

Personal Promotion

Branding, Business Cards, and Logo

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Branding

**DON'T DELIVER
A PRODUCT.
DELIVER AN
EXPERIENCE.**

People do not buy
goods and services.
They buy relations,
stories and magic.

- SETH GODIN

WWW.DREAMSFORBREAKFAST.COM

**PEOPLE DON'T BUY
FOR LOGICAL
REASONS. THEY BUY
FOR EMOTIONAL
REASONS.**



QuoteHD.com

Zig Ziglar
American author
1926 - 2012

"A brand is no
longer what we
tell the
customer it is -
it is what
customers tell
each other it
is."

- Scott Cook

I was once told that 'people buy people first', apparently consumers decided this within the first 20 seconds. This element is not only crucial when physically selling to customers, but also when creating an image for online customers. In an age of extensive competition, there may only be one chance to impress. This could be achieved through 'branding', because online, there is no personal contact, we decide through information only. My branding needs to convey information quickly and easily and tempt consumers to find out more about my business and purchase.

My business brand needs to let consumers know at first glance who I am, what I do, how I do it and why. I anticipate that the brand I design right now will not be the final brand because my designs will develop and change and need to establish themselves first.

A SIMPLE BRANDING CHECKLIST

Brand building for
minimal entrepreneurs,
bloggers, and creatives.

KAESPOCREATIVE.COM/FREE

☐ DEFINE YOUR BRAND

→ What are the values and beliefs of your brand?

☐ IDENTIFY YOUR STRENGTHS

→ Why should people invest in your products or services instead of your competitors?

☐ KNOW YOUR TARGET AUDIENCE

→ Who do you want to reach with your business or services?

→ How and where can you reach them?

☐ CREATE YOUR BRAND STORY

→ How do you tell people what you do and why you do it?

☐ FIND YOUR VOICE

→ What tone do you use to connect with your audience?

☐ DESIGN YOUR LOOK

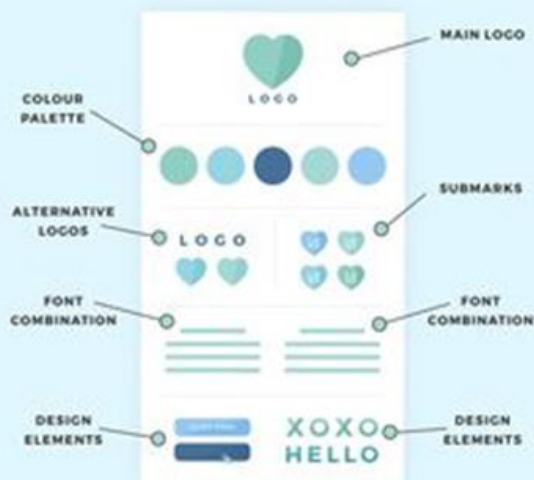
→ How do you represent yourself visually?

→ Does your aesthetic communicate your story and values?

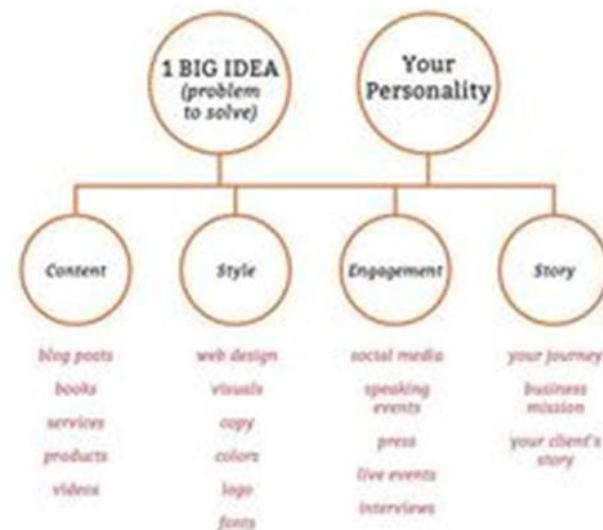
☐ BE CONSISTENT

→ Is your branding consistent across all your platforms?

THE ANATOMY OF A BRAND BOARD



WHAT IS A BRAND?



HOT BRAND ACTION

Five Inspirational Brands



I like this branding example because:

- It has a clear and consistent colour palette
- Logo and symbolic paint brushes
- Inspiration photographs creating a 'mood'
- Font samples are artistic
- Formal and professional layout
- A selection of design work adds intrigue

An overall good depiction of what this business is about. Great use of colour, particularly reflected in the choice of images. The images are interesting and varied. I really like the layout.



I like this branding example because:

- It has several Logo choices
- It has a clear and consistent colour palette
- Some images are hand painted. There is also a central photograph to add contrast and focal point
- Informal structure
- Designs in draft form at bottom giving artist mood

A good image of what this business is about, designed informally and artistically. However, not sure if it has a professional image, bit messy.



I like this branding example because:

- It has a clear colour palette
- It has two simple Logo design ideas
- Font samples add sophistication
- It has a good selection of various images, including a human element which creates 'mood'
- Box type structure makes it more professional

An overall image of what this business is about, great use of colour and personified. Creates emotional movement. A



I like this branding example because:

- It has a clear colour palette, which is shown consistently throughout
- It has several Logo ideas, the one with a paw image is fab and informative
- The photograph shows exactly what this business does
- Font samples are good, specially the different forms of 'Liz'
- I like the design examples shown as tiles at the bottom
- Box type structure makes it more professional and formal

An overall image of what this business is about, it is simple to see at a glance. Love the Logo ideas. The dog photograph works well, who could resist those eyes?



I like this branding example because:

- It has several Logo ideas which are varied and artistic
- It has a clear and consistent colour palette, I like the circles of colours, and general circle theme
- Font samples are artistically coordinating with sketches
- Inspirational pictures of design work to compliment palette
- An area of sketched design gives an artistic and original feel to the Brand

An overall reflection of what this business is about, with an artistic element. I like the choice of colour palette. My only criticism is that there are too many bits of information at the very bottom, the result being that the sketches above are not shown in their full glory.

My Brand Designs



I sourced these particular images from Pinterest. The two different colour groups are probably my favourite combinations.

If I had textile resources available at home, I would have created my stitched panels in these colour groups. I could then have scanned them into Photoshop to create repeat designs for my Professional Promotion stationery etc., in these colours. Unfortunately, due to the pandemic, I was not able to dye fabric these colours to use for my work.



However, I have based my current Branding and Professional Promotion stationery on the fabric colours I had at home, and used for my Major Project. I am happy with the outcome but, personally, I would have preferred these colours. The pandemic has a lot to answer for!



