



Mark Jeater
PORTFOLIO

Branding & Corporate Identity





The goal

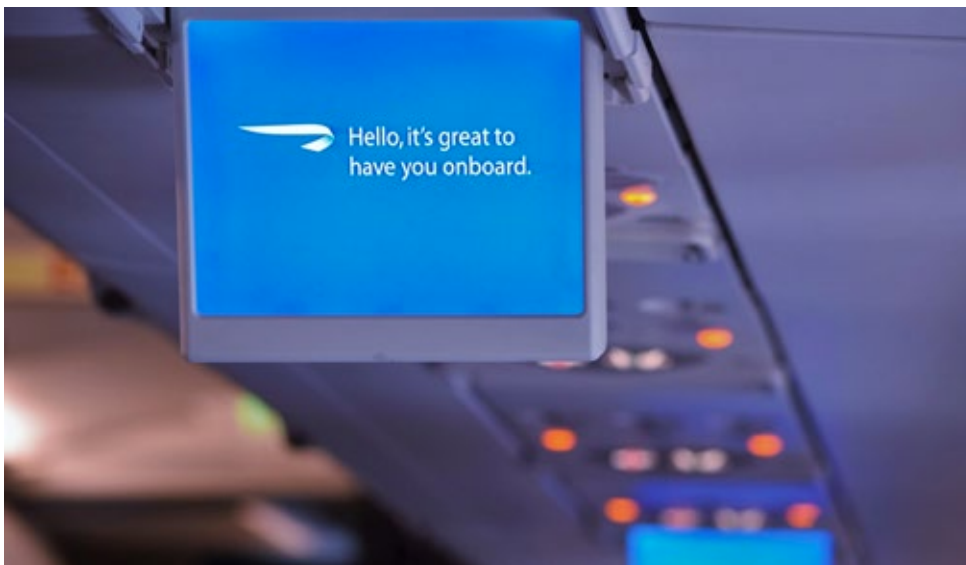
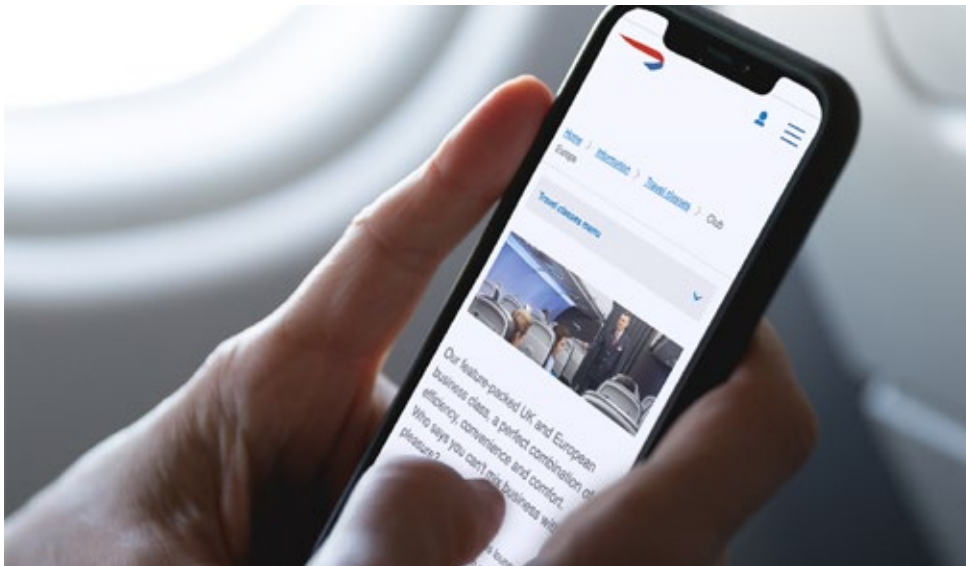
To make British Airways the first global airline.

The enemy

All other airlines.

The solution

To showcase indigenous art from around the world.



The image shows the Selfridges & Co logo centered on a solid yellow background. The word 'SELFRIDGES' is in a bold, black, sans-serif font. The '& Co' part is in a white, outlined, script font.

The goal

To advertise the rebrand of Selfridges including their flagship store on Oxford Street.

The enemy

John Lewis, Peter Jones, Harrods, Harvey Nicks.

The solution

Bold new colour and logo that stood out from the crowd whilst being timeless and classic.



**OPEN TO
THE WORLD
SINCE
1909**
SELFRIDGES & CO





Powering risk intelligence

The goal

Re-brand Abioric to become brand leaders.

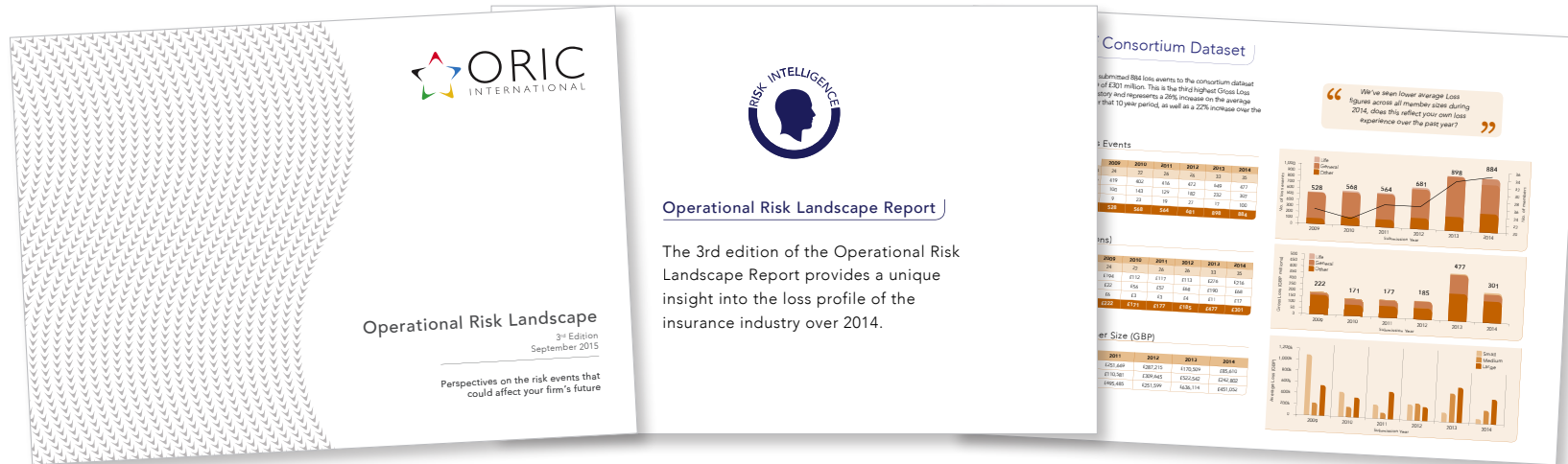
The enemy

ORX who was the largest player in the market.

The solution

We re-branded ORIC to represent their global status and helped them first to become a challenger brand and now have positioned them as brand leaders and industry influencers.









The goal

To refresh the brand ONYX.

The enemy

Other facilities companies.

The solution

We gave ONYX a fresh new look with a brand new colour palette to make them stand out from the competition.





Here I am with my brother Ian

He wanted to become
a fireman and I wanted
to be a designer

It just goes to show that
dreams really do come true!

mark Teater