

HI!



I'M LAURA



A student designer with an interest in all things branding, packaging and design for good, and a love for problem solving. I wanted to take this opportunity to show you my most recent and favourite project; 'DO OR D.I.Y', an identity for a Hardware store aimed at Punk enthusiasts.



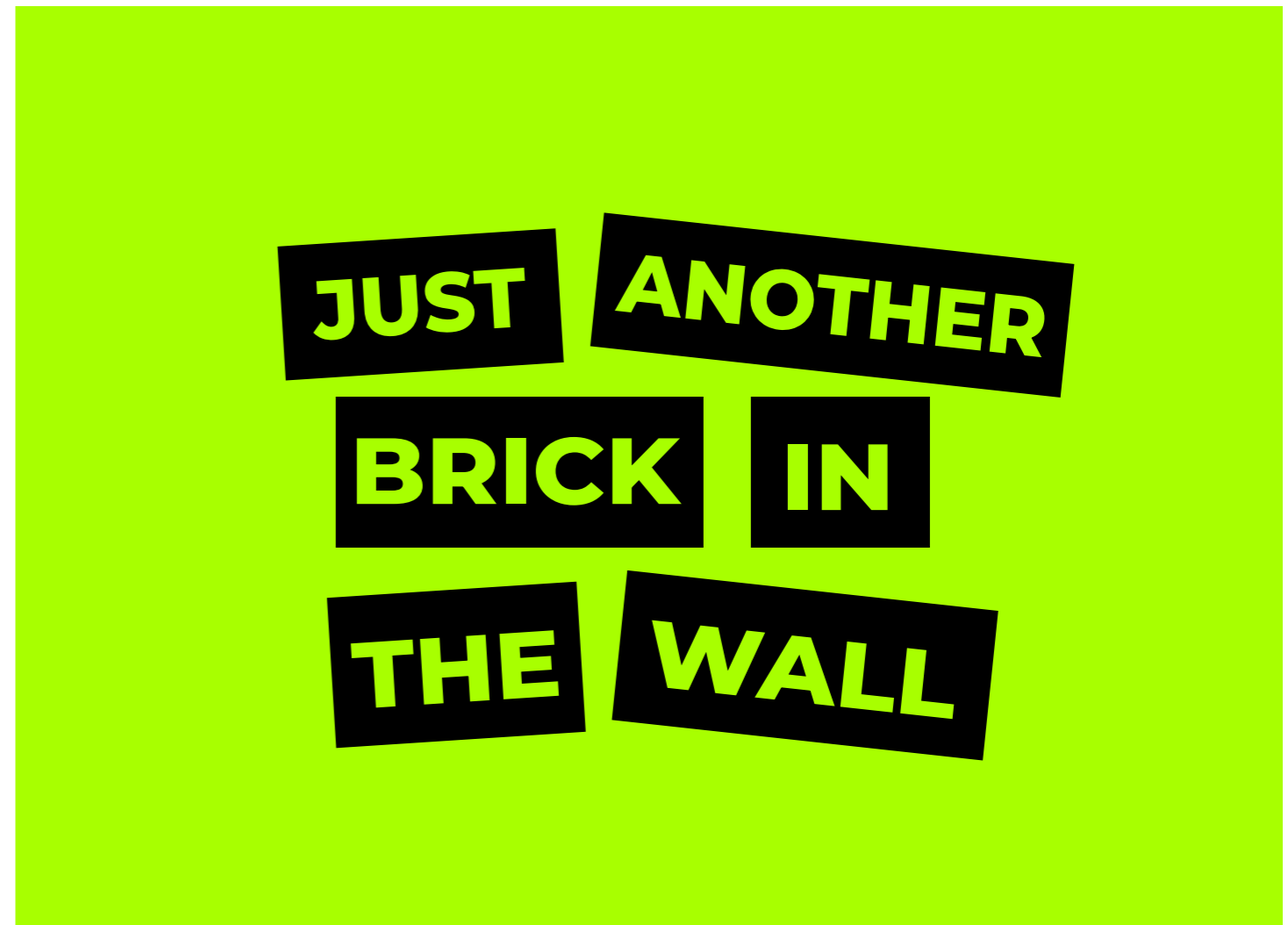
DO OR D.I.Y

**THE HARDWARE STORE FOR
OUT OF THE BOX THINKERS**

In response to a live industry brief set by Conran Design Group, I had the task of creating an identity for a Hardware store aimed at the audience of Punk enthusiasts.

'Do or D.I.Y' is a fun, standout identity, which utilises Punk identity, protest culture and anti-establishment values to encourage the audience to 'Stick it to the man' by delving into the world of D.I.Y, with materials and resources provided by this store I have created.





