ZAFER YORGANCI **Graphic Designer** | zfryrgnci.netlify.app | **e:** zafer.v2.ai@gmail.com



Portfolio

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Graphic design for me has always been about problem-solving; problem-solving fuelled by curiosity, creativity, and the readiness to listen, look, and collaborate.

To collaborate with clients and the team I'm working with to get to the heart of the problem and create something that works; which communicates a client's values, which they can wholeheartedly embrace and feel proud of, which stands out and differentiates their brand, product or service; while giving their customers the very best experience. Every job and client is unique, and it's why I love what I do. I love helping people solve problems with design, and I would love to do it as a freelancer for you.

Brand Identity

Australian **Investment** Property

The Australian Investment Property Combination Mark
Set in Charlotte Sans

As off-plan investment specialists in Noosa and Melbourne, Australian Investment Property required a brand identity that firmly established them as both trustworthy and knowledgeable while signposting the area of operation, which was their speciality.

Charlotte Sans was chosen for its authoritative tone, described as a modern roman typeface with unbracketed serifs lending it the formal nature of a serif font but with a sharp, contemporary edge befitting the client. This was combined with a graphic boomerang. The boomerang as an Australian icon known for the ability to return to the thrower perfectly encapsulated their returns potential while giving the viewer a clear visual cue as to their area of operation. This was positioned high and to the right of their name to imply a forward, positive trajectory.

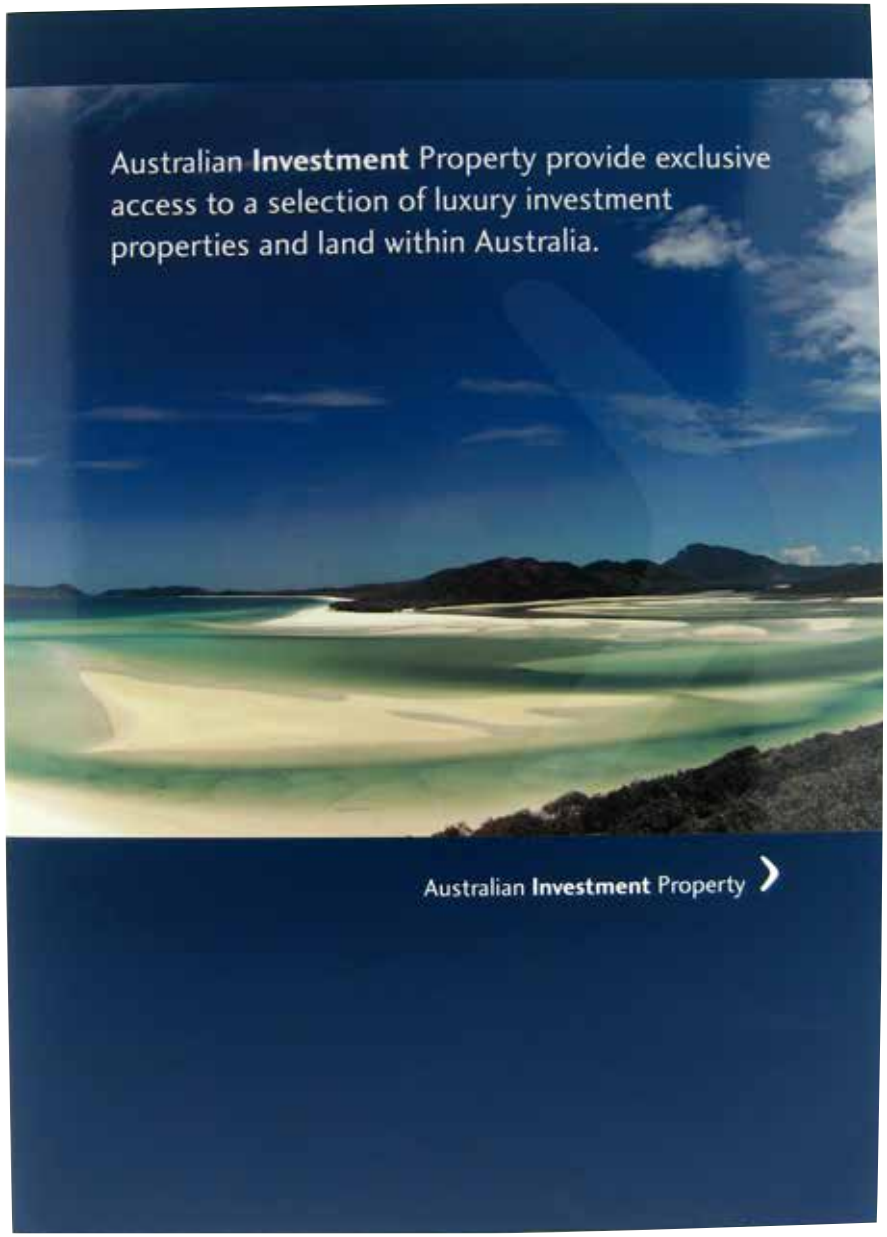
With off-plan developments in some of the most beautiful parts of Australia, photographic imagery was selected for its light and warmth. Typography employed changes of scale but was kept clean to allow the imagery to shine. The boomerang was featured in all promotional materials as visual punctuation and online for navigation purposes. Copywriting was undertaken by the designer.



The Combination Mark And Lead Imagery

Photographic imagery was selected to show the two locations; Noosa (shown here) and Melbourne at their very best.





Australian Investment Property Bespoke Folder

My clients required a folder to house information for prospective investors, which had that special something and added value. A die was drawn in the shape of the boomerang mark which was used to cut the wrap around sections and also for the cuts created to hold their business cards in place. In order to maximise the beauty of the Noosa landscape, a spot UV was applied with the exception of a repeat of their boomerang mark which pointed to the folders edge, giving a clear call to action.

Additional Credits: Printing and finishing by John Price Printers.



Australian Investment Property Print Advertisement

One of Australian Investment Properties print advertisements showing further development of the typographic palette and boomerang mark. Copywriting was undertaken by the designer.

rug couture

The Rug Couture Wordmark
Set in Museo, 700

A joint venture between two companies, Rug Couture, was founded to revolutionise the commissioning and manufacturing of bespoke rugs and runners.

It was born of the opportunities presented by increasing internet connection speeds, distributed hosting and the ability to reduce the client-side processing burden. For the first time, the Director's saw the potential to allow customers to customise products online, in real-time and to fuse their passions of craftsmanship and technology.

The resulting brand identity needed to communicate the heritage of their craft while appealing to a tech-savvy audience of early adopters. It required an international appeal and also the ability to sit well with a myriad of colours and patterns, as a key component of their offering was the vast array of choice their business model allowed. As an initially online only supplier of attainably priced bespoke products, the identity needed to convey their quality while remaining approachable.

Museo was chosen for their wordmark. It offered all the qualities above, and critically the fusion of modernity and heritage in the form of its semi-slab serifs, which almost weave in and out of the surface.



Rug Couture

Custom made Triform rug in the Breuninger five-floor flagship department store in Düsseldorf.

Additional Credits: Photography by Uwe Spoering.



