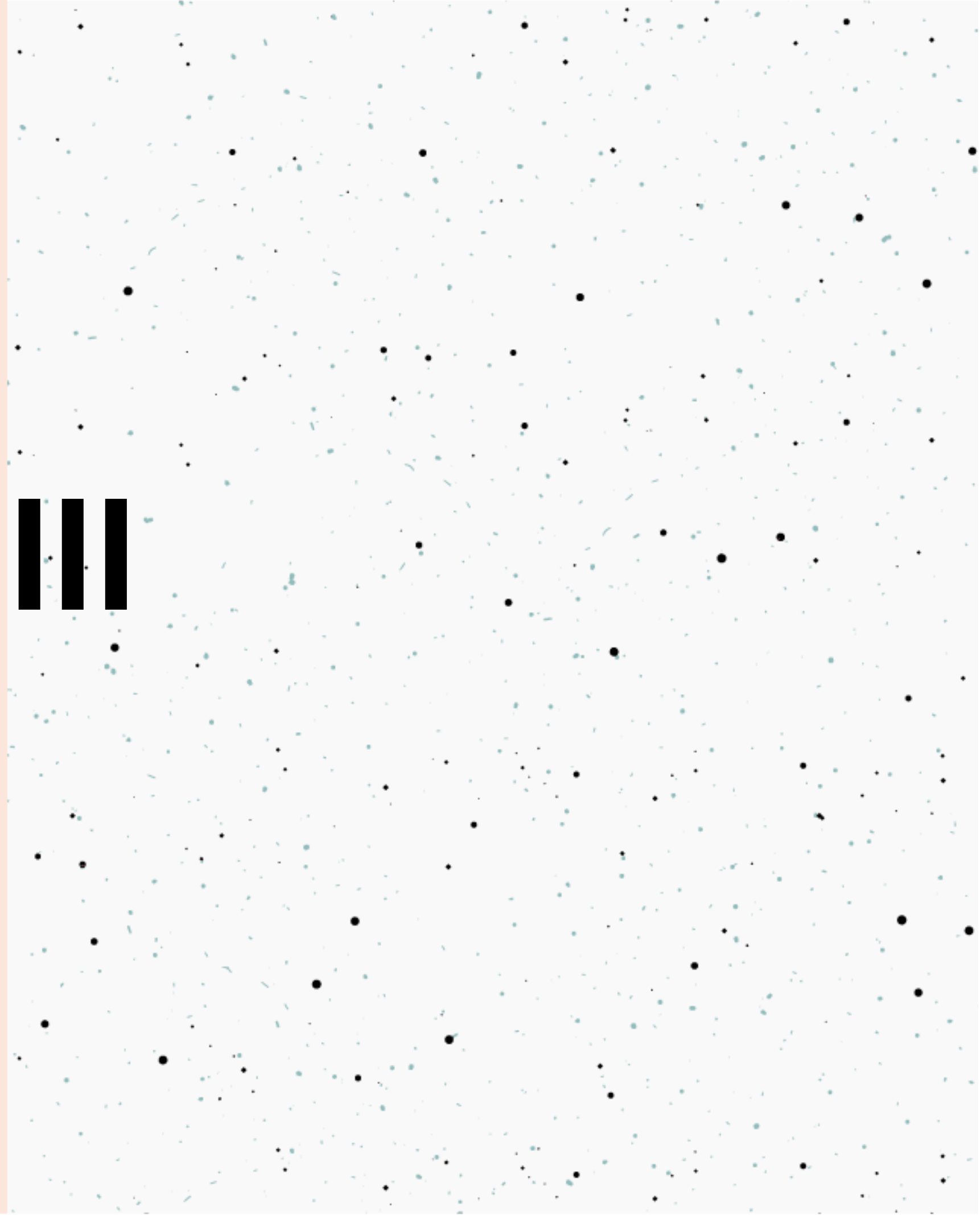


# Work With Me!

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Brand Identity Portfolio  
Jenny Nicholson  
2023



你好



# Hiya

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I'm Jenny, a freelance graphic designer from the UK, working remotely from Taiwan with clients and agencies all over the world.

You can find out more about me on my:

[website](#)

[behance](#)

[instagram](#)

[linkedin](#)

Or ask me something [here](#).

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I'm about to speed through some work with you. Take a breath, maybe a satisfying stretch, and let's go...

