

Portfolio

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Profile

I'm a brand-led creative leader with 20 years' experience in independent creative agencies, helping ambitious organisations turn what makes them valuable into brands people choose, trust and advocate.

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Huboo

Helping a fulfilment brand that enables growth for its customers grow itself.

Problem

Huboo is an eCommerce fulfilment business designed around the needs of growing SMEs. Rather than treating customers' stock as one anonymous warehouse operation, Huboo gave each business its own mini-hub within its network, managing it almost as a business within the business. This freed their customers to focus on developing their products rather than packing and shipping them. Following rapid growth and a successful Series B funding round, the business was preparing for international expansion, but its brand had struggled to keep pace. It needed greater clarity and structure without losing the brand equity that had made it distinctive.

Solution

Working closely with the founders and C-suite, I led the creative development around the idea of **Enabling Growth**, connecting the role Huboo played for its customers with its own ambitions as a business. We evolved rather than replaced the existing identity, strengthening distinctive brand codes and developing the box mark into a trajectory device which made sense of their existing brandmark in alignment with the new strategic platform. We also expanded the visual toolkit to create a more flexible, consistent and scalable system across digital and communications. The result gave Huboo a stronger platform to express its personality and proposition as it grew into new markets.

Results

130%
business growth

£20m
new business



Businesses grow with Huboo

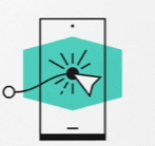


Enabling growth
I introduced a comprehensive brand toolkit which amplifies the idea of growth by adapting and building on the existing brand codes.

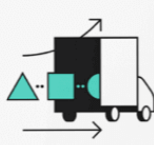




99.9%
Verified picking accuracy rate



4.8/5
Highest rated fulfilment provider



10,000,000+
Products shipped in the last 12 months



1000+
Clients trust Huboo, and growing fast

Whether you're a startup or a global enterprise, we can help you unlock your full potential with our fulfilment solutions. Our unique technology and people-centric focus, helps businesses of all sizes scale using 3PL.

Businesses grow with **Huboo.com**





Huboo

Grow your business through fulfilment



99.9%
Verified picking accuracy rate

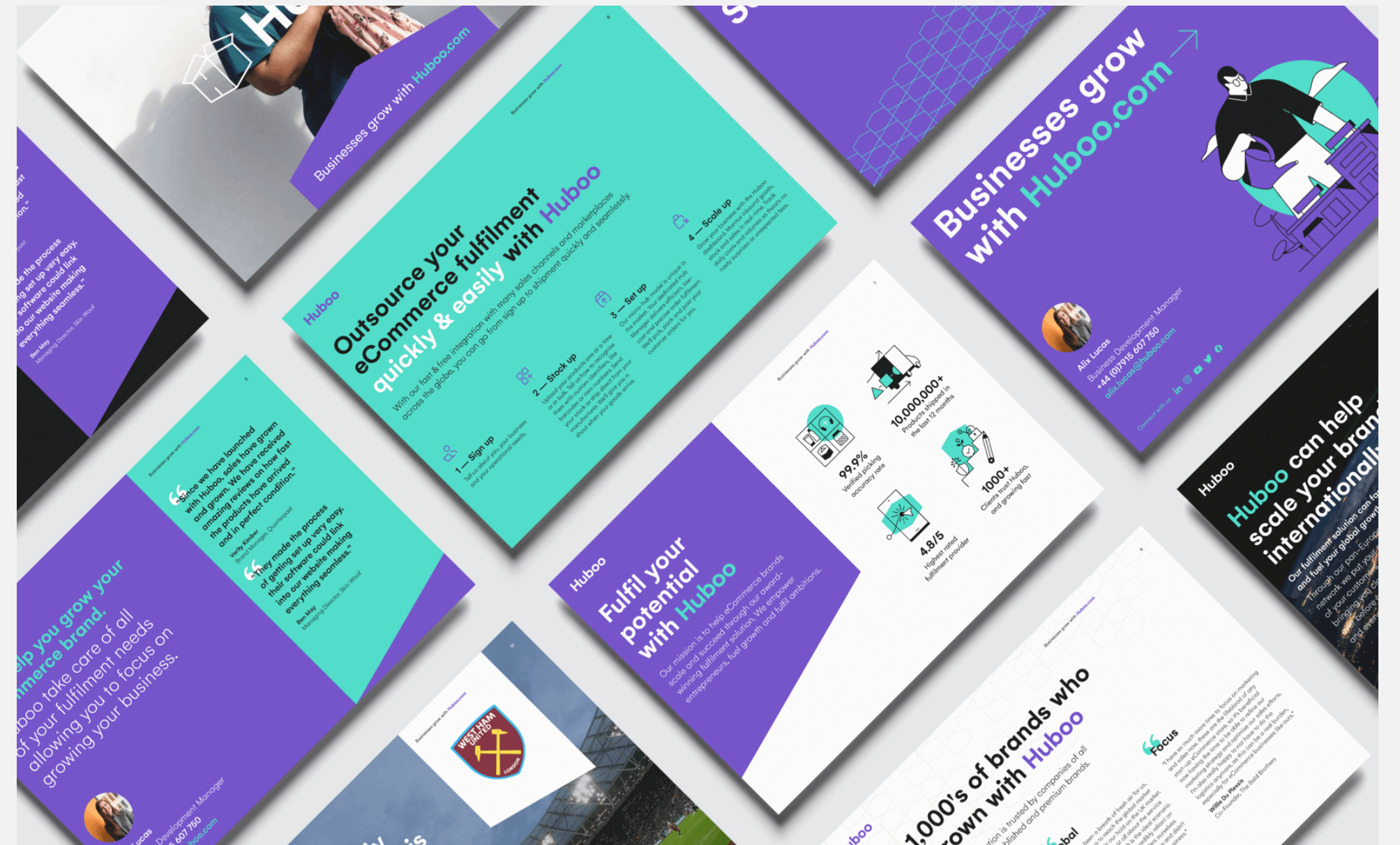
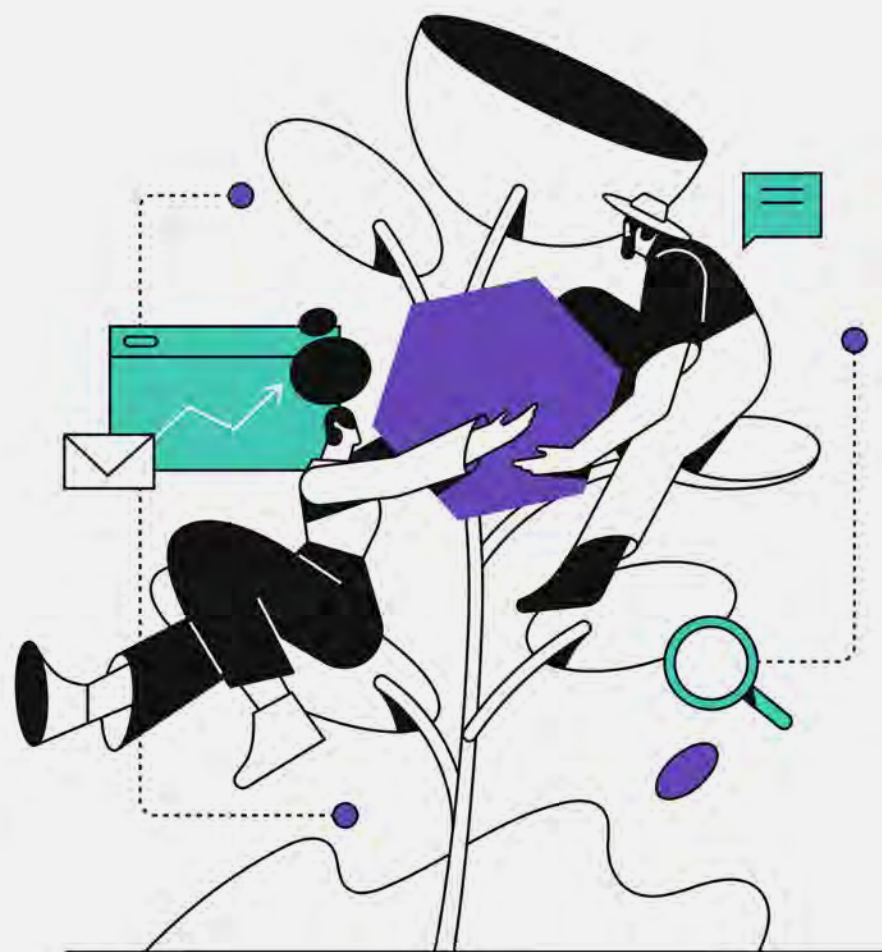
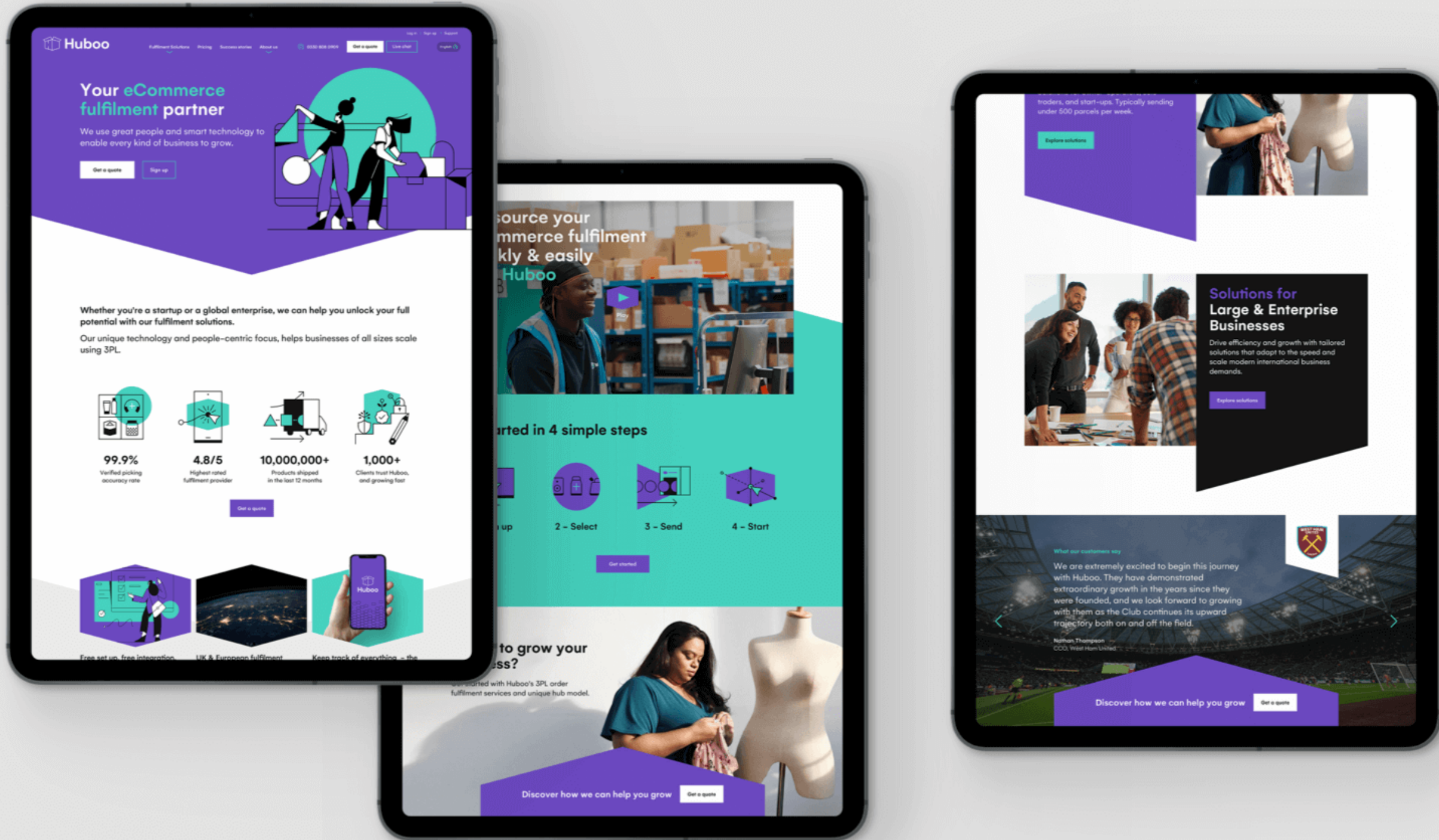


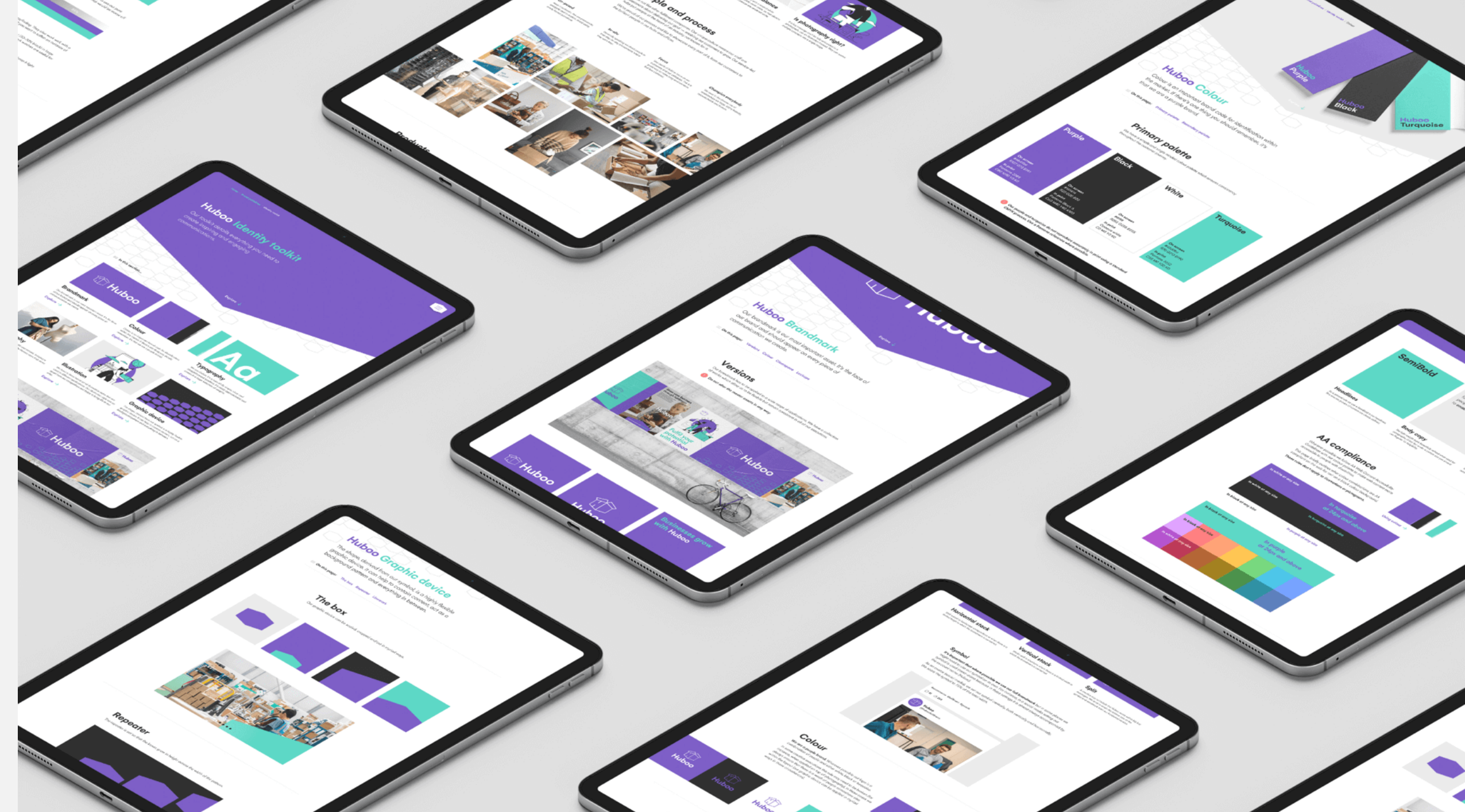
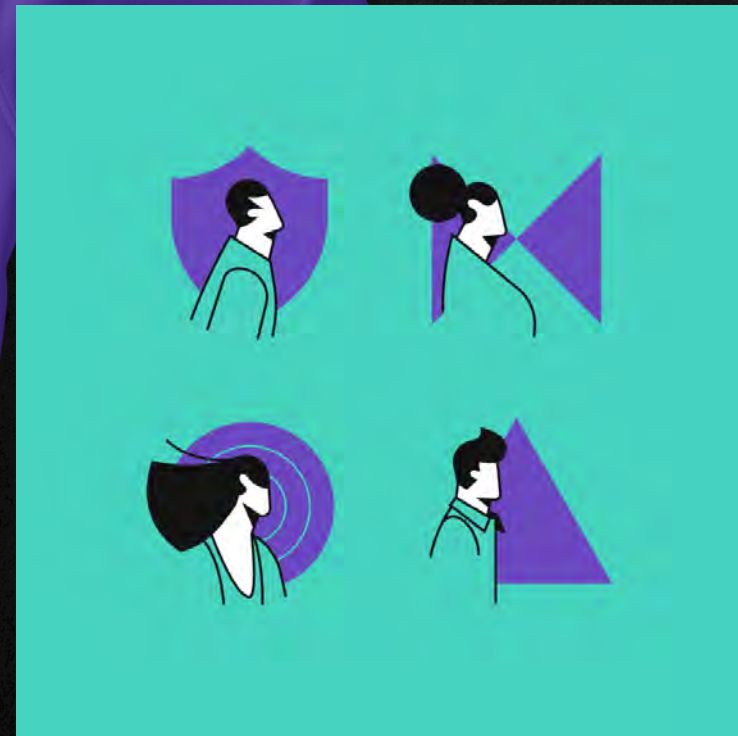
4.8/5
Highest rated fulfilment provider