Rug Couture Brochure And Business Cards

With a wealth of ever-changing online rug designs, the Rug Couture wordmark and design details within their e-commerce sites were kept predominantly monochromatic with only very subtle uses of colour. The brochure and business cards, shown above, feature their golden yellow, which was included throughout their physical media to create a memorable, design surprise.

Additional Credits: Digital printing by The Lemon Press.



rug couture was founded in 2008 with the aim of revolutionising the commissioning and manufacturing of bespoke rugs and carpets.

With offices in the UK, America and Australia; we are able to offer our clients the very finest bespoke, master-crafted rugs backed by personalised project management, quality control and global logistics. We do this by fusing our passion for beautiful, hand crafted rugs, the latest online technology, customer care and with respect for all our workforce; we never, ever employ child labour. As an agile company we can accommodate one-off commissions, large scale projects and rapid time scales.

inara interiors

Rug Couture were commissioned by Inara Interiors to produce three bespoke rugs for the launch of the newly renovated Sands boutique hotel on Margate sea front.

Two traditional designs in a modern palette were specified for the Foyer and Restaurant and a stunning contemporary, shaped design for the The Sands Bar. After a discussion of the project we worked closely with owner Nick Connington and Design Consultant Dawn Pirie.

The rugs were all for high traffic areas so we advised on two densely hand tufted pure New Zealand wool weaves for longevity and flame retardancy. The design for the Bar featured a distinctive wavy edge for which careful chamfering was recommended to minimise any trip hazard and safeguard the finish of this statement piece. All three rugs were subtly accented with art silk to add elegance and a light reflective shimmer and were stain treated to assist with any spills. All were required for the hotels re-launch in May and were delivered well within their deadline.

"The samples allowed me to pick the right colour combinations and the graphs and images provided were very helpful in making sure the design was how I wanted.

We would highly recommend Rug Couture. The rugs were exactly what we wanted and look fabulous in the hotel. We have had very good feedback from the public."

Dawn Pirie,
Inara Interiors.







rug couture
www.rugcouture.com | bespoke rugs

Rug Couture Brochure

Cover and two sample spreads. Museo was paired with Museo Sans to provide a broad typographic palette. The layout and type treatment were kept clean and modern befitting their tech-savvy brand, and the inclusion of case studies and testimonials created a compelling showcase.

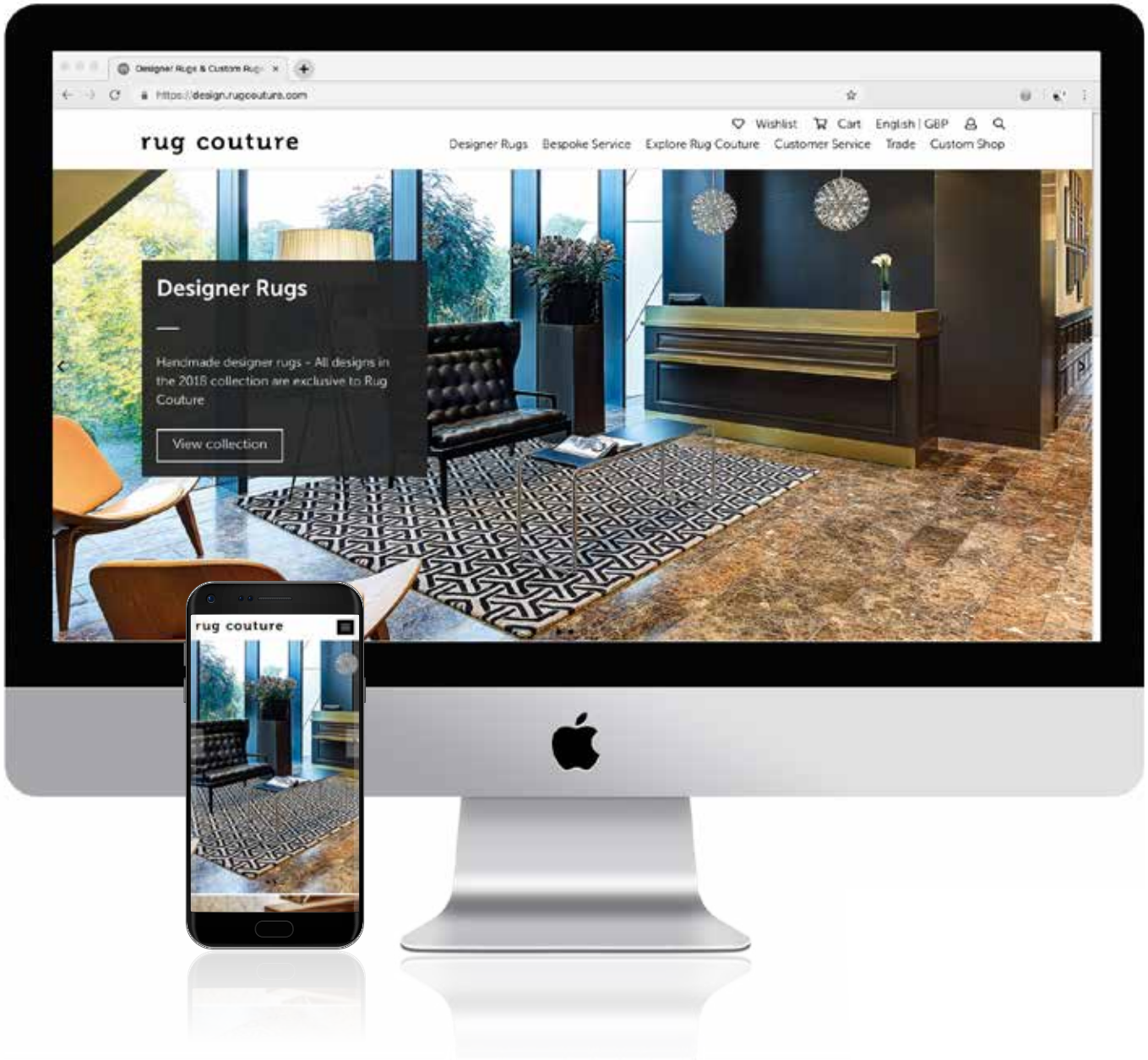
Additional Credits: Digital printing by The Lemon Press.



The Rug Couture Colour Box

The Colour Box contains all the four hundred and eighty colours within their online colour palette. Primarily for the trade, it enables ease of colour matching and includes all RAL K7 colours. Colour selection by the designer with dye formulations developed by Rug Couture's Dye Masters. The box features on-brand Colourplan paper from G.F Smith in Citrine and a WIBALIN® outer.

Additional Credits: CAD and production by Pendragon Presentation Packaging.

