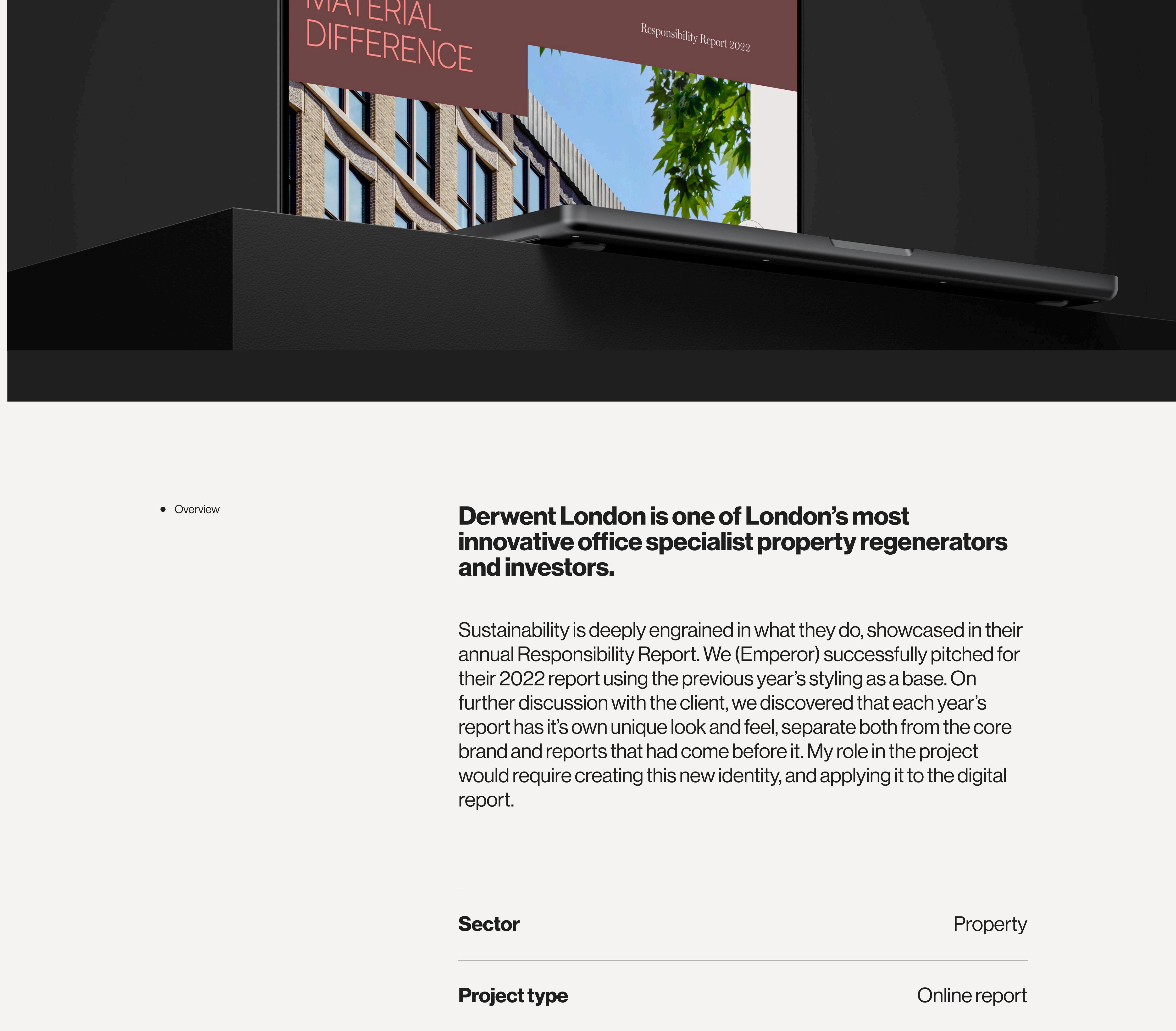


Derwent London

This is a live site.
[Visit site](#)



• Overview

Derwent London is one of London's most innovative office specialist property regenerators and investors.

Sustainability is deeply engrained in what they do, showcased in their annual Responsibility Report. We (Emperor) successfully pitched for their 2022 report using the previous year's styling as a base. On further discussion with the client, we discovered that each year's report has its own unique look and feel, separate both from the core brand and reports that had come before it. My role in the project would require creating this new identity, and applying it to the digital report.

