



# PORTFOLIO

STEVEN  
HOOD

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### Prelude

Corporate Identity Design & Logo Creation

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This is my book.

It showcases my creative side in as much as a two dimensional Portfolio can. It is not all I am, so feel free to read between the lines and let your mind wander.

Like most things in life we can lay claim to scarce few as absolutely our own, so I must credit the many who've formed a part of the creative process. I must also credit the process for forming me.

What we become through what we produce is a collaborative journey. I heard it put very well, "I curse the man whose original thoughts were my original thoughts!"

Little did I know that my creative journey would take me, and later my family, from Cape Town to Vancouver Island, back again, and then on to England. And back again. Again. Now I find myself here a long way from crayons & ink pens with which I first penned graphic designs as an eighties teen whose brush with art teachers left me drawing outside the lines. Drawing boards made way for digital creativity to make my journey the adventure it has become. It gave wings to the art in me.

Our lives are a collection of experiences. Some shared intimately, others through media, that try as it might will never mean we meet personally except on some level of communication as we now know it.

If anything, my hope is that these pages will bring us together to collaborate, to bring to life new ideas and give them a place in history. This book is like a window into my creative world.

Remember, an Oak tree is an Acorn that stood its ground.

**Steven Hood**

STEVEN  
HOOD

Identity creation is defining the language a company speaks.

Most start with a logo - but it is wiser to start with a bigger picture- the brand. Regardless of the size of the organisation - this is the eyedeation approach.

Why start with a fingerprint instead of the whole body? It's a matter of perspective that influences the outcome.

With that in mind the logo follows function rather than fashion which is far more enduring than the latest fad.



Nordisk Projekthandel KB



Nordisk Projekthandel KB











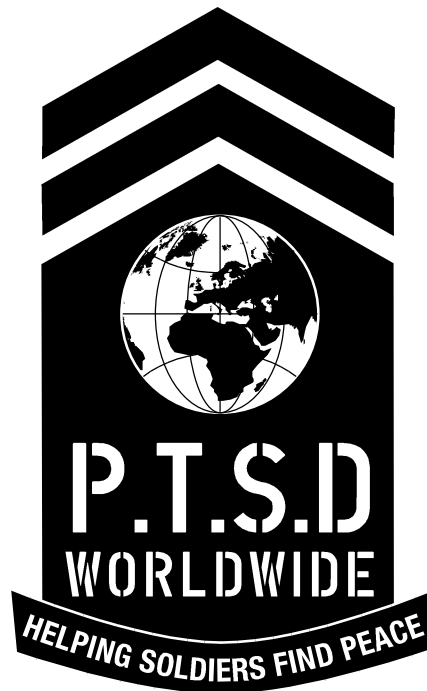


PTSD Worldwide is a charity helping war veterans suffering from Post Traumatic Stress Disorder.

An existing client and patron of the charity asked to “make them look professional” - and this is the result, a visual identity that works across all media and social networking.

There was a requirement to look identifiably military without being staid so that family and friends of veterans would also feel comfortable with the look and feel when interacting.

A tagline was created to clearly portray what the organisation does.



It's not just companies and charities that need to look good.

Two young men decided to use their gap year to raise funds to build a home for AIDS orphans in Swaziland. A client became aware of the project and asked for assistance in creating a logo, banners, web site and flyers.

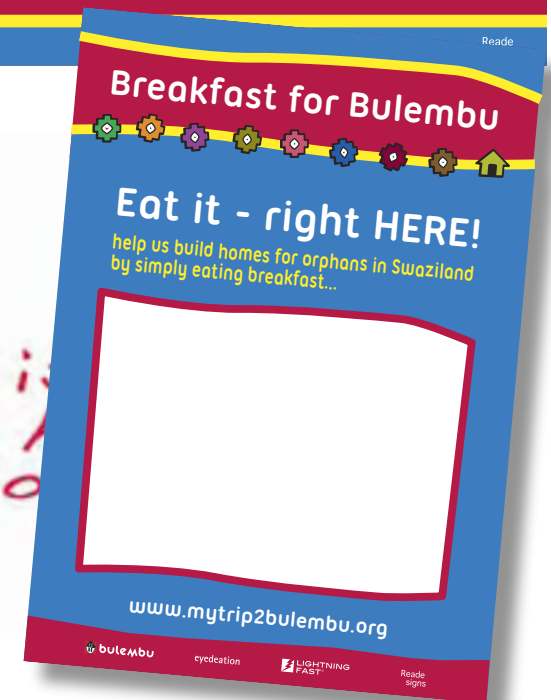
We decided to name the project and give it some "branding" to help their efforts be more credible, including a fund raising strategy called "Breakfast for Bulembu" and an icon to illustrate their fund raising efforts on behalf of the Bulembu Trust.

The logo has an African ethnic treatment but also conveys the journey of building a simple house. The colour palette originates from the Swaziland national flag.

## Brent goes to Bulembu



raising funds to build homes for orphans in swaziland



Esquire is a revolutionary approach to recruitment.

This startup offers a web based portal for professionals, graduates and companies related to the UK property and construction industry, to search and recruit in a social media format.

Naming the company and then helping to establish the brand values and designing the corporate identity helped take the founders initial idea to a startling reality that looks to change the way recruitment works within an industry.