When I originally created these two Brand designs in different colour choices, I felt that they were as perfect as I could make them at this point in time. However, I now feel that the images are too restricting because my designs will change over time. I also decided to choose more vibrant colours for my final Branding.



Title font
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body font
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Final Branding Board

This is my final Brand design. I decided that, based on the Business Card I preferred in my research, these designs were more visually interesting.

The floral design I have used for my Professional Promotion stationery etc., is a scan of one of my current panels I created for my Major portfolio.

My Business Card and Logo choices are discussed on page 22 onwards

Five Inspirational Business Cards



I like this Business Card example because:

- It is noticeable; I like the boldness of the black background and the gold lettering
- The floral designs are perfectly coloured against the black background. Unlike many of the floral cards, it does not look as if it accompanies a delivery of flowers
- The floral design looks slightly oriental and possibly the repetition of the bird could be the logo
- The font style and size are suitable for the design
- Formal and professional layout, and looks sumptuous
- The gold artwork on the design side of the card could signify the branding

An overall image of what this business is about. Great use of colour, interesting and professional.



I like this Business Card example because:

- It is understated; I like the simple design and space for the card to breathe, it is not overcrowded with lots of floral designs
- The floral designs are perfectly coloured against the white background. The combinations of greens and greys in pale shades look subtle and professional.
- The floral design symbolises peace and tranquillity to me
- The font style and size are suitable for the design. I like the idea of stating 'organic skincare', I can instantly see what this business does

An overall image of what this business is about. Great use of subtle colour, card not overcrowded, it is interesting and professional.



I like this Business Card example because:

- It is understated; and just like the example above, I like the simple design and space for the card to breathe, it is not overcrowded.
- The floral design, although simple, is perfectly decorative against the white background. The combinations of shades of grey look subtle and professional.
- The floral design symbolise purity which is suitable for a business promoting organic linen.
- The font style and size are suitable for the design. I like the idea of stating 'Thread + Weaves', I can instantly see what this business does

An overall image of what this business is about. The idea of the image looking more of a sketch than a painting is really effective, the card is not overcrowded, it is professional and focusses on a simple image which could be converted into a logo, and subtle for stationery.



I like this Business Card example because:

- It looks as if it is hand painted. I am not keen on the actual design but I like the idea of its unique artistic appearance. It may be mass produced by printers but you wouldn't think so.
- I like the simple design and space for the card to breathe
- The floral design is perfectly coloured against the pale green background. The colours look 'chalky' and subtle
- The font style and size are suitable for the design

This Business Card looks arty rather than particularly professional, it reflects creativity which I like. It gives an image of uniqueness and originality rather than following the crowd of 'neat' and 'perfect' central images.



I like this Business Card example because:

- It is noticeable and interesting
- One side is bold with a logo and the other side is divided into halves, a plant design and contact details
- There is one colour throughout. The plant design is just enough for interest and looks artistically created, it reminds me of traditional block printing
- The font style and size are ok on the front, but I would design the contact details larger on the back. I like the repeat of the logo on front and back
- Professional layout. It reminds me a bit of a postcard

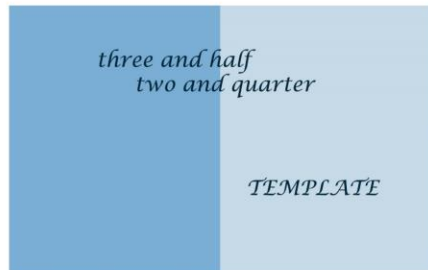
I really like this Business Card. The solid colour side with the name and Logo is bold and clear to see, the reverse side has a decorative design next to the contact details, I like this associative connection.

This is the Business Card that I have found the most inspirational for my design.

My Business Card and Logo Designs



I looked at lots of designs I have liked during the last 3 years but felt that I needed something fresh and different.



I have based my Business Card design on an example I researched earlier, which I felt was the most suitable design for me.

I decided to check on the size of an average Business Card so that my text sizes would be visually in proportion.

I photographed one of my current floral designs and tried several coordinating colours which are found within the design.



Claire Mainwaring
Surface Pattern Design

Mobile No.: 07581003541
Web Site:
Blog Site:
Instagram:

Business Card -
Front and Back



Logo

I started designing with a sketch and painting of my own work. However, I felt that it was not suitable for a business card and logo because it did not reflect what I actually do. I want to promote my textile screen-printing and stitch work. I decided to create a design more around textiles.



I looked again at two designs which I have always liked and decided to see how they would look as Business Card designs and as a possible Logo.



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Here they are.....

I chose the coordinating colours based on those within the designs. Blue is my favourite colour so I naturally deviated towards this. I was quite pleased with these designs but felt that I wanted to design a few more samples before I made a final decision.

I really like the simple circular Logo's.



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Surface Pattern Design*

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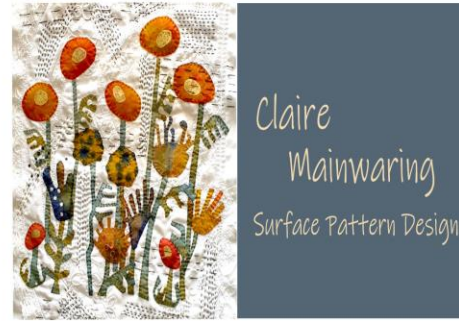
Sample Business Card



These Business Cards are based on an example from my research shown above. I feel that they reflect my current design work and I like the colours. I also like the two ideas for a Logo.

I have now started to think about the actual colours that I like to use in my work. I experimented by looking at photographs of flowers on the internet and found that I continually chose the colours shown here. I then compiled a colour palette based on these.

Title font
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz



Free Ink

I decided to look at the colours I used for the floral design in my proposed Business Card. I then compiled a colour palette based on these. I felt that, although the colours were darker, they were the group I preferred.

This is the colour palette I have used for my Branding.



Need this to be a good colour for text and Logo

07581003541






07581003541








Need this to be a good colour for text and Logo

Mobile: 07591003541

E-mail:

Web site:

Instagram:

Mobile: 07581003541

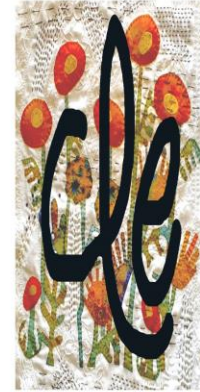
E-mail:

Web site:

Instagram:

I have designed one Business Card, shown in two different colours.

There is a choice of two different layout designs for the back, also, one has icons and the other has text.



Ink Free

Logo Ideas



Possible Logo's





Black

Final Logo Design



Grey



This is the Logo that I have designed for my business stationery and Promotion Pack. It is created using Photoshop, by combining a paper collage and a sewn design which is included in my Major Collection.

