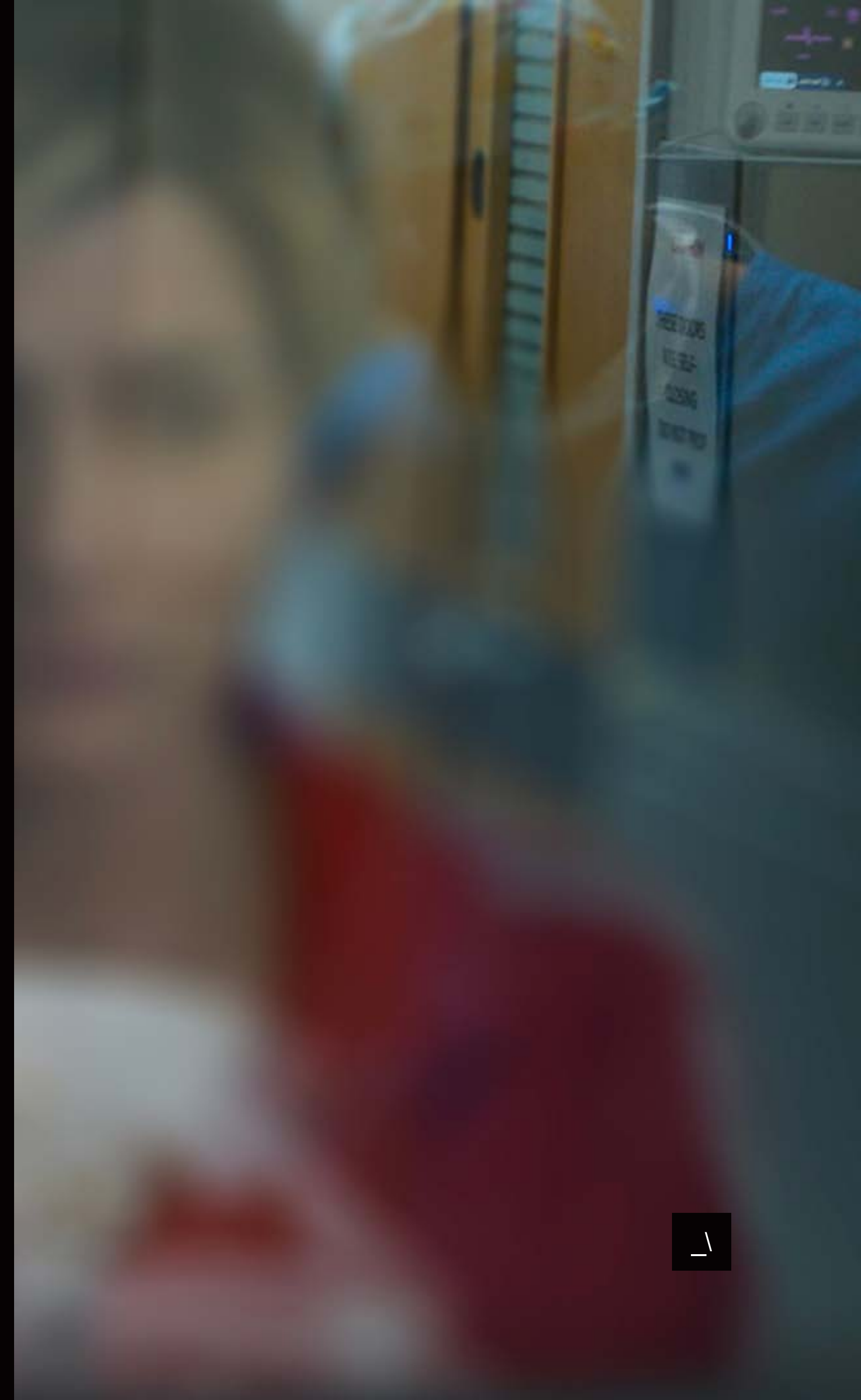


I kicked things off in July 2023 at Arbeta in Manchester on my first TV job, Toxic Town — a four-part real-life drama for Netflix, produced by Broke & Bones. We wrapped in November, but I was brought back in April 2024 by the new production designer to lead the graphics team for additional photography over the road at The Sharp Project.

The series stars Jodie Whittaker, Aimee Lou Wood, Robert Carlyle, and Rory Kinnear, and tells the true story of a controversial toxic waste case and the subsequent cover-up in Corby during the late 1990s and early 2000s. At its heart, it follows 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 COOLING

THE TIMES CROSSWORD ...

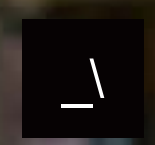
THE SUNDAY TIMES

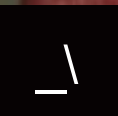
IN GARDEN'S FOOTSTEPS

Government raise prices • Gulf with Prince William • 170 banks fail • Queen disappointed by the Australian vote

QIP2 under investigation to threat patients

WHILE GOING







ROCKINGHAM ARMS





Doritos

HELLMANN'S
REAL
MAYONNAISE

WALMART







— \

I Fought The Law \

Four-Part Drama / ITV /

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Next up, starting prep in June 2024 in a hybrid role between home and Newcastle, was I Fought The Law — a four-part real-life drama, produced by Hera Pictures for ITV.

Starring Sheridan Smith and set in the North-East town of Billingham, the series tells the true story of 22-year-old mum Julie Hogg, who was brutally murdered in 1989. Her killer was acquitted twice due to mistrials, but later admitted the crime to a prison officer while serving time for another offence. The story then follows Julie's mother, Ann Ming, and her fight to overturn the 800-year-old double jeopardy law that was blocking justice for her daughter.

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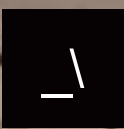
Police Station Reception Wall Graphics / Pizza Paradise T-Shirt / Parkinson's Disease Leaflet / Various Graphics / Park Bench Remembrance Plaque / Ann Ming Name Badge / Pizza Paradise External Signage / Police Station External Signage / Police Station Office Desk, Shelf & Wall Litter

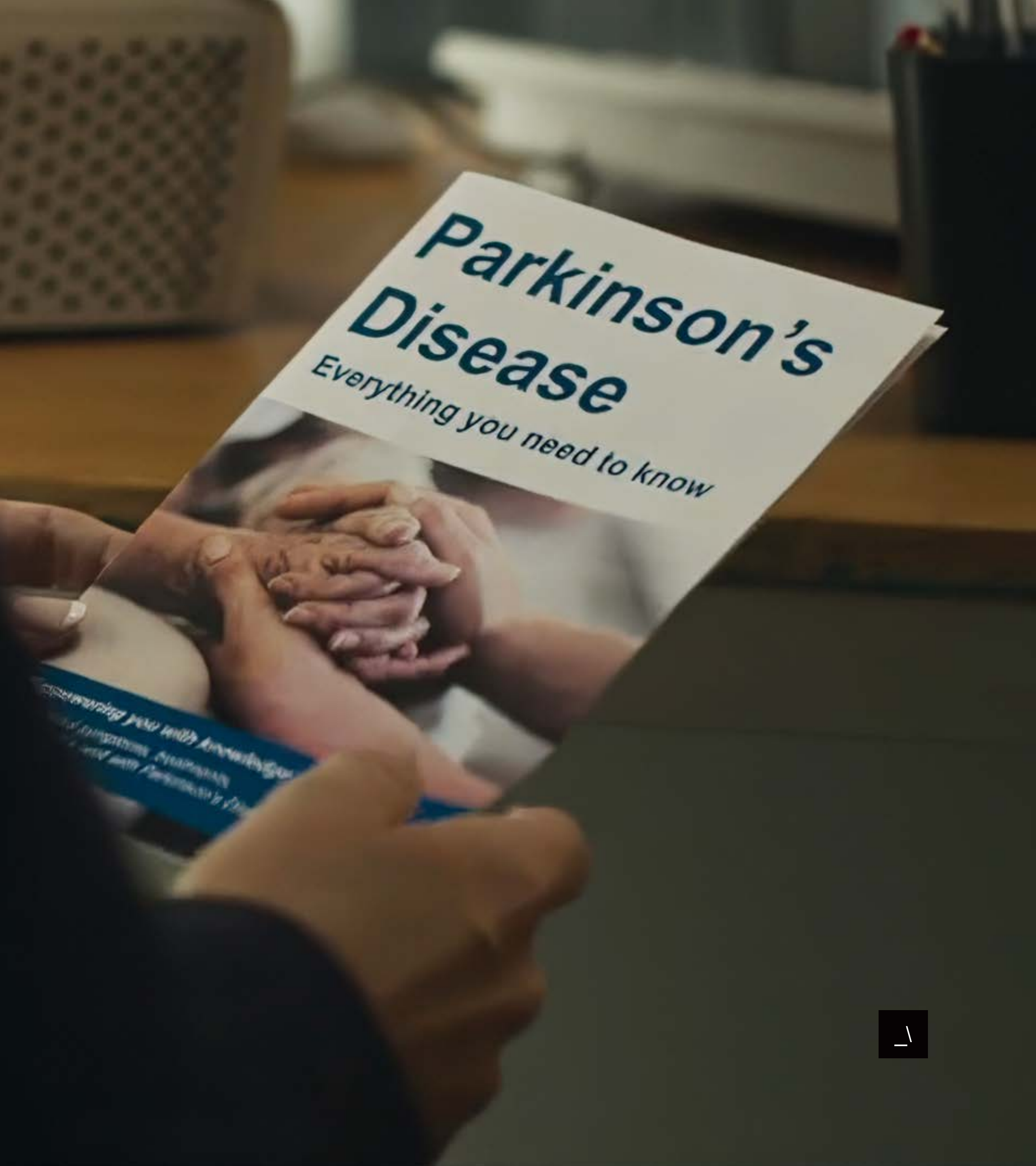




THIS IS A LIFE
SUPPORT
MACHINE,
AND ANYONE
CAN USE IT.

