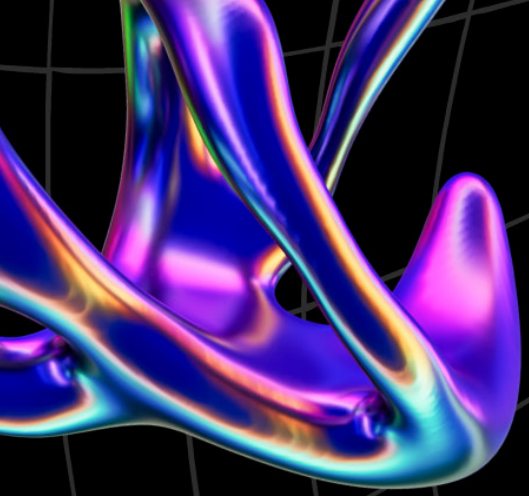
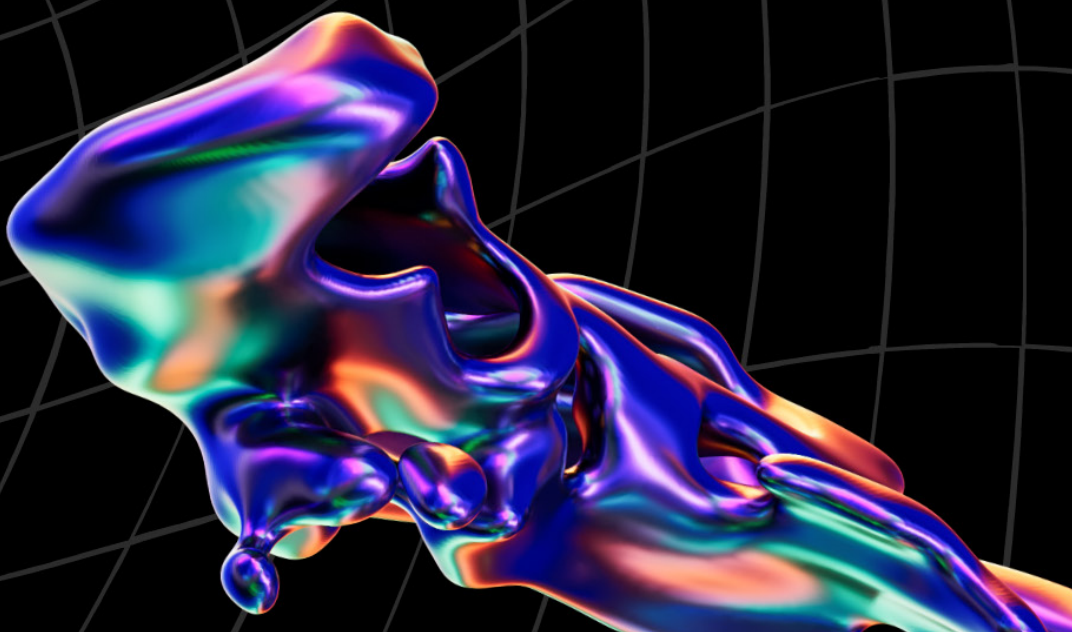
MARTIN MIDGLEY - BRANDING

PORTFOLIO

2022 - 2024





This is a collection of my best pieces of branding work from University projects to anything outside of university

Each project Varies in size due to some mainly just having logos and others Ive taken the brand further

