



# JONATHAN WHELAN

CREATIVE PORTFOLIO



JONATHAN WHELAN CREATIVE

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# A BRIEF INTRO

If you missed the **big bold type** on the cover, my name is Jonathan Whelan. I'm an experienced creative professional with a long career in design and advertising. I pride myself on ensuring that I always deliver the highest quality work.

As a **strong communicator** and **logical thinker**, I excel at applying design principles to communication strategies and creative briefs, streamlining the process and delivering results efficiently.

My approach to design is anything but formulaic. I draw on my **diverse skillset**, which includes traditional graphic and motion design, as well as illustration, to create custom solutions for each project. Whether you're a busy studio, marketing department, or entrepreneur, I have a **proven track record** of bringing ideas to life and making a meaningful impact.

# + CAREER

## Current

**2015 - Present**    **Owner / Self Employed**  
Jonathan Whelan Creative Consulting 

## Previous:

**2006 - 2015**    **Creative Group Head & Senior Art Director/Design**  
Hero Strategic Marketing

**2003 - 2005**    **Art Director**  
Zoom Advertising

**2000 - 2003**    **Art Director**  
Virgin Active

**1997 - 1999**    **Graphic Designer**  
Carter and a Couple advertising

**1997**    **Graphic Designer**  
Mccallum & Stevens

## Accolades:

**2009**    Loerie Award Finalist

**THE  
WORK**



# + BRAND IDENTITY

“

I've used Jon for a few engagements over the years and he has never failed to utterly impress. My number 1 designer of choice. Professional, experienced, and most importantly truly creative.”

**Michael De Bliquy**

Senior Tax Advisor at African Infrastructure Investment Managers



## Broccoli Project

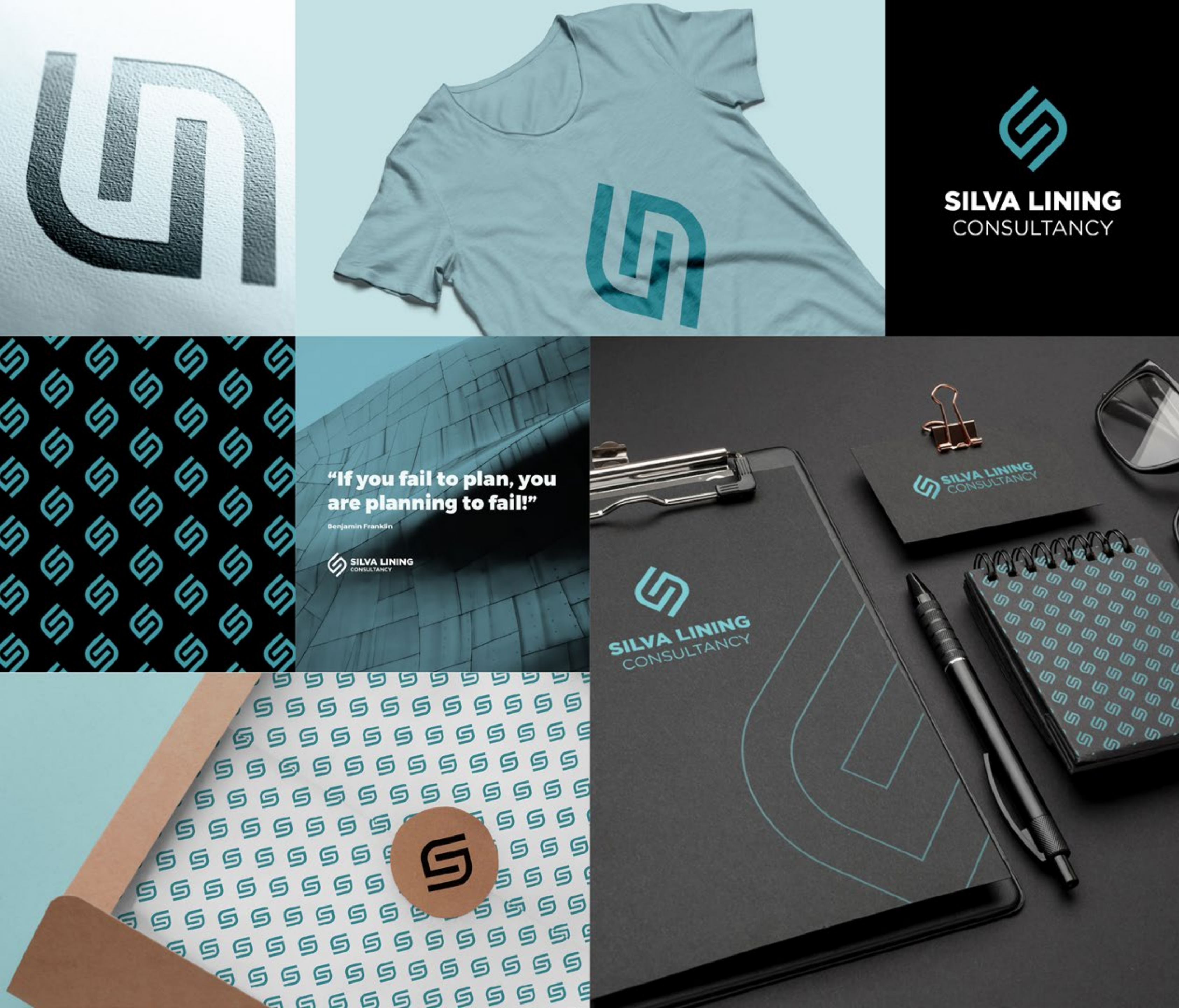
### Brief:

The Broccoli Project, a tech company that supports “purpose-built, biometric profile management solutions”, required an update and refresh of their existing brand identity. Avoid visual clichés that represent florets of broccoli and focus more on the biometric services of the business, while also incorporating the URL (br.occo.li) into the design of typography.

### Creative solution:

I created a logo motif that represents an enlarged fingerprint, drawing inspiration from the biometric services within the Broccoli Project. The letter “b” at the centre radiates outward to suggest the layers within the company. The contours even out to an ellipse symbolising the globe, which links back to the brand motto “Good for the world”.





## Silva Lining Consultancy

**Brief:**

Create a slick corporate identity design for a project management consultancy in London UK. The company has a plethora of specialised skills, working closely with businesses to ensure they achieve optimum results. The brand identity needs to be timeless, simple, and contemporary.

