

DESIGN PORTFOLIO

DIGITAL &
ECOMMERCE DESIGN

2025

PRESENTED BY

PAUL
HOWSE



SELECTED DESIGN
WORKS 2025





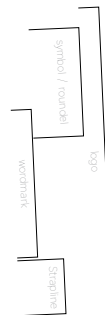
PAUL HOWSE
DESIGN

Andy Watkins Logo Style Guide

Preferred Logo



Information



PAUL HOWSE
DESIGN

Colour & Typeface

Colour Scheme



Background Colour
CMYK: 100/84/48/62
RGB: 20/31/51
HEX: #141F33



Wordmark Colour
CMYK: 0/35/85/0
RGB: 249/178/51
HEX: #F9B233



Roundel Background Colour
CMYK: 100/76/43/43
RGB: 13/50/75
HEX: #0D324B

Typeface

WATKINS

Athelas Regular (caps)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Style Guide - 1



PAUL HOWSE
DESIGN

Logo Elements

Roundel



Preferred Version



Black & White



White Out - For use on images

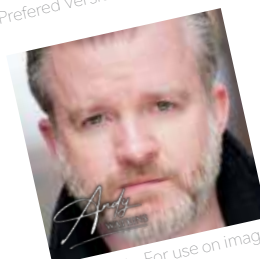
Wordmark



Preferred Version



Black & White



White Out - For use on images



PAUL HOWSE
DESIGN

Logo Variation

Logo Variation



Preferred Logo



Black out of White



White out of Black



White Out - For use on images



Social Version(s)

Some social versions supplied include different spacing to allow for sites that place the profile logo into a circle/roundel.



PROJECT
BRAND CREATION

CLIENT
ANDY WATKINS



IDEA & CONCEPT

Andy was launching a new business and needed a new brand that could extend across all digital platforms and in particular his new in-development website.

ANDY WATKINS

A TOUGH ACT TO FOLLOW

Andy's acting coaching business needed a professional, clean, and modern look. Various logo elements and design assets were created and supplied, along with a comprehensive style guide for his marketing team and website designers.

As a new startup, Andy had to manage his budget carefully while still ensuring a professional look and feel to attract new clients. To achieve this, he scaled back his website budget in order to invest more in branding, setting a strong foundation from the start.

Andy's brief was clear—he had a vision for the overall feel and even some preferred colour schemes. I took his ideas and delivered exactly what he was looking for, while also adding extra value by creating design elements that could define the brand both as a whole and when used separately.

“ Really appreciate it Paul! It's exactly what I was looking for, and the array of elements you've provided are really going to help define my brand - you're a legend! **”**

Andy Watkins
Acting & Performance Coach

SAMLESBURY HALL WEBSITE

STYLE & FUNCTIONALITY

Working closely with the creative director of the hall, what initially began as a project to update the website evolved into a complete rebrand.

The hall approached me to modernize their website, which had become outdated and difficult for staff to maintain. Not only was the user experience poor—featuring unnecessary pages, duplicate content, and outdated information—but it also no longer reflected the hall’s evolving brand. Through the process of redesigning the site alongside the creative director, it became clear that this project would extend to a full rebranding of the hall itself.

Building on the creative director’s vision, I helped develop all the brand assets—not just for the website, but for every aspect of the hall’s identity, from brochures to signage.

The website itself was completely rebuilt, giving the team full control over updates. Content was streamlined for a clearer, more user-friendly experience, and the site was enhanced with integrated booking systems, lead capture tools, and event management features.

PROJECT
BRAND DESIGN
WEBSITE DESIGN AND
BUILD

CLIENT
**SAMLESBURY
HALL LTD**


SAMLESBURY HALL
FESTIVE • FINE • WEDDINGS • EVENTS • FOOD & DRINK • ACCOMMODATION

IDEA & CONCEPT

A dated brand, an aging website that was difficult to update and confusing to use, lead to a full makeover.





“ Thank you so much Paul, my team are over the moon with our new site, we have finally got control back and it looks amazing. ”

Sharon Jones
Hall Director

THE GREAT VICTORIAN GHOST HUNT



VINTAGE APPEAL

Created alongside an events company to brand their uniquely styled event, this project aimed to capture the essence of a vintage Victorian experience. The brief was to evoke the period's distinctive aesthetic while subtly tying the branding to the event's equally unique 'haunted' location.