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## JET SET ENGLISH

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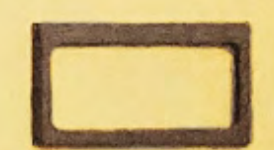
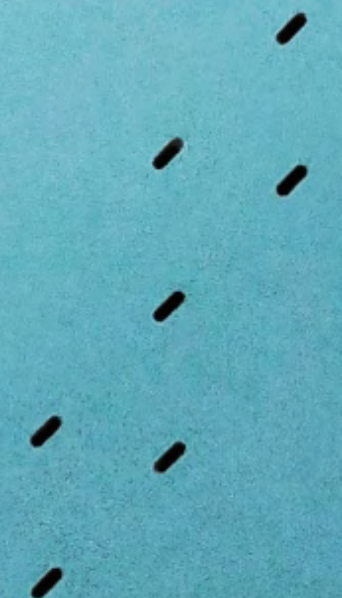
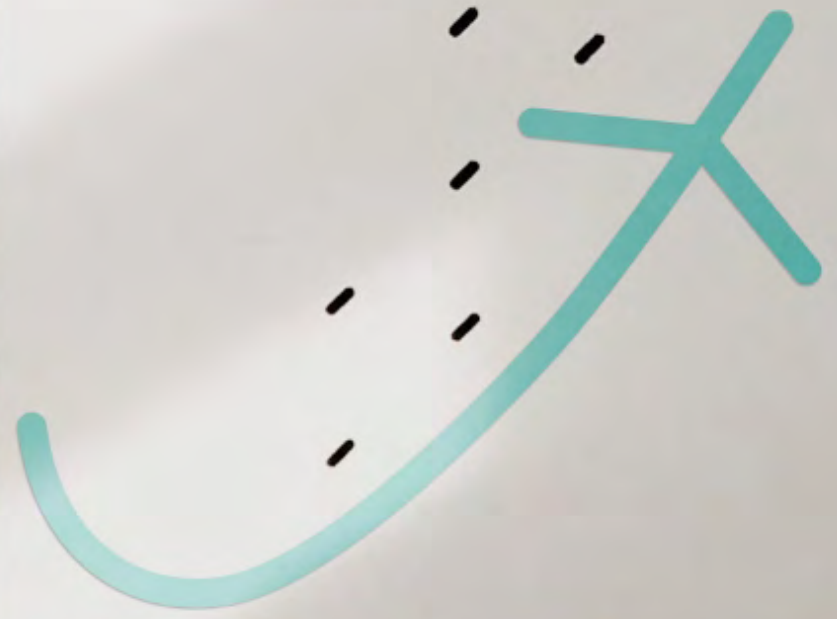
Jet Set English is a brand new independent school, providing innovative learning experiences for students in Taiwan.

The brand identity all stems from the logo design, which links not only to their name, but also to their USP of creating digital content as they teach. The logomark is made up of a triangle, drawn by the route of a plane. This represents the play button on their videos and podcasts, as well as an arrow showing the students progress. The play button also hints that the Jet Set English courses are a more playful way of learning, through field trips and fun activities.

