Selected Works
2026

Portfolio *Graphic Design*

William Jones

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01* FULL DETAILS WITH HANDLE



02* SHADED ONLY WITH HANDLE



03* FULL DETAILS - DARK



04* FULL DETAILS - LIGHT



05* SHADED ONLY - DARK



06* SHADED ONLY - LIGHT



07* GENERIC OFF WHITE



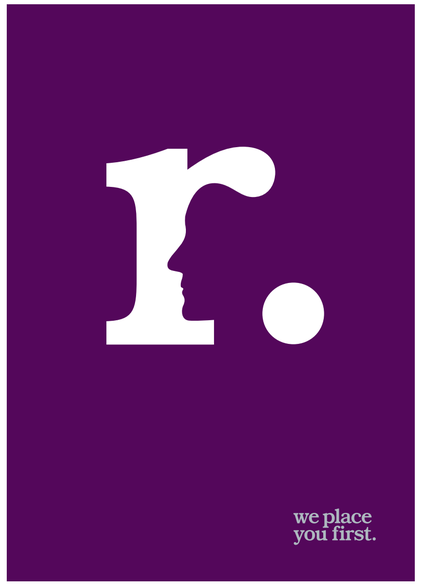


Beat Brewery
Convention marketing banners & handouts for a brewery with music inspired craft beer.

The Project

Creation of printed materials for Beat Brewery to convey information about their new line of craft ales and to stregnthen their company brand identity. This included Flyers, Business Cards, Pop-up Banners and Vinyl decals.

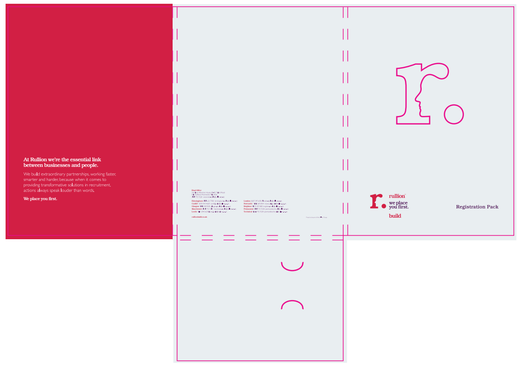
The printed materials were all designed double sided and were dye-cut in the shape of a beer keg with a handle.

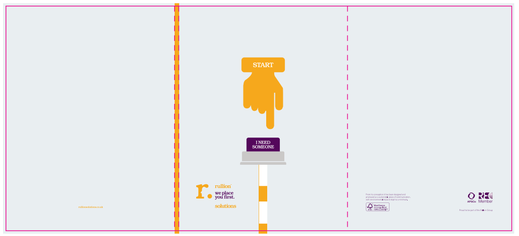


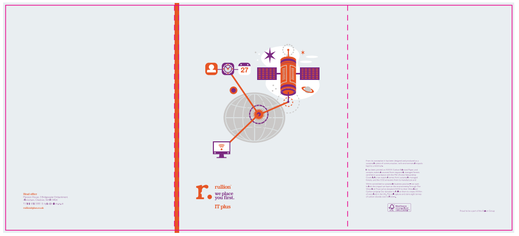


























Rullion Group

A leading workforce solutions provider with roots in construction, IT, strategy, supply, engineering and international logistics. With 6+ branches and over 12 Locations.

