## HELLO

## steve hall oilottod

Rightmove is the UK's number one property portal and the UK's largest property marketplace.

Launched in 2000, Rightmove is now the biggest home-grown web brand in the UK, who's traffic levels are only surpassed by Facebook, Google, YouTube, eBay and Amazon.

#### marketing designer

printed leaflets & booklets

 $printed\, promotional\, materials$ 

OOH - taxi wraps, billboards, adverts

digital banners (corporate and customer)

animation

emails

presentations

events

(stands & promo materials)



#### Little Blue Book

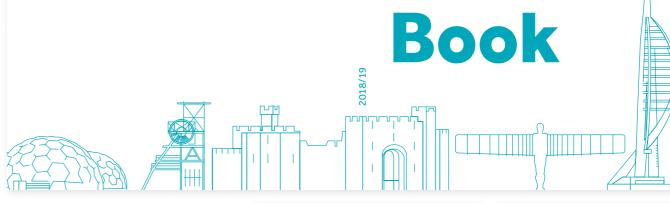
The Little Blue Book was a prestige communication sent to our customers (primarily Resale and Lettings Agents). The book was a showcase of the market's activity over the past year with articles from industry experts on the outlook for the following year.

The project was a joint effort between the Design team, Trade marketing and Data Services teams.

#### 2018/19

#### rightmove 🗅

#### Little Blue rightmove 🗅 National Edition



# Affordability



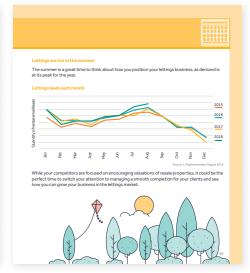
















#### Calendars

An important piece of marketing collateral for each year is the Rightmove calendar. An opportunity to get the brand on every Estate Agent's desk around the country.

As this was aimed at both our customers and consumers it was vital to showcase Rightmove's personality: the friendly expert.

However, for our agents that only specialised in commercial properties, a calendar with a more serious tone was needed.

#### Trade calendar

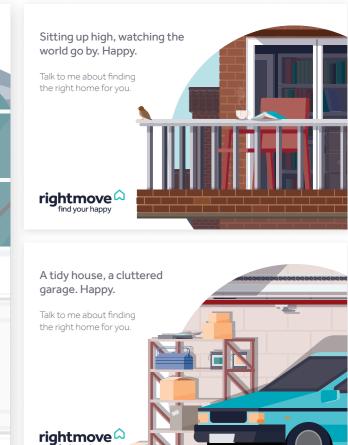






Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30			A	





#### Commercial calendar







Helping more tenants
with accessibility needs
find the right home

We oftenher from wheelchar users looking for their next
hone that they need more information to help decide if a rental
property is a utably accessible.

There is currently alto a facessibility fields available to use,
known as 'undefactures', that you can tick when uploading listings,
though currently only the official protest more consistency in
listings, and introducer relevant filters in the future, to help more
learnist find accessible homes. This guide is the first strap.

#### rightmove 🗅

#### Dos & Don'ts

#### rightmc <sub>Do</sub>

#### Use these key words in

- Use these key words in the proper description, rather than an alterna
- Use the full phrase in listings, to hel
- Ask the landlord questions if it is no known whether a property has the features

#### Don'

- Paraphrase or change the wording of these phrases – e.g. do not use 'the property has step free access' insternor of 'step free access' into property'.
- Use phrases like 'might be' or 'poten for there to be' before the key words
- Include features you are unsure of



#### Documentation

The most important information Rightmove would communicate would be issued in print and digital documents in a clear, friendly and on brand format.

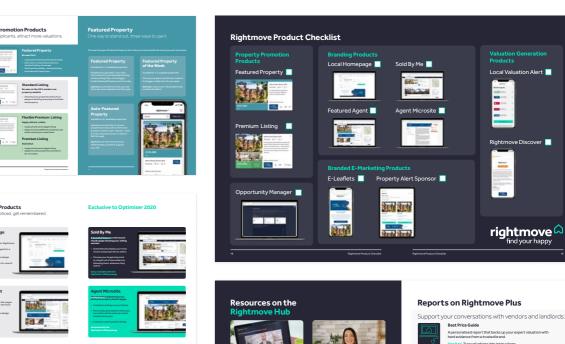
Maintaining clarity was vital to keeping documents easy to digest, but keeping both the branding consistent and a human element to the documents was the challenge.

