turning your passion
into your brand

BECKS NEALE

DESIGNER & BRAND CONSULTANT

hello

bespoke design

Becks' style is refreshingly timeless, beautifully constructed and engaging, bringing you a wonderful blend of graphic design, illustration & typography.

Each project is personally created, ensuring your unique qualities shine through your brand touchpoints and enrich the experience your brand provides.

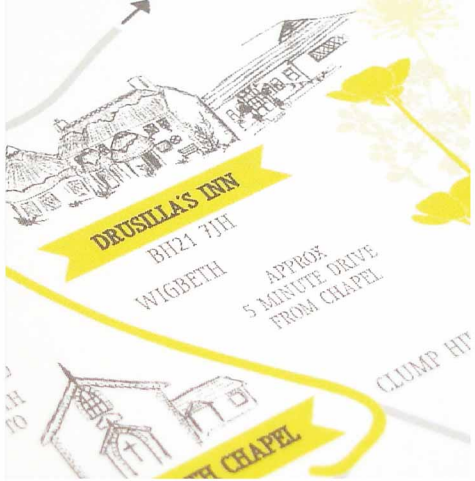
Your story told through design.

{Testimonial}

"Becks did some great design work for us in the run up to and in the aftermath of being awarded a contract by the NUS to supply Fairtrade/ECO clothing to Student Unions across the UK. The contract kicked in on 1 July and runs for two years. Becks designed the pivotal bookmark for us which is serving as the swing ticket on all our NUS "SUstainable" garments.

I just wanted to say that Becks comes highly recommended, so if you are looking for a high calibre, professional designer who is very creative and has a well-honed and targeted imagination – someone who really understands what you are trying to achieve with your brand – then Becks is your person."

Andrew A. - Director & Founder, SUstainable
New Forest



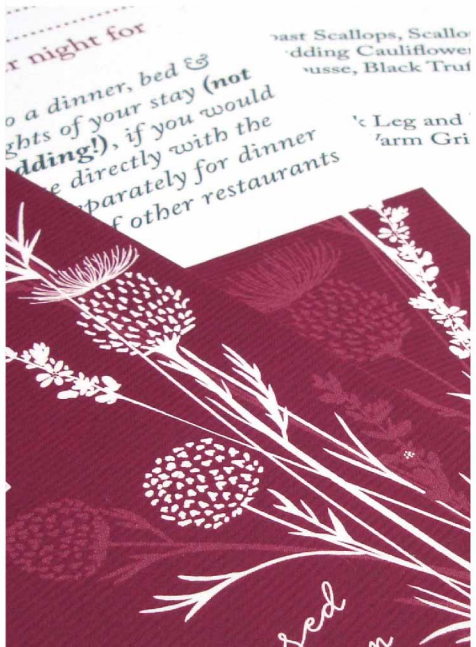
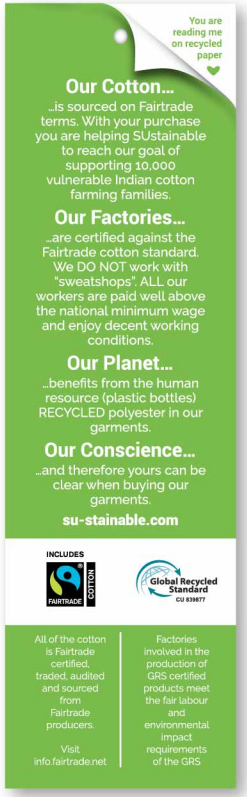
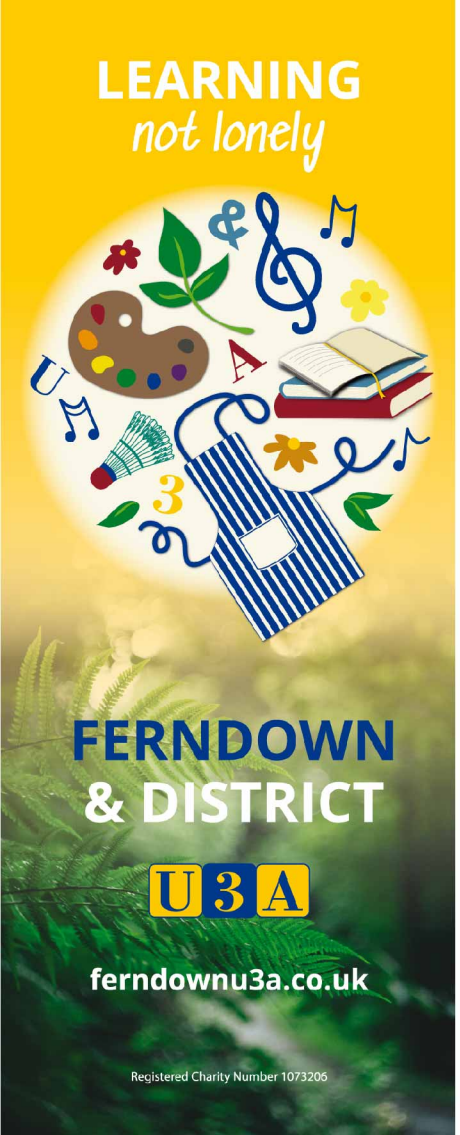
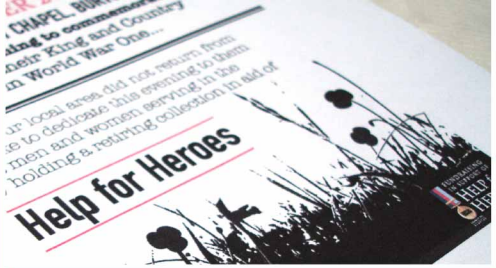


