

Oh crop!

This is probably your hundredth portfolio of the day.
But don't worry, I've got some cool stuff to show you.

Georgia Taplin

Designer, creative, strawberry lace lover.

Digital, Layout, Advertising & campaign, Brand identity & visual systems.

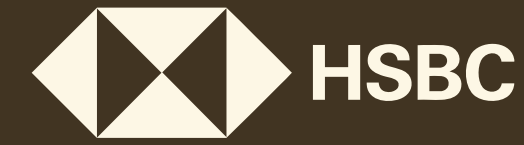
georgiataplin.com

Clients

BENTLEY

 PRINCESS

Mercedes-Benz



PREZZO

Chef & Brewer
COLLECTION

NEWBY

MARS



Recognition

- 2022 Bentley pitch design, Client win
Resulting in a personal pitch bonus and recognition
- 2022 Stellantis pitch design, Client win
- 2022 Piper brand design, Client win
- 2022 Remington pitch design, Client win
- 2022 VWFS pitch design & Creative, Client win
- 2018 BI Worldwide, Employee of the month, Pitch design
- 2014 Central St. Martins, L'Oreal Competition
Short-listed, Packaging concept
- 2014 Central St. Martins, Hugo Boss Competition
2nd Prize, Shop window display
- 2013 Central St. Martins, Penguin Book Showcase Competition
1st Prize, Front cover book design

Experience

Freelance

Oct – Dec 2024

- Freelancing for a range of clients; Costa Coffee, Cook & Craft, Collective, Celestyal Cruises, Geoquip Marine, Oasis Community Learning. Working on brand guidelines, website re-designs, deck designs.

Clarity, Senior designer

Feb – Oct 2024

Clarity is a creative brand agency helping brands navigate a clearer path.

- Collaborated with top-tier clients, including Mars, Royal Canin, Greene King Group, Chef and Brewer, Prezzo, and Zalando.
- Clarity was awarded an additional £500 by Prezzo for exceptional design proposals by myself for a world cup campaign.
- Delivered successful take out sticker designs for Prezzo, and was praised for capturing the client's vision perfectly.

McCann/IPG-X, Designer

Jul 2021 – Feb 2024

McCann is the world's leading advertising agency network, creating some of the most creatively and commercially impactful advertising globally.

- Worked on a wealth of client pitches, resulting in 6 client wins out of 8.
- Creatively lead and designed IPG-X and Piper branding.
- Design selected for the activation in the Bentley pitch – McCann's biggest pitch win the company has ever had, resulting in a £5million contract. I received a personal pitch bonus and recognition from the MD.
- Numerous brand campaign roll outs such as the launch of the Bentley Mulliner and Le Mans Mulliner.
- Organising the teams Friday showcases and yearbook.
- Running the social club, organising social events and receiving positive feedback to run more events.

&Received studio, Side hustle

Jan 2022 – Current

I run a wedding stationery business through etsy, specialising in modern calligraphy, wedding invites and vow books. I manage all social media accounts, Pinterest, photo shoots, e commerce & customer service.

Newby Teas, Global Designer

Sept 2019 – Jul 2021

Newby Teas is a global luxury tea brand in London.

- Managed the design studio, globally servicing all markets. Delivering omni-channel creative, specialising in marketing and branding across multimedia platforms.
- Lead creative direction and asset implementation across all seasonal campaigns, photo shoots, campaign assets across social, and digital.
- Enhanced company efficiency by implementing company wide folder structures, brand style guides and studio briefing process.
- Introduction of animations across social platforms, and content creation, with the Christmas campaign resulting in one of the highest organic engaging social posts, 14.3% engagement rate, 78.2k impressions, 7.7% follower increase.

BI Worldwide, Junior designer

Jul 2015 – Sept 2019

BIW is a global performance improvement agency, specialising in Employee Engagement Programmes.

- Created B2B recognition and reward platforms & event identities for clients – HSBC, Canon, PSA, Mercedes-Benz and BSH.
- Pitched a new website design, resulting in winning a 3 year contract for PSA, with recognition from the companies founder.
- Collaborated in the production of the first bespoke digital rewards platform for Mercedes.
- Winning employee of the month by designing a pitch presentation to help the company get from silver to gold in the Investors in People Assessment.

Education

2012 – 2015

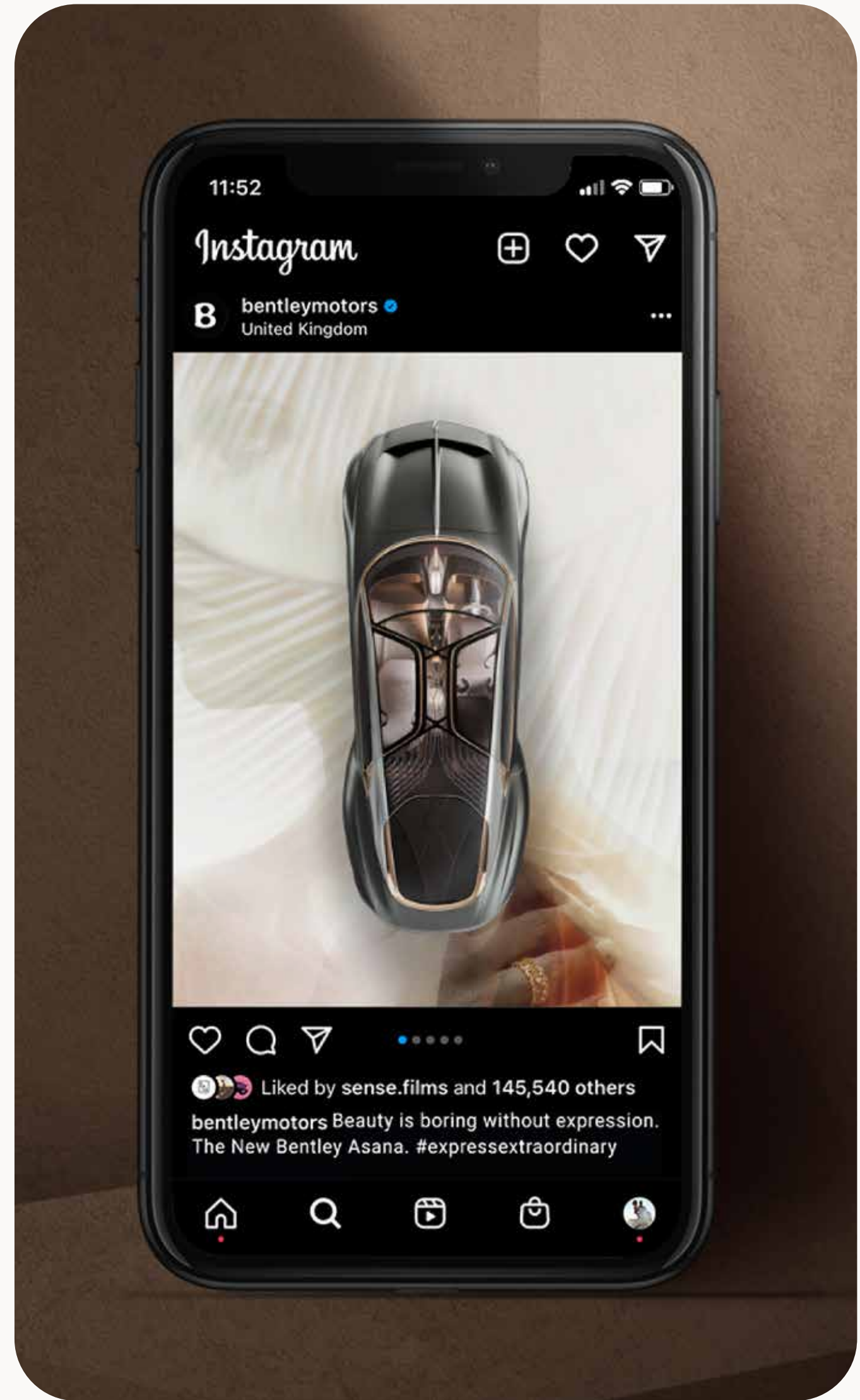
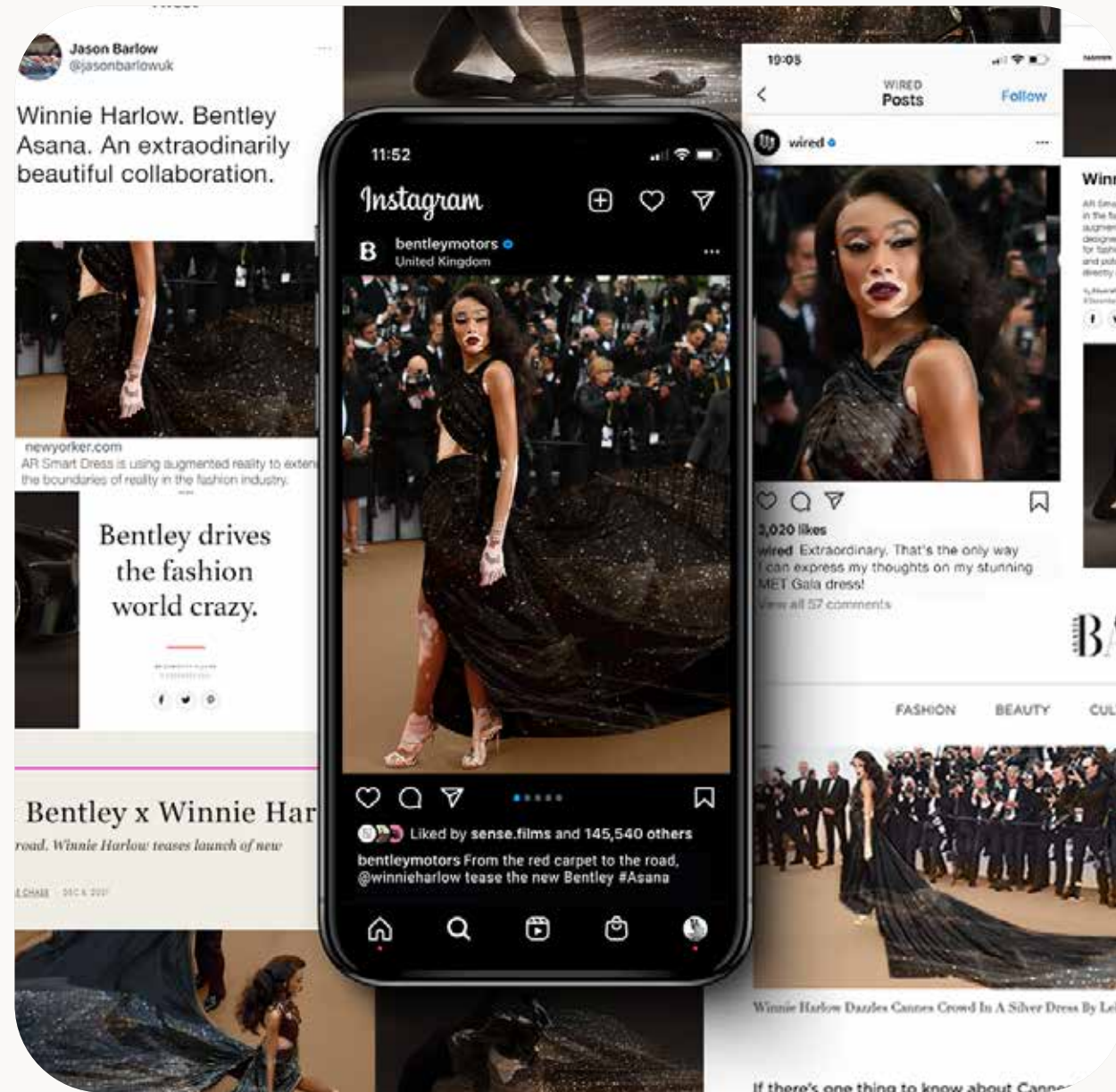
Central St. Martins,
University of the Arts London
BA (Hons) Visual Design
Communication, Graduated 2.1