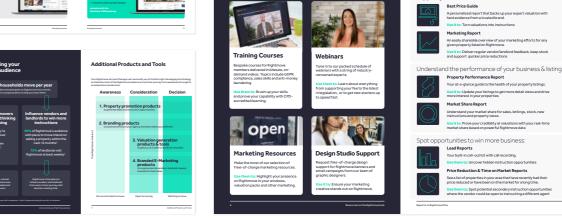
Accessibility advice



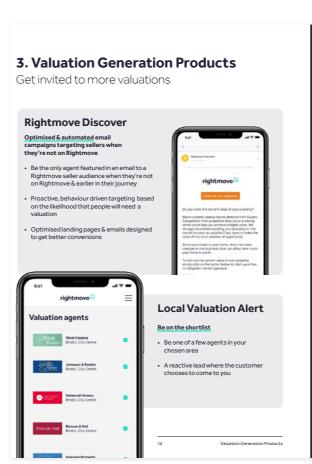


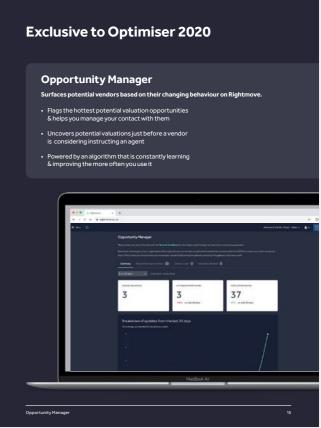




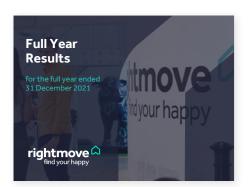


#### Product matix

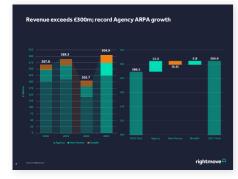


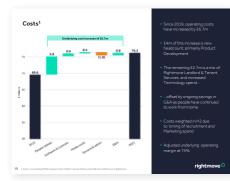












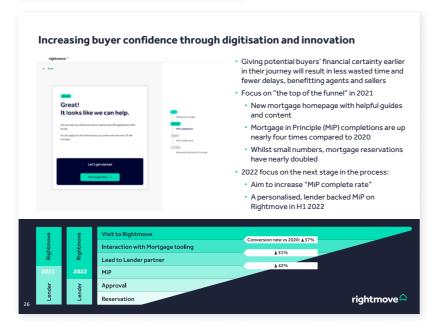


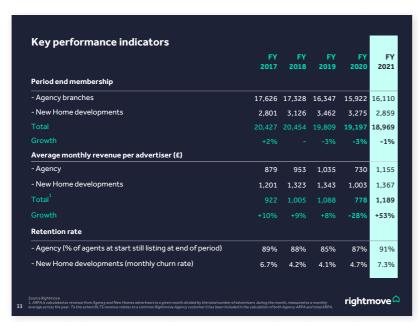


#### EOY/HY & Presentations

The EOY and HY presentations to investors is an extremely important part of Rightmove's year.

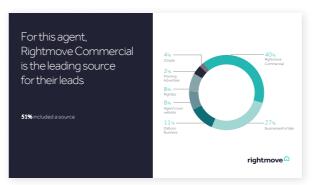
The presentations had to be produced under strict regulations, making sure that all data was secure. The work itself had to be clear, concise and help show Rightmove's personality whilst remaining professional and honour its position as market leader.









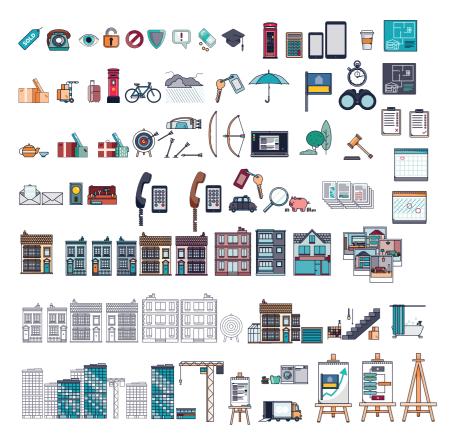


Other b2b comms via presentations, had to follow our guidelines, keeping a friendly tone, whilst maintaining a clean and professional look.









#### Branding Development

Rightmove's branding radically changed in 2016.

Working closely with "The Team", a new logo and identitiy was created, and I and our marketing & team developed the use of colour, tone and ongoing evolution of the brand.

