

PORTFOLIO

A person's arms are visible on the right side of the image. The right arm is holding a black smartphone, and the left arm is holding a stack of portfolios, including a grey one and a pink one. The person has tattoos on their left forearm. A white arrow points to the right above the smartphone.



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About Me

I'm Amy Warren, a multi-disciplined Graphic & Web Designer based in Gloucestershire, with over 8 years of professional experience working across freelance, agency, and in-house roles.

My career has given me the opportunity to deliver a wide variety of creative projects—spanning branding, packaging, print design, digital design, and website development.

I currently run my own freelance studio, Design Warren, where I've worked with startups, female-led businesses, and wellness-focused brands to create authentic identities and consistent design solutions. Alongside freelancing, I've gained valuable in-house and agency experience at Dynamic, Allpay Ltd, and H&H Asia, where I designed packaging for retailers such as Sainsbury's and TK Maxx.

My Next Step:

While freelancing has given me creative independence and business skills, I'm now looking to bring my experience into a design studio or agency environment where I can collaborate more closely with other creatives, contribute to larger projects, and continue to grow as a designer.

I'm motivated by the chance to combine my branding, print, and digital expertise with the culture and creativity of a forward-thinking design team.



Arigato

FOR WELLBEING

(Arigato)
Reiki Therapist



The Brief

Sarah approached me at the start of her new business venture with a DIY logo that didn't reflect the depth or professionalism of her services.

She was looking for a cohesive brand identity and website that would communicate her compassionate approach, build trust, and give her the tools to grow her presence online.

The goal was to create a brand that felt both professional and empathetic, helping her stand out in a wellness industry where authenticity and clarity matter most.

The Brand

Arigato for Wellbeing is a Reiki and hypnotherapy practice that helps people improve their well-being by clearing both mental and physical barriers.

The brand is deeply rooted in founder Sarah's personal journey of illness, healing, and gratitude. Drawing from her experience as a mother, teacher, and healer, Sarah brings empathy, compassion, and a sense of safety to every client interaction.

The brand needed to reflect this balance of professionalism and warmth—creating an identity that feels calm, approachable, and deeply transformative.

Creative Direction

The brand identity was guided by three core values: calm, transformation, and holistic well-being. These ideas shaped every design decision, from typography to colour palette to illustration style.

- **Typography** - A combination of Graditen Regular, an elegant serif with soft, rounded qualities, and Jaldi Regular, a modern sans-serif, creates a balance between refinement and approachability. This pairing communicates both trust and warmth, ensuring the brand feels professional but never intimidating.
- **Colour Palette** - The colours were chosen to evoke calm, clarity, and renewal:
 - Deep Teal (#006D77) – balance, emotional healing, and stability
 - Muted Blue-Grey (#8EA9B4) – calmness and clarity
 - Soft Neutral (#E2D9D2) – warmth and serenity

Together, they create a palette that is grounding, soothing, and aligned with holistic well-being.

- **Illustration Style** - Subtle, organic illustrations inspired by nature, energy flow, and sacred geometry were introduced to add depth and personality. These elements reinforce the intuitive and spiritual side of the brand without overwhelming the clean, calming aesthetic.

Designs

The primary logo combines typographic strength with symbolic meaning. Graditen's gentle serif anchors the brand with elegance, while Jaldi adds a modern, fresh contrast.

A butterfly cocoon, subtly integrated into the letter 'O', serves as the central brand icon. This represents transformation, healing, and personal growth, reflecting the profound shifts Sarah helps her clients achieve.

- Primary Logo - Designed for larger, prominent placements such as the website homepage and marketing materials, where first impressions matter.
- Brand Mark (Submark) - A simplified version of the logo focuses on the cocoon symbol within the 'O'. This versatile mark is perfect for smaller applications—social media icons, client resources, or watermarks—ensuring the brand remains recognisable and cohesive across all touchpoints.

Outcome

The final identity captures the essence of Arigato – For Wellbeing: calm yet powerful, professional yet compassionate, grounded yet transformative.

The design gives Sarah the tools to confidently present her practice, while also creating a welcoming and supportive first impression for clients seeking healing and renewal.

CLIENT LOVE

"Amy is in a league of her own when it comes to brand and website design. From the very beginning, she brought patience, creativity, and genuine care to every part of the process. As someone who felt completely clueless, I was so grateful for how effortlessly she guided me—nothing was ever too much trouble.

What stood out most was how deeply she understood me and the heart of my business. She captured the essence of what I wanted to say in a way I never could have articulated myself. The final design is everything I hoped for and more. I wholeheartedly recommend Amy to anyone looking to bring their wellness brand to life with warmth, clarity, and soul."

