





PAUL MCPHERSON

DESIGN

Paul developed his conceptual skills when he started his career working for the leading advertising agencies (JWT, TBWA, CDP, and BBH) as a visualiser on accounts for After Eight, Smarties, Lego, British Rail, Seat Cars, Ford Europe, Rolex Watches, Burger King and Coca Cola.

He started his own design business in Soho and joined forces with the leading designer Howard Waller. They worked together for many of the top spirit brands, such as J&B Rare, Smirnoff and Baileys, their worked included the development of brand identities to on shelf packaging, and this work won them the IDV Partners Design award four years running. Other clients included 3i, WHSmith, Dunhill, Justerini & Brooks Wine Merchants and Benenden School.

Later Paul was invited to join the London design consultancy Sedley Place Ltd as Senior Designer where he worked on accounts for Cliveden and Gleneagles Hotels, Johnnie Walker, Smirnoff and to continue his work with Justerini & Brooks Ltd.

Paul also has a Masters Degree in Design Leadership where he researched and completed his masters paper on the use of designers as a strategic resource within business development.

Paul continues to work on new brand development offering a wealth of experience from Stage 1 design concepts to final implementation and production.



With a wealth of premium packaging experience projects including some of the largest global brands and new product development.

Paul is a client facing conceptual designer who has a can craft a given project from initial brief to final artwork and production.

The following are just a small sample of packaging and design projects he has completed during his career.

LOGO DESIGN

Design and artwork for branding and visual identities

**SHOOTING
SHARK**
PRODUCTIONS

Ottie and the Bea
PURVEYORS OF PLAYFULNESS
AND CREATIVITY

Ottie and the Bea logo



ENGLISH QUALITY SPARKLING WINE



HOPE AND GREENWOOD

Brand Generation

Logo design and artwork.



HOPE AND GREENWOOD

Rum and Raisin Fudge and Cider Toffee boxes

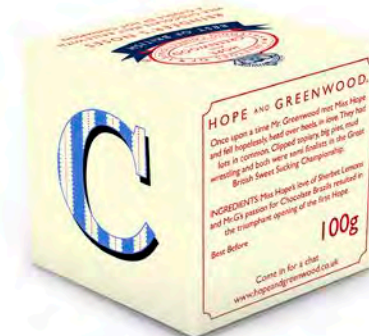
Packaging design and artwork.



HOPE AND GREENWOOD

Sweet Packaging

Packaging design, illustration and artwork.



HOPE AND GREENWOOD

Tin Suitcase

Tin suitcase design and packaging artwork.



HOPE AND GREENWOOD

Sweet box advent calender

Sweet box advent calender design and packaging artwork.



HOPE AND GREENWOOD

Badges

Badges design and artwork.



HOPE AND GREENWOOD

Kitchen Utilities

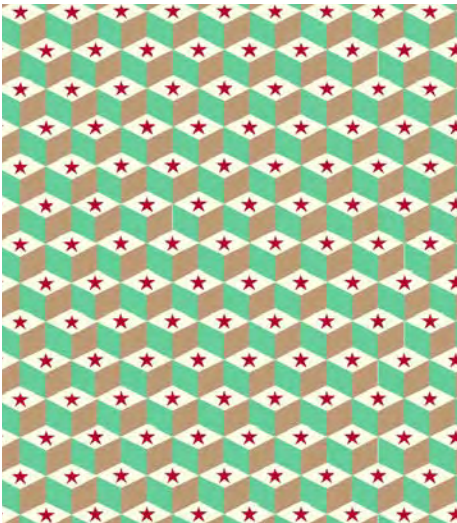
Hope and Greenwood icing syringe



HOPE AND GREENWOOD

Wrapping Paper

Gift wrap design, illustration and artwork.



HOPE AND GREENWOOD

Easter egg

Easter egg packaging design, illustration and artwork.



HOPE AND GREENWOOD

Champagne Truffles

Champagne Truffle packaging design, illustration and artwork.