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2023

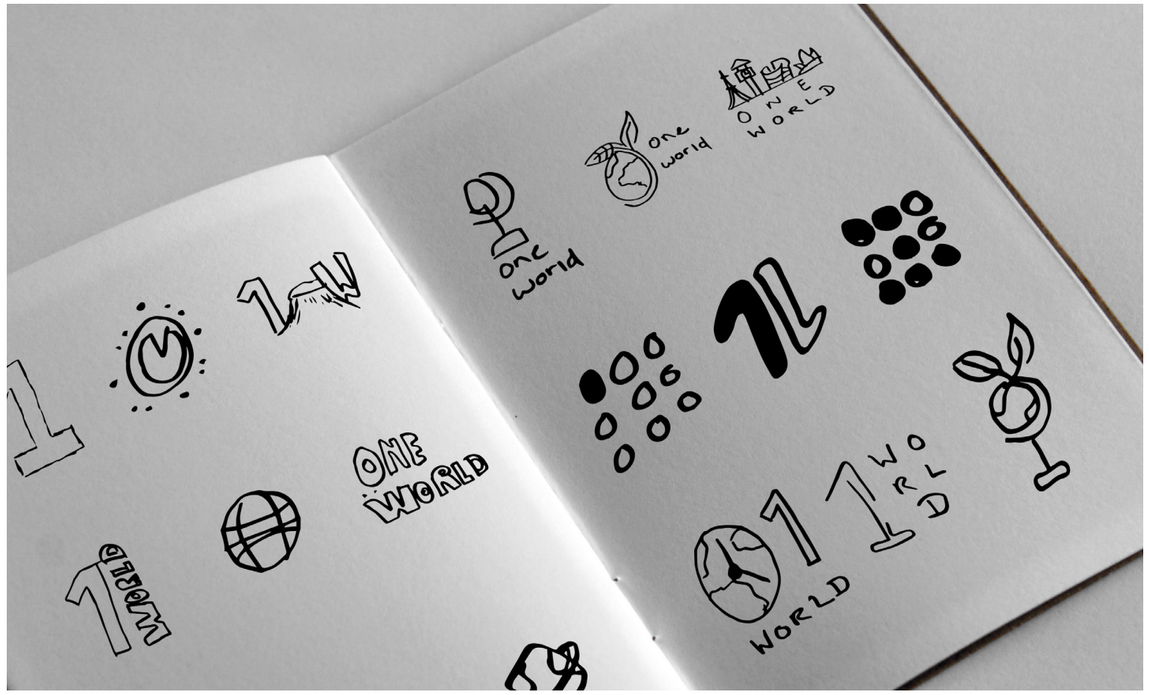
Contents

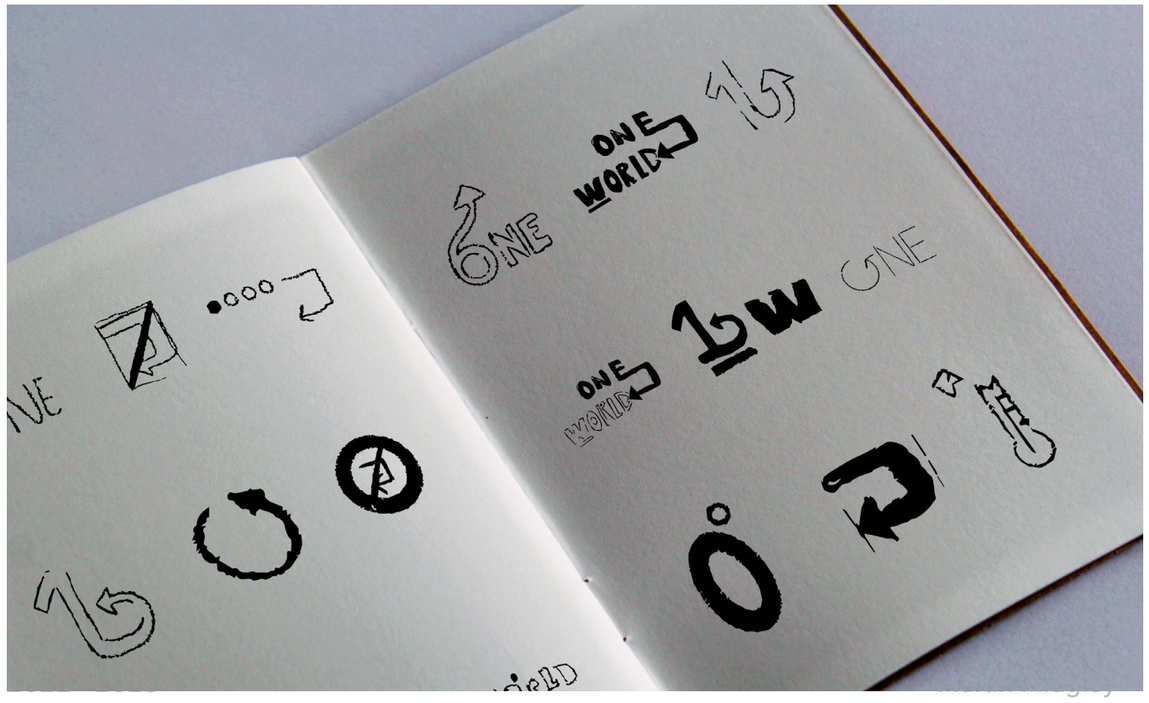
One World	04 - 13
Elite Energy	14 -21
FireFly	22 - 29
Mocha Joes	30 - 35
Frosty Dream	36 - 41
Cognitive Incorporate	42 - 47

