



TOM CATO

PORTFOLIO ●



- PRODUCT
- LABELS
- PACKAGING
- BROCHURE
- LOGO
- STATIONARY



For adults use only

BOCA
bocatoothpaste.com

Designed for:

Bespoke Formulation Ingredients:

Chemist:
Date:
Best used before the end of:

Batch Number **75ml e**

Designed and Manufactured by BOCA (Croftscope Ltd)
at The Talbot Laboratories, BATH, BA2 6SH, UK

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BOCA
BESPOKE ORAL CARE

The term Boca is derived from the Latin 'bucca' meaning mouth. The concept of this design is minimalist chic, something elegant and reserved, yet bold and striking. From the use of monochrome to depict day and night, to the subtle composition of art deco typography adorning the background; BOCA was designed with the discerning clientele in mind.

The footed frame that envelops the label design is an approximation of the Chinese character for mouth, subtly hidden away from cliché; China being one of this product's main markets.

I feel I have introduced a new level of style and class in visually branding this product. In addition to the logo, I have created artwork for packaging in various forms, and a brochure that accompanies this truly bespoke product.



B O C A n o u n f . (a n a t o m y) M o u t h

PRODUCT

LABELS

PACKAGING

POSTERS

LOGO

Herbal



tides

The design of a range of not only compliant labels, but labels to have a striking over arching brand to build up recognition within this newly emerging market place. Legislation is constantly changing with regards to eliquids and electronic cigarettes, so heraltides wanted a design that can easily be changed as and when needed to meet these needs. 3D visualisations of the products were also supplied as posters and for web images. The custom net packaging has been designed to accommodate all three sizes of this product my client currently stocks.



The Love My Shisha range is an extension of HerbalTides. The client wanted an additional branding subset with which to sell the same products, but aim them at a more targeted market.

These designs employ bold washes of colour set against clean whites. This is based upon 'pollination theory' a concept of my own pen, based upon observation of trends, marketing & design strategies employed by mass consumer markets. In it's simplicity a lone colour on a single product may look good on it's own, but lacks attraction; collect products with the same design with different colour washes to create a spectrum and an effect of aesthetic attraction occurs, much like a bee to a flower.

Whilst there may be no hard science behind this theory, there is proof in the pudding, in that this is Herbal Tide's best selling product, and has the highest rate of restock by distributors.





- PRODUCT
- LABELS
- PACKAGING
- LOGO
- POSTERS



Café: Contains nuts. For external use only.
Store in cool, dry place. Do not store in direct sunlight.

raw SKINCARE

natural skincare that doesn't cost the earth

PRODUCT

LABELS

SOCIAL MEDIA

LOGO



The Raw Skincare product range spans 14 products to date. Raw Skincare aims to offer high quality, natural skin care products at a price point to suit everyone. A non-elitist, handmade product for everyone. As such, the design was created with this in mind; typography based labels in which the brand is portrayed via composition of text and bright colours. I was instructed to keep away from clichés associated with raw natural skin care. I feel I have created a product that does not adhere to any gender bias, and as such extending Raw Skincare's potential market without sacrifice.

- PRODUCT
- LABELS
- LOGO





Pilgrims Pleasure Quality West Country Ice cream by Ice Cream Studio 54; This range of ice creams has been created specifically for Plymouth Argyle Football Club for sale on match days.

