



JACK RATTRAY

PORTFOLIO

2021



INTRO: ABOUT ME



www.jackrattray.com

Jack Rattray

Graphic Designer and Marketer

Creative, versatile and highly efficient Graphic Designer and Marketer with a wide range of diverse and beneficial skills. Working for almost 4 years in a fast-paced design and marketing environment. With creative and technical abilities allowing for a range of jobs to be completed to professional standards and worked on across many stages. Strong project and time management skills to complete workload according to both budget and time frame.

Experience:

Marketing Coordinator
Indigo Furniture
2016 - 2020

Education:

University of Derby
BA (Hons) Graphic Design (2.1)
2013 - 2016



PORTFOLIO: CONTENTS

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Graphic Design | Editorial Design | Project Management

Copywriting | Photography | Photo Editing | Print Management

2 WILLEN ROSE BRAND & WEBSITE CREATION

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Project Management | Website Design & Admin | Copywriting | SEO

3 INDIGO BRAND DEVELOPMENT

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Graphic Design | Photoshoot Coordinating | Photo Editing | Styling

4 MEET THE TEAM PHOTOSHOOTS

Photography | Photoshoot Management | Photo Editing | Styling

5 BRAND PERSONALITY PHOTOSHOOT

Photoshoot Managing | Stylist | Photo Editing



1: INDIGO BROCHURES



Indigo Furniture had been sending quarterly brochures for nearly 10 years and wanted to develop them to have a more “coffee table magazine” style, diversifying away from previous catalogue-style formats. Giving the brand a more luxurious and lifestyle-focused quality whilst also staying up to date with the latest trends.

Across the span of almost 4 years, I produced a total of 13 print brochures, with each one going to an average of 35,000 potential customers as well as inside showrooms. With developing creative and design input, starting with assisting with the internal teams’ creative process, later collaborating with a design agency and ultimately having total creative control. Taking the brochures in a new direction which fulfilled the directors’ aim as well as the customers’ desires.

Client: Indigo Furniture

Services: Graphic Design | Editorial Design | Project Management
Copywriting | Photography | Photo Editing | Print Management

www.jackrattay.com/indigo-brochures



DINING COLLECTION

1

2

3

MID-CENTURY

The latest of Indigo's ranges has proved to be incredibly popular with our customers.

SAVE E290

ICONIC SCANDINAVIAN STYLE MEETS RENOWNED CRAFTSMANSHIP.

Tapered legs, cut out handles and a light airy aesthetic is what makes Scandinavian design so recognisable.

1. Mid-Century Ash Dresser Sideboard 121009 Was £1,449 Sale £1,280

2. Mid-Century Ash Dining Chair With Arms, Ebony Seat Pad 122393 Was £308 Sale £245

3. Mid-Century Ash Wideboy 112201 Was £999 Sale £799

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AUTUMN SALE

UP TO 15% OFF

INDIGO

HANDCRAFTED FURNITURE

HARROGATE · MATLOCK · TUNBRIDGE WELLS

Mid-Century Ash Dining Table 211 122527 Was £1,099 Sale £899

Mid-Century Ash Dining Chair, Ebony Seat Pad 122392 Was £308 Sale £245

Mid-Century Ash Cupboard 112200 Was £999 Sale £799

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www.indigofurniture.co.uk

NEW PRODUCTS



NEW DESIGNS

These latest additions are an example of how Indigo is listening to the customer and evolving. Exciting times!



