ELISE DAVIES
GRAPHIC DESIGNER

PORTFOLIO 2020

Case study one
BMW @ Goodwood Festival of Speed
Exhibition/Event/Activation Design

Case study two
Pulse Point App
Digital design case study

Case study three
Nissan @ Formula E
Exhibition/Event/Activation Design

Case study four
Nissan UEFA Champions League
Exhibition/Event/Activation Design

Case study five
Redbud
Branding, art directon

Case study six
Patrick Tarrart
Branding

PORTFOLIO 2020

CASE STUDY ONE

"

Over four days, thousands of you joined us and visited Goodwood Festival of Speed 2018. Across our two stands, the BMW Pavilion and the BMW Stable Yard, we celebrated the best of BMW.

"

CASE STUDY ONE

THE BMW PAVILION

Skill category
-
Exhibition/event/activation design, lead designer,
art direction, creative artworking & project management

Agency
-
TRO

Year
-
2018

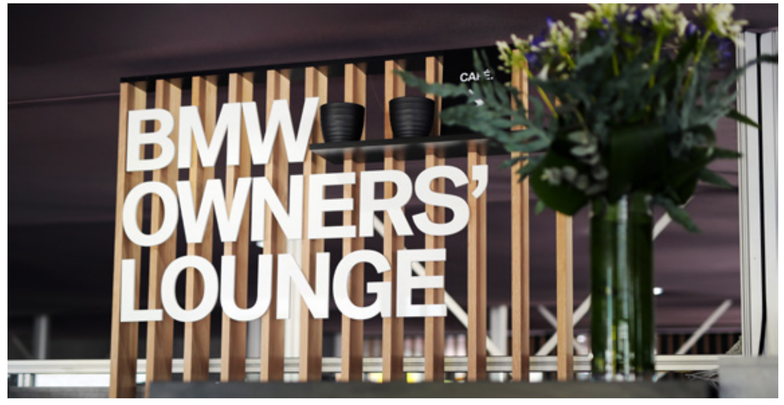
The client
BMW wanted a stand at the 2018 Goodwood Festival of Speed that would showcase their innovative technology whilst champion their new electric offering and celebrating their 25th anniversary at Goodwood.

The background
Make every second count. The world's greatest celebration of motorsport and car culture! Held in the beautiful parkland surrounding Goodwood House, the Festival of Speed is motorsport's ultimate summer garden party.

The solution
We created the BMW Pavilion. This 3-storey transient space offered the chance for guests to immerse themselves in BMW's latest vehicles, and then head to the rooftop, where they could relax and admire the rest of the event from above.

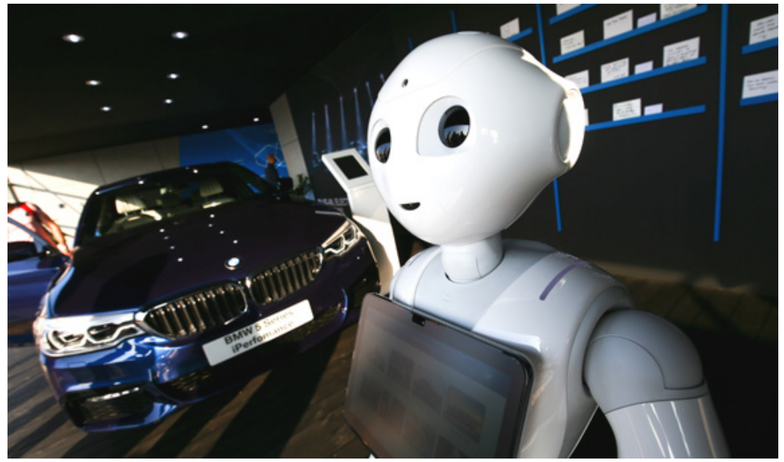
CASE STUDY ONE

CASE STUDY ONE



CASE STUDY ONE

CASE STUDY ONE



CASE STUDY ONE

THE BMW STABLE YARD

Skill category
-
Exhibition/event/activation design, lead designer,
art direction, creative artworking & project management

Agency
-
TRO

Year
-
2018

The client
As Official Sponsor of the Goodwood Festival of Speed, BMW took over Goodwood Stable Yard for the UK debut to display a Story of Luxury. BMW wanted guests to be able to fully immerse themselves in a lavish, sensorary experience at the festival.

The background
A unique area at Goodwood dedicated to BMW and displaying the new BMW 8 Series Coupé, alongside a line-up of luxury products including the new BMW i8 Roadster and the BMW Concept M8 Gran Coupé – plus a very special 1995 850 CSi painted by David Hockney.