at **Huboo.com**



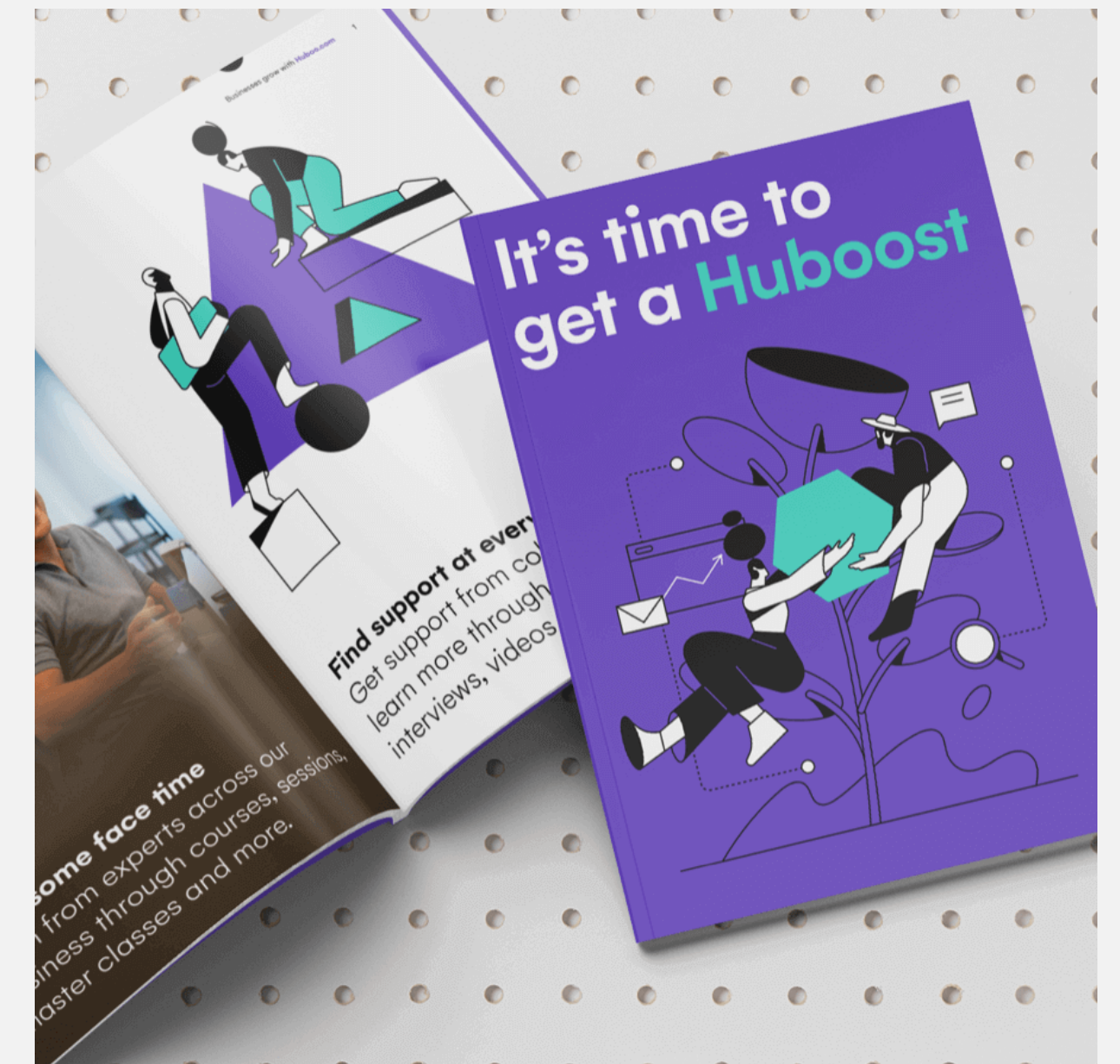






Internal engagement

With nearly 1,000 employees across the main office and warehouses, we developed an online brand hub to help embed the new brand throughout the organisation. The experience and content were tailored to different groups of employees according to their roles, accessed through individual logins. This meant people could see the guidance, tools and content most relevant to them, helping turn the organising idea into something practical and usable across the business.



Durstons

Making a complex compost range simple to sell and easy to buy.

Problem

Peat-free compost had earned a poor reputation. Rushed formulations from across the industry had left gardeners and retailers sceptical. Durstons invested heavily in research and testing to develop peat-free products that genuinely performed, in most cases outperforming even established peat-based products. But communicating that advantage was difficult. The business had a fragmented portfolio of brands and white-label products which didn't leverage the Durstons name, creating little opportunity to build recognition or up-sell higher-margin products to their existing customer base.

Solution

I was pivotal in consolidating all 39 SKUs under the Durstons name across three distinct ranges: **Everyday**, **Traditional** and **Advanced**. This created a clearer architecture for agents to sell into garden centres and made it easier for gardeners to understand the range and choose the right product. We built the idea of seeing the difference with Durstons into the identity itself through the Durstons D, while evolving the visual system to give Durstons greater stand-out in a traditionally conservative and highly monolithic marketplace without entirely throwing out the category norms. The result was a more distinctive brand built to communicate product performance and support commercial growth.

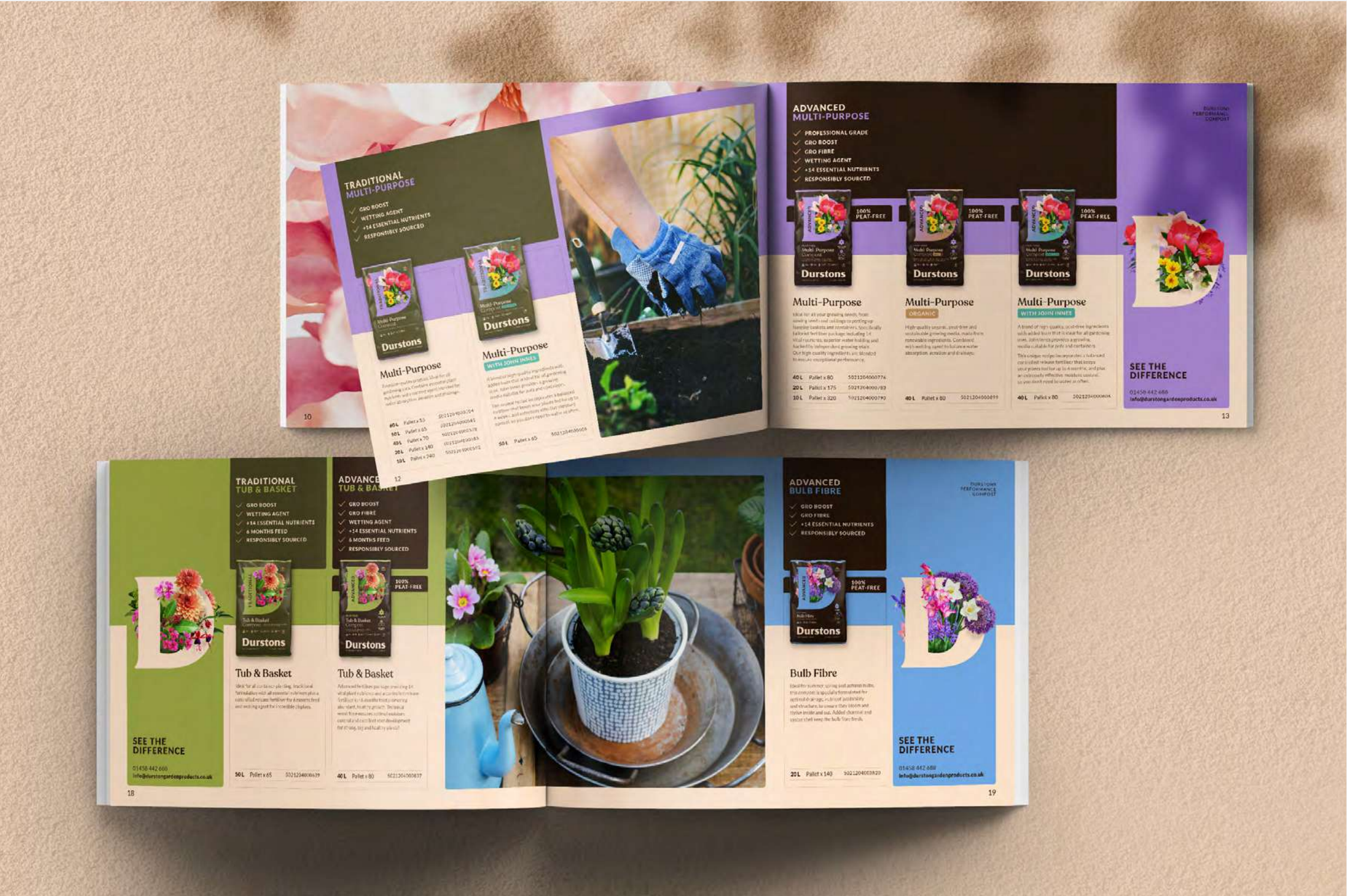
Results

39
unique SKUs

3
new ranges



Durstons



The ranges

Previously, Durstons' peat-based and peat-free ranges were almost indistinguishable, sitting alongside two entirely separate brands where the Durstons name didn't feature. The new range architecture simplifies the offer for both B2B and B2C audiences, making it easier to understand, sell and buy.



Print isn't dead

In a very traditional marketplace, I had to create a wide range of print applications. This meant producing artwork for novel printing methods and adapting the identity for situations where Pantone colours weren't always an option, while maintaining brand consistency across every application.





✠
MADE IN SOMERSET

Heidi

Uniting a fast-growing internal team around a brand built for long-term loyalty.

Problem

We had already helped Heidi (then SkiZoom) establish a distinctive challenger brand that played a key role in its initial growth, and built an OOH, top-of-funnel campaign to reach new audiences. But as the business rapidly expanded, the brand had become stretched. It had accumulated a patchwork of adaptations and interpretations, with different teams managing different parts of the brand as the business grew. At the same time, the demands of short-term performance marketing were beginning to pull against the longer-term goal of building a distinctive, trusted brand. Heidi needed to evolve the brand without losing the equity that had helped make it successful.

Solution

I led a brand programme to distil and refine Heidi's brand, creating greater clarity around what made it distinctive and how that should show up consistently throughout their key customer journeys. We refined the brand platform, sharpened its core assets and created clearer principles for how the identity, tone and creative should be applied. With the introduction of a more decisive set of guidelines, the work focused on giving teams a practical framework they could actually use, helping them make better decisions independently. The result was a simpler, more coherent brand that could support the demands of performance marketing while protecting Heidi's longer-term brand ambitions.