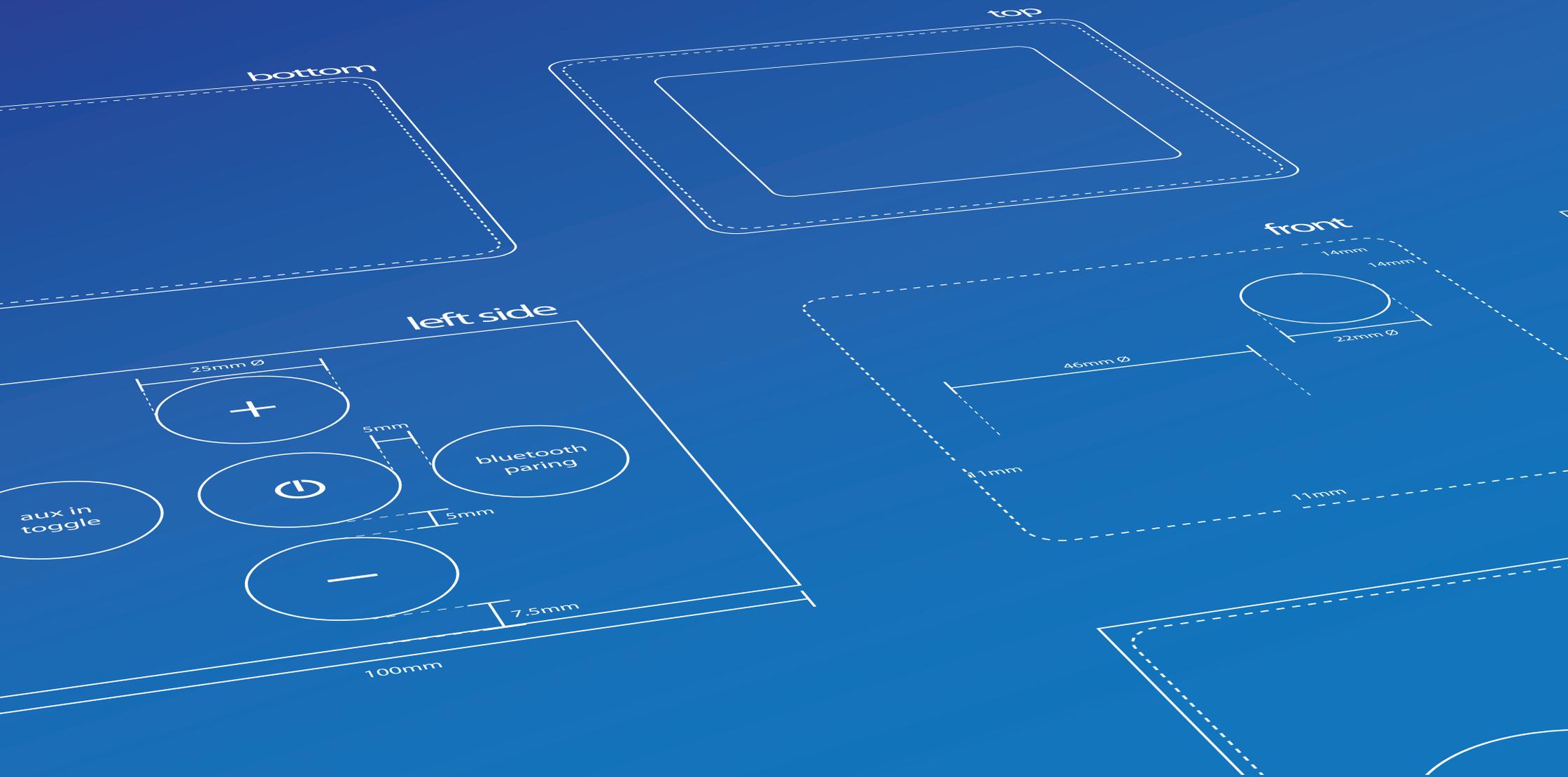
Keeping a classic ice cream design with the football club's colours, this has been designed with the supporters in mind. The range also extends to the away side featuring custom colours and graphics for the visiting team, bespoke labels are made for each and every match.

The range spans 12 flavours, each named after an iconic player from both past and present.

Conceptual design of five different 1,000cm³ capacity wireless Bluetooth speakers. Paying particular attention to acoustics and the laws of sonic amplification; to create a product that not only fits in a high price tag category due to it's aesthetics, but also it's acoustics.

I supplied my client with technical drawings of each of the five speakers and additionally three 3D product renders to help visualise the proposed concepts, in several contemporary finishes.

