

Seb  
Arnold

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Hi I'm Seb! A London based Conceptual Design Director, Visualiser & Illustrator with over **12 years experience** working with some of the biggest marketing and advertising agencies in the world.

I have produced work for brands ranging from Coca-Cola to American Express, with a focus on branding, drinks marketing and experiential design.

My involvement spans from initial concept ideation through to design, print, digital and activation.

Designer  
Visualiser  
Illustrator

# Experience

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**Freelance Conceptual Design Director & Illustrator**  
2021 - Present

**Freelance Senior Conceptual Designer & Illustrator**  
2018 - 2021

**Senior Conceptual Designer**  
Momentum Worldwide, 2017 - 2018

**Designer**  
White Label, 2014 - 2017

**Junior Designer**  
Grey London, 2012 - 2014

**Junior Designer**  
The Marketing Store, 2012

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**BA (Hons) Illustration**  
University for the Creative Arts, Maidstone 2012

# Education



# Clients

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Campaign ideation, art direction, branding, packaging,  
visual identities, typography, market guidelines,  
on/off trade, key visuals and experiential design.

# Design

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**Agency**

House337

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**Project**

Greene King Craft Beer Campaign

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**My Role**

Design Lead

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A fun project from 2022 was this OOH brief with the guys at House337 working on the new Craft Beer launch for Greene King. This fun, vibrant design language took their traditional look and feel and transformed it into a modern eye catching range.

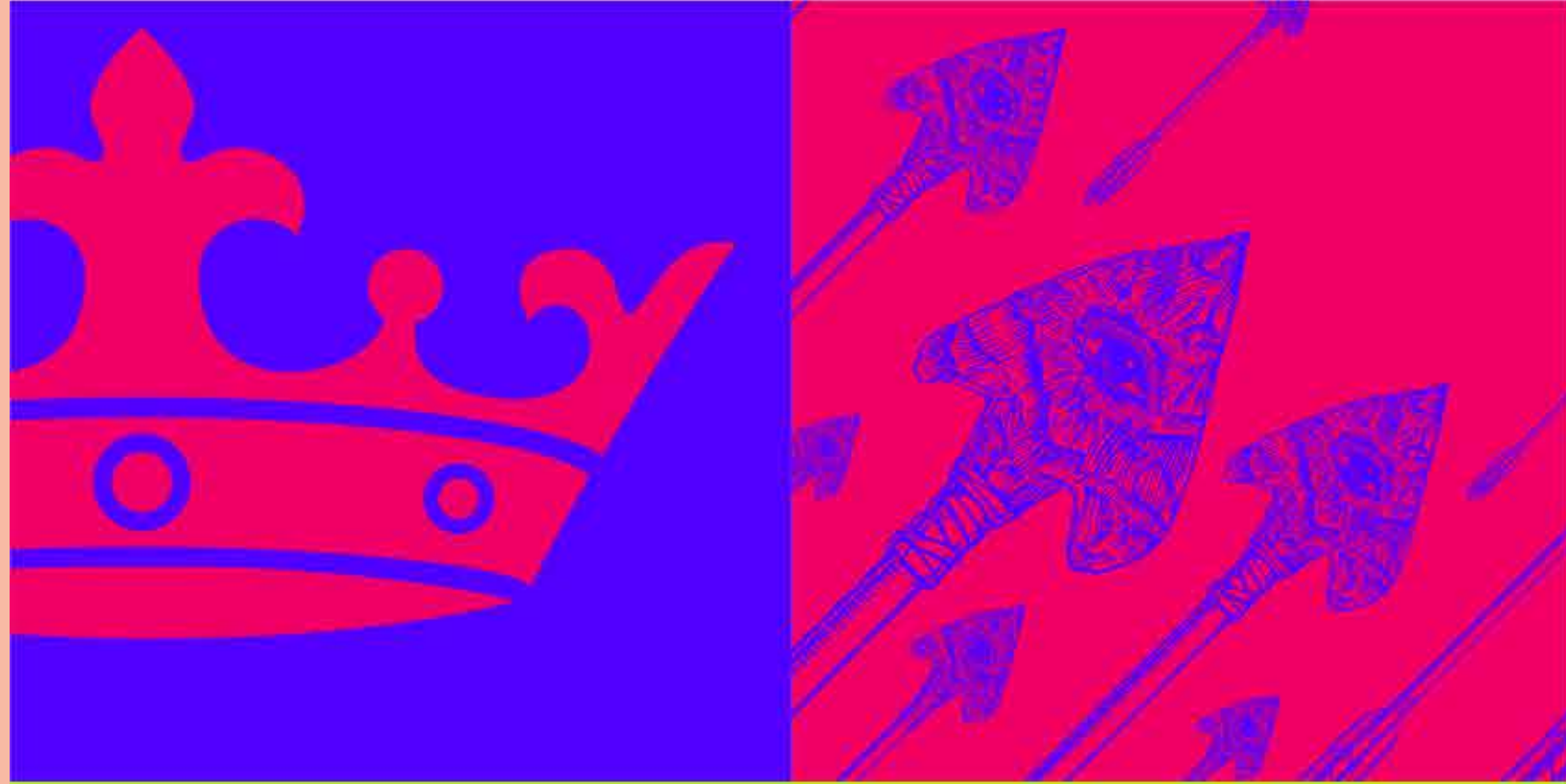
# Greene King



# BRAND NEW BEERS

*Centuries in the making*





  
**BRAND NEW BEERS**  
*Centuries in the making*

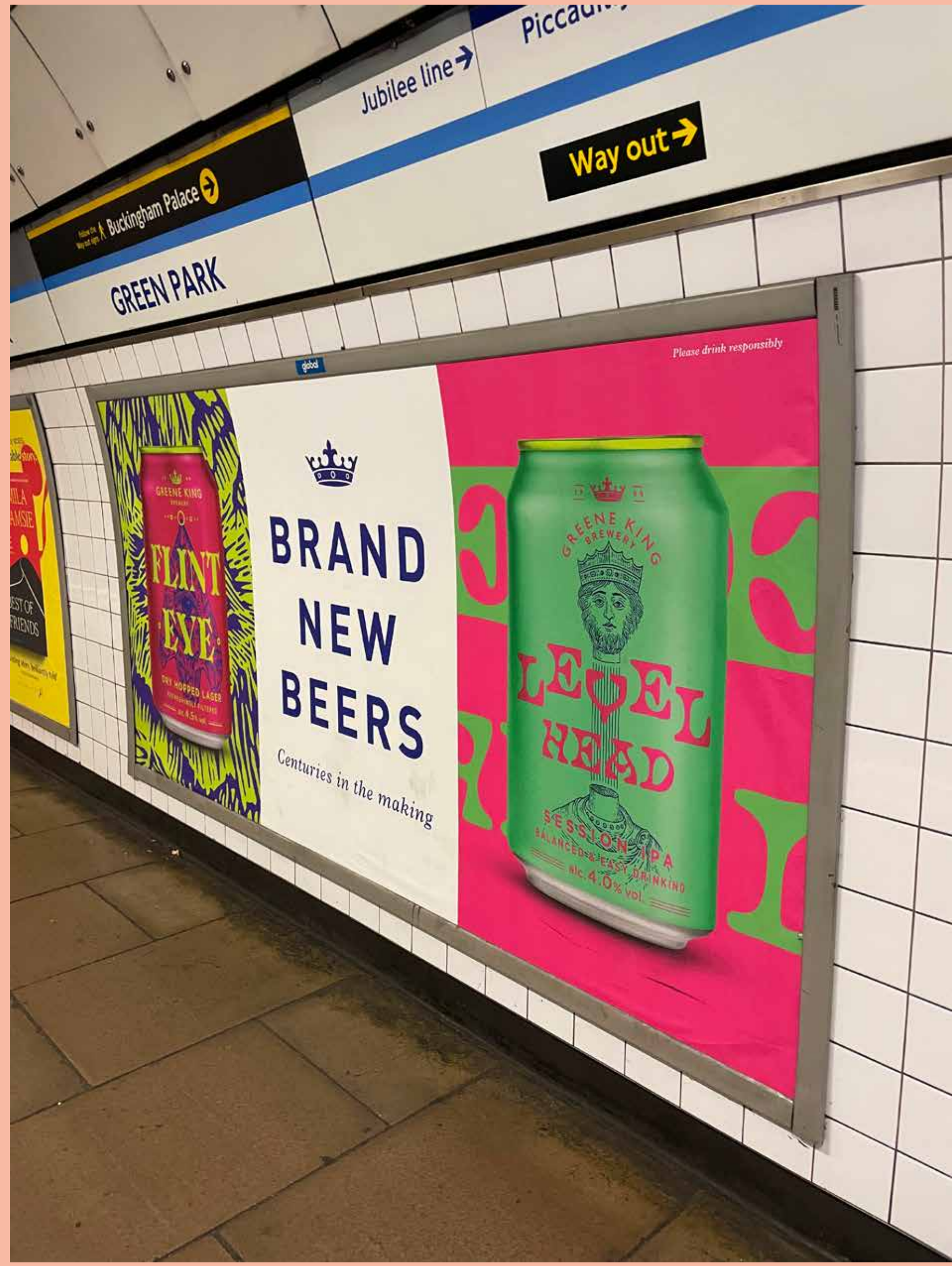
*This is craft beer. But not as you know it. Because these beers are made from history.*

*Legendary tales reimaged by our brewers. Stories so mad, we had to immortalise them in beer forever.*

*You won't find many craft beers inspired by a king's decapitation or a neolithic flint-tipped arrow. Then again, you don't find many craft beers made by people who've been brewing for over 200 years.*

*The truth is, we're only just getting started.*







## Agency

Design Bridge Amsterdam

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## Project

Coca-Cola The Magic of Glass

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## My Role

Design Lead

Photoshoot Direction

Visualising

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During a long booking as a Design Director at Design Bridge Amsterdam I helped lead this Horeca (Hotels, Bars & Restaurant focused) campaign for Coca-Cola. The campaign itself tied back to Coca-Cola's existing Real Magic brand platform, drawing focus to the interplay of light and glass that brings magic to the table whilst also showcasing the iconic nature of the coke glass.

I was responsible for delivering a range of key visuals working closely with the photographer that would be tailored to certain dining settings each with specific requirements for their various markets.

I was also tasked with creating a guidelines document for markets to use when creating assets.

# Coca-Cola



*Coca-Cola* Real Magic

Bring Magic to the table.



*Coca-Cola* Real Magic

Bring Magic to the table.



*Coca-Cola* Real Magic

Bring Magic to the table.



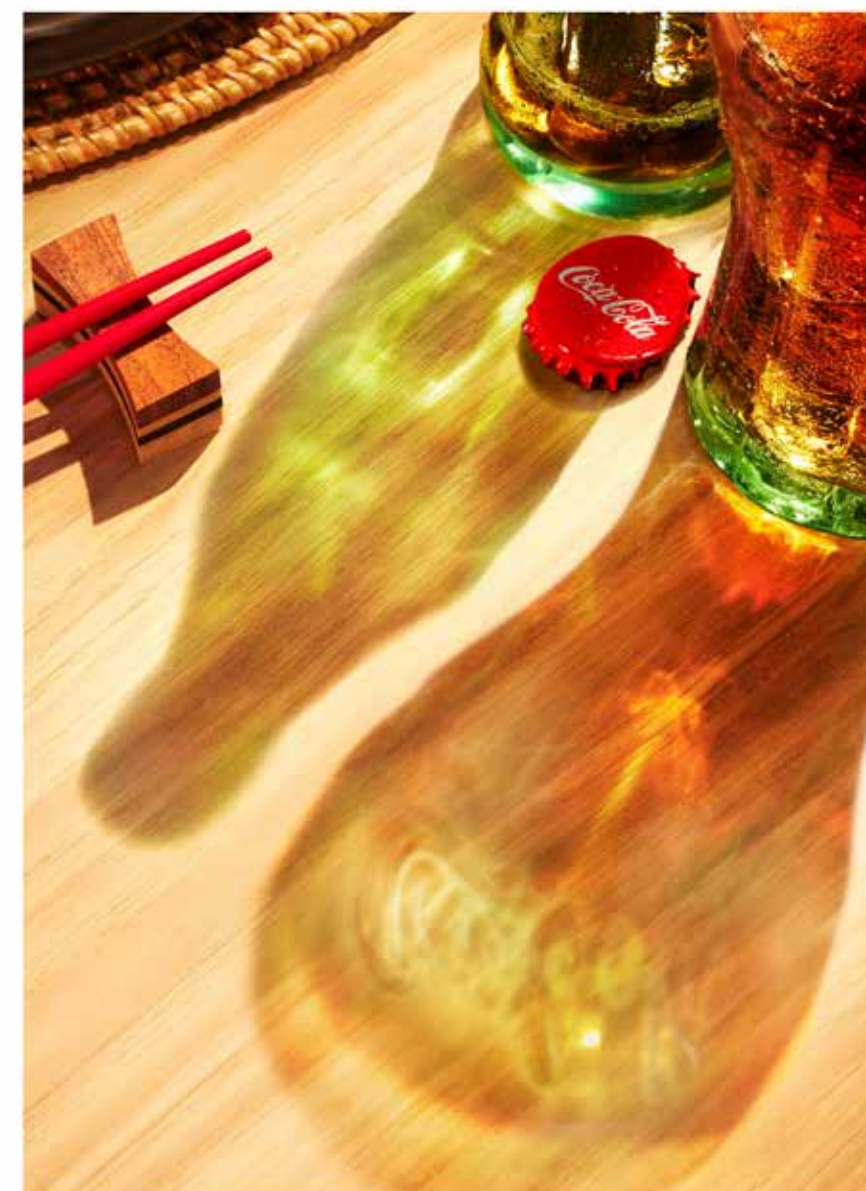
*Coca-Cola* Real Magic

Bring Magic to the table.



*Coca-Cola* Real Magic

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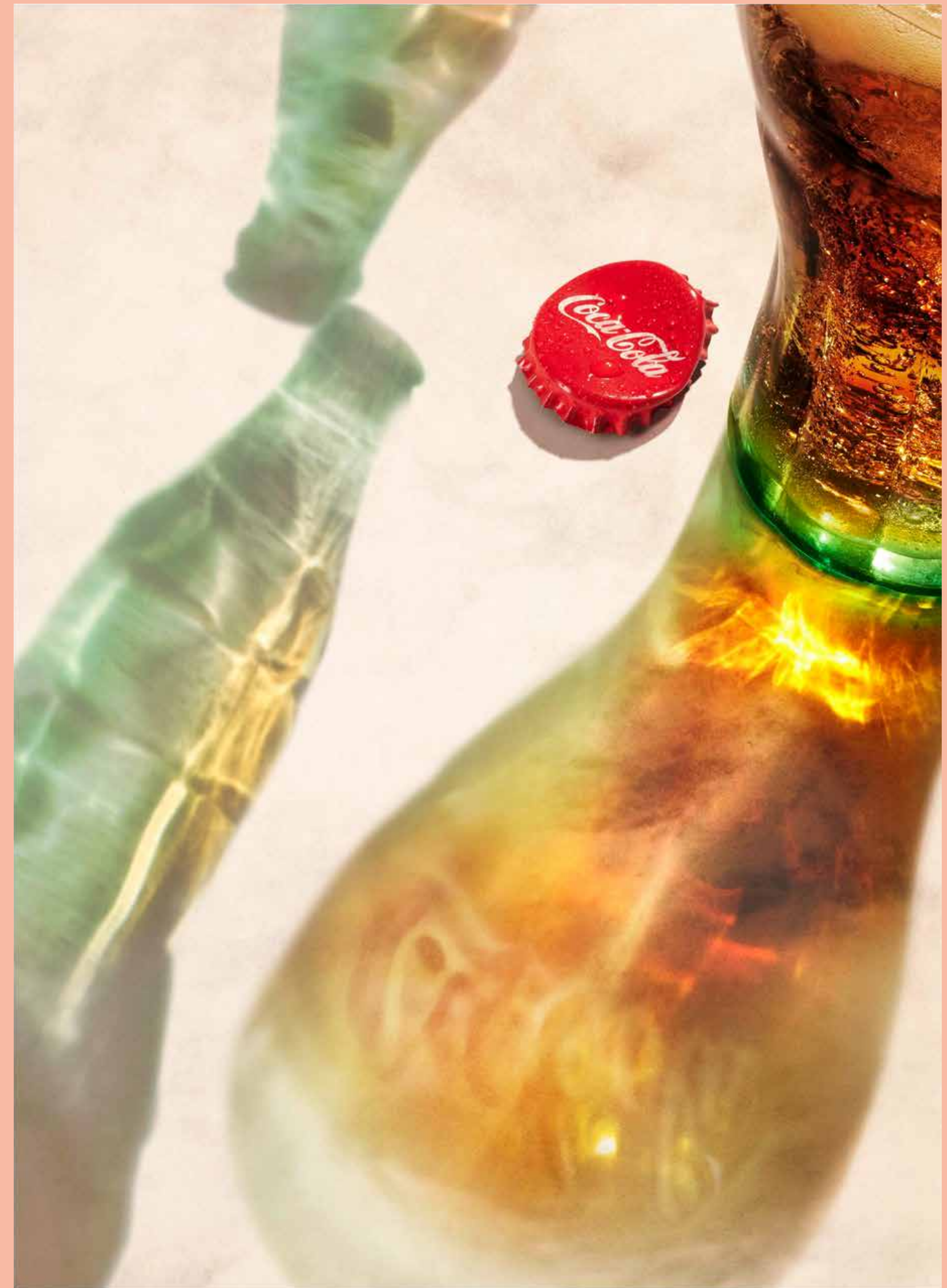


*Coca-Cola* Real Magic

Bring Magic to the table.



