

# DARREN PERRY





**SPACE CADETS CAMPAIGN**  
**CHANNEL 4**

ADVERTISING / MARKETING / PRINT

The poor suckers. Stuck in a de-commissioned East Anglian airforce base with the entire UK population laughing at them. Many top-secret design larks ensued - I was hidden away with the AD and copywriter for nigh-on 3 weeks creating everything from contestants' sew-on badges to 96sheet banners.

→  
**96sheet banner**  
(looking slightly worse for wear in Hoxton Square)

→  
**3x 6-sheet poster designs**



**Boldly  
going  
nowhere**



**Space Cadets**  
**7th-16th December at 9pm**



## PAN PARKS BRAND CREATION

BRAND / MARKETING

The good - mostly Hungarian - folks at PanParks needed a bit of a spruce-up, a bit more direction and a lot more understanding of just exactly what it is they do and how they'd best do it.

We helped them get to the bottom of that - they 'Protect Europe's Wilderness' (no mean feat) - and now they do so in a much more successful, entirely more coherent manner. From defining the brief, through naming, group workshops in log cabins, concepts, and full delivery of initial materials, brand assets and comprehensive usage guidelines.

[www.panparks.org](http://www.panparks.org)

←

### Logo development

Things change during a 3 stage, 3 route development and refinement process. Here's some evolution.

↓

### Final logo palette

12 different National parks across Europe meant that no one single animal would be appropriate for all.





**RHYTHMS IPHONE APP (AND WEBSITE)**  
**TEARFUND**

DIGITAL / MOBILE

So this was a first. And an ambitious first at that. A 'gamified' lifestyle app, blog and website for Christian relief and development charity Tearfund from conception through to full delivery. UX, AI, Alpha testing, Beta testing, Social Networking integration - you name it. The learning curve was off, out the door and through the roof from the very get-go.

Among other things, we worked in constant tandem with our illustrator TK to produce well over 100 separate tree sections describing actions as diverse as 'Twinning your toilet' to confronting your bank manager about ethical policies.

[www.rhythms.org](http://www.rhythms.org)  
[www.village.rhythms.org](http://www.village.rhythms.org)

→  
**iPhone app screens**  
Starting top-left, there's something of an example user journey being played out - a short trip around the app.

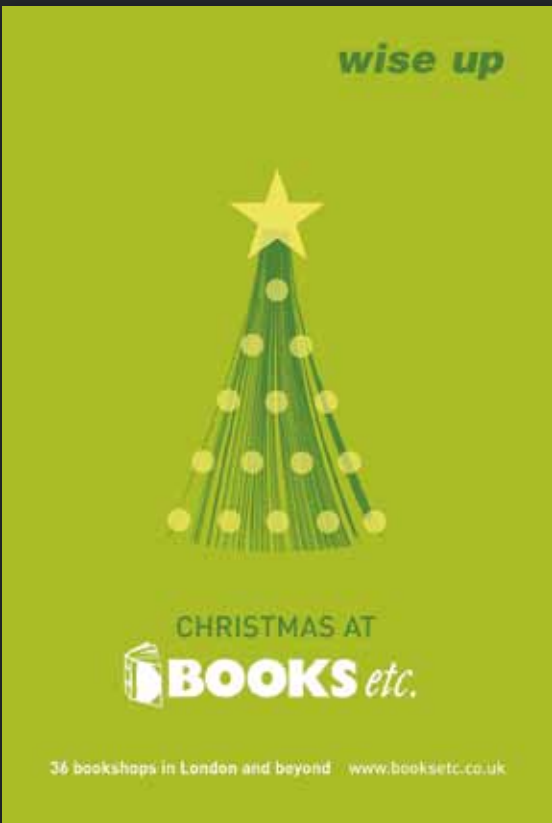
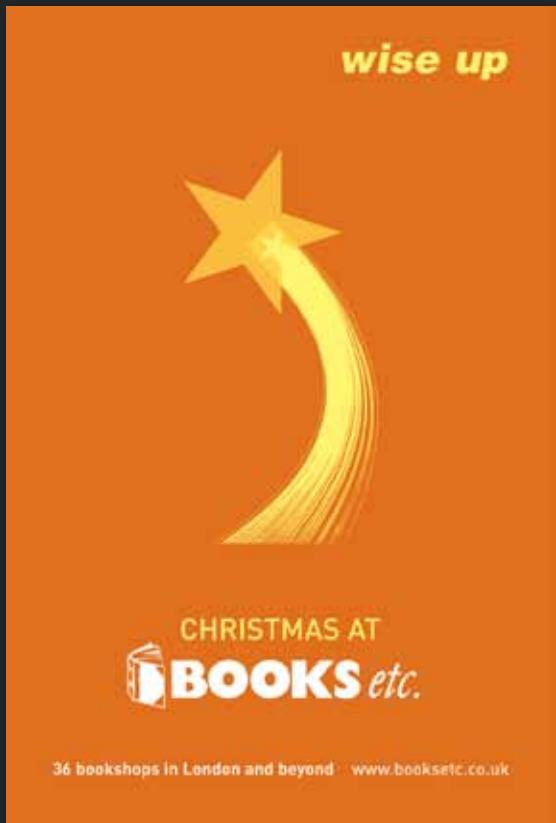




CHRISTMAS CAMPAIGN  
BOOKS ETC

ADVERTISING / MARKETING / PRINT / ILLUSTRATION

The beginning of a beautiful relationship with Books Etc. A four-way pitch led to a commission: to arrive at a simple, fresh, iconic, immediately recognisable way of shifting more books at Christmas-time.



↖ Cross-track / bus shelter / escalator poster / press advertising designs  
Amazing how far you can get with a bendy paperback and a photocopier.

↗ Catalogue cover  
32 pages of saddle-stitched goodness.

→ 16 sheet cross-track  
Snapped at Piccadilly Circus.