Sector Property

Project type Online report

Services Brand, digital



• Challenge

Creating a beautiful identity that reflects them as a business, and visualising data in an engaging way.

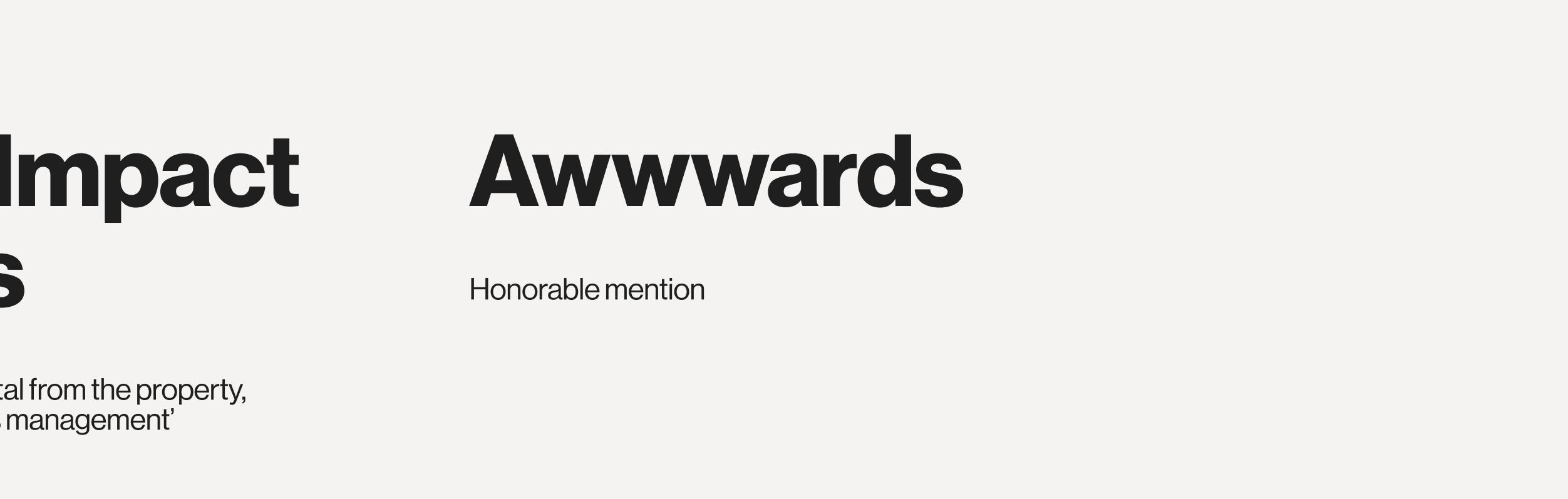
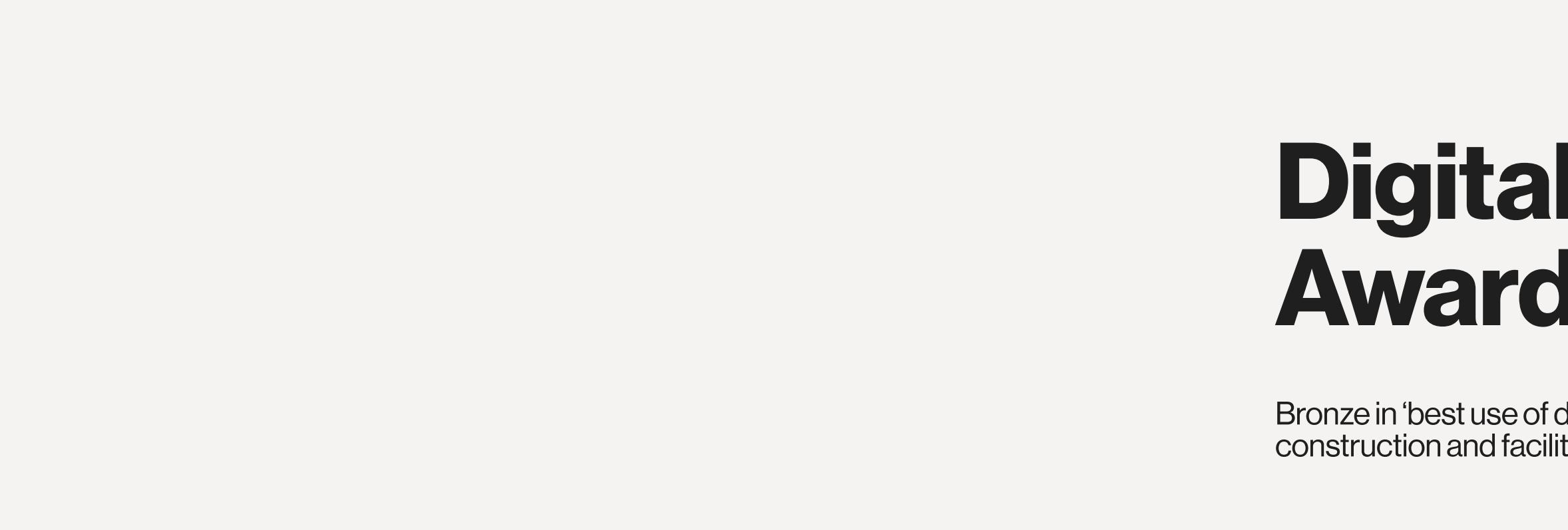
Working without brand guidelines was a difficult process that required a lot of back and forth. Another challenge was the content the client wanted to include - a breadth of complex charts with data that would need to be easy to digest.