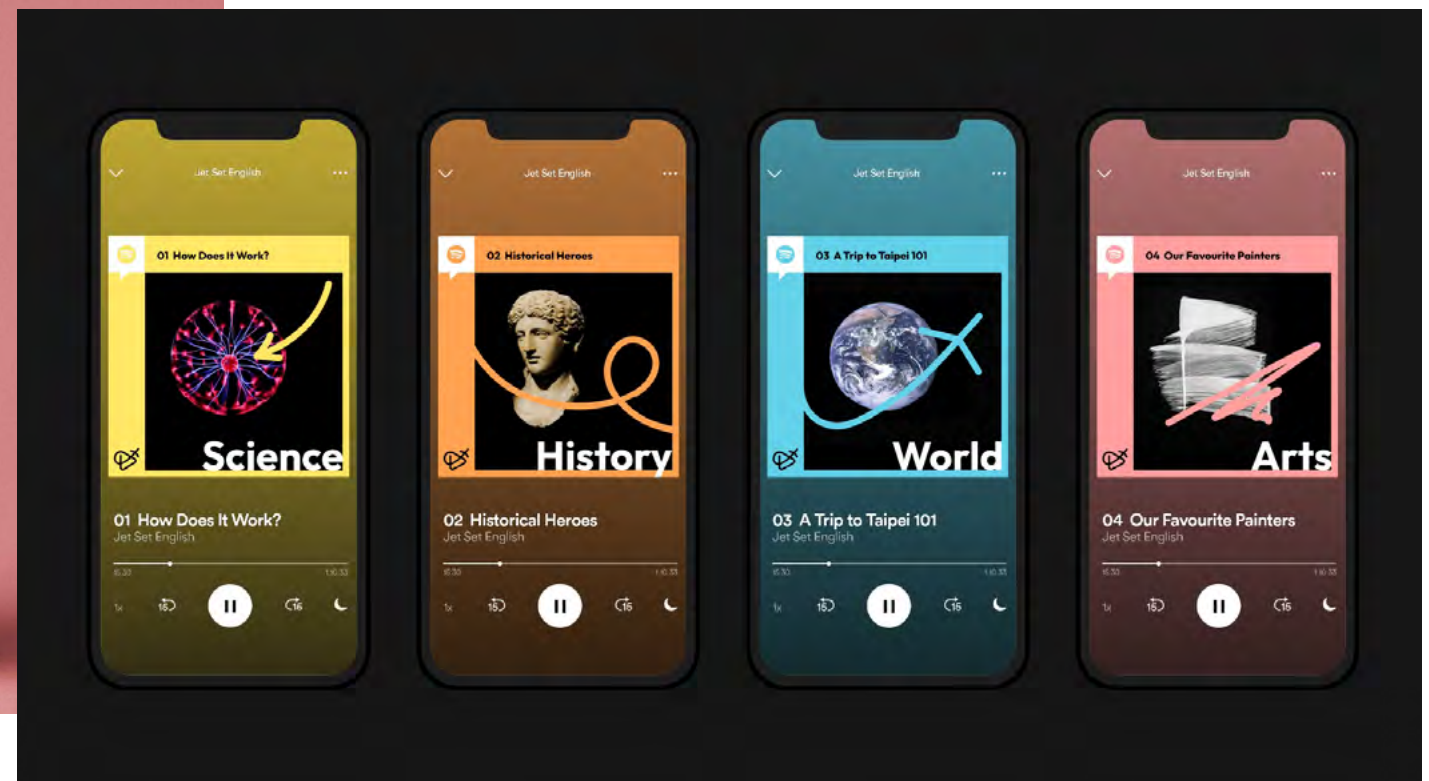
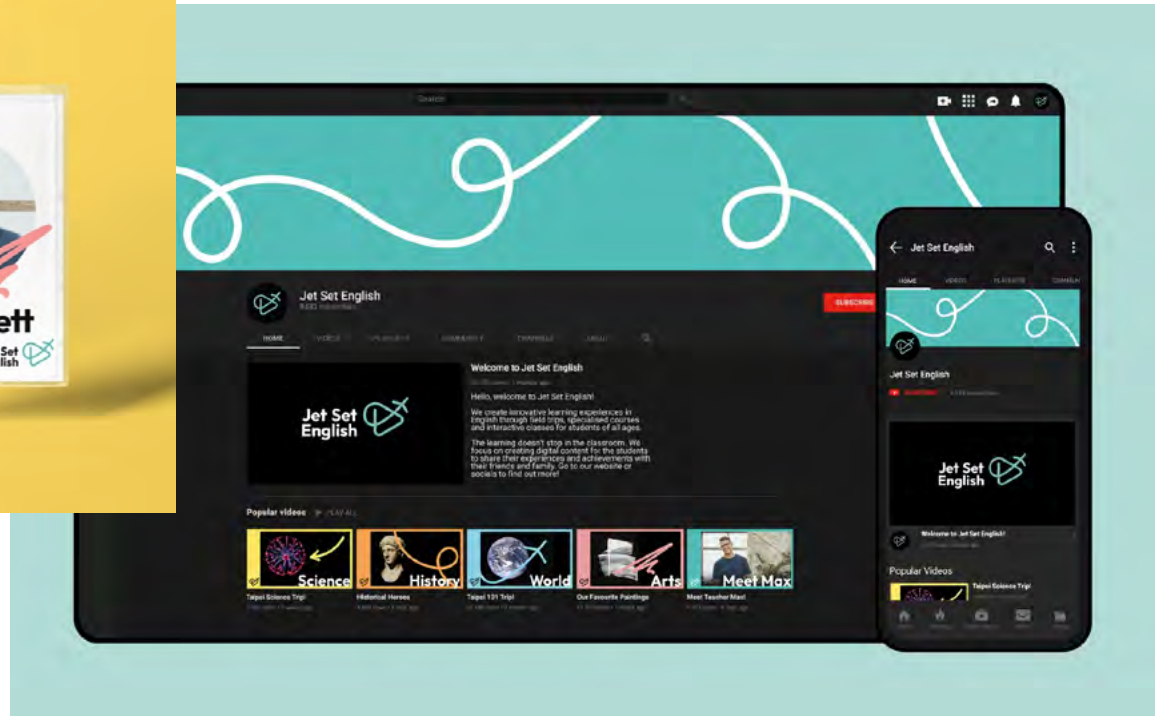
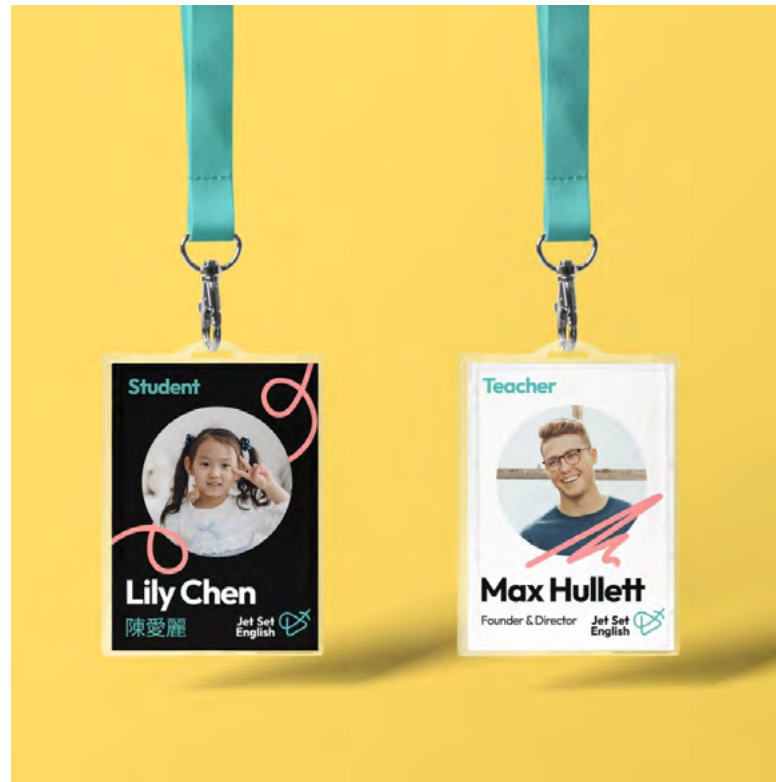
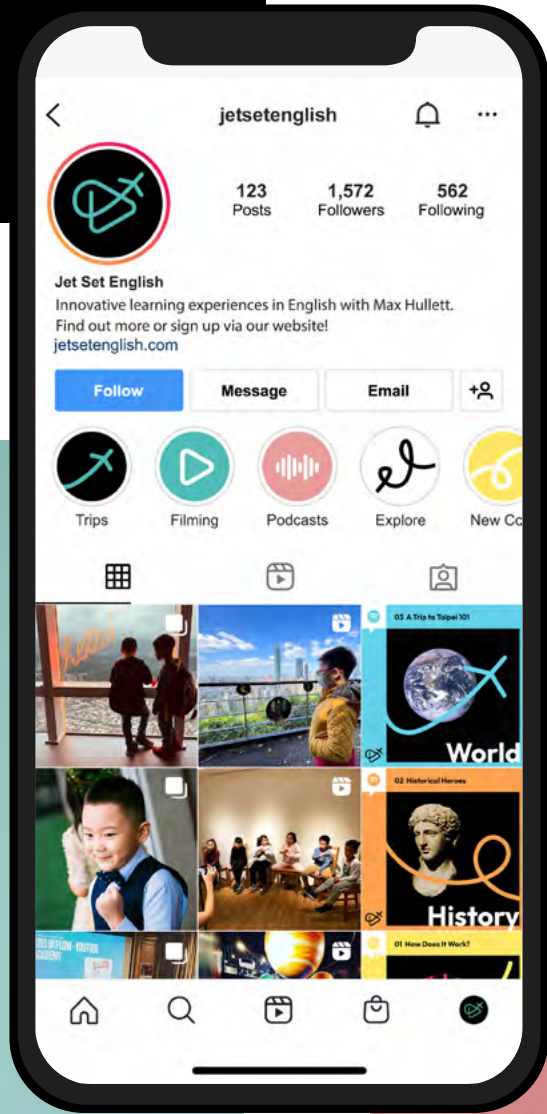
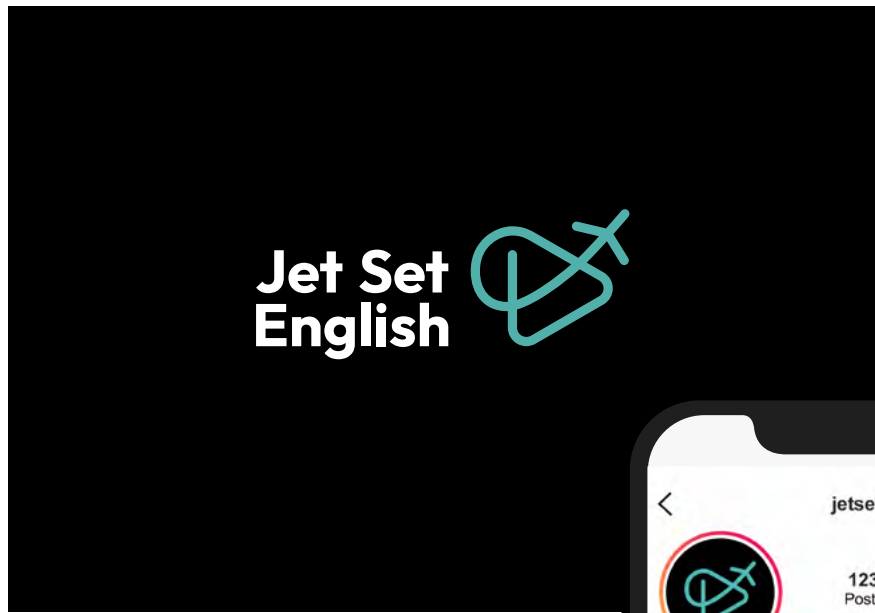
I loved taking the logo style and creating graphic elements to use throughout the branding. Having a playful colour palette and style to work with creates endless possibilities for the school to launch new courses and digital series in the future.

