

Pete Rossi  
*Resume*

My philosophy is simple, I believe in the power of ideas. Distinctive, intelligent design and direction that makes a difference and solves problems effectively.

With a love and sensitivity for colour and typography, this ethos is based on pushing my limits, coupled with a meticulous approach, based on research and development. My extensive expertise, online and offline, lie in art/design direction, brand strategy, 360 branding, brand guidelines, book/magazine design and typeface design.

Expertise

Creative Direction  
Design Direction  
Art Direction  
Brand Strategy  
Editorial Design  
Graphic Design  
Typeface Design  
Digital Design

Details

Born: Scotland  
Based: London  
DOB: 14/08/1981

07767652098  
studio@pgerossi.co.uk  
www.pgerossi.co.uk



Pete Rossi  
*Profile*

Based out of London, Pete Rossi is an independent, award-winning and multi-disciplinary graphic designer and brand consultant. Pete Rossi was born just outside Glasgow, Scotland in 1981 to an Italian father and Scottish mother and went on to graduate with a 1st from the Glasgow School of Art in 2006.

With 16 years experience and 45 international awards to date, he has gone on to work in freelance and full-time capacities for several renowned studios/agencies in the UK and Europe including Marque Creative, Coast Design, Studio Astrid Stavro (Atlas), Design Studio, CCRZ, Jack Morton Worldwide, Anomaly, Fitch, Ogilvy, Leo Burnett, Saatchi & Saatchi and more. He also ran and co-founded design studio RM&CO with Alfio Mazzei from 2013 — 2020.

In 2011 he was one of the 50 winners to receive the prestigious Art Directors Club of New York Young Gun award. His work has also been awarded/featured by ADC, Creative Review (The Annual), Communication Arts, Design Week, D&AD, Cannes Lions, Graphis and Red Dot.

Pete is actively involved within the design community, having been a guest lecturer at Parsons New School of Design in New York and most recently Brunel University and at his old stomping ground, the Glasgow School of Art. He also appeared as a guest speaker at a one off pop-up event for Sailor Jerry. Pete holds an awarded membership with D&AD, Graphis and The One Club for Creativity (formerly ADC). He has featured as a jury member for design competitions such as the Young Guns in New York and The One Club for Creativity (Denver and San Diego chapters).

He divides his time between working with his own clients and freelance consulting — working in fields from Art direction, Brand strategy, 360 Branding, Brand guidelines, Book design, Digital media, Typography, Craft/Print and self initiated projects.



Pete Rossi  
*Select clients*

AirHelp, Adidas, Art Directors Club of New York, BMW, Bwatt Magazine, British Council, Deutsche Bank, European Commission (EU), Football For Peace, George Wyllie MBE, Google, Lugano Arte e Cultura, Lynk&Co, Nosakhari, The Lawn Tennis Association (LTA), Monotype, MTR (The Mass Transit Railway), Ministry of Sound, Orlebar Brown, Hey Human, HM Government, Harley-Davidson, Hyundai, InfraCapital, Kola Aluko Foundation, Swiss Ram Watches, Snoop, IM Global, The Croc, Toyota, Trade Republic, Tui group, Tulchan LLP, Thames & Hudson, Unilever, Universal Music Group and Virgin.

# Career Projects



## *Client*

Tui (Travel/Airline)

In mid 2020, hired as freelance consultant by Leo Burnett and tasked with the brand refresh of the travel company.

## *Agency*

Leo Burnett

As Design Director, working on brand strategy, concept and design development through to the design of the Tui Playbook and updated guidelines. Building all brand assets and brand guidelines. This included working directly with the team at Leo Burnett and Tui.

## *Category*

Brand strategy

Brand refresh

Brand Guidelines

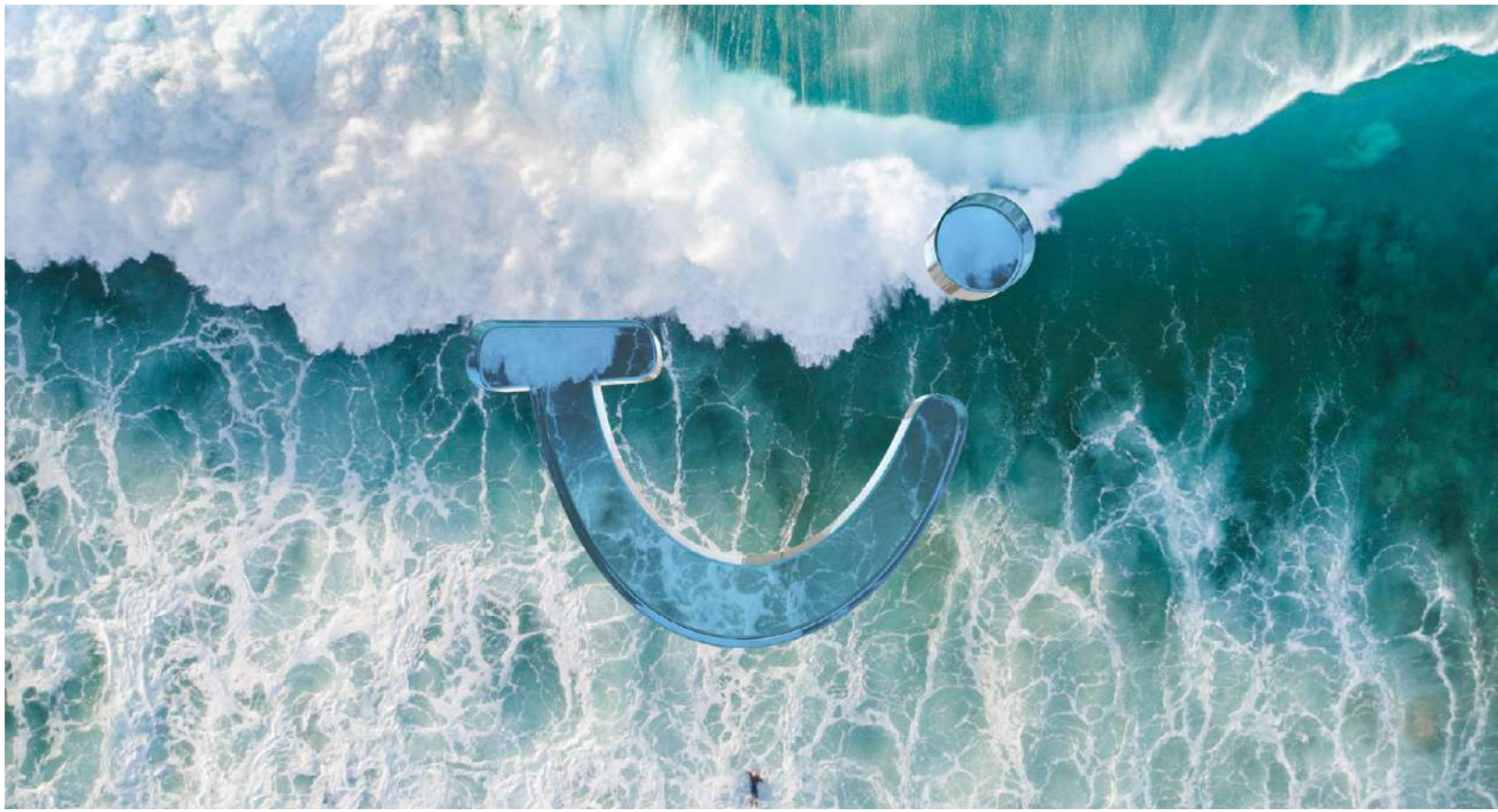
Touchpoints

Motion/Animation

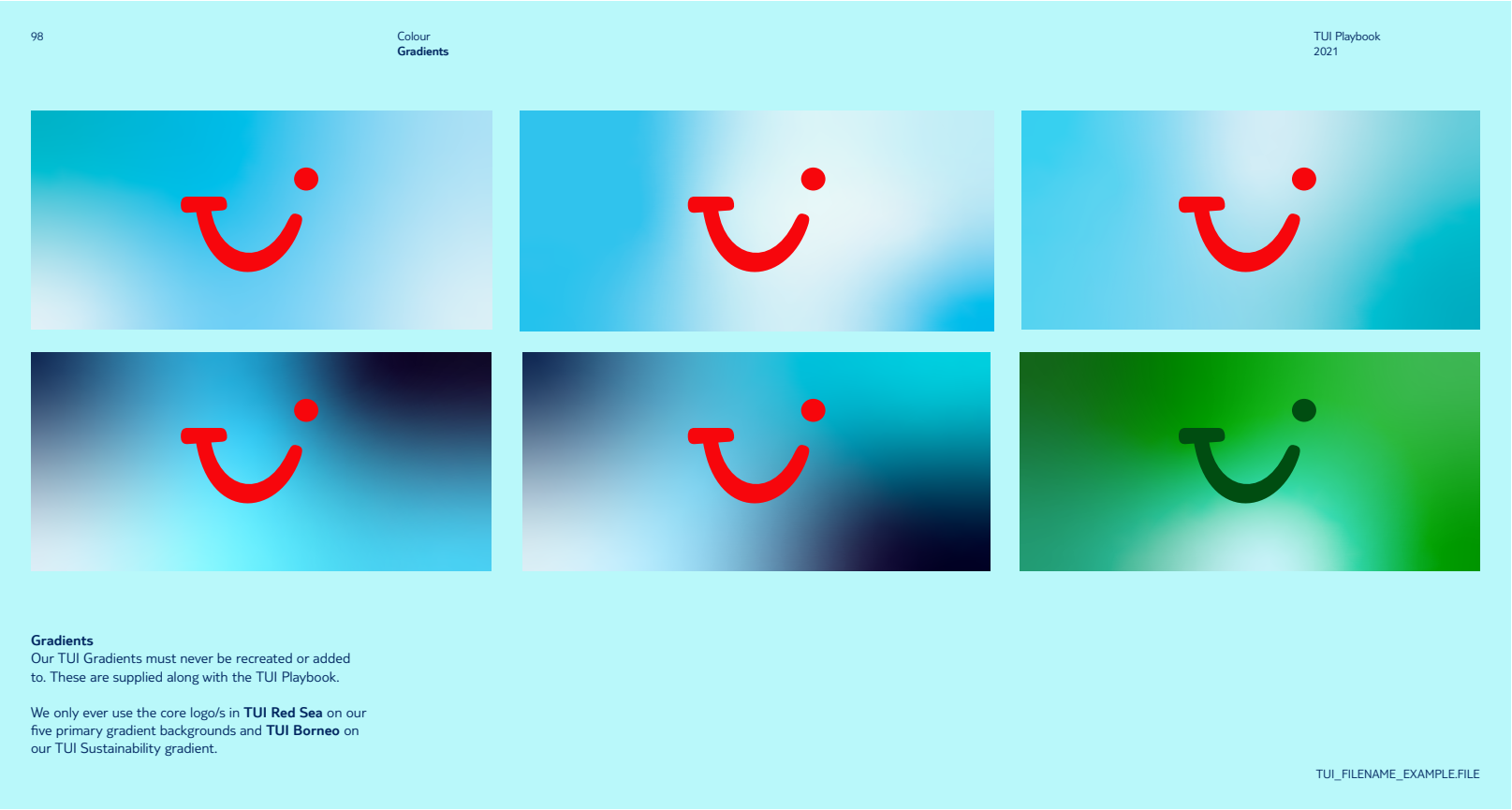
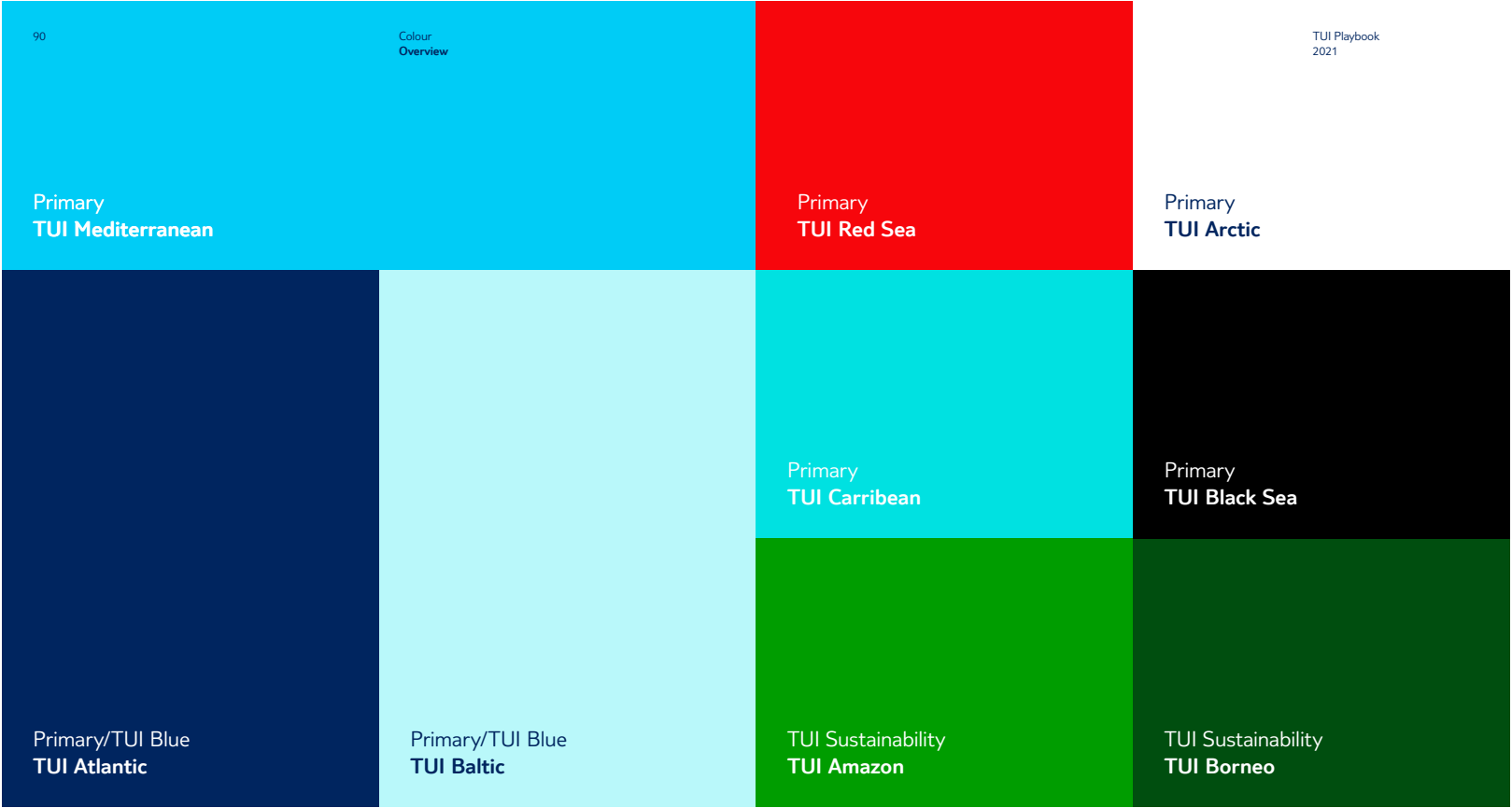
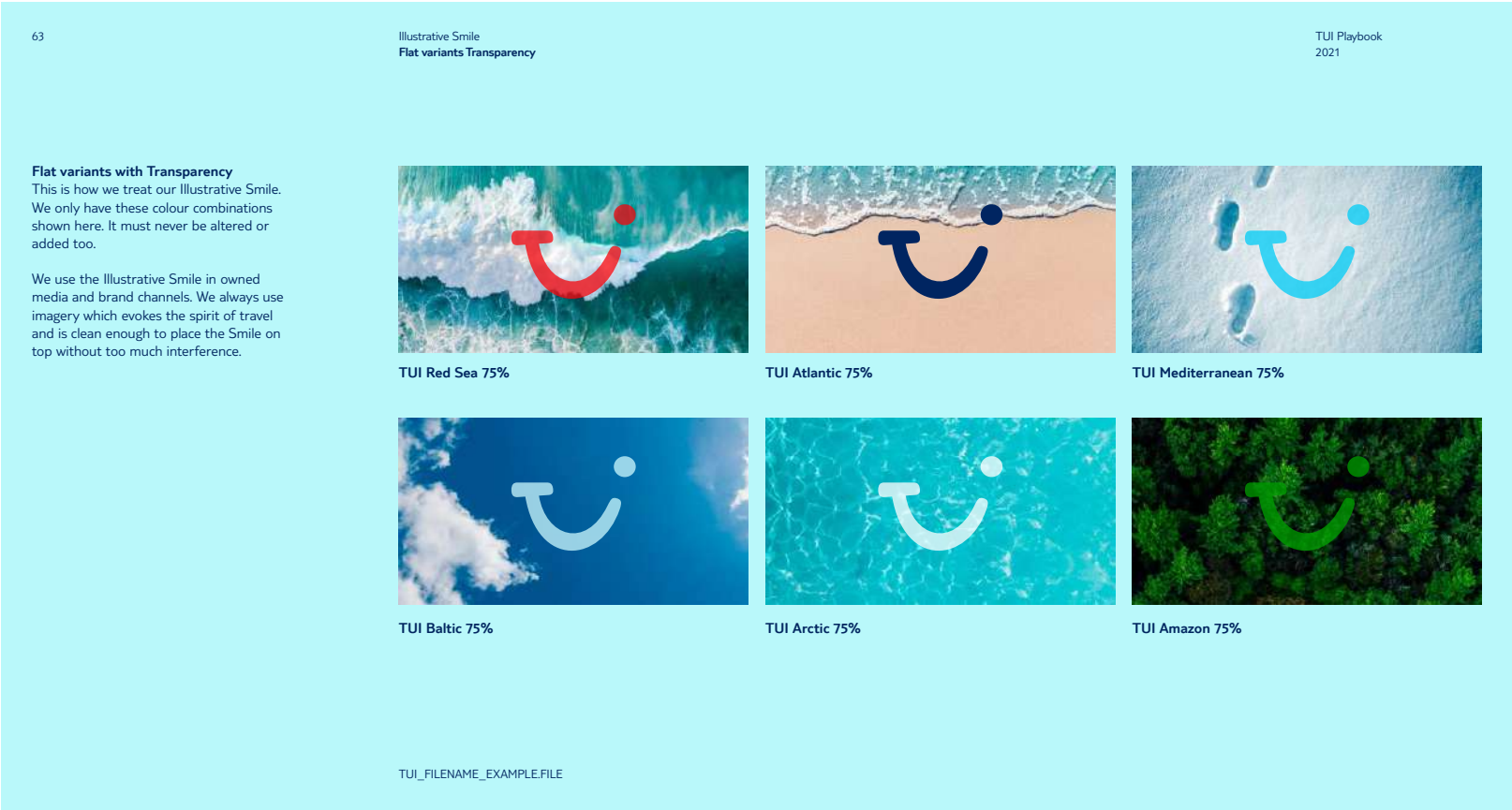
Role:

Designer / Design Director















*Client*

AirHelp (Insurance/Travel)

*Agency*

In-house

*Category*

Art direction

Re-brand

Brand Guidelines

Brand strategy

In late 2019, hired as freelance consultant by AirHelp in Berlin and tasked with the re-brand of the airline insurance company.

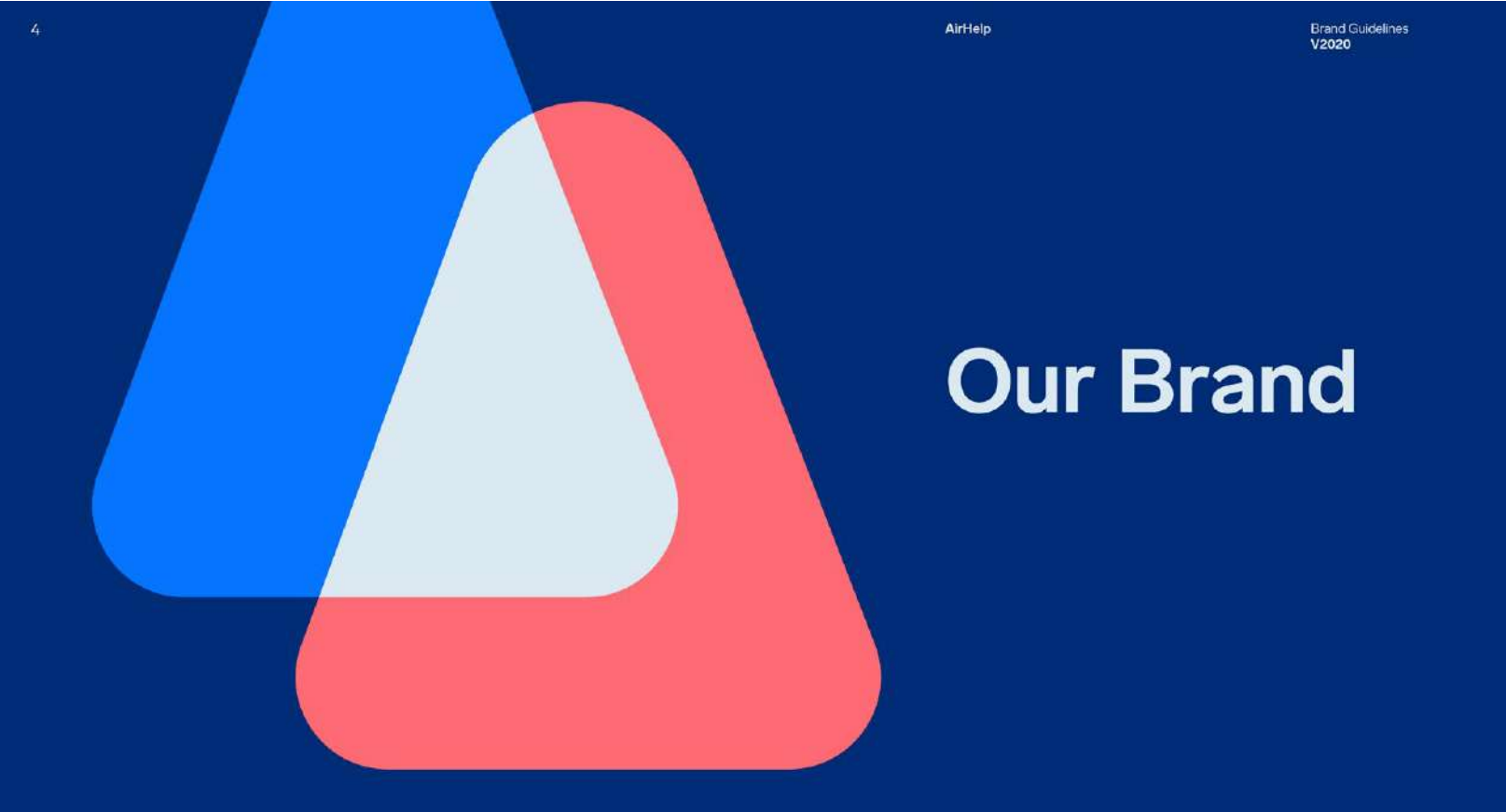
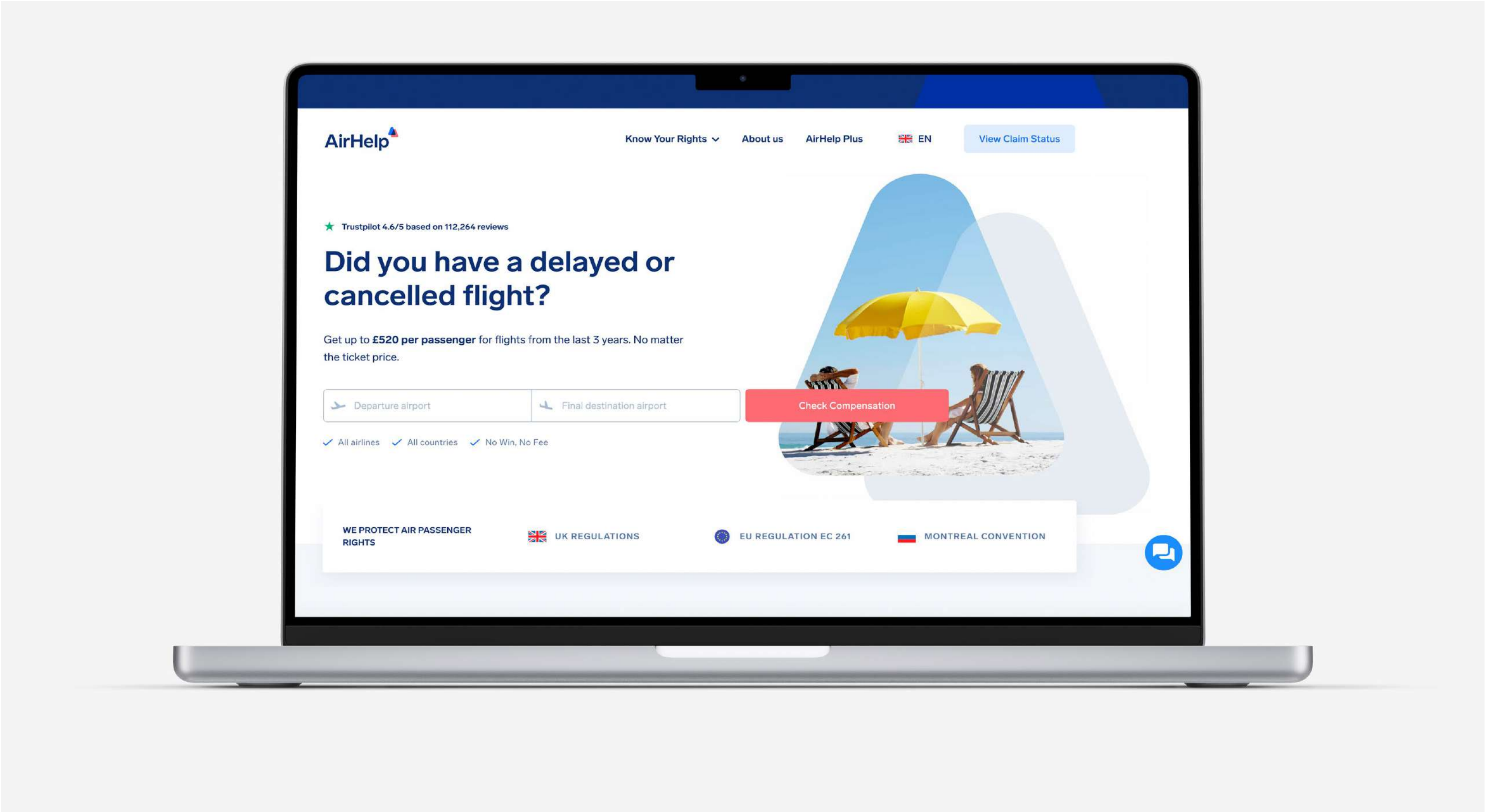
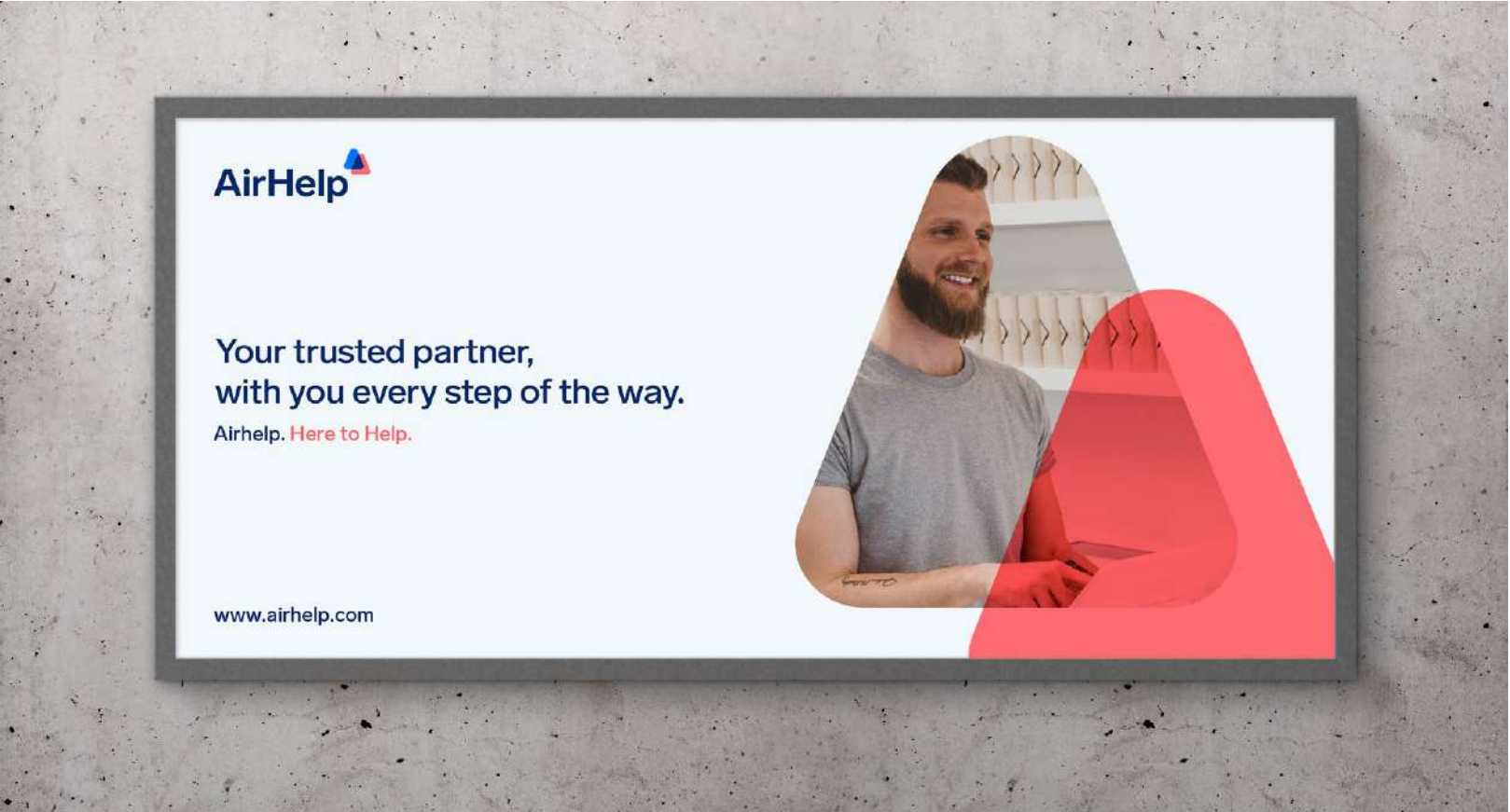
As Design Director, working on brand strategy, concept and design development through to production and launch on-site in Berlin for 4/5 months and building all brand assets and brand guidelines. This included managing various teams within the agency and working directly with the CEO.

The branding created embodies the spirit of AirHelp, It's timeless. Two directional arrows have been created and simplified – from the “A” which represents “AirHelp” and the other represents the “customer” and journey.