2010 – 2012

Bletchley College
BTEC National Diploma
Triple Distinction*

Bentley

Industry	Year	Team	Disciplines	Task
Automotive	2022	x2 Art directors x4 Creatives x4 Designers x3 Content creators	Pitch	<p>Announce to the world the name of Bentley's first ever all-electric vehicle, 'Asana', in a chance to pitch for Bentley as a client.</p> <p>Solution</p> <p>Every Bentley owner has a unique perspective of what an extraordinary journey looks and feels like. The new EXP 100 lets them 'be at one' with their GT in a new and hyper-personalised way. This is a new kind of mobility, more organic, more human – brought to bear by a new transformative connectivity. Making it the perfect fit for every luxury lifestyle... 'Express your extraordinary.'</p> <p>One of the biggest pitches McCann Milton Keynes has been tasked win. Collaborating with almost the whole creative team to then win the pitch. The designers and AD's were all given the task to create the look and feel of the campaign, where my creative was chosen for the activation. Teasing in car and human 'being at one', with a luxury fluid look and feel.</p>





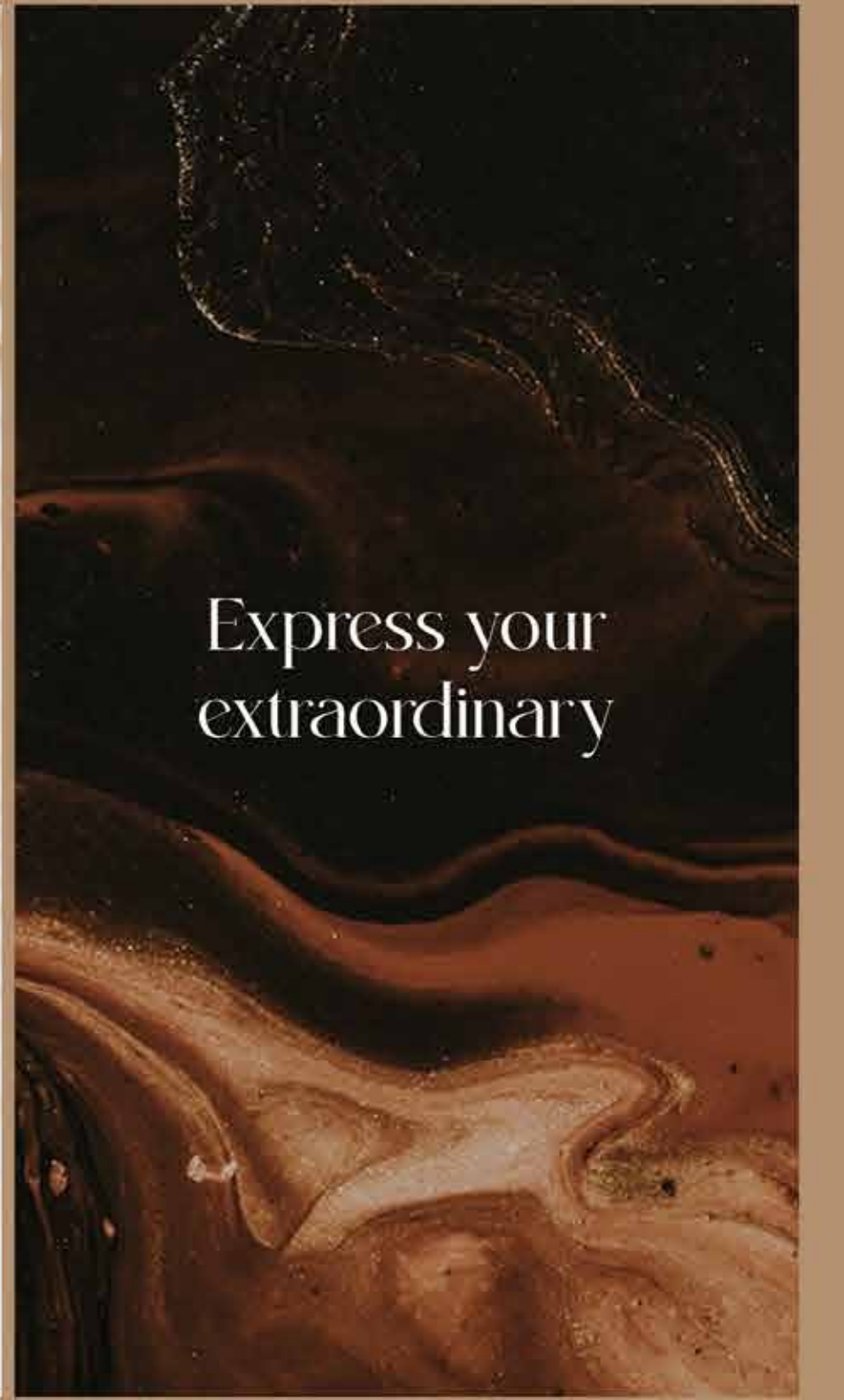
Asana



Visit BentleyMotors.com

build

7003 01





Asana

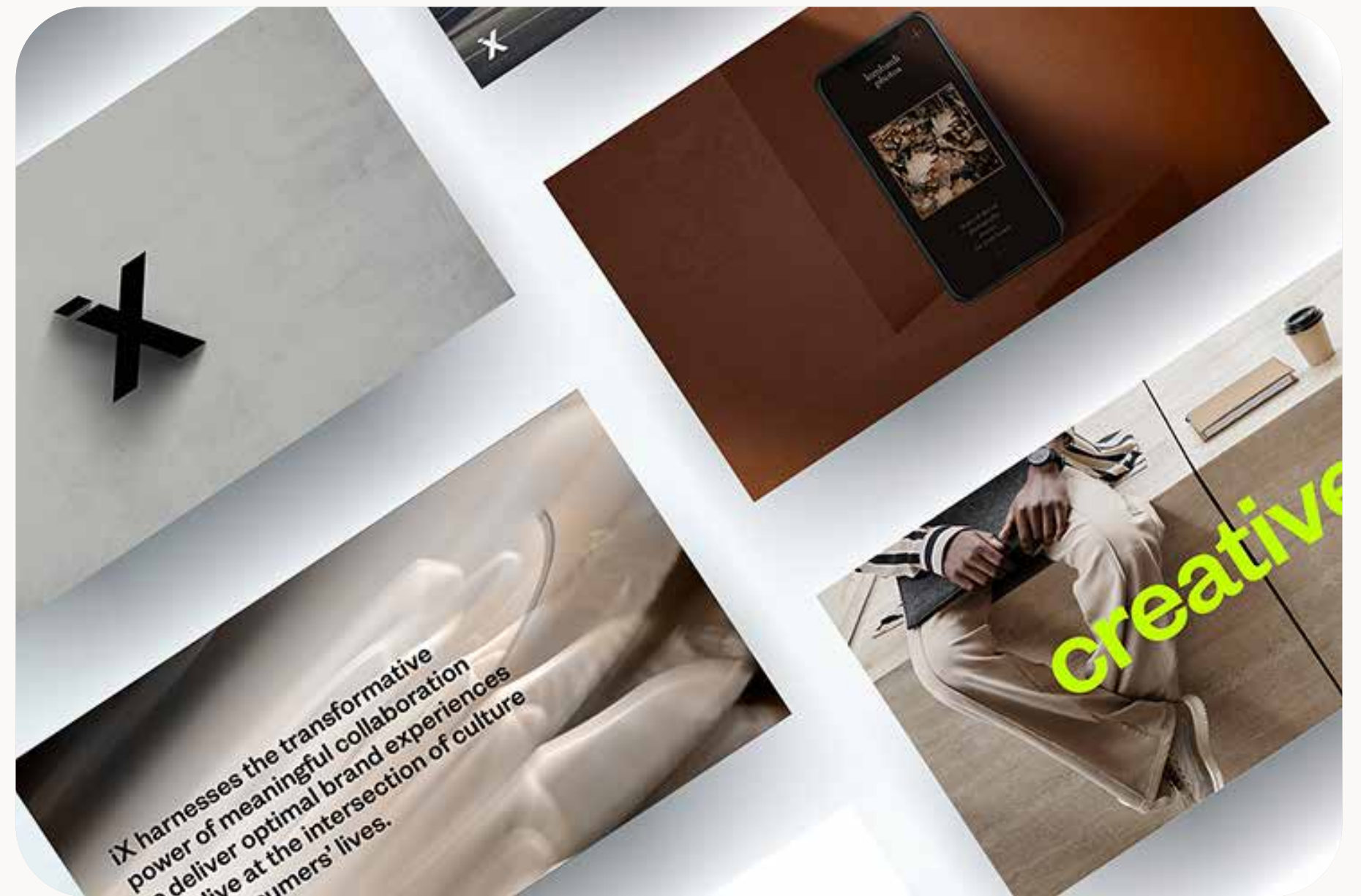
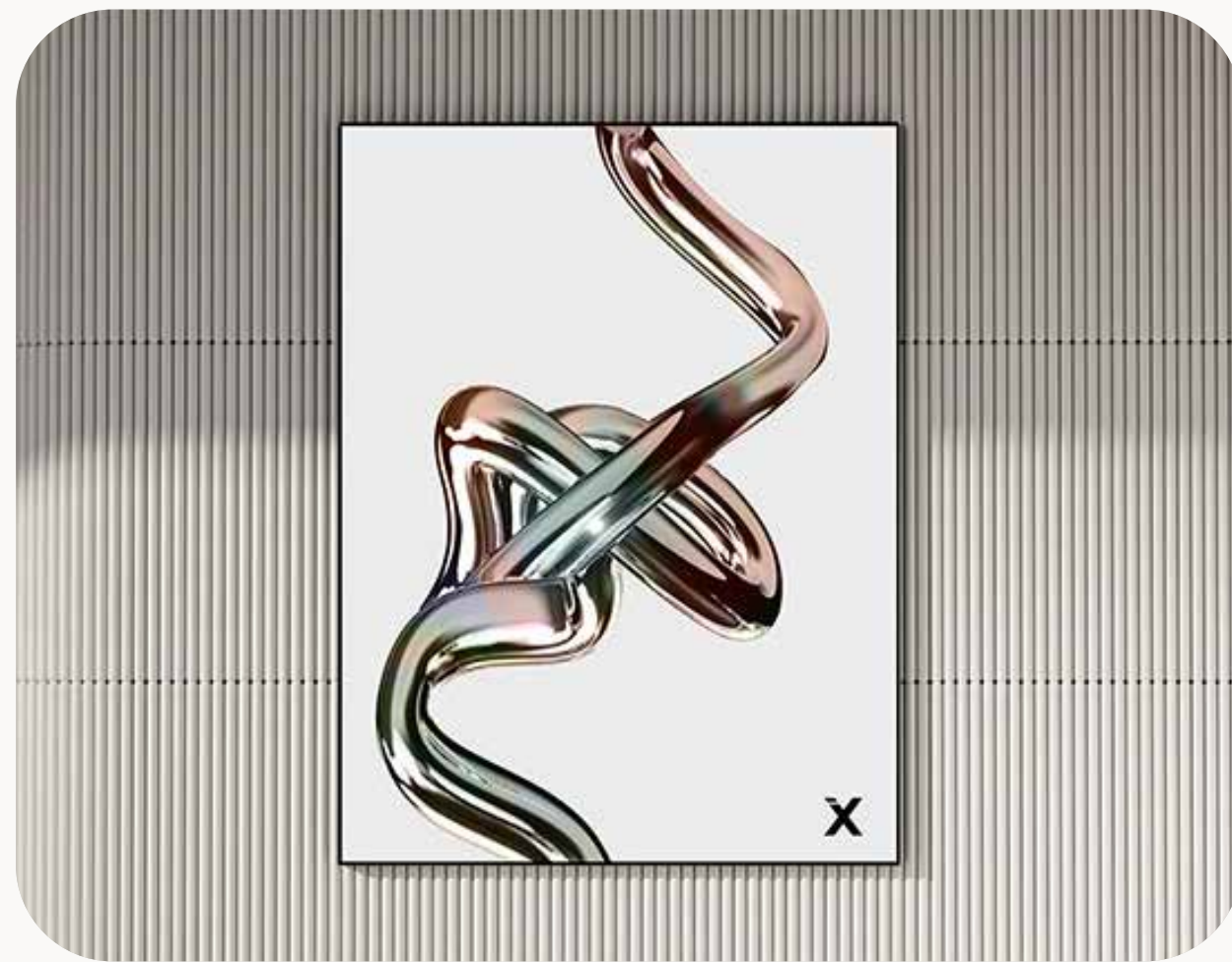
