

# Ben Steers

## Creative Illustration & Design



[info@bensteers.com](mailto:info@bensteers.com)

Design

Clothing

Other

A Beautiful Machine, Bristol  
Exhibition piece  
March 19th - April 7th 2010

The "A Beautiful Machine" Exhibition was set up and orchestrated by John McFaul of McFaul Studios as a celebration of all things bicycle. I was invited to contribute a piece for the show to feature alongside artists such as James Powell, 45RPM, Melbs, Adam Carlton, HelloMatt and a whole host of others.

I created a piece based on the Victorian Tall Bike, a multi-framed bike used by workers in the Victorian era to light the gas lamps that lit our streets. The piece was created using a simple 4-colour palette, Giclee printed and framed.

At the end of the show all the works were auctioned off online to help raise money for the Save the Children: Haiti Appeal of which I am proud to say my piece was the highest earner raising £92 for the charity and going to one happy bidder!



The Sunday Times Editorial Illustration April 2010

I was commissioned by The Sunday Times Travel magazine to complete an editorial illustration on a "Travel yourself trimmer" article. The brief was to create an illustration around the topics covered in the article with a "60's retro" styling.

The turn-around time was short and the original concept was adapted a number of times after a number of emails between myself and the arts editor David Rice. I wanted to create a beach scene with a playful arrangement of various typical beach-holiday elements. Working with a limited palette I was aware of how important colour would be in achieving the right feel to the image.

Arts editor David Rice said he was "really satisfied" with the final result and after seeing the printed version, so was I.

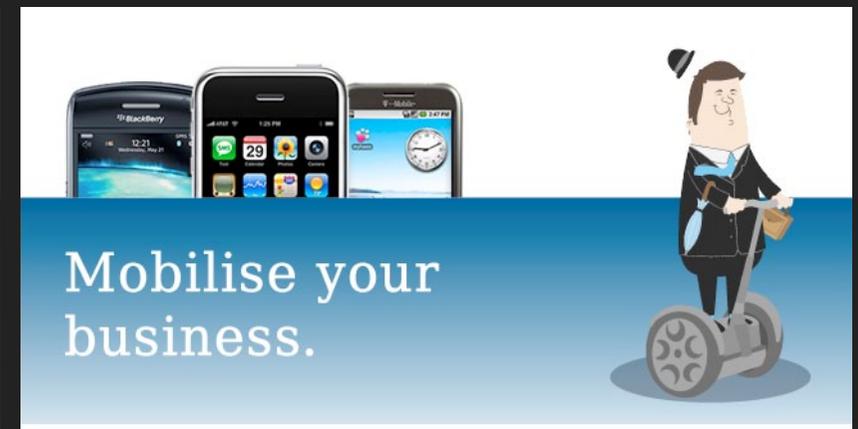
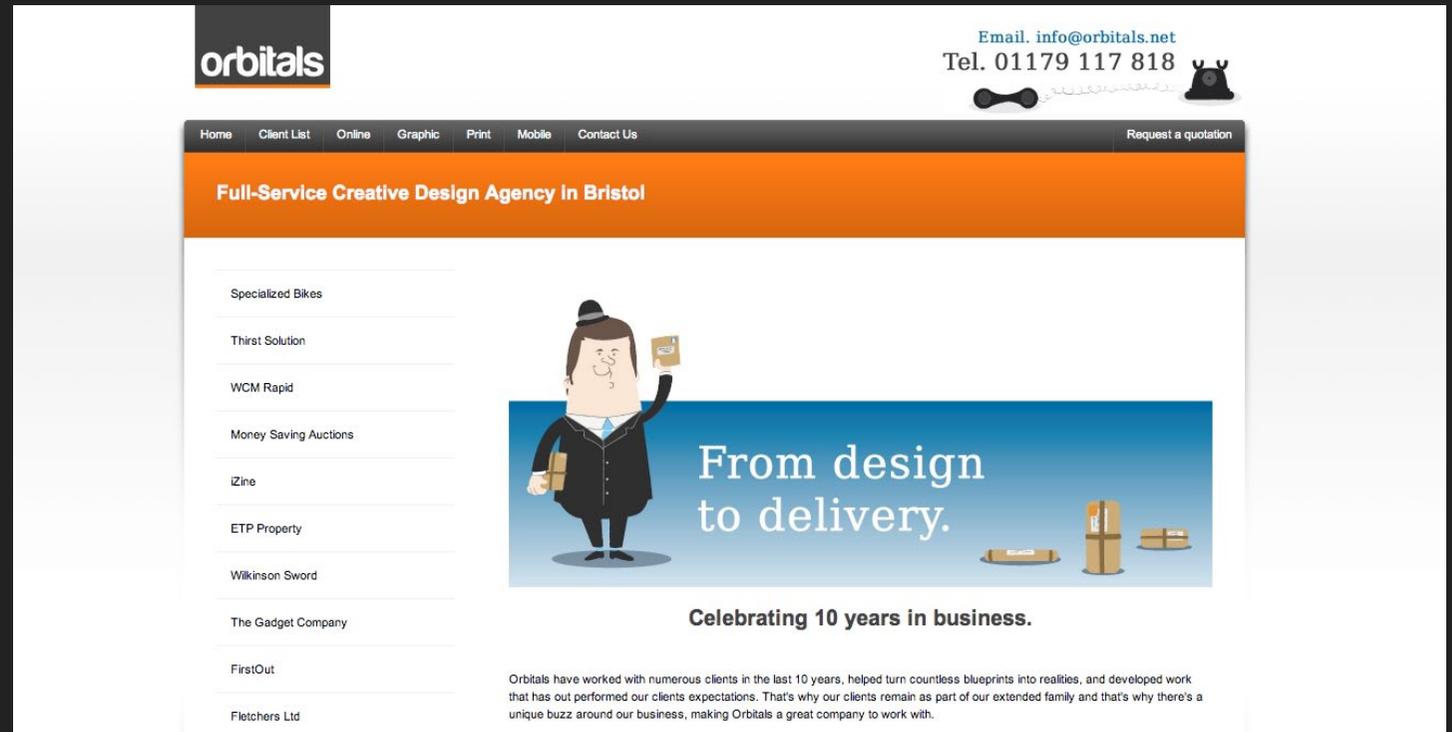