[See Full Project](#)









# BEAUTY BRANDING

## THE X MOJO

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The X Mojo is a platform created by Monica Jordan, bringing curly hair care and beauty supplies to Asia. It's home to the women's line, Black Girl Magic, and the men's, Black Boy Joy, as well as their own branded products.

The design for the three brands draws on the idea that every customer, their hair, skin and needs are unique to them. The logos use individual brush strokes, painted by me using a hair-like substance. The handwritten words tie into Monica's personal Thank You notes to customers, while the primary font is bold, curvaceous and confident.

The mother brand ties the two lines together by combining each brush stroke to create The X Mojo colour palette and logomark. The new branding has allowed Monica to expand the business and realise her dream of opening her own salon.

[See Full Project](#)





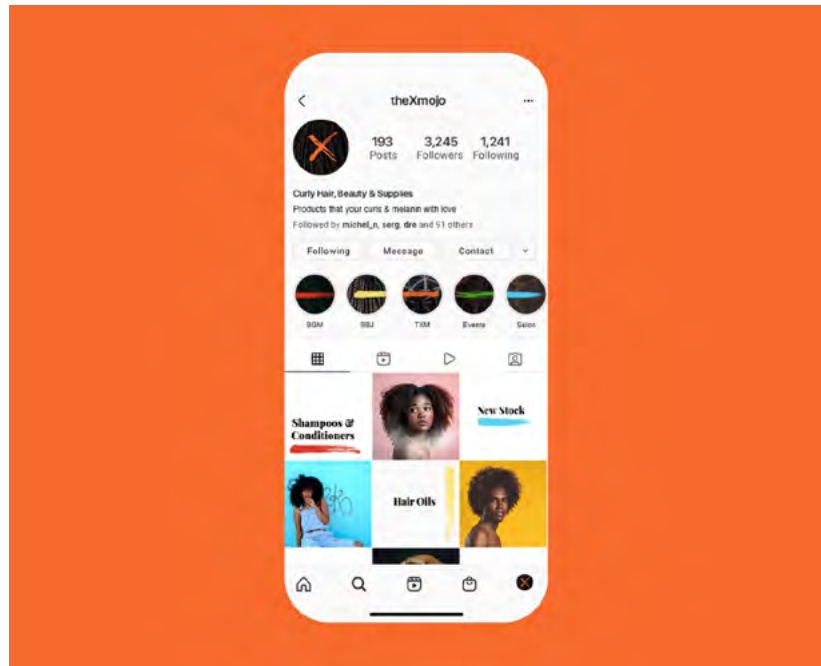
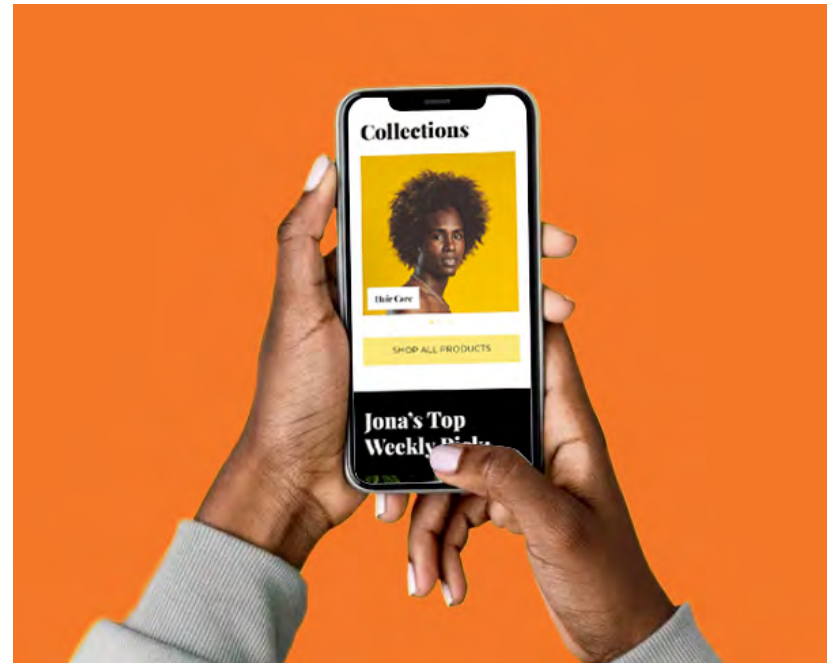
Products that your curls and melanin will love.

**Leave-in Conditioner**  
*for waves, curls and coils*

**Replenishing Hair Mask**  
*for dry and damaged curls*

**Monica's Scalp Serum**  
*Pre-pro for curly hair*

**Leave-in Conditioner**  
*for waves, curls and coils*





## FRAMMES

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FraMMes are a growing startup helping European brands develop their gourmet business in Asia.

The logo I created combines the founders' French and Spanish routes (the cock & bull) in a simplified origami style. The logotype symbolises their business connections between Asia and Europe via the red line from the A to the E in the name.

I went on to design their website, stationary, brand guidelines and marketing materials, making sure to combine the sleek aesthetic of modern European gourmet with some more traditional Asian elements.

[See Full Project](#)

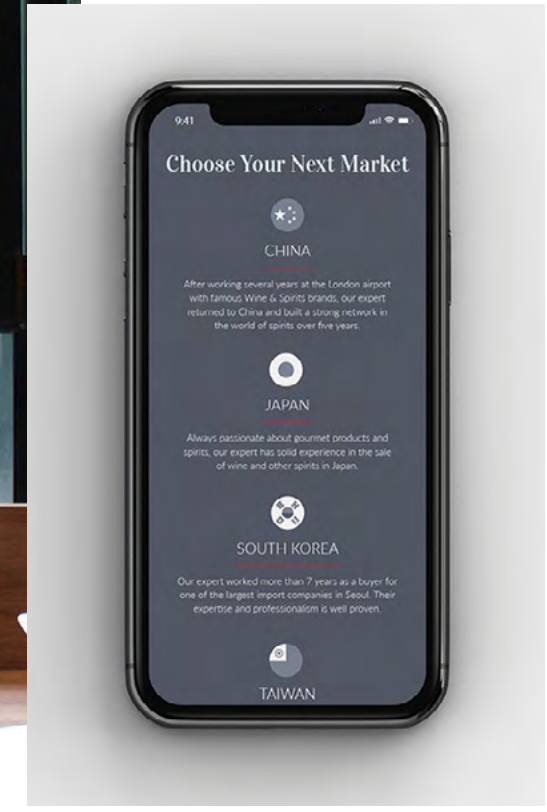




FRAMMES

Developing your gourmet in Asia.







