

PORTFOLIO



HUW MATHIAS
GRAPHIC DESIGNER



WELCOME

MAIN MENU





ABOUT HUW MATHIAS

Throughout my 17+ years of experience in graphic and web designing, I have cultivated a passion for crafting visually compelling and effective design solutions. As a freelance graphic designer, I specialise in delivering tailored, dynamic brand identities, creating user-friendly WordPress websites, and designing impactful graphics for brands. I have had the pleasure of working with many clients across the globe, helping them to realise their design goals and get their business, product, project or service noticed.

I thrive on embracing perfection, change, innovation, and creativity. My mission is to empower businesses for continuous growth by delivering high-quality, cutting-edge designs that authentically represent their brand image, name, and values in our modern society. If you require a graphic designer specialising in bespoke creative solutions, feel free to reach out to me here or via email at huw@huwmathias.com. I look forward to the opportunity to collaborate and contribute to the success of your creative endeavours.





ABOUT

CLIENT

Vanbrugh Physio (UK)
vphysio.co.uk

BRIEF

Visual Identity Design
Website Design & Development

PROJECT PROFILE

As they outgrew their previous premises, visual identity and website, Vanbrugh Physio approached us to rebrand their business and develop a new online presence as part of a move to a larger new custom built, state of the art clinic in Greenwich, London.

They had a loyal customer base that was growing in volume as their services expanded, so the new visual identity and website was an integral aspect of repositioning themselves as a premier physiotherapy clinic in London.

Along with the website, the new visual identity was also applied to clinic signage, stationery, marketing material and staff uniforms.



VANBRUGH
PHYSIO

LOGO MARK CONCEPT



HUMAN VERTEBRAE



'V' INITIAL



LOGO MARK



VANBRUGH
PHYSIO



VANBRUGH
PHYSIO



VANBRUGH PHYSIO



VANBRUGH PHYSIO



VANBRUGH
PHYSIO

STAFF POLO SHIRTS







VANBRUGH
PHYSIO

Physiotherapy
ConnectTherapy™
Reformer & Mat Pilates
Sports Massage
Acupuncture
Personal Training
Rehabilitation Gym

Treating:

Back & Neck Pain
Sports Injuries
Ante & Postnatal Care
Musculoskeletal Conditions
Work Related Injuries
Complex & Chronic Pain



