

DAVID AIREY
VISUAL IDENTITY DESIGN

Studio profile
Independent

WWW.DAVIDAIREY.COM

Nineteen years of expertise *2005–2024*

I'm David Airey, an independent graphic designer and writer in the city of Bangor, Northern Ireland.

My design studio was launched in 2005, and almost two decades later I've had the pleasure of working with clients of all sizes in more than 30 countries.

The majority of client projects involve the design, redesign, or refinement of a logo, supplied with identity guidelines that include items such as colour codes, recommended typefaces for headlines and body text, and contextual mockups that give a tangible sense of the broader visual identity.

Mockups can be created for packaging, websites, vehicle graphics, uniforms, signage, wayfinding, advertising, social media profiles, ephemera — anything that's relevant to the client's product or service.

In addition to my visual identity work, I've partnered with publishers Pearson (Peachpit) and Quarto (Rockport) on a range of design books that are now available in up to 13 languages. They're recommended reading on design courses in colleges and universities worldwide.

Process *In brief*

Research *01*

Depending on the size and stage of your business, this is where I look at the trading history, target market, positioning, competitors, comparable brands, trends, differentiators, and reputation. The time spent varies, and includes site visits (where possible), interviews, and desk work.

Strategy *02*

The strategy is essentially about having a plan, and finding visual clues in what the research uncovers. It sets client expectations for how individual identity elements can work and grow with the brand, and means there's no "big reveal" when designs are presented.

Design *03*

A number of weeks are usually spent creating a design presentation for client review. And because a plan has already been approved, it's normal that just one or two ideas are digitally presented.

Implementation *04*

Everything is designed so that implementation (roll-out) is as efficient as possible. Even if it's many months after a project is finished, I always encourage clients to ask about any aspect of the design implementation, whether for visual guidance or for help with future identity elements.

For a deeper insight *Identity Designed: The Process (2024)*

WORDS & DESIGN: DAVID AIREY

PUBLISHER: QUARTO (ROCKPORT)

LOOK INSIDE:

<https://www.davidairey.com/identity-designed-the-process>

“Atop superb layout and impeccable exhibits are incisive studies of the processes essential to the success of identity design assignments. I highly recommend Mr Airey’s new book to those interested in corporate identity specifically, and branding generally. I’m certain it will prove as valuable a guide to clients as it is to designers.”

— LINDON LEADER, LEADER CREATIVE

“David Airey continues to produce some of the best books on branding. His new book breaks down the process of creating a brand identity into four sections that are accompanied by both current and historic implementation. This digestible read is a perfect addition to the shelves of both upcoming and senior designers as well as anyone interested in working in brand communication and development.”

— MATT LAMONT, DESIGN REVIEWED

“David Airey has pressed his years of masterful brand stewardship into an exceptional gift to the field. Using case studies from some of today’s premier identity masters David illuminates the sequential path of research, strategy, design and implementation. Whether you’re laying the creative groundwork for your own company or are a designer preparing to breathe life into the next great brand, this identity roadmap is a cogent read that deserves your attention.”

— BILL GARDNER, GARDNER DESIGN

“This book is a gem! Gorgeous and so informative. It will be a great resource for those involved with design and branding.”

— MARINA POROPAT JOYCE, AUTHOR



Identity
Designed

The
Process

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Pricing & timeframe

It depends

Clients generally value my work in the region of £5k to £20k GBP depending on project specifics. It's not a one-size fits all — the value of design to a local laundrette, for example, is different to that of an international organisation, and the work involved varies accordingly — but if you think we'll make a good fit it'll be a pleasure to share a more definite amount after I'm certain about what you're looking for.

Essentially, my pricing is flexible, and product or service trades can also be considered.