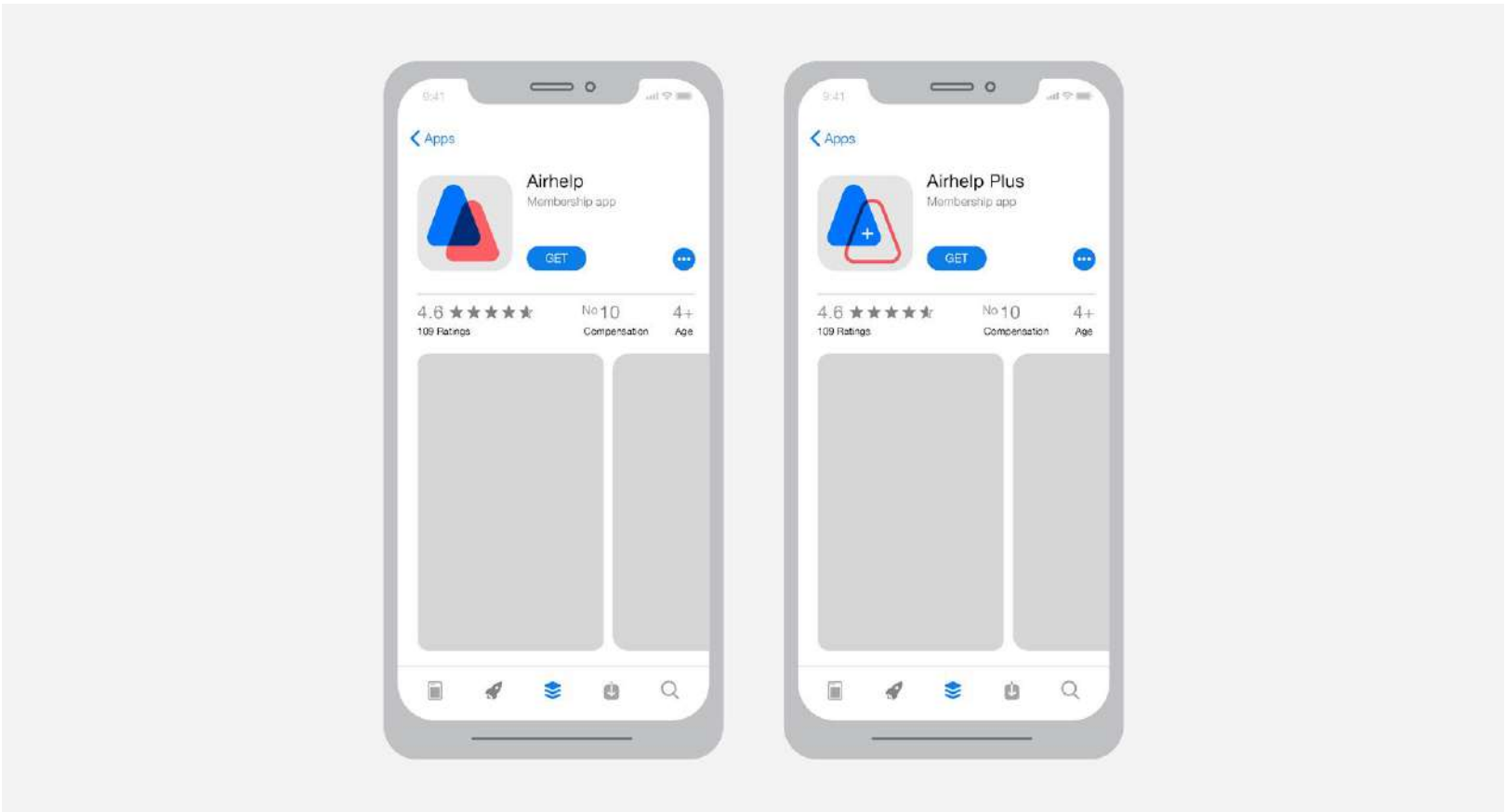
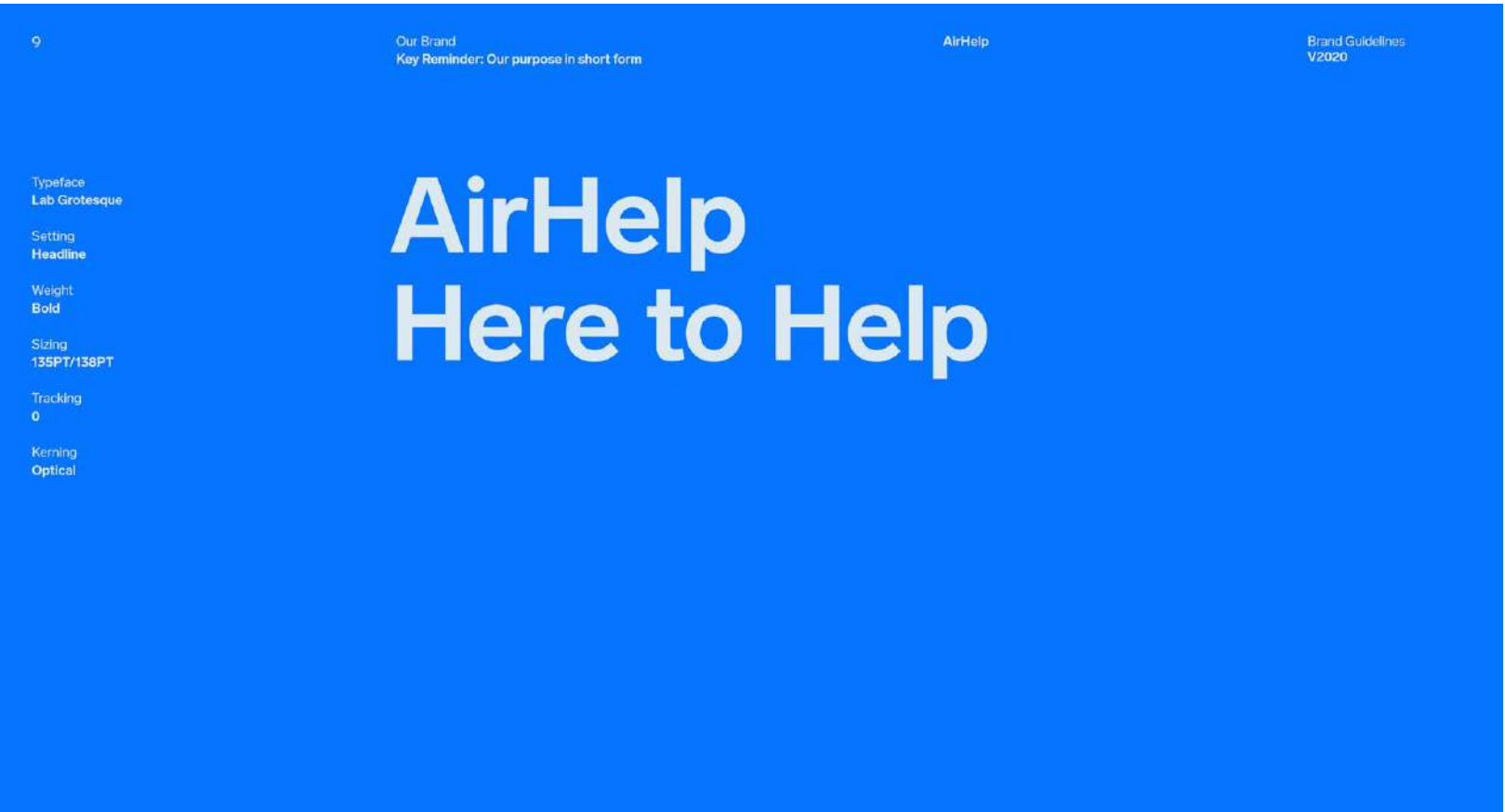
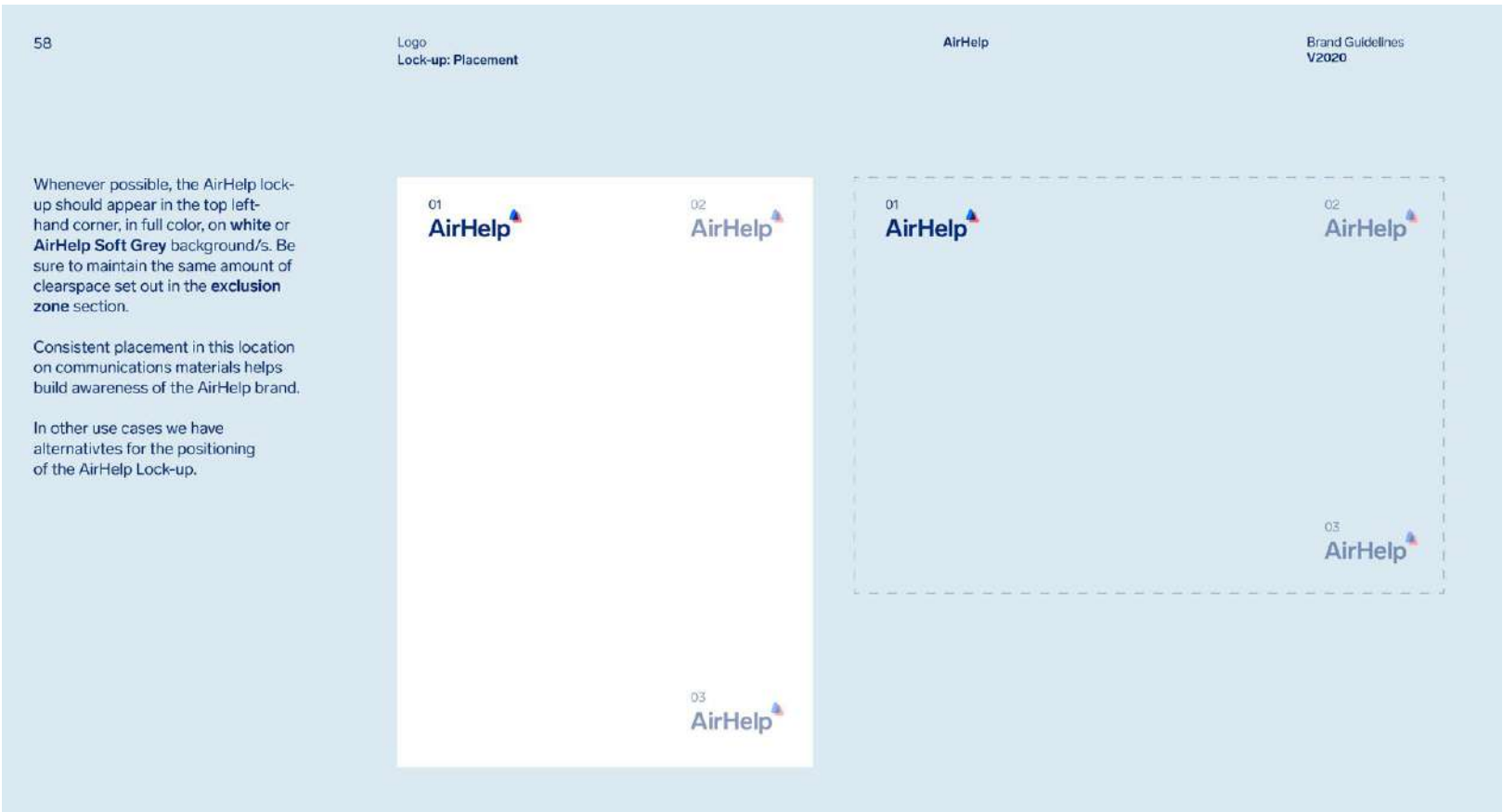
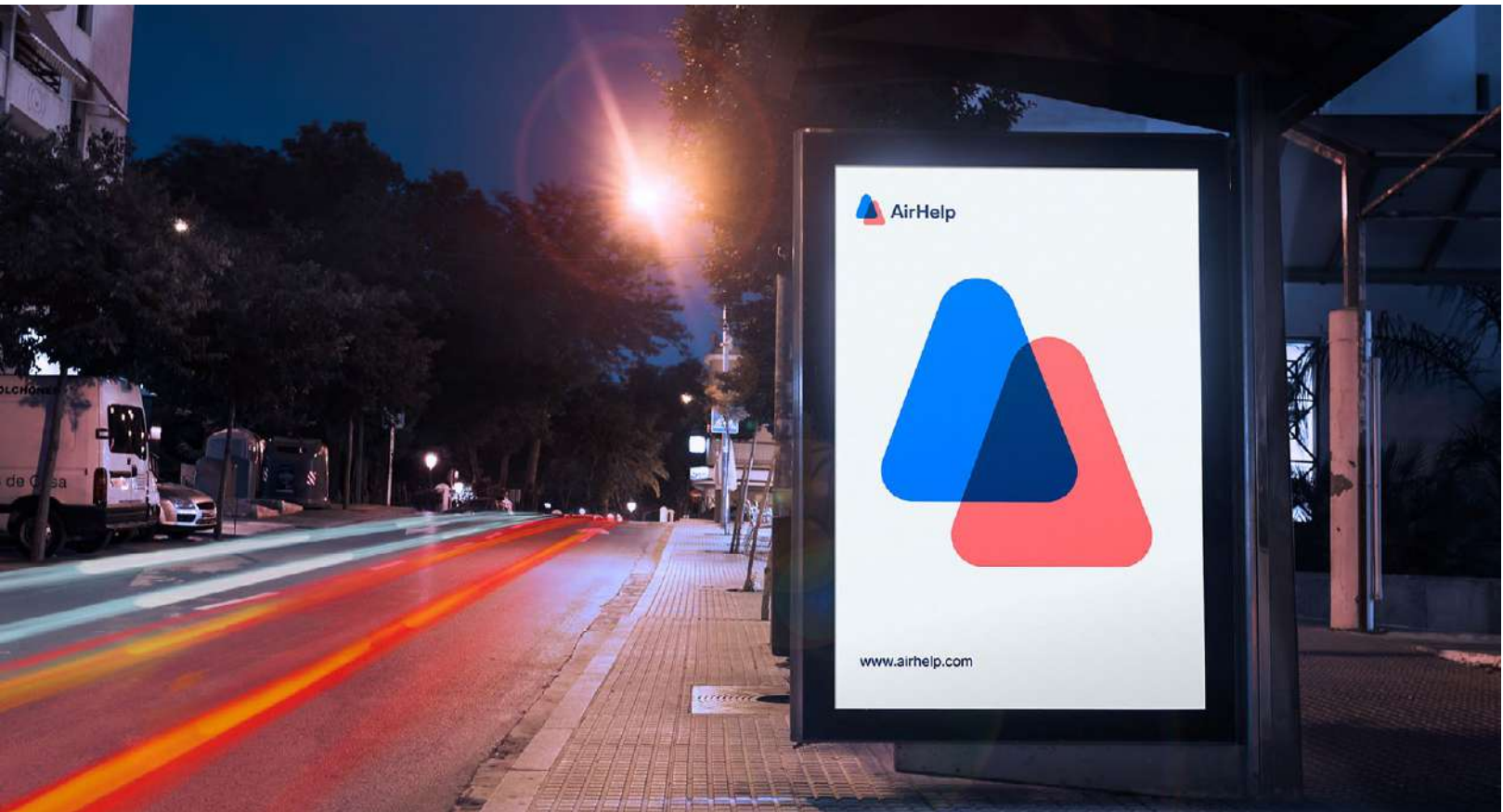
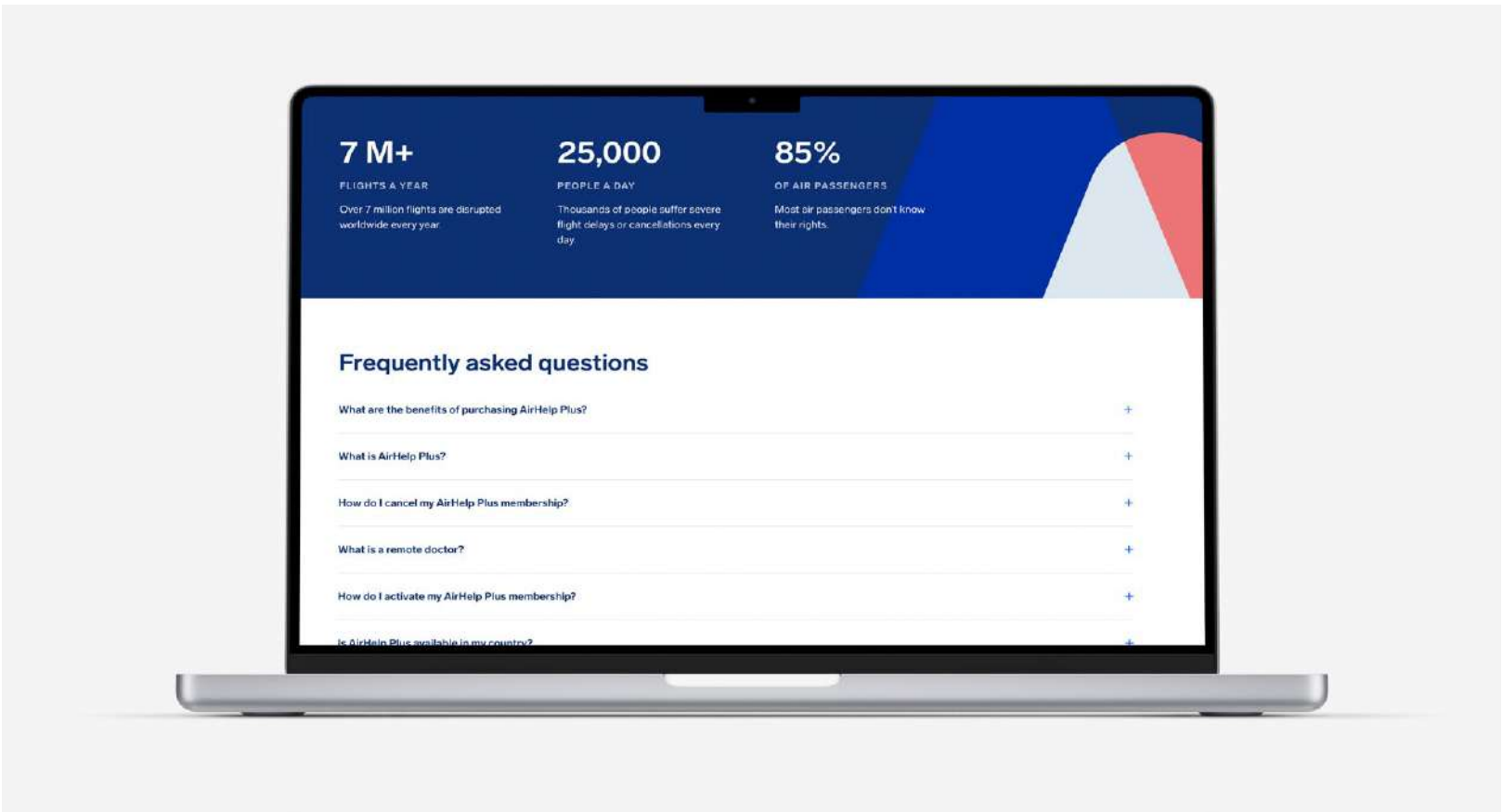
Both point towards the sky. They are future facing and forward thinking. Moving forward together, it embodies their core belief that it's a partnership – dualistic in nature and not simply a transaction. With AirHelp, your trusted partner, you'll never travel alone again.

Role:

Designer / Design Director / Creative Director  
/ Art Director







*Client*

Trade Republic (Fintech/Trading)

In 2021, hired as freelance consultant by Trade Republic in Berlin and tasked with the rollout of their new brand guidelines.

*Agency*

In-house

As Design Director, working on brand strategy, concept and design development through to production and launch remotely between Berlin and London for 4/5 months and building all brand assets and brand guidelines. This included working directly with the team at Trade Republic.

*Category*

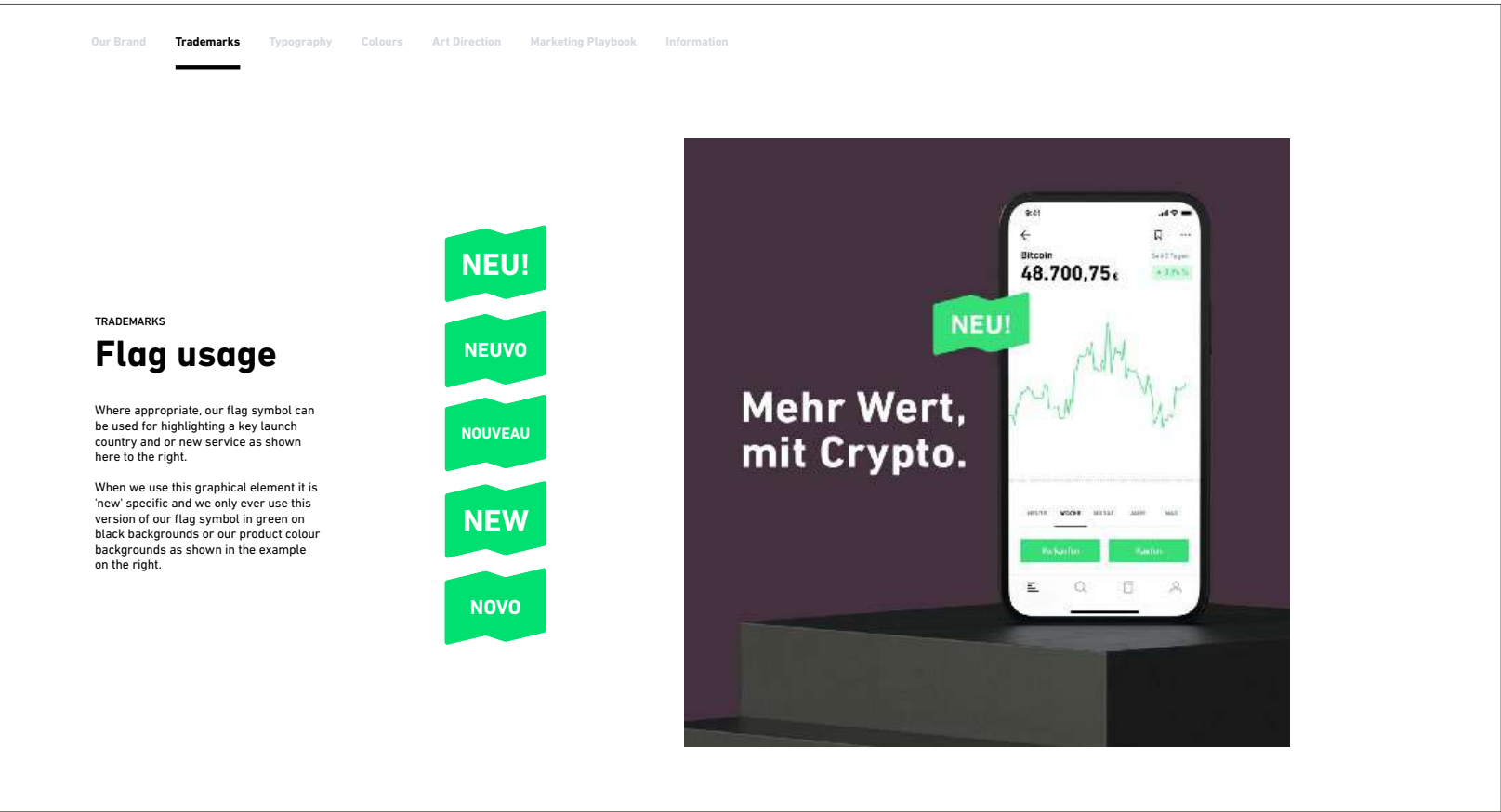
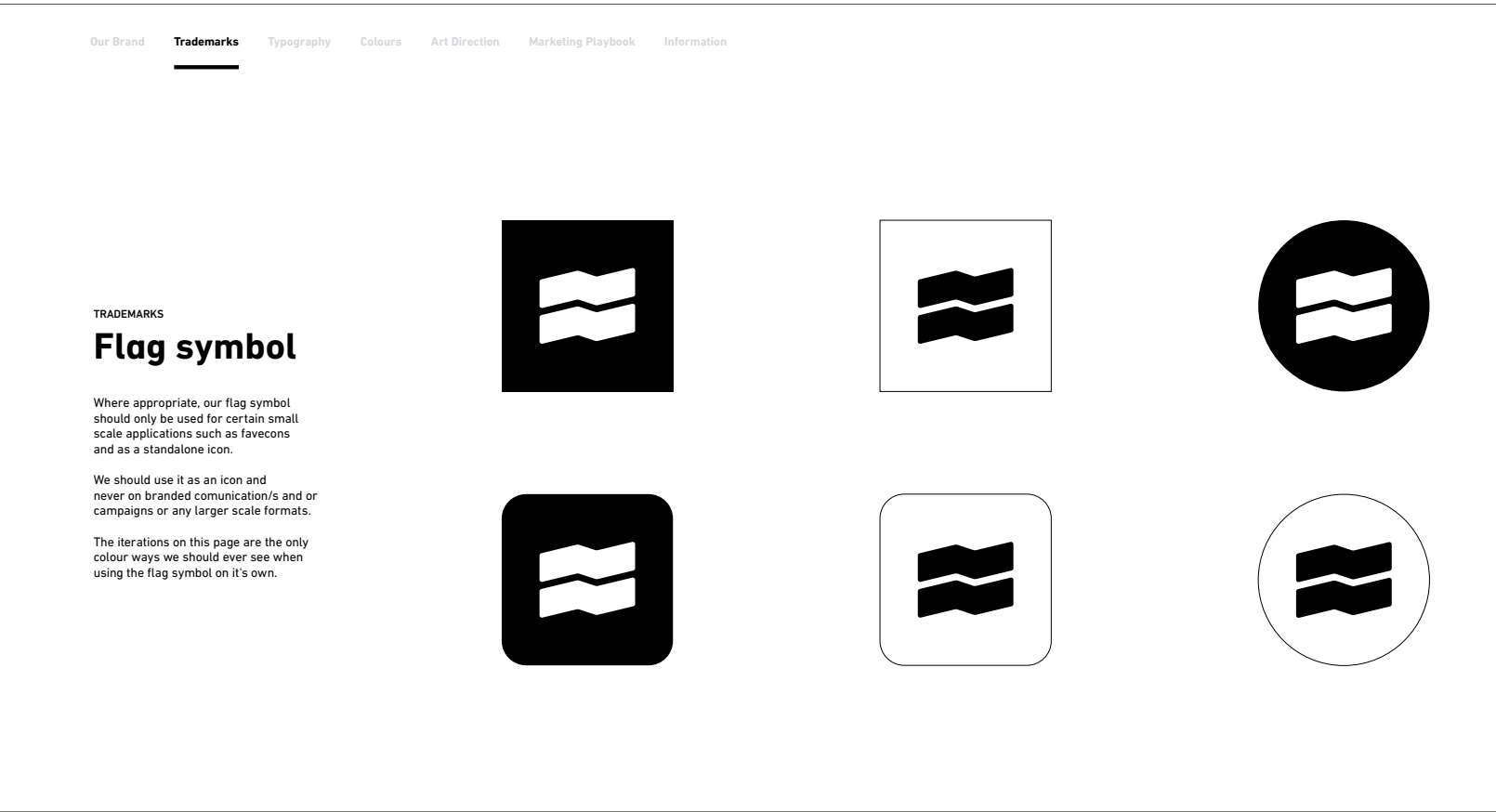
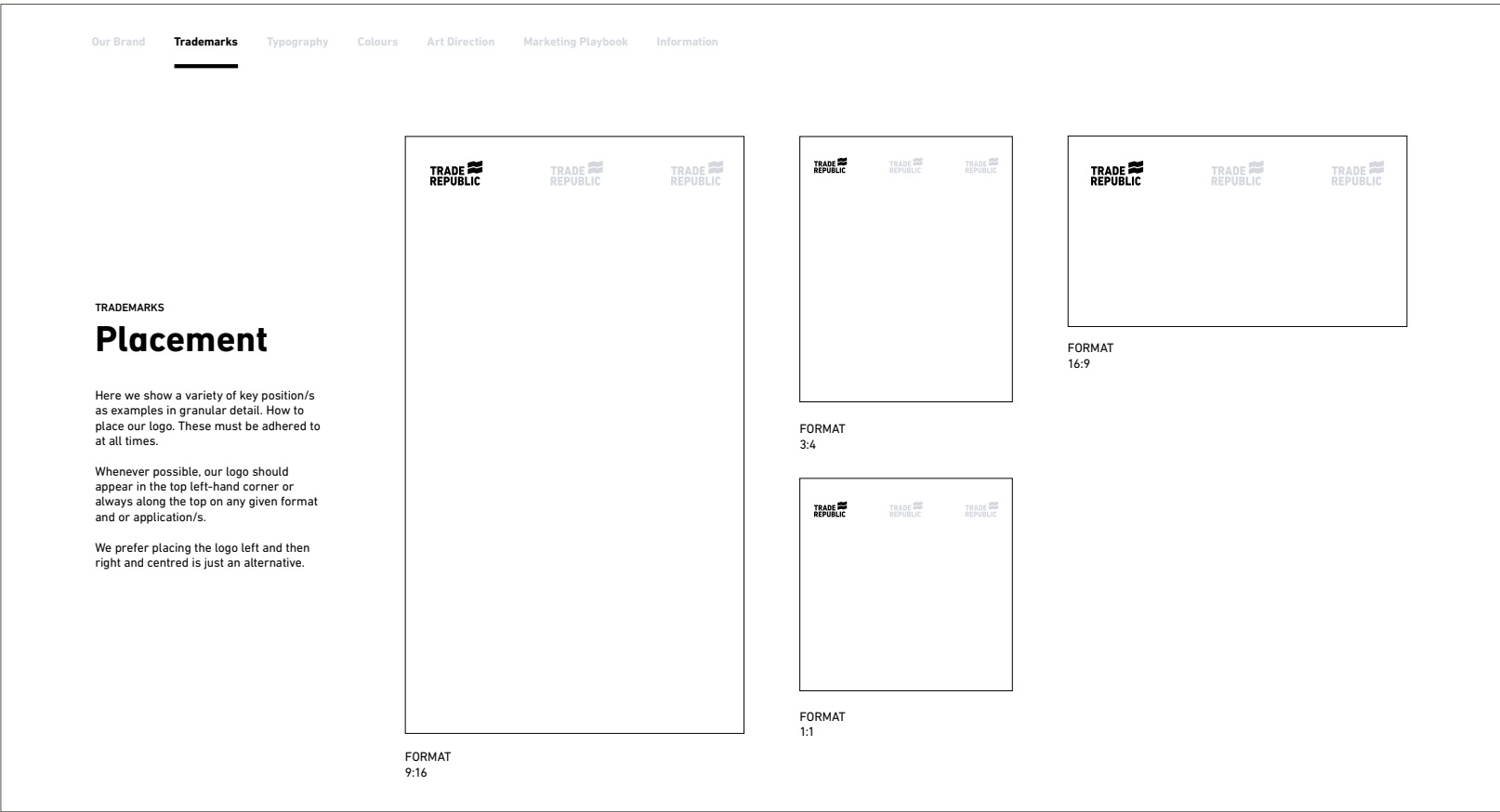
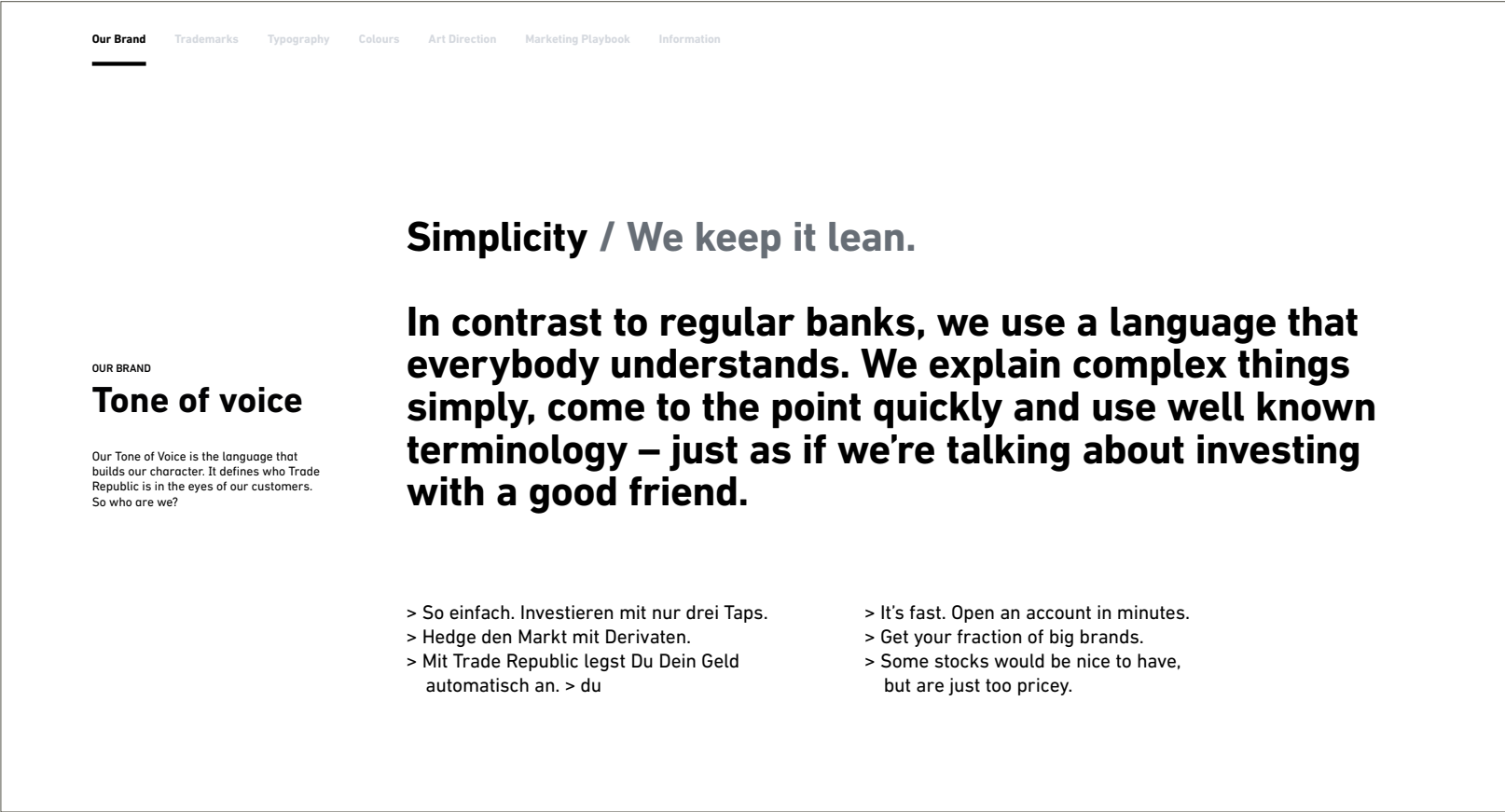
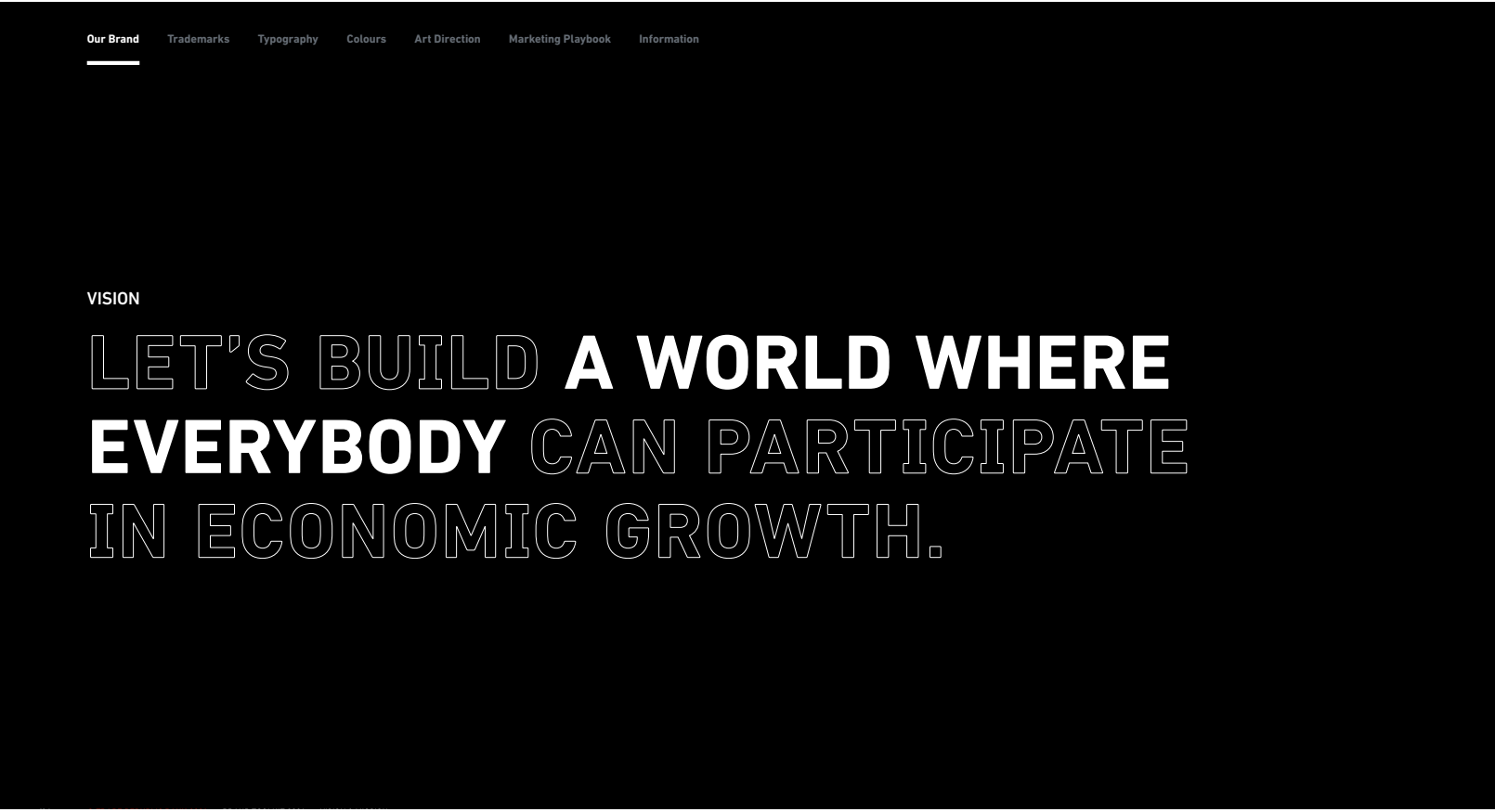
Brand Guidelines

Brand strategy

Role:

Designer / Design Director







Our Brand

Trademarks

Typography

Colours

Art Direction

Marketing Playbook

Information

TRADEMARKS

Partners

The Logo Partner can only be used in white or black, with a line to separate them.

citi

SOCIÉTÉ GÉNÉRALE

HSBC

VISA

Apple Pay

G Pay

Our Brand

Trademarks

Typography

Colours

Art Direction

Marketing Playbook

Information

TYPOGRAPHY

Typesetting

When setting type we have some basic principles and rules to do this so that all of our communications online and offline feel part of the same family.

Leading: 0%  
Tracking: 0  
Kerning: Optical  
Alignment: Left aligned

Our Brand

Trademarks

Typography

Colours

Art Direction

Marketing Playbook

Information

ART DIRECTION

3D Imagery

As part of our communications we can use our 3D based imagery for showcasing our app and our products.

This is always set on black backgrounds as shown here for top level brand communications.

TRADE REPUBLIC

TYPOGRAPHY

Our Brand

Trademarks

Typography

Colours

Art Direction

Marketing Playbook

Information

COLOURS

Product

Each product has a specific colour. Usually the colour is used in the background of the products. When we use the colour background, the typography must be white.

	TR SAVINGS PLANS	TR STOCKS & ETFs	TR DERIVATIVES	TR CRYPTO
CMYK	27 / 83 / 74 / 25	84 / 42 / 0 / 0	90 / 38 / 73 / 38	66 / 72 / 49 / 57
RGB	354 / 59 / 23	39 / 180 / 125	0 / 87 / 68	57 / 50 / 61
HEX	99381C	27A4FF	005746	43323D

Our Brand

Trademarks

Typography

Colours

Art Direction

Marketing Playbook

Information

ART DIRECTION

3D Imagery

As part of our communications we can use our 3D based imagery for showcasing our app and our products.

This is always set with our black 3D elements on our product colour backgrounds as shown here in these examples.

Our Brand

Trademarks

Typography

Colours

Art Direction

Marketing Playbook

Information

TYPOGRAPHY

DIN LT Pro

The robust DIN LT Pro is our typeface across all communications, online and off, creating instant brand recognition.

It is highly legible and can translate well across all platforms and devices, in bold, it's headlines have true stopping power.

DIN LT

PRO/

Our Brand

Trademarks

Typography

Colours

Art Direction

Marketing Playbook

Information

TYPOGRAPHY

Hierarchy

Regardless of platform and application any and all typography must be adhered to when setting it.

Here we show headings along with secondary lead paragraphs.

Eine Million Kunden

Danke, dass Du Teil der Republic bist.

Eine Million, für uns erst der Anfang.

Noch viel mehr Menschen sollten ihr Geld für sich arbeiten lassen – deshalb gibt es Trade Republic bald in noch mehr Ländern Europas!

Our Brand

Trademarks

Typography

Colours

Art Direction

Marketing Playbook

Information

MARKETING PLAYBOOK

CTAs

Our CTAs should always appear as per our instructions here and must never be recreated and/or edited in any other way but what is outlined here.

We use an arrow followed by a call to action with and without a bounding box.

Creation

On screen our arrow device must never appear smaller than 15 px or larger than 20 px squared on any given format and the call to action text aligns on the baseline and the ascender height or cap height. Centre arrow and text into bounding box.

Always use TR Orange or TR White for our arrow device and vice versa.

