

[petermccabe.w.uk](http://petermccabe.w.uk)

## **Profile**

Award winning creative director and designer specialising in corporate identity, visual identity systems, creative communication, and website branding.

I've worked client side. I've worked agency side. I'm agile and approachable, with can-do attitude that as a leader and team player brings out the best in projects, processes, and people.

I cover all aspects of the creative process from conceiving, crafting, developing, and delivering brands. Skills include, and are not limited to, art-direction, AI integration, animation, brand identity, campaigns, contemporary graphic design, copywriting, creative strategy, idea generation, illustration, mentoring, movies, music, photography, print production, problem solving, social media, sound art, typeface creation, UI and UX, and website builds.

## **Experience**

- In-house: Bank of England, Kooth plc
- Agencies: Interbrand, Siegel+Gale, Seven Brands, Whitestone

## **Enclosed**

- The international stage
- The national stage
- SMEs, start-ups and charities
- Case studies

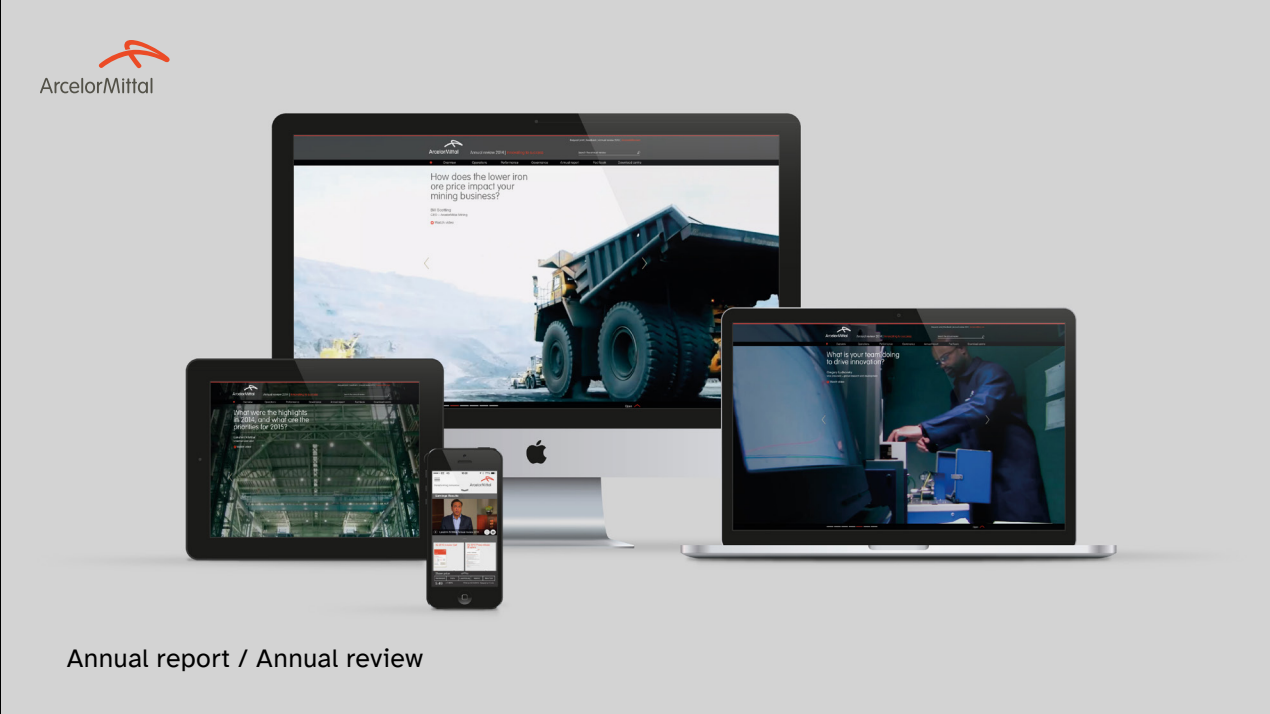
# The international stage



Concepts / Workshops / Websites



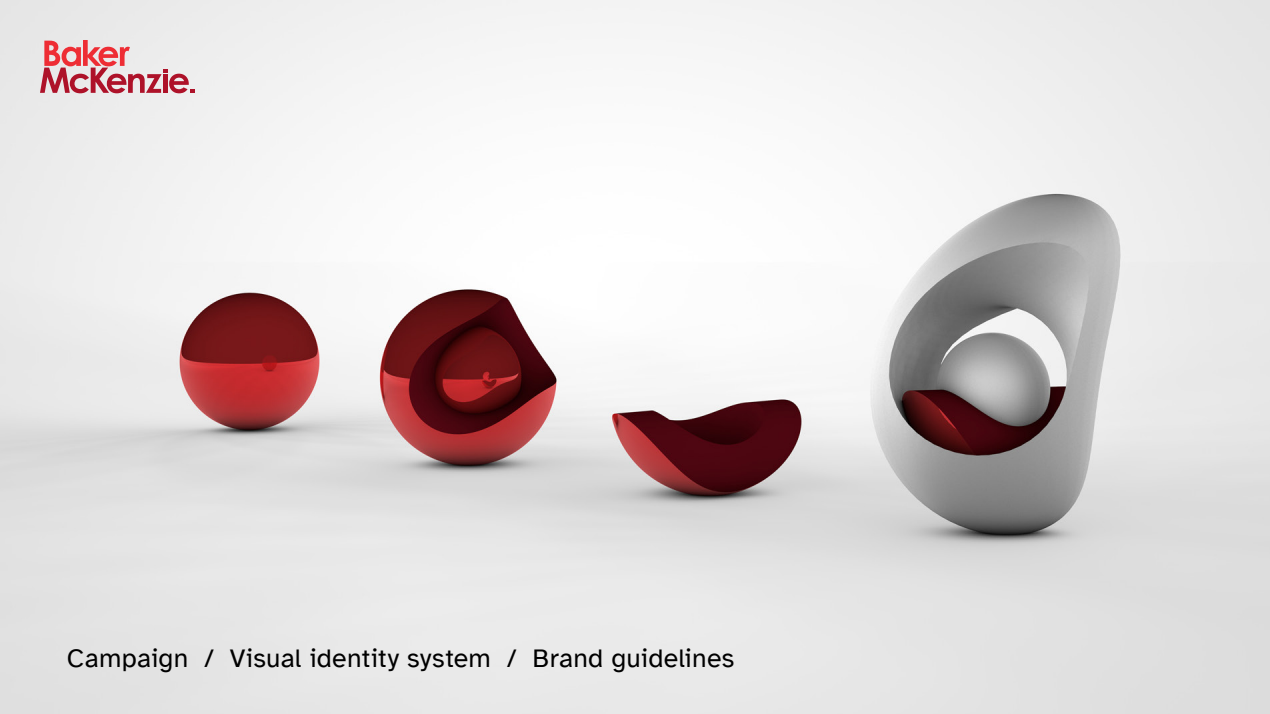
World Cup merchandising



Annual report / Annual review



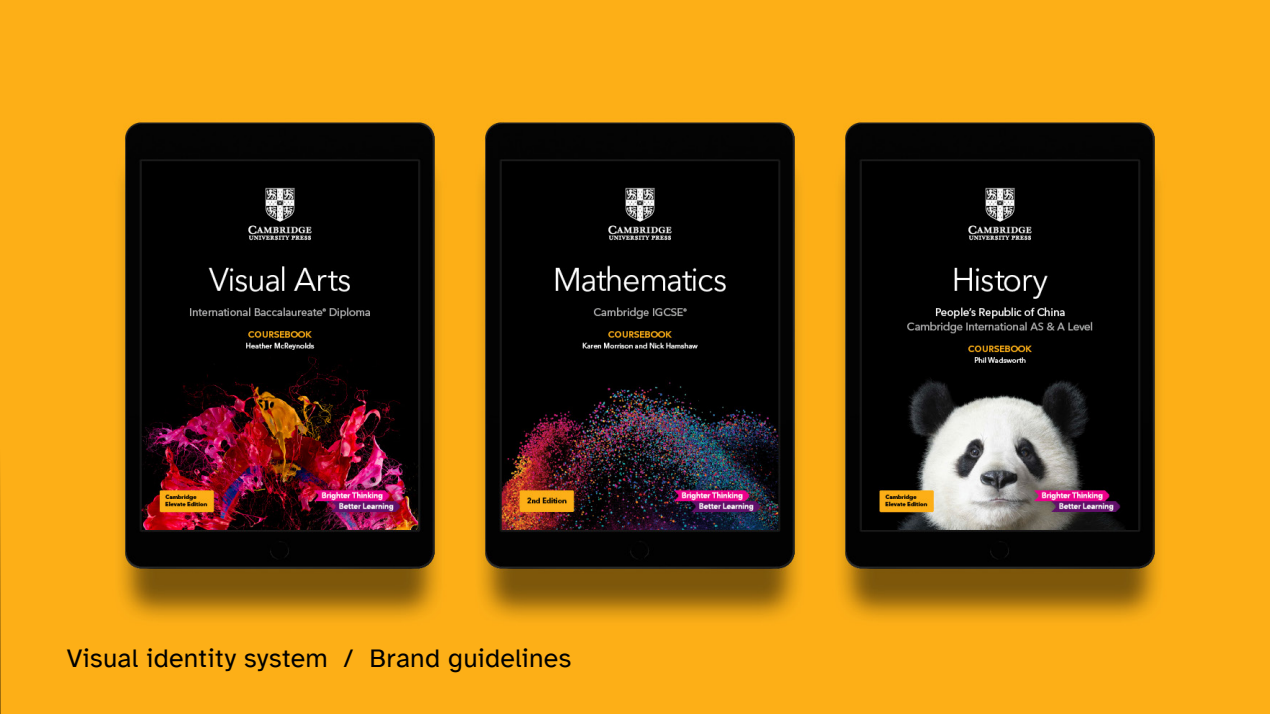
Brand identity / Brand guidelines / Visual identity system



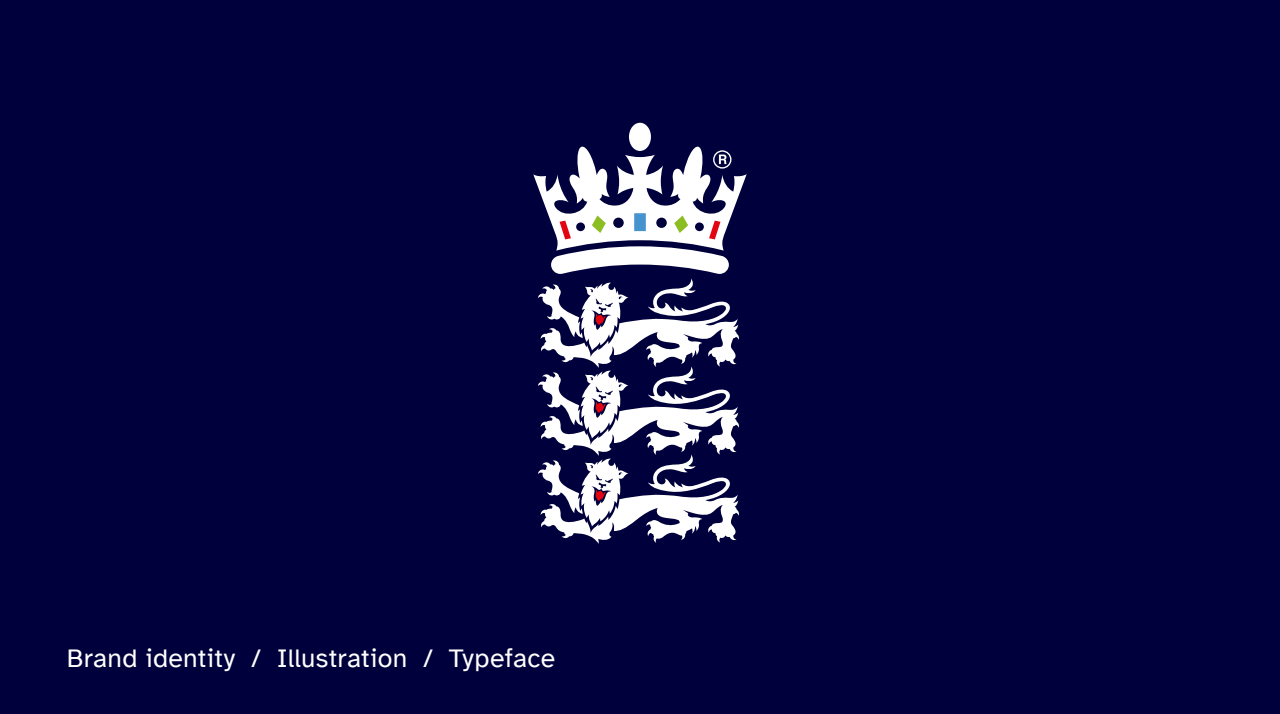
Campaign / Visual identity system / Brand guidelines



Aircraft livery / Visual identity system / Literature



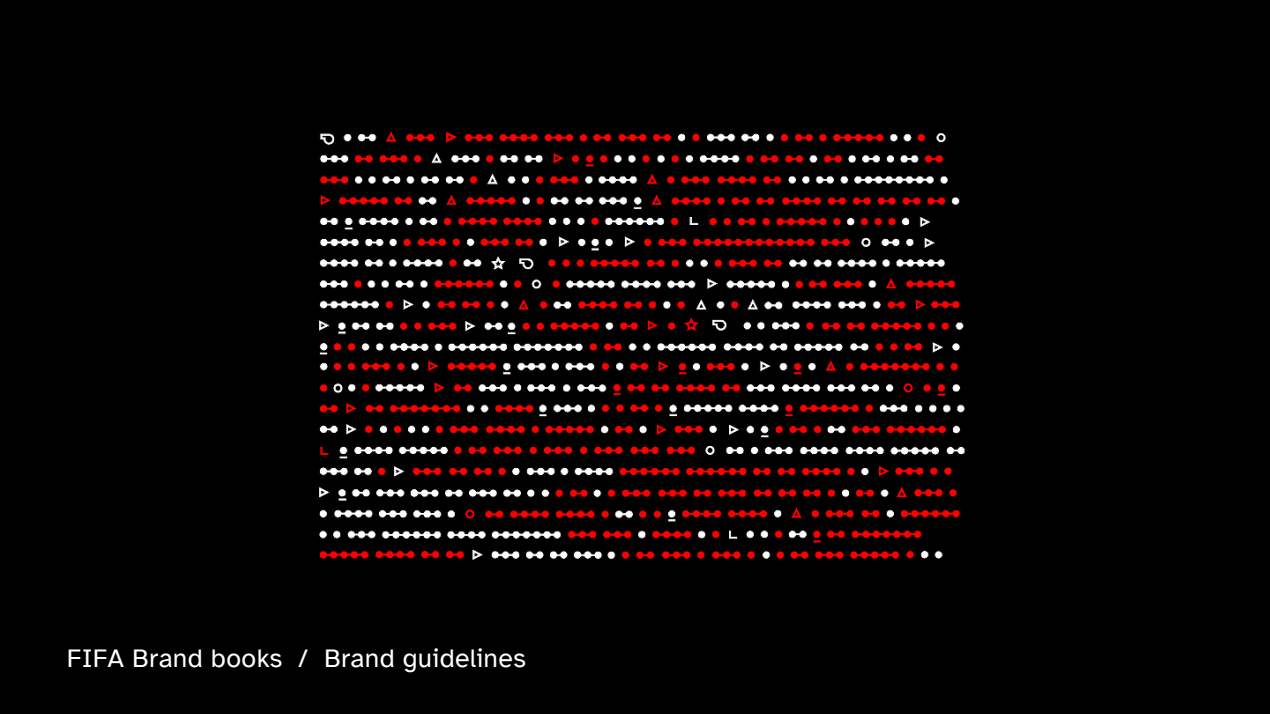
Visual identity system / Brand guidelines



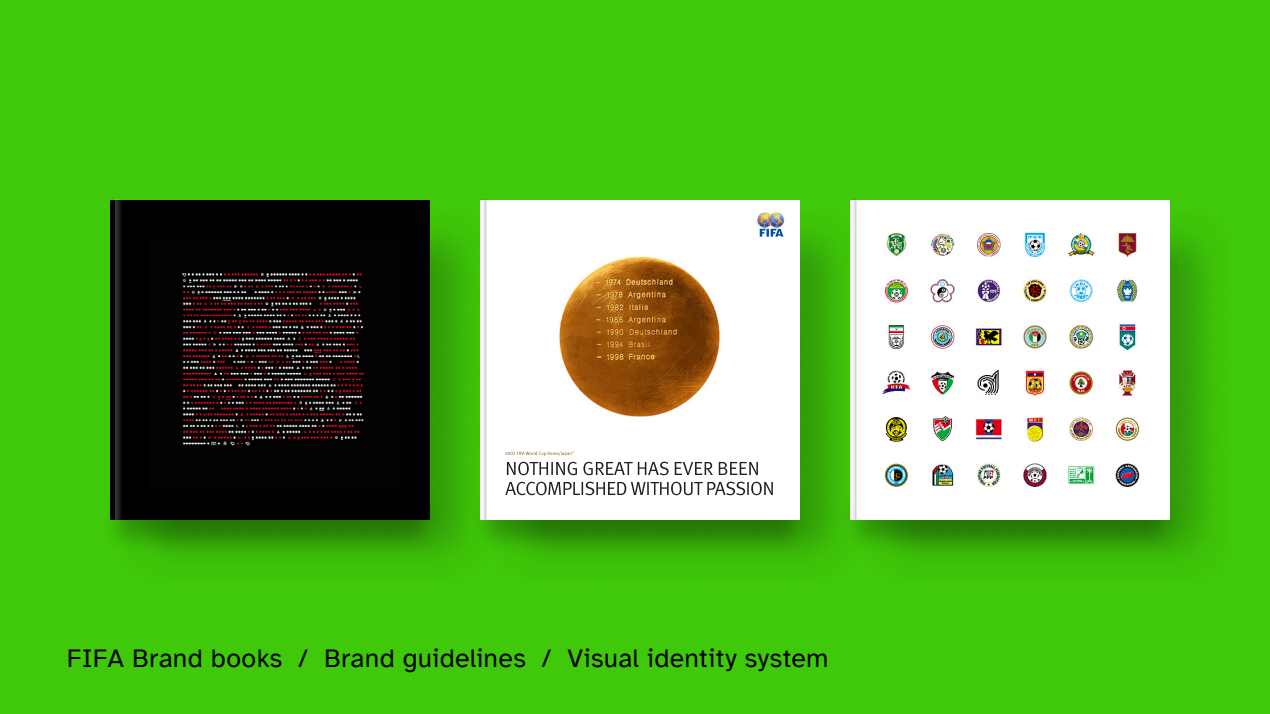
Brand identity / Illustration / Typeface



Brand guidelines / Visual identity system



FIFA Brand books / Brand guidelines



FIFA Brand books / Brand guidelines / Visual identity system



2007 FIFA Women's World Cup emblem / Brand guidelines



2006 FIFA World Cup emblem / Brand guidelines



Brand identity / Brand guidelines / Corporate literature



Centenary emblem



Brand guidelines

# The national stage

AHLSTROM

Brand identity / Brand guidelines

Bank of England

Campaigns / Brand identity / Visual identity system

BRITISH CHAROLAIS

Brand identity / Illustration / Merchandising

Brand identity / Brand guidelines



Brand identity / Brand guidelines



Visual identity system / Brand guidelines / Literature / Workshops

Cinven

Advertising / Brand identity / Corporate literature



Brand identity / Illustration / Typeface



Brand identity / Concepts / Visual identity system



Brand identity / Concepts



Shirt campaign



Sub-branding / Illustration / Brand guidelines



Brand identity / Illustration / Typeface



Annual report and accounts

Safaricom Twaweza

Advertising / Brand guidelines / Visual identity system



UEFA / Concepts

# **SMEs, start-ups and charities**

# Automatrix

Brand identity



Sesquicentennial emblem



Brand identity



Brand identity



Brand identity / Brand guidelines / Visual identity system



The London Octopus / Brand identity

WE ARE  
MACMILLAN.  
CANCER SUPPORT

Campaigns / Events / Literature



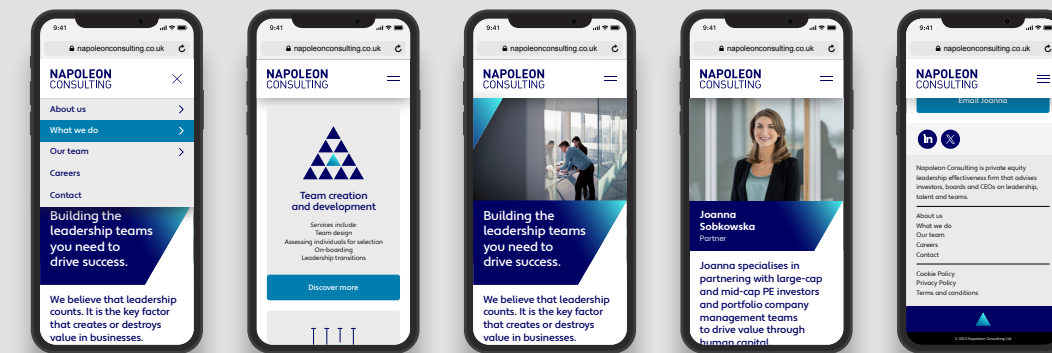
Centenary emblem / Literature / Merchandising / Signage



Moorehead James LLP / Brand identity

*Nam Sai*  
MASSAGE THERAPY

Brand identity / Signage



Brand identity / Website / Product templates

RW

Brand identity / Corporate literature / Website

# SHARED

Brand identity / Event / Literature

SE5  
MARKETING

Brand identity

sub  
stan  
tive  
RESEARCH

Brand identity

Virtual  
Cabinet

Brand identity / Brand guidelines / Visual identity system

# The old lady of Threadneedle Street

The Bank of England is the United Kingdom's central bank. Its mission is to promote the good of the people of the UK by maintaining monetary and financial stability. It is a highly risk adverse institution, so you can imagine any form of change is going to be met with fierce resistance.

## **Creative challenges**

1. Update the brand identity to be digital-first.
2. Refresh the visual identity system to be accessible and relevant.
3. Refresh the website (UI/UX) to be minimum AA WCAG compliant.

