

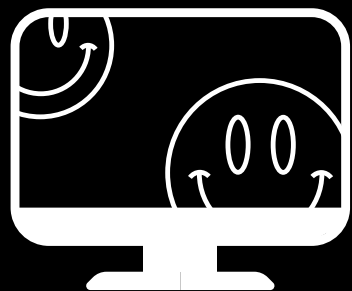


SINCE 1998

A NOTE FROM CARL

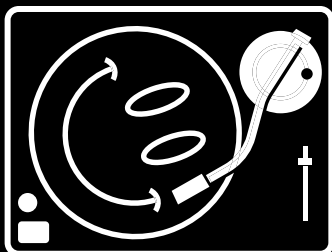


The year was 1998. Tony Blair held the position of prime minister, Nokia phones were all the rage, Microsoft stood as the world's largest company, and the scandal involving Clinton and Lewinsky captured headlines. It was during this eventful year that I made a few life-altering decisions: leaving my design job, getting married, and establishing my own one-person design agency.



Armed with £4000 in savings, I took a leap of faith and invested it all in a laptop, some stationery, and the first month's rent in the run-down district of Shoreditch, which ironically transformed into London's coolest place after my departure.

The initial years of Crush were a period of relentless hustling, as I sought out record companies and took on any album artwork projects that came my way. Cerys Matthew's band, Catatonia, became my first regular clients. Over the course of several years, I navigated the ever-shifting landscape of the music industry, designing everything from techno compilations to classical violin concerts.



By 2002, the music industry had undergone significant changes, with £10k budgets for album covers becoming a thing of the past. Sensing the need for a shift, my wife Helen and I decided to move to Brighton after the birth of our daughter, Stella. Fearing that no one would work with me if they knew I had left London, I maintained a London address and telephone number, keeping our escape from the metropolis a secret.

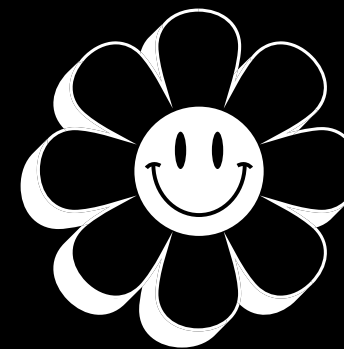


Working from a tiny back room in Brighton, Helen convinced me to invest £100 in an advertising agency contact list. With the month's mortgage borrowed from my mum, I diligently reached out to everyone on that list. And luck was on my side – a London-based ad agency took a liking to my work, and in a whirlwind of creativity, I found myself in Amsterdam clutching my mobile in anticipation of the birth of my son Gus, pitching to Heineken for a global dance music festival. Against all odds, I secured a contract that transformed Crush from a one-designer operation to a team of four overnight, with five years' worth of work lined up.



Crush was now on the road, and the valuable experience I gained from the music industry days swiftly translated into working with prominent brands, attracting a youthful audience.

As the years passed, Crush grew gradually, adding one or two team members every couple of years. Throughout it all, I have remained at the core of the creative process, firmly believing that exceptional creative output will always lead to more work.



After 25 years, I find myself surrounded by an incredibly talented group of individuals, working with some of the biggest brands in the world, all from our humble city of Brighton.

To all the remarkable people I've encountered throughout my career, many of whom have become my closest friends, I extend my heartfelt gratitude. You have played a significant role in shaping my world.

Lastly, I would like to thank Helen for being so supportive of my creative obsessions since the beginning of Crush.

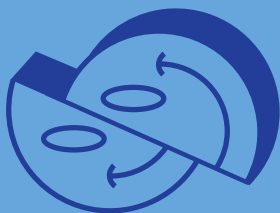
This book highlights just a few of the 4000+ projects we have completed in the 25 year journey.

Here's to the next 25 years of Crush Creative...

Carl Rush
Founder &
Creative Director



8561



CATATONIA
GAME ON
Single Cover

CATATONIA
DEAD FROM THE WAIST DOWN
Single Cover

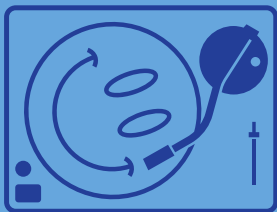
MARC ALMOND
BLACK KISS VINYL
Single Cover

MARC ALMOND
OPEN ALL NIGHT VINYL
Album Cover





BEAT



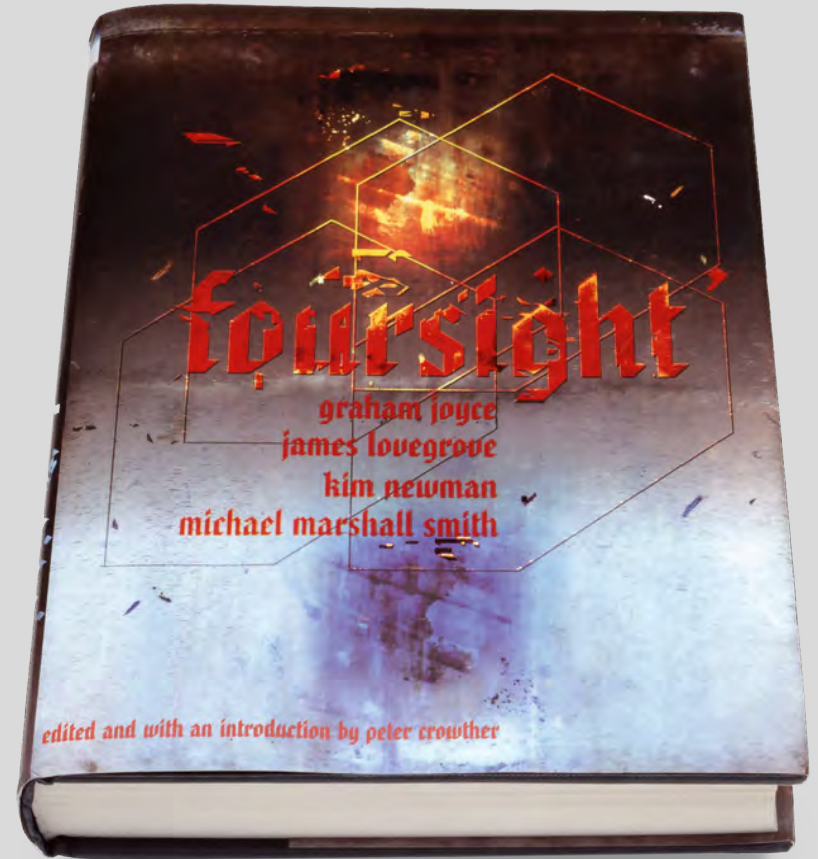
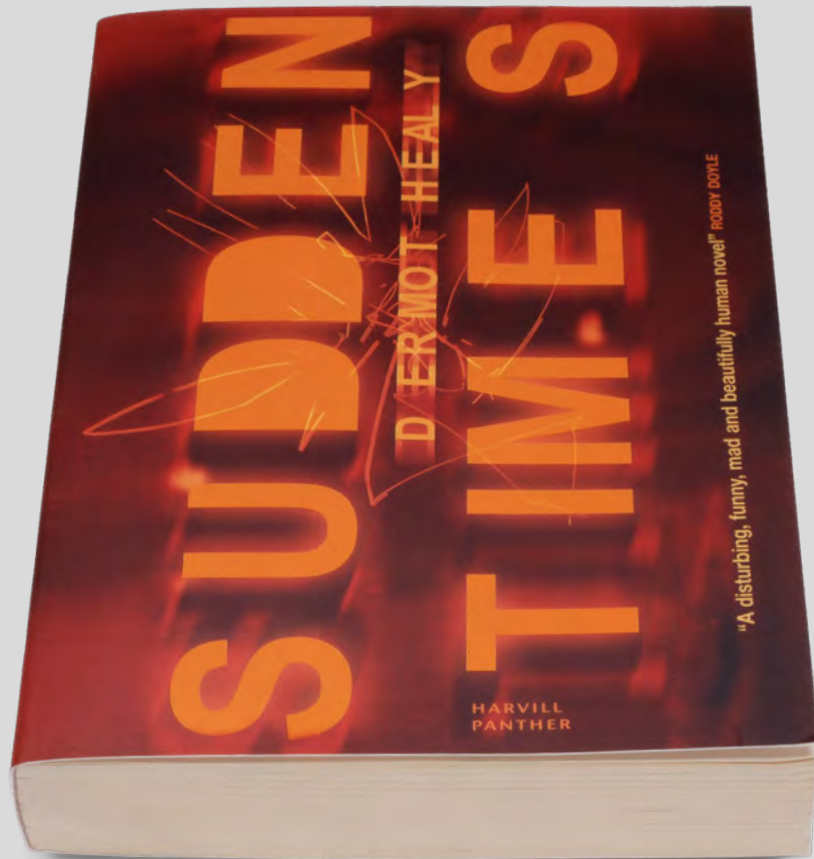
CATATONIA
KARAOKE QUEEN
Single Cover

DJ SPINNA
THE BEAT SUITE
Album Cover

HARVILL PRESS
SUDDEN TIMES
Book Cover

ORION PUBLISHING
FOURSIGHT
Book Cover





2000



**URBAN THEORY
MELTDOWN**
Album Cover

**URBAN THEORY
ELECTRO SCIENCE
BY FREESTYLERS**
Album Cover

**URBAN THEORY
SEX, SLUTS & HEAVEN**
Album Cover







QUANTUM DUB FORCE

Album Cover

DA LATA REMIXES

Album Cover



2002



**HEINEKEN
THIRST**

Event Promo Materials

THE BOUTIQUE
Club Flyers

Heineken music RELEASES ↓

thirst

喜力>激渴<派对

全球超酷DJ提雅斯多Tiesto
电音激爆成都

时间:2004年4月3日
地点:"红色年代" 成都市人民南路四段30号

渴望、激情、震撼.....
以Trance风格叱咤欧洲电音乐坛的全球超酷DJ-Tiesto提雅斯多, 即将在你的身边MIX出一个激情四溢的动感世界。

A MIX OF THE FRESHEST INGREDIENTS

www.HeinekenChina.com

www.heinenmusic.com

A MIX OF THE FRESHEST INGREDIENTS

Heineken music RELEASES ↓

thirst

喜力>激渴<派对

喜力啤酒——源自3年陈生的传统
从芬兰开始运往世界
坚持纯天然的水质原料
把新鲜全球100多个国家
美酒在喜力啤酒的卓越品质融为一体

www.heinenmusic.com

全球超酷DJ提雅斯多
Tiesto
电音激爆成都

提雅斯多 Tiesto
"舞曲之王" 全球超酷DJ
"电子音乐的皇帝" DJ
2001 DJ 大奖得主

叱咤欧洲乐坛的动感DJ-Tiesto提雅斯多
当年因其在夜场的出色表现而成为全球最炙手可热的Tiesto提雅斯多全球超酷DJ, 为电子音乐界带来了一场新的革命。Tiesto提雅斯多以其精湛的DJ技术和对音乐的热爱, 赢得了全球乐迷的广泛赞誉。

时间: 2004年4月3日
地点: "红色年代" 成都市人民南路四段30号

喜力与您燃出激渴火花

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www.heinenmusic.com

Heineken music RELEASES ↓

thirst

喜力>激渴<派对

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Heineken music

thirst

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全球超酷DJ提雅斯多Tiesto
电音激爆成都

www.HeinekenChina.com



Heineken music

thirst

喜力>激渴<派对

想体验喜力激渴派对?

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Heineken music

thirst

喜力>激渴<派对

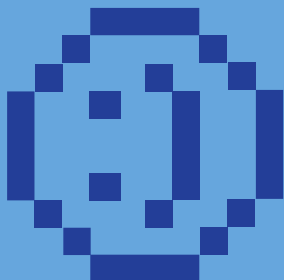
全球超酷DJ提雅斯多Tiesto
电音激爆成都

时间: 2004年4月3日
地点: "红色年代" 成都市人民南路四段30号
www.HeinekenChina.com

www.heinenmusic.com



2003



46664

Poster Campaign

ROTOVISION

GAME PLAN

Book Design

HEINEKEN

THIRST

Event Promo Materials

SIMULTANE

Fashion Look Book

WILLIAM GRANT


KHUSH & BHANG

Packaging Concepts

SOTHERBY'S

INSPIRATIONAL TIMES

Exhibition Catalogue




LISTEN TO ME!

9,500 PEOPLE ARE NEWLY INFECTED WITH HIV EVERY DAY

CALL DODOL 4664 AND GIVE A MINUTE OF YOUR LIFE TO AIDS

46664

By calling DODOL 4664 and listening to Dodol's voice, you can help raise awareness of HIV/AIDS. For more information, visit www.dodol4664.com. Dodol's phone number is 46664. Dodol's website is www.dodol4664.com.




LISTEN TO ME!

8,500 PEOPLE DIE FROM AIDS/HIV EVERY DAY

CALL DODOL 4664 AND GIVE A MINUTE OF YOUR LIFE TO AIDS

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LISTEN TO ME!

EVERY 6 SECONDS SOMEONE IS INFECTED WITH HIV/AIDS

CALL DODOL 4664 AND GIVE A MINUTE OF YOUR LIFE TO STOP AIDS

46664

By calling DODOL 4664 and listening to Dodol's voice, you can help raise awareness of HIV/AIDS. For more information, visit www.dodol4664.com. Dodol's phone number is 46664. Dodol's website is www.dodol4664.com.









INSPIRATIONAL TIMES

The art of Rock Art from Beat to Punk via Psychedelia

Sotheby's
OLYMPIA 2
EXHIBITION JANUARY 28 to 19th 2003

RICK GRIFFIN
STANLEY MOUSE
ALTON KELLY
RANBY YUEN
VICTOR MOSCOSO
DAVID SINGER
GARY GRIMSHAW
PETER MAX
ALAN ALDRIDGE
HAROLD CHAPMAN
GUNTHER REGER
PIETRO PAIER
ORIGINAL PLATES

MICHAEL ENGLISH
NIGEL WAYMOUTH
WED WILSON
DENNIS LARSON
THE POOL
MIKE MCINERNEY
MARTIN SHARP
COLIN DUFFIELD
THE RAINBOW
DIGGER
OZ
INTERNATIONAL TIMES
ETC.ETC.ETC.

THE PETER GOLDING COLLECTION

e-mail: inspiration@sothebys.com © petergolding.com

RICK GRIFFIN

GRAND MASTER OF ROCK 'N' ROLL POSTER ART

The late Rick Griffin was a unique talent in commercial art of the era being both an excellent draftsman and an imaginative designer. An artist neither graffiti nor posterist and neither (initially) "arty" nor being sold on the covers of art publications, records and comic books, he was a true original.

Griffin's early use of familiar, contemporary imagery and formulae as well as his poster presenting traveling artists like the Jack Straggs was a direct influence from childhood memories like the Saturday with his father. The Jack Straggs had actually provided the catalyst for Griffin's move to San Francisco and it was the interest that marked the beginning of a full-time career designing posters. With that rapid growth of the music scene and his obvious talent, Rick was soon to be discovered by both San Francisco promoters Cliff Hedden and Bill Graham.

His use of commonplace imagery and symbols showed his admiration of such impressionist images and his awareness of the ease with which they were originally drawn. Commemorated by Family Dog his poster "Hanging Paper" incorporated a mind-blowing sequence of events and emotional script. As well as an example from the heady heights of psychedelic abstraction the poster was also a prime example of the music promoters' acceptance of art as a primary value.

As psychedelic rock of the late '60s became more intense, particularly music by Jimi Hendrix, Cream and Captain Beefheart, so did Griffin's poster images. Bloody eyeballs, whisks and skulls began to dominate his work. He said "I wanted every poster to have the sort of sexuality found on family crests. It was the real reason I continually used head and genital genital imagery."

