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Mortgage Journey Campaign

Art Direction | Advertising | Print | Digital

Client: Bank of Ireland

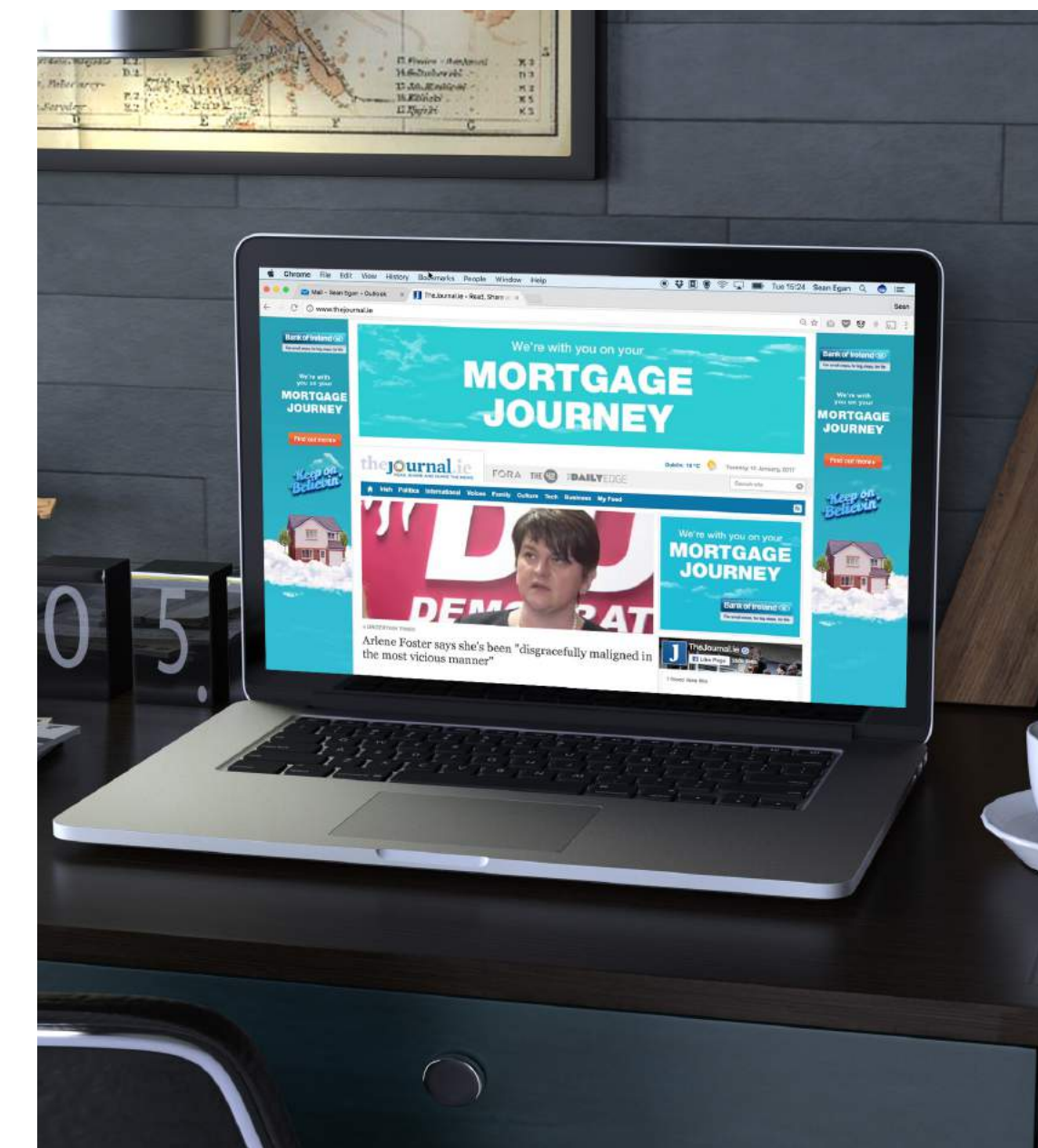
Bank of Ireland wanted to build on the success of their 2016 mortgage campaign and communicate, to customers, that they were there for them along every stage of the home buying journey.

Problems I had to solve:

