



Harfleet
Designed.



Harfleet Designed.

For more than twenty years Paul Harfleet has developed an award winning, multi-faceted international art and design career.

“My passion is for beautiful and efficient design in whatever field I find myself in, from document design to branding, marketing and website development.”

Harfleet worked part-time for PizzaExpress from 2012-19 as an Internal Design Manager and continues to work as a freelance designer. He has worked for multiple brands and businesses including RedCat Pub Company, Yo Sushi and Franca Manca.

His artistic practice combines design, illustration, writing, social activism and photography. He has won two gold medals at RHS flower shows, collaborated with Tatty Devine. In 2018 his book; Pansy Boy was short-listed for the Polari First Book Prize. In 2021 he was a prize winner at the Queer Britain Art Award.

pjharfleet@hotmail.com

07870 244 153

<https://linktr.ee/Harfleet>

Skills.

- Marketing campaign development and production
- Brand identity development and production
- Copy writing
- Illustration
- Printed material design
- Website design
- Motion graphics
- Film production, editing

- Indesign
- Photoshop
- After Effects
- Illustrator






From 2012-19 Paul Harfleet worked for PizzaExpress, initially as a proof reader of menus. Paul saw an opportunity to reduce costs by designing training documents 'in-house'. Saving thousands of pounds a quarter by using his knowledge of design and aesthetics to create engaging and informative documents and digital content.

Paul Harfleet became the design ambassador for internal documents, creating training materials, communications, Intranet banners and assisting with film production and internal branding.

Working with Internal Communications, IT, HR and Central Operations, Paul became a key member of the team, monitoring the standards of internal communications across the business.



Mother's Day
Sunday 31st March 2019

<p>Key Dates: Awards must be displayed from Monday 11th March until Sunday 31st March and removed at the end of the shift.</p> <p>Valid: All day Sunday 31st March. Can't be used with other promotion. Does not include: Price points Vary: UNO £18.95/ DEO £19.95/ TRE £20.95/ MILANO £24.95. Offers are not redeemable with or alongside the Mother's Day 3 course set menu. Most offers will be voided for the day except: Fries, Nectar, 50% off food after 5pm Sunday. The normal set menu will NOT be available on Mother's Day.</p>	<p>Details: All customers should be handed the Mother's Day set menu alongside the standard menu.</p> <p>Till: Both promotions will be available on the hand-held: '3 Course Mother's Day' 'Free Mother's Day Drink'.</p> <p>Blank Bill: Mother's Day is an ideal time to hand out a Blank Bill, pay attention to any heart-warming stories that are worthy of a 'treat on us'.</p> <p>Stock: Ensure that you review your stock/pur levels in advance, to avoid any disappointment on the day.</p>
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Please Note:
When you hand your guests the menu, you should also give them the Mother's day set menu handout and highlight that the mums of the table can enjoy a complimentary glass of Prosecco if they're having the set menu. Say something like "It's so nice to take your order away just for us because of you. It's for having the free Prosecco". Remember, not all mums will be dining with their children- and that's OK, all mums are welcome to a free glass of Prosecco when fitting from the set menu.

