

# PORTFOLIO

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**JOSH CONWAY**

**GRAPHIC DESIGNER**

**[joshuaconway.design@gmail.com](mailto:joshuaconway.design@gmail.com) | 07917273188 | [joshconwaydesign.com](http://joshconwaydesign.com)**



# HAMILTON & HARE

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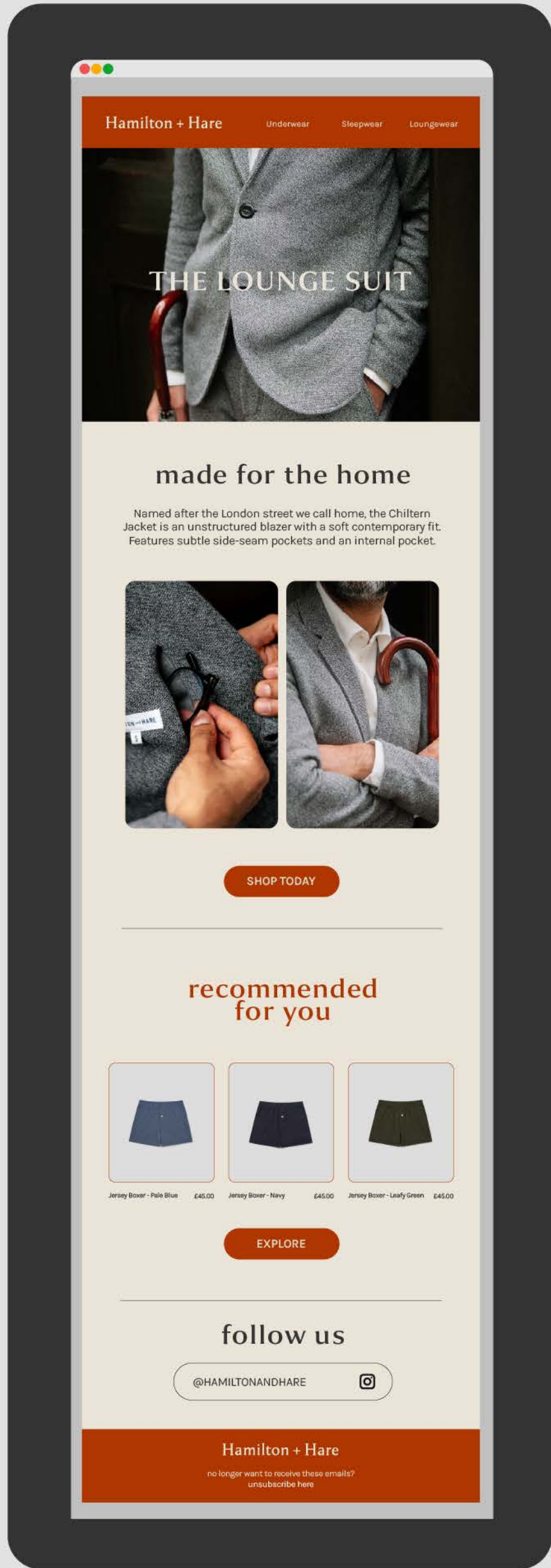
## REBRAND, PACKAGING & CAMPAIGN PHOTOGRAPHY

A long serving menswear client specialising in underwear and loungewear ‘using natural fabrics and a transparent, ethical manufacturing process to create a best-in-class product.’ Together we achieved a full rebrand, focussing on creating more sustainable packaging for their underwear range. This required pulling through the rich and vibrant colours from the brand’s look and feel and also collaborating with a supplier that could deliver the premium tactility we desired for the packaging.

A major part of this project was producing and styling the campaign photo shoots which played an important role in visually elevating the brand’s soft and premium fabrics whilst delivering a sense of lifestyle.

As well as developing a range of print and packaging, this project involved creating a range of consistent digital assets, including email marketing look and feel, social content and ideation for web pages and collections on their online store.





