

mh.

**NIAMH AKIBOYE CONOLLY**

*Design, Illustration & Photography*

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## NIAMH AKIBOYE CONOLLY

My name is totally unique – but that's not to say memorable.

The combination of 'm' and 'h' in this order – while unnatural in most languages – is much more defining than any of the other letters in my name. The aim of my logo is to establish the 'mh' of Niamh as a memorable mark, representative of my personality and creativity.

The colours are a harmonious combination of shades centred around a sunny golden yellow: soulful, comforting and uplifting. All colours, shades and gradients are used to complement the rest of my work presented in this portfolio.



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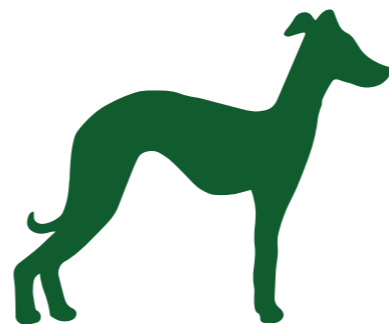


#### SUBLIME WHIPPET

The original studies of the whippet form were for a Risograph printing session at Hato Press in East London.

The stationary set below was printed in two colours, experimenting with overlaying textures and overprinting colours, taking advantage of Riso inks' naturally rich and striking tones. The prints were then cropped, folded and hand-bound into notebooks.

The tote bag was designed as a 30th birthday gift, featuring the distinctive sighthound form at the centre of the design.



