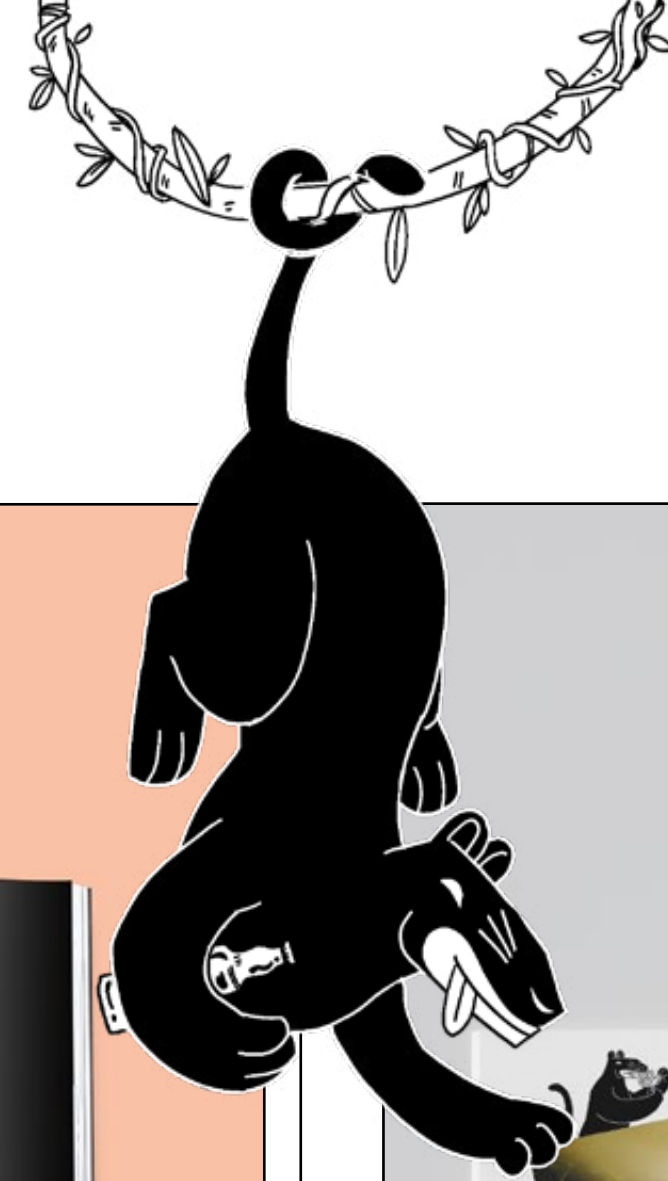


FRASER ROBERTSON

Visual Designer
& Storyteller





PANTHER M*LK

Illustration & Print

Client at Agency Twenty Three

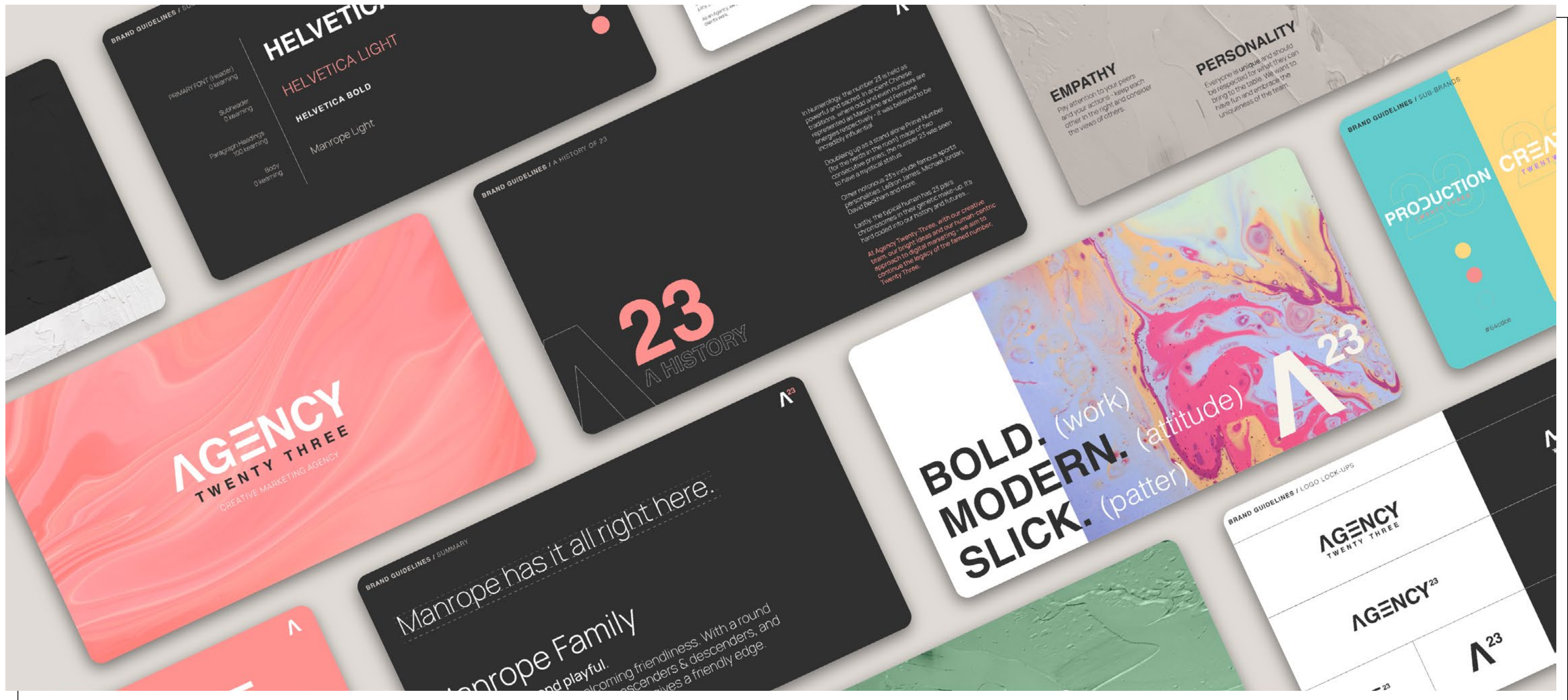
Award Winning Alcoholic Oat M*lk Cocktail - Glasgow based vegan-friendly beverage. Printed promotional material.



PANTHER M*LK
Illustration & Marketing

Client at Agency Twenty Three

Range of seasonal and event specific illustrations: promoting various flavours, collaborations & festivals.