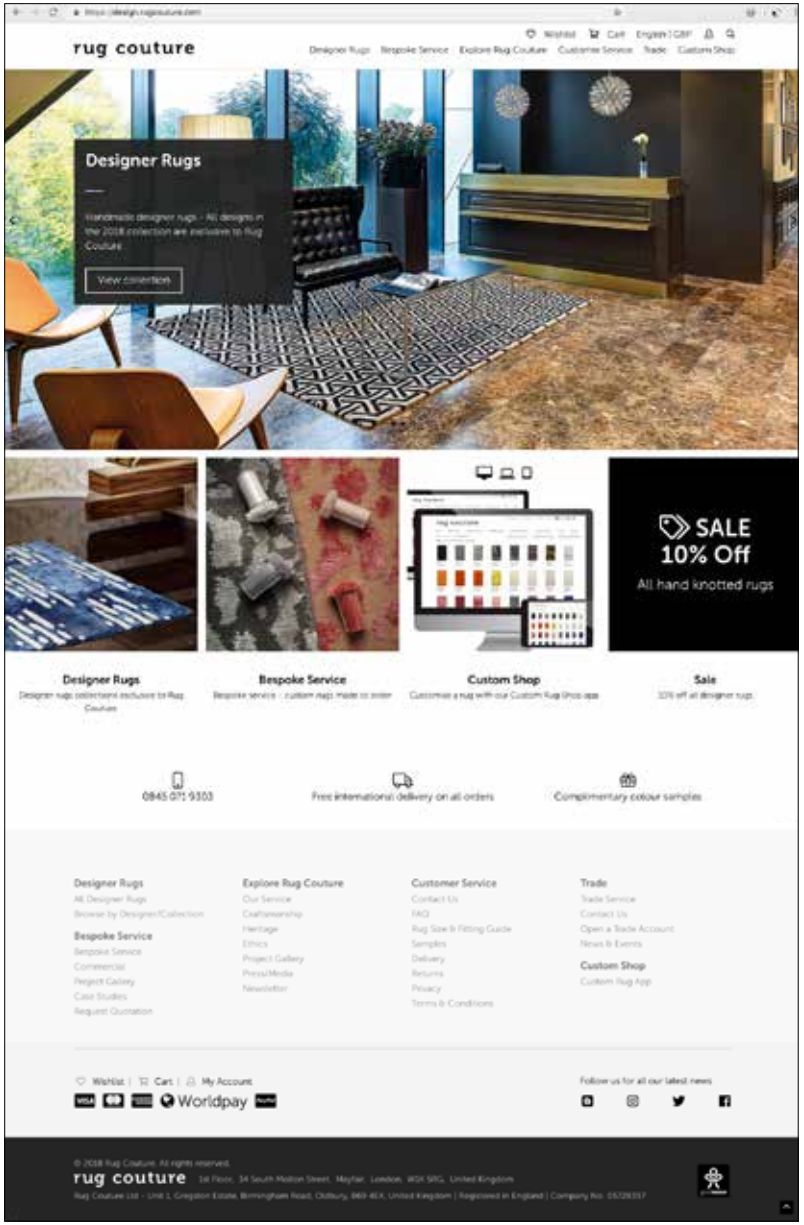


Design At Rug Couture Website

The new website was created to support their newly launched designer ranges. Principally available in hand-knotted heirloom quality, a shift in brand positioning was required. To these ends, luxurious use was made of their beautiful, new product photography while paying careful attention to loading speeds to give an immersive but friction-free experience. The new, fully responsive site will accompany the hard launch of Rug Couture's designer ranges - web copywriting by the designer.

Additional Credits: Bootstrap development by Murray Longworth, template population and custom cart by Rug Couture. Lead home page photograph by Uwe Spoering.