The exhibit has been selected from over 500 pieces comprising the Estate of Rick Griffin which was acquired from him by William A. Griffin.

ALBERT KING 4

ALTON KELLY
RANBY YUEN
VICTOR MOSCOSO
DAVID SINGER
GARY GRIMSHAW
PETER MAX
ALAN ALDRIDGE
HAROLD CHAPMAN
GUNTHER REGER
PIETRO PAIER
ORIGINAL PLATES

MICHAEL ENGLISH
NIGEL WAYMOUTH
WED WILSON
DENNIS LARSON
THE POOL
MIKE MCINERNEY
MARTIN SHARP
COLIN DUFFIELD
THE RAINBOW
DIGGER
OZ
INTERNATIONAL TIMES
ETC.ETC.ETC.

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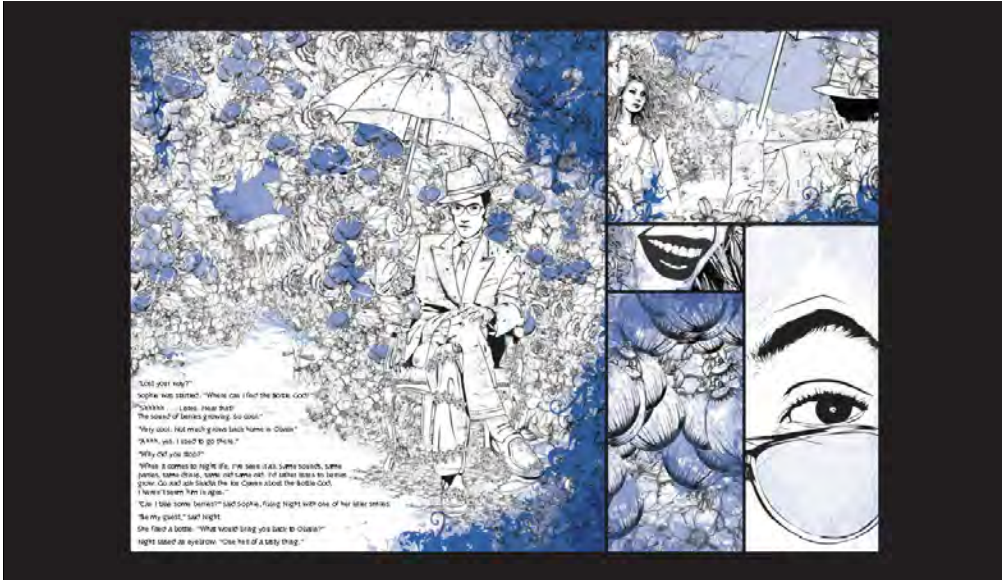
**HEINEKEN
THIRST**
Event Promo Materials

**SMIRNOFF
NORSK TALES**
Promo Book

**SMIRNOFF
RED MYTHOLOGIES**
Ambassador Kit

**UNION SQUARE
ESSENTIAL JAZZ**
Record Covers







2CD THE ORIGINAL JAZZ REVOLUTION



Bop and Beyond

featuring
 CHARLIE PARKER
 DIZZY GILLESPIE
 DEXTER GORDON
 FATS NAVARRO
 LEE MORGAN
 ART BLAKEY
 and many more

2CD THE DEFINITIVE RECORDINGS FROM BE-BOP'S FOUNDING FATHER



The Essential
Charlie Parker

2CD THE HOTTEST CUTS FROM THE COOLEST CATS



featuring
 BIG JAY McNEELY
 LOUIS PRIMA
 BIG JOE TURNER
 SLIM GAILLARD
 BILLY ECKSTINE
 LITTLE ESTHER
 and many more

Jump 'n' Tive

2CD GROOVIN' WITH THE MASTERS



Cool On The Coast

featuring
 STAN GETZ
 CHET BAKER
 ART PEPPER
 GERRY MULLIGAN
 ERROLL GARNER
 SHORTY ROGERS
 and many more

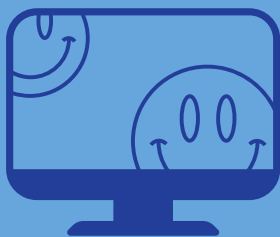
2CD THE "PRESIDENT" OF THE TENOR SAXOPHONE



The Essential
Lester Young

featuring
 BILLIE HOLIDAY
 COUNT BASIE
 BUDDY RICH
 JIMMY RUSHING
 NAT COLE
 OSCAR PETERSON
 and many more

GOODS



HEIST BAR

Branding

AGENCY RUSH

Brand Identity

WIRED SUSSEX

DSCAPE DIGITAL

CREATIVE SHOWCASE

Event Branding

DIAGEO

CUERVO DE MAYO

Event Campaign

LITTLE BROWN BOOKS

CHRISTOPHER BROOKMYRE

Book Covers & Campaign

UNION

Nightclub Branding



0112 0132

A night to celebrate Mexican style Cuervo DE MAYO 05

SCALA, 5TH MAY

KINGS CROSS. DOORS OPEN 8PM

RONI SIZE XFM'S **EDDY**
LARRY ELECTRONIC LATIN FREAKS **TEMPLE**
CAPOLLA * **MORRIS**

The Freelance Heirraiser

XFM'S DAN GREENPEACE

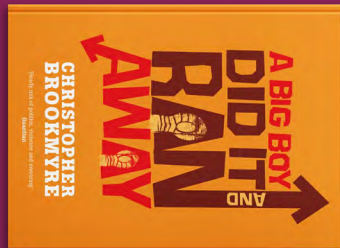
INCLUDING A **LIVE** ART CLASH
STREET MURAL ARTISTS FROM
UK & MEXICO GO HEAD TO HEAD

TO WIN TICKETS TEXT 'CUERVO' FOLLOWED BY
YOUR DATE OF BIRTH TO '86025' BY 4th MAY 2005

In Association With **XFM**
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VIVE Cuervo
TEQUILA
JUNE MAY "W/ERRY 05"





'THE KIND OF THING THAT
AGATHA CHRISTIE
 MIGHT HAVE WRITTEN
 IF SHE'D BEEN OFF
 HER TITS
 ON MANKY
CRACK'

TIME OUT

DISCOVER LITERATURE'S ANSWER
 TO QUENTIN TARANTINO
 AT WWW.BROOKMYRE.CO.UK

 OUT NOW IN HARDBACK





AUGUST SATURDAYS

QUALITY UNDERGROUND DANCE MUSIC EVERY SATURDAY AT UNION

Union

SATURDAY 6TH TRUE SPIRIT
Presents
OSUNLADE
with residents
KARL DAVISON & GAV SMITH

African Iya High Priest and ever eccentric Osunlade is a true pioneer of the underground "organic" deep house sound. Osunlade is a DJ, producer, musician, and remixer who has taken the soulful house scene by storm with his beautiful productions and inspirational DJ sets. Expect a unique and colourful evening from a unique and colourful artist.

Residents Karl Davison and Gav Smith celebrate a musical journey from underground disco, to deep soulful house and future beats...

SATURDAY 13TH WARM SONAR KOLLEKTIV
Presents
DIXON MAURICE FULTON KAREN P
with residents
ALI TILLET & SEAN BROSNAN

Resident at some of the most important nightclubs in Berlin in the mid 90s - such as the legendary E-werk and the Tresor club, Steffan "Dixon" Berkahn is one of Germany's most influential DJs. Since hooking us with Sonar Kollektiv he has gone from strength to strength - as gigs at Fabric and Shelter will attest, joining him will be the wonderfully exciting Maurice Fulton, and the gifted young Karen P - Producer of Glisten Petersons Worldwide show!

SATURDAY 20TH CHAOS ROCKS
Presents
CHICKEN LIPS
with residents
STEVE CHAOS & JOHNNY ROCKS

Chicken Lips have been producing some inspired NYC Disco fuelled electro house for the last five years. They are also equally revered for their remixes and edits for the likes of Josh Winks, Underworld, Mo' Wax, Playgroup, Stereo MC's and Ignition. If the last Chaos Rocks was anything to go by, expect the doors to come off for this one!

Residents Steve Chaos and Johnny Rocks will be on hand to provide some damn fine cutting edge electro house and bunk funk.

SATURDAY 30TH ASKEW (4TH BIRTHDAY)
Presents
PHUTURISTIX
(Phuture Lounge)
BENJI B
(BBC Radio 1 Xtra)
VACEO
(Live Vox and Percussion)
with residents
BARRY DUST JOE LE FORCE & GARETH STEVENS

Askew favourites Phuturistix come down to party at Union for the first time, joining them for the ride is the rising young BBC star, Mr Benji B, plus the amazingly talented Vaceo on vocals and percussion!

Broken beat, future boogie, nu groove and pirate soul with residents Barry Dust, Joe Le Force and Gareth Stevens.

In the B+W Arch every week:
Carl Faure (Catskills)
plus special guests

Open 5pm till 3am.
Last entry 1am.
Free Entry before 9pm
£5 before 11pm
£8 after 11pm
R.O.A.R

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Brighton
BN1 1NB

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info@union.uk.com
Visals by RHO 2
Design: www.crushed.co.uk