VANBRUGH PHYSIO

Name Surname
Professional Title

ConnectTherapy™ Certified Practitioner
BSc Physio MCSP LJLCP

9 Lambard Square, London SE10 9GB
020 8293 5484  www.vphysio.co.uk
 name@vphysio.co.uk



Date: 1 March, 2023



Greenwich SE10 9GB

Dear Customer,

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Yours Sincerely,

Name Surname
Professional Title

020 8293 5484



9 Lambard Square, London SE10 9GB

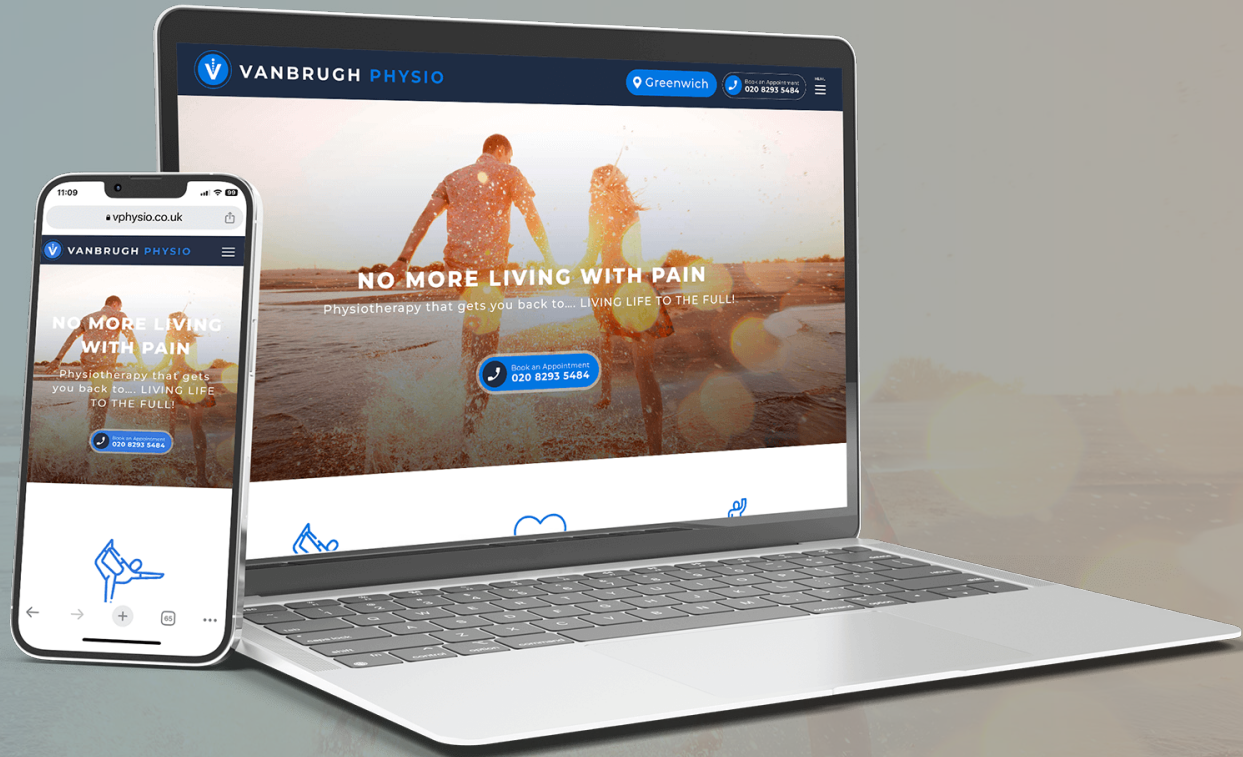


info@vphysio.co.uk

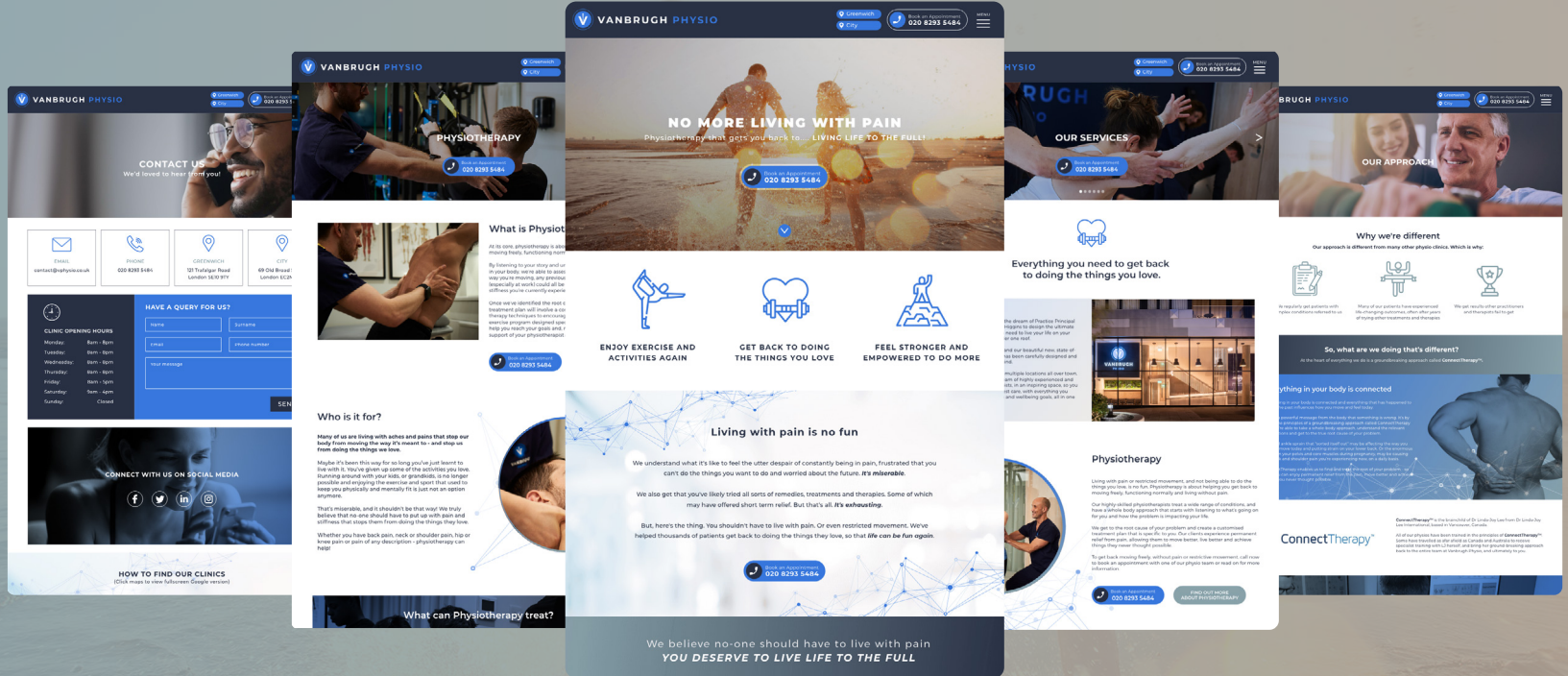


www.vphysio.co.uk

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WEBSITE UI



CLIENT FEEDBACK



DARREN HIGGINS

Practice Principal, Vanbrugh Physio



In 2019, I approached Huw to help me with a total brand refresh for Vanbrugh Physio. We underwent a complete rebranding process - logo, new corporate colour palette, a new website, stationary, business cards, pull up banners & leaflet filled display boards for reception. Huw guided us through the process every step of the way. He helped with creating a crisp professional corporate image and brand that wasn't stuffy or intimidating. Huw's magic touch & talents are everywhere in my new clinic & highlighted in the photos below and occupy every space of my new clinic, online & in vivo.

The feedback we have received from patients, referring doctors and consultants and the local community has been fantastic. The branding makes the space a calm, professional and relaxing space to be in. It has certainly had a measurable impact on our business growth.

I am forever grateful to Huw for his vision, creativity and expertise and can honestly say that Vanbrugh Physio would not look as slick and professional as it does without his work.

Thanks Huw!

A woman with blonde hair is smiling and gently holding the face of an elderly man with grey hair. The man is looking up at her. The background is a soft, out-of-focus indoor setting.

ABOUT

CLIENT

Mariposa (USA)
mariposa.care

BRIEF

Visual Identity Design with
slogan development

PROJECT PROFILE

Mariposa is an in-home assisted senior care specialist and the company approached me to create their visual identity as part of the launch of their app and website.

The app is designed to allow family and professional caregivers the ability to manage a personalized, comprehensive senior living plan and care record that is easy to create, update and share.

Mariposa wanted a brand identity that was bright, friendly and vibrant and that would be applied to many touch points in both digital and print format.