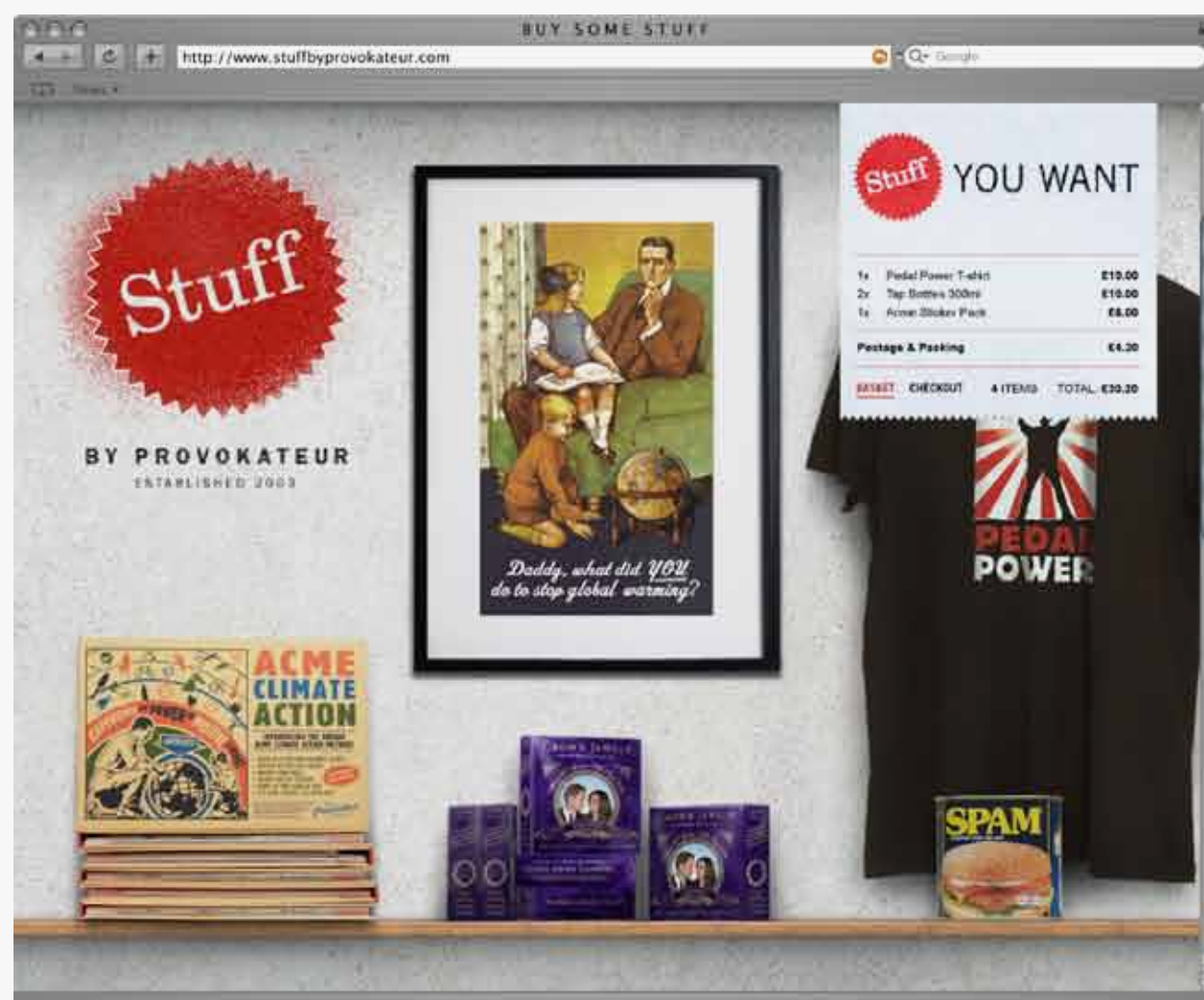




## DIGITAL

It's designed, it's nigh-on built (including some very fancy bespoke drag 'n' drop code), it currently happily sits quietly on a dev server someplace awaiting stock:

stuffdev.provokateur.com



→

### Stuff storefront

Everything sits on one mighty long shelf - scrolling horizontally or swipe on mobile. Basket contents get tallied-up in the drop-down receipt top-right.

→

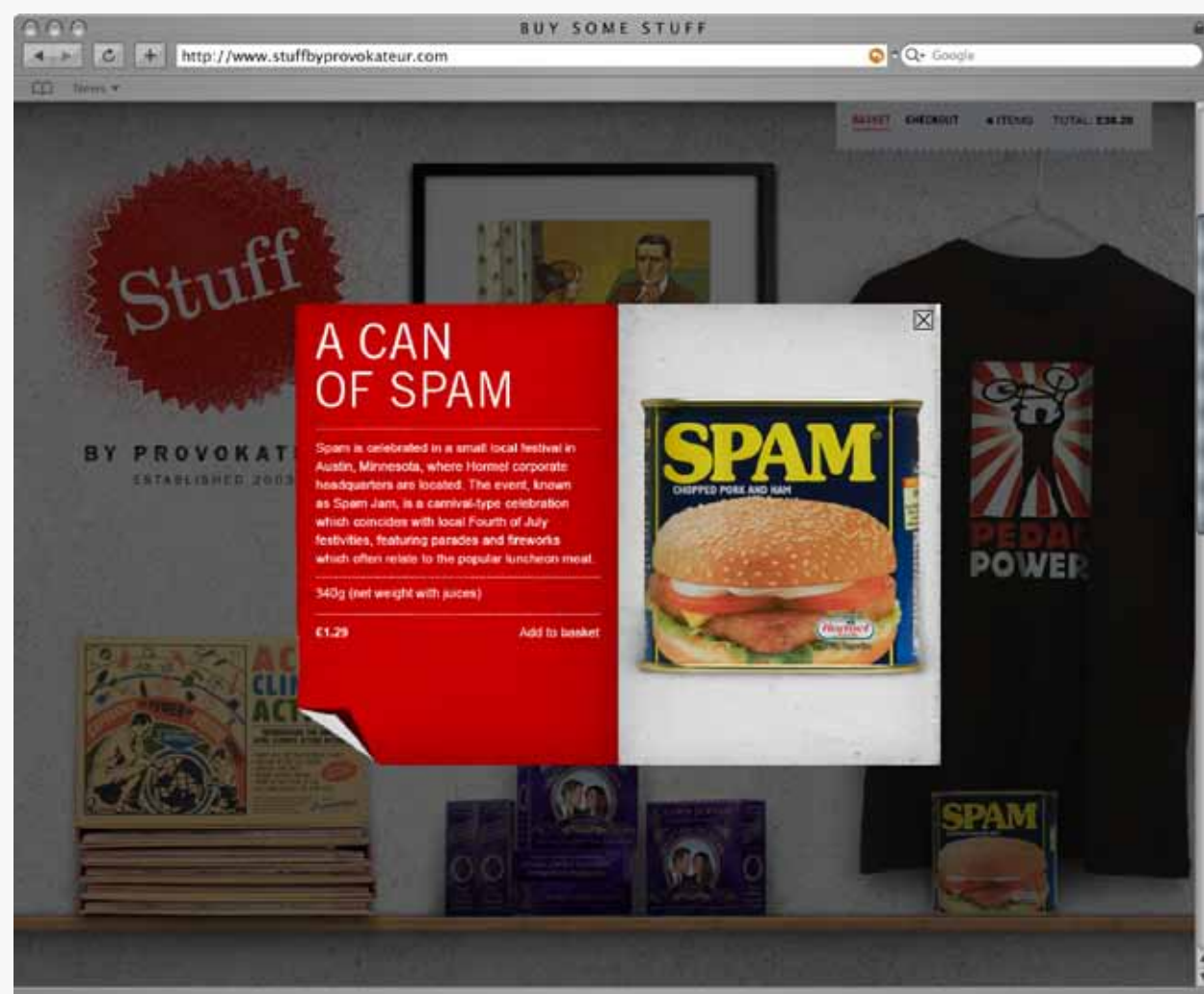
### Product selection

A cheeky red highlight and starburst on hover and a modal pop-up window contains product description, price and an image slideshow.