# WEB BRANDING

## HAAALP!

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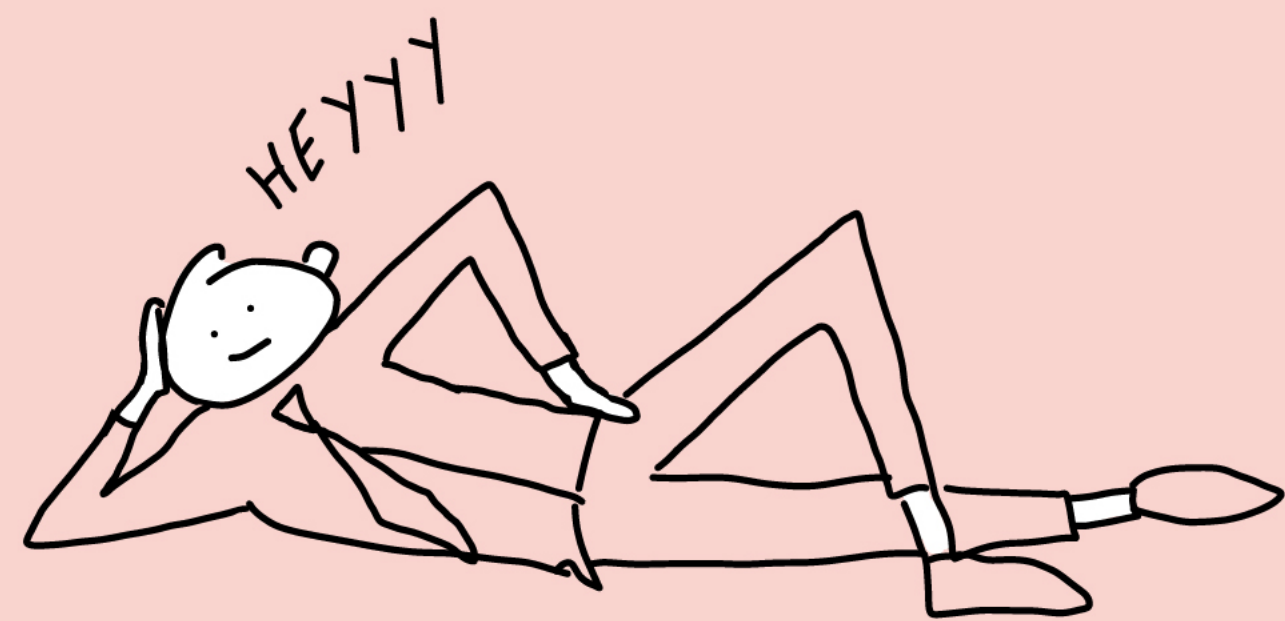
People today want to help their communities and the world more than ever. Current networks and groups follow a model of exclusivity which makes it difficult for people to have a single place to help and get help with various things.