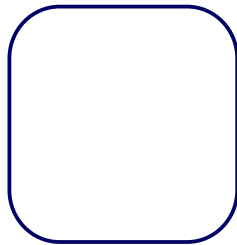


mariposa

LOGO MARK CONCEPT



Brightly coloured butterfly



App icon shape



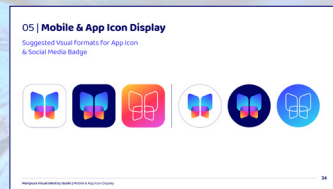
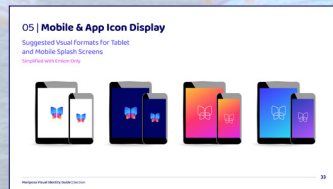
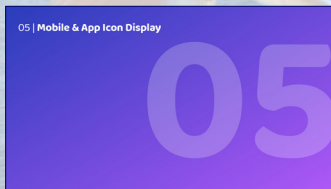
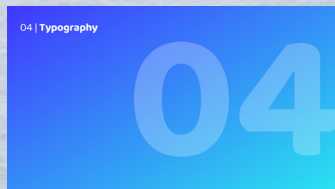
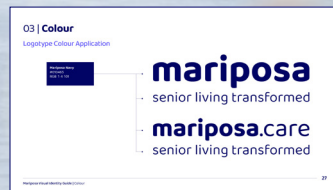
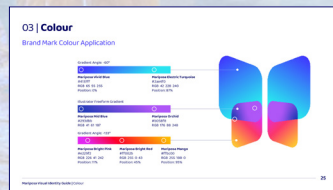
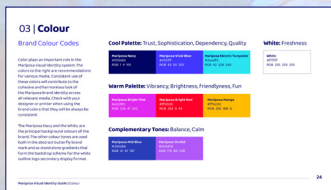
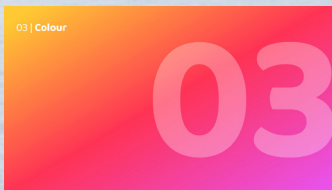
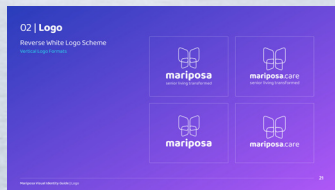
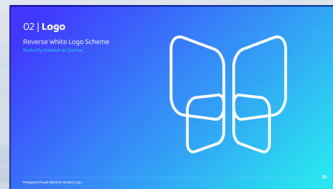
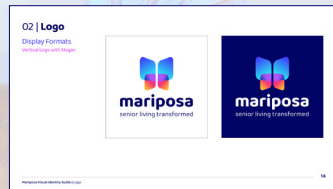
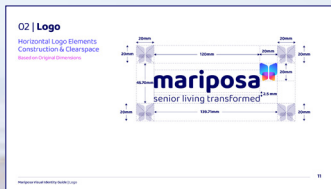
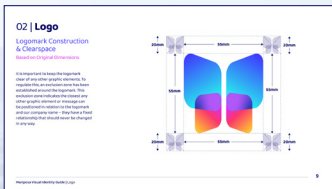
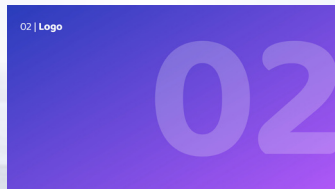
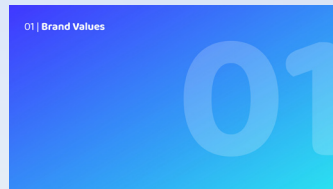
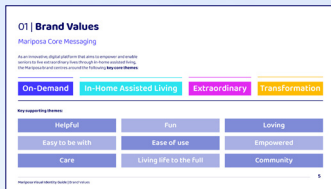
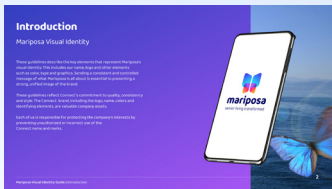
Abstract butterfly logomark







BRAND USAGE GUIDELINES



CLIENT FEEDBACK



JIM LIGHTSEY

Founder & Owner, Mariposa



Huw delivered excellent work on this project! The visual identity he delivered has proven extremely effective and impactful. He was also a pleasure to work with.

I would highly recommend Huw to other potential clients for similar work based on our positive experience!

ABOUT

CLIENT

GRW Translation (Spain)
grwtranslation.com

BRIEF

Visual Identity Design
Website Design

PROJECT PROFILE

GRW Translation is a sole trader freelance business owned by Dr. Grischä Wenzeler, a certified professional translator and linguist. His services specialise in business & legal English, French and Spanish to German translation.

Dr. Grischä's business was at the start up stage and he required a professional visual identity to be developed, along with a website, to provide information on his services to agencies and private clients.

The aim of the project was to create a bright, unique, dynamic and bold visual identity and online presence, to enable GRW Translation to make a strong impact and stand out in a crowded freelance translation industry.

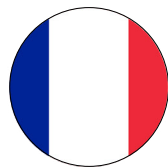


GRW
TRANSLATION

LOGO CONCEPT DEVELOPMENT



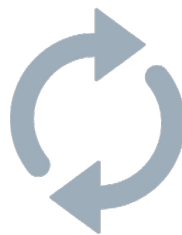
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French



Spanish



Translation



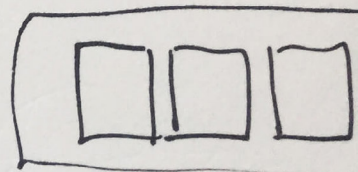
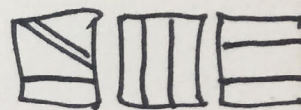
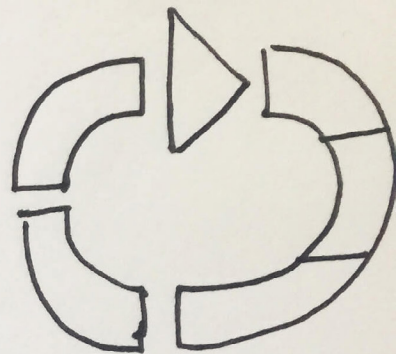
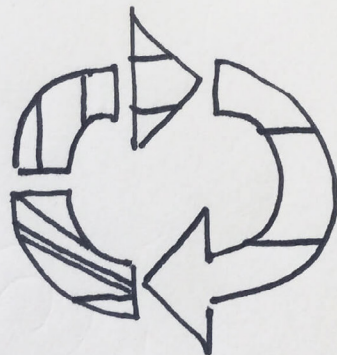
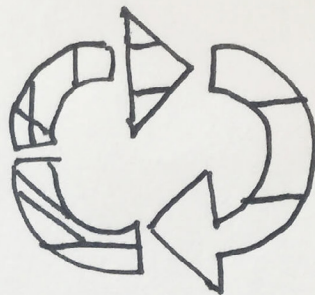
Into German



Integrated concept



Arrows
filled with
colors of
Flag.



