



FLUENT IN
FREELANCE CREATIVITY



Senior
Freelance
Designer

07982 715988
hello@iandance.co.uk

[Check LinkedIn Profile](#)

I have over twenty years experience in delivering passionate, effective visual communications for all my clients across many different types of media.

I have a diverse portfolio, whether you are looking for a new corporate identity, a fresh online presence or printed solutions I have the skills you need to get your business noticed.

My years of experience and management of projects of all sizes puts me in a great position to work with you to develop the right creative solution every time.

Software knowledge

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere
Figma
Sketch





perfect

THE LOGO



THE LOGO

VISUAL IDENTITY

- The logo concept
- Primary logo / Full colour version
- Secondary logo layout variations
- Logo exclusion zones
- Logo minimum sizes
- Placing the logo
- Logo color ways

Give the logo enough room to breathe, use the Pareto P as a guide for the minimum space that should be around the logo. See the next page for our colour ways.



TYPOGRAPHY

VISUAL IDENTITY

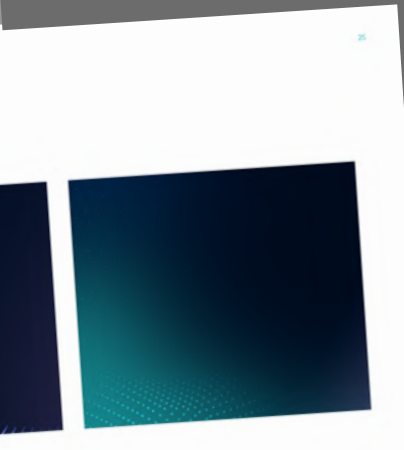
Gilroy Light Gilroy Bold

"All the **best** investments were in networks **everyone** needed, no one could stop and few understood."

Michael Saylor

Gilroy Light | Pareto Fresh Teal

Font weights can be used together to create emphasis and hierarchy that helps the reader navigate your text. You can choose from a variety of weights, colours and sizes to achieve this.

