

aitCH!Creates

Portfolio 2020

Harry Fowler

Heavy-weight

Graphic Designer

Branding

Packaging

& Spacial

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I have 9 years' experience in graphic design and in that time have crafted more than 50 impactful brand solutions. My clients are varied – from café mezcal to a 1960s nightclub – but my solutions are simple.

Dangerous Don

Dangerous Don is an exceptional artisanal mezcal that dares to be different through a variety of flavour distils. What was both challenging and charming about the drink is its double-sided character. It was important that I ally the serious matter of the drink's traditions and production methods with its playful party-loving counterpart. This duality informed every decision made, from the brand's duotone palate to its authentic illustrative style. The end result was then printed directly onto the bottle using a manual silk-screen process, giving each one authentic individual feel.

Brand Identity

Brandbook

Packaging

Illustration

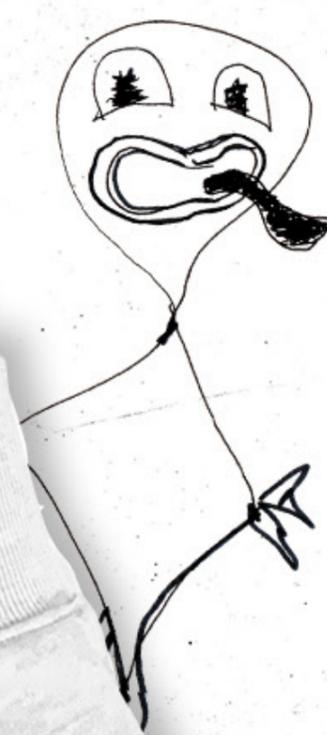
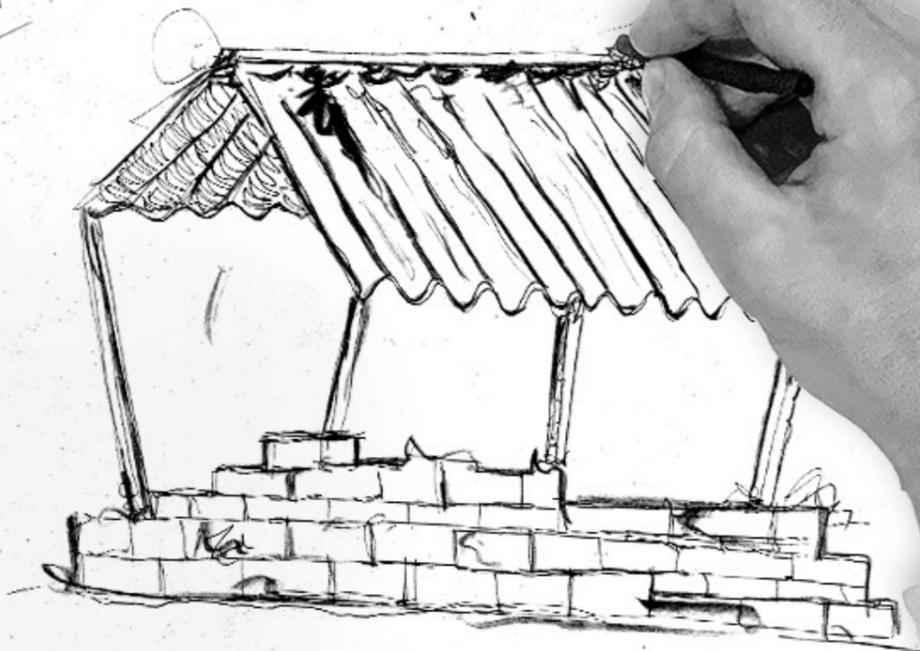
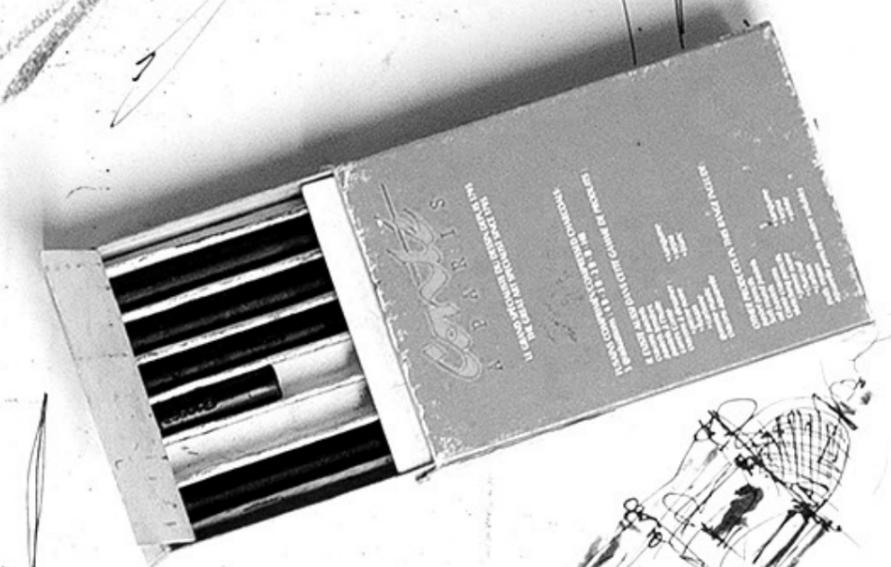
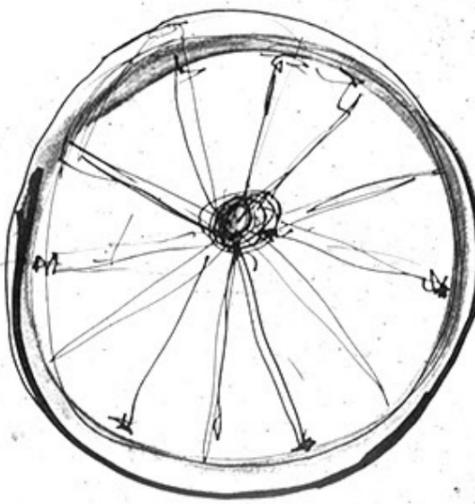
Typography