GW **GRW**

Grissler's initials together.

GRW

GRW

GR

GR

GR

GRW▷

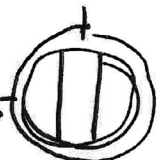
GRW▷

Looks a bit like
a pencil.

GRW

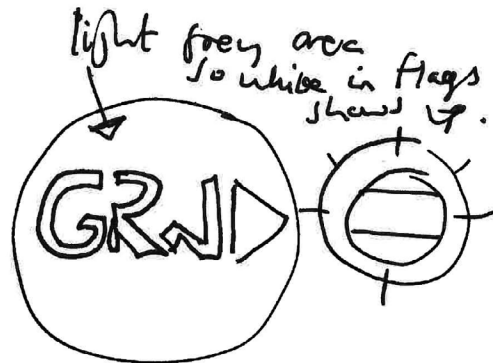
GRW▷○

GRW▷



German
Flag with
a target

Initiator could
be made up of
the other section



GRW!

IGRW!



GRW
TRANSLATION



GRWTRANSLATION



GRW
TRANSLATION



GRWTRANSLATION

Dr Grischa R Wenzeler

DipTrans IoLET MCIL CL

Translation, Post-Editing & Revision
English | French | Spanish to German
Business, Legal & Social Science



grwtranslation@icloud.com



+34 68 574 3954



www.grwtranslation.com



CLIENT FEEDBACK



DR. GRISCHA WENZELER

Founder & Owner, GRW Translation



Huw Mathias designed my website and my entire corporate branding when I first started out as a freelance translator a few years ago.

Recently, we updated my website and, crucially, extended it with an additional page for blogs in order to climb Google's SEO rankings. Huw is a very creative web designer and has successfully implemented my brand vision. My clients' feedback is very positive, describing my website as fresh and modern.

Working with Huw has been a pleasant experience as he listened to my requirements and offered various design options to choose from. He also works with a team of experienced IT experts that ensure my website is always properly maintained and up to date, so that he is able to offer a comprehensive service during the design phase and after. I can thoroughly recommend him.

ABOUT

CLIENT

Language Sandpit (Belgium)
language-sandpit.com

BRIEF

Visual Identity design
with slogan development

Responsive WordPress
Website design

PROJECT PROFILE

The Language Sandpit is a sole trader business run by professional translator Richard Bishop.

Richard approached me to create his visual identity and website ahead of launching his business, after seeing my work for his professional acquaintance, Dr. Grischa R Wenzeler's business - GRW Translation (previous project).

Richard required a unique visual identity and a multilingual, responsive WordPress website platform to help position him competitively and provide information on his services as a B2B translator within the Eurozone.



LANGUAGE SANDPIT
YOUR BUSINESS GOALS TRANSLATED

LOGO CONCEPT DEVELOPMENT



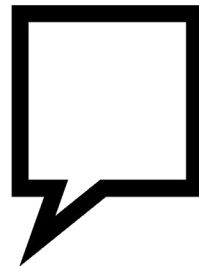
Bucket

+



Spade

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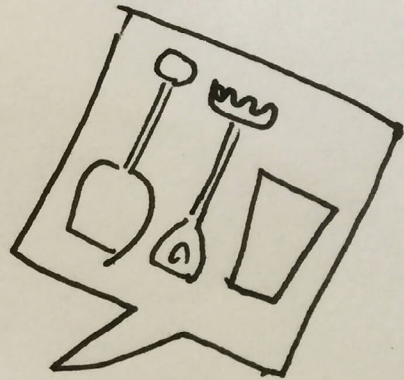
Speech bubble

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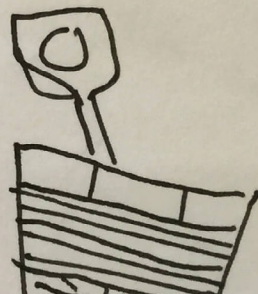
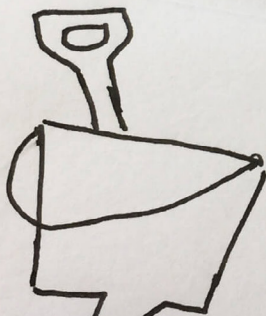
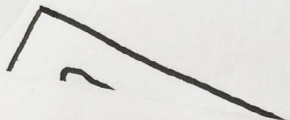
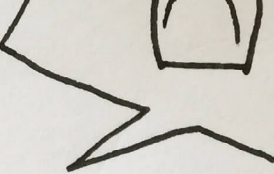
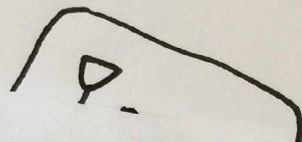