illustration & infographics







"It's always a great experience working with Becks. She asks the right questions and so can produce amazing results!"

Tanya B. – Catena Space, Guildford

considered design

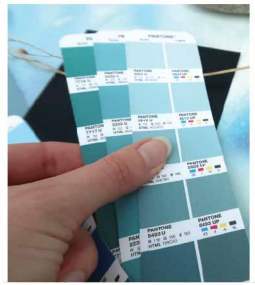
about

Becks Neale is a Designer & Brand Consultant, working alongside ethical founders, charities, community projects and purpose-led organisations to achieve a brand they love by distilling their brand story.

Becks' creative process ensures that your values and purpose are consistently reflected across everything you say and do.

Her design background includes a wealth of experience within the fields of licensed brand, private label, charity, product and packaging design, illustration and brand styling, making her the destination for bespoke design that authentically tells your story.

Attention to detail is intrinsic to her work. Being adept at working with a variety of formats, specialist finishes and printing techniques ensures that from start to finish your story is always beautifully held in the heart of the design.

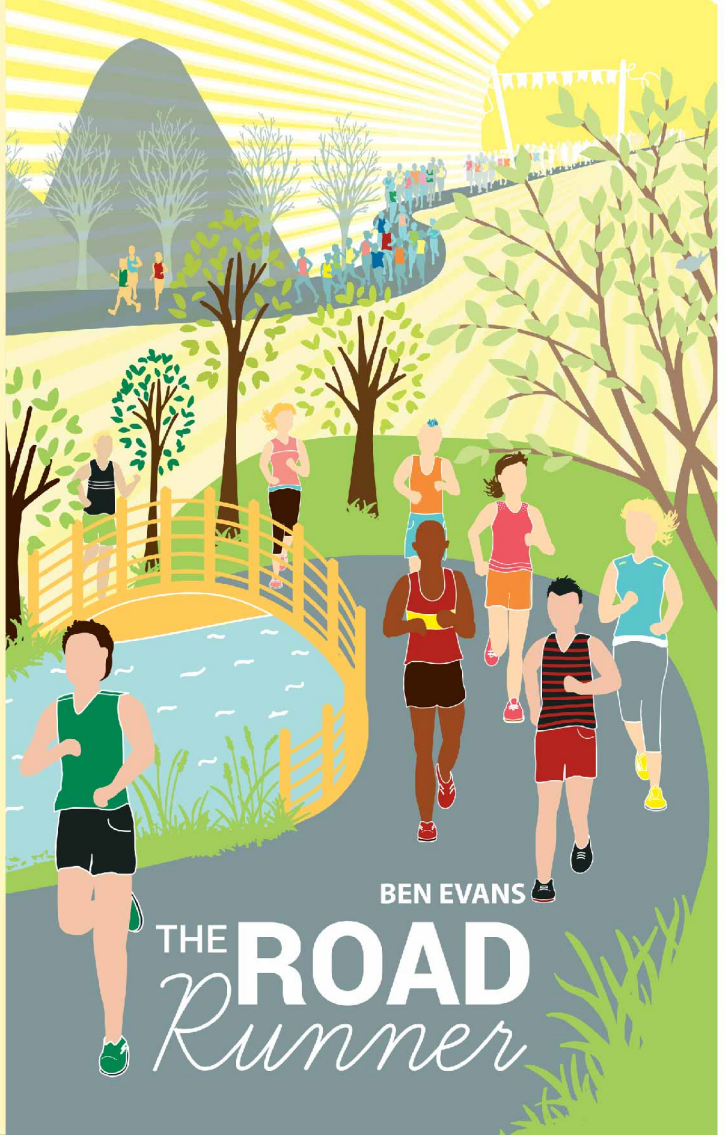


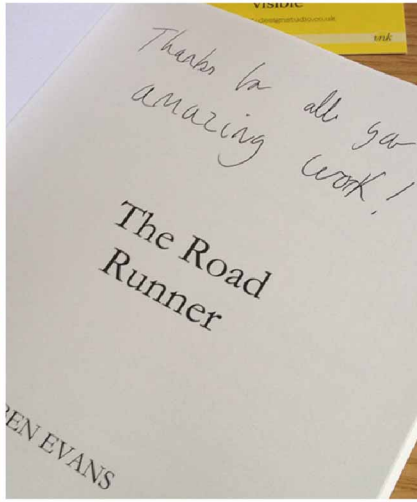
{Testimonial}

"We very much enjoyed dealing with Becks in our book design. Her work was of excellent quality and she offered a friendly and professional service throughout. We will definitely look to use her for further design projects in the future."

"We've now had two book launches, and on both occasions people have pretty much been queueing out of the door. And there has been overwhelmingly positive feedback on the cover!"

Ben E. & Bill W. - Author & Publisher
Kent





It's a creative collaboration
from start to finish – your success
is my success – making a positive
difference in the world brand by brand.

Looking after your brand as if
it were my own,

Becks

Discovery

It all starts with your story and drawing out the pure essence that makes your brand; your brand purpose, personality, values, vision and the difference you make to your clients lives and wider the world.

Creative Thinking

Research and inspiration to connect your values with innovative approaches for your brand and project to help make your passion, purpose and brand personality authentically visible. This is an integral step of the design process, forming and shaping all the details. Every element is considered and selected purposely to elevate your message and tell your story.