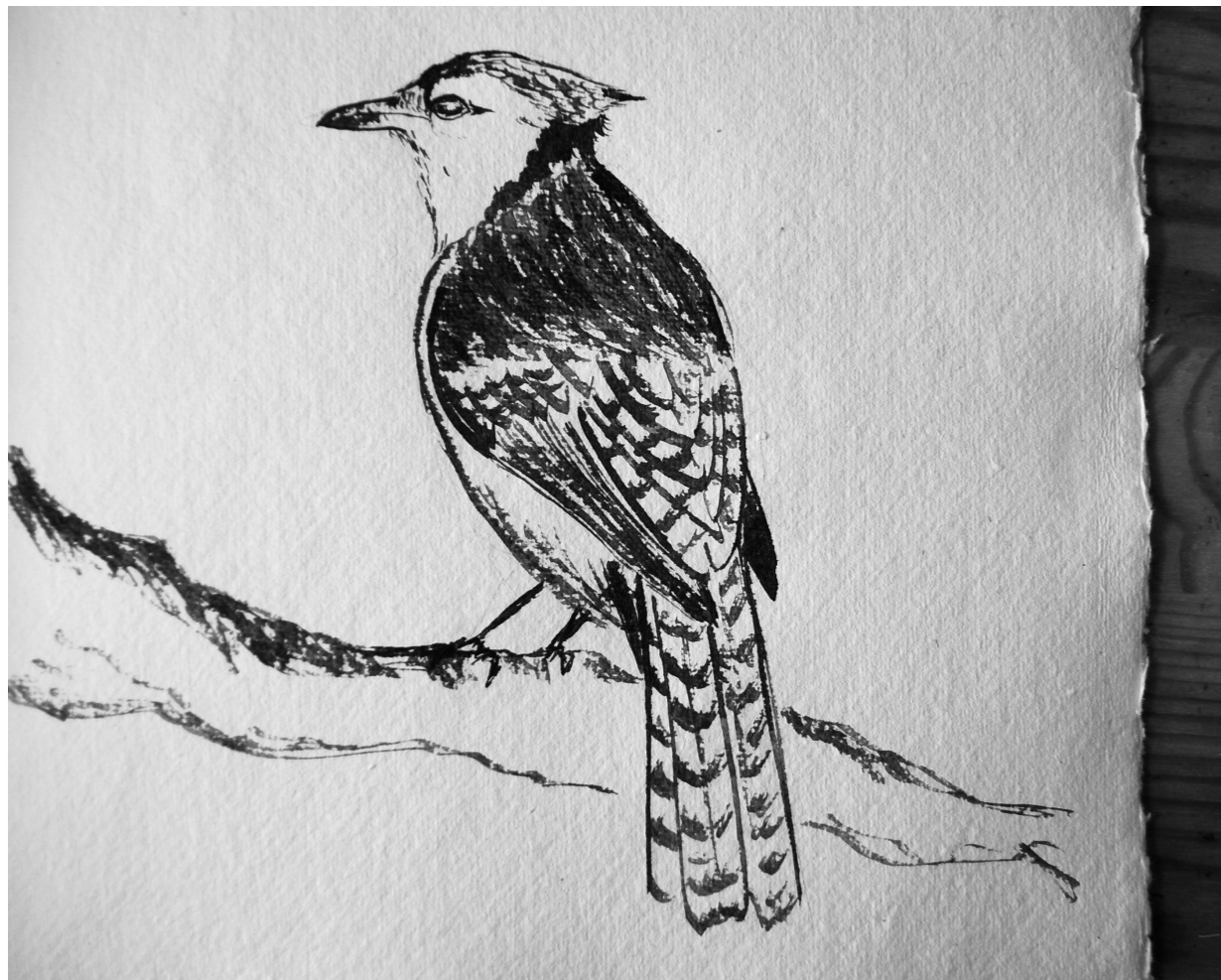
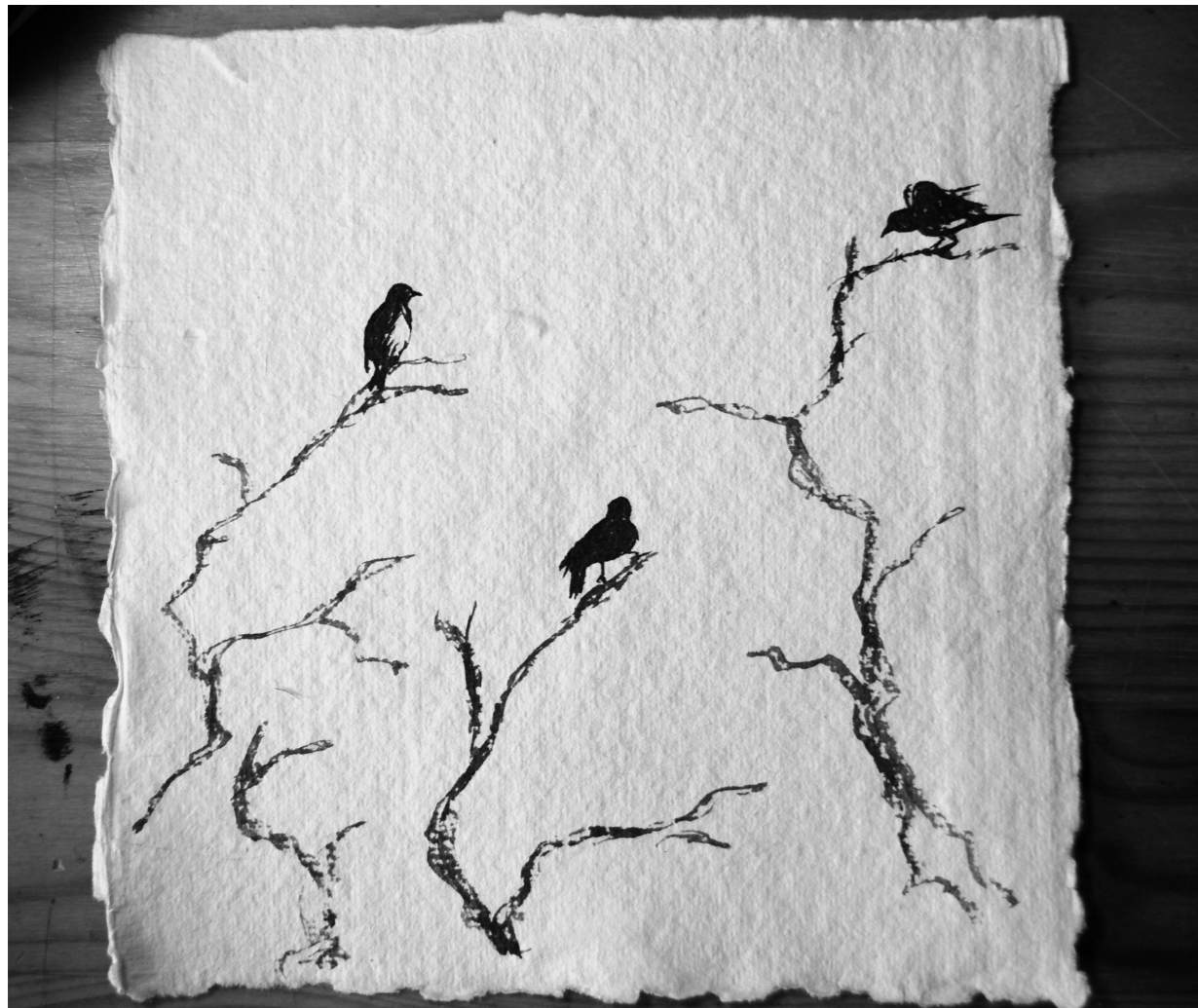
C E L E B R A T I N G  
Y E A R S 30 O F K I T





