



CREATIVE STUDIO

PORTFOLIO

HERO-CREATIVE.COM





CREATIVE STUDIO

I started HERO Creative in 2011, mainly as a graphic design service but now offering a much wider selection of creative services including photography, filming and editing, illustration, animation and music sourcing and composition.

In addition I can tap into a wider pool of creative personnel to assemble the ideal team to take on any size project.

In the last 14 years I have built up a fantastic and valued client list and have evolved my skills to follow current trends and technology development.

Prior to going freelance I held the Senior Designer role at Edinburgh Napier University, where I delivered multiple projects internally including flagship publications such as annual reviews as well as external advertising, photo shoots and day to day ad hoc requests.

I am a graduate of University of Ulster, Belfast, where I lived until settling in Edinburgh in 1998.



Contact

Alan Davison

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Hero-Creative.com

Based in Edinburgh, Scotland.

**GRAPHIC DESIGN
ILLUSTRATION
ANIMATION
PHOTOGRAPHY
VIDEO SHOOT & EDIT
MUSIC COMPOSITION**



Notable Experience

These are just some of the incredible clients I've been lucky enough to work with over the last 15 years as a freelancer and previously in full-time employment.

Freelance Creative: August 2011 – present

The Old Course Hotel, Golf Resort & Spa
I took on a 12 month contract with this 5 red star hotel (from parent company Kohler) and was responsible for the production of all the advertising and promotional projects including art direction, brand protection and implementation. The contract was extended to 30 months and soon led me to help with design work for Kohler's other venture, Hamilton Grand; a luxury apartment refurbishment in the heart of St Andrews and consequently the building's bar and grill, Hams Hame.

Crolla's Gelateria & Gelatoburger
I started a freelance retainer with Crolla's in 2016 to help create a wide bank of creative content including design, illustration, photography and video. My work is now largely used for the factory outlet, promoting to wide-ranging hospitality customers.

Giuliano's Italian Bistro and related restaurants
I was approached by this local Italian Bistro, quickly becoming a helping hand for their design and marketing needs, creating everything from menus and social promos to window graphics, photography and a new website.

Taste 'n' Tell
Taste 'n' Tell is a series of books designed to help children who are fussy eaters. My long-standing role was to bring the characters to life through digital illustration, while designing the layouts and shooting any photographic elements for the books. The brand has now evolved into teaching courses in schools and nurseries.

Edinburgh International Conference Centre
I began assisting EICC with a number of design projects in 2018 and have been a service supplier since then, creating artwork for events and ad hoc promos, including video work to promote the EICC and Edinburgh as a city.

Dalkeith Country Park
I started work with DCP in 2023 as an extra set of hands during a very busy time, while their designer was on leave. Since then I've continued to be a go-to extension of their creative team.

Fettes College
Fettes' marketing team approached me to produce their Annual Bursaries Brochures, which required design, illustration and some photography and which led to working with the team on other internal and external marketing collateral.

University of Edinburgh

I have worked many times with this world-famous University, delivering a variety of projects including Annual Reviews, branding for the very well-received and continuing Student 'Welcome' campaign and a most recently a series of character driven animations for a sedentary awareness campaign.

George Watson's College

The Communications team at George Watson's approached me to produce their annual brochure, 'Caritas'. Working with the college led to further design cover, producing a wide variety of work, to help the in-house design team in busier times, as well as a photography role, capturing imagery for publications and events.

Platinum Wave & Franchise Moves

I joined these franchising experts in 2015 as a design consultant, led by award-winning entrepreneur, Suzie McCafferty. My role includes creating varied marketing collateral using design, photography and video for digital promotions and events. My involvement with PW also extends to creating marketing assets for their growing client list.

Nathan Connolly (Snow Patrol / Third Bar)

A long-time association with Nathan led me to a design/art-working job for his first solo album 'The Strange Order of Things' and, through Nathan, work with his associated record company, Third Bar, to create promo materials for some of their current artists.

Former full-time employment: In-house Graphic Designer

Middleweight then Senior Designer, Edinburgh Napier University: 1999 – 2011

At Edinburgh Napier I was responsible for the design of a broad range of materials to promote the University's public events and course study/materials to appeal to Undergraduate and Postgraduate audiences UK-wide and internationally. I was also the keeper of the University's brand and responsible for monitoring its use, internally and externally.

Projects included Annual Reviews, Annual Plans, Graduation materials, leaflets, posters, digital advertising and more. I took on art direction and project management for larger, longer-running projects and, during the University's name change in 2009, I created a flagship 'Commemorative History' brochure which won the UK-wide University Print Managers' Group (UPMG) award for in-house design.

Junior Graphic Designer, Impro Printing: 1997 - 1999

This was my first role in a professional design and print company as a Junior Designer, creating a wide variety of design projects including school brochures, hotel marketing pieces and instructional brochures.

Education

UNIVERSITY OF ULSTER, BELFAST
GRADUATE: 1994 – 1996

CAMPBELL COLLEGE, BELFAST
1987 – 1993

Client History



Fettes College







Kind Words

Alan was our go-to person for all things creative and design. He understands his craft and delivers not only creative and engaging campaigns and ideas but in a way that can be used across both digital and traditional platforms. Always positive, extremely hard working and delivers on time and to brief. Alan is reliable, diligent and great fun too!

Caroline Deutsch
Select Appointments

For over two years Kemosabe Capital have sent our marketing work from Sydney to Alan in Edinburgh on the recommendation of a friend. I don't know much about branding and have never been to Edinburgh but it has not stopped us taking the compliments that we get about how our branding looks. We liked the 'vibe' and clients like the look and feel. Alan has been great to work with and took our jumbled concept into something that we are really proud of.

Richard McGrath
MD, Kemosabe Capital

I approached Alan through a recommendation. Having very quickly built an excellent rapport with Alan, I took him on to create a new brand and logo for my new company. He quickly grasped the culture and image I wanted to create and helped me to develop a fantastic new logo and brand image for my company, setting us apart from our competitors! Alan is a real joy to work with and his creative talents speak for themselves!

Suzie McCafferty
Director, Platinum Wave

Alan is a talented, creative and highly professional graphic designer. In my time as Marketing and PR Manager at the Old Course Hotel Alan provided our lead design. He understood our need to create industry leading campaigns, managing to push the boundaries whilst staying within the confines of a 5 star brand. Alan has been an absolute delight to work with. He has a true understanding of how to manage his client relationships and deliver exceptional work and I would have no hesitation recommending Alan as a stand out professional in his field.

Debbie Rose
Old Course Hotel & EICC

Alan has been an absolute star to work with at Dalkeith Country Park, partnering with us on several big campaigns across print, out-of-home, and digital. From day one, he just got what we were aiming for, his creative ideas felt perfectly in tune with ours, and he always delivered work that was polished, on time, and beautifully executed. His eye for detail, quick turnaround, and all-round professionalism are spot on. Alan is a joy to work with: approachable, reliable, and friendly. We wouldn't hesitate for a second to recommend him to anyone in need of a brilliant, imaginative graphic designer.

Cara Leo
Marketing Manager, Dalkeith Country Park

Alan has worked on many publications for us! His fresh ideas were just what we needed to create something appealing and eye-catching. Alan is great to work with and I would highly recommend him for his design and photography skills as well as his attention to detail.

Claudia Wellwood
Development Manager, Fettes College

Alan was brought in to our Communication and Marketing team on a freelance basis several years ago to work on a number of projects. He was quick, responsive and able to interpret our briefs with ease. As a result we kept Alan on for longer than originally planned and asked him to take on a number of projects. In his time with us he worked on a wide range of projects including an annual review, school logo suites, icons/ infographics, a scholarship e-campaign, general brand guidelines work and leaflets and pop-up banners.

Perhaps most noticeable was the work he did for us on Welcome Week. This was a tricky project as we have a very wide range of stakeholders and we needed something that was flexible and could be utilised by a wide range of staff, most of whom had no design or brand experience. Alan developed a concept that was attractive and very flexible for use on all of our platforms and products.

Probably most important was the set of brand guidelines that he produced in a campaign toolkit. This set out the benefits of staying on brand and the best use of the design elements used in the Campaign. For the first time we had a consistent set of materials that incoming students saw at every step of their journey. It would be no exaggeration to say we were delighted with this work.

Niall Bradley

Director, Communications and Marketing, University of Edinburgh

I have worked with Alan since 2013, Alan helped us create the majority of our collateral for our new real estate project, he is extremely easy to work with, always professional and very talented. He always manages to fit in all our last minute requests, Alan is a pleasure to work with.

Jo Halliday

Private Client Manager, Hamilton Grand

We found Alan excellent to work with. Alan's blend of creativity, vision and professionalism was exactly what we were looking for. Alan was extremely organised, easy to communicate with, timely and very responsive. The end product was both attractive and adaptable and really reflective of the corporate identity we are trying to create. We have really enjoyed working with Alan and would highly recommend him.

Emma Little, ExecSpace & ExecMove

Catrina and I met Alan whilst searching for a digital illustrator for our new children's books. Alan has proven to be a diligent and talented illustrator who interprets what we want and adds his own flair. His wide array of skills include illustration, branding, promotional media, photography and video. We are in the process of publishing a series of books and building a brand and Alan has added weight and creativity to the quality of the books and our promotional materials. We have often asked him to respond at the last minute and he has always been very responsive in meeting our tight deadlines.

Ronnie Park

Taste 'n' Tell Books

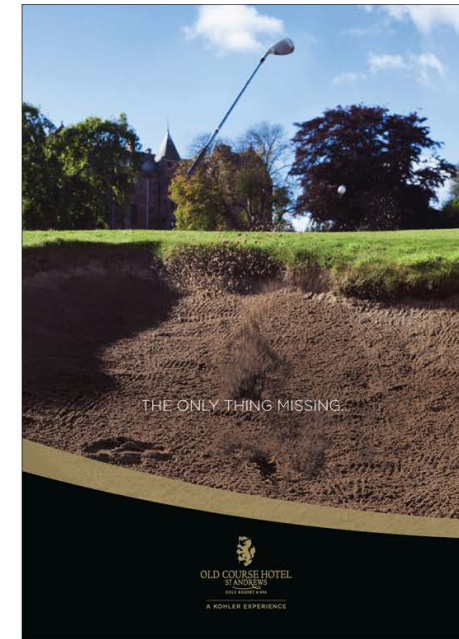




KOHLER is one of the biggest companies in the world, famous for their high-end bathroom furnishings. They own a variety of brands including the 5 red star, Old Course Hotel and the luxury apartment building Hamilton Grand, both situated in St Andrews.