WWW.UNION.UK.COM



Union

2006



FABER & FABER

New Books
Catalogue

ARTS FOUNDATION

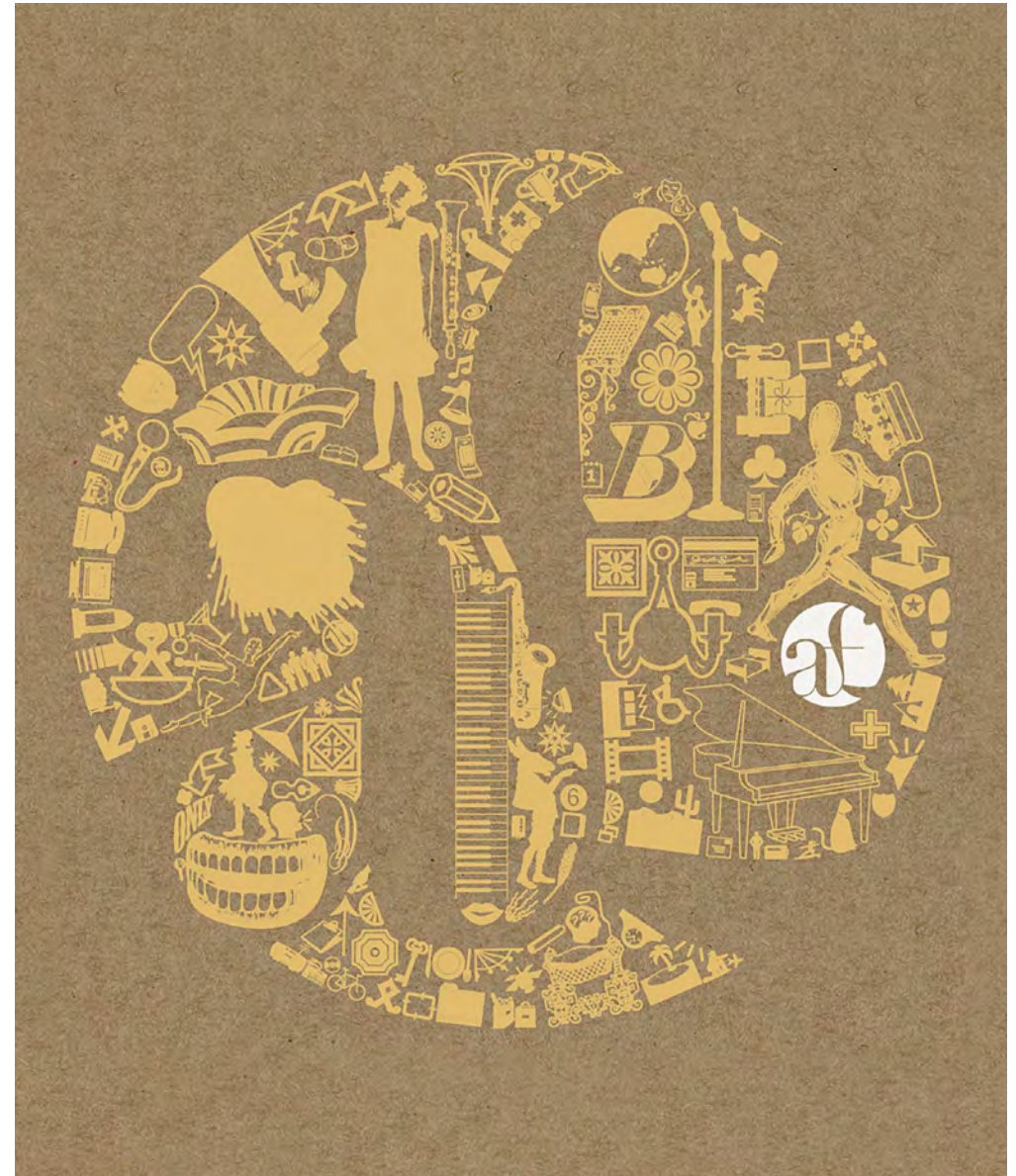
Invitation

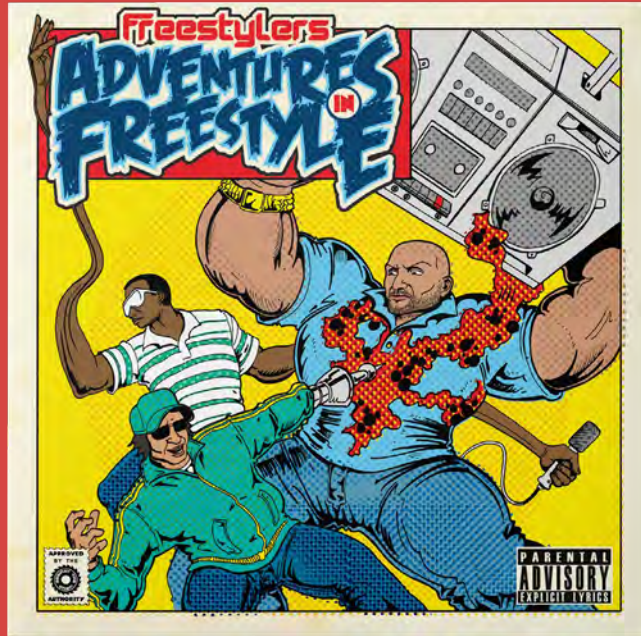
AGAINST THE GRAIN

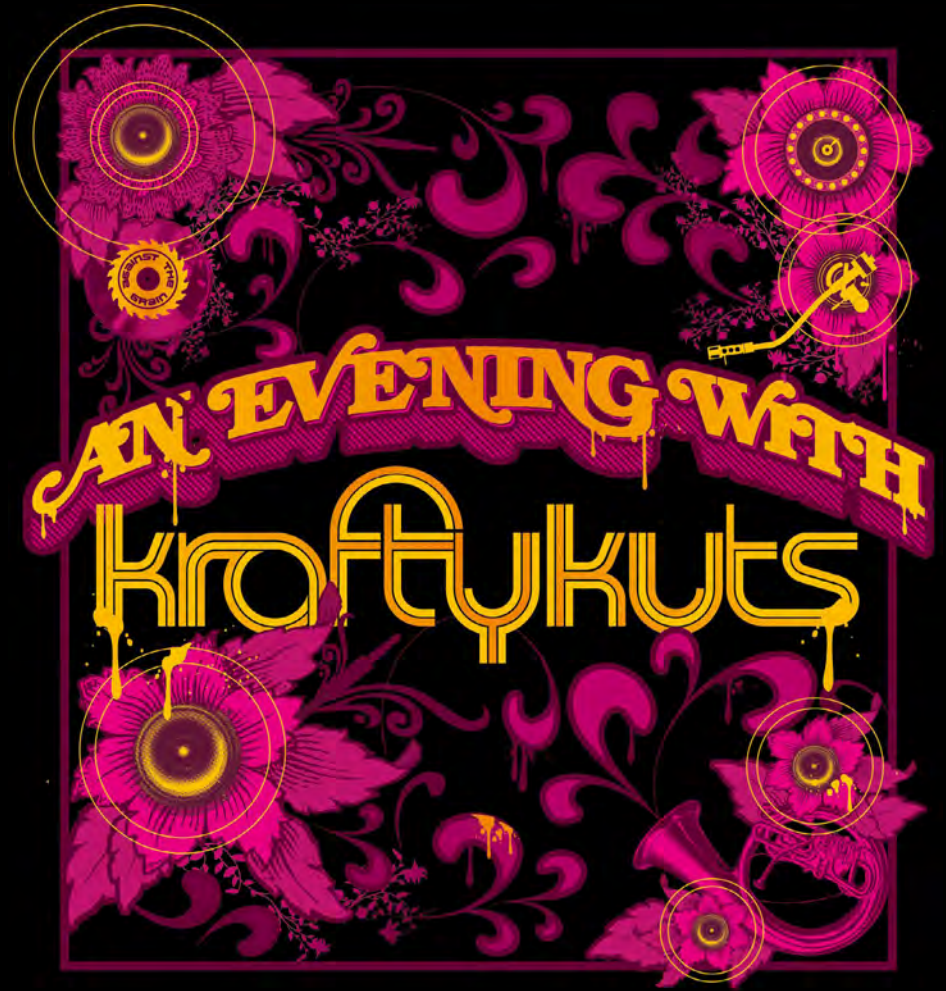
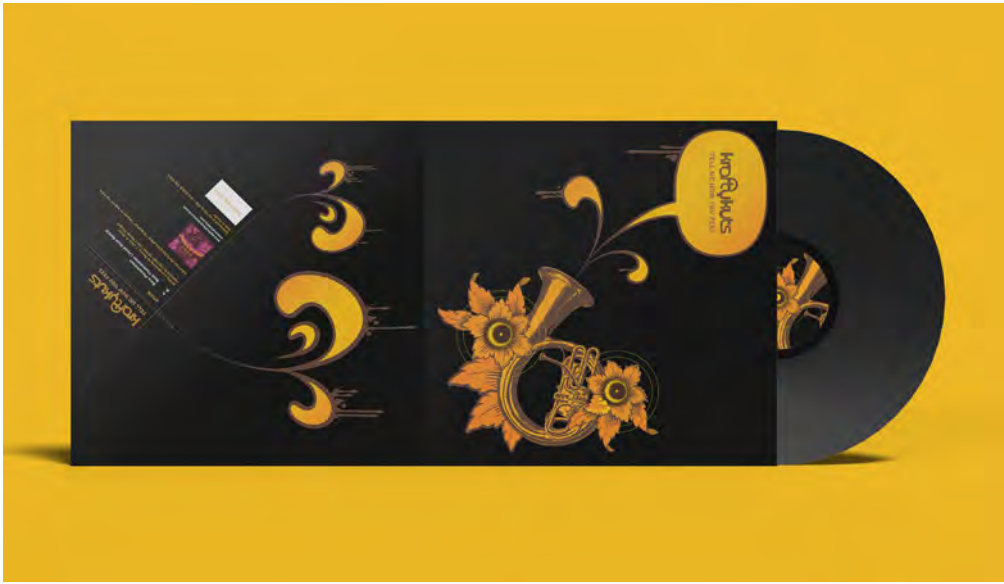
FREESTYLERS
Record Covers

AGAINST THE GRAIN

KRAFTY KUTS
Record Covers







2007



MILLER
MILLER MUSIC USA
Event Identity

MTV
SOUND TRIP
Title Animations

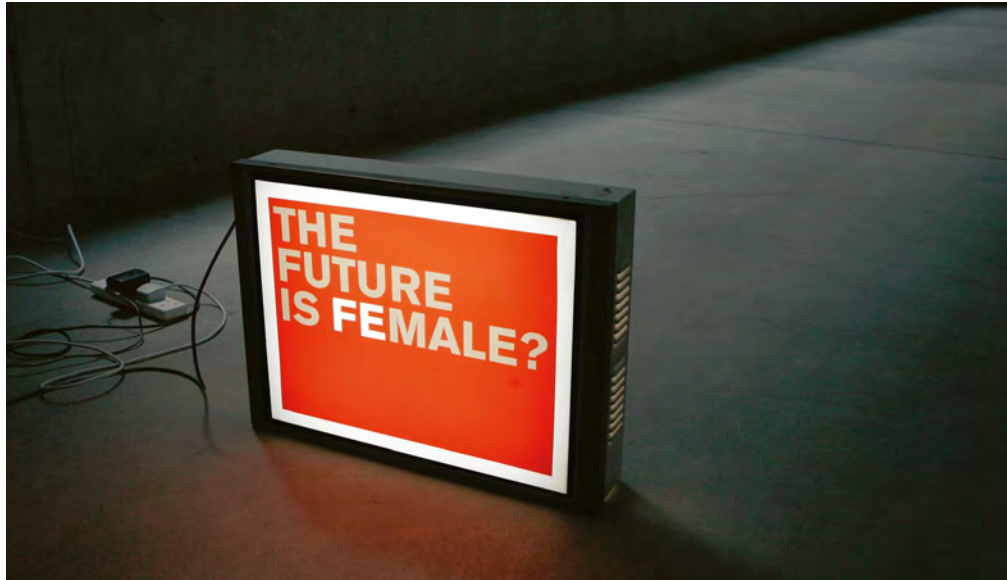
WIRED SUSSEX
WOMEN IN MEDIA
Event Identity

HODDER
THE BIBLE
Book Cover Design

HARPER COLLINS
AGATHA CHRISTIE
Book Cover Designs

HACHETTE
ANNA BLUNDY
Book Cover Designs







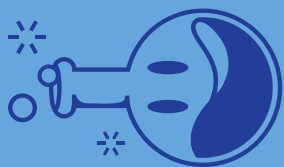
'Sharp and Hilarious'
GUARDIAN



*FAITH ZANETTI: One Part Courage,
Two Parts Adventure - Always Spirited.*



2008



**FABER & FABER
CATALOGUE**

Photography Art Direction

**FENCHURCH
SEASONAL CAMPAIGN**

Art Direction

**LASTMINUTE.COM
ADVERTISING CAMPAIGN**

Illustration

**NOKIA
WINTER SPORTS**

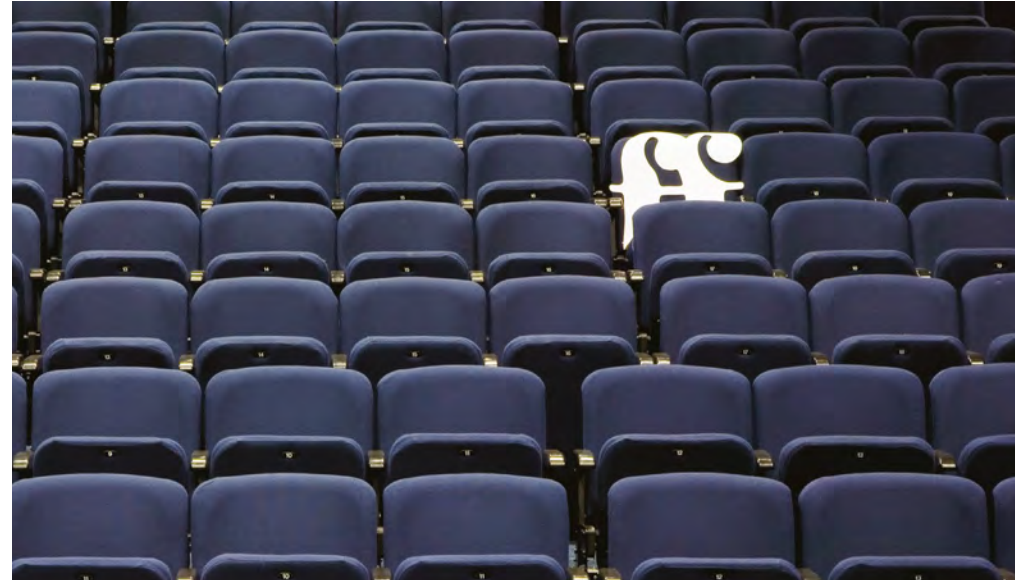
Snowboarding Campaign

**NOKIA
NOKIA TRENDS LAB**

Event Identity

**BACARDI BROWN FOREMAN
TUACA**

Promotional Campaign





WINTER
HERE MEANS
SUMMER
SOMEWHERE
ELSE

- 5★ Egypt • 7nts from £299
- 4★ Caribbean • 7nts from £499
- 4★ Mexico • 7nts from £569

lastminute.com

WINTER
BRING
IT ON



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CHILLED TUACA**
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TUACA

COMING TO A BAR NEAR YOU

DISCOVER
TUACA

DISCOVER
TUACA

THE BEST LIP AND COMING

A SECRET TOO GOOD TO KEEP

REVEALED

TUACA

House of Crystals

GOOD 2012

**BACARDI BROWN FOREMAN
CHAMBORD**

Valentines Bar Kit

**ARTS COUNCIL
LIFT MOLTEN FESTIVAL**

Event Branding

**CHICKEN HOUSE
ZAC & THE DREAM PIRATES**

Book Cover Design

**HARPER COLLINS
NGAIO MARSH**

Book Cover Designs

**PAN MACMILLAN
HITCHHIKER'S GUIDE
TO THE GALAXY**

Book Covers & Campaign

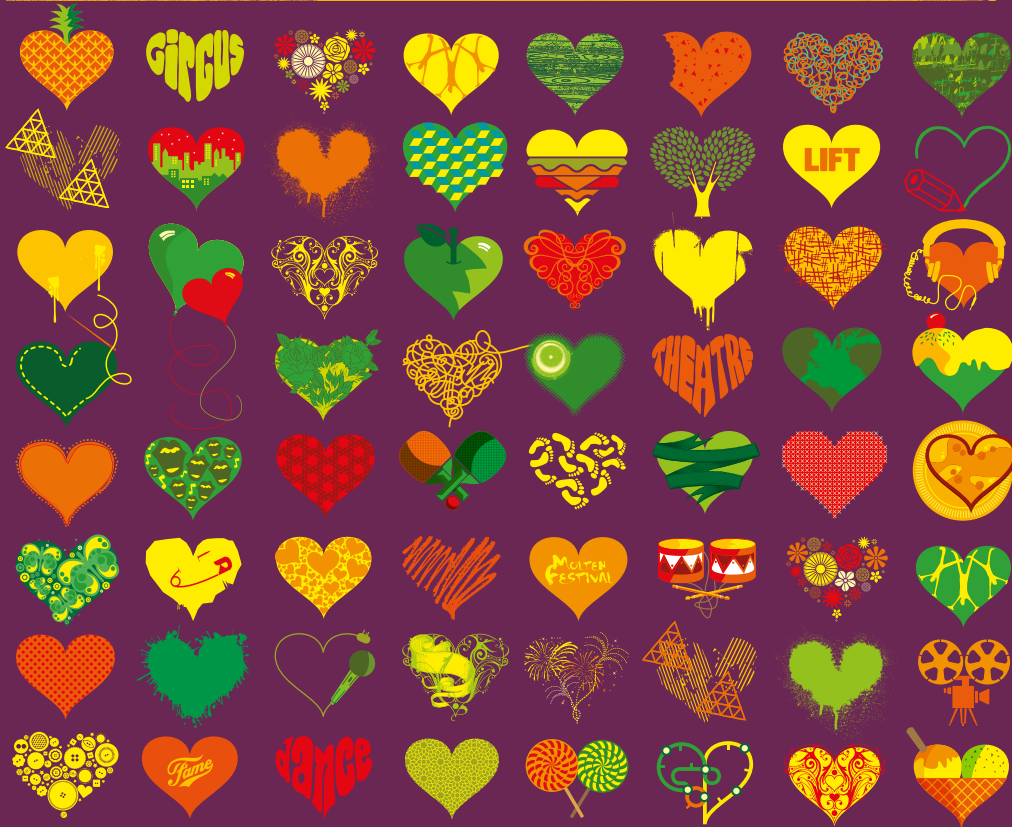


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ABBEY GREEN | BARKING

LIFT MOLTEN FESTIVAL

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| LIVE MUSIC | VILLAGE FETE | LOCAL TALENT | DANCE-A-LONG |
| FAMILY FUN | CIRCUS | LOCAL STORIES | KARAOKE |
| TEA AND CAKE | TOPICAL DEBATE | ACTIVITIES | CELEBRATIONS |
| CABARET | GAME | PARADE | PICNICS |





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2010



SCHOLASTIC
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Book Cover Designs