## **Agency**

In-house

## **Awards**


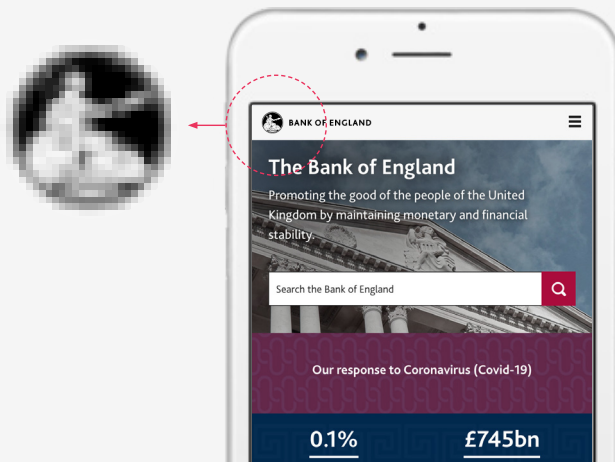



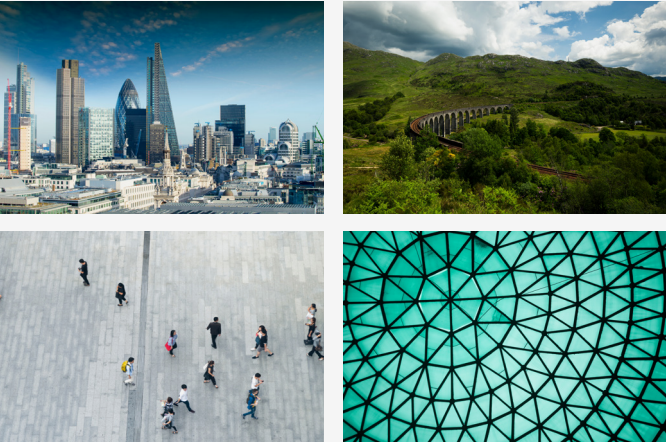
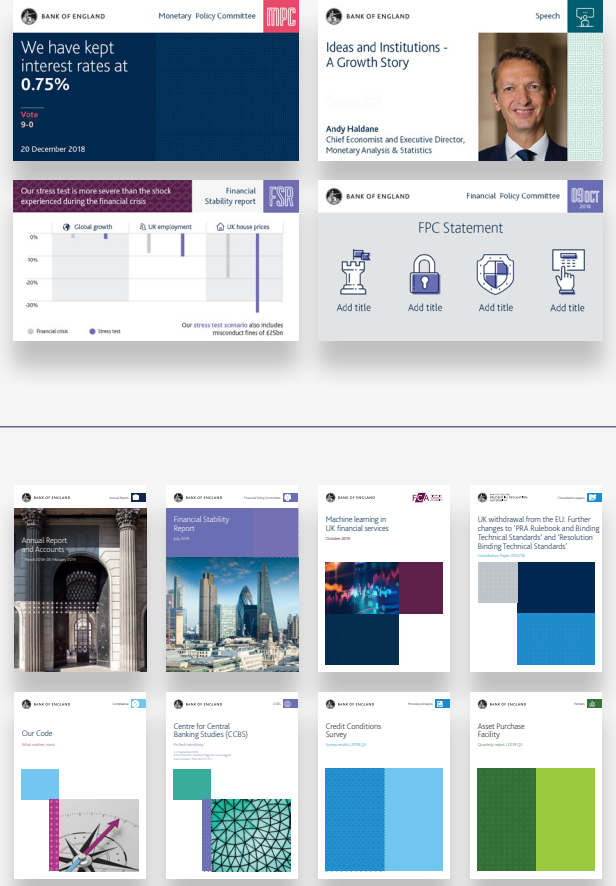
Winner: The Best Brand Awards

Winner: DNA Design Award

Silver: A'Design Award: Visual Communication

Bronze: A'Design Award: Photography

- Problem areas**
- Colours fail WCAG (AA minimum)
  - Typeface fails RNIB legibility tests
  - Symbol & logotype legibility fails on screen at small sizes
  - Relevance: Symbol looks like a Roman coin (the Bank does not issue coins)
  - Inclusivity: St George's flag / Central Bank of United Kingdom
  - Structure: Random colours / random photography
  - Recognisability: Indistinct look & feel with prestige

Colours	Typeface	Identity	Relevance + Inclusivity	Clarity + Structure	Distinctiveness + Consistency
<p>Fail Fail</p> <p>Fail Fail</p> <p>Fail A</p> <p>Fail Fail</p> <p>AA A</p> <p>Fail Fail</p>	<p><b>Governor</b></p> <p><b>LGBT</b></p> <p><b>Gold</b></p> <hr/> <p><b>Banking</b></p> <p><b>RTGS Programme</b></p> <p><b>Prudential regulation</b></p>	 <hr/> 	 <hr/> 	 <hr/> 	

**Before**

- Designed in the pre-digital era
- Accessibility failure on screen
- CAPITAL LETTERS ARE VERY DIFFICULT TO READ
- Britannia symbol looks like a Roman coin - the Bank does not issue coins
- Communicates an austere, unsympathetic, old-fashioned Bank

**After**

- Digital-first, future-proofed
- Highly accessible at small sizes
- Upper and lowercase letters are very easy to read
- Britannia symbol removed
- Communicates a modern central Bank



**BANK OF ENGLAND**



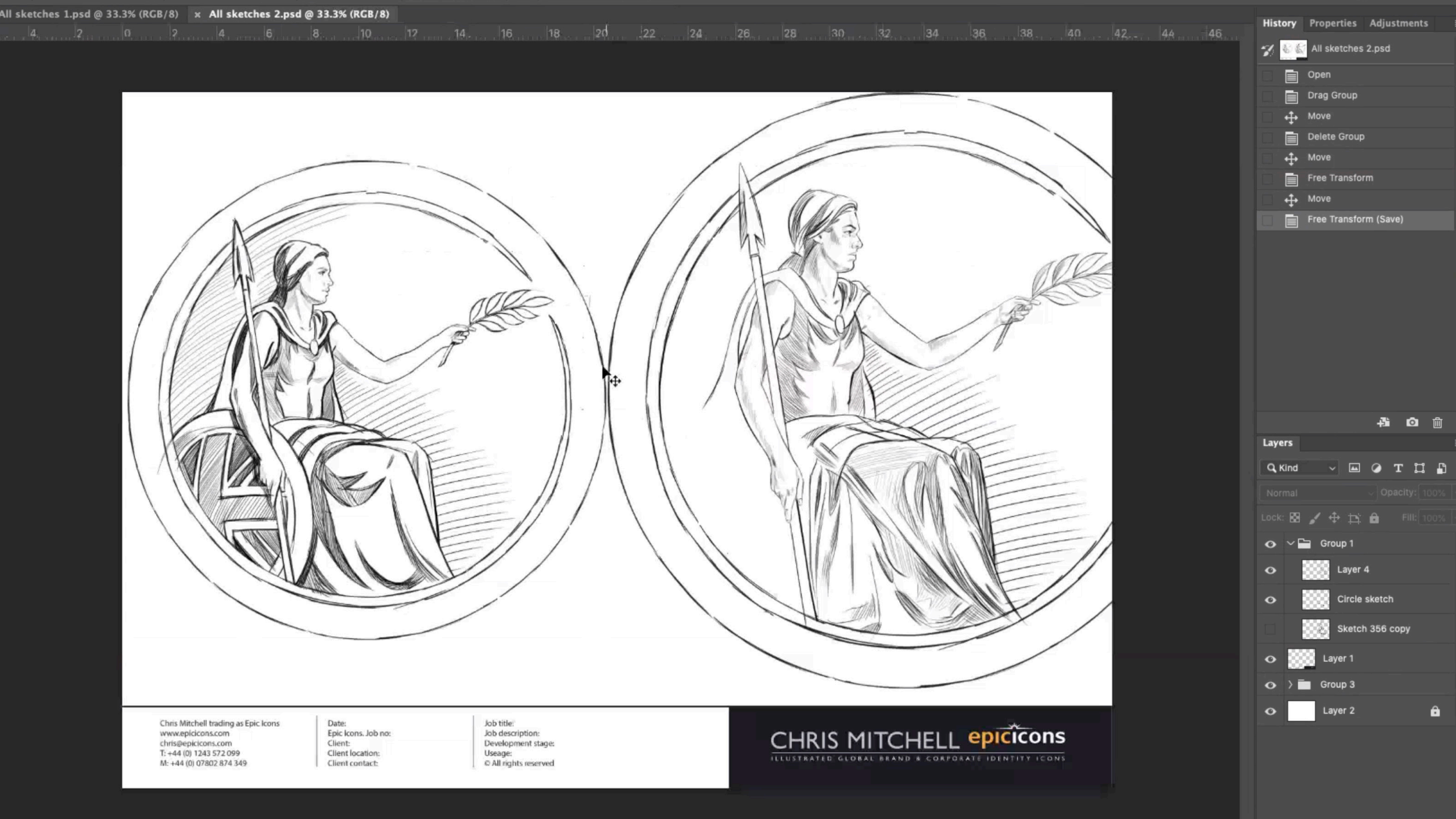
**Bank of England**  
Britania symbol

**Before**

- Looked like a Roman coin (the Bank does not issue coins)
- St. George flag is not inclusive to the United Kingdom
- Out of touch: ostentatious piles of money
- Accessibility failure on smartphone

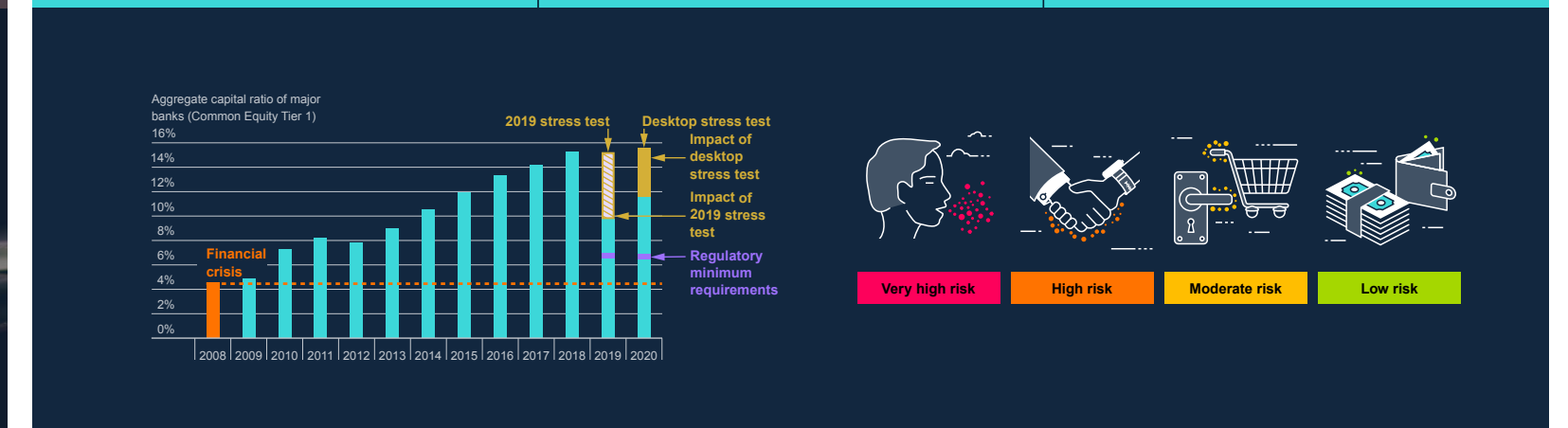
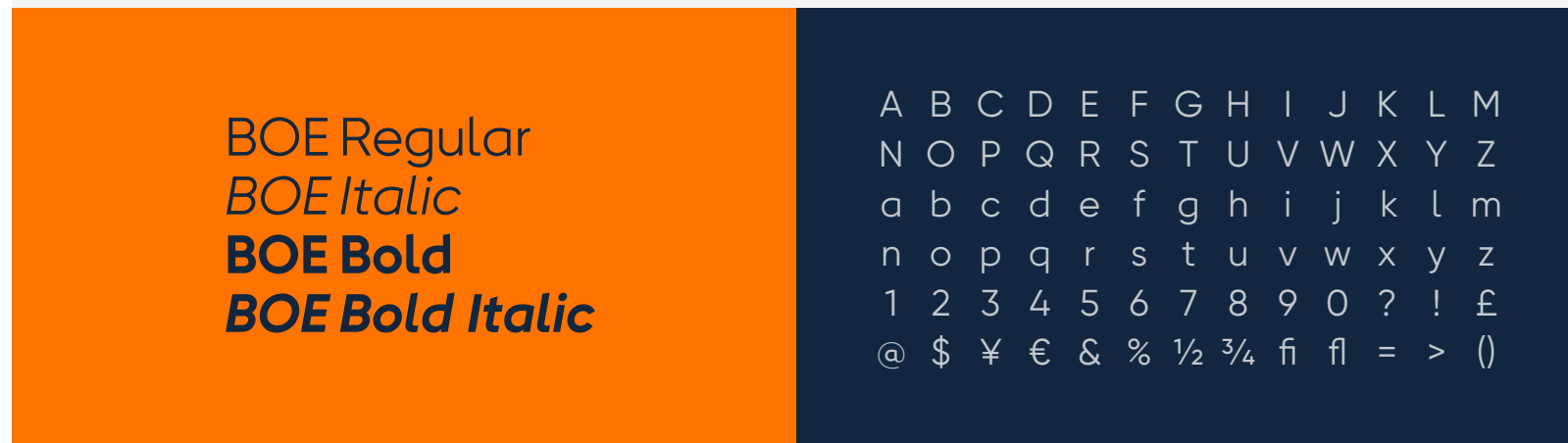
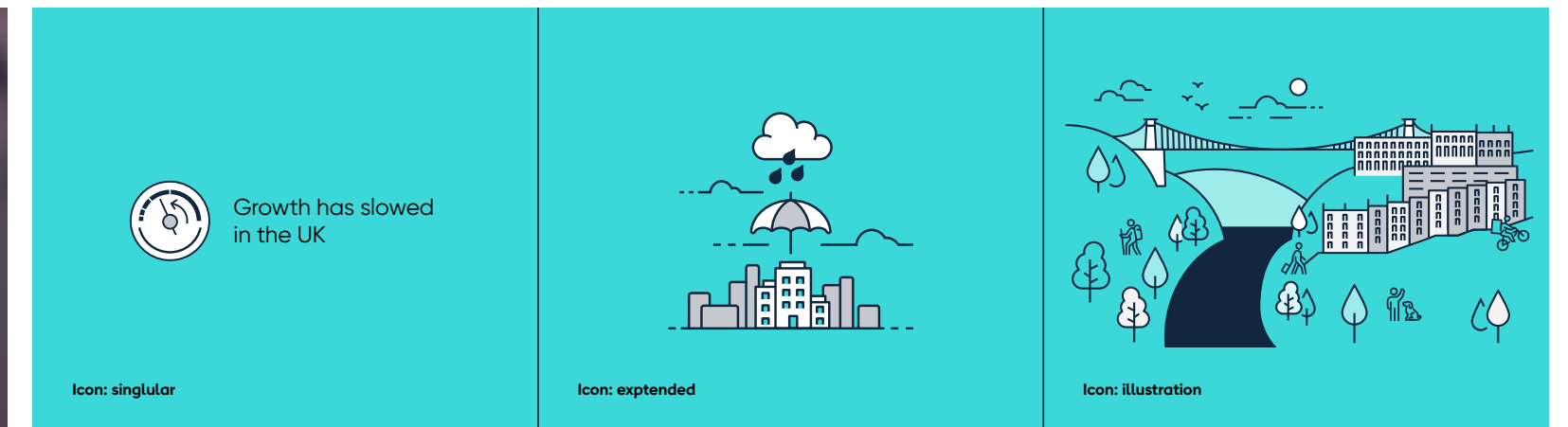
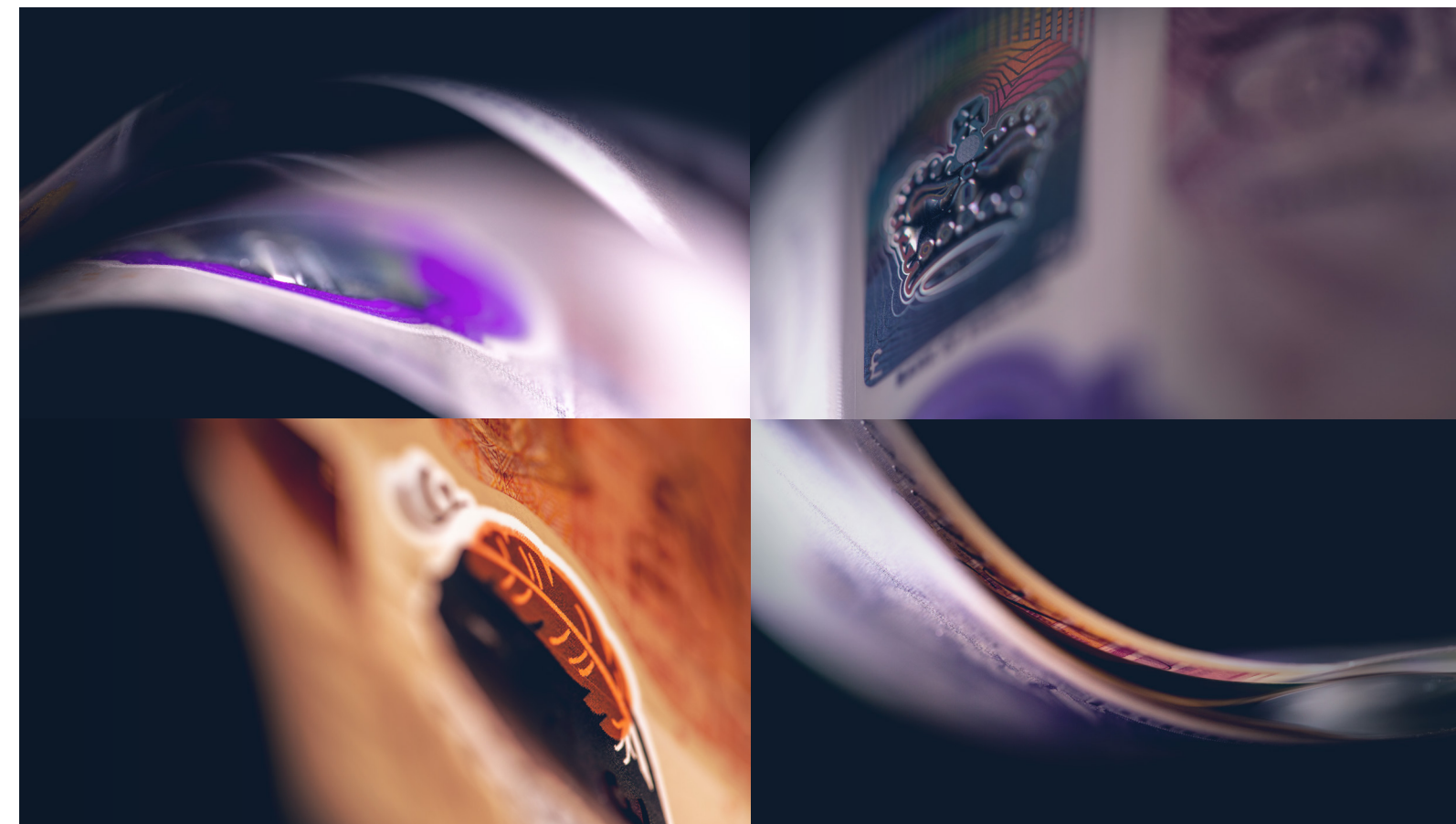
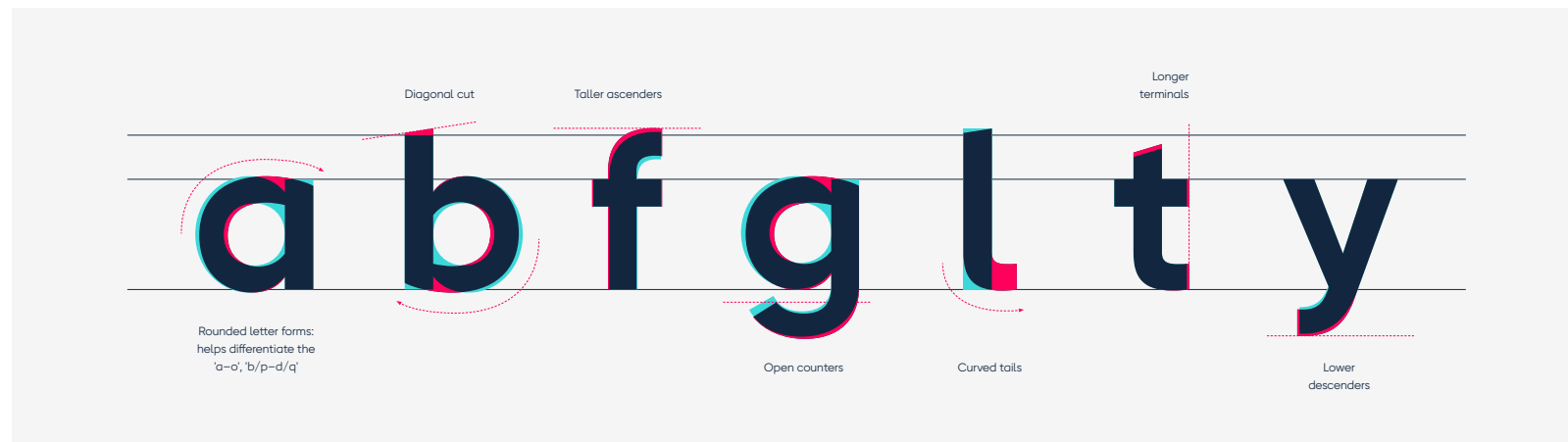
**After**

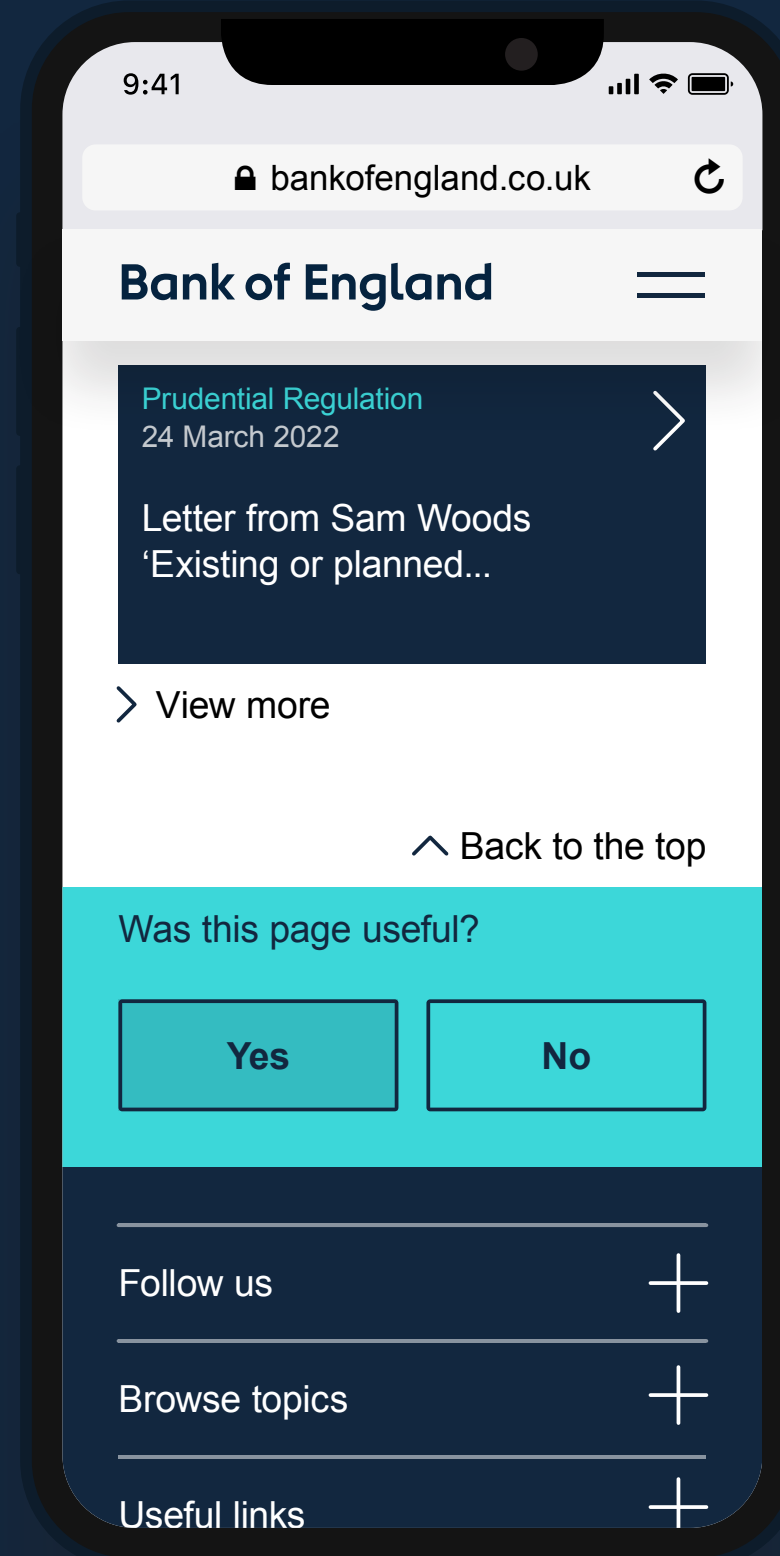
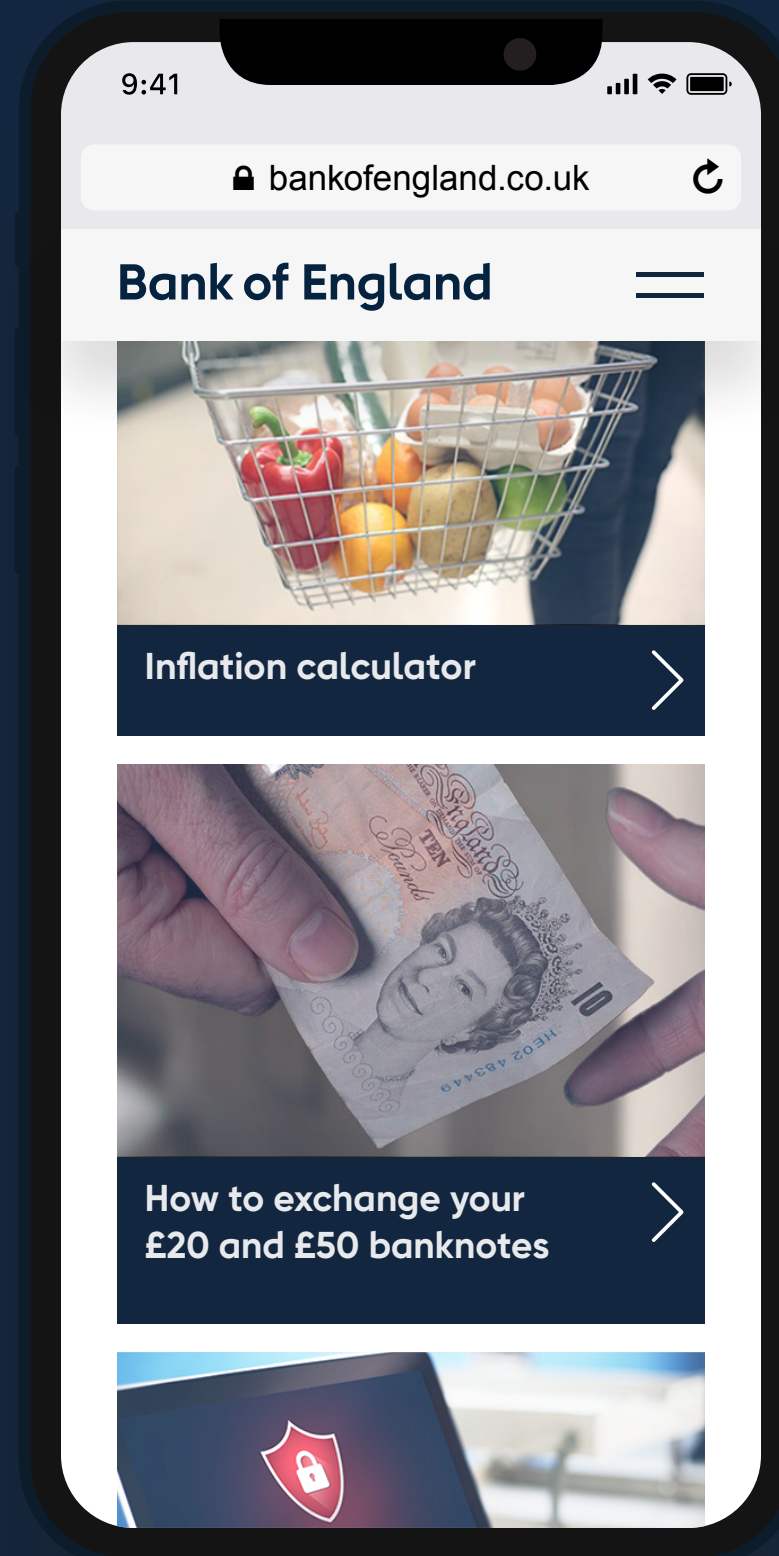
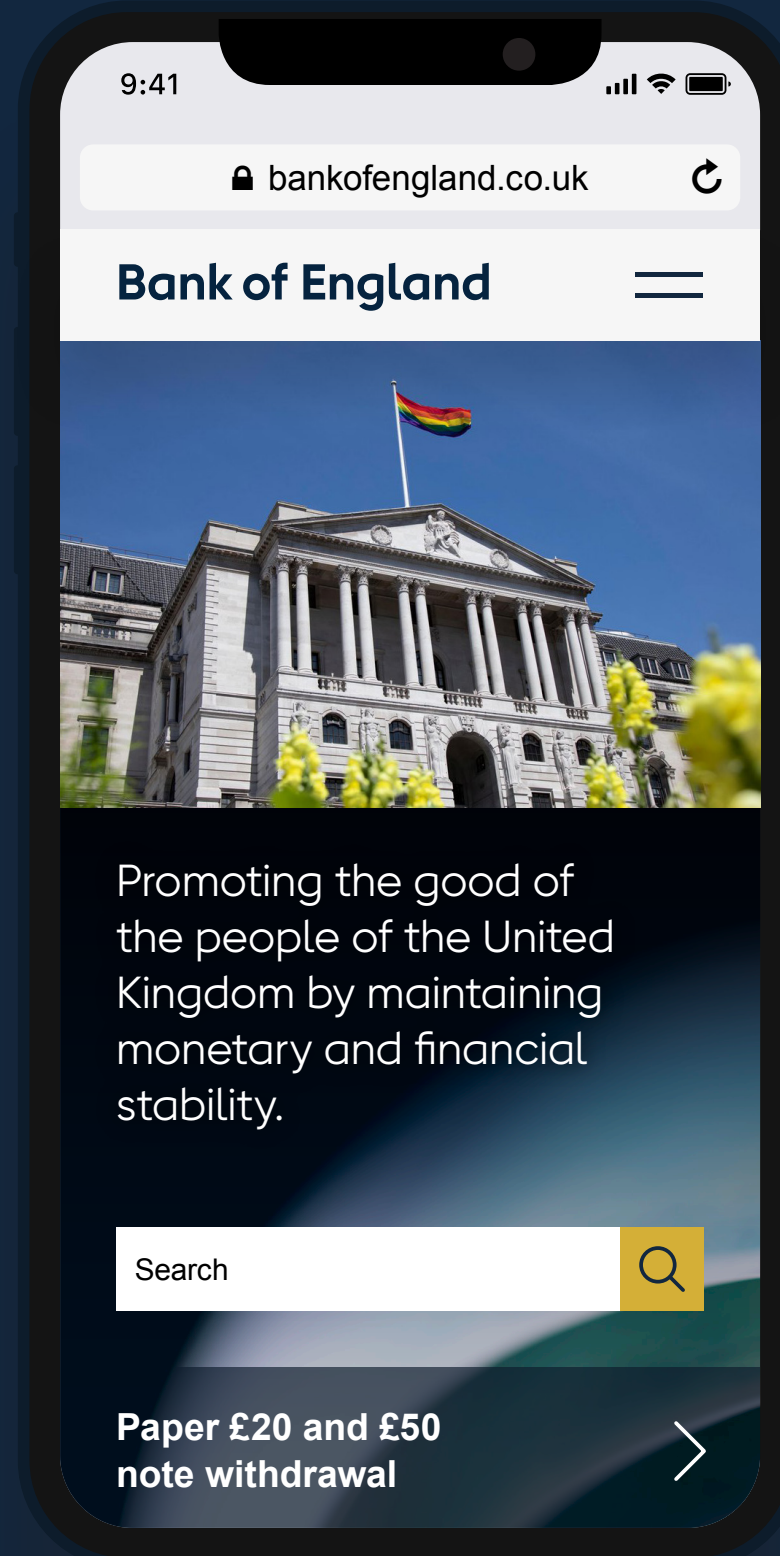
- Less formal, more welcoming
- United Kingdom fully represented in the shield
- Simplified line work, improved accessibility



Brand pillars

- Accessible: WCAG (AA) compliant, legible, digital-first
- Relevant: easy-to-understand, simple language, all inclusive
- Structured: logical, ordered, consistent





# Bank of England

Promoting the good of the people of the United Kingdom by maintaining monetary and financial stability.