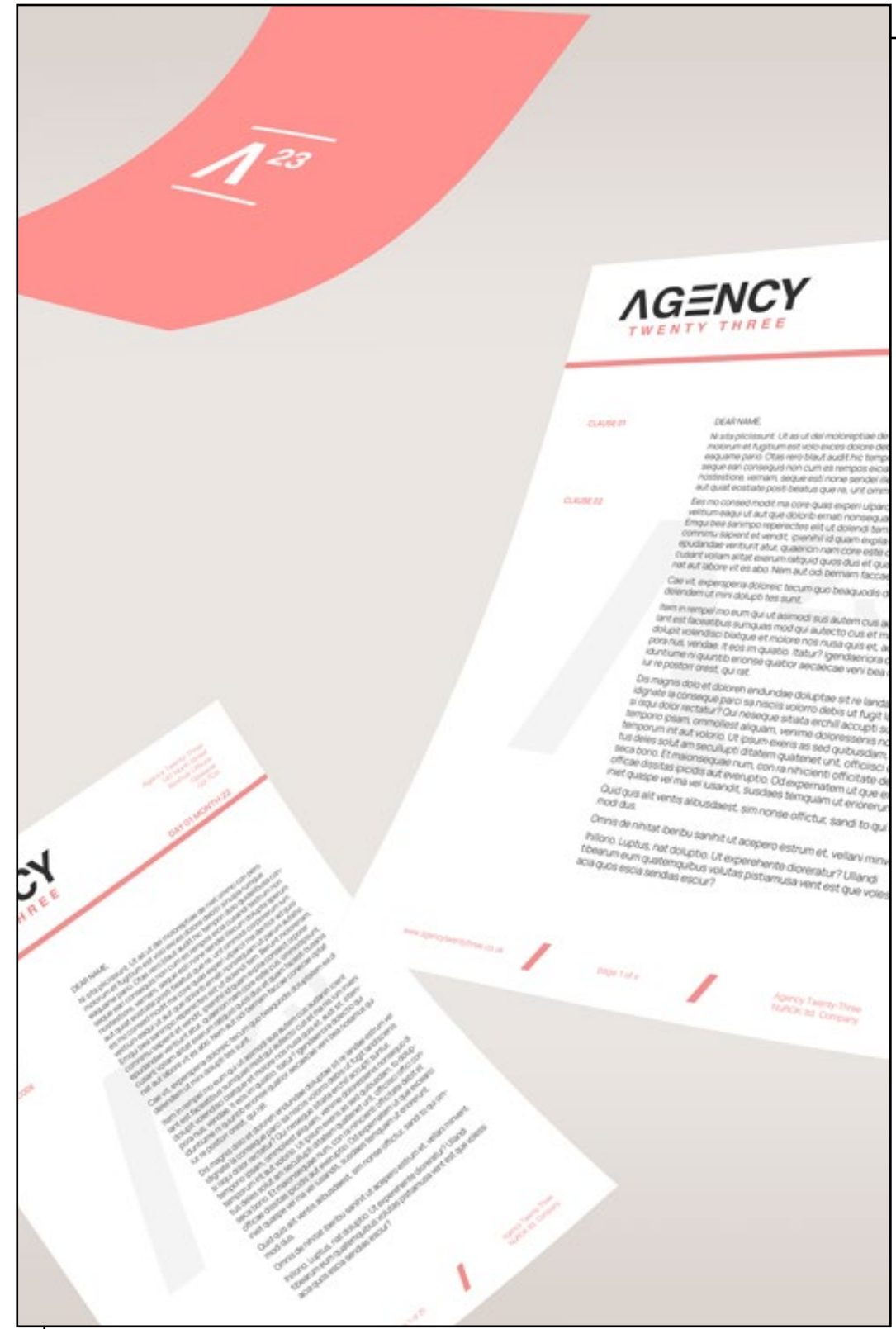
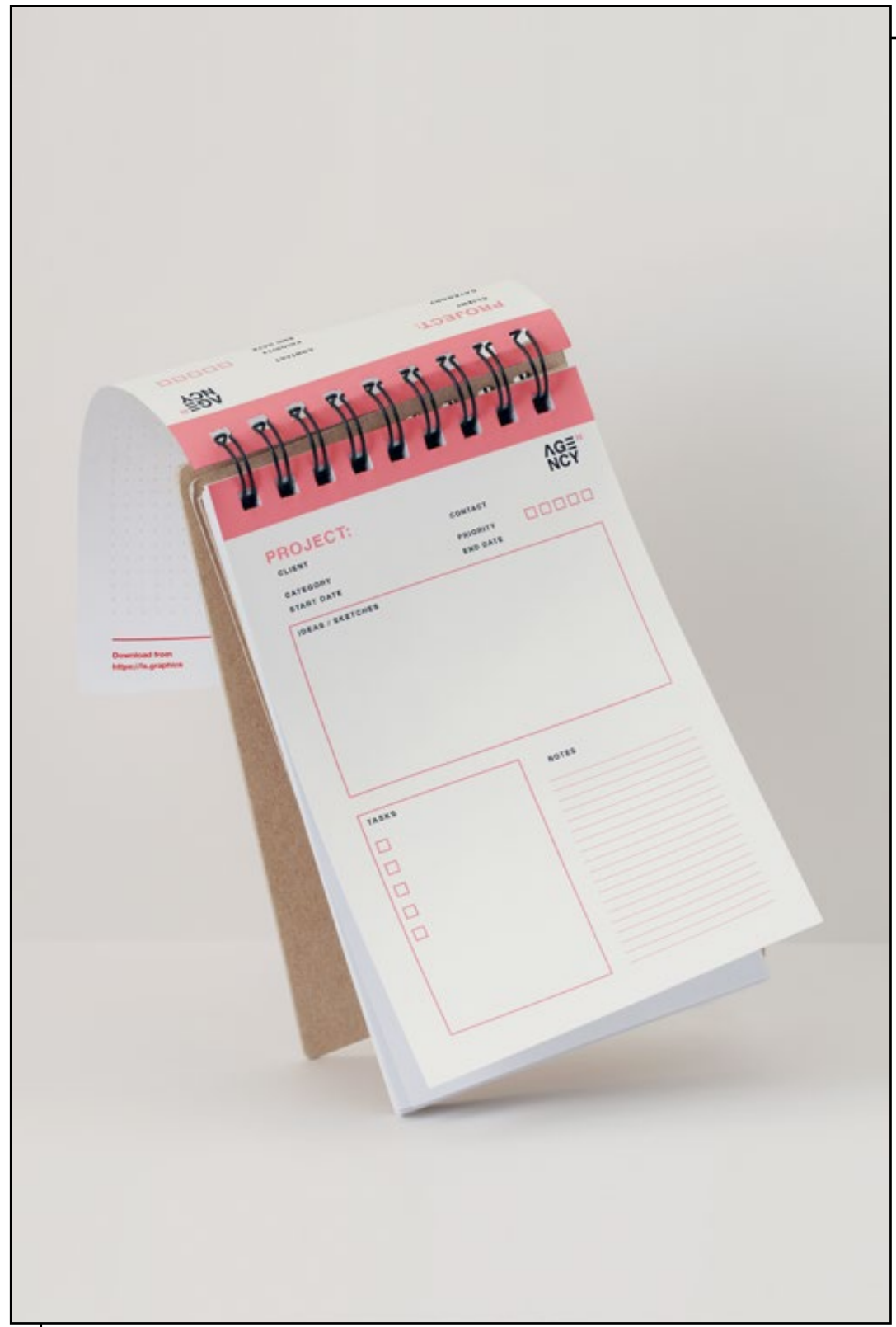
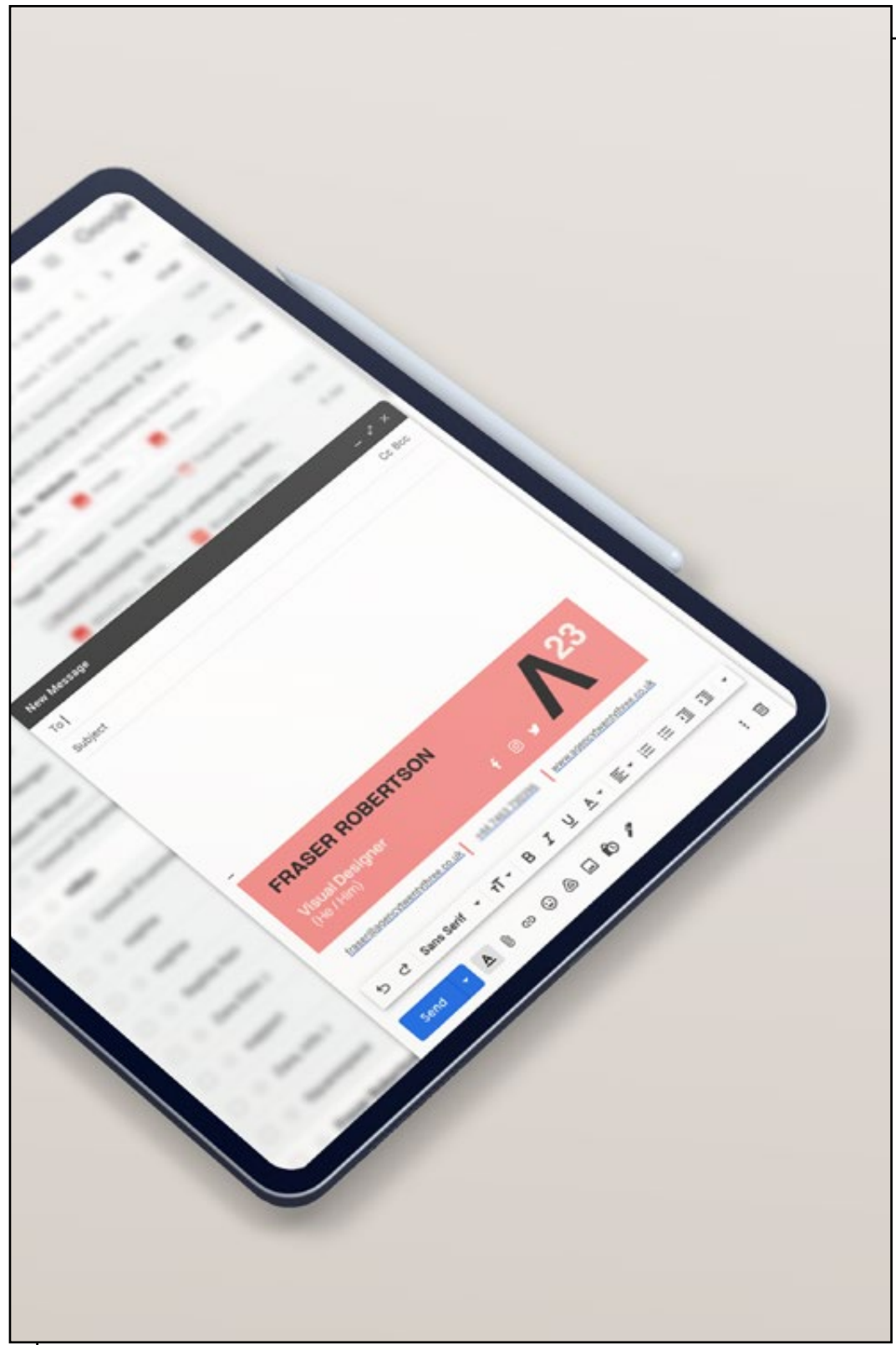


AGENCY TWENTY-THREE

Brand Guide

Creative Marketing Agency

Brand guidelines document and development of a brand story and technical guide.