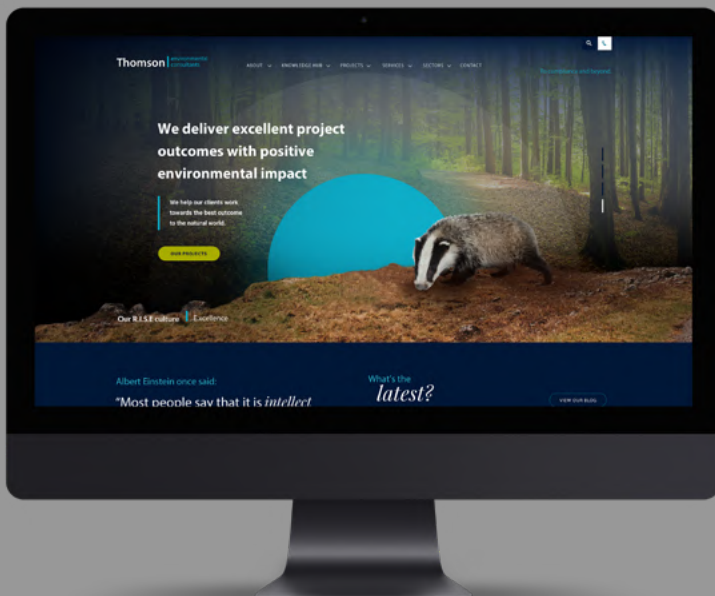
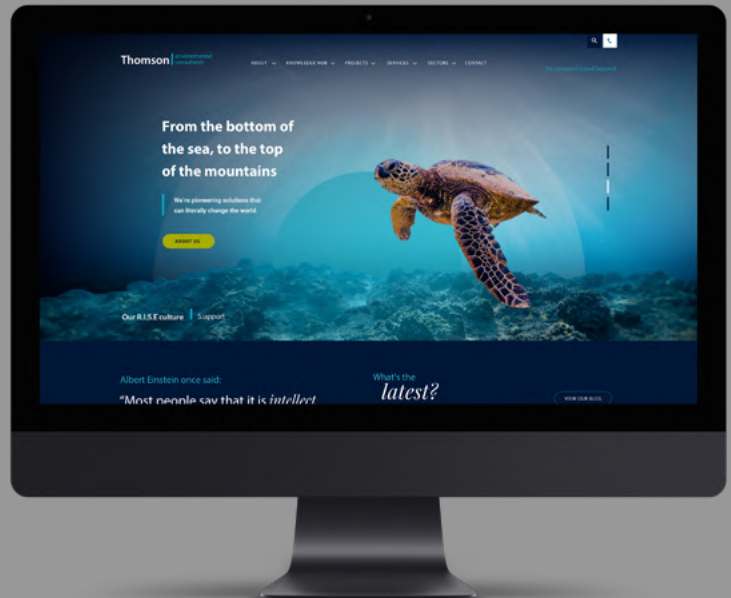
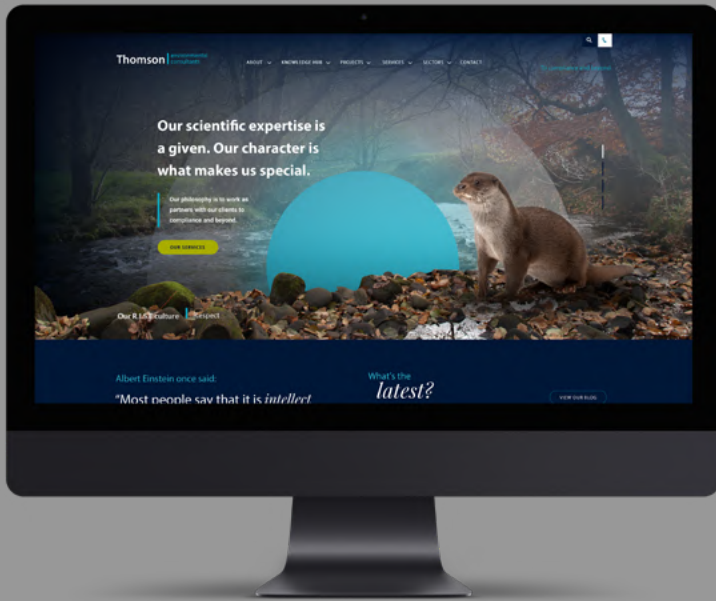


BUSINESS CARDS

JOSEPH M DEFEO
MANAGING DIRECTOR

defejm@paretocapitalllc.com
paretocapitalllc.com

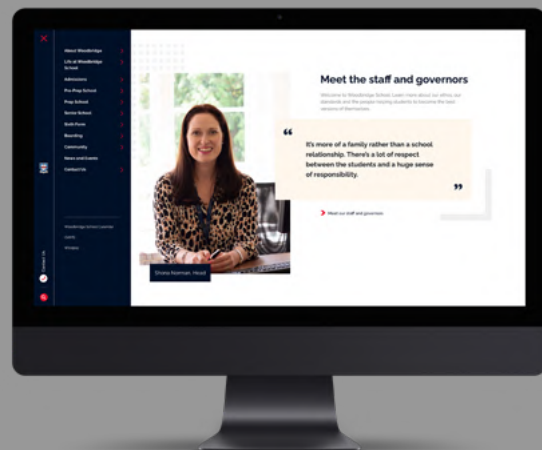
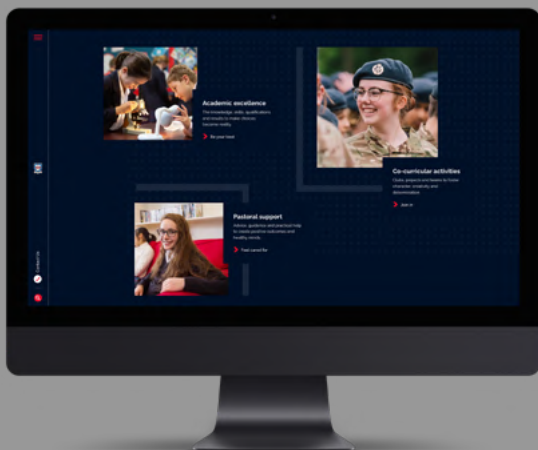
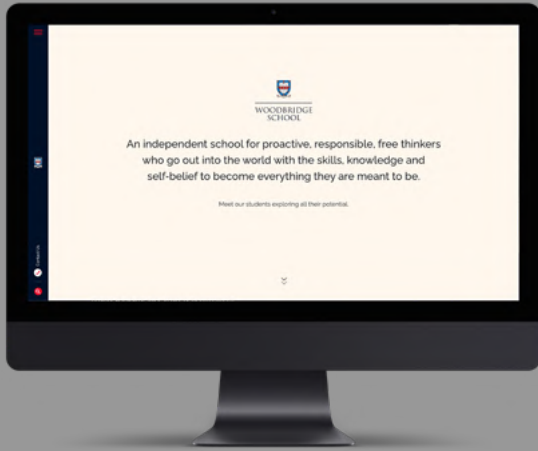
200 Knollwood Drive, Fairfield, CT, 06824, USA