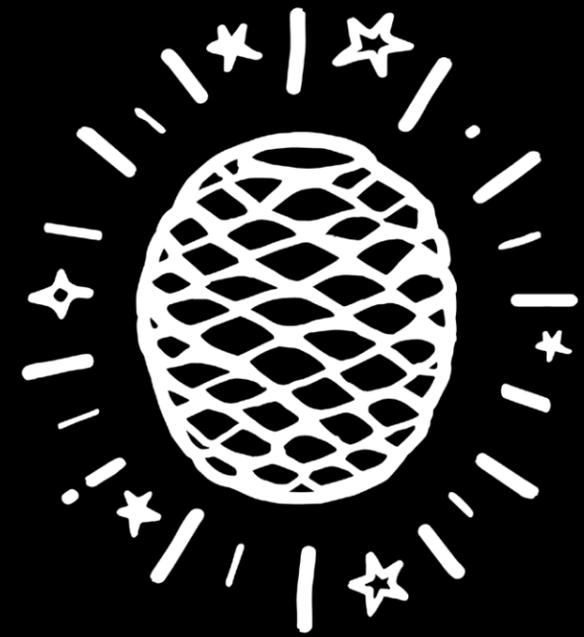
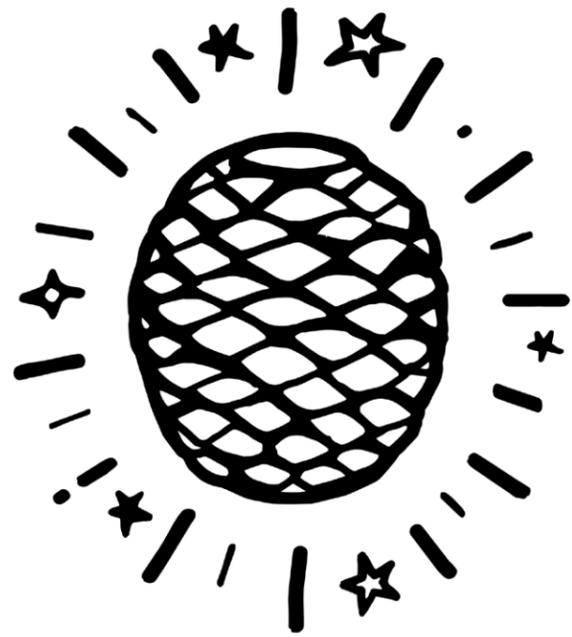
Photography

3D Rendering

dangerous
DON

Distilado con café









Time-honoured tradition and boundless imagination

This is what Dangerous Don is made of.

A mezcal like this can only be realised using artisanal methods hundreds of years old. Our master mezcalero honours this tradition, adding precision and passion, to create an exceptional spirit. Dangerous Don summons the magic of mezcal in a way that excites its party-hungry patrons. The result is a product that combines a sense of depth with a playful attitude.

DANGEROUS DON. SERIOUS FUN.



"Made smart, drank casual"

"Serious cause, crazy effect"

"Slow process, immediate pleasure"

"Simple ingredients, complex taste"

"Borne of effort, an excuse to relax"

"Made in the countryside, enjoyed in the city"

"Strong flavours, subtle finish"

"Single vision, collective enjoyment"

"From the heart, a frame of mind"

Dangerous Don is a marriage of two philosophies, they are at once contrasting and complementary.

#4 A fire is started in the horno and covered with heat-retaining volcanic rocks.

#5 The evenly chopped pinas are placed on top, covered in tarpaulin and buried in earth.*

#6 A tahona (a large stone wheel) is used to crush the pilas, creating a mix of bagaso (pulp) and agave juices.

* This smokes the agave, giving it its unmistakable flavour. The chopped pinas are left in the oven from three days to three weeks, depending on what the mezcalero decides.

Dangerous Don is a high-quality mezcal delivered in a handmade bottle

Dangerous Don refuses to take life seriously

Dangerous Don makes cocktails feel special

Dangerous Don is great drunk on its own

Dangerous Don is the sort of drink you kiss not shoot

Dangerous Don is a whisky drinker's dream

The truth is...

MEET THE FAMILY
The creators of Don

THEA CUMMING
POSITION: Founder & owner
RESPONSIBILITIES: Making the dream happen

IAN CUMMING
POSITION: husband, father & Dangerous Don
RESPONSIBILITIES: Looking after everybody

Ian Cumming, 64 (aka Dangerous Don)

So, the big question: who's Dangerous Don? It's Thea's father. He's the one who inspired her to do all this. His attitude has always been a bit devil-may-care, which has given Thea the confidence to step out and make things happen. So why Dangerous?

Disillusioned with a vets course at uni, he had dreams of jacking it in and going out to work in The Bahamas with his mate, Big Andy. So, one night they got merry and dreamed up ways of making a living in paradise.

Eventually they settled on setting up a cigar-smuggling business, illegally importing from Cuba to the Bahamas and re-exporting to Florida. The plot was leaked to his contemporaries at the vet school and henceforth he was Dangerous Don - the Cuban cigar smuggler of Camden.

"And bugger me - the nickname has stuck to this day."

"Never take life too seriously"

"Pause to enjoy the moment"

"Do whatever you want just don't take the piss"

"Never reason with a psychopath"

"Don't let the bastards get you down"

"Success is often on the far side of failure"

"Invest in memories - they're the only things you can take with you when you go"

UNUSUAL SUSPECT

Dangerous Don is a single-source, premium-quality mezcal.

It's joven (young) style, so none of the liquid goes into wooden barrels. This means you get an honest and nuanced expression of the mature agave plants harvested.

HEART, TRADITION & LOTS OF FUN

Causing a Stir

WHAT: mezcal, white vermouth and campari, with an orange peel twist

WHO: Strong cocktail lovers, something new, Mezcal enthusiasts

HOW: Slow, sexy, smouldering

WHEN: Before dinner, any night of the week, or after work on a Friday

WHERE: In a happening restaurant or upmarket cocktail bar

MEZCAL NEGRONI

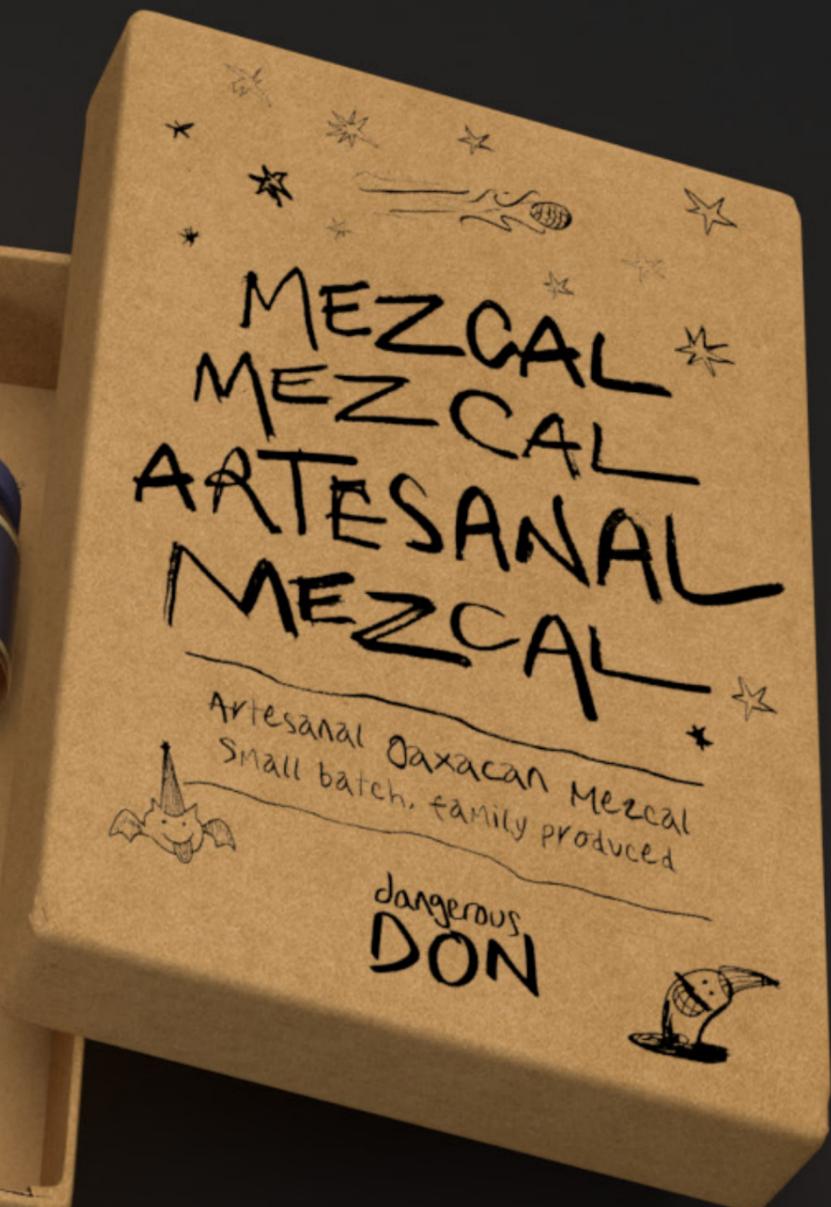
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N O P Q R S T U V W X Y Z