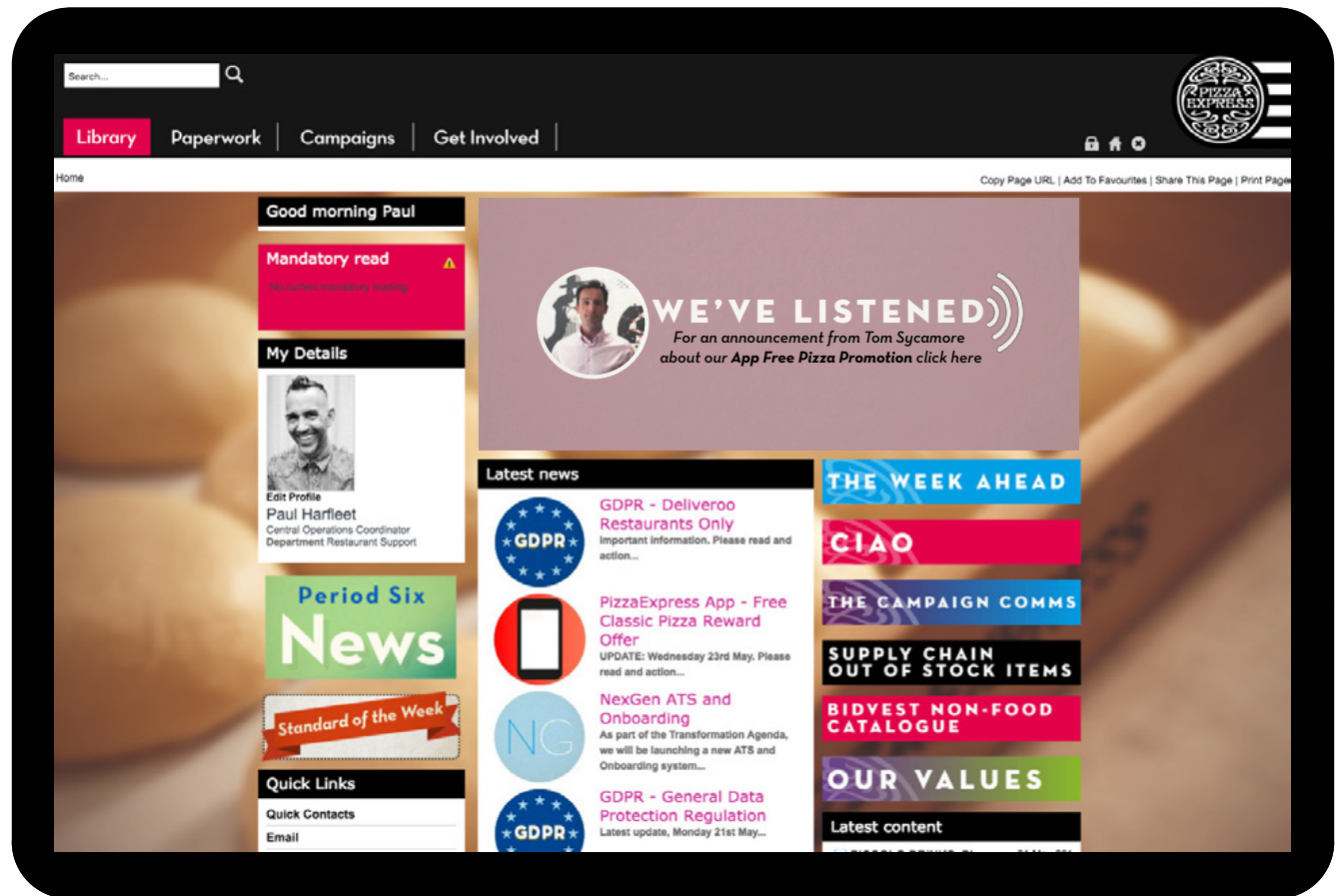
T&Cs:
Sweets: Single Daily Specials (GF option available), Biscuits Originals (PizzaExpress), Buffalo Macarons & Cream Salsas.
Menu: Not valid for application, and all items, fish, and salad.
Dessert: Honeycomb Cream Slice, Vanilla Cheesecake, Chocolate Brownie, Tiramisu, Affogato, Coppa.
Drink alternative: 50ml brandy Prosecco, 175ml glass of Prosecco/ Pinot Grigio/ Pinot Grigio Black/ Noni of Acids.
Sweets: Not valid for use. All alcohol still and sparkling water.
Dessert: Not valid for use. Dishes that most expensive drink can use are promoting Prosecco.
Includes all PizzaExpress, Welcome Book and Welcome screens.

Creating internal training documents that reflected the corresponding marketing campaign for clarity and ease of understanding.

