

PRETESH MISTRY WORK SAMPLES

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FREELANCE GRAPHIC DESIGN // ART DIRECTION



RAMFOAM

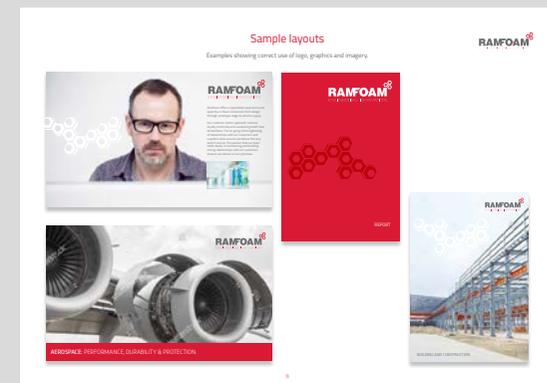
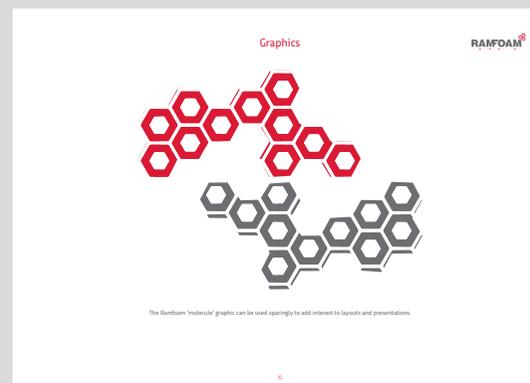
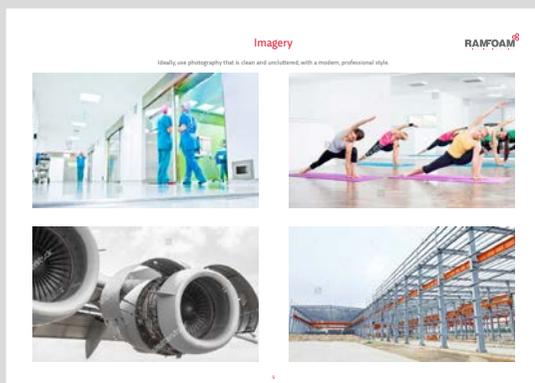
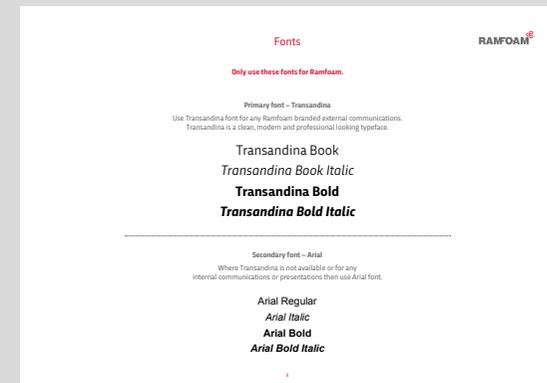
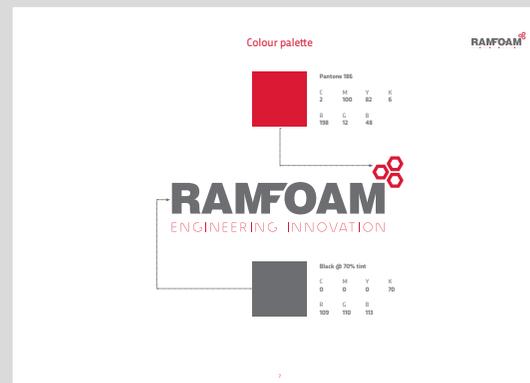
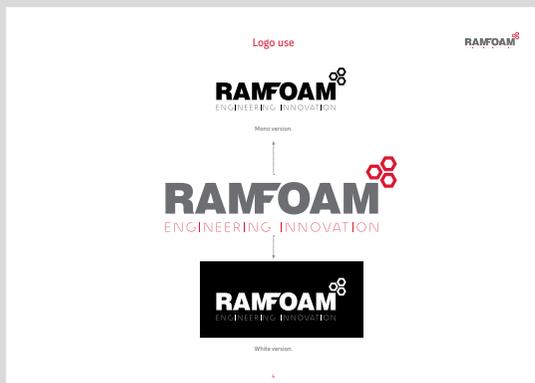
ENGINEERING INNOVATION



Ramfoam are the UK's premier custom closed & open cell polyurethane & polyethylene foam manufacturer. The company went through a rebrand to reposition themselves within their sector. Working with design consultancy Levells I helped develop a “fresh and powerful” new identity to better reflect what the company did best. Brand guidelines were also created to help create a solid brand identity.

BRANDING // IDENTITY // GRAPHIC DESIGN

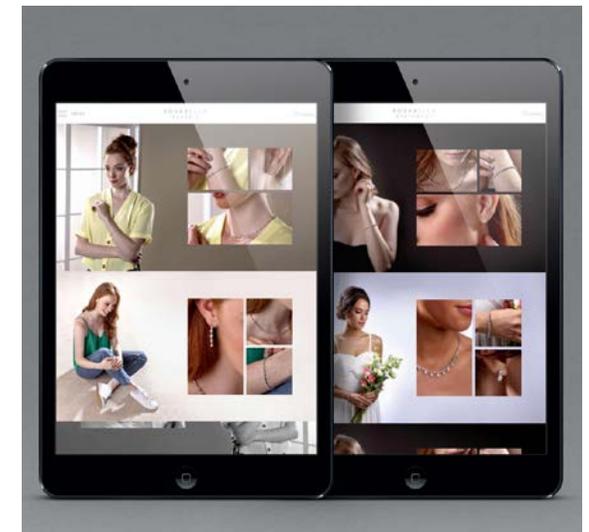
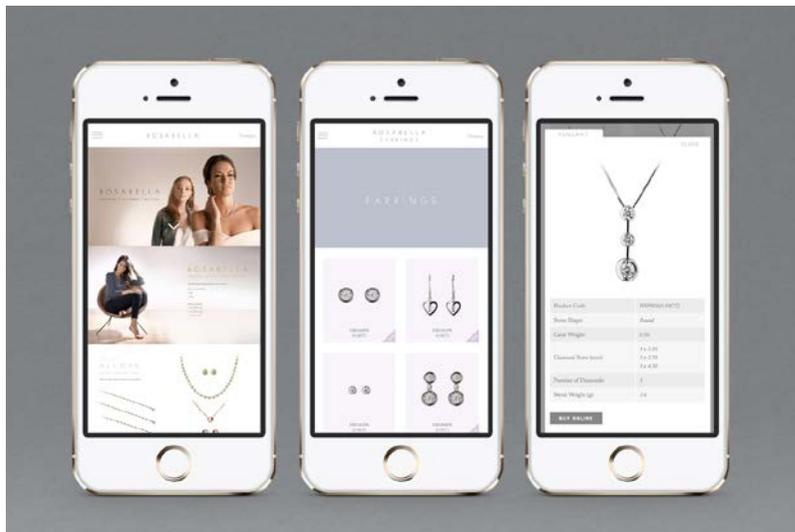