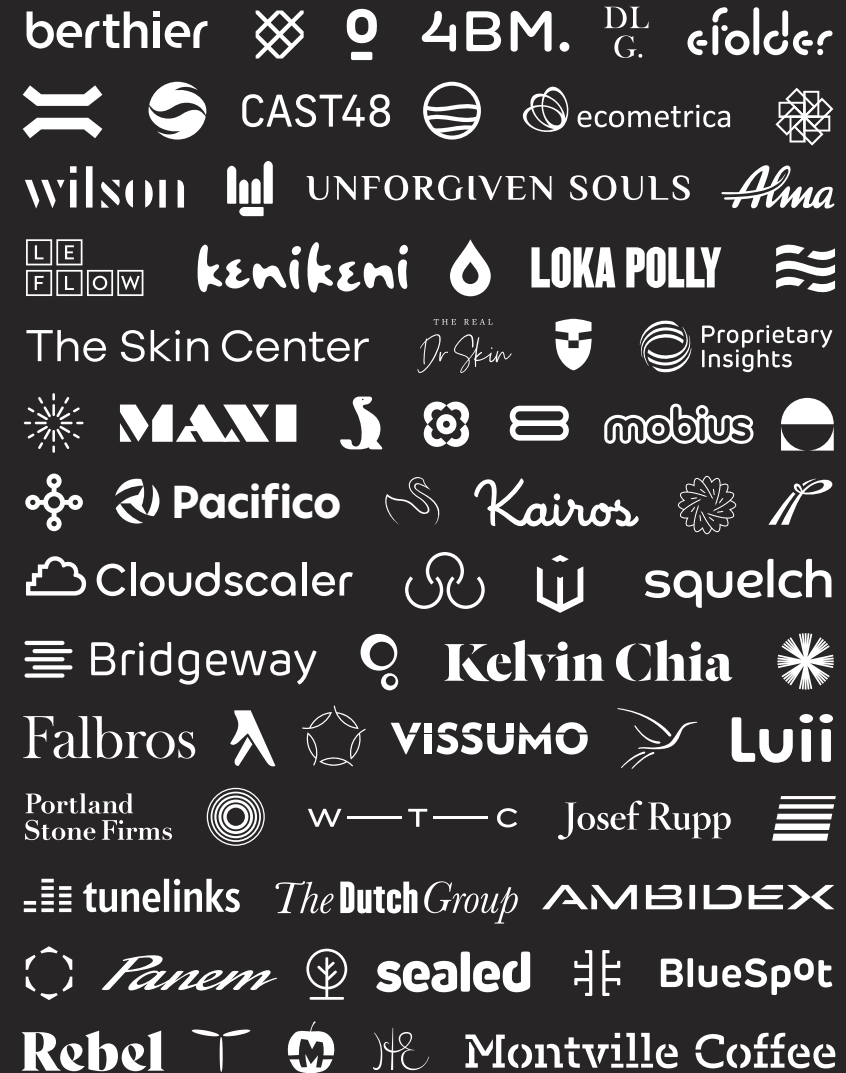
Work is scheduled following receipt of a 50 percent downpayment, with standard terms supplied alongside proposals/invoices.

For logos and visual identities, project timeframes typically range from four weeks to four months, again dependent on the scope. I also offer consultation on a short-term basis if you need an experienced opinion.

Select clients
Past & present

Ambidex
Asian Development Bank
BBC
Berthier Associates
BoonEx
Bridgeway Management
Buccleuch
Chase Jarvis
ClassRepublic
Darbar
Digital Luxury Group
Ecometrica
eFolder
Falbros
Faringdon Council
Feru
Giacom
Haze Running
Henri Ehrhart
Hombre Energy
Ingalls & Associates
Kelvin Chia
Kessler International
Le Flow
Lunatti
Metaphysical Pilates
Mobius
Montville Coffee
Myeloma UK
Network Webcams
Nowsta
Pacifico Energy
Polly's Brew Co
Portland Stone Firms
Power Motion
Prime Snowsports
Rupp
Savaria
Studio Society
The Dutch Group
The Skin Center
Tuned
Vernalis
Wonder Years
W—T—C
Yellow Pages
and more...

Logo sample
Symbols & wordmarks



In others' words *Logo & identity testimonials*

“David’s combination of creativity and professionalism was exactly what we needed. Our team had strong opinions on the project. David was able to take their feedback on board and steer us toward an outcome we are proud of.”

— DR RICHARD TIPPER, EXECUTIVE CHAIRMAN, ECOMETRICA

“David’s knowledge and understanding of branding is exceptional. I first shared my thoughts in what can best be described as a stream of consciousness, and he magically conjured them into a powerful brand identity. I asked for both emotional and professional — it’s spot on. The process itself was also communicative, streamlined and enjoyable. I’d recommend David in a heartbeat.”

— JESSICA WIEGAND, DIRECTOR, 4BM

“We wanted a logo with a touch of modernism. David grasped our needs and produced a stunning design. When feedback was needed, new versions or modifications were made very quickly. We greatly appreciated David’s flexibility and efficiency, and it was excellent to work with someone so open-minded and responsive.”

— CYRILLE EHRHART, DIRECTOR, HENRI EHRHART

“Working with David was a pleasure. He’s a craftsman and a brilliant guide through the murky world of logo creation. I now have a unique logo that I am immensely proud of, and I recommend David if you seek that yourself.”

— SARAH WALLACE, FOUNDER, PROPRIETARY INSIGHTS

“When I discovered David through a Google search, it appeared likely that such a passionate designer would be the partner we had been looking for — which became obvious as soon as we started working together. After reviewing our requirements, David sent us a few proposals and, taking great care, created numerous modifications. Most importantly, each modification introduced that special detail that makes all the difference.”

— DOMINIQUE BERTHIER, PRESIDENT, BERTHIER ASSOCIATES

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Many thanks for your time,
David

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