

WILL HALL

GRAPHIC DESIGNER

PORTFOLIO 10 / 26



OK, YOU CAN STOP LOOKING NOW, YOU HAVE FOUND ME ...

Many people are content and happy with what they have, but not you,
you want to improve and strive for change - this is where I come in.
I am a designer with over 25 years experience working for
leaders in advertising, beverage & vending industries.
Experience that can now benefit you... it's your move!

INTERIOR DESIGN

SMOKIN'BEAN LOUNGE

INDESIGN / SKETCHUP

The brief was to create a new breakout area that reflected the relaxed, contemporary design language and welcoming atmosphere of the latest Smoking' Bean coffee brand.

The space was carefully designed to serve a dual purpose: providing an engaging environment for customer presentations while creating a comfortable, informal setting for staff to relax, collaborate and socialise.

A large presentation screen with surround sound forms the centrepiece of the space, complemented by a dedicated games area, private booth and a state-of-the-art kitchen designed to showcase the coffee experience.

The result is a versatile, hospitality-inspired environment that brings the character of the Smoking' Bean brand into the workplace.

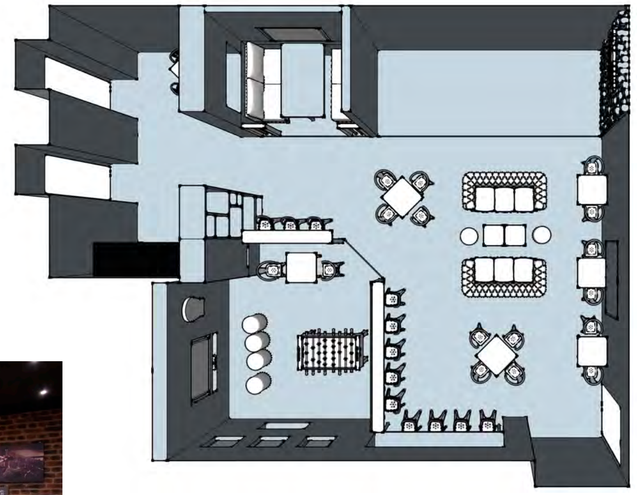


Full colour and material 3D render of floor plan



Floorplan showing raised gaming area, kiosk and kitchen area





Mono 3D render of floor plan

Photos of finished Lounge







ILLUSTRATION

SCA HALL OF FAME

ILLUSTRATOR

To celebrate staff achievement and strengthen a sense of ownership within the Smoking' Bean Lounge, each team member who successfully completed their SCA certification was recognised with a personalised portrait on the Wall of Fame.

The portraits were designed as stylised caricatures, using simplified geometric forms and a limited flat-colour palette to capture each individual's likeness while maintaining a cohesive visual language across the collection.

The installation transformed a functional area of the lounge into a personal and evolving feature, celebrating professional development while reinforcing the relaxed, community-focused character of the space.





SCA Certified staff

INTERIOR DESIGN

PIACETTO CAFÉ

SKETCHUP

For the Tchibo Epsom head office, we wanted to create a more formal setting than the existing Smokin' Bean lounge—an environment that would elevate and showcase our leading coffee brand, Piacetto Espresso.

The brief called for a light, contemporary Italian aesthetic, while also providing an opportunity to introduce design elements and details that had not been explored in previous spaces. The aim was to create an area that felt refined and considered, whilst still being welcoming and functional.

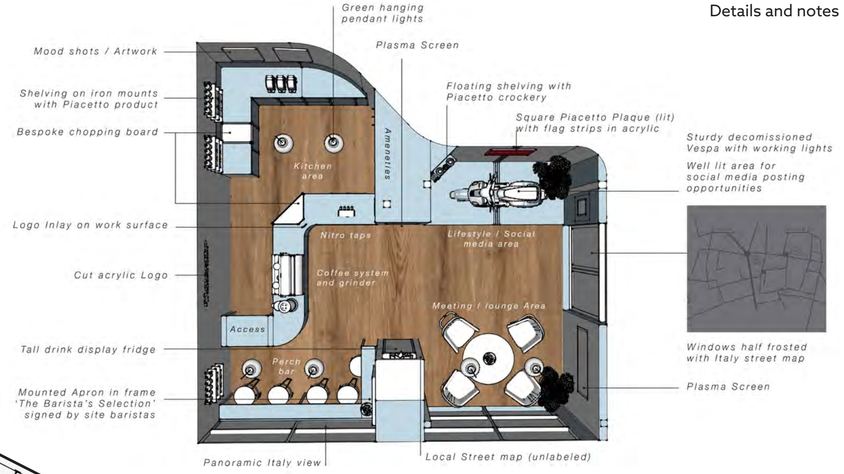
By combining a fresh material palette, contemporary Italian influences and distinctive design features, I created a space that gives Piacetto Espresso a strong visual presence and sets the area apart from the more informal environments within the wider office.



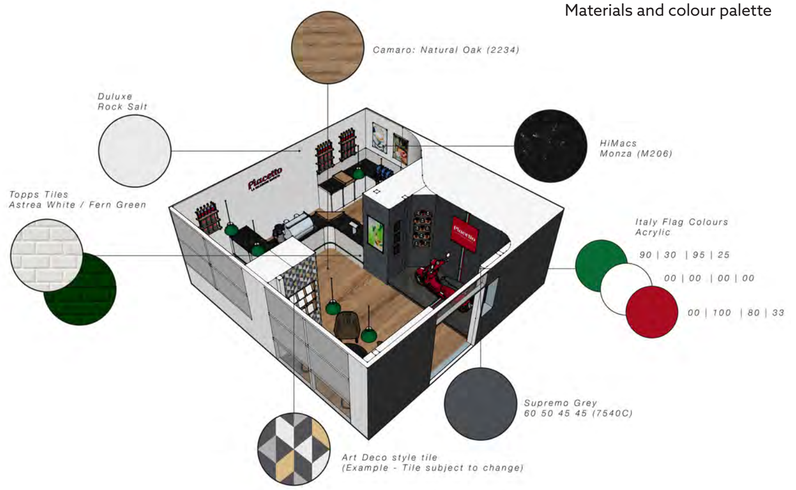
Full colour and material 3D render of floor plan



Details and notes



Materials and colour palette



POSTERS

PIACETTO CAFÉ

INDESIGN / ILLUSTRATOR

The posters played a key role in strengthening the visual connection between the Piacetto brand and Vespa, reinforcing the space's distinctly Italian identity. I also introduced bilingual signage, combining Italian and English to create an engaging and immersive café experience. This approach added a thoughtful design detail while encouraging visitors to engage with and learn the Italian language.



Piacetto poster variants







English / Italian signs





INTERIOR DESIGN

MATTHEW ALGIE

SKETCHUP

The redesign of Matthew Algie's Glasgow head office aimed to create a welcoming, contemporary environment reflecting the company's ethos of sustainability and passion for coffee.