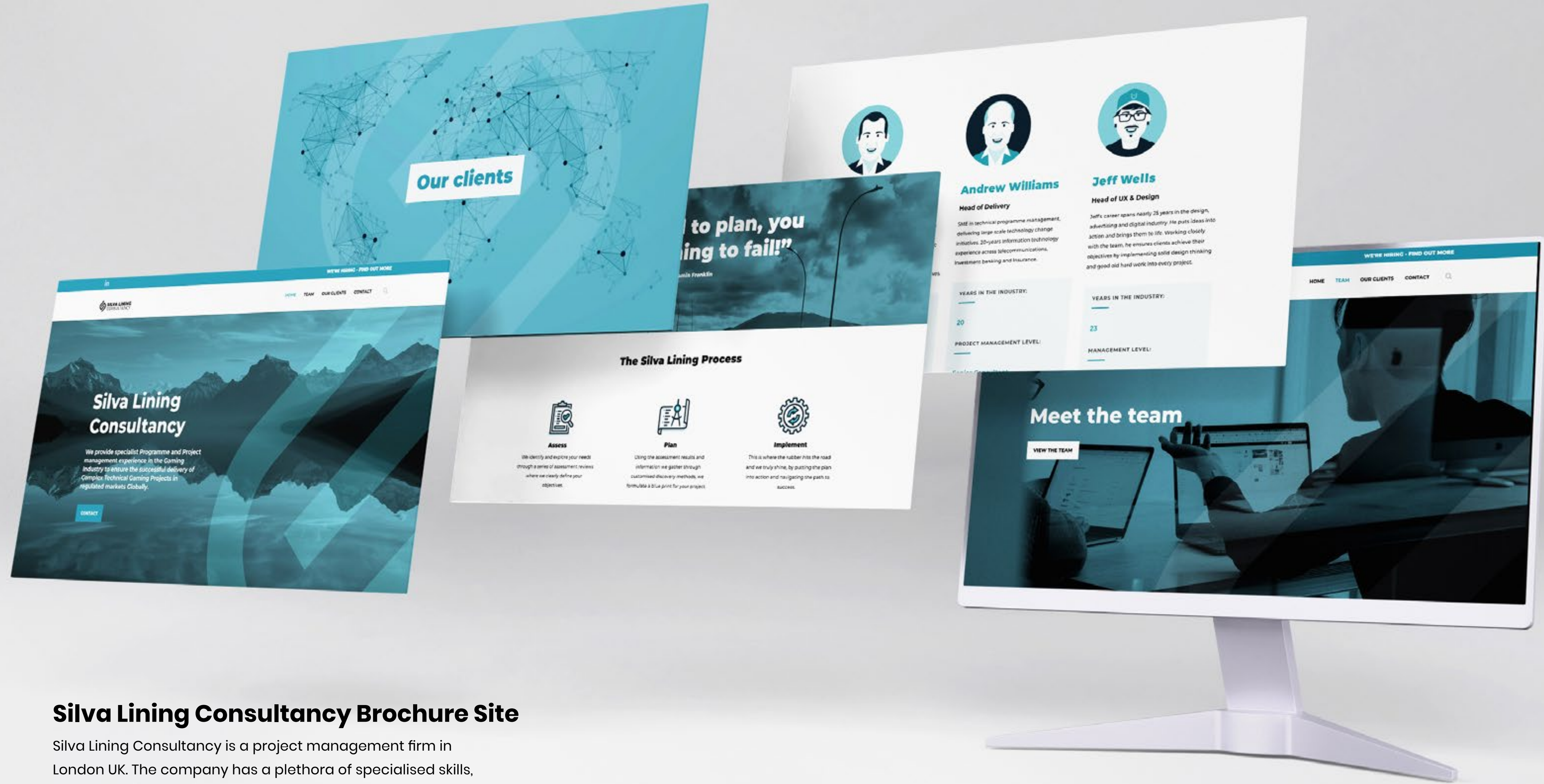
**Creative solution:**

I created a simple letter 'S' symbol for the logo motif, made up of 2 interconnecting shapes that depict hands clasped together in a firm grip. This is symbolic of the close personal support the consultancy provides when leading their clients towards their objectives. The shape of the icon is also symbolic of a flame, representing the burning passion Silva Lining Consultancy has for their work and how 'fire'\* they are at what they do.

\*client's words, not mine

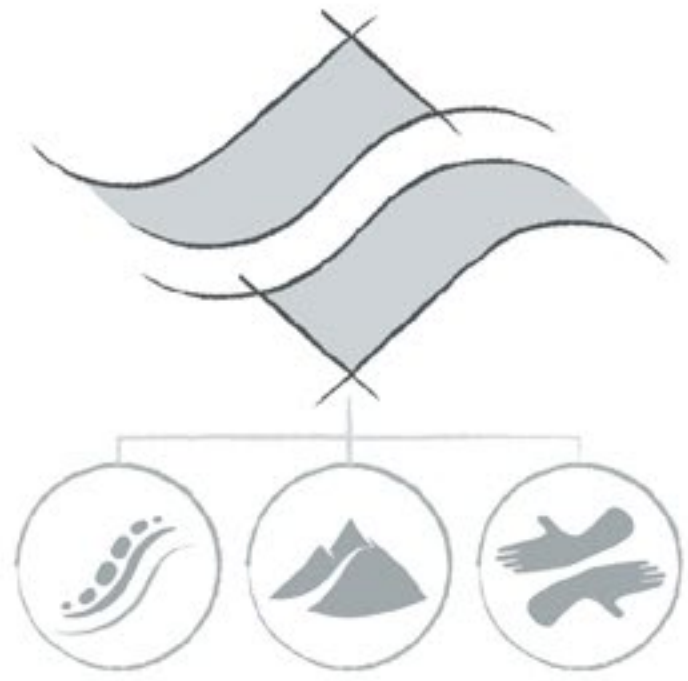
[VIEW MORE HERE](#)





## Silva Lining Consultancy Brochure Site

Silva Lining Consultancy is a project management firm in London UK. The company has a plethora of specialised skills, working closely with businesses to ensure they achieve optimum results.



**SATURA**  
MOUNTAIN  
SPORT & SPINE

## Satura Sport & Spine

### Brief:

Create a refreshed brand identity for an innovative health & wellness clinic in Canada, specialising in chiropractic, physiotherapy and massage treatments. The logo needs to be modern and sophisticated, incorporating a geographical landmark that links back to the location of the practice in some way.

### Creative solution:

The concept I came up with was layered. The negative space in the symbol depicts the shape of the spine, which is curved to form a letter 's'. The top half of the logo icon is a peak of the Satura Mountain Range. This shape also forms a stylised hand massaging the spine. The bottom half is a mirror reflection of the peak in a lake located at the foot of the mountain range, and forms another therapist hand.

The concept demonstrator (top left) on this page shows the actual massage technique I incorporated.

**Find the freedom  
to really move**

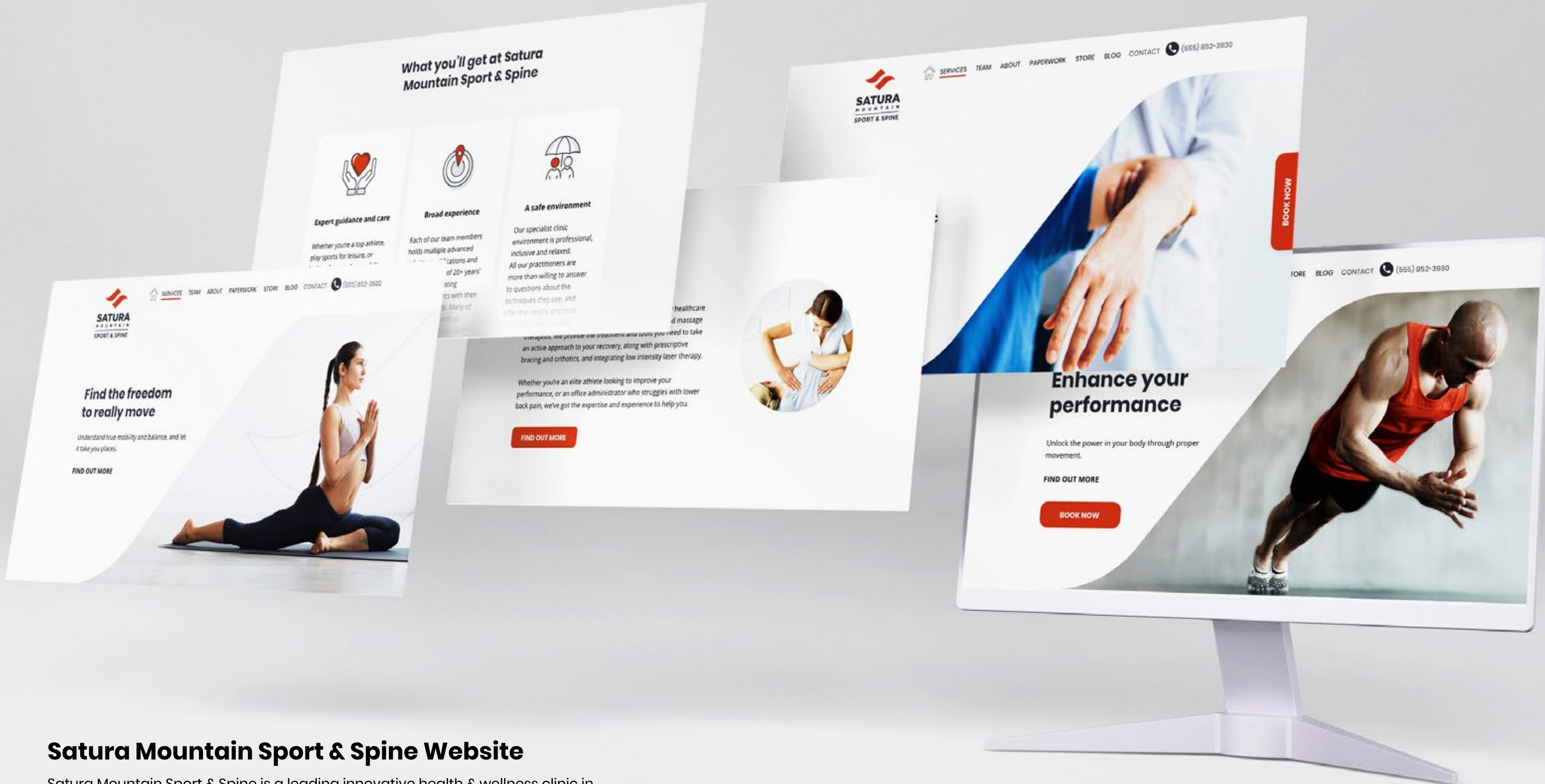


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© Satura Sport & Spine 2020 | saturasportandspine.com





### Satura Mountain Sport & Spine Website

Satura Mountain Sport & Spine is a leading innovative health & wellness clinic in Canada, specialising in chiropractic, physiotherapy and massage treatments.



## Noakes Foundation

### Brief:

The Noakes Foundation, a Public Benefit Organisation in South Africa, was evolving and required a re-brand of their existing identity. They wanted the new identity to symbolise the expansion of the foundation that is responsible for providing evidence-based information on optimum nutrition.

### Creative solution:

There are many layers to the logo symbol. The primary concept depicts seeds (for health) flowing in a spiral. The seeds appear to be spreading from the centre outwards, demonstrating how funds and knowledge are distributed and dispersed. A secondary concept is in the arrangement of the 'seeds', which create a sense of momentum, prosperity and positive change, displayed by a symbolic image of the sun.





