



# HELLO, I'M LAWRENCE

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Hi I'm Lawrence - A mixed English and Taiwanese graphic designer based in Cornwall, UK - In my final year at Falmouth University.

Currently I am working towards starting my own clothing brand, combining western street-wear styles with oriental influences.



**Client**

University Esports team

**Category**

Branding, Visual Identity, Illustration, Fashion

**Brief**

Falmouth University is a relatively small University in comparison to most. As a result their societies were also small and their Esports teams have only started to grow and become competitive in the last few years.

Falmouths Esports society had no official branding representing the uni for external competitions. They have asked for a full brand identity overhaul, a team logo/mascot and an official jersey design to be printed and distributed.

**Solution**

The final identity is centered around the logo of a double headed phoenix within an abstract castle shaped shield. It is directly based on themes from the falmouth town crest. The brand colours used, black, white and gold, are considered colours symbolic of Cornwall due to the use of black and white on Saint Piran's Flag (the Cornish flag) and also gold from the 15 gold bezants used in the the Duchy of Cornwall shield.

**Audience**

Students at Falmouth University, specifically the Esports teams and society.

**Date**

2021

# FALMOUTH PHOENIX

## - BRANDING AND JERSEY DESIGN









## LOGOMARK

This is the Falmouth Phoenix logomark consisting of a double headed phoenix within an abstract castle shaped shield. It is directly based on themes from the falmouth town crest of which the primary details feature a black double headed eagle with two gold castle towers within its wings, representing the the forts at Pendennis and St Mawes.

The brand colours used, black, white and gold, are considered colours symbolic of Cornwall due to the use of black and white on Saint Piran's Flag (the Cornish flag) and also gold from the 15 gold bezants used in the the Duchy of Cornwall shield.









PHOENIX



PHOENIX

BANNER | LOGO | ICONS | FONTS

PHOENIX



FRONT



BACK

JERSEY | MOCKUP





FRONT



BACK

## Client

University Project

## Category

Visual Identity, Graphic, Print, UI/UX Design

## Brief

As graphic design students going into industry I realised that it is not easy to make connections with people in industry, especially for shy students. There is also a lot of pressure when trying to make those connections.

Develop an app with the aim of targeting or creating some form of creative community.

## Solution

I created Design Block, an app to match creatives and agencies/studios together in a more casual process, where the work speaks for itself. The idea is that the mini portfolio is seen first and people can then decide if they like their work want to get in contact with the creator. Design Block aims to empower our users with the confidence to share their work with others in a safe, accessible environment. It is important to be Inclusive as all creative industries should be valued.

## Audience

Design studios and potential clients.

# Creative Block

## - APP CONCEPT AND PROTOTYPE

## Date

2021







0112 0132

0112 0132

JCDecaux



The more relaxed way of finding | -----

Teachers  
Support  
Collaborators  
Guides  
Experts  
Inspiration  
Professionals  
Peers  
Mentors  
Assistance

JCDecaux



Make connections with likeminded | -----

Fashion Designers  
Graphic Designers  
Illustrators  
Animators  
Concept Artists  
Web Developers  
Photographers  
Fine Artists  
Copywriters

0112 0132

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Make connections with likeminded | -----