The proposed design transformed the entrance, incorporating reception, waiting areas, a coffee corner and meeting spaces. A conservatory-style space, planted pergola and water features brought the outdoors inside, creating a calming atmosphere.

Existing rooms were reimagined to include a contemporary boardroom, informal meeting booths and an eco-café showcasing the company's latest products. By combining natural elements, sustainable design principles and functional layouts, the project aimed to enhance the visitor experience and create an inspiring workplace.



Full colour and material 3D render of floor plan



3D render of floor plan including ceiling, conservatory and porch roof

Eco Café and Conservatory Seating Area



Outside Seating Area / Pergola



Reception, Coffee Corner, Boardroom & Meeting Booths



EXHIBITION DESIGN

STAND & BANNERS

SKETCHUP / INDESIGN

Exhibition projects often require more than designing the stand itself; visualising the final environment is essential to understanding how furniture, graphics and brand elements will work together and achieve maximum visual impact.

Working closely with manufacturers, I developed the stand as a complete branded environment, designing everything from brochures and point-of-sale materials to bespoke coffee furniture and shell-scheme panels. Rendering the finished space allowed me to carefully consider positioning, scale and sightlines, ensuring every element worked cohesively within the overall experience.



3x2 Exhibition Stand



Pull-up-banners





LOGOS & ILLUSTRATION

ILLUSTRATOR

Logo design is fundamental to a designer's craft. The challenge lies in distilling multiple ideas, values and visual elements into a simple, memorable mark that communicates effectively at a glance.

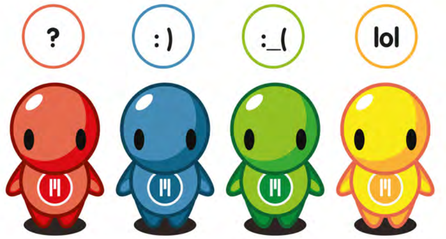
Throughout my career, I have developed a wide range of logos, from fully realised brand identities to exploratory and conceptual directions. Each project has provided an opportunity to find creative ways of simplifying complex ideas into distinctive and versatile visual identities.



PENDA - Consulting & Development



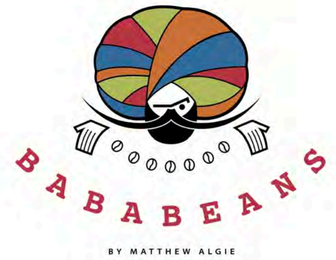
Mr Barista character created for a university coffee display wall

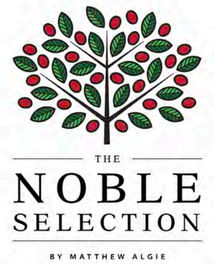


Micromen created for the Microtech brand



Corp Cover - insurance cover for businesses







Proposed Matthew Algie coffee brands based on coffee and MA origin



Epsom Primary - Re-designed Friends & Family logo



Alex Scott Files - Book Series



Smokin' Bean 1st Revision



Smokin' Bean Final

ILLUSTRATION

INFOGRAPHICS

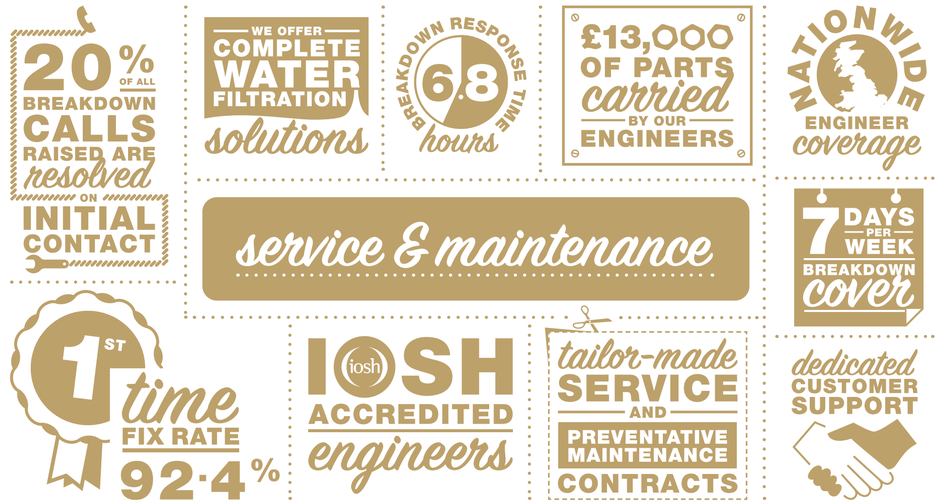
ILLUSTRATOR / INDESIGN

Working within Tchibo Coffee Service's brand guidelines, I designed a series of four infographic panels for both digital and print use. The aim was to present key information in a clear, engaging and easy-to-understand way while keeping the designs consistent with the brand's overall look and feel. I used layout, typography and visual elements to make the content more accessible and visually appealing across both formats.



Tchibo Coffee Service Infographics









BRANDING / INTERIOR DESIGN

HILTON BIRMINGHAM

PHOTOSHOP / INDESIGN

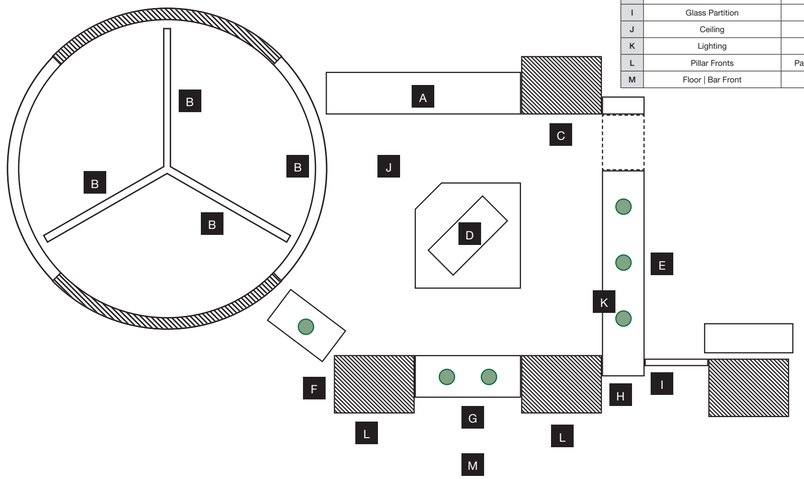
The Hilton Birmingham coffee bar was in need of a complete refresh. The existing space felt tired and dated, and was failing to attract the desired level of footfall.

I transformed the area with a strong Piacetto Espresso brand presence, introducing eye-level signage and branded vinyl floor tiles to create greater visual impact and improve customer engagement. The interior was further enhanced with a large bespoke shelving unit, incorporating a plasma screen to display menus and promotional offers.

The result was a more contemporary, engaging coffee environment designed to draw attention, strengthen brand visibility and encourage customer interaction.



