

CV & portfolio

Hello!

I'm a brand & creative leader with over 28 years' experience helping organisations define, build and evolve brands. Working with global agencies including Landor and Interbrand, I've partnered with ambitious organisations across automotive, technology, telecommunications, energy and professional services, translating business strategy into distinctive brands and meaningful customer experiences.

My background combines strategic brand thinking with hands-on creative leadership. From positioning and identity development through to digital, campaigns and brand implementation, I enjoy bringing together multidisciplinary teams to solve complex challenges with clarity, simplicity and craft.

Design has been part of my life from the very beginning. My father was among the early pioneers of graphic design and visual communication in the 1960s, and growing up surrounded by typography, layout and brand thinking instilled a lifelong appreciation for the power of design to communicate, influence and create lasting value.

Today, I'm at my best leading people, shaping brands and creating environments where talented teams can do their best work. I believe the strongest brands are built by combining strategic thinking, creative excellence and genuine collaboration.

Experience

Manasian&Co
Over 3 years (current)

TheTeam
1 year

Interbrand
9 months

Landor
2 years

Identity Design
9 years

Merchant Cantos
2 years

Kino Design
2 years

Corporate Edge
2 years

Greentarget
2 years

JKR
1 year 6 months

Design Bridge
1 year 6 months

ITV
1 year

Path
6 months

Brand Union
5 months

Bulletproof
4 months

Totality
4 months

Futurebrand
3 months

The Guild
2 months

Addison
2 months

Education

- GCSEs and A levels at Latymer Upper School
- Foundation at Chelsea School of Art
- BA hons at Swindon College/ Cranfield University. Graduated in 1998.

Personal interests and skills

- I am a keen cyclist and a committee member of my local club.
- Classic designers from the 50s to 80s. Abstract impressionism.
- First aider

Puma Energy

The project

Puma Energy is an innovative, disruptive and dynamic energy company. The visual communications were created to reflect this brand, serving as a platform to showcase the business story and vision. The report intentionally mirrors a glossy lifestyle magazine in look, feel and editorial style.

Deliverables

- Annual Reports
- Digital and print magazine
- Brand guidelines
- Safety campaigns

Role

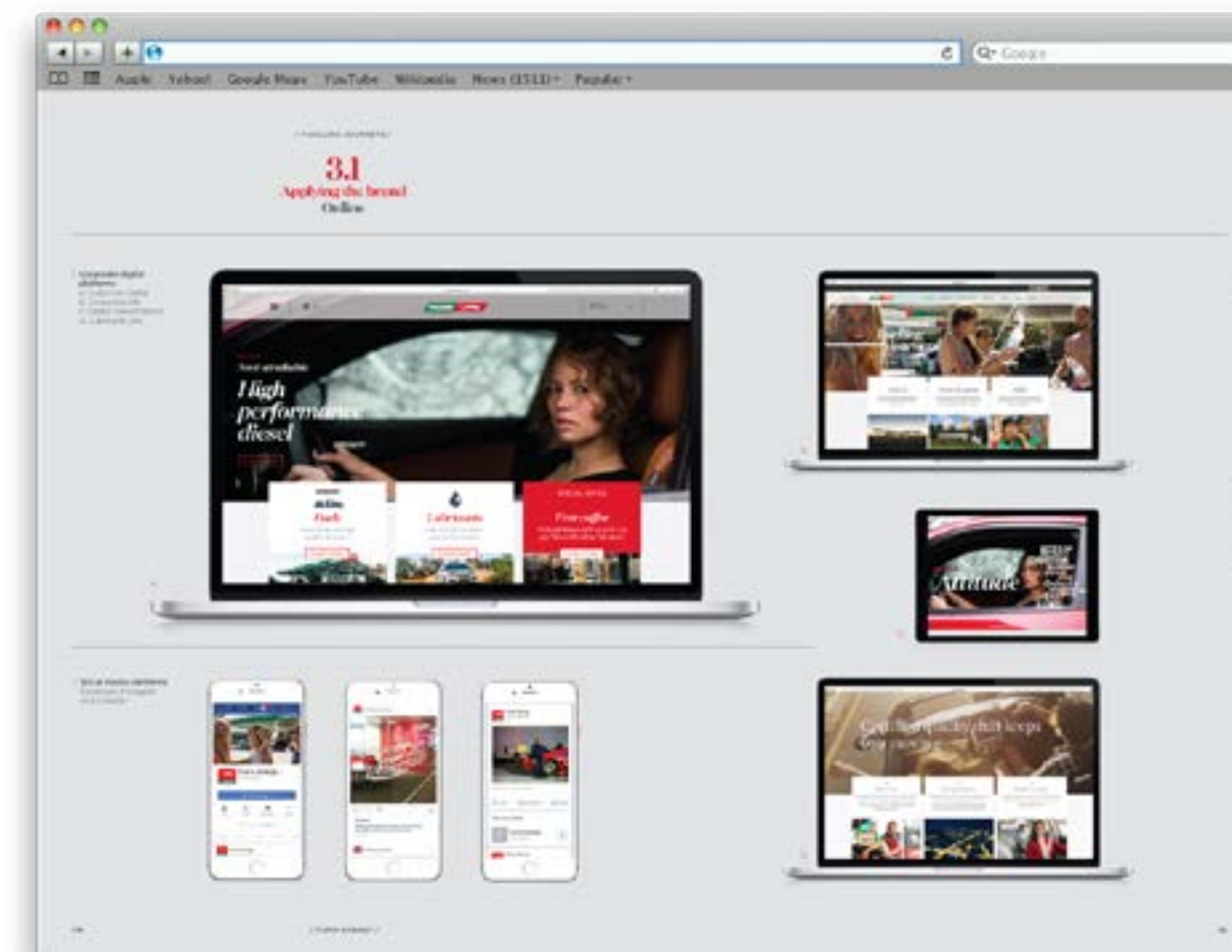
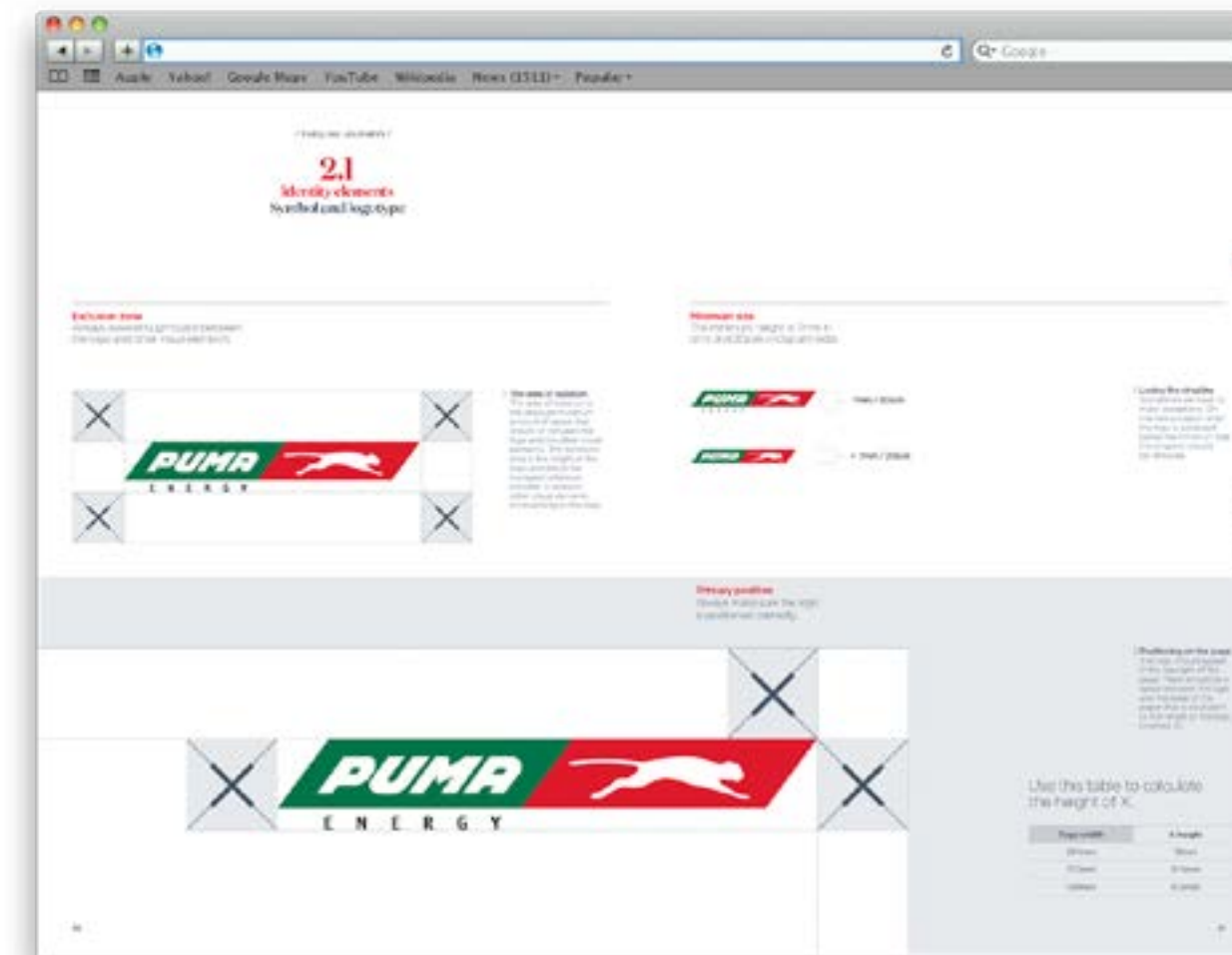
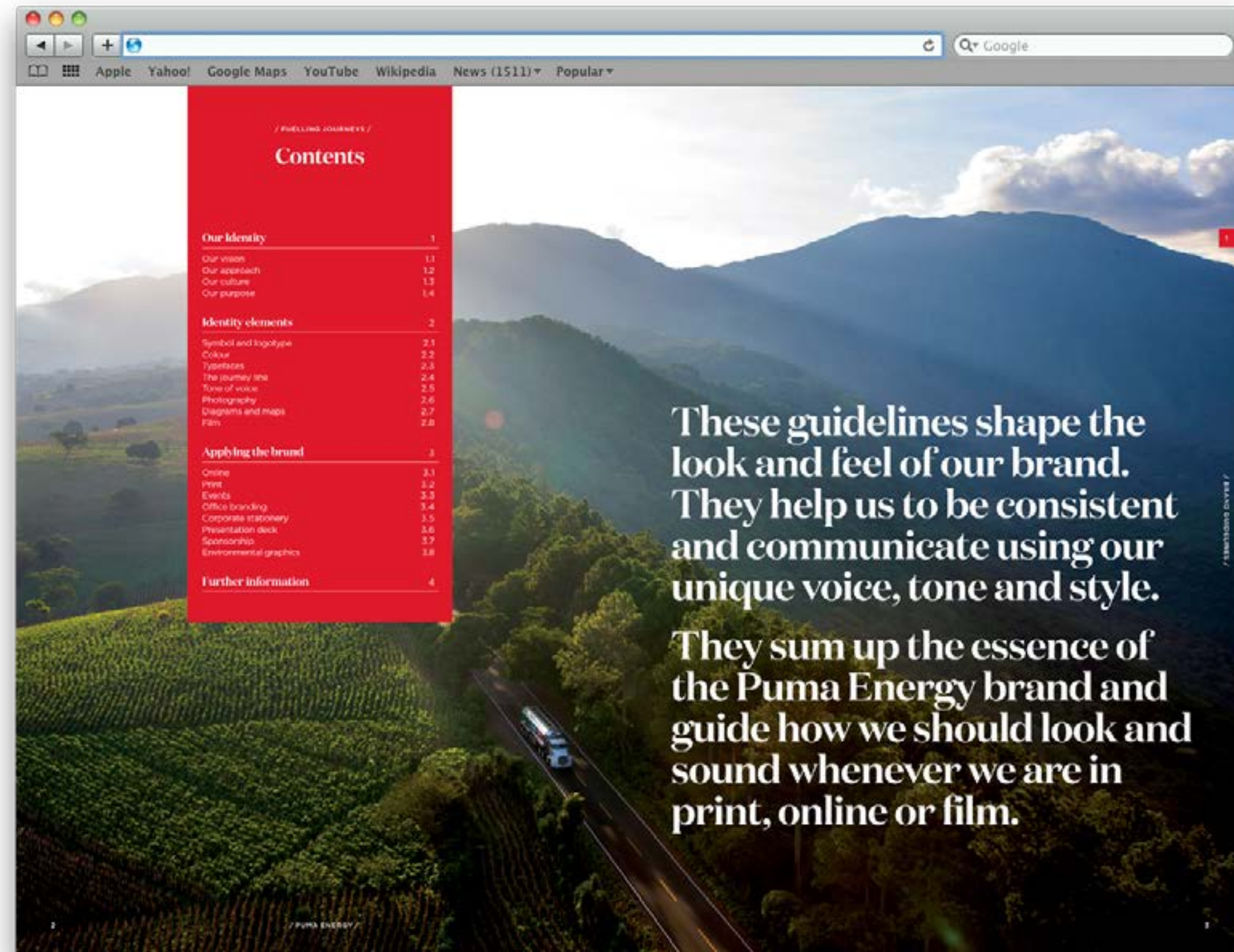
- Concept development
- Art direction
- Illustration creation

Jed Harrison



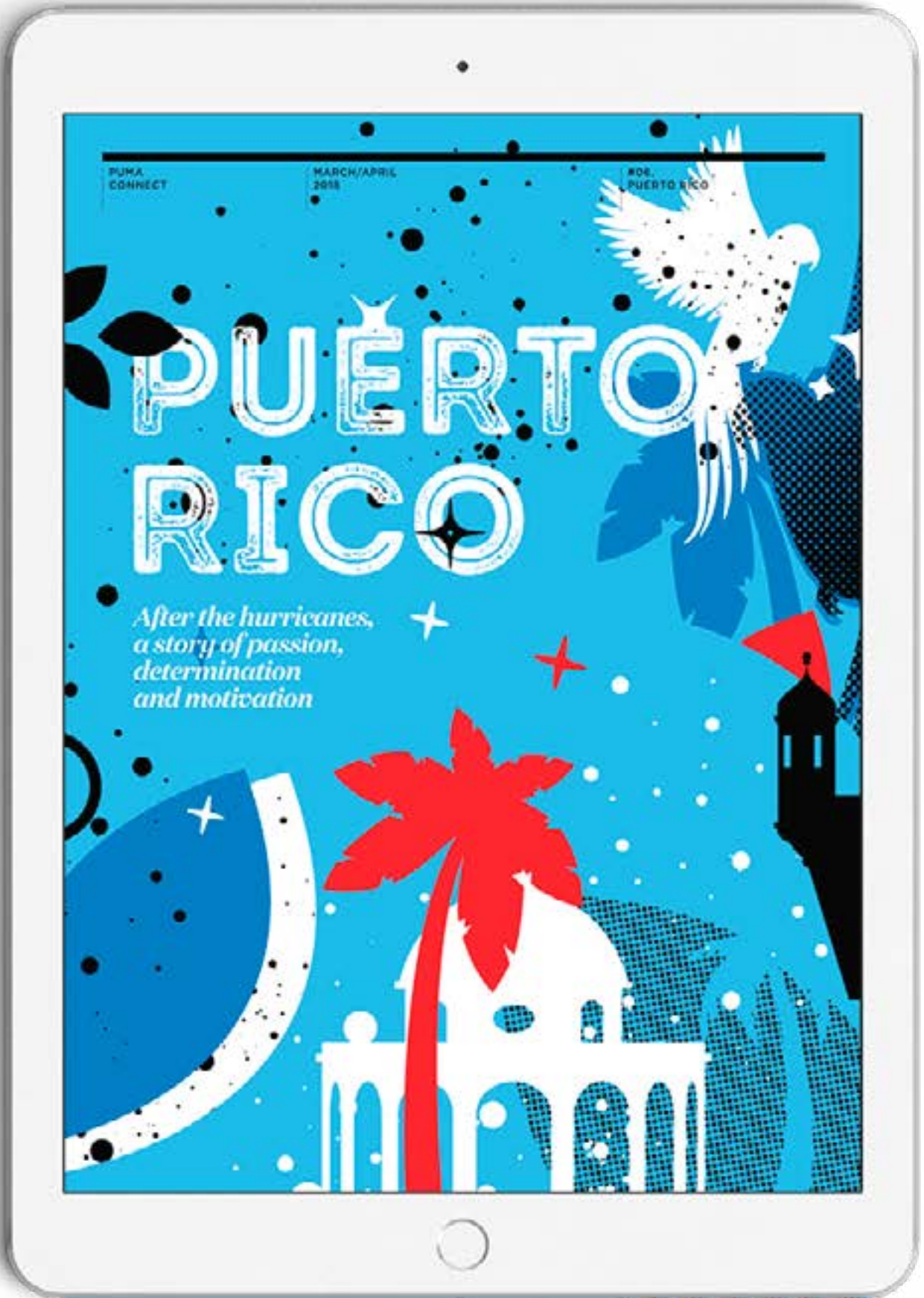
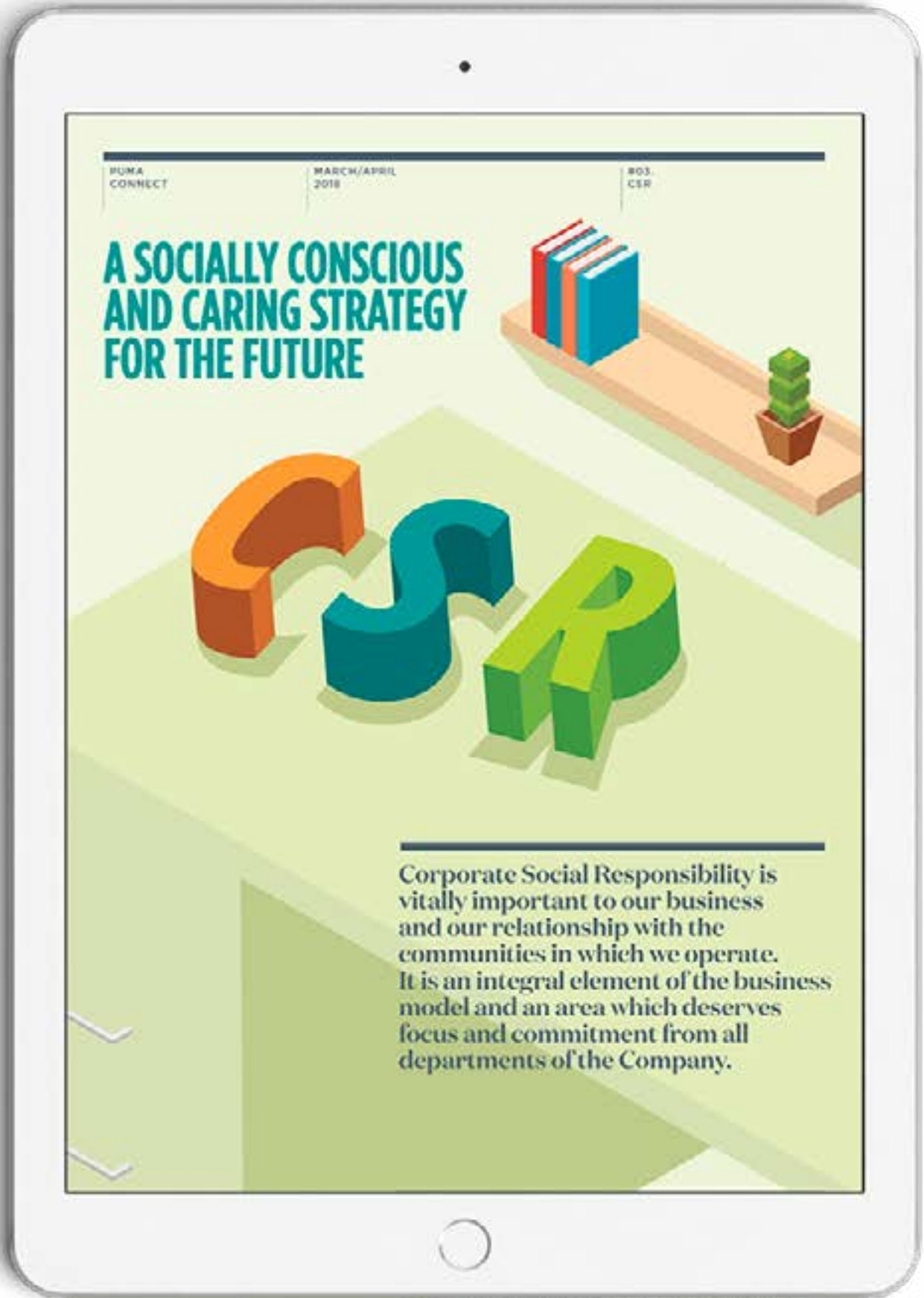
Jed Harrison





Jed Harrison







Canada Life Investments

The project

A UK-based asset management company who needed to separate themselves from the high street consumer brand to attract high net-worth clients.