Fashion Designers  
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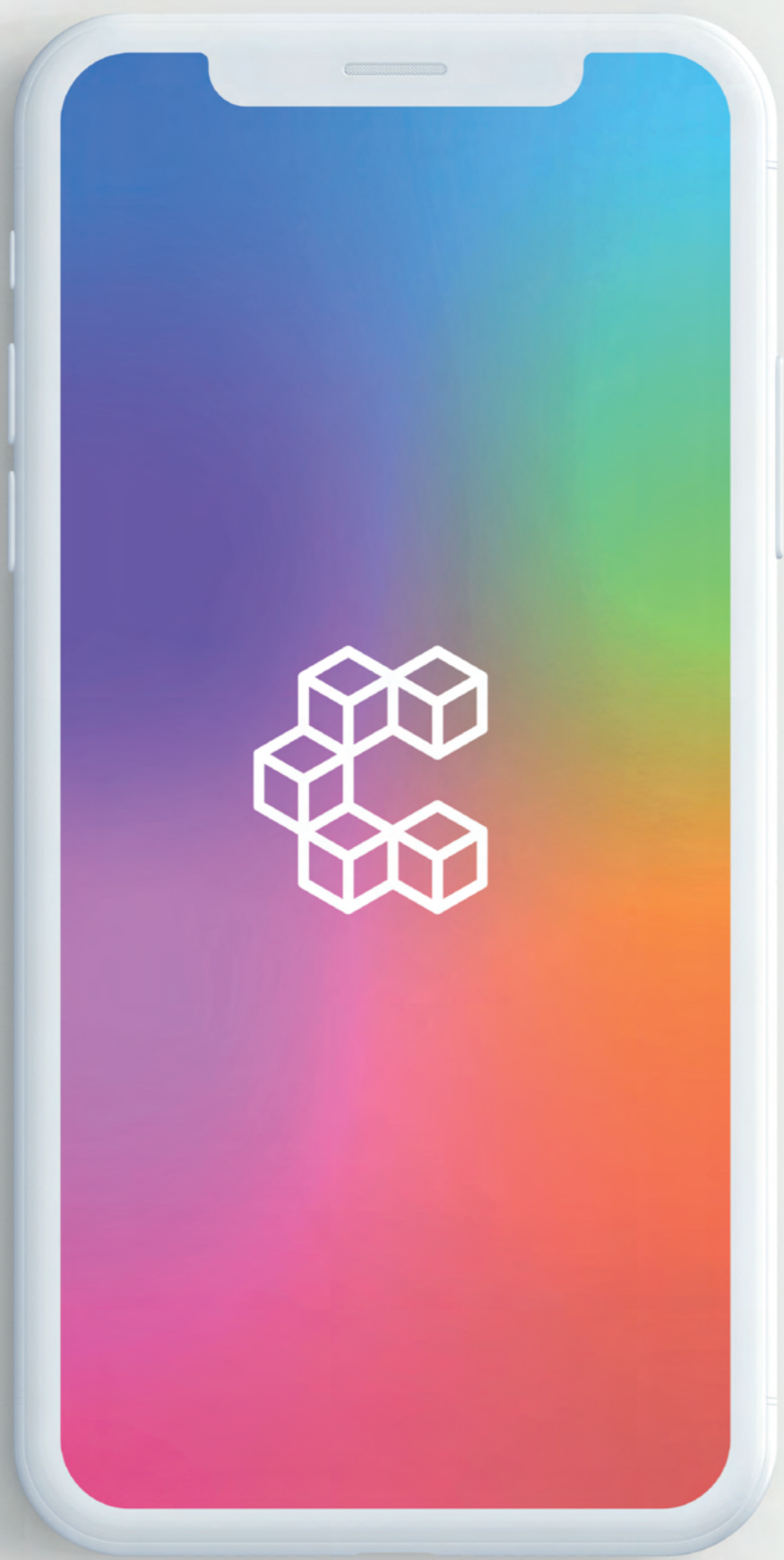
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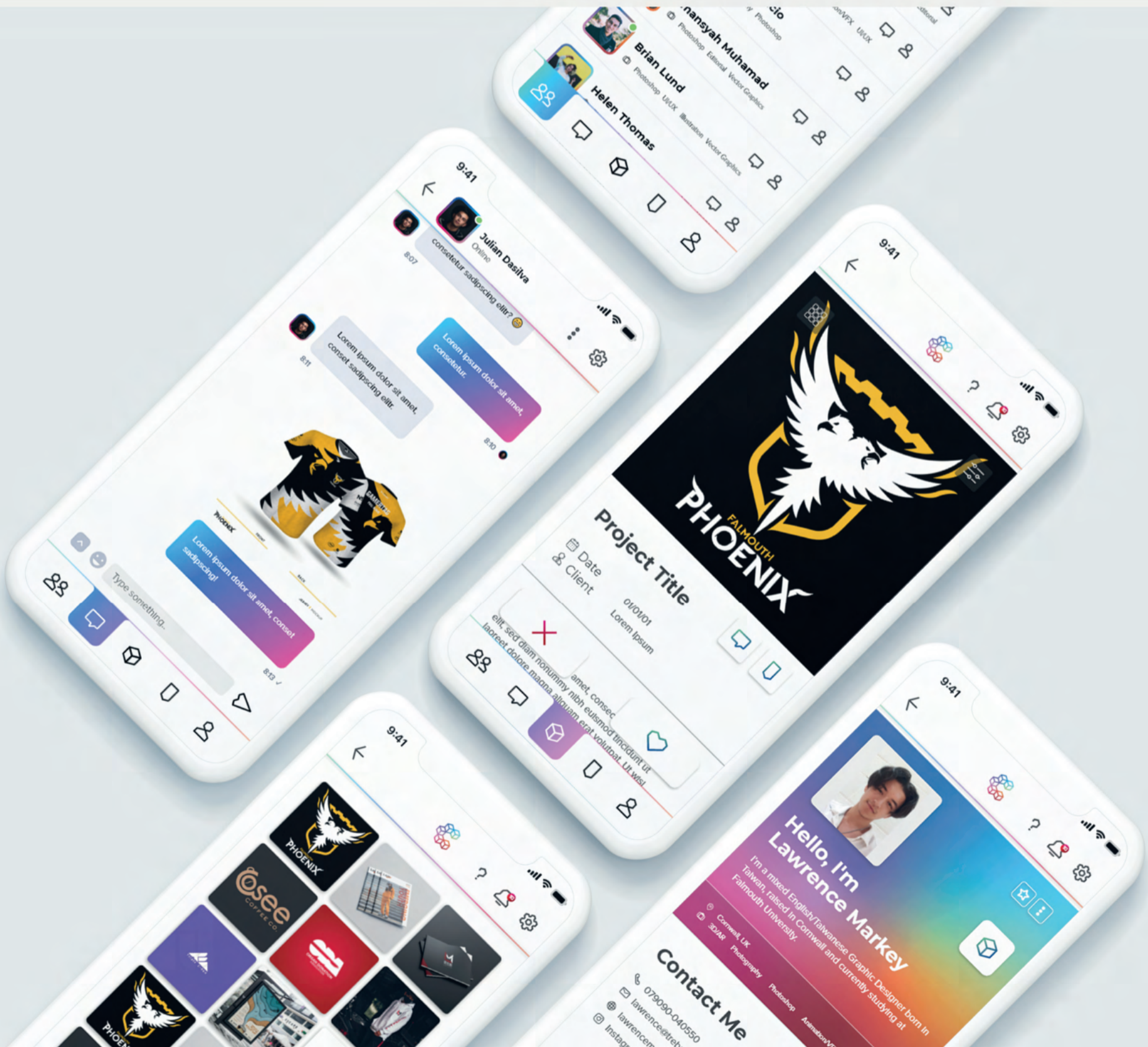
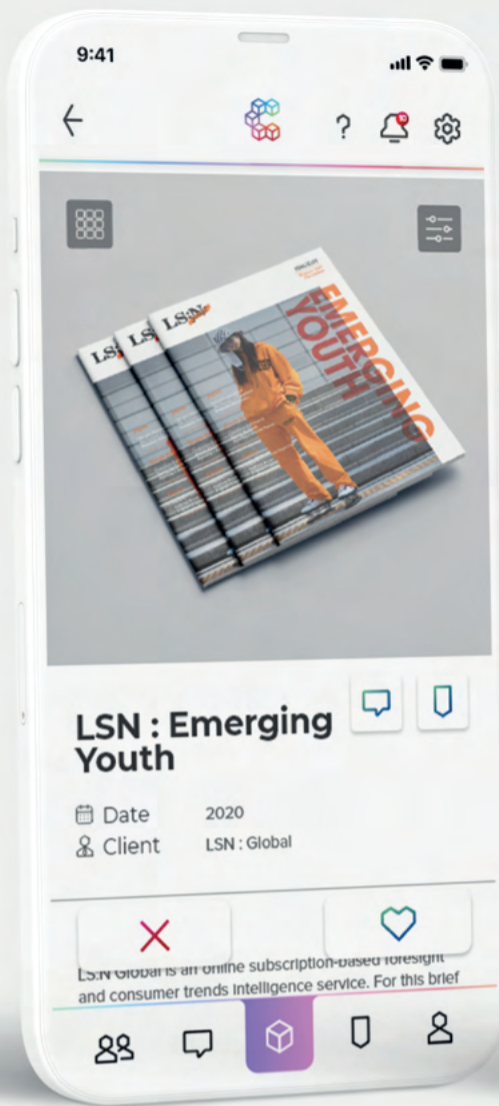
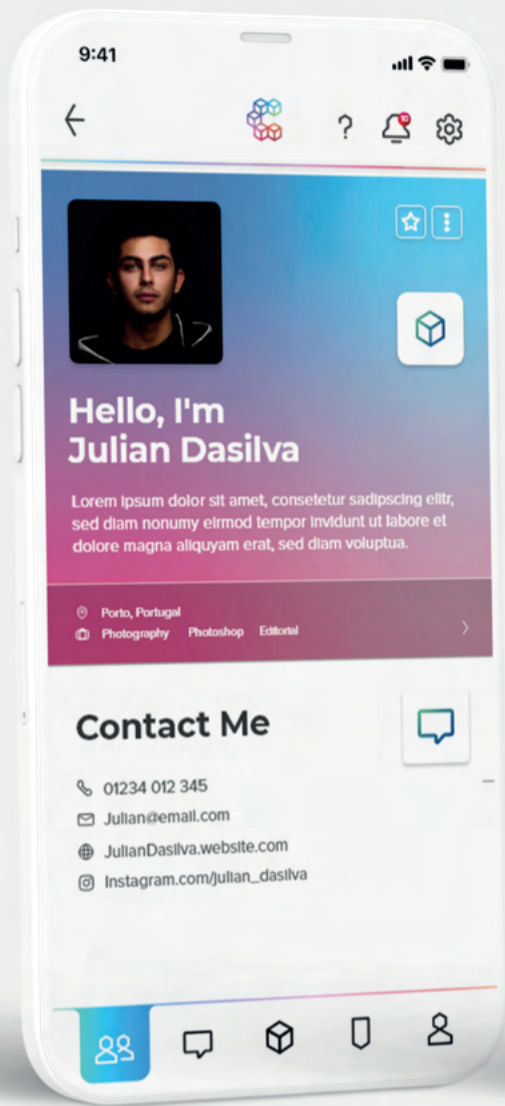
The less intimidating way to | -----