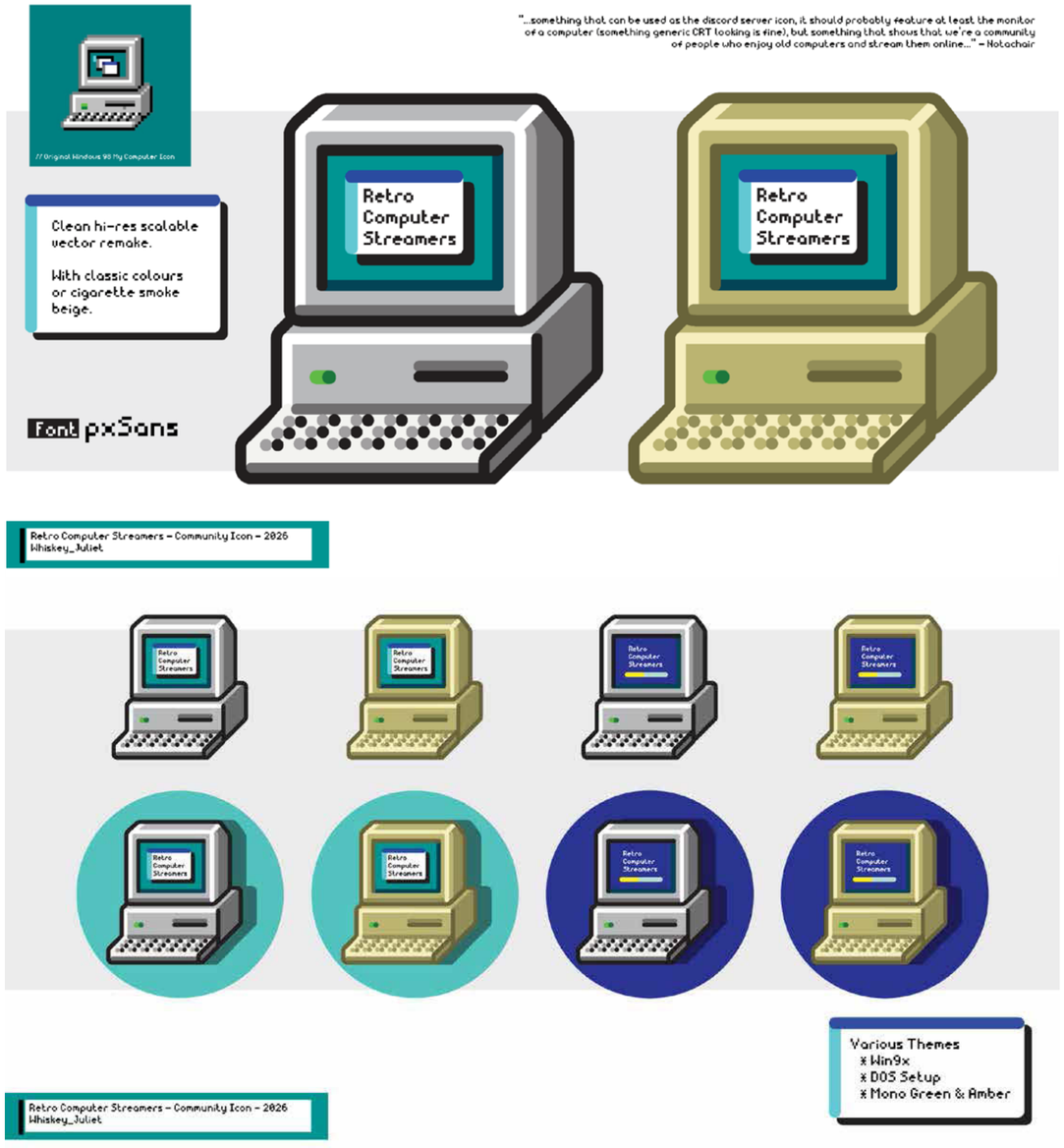
The Project

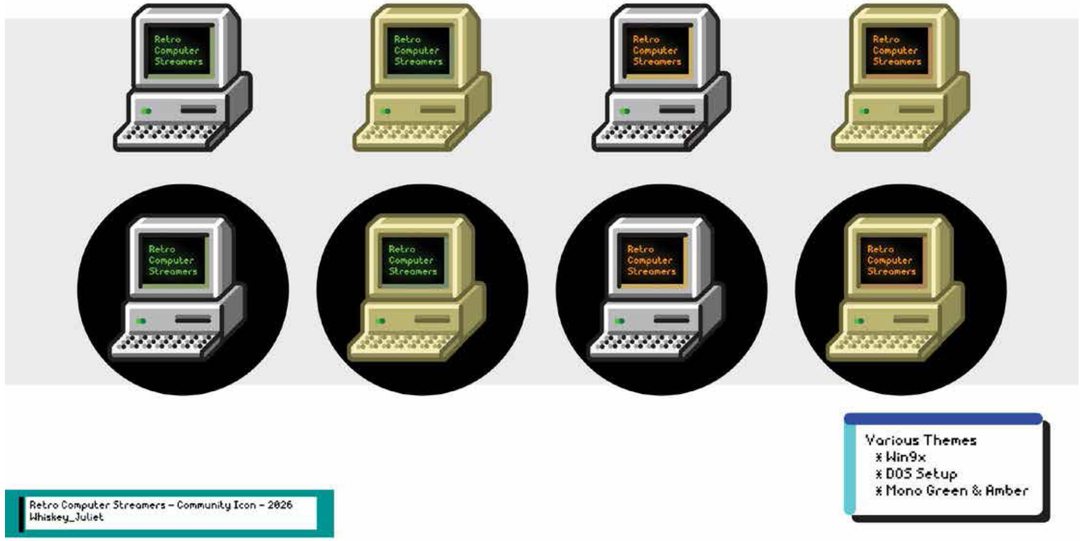
Adhering to an exact brand treatment provide design services, prepare new marketing collateral, company stationary and printed assets. This includes corporate stationery such as business cards, company letter stock, employee handbooks, custom payslips, internal documentation, catalogues and brochures. As well as marketing materials such as posters and flyers for 12+ locations with 6 main branding branches.

All printed materials had to match their original brand colours exactly. Originally provided as Spot Pantone colours to reduce print costs the CMYK split was calculated and tweaked over several rounds to match their requirements exactly.



rullion™
we place
you first.







Retro Computer Streamers
A online community for retro computer content creators, streamers, and enthusiasts.

The Project
To create a distinct ident and visual presence for use with Discord / other web platforms. Logo, icons, emotes etc. which should feature the monitor of a computer (CRT), it needs to show "We're a community of people who enjoy old computers and stream them online".

Using the visual language of Windows 95 as an inspirational starting point I re-constructed many of the system icons and device logos and came up with a suitable Logo using clean scalable vector artwork which at a glance conveyed a retro computing aesthetic.



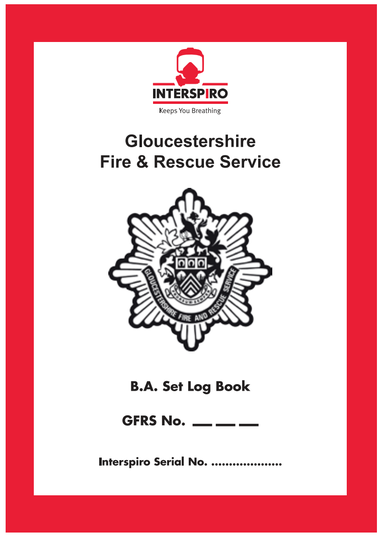
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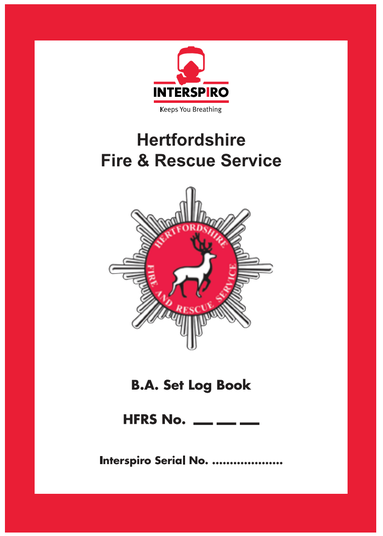
INTERSPIRO

Keeps You Breathing

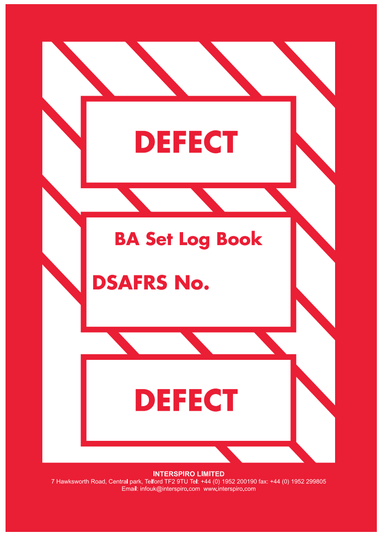














National Fire Service

Interspiro Breathing Apparatus Set Log & Defect Books for multiple branches of the National Fire Service.

