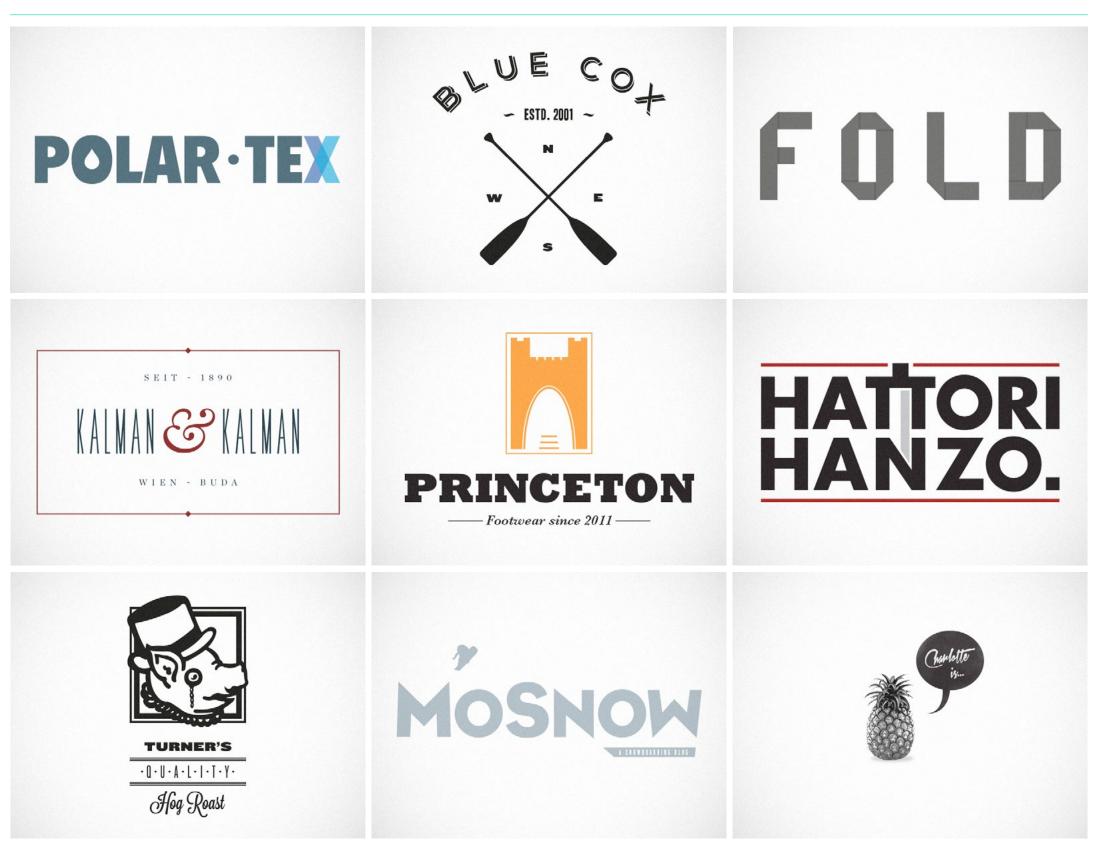


THE PORTFOLIO OF MARK JEFFRIES

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.



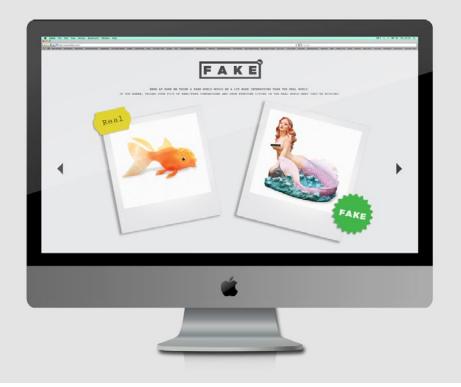
FAKE BRANDING & MERCHANDISE 2011

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.