*Client*

Snoop (Fintech start-up)

*Agency*

The & Partnership

*Category*

Branding

Brand Guidelines

Brand strategy

App

Motion/Animation

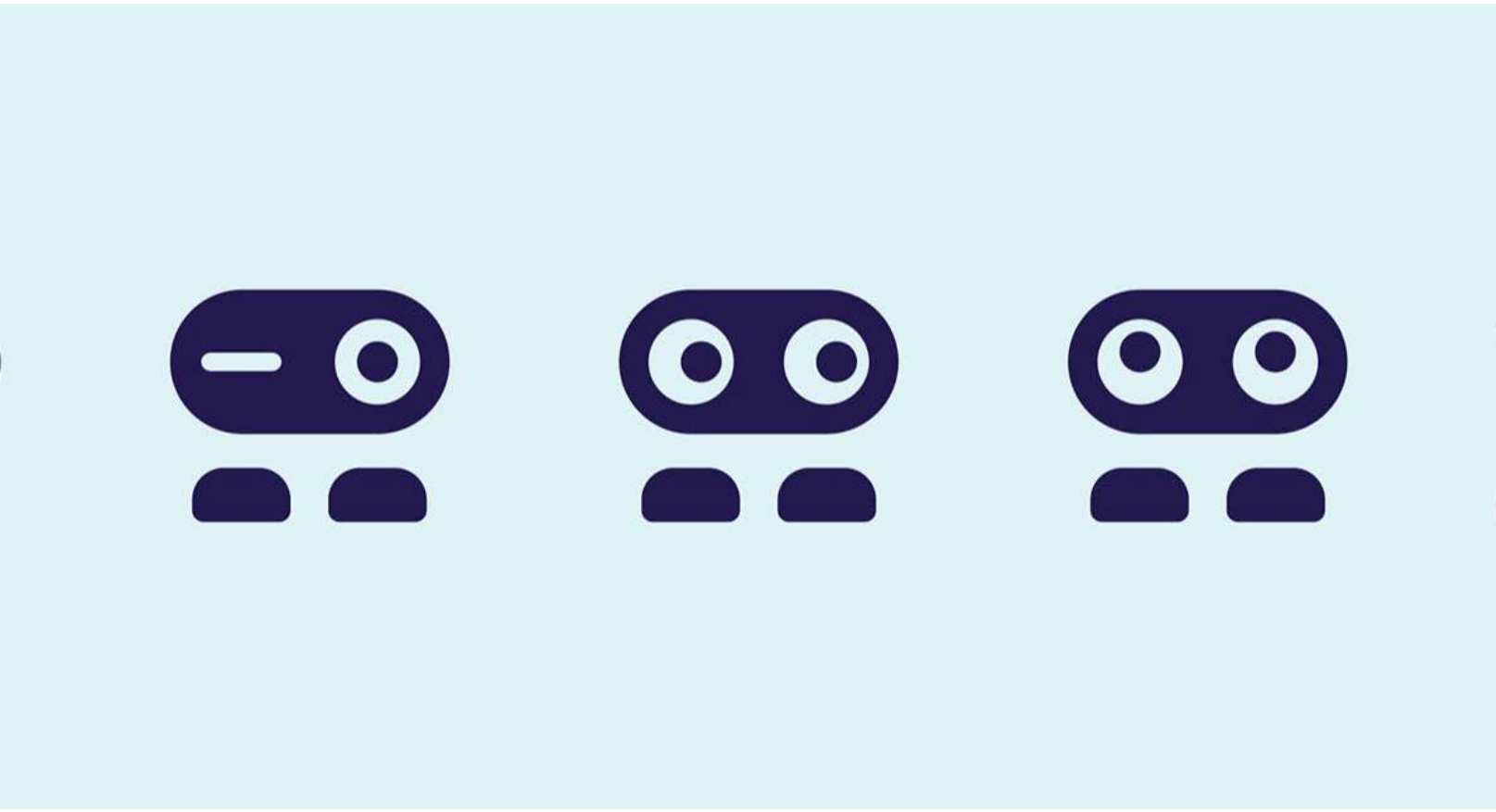
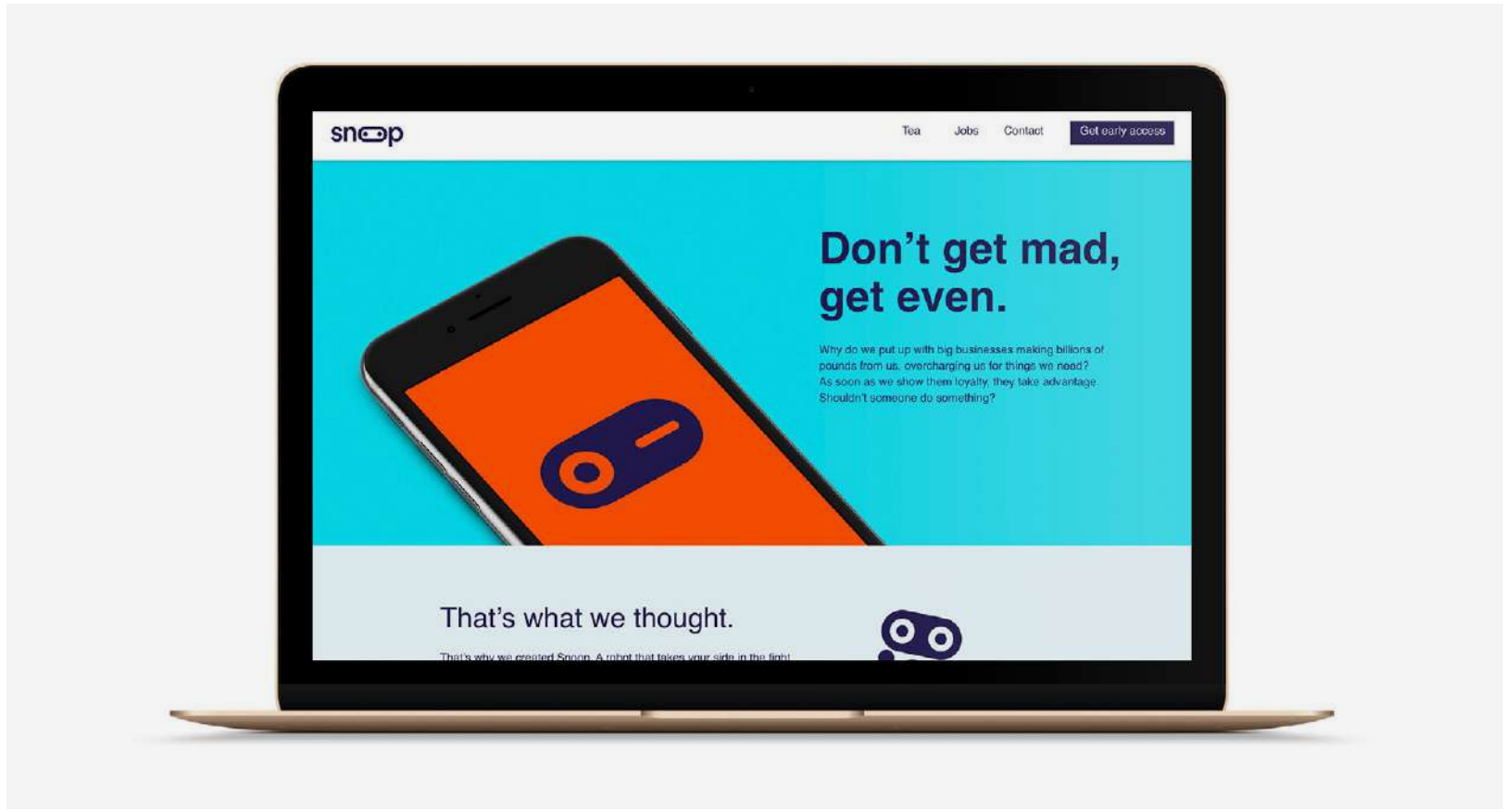
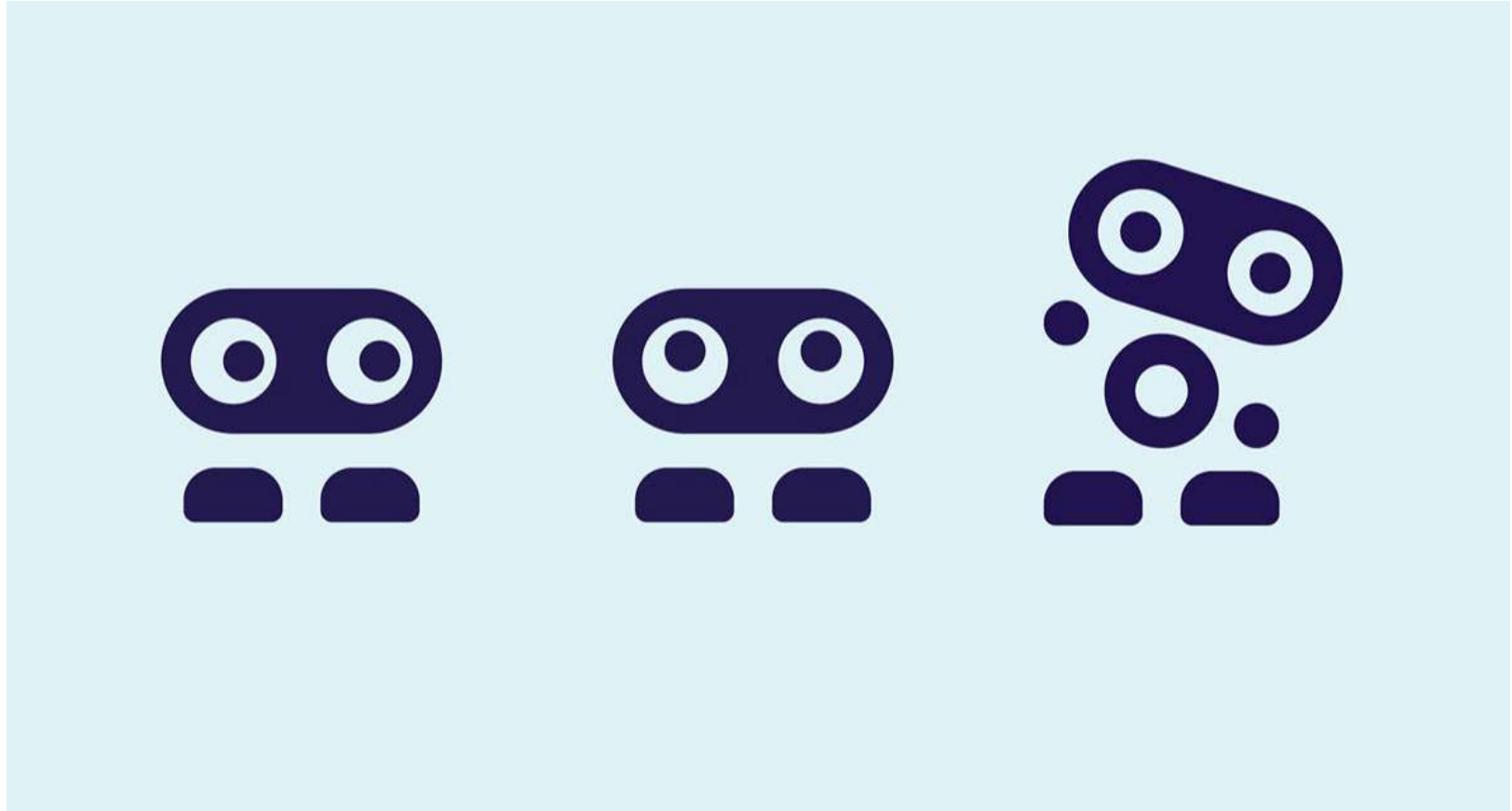
Hired by The & Partnership as a freelance Design Director to work on brand strategy, concept and design development of fintech start-up Snoop.app from the ex CEO of Vrgin Money, Jayne-Anne Gadhia. Working for around 7/8 months on building all brand assets and brand guidelines for the product launch. This included managing various teams at Snoop and within the agency and working directly with the Executive Creative Director Dan Beckett at The & Partnership.

We created a character that 'Snoops' around for the best deals and checks that all your banking, bills and needs are met.

The character comes to life in app and on social and is born from the double "oo" in the "snoop" bespoke logotype. Work carried out in 2019.

Role:  
Designer / Design Director

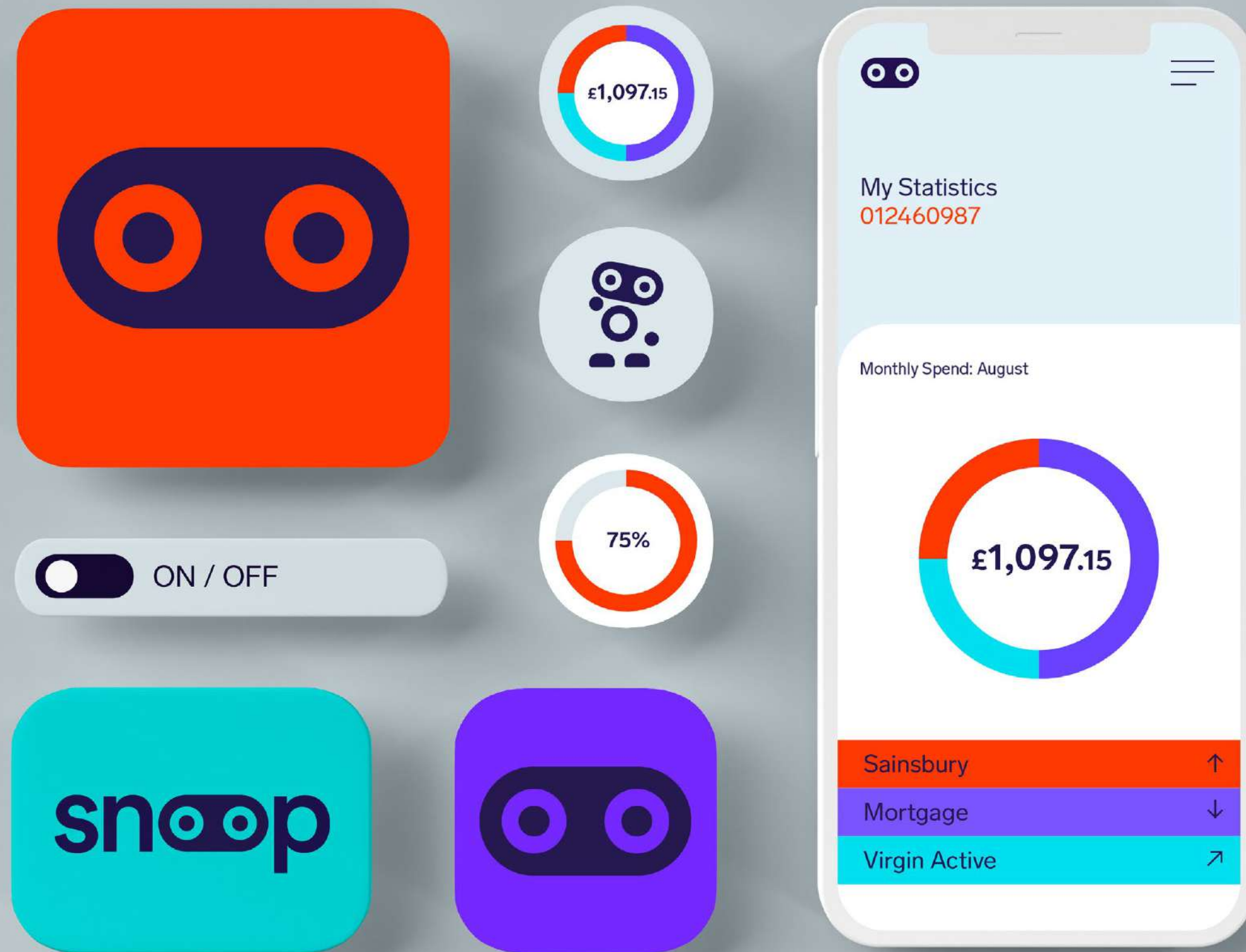






# Nice Robot.

Snoop's a new kind of app.



# Hell Yeah!

Snoop's a new kind of app,  
designed to save you money.

snoop.app



*Client*

Hyundai (Automotive)

*Agency*

Fitch

*Category*

Branding

Brand strategy

Typeface design

Naming

(Work in progress)

Hired by Fitch as a freelance Design Director to work on brand strategy, concept development and design of Hyundai's future facing EV Brand.

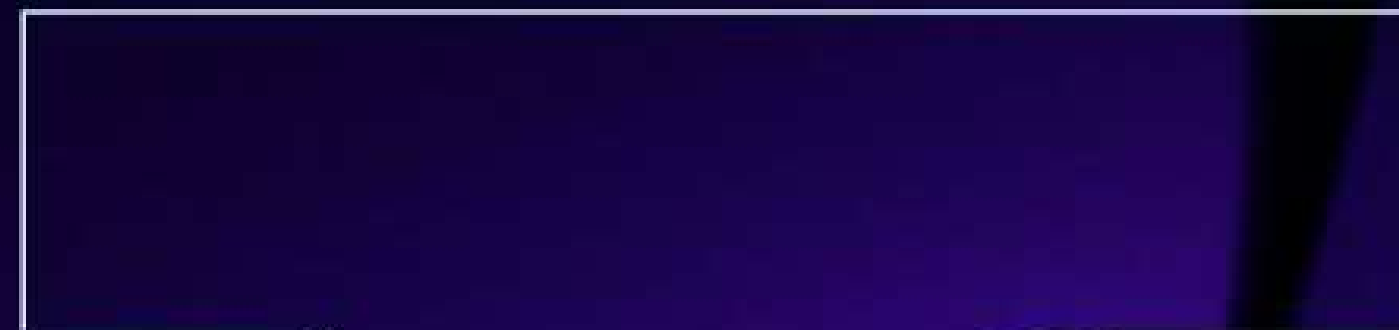
Led by intelligent and provocative strategy we wanted to embrace Hyundai's South Korean roots while building a global brand with a very global appeal.

We centred this around a new bespoke typeface evoking the playful, creative and edgy aspects of "k-pop" culture – Injecting the spirit of South Korean youth while creating a fusion with global international english and a distinct yet subtle dash of South Korean flavour. Work carried out in 2018.

Role:

Designer / Design Director

HYUNDAI

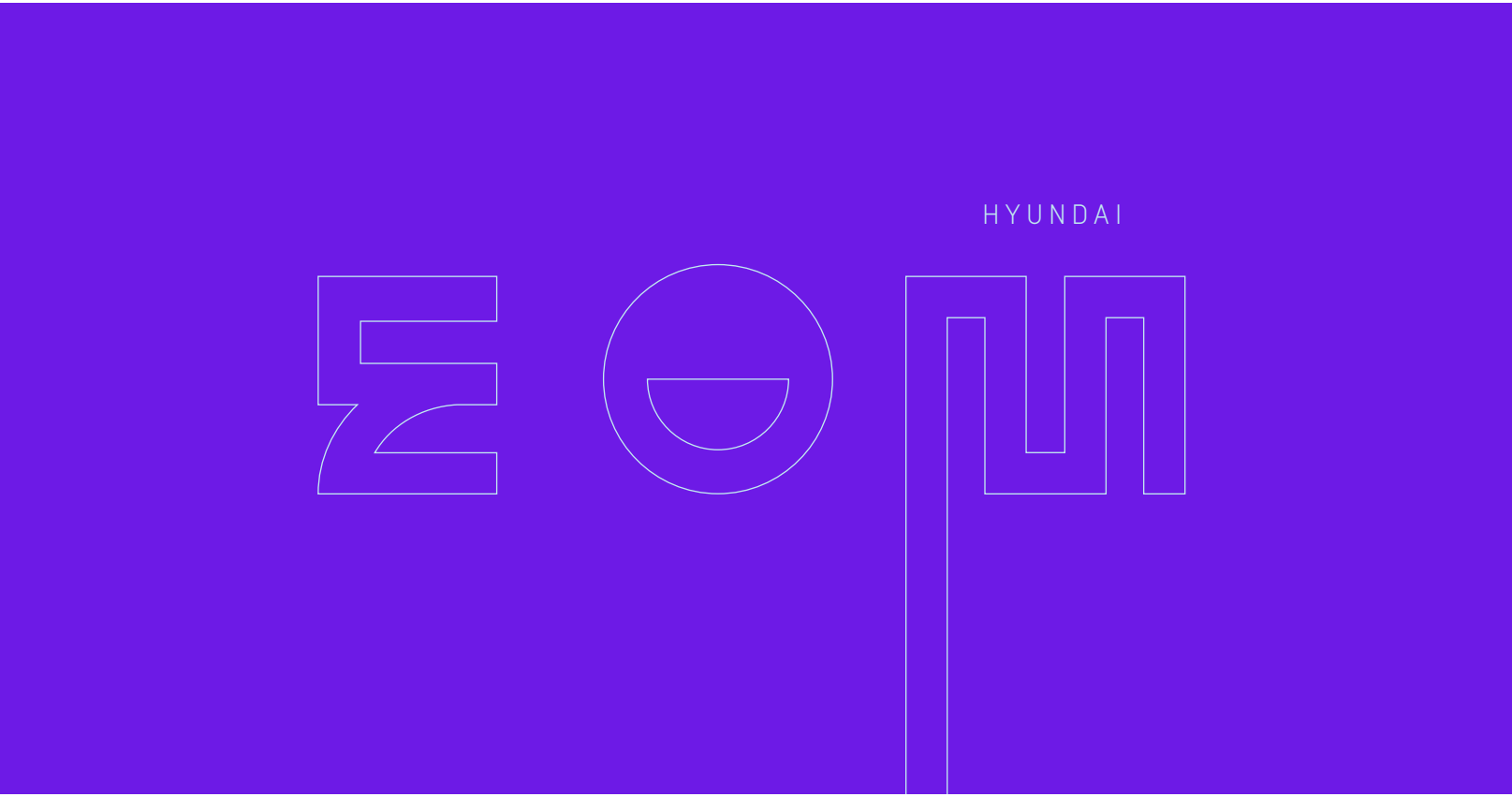
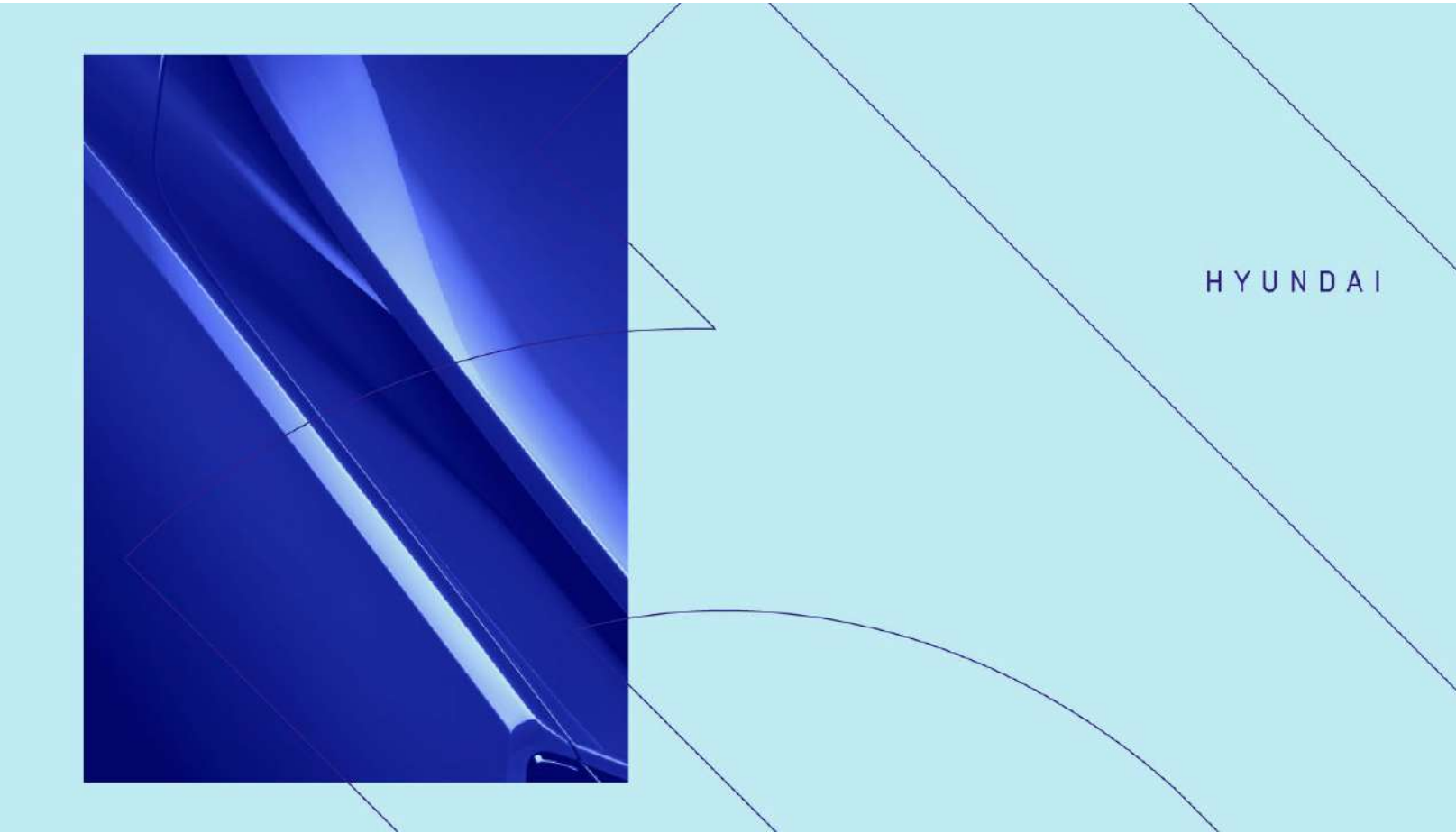
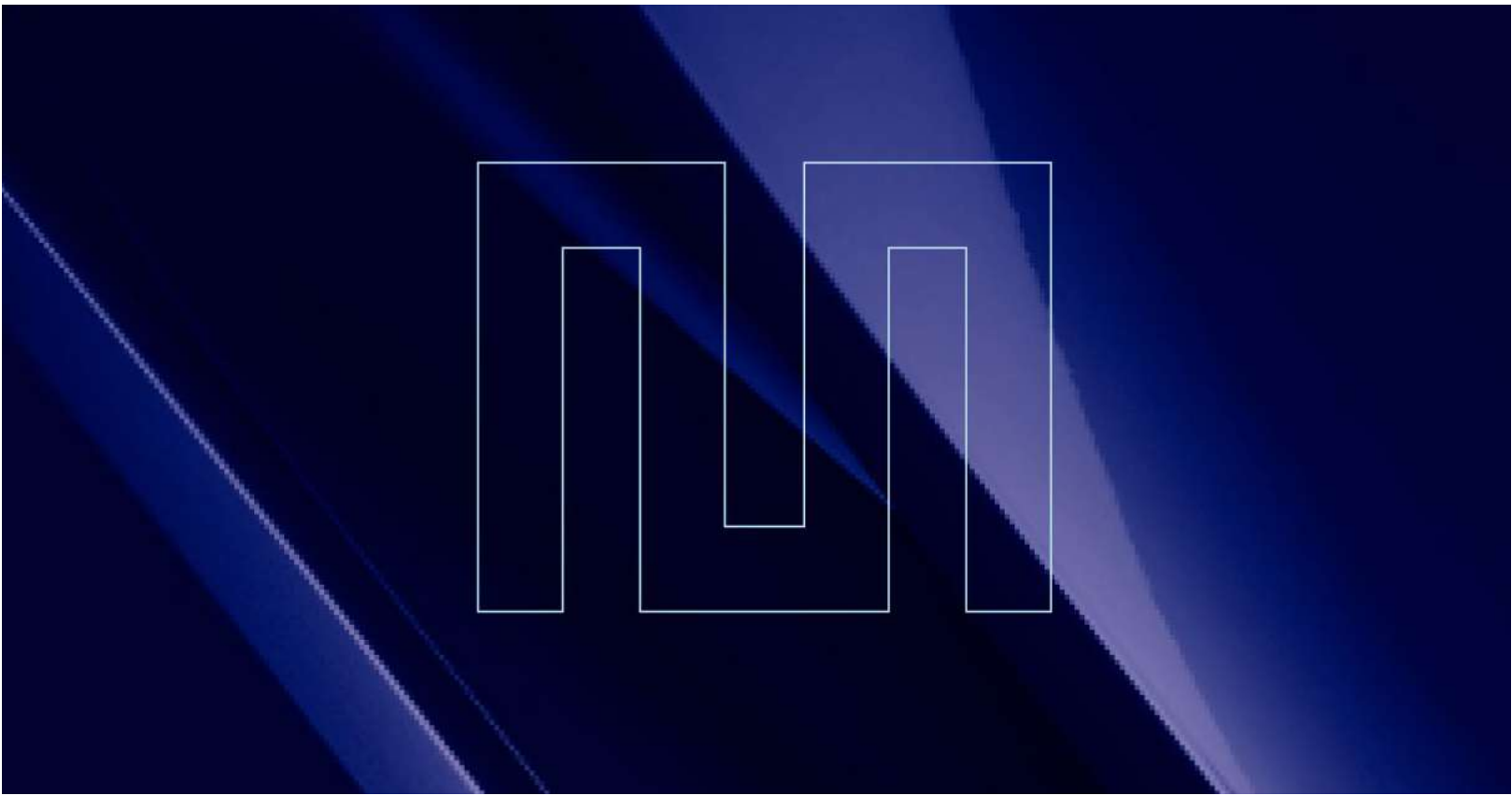




E O W

TYPEFACE

A B C D E F G H I J  
K L M N O P Q R S T  
U V W X Y Z





*Client*

Google Cloud (Tech)

Hired by Brandfuel to create the logo and event branding for Google Cloud's yearly pop-up and participation at The World Economic Forum in Davos, Switzerland.

*Agency*

Brandfuel

Designed and launched in late 2018.

Role:

Designer / Design Director / Art Director

*Category*

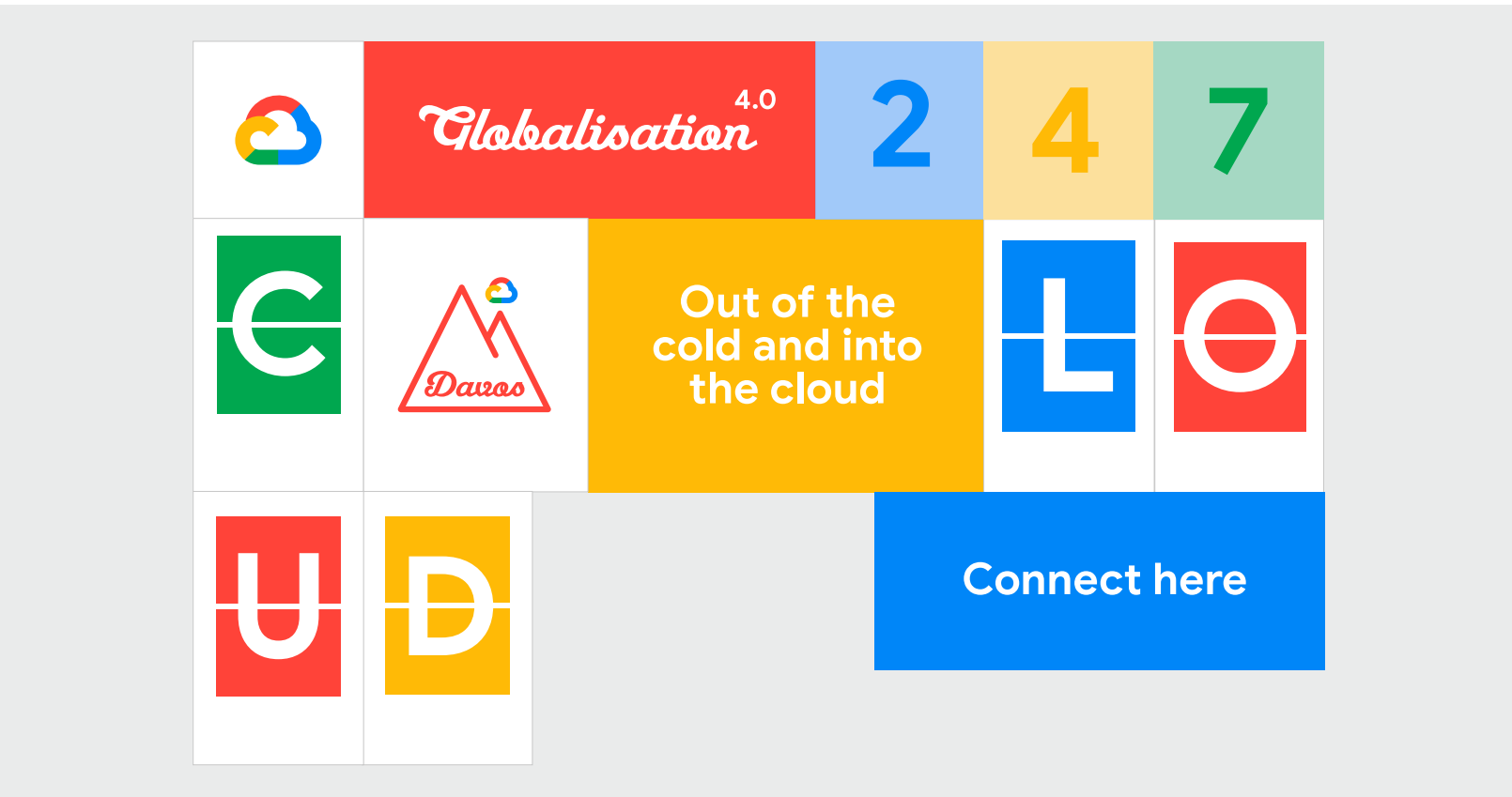
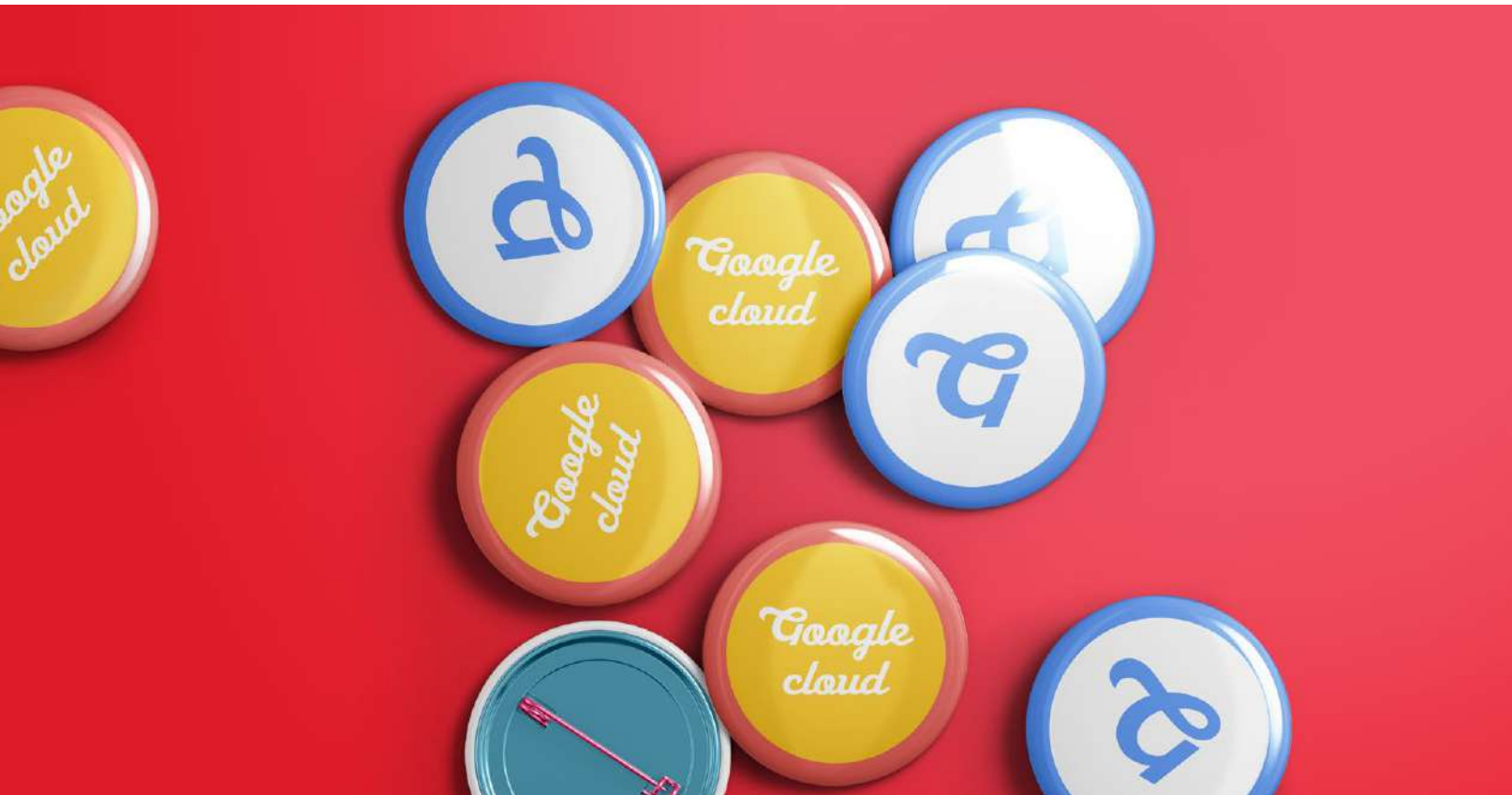
Logo

Event Branding: World Economic Forum

Touchpoints













*Client*

BMW (Automotive)

*Agency*

Jack Morton Worldwide

*Category*

Logo

Event Branding

Touchpoints

The BMW Retailer of the Year Awards (ROTY) is an in-house awards for employees.

Using the BMW roundel and creating a modern and contemporary Identity inspired by Spotlight and Lisbon: The City of Light.

When we break apart the four parts of the BMW marque as singular entities it references a prism of light and spotlight illuminating it's subject — in this case the ROTY awards and winners.

The typeface 'Flama' chosen was been designed in Lisbon by Portuguese type designer Mário Feliciano of Feliciano Foundry, further enhancing this concept. Work carried out in 2019.