During my time with the Old Course Hotel I created a wide variety of materials including digital adverts, posters, package sell sheets, promo items and working with photographers to art-direct a range of photo shoots and handling image post-production, including this general campaign entitled:

'The only thing missing...is you.'



**HAMS
HAME**
Pub & Grill

OLD COURSE HOTEL
ST ANDREWS
GOLF COURSE & SPA
A KOHLER EXPERIENCE



SERVING UP THE BEST SPORT ON THE BIG TELLY

70" TV for major sporting events.
20% discount for students.*

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*Discount available to current students who have registered at Hams Hame to receive a discount card.

**HAMS
HAME**
Pub & Grill

OLD COURSE HOTEL
ST ANDREWS
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20% discount for students.*

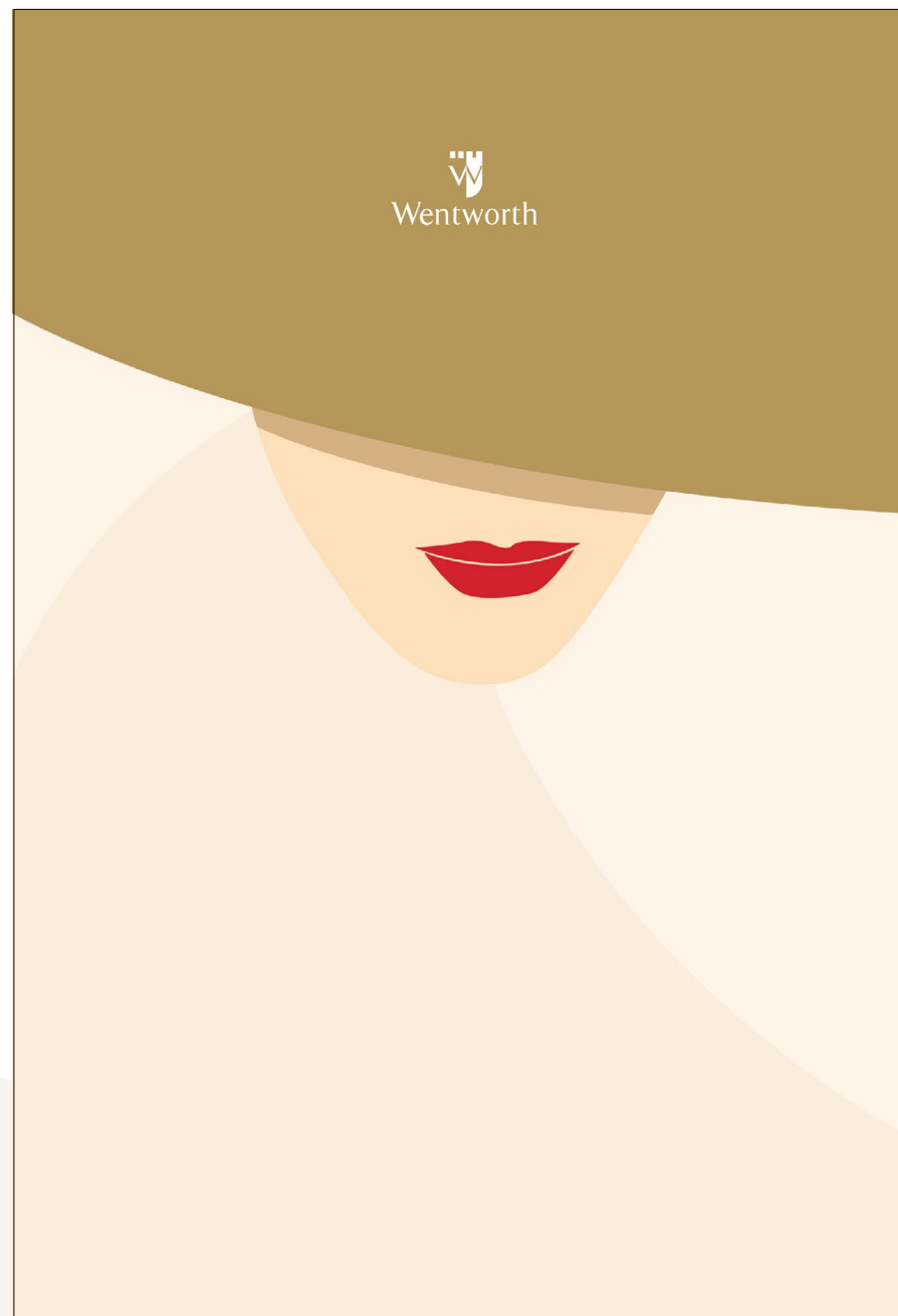
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An illustrated poster promo template for events happening in the prestigious Wentworth Health Club in the run up to, and during, Ascot.



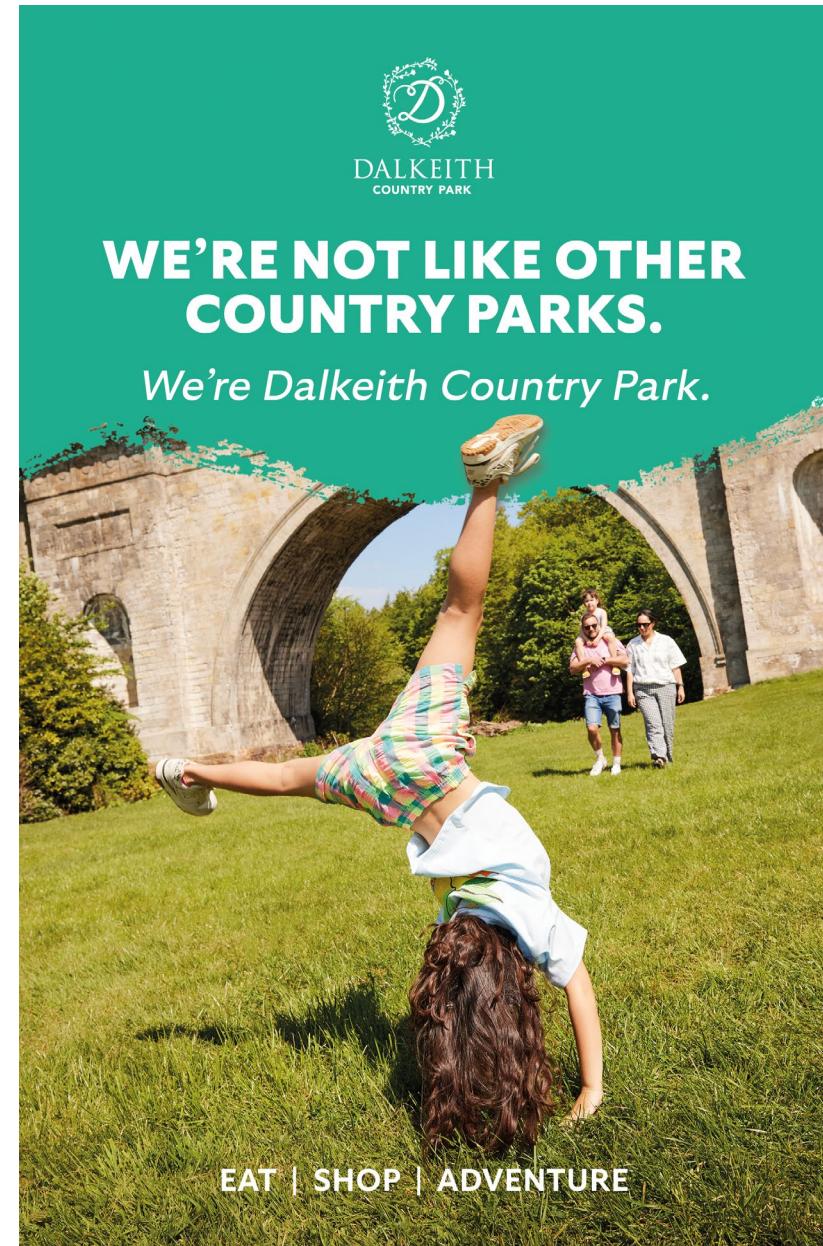


DALKEITH COUNTRY PARK

Dalkeith Country Park are part of Buccleugh Estates. The Marketing team approached me to help create assets for several campaigns - namely Christmas, Easter and Summer.

Most recently the Summer digital campaign appeared on large screens around Edinburgh over the course of a couple of weeks.

Using a hand-painted then digitised graphic, bespoke imagery (adding some cut-out effects) helped create an eye-catching campaign.





DALKEITH
COUNTRY PARK

**WE'RE NOT LIKE
OTHER COUNTRY
PARKS.**

*We're Dalkeith
Country Park.*



EAT | SHOP | ADVENTURE



DALKEITH
COUNTRY PARK

**WE'RE NOT LIKE
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*We're Dalkeith
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EAT | SHOP | ADVENTURE



DALKEITH
COUNTRY PARK

Some Easter and Christmas
campaign samples...



**Breakfast with
the Easter Bunny**

Saturday 12 April
9am – 10am

Join us at The Kitchen for
a magical Easter treat!

Enjoy delicious pancakes as the
Easter Bunny hops by spreading
joy and chocolatey surprises.

SCAN
TO BOOK
TICKETS 

restorationyard.com



**Easter Bunny
Fun Run**

Sunday 13 April
Registration from 10am
1K starts at 11am

Join our 1K Bunny Fun Run this Easter
A perfect day out for the whole family,
including your four-legged friends!

SCAN
TO BOOK
TICKETS 

dalkeithcountrypark.co.uk

ALL YOUR GIFTING NEEDS WRAPPED UP

Our beautiful, curated selection of gifts has everything you need to get ahead with your Christmas shopping.

Those lucky enough to be on your nice list are in for a treat. We've got gifts for all ages and interests – whatever their style, you'll find something wonderful at The Store.



Dalkeith Country Park

29 November – 5 January

What's on:

Ice Rink
A Tale with Santa
Breakfast with Santa
Wreath Making Workshops
Kids' Craft & Gingerbread House Decorating Workshops
Elf Storytelling
1k & 5k Doddie Dash
Christmas trees for sale

Plus, lots of Christmas cheer!



