



## JON FRANKS PORTFOLIO

GRAPHIC DESIGNER  
ARTIST

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## Faber & Faber (Interactive book covers)

D&AD live competition brief (2009).

Brief: To design a series of covers for Faber & Faber's newly released film related books using typography as a primary means of communication.

Concept: Using inspiration from various projects focusing on paper manipulation it invites the user to interact with the book covers encouraging participation, exploration making design accessible and fun.

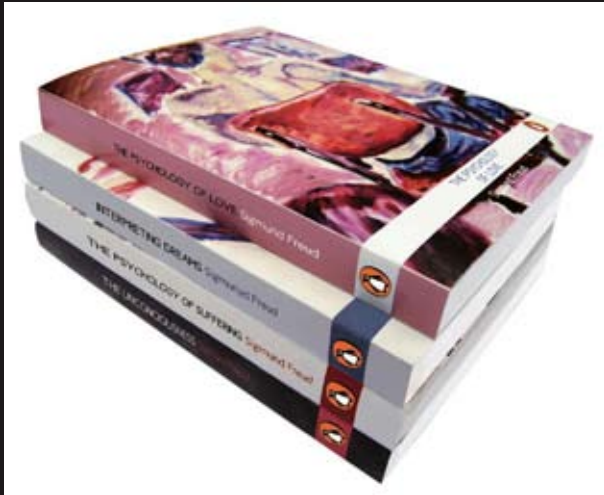




THE PSYCHOLOGY  
OF LOVE



Sigmund Freud



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## Penguin Books (Painted covers)

Self initiated book cover brief (2009)

Brief: To create a series of images that would express the character and nature of a selection of Sigmund Freud's written work.

Concept: Using my skills as an artist I focused on using colour, shape and texture to express the emotional and psychological aspects of the books content.



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## The Rock (Youth club)

Corporate image (2008)

Brief: To design a series of changeable logos that would rotate over each year the Christian Youth Camp took place.

Concept: The design focuses strongly on lively colours to express the nature of the camp and urban texture to attract young City youth.



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## Chester Gateway Theatre

Brand image (2009)

Brief: To re-invent the brand image of a dying Cultural Theatre in the City of Chester. The brand image would then be used in the re-launch.

Concept: Basing the design of the Garden of Eden and the 'Tree of Life'. The concept was simple. Eat the fruit and come alive with life and creativity.



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## The Light Project (Re-branding)

Corporate Identity brief (2009)

Brief: To re-brand the image of a Christian youth ministry.

Concept: To create a balance between an inspirational, creative ministry and professionalism.





THE LIGHT PROJECT  
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ACTIVELY DEMONSTRATING THE CHRISTIAN MESSAGE



YOUTH PROJECTS HOMELESS COMMUNITY WORK STREET EVANGELISM URBAN FESTIVALS CAMPUS EVANGELISM

**K A H A I L A**

**LIFE COMMUNITY CAFE**

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## **Kahaila**

Coffee House: Corporate Identity (2012)

Brief: I was hired as a designer to create a fresh and consistent identity for the coffee house based on the style guide produced by a previously hired Graphic Designer.

Concept: Much of Kahaila was constructed from scaffolding board, my concept was to keep within this rugged wooden theme throughout all the designs. Also since much of the products were made fresh from small local businesses it was also important to give the identity a hand crafted feel.

From 1 Dec you can donate a bauble for the Kahaila Christmas Tree...

...Homemade or purchased...

...The winning entry will win a free coffee everyday for the month of January.

**Competition Rules**  
• 1 Entry per person  
• Last Entry 20 Dec  
• Label your entry with your name and email

135 Brick Lane. E1 6SB. [twitter, @kahailacafe](#)  
[facebook, /kahailacafe](#). [www.KAHAILA.com](http://www.KAHAILA.com)

THIS SUMMER.  
**THE VINTAGE 'LYMPICS**

Check out our website

for full event listings

or come inside for details

July 28 - Aug 12 2012

**KAHAILA**

Live music  
Creative workshops  
Quiz nights  
Fun and games in the sun

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[facebook, /kahailacafe](#)  
[www.KAHAILA.com](http://www.KAHAILA.com)

**Carols by Candlelight.**

7pm start accompanied  
by Mulled Wine &  
Mince Pies.