• Response

Drawing inspiration from their spaces to build an identity, and using interactivity to simplify data.

Derwent supplied us with a lot of photography along with previous reports from their archive. From these, I drew inspiration from their interiors to build a colour scheme which felt both luxe and playful. Using animation and interactivity helped bring their data to life, while using filtering and toggles helped simplify it.



• Results

A playful yet clean, award winning report.

The final product was both engaging and functional, and had a great response from the client. Since going live, the site has been nominated for several awards.

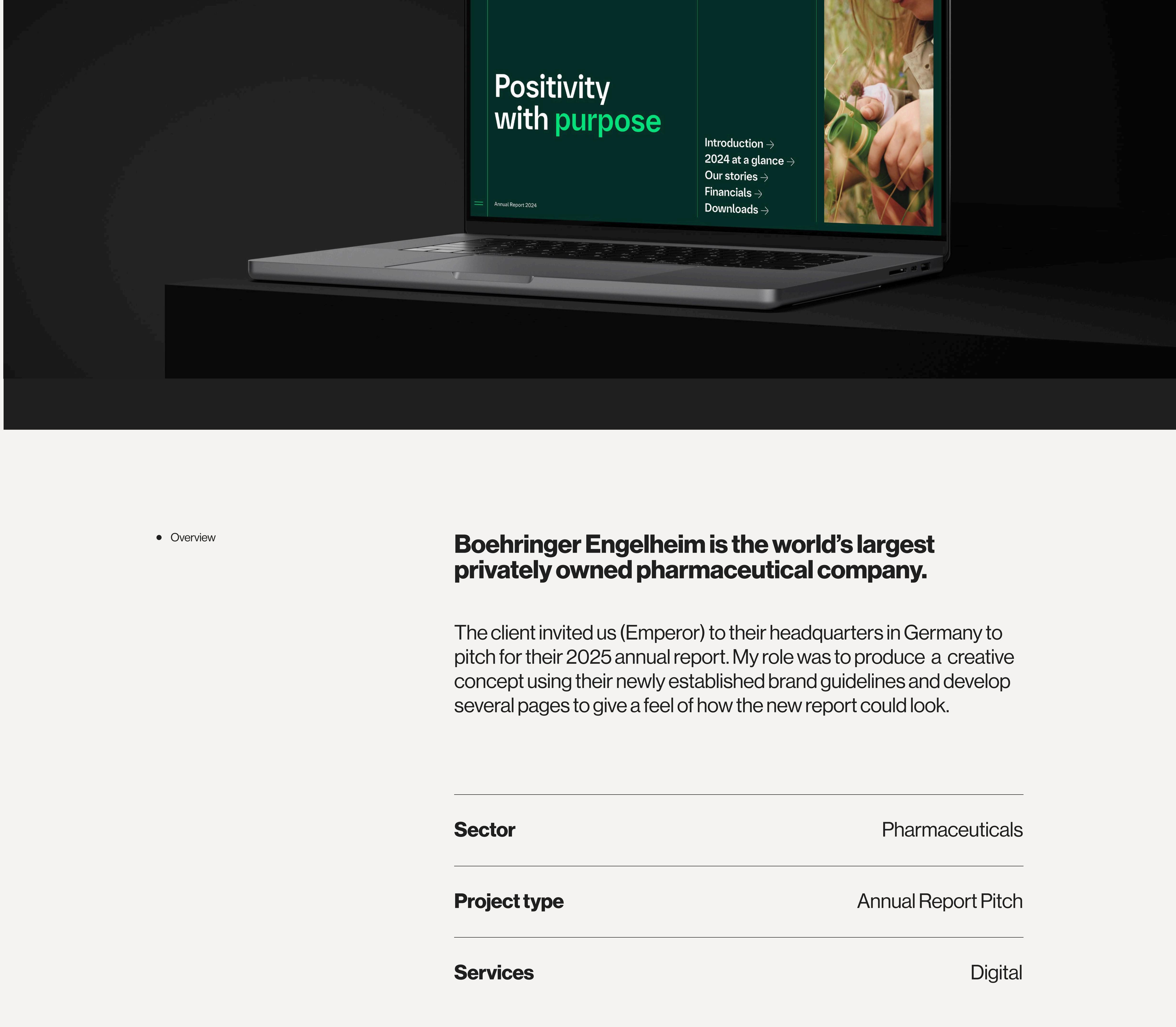
Digital Impact Awards

Bronze in 'best use of digital from the property, construction and facilities management'