Every detail was carefully considered to ensure authenticity, from typography to ornamental embellishments, transporting attendees back to the bygone era of Victorian spiritualist and paranormal investigators. The design was crafted from the ground up, using meticulously chosen fonts and decorative elements to bring the vision to life.

PROJECT
EVENT BRAND

CLIENT

ATMOSFEAR!
SCARE
ENTERTAINMENT



IDEA & CONCEPT

A different twist on the modern ghost event, bringing back some old school methods, required a touch of style.



“ ...It's so effective, captures the feel I was after and oozes vintage elegance.. the detail is fantastic, It perfectly embodies the event. **”**

Jason Karl
Creative Director



NEWSHAM SCREAM PARK





PROJECT
EVENT WEBSITE

CLIENT
ASYLUM
ENTERTAINMENT

ASYLUM
entertainment

IDEA & CONCEPT

A brand new halloween event
in a Liverpools most unique
and spectacular location
required and equally dramatic
website.

HALLOWEEN HORRORS

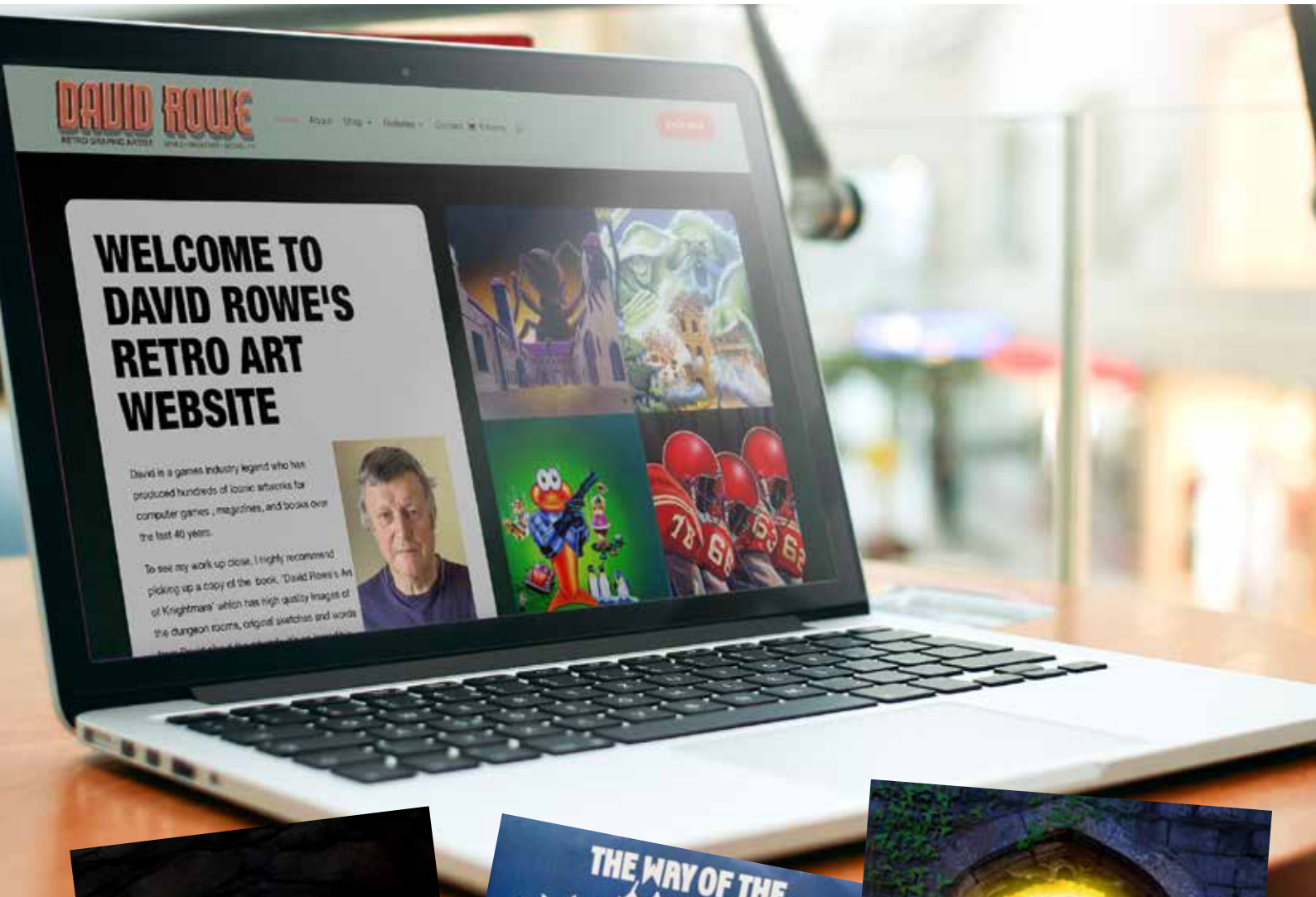
Asylum Entertainment secured Liverpool's most terrifying location for their groundbreaking new Halloween event—something straight out of a nightmare: an abandoned asylum. They approached me to create an equally dramatic and chilling website and brand to promote the experience.

