

Creative Designer / Artworker / Font Designer

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# Peter Ainsworth

## 2024 Advertising

Art Direction, design and  
artwork for Majestic Wine.

PORTFOLIO

A photograph of a dark glass wine bottle with a white label that reads 'the guv'nor'. The bottle is positioned in the center, with a blurred background of shelves filled with other wine bottles. A red circular sticker is placed over the lower part of the bottle.

**ONLY  
£8.99**

**The UK's  
No.1  
best-selling  
wine,  
exclusive to**

**Majestic** 

Only £7.49 if you Mix Six

## 2017 Branding, Font Design

First stage Asian Oil  
Company logo design and  
font design, which lead to  
the final design, right 2019.  
Minale Tattersfield.



## 2021 Brand Redesign

A client from inauguration in 2007, that provides services for everyone, including the Royal Family of Dubai.



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Gatwick Airport.

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# Font Design

Master Craft in typography.

abcdefghijklmnopqrstuvwxyz

Alizarin Anti-Sans

abcdefghijklmnopqrstuvwxyz

Strategy

abcdefghijklmnopqrstuvwxyz  
opqrstuvwxyz

Mercury

abcdefghijklmnopqrstuvwxyz  
opqrstuvwxyz

## Global Brand Redesign

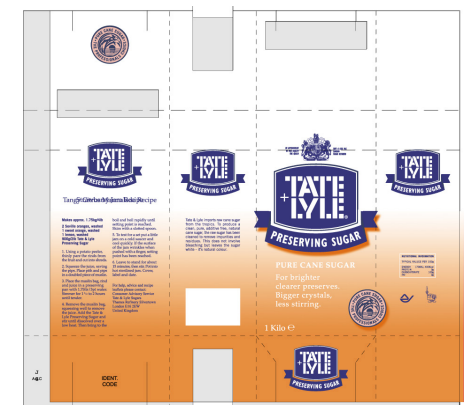
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M. Propre, Mastro Lindo,  
Maestro Limpio, Mr Clean  
et al... Full recrafting of  
logotypes to pull languages  
into line with the same  
visual cohesion,  
K-Creation, Brussels.



# Branding

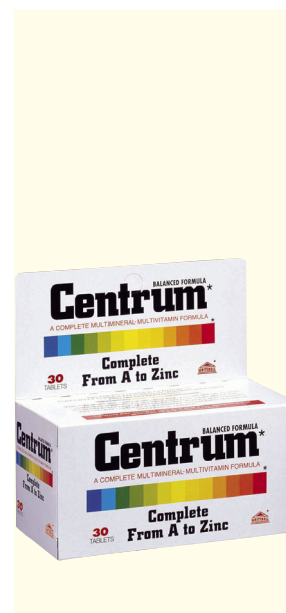
Recrafting of the Tate & Lyle  
logotype and artwork for full  
range of products.  
Turner Duckworth.



## FMCG Creative



Design, artwork and illustration.



Design and artwork for launch of Centrum in the UK, including Patient Information leaflet.



Pack redesign, plus Patient Information Leaflet.



## Publishing

Career highlights; Emap, The Sunday Times, The Independent and IPC Media, on titles Super Yacht Business and What Digital Camera.



## Advertising



**NEW PERSIL.  
DISSOLVES GREASE BETTER THAN ANY  
OTHER WASHING UP LIQUID.**



## Advertising

Managing Retail Business Development for a £38 million PLC, providing IT and ecommerce solutions, also this Ad for Sharp, a microsite linked to the main retail portal.

**SHARP.**

For colour-critical work  
the answer's black and white



**The new Sharp T1820 18" monitors with over 1 billion display colours**

It's all about image, quality of image. With over 1 billion colours the new Sharp T1820 LCD monitor redefines the palette in which you work. Capable of displaying a 1024-step grey scale with its 10-bit gamma table the T1820 can reproduce a more accurate grey scale than any previous generation LCD display. Colour-proofing and image correction can now be tackled without those old cumbersome CRTs and graphic designers, printers, publishers and photographers alike can all reclaim their desks.