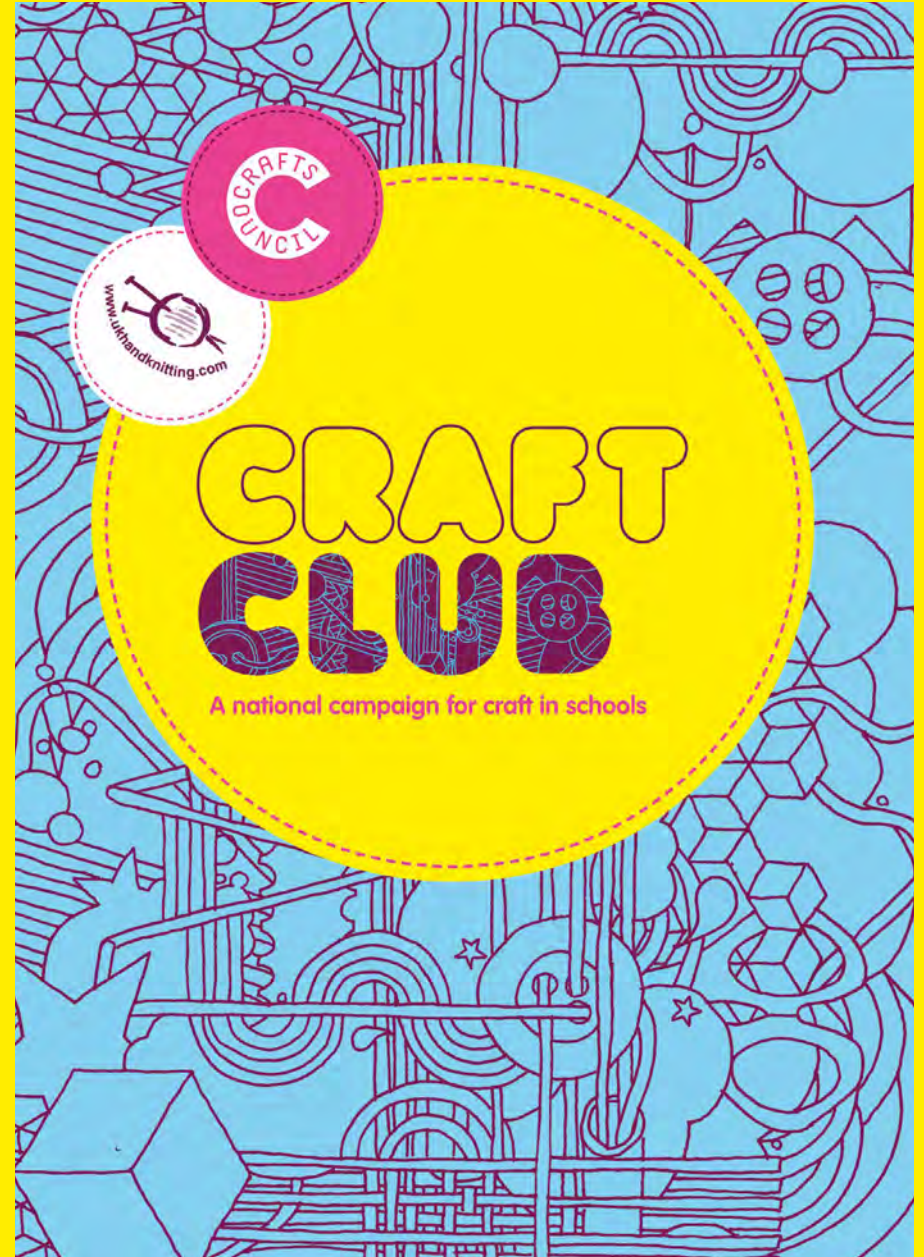
CRAFT COUNCIL
CRAFT CLUB
Branding

WALKER CANONGATE
LIFE OF PI
Book Cover Design

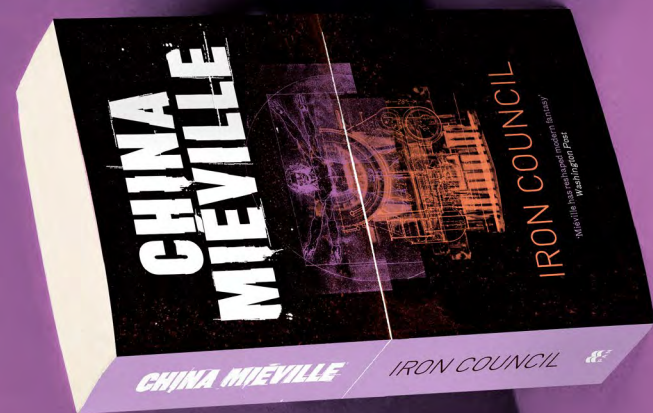
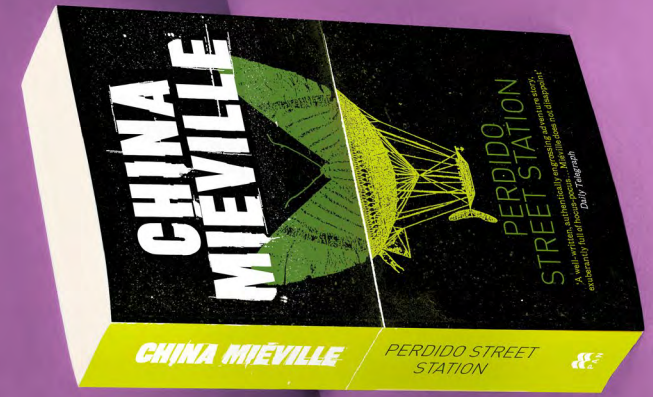
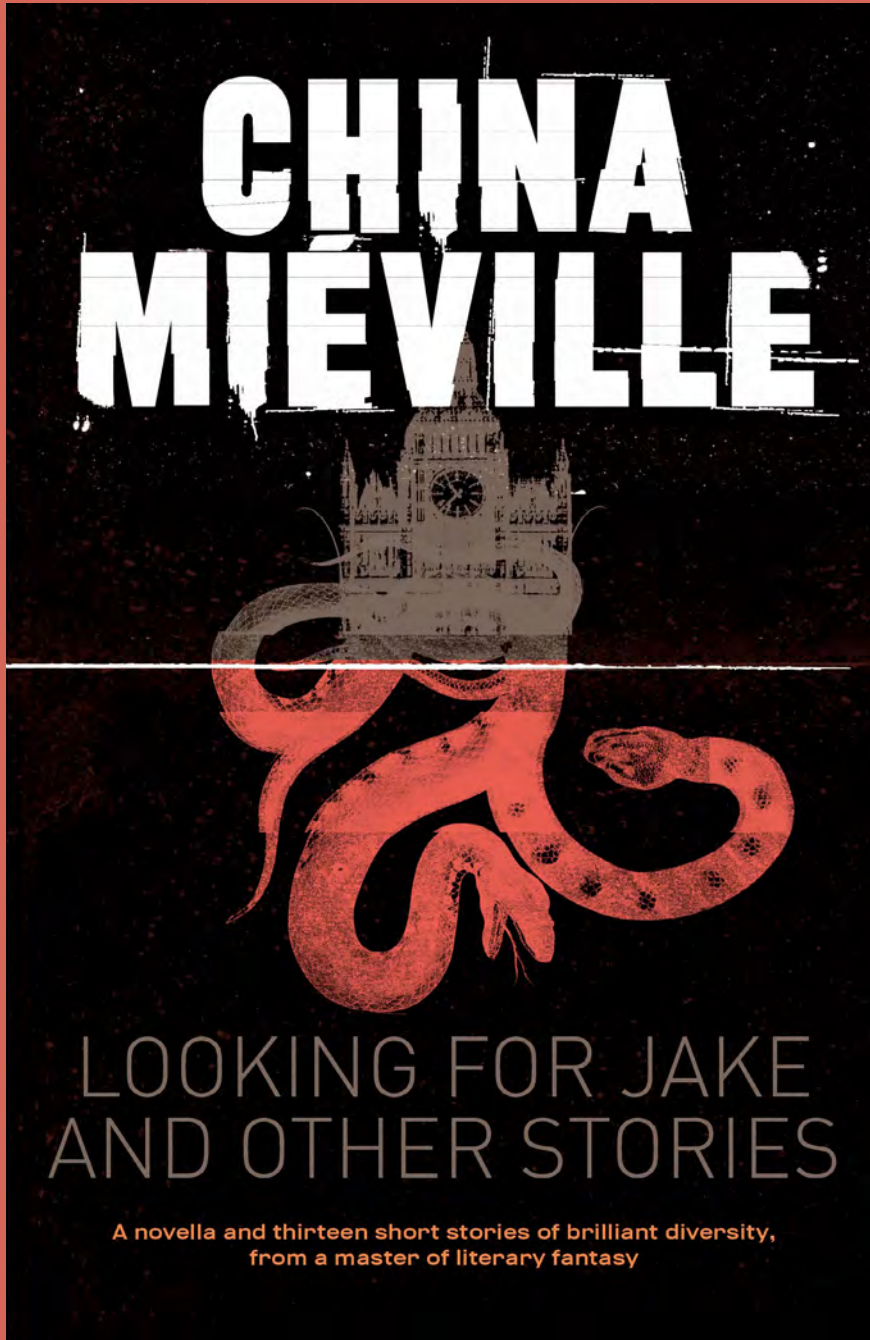
FABER & FABER
Catalogue Design

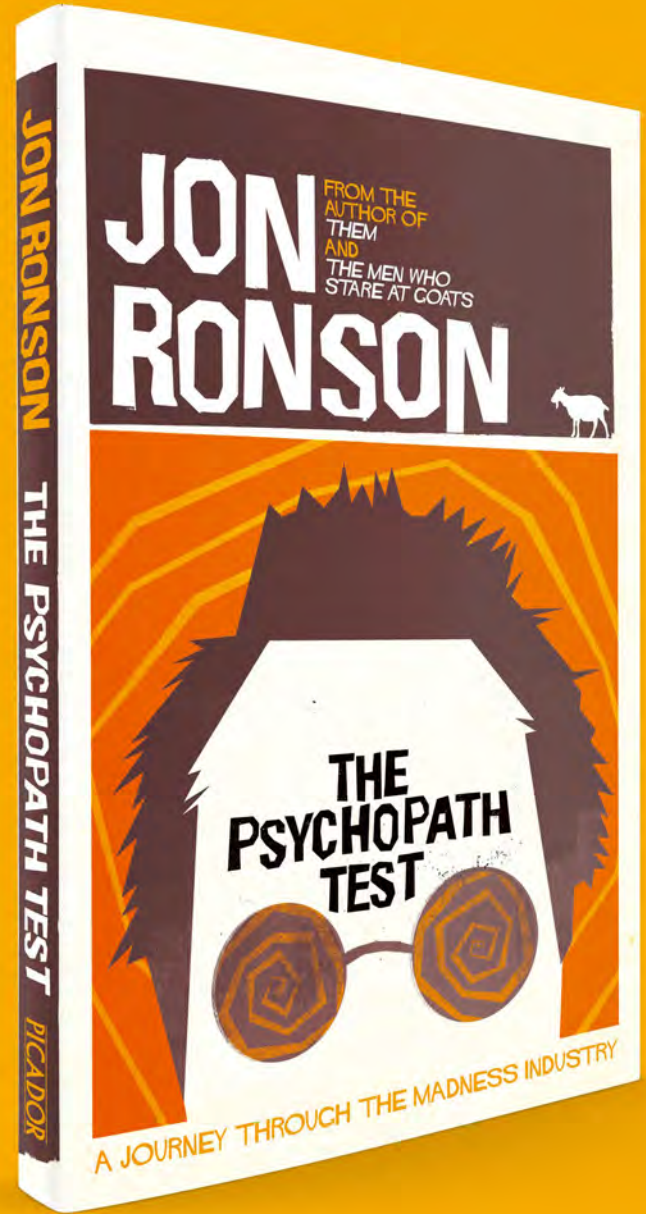
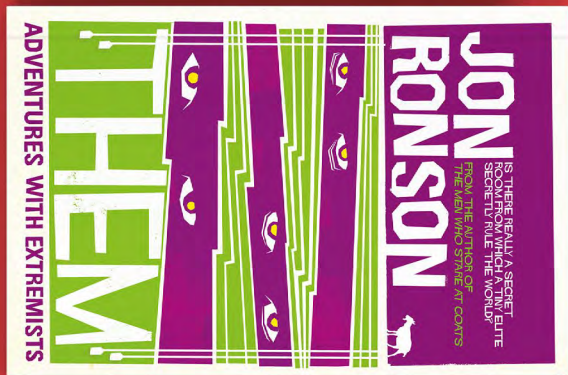
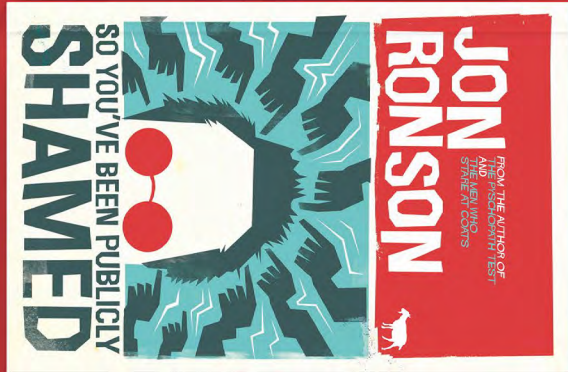
PAN MACMILLAN
CHINA MIÉVILLE
Book Cover Designs

PICADOR
JON RONSON
Book Cover Designs











**CARTOON NETWORK
ORIGINALS**

Licensing Style Guide

**NICKELODEON
DOODLEBOB**

Licensing Style Guide

CULTURE 24

Brand Identity

SONY MUSIC

JONSI - GATHERING STORIES

Music Video

TALKING TABLES

Packaging & Product Design

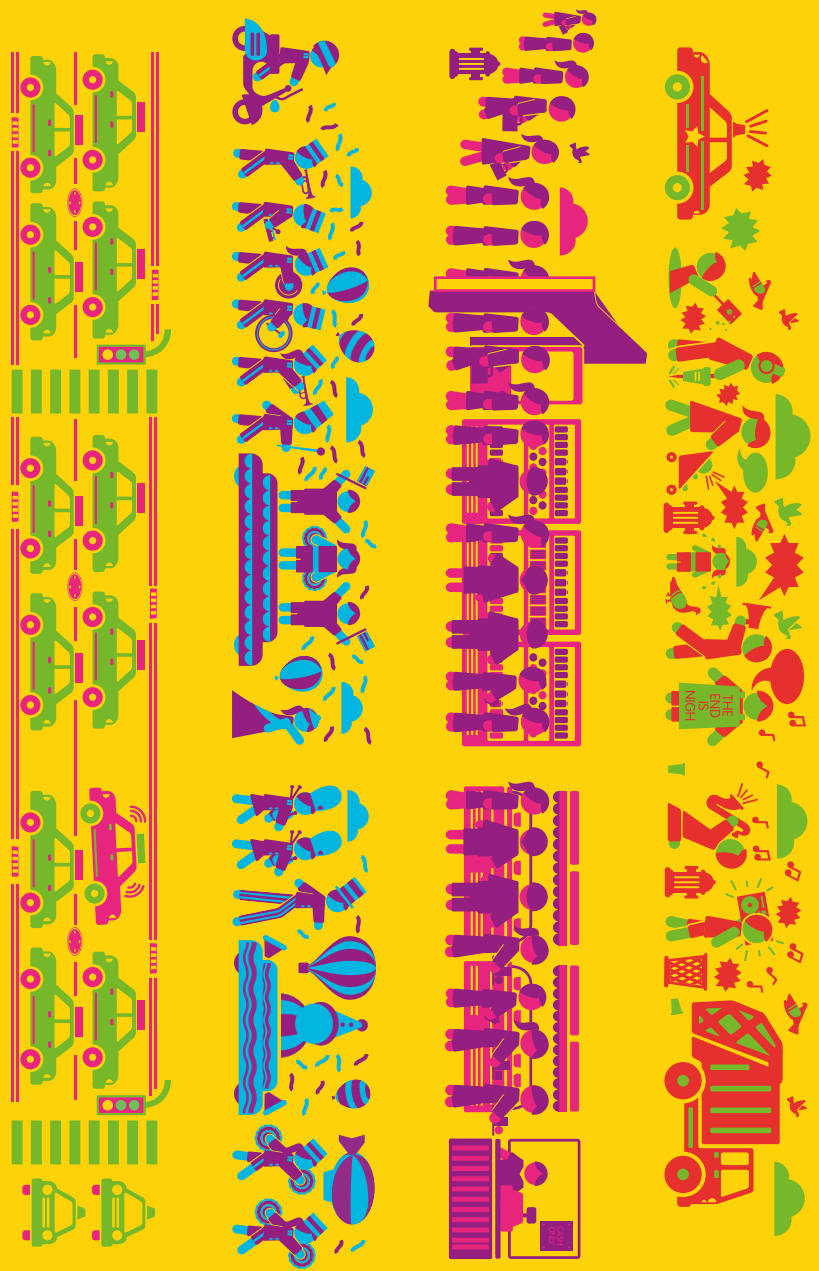
TROPICANA

CAMPAIGN

Train Advertising







2012



REVOLVER FILMS
PROMOTIONAL CAMPAIGN
Art Direction

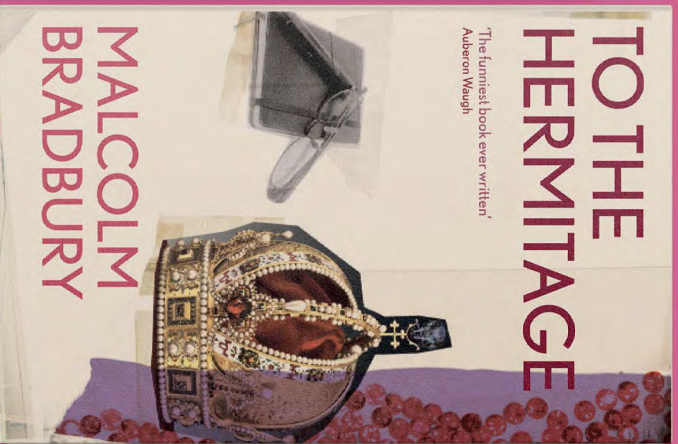
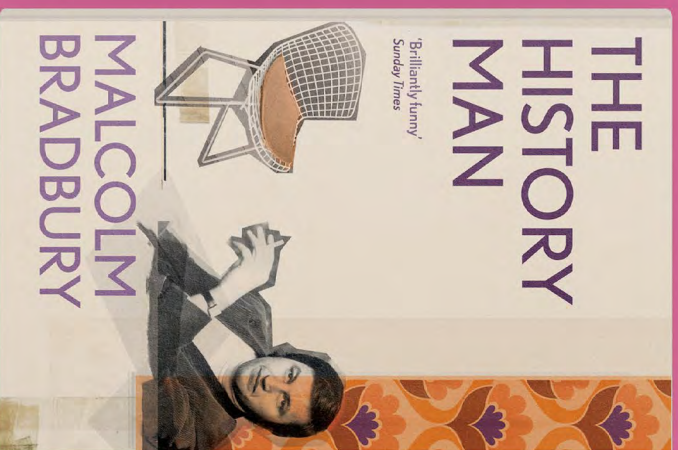
ABE BOOKS
DAWN OF THE DEAD
Book Cover Design