Josh Woolley
 Josh Woolley
 Product Design &
 Development Manager



- Mid-Century Ash TV Screen 121008 Was £1,399 Sale £1,119
- Half Moon Side Table 122391 Was £239 Sale £189
- Fabric Footstool 122554 Was £399 Sale £349
- Mid-Century Ash Media Unit, Door 113594 Was £749 Sale £599
- Mid-Century Ash Chest of Drawers 122612 Was £999 Sale £799



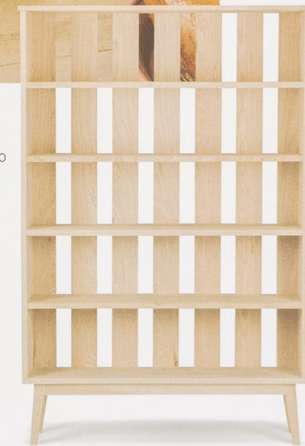
DOG BED

The Houndsman solid wood dog bed has been designed with your dog's health and comfort in mind.



With each sale 10% goes to The National Search & Rescue Dog Association. Registered charity number 1161859

- The Houndsman Dog Bed, Aged Oak 113306 £219
- The Houndsman Dog Bed Cushion 121689 £80
- The Hardwick Leather Sofa, Grand 123025 Was From £2,590 Sale From £2,390
- Mid-Century Ash Bookcase 114009 Was £919 Sale £735





ALL PRODUCTS AS LITTLE AS
£129.87
A MONTH
WITH 0% FINANCE

21
DAY LEATHER
PROCESS
VINTAGE
FINISH

Big One Leather Sofa 105430 Was From £2,890 Sale From £2,749
4 Wheel Reclaimed Cart 107127 Was £1,699 Sale £1,459
Grand Plank Bookcase 100693 Was £999 Sale £899
Cotton Velvet Scatter Cushion, Medium Natural Putty 106443 Was £59 Sale £44

LIVING COLLECTION

SIGNATURE LEATHER

Indigo's Signature leathers have their own unique style and character which you can't find anywhere else.

Darja Mislović
Upholstery Workshop
Manager

SAVE £150

The Grandad Leather Sofa, Grand 104694 Was From £2,190 Sale From £2,049
Plank Lamp Table 100946 Was £269 Sale £239
Cotton Velvet Scatter Cushion, Medium Natural Putty 106443 Was £59 Sale £44

0% INTEREST FREE FINANCE Up to 36 months - Your Indigo home for less
Sofa, Lamp Table and Cushion for either £2,332 or as little as **£58.30** a month

www.indigofurniture.co.uk





2: WILLEN ROSE BRAND & WEBSITE CREATION



Startup furniture and homewares brand founded by husband and wife team. Focusing on industrial style furniture which is being crafted in their own workshop with sustainability being a priority. Working alongside them from the beginning Willen Rose needed a full branding, website creation as well as photography of 70+ products in their studio.

With an aim to make industrial furniture more appealing to a younger feminine audience and give their furniture a lighter and on-trend aesthetic, a suitable colour palette was used throughout with styling and copywriting to back it up. The brand style was continued across all areas of marketing from social media to PPC and covered e-commerce on the Shopify site, all while keeping to a minimal budget.

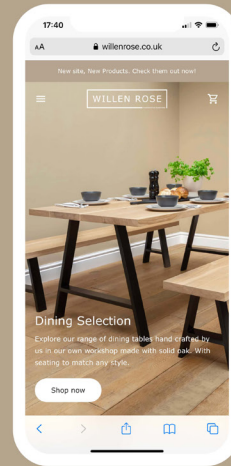
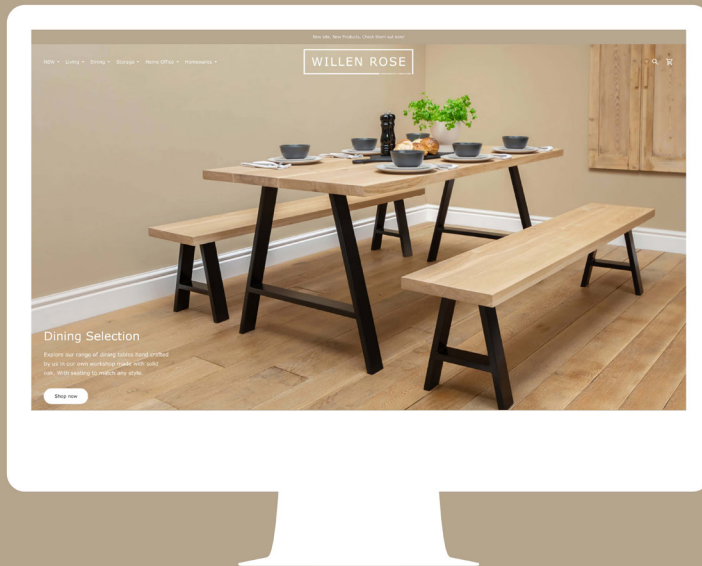
Client: Willen Rose