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## BIRD STUDIES (PEN & INK)

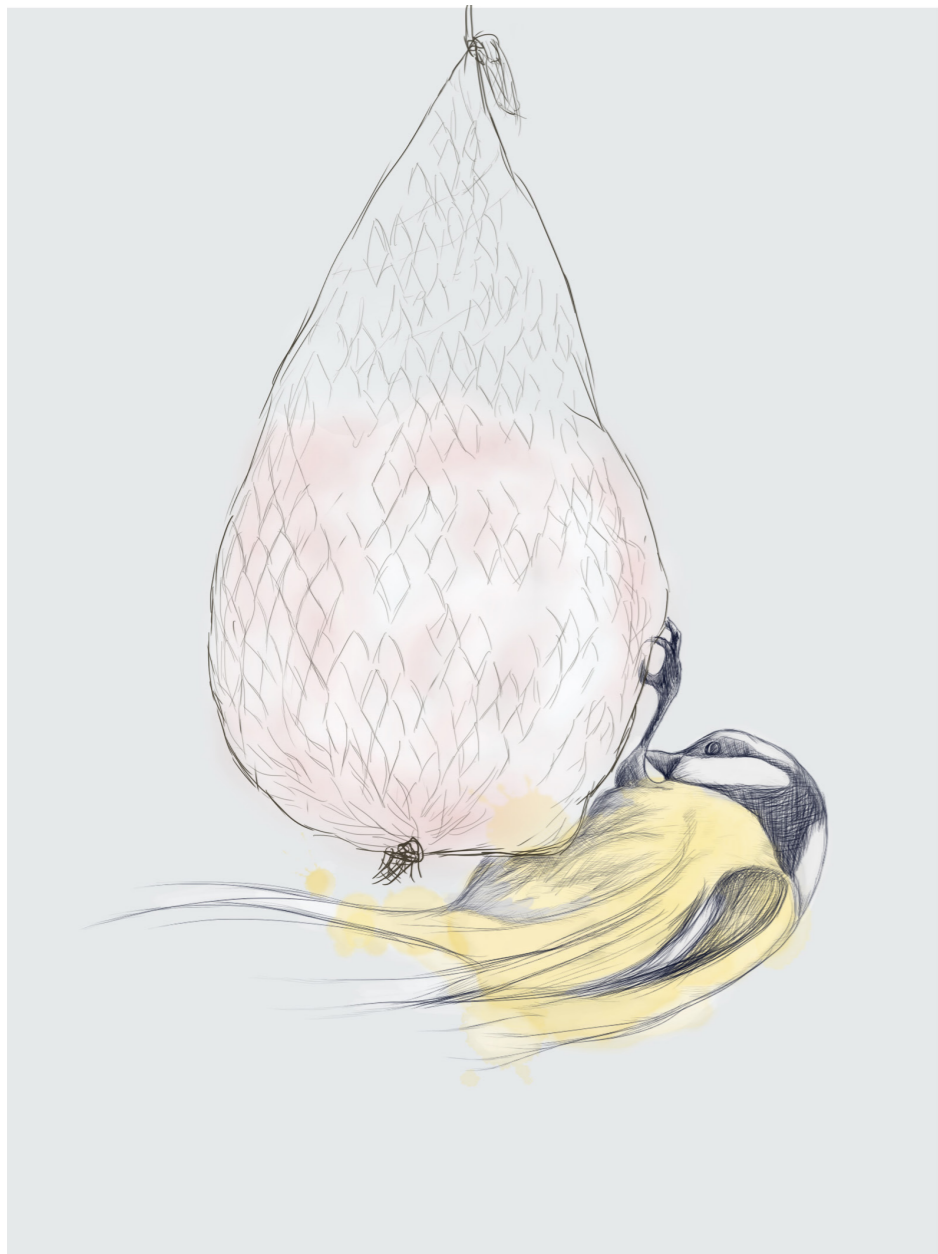
A selection of work from a series of drawings of birds (2014).