An introductory video was scripted and creatively directed as a prelude to the web system launch. A company Facebook page was created that incorporated an interactive landing page app that presented the video and various calls to action for visitors to sign up for the service prior to launch.



### The Revolutionary Recruitment Platform for the Construction Industry

Our software ensures users are matched to their ideal job and companies can fill a position quickly and efficiently.

Feedback and job matches are instantaneous.

Cut out the middle man.  
Register today at  
[www.esquirehigher.com](http://www.esquirehigher.com)



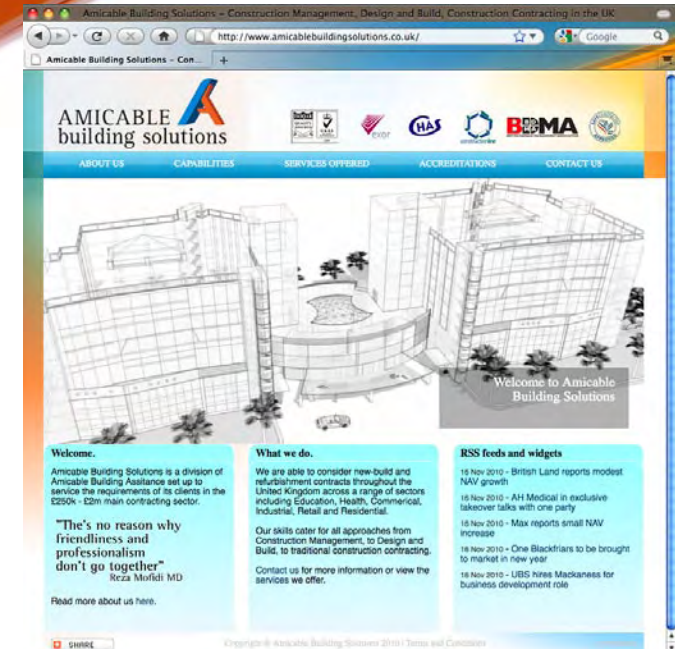
[www.fb.com/esquireconstructionvacancies](http://www.fb.com/esquireconstructionvacancies)

Amicable Building Solutions was a new division within an award winning construction company.

After winning a branding proposals pitch the brief was further refined so as to clearly establish the aspirations of the venture. The core word of “credibility” formed the basis of the branding - vital for a new protagonist in a highly competitive environment.

A full Brand Guide was created to detail the implementation of the visual identity across all media and applications.

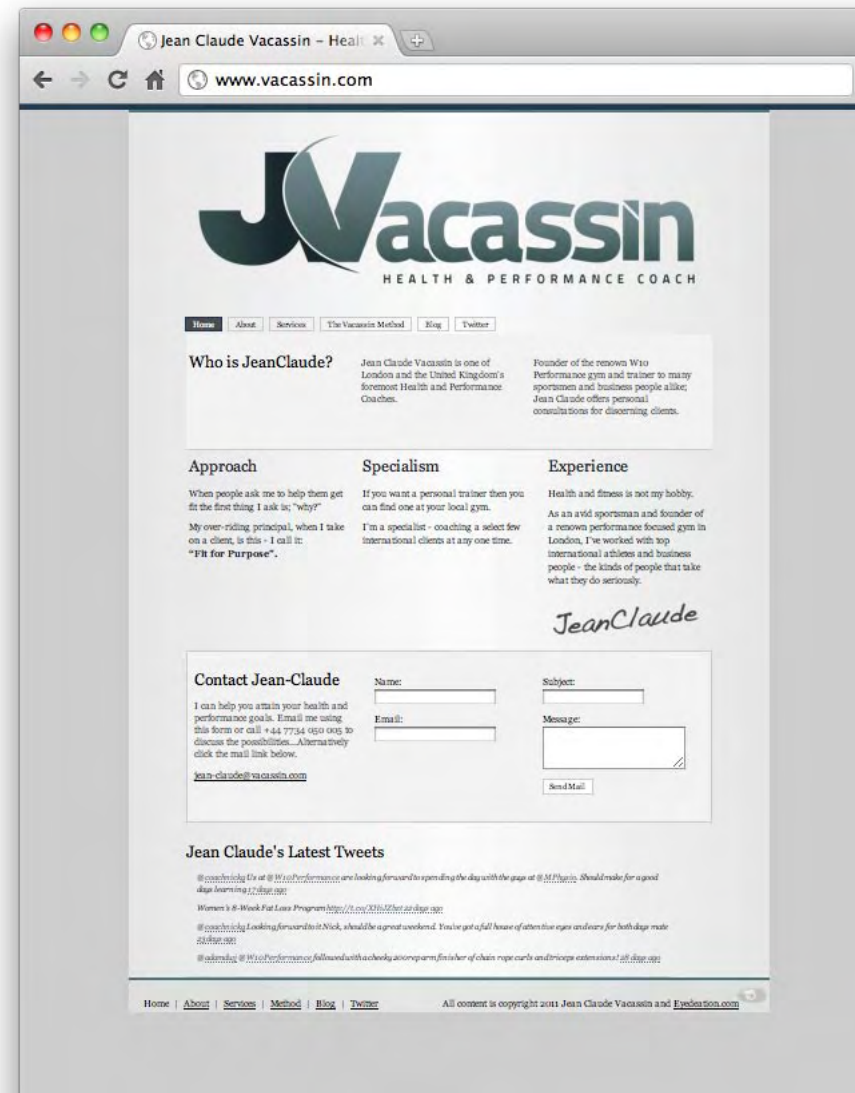
A logo was created that signifies the “helping hand” ethos of the brand, while maintaining a tension between corporate efficacy and the personable nature of the individuals involved. A colour palette was chosen to highlight the brand aspirations yet build credibility in the marketplace.



