

# Universal Head

Design That Works.

# Design that works.

Graphic designer **Peter Gifford** has completed a wide range of projects, from branding to boardgames, for clients all over the world.

Clients appreciate Peter's design because it works, and because while great graphic design is creative, its main purpose is to communicate with people.

Today it's essential to have an experienced and skilled designer on your team, to create exceptional designs that speak to your clients.

Peter delivers design on time, to budget, and with care, intelligence and creativity.

Because no matter the medium, no matter the solution, great design is **design that works.**



# What I do.



**Identity & Brand** From a single logo to a compelling corporate identity: website, printed communications and stationery.



**Promotional & Product Design** Corporate communications, posters, eDMs, brochures, flyers, banners, menus, booklets, newsletters, boardgames, layout, product packaging, signage, book covers, informational graphics, and advertisements.



**Websites & Interfaces** From design mockups to functional and beautiful WordPress websites that engage and inspire people.



**Creative Vision** Evocative and imaginative visuals, art direction, visual concepts.

# Clients.

## Commercial

Kimberly-Clark  
News Interactive  
Optus  
Telstra  
ShowTime

## Cultural

Act2  
Australian National Theatre  
Bangarra Dance Theatre  
Charles Darwin University  
Real Play Media

## Design & marketing

AWA Entertainment  
Energetica  
GroupM  
Hothouse Interactive  
Principal Communications  
Roger Sansom Productions (HK)  
Three Squared

## Education

The Australian Museum  
Charles Darwin University  
Queensland STEM Education  
Policy Cures  
University of Melbourne

## Entertainment

Ares Games (Italy)  
Crosscut Games (USA)  
Omni Adventures (USA)  
Petersen Games (US)  
Nine Network Australia  
Fairfax Digital  
Frame, Set & Match  
GotGame Entertainment (USA)  
Profantasy Software (UK)

Stone Blade Entertainment (US)  
Stargames  
Ubi Soft Interactive (USA)  
WorldWorks Games (Canada)  
Z-Man Games (USA)

## Financial Services

Allianz  
Calxa  
Blake Dawson  
Certainty Compliance  
Coopers & Lybrand  
Customer Centrics  
St Andrew's Insurance  
Southern Cross Health  
MLC Life  
Westpac  
Tower Insurance  
Teachers Health  
SunSuper  
Suncorp

## Government

Australia Post  
NZ Inland Revenue  
WA Water

## Technology

Adimex  
Cochlear  
Digistor  
Dolby  
Honeywell HNS (UK)  
Jands  
Macromedia  
Nudge Talent

## Tourism

Australian Tourist Board  
Chandra Luxury Bali Villas

# Unique brands

This is where it all starts: the perfect brand for your business. A brand that inspires, and one you can stand behind with pride.

**Airdocs.** Beautiful in its simplicity and confidence, with a simple monocolour treatment that sets it apart from the crowd.

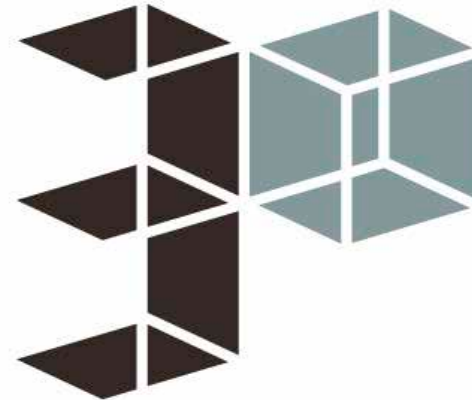
**Three Squared.** Powerful, recognisable, and meaningful. The brand was applied to stationery, a website, signage and a corporate brochure.

**Digistor.** An effervescent motif bursts out of this logotype, which is expressed in a colourful and flexible palette of four colours.

**Certainty Compliance.** A contemporary and business-like identity with gravitas and style.

“Peter created a stunning and engaging business identity, seemingly effortlessly, on time and with a rare commitment. We are delighted by how completely our identity captures our strategy. Peter also built us the best website in the industry. We know all this because our clients have gone out of their way to tell us [and] our hard-to-impress IT guru raved about the website.”

