

BENNY B. IDRIS

THE AUTHORITY ON EVERYTHING CREATIVE

ABOUT. ██████████

“Hello, my name is **Benny B. Idris** and I am a Creative Director/Designer.

I specialize in logo design, branding, styling, web design, apparel design and offer design services to businesses of all sizes around the world, ultimately improving their bottom line by crafting creative solutions to their business problems.

Past clients have included the likes of Google, Mercedes, Nike and hundreds more.

I hold a Bachelor in Graphic Communication (Graphic Design Major) from The University of Creative Arts Maidstone and a Foundation Degree in Graphic Media from The London College of Communications. I have over 15 years of experience in the field.

Please do check out my graphic design portfolio and get in touch especially if you're in need of a distinctive brand identity.”

Lastly, I like to be surprised and surprise others.





SERVICES.



A highly-skilled freelance or in-house creative specialist, not only do I have invaluable experience across all markets but possess the tool kit to deliver your vision from concept to delivery.

When you work with me, I become an extension of your team, taking a unique and effective approach to every project.

From supporting the concept development to making the content, I can provide a seamless and fully integrated creative service with guaranteed delivery.

SOUND DESIGN

UX

BRANDING

ADVERTISING

LOGO

APPAREL

GRAPHIC DESIGN

PRESENTATION