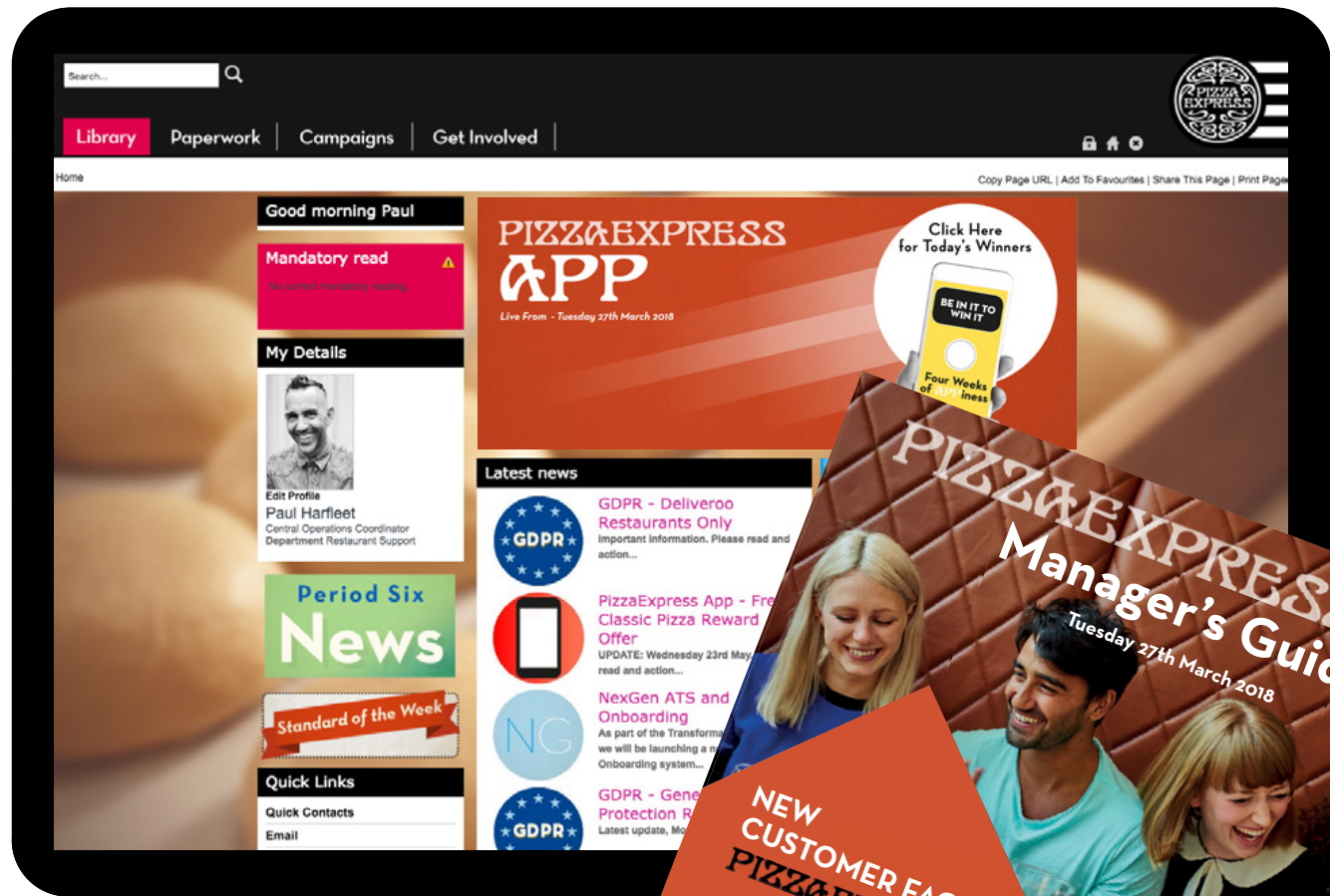
Paul saw an opportunity to simplify comms and refreshed an outdated powerpoint presentation process of communicating multiple messages to the business.