All drawings on this page were completed using 2.4 mm nib calligraphy pen and Pilot Blue Black ink (purchased in a 'Recycle shop' in Kyoto for 150¥). The interplay between the handmade Khadi paper and the broad nib produces a unique texture, expressive of the natural forms and textures of the feathers.





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WORDBANK WORDSTARS LOGOS

A selection of suggested logos for the employee recognition Wordstars Award.

The selected logo was to be used to represent the award on all internal materials and social media, as well as on a certificate presented to recipients. The logo also needed to be suitable for a stamp to be used on related letters.

I have shown the progression of ideas in the development of this logo as the scope varied throughout the creation process and the overall corporate identity was yet to be established.



WORDSTARS



WORDSTARS



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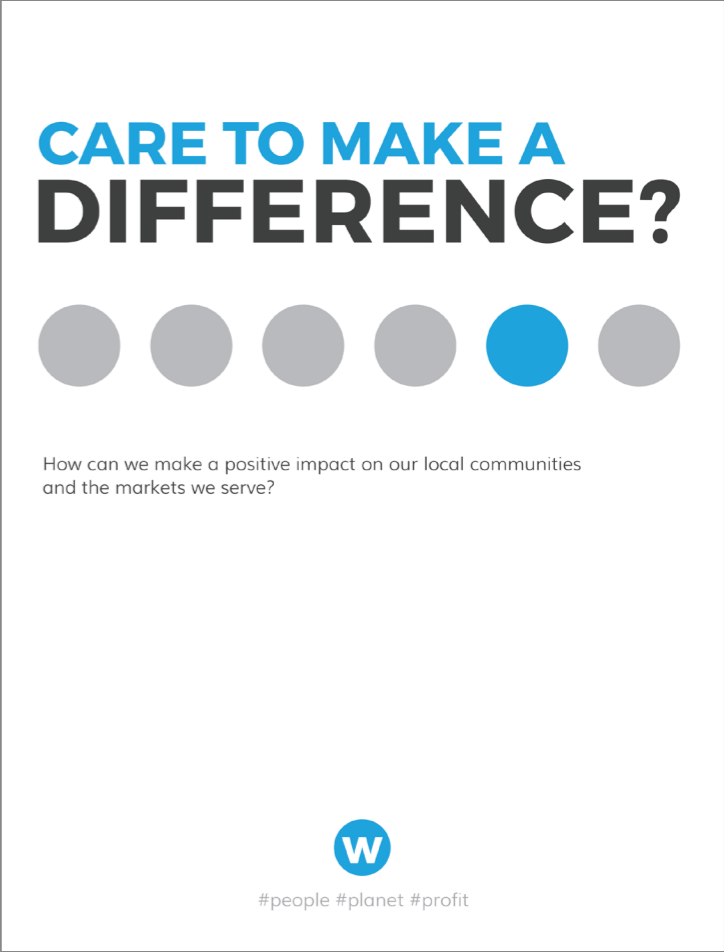
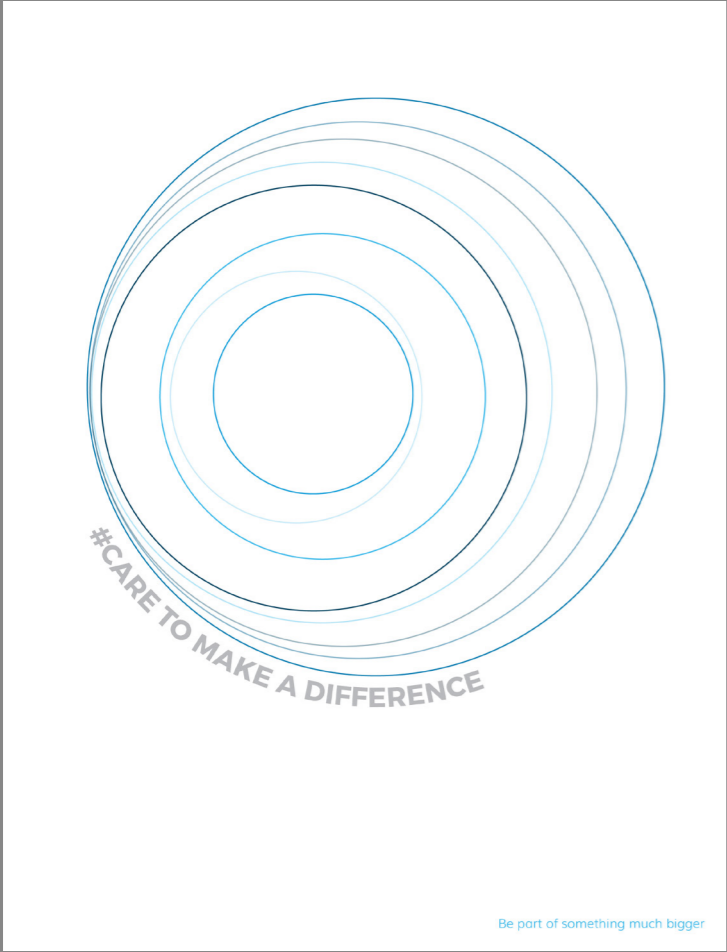


