

Bash

THE PORTFOLIO OF
MARK JEFFRIES

LOGOS

BRANDING & IDENTITY
2010-2012

Logo design for a multitude of clients and brands including footwear labels, bands, DJ's, bloggers, promoters, production companies, awards shows and small businesses.

POLAR·TEX



FOLD

SEIT - 1890
KALMAN & KALMAN
WIEN - BUDA



**HATTORI
HANZO.**



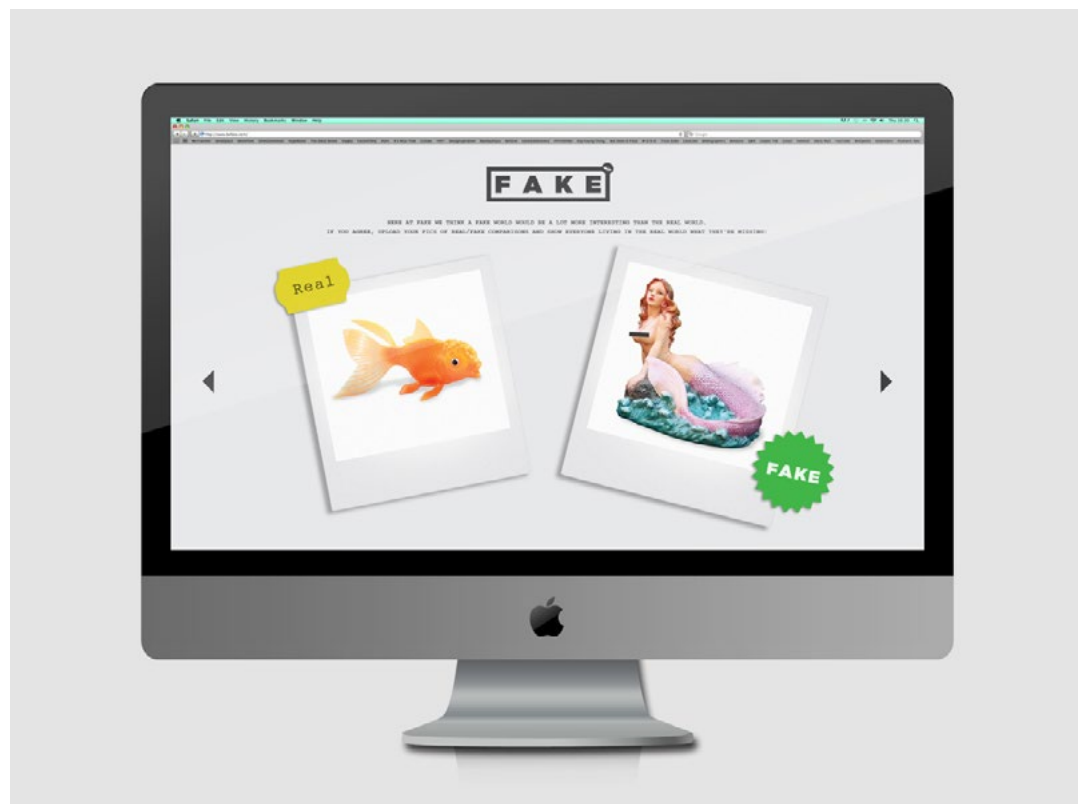
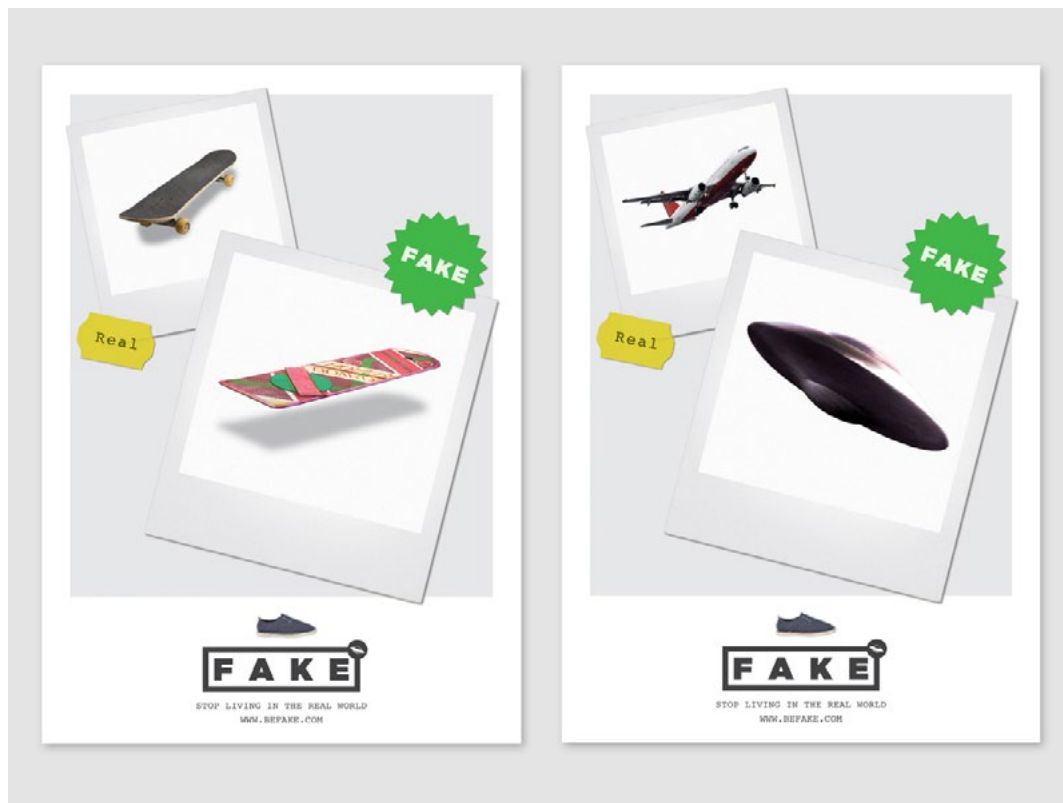
MOSNOW
A SNOWBOARDING BLOG