2D floor plan



A	Shelving	Lighting and Rebuild
B	Revolving Door & Wall	Vinyl Branding
C	Wallpaper Wall	Paint & Image
D	Centre Podium	Clad, Plasma TV & Lights
E	Service Bar Front	Tile, Lit Strip
F	Pillar - Side	Branding
G	To Go Bar Front	Tile, Lit Strip
H	Pillar - Side	Branding
I	Glass Partition	Vinyl Branding
J	Ceiling	Black Tile - White Trim
K	Lighting	Pendant Lighting
L	Pillar Fronts	Paint - Branding - Dealer Sign
M	Floor | Bar Front	Floor Vinyl

Materials and colour palette



Photoshop render of coffee bar front



Photoshop render of coffee bar side



PUBLICATION

HILTON COFFEE GUIDE

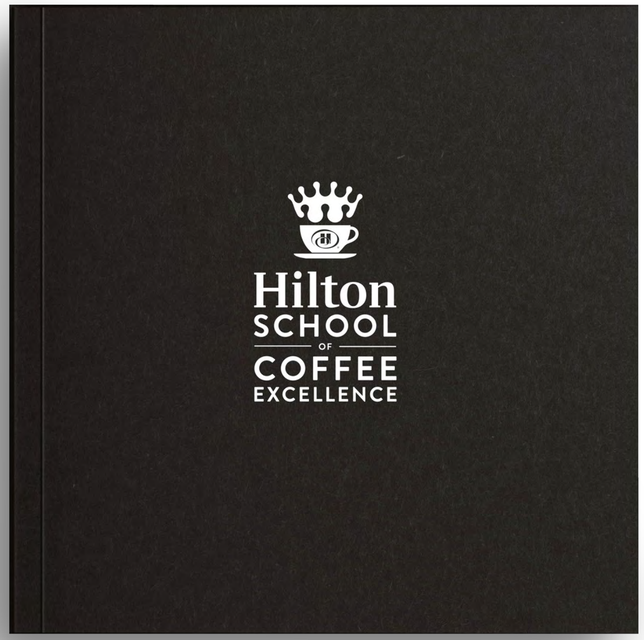
PHOTOSHOP / INDESIGN / ILLUSTRATOR

A key element of the wraparound coffee service offered to Hilton Hotels was a coffee-table-book-style coffee guide. I researched and developed the content, drawing on my own barista knowledge to create an informative yet engaging publication.

The guide combined coffee expertise with bespoke illustrations and caricatures of key people from both companies, giving the piece a distinctive and personable character. The result was a premium brand asset that brought together education, storytelling and visual design in a format designed to be both informative and enjoyable to explore.



Front Cover



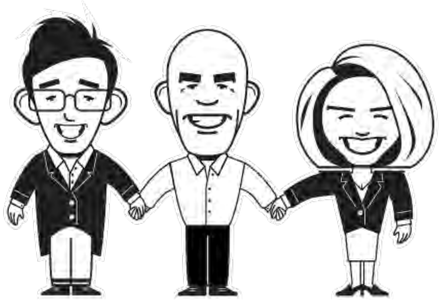
Inner-page spread





Caricature illustrations









B R A N D I N G

EXTRACT COFFEE

PHOTOSHOP / INDESIGN / ILLUSTRATOR

Extract is a coffee brand from Matthew Algie, created for the Irish convenience sector. The aim was to offer a premium coffee experience at a more affordable price point than Smokin' Bean. A bold, vibrant yellow colour palette was chosen to help the brand stand out from established competitors and grab attention on the high street. The result is a fresh, eye-catching identity designed to appeal to customers looking for quality coffee on the go.



Merchandised furniture unit



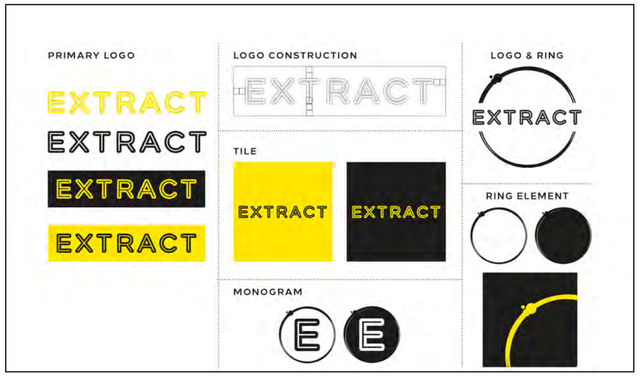
Large format poster



Photo shoot of finished to go cups



Logo brand guidelines



Swinging and vinyl sign examples



Branded Piaggio Ape



COFFEE
FURNITURE

COFFEE BOOTH EVOLUTION

PHOTOSHOP / ILLUSTRATOR

In 2009, I developed an initial concept to elegantly house our bean-to-cup coffee machine, ancillaries, waste and storage within a furniture footprint of just 1m². At the time, this was a completely new approach to the category, with the competition dominated by large, standalone machines such as Coffee Nation, some of which were comparable in size to a small car.

The concept evolved and was refined over several years, as the market responded and competitors began to adopt similar compact furniture solutions. The Tchibo system went on to become one of the most successful furniture units in the category, at one point eclipsing its established big-name rivals to become the leading coffee solution across the convenience and forecourt sector.





2009

The original Coffee Booth housing a bean-to-cup coffee unit, ancillaries, storage and waste as well as having a lit header and menu.



2010

The Coffee Pod, branded for a market where the Tchibo brand was relatively unknown to the consumer.



2011

The Tchibo Coffee Pod, built to house both the initial Bean to Cup Machine and our new Fresh Milk System. This coffee furniture shows a revival of the Tchibo brand and increased awareness - this design also mirrored the to go cup used.



2011

In an effort to use up the origin bean to cup machines - the electronics were re-purposed into the Inizio.



2015

The first of our sleek black Piccolo units - immensely popular due to it's simple style, coupled with a branded light box.



2017

Our most popular unit; with it's gold and blue branding and prominent cup pour graphic, the Premio took the convenience and forecourt sectors by storm.



2021

The latest Coffee to Go unit, branded in Tchibo's revampted Beige and Grey colour scheme.