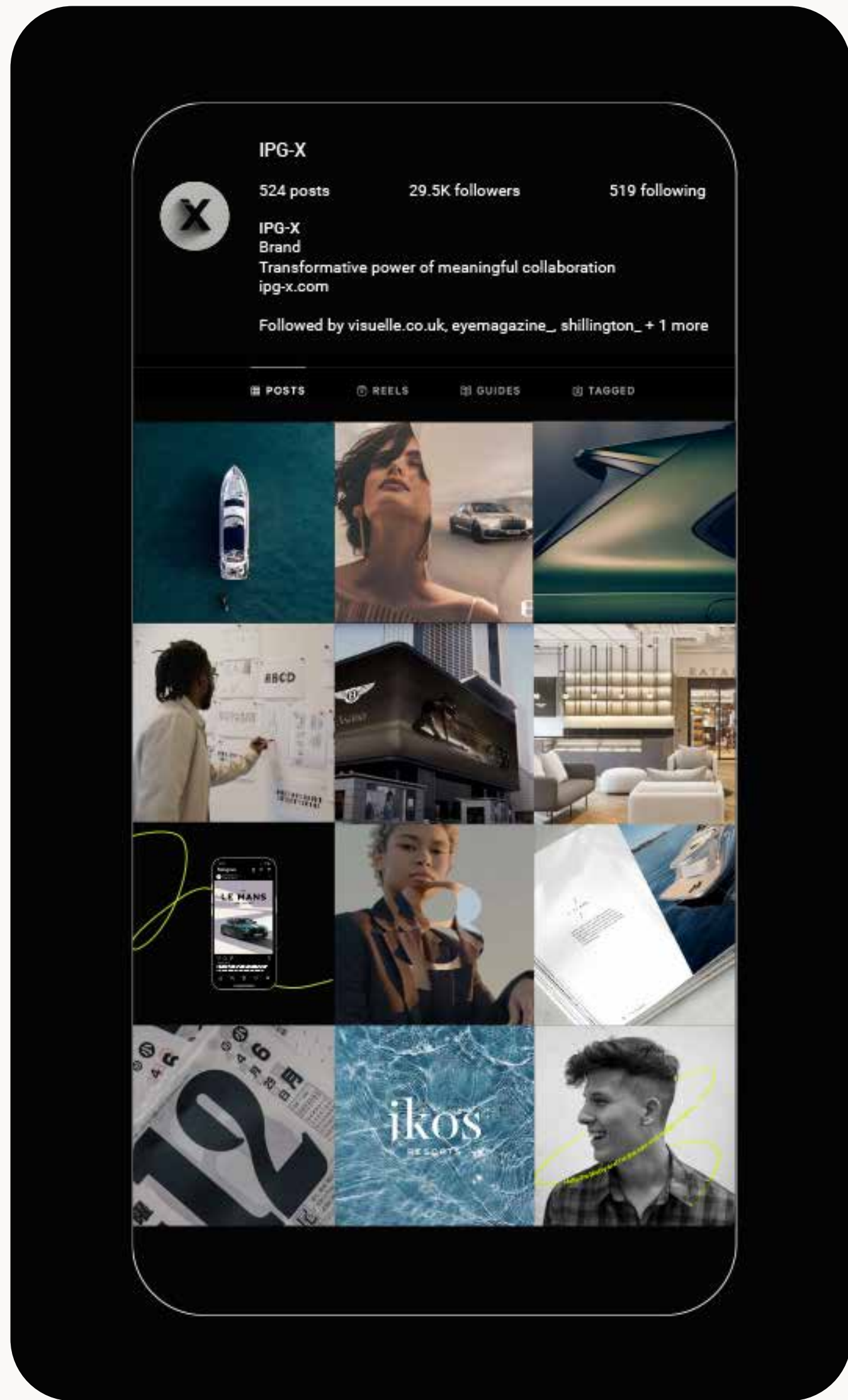


COFF



IPG-X

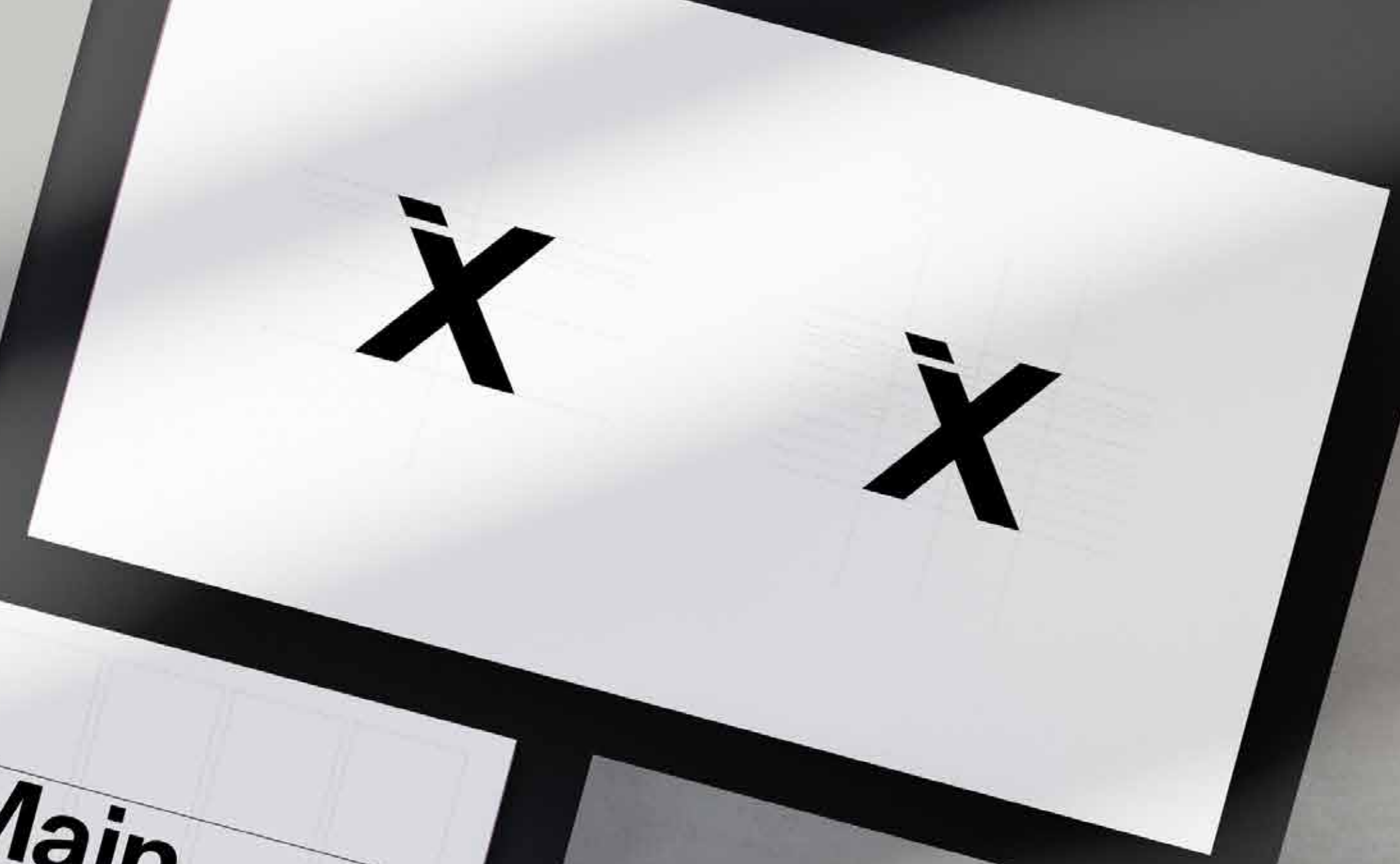
Industry	Year	Team	Disciplines	Task
Advertising	2023	x2 Designers x1 Digital designer	Branding Visual identity Art direction Digital branding Presentation design	<p>IPG-X is a custom agency created to connect the world's finest luxury brands with their audiences through bespoke experiences and interactions. It was the new sister brand of McCann, established to serve luxury clients, following the agency's success in winning Bentley as a client. IPG-X needed a brand new identity and needed to be different from McCann's branding.</p> <p>Solution</p> <p>I was creative lead on the branding, creating the logo, brand guidelines, overall look and feel and involved with the website ideation; which was implemented across our internal coms and client decks.</p>



logo



connected creativity



ents

brand positioning
logo
tagline
colour palette
typography
collateral

03
07
12
22
29
37

IX
IXO-X planned colour palette.
A base of Black and White with an introduction of Tangerine.

Font one
subline
Sublines are displayed
in Serif or Sans but the
point size and tracking
should be adjusted
based on the guidelines.

Font two
copy
Body copy should always be in Founders
Grotesk. The tracking should be -40 and
the leading done by eye.

