



words-images **rik**
concepts-production **bardsley**
creative consultant

richard@kubek.net

Me... The past

After studying design I graduated – my first job was in a marketing and design 'parachute' agency.

A parachute agency is one which is called in if a large ad agency has not the 'expertise' on hand or has an over spill of work that needs competent hands to deal with it.

I learned rapidly – working on clients both large and small designing 'on a budget' – therefore if an illustration was needed – it was usually down to me to do it. The same came with photography and the like. Being a marketing based agency, I was taught strategic planning and how to research and plan for branding and advertising.

I've done everything from, corporate design, exhibitions, promotions, events, packaging, product and fashion design, as well as advertising and product launch strategies.

I've worked for agencies large and small, but the most important thing I was taught was by my first creative director (Jess Cross). His simple words have always stayed with me.

“When designing something... Forget what YOU like, Forget what I like, design it for the person you are trying to appeal to.”



CCM

CCM is a British motorcycle manufacturer.

My role was to create advertising guidelines, create adverts, promotional literature, illustrations, photography.

Develop an advertising and promotional strategy – implement in conjunction with exhibitions and new product releases.



CCM

Full page & DPS advertisements



CCM.
As seen all over
the country.

With our nationwide dealer network, there's never been a better time to buy a CCM.

Try before you buy...

Model	MSRP	Dealer Price
CCM 604e	4,999	4,499
CCM 604e	5,499	4,999
CCM 604e	5,999	5,499

CCM
RIDE THE THUNDER



The best
days riding
you'll ever
have!

When a good bike, your own hands, the stars and everything in between meet a good rider, the best days riding you'll ever have are yours. Thanks for a great day on the water.

Model	MSRP	Dealer Price
CCM 604e	4,999	4,499
CCM 604e	5,499	4,999
CCM 604e	5,999	5,499

CCM
RIDE THE THUNDER



It's your chance
to join the
winning team.

CCM
RIDE THE THUNDER



HELLO BOYS.
There's a
new
centrefold
in town

CCM
RIDE THE THUNDER



The CCM 604e.
Never mind
page three,
it'll be a
centrefold

CCM
RIDE THE THUNDER



If you've not
experienced the
new CCM 604e,
you want to
get out more.

CCM
RIDE THE THUNDER

Airtours

Airtours is UK travel company. I was involved in brochure collection, design and illustration, in-flight material, advertising, promotions and strategic marketing plans.

My brochure designs were ground breaking for their time and won commendations from ABTA



Agfa

Agfa – German company which needed their battery division refreshing. The design adhered to their guidelines, but stretched the meaning of them, allowing pack design which gave the customer information and colour coding for ease of product purchase.



Eveready

Design of packaging, sales material, order brochures and POS for the brand. Following brand guidelines – but adding some flare to entice the customer to purchase.



Kodak

Design of packaging of a new range of light bulbs for Kodak. The main idea of the pack was to create a pack that was identifiable with the brand (strictly adhering to brand guidelines) but allowing the pack to be informative, so the customer can make an educated choice.

Toshiba

Budget battery pack range for Toshiba and point of sale to match



Union

Product design, pack and promotional sales material design for Union brand torches