Final Business Card and Logo



These are the Business Cards I have chosen to print for my planned business, one is titled 'Surface Pattern Design' and the other 'Textile Artist'.

The Logo is universal and will compliment either of these Business Cards, and all of the stationery.



Business Card back and front

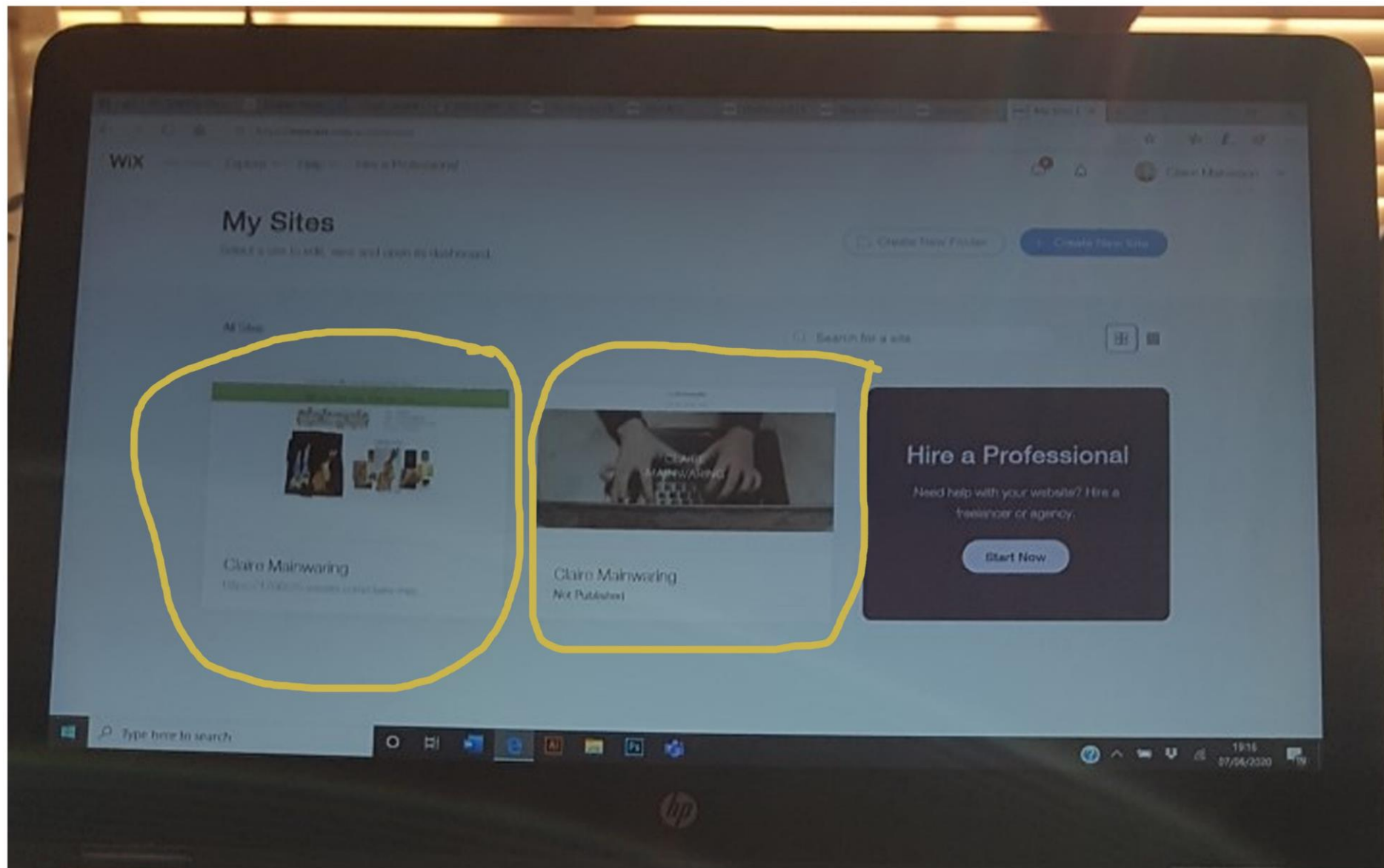


Alternative Business Card



Logo

Website, Blog and You Tube

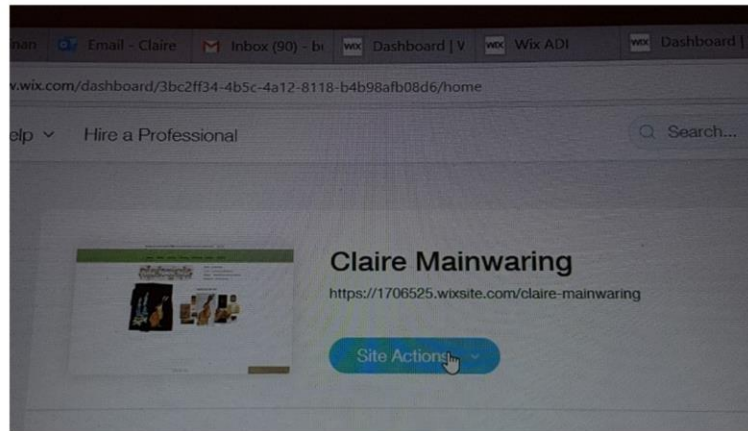


Website

Blog site

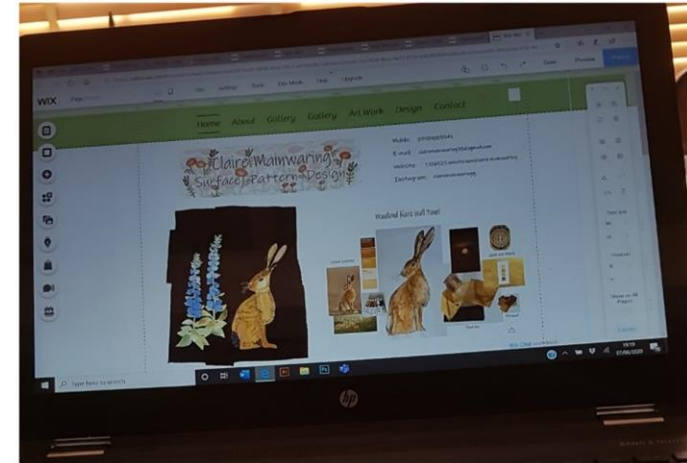
Website

1



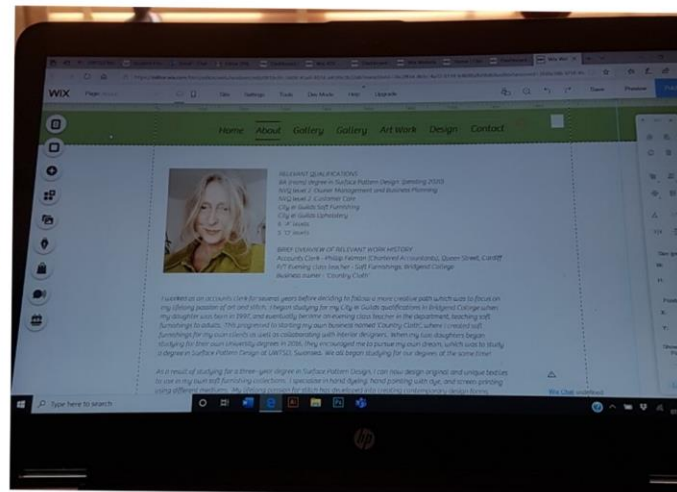
This shows the website address.