CARTOON NETWORK
GUMBALL
Style Guide

MALCOLM GLADBURY
Book Cover
Design

JAFFA MAN
FILM
Cinematography





2013



MTV
BRAND LICENSING
Logo Designs

WORLD HEART FOUNDATION
GO RED CAMPAIGN
Art Direction

NICKELODEON
SPONGEADELIC
Licensing Style Guide

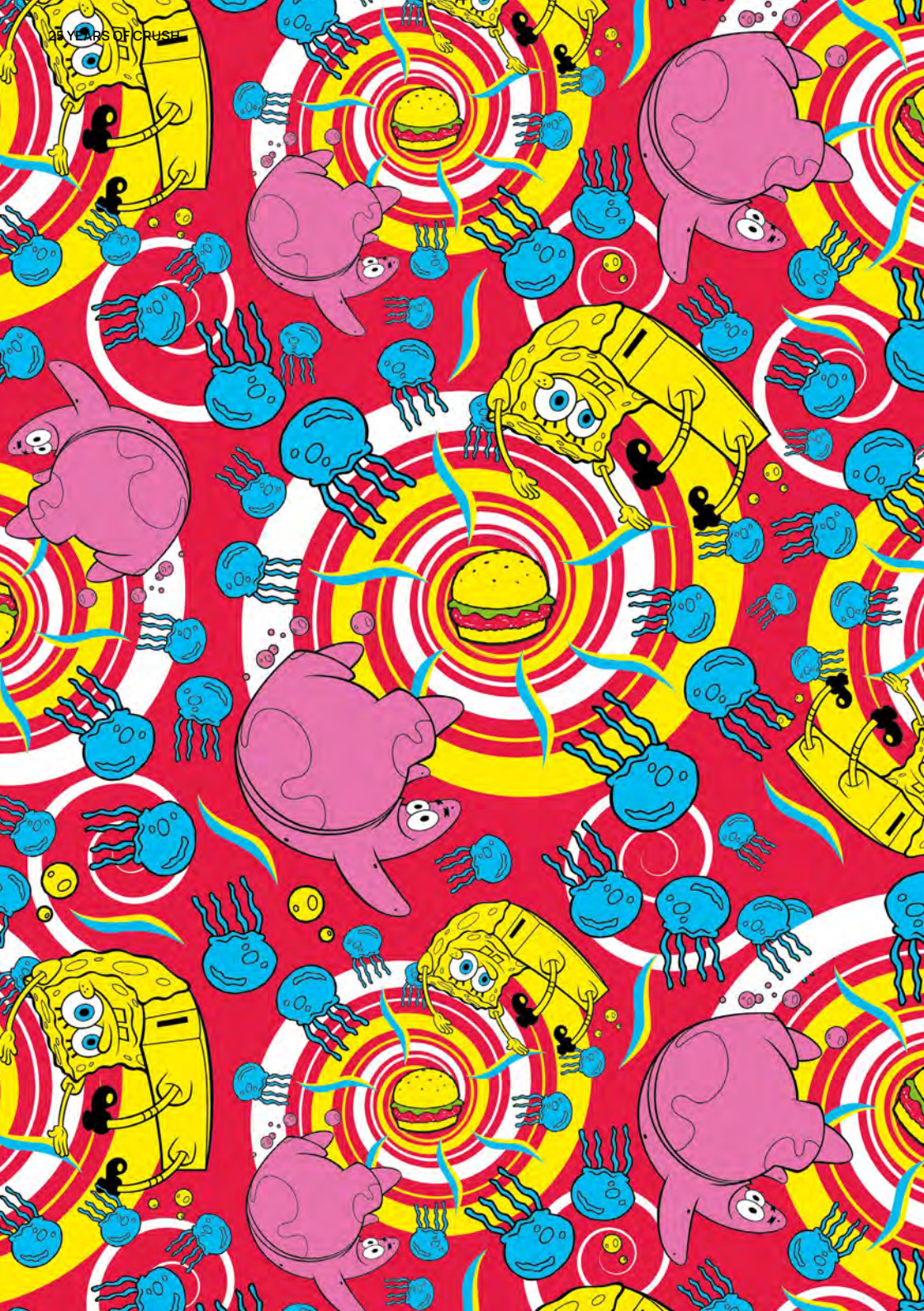
HARPER COLLINS
SANDMAN SLIM
Book Cover Designs

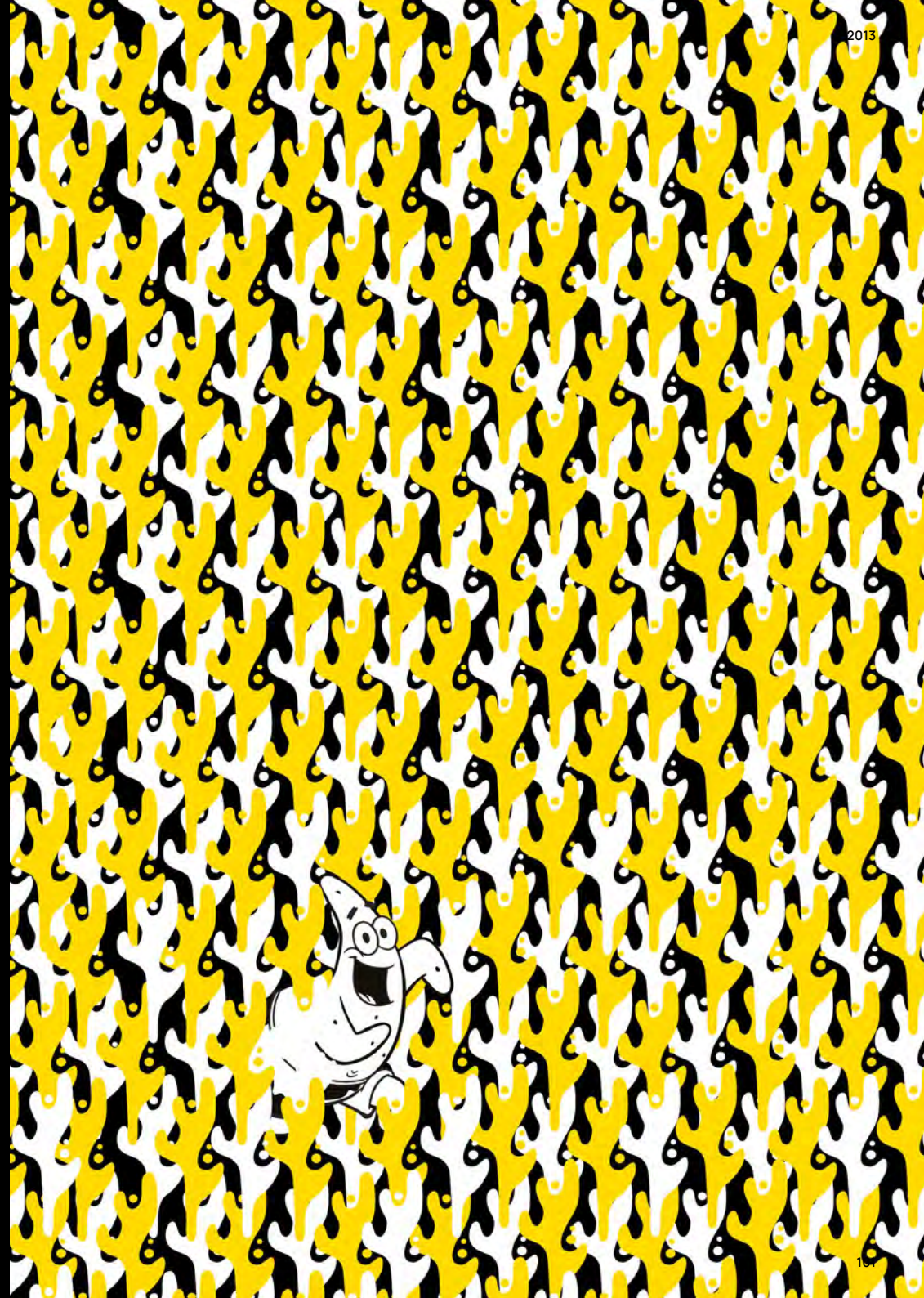
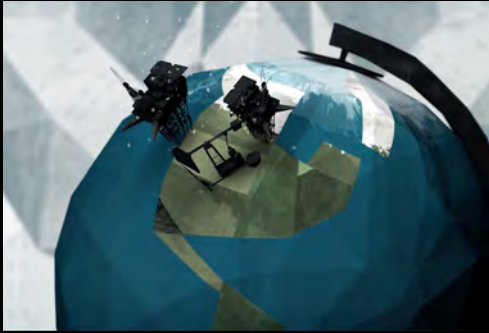
PAN MACMILLAN
JEFF VANDERMEER
Book Cover Design

GREENPEACE
SAVE THE ARCTIC
Animation

NICKELODEON
SPONGEBOB OP ART
Licensing Style Guide







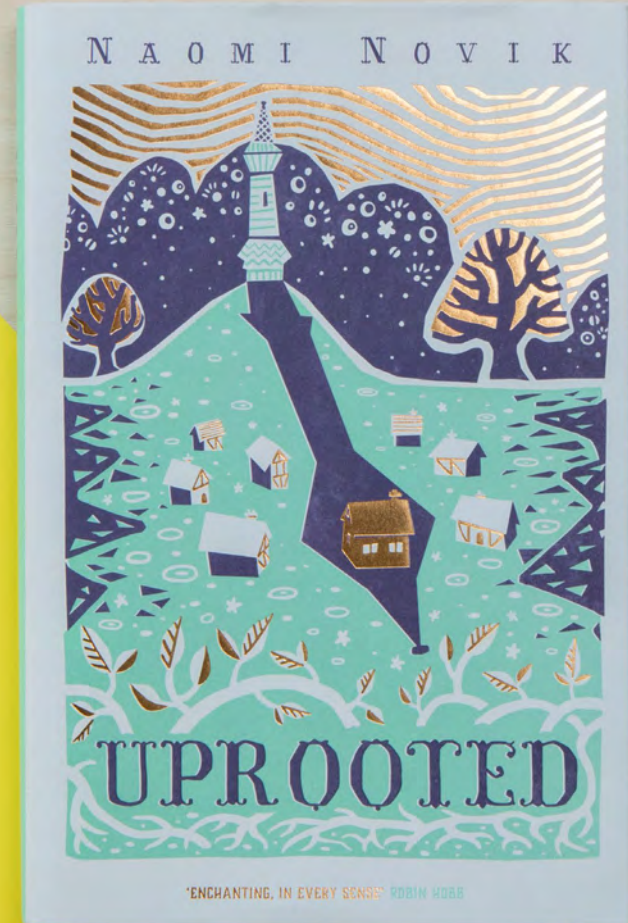
FIELD



CATHEDRAL GROUP
CIRCUS STREET DEVELOPMENT
Marketing Materials

PAN MACMILLAN
NAOMI NOVIK - UPROOTED
Book Cover Design

MLS
HEROES
Marketing Campaign





— FOR CLUB AND COUNTRY —



— FOR CLUB AND COUNTRY —



— FOR CLUB AND COUNTRY —



— FOR CLUB AND COUNTRY —

BLAS PEREZ



— FOR CLUB AND COUNTRY —

ANDREW DUNN



— FOR CLUB AND COUNTRY —

ALLIANCE TEIBERT



— FOR CLUB AND COUNTRY —

Darwin



— FOR CLUB AND COUNTRY —



2019



HARPER COLLINS

Summer Party Invite

BEKO

FC BARCELONA

Campaign Illustration

DISNEY NATURE

Licensing Style Guide

LONELY PLANET

JUST POINT BOOK

Illustrations

BLOOMINGDALES

EMOJIS

Illustrations, App &
Campaign Materials

MTV

RIDICULOUSNESS

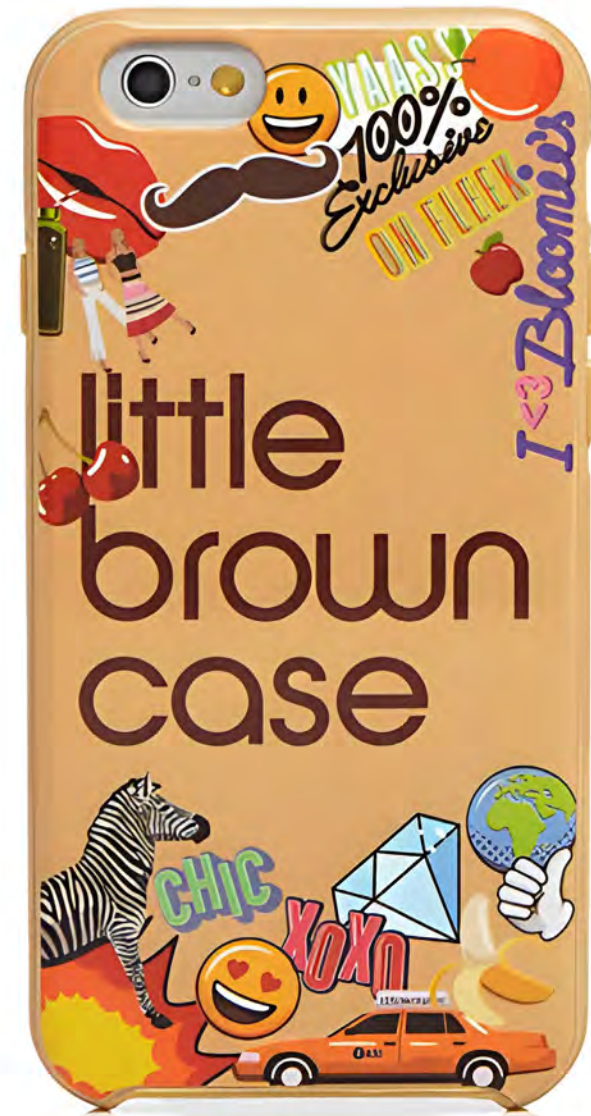
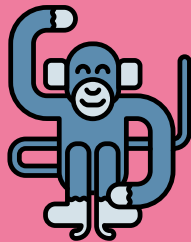
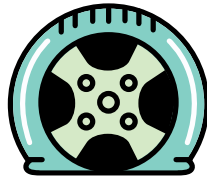
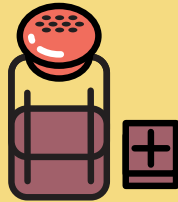
Show Package

NICKELODEON

SPONGEBOB SATURATED

Licensing Style Guide







2016



LAINE BREW CO

Brand Identity

HASBRO

TRIVIAL PURSUIT & CRANIUM

Packaging Design

MTV

WARSAW SHORE

Show Package

UBISOFT

RABBIDS

Licensing Style Guide

EXHALE

FESTIVAL

Poster Design

HANDMADE

MYSTERIES

Brand Identity





EXHALE

FESTIVAL

26TH - 29TH AUGUST 2016



2017

A large, stylized graphic of a pair of sunglasses, rendered in a dark blue color. The sunglasses are positioned at the bottom of the page, with the lenses and bridge clearly defined. The overall design is minimalist and modern.