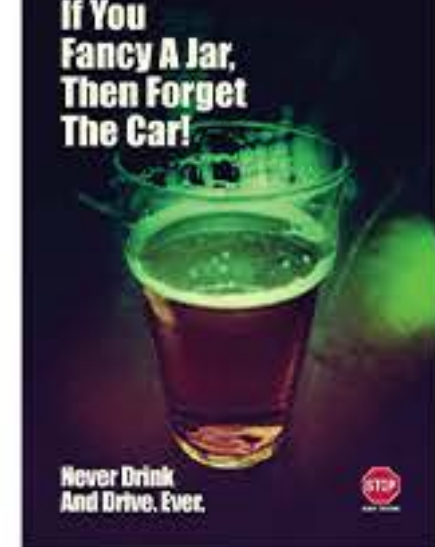
FOR NON UR
ENQUIRI
PLEASE FILL O
FORM AND LEAVE
THE COUNT







Emergency Response Checklist form with various checkboxes and fields.



Stockfield Police form with handwritten notes and signatures.



Stockfield Police form with various fields and checkboxes.



Stockfield Police form with various fields and checkboxes.



Large stylized letters 'CS' on a yellow background.

Table with multiple columns and rows, possibly a schedule or list.

Table with multiple columns and rows, possibly a schedule or list.



Stockfield Police form with various fields and checkboxes.



Table with multiple columns and rows, possibly a schedule or list.



THE CLEVELAND Detectives body under...



08 31:8: mths

Stockfield Police form with various fields and checkboxes.



Stockfield Police form with various fields and checkboxes.

CAR PARK... No unauthorised vehicles allowed...



Stockfield Police form with various fields and checkboxes.



Table with multiple columns and rows, possibly a schedule or list.



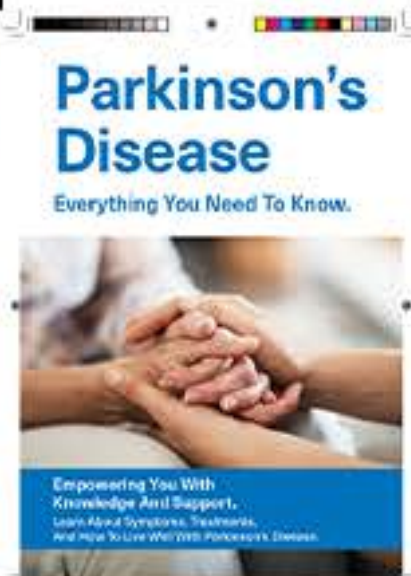
Stockfield Police form with various fields and checkboxes.



497 0:4:97

Large stylized letters 'E' and 'G' on a dark background.

Table with multiple columns and rows, possibly a schedule or list.



SEE A CHILD IN FEAR? CALL US TODAY. YOUR ACTION COULD SAVED LIVES.



Stockfield Police form with various fields and checkboxes.



Stockfield Police form with various fields and checkboxes.



FRONT DESK WILL BE CLOSED EACH NIGHT FOR ONE HOUR FROM 7PM.

Sorry, we're CLOSED



Stockfield Police form with various fields and checkboxes.

30:11: 30:11: mths

Cotton Clouds



Table with multiple columns and rows, possibly a schedule or list.



Table with multiple columns and rows, possibly a schedule or list.





52 PIZZA PARADISE 52

LOT



E609 NAY





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TV Ads & Promos \

Assorted Clients /

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Alongside the TV dramas, and real-world stuff that's quietly ticking over in the background, I've also been busy across a mix of commercials and promos.

I was graphic designer on the Tyson Fury scenes for the Usyk vs Fury 2 unified heavyweight title fight promo, produced by Sugar Free TV and Riff Raff.

After that came a couple of Iconoclast jobs — pitching in on concept graphics and illustrations for the EE x Samsung: Wild Weekend TV ad, then joining the graphics posse on the PUMA x Manchester City: Last Night At The Social Club 2025/26 online kit launch.

Since then, I've worked with Somesuch and Merman across a run of ads — designing festival flags, posters and wayfinding for Meta, a full aisle of supermarket packaging for Venmo, retro 1960s Italian-style props for Rail Delivery Group, and a load of made up crisp packet brands for the Which?: The Power In You short.

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Venmo: All Supermarket Products / EE x Samsung: Kitsons Tea Rooms Illustration / Usyk v Fury 2: Nurses Lanyard / MCFC x Puma: Pep Talk Puma Drum Logo / Rail Delivery Group: Olio Sole Magazine Ad / Rail Delivery Group: Newspaper Front & Back Covers / Usyk v Fury 2: Riyadh Season Ring & Rope Graphics / Which?: All Crisp Packets / Rail Delivery Group: Seltz Magazine Ad









NDAY
10:30
M
GHER

BLUES BLAZE
TO 10-1 WIN

DIRECTORS BOX

Professional

FARFISA

PEP
TALK

ETWE

1

ORA PUOI PRENDI PIÙ SOLE ABBRONZATI DI PIUÙ!



“Non c'è niente di meglio di un abbronzatura **Olio Sola**”

RABARBARO
ZUCCA

IL QUOTIDIANO PAGINE SPORTIVE

RABARBARO
SODA

PROMETTENTE INIZIO PER IL CALCIO ITALIANO DELLA STAGIONE INTERNAZIONALE

A Birna gli azzurri pareggiano con la Svizzera I giovani della Sperimentale travolgono la France-espoirs

Supertecnica inconcludente

di MAXI LYSANDROU

Il calcio italiano stava attraversando una fase delicata. La recente delusione dei Mondiali in Inghilterra, culminata nella clamorosa eliminazione per mano della Corea del Nord, aveva scosso l'intero Paese. La stampa criticava aspramente la Nazionale, i tifosi avevano perso fiducia, e la Federazione era alla ricerca di un nuovo corso. In questo clima di incertezza e necessità di rinnovamento, fu organizzata un'amichevole internazionale contro la Svizzera, da disputarsi a Birna, un piccolo comune alpino al confine tra Italia e Svizzera.

La scelta della sede non fu casuale. Birna, con il suo stadio modesto incastonato tra le montagne e l'aria frizzante di ottobre, offriva un'atmosfera lontana dalle pressioni delle grandi città. Il commissario tecnico italiano vide nella partita un'opportunità per testare nuovi giocatori e cercare una risposta concreta da parte del gruppo, sia a livello tattico che psicologico. Tra i convocati, infatti, comparivano nomi emergenti come Giampaolo Firmiani e Carlo Ghezzi, entrambi reduci da buone prestazioni nei rispettivi club.

Il giorno della partita, il 19 ottobre 1966, lo stadio di Birna si riempì rapidamente. Circa 5.000 spettatori presero posto sulle tribune di legno, avvolti nei cappotti e con termos di caffè caldo in

mano. L'aria era fredda, ma l'atmosfera era in completo azzurro, con una formazione che mischiava esperienza e giovani. La Svizzera, invece, appoggiava ben organizzata e desiderosa di fare bella figura.

Fra i primi minuti, la partita si rivelò equilibrata. L'Italia tentava di imporre il proprio gioco, ma i meccanismi non erano ancora ben roditi. La Svizzera, compatta e attenta, chiudeva gli spazi e ripartiva con velocità. Al 15', una disastrosa difesa degli Azzurri permise al centravanti svizzero Vogel di infilarsi tra i centrali e superare Ghezzi con un rasoterra preciso. 1-0 per i padroni di casa, tra il boato del pubblico locale.

L'Italia non si disanimò. Firmiani prese in mano le redini del centrocampo, distribuendo palloni con intelligenza e cercando di dare ritmo all'azione offensiva. Al 30', fu proprio da un suo lancio in profondità che nacque il gol del pareggio: Gigi Riva, giovane attaccante in grande ascesa, controllò il pallone al limite dell'area e scariò un vistoso portiere svizzero sotto la traversa. Il portiere svizzero non poté far nulla. L'orlo dei pochi tifosi italiani presenti ruppe il silenzio freddo di Birna: 1-1.

Nel secondo tempo, entrambe le squadre fecero nuovi cambi per testare nuovi uomini.

Spogliatoi Al Roma

di CRISTI ALDINI
L'A.S. Roma annunciò un importante intervento di ammodernamento dello stadio Olimpico. Dopo anni di utilizzo senza grandi modifiche, le strutture non rispondevano più agli standard richiesti da una squadra professionistica in crescita. Il presidente Franco Evangelisti, spinto dal desiderio di offrire ai giocatori un ambiente moderno e funzionale, approvò il progetto di ristrutturazione. I lavori prevedevano la sostituzione di vecchi impianti di riscaldamento, il potenziamento delle tribune, l'aggiornamento delle strutture tecniche e la creazione di una sala polivalente per l'uso di una piccola sala video per analisi tattiche, una novità assoluta per l'epoca. I tifosi accolsero la notizia con entusiasmo: era il segno di un club che guardava al futuro.

di CRISTI ALDINI

L'Italia creò diverse occasioni, soprattutto grazie alle incursioni sulle fasce, ma mancò di precisione negli ultimi metri. Ghezzi si fece notare al 60' con un parato decisivo su un colpo di testa ravvicinato, mantenendo il risultato in equilibrio.

Negli ultimi minuti, la stanchezza prese il sopravvento. Il ritmo calò e il pareggio sembrò andare bene a entrambe le formazioni. Al fischio finale, il tabellone recitava 1-1. Non era un risultato esaltante, ma il CT italiano si disse moderatamente soddisfatto. «Ci sono segnali di crescita», dichiarò ai giornalisti. «Questa squadra ha voglia, e alcuni giovani stanno dimostrando di poter essere parte del futuro».

Il giorno seguente, i quotidiani italiani dedicarono spazio all'incontro, parlando di una Nazionale «in cantiere», ma con «tali interessanti». A Birna, in un contesto lontano dai riflettori, l'Italia aveva ritrovato un po' di fiducia e mostrato segnali di risveglio.

