

# JEAN COULSON PORTFOLIO







National newspaper wraps for General Election 2024 polling week. Designed for different publications across fifty UK battleground seats



## LABOUR PARTY GENERAL ELECTION 2024

### OUT-OF-HOUSE ADVERTISING WRAPS

As part of the 2024 General Election campaign, the Labour Party targeted fifty battleground seats across the UK with out-of-house paid advertising around newspapers as wraps to land on polling week and polling day. I was the lead designer on this project and ensured design consistency across different variations and sizes of publications. The electorate was given a choice of 'voting for change' or risk another five years of the Tories. As we now know, the victory was for Labour!



# Change

Vote  Labour

## LABOUR PARTY GENERAL ELECTION NATIONWIDE DOOR-DROP CAMPAIGN

I led the 'Conservative chaos' design in the 2024 General Election. The campaign was door-dropped across millions of homes across England, Wales and Scotland, with the message that the only way to get change is to 'Vote for Labour'. Anything else would risk five more years of Conservative chaos.

Using a collage technique, I emphasised the different areas where the Tories failed in Government. I implemented the same style across the party's paid national newspaper wraps during polling week to 'Vote for Labour' and 'Vote for Change'. The campaign helped the Labour Party's victory of winning the 2024 General Election as we turned the page on Conservative chaos.



The 2019 Tory chaos has cost  
£5,883.

You can stop the chaos.

Keir Starmer has changed the  
Labour Party and has a fully funded  
plan to change Britain.

Vote for change. Vote Labour.

Vote  Labour Thursday 4 July

DON'T  
19 YEARS  
OF TORY  
CHAOS





## LABOUR PARTY BUSINESS CONFERENCE FEBRUARY 2024

I managed the design of The Labour Party's high-profile Business Conference at The Oval, hosted by Keir Starmer, Angela Rayner, Rachel Reeves, Jonathan Reynolds and Peter Kyle.

Business Conference stage set design and digital screens





This event marked a critical moment in positioning The Labour Party as the Party for business and growth, aimed at strengthening our appeal to the business community.

I was responsible for crafting the entire look and feel of the event. This included designing way-finding systems, large-format visuals, stage set-ups, brochures, digital assets, and branded giveaways, all meticulously aligned to reinforce our messaging. By working closely with Labour's internal business team and external event organisers, I ensured that the visual identity was cohesive and impactful, supporting our growth and business engagement narrative.

The response from attendees and the media was overwhelmingly positive, with the visuals contributing to an engaging and memorable experience that underscored The Labour Party's commitment to economic leadership. This experience exemplifies my ability to create high-calibre event designs that communicate core messages effectively and resonate with diverse audiences.

Business Conference large format design and way-finding





 Labour

Business Conference brochures, tables and give-aways



# DEPUTY LEADER OF THE LABOUR PARTY

## TOUR BRANDING, AUGUST 2023

I led the branding for the Deputy Leader's Tour in August 2023, sponsored by The Mirror. After proposing several names, "Rayner on the Road" was selected.

I researched past political bus tours, both in the UK and the US, to create a vibrant, impactful design that reflected Angela Rayner's personality. Working closely with her team, I presented three concepts, one of which was used for the RV.

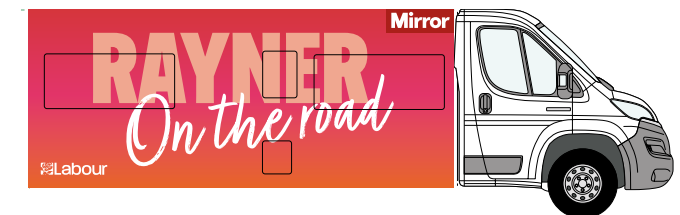
The tour, which covered key locations in northern UK, was a success, with Angela engaging with voters at important seats and landmarks. I also designed pop-up banners to match the tour's branding for use across venues.