Search the Bank of England

## Topics

About News and publications Museum Contact

- Banknotes** > Choosing banknote characters
- Careers > Counterfeit banknotes
- Climate change > Current banknotes
- Digital pound > **Damaged and contaminated banknotes**
- Education > Exchanging old banknotes
- Financial stability > Note Circulation Scheme
- Gold > Advice for retailers and businesses
- Markets > Scottish and Northern Ireland banknotes
- Monetary policy > Using images of banknotes
- Payment and settlement > Wholesale cash distribution in the future
- Prudential regulation > Withdrawn banknotes
- Research > Rate. [Read more](#)
- Statistics >



### 4.75%

Current Bank Rate  
Next due: 6 February 2025

### 4.3%

Current inflation rate  
Target: 2%

### 75% - December 2024

Committee is responsible for making decisions about Bank



### Banknotes

- > [Exchanging old banknotes](#)
- > [Current banknotes](#)
- > [Withdrawn banknotes](#)
- > [How to check your banknotes](#)

### Education

- > [Explainers](#)
- > [Education resources](#)
- > [Money and me](#)
- > [Centre for Central Banking Studies](#)

### Financial stability

- > [Stress testing](#)
- > [Resolution](#)
- > [Financial market infrastructure supervision](#)
- > [Operational resilience](#)



Bank of England

Join the webinar with our fintech experts

# FUTURE of FINANCE

Bank of England

UK banks will have more flexibility to use their capital to absorb losses

Monetary Policy Report



Bank of England

The Bank of England and fintech: public support for private innovation

Speech by Dave Ramsden



Bank of England

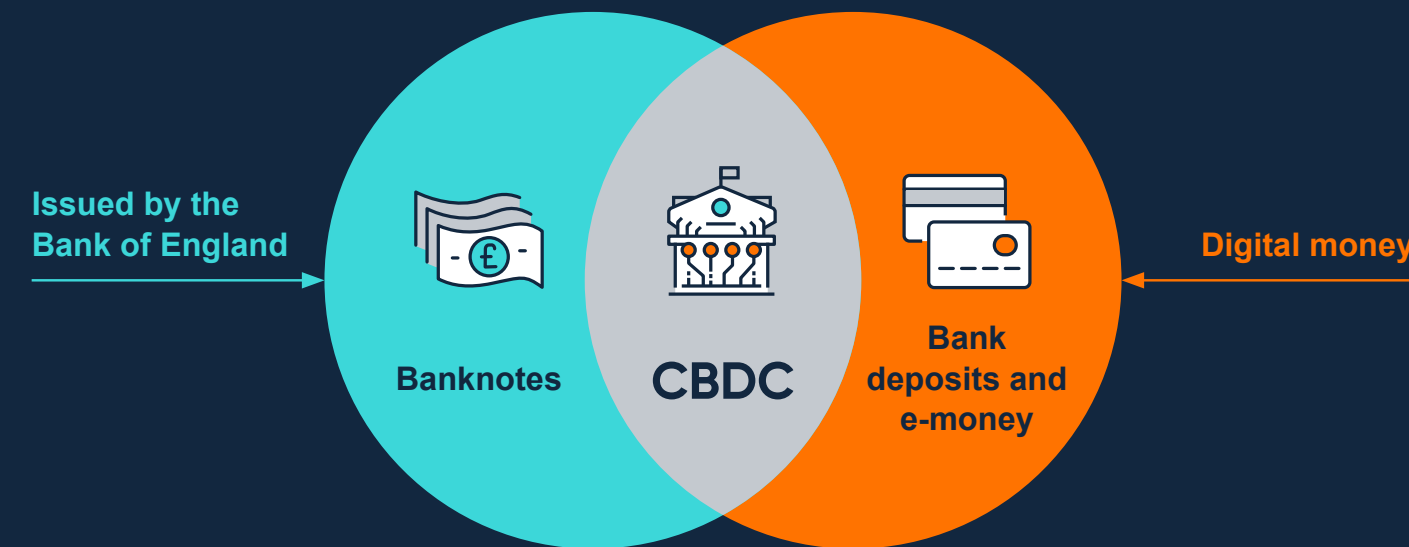
We have kept interest rates at **0.1%** and have maintained the amount of Quantitative Easing at **£895bn**.

Vote 9-0

Bank of England

Future of Money

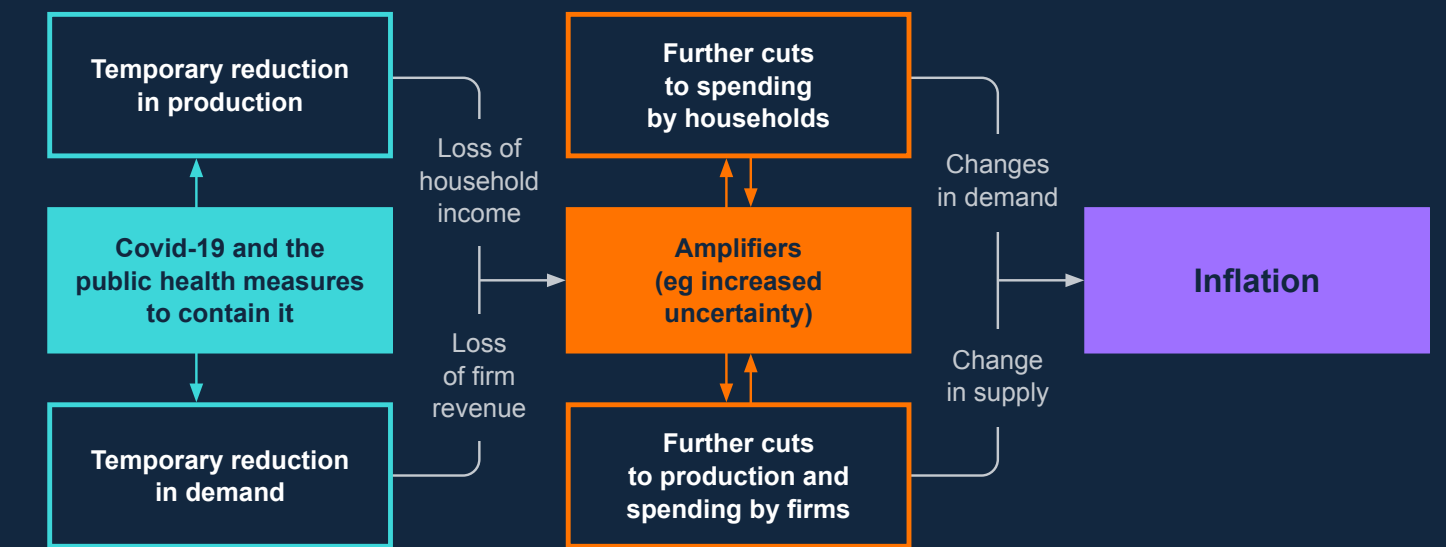
We want your views on Central Bank Digital Currency. Submit your responses by 12 June.

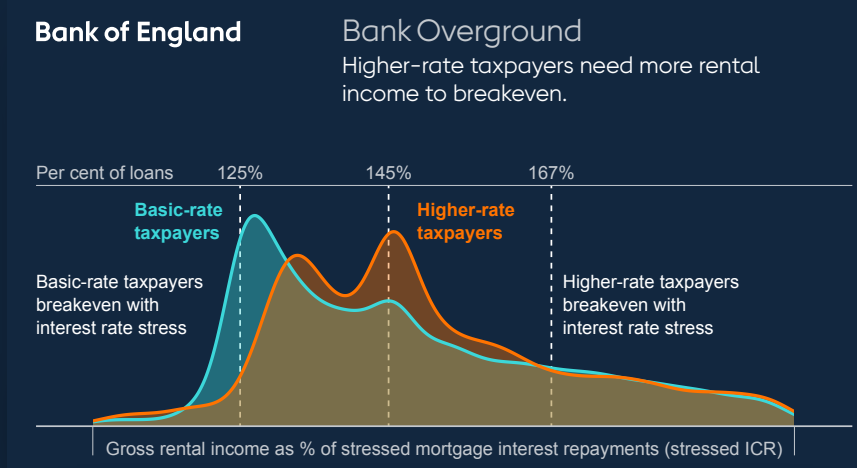
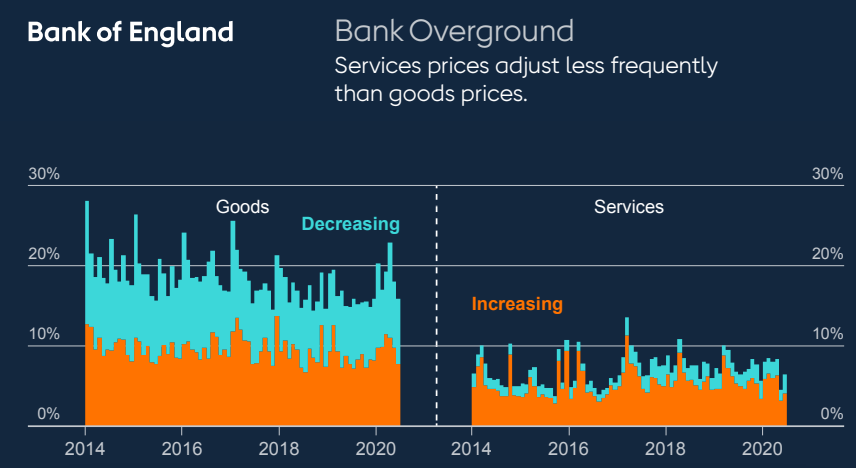
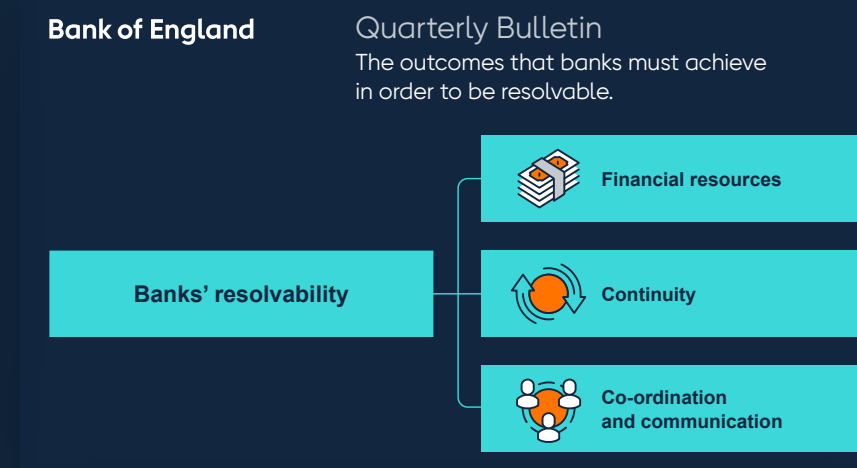
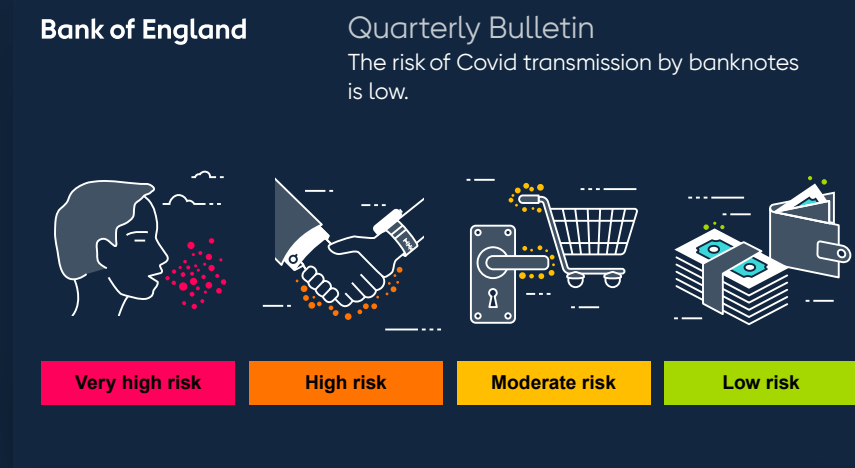
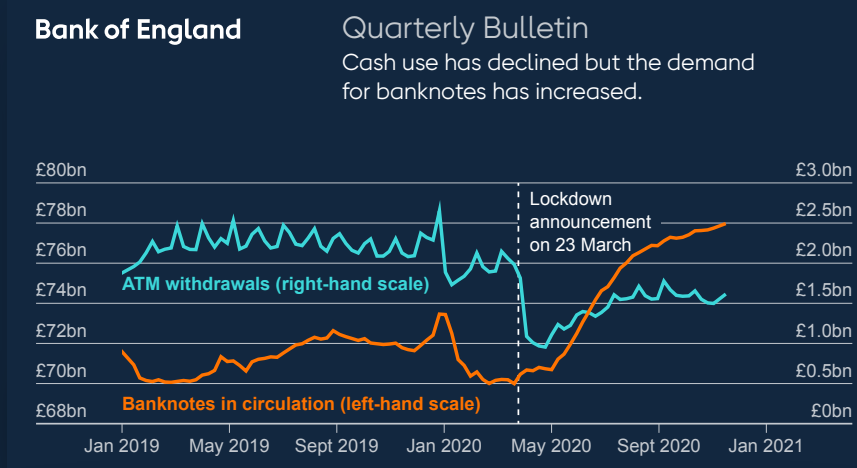
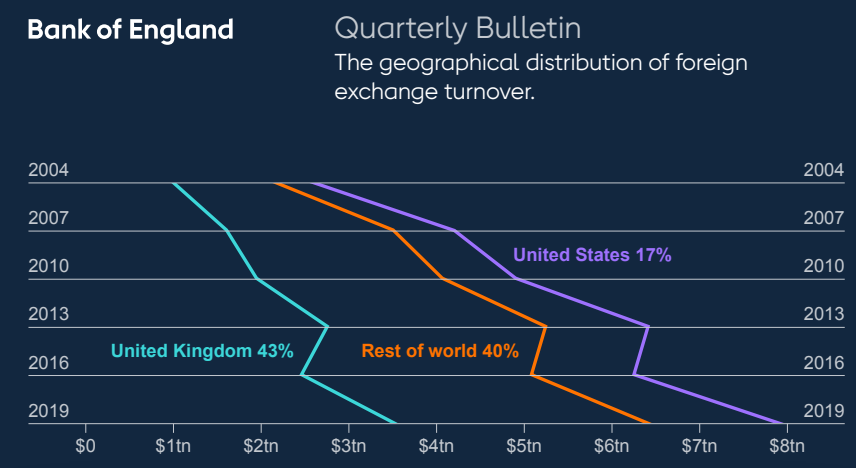
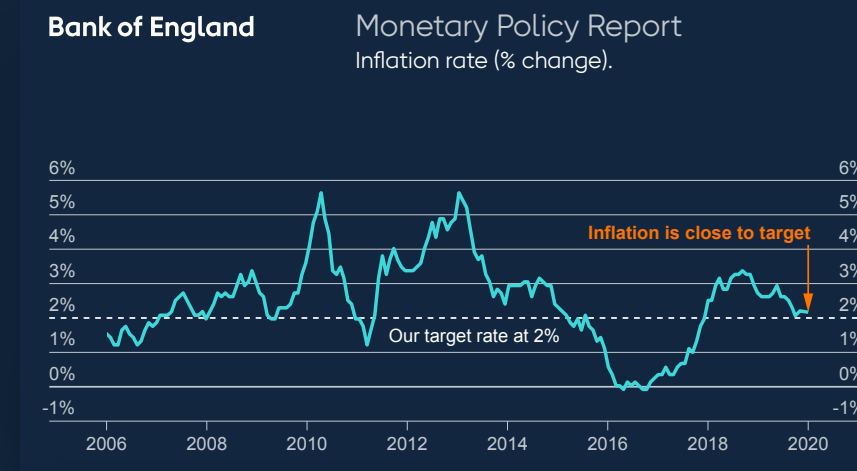
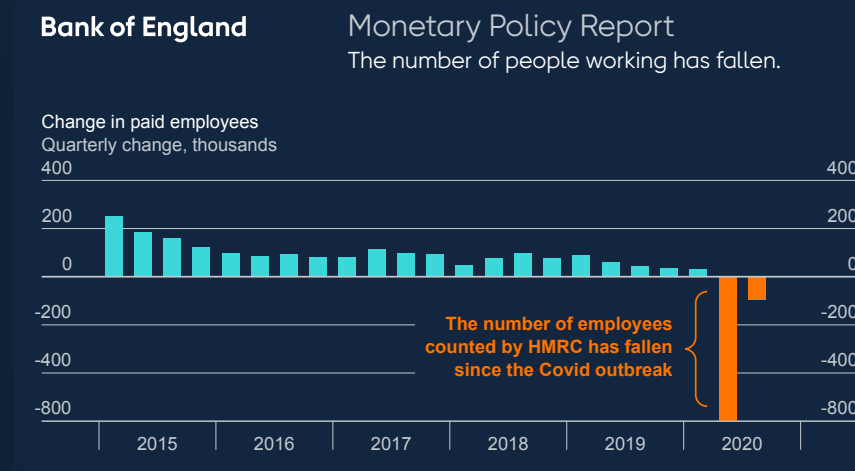
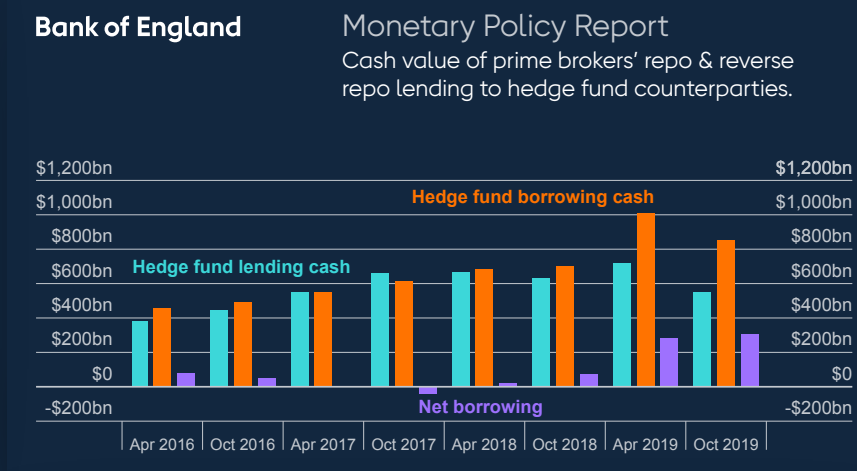
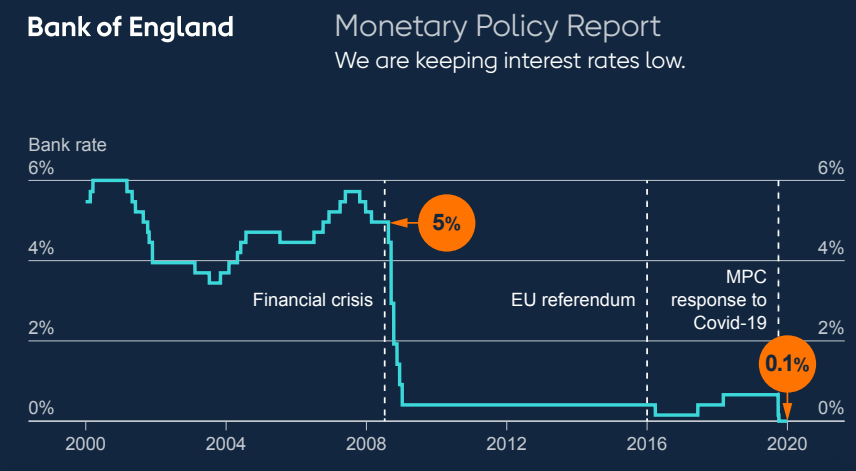


Bank of England

Bank Overground

Covid-19 affects economic activity through a series of channels.