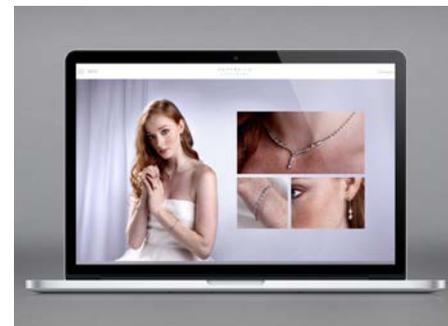
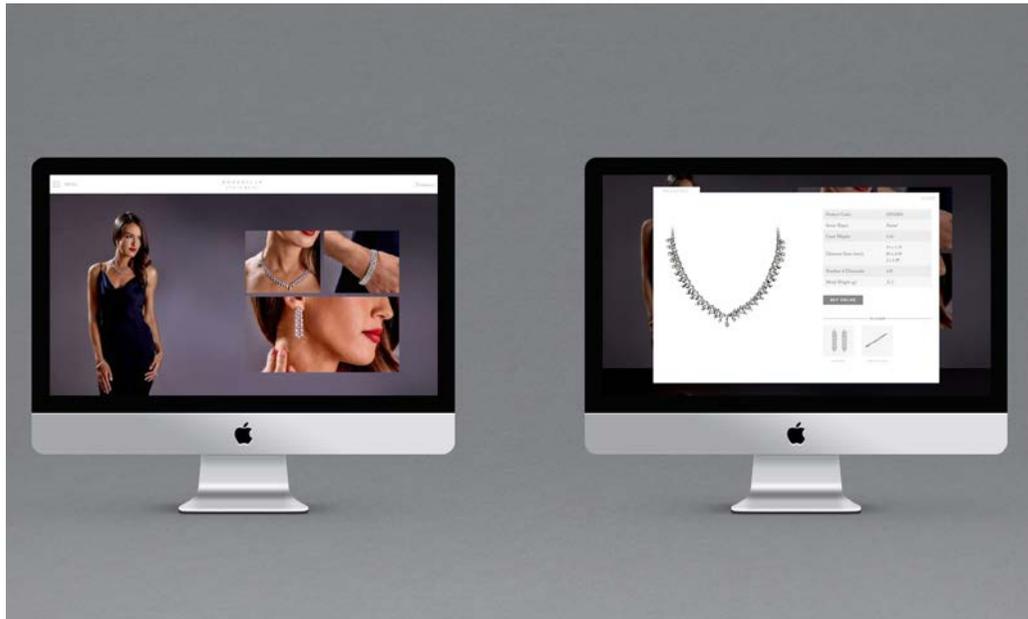
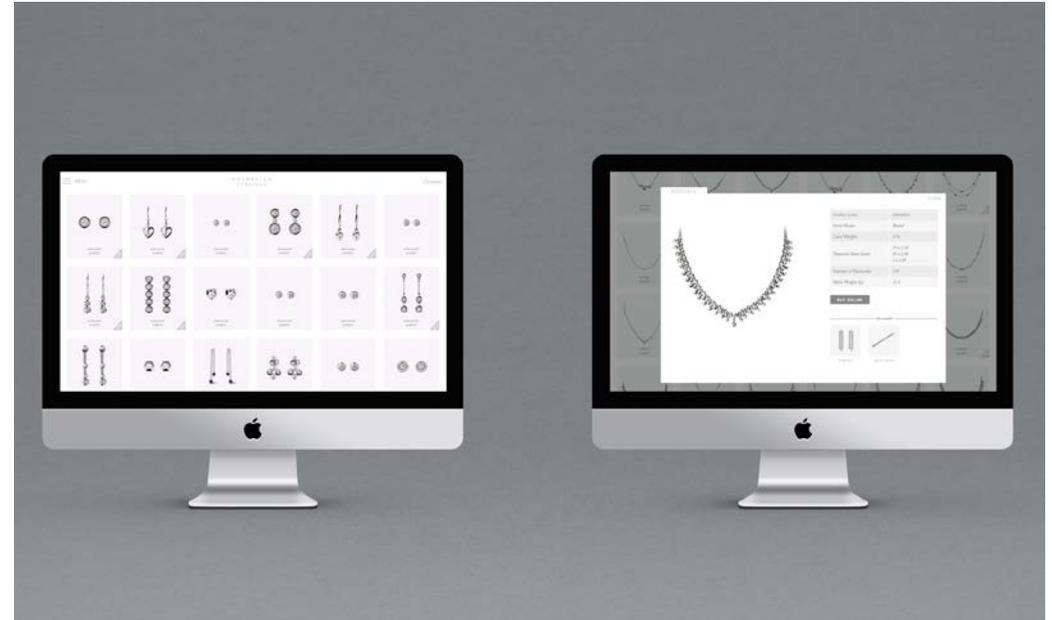