Results

£32m
revenue increase

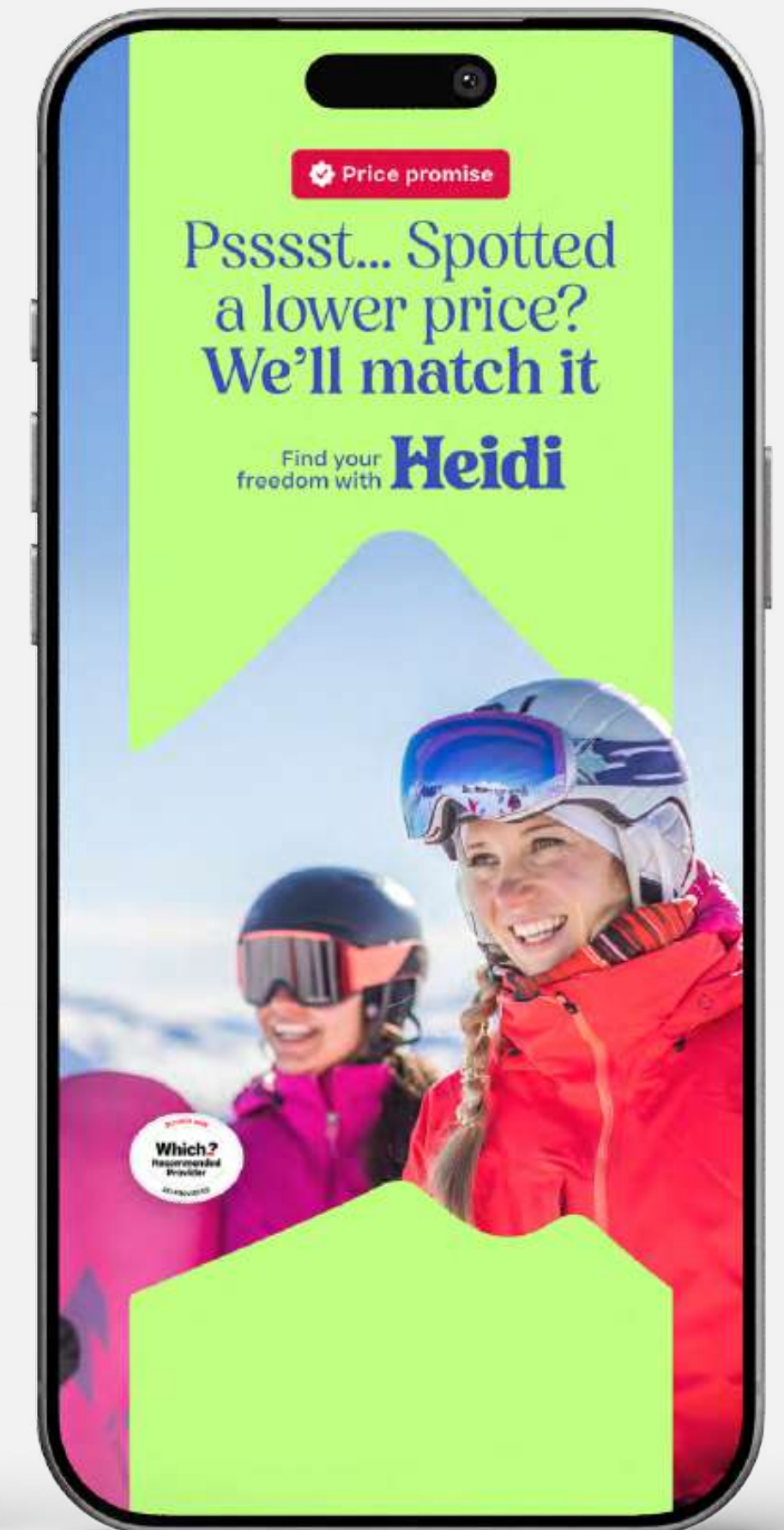
180%
increase in
website users



Find your freedom



with **Heidi**

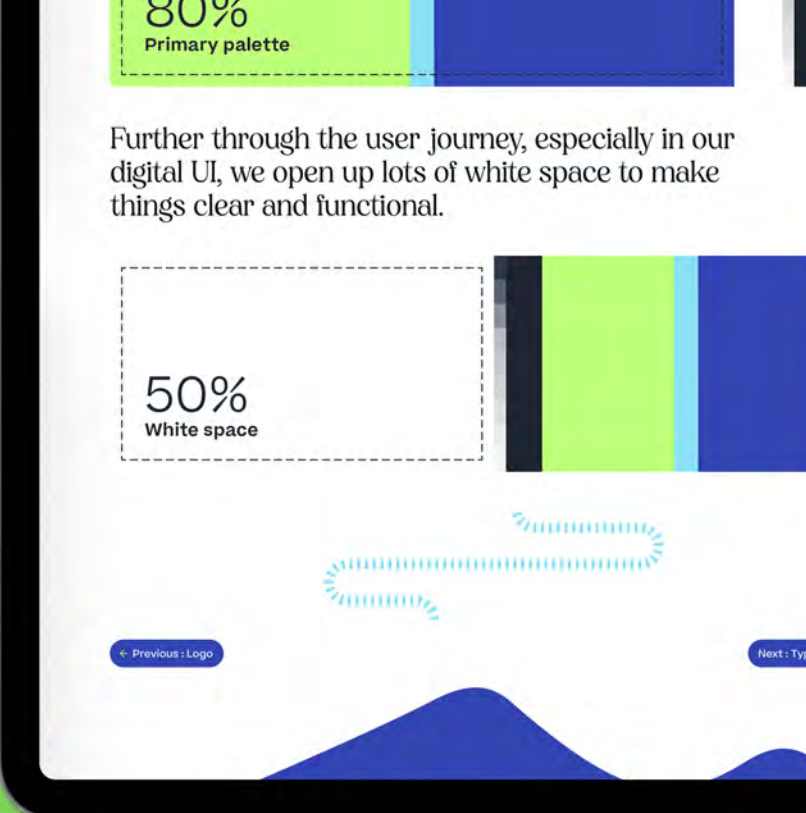
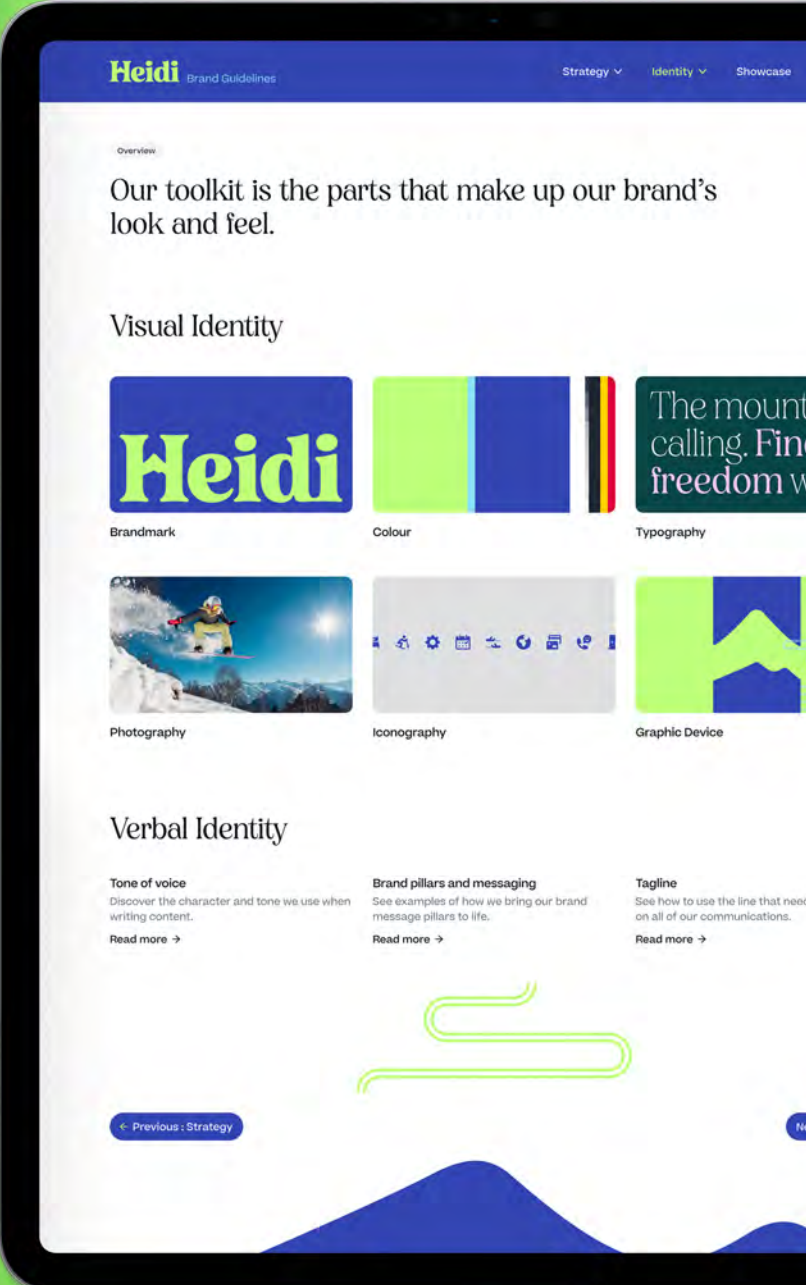
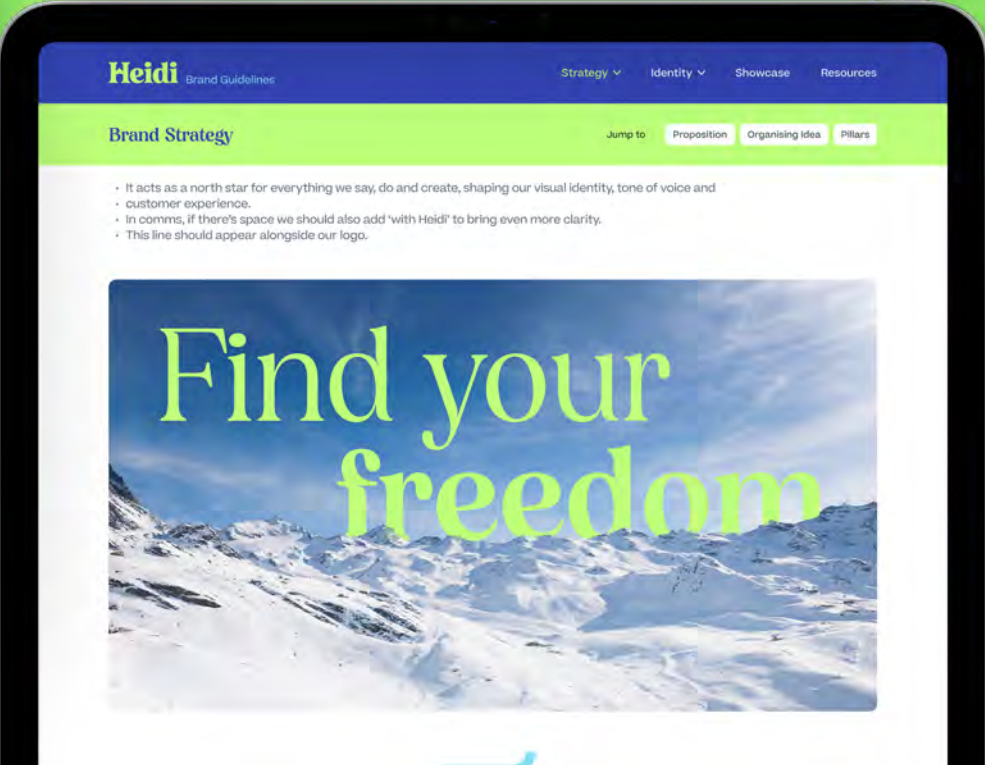
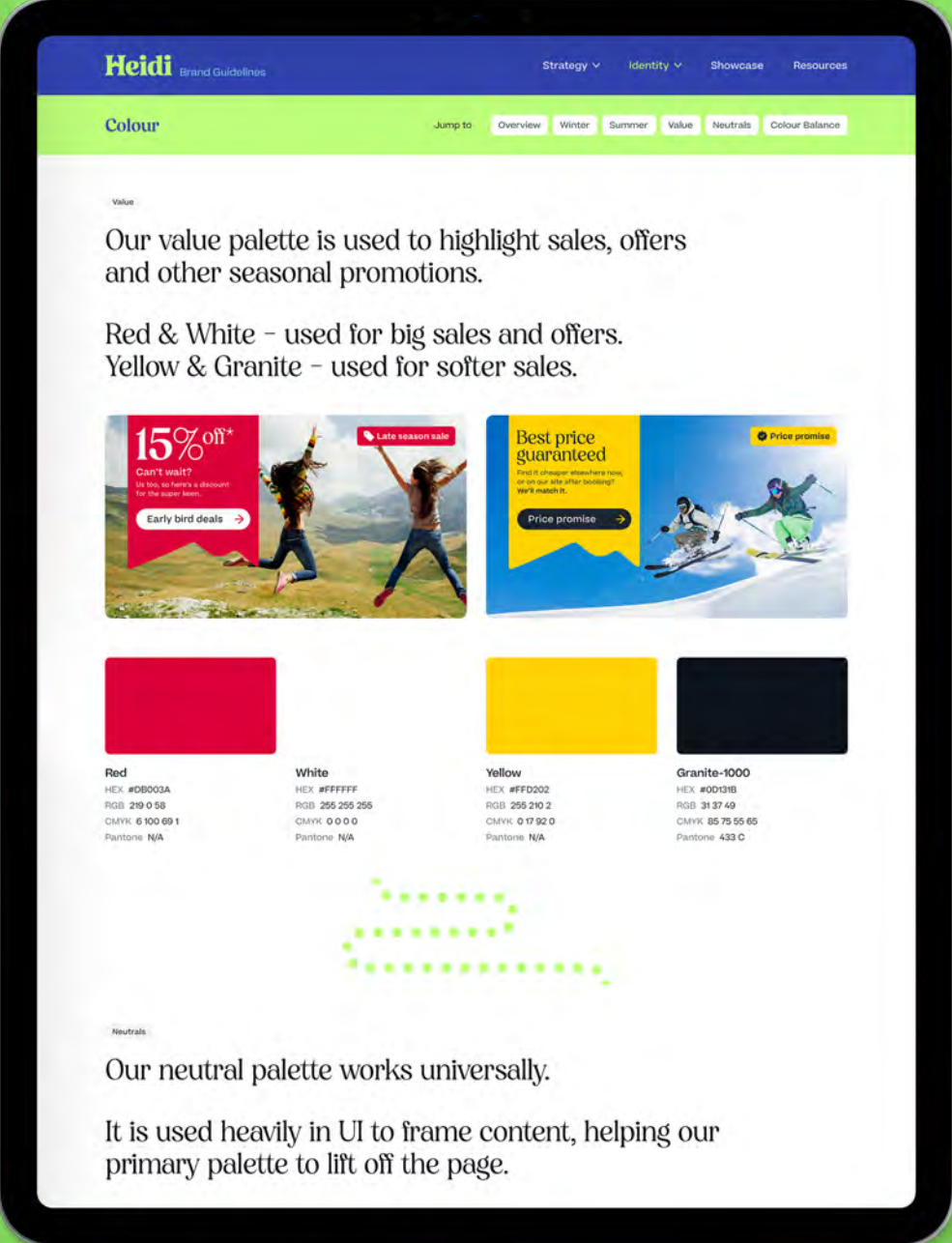
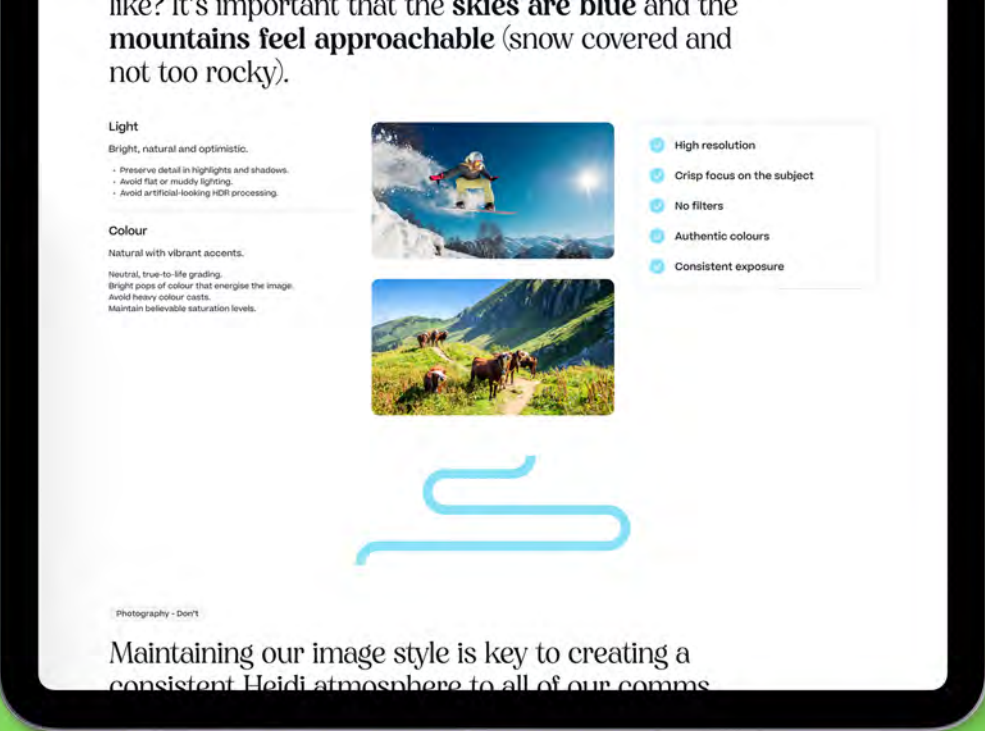
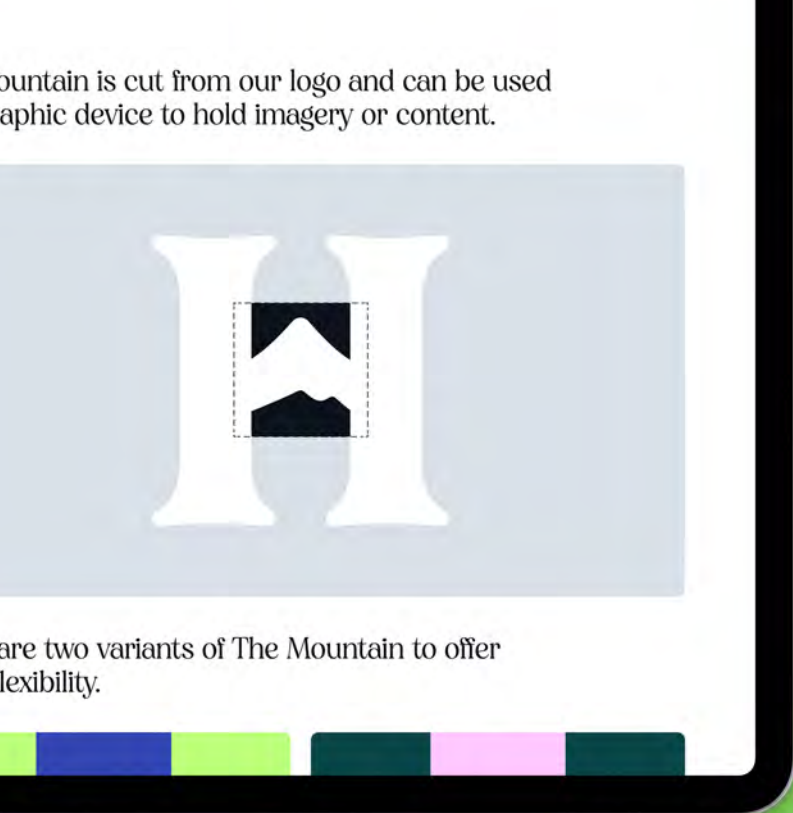
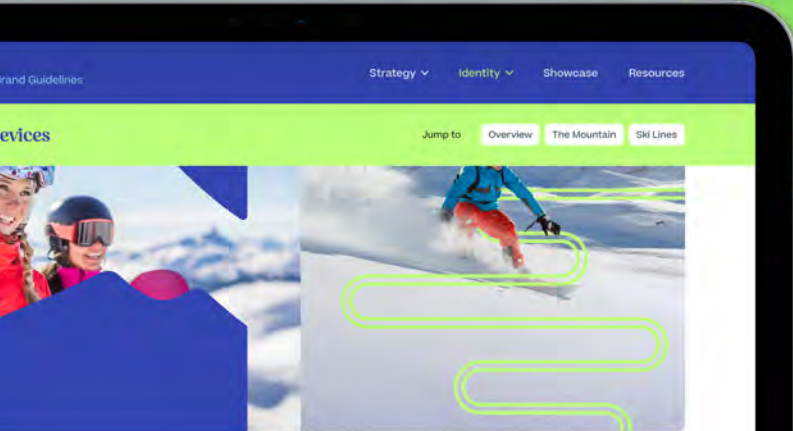
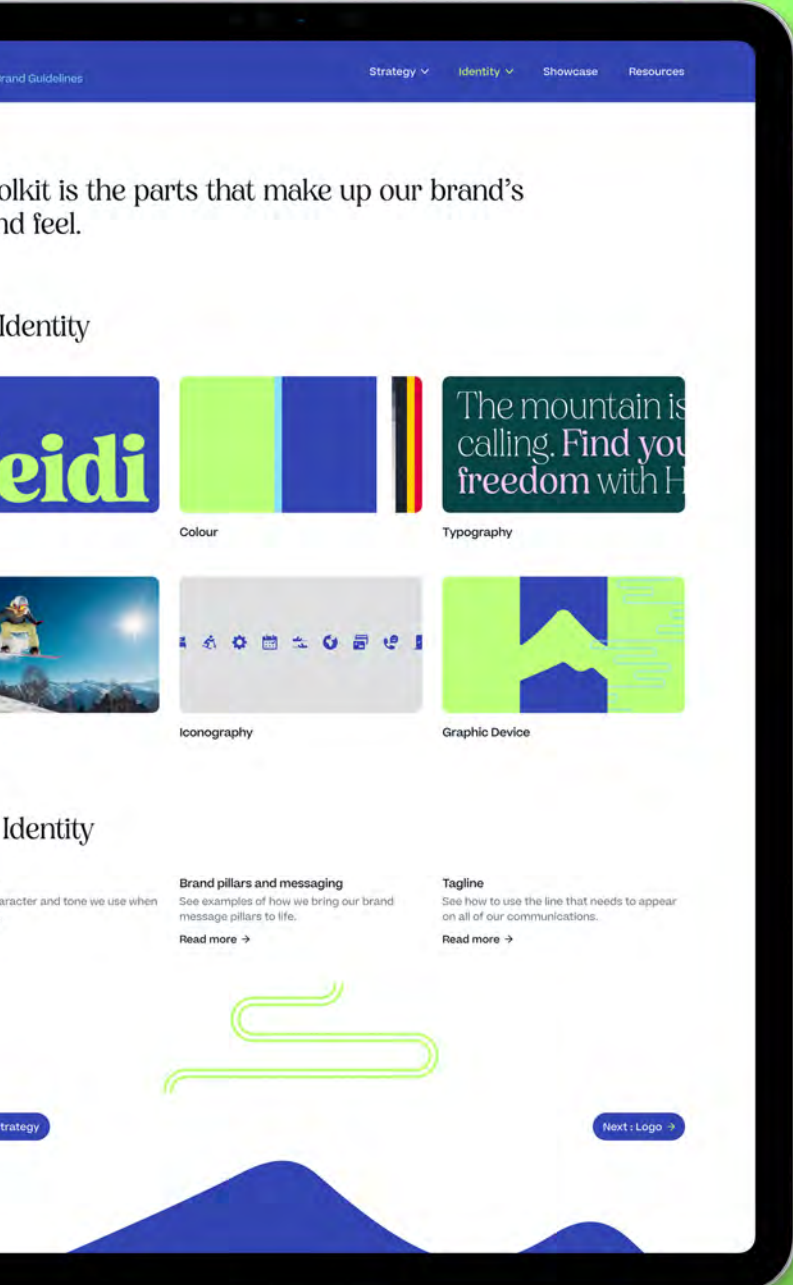
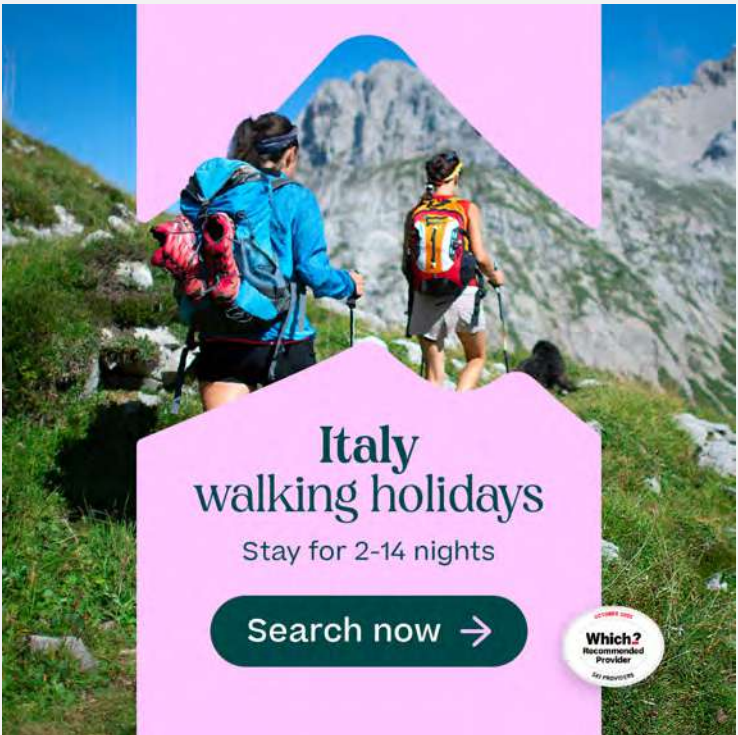
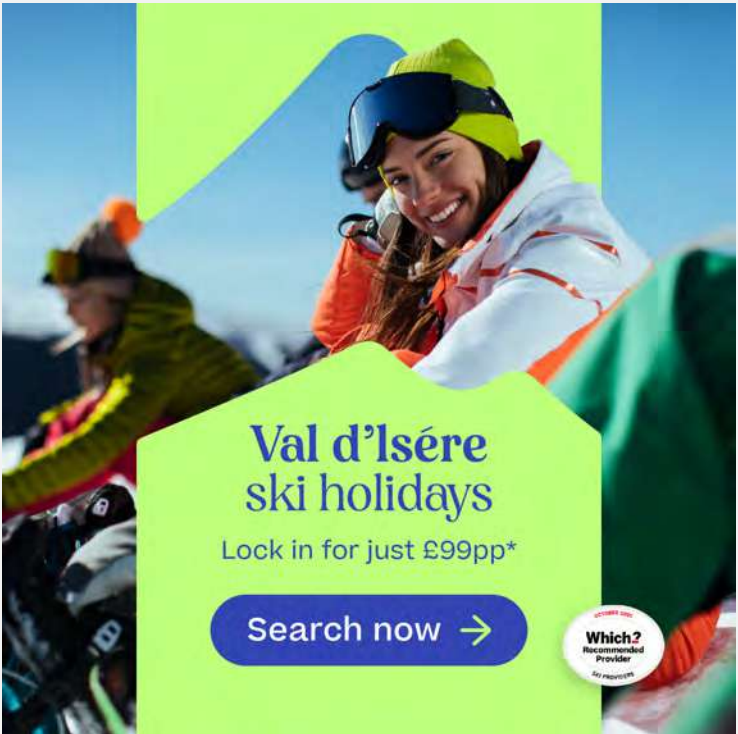


