



BRANDING • LOGO DESIGN • ILLUSTRATION • MARKETING • FREELANCE

BRANDON BARTON

PORTFOLIO.

HELLO!

I'm Brandon James Barton

A multidisciplinary designer with over 7 years of industry experience. I have worked across a range of creative industries, and have created a plethora of designs in each industry.

I create impactful designs that tell stories and connect audiences to products.

To me, design is more than just visuals —it's a medium that communicates without words, builds identities, and establishes values that stand the test of time.



WHERE I'VE WORKED

2D DESIGNER - INSPIRED ENTERTAINMENT - 2022 / PRESENT

- Brand & Product Design, Graphic Design, UI Design - Converted placeholder (Whitelabel design to clients specifications).
- Worked with legacy brands (Bet365, NHL, OPAP, Ladbrokes)
- Created custom animations and bespoke motion graphics.

MARKETING EXECUTIVE - MAKE AN ENTRANCE LTD - 2020 / 2022

- Created Bespoke Logo Designs
- Recreated Brand Assets
- Marketing; creation of social media content, press releases, in-house branding
- Product branding and packaging design

MEDIA & COMMUNICATIONS - SOUNDLINGS - 2018 / 2019

- Created Marketing Assets - flyers, magazines, posters, brand collateral
- Created Monthly Print Publication
- Responsible for all company graphics and brand image

EDUCATION

University of Lincoln - MA Design

September 2019 - September 2020 - Graduated with a **Merit**.

University of Lincoln - Media Production

September 2014 - September 2017 - Graduated with a **2:1 BA (Hons)**.

Monks Dyke Tennyson College - A Levels

September 2011 - May 2013

Media Production - **A***

ICT - **A**

SKILLS



CONTENTS.



1

Branding.

2

Logo Design.

3

Illustration.

4

Marketing.

BRANDING.

INDUSTRY

MUSIC • SPORTS • GAMING

My branding experience began at soundLINCS, where I developed full brand guidelines and a monthly print publication, and continued at Make an Entrance, where I created a range of marketing and branded assets. Most recently this has developed further to leading large-scale projects such as a brand merger between Inspired and the NHL.

From small work with a Lincoln-based charity to collaborating with a global brand, I've learned how to build identities from the ground up while also evolving established brands.