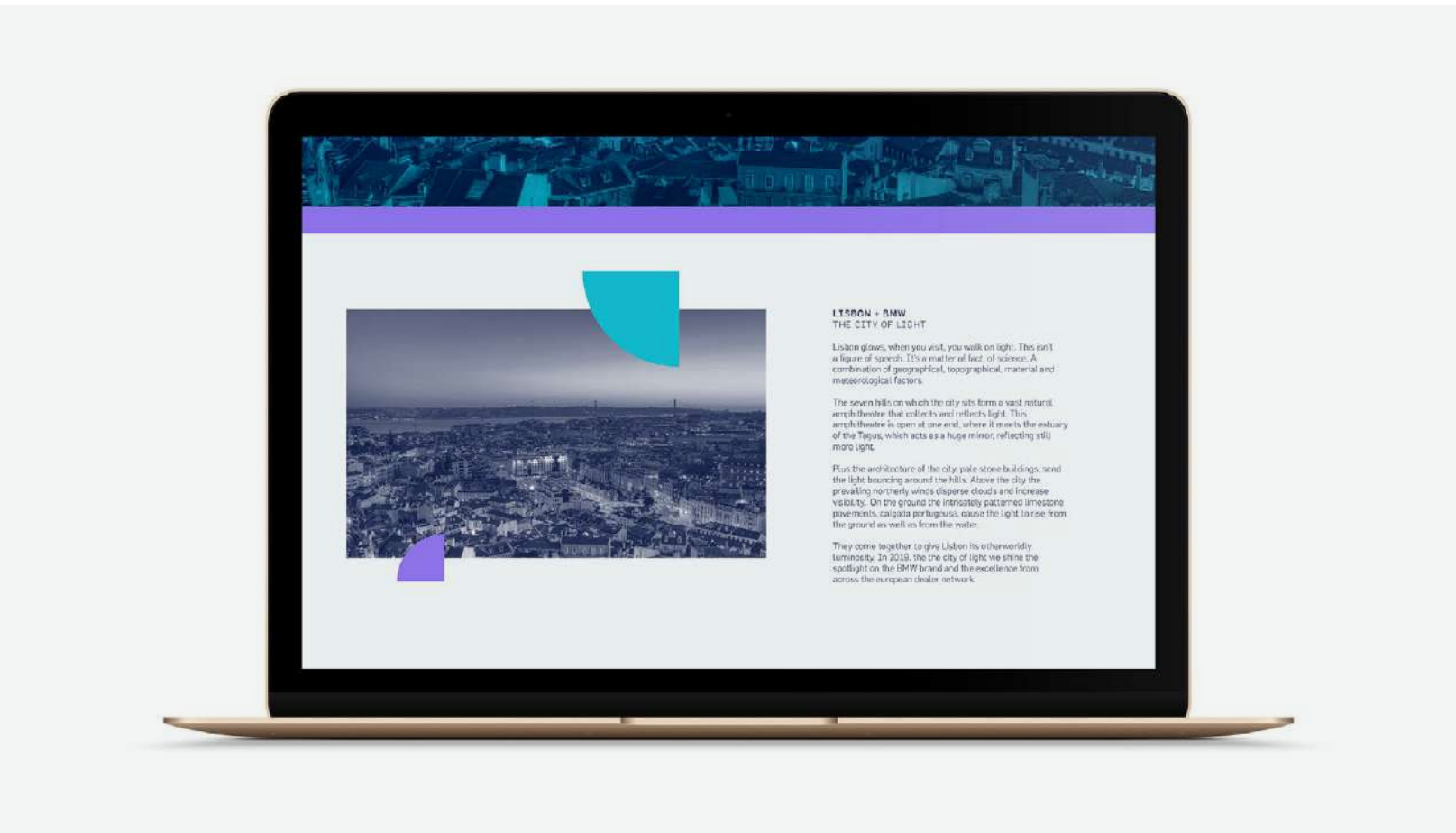
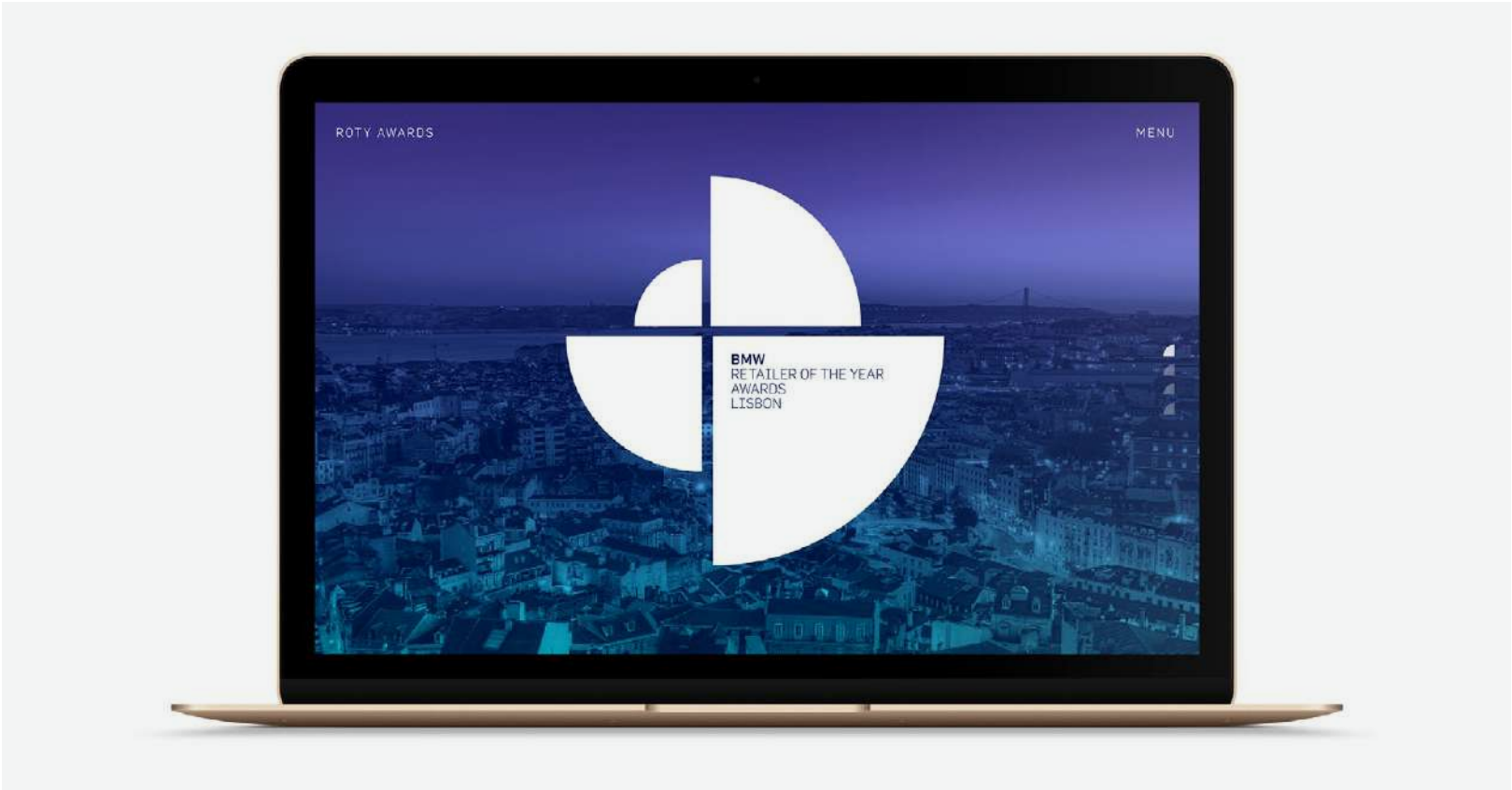
Role:

Designer / Design Director











*Client*

The Croc (Creative agency)

*Agency*

RM&CO

*Category*

Art direction

Re-brand

Brand Guidelines

Brand strategy

Naming

Motion/Animation

In late 2020, commissioned by 30-year-old agency The Crocodile in London who tasked me with the re-brand of the B2B marketing agency in collaboration with in-house Creative Director Nick Watmough. As Design Director – working on brand strategy, concept and design development through to production and launch for 5/6 months and building all brand assets and brand guidelines. This included managing various teams within the agency and working directly with the CEO and Founding partners.

Straight from The Croc's mouth. The tone of voice is the essence of the brand. It's Fierce Thinking distilled, signaling who they are and what they stand for.

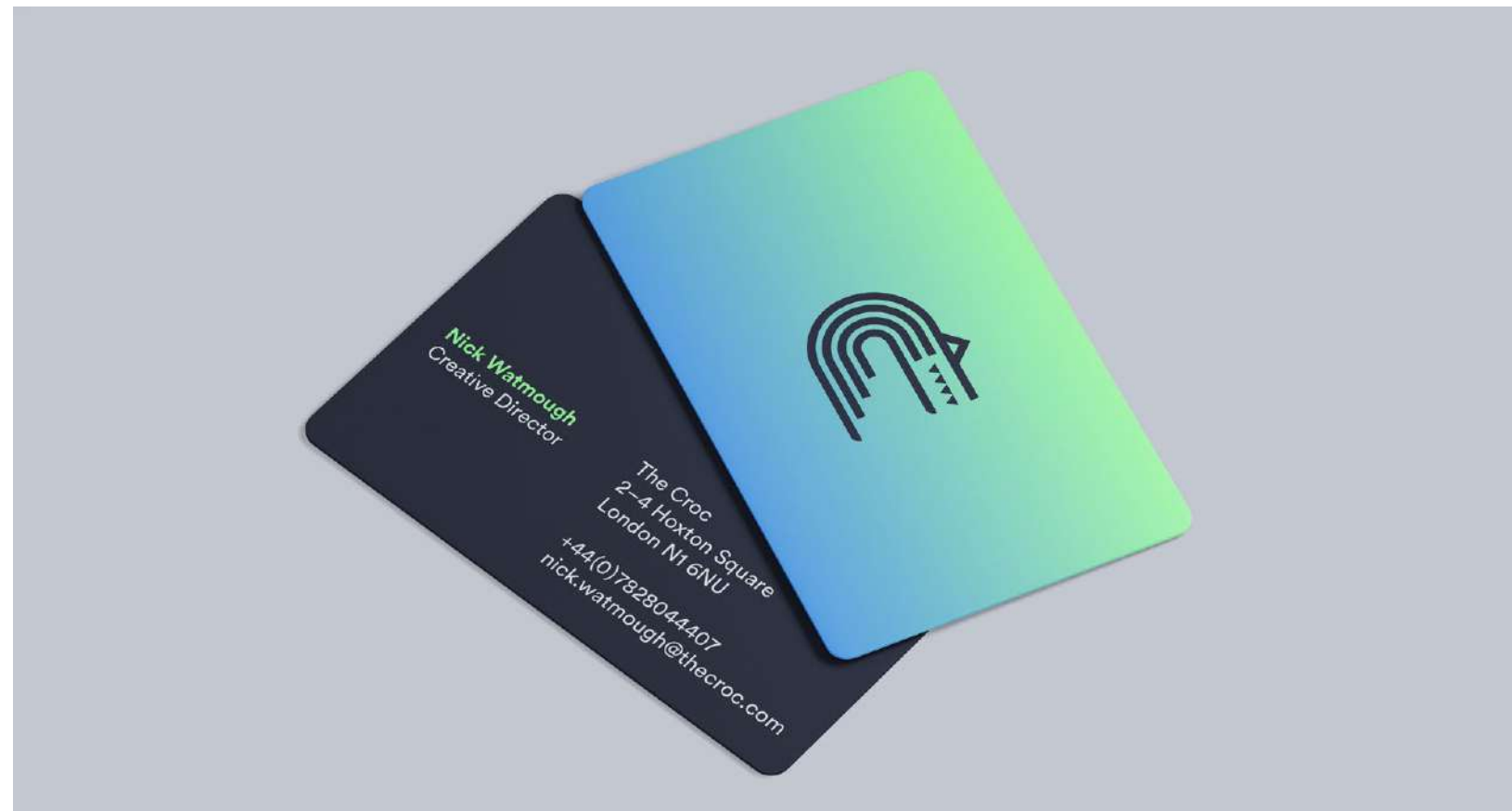
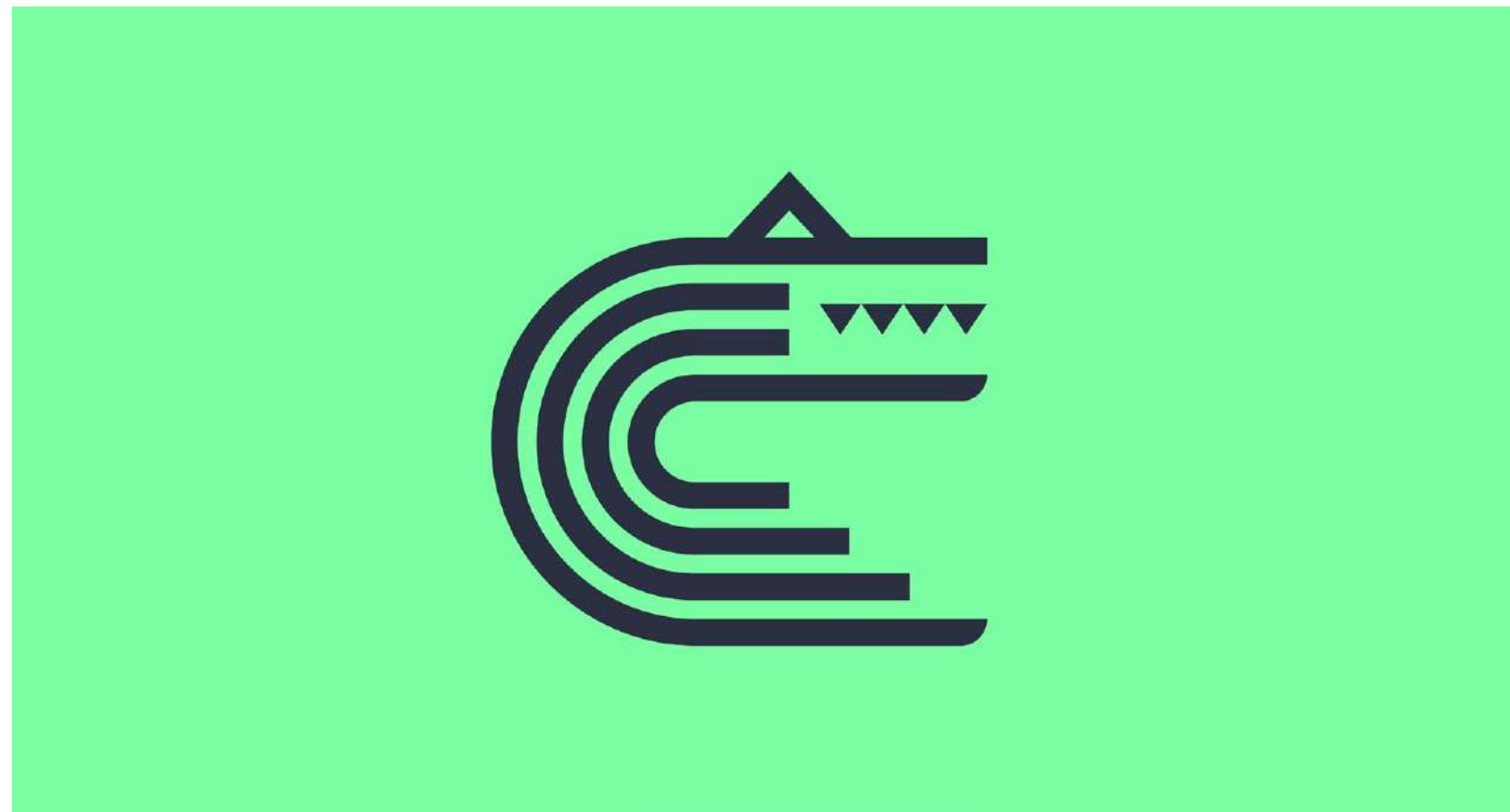
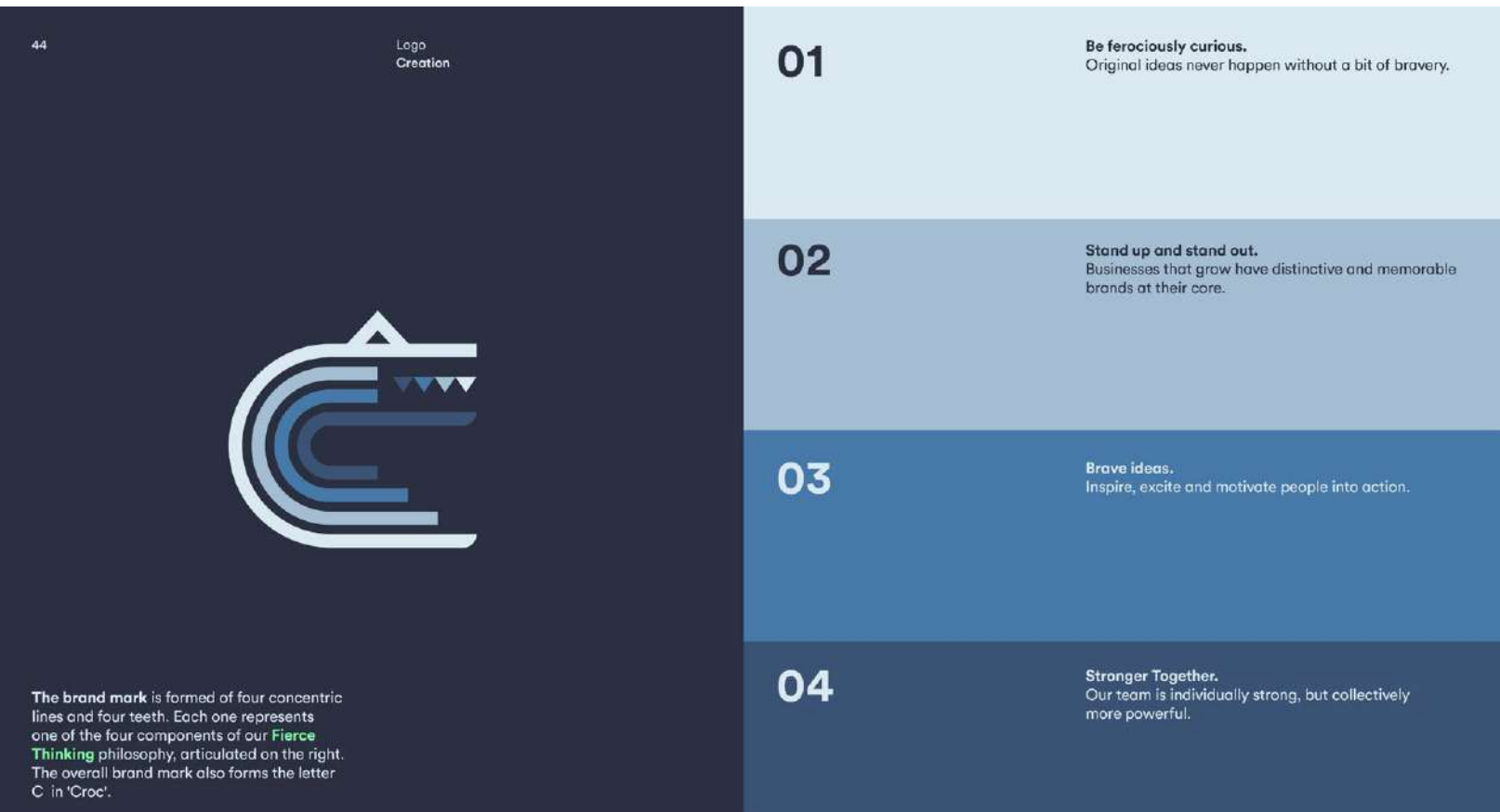
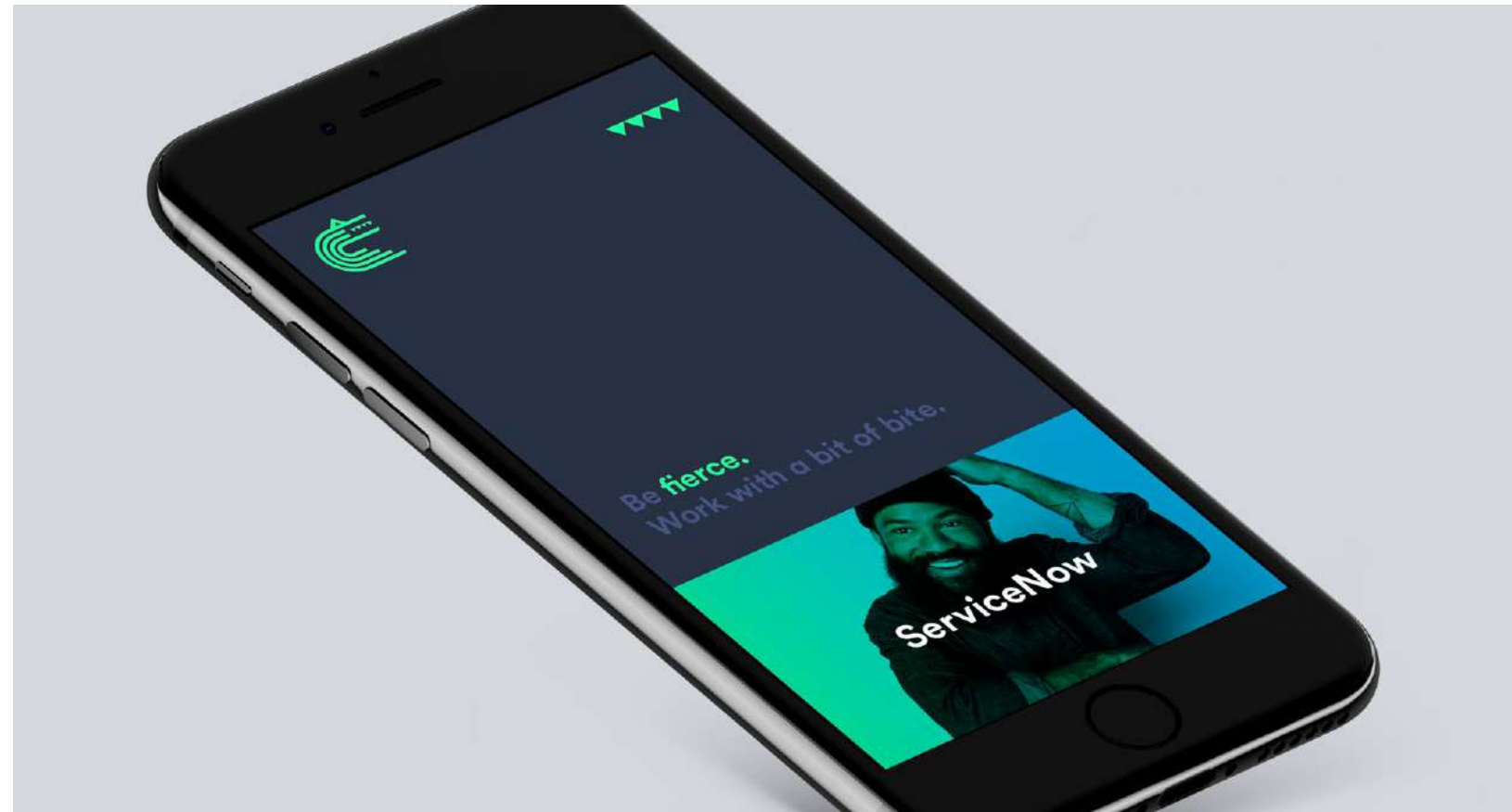
Bold, courageous, and authentic, The new brand mark and identity system concept is in the name of the agency itself.

The brand mark is formed of four concentric lines and four teeth. Each one represents one of the four components of the Fierce Thinking model and philosophy. The overall brand mark also forms the letter C in 'Croc'. Brand launch January 2021.

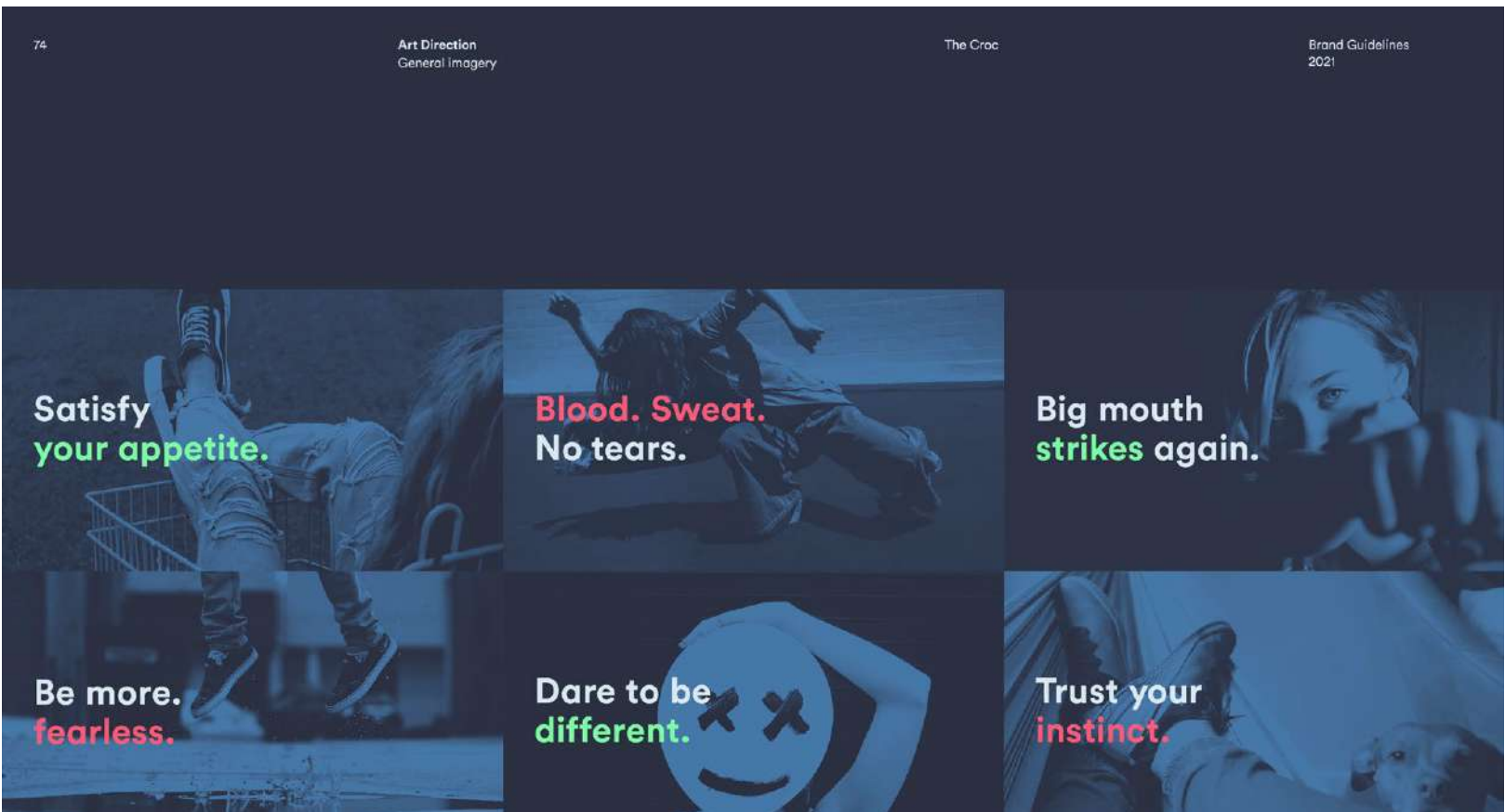
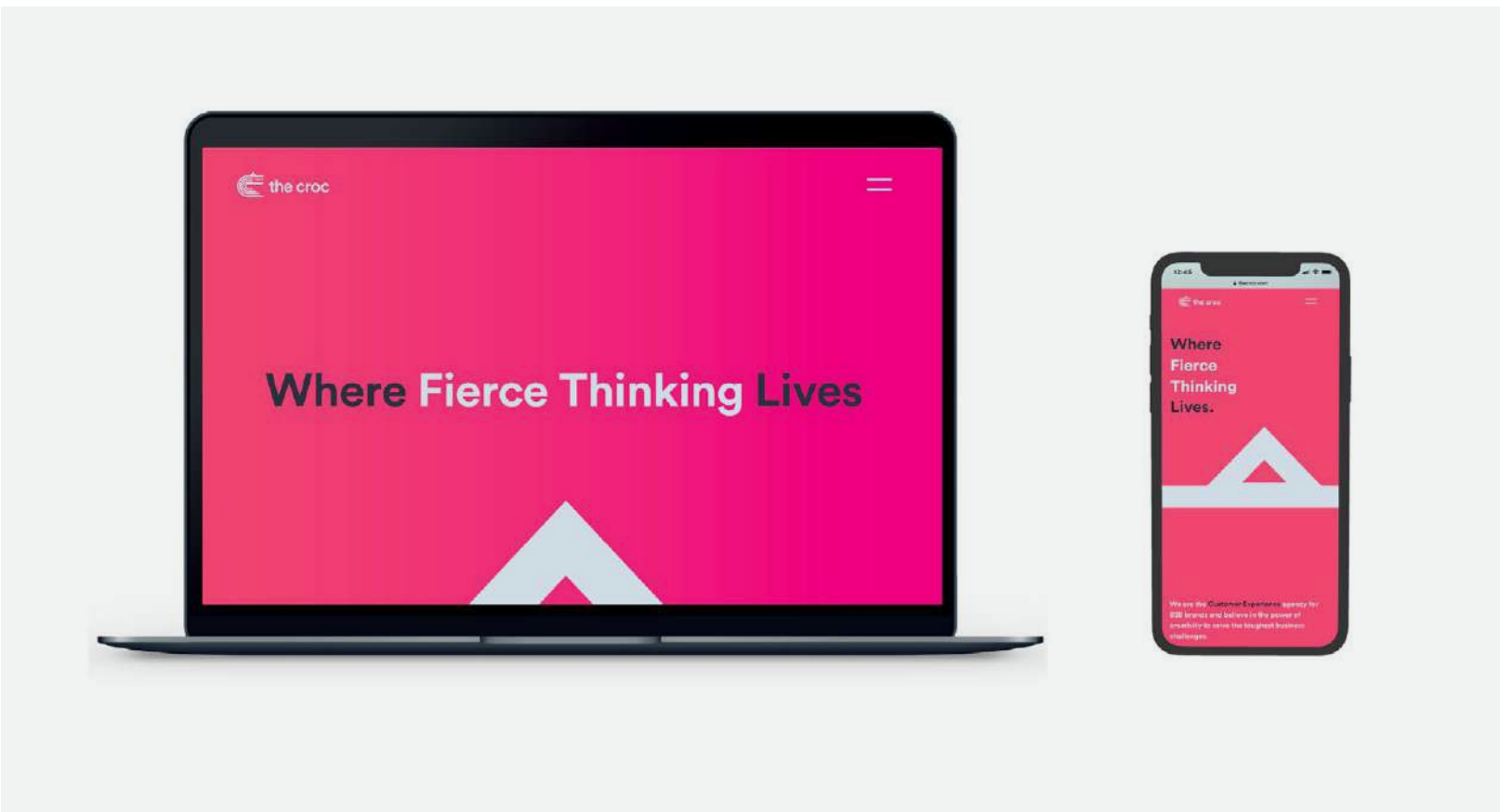
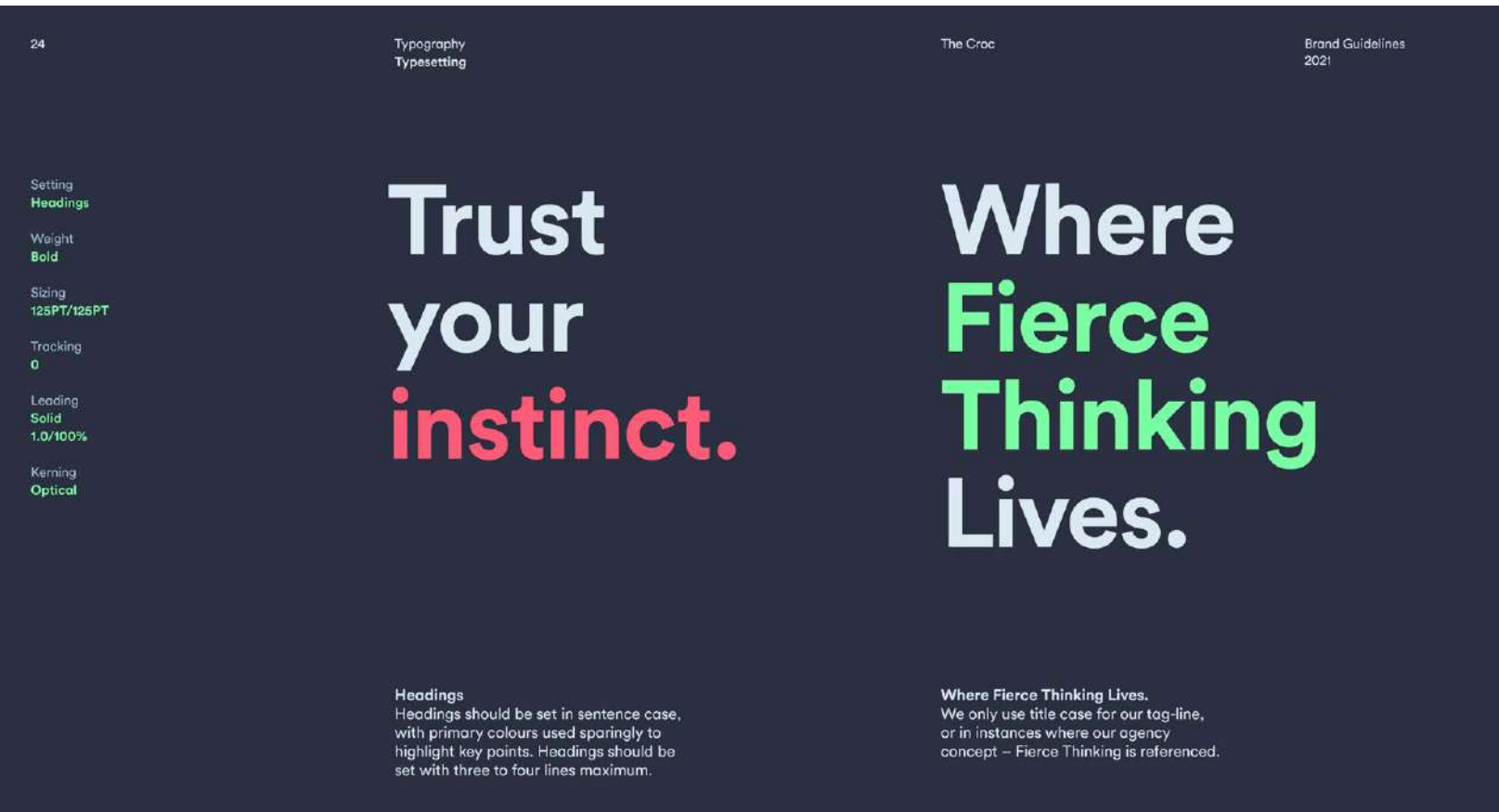
Role:

Designer / Design Director / Art Director











*Client*

Virgin

Thames & Hudson (Editorial)

*Agency*

RM&CO

*Category*

Book design

Published in 2020 and commissioned by Thames & Hudson and Virgin – Virgin By Design marked the 50th birthday of one of the world’s most daring and versatile brands. The brief was to go behind-the-scenes, and share the lessons learned from successes and challenges, highs and lows, with an audience of brand designers, creative marketeers and ambitious entrepreneurs.

Working directly with the team at Thames & Hudson, Virgin's global head of brand, CEO and Richard Branson, The design had to encourage different levels of engagement with the content, catering to readers who want to flick through for visual inspiration as well as those keen to deep dive into each chapter’s themes. It had to speak the language of a high-end design book, but with a playful twist.

Rather than a chronological retrospective, the book takes readers on an inspiring visual journey through 10 themed chapters, representing the values that have helped Virgin shake up so many different sectors – and will help the brand stay relevant for the next half-century.

Role:

Designer / Design Director / Creative Director











*Client*

IM Global (Motion Pictures)

*Agency*

RM&CO

*Category*

Brand refresh

Touchpoints

Motion/Animation

IM Global is an American independent film and TV production company.

The company was founded by Stuart Ford in April 2007 and operating in international film, television and music production, as well as sales and international distribution.

Based in Los Angeles, California, United States, The IM Global refresh was designed and crafted by RM&CO in collaboration with Design Studio for Film also based in Los Angeles.

We created a bespoke drawn wordmark and modernised the globe graphic for screen and print, creating a flat vectorised version for all offline usage and another version for online. Designed back in 2016.