Integrated concept

Language
Sandpit



Sandpit





LANGUAGE SANDPIT
YOUR BUSINESS GOALS TRANSLATED



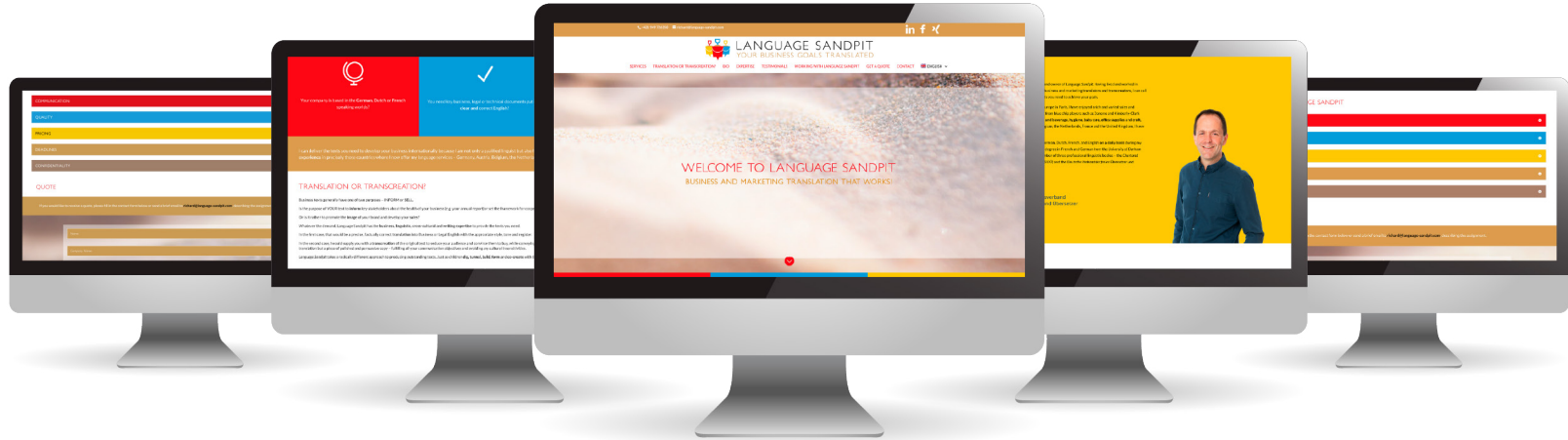
LANGUAGE SANDPIT
YOUR BUSINESS GOALS TRANSLATED



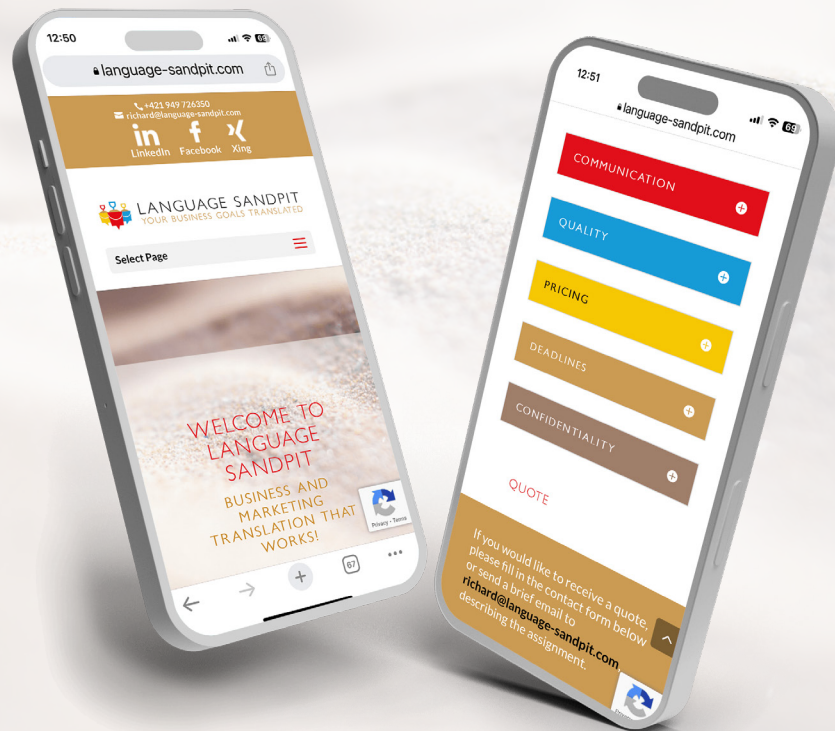
LANGUAGE SANDPIT
YOUR BUSINESS GOALS TRANSLATED



DESKTOP WEBSITE DISPLAY



RESPONSIVE DESIGN



CLIENT FEEDBACK



RICHARD BISHOP

Founder & Owner, Language Sandpit



For me, the best indicator of the quality of Huw's work is the regular positive feedback on my brand identity and website that I have received from translation agencies, direct customers and fellow translators.

Huw developed a brand identity and logo that are both eye-catching and original – and a fresh and engaging website that communicates clearly what Language Sandpit is all about.

I can highly recommend Huw – he is a pleasure to work with, always sticks to deadlines and is a top-quality brand design professional.