Designer Ink

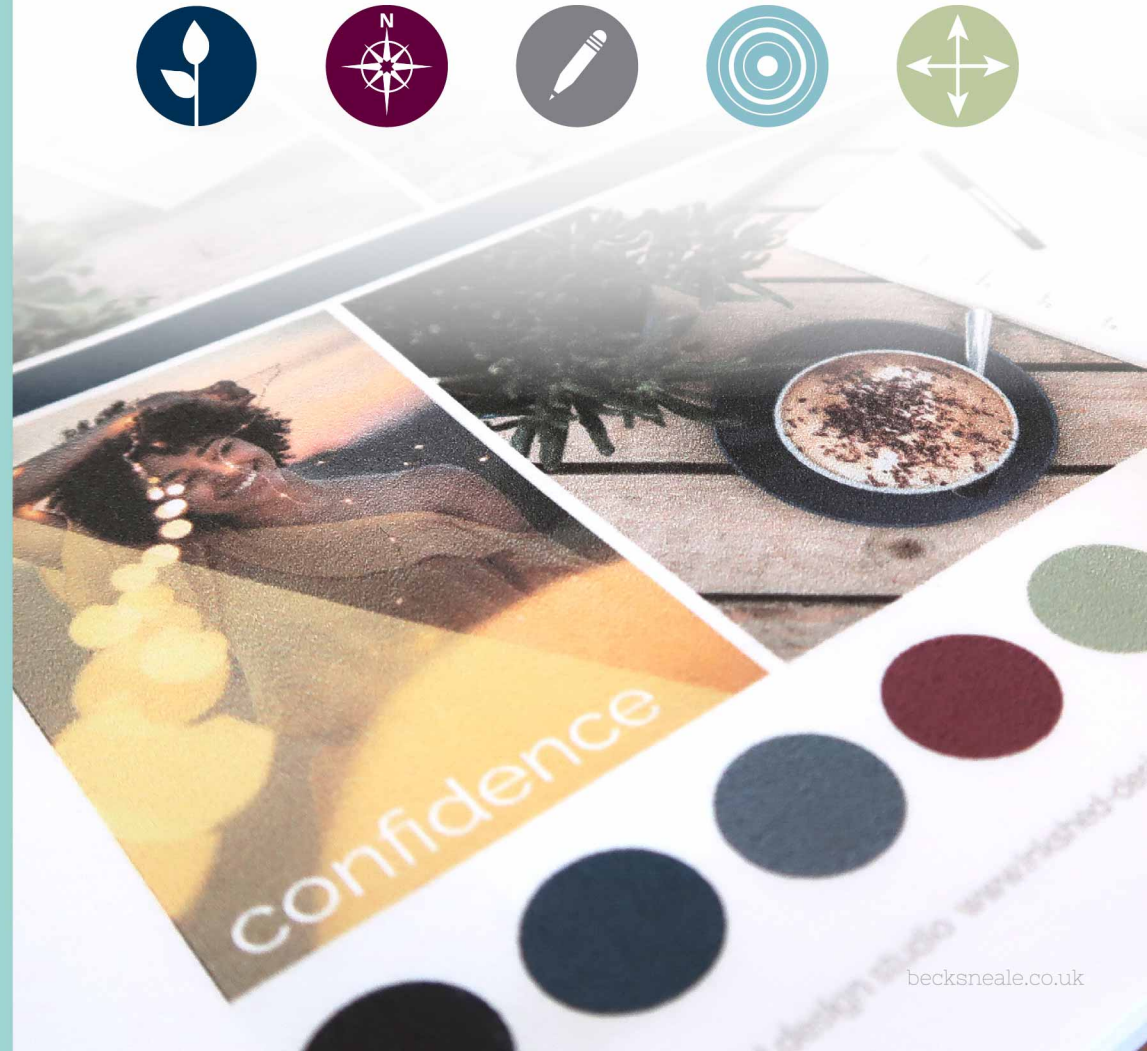
Creating the initial sketches and concept ideas, through to developing and finalising the design for your project. Transforming your ideas into something tangible that's aligned, bespoke and refreshingly you.

These key stages are layered between your design proposal and design approvals. Finishing with the supply of your final design assets ready to use.

{Testimonial}

"I had always loved her creative work...
I had no idea she would have
such a huge impact on my business,
and life, and happiness!"

Jeanne P. - Career Coach
USA



Create

Each piece of content you put out into the world is an extension of your brand. It's part of the bigger story. Which is why it's so important that it is purpose led in styling and creating.

Whether it's a standalone piece of design/artwork you need or a project based over a period of time, the creative process is a collaboration with you. Working alongside you to draw out your unique details and what makes you shine. To understand your aims and needs, and visually express your story through bespoke design.

Refine

Putting into place a foundational structure to help you to implement your brand consistently and tell your story authentically,

Working with you to create your brand style guide, selecting colour palettes, identifying key fonts for your brand typography, creating distinctive logos and bespoke brand assets, through to looking at the finer details and opportunities that the world of print design brings.

Establish

You're at an exciting turning point within your business and you're eager to take your services to the next level to define and establish your wonderful brand experience.

Kindling the sparks of curiosity and aspiration with authentic and fun details to share your story. Delighting your ideal client with considered, thoughtful brand touch points each step of the way of their journey with you.

Take the first step towards starting your brand adventure today.
In this lookbook you will catch a glimpse of the unique brand adventures of some of my other clients who have travelled the path before you, to inspire your brand adventure. Enjoy.

typography styling

illustrative style

Your illustrative style works as an extension to your brand using the screen print effect to evoke the feeling and texture of handmade and down to earth.

A core characteristic of 'screen printing' is the natural imperfections the process creates which all form part of the charm and ties in seamlessly with the feel of
- mishapen, wonky, unique veg
- down in the fields getting muddy
- organic goodness and virtue

Illustrations should be
simplistic, minimal detail
imperfect
limited colour
use negative space as part of the design

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Waste Knot SURPLUS VEG RESCUE

H1 What we do

H2 We're scaling muddy fields and decadent orchards to rescue as much surplus fresh produce as possible!

Body Waste Knot helps make the connection between farms that have surplus produce that may not meet strict, cosmetic criteria and those who can put it to good use. The scale of this colossal problem has reached unthinkable levels.