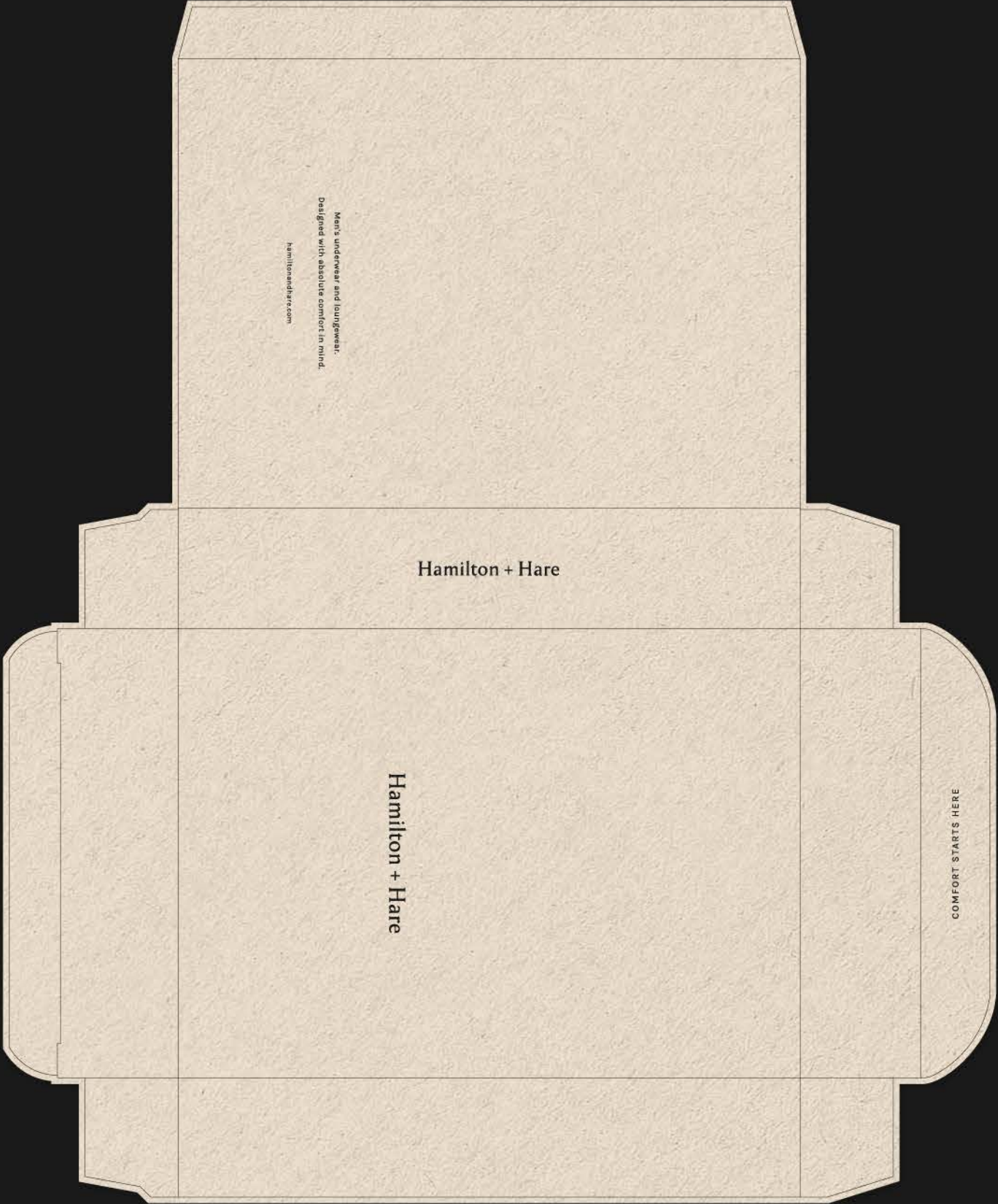












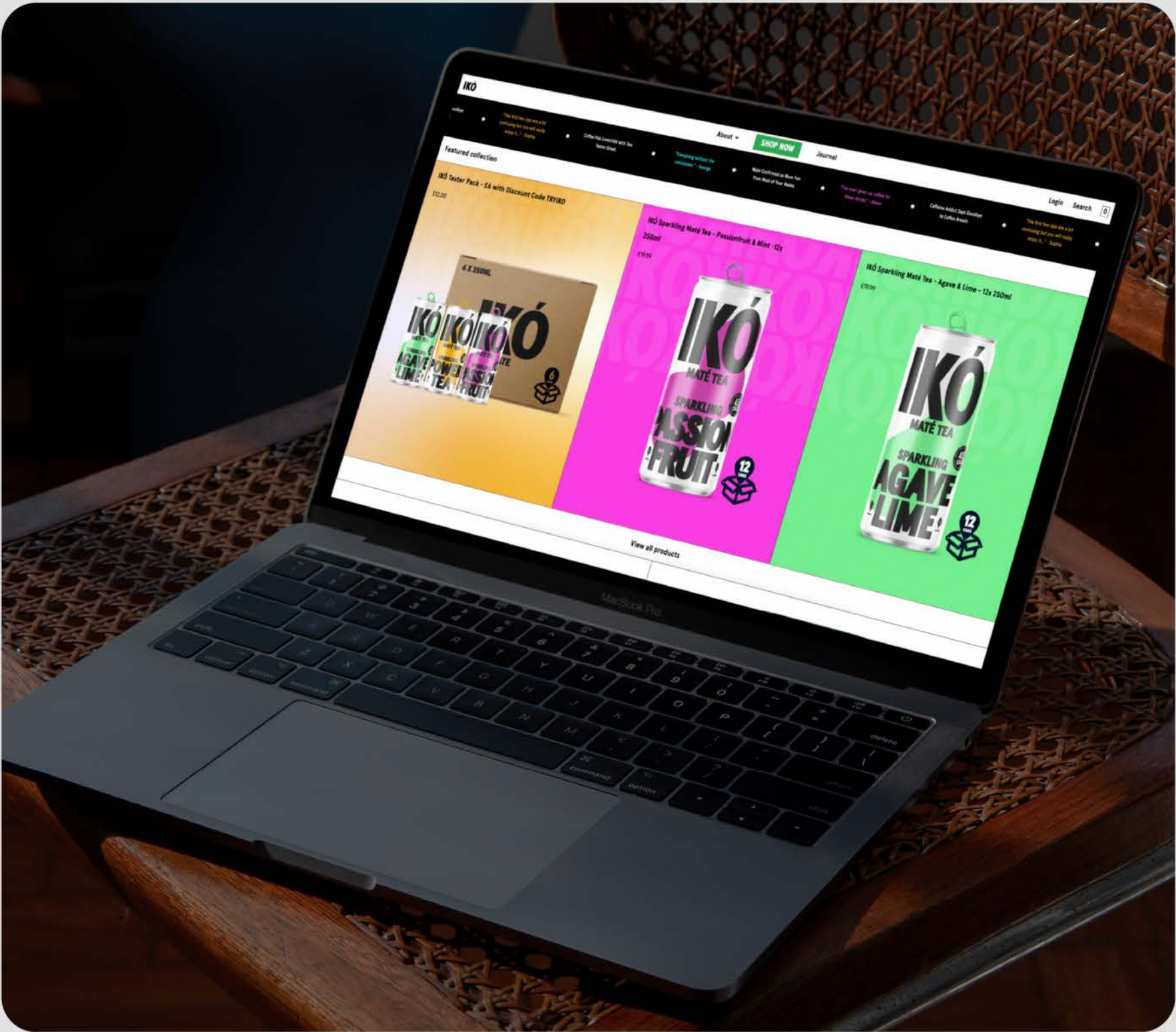
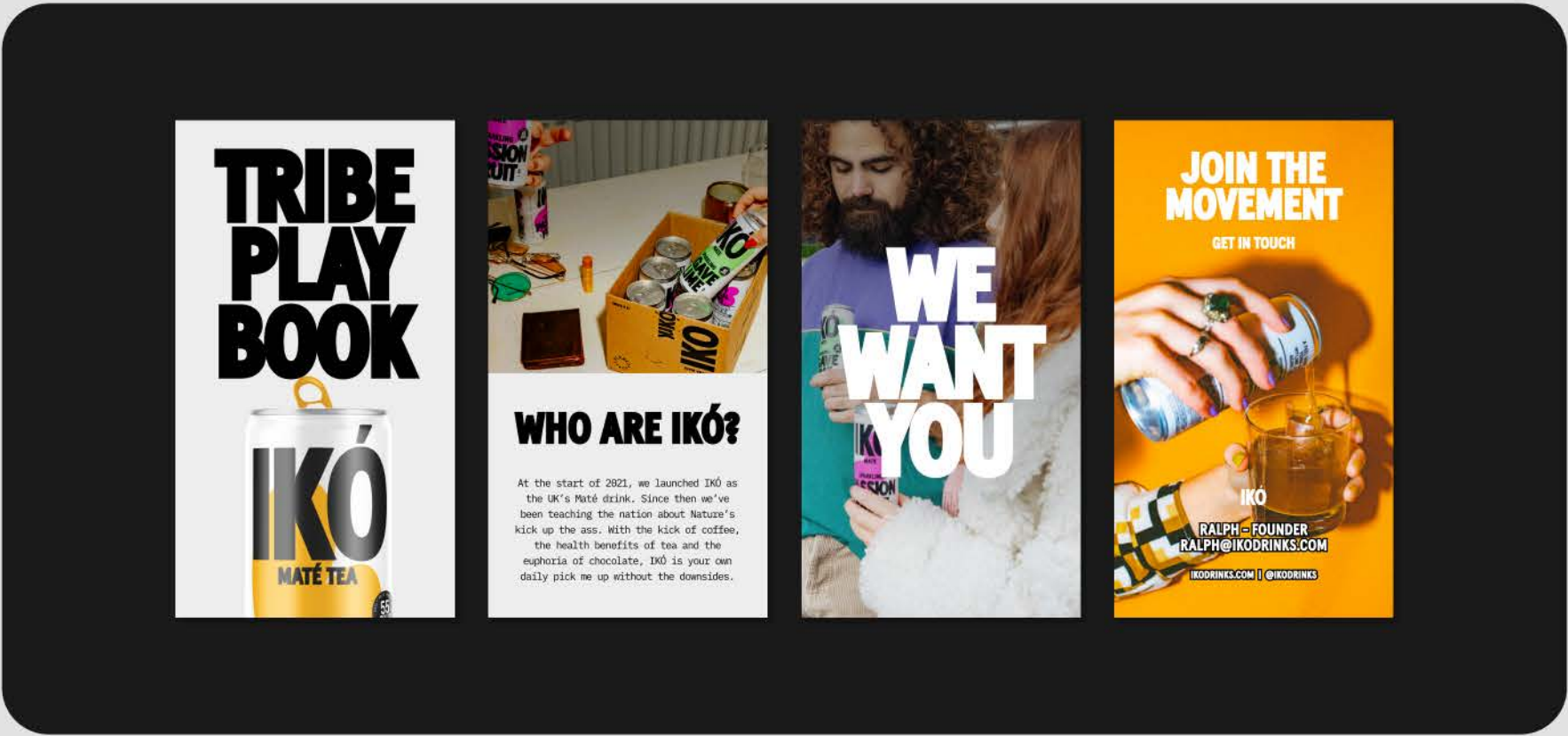
# IKÓ MATÉ TEA

## ‘JOBS FOR TREES’ CAMPAIGN, PRINT & DIGITAL IDENTITY

IKÓ is a yerba mate tea drink brand with a focus on sourcing from sustainable agroforestry farms in Brazil, working closely with the farmers to make sure what’s harvested is then replanted in abundance. The Jobs For Trees campaign plays on the idea of putting every tree to good work, rather than killing them off early in their life cycle.

Alongside the campaign, IKÓ required full identity creation including the drinks can design, website, and a range of D2C and OOH print assets. We wanted to ensure customer retention so making sure we had a clear, incentivised Klaviyo (email) campaign was key as well as creating a great unboxing experience to make sure customers felt they could trust in the quality of the product and the brand.