AGENCY TWENTY-THREE

Branded Assets

Creative Marketing Agency - Branded assets:

Email footers, project sheet, business cards, letterheads. staff icons



QUEEN MARGARET UNION
 Publication & Editorial Layout
 Client at Agency Twenty Three

Working in collaboration with the QMU, we developed their new Welcome Handbook for 2022/23 to reflect the rebranding of their recent re-brand, This echoes the website I also built for them.

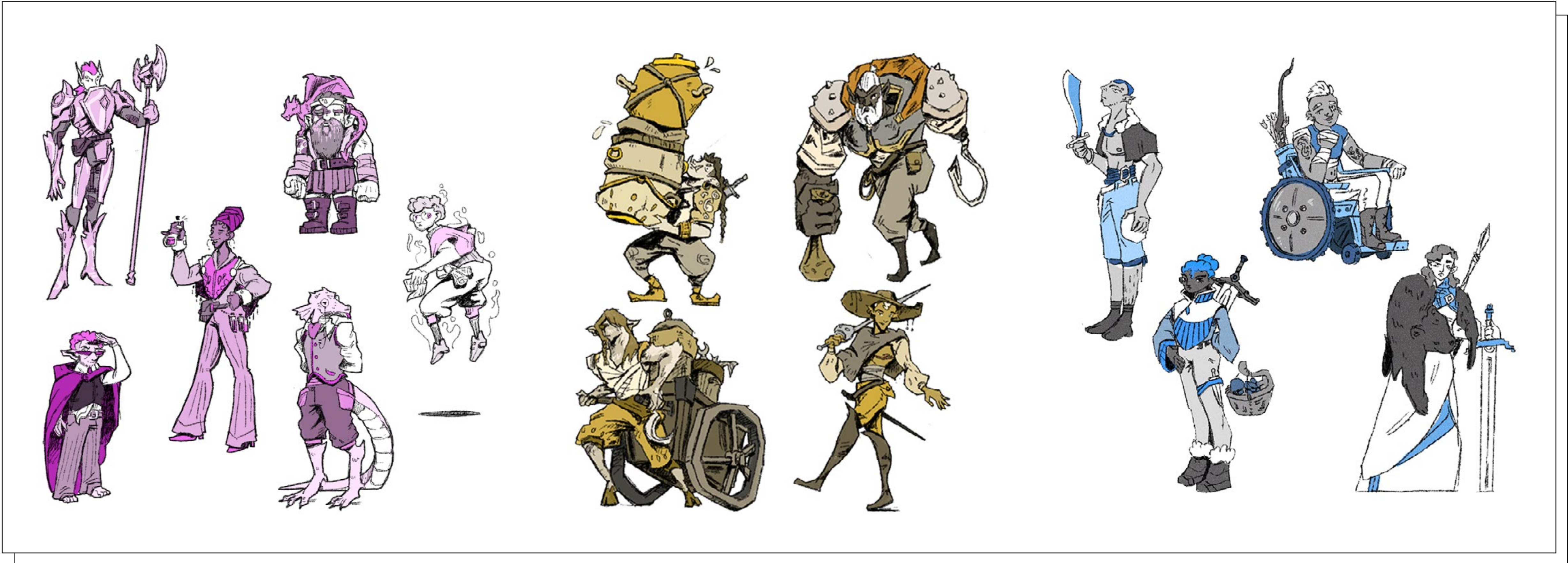


DUNGEONS ON A DIME - SCURRY!

Editorial Illustrations

A time-ticking rules-light tabletop RPG system

Inside Illustrations for "Scurry", a rules-light tabletop system, set in the world of Beast Fables - a post human society of creatures in the Scottish Highlands.



DUNGEONS ON A DIME

Character Design

Dungeons on a Dime - Print your Own Mini's

A monthly patreon subscription service, for Tabletop Paper Mini's. Each month had a theme, shown: "Exploring Disabilities in Fantasy", "Under the Sewers", "Scottish Highlands, reimaged".



[VIEW MOTION GRAPHIC](#)

THE SECRET

Motion Logo

Client at Agency Twenty Three

Motion Logo for 'The Secret' - a new aesthetics clinic in Govan. Inspired by vault doors, unlocking and the 'evil eye' symbolism.



THE SECRET

Launch Social Media Campaign (Storytelling & Awareness)

Client at Agency Twenty Three

Social media graphics

For the Launch of "The Secret" – creating a 'bank heist' style narrative to slowly tease the features of the building.

A series of 12 videos (see lower thumbnails), with matching Instagram stories to expand on the narrative.