2



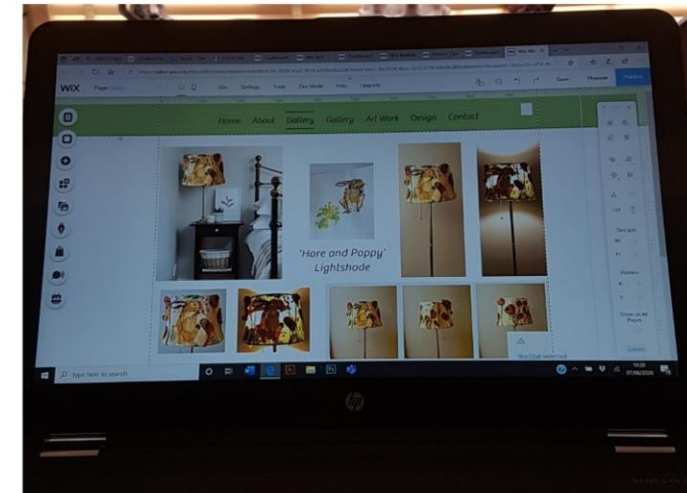
This is the HOME page.

3

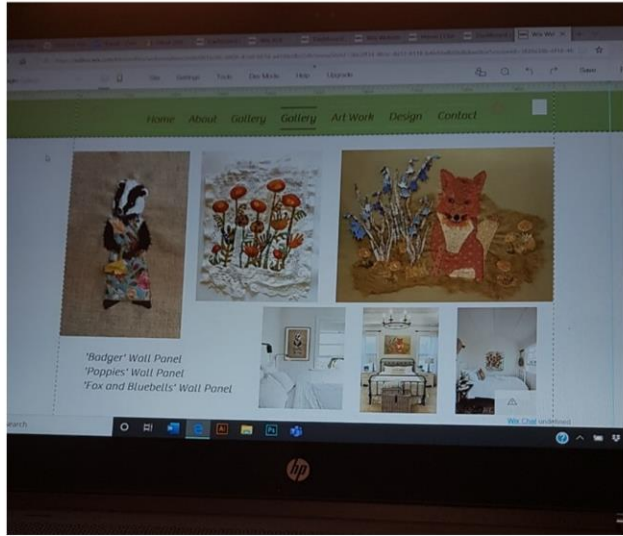


This is the ABOUT page

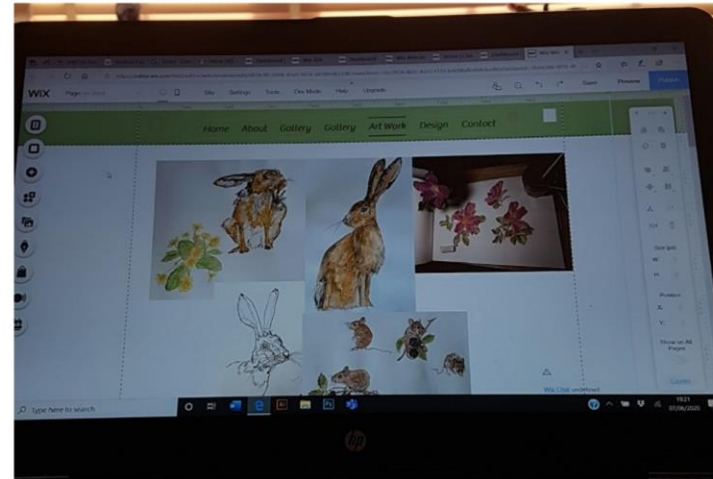
4



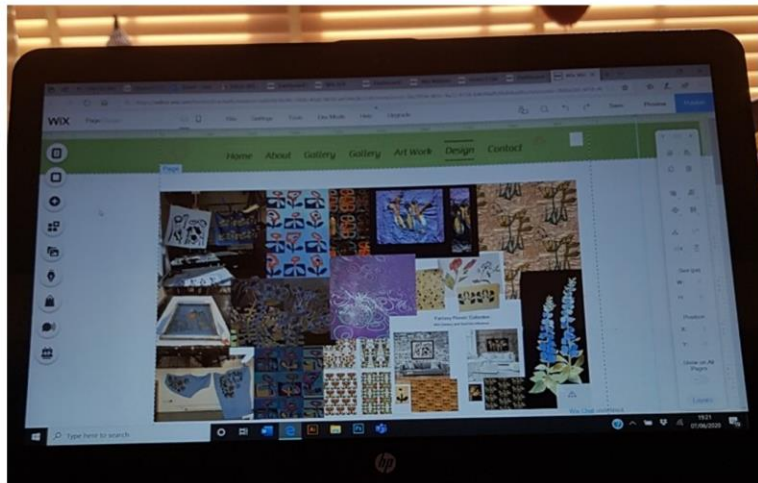
This is a GALLERY page



This is another GALLERY page.