Awwwards

Honorable mention

Boehringer Engelheim



• Overview

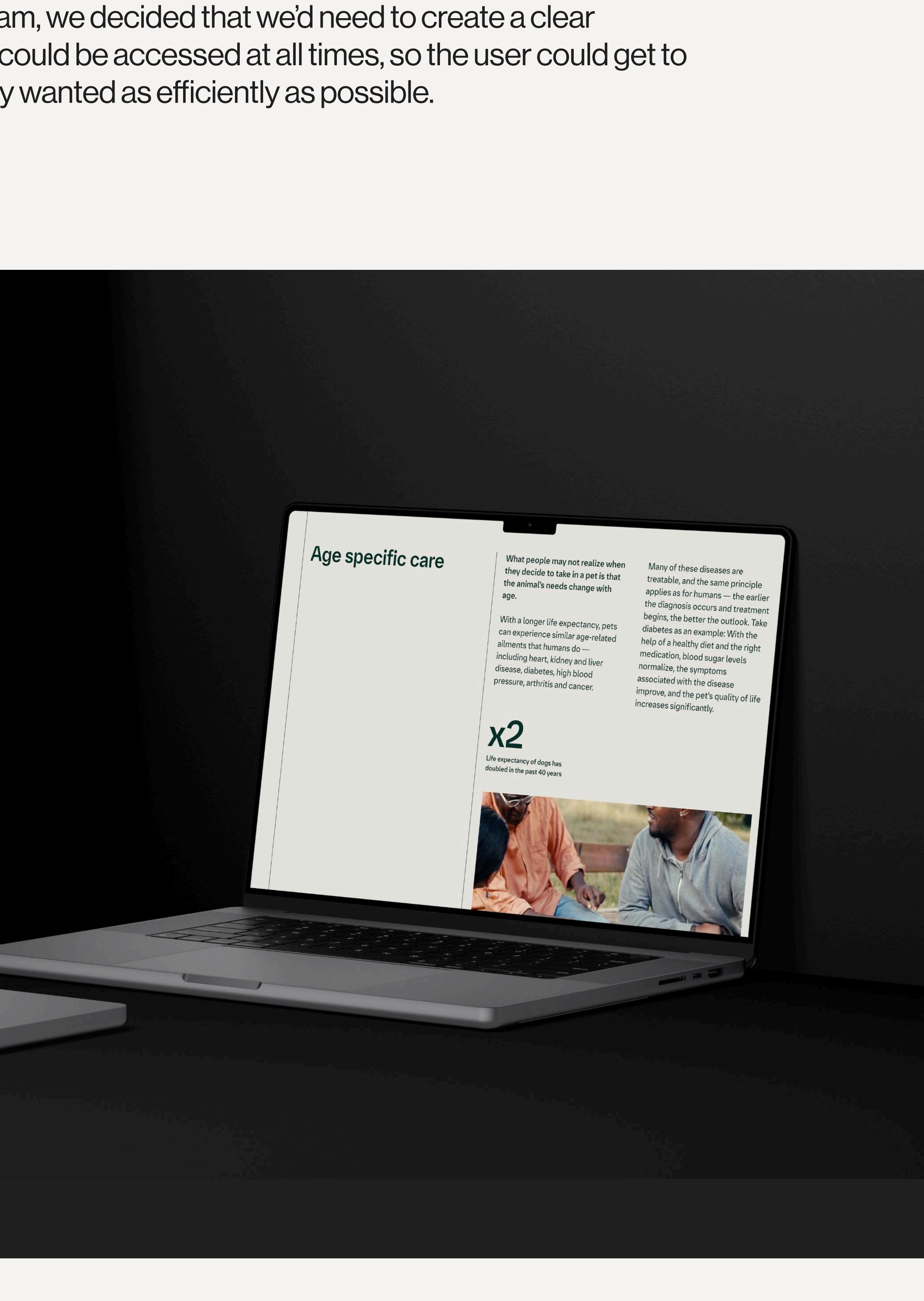