FAKE

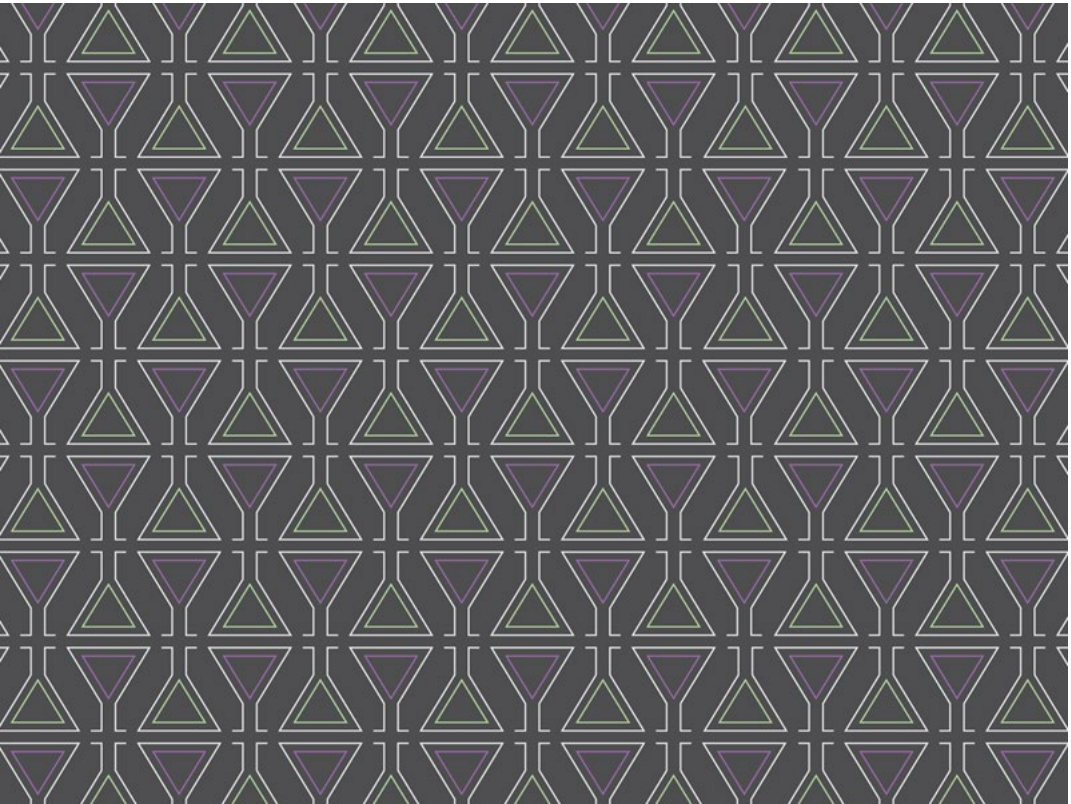
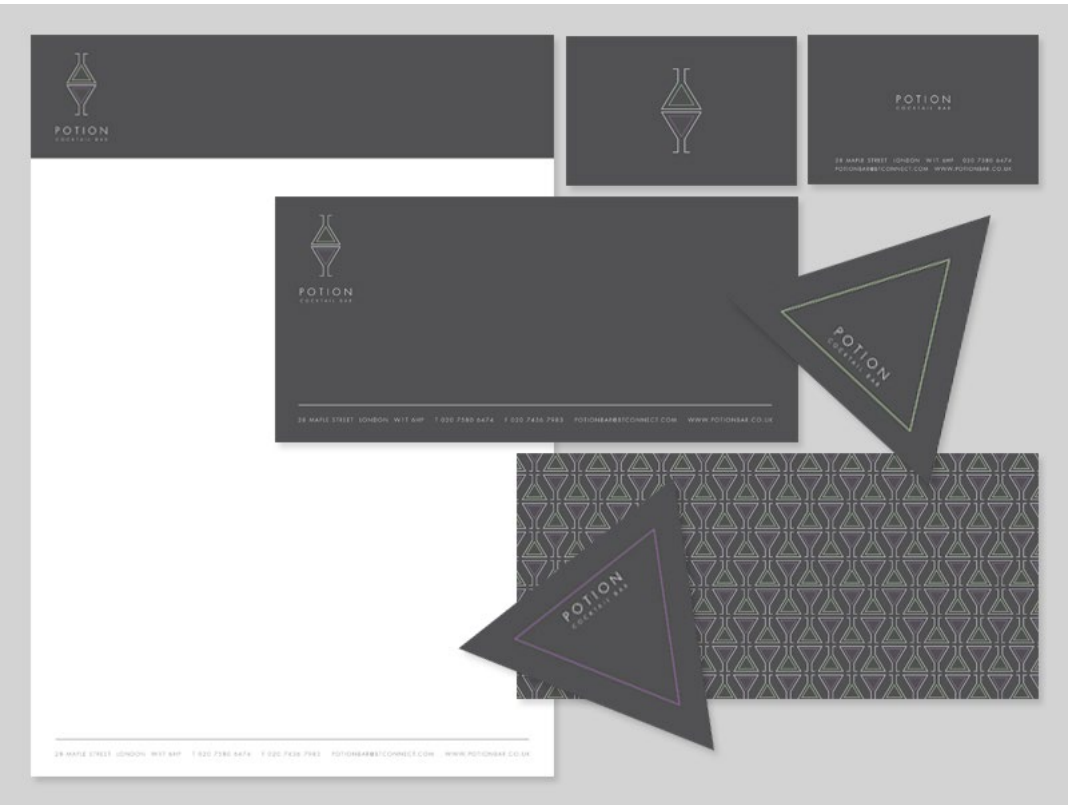