He created the Period Newsletter. Content from every department gathered, edited and designed, creating easy to read, visually appealing content that reduced work streams and increased engagement.

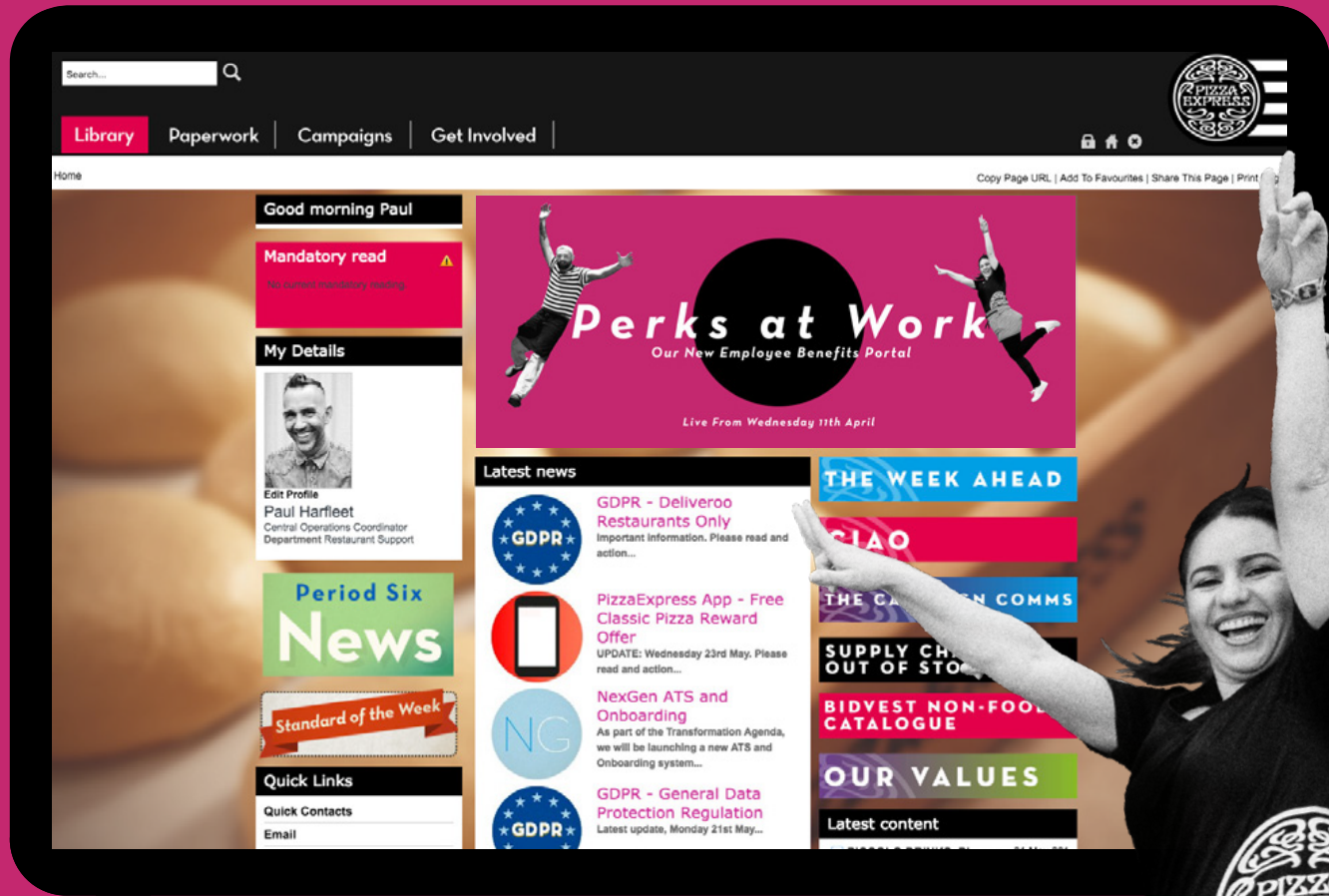




Creating a clear brand identity for important messages with very short lead times. Across communications and Intranet presence.