Orbitals New Media

Identity characters designed for website  
November 2009

Commissioned by Andy Booth of Orbitals to create a series of characters for a number of their online products.

The brief was to create a friendly character that could be used in a number of different environments and situations to help promote their products. Each illustration, there were six in total, was designed around a strapline such as "From design to delivery" which also featured on the site.



Design

Clothing

Other

## Flyer designs

An assortment of flyer designs for Bristol based club nights

### The Mash Up

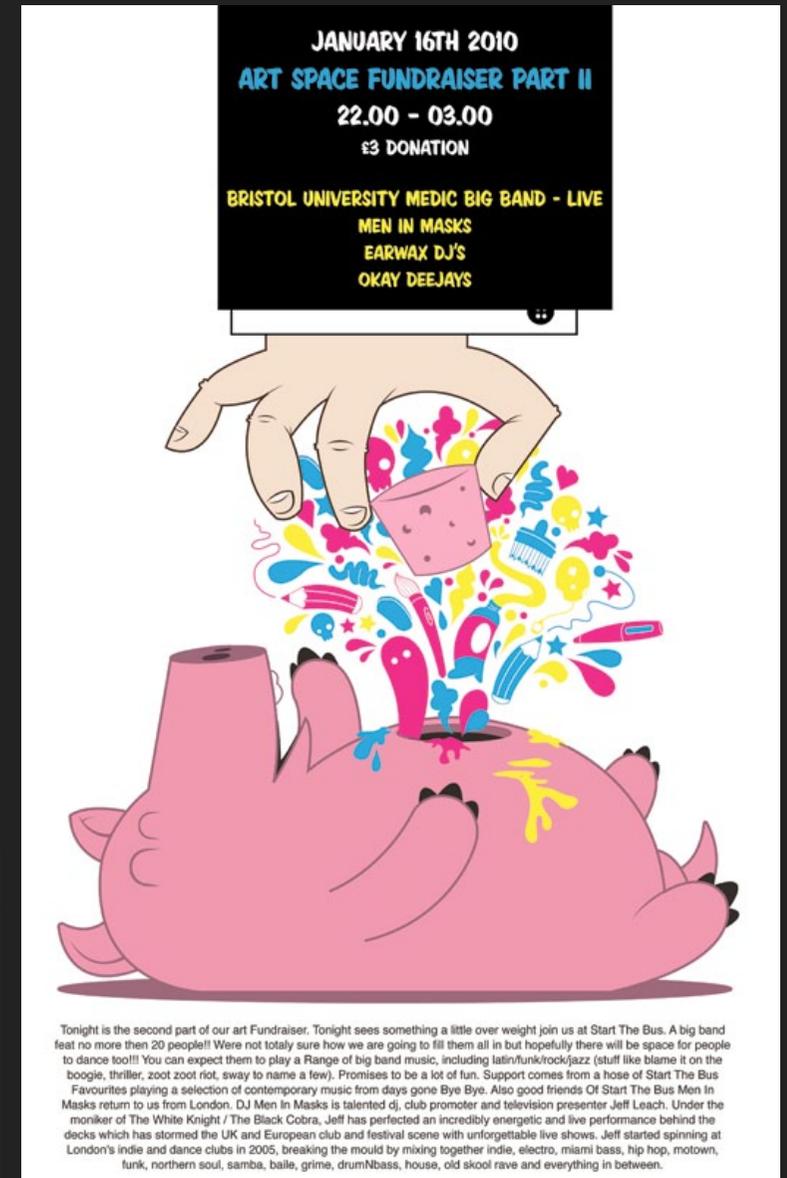
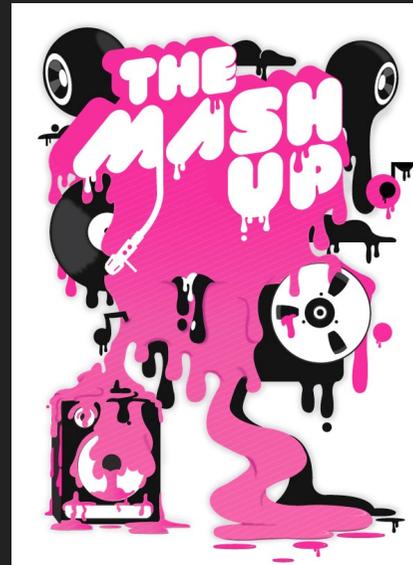
Flyer design for Bristol VIP's "The Mash Up" night. Client wanted a graphically striking design which was simple in colour as a change to their normal flyer designs.

### Art Space Fundraiser

Poster and flyer design completed for Start the Bus bar to help promote their art space fundraiser event.

### Penguin Dance

The first flyer in a series of 5 for the monthly Penguin Dance night. The client wanted a "street wise" penguin character that could feature on future flyers.