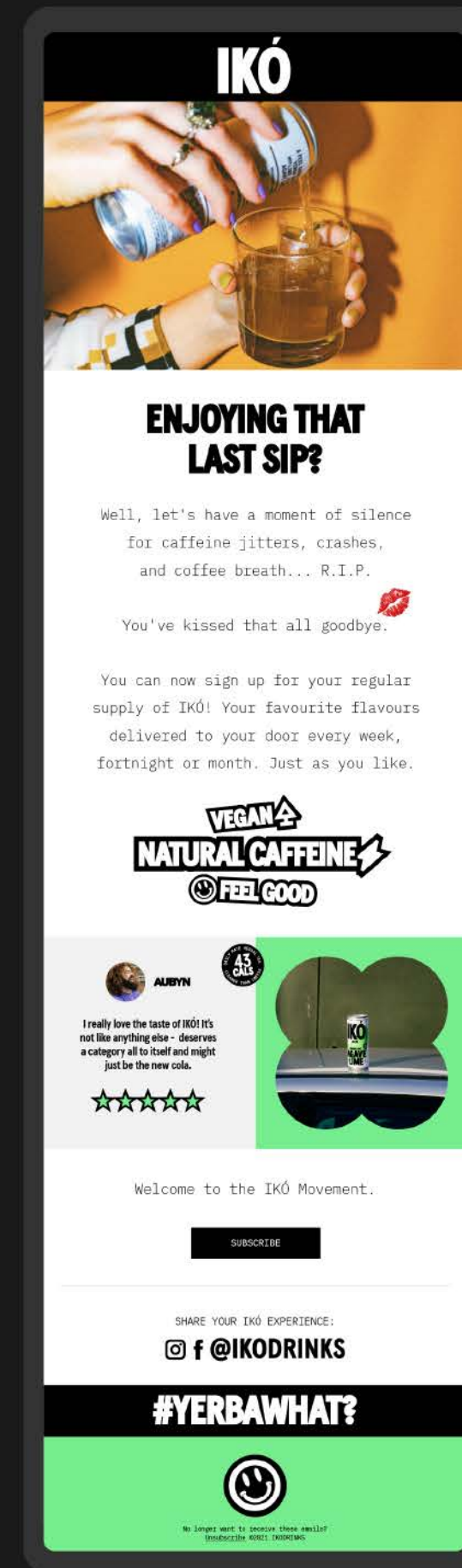
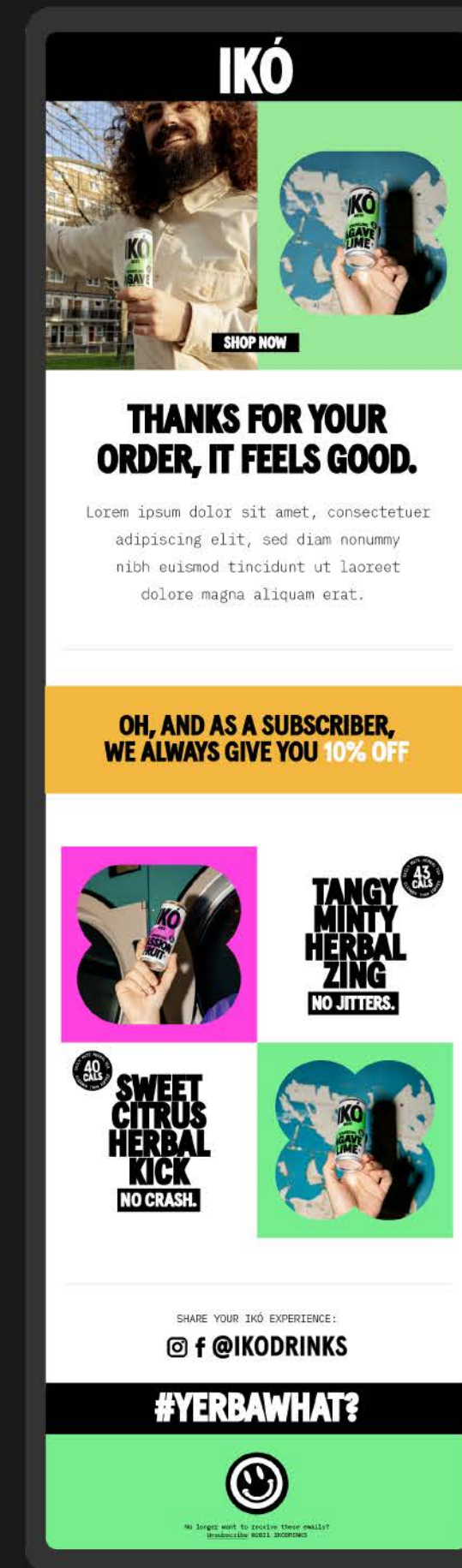
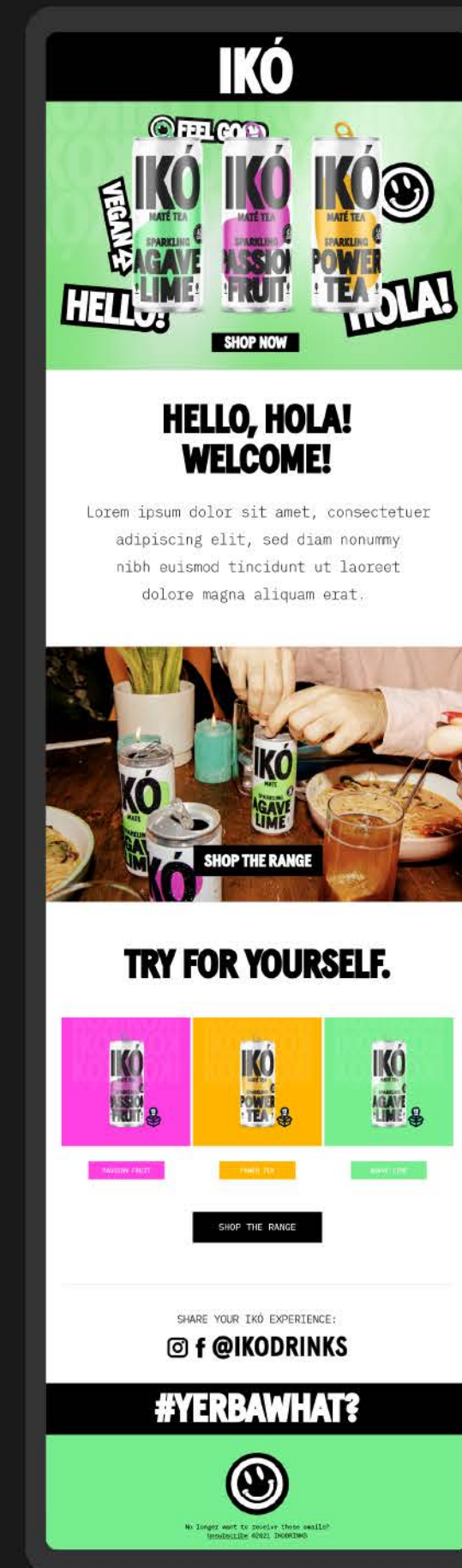
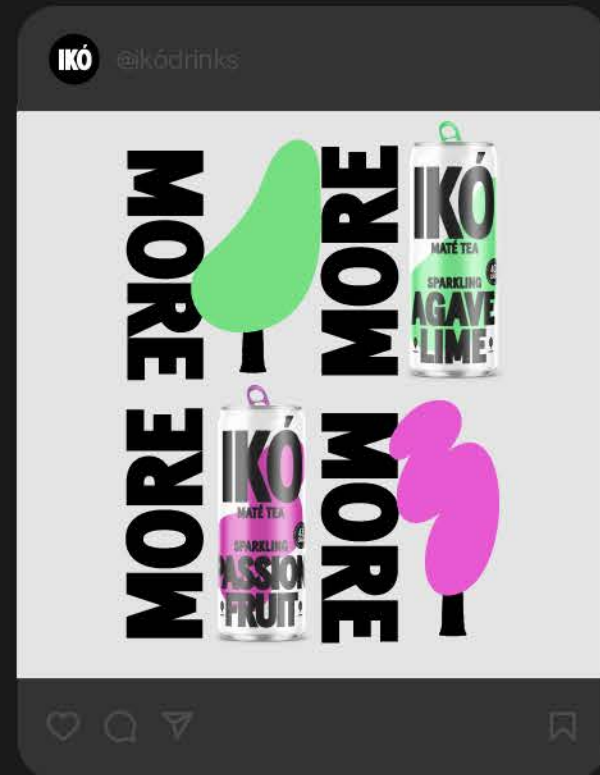



















# WILDFARMED

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## CREATIVE SUPPORT ACROSS PRINT & EVENTS

Regenerative agriculture trailblazers, Wildfarmed, run a farming and flour B2B and D2C company on a mission to change the way we all consume and produce wheat. As well as playing a role in developing their brand identity, this project required developing a range of posters for the diverse range of events Wildfarmed attend and host, answering to an array of audiences from an attendee at the London Coffee Festival to a farmer looking for an alternative solution to the conventional farming system. This case study shows just a few of the posters created for Wildfarmed, applied across a range of image and type treatment.