Services: Graphic Design | Photography | Photo Editing | Styling
Project Management | Website Design & Admin | Copywriting | SEO

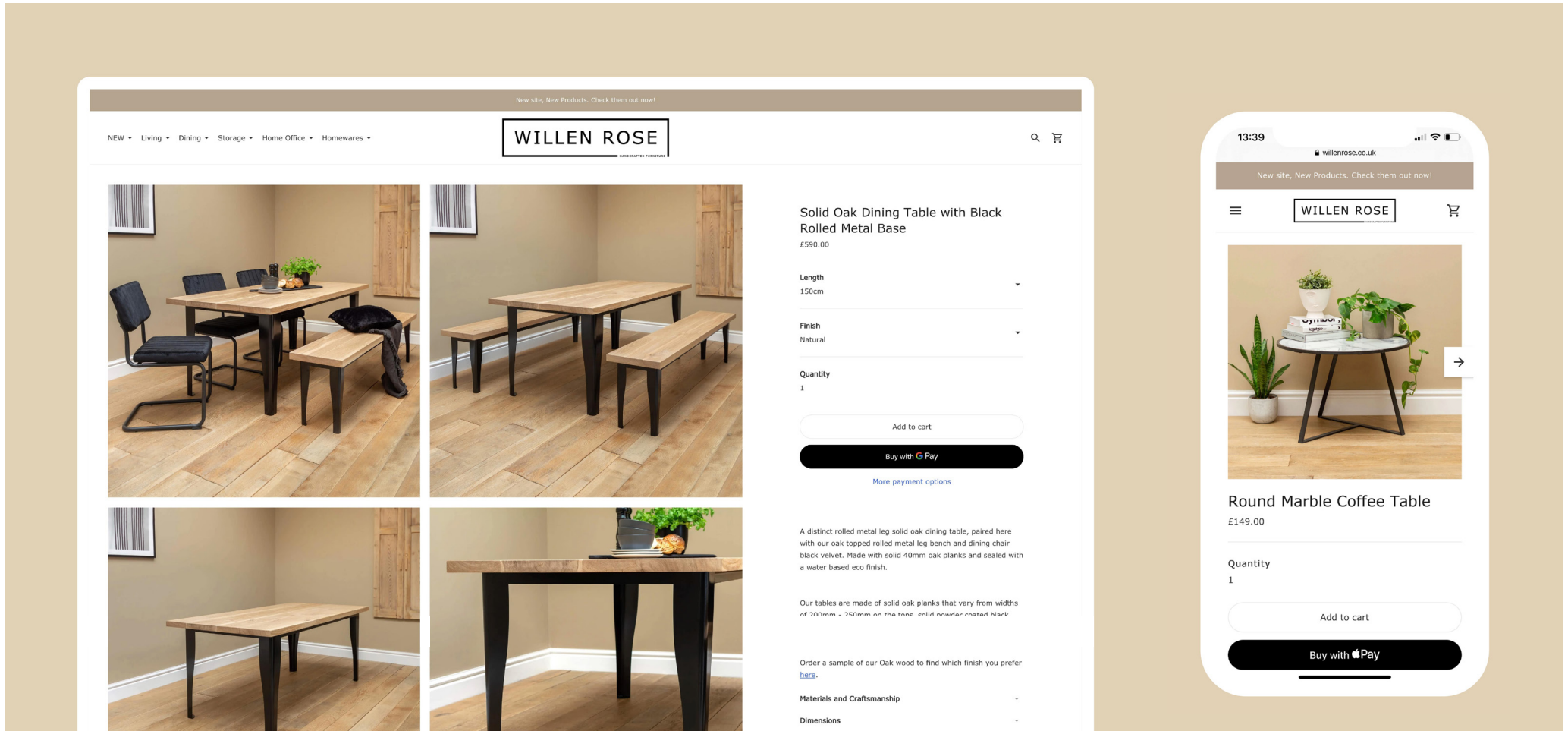