**COMEDY CENTRAL
SUMMER CAMPAIGN**
Channel Idents

OMNICOM
Animated Christmas Card

**ANHEUSER BUSCH
BUDWEISER**
Licensing Style Guide

**ANHEUSER BUSCH
CORONA**
Licensing Style Guide







2018



**ANHEUSER BUSCH
BUD LIGHT**
Licensing Style Guide

**NICKELODEON
DE GROTE VERKEERSTEST**
Show Package

**CARTOON NETWORK
90'S SKATE**
Licensing Style Guide

**PAN MACMILLAN
SPINNING SILVER**
Book Cover Design

**COMEDY CENTRAL
WEIRD WORLD**
Channel Idents

**UNIVERSAL
VAULTS**
Licensing Style Guide

SCIENCE MUSEUM
Licensing Style Guide

**FACEBOOK
MADE BY GROUPS**
Event Branding

**SOUTH PARK
SEASON 22**
Animation

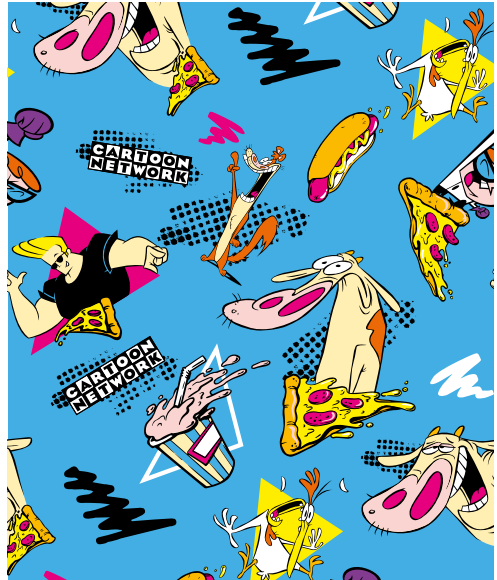
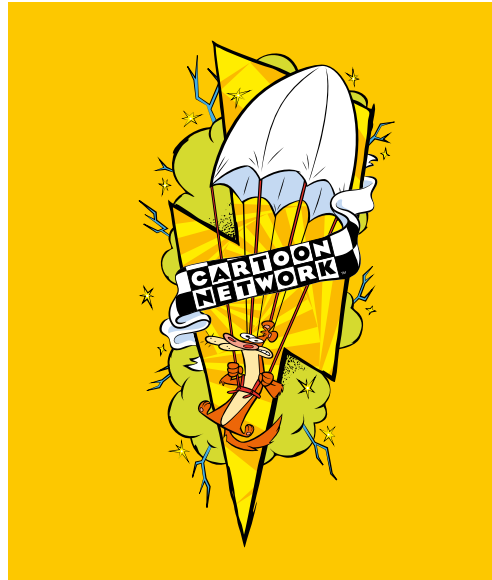
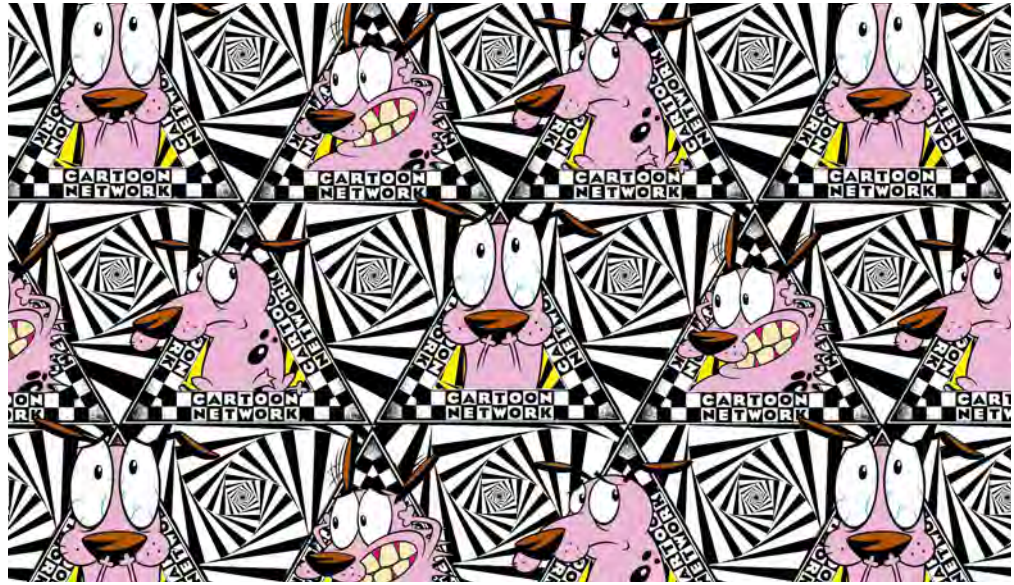


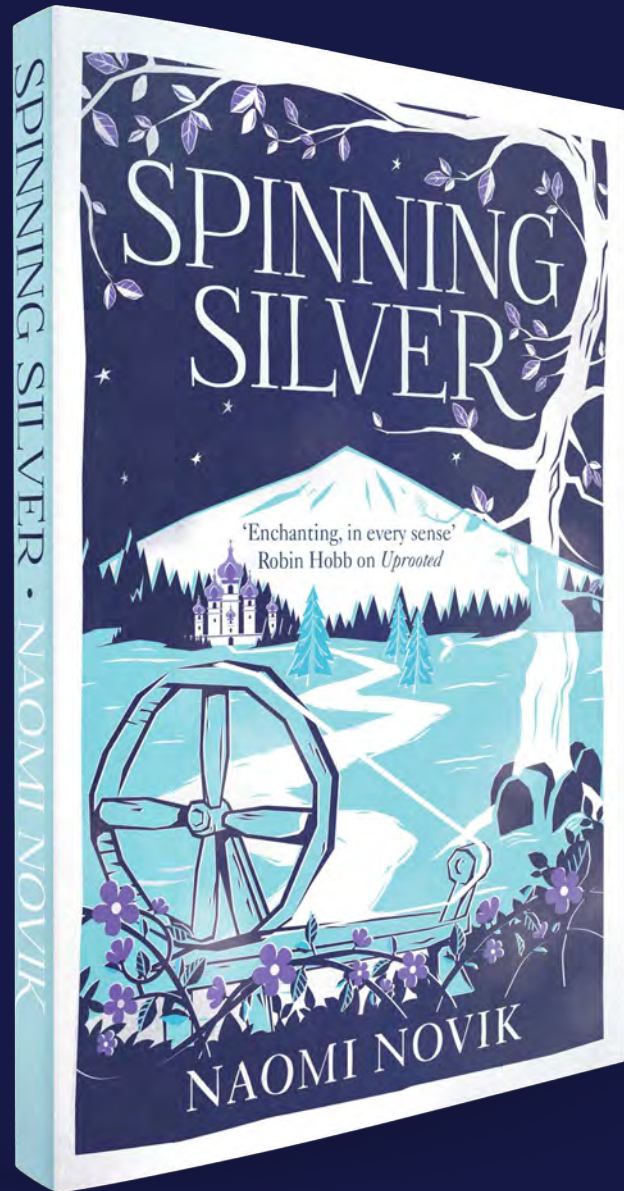
**BUD
LIGHT**

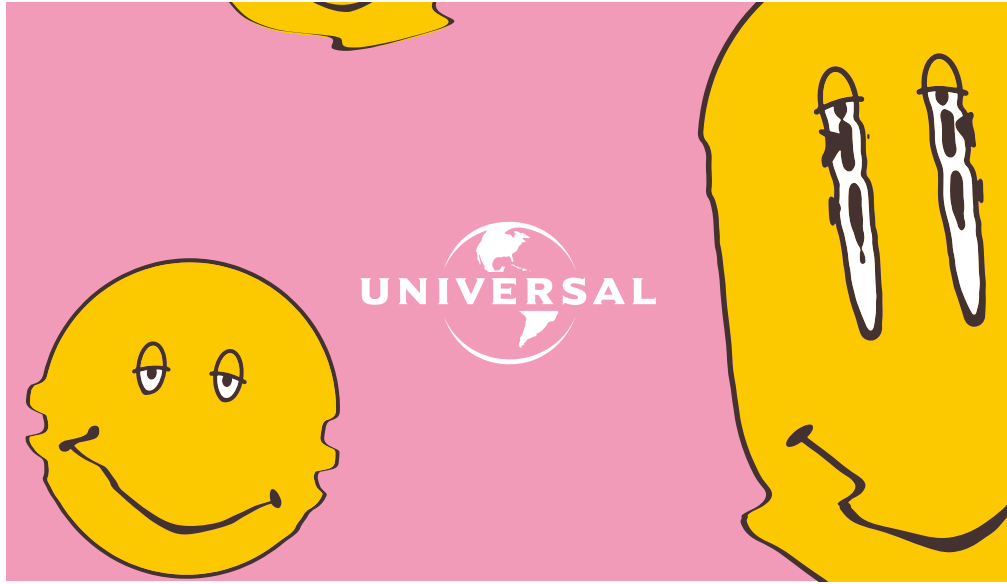


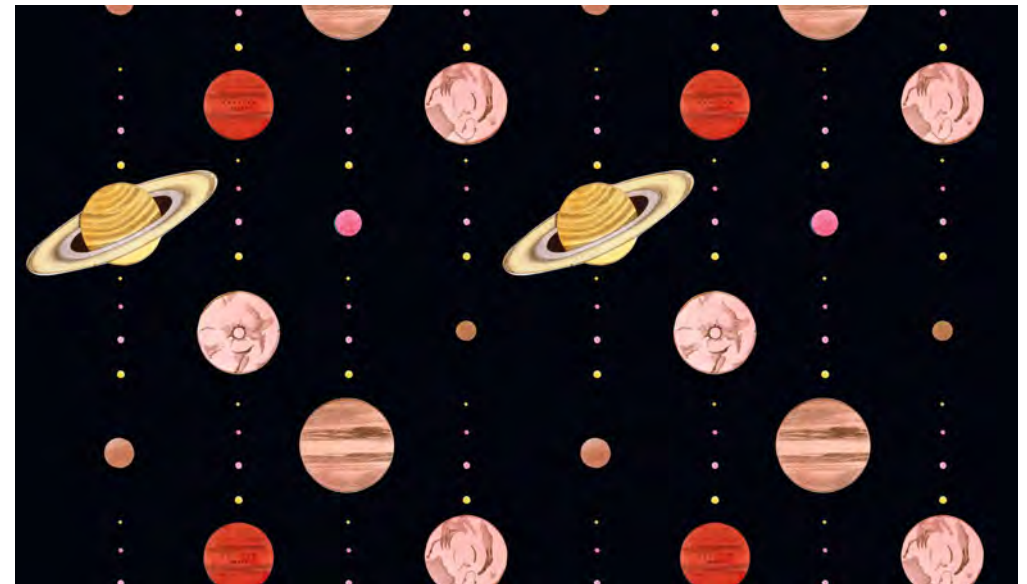
**BUD
LIGHT**

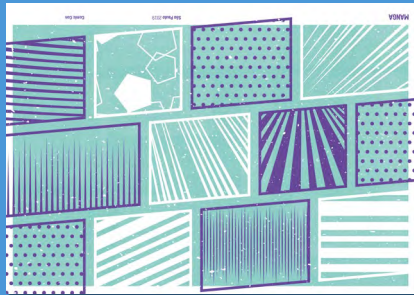
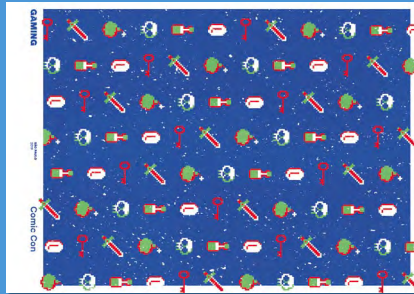






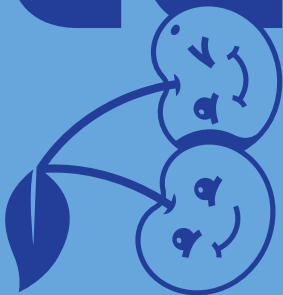








2019



ZEDIFY

Brand Identity

UCLAN PUBLISHING

VAMPIRATES

Book Cover Designs

BUZZFEED

CES CONVENTION

Event Branding

HOP & HEMP

CBD BEER

Brand Identity &
Packaging Design

ANIMACCORD

MASHA & THE BEAR

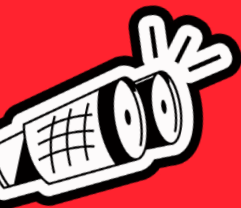
Licensing Style Guide

PUFFIN BOOKS

Brand Refresh



NIFTY



BRING ME!





2020



**DISCOVERY
SPACE, ARCHITECTURE
& NATURE**
Licensing Style Guide

**SUSSEX POLICE
KNIFE CRIME**
Illustration &
Marketing Campaign

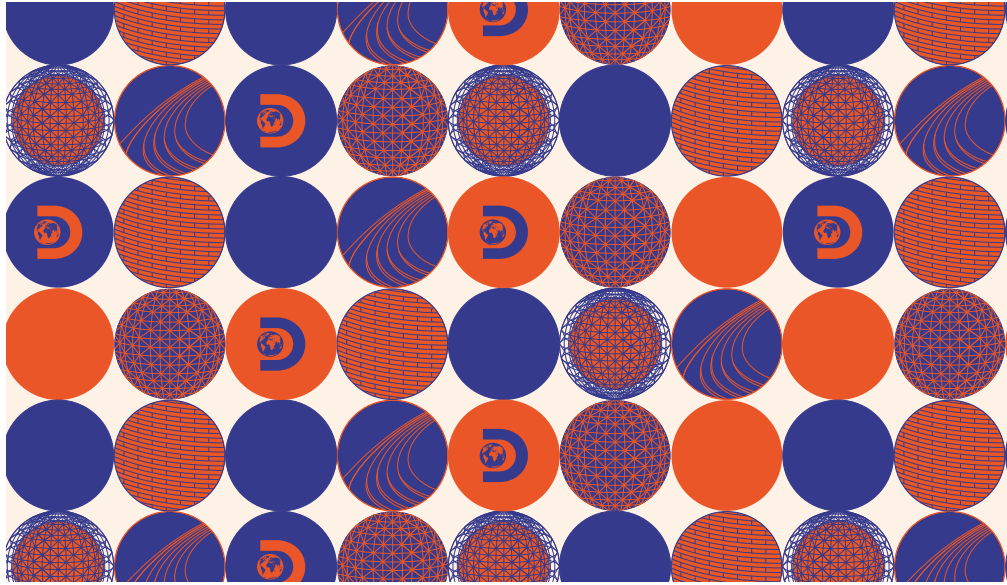
**CORONA
HERITAGE**
Licensing Style Guide