### Tagumi Investments

**Brief:**

Tagumi Investments requires a fresh look and feel for their fin-tech branding. Their one important requirement was to include a lion motif, a legacy icon carried over from the company's inception, which is quite important to this family-owned business. The partners wanted a new motif to represent strength.

**Creative solution:**

I chose to use the concept of origami to demonstrate strength and integrity. A flat piece of paper is flimsy and lacks stability, but once folded into an object its stability and strength increases. The motif is a stylised representation of the fold lines that results after a simple piece of paper is folded to form a lion.



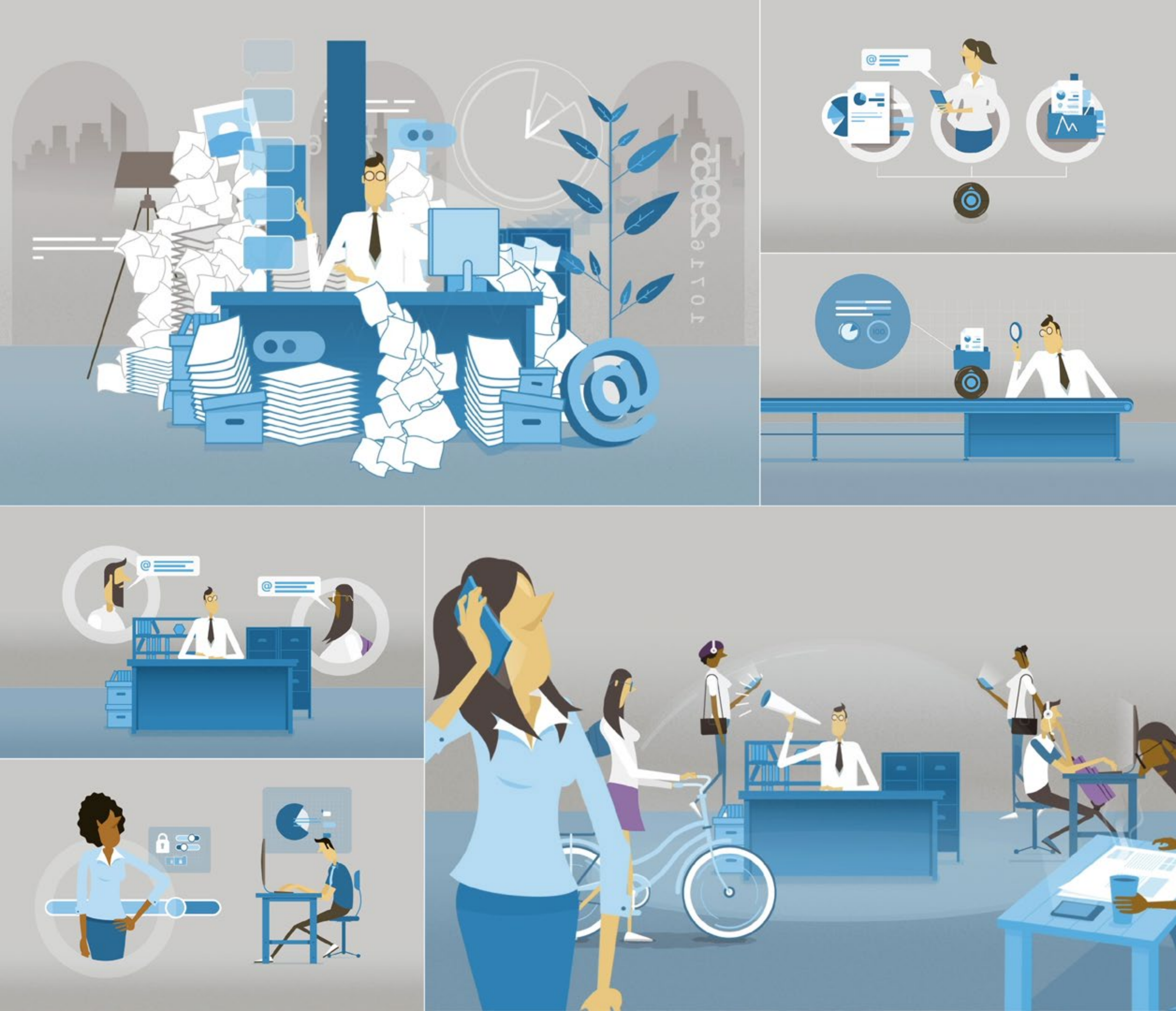


# + VIDEO PRODUCTION

“His ability to simplify complex information through the use of clever design and motion graphics have helped us build a reputation with well executed creative concepts.”

**Wesley Noble**

Executive Director | Branson Centre of Entrepreneurship SA,  
and Head of Changing Business for Good | Virgin Active SA



## Converlens Video

**Brief:**

Converlens, an Australian technology company required a 2D animated video to simplify and illustrate in very basic terms how their complex, innovative natural language processing technology could benefit potential clients.

**Creative solution:**

I came up with the idea of having an overwhelmed office clerk unable to find the time to sort through mountains of data and information. With the help of Converlens, he'd be able to free up time and impress his superior with stats and insights faster than ever before.