a b c d e f g h i j ~~k~~ l m

n o p q r s t u v w x y z

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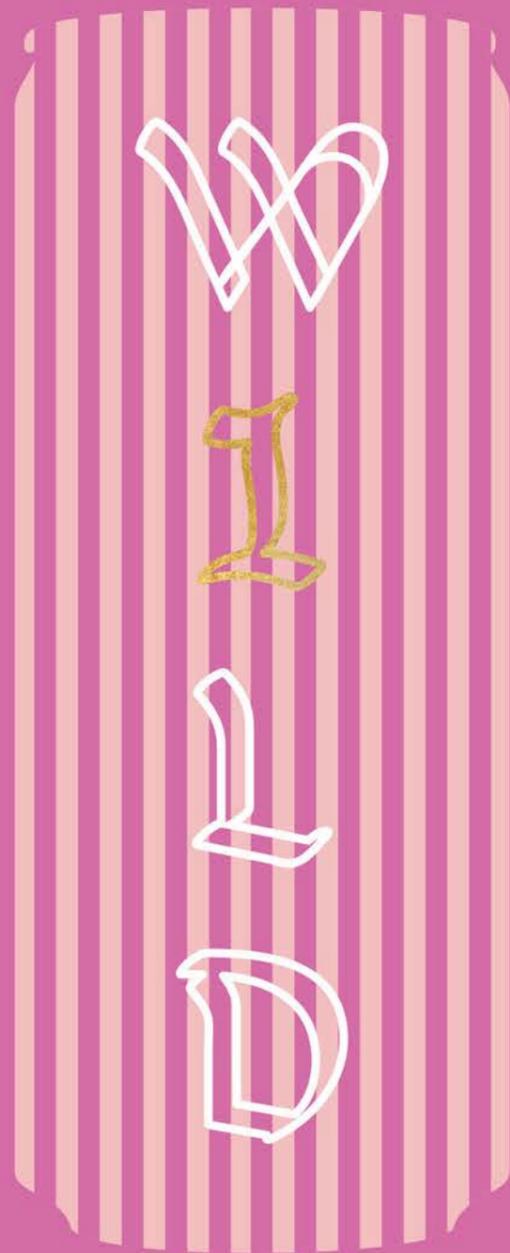
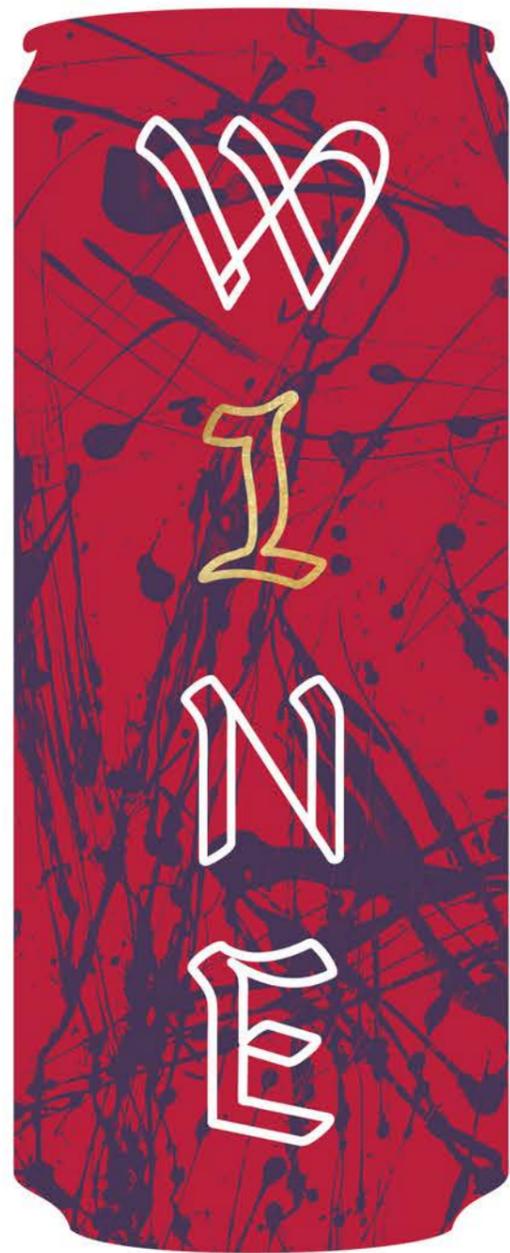


H!

One Wild Wine

One Wild Wine draws inspiration from the diversity of vineyards and wine regions across Europe to create good-quality, hassle-free canned wine. The aim of the identity is to create a brand that feels reputable without taking itself too seriously. The digitally drawn font calls on style cues from English Black Gothic type to present a brand that feels graceful and weighty. Implausible pairings poke fun at the snobbery that surrounds wine drinking, focusing on where the wine can be drunk. Finally a unique pattern helps each wine feel like a one of a kind.