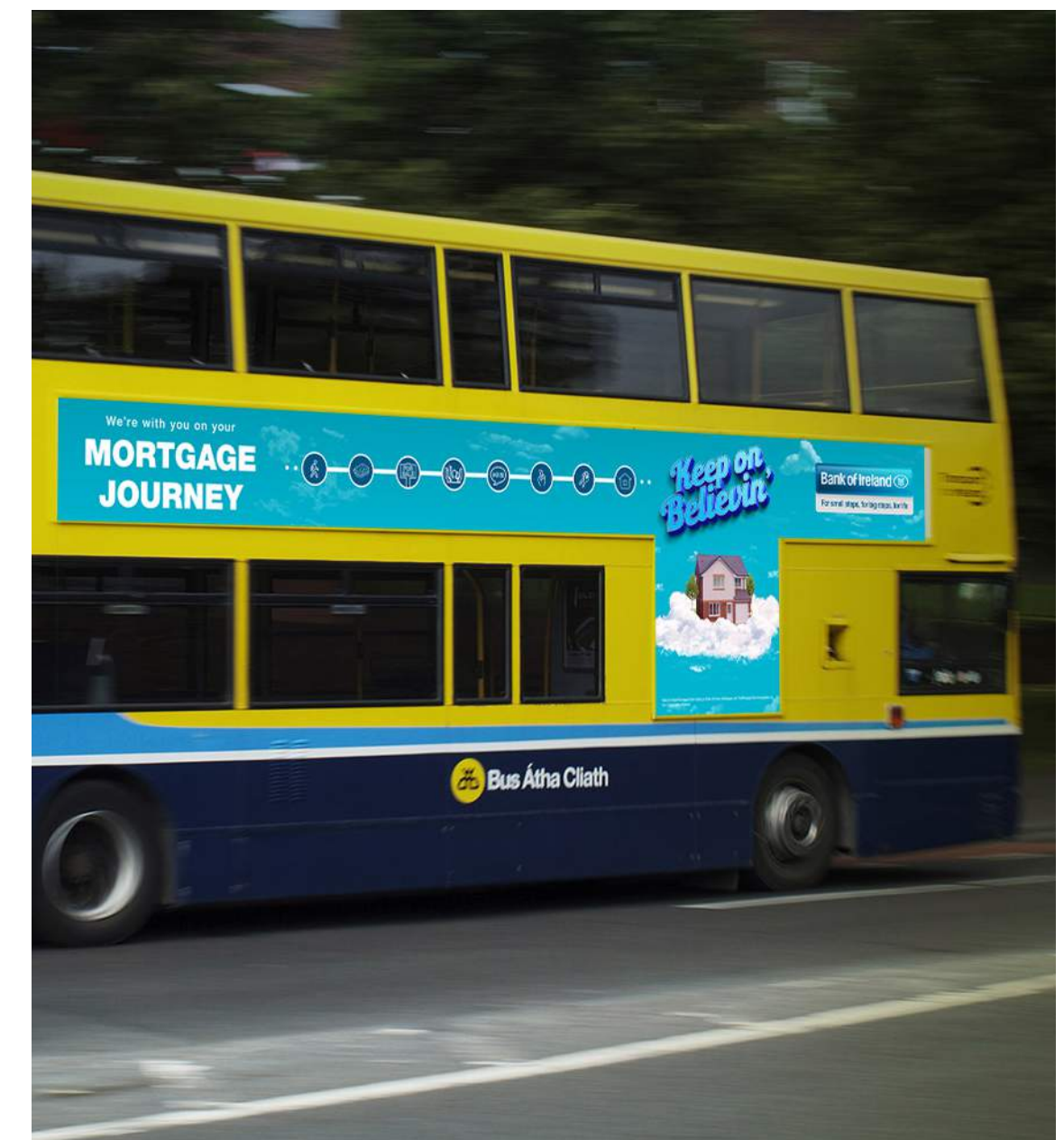
- They wanted to clearly own and establish the concept of the Journey
- They wanted to optimise the clarity of the core message
- They wanted to communicate that Bank of Ireland is there to provide support for customers at every stage of the long and challenging mortgage journey



