

phone +44 (0) 7894 166 171
email look@ertl-design.co.uk
skype ertl-design
website www.ertl-design.co.uk

ERTL | DESIGN

nice to see you

branding
café rio coco

Austrian coffee producer café rio coco required a new brand identity that would reflect their values and principles of supplying exclusive and environmentally sustainable coffee direct from coffee farmers and their cooperatives in the Highlands of Nicaragua.



café río coco

branding/application
café río coco



*magazine design
ess support services
worldwide 1/2*

ESS is a division of the largest specialist catering and support services company in the world. ESS commissioned a magazine for their offshore marine clients to promote their global scale, expertise and company commitment in delivering quality food.



magazine design
 ess support services
 worldwide 2/2



branding
compass group
uk & ireland 1/2

Compass Group UK & Ireland wanted an identity for their new own brand value ice cream offer for all of their UK & Ireland catering outlets, which replaced Walls ice cream. To promote the new products a new name and brand was created including POS, new ice cream chiller designs and promotional items like badges.



*branding
compass group
uk & ireland 2/2*



branding
kirk wornum

American personal coach Kirk Wornum required a logo that would demonstrate his unique coaching approach.

Organic growth was used as the metaphor and then applied through illustrative crafted typography and photographic symbolism.

Kirk Wornum

PERSONAL COACHING



*brochure design
the lakes by yoo*

Brochure for Property Developer Company Raven Group to showcase their exclusive second home development designed in collaboration with Philippe Starck and the yoo design group. The Lakes by yoo are surrounded by a natural landscape of over 650 acres. Wide panoramic shots on double page spreads are used to give an idea of the stunning landscape and lakes surrounding the houses.



promotion/packaging monster delights 1/2

Compass Group UK & Ireland needed to refresh their kid's offer in their leisure division outlets to increase awareness for children's meals in museum cafés throughout the UK.

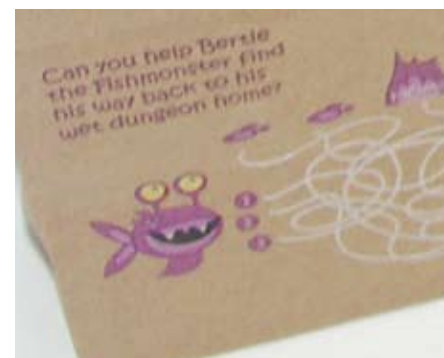
Therefore a new name, brand, illustrated characters, packaging and a promotional campaign was launched to aim at 3-8 year olds, which lead to an increase in sales throughout the cafe.

Overall the marketing materials produced alongside the new food offer has increased customer satisfaction rating from 73% to 79%.

Bristol Zoo cafe said 'the monster bags are really popular and the kids are enjoying completing the puzzles on the bag'.



*promotion/packaging
monster delights 2/2*



*branding/packaging
discovery networks 1/2*

Discovery Sputnik (Russian for companion, fellow traveller) is one of the largest research studies of its kind, exploring television viewing behaviour and attitudes to new TV technologies across eight countries with a focus on the emerging markets.

Discovery networks commissioned Ertl Design to create a brand that works both in English and Russian and produce various brand and presentation materials.

Discovery
SPU^TNIK

Discovery
СПУ^TНИК

Discovery
SPU^TNIK
СПУ^TНИК

*branding/packaging
discovery networks 2/2*



various branding

GO *Gourmet*
BURGER

 IRISH FOODS
greenway

RS
ROTHSCHILD'S

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say hello