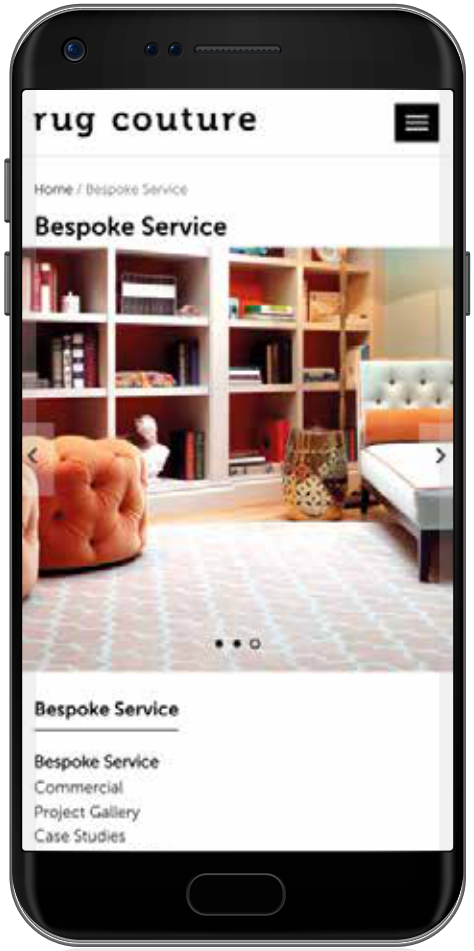


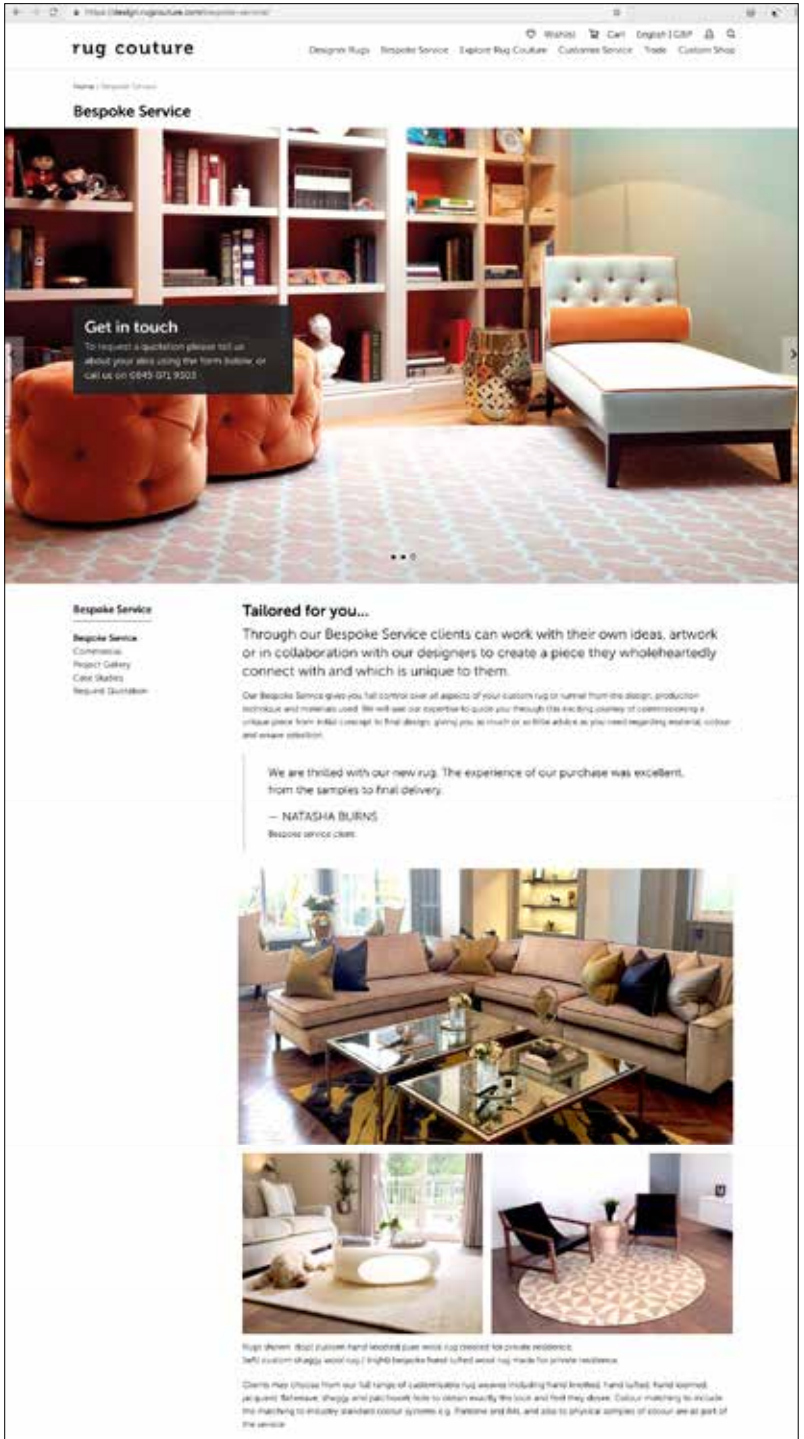


Design At Rug Couture Website

A vital element of the process was ensuring their products looked at their very best across all devices and orientations. Extensive testing was undertaken by myself and Murray using Browerstack. The full desktop version (right) shows ubiquitous header and footer styling together with modules for rotating, featured content.

Additional Credits: Bootstrap development by Murray Longworth, template population and custom cart by Rug Couture. Lead home page photograph by Uwe Spoering. Sumi 墨 Collection photography by Chris Webb Photography.





Design At Rug Couture Website

Mobile and desktop versions of the Bespoke Service page showing a more developed use of the typographic and image palette. Multiple combinations of type and image were created by the designer to ensure content remained consistent yet engaging.

Additional Credits: Bootstrap development by Murray Longworth, template population and custom cart by Rug Couture. Lead home page photograph by Uwe Spoering. Sumi 墨 Collection photography by Chris Webb Photography.

Logos



Rowley Park
Sports Stadium

Surdhwani

Australian
Investment
Property

The Natural
Rug Store



LSx

Logo's - left to right, top to bottom

Rowley Park Sports Stadium	Multi-use stadium
Surdhwani	Asian arts organisation
Australian Investment Property	Off-plan investments in Noosa and Melbourne, Australia
The Natural Rug Store	Online retailer of natural rugs and runners
The Mayor's Marvellous Fun Day	Event celebrating 400 years of the mayoral system in Stafford
The London Sustainability Exchange	Charity addressing the complex barriers to a sustainable London

Trademark taps

THE VEGAN CHEF SCHOOL

rug couture

stafford 10K

Visit Stafford

stafford half marathon

Logo's - left to right, top to bottom

Trademark Taps	Online retailer of taps and accessories
The Vegan Chef School	Fast track vegan chef's courses
Rug Couture	Custom rugs and runners
Stafford 10K	Sister race of the Stafford Half Marathon
Visit Stafford	Visitor information for Stafford
Stafford Half Marathon	Well respected annual half marathon event

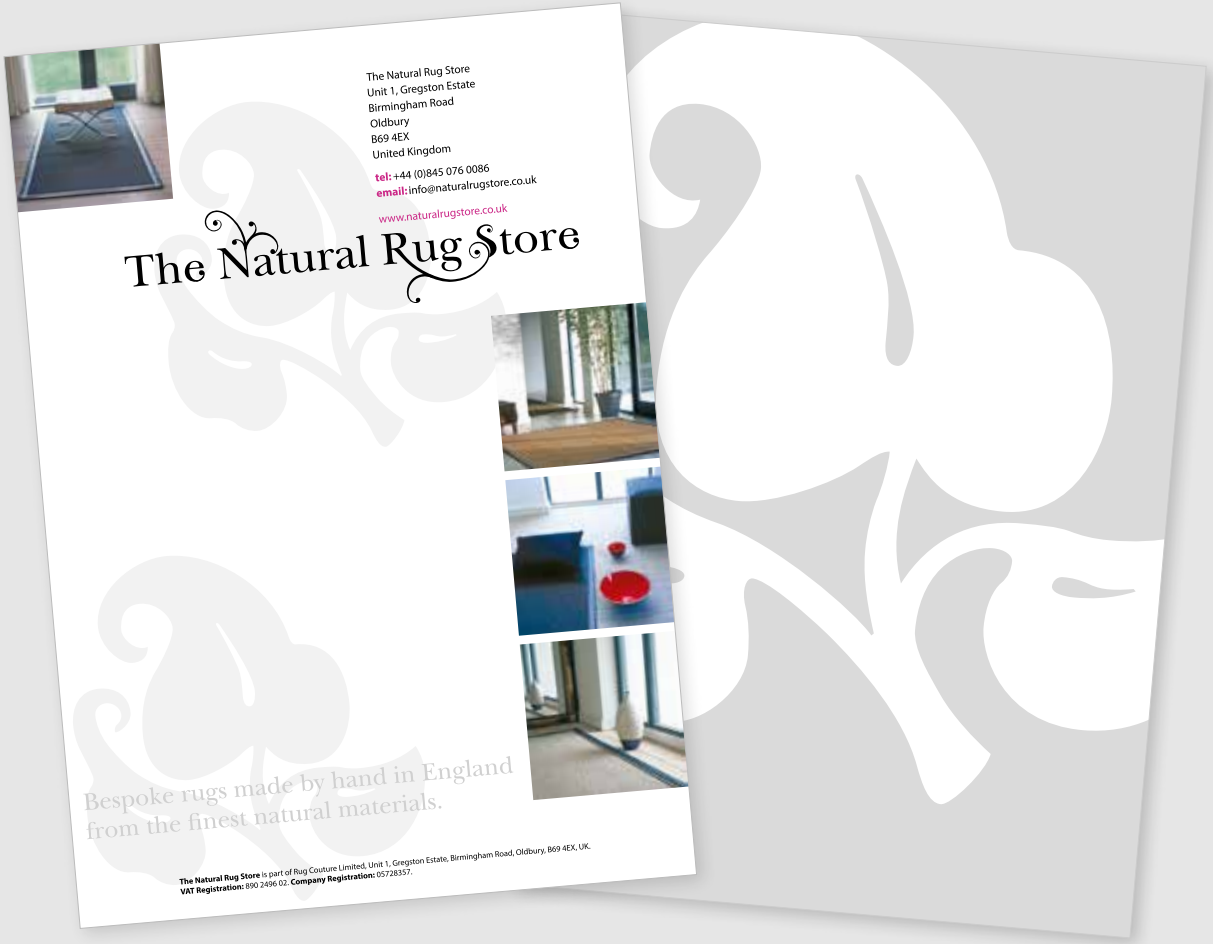
Print



The Natural Rug Store Business Cards

As an online retailer of fine, custom natural rugs and runners; hand made in the UK. These cards were created for the Directors and to accompany potential customers sample orders to add an additional wow factor. They have frequently been complimented together with their products and as a result, assisted conversions.