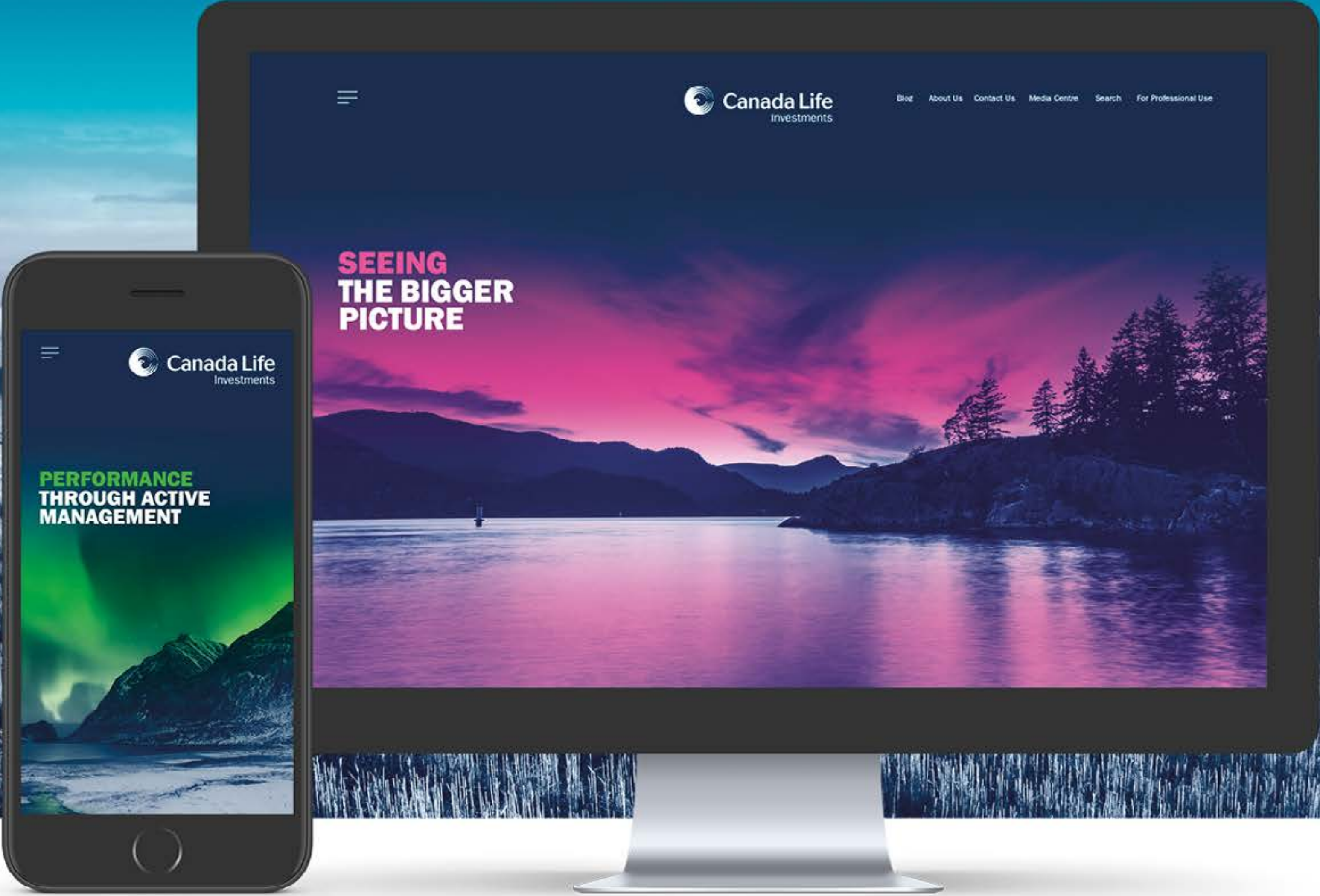
Deliverables

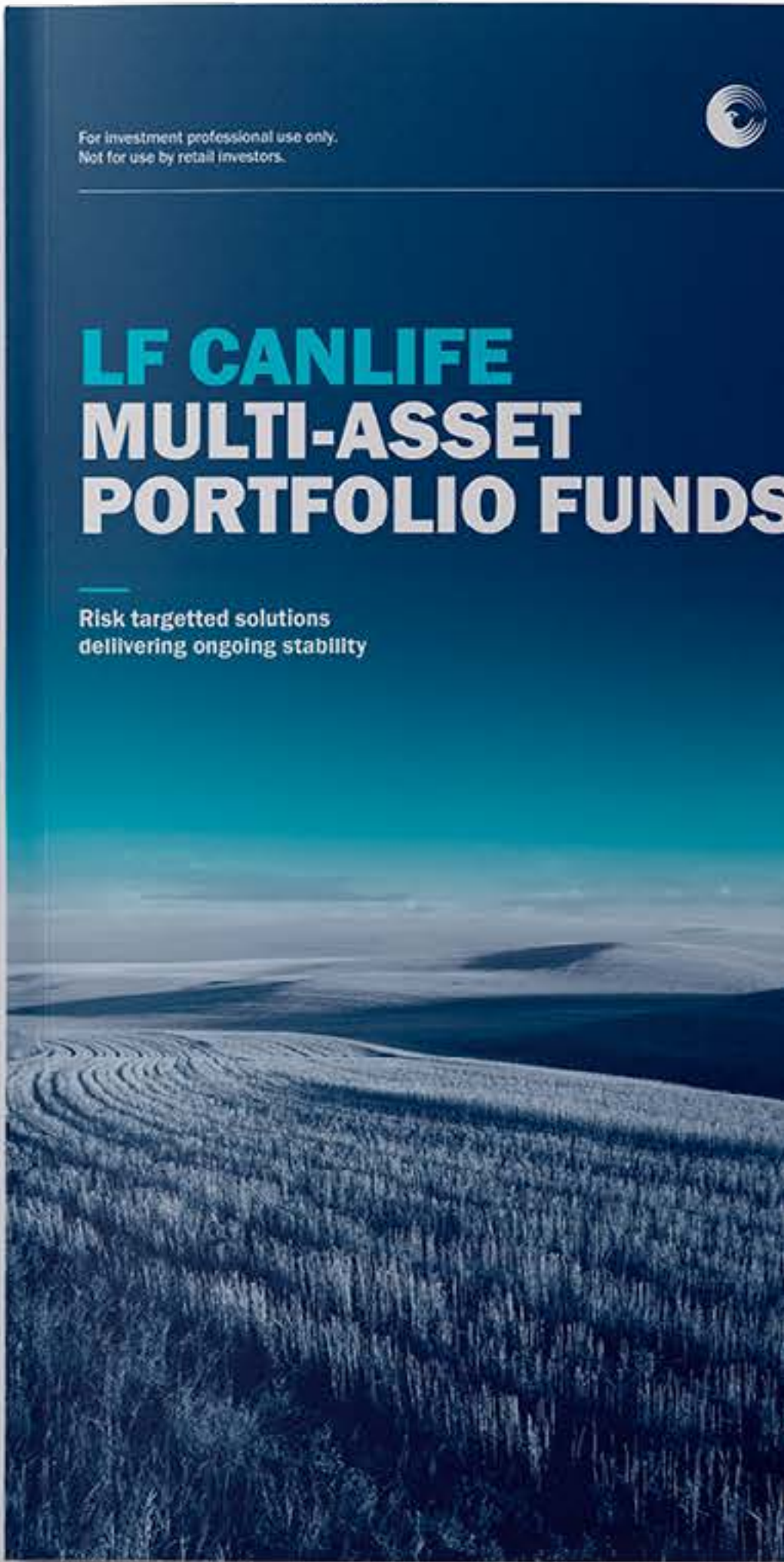
Product brochures
Website
Press advertising

Role

Visual identity development

Jed Harrison





For investment professional use only.
Not for use by retail investors.



Canada Life

Investments

THE LF CANLIFE MANAGED 0%–35% FUND

02

LF CANLIFE MANAGED 0%-35% FUND

WHY THE LF CANLIFE MANAGED 0%-35% FUND?

With interest rates near to historic lows and an uncertain political and economic backdrop in the UK, the environment for investors seeking stable returns is challenging. While conservative investors, such as those approaching or in retirement, still seek steady and reliable growth, a key priority remains capital preservation and consistent generation of income. The LF Canlife Managed 0%-35% Fund aims to provide capital growth and income, while exhibiting low volatility through the cycle.

ABOUT THE FUND

The LF Canlife Managed 0%-35% Fund seeks to provide long-term capital growth and income through a diversified portfolio of UK income-generating assets – namely bonds, equities and direct property.

The Fund has a strong track record of delivering capital growth with low volatility, with a straightforward investment approach and simple portfolio construction.

The strategy for the LF Canlife Managed 0%-35% Fund has been employed for the existing Canlife Managed 0%-35% Shares Life and Pension Funds for more than a decade.

The LF Canlife Managed 0%-35% Fund achieves this via a number of internally managed strategies, principally:

- LF Canlife Corporate Bond Fund
- LF Canlife Short Duration Corporate Bond Fund
- LF Canlife UK Government Bond Fund
- LF Canlife UK Equity Income Fund
- LF Canlife UK Property ACS Fund

INVESTMENT PHILOSOPHY AND PROCESS

Our strategy is straightforward. We seek to construct a diversified portfolio exhibiting low volatility, which delivers reasonably steady growth and income over a cycle.

This portfolio is all about dampening down risk and fluctuations for investors, therefore we take no direct foreign exchange risk, only investing in sterling-denominated assets.

At all times, we seek a diversified portfolio, allocating across a broad range of UK income-generating assets – including equities, property, as well as government and corporate bonds. We continually aim to focus on assets providing a competitive yield. Our fixed income allocation aims to provide stability and income, with short duration bonds helping to cushion against any increase in interest rates.

VOLATILITY

The fund adopts the same strategy as the existing Canlife Managed (0%-35% Shares) Life and Pension Funds. As the OGI Fund has only been available since January 2017 we are showing volatility data for the Canlife Managed 0%-35% Shares Pension Fund to illustrate how the strategy has dampened down volatility.

As the funds are invested in a blend of assets they have demonstrated relatively low volatility. This is mainly due to the fact that often fixed income securities and equities move in opposite directions, thus cancelling each other out and lowering volatility.

Based on standard deviation figures the Canlife Managed (0%-35% Shares) Pension Fund is lower risk than the average UK OGI fund. The table below provides an illustration of how the Canlife Managed (0%-35% Shares) Pension Fund volatility compares against key industry sector averages.

Investing with them leaves the stock-picking decision makers with the real power to select the best assets to deliver income or growth.

LF CANLIFE MANAGED 0%-35% FUND

02

£37bn⁴

of assets across
company shares





LEGO® Discovery Centre

The project

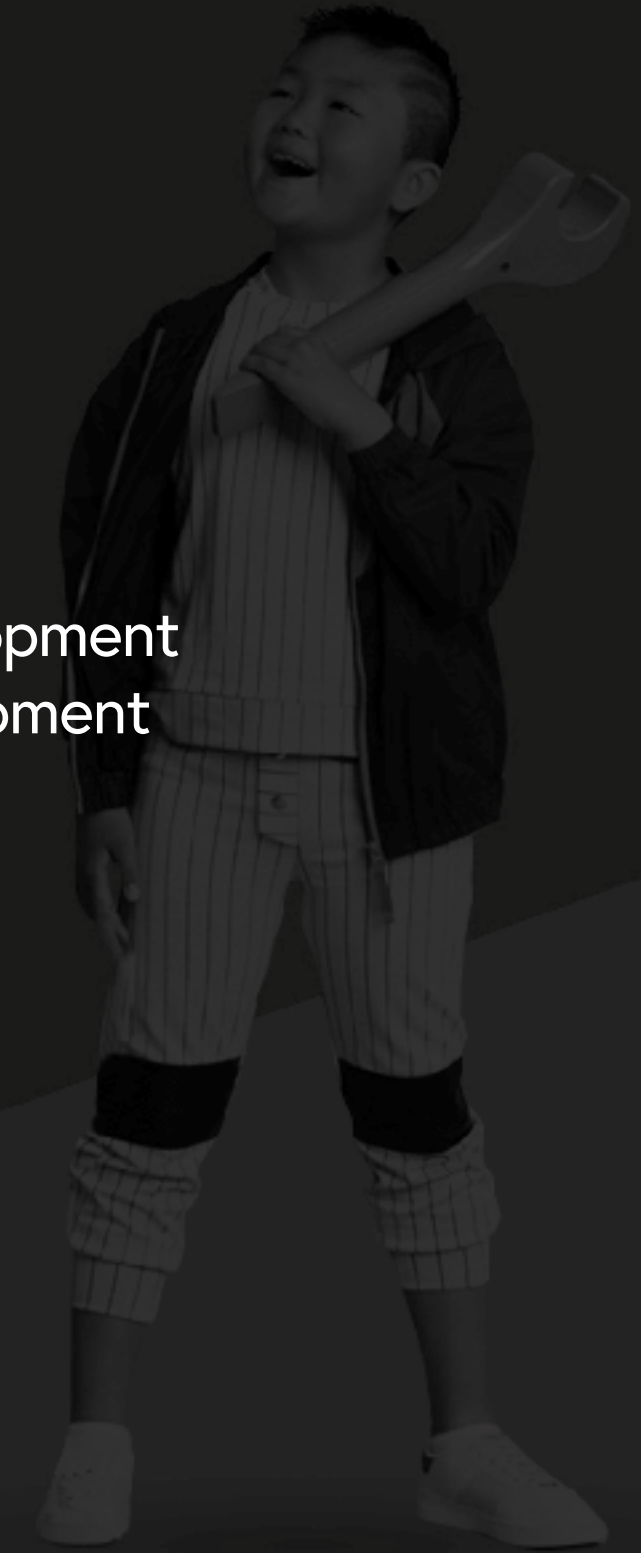
A new visual identity was required for the LEGO® Discovery Centre to inspire 'learning through-play' – LEGO's core brand proposition. The venues are indoor attractions only, so the overall look and feel communicates the sense of an immersive three dimensional space, while having fun with creative LEGO® builds.