- Outdoor Canvas Ad



- Digital Homepage Takeovers



- Bus T-Side

GoalSaver Campaign

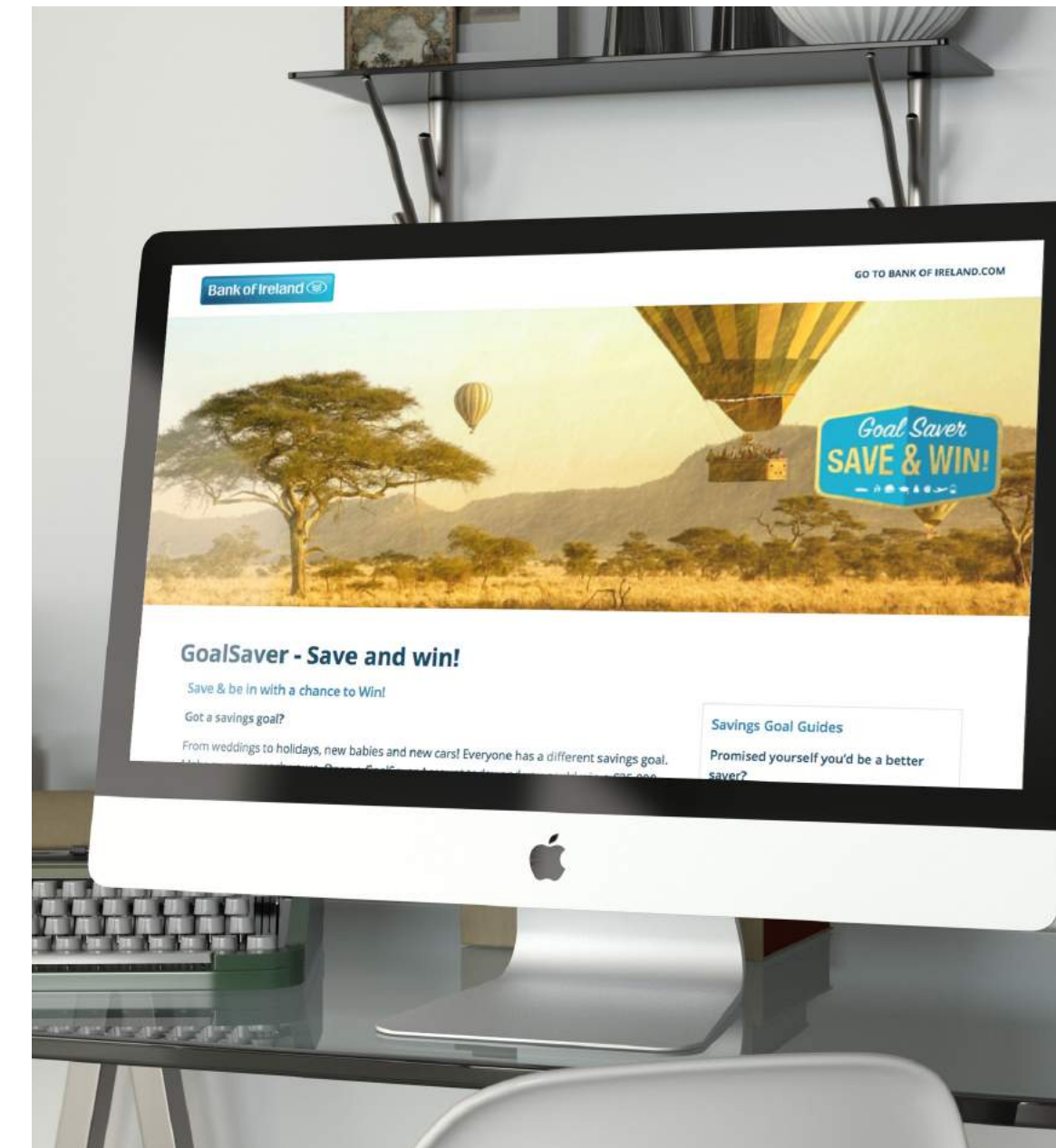
Art Direction | Advertising | Print | Digital

Client: Bank of Ireland

Bank of Ireland were launching a new savings product and needed me to come up with a campaign based around the idea of saving for the future.

To help launch the product they were also giving away €25,000 every month to a customer that met the savings requirement. I was tasked with creating a logo, image style and identity that would stand out from the rest of the Bank of Ireland campaigns. I decided that the imagery needed to be inspirational, encouraging and to motivate people to sign up to one of these accounts. They needed a suite of imagery that appealed to different target markets - from wedding couples, to parents, to people in the market for a new car. Each of the images needed to fit into the same theme and sit under the GoalSaver product.

The imagery is unique and quirky and the gold gradient overlay gives it the sense that they are high-value, big-ticket items.



- Webform



- In Branch Flyer



In Branch Poster

We Represent. We Influence. We Teach. We Promote. We Research. We Support. We Advise. We Inform. We Train. We Report.

We Care.

We are a support and representative body connecting community and voluntary organisations and charities across Ireland since 1999.

www.thewheel.ie



The Wheel Visual Identity

Visual Identity | Logo | Print | Digital

Client: Personal project

The Wheel is a support and representative body connecting community and voluntary organisations and charities across Ireland. As part of the brief for the Young Lions Ireland Competition 2017, I was tasked with producing a new logo, visual identity and creative direction that signals the next chapter in the organisations development.

The resulting identity is a striking one that makes The Wheel stand out from its competitors. The identity is very flexible and there is a lot of scope for producing individual marketing campaigns that would fit with this new identity.