My Concept Scamp



Final Photography



**Coca-Cola**  
Real Magic

**Bring Magic to the Table.**



**Coca-Cola** Real Magic

**Bring Magic to the Table.**



**Coca-Cola**  
Real Magic

**Bring Magic to the Table.**



**Coca-Cola**  
Real Magic

**Bring Magic to the Table.**



**Bring Magic to the Table.**

Discover the **Magic** at  
*Carluccio's*  
5 metres away

**Coca-Cola**  
Real Magic



**Bring Magic to the Table.**

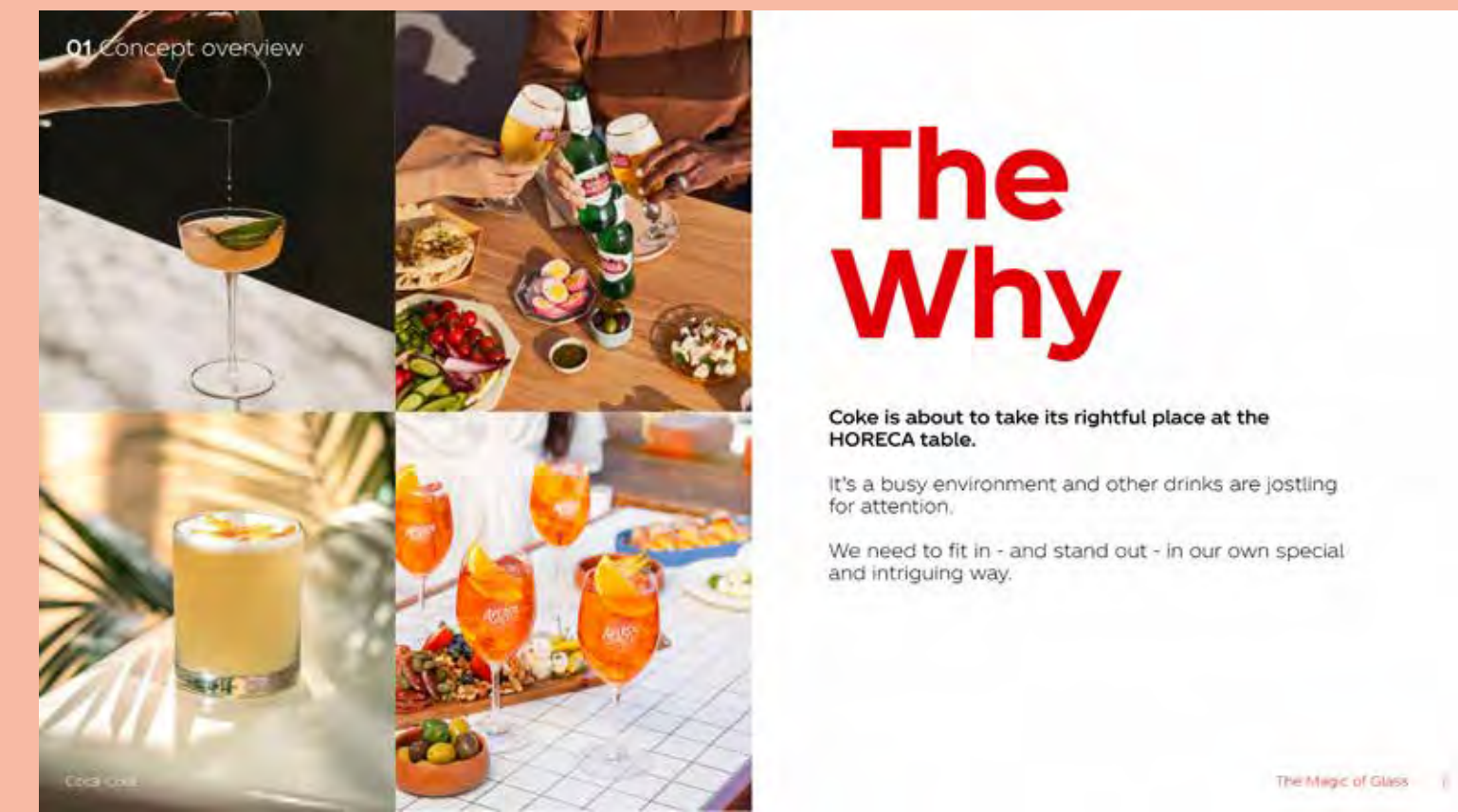
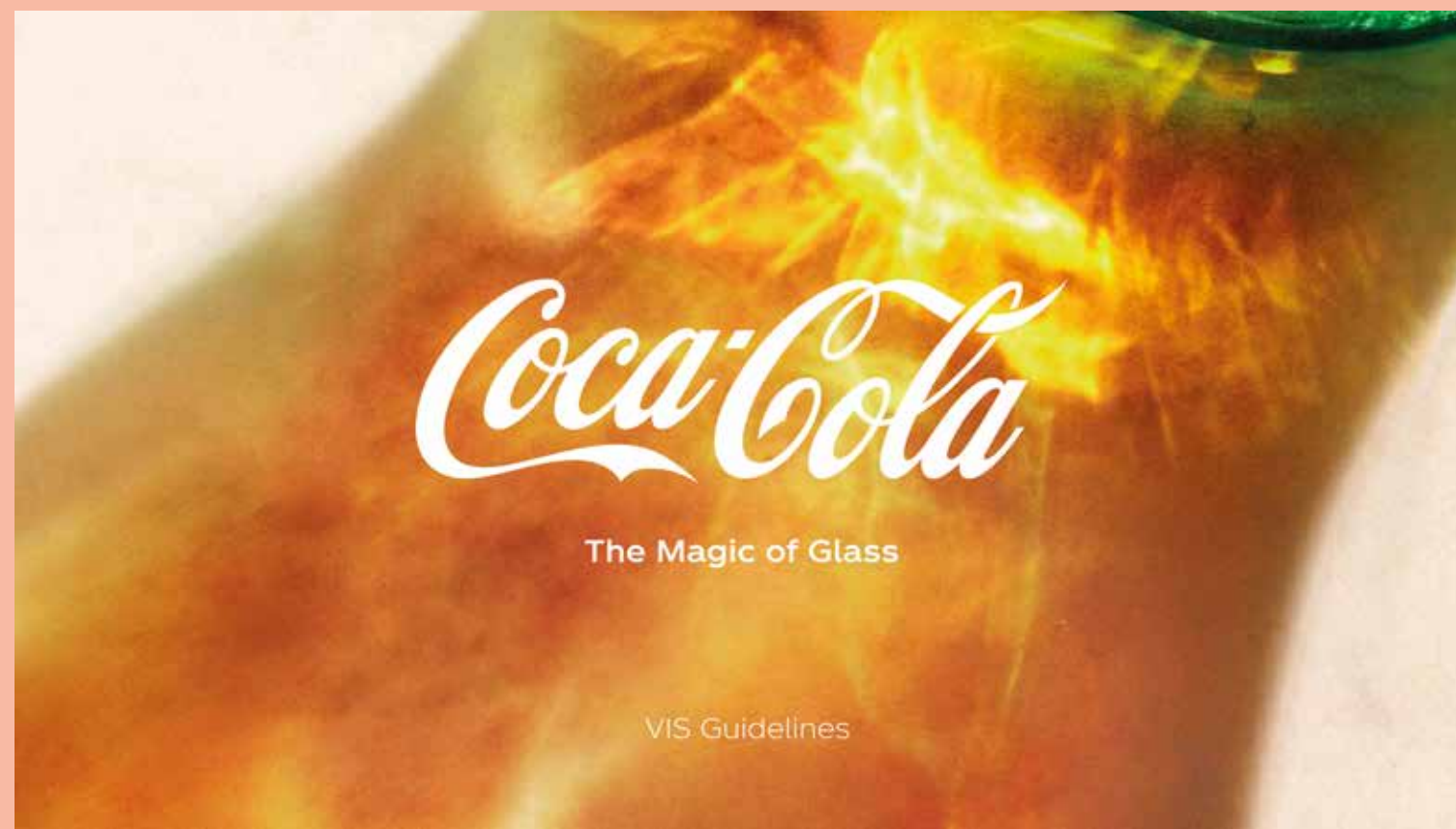
**Coca-Cola**  
Real Magic



**What will you bring?**

Bring Magic to the Table.

**Coca-Cola**  
Real Magic



**01 Concept overview**  
The How

**The moment**  
The anticipation of the first sip, just before eating, is our key micro-moment.

**The product**  
The magic we bring to the moment is evidenced by the intriguing refractions cast on a table by the perfect serve.

**The setting**  
Subtle references to HORECA and social eating occasions tell the human story. These references can be adapted to different channels and timely moments for contextual relevance.

**The brand**  
The branding is intentionally understated. We leverage our distinctive assets and universal recognition, allowing the elevated HORECA moment - and unique HORECA environments - to shine.

**We never show the whole glass or bottle: the power of the image lies in the crop.**

**02 Key visuals**  
Portfolio range

**Timely**

**Timeless**

For use in temporary campaign-focused collateral. White border frames the setting and provides clear space for the logo and tagline.

For use as semi-permanent collateral.

**03 Design principles**

**Timeless assets:**

**Timely assets:**

**Logo & secondary lines**

**Brand Logo**  
The use of the brand logo should follow guidance set out in the Coca-Cola global brand guidelines.

**Horizontal logo + campaign line lockup**  
For use on Timely collateral. Use this lockup wherever possible.

**Vertical logo + campaign line lockup**  
For use only where horizontal space is limited. It is an extreme vertical format.

**HORECA Taglines**  
For use in Timely collateral only.

**Font:**  
TCCC Unity Bold  
TCCC Unity Regular

**Bring Magic to the Table.**      **What will you bring?**

**03 Design principles**  
Key visuals

**The don't's**

**Do not change the cropping of the photography.**  
We never show the whole glass or bottle: the power of the image lies in the crop.

**Do not incorporate brand assets into the photography area.**  
This clutters the composition and can create issues around legibility on the various channel surfaces that are shown.

**Do not change the ratio of the white border for traditional key visual print use.** Brand assets such as the logo and tag line should sit within the white border at the base of the key visual.

See asset adaption chapter for exceptional rules for extreme formats and special touch-points.

**In addition, please do not use any elements individually. The glass or shadows are to be only used in their original image state. For example, do not cut out the glass and shadow from the marble background and use it as an individual asset.**

**04 Asset adaption**  
Use in digital

**1940 x 500 px**

**600 x 1200 px**

**Imagery vs messaging ratio**

- For horizontal digital assets, the ratio of the imagery is the remaining available area left by **2x horizontal** squares for copy.
- For portrait digital assets, the ratio of the imagery is the remaining available area left by **2x horizontal** squares for copy.
- If text is needed to be included in the image area this is to take up no more than **50%** of the width of the total image area.

**04 Asset adaption**  
Use in social



**Agency**

Girl & Bear

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**Project**

Shell E-Fluids Key Visuals

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**My Role**

Design

Art Direction

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In 2022 the guys at Girl & Bear tasked me with creating these playful key visuals for Shell's E-Fluids products. We created a set of visuals to show how the products play an important part on many aspects of consumers day to day lives.

# Shell

# THRILLS IN EVERY DROP

Shell E-Grease M6 M has a unique thicker formula that keeps your customers EV's key components protected for longer. It's performance you can feel.



 **Shell E-Fluids**  
POWERING E-MOTION



## EXHILARATION IN EVERY DROP

When Shell Thermal Fluid flows through your customers EV, it'll charge faster, last longer and take them further. It's performance you can feel.



 **Shell E-Fluids**  
POWERING E-MOTION



## FREEDOM IN EVERY DROP

When Shell Thermal Fluid flows through your customers EV, it'll charge faster, last longer and take them further. It's performance you can feel.



 **Shell E-Fluids**  
POWERING E-MOTION



## ELATION IN EVERY DROP

When Shell Thermal Fluid flows through your customers EV, it'll charge faster, last longer and take them further. It's performance you can feel.



 **Shell E-Fluids**  
POWERING E-MOTION



## SUCCESS IN EVERY DROP

Formulated to withstand the most intense pressure, Shell E-Fluids make victory possible by driving the Nissan e.dams team further, faster. It's performance you can feel.



 **Shell E-Fluids**  
POWERING E-MOTION



## TRUST IN EVERY DROP

We've partnered with leading OEMs and together we're powering the next generation of EVs. It's performance you can feel.



 **Shell E-Fluids**  
POWERING E-MOTION



## POWER IN EVERY DROP

Shell E-Fluids let EVs release their full potential helping them go further, faster. It's performance you can feel.



