



Scan here to
view my website

JOE

Joe Gregory
Norwich University of the Arts
joeogregory@gmail.com
joegregory.co.uk

Helping Young People RISE



Rise - Visual Identity

Branding for Rise, a bakery that tackles the issue of youth unemployment, by providing work opportunities to help young people rise.

UPRISE

verb ARCHAIC-LITERARY
• to rise to a higher position



Someone say
Coffee?



RISE against
youth
unemployment

UPRISE



Bread that
makes a world
of difference

We (always)
deliver



Bread
rises
and so can
you

At the top of our
game



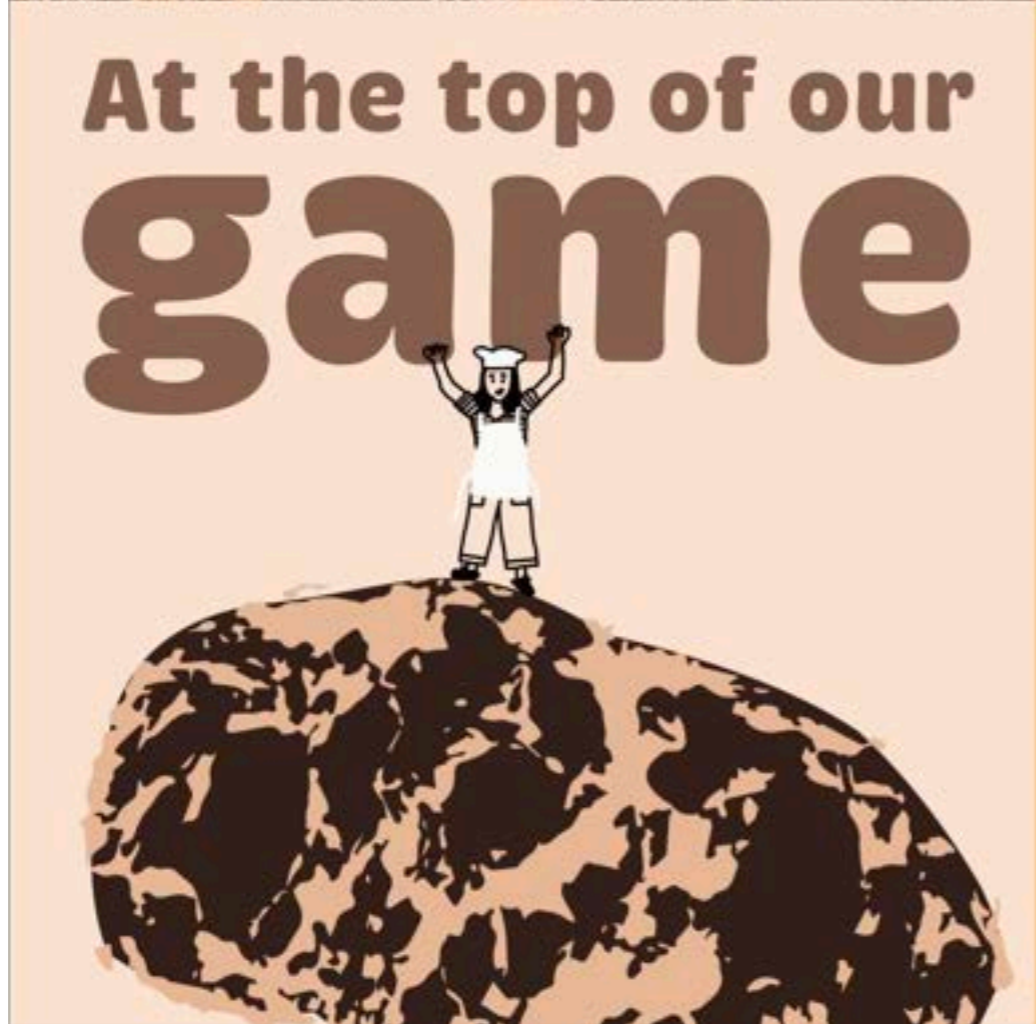
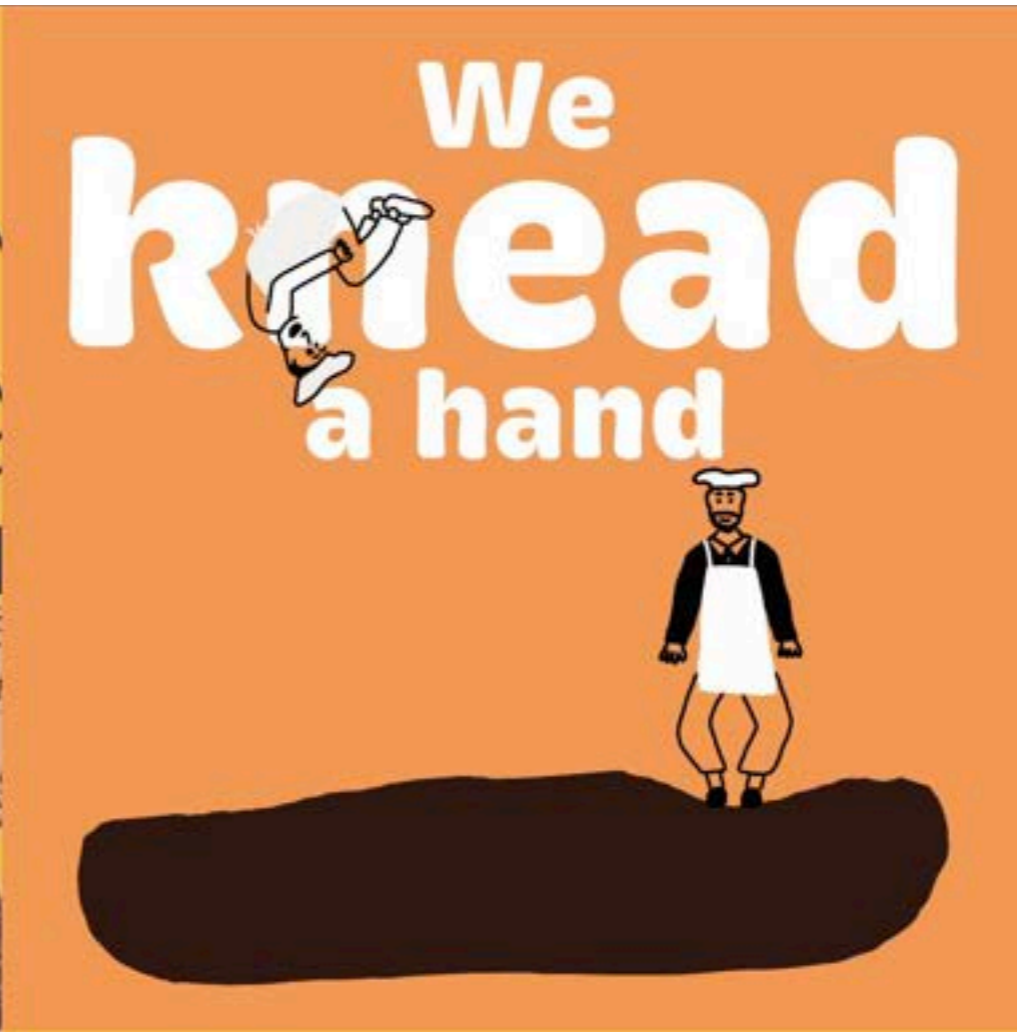
RISE
Bread that does good