One World

Date: 31/10/2022
Project: University Brief 2nd Year

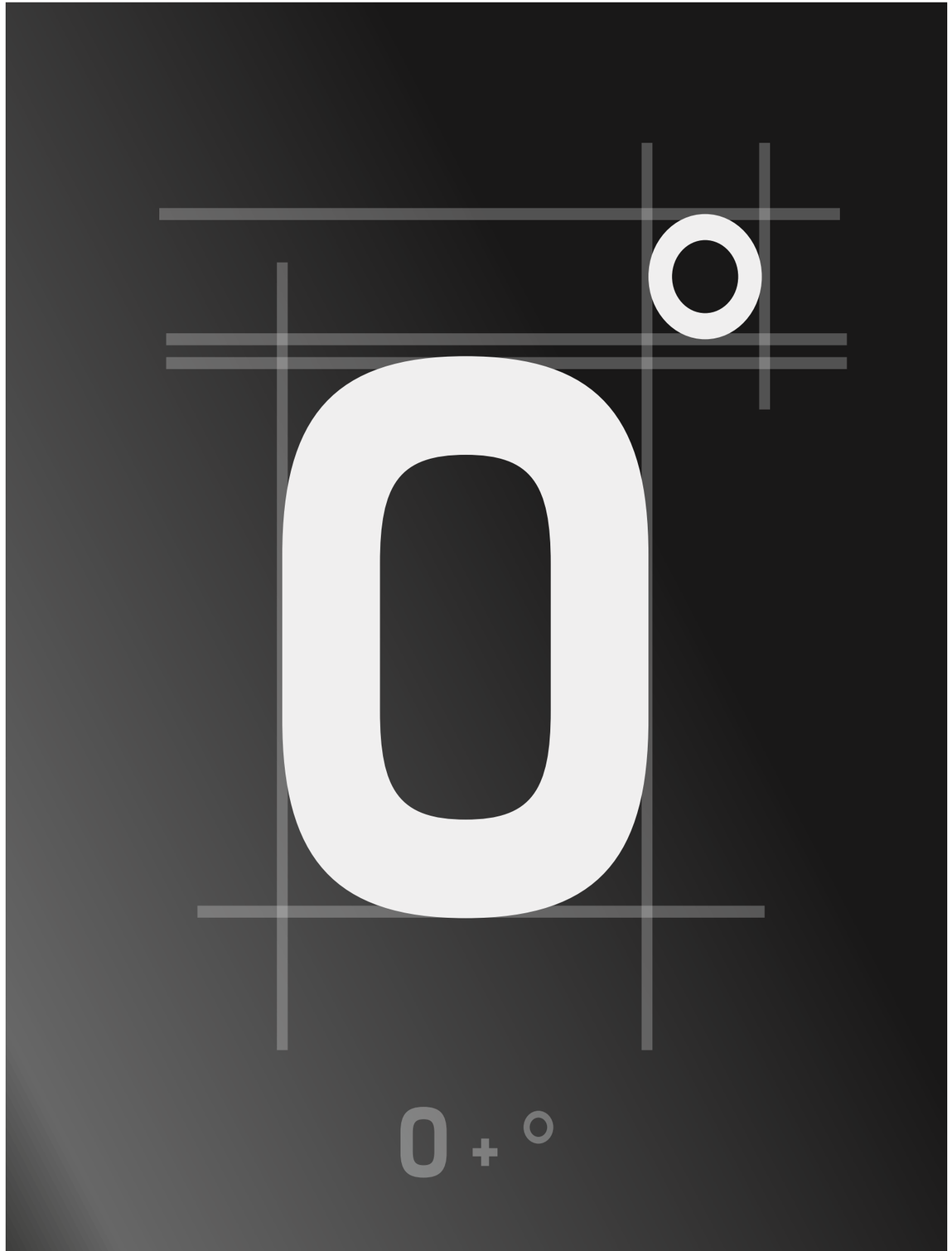
One World was a project in which I was tasked with creating a brand for good with a main goal of saving the planet we live on - It was a really fun project to work on as it challenged me to think outside the box with everything I created.