**Credits:**

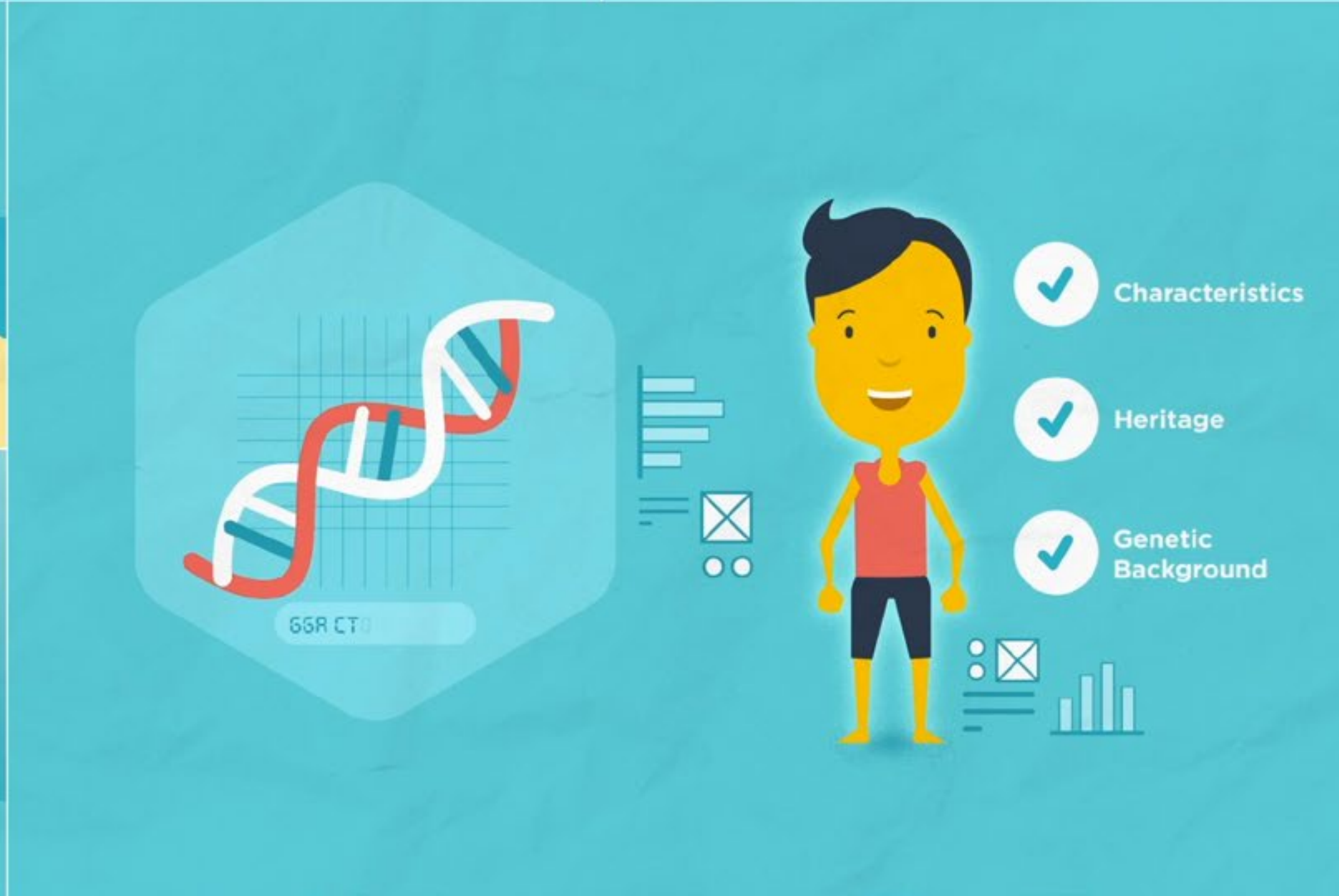
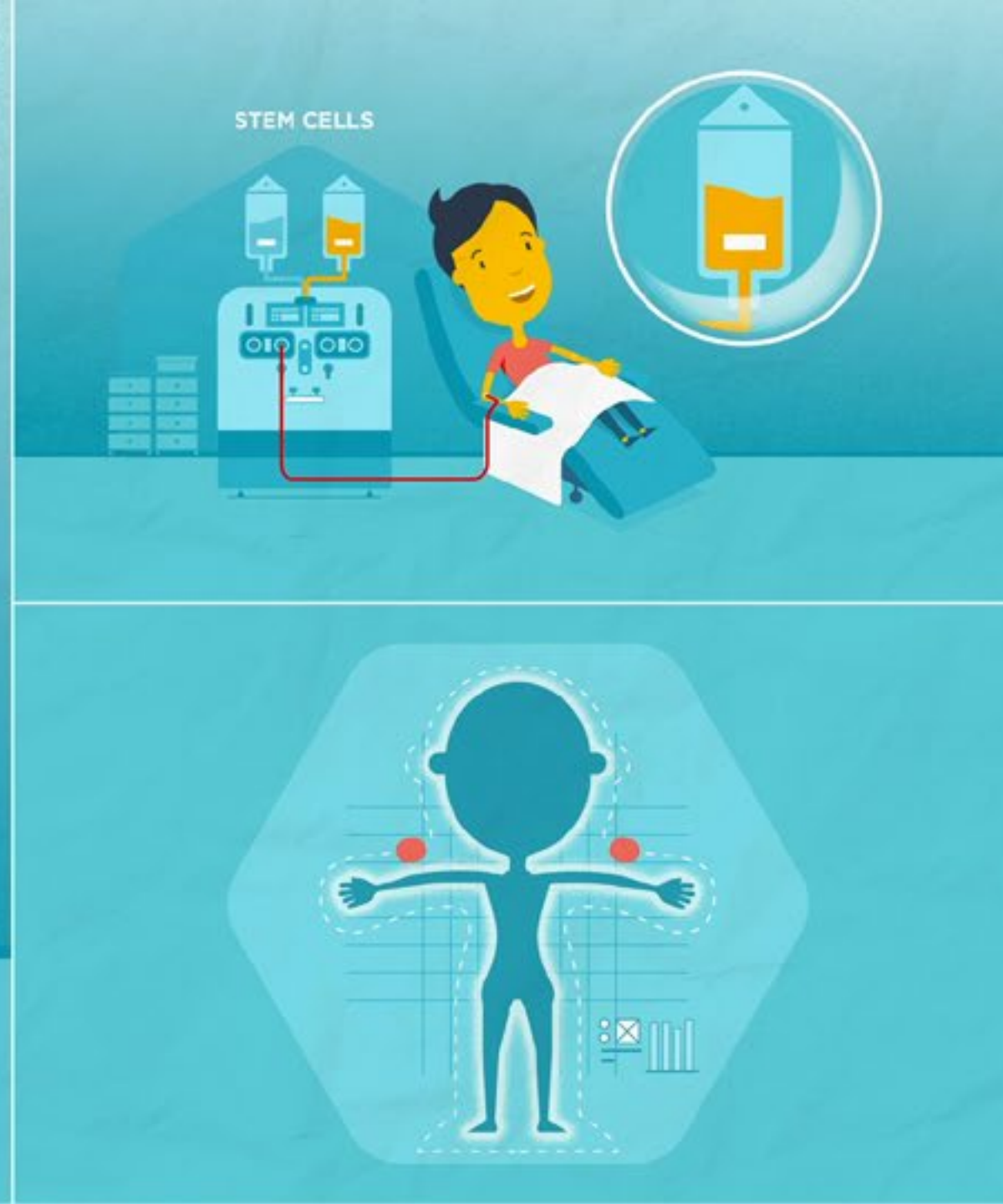
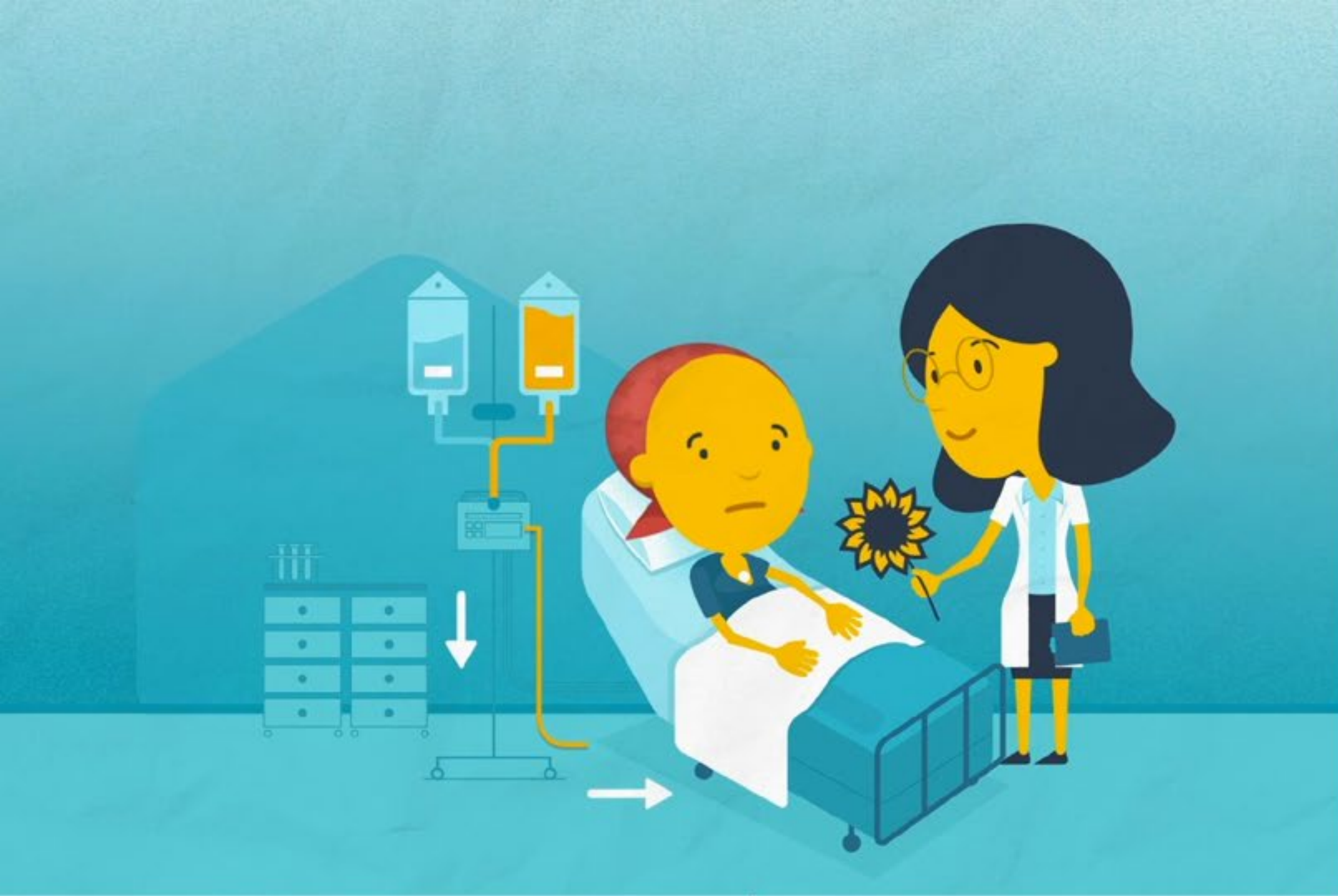
**Client** - Sherpa

**Animation, Illustration** - Jonathan Whelan

**Script** - Jonathan Whelan

**Sound Design** - Jonathan Whelan

[FULL VIDEO HERE](#)



## Sunflower Fund Stem Cell Donation video

**Brief:**

Create a fun colourful educational video that can be played at public schools to educate students about how the stem cell donation process works. The video needs to inform people about blood diseases such as Leukaemia, Lymphoma, Aplastic Anaemia and Sickle Cell Disease.

**Creative solution:**

In a fun and playful way the video goes into detail about the effects blood diseases have on the immune system and the important work the Sun Flower Fund does to recruit and connect potential blood donors with patients, and importantly how the blood stem cell donation procedure works. The bright colour palette and playful characters were designed to entertain and inform children of all ages and not appear too childlike so that it wouldn't also appeal to teenagers and adults.