These are some of the illustrations and iconography I developed to help tell our marketing stories in both b2b and b2c channels.

Earlier illustration style



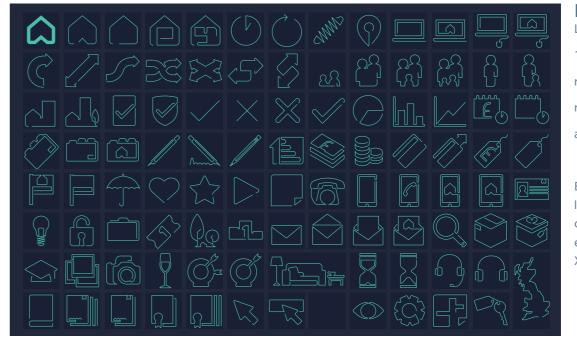








 $Updated\ illustration\ style\ \ {\tt Developing}\ of\ the\ earlier\ style, the\ stroke\ was\ reomoved\ and\ a\ second\ plane\ added\ for\ depth$ 



#### Icon style Labyrinth Icon style rules:

14pt teal stroke

round cap

round join

align stroke to centre

Each icon is made of one line, which cannot cross over at any point (with the exception of the simplified X symbol)



"Happy at Home Index" Evening Standard DPS

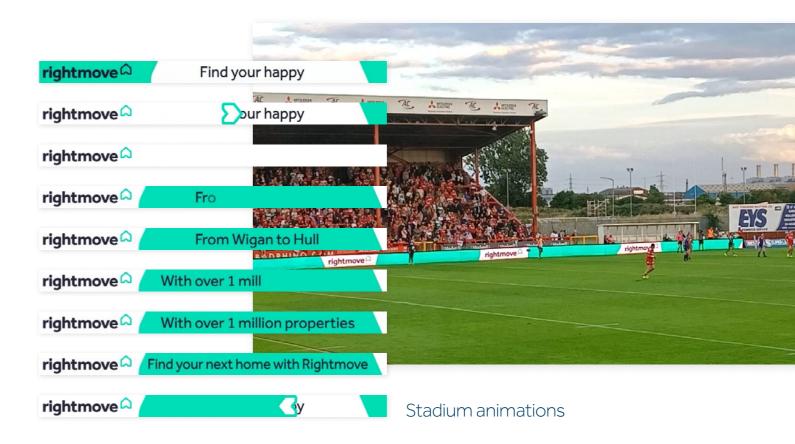


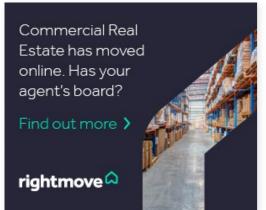
#### Out of home advertising

Out of home advertising is an important focus for the consumer marketing team, used to drive brand awareness and increase site & app engagement.

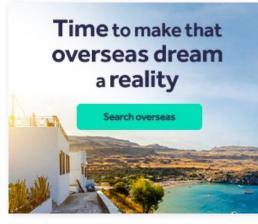


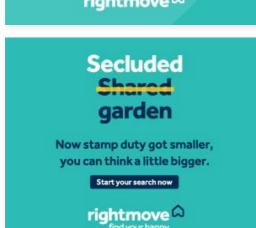
Evening Standard print adverts







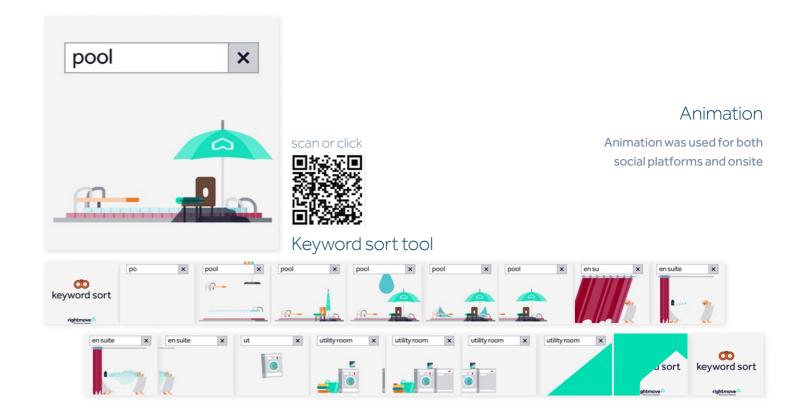


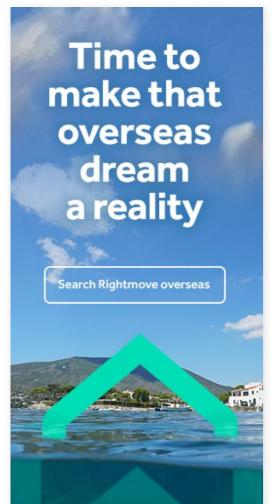


#### Digital assets

Banners to sit on site to direct consumers to use tools and services and to drive traffic.