HOPE AND GREENWOOD

Promotional Stamps

Design and Artwork



HOPE AND GREENWOOD

Chocolate Boxes

Packaging design, illustration and artwork.



MINISTRY OF COCOA

Cherry Fiz Sweets

Sweets brand generation packaging design, illustration and artwork.



TORTOISE TOM

Brand Generation

Logo design, illustration and artwork.



SOTTO 300
Brand Generation

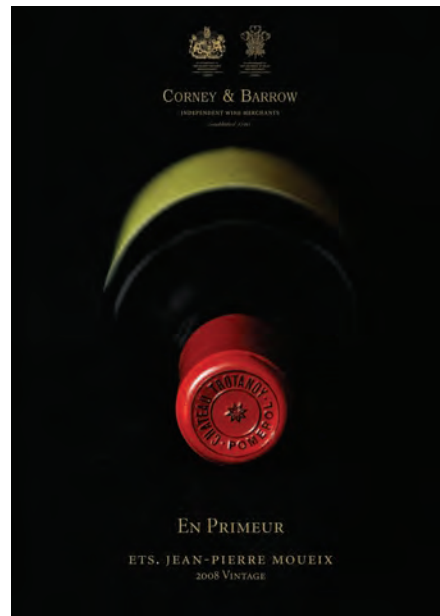
Logo design and packaging artwork.



CORNEY & BARROW

Fine Wine Catalogues

Design, photography, artwork and print.



GILBEY'S

Gilbey's Antique Gin Packaging

Design and artwork for gin bottle and label



BAILEY'S

Bailey's Long Packaging

Design concept and artwork for new brand development



GODET

Godet Belgium White Chocolate Liqueur

Design concept and artwork for new product



JUSTERINI & BROOKS

J&B Rare blended Scotch Whisky

Design and artwork for re-branding



JUSTERINI & BROOKS

J&B 25 year old blended Scotch Whisky

Packaging Design and artwork



JUSTERINI & BROOKS

J&B Reserve 15 year old blended Scotch Whisky

Packaging Design and artwork



JUSTERINI & BROOKS

J&B Select blended Scotch Whisky

Packaging Design and artwork



JUSTERINI & BROOKS

J&B Victorian 15 year old blended Scotch Whisky

Packaging Design and artwork



JUSTERINI & BROOKS

Knockando fine single malt Scotch Whisky

Packaging Design and artwork



JUSTERINI & BROOKS

Knockando special selection single malt Scotch Whisky
Packaging Design and artwork



JUSTERINI & BROOKS

J&B JET blended Scotch Whisky

Packaging Design and artwork



SMIRNOFF

Moscow Mule vodka mixed drink

Packaging Design and artwork



SOUTHERN COMFORT

Souther Comfort Cajun Kick

Packaging Design and artwork



SERVICE GRAPHICS

Icon design

Design, illustration, and artwork.



SP
Book design

Design, illustration and artwork.



SG GRAPHICS

Portfolio Tin

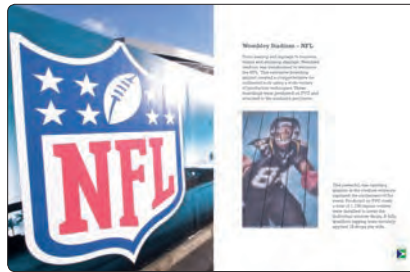
Design and artwork.



SERVICE GRAPHICS

2014 brochure

Design, and artwork.



SG GRAPHICS
Case study box set

Design and artwork.



MERIDIAN MAGAZINE

Media Pack Folder and Inserts

Design, illustration, artwork and print.



Meridian

Your local what, where and when magazine

Your local monthly lifestyle magazine
Delivering to South East London, Docklands & Kent

Based in the heart of the community, Meridian magazine has been a trusted local publication since 1996.

This full colour, independent lifestyle magazine is distributed monthly with a readership of over 120,000 per month in South East London, Docklands and Kent providing vibrant on-the-pulse editorial on homes and interiors, health and beauty, education, food and drink, reviews, property and business.

