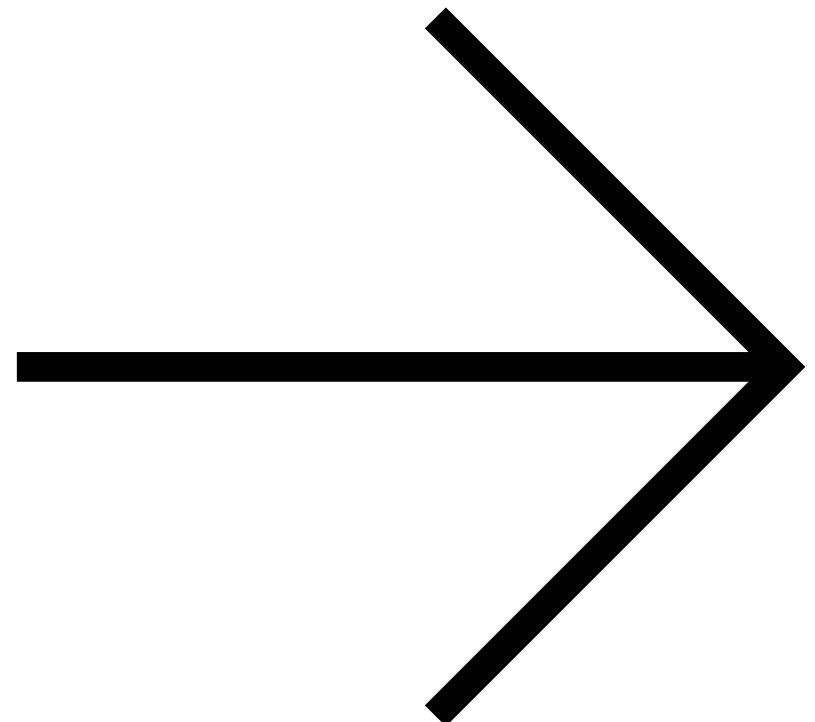


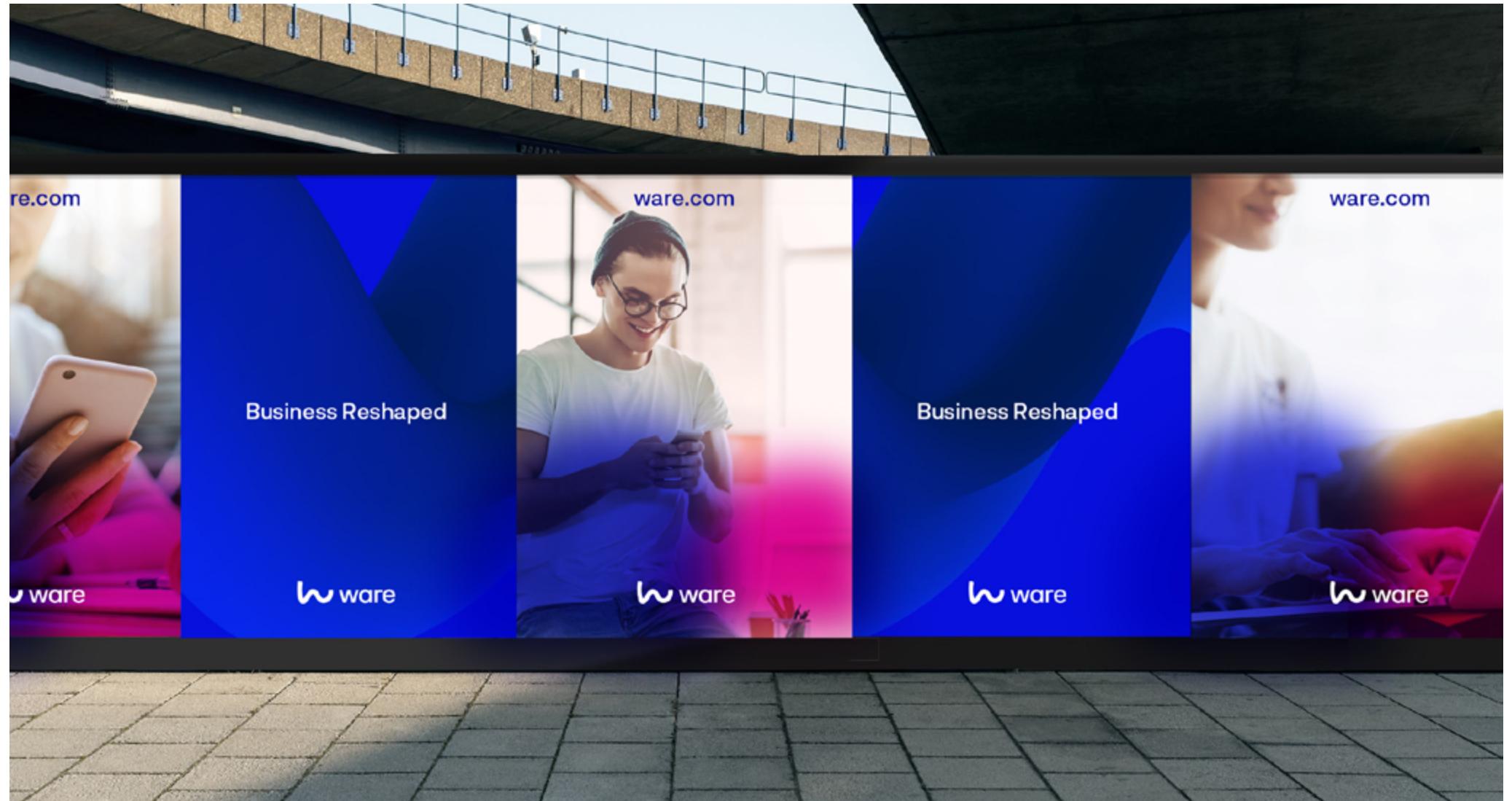
Toby Nelmes / Portfolio

Entrepreneurial designer and creative director with in-depth experience of working on projects for the cultural, manufacturing and B2B sectors, from print to digital. Specialist in brand identity, photographic art direction, layout and typography. Self-motivated and comfortable working to tight deadlines, bringing creative flair to any project, from logo design, signage, print design, exhibition design, websites, UI design and book design.



Ware is a community-driven SaaS platform, built to empower workplaces and people. I designed a new brand identity and all collateral, as well as working closely with the UI/UX team on the style of the platform itself.



