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Reptile



Reptile is a small independent creative studio working in the world of music, entertainment, fashion and lifestyle.

From global brands to niche markets, our talented and friendly team helps companies communicate with originality and personality.

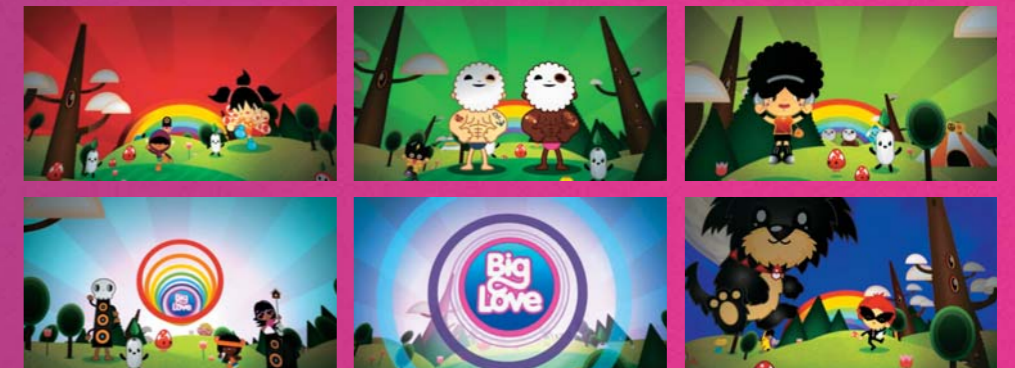


Brand Identity & Motion Graphics

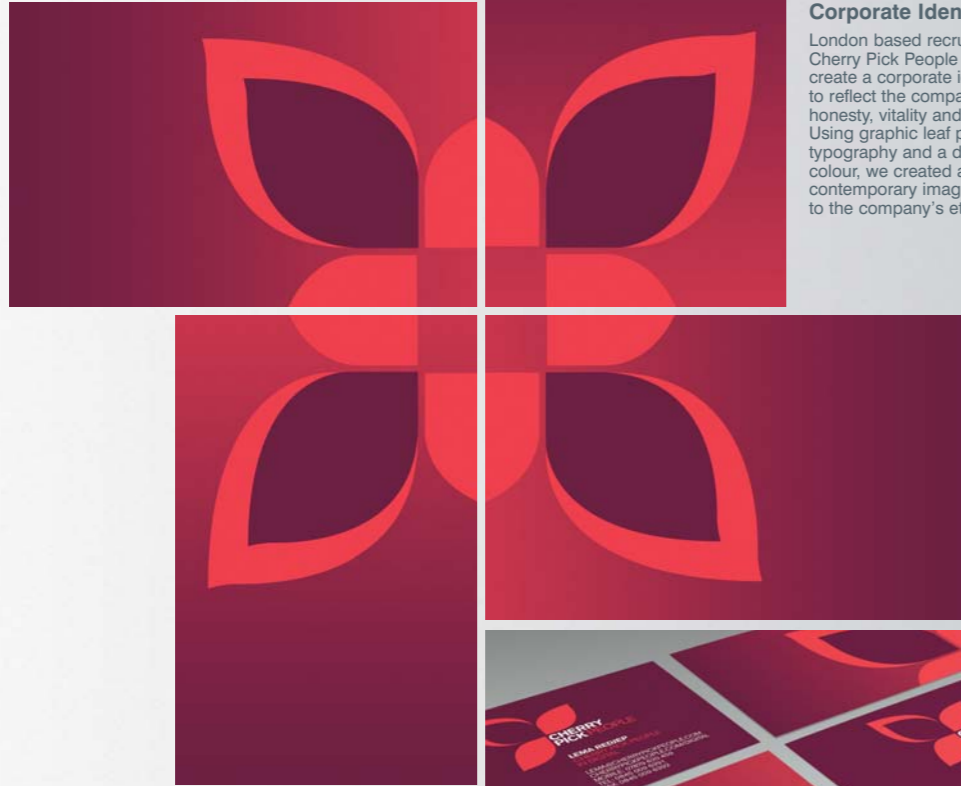
Reptile were invited to create the new brand identity for Big Love, the music label of internationally renowned DJ Seamus Haji. This had to work across a wide range of

products including album packaging to motion graphics. We created a logo identity which has a playful feel, using enhanced palettes of the vibrant pink that is already associated

with Big Love releases. We also used these bright tones and colourful characters to design an album cover and animation which reflect his many and varied audiences.