MAXIM

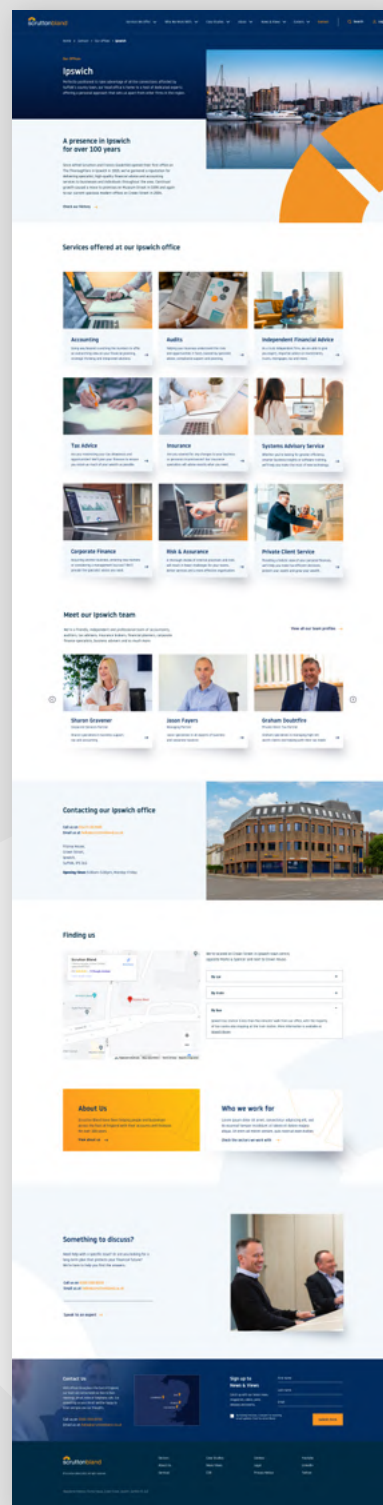
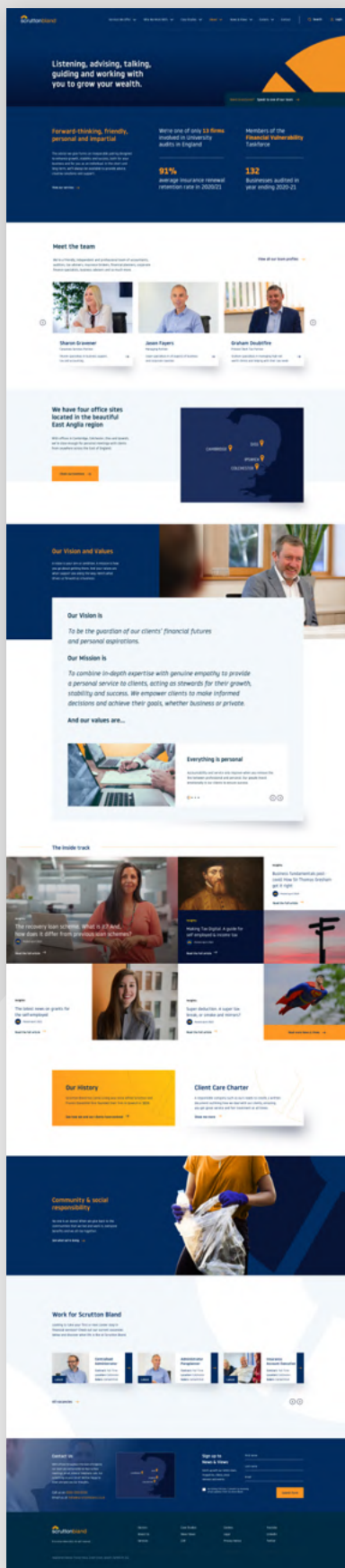
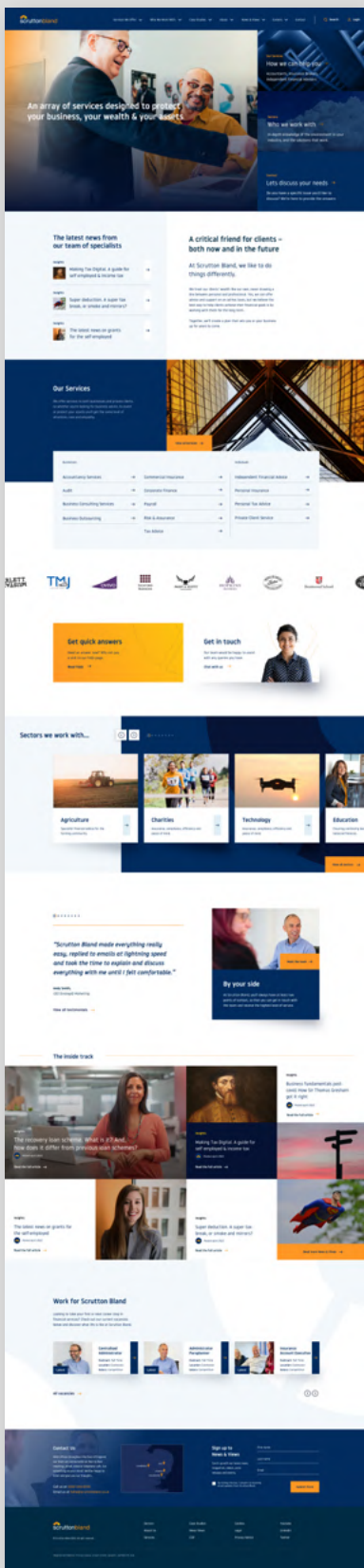
CREATIVE LIVE ENVIRONMENTS