The solution
The BMW Stable Yard was designed to provided a premium, artistic space, continuing the BMW Gallery feel. A sculpture from the Cass Sculpture Foundation was also on display as part of the Silver Jubilee celebrations.

CASE STUDY ONE

CASE STUDY ONE

BMW INDIVIDUAL

WELCOME.

CASE STUDY TWO

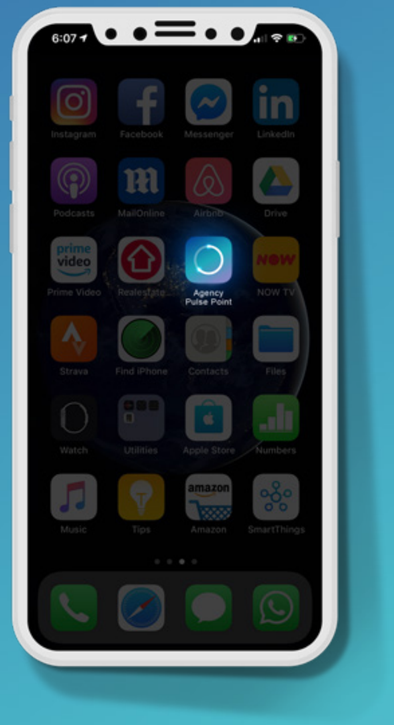
AGENCY PULSE POINT

Skill category
-
Design, UX, Branding, logo design, digital & project management

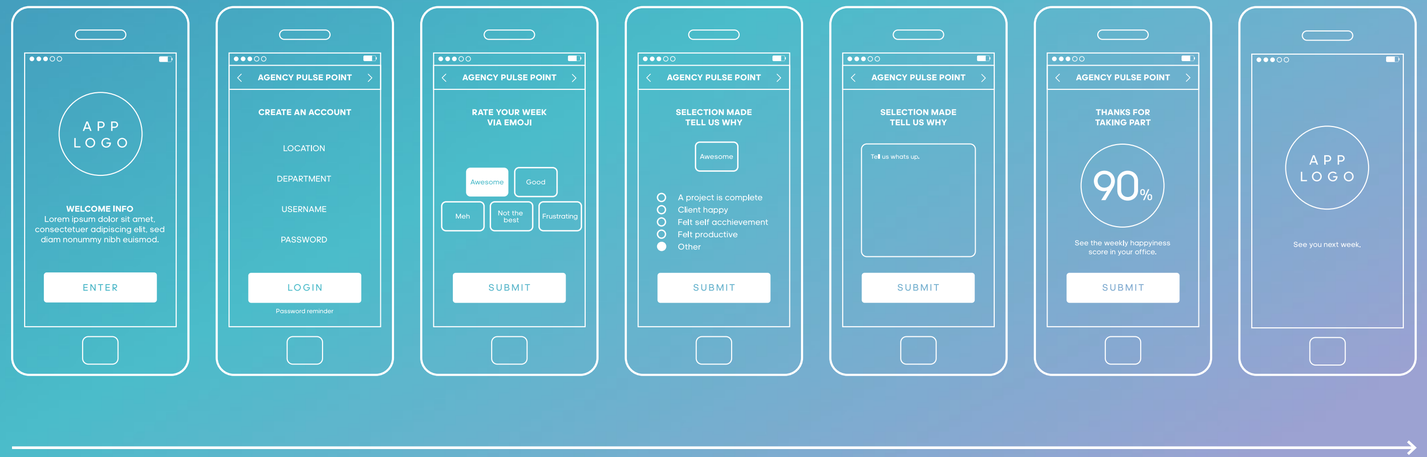
Agency
-
TRO

Year
-
2018

APP ICON



WIRE FRAME / USER JOURNEY



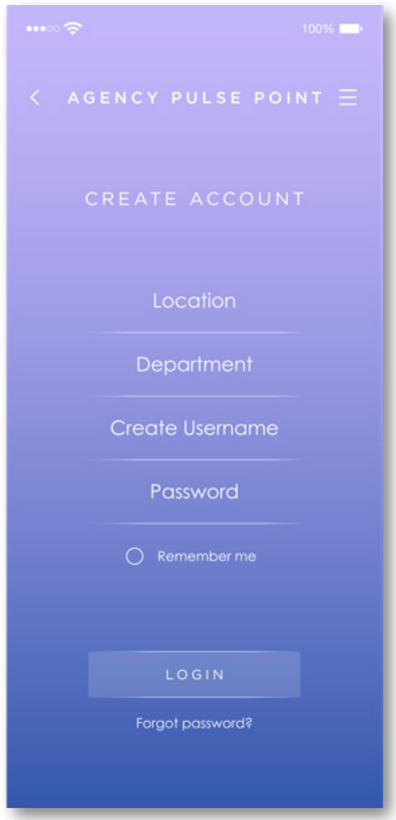
The client
The TRO happiness app will be used as a helpful tool to monitor the mood and wellbeing of the employees & offices. This will also be available as a sale product to re-skin for other agencies and businesses in the future.