BRAND IDENTITY CREATION

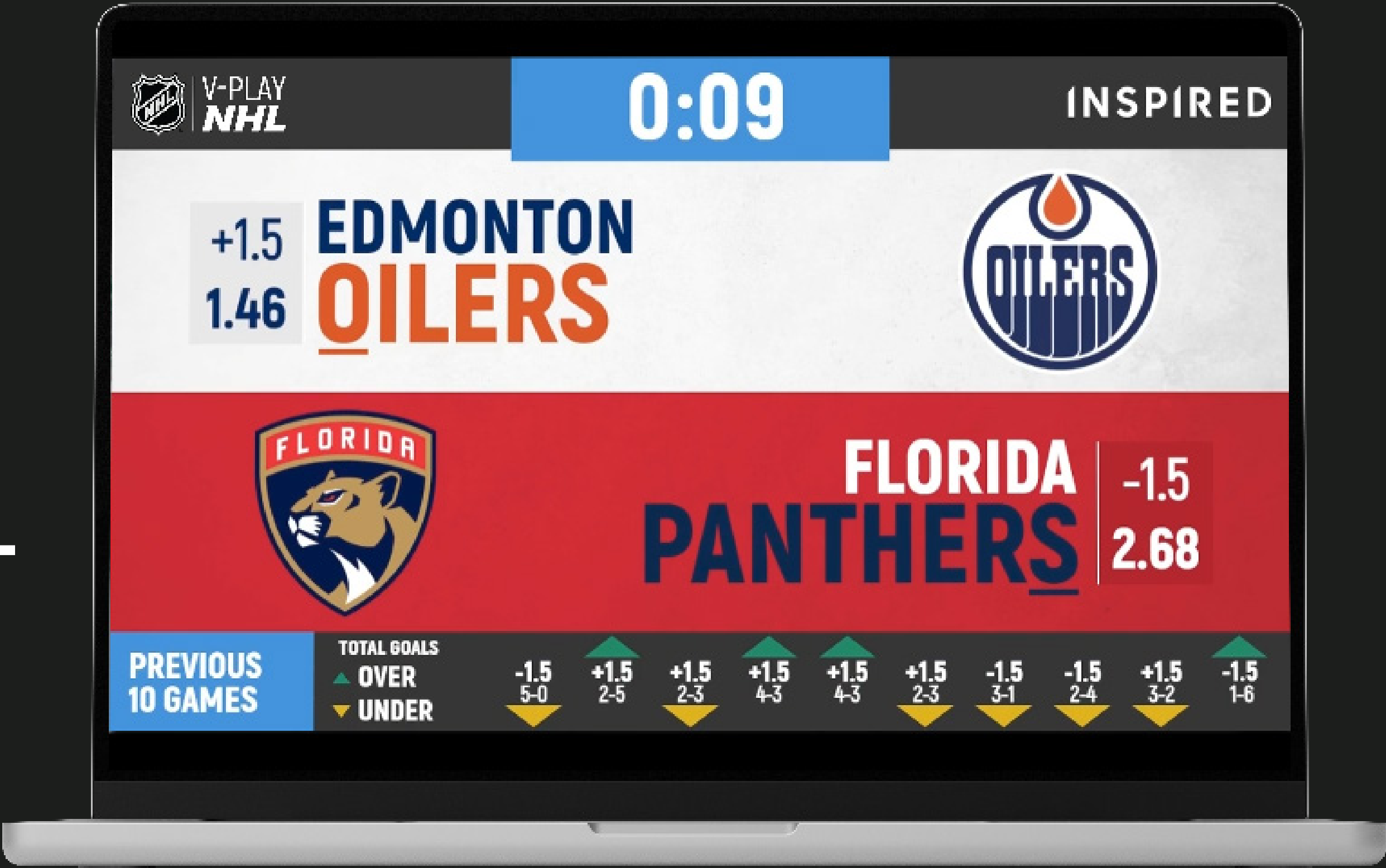


PRINT PUBLICATION

NHL / INSPIRED BRAND MERGER



UI SCREEN EXAMPLE



NHL / INSPIRED MARKETING COLLATTERAL

INSPIRED SIGNS LICENSING
AGREEMENT WITH THE
NATIONAL HOCKEY LEAGUE

 **NHL**  INSPIRED

A5 BRANDED PRODUCT CARE GUIDE



Care & Fitting Guide



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Thank you for supporting us.
By shopping with The Business Mat People, you
are helping to support a UK Manufacturer and
a family run business.

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How to Clean Your ProBrand2 & ProBrandPlus Logo Mat

- Vacuum these mats as and when needed.
- Mats with or without borders are fully machine washable at 40°C.
- Launder the mat on its own using the shortest 40°C washing machine cycle possible.
- We recommend that you use non-bio detergents that do not contain Optical Brightening Agents (OBAs), which can mask the true shades of colours.
- Tumble dry at a maximum of 80°C for no longer than 10 minutes. Do not over dry, this will damage the mat.
- Remove the mat immediately from the dryer and lay flat.
- Allow the mat to cool before rolling.
- Store rolled. Do not fold the mat, as this can cause the backing to crease and crack. Instead roll the mat into a cylinder shape.
- Note: This information relates to our ProBrand2 and ProBrandPlus mats only.



LOGO DESIGN.