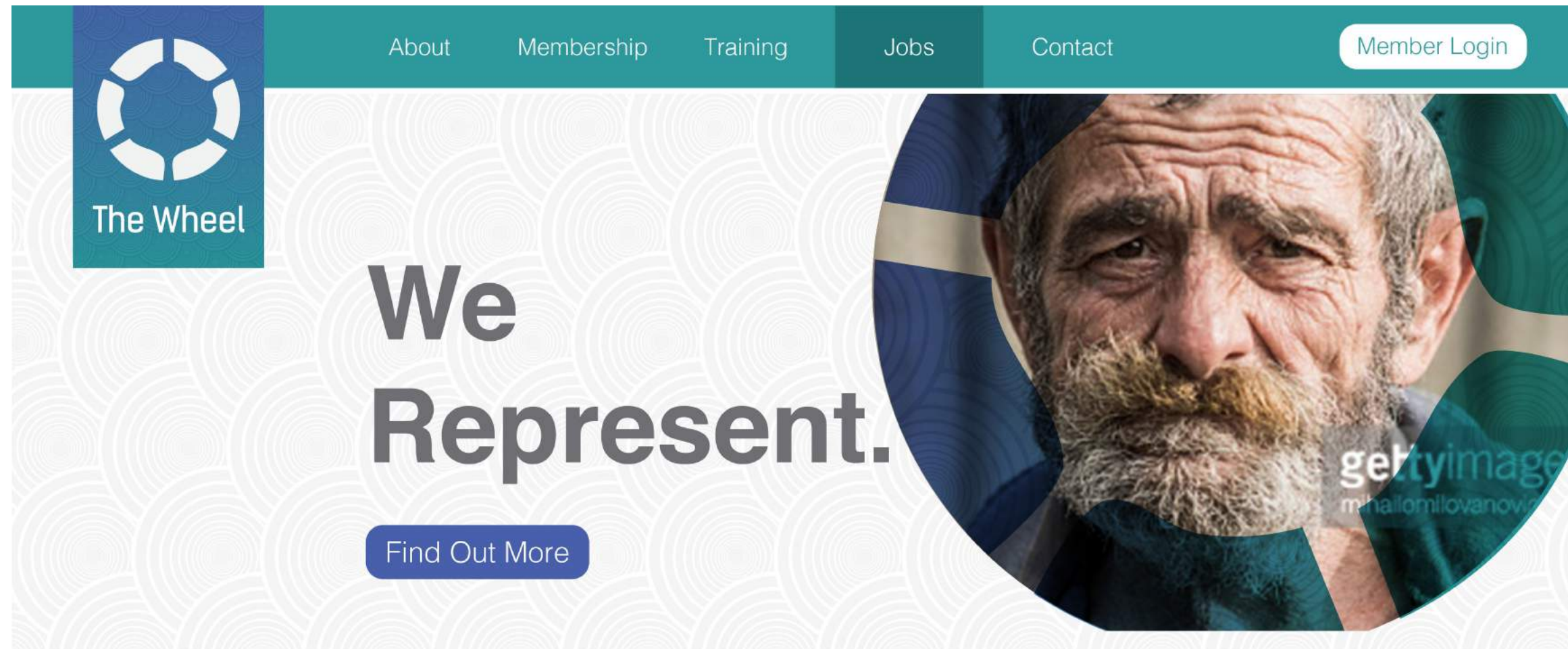
- The Wheel Logo



- Twitter Page Takeover



- Business Cards



Become a Member

Our vision is of an Ireland with a vibrant and dynamic community and voluntary sector. Join us and lets make it happen together.

[Sign up](#)

Who we are?

The Wheel is Ireland's support and representative umbrella network for community, voluntary and charitable organisations. We help them get things done, we represent their shared interests to Government and other decision-makers and we promote a better understanding by the public of them and their work. In one line – we are a “one stop shop” for and about the charity sector in Ireland.

How we can help your charity

Funding via

Fundingpoint is an online database of funding grants for the Irish community and voluntary sector. Well stocked and meticulously researched, Fundingpoint does the research work so you don't have to.

[Find Out More](#)

Training

Our training and events are developed to meet the needs of the community and voluntary sector. Training is delivered by both our own team of experts and a hand-picked selection of qualified external trainers.

[Find Out More](#)

Purchasing Network

ResourcePoint provides award-winning group discount purchasing options to members of The Wheel, allowing them to save money for the things that really matter.

[Sign Up](#)