Non era ancora la nuova grande Italia che tutti aspettavano, ma il seme era stato piantato.

L'amichevole contro la Svizzera, in quel piccolo stadio circondato dalle Alpi, divenne così un simbolo silenzioso ma importante: quello di una Nazionale che, per ferita, stava lentamente tornando a camminare.

A Marsiglia ha deciso il contropiede

Il 22 ottobre 1966, lo stadio Armand Franchi era gremito. Il pubblico, inizialmente diffidente, accolse i due debuttanti con curiosità. Firmiani, con la numero 8, prese in mano il centrocampo, cercando di mantenere viva la tradizione montenapoleone. Egolvidis, sempre bravo, divenne simbolo del cambiamento in atto: l'Italia del buon economico stava evolvendo rapidamente, e anche il calcio — simbolo dell'onestà e del piacere — ne seguiva le sorti.

di CRISTI ALDINI

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 azzurri sono passati in vantaggio al 15' grazie a Riva. Il gol è stato annullato da un'ottima difesa svizzera. La Svizzera ha chiuso il primo tempo in controllo, mostrando buona organizzazione e intenzionalità.

di CRISTI ALDINI



SPETTACOLOSO GHEZZI NEL FINALE
La folgore di due reti-sorpresa



Firmiani e Ghezzi

di MARCO SCHIOFFA

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 Corea 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. I nomi spuntarono tra i convocati per l'amichevole d'ottobre contro l'Australia: Giampaolo Firmiani e Carlo Ghezzi.

Giampaolo Firmiani, centrocampista della Lazio, era un giocatore elegante e concreto, con un'intelligenza tattica 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 atleta silenzioso ma determinato, dotato di grande reattività e una spiccata capacità di lettura del gioco. Entrambi si presentarono a Genova sotto la pressione dell'attesa.

La settimana di ritiro, il CT rimase colpito dal loro atteggiamento. Serietà, concentrazione e voglia di mettersi al servizio della squadra: elementi che, nel clima di rinnovamento, erano preziosi.

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di CRISTI ALDINI

RABARBARO
CYNAR

IL QUOTIDIANO
UNA COPIA L. 50 ANNO XI NUMERO 251

Fine settimana splendida nel 1966: cieli sereni invitano famiglie e turisti a gite fuori porta.

Temperature

SITUAZIONE

Milano rischia di rimanere senza gelato

di ITALO PIETRA

Milano si trova 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, accalcati e alla ricerca di refrigerio, affollavano gelaterie, bar e chioschi in misura mai vista prima, mettendo sotto pressione l'intero settore della produzione artigianale del gelato.

Le gelaterie, molte ancora a gestione familiare, non erano pronte per una domanda così alta. I fornitori di latte, panna, zucchero e frutta fresca iniziarono a segnalare 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, sovaccate e in alcuni casi obsolete, iniziarono a cedere sotto la pressione dell'umidità estiva.

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 riportarono lunghe code e delusione tra i cittadini, con titoli ironici come «Milano soffre forse il gelato prima del fresco?».

Alcuni artigiani, con spirito di adattamento, iniziarono a sperimentare nuovi gusti usando ingredienti alternativi come carciofi. Firmiani, con la numero 8, prese in mano il centrocampo, cercando di mantenere viva la tradizione montenapoleone. Egolvidis, sempre bravo, divenne simbolo del cambiamento in atto: l'Italia del buon economico stava evolvendo rapidamente, e anche il calcio — simbolo dell'onestà e del piacere — ne seguiva le sorti.

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di CRISTI ALDINI

Cielo limpido, sole caldo e brezze leggere trasformano città mete ideali per passeggiate, picnic e gite fuori porta. Le mete più richieste da turisti e residenti all'aperto, regalando momenti di spensieratezza in un'atmosfera primaverile che sembra uscire dal tempo.



Antonio di Saragat deluso dai risultati dell'8 settembre

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

di FRANCO GIUSTOLISI
Il Presidente italiano ha espresso preoccupazione per i risultati ottenuti dalle urne, che hanno evidenziato un crescente malcontento popolare e una forte frammentazione del potere politico nazionale. Antonio di Saragat, leader del Partito Socialista, ha subito una battuta d'arresto, mentre sono cresciuti i movimenti di cambiamento. Ma questo cambiamento deve avvenire nel rispetto delle istituzioni democratiche e attraverso un dialogo costruttivo tra le diverse forze politiche.



Il Capo dello Stato ha più volte sottolineato come, in un momento storico segnato da grandi difficoltà — non solo economiche, ma anche sociali e culturali — la politica deve avere il coraggio di guardare in faccia la realtà e di cercare di risolvere i problemi. Saragat ha invitato i partiti a una maggiore responsabilità e a un dialogo costruttivo tra le diverse forze politiche.

RABARBARO
ZUCCA
APERITIVO DOSATO
RABARZUCCA SpA

RABARBARO ZUCCA
APERITIVO DOSATO
RABARZUCCA SpA

RABARBARO
ZUCCA
APERITIVO DOSATO
RABARZUCCA SpA

RABARBARO
ZUCCA
APERITIVO DOSATO
RABARZUCCA SpA





SELTZ

Acqua Frizzante Rinfrescante,
Dalle Colline di San Gimignano

SII NEL MOMENTO



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Graphics \

A Work In Progress /

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And finally, whenever I get a bit of downtime from the paid stuff, I keep things moving by adding to my growing collection of film and telly graphics — the everyday bits and pieces that quietly help bring scenes to life.

Some have already made it onto the widescreen, while the rest are on standby in the kit box to give me a head start on my next gig.

—



6 3630360

0696

30:6:96

mths.

LONDON ROAD
A
CORBY
20. SE 94
Post Office







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



AFFIX BARCODE LABEL

FORENAME: TRACY
SURNAME: TAYLOR
D.O.B: 16/9/1971

CONFIDENTIAL

NOT TO BE REMOVED FROM TRUST PREMISES

CONFIDENTIAL CASE RECORDS Kettering General Hospital
and Foundation Trust

HOSPITAL NAME	WARD/AREA	LEAD DOCTOR	SECONDARY DOCTOR
<u>Kettering</u>	<u>03</u>	<u>D. M. ...</u>	<u>/</u>

Patient ID No: 001711966

NHS
Kettering General Hospital
and Foundation Trust

FOR INTERNAL USE ONLY
PATIENT CARE FILE: PC-008-01

VERTIGOS
The
Live
Turkey
DJ Marc
DJ Mike
MV Madness
Thursday, Friday & Saturday
10.00 - 12.00
£5/£2.50 con

RAVE ON • ALL NIGHT
FANTAZTIKA
FRI - SAT • 22.00 TO 06.00

GOD BLESS
THE ACID HOUSE

ACID HOUSE PARTEEE

TRIP TO BE SQUARE
UP NORTH
DOWN SOUTH

Car Mix
Saturdays 11.00
£2.00 concessions

duv.

aldoms
fridsays / 11.00 - 06.00 / £5 / £2.50 concessions

FANTAZTIKA

MOOLAD

TURN UP, TUNE IN,
TRIP OUT!

£2.50 • *late fees*

VERTIGOS
The
Live
Turkey
DJ Marc
DJ Mike
MV Madness
Thursday, Friday & Saturday
10.00 - 12.00
£5/£2.50 con

RAVE ON • ALL NIGHT
FANTAZTIKA
FRI - SAT • 22.00 TO 06.00

GOD BLESS
THE ACID HOUSE

ACID HOUSE PARTEEE

halucination
Monday Nights @ Fantaztika
DJ Mix + DJ Alfredo
8.00 start

TRIP TO BE SQUARE
UP NORTH
DOWN SOUTH

Car Mix
Saturdays 11.00
£2.00 concessions

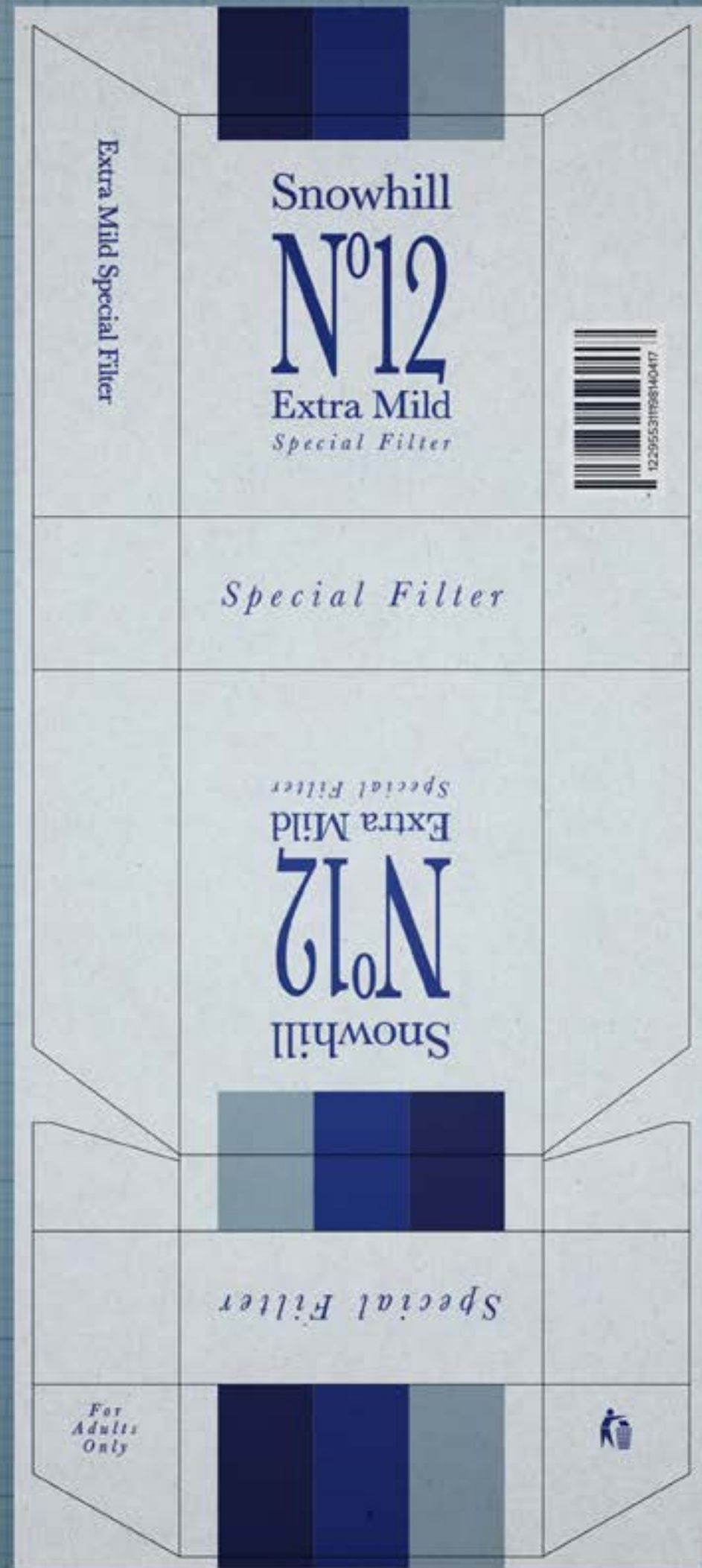
duv.