Mountain device

Heidi wanted to own the mountain, so we extracted the mountain from the wordmark and turned it into a flexible graphic device for containing content and imagery. This became a distinctive visual code for Heidi, while giving internal teams a simple and recognisable way to build ads and website content themselves.

Colour

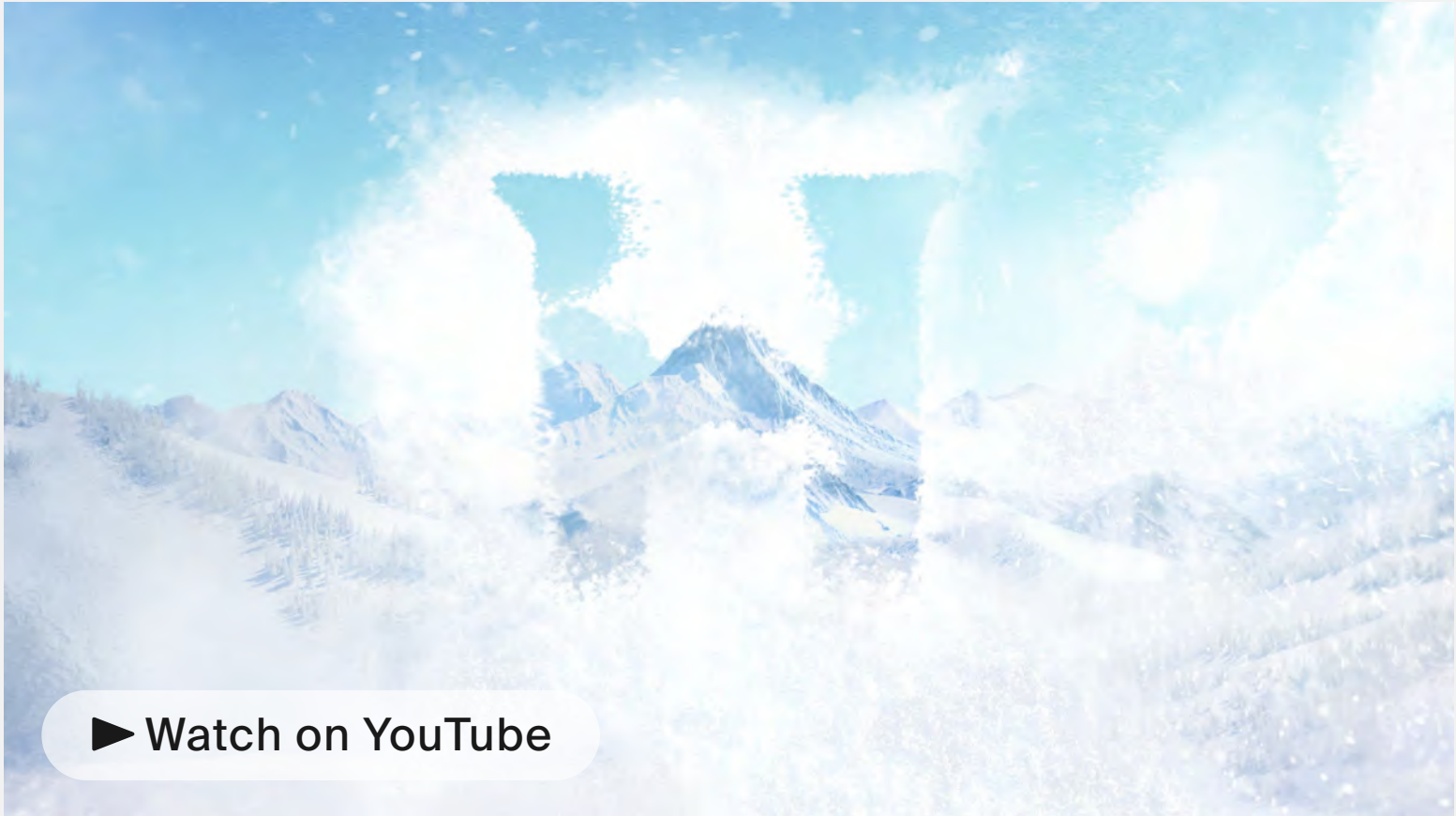
Heidi launched as a multi-coloured brand, breaking all of the category conventions. As the internal team grew and competitors began copying Heidi’s visual and verbal approach, we needed to give them a simple, ownable palette that reflected the difference in their offer. We established clear lead palettes for their winter and summer offers, supported by a central neutral and value palette, with simple rules for how each should be used throughout the customer journey.



Above-the-line

The season before our brand sharpening I led a multi-agency team (brand agency, marketing agency, production house, and media buying) in concepting, developing and delivering a top-of-funnel brand awareness campaign for Heidi.

- Sky, Amazon Prime, Channel 4, ITVX, YouTube
- All national newspapers / magazines
- Across Meta platforms



WWT

Building elasticity into an existing brand to bring it to life on-site.

Problem

Following a new brand launch in 2023, WWT needed to bring their identity to life across its ten very different UK wetland centres. The challenge was bigger than simply applying a new visual identity. Visitors often knew the centres by their local names (Slimbridge for instance) without necessarily understanding that WWT was the organisation behind them, or even that they were visiting a charity. This meant the brand needed to work harder throughout the visitor journey, building recognition and understanding before people reached the point of paying for admission. We needed to create greater consistency across the estate without losing the character of each individual centre.

Solution

I led the creative development with a broad and diverse internal team, starting with site visits and audits to understand the visitor experience from arrival to departure. We developed a high-level approach for applying the brand across the entire visitor journey, including wayfinding and interpretation, while identifying the arrival and departure experience as the most effective place to focus their budgets initially. We piloted the approach at London Wetland Centre, developing detailed designs and implementation plans for these key spaces, from first arrival through to the pay point and departure. We then rolled it out across further sites including Martin Mere, Slimbridge, Llanelli and Arundel, creating greater consistency while retaining each centre's character.

Results

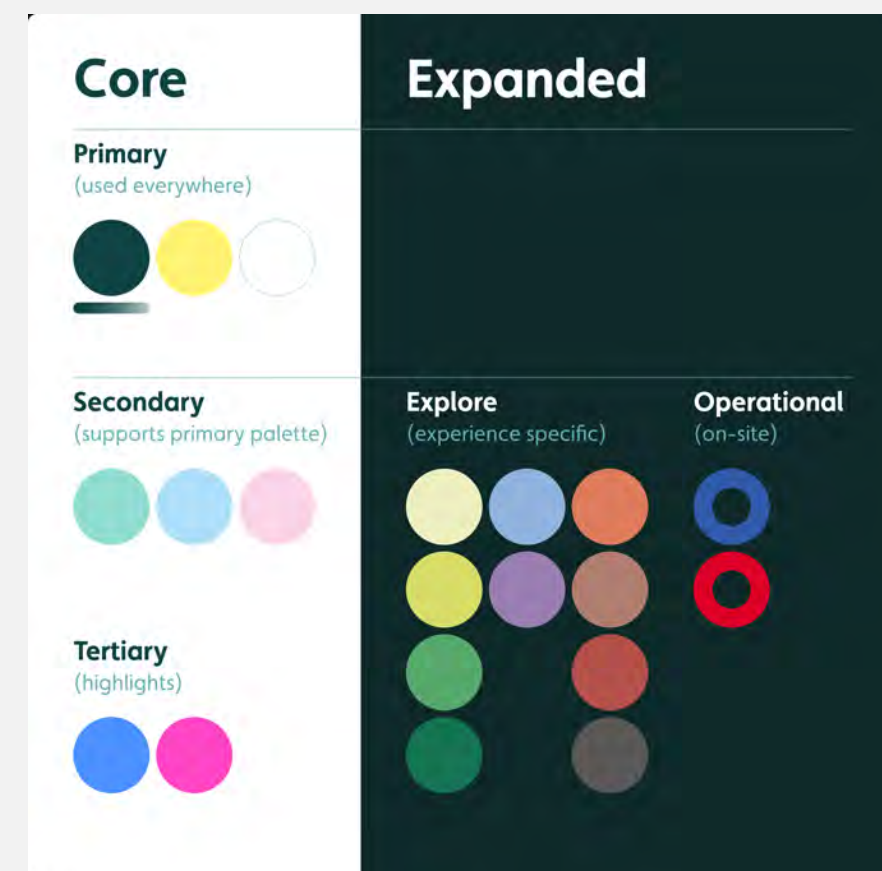
10 sites
national roll-out

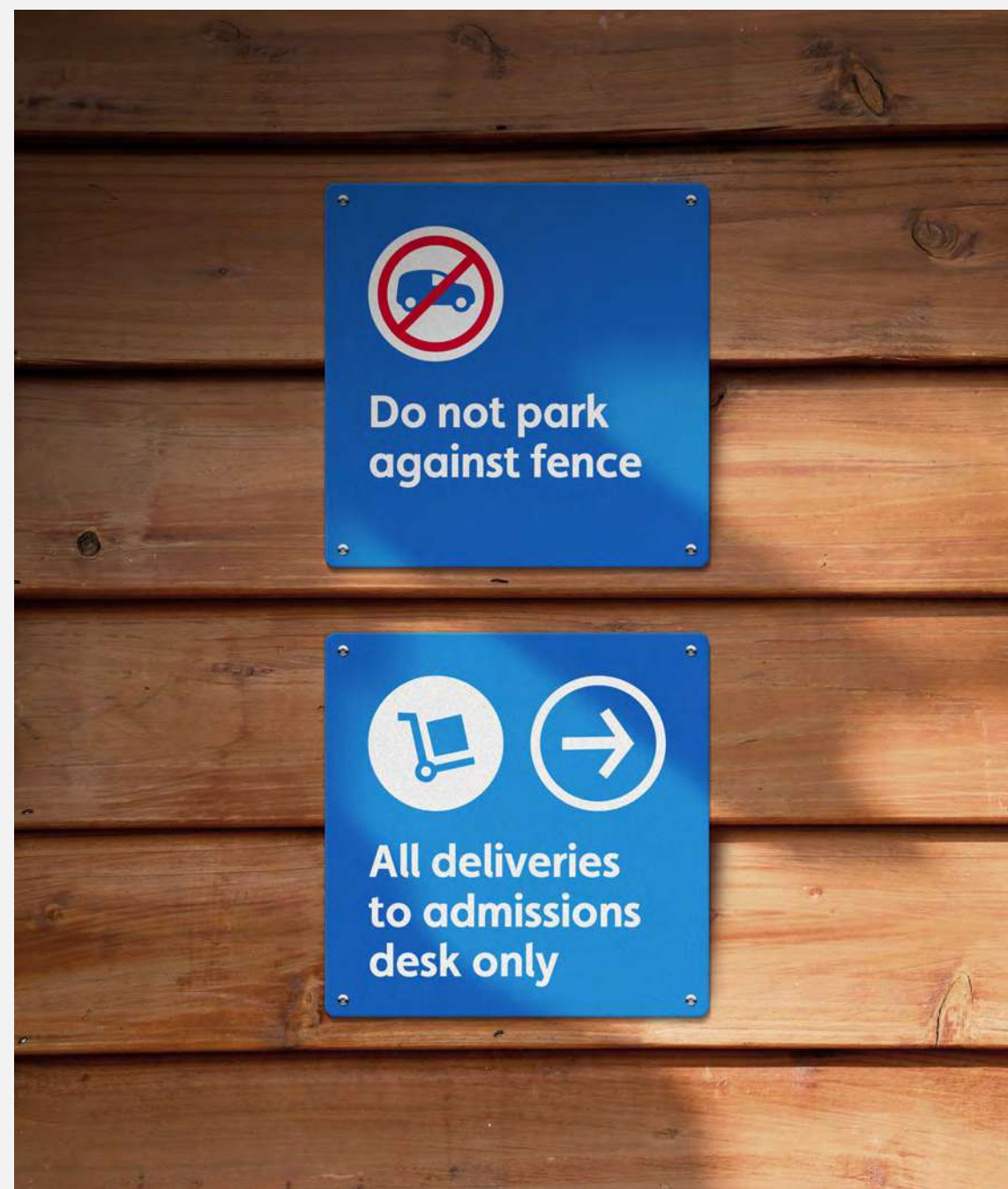




Colour

Key to helping WWT deliver the brand on-site was developing an extended colour palette, particularly for interpretation and wayfinding. The detailed colour system I developed made it possible to introduce experience specific messaging beyond the pay point, while keeping it clearly connected to the WWT brand without muddying the top-level marketing identity.