By incorporating texture, movement, and video, the website captured the eerie atmosphere of a decaying building brought back to life, immersing visitors in the horrors that awaited them. The site performed exceptionally well, not only selling out in its first year but also establishing a strong brand identity and logo that carried them into their second, award-winning year.

“ Thank you, thank you thank you! Love it Love it! The site is class! and its been so smooth working with you, can't wait for Halloween now! ”

Rob Casson
Director
Asylum Entertainment

DAVID ROWE RETRO ARTIST



RETRO MEETS LATEST TECH

David is a renowned graphic artist, best known for his iconic contributions to 1980s computer game art and television. However, his old website was outdated and built on a restrictive platform, preventing him from updating products or making edits. As a result, it had become unusable for both him and his customers.

A complete rebrand and migration to a modern eCommerce platform gave David full control over his store while delivering a vastly improved shopping experience for his customers.

PROJECT ECOMMERCE UPGRADE

CLIENT
**DAVID
ROWE**

DAVID ROWE

IDEA & CONCEPT

Retro Artist David Rowe, was in desperate need of an upgrade on his website, to help improve sales of his artwork



// You have done a fantastic job with this site Paul, It is also phone and tablet friendly I see!! Thank you for the super fast turn around and I look forward to our training session.

//

David Rowe
Retro Graphic Artist

ILLUSION THE SHOW

WORKING MY MAGIC

Master Illusionist Chris DeRosa approached me to create the branding for his latest shows. Having worked with Chris on previous projects—and as a fellow magician—I instantly understood his brief and got to work.

Chris's show blended large-scale stage magic with high-energy musical numbers in a Vegas-style extravaganza. The branding, posters, flyers, and programmes needed to capture this excitement and energy, making it a must-see event.

Using imagery from custom photoshoots combined with a brand-new bespoke logo, I crafted a visually striking identity for this spectacular show.

The project involved designing a wide range of assets, including multiple poster sizes, flyers, programmes, digital billboards, social media content, and tour merchandise.

Chris was so pleased with the branding that he incorporated elements of it into his main brand, The Art of Illusion. The show played to sold-out audiences in its first year, securing Chris two more sell-out bookings, and is now on its UK tour.



PROJECT
SHOW BRAND
PRINT & WEB

CLIENT
**CHRIS DE
ROSA**

Chris De Rosa
the art of
ILLUSION
award winning magic and illusion

IDEA & CONCEPT

Conveying the magic of a vegas-style show in all promotions materials, is a tall order, But I pulled it out the hat



// Honestly, if I was able to, I'd hire you as my marketing manager!
I have huge respect for you. Your designs helped make the show
sell, especially in February during the convention **//**