Additional Credits: Embossing by the Oak Die-Stamping And Engraving Co. Limited, Printing by John Price Printers.





The Natural Rug Store Stationery

Letterheads and compliment slips featuring a single colour reverse print. Additional budget was allocated to these as a new brand in order to reinforce their reputation for quality. Bespoke stickers were created to seal samples which were tissue wrapped for a luxury, seductive feel on opening.

Additional Credits: Printing by John Price Printers.



sports medicine partners is a multi-disciplinary team of experienced practitioners in the field of sports medicine, who have come together to provide a joined-up cohesive service run from local clinics.

Using techniques and skills adapted from elite sports medicine to promote early return to sport. **Sports Medicine Partners** aim to provide support to all those with musculoskeletal injuries whether your goal is to return to work, sport, leisure or to everyday activity.

The team aims to guide you through all stages of recovery from your initial injury through:

- assessment and investigation
- diagnosis and treatment
- functional rehabilitation
- a safe and timely return to activity

2



available on one site



sports medicine partners offer you a unique sports and musculoskeletal injury service; providing access to early diagnosis, assessment and treatment at our sister clinics.

Physiotherapy clinics run daily from each centre, where our priority is the early assessment of your problem.

Where appropriate, our **experienced physiotherapists** will offer you hands on treatment using established manual techniques and advise on a programme of exercises to re-establish movement and strength of your joints and muscles. If required, appointments can be made to see one of our team of **sports physicians**, each with their own experience and involvement in high level sport.

Here, **diagnostic ultrasound** may aid diagnosis and many treatments, such as injections can be arranged on-site. Further investigations, such as **MRI scans**, may be organized at nearby centres.

Links with **exercise centres**, mean that the final stages of rehabilitation, where it is important to build aerobic fitness, strength and coordination, can be monitored and overseen by our practitioners.

Lichfield Clinic

- 30 minute **free** street parking, short stay car park nearby

Clinical facilities

- Four consulting and treatment rooms
- Diagnostic ultrasound
- Joint and soft tissue injections
- Hands on manual therapy
- Spinal manipulation
- Acupuncture

Rehabilitation facilities

- Supervised exercises at nearby health club

Sutton Coldfield Clinic

At Bannatyne's Health Club

- Free car parking

Clinical facilities

- One consulting and treatment room
- Diagnostic ultrasound
- Joint and soft tissue injections
- Hands on manual therapy
- Spinal manipulation
- Acupuncture

Rehabilitation facilities

- Supervised exercise in gymnasium and luxury pool

3 4

sports medicine partners

Physiotherapy and Sports Medicine Clinics

Assessment, diagnosis, treatment and rehabilitation of musculoskeletal conditions and sports injuries

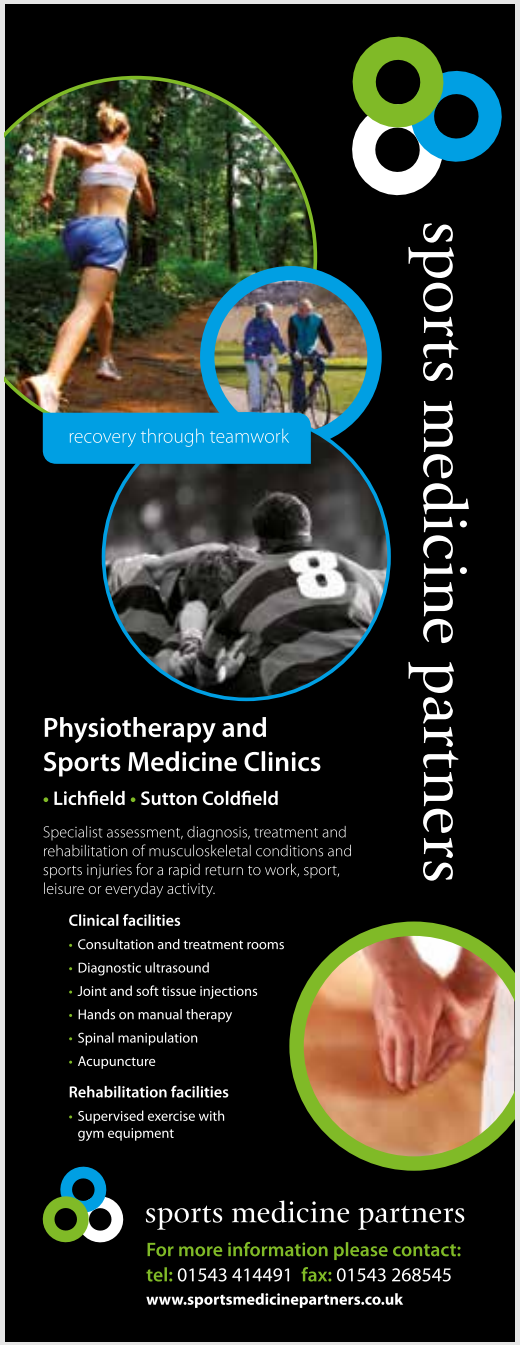


• Lichfield • Sutton Coldfield

Sports Medicine Partners Brochure

A multi-disciplinary sports medicine clinic in Lichfield. The Sports Medicine Partners identity and related publicity materials were developed to showcase their highly progressive approach to injury treatment. Clean use of colour and shape was employed appropriate to the medical nature of their work and to reinforce their level of expertise. This was spearheaded by the authoritative yet modern air of the font used in their combination mark.





Sports Medicine Partners Stationery And Pull-up Banner

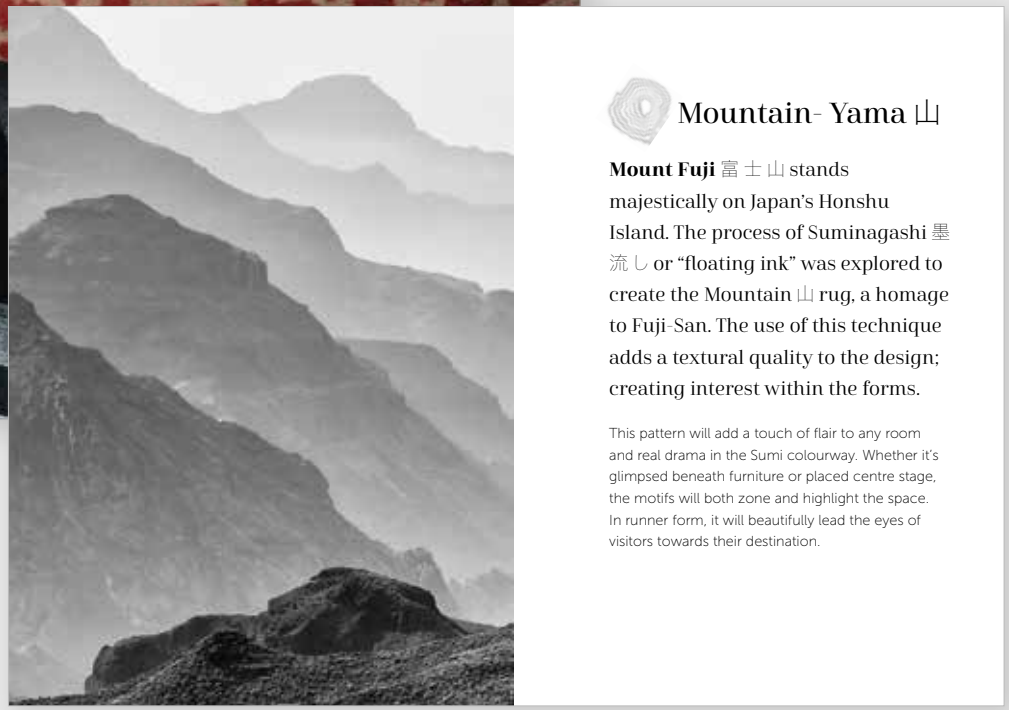
The stationery features a wrap-around print of their logo. The placement of which was explored to add an element of playful modernity to the design, as one of the many nice features of the team was their approachable and forward-thinking nature. The pull-up banner was designed to welcome visitors to the clinic and also to be used at events. Care was taken to position the type at a suitable height and size for reading.