- Find contacts.
- Make connections.
- Connect with professionals.
- Network.
- Build relations.
- Create opportunities.
- Meet partners.
- Contact employers.
- Send portfolios

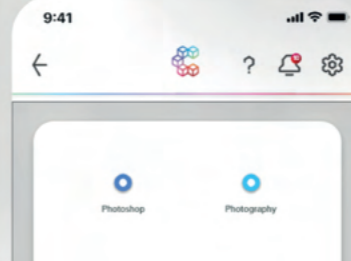
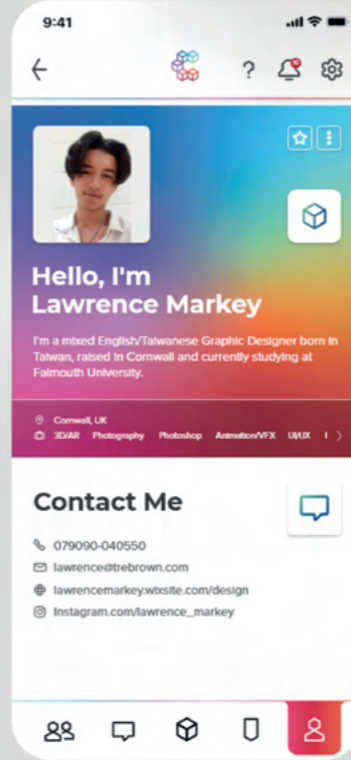
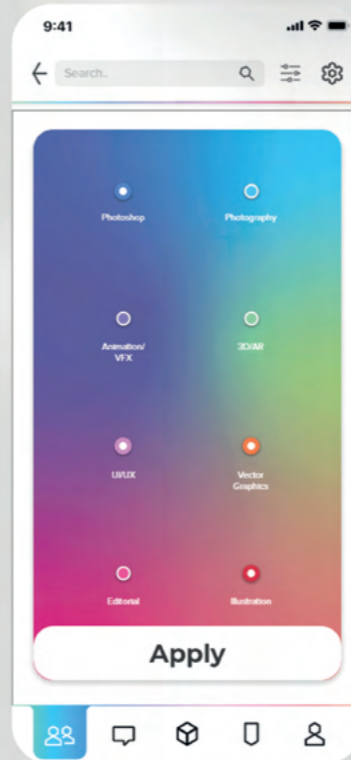
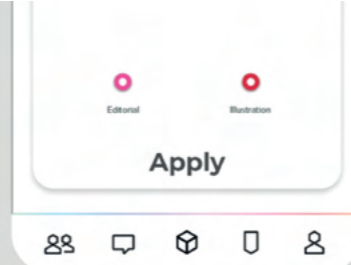
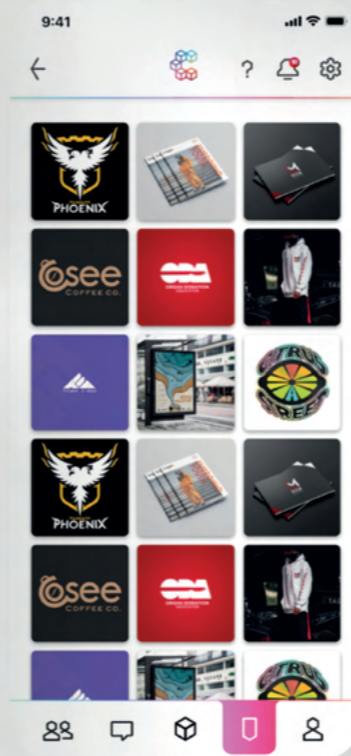
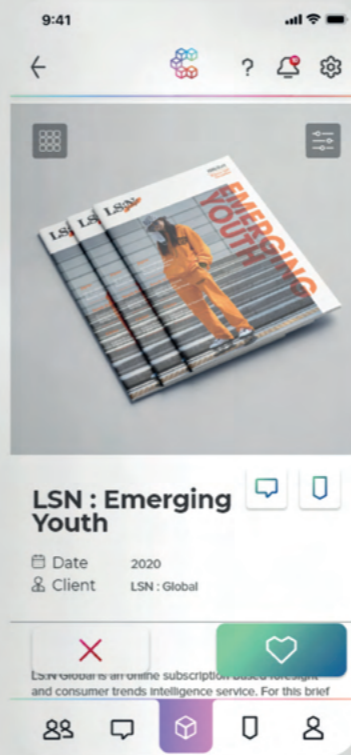
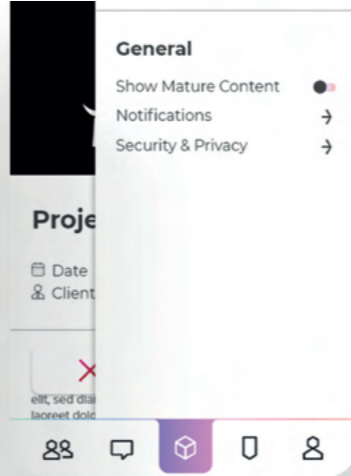
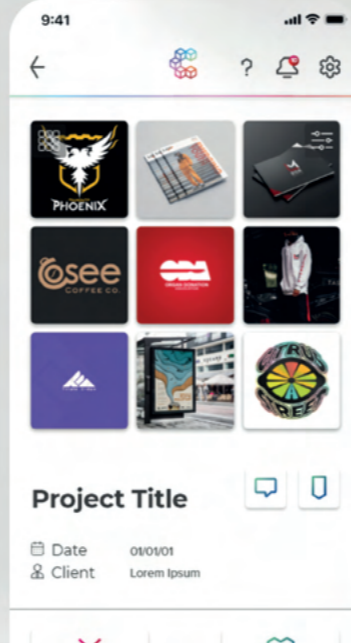
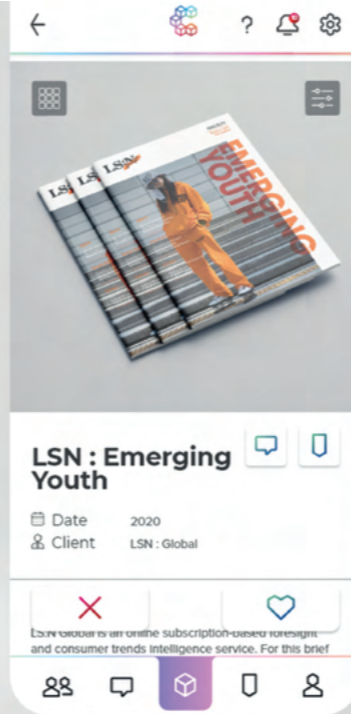
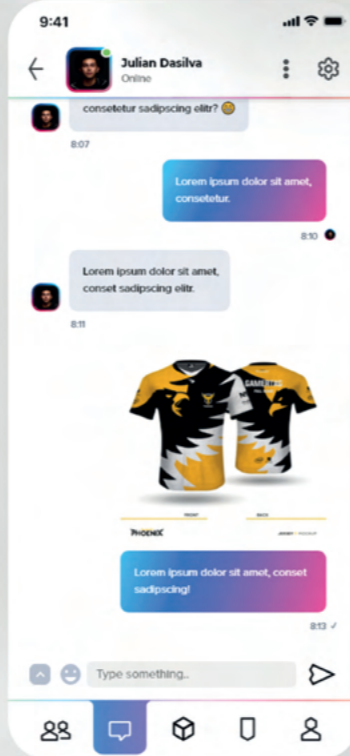
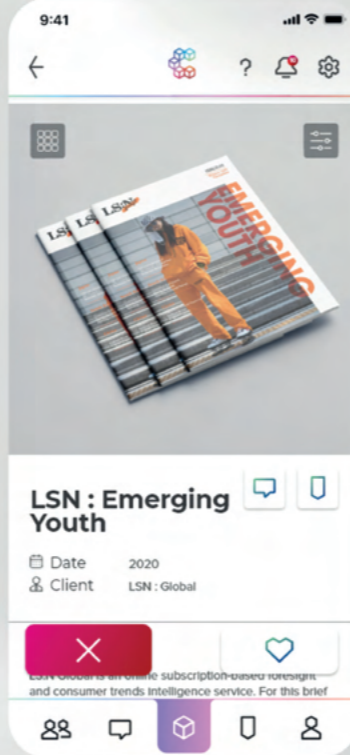
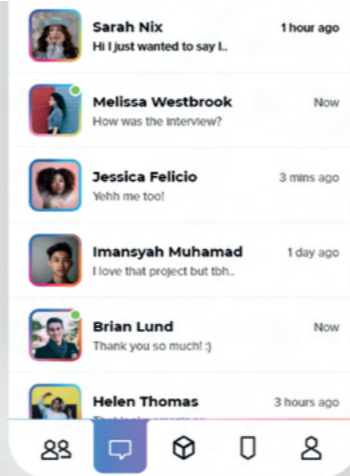
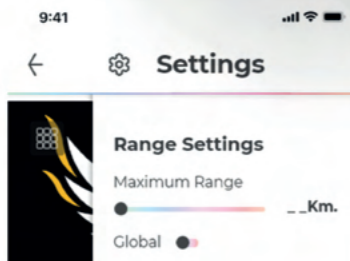
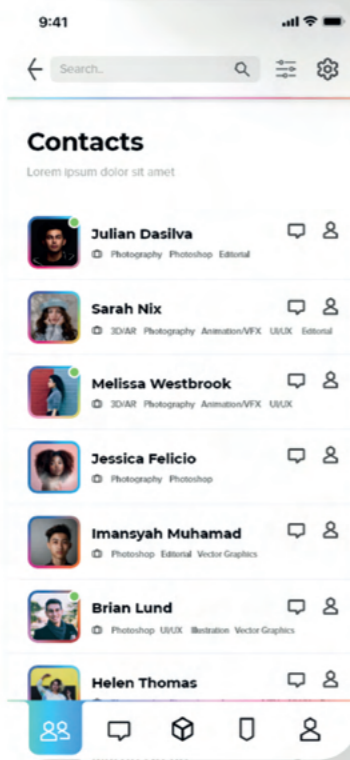
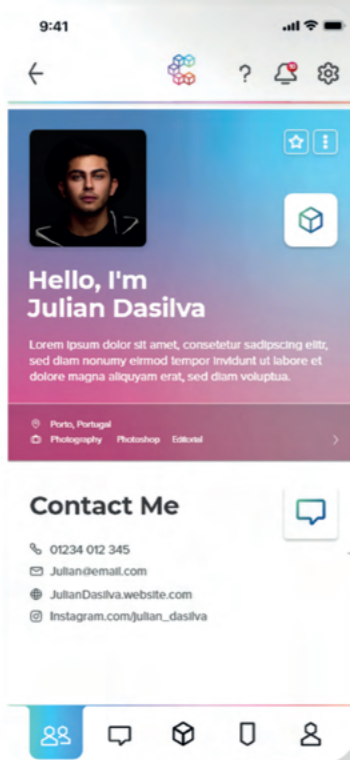
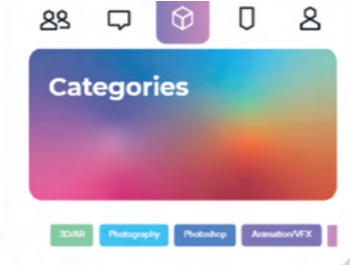