Font two
Put out - Large

Font one
headline

Main Headline

Large copy in sans
and coloured Chartreuse.

nd
ng

IX Plan
2/1/17/0
247/247/248
#TTTTT

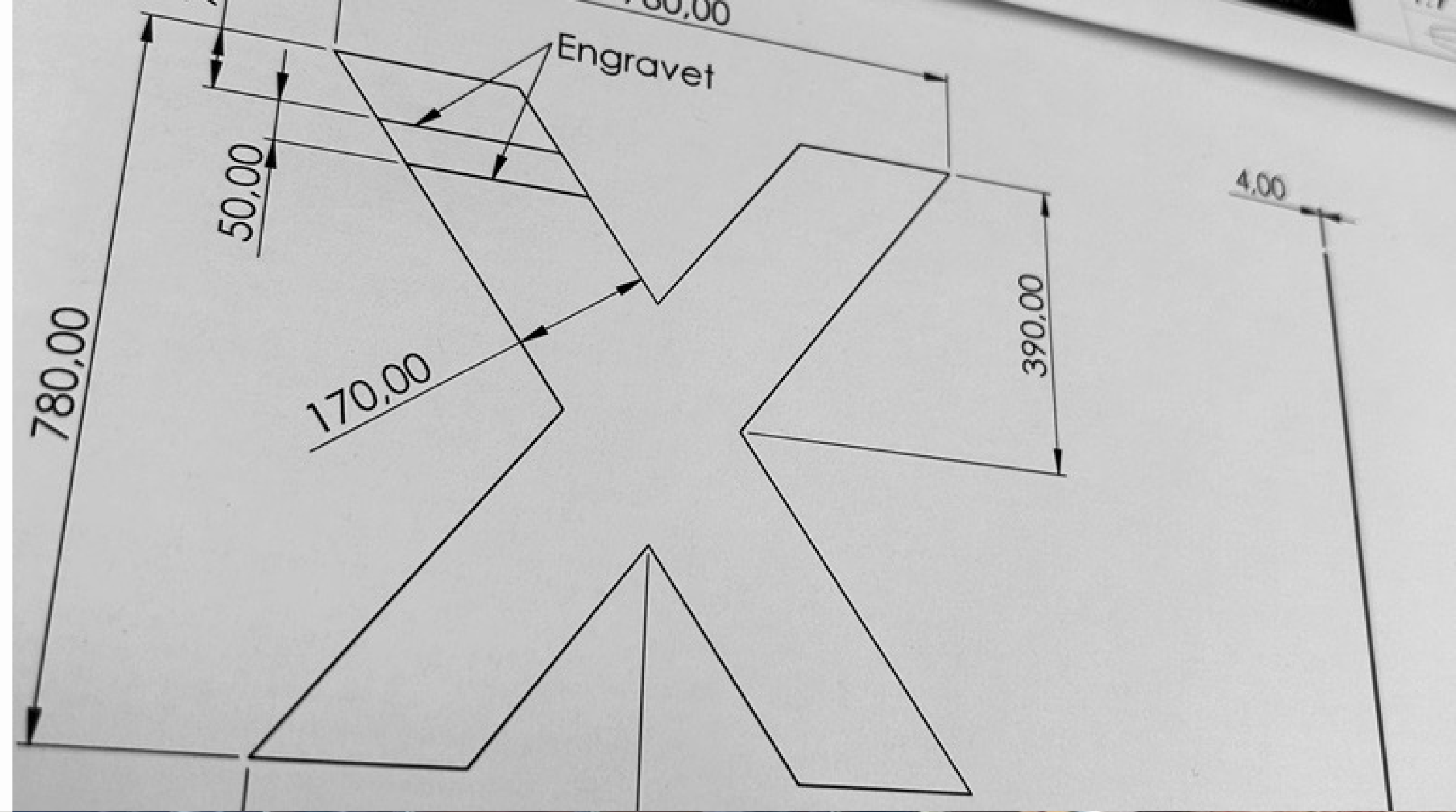
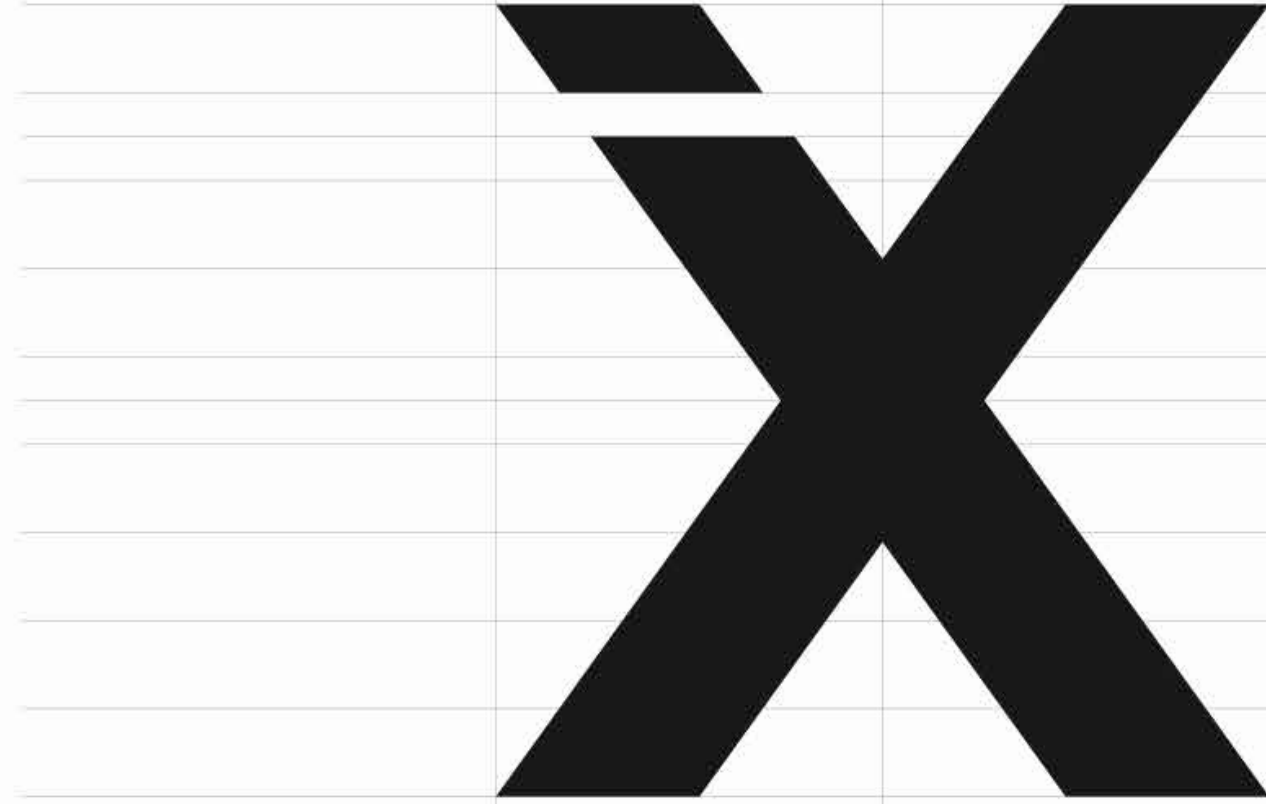
IX Plan
2/1/17/0
247/247/248
#TTTTT