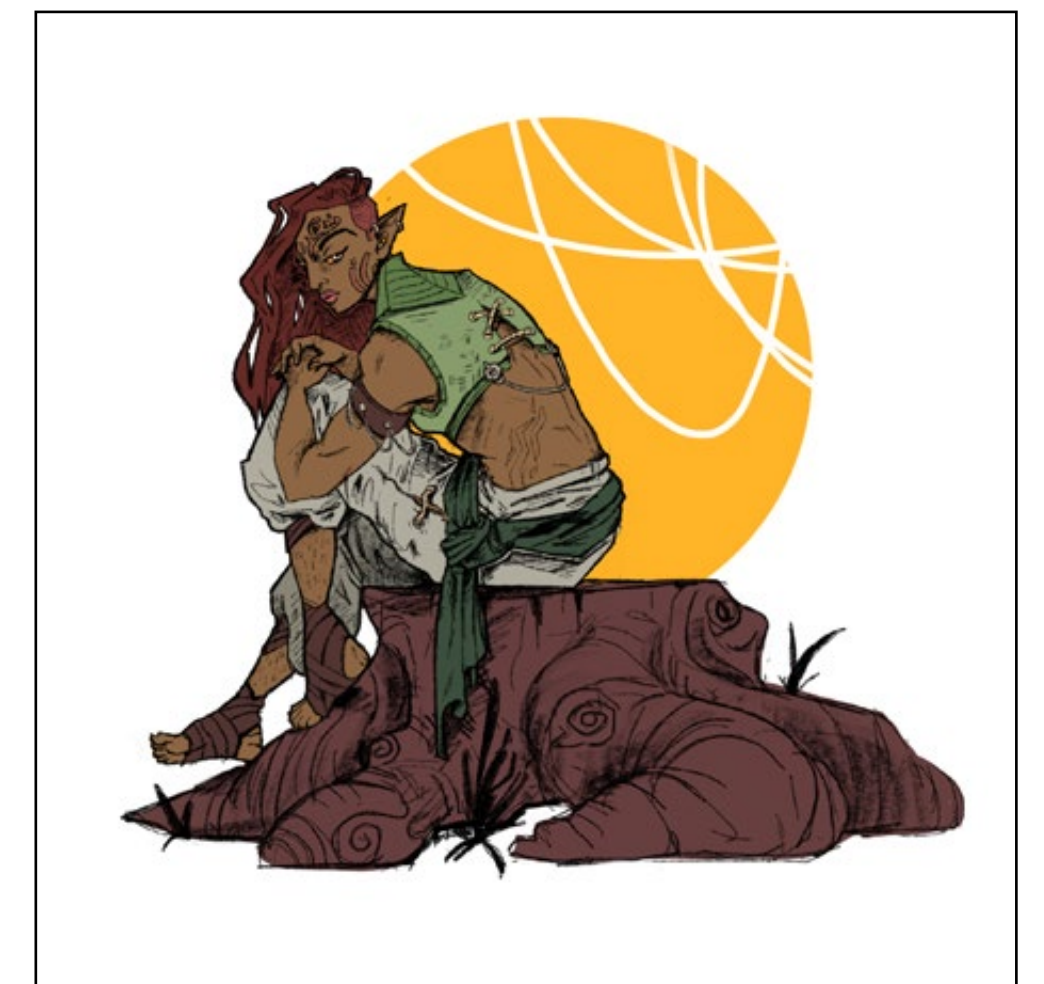
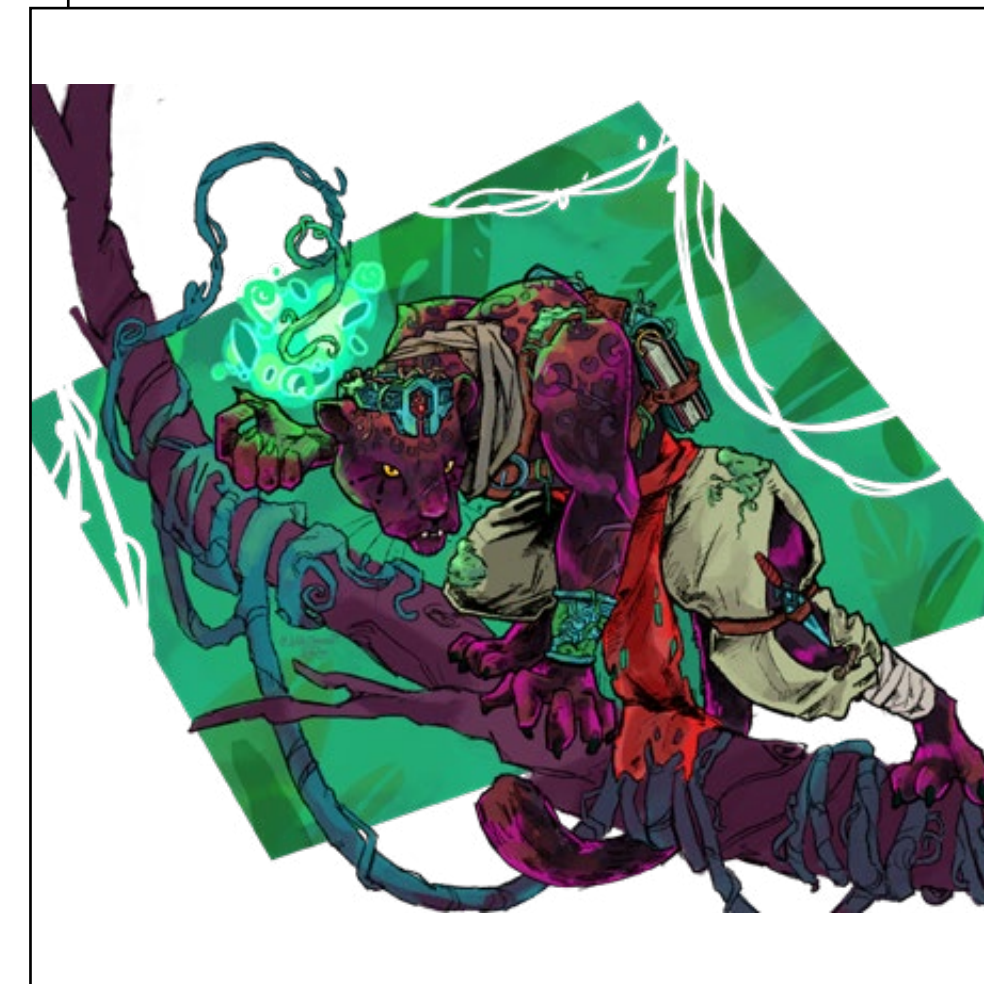
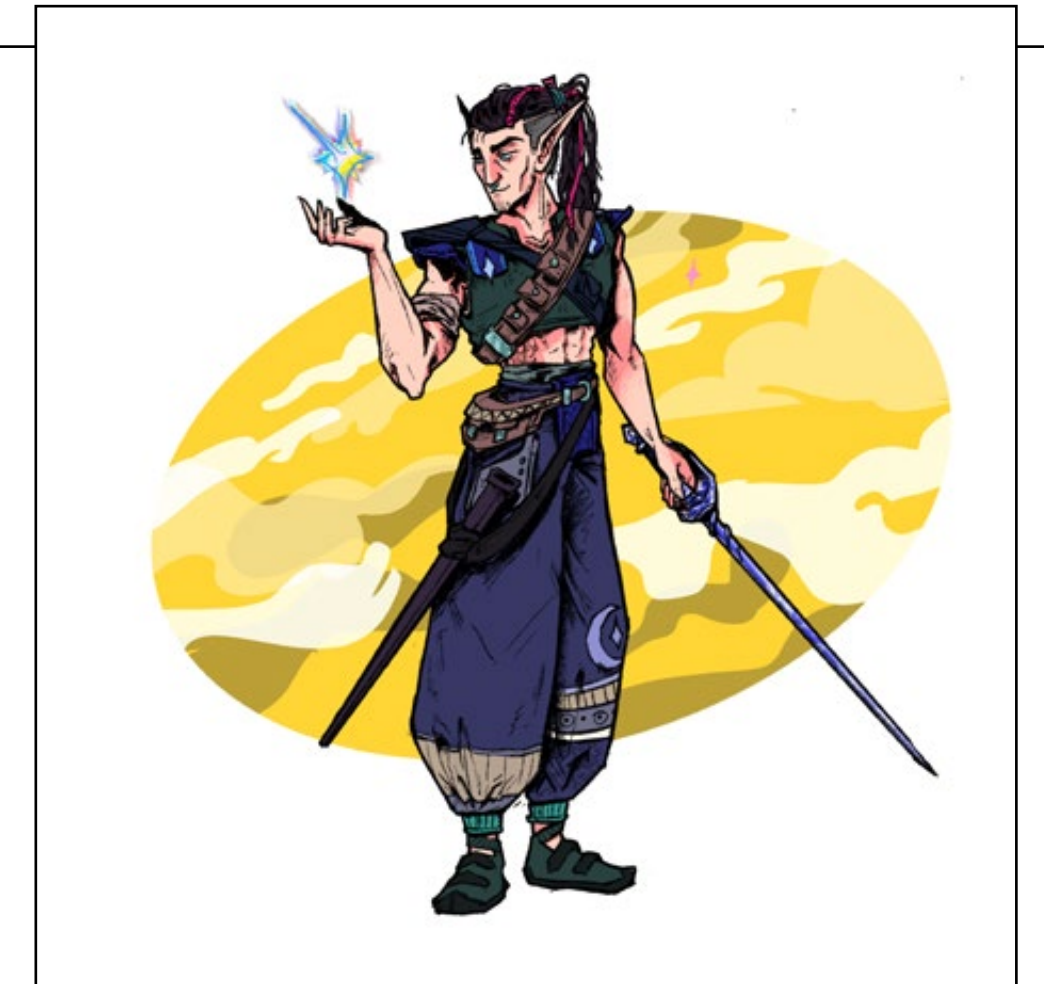
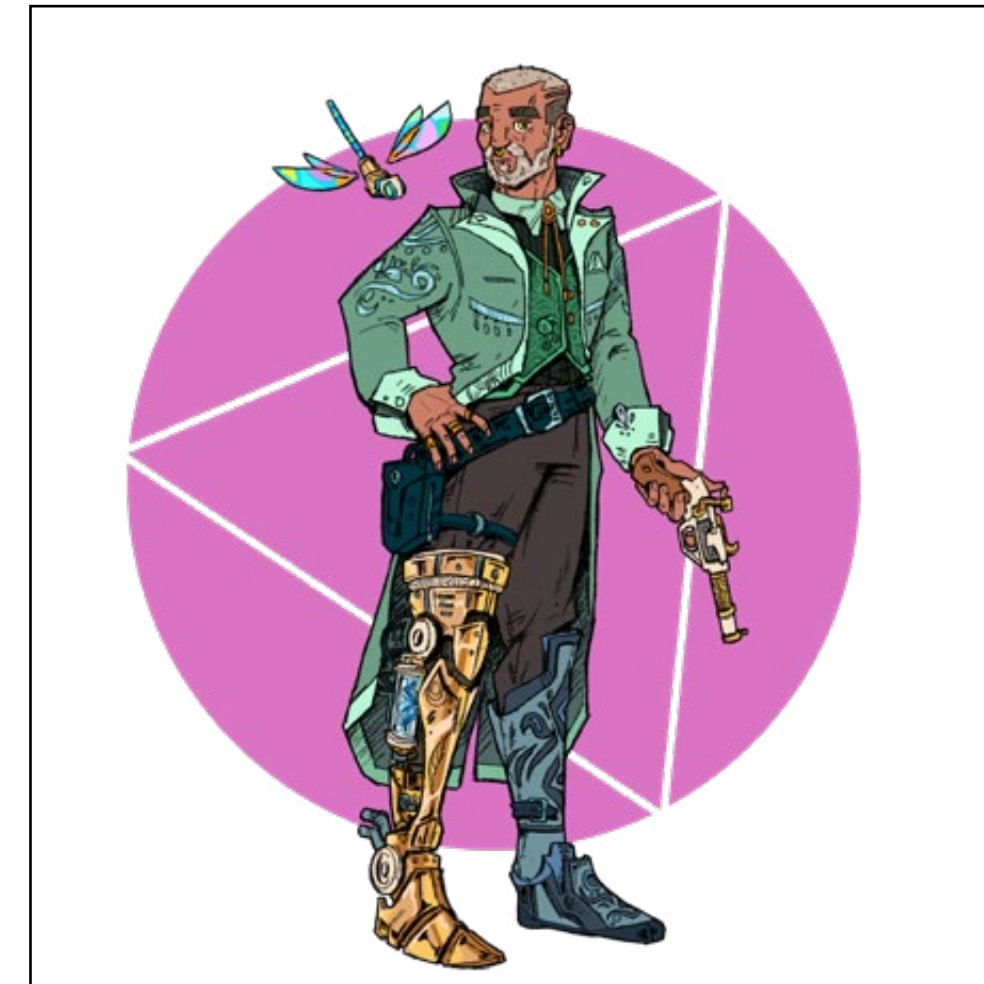
[> VIDEO LINK](#)

CLOCKWORK ORDER

Character Artwork & Storyboarding.