Deliverables

Social media advertising
Website
Visual identity guidelines
Campaign

Role

Visual identity development
Tone of voice development





Create
little
stories



Jump
into
three
dimensions

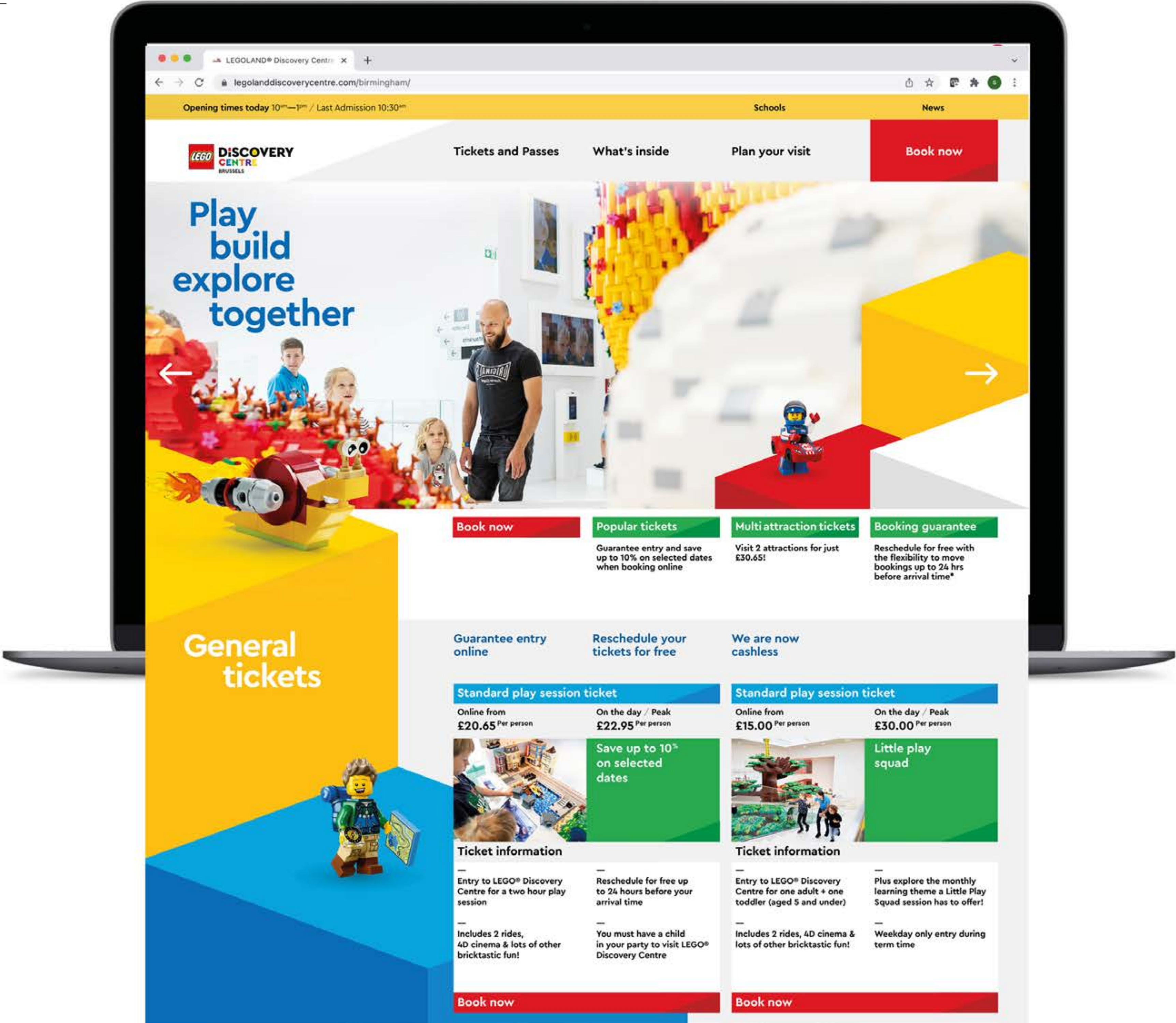


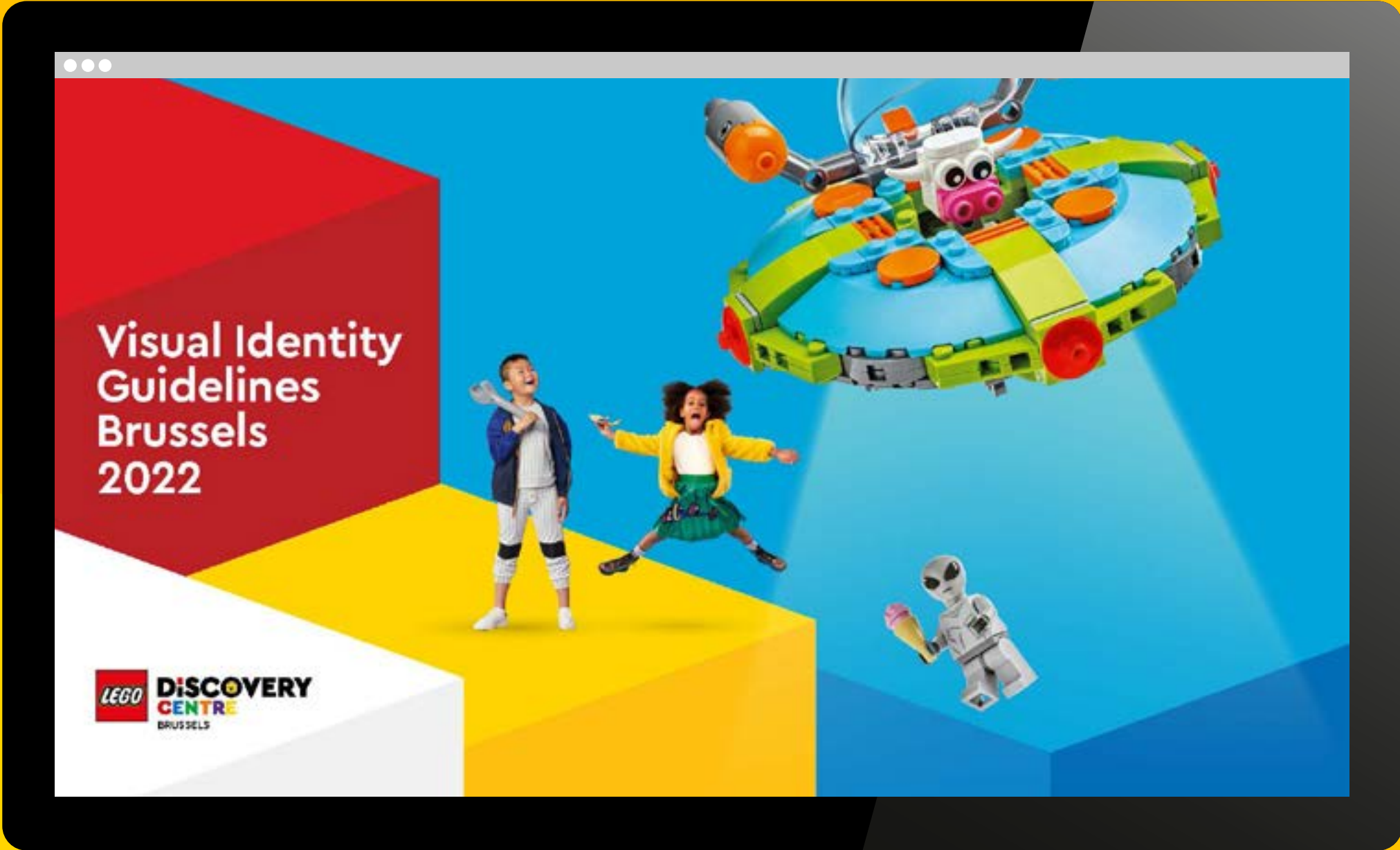
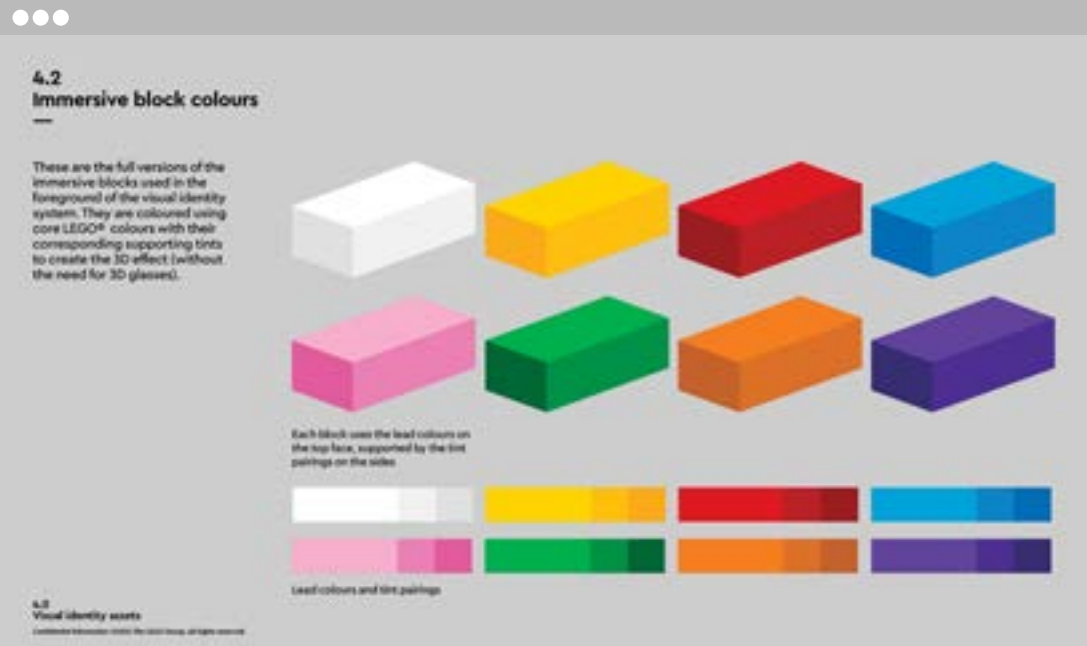
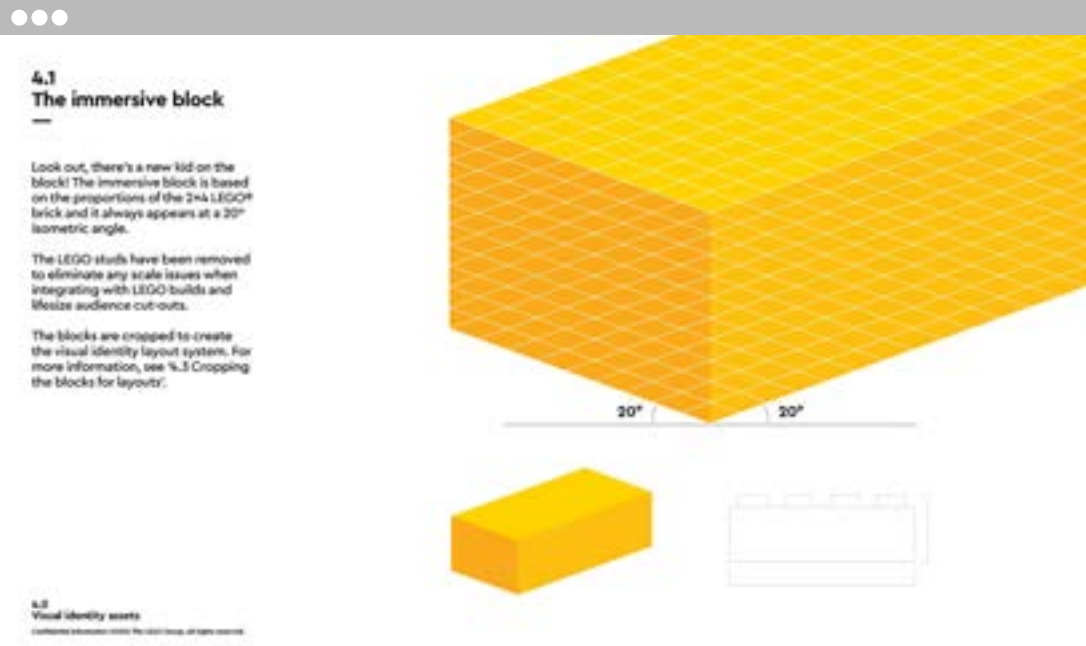
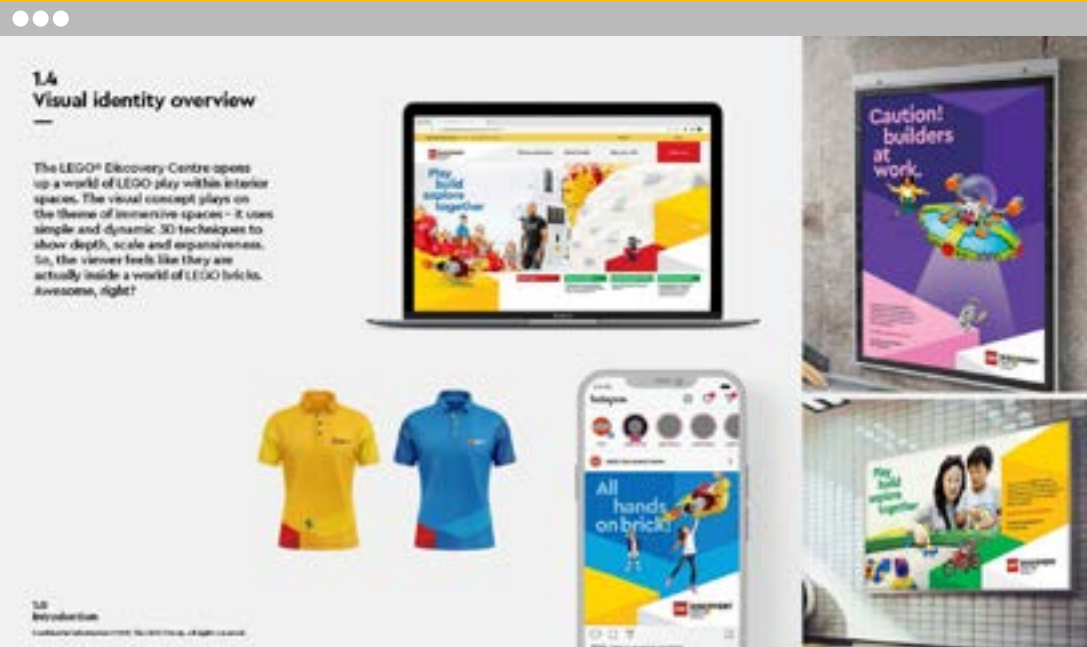
Inspire
unlimited
imagination

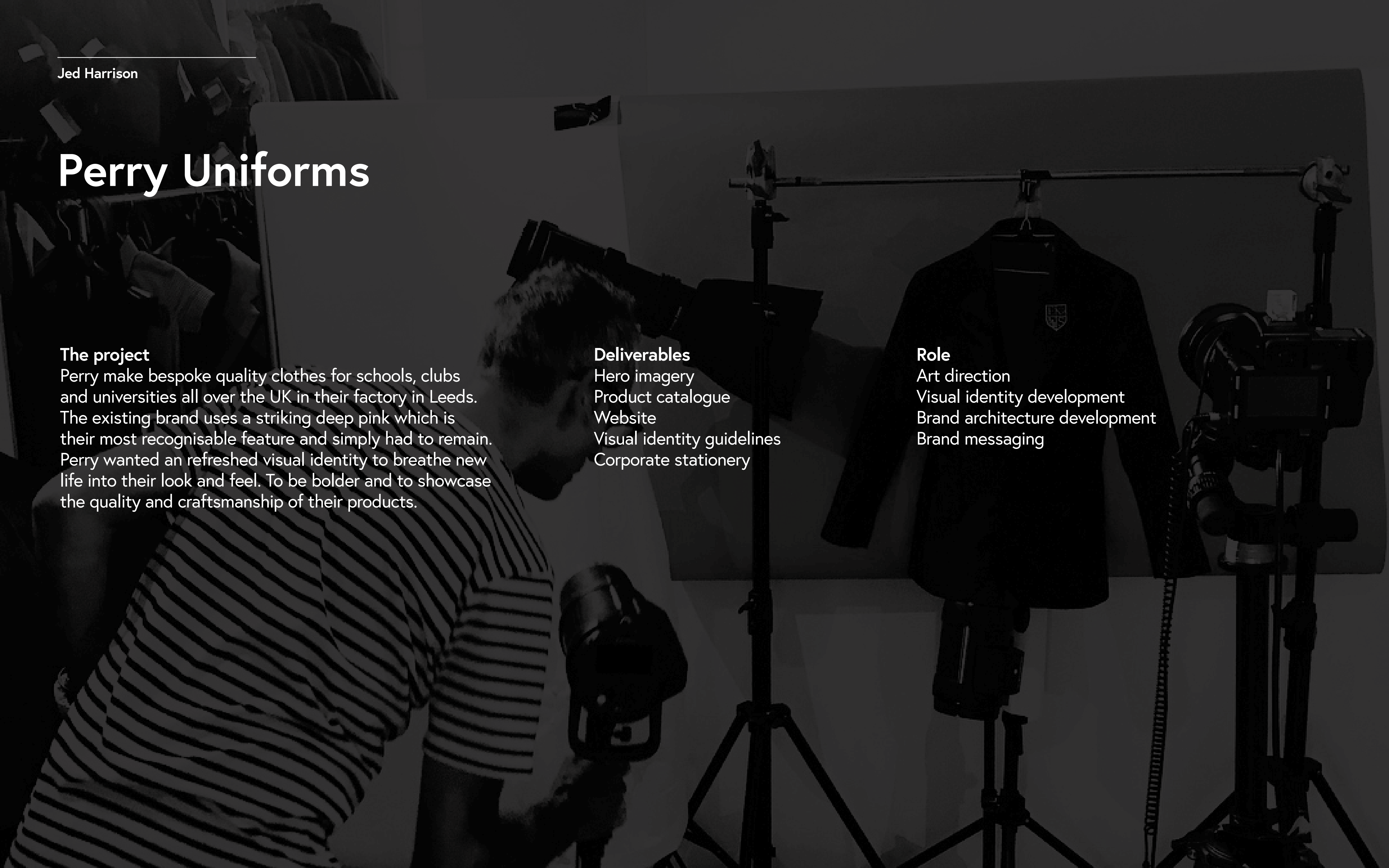


Play
with
scale









Jed Harrison

Perry Uniforms

The project

Perry make bespoke quality clothes for schools, clubs and universities all over the UK in their factory in Leeds. The existing brand uses a striking deep pink which is their most recognisable feature and simply had to remain. Perry wanted an refreshed visual identity to breathe new life into their look and feel. To be bolder and to showcase the quality and craftsmanship of their products.

Deliverables

- Hero imagery
- Product catalogue
- Website
- Visual identity guidelines
- Corporate stationery

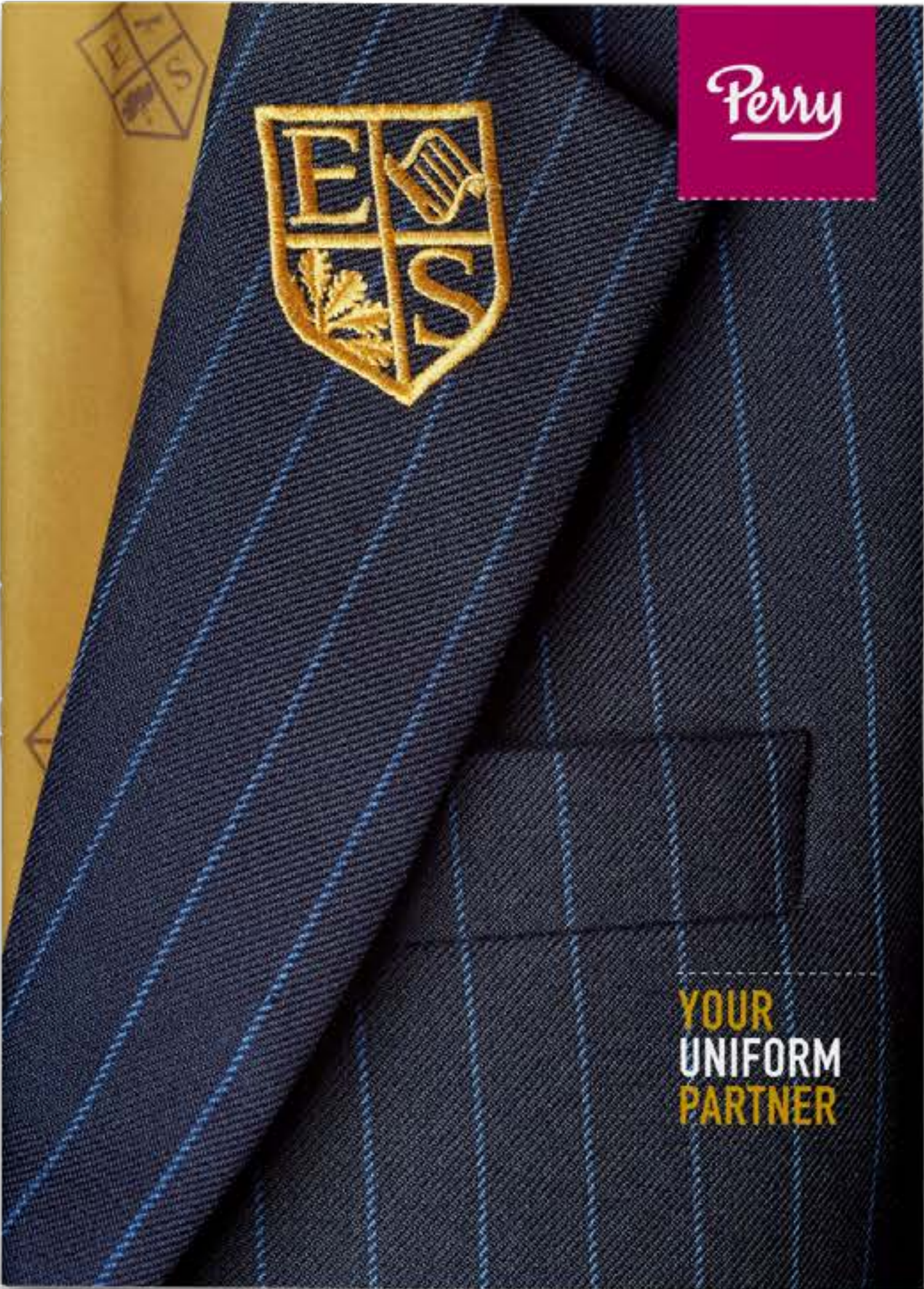
Role

- Art direction
- Visual identity development
- Brand architecture development
- Brand messaging

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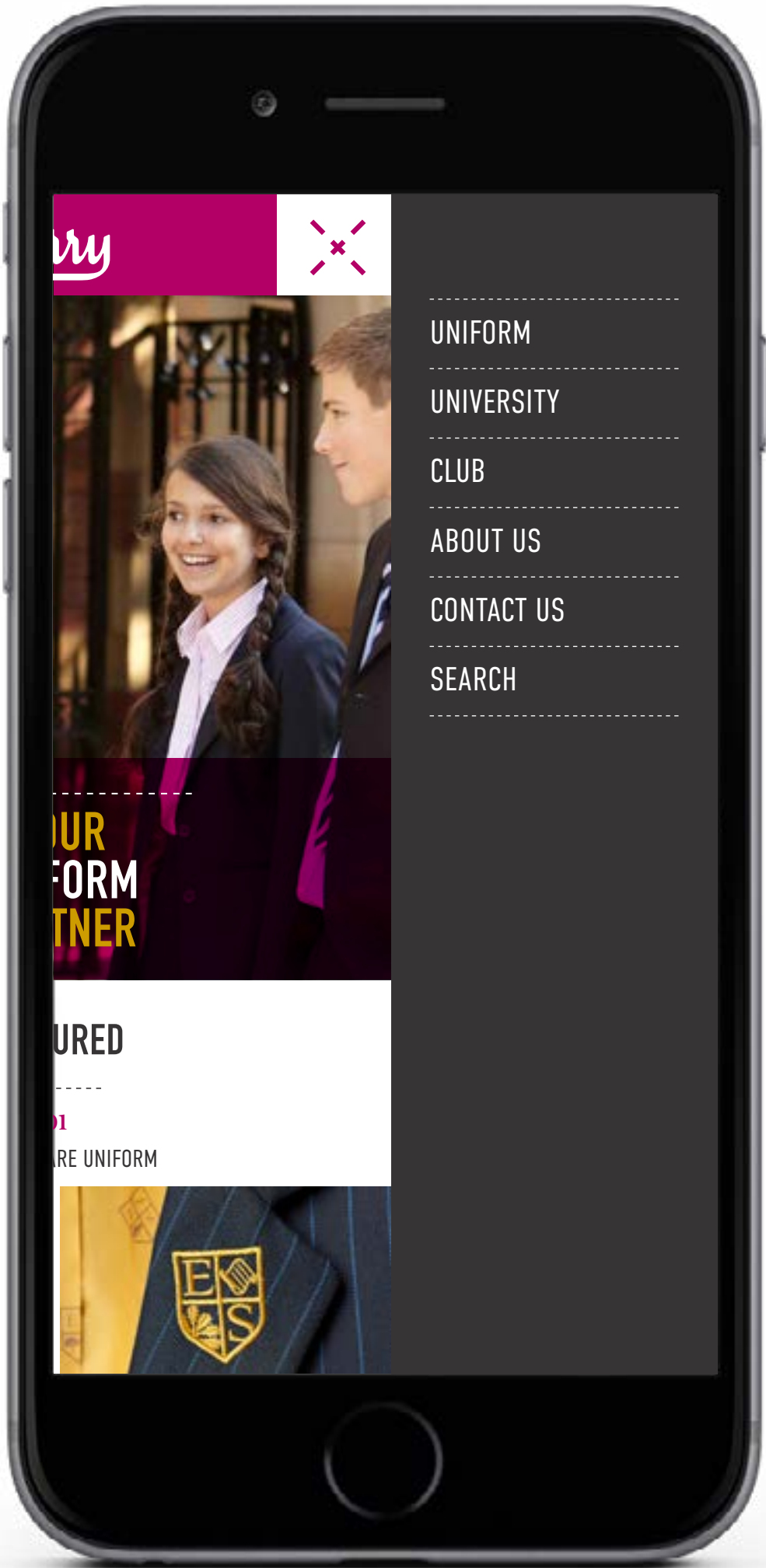
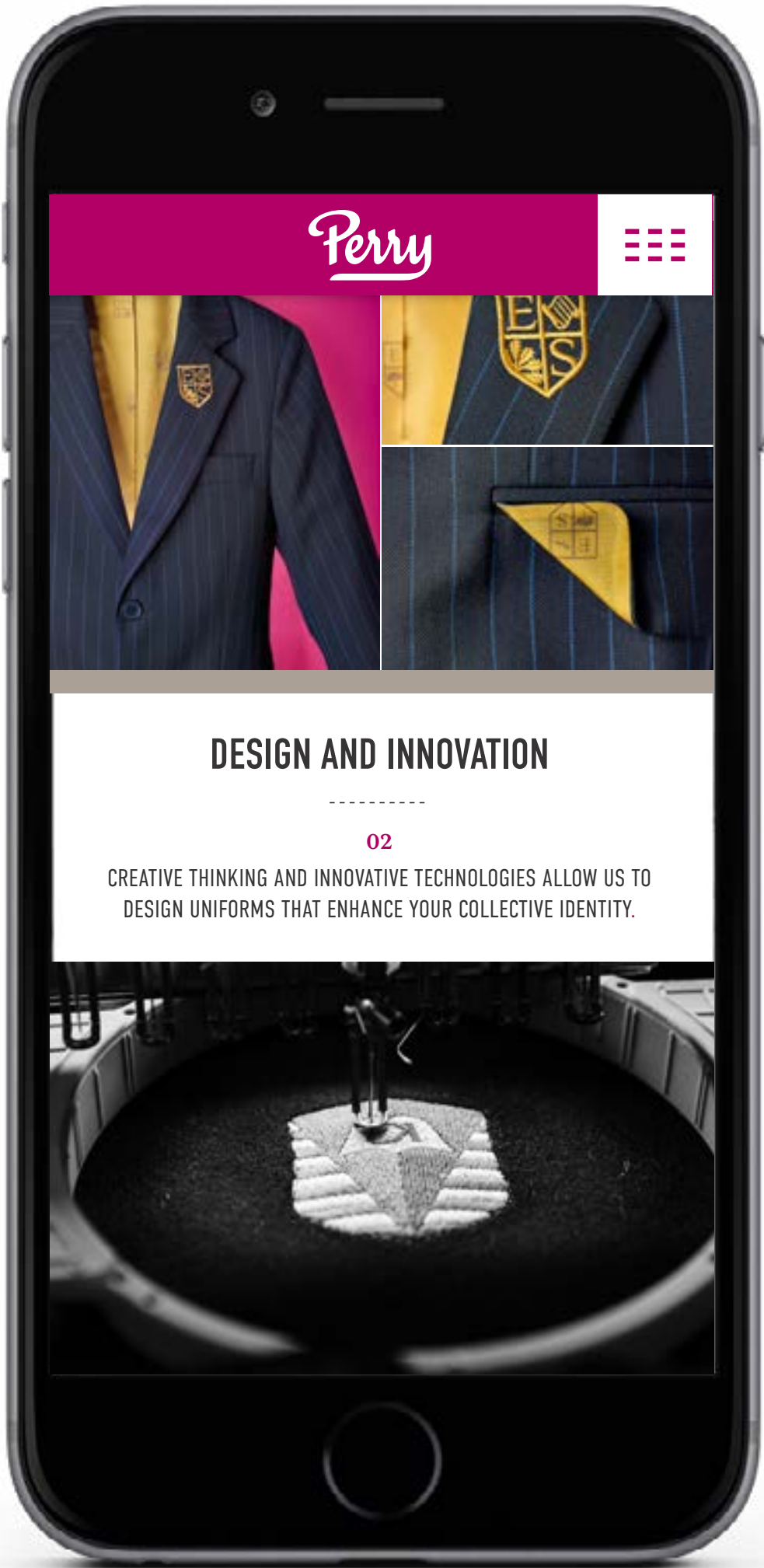


**YOUR
UNIFORM
PARTNER**











BAT

The projects

The corporate identity was developed to help reposition BAT's legacy and shift perceptions of the brand, aligning it with a renewed mission and vision for the future. A variety of projects were born out of this work, including a 20 years into the future visual identity for BAT's core proposition, 'A Better Tomorrow' (ABT), as well as BAT's Employment Value Proposition (EVP) and its Sustainable Enterprise Plan (SEP).