IX Oyster
20/15/10/0
208/208

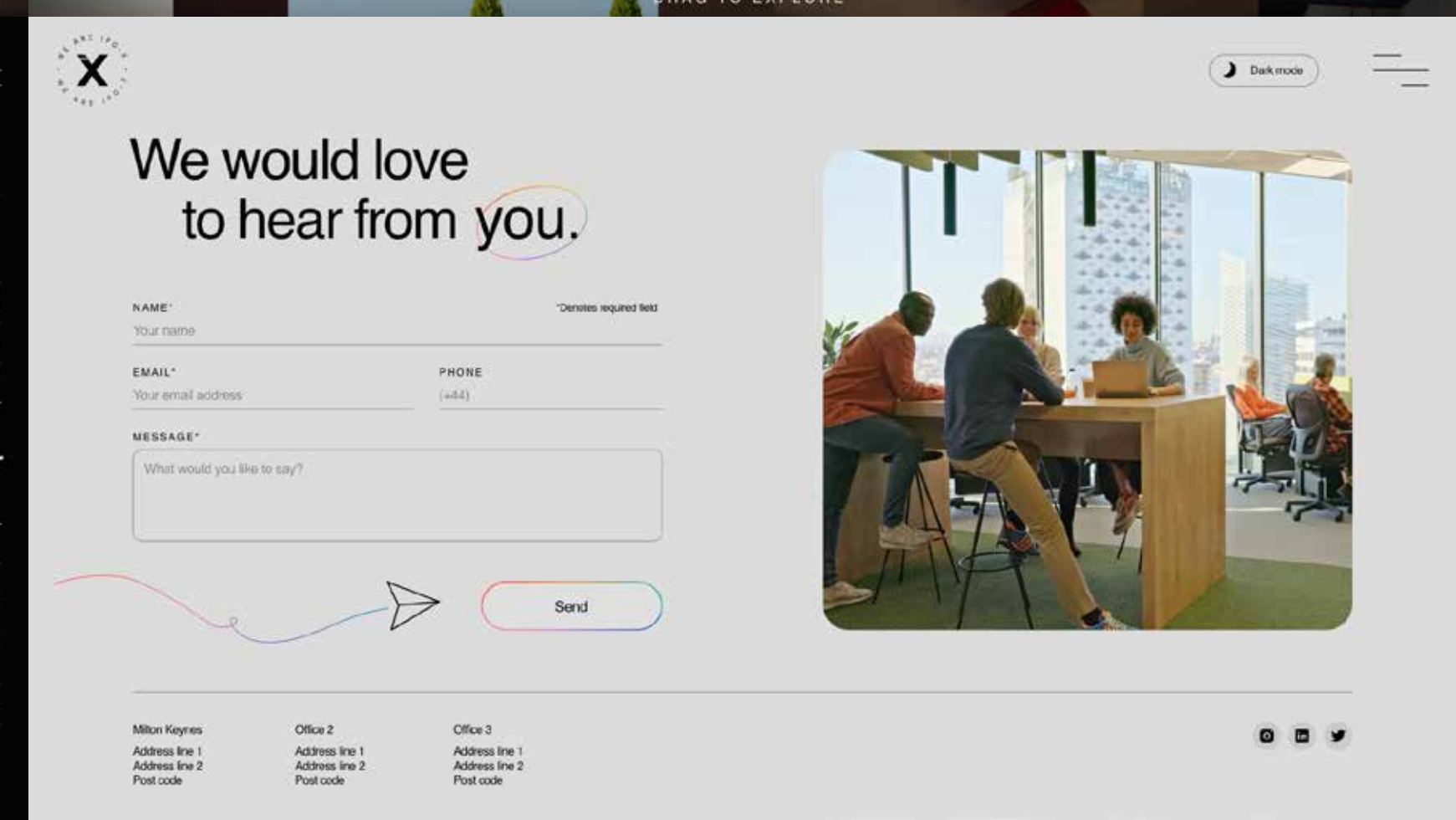
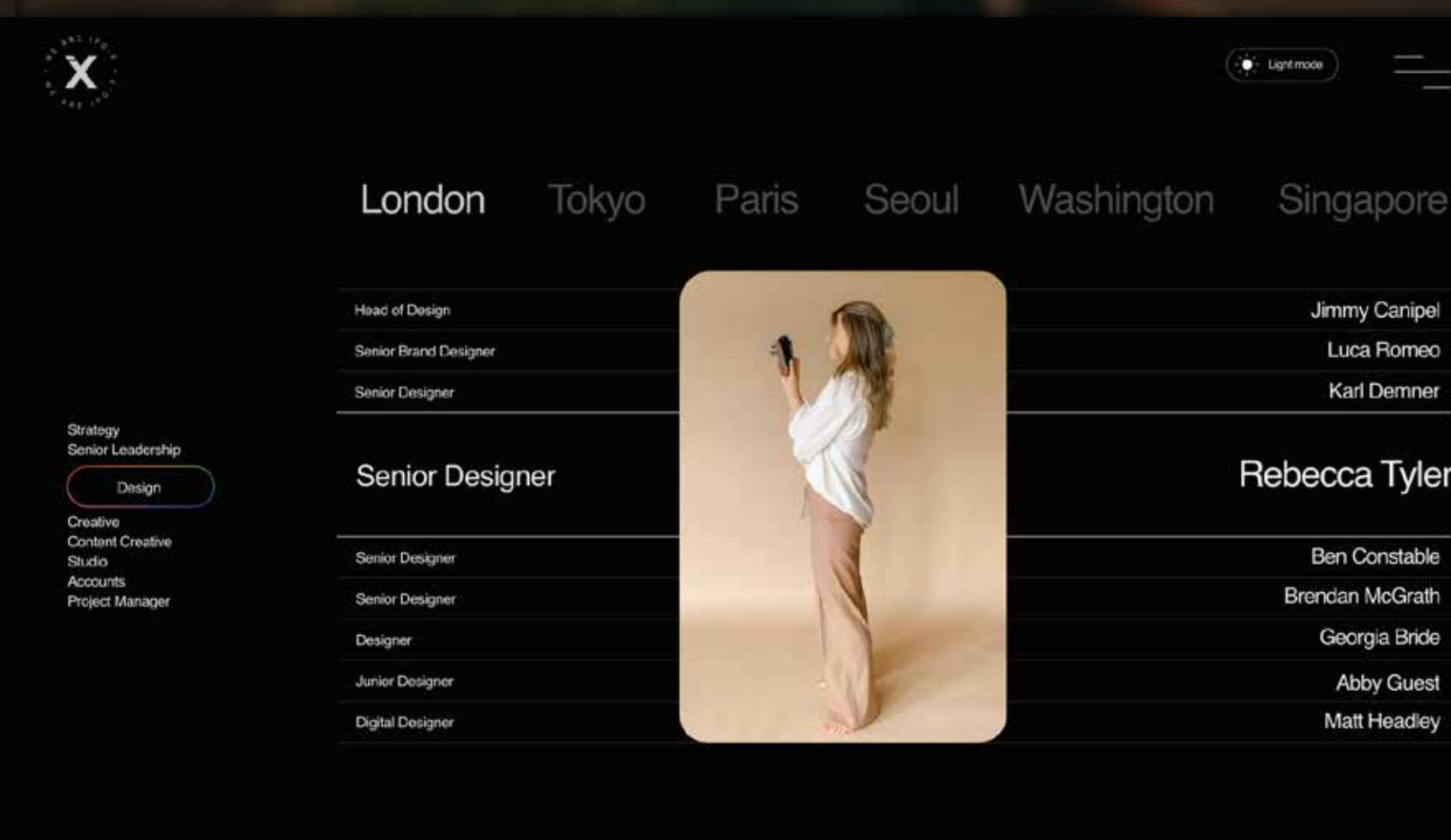
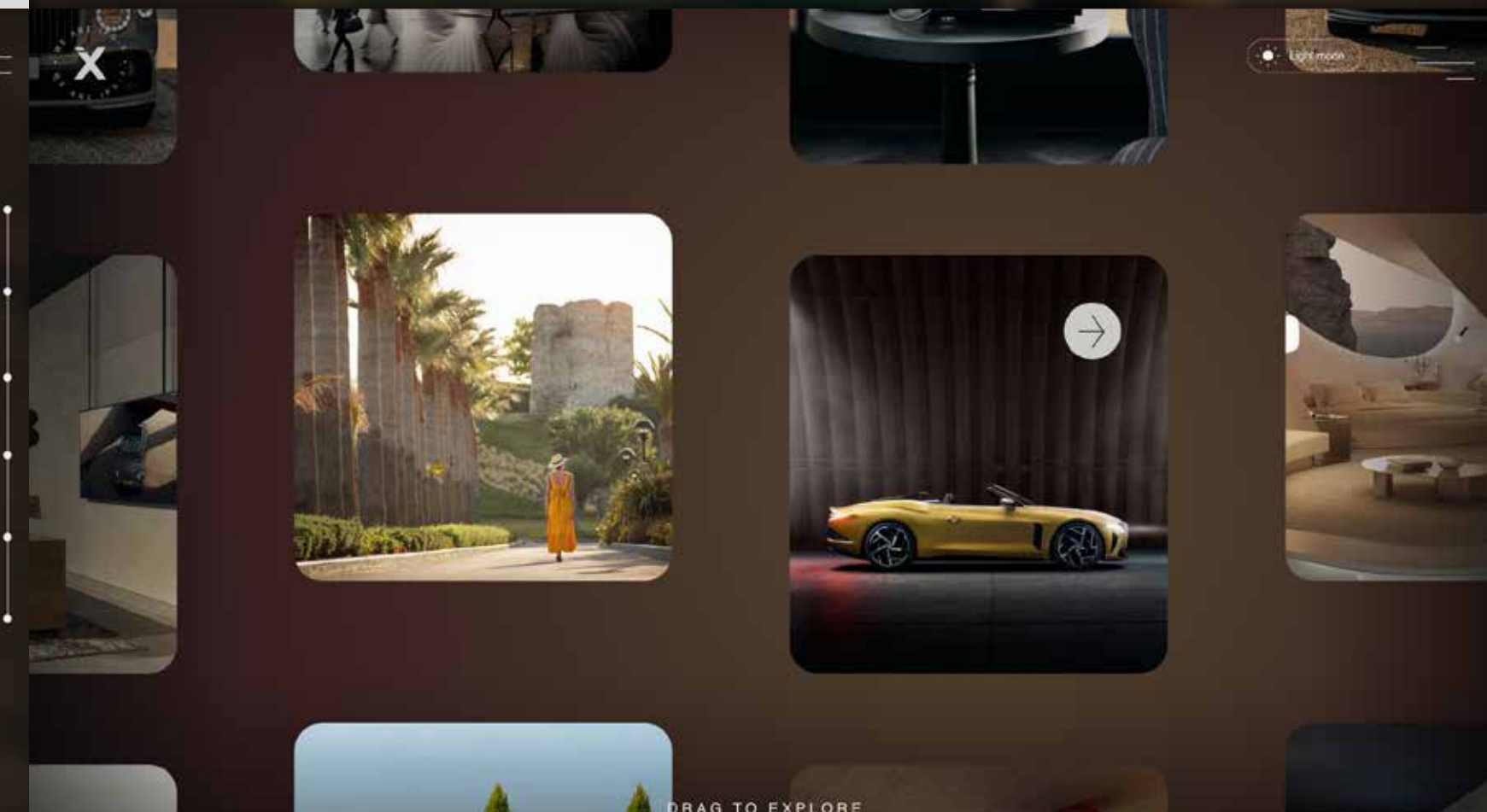
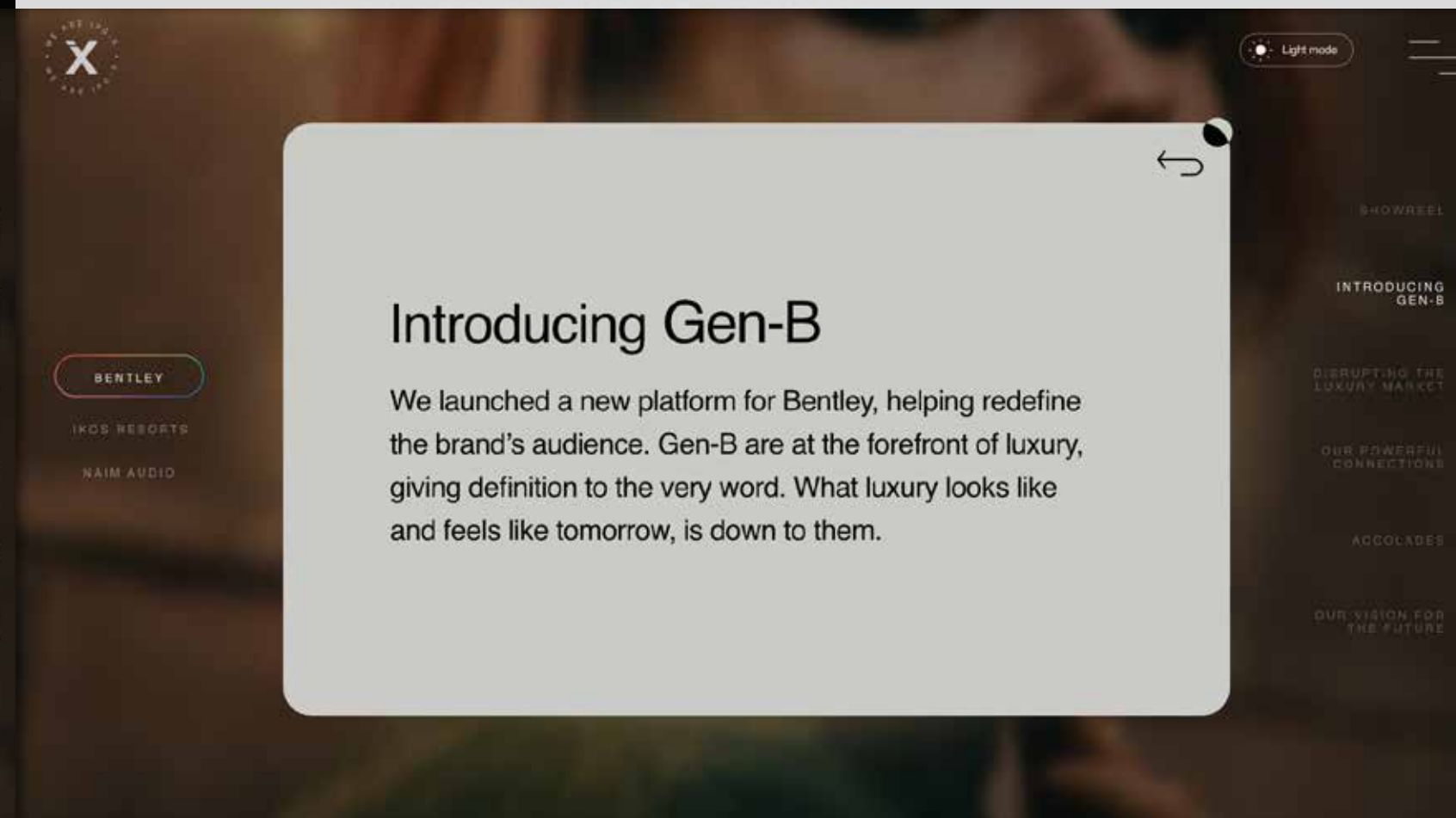
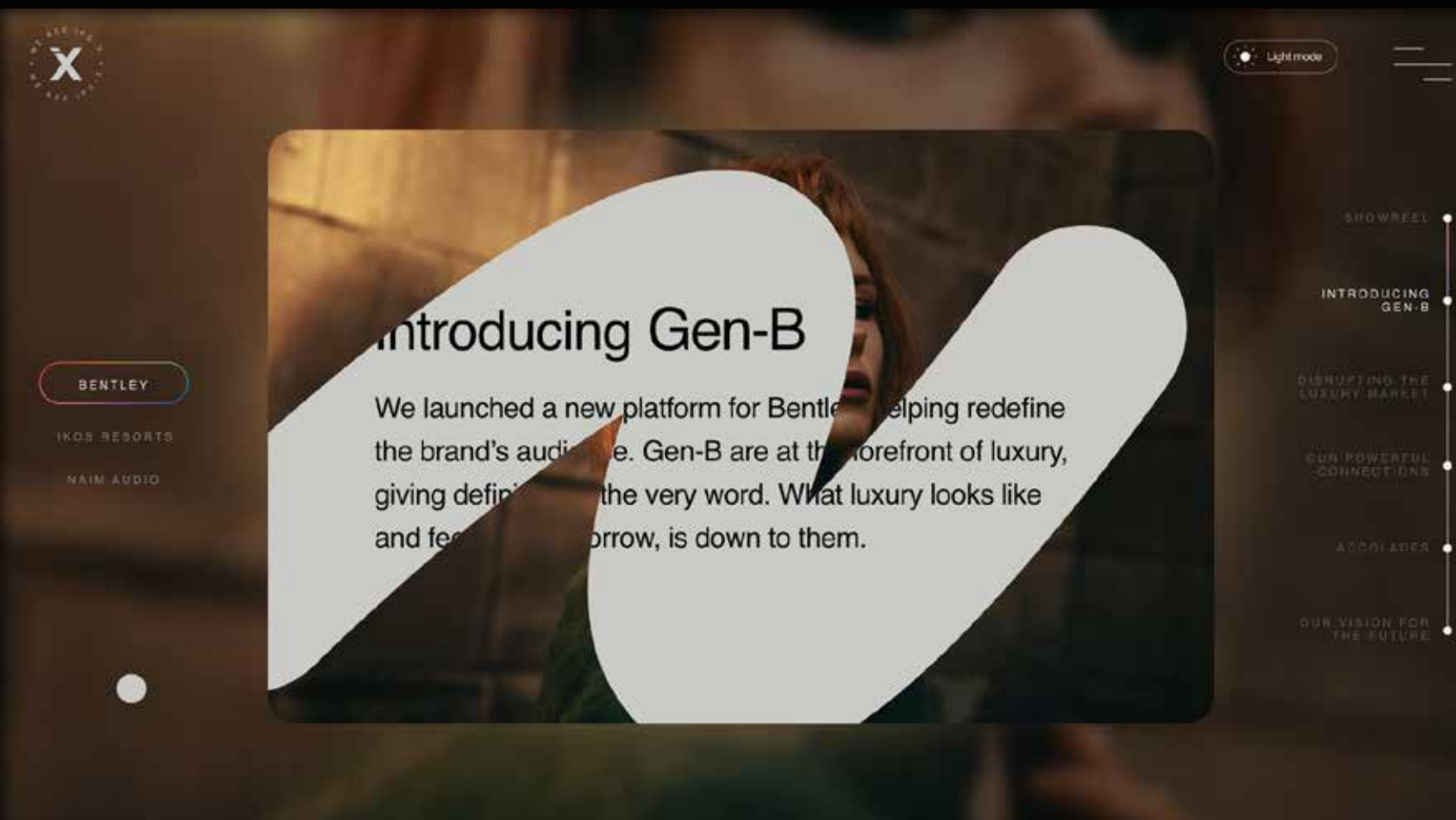
IX Logo variants
How to use the IX logo with the
appropriate coloured backgrounds