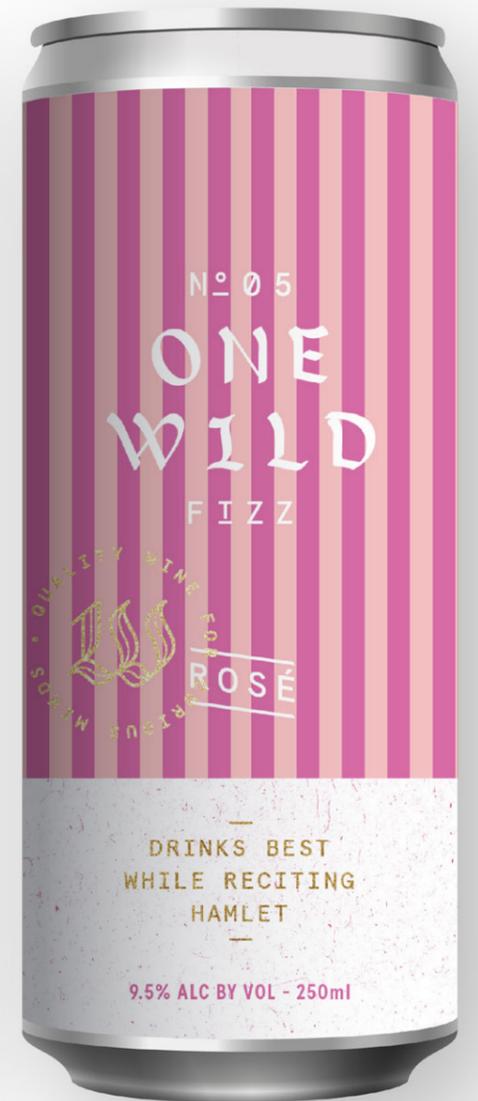
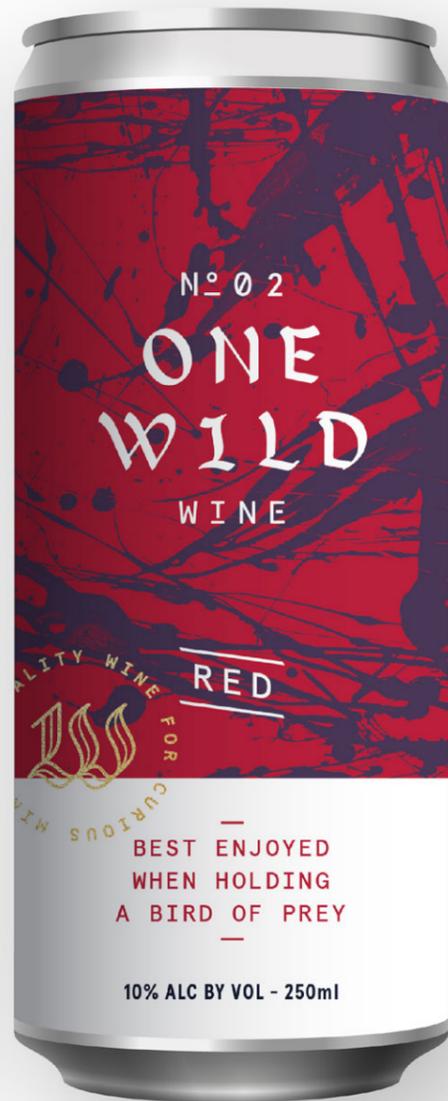
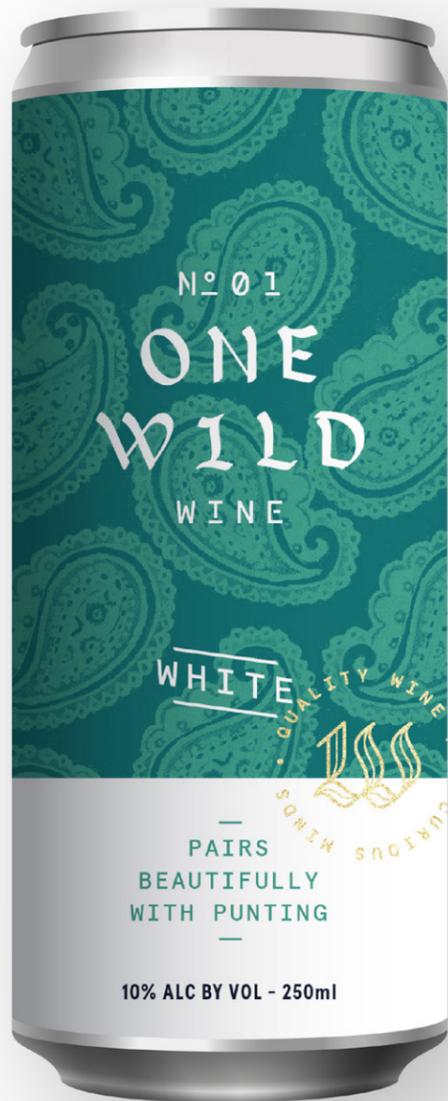
Brand identity
Logo Design
Label Design
Pattern Design
Typography
Copy Direction



ONE
WILD

WINE





ONE WILD WINE



CMYK : 58 0 39 0

PANTONE : N/A

CODE : #6FC1AE

WEB : 111 193 174

73 16 51 1

N/A

#419F8D

65 159 141

84 32 47 20

N/A

#147275

20 114 117

0 17 12 0

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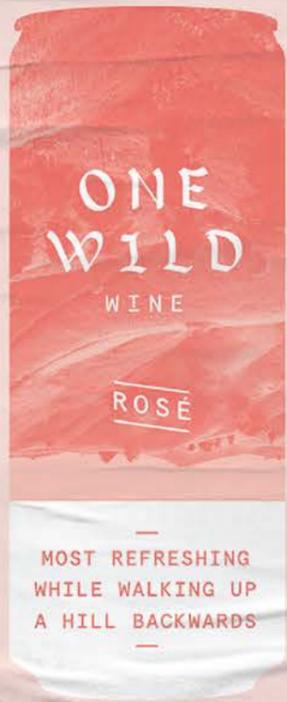
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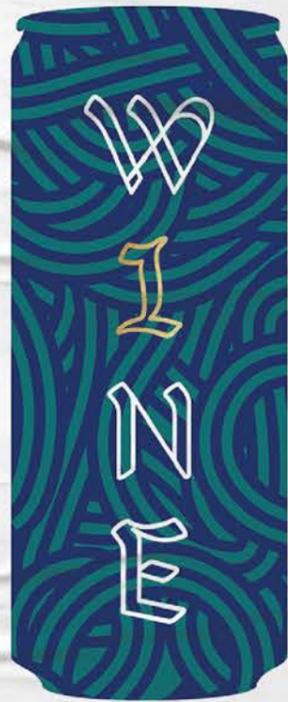
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#LOSEYOURBOTTLE