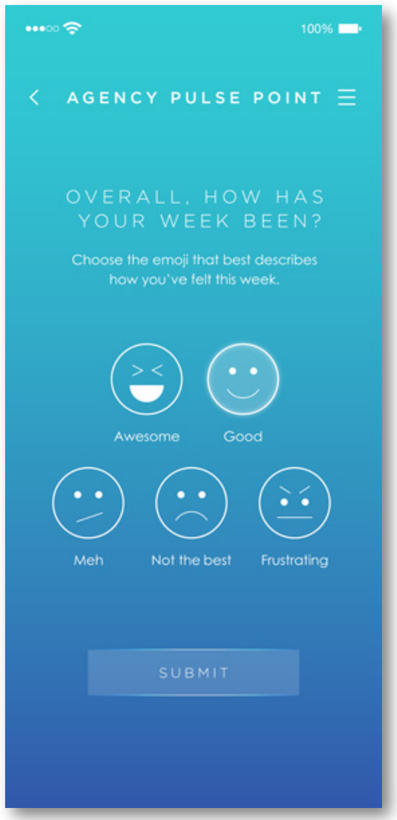
The background
TRO dedicated time to supporting their employees and this app will rate areas in the agency, to help improve or assess achievements. They run a Mind Matters Community, Parent Support Groups, and a Fun Society, all focusing on making life at TRO the best it can be.

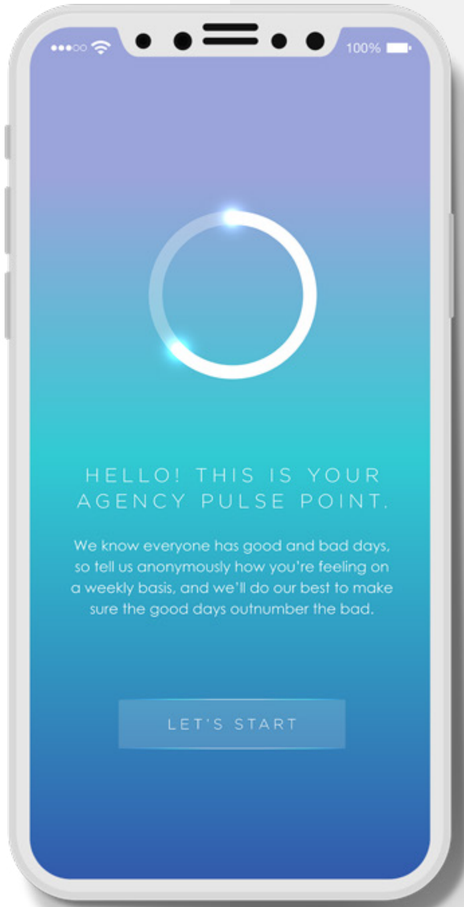
The solution
I designed the UX journey to be quick and easy for the user, with the integration of simple, relatable copy, a gradient colour palette reflecting mood, and manageable/ modern emojis used for ratings over text.

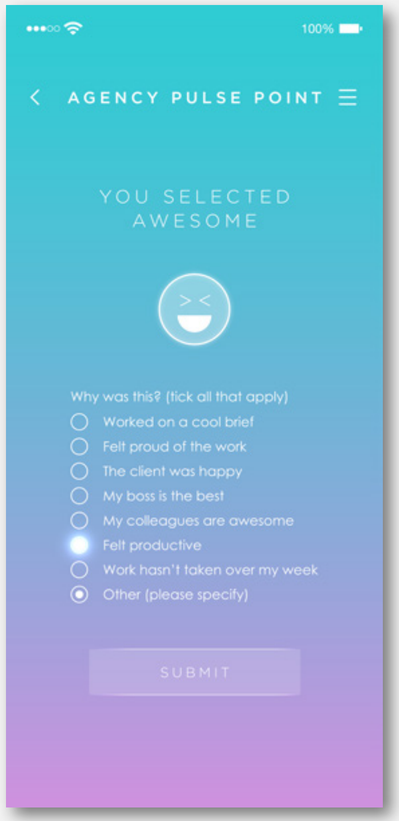
CASE STUDY TWO

AGENCY PULSE POINT









CASE STUDY TWO

CASE STUDY THREE

NISSAN FORMULA E

Skill category
-
Lead designer, design, art direction,
creative artworking & project management

Agency
-
TRO

Year
-
2018

CASE STUDY THREE

The client
Nissan made its debut in season five of the all-electric ABB FIA Formula E street racing championship in December, 2018, competing with the new “Gen 2” Formula E car across 13 races in 12 major cities.