Sun 16 & Thurs

20 Dec. To guarantee  
your space ask at  
the counter for tickets.

**KAHAILA**

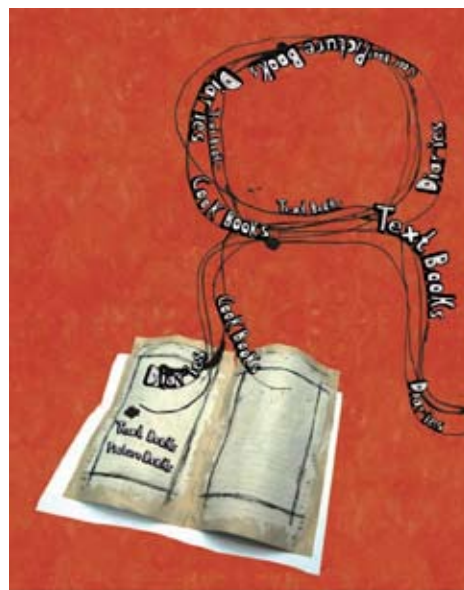
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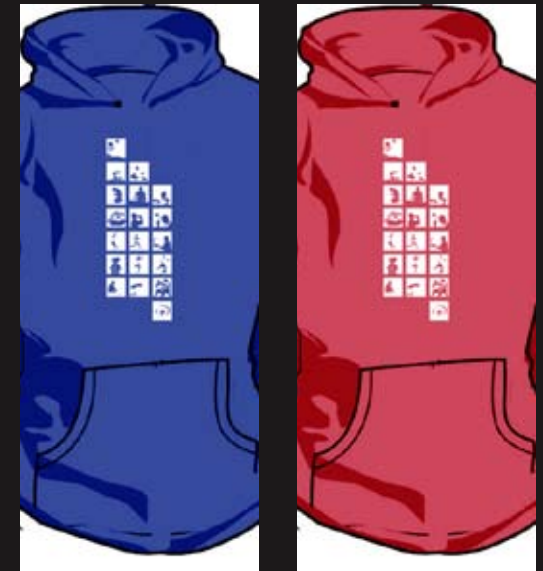
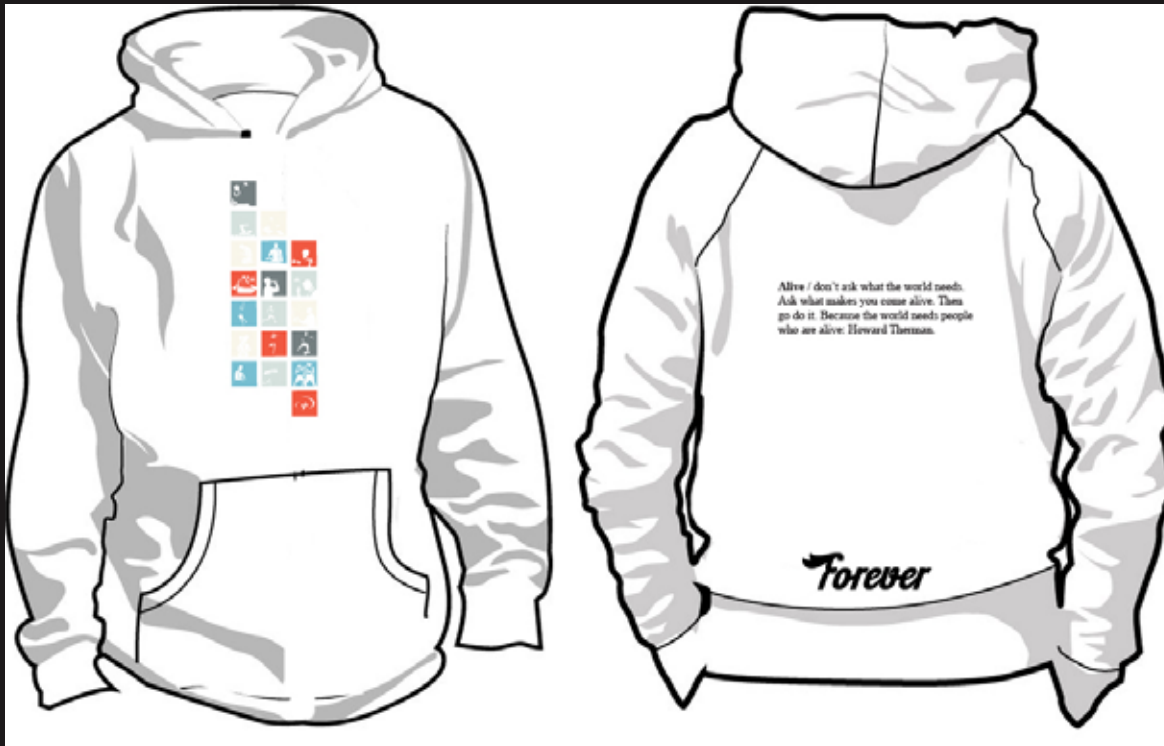


## Oxfam

Oxfam live brief (2009)

Brief: To create a series of posters that will encourage people to give more resources to support the Oxfam charity high street stories.