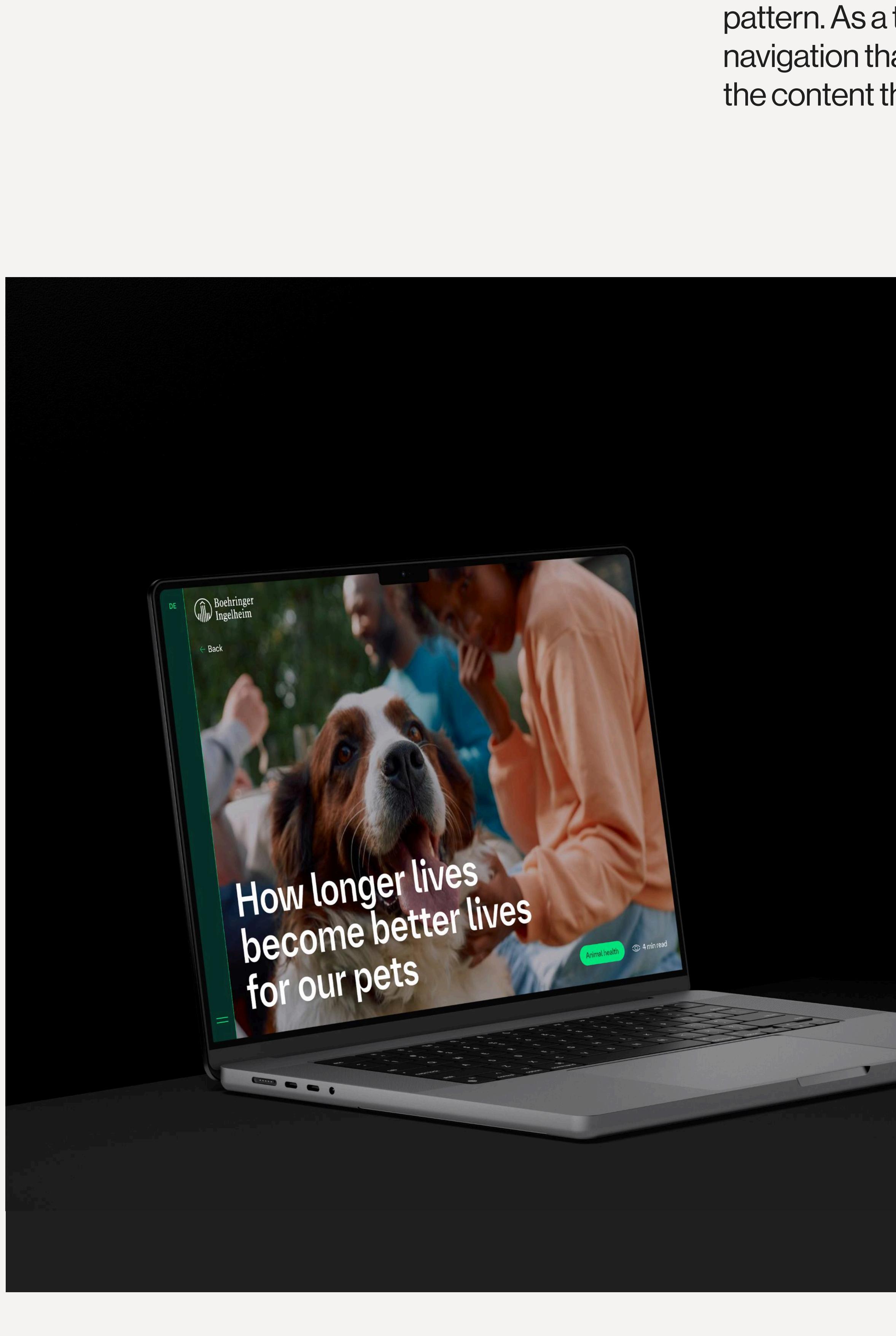
Boehringer Ingelheim is the world's largest privately owned pharmaceutical company.