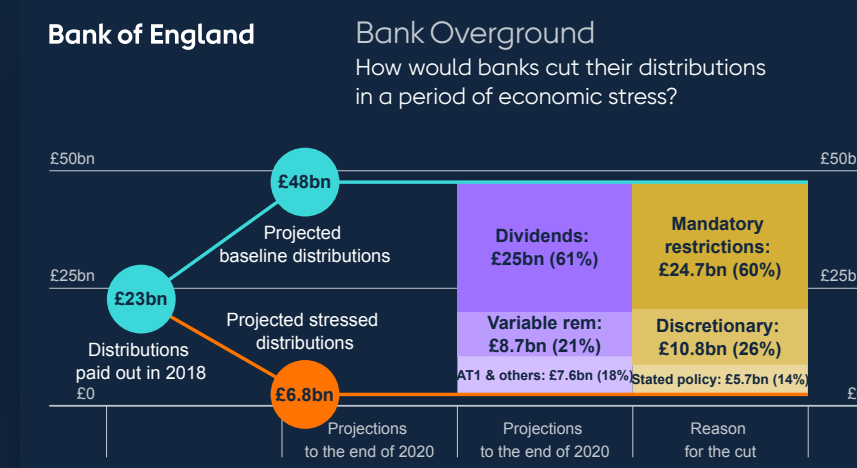
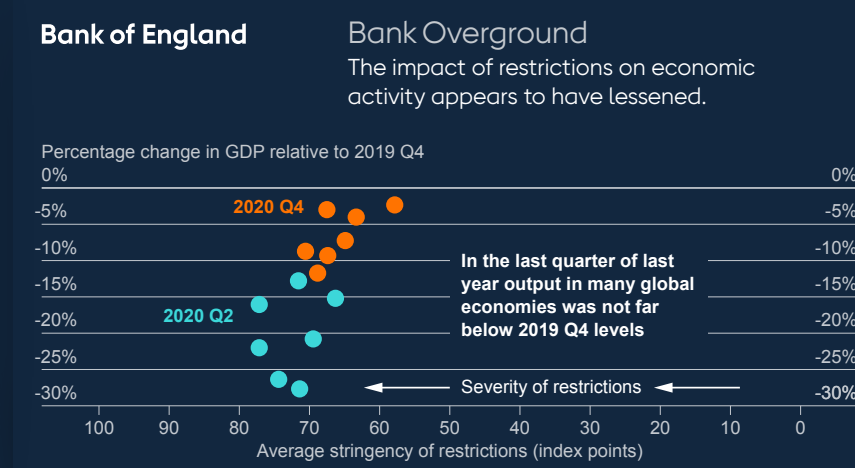
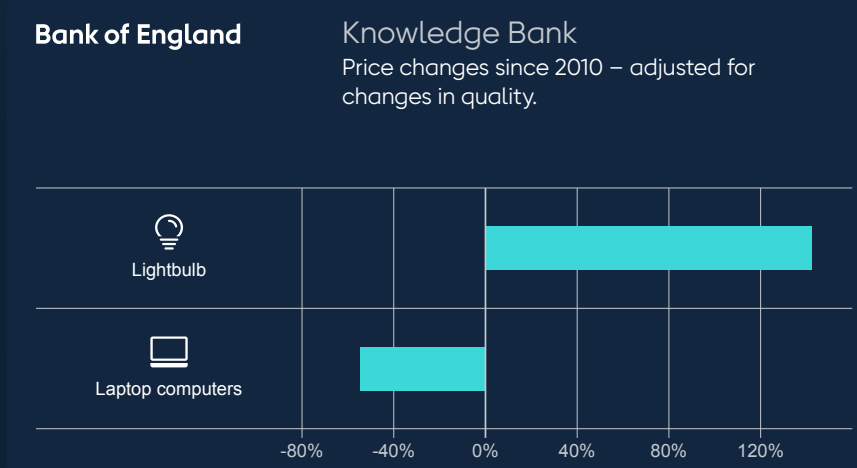
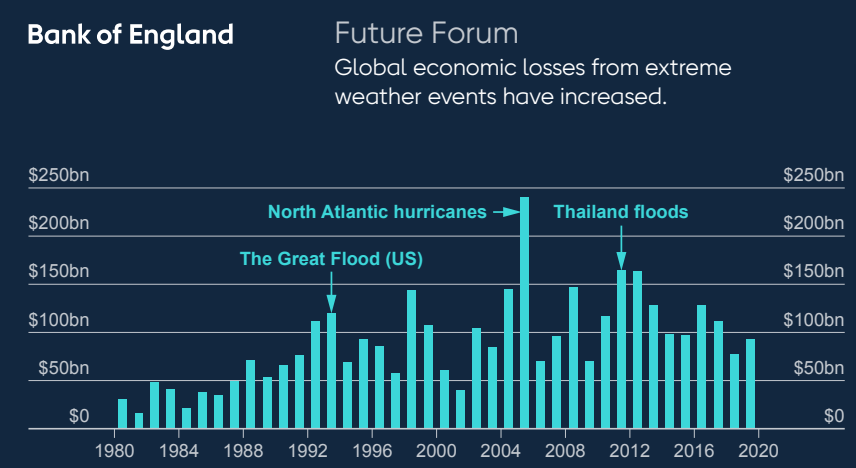
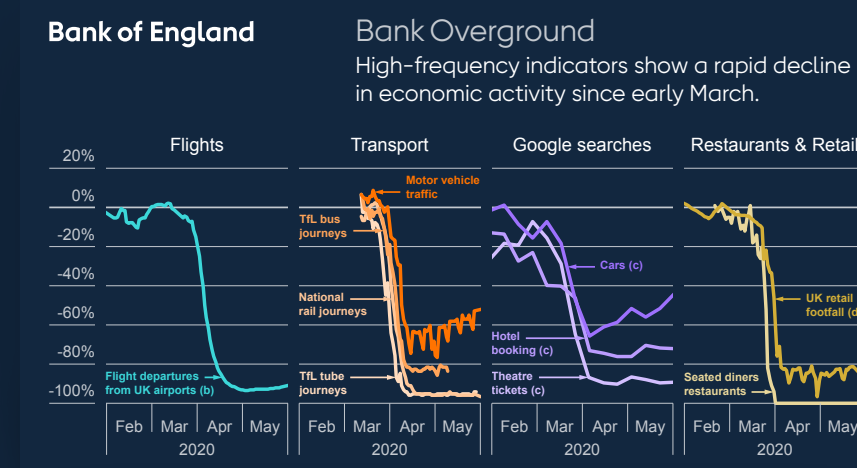


**Bank of England** Bank Overground  
UK companies rely on different sources of credit.

Estimated stock of UK private non-financial corporate sector debt. Lending to large companies (coloured in aqua and light aqua rectangles)

Market-based	Bank	Bank
Debt securities: £540 billion	Large UK banks: £174 billion	Large UK banks: £103bn
Non bank loans: £159 billion	Cross-border lending: £156 billion	Other UK-based banks: £65bn
	Other UK-based banks (inc foreign branches and subsidiaries): £149 billion	Non-bank: £20bn

Lending to SMEs





Bank of England  
Monetary Policy Report  
May 2023  
Press Conference

Bank of England  
Monetary Policy Report  
May 2023  
Press Conference

Bank of England  
Monetary Policy Report  
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Press Conference

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Press Conference

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Monetary Policy Report  
May 2023  
Press Conference

Bank of England  
Monetary Policy Report  
May 2023  
Press Conference

# A nifty and a score

People have featured on the reverse of the BOE's banknotes since William Shakespeare first appeared on the £20 note in 1970. This allows the Bank to celebrate people who have made an important contribution to UK society and culture through their innovation, leadership or values.

## **Creative challenges**

1. Ideate and produce the launch campaign for the £50 banknote featuring Alan Turing.
2. Ideate and produce the launch campaign for the £20 banknote featuring WM Turner.

## **Agency**

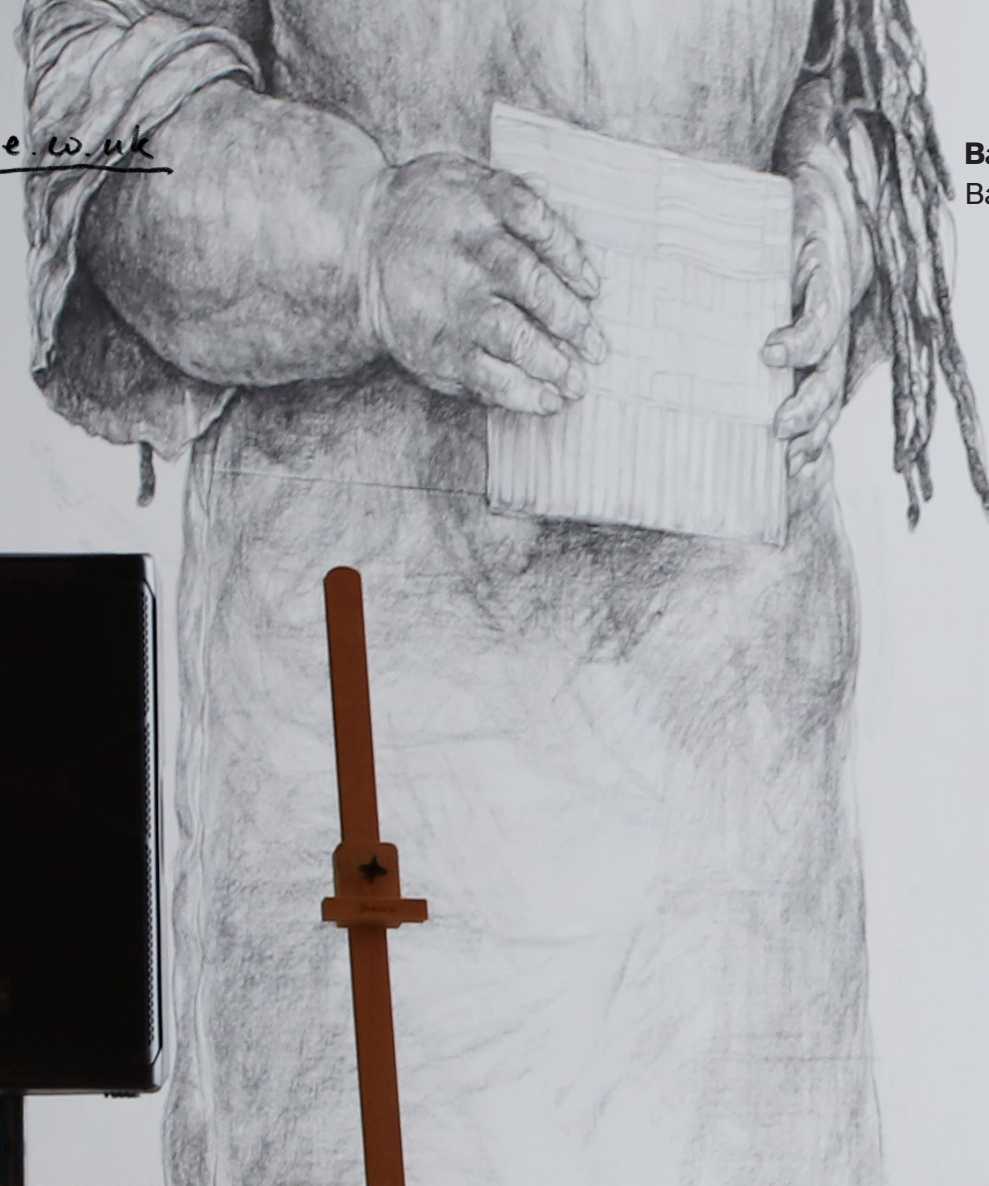
In-house



The new *polymer*  
*banknote*  
£50 note

$$25 \sum_{k=0}^{\infty} \frac{1}{2^k}$$





# The new £20 note



# Planes, ~~trains~~ ~~and automobiles~~

BAE Systems' Hawk Advanced Jet Trainer (AJT) offers a cost-effective and highly flexible way to train fighter pilots all over the world. Pilots are able to learn the same technology that is contained within the Typhoon jet for a fraction of the operating price.

## **Creative challenges**

1. Produce aircraft livery concepts that helps modernises the 1970s aircraft
2. Pitch ideas against five creative agencies – we won.
3. Develop a memorable and highly distinctive visual identity to work across all comms.
4. Design and produce a coffee table brand book and executive summary document that reinforces Hawk's positioning as the number one AJT in the world.

## **Agency**

Fathom

## **Awards**

Winner: The Drum Roses Award for corporate literature



ZJ951

HAWK





### Basic data

**Performance**  
 Maximum dive speed: Mach 1.2  
 Maximum level speed at sea level: 560kcas (0.85m)  
 Service ceiling: 46,100ft (13,654m)  
 Service ceiling in interdiction configuration at ISA: 37,300ft (11,369m)  
 Maximum warload with full internal fuel: 6,613lb (3,000kg)

Designed initially as an advanced two-seat weapons system trainer, the Hawk has been developed into a cost-effective Front-Line Fighter Trainer combined with a potent operational combat capability.

The installation of the powerful Rolls-Royce Adour Mk951 Turbofan engine coupled with advanced navigation/attack training systems, enable the Hawk to perform missions comparable with those of front-line combat aircraft like the Typhoon, Gripen, F-35 Joint Strike Fighter, F18 and F16 but at a fraction of the operating costs.

The increased capability of the Hawk is reflected in the nose profile which has been refined to accommodate additional sensors and avionics. The wing section has been revised to include a combat flap setting while new Mission Computers have allowed the integration of new systems and capabilities such as Autopilot, Ground Proximity Warning System, Traffic Collision Avoidance System, Data-link and Moving Map. Training scenarios are further expanded by the introduction of an On-board simulation capability, which can be further enhanced by the use of Data-link.

Hawk is capable of carrying a maximum payload of 3,000 kg on seven external stores stations and it can carry a full internal fuel load and a maximum payload simultaneously. To further increase the operational effectiveness of combat operations, the aircraft can hold additional fuel in a centre line tank leaving the wing pylons free for stores to be carried and it may also be equipped with an Air-to-Air Refuelling Probe.

**Wing data**  
 Area: 179.64sq ft (16.70sq m)  
 Thickness to chord ratio (root): 10.9%  
 Thickness to chord ratio (tip): 9.0%  
 Sweep angle, leading edge: 26°  
 Sweep angle, quarter chord: 21.5°

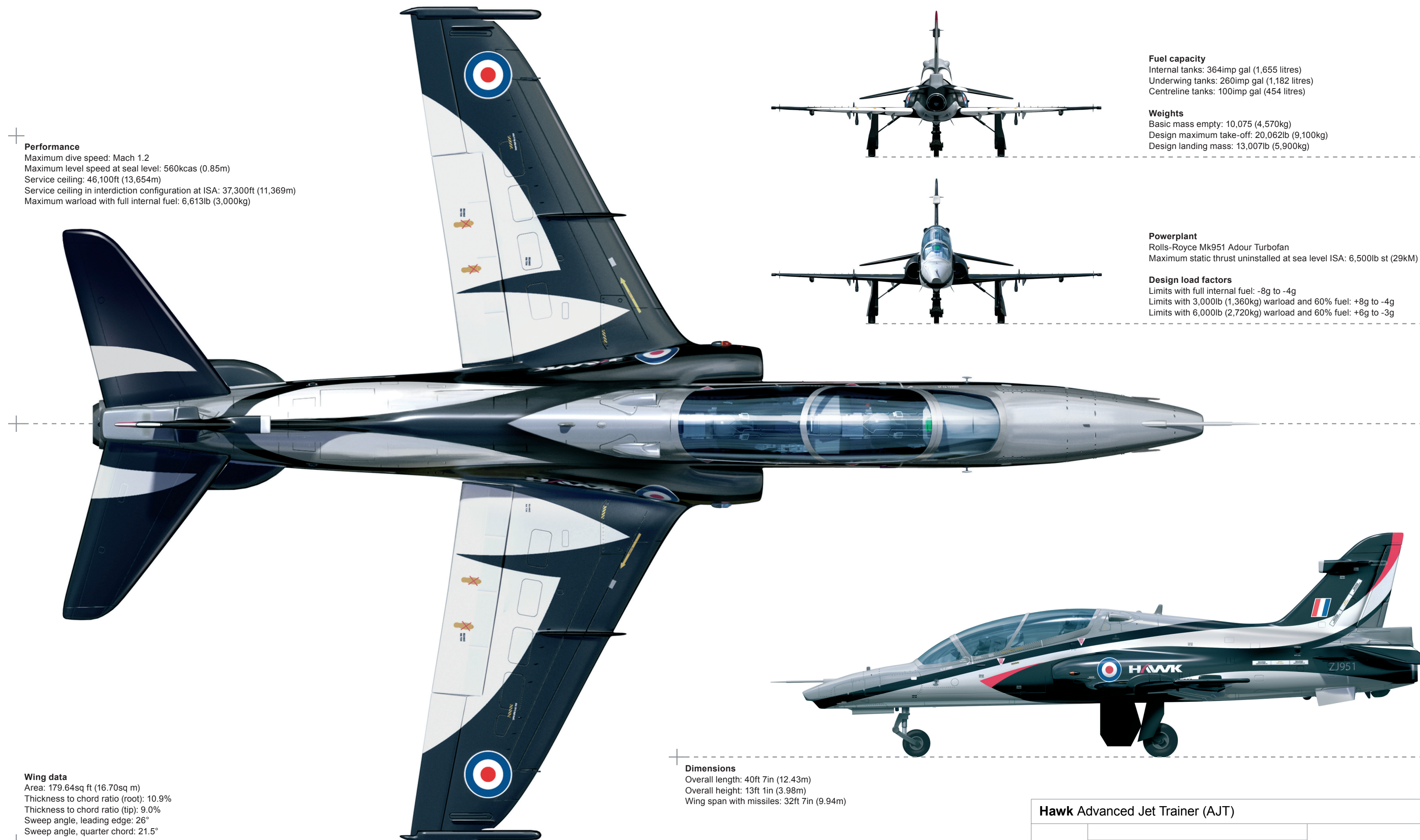
**Dimensions**  
 Overall length: 40ft 7in (12.43m)  
 Overall height: 13ft 1in (3.98m)  
 Wing span with missiles: 32ft 7in (9.94m)

**Fuel capacity**  
 Internal tanks: 364imp gal (1,655 litres)  
 Underwing tanks: 260imp gal (1,182 litres)  
 Centreline tanks: 100imp gal (454 litres)

**Weights**  
 Basic mass empty: 10,075 (4,570kg)  
 Design maximum take-off: 20,062lb (9,100kg)  
 Design landing mass: 13,007lb (5,900kg)

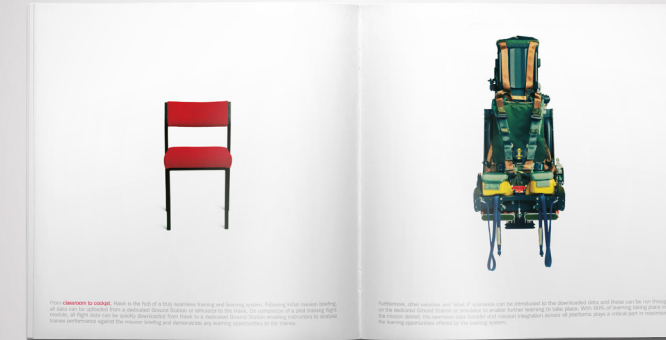
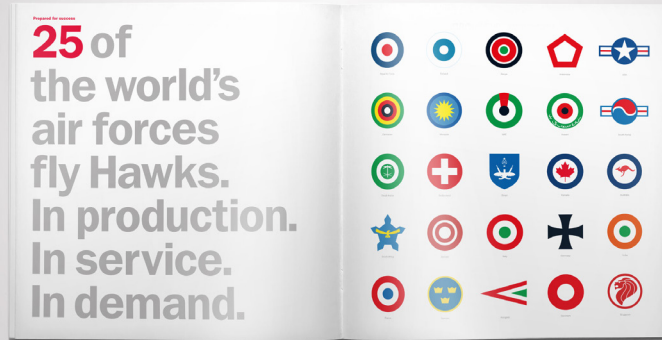
**Powerplant**  
 Rolls-Royce Mk951 Adour Turbofan  
 Maximum static thrust uninstalled at sea level ISA: 6,500lb st (29kM)

**Design load factors**  
 Limits with full internal fuel: -8g to -4g  
 Limits with 3,000lb (1,360kg) warload and 60% fuel: +8g to -4g  
 Limits with 6,000lb (2,720kg) warload and 60% fuel: +6g to -3g



Hawk Advanced Jet Trainer (AJT)









# Making a big splash

Cambridge University Press is the publishing business of the University of Cambridge. Granted letters patent by King Henry VIII in 1534, it is the oldest publishing house in the world with over 11 million resources distributed to 126 countries every year.

## **Creative challenges**

1. Phase 1: Create six visual identity propositions for CUP's re-entry into the UK education market after a five year absence.
2. Phase 2: Expand the UK concept by adapting the visual identity for the international education market.

## **Agency**

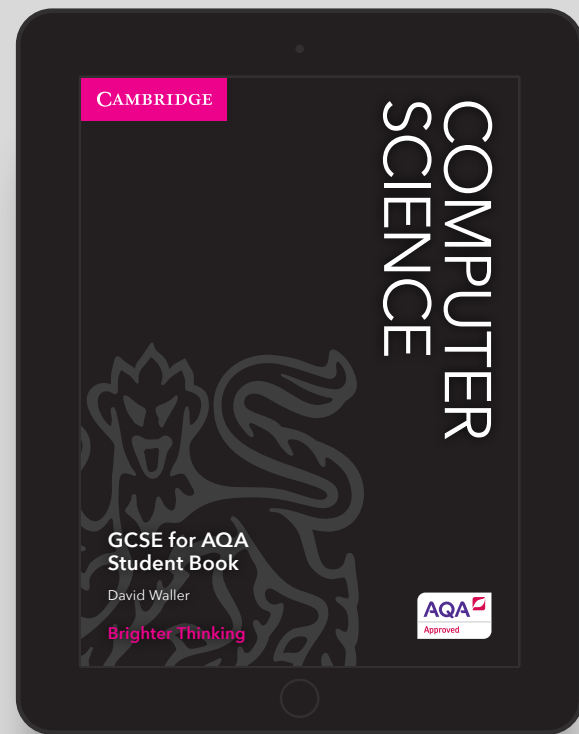
Phase 1: TILT

Phase 2: Client commission

Route 01  
**Lion**

Proposition:  
Brighter thinking

VIS:  
Simple / Conservative / Minimal

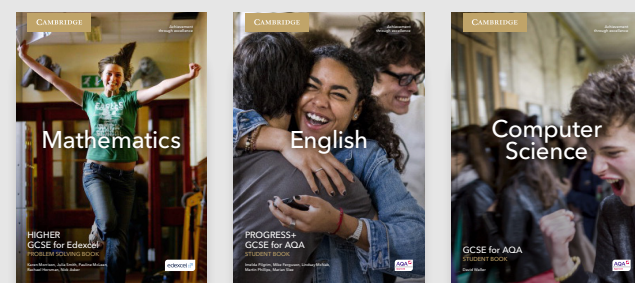
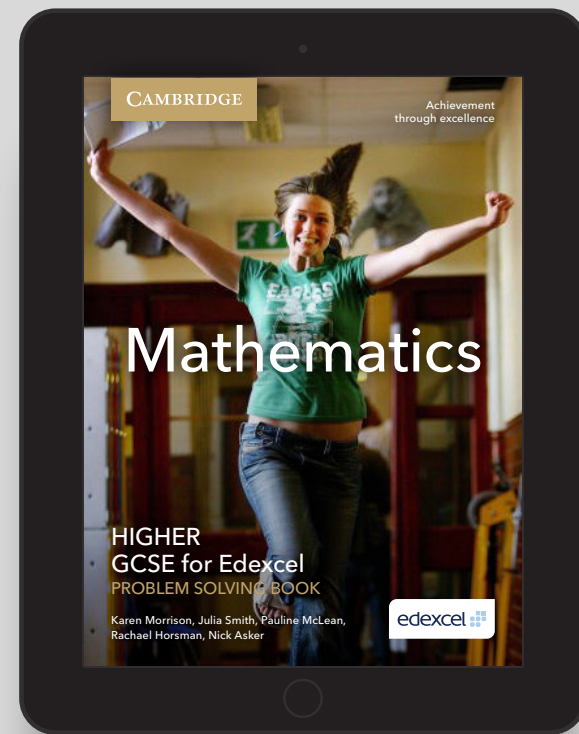


This concept uses the symbol of the 'lion' from within the Cambridge University shield as a distinct sign of quality and a direct affiliation to the University. The contemporary angular layout is underpinned by a conservative look & feel which communicates a bold and sophisticated approach to the subject matter. The simple highlight colour scheme adds a freshness to the dominant use of black.

Route 02  
**Achievement**

Proposition:  
Achievement through excellence

VIS:  
Emotive / Human / Uplifting

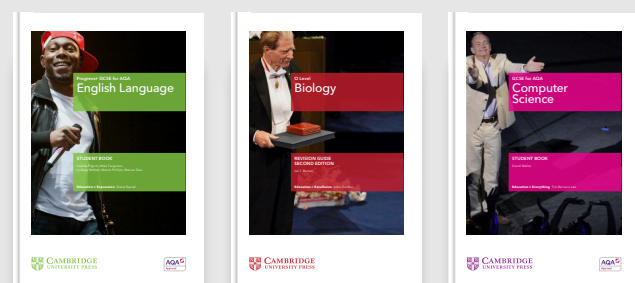
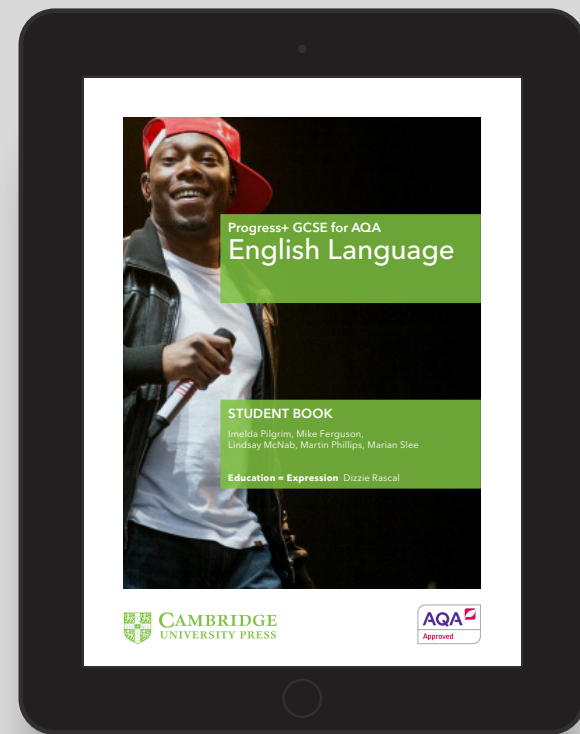


Everyone remembers the feeling of joy and elation when you pass your exams. It's something you never forget. This concept taps directly into the emotive feelings of happiness and sense of pure personal achievement. The imagery is uplifting, joyous and positive. It brings a smile to the mind and serves as a reminder (for both teachers and students) why you put in all the hard work and effort.

Route 03  
**Equals**

Proposition:  
Education =

VIS:  
Smart / Adventurous / Intelligent

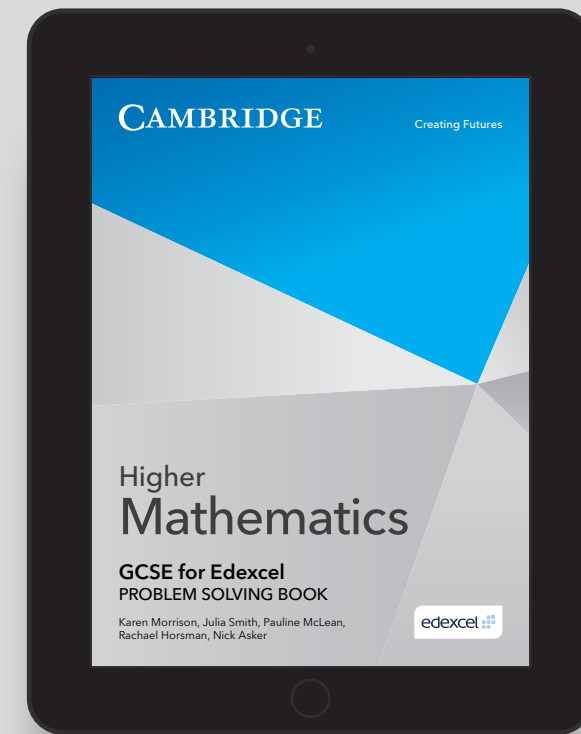


This concept uses a smart piece of visual thinking to highlight the hidden equals sign within the letter 'E'. 'E' stands for 'Education' with the notion that 'E' can equal anything in life. The use of imagery is at once arresting yet purposely disruptive, choosing a cross section of cultures, ages and genders. The focus is on inspiring people (from home shores) who are leaders in their chosen field but not necessarily known to everyone - an eclectic mix where the 'Education' factor merges with the 'X' factor.