Sketches

At first my ideas were based around the literal idea that it had to represent the number one or the world and my second ideas were more abstract thinking about the fact if we go too far we cant undo the mess we make which is where the final outcome idea pop into my mind.



The Icon

The Idea for the icon was to have the “O” represent the World and place a “degree icon” to the top right which also makes it look like it says 0 degrees since the brand is about climate change.

Animations

The first Animation was a basic logo reveal for the brand where as the second one focused more on being cinematic and animating the icon moving between temperatures back and forth.

Video 01

Video 02

Final Logo and Pattern

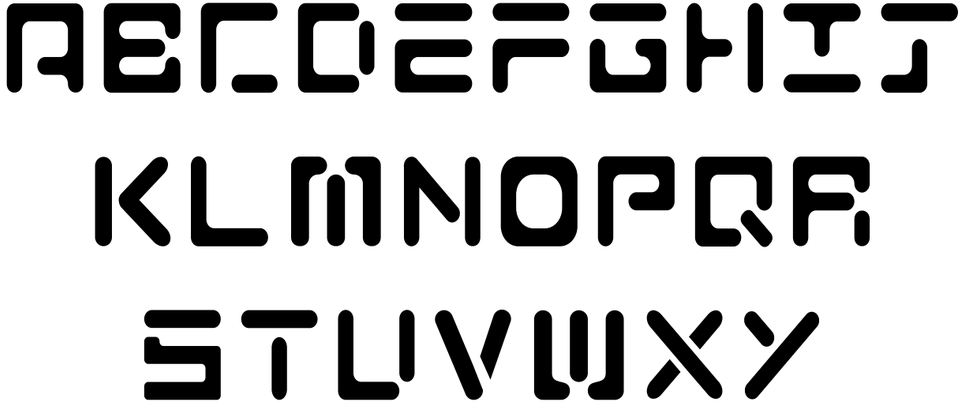
The final logo was very simple to put together after finding a typeface which worked for the friendly feel to the brand, I decided it would be best to include a slogan due to how the logo didn't feel balanced when it was on its own.

I also used the Icon to create this unique repeat pattern which helps to give the brand something new and help with adding texture to the background.

Elite Energy

Date: 21/11/2022
Project: University Brief 2nd Year

Elite Energy was a project where I took on the challenge of product design through designing cans and other energy drink related products



Typeface

When designing this typeface I looked at the retro style type design first as this is how I wanted it to look however after some trial and error I decided a more modern look would work best for this.

It isn't a full typeface its only the 26 letters in upper-case I do plan to one day make it a complete typeface as I do want to make it downloadable from my website in the future alongside many others I've made.

Products

For the product line up I decide to do 6 main flavours with one limited edition one, these were: Grape, Strawberry, Pineapple, Orange, Blue Raspberry, Cosmic Blast and Mixed Berries,

These products really help to showcase the fantastic flavours which are created in the project as they use vibrant colours to help catch peoples attention.

About Elite Energy

Elite Energy is a gaming energy supplement brand offering gamers a healthier alternative to the sugary energy drinks out the on the market in stores today.

This was the 5th project of the 1st semester second year of uni and It was based from an interest of mine which is gaming and was meant to just be a typeface design project which then turned into a branding and product design project.

Logo Animation

The animation was fairly simple to do it was just a text reveal which had glitch particles within I learned how to do this via a YouTube Tutorial and the background video is from Envato Elements which is where I get stock images and videos to use in projects.