Conceptual Speaker D



al Bluetooth Design

Client Withheld*

PRODUCT

TECHNICAL



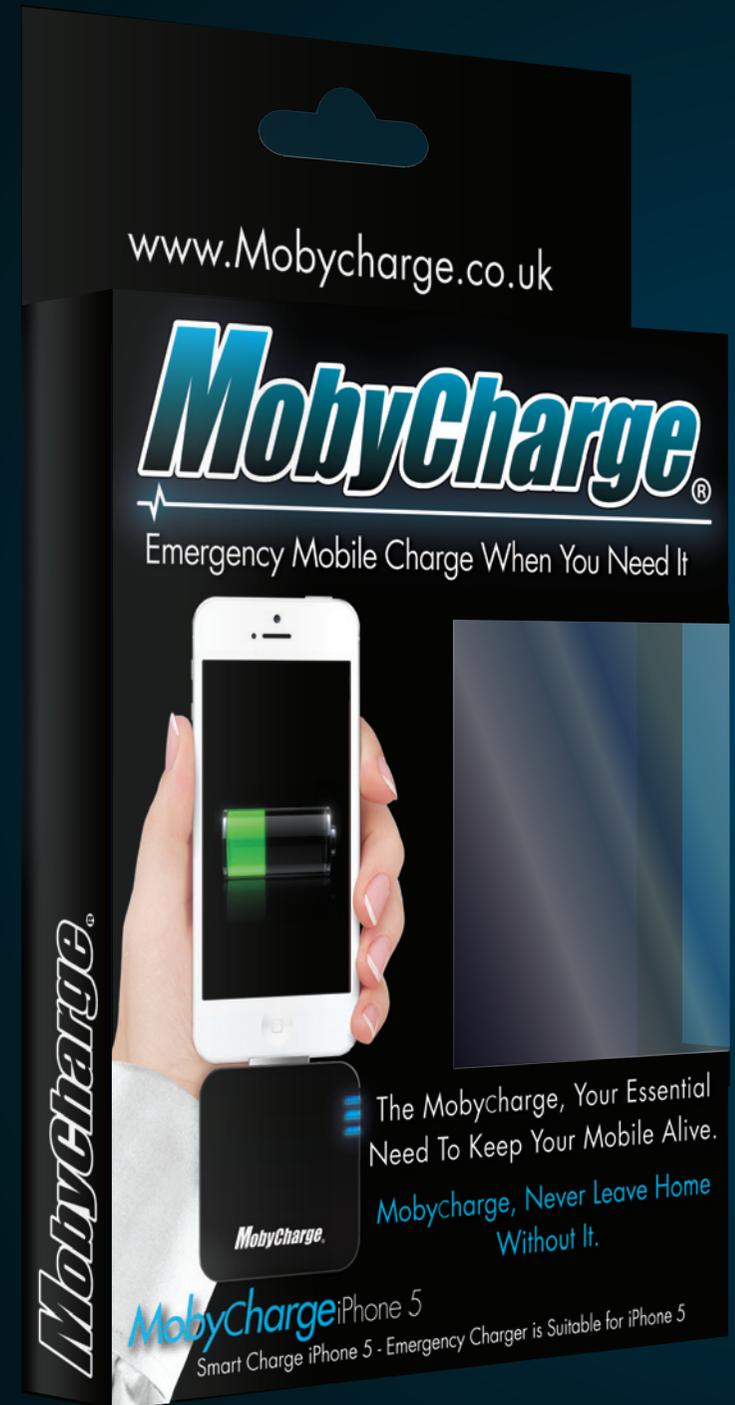
* Upon request I am unable to disclose the identity of this client.

MobyCharge®

Emergency Mobile Phone Charge When You Need It



- PRODUCT
- BROCHURE
- PACKAGING
- WEB
- LOGO
- VIDEO



www.Mobycharge.co.uk

MobyCharge iPhone 5

- ✓ Smart charge iPhone5 - can be used to charge all mobile phones with lightening ports.
- ✓ Plug in and power on the go automatically, easy operation, Blue LED lights to display capacity, and indicate charging and discharging status.
- ✓ Smart and Pleasant Appearance
- ✓ High Quality Charger which will not let you down
- ✓ MobyCharge a Quality Brand you can Trust
- ✓ Small size, Slim and light weight.

Smart Charge iPhone 5

Battery Type: Polymer
Dimension: 69.5*59.5*14.5mm
Capacity: 1600mAh
Weight: 57.6g
MicroUSB input: 5V 800mA
Rated Output: 5V 1A
Charging Time: Approx 3 hours



Made in P.R.C.

Design Protected

RoHS



CE

5

060356

790043

>

MobyCharge®

Design of 11 new products, some 3D visualised, others vector based. Box packaging and POS display stands to accompany. Website design, product renders & banners ranging from sales orientated to storyboard illustration. Product brochures for each product to enable potential distributors to have all the information they could possibly require before buying. And finally a short video presentation animating the features of the Mobycharge SmartCharge.



CUSTOM PRINT

ANY
SHAPE

ANY
SIZE

ANY
QUANTITY

INSIGNIA

Domed Labels
from INSIGNIA

Peel

&

Reveal

Peel & Reveal Labels



Photo
Quality
Print
Ice Cream Labels
from INSIGNIA

SIGNAL WORD

DANGER - Relating to the most serious hazard. In this example, the hazard statements show that it refers to the health hazards symbol.