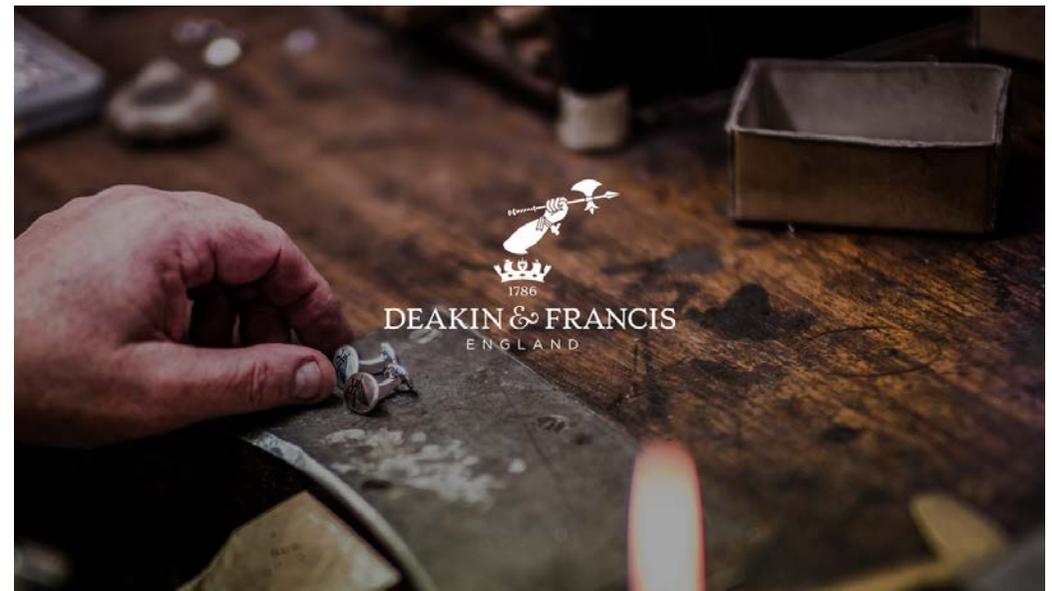
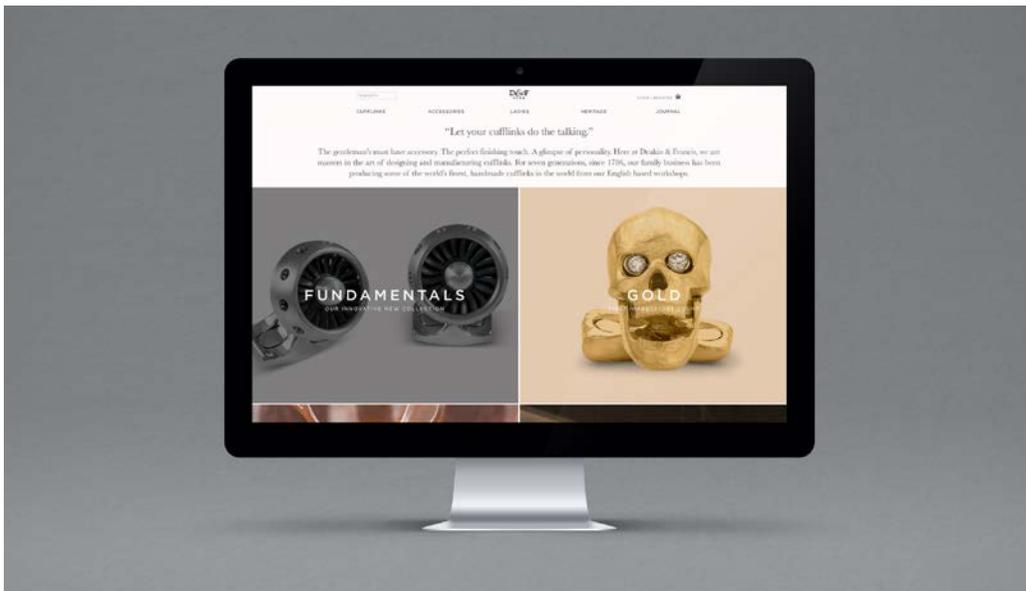
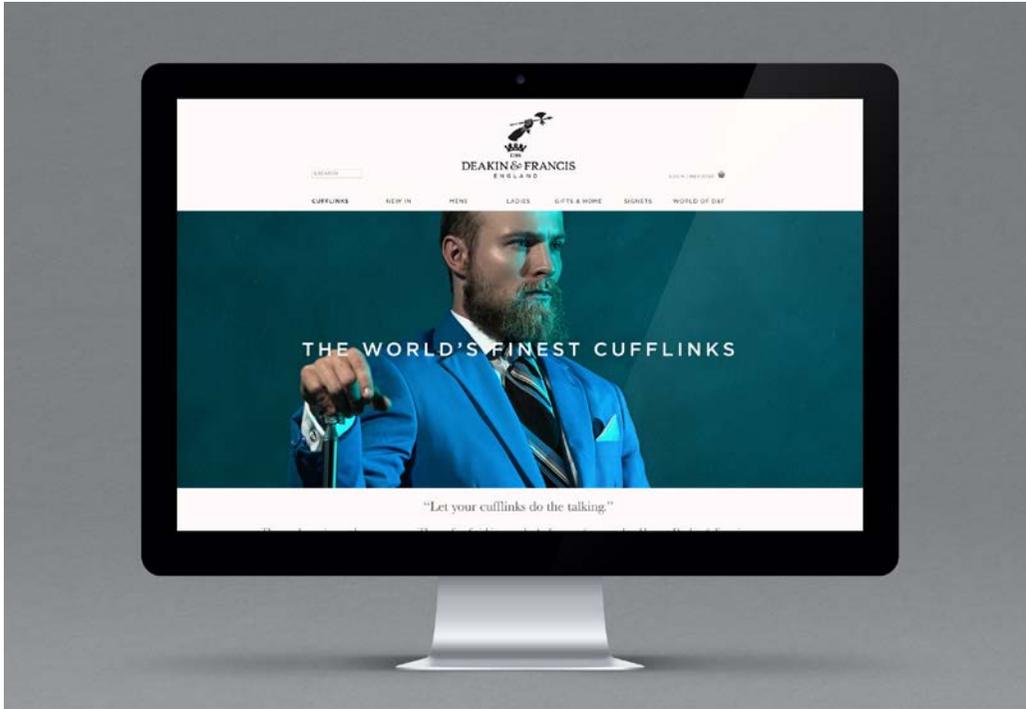
Domino are one of the UK's leading jewellery manufacturers. Working with design consultancy Levells, we were briefed to create a microsite for Rosabella, a stunning selection of diamond jewellery featuring neckwear, wristwear and earrings. The microsite provided live pricing and data. A photoshoot with models was commissioned along with video content helping to bring the new collection to life. The jewellery is shown as a suite on each model, with a detailed overview on each piece just a click away.