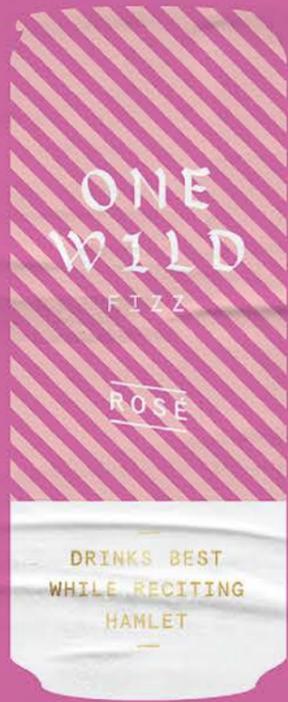
ONEWILDWINE.COM

#LOSEYOURBOTTLE



ONEWILDWINE.COM

#LOSEYOURBOTTLE



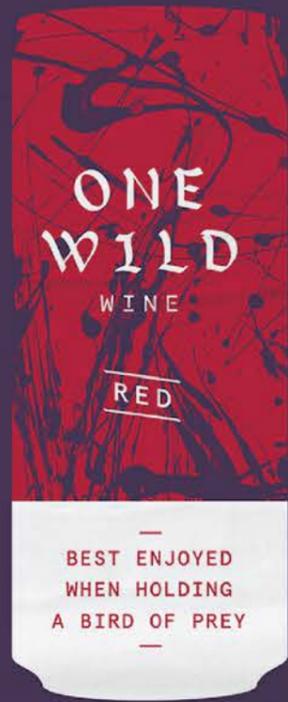
ONEWILDWINE.COM

#LOSEYOURBOTTLE



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ONEWILDWINE.COM

H!

NWN Studio's

Noise Will Be Noise uses cutting-edge technology to offer high quality, flexible and affordable recording studios. The logo design effortlessly displays sound through the repetition of the brands initials, NWN, cleverly resembling noise while never shouting. Once animated, the effect is amplified and a new message of movement, flexibility and collaboration is shared. All of which is reassuringly contained within the logo's "sound-proof" key line.

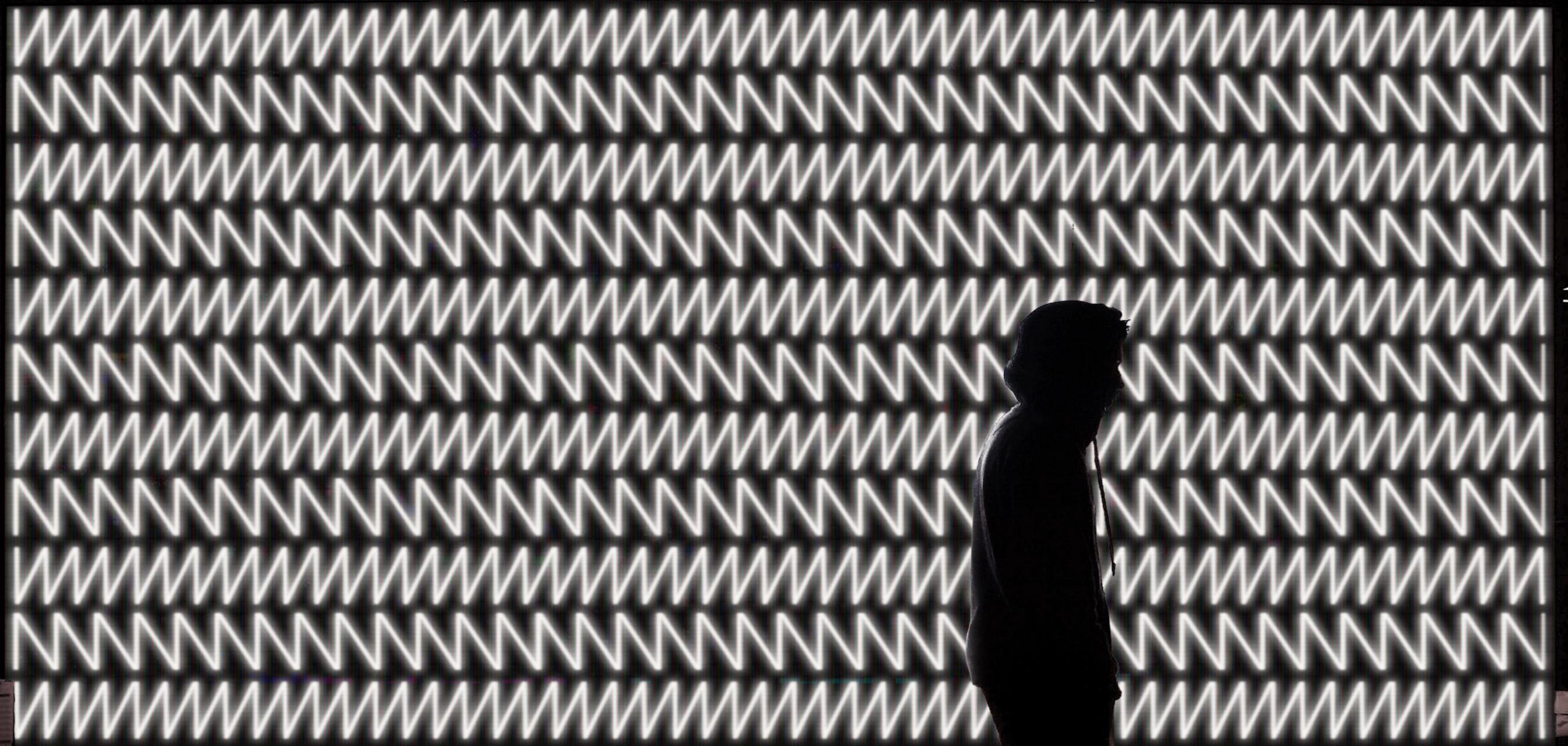
Brand identity

Logo Design

Signage

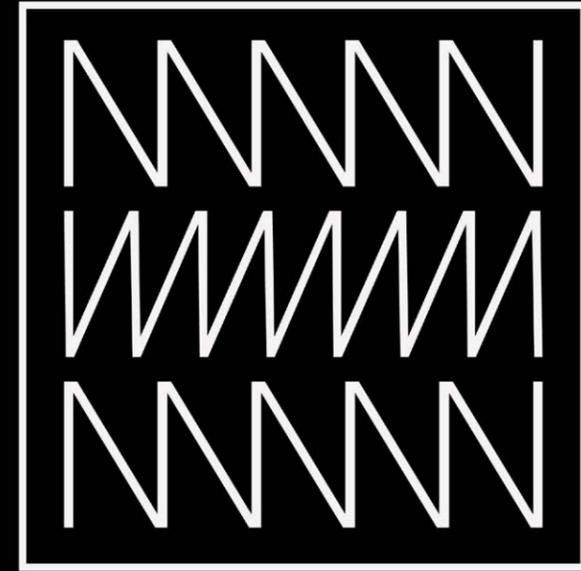
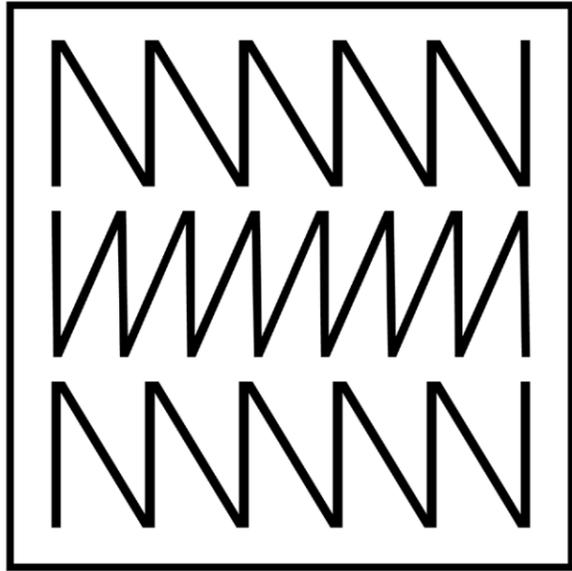
Animation