Our affluent ABC readership are loyal, receptive and engaged, making Meridian magazine the perfect place for you to advertise your business.







Meridian online

Meridian is also available to read online as an e-mag, extending the potential reach and impact of your advert.



Call us on 01322 857794 today and promote your business

68 Stammerhouse Drive | Bexley, Kent DA5 2EB | advertising@meridian-magazine.co.uk | 01322 857794
www.meridian-magazine.co.uk | Reg. No. 4080081

The Meridian website and e-mail promotions and monthly competitions offer your business further promotional opportunities.

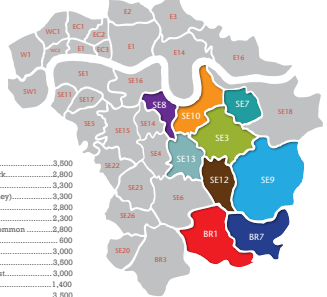
See More at www.meridian-magazine.co.uk

Meridian

Your local what, where and when magazine

Distribution

From the heart of Royal Greenwich to the calm of lushy Dromley, Meridian magazine is hand delivered door to door to homes and businesses in the following areas:



Blackheath	3,500
Blackheath Park	2,800
Bromley	3,300
Bromley (Bickley)	3,300
Chislehurst	2,800
Chislehurst Common	2,800
Creekside	600
Eltham	3,000
Greenwich	3,800
Greenwich East	3,000
Hither Green	1,400
Kent	3,500
Millennium Village	1,000
Morningham	1,000
Westcombe Park	2,800

Leaflets

Plus multiple copies to news agents, estate agents, hotels, restaurants, leisure centres and libraries across all areas.

You can also distribute your leaflets with Meridian magazine using our trusted and reliable distribution. Please contact us to discuss your requirements

We have a live tracking service, which shows where our distribution are. (details on request)

68 Stammerhouse Drive | Bexley, Kent DA5 2EB | advertising@meridian-magazine.co.uk | 01322 857794
www.meridian-magazine.co.uk | Reg. No. 4080081

MERIDIAN MAGAZINE

Editorial Design

Design, art direction and production.



MERIDIAN FASHION & LIFESTYLE

Time for Yourself

If you're a busy mum, it's not always obvious you need to take time for yourself. But our competitive fitness guide is sure to get you back on track. Whether it's a yoga class or a bootcamp session in Greenwich Park, there really is something for everyone. **Nicola Berry**

Having recently read our *Yoga* feature, you'll know that there's a lot to be said for this gentle, yet powerful, practice. But if you're a busy mum, it's not always obvious you need to take time for yourself. But our competitive fitness guide is sure to get you back on track. Whether it's a yoga class or a bootcamp session in Greenwich Park, there really is something for everyone.

Yoga - **Yogi Bhatt**
Boxing - **Boxing**
Cardio - **Cardio**
Strength - **Strength**

More on this
[View all articles](#)



MERIDIAN INTERIOR

Welcome in...

Extending the season? Our family and friends are warm welcome to your home with our easy updates for an instant festive feel in every room.

Why not get the Christmas spirit early? A festive wreath is a simple yet effective way to bring the season into your home. Choose a wreath that suits your style and the color scheme of your home. A wreath is a simple yet effective way to bring the season into your home.

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MERIDIAN FASHION

It's a Wrap,

By Nicola Berry

Whether you're looking for a new coat or a new pair of boots, we've got you covered. Our fashion guide is sure to get you back on track. Whether it's a new coat or a new pair of boots, we've got you covered.

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MERIDIAN EAT OUT

Fine Tables

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MERIDIAN FASHION

Winter Warmers

By Nicola Berry

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MERIDIAN INTERIOR

Interior trends

By Nicola Berry

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SERVICE GRAPHICS
2014 brochure

Design, and artwork.



BLACKHEATH AND ELTHAMIANS HOCKEY CLUB

Logo design

Design and artwork for Hockey Club re-branding



ELTHAM COLLEGE

School Prospectus

Design, artwork and print management






Welcome

All parents want the best opportunity for their children and at Eltham College we do this by providing the right environment for that to happen. Our aim is to ensure that we know all the children well and we are able to help them start as individuals. As the parents get to know us, our staff, our facilities, our curriculum, our extra-curricular activities and our ethos, including the parents' and pupils' views of learning.