DIGITAL DESIGN // ART DIRECTION // VIDEO





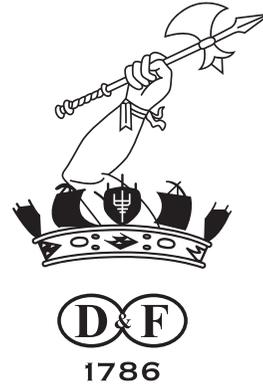






DEAKIN & FRANCIS®
ENGLAND

OLD LOGO



OLD GRAPHIC



REDRAWN GRAPHIC

DEAKIN & FRANCIS®
ENGLAND

OLD TYPOGRAPHY

DEAKIN & FRANCIS
ENGLAND

NEW TYPOGRAPHY



DEAKIN & FRANCIS®
ENGLAND

OLD LOGO



DEAKIN & FRANCIS
ENGLAND

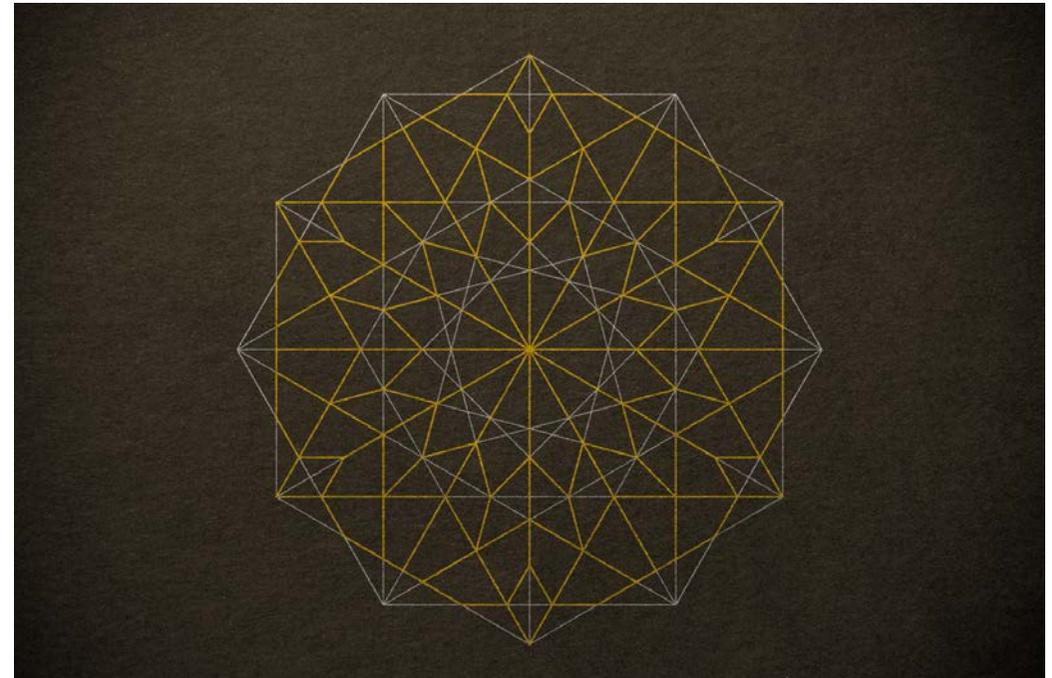
NEW LOGO

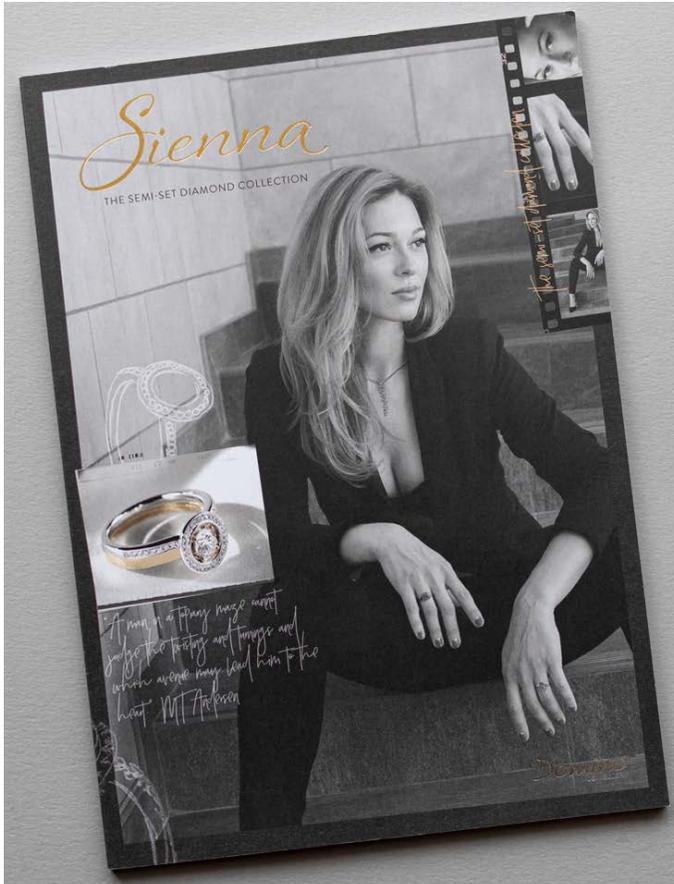
Porta Mokha is a UK based food importing business. I was commissioned to create their brand identity and food packaging. The initial brief was to create an identity for a premium food brand, Porta Mokha. The logo had to evoke a feeling of quality and luxury about the various food products that Porta Mokha were selling. In addition, we incorporated elements of Arabic script into the

design as a subtle nod to where the products were being sourced from. Packaging designs were also developed for their range of dates products. Working with a local artist who is an expert in Islamic geometric art, we constructed a series of exotic patterns, that combined with gold foiling maintained the high-end, premium feel of the brand.

BRANDING // GRAPHIC DESIGN //
PACKAGING // PRINT

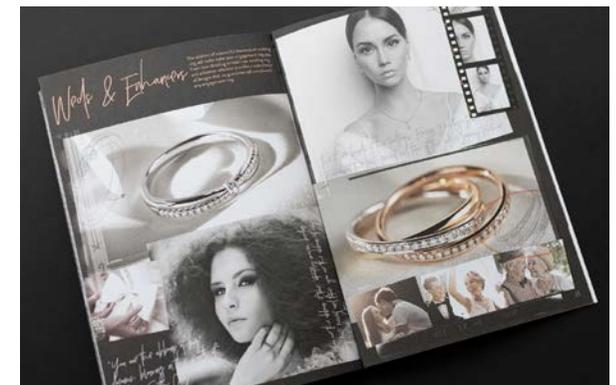






Domino are one of the UK's leading jewellery manufacturers. Working with design consultancy Levells, we were briefed to create a fashion-led ring collection brochure 'Sienna' featuring designs inspired by a myriad of influences from art-deco to nature. I produced a stylish and evocative new design, capturing the artistic and creative spirit of the jewellery designer's sketch book. The brochure was a departure from previous catalogues Domino had and was well received by the client and sales reps who use to it for presentation and selling.