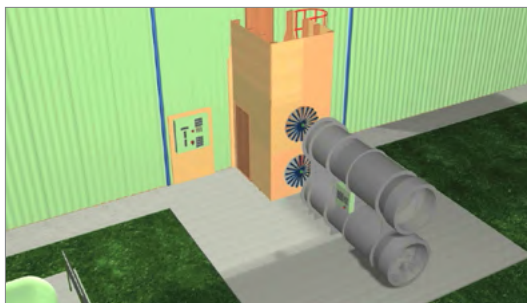
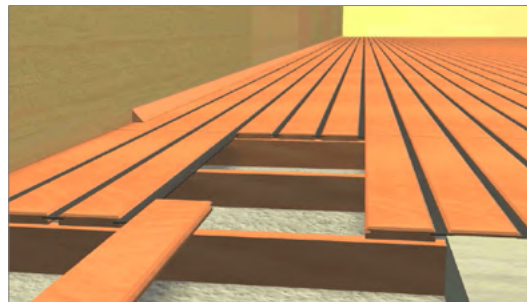
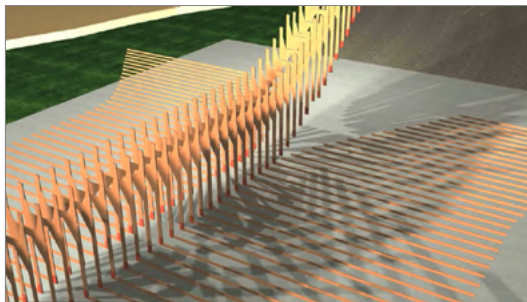