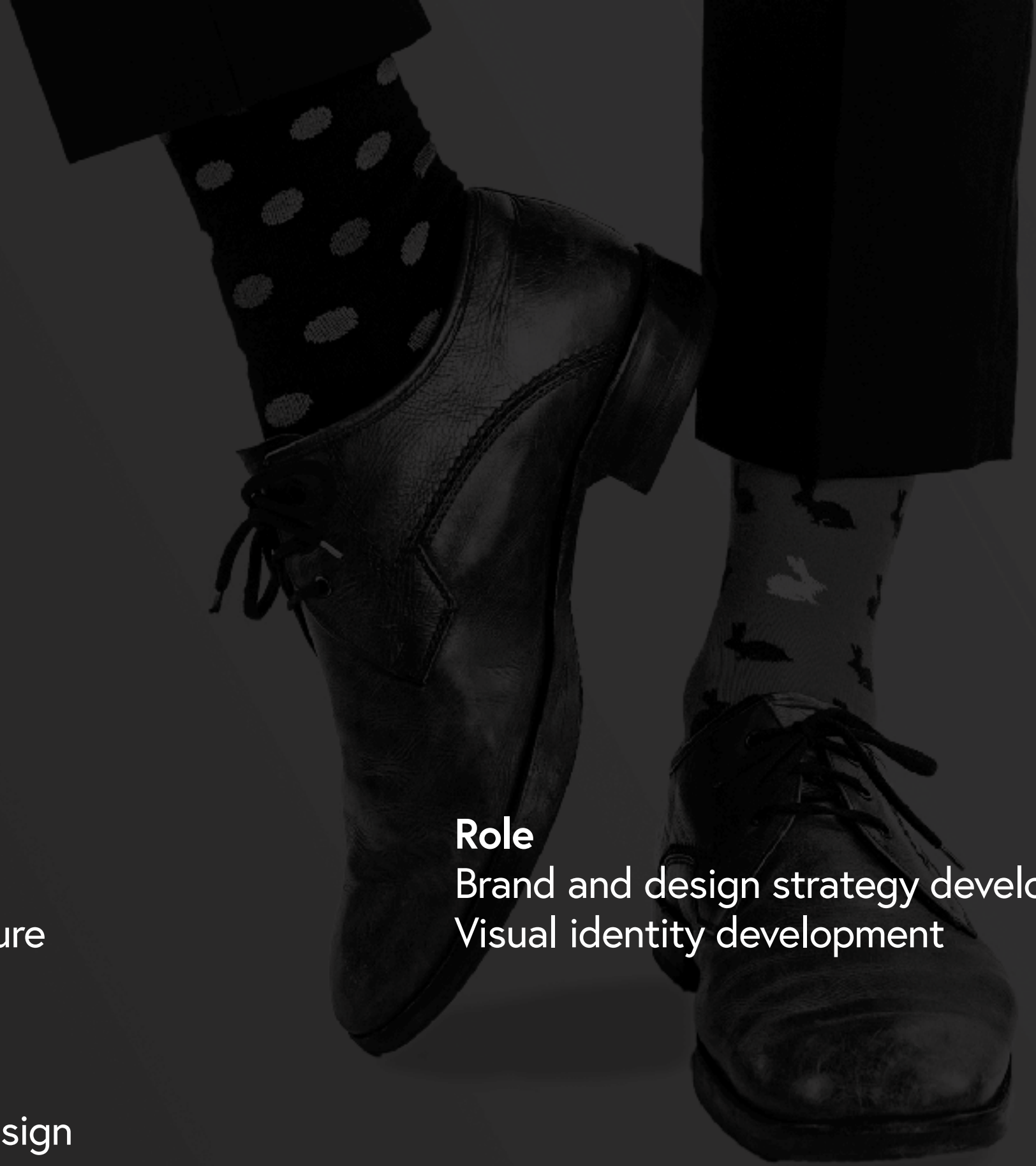
Also showcased is the creaive journey for the development of the ABT visual identity.

Deliverables

- Website
- Corporate literature
- Merchandise
- Brand guidelines
- Exhibition design
- Environmental design

Role

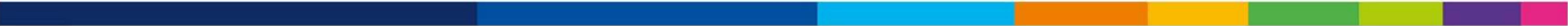
- Brand and design strategy development
- Visual identity development





Aeroport

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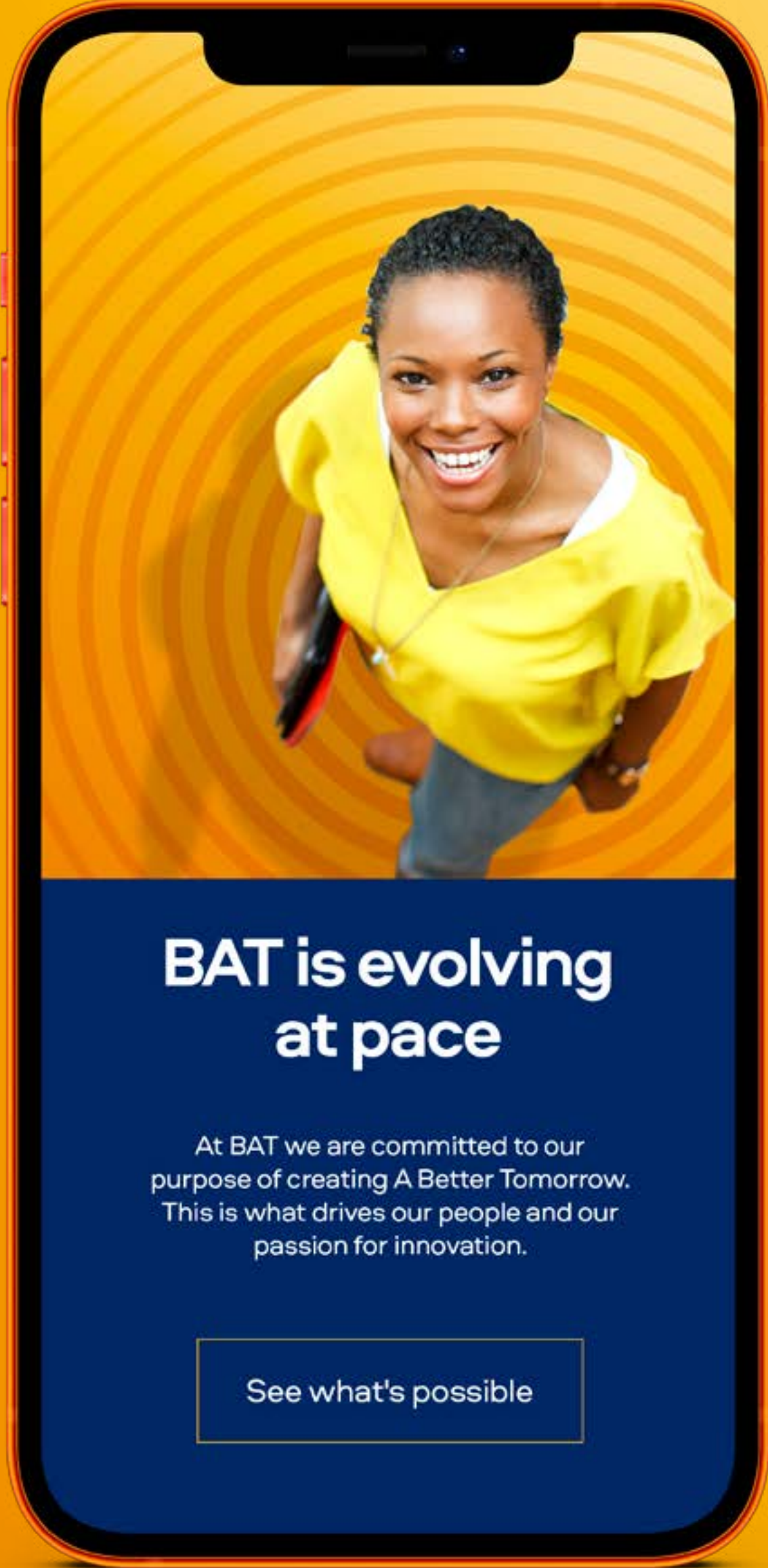
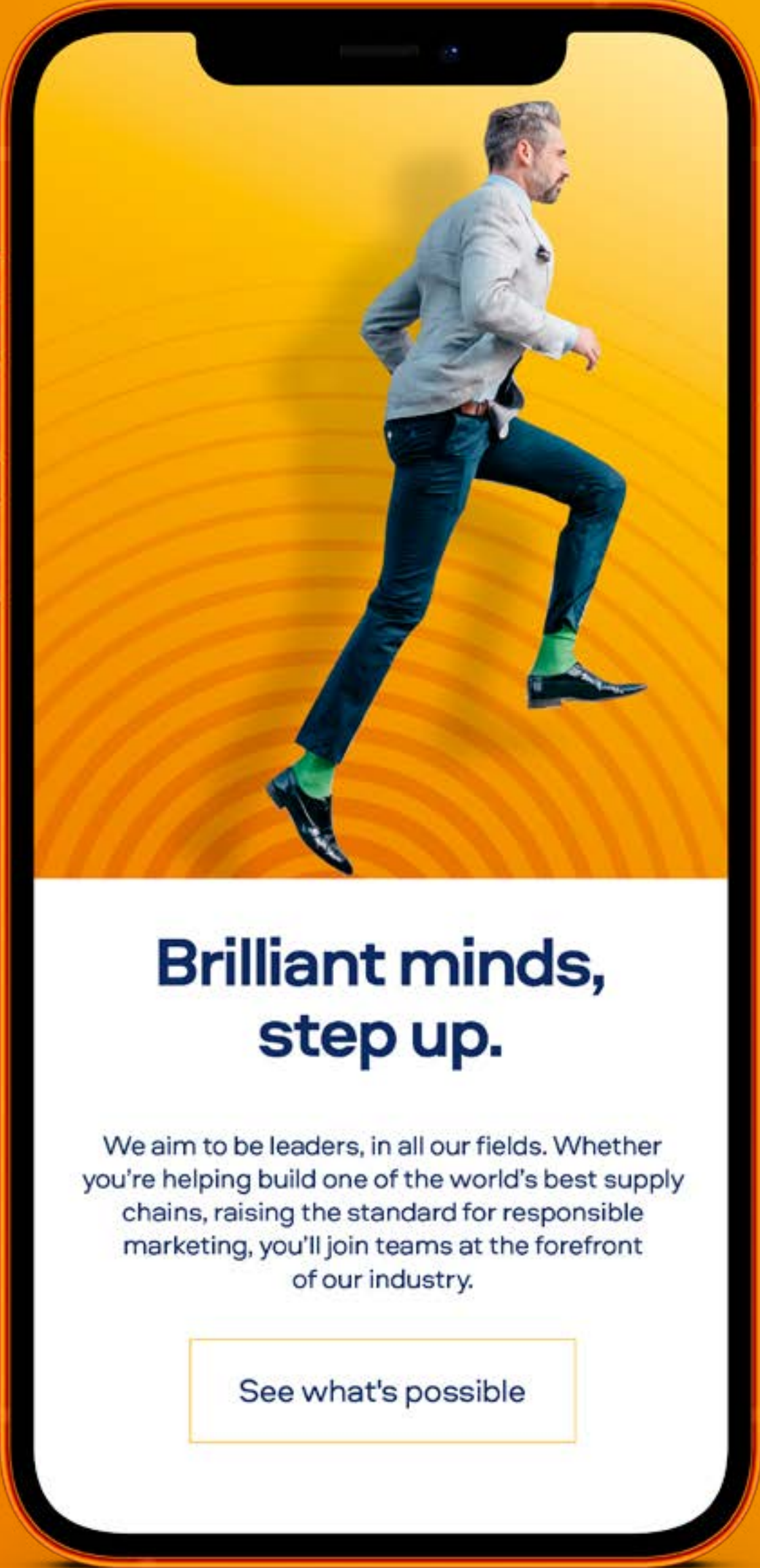
Jed Harrison



New chapter

Expanding in the areas of sensorial enjoyment and stimulation.

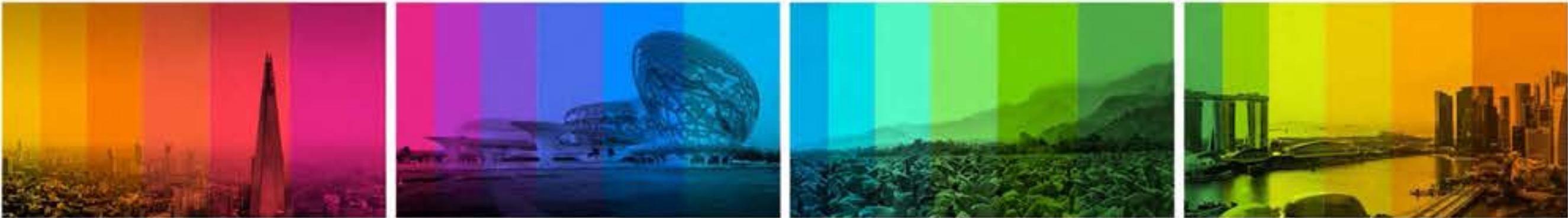
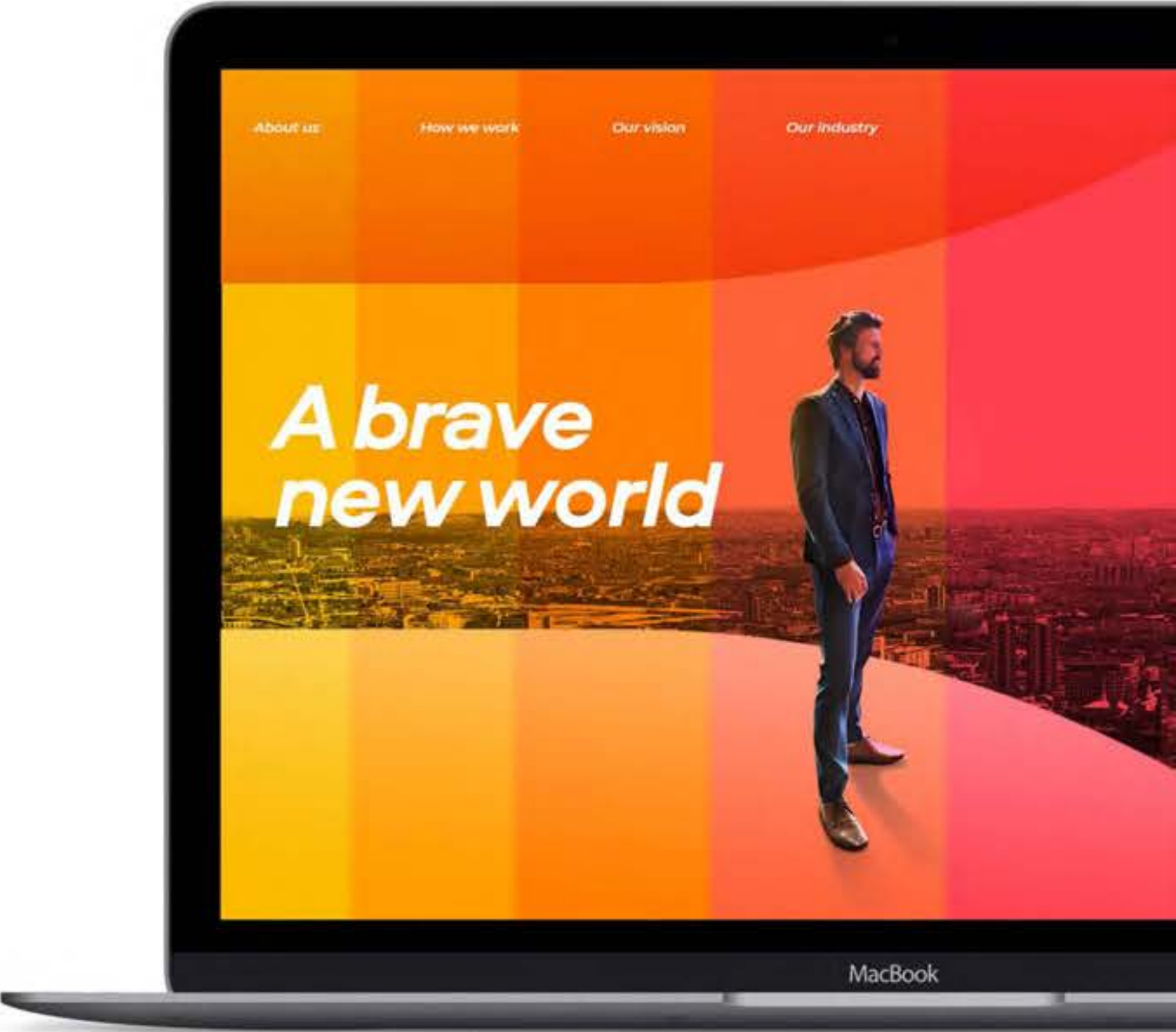




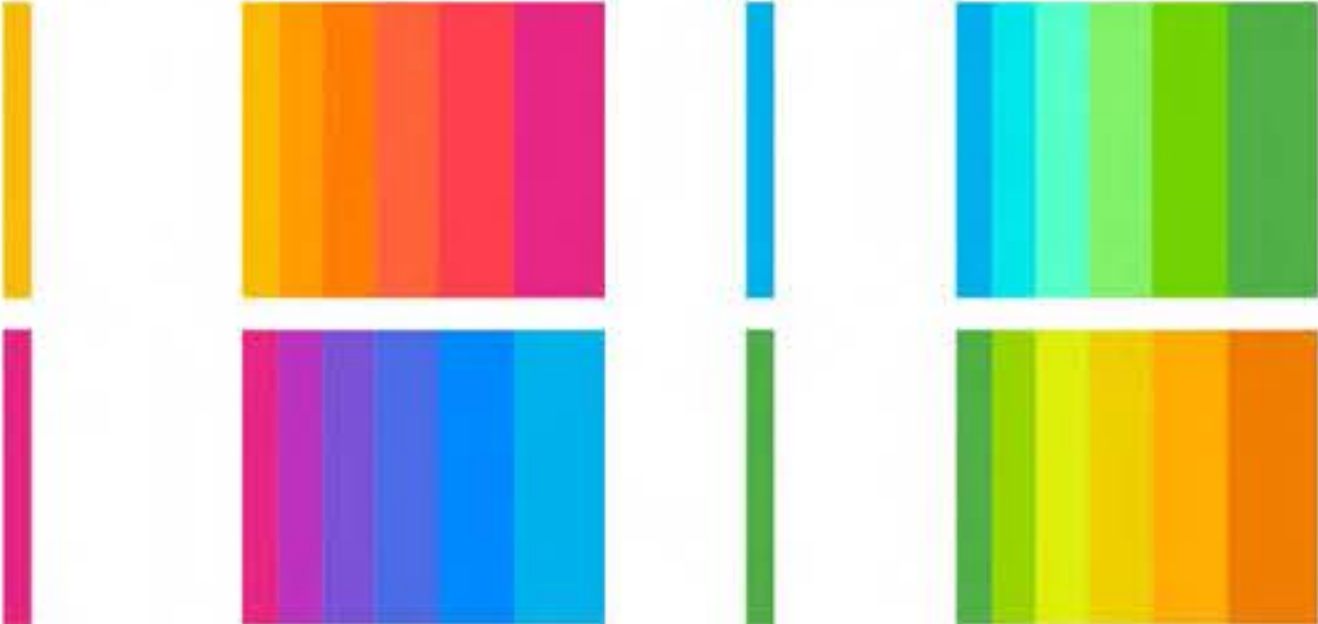
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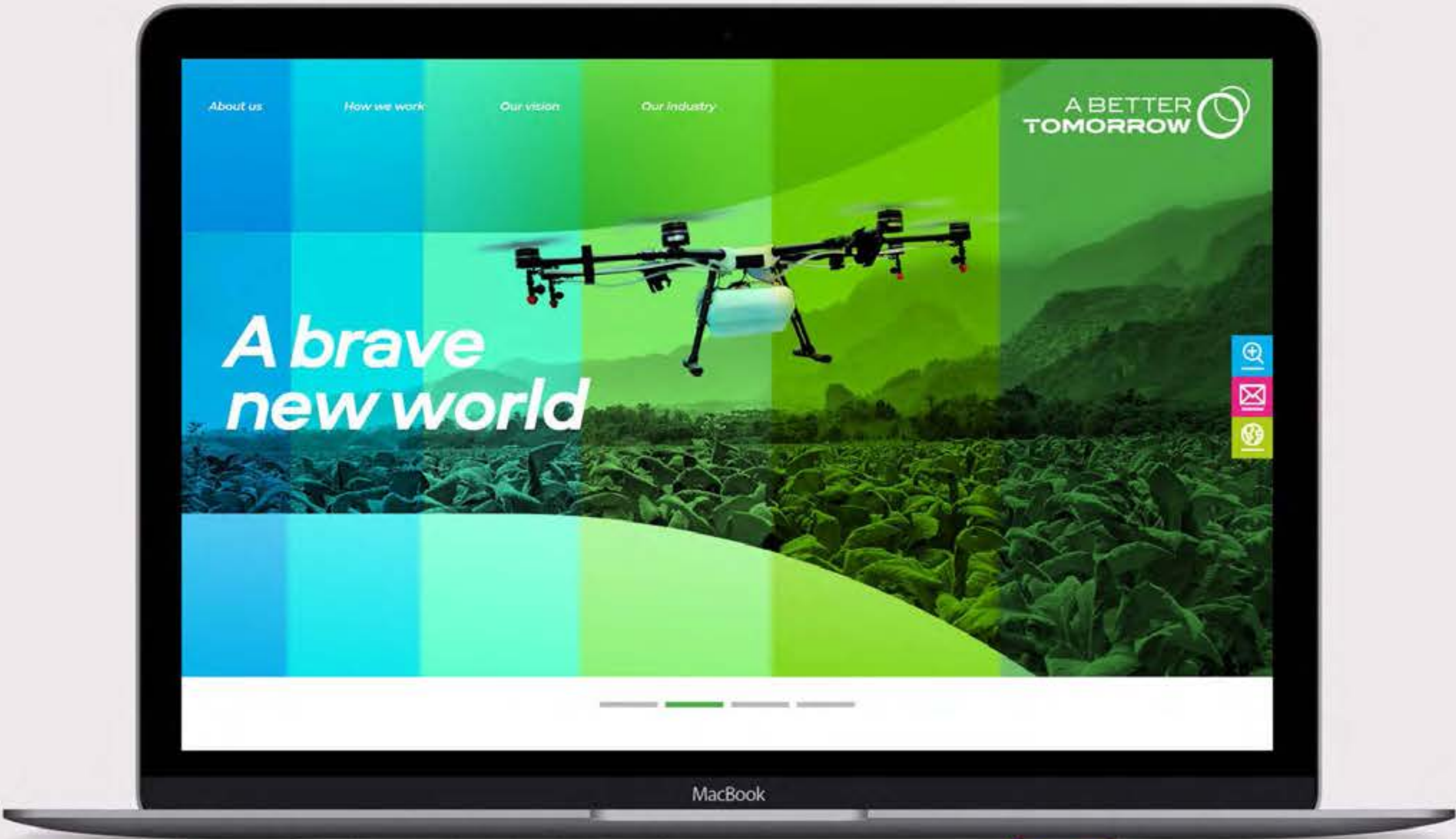


A BETTER
TOMORROW



Aeroport
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1234567890&?!<>/£&





the way forward for our customers. Bright minds and illuminating technologies combine for a new future

Our strategy

At the heart of our evolved strategy is our purpose to build A Better Tomorrow for all our stakeholders.