The client invited us (Emperor) to their headquarters in Germany to pitch for their 2025 annual report. My role was to produce a creative concept using their newly established brand guidelines and develop several pages to give a feel of how the new report could look.

Sector Pharmaceuticals

Project type Annual Report Pitch

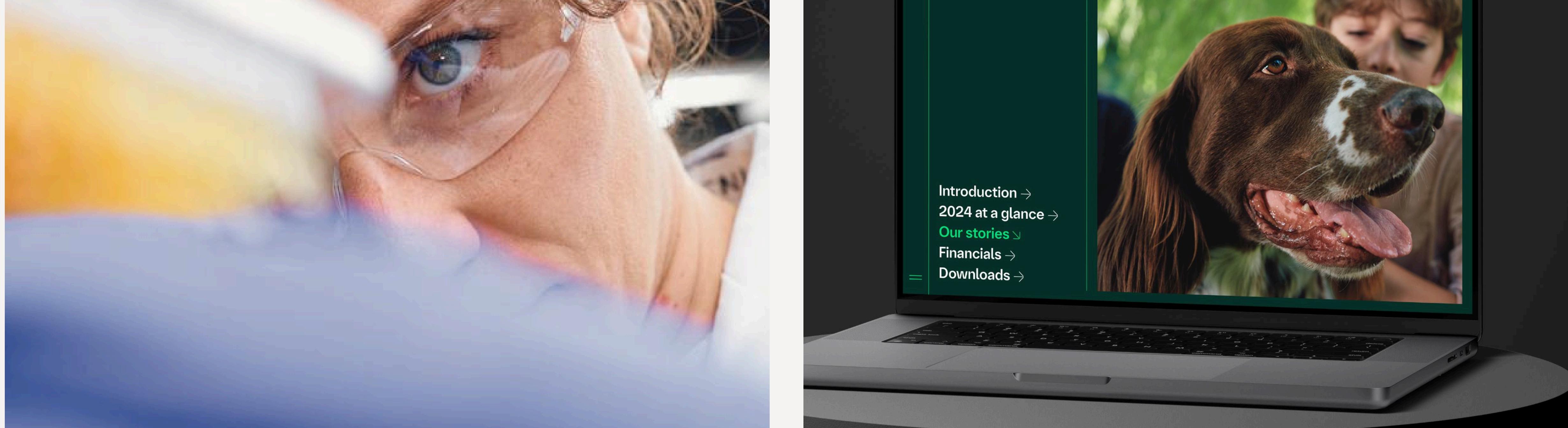
Services Digital



• Challenge

Creating a unique concept that would push the brand and excite the client, so they would select us as the agency to work with.

