

CASE STUDY

INFOGRAPHIC

BULLION



SKILLS

- CLIENT LIASON
- CREATIVE IDEAS
- GRAPHIC DESIGN
- ILLUSTRATION
- DIGITAL FILES
- CLOTHING

CLIENT

- BASED IN SHEFFIELD, UK
- CHOCOLATIER



When you get asked to do work for a chocolate factory, you don't say no!

The owner and chocolate maker Max Scottford stumbled across my work and thought the sketchy Victorian line work style would fit the traditional way of making couture bean to bar chocolate so he asked me to illustrate an infographic to help demonstrate the whole process to clients at tastings and show events.

We worked closely together to find the ideal style that would fit his chocolate-philosophy perfectly and I visited the factory several times to fully understand the process. Now the final result, an eight-panelled timeline infographic, is following Max to every event, and the images can also be found on his webpage.

To celebrate and launch 2018, a year that promises to be very exciting for the quickly rising factory Bullion, I also designed a limited run "Bullion Boys Club" hoodie, that makes Max's clients understand that Bullion is more than just a chocolate.