**PEPSICO
LAYS**
Licensing Style Guide

TEAM GB
Licensing Style Guide

**MCDONALD'S
RETRO**
Licensing Style Guide

**MCDONALD'S
FEEL GOOD**
Licensing Style Guide

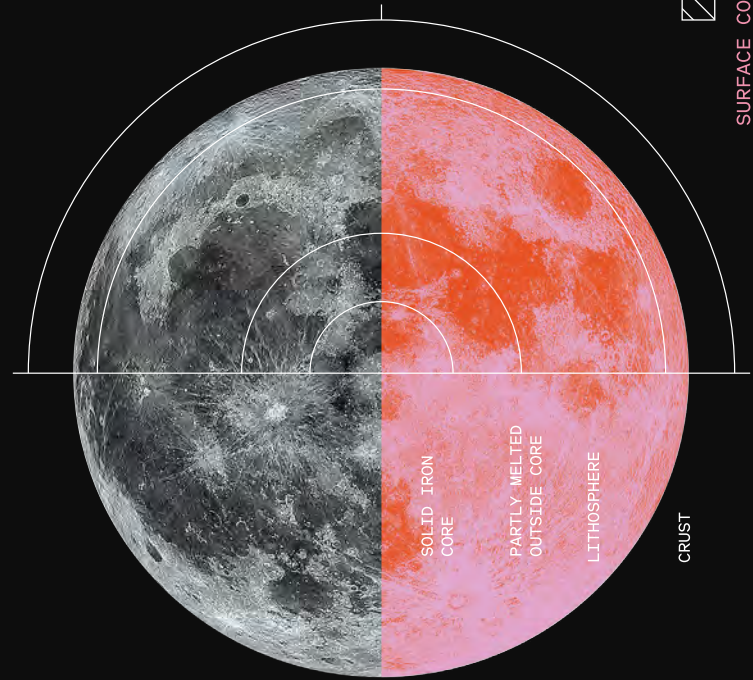


Air Pressure: None

Temperature: From -173° C at night to +127° C at the equator in the daytime



SURFACE CONDITIONS



THE MOON

GRAVITY: 1,62 m/s²

DIAMETER: 2,159MI

A KNIFE WILL CHANGE

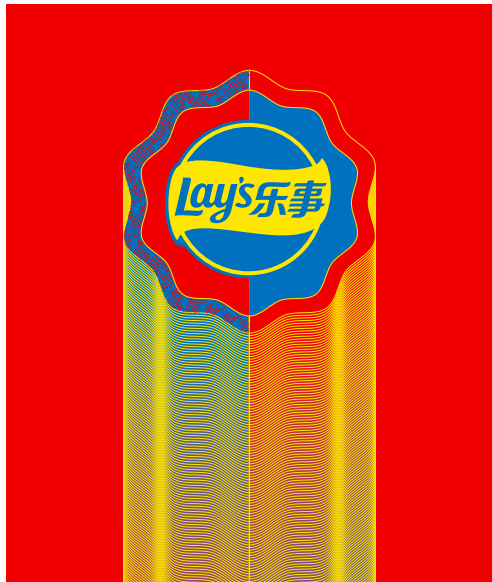
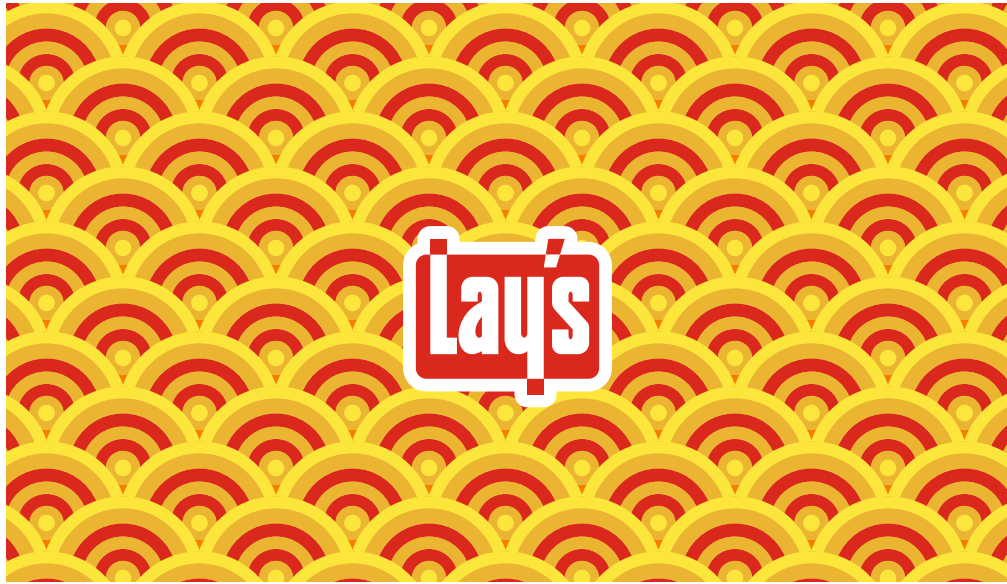
GETTING CAUGHT WITH



THE REST OF YOUR LIFE

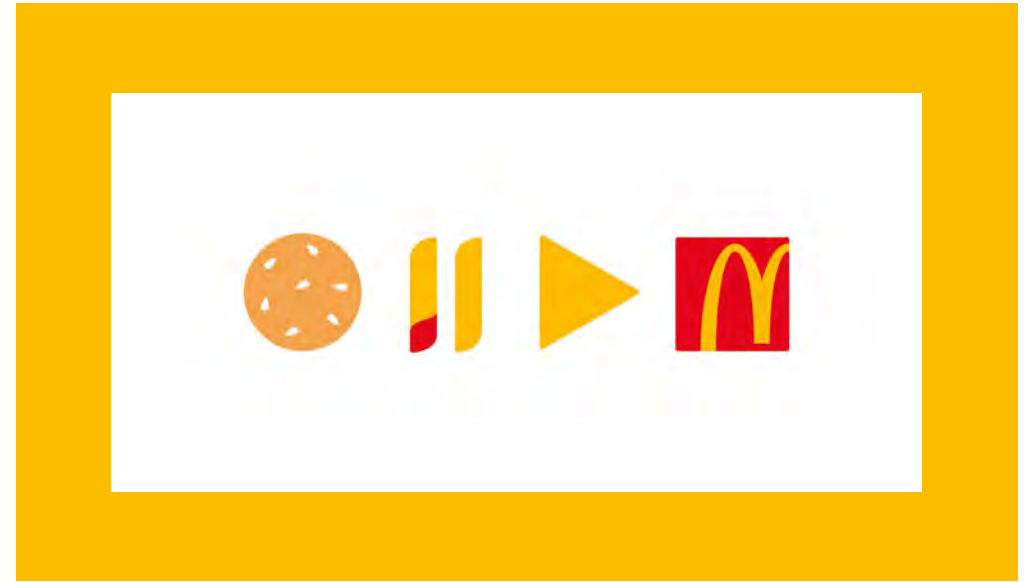
BE STRONG, BE **#KNIFEFREE**
Visit KnifeFree.co.uk for support and advice.











2021



**DISCOVERY
NATURAL WORLD**
Licensing Style Guide

**POKÉMON
DOODLE**
Licensing Style Guide

5-MINUTE CRAFTS
Licensing Style Guide

**WARNER MEDIA
LOONEY TUNES PRIDE**
Licensing Style Guide

J&B WHISKY
Licensing Style Guide

**WARNER MEDIA
ANIMANIACS**
Licensing Style Guide

**WARNER MEDIA
SUICIDE SQUAD**
Licensing Style Guide

**PEPSICO
PEPCITY**
Brand Activation

**HASBRO
MR POTATO HEAD**
Licensing Style Guide

**CABINET OFFICE
VACCINE CONFIDENCE SUMMIT**
Campaign

**OCTAGON
CISCO FOOTBALL PARTNERSHIPS**
Announcement Animations

**HASBRO
TRANSFORMERS**
Licensing Style Guide

**WARNER MEDIA
100 YEAR ANNIVERSARY**
Licensing Compositions

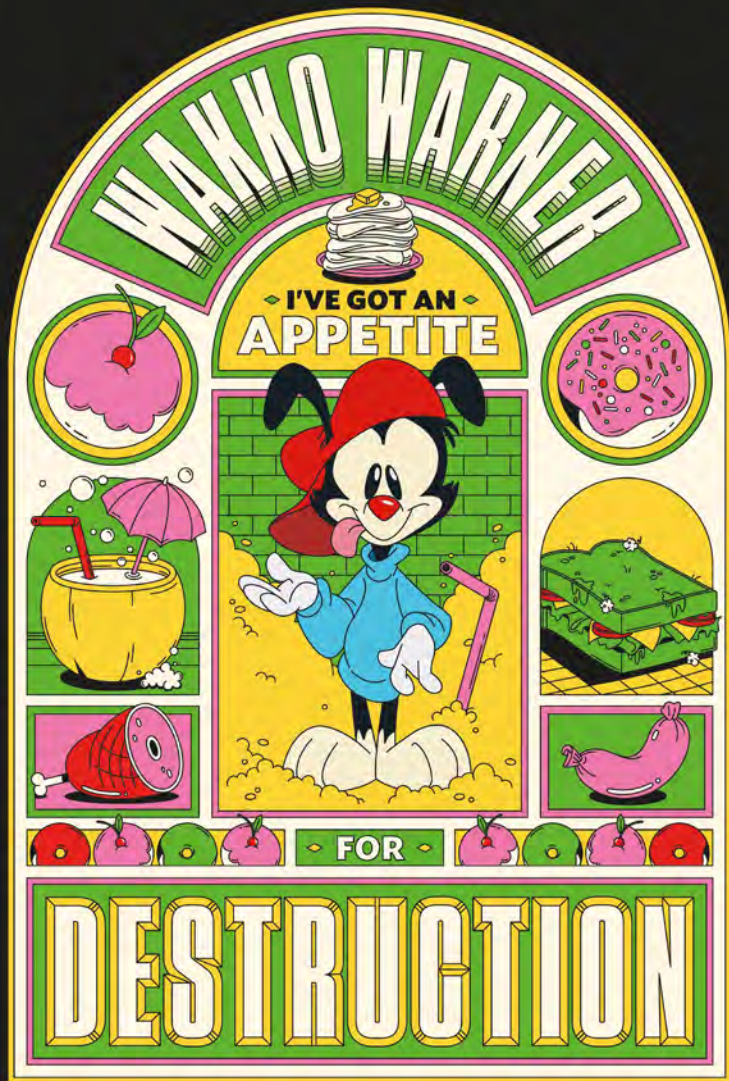














KING SHARK





8.7 - 11.6 PSI



ROAD TO SAINT PETERSBURG

THE FINAL

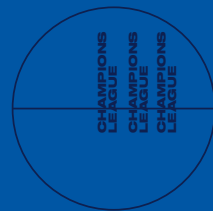
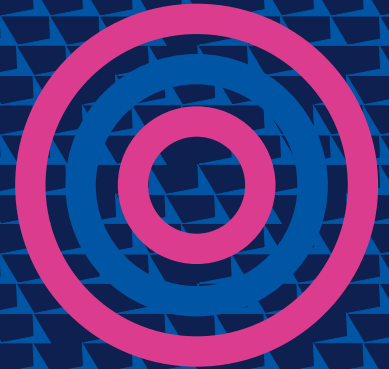
PEP CITY

PEPSICO



SAINT PETERSBURG // RECORD ATTENDANCE 71,361

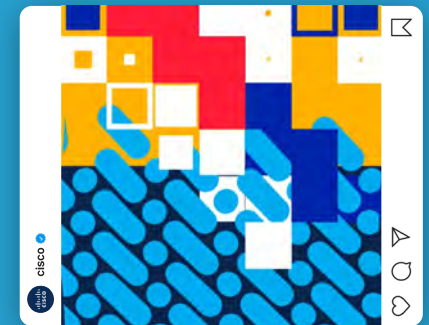
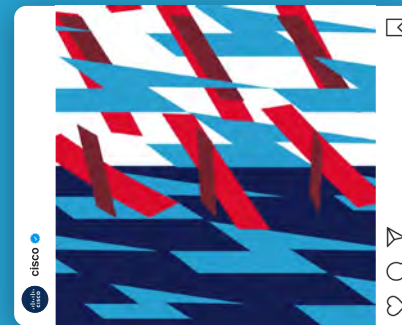
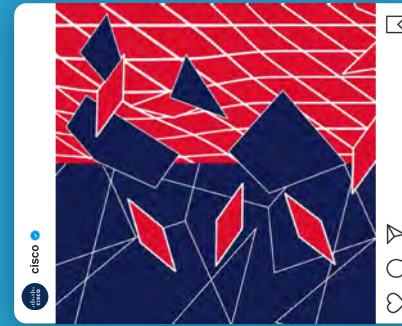
SAINT PETERSBURG
SAINT PETERSBURG
SAINT PETERSBURG