Role:

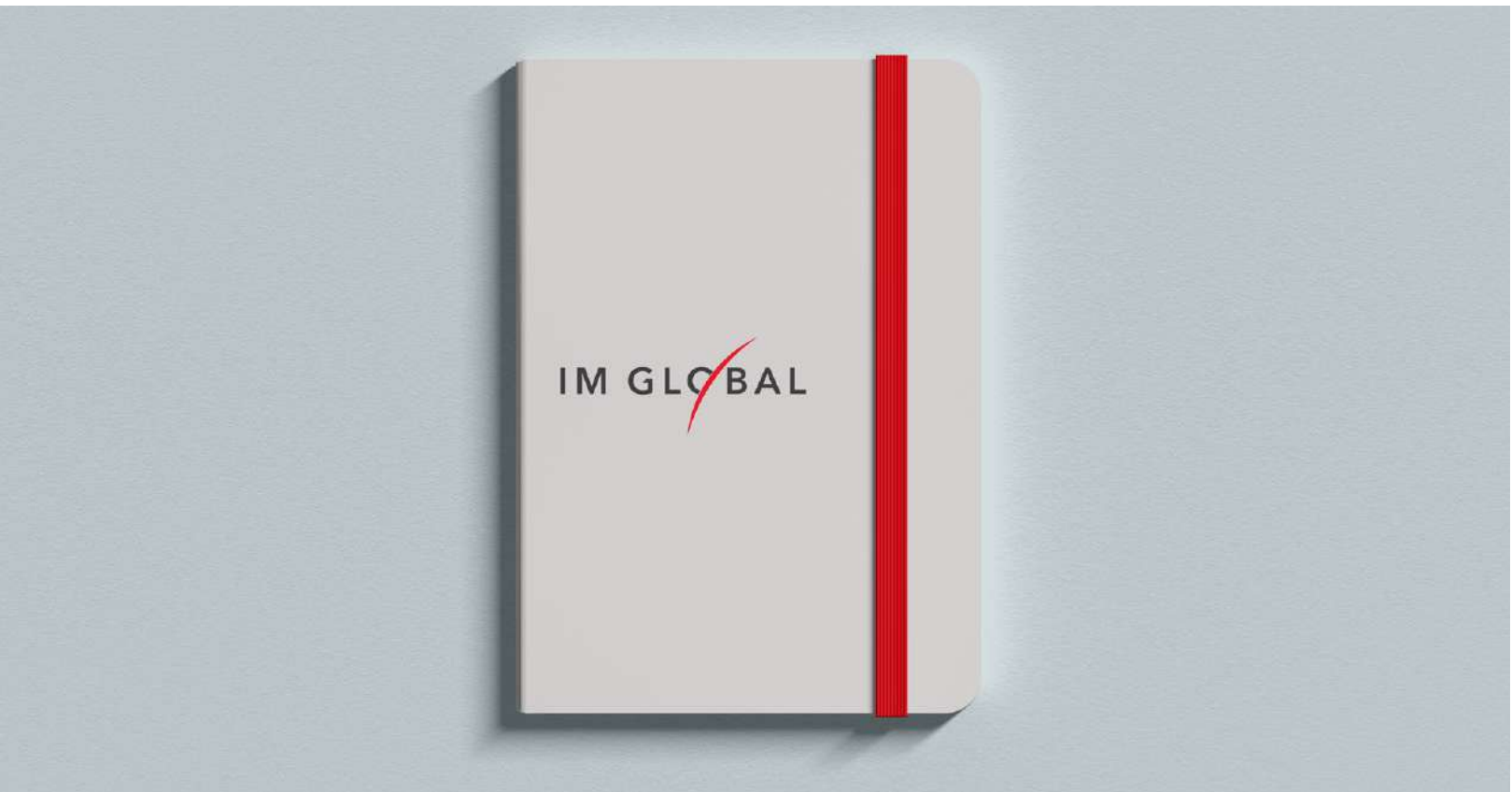
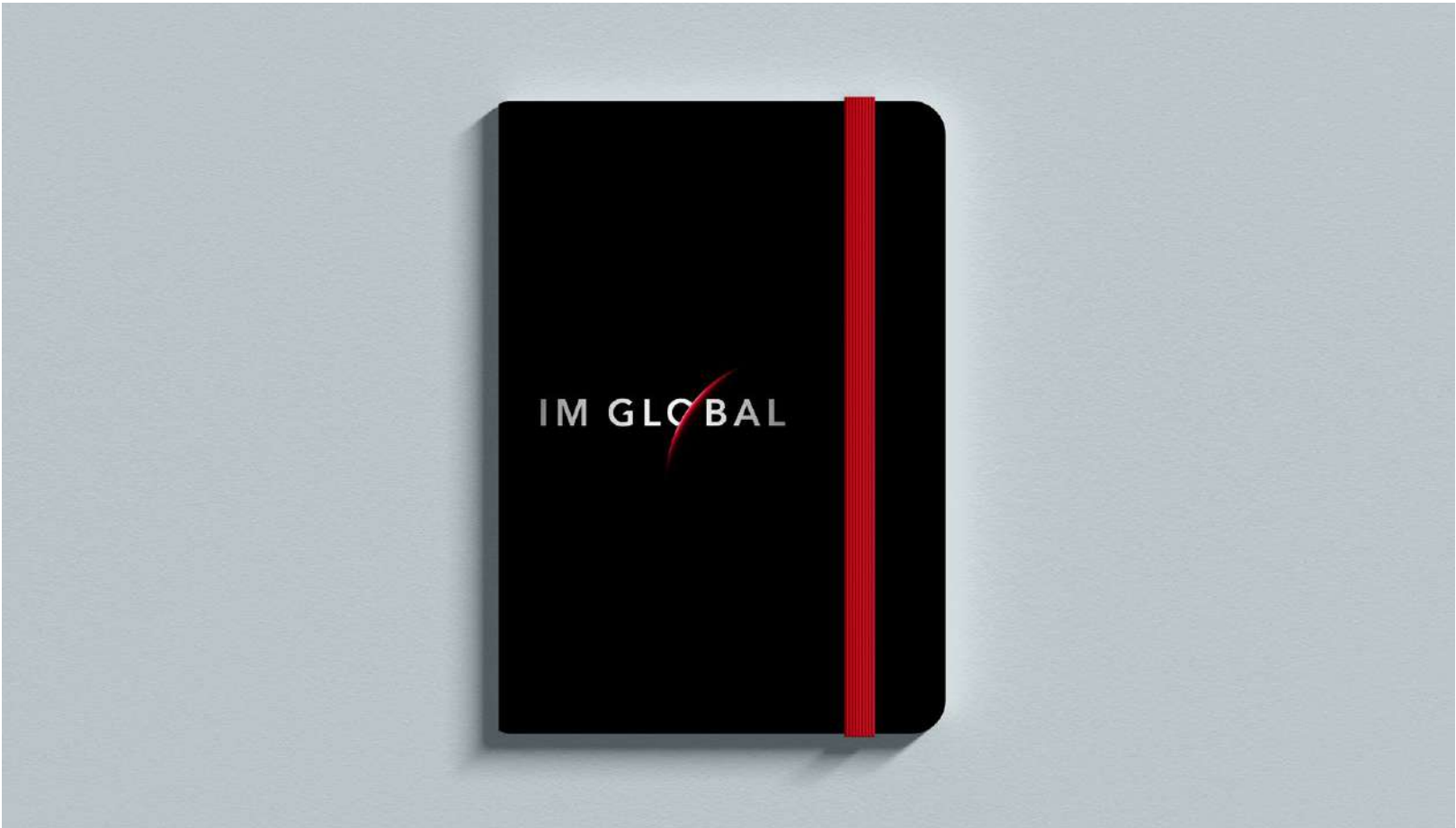
Designer / Design Director / Art Director



IM GLOBAL

A RELIANCE ENTERTAINMENT COMPANY







*Client*

BWATT Magazine (Editorial/Fashion)

*Agency*

RM&CO

*Category*

Art direction

Magazine design

Re-brand

Typeface design

Naming

Founded by Danish fashion/celebrity photographer Anja Poulsen – Bwatt Magazine is an international fashion paper covering the most fierce and unique stories in fashion, music, art and photography. With over 80,000 readers from around the world BWATT Magazine is a unique platform that combines top celebrity cover stories with the work of upcoming creatives and underground artists.

In 2014, RM&CO was tasked with a new redesign of the magazine. This included a full re think of the format, art direction and a new visual aesthetic in keeping with the fierce nature of the publication.

We created two new typefaces – one which was hand painted and used as the new “B” logo and another as a display face to be used throughout the publication and for the masthead. Published in 2014.

Role:

Designer / Design Director / Creative Director  
/ Art Director



BY WHAT



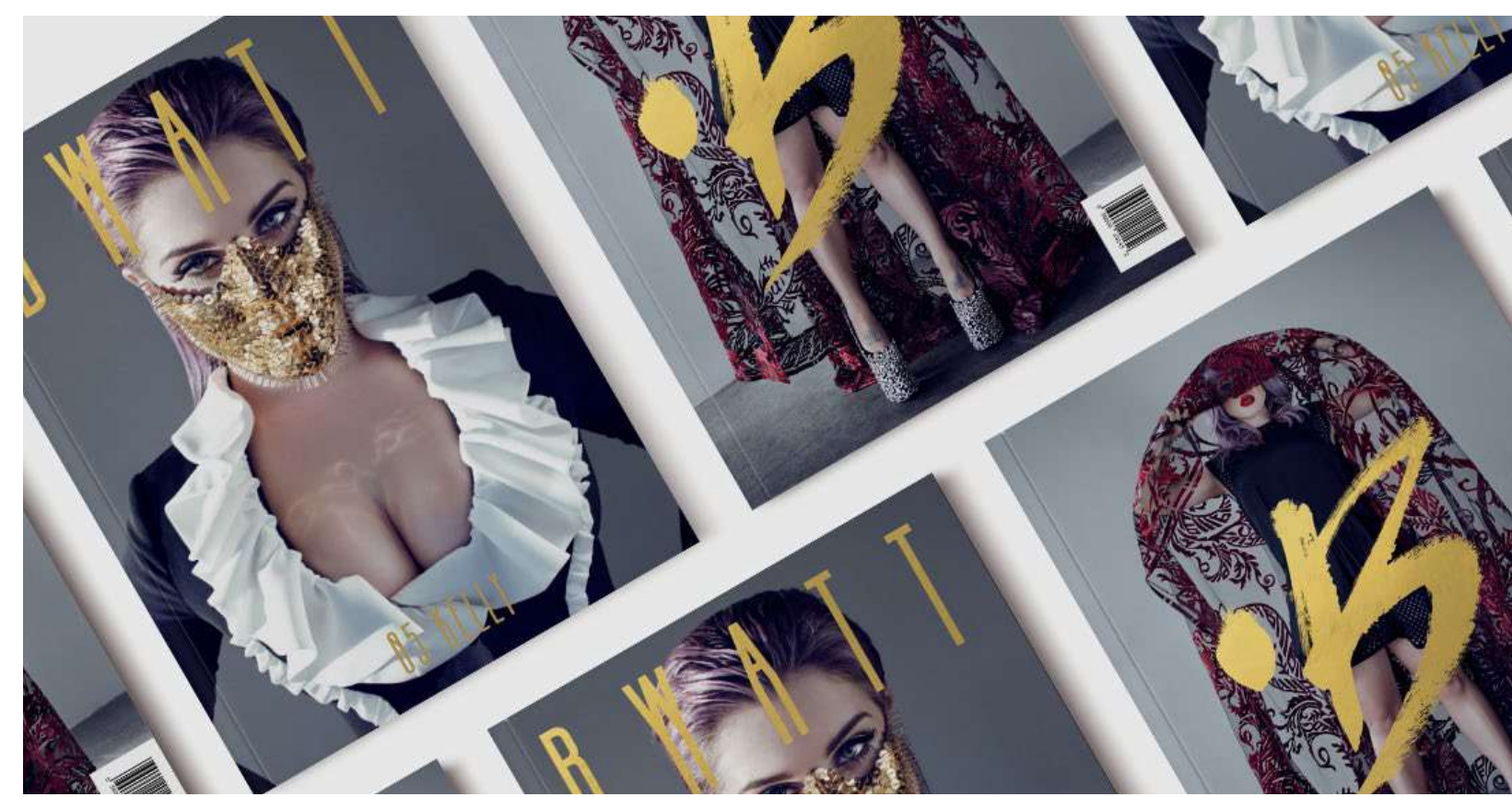








BWATTMAGAZINE









*Client*

HM Government  
(Educate Against Hate)

*Agency*

Breakthrough

*Category*

Branding

Brand guidelines

Brand strategy

Campaign

Naming

Launched in 2016, The ‘Educate Against Hate’ campaign for HM Government provided resources, information, advice and a movement, to help parents, teachers and school leaders keep young people safe from the influences of radicalisation. This striking logo used a clear and bold typographical approach, as part of a much wider campaign fronted by a carefully designed website. Each word in the word mark was punctuated by a full stop to give each word greater gravitas and power. To illustrate the momentum of the Educate Against Hate brand, the word ‘hate’ was struck through.

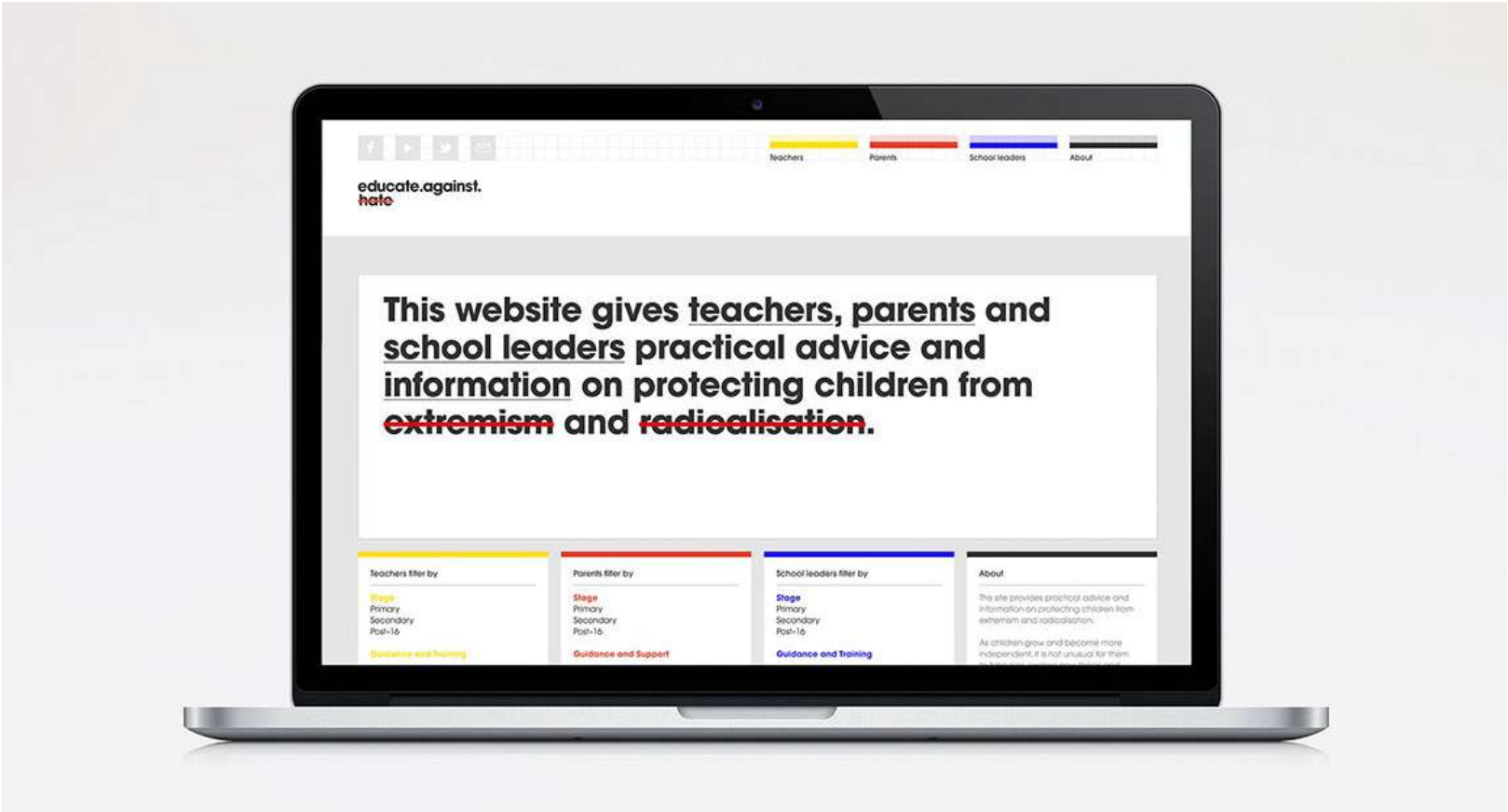
This device was used throughout the campaign to visually give a sense of positive change taking place, that all negativity is being removed.

For around 1 year as Design Director – working on brand strategy, concept and design development through to production and launch and building all brand assets and brand guidelines. This included managing various teams within the agency.

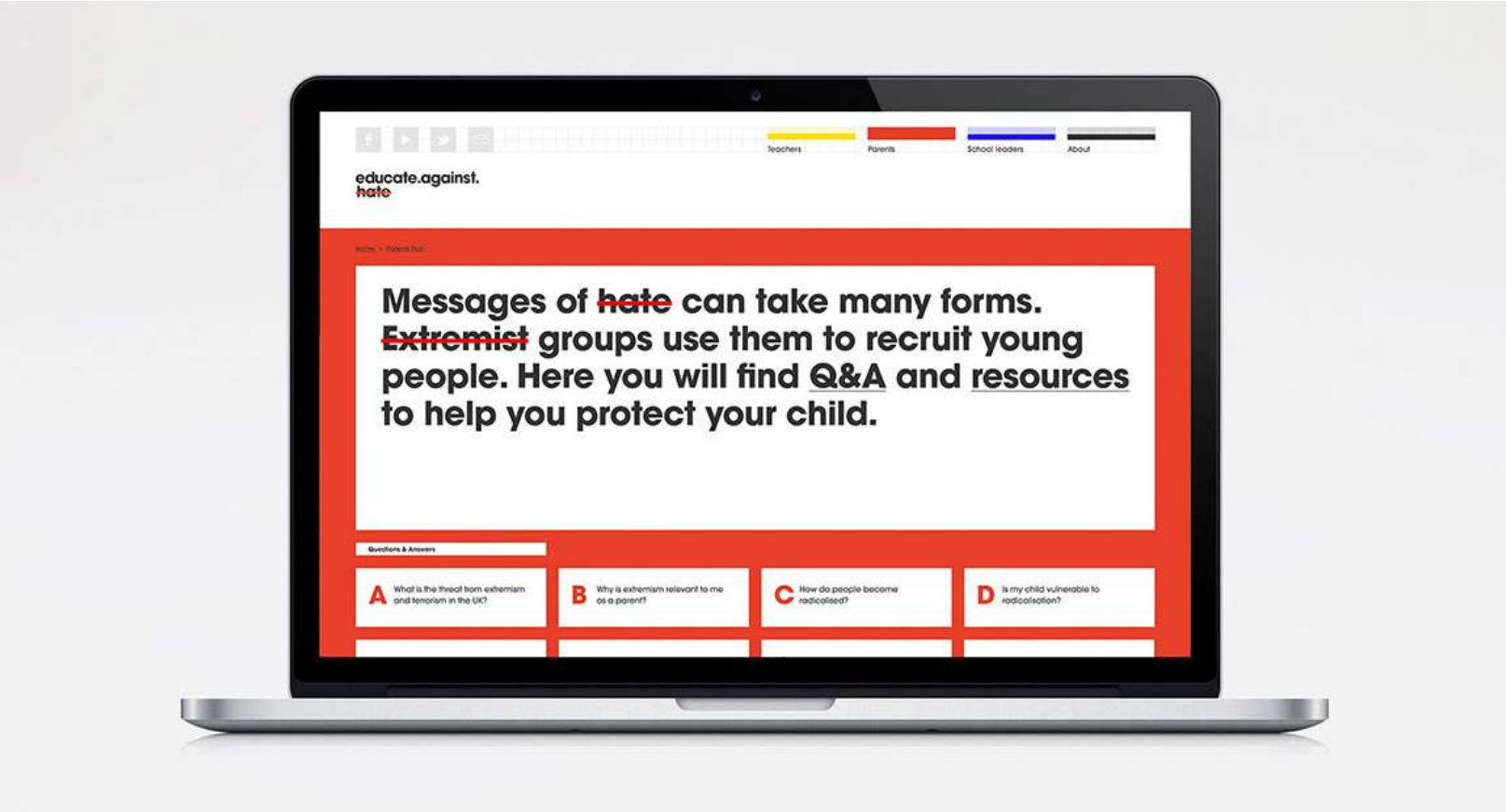
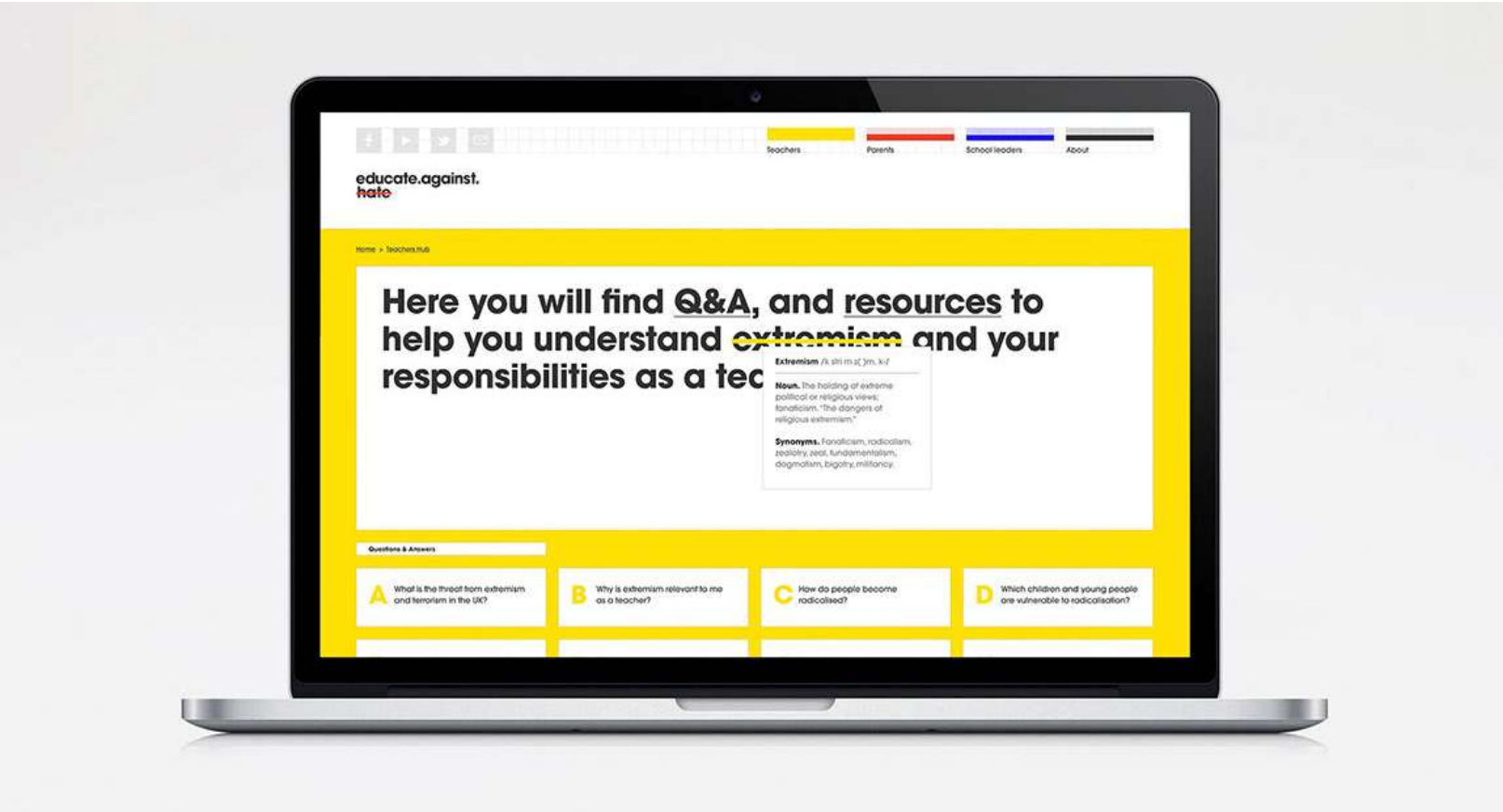
Role:

Designer / Design Director











*Client*

One Formation (NGO)

Art direction, Branding and brand guidelines for One Formation – The identity/logo takes inspiration from the graphical devices used when explaining tactics on a football field.

*Agency*

Breakthrough

A local group in Leeds determined to improve opportunities for the community, especially young people and children.

*Category*

Art direction

Branding

Brand guidelines

Motion/Animation

Through football matches and other activities, they help to keep vulnerable youngsters motivated, confident and focussed Launched in 2016.

Role:

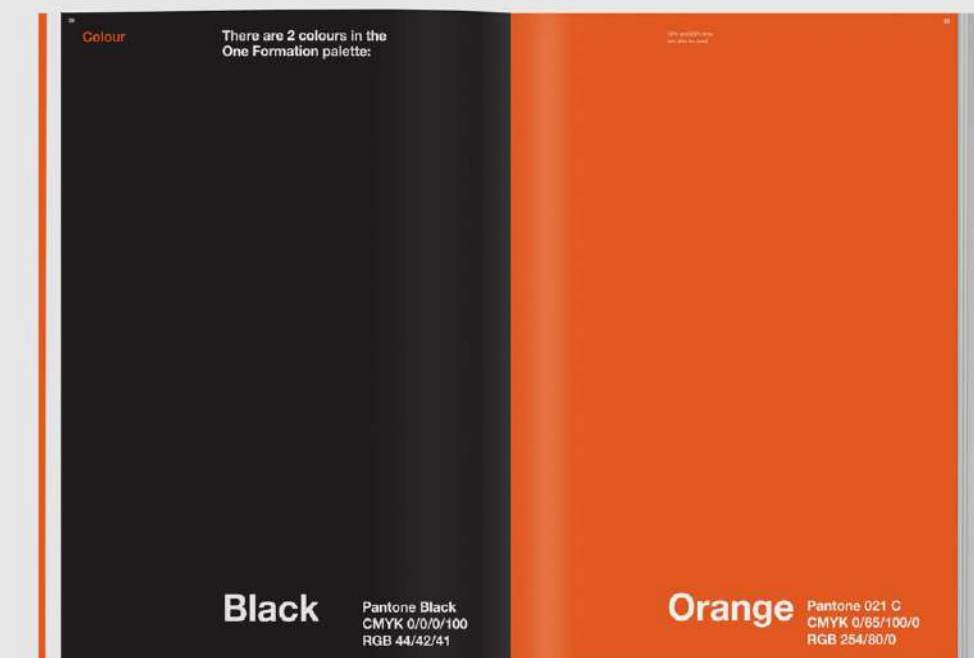
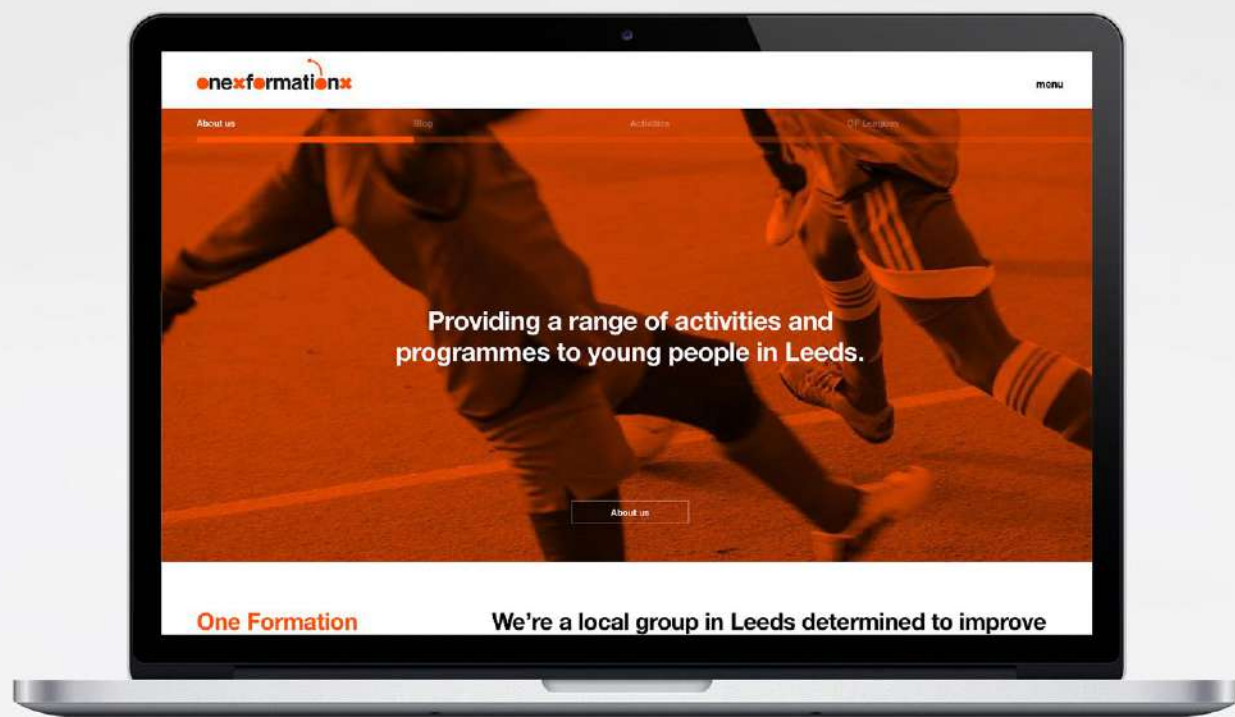
Designer / Design Director



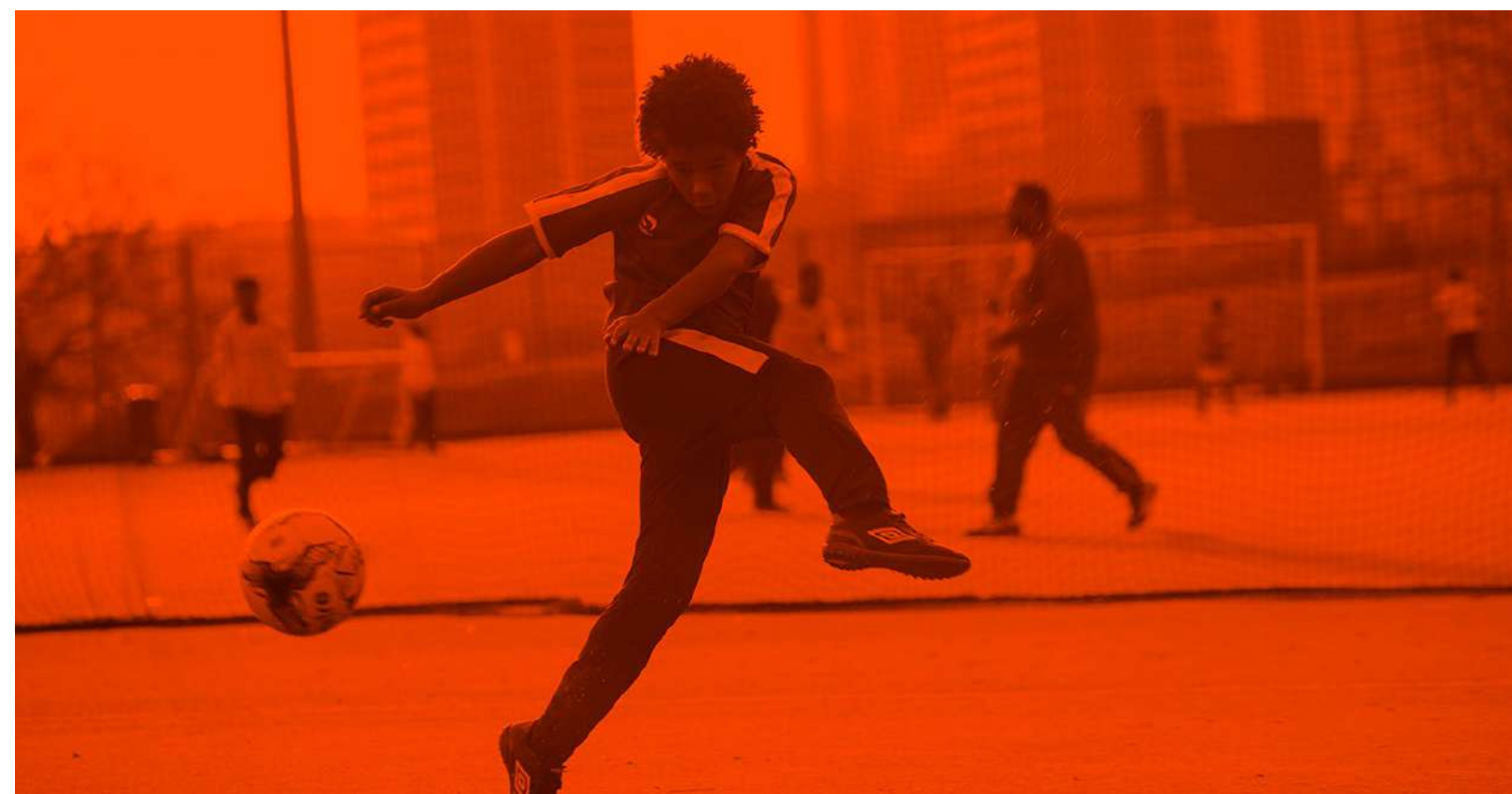


●nexusformationx











*Client*

Football For Peace (NGO)

*Agency*

RM&CO

*Category*

Brochure

Promotional brochure for Football For Peace. A diplomatic sports movement, dedicated to inspiring people-to-people diplomacy and understanding within marginalized communities, both locally and internationally. Football For Peace taps into the power of football to inspire greater understanding — bringing different sides together to find common areas of agreement and help facilitate solving these problems.

Football For Peace works alongside governments, football federations, local councils and schools to apply their peace process. By lobbying and targeting disenfranchised communities in the UK and around the globe, they seek to influence positive social change and challenge the midst of future generations.

Titled “Creating Dialogue & Uniting the World”. The overall brochure plays on the theme of uniting with one common ‘goal’ — bringing two sides together. The dust jacket uses an image of the “All Together Now” sculpture by artist Andrew Edwards depicting the Christmas Day peace match in WW1 and placed so that the handshake folds around the spine of the actual brochure. Highlighting the theme of bringing two different sides together.

Role:

Designer / Design Director







*Client*

Art Directors Club of New York  
(Creative club)

*Agency*

RM&CO

*Category*

Packaging

iPad case

Promotional

In 2013, The Art Directors Club of New York commissioned us to design a limited edition iPad case to coincide with the first time in the ADC's 92-year history that no awards annual will be printed — A custom-made DODOcase, to commemorate the launch of the ADC annual app. We worked with DODOcase to design a handcrafted iPad case inspired by the classic Art Directors Annuals from the 1920's.