HAZARD STATEMENTS

PRECAUTIONS

CHEMICALS

DANGER May be fatal if swallowed. Causes drowsiness or dizziness. May cause allergic reactions.

INSIGNIA

Chemicals

LABELS

TECHNICAL

ANIMATION

WEB BANNERS

CUSTOMER SUPPORT

Insignia Label Solutions Ltd is the sole reason why I can produce the results I can today, and for that I am eternally grateful. A few years back, before I made the leap into the freelance world, I was head of graphic design for Insignia. A varied role to say the least, from designing labels, redraws of clients artwork, print prep, customer support, marketing plans & application, to even running the label presses. This is why I have an on going relationship with Insignia, helping their clients get the very best from their labels. Pioneering new techniques in the industry to bring entirely new products to the market.

I created Insignia's formal stationary system based upon Adobe Acrobat fill-able forms. Forms that can be locked and sent to clients with edit restrictions, these were so good I made some for myself for the invoicing process.



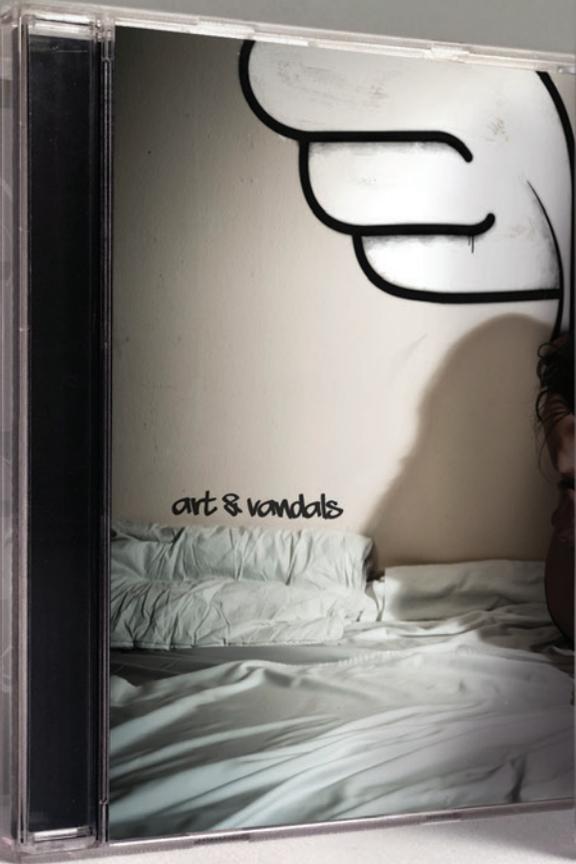
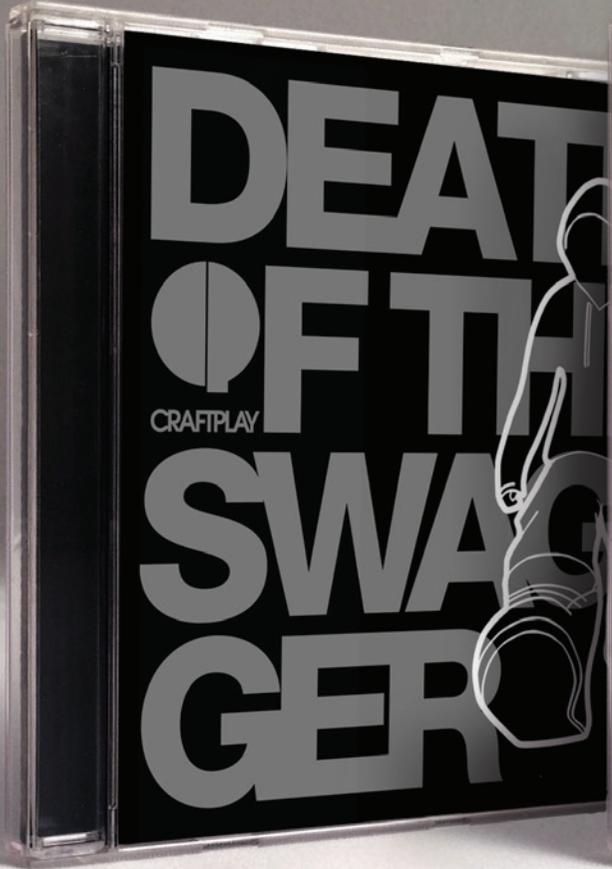
LOGO DESIGN