Click here to test the prototype for yourself



## Client

University Project

## Category

Editorial, Graphic, Print,

## Brief

LS:N Global is an online, subscription-based, trends intelligence service by The Future Laboratory. They provide original research, trends, analysis, market intelligence and qualitative insights to help industry professionals make informed decisions about the future.

The brief required me to design a conceptual, print magazine based on one of their sector categories, consistent with their online identity.

## Solution

I chose to theme my magazine around the 'Emerging Youth' series, which investigates the emerging youth populations rising up, reshaping heritage and challenging societal systems.

## Audience

Students to industry professionals, anyone interested in future trends and news.

# LS:N GLOBAL MAGAZINE

- MAGAZINE  
CONCEPT

**Date**

2020











# EMERGING SOUTH KOREA

In a patriarchal society dominated by tradition, young South Koreans are choosing to forge their own paths rather than conform to antiquated archetypes.

Business Magazine and Livvy Hougham  
2018

# Feminism

If I can inspire more females to go into e-sports or even bring more female players into the Overwatch League, that would be the best thing to happen.

Kim Se-yeon, Overwatch Dragons

# Re-claimed



This growing interest in feminism is not just limited to the offline space but has also begun to infiltrate the online world of gaming. South Korea has one of the largest gaming industries in the world and, despite the stereotype of gamers being young men, a growing number of women are joining the ranks. In response, groups like Femera - a feminist gaming organization - have formed to help scale minority voices within the digital space, while gamers like Kim Se-yeon, the first female player in the Overwatch League, have become symbols of feminism. 'If I can inspire more females to go into e-sports or even bring more female players into the Overwatch League, that would be the best thing to happen,' says Se-yeon.

Feminism Backlash 17

# Building a Bitcoin Future

'People like us, people just starting our careers and college students, it's really hard for us because there's no way to build up a stable life.'