typography

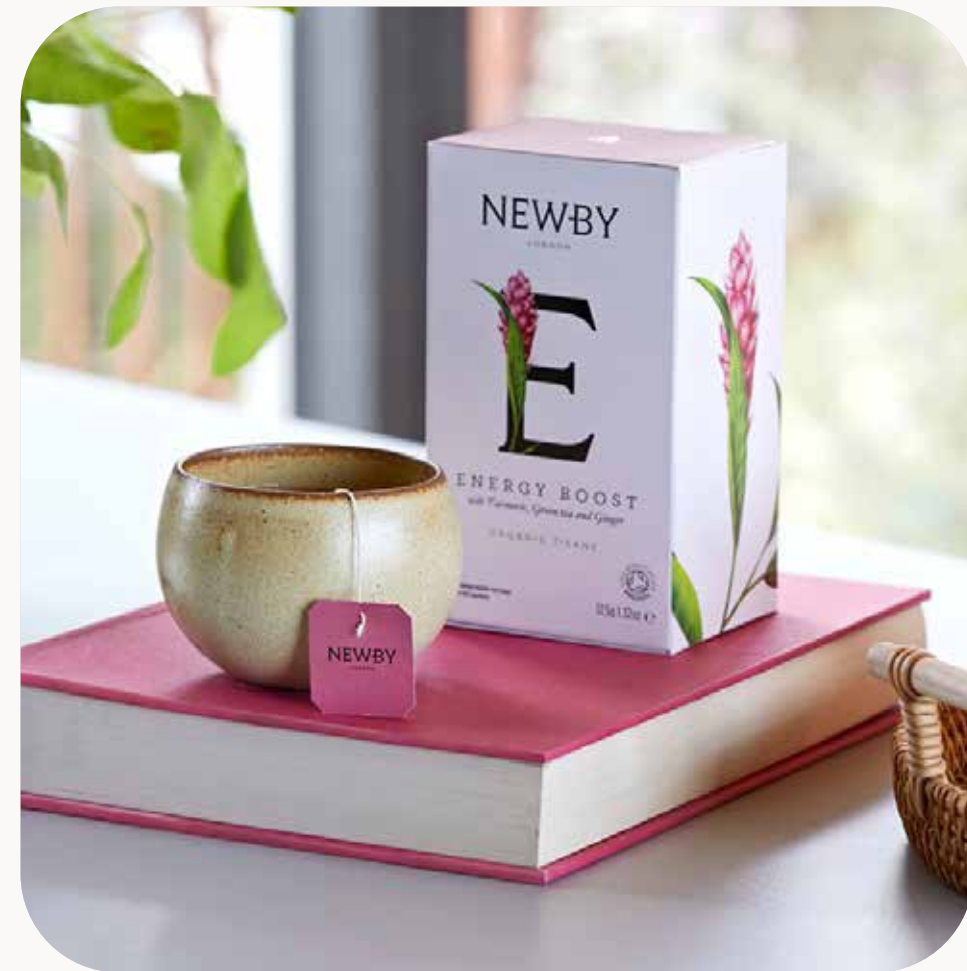


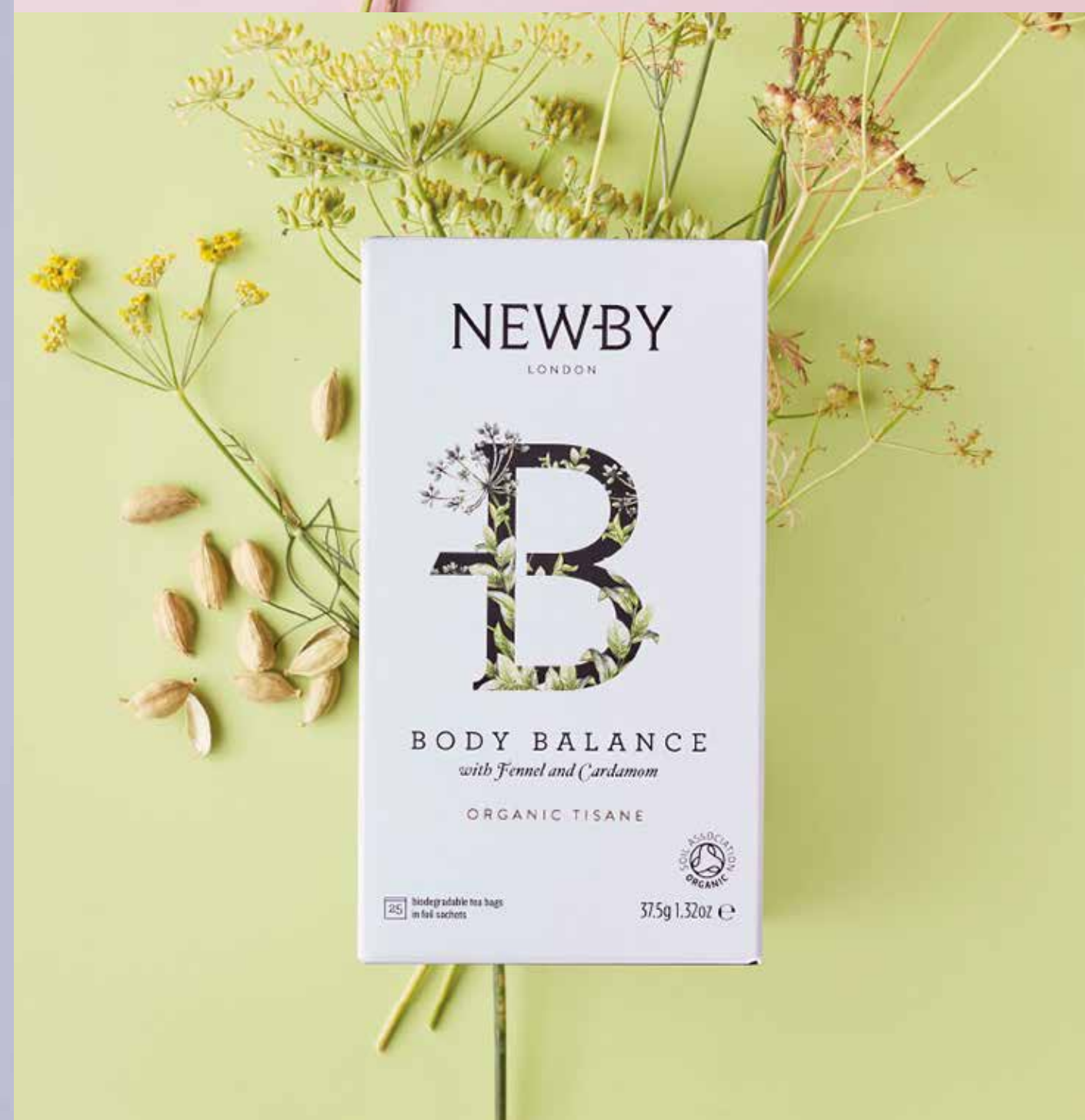
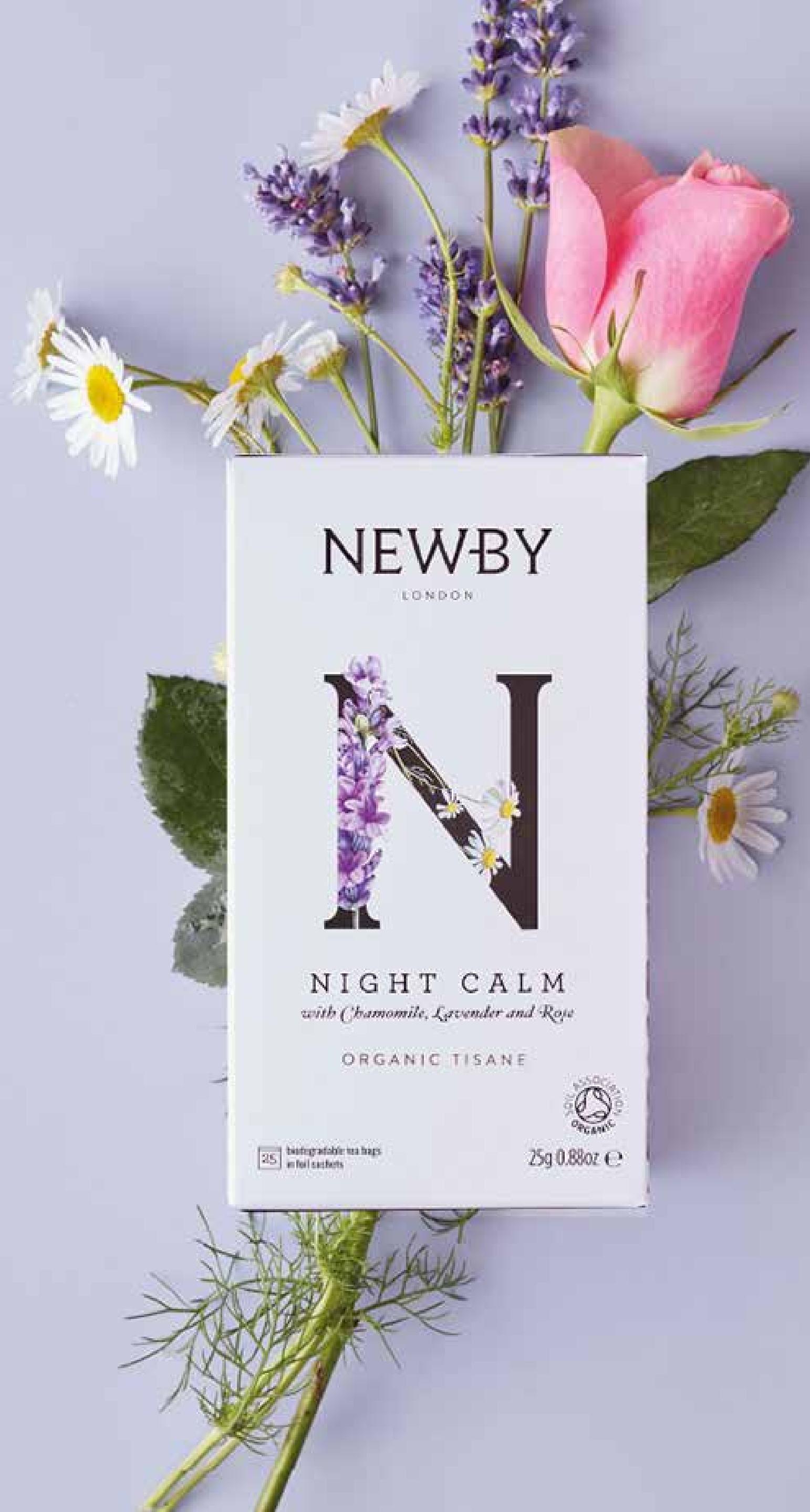




