

# ELI KING NILES AVANCE

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WEBSITE  
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JACKNILES

GRAPHIC DESIGN PORTFOLIO

# YORK CHOCOLATE FESTIVAL

A collaboration between, Brew York, York Chocolate Story and York Chocolate Festival. I was tasked with creating a series of illustrations, that combined York's chocolate heritage icons, with the future of chocolate in the city for Brew York's limited edition chocolate stout, that was sold at the festival.

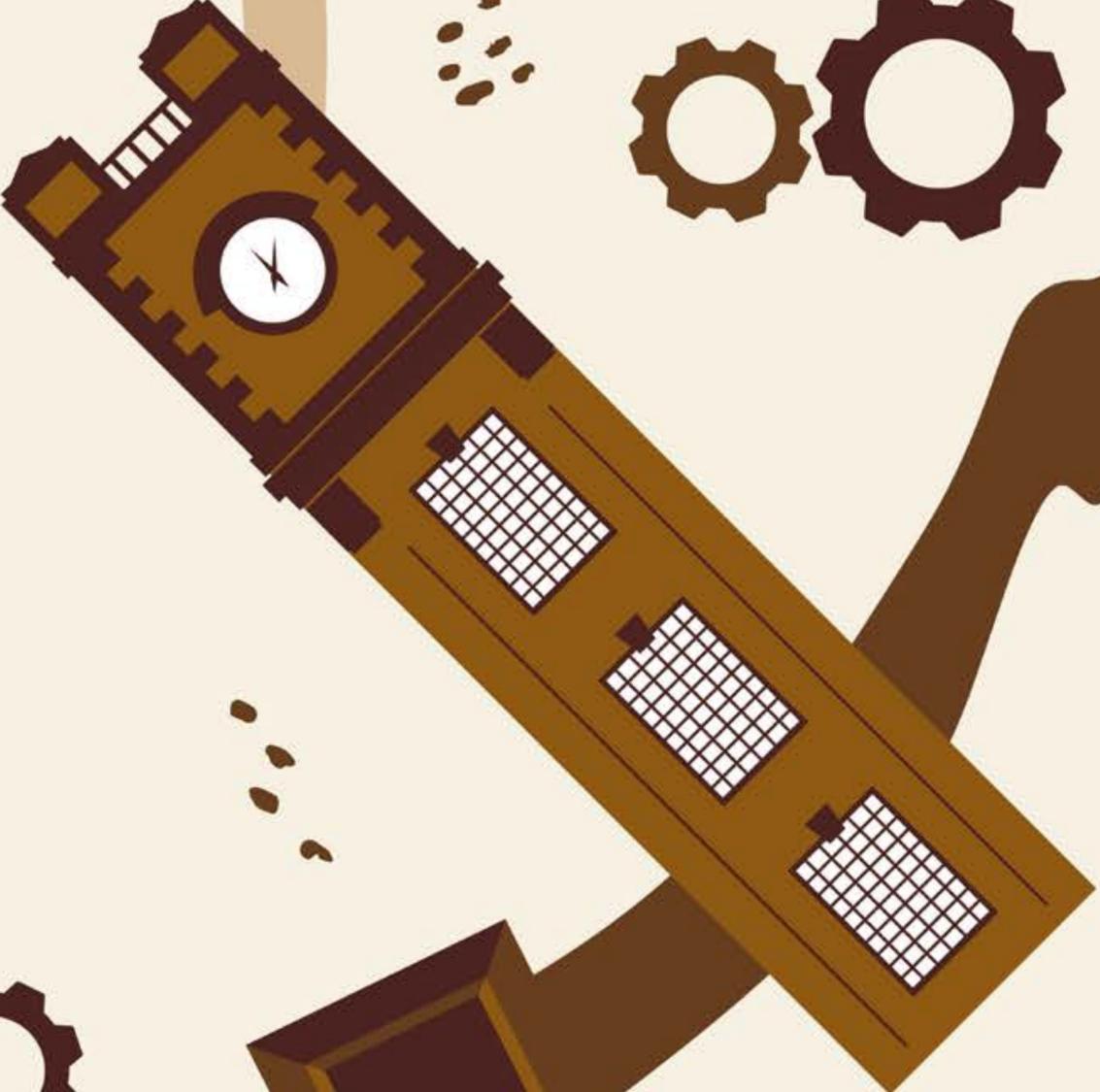
## SKILLS

Illustration  
Moodboarding  
Researching  
Client liaising





YORK  
*Chocolate*  
FESTIVAL



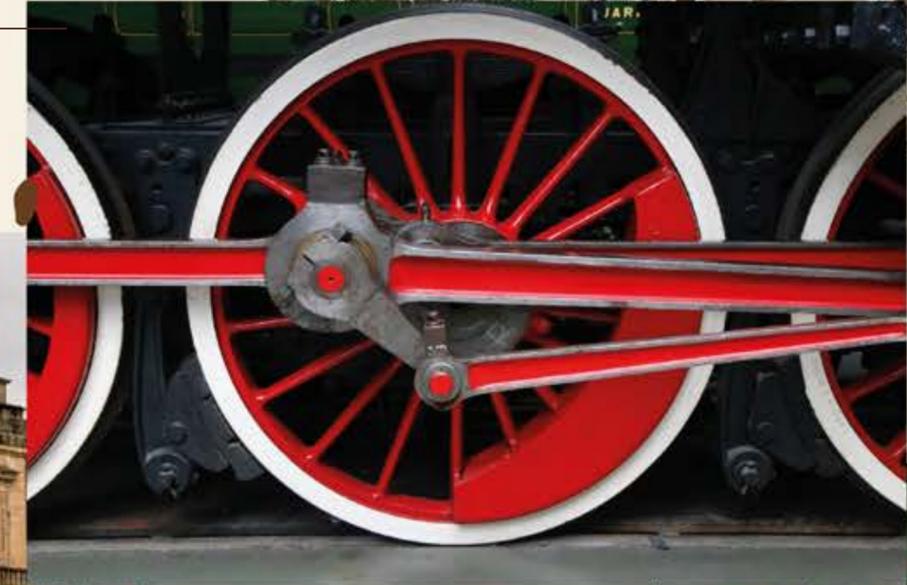
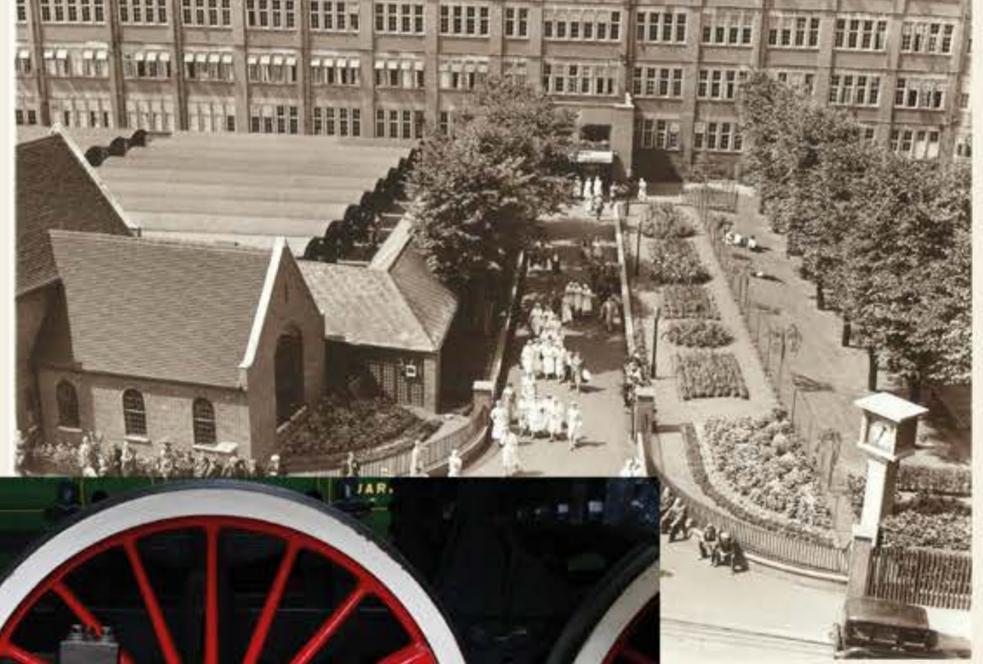


Chocolate icons of York's history, such as the Terry's building and Rountrees factory are rendered in illustrative form.