The background
A the first race in Saudi Arabia, we were bought in to design a structure that will be modified and moved across 12 races. This was placed in the E-Village where you could watch the race and also see their leading electric car, the Leaf, where you could see have the same intelligent features as their FE car.

The solution
We came up with a conceptual activation idea along with creative artwork, concentrating on the look and feel of the structure. We created a high-end, powerful highlight to the event, with the wall design incorporating dual language. The bold cut acrylic track design elevated to designing glass dividers, living wall and bar designs, as well as digital posts to coincide with the event and general print.

DUAL LANGUAGE
WALL DESIGNS

CASE STUDY THREE

CASE STUDY FOUR

NISSAN UEFA CHAMPIONS LEAGUE

Skill category
-
Lead designer, design, art direction, artworking, digital design & project management

Agency
-
TRO

Year
-
2018

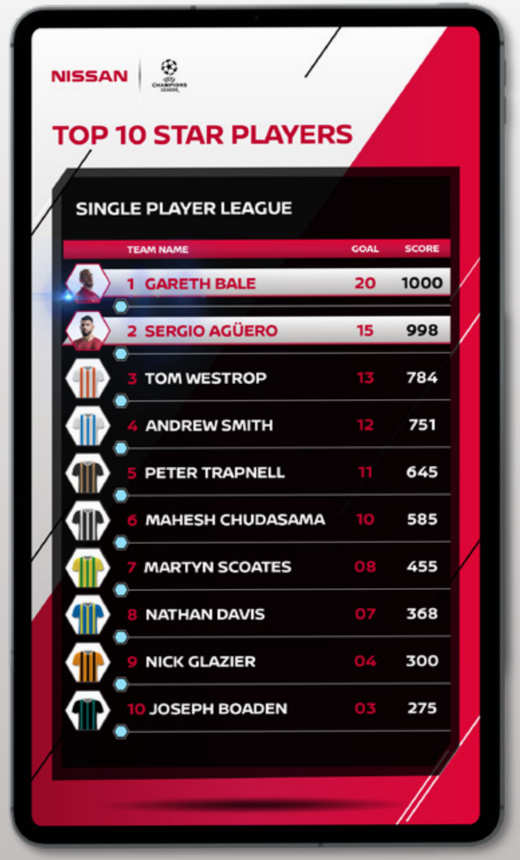
The client
Nissan took 26 of of their owners to the 2018 UEFA Champions League Final in Kyiv. They wanted unique activities inspired by Nissan Intelligent Mobility technologies combined innovations from the New Nissan LEAF, Nissan Qashqai, and our whole Nissan range to bring out the very best of the world's greatest sporting event.

The background
Nissan wanted to upgrate the excitement of football, delivering an entertaining, engaging and relevant moment through Nissan saliencies in order to strengthen their audience engagement towards sponsorship activities.

The solution
We created a 360 experimental solution that balanced live experience with digital/ social output, whilst also being relevant to both local and European audiences. It was a huge success and the activation is being duplicated for 2019 with the new ambassador look and feel.