Jean-Claude Vacassin is a top health & performance expert and founder of W10 Performance Gym in London.

Personal branding is either a hit or miss. In this case it was such an overwhelming success that it began to overshadow Jean-Claude's participation with his own gym. The remedy was to take on both and amalgamate them across the web sites and incorporate the blogs of the coaches and trainers on staff too.

To further build the brand and showcase the unique Vacassin Method of health & fitness development, individual programs were branded to form sub-brands and enhance the overall efforts of the gym.

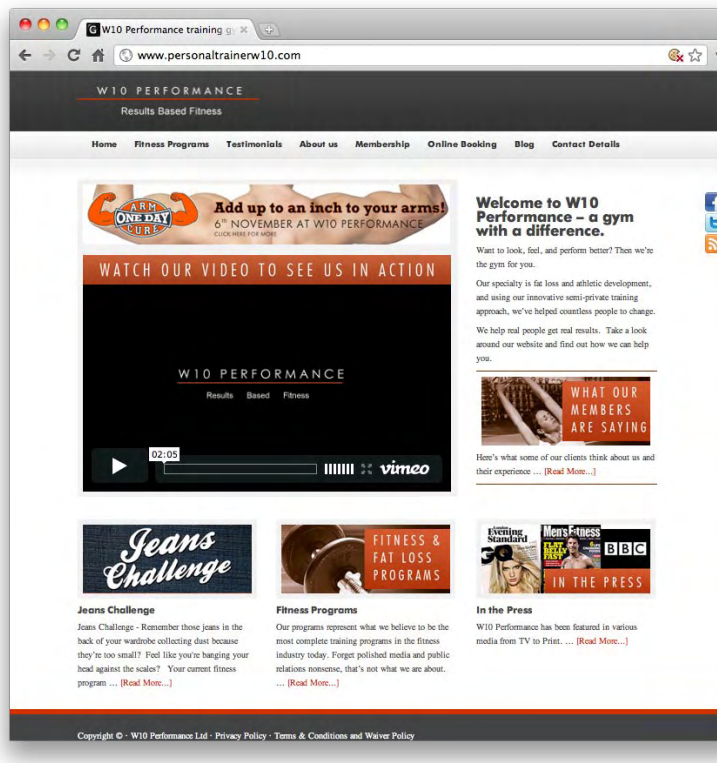


W10 Performance is a semi-private gym in West London.

After the success of the personal branding of the founder, a larger scope of work followed: Rewriting all the copy for the existing website including a design refresh; sub-branding projects for the individual fitness & health programs; and restructuring the website for a better user experience; and design for print such as flyers.

The combined effects of these combined efforts have resulted in a marked increase in web traffic to the site and facebook page, as well as a resulting increase participation in the programs at the gym.

Overall the brand of W10 Performance has grown tremendously.



Evolution5 required a complete brand overhaul.

After undertaking a thorough brand audit, a proposal was made to rebrand the company from the logo up to convey the mastery of the business in it's sector. With that done the new look was rolled out across the board and onto the web. With strong branding every project that is tackled, whether it be corporate or for charity, has a cohesion that builds rather than erodes.

In order to assist in brand building the strapline "Leaders in Construction Management & Consulting" was created.



The Bikehut required a complete branding solution in a highly competitive retail sector in Cape Town, South Africa.

Launching a new bicycle retail store is difficult at the best of times, and so it was imperative that the venture have a strong brand from the get-go to set it apart from the established competition.

Amongst print, magazine, event and instore promotional items, the first online bicycle store in Africa was created and successfully launched which took the brand not only to a nationwide audience, but a sub-continent one also.



**DYNAMITE COMES IN SMALL PACKAGES.** Some would say our shop is on the small side, but when you consider the brands we sell - we're pretty big. Big on experience. Big on customer service. Big on value. To borrow a phrase: It's not the size of the shop in the fight, it's the size of the fight in the shop.

*since 2003 we've been taking bicycles very seriously*

**the bikehut**  
STEENBERG VILLAGE • TOKAI • 021-701-1558

When you're a pre-income venture capital backed start-up you need to look a lot bigger than you actually are to get a foot in the door and appear credible.

RotaDock owns the patent to a revolutionary boat storage system. In order to bring the product to market a defined brand was needed to help overcome the fear of first adoption that any new venture faces.

Architectural visualisation was often required to compliment the DVD, technical animations, and other marketing material such as brochure and web presence.



Contact us on [info@rotadock.com](mailto:info@rotadock.com)

#### MULTI LEVEL BOAT PARKS

##### What is RotaDock?

Rotadock is a new and highly efficient boat storage facility. Significantly different to current dry stack facilities, it has been continuously refined since inception. It provides a new direction in marina development, storing any kind of boat, regardless of size... it's simply a question of engineering.

Furthermore, apartments, hotels, leisure and entertainment centres and even car parking can be incorporated into a single iconic development on the same footprint. Owners of existing marinas can free up berths by storing smaller craft in a RotaDock, thereby expanding their capacity to offer larger craft a safe haven. The sky is indeed the limit.