This is an ART WORK page

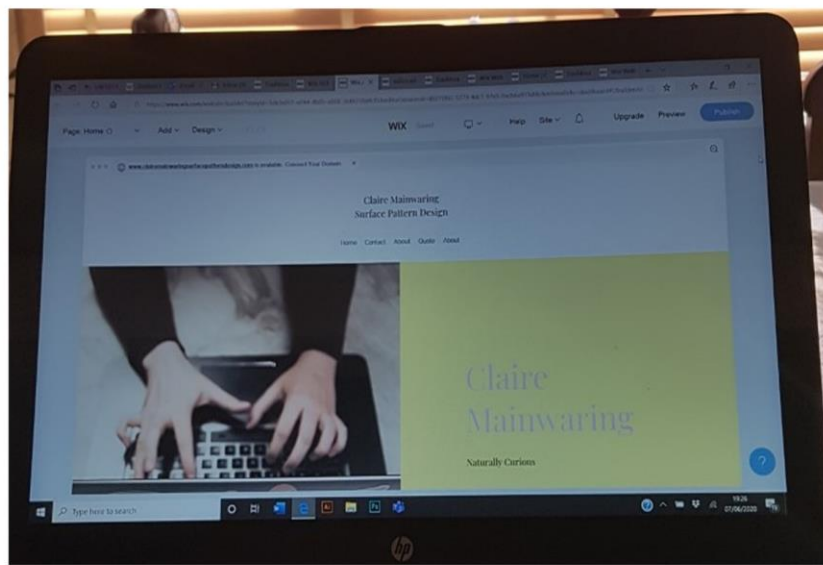


This is a DESIGN page

Website address :
<https://1706525.wixsite.com/claire-mainwaring>

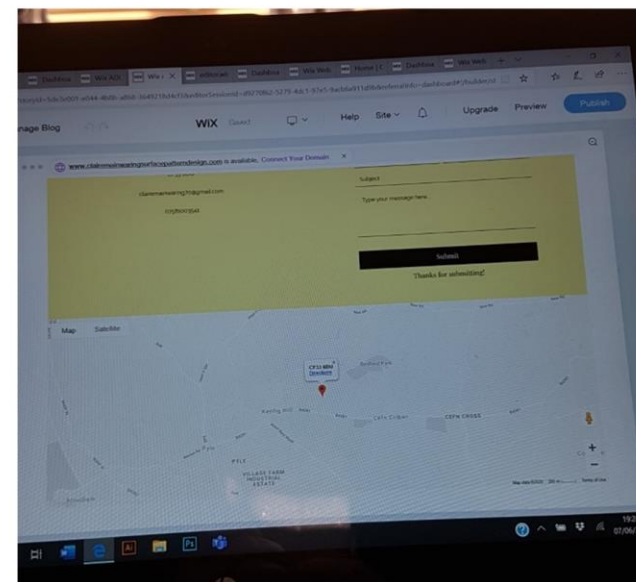
Blog site

1



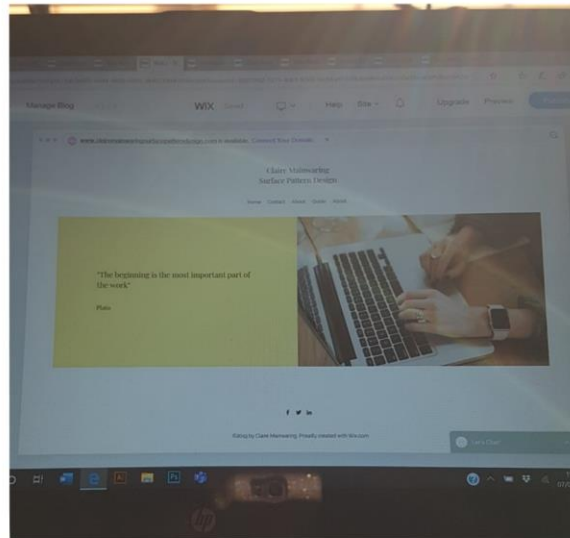
This is the HOME page of my Blog site.

2



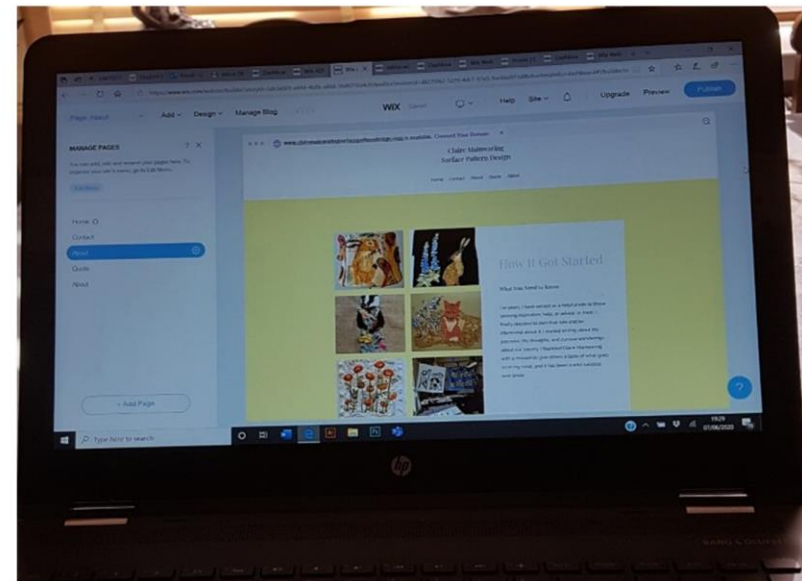
This is the CONTACT page of my Blog site. I chose a map to show where I was located.

3

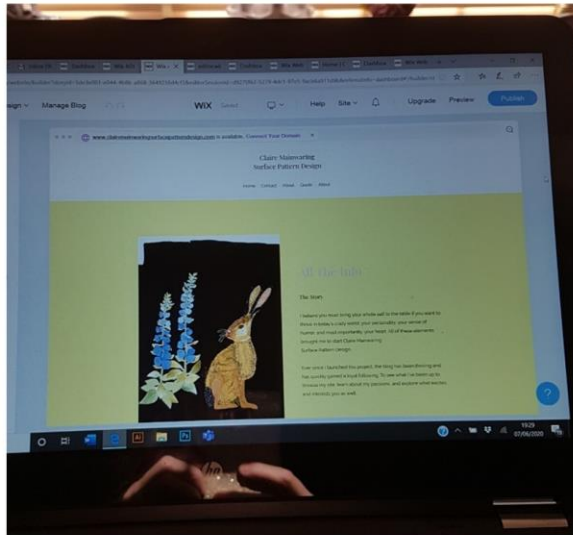


This is a QUOTE page which I liked because it was a good quote to begin writing my Blog.
'The beginning is the most important part of the work'

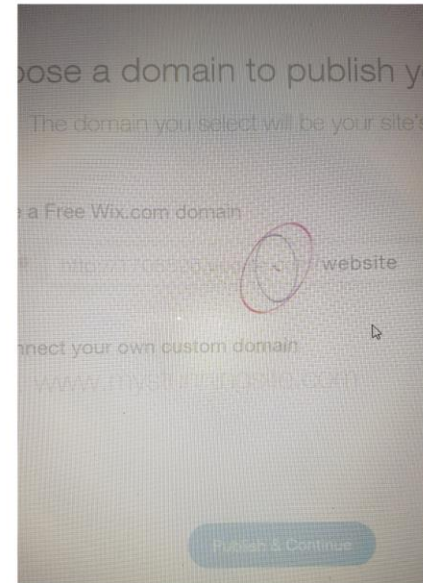
4



This is the ABOUT page and I placed 6 images of my current designs so that I could begin chatting about them.