COFFEE
FURNITURE

CAR SHOWROOM UNIT

SKETCHUP / ILLUSTRATOR / INDESIGN

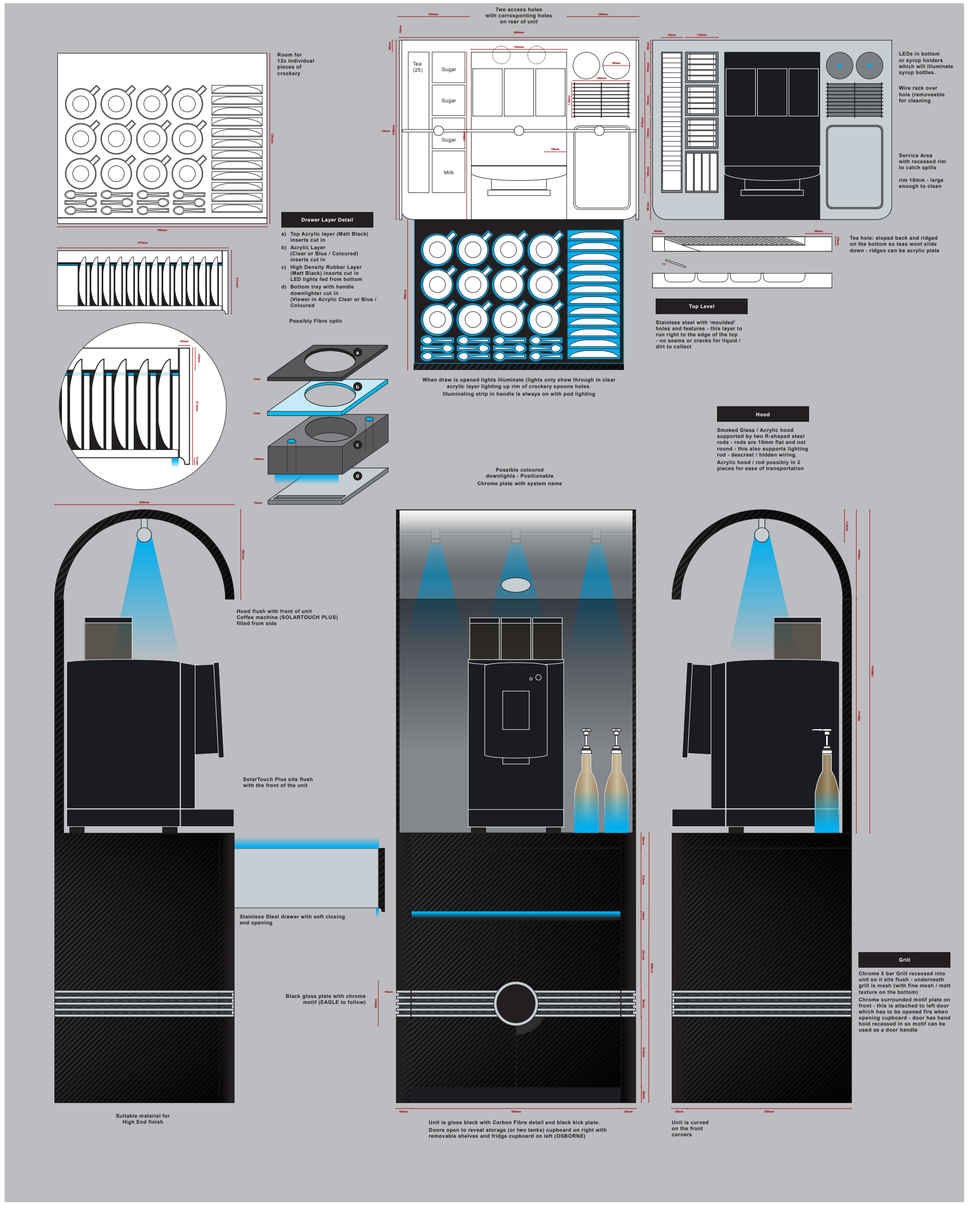
A key USP of Tchibo Coffee Service was our ability to provide bespoke solutions tailored to individual customer sectors. This proposed coffee unit was designed specifically for car showrooms taking inspiration from the styling of a high-performance sports car.

I used glass, steel and carbon fibre to create a premium aesthetic, complemented by dramatic integrated lighting. A concealed strip light within the canopy added a distinctive visual element, while an illuminated syrup bottle holder transformed the bottles themselves into a feature.

The main focal point was the utility drawer, designed with individually illuminated compartments to provide a visually striking solution for the equipment and consumables required to operate the coffee service.