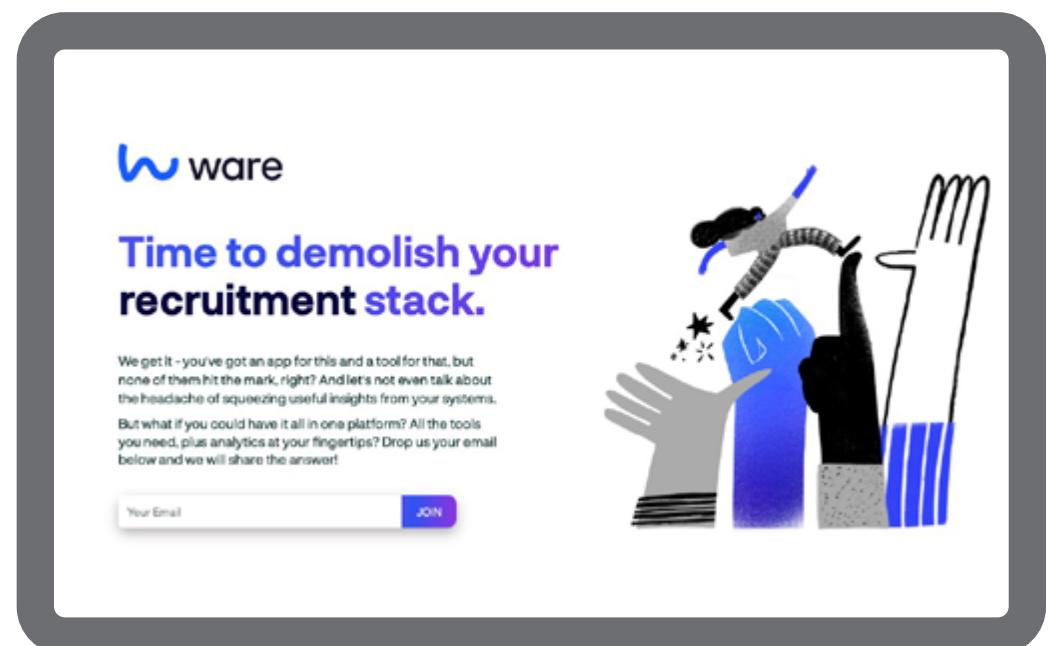
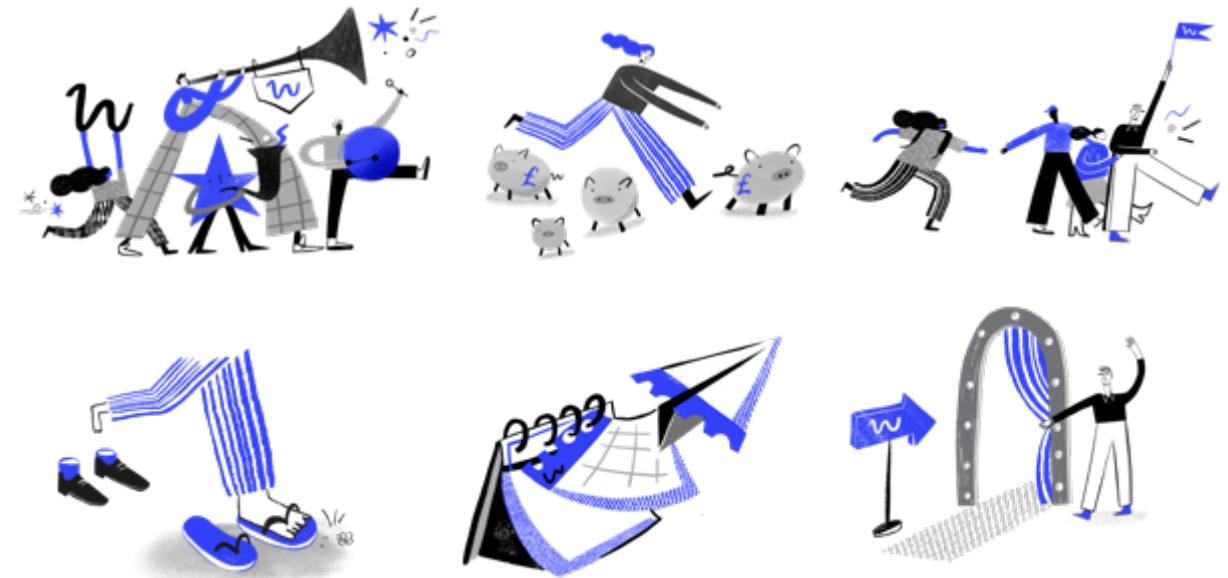
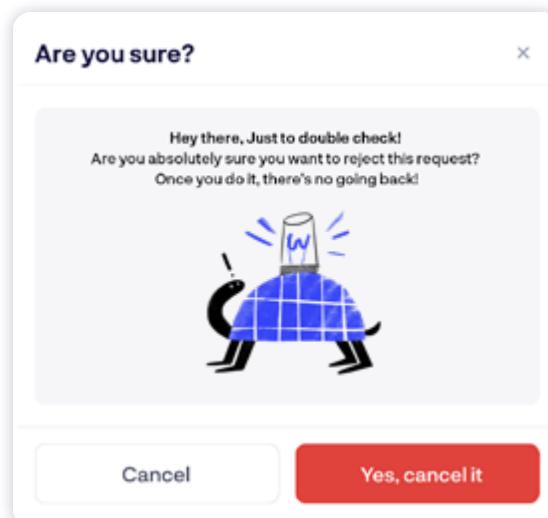
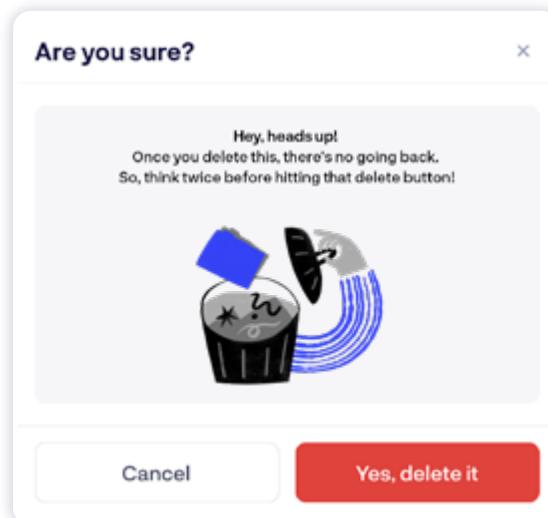




The screenshot shows the Ware website homepage. The header features the 'ware' logo with a blue 'w'. Below it is the tagline 'Everyone contributes to the code'. The address '32 Central Square, Cardiff CF5 1QE, +44 (0) 2033 8822, ware.co.uk' is listed. A sidebar on the left shows the date '30.03.24' and a snippet of text: 'Lorem ipsum sit amet dolor Consectetur adipiscing'. The main content area contains several paragraphs of Latin placeholder text (lorem ipsum). At the bottom, there is a note: 'Ad inc nest, commi coesur watr esse conice modis a simmisi cu dolupiscum reit vent.'