Watch Here

FIREFLY

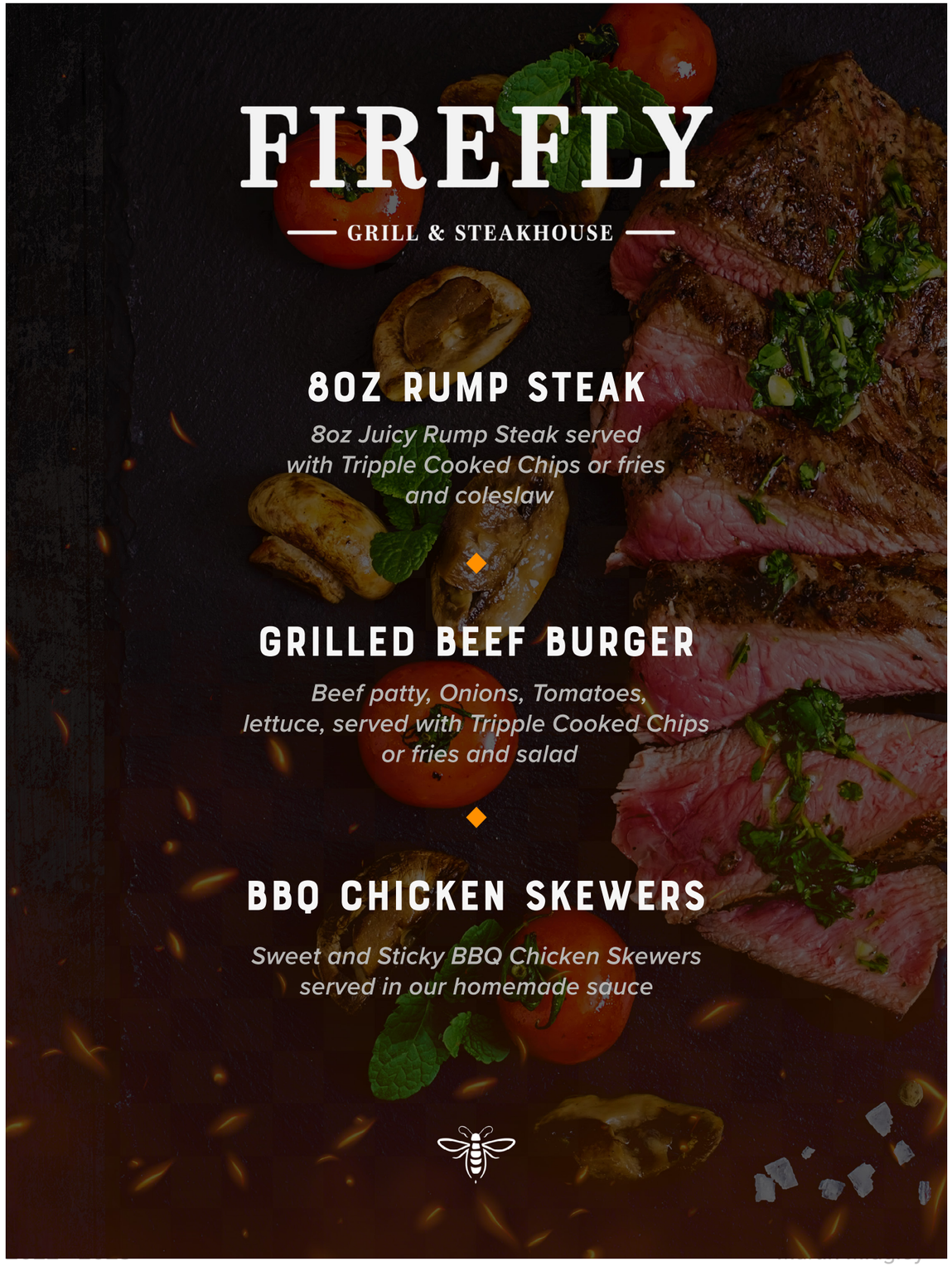
Date: 12/03/2023
Project: Restaurant Branding

Firefly was one of the first ever projects that was something completely different to what I am used to doing, I aimed to create a logo and menu which fits with the theme of the brand.