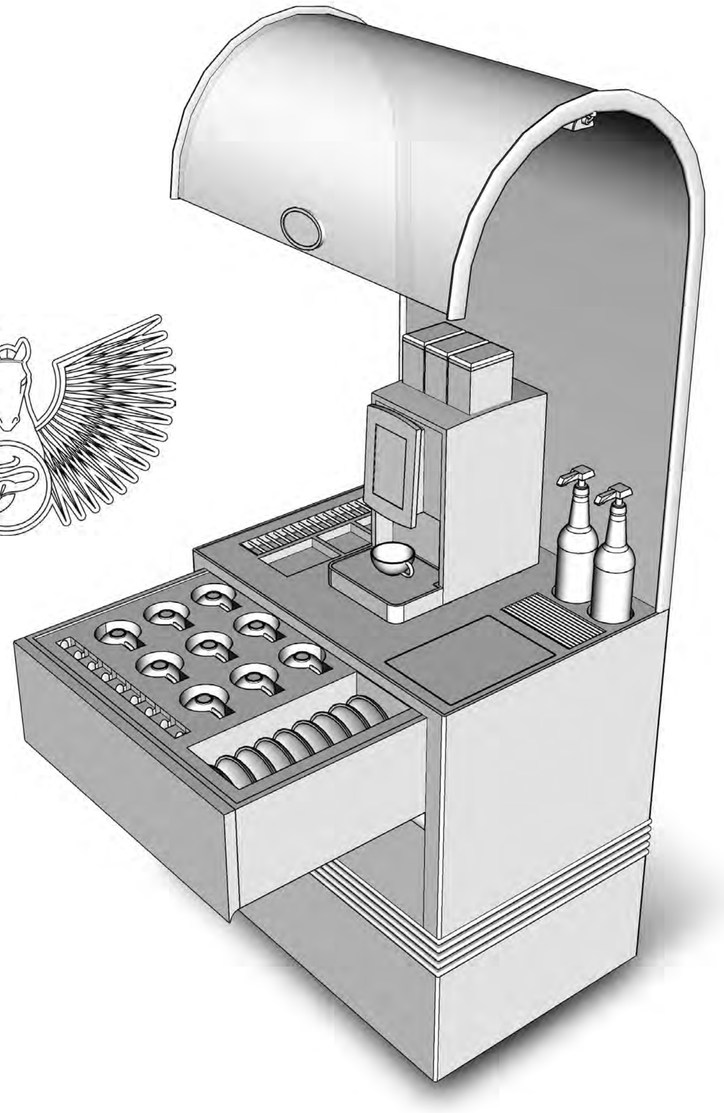
Measurements and details



Mono 3D render



Unit Badge



FURNITURE

BOARDROOM TABLE

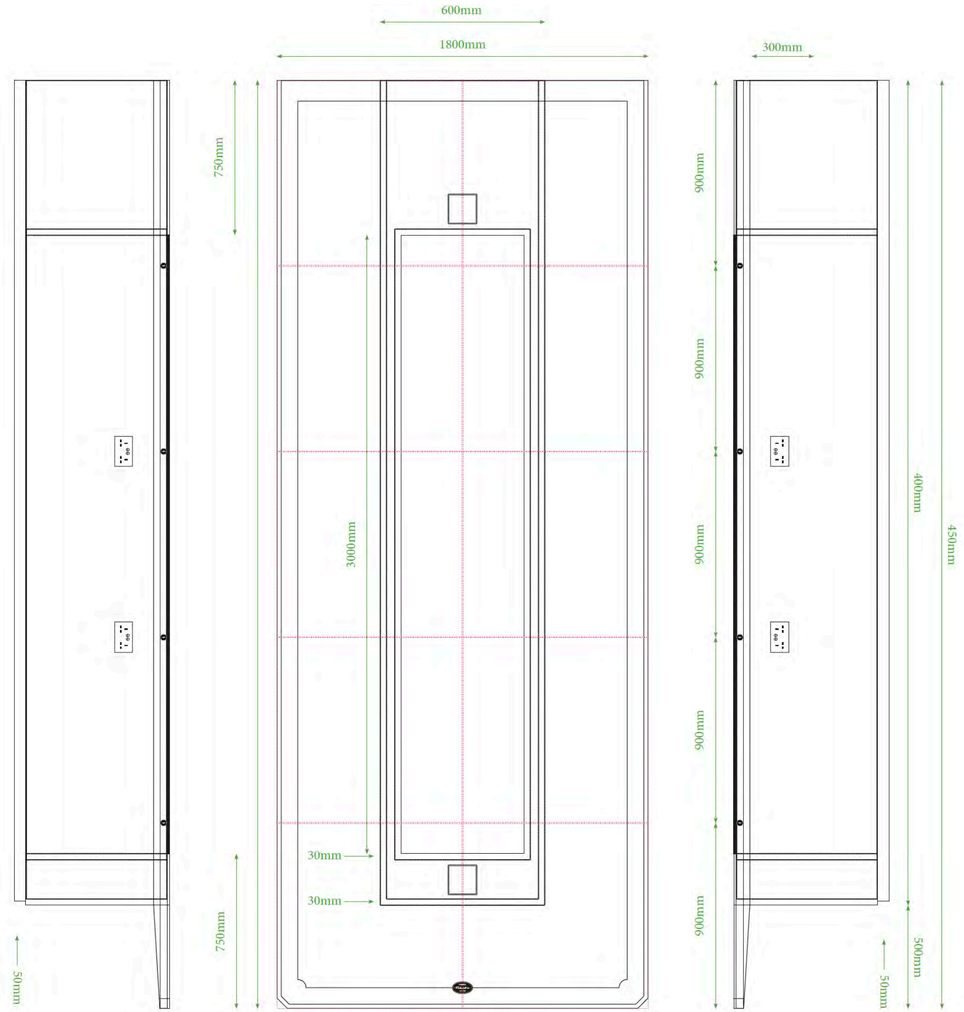
PHOTOSHOP / INDESIGN

A statement piece designed to reflect the heritage of the brand while introducing contemporary detailing and a premium finish

The table combines dark and aged oak, chosen to represent the company's history and longevity, with brass detailing featuring the original company logo. Modern functionality is discreetly integrated beneath the brass fixings, including USB connectivity and power. At the centre, a glass tabletop reveals a pool of light, creating a striking focal point and bringing a contemporary element to the overall design.

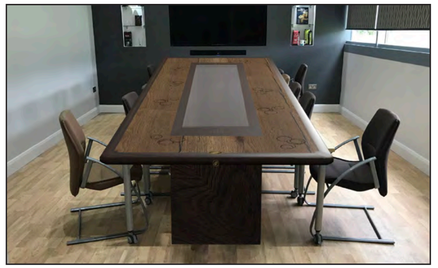


Measurements and Detail

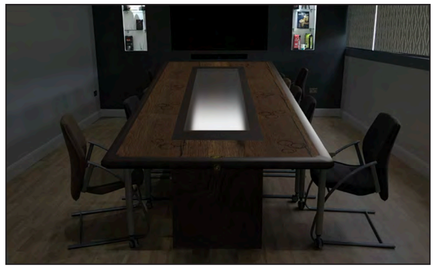


Seating Example

Mockup with lighting examples



Centre flood light



Materials and fixings



Toughened Glass Centre has to be removeable to access to lighting strip or for maintenance



Recommended concentration of cup rings where they may have collected over the years everything to be stained to look aged - although wood still to remain noticeably lighter than surrounding oak.



Dark surrounding wood to look high end and polished but to have noticable grain in the wood



Brass accents to recessed in darker areas also has screw holes

PUBLICATION

ESPRESSO WAREHOUSE

PHOTOSHOP / INDESIGN

Espresso Warehouse is the product catalogue of Matthew Algie, featuring one of the most comprehensive ranges in the coffee industry.

Having worked on the publication for the past seven years, I recently led a redesign to bring the catalogue visually in line with its sister publication, Stir It Up. The refreshed design introduces a more streamlined format, reducing both the overall size and page count while retaining the same level of product detail and breadth of range.

The result is a more cohesive, contemporary and efficient catalogue that balances usability and visual consistency without compromising on content.











PUBLICATION

STIR IT UP

PHOTOSHOP / INDESIGN

Stir It Up is the sister publication to Espresso Warehouse, featuring a seasonal collection of hot and cold beverage recipes created using products from the corresponding Espresso Warehouse range.
I redesigned the magazine with a stronger focus on usability, creating a more intuitive and engaging format that makes recipes easier to navigate, reference and revisit. The new design also encourages readers to retain each issue as part of a growing recipe collection, giving the publication greater longevity beyond its seasonal release.



Stir it Up Catalogue









DECALS

WASH ME

ILLUSTRATOR / INDESIGN / PHOTOSHOP

In 2024, Revolution Laundry underwent a full rebrand to Wash.ME, requiring the redesign and rollout of a comprehensive decal system across its UK machine estate.
The project involved developing decal artwork for 12 different machine variants, with a large-scale rollout across approximately 1,800+ machines nationwide. Alongside the core rebrand implementation, I provided ongoing design support, creating bespoke decals to accommodate individual machine requirements and operational needs.