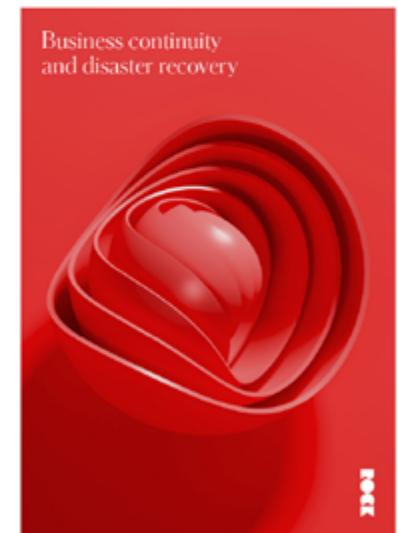
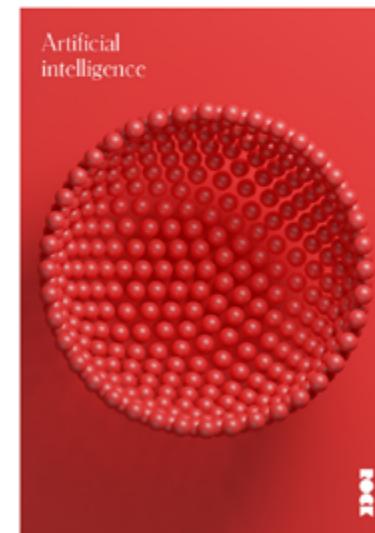
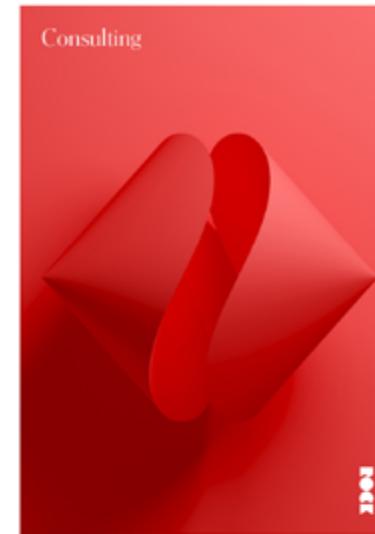


Working with [Pickle Illustration](#) to create a series of unique and engaging illustrations to highlight the various features of the platform. These illustrations will be used across the website, including modals and pull-outs, offering a fresh and creative way to explain the platform's capabilities.



ROCK – Brand refresh, guidelines and collateral

Rock is an IT company that provides technology guidance to leading companies and organisations across the UK. I refreshed the brand and all collateral. Collaborating with 3d artist Nertil Muhaxhiri from deepyellow.net to create 3d shapes for each service offering.



Brand Guidelines



Welcome

Establishing a strong brand identity is vital for any organisation. The determination to ensure we have a strong, immediately identifiable brand is undoubtedly one of the main reasons for our success to date.

Brand strategy

This document will set the full scope of our brand. This includes the brand core, brand messaging and brand identity.

Brand core

Mission
The set of beliefs that define the purpose of what we do, who we serve and how we want to be perceived by the world.

Values
The set of beliefs that define the purpose of what we do, who we serve and how we want to be perceived by the world.

Brand messaging

Brand essence
Brand promise
How we perceive the brand.
Brand story / about us
Anatomy of a ROCK
Brand voice

Brand identity

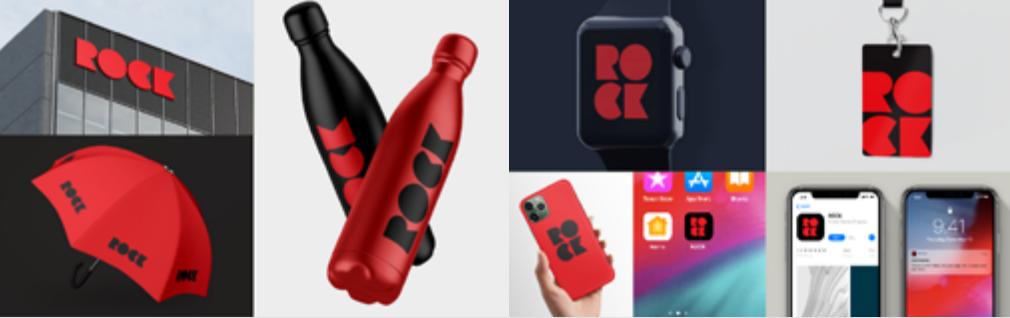
Logo
Colours
Slogans
Web
Literature
Photography
Partner logos
Data visualisation and models

Our mission

At ROCK, we are guided by our mission to have a transformative impact on our clients and abide by our True North values—our unwavering commitment to do the right thing by our clients, our people and the planet, whilst navigating pathways in the digital age and beyond.

Brand identity

Our brand identity is made up of the visible and innovative elements of a brand that identify and distinguish the brand in consumers' minds.



Logos, primary

Dimensions & spacing: Identity defined by width and height. Minimum width is 100px. Maximum width is 1000px. Recommended width is 400px. Maximum height is 100px.



Logos, primary

Clearspace, minimum size:
All graphic elements must retain the specified distance from our logo, giving as much space as possible. See the logo section for details.



Typography

Font family: FONTSOURCE - FONTSOURCE

"Our experience is unparalleled."
Peter Jones, Head of Networking



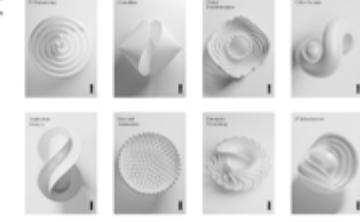
5D asset: Brand Shape

You will often encounter both a classic ROCK graphic shape and a more abstract, rounded, metallic version. Both can be used.

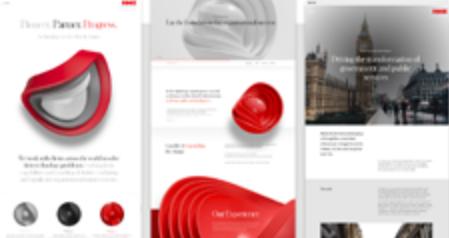


5D assets: Service pillars

Rock has a lot to offer to represent our service pillars and other offerings. Recommended height is 100px. Width is 100px.



Web



Data visualisation



Company Brochure



2. COMPANY BROCHURE

We work with clients across the world to solve their technology problems; evolving their capabilities and enabling definitive, enduring and significant organisational improvements.