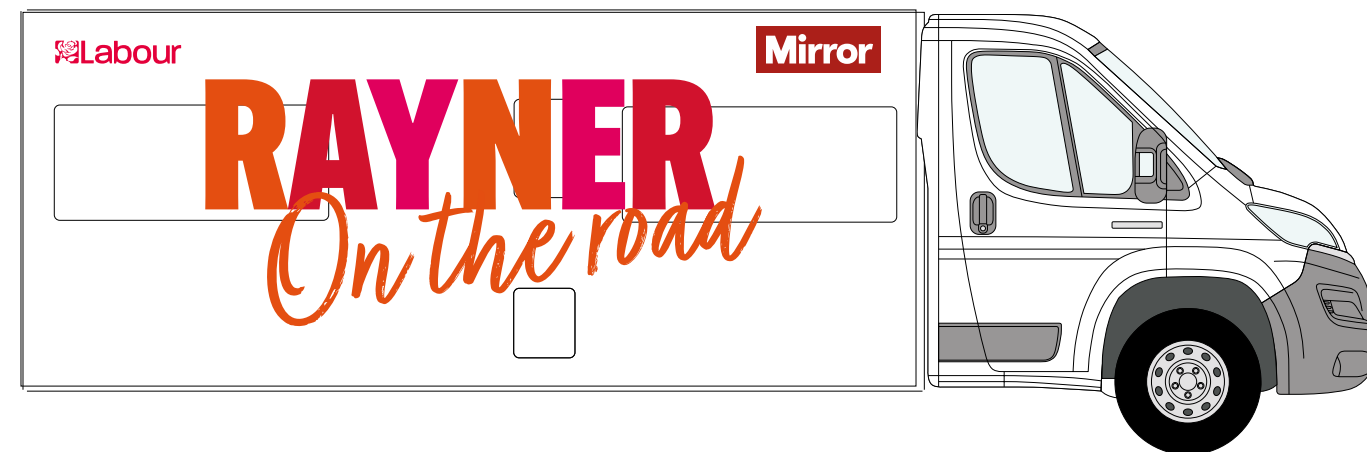
Option 1: Labour Red colour space



Option 2: Sunset colour, bright, cheerful, summer vibes



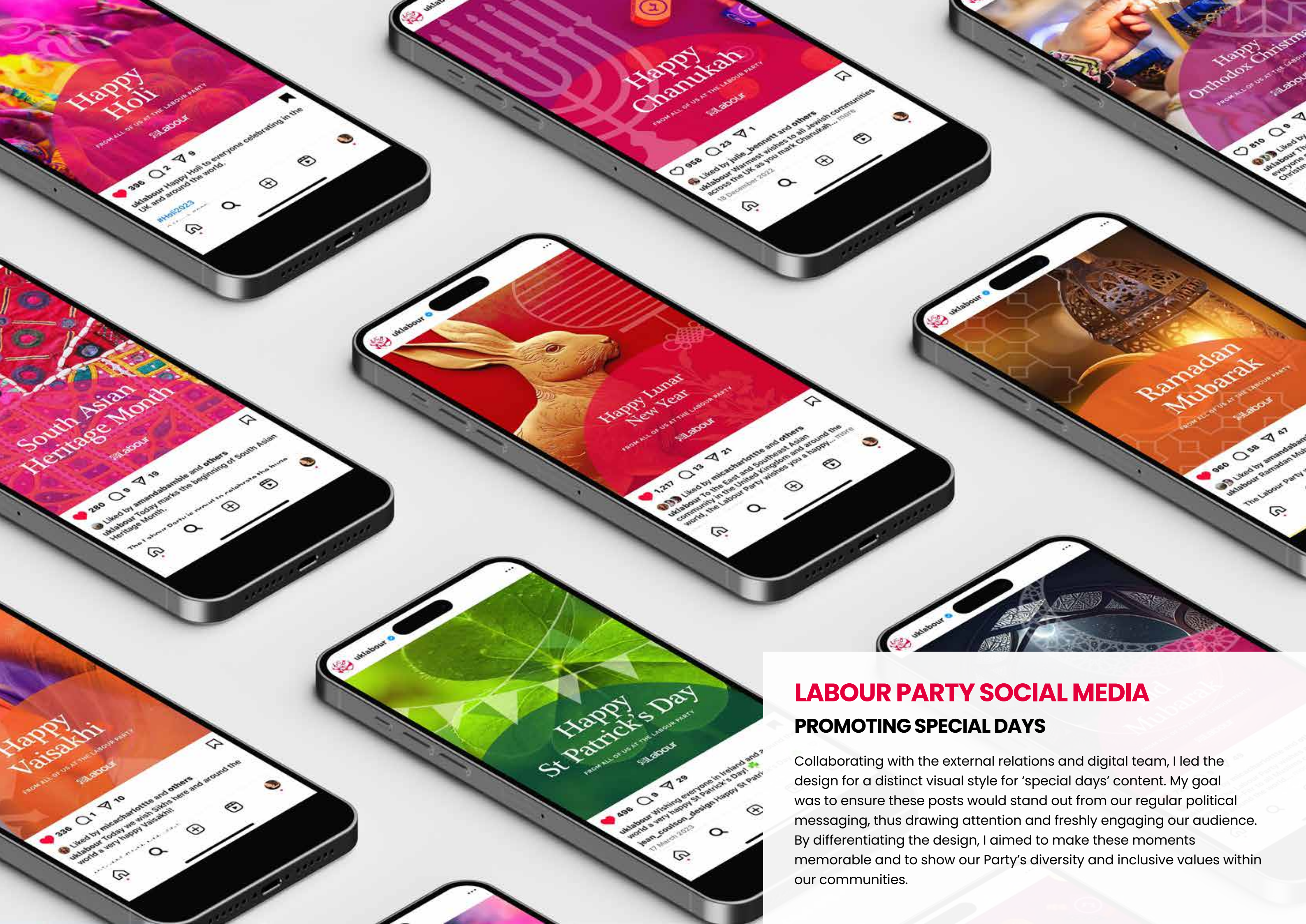
Option 3: Reversed Sunset colour space, vibrant look and feel



Rayner on the road (designs on livery)







## LABOUR PARTY SOCIAL MEDIA PROMOTING SPECIAL DAYS

Collaborating with the external relations and digital team, I led the design for a distinct visual style for 'special days' content. My goal was to ensure these posts would stand out from our regular political messaging, thus drawing attention and freshly engaging our audience. By differentiating the design, I aimed to make these moments memorable and to show our Party's diversity and inclusive values within our communities.



with implications for more than just the digital...  
The internet enables people to work from...  
destinations are emerging as remote work hubs,  
to attract and retain citizens too. If a government's  
in-states and citizens is changing. Digital nomads,  
is part of many more people's lives. This policy paper

in facilitated by one or more p...  
ms, which is carried out by user...  
worldwide and has a chilling effect...  
targeted and facilitated at a dista...  
one issue. My research, therefo...



## TONY BLAIR INSTITUTE OF GLOBAL CHANGE

### IDENTITY CREATION FOR TECH PROGRAMME

TBI gathered global experts to create innovative research. The second class of Associate Fellows — 12 distinguished individuals — focused on “Future Policy for Future Internet,” addressing the implications of Web 3.0.

The objective was to develop an identity for the ‘Tech Policy Associate Fellows Programme’ that reflects progressive ideas and generates excitement on Twitter/LinkedIn, leveraging the fellows’ networks to enhance TBI’s credibility in tech policy.

I used visual research and mood boards to guide direction. The final design featured a lively collage style, incorporating unexpected elements like an astronaut sunbathing on the moon to simplify and add fun to complex ideas. This cohesive visual identity included social media assets with some motion design for added engagement.



Create an identity for ‘Tech Policy Associate Fellows Programme’ to be used across web and socials



## Tech Policy Associate Fellows

Each year, the Tony Blair Institute brings together experts from around the world with a passion for technology and public policy to work with our team to produce an original, innovative piece of research. Our second class of Associate Fellows – 12 brilliant minds in total – have focused on the challenge of creating "Future Policy for Future Internet", exploring ways to help shape the global debate on the policy opportunities and questions presented by the Web 3.0 movement and related trends. [Read what's in the pipeline](#) and browse their work below.