Darker colours taken from coco beans. It also represents the recent independent production of chocolate in the city from companies such as the York Coco Works.

Industrial manufacturing shapes were drawn from the chocolate factories, but also York's connection to the railways.



Celebrating  
individuality  
is at the heart of  
Ackworth School.



Ackworth School

# ACKWORTH SCHOOL

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Create a brand where historic traditions meet modern education philosophies.

## SKILLS

Branding  
Logo design  
Colour theory  
Research  
Layout design  
Branding  
Brand guideline creation



Ackworth School

# Ackworth School brand guidelines.

## Values

Develop a well integrated and self-disciplined community, with an international dimension, in which the values of Quakers are seen to underpin the school.

Help all pupils to progress at a pace appropriate to their age, aptitude, interests and ability, to achieve the best external examination results of which they are capable and to leave school equipped to lead a full and responsible life in the adult world.

Provide, and encourage the use of, the widest possible range of opportunities, e.g. sporting, creative and recreational, outside the formal curriculum.

To help pupils to grow in self-respect and to appreciate and enjoy the benefits of good health.

Encourage pupils to consider others before self, to look for the good in people and to be honest and trustworthy at all times.

Encourage service to others within and beyond school.

Provide, in conjunction with parents and guardians, care and support for pupils as they develop and mature.

Help pupils to value their fine surroundings, and the work of those who maintain them, and to extend their appreciation to an understanding of wider environmental issues.

## Logo - do's



Ackworth School



Ackworth School



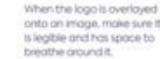
Ackworth School



Ackworth School



Ackworth School



Ackworth School

When the logo is overlaid onto an image, make sure it is legible and has space to breathe around it.

Use the logo in the dark blue on lighter backgrounds, and in white when on darker colours. The logo can also be used in a coloured 'tint' when applied over photos.

## Logo - do nots



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Ackworth School



Ackworth School



Ackworth School



Ackworth School



- Do not stretch the logo.
- Do not rotate the logo.
- Do not rearrange the hierarchy of the logo elements.
- Do not change the colours of the logo.
- Do not place the logo over an image, so it becomes illegible.

## Colours

C- 100	R- 32	PANTONE
M- 93	G- 37	2766C
Y- 40	B- 74	
K- 38	#20254a	

### Calm

C- 63	R- 69	PANTONE
M- 37	G- 120	5487 C
Y- 45	B- 118	
K- 22	#5f87b6	

C- 49	R- 144	PANTONE
M- 45	G- 136	5285 C
Y- 22	B- 126	
K- 5	#8f87a2	

C- 31	R- 192	PANTONE
M- 7	G- 209	579 C
Y- 48	B- 155	
K- 0	#c0d09b	

C- 46	R- 147	PANTONE
M- 0	G- 210	629 C
Y- 14	B- 222	
K- 0	#93d2de	

C- 56	R- 122	PANTONE
M- 31	G- 171	5425 C
Y- 24	B- 171	
K- 6	#8f87a2	

C- 26	R- 196	PANTONE
M- 21	G- 178	7759 C
Y- 100	B- 0	
K- 5	#c4b100	

## Strong

C- 96	R- 0	PANTONE
M- 30	G- 107	7719C
Y- 56	B- 104	
K- 22	#006b67	

Calm and strong colours are taken from history and nature. These form the foundation colours and designed to be legible when working together.