We are a school of exceptional standards of achievement, we are a school where we inspire learning. We give all our pupils the opportunity to learn and to be successful in their own way. We are a school of excellence in all that we do. We are a school of excellence in all that we do. We are a school of excellence in all that we do.

"The quality of academic achievement across the school is excellent" and "The personal development of pupils of all ages in the school is excellent."

Headmaster






The Eltham Ethos

Eltham College is the ideal place for your child to be known and well, going hand in hand with the school's commitment to a caring community. At the same time, we provide our pupils with a huge range of opportunities, whether in the classroom or the sports field or in the arts. We ensure that every child's potential is fully developed and that every child's progress is monitored and supported. We ensure that every child's progress is monitored and supported. We ensure that every child's progress is monitored and supported.

"Support and encouragement is part of the school ethos."

Headmaster



Sport and Outdoor Education

While we place a high emphasis on academic achievement, we also encourage our pupils to take full advantage of the opportunities available to them. We ensure that every child's progress is monitored and supported. We ensure that every child's progress is monitored and supported. We ensure that every child's progress is monitored and supported.



"I really enjoyed all the sport at Eltham and received a great deal of encouragement from staff to aim high."

Headmaster

Sixth Form

Academic achievement is the main focus of pupils in the Sixth Form, and we encourage our pupils to take full advantage of the opportunities available to them. We ensure that every child's progress is monitored and supported. We ensure that every child's progress is monitored and supported. We ensure that every child's progress is monitored and supported.



"Fantastic opportunities here for grabbing, boys and girls emerge with a well rounded, sound education, ready to take whatever chances life may give them."

Headmaster

ELTHAM COLLEGE
Brand implementation

Design and artwork for Eltham College marketing team



ELTHAM COLLEGE

Eltham College brand audit and re-branding

ELTHAM COLLEGE
LARGE ENOUGH TO EXCEL. SMALL ENOUGH TO CARE

All That Jazz performed by a sporting trio.

At Eltham College everyone is someone else. A Sixth Form Mathematician organises art workshops for visiting primary school children, the Captain of the 3rd XV is the lead actor in West Side Story and the General Secretary of the Model United Nations helps out at the local care home. In a challenging yet caring environment, we nurture each student's skills and talents. All of them. We develop well-rounded individuals.

Eltham College, Grove Park Road, Nottingham, London, SE9 4QF
Telephone 020 8857 1455
www.elthamcollege.london

Press advertising

PLANE TALKING
ELTHAM COLLEGE NEWSLETTER
Yes Chef!
A new chef at Eltham College
Parents are 'Home' at Gerald Moore Gallery

ELTHAM COLLEGE NEWSLETTER
West Side Spectacular
Parents are 'Home' at Gerald Moore Gallery

OUR CENTURY
Eltham College in Nottingham 1912-2012
A PICTORIAL HISTORY

ELTHAM COLLEGE
Extra

Newsletter design, artwork and print management

Book cover design/Artwork

Eltham College
Extra brochure

ELTHAM COLLEGE
JAZZ concert
at Ronnie Scott's Jazz Club
Saturday 22 March 2014
1.00pm
Featuring
Nottingham Street
Brass Band
Saxophone Quartet
Dixieland Band
R and B Band
Django Jazz Guitar
Ensemble
Jazz Orchestra

ELTHAM COLLEGE
Concerto and Choral Concert
Wednesday 26 March 2014
7.00pm
St John's Smith Square
Laura Oldfield Conductor
Eltham College Choir
Eltham College Symphony Orchestra