 **Shell E-Fluids**  
POWERING E-MOTION





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**Agency**

People&Co

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**Project**

Spaces+Places Brand Style Guides

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**My Role**

Design

Art Direction

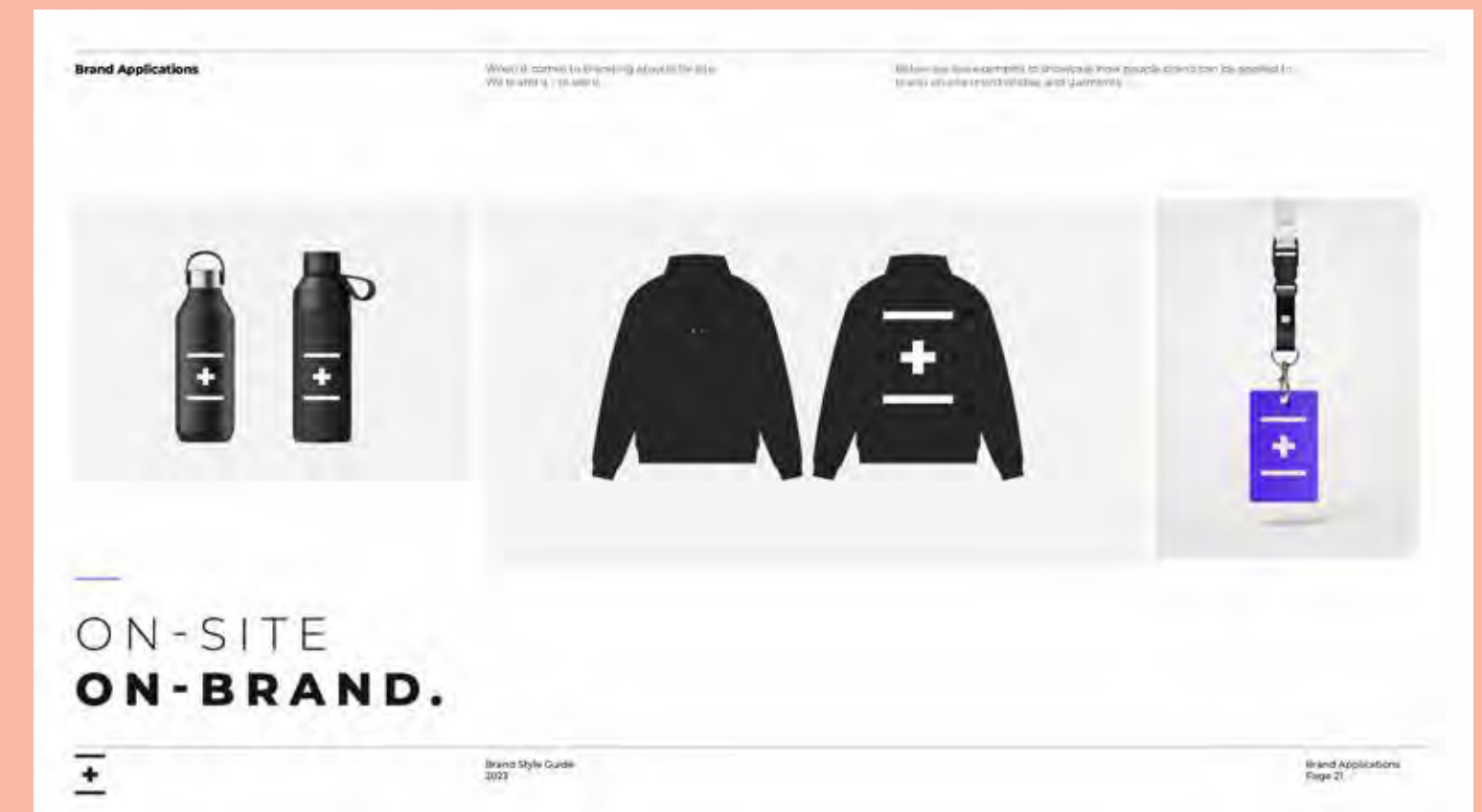
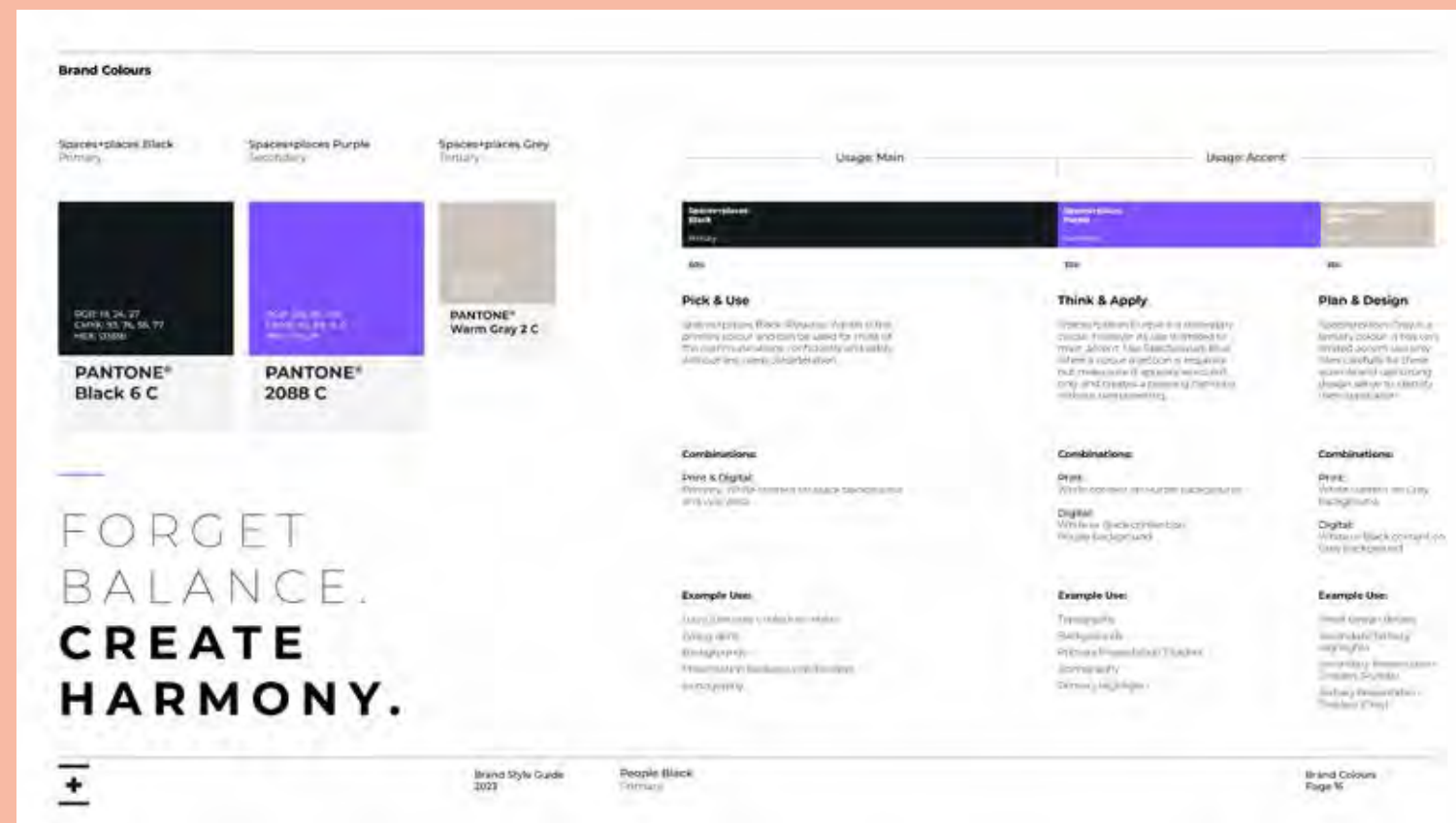
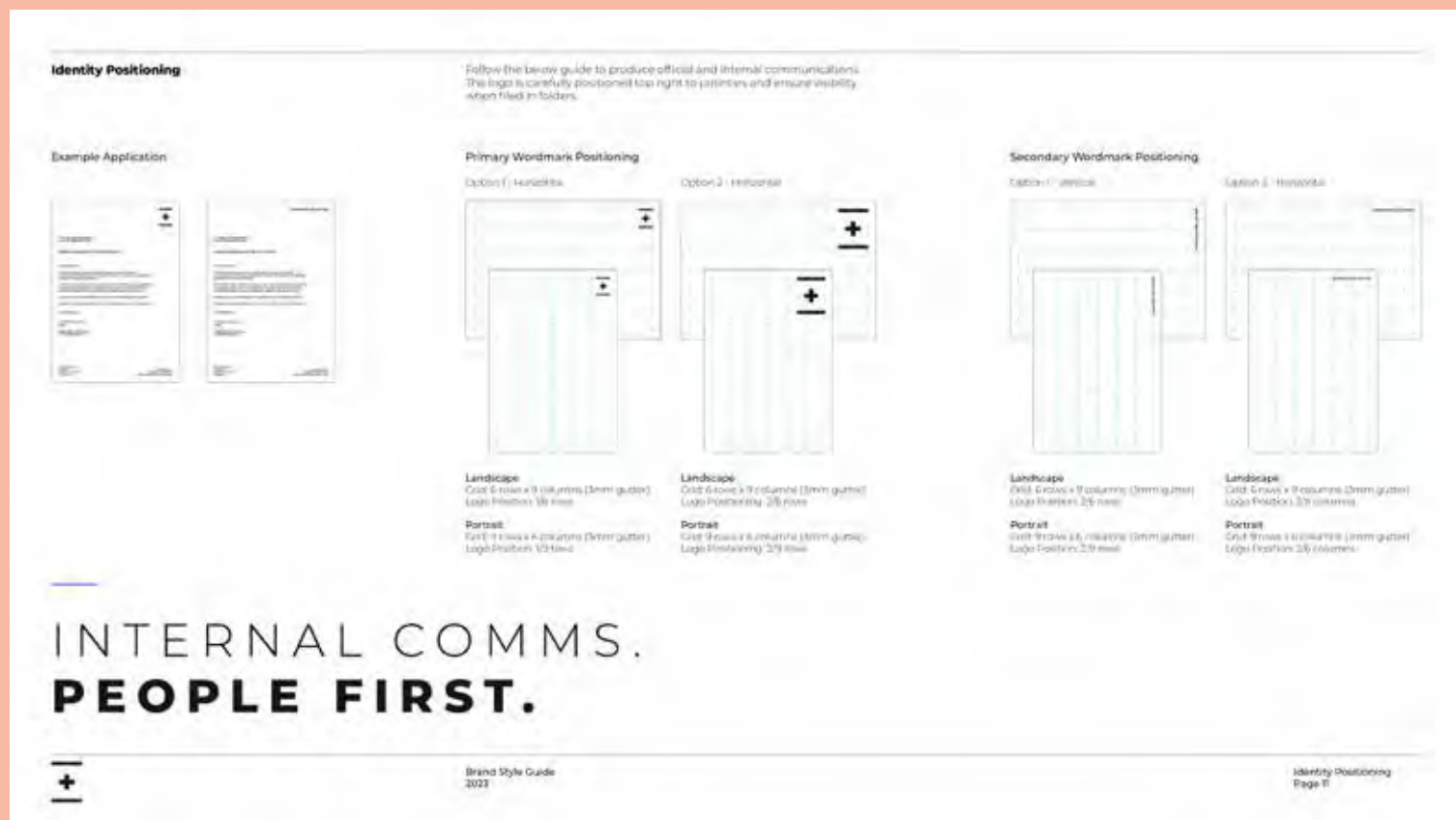
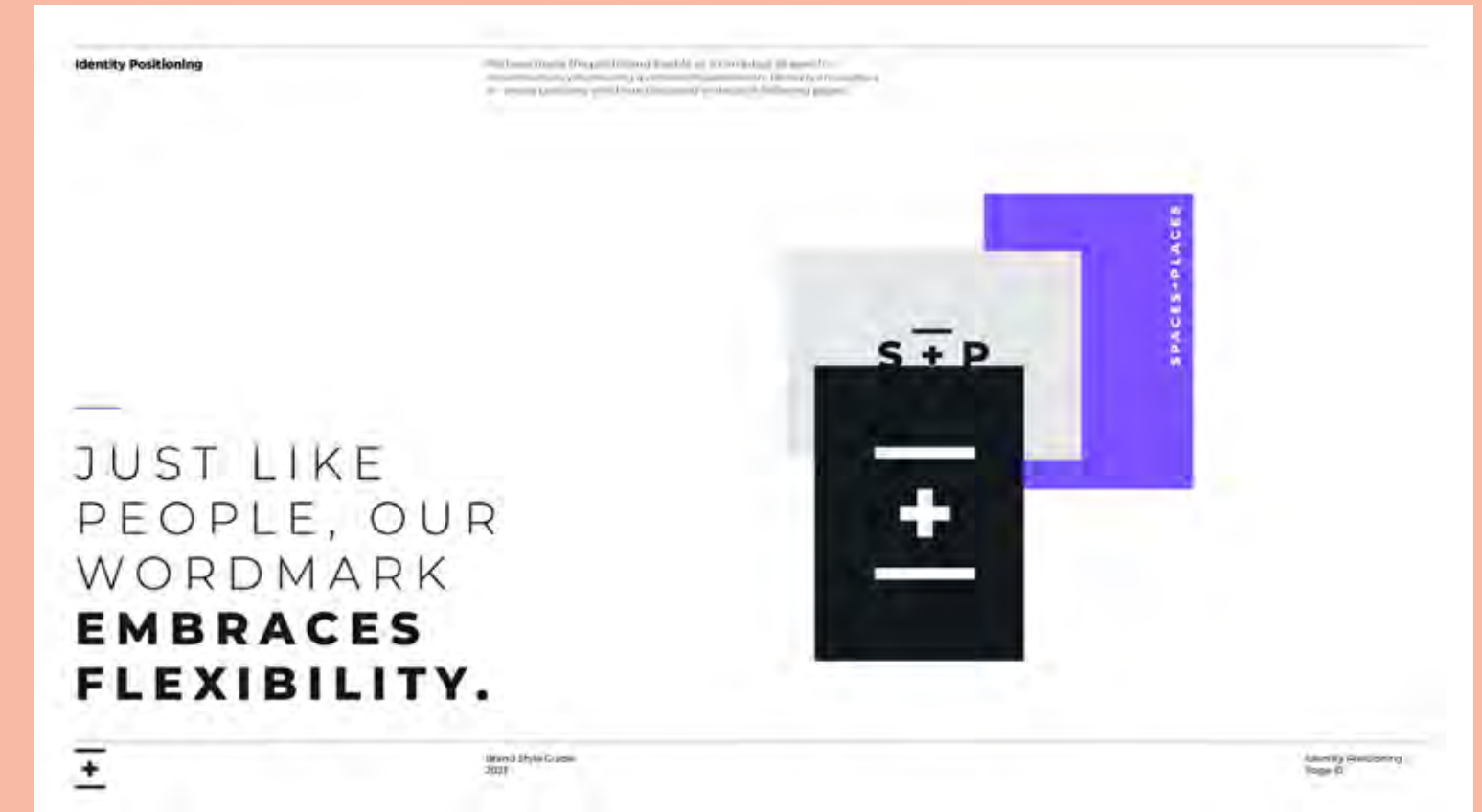
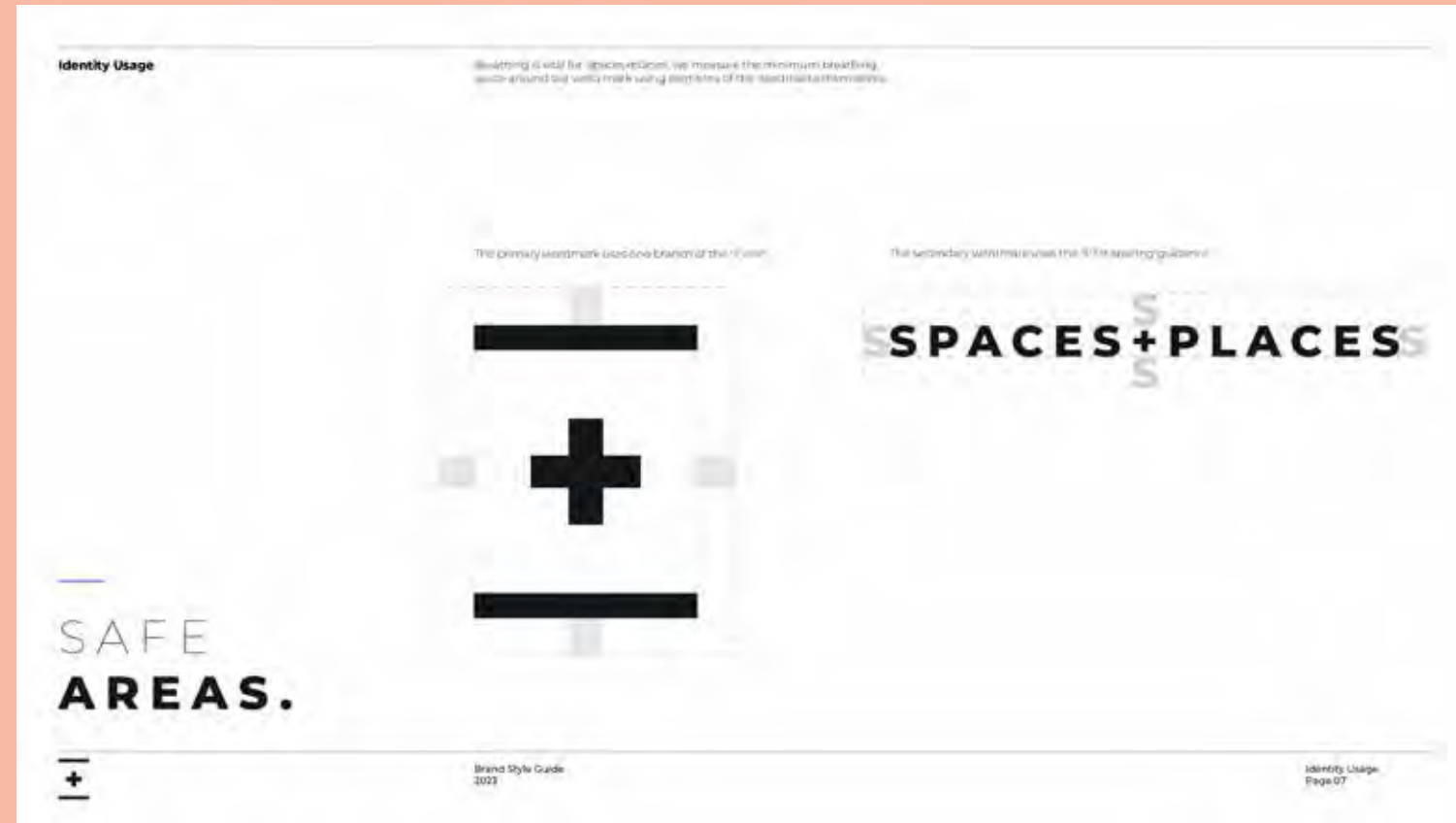
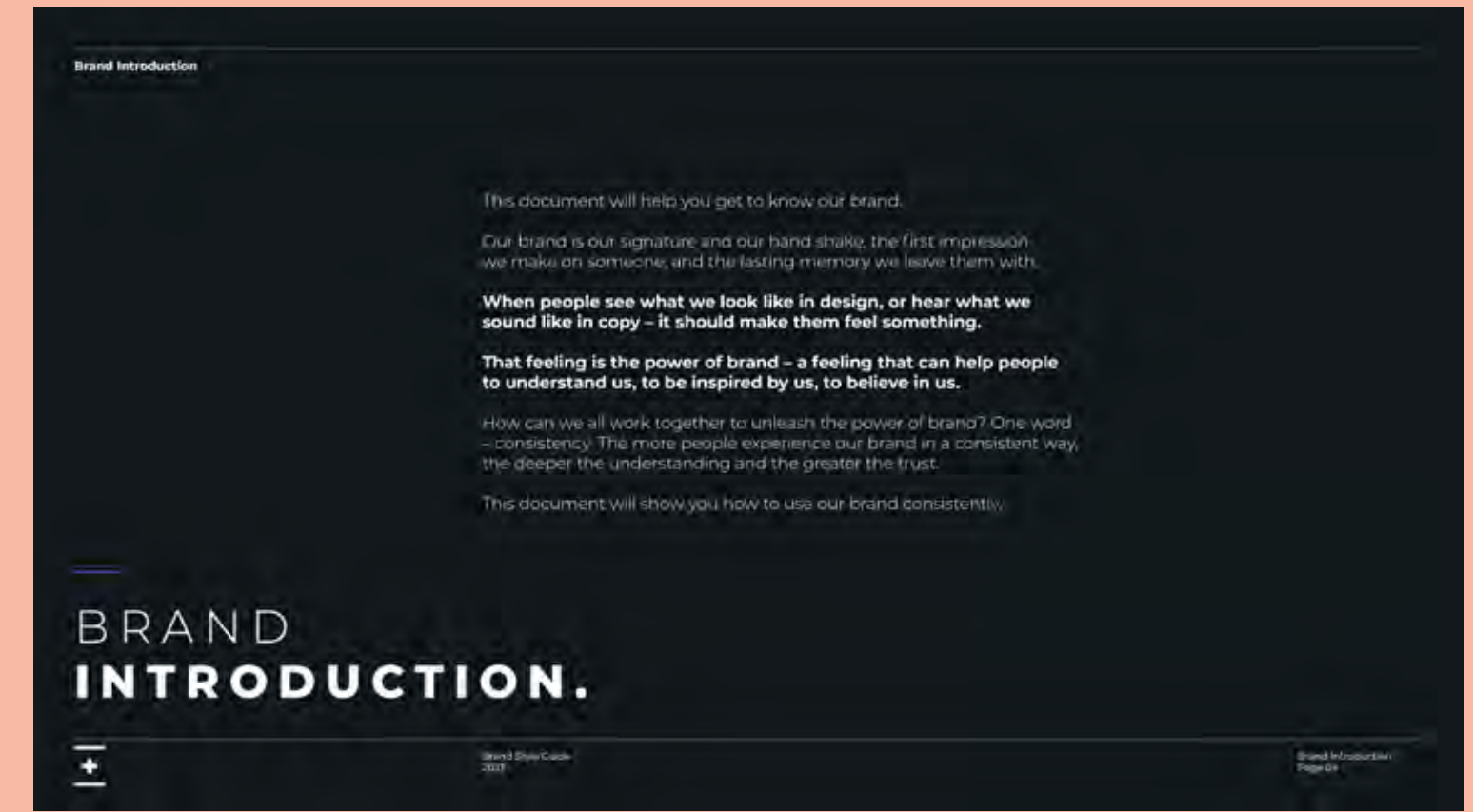
Visualising

Guidelines

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In late 2023 the guys at People&Co needed help creating a Brand Style Guides for each of their sub brands, one of these being Spaces+Places which specialise in building bespoke structures and arenas for live audience experiences. The point of the guide was to show how the brand represents itself in these spaces during production and on their website.

# Spaces+Places



**Brand**

Weedz Botanical Skincare

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**Project**

Rebranding

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**My Role**

Design

Art Direction

Illustration

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During the pandemic I worked closely with small businesses, which offered great opportunities to explore more collaborative work. In this branding project for Weedz Botanical Skincare, I was able to combine my illustration and design skills to create these beautiful botanical product labels and other branding elements.

# Weedz

# WEEDZ

BOTANICAL SKIN CARE



**Agency**

Momentum Worldwide

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**Project**

Amex Global Brand Strategy Launch

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**My Role**

Design

Art Direction

Visualising

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To launch American Express' new Global Brand Strategy in the UK, we created an experience that acted as an escape from the normal daily routine for commuters & workers. The purpose of the experience was to "Power" you up for the day ahead, firstly by transporting you to a calming Japanese forest, then lifting your mood in the energise room, before finally inspiring you with quotes and striking your own power pose.