Wash.ME Decal Range

DECAL GUIDE

WASH ME

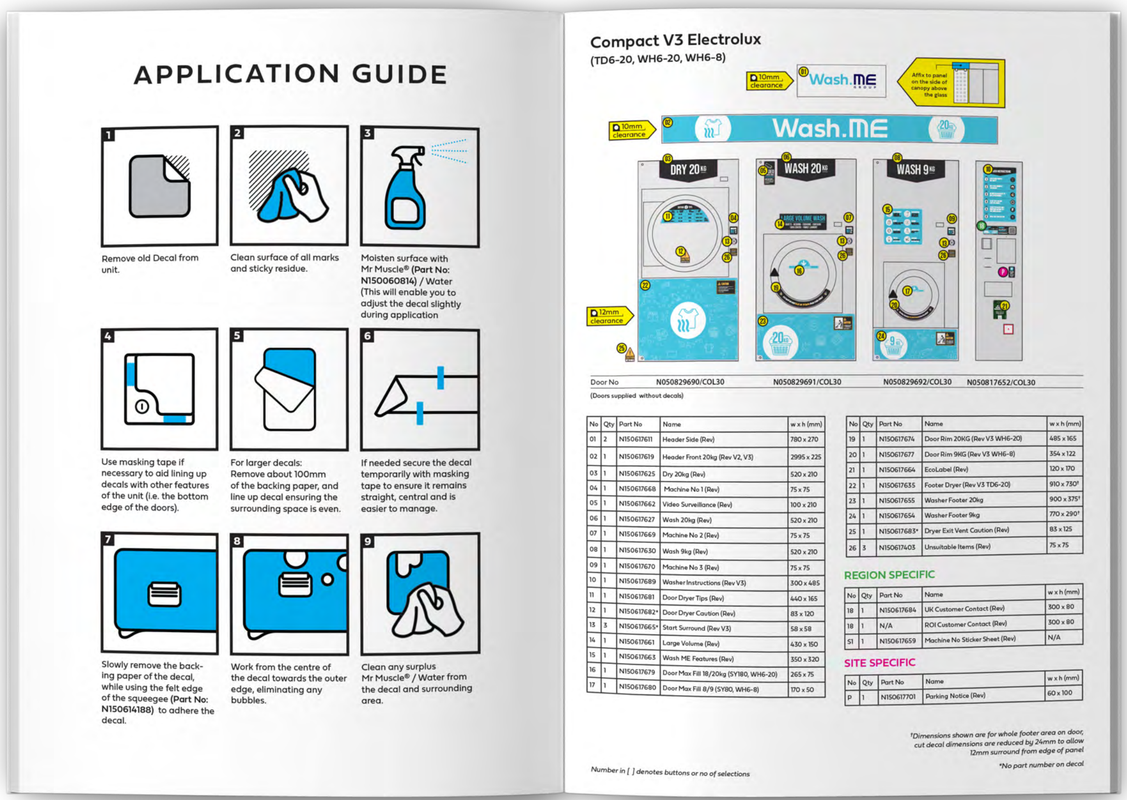
ILLUSTRATOR / INDESIGN

An equally important and complex element of the Wash ME rebrand was the creation of a comprehensive Decal Guide. Designed for use by engineers and sales teams, the guide provided clear guidance not only on decal ordering, but also on their correct application and placement across Wash ME's unbranded launderette machines.
The guide was instrumentalt he new visual identity application, ensuring every machine was branded accurately and consistently across different locations. By establishing clear specifications and practical application guidelines, it helped maintain brand continuity.



Wash.ME Decal Guide





DECALS

PHOTO ME

PHOTOSHOP / INDESIGN

As part of Photo ME's 2024 rebrand, I helped establish a consistent visual identity across the brand's 2450+ photobooth estate throughout the UK.
I designed a new series of graphics for the booth side panels, transforming an underutilised advertising space into a prominent brand touchpoint. The graphics were designed to strengthen brand recognition while communicating key messaging in a clear and engaging way.



Side Decal



Front Poster



Rolling Advertising Screens



CHRISTMAS CAMPAIGN

ME GROUP

PHOTOSHOP / INDESIGN / PREMIERE PRO / AI

Developed an integrated Christmas campaign connecting physical and digital touchpoints. The concept followed Santa as he attempts to take a passport photo in one of ME Group's photo booths—only to lose his defining characteristics due to passport photo requirements.

The story was brought to life across a Victorian-inspired Christmas card depicting Epsom, featuring the ME Group Launderette booth, Santa's photo booth experience and his resulting photo strip. The campaign was extended through a follow-up social media post, creating a cohesive narrative across print and digital platforms.



Photo.ME Christmas social media post



Christmas Card Post



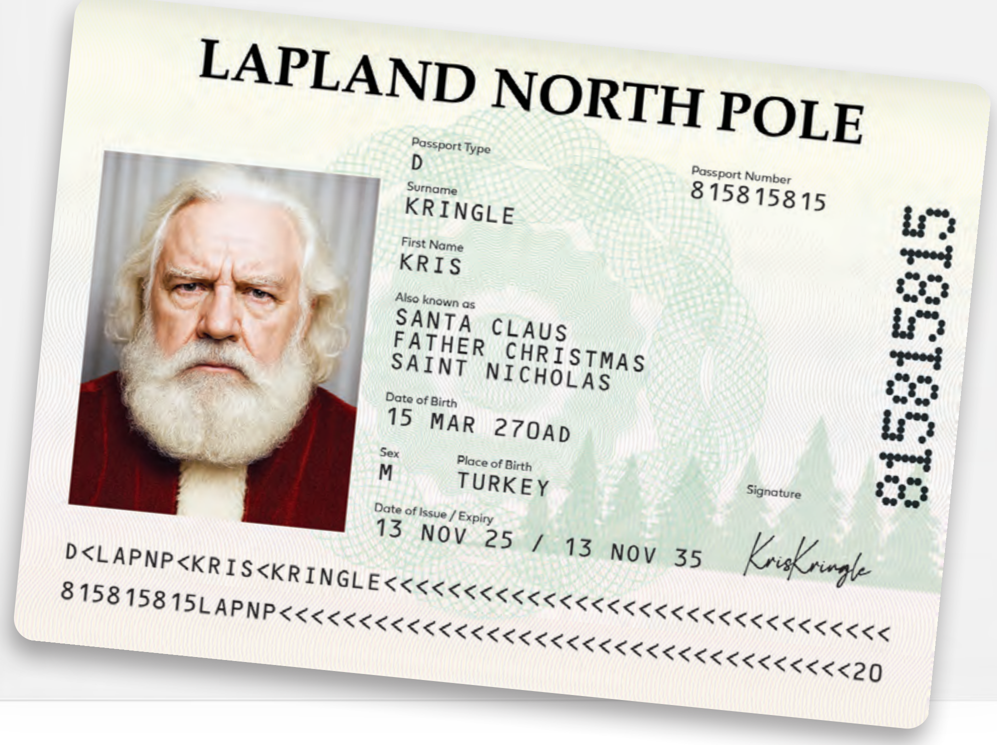


Christmas Card cover

Christmas card inside cover



Santa passport



MINI ME GROUP

ME GROUP

PHOTOSHOP / PREMIERE PRO AI

A series of social media campaigns were developed across Facebook to drive audience engagement, with performance measured through Likes, Follows and Shares. The most successful campaign was the ‘Mini ME Group’ campaign.