→→

### More storefront

Like I said - that shelf just keeps on giving.





**BLINK CAMPAIGN FLICK-BOOK**  
**LSC**

PRINT / MARKETING

An urgency pervaded the entire project -important that we convey the very real need for very real decisions at the end of Year Eleven - and not least given our wild fool ideas about the production of a 196 page flick-book in the space of 3 weeks.

The Learning & Skills Council (LSC) were in need of a non-specific 'inspirational device' to provide school leavers with an involving, straight-talking glimpse into the wider world beyond the bike-sheds



**38 DEGREES INTRODUCTION ANIMATION**

MOTION / ILLUSTRATION

The first key commission after I'd finished creating the 38 Degrees brand was to write, storyboard, illustrate and animate the 1m30s introduction video for the new activist organisation. This is an illustration from one of the key segments.



**GOT OIL? CAMPAIGN LOGO**  
**GREENPEACE**

BRAND / CAMPAIGN

A large number of people got covered in a lot of black treacle in a print and online campaign that targeted the corporate big-boys investing pension monies in dirty oil projects such as Tar Sands. The logo employed aforementioned treacle, a paint brush and no small amount of Photoshop tweakery.



→  
**FLOUR POWER BRAND DEVELOPMENT**  
**GREENPEACE**

BRAND / CAMPAIGN

A smaller and more light-hearted fundraising brand for Greenpeace inviting people to 'Bake cakes, not the planet'. Yum.





**THE PLAY'S THE THING**  
**CHANNEL 4**

LOGO

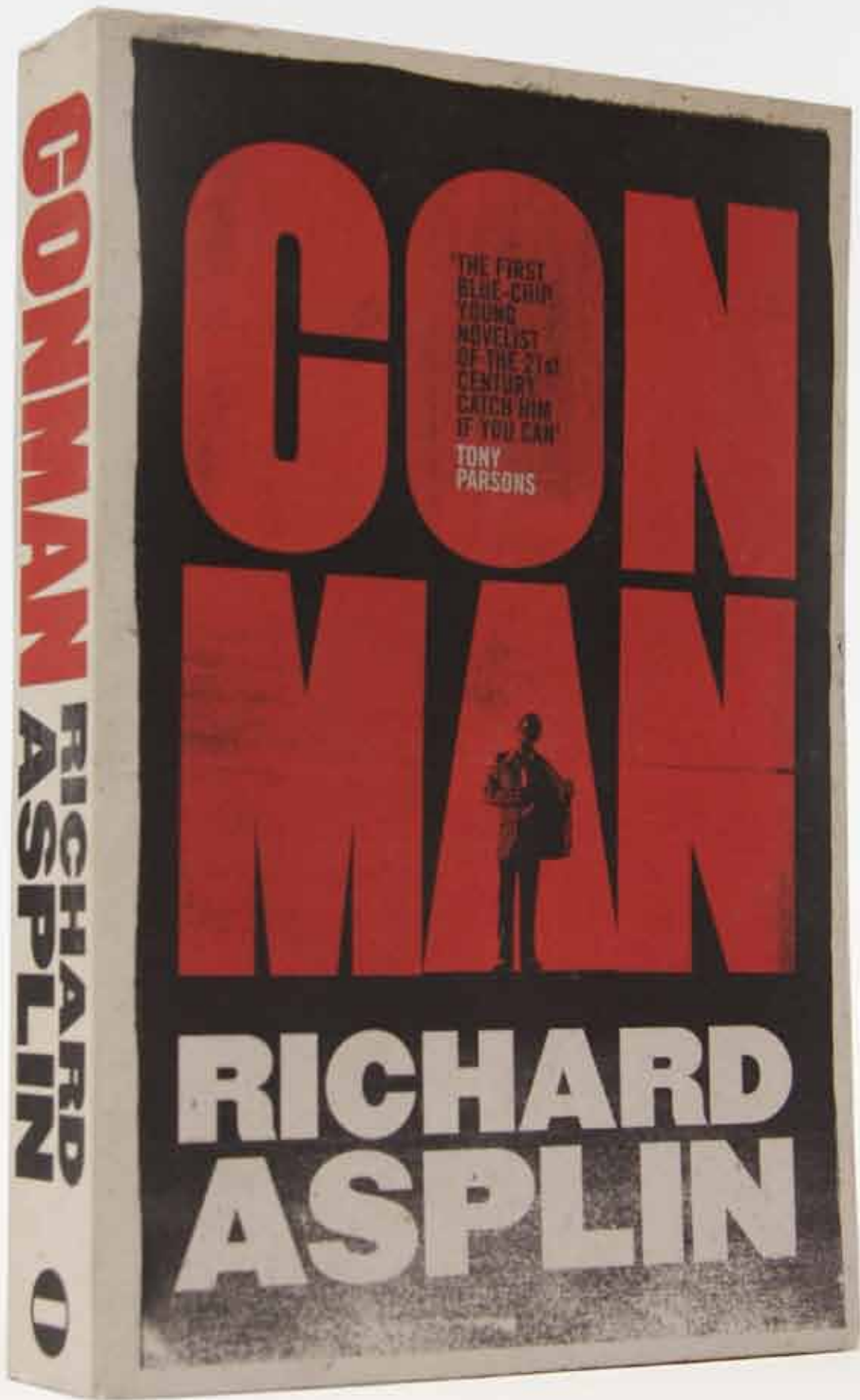
C4's serious, grown-up reality show took aspiring young playwrights and put them through their West End paces. The show needed an ident that worked in print and could be subtly animated for the screen.

THE  
PLAY'S  
THE  
THING

**CONMAN BOOK COVER**  
**NO EXIT PRESS**

PRINT

Finally I had the chance to fulfil a graphic design dream of my 15 year old self and create a book cover. The reality wasn't quite what I'd imagined, but all were very happy with the results.