DIGITAL DESIGN // ART DIRECTION // VIDEO







The BASS Festival is a month-long festival celebrating the best of the streets. An innovative design was required for the festival exploring the four elements of Hip Hop; B-Boying, DJing, MCing and Graffiti.

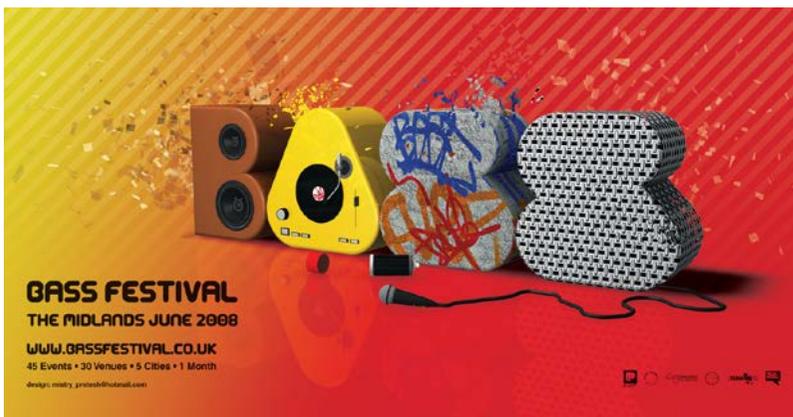
Using the BASS acronym and giving each letter from it an element. The letter 'B' is designed to look like a speaker to represent the music the BBoys/Girls perform their moves to.

'A' is a record deck/turntable to represent the DJing element of Hip Hop.

'S' has a brick wall texture with tags on it for the Graffiti element.

The final 'S' has a microphone and lead coming out of it with a texture the same as a microphone shield to show the MCing element of Hip Hop. A custom font for the BASS lettering was also designed to give it a slightly abstract and unique feel.