Concept: Using a mixture of media to create contrast between the smooth, plain and the rural texture, representing the different aspects of Oxfam's work in 3rd world countries.



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## Forever (Clothing design)

Branding brief (2011)

Brief: During my time with this project I was given the task to produce new hoodie designs for the Olympic Games period that would inform people of our project and inspire hope.

Concept: Basing my inspiration off the official Olympic brand for clothing my team created an altered and new concept focusing beyond just sports but to all areas of individual pursuit and then to inspire hope in the younger generations.



“Don’t ask what the world needs. Ask what makes you come alive, and go do it. Because what the world needs is people who have come alive.”  
Howard Thurman



## Forever (Arts Street Campaign)

Creative Arts promotion (2012)

Brief: To produce a flyer to promote a 3 day creative event over two important festivals in the UK.

Concept: Retro is becoming more popular in the UK. It attracts a specific creative crowd who do things differently. That is what the creative campaign focused on. 'Doing things different'.



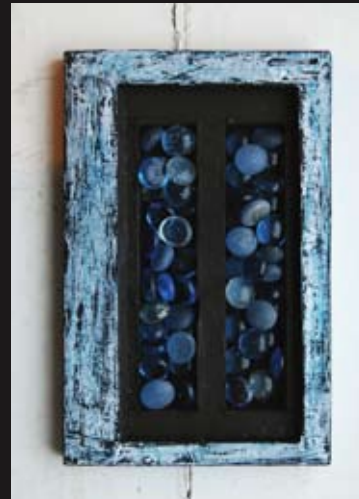


## Forever (Arts Intensive E-flyers)

Creative Arts promotion (2012)

Brief: To produce a promotional flyer to communicate to creative & performing artists from around the world to come to England.

Concept: Based off the iconic London Tube map. Iconic imagery for London. The concept was to give all who would come from abroad a taste of London culture before arriving.

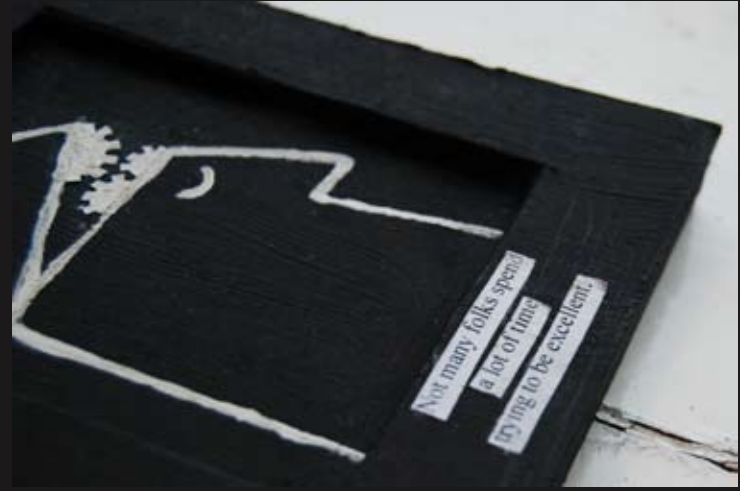


## Book Carving

Self directed brief (2012)

Brief: To experiment and play. I wanted to give new purpose to old unused books.

Concept: To combine Graphic styles with artistic styles, showing how both skill sets can be combined in design and to create more interesting and exciting final concepts.





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## A Glimpse of Christmas (invitations)

Advertisement (2012)

Brief: To create an invite to an Create Arts event around the theme of Christmas

Concept: I wanted to create a flyer that expressed the nature of the event but also moved away from the classic flyer. The design was printed in the form of a gift and wrapped in a ribbon making it both more personal but also shows how you can be more creative on a cheaper budget.



## A Glimpse of Connectedness (invitations)

Self directed brief (2012)

Brief: To create an invite for a creative event based on connecting with others.

Concept: I based the idea of printing on envelopes as the idea of connecting through written communication. Originally this was only to have one design but the client liked the concept so much decided to it into make a series of designs.