### Logo Designs

Various logo designs for local and national businesses

#### Connecting Brands

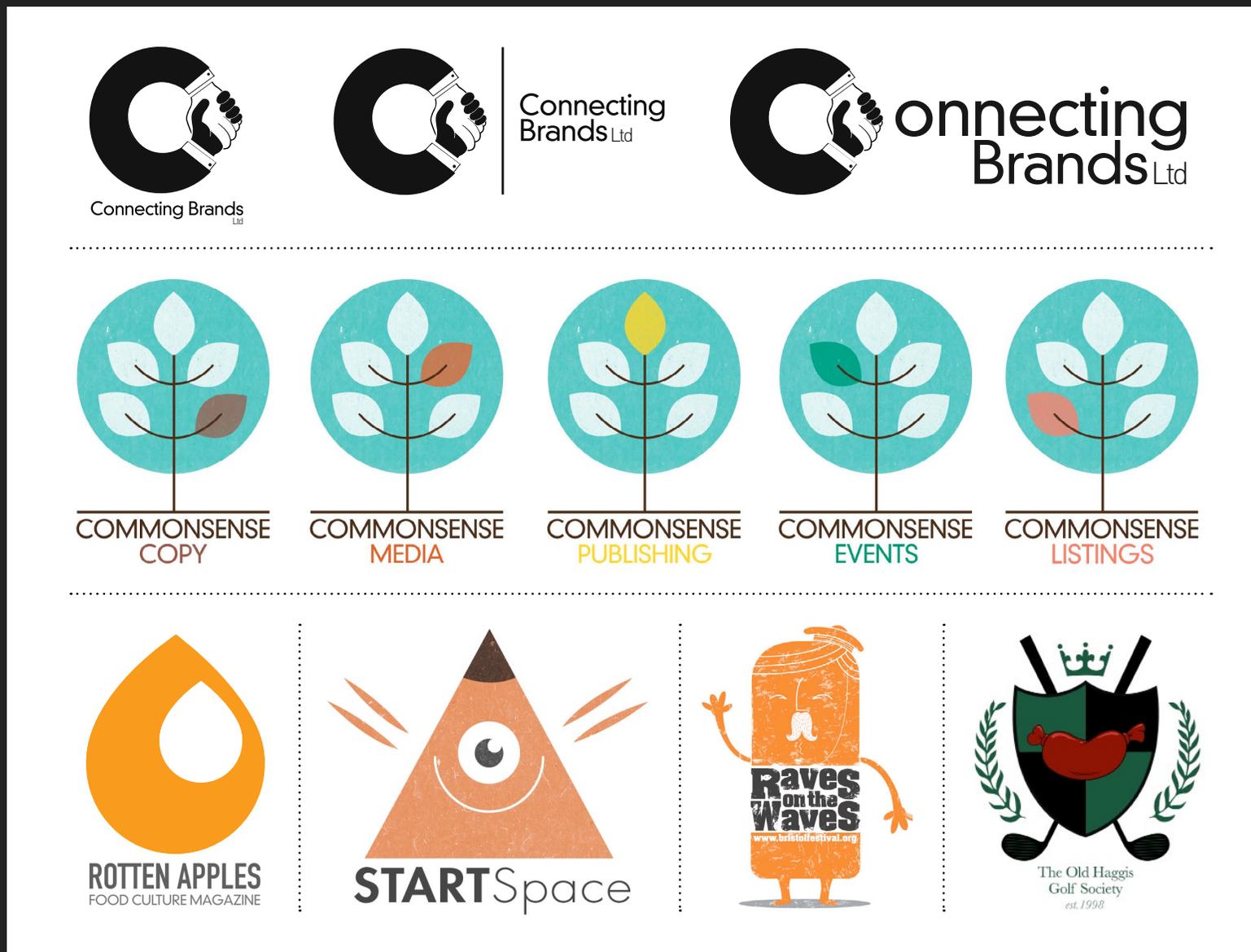
A series of different logo's created for the American company Connecting Brands Ltd. The brief was to create a logo that symbolised their companies ambitions and would at the same time appeal to CEO's and executives of respective companies.

#### Common Sense

The brief was to create a logo to be used across 5 seperate products within the company and that represented the companies green credentials.

#### Others (left to right)

- Rotten Apples Magazine
- START gallery space and shop
- Raves on the Waves-Part of Bristol Festival 2009
- The Old Haggis Golf Society



John Smith Memorial Trust  
Logo and strapline design for John  
Smith re-brand project  
May 2010

A collaborative project with Make Design Enjoy on an open design competition to re-design The John Smith Memorial Trust logo and strapline.

The John Smith Memorial Trust were looking to reivent their brand, helping them to attract new members and trustees. Working closely with the criteria of the brief we wanted to come up with a logo and strapline that would work in unison and seperately from one another. The logo was inspired by the concept of an "infinite cycle of personal growth" that the John Smith Memorial Trust offer their fellows. The ideas of growth and development were key in achieving our final outcome, with the use of a modern san serif typeface to help in achieving a contemporary feel. Results of the competition have yet to be announced.

### The John Smith Memorial Trust 2010 Logo Competition

Initial proposal from Make Design Enjoy, Bristol.

Inspiration for this branding came from the diverse progression The John Smith Memorial Trust offers. We felt the brand must communicate it's diversity, experience, empowerment, professionalism and of course personal growth.

The infinite cycle of personal growth is reflected within the icon, something at the very heart of The John Smith Memorial Trust. The idea of learning from one, and passing this knowledge onto another, is of key importance to the brand.

The Trust is responsible for helping to mould future leaders and decision makers, the strap-line "Shaping a democratic future" communicates this clearly and concisely. The logo offers strength and flexibility, forming not only an identifiable brand, but one with longevity.