SCAN
TO BOOK
TICKETS



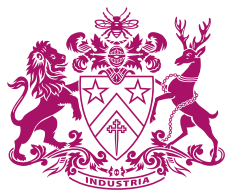
dalkeithcountrypark.co.uk



You're invited to
Restoration Yard's

FESTIVE SHOPPING EVENING

7 November | 5pm - 9pm



Fettes Foundation

The 150th Anniversary of the Bursaries
Brochure.



Message from the Head: Helen Harrison

At Fettes, our students receive an excellent all-round boarding education. I want every Fettesian to leave with an understanding of how lucky they are to have benefited from their time at this remarkable school and knowing they will be part of the Fettes family throughout their lives. With privilege comes responsibility, and we are determined to continue providing opportunities for children that could most benefit from a Fettes education but do not have the financial means to access this.

I am contacted by many deserving prospective pupils who would thrive on the experience and environment on offer at Fettes but would require significant bursarial support to join us. For these students, a bursary is profoundly life-changing with both an immediate and long-term impact.

We have a long and proud history of providing financial assistance to young people not ordinarily in a position to benefit from a Fettes education. For 150 years, the school has been steeped in a generosity of spirit which extends to those who have supported us philanthropically, and I am deeply grateful

to all of our donors. We are so fortunate to have genuine and enduring connections amongst Old Fettesians and an exceptional strength of support from parents and former staff. It has been wonderful to see the Fettes family coming together recently, albeit virtually, to celebrate the 150th anniversary of the school and the 50th anniversary of girls attending the College. It is an honour to be Head at this momentous time.

Support for bursaries is a huge investment for Fettes and we take this very seriously. Our bursary programme demonstrates our commitment to a diverse and inclusive school community. In this landmark year, which continues to be full of unforeseen challenges and uncertainty for many people, I hope that those members of our community who are in a position to do so will consider giving something back to Fettes by supporting this 150th anniversary appeal towards 100% bursaries. I have seen the real difference that bursaries can make to improve the life chances of these deserving, ambitious and inspiring children. Please do support us if you are able.



Images from Fettes' 150th Birthday,
5th October 2020

From a Strong Foundation

“ I still have vivid memories of school life. We received so many varied, sometimes unique, opportunities; and our experience of life and people, and culture, music and sport was broadened in so many ways. We gained in confidence and made good friends; and a strong memory is of the outstanding Masters of those days who looked after us and were an example to us. I must express my deep gratitude to the Foundation. Without the financial help given, my parents could never have afforded the fees. But for the Foundation, I would never have been at Fettes, and my life and education would have been quite different. ”

AR Porteous (CE 1950-1955)

“ My time at Fettes changed my life in a way that I didn't realise at the time but has always stood me in good stead and, for that, I am forever grateful for the opportunities which it gave to me. Although Fettes may have improved my academic abilities, really it was more the understanding of my own abilities and a realisation that nothing was impossible if you put your mind to it. What did I get from Fettes? Confidence, self-belief, self-motivation, an understanding that teamwork will make more happen than I could possibly achieve on my own and the inability to understand when each day ended as I am always looking forward to the next. ”

JG Douglas (Ar 1972-1974)

“ My parents would not have been able to send me to Fettes had I not secured financial support. Receiving this made all the difference and opened up a future for me. I was also lucky enough to be at Fettes during what my final Housemaster, Eric Anderson, later called one of its golden ages. ”

I was always very conscious of the need to give back. I tried to do so while at Fettes with various house and school leadership positions; subsequently in a career around international education support that always focused especially on trying to find ways to educate the poor and disadvantaged in developing countries; and now by earmarking my own modest alumni support for bursaries to help those who could not otherwise attend Fettes today. ”

NR Burnett (CE-Ar 1963-1968)





While Crolla's Gelateria and Gelatoburger shops and restaurants were open I created a huge variety of promotional marketing pieces including photography, print and digital advertising (including video) and day-to-day assets e.g. menus, flyers and posters and social media promos.







Design, illustration, photography
and video editing.



Covid promo



6 Nations animated promo



Chocolate Fountain Promo



Product photos with background treatments



Gelatoburger is a sister company of Crolla's, with restaurants in Dumbarton and Oban. Projects reflect similar work for Crolla's including social promos, photography, menus and posters.



Champions League Promo



Weekly Promo



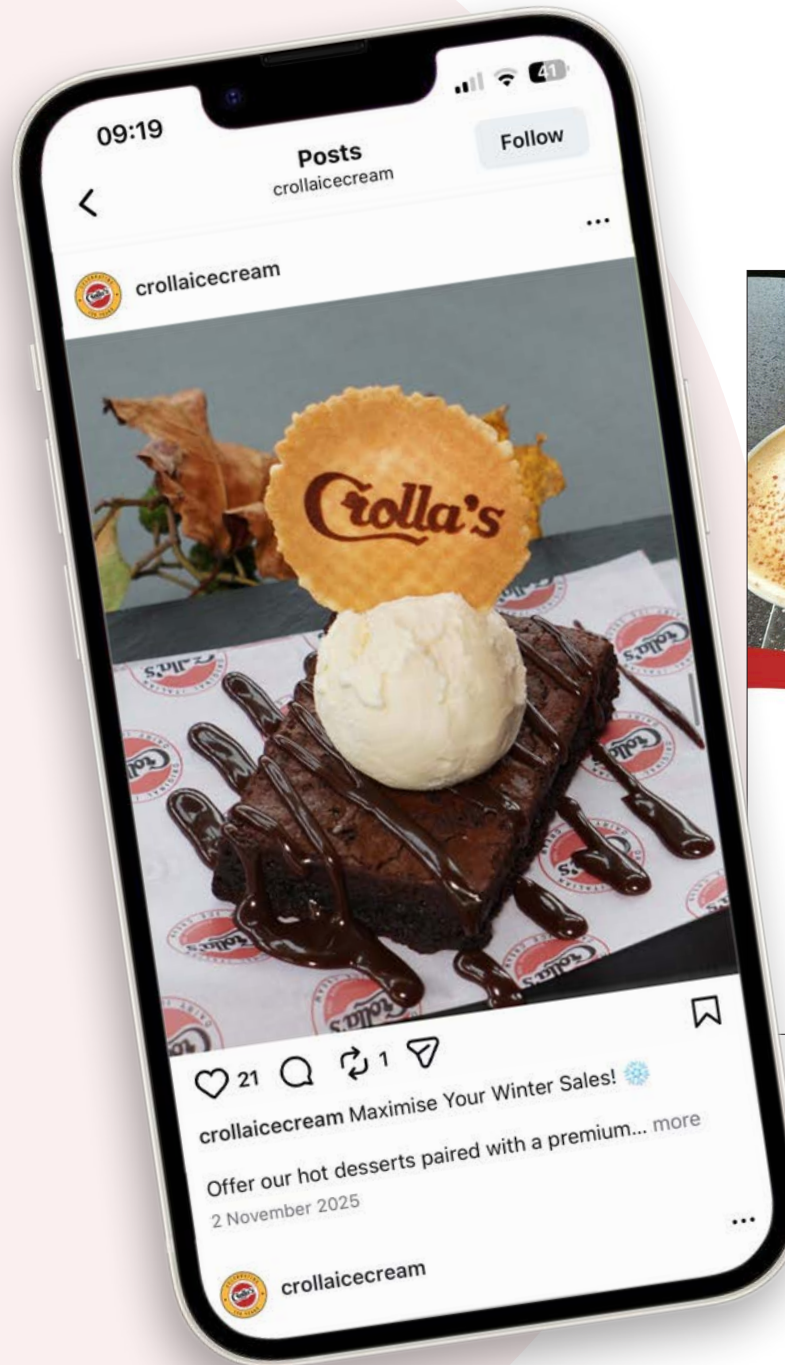
Shop front promo



Table-set meal promo

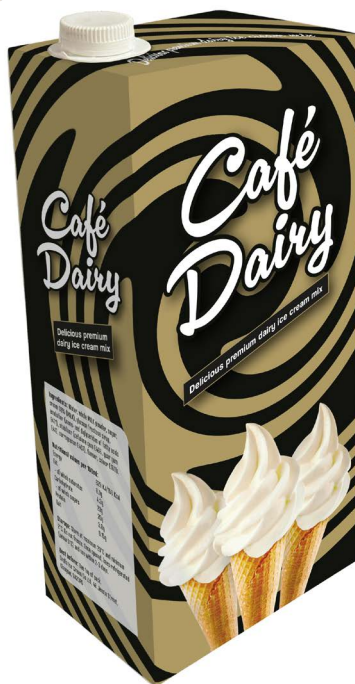


While Crolla's Gelateria and Gelatoburger shops and restaurants were open I created a huge variety of promotional marketing pieces including photography, print and digital advertising (including video) and day-to-day assets e.g. menus, flyers and posters and social media promos.



**COFFEE
& CAKE DEAL!!** ONLY **£4.95**

 [CrollaIceCream.co.uk](https://www.CrollaIceCream.co.uk)

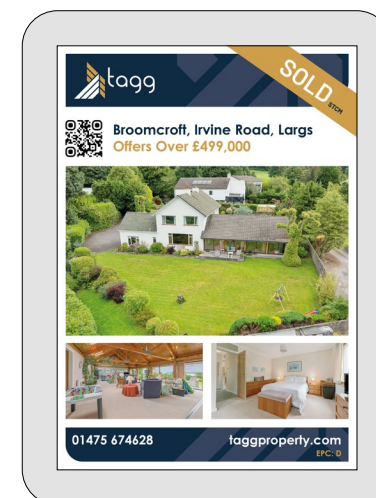
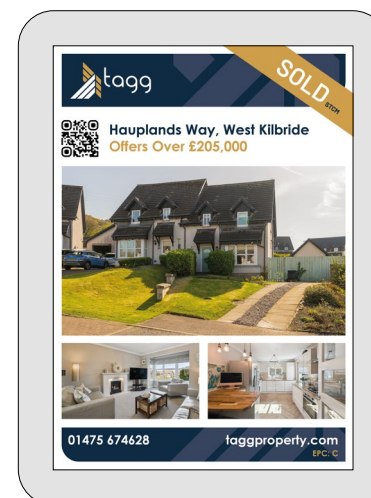




A new brand project to brand new estate agency, Tagg - becoming a sister company to Mactaggart & Co Solicitors in Largs.

This project covered every detail from a brand new logo and colour scheme, to the premises style, for sale signs, window cards website (under construction) and more.







THE UNIVERSITY of EDINBURGH

This page: The 'Welcome' campaign was a project to create a sub-brand for the student arrivals from year to year.