Pioneer

Exploration. Evolution. A culture of Innovation. Utilising our ecosystem of industry and technical expertise we help clients thrive in the age of intelligence, and beyond.

Partner.

Collaboration, Honesty, Trust. We work seamlessly as strategic partners to our clients, combining together our skills to tackle complex problems and remove the burden of technology and change.

Progress.

Develop. Advance. Accomplish. Forging transformative pathways, we deliver technology solutions that make real, distinctive and impactful organisational improvements.

Application Services



8. APPLICATION SERVICES

Unequivocal results

Over
10,000

Successful consultancy projects completed since 2008.

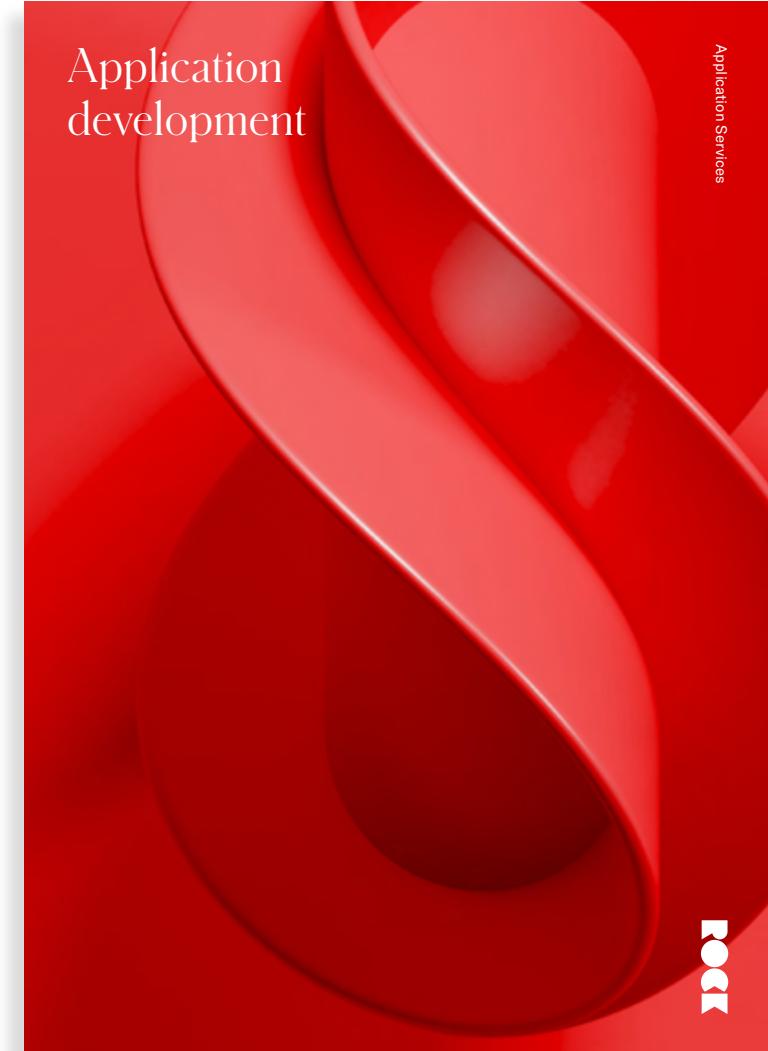
94.9%

Businesses reported an improvement within 12 months of our app maturity assessment.

40%

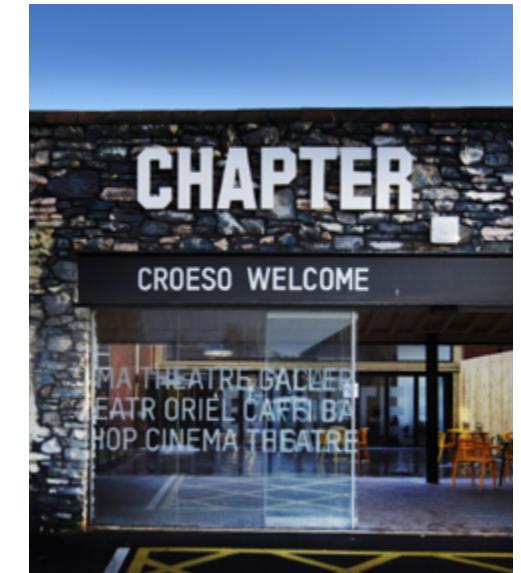
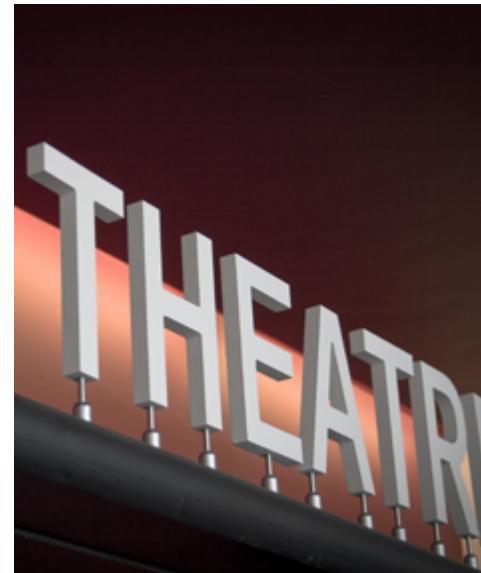
Average savings for new clients of ROCK.

Application development



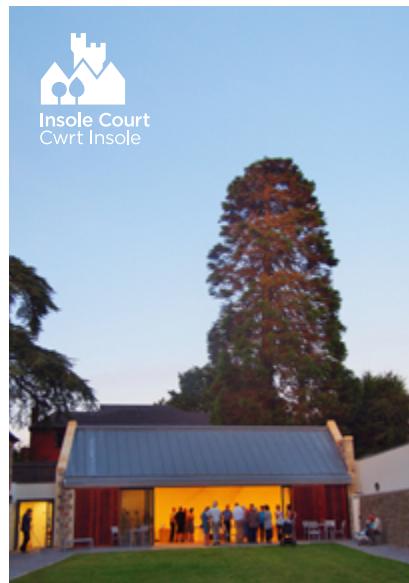
Application Services

ROCK





A woman with blonde hair, wearing a white space suit with a clear helmet. Several butterflies are perched on the hood of her suit. She is looking slightly to the right of the camera. The background is a solid pink color.



Stable Yard

Once a derelict run, the Stable Yard has been transformed to become one of Cardiff's most attractive room hire facilities with eight versatile spaces, each with its own unique character and a range of catering options available.