*Shaping a democratic future*



#### Brand values:

Infinite Progression Network Recycle Shaping Growth Political Commitment  
Developments Voice Future Empowerment Personal Communicate Influential  
Flow Youth Community Justice Democracy Policy Society Experience

#### Icon development:



Strategic brand communication. Print, Web and Exhibition design.  
www.makedesignenjoy.co.uk

Tel: +44 (0) 1173 281 474 Email: studio@makedesignenjoy.co.uk  
Fourth Floor, Bush House, 72 Prince Street, Bristol BS1 4QD

Illustration

Design

Clothing

Other

Fiasco Design media pack  
Packaging, booklet & business  
card design  
May 2009

As a way to help promote the newly established Bristol design agency Fiasco Design I designed a media pack that could be sent out in the post to help attract potential clients. The pack consisted of business cards, an information booklet, postcard images from Fiasco's portfolio and an assortment of stickers.

Fiasco Design consists of four members and each member was given a colour from the CMYK colour range to use on their business cards. The information booklet was designed alongside Epoch designer Craig Minchington, offering information on the services that Fiasco provides, along with examples of work and contact information. The packs were sent out to various local businesses and proved highly successful with Fiasco receiving both work and recommendations as a result.



## Supreme Being T-Shirt Design

Open online competition entry  
March 2010

In January 2010 Supreme Being opened a competition calling for illustrators to submit designs for their next T-Shirt range. The brief was completely open allowing for complete creative freedom which made a welcome change to other such briefs.

I set about conjuring up an image which I felt would work well alongside the other Supreme Being designs. I was really happy with the final result, and although short-listed the design didn't make the final range. The design has since been used as prints and sold through various exhibitions.



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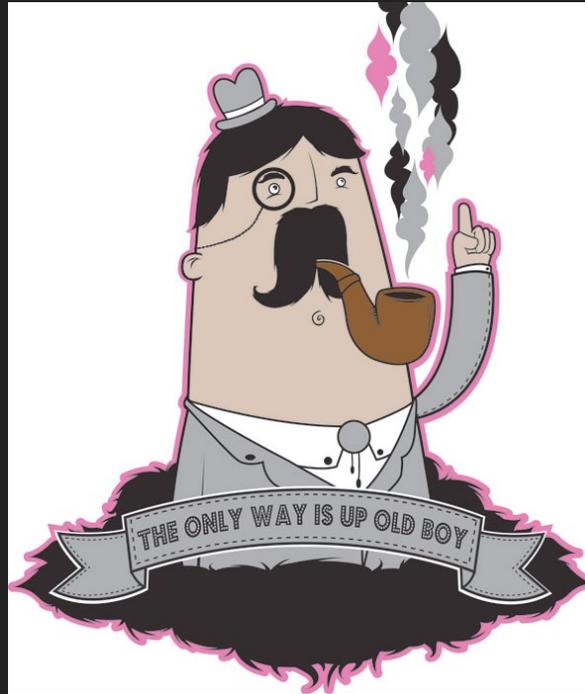
## Spunky Clothing T-Shirt Design

Printed design for Spunky Clothings  
Summer 2010 T-Shirt range  
June 2010

Back in October 2009 I was contacted by Bristol based T-Shirt company Spunky Clothing and asked to design a T-Shirt for their 2010 summer range.

The Only Way Is Up Old Boy was inspired by my good dad and a phrase he uses all to often. The illustration was built up around that simple sentence.

The T-Shirt was fairtrade printed on a 100% organic cotton t-shirt and is currently being sold around the country. I have another design due out in their Autumn range with a possible third for winter.



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All I want for Christmas cards  
Charity Christmas cards project  
November 2009

For the Christmas of 2009 I decided to organise and orchestrate a charity Christmas card event with a difference and help to raise money for a local charity.

The All I want for Christmas cards project was born out of the desire to bring local Bristol based artists together in order to help raise money and awareness for a worthwhile cause. Each artist was asked to contribute a design around the theme of "All I want for Christmas..." with the only other criteria being that they include the colour red within the final design. In total we had 20 contributing artists including the likes of Jon Burgerman, Inkie, Peskimo, Ben Newman, Rich T, Bjorn Lie and Chris Dickason. The cards were litho printed and sold in boxes of 20. Boxes were limited to a run of 500 and all boxes were sold.



*Thank you for taking the time to look  
through the portfolio of*

*Ben Steers*

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= DAILY CHECKS =

- EMAILS
- UPDATE TWITTER & BLOG
- JOB WEBSITES:
  - PEOPLE PER HOUR
  - GUMTREE
  - CREATIVEROOM
  - CREATIVE INDUSTRIES
  - FREELANCERS UK
  - DESIGN CROWD
  - UNIVERSITY OF ARTS.