As well as creating the primary and secondary logos for the campaign I was required to design a variety of posters, adverts, badges and online banners/adverts and an App icon to push the visual link for students to easily associate with the brand on their arrival at the University.

I also developed a set of brand guidelines for the campaign. The emblem is still being used today, nearly 10 years later.

Next page: While working a three month cover for the marketing team at the University, I was involved in producing day to day promotional work but notably their 2016-17 Annual Review.

The Annual Review was a mixture of design, illustration, image sourcing and info graphic creation and featured a edge index style and fold out flaps on the cover.





Some social media promos for this UK-wide recruitment franchise.

I worked a two year contract for Select before their buy-out, liaising with and creating marketing materials for 14 franchise outlets.

The real game is finding a new career...and **Select** can give you the advantage.

So, are you in...or out?

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£25 GIFT VOUCHER JUST FOR RECOMMENDING A FRIEND!*

Do you know someone looking for a career change and who wants to work locally in Oxford?

We offer career advice, expertise and a friendly welcome! Oh, and for recommending a friend... **we'll give you a £25 voucher!**

Please ask them to get in touch with Surinder, Letitia or John.

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£25

*Subject to candidate remaining in post for 12 weeks minimum

THE BEST - BAR NONE

At Select we source and place the best candidates for your bar staff needs.

Get in touch with Select Appointments to start building your ideal team!

**Work at the
Rewind Festival
THIS weekend**

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We're looking for friendly, hard-working bar staff to work at the Rewind Music Festival THIS WEEKEND in Perth.

Just register with Select Appointments
www.select.co.uk/glasgow

Working hours:

- 6pm – 8pm on Friday 22nd July
- 10am – 12pm on Saturday 23rd & Sunday 24th July

Benefits:

- Food will be provided for staff on Sat and Sun
- 2 meals per day with 1 meal on Friday
- Travel and camping costs are FREE!
- Paying £7.25/hr for over 25's & £6.75/hr for under 25's

Travel:

- Bus leaves 11am on Friday from Buchanan Bus Station on Cowcaddens Road.
- Bus returns to Glasgow on Monday for around midday.

www.select.co.uk/glasgow  

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What can I expect from you in terms of development, support and motivation?



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Where would you like to see me within the company in X years?

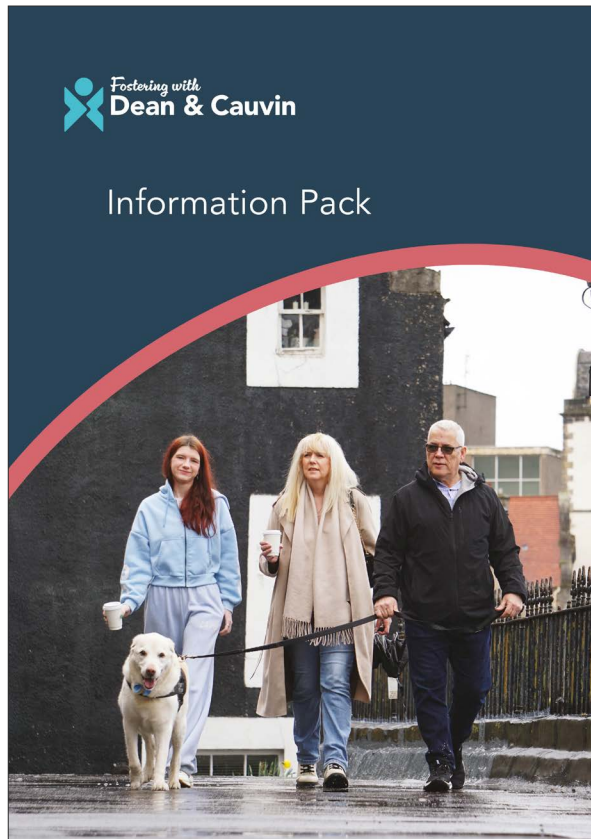


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What elements of the job offer flexibility and variety?



A variety of materials for Dean & Cauvin's new Fostering Service. Including brochures, leaflets, pop-up stands and photography.



Your journey to becoming a foster carer

Many carers think about fostering for years before taking the first step. It's natural to feel daunted—that's why we guide you at every stage. Most approvals take around 6-8 months and we move at a pace that feels manageable for you.



- #### 1 Initial enquiry

No commitment – just a conversation

There is no commitment at this stage. It's simply a chance for you to learn more about fostering, ask questions and explore what the role might look like for you. It also helps us get to know you and understand your motivations for fostering young people.
- #### 2 Home visit

Meet with a supervising social worker

One of our Supervising Social Workers will visit you at home to speak in more detail about fostering with us and to learn about your family, experiences and circumstances. If you're married or live with a partner, they will also be part of this visit.
- #### 3 Skills to Foster training

Learn about the role and expectations

All prospective carers complete Skills to Foster before assessment. This course introduces the role, expectations and the realities of supporting young people or young parents and babies. It's interactive, informative and designed to help you decide whether fostering is the right step for you. After completing the training, you are invited to make a formal application.
- #### 4 Assessment

Explore your skills, experience and readiness

You will be allocated a Supervising Social Worker who will work with you to complete a Form F assessment. This usually involves 8-12 meetings to discuss your life experiences, skills and capacity to foster. Training continues throughout this stage.

As part of the assessment, you will complete required checks – including police, medical and financial checks – and we will request references and complete checks on any other adults in your household.
- #### 5 Approval and panel

Professional review and recommendation

Your assessment is presented to our Fostering Panel, a group of experienced independent professionals who help us ensure we have gathered everything needed for approval.

Panel can feel daunting, but your Supervising Social Worker – who knows you well by this stage – will attend with you to guide and support you.
- #### 6 Matching and placement

Careful matching and ongoing support

Your fostering journey doesn't end with approval – it's just the beginning. Once approved, we will carefully match you with a young person, and you will continue to receive guidance, training, and support every step of the way.



We will guide you through every step of your fostering journey



Support, learning and development

We will be asking you to do a tough but very worthwhile job which requires regular training and development. Our aim is to enhance your existing knowledge and skills about living or working with young people/young parents.

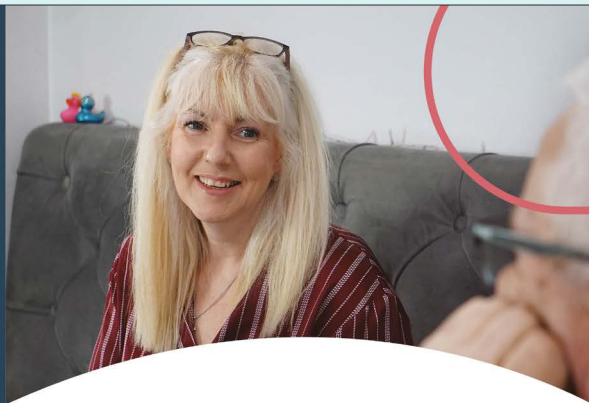
To ensure that all placements are lasting, nurturing and enjoyable for young people and carers alike, we believe that our carers should be properly trained and equipped with the skills and confidence to fully benefit the young people in their care. We will deliver a range of training courses to help our foster carers with both initial learning and ongoing professional development. These will include:

- The **Skills to Foster** course is delivered before your assessment, to help you explore the role and decide if fostering is right for you
- A range of **mandatory learning courses** covering core topics – such as de-escalation and first aid – delivered during your assessment or within your first few months after approval

- **Post-approval training** which will include learning about attachment, trauma informed practice and therapeutic parenting
- The option to complete an **SVQ3** if you don't have a relevant qualification, along with access to additional individual learning opportunities tailored to your development

The **Training booklet** included with this information pack will provide you with more detailed information on your learning and development opportunities.

Through every stage, we're here to support your growth – so you can support the young people in your care with skill, empathy and confidence.



What being a Dean and Cauvin foster carer means for you

Fostering isn't just about opening your home – it's about becoming part of a community that supports you. **Dean and Cauvin Fostering** want every foster carer to feel valued, connected and fully supported throughout the fostering journey.

As a foster carer with Dean & Cauvin, you are never alone. Here's what our commitment means for you:

- You'll receive **full induction and Skills to Foster training** before you start.
- **Ongoing specialist learning** and development to keeps your skills refreshed.
- **Reflective supervision** from your own allocated supervising social worker and 24/7 on call support from our skilled and experienced management team.

- **Peer networks and community events** for our foster carers to meet up to share experiences and build connections.
- Financial recognition through highly competitive fees, allowances and retainer payments.
- **Practical support** including short breaks and respite when needed.

Family-Friendly Extras:

- Family activity days, seasonal fun days and outings to create positive memories
- Funded residential trips for young people
- Access to our holiday caravan in Berwick-Upon-Tweed for holidays short breaks

We invest in you – because when carers thrive, young people thrive



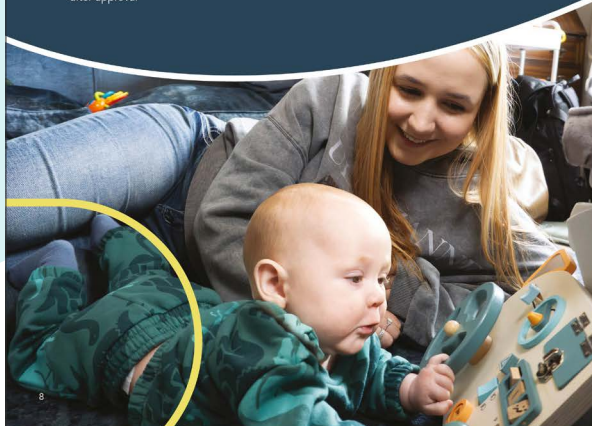
Become a foster carer.
Join our community for young people.