Creating a brand identity across print, communication and Intranet for clarity of message and ease of reading.



Being informed by design trends to create fresh content contributing to buzz and excitement across the business.



In 2020 Paul was contracted to create a simple to understand brand identity for The Restaurant Group's Project Management Office, designed to create clarity and ease of communication.

The
Restaurant
Group plc

In 2020 Paul was contracted to create a 'Virtual Queue' identity for Franco Manca that captured the illustrative style of Franco Manca's brand.

**FRANCO
MANCA**
SQUADRON PIZZA

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HITOBITO



Head Line

Byline

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HITOBITO

YO!

In 2023 Harfleet designed an internal comms branding plan for YO! Capturing a look and feel inspired by YO! External branding and their own historical influences.

In 2023 Harfleet produced and edited a recruitment video for YO! Sushi. This project required a quick understanding of brand guidelines and appreciating a complex brief.

RELEASE THE GLEE

Christmas 2023



RedCat
PUB COMPANY



Santolo Gaito

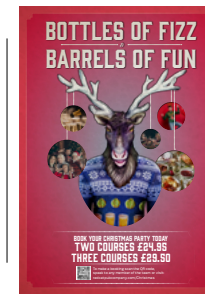
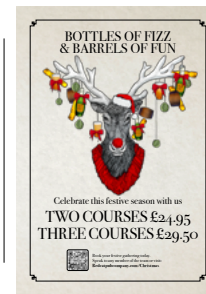
*General Manager
The Grosvenor, Ipswich*
"I love the buzz and the feeling of extra joy and happiness, it's my favourite holiday."