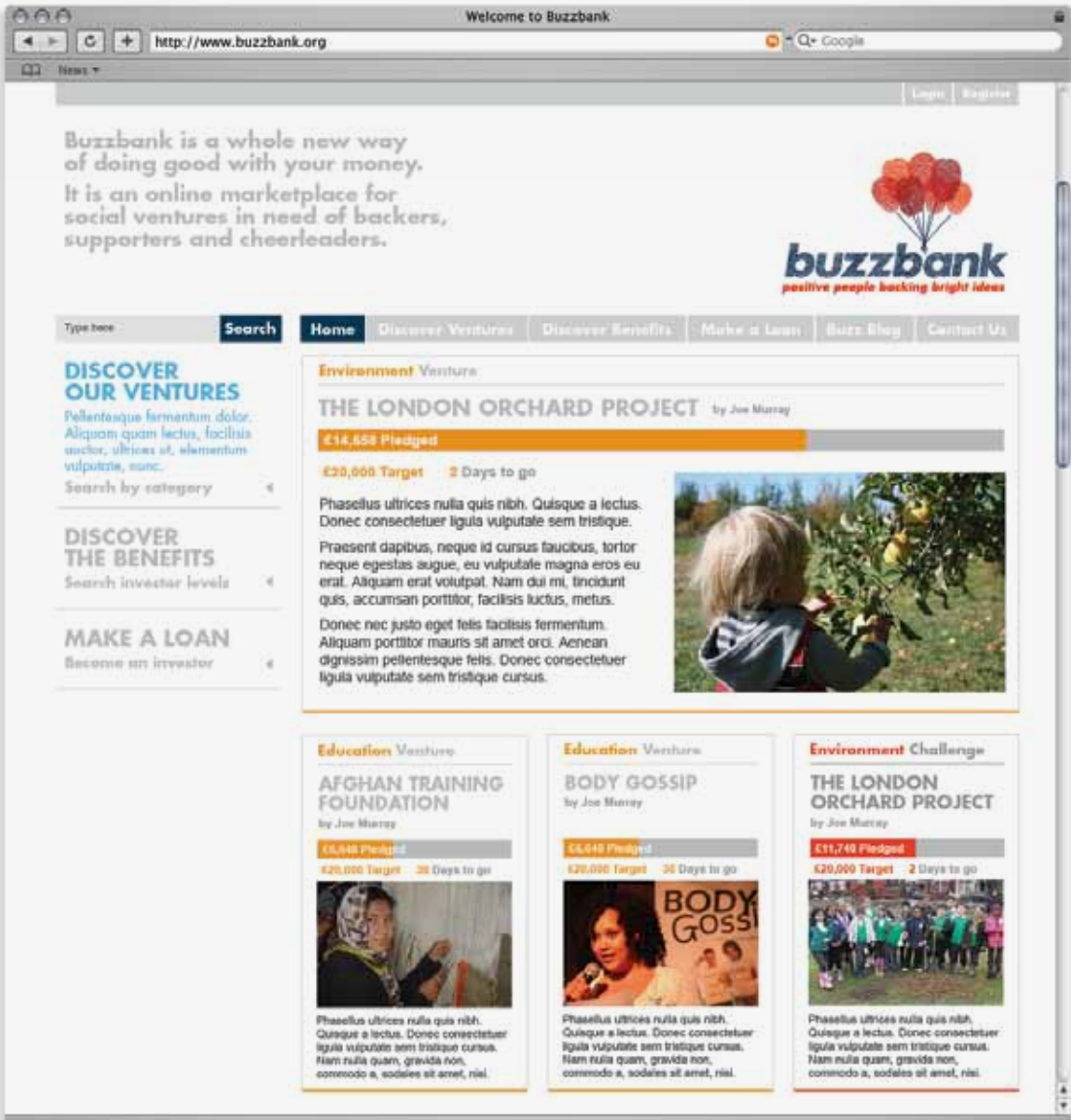
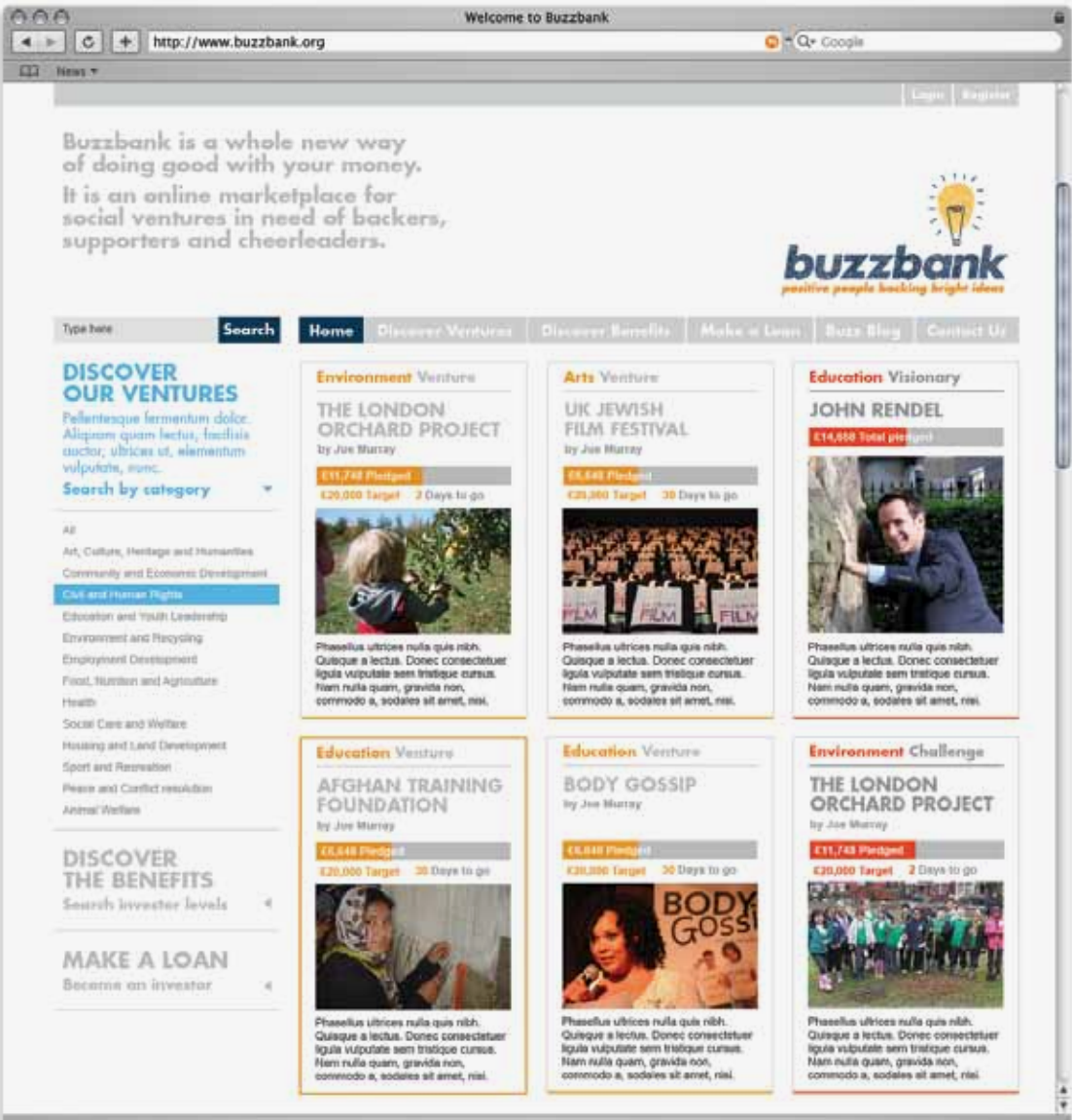




**BUZZBANK BRAND CREATION**  
**SELLAVENTURE**

**BRAND**

Strategy and naming, brand creation, deliverables, assets and guidelines for a genuine first: an online hub providing crowd-sourced funding for social-enterprises. Think kind of a goodwill version of ‘Kickstarter’ for budding philanthropists. If that sentence actually makes any sense.