Jo-yeon Oh, Seoul resident

Despite the popularity of virtual currencies there have been drawbacks. The Bitcoin crash at the end of 2017 provoked an alarming increase in people working long hours for depression, a phenomenon that has been dubbed Bitcoin Blues. Much of this price volatility stemmed from a crash in value by the South Korean and Chinese governments, a situation that now appears to be stabilizing as the authorities reverse this stance and offer hope of a more stable crypto future.

For many young Koreans the prospect of achieving their life goals through traditional means seems unattainable. The capital, Seoul, is currently more expensive to live in than Sydney and Copenhagen, according to the Economist Intelligence Unit, making it difficult for young people to consume independently without first securing a well-paid job. But with youth unemployment currently standing at around 10%, around three times higher than the national average, and the number of young Koreans out of work having increased from 279,000 in 2016 to 300,000 in 2017, according to government figures, the prospects are increasingly gloomy for this generation.

'People like us, people just starting our careers and college students, it's really hard for us because there's no way to build up a stable life,' says Seoul resident Ye-yeon Oh. Jo-yeon, a 24-year-old journalist at Korea Express, explains that the lives of her peers resemble that of her dad, a former civil servant, who worked until late almost every day before retirement. 'I never saw much of him growing up, and that culture hasn't changed.' In a bid to secure a more stable future for themselves and to accumulate wealth while also having time to spend with family and friends, young Koreans are turning to cryptocurrencies. A recent study by recruitment agency Karatista found that more than three out of 10 South Koreans had invested in cryptocurrencies, with 80% of those respondents stating that they were in their 20s and 30s.

'Disillusioned by the lack of job prospects for young people, South Korea's Gen Z are looking for new paths to financial security.'

LEA Chae

Right: Haily Lee/son, Getty Images/Alamy, 2018

Building a Bitcoin Future 19

# Beauty Backlash

'One in three South Korean women aged between 19 and 29 had gone under the knife as young women seek out a very specific beauty ideal.'

Colleen Kover Research

With the highest global rate of cosmetic surgery per capita, South Korea is renowned as the world capital of the procedure. A recent study by the Korea Health Industry Research Institute shows that around one in three South Korean women aged between 19 and 29 had gone under the knife. The study also found that the most popular procedures are those that enhance facial features, such as double eyelid surgery, nose jobs and lip augmentation. 'While this propensity for plastic surgery has sometimes been seen as a desire to conform to Western beauty ideals, Seoul-based

The desire for a keep-it-real look has been the key to the popularity of K-pop in recent years. Now, when it comes to surgery there seems to be a growing emphasis on natural-looking results. 'I've had a lot of people who've had double eyelid surgery and they're saying that they don't want to look like they've had surgery,' says Lee. 'They want to look like they've had surgery but they don't want to look like they've had surgery.' This emphasis on natural-looking results is also reflected in the growing popularity of 'skin care' over 'makeup' among young women. 'I've had a lot of people who've had skin care and they're saying that they don't want to look like they've had skin care,' says Lee. 'They want to look like they've had skin care but they don't want to look like they've had skin care.'

This interest in new definitions of beauty is evolving at a time when feminism is also gaining traction, leading a growing sense of dissatisfaction with the objectification of women's bodies and societal expectations. 'I've had a lot of people who've had skin care and they're saying that they don't want to look like they've had skin care,' says Lee. 'They want to look like they've had skin care but they don't want to look like they've had skin care.'

Beauty Backlash 21





The idea of a Chinese Dream is on the rise as the American Dream fades. Consequently, brands need to refocus their research and development on a new type of consumer who will chase across the globe, whether that is in the digital, fashion or gaming spheres.

Mika Fin Makkarwar  
08.08.2017

With global metrics in focus, it is now the world. It shows the South Korean PP the knotty surgery. A job is ch dire, as y e very sped

While this surgery has as a Andre b era beauty



# Fashion Boom

China is going through a boom with regard to young brands, but it has taken a long time to develop that mindset and support.



As we explored in our Made In China interview, young people are increasingly proud to be part of a new generation shaping contemporary Chinese culture. This is especially apparent with the rise of home-grown fashion labels such as Yip Yin, Christine Lau and Ban Xiao Xie. Many of the named designers studied at Central Saint Martins. Now they are keen to create their own businesses for the Chinese market rather than working their way up the corporate ladder at Western conglomerates.

China is going through a boom with regard to young brands, but it has taken a long time to develop that mindset and support. It didn't happen overnight; fashion designer Angel Chen told iD magazine: 'It's only now that I feel there is a platform for a long sustainable status in the industry before there was real infrastructure at our level.'

The opportunity is even more exciting given that Chinese youth have far fewer established fashion outlets, and are wearing high fashion, fast fashion, niche brands and youth culture as the norm rather than the exception.

Luxury consumers here are younger, digitally savvy and more open-minded than in the West. Lane Crawford buyer Jillian Xin told South China Morning Post: 'Their reference points have been street fashion and pop culture from the very beginning.'

The market is growing at break-neck speed. This generation has a disproportionately large influence on Chinese fashion. According to the Boston Consulting Group, by 2020 the under-35s in China will account for 65% of total growth in consumer spending.

Right: Angel Chen Studio, China, Shenzhen, 2016  
Fashion Boom 35



# Cultural Depictions

Chinese Millennials find it so frustrating to see China painted only through a prism of the past.

Louis Houdart, Creative Capital



Chinese young people do not subscribe to the stereotype of their culture. Dior & Galbano (D&G), Victoria's Secret and Airbnb have all learned this the hard way. The D&G Love China campaign featuring models posing among landmarks and tourists in Beijing went viral, such as Avenue des Champs-Élysées, Tiananmen Square and The Great Wall, was seen as offensive. Each brand has been forced to withdraw a campaign that attempted to sell pastiche versions of China to the Chinese.

'Chinese Millennials find it so frustrating to see China painted only through a prism of the past,' says Louis Houdart, founder and global director of branding and design agency Creative Capital. 'They are born in incredible modern cities with infrastructures that are often far better than in the West.'

You only have to look to radical collectives such as Asian Dope Boys, which have brought their radical blend of art, music and street-style dance performances to Palais de Tokyo and Berghain, to see that there is a thriving underground subculture that goes far beyond dated Western imports.

China's Creative Capital  
Creative Capital

Left: Zhang Jialin, 北京门大街, China, Beijing, 2011. Right: Dior & Galbano, DG Love China, China, Beijing, 2011. Parikka Cultural Depictions 37



In November the Olympic Rio's first stadium in Beijing will host a new level of esports. The 90,000-capacity venue will bring home the 2017 League of Legends World Championship, arguably the most prestigious esports competition in the world.

In 2017, there will be 16 million gamers in China spending a total of \$2.1bn (\$27.5bn, £13.5bn), making it the number one country worldwide in terms of game revenue, according to Tencent.

The average revenue per user is higher in China than in the US.

which is not what people fall off their chairs,' says Martin Ljungman, a partner at Amnion.