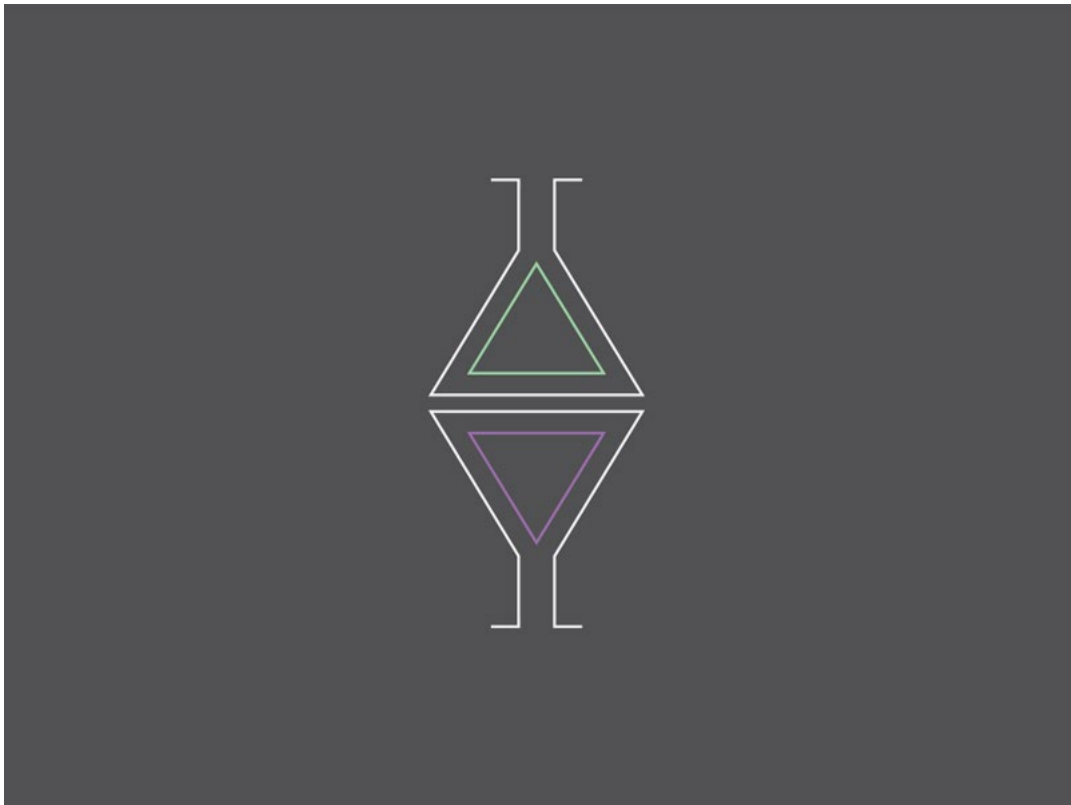
BRANDING & MERCHANDISE
2011