aldoms
fridsays / 11.00 - 06.00 / £5 / £2.50 concessions

NO

TURN
TR

£2.50





"Our family favourite
for perfect sandwiches."
Jordan White

✓ SOURCE OF PROTEIN
✓ LOW SUGARS
8 TERRACYCLE

NUTRITION INFORMATION

Typical values	Per 100g of product	Percentage Max 100g	Reference Intake (AHLU)
ENERGY	1020kJ 243kcal	41.67 58.04	8400kJ 2000kcal
FAT	2.8g	0.8g	53g
of which saturated	0.1g	0.3g	18g
Carbohydrate	46.4g	18.7g	298g
of which sugars	2.8g	1.2g	45g
FIBRE	2.1g	0.9g	18g
PROTEIN	8.3g	3.2g	56g
SALT	0.9g	0.3g	4g

STORAGE
Keep dry. Store in a cool, dry place. Once opened, store in a cool, dry place. Best used within 14 days of opening. For best results, use within 7 days of opening.

INGREDIENTS
Wheat Flour (Soft), Calcium Diphosphate, Yeast, Water, Malt, Salt, Vegetable Oil (Sunflower, Rapeseed and Soya), and Palm (Vegetable) Processing Products.

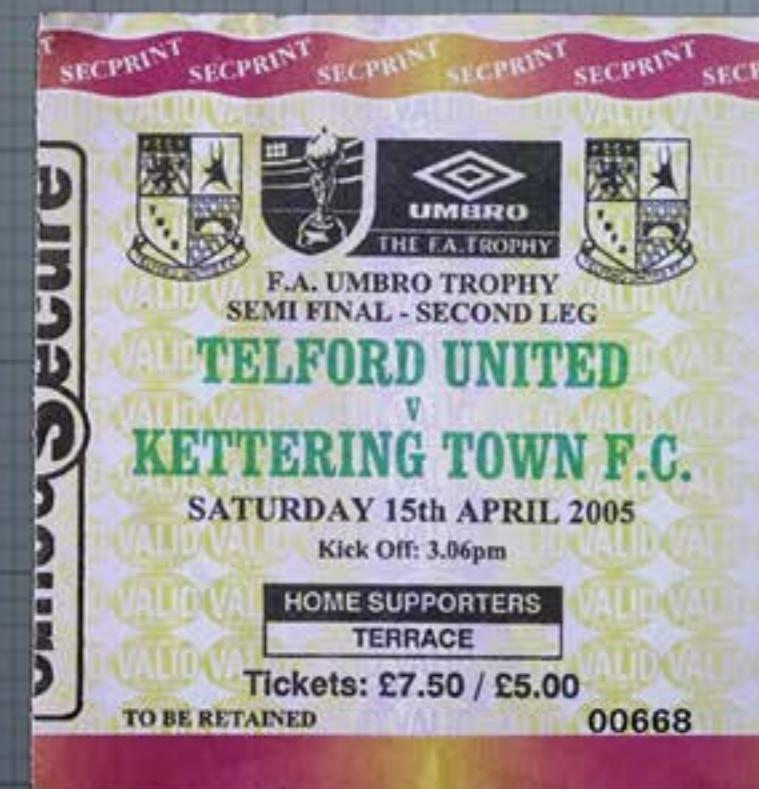
Seals Free From: Gluten, Lactose, Preservatives, Sulfites, and 280+ Other Food Additives. **SUITABLE FOR VEGANS AND VEGETARIANS.**

ALLERGY ADVICE
For allergens, see ingredients containing wheat, see ingredients in bold. For products produced in a facility which also processes other allergens.

CUSTOMER CARE
We are a bit of a love affair with baking, so we have a lot of tips and tricks for you. Visit our website at www.warburtons.co.uk or call our customer care team on 0800 242604 (Doughd).

Your nearest lightbulb set of codes
LOAF





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DEALER
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1971

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**Portfolio **

Design & Advertising / Assorted Projects /

—

MIF:

Party Skills For The End Of The World

Out-Of-Home Poster Campaign

—

Key Art

Assorted Projects

—

Boedekka:

Lazybones EP

—

Sanctum Peak

Rebrand

—

NHS:

Time Please

Advertising Campaign

—

Manchester Metropolitan University:

Manchester, MMU And Me

Prospectus

—

Baby Jane & Friends

Assorted Projects

—

Logos

Assorted Projects

— \

— \

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

—

Once upon a time in the North West I worked with the AKA concept team and photographer Scott Kershaw on creating a fresh, eye-catching lead image for the world premiere of Party Skills for the End of the World at the Manchester International Festival.

The final shot featured a hurriedly dressed party-goer and an eclectic mix of objects to capture the fun and chaos of the show, where guests learned all sorts of skills to prepare for a doomsday scenario at what was billed as the ultimate party.

Alongside the creative we also developed a media strategy that balanced a targeted digital campaign with high-impact out-of-home activity across the city centre.

—

Out-Of-Home Ad Campaign

— \

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 Mari** with **Abigail C**

MIF

mif.co.uk

OFFICIAL PARTNERS

bruntwood

manchester
airport

NCP

PUBLIC SECTOR PARTNERS

MANCHESTER
CITY COUNCIL

ARTS COUNCIL
ENGLAND

MEDIA PARTNERS

BBC

theguardian

EveningNews

Commissioned and produced by Manchester International Festival and Salford City Council