Furthermore, the market is set to grow rapidly as it becomes ingrained for young people to become gamers. Research from PricewaterhouseCoopers and China Tech Insights (CTI) shows that China's e-sports market already has 100 million gamers, thanks to the rise of the smartphone market. Apple's app store, and new blockbuster titles such as Honor of Kings.

As explored in our Made In China interview there is also a preference for Chinese games. App Annie states that as much as 95% of all money spent by Chinese gamers goes to titles developed by Chinese companies.

E-sports is recognised as an official vocational education major in China, as its gaming industry becomes the biggest in the world.

Mika Fin Makkarwar, iD magazine

Above: Coka Young Wall, Nan Cao, China, Beijing, 2017. E-sports Capital 39



## Client

University Project

## Category

Branding, Graphic, Packaging

## Brief

Design a drink and its packaging with the goal of providing some form of benefit/ higher value to the consumer.

## Solution

Cosee coffee is a self heating decaffeinated coffee that contains a natural sedative called Valerian root in order to help people sleep and rest instead of stimulating them like regular coffee. Designed for people who want to drink coffee before bed and for people who struggle to sleep at night

## Audience

People that enjoy drinking coffee before bed and people that struggle to sleep at night.

# COSEE COFFEE CO.

## -BRANDING AND PACKAGING

**Date**

2019





**COSEE**  
COFFEE CO.

COSEE COFFEE IS A SELF HEATING DECAFFEINATED COFFEE THAT CONTAINS A NATURAL SEDATIVE CALLED VALERIAN ROOT IN ORDER TO HELP PEOPLE SLEEP AND REST INSTEAD OF STIMULATING THEM LIKE REGULAR COFFEE. DESIGNED FOR PEOPLE WHO WANT TO DRINK COFFEE BEFORE BED AND FOR PEOPLE WHO STRUGGLE TO SLEEP AT NIGHT





osee  
COFFEE CO.

COCONUT

12 FL. OZ. - 355 ML.

osee  
COFFEE CO.

LATTE

12 FL. OZ. - 355 ML.

osee  
COFFEE CO.

MOCHA

12 FL. OZ. - 355 ML.

osee  
COFFEE CO.

CAPPUCCINO

12 FL. OZ. - 355 ML.

osee  
COFFEE CO.

CARAMEL  
LATTE

12 FL. OZ. - 355 ML.



**Client**

Personal Project

**Category**

Branding, Visual Identity,  
Fashion, Illustration,  
Graphic, Print, Photography

**Brief**

Update my current personal branding, re-designing the logo and creating a consistent visual identity.

**Solution**

Modernising my existing logo with elements linking to my mixed English/Taiwanese background whilst creating a minimal yet colourful visual for my personal website/portfolio. My aim was to combine western design with a range of eastern and oriental influences.

**Audience**

Design studios and potential clients.

# LAWRENCE MARKEY

# SELF BRANDING

## - VISUAL IDENTITY AND LOOKBOOK

**Date**

2021













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Horningtops,  
Liskeard,  
PL14 3PU





# INVOICE

Trebrown Farm  
Horningtops  
Liskeard  
Cornwall  
PL14 3PU

**Billed To:**  
Client Name,  
Street Address,  
City, County,  
Country,  
ZIP CODE

**Invoice Number #**  
000 001

**Date Of Issue:**  
00/00/00

**TOTAL**  
£0000

Description	Hours/Qty	Rate/Price	Subtotal
<b>Name</b> Description goes here	1	£0000	£0000
<b>Name</b> Description goes here	1	£0000	£0000
<b>Name</b> Description goes here	1	£0000	£0000
<b>Name</b> Description goes here	1	£0000	£0000

Subtotal  
£000.00

Extra Fees  
£000.00

**Payment**  
Description goes here

**Terms**  
Description goes here

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## Client

Paying client, live brief

## Category

Branding, Visual Identity,  
Graphic, Print, UI Design

## Brief

Design a logo, consistent visual identity and media assets suitable for a new, motorcycle raffle business.

## Solution

A bold, modern graphic identity based on the idea of rotation and gear mechanics with a set of print ads utilizing friendly, tongue in cheek language directly addressing the reader.

## Audience

Motorbike enthusiasts with a lower than average income.

# TORCK RAFFLE

## - VISUAL IDENTITY AND WEB DESIGN

**Date**

2021

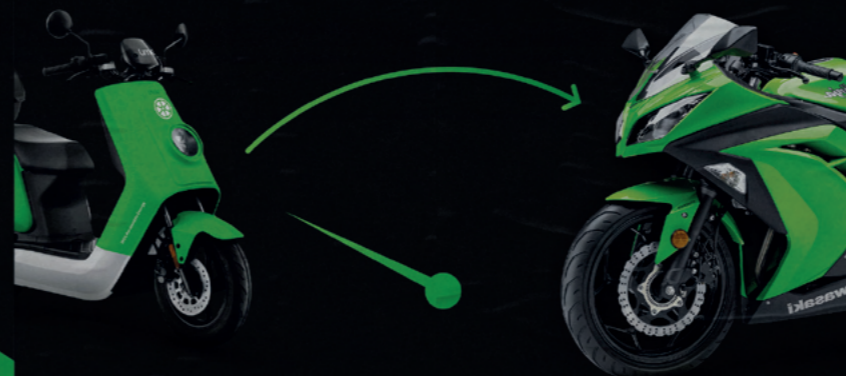


SEE WHAT  
EVERYBODY'S  
**TORCKIN**  
ABOUT

YOUR **TICKET**  
TO THE **RIDE**  
OF YOUR **LIFE**

SCOOTER TO  
**SUPERBIKE**  
IN 3 CLICKS

SEE WHAT  
EVERYBODY'S  
**TORCKIN**  
ABOUT



**SIGN UP TODAY**

Torck gives people a chance to win the motorbike of their dreams at less than one thousandth of the price.

All it takes is three simple steps: 1. sign up for free, 2. buy tickets for the raffle of your choice, and 3. sit back and wait for the winners to be announced.

TORCKRAFFLE.CO.UK

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TORCKRAFFLE.CO.UK



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TORCKRAFFLE.CO.UK





OUTFRONT

YOUR **TICKET**  
TO THE **RIDE**  
OF YOUR **LIFE**

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TORCKRAFFLE.CO.UK



409-001

OUTFRONT

SCOOTER TO  
**SUPERBIKE**  
IN 3 CLICKS



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TORCKRAFFLE.CO.UK



404-005

OUTFRONT

SEE WHAT  
EVERYBODY'S  
**TORCKIN**  
ABOUT

SIGN UP TODAY

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All it takes is three simple steps: 1. sign up for free, 2. buy tickets for the raffle of your choice, and 3. sit back and wait for the winners to be announced.