ELTHAM COLLEGE JUNIOR SCHOOL
CO-CURRICULAR ACTIVITIES

ELTHAM COLLEGE
SUPPLEMENT 2013-2014

Eltham College Poster design and artworks

Eltham College booklets

ELTHAM COLLEGE

New visual identity implementation

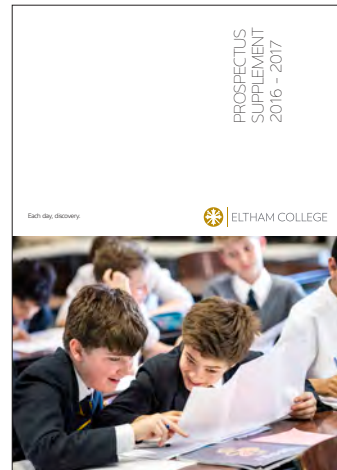
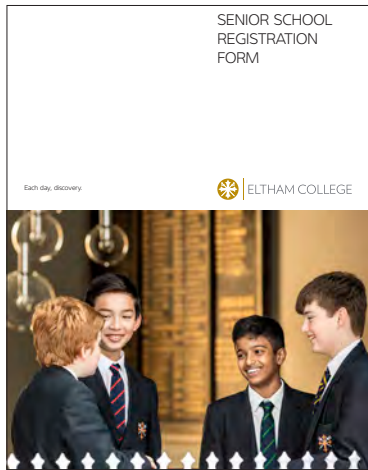


Design and artwork for new Eltham College campus signs and way finding



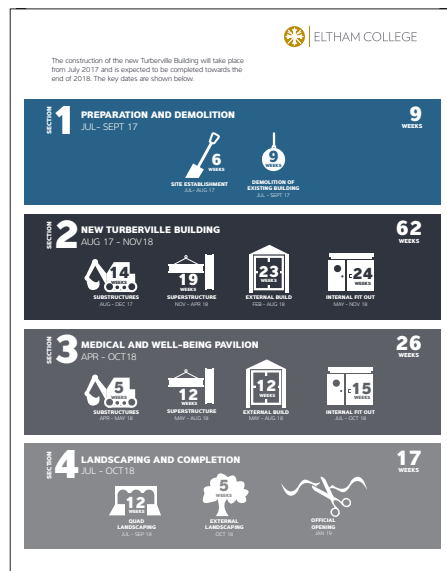
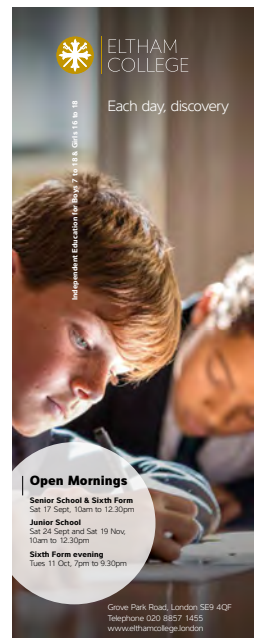
Eltham College Speech Day at the O2 large format posters