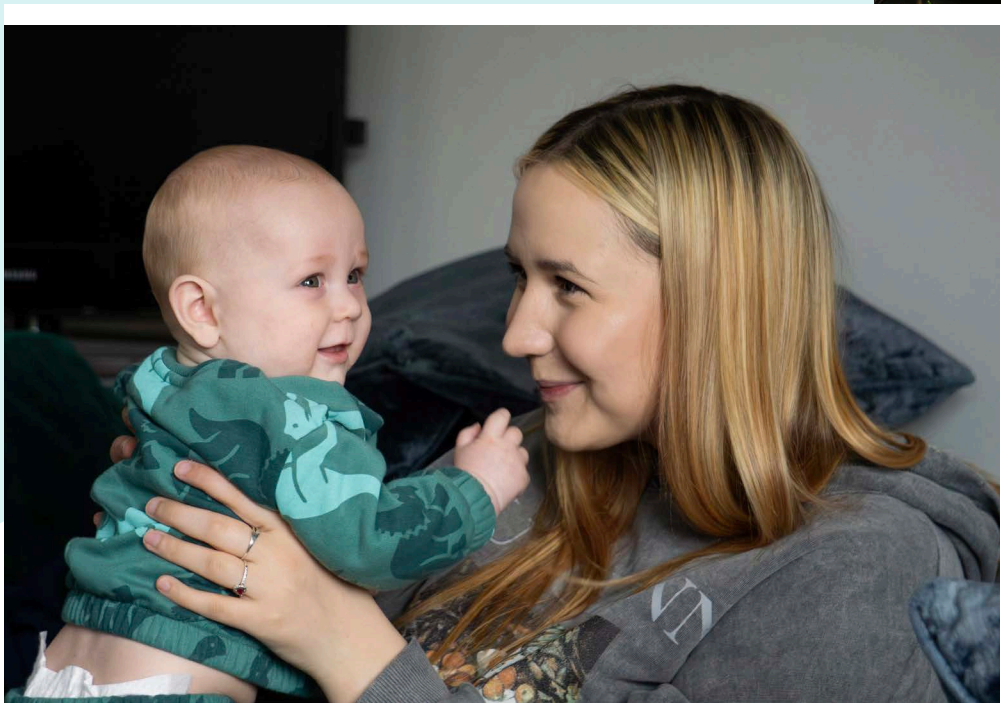
"You learn something new with every young person that comes through your door!"

Lynda, Foster Carer

T: 0131 297 7322
E: fostering@deanandcauvin.org.uk
deanandcauvin.org.uk







Right There

Working with charity, Right There,
to produce their Annual Report.

Right There

Annual Report and Charity
Financial Statements

31 March 2022



For People. At Home. In the Community.

Charity Number: SC017093 Company Number: SC394447
Right There was formerly known as Ypeople

For People

In Scotland, the leading cause of youth homelessness is relationship breakdowns and being asked to leave the family home. And it's estimated that up to 50% of individuals who are homeless could have experienced living in care when growing up.

In addition, we know that poor mental health can make it harder to cope with everyday life which can include anything from maintaining a house to staying in education and work.

Our For People programmes help support young people living in care and prevent relationship breakdowns and homelessness, through counselling, mentoring and intensive family support.

Creating Trusting Relationships

Obsessive-compulsive disorder (OCD) can often take control of someone's life, creating a significant amount of stress in everyday situations.

Growing concerned about their daughter's OCD, 10-year-old Lily's parents sought support from our counselling in Orkney.

Last year:

- We introduced a new programme of intensive family support in Glasgow. We worked closely with three other charities and Glasgow Health and Social Care Partnership to deliver person-centred support for 39 families, to help resolve conflict and foster stronger and healthier relationships.

- 121 children and young people struggling with their mental health were supported through our specialised wellbeing, relationship support and counselling programmes.

- Our 28 mentors built trusting relationships with young people living in care – helping them work towards their goals and build their confidence.

Creating a safe space, the counseling sessions gave Lily a chance to express her anxiety about germs and illness, while talking about her exhausting handwashing and sleep loss.

Supporting Lily to express her emotions through expressive drawing and CBT (cognitive behavioural therapy) which carefully exposed Lily to her fears and allowed her to see realistic outcomes.

For People

Commenting on the support, Lily's mu

“The relationship Lily has made a huge difference to how Lily feels. She could talk to openly and the techniques has been invaluable forward without a course in the mechanisms and strategies for the future. We are so happy of her and has more freedom to

Right There Trustees' Annual Report
(Incorporating the strategic report and Directors' report)
for the year ended 31 March 2022 continued

For people, at home
and in the community

At Home

For those experiencing homelessness, or at risk of losing their home, we are often the first step in their journey.

National figures show that in 2020/21, sadly more than 27,000 households/families were homeless in Scotland, affecting more than 11,000 children.

No one should ever have to go through the traumatic experience of homelessness. For anyone in that situation, we can offer a safe, welcoming, and stable home. From supported accommodation for young people, or short-term housing for adults and families to create a home until they are ready to move on, we supported 1480 households during the year.

The Door Is Always Open

Growing up with significant childhood trauma, Emma* experienced a range of extreme behaviour, which often involved the police and youth courts. As she approached 18, at a pivotal time in her life, social workers struggled to find the right place for Emma where she could get the tailored support she needed. Working closely with social workers, we offered support through our accommodation for young people in Glasgow.

Last year:

- We offered a safe home and dedicated support to 104 young people going through a period of transition or difficult time, for example, leaving care or fleeing violence.

- 305 young people and adults experiencing homelessness and other challenges, including poor mental health and addiction, were supported with a home during the year.

- 1,071 adults and families were provided with a safe place to call home whilst they adjusted to changes in their life and prepared to move on to their permanent home.

When Emma first joined, she wasn't in the right place to accept help straight away due to previous mistrust in others. Understanding the need for Emma to have her own space, we gave her own place rather than the usual shared flat. We always promised Emma she would have her safe place to stay and kept her flat available to her when she would leave for short periods of time.

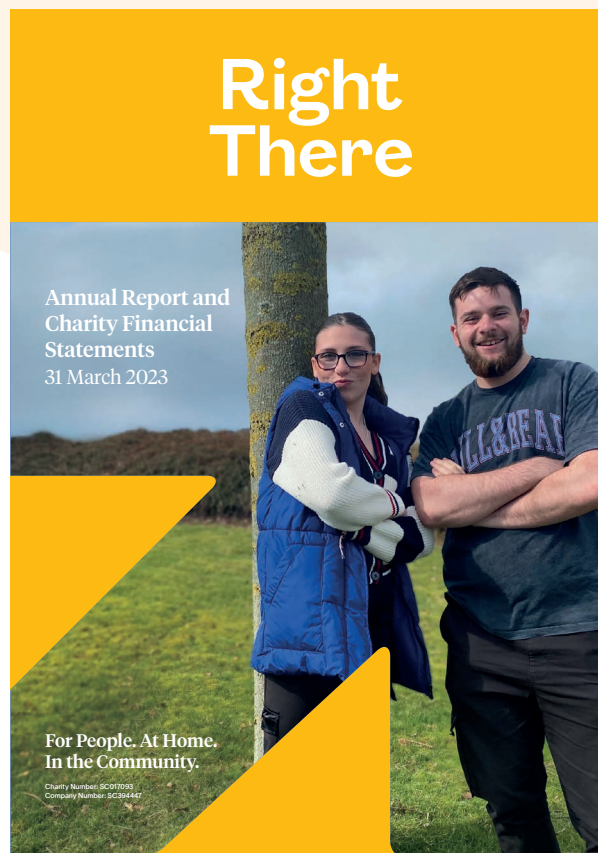
At Home

Emma's social worker said:

“ Having the commitment and understanding of her traumatic background has really made a difference to Emma's life – and there's been a reduction in extreme behaviour. It's been so powerful, Emma suffers huge rejection issues but has been able to turn her life around thanks to the support from the team! ”

Right There

Working with charity, Right There,
to produce their Annual Report.



At Home

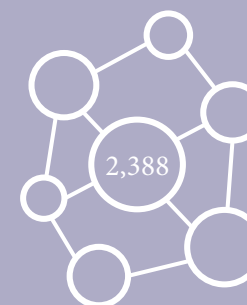
Supported 1,216 individuals and families with high-quality and safe accommodation as they moved forward on their journey out of homelessness.



1,216

In The Community

Worked with 2,388 people living in communities - equipping them to keep their home, live more independently and build stronger connections within the local area.



Right There Trustees' Annual Report
(Incorporating the strategic report and Directors' report)
for the year ended 31 March 2023 continued

For People, At Home and In The Community

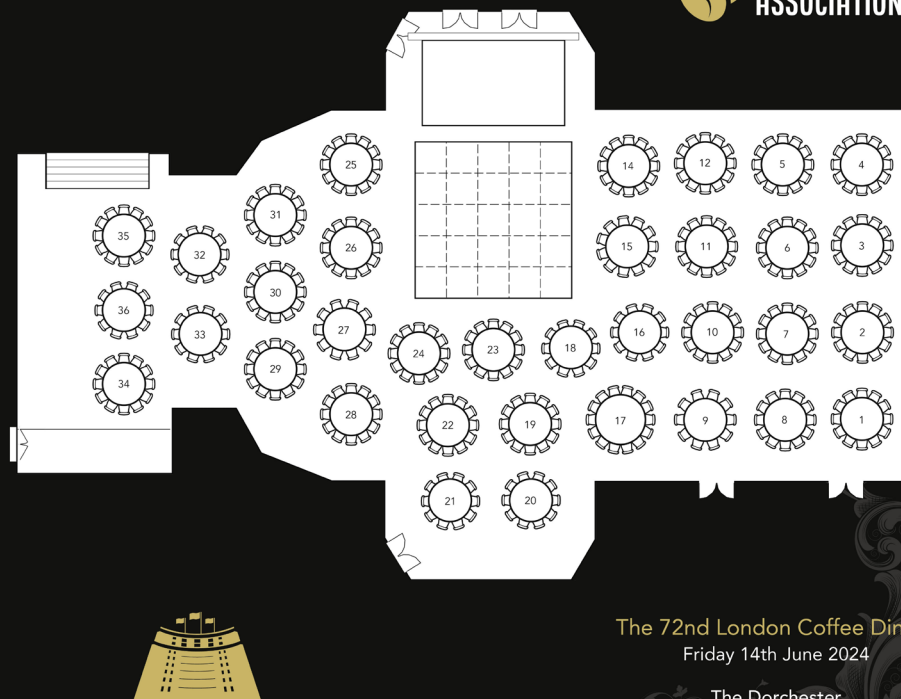




Save the Date and table plan examples
for the British Coffee Association
Dinner events in London.