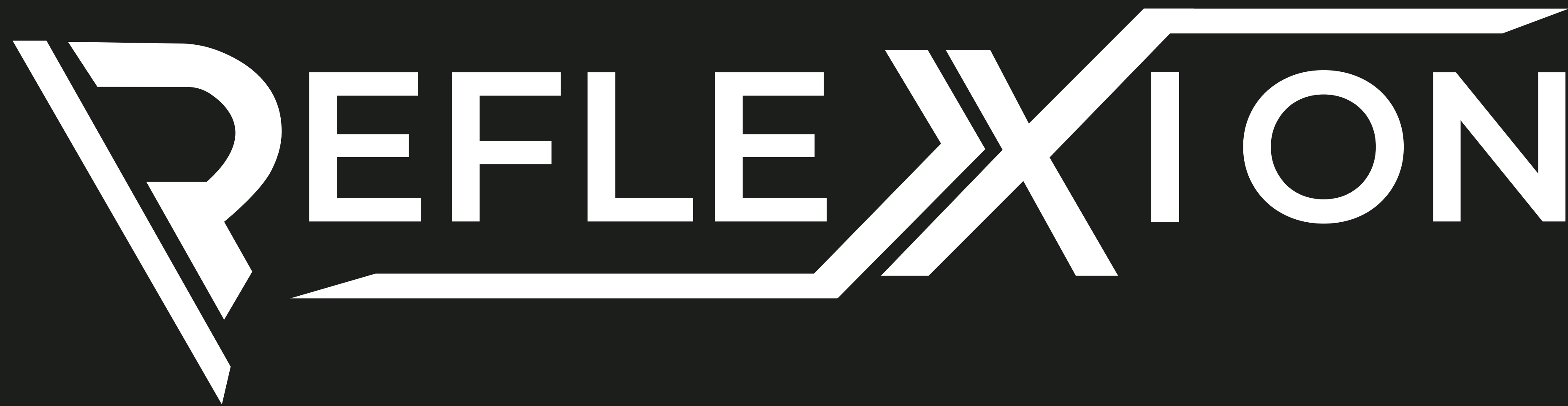
INDUSTRY

SPORTS • GAMING • TECHNOLOGY

My active years as a designer have been shaped by a range of branding and logo projects, my earliest freelance work for Reflexion all the way to large-scale brand mergers and brand new product ideation with TOP5.

Working with a start-up like Reflexion taught me how to translate abstract ideas into a clean visual identity, and work directly with clients. Most recently, my role at Inspired has allowed me to apply these skills at a much larger scale, working with big brands and creating a full suite of designs and visual identities.





SPORTSWEAR COMPANY LOGO DESIGN

The brief for Reflexion Sportswear was to create a premium clothing brand that illustrated self reflection and being driven towards positive change. The final logo took inspiration from the 'driven' nature of physical change by having sharp angles and symmetrical aspects to showcase a reflection.





HOCKEY INSPIRED LOGO DESIGNS

The problem that needed to be solved was “How do we create a generic product with logos that still feel like NHL teams?” The solution? A range of logos inspired visually from components that make up the NHL teams, this brief made me think on a much larger scale for creating cohesive designs and also designs that could be approved by the NHL to not breach copyright.



TOP5 LOGO DESIGN

The brief for TOP5 was to create a new bespoke product inspired by lotto hotpicks. The logo had to put emphasis on the 5 lucky picks with minimal iconography. The logo I came up with is a simple yet effective concept, one hero font, hierarchy and bold statement colours that pop.



BEAT THE KEEPER NEW PRODUCT LOGO

Another project identity I created was the logo for Beat the Keeper. The brief was to create a prominent logo that felt 'arcadey and casino by nature' and the end result is a logo that pops, classic casino colours, a bubbly font and a hero graphic made this logo sing and stand out against other competing products.