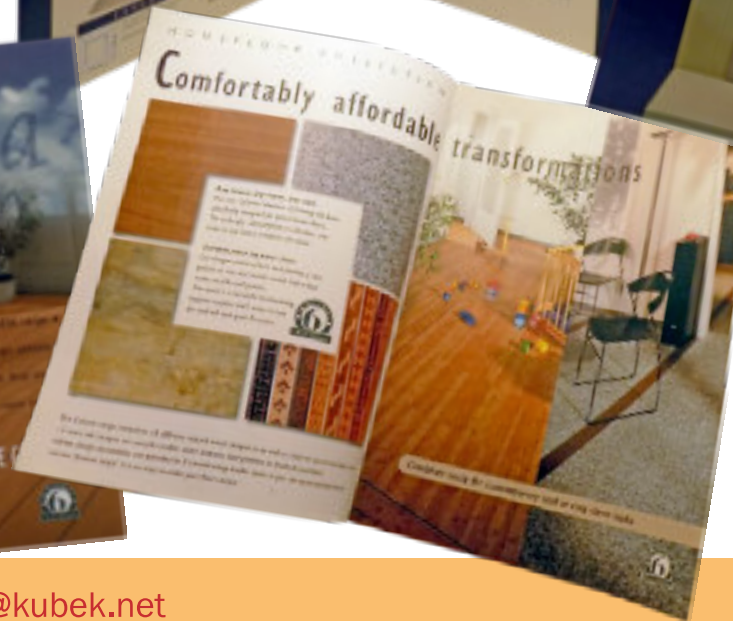
Financial Institutions

Corporate and information literature for a contract employment company and corporate literature for a venture capital company



Saddle Company

Design and photography for saddle brochure. Photography had to be very specific for saddle shape and colour.



Acorn Stone

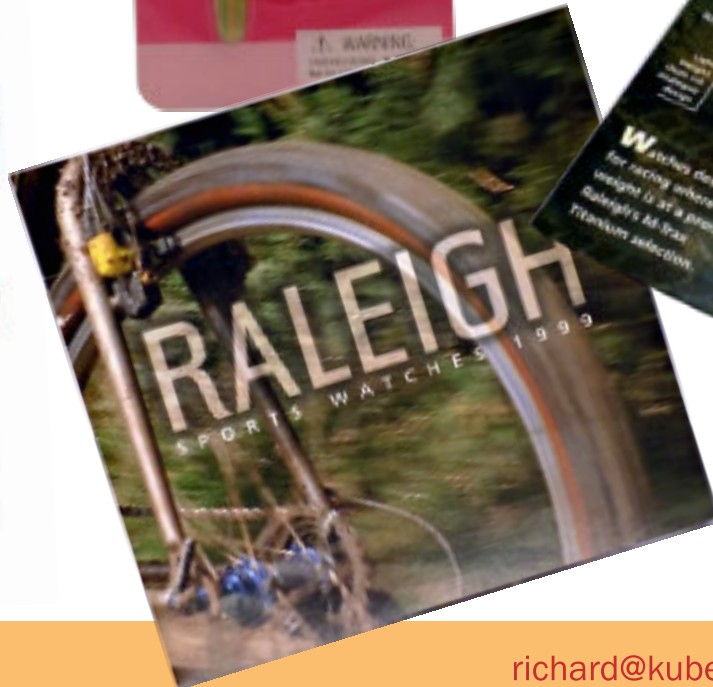
Logo, brochures and sales literature for a company which made handmade stone artefacts. The Brochure was also used for customers to be able to use as a reference point for sizing and ordering remotely.

Colonia

Specialist flooring company. Photography was comped up from flat samples. Non of the floors existed in reality when I created the brochure.

Watch Brands

Product design, graphic, pack, Point Of Sale and promotional literature and exhibitions for manufacturer / distributor of watches / accessories company. Developing from international guidelines - or creating guides where non existed



Watch Brands

Design of the watches, graphics, pack, Point Of Sale, promotional literature and exhibitions for manufacturer / distributor of watches / accessories company.



Watch Brands

Design of the watches, graphics, pack, Point Of Sale, promotional literature and exhibitions for manufacturer / distributor of watches / accessories company.



WATCH BOX



WATCH BOX



Watch Brands

Design of the watches, graphics, pack, Point Of Sale, promotional literature and exhibitions for manufacturer / distributor of watches / accessories company.