ADVERTISING // GRAPHIC DESIGN // ILLUSTRATION





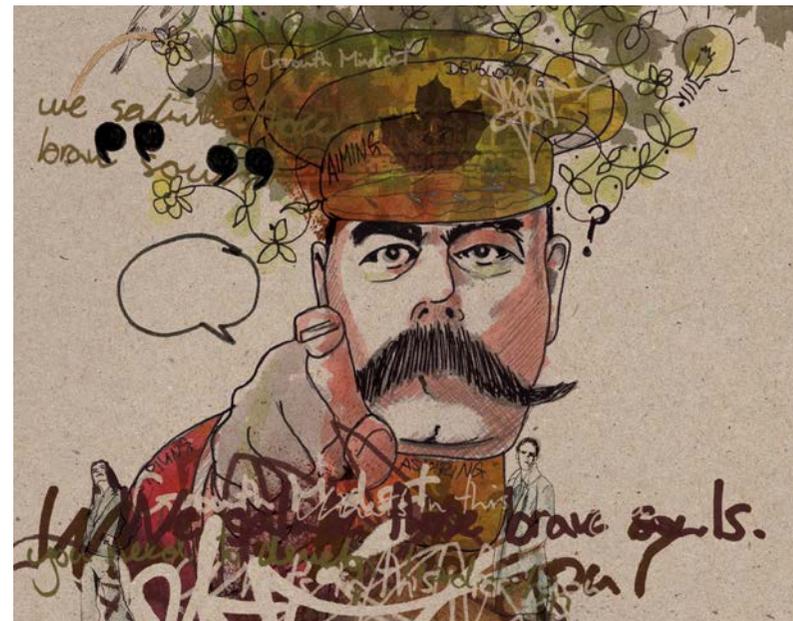
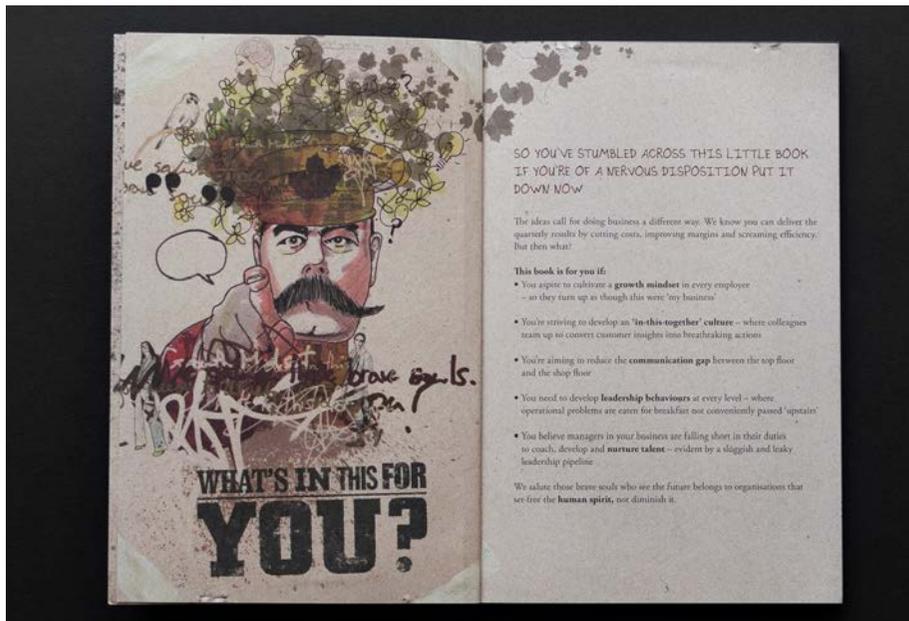
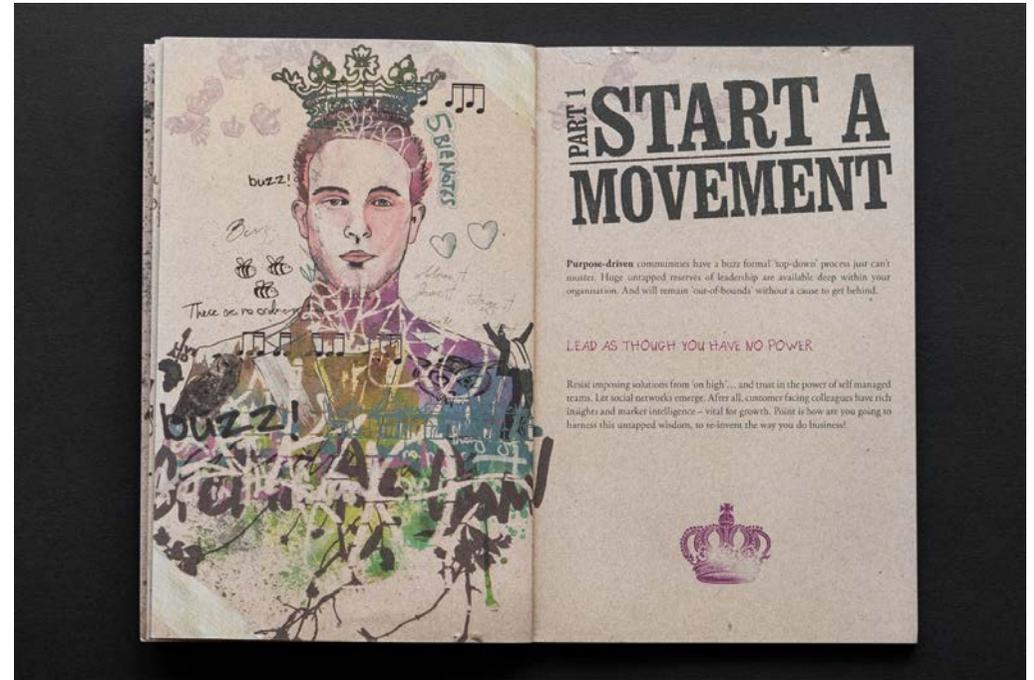
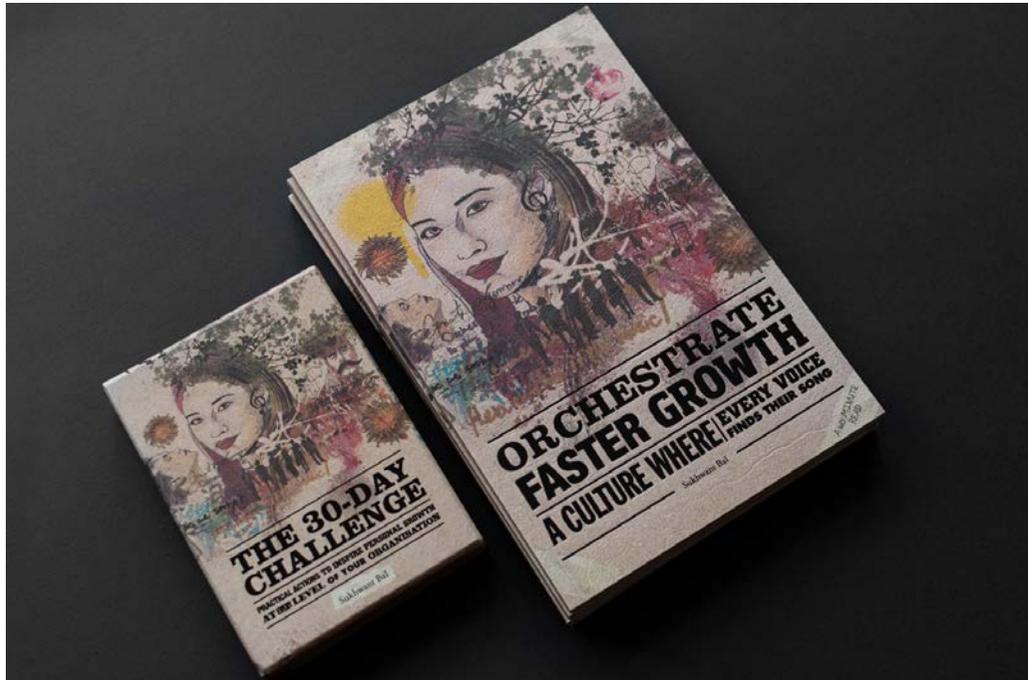
Branding and advertising for the Conservative Party Conference, Birmingham UK, October 2008. The brief was to promote the city as an engaging and vibrant conference venue with plenty to do. Using the famous Bull sculpture as a focal point, retail, dining, arts and entertainment were highlighted as just a few of

the many activities available. The aim was to cement Birmingham's position as a world-class visitor experience. The campaign ran across 96, 48 sheet and 6 sheet posters, digital screens, information panels, exhibition stands and conference literature. Designed at KLM.