Each and every logo I design has three core values asserted before pen hits paper: The client, the purpose & the end application. Take Total Water Products Ltd for instance (bottom right) this client required a logo that was recognisable from the first instance, with 'clever' features secondary to brand recognition. With such a long name I felt it was necessary to abbreviate to 'TWP', and that's exactly what the first instance of recognition is. Secondary to that would be the water droplet and gradient colours, the brain associates with water. Tertiary to that may be that the highlights & shadows assume an approximation of the yin yang symbol, TVP's products are designed to make water in swimming pools safe, balanced. And finally, perhaps as an afterthought, the shape of the typography is somewhat reminiscent of a transverse wave, just like that found in a swimming pool or the sea. Many logo designers try to enforce that feeling of "Ahhhh... I get it!"... However, just like with this logo, not everything has to fit the same mold to assume the same level of 'clever'.



Eaze Smoke
WWW.EAZESMOKE.COM

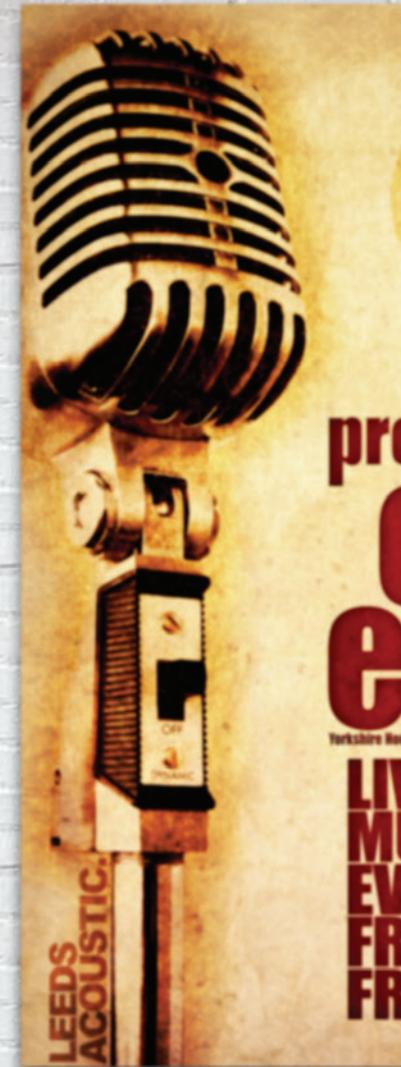
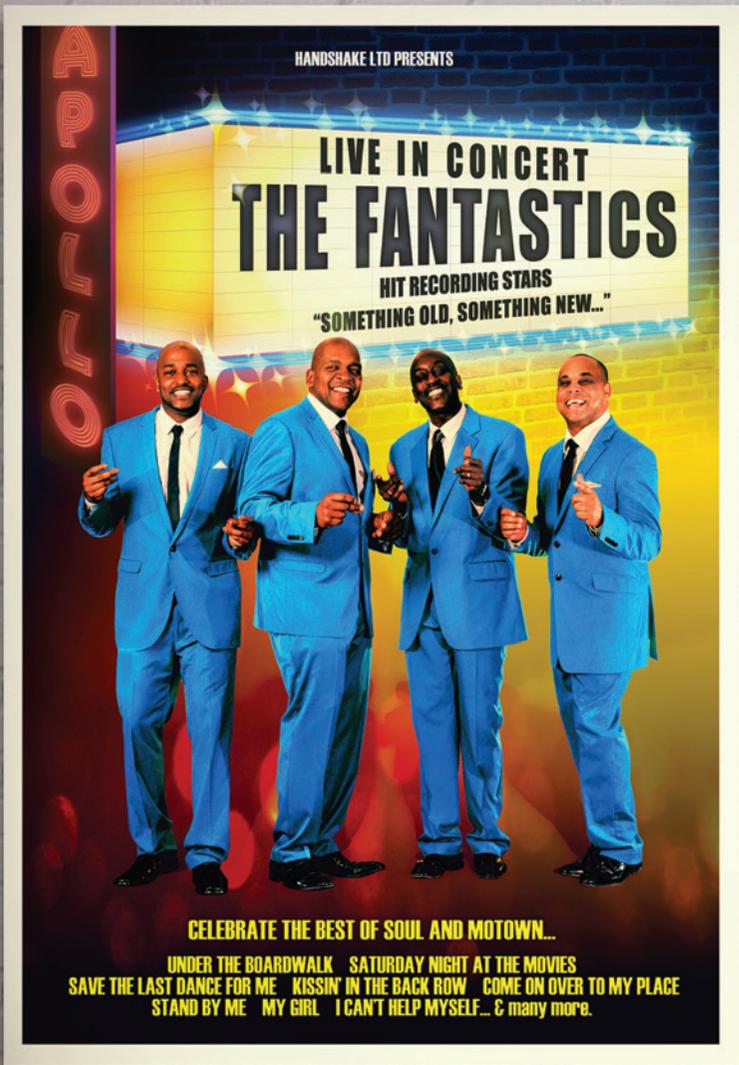