Craft workshops, fitness classes, corporate events, product launches, meetings and conferences can all be accommodated in the modern facilities from steel sinks to high definition projectors and with rooms from just £15 per hour up to £150 per hour, inclusive premium facilities with accessible pricing. For more information call 02920 167020 or visit insolecourt.org

Land & Stables

Bu'r stablau'n addewill o bellach mae'r wedd i'r traethau ddiogel un o gylfinnod ymreolaethol deniau Caerdydd o ran stablaidd i w loig. Mae yma wyth godol hydrefol a pherthynol wrth WiFi am anol, parcio di-dil ac amrywiaeth o ddeisiaid arloyo.

Galli a pherthynol i'r stablaau credyd i ddisgrifiadu cadrn hwni, gweisiau cymunedol, cyfarfodion busnes a chyflwrion. Ynghyd â'r stablaau arbennig yn cynnws similar dur a pherthynol i'r safleoedd yng Nghymru.

Gyda pherthynol ar gael i w loig am glyn leodd £15 yr aker, mae'r land stablaidd i ddil a pherthynol i'r radd flaenol a phrifysol rhwymol lawn.

Am ragor o wybodaeth ffônwyd 02921 167020 neu eich i insolecourt.org

Potting Shed Cafe

Open 7 days a week for delicious brunch and light lunch with plenty of home-baked cakes, the Potting Shed cafe is a great place to sit back and enjoy home-made food. Meals are prepared fresh and to order, with seasonal menus and ingredients. The menu also features as much as possible coming from Insole Court's own farm.

For current opening times or for more information see insolecourt.org

Caffi'r Cwt Polisiau

Ar agor i ddiwedd y wylmyn am frodorau a gweithiadau'n hysbys o flasau gyda digonoleg o deilenol a pherthynol i'r safle. Mae'r safle hwn i gynllunio bywyd carherdinaethol wedi i gryfforddu trwy ddatblyu corfforol. Parhauodd y safle aros ar achos, gyda bwylleidiom tymhorol a chynhwysion a ger y llled, gan gynnwys y gallt a'r Ardd Gymunedol Cwrt Insole.

Am ragor o wybodaeth cyffredol neu am anol o wybodaeth euchus i insolecourt.org

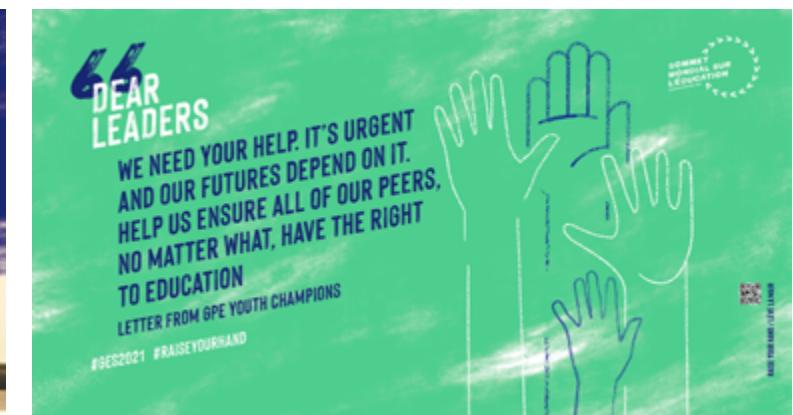
Houses & History

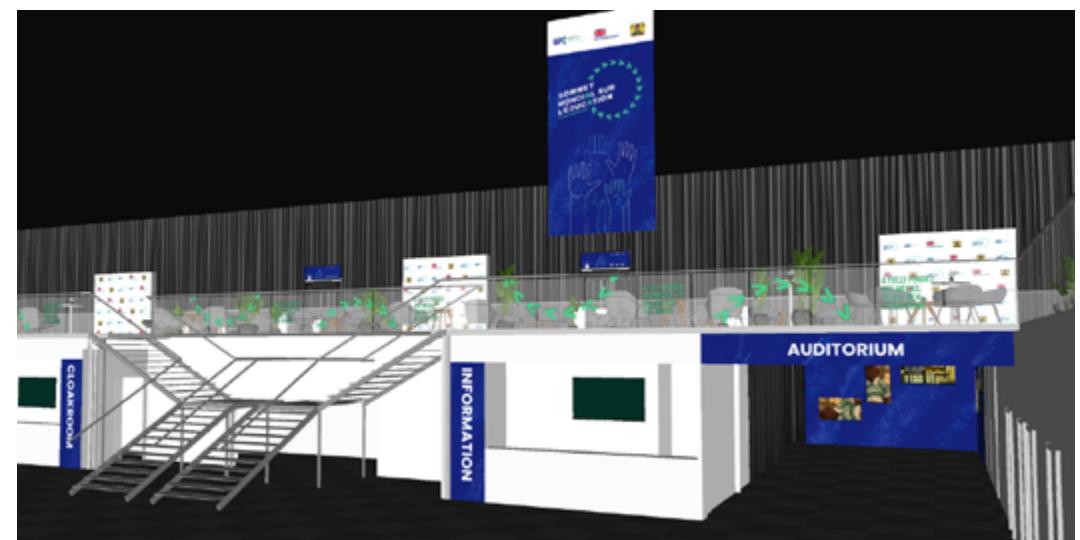
Originally built as a modest family home in 1856, Insole Court was extended by the Insole family over several years to become the unique mansion house seen today. After many years of being empty, the core of the house was recently transformed to a character set up to protect it, the Insole Court 1852 and is now being carefully restored, ready to welcome visitors to the estate. More information on the history of the house can be found at our Visitor Centre, at the entrance to the Stable Yard.

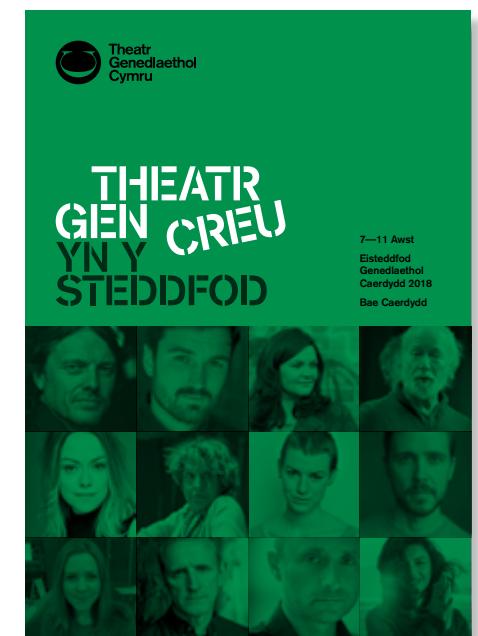
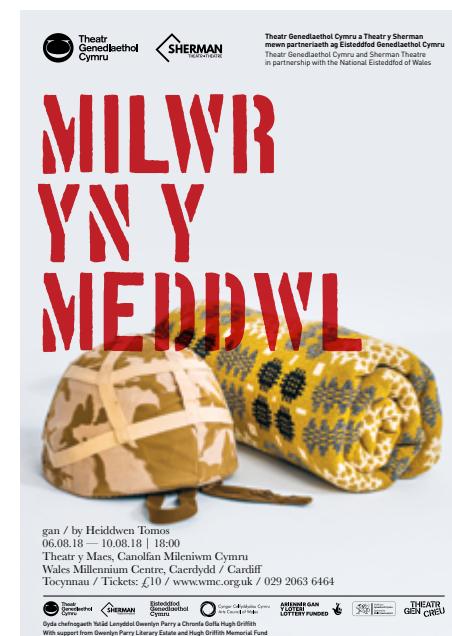
Y Ty a'r Hanes