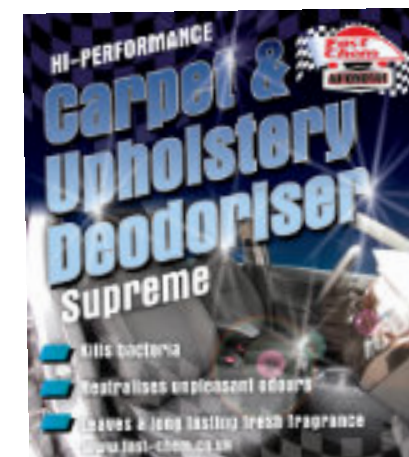
RANGES

Develop names and styles for domestic ranges for bathroom and haberdashery. Work with sales team to build and select product ranges and design products / ranges to suit with the factory.



PRIME INDUSTRIES

Prime Industries are a chemical company supplying trade products to the hotel and motor trade. They needed designs they could print in-house and be able to adapt text / ingredients in-house too. These labels also had to be able to fit on a number of styles / sizes of bottle / pack.



RANGES

Develop names and styles for domestic ranges. Work with sales team to build and select product ranges and design products / ranges to suit with the factory..





TRAVEL RANGES

Develop names and styles for travel ranges.
 Work with sales team to build and select
 product ranges and design products / packs
 / ranges to suit with the factory..



CRIMSON & BLAKE

Develop a range and style for a n in-house 'brand' or art and craft goods to be aimed at the amateur and student. The look must reflect the market leaders. The design is made to look 'new-old stock' to aid credibility



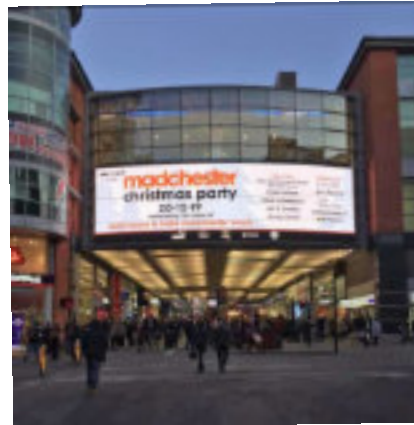
ILLUSTRATION

A page to show various illustration styles which been commissioned by various clients



PROMOTIONAL

Design for posters to be used in various media to promote an event in Manchester



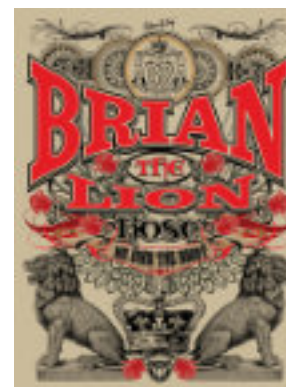
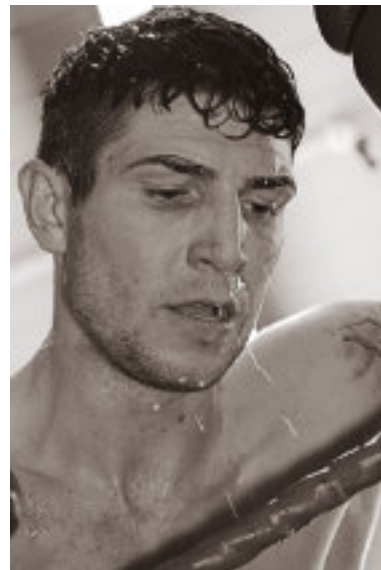
PROMOTIONAL

Various designs for different 'madchester' nights.



PHOTOGRAPHY

I have taken photo's for sports events and reprtage for magazines, brochures advertising and packaging.



PHOTOGRAPHY

Photography for events and advertising of product.