ILLUSTRATION

CD COVER ARTWORK



POSTERS

Prohibition
Over Easy

Live Music Every Friday from 7pm

These
JERSEY GUYS

The Music of Frankie Valli and the four seasons

SHERRY BIG GIRLS DON'T CRY WALK LIKE A MAN MY EYES ADORED YOU LET'S HANG ON
 BYE BYE BABY RAG DOLL FALLEN ANGEL CANT TAKE MY EYES OFF YOU CANDY GIRL
 GREASE WORKING MY WAY BACK TO YOU OH WHAT A NIGHT AND MANY MANY MORE

AS SEEN AT THE LONDON 2012 OLYMPICS OPENING CEREMONY

GRIMETHORPE COLLIERY BAND

THE WORLD'S MOST FAMOUS COLLIERY BAND. AN ENSEMBLE WITH AN INTERNATIONAL REPUTATION FOR EXCELLENCE, BOTH ON THE CONCERT AND CONTEST PLATFORMS, AND STARS OF THE FILM BRASSED OFF

ALDIAN
 GAVIN PRITCHARD
 JASON BARLOW
 MICHAEL BODDY
 MELISSA MADDISON
 ANDREW HOLMES
 ANDREW BANNISTER
 SANDY SMITH
 GARRY CUTT
 PHILIPPE SCHWARTZ
 JAMIE ROSSBOTT
 NICK YOUNG
 GARETH CRANE
 ROBINSON
 COOPER
 MADDISON
 HOLMES
 BANNISTER
 SMITH
 CUTT
 SCHWARTZ
 ROSSBOTT
 YOUNG
 CRANE

ILLUSTRATION

Whether it's a pen and paper or a graphics tablet, I always jump at the chance to go back to my roots and draw with my hands. Whether that's a mascot for Dynamite Explosive Growth to bring brand identity, or even a cartoon worm grinning on a hook! The pedigree beer label 'Greedy Pig', the one guzzling down a firkin was created for Hoppy Daze Brewery, they wanted to inject a sense of fun into their new venture into beer. As a marketing tactic this is quite clever, as there are so many micro brewery beers out there. Designs range from super stylish to minimalist and everything in-between, so here's my offering!



