

SARA ROBERTS

Graphic Design | Visual Merchandising | Art Direction

SERVICES

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INTRODUCTION

Bringing your vision to life with innovative design solutions.

Offering a wealth of creative experience from graphic design and illustration to art direction, Sara Roberts Creative freelance design agency is a bold thinker, passionate about bringing ideas to life to strengthen brands by appealing to new and existing audiences and developing professional assets with personality intact.

Strong creative assets set industry leaders apart from competitors, even in saturated markets, by transmitting core values and creating stand-out brand recognition to attract a loyal customer following.

Sara Roberts Creative is dedicated to producing assets that make an impact, that are specifically tailored to appeal to the target audience and that speak the brand's truth to forge lasting impressions on the end user.

With a wealth of over 20 years of industry experience, Sara Roberts Creative is here to bring your brand to life.



OVERVIEW

About Sara Roberts Creative (SRC)

Understanding the importance of a cohesive brand identity, Sara Roberts Creative was founded to assist brands in creating memorable visual assets to enhance brand recognition and achieve commercial goals.

Sara, Founder of SRC, is a Graphic Design Graduate of Central Saint Martins with a wealth of experience acquired from over 20 years of working in-house and as a freelance designer for a variety of brands.

SRC offers a broad skillset across a range of mediums including illustration, art direction, and visual and product merchandising, among many others, all of which are offered as freelance design and creation services.

Mission Statement

Sara Roberts Creative becomes an extension of your in-house team. With enhanced creative vision, all services are tailored specifically to create your vision with existing brand and goals in mind.

Whether adopting or creating a brief, SRC works to produce a strong, cohesive identity across visual assets to create a clear, memorable brand that resonates with customers.



Creative window concept for Godiva's limited edition chocolate range 'Gold Icons'

SERVICES

Freelance Graphic Design Services

Sara Roberts Creative offers a variety of bespoke graphic design services that encompass a wide range of disciplines to assist clients with the development of a strong, cohesive identity across their visual assets to create a clear, memorable brand that resonates with the target audience.

Illustration

Having developed a distinctive 2D graphic style using vector illustration, SRC produces creative designs that work across different products and mediums to create memorable brand assets, standing out against competitors, while encouraging a loyal customer base through recognition.

Digital Design

SRC designs strong digital assets across a range of mediums including website and newsletter banners, social assets and marketing literature. Additionally, SRC creates bespoke website designs from concept, wireframe and output for coding across all CMS platforms. These digital assets represent and solidify the brand's identity.

Art Direction

Beginning by creating conceptual mood boards before producing and directing photoshoots, including overseeing all artistic features to produce elevated brand-specific content. SRC directs production from start to finish, ensuring photographic and video assets are delivered to the highest quality.

Packaging Design

From initial concepts to final artworks prepared for print, SRC designs brand and product-specific packaging reflective of the brand's values, conscious of target demographic, and with competitive edge. SRC assists our clients in creating relevant, recognisable designs that give each product a unique feel while retaining brand identity.

Visual Merchandising

Whether designing a bespoke concept or working from a set brief, SRC commissions, builds and installs window displays to provoke maximum engagement with the target audience. SRC also advises on in-store merchandising, including the placement of display props and point of sale or signage, to maximise conversion.

Design for print

SRC crafts catalogues, brochures and magazines to the highest standards in accordance with the house style of the publishing entity. With extensive experience, SRC understands how important the end-to-end process is and guides our clients through every stage from paper selection to press passing to completing high-quality final products.

CONTACT

We would be happy to discuss your project and vision and find out how Sara Roberts Creative can support you and your organisation in reaching your goals and bringing your brand to life.

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CLIENT HIGHLIGHTS

acctim

AUBIN & WILLS



BLOSSOM
MOTHER AND CHILD



ELOISE LINGERIE

fcuk®



GRAHAM AND GREEN

habitat

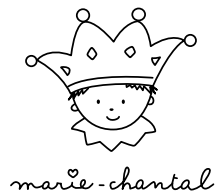
Handel
& Hendrix
in London

Jack Wills
University Outfitters

Ken

Long Tall
Sally

M&Co



MINT VELVET

mothercare

Mr Simms®

Phase Eight

RODERICK CHARLES
LONDON

SPACENK

SugarSin®
COVENT GARDEN



TESTIMONIALS

I had the pleasure of Sara joining my team for a year as she covered a maternity role.

She was a lovely energy to have around, and the whole team quickly warmed to her, including her 6 direct reports.

She was a fantastic manager and developed the team during her time at Crew, identifying potential and helping them to learn and progress.

Sara worked across all aspects of the creative function from photoshoots, VM, window displays, new store designs and setting up and photographing the location stills photography. Nothing was ever too much trouble, she would turn her hand to anything.

We were sad to see Sara leave at the end of her placement and would recommend her without a second thought.

**Georgina Clark, Brand Director
Crew Clothing**

I have worked with Sara on various projects over the years with Godiva and now again with Mr Simms. Why do I go back to her?.....it's simple, she delivers exceptional results to the briefs given and delivers on time. It's always a pleasure to work with her.

**Karen Taylor, Global Head of VM and Store Design
Mr Simms**

I have worked with Sara on numerous projects over the years. She has excellent grasp of a client's requirements and always delivers on time and on budget.

She is flexible a pleasure to work with and nothing seems to daunt her.

**Mark Dane, Chairman
Ec2i**

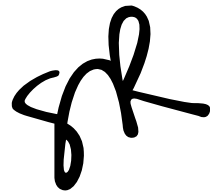
At SugarSin we have been extremely lucky to find a creative designer like Sara with such a vast talent & a natural flair for creating great designs - a rare combination to find!

Sara has been extremely creative in designing the pouch bags for SugarSin's new range of cocktail & vegan fruit gummies. She applied her own 'out of the box' thinking at various times, which not only added a nice feature to the designs but gave SugarSin a unique point of difference. She showed full commitment to the project which made it very aspiring right from the moment we gave her the first brief up to the moment we saw the real product in our hands.

We have already signed Sara for more design projects at SugarSin as her creativity has given us the confidence of the beautiful work she can deliver.

As an individual, Sara comes across very professionally & is a natural fit in the world of creativity & design. An excellent choice!

**Jiten Shah, Managing Director
SugarSin**



Sara Roberts Creative Limited