[A Better Tomorrow](#)

A sustainable approach

We are transitioning from being a business where sustainability has always been important to one where it is front and centre in all that we do.

[Sustainability](#)

Product development

Our product portfolio is growing as we extend our range with vapour, tobacco heating and oral tobacco and nicotine products.

[Future products](#)



A leading light

Our determination to shine a light onto future opportunities and lead the way forward for our customers. Bright minds and illuminating technologies combine for a new future

[View all](#)

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[Sustainability](#)

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[Future products](#)



A Better Tomorrow lorem ipsum sit delore

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vestibulum viverra est et tristique. Suspendisse sit amet malesuada. ac, a varius nunc.

Etiam facilisis, ipsum ut volutpat semper, odio risus pellentesque mauris, finibus viverra quam nisl nec augue. Integer sed venenatis enim ante lorem.

Latest tweets

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@BATPress
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Quick links

Modern Slavery Statement
Gender Pay Report
Annual Report

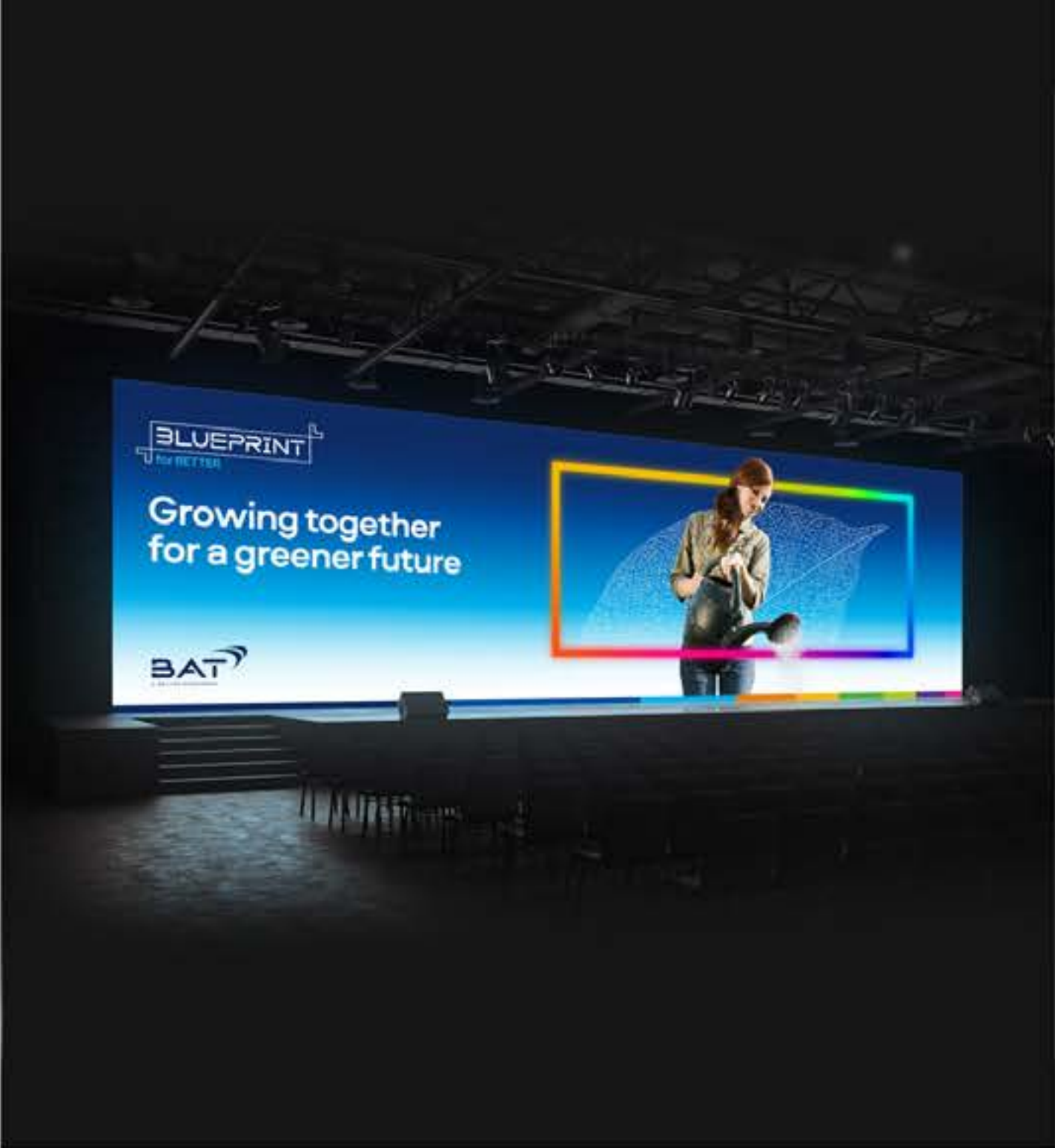
Contact

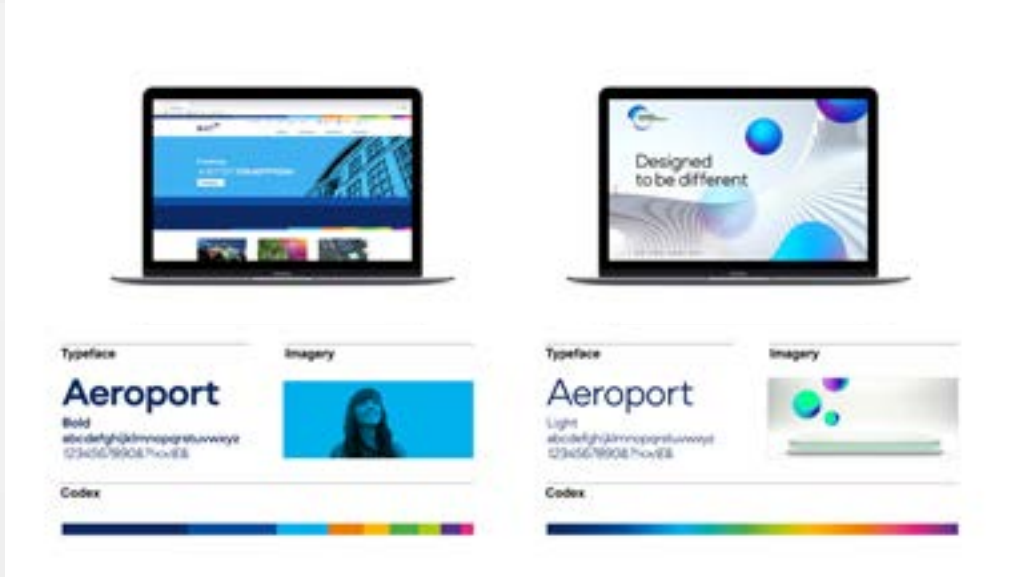
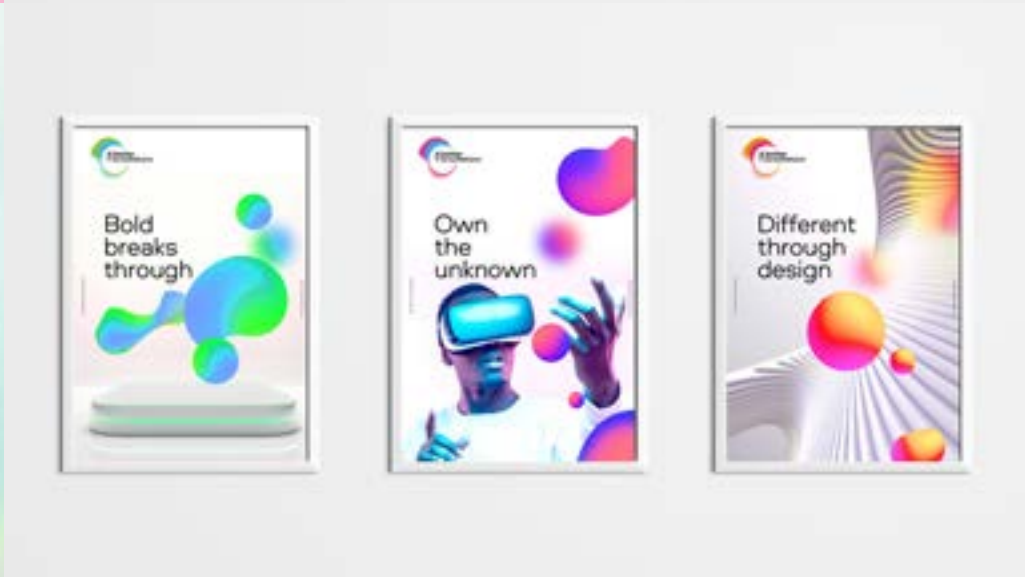
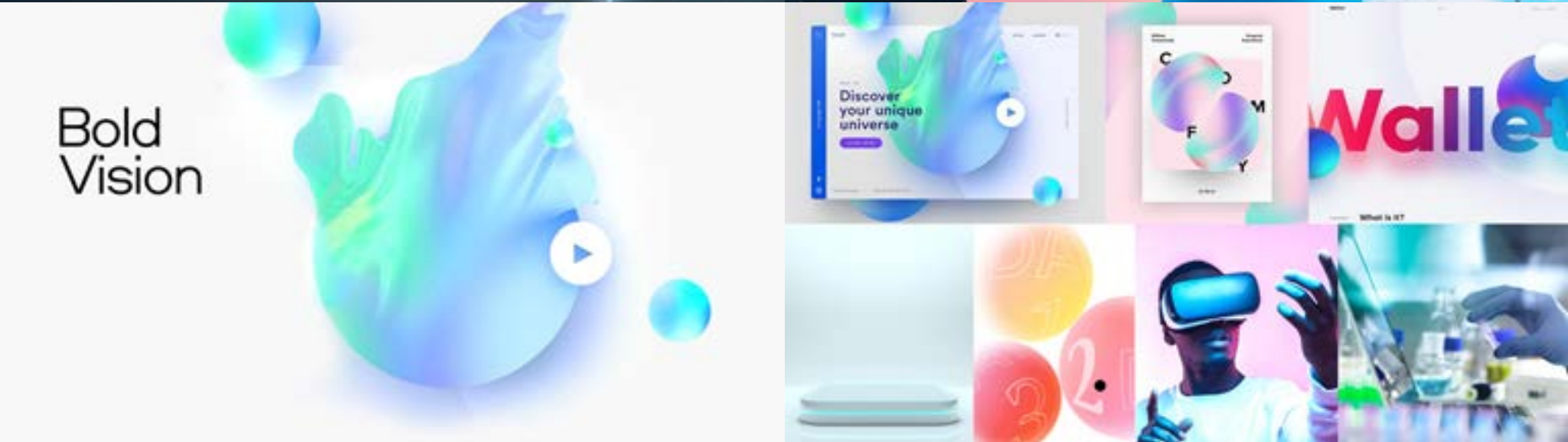
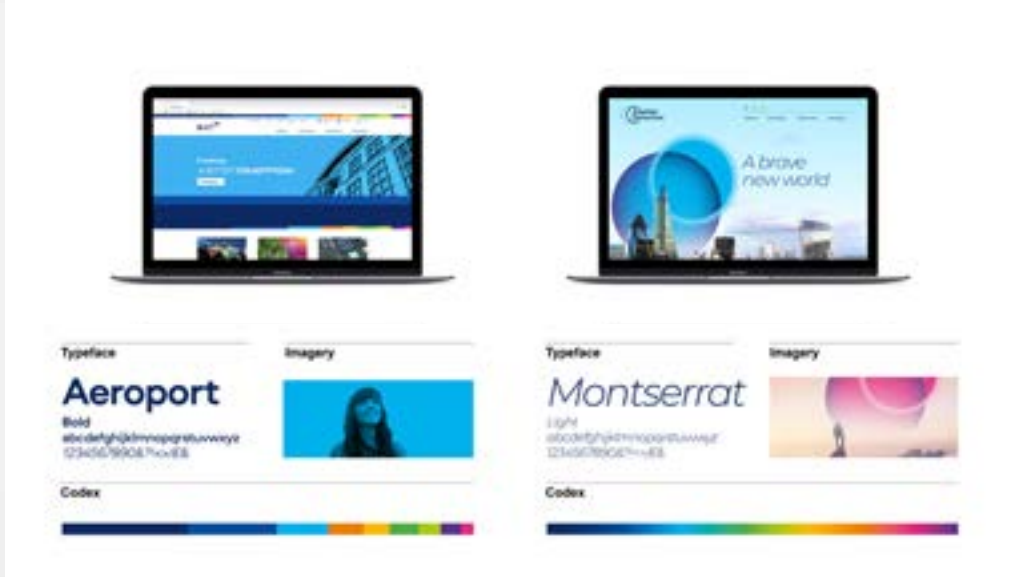
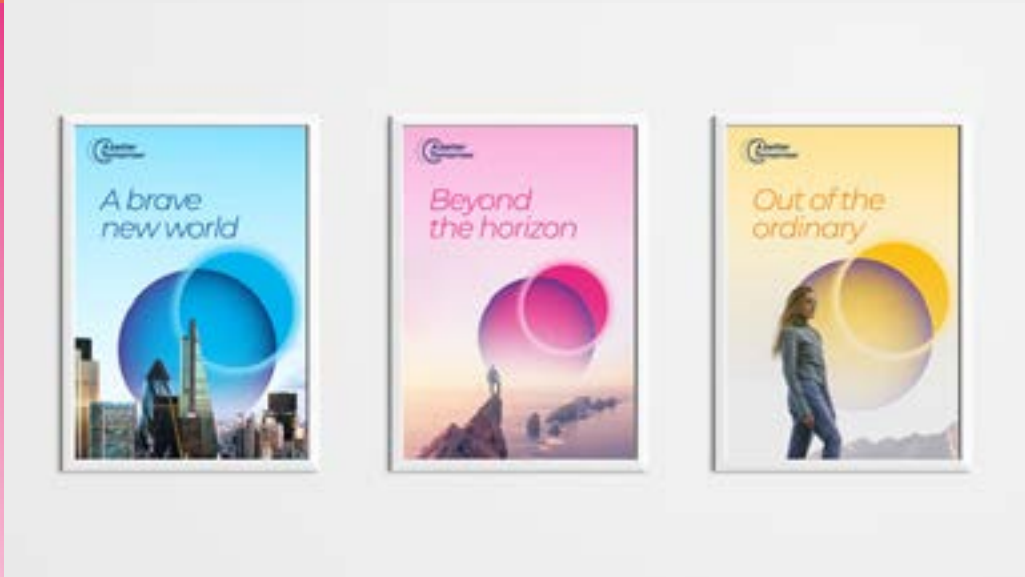
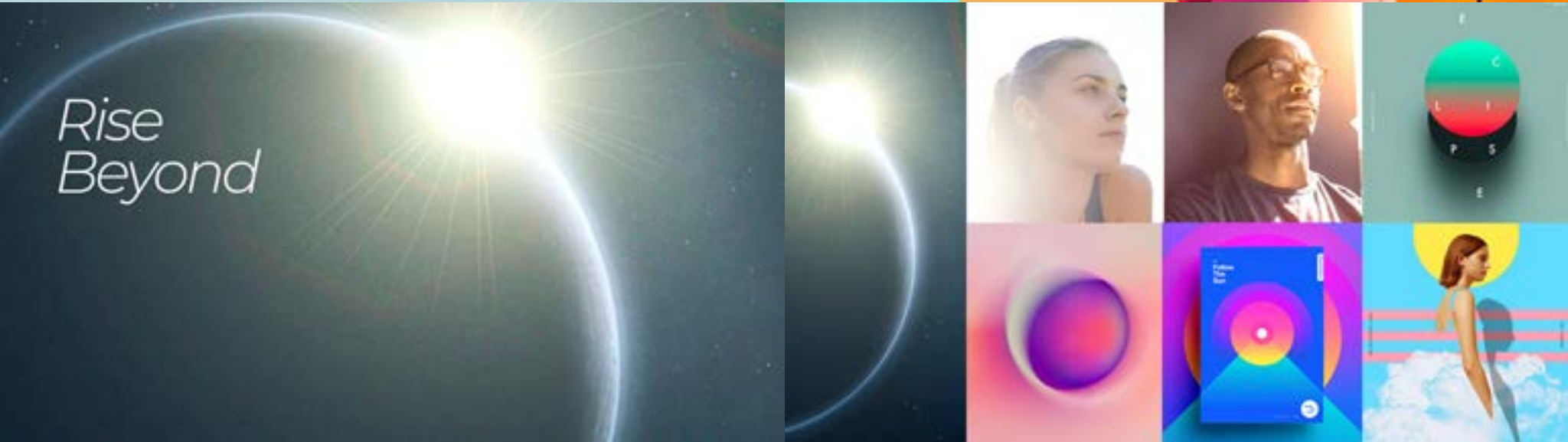
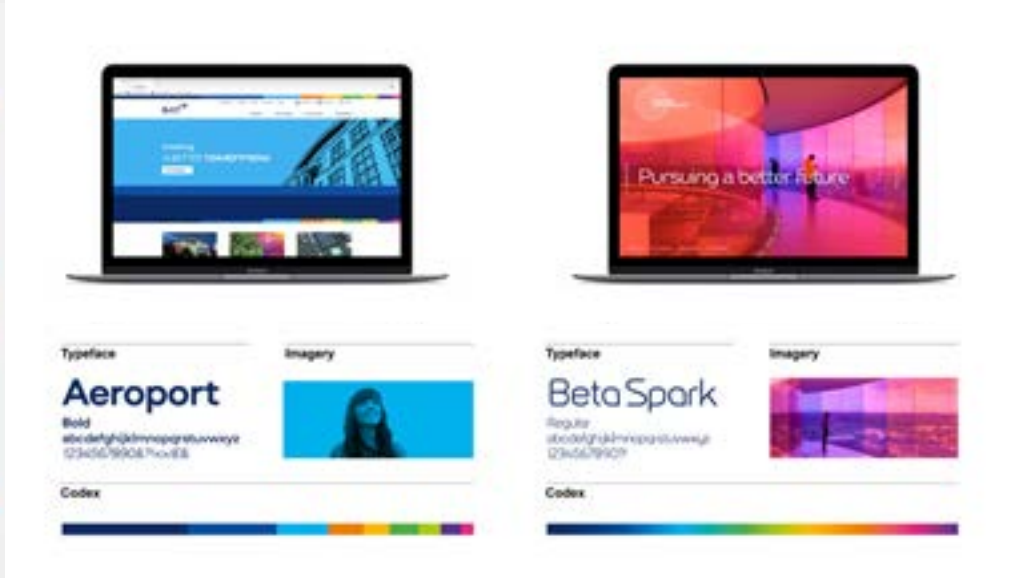
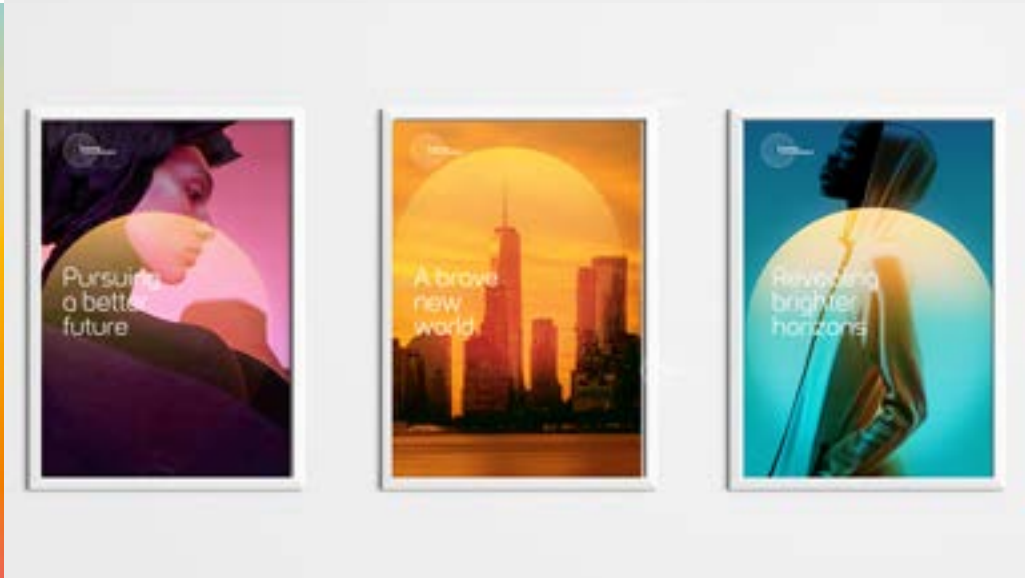
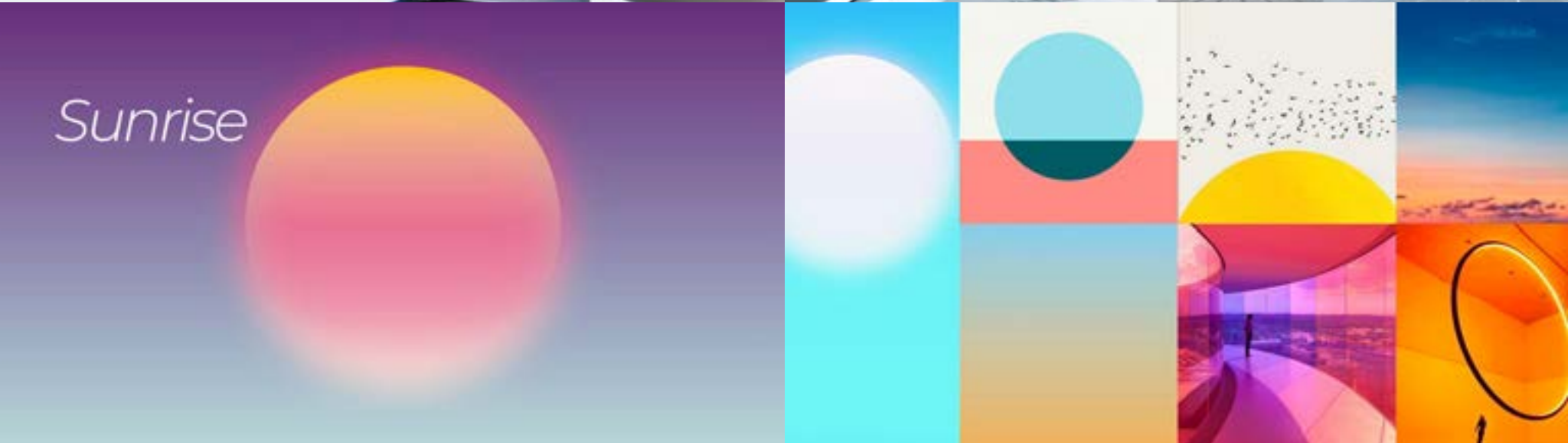
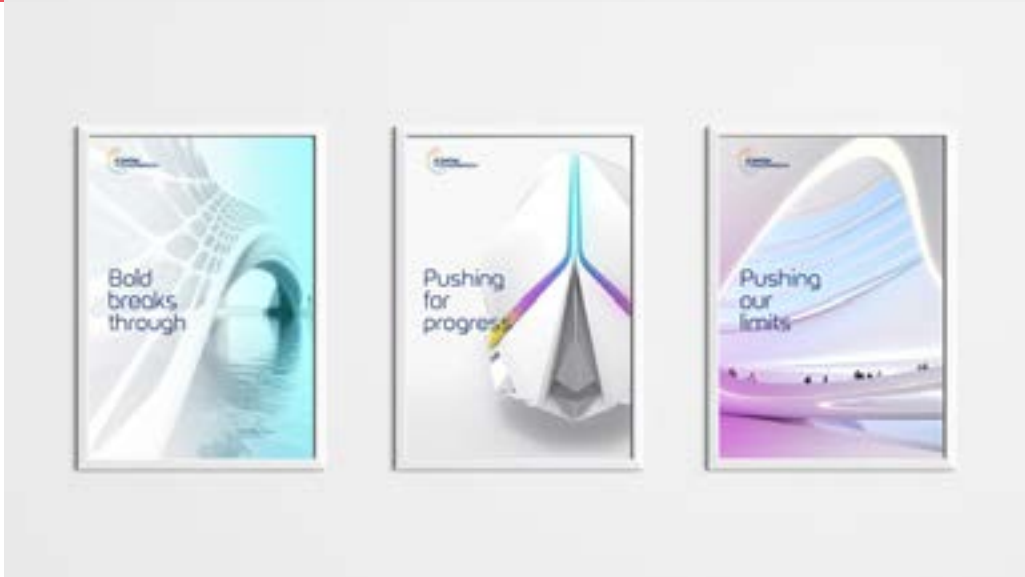
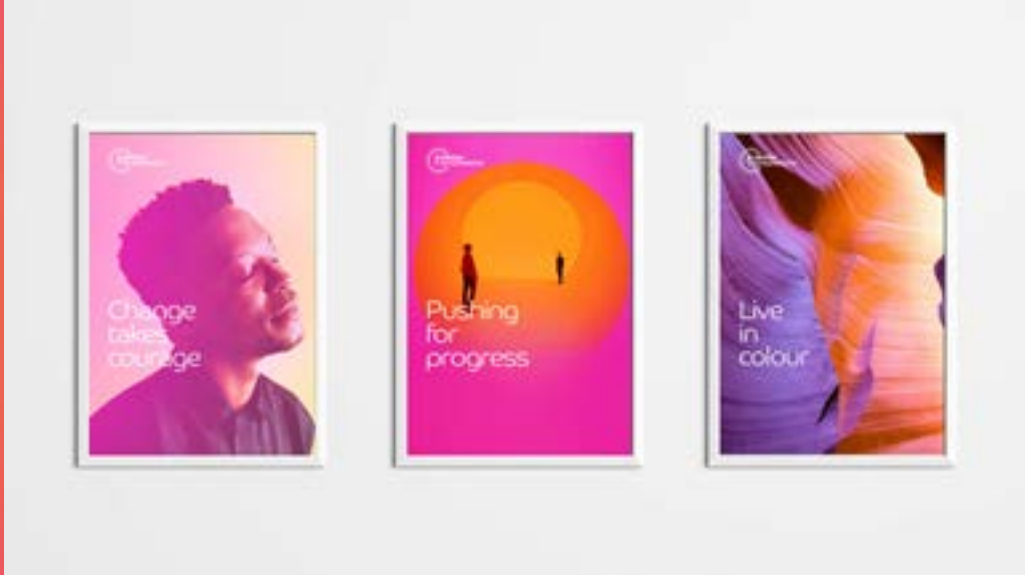
Global House
4 Temple Place
London
United Kingdom
W1U 6AA