Route 04  
**Shapes**

Proposition:  
Creating futures

VIS:  
Geometric / Graphic / Sophisticated

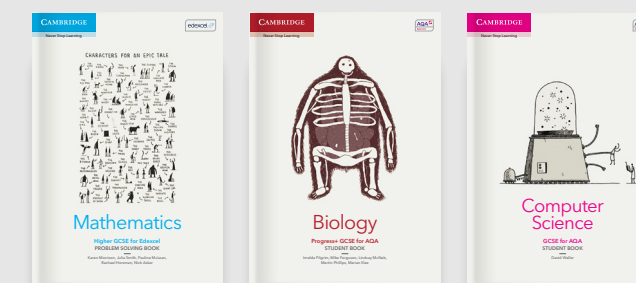
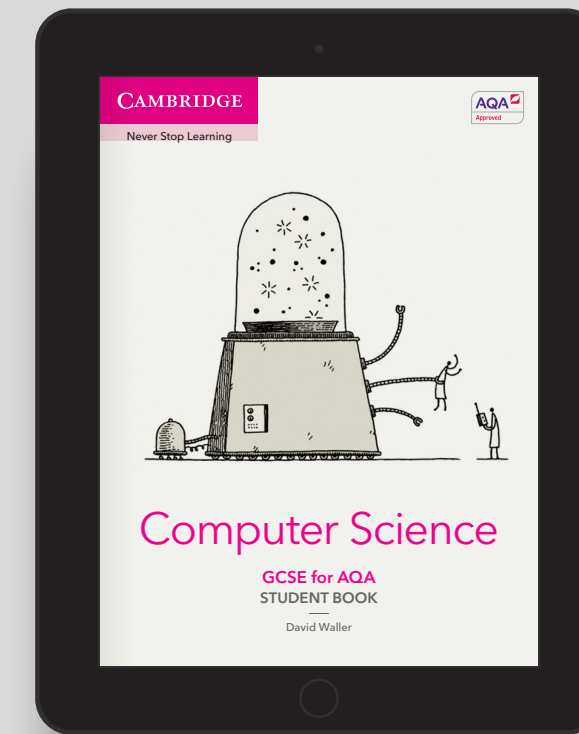


From early childhood shapes play an important part in the learning process. From Lego bricks to geometry sets to the buildings that surround us. Shapes literally dominate our everyday lives. This concept hinges on the visual connection we all have with shapes combined with a strong palette of primary colours. Each subject is assigned a distinctive shape and colour whilst all being part of the same interconnected family set.

Route 05  
**Illustration**

Proposition:  
Never stop learning

VIS:  
Smart / Simple / Witty

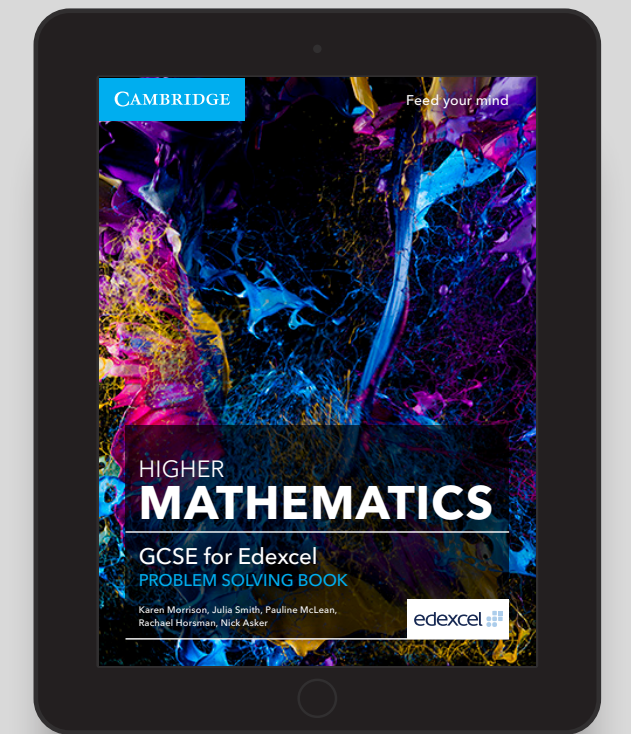


The old adage that 'a picture is worth a thousand words' is particularly pertinent with this concept. Through the medium of illustration this idea appeals to the well known English sense of humour, as well as a subtle nod to the tendency (from an early age) for students to sketch and doodle on the covers of their work books. The illustrator we have chosen is Tom Gauld. We feel his creative and witty style appeals to both head teachers and students alike.

Route 06  
**Splash**

Proposition:  
Feed your mind

VIS:  
Bold / Refreshing / Creative



This concept was born from the idea that when re-entering the market the CUP brand needs to make a big splash. Abstract, bold and colourful, this high-speed scientific approach to the subject matter creates refreshing style that unties the brand from the traditional Cambridge imagery. The artist/scientist we have chosen is Fabian Oefner. We believe his bold and striking style will make a truly memorable visual identity.

Route 01+06

## Lion+Splash

Proposition:  
Brighter thinking

VIS:  
Conservative / Bold / Creative

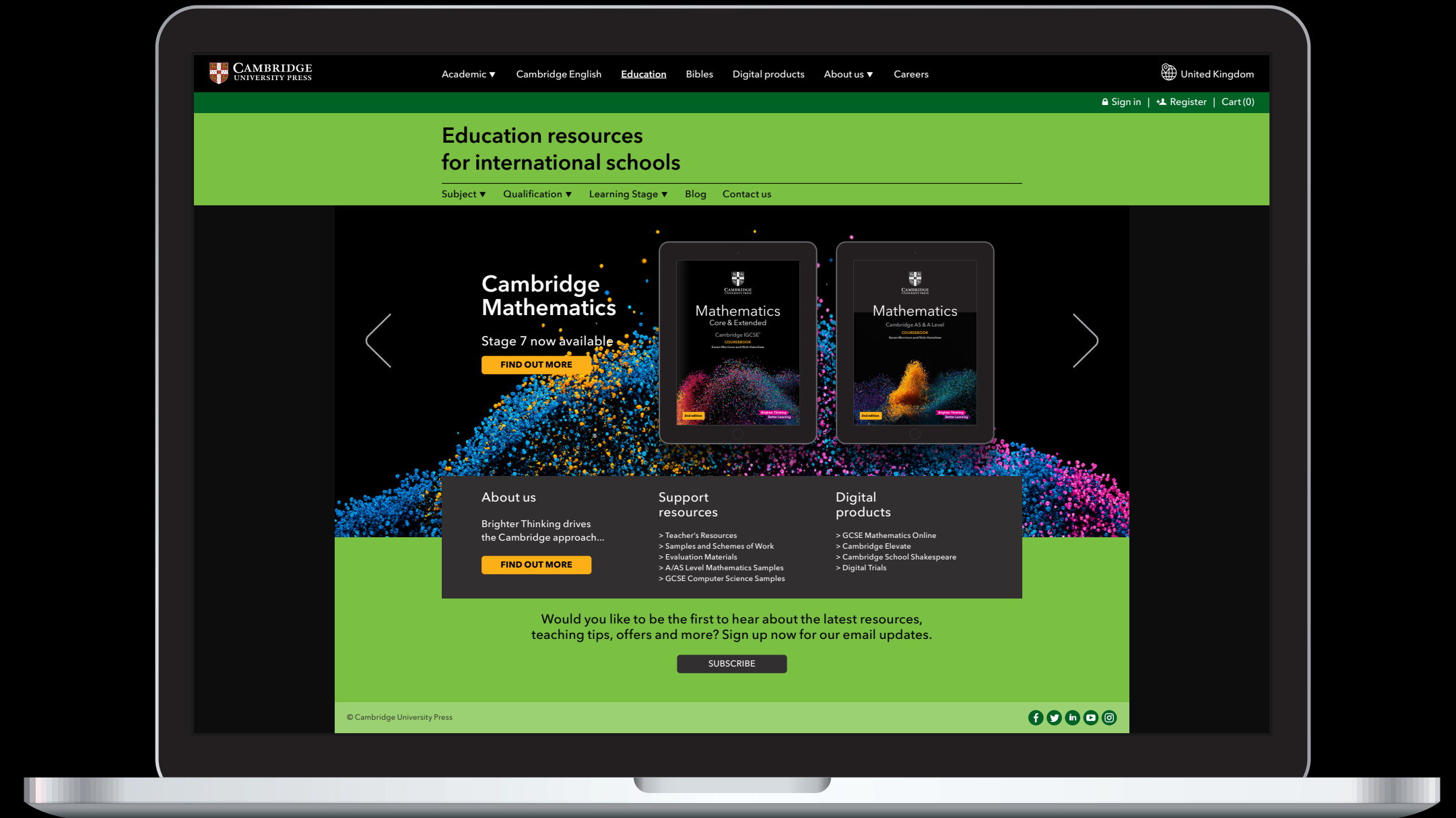
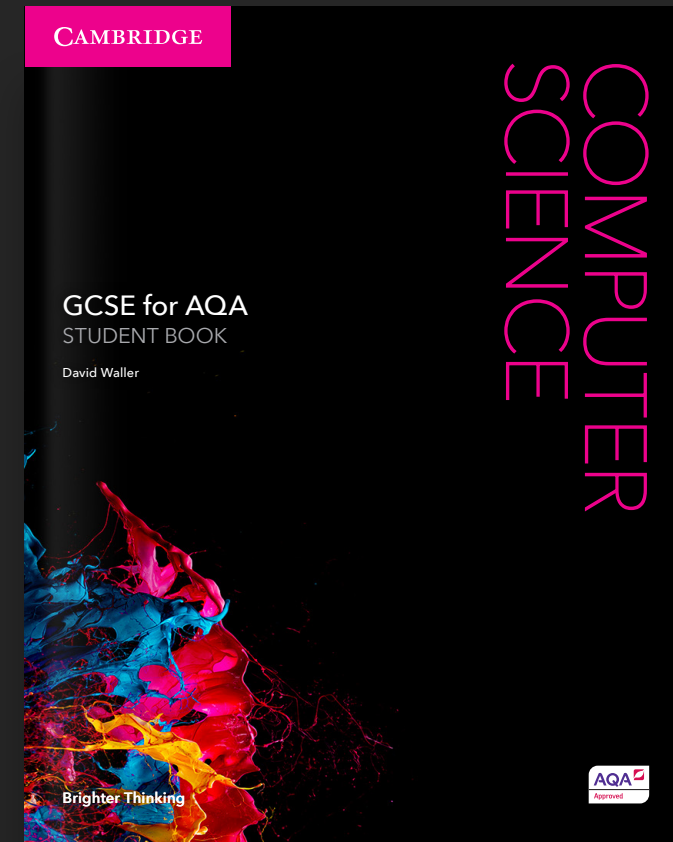
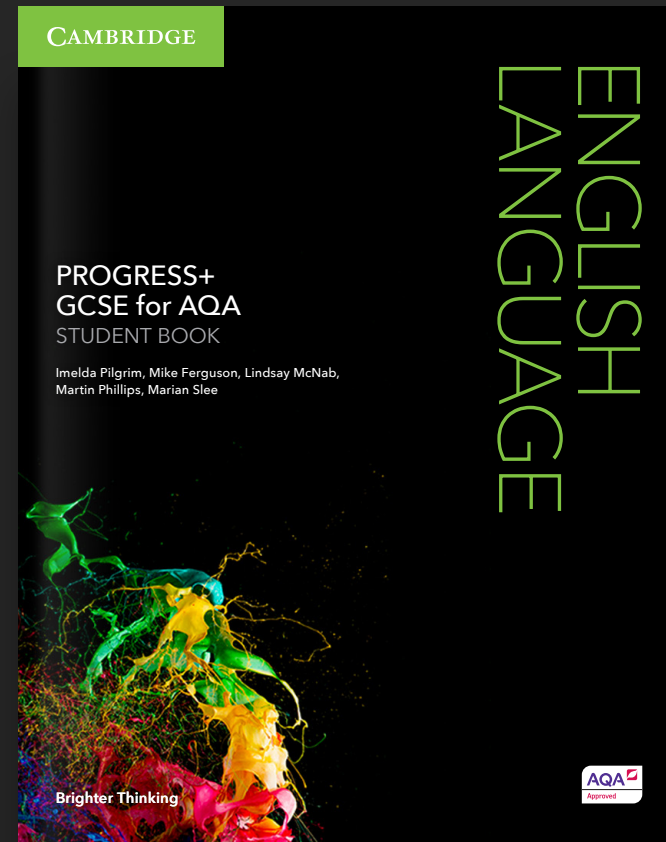
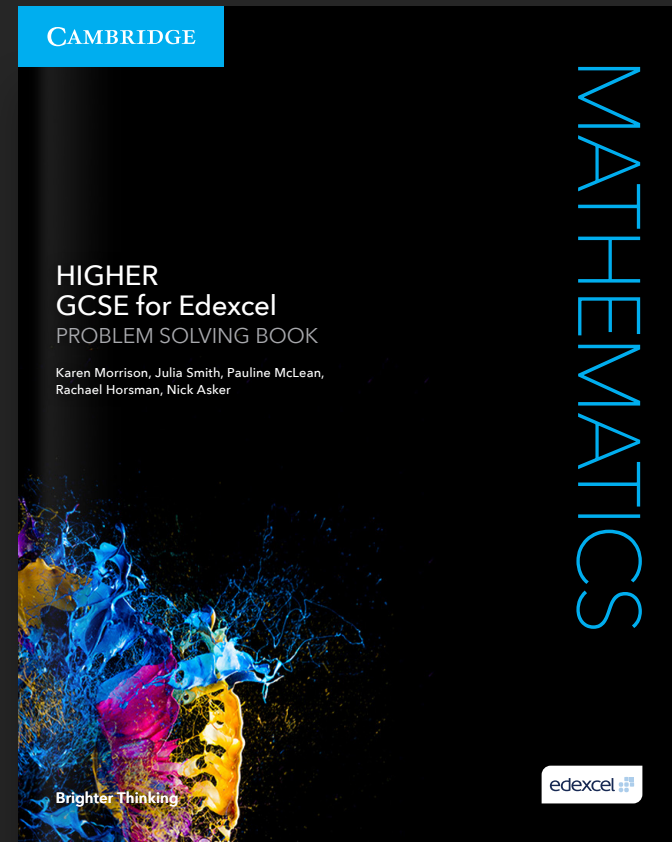
Extensive research and country-wide testing with students and teachers steered us to a solution that combined the conservative approach of route one (lion) with the bold experimentation of route six (splash).

To bring the concept to life we obtained exclusive rights to the work of Swiss based artist / scientist Fabian Oefner. The project involved stakeholder workshops, visual identity creation, brand guidelines, print and digital assets, brand launch materials, and lots of train journeys to Cambridge.



Artist / scientist  
[fabianoefner.com](http://fabianoefner.com)





# Giving the three lions some bite

The England and Wales Cricket Board (ECB) is the governing body for all cricket played in England and Wales. Their purpose is to provide support for the game beyond the boundaries of international and first class cricket.

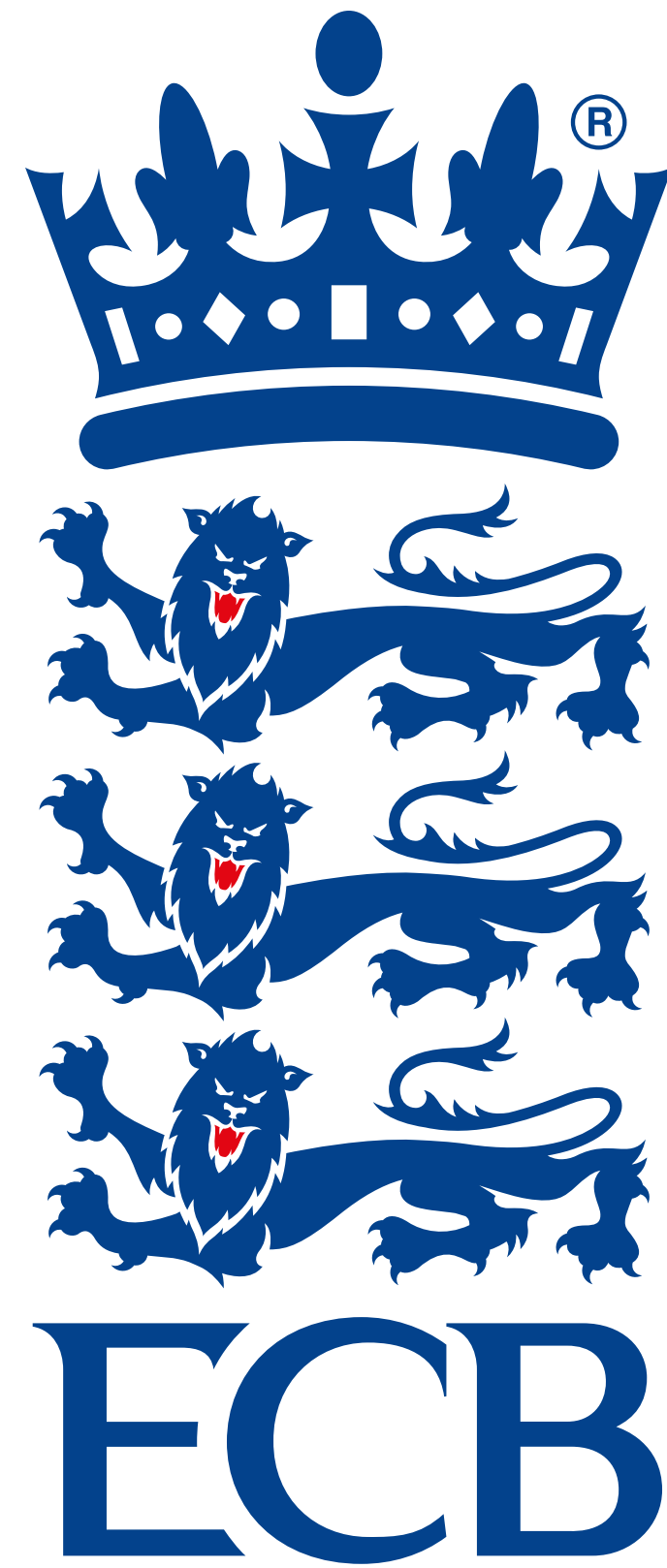
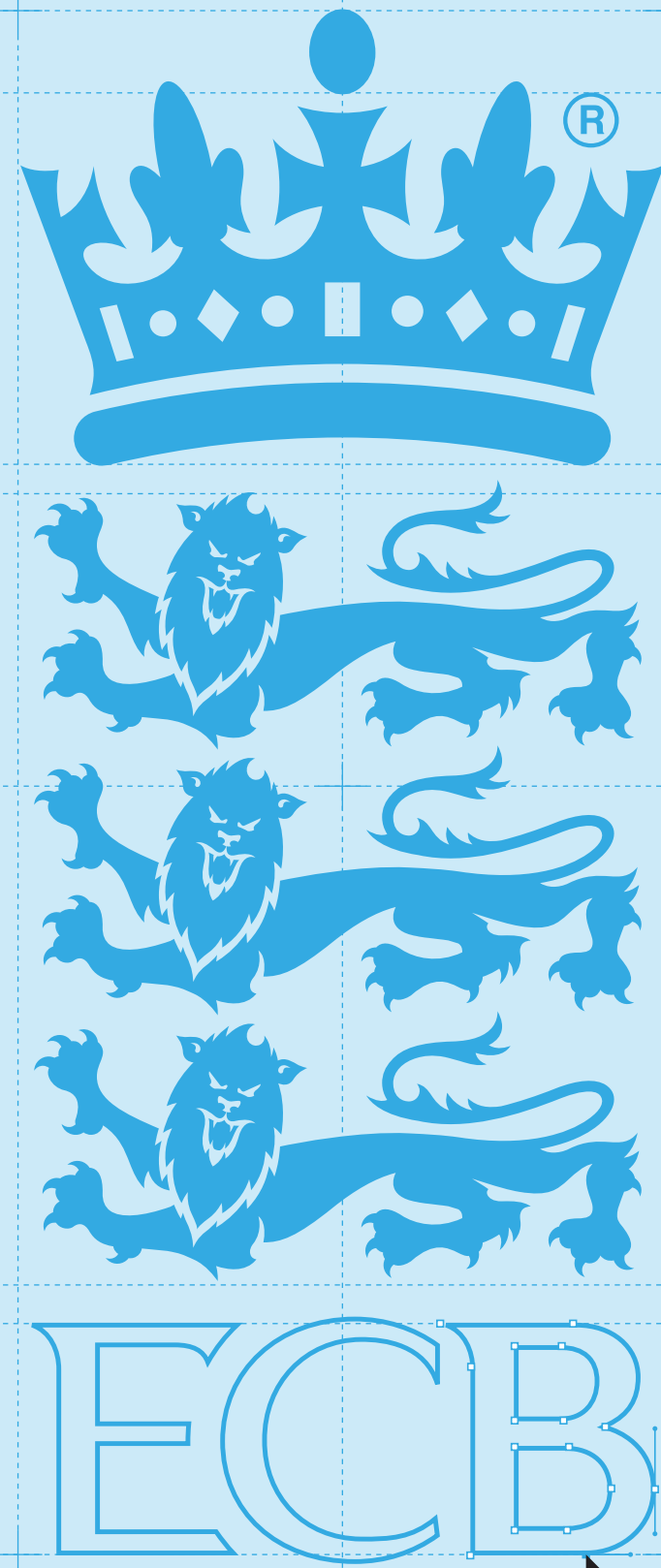
## **Creative challenges**

1. Pitch brand identity refresh ideas against two creative agencies – we won.
2. Illustrate the lions (not part of the original brief but it seriously needed doing and I believed it would help us win the pitch).
3. Modernise the visual identity and produce easy-to-implement guidelines.
4. Design and produce a bespoke headline typeface.

