Peter Merridew
Graphic Design
Client  Maggie’s Cancer Caring Centres  
Project  London Night Hike Event Passport  

Dual purpose booklet for a fundraising all-night walk through the city of London, which acted as both a guide for the walk as well as an information booklet for the services provided by Maggie’s Cancer Caring Centres.
Client: Oakbook
Project: magazine

64-page Oakland-focused current events and lifestyle magazine produced roughly bi-monthly and distributed throughout Oakland, California.
Client  Edinburgh City Council
Project  Property Particulars

Two or four page brochures used by the Edinburgh City Council to rent or sell properties.
Client  Scottish and Southern Energy
Project  ssenews monthly newsletter

Monthly 12-page tabloid-format newsletter distributed to offices and service depots throughout the UK.
Client  David Bellingham
Project  Returning book

Working with the artist, the Returning book was created both to present the artist’s series of Returning works and to celebrate the completion of The Bridge building in Glasgow, Scotland, within which one of the artist’s poems is embedded in a steel plate in the floor.
Client: Roger Palmer  
Project: K Book

Working with the artist, the K Book was created to complement the series of artworks inspired and related to both the German naval ship and the German city, named Königsberg. The city of Königsberg was occupied by Russia and renamed Kaliningrad.

The book was printed in both English and Russian, and both versions were housed in a book sleeve.
Client  Maggie’s Cancer Caring Centres
Project  Fire & Ice Ball Program and Sponsor Booklet

The Fire & Ice Ball is an annual fundraiser for the cancer support charity, Maggie’s Cancer Caring Centres. The program included a schedule for the evening, menu as well as listings for both live and silent auction items.

A separate Sponsor Booklet was developed to give the sponsors more recognition as well as keep from detracting from the Program booklet contents.
Upon deciding on an ostrich farm as the location of our wedding, the theme for our invitations was impossible to resist.
The packaging for Industrial Reader Ear Muffs was designed to be just as appropriate on the shelves of your local book store or coffee shop as your local hardware store or airport snack shop. Industrial Reader Ear Muffs can be used equally as reading aides or traditional industrial ear muffs.
After receiving some promotional materials from Icelandair aimed at younger travellers, I found that the current in-flight magazine looked very dated. In this personal project, I imagined a contemporary in-flight magazine that would appeal to a younger demographic with hand-stenciled cover art and cleaner typography.
Client  Bronwen’s Skin Care

Venturing out with her own skin care business, Bronwen wanted a simple and elegant identity which would convey a sense of serenity and rebirth – as her customers experience after a session with her.
ecoLeap foundation is a Swiss non-profit organization committed to helping Mongolians achieve success sustainably, avoiding the negative effects often experienced by developing countries.

The shift of the Leap baseline and the elevated dot echo the ethos of leapfrogging the negative aspects of development. The green dot also acts as a bridge between the foundation and traditional Mongolia.
Client  Fairmont Hotels

The Rock & Spindle is a sports bar at Fairmont St Andrews, in Scotland, which is named after a local geographic formation which resembles the rock and spindle traditionally used to spin wool.

Using the historical source of the name, I referenced the twisting of wool in this typographic logo concept for the sports bar.
DryClean.ie is based in the greater Dublin, Ireland, area that offers dry cleaning services over the Internet, using a collection and delivery service.

Referencing a dry cleaning identification tag and safety pin in this DryClean.ie logo concept helps bridge the potential disconnect of taking care of one's dry cleaning over the Internet.
Client  California State Automobile Association
Project  Vehicle illustrations

These vector illustrations were created for an in-branch Auto Insurance campaign.
Project Letterform Study – Fall 2004

Given a variety of constraints, the assignment was to create a letterform combination using my first- and last-name initials, and hand-ink the letterform in a 4” x 4” square on an 8” x 8” board.