The Project

Recover, update and create print ready artwork for mission critical logbooks for 7 branches of the National Fire Service.

Original artwork provided needed many changes including corrections, additions and completely new layouts for some sections. The original artwork provided was not print ready and in some cases non-editable. This project required standardised layouts, with strict branding adherance and in most cases complete recreations of the branch badge.

Each branch then required minor differences to the instructions, wording and tables that fit with their existing safety checks and workflow. Working closely with reps from each branch with multiple passes to ensure accuracy. In the end there were seven different 120 page, paginated and numbered logbooks each with individual covers.



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British Esports Association Sponsored Rebrand
Competition Winners recieved a professional team branding redesign.

The Project
To create a professional team branding treatment for an Esports team representing a school or college participating in the Championships for the British Esports Association. Using a design brief provided by the students and staff of the winning team. This included their colour palette, desired imagery and organisation branding guidelines.

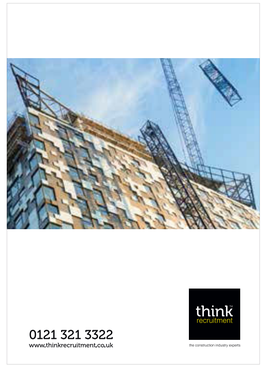
Working closely with the college and using an iterative design process to I produced a series of initial logo concepts, along with a breakdown of the design language for evaluation. Development continued using feedback from the clients in a series of design stages until complete.

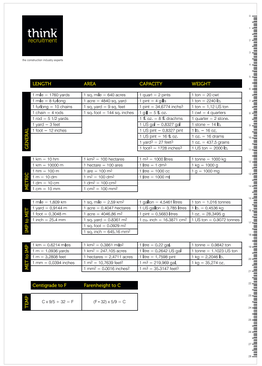


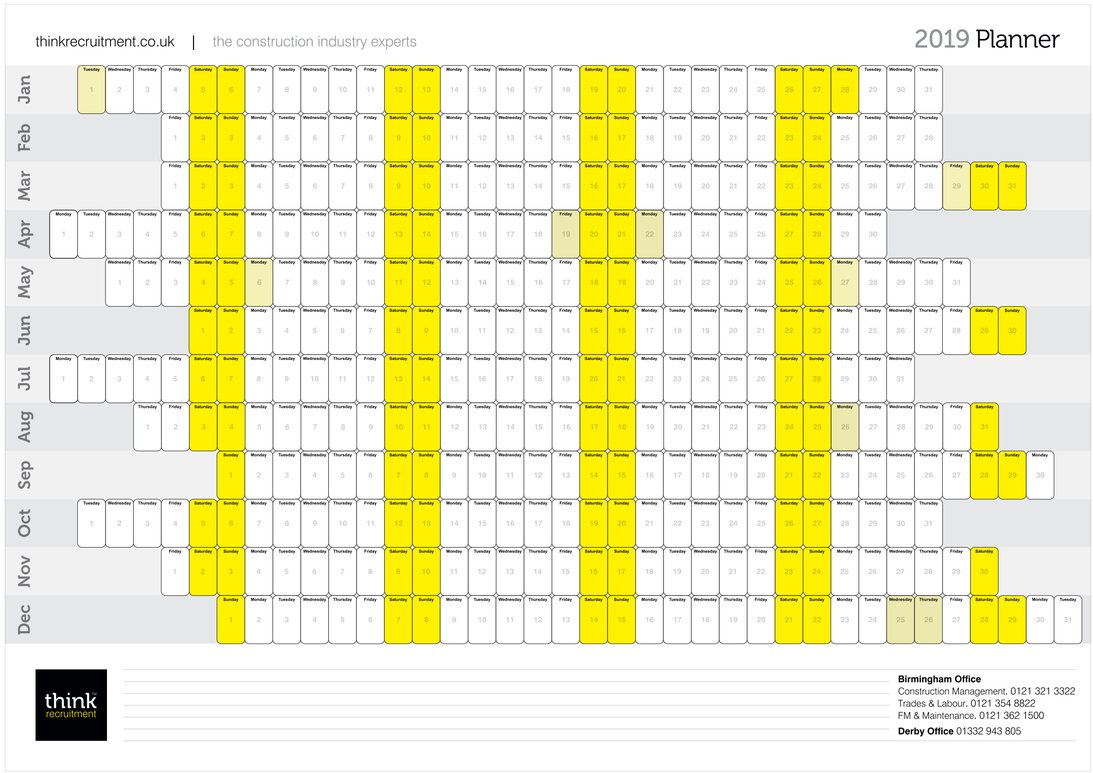


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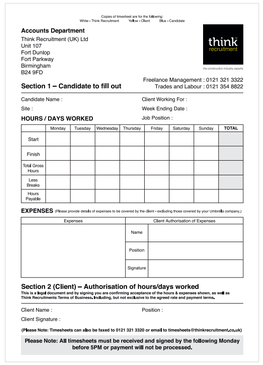