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Key Art \

Assorted Projects /

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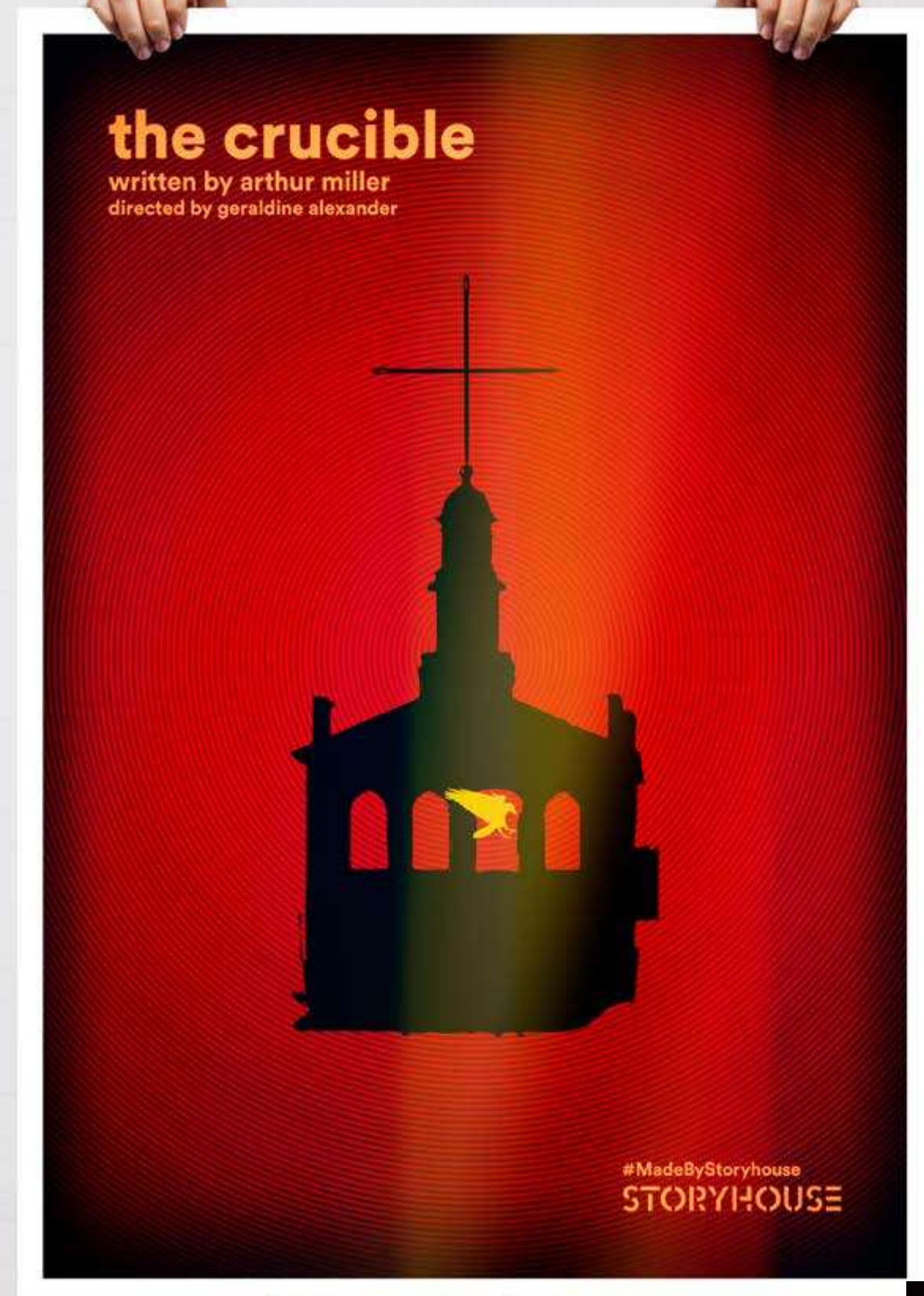
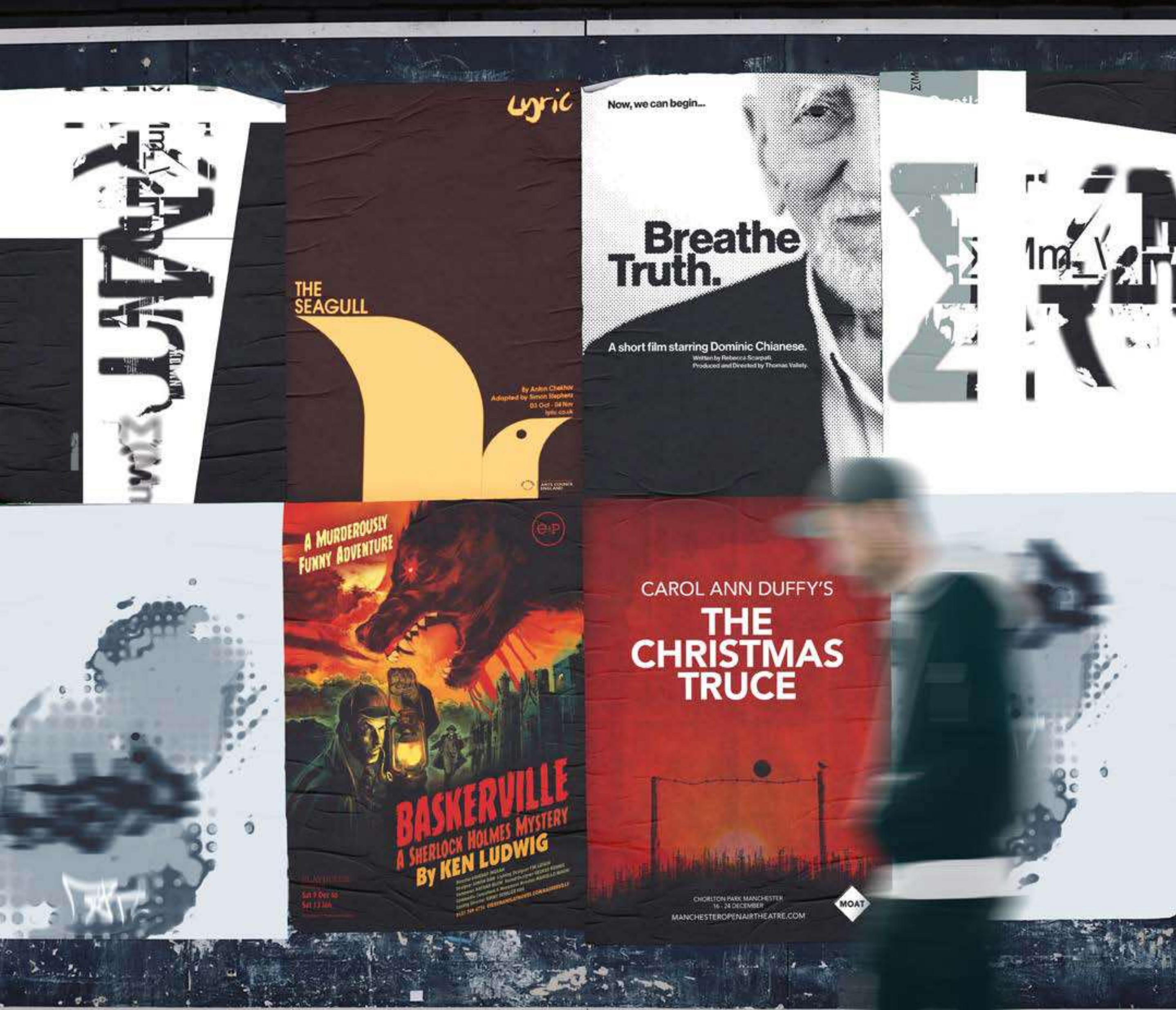
I love working on projects like these — they're a great excuse to have a bit of fun and let my more "arty-farty" side out! Of course, there's always a brief to follow, and things like dates, prices, and contact details need to be spot on, but these are the jobs that give me the most creative freedom.

The Seagull, Breathe Truth, The Christmas Truce and The Crucible 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 / Breathe Truth / The Christmas Truce for Manchester Open Air Theatre / Baskerville, A Sherlock Holmes Mystery for Liverpool Everyman & Playhouse

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**Boedekka **

Lazybones EP /

—

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

We want summat dirty and f***ed up, they said. So after a heavy night of rock 'n' roll debauchery with the boys I stumbled off into the following morning 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, although these days his dreams of headlining Anfield have long since faded into the River Mersey. Now he gigs part-time in a Mexican Beatles tribute band in sunny LA, where he's affectionately known by everybody as Gringo!

—

12" Vinyl Sleeve Front & Back / CD

— \



BOEDEKKA/LAZYBONES-EP



— \

Sanctum Peak \ Rebrand /

—

Alongside my freelance stuff, I also dip in as Lead Creative now and then at Manchester-based digital agency Run2 — a cracking bunch of like-minded people on a simple mission: to do great work for great clients.

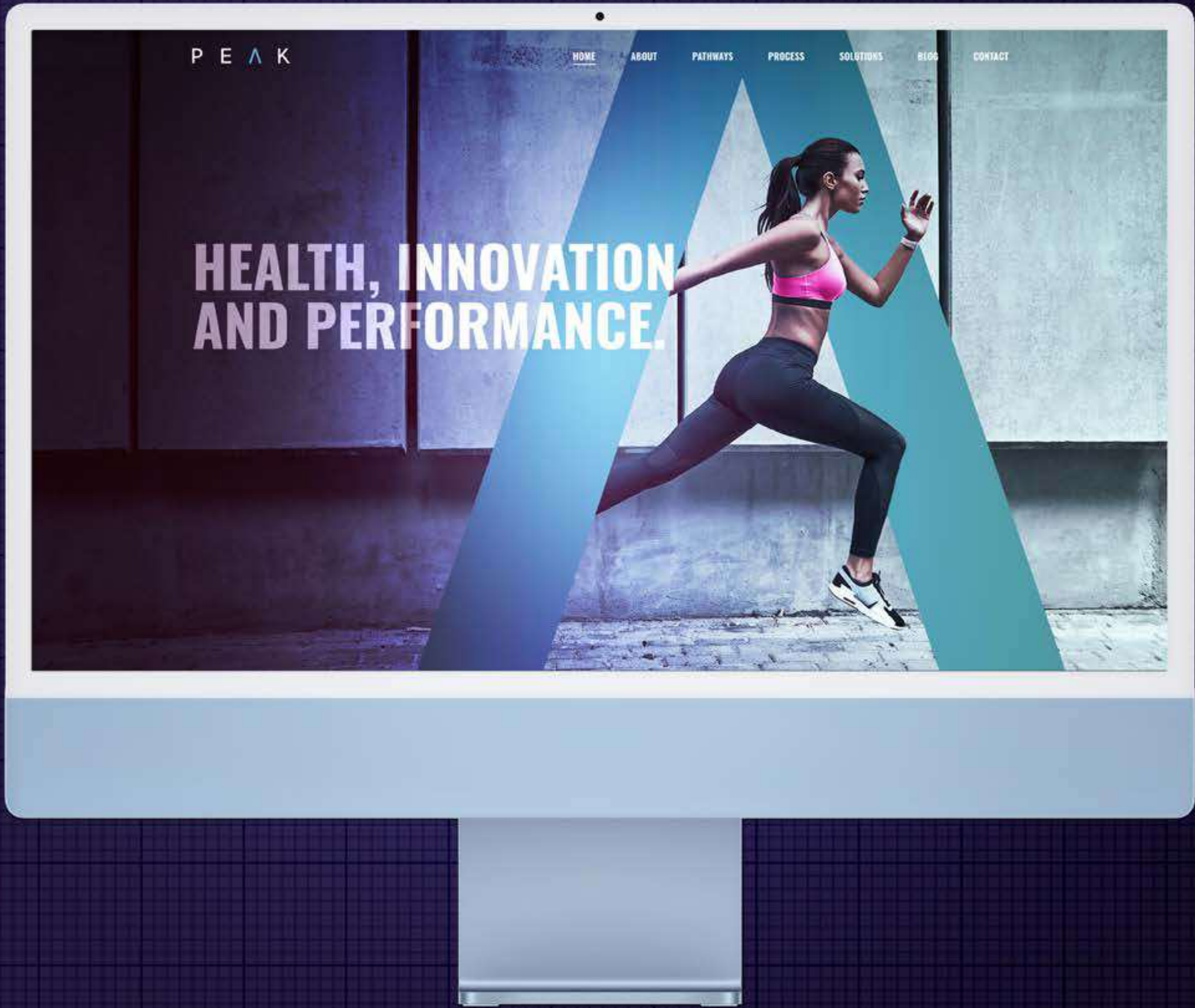
One of the many projects we've done for our friends at Sanctum Peak — a leading preventative health and human performance organisation — was a full digital rebrand. And when you're working with a business that helps people perform at the very top of their game, you've got to be right at the very top of yours too.