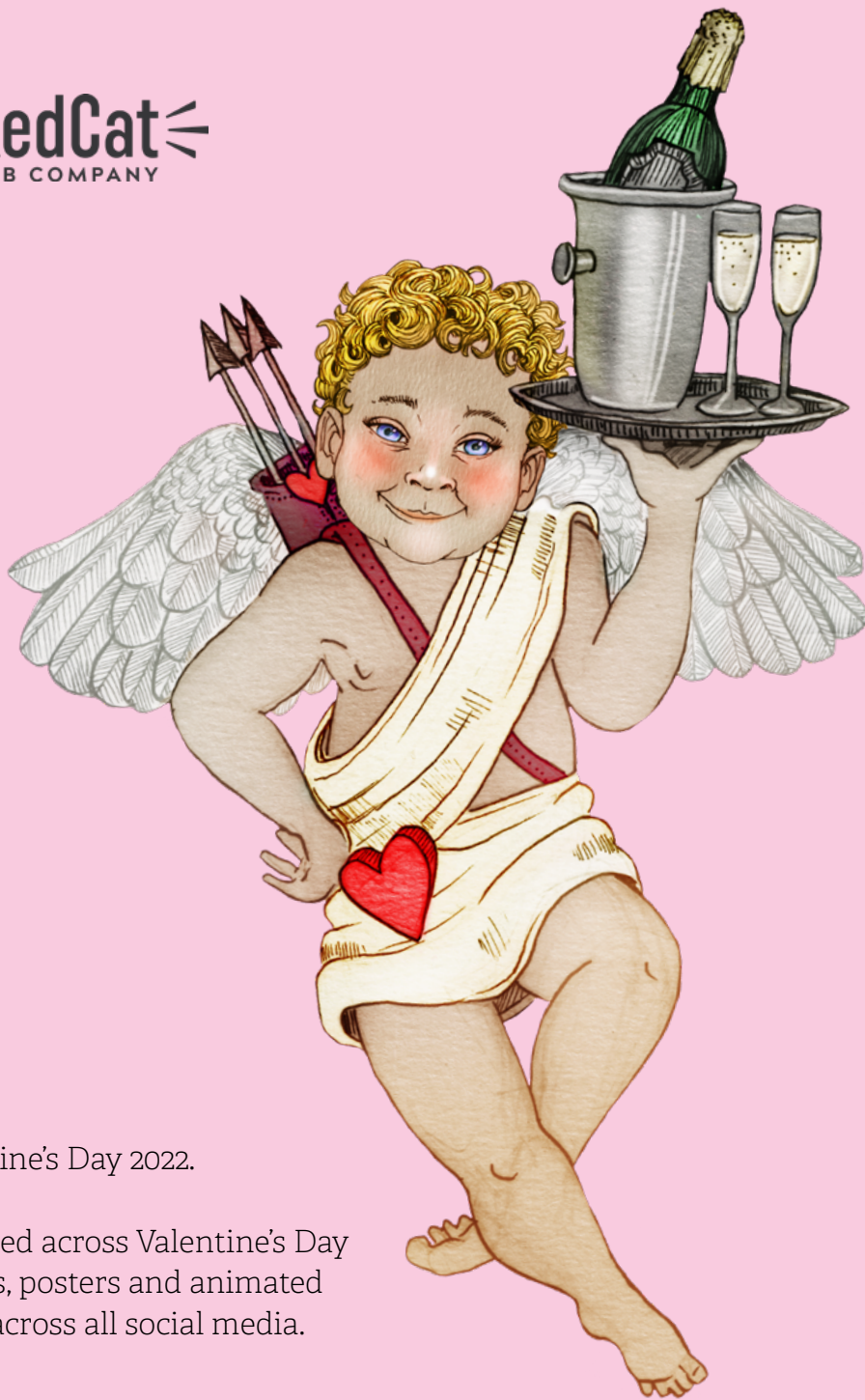
Rhys Worthington

*Designs General Manager
at The Blue Bell, Wokingham*
"We like to celebrate and make each other as happy as we possibly can."

From 2021 Harfleet has worked with RedCat Pub Company and Feature Design, creating food illustrations, developing marketing campaigns covering major marketing occasions from Christmas, Valentine's Day and beyond.

Christmas 2022





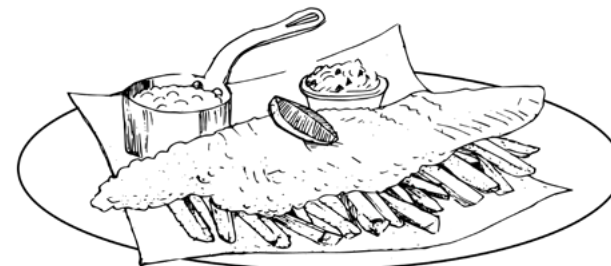
Valentine's Day 2022.

Featured across Valentine's Day menus, posters and animated GIFS across all social media.



Food & Drink Illustrations.

Responding to individual briefs and styles and featured across menus and marketing and social assets.





MEM MEM

In 2022 Harfleet collaborated with artist MEM MEM to develop a visual identity, logo and branding for a future musical project. This included photographic portraits, animations and a look book and is due for launch in 2024.



In 2021 Paul Harfleet was commissioned to create a brand identity for new retail brand Onze Atelier. The brief was to combine a vintage aesthetic with illustration that communicated a sense of a "beautiful boutique, filled with treasures for your home now open in the gorgeous village of Cheadle."



In 2023 Harfleet worked to create a logo and visual identity for Nightjar Music, the project combined Paul's Birds Can Fly project and his knowledge of brand identity:

"About Our Logo: Once we'd finally settled on our new brand name (inspired when Martha heard the distinctive call of a Nightjar on an evening walk) we knew exactly who we needed to bring our avian icon to life; award-winning artist Paul Harfleet. Paul - recognised globally for his 'Pansy Project' - has been an avid, passionate ornithologist since childhood. He began his 'Birds Can Fly' project during the 2020 lockdown, creating exquisite, detailed illustrations of all varieties of birds and bringing colour and joy to everyone's time lines in a time of isolation and darkness."