ABOUT

CLIENT

Making Shift Happen (Ireland)
makingshifthappen.ie

BRIEF

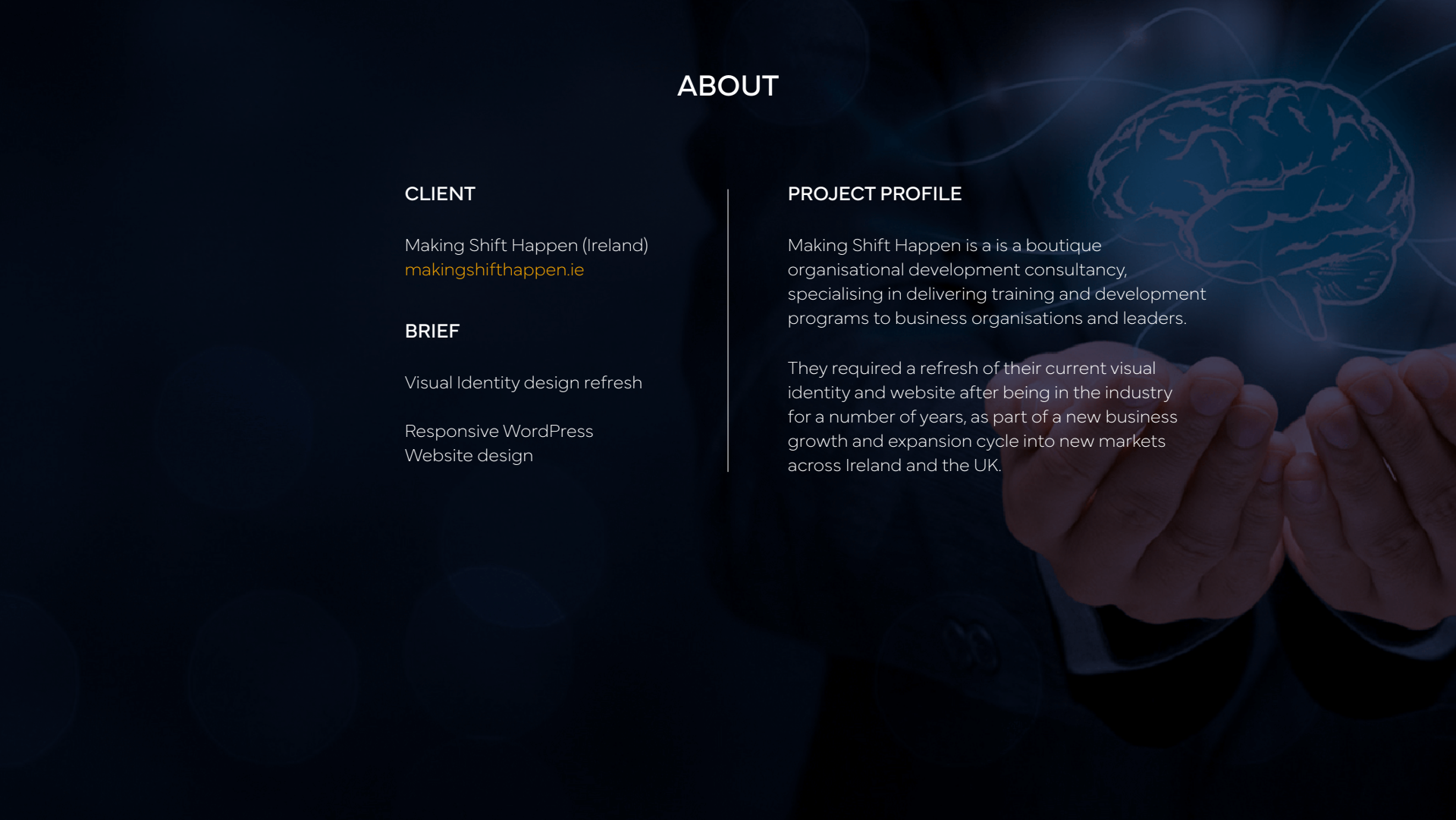
Visual Identity design refresh

Responsive WordPress
Website design

PROJECT PROFILE

Making Shift Happen is a boutique organisational development consultancy, specialising in delivering training and development programs to business organisations and leaders.

They required a refresh of their current visual identity and website after being in the industry for a number of years, as part of a new business growth and expansion cycle into new markets across Ireland and the UK.