# American Express



AMERICAN EXPRESS



@Broadgate Square, Liverpool Street



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**Agency**

Proud Robinson

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**Project**

BTL Playbook 2021/22

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**My Role**

Design

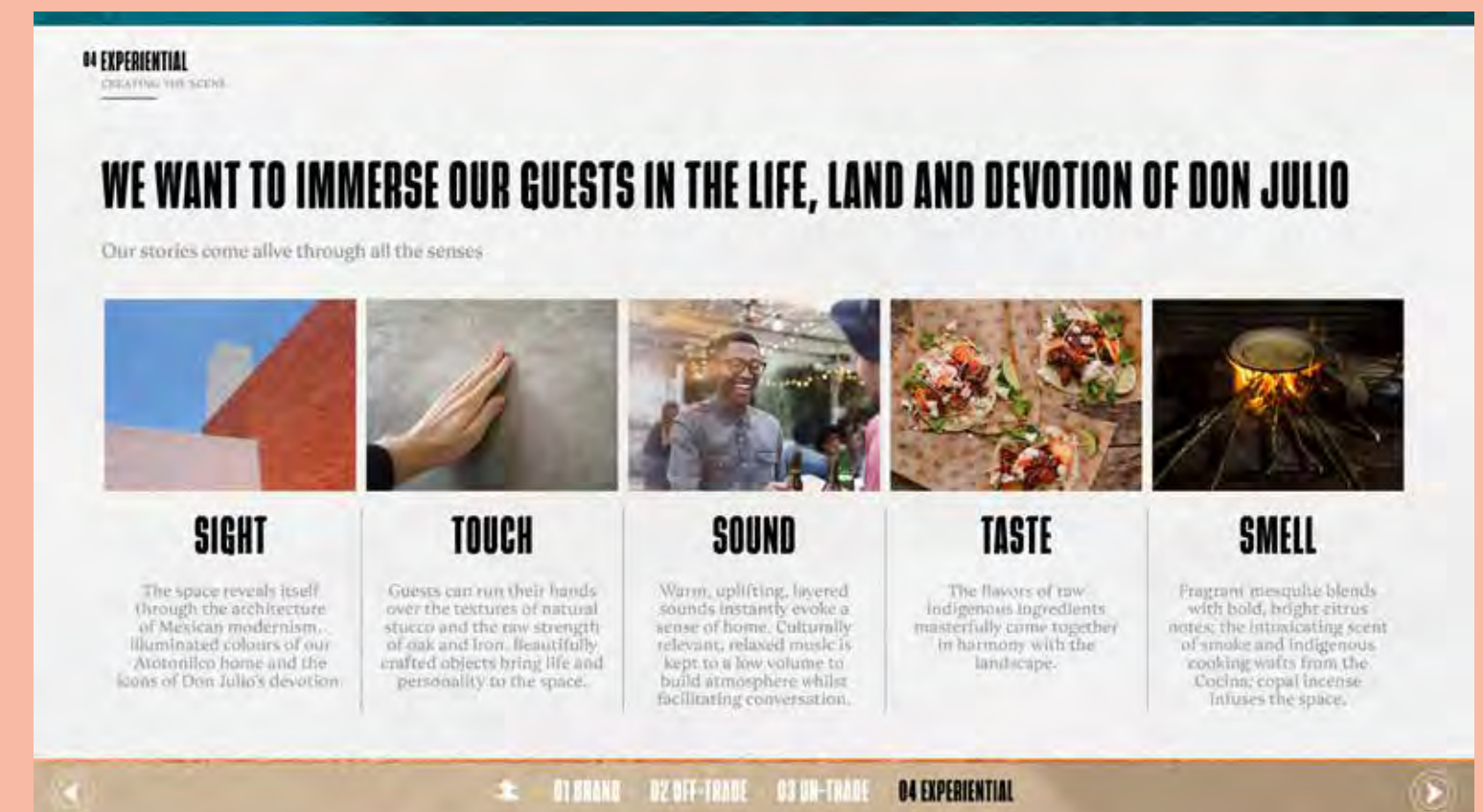
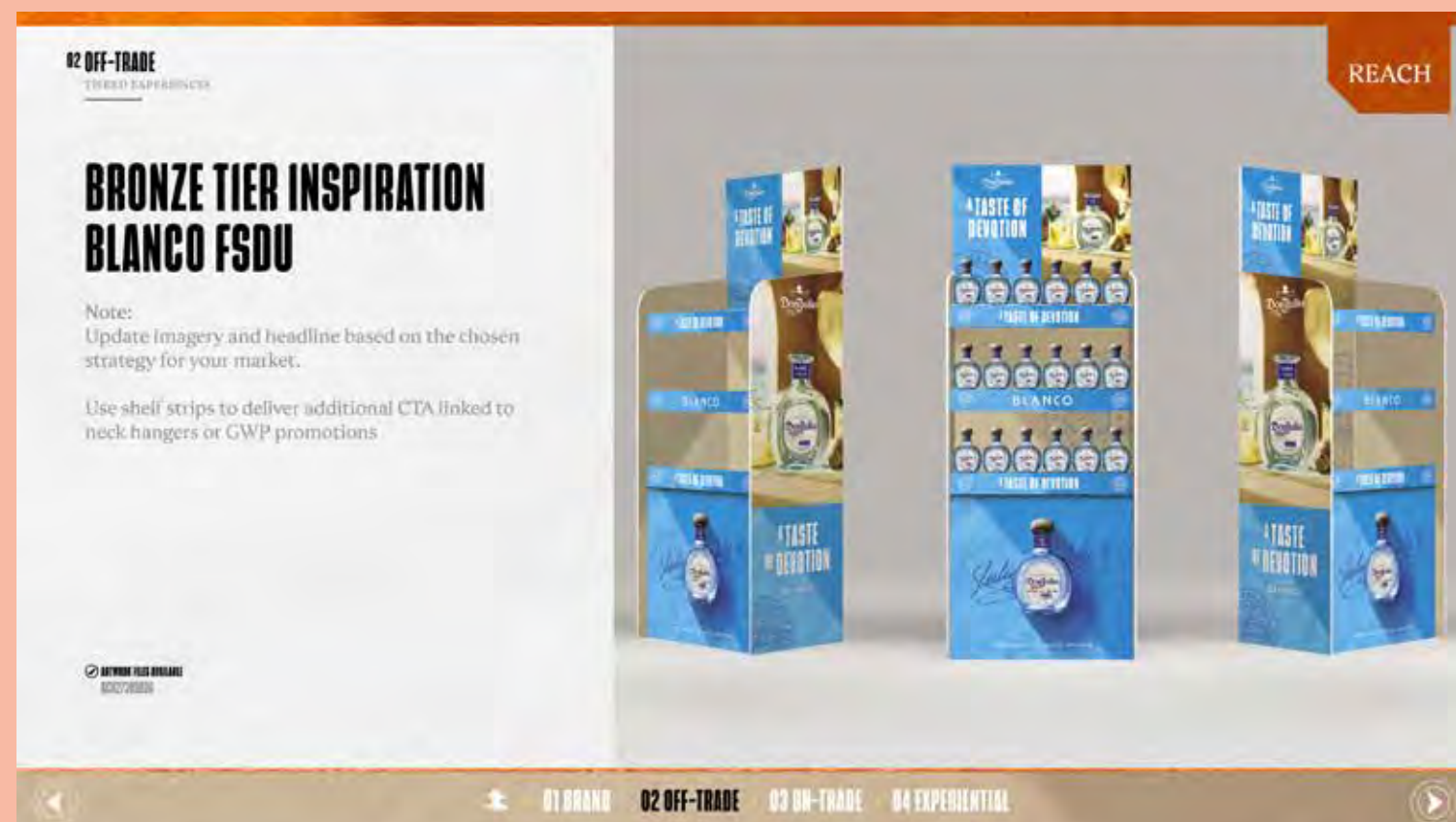
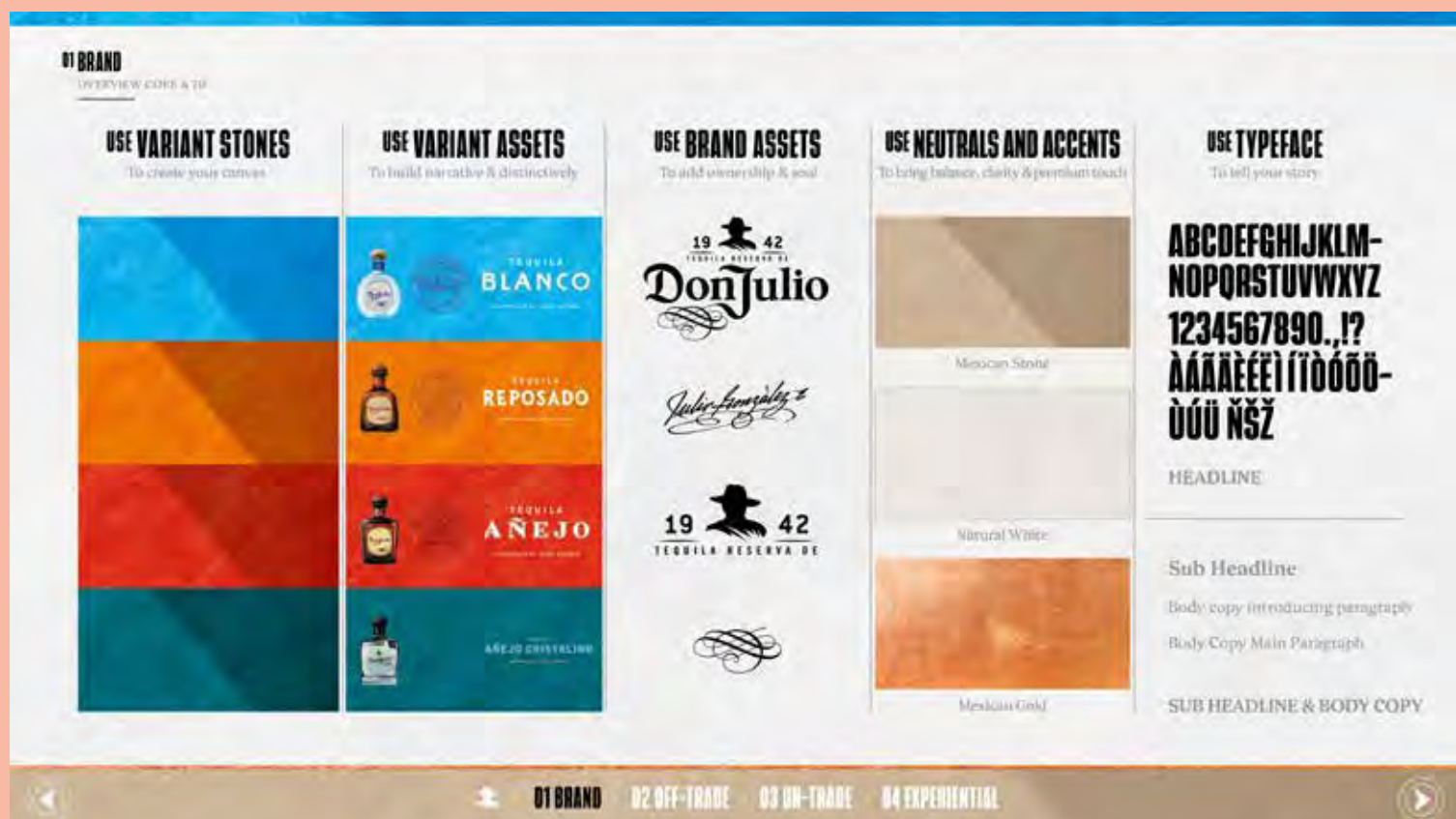
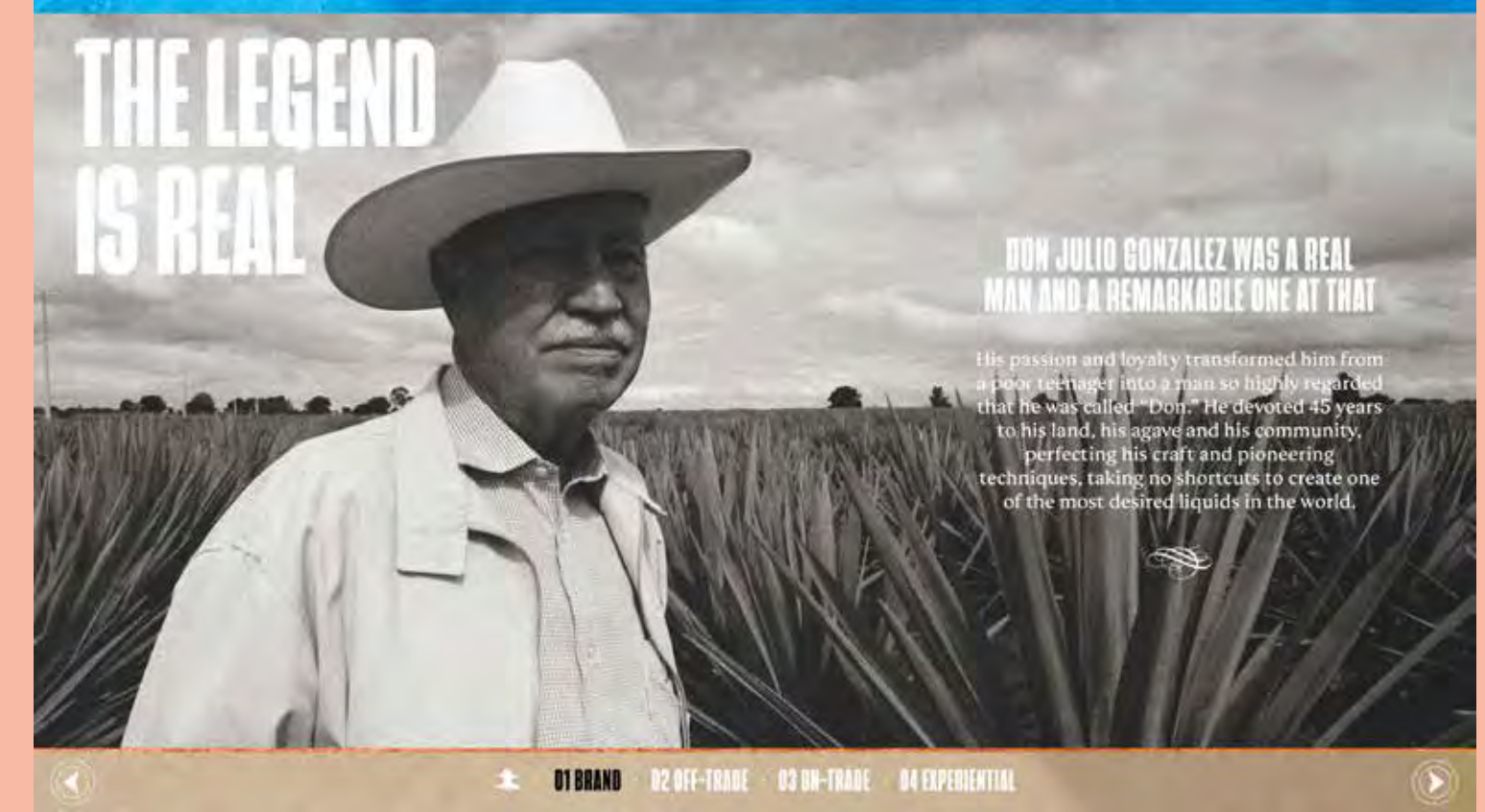
Art Direction

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One of the biggest toolkits I have been involved with was for Don Julio working in collaboration with the guys at Proud Robinson. This was a blank canvas in terms of design approach, so I tried to utilise some of the brand assets/treatments in a new contemporary way that helped navigate you through the brand book with ease.

# Don Julio





**Agency**

Twisted Root

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**Project**

Branding Identity

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**My Role**

Design

Art Direction

Illustration

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Twisted Root Timbercraft is a family owned and run business located in Co. Wicklow, Ireland. They offer unique, individually designed furniture and accessories for the home.

In early 2020, they came to me needing some help giving their company a refresh with a new log and overall brand identity.

# Twisted Root



TWISTED  
ROOT

EST. 2019

## Logos

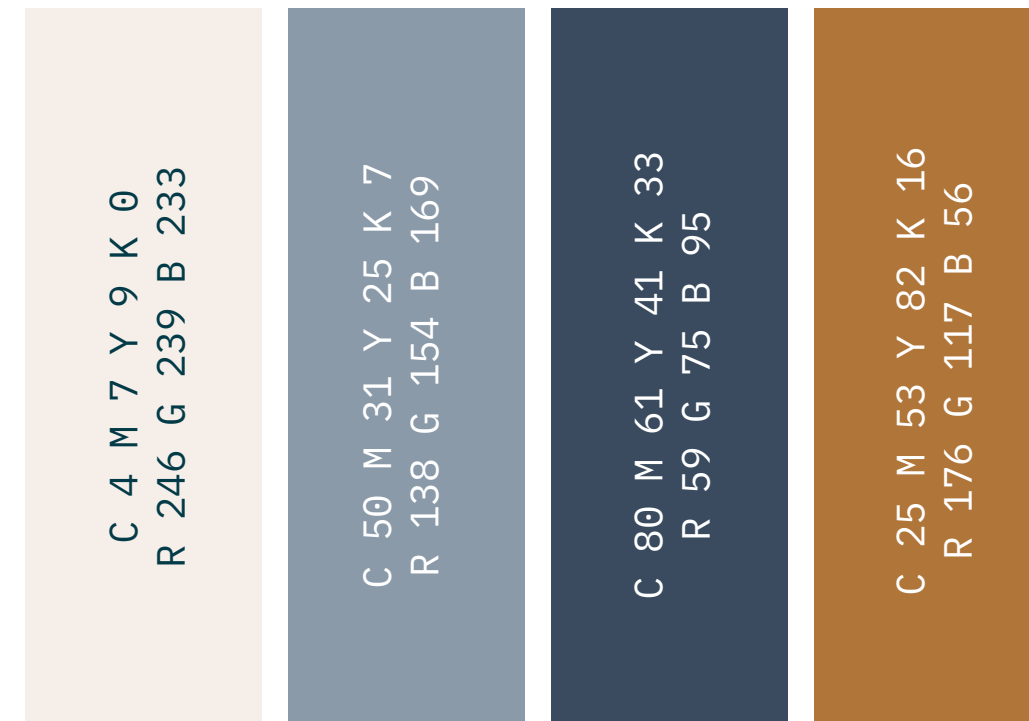
### Primary



### Secondary



## Colour Palette



## Hierarchy



Primary

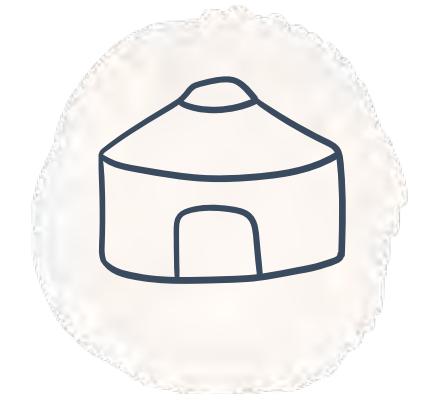
Secondary

Accents

## Icons & Assets



Utensils



Yurts



Produce



Furniture







**Agency**

Purple

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**Project**

New Beauty Shot Range

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**My Role**

Design

Retouching

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Whilst working at creative agency Purple, I was briefed to create a key visual for Glenfiddich's new 15 Year Old expression. I then took other existing designs and applied these concepts across in store assets and POS.

# Glenfiddich

# Glenfiddich®



*The World's Most Awarded*  
**SINGLE MALT SCOTCH WHISKY**

The Glenfiddich range has received more awards since 2000 than any other single malt Scotch whisky in two of the world's most prestigious competitions, the International Wine and Spirits Competition and the International Spirits Challenge.

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## KEY SELLING POINTS

- 1. WORLD'S MOST AWARDED**  
 Glenfiddich is the world's most awarded single malt Scotch whisky, recognised with more awards from the world's leading competitions than any other malt.
- 2. OUR MAVERICK SPIRIT**  
 Maverick is not something we say lightly, it's something we believe deeply. *We question tradition. Challenge conventions. Stay open-minded. Experiment often.*
- 3. CREATING THE CATEGORY**  
 In 1963, we enlightened the blended whisky world by establishing the single malt category; the first to actively market and sell our whisky as a malt globally.

## OUR TARGET CONSUMER

*Irrepressible mavericks*, men and women 25-55 years old, with discerning taste and an appreciation for quality. Driven by an entrepreneurial spirit, a desire to succeed and blaze their own trail through life.

## PERFECT SERVE GLENFIDDICH OLDFASHIONED

Enjoy neat, on the rocks or with a splash of water. For something more inventive, try a *Glenfiddich Old Fashioned*.

**INGREDIENTS**  
*Glenfiddich 15 Year Old*, sugar cubes, Angostura bitters, clear ice cubes, orange twist.

- METHOD**
- In a rocks glass, combine one sugar cube with six dashes of Angostura bitters. Stir until sugar starts to dissolve.
  - Add 25ml of *Glenfiddich 15 Year Old*, four ice cubes and stir for one minute.
  - Add another 25ml of Glenfiddich and fill glass with ice. Ensure all sugar is dissolved.
  - Garnish with an orange twist in the glass.