## **Agency**

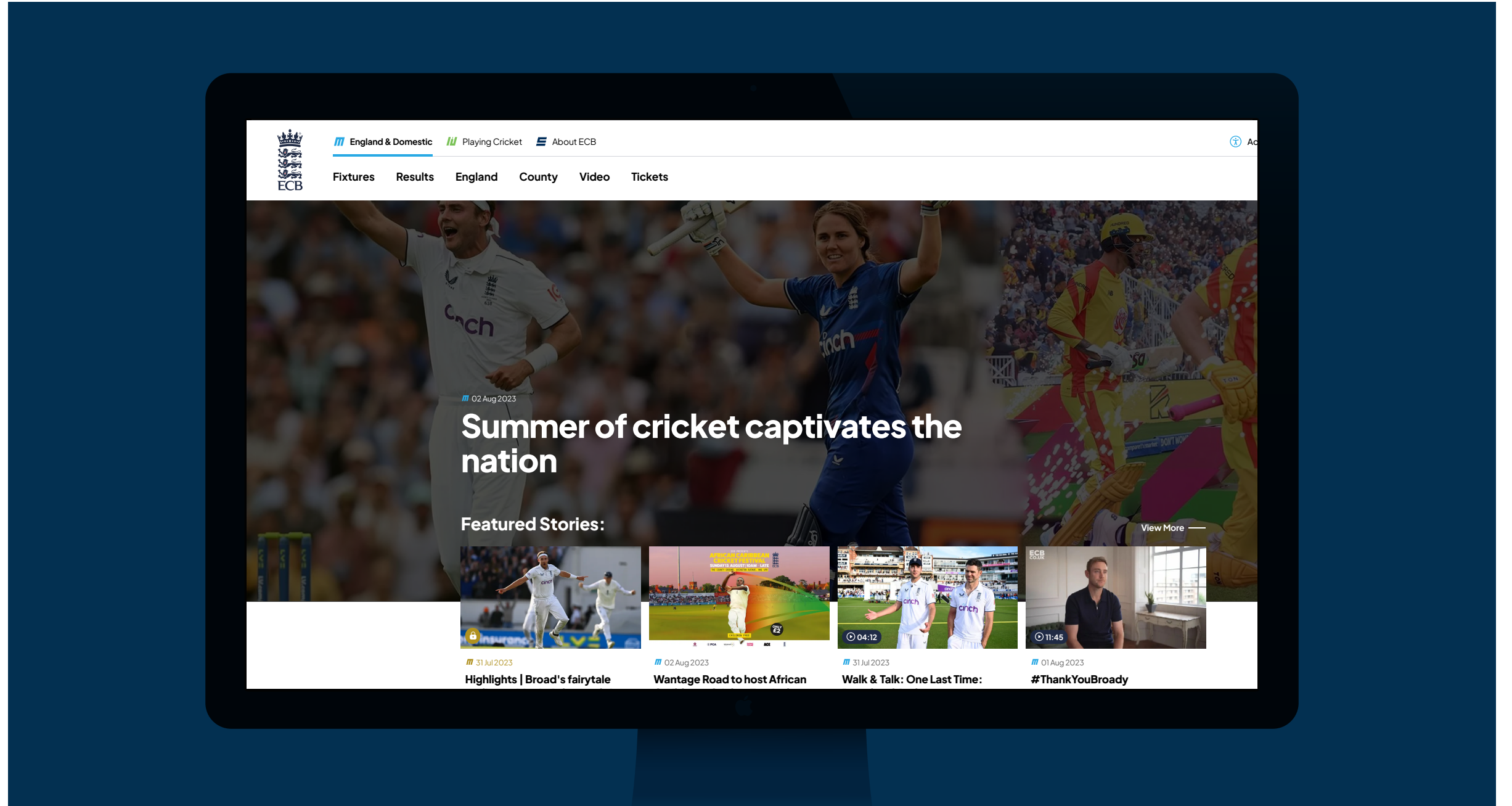
Whitestone



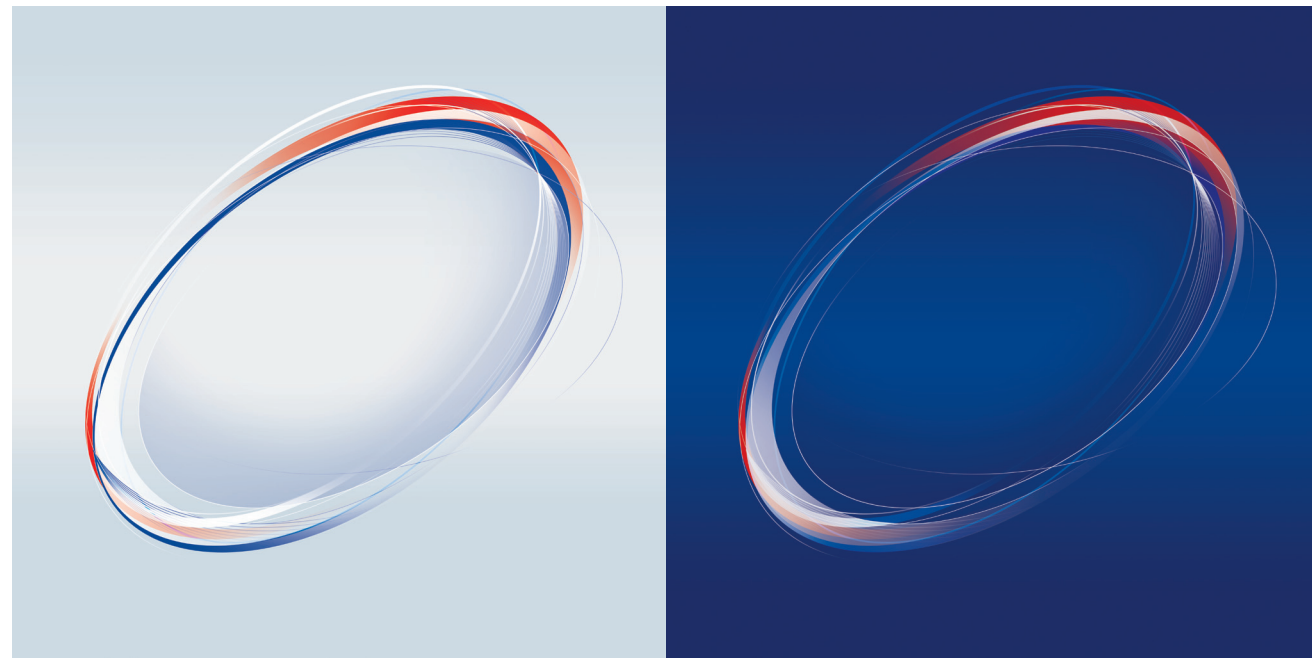




Team branding



Digital



Supergraphic



Visual identity system



Literature

# ~~Planes, trains~~ ~~and automobiles~~

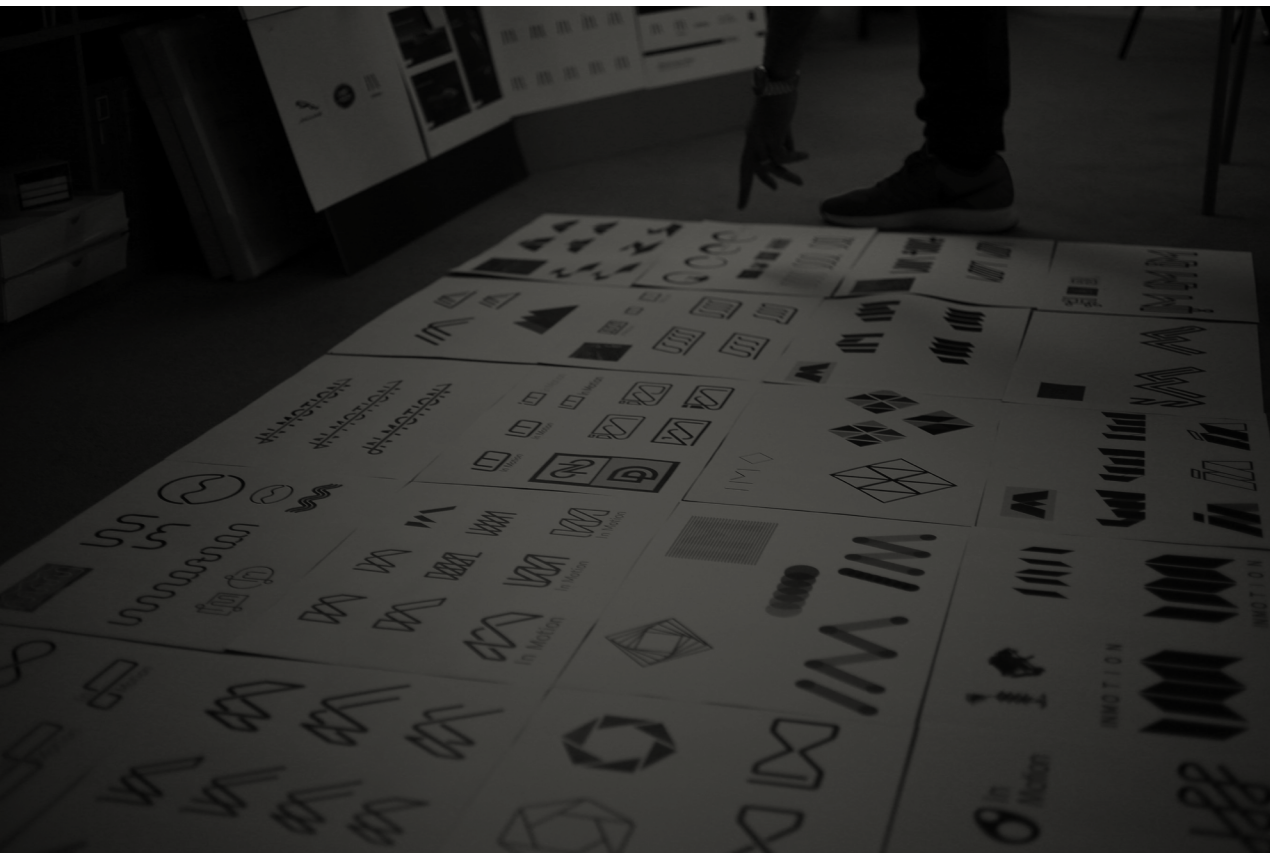
InMotion is a tech savvy start-up that offers services to new and existing Jaguar Land Rover customers via a smartphone app ~ the products include high-end luxury car sharing, collection and delivery, unlimited mileage, and personalised chauffeurs.

## **Creative challenges**

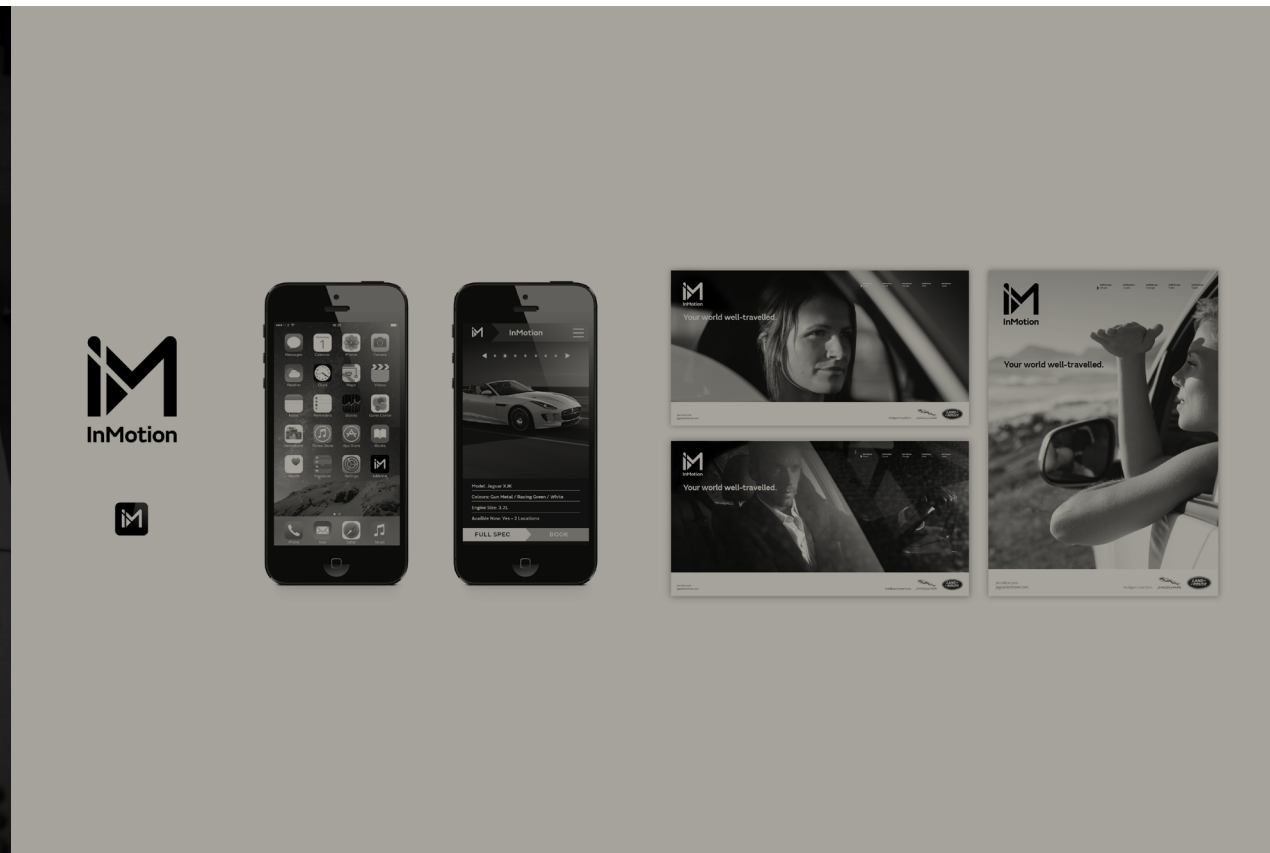
1. Pitch one identity solution against JLR's in-house design team and the incumbent creative agency – we won.
2. Detail and refine the chosen solution.
3. Create a visual identity and brand guidelines for product launch.

## **Agency**

Thoburns



Ideation



Winning pitch deck



Design development



Roll-out



Jaguar Land Rover — InMotion  
Visual identity system

Pin-drop

Roads / pathways (negative space)

'I' = intelligent

Play button / forward motion

'M' = Motion

JLR corporate typeface: Emeric

JLR masterbrand endorsement

**InMotion**

▶ Powered by Jaguar Land Rover



**M**

Create an account

+  
[Camera icon]

Name

Email

Password

Date of birth

Driving licence

Already have an account? [Sign in](#)

**M**

Name

Password

[Sign In](#)

[Create an account](#) [Forgot password](#)

▶ Powered by Jaguar Land Rover

**M**

POPULAR CATEGORY PRICES

Delivery Date/Time: 10 Collection Date/Time: 17

LAND ROVER  
Discovery Sport

7 SEATS AUTO ELECTRIC

[Image of car interior]

[Image of car exterior]



# A legacy fit for a King

The King Abdulaziz Center for World Culture (Ithra)—meaning ‘enrichment’ in Arabic—was built as part of Saudi Aramco’s vision to be an ambitious initiative for the public. It is the Middle East’s first global cultural center and actively promotes cultural development in Saudi Arabia. It is located in Dhahran, on the same site where the first Saudi Arabian oilfield was discovered.

## **Creative challenges**

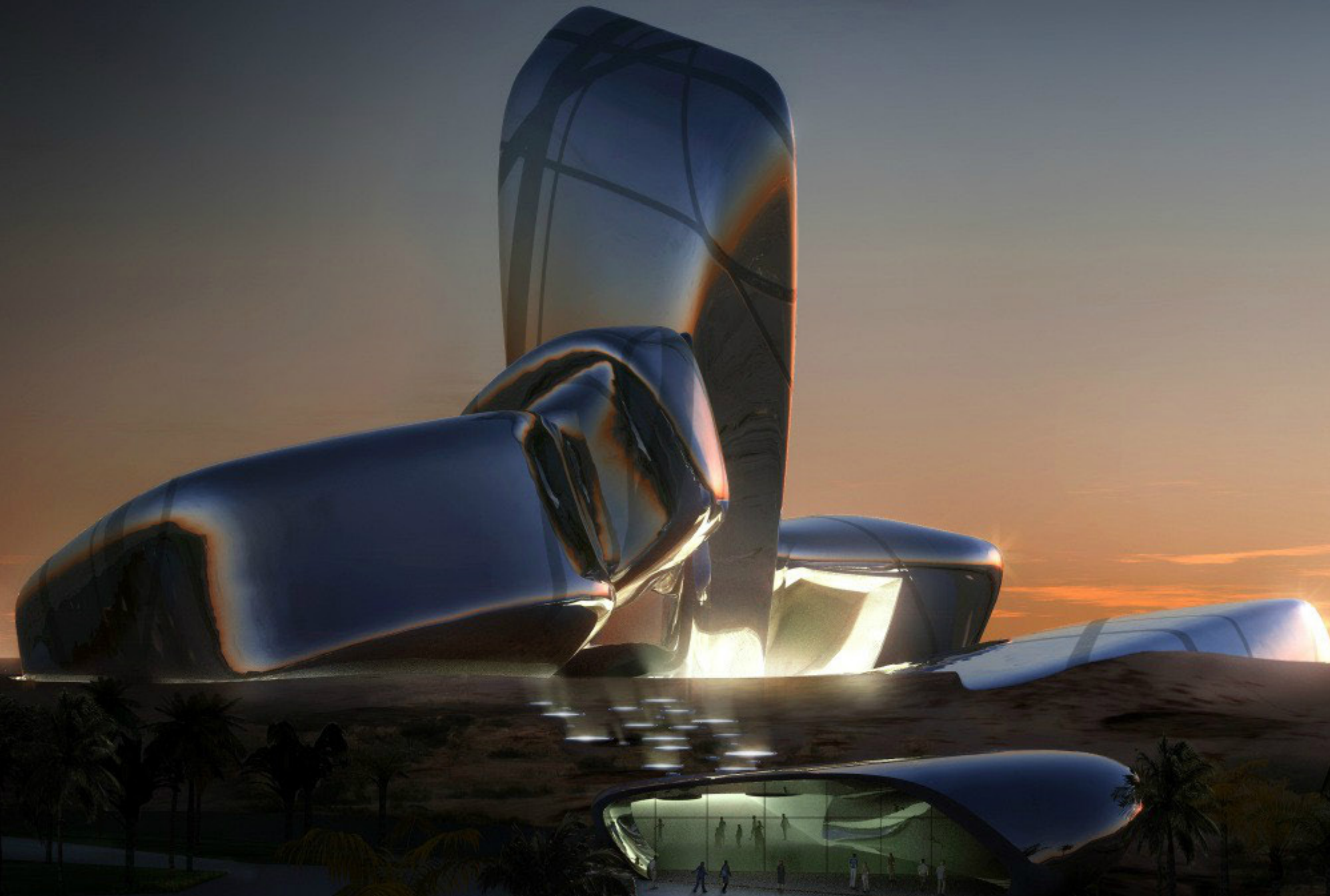
1. Create eight brand different identity propositions.
2. Develop a visual identity that touches hearts and enriches minds.

## **Agency**

Siegel+Gale

The facility houses a world-class library, auditorium, cinema, exhibition hall, museum and historical archives. The auditorium seats 930 visitors and provides for a wide range of events from opera, concerts, musicals and speeches.

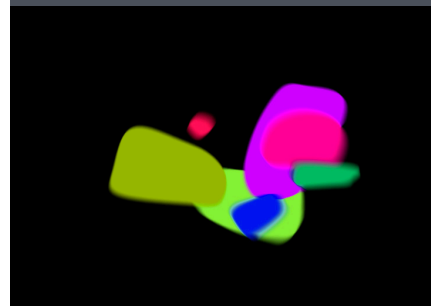
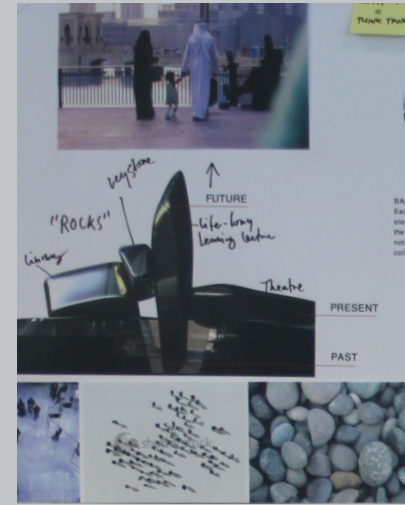
The library is a center for learning containing over 300,000 books. The exhibition hall accommodates large scale traveling exhibitions, as well as providing the setting for national events, banquets and conferences. The museum and archive facilities connect the center to the past and to the roots of the society from which this center is conceived.



Eight diverse creative territories were conceived for the first stage presentation in Saudi Arabia. We shared the strategic thinking behind each brand identity idea and demonstrated how it could come to life with the help of animations, mood boards and notional applications to sell-in each concept.

The initial eight routes were reduced to six, and then further reduced to three. The 'Infinite possibilities' concept was chosen as final solution.

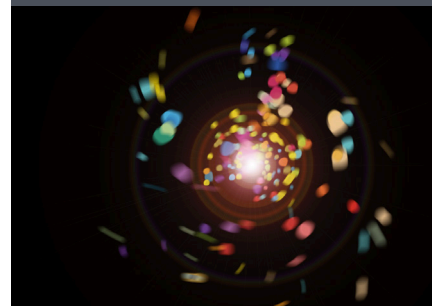
01  
Keystone



Attributes  
Simple  
Smart  
Architectural

The keystone is the central stone upon which the entire structure depends. The foundations for the Cultural Center's keystone was laid by King Abdullah. This concept celebrates the occasion with an architectural rendition of the center that highlights the central keystone.

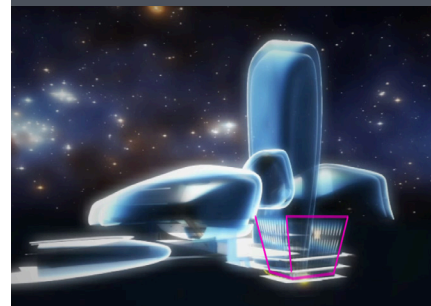
02  
Cairns



Attributes  
Symbolic  
Unity  
Inclusive

Cairns are human-made piles of rocks. They have been built by cultures around the world for many purposes including monuments, navigational aids and ceremonial grounds. This concept pays homage to the founding fathers of the oil site which is said to have begun with a single rock.

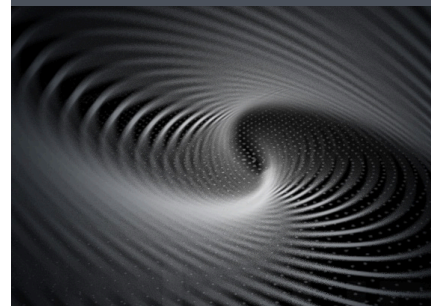
03  
Source



Attributes  
Deep  
Powerful  
Futuristic

The sun is the source of all life. Billions of years ago the formation of oil was, in part, thanks to ancient sunlight. This concept focuses on an area of the building known as the source – architecturally inspired and powerful in meaning, the source shares an Arabian world of culture.

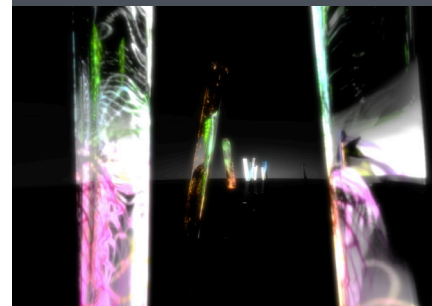
04  
Ripple effect



Attributes  
Architectural  
Multi-layered  
Geological

This concept combines the earth's geological layers with the building's sophisticated ventilated construction to create a ripple effect identity that emanates from the center to bring together people and communities of different cultures.

05  
Discovery



Attributes  
Edutainment  
Betterment  
Growth

This concept takes us on a journey of awe and wonder with an abundance of knowledge, learning and creativity. A path that is inspired by culture and heritage, individuality and self-expression that ignites the process of discovery, imagination and self-curation.

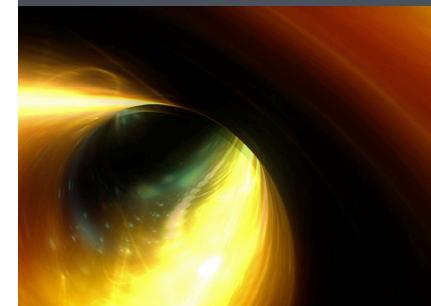
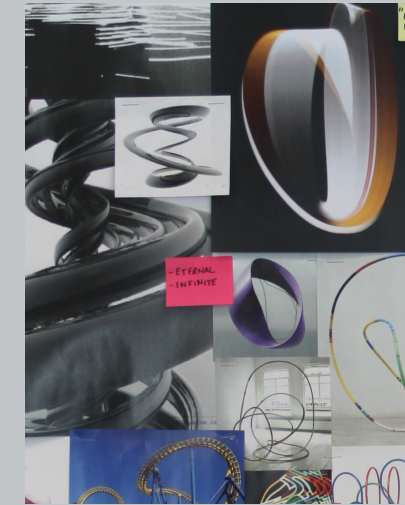
06  
Fountain of culture



Attributes  
Warm  
Friendly  
Engaging

Dynamic, spirited and magical – here we invite visitors to experience a fountain of knowledge, creativity and learning. As a beacon of light for the region, this concept is an abundant source of inspiration, celebration and culture. A symbol of Saudi heritage and a lasting legacy for future generations.

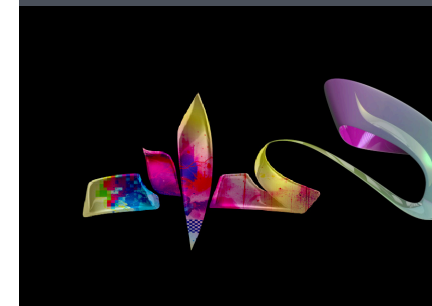
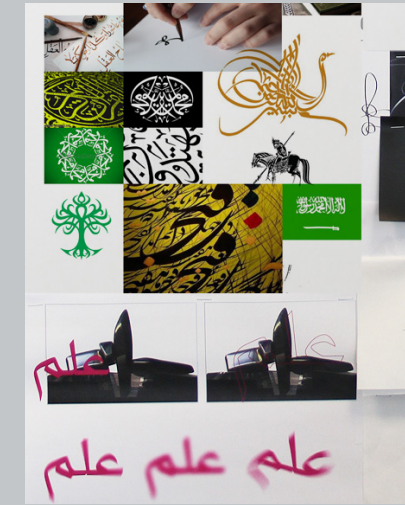
07  
Infinite possibilities



Attributes  
Endless  
Flowing  
Imaginative

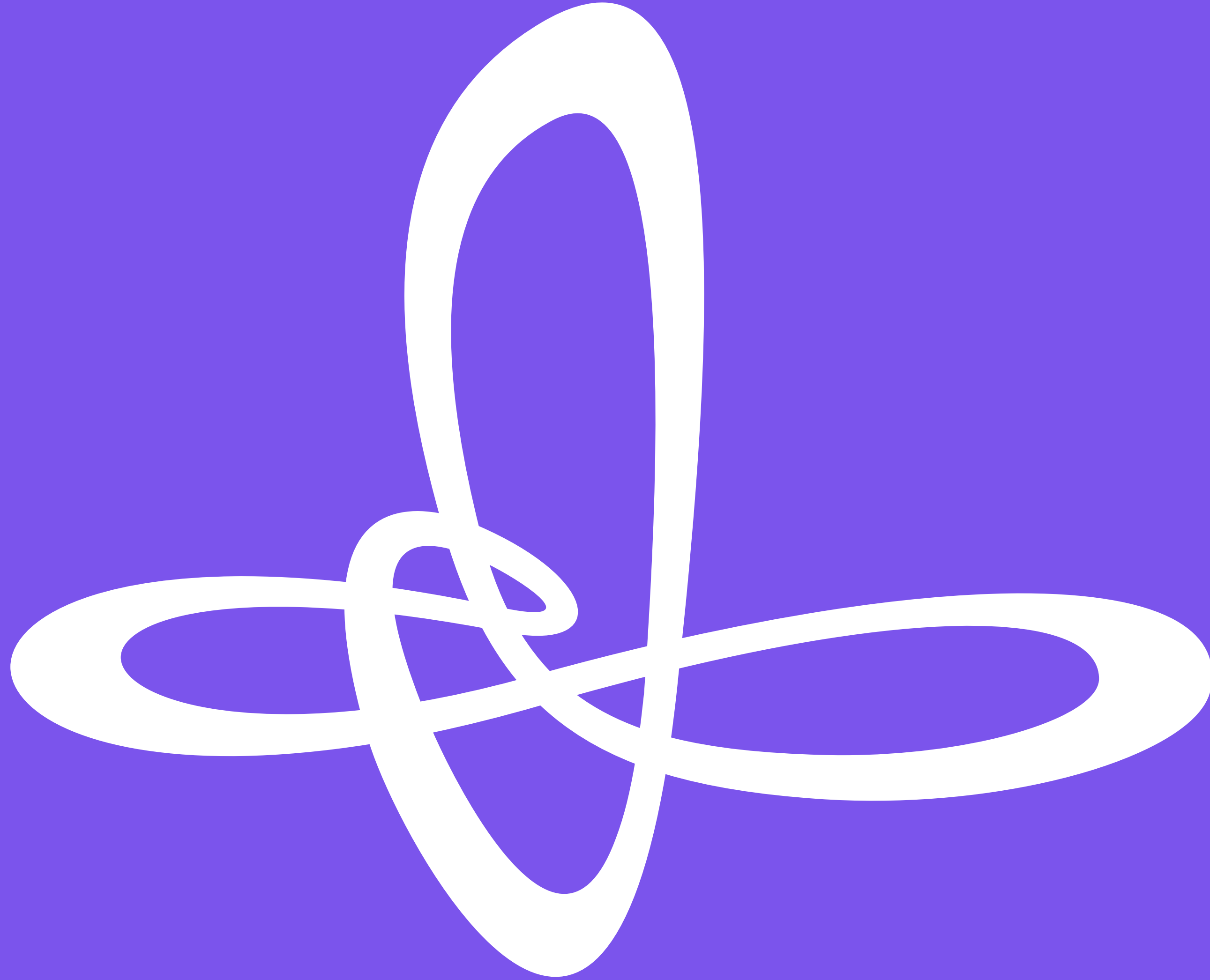
Bridging the past with the present, and the present with the future – we invite the Kingdom and the rest of the world on an infinite journey of cultural discovery. Inspired by the flowing journey within the building, this concept reflects an endless creative spirit as we inspire visitors for a universe of infinite possibility.