HYRO®

(Hyro)

Vitamin & Probiotic Products



The Brief

HYRO came to me at the start of their journey with the ambition to become the next big name in health and wellness, focusing on vitamins and probiotics for active young adults.

They needed a bold, energetic brand identity — including a dynamic logo and supplement packaging design — that would appeal to their 20–35-year-old audience of sporters and fitness enthusiasts.

The goal was to create a look and feel that matched their high-performance mindset: modern, confident, and aspirational, taking cues from brands like Nike and AG1 to position HYRO as a serious contender in the wellness space.

The Brand

HYRO is a health and wellness brand created to fuel the next generation of active lifestyles with premium vitamins and probiotic supplements. Designed for young adults aged 20–35, the brand speaks directly to sporters, gym-goers, and fitness enthusiasts who want to optimise their performance and recovery.

At its core, HYRO embodies energy, movement, and ambition. With a bold and dynamic identity inspired by high-performance brands like Nike and AG1, HYRO positions itself as more than just a supplement provider — it’s a lifestyle brand for those pushing their limits and striving for more.

The branding needed to capture this sense of drive and empowerment, combining clean, modern design with an energetic tone of voice to stand out in a crowded wellness market.

Creative Direction

The brand identity for HYRO was guided by three core values: energy, performance, and ambition. These principles shaped every design decision, from typography to colour palette to packaging design, ensuring the brand felt modern, bold, and aspirational.

Typography – The HYRO logo is based on Krosur, which was customised to create a distinctive, high-impact wordmark that feels dynamic and energetic. Supporting typeface DIN Alternate Bold was chosen for its clean, modern, and sporty edge — giving the brand a strong, confident voice across packaging and digital platforms.

Colour Palette – The colours were selected to inspire vitality, movement, and optimism:

- Deep Green (#3E8340) – strength, balance, and performance
- Soft Coral (#EEACA5) – energy and motivation
- Fresh Lime (#BCDA81) – vitality and growth
- Light Sand (#F8EFD9) – clarity and approachability
-

Together, these create a palette that feels fresh, youthful, and energising — perfectly aligned with HYRO’s mission to fuel active lifestyles.

Logo & Packaging Style – The HYRO logo was designed to be bold, blocky, and unmistakable, evoking the strength and determination of its athletic audience. The stacked and horizontal variations give flexibility across applications, while the tagline “fuel your potential.” reinforces HYRO’s mission. On packaging, the clean typography, strong colour blocks, and modern layouts ensure the supplement jars stand out on shelves and feel aligned with high-performance lifestyle brands.

Lush
Loop

(Lush Loop)
Sustainable Soap Products



Refill.
Repeat.
Revolutionise.





(Halsted Trust)
Non-Profit Educational Charity





WHERE EVERY BITE FEELS LIKE HOME

(SAMMY)
Sandwich Shop



OILY RAG Co

(Oily Rag Co)
Motorcycle Apparel



**OPEN ALL DAY
10AM - 9PM**



New In

1000

Only Ring is a British brand fuelled by a love for classic cars.



It's Who We Are

ABOUT THE

Our Story: From Shed Builds to Motorcycle Lifestyle Hub

Wednesday 22 July 2009

City Rag has always been more than just threads or holes. It's about passion, hard work, and good people. The brand kicked off in a shed in the Cotswolds, where aerospace engineer turned builder David Sutton ditched the corporate life to create custom café racers and hand-drawn designs inspired by classic moto culture. His partner Eyn Jackson, with her retail



Only Rag Bike Nights

© 2004 Blackwell Publishing Ltd *Journal of Internal Medicine* 255: 105–112

more important than if you were a wealthy lady, but the real difference is that I'm from a different generation, and you're not.

<https://doi.org/10.1016/j.jmb.2019.04.004>

(continued from page 10)

Figure 1. Schematic diagram of the study design.

© 2004 Blackwell Publishing Ltd, *Journal of Internal Medicine* 255: 103–110

Zero Motorcycles Demo Day at Oilly Rag HQ

101 The 101 Room - Margate

The Brief

Archie from Oily Rag approached me initially needing dome design support for the brands website. After taking over the business in 2024, they underwent a rebrand, and following this needed help designing a new website that enforced their new brand and tone of voice.

Following the website launch, Archie required ongoing support so we agreed on a retainer package to enable ongoing design support predominantly with marketing materials and email marketing.