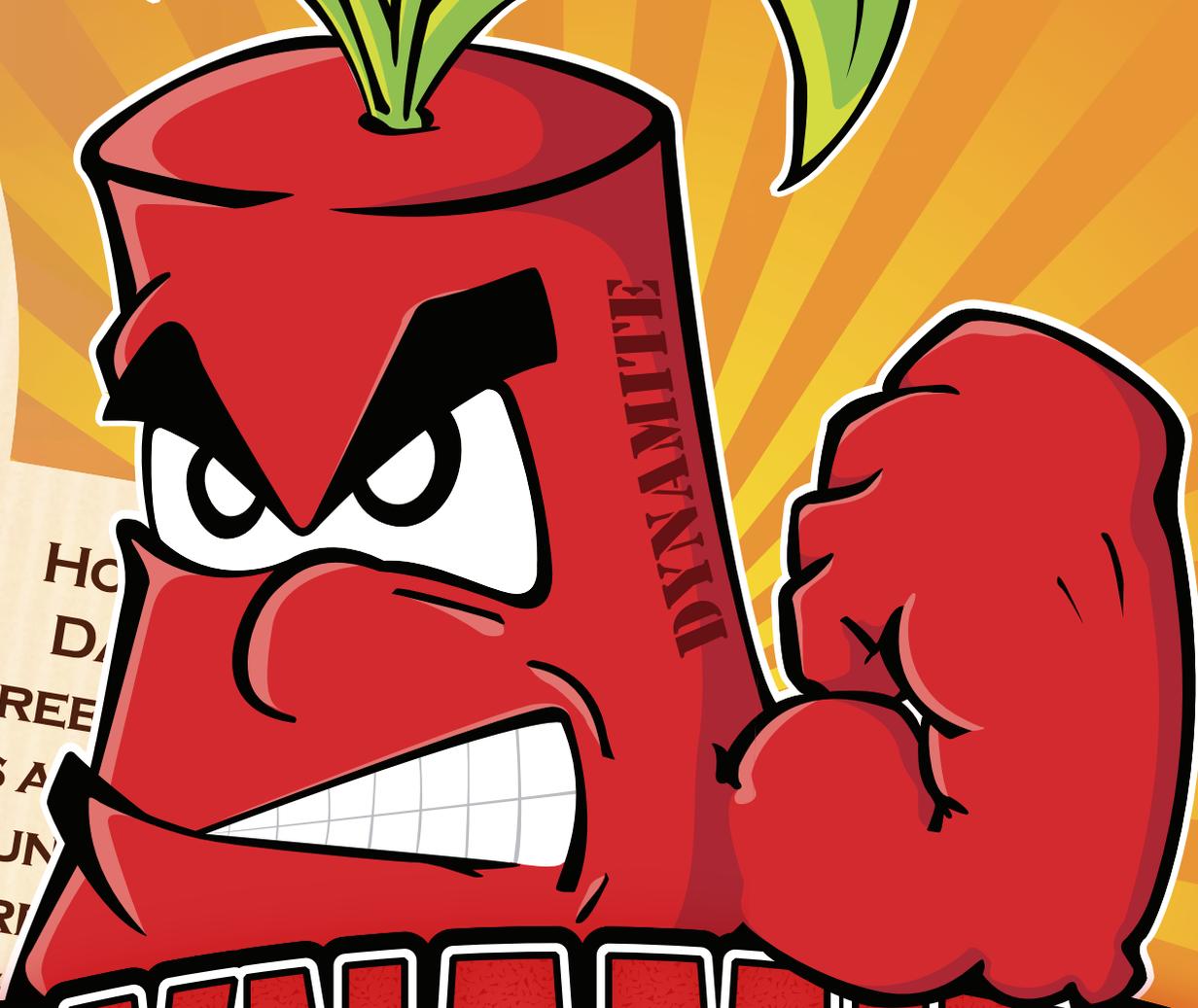
PIG D



500ML e
5% ALC.

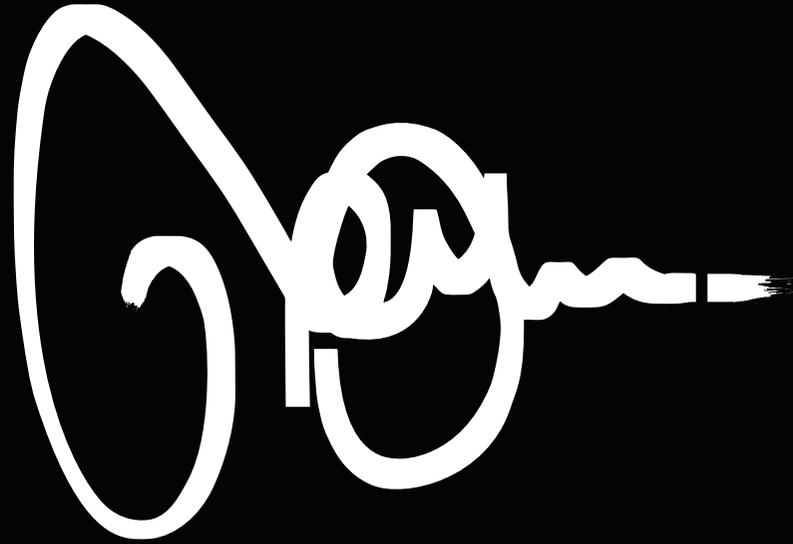
DOMAINE DES MONTARELS, F.34290.

HO
DA
GREE
IS A
RUN
GRI
G



DYNAMITE

EXPLOSIVE GROWTH



TOM CATO DESIGN

hello@tomcato.co.uk | 07815433241 | 01619454177

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