Rebranding a sneaker/casual shoe label aimed at teenagers and young adults and trying to inject some fun and cheekiness into the brand. A broad range of elements had to be considered, including logo, shoe labels/tags, box and stickers, adverts, wrapping paper and a basic website design.



POTION COCKTAIL BAR
BRANDING & STATIONERY
2010

Branding and stationery for London-based cocktail bar ‘Potion’. After custom dropped throughout 2010, Potion wanted to re-establish their brand with a focus on what they do best - cocktails - and target a slightly more upmarket audience of young professionals.

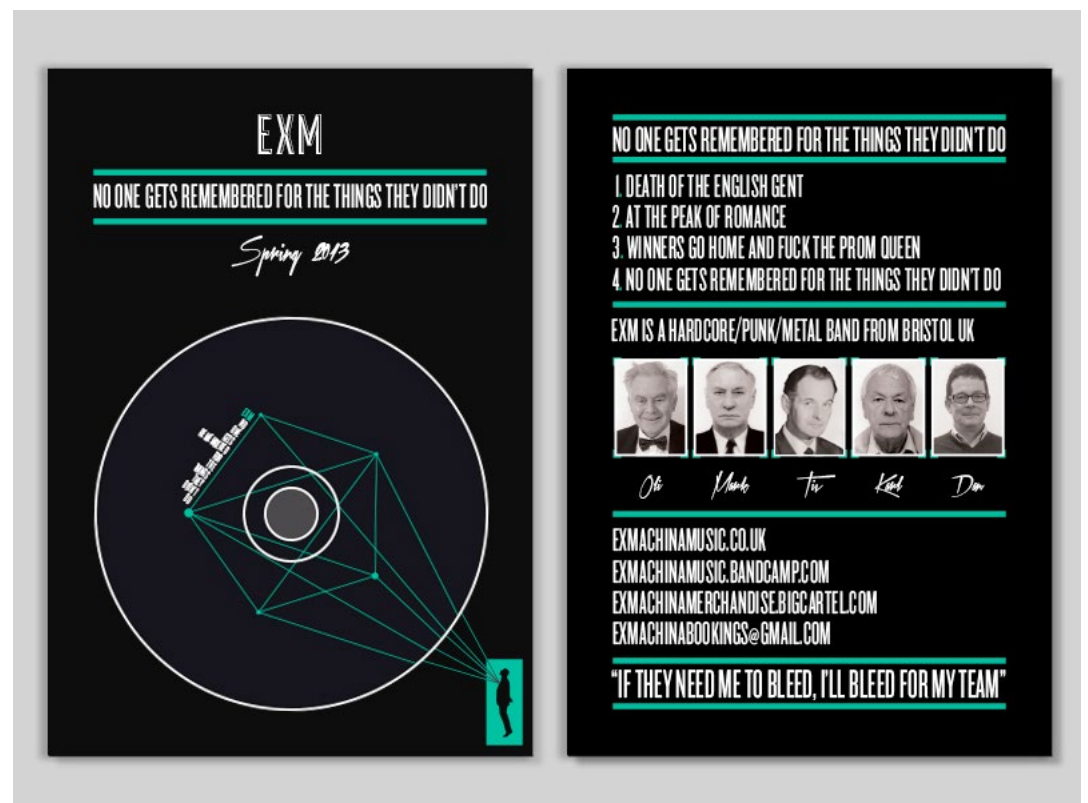
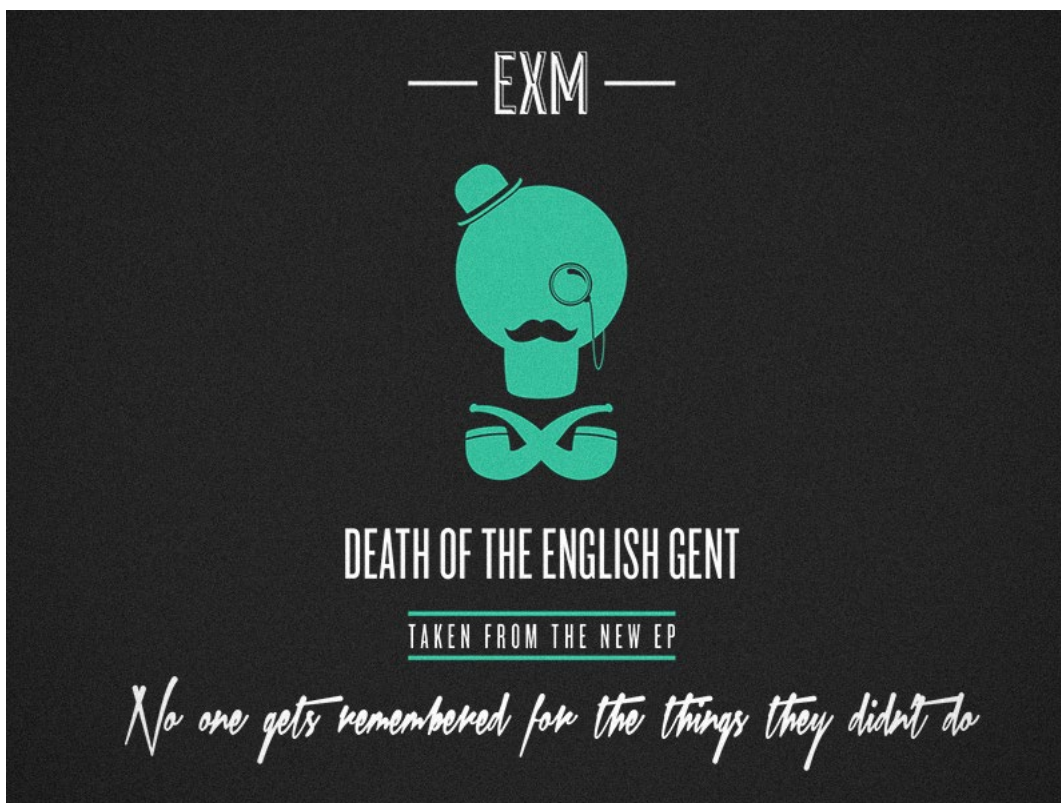




EXM

PROMO & MERCHANDISE
2010-2013

Identity, promotional material and merchandise for south west hardcore/punk/rock band EXM (formerly Ex Machina), in which I also drum for. Projects have included sticker design, gig posters, press kit design, tee design and online promotional material.



FREEHAND & DIGITAL
2009-2012

FREEHAND & DIGITAL
2009-2012