ELTHAM COLLEGE
New visual identity implementation



Prospectus supplement and registration forms

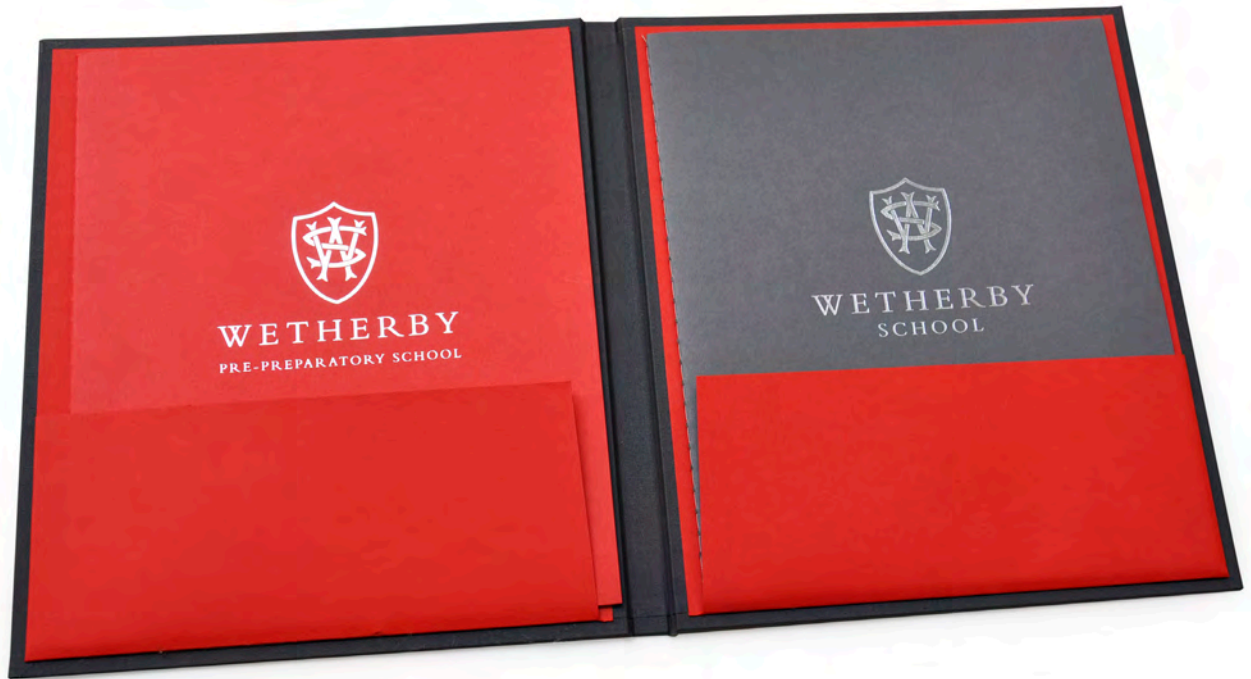
Initial press advertising artworks



Turberville Building info graphics.

WETHERBY SCHOOL
School Prospectus.

*Initial design, photography art direction, artwork and print management for the
Wetherby Pre Prep and Prep school prospectus*



THE GODOLPHIN SCHOOL

School Prospectus.

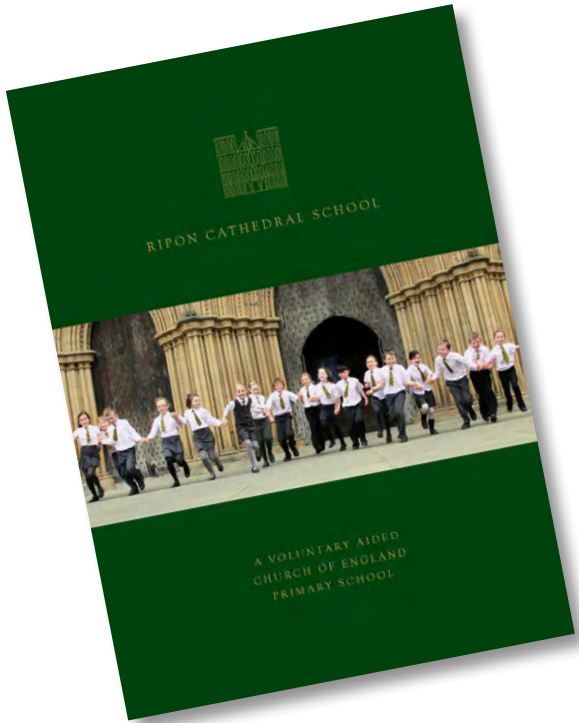
Initial design, photography art direction, artwork and print management.



RIPON CATHEDRAL SCHOOL

School Prospectus

Initial design, photography art direction, artwork and print management.



A school that combines tradition with vision.

Cathedral School is a thriving, exciting and outstanding place to learn. We value our children, because they are our future and we have a responsibility to ensure they are well educated, well equipped, well rounded and well prepared for the future.

The city of Ripon is located in North Yorkshire on the River Ure. Ripon is a beautiful market town that was founded over 1000 years ago and is known as 'Cathedral City' as when a visitor here they visit the 14th Century Cathedral which has stood for the city of Ripon since 1075. Our school stands on the site of the monastery where St. Wilfrid used to live and work. We provide a unique learning environment for our school in the friendly setting of the Cathedral and adjacent 'Cathedral Way' building. Our building and our people are an essential part of our school and we welcome all who come to our school.