A weekly D&D live-show by a Collective of Queer Streamers and Content Creators. I was both a player & Lead Artist.

Storyboarding for the, sadly, lost first episode recap. Included voice-over, scriptwriting, editing & artworking.

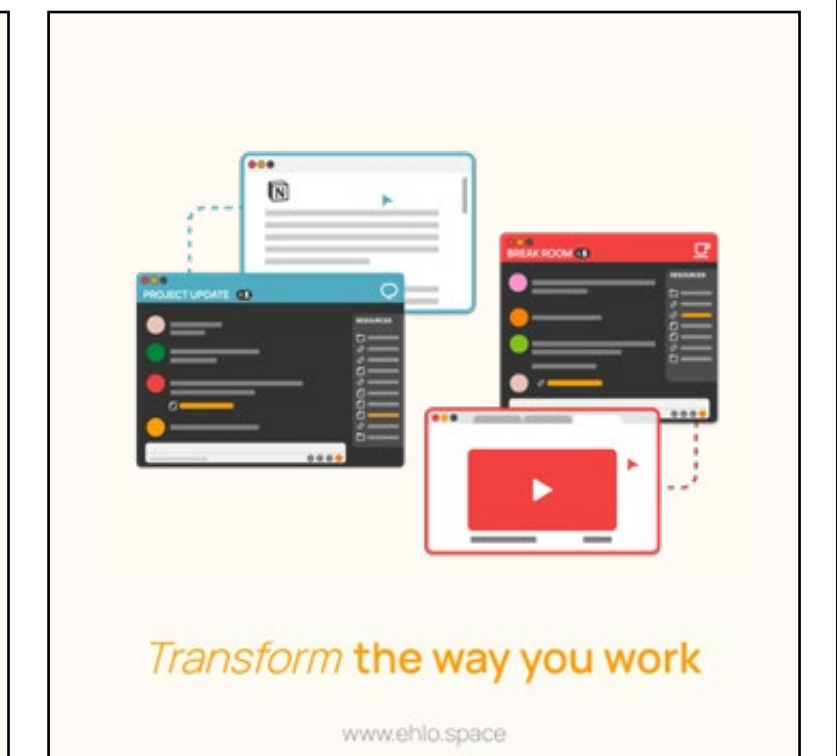
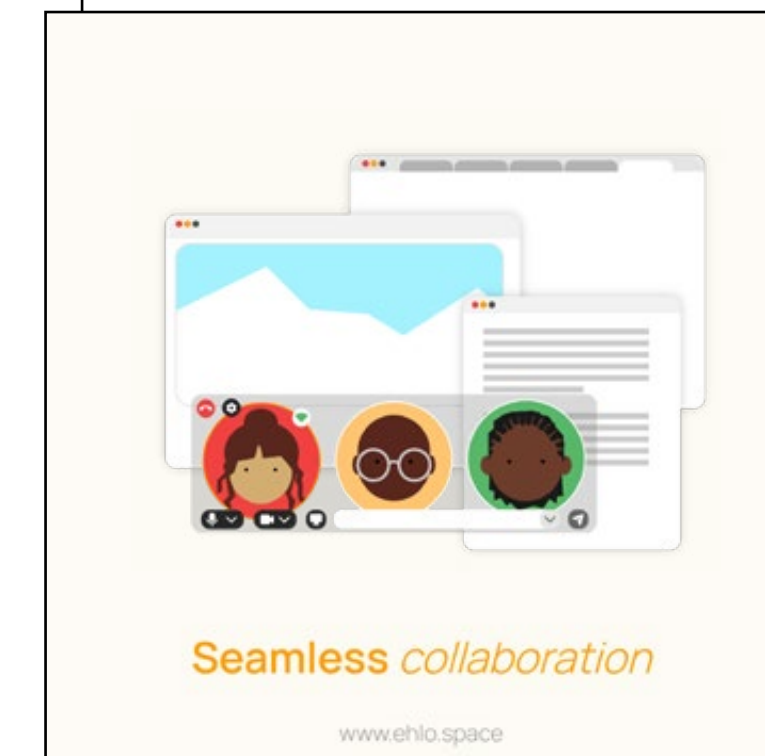
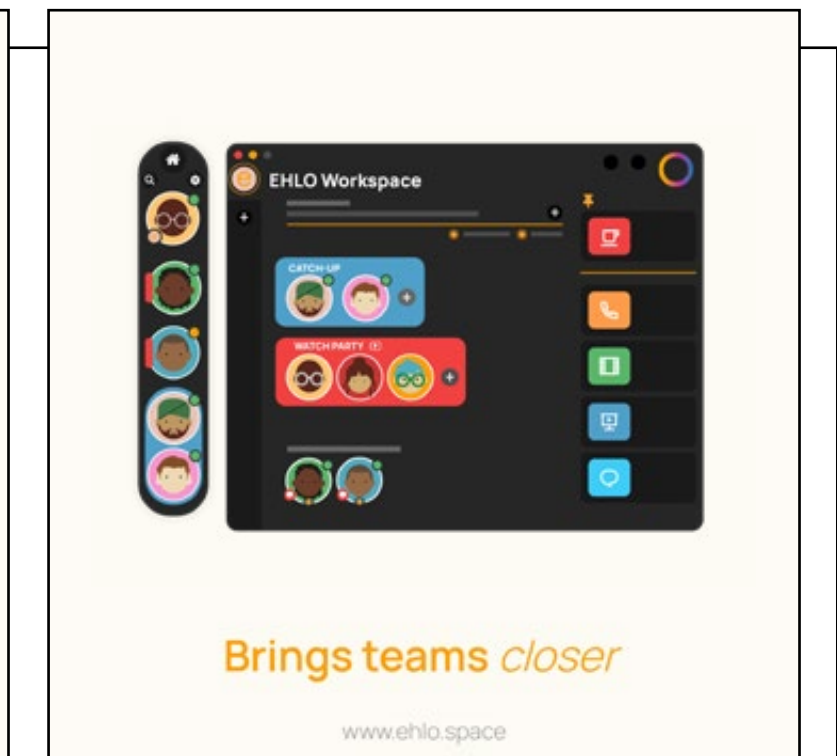
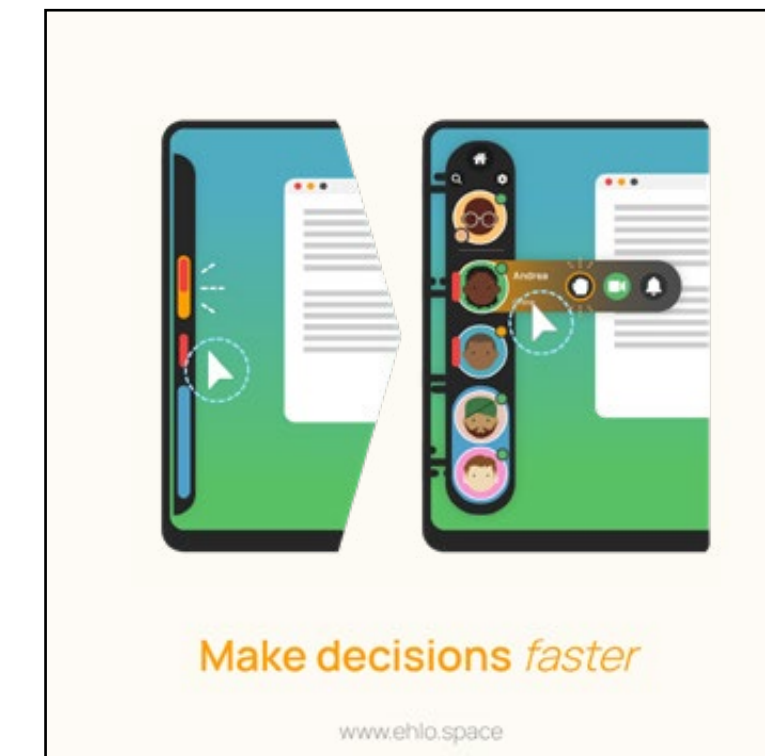
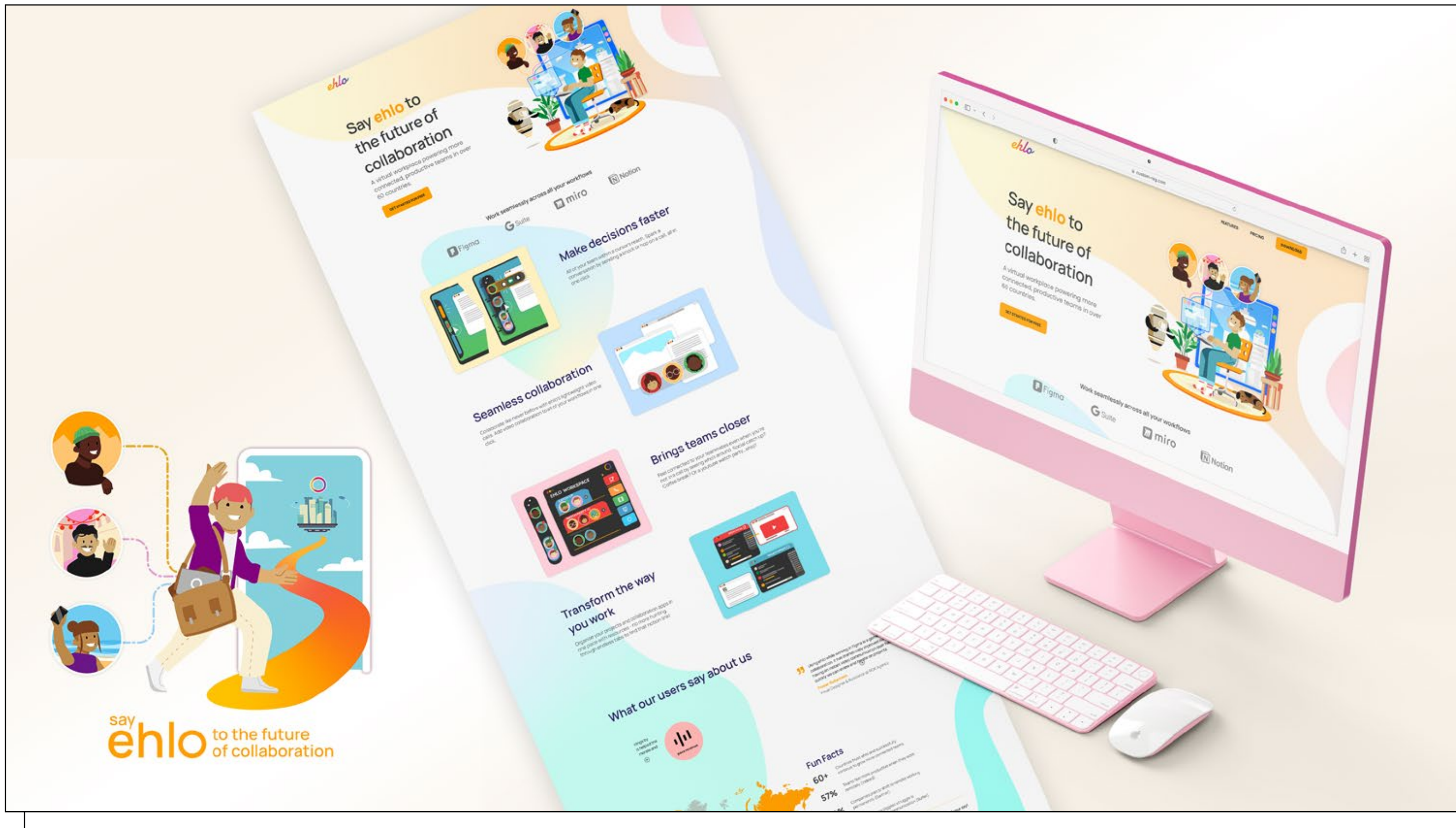