Newby Teas

Industry	Year	Team	Disciplines	Background
Beverages	2019	x1 Designer x1 E-commerce manager x1 Photographer	Art direction	<p>Newby Teas is a luxury tea brand dedicated to reviving the world's appreciation for quality tea. Launching their new range, The wellness collection.</p> <p>Solution</p> <p>As their global designer, I led the art direction for the photography of the collection. I developed mood boards to define the look and feel of the shoot, as well as the creative direction for each individual packaging. I also oversaw the production of lifestyle and campaign imagery across social media, website, and emails.</p>







NEWBY
LONDON
E
ENERGY BOOST
with Yarrow, Green tea and Ginger
ORGANIC TISANE
25g 0.88oz e

NEWBY
LONDON
N
NIGHT CALM
with Chamomile, Lavender and Rose
ORGANIC TISANE
25g 0.88oz e

NEWBY
LONDON
W
WELLNESS SPA
with Lemongrass, Green tea and Dandelion
ORGANIC TISANE
37.5g 1.32oz e

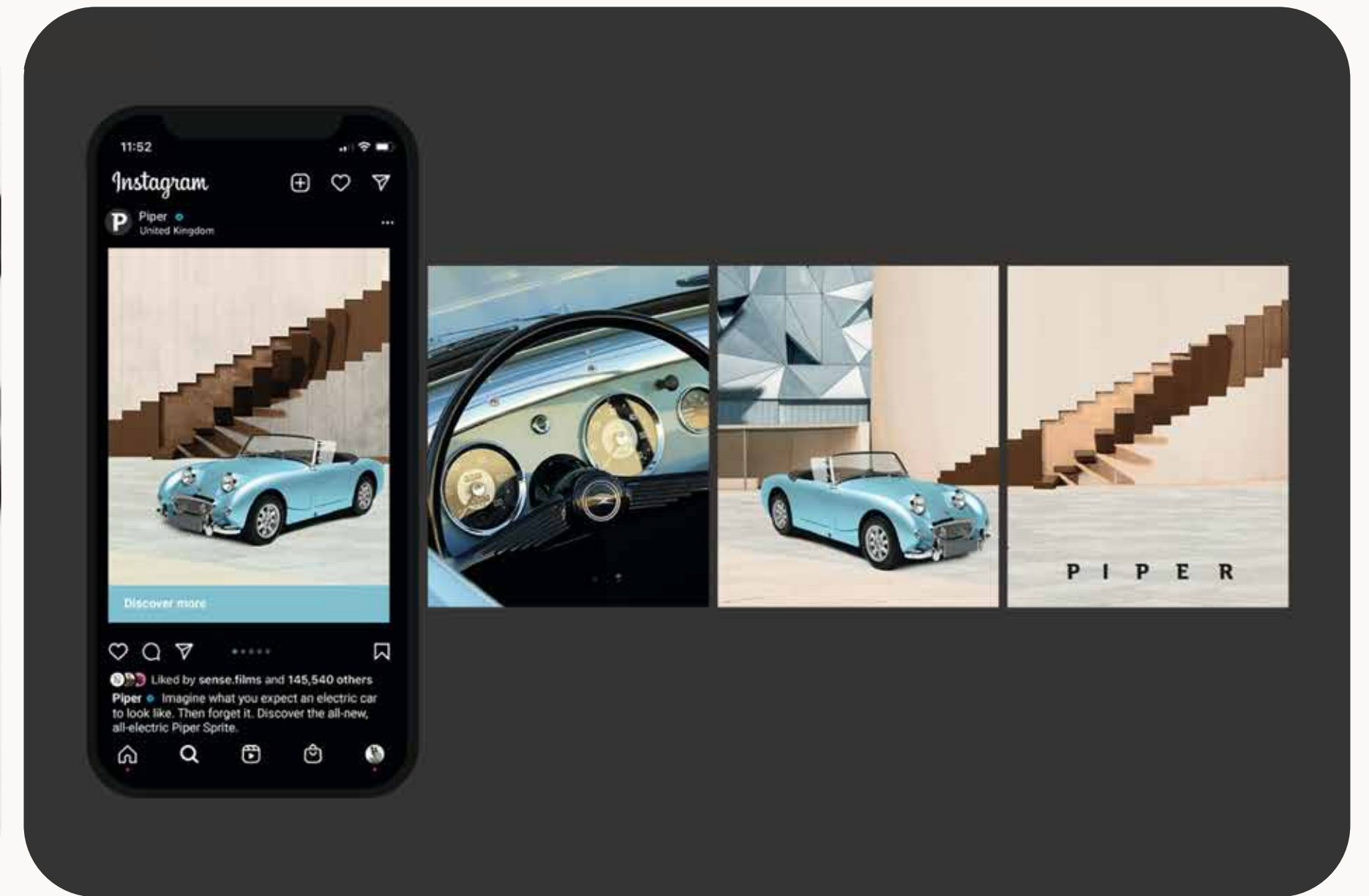
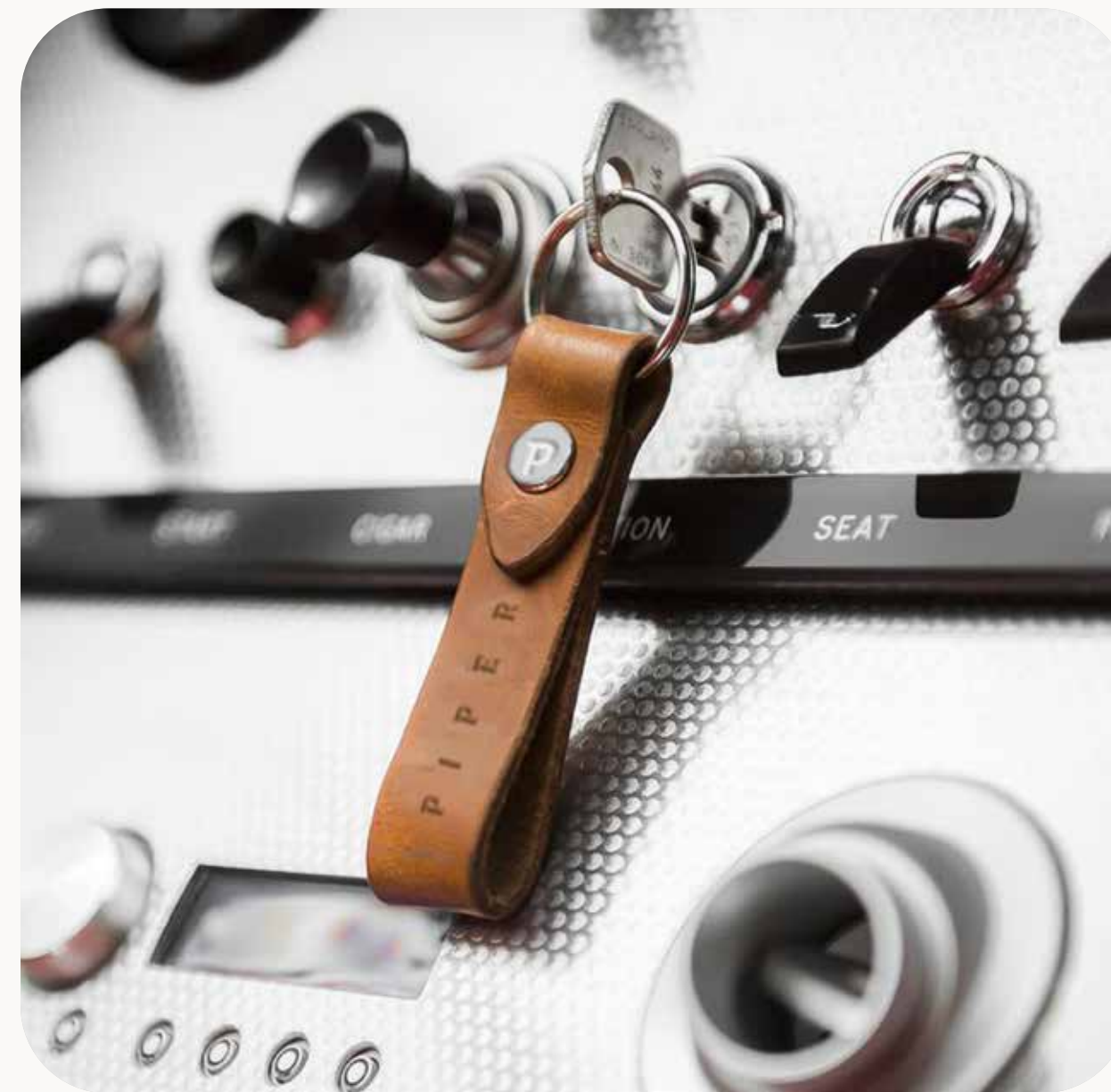
NEWBY
LONDON
B
BODY BALANCE
with Fennel and Cardamom
ORGANIC TISANE
25g 0.88oz e