We created a clean, uppercase graphic featuring a stylised "A" to represent the word Peak. The marque exists either as part of the main logo or as a standalone branding device that's deployed across a range of assets in Sanctum Peak's new visual identity. We then developed a calming blue palette and applied it to the photography, helping to build the foundation of a distinctive and ever-growing image bank.

—

Website / Logo / Image Treatment

— \



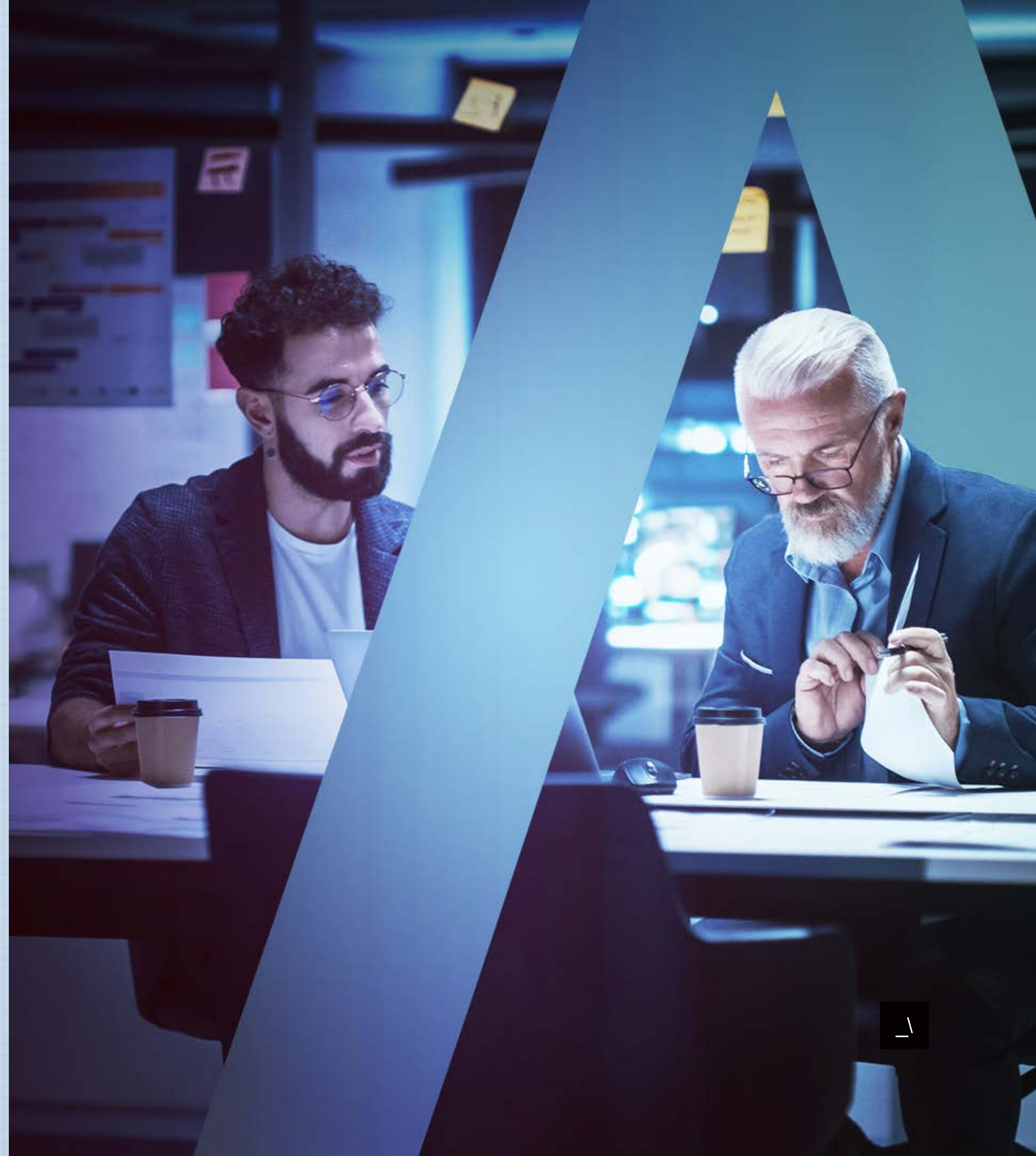
PEAK

HOME ABOUT PATHWAYS PROCESS SOLUTIONS BLOG CONTACT

HEALTH, INNOVATION
AND PERFORMANCE.



PEAK



— \
**NHS **
Time Please /

—
This NHS alcohol awareness campaign was built to shine a light on Section 141 of the Licensing Act, making it illegal for bar staff to serve anyone who's already drunk.

I combined the familiar landlord's cry of "Time Please!" with the hand stop sign to make the message absolutely clear, and the yellow and black colour scheme was a deliberate nod to the hazard warning signs that are so common in public spaces. The campaign has run consistently across bars and restaurants in the North West — particularly Manchester — with a range of executions including high-impact outdoor formats, flyers, drink unit calculators, and yellow warning cards. In the early days, it also included a bespoke website.

Alongside that lot, I created a fold-out, wallet-sized checklist for bar and venue staff to keep the key points front of mind, as well as T-shirts worn on site to help reinforce what's an important, but previously little-known, bit of legislation.

—
Yellow Card / Poster / Logo Marque / Website



TIME PLEASE!

**I'M SORRY BUT I
CAN'T SERVE YOU
ANY ALCOHOL AT
THIS TIME.**

I can still serve you with
non-alcoholic drinks.

**Please don't be offended
I'm just doing my job.**



TIME PLEASE!

It is against the law for
me to sell alcohol to
anyone who is drunk.
I can be fined £80 for
doing so.

SAFER DRINKING TIPS

- Pace your drinks
- Have a glass of water in-between alcoholic drinks
- Do not regularly exceed your daily limits

For more safer drinking
tips text **DRINK** to **87085**
(standard network rates apply).



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.



TIME PLEASE!



- 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.



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Manchester Metropolitan University \ Prospectus /

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This prospectus for MMU’s famous Hollings “Toast Rack” campus was produced to advertise the faculties courses in food, nutrition, fashion, hospitality, events management and tourism. With the faculty set to move to the university’s new Manchester city centre base, the brief was to produce a striking visual of its current home’s unique architecture while also showcasing some of the latest student work, featuring words and images from a number of the kids themselves.

I drew inspiration from Manchester’s iconic musical heritage, particularly Factory Records, and ran with a 12” record sleeve style for the main design, illustrated the Toast Rack as the hero visual, and used MMU’s existing colour palette to represent each programme, with the colour-coded window illustrations on the cover giving a sneak peek of the courses inside. The outer sleeve was kept simple — just the title and logo — but introduced the viewer to the book through a series of die-cuts, which were then echoed throughout the pages to break up the photography.

To support the campaign, I also created a website and an A7 multi-fold information pack, making sure the whole presentation felt cohesive and engaging.

—

Sleeve / Book & Sleeve / Inner DPS / Website

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Hollings Faculty
Manchester, MMU and Me