**WILDFARMED**  
PRESENTS

*Dirty Talk*

FRIDAY 4TH AUGUST 20:30-21:30, REGEN TENT

'SPEED DATING' FOR PROGRESSIVE MINDS  
(ROMANCE NOT INCLUDED)

AN IDEAS EXCHANGE (OPEN TO EVERYONE)

IN THE FORM OF QUICK FIRE CONVERSATIONS, BECAUSE THE BEST SOLUTIONS  
IN THE FIELD AND IN LIFE (IN REAL LIFE) COME FROM EMBRACING DIVERSITY.



...CALLING... a man who your grandmother's... your grandmother who brings... have great parenting products for the... for life, and convenience for the whole family.

**MYCOLOGIST, 34**  
Looking for a fungi. GSOH needed.  
BOX FE523


**OLD SCHOOL POSER, 61**  
Looking for new wave decomposer.  
BOX FE1099


**LOOKING FOR THE ONE**  
Jump off the short-haul weekend break treadmill with me.  
BOX FE6110

**NG**  
...thways  
...es.  
...ng circle.

**SERIAL SHOPPER, 56**  
Looking to regain control.  
Hand holding not necessary.  
BOX FE6323


**SHOUT OUT TO MOTHER EARTH, 39**  
For keeping me grounded.  
Anyone got her number?  
BOX FE544





**Bee News**  
CATTLEMEN'S CHOICE  
SAT. NOV. 6TH. 2021 • 12:30 P.M.  
Featuring Angus and Simmental Cattle  
Featuring Suffolk Shorthorn, Exmoor Heifer, Dispersal  
and more.

**BIG FAN OF RENEWABLE ENERGY, 45**  
No plugs or junk mail.  
BOX FE236



# KINGSLAND & WADDES DON ESTATES LLP.

FARM TYPE: FENLAND FARM, FORMERLY INTENSIVE ARABLE.

**CHALLENGE:** 500ha CONVENTIONALLY FARMED FENLAND ARABLE LAND HOLDING IN CAMBRIDGESHIRE. THE LANDOWNER WANTED TO TRANSITION THE FARM AWAY FROM INTENSIVE, HIGH INPUT HIGH OUTPUT PRODUCTION AND INTO A REGENERATIVE SYSTEM, REINTRODUCING LIVESTOCK TO THE AREA OVER TIME AND FOCUSING ON BIODIVERSITY UPLIFT. **SOLUTION:** IN 2020 WADDES DON ENTERED INTO A FIVE-YEAR CONTRACT FARMING AGREEMENT WITH WILDFARMED FOR THE MANAGEMENT OF KINGSLAND. IN 2021/22, THE FIRST ROTATION UNDER THE WILDFARMED CONTRACT INCLUDED WINTER & SPRING WHEAT, SPRING BARLEY AND SPRING OATS ALL GROWN FOLLOWING THE WILDFARMED STANDARDS. FOLLOWING CONVENTIONAL OSR, A WINTER WHEAT AND BEAN BI-CROP WAS ESTABLISHED IN EARLY OCTOBER. IT HAD ONE SHALLOW CULTIVATION FOR WEED CONTROL FOLLOWED BEING DRILLED TO WHEAT AND BEANS IN ALTERNATE ROWS. THE CROP NEEDED NO INPUTS, ONLY ONE PASS OF A HARROW COMB MID-MARCH. **RESULTS:** IN ITS FIRST YEAR UNDER WILDFARMED MANAGEMENT, THE FARM SIGNIFICANTLY OUTPERFORMED OPERATIONAL AND FINANCIAL TARGETS. "OUR FARMING OPERATIONS CAN NO LONGER JUST BE ABOUT MINING RESOURCES IN THE NAME OF PRODUCTIVITY; THEY SHOULD BE ABOUT REBUILDING THE REAL VALUE OF OUR LAND, SOIL, WATER AND AIR. THERE'S LOTS OF INNOVATION AROUND NOW, BUT IT NEEDS TO BE PUT INTO PRACTICE, AT SCALE, AND IT MUST REMAIN COMMERCIAL." ESTATE DIRECTOR

# WILDFARMED

**CASE STUDY:**  
KINGSLAND & WADDES DON ESTATES LLP

**FARM TYPE:**  
FENLAND FARM, FORMERLY INTENSIVE ARABLE.





ADDITIONAL GRANT INCOME • COUNTERFACIAL STANDSTILL • SUSTAINABLE FARMING INCENTIVE

**CHALLENGE**

500ha Con conventionally farmed fenland arable land holding in Cambridgeshire. The landowner wanted to transition the farm away from intensive, high input, high output production and into a regenerative system, reintroducing livestock to the area over time and focusing on biodiversity uplift.

**SOLUTION**

In 2020 Waddesdon entered into a five-year contract farming agreement with Wildfarmed for the management of Kingsland. In 2021/22, the first rotation under the Wildfarmed contract included Winter & spring wheat, spring barley and spring oats all grown following the Wildfarmed Standards.

**RESULTS**

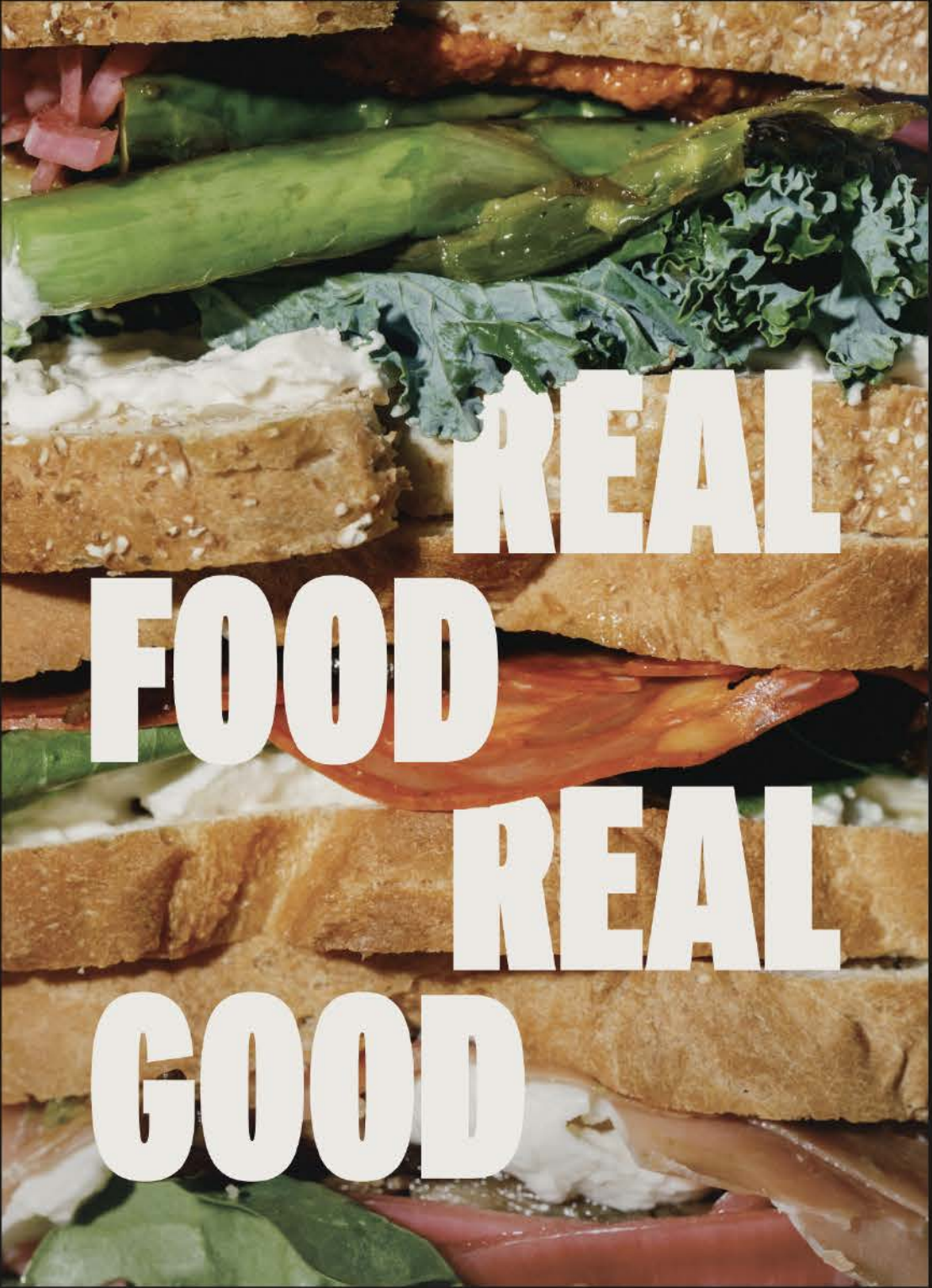
In its first year under Wildfarmed management, the farm significantly outperformed operational and financial targets.