Opening in
2023





Scan here to play animations







Scan here for
video on D&AD
New Blood website



Heineken®

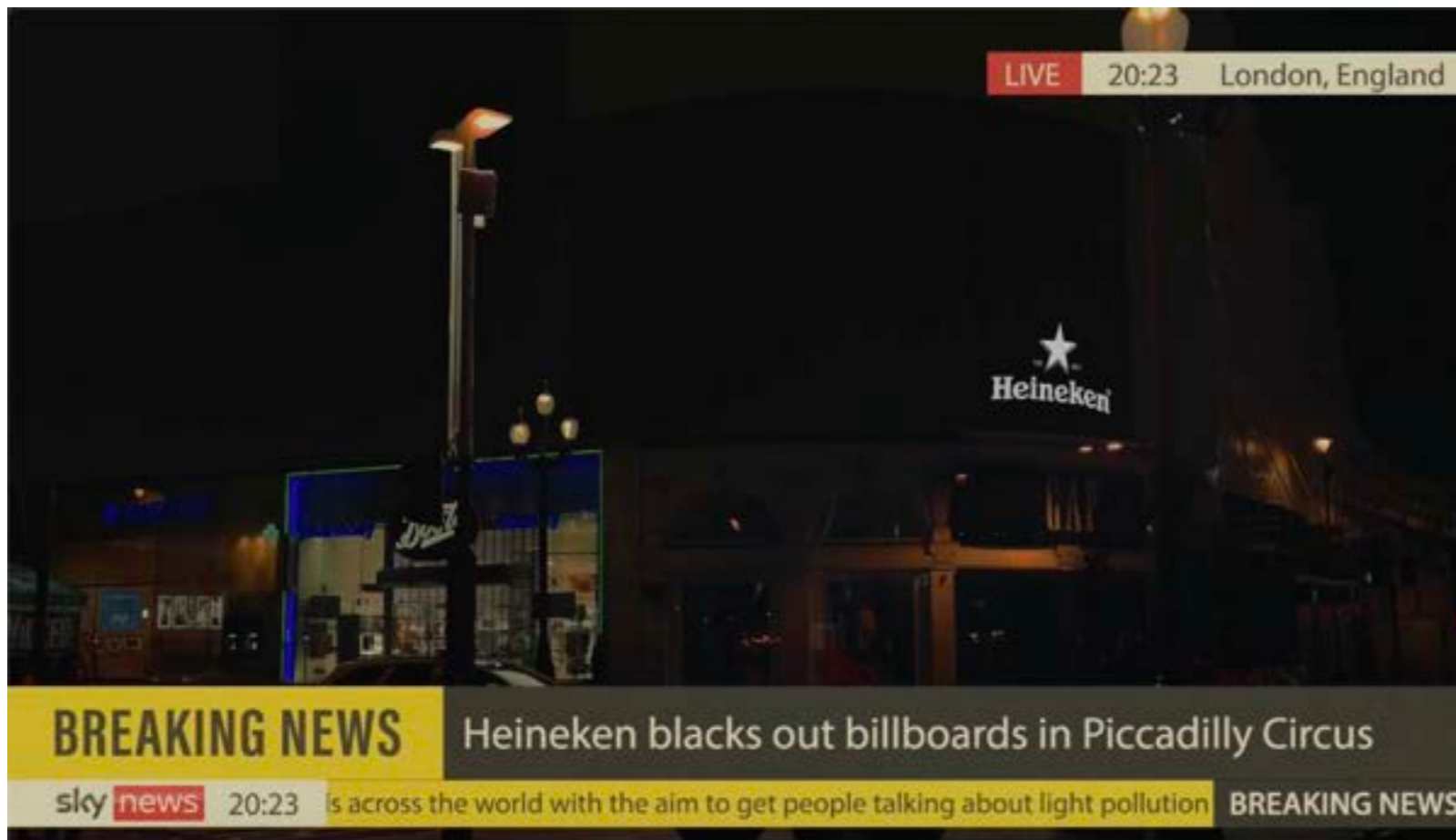
DARK SKIES



2023 D&AD
New Blood Winner

Dark Skies - Heineken Event Concept

A D&AD brief challenged us to create a brand experience for Heineken. Using their assets, we created an event to bring people together, whilst raising awareness of light pollution.



CORE

GEOTHERMAL COFFEE

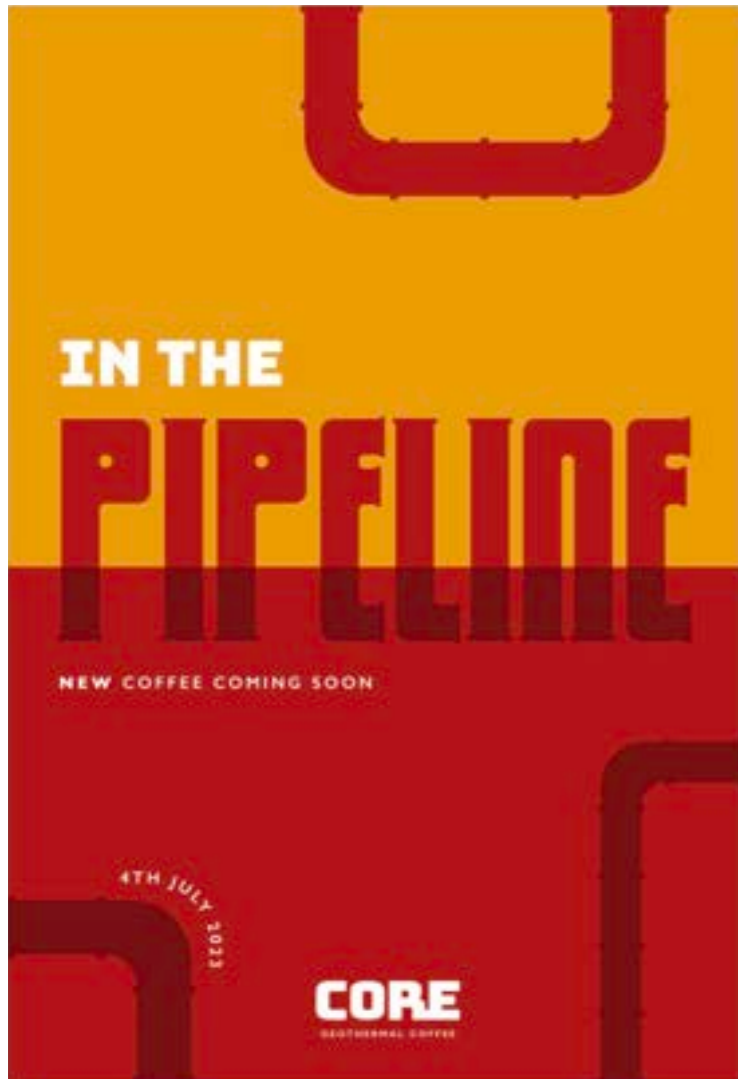
CORE Coffee - Packaging and Visual Identity

Core's coffee is grown in greenhouses across Iceland. These are naturally heated using pipes connected to hot springs - harnessing Iceland's most abundant natural energy resource

Their coffee production is 100% carbon neutral as they rely on entirely clean and renewable geothermal energy.