Consideration had to be taken into catching attention at the right time, so as not to break the user flow, but also making the content engaging, both visually and through the use of strong CTAs.







#### Agent branded banners

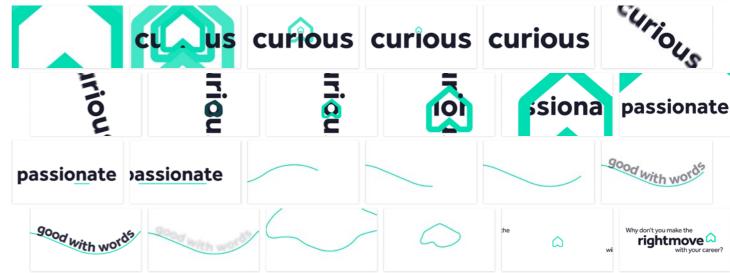




















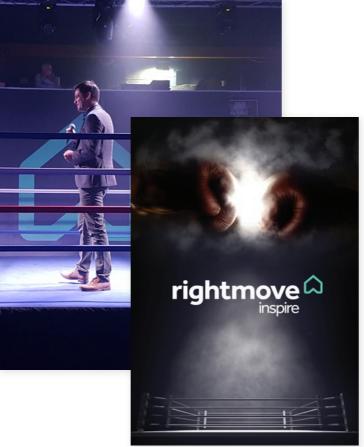
#### **Events**

Stand design, installation design and bespoke artwork were all required for brand presence at big industry shows such as ARLA, Lettings Live and EA Masters, but also for Rightmove's own networking and hospitality events.















## **Freelancing**

#### **Graphic Designer**

Magazine production

Catalogue design

Printed advertiments

Web/UI design

#### Fund of Hedge Fund Special

## **TheFundBusiness**

March 2008

DARE TO BE DIFFERENT!

**DOES STANDING OUT FROM** THE CROWD MAKE FOR **A MORE SUCCESSFUL FOHF?** 







**Exclusive profile of Ana Haurie, the CEO of Dexion** 

A look at the winners and losers of 2007

www.thefundbusiness.com



#### Fund Business Xtra

Newsquest.

notable success. But are they built to last? XXXXXXX XXXXXX XXXXX

XXXXX XXXXXX XXXXX XXXXX XXXXXX By Angelique Ruzicka.

IS BIGGER BETTER?



#### funds fought off

Magazine design (cover and all articles) for a special edition of the Fund Business, published by

14



Welcome

Dare to be different



→ Tip of the Ice-berg?



22-23

steve hall

How do I...

0800 376 0070

0905 212 2237

0905 212 9193

0871 712 1654

The Vibe Call now for 300 293

For chat fun in your area, text MBR to 85777

Friendship

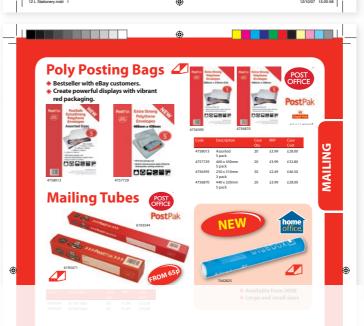
Eckoh

Classified advertising



Product catalogue







#### **Independent Retailer Catalogue**



**Torches** 



To place your FREE ad, call now on 0800 063 0753

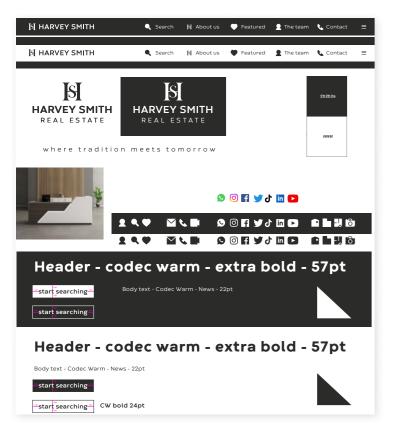
## Guitar Get The Band

### steve hall

Freelance - Eckoh - Classified advertising

Freelance - ISA - Product catalogue





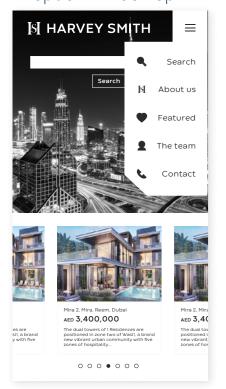
Icons, logos and font styles.