Sumi 墨 Rug Collection Brochure

Throughout my time with Rug Couture, I gained great insight into rug production techniques and materials. Surface pattern design has always been an interest of mine, so when the opportunity arose to design a collection myself, I was delighted. The Sumi 墨 Collection comprises eight co-ordinating designs, originally produced in ink and drawing inspiration from Japanese aesthetics. The brochure shown was designed to accompany the range which was launched at Decorex in 2017.

Additional Credits: Digital Printing by Solopress.



Mountain- Yama 山

Mount Fuji 富士山 stands majestically on Japan's Honshu Island. The process of Suminagashi 墨流し or "floating ink" was explored to create the Mountain 山 rug, a homage to Fuji-San. The use of this technique adds a textural quality to the design; creating interest within the forms.

This pattern will add a touch of flair to any room and real drama in the Sumi colourway. Whether it's glimpsed beneath furniture or placed centre stage, the motifs will both zone and highlight the space. In runner form, it will beautifully lead the eyes of visitors towards their destination.



Mountain - Yama 山



Colour: Sumi

Knots: 100
Material: New Zealand wool



Colour: Moonlight

Knots: 100
Material: New Zealand wool and art silk



Colour: Sandstone

Knots: 100
Material: New Zealand wool and art silk



Colour: Slate

Knots: 100
Material: New Zealand wool and art silk

Product Design



Mountain Yama 山 Rug

Custom made hand-knotted rug in New Zealand wool exclusively from Rug Couture.

Additional Credits: Photography by Chris Webb Photography. Translation by Phil Smy.



River Kawa JII Rug

Custom made hand-knotted rug in New Zealand wool exclusively from Rug Couture.

Additional Credits: Photography by Chris Webb Photography. Translation by Phil Smy.



Stafford Half Marathon Finishers Medals

A well-respected race within the running community, their complimentary finishers medals and t-shirts formed a crucial part of their marketing strategy. This shows the 2017 medal which features the Half Marathon and Leisure and Culture brand identities I designed realised with a one colour print to the ribbon, embossing, de-bossing and enamelling within the medal face.

Additional Credits: CAD and medal production arranged by the client, Stafford Borough Council.











Stafford Half Marathon Finishers T-shirts

I had the privilege of designing the complimentary finishers t-shirts from 2014 - 2018. These are shown left to right and top to bottom.

Additional Credits: Dye-sublimation t-shirt printing 2017 and 2018 by Scimitar.

Editorial





The Charm Offensive Zine

The free Charm Offensive Facebook Group was started by Jon Buchan with the aim of educating its members on the art of developing creative and entertaining lead generation and marketing campaigns. The zine shown was developed for members of the paid-for offshoot Charm Offensive Professional. I extended the existing Charm branding Jon had in place with a broad typographic palette and consistent use of the Charm pink and its tints coupled with beautiful full-colour photography and illustration. Issue 06 shown (left) features a typographic illustration by the designer. All issues are perfect bound and printed with eco-friendly inks.

Additional Credits: Digital printing and finishing by Solopress.



How To Get PR Coverage

By Jon Buchan

A lot of content produced by brands... ... Isn't worth the paper it isn't printed on. Do rant on, Jonny, please... OK. I will.

iStock.com/CSA-Archive

IN-DEPTH BREAKDOWN

Many 'viral' videos built by brands have just a handful of views. Maybe the videos were too clever for consumers? Maybe it's our fault?

They are hundreds of branded iPhone apps developed with gigantic budgets.

Unfortunately, they were apps that nobody once ever wanted, even for a split second. Or the apps were just way ahead of their time. Maybe they're just about to be the new craze that sweeps the nation and I'll look like a complete idiot.

The trusty infographic is no safe haven. The Internet is littered with infographics that are confusing, ugly and of interest to almost nobody.

Most corporate blogs have the authenticity of camouflage and the charisma of a lawnmower. I'd wager most people would prefer to read a blank A4 refill pad.

Content marketing backed by principles and processes will lead to impressive positive PR coverage in highly trafficked publications - both ones you'd expect to appear in and some that will put you in front of entirely new audiences.

Consumers will voluntarily talk about your content and brand on social media platforms in a positive light.

The links generated from the PR coverage and other influencer outreach will deliver direct traffic but also improve your rankings in Google for even the toughest of keywords.

Principles, Processes And Possibilities

What do I bring to the table?

I know the key principles that make people interested in content.

I know the processes that mean you won't waste money on ideas that don't resonate. When you bring these key processes and principles together, and they are strictly adhered to, I guarantee your content marketing efforts will be successful.

"Content marketing has the ability to improve on more success metrics than any other form of marketing."

GUEST ARTICLE

How To *Seduce* Your Market When Your Hands Are Tied (SM Style)

By Beki Dunmire

So you're a marketer. I'm guessing you know the point of marketing is something like **"to find, connect with, convert, and keep profitable customers."**

Photo by Designecologist (edesignecologist from Pixels.

GUEST ARTICLE

"[Marketing] must seduce, shape, and perhaps more importantly, evoke an emotional response." April Greiman

Solve problems. Build value. Stir emotions. Get them to say yes with their wallets. Keep 'em coming back for more.

This is easy enough when you're marketing something for the Average Joe like plumbing repair, a restaurant, a G-rated dating service, or dog obedience training.

There are tons of videos, courses, and books out there about how to market mainstream stuff.

Yeah, yeah, yeah…but what if you need to be naughtier than that?

What if you've got to market products or services for Joe Blow that will make your sweet conservative grandma blush? (Bless her little heart.)

Know what I'm getting at?

Come a little closer. Let me whisper it in your ear…

I'm talking about the good shit.

I'm talking about marketing products and services related to vices. The taboo. The naughty little secrets so many share and explore in their private lives (but don't necessarily want their entire social network to know about).