Inspired by the AI trend of reimagining iconic film scenes with baby versions of the original actors, I combined this concept with the distinctive character-driven style of Creature Comforts. The campaign featured real ME Group employees, discussing features of the company’s launderettes.

The campaign created content that was both relevant and engaging, while giving staff a sense of inclusion and ownership. This approach helped the campaign stand out while maintaining a genuine connection to the brand and its audience.





Mini ME Group social media posts



ME Group staff with Mini ME versions

BRAND DEVELOPMENT

DOGWASH

PHOTOSHOP / INDESIGN / ILLUSTRATOR

As a new innovation for ME Group, Dog Wash required a distinctive visual identity and bespoke machine decals for its external dog grooming stations. Building on the core brand imagery, the design features a playful puppy illustration with a water droplet forming one of its ears, subtly communicating the service while creating a memorable and engaging visual identity. The colour palette and clear graphic style ensure the branding is eye-catching, approachable and easily recognisable, bringing personality to the machine while reinforcing the purpose of the service.



Dog Wash Logo

DOG WASH by Wash.ME

Dog Wash banner



Pavement Sign



Dog Wash leaflet





BRAND DEVELOPMENT

KIDZONE

ILLUSTRATOR / INDESIGN / SKETCHUP

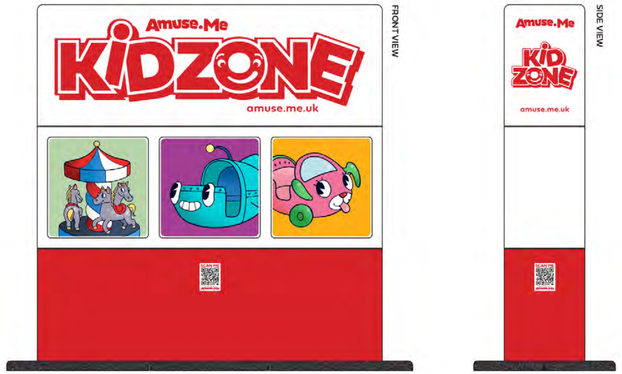
The existing Amuse ME rides lacked a dedicated platform solution, particularly for centrally positioned installations requiring secure power connections and clear, vibrant branding.

I designed a modular column system mounted on a robust metal base, providing a stable and adaptable platform for different installation environments. The column height could be adjusted to suit the positioning requirements of each ride, while all fixings were safely concealed beneath protective rubber feet

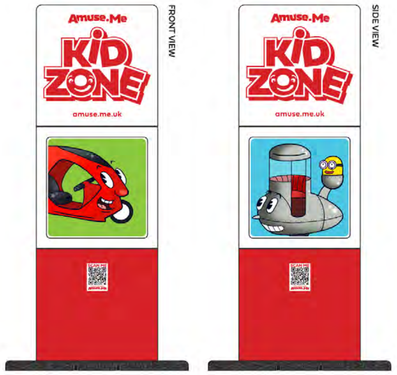
The design combined structural stability, installation flexibility and strong brand visibility, creating a practical and cohesive solution that enhanced both the functionality and visual presentation of the rides.



Triple column



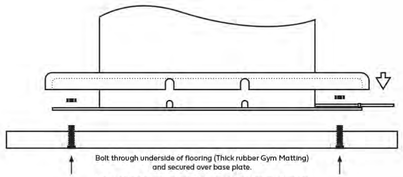
Single column



Short version



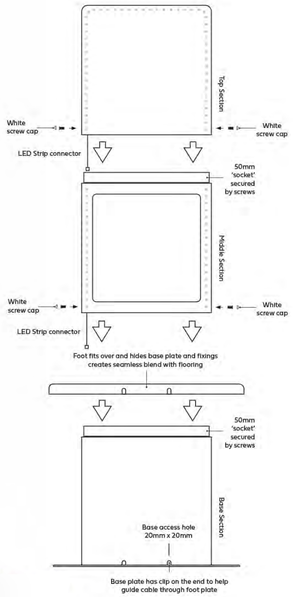
Foot construction







Modular construction



BRAND DEVELOPMENT

PLAYZONE

SKETCHUP / INDESIGN / ILLUSTRATOR

The ME Group and Morrisons collaborated on an in-store gaming experience, featuring bespoke furniture designed to securely house a PlayStation 5 console, display screen and sound system, with lockable controllers for customer use.

The installation enabled customers to enjoy a try-before-you-buy gaming experience on titles available in-store. Inspired by PlayStation's distinctive branding and iconic visual language, the design incorporated a sleek, curved aesthetic that reflected the premium quality and contemporary styling of the console.







BRAND DEVELOPMENT

PRINT KIOSK

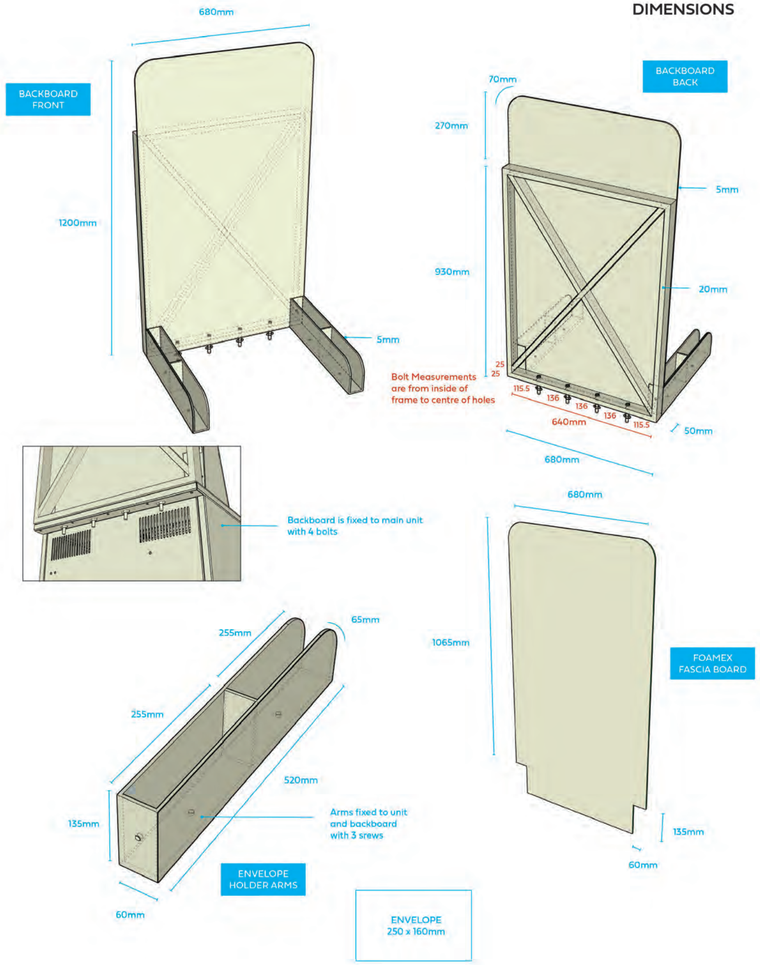
SKETCHUP / INDESIGN / ILLUSTRATOR / PHOTOSHOP

The installation of ME Group Photo Kiosks within Morrisons stores required a bespoke housing solution to accommodate the printer, screen, envelopes and associated equipment, while incorporating an advertising panel to promote the service.