ABN AMRO Clearing Bank N.V.	36
AGC (Commodity Store) Ltd	22
C. Steinweg Group	14 & 15
Cafea UK	10
Chair's Table	23
Commodity Centre Group	26 & 27
CWH Johnsons International	20
CWT Commodity Logistics (UK) Ltd	24 & 28
Equatorial Traders Ltd	1 & 8
Finlay Beverages Ltd	25
Henry Bath & Son	32
ICE Futures Europe	7
InterAmerican Coffee Ltd	12
Inverness Transport BV	36
Katoen Natie	36
Lavazza Coffee (UK) Ltd	11
Marex	2
Molenbergnatie NV	9
Nestlé UK Ltd	33
NKG Statistical Unit	33
OCR Commodities	35
Pacorini Antwerp NV	5
R Markey & Sons (UK) Ltd	19
Riccoffee (UK) Ltd	4
RockRiver Commodities	33
Societe Generale International Limited	21
StoneX Financial Ltd	16 & 18
Sucafina UK Ltd	29, 30, 31 & 33
Sucden Financial Limited	17
Taylors of Harrogate	6
The Fairtrade Foundation	36
Vidya Global Limited	34
Vollers UK Ltd	3



The 72nd London Coffee Dinner
Friday 14th June 2024

The Dorchester
Park Lane, London



BEER HAWK
HUNTING OUT THE WORLD'S BEST BEERS

**THE
BEER HAWK
FRANCHISE
PROSPECTUS
2020**



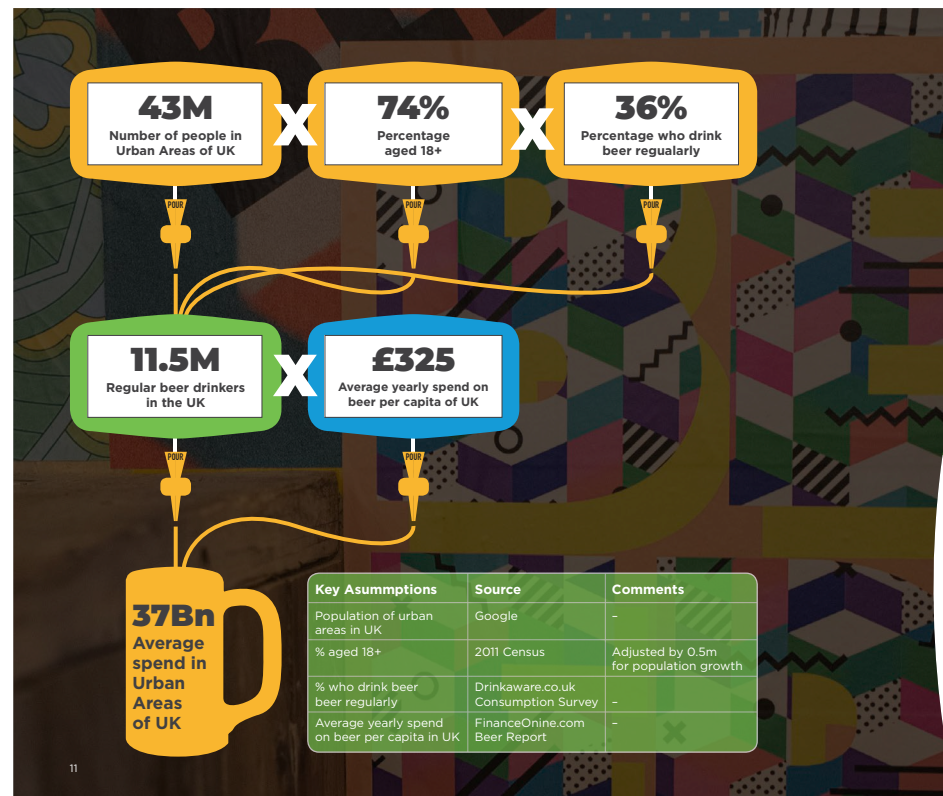
BEER HAWK
HUNTING OUT THE WORLD'S BEST BEERS



**ON-LINE.
ON TAP.
ON SHELF.**



A franchise prospectus (print and digital) design for the Beer Hawk brand.



THE MARKET

According to The Society of Independent Brewers (SIBA) interest in, and demand for, craft beer is growing all the time thanks to a greater professionalism across the industry in the UK.

“ Within the beer sector as a whole, craft remains one of the fastest growing categories, with Marston's On-Trade Report suggesting craft will continue to grow market share for the next five years as standard lager and keg ales declined by as much as 22.5% and 27.8% respectively. ”

“ The consumer demand for premium products is key to craft's on-going success. As the Millennial generation (currently aged 23-38) gives way to Generation Z (currently aged under 22), all indications are that consumers will be drinking less, but drinking better – choosing quality products such as local craft beer over mainstream beers. ”

Beer Hawk is perfectly placed to meet these changing demands and to really lead the way in innovation and style. The following trends play precisely to our strengths:

- Customers are generally younger and more focused on quality and variety
- More women are drinking beer and they want a safe, welcoming, unisex environment to drink in
- Consumers want a greater customer experience that better reflects their own love of beer and they want to be in the company of other likeminded people
- People are expecting much more from non or low alcohol drinks



PLATINUM WAVE
FRANCHISING

Brand design, photography, merchandise
and video for this award-winning
franchising consultancy.



Suzie McCafferty



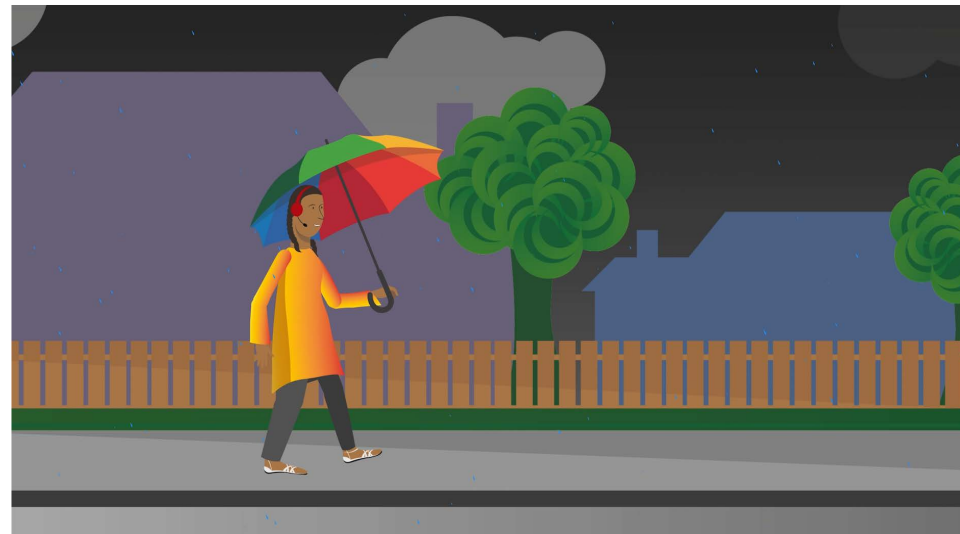
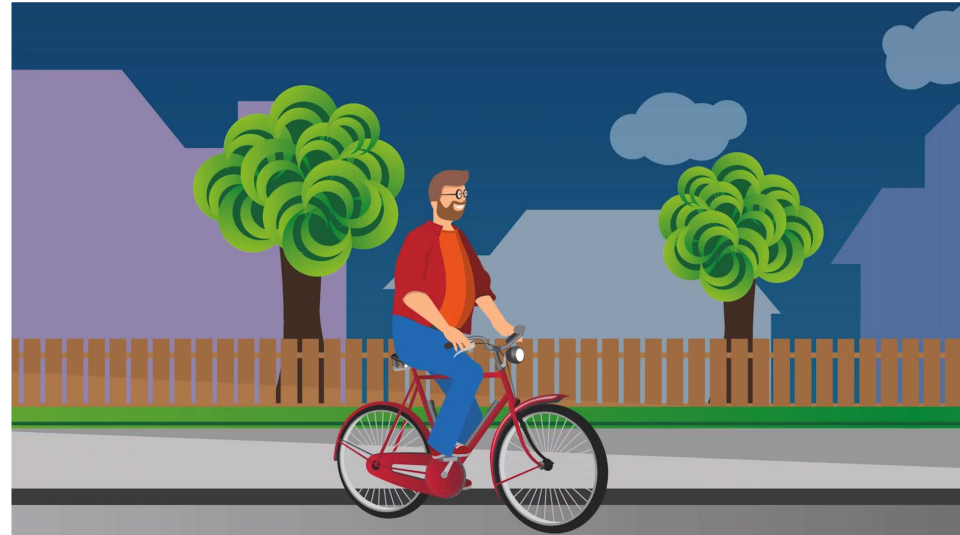