Chris DeRosa
Master Illusionist
The Art of Illusion

Pre-Visual Scamp

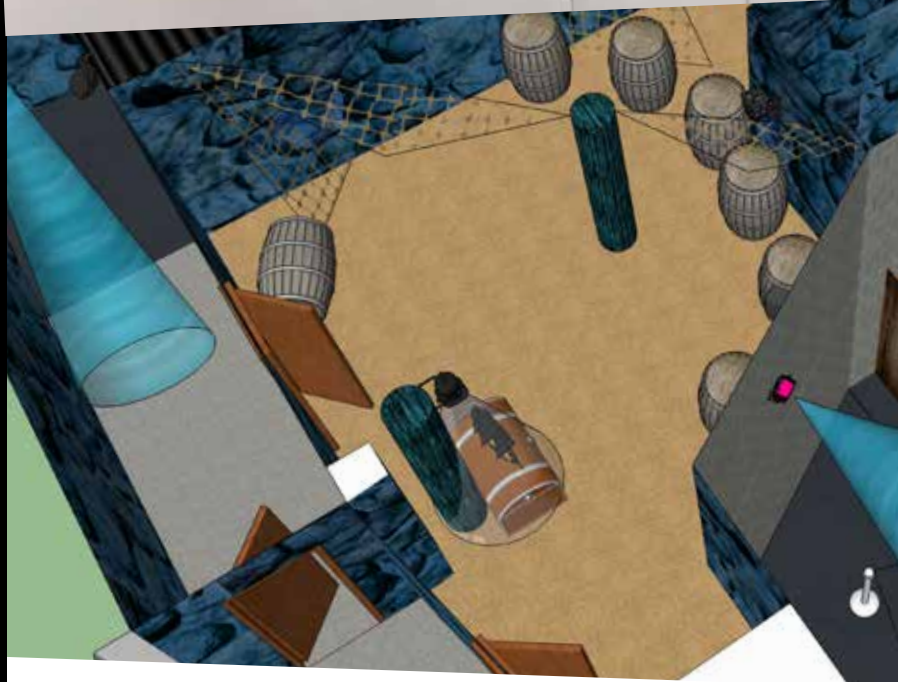
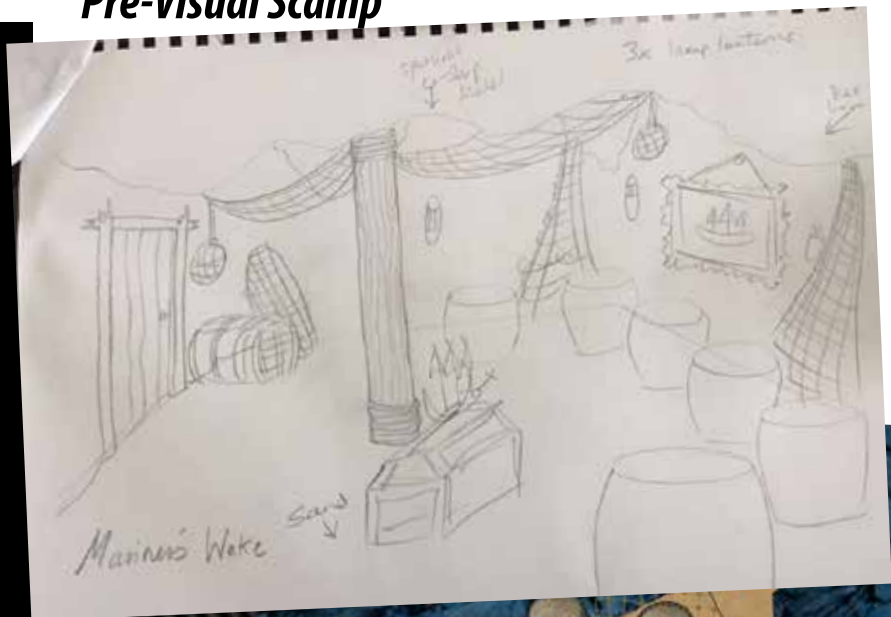
PROJECT
LIVE ATTRACTION
DESIGN

CLIENT
**MELLORS
GROUP**



IDEA & CONCEPT

Visuals are key, to selling a concept and conveying a message. Sometimes those visual need to lift off the page into 3D!