www.jackrattay.com/willen-rose

WILLEN ROSE

HANDCRAFTED FURNITURE

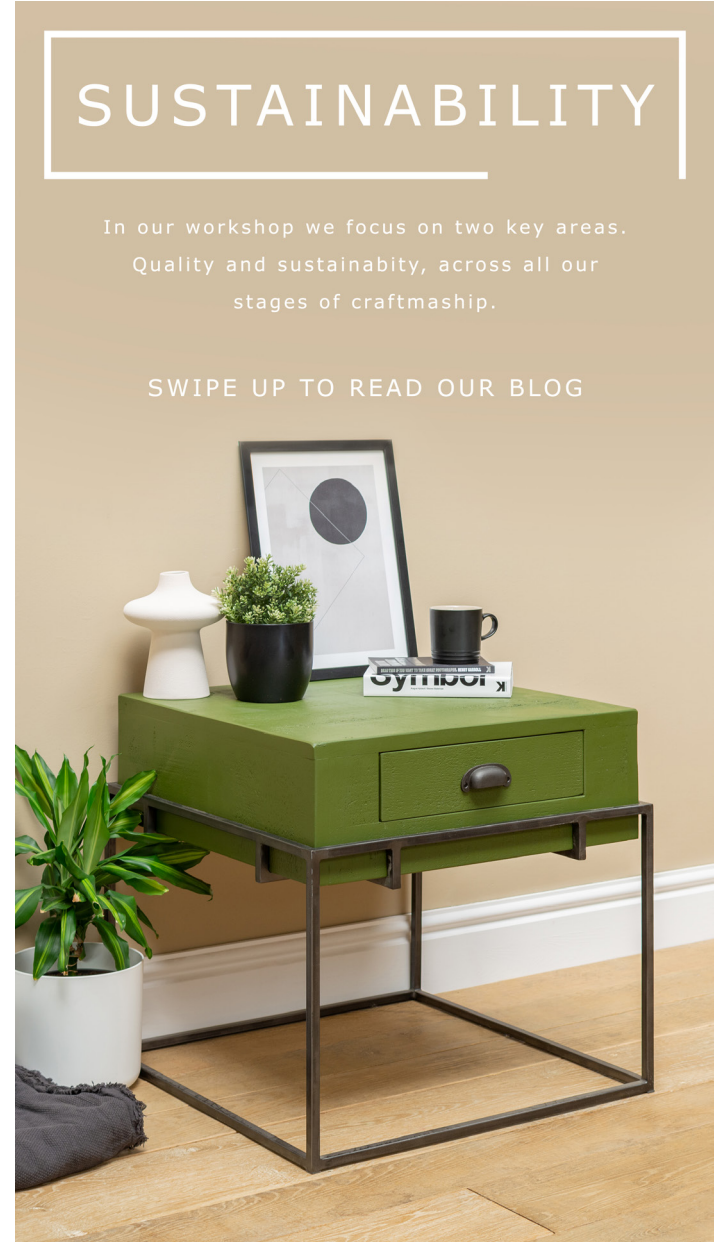
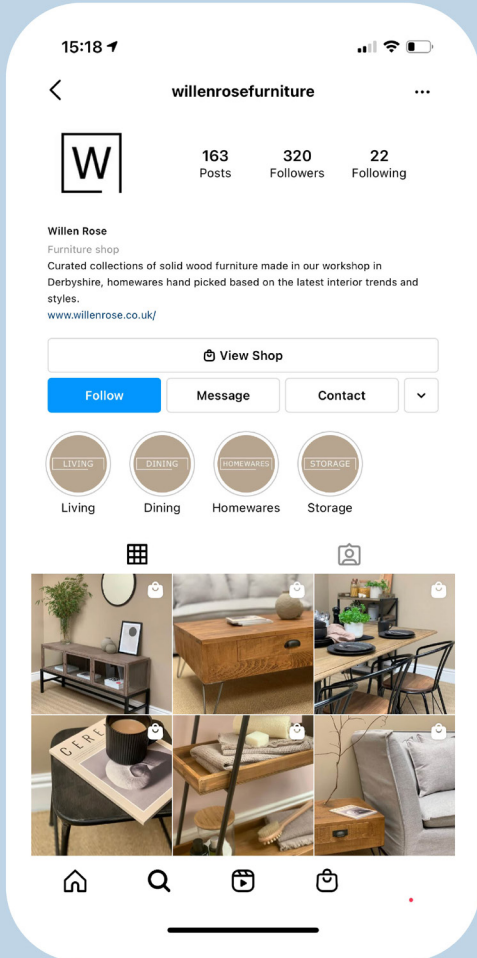