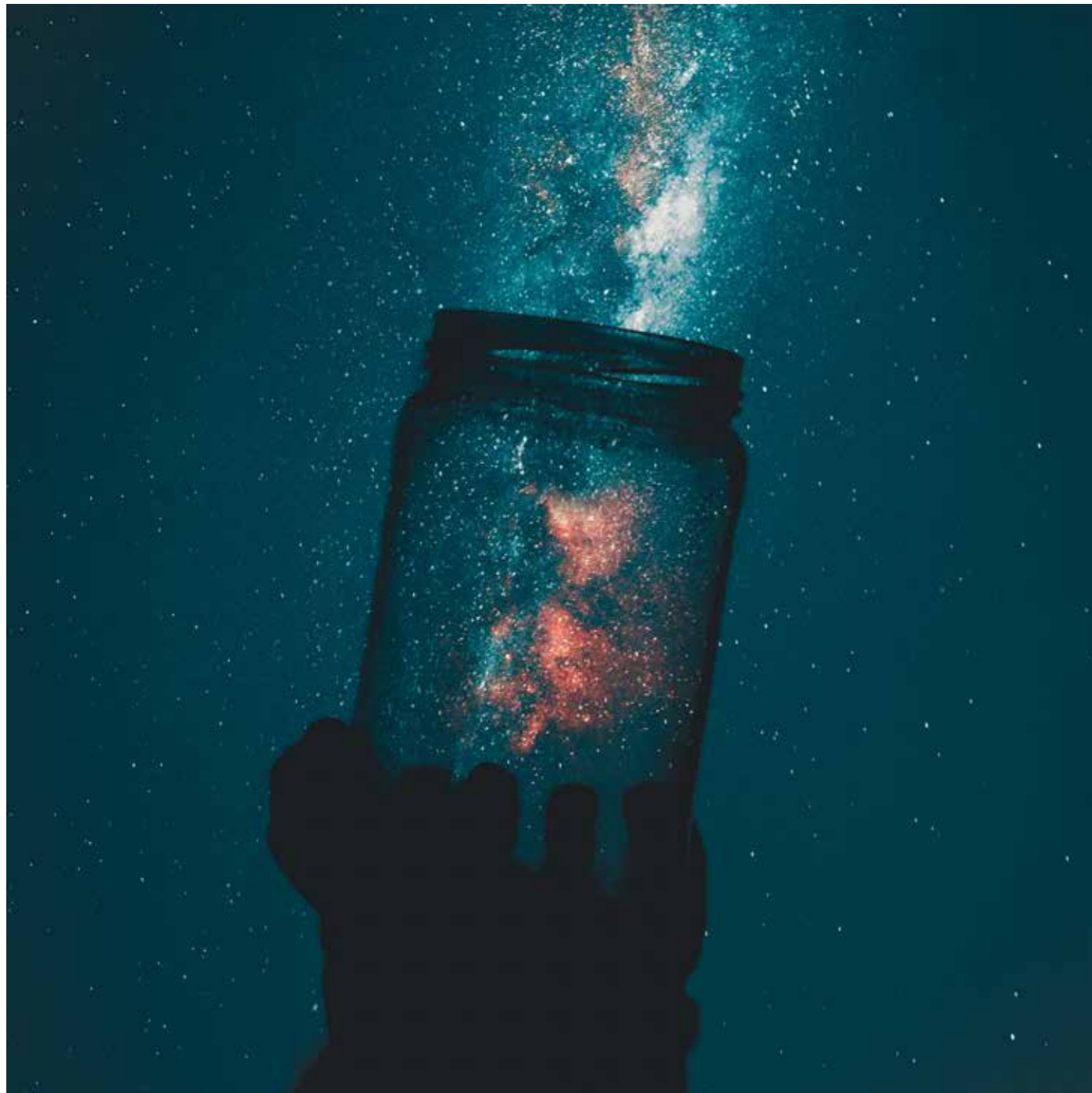
PHOTOGRAPHY

VIDEOGRAPHY



SKILLS. ██████████



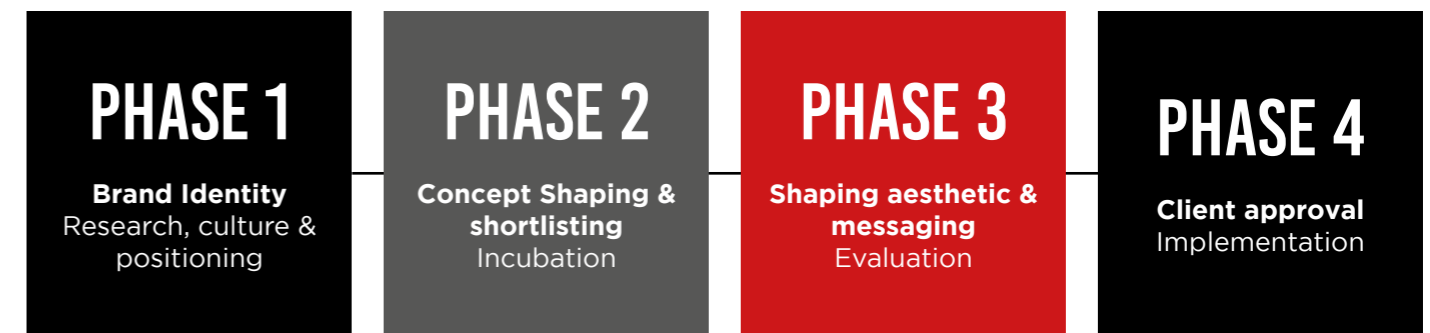


CREATIVE PROCESS. [REDACTED]

We believe that familiarising yourself with stages of the creative process allows you to easily unlock your best ideas.

This gives you the creative elbow room to figure out what satisfies your spirit and what turns you off, and it provides you full permission to dive into the deepest corners of your imagination.

Our creative process model has been broken down into the following 4 stages of creativity: research, culture & positioning, incubation, evaluation, and implementation.



BRANDING. ████████

Branding is the process of creating and disseminating the brand name, its qualities and personality.

A brand is a product, service, or concept that is publicly distinguished from others so that it can be easily communicated and usually marketed, setting you apart from your competitors.



LOGO DESIGN.

We see logo design every day, it is a branding and marketing tool that signifies a business, your logo represents your business brand.

It's something simple that, as you build brand loyalty, your customers come to trust and recognise. It communicates something; a message, a feeling, or a story. It resonates with something in your brain and tells a story.



CORPORATE IDENTITY.

Brand identity is the visible elements of a brand, such as colour, design, and logo that identify and distinguish the brand in consumers' minds.