There are so many delightfully devious debaucheries to delve into, but for the sake of this article, let's get sexy…maybe even a bit kinky.

The market for sex-related products and services is huge (engorged even – jacking up to a revenue of $9.5 billion in 2017) and getting bigger as "growing social acceptance of sex paraphernalia" stimulates it toward climax.

This is on top of porn…although let's not beat around the bush here, porn is an impressively large industry on its own with a revenue of $568.3 million in 2017.

People want to indulge. They need to get down and dirty. The dopamine surge that comes with being so very bad in a way that feels so very good can be addictive. They want to let go and enjoy life to the fullest. They crave that full-body satisfying release that makes their toes curl.

One method of release is exploring sexual fantasies or enhancing their sex life with something new and exciting. This includes sex toys, romance and erotica books, info products and events about enhancing sexuality or seduction (aka how to get laid a bunch), and much more.

Please understand that I am not condoning or talking about illegal activities.

I'm talking about the things your mama/friend/society tells you that you shouldn't do because they're "not proper" but you still do anyway because they're so damn attractive and arousing. (You naughty minx, you! I love that about you.)

People want to be naughty in legal ways and they're willing to pay – so what's the problem?

The problem is the Big 4 SM (social media) gods tightly wrapping their advertising restrictions around your words, effectively tying your hands and censoring your marketing efforts.

Big social media doesn't want you to talk about these things out in the open. They will gladly punish you for being such a filthy little advertiser.

You can't talk about sex for pleasure. They don't want you to be suggestive. They like it with the lights off for procreation only, thank you very much.

Restrictions related to adult sexuality in social media advertising include (but are not limited to):

+ sexual enjoyment/enhancement information products
+ adult sexual toys
+ adult content (suggestive pictures)
+ sexually explicit content (alluding to sexual activity – e.g. 2 sets of feet peeking out from between sheets with one set pointing up and the other pointing down like a person was laying on top of another person facing each other… you know, missionary style…) and

The Charm Offensive Zine

A highly flexible grid and a clear typographic hierarchy was developed, with styling for in-depth and guest articles shown here. Each issue was perfect bound with inners printed on 100% recycled, uncoated stock using eco-friendly inks. The heavier weight cover was printed on a 55% recycled silk, and matt laminated for extra durability.

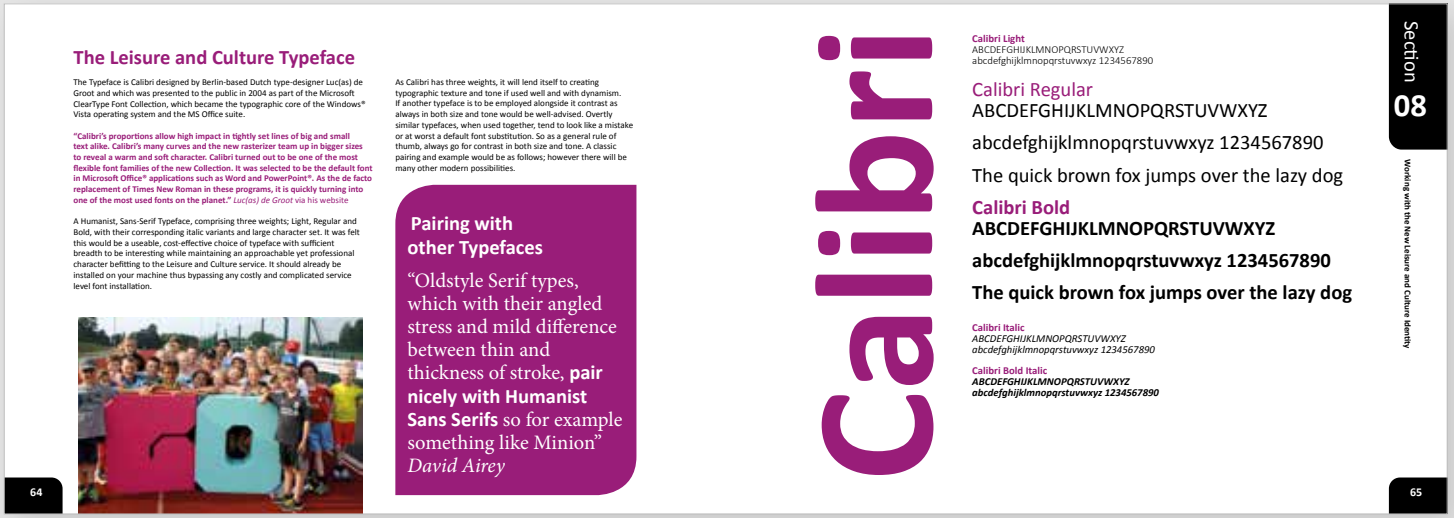
Additional Credits: Digital printing and finishing by Solopress.