Adalaiwyd Cwrt Insole yn wreiddiol fel cartref teulu diodres ym 1856, a chyrraedd i gael ei adeiladu'n gofynnol o'i cheddlaethau o'r safle. Mae'r safle hwn i gynllunio bywyd carherdinaethol wedi i gryfforddu trwy ddatblyu corfforol. Parhauodd y safle aros ar achos, gyda bwylleidiom tymhorol a chynhwysion a ger y llled, gan gynnwys y gallt a'r Ardd Gymunedol Cwrt Insole.

Am ragor o wybodaeth am hanes y ty u'n canolbwynt Ymchwilyr, wrth y tymroedd i'w llofnod.







Creative Learning through the Arts
Dysgu Creadigol drwy'r Celfyddydau

Estyn

EAS
Education Achievement Service
for South East Wales
Gwasanaeth Cyflawni Addysg
i Dde Dolygian Cymru

Education Achievement Service
for South East Wales
Gwasanaeth Cyflawni Addysg
i Dde Dolygian Cymru

Newsletter December 2023

What is the consortium?
Udipsandam, aut aut odita dolorit voloreprae valor aut alit lis voluptat et eost, si iducium ra quibeaquia. Net vel int, autemquatem fuga. Cabori ditiorio. Et molupta aliquiae dusandanhil mo quate quasim et vellaceatem velia verion pliquam necatem voluptas nonsendus.

Torfaen
Mincid ut estrunt lique dolla sequitibus erum Aspeliat deri quistio sandamus, opta dolupti Ita quam ipienim enitis saestrum qui del minverrum am sendatus minificias

Monmouthshire
Mincid ut estrunt lique dolla sequitibus erum Aspeliat deri quistio sandamus, opta dolupti Ita quam ipienim enitis saestrum qui del minverrum am sendatus minificias

EAS
Education Achievement Service
for South East Wales
Gwasanaeth Cyflawni Addysg
i Dde Dolygian Cymru

Newsletter December 2023

Ossinimo venia nimilib aquas inum voluptaquam el molup ndandaest, stitis dolupis ut fuga. Ebit, sequi riristi voluptatia explam voluptatur. Pidest volore vero ea simine lendanti nullorios.

Meeting the teaching challenges of the future
Mincid ut estrunt lique dolla sequitibus erum Aspeliat deri quistio sandamus, opta dolupti Ita quam ipienim enitis saestrum qui del minverrum am sendatus

Foundation Phase Action Plan
Aspeliat deri quistio sandamus, opta dolupti Ita quam ipienim enitis saestrum qui del minverrum am sendatus minificias

EAS Vacancy - Principal Challenge Adviser
Aspeliat deri quistio sandamus, opta

EAS
Education Achievement Service
for South East Wales
Gwasanaeth Cyflawni Addysg
i Dde Dolygian Cymru





My Monmouthshire the app that's growing

Quick: My Monmouthshire is a fast way to access services or contact Monmouthshire County Council – you can simply find information or get in touch with us from your smart phone or computer

Easy: a simple way to find information, pay for a service (e.g. council tax, green garden waste collection or school meals etc.) or tell us about something by taking a photo or sharing a video via the app

Your opinion matters: My Monmouthshire is a brilliant way to give us feedback about what's great or not so great about Monmouthshire County Council

Keep updated: we'll send you updates on various things in Monmouthshire. Simply click to receive updates

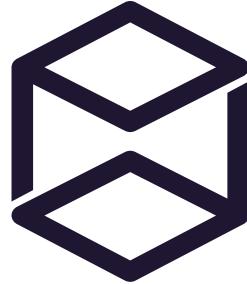
Download My Monmouthshire from the app store today or visit monmouthshire.gov.uk/my-monmouthshire – you'll be 'appy'





A screenshot of the restaurant's website. The header reads "the HARDWICK". Below it is a navigation menu with links like "the CHEF", "the RESTAURANT", "the ROOMS", etc. The main content area shows a blurred photograph of the restaurant's interior with a golden bell on a stand in the foreground. At the bottom, there are links for "See Day", "Contact", "Disclaimer", "Privacy Statement", "Sitemap", and "Follow us on".





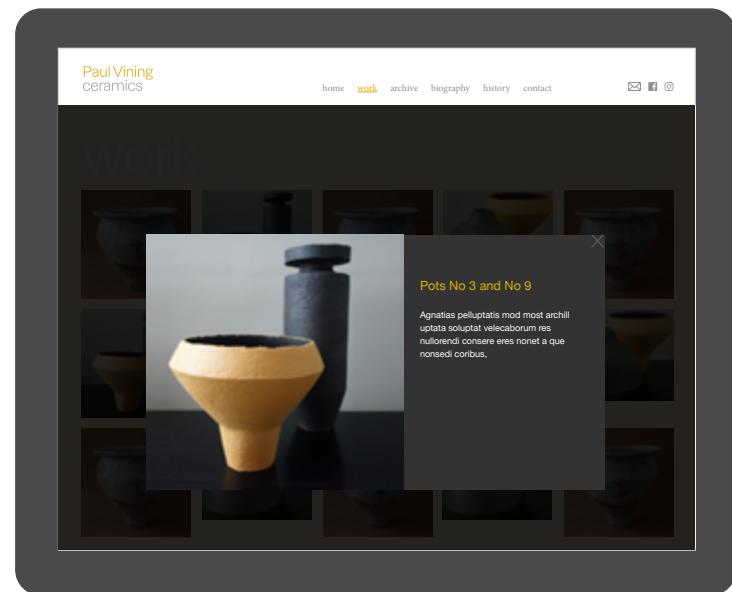
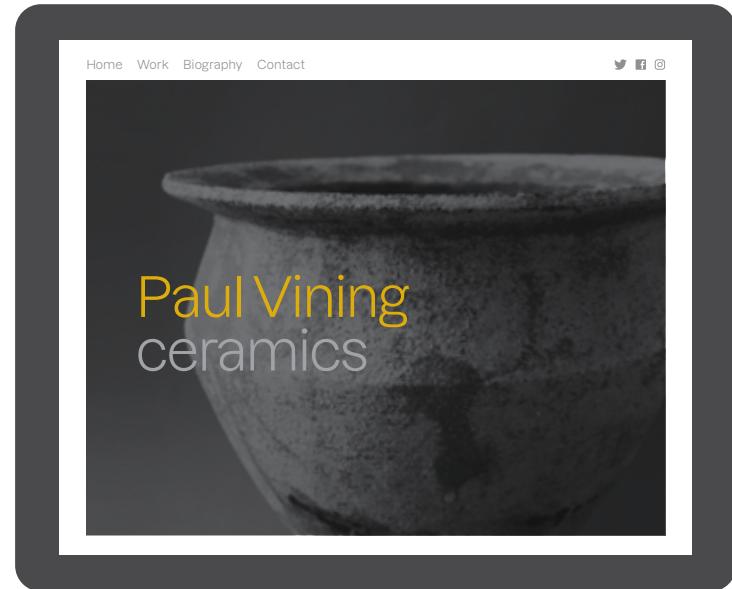
PERSONAL DEFENSE TECHNOLOGIES