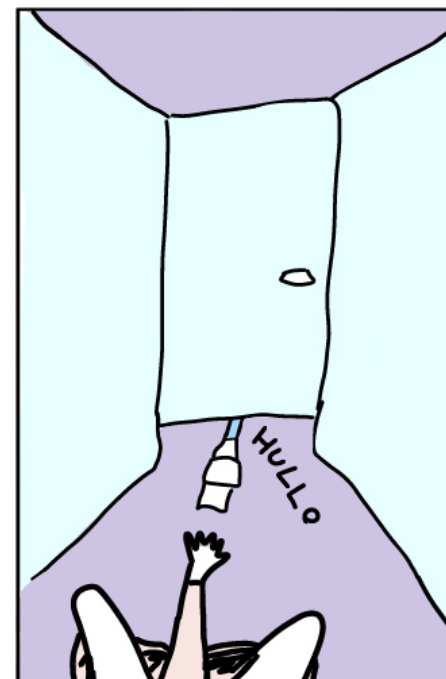
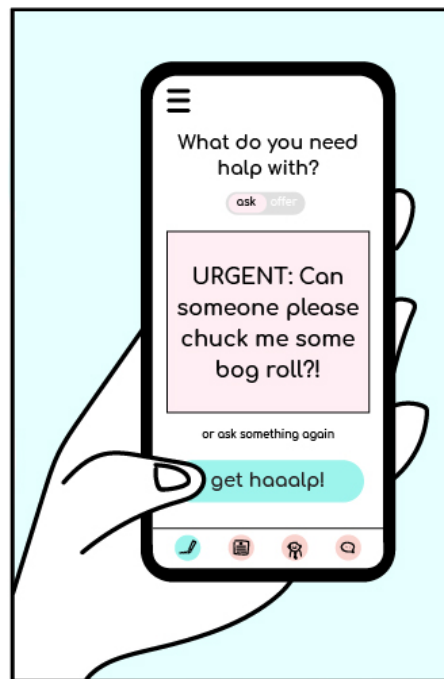
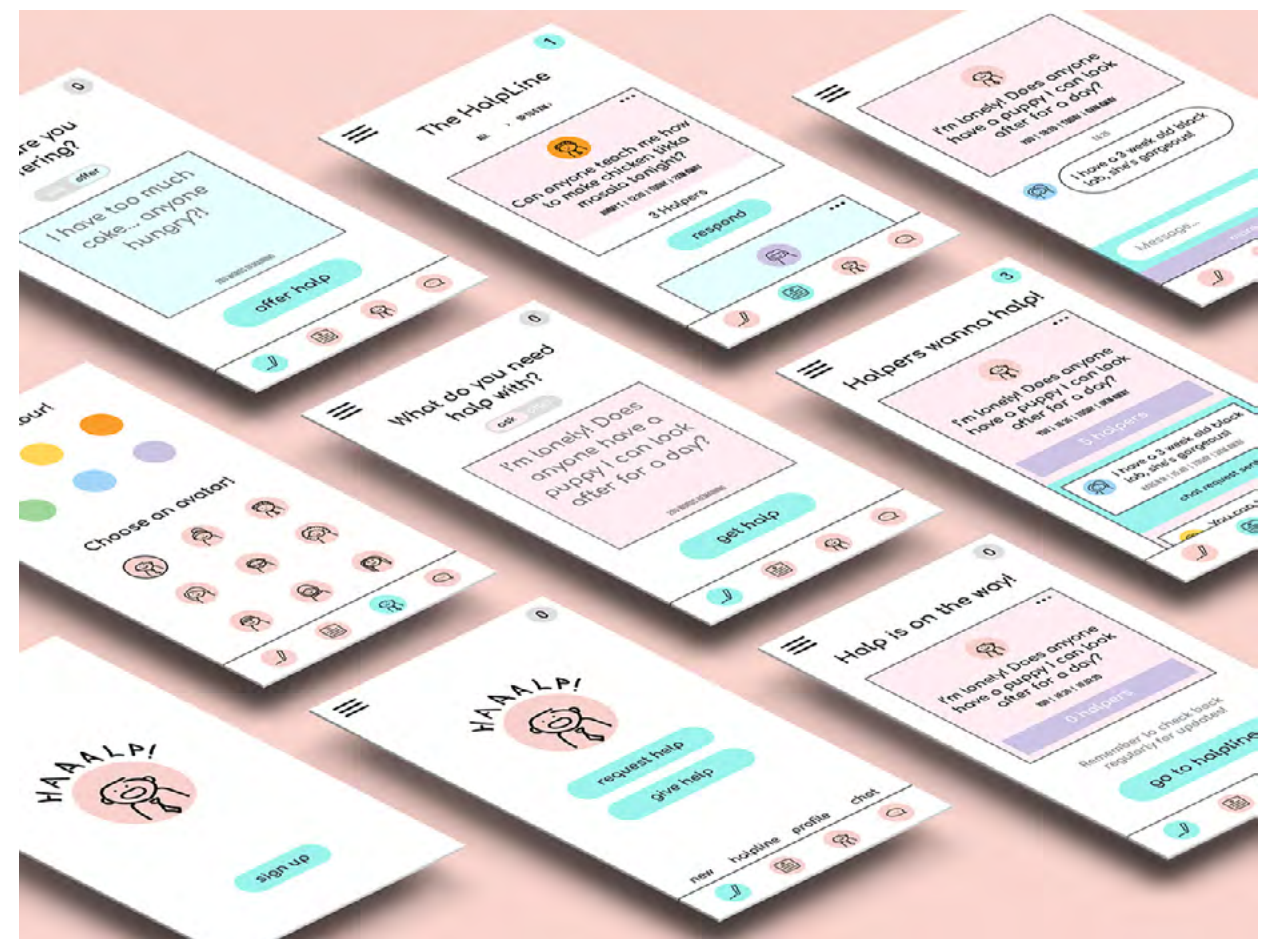
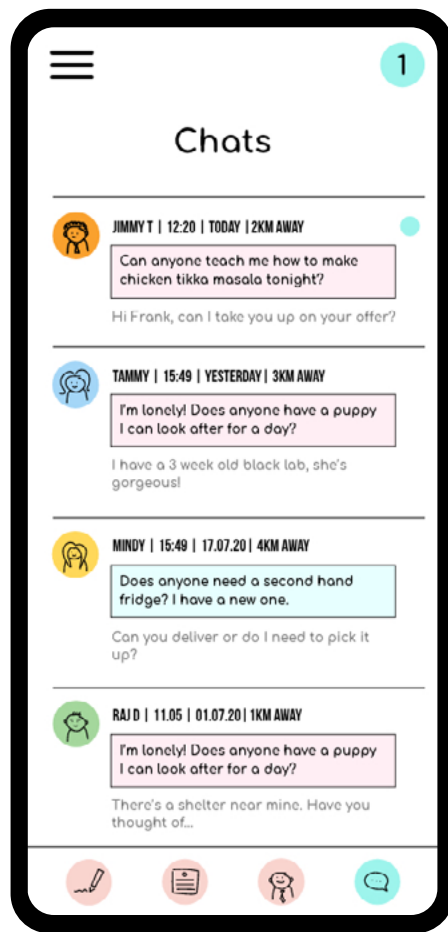
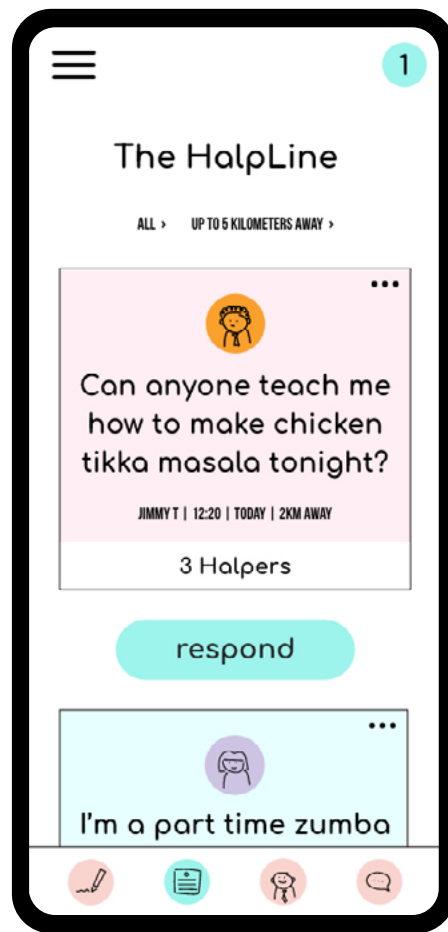
Some friends and I decided to create Haaalp! It's an ad-free space focused on empowering people to help and ask for help without needing to join a group or look to friends or family. Now, anyone from anywhere can help and get help with neighbourly things. Plus, they can enjoy a super cute weekly comic!