**Just Semantics: How Web 3.0 Can Make Digital Government a Reality**

Yuluf Sathaye



**The Great Migration: Remote Work, Digital Nomads and the Future of Citizenship**

Lauren Razvi



**Infrastructure Geomapping: Unlocking New Uses for Governments and Citizens**

Maria da Graça Prado



**A Prediction (Worth Testing): Betting Markets Would Improve Our Governing Institutions**

Marc-André Smand



**Decisions on Digitalisation: Using Participatory Democracy for Better Policy**

Elizabeth Witzlure



**Inferential Biometrics: Towards a Governance Framework**

Hun Roberts



**A Ten-Point Strategy Towards Ending Technology-Facilitated Gender-Based Violence in Africa**

Garnett Acheng



**International Cooperation for a Better Digital Future**

Megan Roberts



**Privacy, Security, Citizens' Rights and Transparency in Web 3.0**

Phoenix Andrews



**Will Web 3.0 Secure a Democratic Future?**

Greta Johnson



**Energy in Transition: Achieving Decentralisation With Distributed Technology**



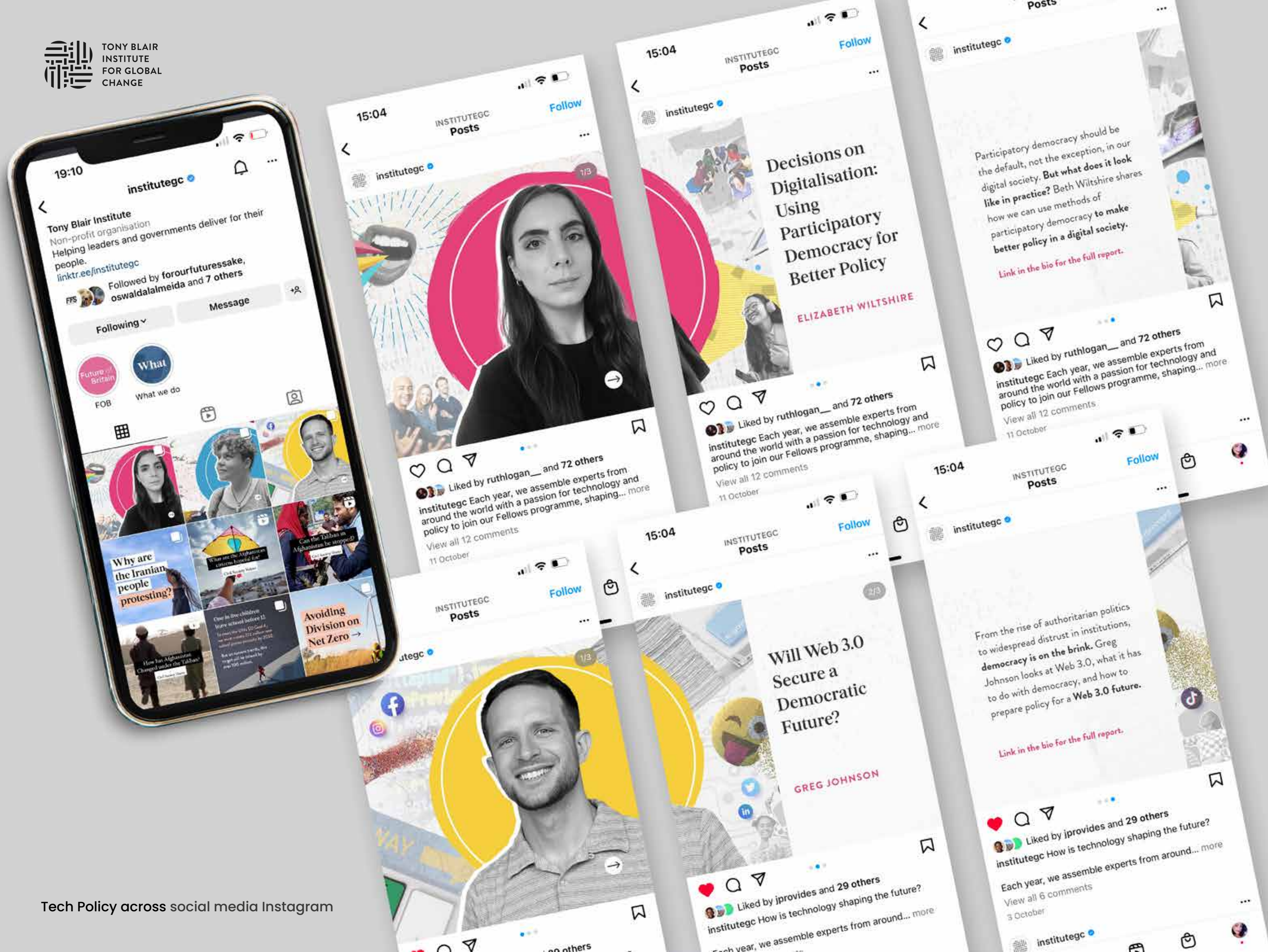
**Blockchain for Space Governance**

Faith Chibeni

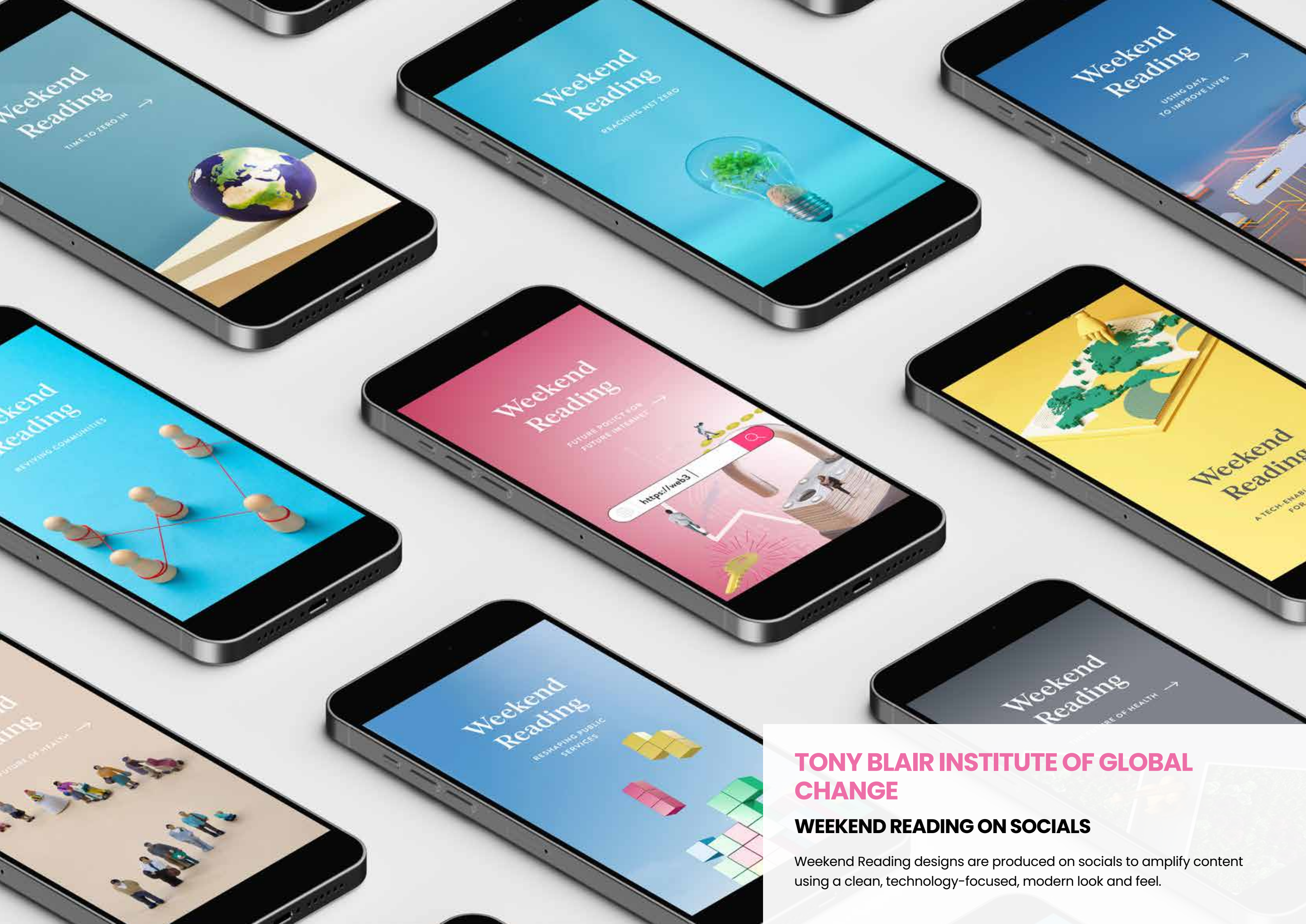


Create an identity for 'Tech Policy Associate Fellows Programme' to be used across web and socials









## TONY BLAIR INSTITUTE OF GLOBAL CHANGE

### WEEKEND READING ON SOCIALS

Weekend Reading designs are produced on socials to amplify content using a clean, technology-focused, modern look and feel.