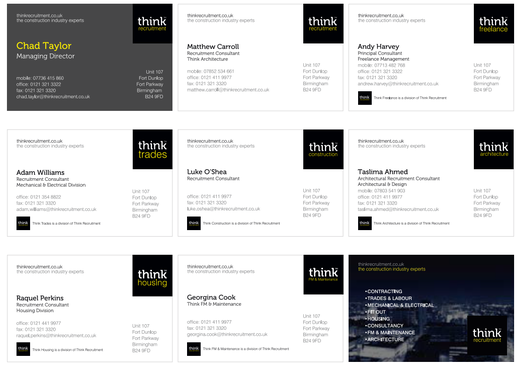


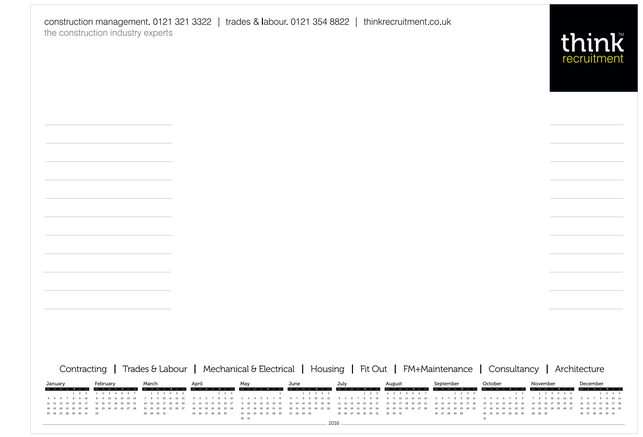


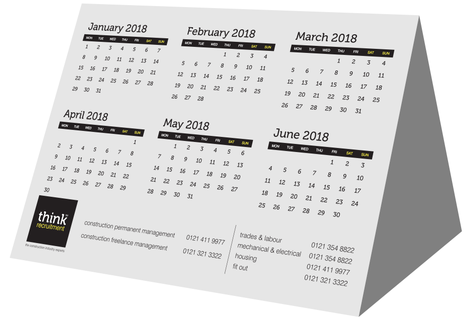














Think Recruitment

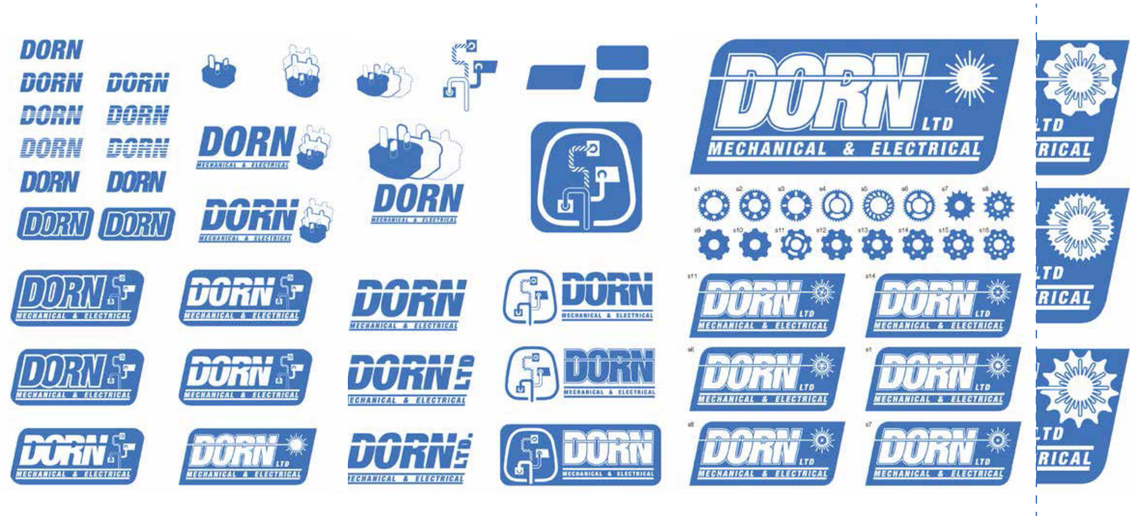
Construction recruitment company that specialises in connecting the right people with the right projects.

The Project

Using existing branding and graphics; design, maintain and prepare new marketing collateral, company stationary and printed assets. This includes corporate stationery such as business cards, yearly planners / calendars, catalogues and brochures. As well as marketing materials such as posters and flyers.

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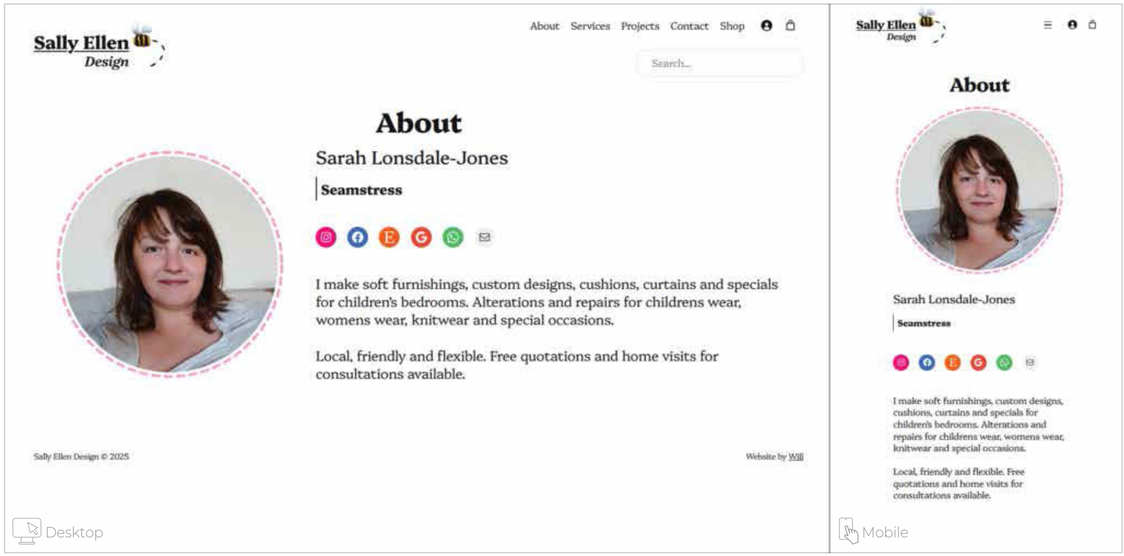
DORN Mechanical & Electrical LTD
A mechanical and electrical installations & maintenance company.

The Project
Refresh of logo and corporate styles / branding with a professional look that can be used in all areas of the company ie. Vehicle wraps, printed media, internal documents etc. Requirement is to keep current company colour or close to it.









Sally Ellen Design
Seamstress / Designer who makes custom clothes, furnishing and plushies.

The Project
Create new branding and logo that meets the clients specifications, along with web and print media for the business.

The website serves as a contact card, portfolio, blog and e-shop, that scales to be viewed clearly and easily on desktop and mobile devices. The website also features inline social media posts from all the clients social media platforms neatly into the blog section.

Flyers and cards were also made with a unifying theme matching the new branding schemes and the new website.