##### The benefits of the RotaDock option are:

- Saves at least 60% of expensive waterfront real estate compared to traditional dry stack
- More than doubles the numbers of boats stored compared to traditional dry stack
- Launches and recovers boats more quickly, efficiently and safely
- Car parking can be incorporated into the facility on the same footprint
- Gives the option of automated boat launching and retrieval with manual backup
- An environmentally friendly solution that benefits the marine ecosystem
- Eliminates the need for environmentally unfriendly anti-fouling paints
- Boats are enclosed in a modern and architecturally sensitive and secure facility
- Takes the "hassle" out of owning a boat by vastly reducing upkeep and maintenance
- Cuts exposure to the elements, thereby saving the rapid deterioration of resale values
- Brings peace of mind to both the marina operator and boat owner
- Accommodates any number of storage levels in a variety of permutations
- Underground parking of boats is also possible.



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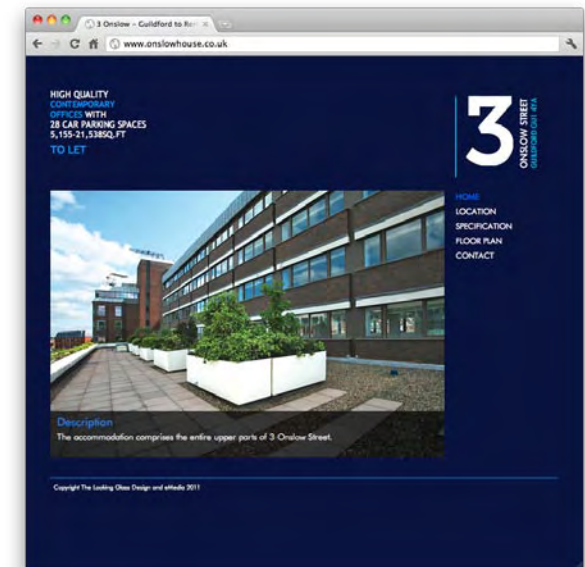
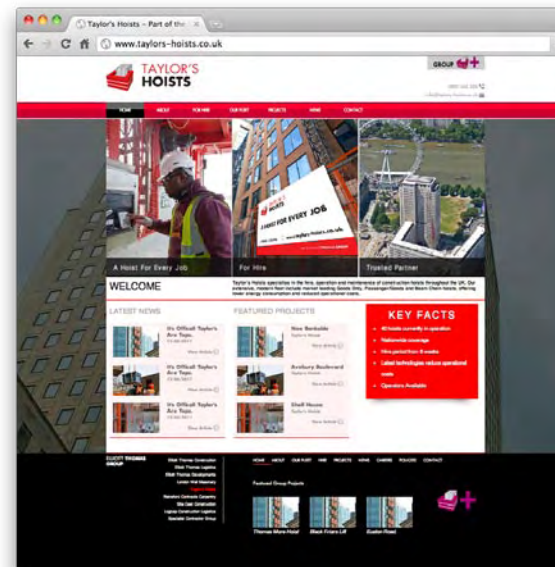
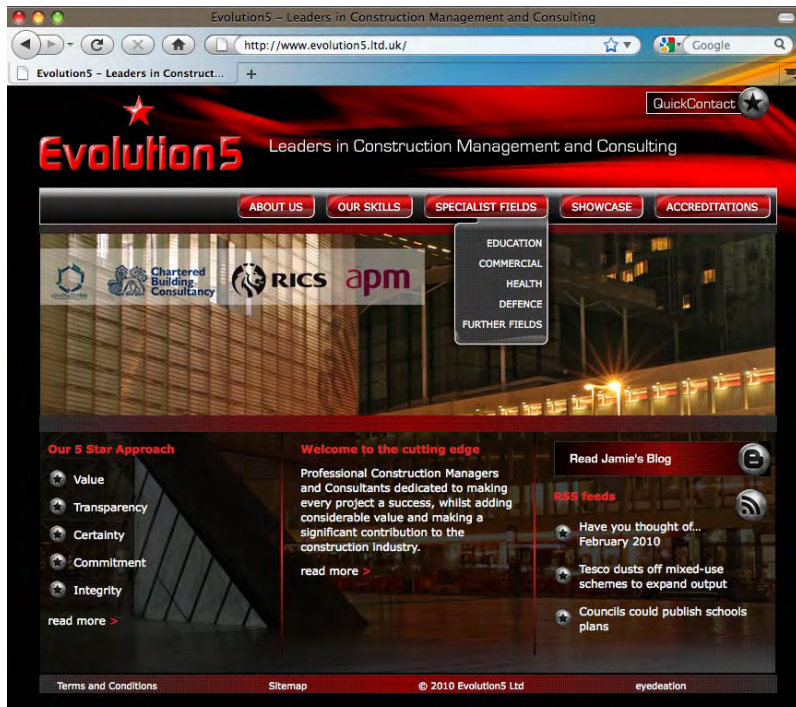