NEWBY
LONDON
Y
YOGA RELAX
with Yuzu and Lemongrass
ORGANIC TISANE
25g 0.88oz e



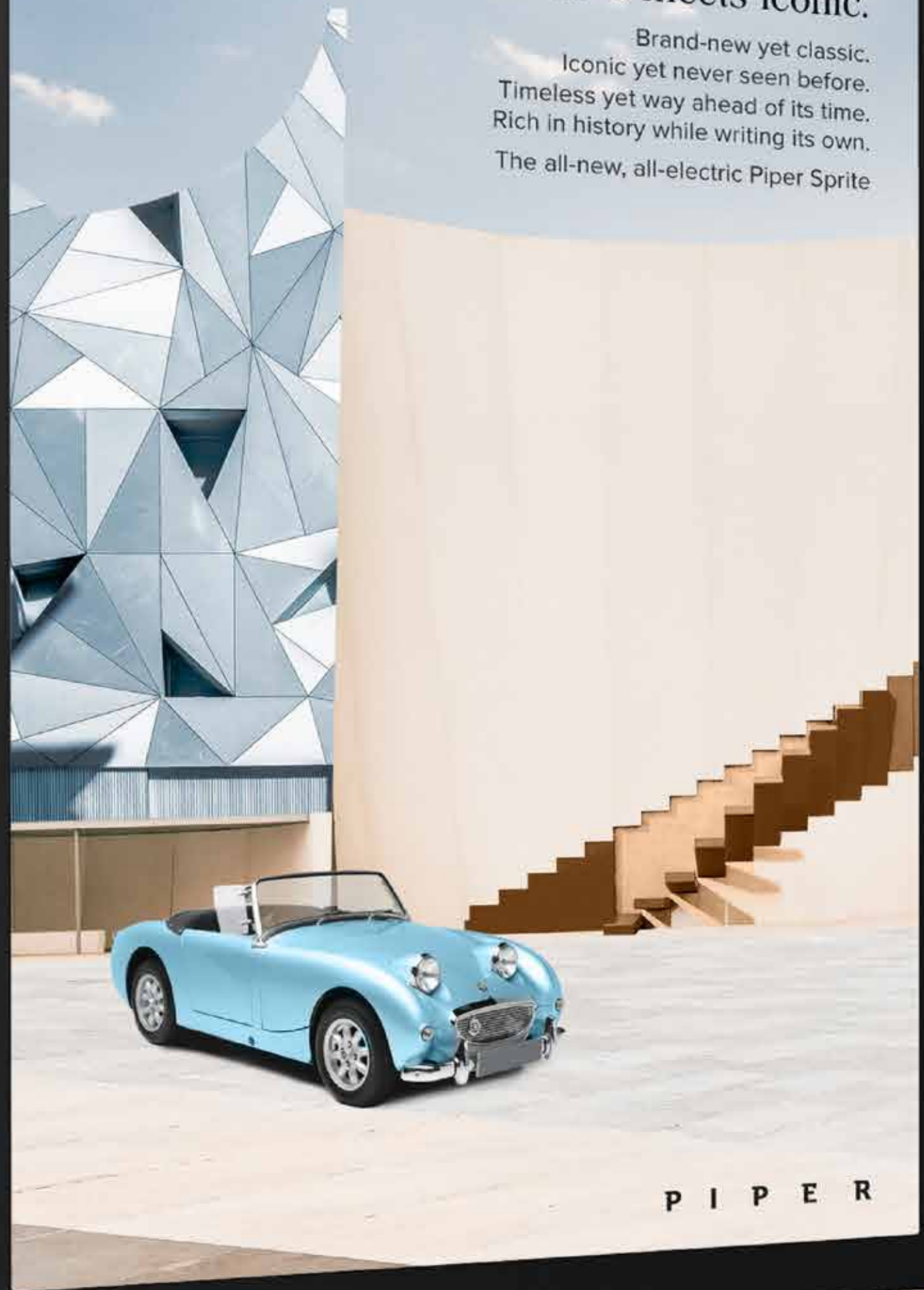
Piper EV

Industry	Year	Team	Disciplines	Task
Motor	2019	x1 Designer x1 Head of design x1 Copywriter	Branding & identity	<p>Piper EV is reinventing the classic Sprite car into a electric vehicle, making it a purpose-built luxury runabout for the '20s and beyond. Using a very small media budget, the task was get the word out about the Piper Sprite. Developing a brand for Piper that can get the ball rolling on the first run of production.</p> <p>Solution</p> <p>Creating a look and feel that seamlessly merges old and new, bringing together modern and heritage-inspired visuals to capture a playful yet classic aesthetic. 'Electric meets iconic'.</p>



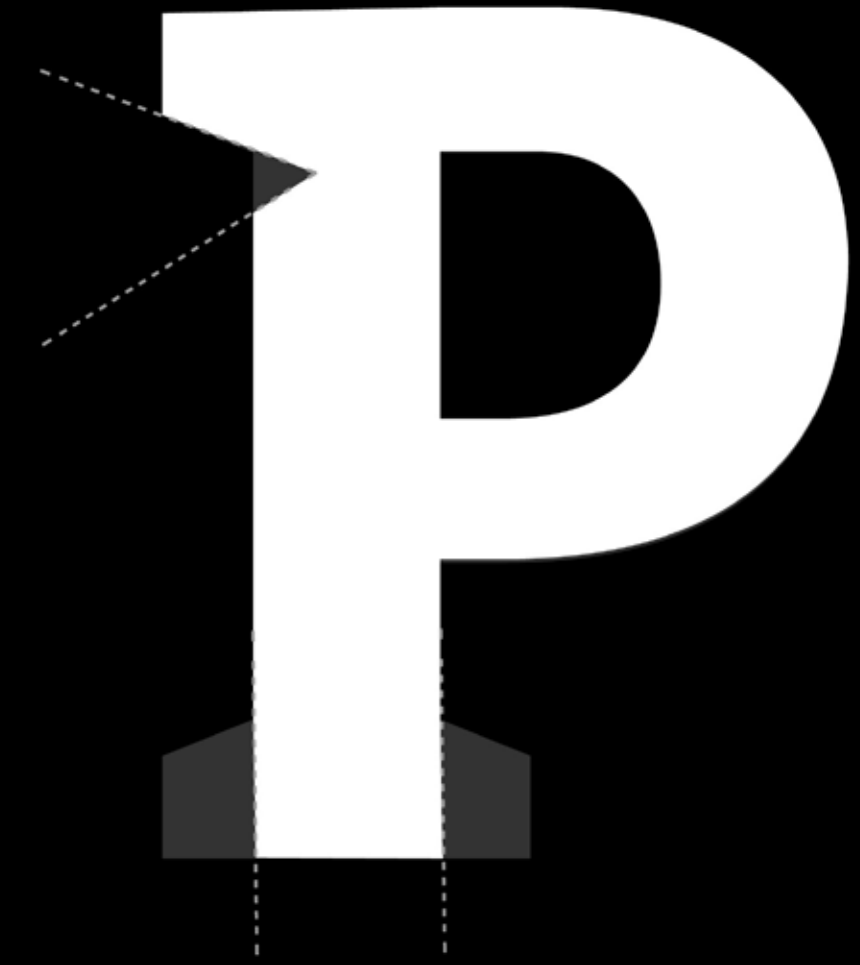
Electric meets iconic.

Brand-new yet classic.
Iconic yet never seen before.
Timeless yet way ahead of its time.
Rich in history while writing its own.
The all-new, all-electric Piper Sprite



P I P E R

Bespoke typeface



P I P E R

P I P E R

Electric meets iconic

Piper Electric Vehicles started from our passion for creating electrically powered reincarnations of the most characterful cars of the last 50 years. Those with a great story to tell – and that's before they've even left the workshop. Bespoke, unique cars that are simply made to be enjoyed. And loved by those lucky enough to own one.



Sprite Blue
#3ba0da

Secondary
#8d8d8d

Secondary
#443d3d

Additional
#1d1d1d

Additional
#644735



Proxima Nova is a hybrid of Futura and Akzidenz Grotesk, combining a geometric appearance with modern proportions. Which accompanies the core Piper messaging; combining new and old. It has a core range of weights to use across all online and offline applications. Proxima Nova is complimented by the header typeface Bitter.

Bitter is used within the Piper logo. It is a modern slab serif typeface which creates a strong, sturdy appearance instead of the more refined look that a traditional serif would have. It has less contrast overall, which adds to the heavy, dramatic appearance of the font, whilst portraying simplicity and heritage which resonates to the brand.

Body typeface
Proxima Nova

Light
Regular
Semibold

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXx
YyZz 12345678910#!? €\$%&*

Header typeface
Bitter

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXx
YyZz 12345678910#!? €\$%&*



Prezzo

Industry	Year	Team	Disciplines	Task
Hospitality	2024	x1 Designer	Packaging design	<p>Prezzo are re-designing their dine at home boxes with new stickers and want to showcase Italian dining at home whilst keeping the essence of Prezzo.</p> <p>Solution</p> <p>Incorporating abstract vibrant illustrative elements to represent Prezzo's 'Pasta, Pizza, Vino'; Which will sit alongside tag lines that emphasize the heart of Italian dining, in your own home.</p>







PREZZO
Happiness
served by
the slice.

What's inside

02 123 45 678

@pizzapazza

pizzapazza app

PREZZO
Happiness
served by
the slice.

02 123 45 678

@pizzapazza

pizzapazza app

PREZZO
Happiness
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the slice.

02 123 45 678

@pizzapazza

pizzapazza app

PREZZO
Happiness
served by
the slice.

What's inside

What's inside

pizzapazza app

5 678

@pizzapazza

pizzapazza app

02 123 45 678

Let's talk

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