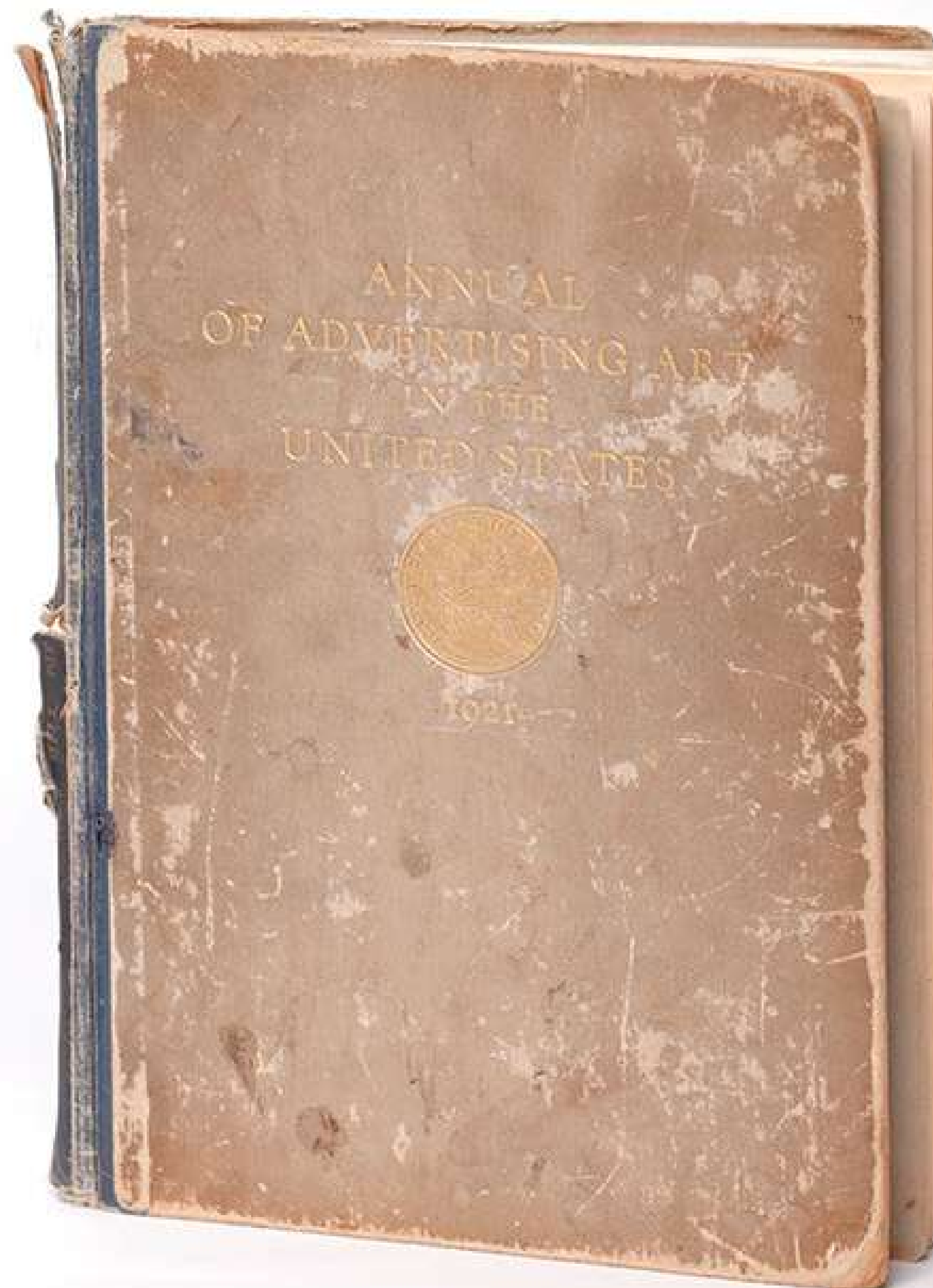
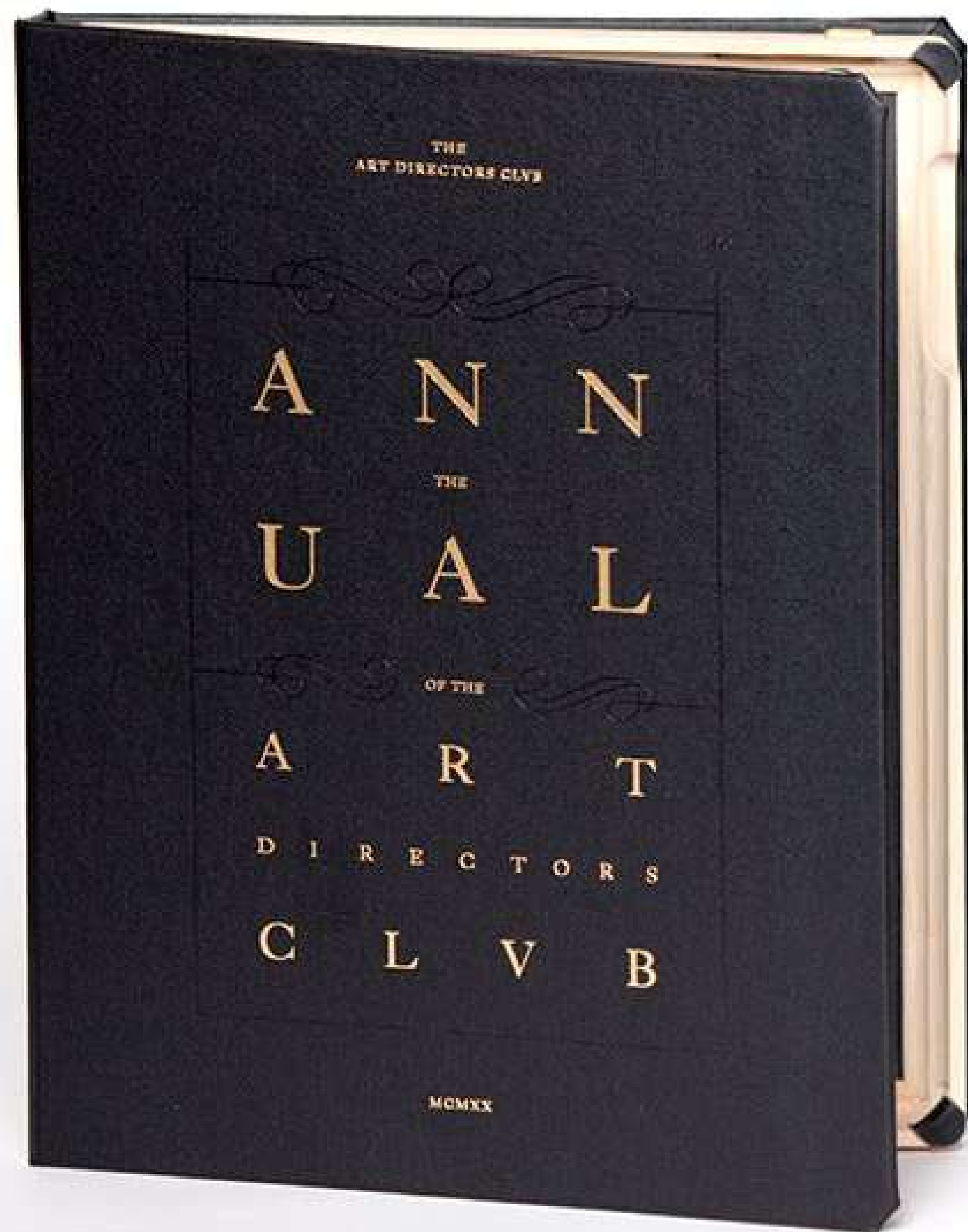
We wanted to create a timeless design coupled with that historic and handcrafted element. A classic yet contemporary case that celebrates and pays homage to the 92-year history of the ADC. The design features elements of the old, fused with the new.

One of these classic elements is the medallion embossed on the back of the case, which was resurrected from a coin designed by sculptor Paulanship in 1920 to honor the best creative work in the world. The launch of the 92nd Annual App is quite significant — its the first time in the ADC's history that no book will be printed in the traditional sense.

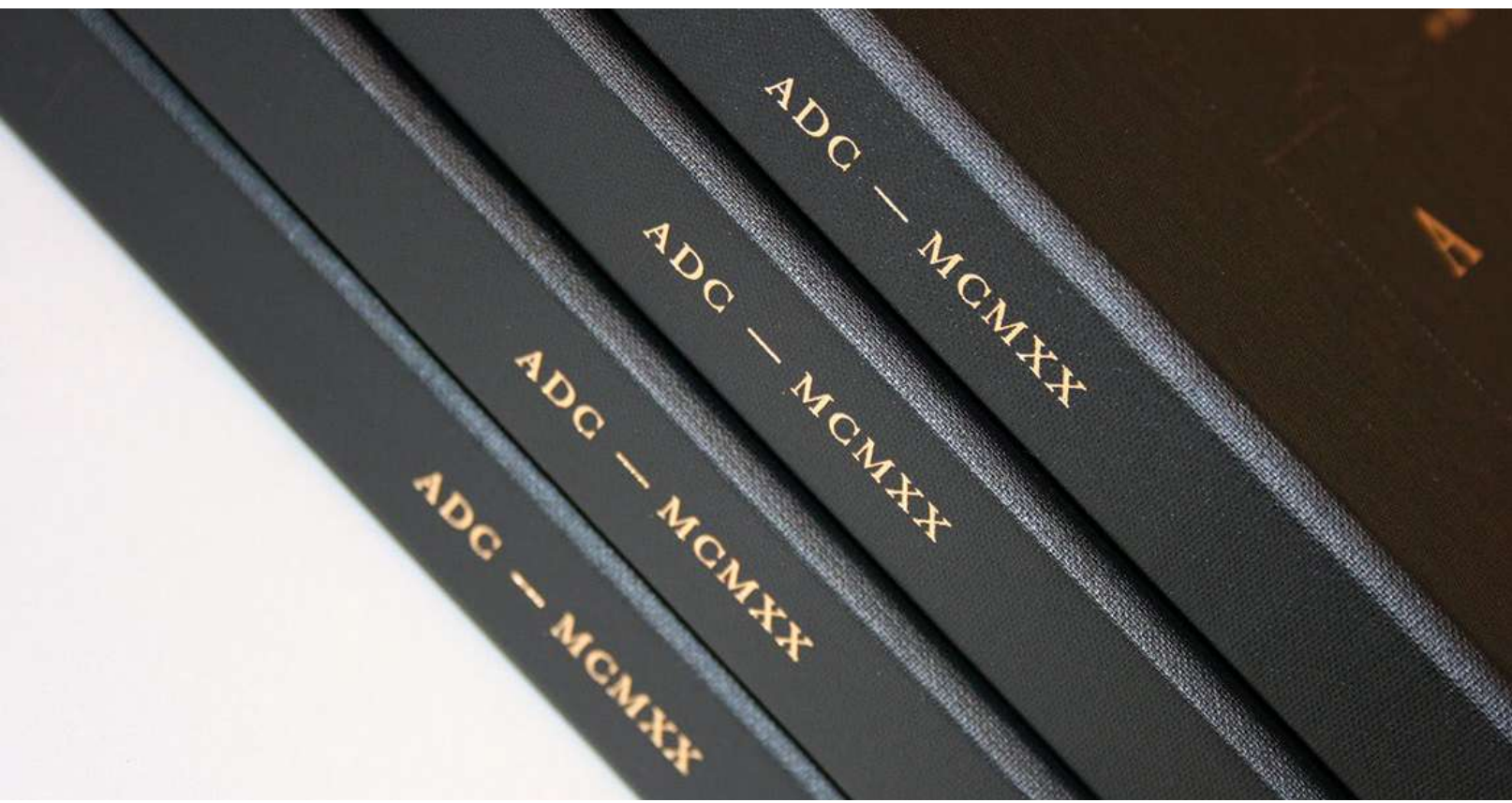
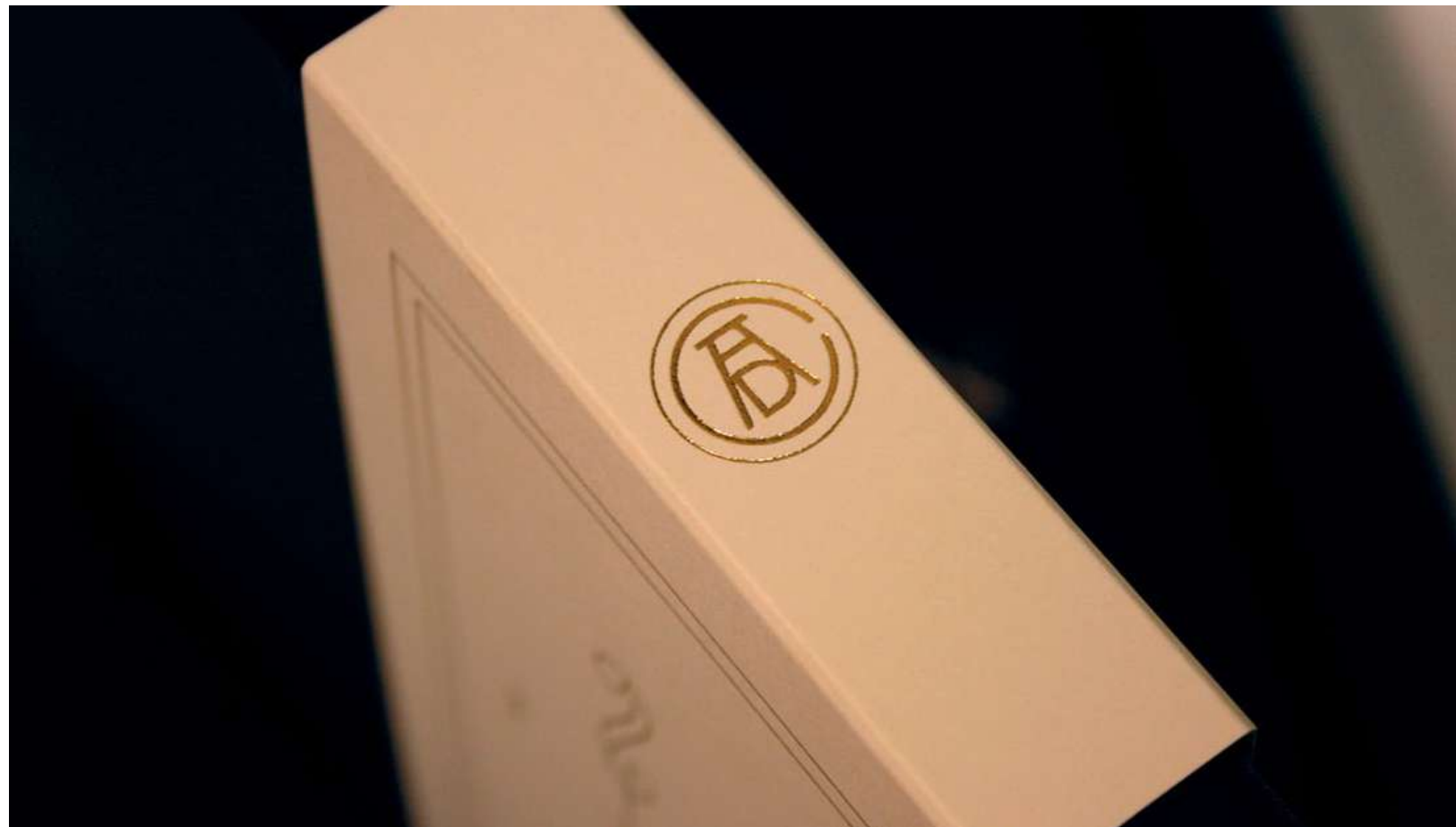
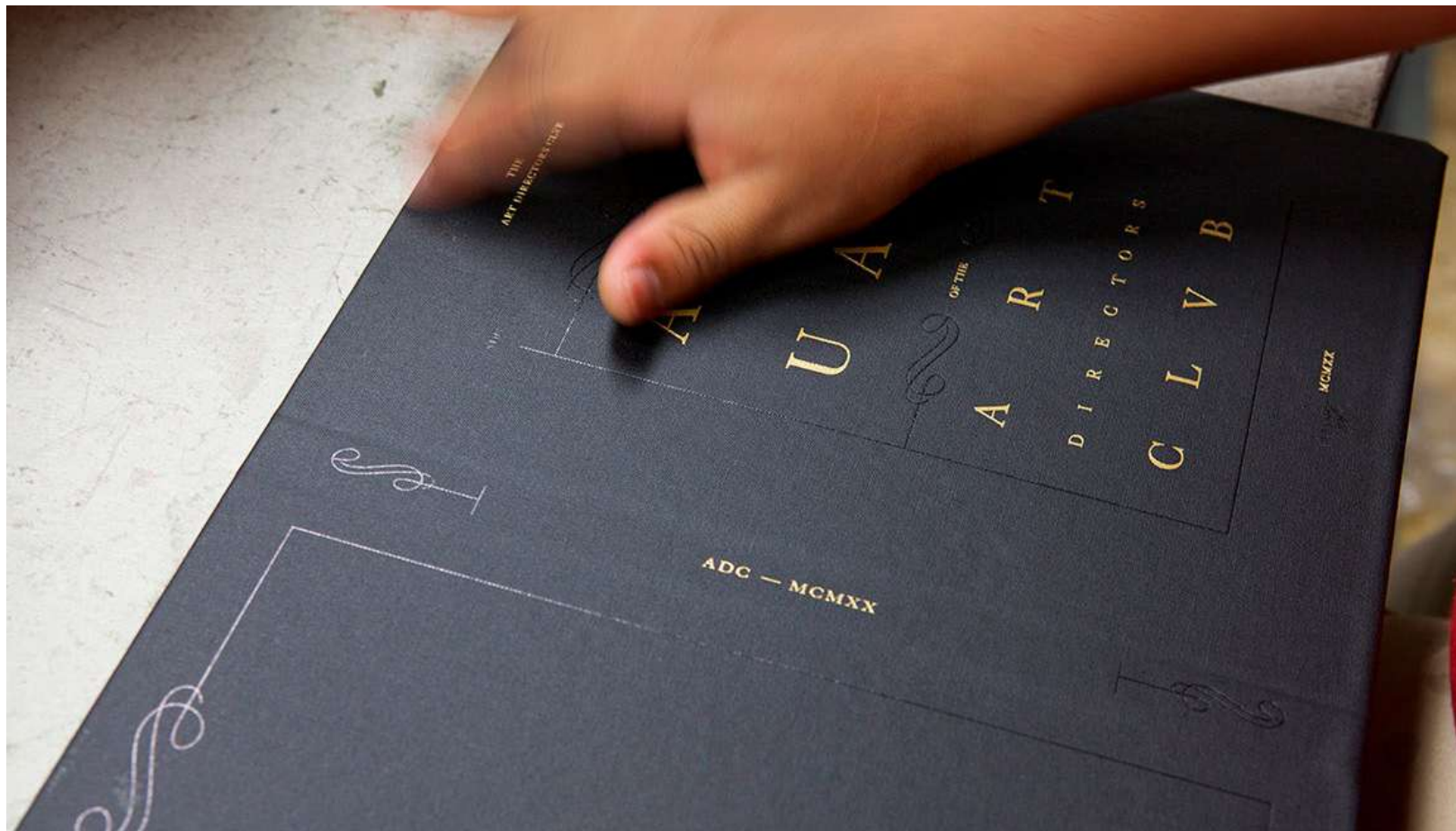
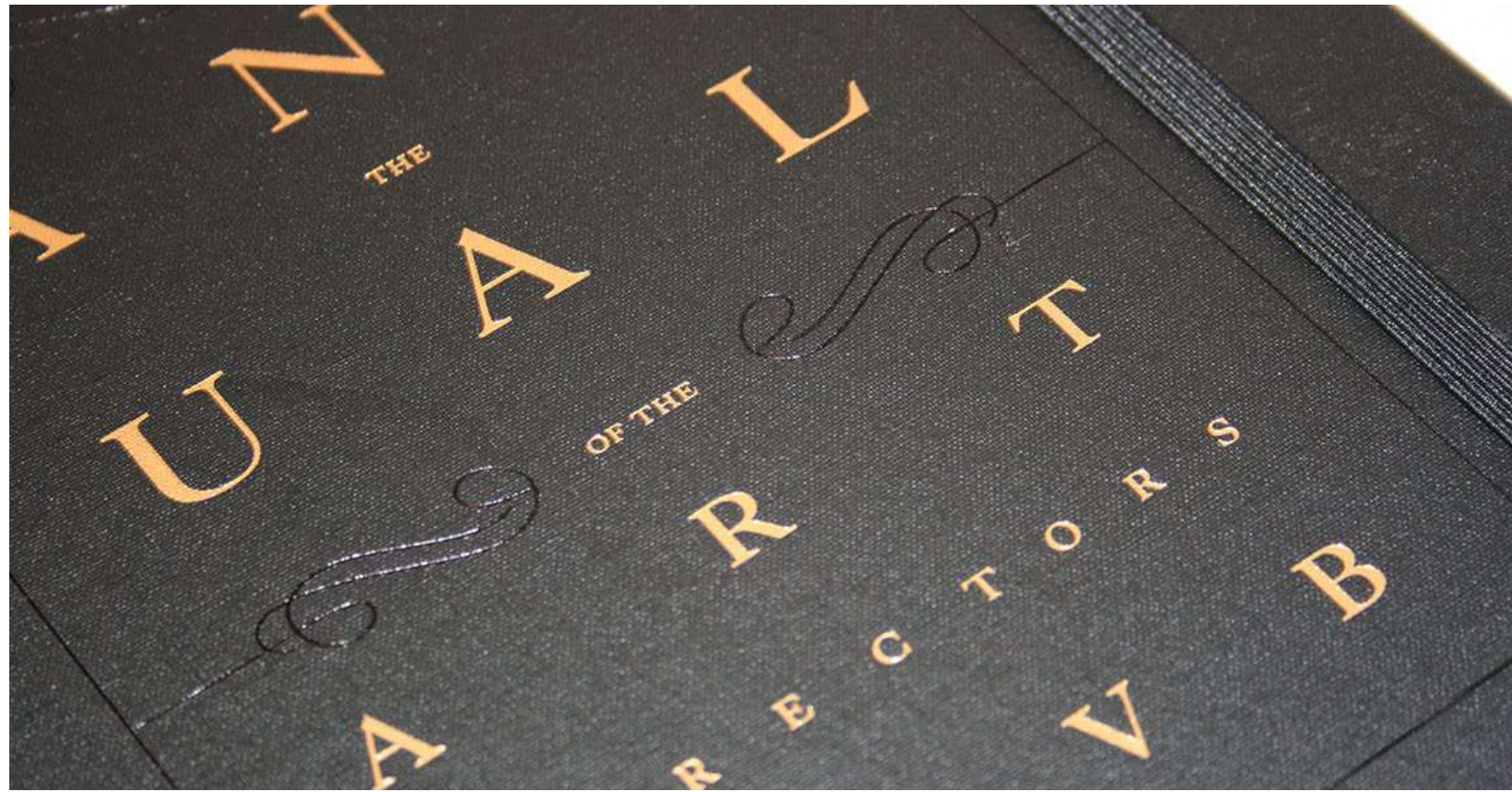
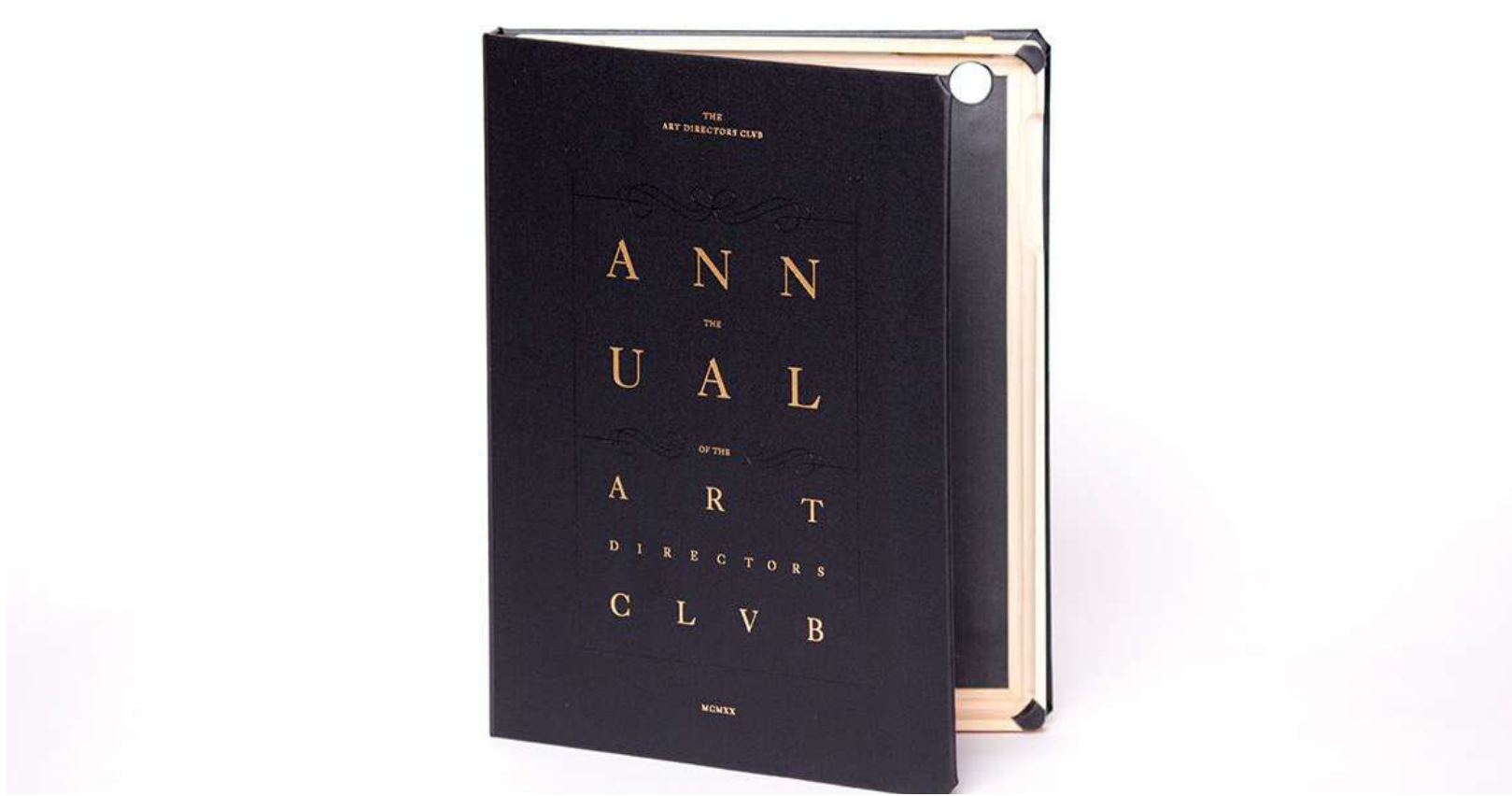
Role:

Designer / Design Director / Creative Director











## *Client*

Hope and Homes for Children (NGO)

Hired by Huddle as a freelance Design Director to work on brand strategy, concept development, design and branding of Hope and Homes for Children.

## *Agency*

Huddle

The branding echoes the big heart of the organisation... Hope and Homes for Children is an international charity that works to stop and cut off the institutionalisation of children.

## *Category*

Art direction

Campaign

Re-brand

Brand guidelines

Brand strategy

Motion/Animation

Role:

Designer / Design Director / Art Director



HOPE  
AND  
HOMES  
FOR  
CHILDREN





HHC\_Brand\_Deck\_V5  
www.hopeandhomes.org

OUR HEART ICON


This front cover slide shows how we can utilise our icon as a supergraphic and crop into it and how it echoes the big heart of our organisation.

OUR FLEXIBLE LAYOUT SYSTEM

WE LIVE ON 45°

OUR FLEXIBLE LAYOUT SYSTEM

WE CAN ALSO CUT TYPE AT 45° ANGLES



IT GIVES OUR BRAND WORLD CHARACTER AND STRUCTURE

OUR FLEXIBLE LAYOUT SYSTEM



OUR FLEXIBLE LAYOUT SYSTEM

OUR SYSTEM COMES FROM THE ANGLE WHEN WE EXPAND AND OPEN OUR HEARTS



OUR FLEXIBLE LAYOUT SYSTEM

IT ECHOES THE BIG HEART OF OUR ORGANISATION...

OUR BOLD, CALL TO ACTION...

SECONDARY PALETTE

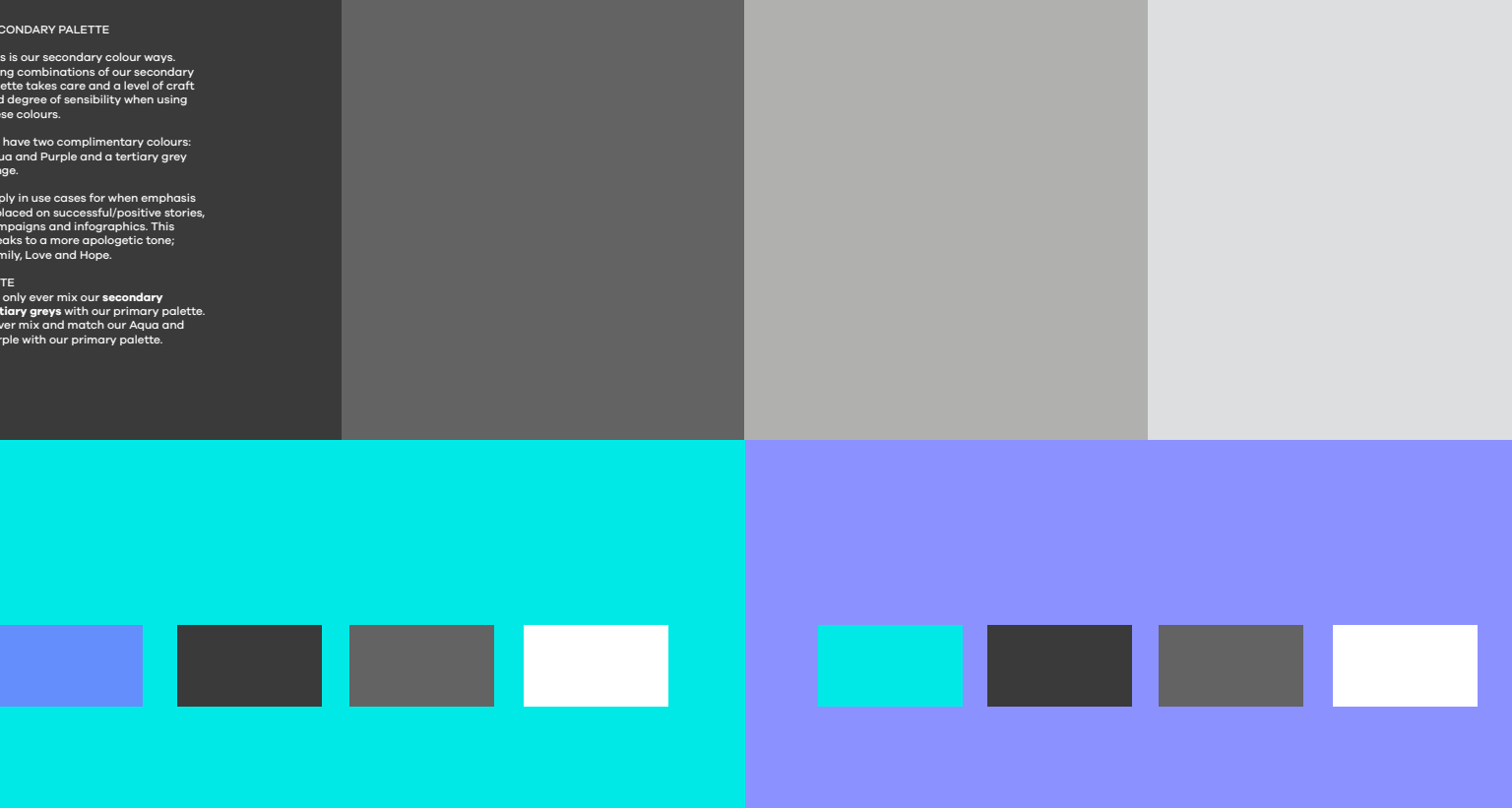
This is our secondary colour ways. Using combinations of our secondary palette takes care and a level of craft and degree of sensibility when using these colours.

We have two complimentary colours: Aqua and Purple and a tertiary grey range.

Apply in use cases for when emphasis is placed on successful/positive stories, campaigns and infographics. This speaks to a more apologetic tone, Family, Love and Hope.

NOTE

We only ever mix our secondary tertiary grey with our primary palette. Never mix and match our Aqua and Purple with our primary palette.




OUR SECONDARY ICONS

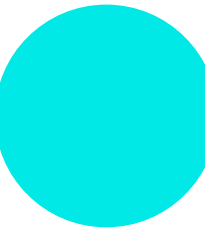
Our icon set would work in some way as our primary and secondary colour concept's. Building sets of icons based on such themes below as examples...

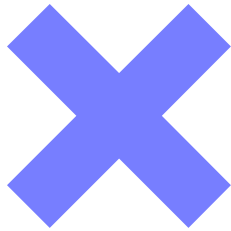
- Unapologetic
- Urgent
- Harm
- Apologetic
- Family
- Love
- Hope

NOTE

These would need developed further into categories or subject matter.



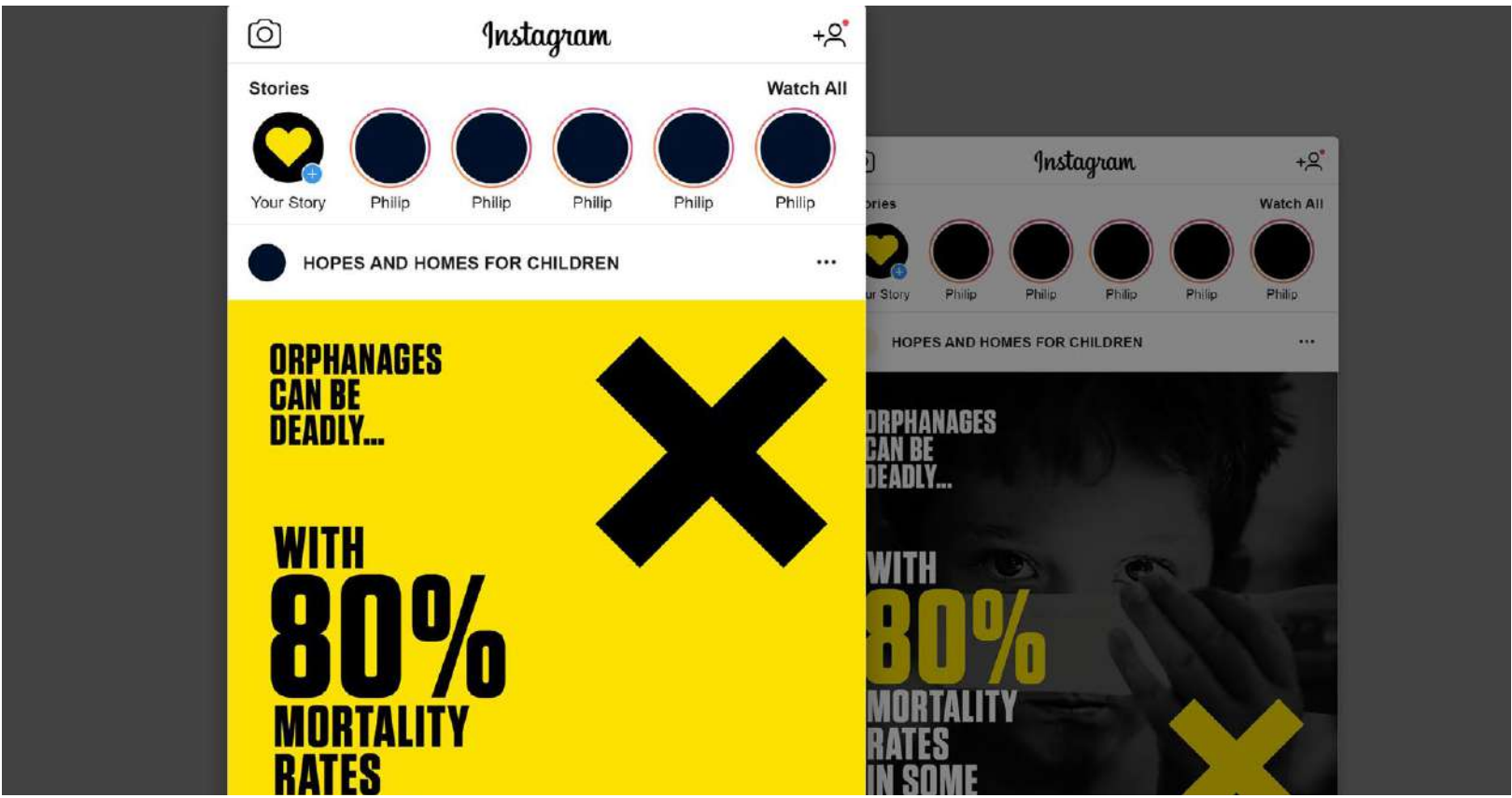






HOPE  
AND  
HOMES  
FOR  
CHILDREN







## *Client*

Hey Human (Creative agency)

Commissioned to work on the re-brand for London based creative agency Billington Cartmell.

## *Agency*

RM&CO

They became known as Hey Human, who focus on building brands that are celebrated and shared by people. Human brands.

## *Category*

Art direction

Re-brand

Brand guidelines

Brand strategy

Naming

Motion/Animation

They focus on behaviours – the behaviours of people and the behaviours of brands themselves. They believe successful human brands connect in this world of complexity through embracing the human behaviours needed to thrive today. This became the basis of the idea moving forward.

We created a tone of voice, marque, identity and art direction based around phrases and interesting facts that make us uniquely human. One such fact being: “Hey Human! You will be amazed to know that 50% of human dna is the same as a banana!” The ‘H’ in the re-drawn logotype and marque joins with an exclamation mark, adding surprise at these unique facts. An idea inspired by the overall tone of voice of Hey Human. These facts are peppered throughout the branded elements. Launched 2014.