The Brand

Oily Rag Co is an independent motorcycle lifestyle brand that blends heritage, craftsmanship, and modern streetwear. Born from a love of custom bikes and rebellious culture, the brand creates apparel and accessories designed for riders who live and breathe two wheels.

At its core, Oily Rag embodies freedom, individuality, and community. Drawing inspiration from garage culture, vintage racing, and independent moto brands like Iron & Resin and P&Co, it positions itself as more than just a clothing company — it's a way of life for riders and rebels alike.

The branding needed to reflect this sense of authenticity and grit, while still feeling premium and wearable beyond the workshop. Through bold typography, nostalgic design elements, and a focus on quality detailing, Oily Rag stands out in the motorcycle scene as a brand that celebrates both heritage and modern biker culture.

Creative Direction

Website Design – The Oily Rag website was redesigned to embody the brand's rebellious motorcycle spirit while delivering a seamless shopping experience. The layout combines bold imagery, stripped-back typography, and a dark, moody palette that reflects the grit and authenticity of garage culture.

Clean product pages keep the focus on apparel details, while lifestyle photography showcases the brand as more than clothing — it's part of a rider's way of life. Subtle design touches, such as bold section dividers and vintage-inspired accents, tie back to Oily Rag's heritage roots.

The result is a modern e-commerce platform that feels premium yet authentic, balancing storytelling with functionality to drive both sales and community engagement.

Email Marekting Design - Oily Rag's email campaigns are designed in Klaviyo to boost sales, engagement, and brand loyalty. Each template balances striking visuals with bold, minimal copy to capture attention quickly and drive clicks.

The designs reflect the brand's identity — gritty, rebellious, and rooted in motorcycle culture — while ensuring products remain the hero. Clear CTAs, strong product photography, and limited-time promotions help create urgency and encourage conversions.

By creating a suite of flexible, branded templates, Oily Rag now has a consistent and scalable email system that not only supports product launches and promotions but also strengthens the sense of community among its riders.

Jessica Rose

PHOTO & FILM

(Jessica Rose Photo)
Family & Wedding Photographer





JESSICA ROSE

PHOTOGRAPHY

A WARM WINTER TIME

PHOTOGRAPHY



The Brief

Jessica approached me looking for a brand identity that would truly reflect the heart of her business.

While she had built a strong reputation locally through word-of-mouth and social media, her existing visuals didn't communicate the sophistication, emotion, and professionalism of her photography.

With plans to grow her mentoring offering and attract more families through her website, she needed a cohesive brand identity that would feel timeless, heartfelt, and instantly recognisable.

The Brand

Jessica Rose Photo & Film specialises in capturing the raw beauty of motherhood, childhood, and family life through emotive, storytelling photography. While weddings remain a valued part of her work, her true passion lies in newborn and family photography—helping parents preserve the fleeting tenderness of early years and the joy of family growth.

Her brand is rooted in connection, memory-making, and authenticity, appealing to women who value family, home, and the everyday moments that matter most. A flourishing rose icon was chosen as a key part of the identity, symbolising growth, pregnancy, and new beginnings—perfectly aligned with Jessica's core focus.

Beyond photography, Jessica is expanding into mentoring, supporting fellow photographers in building sustainable, meaningful businesses. Her brand identity needed to support both client-facing work and her new educational offerings.

Creative Direction

The creative direction was shaped around timeless elegance and heartfelt storytelling. The moodboard captured a balance of softness and strength—romantic, natural tones with a touch of boldness to reflect Jessica's distinctive style.

- **Typography** - The brand combines Aboreto Regular, a refined, elegant serif, with Montserrat Semibold and Nunito Regular. This pairing balances sophistication with clarity and warmth. The addition of a soft, handwritten style adds a personal, intimate touch that mirrors Jessica's emotive photography.
- **Colour Palette** - The palette blends romantic pastels with earthy grounding shades:
 - Seashell (#FFF1E9) – soft and welcoming
 - Soft Sandstone (#E5D4CD) – warmth and subtle sophistication
 - Pale Whisper (#EBD0CD) – tenderness and calm
 - Rosewood Blush (#8F5A5E) – boldness and emotional depth
 - Olive Mist (#8D907F) & Ebony (#59624F) – earthy grounding tones

Together, the colours reflect warmth, natural beauty, and timeless emotion, perfectly complementing Jessica's prop-free, storytelling approach.

- **Illustrations** - A simple rosebud was developed as a signature brand element, symbolising growth, family, and new beginnings. Gentle wavy lines were also introduced to reflect calmness and natural flow, adding a subtle hand-crafted feel that aligns with Jessica's authentic, heartfelt brand.