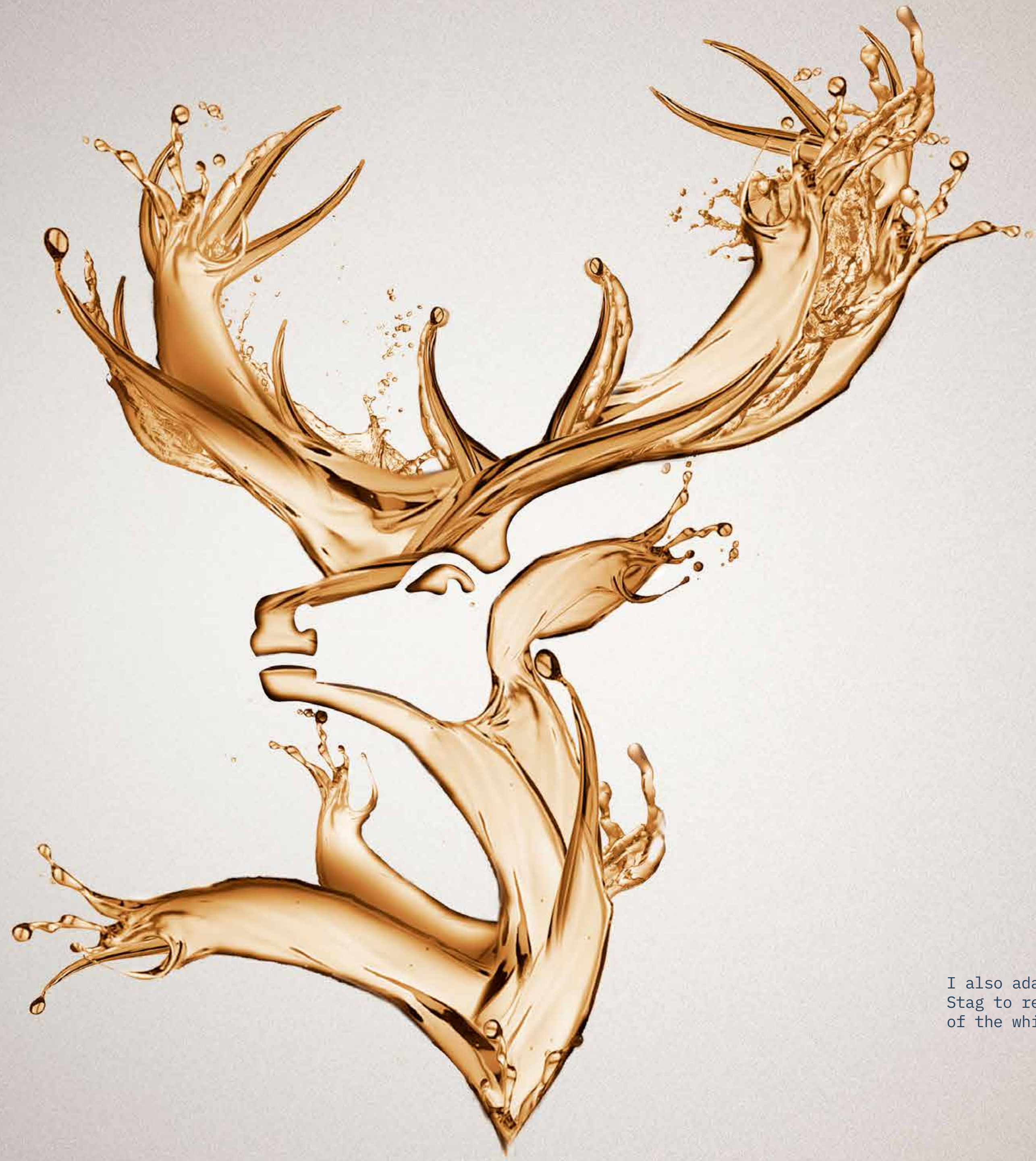
*"For something a little more unusual (yet still crowd-pleasing), opt for the Solera Reserve"*

Esquire Online

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I also adapted the iconic Glenfiddich Stag to represent a living signature of the whisky liquid.

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**Agency**

Jack Morton

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**Project**

Jameson Influencer Brand Book

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**My Role**

Design

Illustration

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Jameson needed a new brand book to send out to their roster of global influencers summarising the brand positioning, mission and legacy. I created this easy to navigate document using illustration as a key tool to help communicate their story.

# Jameson

# IT ALL STARTS HERE.

If you have a bottle of Jameson to hand, have a quick peek at the label. A lot of important information is right there in front of you.

The important stuff is worth repeating. John Jameson established our distillery over 230 years ago on Dublin's Bow St. Underneath the crest and banner lies the line 'Smooth Irish Whiskey made the John Jameson way since 1780'. Why? Taste. That's why. For more than two centuries, our distillery has stood through rivalries, recessions, prohibitions and civil wars. Jameson, and Irish whiskey in general, revelled in golden eras and nearly ceased to exist on several occasions. However, our insistence on triple distillation, our smooth taste and our quality local ingredients have all ultimately served us well. Jameson has become shorthand around the world for Irish whiskey, an endorsement which makes us very proud.



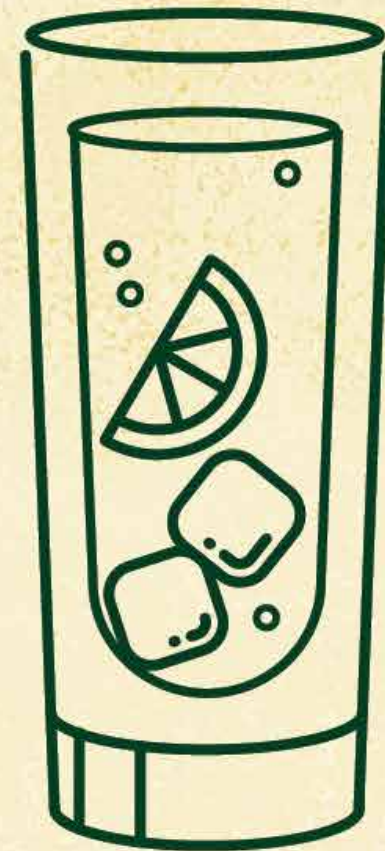
Ireland's favourite whiskey was in fact founded by a Scot. It says a lot about Dublin's whiskey making status that he would move his life across the Irish sea.

Just take a closer look at our label and you might see why he fancied his chances. At the bottom of the crest you'll see the motto "Sine Metu" (without fear). It was awarded to John Jameson's forefathers for their bravery in fighting pirates off the Scottish coast. Now, whiskey making is a lot less dangerous but Jameson wanted to produce Ireland's highest quality whiskey and wasn't afraid of the challenge. Setting up on Dublin's Bow Street, Jameson Whiskey was triple distilled there until 1970 when we moved our distillery down to Midleton, County Cork. We'd outgrown the busy Dublin streets, and our move to Midleton put us right next to the Dungourney river and our trusted barley farmers. Country life has been good to us and it's meant that we can share Jameson in every corner of the world. While our pot stills may no longer call Bow St. home, our whiskey will never lose its Dublin accent.

# SIGNATURE SERVES

## JAMESON GINGER & LIME

A simple whiskey drink, it's a thirst quencher that couldn't be easier to make. Whether it's a party drink or a post-work drink, all you need is Jameson Irish Whiskey, delicious ginger ale and a little wedge of lime. So sit back and enjoy.



### Ingredients:

50ml of Jameson Irish Whiskey  
Good Quality Ginger Ale • Large wedge of lime • Ice

### Method:

Fill a high ball glass with ice

Pour in a shot of Jameson

Top up the glass with a good quality bottled ginger ale

Stir briefly to mix

Take a large wedge of lime, give it a squeeze and drop it into the glass

Roughly one part Jameson to three parts ginger ale, all parts refreshing

## JAMESON PURANAS PUNCH

There is no better way to get a celebration started than with a Party Punch. Quick and easy to serve, making more time for you to join in on the party!

### Ingredients:

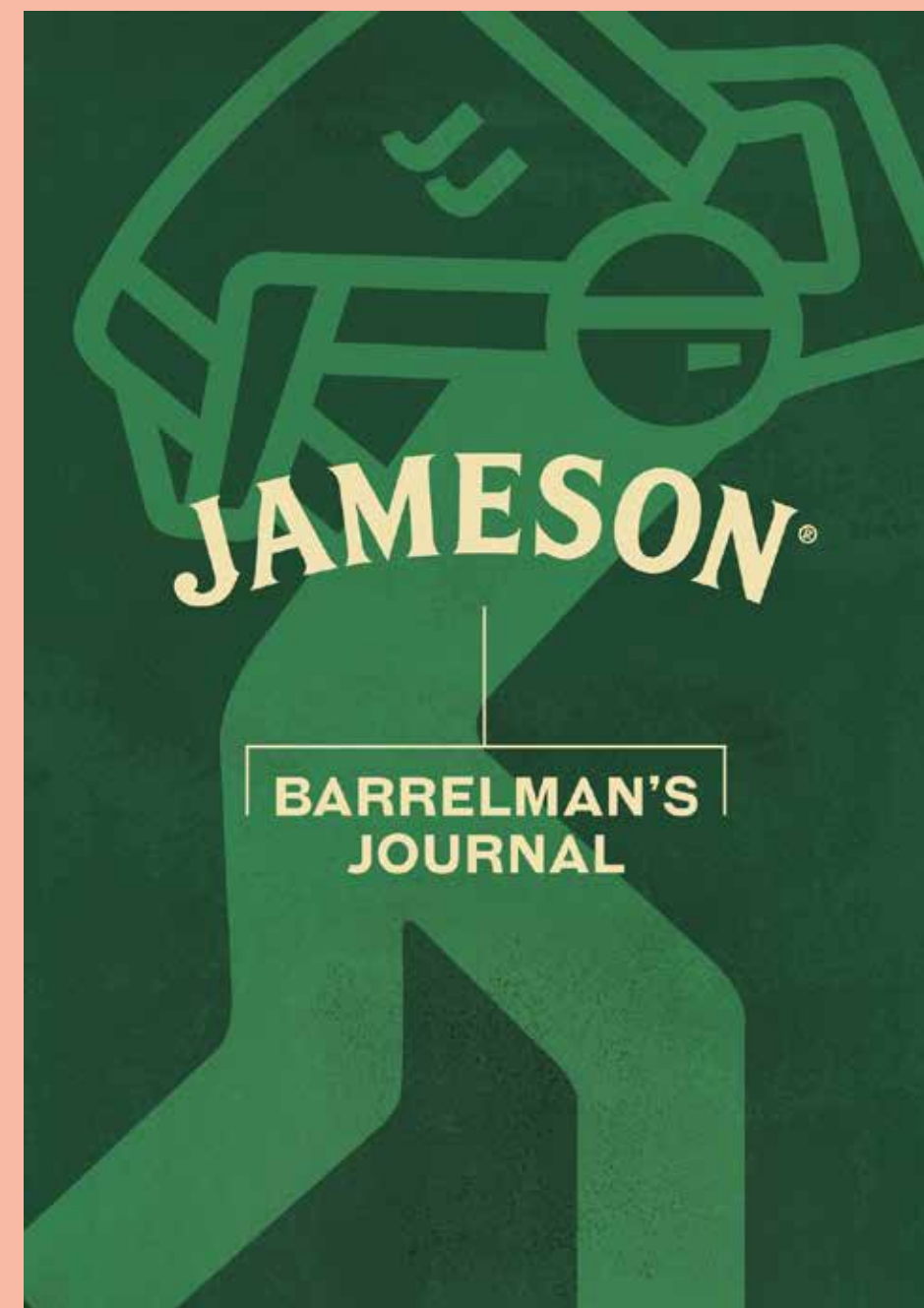
500ml Jameson • 200ml lemon  
200ml pear nectar/ juice • 450ml cooled breakfast tea • 2 cinnamon sticks • 6 bay leaves • 250ml cooled Demerara syrup (Homemade)

### Method:

Add all ingredients to a punch bowl with plenty of ice and stir

Serve in a chilled rocks glass over ice

Garnish with a bay leaf and a pear slice



## IT ALL STARTS HERE

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At Jameson we value those that are creative in their thinking, fearless in their approach and passionate about the things they love, just like John Jameson himself.

That's why we want to welcome you to the Jameson family. We're going to have some fun together this year!

But first, here's what you need to know...



## CREATING WITHOUT FEAR

ORIGINAL CASKMATES STOUT EDITION CASKMATES IPA EDITION

Jameson Original is a blend of pot still and fine grain whiskeys that is as versatile as it is smooth. Triple-distilled and aged for a minimum of four years, this is the timeless whiskey that turned our green bottle into an icon.

Like all the best conversations, the one we had with the Head Brewer of a local craft beer started at the bar. The result, Jameson Caskmates Stout Edition. Our triple distilled Whiskey patiently finished in Irish craft beer-seasoned barrels.

Since we swapped stout beer barrels with our friends at a local craft brewery in 2013 to create the Jameson Caskmates Stout Edition, we couldn't wait to try a new beer mate with our casks.



## OUR HISTORY

LET'S WIND BACK THE CLOCK AND LOOK AT HOW THIS SMOOTH SPIRIT FIRST DISTILLED ON BOW ST. DUBLIN WAS THE FIRST IRISH WHISKEY TO MAKE ITS WAY AROUND THE WORLD.

### BOOM TOWN

In 1780, Dublin was a city of opportunity; the second largest in Britain and Ireland with over 100 breweries and distilleries. Competition was fierce but John Jameson established a good name and his whiskey embodied his encouragement to 'live a bit more and fear a bit less!'

### MALT TAX

Between 1785 and 1825, the distiller paid duty on malt as well as on spirit, making it desirable to use less malt. In Ireland, it became common to use a mix of both malted and unmalted barley. The public soon came to prefer this type of whiskey and imported malt Scotch whisky became difficult to sell.

### A CITY WITHIN A CITY

By 1870, the Bow St. Distillery was a 'city within a city', employing hundreds of workers, including cooper, carpenters, blacksmiths, painters and stone masons; over a few casks.

John Jameson

### AT THE HELM

John Jameson, the founder of the Bow St. Distillery was born in Aiken, Scotland in 1740. He came to Dublin in the late 1770s and founded a family distilling dynasty that was to last for generations. He died on 3 December 1823, at the ripe old age of 83.

### CHEERS TO THE FUTURE

Since John Jameson's brave first steps into whiskey distilling in 1780, we've been focused on creating without fear. In September 2016, we embarked on a major redevelopment of Bow Street in order to further strengthen Ireland's burgeoning whiskey tourism industry. The new look Jameson Distillery Bow St. re-opened in March 2017.

JAMESON



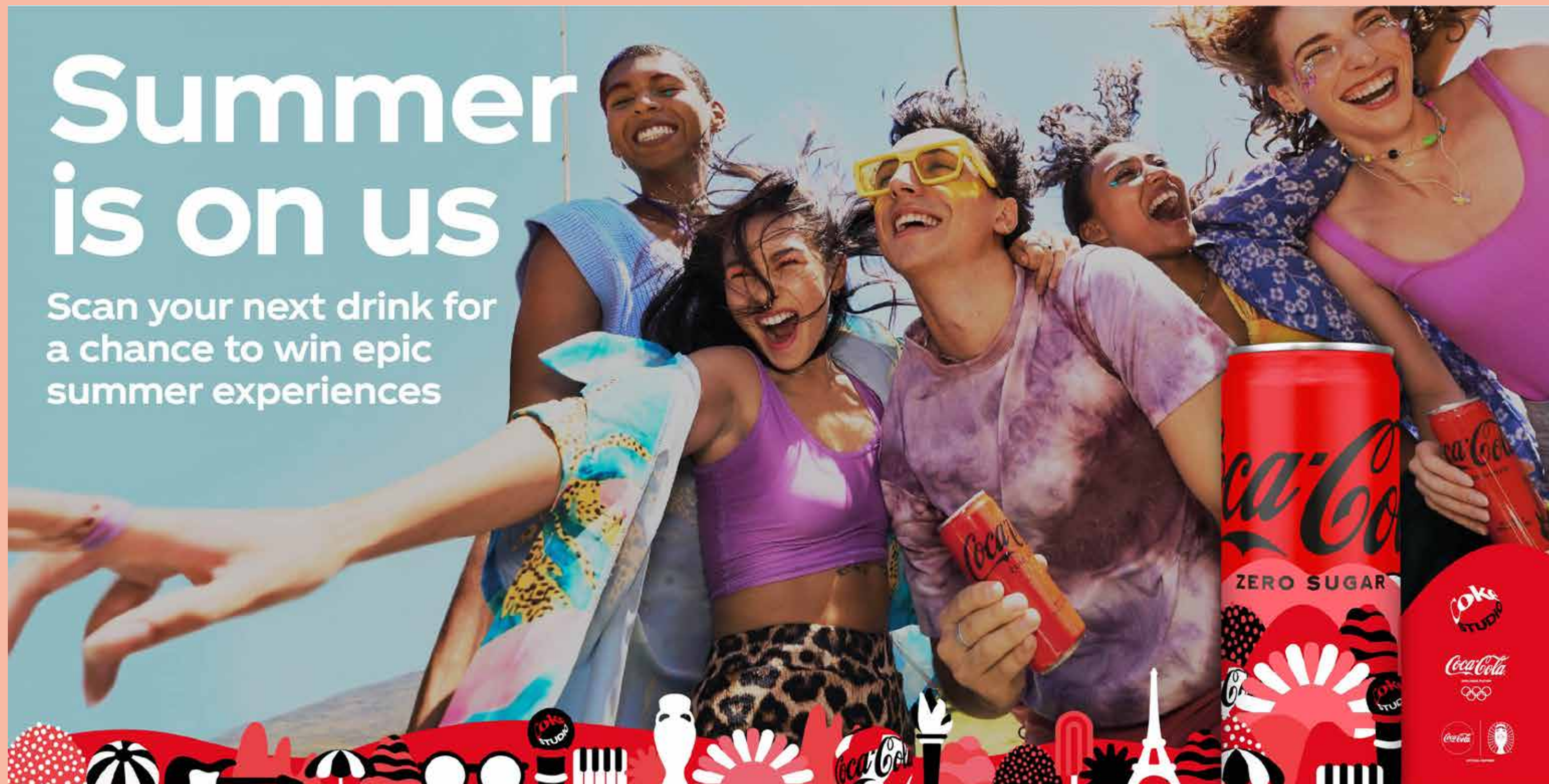
YOUR SIGNATURE SERVE

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For various reasons many projects/briefs ultimately don't make it to print. However some of these projects generated some great work. Here are some examples.