Michelle East CEO, Certainty Compliance



# Promotions with punch

Design to attract, engage and entertain. Internal and external electronic and printed communications. Posters, brochures, eDMs, packs and promotional items.

**GroupM.** The M Grad Project is the flagship graduate programme for this global media conglomerate. Peter designed the brandmark and launched it with an enticing and colourful range of collateral, then for several years refreshed the campaign to bring a new and exciting look to each year's communications.

"Peter has completed a wide range of design jobs for GroupM over the past few years and has become our trusted go-to graphic designer. His work is always creative and effective, and I can leave any project with him safe in the knowledge it will be completed on time and above expectations, and to brief. I highly recommend Universal Head."

Elissa Good-Omozusi Chief HR & Talent Officer, GroupM





# World-class communications

Practical, beautiful design for printed letters, brochures, forms and responsive mobile and electronic communications.

**Customer Centrics.** Design for leading financial services and government institutions in Australia and New Zealand, including **Westpac, Suncorp, Allianz, Auto & General, icare, MLC Life, SunSuper, WA Water, Teachers Health, the NZ Inland Revenue Department, Tower Insurance, and Southern Cross Health.**

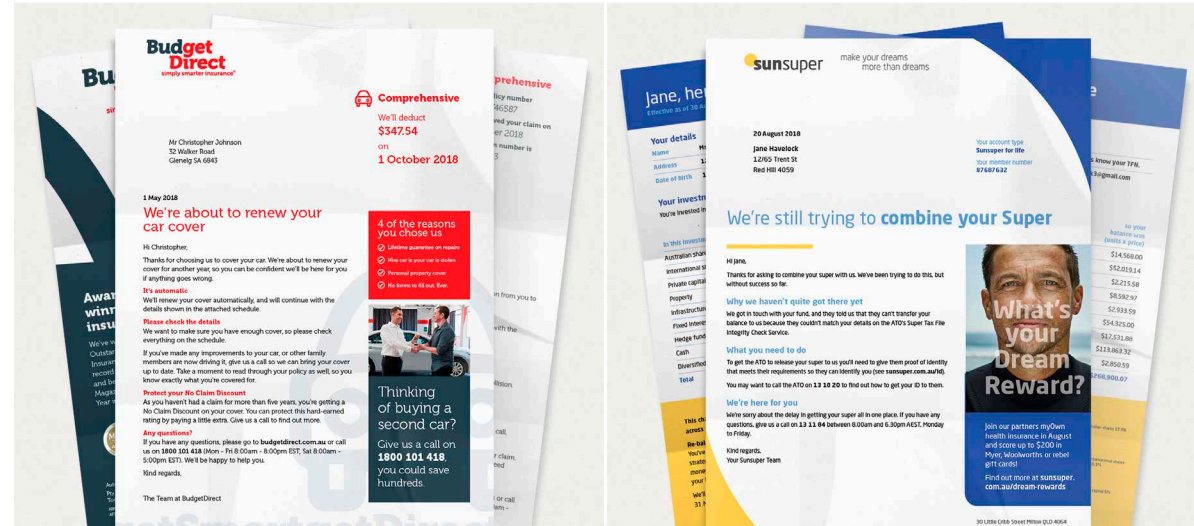
Peter created scaleable templates for written and mobile communications to revolutionise the way companies communicate with their customers.

“Universal Head has consistently combined innovative design ideas with top-quality presentation in the course of numerous jobs with leading financial institutions in Australia and New Zealand.

Peter’s designs provide the “Ah ha!” moment that enable these organisations to leave the traditional paper-based outsourced mailhouse model, and create and deliver their own impactful digital customer communications.

No other designer we’ve worked with understands the opportunities of the CCM environment like Peter; we can’t recommend him highly enough.”

**Will Belford** Managing Principal, Customer Centrics International



# Superior websites

Peter has designed hundreds of websites and website interfaces. He specialises in interface visuals and WordPress-driven sites to inspire and engage people.