Brand elasticity

One of the biggest challenges was helping WWT's internal brand team understand the idea of brand elasticity. Their existing guidelines had been created primarily for marketing, so the team had understandably learned to apply them quite rigidly. I helped them understand where the core identity needed to remain consistent and where it could flex to work harder in a physical experience. The aim was to give the team the confidence to make those decisions themselves, knowing when to protect the core brand and when to push it further.

Qorus

Reinventing a global financial network for a digital-first world.

Problem

Qorus (previously Efma) is a global platform helping financial services organisations innovate, but the industry was changing rapidly. Digital transformation was accelerating while Efma's brand and digital experience had begun to fall behind the organisations it was trying to help. Its proposition wasn't being communicated with enough clarity or distinction, and valuable content and resources were difficult for members to discover and navigate. With member retention and growth at risk, Efma needed to revolutionise its brand and digital experience, becoming more relevant to a global, digitally focused audience while making its wealth of knowledge easier to access and act on.

Solution

I helped reposition and modernise the brand, under the new Qorus name, creating greater distinction and relevance in a crowded financial services market. I led the application of the refreshed brand through the digital experience, restructuring content and journeys to make valuable resources easier to discover and creating clearer routes from engagement to action. Alongside the experience work, I led the creation of a substantial set of digital brand guidelines, giving Qorus's global team the principles and practical tools to apply the brand consistently. The result was a more relevant, accessible and coherent digital brand built to support member engagement and growth.

Results

730
new members

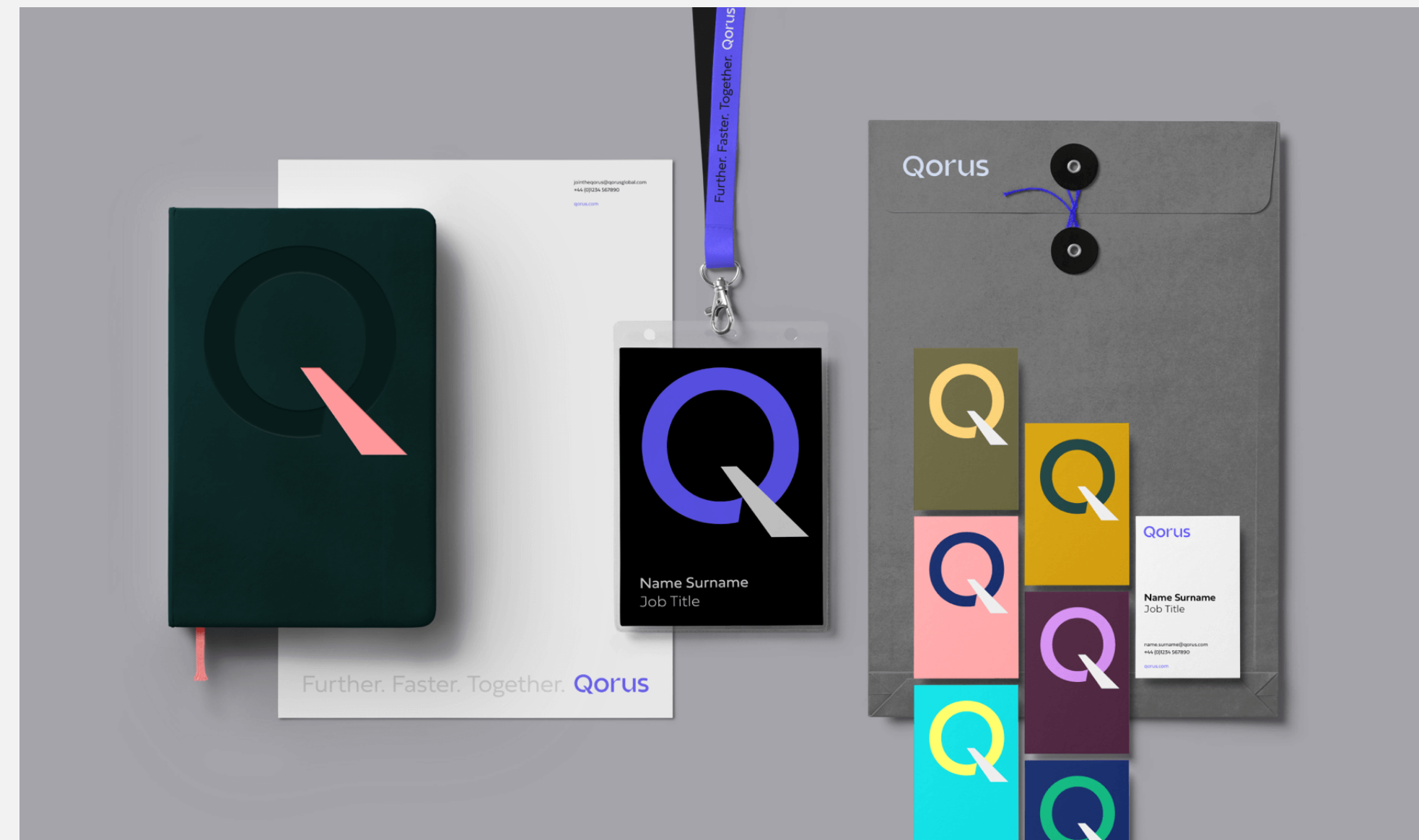
200
new financial
institutions

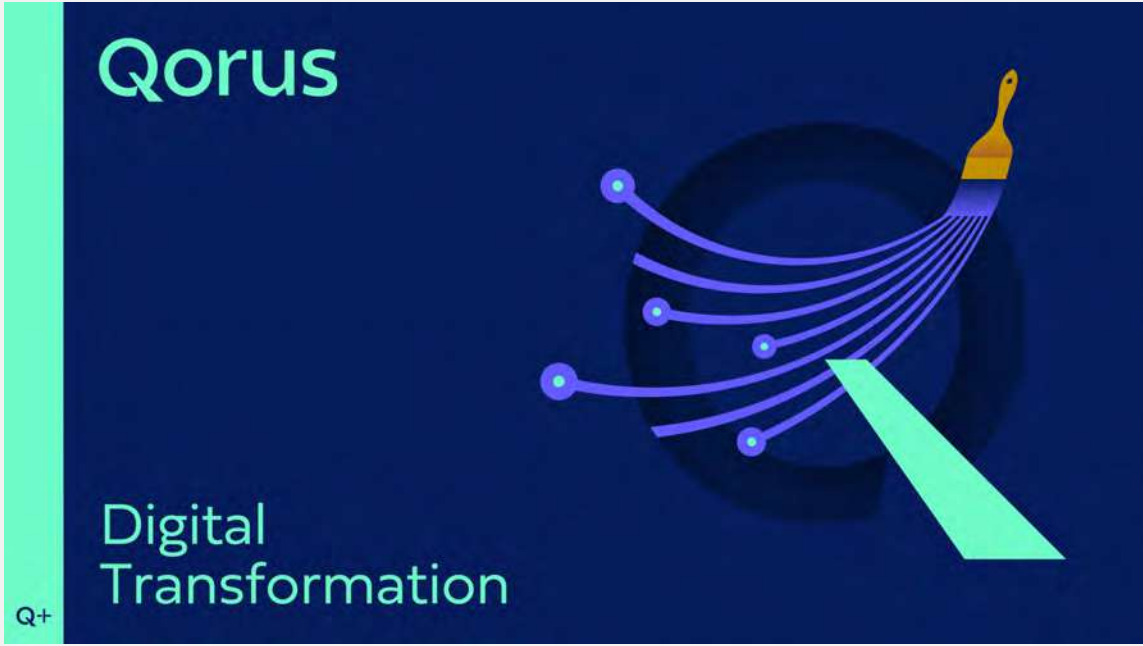
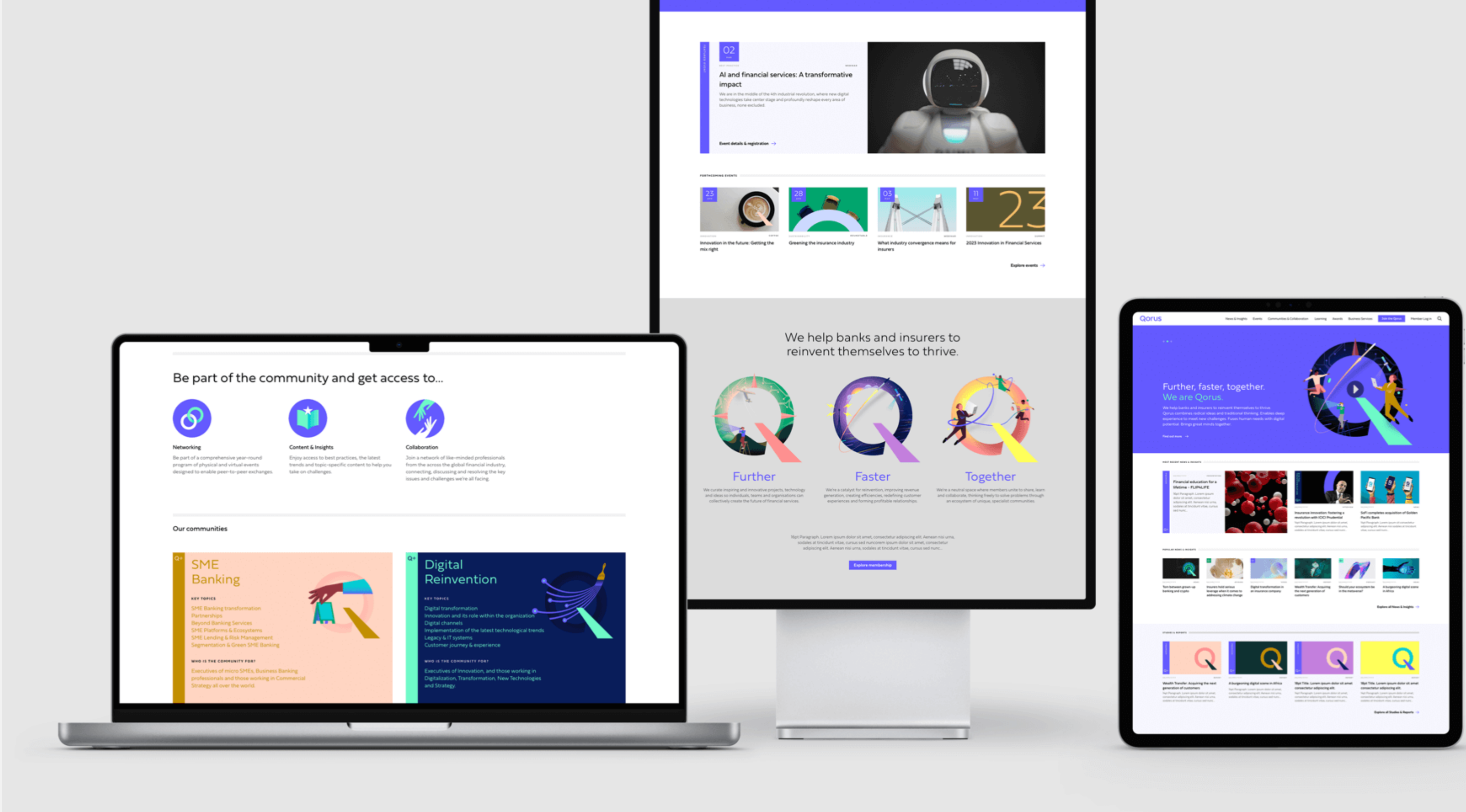
Qorus



The Q

The Q became a key device within the new identity system, expressing the idea that innovation, collaboration and activity all happen within Qorus. It provided a flexible framework for bringing the brand to life through illustration, photography and colour, while giving very different types of content a consistent visual connection back to Qorus.