Campaign material for fundraising 'Gala Ball event' Extent: A4 catalogue, A5 booklet, invites, stationery, signage and other collateral



## BRITISH RED CROSS

### GALA BALL FUNDRAISING DESIGN FOR EVENT

The British Red Cross assists people in crisis worldwide as part of a global voluntary network responding to conflicts and natural disasters. My brief was to design publicity materials for the Annual Gala Fundraising Ball, themed 'East meets West,' to promote the event for supporters and celebrities. I established an illustrative style that reflected the idea, featuring all promotional items, including invitations, catalogues, order forms, and event signage. The design used a fan motif wrapped around the auction catalogue, enhancing its prestige with metallic inks. This glamorous presentation met the client's needs and led to further work.





## MOORE-WILSON

### ADVERTISING DIGITAL AND DESIGN SERVICES

**Moore Wilson is a full-service agency specialising in strategic branding, creative design, digital marketing, advanced web development and integrated e-commerce solutions.**

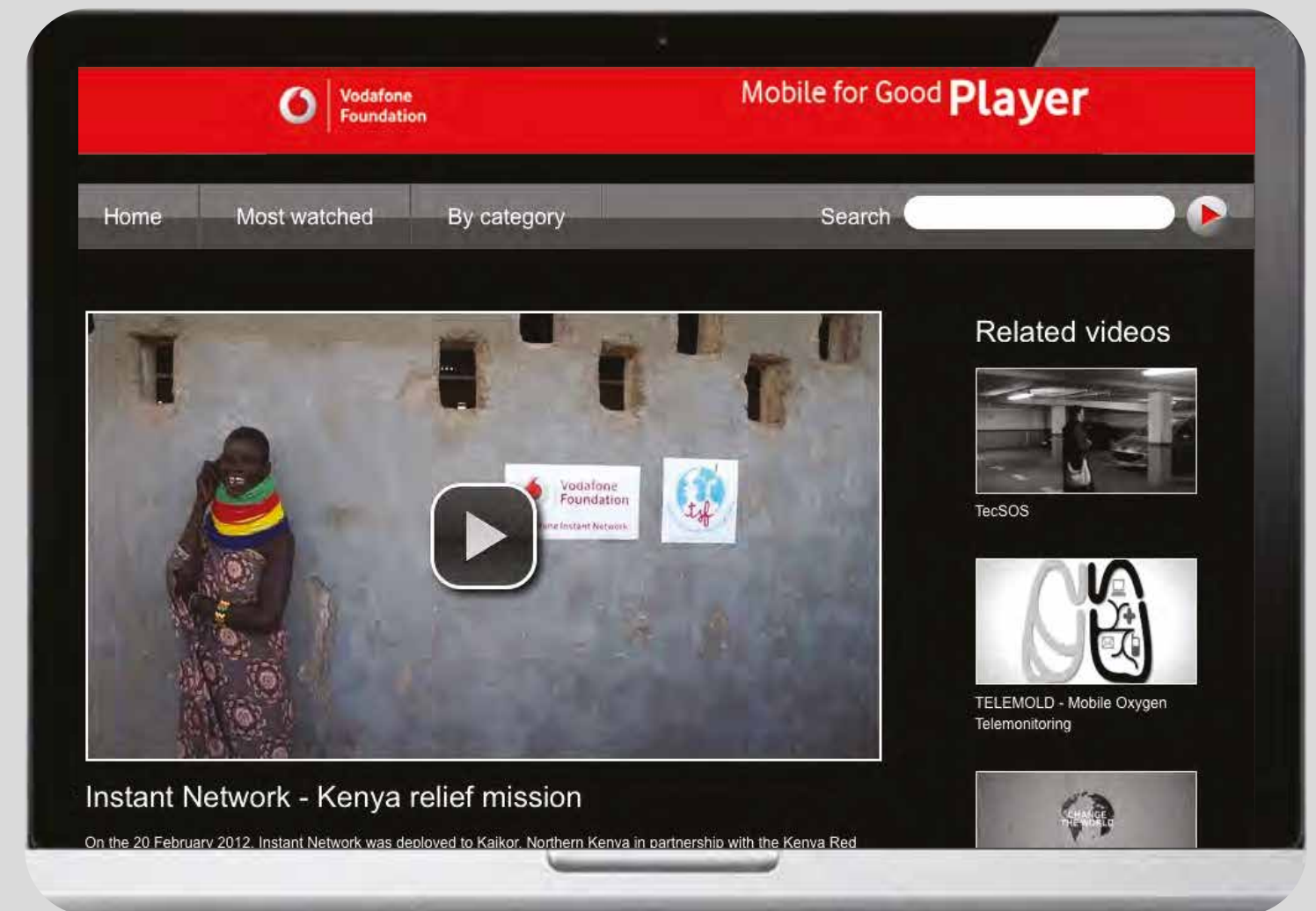
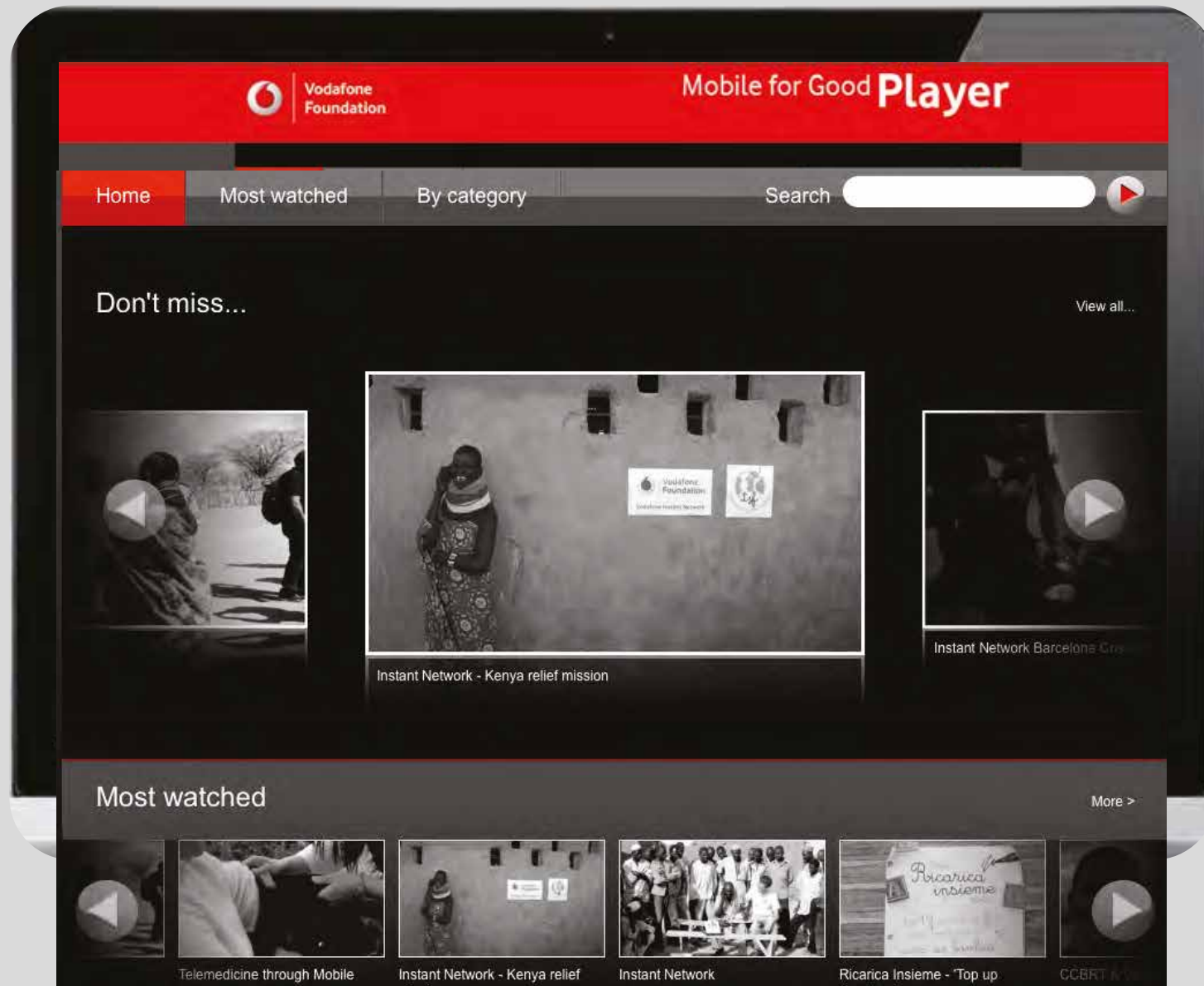
I provided art direction and strategy to gain new business by highlighting their design and digital services to prospective clients.