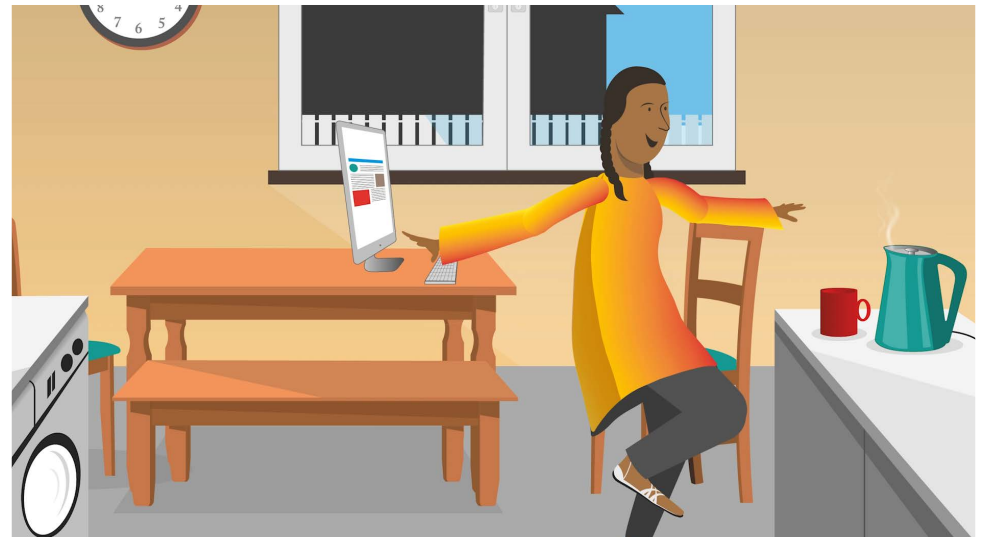
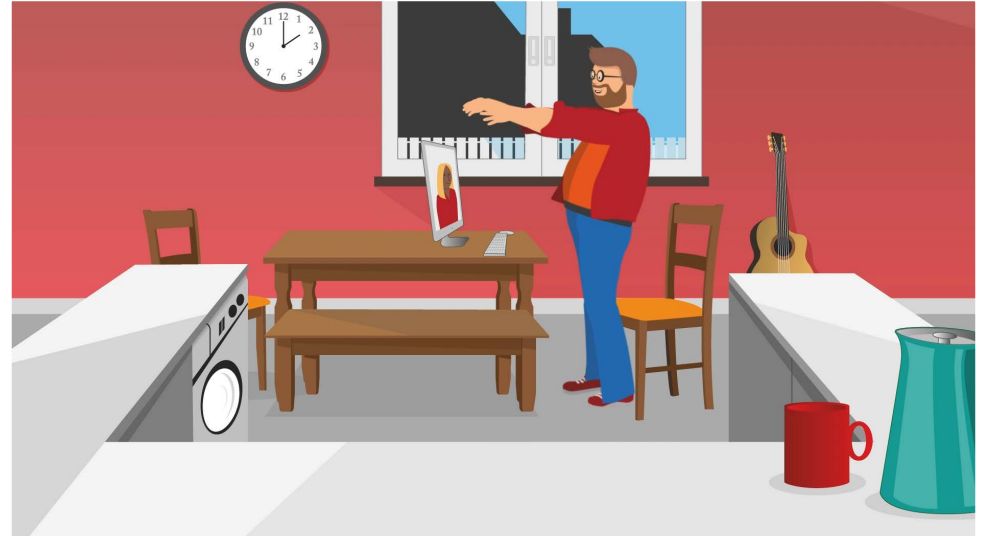
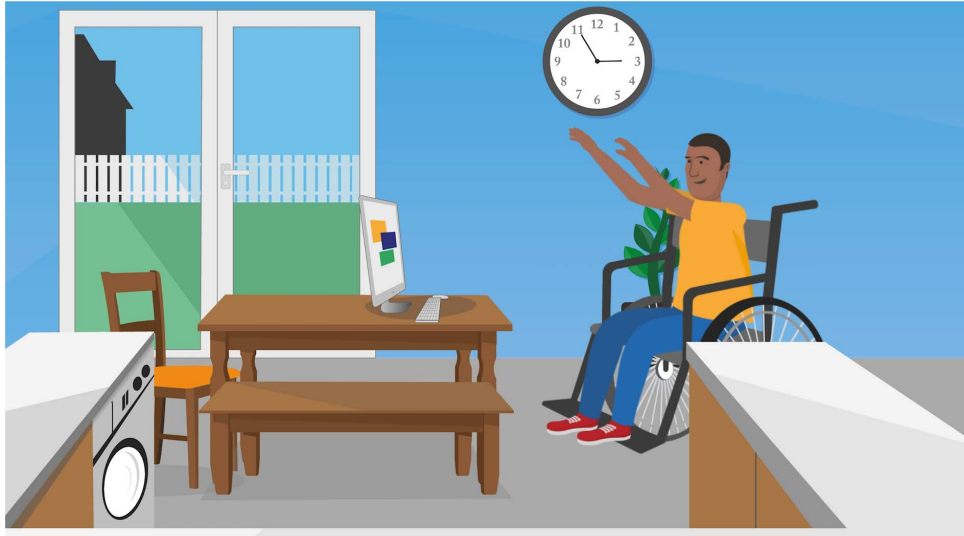
THE UNIVERSITY *of* EDINBURGH

This animated project was in support of a campaign to tackle sedentary behaviour, with so many people now working from home.

The project involved character and set design and working with an animator to complete a series of 12 animations.

Watch samples...







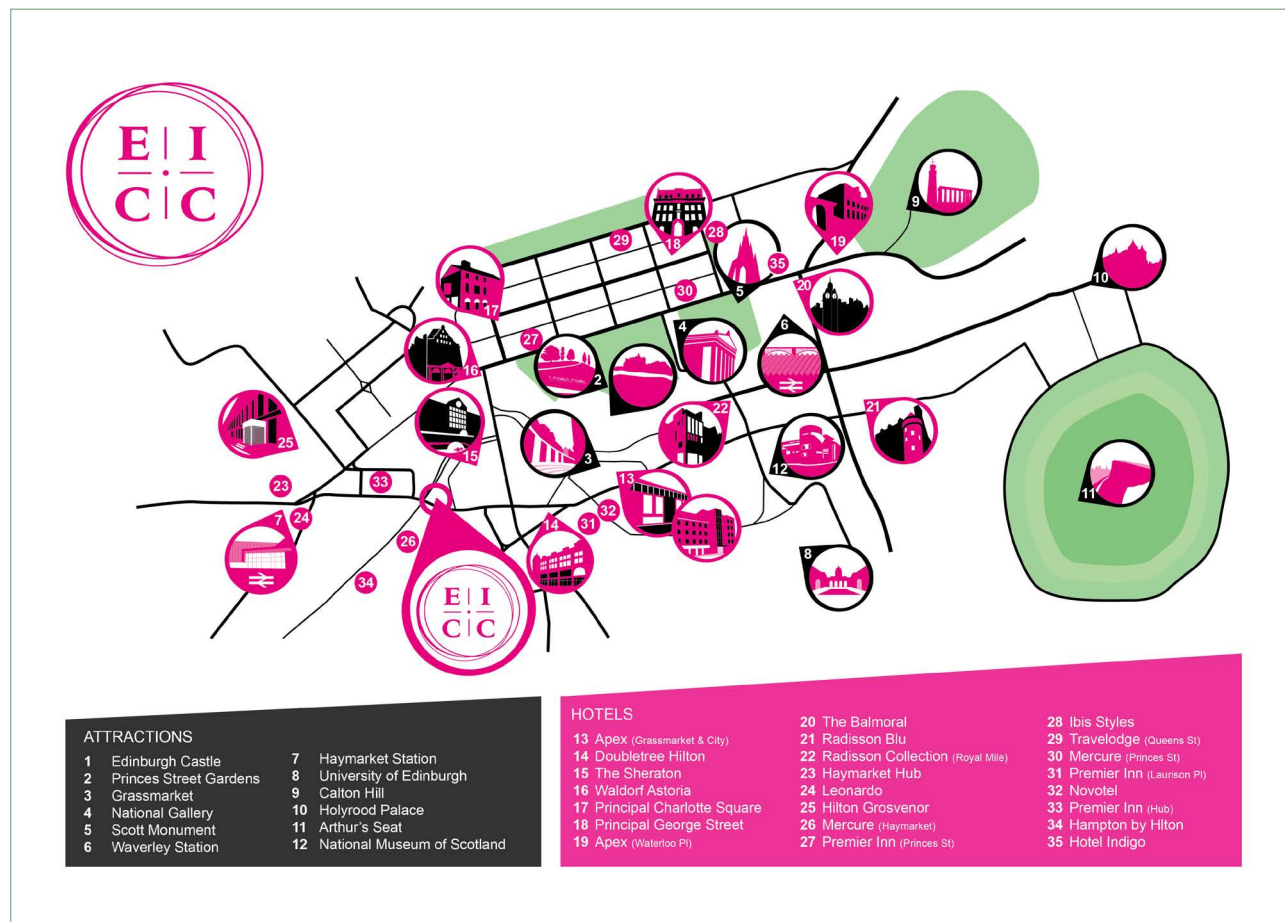
A sub-brand design for confectionery shop, Chocolate Fayre, to advertise their tea and coffee range.





The Edinburgh International Conference Centre (EICC) engaged me to create a simplified map of Edinburgh and an icon suite showing the location of the EICC and some key tourist spots for their international visitors.

This is one of many projects completed for the EICC in the past few years, including most recently a promo for an annual Halloween movie showing...



I shot and edited a variety of promotional videos over the last few years, to boost EICC's position in the venue hiring industry. Several samples are on the HERO Creative YouTube channel.



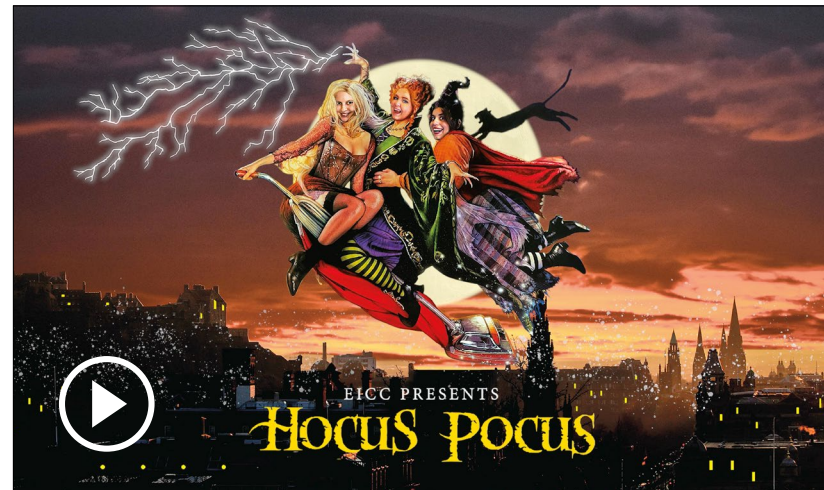
Lord Provost Edinburgh Promo



Exchange Initiative Promo



ITAKOM Promo



Halloween Night Promo



DCF CONTRACTS

Brand design for a start-up building company.