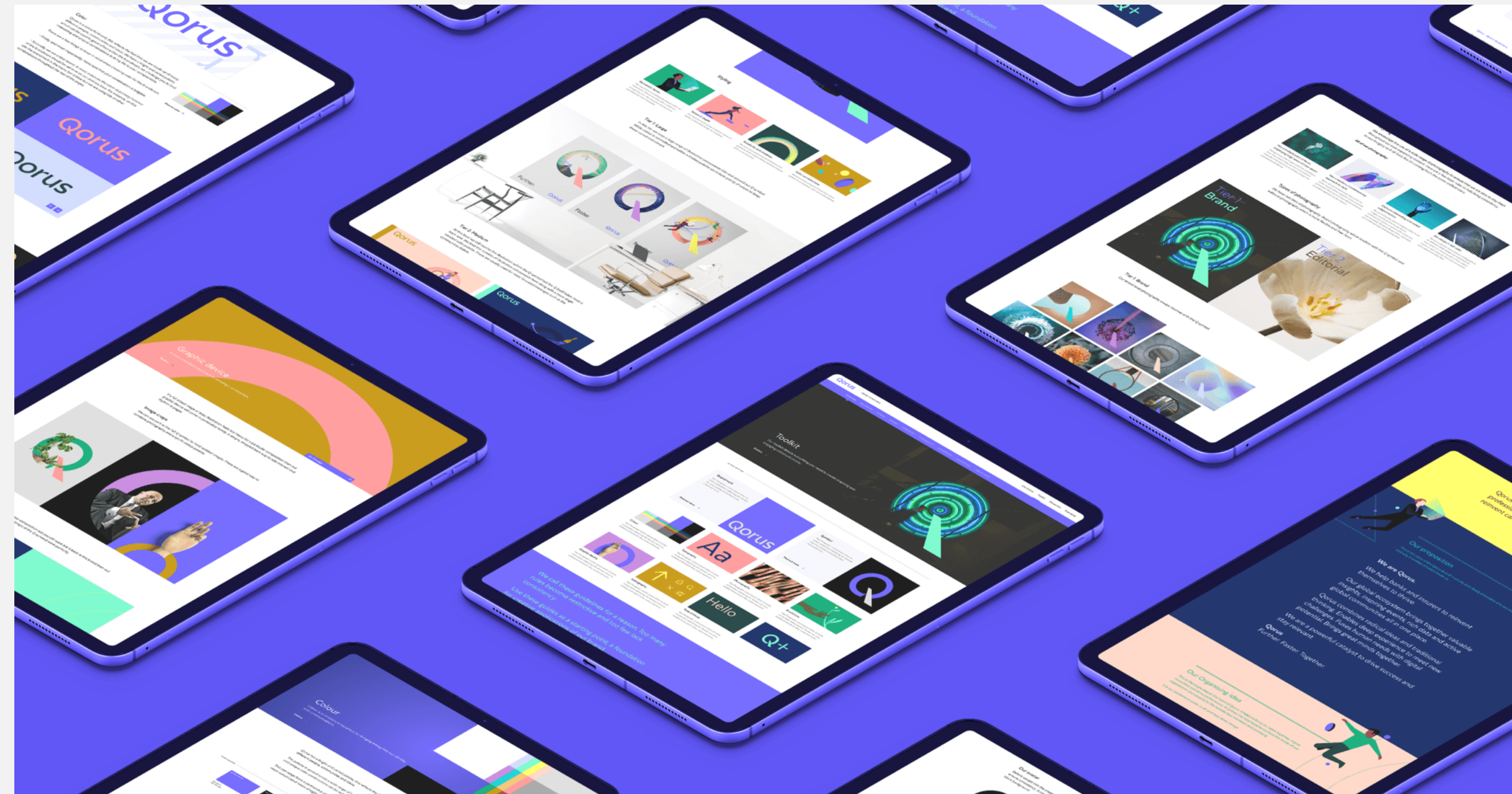
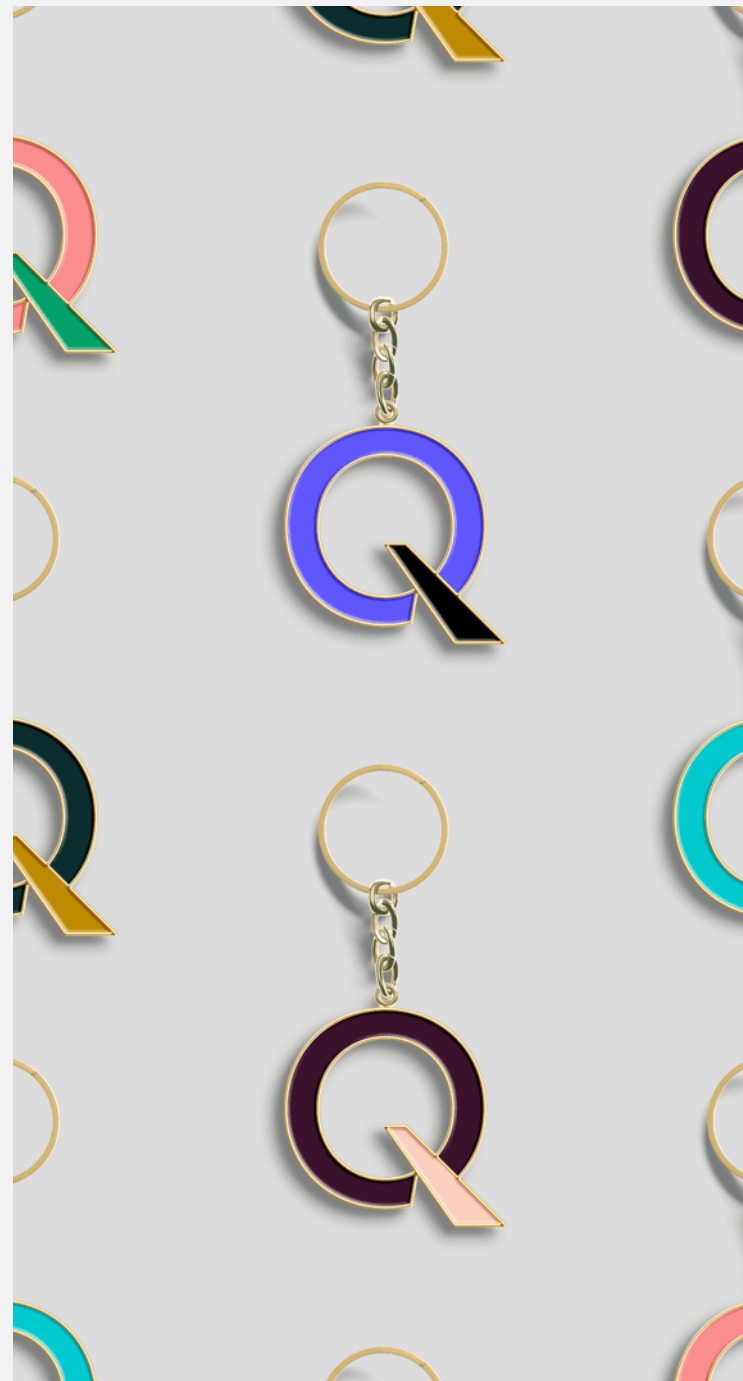
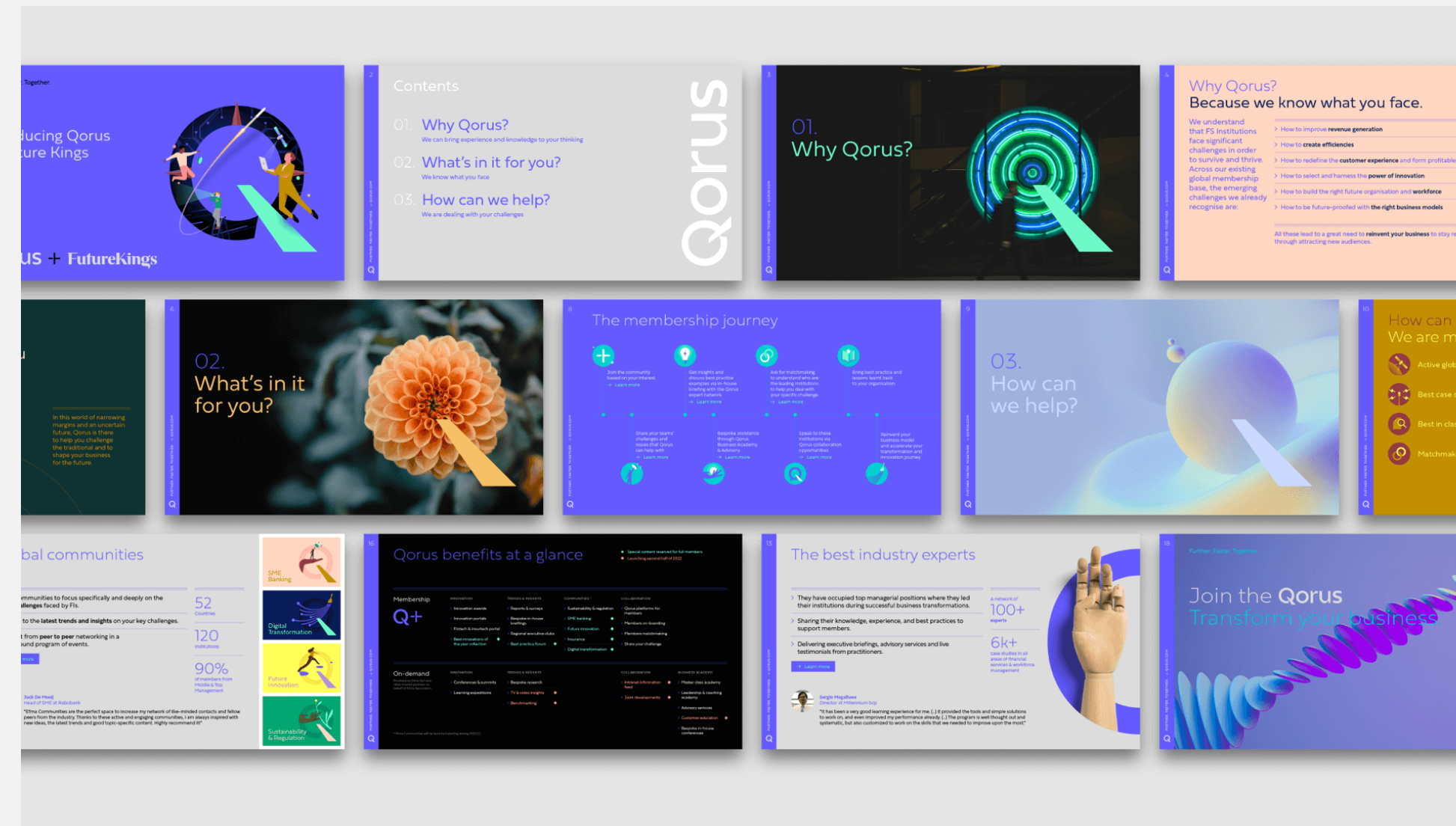


Content discovery

We redesigned the digital experience around a clearer hierarchy of content, using email capture and paywalls to create different levels of access. Rather than giving everything away at once, this allowed us to build more considered journeys from discovery through to deeper engagement. Valuable resources remained protected while users were given clearer reasons to progress, creating a better experience for members and a more sustainable model for Qorus.

Brand governance

I designed and delivered an extensive range of templates for presentations, social media and events, alongside digital brand guidelines that gave teams across all seven continents the tools to apply the brand consistently in their local territories.



wethecurious

Helping customers leave with questions, not arrive with them.

Problem

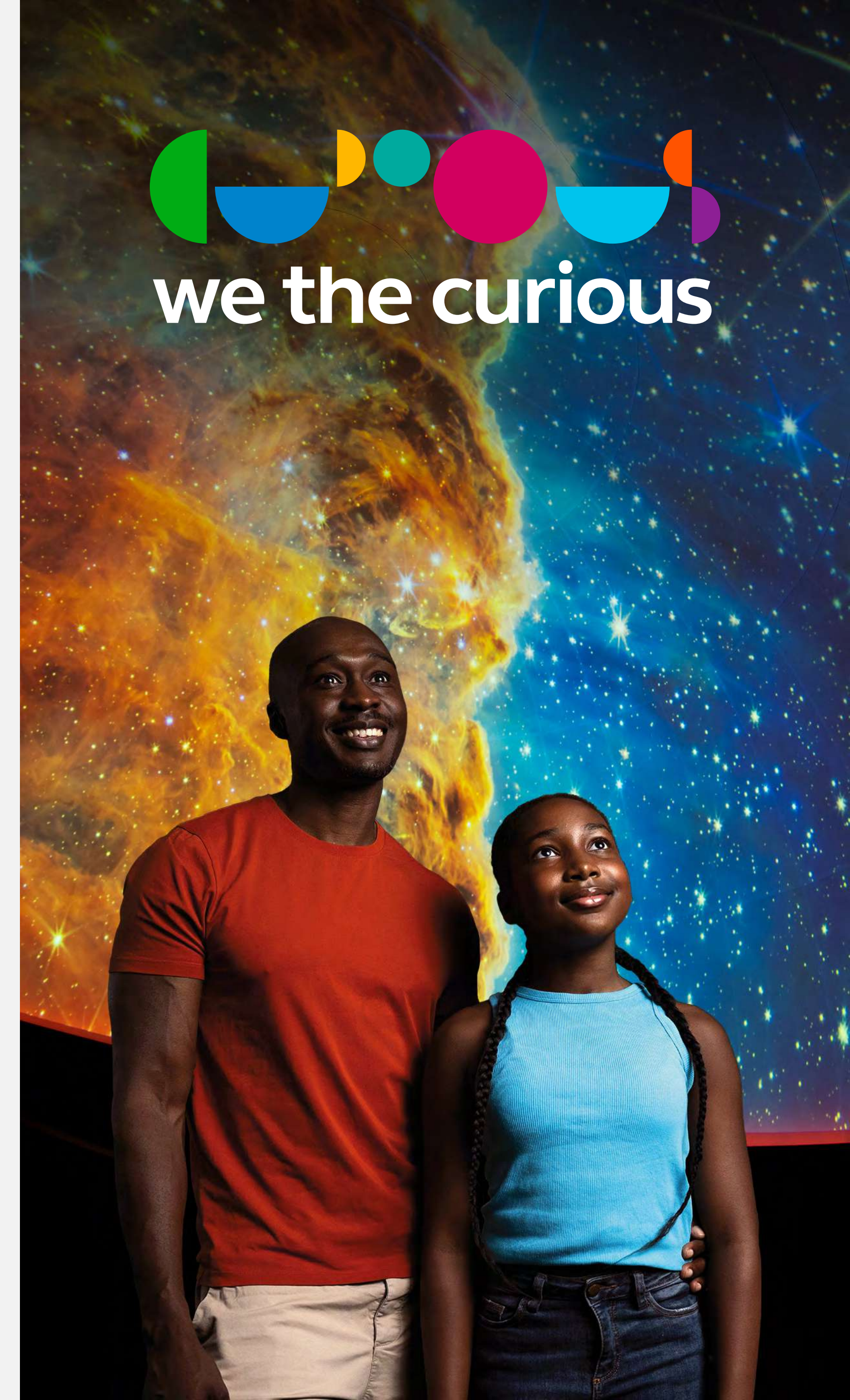
We The Curious is a leading UK science centre, welcoming over 300,000 visitors a year. After being closed for almost four years due to Covid and a fire, they were preparing to reopen and needed to make an impact. The challenge was that their existing marketing wasn't clearly communicating the breadth of the experience, leaning too far into the notion of curiosity. The audience needed to understand the offer to make buying decisions, as well as get a sense of the many things they could discover once inside. The campaign needed to make the experience tangible without losing the spirit of curiosity that made We The Curious distinctive.

Solution

We developed the insight that visitors should leave asking questions, not arrive with them. From this, I helped create a visual and verbal campaign platform that could communicate the breadth of the experience while giving the reopening a distinctive voice. The system was designed to work across campaign media and communications, but also to be practical for the in-house team to pick up and adapt themselves in the years to come. The campaign helped We The Curious sell out its first summer following reopening, and the platform has remained in use ever since, giving the organisation a flexible and recognisable way to promote the experience.

Results

Sold out
summer following
campaign





Turn yourself invisible.
See your soul.
Gaze at the stars.

Curious?

Discover Bristol's most surprising
science experience this summer.

[Book now](#)



Peer into the TARDIS.
Listen through your feet.
Ask what if?

Curious?

Discover Bristol's most surprising
science experience this summer.

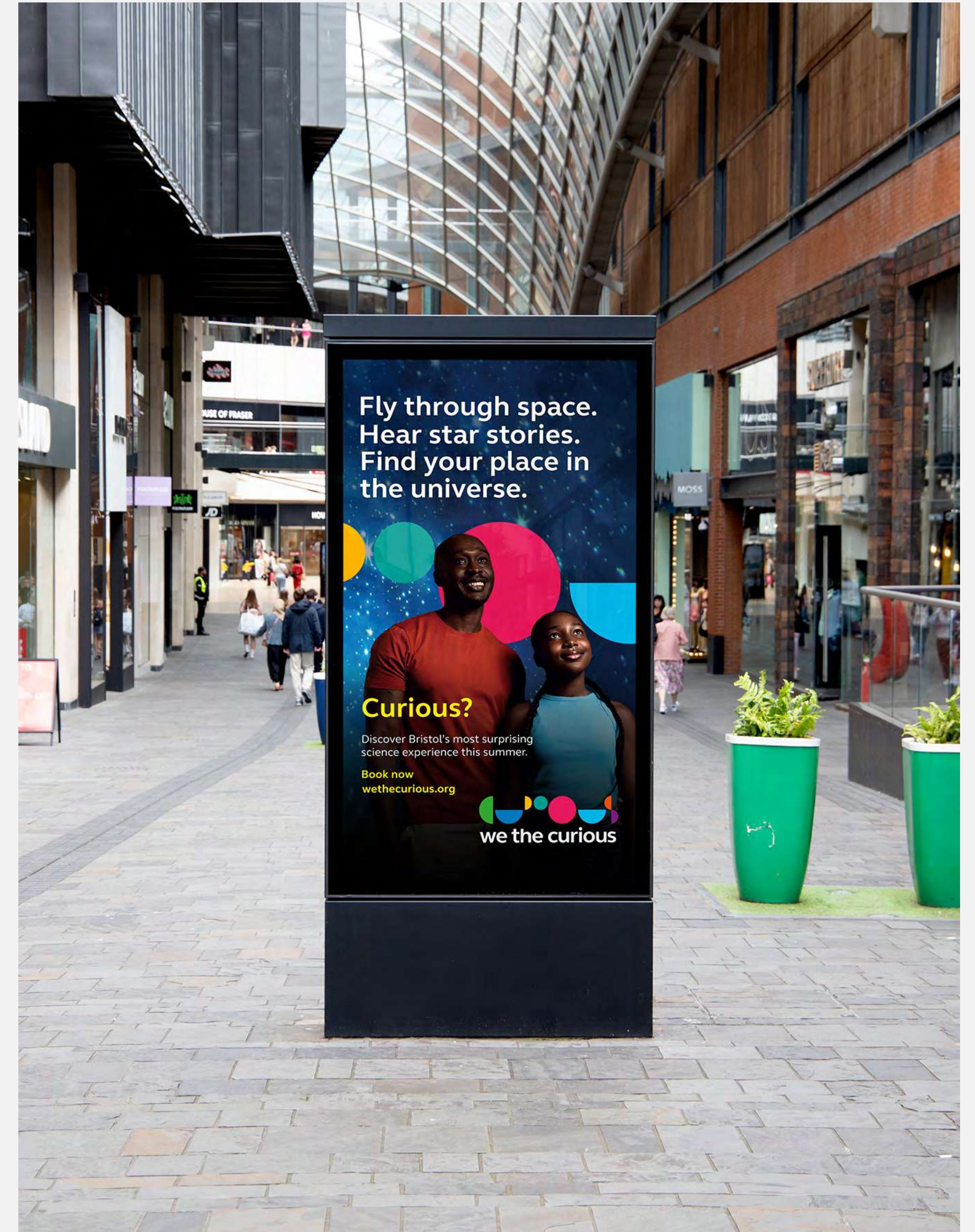
[Book now](#)





Multi-format

When shooting campaign-specific photography, it was important to build a set of flexible assets that could be applied to a wide range of formats. Extensive pre-planning ensured we didn't waste time and budget while on-site with paid models and photographers.



Works

I've helped a wide range
of organisations communicate
confidently to their audience.

Artlogic
DoroDoro

Artlogic

Artlogic

The idea of bringing things together was central to the initial concept I developed for Artlogic, who are in the business of making art more efficient through their integrated website and database product.