**POWER TOOLS
TO THE
PEOPLE**

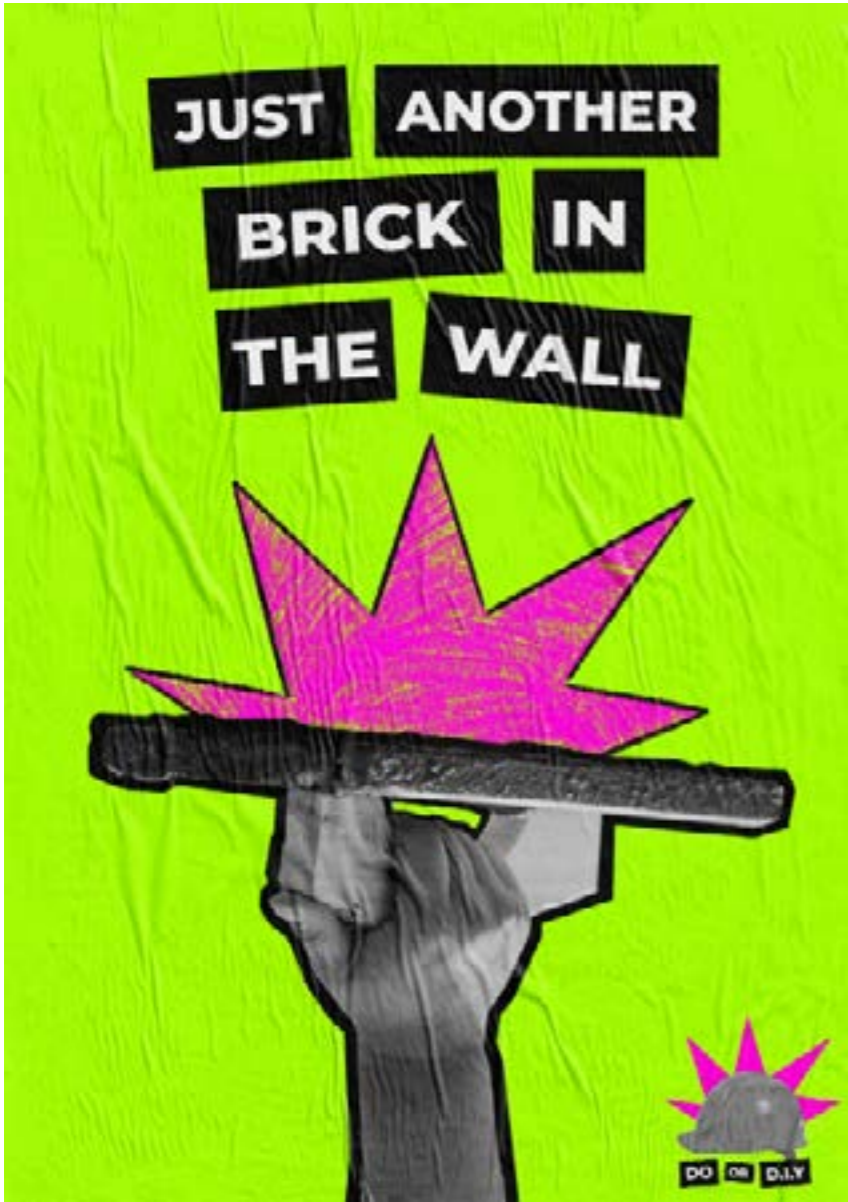


**D.I.Y ISN'T
DEAD**



**THROW A
SPANNER
IN THE WORKS**













POWER TOOLS TO THE PEOPLE

SEALANTS AND ADHESIVES

STICK 2 YOUR GUNS!!

STIXALL ADHESIVE & SEALANT 290ML ONLY £6.49

STICK IT TO THE MAN

GREAT SAVINGS

SAVE £80

£269.98

£5.19

DUCK TAPE

HAND TOOLS

FROM £7.98

THROW A SPANNER IN THE WORKS!!

TO DO OR D.I.Y!!

CHISELS £10 FROM M 98

MINOTAUR CHISELS £10.98

£7.18

SALE!!

UP THE BRACKET

ALL THE TOOLS YOU NEED FOR INSTALLATION PROJECTS

CHISELS

SCREWDRIVERS

SPANNERS

£27.69

(JUST) ANOTHER BRICK IN THE WALL

ELECTRICS + LIGHTING

ALL YOUR BRIGHT IDEAS

BRICKLAYING TOOLS

FLEXIBLE SKIMMING TROWEL

FROM £40.34

DURASOFT HANDLE + STAINLESS STEEL BLADE

CEMENT MIX IN STORE NOW!!

BRICK BY BRICK

THE CRACKS ARE CRAWLING!!

POWER 2 THE PEOPLE

SPREAD THE WORD

5 PACK £7.48

ONLY £64.98

SALE

IN STORE + ONLINE