I created an extra page titled ABOUT mainly because I liked the layout to add an image and an area to write in.



This is a photo of the screen as I tried to Publish my Blog to be live. I was actually excited about it and I really want to keep writing about my work in it and interesting things that are happening to me and my new business.

The reason I created these photos of my Blog was incase I could not Publish them, and to show you what I chose and that I actually have designed my own Blog site.

Address <http://1706525.wixsite.com>

You Tube 3 videos



Final Major Wall
Panels CM
21% uploaded



Sketch and
Paintings CM
34% uploaded



Art and Research
Journal CM
90% uploaded
About 52 minutes
remaining



Professional Promotion Pack

Business Card



A choice of Business Cards



Business Card back and front



Alternative Business Card



Logo

A4 Paper



I experimented with the possibility of a floral border at the top of my A4 paper. However, I thought it looked too dated and so I decided to use my logo which would add colour to the paper but not be too overpowering. I decided that the logo could be a feature on all stationery.



Claire Mainwaring
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Mobile: 07581003541
E-mail: clairemainwaring70@gmail.com

Website: 1706525.wixsite.com/claire-mainwaring
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Textile Artist

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A4 paper to use for a letter, estimate, invoice and statement

Presentation Folder



cardobserver.com



feedproxy.google.com

However, if a presentation folder was to be sent to an important business, then I would have a few specially printed with an indented design for the floral areas on the front and the logo inside. I would like the center of the poppy to be printed with gold metallic paint so the it really stands out.

I based my presentation folder on this example because it is an A4 simple design. If I need to give out lots, it would keep the costs down.



rojofotodesign.com



aliexpress.com



designaglow.com



paperpresentation.com

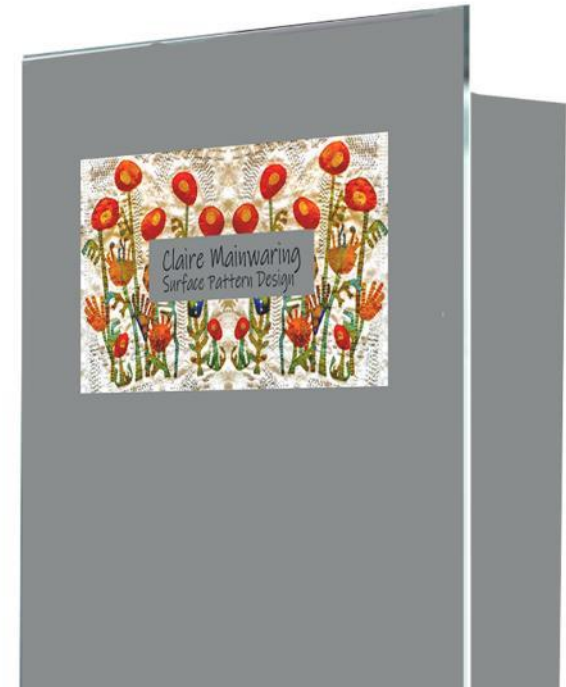
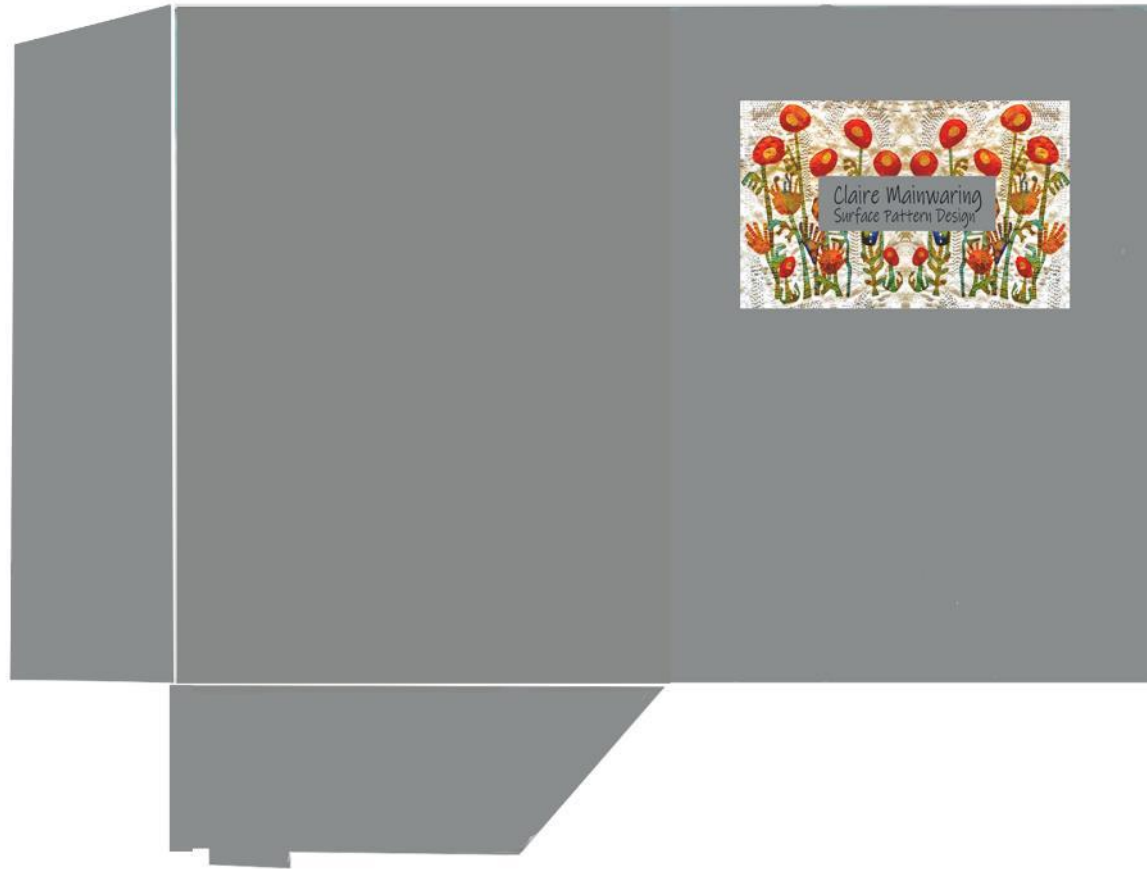


andysowards.com

This is the folder which I feel has lots of potential. I would like to make this out of fabric.