**Credits:**

**Client** - The Sunflower Fund

**Animation, Illustration** - Jonathan Whelan

**Sound Design** - Jonathan Whelan

**FULL VIDEO HERE**

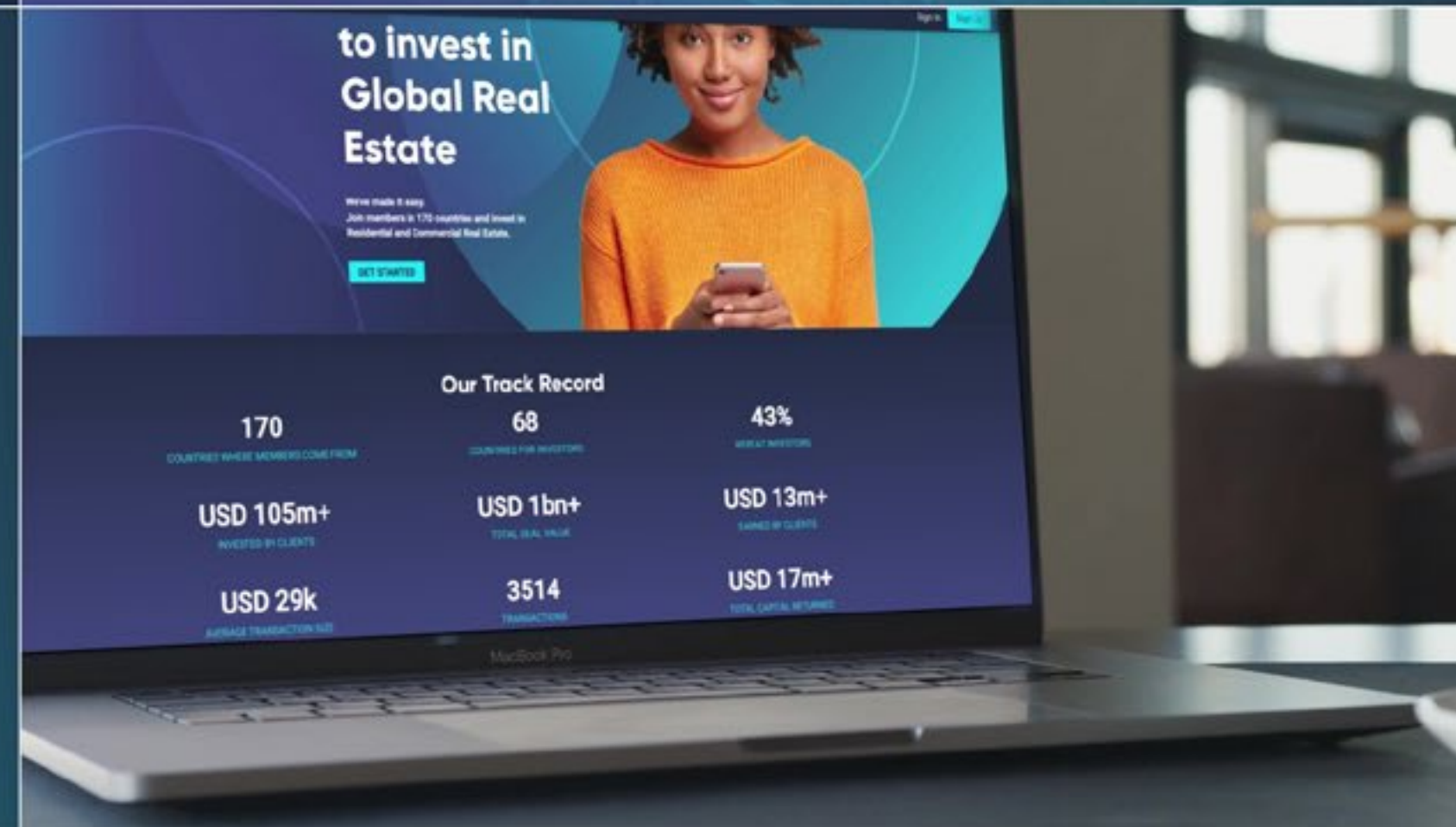




# HOW TO: INVEST IN OUR DEALS



**Two forms of identification**  
Including front-and-back colour copies



**\$100**  
Initial investment

## Global Wealth Migrate “How-To” videos

**Brief:**

Global Wealth Migrate (GWM) clients often struggle to understand the complex investment info on their website. A series of concise how-to videos needs to be created for new and existing GWM clients.

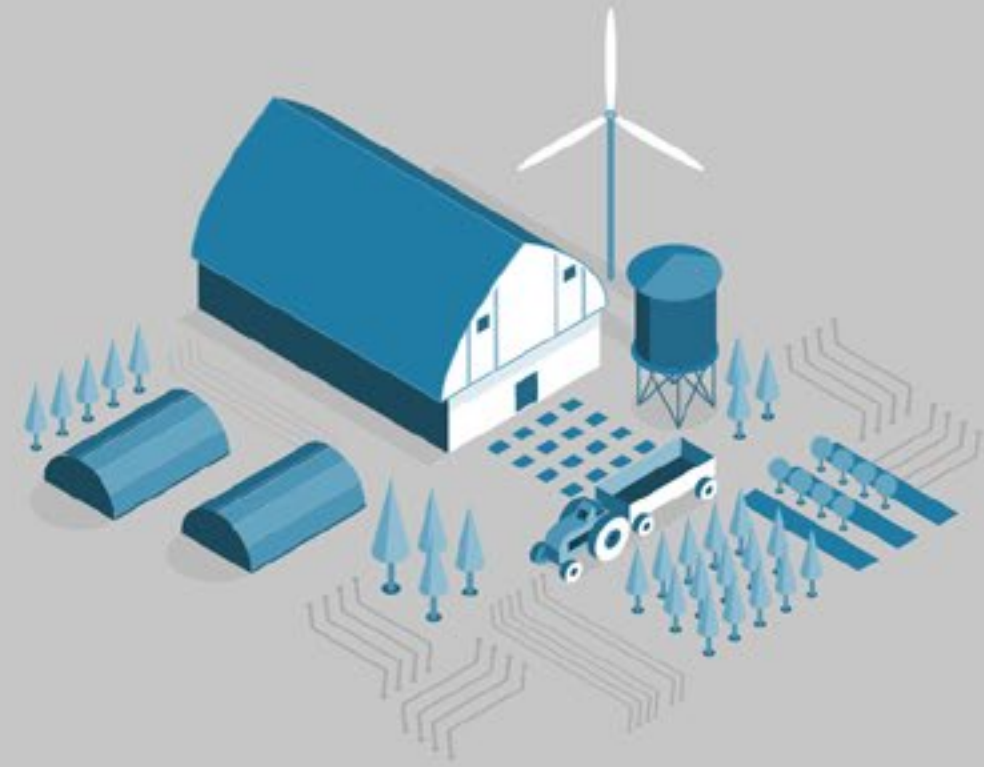
**Creative solution:**

Collaborating with the GWM in-house writer, we created 4 “how-to” videos by editing a combination of live action footage with screen recordings and motion graphics. These assisted in guiding the GWM clients along their KYC or investment journey.

**Credits:**

- Client** - Global Wealth Migrate
- Animation, Illustration, Editing** - Jonathan Whelan
- Script** - Client supplied by GWM
- Sound Design** - Jonathan Whelan

**FULL VIDEO HERE**



## Comsol 5G explainer video

**Brief:**

Conceptualise & produce a simple, modern animated video to showcase the trial of the 5G high speed network.

**Creative solution:**

We introduce the company and showcase the primary features of their network by using clean futuristic imagery to suggest some of the amazing possibilities available by being connected using their infrastructure.

**Credits:**

**Client** - Comsol 5G

**Animation, Illustration** - Jonathan Whelan

[FULL VIDEO HERE](#)



## FCFA climate change video

**Brief:**

Future Climate for Africa (FCFA), is a research and development programme that uses scientific knowledge to predict the impact of climate change in Africa, and they require an animated explainer video to be used as an education tool to highlight climate change adaptation strategies in Africa.

**Creative solution:**

This 7 minute long 2D animated video takes you on a journey through Africa, highlighting climate change adaptation strategies that FCFA are involved with throughout the continent.

I selected a very bright colour palette when illustrating the characters and environments, specifically to reflect all the diverse landscapes and cultures within the African continent, and also to brighten up a pretty serious topic.