[See Full Project](#)











## PRINCESS ST HOTEL

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When Aspen Hotels took over the old Arora in Manchester City Centre their intention was to create Manchester's go-to boutique hotel. As part of TileCreative, I worked with them to name and brand the Princess St Hotel, Manchester's most creative hotel in a striking Grade II listed Victorian property.

The name lent itself nicely to creative copy using 'P.S.' to add some personality to the brand. The simplicity of the logotype made room for more playful hand drawn elements to contrast with the clean graphic style.

[See Full Project](#)





PRINCESS BUILDINGS

PRINCESS ST. HOTEL

PRINCESS HOTEL  
24 HOURS COFFEE

AA







# FESTIVAL BRANDING

## FCMF

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The Formosa Chamber Music Festival allows Taiwanese students the opportunity to participate in a high caliber music festival without traveling abroad. I was consulted to bring a fresh pair of eyes to this established event, firstly pitching 3 diverse creative routes before rolling out the client's chosen direction ready for the festival.

This illustrative identity creates characters from Taiwan's national animals, and focuses heavily on the venue of the festival, in which the students are surrounded by nature. The bold visuals contrast with the traditional stereotype of chamber music, appealing to a younger audience.

[See Full Project](#)



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F C M  
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F C M F  
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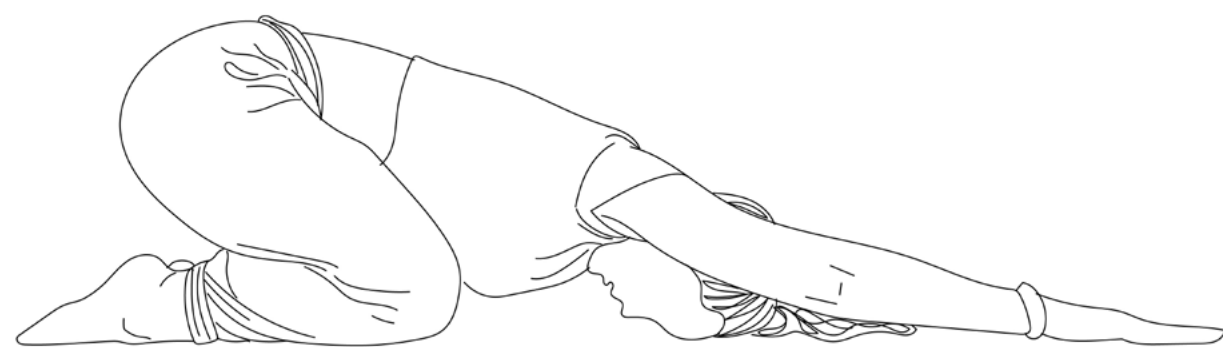
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謝謝



## Cheers

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Thanks for your time! If you'd like to see more of my work, you can visit my [website](#). If you'd like to ask a question or have a chat, feel free to contact me [here](#).

Hope to hear from you soon!

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You made it to the end.  
Rest in Child's Pose.  
Or make yourself a cuppa.

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