	PLUS £276 PER HA	
	HARVEST 2022 (ACTUAL)	HARVEST 2023 (EST.)
YIELD	3.5 T/HA	5.5 T/HA
INCOME	£1,400	£1,705
INPUTS	£713	£374
MARGIN	£1,227	£1,331

"Our farming operations can no longer just be about mining resources in the name of productivity; they should be about rebuilding the real value of our land, soil, water and air. There's lots of innovation around now, but it needs to be put into practice, at scale, and it must remain commercial." Estate Director

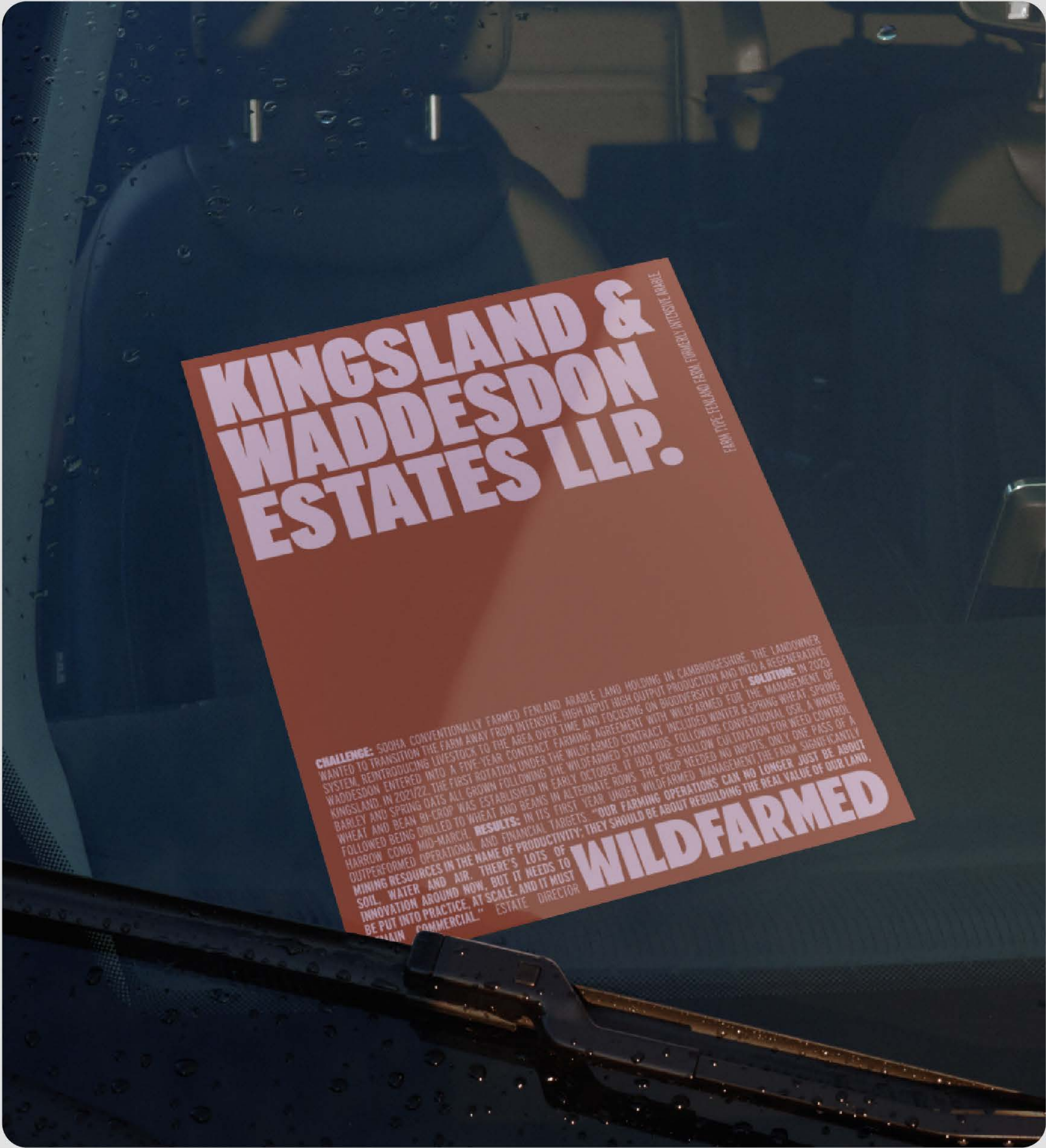
Following conventional OSR, a winter wheat and bean bi-crop was established in early October. It had one shallow cultivation for weed control followed being drilled to wheat and beans in alternate rows. The crop needed no inputs, only one pass of a harrow comb mid-March.