I art directed the photo shoot of designed literature and work and created the eye-catching promotional piece with each service on each side. Small enough to keep in a wallet and leave with clients after meetings, the fold-out card proved to be very successful.



Concertina business card size  
leave behind and prompts,  
to sell new business services  
into prospective clients





## VODAFONE FOUNDATION

### WEBSITE SUPPORTING MOBILE FOR GOOD VIDEO CONTENT

The Foundation is dedicated to mobilising communities worldwide to improve their lives. The website was designed to bring the stories to life with video content of the projects. I designed the site, working closely with our developers using Umbraco.





Vodafone  
Foundation



## VODAFONE FOUNDATION

### ANNUAL REPORTS

The Foundation is dedicated to mobilising communities worldwide to improve their lives. The creative pitch aimed to push brand guidelines and design a publication that uniquely showcased real-life stories, moving away from a traditional annual report format.





I designed and presented the winning pitch to the Foundation marketing team. My approach differentiated the 'case studies' from the 'articles' through layout and full-colour photography as the focal point. I cropped the photos into mobile graphic shapes and combined them with info-style graphics, creating flow and excitement.

I also suggested formatting the report as an 'ebook,' which saved printing costs and enhanced interactivity, making it more environmentally sustainable. This format allowed easy access on the web and tablet, with video links to the main Foundation website I designed, called 'Mobile for Good.'

My ideas added value and made the report accessible to a broader audience, including journalists and stakeholders in other countries. As a result, we were invited to work on the following year's annual report.

Example spreads from the Annual Report.  
Author pages, case studies and financials

**"It was a pleasure to meet you today, and to hear your pitch. I was really impressed with the ideas that you put forward, and I am delighted to say that Andrew (Director of the Foundation) felt the same. We would love for you to work on the Annual Review this year".**

Client quote





# Your health matters to us!

This means:

You will have a health check-up when you arrive

You will have a nurse or doctor who you can talk to about your health

You know how to get an appointment with a doctor, nurse, dentist and optician

You will be listened to and involved in decisions about your health

You know how to get help about smoking, drugs, alcohol and mental health

You will be treated by respectful and caring staff that are properly trained to work with you

You can see a doctor or nurse after any restraint incident

You will receive the right medicines at the right time

Your health information will be kept private and will only be shared when the information is needed to make sure you are looked after properly

You know how to raise concerns about your healthcare

You will be treated fairly and taken seriously

Based on the views and experiences of young people in secure settings across the UK

## Healthcare Standards for Children and Young People in Secure Settings

Physical, Mental, Emotional

Royal College of Paediatrics and Child Health  
Royal College of General Practitioners  
Royal College of Nursing  
Royal College of Psychiatrists  
Faculty of Forensic and Legal Medicine  
Faculty of Public Health

**RCPCH**

Royal College of  
Paediatrics and Child Health  
*Leading the way in Children's Health*

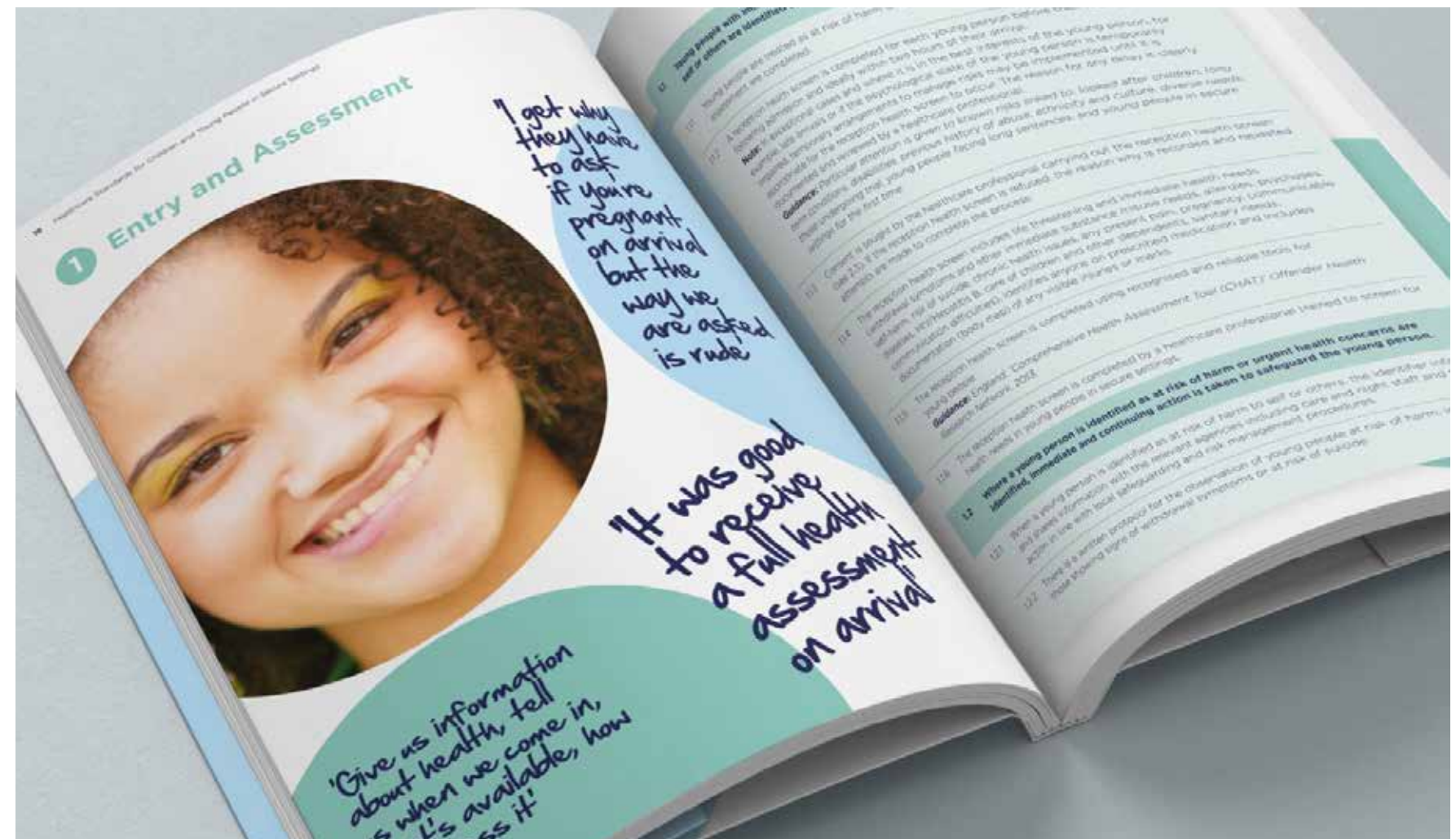
© Royal College of Paediatrics and Child Health