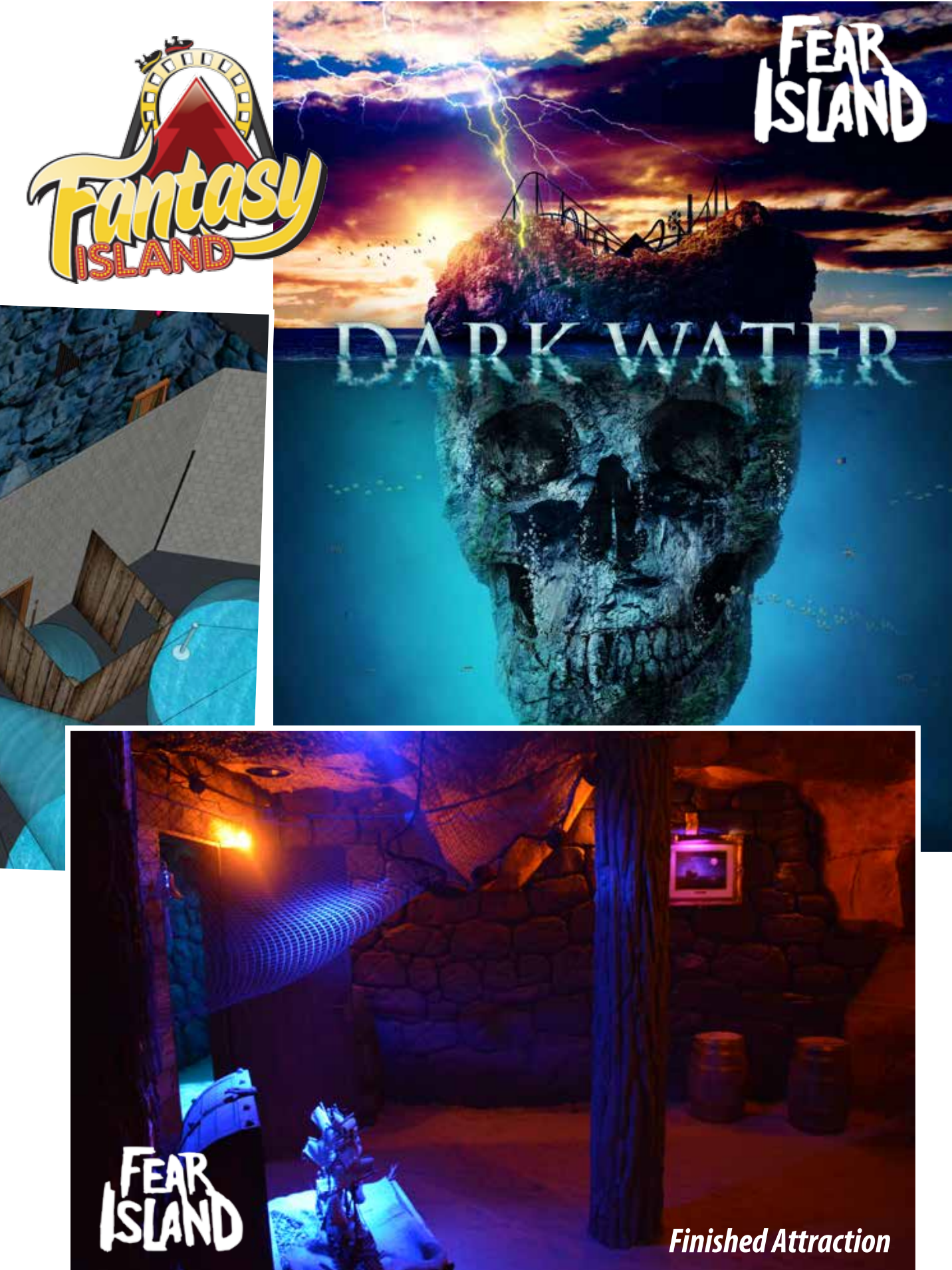
*Pre-Visual 3d CAD Model*

DARK WATER

VISUALISING FEAR

Regularly working with theme parks and heritage venues on large-scale themed attractions, I contribute not only to attraction logos and branding but also to the full concept-to-realisation process. Often, I am called upon to create 3D CAD models of the attractions, helping clients visualise the final product from the outset while also assisting construction teams by providing precisely scaled, highly detailed models.

My process involves transforming initial sketches—whether drawn on-site or during design meetings—into fully realised designs. This includes measuring, creating CAD models, and ultimately bringing the concept to life with exacting detail.





FLYERS & LEAFLETS

DESIGN FOR PRINT EXAMPLES

MAGAZINES



CATALOGUES



PACKAGING



STATIONARY



LARGE PRINT & SIGNAGE



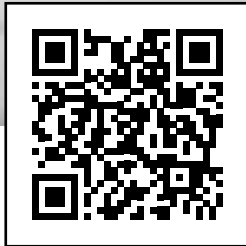


LOGO DESIGN
EXAMPLES





VYGON
DELIVERIES



UNSEEN
DUNGEON



SCOTTS
CUSTOMER
SERVICE



THE GHOST
ROOM



VIDEO PRODUCTION EXAMPLES

VIDEO & MOTION GRAPHICS

I have a diverse skill set in video production, including storyboarding, scripting, shooting, editing, voice-over work, post-production effects, drone videography, and presenting. Using both my expertise and my own equipment, I have been creating a wide range of video content for clients and companies for many years.

This skill set complements my other creative abilities, allowing me to offer video production as an additional service for promotional work, website engagement, attraction videos, and more.



WEST END IN
BLAKPOOL



SKIMGUARD



THE WITCHES
GARRET



INDERMIL
FLEXIFUZE



ATTRACTION
BIDDING
SEQUENCE



LIVE
PRESENTING