H3 **Surplus fruit and vegetables for the hospitality industry**

"WOW WOW WOW!! Becks, I love it – thank you so much! You have absolutely captured the ethos and feel of what Waste Knot is."

Jess L. – Founder, Waste Knot Surrey

brand colour palette

A rich, delicious colour palette based on colours found in nature, inspired by the core brand icon root vegetable; the beetroot.

Core brand colours | Neutral colours

Use tints of the colours to add variation and more vibrancy, also use black or white to layer over and contrast, perfect for backgrounds, blocks, strips or borders of colour.

Core colours

Beetroot Red
A vibrant, passionate colour inspiring action

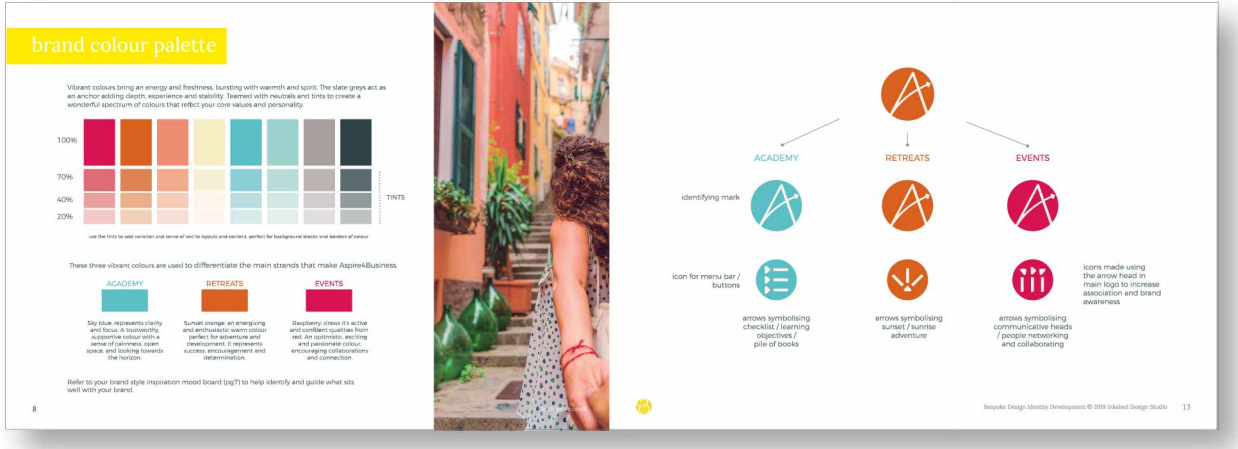
Leaf Green
Strongly associated with calmness, nurturing and growth. Deep shades denote class and sustainability

Spring Green
Representing nature, growth, eco-friendly and new life

6

Waste Knot SURPLUS VEG RESCUE

Brand identity design and bespoke illustrations.