# Didn't go live



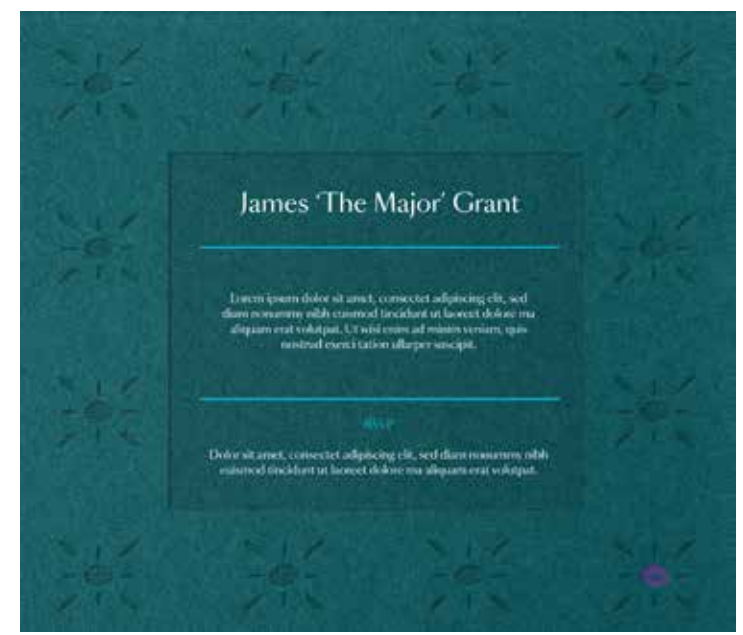




Agency  
Design Bridge Amsterdam

Project  
The Glen Grant Rebranding

My Role  
Design  
Visualising







Agency  
AnalogFolk

Project  
Johnnie Walker Gone For Good

My Role  
Art Direction  
Design



Agency  
Kinship

Project  
Brugal Core KV

My Role  
Art Direction  
Design



Agency  
McCann

Project  
Plymouth Gin KV

My Role  
Art Direction  
Design

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I am often required to create new brand identities or a refresh to current branding. This can range from a logo to collateral to roll out across various physical and digital platforms.

Here are some examples.

# Logos

TWISTED  
ROOT  
EST. 2019

SPACE  
*Wellbeing*  
DESIGN

B BOX

*Simply Flowers*



 COGLEY  
STRUCTURAL  
SOLUTIONS

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As well as traditional design in print and experiential, I also work on a vast range of digital projects.

This can range from brand Instagram grid layouts, posts and stories to how these translate to other formats on Facebook, X, Tiktok as well as promotions and web banners.

# Digital Design

## Agency

Re:act

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## Project

Fudge Professional Social Design

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## My Role

Design

Art Direction

Visualising

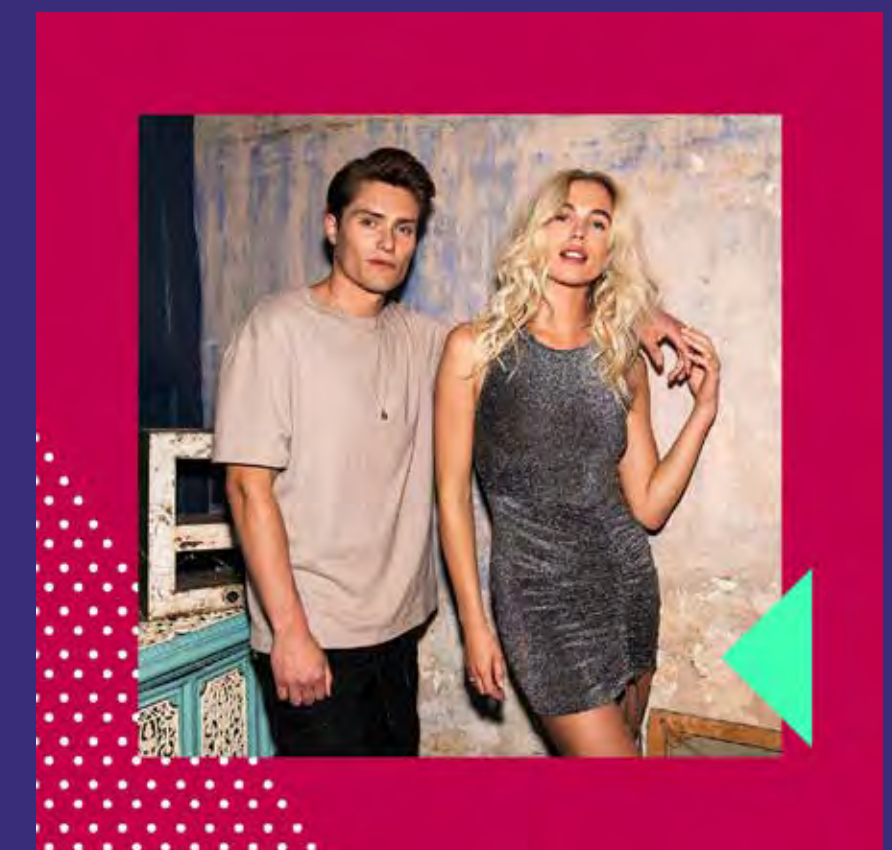
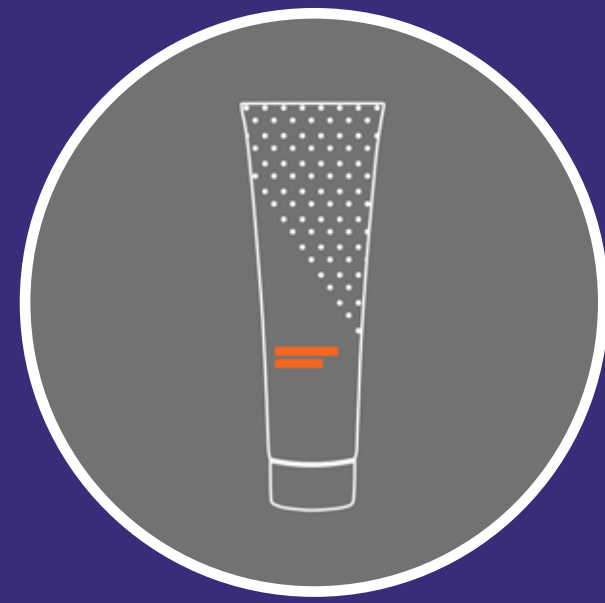
Retouching

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Whilst working with reactive marketing agency Re:act, I was tasked with creating a digital branding refresh of the social channels of health & beauty brand, Fudge Professional.

I created a new colour palette, range of highlight icons, design templates for post creation and a fresh use of typography to help drive a retro, 90's vibe.

# Fudge Pro



**Brand**

Penhaligon's

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**Project**

AW 19 Digital Assets

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**My Role**

Design

Art Direction

Visualising

Illustration

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Whilst working in house for British perfume house Penhaligon's, I produced some fresh digital assets to be used across their social platforms. I used both existing assets and newly designed/illustrated content to showcase their range of fragrances in a fun and engaging way.

# Penhaligon's



**PENHALIGON'S**

EST. LONDON 1870





## **Agency**

Jack Morton

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## **Project**

Ericsson Innovation Awards

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## **My Role**

Design

Art Direction

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Whilst working with Jack Morton I was given a social media campaign brief for Ericsson's Innovation Awards.

I was asked to create a range of assets to populate their instagram page and feed to promote the entrants and the prizes on offer.

# Ericsson

Ericsson  
Innovation  
Awards 2020

— /finals

Register  
to the  
Grand  
Finale  
event

/reclaim the future  
ericsson.com/eia2020



Ericsson  
Innovation  
Awards 2020

Congratulations  
to our finalist:  
**Elzian Agro**  
University of Kelaniya,  
Sri Lanka

/reclaim the future  
ericsson.com/eia2020

Lorem ipsum [ericsson.com/eia2020](http://ericsson.com/eia2020)  
Ericsson  
Innovation  
Awards 2020  
— /finals [/reclaim  
the future](#)







 [ericssoncareers](#)



Ericsson  
Innovation  
Awards 2020

Congratulations  
to our winner:  
**WakeShare**  
The University of  
Queensland, Australia

     
170 likes  
ericssoncareers Congratulations to our #EIA2020 winners, WakeShare! With an idea focused on reducing the greenhouse gas emissions... more

[ericsson.com/eia2020](http://ericsson.com/eia2020)

Countdown  
**01 Day**

Ericsson  
Innovation  
Awards 2020  
— /finals

[/reclaim the future](#)