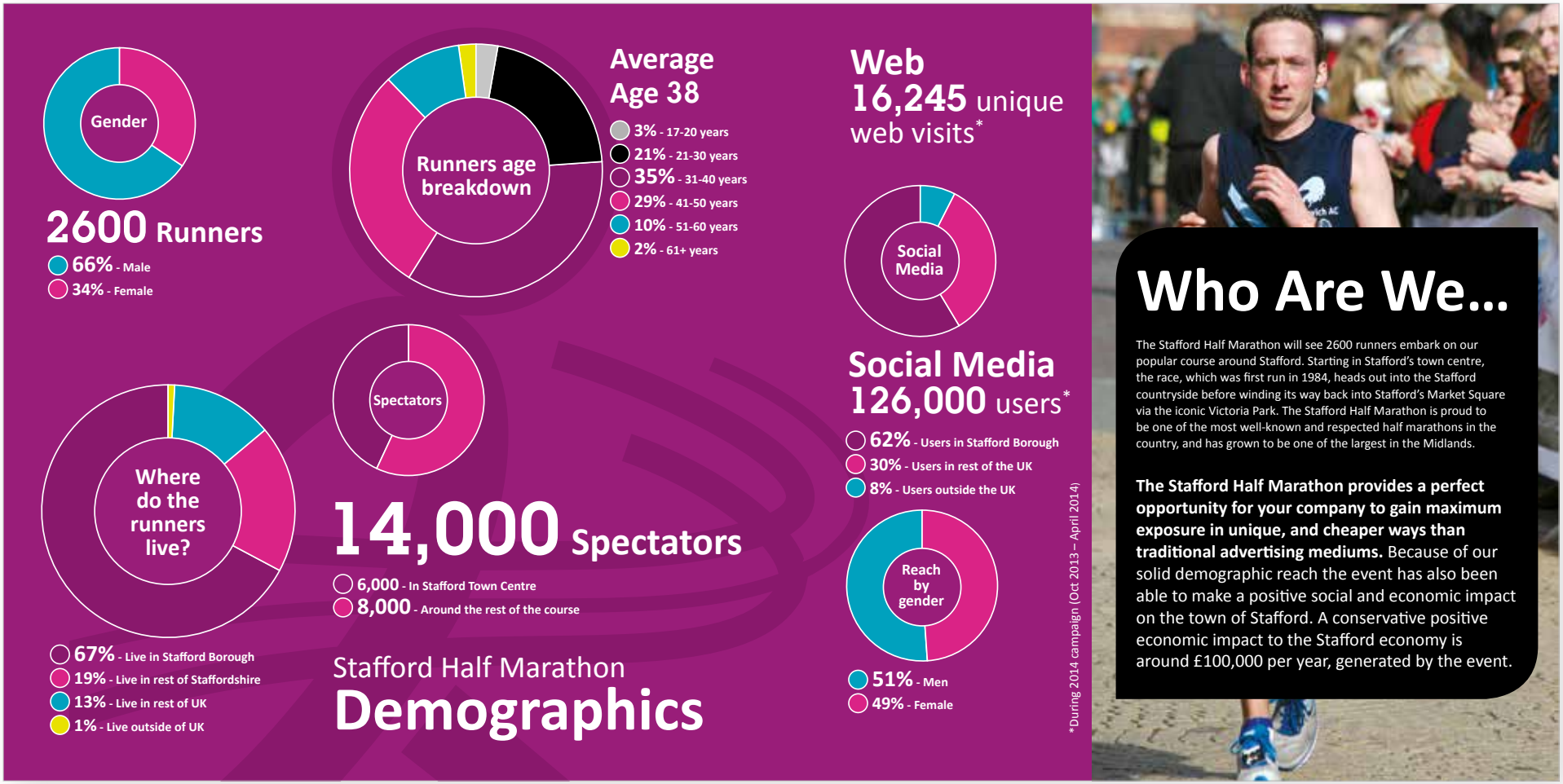


Stafford Borough Council
Leisure and Culture

Stafford Borough Council Leisure And Culture Brand Book

The Stafford Borough Council Leisure and Culture re-brand was a challenging brief as the resulting combination mark needed to incorporate the existing council branding together with the different sub-brands within the department. All attendees to the launch event were given a hard bound copy of the brand book from which these two spreads are shown. This covered everything from its inception, correct and improper usage to imagery, tone of voice and standard operating practice for staff.

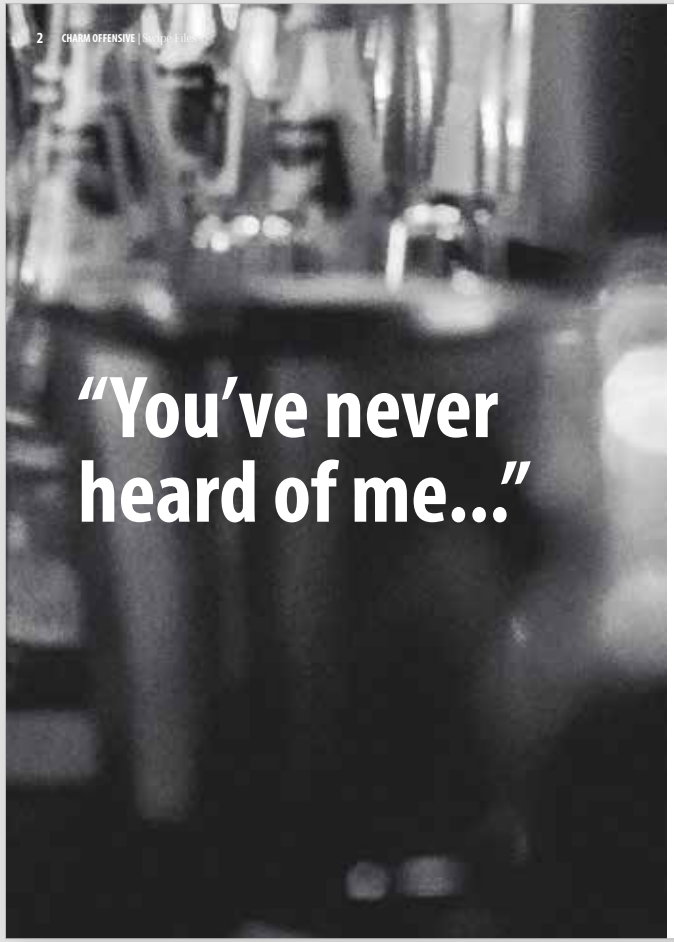


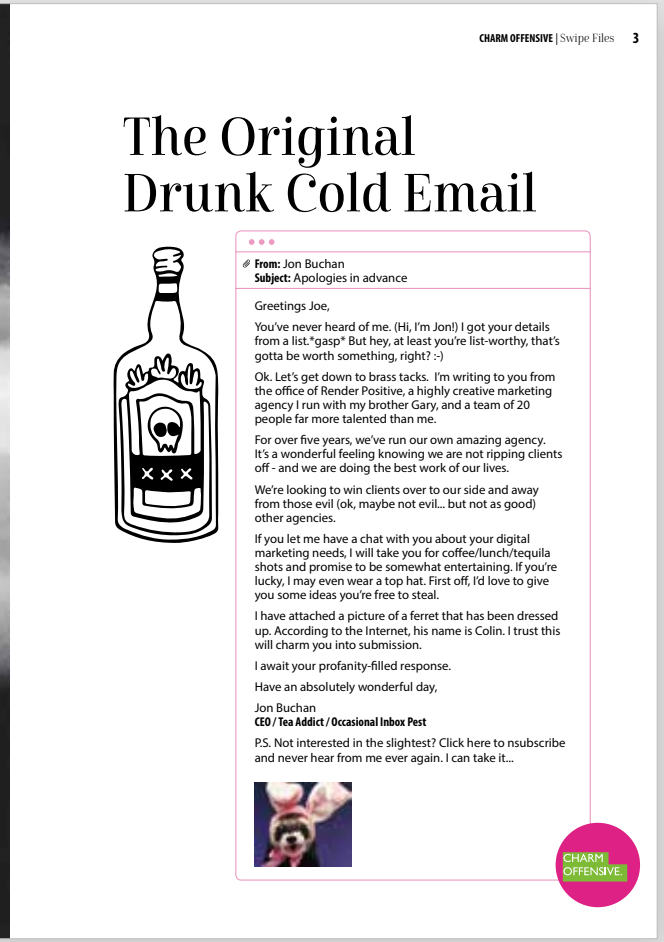


Stafford Half Marathon Sponsorship Booklet

The Stafford Borough Council Leisure and Culture marketing team used their data to present an excellent case for prospective sponsors of this popular event. My brief was to translate this into a form which was impactive and which clearly showed the opportunity. The infographic shown was developed to showcase the key facts and figures of their demographic. The styling featured elements of both the main Leisure and Culture branding and Half Marathon event branding.







Charm Offensive Swipe Files

This magazine-style PDF was sent to all attendees of Jon's Charming Copy Crash Course event. The resulting styling built on Jon's highly effective approach of using humorous animal photos as a part of his lead generation strategy. The typographic styling employed on the zine was extended across this thirty-page PDF which also included detailed breakdowns of his email templates so attendees could customise these based on a real understanding of why they worked rather than just merely replicating them.

ZAFER YORGANCI **Graphic Designer** | zfryrgnci.netlify.app | **e:** zafer.v2.ai@gmail.com



Say hello___