Jed Harrison

BLUEPRINT

for BETTER





Jed Harrison



The project

An employee engagement campaign and Code of Conduct visual identity was created to communicate bp's core beliefs.

Deliverables

- Hero imagery
- Employee engagement campaign
- Code of conduct visual identity
- Code of conduct communication (digital and print)
- Visual identity guidelines
- Merchandise

Role

- Art direction
- Visual identity development

Who we are

Our
code

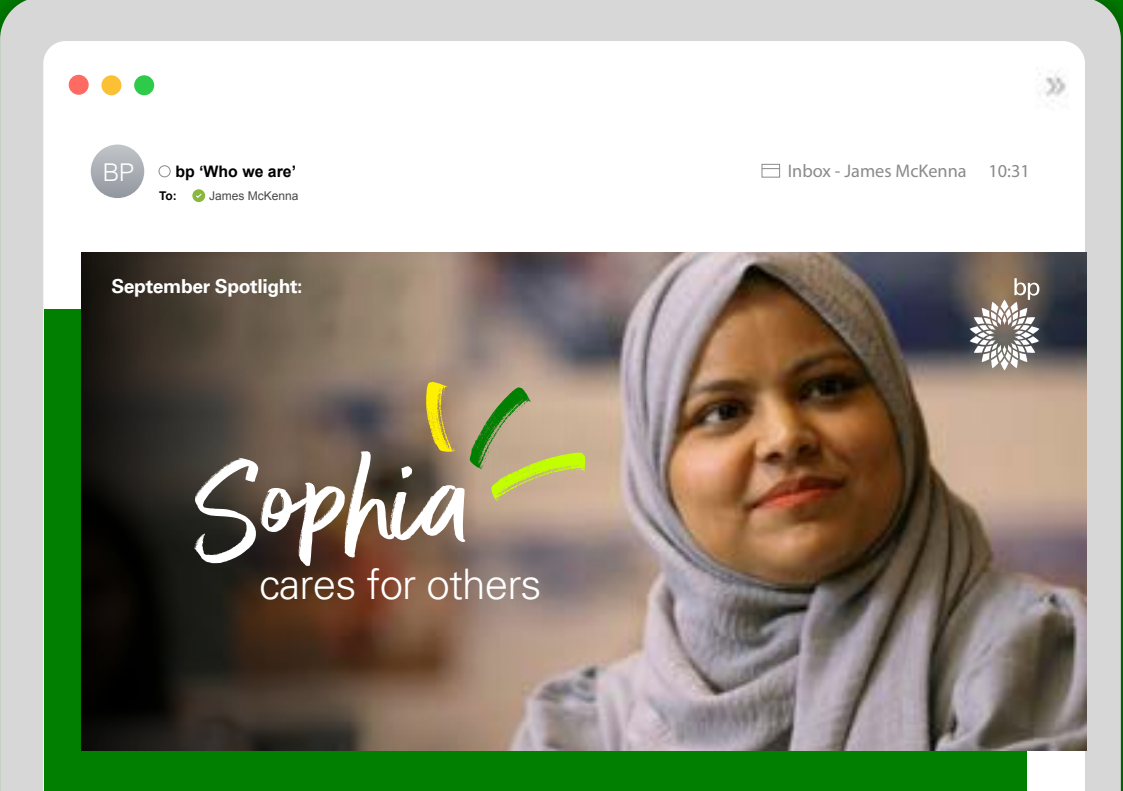
Our
OMS

Our
SLP

journey @ bp



Jed Harrison



Sophia Hassan

Sophia and her team in Trinidad and Tobago, are recognised as an equal opportunities employer of choice, opening up more opportunities for talented people in the LGBTQ+ community by just letting people be who they are in safety.



We believe that on our best day we live our purpose, we play to win and we care for others.

This is 'Who we are'



You
live our purpose



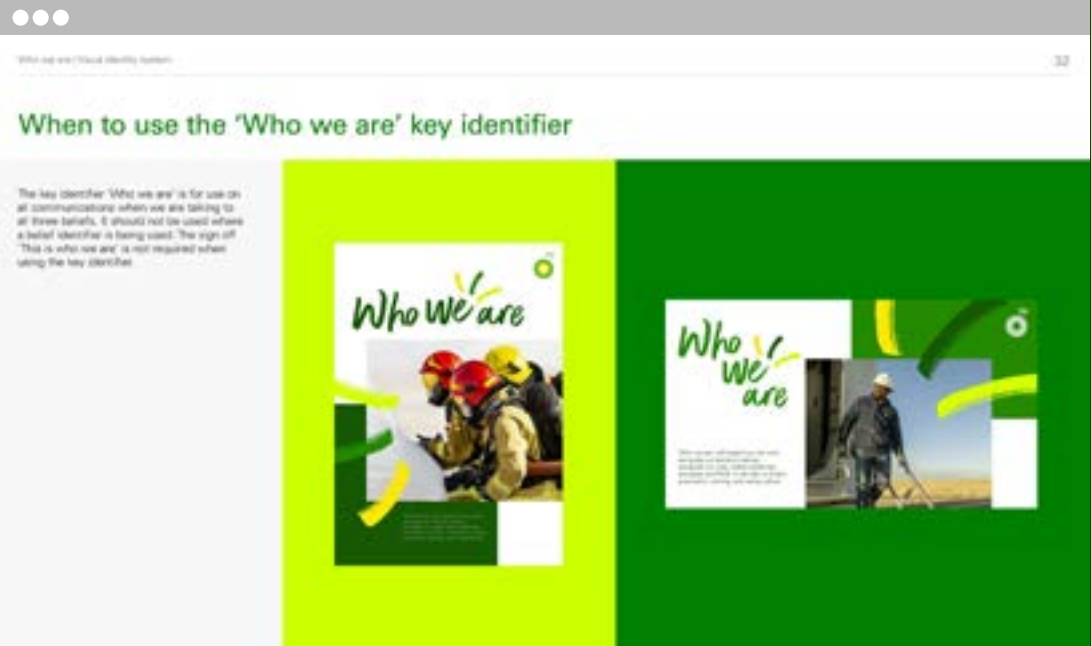
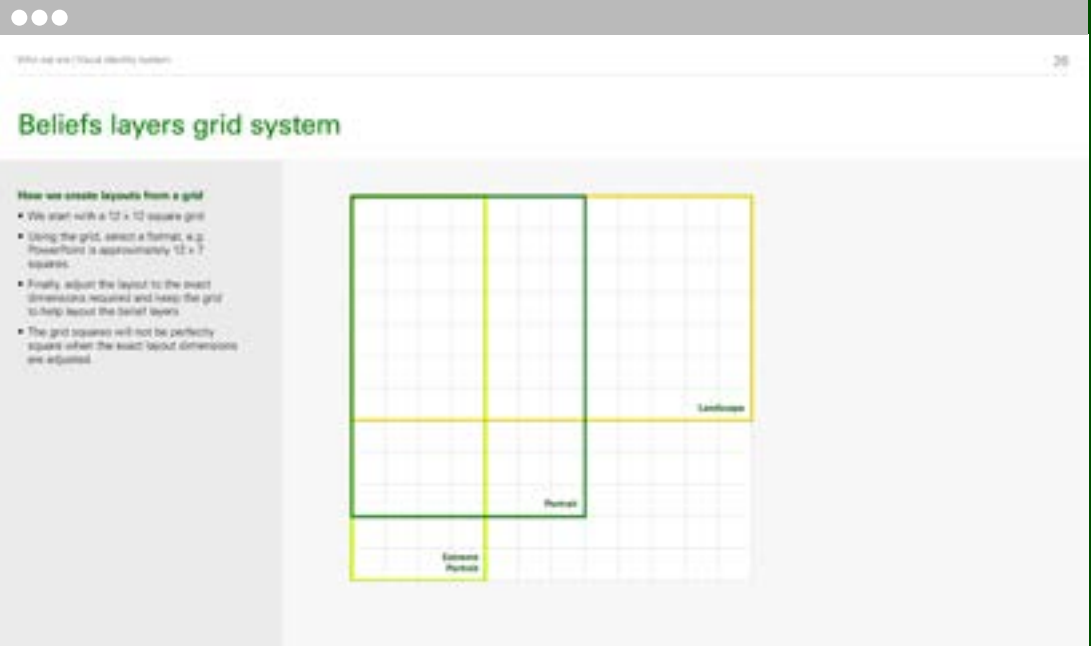
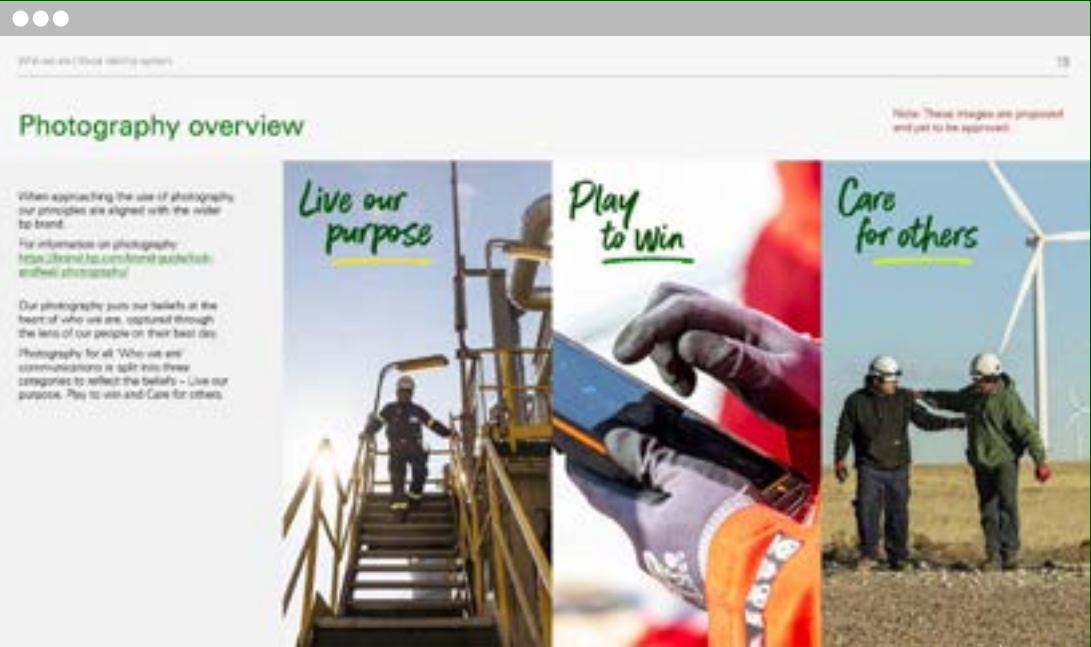
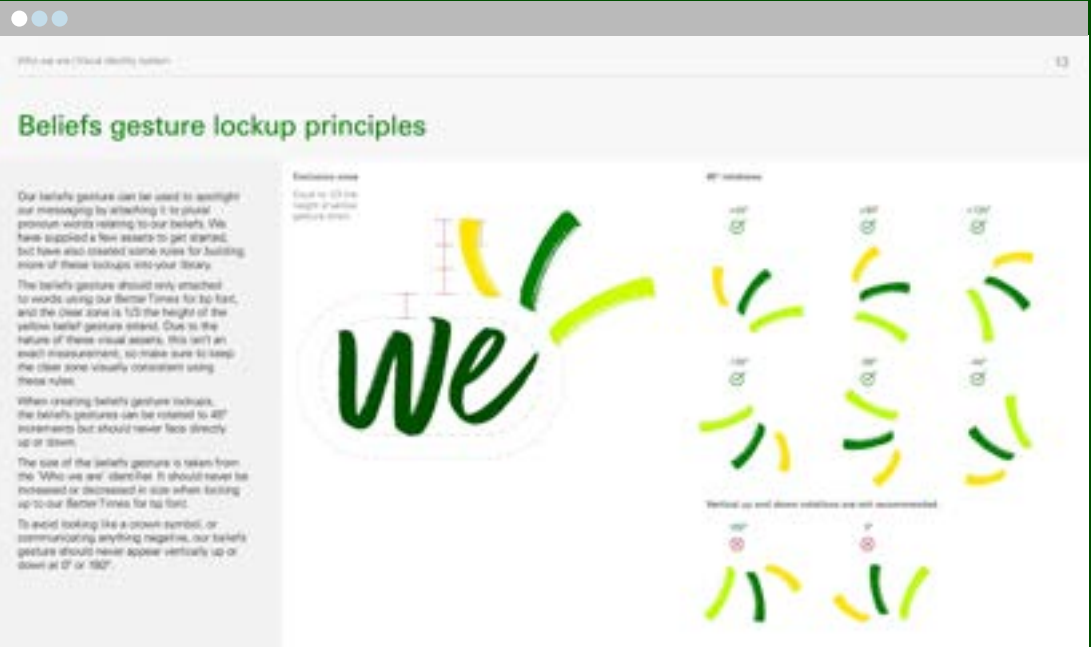
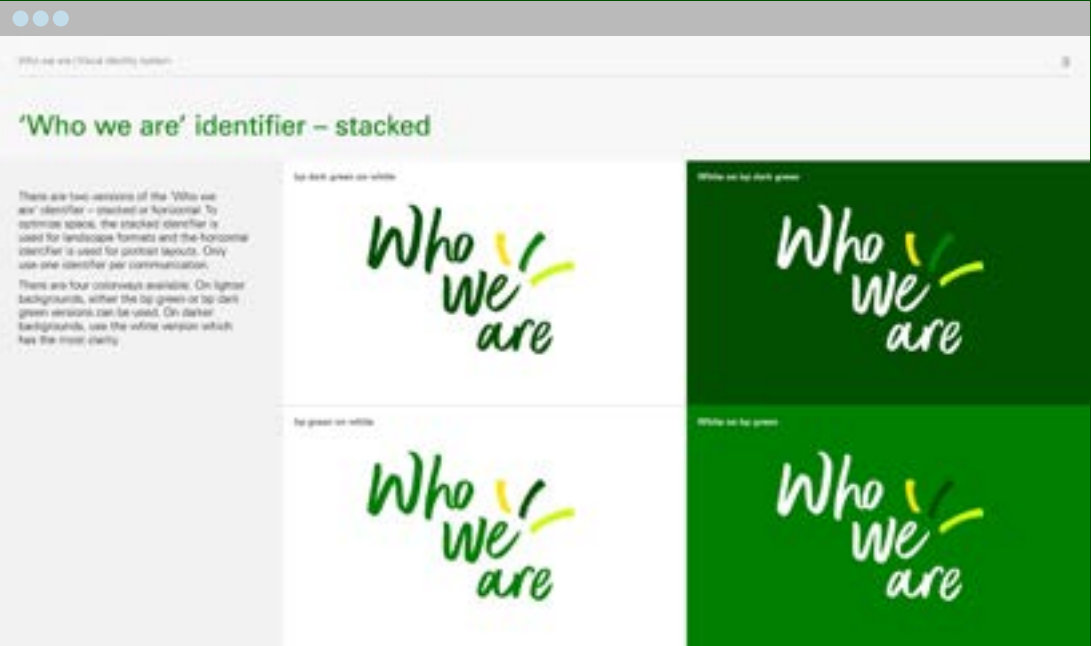
You make the right decisions,
we keep operating.
This is 'Who we are'.