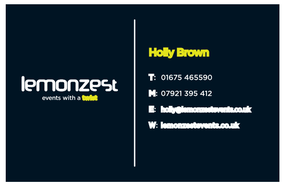








































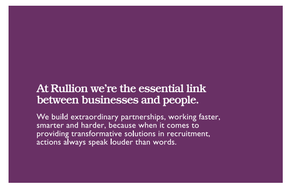




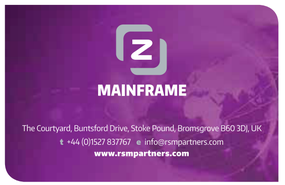
























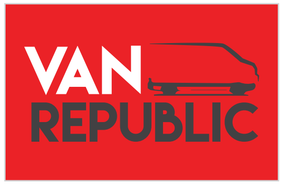
















Print Preflight & Production

A selection of examples from the multitude of business cards I have setup, designed and prepped for printing over the years.

The Process

To support high-volume enterprise clients, I maintain a strict preparation and preflight workflow that prevents on-press errors and costly reprints. During setup, I ensure exact sizing, trim boundaries, and bleed, while isolating vector die-cut lines onto dedicated non-printing layers.

I manage color accuracy by separating CMYK process builds from spot colour splits to maintain consistency across substrates. Finally, for quality assurance, I audit ink limits, overprint settings, font outlines, and image resolutions before sending files to the RIP









The Retro Ricebowl
A throwback gaming content channel with strong retro gaming themes.

The Project
To create a fully 3D character mascot inline with the clients existing vision and the theme of the channel is clearly reflected in the final logo.

The final design was modeled, textured, lit and rendered with Blender.
The limbs and hands are rigged for easy posing for future variations.
The construction is separated out into parts to allow for easier 3D printing on smaller beds or in stages. The items, limbs and decorations are made in a way which allows them to be swapped out (when 3D printed).



The Chonky Question Show
A streamed online comedy panel show with live guests and audience interaction.



The Project
Create the visual assets for a immersive online live broadcast quiz show in the form of a modelled 3D virtual set, graphical set dressing and logos. Made to meet the requirements of the client the set has spots for three teams of two players and a host position for the quiz master.

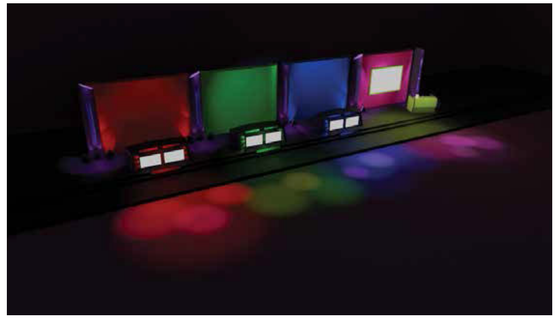
The 3D set was rendered out into many 2D elements that when placed into layers allowed the host to seamlessly transition between contestants creating a 3D depth parallax effect.





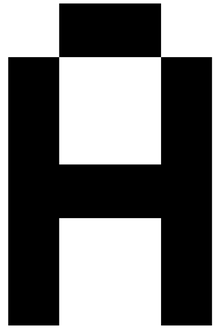






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pxSans - a sans serif lo-fi font



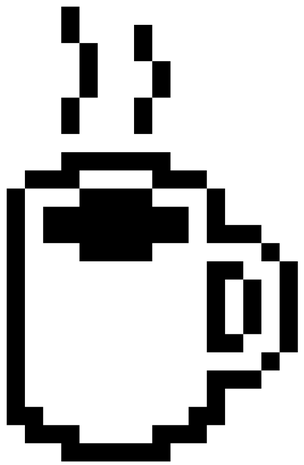
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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pxSans
A free non-commercial simple pixel grid low fidelity true type font (ttf).

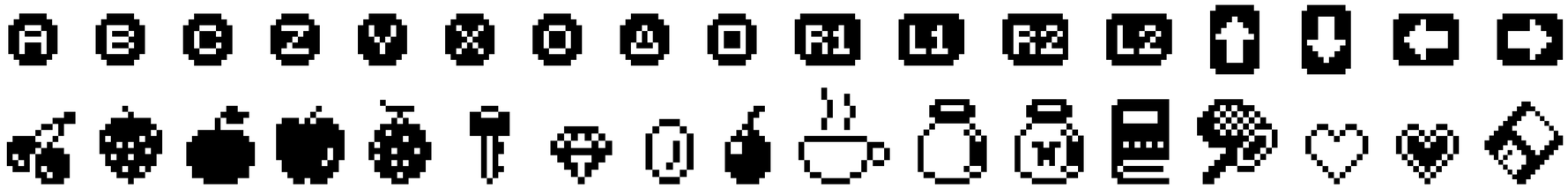
The Project
It's my take on making a simple 'Sans Serif' font that conforms to a 5px by 9px grid for each character. Using a five by nine pixel grid is the area allowed for all glyphs on top of regular letters. For instance, the bottom row of pixels is reserved for symbols like the underscore and the tips of descenders on letters like y and g. The top line of pixel is again reserved for floating punctuation.

Supporting Glyphs
pxDingbats is an assorted collection of 218 glyphs and dingbats in true type font (ttf) format. Each character was drawn, vectorised and configured using Adobe Illustrator and FontForge. Most glyphs are tributes or simplifications of old game sprites but many are originals.

If your interested in using either fonts they are available to download at www.wtrjones.co.uk for free for non-commercial use. For a commercial licence please email me at *licence@wtrjones.co.uk*.

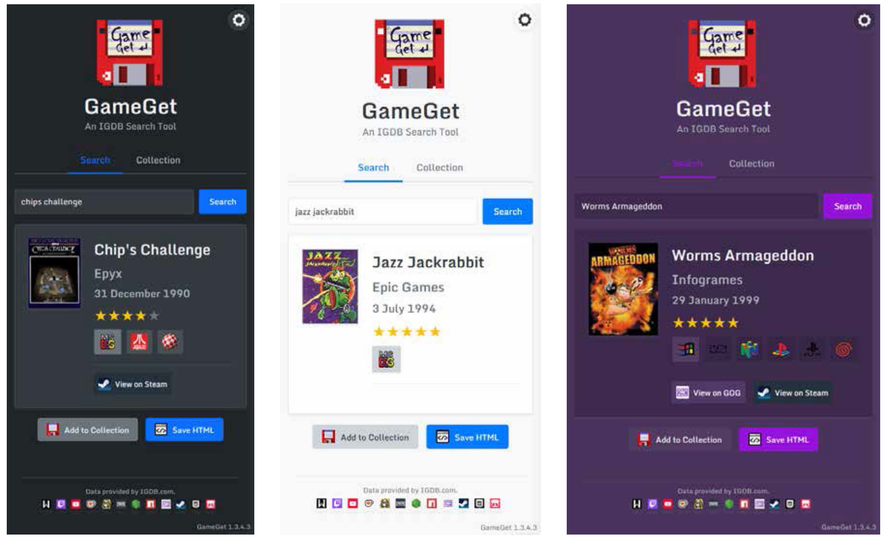


"Cozy dark brew fixes my quiet
cup of java, jumping zest!"