Brand identity design with sub brands and bespoke icon designs

hospice

wellbeing

care

kitchen

Oakhaven
hospice
making every moment matter

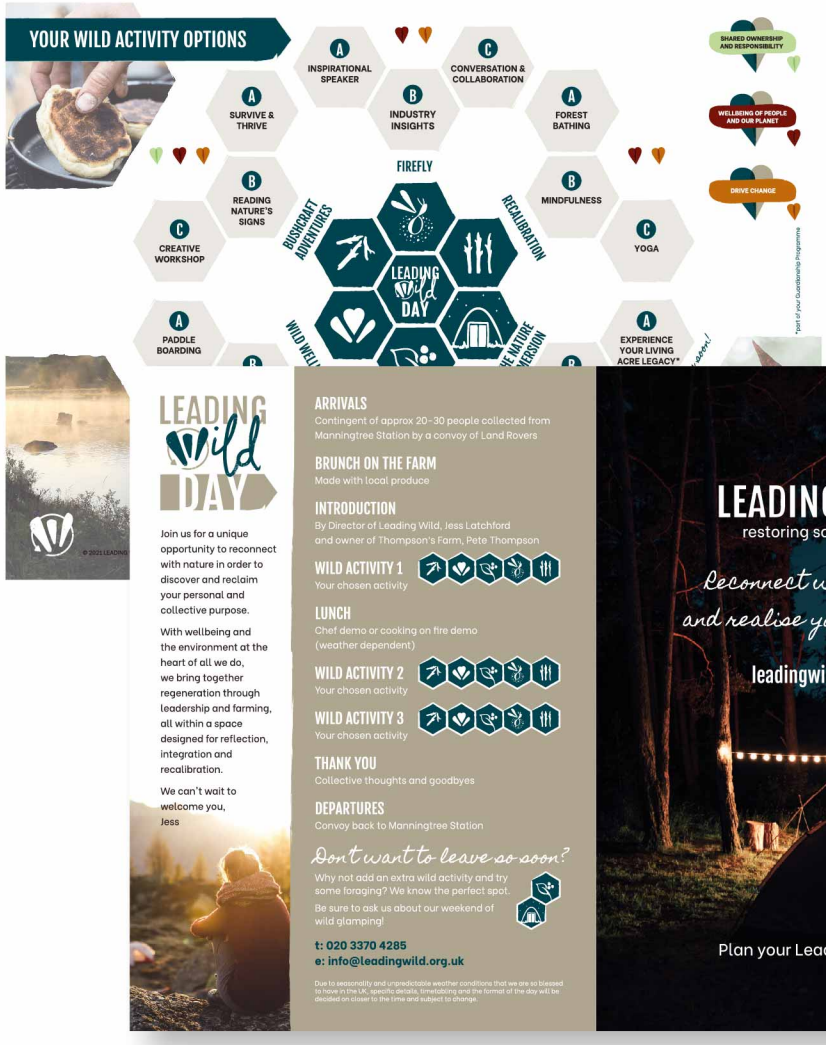
Brand identity design with sub brands

{Testimonial}

"What a pleasure and a delight it was to work with Becks. From the outset she understood who we were