# WILDFARMED



# REAL FOOD REAL GOOD







# WOLFPACK

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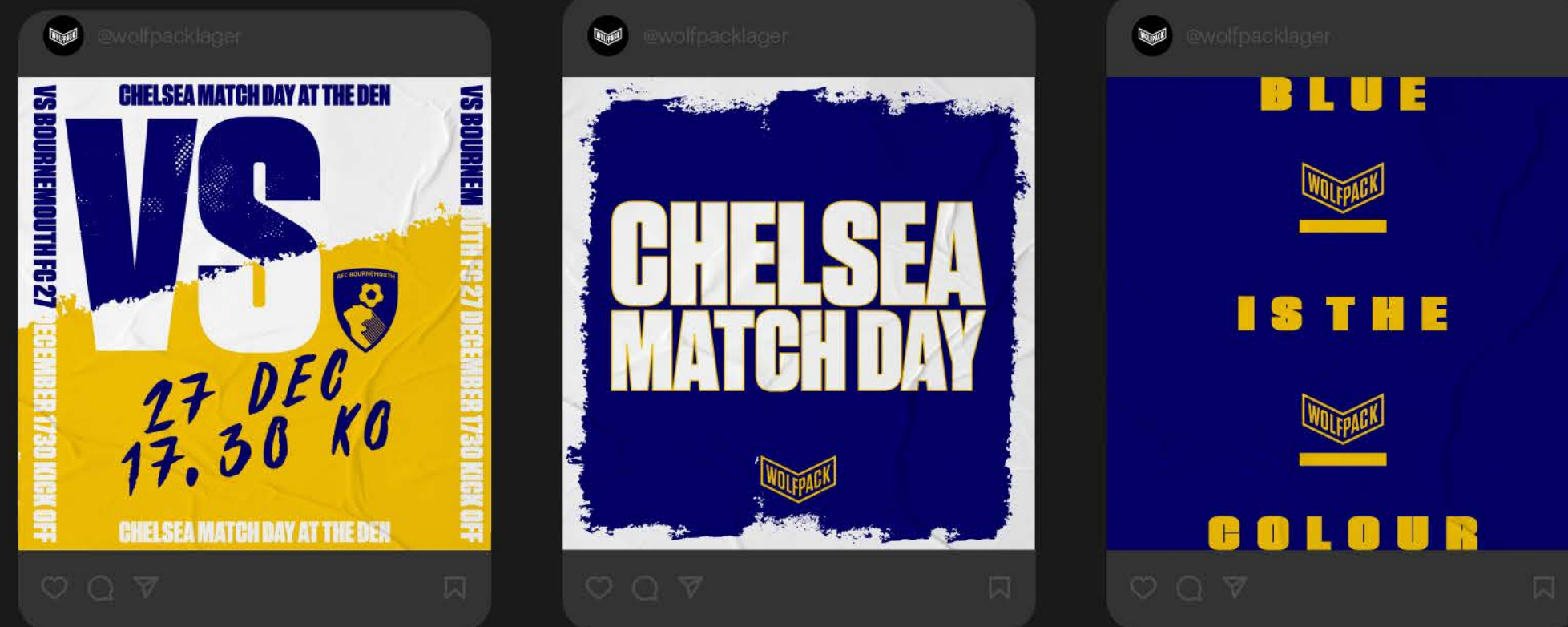
## EVENT CAMPAIGNS & NPD LAUNCH

Wolfpack is an ex-rugby player owned beer brand based in West London with their own pub spaces (called dens) as well having a range of their beers featuring in pubs all across the country. Wolfpack requires a range of creative campaigns throughout the year to drive footfall to their dens during sporting events as well as creating consistent point of