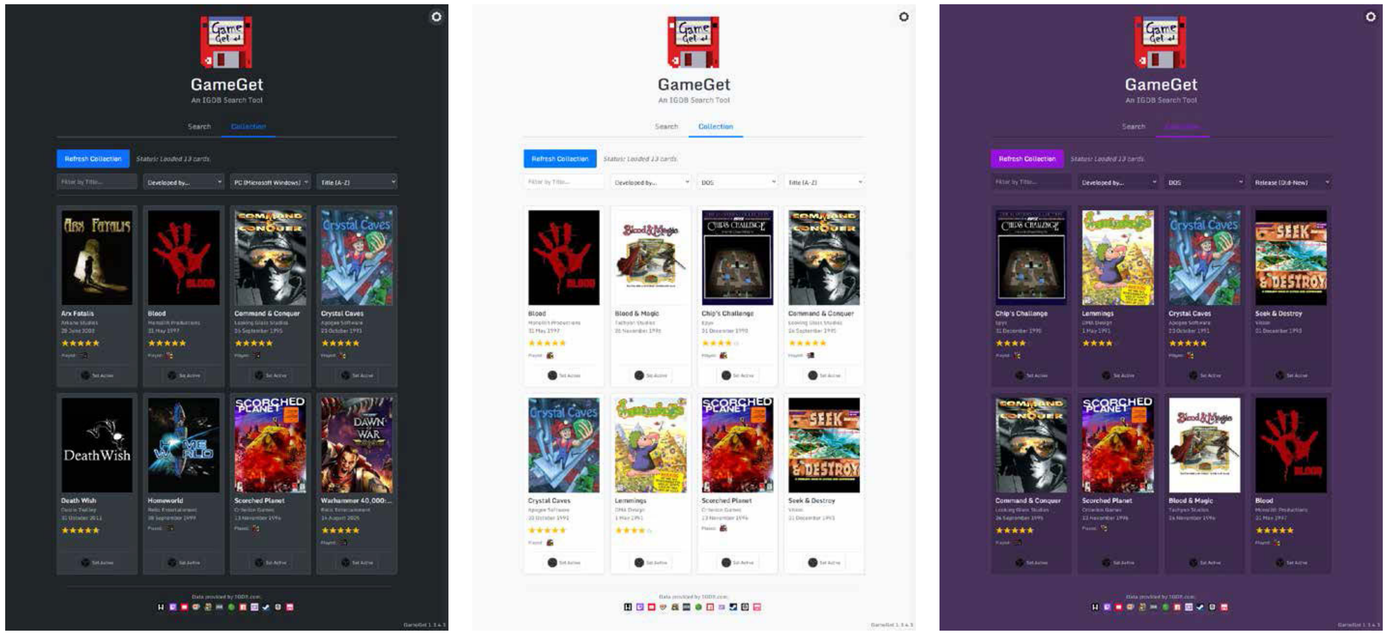


+177 more!

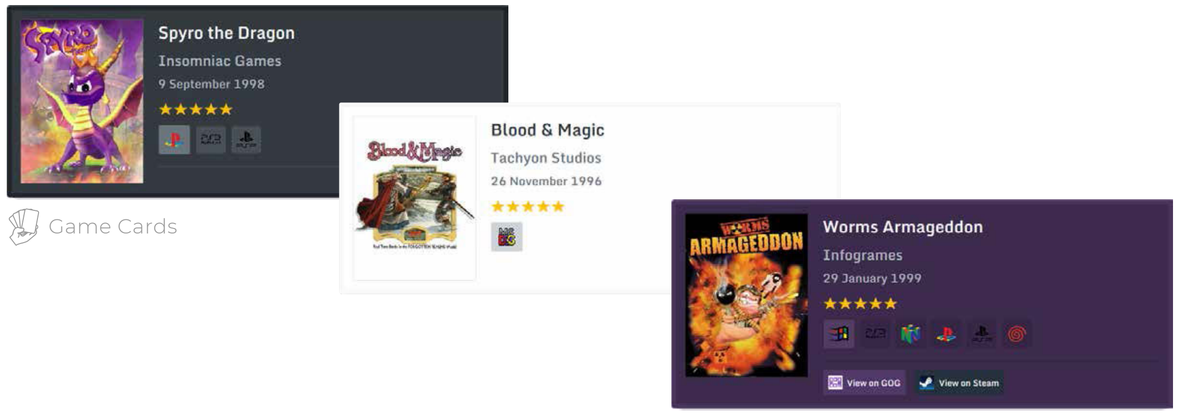
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Mobile View - Search



Desktop View - Collection



Game Cards

GameGet

An IGDB (Internet Game Data-Base) Search Tool for streamers.

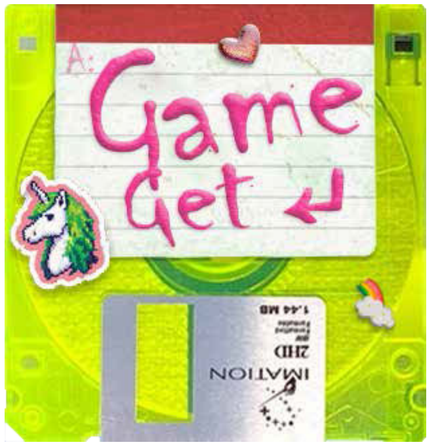
The Project

GameGet is a tool for looking up video game details for display in a simple and customizable way for use on live streams (or whatever). It uses Amazon / Twitch's igdb.com API to get the name, developer, release date, supported platforms and cover art etc. for any game in their database.