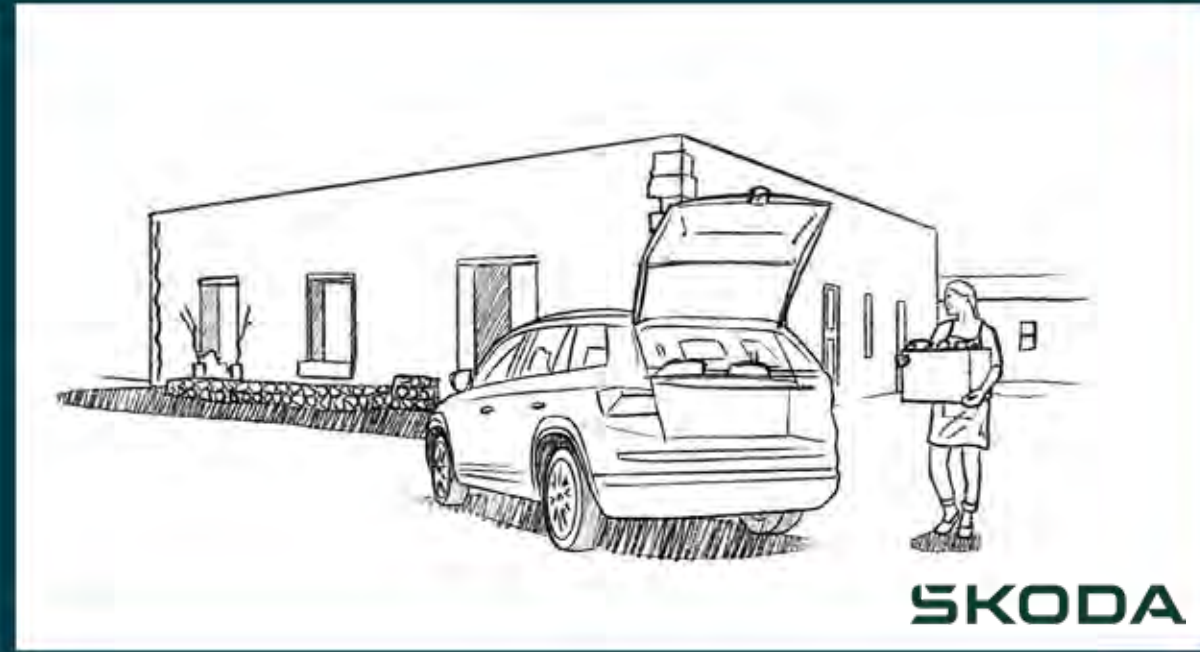
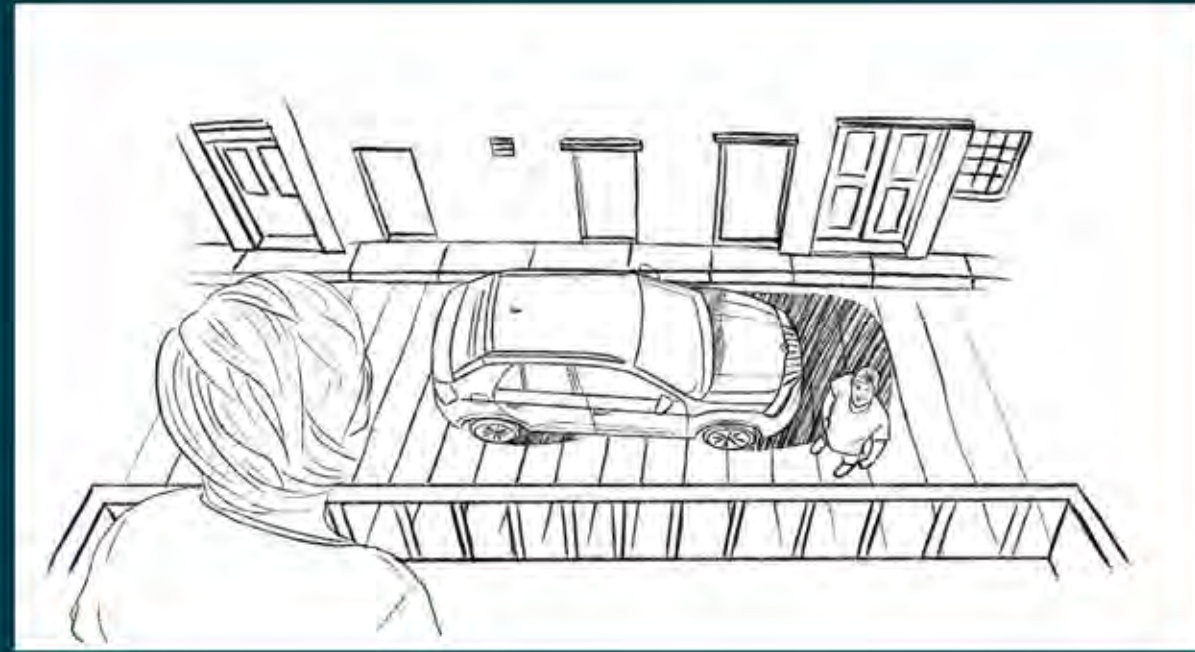
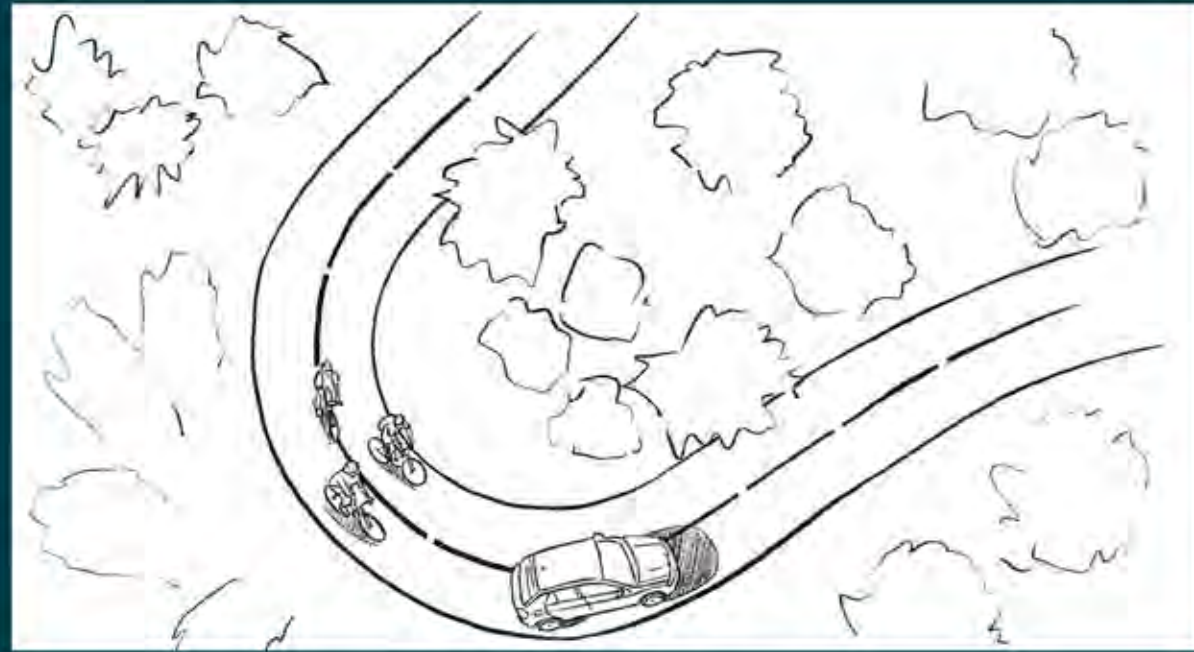
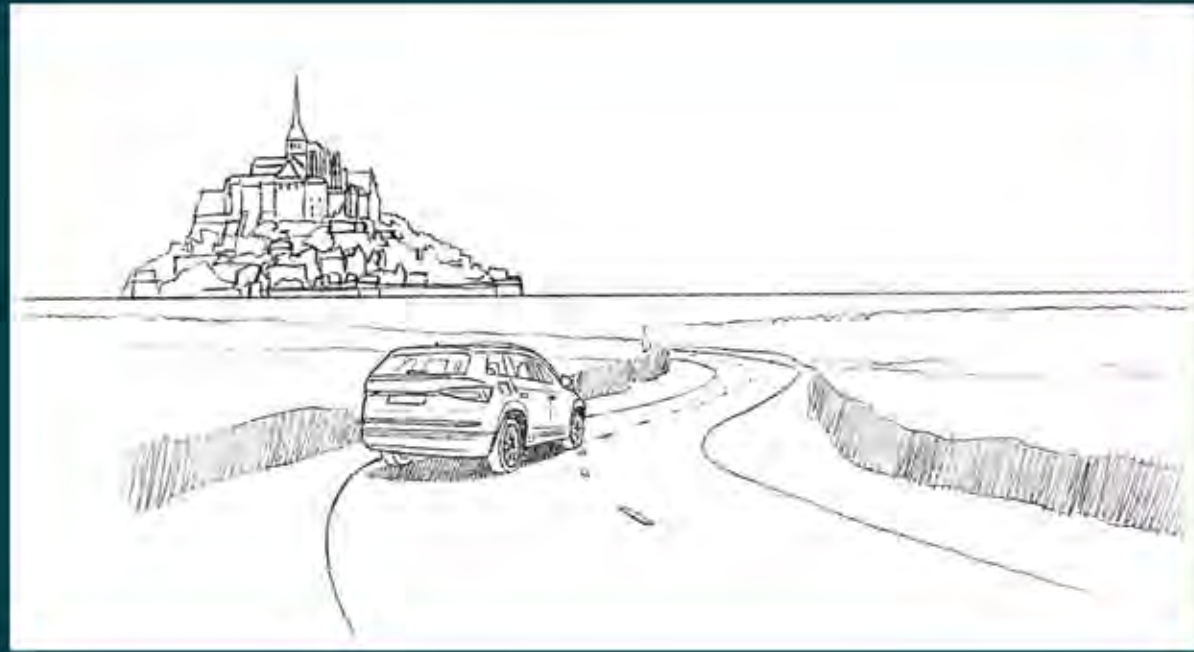
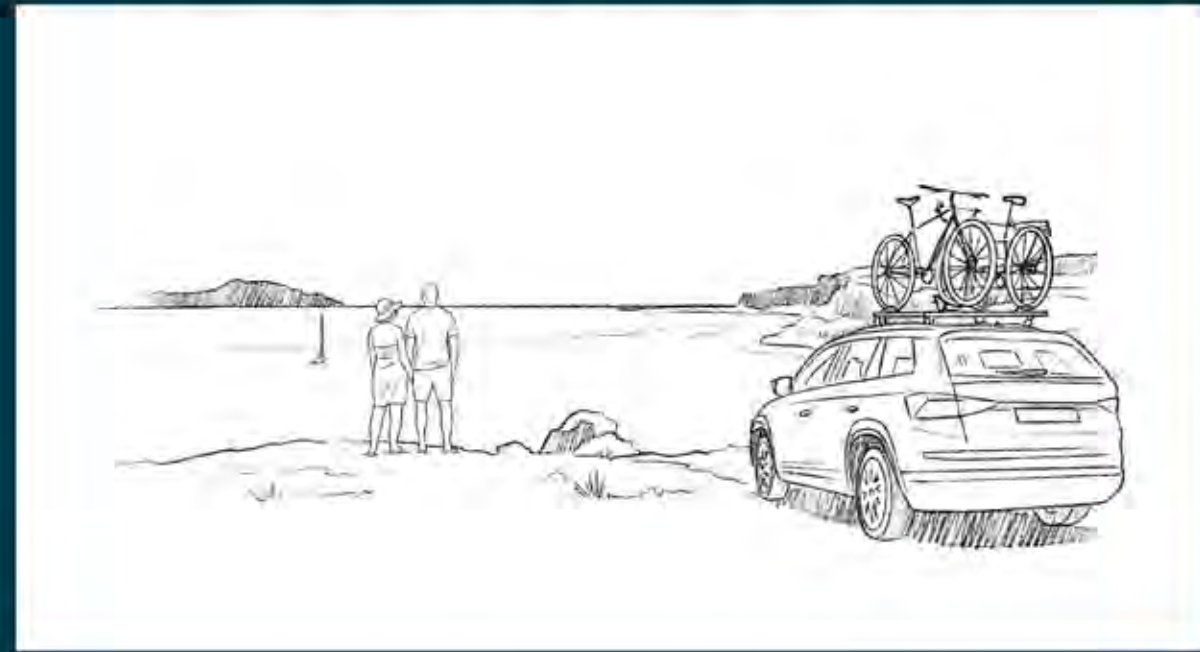
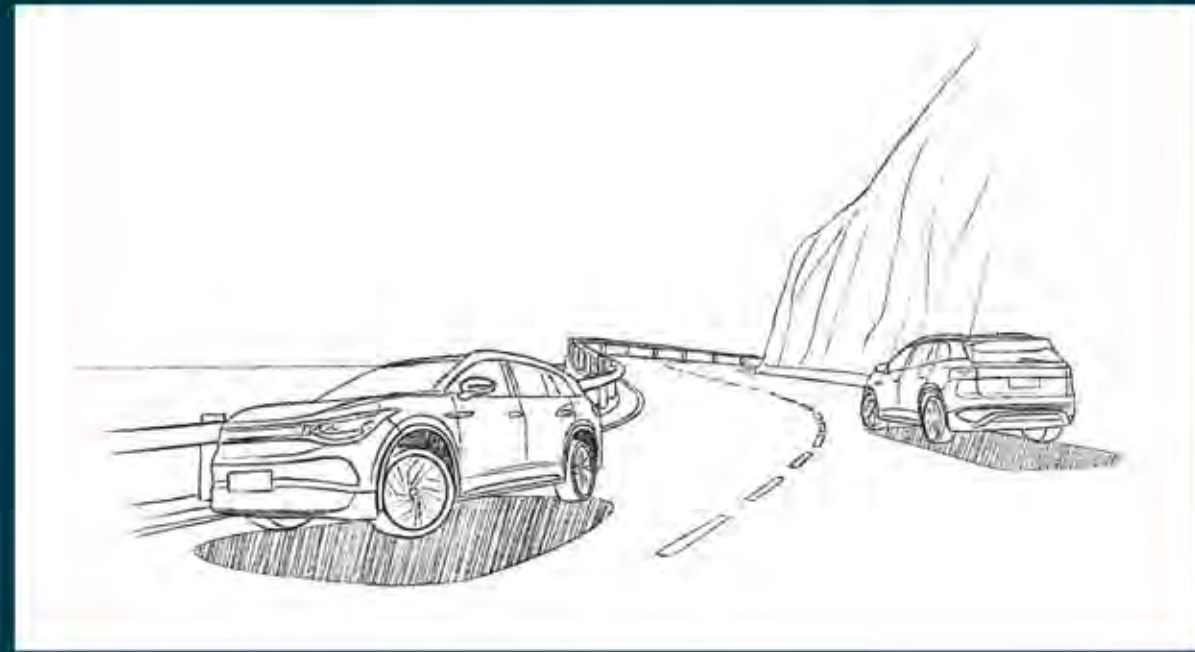
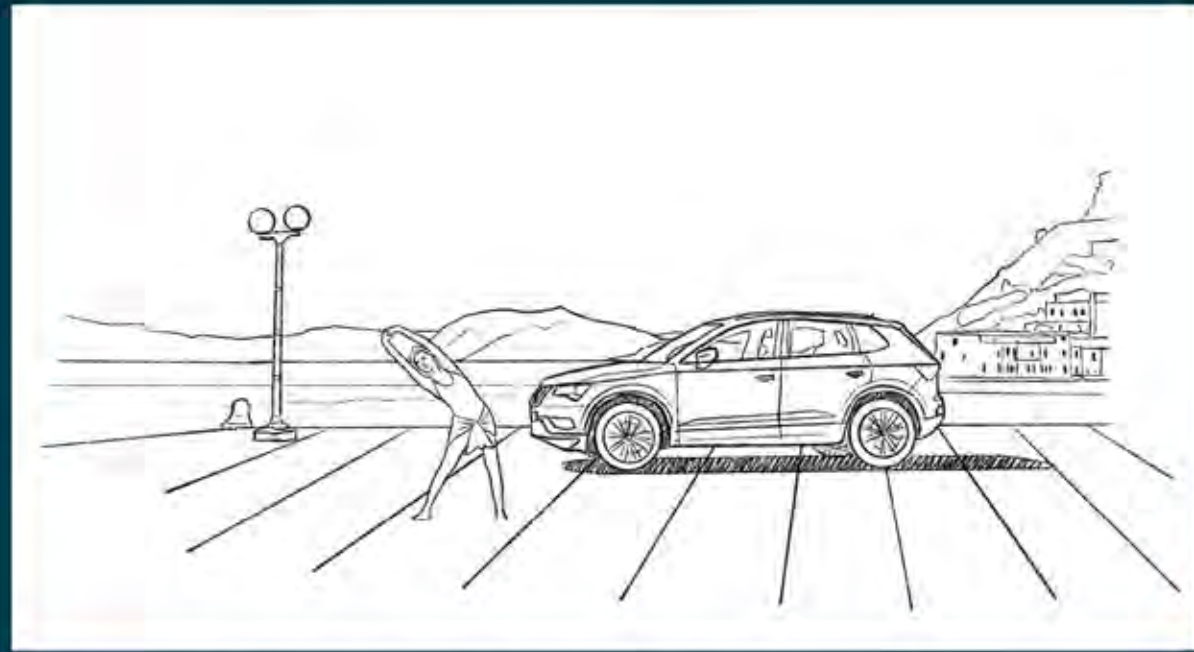
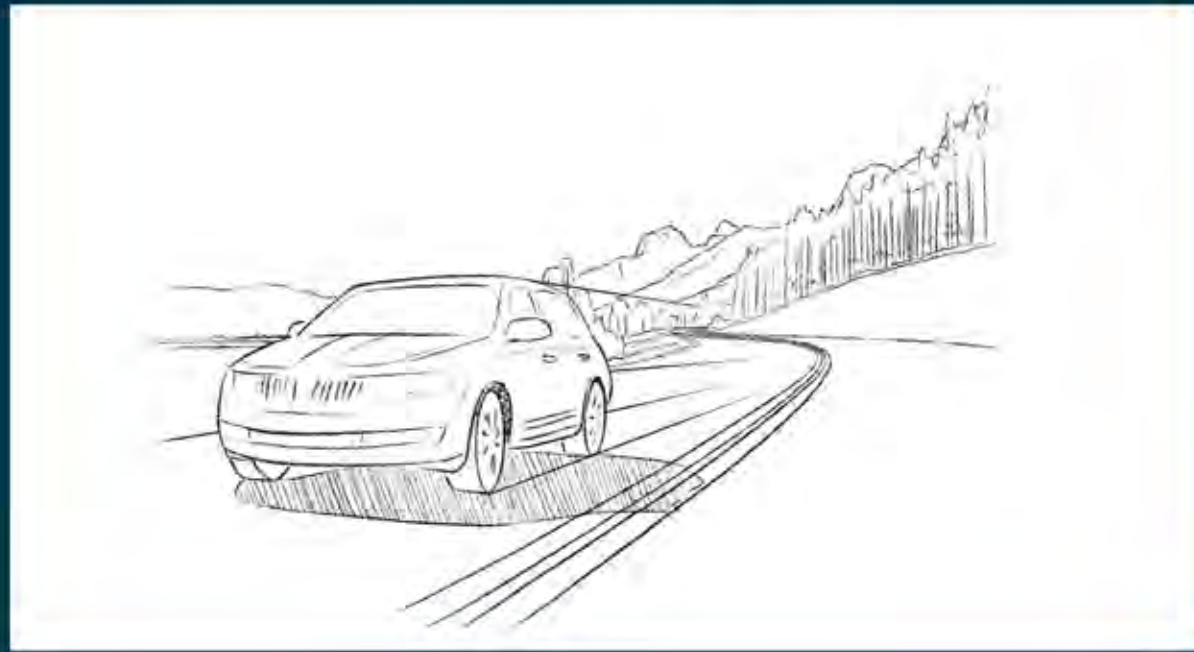
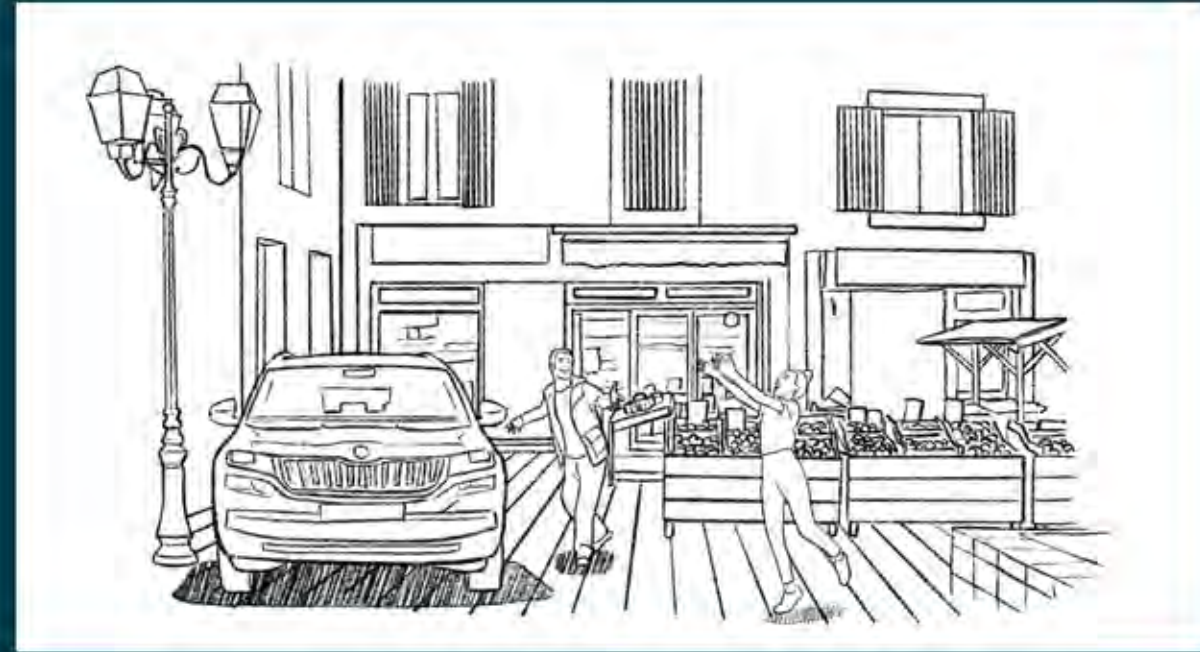
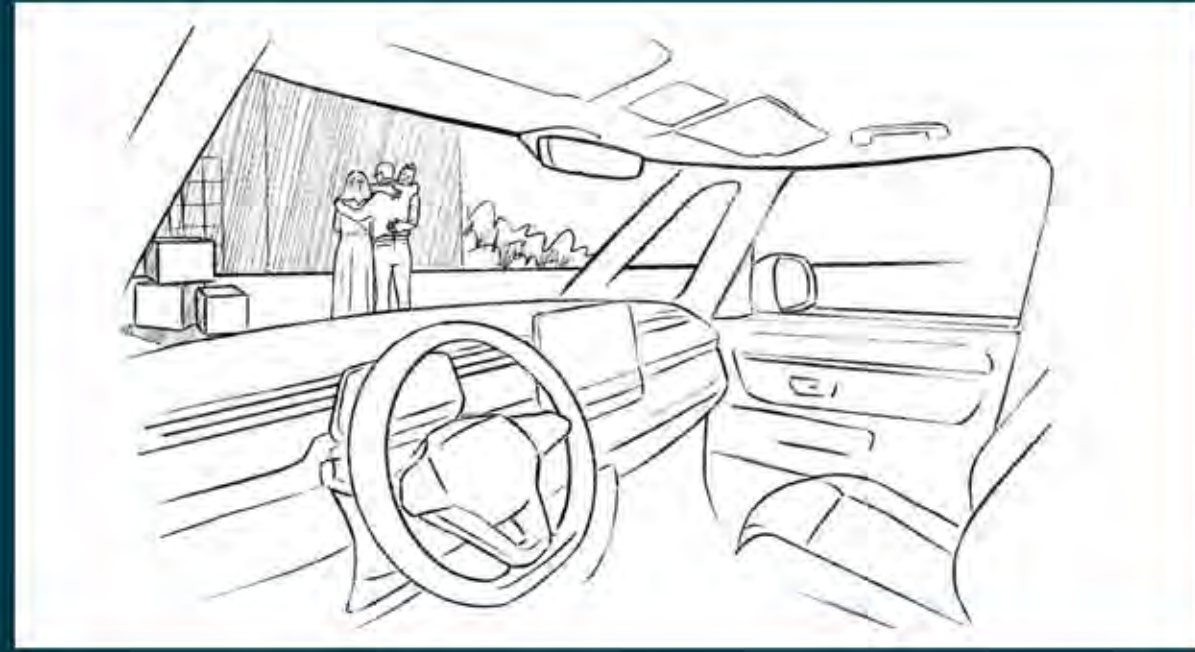
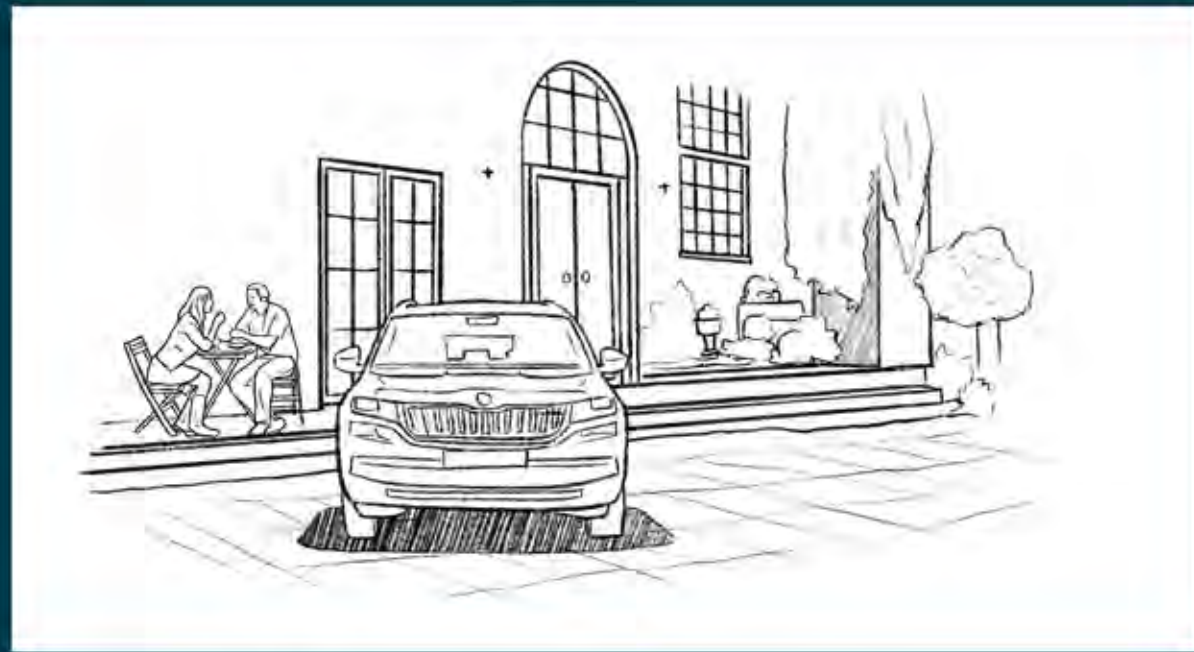
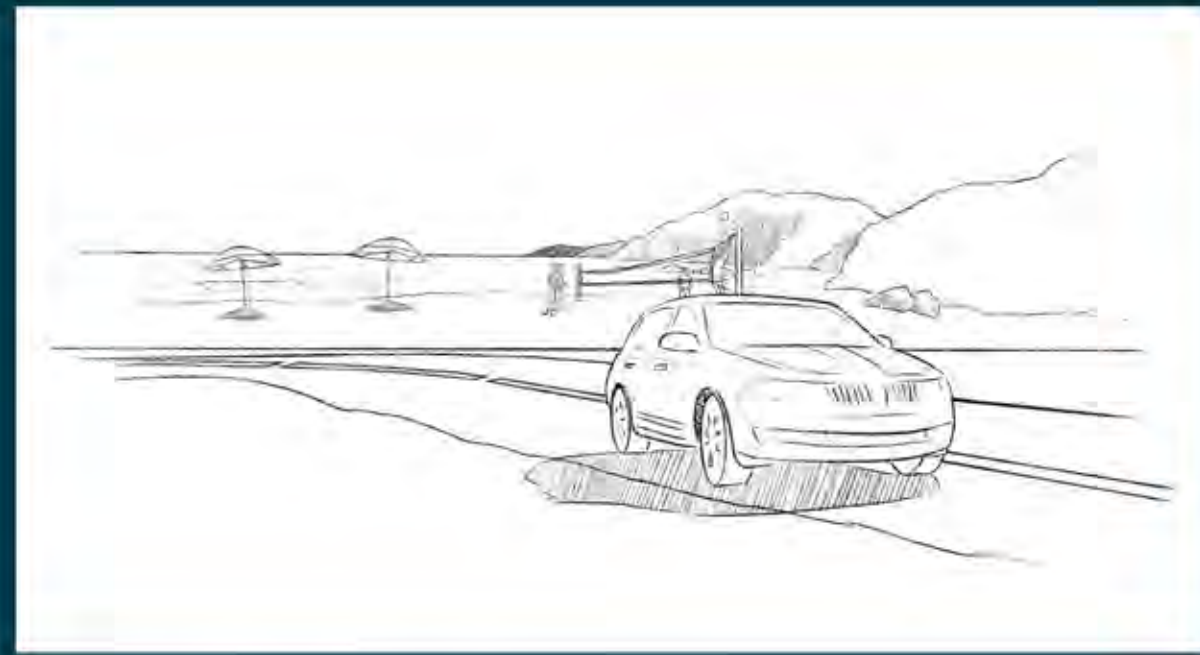
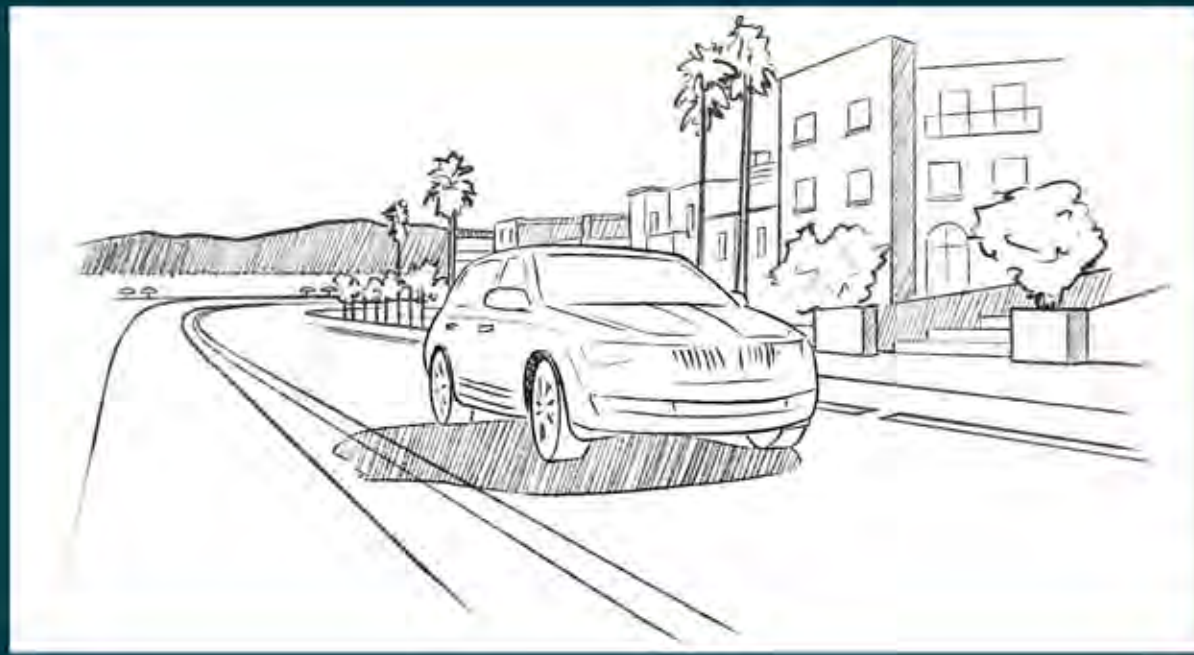