sale toolkits that can be presented to wholesale clients when releasing a new or limited edition beer. Making sure we visually communicate how these campaigns can live in physical spaces as well OOH and on social is key to ensure Wolfpack are in the best position to drive sales and brand awareness.















# OYL COFFEE

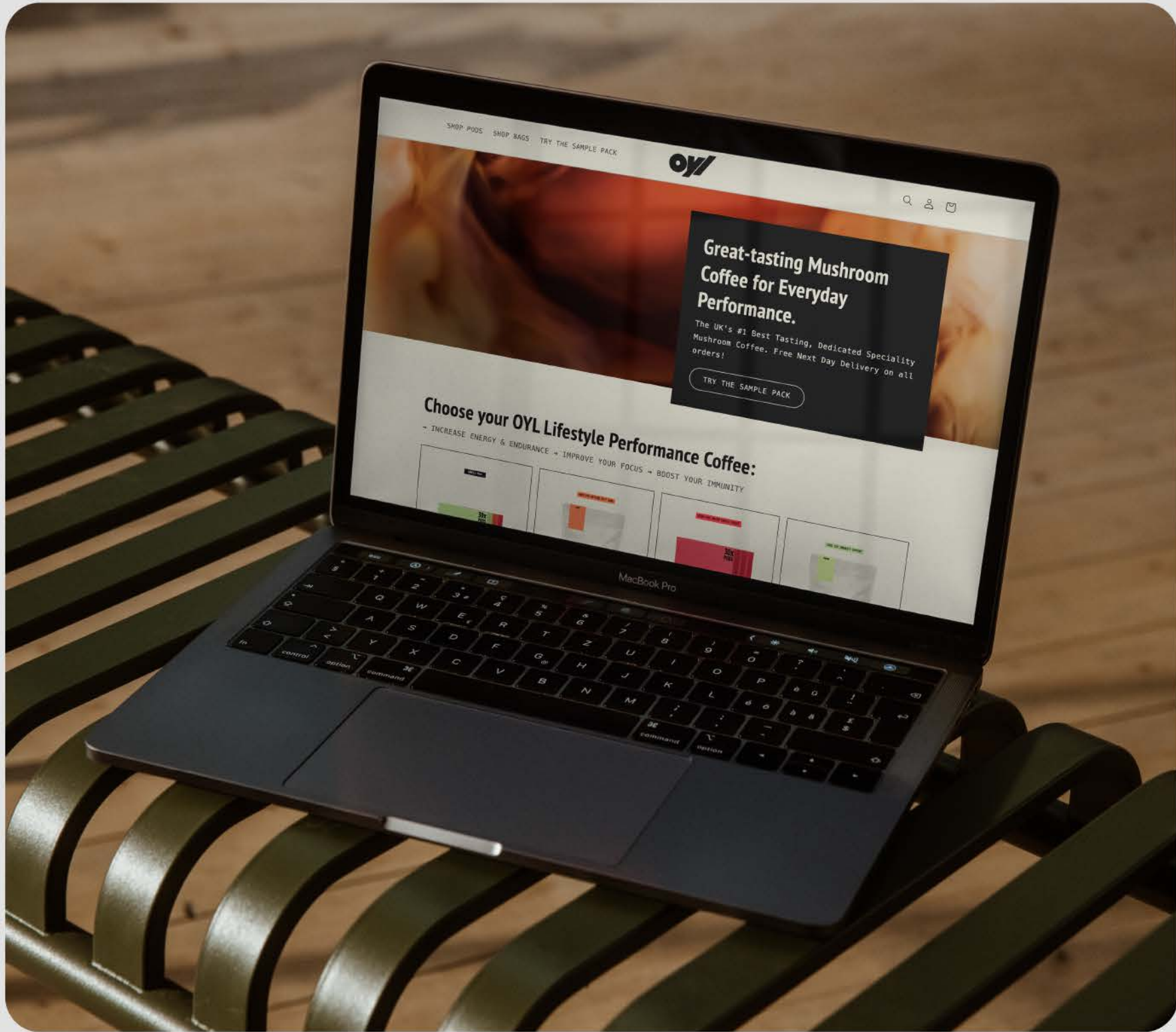
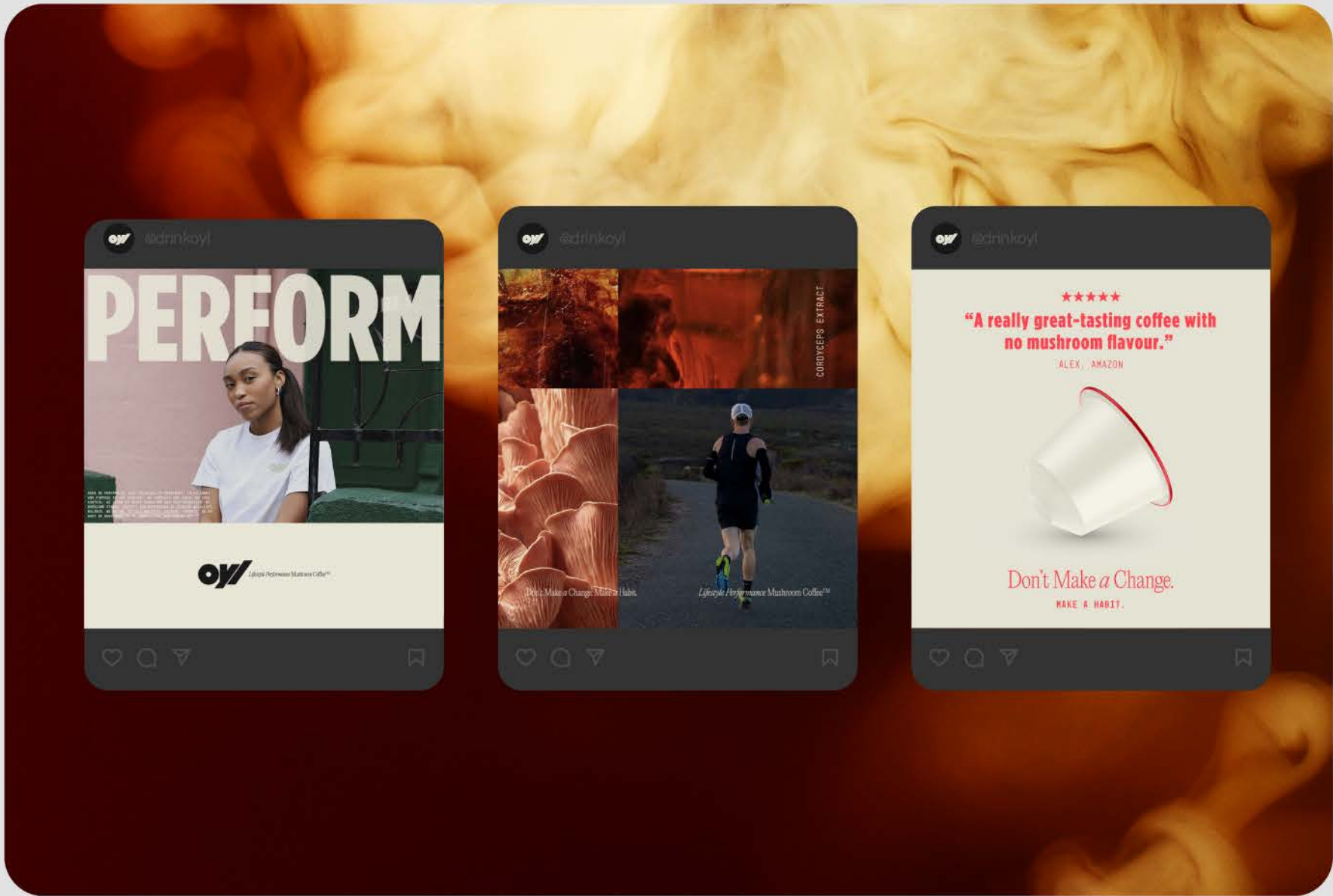
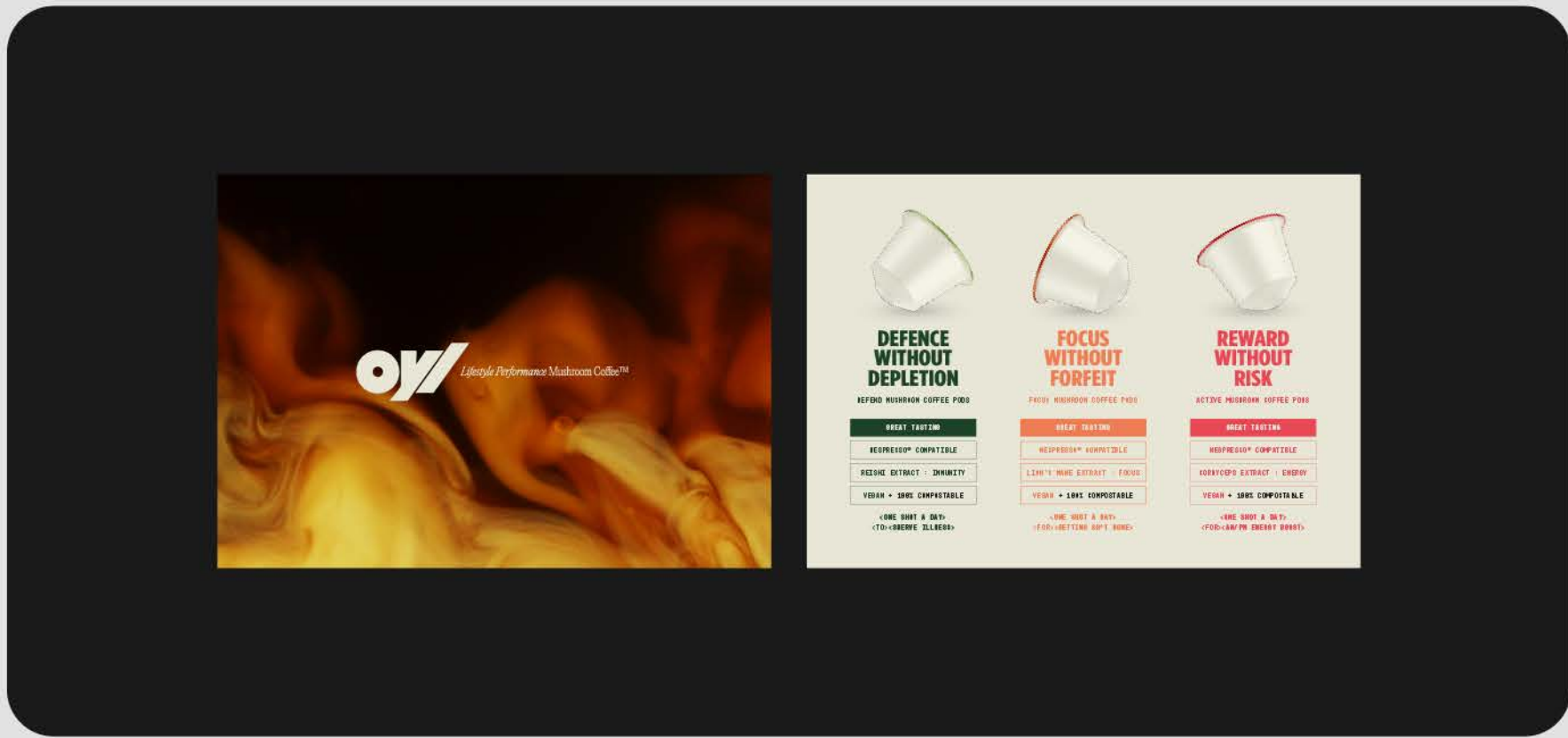
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## BRAND IDENTITY AND D2C LAUNCH