These games can then be collected into your own library, highlight your platform of choice and be given personal ratings. These entries are called Game Cards and can be viewed or displayed externally in a browser or as a HTML source in any broadcasting software..
GameGet uses Node.js and is a selfhosted app. The interface and Game Cards can be themed or customized at anytime using the settings menu. Pick from pre-made themes like Dark, Light or Purple, or create and share your own.

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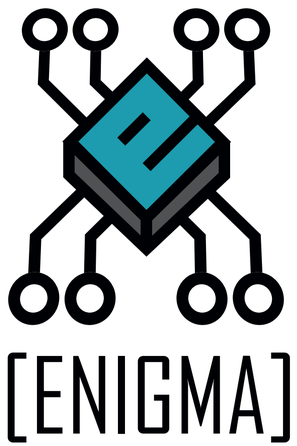


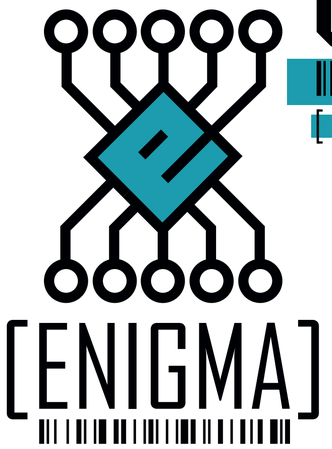


GameGet Vector Platform Icon Library - 16x16 pixels

GameGet's platform icon library is made up of recreations and interpretations of 70+ historic system logos.
Each one is redrawn as a scaleable vector icon with alterations to ensure that the brand and platform iconography is still legible at even 16x16 pixels.

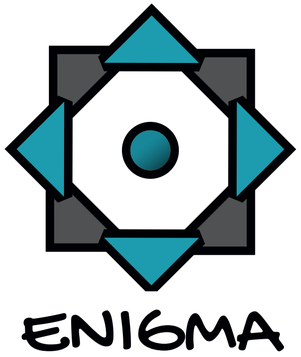
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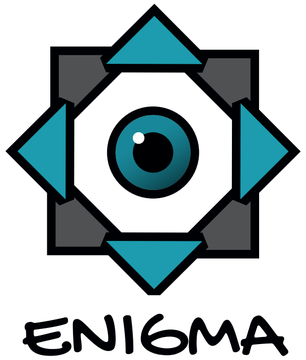












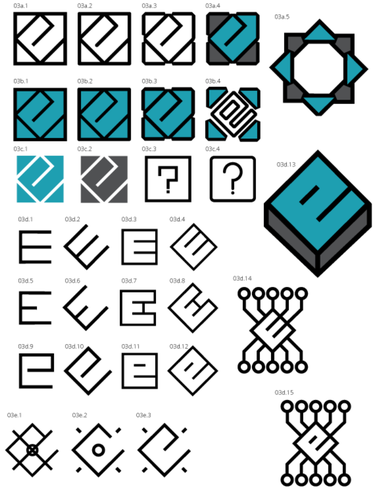


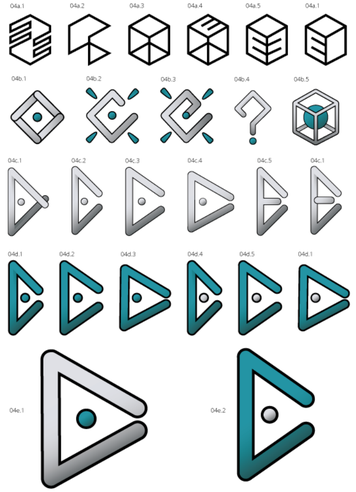


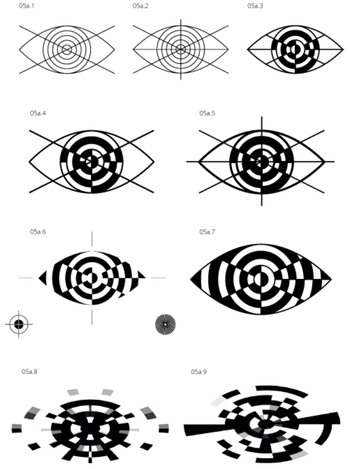
Enigma Esports Team Logo
Cambridge college's esports team

The Project
Working closely with the college and using an iterative design process to I produced a series of initial logo concepts, along with a breakdown of the design language for evaluation. Development continued using feedback from the clients in a series of design stages until complete.

Create a unique logo and media assets for a esports team named Enigma, using the provided example references as a starting point a glitchy hacker visual style that reflects the name and it's secret code origins.









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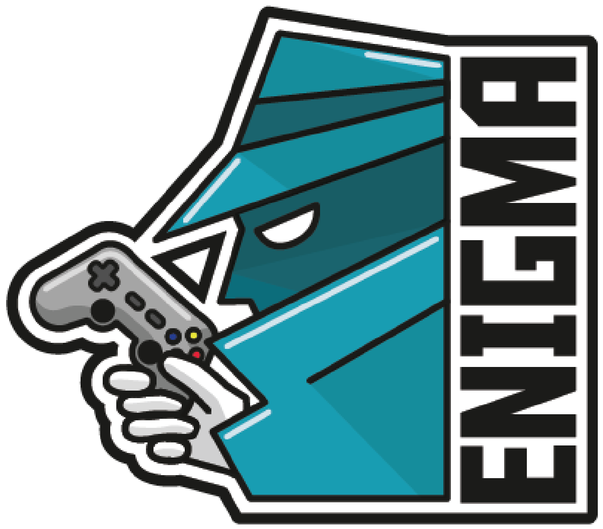
Navigating Mid-Project Pivots & Brief Misalignments

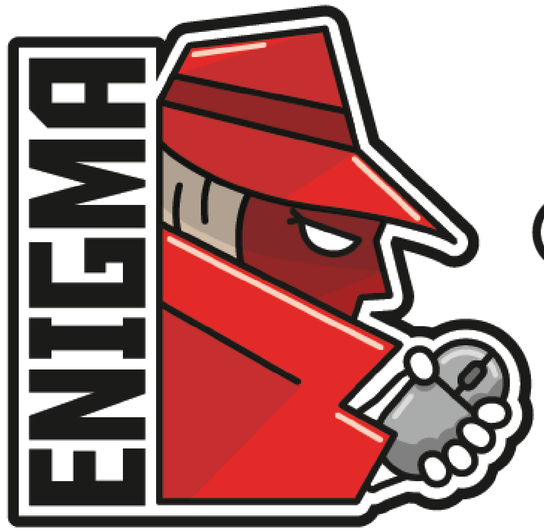
Creative projects don't always follow a straight line. Mid-development this project underwent a major directional shift following a change in client leadership and essential changes to the final product.