You
are transparent

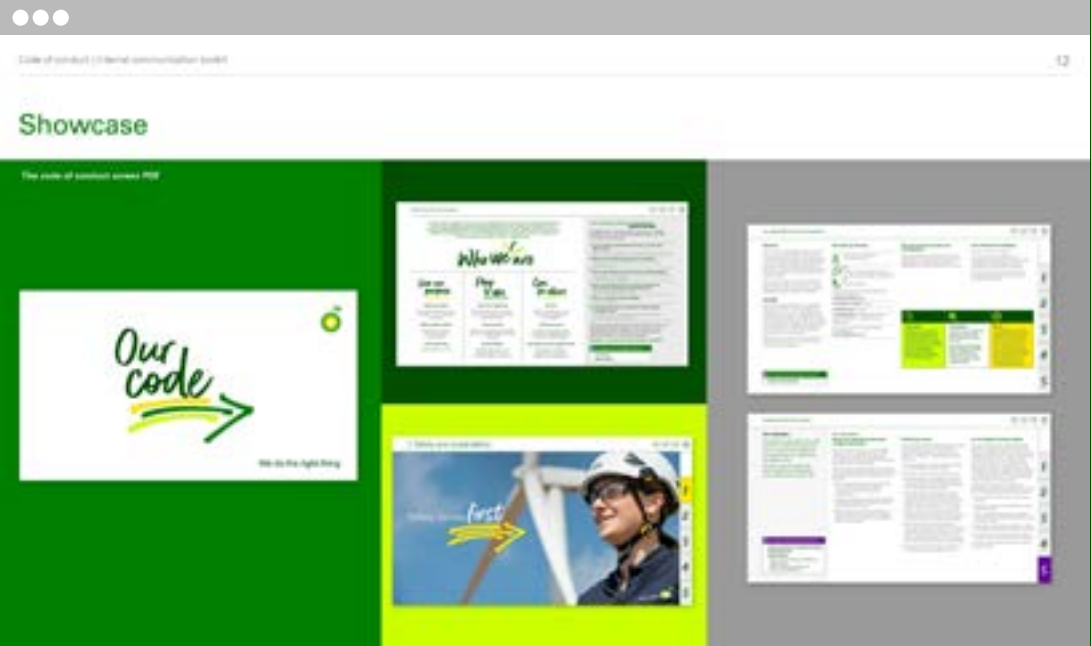
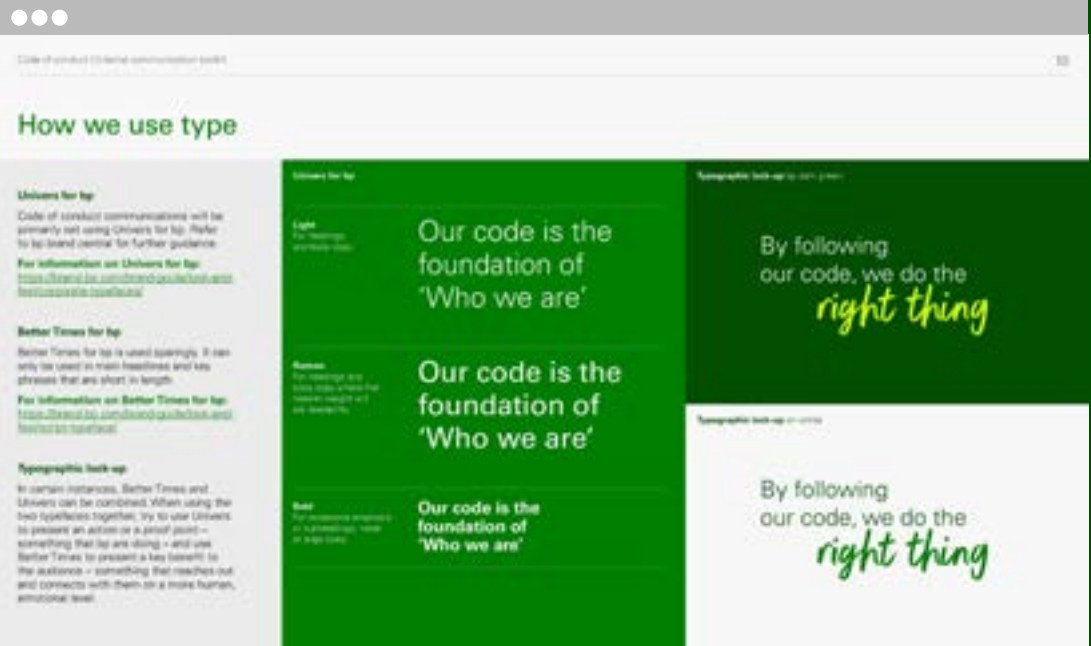
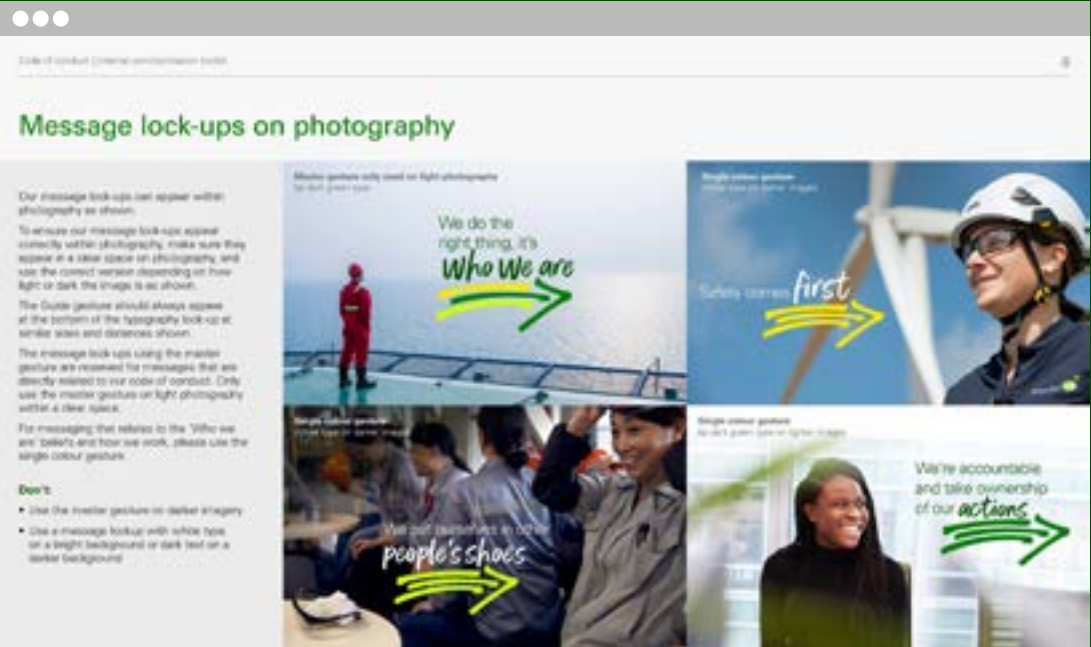
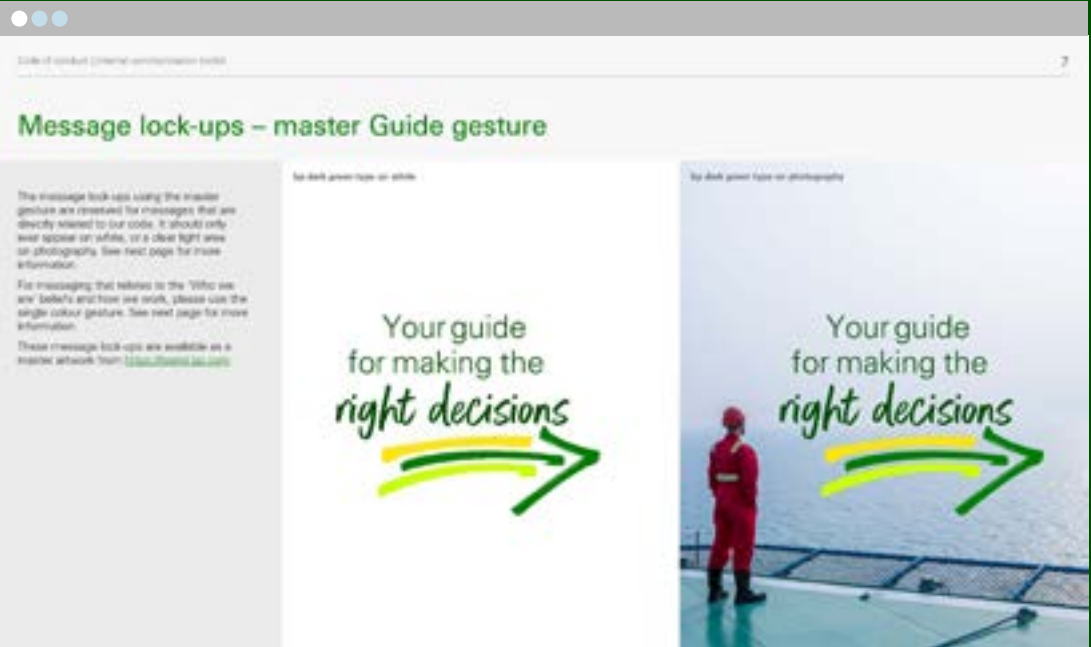
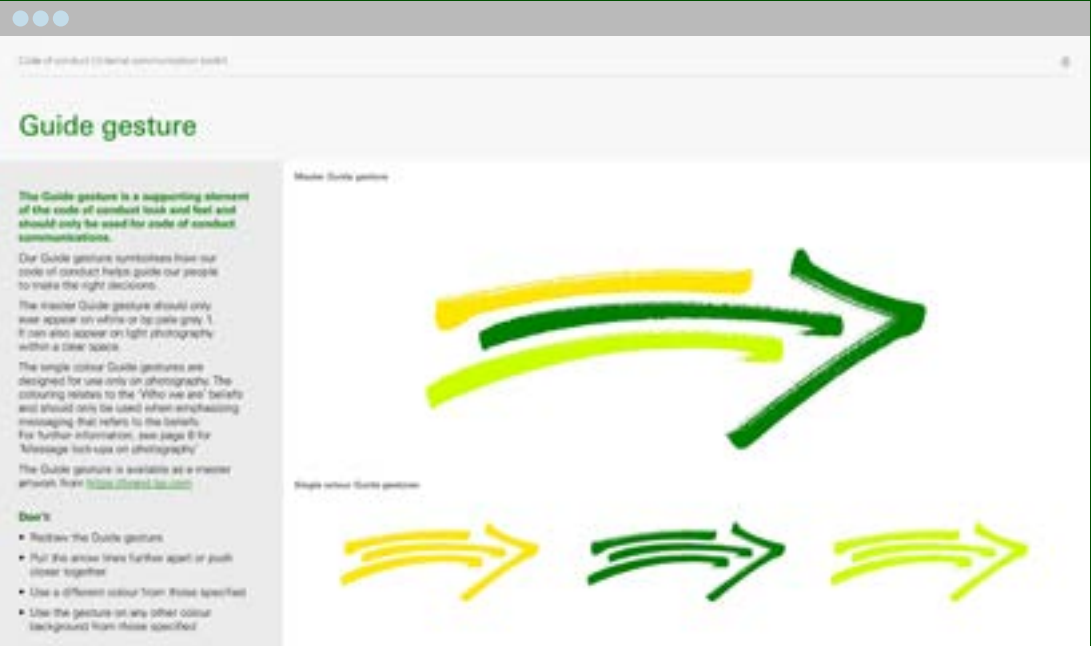
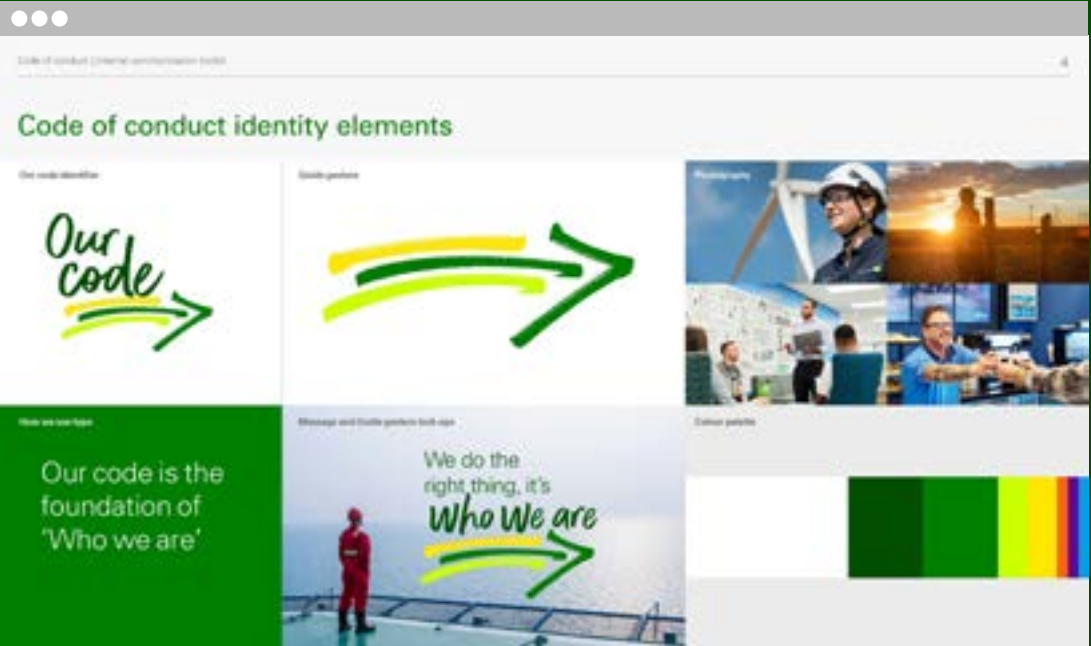
We help people
get better

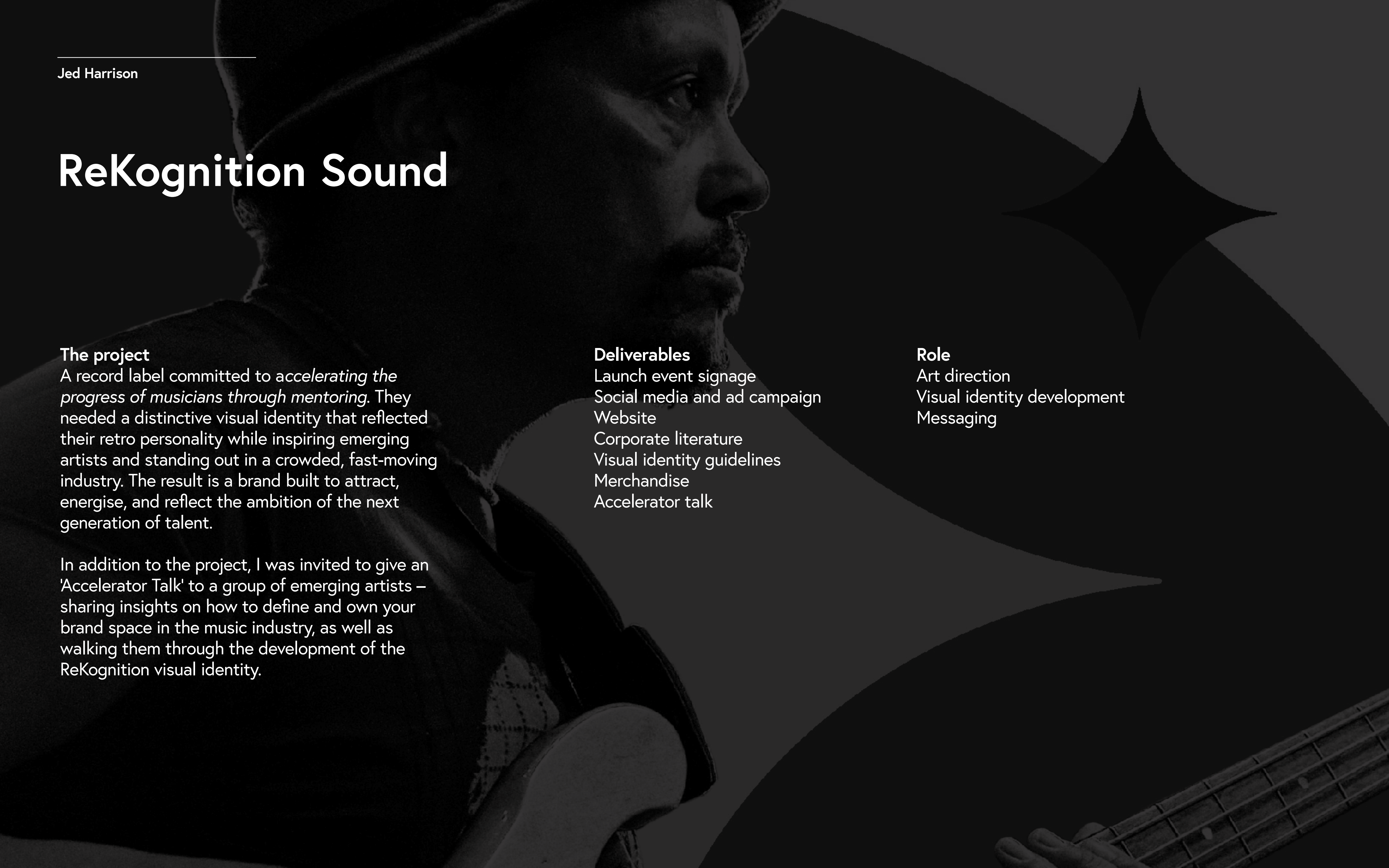


Jed Harrison



Jed Harrison





Jed Harrison

ReKognition Sound

The project

A record label committed to *accelerating the progress of musicians through mentoring*. They needed a distinctive visual identity that reflected their retro personality while inspiring emerging artists and standing out in a crowded, fast-moving industry. The result is a brand built to attract, energise, and reflect the ambition of the next generation of talent.

In addition to the project, I was invited to give an 'Accelerator Talk' to a group of emerging artists – sharing insights on how to define and own your brand space in the music industry, as well as walking them through the development of the ReKognition visual identity.

Deliverables

Launch event signage
Social media and ad campaign
Website
Corporate literature
Visual identity guidelines
Merchandise
Accelerator talk

Role

Art direction
Visual identity development
Messaging

Jed Harrison



Typeface: Rokkit

ReKognise Talent
Abc
123

Typeface: REM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Spark



Beat



Flash



Bass





ReKognition
Sound

Accelerating the progress of musicians through mentorship

Mentor
sessions
book now



The challenge
In the past, big record labels played a vital role in promoting and supporting live bands. However, their support has



The impact
In the past, big record labels played a vital role in promoting and supporting live bands. However, their support has



How we are different
In the past, big record labels played a vital role in promoting and supporting live bands. However, their support has

**Amp
them
up!**

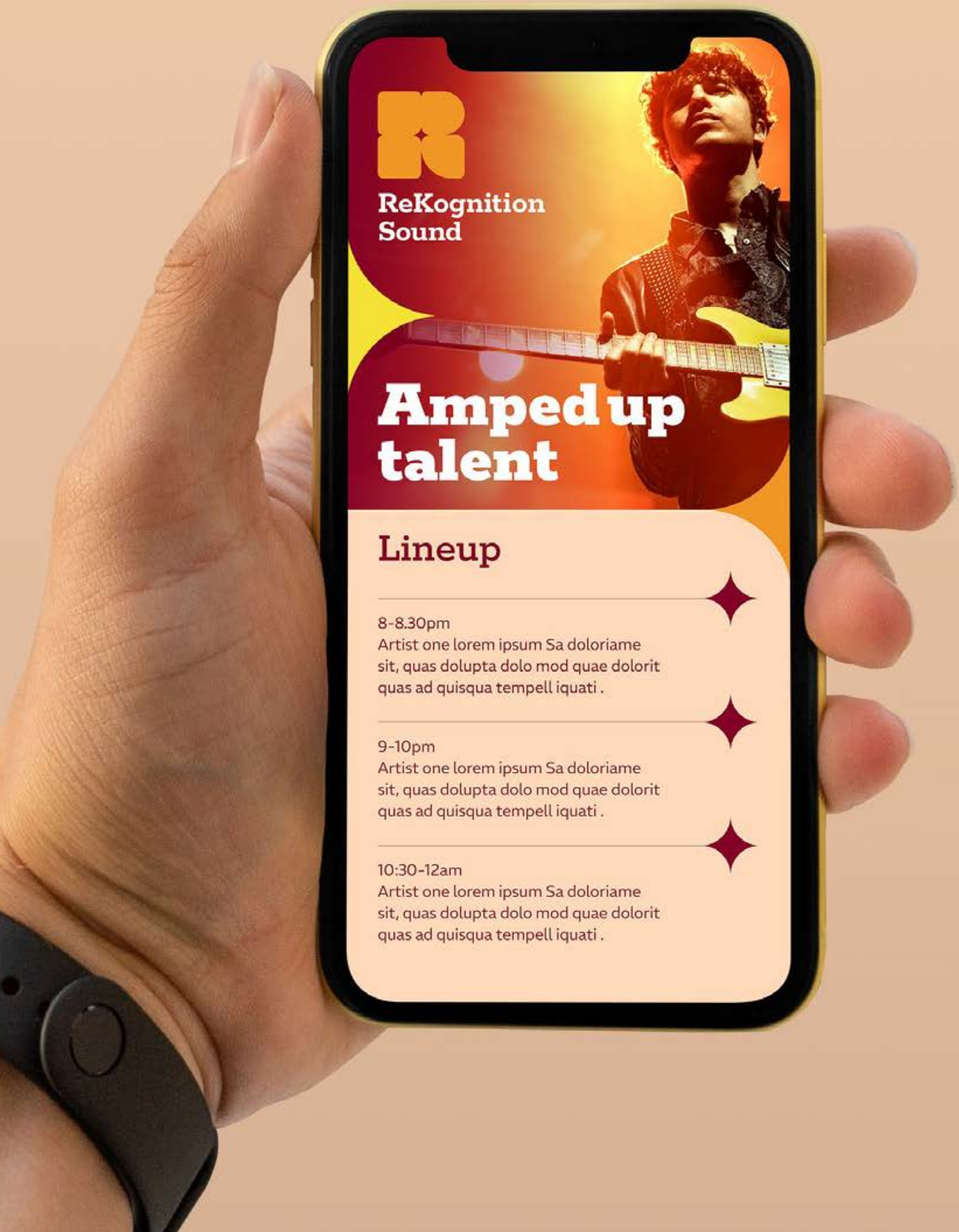


**Hear
them
out!**



Jed Harrison





Owning your 'brand space' in the music industry

And... the collaborative creative journey of the ReKognition Sound brand visual identity



Jed Harrison
Graphic designer
Visual communicator
Design consultant
Brand designer
Creative director



What brand spaces do these artists own?