**Credits:**

**Client** - Soapbox films

**Animation, Illustration** - Jonathan Whelan

[FULL VIDEO HERE](#)



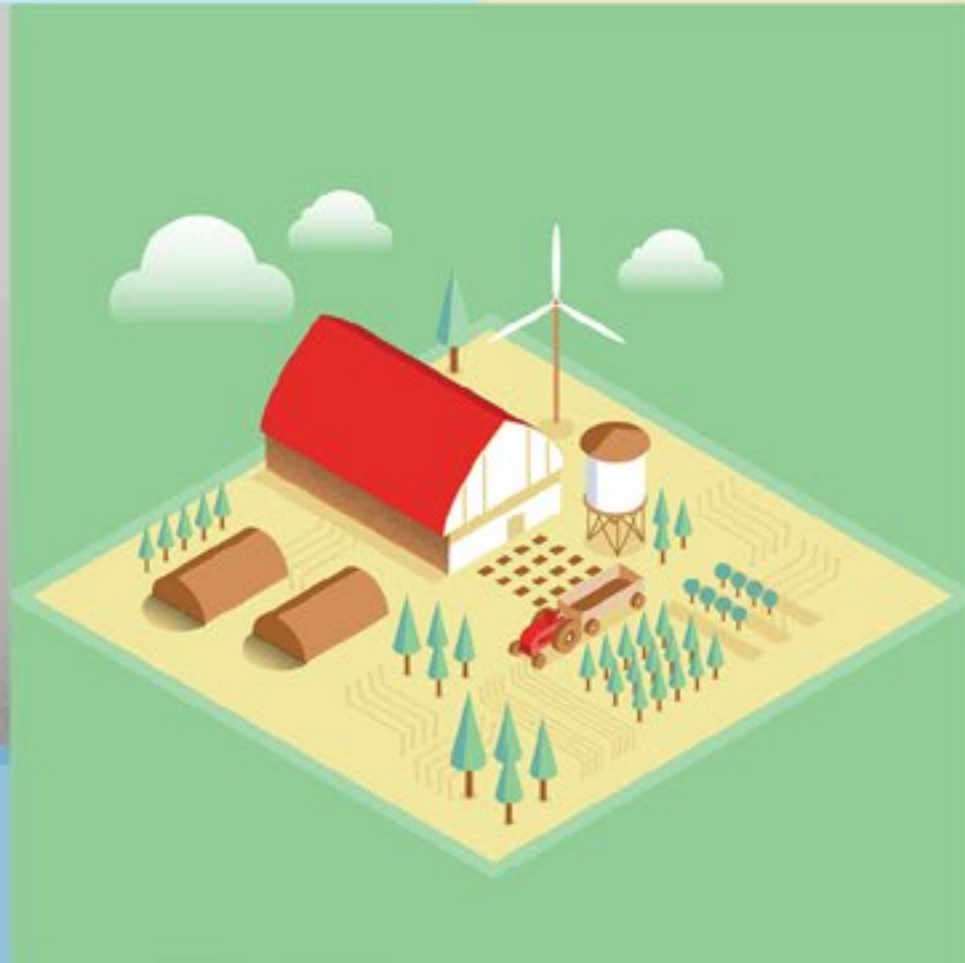
# + GRAPHIC ILLUSTRATION

“Jon’s work is top-notch, as is his thinking. I’ve worked with Jon quite a few times have recommended him to many people as the guy you want when you need a job done properly, with strategic and design thinking behind it. He’s a true professional and a truly skilled one at that.”

**Jonathan Warncke**

Creative Director and professional writer



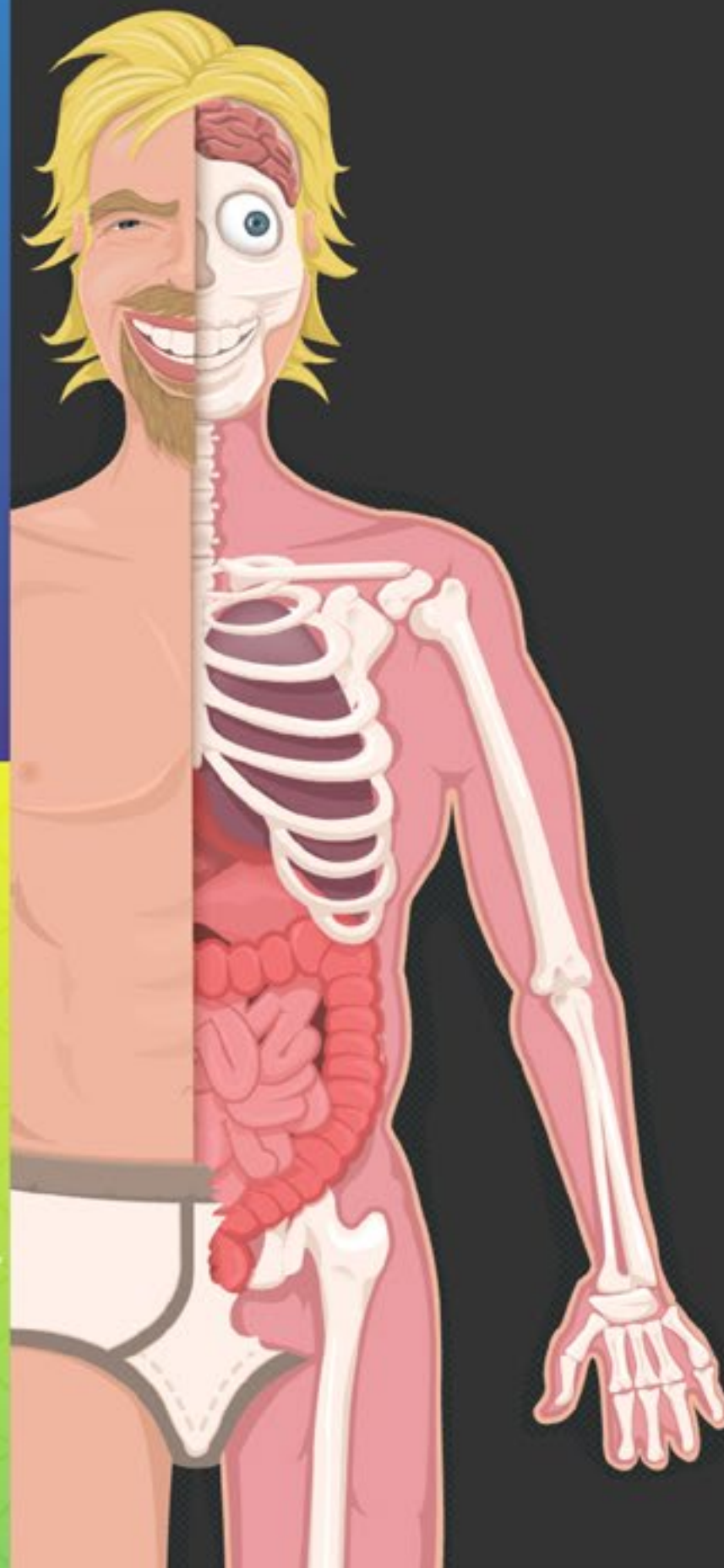
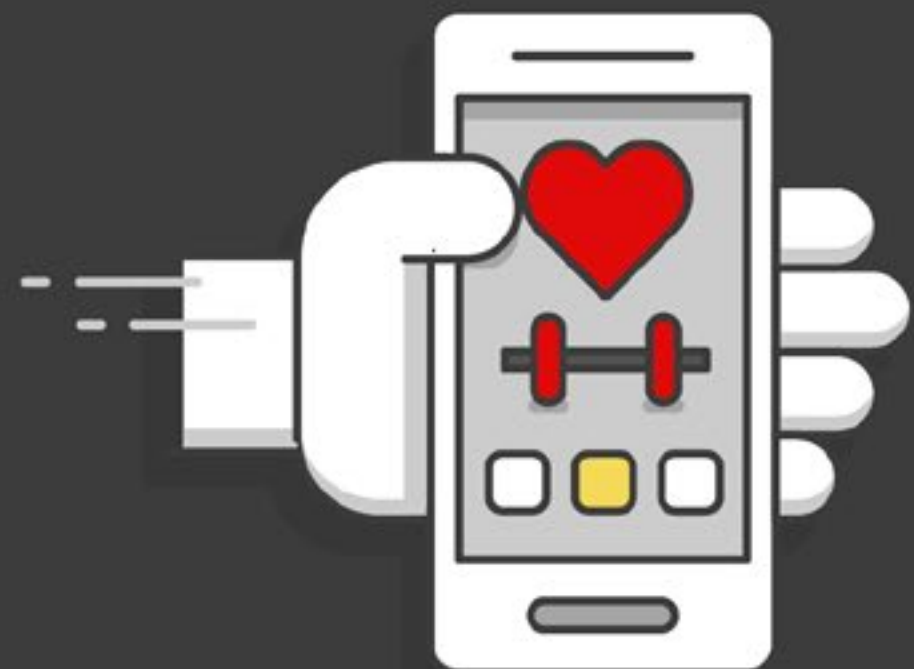


## Illustration

Besides growing fresh veggies in my garden, I have always had a passion for creating amazing artwork. I illustrate all the 2D assets for the animated videos I create, and I also accept commissions for editorial, icon and inset visuals.