MAKING SHIFT HAPPEN



IMPROVING PERFORMANCE BY MAKING WORK MORE HUMAN

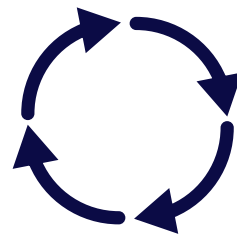
LOGO MARK CONCEPT DEVELOPMENT



Brain



Heart

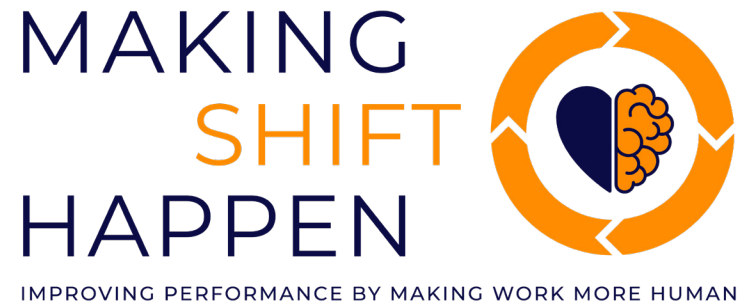


Whole



Integrated concept

PREVIOUS AND NEW LOGO CONCEPTS



MAKING SHIFT HAPPEN



IMPROVING PERFORMANCE BY MAKING WORK MORE HUMAN

MAKING SHIFT HAPPEN



IMPROVING PERFORMANCE BY MAKING WORK MORE HUMAN



MAKING SHIFT HAPPEN

IMPROVING PERFORMANCE BY MAKING WORK MORE HUMAN



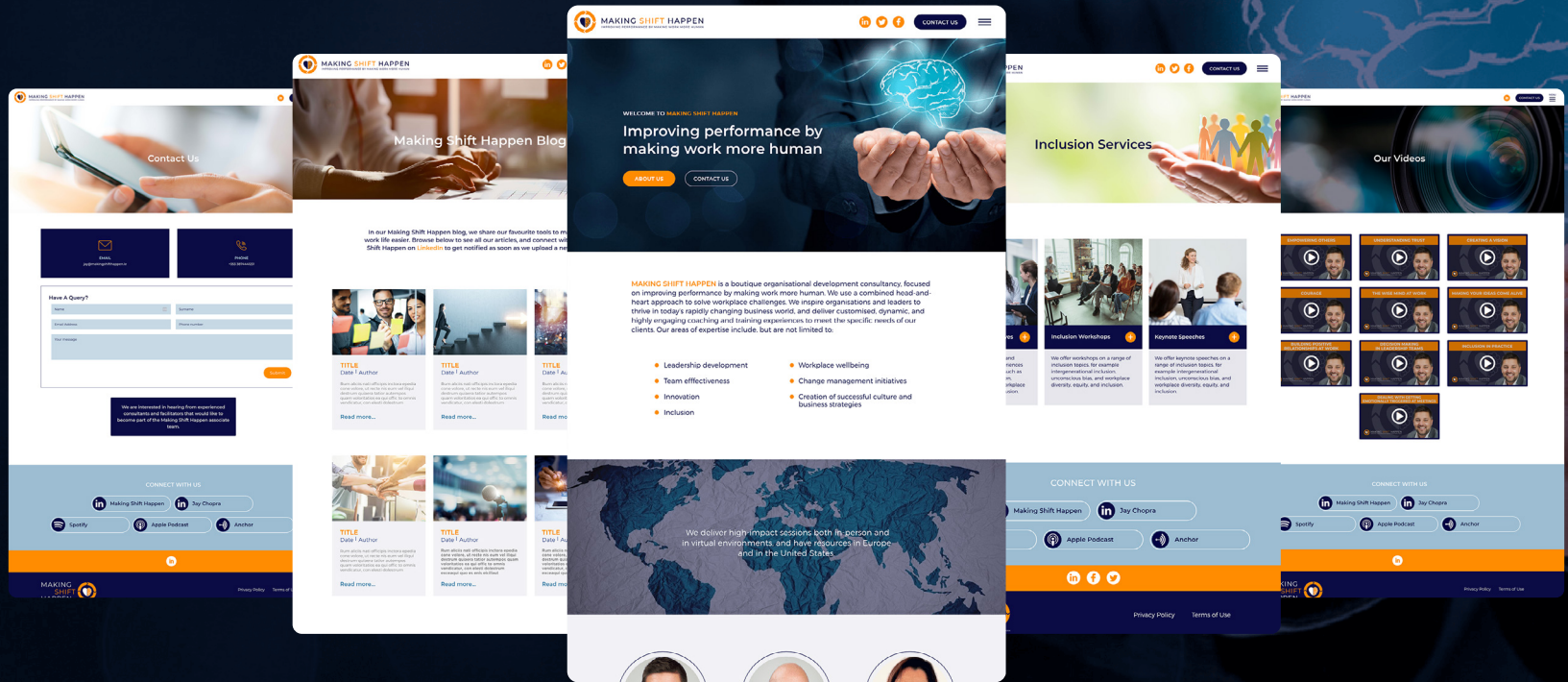
MAKING SHIFT HAPPEN

IMPROVING PERFORMANCE BY MAKING WORK MORE HUMAN

RESPONSIVE WEB DESIGN



UI DESIGN



CLIENT FEEDBACK



DAVID O'MAHONEY

Director, Making Shift Happen



Huw is an extremely talented graphic and web designer having delivered an inspiring high-end web and social media package for our new business.

Huw's passion, professionalism, creativity, and innovative approach made the whole process of creating a brand identity across our platforms a hassle free, highly rewarding and impactful project. Partnering with Huw has been one of our best business decisions – I would highly recommend him.

ABOUT

CLIENT

Mike Schwab (USA)
schwabediting.com

BRIEF

Logo Design
Web Design & Development

PROJECT PROFILE

Mike Schwab is a US based freelance editor for the American TV industry.

Mike approached me to refresh his logo and create a new, much more user friendly website to allow visitors to easily navigate to and showcase his work more effectively.



SCHWAB EDITING

LOGO MARK CONCEPT DEVELOPMENT





UI DESIGN

SCHWAB EDITING

WE TURN FOOTAGE INTO ENTERTAINMENT

With over 20 years of editing experience, we know the vital ingredients that you need to make a project successful.

First, you need the story. Collaborating with a producer or working solo, we can craft the narrative that you're after, or even dig through the footage to find the story that you want to tell.

Second, you need the right music. We are experts at setting the tone for your project and layering in the right tracks, or leaving it dry, to create the perfect mood for every scene.

Third, you need pacing. How your story is told is as important as the story itself. Pacing is like feeding a baby; feed it too slow and the baby will cry for more... But if you feed it too fast, the baby will get overwhelmed and spit the food out.

Proper pacing helps an audience digest the information. The definition of a professional editor, Mike has experience with competition shows, cooking shows, dating shows, game shows, and talk shows, along with both narrative and commercial work.