DCF CONTRACTS

David Fleming MSc MA MRICS

P: 07892 709 421

E: david@dcfcontracts.com

www.dcfcontracts.com





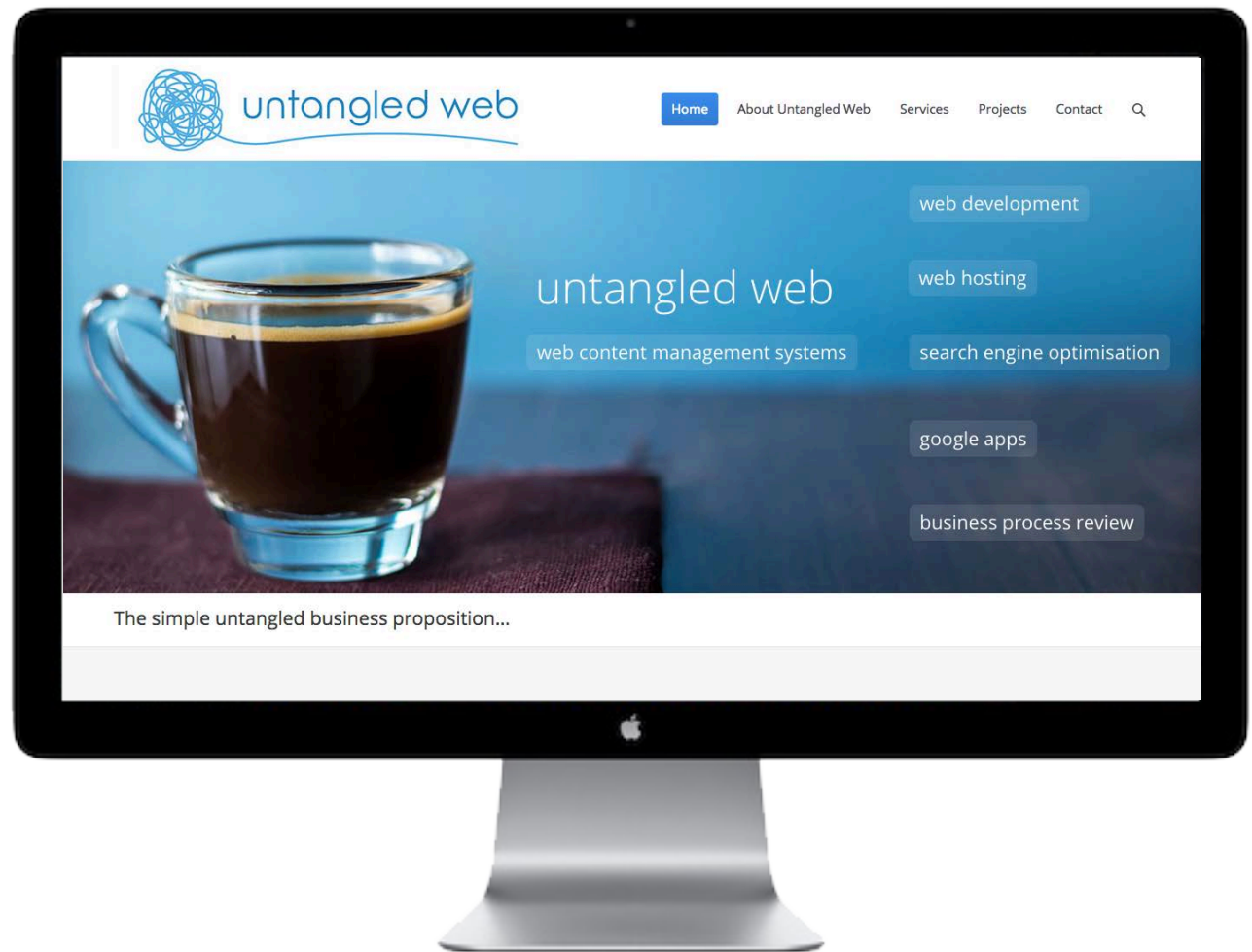
Major investments company, Aegon, engaged me to create some PowerPoint templates for the various teams in the company to use as a standard look.

This included illustrating a bank of icons which could be used in presentations.





Untangled Web are a web development/content management company and were in need of an upgrade on their original brand logo and colour approach.





KEMOSABE
CAPITAL

Kemosabe Capital are a exclusive financial advice company – based in Sydney, Australia, offering an exclusive and high-end service to specific customers.

Recommended by a former colleague and successful entrepreneur I became Kemosabe Capital's design and brand go-to, creating everything from branding to, stationery, splash website and even clothing liners.



KEMOSABE
CAPITAL

TRUSTED SCOUT



Richard McGrath MComm, SA Fin, CFP, SSA
SMSF Specialist Advisor
Certified Financial Planner

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E: r.mcgrath@kemosabe.com

www.kemosabe-capital.com



GEORGE
WATSON'S
—COLLEGE—

George Watson's College approached me to update the look of their annual Caritas alumni magazine, which included design and photography.



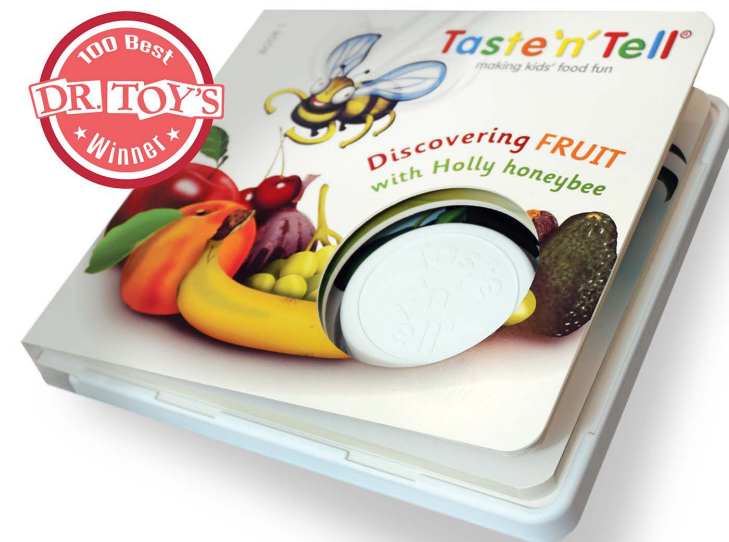
Taste'n'Tell®

making kids' food fun

TASTE 'N' TELL is a series of educational children's books designed to introduce healthy foods, featuring fun characters.

I was brought on board to bring the character designs to life and to illustrate the books from cover to cover. I also designed and artworked the books for print and provided photography.

The first two books won several awards and the Taste 'n' Tell brand has now extended to a schools and nurseries programme.





Taste'n'Tell®
making kids' food fun

The Discovering Food series

The books share the adventures of five fun characters – Holly honeybee, Veggie vole, Millar mouse, Beefy bear and Darcey dragon. Available now are:

Discovering Fruit
with Holly honeybee

Discovering Vegetables
with Veggie vole

Promoting healthy eating with 10 fantastic, inter-changeable books...



Single Book Starter Pack
with either *Discovering Fruit* with Holly honeybee
or *Discovering Vegetables* with Veggie vole.

£14.99 OR
Combo Starter Pack
with both books
£21.99



AVAILABLE FROM
THE WEBSITE OR...
amazon.com

Logo Design

A variety of logo design samples



80 YEARS OF INSPIRATION
THE SALTIRE SOCIETY



80 YEARS OF INSPIRATION
THE SALTIRE SOCIETY

Logo Design

A variety of logo design samples



PLATINUM WAVE
FRANCHISING



FRANCHISE MOVES
RECRUITMENT

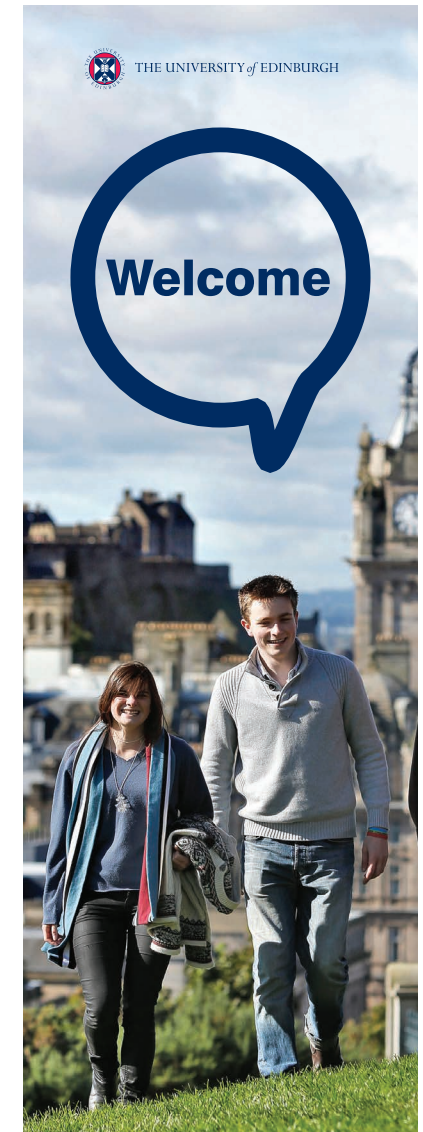
Logo Design

A variety of logo design samples



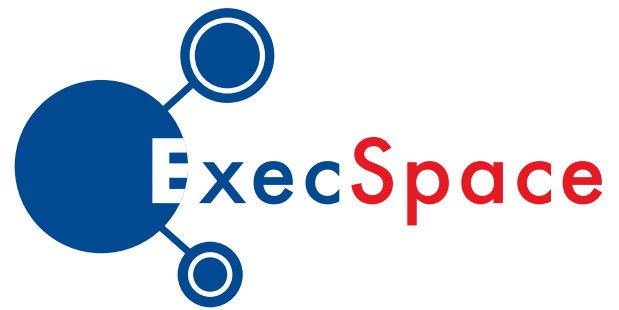
Logo Design

A variety of logo design samples



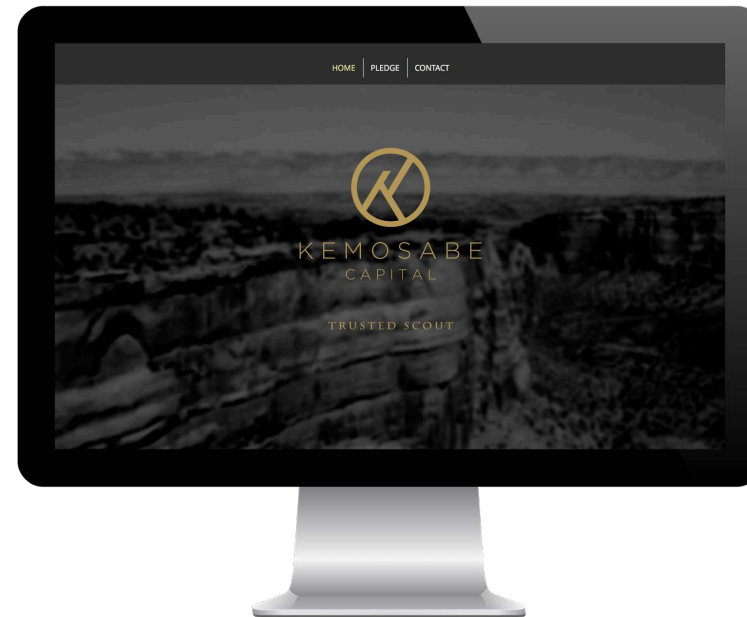
Logo Design

A variety of logo design samples



Logo Design

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Logo Design

A variety of logo design samples





CREATIVE STUDIO

HERO-CREATIVE.COM