### Clients featured on this page:

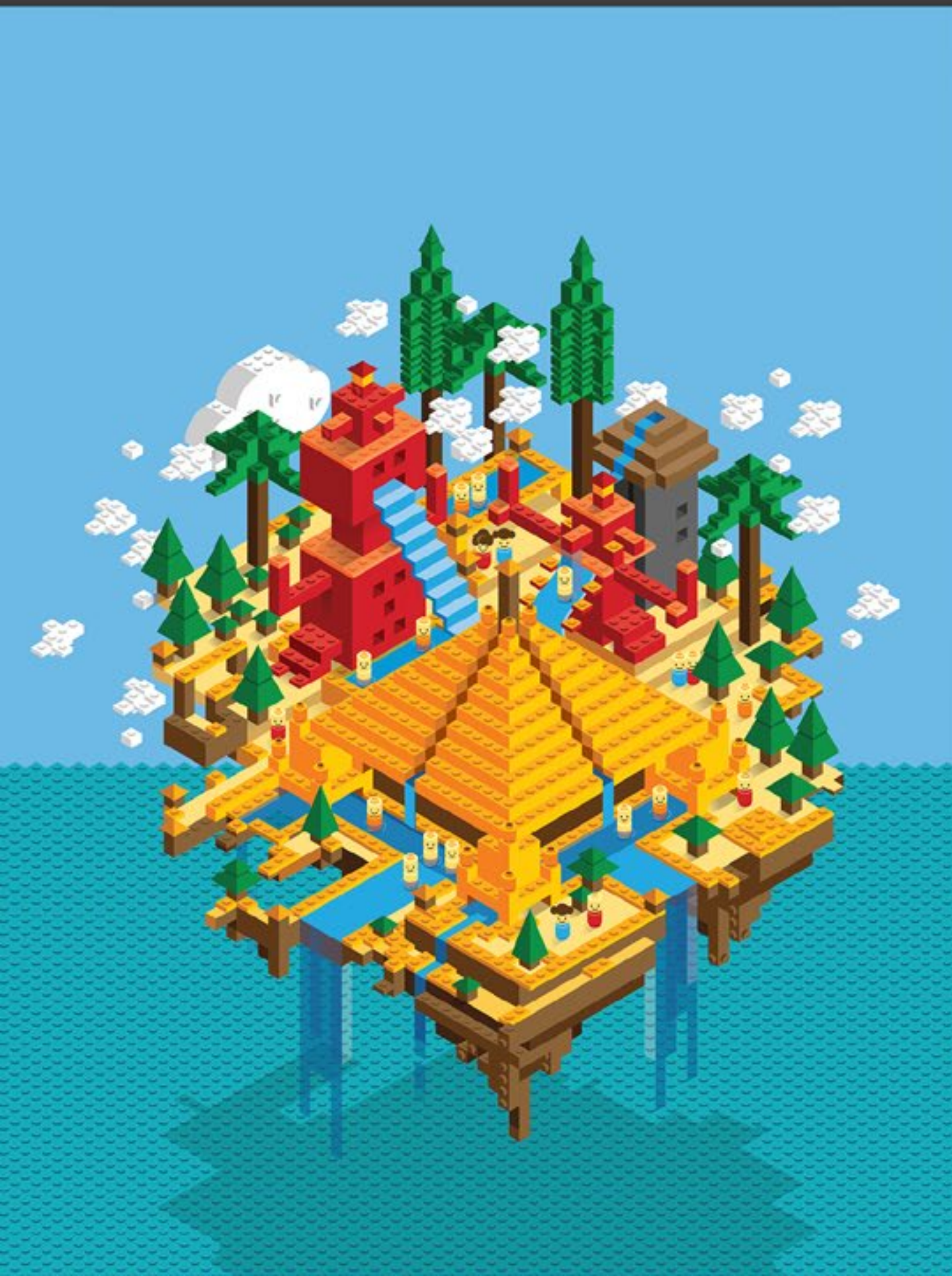
- Future Climate For Africa
- Virgin Money
- Unilever
- Converlens
- Comsol



## Illustrations

### Clients featured on this page:

- Virgin Smart Club
- Unilever
- Virgin Active
- Obrigado Magazine
- Old Mutual
- Comsol





# + PACKAGE DESIGN

“ He is capable of very good conceptual work and excellent designs. He is meticulous in everything he does.”

**Steve Massey**

Managing Director at Zoom Advertising and Ogilvy Earth



BEFORE & AFTER



## RIOT Craft Beer Labels

### Brief:

RIOT Beer, a Cape Town craft brewery, needed their existing labels redesigned, because their competitor's labels were drowning their product out on store shelves. RIOT wanted their brand to stand out, be loud and proud while still maintaining its rock 'n roll edge and having an air of sophistication.

### Creative solution:

My solution was to create a clean, dark, contemporary, minimalist label. I designed some custom surface patterns that were spot varnished to add some texture to the design. The branding and product info was printed in bright contrasting neon colours to ensure they were as loud as possible.





## Hemel & Aarde Gin

### Brief:

Create a label design for a limited edition craft gin. Include visuals that tell a story about the charming nature of the Hermanus region.

### Creative solution:

“Hemel En Aarde” is the Afrikaans translation of “Heaven and Earth”. It is the name given to the valley in the Overberg region. I created a visual narrative by illustrating elements that relate to the region as a background for the label design, while keeping the foreground clean and sophisticated.



# + PRINT MEDIA



Jon was a hugely talented art director, always looking to push the boundaries of a brief and explore new territories. He was conscientious and very meticulous in his approach to fulfilling a brief.

Jon presented logically and debated his point of view with intelligence and tact.”

**Tim Carter**

Global Brand Specialist and Business strategist



# Virgin Active Sustainability Report

## Brief:

Conceptualise and design a high quality 60 page report to be distributed at the upcoming Virgin Active internal sustainability seminar.

## Creative solution:

The visual thread that I created was to have line illustrations span across most of the spreads as a time line leading to the year 2030. The time line art would include illustrations I created that helped to describe the written content.

I also designed a custom surface pattern that was spot varnished on the plain red cover to bring it to life, as I was limited to the cover being the Virgin corporate red and text.



**MAKE THOSE SALES AND HIT THE JACKPOT**

**Win A TRIP FOR TWO TO Fabulous LAS VEGAS NEVADA**

**Win one of two double return tickets and a 9 night stay in fabulous Las Vegas for you and your partner.**

**+ Monthly Prizes**

Each month there will be a random prize draw. Anyone who sells at least one colour unit within the month becomes eligible for the draw and can win fantastic prizes including digital cameras, DSTV Driftas, iPads and more.

Register from 24 June to participate in KYOCERA's Colour Incentive. The competition runs from 1 July 2013 to 28 February 2014. The main prize will be awarded in March 2014.

Visit: [www.kyoincentives.co.za](http://www.kyoincentives.co.za)

**KYOCERA**  
Document Solutions



## Kyocera Internal Incentive Campaign

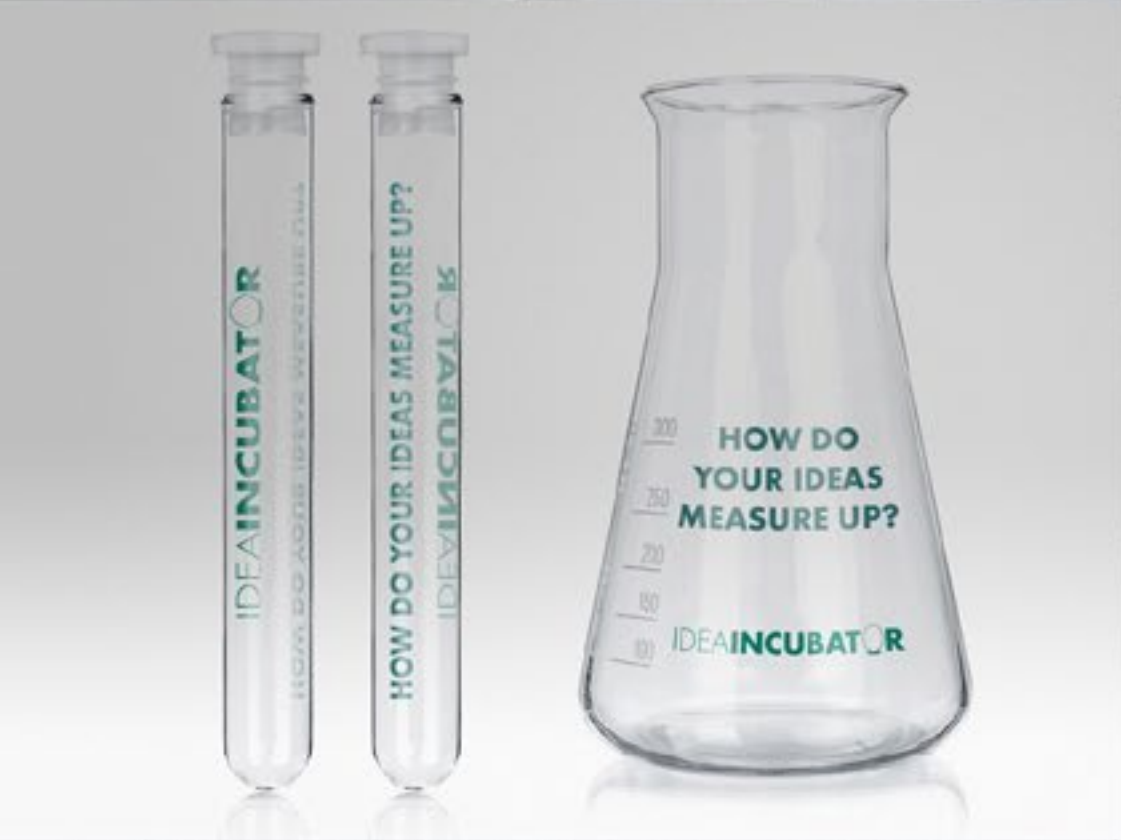
### Brief:

Conceptualise a national incentive scheme for sales staff. Grand prize is an all expenses paid trip to Las Vegas. Translate the concept look and feel onto a digital portal to track sales.