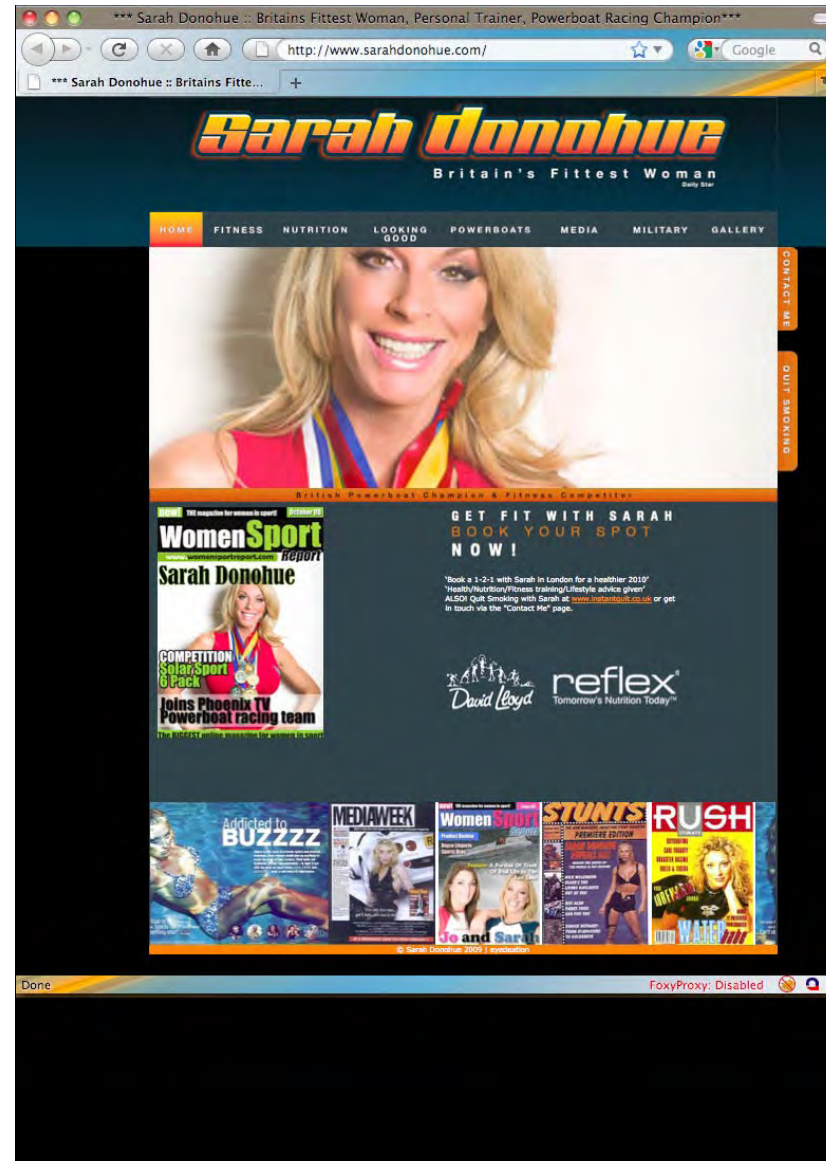
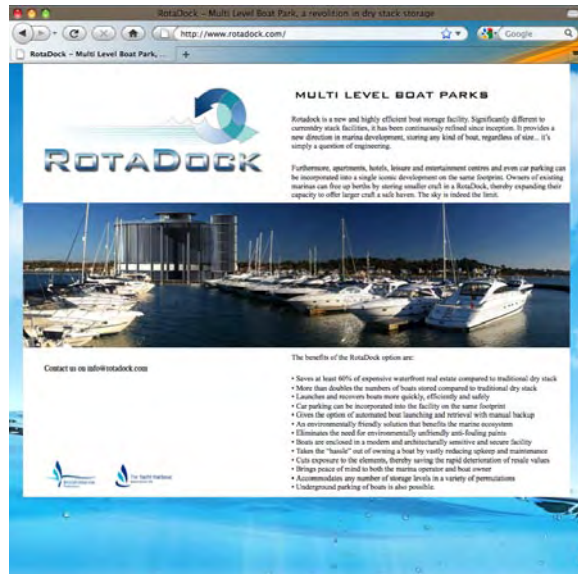
MULTILEVEL BOAT PARKS. THE FUTURE IS NOW.