Web Design



NNNNNOISE
WWWILL BE
NNNNNOISE

NNNNNOISE
WWWILL BE
NNNNNOISE



That Wild Bunch

Tucked away down Camden Passage in Islington, That Wild Bunch is a small independently owned florist that wants to be noticed. After working in the flower industry for over eight years, the client was desperate to do something different. I found that few florist ever moved away from the cliché: whimsical lettering and decorative imagery. So I decided to go BIG with it! A bold, condensed typeface created the backbone of the brand, which all of their subsequent messaging then 'stemmed'.

Brand Identity
Logo Design
Shop Fascia
Signage Design
Photo Direction
Website Design

THAT WILD BUNCH

FLOWERS

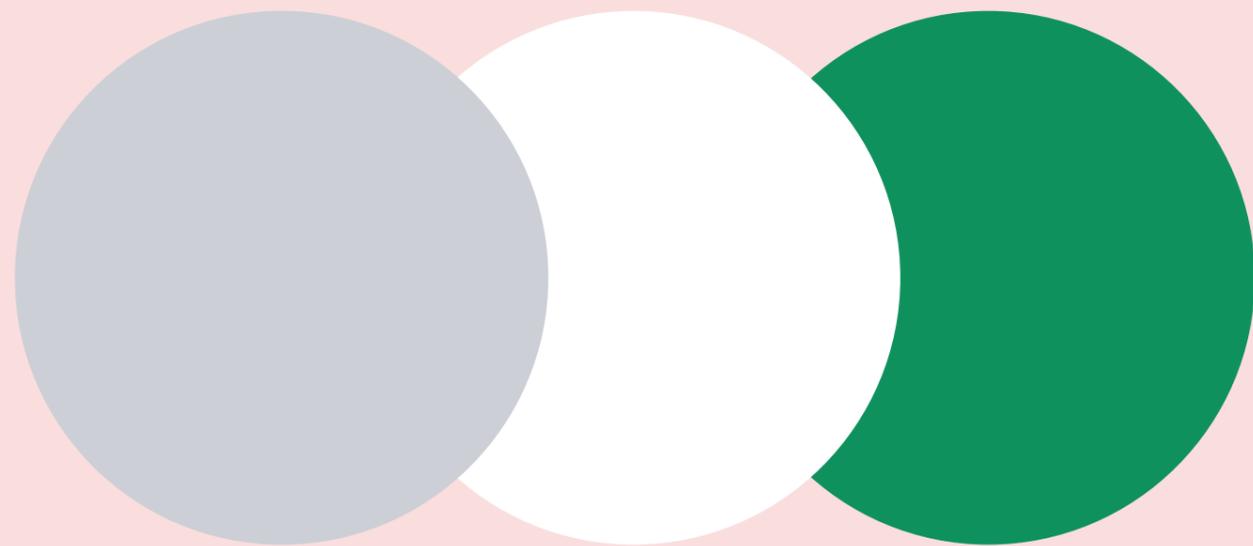
WILD

THAT
WILD
BUNCH

12B

THAT WILD BUNCH

THAT WILD BUNCH



PILSEN PLAKAT

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1234567890!@# ' & ? () = + - * , . ;