Role:

Designer / Design Director / Art Director





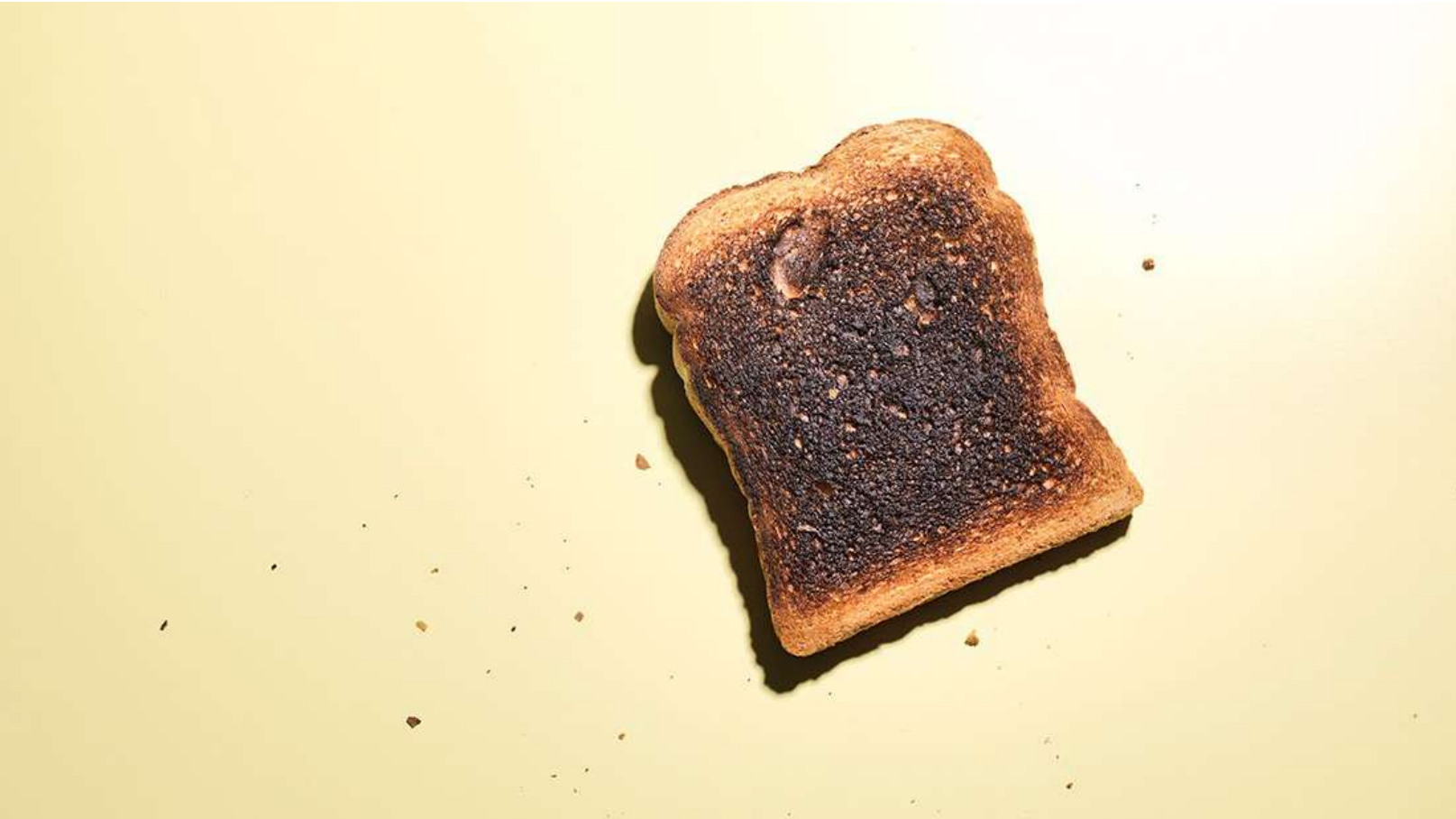
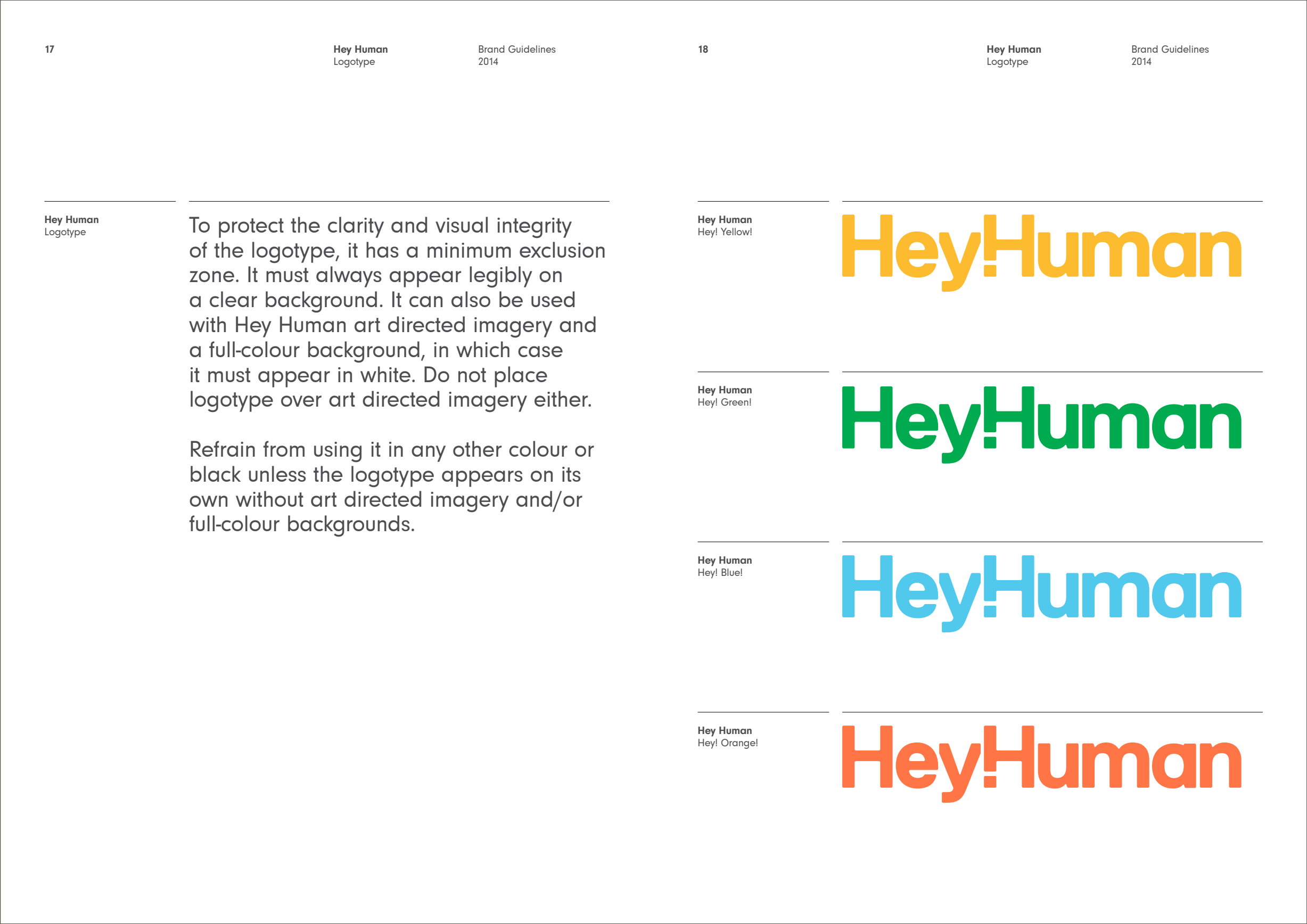




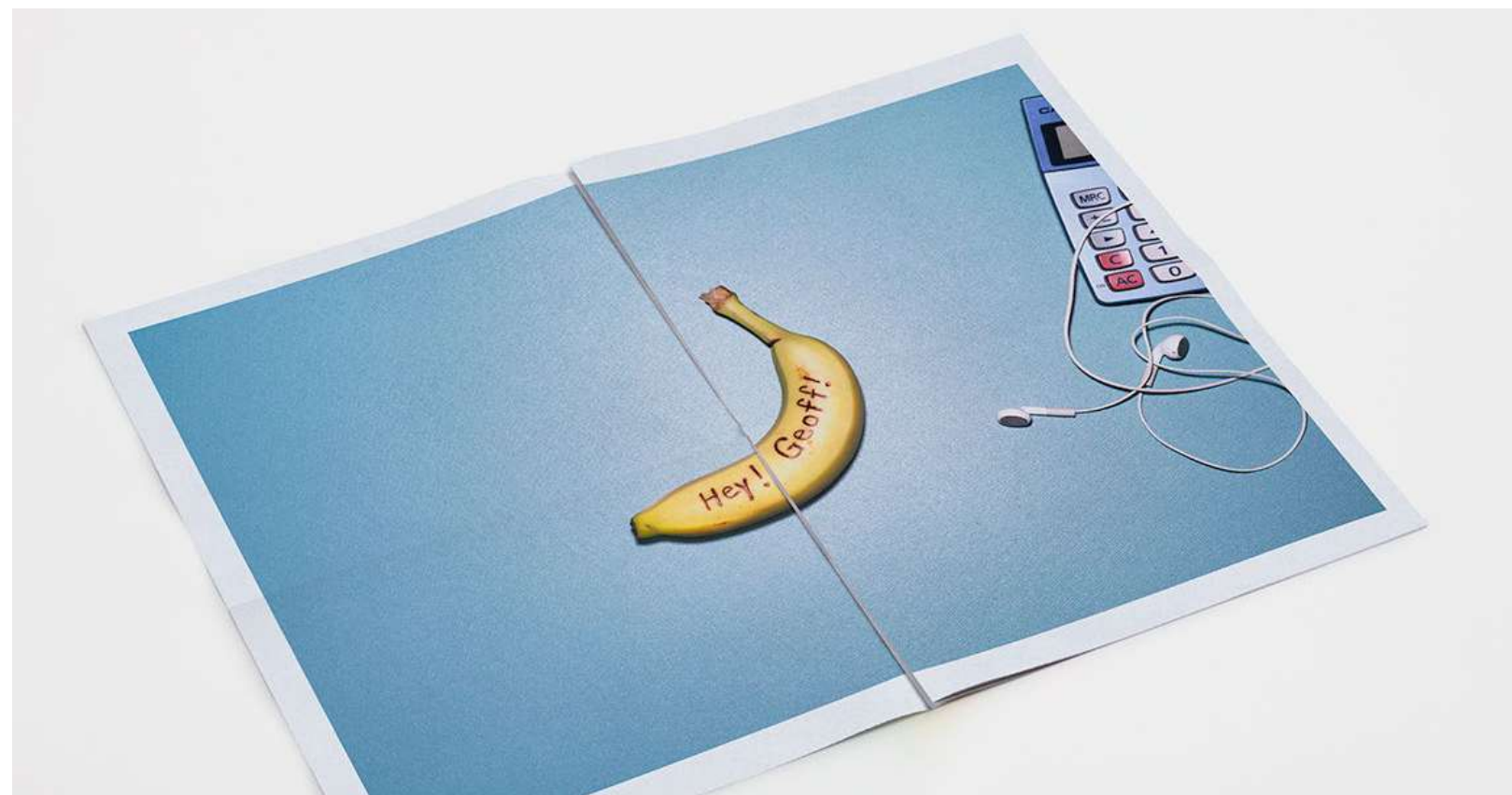
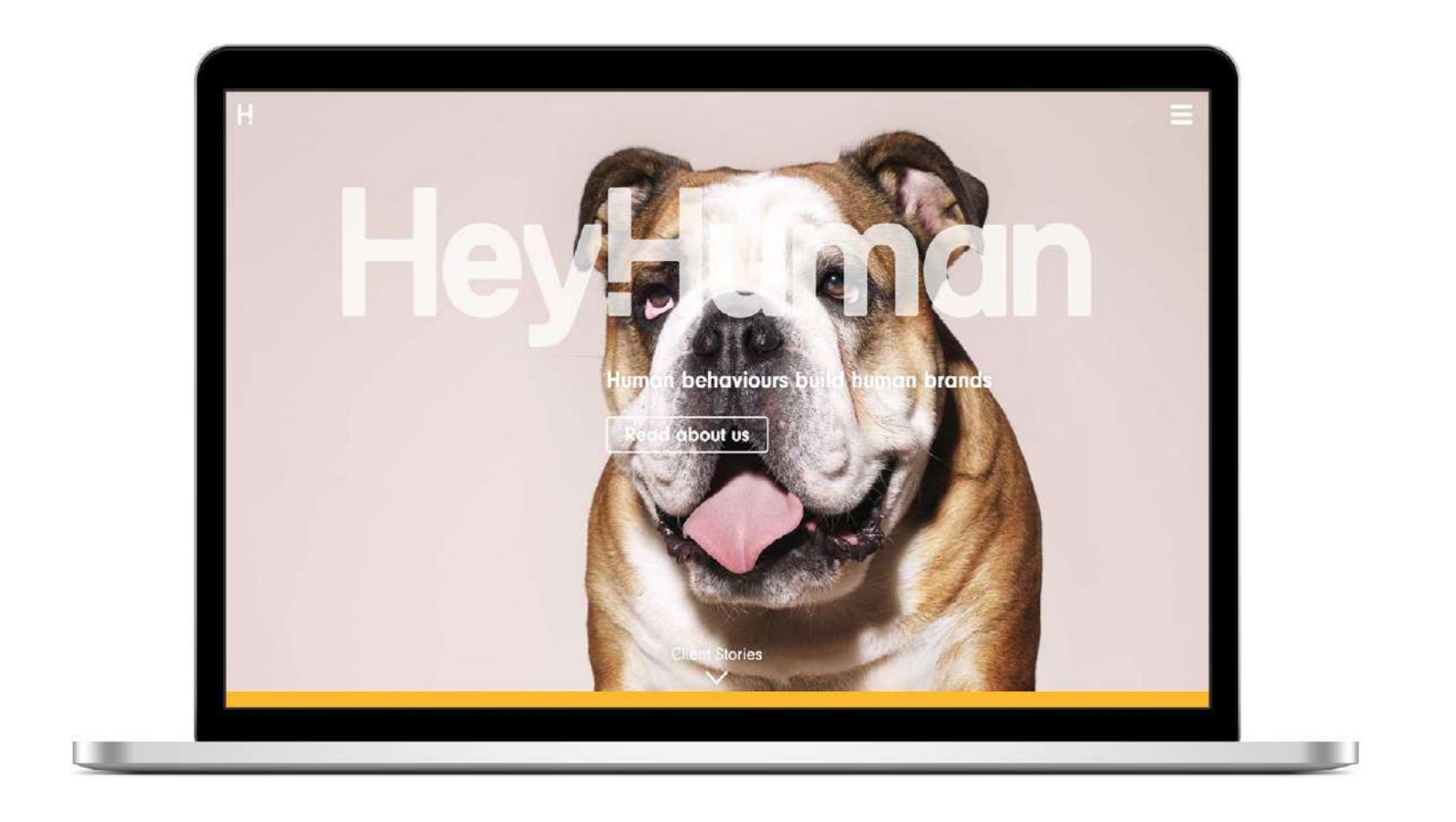
# Hey! Human Behaviours Build Human Brands!













*Client*

Okinaha (Retail/In-store)

*Agency*

Coast Design

*Category*

Art direction  
Branding

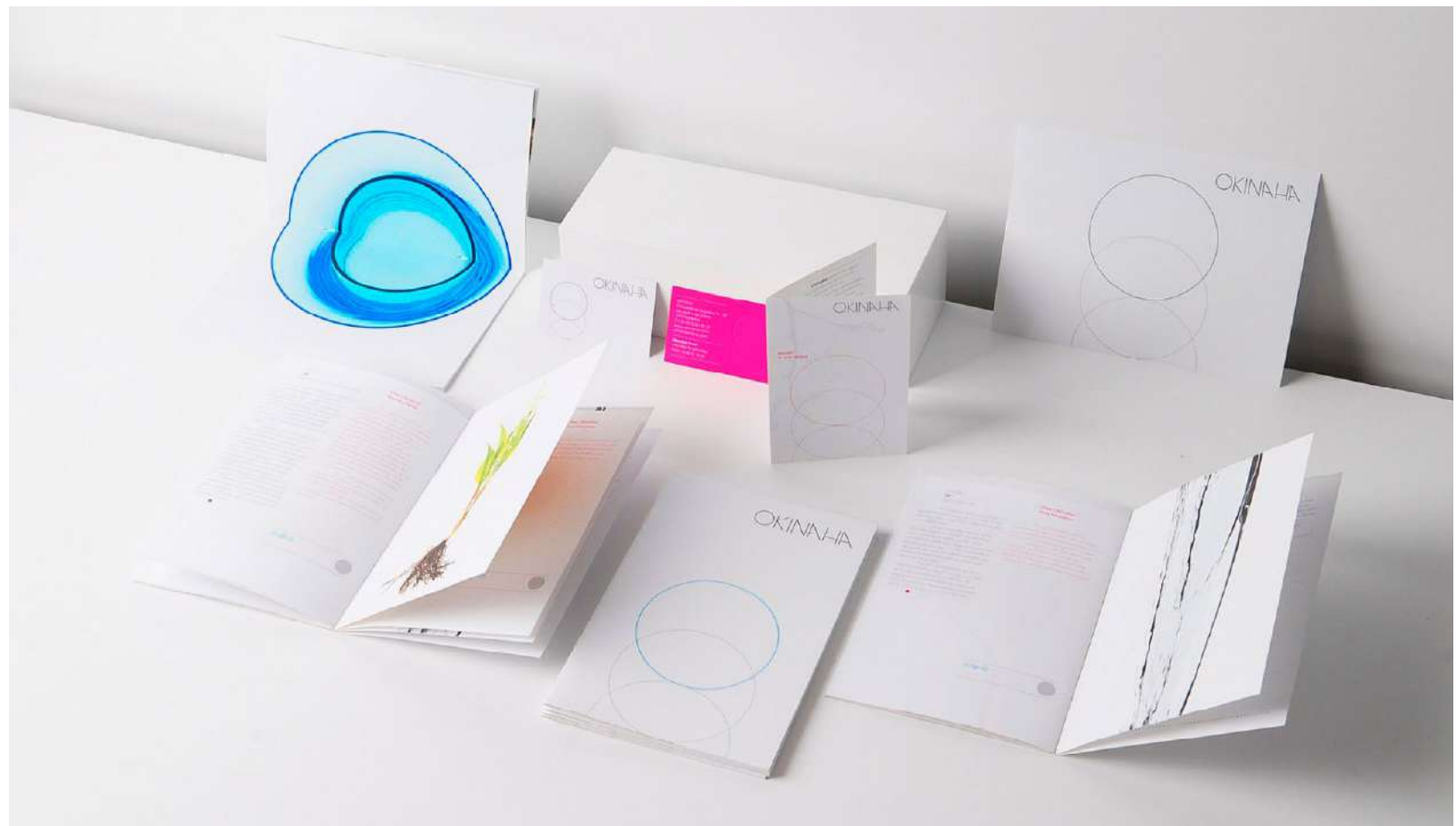
Okinaha was founded in 2011 by Jean Rousseau, a former pharmacist for more than 35 years, and was the first holistic store for anti-aging in Belgium, bringing value to a business in high progression. Coast created the name, branding and architecture story for this store located in Waterloo, Belgium.

Our goal for creating this new brand was to develop a concept based on the vision of longevity and purity, with a strong influence of Okinawa, the Japanese island where people have a life expectancy among the highest in the world. To brand the promise, all of our creative output was inspired by luxurious purity and oriental simplicity, allowing the customer to relax while shopping for health. Launched 2009.

Role:

Middle-weight designer





OKINAHHA





*Client*  
SOT (Fashion)

*Agency*  
RM&CO

*Category*  
Art direction  
Branding  
Naming

Shapes of Things (SOT) is a new and revolutionary UK based surface and product design company offering customers limited-edition, unique products of the highest quality exclusively from the UK.

Providing design consultancy, brand consultations, and production support to UK manufacturers looking to achieve new levels of success and notoriety. Shapes of Things offers cutting-edge, creative design, resulting in products of unparalleled quality and individuality for clients and customers around the world.

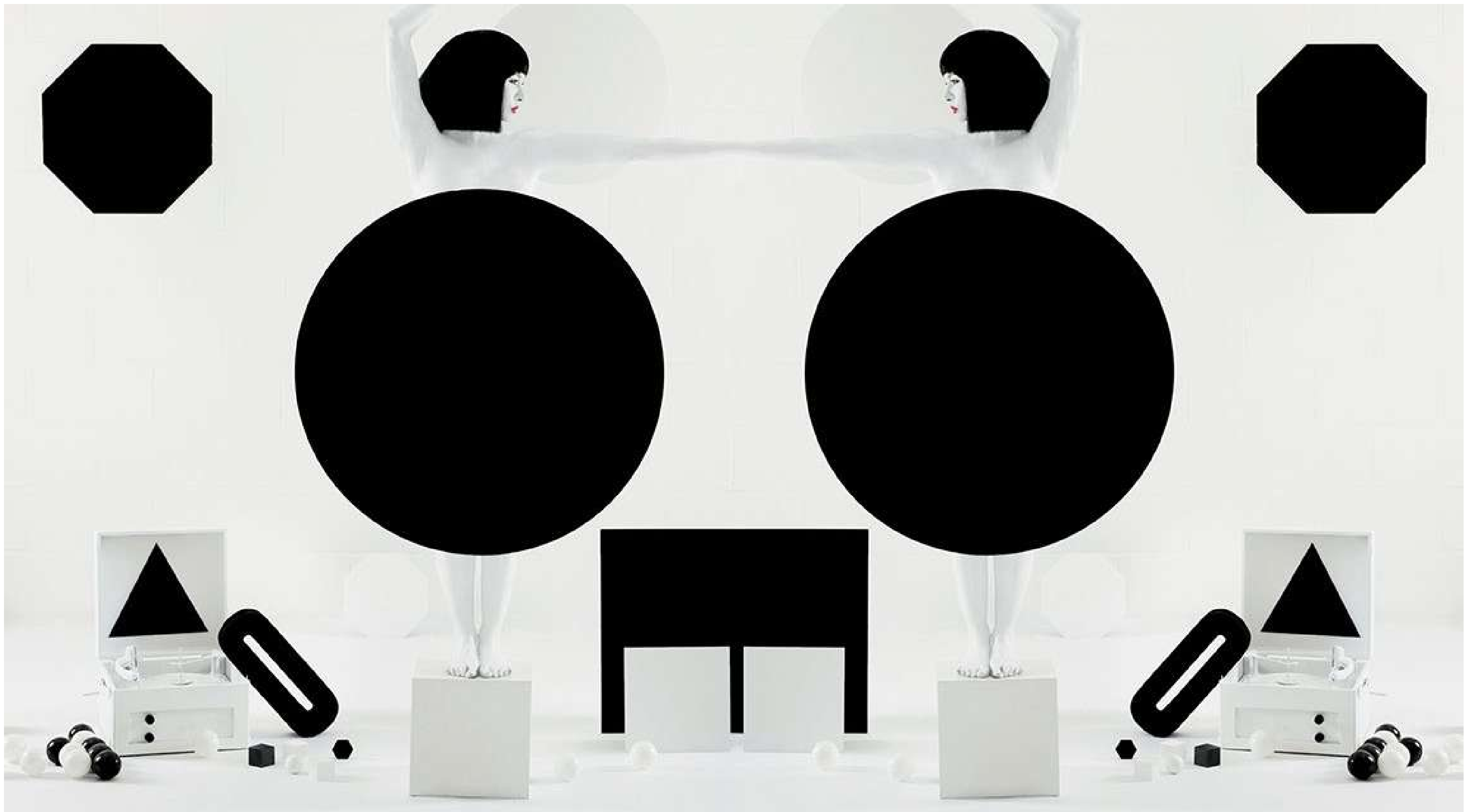
We created a system based on a back to basics theme, creating pure geometric shapes inspired by the brand name ‘Shapes of Things’. Developed to portray the ‘SOT’ ethos — with a back to basics philosophy, which utilises geometric forms and structures with playful results. We also art directed the first launch campaign 13 to bring the ‘Shapes of Things’ brand to life — with each year, a preceding campaign will be developed. Launched in 2013.

Role:  
Designer / Design Director / Creative Director











## *Client*

Karo Pharma (Skincare)

Tasked by Swedish pharma company Karo to re-brand and re-launch its female care range, Multi-Gyn in Germany for 2022.

## *Agency*

In-house

With a new design strategy built around the Multi-Gyn brand heritage – creating new packaging and the new communications campaign, “Back to Brilliant,” with a suite of social media films and web portal design content. This culminated in their brand guides been re-designed.

## *Category*

Advertising

Art direction

Brand guidelines

Brand strategy

Digital OOH

Film

Packaging design

Re-brand

The project was created with an entirely female team of planning, creative and design, through to all girl film and photography crews. Working directly with the global brand manager at Karo and their in-house team.

Role:

Designer / Design Director / Art Director /  
Creative Director



# Multi-Gyn



MULTI-GYN | BRAND BOOK  
BODYLINE

BRAND ASSETS

## #BacktoBrilliant



MULTI-GYN   BRAND BOOK COLOUR PALETTE		BRAND ASSETS
<p><b>Intimate Care</b></p> <p>Pantone 266C CMYK 74, 80, 0, 0 RGB 117, 50, 130 Hex 753CBE</p>	<p><b>Intimate Care</b></p> <p>Pantone 2617C CMYK 35, 100, 26, 15 RGB 53, 37, 59 Hex 442563</p>	<p><b>Itching</b></p> <p>Pantone 264C CMYK 25, 35, 0, 0 RGB 101, 65, 205 Hex D7A6D0</p>
<p><b>Bacterial Vaginosis</b></p> <p>Pantone 267C CMYK 62, 0, 60, 0 RGB 0, 167, 131 Hex 00A783</p>	<p><b>Vaginal Yeast</b></p> <p>Pantone 1765C CMYK 0, 82, 50, 0 RGB 253, 75, 04 Hex E94C65</p>	<p><b>Vaginal Dryness</b></p> <p>Pantone 278C CMYK 46, 19, 0, 0 RGB 49, 183, 226 Hex 31B7E2</p>

14







MULTI-GYN | BRAND BOOK  
TYPOGRAPHY

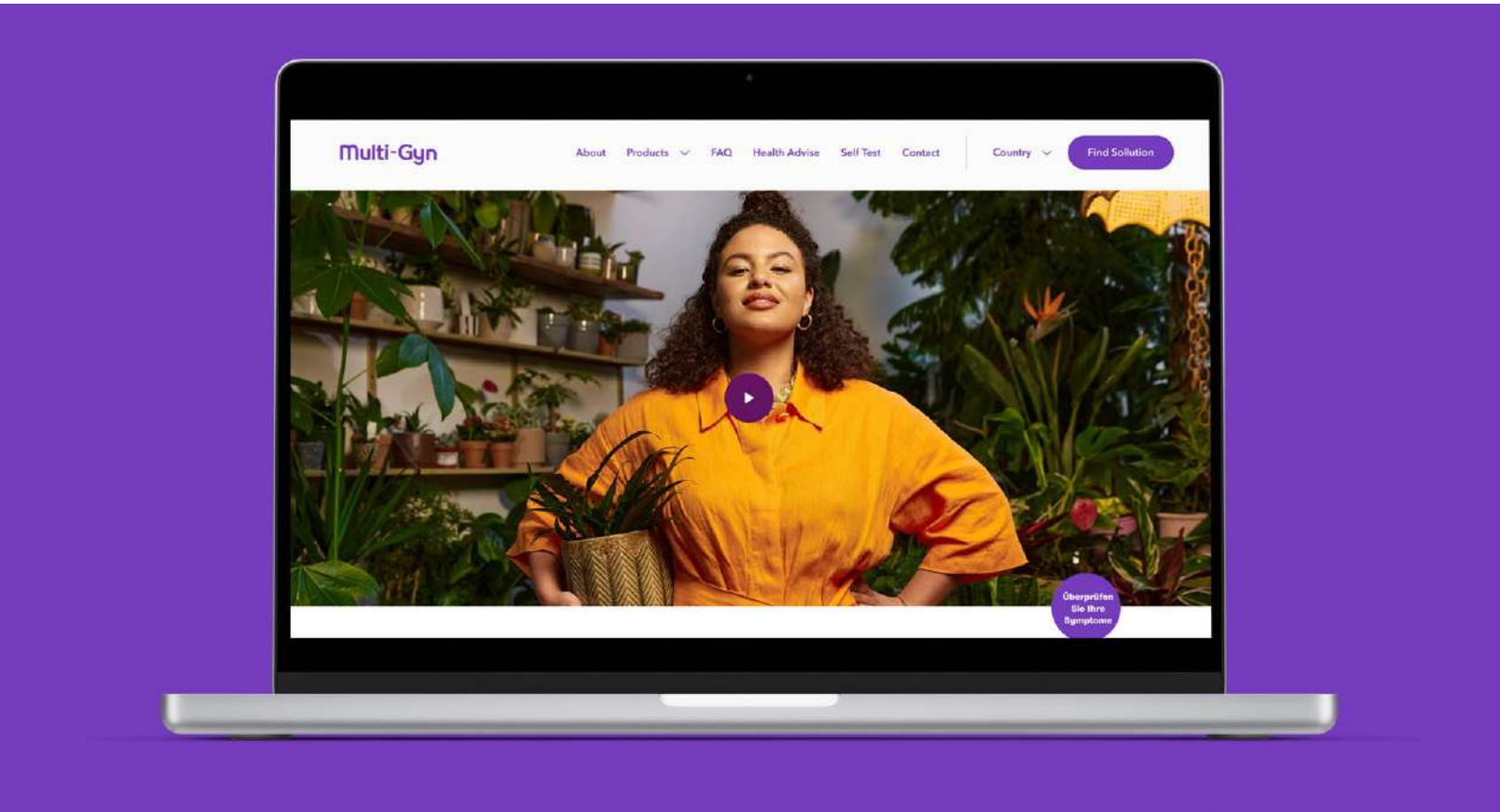
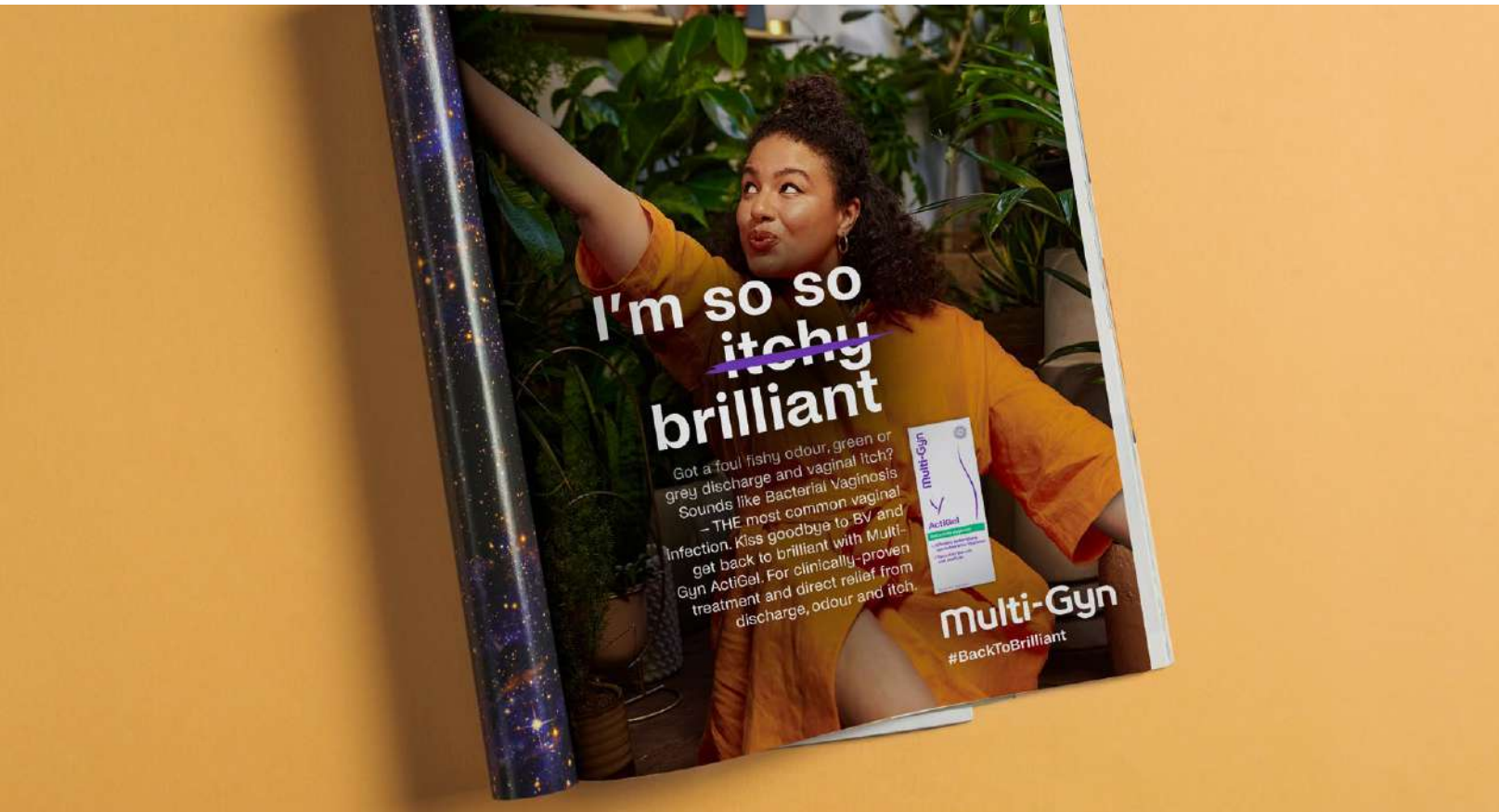
BRAND ASSETS

# Noi Grotesk

Our typeface is Noi Grotesk. Use Semibold for headings and Light for body copy.

For use cases such as Powerpoint decks and other localised applications we have a substitute typeface. We use Arial due to it's close proximity to Noi Grotesk.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789





*Client*

Nosakhari (Fashion/Retail)

*Agency*

RM&CO

*Category*

Art direction

Lookbook

Website

SS/2016 art direction, lookbook design and website refresh for Nosakhari. Nosakhari imagines a world where the celebration of differences will supersede competition. Nosakhari focuses on making products that ignite individuality and self expression, products that allow their customers to standout birthing admiration over prejudice. They believe it should be okay to stand out and celebrate your differences without the fear of prejudice and that's what Nosakhari represents.

The philosophy behind the brand is to present a range of pieces that are at once wearable and eye-catching, enabling their customers to celebrate their differences. Each collection intelligently juxtaposes the intricate with the simple, presenting desirable pieces that one could wear as a point of differentiation from the rest of the crowd.

Role:

Designer / Design Director / Art Director / Creative Director







*Client*  
Zanan (NGO)

*Agency*  
Breakthrough

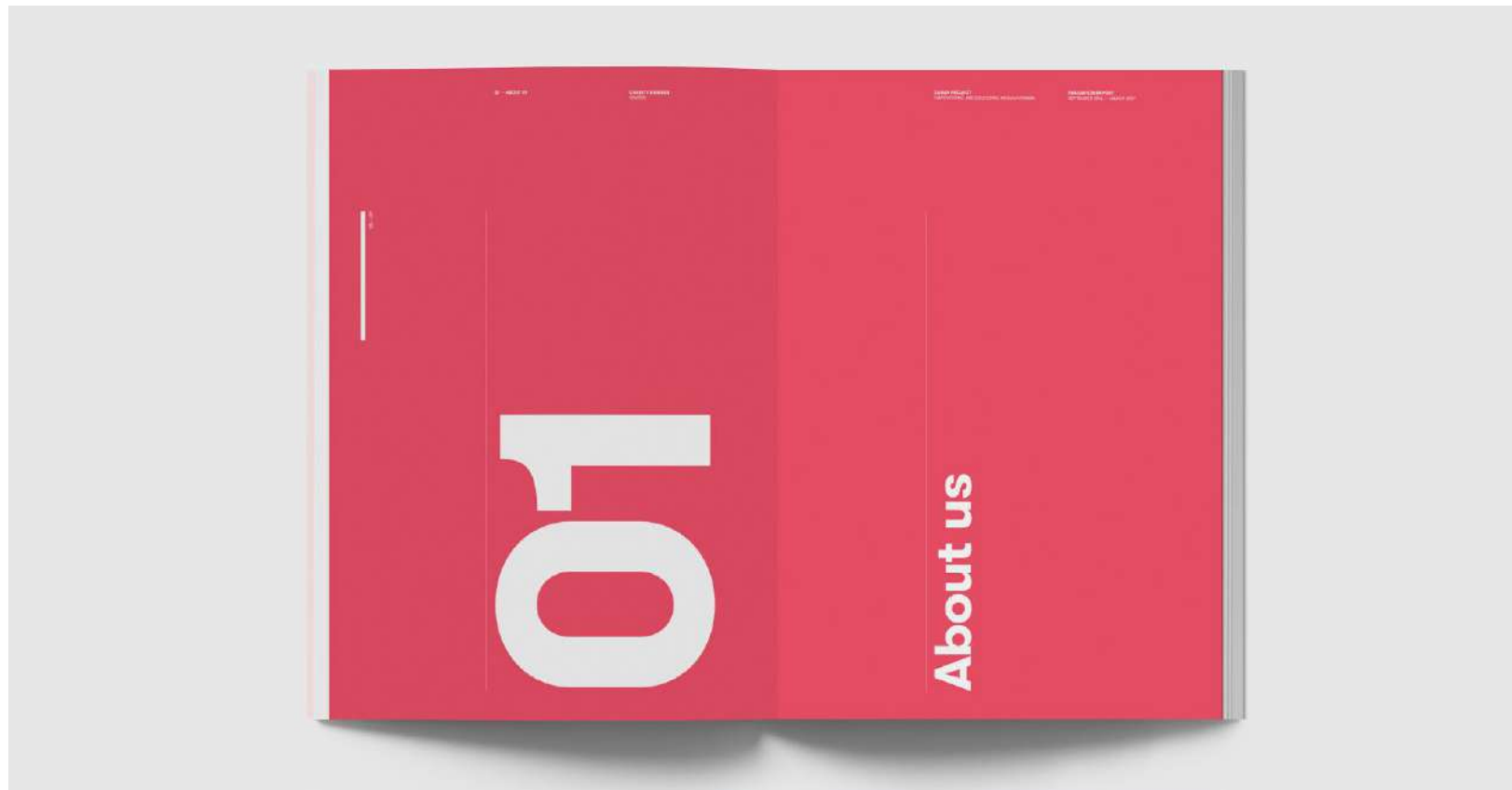
*Category*  
Annual report

The Afghanistan & Central Asian Association is a voluntary organisation that works to empower refugees and migrants in Lewisham and the Greater London area.

The Zanan Project was set up by the ACAA and aims to give Muslim women a stronger voice, increased confidence and the knowledge to challenge and tackle extremism and radicalisation. The initiative was designed as a way of empowering Muslim women and girls to participate on issues that affect them. RM&CO designed the annual report of 2016/17 for the project and organisation.