WORDSTARS



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**WORDBANK INTERNAL SUGGESTIONS CAMPAIGN POSTERS**

These posters were to be hung on the office suggestions box and around the office space to attract employee input on how we – as a company and as individuals – can make a positive difference to the community (in our industry and locally in London) and the environment.

My aim was to position Wordbank as a company willing to step up and be bold about making a change, but not to place the business at the centre of the project. With 'Care' as the core theme of the poster, I focused on two of the business' three Ps: People and Planet.



## WORDBANK CAPABILITIES TRIFOLD 2017 (ENGLISH & JAPANESE)

This flyer was created to be handed to potential clients as an introduction to Wordbank and Wordbank's services. The flyer needed to be suitable for both English speakers and prospective clients in Japan – two separate versions were printed.

The layout allows for text expansion in cases where the Japanese is longer, without creating a sense of emptiness. Considerations were carefully taken to ensure both Japanese and English readers would have a comfortable and natural experience.

## HELLO, WE'RE WORDBANK

We're an international marketing agency founded in 1988 in London, England. Today, with teams in Europe, North America and Asia, we help global brands connect meaningfully with their local customers.

With a 4,000 strong network of brand consultants, copywriters, digital marketers and linguists around the world, we can support your full marketing and communication activity. Any language, any market, any channel.

Our global reach extends to 93 countries and 140 languages. Using leading technology, we deliver scalable content creation and localisation solutions to suit your business strategy.

## WORDBANK - WHERE ART MEETS SCIENCE

By combining art (beautifully crafted words) with science (analysis supported by data), we deliver performance focused marketing communication that makes sure you have: brand consistency, search visibility and content that drives action.

### OUR WINNING FORMULA

In our 30 years of experience we have developed, tested and evolved a formula for your success.

#### DISCOVER

We begin by comprehensively researching your brand and immersing ourselves in your content, SEO and communication. We conduct audits, research relevant keywords, conduct in-market reviews and meet with your HQ and global teams to really familiarise ourselves with your brand.

We establish benchmarks and KPIs, analyse the target market to learn their online and offline behaviour, and we look at competitors for comparison benchmarking and opportunity spotting.

#### DEFINE

Drawing on data and market insights, we define audience personas. Using these profiles, we identify customer journeys and build channel, content and messaging strategies that will engage your target audience and make sure your content is visible.

This definition period includes identifying and locking down your brand with the creation of Style Guides, Tone of Voice Guides and Glossaries.

#### DELIVER

Our global copywriting and translation teams work in 90+ languages, handling content from brand-critical to internal communications and specialist legal. Through the use of sophisticated content and language tools we are able to drive down costs and handle high volumes and tight deadlines.