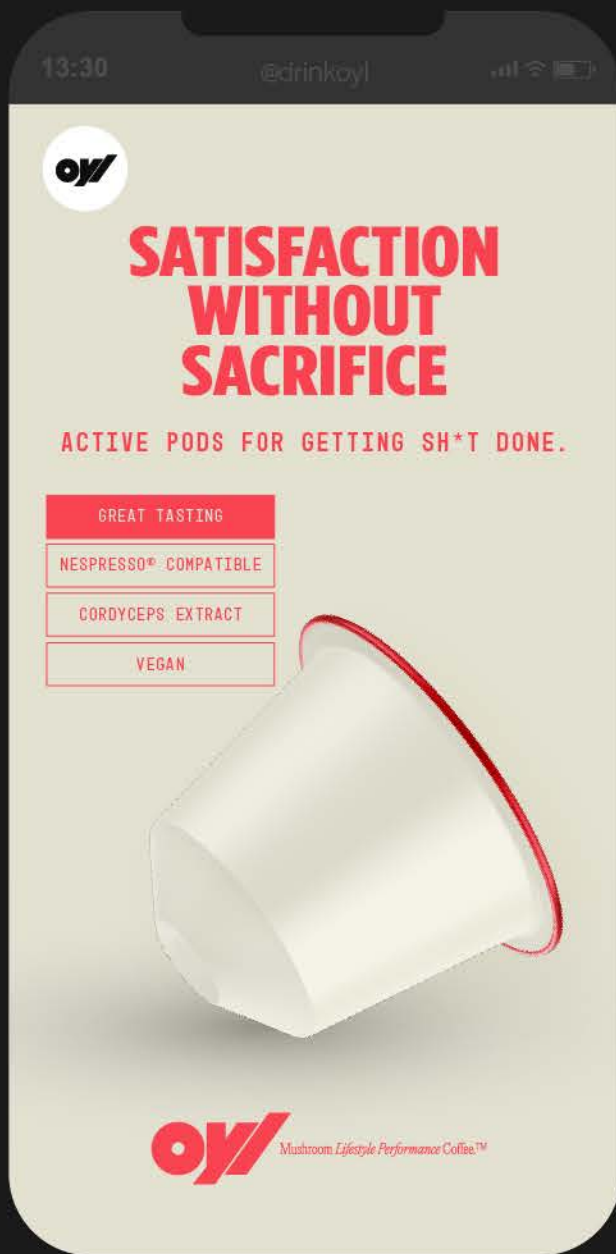
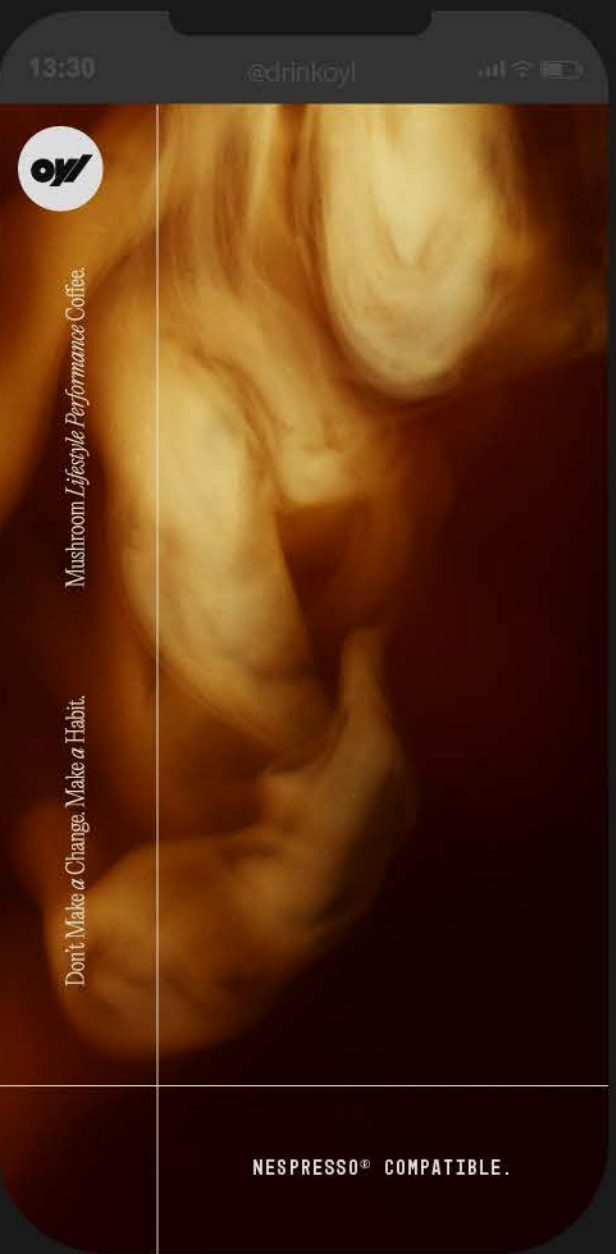
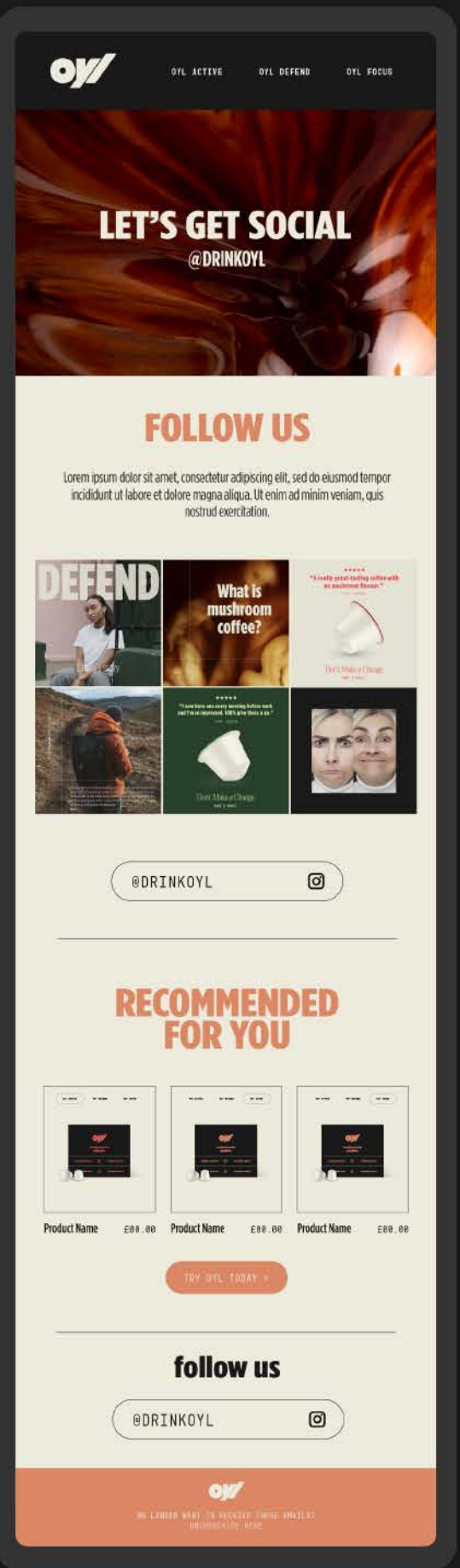
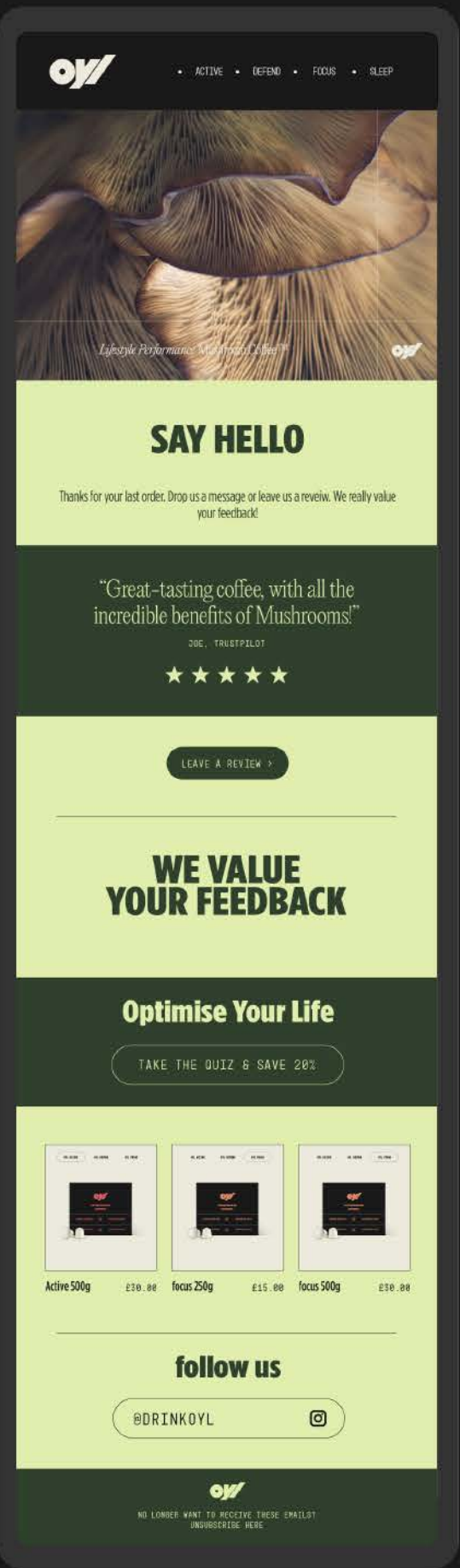
OYL (Optimise Your Life) is a mushroom coffee brand that focuses on lifestyle performance. With minimal identity already existing, this project was prioritised a big push on developing the overall look and feel of the brand, as well getting them ready for online launch across their Shopify site, social, Amazon and email marketing.

With D2C the focus for OYL, a great packaging and unboxing experience was integral to creating a credible customer experience and to build upon customer retention. We looked to create a high end yet affordable option by using an off-the-shelf coffee bag combined with an elevated label using bespoke blind embossed finishing and a textured paper stock.



















**BRANDS I'VE  
WORKED WITH**

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Hamilton + Hare

IKÓ

WILDFARMED

WOLFPACK

oy

LOVE,  
CORN

KIND

BE-  
KIND

LA VIE

FUEL<sup>10K</sup>

onezone

UX

ESTD . 1999  
FUNKiN  
COCKTAILS

COVERT

fu:di

MARS



Elliotts



# THANK YOU

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