Verdana
Aa Bb Cc
The quick brown fox
jumps over the lazy dog









SUSTAINABILITY

In our workshop we focus on two key areas. Quality and sustainability, across all our stages of craftsmanship.

SWIPE UP TO READ OUR BLOG



WILLEN ROSE

WINTER

SALE

NOW ON



SHOP

WILLEN ROSE

HANDCRAFTED FURNITURE

Handcrafted
Industrial
Charm



SHOP

WILLEN ROSE

HANDCRAFTED FURNITURE

15% off

SALE



SHOP



WILLEN ROSE

SALE

STARTS
FRIDAY



3: INDIGO BRAND DEVELOPMENT



Taking Indigo Furniture, a company that had been in the retail furniture sector for over 20 years at that point and working alongside an agency to revitalise the brand across all areas. With the key priorities of showcasing the wider range of furniture, variety of styles and colours whilst also highlighting the people behind the company such as the workshop staff.

Coordinating between the agency and directors with input and management throughout, the brand was greatly developed and improved with a new brand style, updated Magento site and photoshoots in the new colourful and lifestyle focused aesthetic for both product photos and imagery of the people behind the brand. The developed style was continued across all areas for continuity.

Client: Indigo Furniture

Services: Project Management | Brand Advisor | Agency Coordinating
Graphic Design | Photoshoot Coordinating | Photo Editing | Styling