Role:  
Designer / Design Director / Art Director /  
Creative Director







*Client*

Art Directors Club of New York  
Yearbook  
(Creative Club)

*Agency*

RM&CO

*Category*

Book design

Each April, hundreds of international creatives converge on Miami Beach to celebrate their inner artists at North America's most inspiring beachside creative festival. ADC has been honoring artistry and craftsmanship in the fields of advertising, design, photography, illustration, digital and motion graphics for nearly a century.

2013 brought renewed commitment to this mission with the birth of the ADC Festival of Art + Craft in Advertising and Design.

In 2014 RM&CO were commissioned to design the first ADC Festival Yearbook. Inspired by throwback yearbooks of old — in collaboration with ADC, Mama and Monotype, we created a book which would be sent to all attendees of the Festival as a sort of highlight of the days and events that occurred in Miami beach.

Role:

Designer / Design Director / Art Director /  
Creative Director







*Client*

George Wyllie MBE (Arts)

*Agency*

RM&CO

*Category*

Book design

Catalogue design for George Wyllie MBE first major retrospective, who sadly passed away in the early part of 2012.

George Wyllie was a prolific figure in the arts who worked in regenerative, performance and public Art. Throughout his lifetime he exhibited in the UK, Europe, India and the USA, and his monumental sculptures are permanently installed in urban settings across the globe.

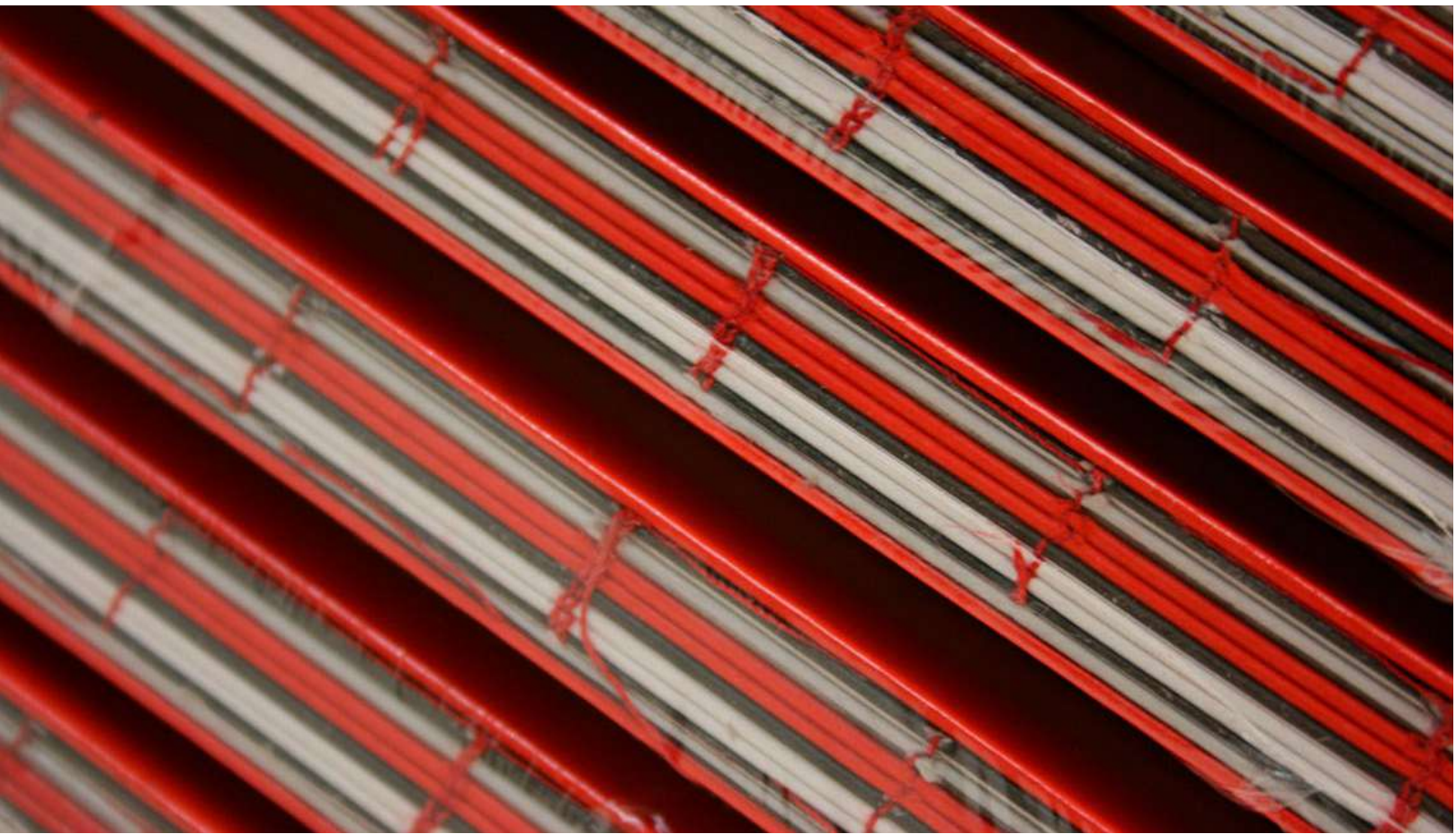
The overall feel of the Catalogue and other related material was closely aligned with his beliefs and process's as an Artist, Thinker and Sculptor. Influenced by his robust use of materials and unfinished approach to his work. The Catalogues are limited editions including a bespoke hand stamp and signed by a numbering system.

The catalogue was awarded an In-Book at the D&AD awards 2013.

Role:

Designer / Design Director / Art Director / Creative Director







*Client*

Aika Alemi (Fashion)

*Agency*

RM&CO

*Category*

Art direction

Lookbook

Lookbook design and art direction for Kazakhstan based fashion brand Aika Alemi. Inspired by fusion, cultural heritage and language, we drew a bespoke typeface, which then was used as the pattern for the front cover — The pattern is made from ‘Aika Alemi’ which in english translates as ‘Aika’s world’. This has been set in Kazakh and English.

Aika’s first collection is called ‘White Plenty’. To reflect this we used as little inks as possible and debossed the pattern on the front complete with ‘white’ thread to bind the lookbook. Designed in 2014.

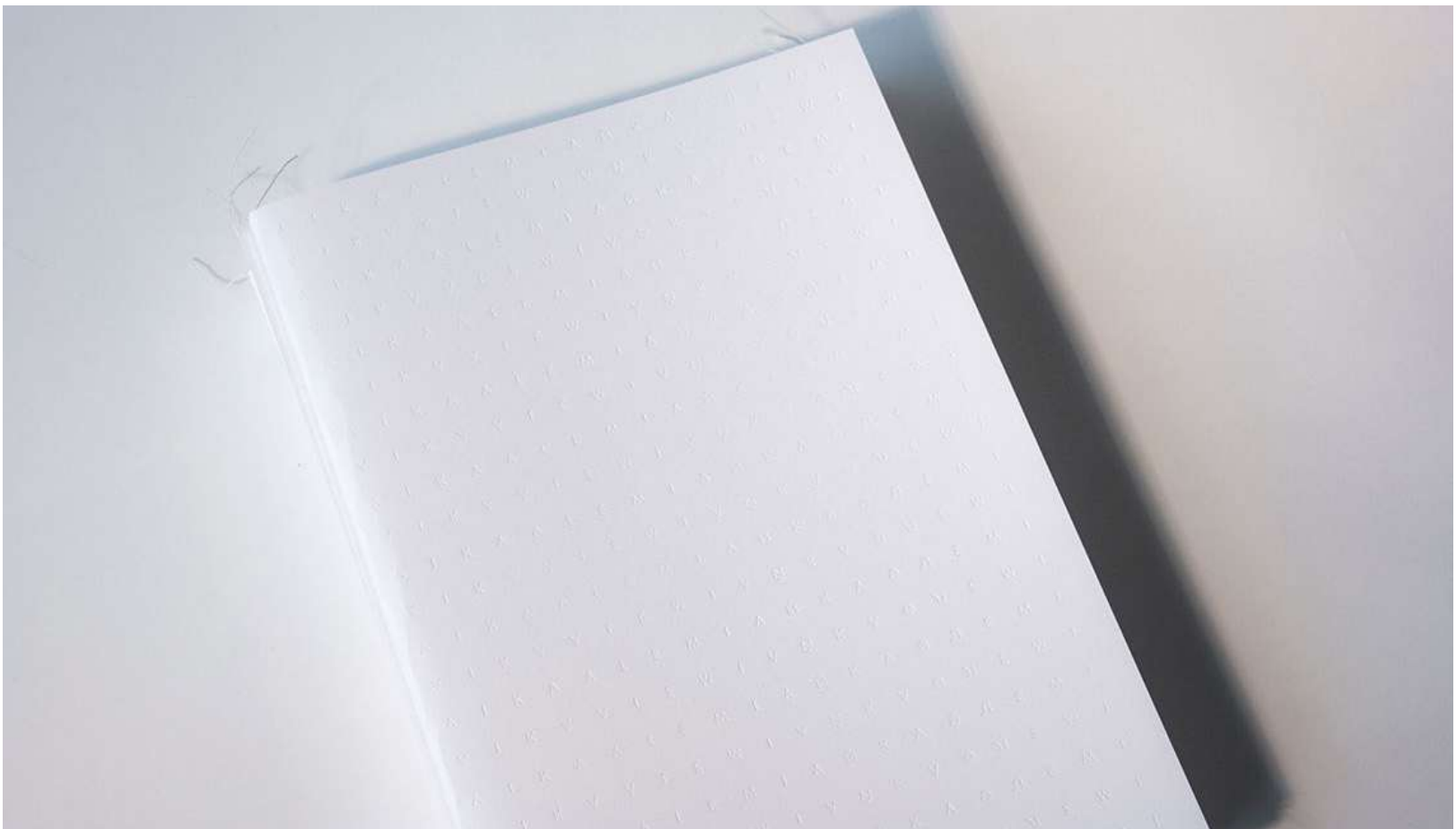
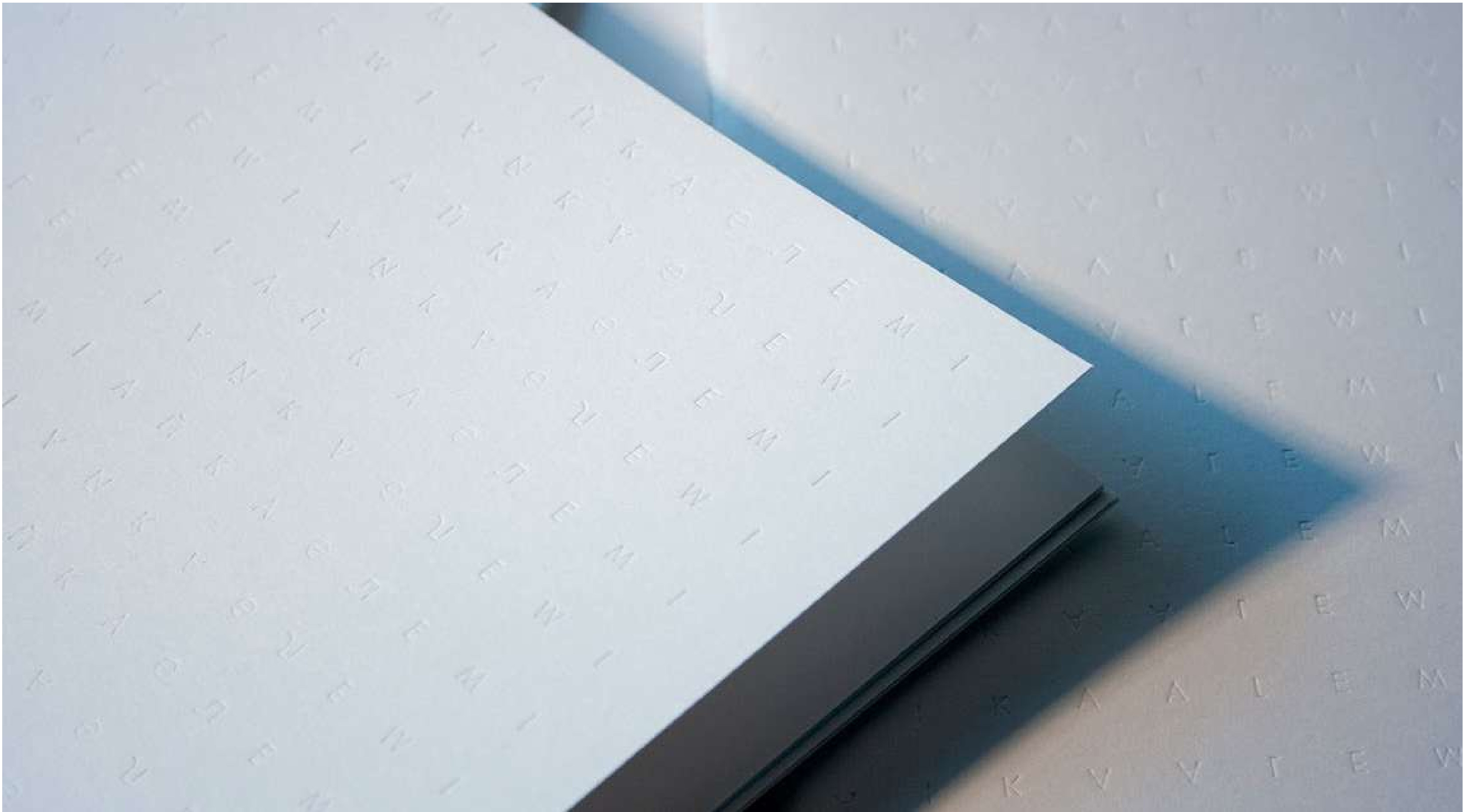
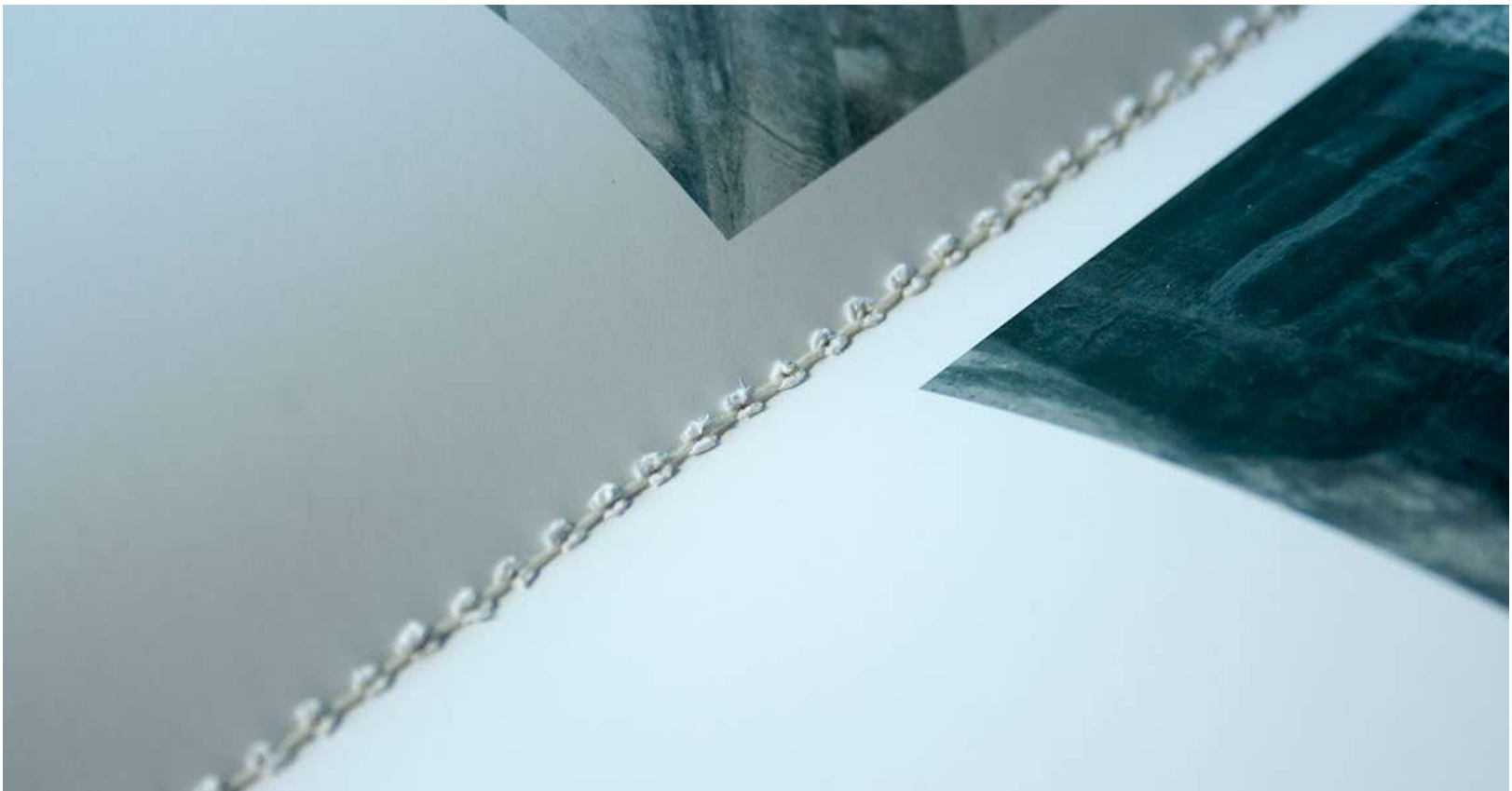
Role:

Designer / Design Director / Art Director / Creative Director











*Client*  
RM&CO

*Agency*  
RM&CO

*Category*  
Art direction  
Promotional  
Packaging

Are you in a ‘fast-food’ paced lifestyle and world? Are you in need of some design goodness, where time and dedication to your needs are met? Our limited edition ‘Eat good design. Shit bad design’ promotional box and campaign was sent out to 100 targeted companies on our mailing list in mid 2015. Wether you consume good or bad design, RM&CO give a 100% guarantee that this box and its contents may prove useful to you.

A campaign and promotional piece inspired by the notion of a ‘fast-food’ paced lifestyle/world and of course the infamous Mcdonald’s happy meal style boxes. The box included, our very own branded toilet paper, 2 x posters, a postcard set and a set of badges with the following phrases; ‘Eat Good Design. Shit Bad Design’, ‘Creating epic shit since 2013’, ‘100% pure design goodness’ and ‘No artificial colourings, flavours or additives’ to name a few.

An excerpt from the box — “We champion craft, thought, intellect and time to find the right and relevant solution backed up by a winning idea and not reliant on some half-baked, rushed and unhealthy solution with very little meaning and no substance. If you’re looking to place an order or have a project to discuss then please get in touch. RM&CO guarantee 100% ‘pure’ design goodness with any orders placed.” Project launched in 2015.

Role:  
Designer / Design Director / Art Director /  
Creative Director











*Client*

Thames & Hudson (Editorial)

*Agency*

RM&CO

*Category*

Book Design

Commissioned by Thames & Hudson – FutureKind is part manual and manifesto, an inspiration and a call-to-arms, this rich and timely survey presents over 60 innovative, socially and environmentally conscious design projects changing the world for the better.

Improving lives is no longer the role only of governments and experts: enabled by the latest technologies, anyone can help to design and create products for the social and environmental good. Part manual, part manifesto, part call-to-arms, Futurekind presents more than 60 world-changing projects that, through a process of collaboration between communities and designers, are shaping a better future for us all. Published in 2018.

Role:

Designer / Design Director / Creative Director





Thames & Hudson

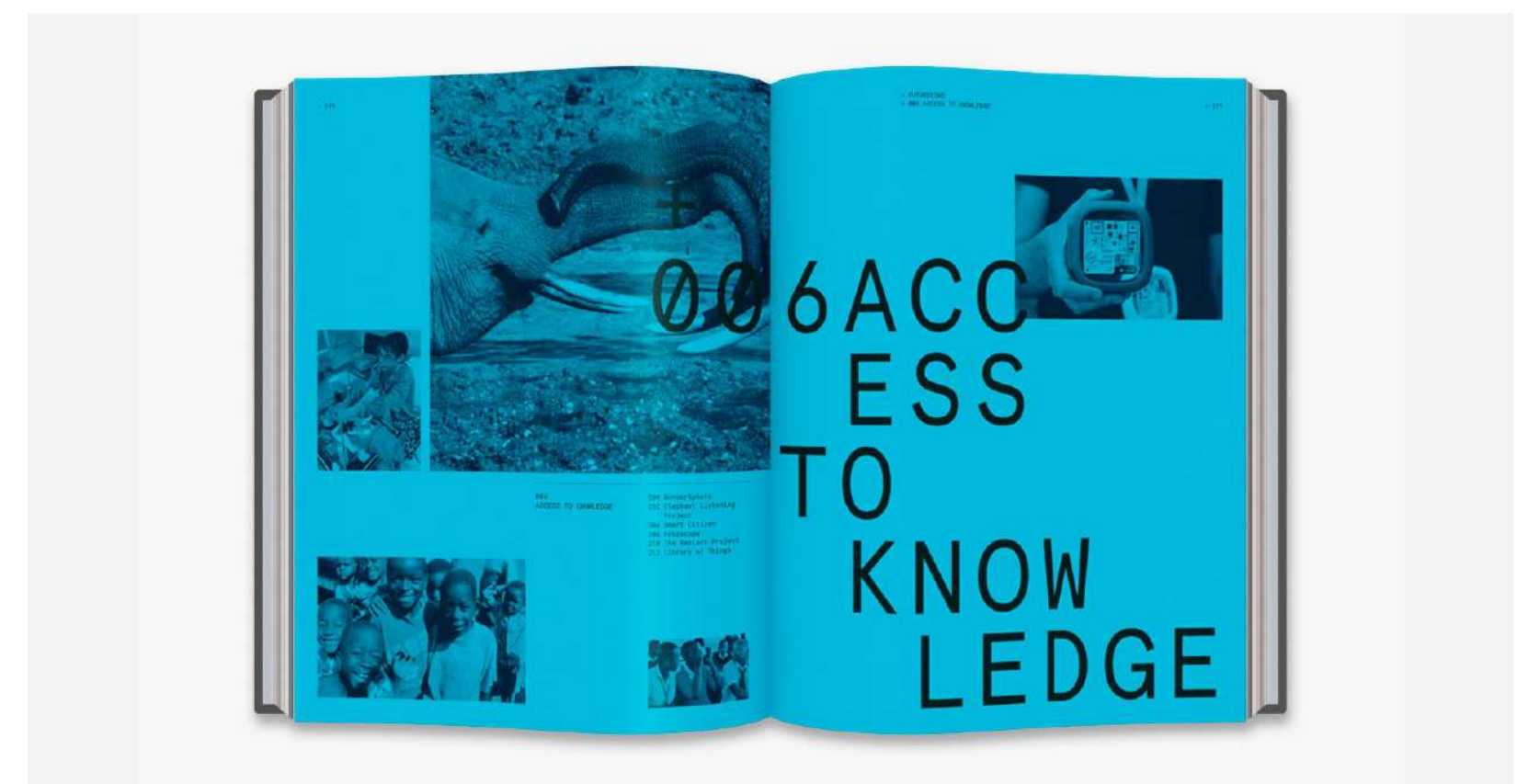
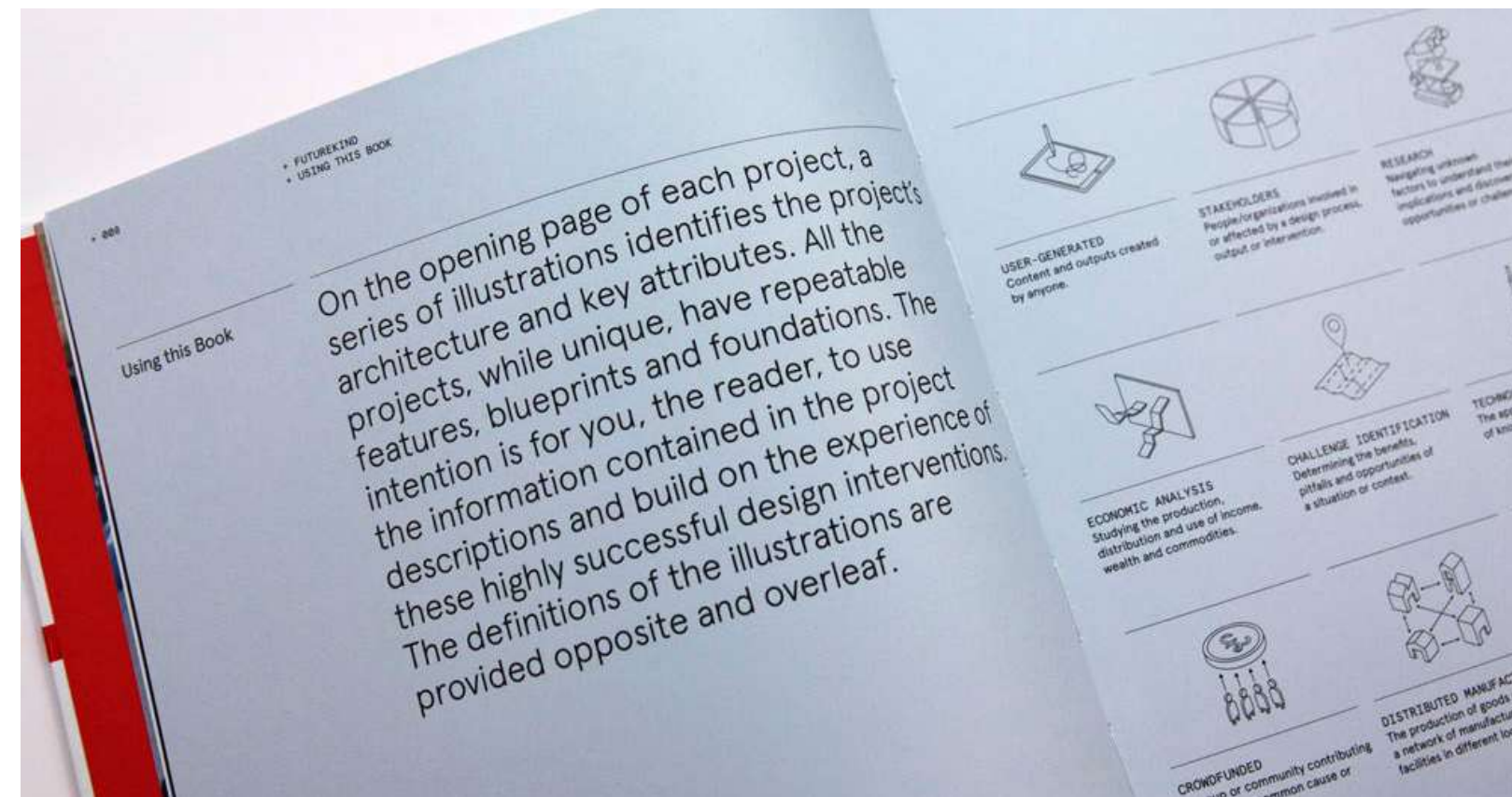
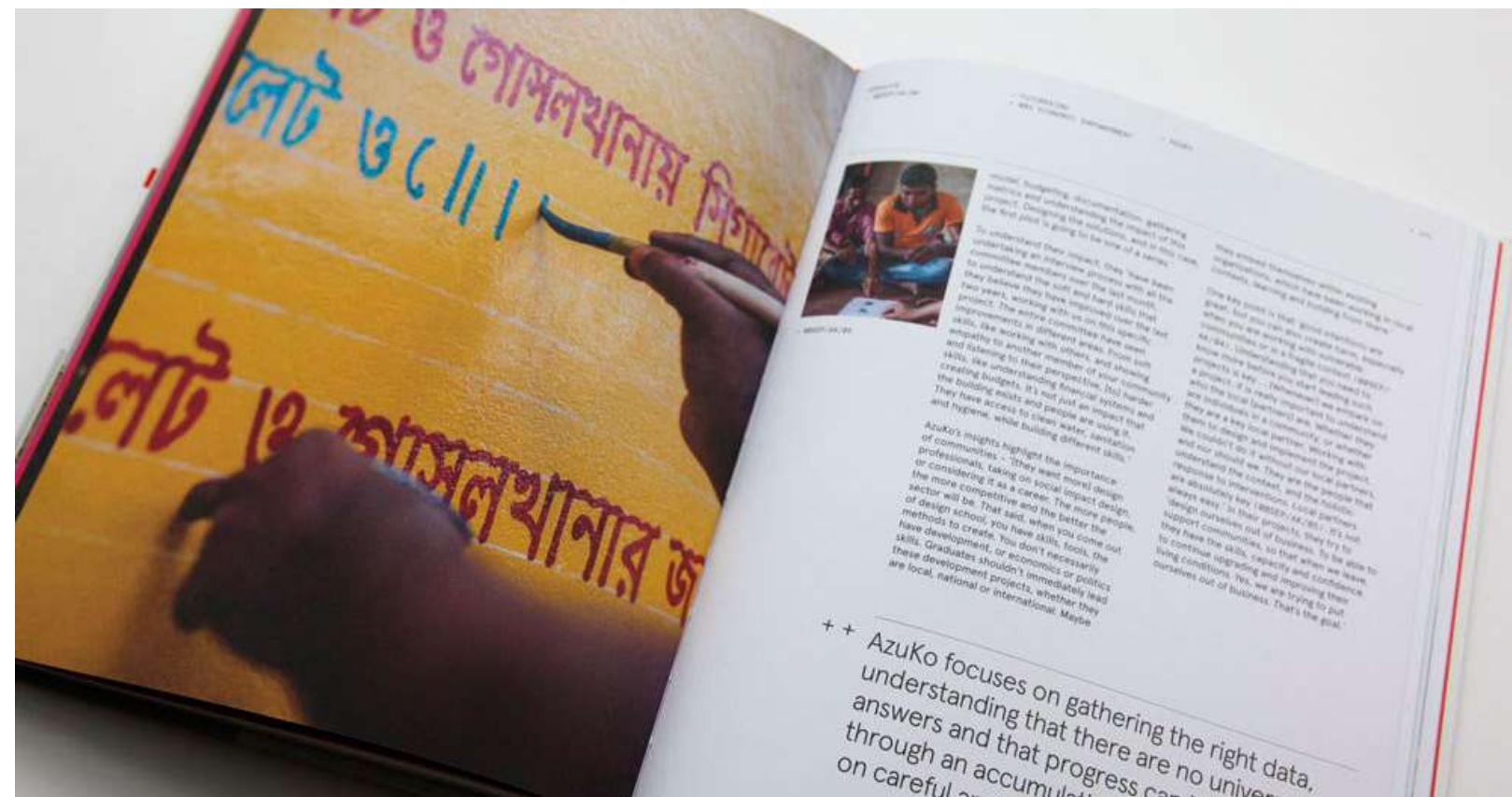
# Kind Future

FUTUREKIND  
DESIGN  
BY  
AND  
FOR  
THE  
PEOPLE  
ROBERT PHILLIPS

FOREWORD BY  
IVES  
BEHAR









*Client*  
Various

*Agency*  
Various

*Category*  
Logos



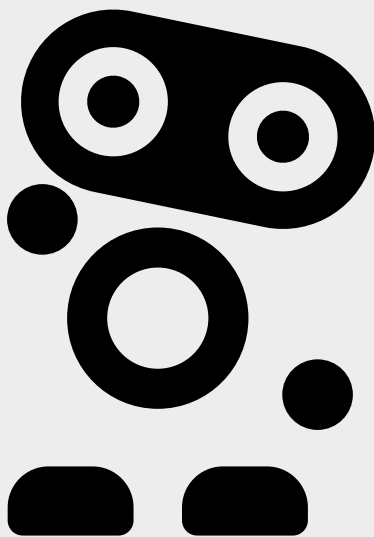
N O S A K H A R I  
L O N D O N

E O M  
FROM HYUNDAI

snoop

H

B W A T T



educate.against.  
~~hate~~



BY *Virgin*  
DESIGN

TRADE   
REPUBLIC

IM GLOBAL 



SA&DC 

NEKTAR





# Index



Pete Rossi

Experience

Industry

Awards (45)

Experience

2006

The Glasgow School of Art  
BA HONS Visual Comm  
First Class  
Sept 02 — Jun 06

2007

Marque (Noë Associates) (Glasgow/NYC)  
Placement  
Nov 06 — Jan 07

The Hub Agency (Glasgow)  
Junior designer  
Mar 07 — Dec 08

2009

Freelance (Brussels/Florence)  
Mid-weight designer  
Jan 09 — Dec 09

Coast Design (Brussels)  
RovaiWeber (Florence)

2010

El Studio (Glasgow)  
Senior designer  
Jan 10 — Apr 11

2011

Studio Astrid Stavro/Atlas (Palma)  
Senior designer  
Apr 11 — May 12

2012

CCRZ (Lugano)  
Senior designer  
May 12 — Jan 13

2013

RM&CO (Glasgow/London)  
Creative director/Founder  
Jan 13 — Jan 20

Freelance (London)  
Design Director/Creative director  
Jan 13 — Present

Trade Republic (Berlin: 4 months)  
Leo Burnett (London)  
AirHelp (Berlin: 5 months)  
The Croc (London: 5 months)  
The & Partnership (London: 10 months)  
Breakthrough (London: 2 years)  
Fitch (London: 8 months)  
Design Studio (London)  
McCann (London)  
Ogilvy (London)  
Pollitt & Partners (London)  
Anomaly (London)  
Saatchi & Saatchi (London)  
Lucky Generals (London)  
Jack Morton Worldwide (London)  
Studio Bianca Wendt (London)  
Egelnick and Webb (London)

Industry

2013

University of West Scotland (Glasgow)  
Guest Lecturer

Behance Inc (London)  
Host/Reviewer

2014

Parsons New School of Design (New York)  
Guest Lecturer

The Art Directors Club (New York)  
Young Guns 11 Judge

2017

Brunel University (London)  
Guest Lecturer

2018

Royal College of Art (London)  
Guest Lecturer

The One Club For Creativity (Denver)  
Jury Member

Jerry's Open House (Glasgow)  
Jury Member/Guest Speaker/Mentor

2020

Glasgow School of Art (Glasgow)  
Guest Lecturer

The One Club For Creativity (San Diego)  
Jury Member

Awards (42)

Communication Arts (California)  
1 x Winner (Typeface design)  
2 x Shortlist/s

Design Week (London)  
1 x Nomination

Creative Review (London)  
1 x The Annual

Art Directors Club (New York)  
Young Gun Winner (YG 9)

D&AD (London)  
1 x Wood Pencil

Cannes Lions (France)  
1 x Bronze

Club de Creativos (Madrid)  
1 x In-Book

Graphis (New York)  
6 x Golds  
10 x Silvers  
9 x Merits  
1 x Honorable mention

Red Dot (Germany)  
1 x Distinction (Typeface design)

Laus (Barcelona)  
3 x Bronze

Roses Design Awards (UK)  
1 x Silver  
1 x Nomination

Scottish Design Awards (UK)  
1 x Best

The Drum (UK)  
1 x Highly Commended



Pete Rossi

Select press

Press

2009

1000 Ideas by 100 Designers  
Maomao & Rockport  
Barcelona, Spain

Design Week  
Magazine  
London, UK

Computer Arts Projects 149  
Magazine  
Bath, UK

2011

Computer Arts 195  
Magazine  
Bath, UK

ADC New York YG Annual  
Young Gun Class 9  
New York, USA

Brand Vol 4  
Ooogo Publications  
Guangzhou, China

2012

Less is more — Graphic Design  
Send Points  
Guangzhou, China

Relogo  
Sandu Publishing  
Guangzhou, China

Creative Block  
Princeton Architectural Press  
New York, USA

Design Elements: Using Type  
Rockport  
Massachusetts, USA

2013

D&AD Annual  
London, UK

Creative Review  
Blog feature  
London, UK

Design Week  
London, UK

Brochure design  
Rockport  
Massachusetts, USA

Brand Magazine  
Sendpoints  
Guangzhou, China

2014

Etapes 218  
Paris, France

Geometric graphics  
Sandu  
Guangzhou, China

The Branding Annual  
Computer Arts  
Bath, UK

Art in Book VOL 2  
Sendpoints  
Guangzhou, China

Touching Branding 3  
Artpower International  
Hong Kong, China

IdN Magazine  
v21 n4  
Hong Kong, China

Graphis Design & Poster Annual  
New York, USA

2015

ADC Typography Spotlight  
New York, USA

Graphis Advertising Annual  
New York, USA

Graphis Social/Political Annual  
New York, USA

Graphis Design Annual  
New York, USA

Graphis Poster Annual  
New York, USA

Graphis Typography Annual  
New York, USA

Brand Magazine  
Sendpoints  
Guangzhou, China

2016

The Telegraph Newspaper  
London, UK

Channel 4 News (TV)  
London, UK

ITV Evening News (TV)  
London, UK  
BBC News (TV)  
Graphis Poster Annual  
New York, USA

Graphis Advertising Annual  
New York, USA

2017

Creative Review The Annual 2017  
London, UK

Graphis Design Annual 2017  
New York, USA

Magical Geometry  
(Patterns in Graphic Design)  
Sendpoints, China

Optical Illusions  
(Graphic Design Elements)  
Sandu, China

2018

Graphis Typography 4 Annual  
New York, USA

Graphis Branding 7 Annual  
New York, USA

2019

Comm Arts Typography Annual 9  
California, USA

2020

Graphis Design Annual  
New York, USA



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*Thanks*

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