←←  
**Buzzbank logo**  
In total 3 logo designs are shown here (2 more on the website designs). But we actually produced a 12 version strong logo ‘palette’ - reflecting key themes of individuality, innovation and action.

←  
**Website designs**  
Only ever notional - we actually produced some pretty robust site designs as a part of our brand deliverables package.



FILM4 STAKEHOLDERS BROCHURE + DVD  
PRINT

From the early-ish days of the Film4 re-brand.  
A spanking new bespoke font, plenty of lavish movie  
stills and some bold, juicy angles - I had a blast.



FILM4 CANNES CAMPAIGN  
PRINT

When the Film4 roadshow rolls into Cannes each year, they  
like to leave a little reminder. A bit long in the tooth now this  
one, but how often do I get to showcase a stab-stitched,  
foil-blocked, belly-bound book? Just this once so far.





**GIFT WRAP DESIGN**  
**PAPERCHASE**

PRINT

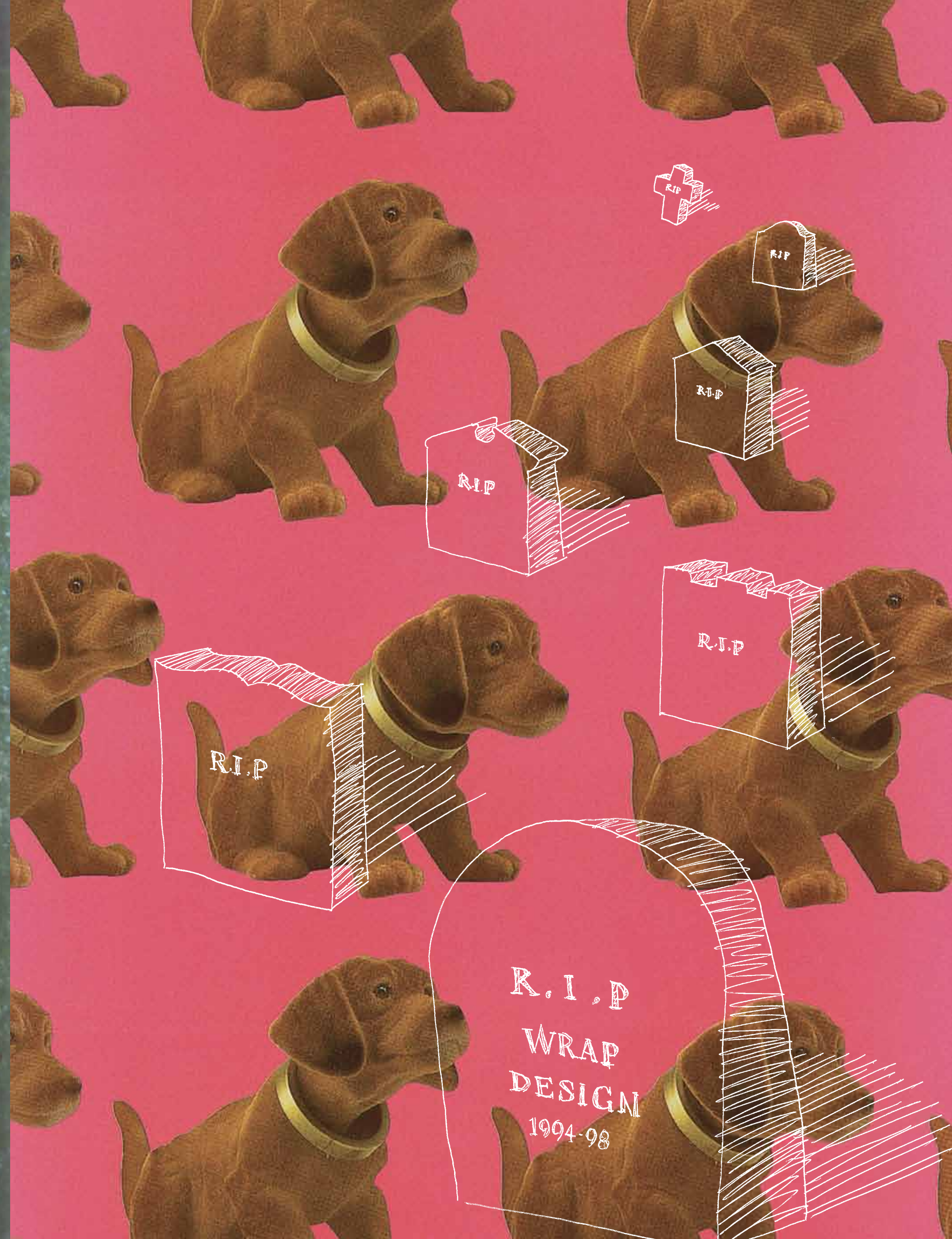
I wore many hats and adopted many strange and unusual poses during my time at Paperchase. Not least of which was my position as gift-wrap artiste. Over the course of four years I provided virtually every surface pattern the company offered.



Selected gift wrap designs  
All measured 500x700mm:

- 1: **Instructions For Use**  
Three colour-ways
- 2: **Sensational**  
Five colour-ways
- 3: **Scan Scam**  
Three colour-ways
- 4: **Wavelength**  
Five colour-ways
- 5: **Questions**  
Five colour-ways
- 6: **Gift Wrap Number One**  
Three colour-ways

→ **Affirmative Bow-Wow**  
one colour-way  
(NB: original design DID NOT  
feature the tombstones)





A lovely - seemingly - small brief meant that I was free to mess around with some juicy puns and my best Quentin Blake-esque doodlings. Google liked it so much that they then employed us directly to create a B2B marketing campaign for them.



← →  
A1 poster designs  
The full set ran to 10 posters  
- all inspired by a single key  
feature of Google Apps -  
customised with Cloudreach  
clients' logo and specifics.





PEOPLE AND PEACE  
IN THE MIDDLE EAST  
THE ELDERS

PRINT

Things get proper serious when you're designing a book for a super-group of elder statesmen that count Nelson Mandela, Desmond Tutu and Kofi Annan among their number.

'People and Peace in the Middle East' was a 48page report feeding back on a 4 day tour the Elders partook in the region in 2011.