FLOWERS



WALK THIS WAY

**THAT
WILD
BUNCH**

LARKSPUR
PEONY
FORGET-ME-NOT
DELPHINIUMS
AQUILEGIA
SNAP-DRAGON
SWEET PEAS
FRITILLARIA
HYDRANGEA

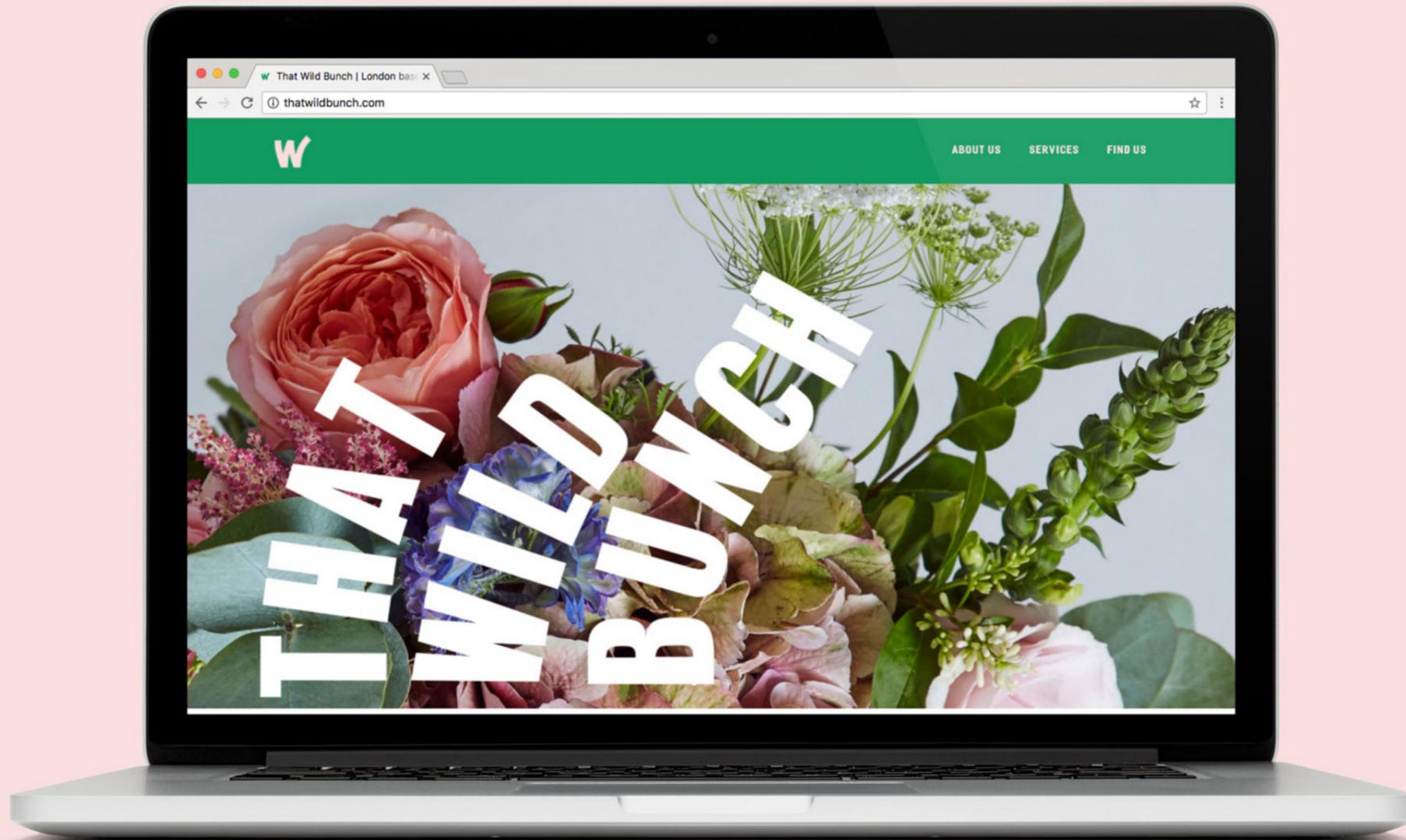
GUELDER-ROSE
LUPINS
CLEMATIS
LILAC
LILAC
SCABIOUS
ROSE
PEAS
ZINNIA

CORNFLOWER
LILAC
SCABIOUS
ROSE
ZINNIA

ANEMONE
COSMOS
COSMOS
LOVE-IN-A-MIST
DAHLIA

TULIPS
ASTRANTIA
ASTRANTIA
POPPI
DAHLIA

RANUNCULAS
HOLLYHOCK
HELLEBORE



The Duke of Hamilton

First established in 1721, The Duke of Hamilton in Hampstead Heath is The Clifton pub's much older brother. While owners Ben & Ed wanted continuity between the two properties, it was important to ensure The Duke shined independently. Research led me to a duel in Hyde Park between the Duke and his brother-in-law Lord Mohun. A dispute over money ended with both men being killed. This story became our inspiration for the branding.

Research

Brand Identity

Logo Design

Illustration

Pub Fascia

Copy Direction

EST. *The* 1721

DUKE

of Hamilton

The Duel



Of Hamilton



Of Hamilton



Of Hamilton



Of Ham



EST. The 1721

DUKE

Of Hamilton



EST. The 1721

DUKE

Of Hamilton



EST. The 1721

DUKE

Of Hamilton



EST. The

DUK

Of Ham





EST. 1718
Duke of Hamilton
EST. 1718

For eating,
drinking
& jazz

EST. 1718
DUKE
OF HAMILTON

EST. 1718
The
DUKE
of Hamilton

The DUKE of Hamilton

THE DUKE OF HAMILTON

THE DUKE OF HAMILTON

THE DUKE OF HAMILTON

H!

John White Shoes

John White Ltd has been making shoes for a century. Mr White sold his first 90 pairs of shoes from a renovated paint-shop. Twenty years on, he became the biggest supplier of army boots during WWII. It's this message of success I wanted every box of John White shoes to communicate. "Keep believing" became the line. I crafted a crest and developed the John White signature to reinforce this message and help the brand to reconnect with its heritage.

Research

Rebrand

Logo Design

Packaging

JW Look Book

Web Design

Photo Direction



KEEP BELIEVING.

John White

NORTHAMPTON
EST. 1919



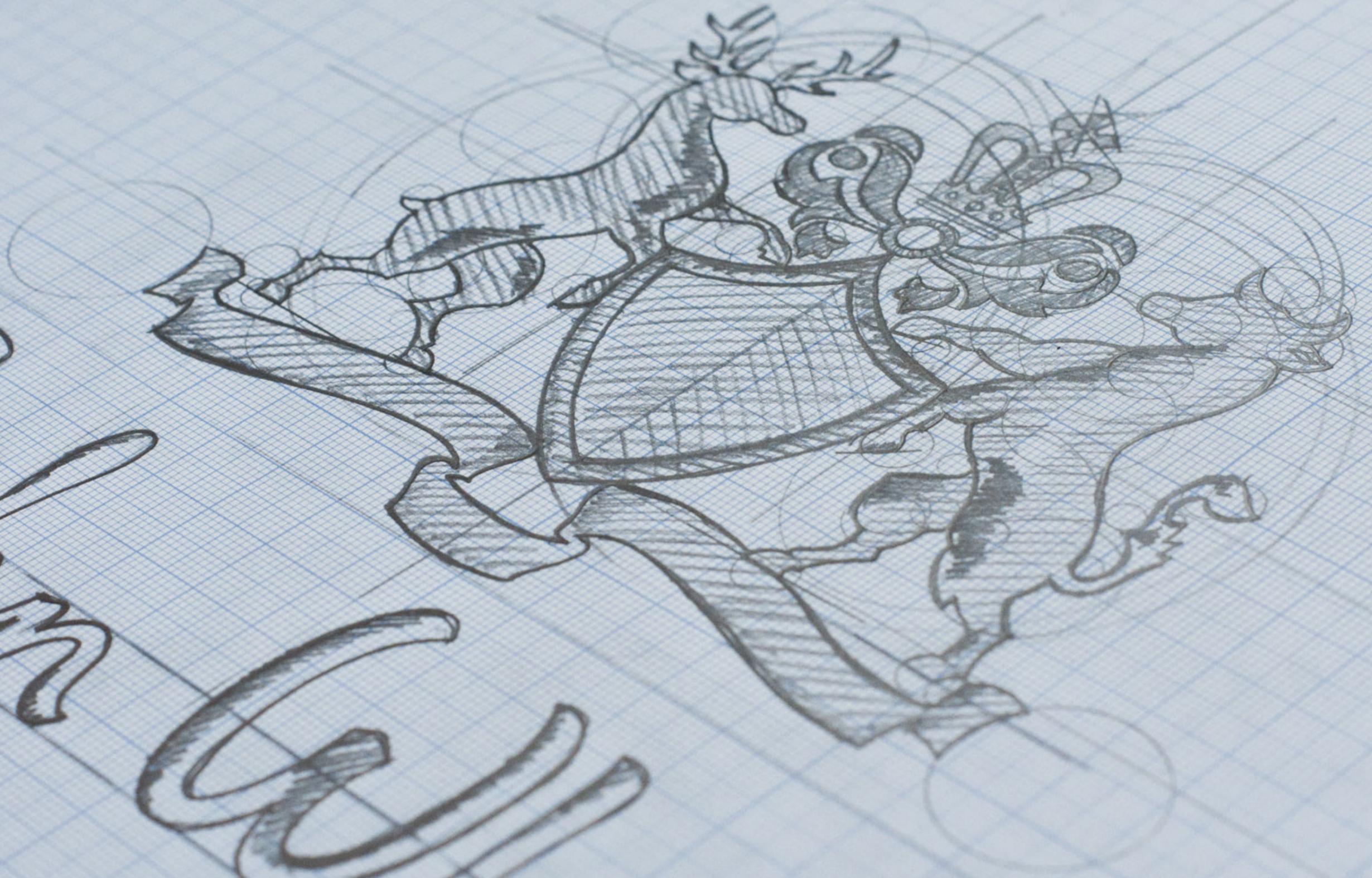
KEEP BELIEVING.