#### Website Development

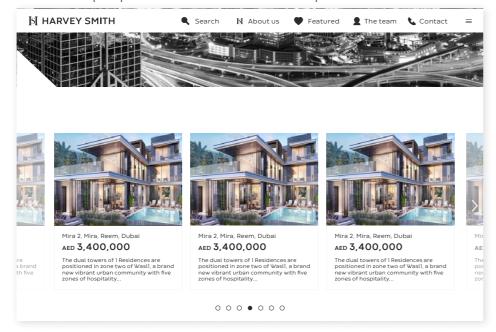
Harvey Smith Real Estate (Dubai) was in the process of starting up, and required some early designs of a website. The final version used these as a basis for the site.

Responsiveness was kept in mind, both desktop and mobile versions created. A homepage, search results and full property listing was created, as well as mock-ups for mobile dropdown menus, and full iconography with logo usage as well.

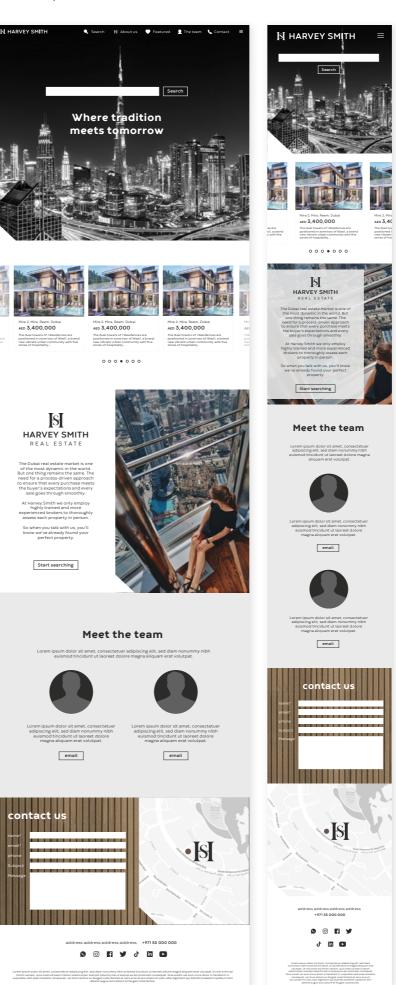
#### Dropdown mock-up

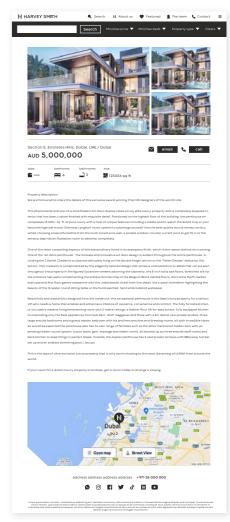


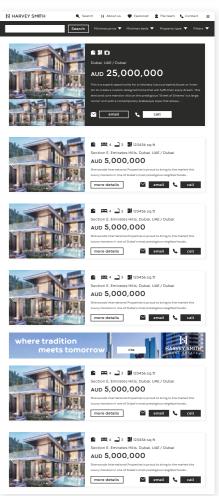
#### Featured properties carousel mock-up



#### Desktop Mobile







#### Art

Personal artwork, undertaken for family, friends and my own enjoyment. Wildlife art is a passion of mine, and the examples of digital art are of family holiday destinations. Traditional media

Digital art



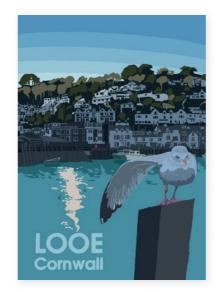




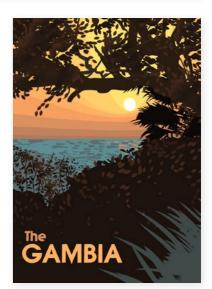












portfolio steve hall

Art - Traditional media



stevehall222000@hotmail.co.uk