CLOCKWORK ORDER

Character Artwork &
Storyboarding.

A weekly D&D live-show by a Collective of Queer Streamers and Content Creators. I was both a player & Lead Artist.

A selection of character artworks - the player characters [L] and a range of Non-Player Characters in the collaborative narrative. [R]



EHLO
 Website, Illustration
 & Art Direction
 Client at Agency Twenty Three

London based software company - developing a virtual studio / office space app for the future of 'working from home'.
 Developed illustration and visual style to create a sense of identity and personality.



STRENGTH QUEST

Branding Identity

Client at Agency Twenty Three

Mini Brand Identity for a children's and teens fitness programme. Custom illustrated mascots, custom typography & brand kit.



TRAE. BRAND GUIDELINES / LOGO ANATOMY

/ natural form
The curves in the design of the letters reflect the natural form of wood and the grain, creating a sense of organic movement.

/ custom letter-forms
A custom letter 'æ' is designed to fit perfectly between the 'r' and 'e', maintaining the brand's cohesive look.

/ lower-case
Keeping the letters in their natural form to create a warm, approachable feel.

/ punctuation
The typography of the brand reflects the natural grain and texture of the wood, using simple, clean lines.

/ minimal design
A reflection of precision and care, simple to use and easy to read.

trae.
BESPOKE CRAFTS & JOINERY

AGENCY

TRAE. BRAND GUIDELINES / TYPOGRAPHY

ABC.
GOTHAM BOLD

ARBORIA - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12,3,4,5,6,7,8,9,0

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ

/ PRIMARY FONT
GOTHAM BOLD - a font to replicate the clean style forms of the 'trae.' logo. Most commonly the square form of the punctuation and the weight of the letters.

/ SECONDARY FONT
ARBORIA for 'trae.', with the same spacing to the 'trae.' logo. The font works for readability and also of negative space within the letters.

AGENCY

TRAE. BRAND GUIDELINES / LOCKUPS & MEASURES

/ LOGO - DESIGN
A custom font is designed to fit perfectly between the 'r' and 'e', maintaining the brand's cohesive look.

/ LOGO - SPACING
Using the height of the 'æ' character as a measure for minimum spacing between the letters to ensure the logo remains clear and legible.

trae.
BESPOKE CRAFTS & JOINERY

AGENCY

TRAE. BRAND GUIDELINES / COLOUR PALETTE

/ COLOUR PALETTE
The general palette for 'trae.' is a warm, natural, and earthy range. The palette is designed to be versatile and to work well with the brand's typography.

Mattie White C: 51/M: 81/Y: 7/K: 0 R: 244/G: 242/B: 239 #F2F2F2	Black C: 75/M: 65/Y: 22/K: 79 R: 31/G: 35/B: 26 #1E231A	Warm C: 37/M: 41/Y: 43/K: 23 R: 147/G: 129/B: 119 #A08177	Warm Stone C: 17/M: 39/Y: 21/K: 1 R: 217/G: 205/B: 198 #D9C9C0	Raw Oak C: 21/M: 35/Y: 48/K: 8 R: 196/G: 163/B: 131 #C8A080
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AGENCY

TRAE. BRAND GUIDELINES / LOGO - VARIATIONS

/ LOGO - VARIATIONS
Ensure the use of the square high contrast of white to stand out. Consider the use of the square high contrast of white to stand out. Consider the use of the square high contrast of white to stand out.

/ COLOUR VARIATIONS
An for high contrast when using colour variations when being used in digital spaces.

/ SECONDARY LOGO - ICON
A simple, clean icon derived from the 'æ' character, representing the brand's identity in a minimalist way.

trae.
trae.
trae.

AGENCY

trae. BRAND GUIDELINES / ART DIRECTION

/ ART DIRECTION
The brand's visual identity is rooted in a warm, natural, and earthy aesthetic. The art direction focuses on showcasing the brand's craftsmanship and the quality of its work.

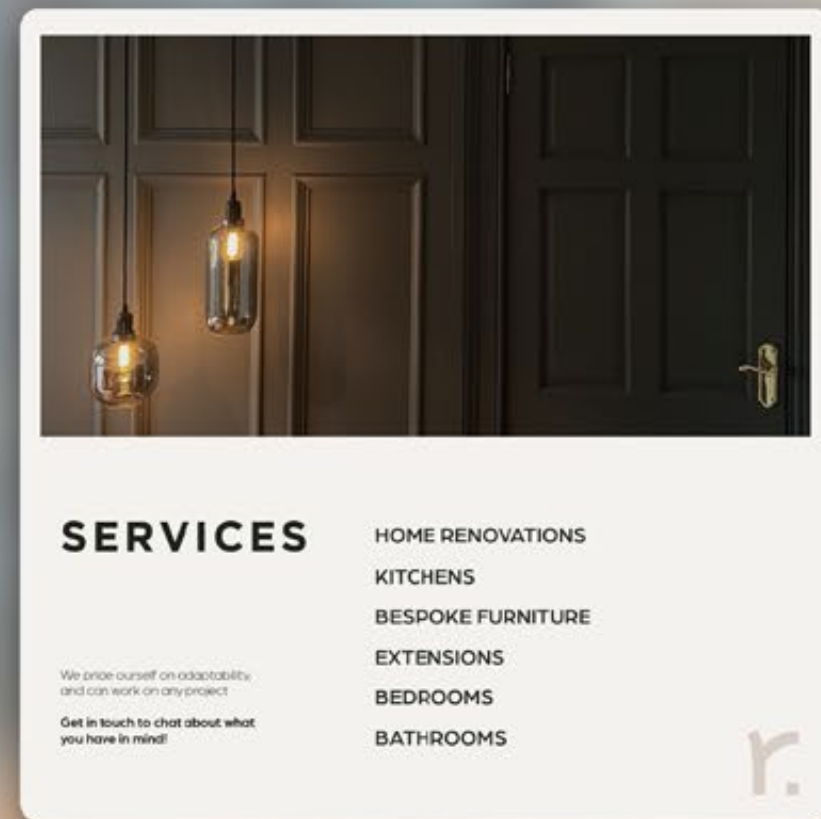
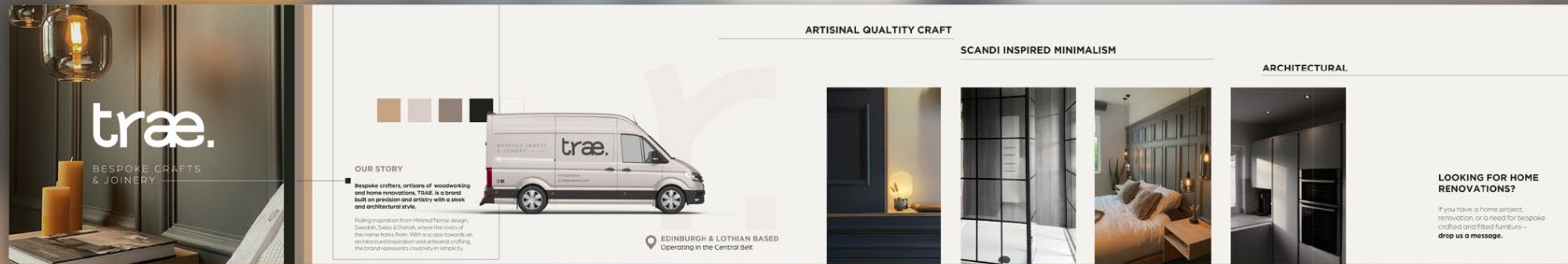
AGENCY