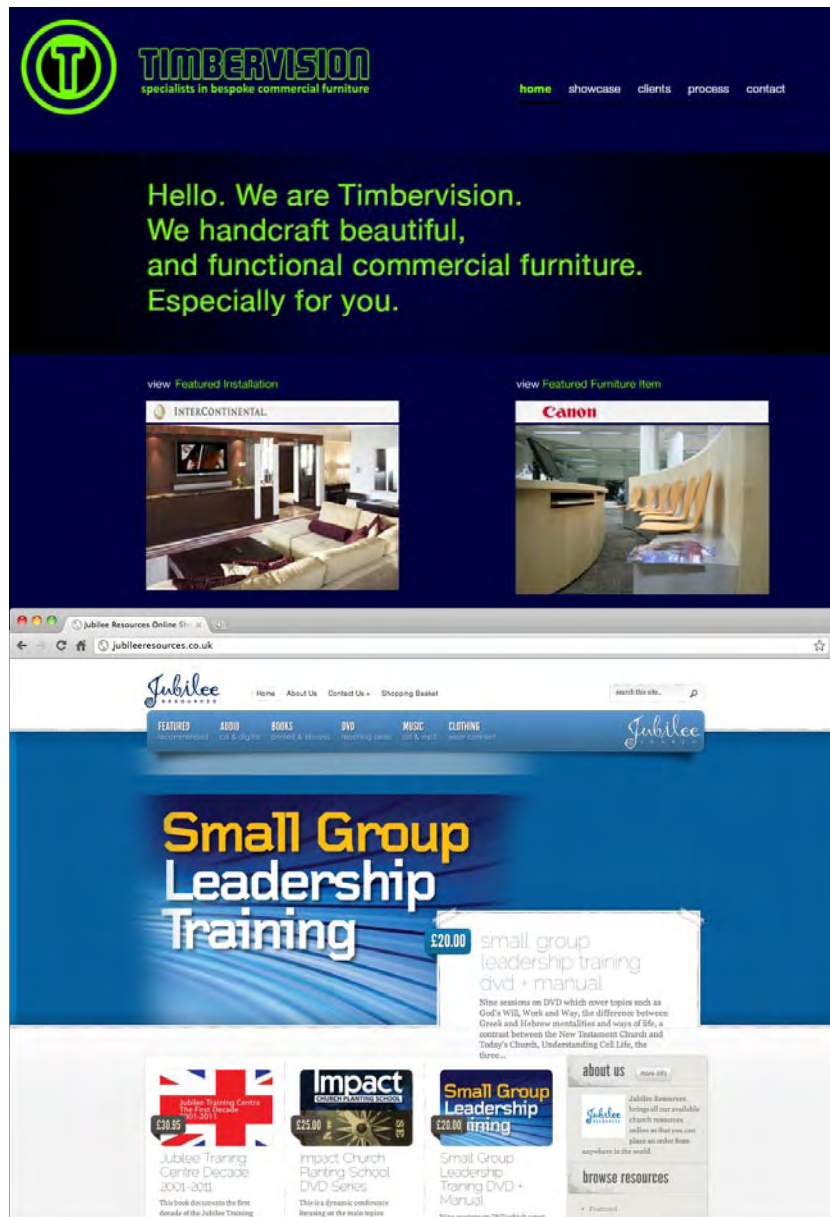
There is no doubt that the internet has formed the focus of many companies branding efforts, and there's little doubt why. However, in the world of successful branding the web design forms only a part of the whole.

Having been designing and developing web sites for all manner of clients since the late nineties - with an understanding of information architecture and interface design from the days when CD-ROM based presentations were the cutting edge of promotional material - and despite advances in web technologies; the need for clearly designed and well structured web sites has continued unabated.

There is no substitute for good interface or information design.







It's easy to forget that a web page is a means of communication.

Every development project or design brief must ultimately fulfill the needs of the client - and not the designer.

Furthermore, the visitor must interact with the site and get what they need with as few barriers as possible for ease of use.



With so much having been invested in web sites over the years many companies just need a refresh of their web presence.

Corporates and SMEs have spent great deals of money on developing comprehensive web sites that often fail to meet expectations or no longer comply with the visual identity of the brand.

Instead of another round of heavy outlay the web collateral is “refurbished” to meet current requirements.

## Original Colour Scheme

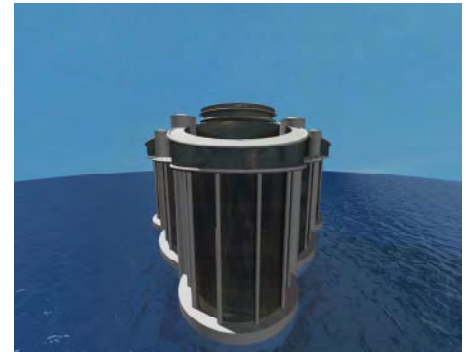
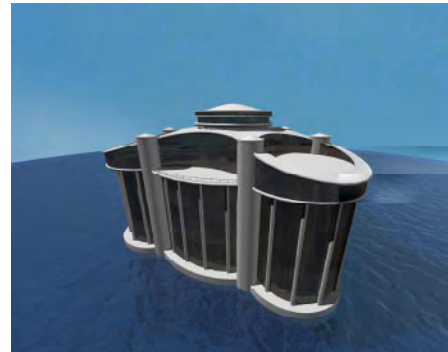
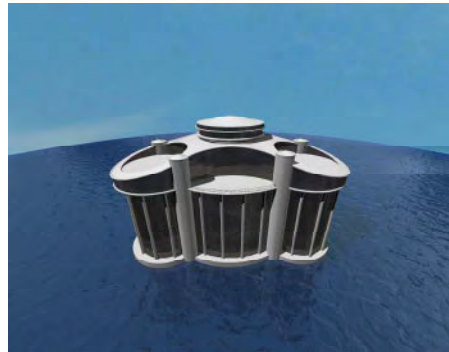
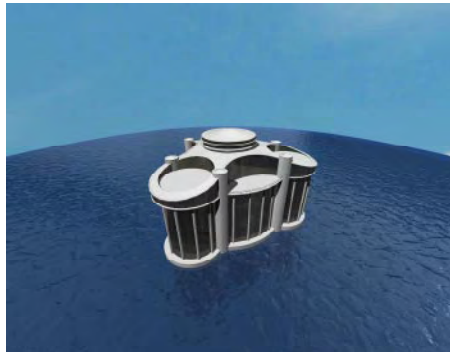


## Design Refreshed



Many video; technical animation sequences; fly throughs; and motion graphics production projects have been completed for different delivery platforms from CD to DVD, and from TV to the internet - as well as contributing written editorial, review and tutorial pieces for magazines over the years.