ART DIRECTION // ILLUSTRATION // GRAPHIC DESIGN

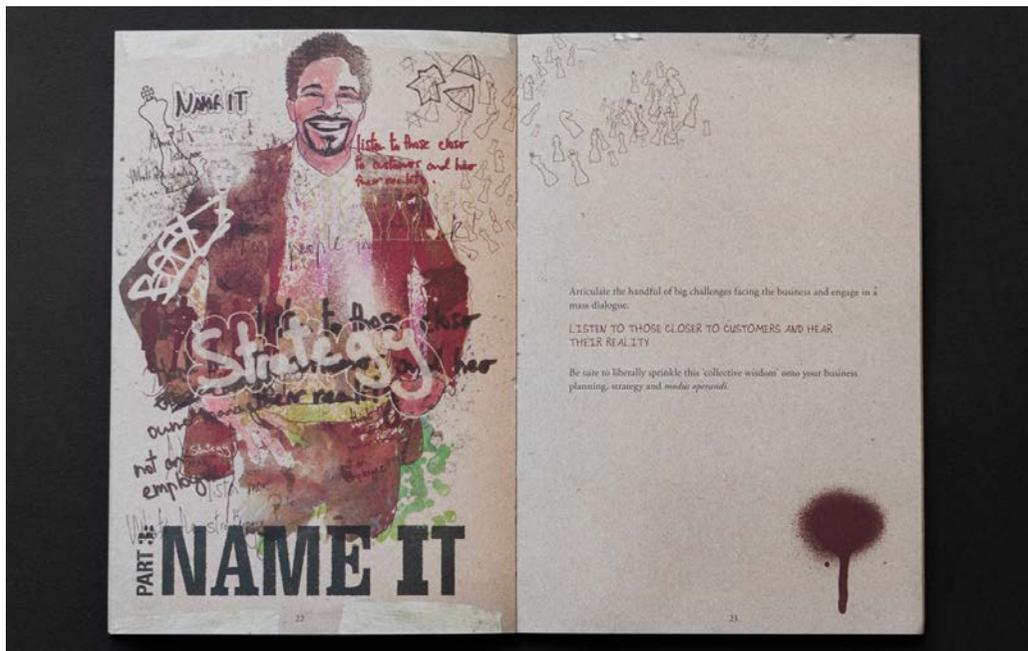


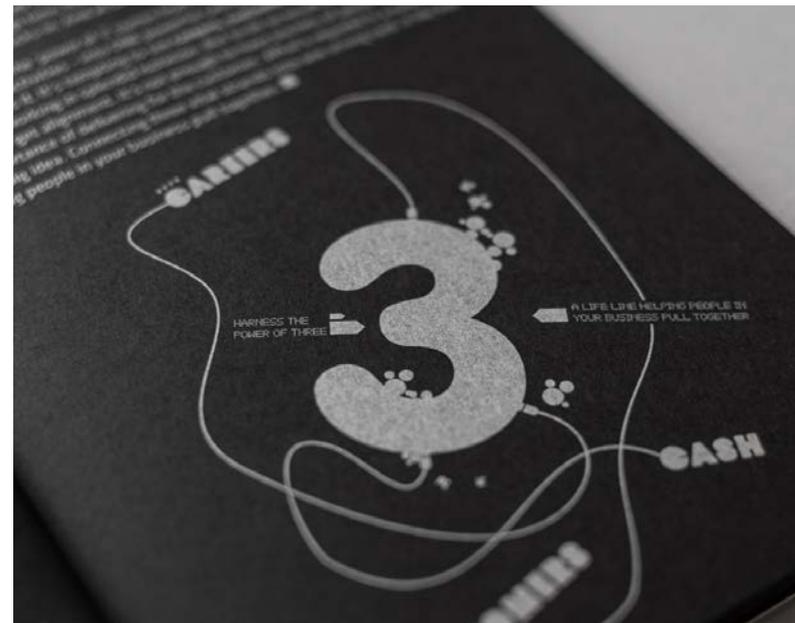




The book explains how senior leaders within large organisations can empower their colleagues to 'lead without title'. The brief required the handbook to have the feel of a personalised notebook. Bursting with illustration, it would have an organic and hand rendered feel, with drawings, doodles and hand written notes complimenting the printed text, with the main theme being personal growth. Accompanying the book were a set of '30 Day Challenge' cards to be used in conjunction with the book helping to promote the behaviours, rituals and practices needed to 'lead without title'.

GRAPHIC DESIGN // ILLUSTRATION // PRINT





'Careers, Customers and Cash' is a director's guide to building a great business. I was briefed to design and illustrate a handbook that would be unique in style but still appeal to a business audience. In addition, a mentoring tool-kit containing cards and a fold-out A3 flyer were also designed and sent out with the handbook in a targeted campaign to retain and attract clients.