and what we wanted to achieve. Professional, timely and competent."

Amanda C. Head of Fundraising & Communications, Oakhaven Hospice, New Forest

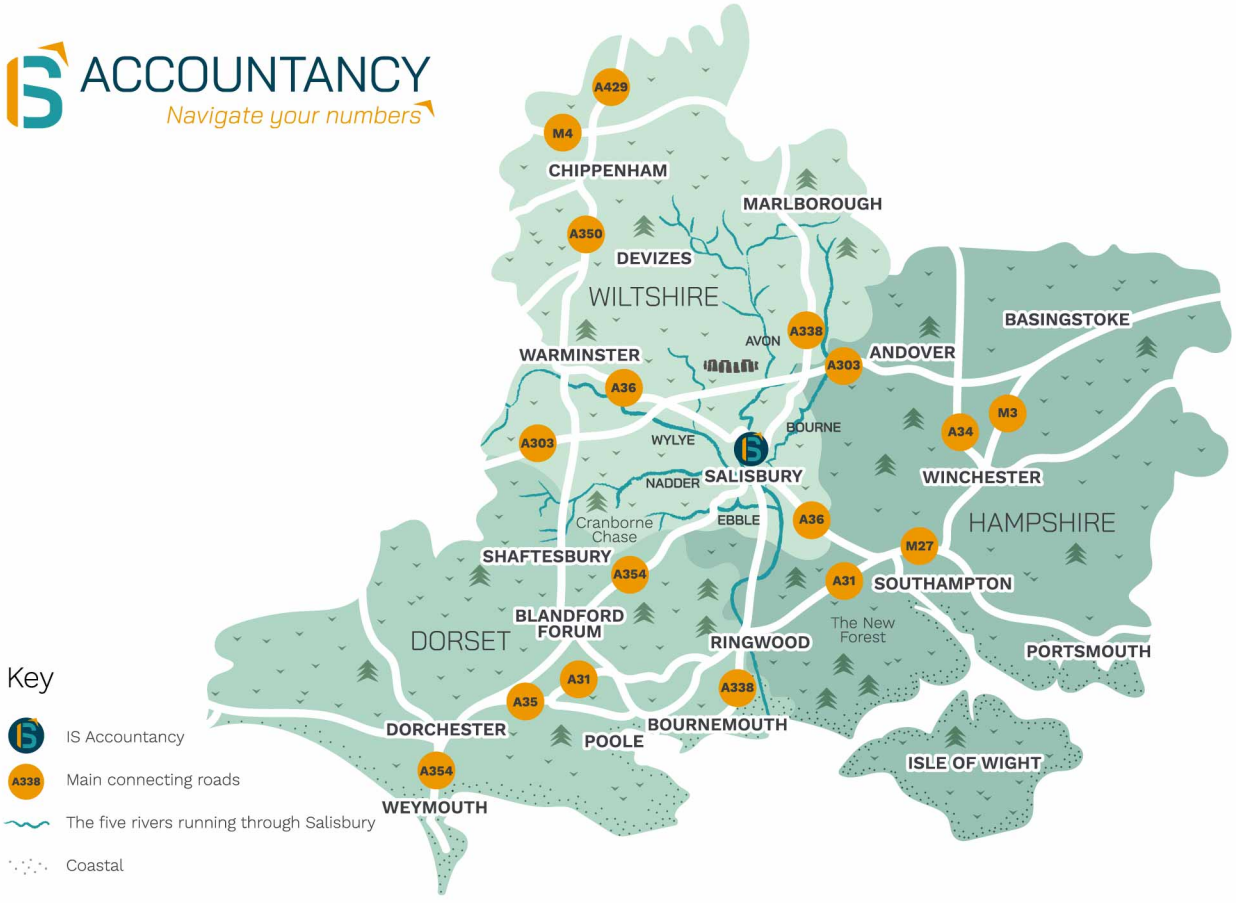
Folded gift certificate design with recipe card and photo holder.
Bespoke illustration and food packaging design for seasonal flavoured olive oil.