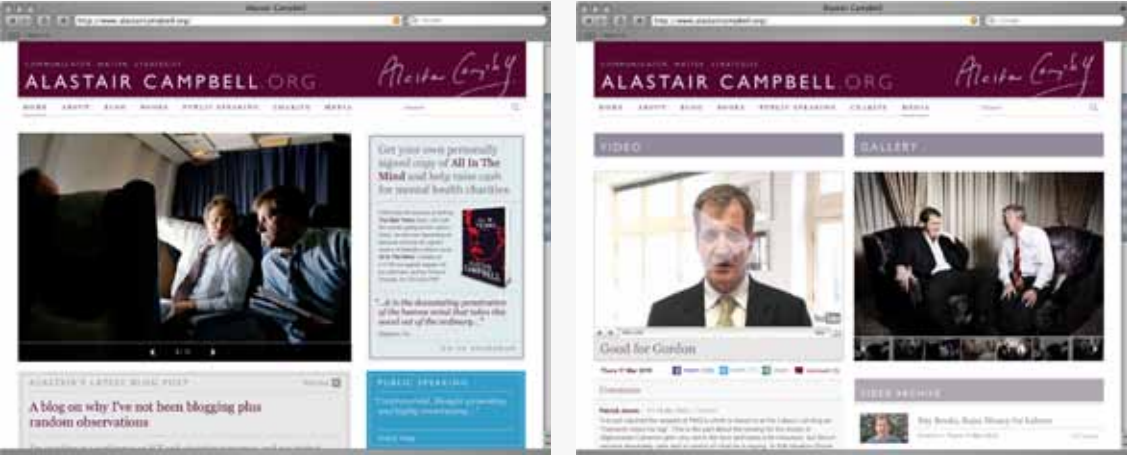
ALASTAIR CAMPBELL WEBSITE

DIGITAL

"Darren helped design my website, and did a brilliant job. He was able to take my rather vague and badly explained brief, and build a site that met my needs perfectly. He's got the creative spark you want, but the patience you need to get you through the design process. He's thoughtful, calm and great to work with."

- Alastair Campbell, August 2012

www.alastaircampbell.org





PEACECHANNEL BRAND CREATION  
TEN ALPS

BRAND / DIGITAL

In 2008, Bob Geldof's media company, Ten Alps, and human rights organisation the Peace Channel Foundation collaborated to launch an online channel devoted to peace and global conflict resolution.

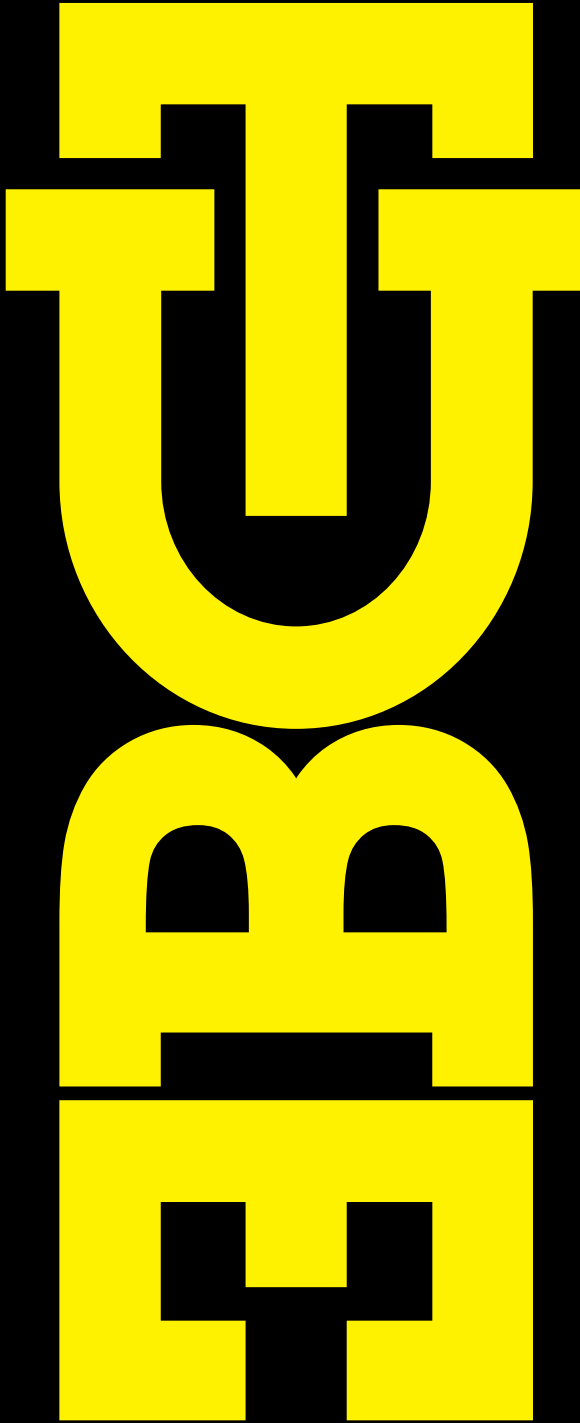


THE TUBE  
4RADIO RELAUNCH

BRAND

Guess I was too busy being that 'difficult age' to truly pay much attention the first time out. I vaguely remember an aerial crashing through a TV screen and being a little bit scared of Paula Yates.

When 4Radio launched to much fanfare in 2007, a re-vamped (audio-only) Tube was one of it's flagship shows. I got the delicious job of updating the classic logo.





CHRISTMAS CAMPAIGN  
BOOKS ETC

ADVERTISING / MARKETING / PRINT / ILLUSTRATION

“The closest most of us will get to a white Christmas this year is glimpses of ad campaigns as we squeeze our way through shopping centres during the last-minute present-buying frenzy.

One of the nicest in-store advertising campaigns is by Covent Garden-based design team Dartspace, for Books Etc. Working around the strapline ‘thousands of gift ideas - each one unique’, the concept is a twist on the archetypal Christmas snow-covered Alpine setting: a thick blanket of snow-white letters and words falling in infinite combinations - each one unique. This year’s word play sequels last year’s campaign (also by Dartspace), where fanning book leaves served as the tail of a shooting star, the wings of an angel and the branches of a Christmas tree.”