ABOUT: MIKE SCHWAB / REMOTE EDITOR

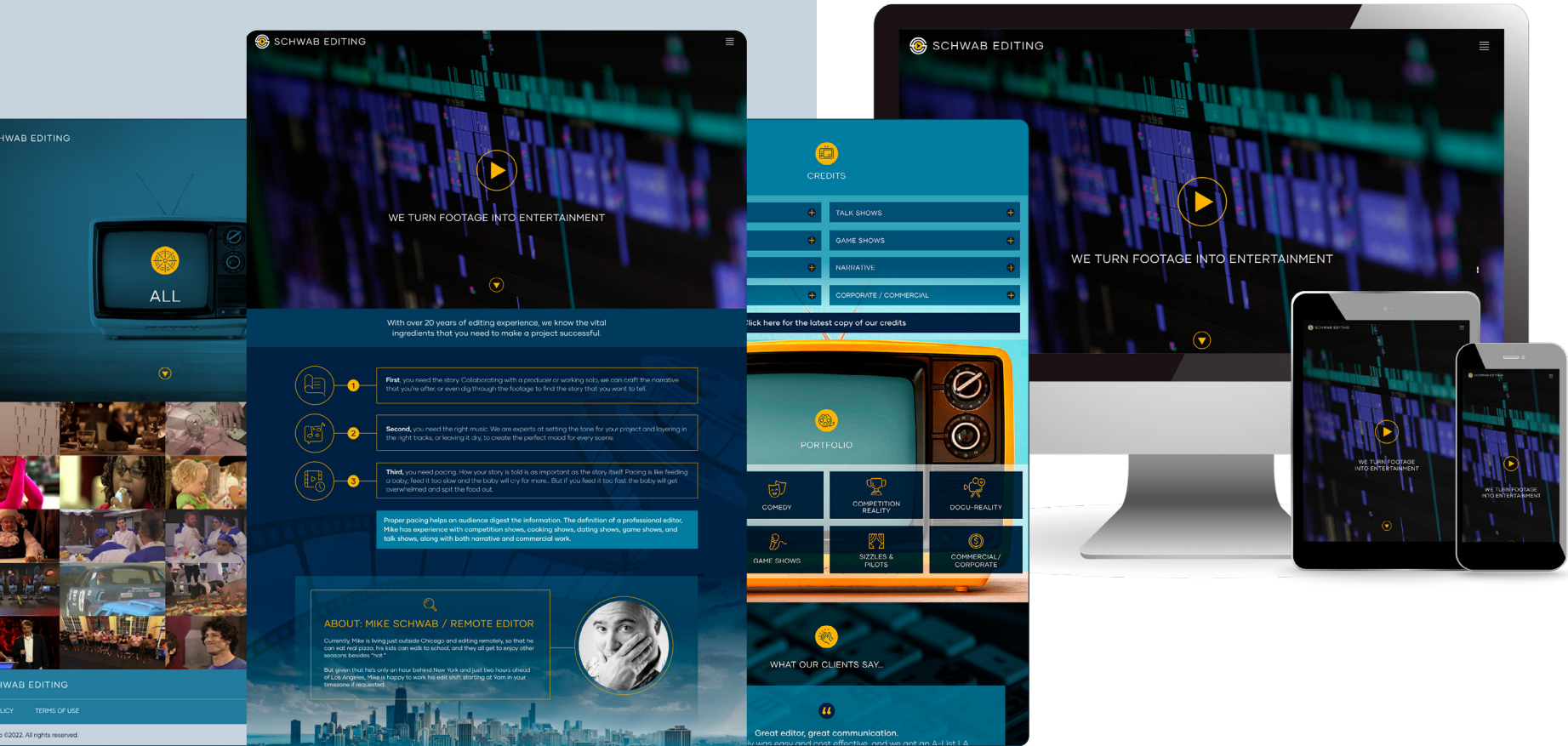
Currently, Mike is living just outside Chicago and editing remotely, so that he can eat real pizza. His kids can walk to school, and they all get to enjoy other seasons besides "Hot".

But given that he's only an hour behind New York and just two hours ahead of Los Angeles, Mike is happy to work his shift starting at 1am in your timezone if requested.

SCHWAB EDITING

POLICY TERMS OF USE

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ABOUT

CLIENT

4iP Council (Belgium)
4ipcouncil.com

BRIEF

Infographic Design

PROJECT PROFILE

4iP Council are a European research council dedicated to developing high quality academic insight and empirical evidence on topics related to intellectual property and innovation.

They asked me to design two infographic concepts for them around education on the route taken in using and applying IP in business, specifically, how to use intellectual property rights to grow a business and also provide information on the different forms of intellectual property. The graphics were to be used on their website responsively and needed be easily adapted to their other online educational and marketing material, for both desktop and mobile.

Which form of intellectual property do I need?

?	PATENTS	COPYRIGHTS	DESIGNS*	TRADEMARKS	TRADE SECRETS
What do they protect?	An invention: a new and innovative way of doing something, or solving a technical problem See also: Here Here Here	A work: an original intellectual creation See also: Here Here Here	A new and original visual appearance of a product See also: Here Here Here	Distinctive signs that identify brands of products/services See also: Here Here	Any type of useful information for business that is secret and kept confidential See also: Here Here
Examples of what is protected	Inventive products and processes in all lines of business For examples of successful inventions by SMEs see Here	Audio-visual works, pictures, graphics, architecture, databases, software, designs, literature, novels, poems, plays, music and video, dramatic works	Packages, containers, furnishings, graphic symbols, computer icons, typefaces, graphical user interfaces, logos and maps More on designs Here	Words, personal names, designs, letters, numerals, colours, shapes, packaging, sounds More on TMs Here See also Here Here	Any confidential information: business methods, customer lists, R&D data, financial information, cooking recipes, software, datasets, know-how, algorithms More on trade secrets Here
How are my rights protected?	Prevents unauthorised making, using or selling of the patented invention	Prevents the work being (without authorisation) copied, published, distributed or made available online Protects the integrity and attribution of the work Related rights: Public performance and display of the <i>©</i> work See also Here	Prevents unauthorised use of an identical or similar visual appearance for the same kind of products and/or services See also Here	Prevents unauthorised use of distinctive signs for the same or related products or services See also Here Here	Prevents others from using the confidential information, as long as it remains secret Allows to claim monetary compensation in case of unlawful disclosure of the confidential information
How long is my innovation protected?	Up to 20 years	Lifetime of the author +50 to 70 years after death (depending on the country)	Up to 25 years for registered designs	Indefinitely, subject to use in commerce and renewals	Indefinitely, provided it is not revealed
Do I have to register it?	Yes, filing an application to a patent office is required	No, copyright protection arises automatically with its creation See also Here	No, but it is highly advisable: Unregistered designs are protected only from	Yes. Three routes to registration: National protection	No

ABOUT

CLIENT

Ibiza Swim (Spain)

ibizaswim.com

BRIEF

Logo Design

PROJECT PROFILE

Ibiza Swim provides expert private swimming tuition to visitors on that island, both at their villas and in and around Ibiza's waters.

Owner Ruth Osborn asked me to create a logo for her business that evoked the colours and vibe of Ibiza's sun and water in a bright and energetic way.







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Providing expert private swim tuition since 2007

[BOOK NOW](#)

Learn

We provide swimming lessons in the

Improve

Swimming becomes much easier and more

Train

Looking to improve your swim times?

Enjoy

Swimming lessons with Ibiza Swim are all

CLIENT FEEDBACK



RUTH OSBORN

Director, Ibiza Swim



I absolutely love the logo that Huw designed for me. He's highly professional, delivered on time, is really easy to communicate with and the whole design process just flowed – I couldn't recommend him more highly. Huw thank you so much!!

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