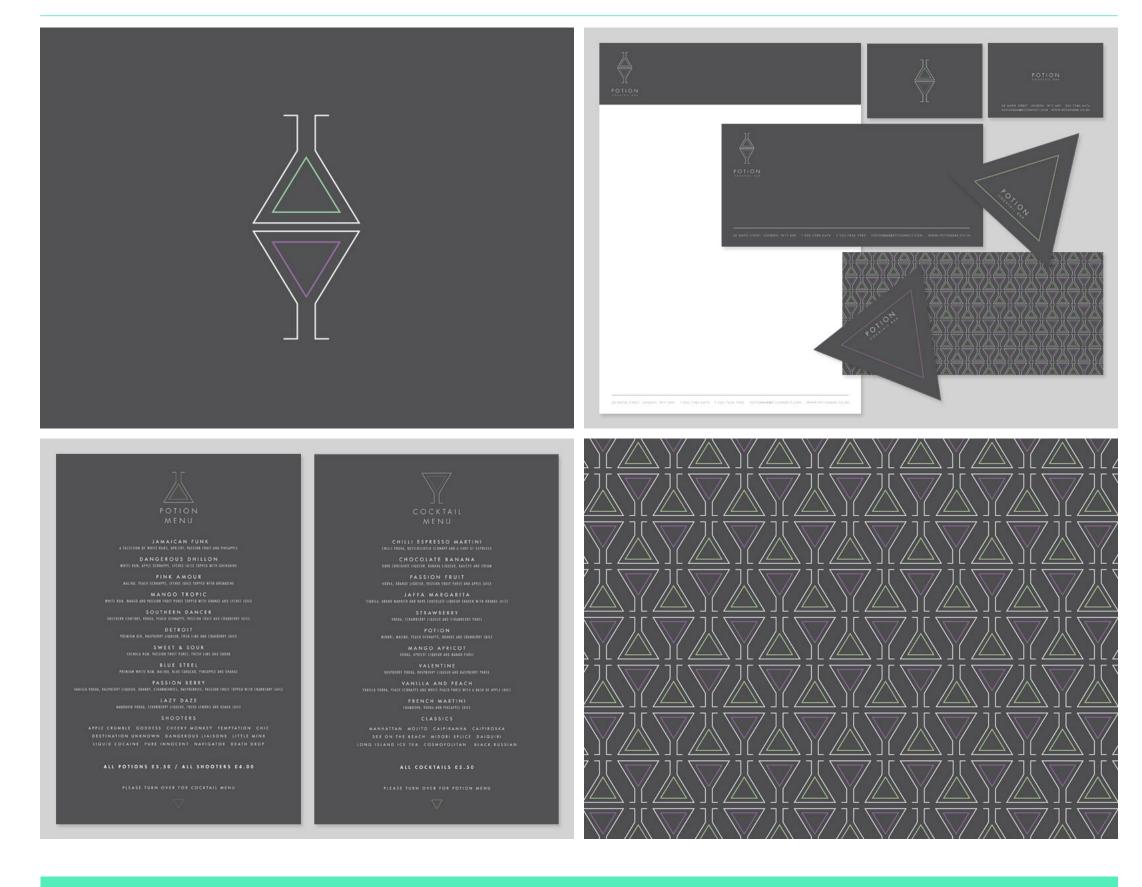




POTION COCKTAIL BAR

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.



SHOEMANIC MAGAZINE

EDITORIAL & LAYOUT 2011-2012

Design and layout of a number of spreads for Shoemanic, the in-house fashion and lifestyle glossy of Austrian shoe retailer 'HUMANIC'. Working with another designer and having gained the trust of the client, we are able to create an exciting magazine, without too many restrictions, four times per year.



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.



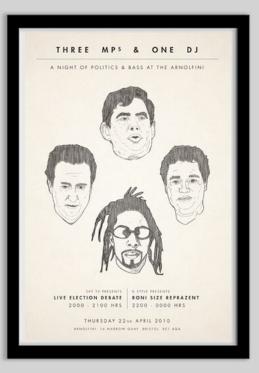
ILLUSTRATION FREEHAND & DIGITAL 2009-2012

A lot of my spare time is spent illustrating for pleasure, with some of my pieces being entered into competitions or given away as gifts. When illustrating by hand I solely use a pencil for sketching and black biro to finish and digital-based work is created using Adobe Illustrator and Photoshop.









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