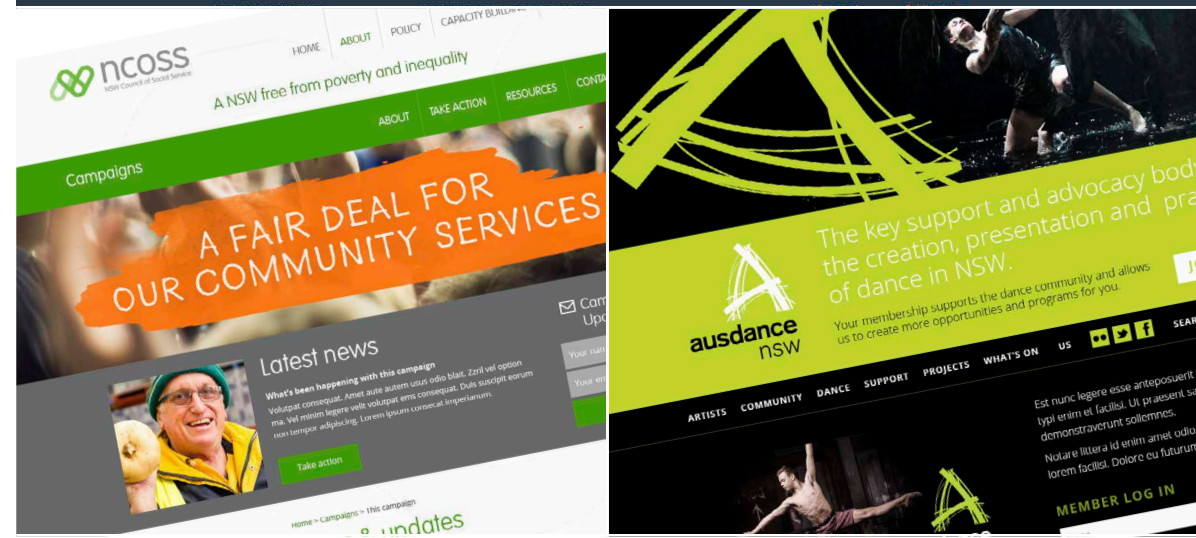
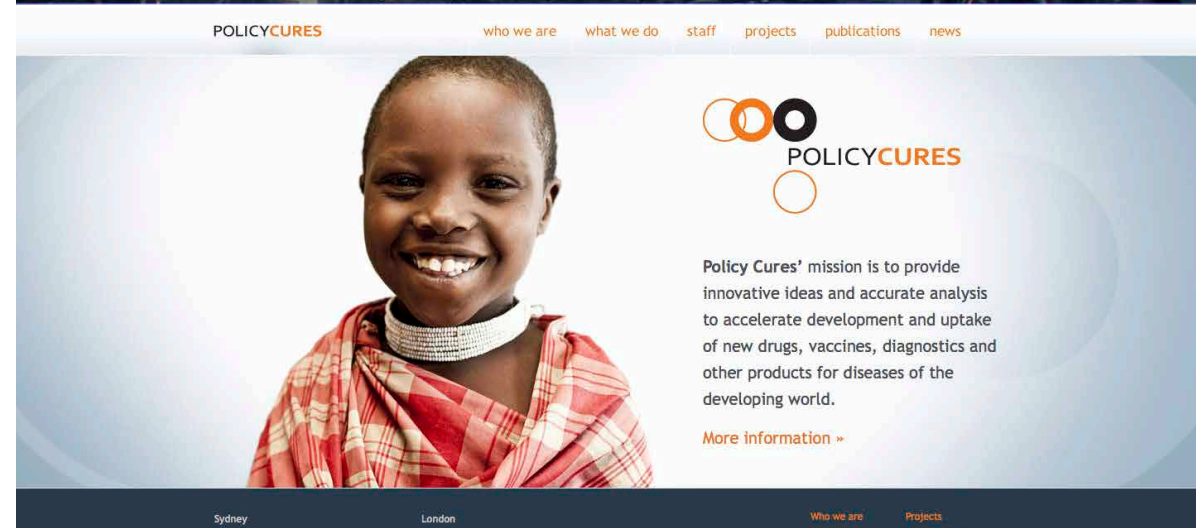
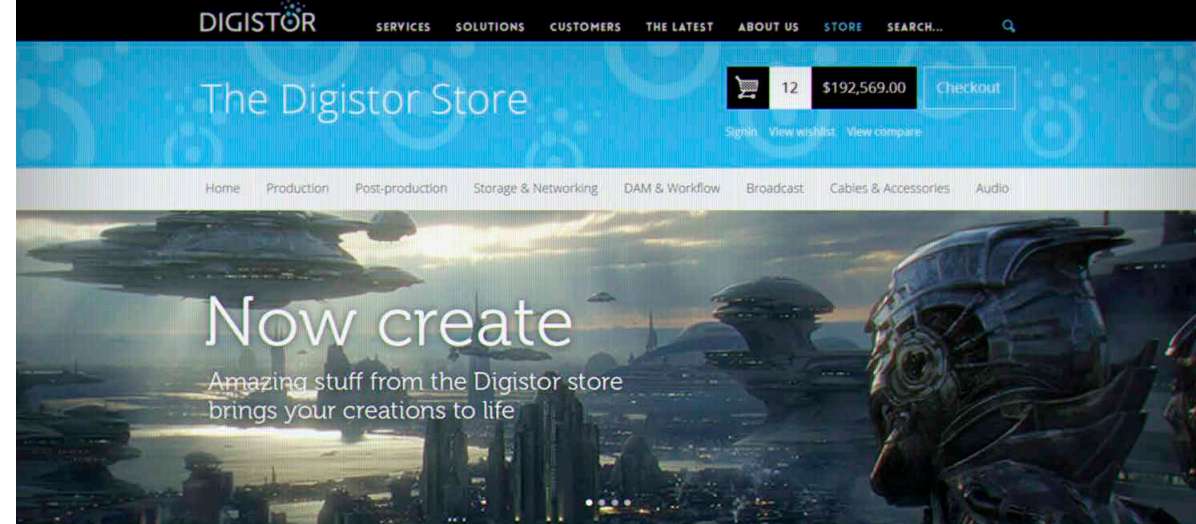
**Digistor.** After creating the Digistor identity and tagline, Peter created comprehensive Photoshop mockups for its new website and online store.