A UNIQUE
DEPTH
 OF FLAVOUR



GET SOME
NATURAL
ENERGY




EARTH'S CORE THIS WAY >



CORE
 GEOTHERMAL COFFEE

NATURALLY
PIPING
HOT COFFEE



BEANS
COARSE
 MEDIUM
 FINE



WE'RE PROUDLY
GREEN
 TO THE
CORE

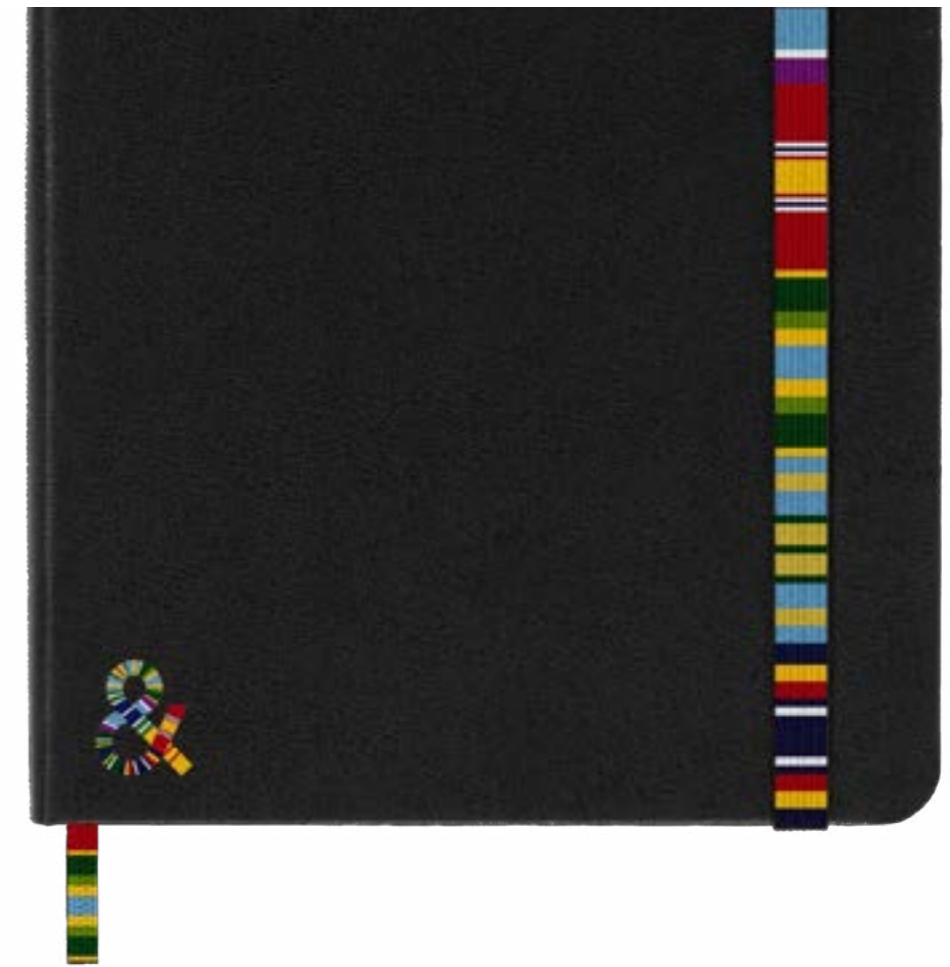


COFFEE THAT IS TRULY
GROUND
BREAKING



Army and Navy Stores - Visual Identity
Reintroducing the lost brand Army and Navy Stores to the high-street, by creating a fresh visual identity targeted at modern and youthful consumers. The identity takes inspiration from military uniform ribbons.





PROPERTY OF
ARMY
— AND —
NAVY

Size *Medium*
Price *26.99*
Item Code *6A9FB*

PLEASE RETURN WITH
TAG ATTACHED

PROPERTY OF
ARMY
— AND —
NAVY

Size *Large*
Price *6.99*
Item Code *9H3CD*

PLEASE RETURN WITH
TAG ATTACHED

PROPERTY OF
ARMY
— AND —
NAVY

Size *Small*
Price *38.99*
Item Code *3D7HF*

PLEASE RETURN WITH
TAG ATTACHED

NOW OFFERING IN-STORE
GARMENT TAILORING

armyandnavy.com



armyandnavy.com



armyandnavy.com

THINK YOU'RE THE
PERFECT FIT?

armyandnavy.com/recruits



armyandnavy.com



armyandnavy.com



armyandnavy.com



armyandnavy.com