Following several design iterations, the final concept focused on a cost-effective and practical solution, securing the kiosk housing to the existing base furniture. Finished in Morrisons branding, the design provided a cohesive in-store presence while ensuring the equipment was securely housed and the advertising area remained clearly visible to customers.



DIMENSIONS



MATERIALS





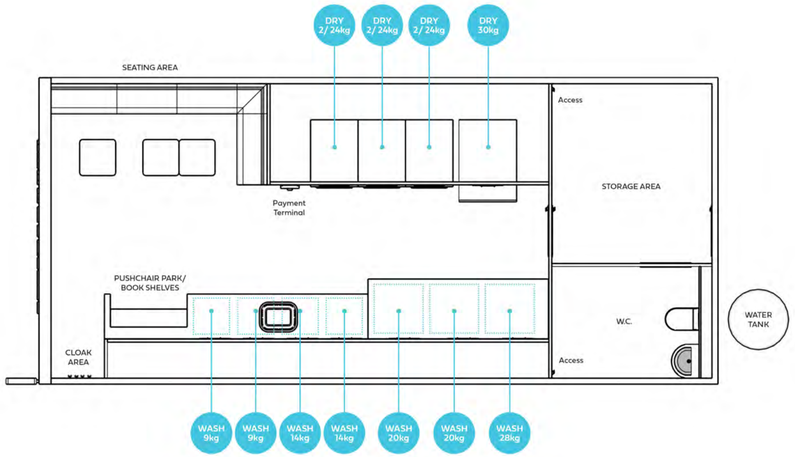
BRANDING / INTERIOR DESIGN

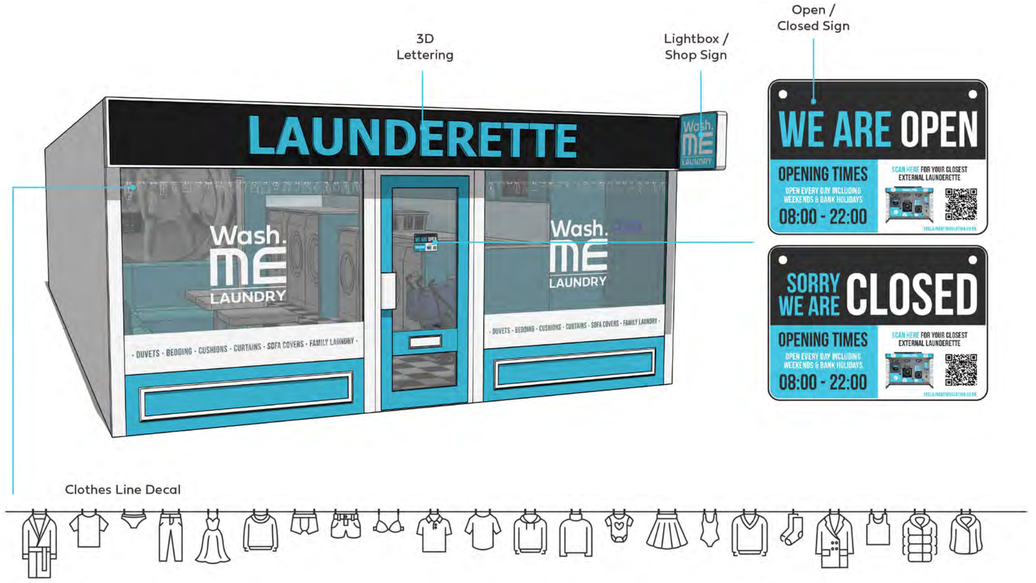
WASH.ME INTERNAL LAUNDERETTE

ILLUSTRATOR / INDESIGN / SKETCHUP

Alongside its established external launderettes, located at service stations and supermarkets, Wash.ME also operated a number of traditional high-street launderettes in need of modernisation and rebranding. Taking design inspiration from the brand's successful external locations, I developed a fresh, contemporary interior that transformed these spaces into welcoming and comfortable environments. The design focused on enhancing the customer experience through thoughtful, practical additions, including a dedicated pushchair parking zone, a book exchange library, comfortable seating and convenient tables. The result was a more inviting, user-friendly space that brought a consistent, modern identity to the Wash.ME brand.

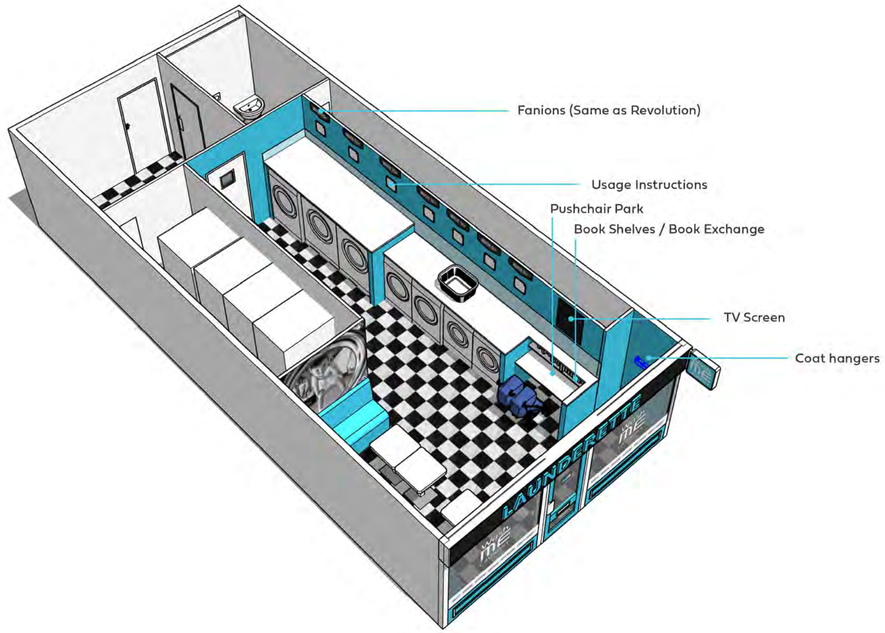








'Bubble' Branded Wall like Revolution Footer Possible 'Where's Wally type game)



OTHER WORK

ART & SKETCHES

DIGITAL / PENCIL

I enjoy revisiting my roots as an artist, whether that's putting pencil to paper or sketching digitally. I'm particularly drawn to portraits and caricatures, capturing character and personality through each piece. It's a great way to explore ideas, experiment with different styles and keep my creativity flowing alongside my design work.