**Policy Cures.** The company needed a clean, elegant website. Peter designed the site, coded it by hand, and selected appropriate photographs and design elements.

**Energetica.** Over several years Peter designed over fifty website interface mockups for not-for-profit companies, bringing quality design to this often neglected sector.

"I don't think we could have made a better choice than Universal Head. The site was exactly what we'd pictured in our minds—lean, warm, beautiful and functional—and all achieved without fuss and amazingly quickly. Peter is a genius."

Mary Moran Policy Cures





# Creative vision

Evocative visuals for the boardgame industry that enhance the gameplay experience—and Peter writes rulebooks too.

**Tales of the Arabian Nights** Z-Man Games.

This classic game features a 300 page *Book of Tales*. Peter purchased a rare 1912 first edition *Arabian Nights* as source material and inspiration, and created the map from scratch.

**Ninjato** Crosscut Games. Features hand-drawn calligraphy and authentic, evocative textures.

**Inkognito** Ares Games. Peter expanded the original edition's watercolour illustrations with matching work.

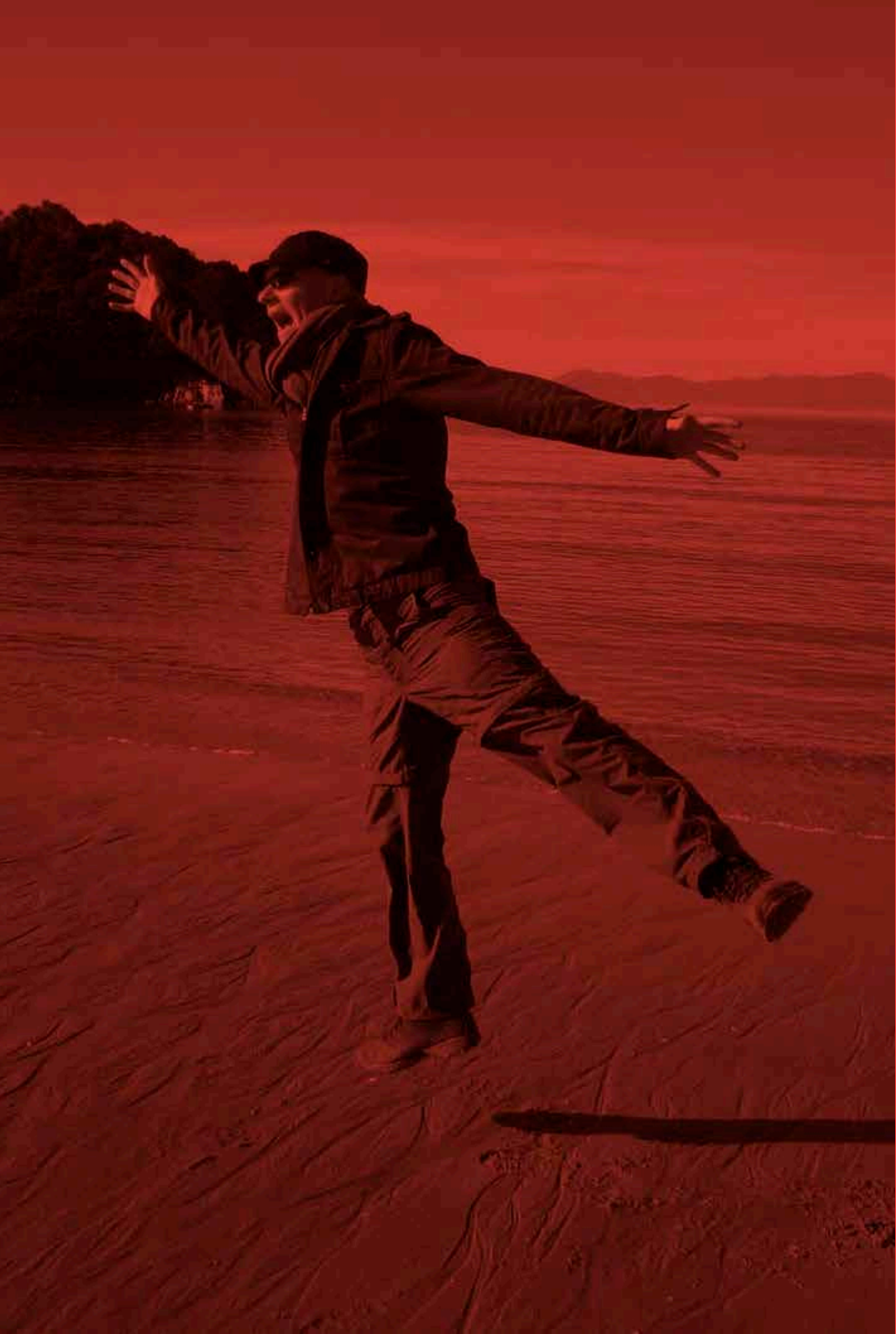
**Atlantis Rising** Elf Creek Games. Working with renowned illustrator Vincent Dutrait. The game received a 10/10 review from Zee Garcia of industry-leading review site The Dice Tower: “the aesthetics here are truly stunning ... the artwork is unbelievable ... a lovingly produced game and I think that shows”.

“Peter is fantastic to work with. He is professional, thoughtful, detailed and fast—everything you could want in a graphic artist. The finished design was more than we imagined. I highly recommend him.”

Adam West Crosscut Games







# Peter Gifford

**Universal Head** is Peter Gifford.

Steadfastly independent and a firm believer in a personal connection with clients no matter their size, Peter created Universal Head to bring an obsessive attention to detail to every aspect of his visual communication work.

Peter's respect for quality design lies at the heart of everything he does. His mantra is that no matter the medium, no matter the solution, great design is design that works.

Oh, and the name **Universal Head**? It came from a little doodle Peter made back when he was getting his BA (Visual Communication) from Sydney College of the Arts; a doodle of a head looking simultaneously forward and in profile. He immediately thought it would be a great name for his own company one day.

Peter has lived and worked in the UK, USA, and Australia. He now lives on the south island of New Zealand with his partner Carol, two cats (Drusilla and Ripley), and a constantly-growing boardgame collection.

For a comprehensive portfolio, visit

[universalhead.com](http://universalhead.com)

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