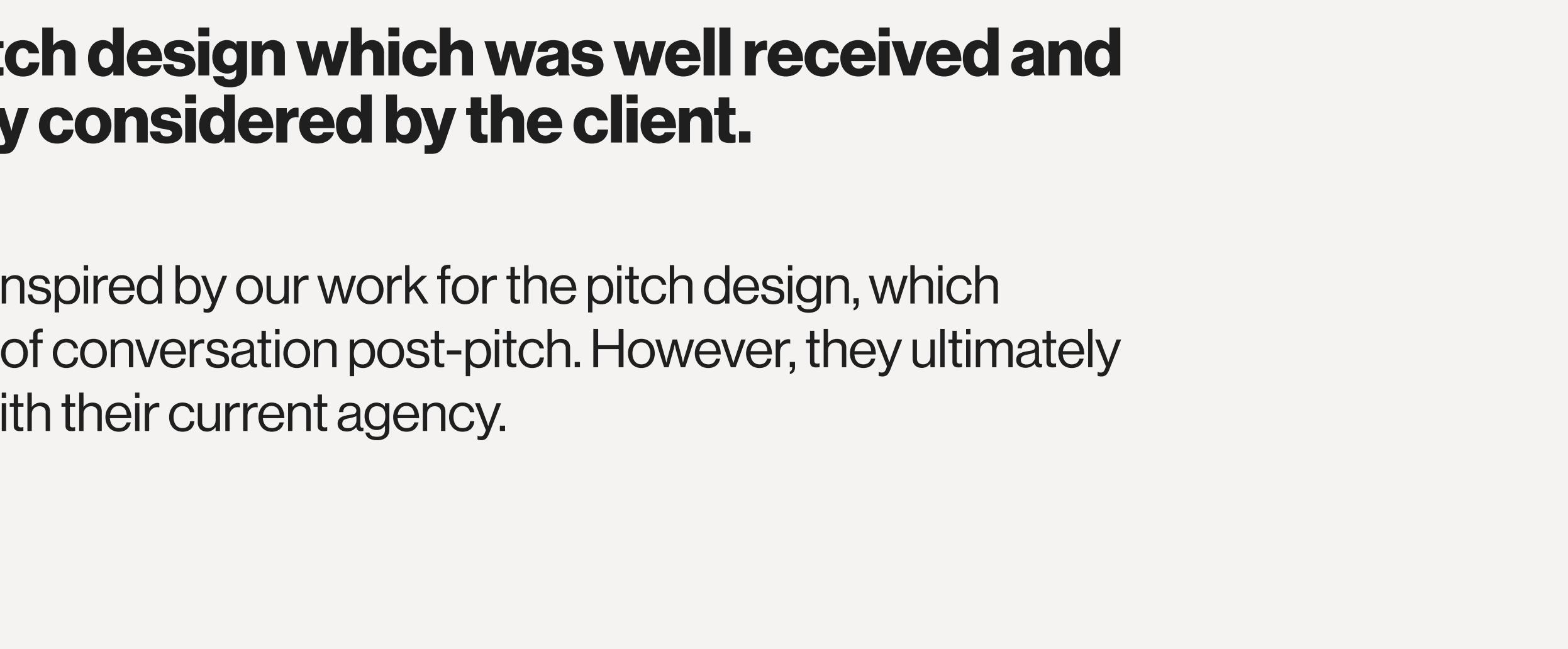
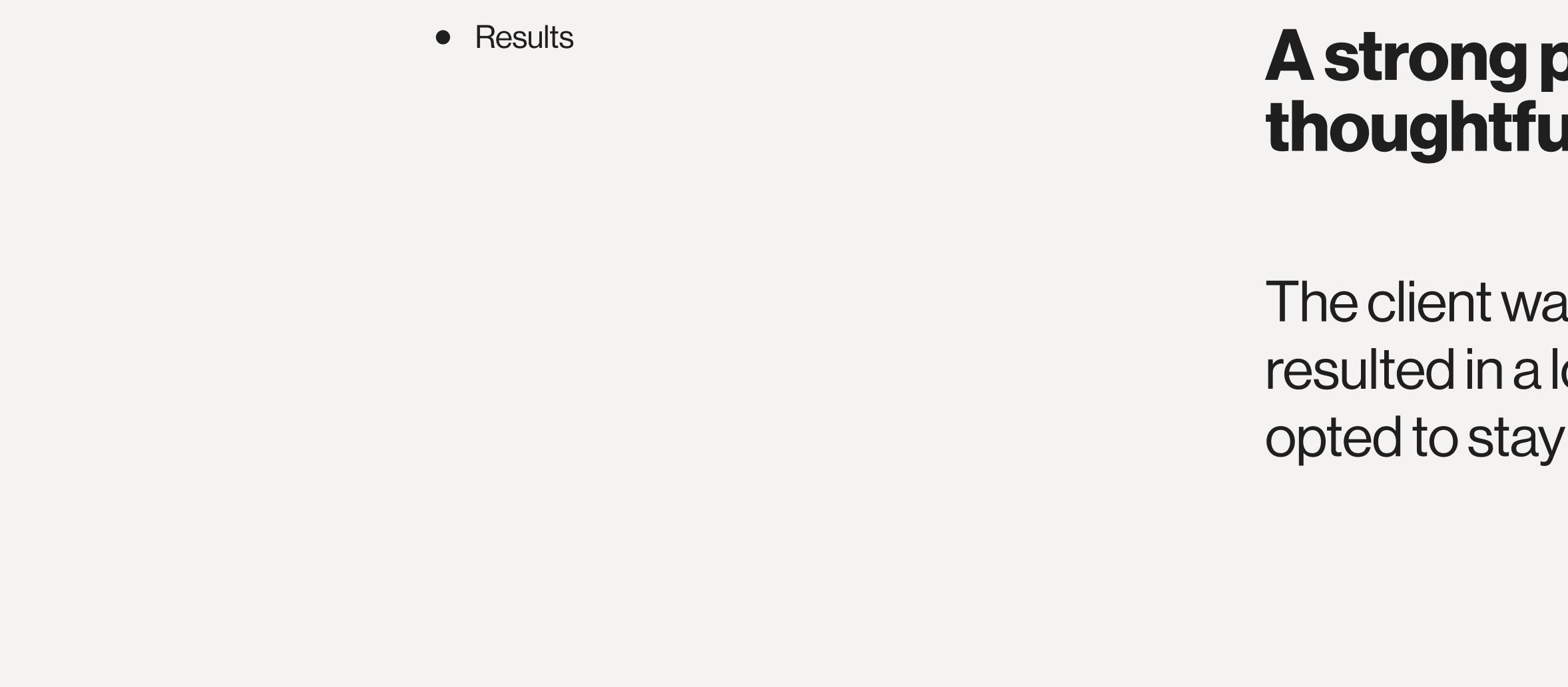
The 2023 report was rich in content, particularly stories, so we needed to anticipate that next year's report would follow a similar pattern. As a team, we decided that we'd need to create a clear navigation that could be accessed at all times, so the user could get to the content they wanted as efficiently as possible.