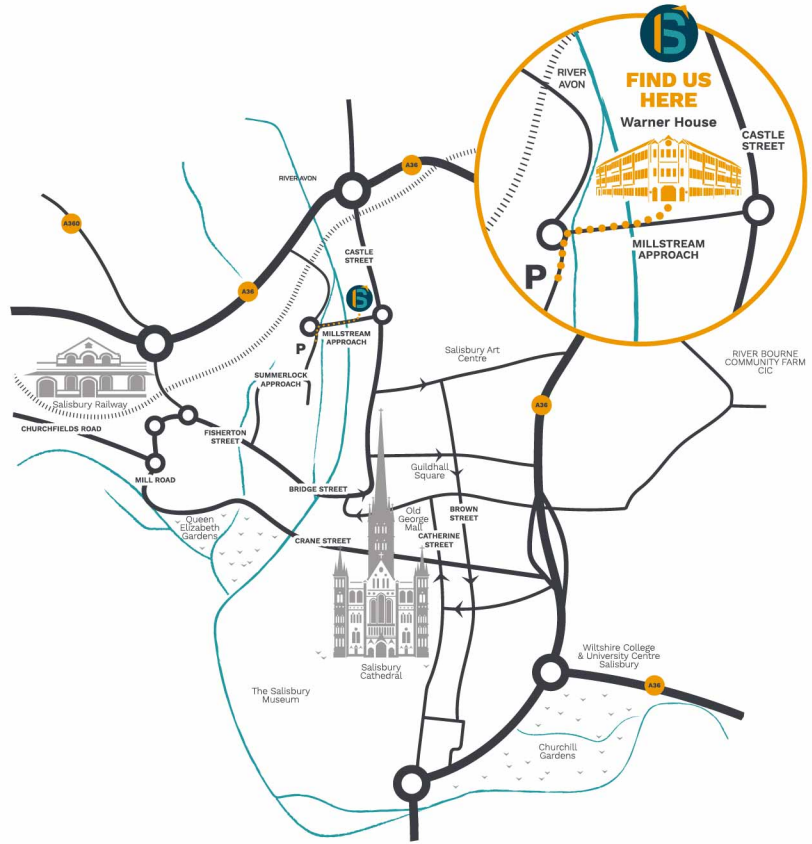


Brand identity design, brand resources and bespoke illustration.