TRAE. JOINERY

Brand Guide

Client at Agency Twenty Three

A rebrand and guidelines document developed for an Edinburgh-based Joinery company. Passing from father to son - bringing a new lease of life, establishing the brand's future direction.



TRÆE. JOINERY

Social Media Posts

Client at Agency Twenty Three

A selection of branded and stylised social media posts for Træe Joinery. Seamless carousel & individual posts.

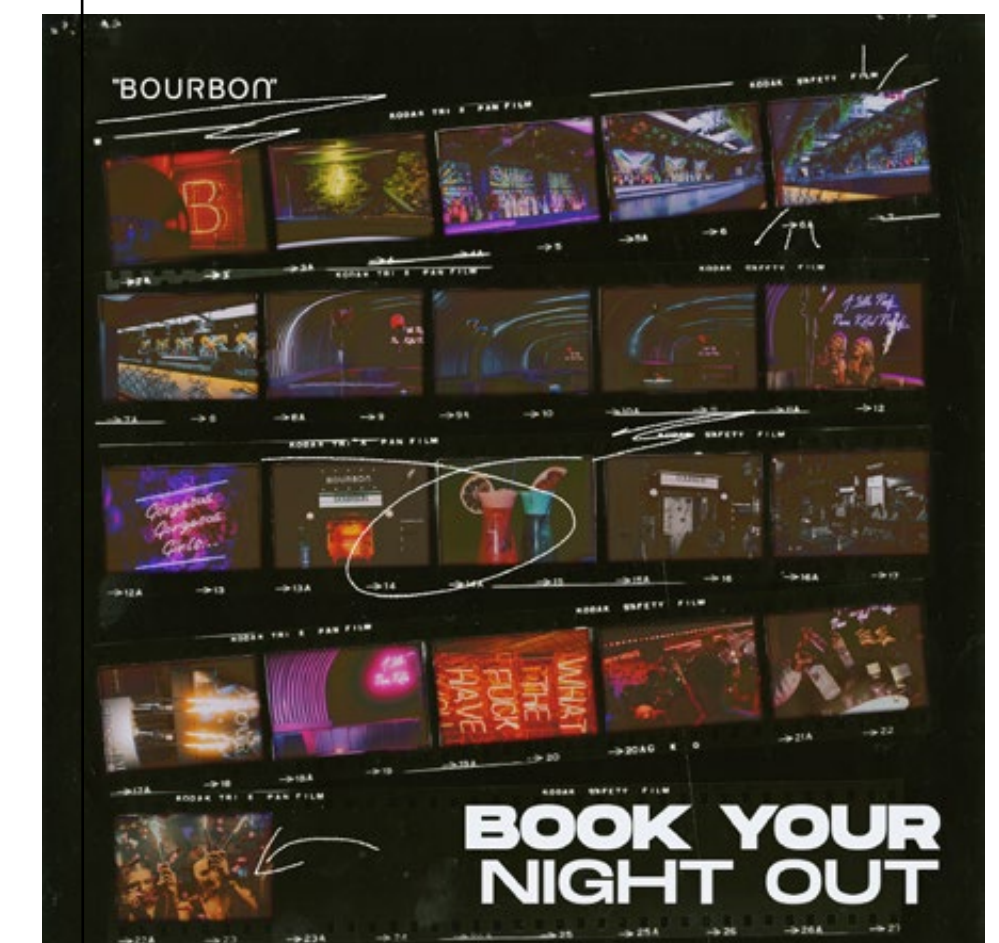
Kickstarter Tier Reward - Tlppy Poster

From the Kickstarted video game [in development] Date of the Dead, creator Katie approached me to create one of the tier reward posters of one of the games characters, a very emotional hopeless romantic ghost trapped in the library of the town, Purgatory.

Date of the Dead

Illustration





BOURBON

Custom Signage, Posters
& Socials Posts

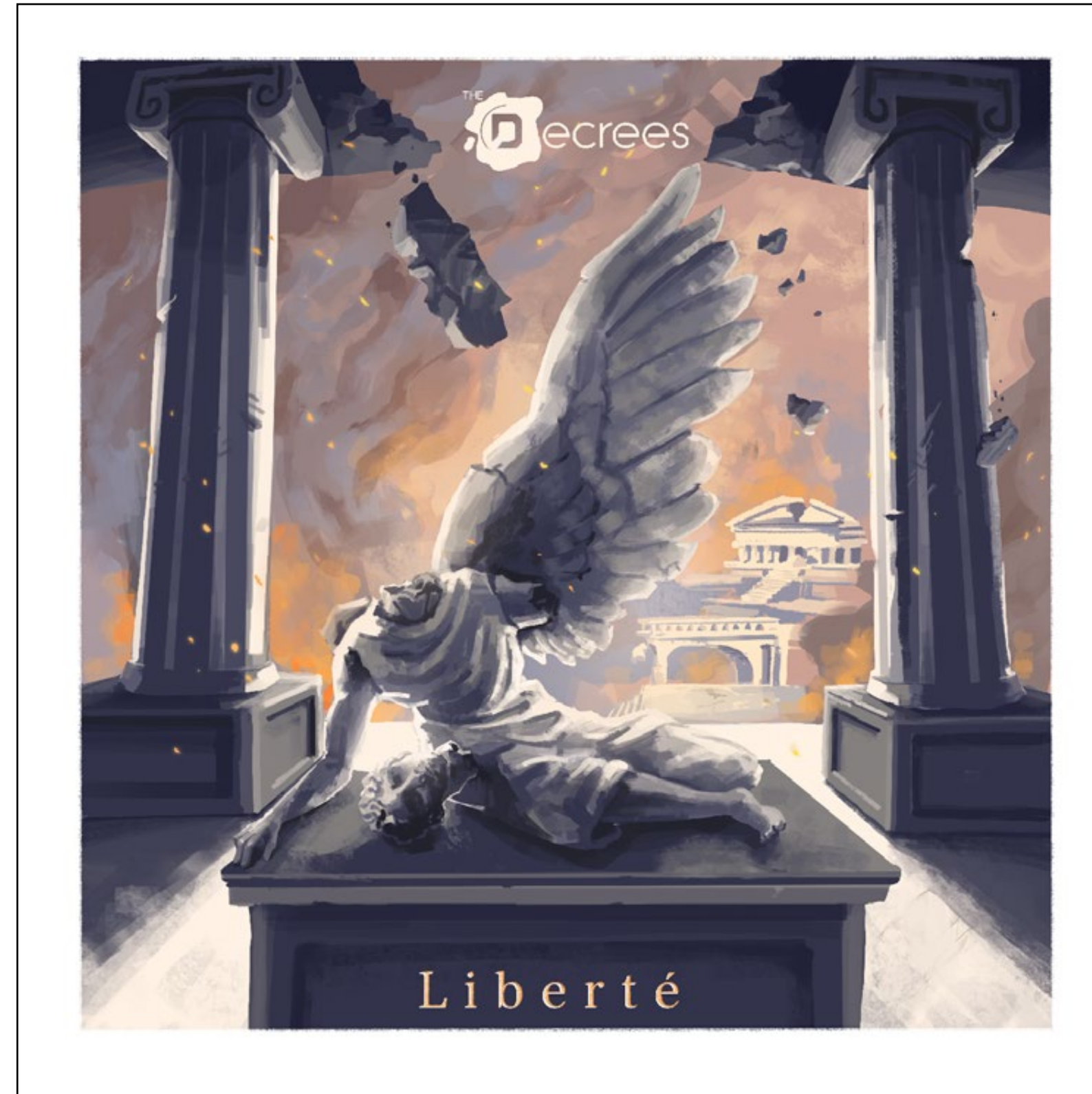
Client at Agency Twenty Three

Custom signage, menu's and illustrations for Bourbon, an Edinburgh nightclub, to match their new branding.
*Bar is a mock-up to show placement of branded materials.