### Creative solution:

Drawing inspiration from travel, I designed a travel agent's pack. It contained a boarding pass that was the invitation to the staff launch, a passport that explained the rules of the incentive and playing cards. I illustrated each playing card, and used these illustrations in other printed material, such as posters for the office break area.





## Old Mutual Corporate Internal Marketing Campaign

### Brief:

Develop an engaging concept to get staff excited about creating product ideas for the company.

### Creative solution:

The concept of the **Idea Incubator** centred around innovation and idea generation.

The look was slick, clean and scientific to suggest a sterile lab environment.

Select staff were granted access to an 'Idea Lab', which was an exclusive dedicated brainstorm space where they collaborated with other innovators.

The egg boxes were placed on staff desks to advertise and inform staff about the programme. Lab assistants wearing branded coats handed out free branded coffees to draw attention and help spread the word about the Idea Incubator.



# Old Mutual Wealth Prospectus

## Brief:

Create a high quality corporate brochure for financial advisors to leave behind for prospective clients after meetings.





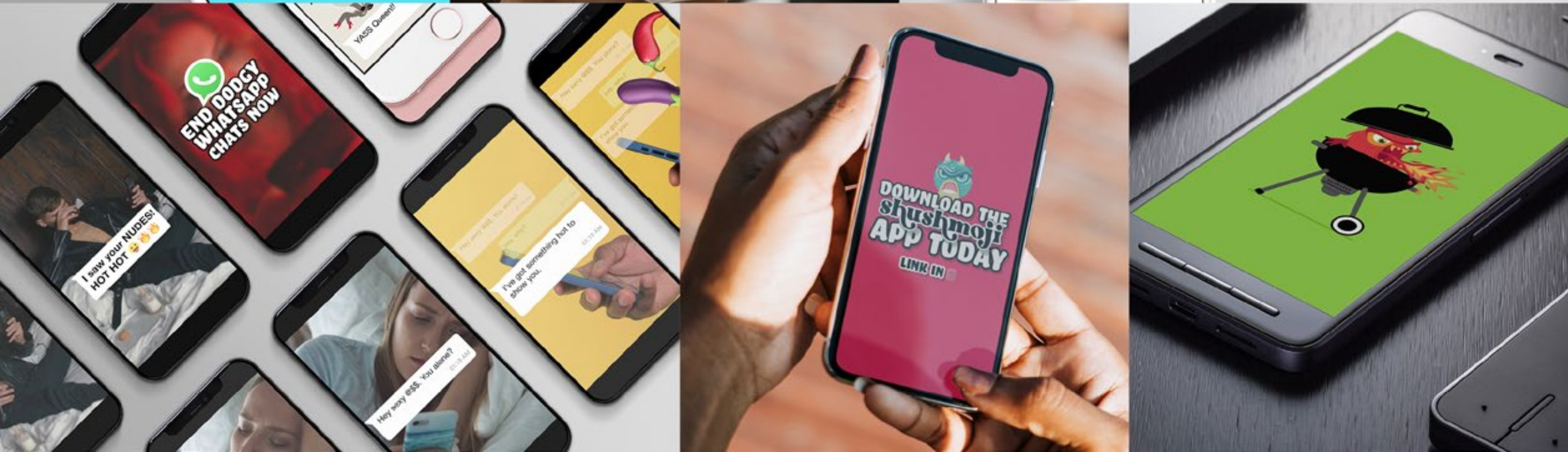
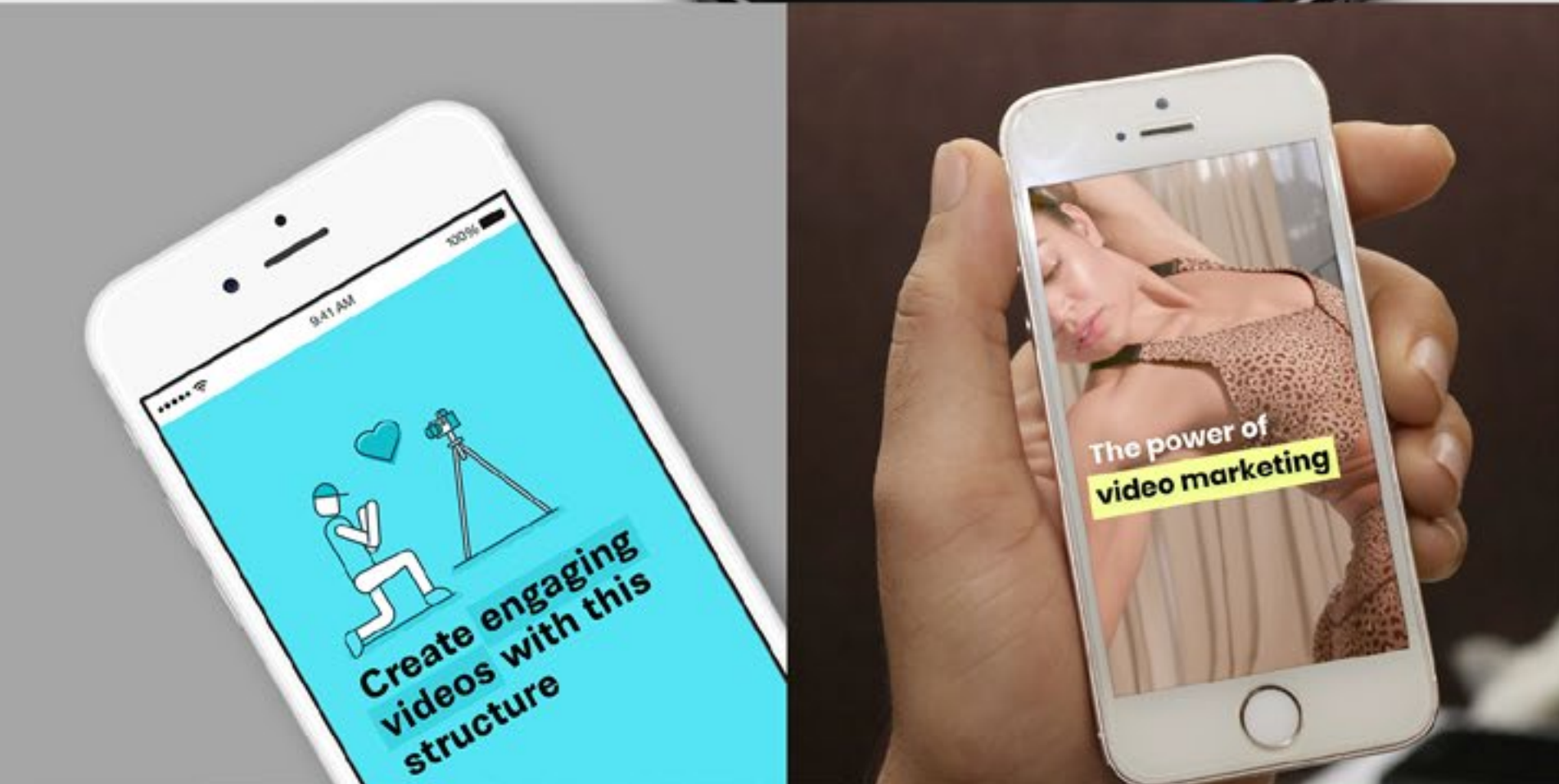
# + SOCIAL MEDIA

“Jon is exceptional at his work. His creativity and strong understanding made working with him an absolute dream. Jon not only adds his own unique skills and value to his work but also creates incredible masterpieces that shine through the social media space.”

**Elena Moore**

Social Media Manager





## Social media content

I have been involved in nearly all aspects of social media marketing and content creation.

My duties spanned many aspects of the social media ecosystem, from creating and managing full social media accounts and collaborating with other creators to generating batched content supplied consistently for advertising purposes.

### Roles:

- Video editing
- Animation & motion graphics
- Creation and conceptualising video or static content
- Administration, planning & scheduling

### Account examples:

**Top left**, Zuzu - UK based production company.

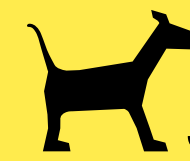
**Top right**, Bodyhero UK - Plant based protein product.

**Bottom row**, Create With Cape Town - A digital business specialising in creative products.

[VIEW EXAMPLES HERE](#)



# THANK YOU



**JONATHAN WHELAN CREATIVE**



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