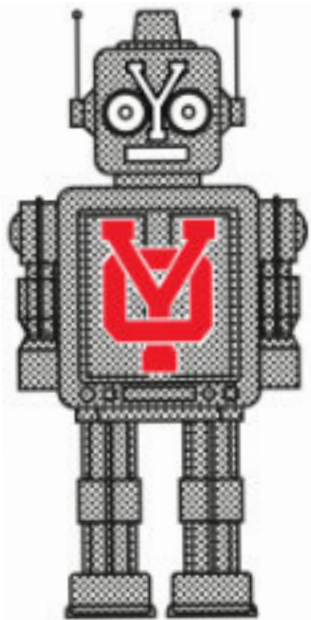
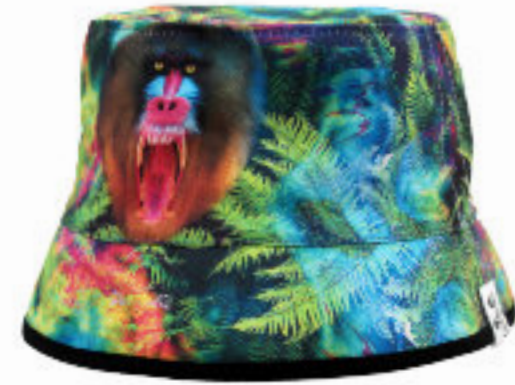
JOE & CO

Bijou UK fashion wear Branding and promotional literature.



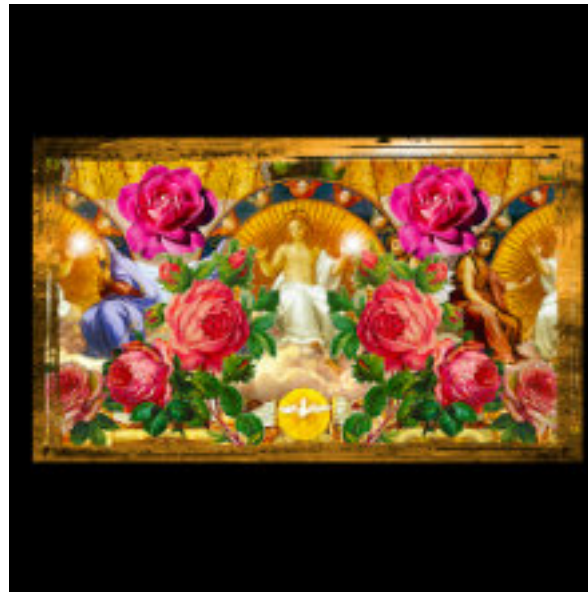
FASHION

Appesht - youth street brand.
Logo, corporate and clothing /
accessories design.



FASHION

Mas-if Appesht – luxury street brand. Logo, corporate and clothing / accessories design.



FASHION

Soulmates and Peel Mill. Logo, corporate and clothing / accessories design..





SCOOTERING

Photo's for Scootering magazine articles. Logos for Manchester Scooter Centre and Scooter Factory. Adverts for full page and half page adverts for Manchester Scooter Centre..



MANCHESTER SCOOTER CENTRE

Royal Alamy £2399 Showroom Fully Open

OVER 50 YEARS OF 2 WHEEL EXPERIENCE

- sales
- service
- parts
- clothing
- helmets
- customs

Lambretta £2699 New & Used Vehicles

MANCHESTER SCOOTER CENTRE

PHONE: 0161 275 7028 WEBSITE: WWW.MSCENTRE.CO.UK



MANCHESTER SCOOTER CENTRE

Royal Alamy £2399

OVER 50 YEARS OF 2 WHEEL EXPERIENCE

- sales
- service
- parts
- clothing
- helmets
- customs

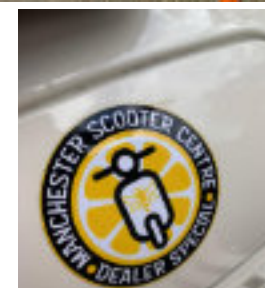
Lambretta £2699 New & Used Vehicles

MANCHESTER SCOOTER CENTRE

PHONE: 0161 275 7028 WEBSITE: WWW.MSCENTRE.CO.UK

SCOOTERING

Designs for custom scooters – all are paint – no wraps.



SCOOTERING

Merchandise ranges for Scootering magazine.



SCOOTERING

Merchandise ranges for Scootering magazine..