Graphics International  
Issue 101 : Jan '03



**BOOKS** *etc.*  
Thousands of gift ideas.  
Each one unique.



**BOOKS** *etc.*  
Thousands of gift ideas.  
Each one unique.



**BOOKS** *etc.*  
Thousands of gift ideas.  
Each one unique.



↑  
Bus-shelter poster  
Farringdon Road

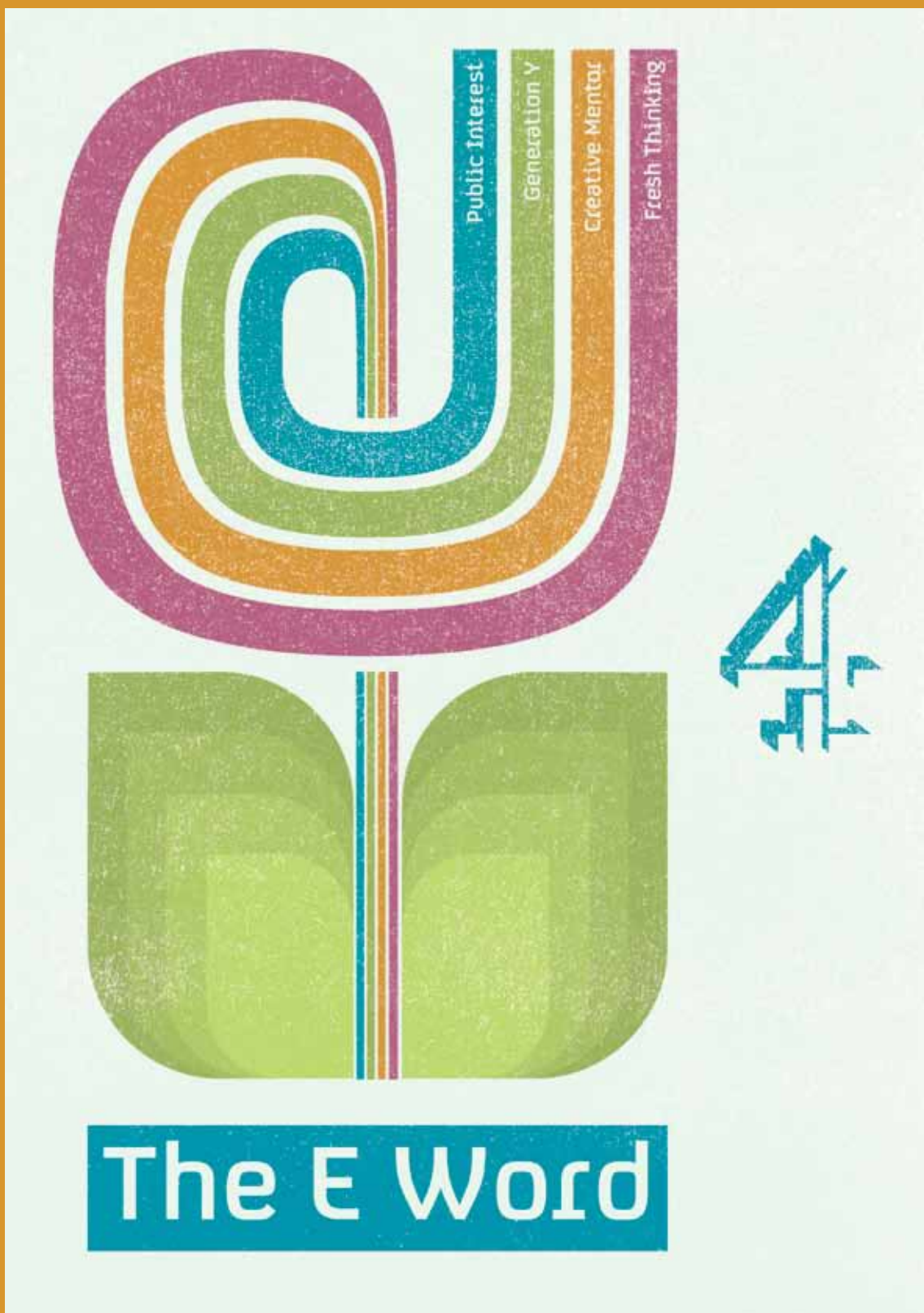
→  
In-store window  
banner triptych



## PRINT

Brief: take a rather disparate collection of factual/educational C4 offerings and make them look like one seamless, well-meaning, public spirited intent unites them all - C4 defending their educational programming remit.

Winner: Silver, Creative Circle Awards 2006



Interior spread  
with gatefold

←  
**Interior spreads**





**NETS NOW ANIMATION**  
**CHRISTIAN AID**

MOTION / ILLUSTRATION

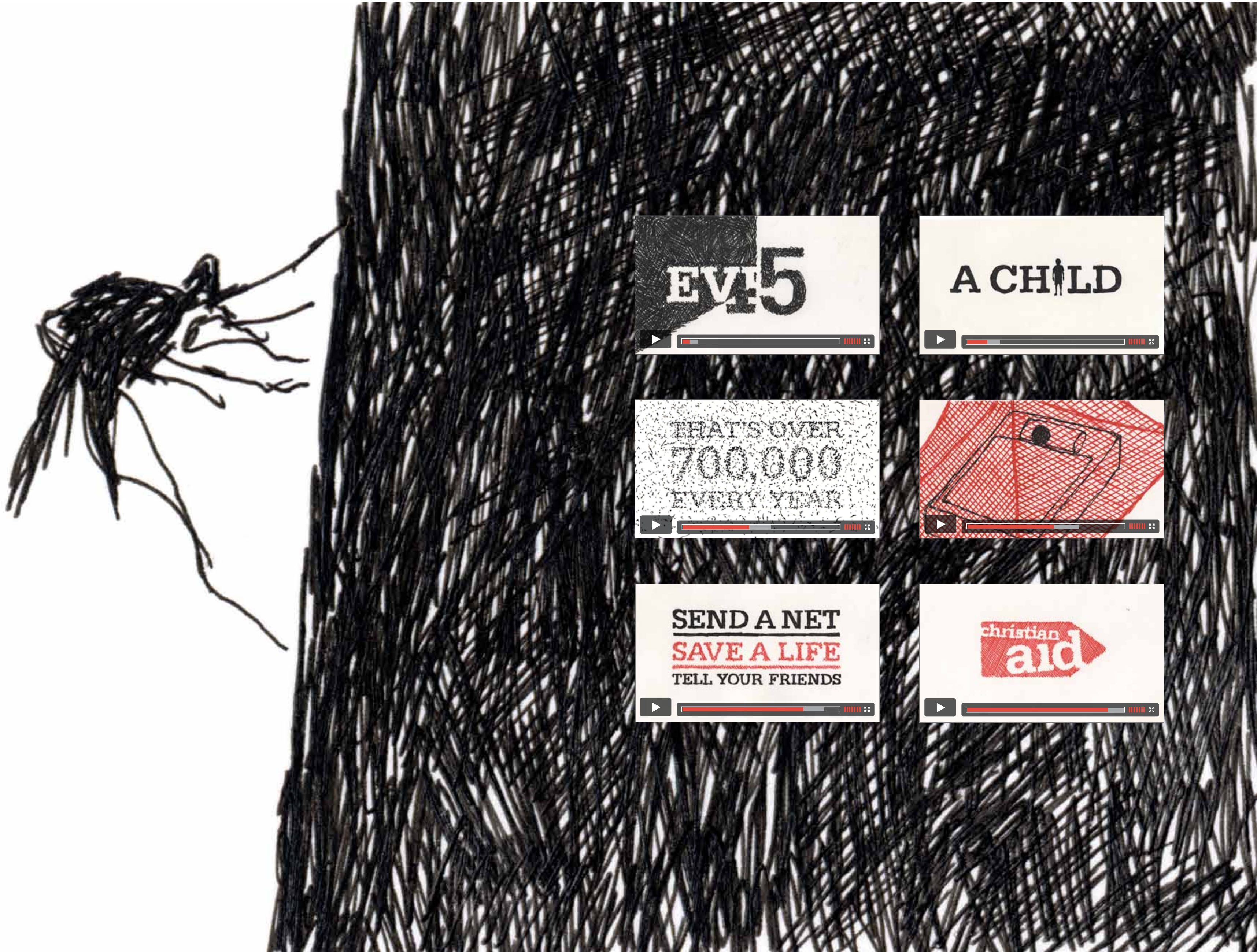
The good people at Christian Aid had a simple message: Donate £3 to send a mosquito net to the developing world. They wanted a short, to-the-point animation treatment to get that message across. I lead a small, committed army in hand-drawing something approaching 600 twitchy, scratchy, feverish frames to build the final 45 second animation.