C- 68	R- 84	PANTONE
M- 91	G- 39	262 C
Y- 35	B- 78	
K- 37	#53274e	

C- 79	R- 87	PANTONE
M- 85	G- 60	7679C
Y- 15	B- 129	
K- 3	#573c81	

C- 75	R- 57	PANTONE
M- 43	G- 85	7736C
Y- 70	B- 66	
K- 43	#395441	

C- 100	R- 0	PANTONE
M- 50	G- 94	7469 C
Y- 28	B- 133	
K- 13	#005d85	

C- 100	R- 0	PANTONE
M- 62	G- 62	3035C
Y- 45	B- 82	
K- 43	#003d52	

C- 42	R- 133	PANTONE
M- 41	G- 117	871 C
Y- 67	B- 80	
K- 28	#84754f	

## Bright

C- 4	R- 255	PANTONE
M- 9	G- 221	YELLOW C
Y- 100	B- 0	
K- 0	#ffcc00	

C- 10	R- 251	PANTONE
M- 79	G- 83	184 C
Y- 34	B- 115	
K- 0	#fb5373	

C- 66	R- 76	PANTONE
M- 0	G- 187	3255 C
Y- 23	B- 164	
K- 0	#4cbbb8	

C- 31	R- 135	PANTONE
M- 28	G- 169	7451C
Y- 0	B- 226	
K- 0	#87a8e2	

The bright colours are used for highlights and will change with the bands within colour and design. All the colours are designed to work well over the top of each other, so that text is legible and accessible.





# The gem of Yorkshire.

visitscarborough.co.uk



JCDecaux

# VISIT SCARBOROUGH

Strategically, and creatively improve Scarborough's identity, image through the creation of a brand. Harkening back to vintage railway posters and advertising the brand captures the heritage of Scarborough, while using a modern design sensibility.

## SKILLS

- Branding
- Poster design
- Event design
- Research
- Animation
- Logo design
- Photo sourcing

WATCH THIS  
ANIMATE  
HERE



Scarborough  
Building better lives



The logo can adapt and change with the icon above the word mark can change, with the different icons representing different places in and around Scarborough.

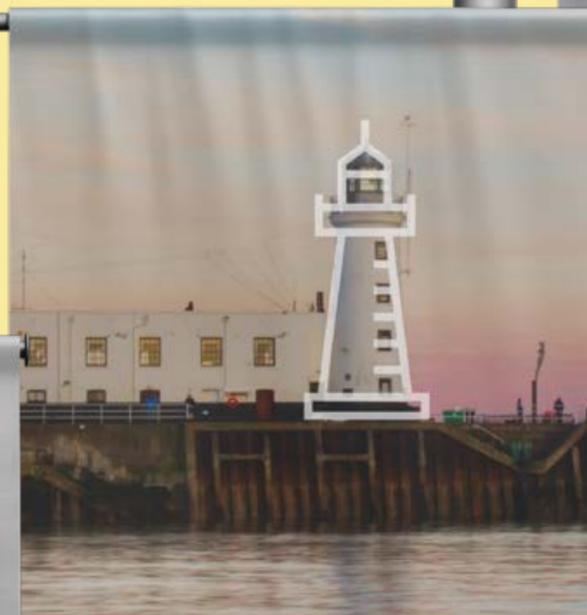


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**Yorkshire.**

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Scarborough  
Building better lives



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Scarborough  
Building better lives



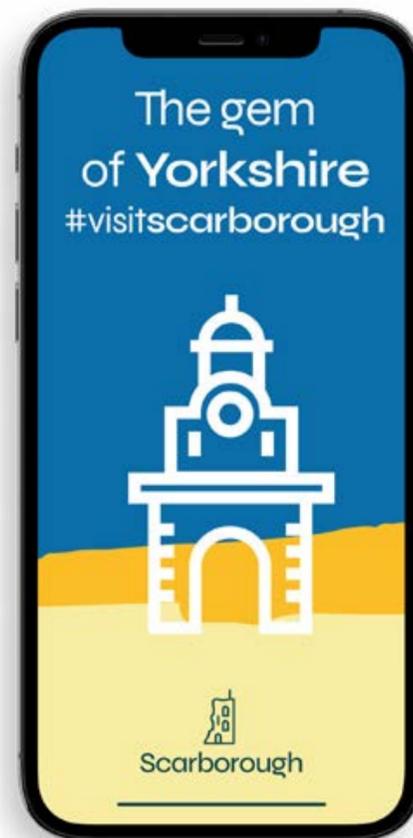
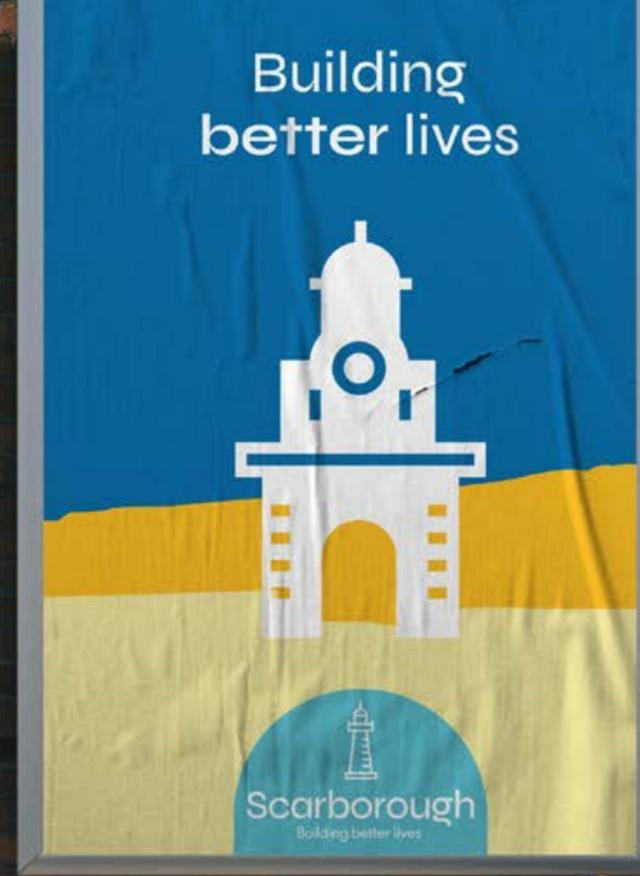
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Scarborough  
Building better lives