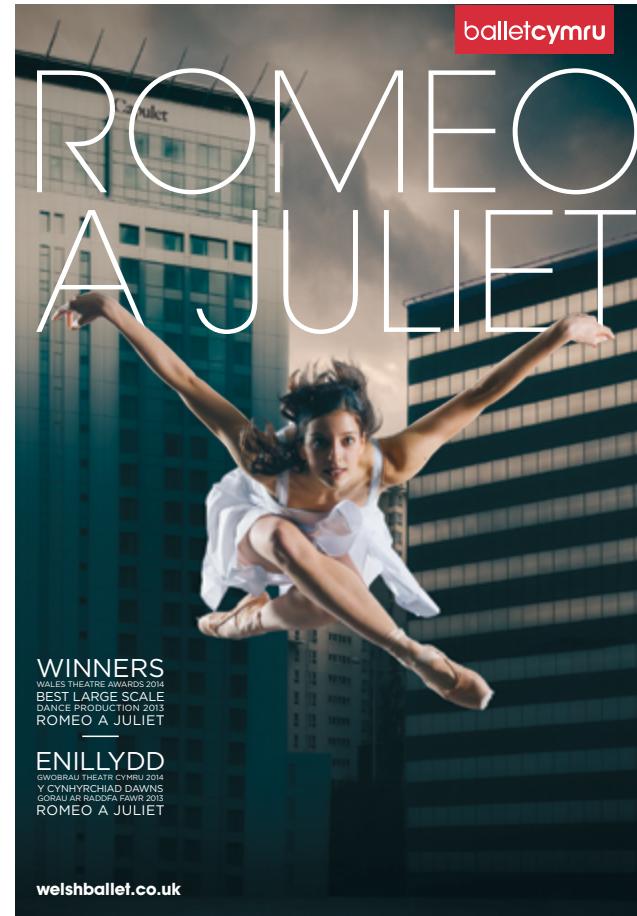
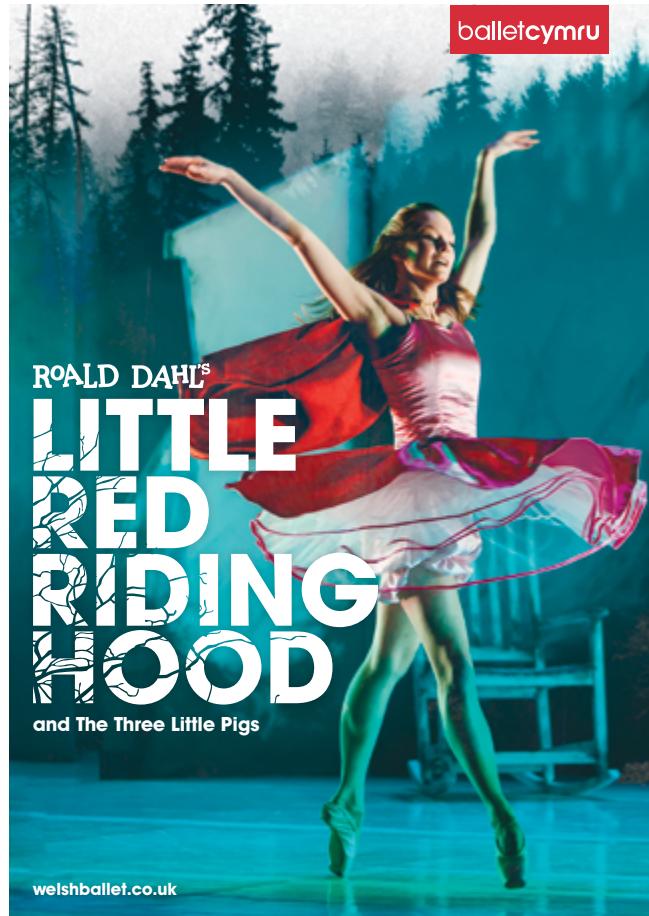


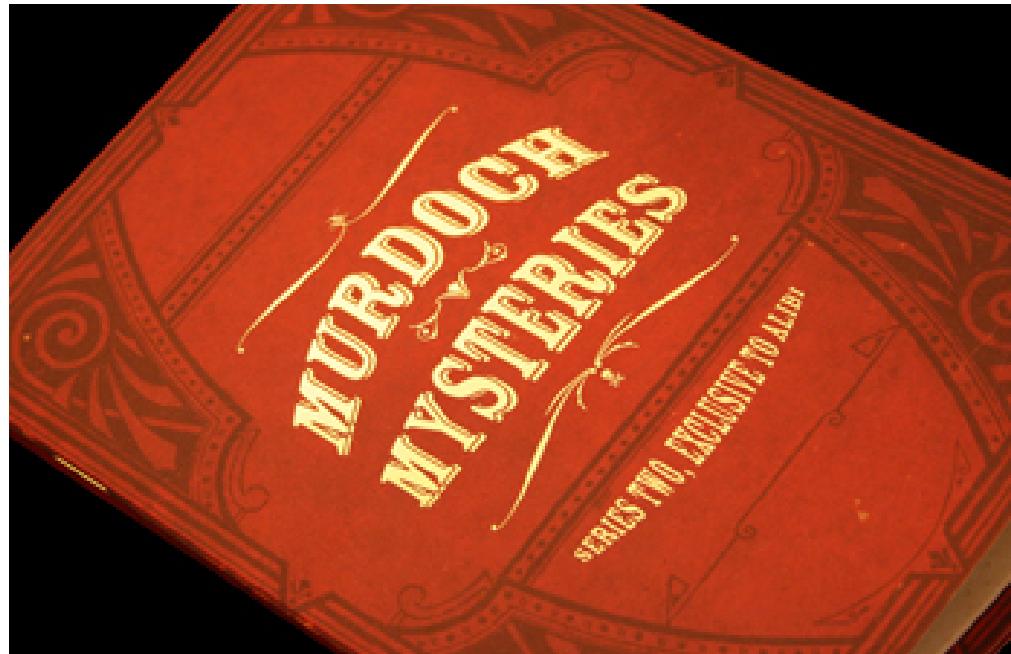
We are Personal Defense Technologies,
Ibusciat providel ipsandebis aceperc
ilitias ipsantur sequam susamusam, To
enimus quam fuga. Ipsunto beat venism
ustemolupta voluptat aut debis diatenis