John White

NORTHAMPTON

EST.1919

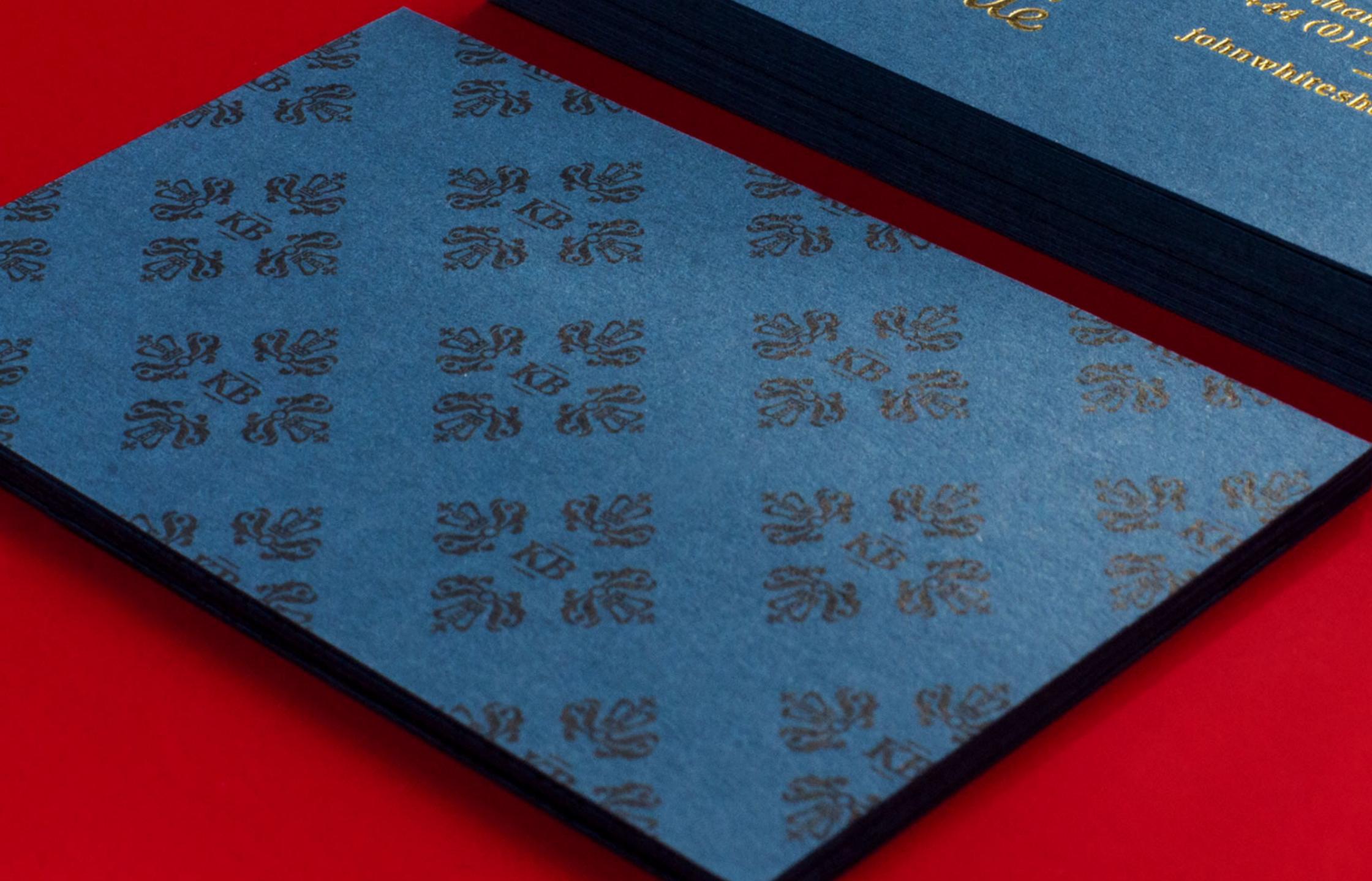
Handwritten text in a cursive script, possibly reading "The Great" or similar, written on a blue-lined background.





John White

info@johnwhiteshoes.com
—
The Mackness Building
Beech Rd, Rushden
Northants NN10 6DE
+44 (0)1933 410 584
—
johnwhiteshoes.com





Raffles Chelsea

Raffles opened in 1967, quickly becoming an enclave for the very best of the Chelsea Set. A place where The Rolling Stones, Vivienne Westwood and Princess Margaret could let loose in private, fast-forward to 2017 and the brand has lost its appeal. We reconnected the brand with its heritage by designing a fresh look and feel to complement the 70s and mid-century-inspired refurbishment. This was then seamlessly carried across the club's interior and social platforms, giving the Kings Road something to shout about again.

Research

Brand identity

Logo Design

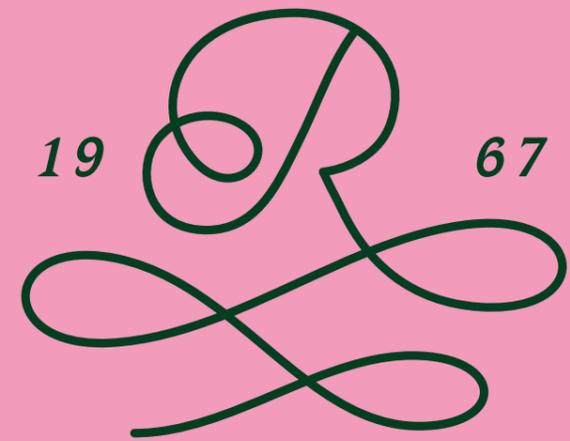
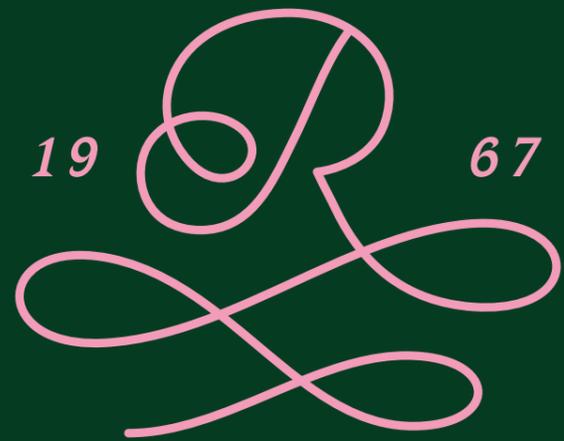
Signage & Print

Web Design

Photography

Raffles
1967 CLUB







Abel

COCO CLUB

289



1967 Raffles CLUB

Raffles 1967



Give me a tinkle

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H!Website

H!Gram