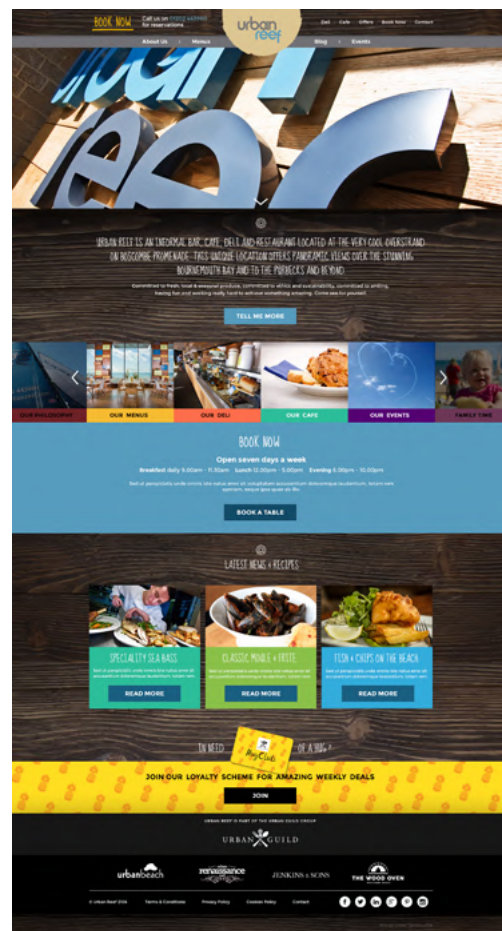
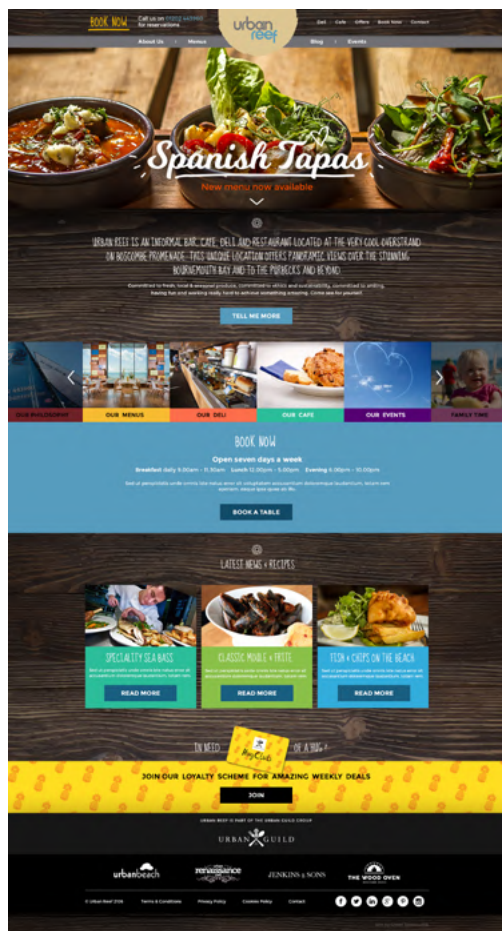




Unity.**Online**TM





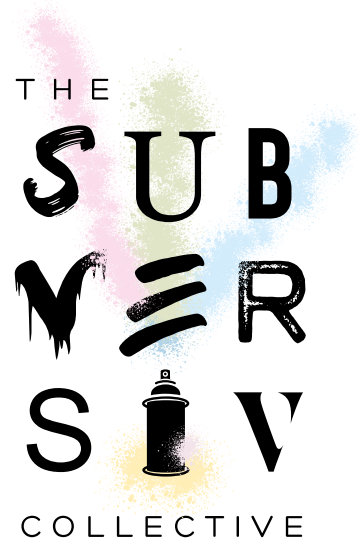






Hey Like Wow
Exhibition Stand







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