- 18" SXGA Colour Monitor
- 1280 x 1024 dots
- Sharp ASV LCD panel
- Black TFT Anti-glare Anti-Reflection
- Brightness 220 cd/m2
- Contrast Ratio 400:1
- Viewing Angles: 170° (h) 170° (v)
- >1 Billion display colours
- Analogue & Digital Connection
- Panel Response Time: 25 ms
- Power Consumption: 51 W
- sRGB & ICC Colour Management
- Portrait Rotate Mode
- TCO99 Compliant
- ISO13406-2 Compliant

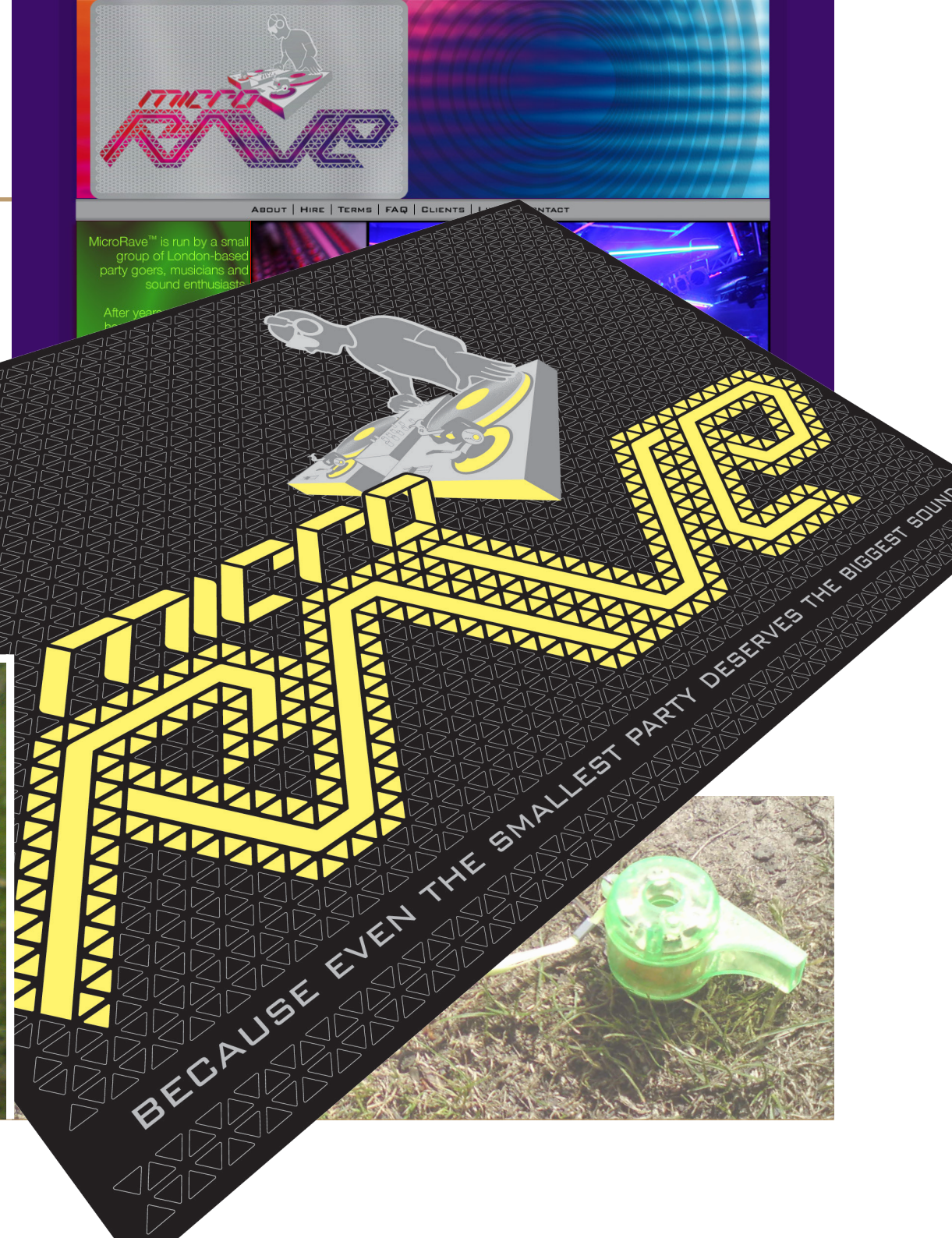
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**Online**

## Branding - MICRORAVE™

Original branding and web site for startup sound and light hire company that began supplying an array of clubs and then major venues across the country including the O2 Academy Arenas. The metal business card is acid-etched and laser-cut from 300 micron stainless steel. The 52° grid echoes the trusses used on stage and tolerances were carefully calculated to work. All fonts are original.





## Illustration



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Ainsworth  
creative