[www.netsnow.org](http://www.netsnow.org)

→

**Animation screenshots**

Again, from the top-left - a number of key-frames from the final animation.





Visit

Life In my Shoes

“ Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.”

COURAGE

LIFE

TRUST

## BODY & SOUL WEBSITE

### DIGITAL

These guys have a particular focus on children and teens living with HIV and they needed a new site with the right degree of jollies and quirk to keep their audiences interested. Audio, video, animation, podcasts - the whole is very media-rich and the challenge was to find a navigation and content system that could simply switch between them all.

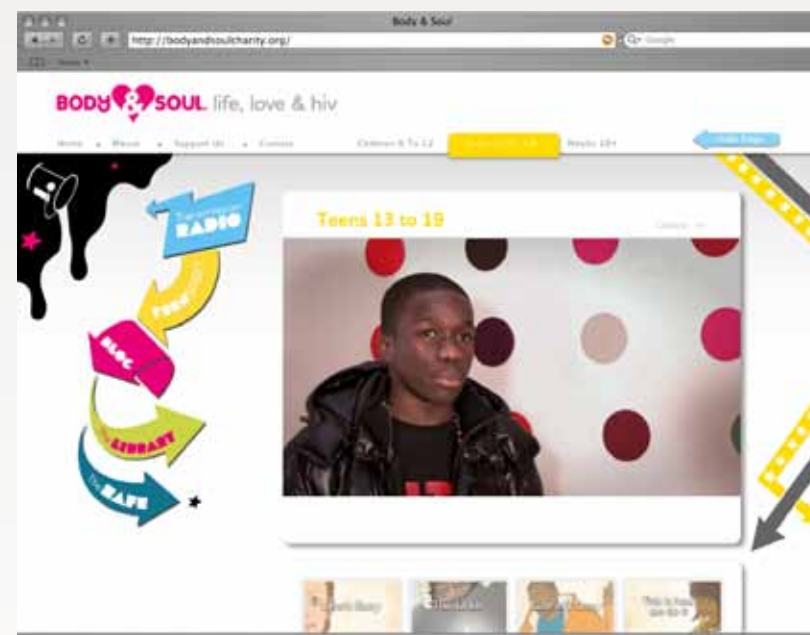
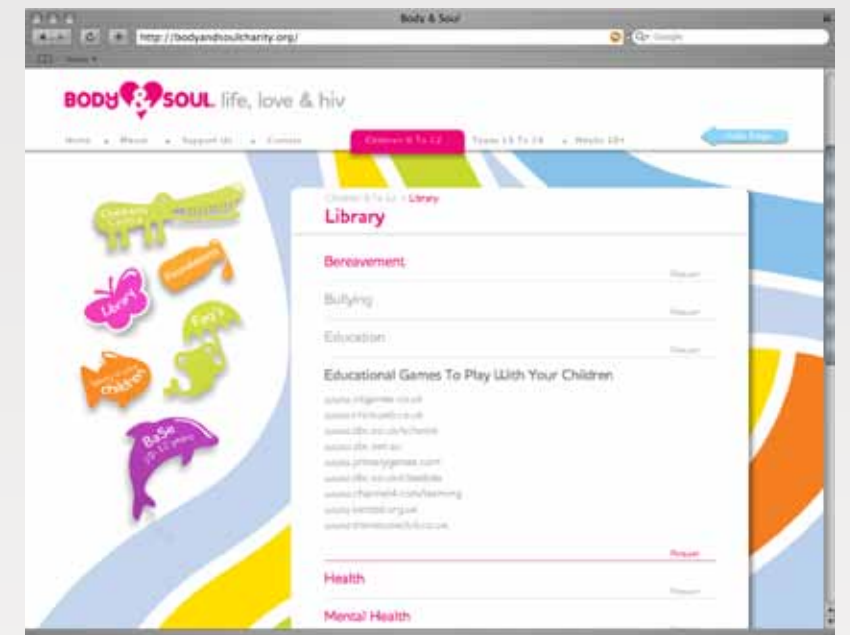
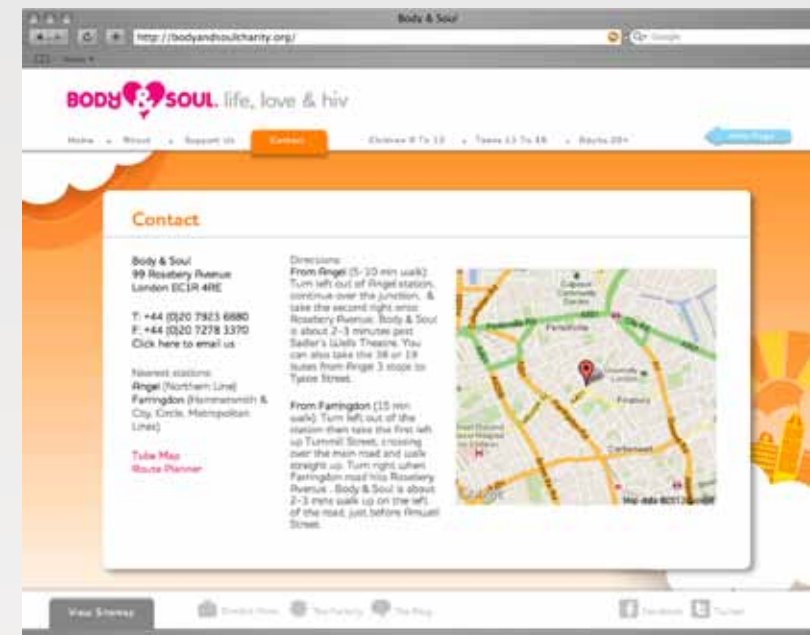
www.bodyandsoulcharity.org

### Homepage

A dynamic, interactive mood-setting animation featuring inspirational quotes.

### Top-level pages

Every section of the site features an individual colourscheme, background image and animated navigation set.







**SPURT 48-SHEET BANNER**  
**ENOUGH'S ENOUGH**  
ADVERTISING

Some deft timing and media-buying found our great big dirty, larger than life, irony laden anti-flying campaign rail-side on the Heathrow Express line.



**MORE 4 LAUNCH CAMPAIGN CONCEPT**  
**CHANNEL 4**  
BRAND / CONCEPT / MARKETING

An attempt to promote a new TV channel through the abstracted mind maps of it's somewhat left-field personalities and presenters. Case in point: Gunther Van Hagens.