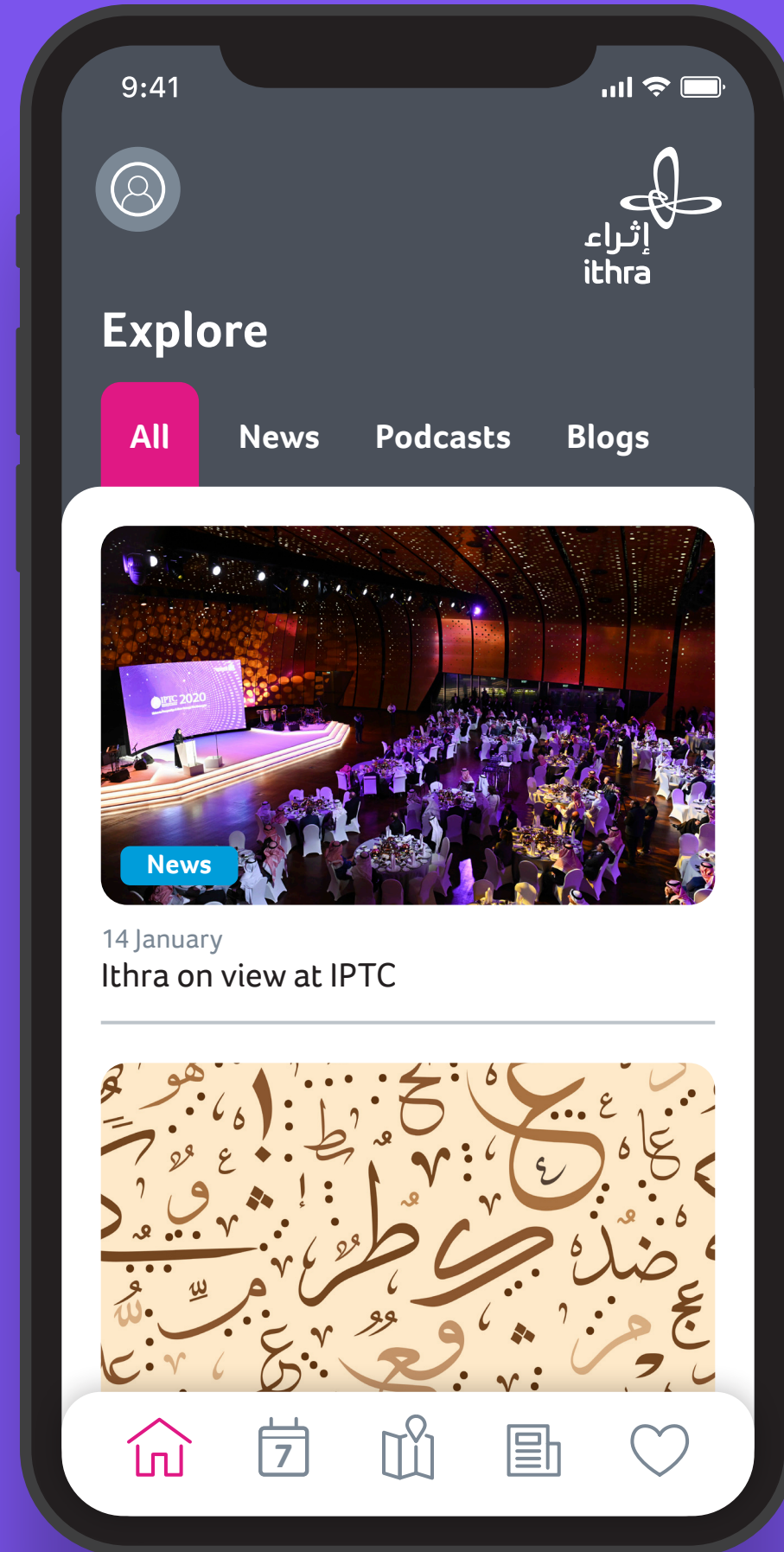
08  
Script



Attributes  
Artistic  
Creative  
Vibrant

Looking back with pride, and forward with optimism, here we celebrate the Kingdom's cultural heritage with a inspiring journey of knowledge, learning and discovery. Like the stroke of the artists brush, we create, imagine and inspire thought – inviting visitors on a creative journey of awe and wonder.



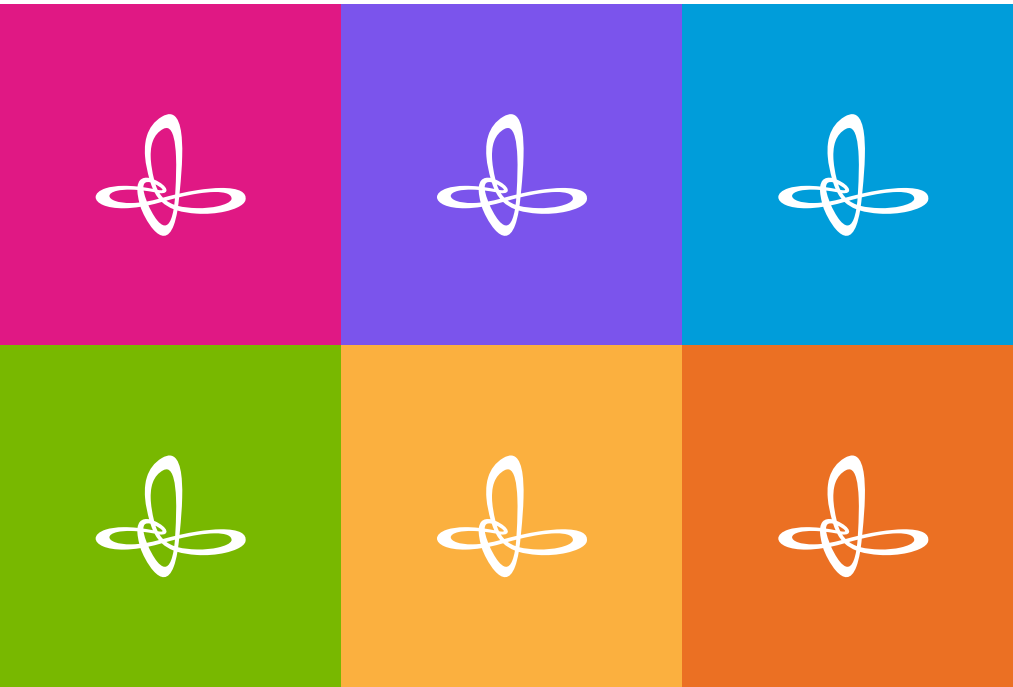


# Culturalist

Issue 42 • Street artist eL Seed • Alnoor wal Amal Orchestra • Saudi Film Festival



[ithra.com](http://ithra.com)

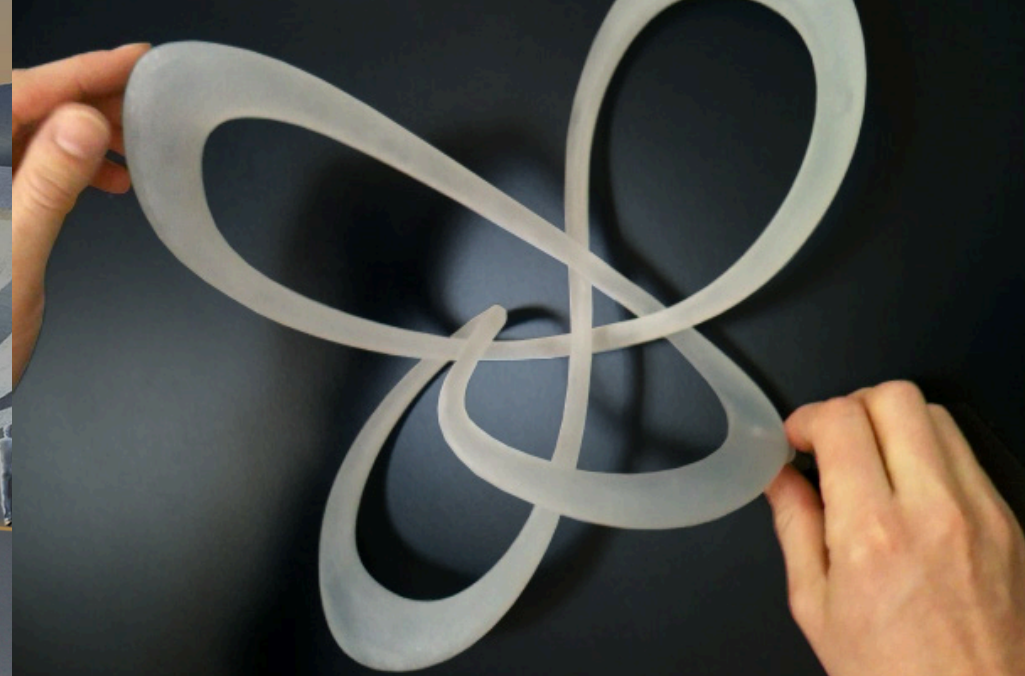
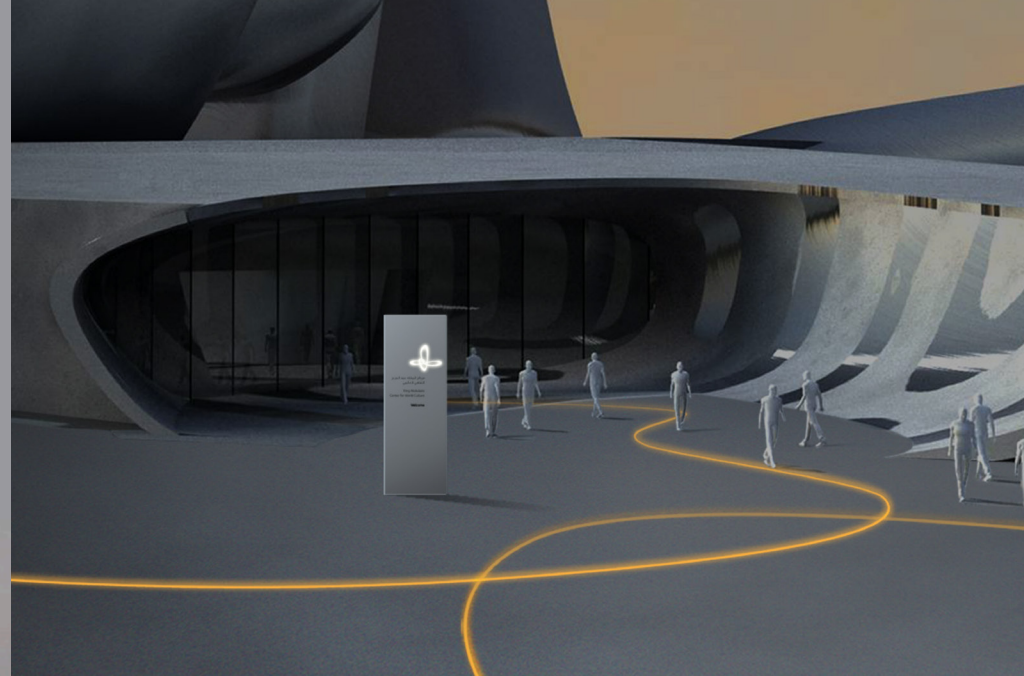


Arabic  
typeface

مركز الملك عبد العزيز  
الثقافي العالمي

مركز الملك عبد العزيز  
الثقافي العالمي

King



# Private equity backed leadership

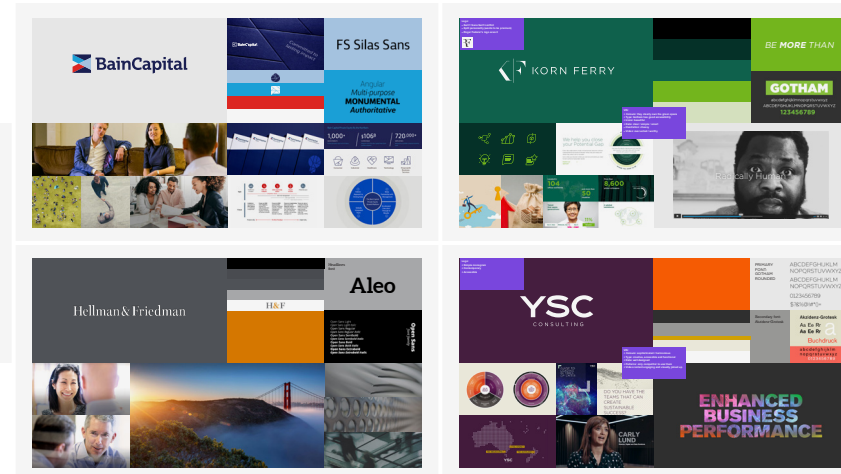
Napoleon Consulting Ltd is a specialist leadership and effectiveness company that advises private equity firms, investors, boards and CEOs on leadership, talent and teams.

## **Creative challenges**

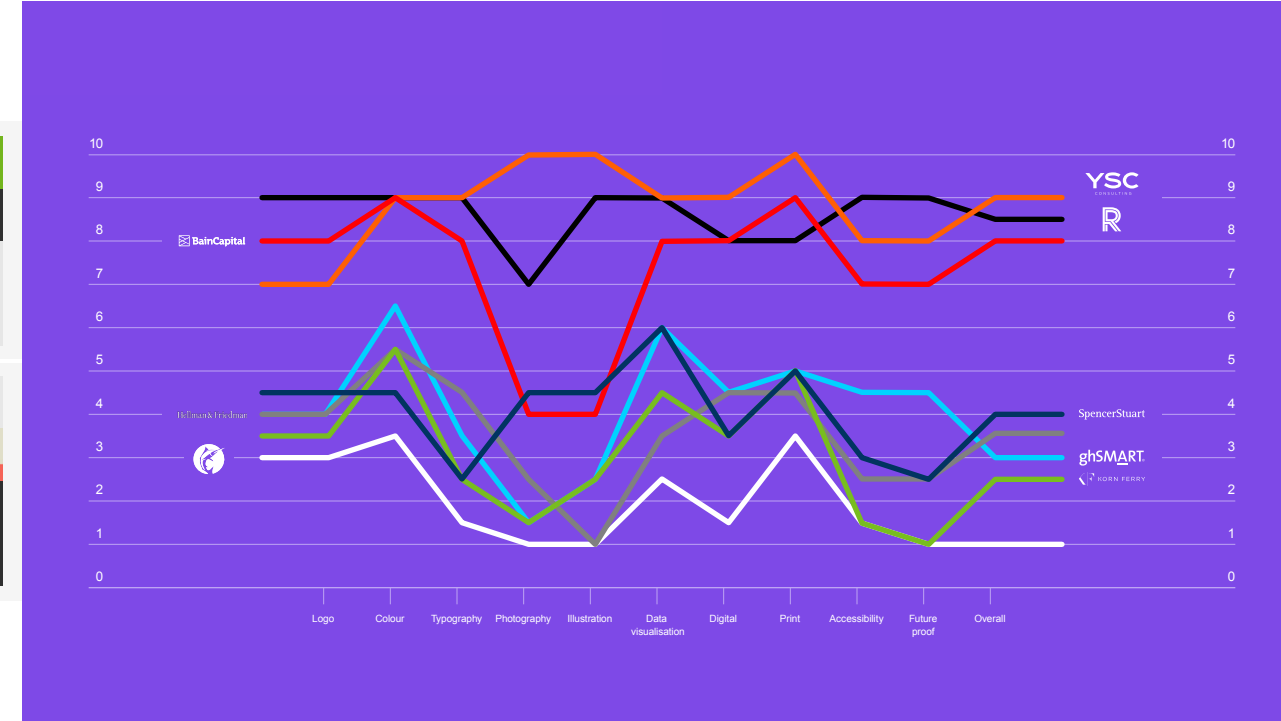
1. Conduct a visual audit of their competitors and clients.
2. Create three brand identity propositions.
3. Design and produce a visual identity for their client facing products.
4. Update the website user interface (UI) using WordPress as the CMS.

## **Agency**

Client commission



Research • Clients • Competitors



Visual analysis • Comparison

Napoleon Consulting's values  
Understanding / Brilliance / Humanity / Partnership / Innovation

NAPOLEON CONSULTING Napoleon Consulting Napoleon Consulting

FCA ROYAL ACADEMY OF MUSIC BURBERRY FT Goldman Sachs McKinsey & Company Uber Google Cinven

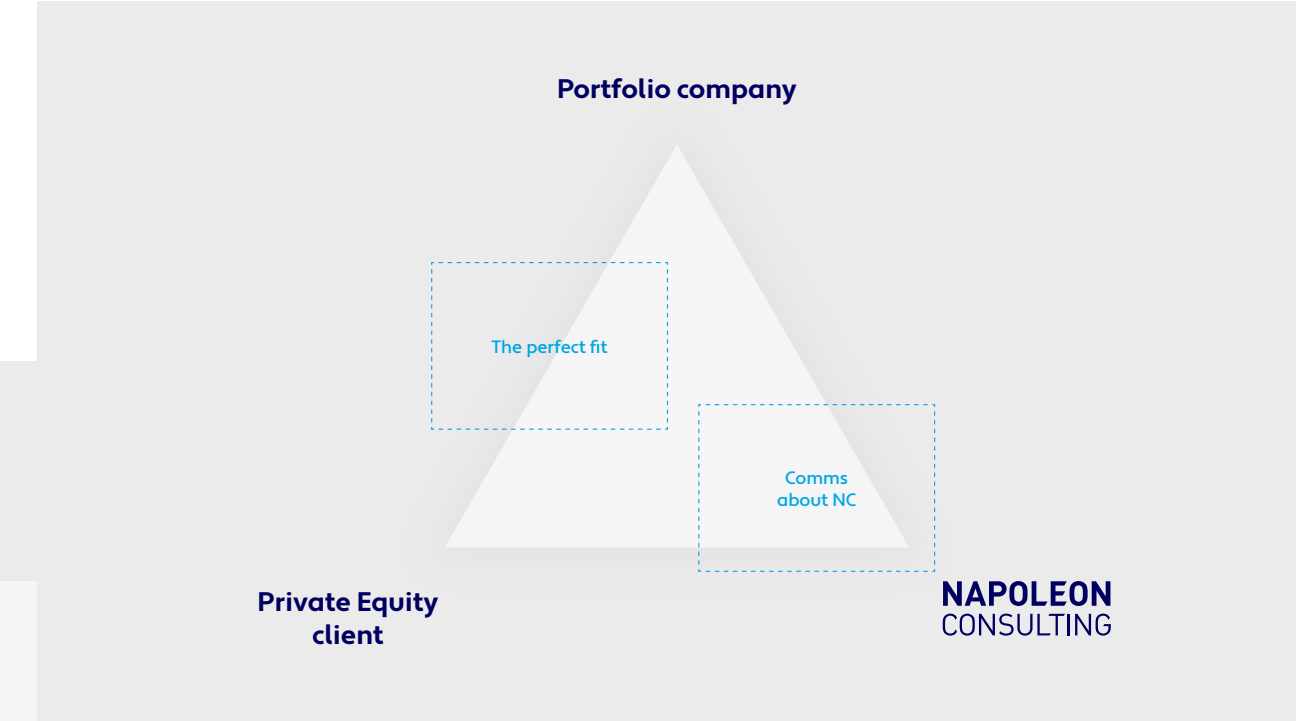
**Logotype 1**  
- CAPITALS LETTERS  
- Modernised font: Strength / Stability  
- Improved accessibility  
- What it says: Formal / Conservative

**Logotype 2**  
- Upper & lowercase  
- Self-font: Timeless / Sophisticated  
- Better accessibility: easier to read  
- What it says: Semi-formal / Professional