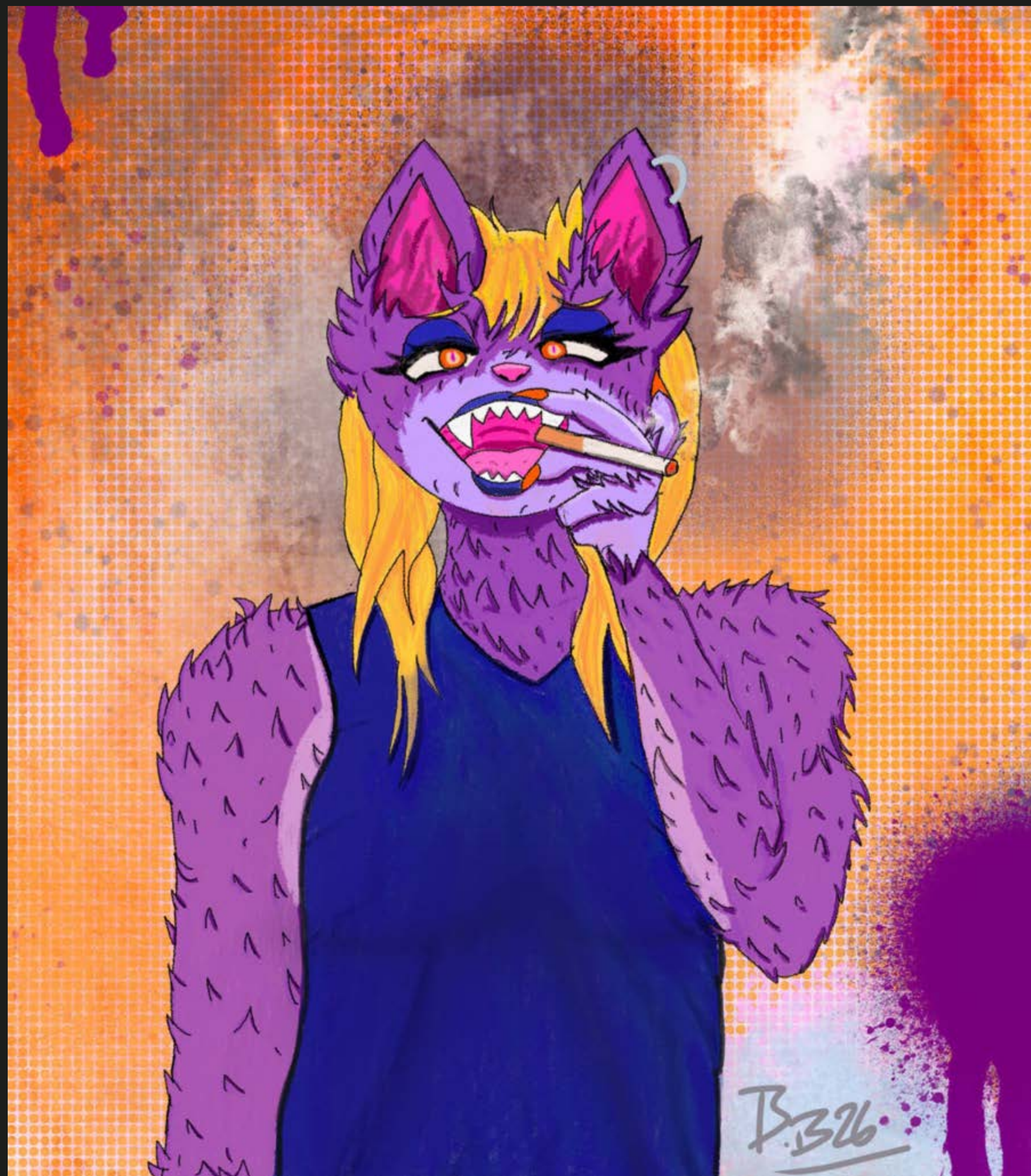
ILLUSTRATION

INDUSTRY

ENTERTAINMENT • TCG • FREELANCE

Recently I have also started Illustration commissions. My work in illustration is a new addition to my design career and is something I have been pursuing alongside graphic design. I feel as though illustration is a natural next step and inclusion to my design strengths, my understanding of digital illustration has always helped with the creation of logos and brand identities









MARKETING.

INDUSTRY

SPORTS • GAMING • MANUFACTURING

My time throughout employment has given me a strong foundation in creating marketing assets and brand deployment across numerous channels. At Inspired I was responsible for creating a variety of social media posts for LinkedIn, Facebook and Instagram. During my employment with Make an Entrance I was responsible for producing a range of assets, from social media content and print materials to in-house branding and publications.

My journey began at soundLincs and has continued to grow and develop with each new role.