I like these folders, they would be more expensive to produce but I feel that it may be worth the investment. I like the area to place my Business Card and also to include a mug mat.

Presentation Folder



Decorative Coaster



When I worked as a Medical Secretary, I really loved the Medical Reps visiting and bringing us freebies. Most of all I liked the mug mats and based on this, I think it could be really good advertising if my logo and contact details were seen every time coffee is served!

Curriculum Vitae



CIRRICULUM VITAE

Claire Mainwaring

118 High Street, Kenfig Hill, Bridgend. CF33 6DU

Contact Details

Mobile: 07581003541

E-mail: clairemainwaring70@gmail.com

Website & Blog: <https://1706525.wixsite.com/claire-mainwaring>

Instagram: [clairemainwaringg](https://www.instagram.com/clairemainwaringg)

Relevant Qualifications

Swansea College of Art, BA(Hons) Surface Pattern Design, UWTSD – 2017-2020

NVQ level 2 - Owner Management and Business Planning

NVQ level 2 - Customer Care

City & Guilds - Soft Furnishings

City & Guilds - Upholstery

5 GCSEs achieved at Grade C level and above

6 A' levels achieved at Grade C level and above

ECDL – Microsoft Word

Relevant Work History

Accounts Clerk – P.T. Felman (Chartered Accountants), Queen Street, Cardiff

P/T Evening class teacher – Soft Furnishings, Bridgend College

Business Owned – 'Country Cloth'

Current Business – Claire Mainwaring, Surface Pattern Designer

Experience and Profile

I worked as an accounts clerk for several years before deciding to follow a more creative path which was to focus on my lifelong passion of art and stitch. I began studying for my City & Guilds qualifications in Bridgend College when my daughter was born in 1997, and eventually became an evening class teacher in the department, teaching soft furnishings to adults. This progressed to starting my own business named 'Country Cloth', where I created soft furnishings for my own clients as well as collaborating with interior designers. When my two daughters began studying for their own University degrees in 2016, they encouraged me to pursue my own dream, which was to study a degree in Surface Pattern Design at UWTSD, Swansea. We all began studying for our degrees at the same time!

Exhibitions and Awards

- 1998 – I exhibited my soft furnishing collection at Rhondda Heritage Park. I was nominated for 'New Welsh Business-Woman of The Year' award, which I received from Peter Hain MP.
- 2018 – 'i-dot'(Inspiring Designers of Tomorrow Today) Design Competition. I received a shortlist nomination and recognition of achievement for two of my artisan wallpaper designs.
- 2018 - I exhibited a tea towel design at the National Wool Museum in Dre-Fach Felindre, Wales, as part of a University design competition.
- 2019 – I took part in a stool cover design competition to utilise remnant textiles as a mode of recycling, for Orangebox, Hengoed, Wales. My design was later exhibited as part of a collection from UWTSD, at New Designers 2019 in London.
- 2019 – I exhibited a stitched panel at St. Fagans National Museum of History, which was a compilation of student designs through UWTSD.
- 2019 – I exhibited a screen-printed artwork as part of a '2020' gallery, through UWTSD.

Design Profile

As a result of studying for a three-year degree in Surface Pattern Design, I can now design original and unique textiles to use in my own interior collections. I specialise in hand dyeing, hand painting with dye, and screen-printing using different mediums. My lifelong passion for stitch has developed into creating contemporary design forms, achieved through traditional embroidery plus Sashiko and Boro Japanese stitch. I begin my designs with gouache artwork and then explore possibilities using Adobe Photoshop. I like to promote traditional printed textiles because they have an element of uniqueness which I feel address today's contemporary lifestyles. I am also aware of a growing environmentally conscious clientele who require ethically sourced textiles, which are durable, original, and individually designed.



CIRRICULUM VITAE

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118 High Street, Kenfig Hill, Bridgend
CF33 6DU

Relevant Qualifications

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Instagram: [clairemainwaring](https://www.instagram.com/clairemainwaring)

Relevant Work History

Accounts Clerk - P.T. Felman (Chartered Accountants), Queen Street, Cardiff
P/T Evening class teacher - Soft Furnishings, Bridgend College
Business Owned - 'Country Cloth'
Current Business - Claire Mainwaring, Surface Pattern Designer

Experience and Profile

I worked as an accounts clerk for several years before deciding to follow a more creative path which was to focus on my lifelong passion of art and stitch. I began studying for my City & Guilds qualifications in Bridgend College when my daughter was born in 1997, and eventually became an evening class teacher in the department, teaching soft furnishings to adults. This progressed to starting my own business named 'Country Cloth', where I created soft furnishings for my own clients as well as collaborating with interior designers. When my two daughters began studying for their own University degrees in 2016, they encouraged me to pursue my own dream, which was to study a degree in Surface Pattern Design at UWTSO, Swansea. We all began studying for our degrees at the same time!

Design Profile

As a result of studying for a three-year degree in Surface Pattern Design, I can now design original and unique textiles to use in my own interior collections. I specialise in hand dyeing, hand painting with dye, and screen-printing using different mediums. My lifelong passion for stitch has developed into creating contemporary design forms, achieved through traditional embroidery plus Sashiko and Boro Japanese stitch. I begin my designs with gouache artwork and then explore possibilities using Adobe Photoshop. I like to promote traditional printed textiles because they have an element of uniqueness which I feel address today's contemporary lifestyles. I am also aware of a growing environmentally conscious clientele who require ethically sourced textiles, which are durable, original, and individually designed.

Exhibitions and Awards

- 1998 - I exhibited my soft furnishing collection at Rhondda Heritage Park. I was nominated for 'New Welsh Business-Woman of The Year' award, which I received from Peter Hain MP.
- 2018 - 'i-dot'(Inspiring Designers of Tomorrow Today) Design Competition. I received a shortlist nomination and recognition of achievement for two of my artisan wallpaper designs.
- 2018 - I exhibited a tea towel design at the National Wool Museum in Dre-Fach Felindre, Wales, as part of a University design competition.
- 2019 - I took part in a stool cover design competition to utilise remnant textiles as a mode of recycling, for Orangebox, Hengoed, Wales. My design was later exhibited as part of a collection from UWTSO, at New Designers 2019 in London.
- 2019 - I exhibited a stitched panel at St. Fagans National Museum of History, which was a compilation of student designs through UWTSO.
- 2019 - I exhibited a screen-printed artwork as part of a '2020' gallery, through UWTSO.