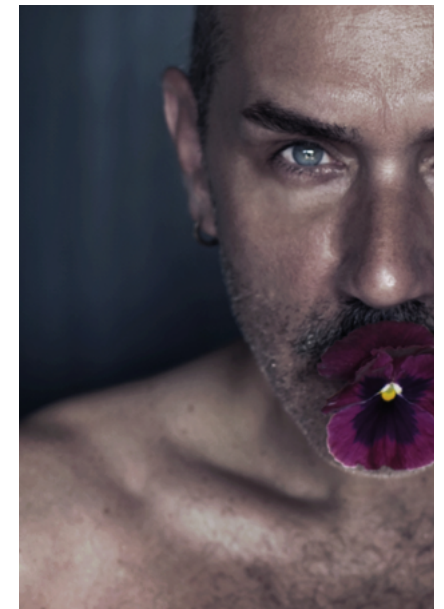
Paul Harfleet
Artwork.



The Pansy Project

Since 2005 Paul Harfleet has planted pansies at sites of homophobic abuse; he finds the nearest source of soil to where the incident occurred and generally without civic permission plants one unmarked pansy. The flower is then photographed, named after the abuse and posted on his website: www.thepansyproject.com.

This ongoing artwork that has shared a message against homophobia and transphobia through multiple means, including his own range of merch, an **award winning** documentary for CANAL+, Les Pensées de Paul, a children's picture book Pansy Boy, **short-listed** for the Polari First Book Prize. The Pansy Project has featured in multiple publications and continues to be a focus for the artist.