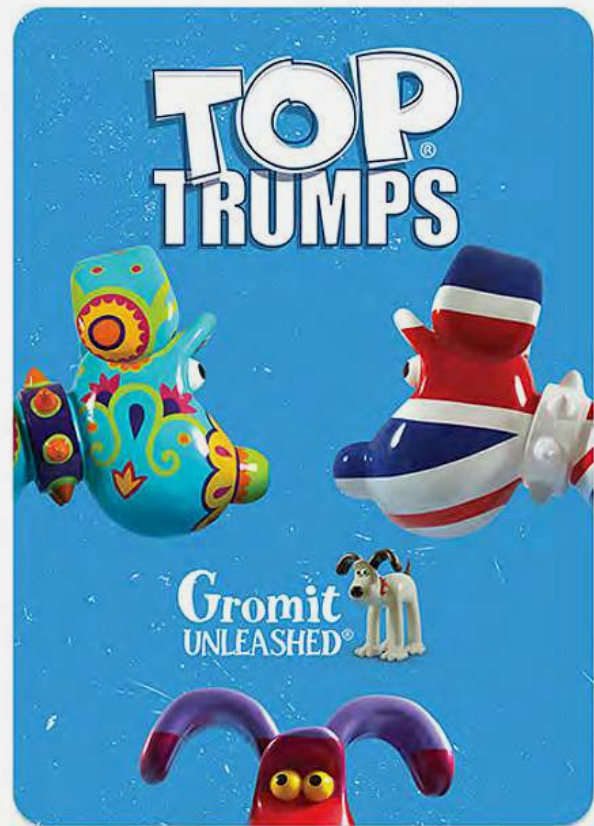
DoroDoro

Steering clear of the usual tropes, I had a blast producing two fully custom word marks (one English, one Japanese) which could be easily and flexibly applied to a range of media for a series of ramen evenings at Hart's Bakery.



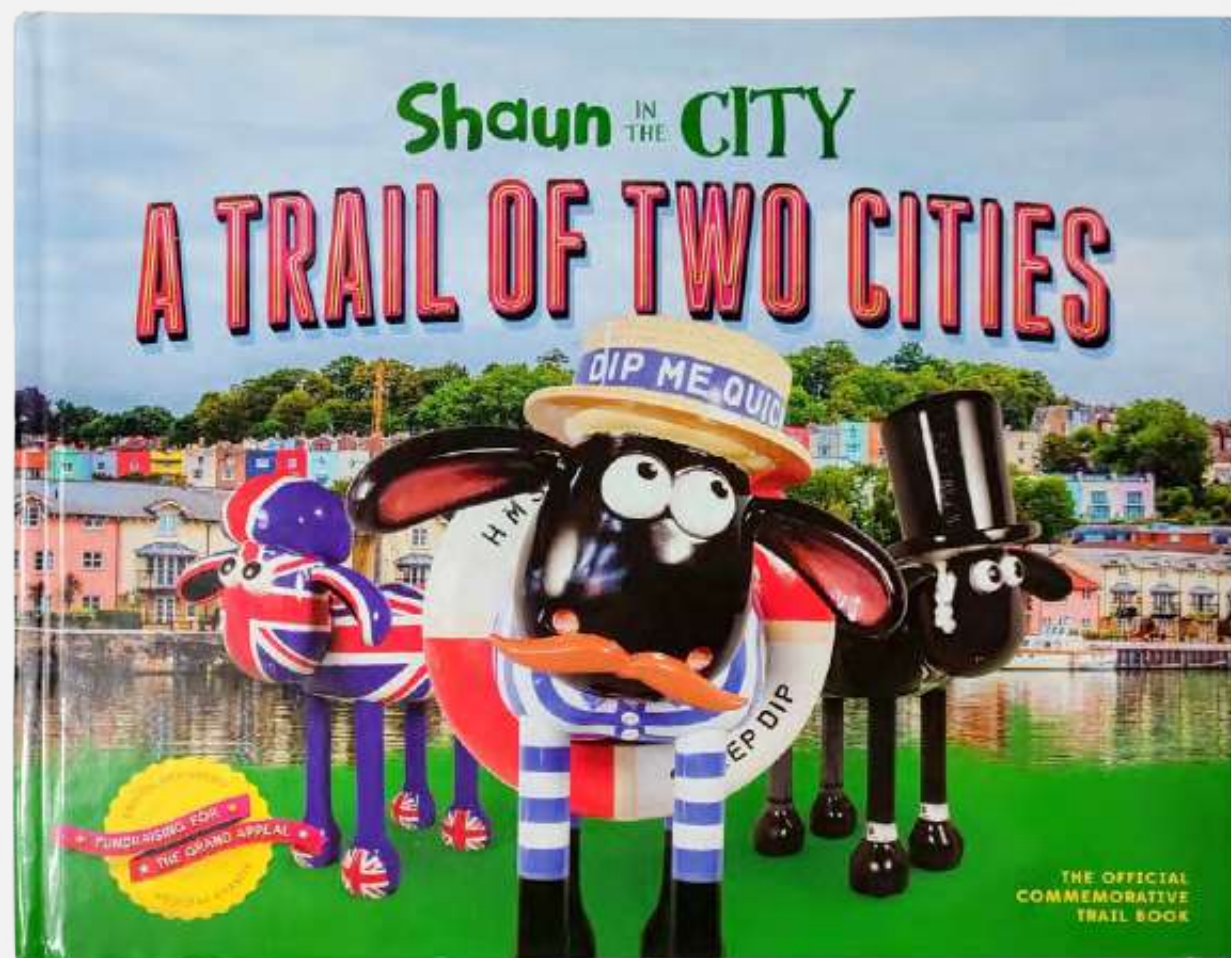
Fedrigoni 366

A collaboration involving 366 UK-based designers, illustrators and photographers to promote their range of papers in calendar form. I penned a very minimal '8' with a firm nod to the remembrance poppy for the 8th November.



The Grand Appeal

This incredible charity raises money for Bristol Children's Hospital. I worked with The Grand Appeal for nearly three years across a huge range of communications and retail products supporting their two hugely popular sculpture trails. Working independently, I had to balance the charity's brand with Aardman IP, ensuring the characters were implemented within Aardman's strict brand guidelines.





Studio Hardie

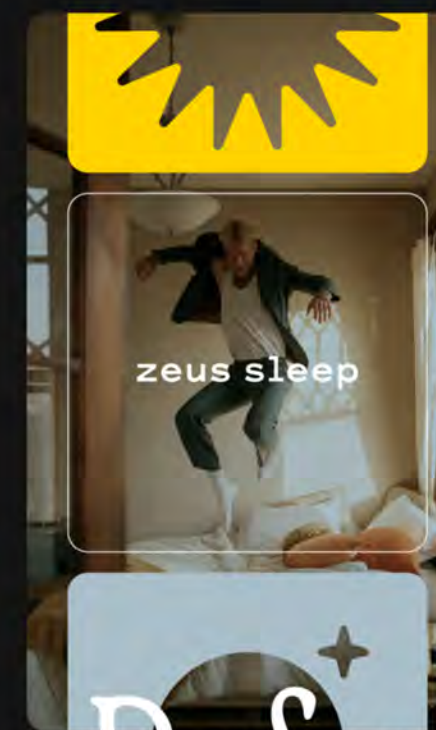
Studio Hardie (then William Hardie Design) approached me during a time of change and growth for this band of mad scientist master craftsmen. As the business went from an individual to a group of individuals, the name and brand needed to be rethought to reflect the new studio that was emerging.

EHE

EHE combines real-world entrepreneurial experience with a business community to guide, educate and create fast growth for founders and investors. I led the creation of a bold and directional identity which gave them the confidence to grow.



Sleep.



Refreshed.

Zeus Sleep

Zeus is night and day ahead of the competition when it comes to snoring. This creative concept plays on the idea that a great nights sleep sets you up for the day ahead.

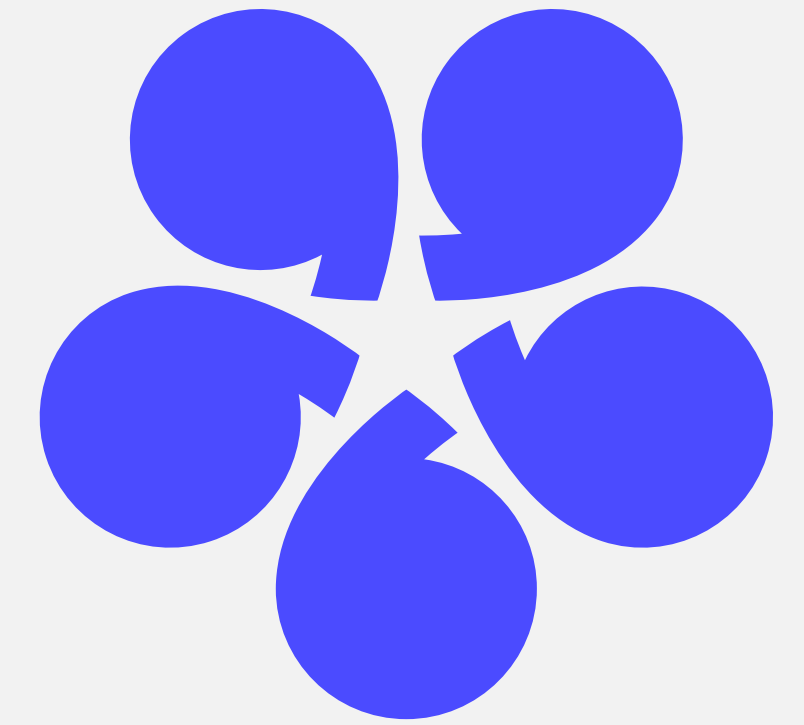
Carifit

Carifit are the complete babywearing fitness experience. They offer a way to grow stronger with your baby through a carrier and babywearing fitness routine. The abstract 'C' mark embodies the parent and child, stronger together, at the heart of the brand.

Designed around you,
Zeus Sleep devices are
ready to help. Wherever
and whenever you sleep.
So you can have a
great sleep.

Refresh your sleep at zeussleep.co.uk

Then enjoy a great
morning, afternoon
and evening.



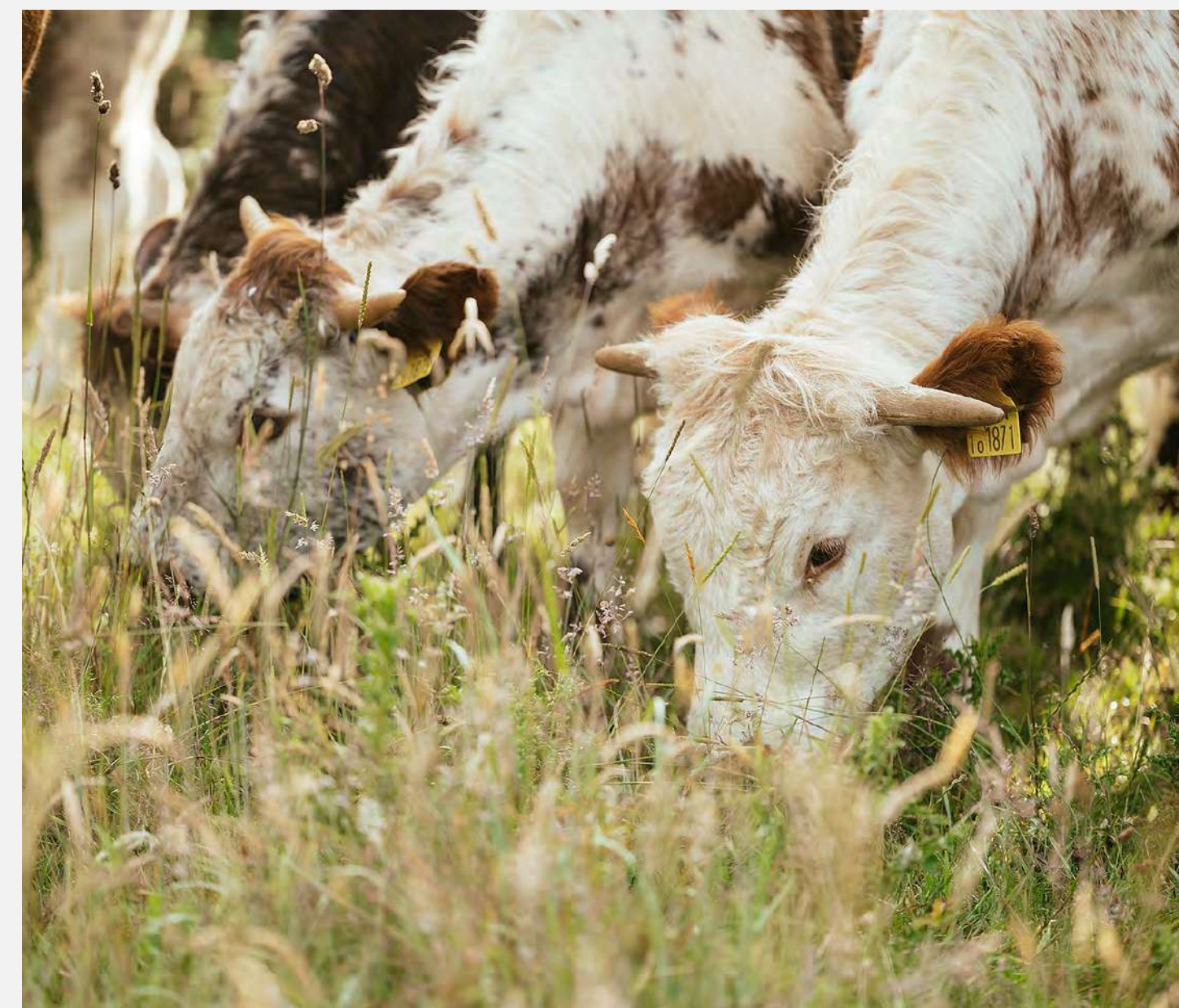
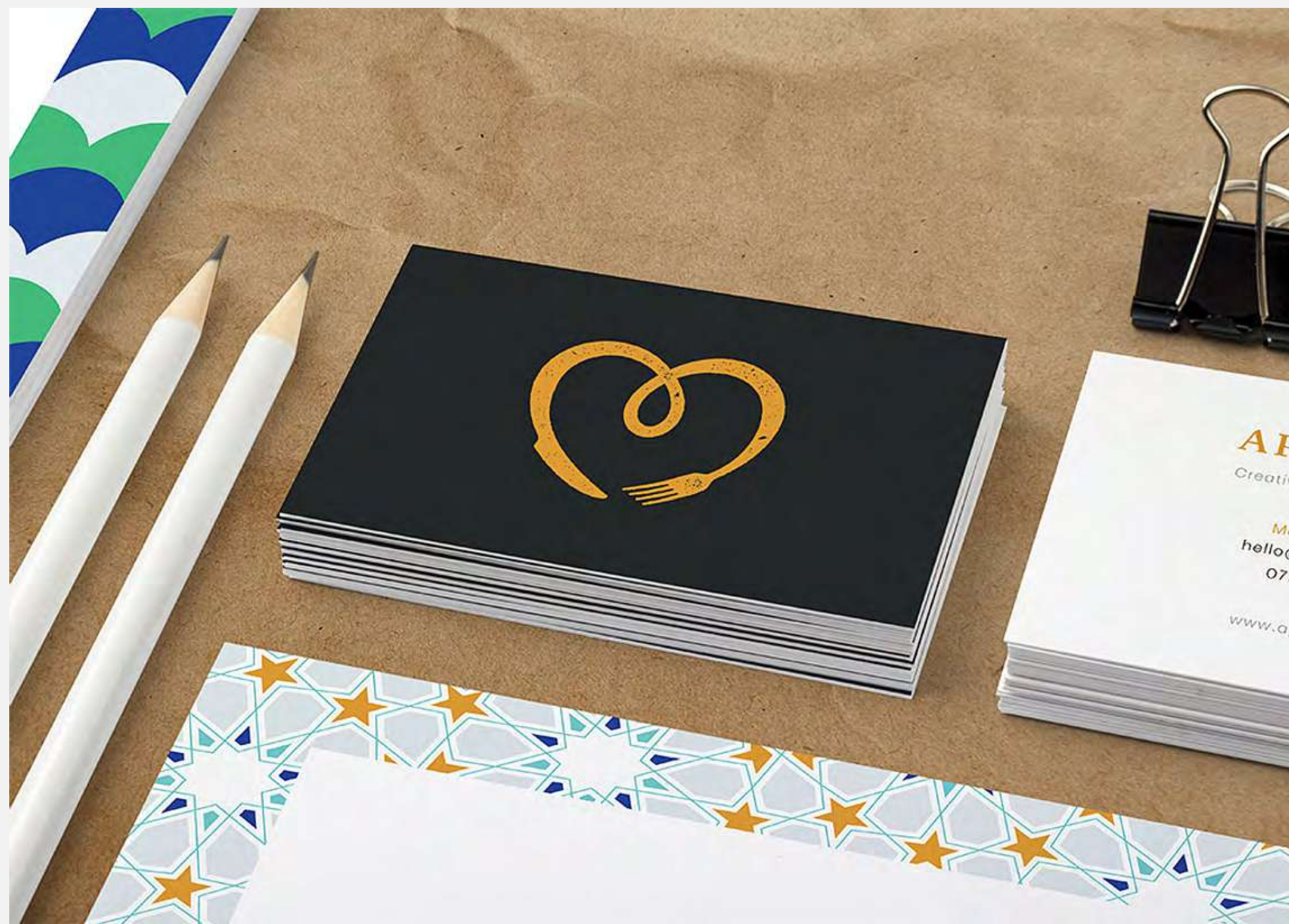
Onclusive

Onclusive are a partner for PR and Communications teams. This symbol communicates excellence in the negative space between comms. It speaks to the collaborative approach they practice with their clients.