CIRRICULUM VITAE

Claire Mainwaring

118 High Street, Kenfig Hill, Bridgend
CF33 6DU

Relevant Qualifications

Swansea College of Art, BA(Hons) Surface Pattern Design, UWTSO –
NVQ level 2 - Owner Management and Business Planning
NVQ level 2 - Customer Care
City & Guilds - Soft Furnishings
City & Guilds - Upholstery
5 GCSEs achieved at Grade C level and above
6 A* levels achieved at Grade C level and above
ECDL - Microsoft Word

Contact Details

Mobile: 07581003541
E-mail: clairemainwaring70@gmail.com
Website & Blog: <https://1706525.wixsite.com/claire-mainwaring>
Instagram: [clairemainwaring](https://www.instagram.com/clairemainwaring)

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My final choice of CV design

Template Letter



Claire Mainwaring
Surface Pattern Design

118 High Street,
Kenfig Hill
Bridgend
CF33 6DU

Dear XXXX,

Thank you for taking the time to read my introductory letter.

I am a freelance designer. I recently graduated with a BA (Hons) degree in Surface Pattern Design at UWTSD, I also have many years' experience in making soft furnishings. I have enclosed a Presentation Folder which includes my CV, Business Card, and information regarding my contemporary new designs.

I am currently launching a new collection of interior designs entitled, 'Woodland Creatures', which you may wish to consider supplying to your clients. I am also promoting a commission service whereby I could design accessories exclusively to yourself, or to your client's specifications.

I am extremely interested in my designs becoming part of your exquisite collection of interiors and would welcome the opportunity of making an appointment to call to see you. I have a portfolio of designs and samples available, and could discuss any related queries you may have.

I hope very much that we may come together to create beautiful exclusive designs.

Many thanks,

Yours sincerely,

Claire Mainwaring (Ms).

Mobile: 07581003541
E-mail: clairemainwaring70@gmail.com

Website: 1706525.wixsite.com/claire-mainwaring
Instagram: [clairemainwaringg](https://www.instagram.com/clairemainwaringg)

I am not applying for employment with a business. My Presentation Folder is to send to a selection of appropriate businesses that could stock and sell my designs.

I also intend selling designs direct from my online business, attending exhibitions, galleries etc.

In my letter I also advise that I offer a commission service of making interior designs exclusively for them and their clients.

It has been difficult to identify 10 business/shop locations to be the recipients of my promotion folder and introduction letter. The reason is because I would like to visit and research the shops to see if they are suitable for my designs to be sold in. Therefore, I have chosen 10 which appear to be suitable, but I am not sure because of the current 'lockdown' restrictions on travelling. I would like to begin by sending my promotion pack to within a 20 mile radius from my home.

Ambience Interiors – 10 High Street, Cowbridge. CF71 7AG

Domus Interiors – 15 High Street, Cowbridge. CF71 7AD

Interior Design Hive – 6 Mill Park, Cowbridge. CF31 7BG

Interior Design – 40 Llwyn Passat, Penarth. CF64 1SE

Jewels Canley Interiors – 2 Glebe Street, Penarth. CF64 1EB

Edit Home & Design – 512B Mumbles Road, Swansea. SA3 4BU

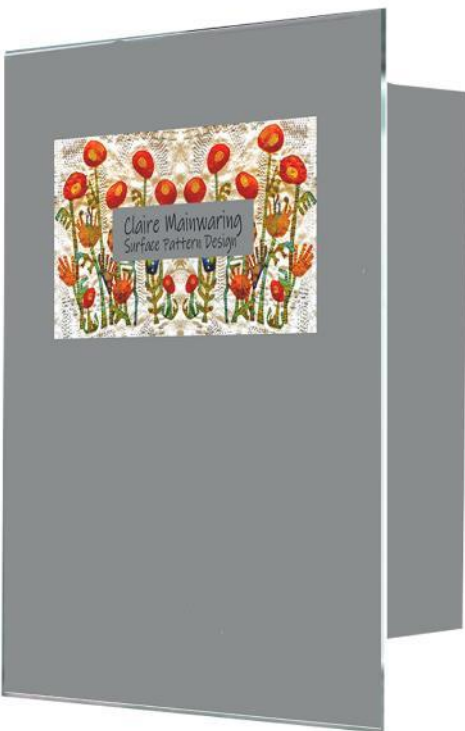
Fehn Interior Design Mumbles – Glenview, 140 Langland Road, Mumbles. SA3 4LU

Freshwater Interiors Ltd. – 1 Dillwyn Road, Swansea. SA2 9AQ

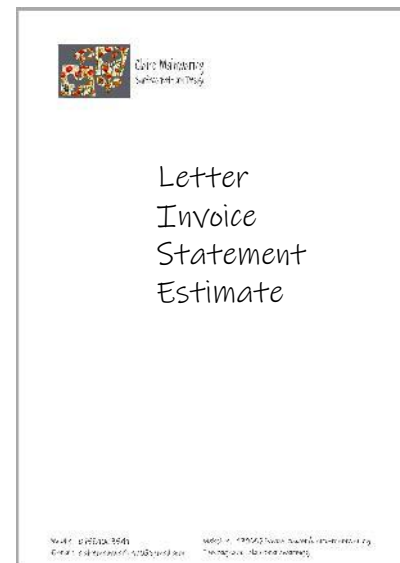
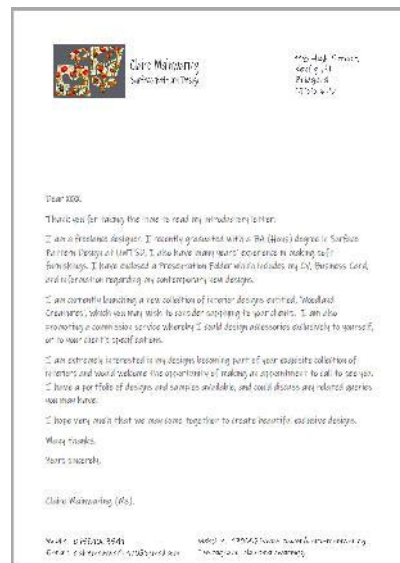
Hanley Interiors – 69 Newton Road, Mumbles. SA3 4BL

Ebony Interior Design Cardiff – Melrose Hall Cypress Drive, Cardiff. CF3 0EG

Ten Recipients to receive my Promotion Pack



Promotion Folder Complete Contents



I would like to create a small card similar to the one I had from Collect 2020, which was given out to promote the work of Alice Kettle. I would like to include it in my Promotion Folder.



Woodland Creatures Collection



'Badger'
Wall Panel



'Hare and Foxglove'
Wall Panel



'Fox and Bluebell'
Wall Panel



'Hare and Poppy'
Lightshade

Woodland Hare Wall Panel