BETTING MADE BETTER

SUPER WINNER

- Over 1.5 Goals
- Over 3 Shots on target
- Over 1 Corner

MEGA 20/1

- Over 1 Headed Goal
- Over 2 Corners
- Both Teams to Score

ULTRA 100/1

- Over 2 Woodworks Hit
- Over 2 Corners
- Over 4 Shots on Target

INSPIRED | **bet365**

LINKEDIN POSTS (MARKETING GRAPHICS)

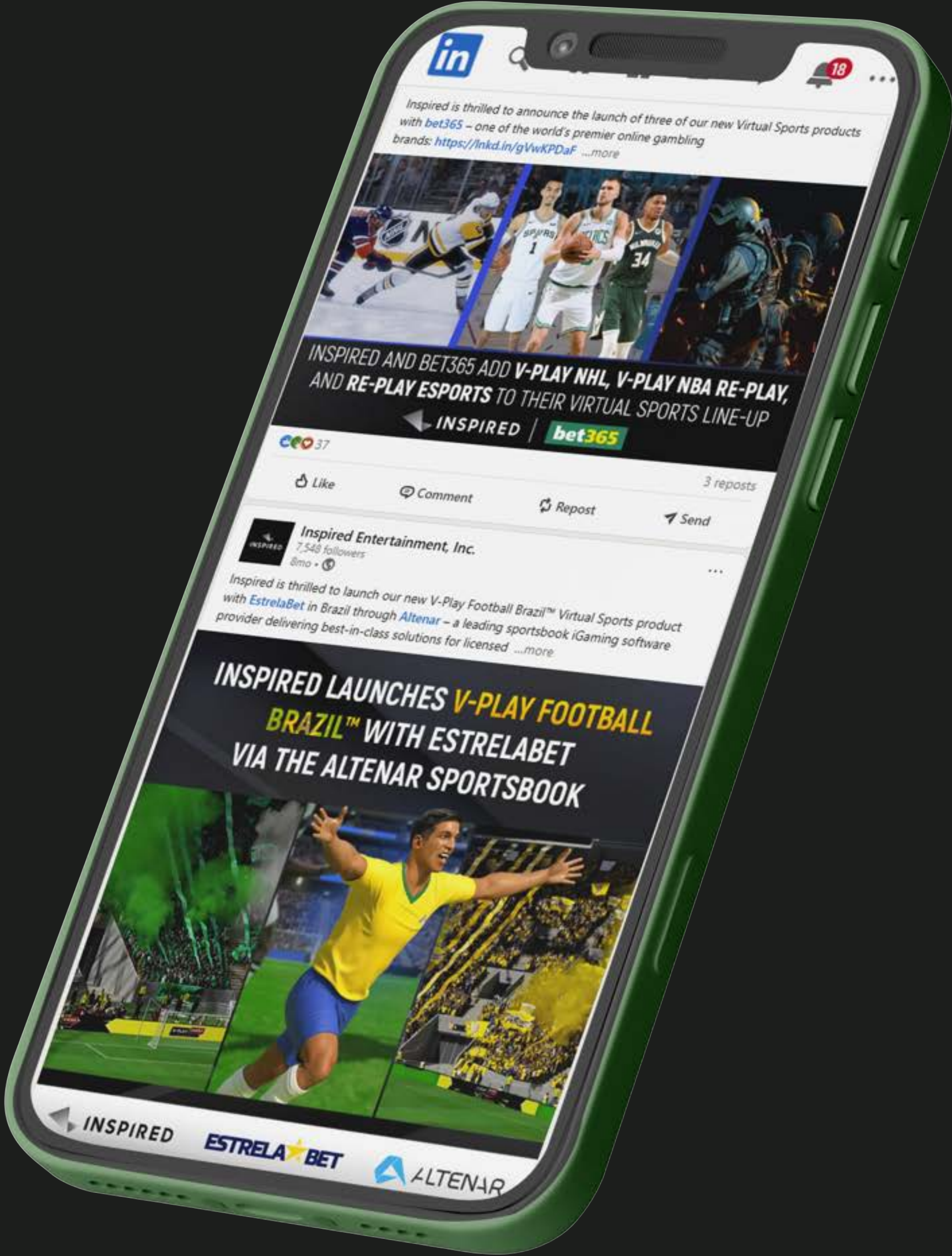
INSPIRED LAUNCHES V-PLAY FOOTBALL
BRAZIL™ WITH ESTRELABET
VIA THE ALTENAR SPORTSBOOK