- Annual Report Cover



- Bus T-Side

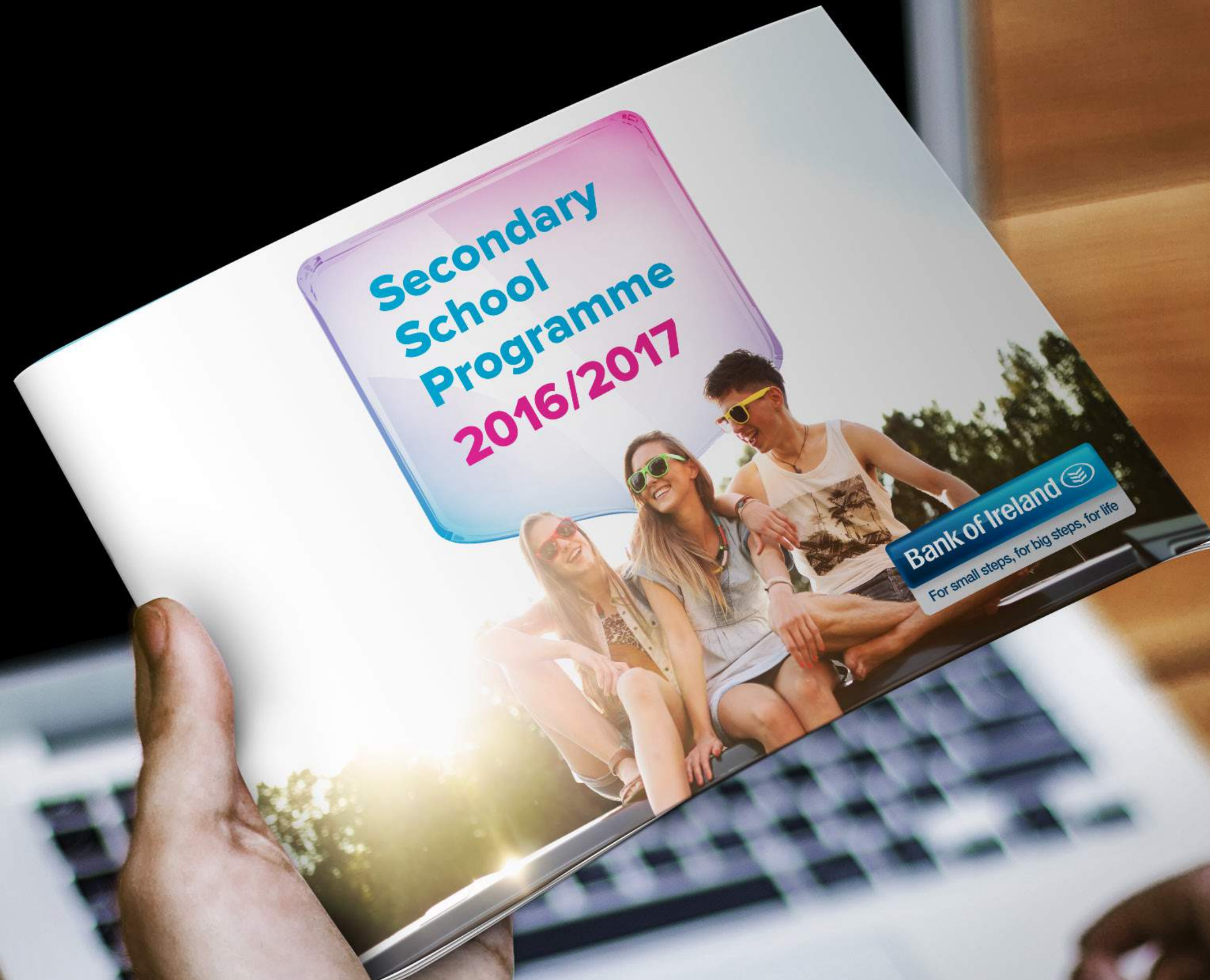
Secondary Schools Programme Brochure

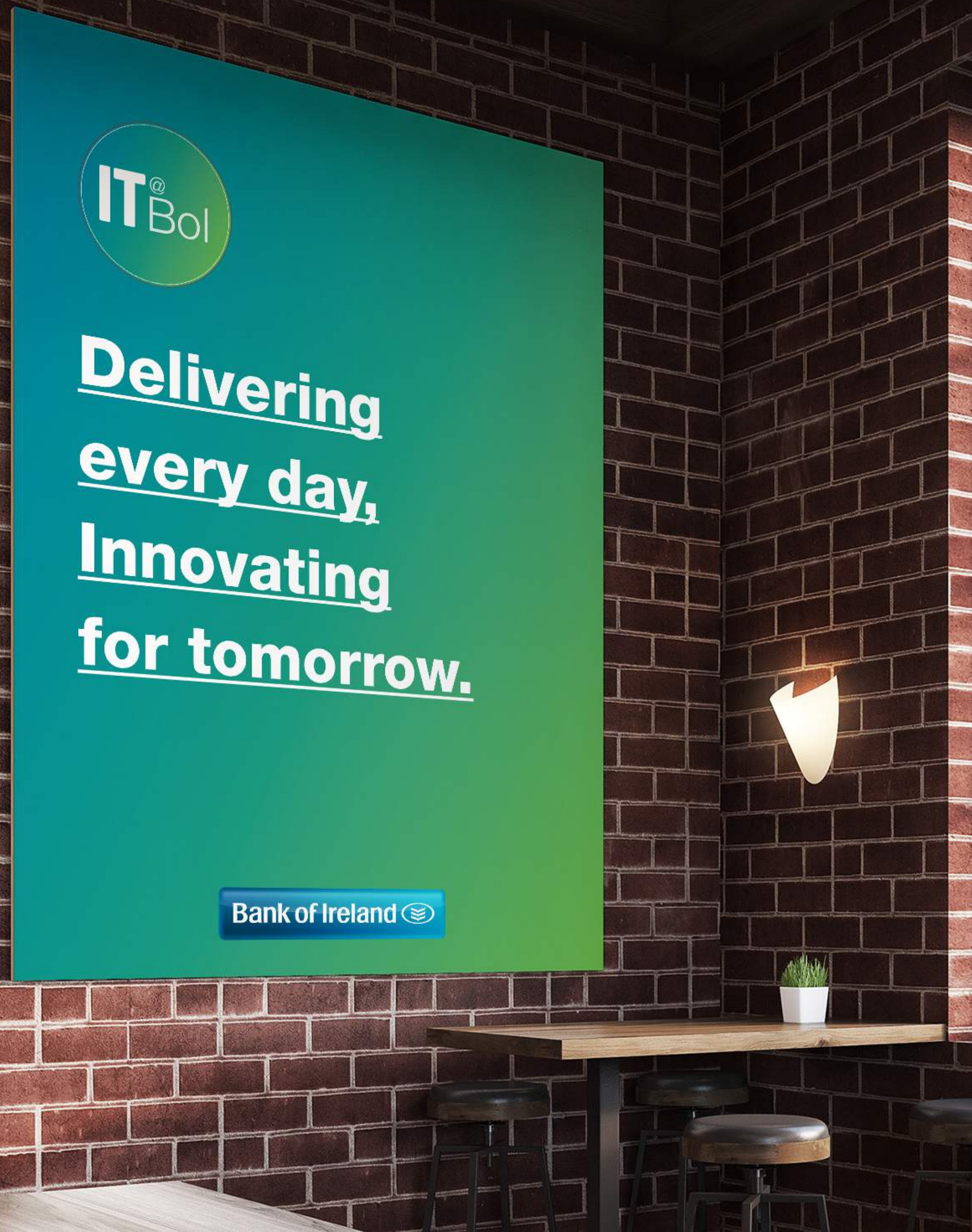
Art Direction | Print

Client: Bank of Ireland

Bank of Ireland approached the design team at OLIVER looking for new marketing material to help them present their secondary schools calendar to schools. They wanted a visually appealing booklet that showcased all of their initiatives designed to educate students about personal finance and banking.

I decided to allow large inspirational photos bleed across spreads for maximum impact. Blocks of bold, energetic colours were used to hold the main copy for each section. The resulting brochure was of high quality and was very helpful for Bank of Ireland's on-boarding of schools.





Bank of Ireland IT Identity

Visual Identity | Logo | Print | Digital

Client: Bank of Ireland

The IT department at Bank of Ireland wanted to rebrand and have a new identity that was going to modernise the brand and reflect the innovative, customer-focused and agile nature of the business - all of which was lacking in their existing name, GTAC.

The lock-up of the words was an important consideration for this project and I believe the final result has a hierarchy that represents the brand well. The use of the underline on the large typographic poster is used to add more weight to the message and to suggest strength, freshness and influence.

The green colour was chosen to represent a sense of freshness and energy while the blue was used to symbolise trust and loyalty and also to allow it to fit nicely into the larger family of Bank of Ireland identities.