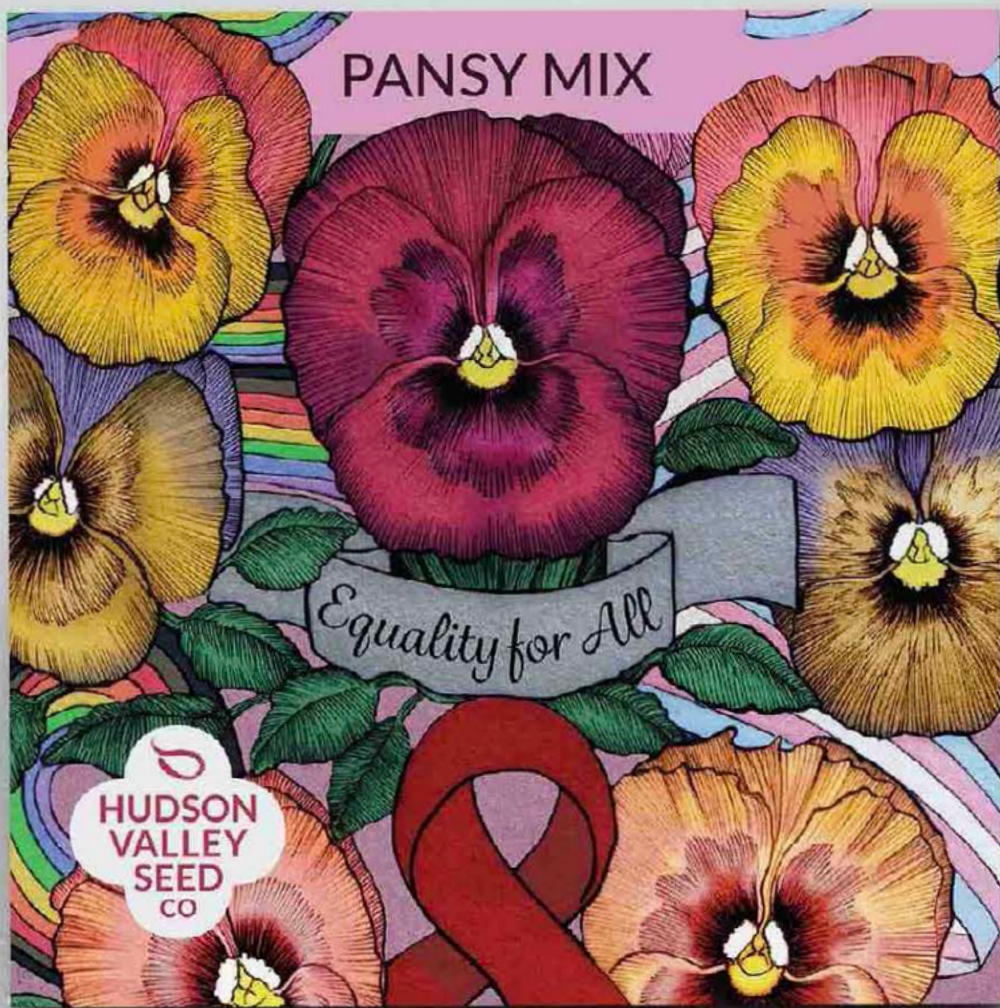




In 2010 The Pansy Project Garden won a Royal Horticultural Society **gold medal** and was awarded Best Conceptual Garden at the RHS Hampton Court Palace Flower Show. A collaborative design with Tom Harfleet, the fracturing concrete reflected the disruption homophobic attacks cause, and the pansies represent the Pansy Project's resistance to homophobia.

In 2011 Paul Harfleet collaborated with iconic London jewellery company Tatty Devine, together they created a limited edition of brooches, part of a tradition the company has of working with artists, including Gilbert & George and Rob Ryan.





In 2019 Paul Harfleet designed pansy seed packs for Hudson Valley Seed Company, renowned for their collaborations with artists the operation based in Accord, New York invited Paul Harfleet to explore the symbolism of the pansy for their annual Artist Seed Packs.



Pansy Power is just one example of some of the merch that has been designed to celebrate and promote The Pansy Project, creating an alternative way of sharing a conceptual artwork and inviting the wearer to become an informal ambassador of the fight against homophobia and transphobia.



Pansy Boy is a picture book written and illustrated by Paul Harfleet and first published by Barbican Press in 2017. The book was shortlisted for the Polari First Book Prize in 2018.

In July 2024 Barbican Press will launch a redesigned book with updated illustrations in paperback across the USA and Canada.

Discover more [here](#).





Allen's Hummingbird drawing and gentle reference for Birds Can Fly, read about the history and context of this artwork [here](#).

BIRDS CAN FLY

Birds Can Fly uses art, illustration and design to educate and inspire bird lovers and promote creativity, kindness and acceptance, encouraging an inclusive community of ornithologists and naturalists. In the spring of 2020 Harfleet asked their social media followers if they could draw them a bird to punctuate their news feeds. As the project grew he created an on-line print shop to satisfy the demand for my artwork.

To promote this venture, Harfleet started 'gently referencing' the birds he'd drawn in a series of photo shoots, each paid homage to the plumage and personality of the birds drawn. These 'gentle references' have become a way to depict and celebrate birds and the complex history of ornithology, through fashion, and make-up. Since 2020 the project has evolved to become an **award winning** project and an eco-friendly merch store that has featured in multiple magazines and publications. In 2023 his work was featured on **BBC's Winterwatch**.



In 2021 Paul Harfleet was awarded the second prize in the Madame F Queer Britain Art Award for this depiction of the Cock of The Rock. Shown left alongside Sadie Lee's first prize portrait of David Hoyle.



BIRDS CAN FLY

Birds Can Fly began as an online store and has continued to evolve into a multi-faceted virtual location for merchandise that celebrates ornithology, the natural world, Harfleet's illustrations and The Pansy Project. Teemill supplies the store with a wide range of eco-friendly organically produced clothing and gifts ranging from prints, puzzles, mugs and Tees and jumpers.

The Birds Can Fly store is now amongst the most popular and successful store that Teemill supplies. Hear how the brand has evolved in an interview with one of the founders of Teemill and Paul Harfleet [here](#).