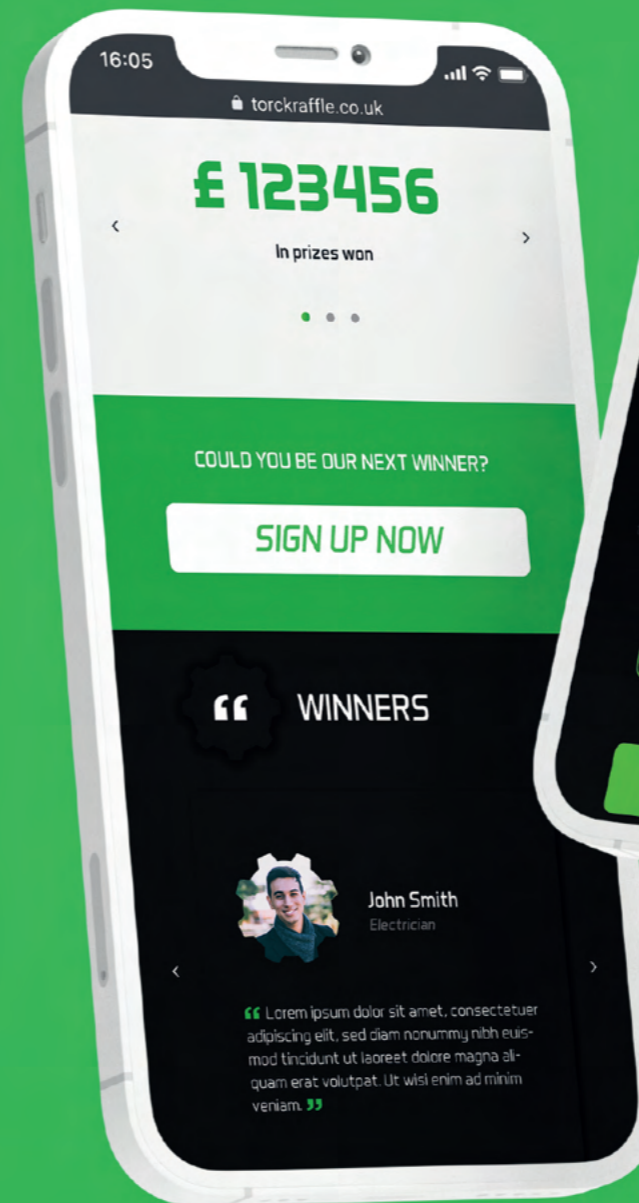
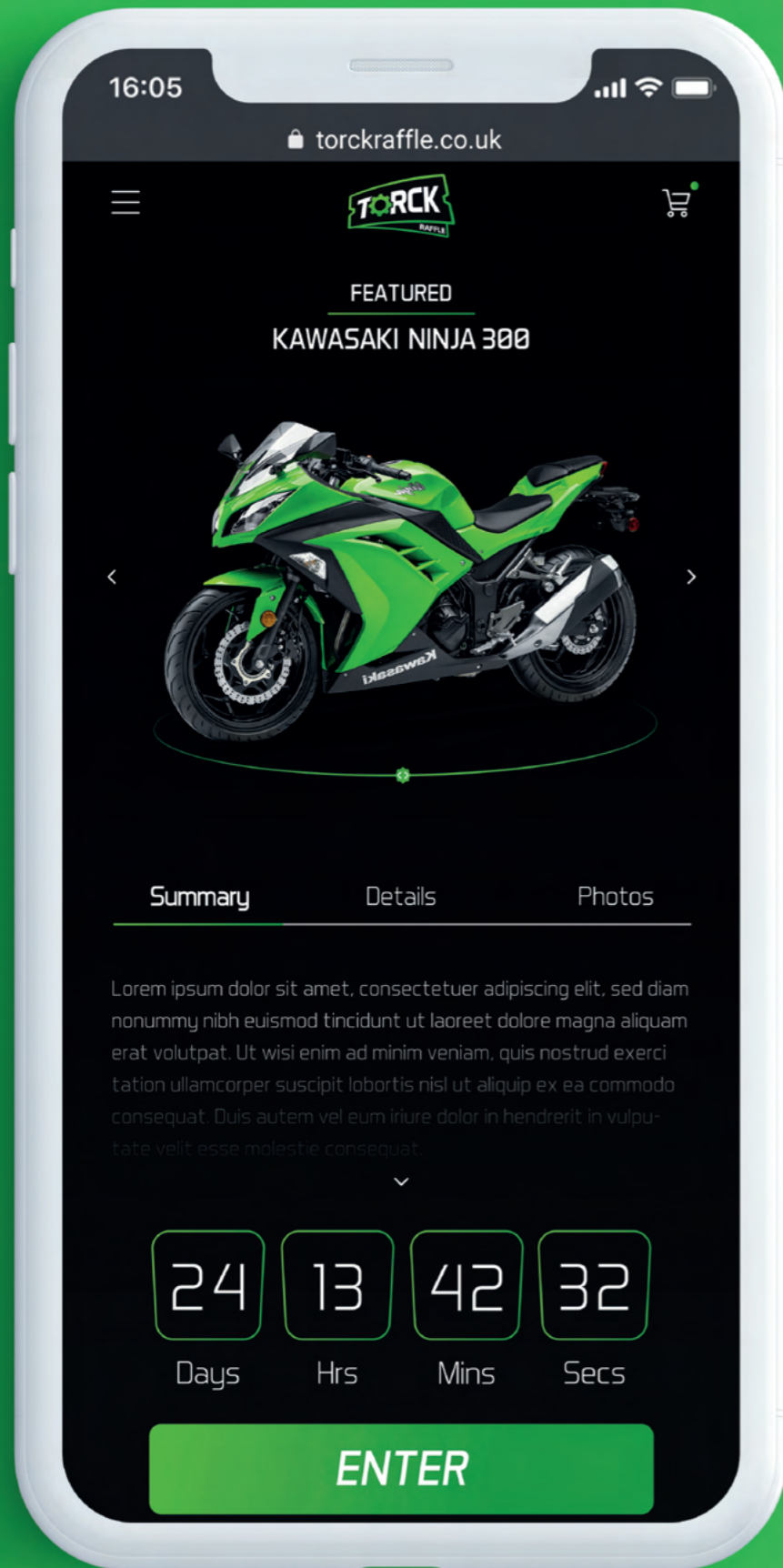
TORCKRAFFLE.CO.UK

409-003















**TORCK**

**FEATURED**

# KAWASAKI NINJA 300

Summary | Details | Photos

ENTER >

Home | Competitions | About | Contact

SIGN IN | SIGN UP

24 Days | 13 Hrs | 42 Mins | 32 Secs



1  
2  
3

**SIGN UP**  
It's quick and easy. Your data is secure and never transferred or sold. You can update your details at any time and see your tickets in one place.

**GET YOUR TICKETS**  
Select your tickets for each prize draw (up to the max specified). We always offer great odds, which you can improve with multiple entries.

**WAIT FOR THE DRAW**  
When the prize draw reaches the end date or when tickets sell out, the winner is independently selected and will be contacted directly about their winnings.