Designs

The logo suite was designed for flexibility, ensuring the brand feels consistent across all platforms—from her website to social media to client materials.

- Primary Logo - A refined wordmark incorporating the rosebud icon within the typography. This is the most recognisable version of the brand, designed for prominent placements such as the website homepage and marketing materials.
- Secondary Logo - A flexible variation of the primary logo, adapting the layout for use in spaces where the main version doesn't fit. This allows the brand to remain consistent while offering creative flexibility.
- Brand Mark (Submark) - A simplified version of the rosebud within the “J” or “R” of the brand, suitable for smaller applications such as social media icons, watermarks, footers, or printables. This ensures the brand stays recognisable even at reduced scale.

Outcome

The final identity captures the essence of Jessica Rose Photo & Film: emotive yet refined, heartfelt yet professional.

The combination of elegant typography, romantic yet grounded colours, and symbolic rose icon ensures her brand stands out in a competitive photography market while staying true to her authentic, memory-focused style.

The identity now provides Jessica with a flexible, recognisable visual system to confidently grow her photography business and mentoring programmes, while giving her clients a seamless, meaningful brand experience.

CLIENT LOVE

"Before booking Amy, I looked around at so many different web designers to see who best suited my ideal style and brand aesthetic. I had seen Amy advertising on Facebook, and after an initial chat through, I knew that she completely understood my website and brand brief and she seemed excited to help me build my brand.

I was so worried about handing over my branding to someone else as I'm a creative person and usually try and do these things myself. I absolutely couldn't have achieved what she produced! It was perfect. My branding and my website are exactly what I didn't even know I needed and Amy was so easy to work with!



Our Values:

Our values are at the heart of our business - they are what we stand for, what we believe in and what others can depend on us to uphold.

A company you want to work with and for

Integrity
"Trusted partner"

We do the right thing in the right way. We are proud of who we are and what we do and are open and honest about it.

Inclusive
"Everyone matters"

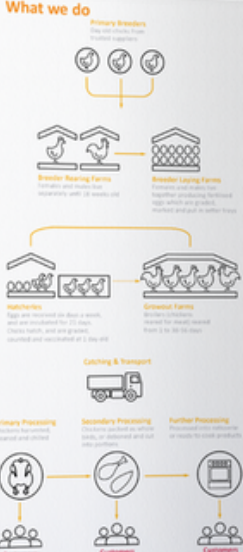
Fun Facts on Poultry

- Male ducks don't quack
- Chicken originated in Central America
- Chickens are not completely flightless, they can get airborne enough to make it into a tree
- Cockerels perform a little dance called "tidbitting" making a 'took, took, took' sound, nodding and dropping food to attract the hen. The boy with the brightest wattle on his head often attracts more girls

Avara Foods is one of the UK's biggest food businesses. It's a place where great people produce great food for some of the biggest customers in the UK.



What we do



Primary Breeding
Specialised breeding farms produce high quality breeding stock for the industry.

Primary Processing
Specialised processing facilities produce high quality carcasses for the industry.

Secondary Processing
Specialised processing facilities produce high quality products for the industry.

Further Processing
Specialised processing facilities produce high quality products for the industry.

Our History

Formed in 2018, Avara Foods is a joint venture between Cargill's fresh chicken business in the UK and Faccenda's fresh chicken, turkey and duck business. Avara Foods is the 3rd biggest poultry supplier in the UK. The joint venture brings together two businesses with strong reputations for integrity, high standards and building long-term partnerships with customers, growers and suppliers.

Proud winners at the M&B Awards:

- Food Supplier of the Year Award 2017 and 2018
- Service and Quality Award 2018

"Avara Foods have an impeccable track record in providing great service and quality and of successfully delivering fresh food six days a week."

Keith Edwards, Head of Food Procurement, Mitchells & Butlers

What does Avara Foods deliver for M&B?

- Fresh Red Tractor British Chicken, Duck and Turkey products
- Full traceability from farm to finished product through our fully integrated supply chain
- Delivered fresh into restaurant 6 days per week
- All our chicken farms have enrichment; from natural daylight, perches and bales to pecking objects to encourage natural behaviour
- Well invested facilities with a good geographical spread
- Talented and empowered people

Our Product Range:

- Fresh British Chicken
- Fresh British Duck
- Fresh British Turkey



avara foods

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Avara Foods Limited, 1 Willow Road, Brackley, Northamptonshire, United Kingdom, NN13 7EX

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