www.jackrattay.com/indigo-brand-development



INDIGO

HANDCRAFTED FURNITURE

Luxia

Aa Bb Cc

Montserrat

Aa Bb Cc

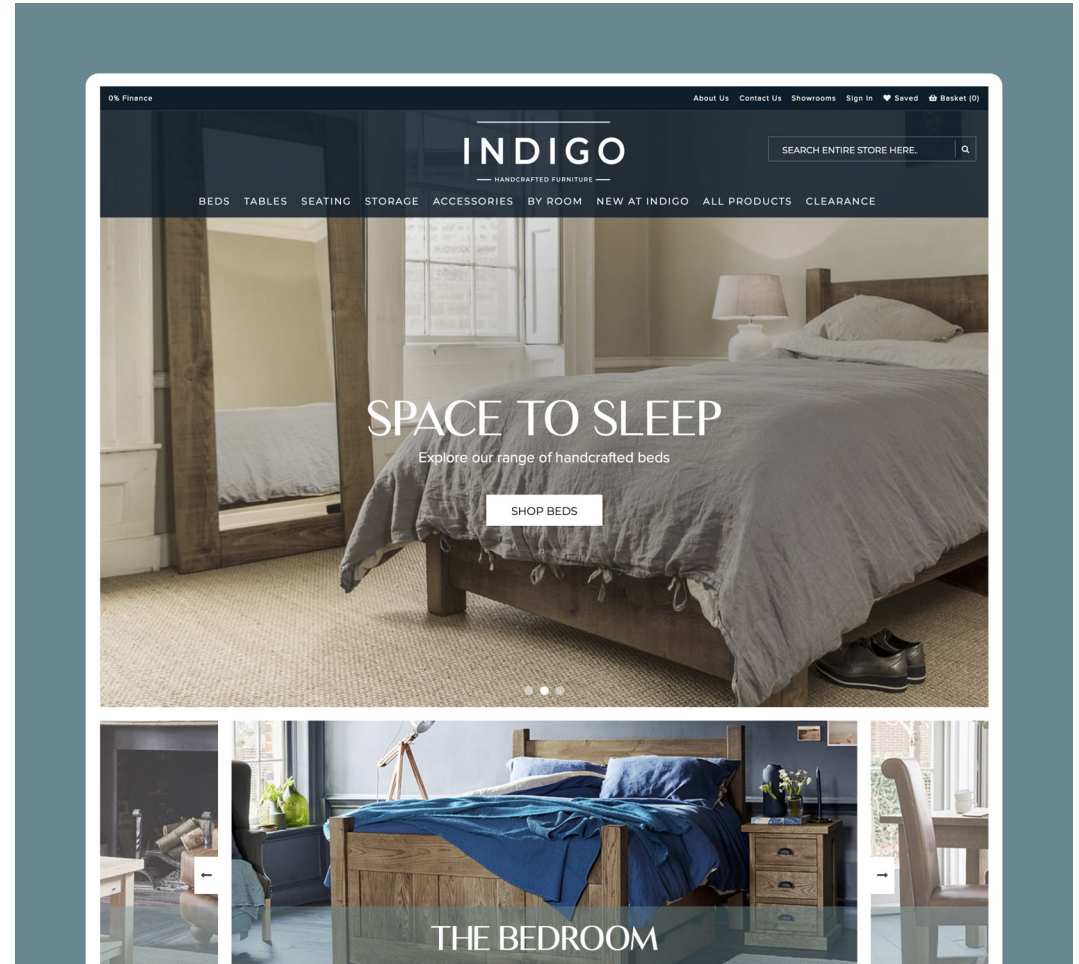


Space to
live

Space to
dine
Space to
sleep



3: INDIGO BRAND DEVELOPMENT













LOVINGLY MADE JUST FOR YOU BY

Sam

Handcrafted in our own workshops from the finest materials & using traditional woodworking techniques, each piece of Indigo furniture is made with passion & made just for you

15 YEAR GUARANTEE
BUILT TO LAST

INDIGO
— HANDCRAFTED FURNITURE —



BE YOUR OWN STYLIST

MAKE YOUR HOME TRULY YOU

Want a piece of furniture that's totally unique to you? We are the designers and makers behind every piece, which allows for bespoke furniture.

Any product, any material all you need to do is ask our dedicated sales team and we can sort it.

www.indigofurniture.co.uk/order-samples

HARDWICK BED

Crafted with distinct mid-century lines this unique upholstered bed sports a leather panelled head and footboard and solid wood feet; designed to complement the pared-back aesthetic.

INDIGO
— HANDCRAFTED FURNITURE —

www.indigofurniture.co.uk

CHOOSE YOUR SIZE

Single H120 W99 L199cm	Double H120 W145 L199cm
Kingsize H120 W160 L206cm	Super King H120 W191 L206cm

CHOOSE YOUR LEATHER

Choose from our selection of artisan leathers. You can take your own samples from the stand or order them online.
www.indigofurniture.co.uk/order-samples

CHOOSE YOUR FEET COLOUR

Choose from our three feet colour options
Aged Oak | Natural | Stained

CONFIDENCE IN DESIGN

WE UNDERSTAND THE IMPORTANCE OF INVESTING IN FURNITURE THAT IS AS RELIABLE AS IT IS BEAUTIFUL.