- Presentation Deck



- Brand Guidelines Booklet



- Business Cards



**Delivering
every day,
Innovating
for tomorrow.**



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Video



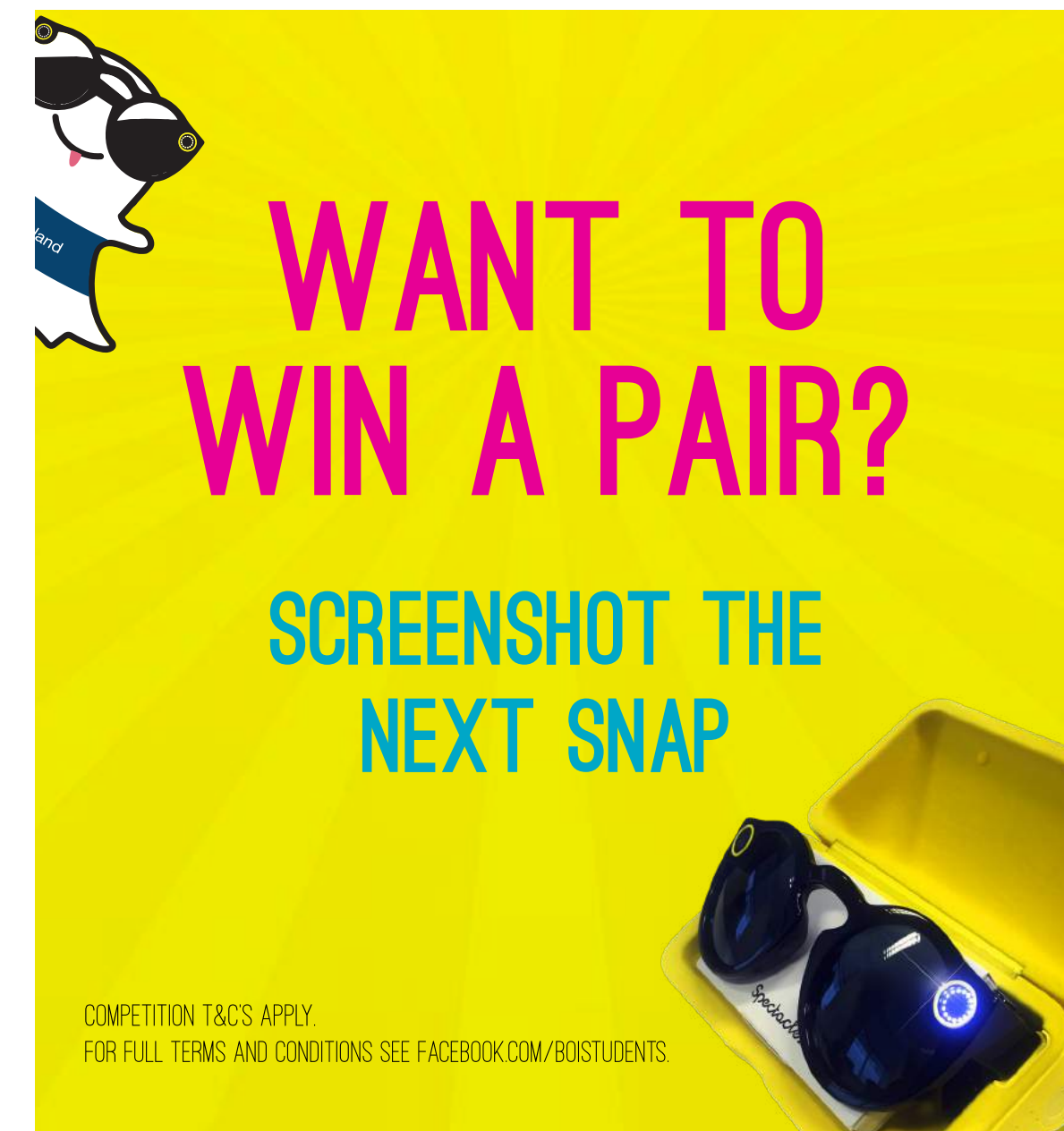
- Snapchat Nadia Takeover



- Snapchat Munster Tickets Competition