MEMBER
leadingwild.org.uk

ACCOUNTANCY
Navigate your numbers

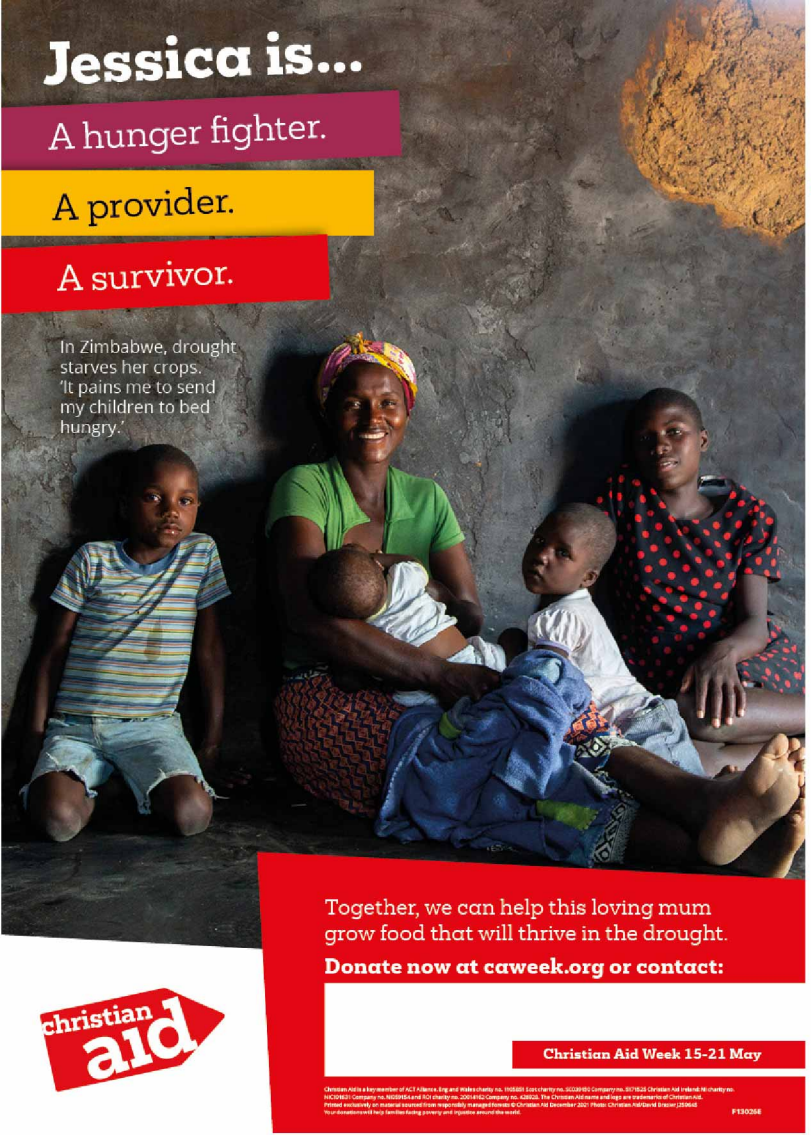


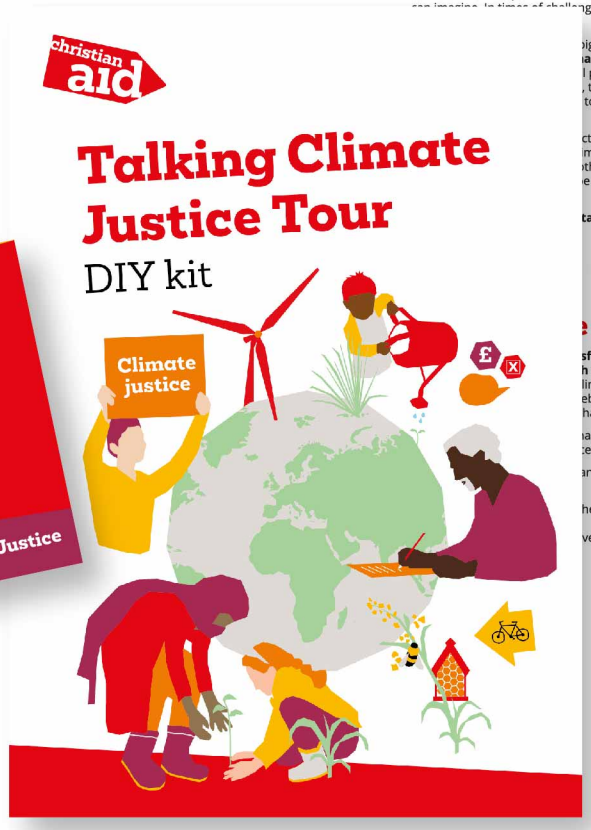


Brand identity design and bespoke illustrated maps.

Introductory invitation style leaflet design.

becksneale.co.uk





Brand campaign resource designs, infographics and bespoke illustrations.

Take the first step towards your brand adventure today

talk with Becks about your project

hello

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