www.rcpch.ac.uk/cypss

**RCPCH**

## HEALTH CARE STANDARDS

I developed a cohesive visual identity for a campaign to share young people's views and experiences in secure settings. The design extended across posters, brochures, and flyers, using impactful quotes from young people. By incorporating brand colours and introducing a handwritten typeface for the quotes, I aimed to capture the personal, authentic voices of the users while maintaining a strong connection to the brand's identity.







**RCPCH**

## GUIDES FOR YOUNG PEOPLE AND HEALTH PROFESSIONALS

These approaches are aimed at health professionals and young people and need to work in different ways. Our client wanted the 11-19-year-olds to pick up the leaflets in health settings, they have a bright urban feel to them, whereas the report needed a more professional look as it incorporated much more information.





Roadshows were across UK Birmingham, Bristol, Glasgow, London, Middlesbrough, Southampton, Plymouth, Cardiff and Sheffield with each poster and flyer adapted



## ACTION FOR CHILDREN FOSTER CARE FORTNIGHT


I freelanced with Action for Children and supported their in-house design team across online and offline publications, reports and events. The National Foster Care fortnight was a UK-wide event that included me designing all the magazines, marketing items, posters, flyers, interactive cut-out stands, and online banners promoting the event and attracting people to foster with the help of Action for Children. Working with Artist Scott Walker and young people in foster care to create some fantastic superhero artwork, I selected this Superhero as the basis for a vibrant, engaging look and feel. The events successfully promoted ways to get involved and learn more about fostering a child across England and Wales.










**HOW**  
**ACTION FOR CHILDREN**  
 IS WORKING WITH


  
 Llanaeth Cymru  
 Welsh Government

**Skills for Living**  
**PAN Wales**

By working with care leavers in Cardiff, Vale & Cwm Taf to help with their emotional wellbeing and psychological health

 actforchildren  
 Skills for Living PAN Wales  
 actionforchildrenUK

[actionforchildren.org.uk](http://actionforchildren.org.uk)



## ACTION FOR CHILDREN NEW BRANDING ROLL OUT

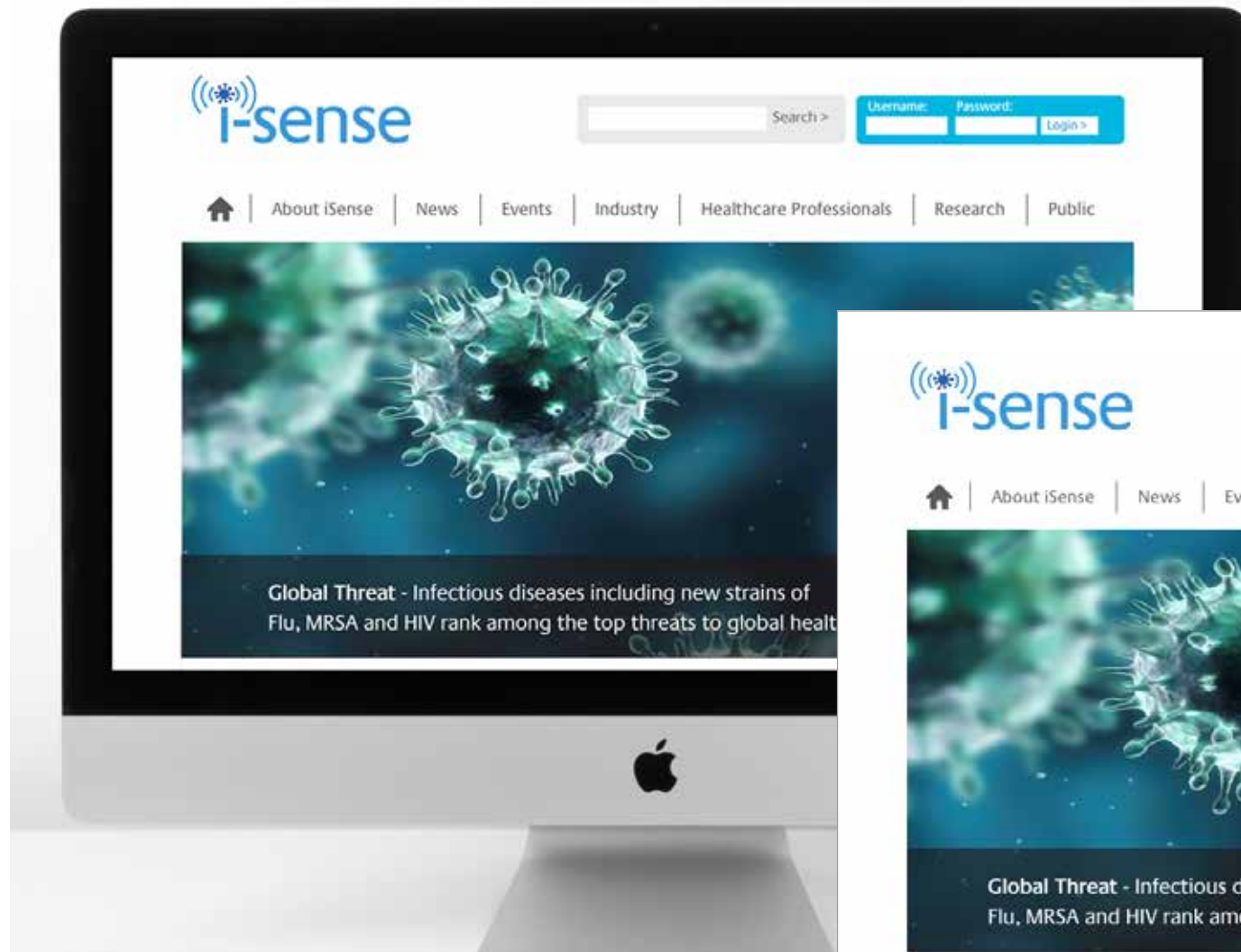
Action for Children's agency produced new brand guidelines. As one of their freelance rostered designers, I implemented the new brand across publications, print, events and interiors.