That's why we believe in offering you guarantees across our entire range of stylish Indigo designs.

All of our bedroom and dining furniture comes with a 15 year guarantee, our sofas with 10 years, and our dining chairs with a 5 year guarantee – that's a promise that you can truly believe in.

	ASH Our newest addition to our range is Ash, a light toned hardwood with a well defined characterful grain. Sustainably sourced from Europe.		AGED OAK Taking our Oak furniture and giving you the option of our Aged Oak finish which features darker tones based upon how your furniture would naturally age.		PLANK Plank is the term we use for the furniture that features sustainable, honey-toned Quebec Pine. Originating from some of the tallest trees in North America.
	LEATHER English rawhides are hand selected and tanned in Italy, using an age-old technique to produce Indigo's ultra tactile vintage inspired leather.		FABRIC Each fabric has its own texture and characteristics. Soft luxurious velvet, a warm cosy wool, tactile colourful linen or something bold and unexpected, we have it all.		

INDIGO
— HANDCRAFTED FURNITURE —

Space to
live

SHOP

INDIGO
— HANDCRAFTED FURNITURE —

SPRING
SALE

UP TO
15% OFF

SHOP

INDIGO
— HANDCRAFTED FURNITURE —

Space to
dine

SHOP

INDIGO
— HANDCRAFTED FURNITURE —

SALE
NOW ON

SHOP

18:51

INDIGO
— HANDCRAFTED FURNITURE —

AUTUMN
SALE

NEW SEASON, NEW SAVINGS

SHOP

Hi John,

Great news! We couldn't wait to tell you, our Autumn Sale is now on and there are massive savings of up to 20% on regular prices. As always, each piece is made to order especially for you in one of our own workshops. So, go on, what are you waiting for - treat yourself!

Email Search Calendar

Coming Soon

NEW MID-CENTURY RANGE



Sneak Peek

Our Tansley Workshop are putting the finishing touches on our HERITAGE inspired collection

Christmas Homeware



Take a look at our Christmas decorated showrooms and new festive homewares

Houndsman Dog Bed



NEW Heritage Leather Collection





4: MEET THE TEAM PHOTOSHOOTS



Indigo Furniture, a furniture retailer with a long history and due to all elements from design, manufacturing and delivery being in-house, made sure they had a diverse team. To highlight all the areas of the company that are internal and add a face to the brand I managed and photographed various photoshoots with team members. Highlighting the furniture being crafted in their workshops and showing the craftsmen behind the furniture was a key priority.

These images were used in a variety of places from their website, blogs, social media, in-store promotional content and many more areas. This meant a variety of different aspect ratios, styles and areas of focus were needed to fit all needs and requirements.

Client: Indigo Furniture

Services: Photography | Photoshoot Management
Photo Editing | Styling

www.jackrattay.com/indigo-meet-the-team-photoshoots







4: MEET THE TEAM PHOTOSHOOTS





5: BRAND PERSONALITY PHOTOSHOOT



Having personality and people behind the brand was an area that Indigo had always been lacking in. Over the earlier couple of years, a greater effort had been put into showing the employees who work for the brand, however, the founders and directors had never in the 20+ years in the industry had imagery showing people enjoying, interacting and conveying a story of living with their furniture.

Working alongside an employee of the company who had years of genuine experience with having a home filled with Indigo furniture along with her daughter. I managed the photoshoot, organised the photographer, styled the rooms and made sure a story was being conveyed for the viewer in an authentic manner with brand values shown throughout.

Client: Indigo Furniture

Services: Photoshoot Managing | Stylist | Photo Editing

www.jackrattay.com/indigo-brand-personality







CONTACTS

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