# ALTERNATIVE MOVIE POSTERS

A trilogy of hand printed movie posters, based on Wes Anderson films, in response to poorly designed movie posters.

Modern posters seem to have no regard to form, scale, colour and the effect they have on the audience. This was an effort to get back to the golden age of movie poster design, and gain the sense of care and craft that they hold.

## SKILLS

Screen printing  
Printmaking  
Poster design  
Illustration  
Research  
Typography







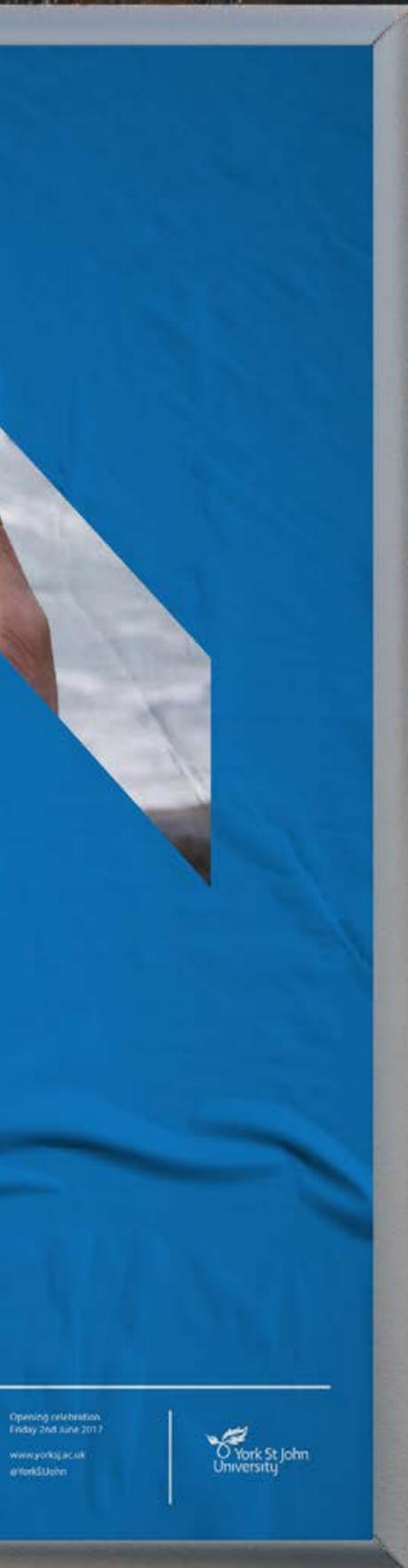
# TRUE NORTH

Created during my time at LazenbyBrown this brand identity showcases the best creative talent the North has to offer.

Created as part of a sub brand for York St John University the initiative aims to encourage creatives to see the opportunities available in the North, improve student retention and put the North on the map as a creative hub.