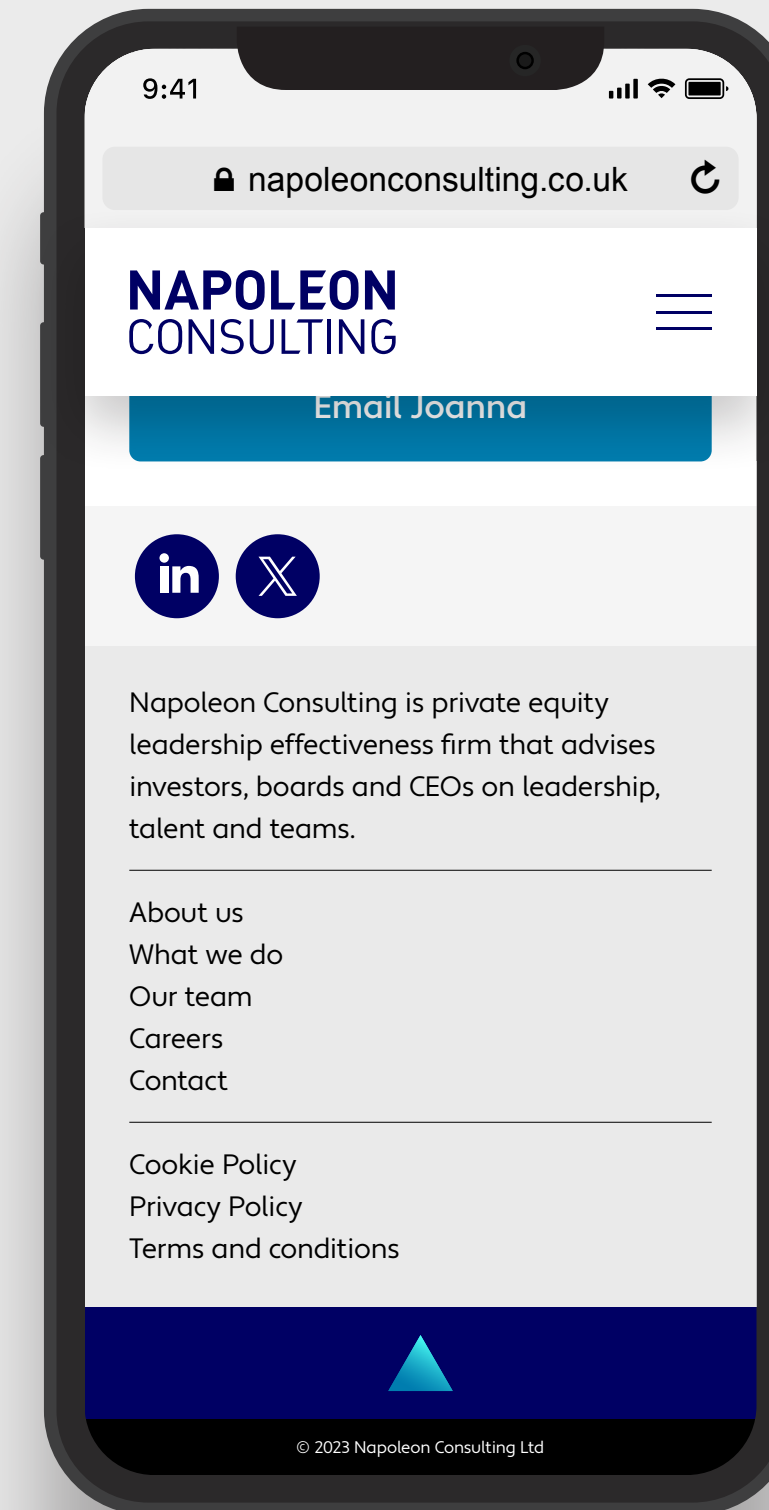
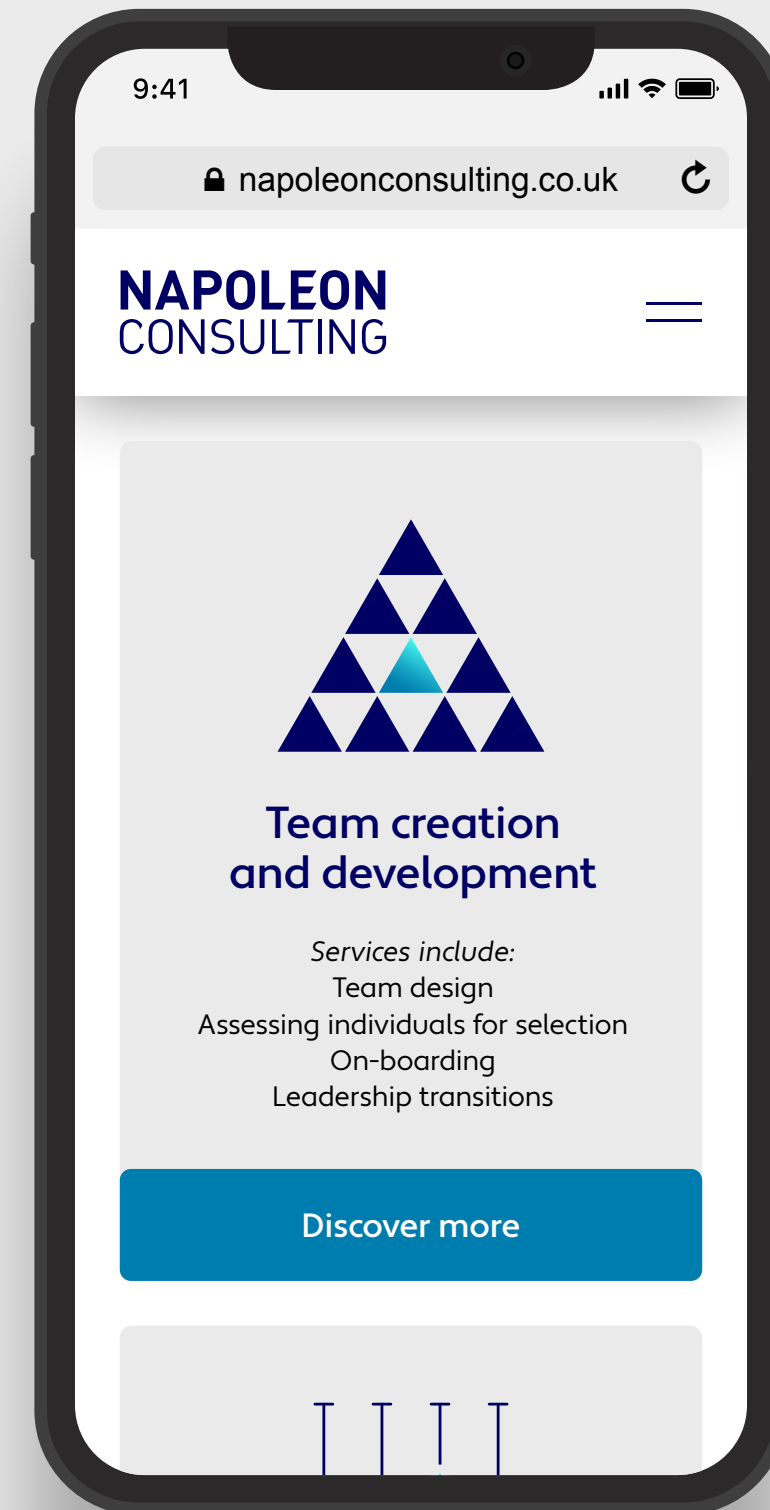
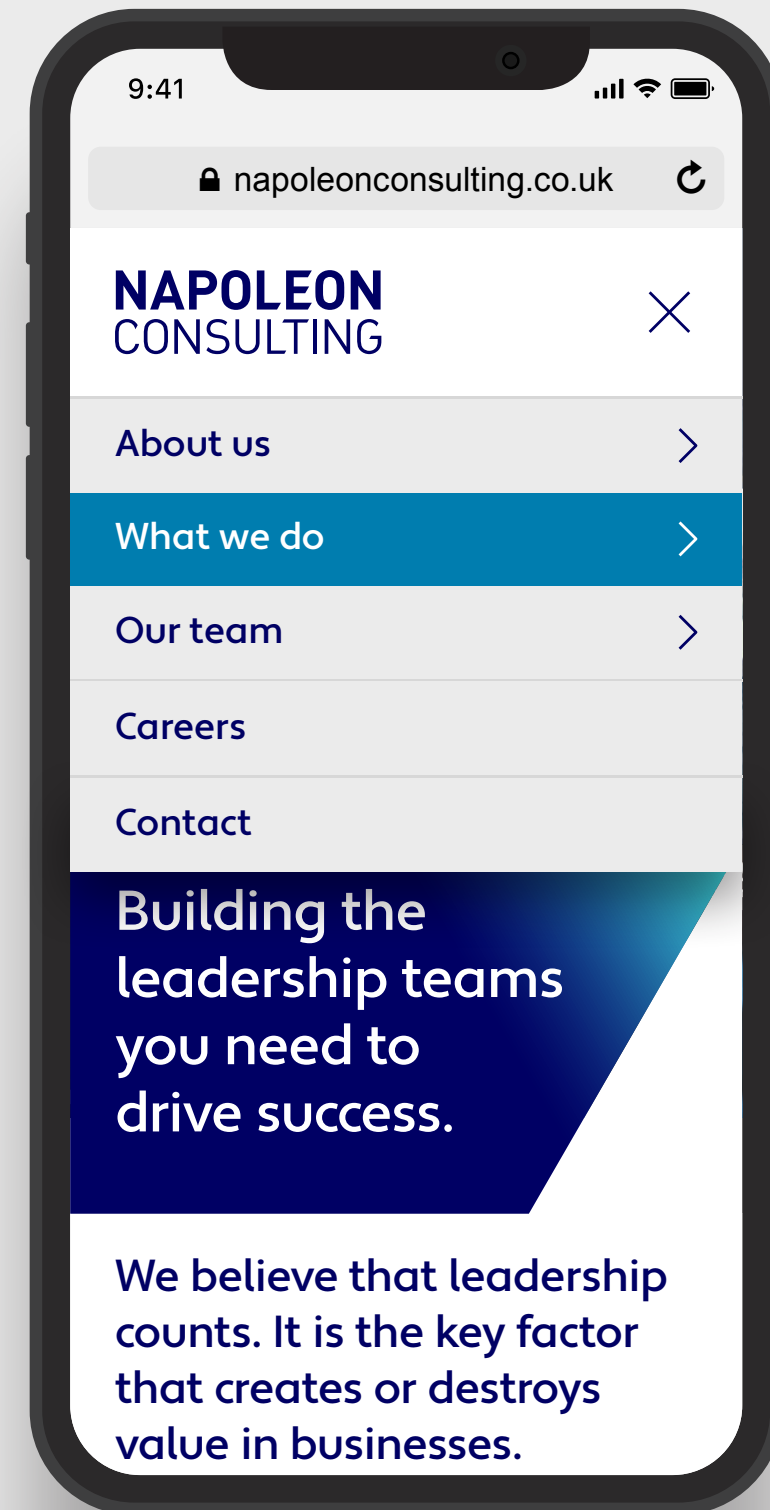
**Logotype 3**  
- Upper & lowercase  
- Sans-serif font: Ultra modern / Digital friendly  
- Greater accessibility: very easy to read  
- What it says: Semi-formal / Cutting-edge / Contemporary

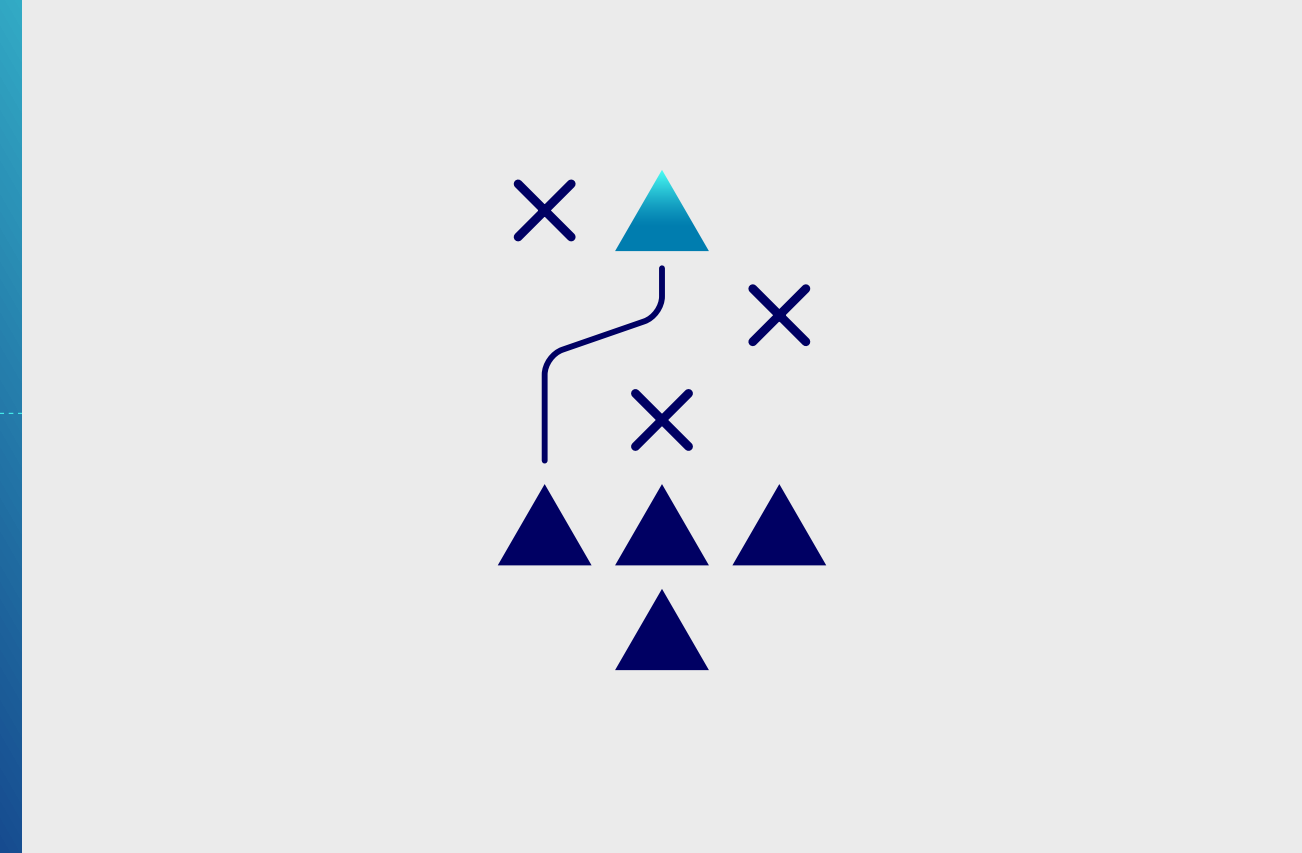
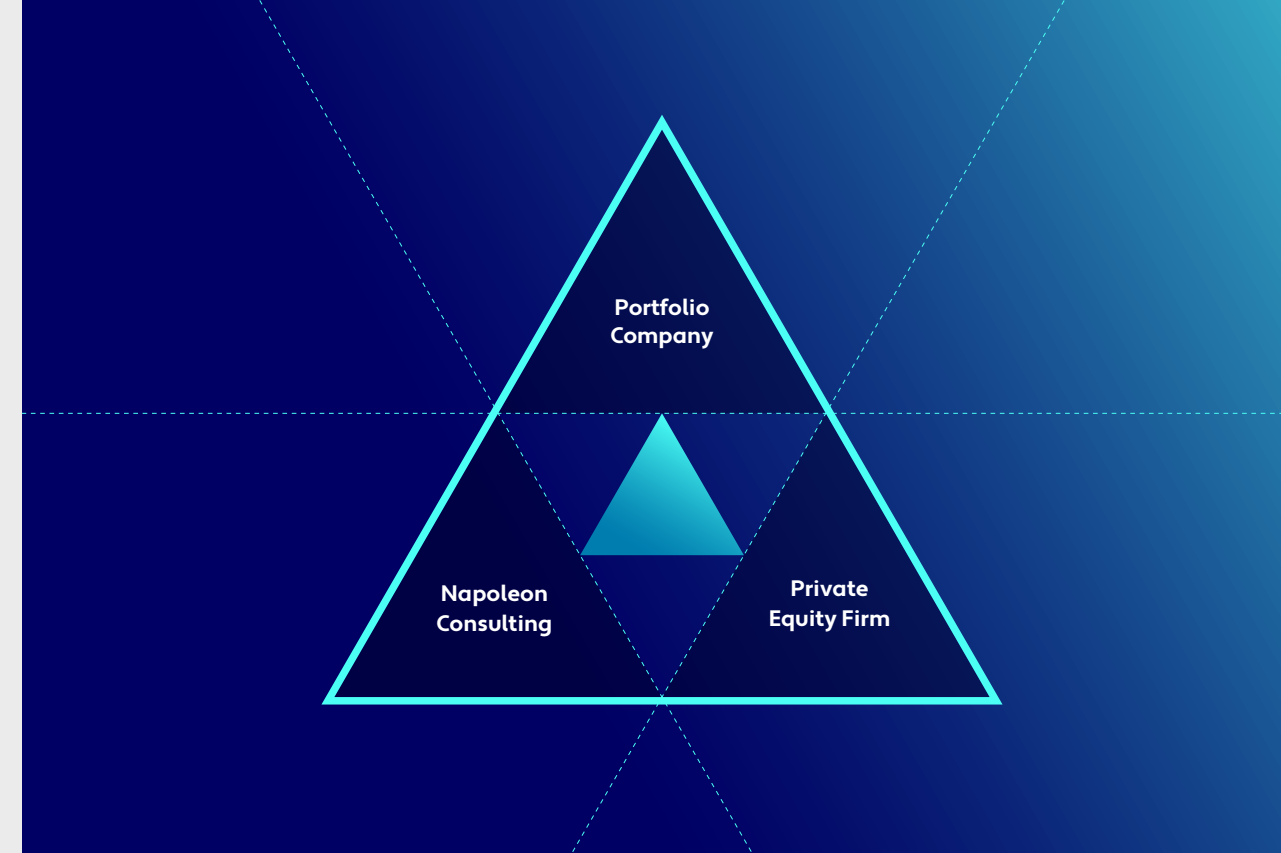
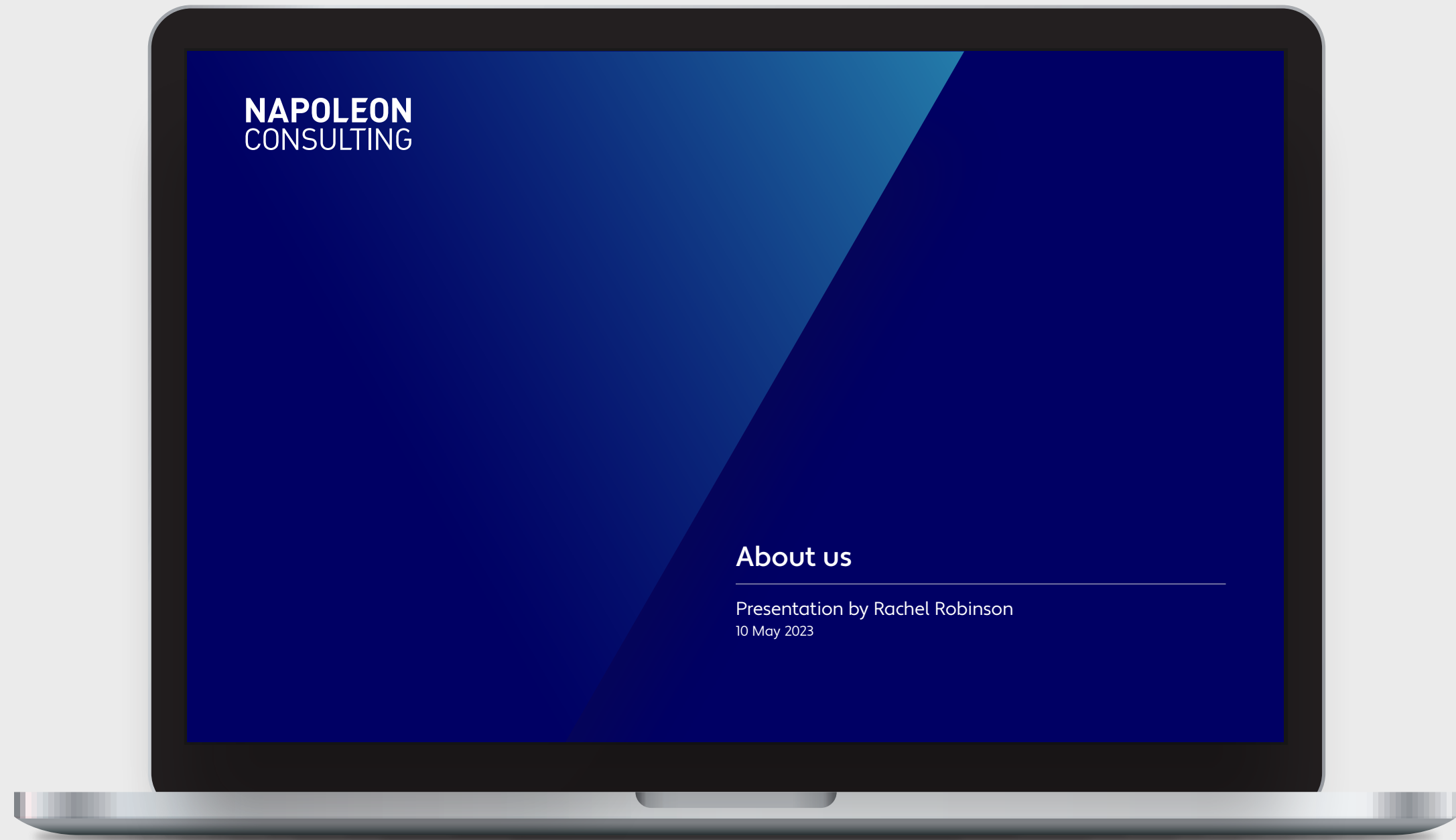
Cloak Sash Perfect Fit Light  
Fluid Objects Hat

Concept creation • Brand identity • Visual identity



Design development





**NAPOLEON CONSULTING**

Company: **Name Surname**  
Role: **Company Name**  
Date: **10 May 2023**

**Individual profile**

Candidate: **Name Surname**  
Company: **Company Name**  
Role: **Company Name**  
Date: **10 May 2023**

**NAPOLEON CONSULTING**

**Introduction**

**A guide to interpreting this report**

This profile has been designed to provide a fuller picture of the named individual. It enables insight into their distinctive strengths as well as considerations before appointing them. This profile should be used in conjunction with other sources of information and it remains valid for up to two years.

**Summary of key results and observations**

Candidate X is seen as having performed strongly throughout her career. She has together with previous role similarly had long standing relationships with senior executives in them all, who are happy to recommend her for other roles.

**Key strengths**

- A psychological profile
- A structured interview against relevant capabilities
- Feedback from nominees (by the candidate) and nominees (sourced by Napoleon Consulting) reflects on the performance capability and motivation of the candidate.
- Napoleon looks to gain insights from a representative, diverse population of stakeholders who are able to give a holistic, balanced perspective. Napoleon Consulting combines these sources of data and then creates an overall summary of the person, in relation to the context for which they are being considered.

**Key observations**

- We request that you respect the personal and confidential nature of this profile by:
  - Conferring it to a confidential file.
  - Restricting its availability to only those who are immediately concerned with the individual and who have also received guidance in its interpretation.

**NAPOLEON CONSULTING**

**Executive summary**

**Personal profile**

Candidate X is a dynamic, action oriented, team leader whose focus is on bringing a business together; aligning it to all functions, one supporting another and creating a sense of focus. She is a driven, results oriented person who feels a huge sense of accountability to achieve results and do so in a positive manner. She is highly motivated to gain her first CEO position and emerged by the opportunity.

**Summary of key results and observations**

Candidate X is seen as having performed strongly throughout her career. She has together with previous role similarly had long standing relationships with senior executives in them all, who are happy to recommend her for other roles.

**Key strengths**

- Candidate X is a strong team leader - she thrives on bringing people together and takes her leadership responsibilities seriously.
- She is likely to need to be more hands on than she has been historically. She might want to consider when she needs to go deep into a topic. She could be more analytical in her approach.
- Candidate X could benefit from being given responsibility being overly loyal to people who have delivered for her. Realigning when people are not delivering.
- She may want to make sure that her direct reports are not overburdened and do not take time for themselves. An high and good standard being taken forward into her business. She uses this, her strong communication and respect for technology to steer product development.

**Key observations**

- Candidate X is considered a good candidate for the role of Chief Executive Officer of Company X. She is likely to bring strong commercial capability and help to drive Company X's future growth. She is a high performer, people oriented manager that builds on Company X's strengths. The considerations highlighted are more to increase her effectiveness rather than being potential pitfalls.
- She is a strong team leader - she thrives on bringing people together and takes her leadership responsibilities seriously.
- She is likely to need to be more hands on than she has been historically. She might want to consider when she needs to go deep into a topic. She could be more analytical in her approach.
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**NAPOLEON CONSULTING**

**Personal profile & leadership capability**

**Psychological profile**

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**Key strengths**

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**NAPOLEON CONSULTING**

**Summary of referencing**

Referee	Referee's relationship to candidate	Normal length of relationship (months)	Normal length of working relationship (months)	Referee's assessment of candidate's performance (1-5)	Referee's assessment of candidate's potential (1-5)	Average assessment of candidate's performance (1-5)	Average assessment of candidate's potential (1-5)
Referee 1	XYZ	0 (years)	0	0	0	0	0
Referee 2	XYZ	0 (years)	0	0	0	0	0
Referee 3	XYZ	0 (years)	0	0	0	0	0
Referee 4	XYZ	0 (years)	0	0	0	0	0
Referee 5	XYZ	0 (years)	0	0	0	0	0
Referee 6	XYZ	0 (years)	0	0	0	0	0
Referee 7	XYZ	0 (years)	0	0	0	0	0
Referee 8	XYZ	0 (years)	0	0	0	0	0
Referee 9	XYZ	0 (years)	0	0	0	0	0
Referee 10	XYZ	0 (years)	0	0	0	0	0
Referee 11	XYZ	0 (years)	0	0	0	0	0

Density of referees: Male 50%, Female 50%

**NAPOLEON CONSULTING**

**Referee 1**

**Company they work at with the candidate:** XYZ

**Relationship to the candidate:** Former Manager

**When they worked together:** November 2019 - April 2022

**Referee assessment of performance:** 4.5

**Referee assessment of potential:** 4.5

**Quality of reference score:** 4.5

**Comments:**

The referee worked with Candidate X at Company X from September 2019 to April 2022. They had worked together on several projects, including the development of a new product line. Candidate X was a key player in the success of these projects and was highly respected by the referee. The referee was particularly impressed by Candidate X's ability to lead a team of diverse individuals and to deliver results under pressure. The referee would strongly recommend Candidate X for any senior role in a business.

**NAPOLEON CONSULTING**

**Referee 10**

**Company they work at with the candidate:** XYZ

**Relationship to the candidate:** Direct report

**When they worked together:** September 2019 - April 2022

**Referee assessment of performance:** 4.5

**Referee assessment of potential:** 4.5

**Quality of reference score:** 4.5

**Comments:**

The referee worked with Candidate X at Company X from September 2019 to April 2022. They had worked together on several projects, including the development of a new product line. Candidate X was a key player in the success of these projects and was highly respected by the referee. The referee was particularly impressed by Candidate X's ability to lead a team of diverse individuals and to deliver results under pressure. The referee would strongly recommend Candidate X for any senior role in a business.

**NAPOLEON CONSULTING**

**Leadership capabilities**

**Collected capabilities for the team**

Capability	1	2	3	4	5	6	Stand	Team strength
Shapes strategy	▲	▲	▲	▲	▲	▲	▲	→
Invests in innovation	▲	▲	▲	▲	▲	▲	▲	→
Drives performance	▲	▲	▲	▲	▲	▲	▲	→
Hones organisation and efficiency	▲	▲	▲	▲	▲	▲	▲	→
Builds capability and culture	▲	▲	▲	▲	▲	▲	▲	→
External relationships	▲	▲	▲	▲	▲	▲	▲	→

Team members: Name Surname, Name Surname, Name Surname, Name Surname, Name Surname, Name Surname

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**Intellectual reasoning**

**Key observations**

Candidate X's reasoning abilities ranged between 50th to 99th Percentiles. All team members scored above average or higher in their total score on the Swift with 47% of the team have a very strong overall score.

**Swift scores**

Category	Very strong	Strong	Average	Below average
Overall	11%	22%	57%	10%
Verbal	1%	15%	75%	1%
Numerical	1%	15%	75%	1%
Abstract	1%	15%	75%	1%

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**Our team**

**Rachel Robinson**  
Founder and Managing Partner of Napoleon Consulting

Rachel Robinson is the founder of Napoleon Consulting. She has over 20 years experience in leadership consulting and works with clients globally. Rachel has worked across business sectors and has significant experience working with both public sector businesses and Private Equity. She has an outstanding reputation for her judgement around people, and her capacity to build enduring trusting partnerships with clients at the most senior levels of business. Prior to founding Napoleon, Rachel successfully led VSC Europe, having full responsibility for the majority of the VSC's business. Rachel created VSC's Private Equity practice in Europe.

Rachel is a psychologist by training with a BSc and MSc from the University of London, she is an OF qualified coach as well as a trained mediator and facilitator. Rachel is married and lives in South West London.

**Joanna Sokolowska**  
Partner

Joanna specialises in partnering with large cap and mid cap PE investors and portfolio company management teams to drive value through human capital. Her work includes firm focused leadership development as well as portfolio development including C-suite assessment, coaching, and team development. She works across sectors and industries with a real passion for high growth technology businesses.

Prior to joining Napoleon Consulting, she was at VSC where she helped build the global PE practice, led the commercial function for Europe and was known for leading large scale transformational projects. She has a BA in Psychology and Consulting from Ryerson University in Canada and MSc in Research Psychology from University College London (UCL) in England. She is also an AICD accredited Executive Coach and is certified in various psychometric instruments.

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**Leadership model**

**Purpose**

- Strategic clarity
- Shared vision
- Meaningful values
- Inspired people
- Translation of strategy into action

**Performance**

- Risk management
- Commitment ethics
- Performance transparency
- Accountability for results
- Financial discipline

**People**

- Talent attraction
- Talent development
- Performance recognition & reward
- People development
- Engaging culture

**External relationships**

- Customer focus
- Collaborative business
- Partnership building
- Effective key relationships
- Strong investor relationships

**Innovation**

- Top down innovation
- Best practice sharing
- Bottom up innovation
- Building culture
- Outside in innovation

**Organisation & Efficiency**

- Clarity of expectations
- Process capability
- Organizational know-how
- Focus on efficiency & quality of execution
- Cost focus

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