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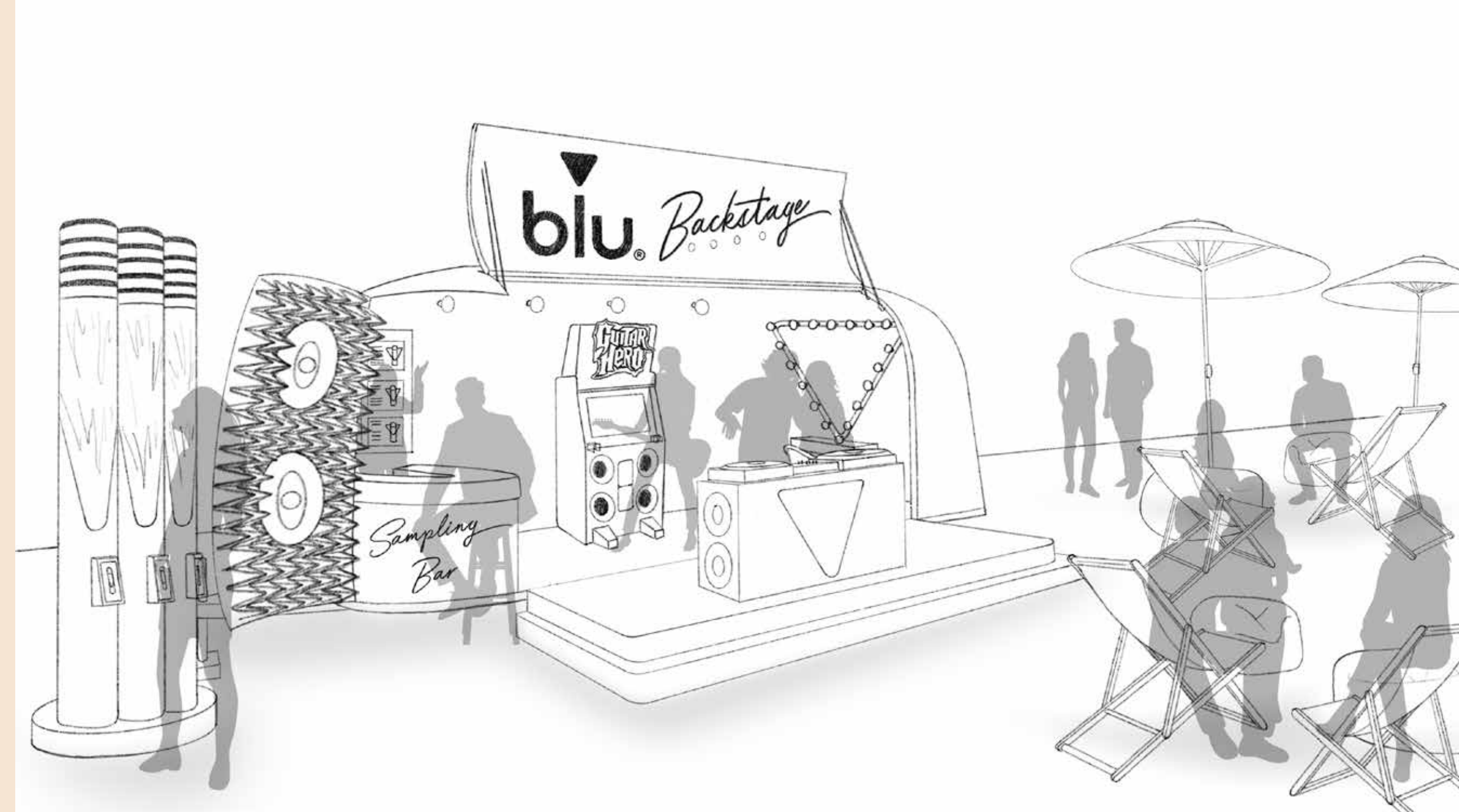
A skill that separates me from most traditional designers is visualising. I have found that some clients find it hard to see an idea come to life and visualising is a good medium between concept and execution.

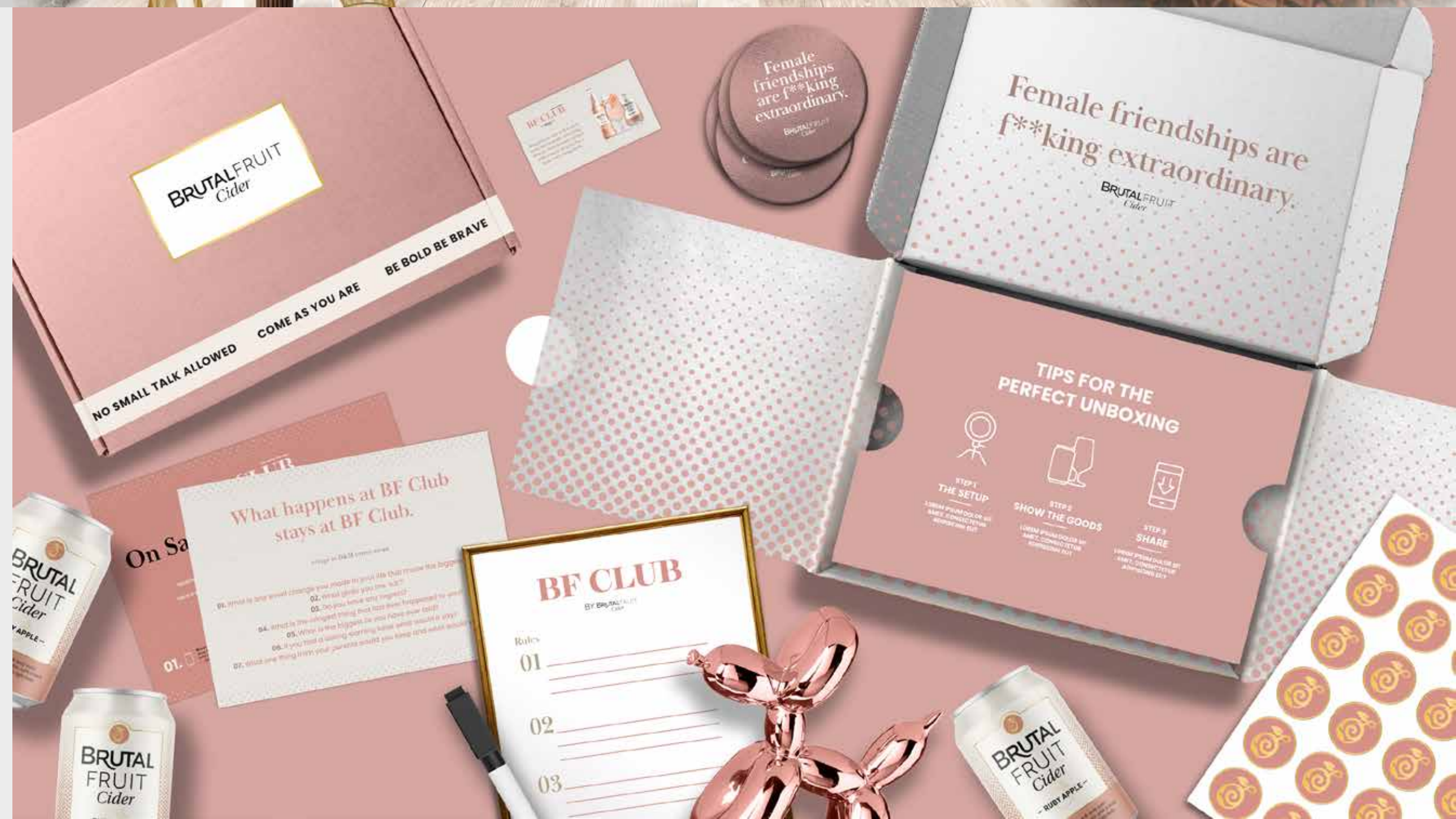
My skills can range from highly crafted Photoshop mockups to detailed scamps and storyboards.

# Visualising



SKODA







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As well as my largely design based disciplines I am also a professional illustrator. I would describe myself as a traditional image maker with a modern twist. I love to create beautifully detailed illustrations digitally, whilst still retaining a hand made quality. I blend a mixed medium of pencil or fine liner with real watercolour to create intriguing compositions with a pop of colour to help draw my audience in.

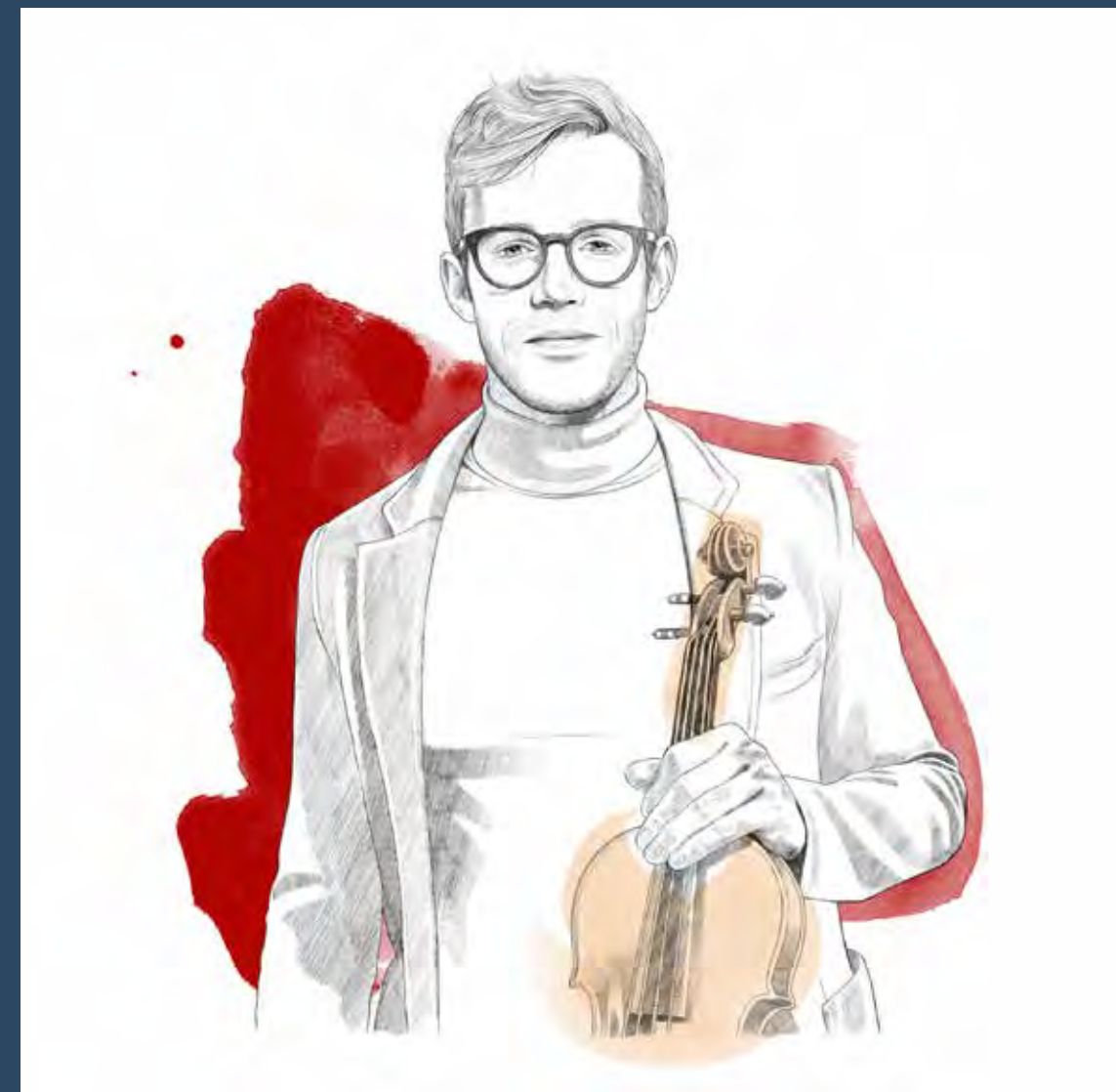
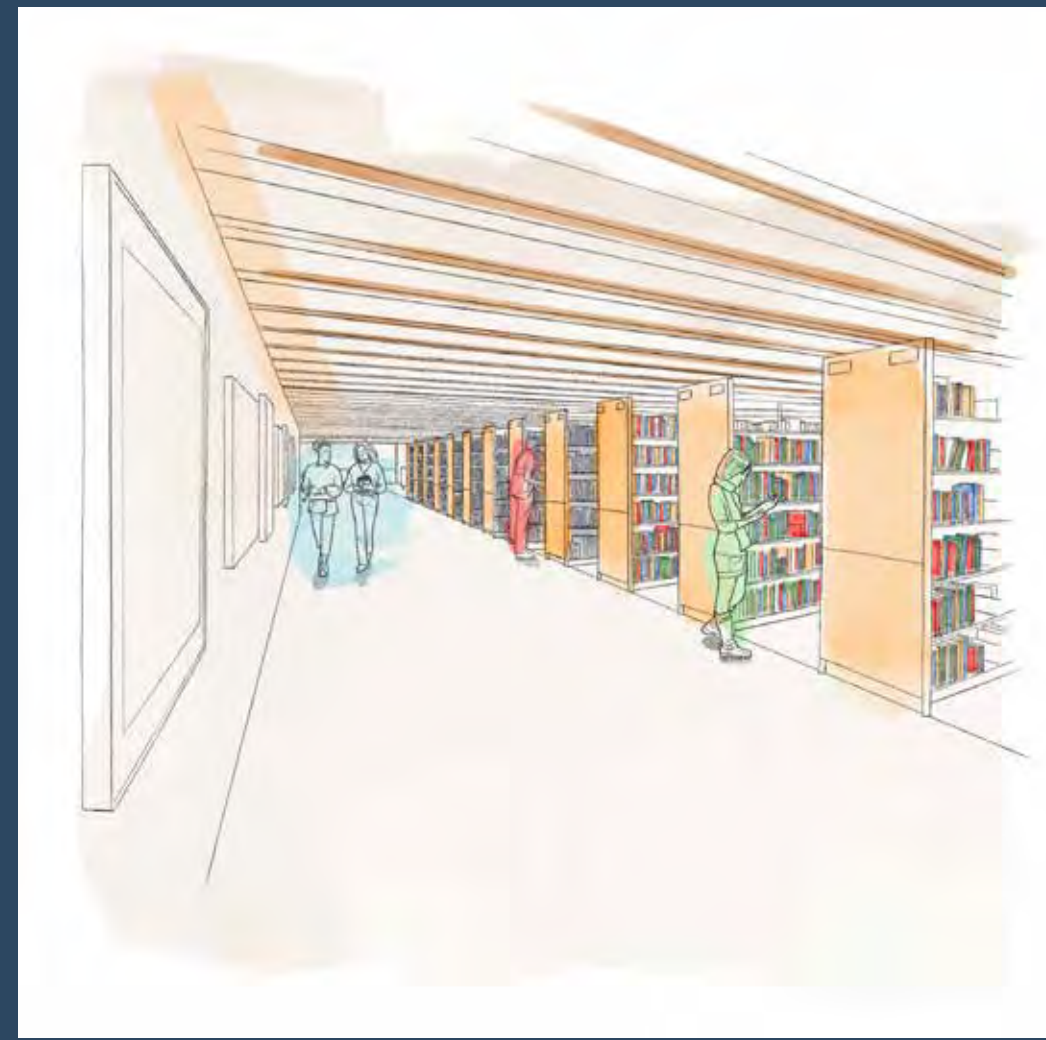
I have worked for brands such as Montblanc, Penhaligon's, Pernod Ricard and Diageo. My favourite subject matters include architecture, portraiture and packaging.

I am represented by Making Pictures in the UK, and Fillin Global in the US.

# Illustration







**Brand**  
Mont Blanc X The Wall Street Journal

**Project**  
A Library of One's Own

**My Role**  
Illustration  
Art Direction



Seb  
Arnold

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instagram @sebarnolddesign

Thank you