#### THE COMPANY WE KEEP

DE BEERS RIMMEL Google Hilton HermanMiller

Ferrari Unilever NISSAN adidas W UniQLO

+44 (0)20 7432 7300

hello@wordbank.com

55 Greek Street, London W1D 3DT

## 高品質なサービスを 自信を持ってお届けします

お客様の声

「Wordbankとの提携前に、他のグローバルマーケティング企業も数社検討しましたが、当社のブランドの中核となっている個性を生き生きと表現してくれるWordbankのアプローチがユニークなことは一目瞭然でした。私たちの個性、表現の重要性を直ちに理解し、様々なプロジェクトで素晴らしい成果が広がっています。」

シップスミス（ビームサントリー）  
国際営業マーケティング部長 Felix Von Hurter氏

「これまで私が仕事の期限を守れているのは、Wordbankのおかげといっても過言ではありません。コンテンツ制作を進める上で、Wordbankのプロフェッショナルで知識の深い翻訳者、プロジェクトマネージャー、テクニカルスタッフは、私にとって、もはやなくてはならない存在です。」

デイズニー・コンシューマ・プロダクツ  
シニアトレーニングアナリスト Lou Becker氏

「Wordbankとの仕事を通じて、質の高い翻訳サービスを提供してくれる会社があると、再び信頼できるようになりました。彼らは、私たちのニーズを理解し、柔軟に適用してくれます。当社は110か国語以上でアンケート調査を実施していますが、Wordbankは必ず期限内に納品してくれます。優れたカスタマーサービスと卓越したプロジェクト管理を約束するWordbankは、当社のようなグローバル企業にとって完璧なパートナーです。」

ウィリス・タワーズワトソン  
シニアプロジェクトマネージャー Monika Taszarek氏

## 会社概要

社名: Wordbank Marketing Ltd  
代表取締役社長: Kevin Grant-Dalton  
最高執行責任者: Lydia Leach  
最高経営責任者: Lindsay Johnson  
最高技術責任者: John O'Shea

創立: 1988年3月15日  
資本金: 700万ポンド  
登記番号: 08526639  
従業員数: 70人 (正社員)、約4,000人 (フリーランサー)  
本社: イギリス・ロンドン

事業内容: 国際マーケティング、ブランド戦略、ブランドガイドライン、コピーライティング、翻訳、デジタルマーケティング

www.wordbank.com  
hello@wordbank.com

# HELLO WE'RE WORDBANK

会社案内

W

smile

smile  
smile

#### WORDBANK SOCIALS COMMITTEE LOGO

The socials committee was renamed Smile after years of having no real visual identity within the company.

The logo was created to be used on digital and print collateral, and in email signatures. It needed to adhere to Wordbank's corporate branding with limited flexibility.

The logo is built around Wordbank's inherent affinity with words and is underpinned by Wordbank's mission statement to inspire, inform, entertain and move people with words.

e

WB GREY  
R62 G62 B62  
C0 M0 Y0 K76  
#3E3E3E

e

COOL GREY  
R168 G169 B173  
C3 M2 Y0 K32  
#A8A9AD

e

WB RED  
R235 G66 B55  
C0 M72 Y77 K8  
#EB4237

e

WB BLUE  
R0 G165 B230  
C100 M28 Y0 K10  
#00A5E6

abcdefghi  
jklmnopqr  
smile  
tuvwxyz

123456

7890!

@#%£\*?

smile

smile

WORDBANK CARDS AND POSTERS

A selection of cards and posters for internal use, online distribution and for print to be handed out at expos etc.

All collateral was designed to adhere closely to Wordbank branding, which had recently been established and needed to be reinforced in all internal and external materials.



# SEASON'S GREETINGS

from everyone at Wordbank



Fancy a cuppa?



**WORDBANK**  
**THE MARKETING**  
**LOCALIZATION PEOPLE**

We are the marketing localization people. With a blend of global language services and local digital marketing, not to mention 28+ years of award-winning experience, we'll connect your words to the right people, in the right language, on the right channels.

+44 (0)20 7432 7300 [word@wordbank.com](mailto:word@wordbank.com)

55 Greek Street, London W1D 3DT



**HELLO**  
**WE'RE WORDBANK**

GROWTH  
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GROWTH  
GROWTH

**WE'RE GROWING FOR GOLD**  
Share your ideas #people #planet #profit



**WE'RE GROWING**  
**FOR GOLD**  
**SHARE YOUR IDEAS**  
#people #planet #profit



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