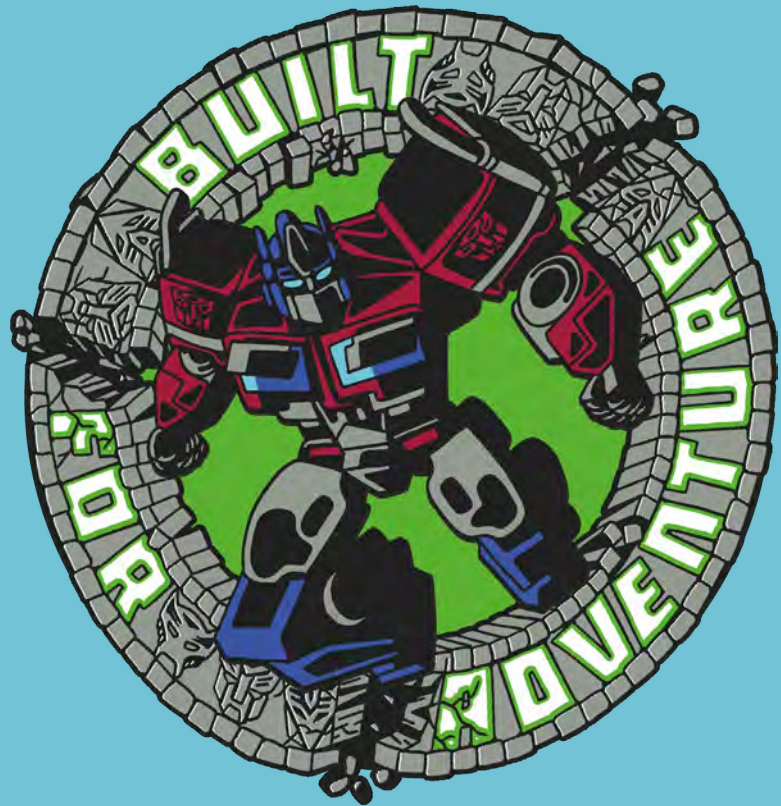


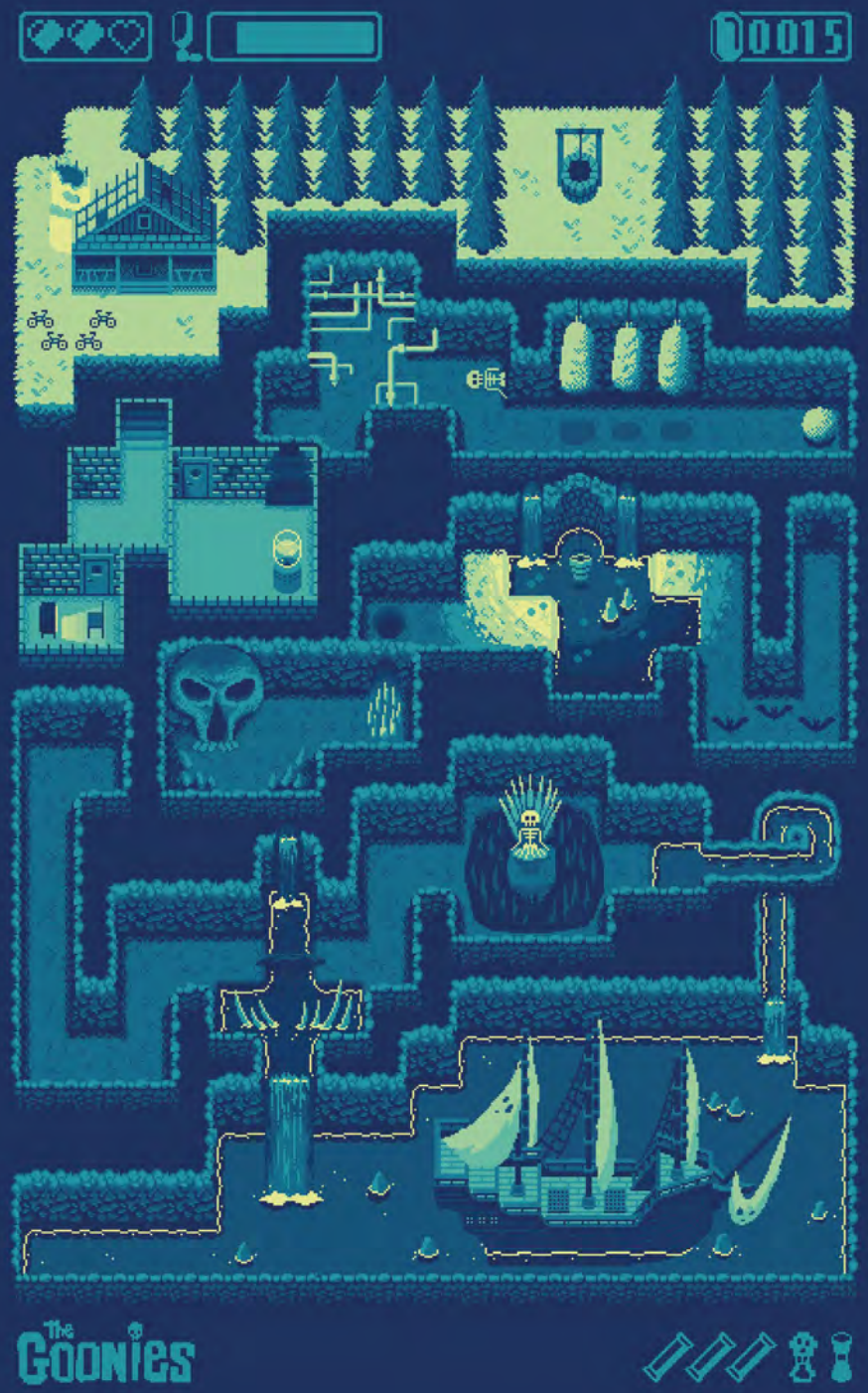
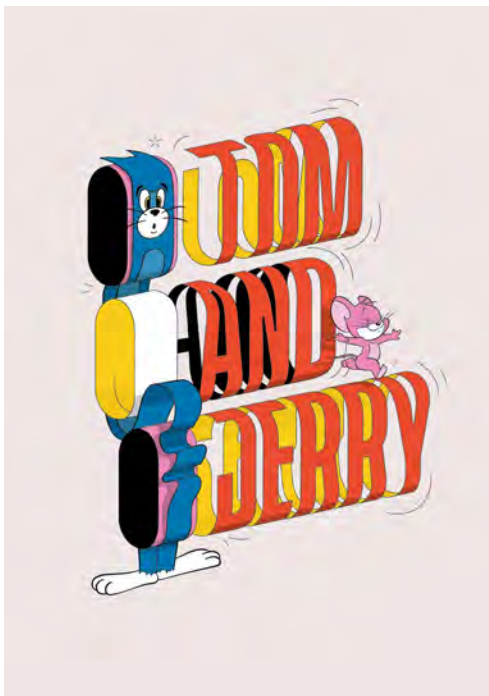
ROAD TO SAINT PETERSBURG

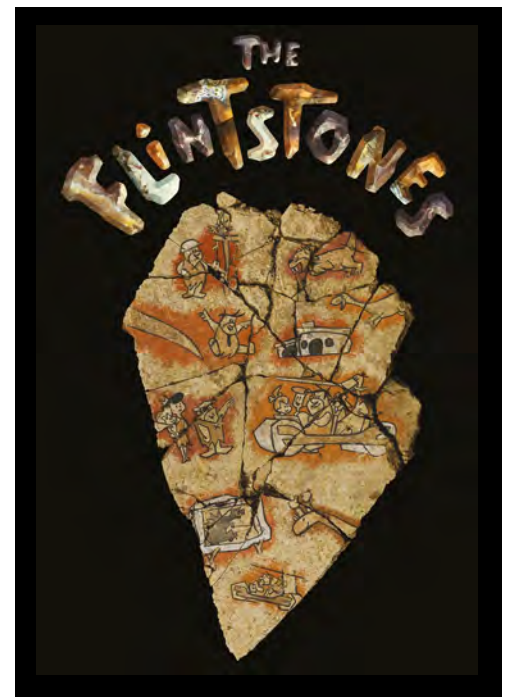
RG // SAINT PETERSBURG // SAIN











2022



**DISCOVERY
AMERICANA**

Licensing Style Guide

DOGAMI

Licensing Style Guide

**WARNER MEDIA
HARRY POTTER AT PLAY**

Licensing Style Guide

MUUVR

Brand Identity

PRODUCER

Brand Identity

**HARPER COLLINS
PADDINGTON BEAR**

Book Cover Designs

**AMAZON PRIME
RINGS OF POWER**

Licensing Style Guide

**WARNER MEDIA
BATMAN ELECTRIC UP**

Licensing Style Guide

**GAMELY
SIX SECOND SCRIBBLES**

Packaging Design

WAYVE

Brand Identity

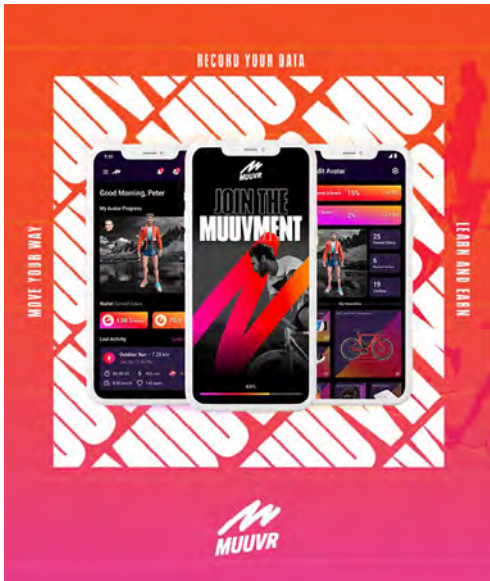
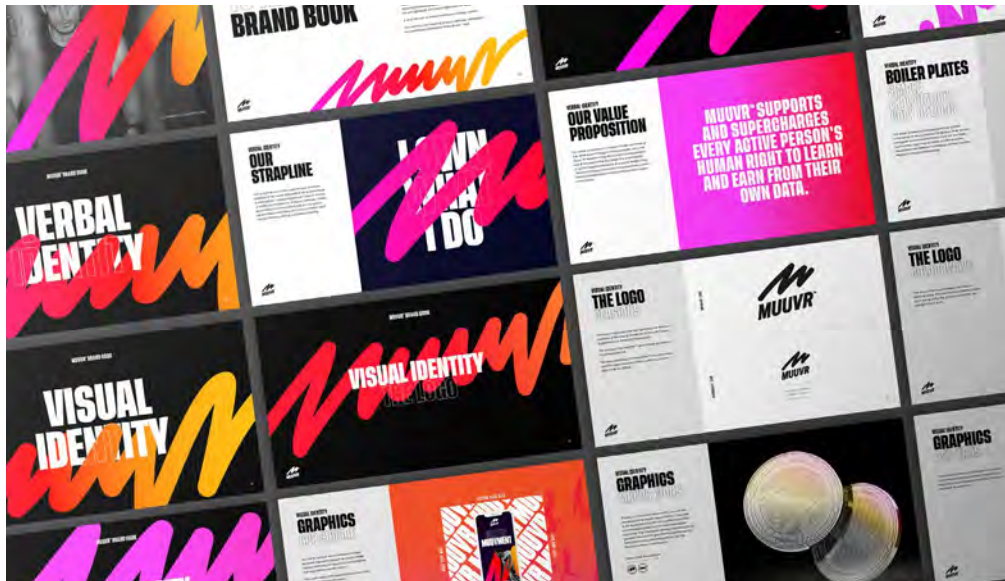




DOGAMI



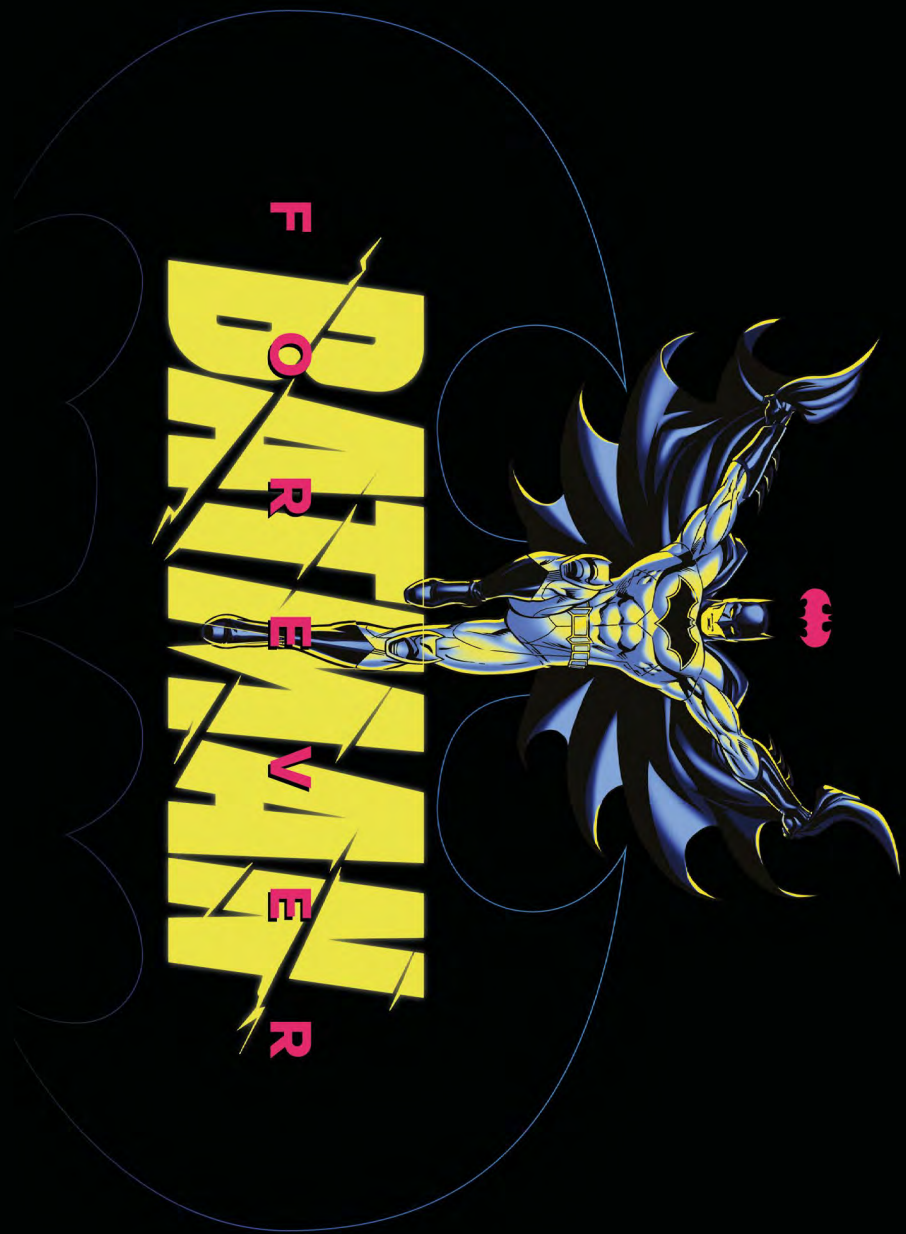




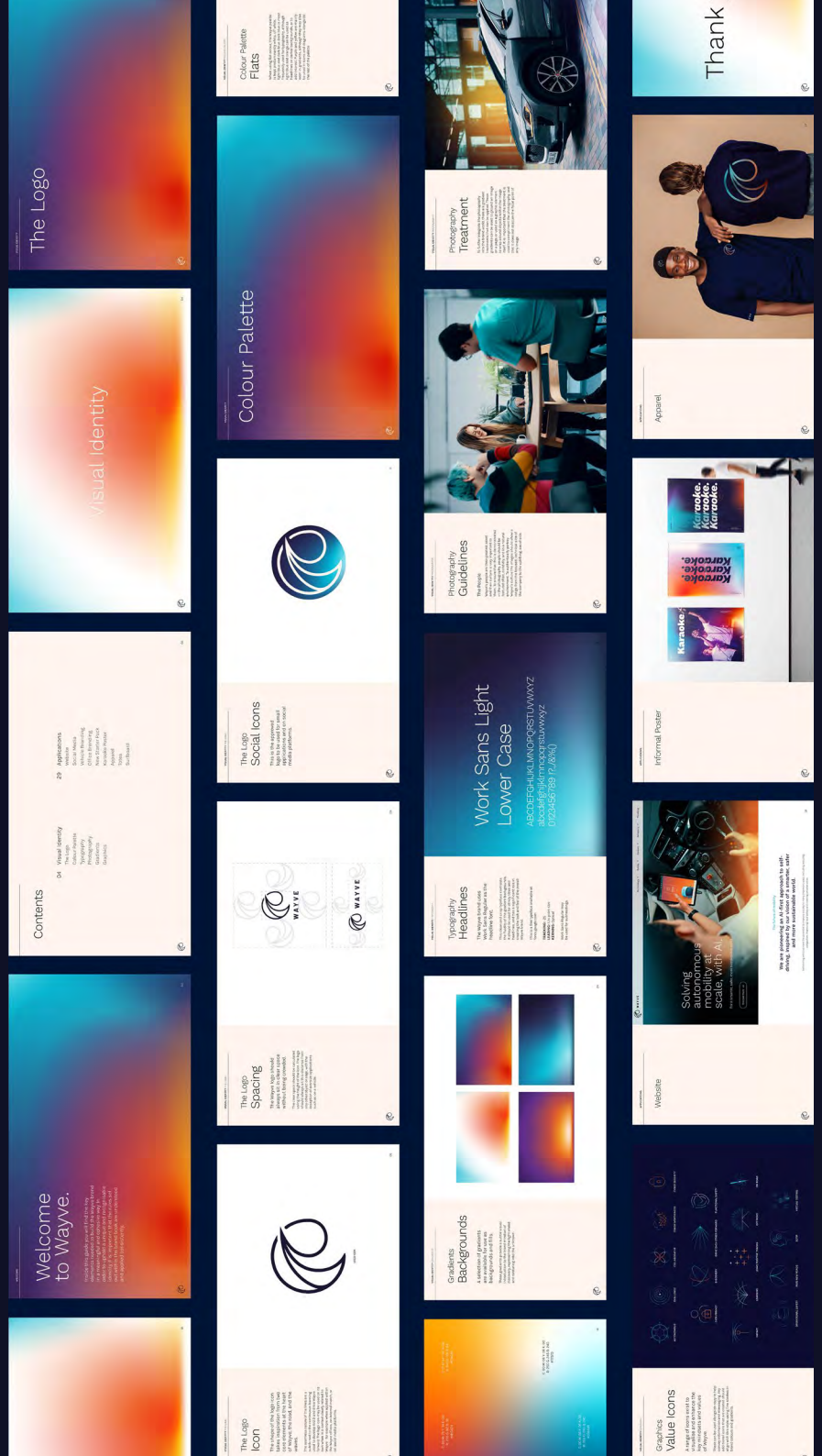












2023



**BRIGHTON
PRIDE**
Festival Identity

**AND ONWARDS
TO MANY MORE**
+





CRUSHED.CO.UK