The initial brief requested a high-energy "glitchy hacker" visual themes and example references were also provided. However internal miscommunication within the organisation this concept hadn't been vetted for it's use case audience: Special Educational Needs (SEN) students.

During a late-stage proofing round, a new client lead stepped in and identified that the creative direction was unsuited for an SEN environment, which required maximum legibility, clear structure, and accessible visual language.

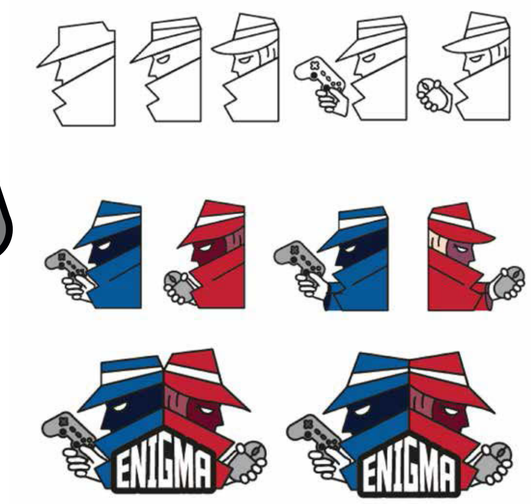
With the new requirements and a clear direction given from the client's new project lead, I was able to create a second set of designs that while creatively more restrictive met the exact scope the client required and within the time constraints of the project.

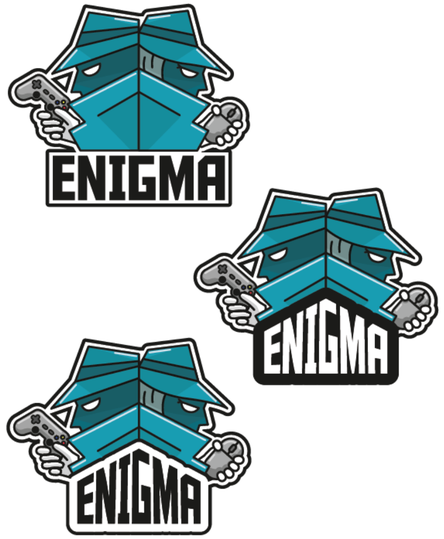


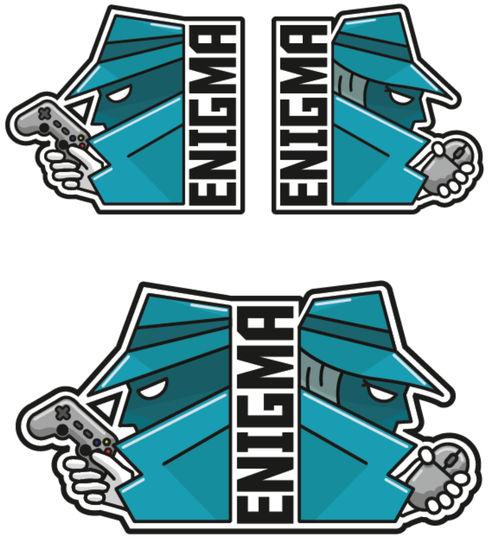






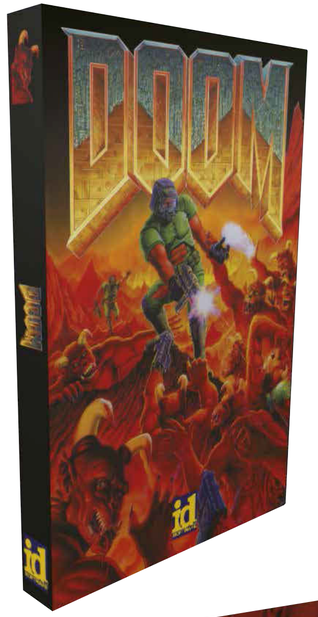


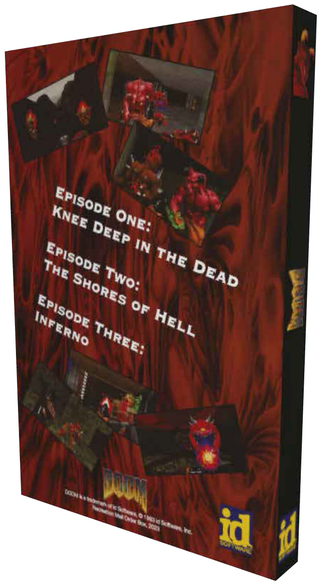


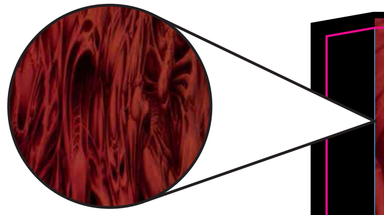




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Copperplate
Gothic Heavy BT
Regular











Original Retail Doom (1993) Reproduction Box
A personal project to create an original retail reproduction Doom box.

The Project
I started by assembling high-resolution source imagery, such as the original cover painting, separate logo artwork, and archived screenshots, whilst carefully converting everything to CMYK to ensure accurate print colours with a glossy finish. To differentiate it from authentic retail copies, I intentionally added a disclaimer noting it as a 2023 recreation and placed my Twitch branding on the flap, whilst opting out of embossing the logo to stay faithful to the original release. Without access to an original box for reference I had to estimate the dimensions using historic photos using items in the photos ie. floppy disks for scale. After the ordered custom print run arrived the assembled box turned out great and snugly accommodates the original manual and 3.5-inch floppy disks perfectly.



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