DBT
 Event Posters
 Client at Agency Twenty Three

A range of event posters, designed for display in multiple digital and print formats.



THE DECREEES

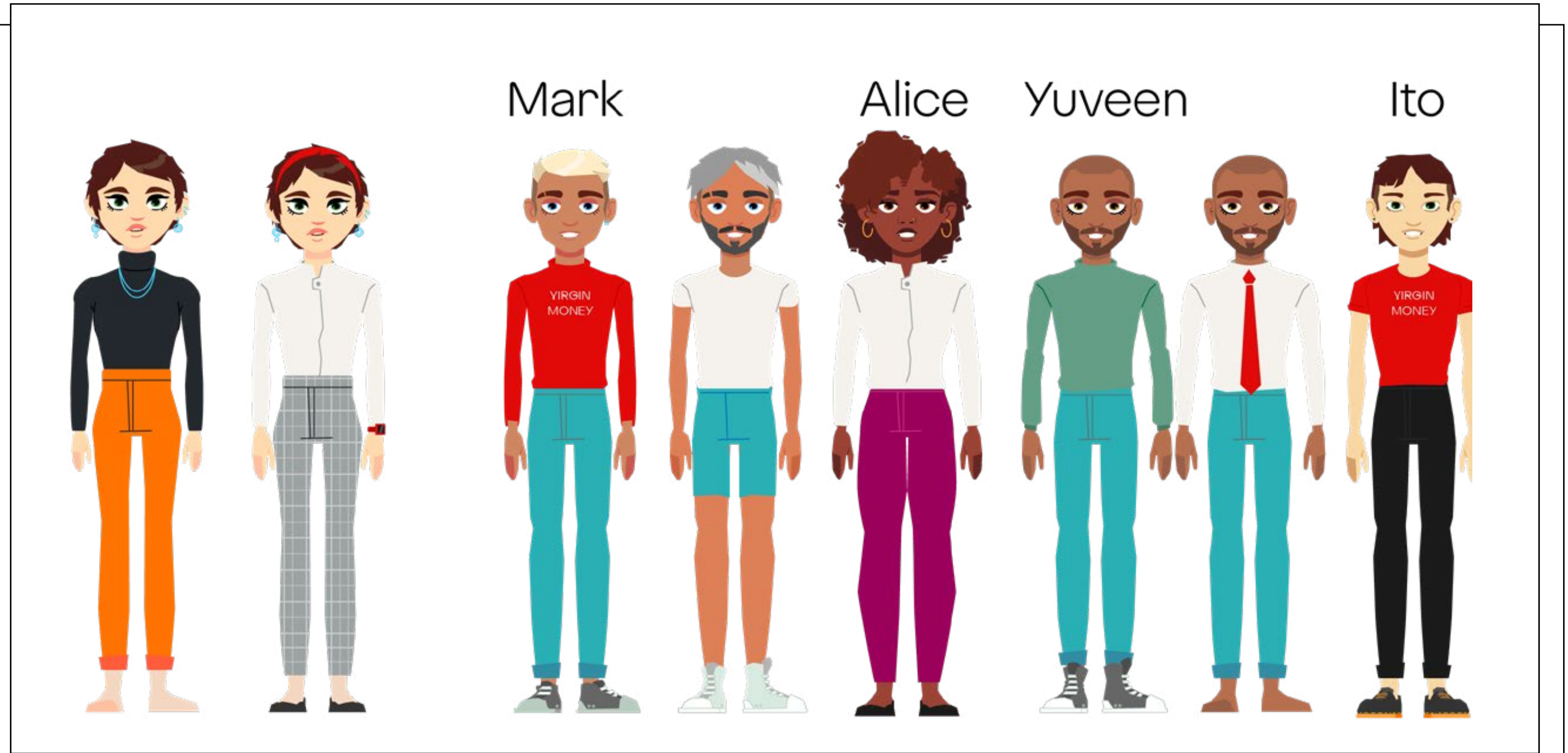
Album Artworks

Various Single Album Artworks

The client came to me with initial visions relating to their songs: Camero, Liberté, RUN. Show are the resulting final single artworks.



Tuesday - Outfit Development



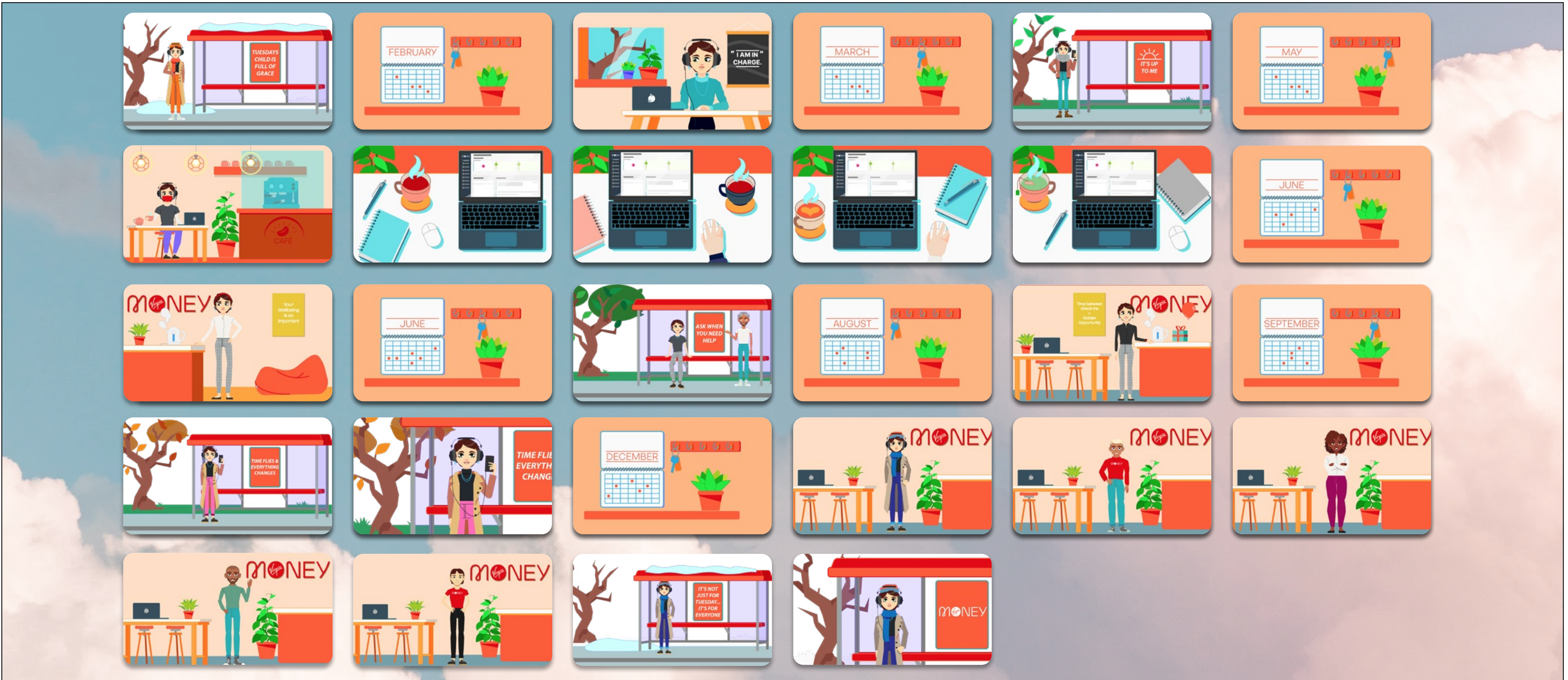
Secondary Character[s] Development

VIRGIN MONEY

Full Scene Illustrations
for Motion Animation

Internal Company Training Video

A range of secondary characters to accompany the main character "Tuesday" throughout the narrative. Tuesday's alternative outfit options as the story passes over a year.



VIRGIN MONEY

Full Scene Illustrations
for Motion Animation

Internal Company Training Video

A range of illustrated scenes, characters, and props, made following a given script plan. Illustrations were sent to animators for final animation.



[VIEW GIF](#)



Black Lives Matter

Kinetic Illustration

Hand drawn lightning FX animation created during the Black Lives Matter protests of June 2020.

Thank you kindly, for your time.

Instagram: [@_LostAstronaut](#)

Linked In: [fraser-j-robertson](#)

www.lostastronaut.co.uk