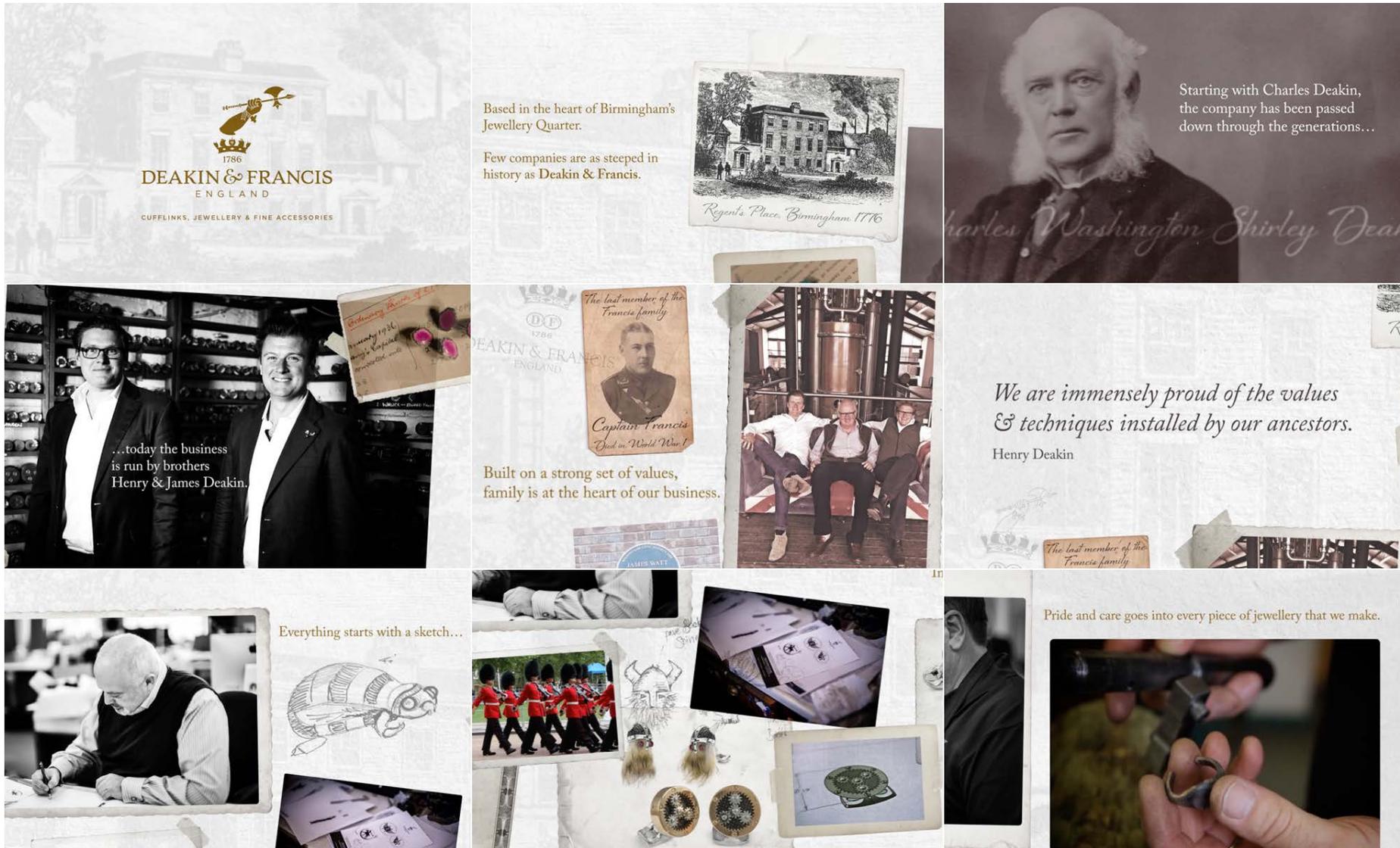
GRAPHIC DESIGN // ILLUSTRATION // PRINT



Deakin & Francis have been designing and manufacturing the world's finest, luxury cufflinks and accessories since 1786. The family run firm commissioned a short video that showcased the unique heritage of their company and the craftsmanship that goes into producing their jewellery. Using a combination of live footage, motion graphics and photography, a scrap-book inspired video was produced capturing the essence of their brand.

BRANDING // ART DIRECTION // MOTION GRAPHICS

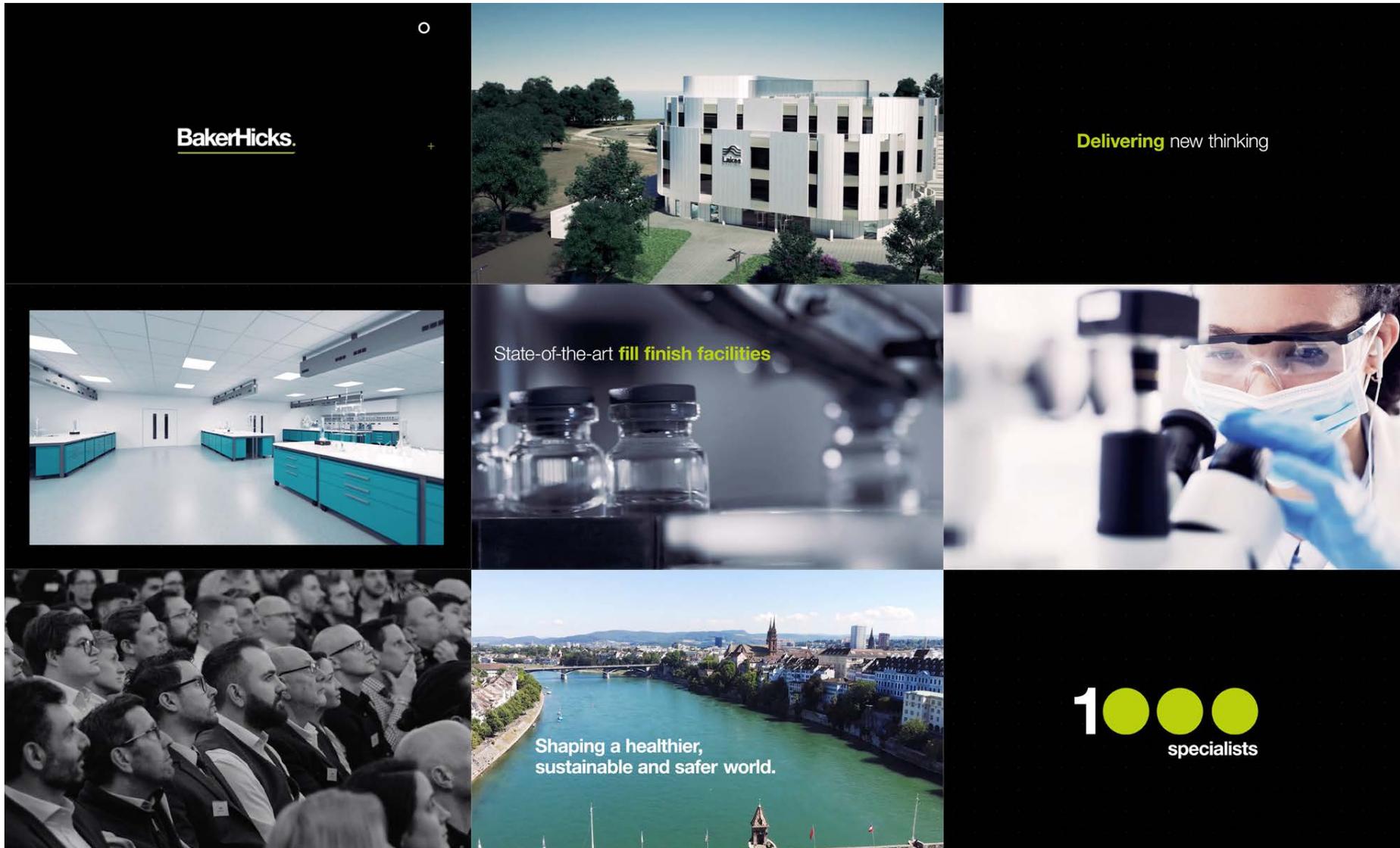
LINK: <https://vimeo.com/th3unknown/dnfbrand>



A brief video overview of the Life Sciences capabilities of BakerHicks. The video was a departure from their previous style which was typically corporate, slow paced and text heavy. We introduced an upbeat and exciting soundtrack with which the graphics and text could be synchronised in a more engaging and concise manner. A new visual style was also introduced which was combined with the visualisations by BakerHicks' BIM & Digital Applications Team. Created in After Effects.

ART DIRECTION // MOTION GRAPHICS // GRAPHIC DESIGN

LINK: <https://vimeo.com/th3unknown/lifescience>



BakerHicks is a company that's been delivering innovation in design and engineering since 1957. Having undergone a recent rebrand a corporate brochure was commissioned to promote the different sectors the company worked within and the services they delivered.

ART DIRECTION // GRAPHIC DESIGN







John Hall Tyres are an independent tyre dealer offering a range of services to the public. Under new management, the owners decided to commission me to re-brand their business. A smart new identity and strapline were created to help them stand out and look more professional from their local competitors and national tyre garages. The branding was applied to all their business stationery, signage, advertising and website.

BRANDING // IDENTITY // GRAPHIC DESIGN
 ADVERTISING // SIGNAGE