• Response

Last year's report divided their content into sections they called 'letters' and 'magazines' - this inspired me to take an editorial approach to the digital design concept.

I aimed to reflect the feel of a magazine, utilising the neutral colour from the brand's palette and a column style layout for the body areas. To simplify the user journey, I created a sticky side navigation that would open to fill the screen, allowing a seamless transition between sections.



• Results

A strong pitch design which was well received and thoughtfully considered by the client.

The client was inspired by our work for the pitch design, which resulted in a lot of conversation post-pitch. However, they ultimately opted to stay with their current agency.

Abuku

This is a live site.
[Visit site >](#)

• Overview

Abuku aims to provide a fresh take on modern lighting, combining Japan-inspired concepts with eco-conscious design.

As a personal project, my role in building Abuku spans all areas, from concept to 3D modelling, sourcing materials, creating prototypes, creating the brand and web design as well as social media content. The website design currently utilises AI generated product images which will later be replaced.

Sector

Lighting

Project type

Product design and brand

Services

Product design, brand, digital

• Challenge

Creating a product and brand identity that would stand out in the saturated market of 3D printed goods.

3D printing has become increasingly accessible over the past few years, leading to an upsurge of new independent brands selling their designs. To ensure success of the brand, I was aware that I would need to create a range of products and a brand that would feel unique within a sea of forgettable brands.

The most challenging step of the process for me personally was taking my concept sketches and ideas and executing them - turning them into fully functioning three dimensional products with interlocking parts. To do this, I needed to spend time learning how to use software such as Fusion360 and slicing tools for the 3D printer itself.

• Response

Drawing inspiration from my travels in Japan and minimal design to create a unique product range and brand.

My first product was a lamp based on the shape of Mount Fuji, incorporating a ribbed texture which is often seen in 3D prints. I kept the design clean and minimal, using just two colours and a simple base. This tonal approach gave the design a sense of versatility, opening the possibility of being available in a variety of colours.

I wanted the branding to communicate the Japanese theme that runs throughout the product range and combine it with a contemporary feel to reflect the brand's use of advanced modern technologies.

These ideas helped to dictate the direction of the logo design (a modern take on the Japanese hanko, or personal stamp), the fonts used (Neue Montreal, a clean sans serif) and the brand's colours (a brighter tone of the 'hanko' stamp's red ink contrasting with a contemporary light blue as the hero colours).

• Results

A promising brand with a distinctive identity and unique product.

After finally deciding on the final brand identity and first product prototype that I was happy with, I decided it was time to launch on social media. Taking a founder-led approach and the brand's Instagram account is how I'm living showcasing the product and behind the scenes footage, aiming to gain interest and a reasonable following before launching the website and products for sale. The account is currently in its early stages, and I'm excited to watch it grow. The website, which I built using Shopify, is now also live, having launched in November 2020.