Building a positive brand image, with consistent marketing and messaging can bring in consistent sales and make product roll-outs more successful.

Creating a positive, cohesive brand image requires analysing the company and its market, determining the company's goals, customers, and message.



SIGNAGE. ██████████

Signs are often used for advertising and marketing by companies or organisations. Signage (both inside and out) will let people know they are in the right place and even attract business to a company.

More importantly, signage can create a great first impression of your business, enticing customers from the outside by creating curiosity and encouraging customers.

Whatever your business needs, we can conceptualise a variety of signage for you to make a lasting impact on your consumers.



DIGITAL. [REDACTED]

Digital designers create design deliverables that live on digital platforms like websites or applications.

A major way digital design differs from print design is that it can be, and often is, interactive. Interactivity means the digital design can respond to you (the user) and serves a functional purpose.

Digital design tracks its success through analytics. This sets it apart from a print design and gives it a leg-up as designers can track how many eyes are on their designs through things like engagement (likes, comments) and page views.

With our creative team, your digital impact can be strengthened, simplified and shared.



WEBSITE. [REDACTED]

One of the major advantages of having a website is that it is accessible to anyone, anywhere, anytime. Even during non-business hours, customers can access your website and avail your services or get the information they need, which is one of the key elements in the importance of a website in business.

Your domain name will be your digital thumbprint forever. Generally low in cost, websites can provide 24-hour customer support, effective information exchange, establish credibility, build trust, boost sales and revenue, whilst enhancing your marketing strategy and showcasing your portfolio





VIDEOGRAPHY.

Creative ideas are more receptive to audiences. Videography provides the narrative of your core values as a business and visibility to your brand; because people only want to buy from people they trust and align themselves with.

Video content can powerfully capture and communicate ideas that reach audiences globally and across multiple platforms. It is a strong marketing strategy that will boost sales and improve exposure whilst showcasing your brand - giving an insight into your business and show off your impressive product range or services.



POTOGRAPHY.

Images are a universal language, they speak to people across the world and provide a format that many can easily relate to, with no words required.

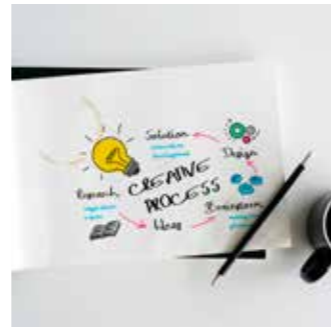
By using eye-catching, memorable photography, you will be articulating to the reader the values of your company, product information and services, which make your brand distinguishable and relatable.

Overall, images will clarify your content and ensure that the information provided is absorbed by the reader. A photo is worth a thousand words when marketing your business, receiving 90% more views and responses than content without.

INFOGRAPHICS.

Infographics are graphical visualization of data, information, and knowledge. Infographics are a mix of images, charts and text to give a simple and accurate overview of a topic

Infographics are a strategic way that benefit your content strategy. They stay relevant to your audience, are visually appealing, adhere to your brand guidelines, convey complex information in a simple format, and tell a compelling story, worthy of sharing.



PRESENTATION.

Presentations are an integral part of our workplace experience. Whether you're presenting a project at an all-hands meeting or giving an informal presentation during a weekly check-in, presentations are a cornerstone of how we work.

We will ensure that your presentations make an impact and deliver all the information concisely, informatively, and smoothly to your audience



PRINT.

High quality printing materials establish your brand, whilst providing a tangible way to engage audiences, clients and prospective partners.

Having effective, high-quality, well-designed print marketing materials will contribute to the credibility of your business, and build brand recognition. Your branding creates a visual and emotional connection with your customers, and good design can be the reason people do or don't invest in you.

Original

ADVERTISING.

Newspaper advertising is one of the oldest and most widespread forms of advertising. However small may have a great impact on your audience and enables you to target specific demographics that are traditionally more difficult to reach through other mediums.

Placing these ads is cost-effective and enables a large reach to clients and customers, offering your brand, products, and services.