The Icon

For this brand I wanted to icon to resemble a firefly and I feel like I did a good job in that.

I decided that a simple icon was the best approach as the main logo is simply just a wordmark.



The Menu

With the menu design I decided to make it a three meal special, to which I added the name and description of the item.

For the background I did some photo mashup fire and steak, I also added some colour changes and vibrance filters which help for the food to look more appetising.

FIREFLY

GRILL & STEAKHOUSE

Mocha Joes

Date: 18/03/2023
Project: Self Development

Mocha Joes was a project for me to learn about making a coffee app and branding which would help me learn a new software by challenging me to step even further outside my comfort zone

The Icon

I wanted to do something simple and fancy which is where the idea of a coffee cup came into the mix I feel like this really fit the urban coffee shop vibe which is why it stuck.

The idea was not to do something just like a Coffee bean I thought a cup of coffee would fit much better

Frosty Dream

Date: 18/03/2023
Project: Self Development

Frosty Dream was simply just a logo design which I wanted to do based around and ice cream parlour.

The Logo

For this logo I kept it really simple which was why I decided to do an icecream cone which haves the name written through the middle, I feel like this is effective as this logo fits into one shape... I also chose blue for the ice cream to match the name ‘Frosty Dream’ whih helps to give it that feeling of it matching up and connecting.

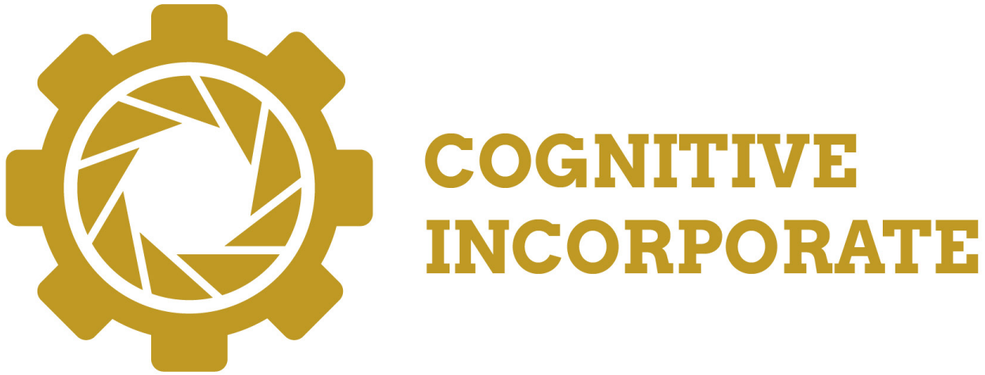
FROSTY DREAM

Scoops of Delight

Cognitive Incorporate

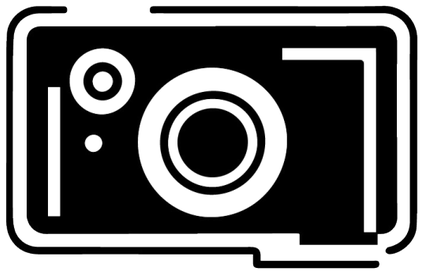
Date: 18/03/2023
Project: Self Development

Cognitive Incorporate was a project that I decided to revisit and improve it is based upon a film camera company and advertising

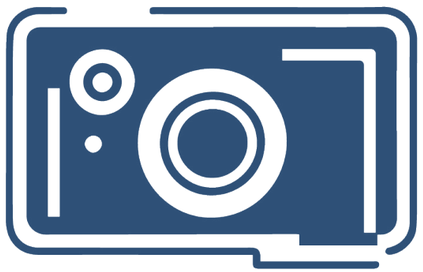


The Old Logo

The old logo worked with the branding however looking back on it I didn't like how it looked so I decided to change it due to it previously just being directly based off the name and would be harder to see when scaled down.



Cognitive Incorporate



Cognitive Incorporate

The New Logo

This new and improved logo is a much better fit for this project as it resembles the cognitive incorporate more as a brand about film cameras rather than what the old logo was showcasing.

I chose the main colour to be this nice shade of blue which I feel helps to tie the brand together and it is easier to see against different backgrounds.