A series of Swing tickets designed to double-up as bookmarks for a client producing organic and environmentally friendly apparel.

## 100% ORGANIC

**Extremely Ethical.**  
It's what makes Lightning Fast® unique.

- ♥ People and the environment are more important than profits
- ♥ We put 50% of our profits into community development
- ♥ Our products are fairly traded, this benefits producers directly
- ♥ The production process is ensured as organic where possible
- ♥ Sustainability is part of all activities, so the future is not compromised by the present
- ♥ By 2015 we aim to build eco-factories with our partner communities



Help us  
Help them

Find out more about our Partner Charities, visit [www.lightningfast.org](http://www.lightningfast.org)

**About this Lightning Fast® T-shirt**  
The fabric of this T-shirt is 100% Organic Cotton, farmed, woven and dyed in the EU. The total process is certified organic by the Soil Association. The printing on this t-shirt was done in the UK using organic inks. Manufactured in EU under European working laws, all Lightning Fast® t-shirts guarantee fair treatment, pay and working conditions.

**Care for your tee and the climate**

- If it ain't smelly - wear don't wash
- Wash inside out to preserve print
- Wash 30 degrees
- Reshape while damp
- Don't iron over motif

THINK AGAIN. I AM A BOOKMARK

## BAMBOO CAP

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Help them

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**About this Lightning Fast® Cap**  
The fabric of this cap is 59% Bamboo Cotton, farmed, woven and dyed in a process that is environmentally friendly. Manufactured under strict labour laws, all Lightning Fast® garments guarantee fair treatment, pay and working conditions.

THINK AGAIN. I AM A BOOKMARK

# LIGHTNING FAST®



[www.lightningfast.com](http://www.lightningfast.com)

The Lightning Fast name and the Lightning Fast logo are registered trademarks of Lightning Fast Ltd

Live  
Lightning Fast®

Thank you for buying a Lightning Fast® t-shirt. You are now officially on our transformation team with the mission to energise impoverished communities. It's a lifetime's journey, so stick with us as we do this. (and tell everyone about us!). Remember you are a pioneer of hope. By changing the stuff you buy, you can change the world.

I AM 70% BAMBOO

## ECO-FRIENDSHIP

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Help us  
Help them

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**About this Lightning Fast® T-shirt**  
The fabric of this garment is Organic Cotton, farmed, woven and dyed in a process that is certified organic. Any printing on this t-shirt was done using organic inks. Manufactured under strict working laws, all Lightning Fast® garments guarantee fair treatment, pay and working conditions.

**Care for your tee and the climate**

- If it ain't smelly - wear don't wash
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THINK AGAIN. I AM A BOOKMARK

*We call it "Virtuositee"*

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**About this Lightning Fast® T-shirt**  
The fabric of this T-shirt is 70% Bamboo, farmed, woven and dyed in the EU. The total process is certified organic by the Soil Association. The printing on this t-shirt was done in the UK using organic inks. Manufactured in EU under European working laws, all Lightning Fast® t-shirts guarantee fair treatment, pay and working conditions.

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THINK AGAIN. I AM A BOOKMARK



The Foschini Group is South Africa's largest fashion retail conglomerate with a strong brand identity and enviable market share.

Besides branded POS collateral design, many internal publications were constantly produced for training, event or sales promotion support.

Working closely with the Marketing Director and Design Manager ensured brand continuity whilst making every effort to bring creativity and freshness to the publications to ensure their success.





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Everything Matters

MOUNTAIN • ROAD • BMX

**the bikehut**  
TOKAI

WE TAKE BICYCLES SERIOUSLY...NO REALLY

**KONA 2005 DELUXE BICYCLES FROM HOTRODS TO HOT RIDES**

we take bicycles very seriously

**KONA**  
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since 1988 Vancouver Canada  
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**the bikehut**

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ION ONE PLANET X Turner wethepeople WTB etc



**wethepeople**  
bike co.

**4SEASONS** CLASSIC DO IT ALL LIGHTWEIGHT BUILT FULL SATURATED CHROMOLY, SEALS EVERYTHING. TOP OF THE RANGE.



5007 PREMIUM MOUNTAIN BIKE SUSPENSION FROM MARZOCCHI

**CORSA SERIES**

**XC SERIES**

marzocchi

Magazine advertising is easy to gloss over if it doesn't catch the eye and break from convention in some way.



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# INTENSE cycles

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**NEW 2007 FRO  
FOR RACING ONLY  
SERIES**



SPIDER S.S. SOCOM



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**the bikehut**  
SINCE 2003

VISIT OUR NEW SHOWROOM  
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3D architectural visualisation combines the art of photorealistic rendering with the technical ability of draughting to create computer generated images.

Things that are not appear as if they are - which is essentially the purpose of Visualisation.