Cherry Lodge Farm
This herd of English Longhorn cattle graze freely across historic chalk grassland on the Salisbury Plain, the only working farm operating on a National Nature Reserve. They are an integral part of this ancient ecosystem which support a wide range of rare and iconic flora and fauna. In developing the brand I had to manage a team of illustrators, photographers, and cattle to help them tell their story.

Aperyer
At the literal heart of this catering brand is the avatar which encompasses this wonderful couple and their strap line 'Love. Laughter. Food.' This is supported by a background palette of patterns which can be hand picked and mixed to suit their unique customers.



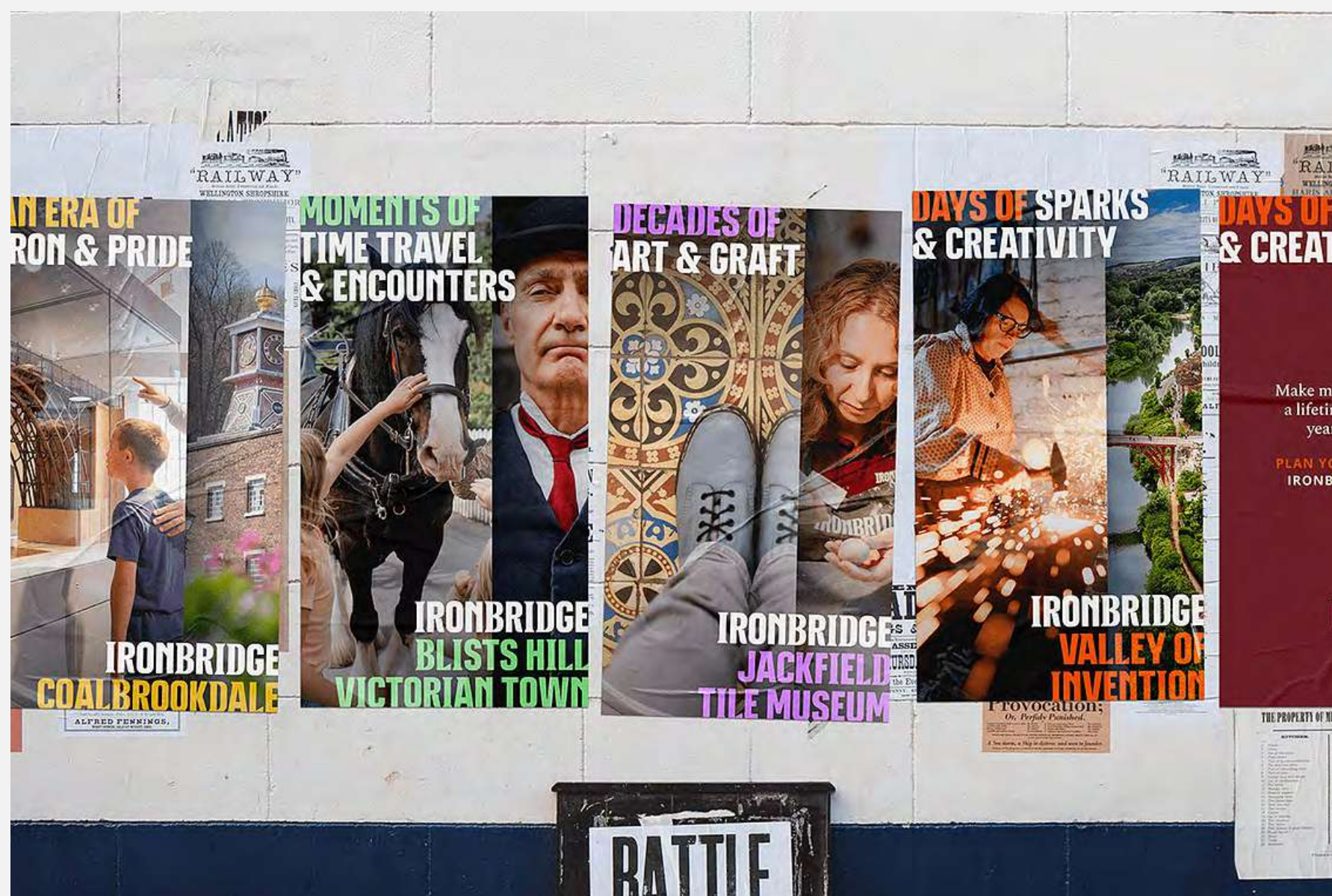


Ironbridge Valley of Invention
In the heart of a World Heritage Site, Ironbridge Valley of Invention brings history to life with museums, historic sites and hands-on experiences that tell the story of the Industrial Revolution. I was the creative lead, tasked with developing a campaign framework to bring their comms to life. By embedding a sense of time and energy into the messaging structure and by going big and layered with their existing brand toolkit, we helped bring the offer to life.



SS Great Britain
Brunel's SS Great Britain is the ship that changed the world, and Bristol's No.1 Attraction (Trip Advisor). I designed a range of printed materials which enhanced and brought to life to the existing toolkit.

Bristol 24/7
A new venture at the time, I produced some custom typography to head up their new online and print magazine. A nod to Bristol's heritage, an industrial but timeless landmark built to stand strong.





ORIGINE CHAMONIX-MONT-BLANC

CHX DISTILLERS
CHAMONIX 74400 FRANCE



Altitude Gin

From humble beginnings with a borrowed still in a wooden mazot at the foot of Mont Blanc, Altitude Gin was born, letting people drink in the mountains, embedding the idea of adventure, friendship and freedom. An opportunity to work with some innovative glass printing techniques.

Brixton Distillery

By sourcing botanicals from in and around Brixton market, this rum took everything that made the local area great – the diversity, the vibrancy, the community spirit – and bottled it. It was Brixton. Bottled. I picked up the creative after the initial concepts for the Market Row rum brand had been distilled, taking the packaging and overall distillery identity to completion and delivery.



THE
BRIXTON DISTILLERY
COMPANY



Punter Southall

Aspire

 Next generation thinking.

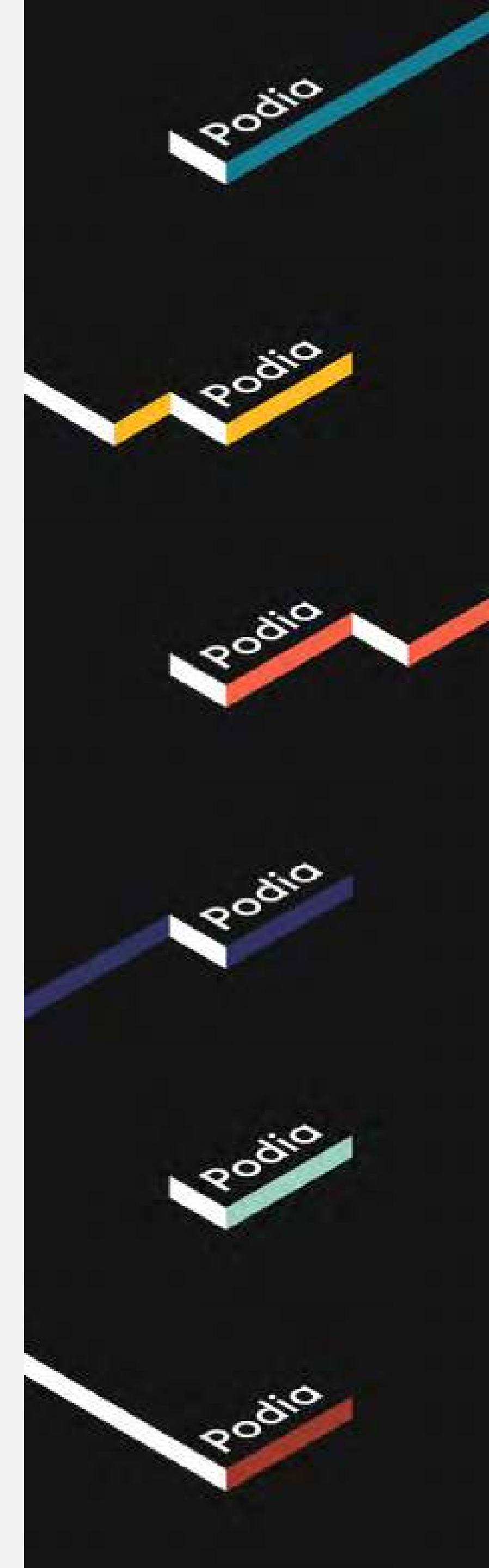


Punter Southall Group

 Constantly changing and adapting their portfolio of companies and services to help transform their clients financial future, we embedded intelligent agility in the Group wide identity system, uniting the Group as a whole while allowing each company to target their unique audience.

Podia

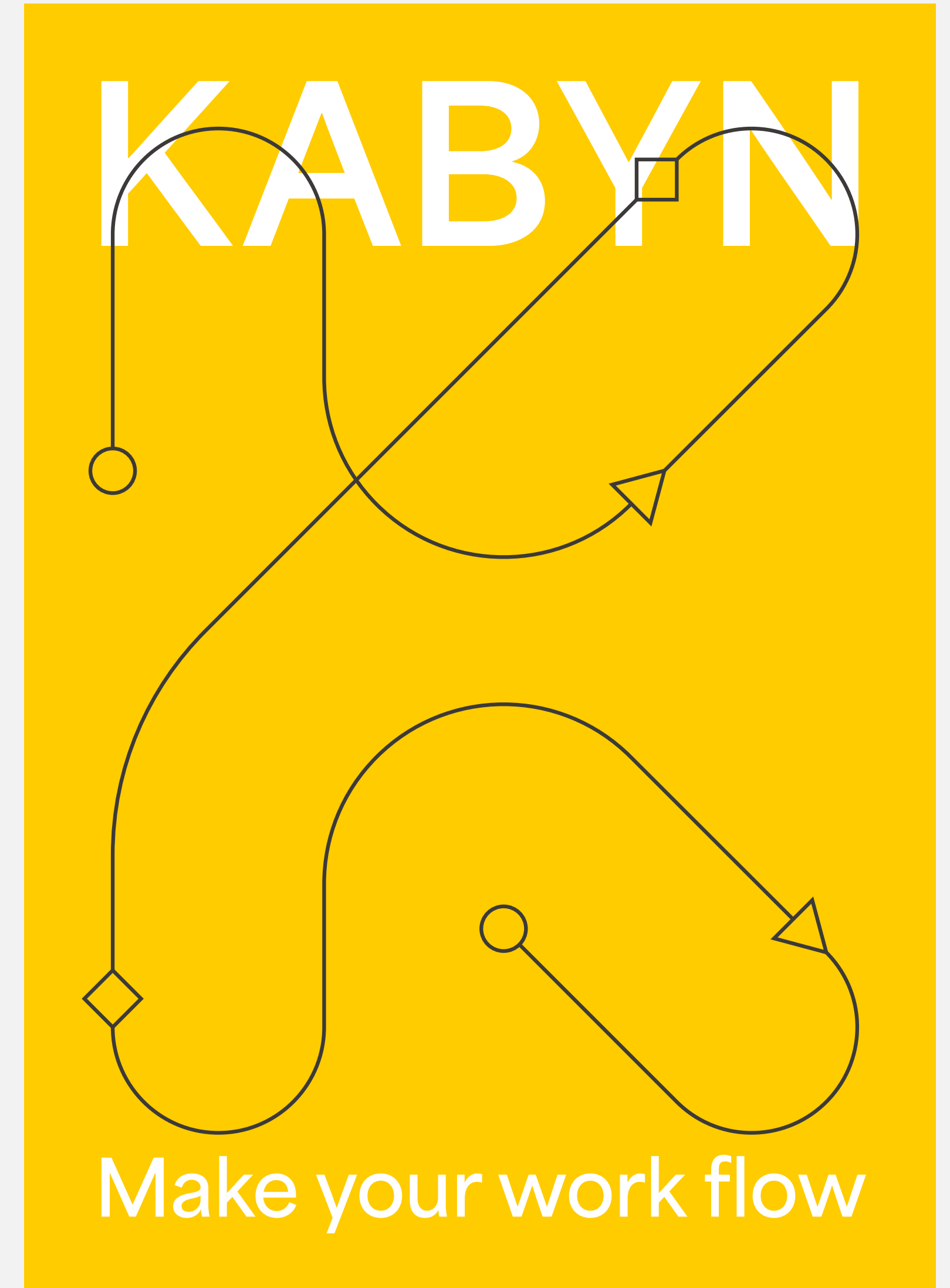
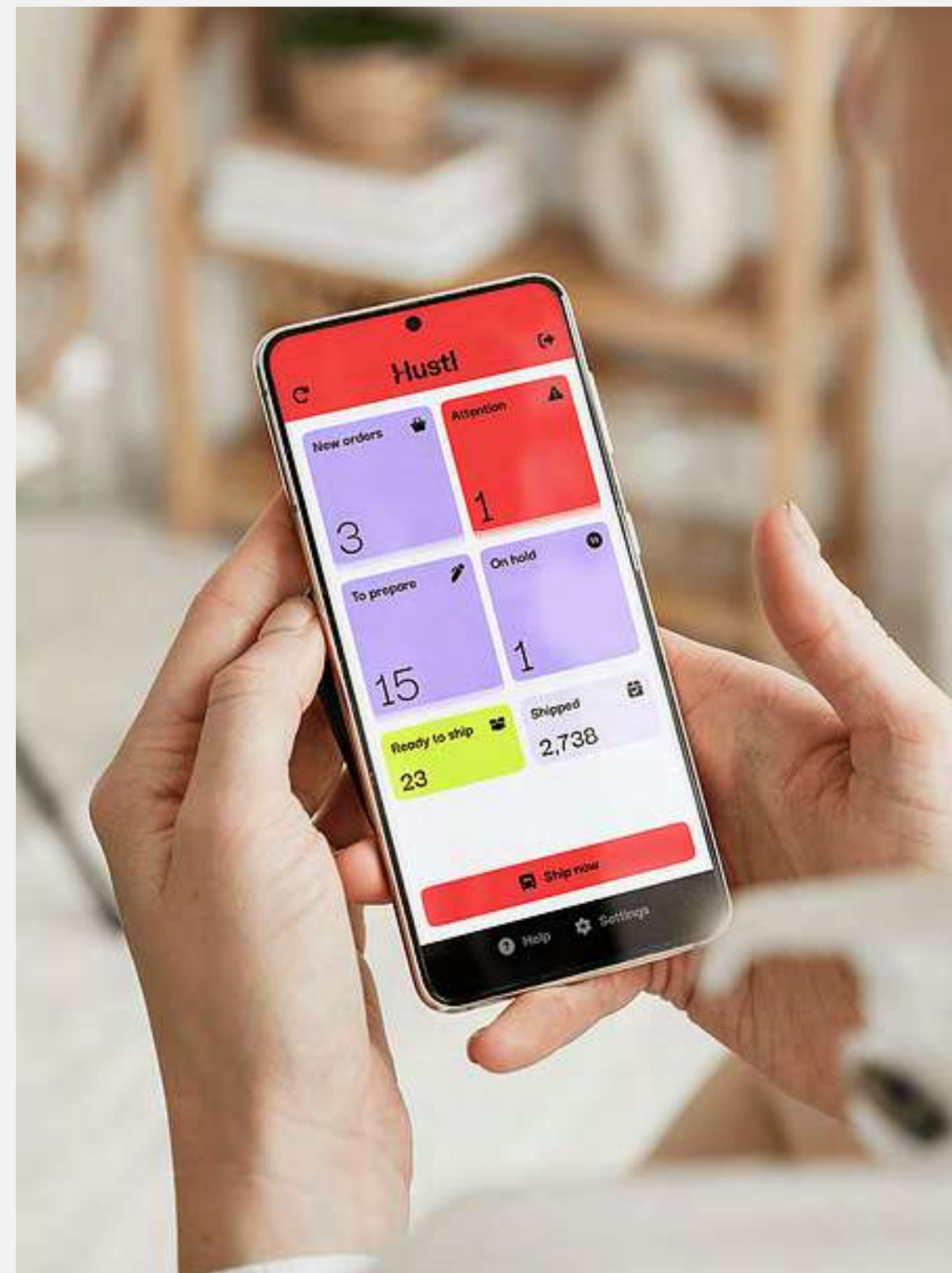
 Podia supply premium home and office workspace solutions to both executives and businesses alike. Taking my initial concept through development to completion, I put the user on a literal podium to elevate their working experience. The isometric system at the heart of the brand acts as a metaphor, making the two-dimensional digital world three-dimensional through Podia's unique workspace solutions.





Hustl

Whether it's a side hustle, start up, online shop or maybe even "the world's next big thing". Hustl revolutionises the way you run your eCommerce business. I introduced the idea of integration into the custom wordmark and simplified the UI approach.



Kabyn

Kabyn is the software building platform that lets teams take control of their data and processes through streamlined workflows they can build themselves. I introduced a flexible graphic system, a simple analogue analogy of their digital offer, communicating the central idea of 'Make your work flow'.

Make your work flow

Contact

I'd love to talk about how I can
help you build a best-in-class brand.

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