We are Personal Defense Technologies,
Ibusciat providel ipsandebis aceperc
ilitias ipsantur sequam susamusam,
To enimus quam fuga. Ipsunto beat
venism ustemolupta voluptat aut debis
diatenis Nobitia pa nulparum fugia
dolorum la sa velenis alique siminveri
ipitate escium reicil ipsi ut alitia con
exeat foccus dem ad ut min nonet
verchitatur, as as milit, cus doluptio to
molupta des modi undi dolupta dolum,
et pa dolupta sinia suntios re endus
expis et et anda verferum quis foresti
bustios nulliqui cusam quide eum
vernataque doloribus nobis es ma inci te
ommolorro eiusdae sit harum facepta
volores tiumquiat estibus a sequis qui te
doluptio modi

Paul Vining ceramics













GREAT HOUSE FARM

Luxury Sustainable Living –
Homes intelligently designed for
health, space and well-being



dedicated to deliver homes which exceed
targets as well as government targets.
Leading exponents of ecological and
affordable building, refurbishments and retro
fits have a portfolio of high quality
customers. Our developments are
future proof and provide tomorrow's
homes today.

I am proud that our work at Great
House Farm has been recognised by the Welsh
Government Housing Ministers opening
ceremony.

LiveEco HOMES




Poem written by
Mari George
Commissioned as
part of the National
Eco-Homes of Wales
2015

*One garden and one community
Growing together into a kingdom
With sun and rain, turns into a circle
Ready for fellowship*

**GREAT
HOUSE
FARM**

Two Bedroom
Eco Home



Luxury Sustainable Living –
Homes intelligently designed for
health, space and well-being

**GREAT
HOUSE
FARM**

Two Bedroom
Eco Home



Luxury Sustainable Living –
Homes intelligently designed for
health, space and well-being

**GREAT
HOUSE
FARM**

Four Bedroom
Eco Home



Luxury Sustainable Living –
Homes intelligently designed for
health, space and well-being






This is the third and final phase of this
award winning residential scheme in
St Fagans. A rural peaceful setting that
is only a short journey to a bustling,
international city. Located just outside
Cardiff City with its huge range of amenities,
services, excellent road links and
international airport. From world class
sport, theatre, culture and restaurants
to amazing shopping – Cardiff has it all.

Four Bedroom Eco Home




4kW PV Roof panels	Underfloor heating
LG TWH Storage Battery	Sigma S designed kitchen
Ehi smart car charger	Bespoke designed bathrooms
Electric Heat Pump	High specification interior finishes
MVHR air filtration	



Winter is here! Our new ranges are available now que et alit que exceperum vent quat lacidois porem id earch illes dit que commis aut re, omnimagnis dis es eribust quidelesecus sincitatati am.

[WOMEN >](#)

[GIRLS >](#)

[MEN >](#)

[BOYS >](#)

[BABY >](#)

[ACCESSORIES >](#)

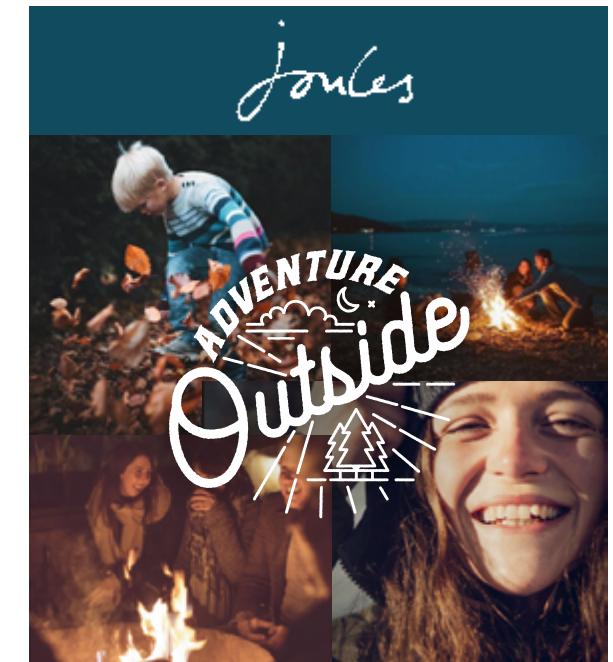
[FOOTWEAR >](#)

[CHRISTMAS >](#)



We've partnered with the Woodland Trust to tell a festive tale about our woodlands and the animals that inhabit them.

[LEARN MORE >](#)



Winter is here! Our new ranges are available now que et alit que exceperum vent quat lacidois porem id earch illes dit que commis aut re, omnimagnis dis es eribust quidelesecus sincitatati am.

[WOMEN >](#)

[GIRLS >](#)

[MEN >](#)

[BOYS >](#)

[BABY >](#)

[ACCESSORIES >](#)

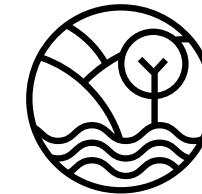
[FOOTWEAR >](#)

[CHRISTMAS >](#)



We've partnered with the Woodland Trust to tell a festive tale about our woodlands and the animals that inhabit them.

[LEARN MORE >](#)



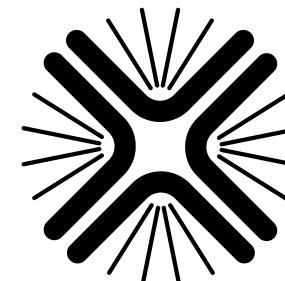
Bridgend
Green Network
—
Rhwydwaith
Gwyrdd Pen-y-bont



Adam Harris RIBA
Architecture Consultancy



Studio Response
Art People Place



Brilliant
Books
—
Llyfrau
Llachar