## SIMILAR RAFFLES



**Ninja 300**  
Kawasaki

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**Ninja ZX-10R**  
Kawasaki

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**KLX140R-L Dirt Bike**  
Kawasaki

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MORE >

## WINNERS



**John Smith**  
Electrician

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**Sam Harris**  
Student

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**Jane Waters**  
Barista

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## HOW TO ENTER

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2345  
Users











**Client**

University Project

**Category**

Visual Identity, Graphic, Print,

**Brief**

Many people around the world have never watched or played badminton before due to the stereotype that badminton is a 'weak' 'garden sport'. In order to introduce more people to the sport, that stereotype must be broken.

Explore several possible routes for advertising campaigns in an effort to raise awareness of Badminton England and get more people playing badminton.

**Solution**

A print media ad campaign that highlights the ways that badminton is powerful and exciting through the use of bold, eye catching typography and photography communicating the idea of movement and speed throughout.

**Audience**

People of all ages and abilities, primarily people that do not play badminton

# BADMINTON ENGLAND

# #BADMINTONIS

- PRINT AD  
CAMPAIGN

**Date**

2021



# BADMINTONIS

BADMINTON ENGLAND

# AGILE

A BADMINTON PLAYER CAN COVER MORE THAN 2 KM IN JUST ONE MATCH.

# BADMINTONIS

BADMINTON ENGLAND



# POWER

BADMINTON IS MORE INTENSE THAN TENNIS - EVEN THROUGH ONE MATCH OF TENNIS LASTS LONGER THAN A BADMINTON MATCH, STATISTICALLY, THE AVERAGE SHOTS PER RALLY, DISTANCE COVERED, AND TIME THE SHUTTLE IS IN PLAY ARE ALL GREATER IN BADMINTON THAN IN TENNIS.

# BADMINTONIS

BADMINTON ENGLAND

# BADMINTONIS

MADS PIELER HOLDING OF DENMARK HOLDS THE RECORD FOR THE FASTEST BADMINTON HIT AT A COMPETITION. HIS SMASH WAS RECORDED AT A SPEED OF 426 KM/HOUR.

BADMINTON ENGLAND

BADMINTON ENGLAND

# URDICAL

# BADMINTONIS



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IN 2018, A RACKET TECHNOLOGY  
TEAM REFINED THE MOVEMENT OF  
A SHUTTLECOCK AT A SPEED OF 400  
MILES PER HOUR. THE RESULT  
WAS SET BY THE MALAYSIAN PLAYER  
TAN KUN HONG.

# BADMINTON18

THE SHUTTLECOCK PLAYING  
TO REACT QUICKLY AND CORRECT  
DIRECTION WITH COORDINATE IS AN  
IMPORTANT PART OF THE PLAYERS  
MOVEMENT. THE SHUTTLECOCK  
MOVES OFF AT 400 MPH. THE  
SHUTTLECOCK IS 100% MADE OF  
CARBON FIBER AND IS LIGHTER  
AND MORE DURABLE THAN  
OTHER SHUTTLECOCKS.

# BADMINTON18

LEARNING FROM THE BEST COACHES CAN HELP YOU  
IMPROVE YOUR GAME. THE BEST COACHES  
WILL TEACH YOU THE RIGHT WAY TO  
PLAY YOUR SHUTTLE AND HOW TO  
IMPROVE YOUR GAME.

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# BADMINTON18

THE KEY TO SUCCESS IS TO KEEP  
YOUR SHUTTLECOCK IN THE AIR AS  
LONG AS YOU CAN. THE SHUTTLECOCK  
MOVES OFF AT 400 MPH. THE  
SHUTTLECOCK IS 100% MADE OF  
CARBON FIBER AND IS LIGHTER  
AND MORE DURABLE THAN  
OTHER SHUTTLECOCKS.

# BADMINTON18

ENGLAND RYDAL COUNCIL FOR BADMINTON



OUTFRONT

# BADMINTONIS

BADMINTON  
ENGLAND

409-001

OUTFRONT

# BADMINTONIS

LEARNING HOW TO USE DECEPTION OPENS UP ENTIRELY  
NEW POSSIBILITIES FOR WINNING RALLIES. DECEPTION  
MAKES YOUR SHOTS IMPOSSIBLE TO PREDICT.



404-005

OUTFRONT

BADMINTON  
ENGLAND



# BADMINTONIS

"THE KEY TO DECEPTION IS TO KEEP  
YOUR SHOT PREPARATION AS SHORT AS  
POSSIBLE TO LIMIT THE INFORMATION  
ABOUT WHERE IT'S GOING." -  
ENGLAND HEAD COACH IAN WRIGHT

409-003



OUTFRONT

# BADMINTONIS



409-001

OUTFRONT



FAST  
FAST  
FAST  
FAST

BADMINTON IS THE FASTEST RACKET SPORT IN THE WORLD WITH SHUTTLES TRAVELLING AT SPEEDS OVER 300 KM/HOUR.

# BADMINTONIS

404-005

OUTFRONT

# BADMINTONIS

BADMINTON IS A SWIFT GAME AND PROFESSIONAL DOUBLES PLAYERS ARE KNOWN TO HIT AS MANY AS 50 SHOTS IN AROUND 20 SECONDS.



409-003





**PRECISE**

WHEN PLAYED RECREATIONALLY BADMINTON CAN BE PLAYED INDOORS OR OUTDOORS. HOWEVER, EVEN A SLIGHT BREEZE CAN ALTER THE MOVEMENT OF THE SHUTTLE AND IT CAN INTERFERE WITH THE GAME.

# BADMINTON IS

BADMINTON ENGLAND



# BADMINTON IS

A BADMINTON PLAYER WITH GOOD ACCURACY CAN PLAY A RANGE OF SHOTS TO EXACT POINTS ON THE COURT. THIS MOVES THEIR OPPONENT TO THE EXTREMES OF THE COURT CREATING MORE OPENINGS FOR THE FINISHING SHOT.

BADMINTON ENGLAND

# BADMINTON IS

BADMINTON ENGLAND

# BADMINTON IS

LEARNING HOW TO USE DECEPTION OPENS UP ENTIRELY NEW POSSIBILITIES FOR WINNING RALLIES. DECEPTION MAKES YOUR SHOTS IMPOSSIBLE TO PREDICT.

UNPREDICTABLE

BADMINTON ENGLAND

# BADMINTON IS

"THE KEY TO DECEPTION IS TO KEEP YOUR SHOT PREPARATION AS SHORT AS POSSIBLE TO LIMIT THE INFORMATION ABOUT WHERE IT'S GOING."

ENGLAND HEAD COACH IAN BURGESS









# UNPREDICTABLE

I

**#BADMINTONIS**

LEARNING HOW TO USE DECEPTION OPENS UP ENTIRELY  
NEW POSSIBILITIES FOR WINNING RALLIES, DECEPTION  
MAKES YOUR SHOTS IMPOSSIBLE TO PREDICT.

"THE KEY TO DECEPTION IS TO KEEP  
YOUR SHOT PREPARATION AS SHORT AS  
POSSIBLE TO LIMIT THE INFORMATION  
ABOUT WHERE IT'S GOING." -  
ENGLAND HEAD COACH IAN WRIGHT

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BADMINTON  
ENGLAND

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D







# LAWRENCE MARKEY

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