The new brand focused on 'How their works change lives, how they make an impact – how they help hundreds of thousands of children and families every year'. Central to this was the 'How Action for Children Works' new logo and paired back colour palette, illustrations and icons that connect.

Examples include branding HQ in Watford, designing stands for events, Easter cards and booklets







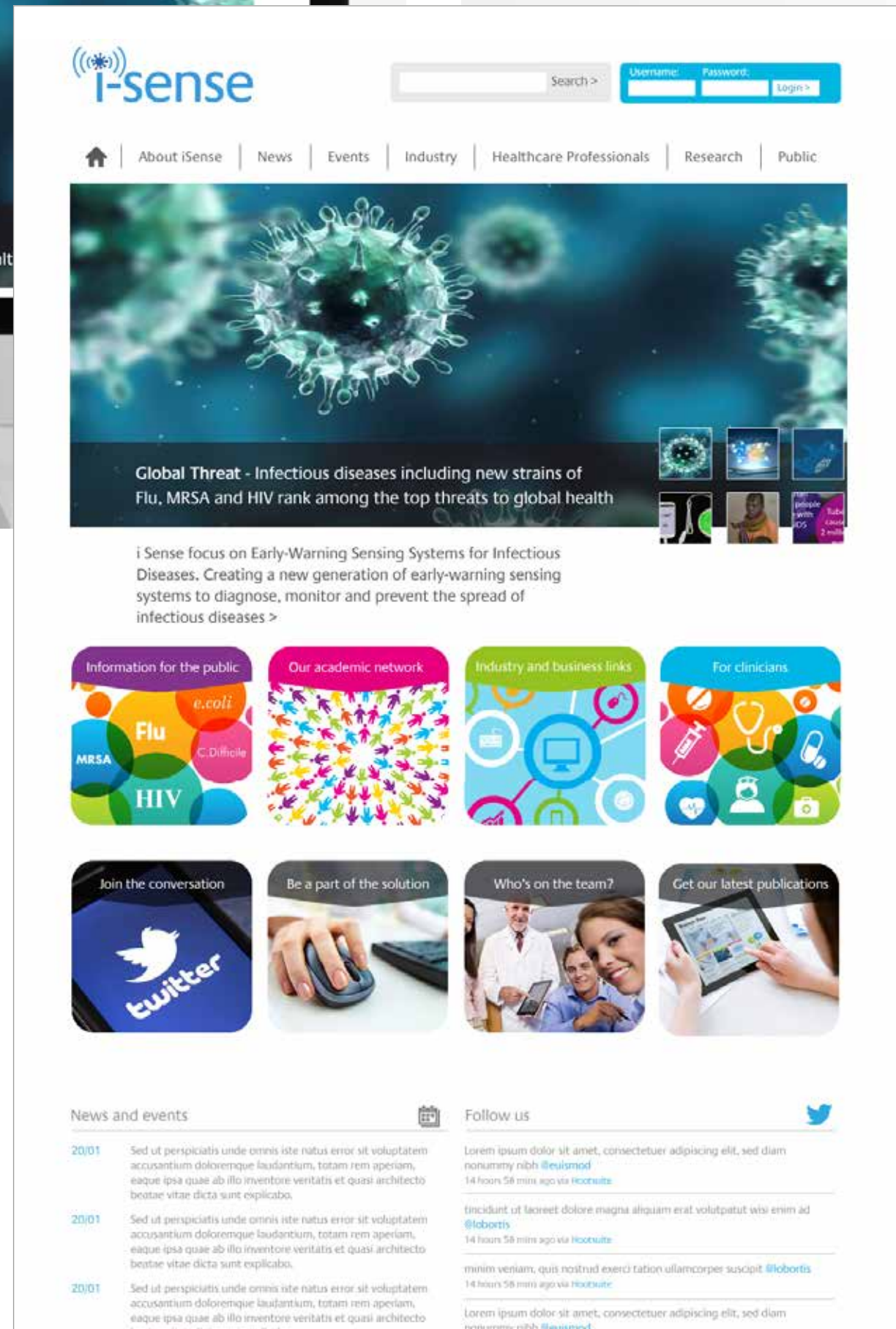
## iSENSE

### BRANDING AND WEBSITE DESIGN

I created the branding for iSense across both print and digital platforms. iSense represents a new generation of sensing systems designed to provide early clinical responses to infectious diseases like flu, MRSA, and HIV.

As a leading research institution in global health, the website had to convey a fresh, positive, and clear message. I incorporated vibrant colours, graphics, and images to showcase the university's research efforts.

The design aims to reflect the positive impact of the IRC's work, countering the often negative associations with surveillance. As the initiative is publicly funded for the benefit of society, the site needed to resonate with a diverse audience, including clinicians, the general public, and government bodies.



EPSRC IRC in Early Warning Sensing Systems for Infectious Diseases



# WORLD VEGAN DAY

## CREATION AN IDENTITY

This one-day brief was for the Creative Equals 'Creative Comeback' course, sponsored by D&AD, Diageo, and Netflix. The goal was to create a campaign for World Vegan Day, a celebration of the vegan movement's progress and its benefits.

I researched what being vegan means to people. I created a distinctive identity inspired by street food markets and woodblock lettering. This informal, "hand-crafted" style resonates with wellness, sustainability and the vegan philosophy.

I used prints from homegrown radishes and carrot leaves to design a versatile logo with a vegetable-inspired colour palette (aubergine, green, earth tones) reflecting health and freshness. The brand style is adaptable for digital, social media, and merchandise.



Ethically sourced apron printed with vegan inks



Two colour logo



Colour palette



One colour logo



Ethically sourced shopper printed with vegan inks





[Home](#) [About the day](#) [Vegan diet](#) [Vegan lifestyle](#) [Get involved](#)

**ETHICALLY RESPONSIBLE**  
**LIVING ON THE VEG**  
**BE KIND TO EVERY KIND**  
**PLANT BASED DIET**  
**SUPPORT THE PLANET**  
**STAY HEALTHY**  
**WORLD VEGAN DAY**

1ST NOVEMBER 2021

### WHAT IS VEGANISM?

Veganism is a philosophy and way of living which seeks to exclude—as far as is possible and practicable—all forms of exploitation of, and cruelty to, animals for food, clothing or any other purpose; and by extension, promotes the development and use of animal-free alternatives for the benefit of animals, humans and the environment. In dietary terms it denotes the practice of dispensing with all products derived wholly or partly from animals. >

### WHAT IS WORLD VEGAN DAY?

World Vegan Month is celebrated around the world as a time to recognise how far the vegan movement has come, reflect on our successes, and to highlight how accessible and beneficial

MacBook Pro

**1** **HOST A VEGAN LUNCH AT WORK & SCHOOL**



Gather your friends at school and university or at work for a lunch made entirely from plants! >

**VOLUNTEER AT AN ANIMAL RESCUE OR SHELTER**



Visit an animal rescue organisation and lend them a hand and help look after the animals >

**WORLD VEGAN DAY**  
01/11 2021

**10 WAYS TO CELEBRATE WORLD VEGAN DAY**

November 1st is World Vegan Day, where all of us join in to celebrate all things plant-based and the wonderful benefits of a vegan lifestyle, from saving the planet to being kind to animals and your own health. Get involved with our ideas below...