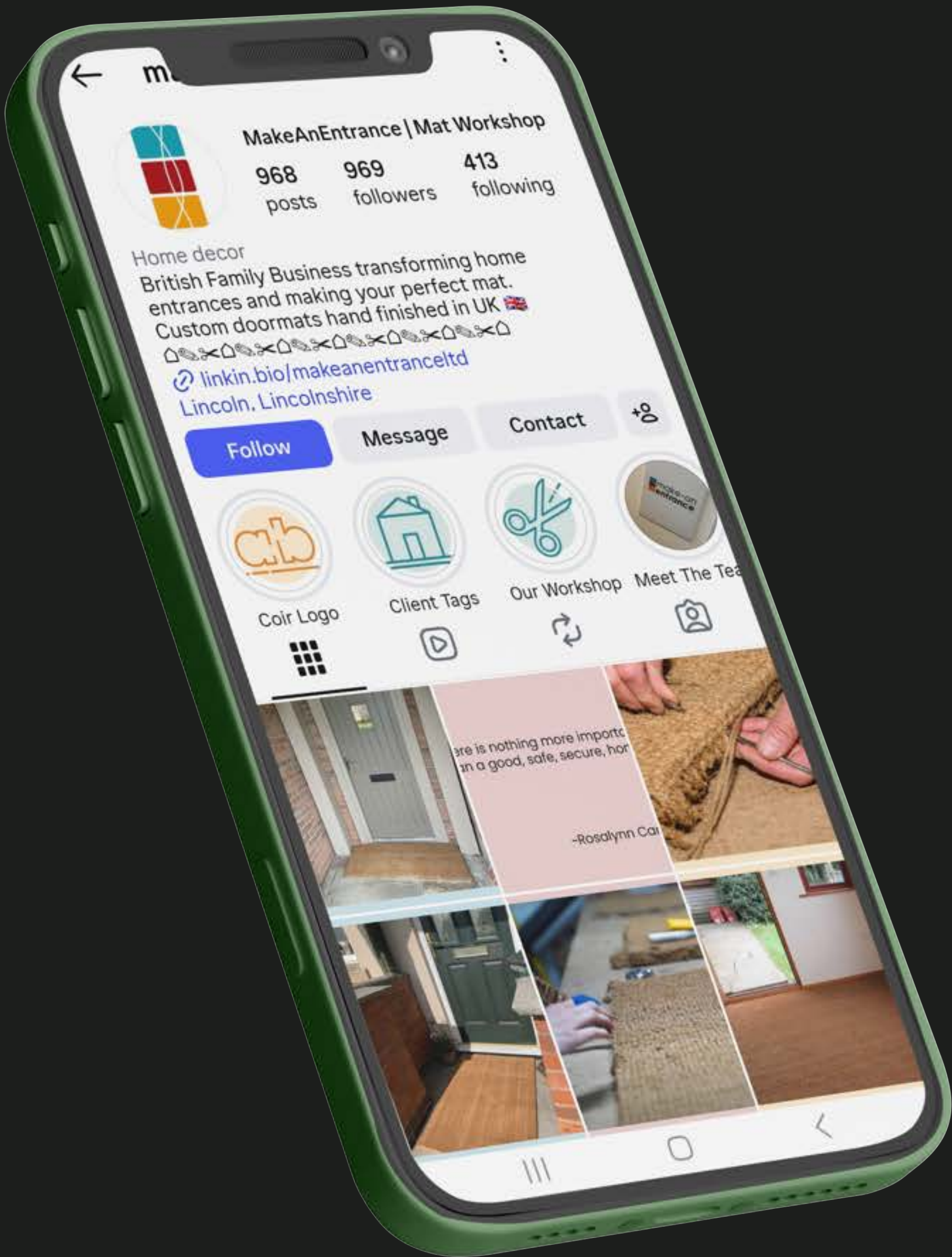
INSPIRED

ESTRELA BET

ALTENAR



INSTAGRAM GRID LAYOUT & ICONOGRAPHY



ROLLER BANNER DESIGN



OPEN FOR FREELANCE

PORTFOLIO 2026

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THANK YOU.