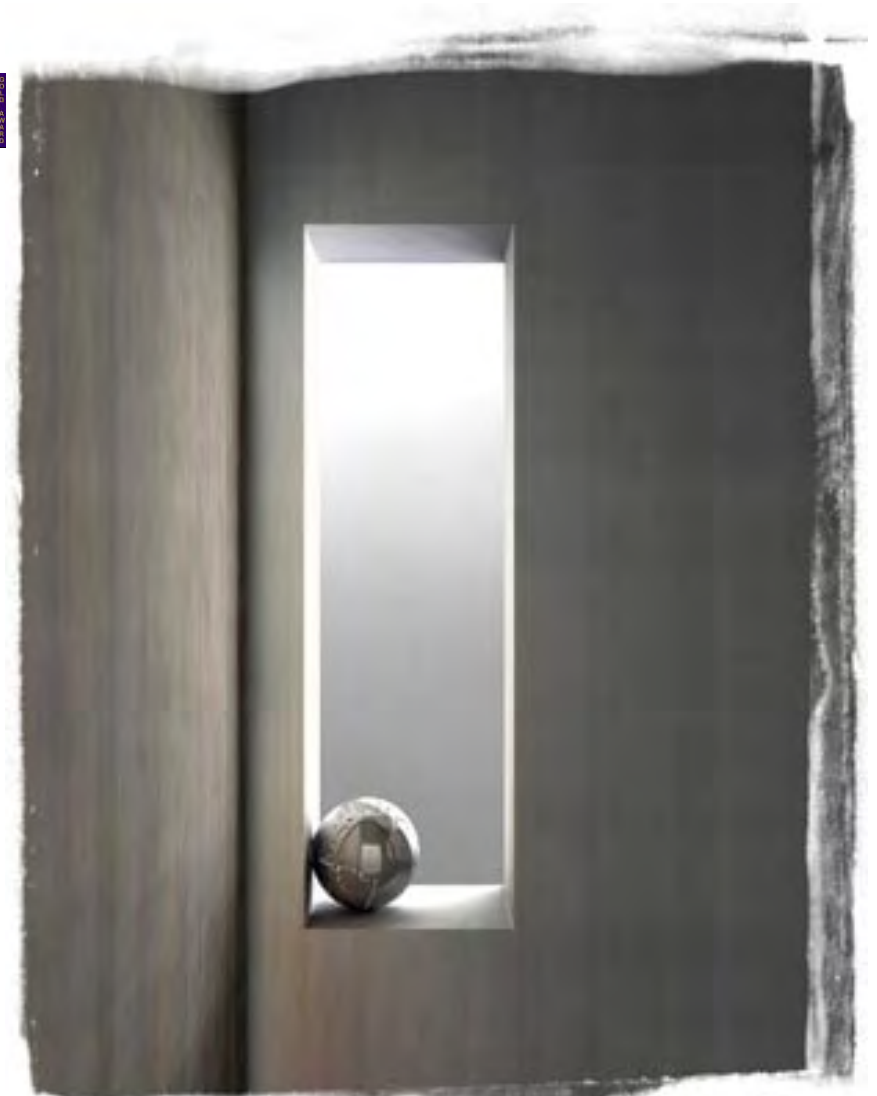


Clients often need bespoke images that photography or visualisation cannot produce such as these images created for a company producing patented collapsable cardboard vases for the London 2012 Olympics.





3D art accolades.



*window on eternity steven hind 2001*

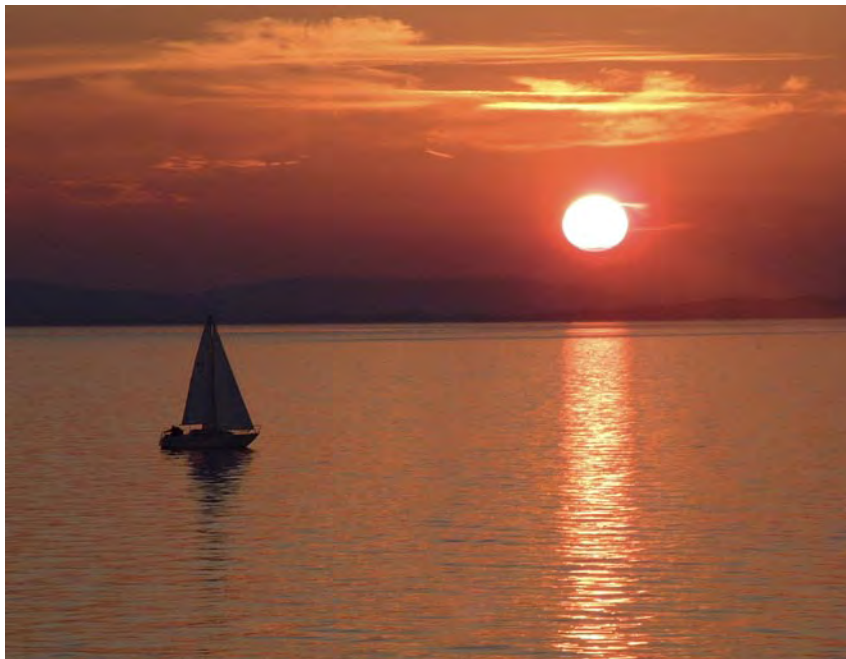
Since the swinging sixties the humble cotton t-shirt became the canvas for modern day branding and graphic expression. My first commission was a screenprint graphic that arose out of a competition at high school in the eighties, so it's little wonder then that I love this medium.





As well as a hobby, Photography is often required in the commercial creative and production process.  
That doesn't make it any less enjoyable.







THANK YOU.

[steve@eyedeation.com](mailto:steve@eyedeation.com)

STEVEN  
HOOD





CREATIVE. INSIGHTFUL. INSPIRED.