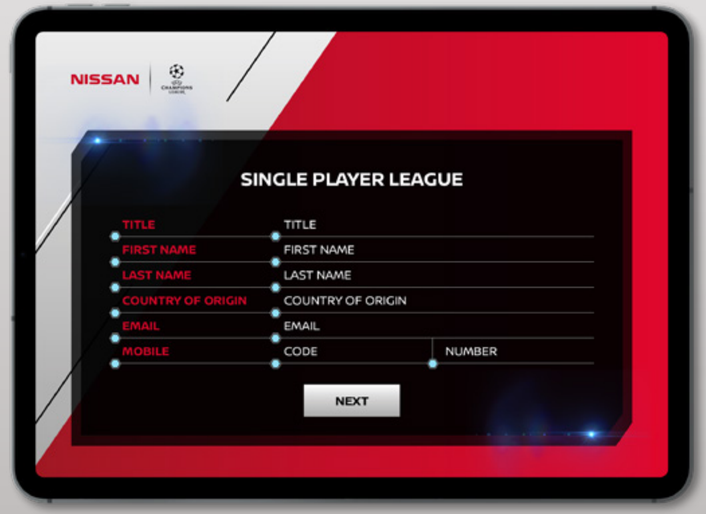
CASE STUDY FOUR

CASE STUDY FOUR



LEADERBOARD

EMAILER



REGISTRATION & REFEREE iPAD

CASE STUDY FOUR

REDBUD
PARTNERS

REDBUD

Skill category
-
Branding, logo design, art direction
Design logo design

Agency
-
Freelance
www.redbud-media.com

Year
-
2018

RATIONALE

The geometric design, with bold lines, brings a modern, edgy style to the brand. It's complemented by a recognisable icon moulding the letters R&B to flourish as the 'bud' of the identity.

CHOSEN LOGO

REDBUD
PARTNERS

REDBUD
PARTNERS

TYPOGRAPHY

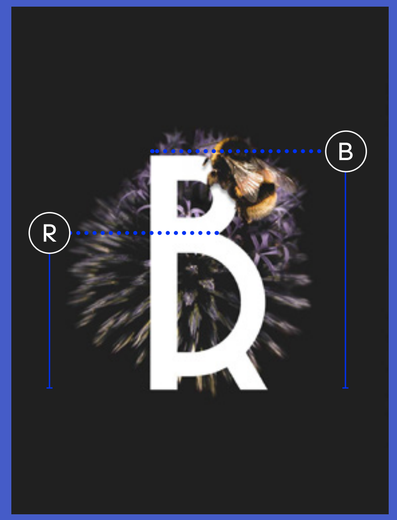
AZEDO BOLD
ABCDEFGHIKLMN
OPQRSTVXYZ

AZEDO REGULAR
ABCDEFGHIKLMN
OPQRSTVXYZ

AZEDO LIGHT
ABCDEFGHIKLMN
OPQRSTVXYZ

COLOUR PALETTE

ICON BREAKDOWN



The client
RedBud Partners are an advisory team of experts, designed to help and support online publishers. I was contacted by them to create a new logo for them that would shape their business proposal, so they could launch into the fragmented market with a strong and elegant brand presence.

The background
The media giants, such as Facebook, Google, Amazon, are dominating the publisher share of the market, with publishers, essentially media owners who typically own one or more websites, phone apps etc., currently in a very competitive situation.

Reason behind the name
"Publishers are like bees, an essential creature in the survival of the natural world. Publishers are vital for the futureof advertising and technology, yet both find themselves under threat. The RedBud tree is planted to help bees. Like the tree, RedBud partners has been built to do exactly that for the publishing world."

CASE STUDY FIVE

CONCEPT ONE

Inspired by the natural shape of bees, the typography uses sharp lines and incomplete letters, to reflect the idea of versatility, communication and growth.

REDBUD
PARTNERS

REDBUD
PARTNERS

CONCEPT TWO

Taking a softer approach, I wanted a script type font that would appear friendly and approachable in the fragmented market. The swoop from the 'R' perfectly rests before 'Partners' which makes it seem open and welcoming to potential clients.

Redbud
PARTNERS

Redbud
PARTNERS

CONCEPT THREE

I chose the similarities in the 2 letters to create an overlapping logo, which implies trust in the brand. Using a prominent and bold font for 'RedBud', but firmly supported by 'Partners' underneath reinforces the brand trust message.

CASE STUDY FIVE

CASE STUDY FIVE

CASE STUDY SIX

PATRICK TARRANT

DENTAL SURGEON

CASE STUDY SIX

PATRICK TARRANT

Skill category
-
Branding, logo design

Agency
-
Freelance

Year
-
2017

The client
I was contacted to create a logo for leading cosmetic dental surgeon, Patrick Tarrant. The brief was to create a logo with a clean, premium look and feel to attract celebrity clientele and reflect its coveted Harley Street location.

The solution
I chose a rich colour palette featuring rose gold, deep navy and peach, as well as foiling on the business card design to reflect the luxury of the brand. The minimalistic geometric pattern in the tooth logo, gives the business a more modern approach, combining dentistry with design that will attract a wider demographic.

CASE STUDY SIX

CASE STUDY SIX

CASE STUDY SIX

THANK YOU

Contact
hello@elisedavies.co.uk
0437 933 941
elisedavies.co.uk

Address
North Bondi
NSW
2026

PORTFOLIO 2020