STATIONERY.

Branded clothing should showcase your company, positively conveying your company values, beliefs and achieving a level of consistency across your entire brand.

Style and fashion are strong influencers on uniform designs. Uniform plays a big part in people's lives (employees and customers) so it's important to us that it's done right. It signifies that your team enjoy representing your company and signifies a unity and a mutual goal which every team member is working towards.

Ultimately, getting the style and design of your uniform right can mean that your staff embrace their workwear and represent your brand fully.



APPAREL.

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LOVE ALWAYS
FROM APRIL 2016 UNTIL THE DAY AFTER FOREVER
NEVER HATE



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Google
UK

Google Search

I'm Feeling Lucky

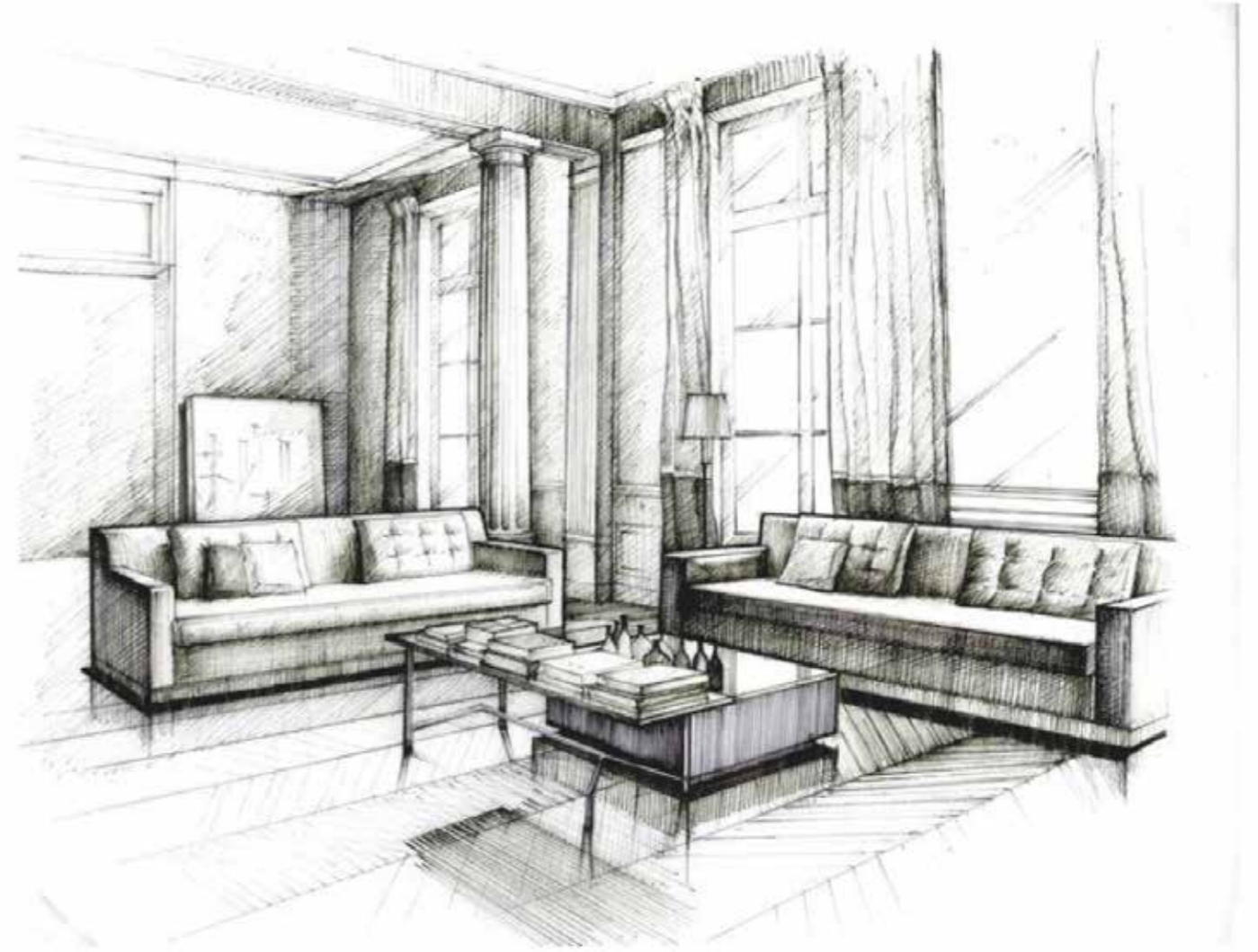
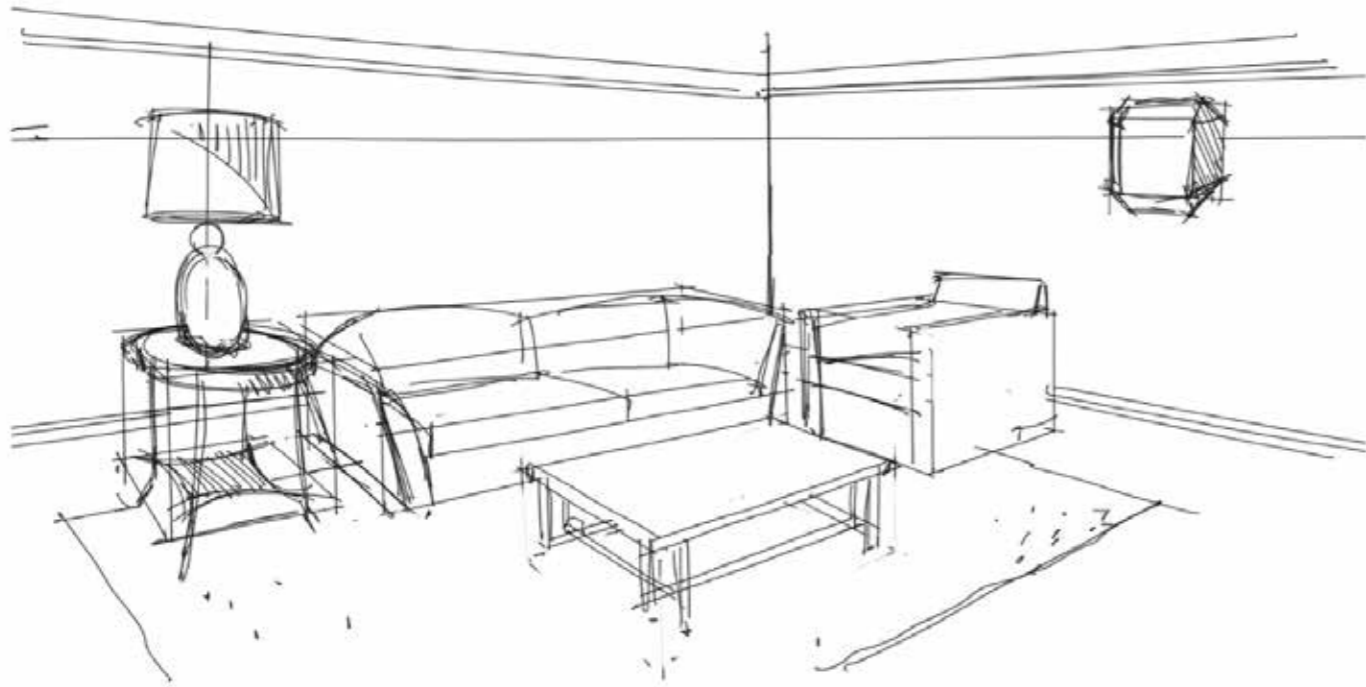


Google Search

I'm Feeling Lucky









DOCTORS

Caring for patients is our first priority. We are proud to work with leading physicians and consultants who practice in our facilities and provide us with advice about clinical quality.



HOSPITALS

Each London hospital is a Centre of Excellence where you will receive the highest standard of care from a dedicated medical team.



CONTACT.

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