## SKILLS

- Branding
- Poster design
- Event design
- Advertising
- Team working
- Client liaising
- Photo sourcing



Opening celebration  
Friday 2nd June 2017  
www.yorksj.ac.uk  
@YorkStJohn



The Northern  
Art & Design Show

4 Disciplines  
3 Courses  
92 Students  
BA - MA

Opening celebration  
Friday 2nd June 2017  
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@YorkStJohn







The Northern  
Art & Design Show

4 Disciplines  
8 Courses  
90 Students  
BA + MA

Opening celebration  
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@yorksjohn



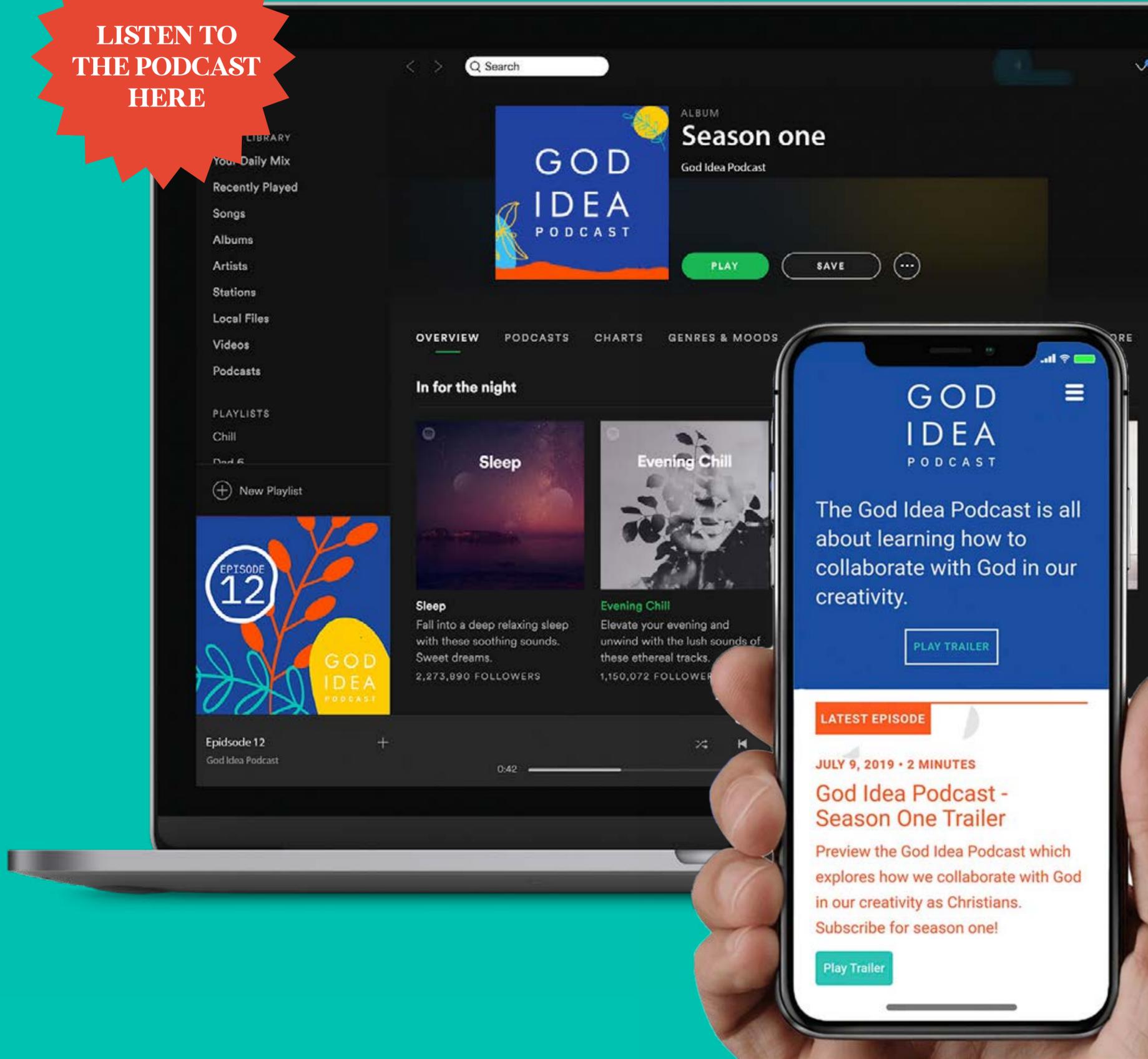
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LISTEN TO  
THE PODCAST  
HERE



# GOD IDEA PODCAST

Run by Dan Lee the God Idea podcast explores creativity within Christianity, and how followers of Jesus can use their creativity to live a more fulfilled life and make positive changes in the world.