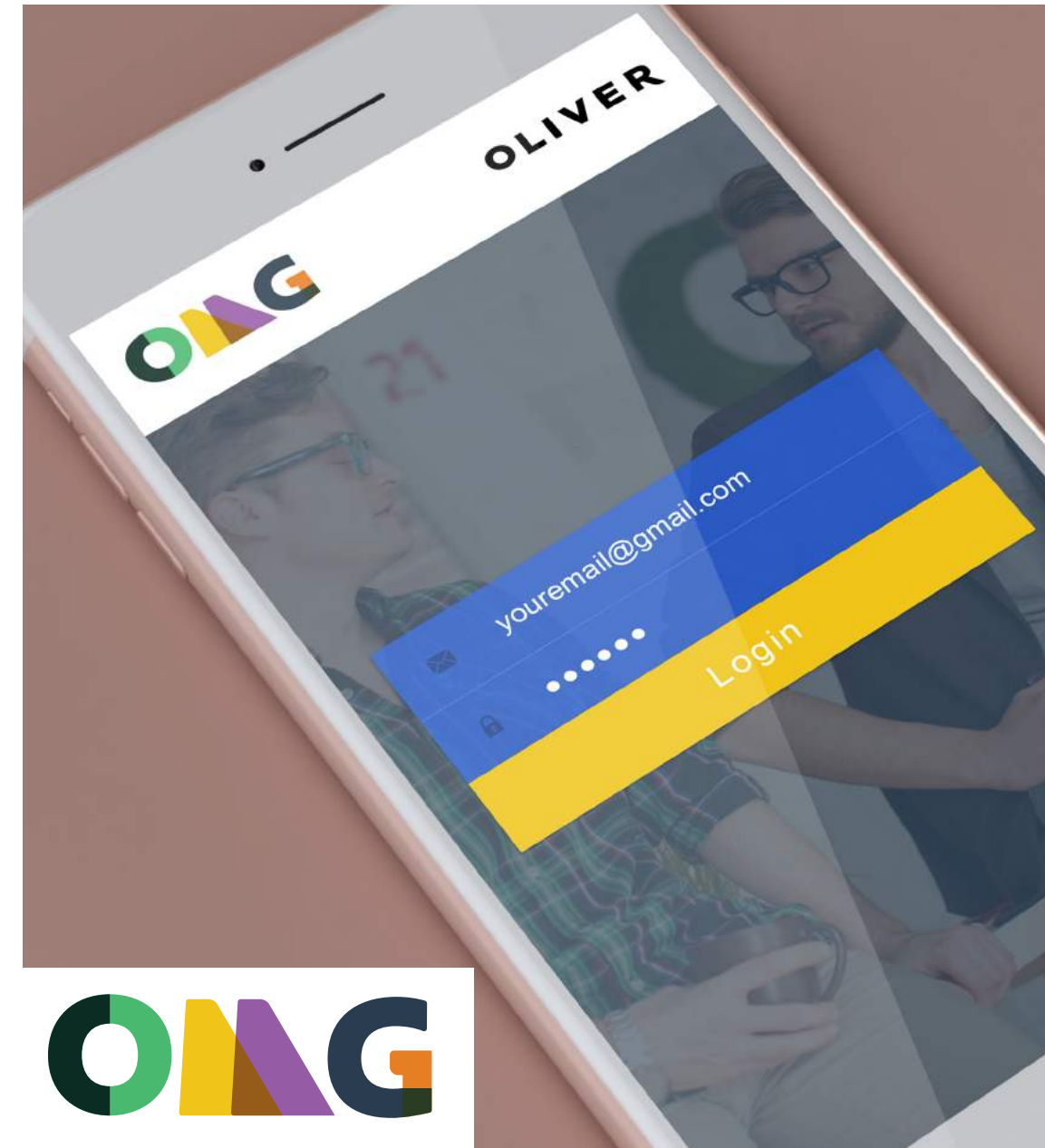


- Independence Day Social Ads

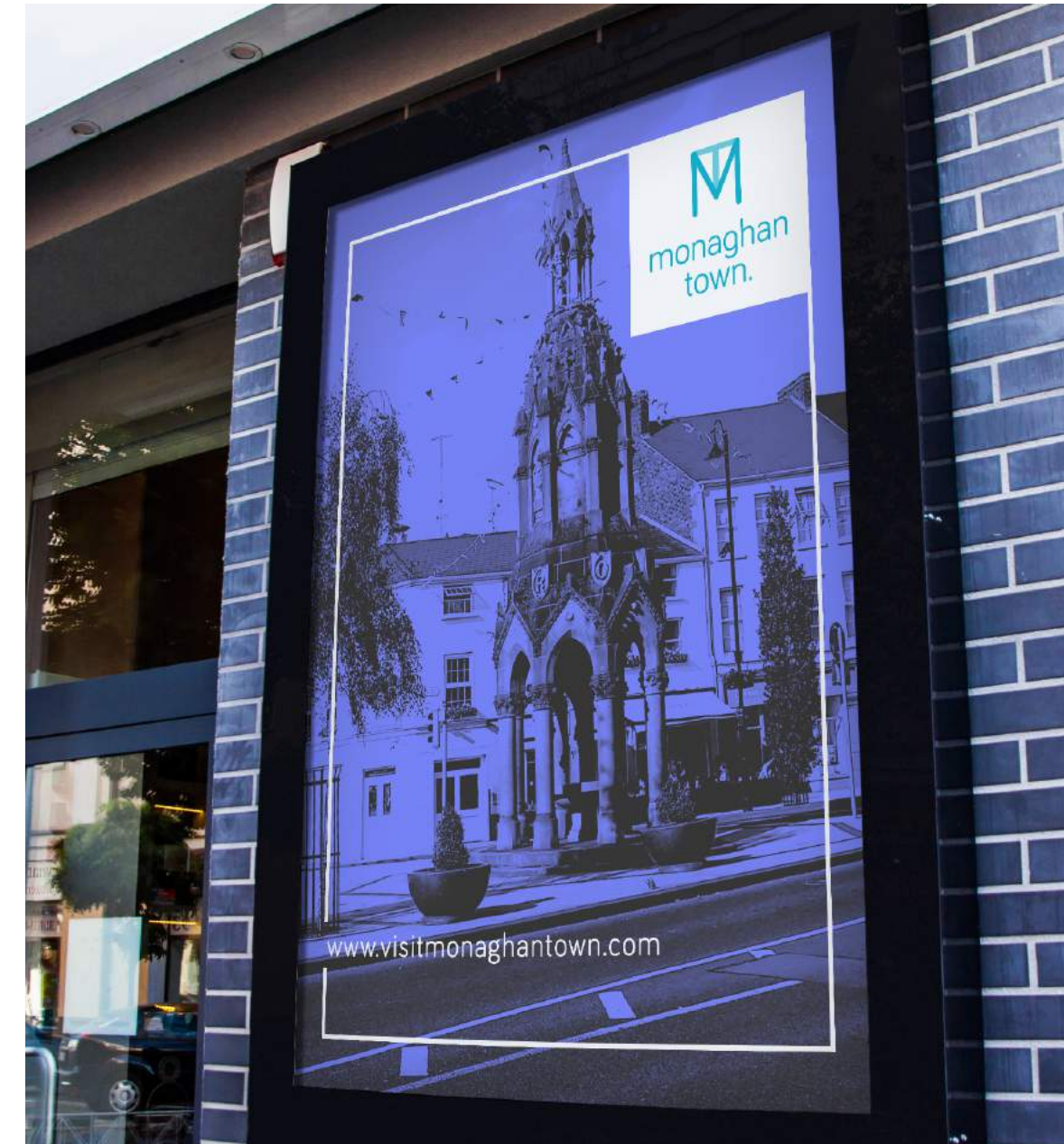


- Snapchat Spectacles Giveaway

LOGOS



- OMG App Logo



- Monaghan Town Logo Concept



- Content Hub Logo



- UCD Social Entrepreneur Challenge 2017; sponsored by Bank of Ireland

Thank You