**3** **SHARE YOUR RECIPES ONLINE**



Share some of your favourite plant-based recipes with the rest of us and use **#WorldVeganMonth** and **#WorldVeganDay** on social media. Tag us on Facebook and Twitter using **@TheVeganSociety**



[Home](#) [About the day](#) [Vegan diet](#) [Vegan lifestyle](#) [Get involved](#)

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10 ways to celebrate World Vegan Day



What do Vegans eat?



The benefits of Veganism



Start your Vegan journey with our app

### LIVE VEGAN FOR LESS



### LATEST VEGAN NEWS

19/04/2021  
The Vegan Society's Vegan Trademark hits record-breaking 50,000 milestone >

18/04/2021  
The Vegan Society turns heads with epic Future Normal takeover >

07/04/2021  
Vegan student forced to 'study unit on farming or fail' wins case against college >

### SPREAD THE WORD

Share far and wide using **#WorldVeganMonth** and **#WorldVeganDay** on social media and tag us on Facebook and Twitter using the handle **@TheVeganSociety**, we would love to see what you get up to!

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Reg. Charity No: 279228 (England and Wales) and SC049495 (Scotland) | Company Reg. No: 01468880 and 12377572 (England and Wales) |  
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Social media and web design





## WORD UP DESIGN

### CAMPAIGN STORE FOR APPAREL AND ACCESSORIES

Starting as a personal project and responding to the EU referendum, I created the first 'I am the 48%' t-shirt. Due to overwhelming public support, I expanded the range for 'remainers' to include t-shirts, sweatshirts, hoodies, bags, cards and campaign kits. Word Up Design organically evolved to become the voice of the 48%, the first go-to place for pro-Europeans. It supported campaigners to #remainvisible and ultimately to #stopbrexit with a people's vote. I actively helped grassroots groups by campaigning, providing design services, creating communications and running stalls at rallies. I was on BBC News, and my work was shown in European museums.





Word Up Design  
Just some of my  
Pro European  
campaign designs  
from 2016 – 2020





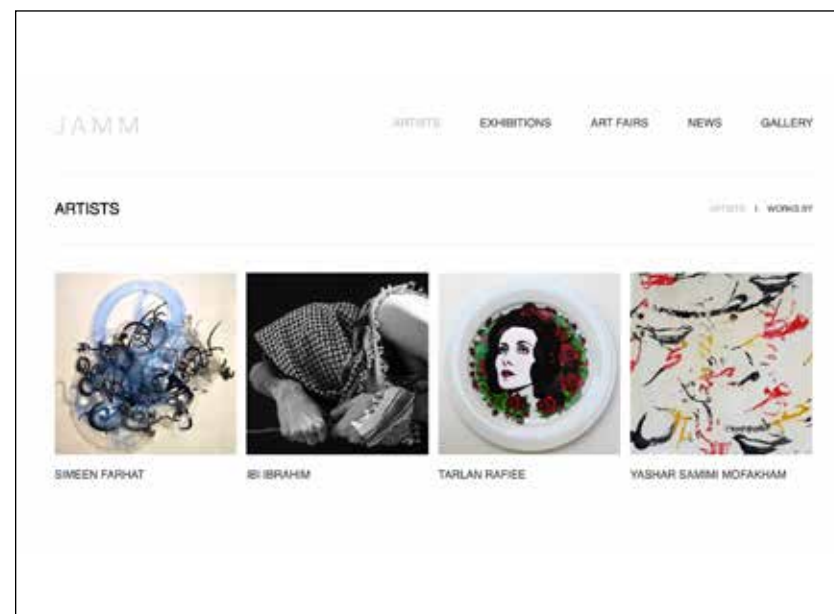
A4 folder and various inserts. Design followed onto website and training catalogues

## PARITY TRAINING CASE STUDIES FOR BUSINESS

Parity is an IT and business services organisation that delivers technical, recruitment, and training solutions to the UK and Irish markets. They focus on the key areas of Project Programme and IT Service Management. I designed and produced all printed case study material around the connectivity and web design theme that followed the same look and feel.



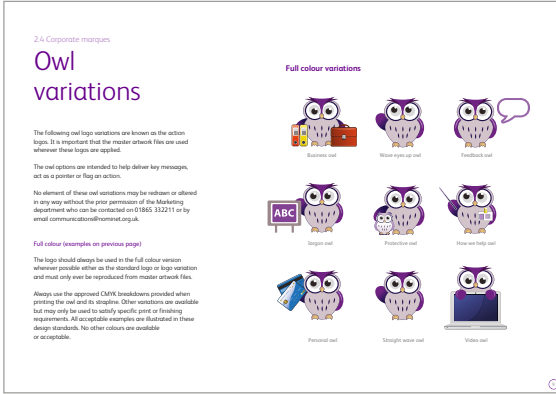
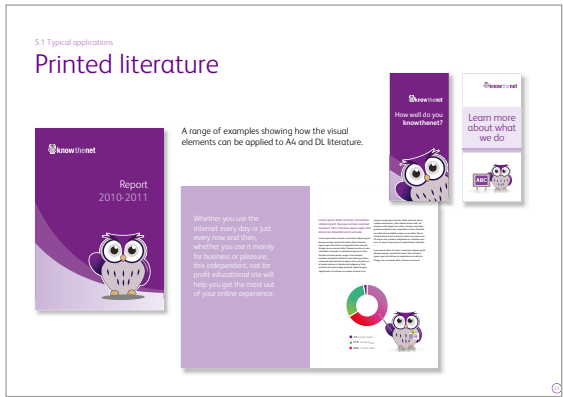
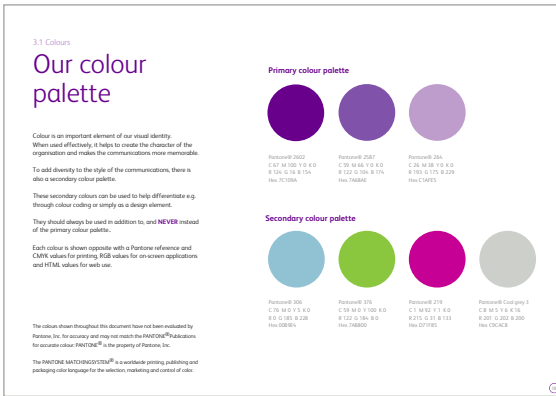




## BRAND IDENTITIES

Brand identity creation for different business needs.  
(Full brand guidelines are available for some of these projects on request).





# NOMINET KNOW-THE-NET BRANDING

Nominet, the UK's leading domain name provider, was launching an educational website aimed at helping consumers maximise their online experience. I led the creation of the Wise Owl idea, designing web layouts, exhibition stands, and promotional materials. My work established a cohesive and engaging visual identity that resonated with consumers, incorporating a friendly character to humanise the brand and make it more approachable, accessible and informative.



Thank you!

JEAN COULSON  
PORTFOLIO