Manchester
Metropolitan
University

Hollings Faculty
Manchester, MMU and Me



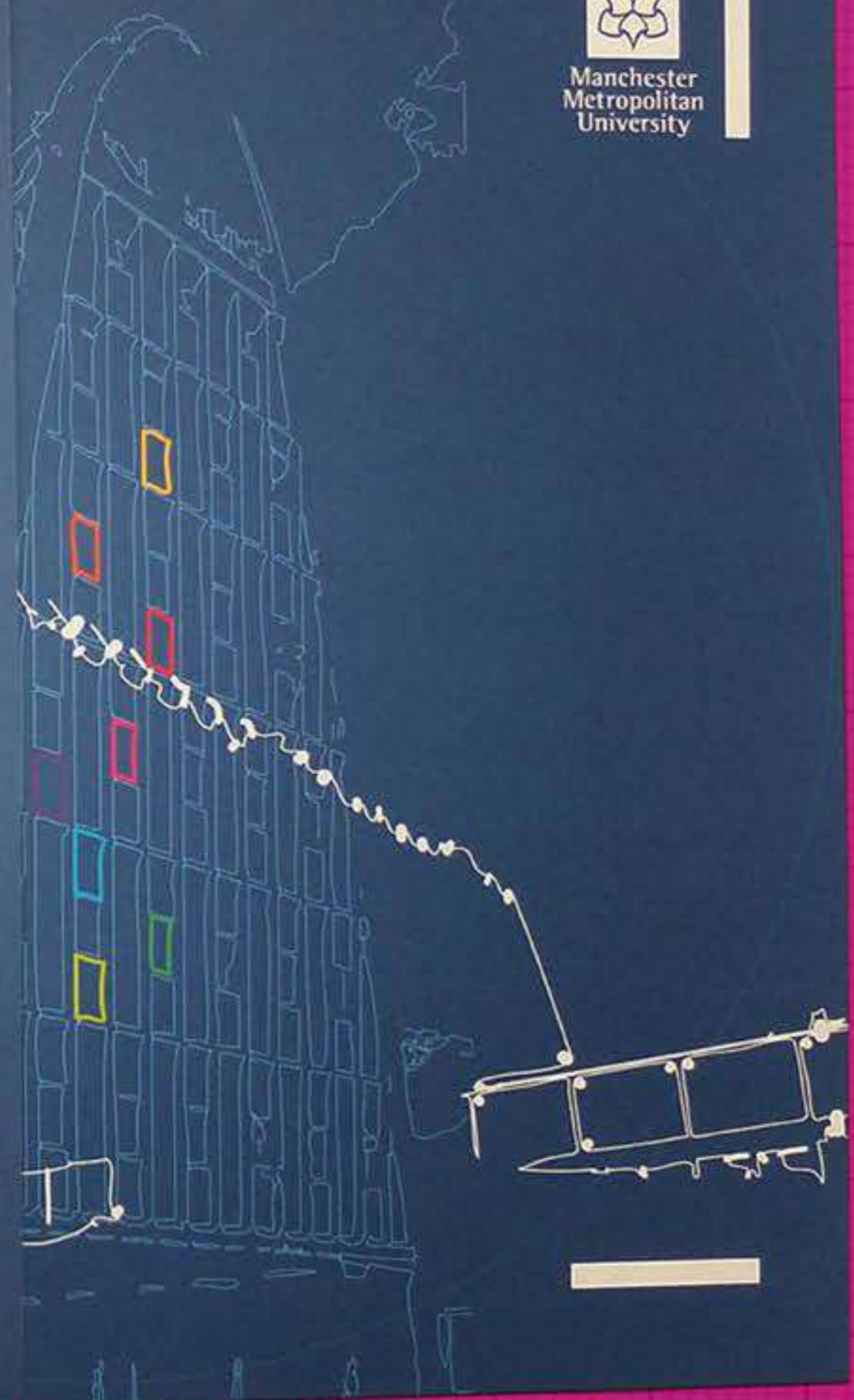
Manchester
Metropolitan
University

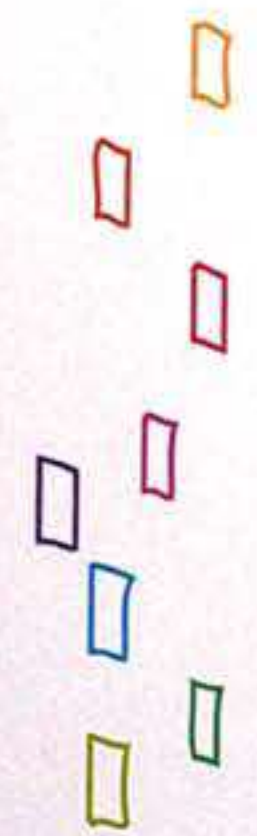


Hollings Faculty
Manchester, MMU and Me



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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.

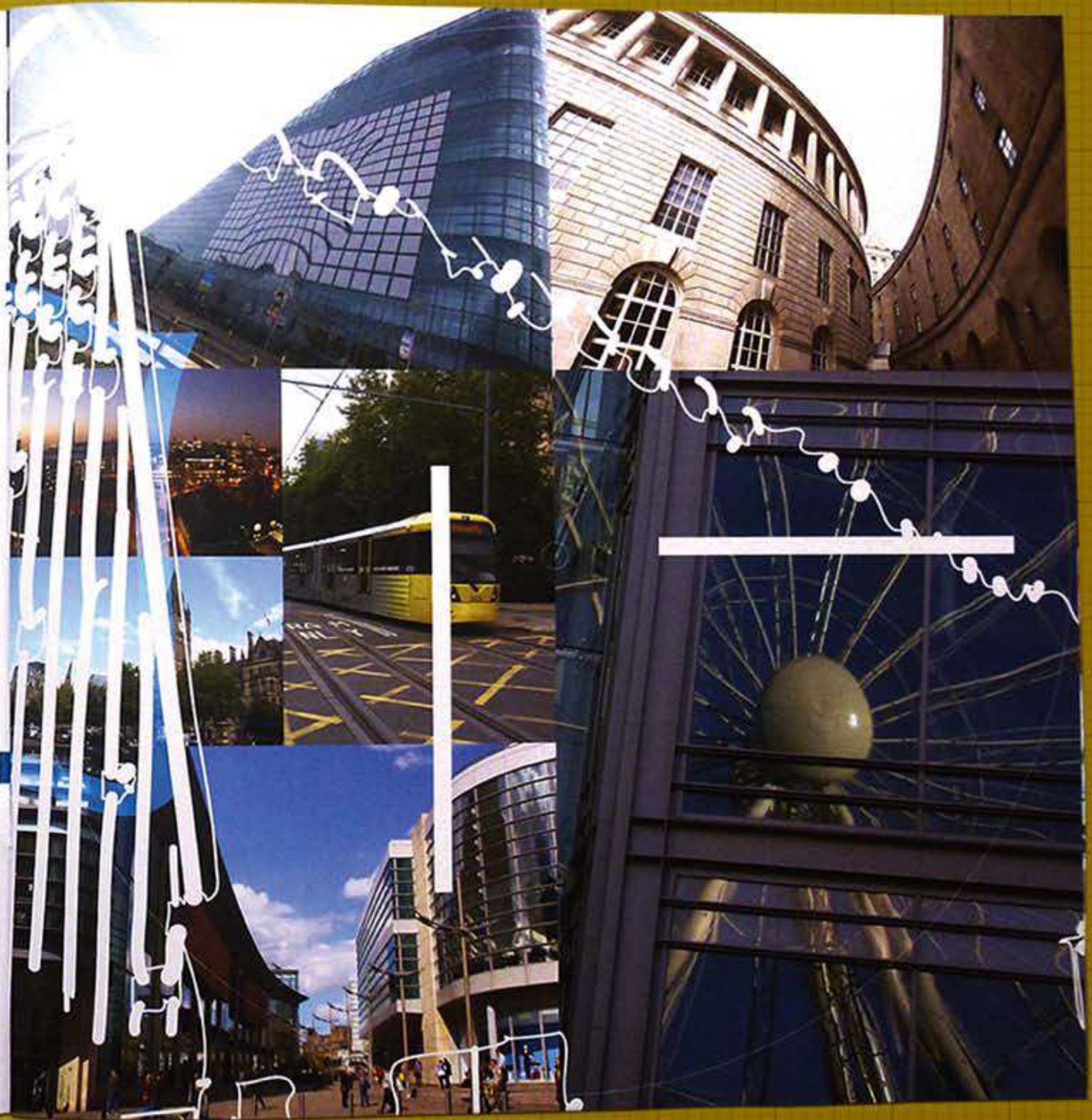
A city of culture and music it is home to a wealth of museums, galleries and music venues and its sporting reputation is world famous. The City's two Premiership title winning football clubs and world class sporting venues mean it is host to a wide variety of international and national sporting events.

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



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**Baby Jane & Friends **

Assorted Projects /

—

I was commissioned to create a series of Warhol-inspired screen print pop art pieces — they were great fun to work on and a nice little earner to pad out the wallet too.

—

Baby Jane / Begbie / Kate / Shaun

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**Logos **

Assorted Projects /

—

When I kick off a rebrand — or even something just for TV and tucked away in the background — I usually start with the logo. A well-thought-out, clear marque can instantly set the tone for a company or product, whether it's real or imagined. And as the saying goes, you only get one chance to make a good first impression.