Using the vibrant colour palette throughout the brand identity mixed with illustrative style foliage assets representing the regrowth and mirroring the idea of paradise the new brand identity was rolled out across digital assets including the Spotify channel as well as social media.

## SKILLS

- Branding
- Logo design
- Advertising
- Social media design
- Client liaising



Futura Medium

IBM Plex Mono Regular

IBM Plex Mono Semi Bold





# RIDING LIGHTS THEATRE COMPANY

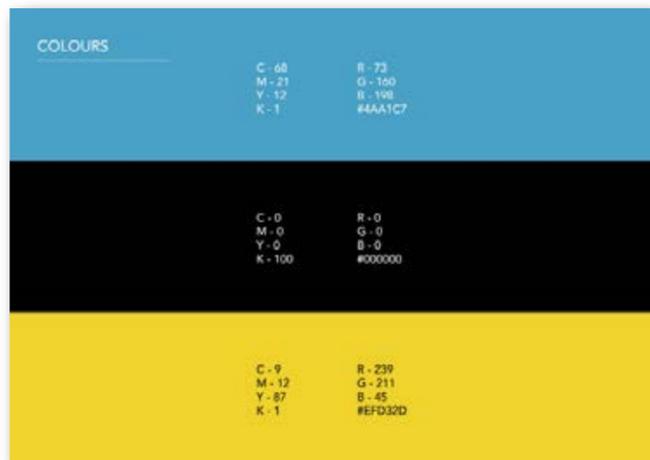
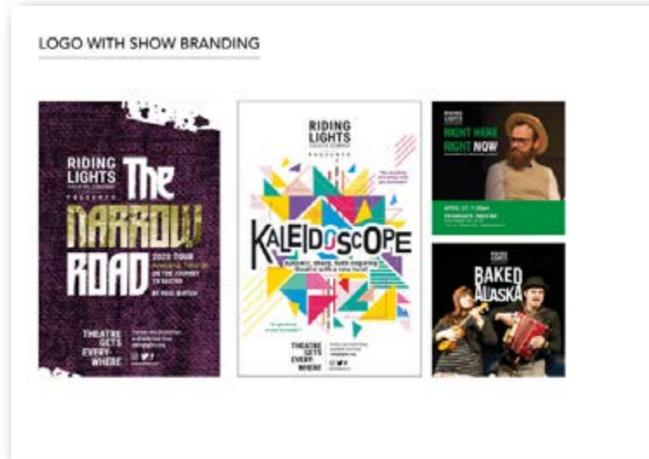
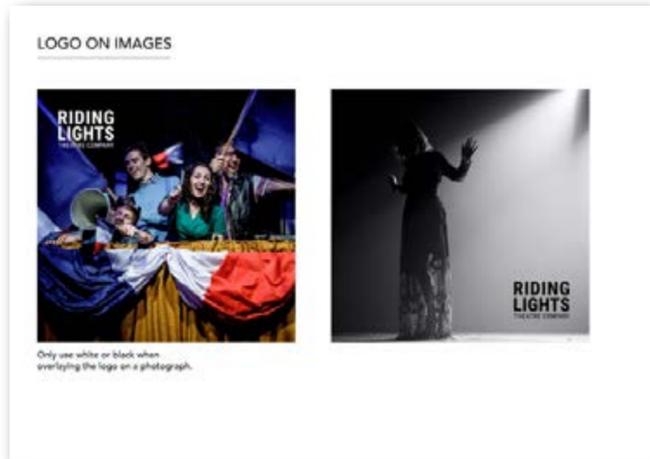
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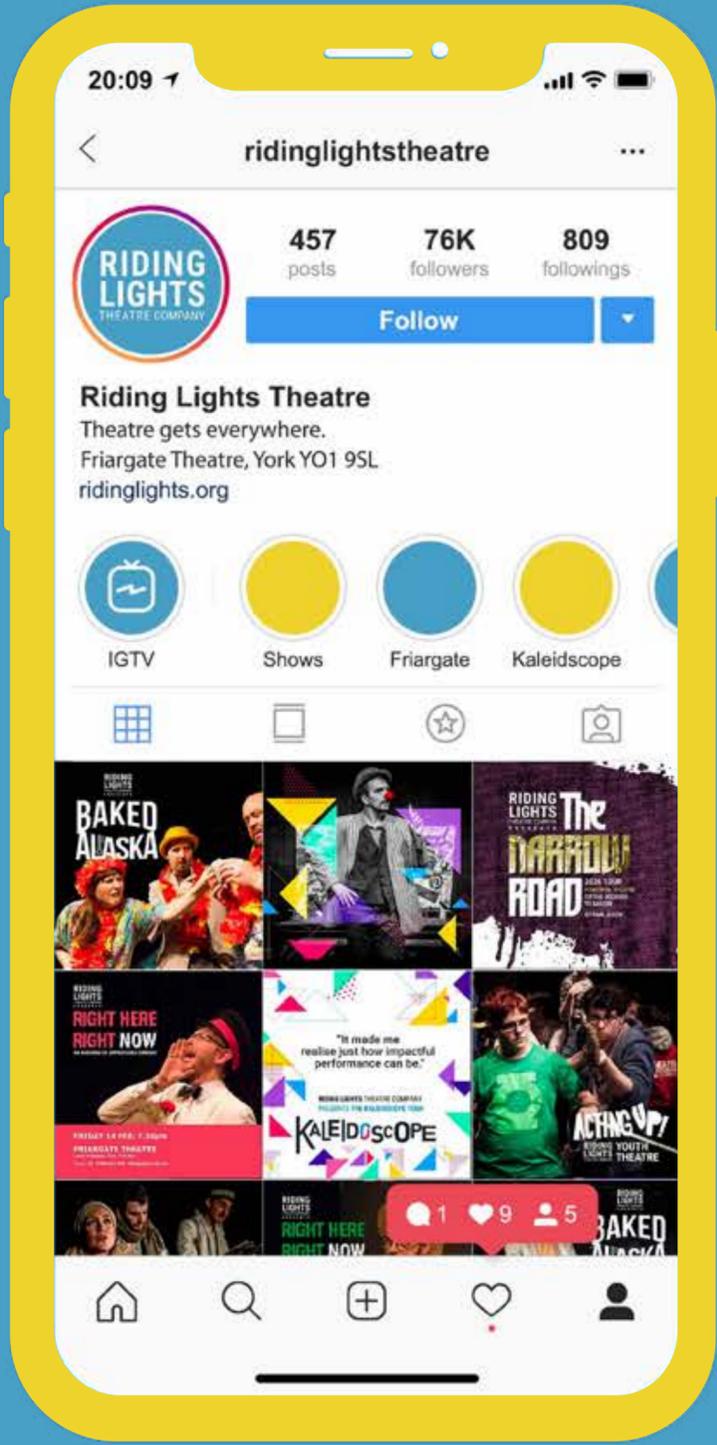
Create branding and social media posts for Riding Lights Theatre company, a national touring theatre company.

It is one of the UK's most productive and long-established independent theatre companies. It aims to create unforgettable, entertaining theatre in response to current issues and the hopes and fears of the world we share.

## SKILLS

- Branding
- Layout design
- Social design
- Logo design
- Client liaising
- Brand guideline creation





WATCH THIS ANIMATE HERE

# PROJECT KOALA

As a member of Bright Young Things....  
Project Koala was collection of nine 3D koalas  
each designed by a different members of the creative  
group Bright Young Things member, all housed in  
independent shops around York for people to find in  
the Koala Trail.

Each Koala had a link to a QR code to help raise  
awareness of the on going work the Koala Crisis have  
after the devastating Australian bush fires.

## SKILLS

- Illustration
- Event design
- Poster design
- Networking
- Teamwork





ALL THE LETTERS