The Weeknd

Soulful folk
Dark RnB
Rebellion



The Rolling Stones

Rebellion
Experimental
Dark pop



Bob Marley and the Wailers

Peace & unity
Experimental
Country storyteller



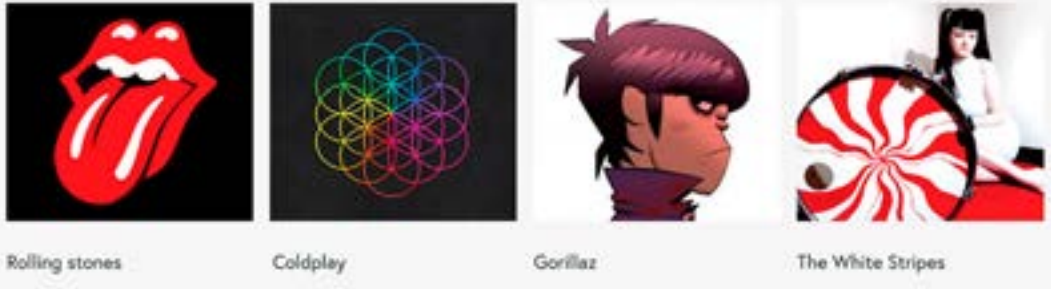
Elvis Presley

Rebellion
Showmanship
Glamour



'ReKognisable' visual elements

ReKognisable visual elements



Unconventional minimalist red with white stripes



The Killers
Main genre: Rock
Indie rock, synth pop

Glamour
theatre



Muse
Main genre: Rock
Synth, glam rock, electronica

Epic sci-fi
theatre



ReKognition Sound – The creative journey



Saul Bass



ReKognition Sound



ReKognition Sound



ReKognition Sound



ReKognition Sound

Amp them up!



Hear them out...

Creative highs



Uplifting Talent

Melody Risers



ReKognise New Talent



ReKognition Sound

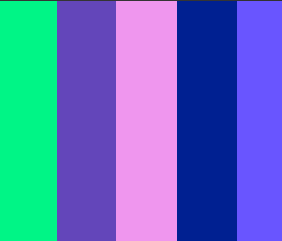
ReKognise & elevate



Equal Harmony



ReKognition Sound



elevate and resonate



ReKognition Sound



Jed Harrison Design

ReKognition Sound
Final presentation

Sept 2023

JH

Typeface: Robkitt
Amp them up!
Abc 123

Typeface: REM
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Velobeast

The (passion) project

There was a cycling brand bursting to get out of my system. Maybe one day I'll make it a reality.

Velobeast's mission is to inspire and empower cyclists to embrace their inner beast, whether they value the social aspects of group riding, thrive on challenging hills and mountains, relentlessly pursue victories and records, or seek the thrill of optimising their performance. We celebrate and support cyclists in their diverse pursuits, encouraging them to push their limits, forge connections, and discover their true cycling potential.

Deliverables

- Product brochures
- Website
- Press advertising

Role

- Business plan & brand positioning
- Brand strategy development
- Brand development
- Visual identity development

Jed Harrison



VELO BEAST

Jed Harrison





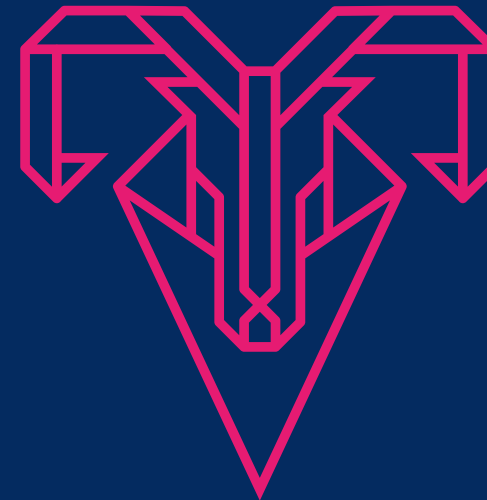
The Wolf

A cyclist who values the social aspects of group riding while also cherishing the freedom and introspection that comes with solo riding.

Training path

Solo endurance + mental toughness

**Pack riding
mentality**



The Goat

An adventurous cyclist who enjoys the challenge of mountainous terrain, seeking the thrill of steep climbs and exhilarating descents amidst stunning natural scenery.

Training path

Climbing mastery + pacing

**The hills
are calling**



The Lion

A driven cyclist relentlessly pursuing segment victories and the coveted KQOMs through unwavering determination and pushing their limits to the fullest.

Training path

Speed bursts + segment domination

**Segment
hunter**



The Rhino

For this cyclist, nothing beats the rush of chasing and surpassing power targets, as they are fascinated by the science and precision behind optimising their performance on the bike.

Training path

FTP-obsessed power plan

**Power to
the cyclist!**



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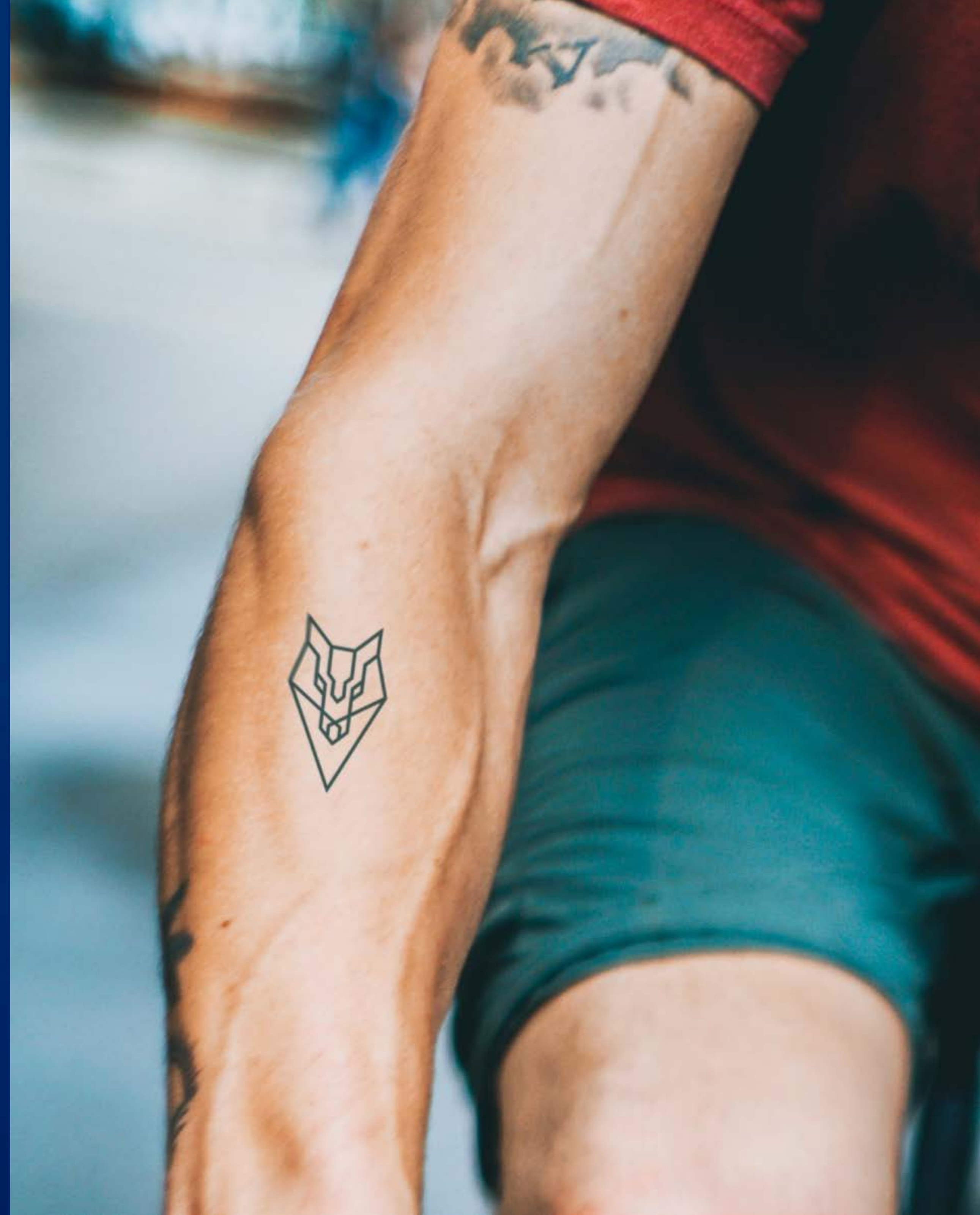
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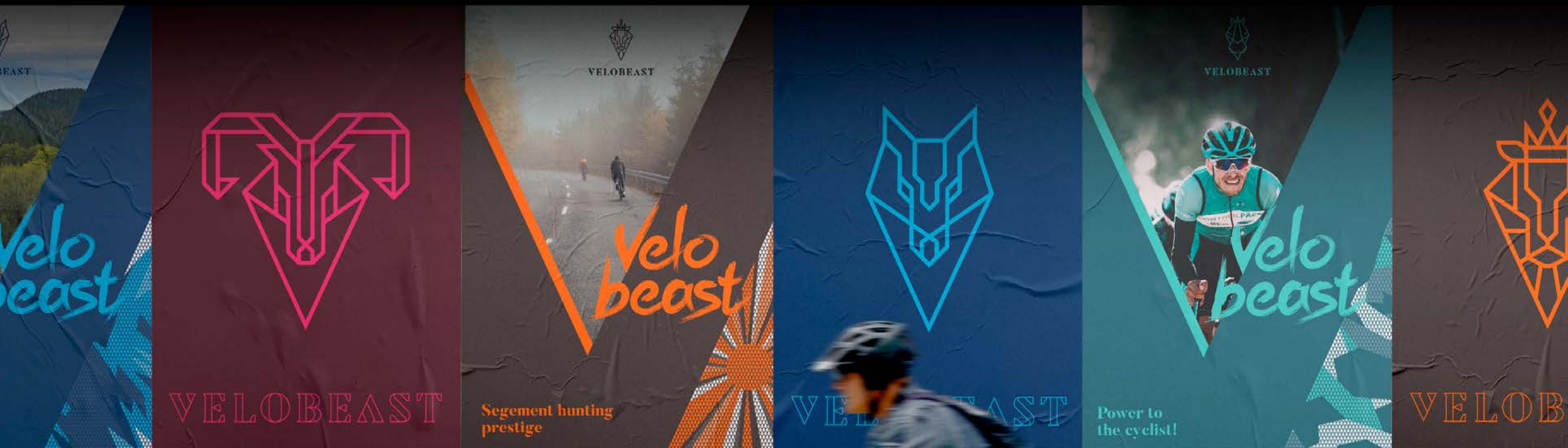


Velobeast



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Aperam

The project

Aperam, a global stainless steelmaker, set out to position itself as a leader in the circular economy. They needed a sustainability sub-brand that could express this vision with clarity and impact. This case study showcases the journey through various design executions and explores how design thinking was used to reflect circular principles such as continuity, renewal, and flow through a bold and adaptable visual identity system.

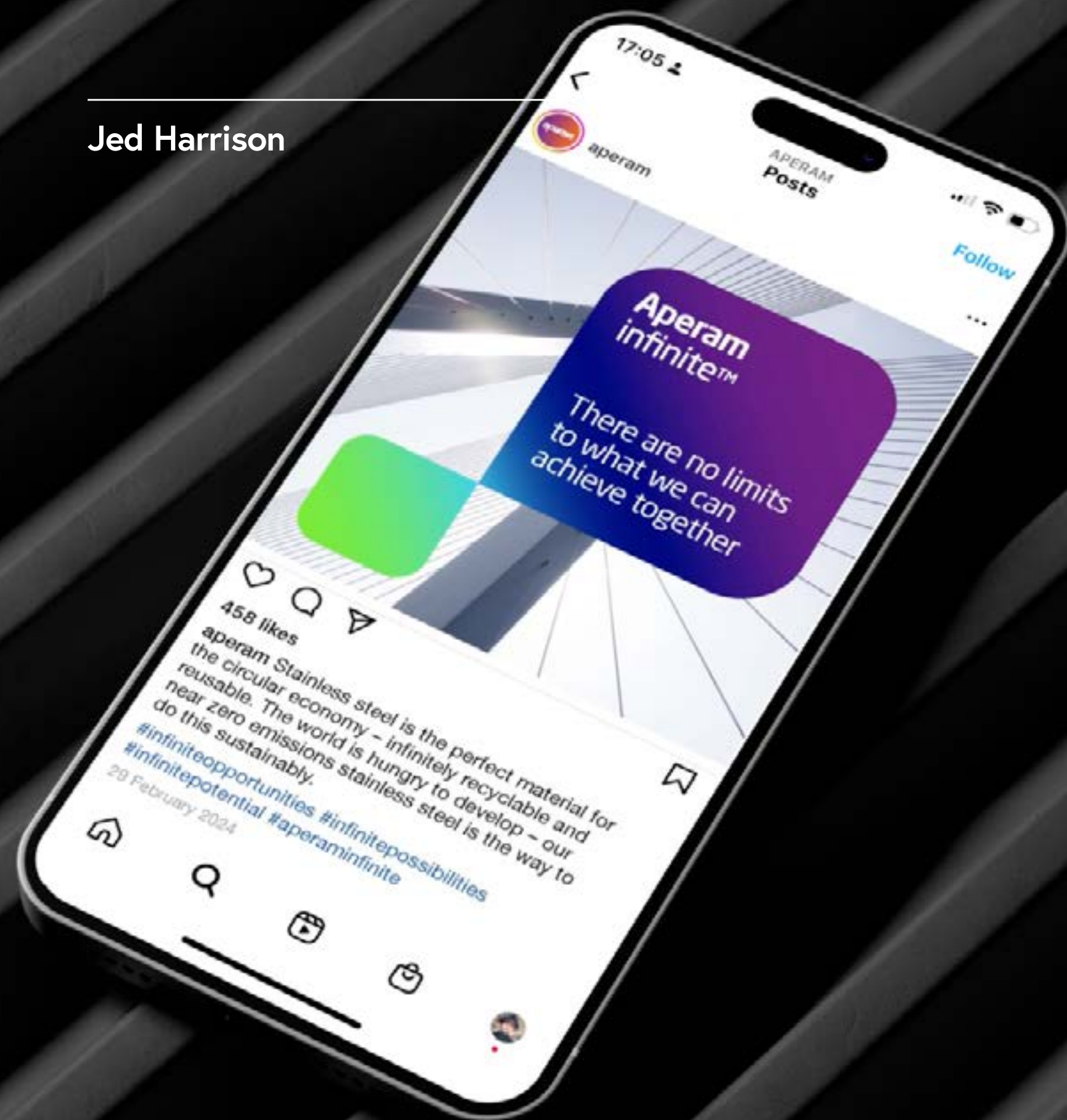
Deliverables

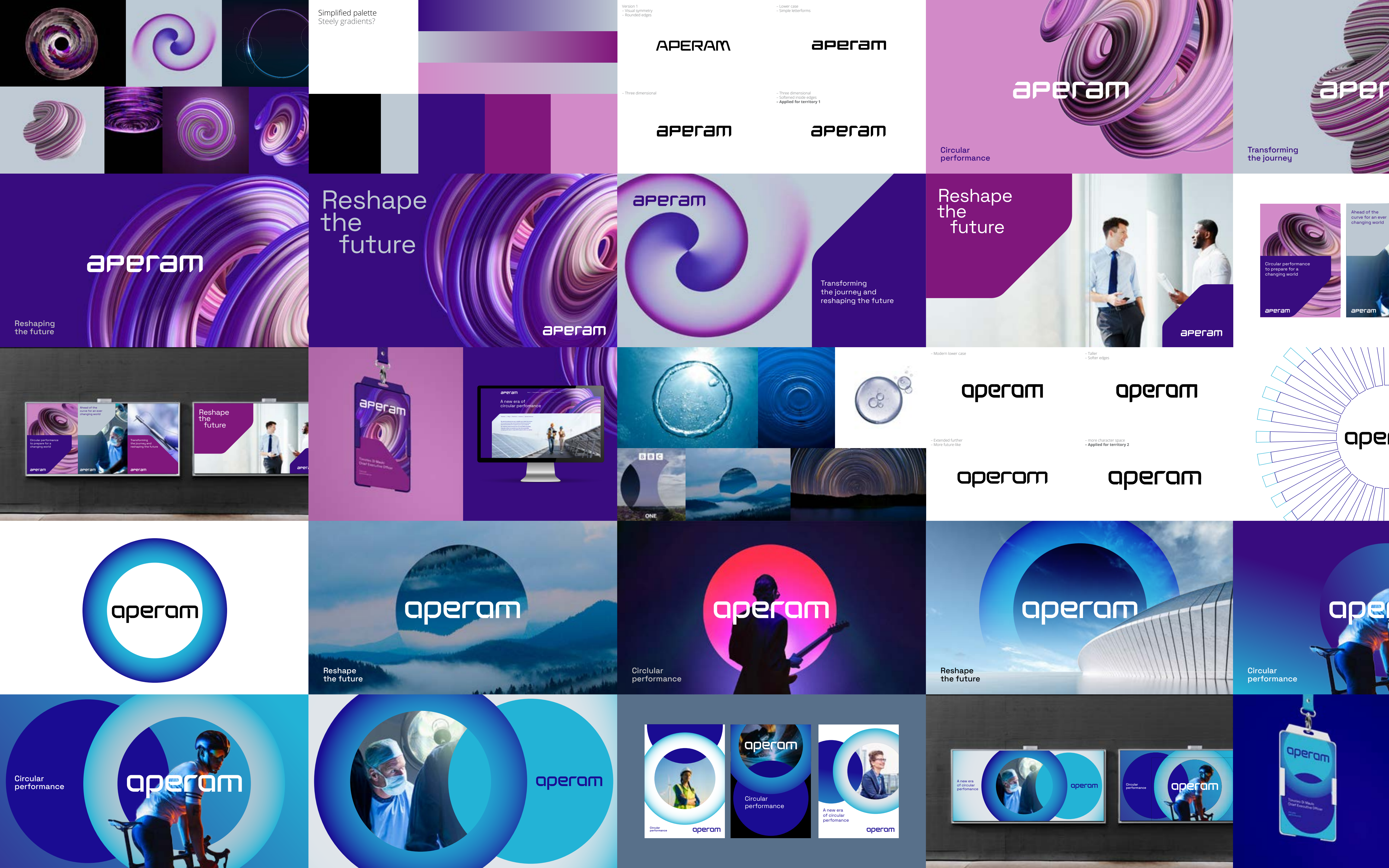
- Exhibition spaces
- Social media and ad campaign
- Website
- Corporate literature
- Visual identity guidelines

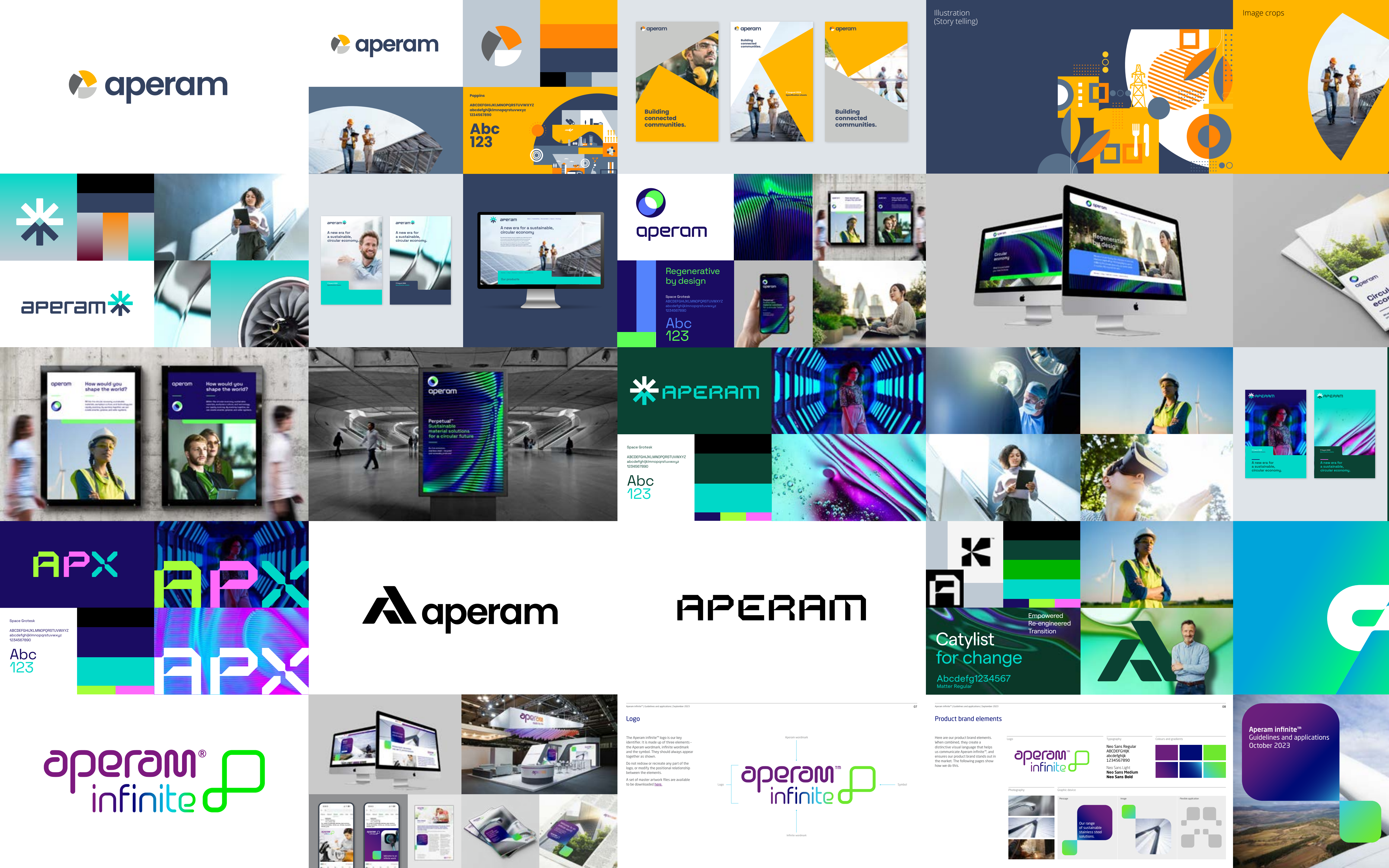
Role

Visual identity development

Jed Harrison







Thanks for looking