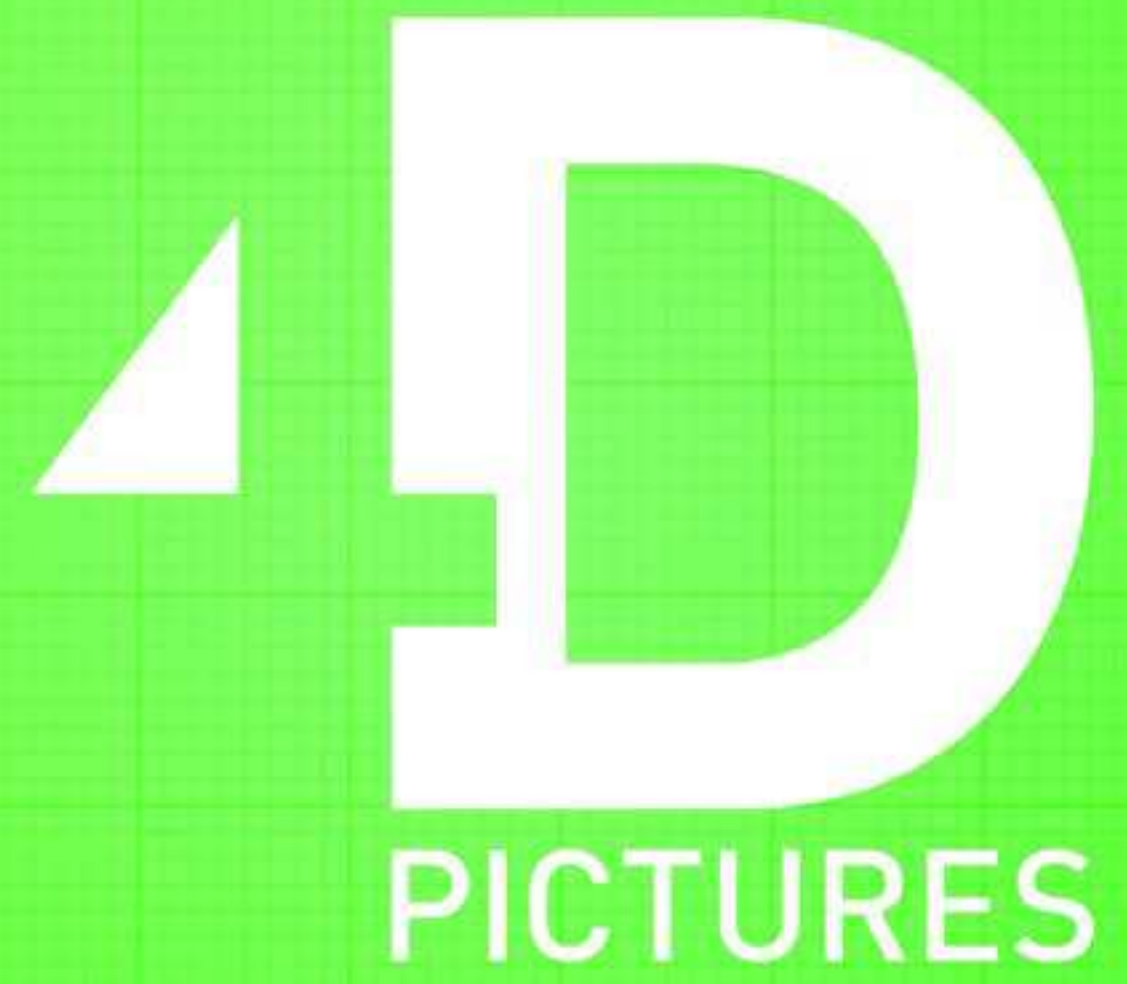
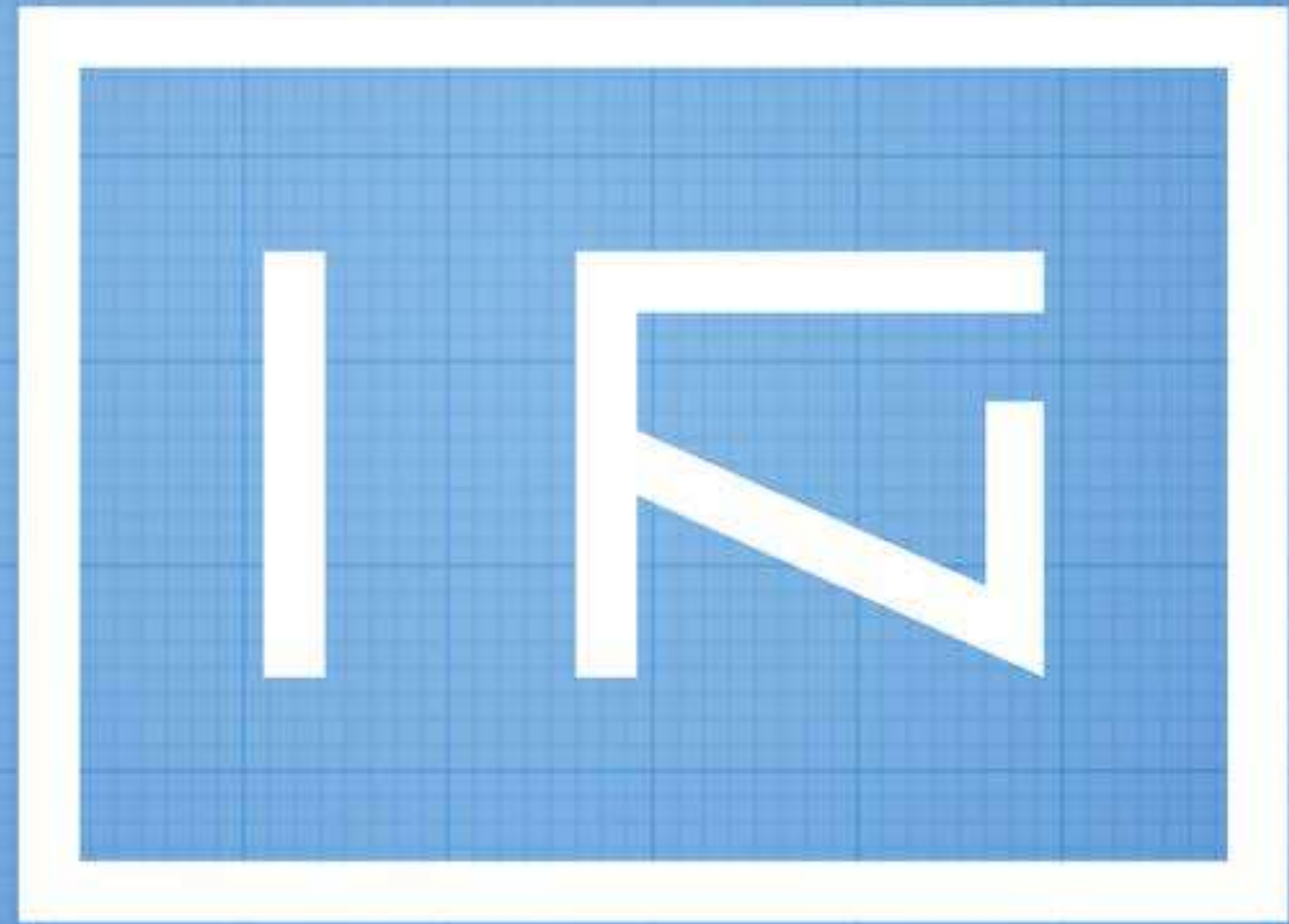
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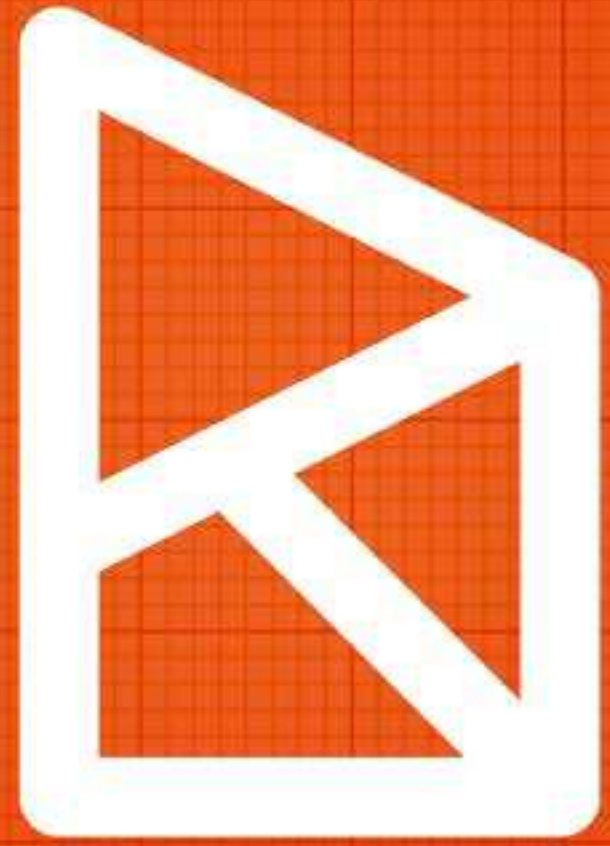
Welsh National Orchestra / Manchester Jewish Museum / ElevenSeventeen / 4D Pictures / Krafty / 7 Generals

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Handwritten white text on a red background, appearing to be the letters 'mno' in a cursive script.







KRAFTY™



7Generals

— \
**CV **
Art Department /

—
Which?:
The Power In You
TV Commercial
Graphic Designer
Produced by Biscuit Filmworks
August to September 2025

—
LEGO Friends:
Heartlake The Musical
Film
Graphic Designer
Produced by Final Pixel
July 2025 / Release Date 2026

—
Rail Delivery Group:
On The Train You Can
TV Commercial
Graphic Designer
Produced by Merman
May 2025

—
Venmo:
Now You Can
Venmo Everything
TV Commercial
Graphic Designer
Produced by Somesuch
April 2025

—
Meta
TV Commercial
Graphic Designer
Produced by Somesuch
April 2025

—
PUMA X Manchester City:
Last Night At The Social Club
Official Promo
Graphic Designer
Produced by Iconoclast
February 2025

—
EE X Samsung:
Wild Weekend
TV Commercial
Graphic Designer
Produced by Iconoclast
December 2024

—
Usyk vs Fury 2
Official Promo
Graphic Designer
Produced by Sugar Free TV
& Riff Raff
September 2024

—
I Fought The Law
Four-Part Drama
Lead Graphic Designer
Produced by Hera Pictures for ITV
June to August 2024

—
Toxic Town:
Additional Photography
Four-Part Drama
Lead Graphic Designer
Produced by Broke & Bones for Netflix
April to May 2024

—
Toxic Town
Four-Part Drama
Graphic Designer
Produced by Broke & Bones for Netflix
July to November 2023

— \
—

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**Assorted Clients **
Art Department /

—

Biscuit Filmworks
Broke & Bones

—

EE

—

Final Pixel

—

Hera Pictures

—

Iconoclast
ITV

—

Manchester City FC
Merman
Meta

—

Netflix

—

Puma

—

Rail Delivery Group

—

Samsung
Somesuch
Sugar Free TV

—

The LEGO Group

—

Venmo

—

Which?

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—\
**CV **
Design & Advertising /

—
Freelance Creative
Non Art Department Clients
Graphic Design & Artwork
April 2019 to date

—
Run2
Senior Creative
Freelance Contract
April 2022 to July 2023

—
Freelance Creative
Graphic Design & Artwork
April 2019 to April 2022

—
AKA UK
Senior Creative
December 2015 to April 2019

—
Freelance Creative
Graphic Design & Artwork
March 2014 to December 2015

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

—
Freelance Creative
Graphic Design & Artwork
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
Graphic Design & Artwork
January 1999 to February 2004

—
Psygnosis
Middleweight Creative
April 1997 to January 1999

—
BDH Advertising
Junior Creative
August 1995 to April 1997

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**Assorted Clients **
Design & Advertising /

- | | | | |
|--|---|--|--|
| —
Adidas
AKA
Albert's Schloss
Ambassador Theatre Group
Arsenal FC
Aston Villa FC | —
EE

—
Fujitsu

—
George House Trust
Gola | —
Manchester City FC
Manchester International Festival
Manchester Metropolitan University
Manchester United FC

—
NHS | —
The Football Association
Tottenham Hotspur FC

—
Umbro
Uniac |
| —
Blackburn Rovers FC | —
Henkel International | —
PlayStation | —
Verde Group |
| —
Continuum Attractions
Co-op | —
Liverpool Empire Youth Theatre
Liverpool Everyman & Playhouse
Lowry Theatre
Lyric Theatre | —
Samsung
Sanctum Peak
Simon Community Scotland
Sony
Storyhouse Theatre
Street Work | —
World Mobile Group |
| —
Dell Technologies
Derby Theatre
Dr Martens | | | |

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$\Sigma(Mm_)$

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[IMDb](#)

[Instagram](#)

[LinkedIn](#)

[Website](#)

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Manchester

matt.marsden71@outlook.com

07790 302 403