Today learning takes place in a spacious and modern school building, opened in 2007 as part of a Phase 2 Finance Initiative. The single grounds include a wide range of sports facilities, including a large playing field and a sports hall. All of these areas are part of our curriculum.

We are proud of our achievements as a school. Ripon Cathedral is a proud school and all our children are confident in their learning. We have strong links with the Diocese and work in partnership with the wider church school family.

We are committed to providing our children with being in a global context. Our purpose for educating, inspiring and the values of other faiths and religions is to be an integral part of the school's work.

I believe that the things which are essential to good schools are pursued in abundance at Ripon Cathedral.
Diocese of Education

RIPON CATHEDRAL SCHOOL

A school which develops a love of learning in every child.

Many of our children begin their journey in our Nursery. Here we offer one of the highest quality in a happy, secure environment of play, exploration and self-discovery. Our children are encouraged to take responsibility for their own learning and to be confident in their own abilities. Our children are encouraged to take responsibility for their own learning and to be confident in their own abilities.

We have high expectations and achieve our success as a school and beyond. Our children are encouraged to be confident in their own abilities. Our children are encouraged to take responsibility for their own learning and to be confident in their own abilities.

The school has very high standards for all of its children with a clear focus on meeting children's needs that promote best at school and in adult life, to have a positive impact on their communities and in their world.

National Science Competition

RIPON CATHEDRAL SCHOOL

A school where the visual and performing arts make a unique contribution to a child's education.

We have an excellent art and music provision. We have an excellent art and music provision. We have an excellent art and music provision. We have an excellent art and music provision.

NSCC Art Competition

RIPON CATHEDRAL SCHOOL

Letter from the Chair of Governors


The children, parents, staff and governing body are all committed to the school's vision. We have an excellent art and music provision. We have an excellent art and music provision. We have an excellent art and music provision.

RIPON CATHEDRAL SCHOOL



WORTH SCHOOL
Open Day invite mailer and
press advertising.

Design, artwork and print.

<p>Dear Parent</p> <p>Worth is known for its distinctive all-round education, high academic standards, strong community and special atmosphere. As a Benedictine school, we encourage our pupils to develop their own individuality whilst living within a community that inspires learning, worship, friendship and service.</p> <p>We warmly invite you to visit Worth to experience our unique school for yourself. Our Open Days allow you to see the school in action, have a guided tour, hear a presentation from the Head Master and to meet staff and students on a one-to-one basis.</p> <p>If you would like to book a place at one of the forthcoming events, please complete and return this invitation. We look forward to welcoming you to Worth in the near future.</p> <p>Worth School Paddockhurst Road Turners Hill West Sussex RH10 4SD t: 01342 710200 admissions@worth.org.uk www.worthschool.co.uk Charity Number 1093914 Company Reg. No. 4476558</p> 	<p>Registrar Worth School Crawley West Sussex RH10 4BR</p> <p>FREEPOST SEAT11064</p> <p>WORTH SCHOOL</p>  <p>No Stamp Required</p>	 <p>WORTH SCHOOL</p> <p>ACADEMIC EXCELLENCE & OUTSTANDING PASTORAL CARE</p>  <p>OPEN DAYS 2014 13TH SEPT 4TH OCT 15TH NOV</p> <p>www.worthschool.co.uk</p>
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WORTH SCHOOL


ACADEMIC EXCELLENCE & OUTSTANDING PASTORAL CARE



OPEN DAYS 2014
13TH SEPT
4TH OCT
15TH NOV


CATHOLIC BENEDICTINE 11 – 18 CO-EDUCATIONAL BOARDING & DAY SCHOOL IN THE HEART OF SUSSEX

www.worthschool.co.uk



WORTH SCHOOL

ACADEMIC EXCELLENCE & OUTSTANDING PASTORAL CARE



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4TH OCT
15TH NOV

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