Motion graphics for club environment



Corporate Identity

London based recruitment consultancy Cherry Pick People invited Reptile to create a corporate identity which needed to reflect the company's core values – honesty, vitality and professionalism. Using graphic leaf patterns, clean typography and a dash of fluorescent colour, we created an eye-catching and contemporary image whilst staying true to the company's ethos.



/graphic design / art direction / digital media / brand creation / identity development / packaging / photography / illustration / animation / moving image / motion graphics /

/just some of the things that come naturally and what we do best /



Corporate Identity

Bringing together the best design and club experiences from around the world, Diva Beach is a Miami inspired boutique club located in the heart of Chelsea. Reptile were asked to create a brand identity that exuded luxury and style.

We drew on the influences of Miami's art deco chic and sophisticated beach culture, using special print finishes such as foil blocking and iridescent materials to create a brand identity with a premium luxury feel which was also applied across corporate stationery, signage, menu's and website.



We believe that creativity is about exploring, inventing, experimenting and having fun. It's why we love what we do.



Album Art & TV Commercial

With a brief to create a print and TV campaign for the X-Box Soundtracks compilation album 'Start', we produced a cover that combined a panoramic landscape illustration with colourful kaleidoscopic swirls and a commercial which melded the music promos of the featured artists such as The Killers, Kaiser Chiefs, Fall Out Boy and Wolfmother, with the graphic illustrative style of the album art.

Animated TV Commercial
Direction & Production



Product Packaging

Targeted at the international jetsetter, we created a collection of bespoke luxury lifestyle music products entitled 'The Hotel Series'. The chic boutique style packaging features two inter-sliding portrait boxes with various foil and

print finishes to enhance the product's quality. Such was the brand's success, that it continues to retail in exclusive designer outlets such as the Conran Shop and The Sanderson and St Martins Lane Hotels.

Art Direction & Photography

01. Mezzanine De L'Alcazar is Sir Terence Conran's stylish restaurant that attracts the most chic of Parisian diners. To celebrate the restaurant's 10th anniversary, Reptile created a distinctive brand which represented the restaurant's premium lifestyle reputation using a bold range of colours and the restaurant's 'AZ' symbol as a graphic feature.

02. This is one of the many designs Reptile has created for Universal Music and the packaging, press advertising and TV commercials associated with its compilation brands.

Each project involves all creative work from concept to completion including model casting, photography, art direction, digital retouching and print production.

03. We were commissioned by Reebok to create a series of images promoting their 'DJ' shoe with No.1 hip-hop DJ Tim Westwood. The images were used throughout all marketing for the Reebok sponsored Westwood DJ club tour including the tour vehicle livery. The design also featured heavily in coverage in the style and fashion press.

From start to finish,
we engage our clients
with strong direction,
fresh ideas, a flexible
approach and designs
which excite.



01



02

03

SurePlayaz
Music Label Identity



Safe Sex Slogan
Club Tour Promotion



Ms. Dynamite
Character Graphic



Parklane
Music Label Identity



Westwood
Merchandise Logo



Beth Teshome
Fashion Brand Identity



Hotel Voyeur
Music & Lifestyle Brand



High School Rocks
Music Brand Identity



Our thinking is simple.
We talk, we listen,
we challenge, we consider,
we inspire, we create
and we deliver.

Logo and Brand Identities

Radio 1 DJ, MTV 'Pimp My Ride' presenter and UK hip-hop pioneer. Tim Westwood asked Reptile to re-brand his Westwood album series.

By combining epic style imagery with a distinctive character-based logo transformed the series into a highly visual and powerful marketing brand which has gone on to sell over two million albums – the biggest selling UK hip hop compilation to date.

Reptile continues to work along side Westwood on concept driven work, combining our creative skill in art direction and photography, illustration and computer generated imagery.

