

**Jan Enkelmann**  
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+44 7811 960 642

**I am a multidisciplinary creative director and communication designer. I have been working with major design agencies, as well as an independent branding design consultant.**

**With in-depth understanding of brands, corporate identity and brand communications across all media, I have been successfully leading design teams and programmes for many years.**

**Applying a holistic view, but also a forensic attention to detail, my strength is to listen and understand to get to the core of each client's brief.**

**I was instrumental in creating or re-inventing brand identities for Vodafone, Q8, Deutsche Bank, National Grid, RBS, the International Tennis Federation and the Moscow Stock Exchange.**

**I have developed the wayfinding system for the National Gallery of Ireland, designed the symbol for the London Congestion Charging scheme and published an award-winning book on the secrets of happiness.**

**Born and educated in Germany, I hold a degree in Communication Design and an MA in European Media.**

Brand creation / logo development / visual identity

# amal

Launched in 2022, Amal is a new online retailer operating out of Dubai, bringing an Amazon-like shopping experience to untapped markets like Iraq and Egypt.

The task was to create a visual identity that feels home-grown and resonates with Middle-Eastern values and aesthetics, but at the same time feels more refined and sophisticated than other local providers.

#### Role

I was commissioned by Astound Commerce to lead the development of the visual identity, providing a full service from creating initial concepts to final artwork and brand guidelines.

#### Agency

Astound / Enkelmann Studio  
London



أمل  
amal

amal.com



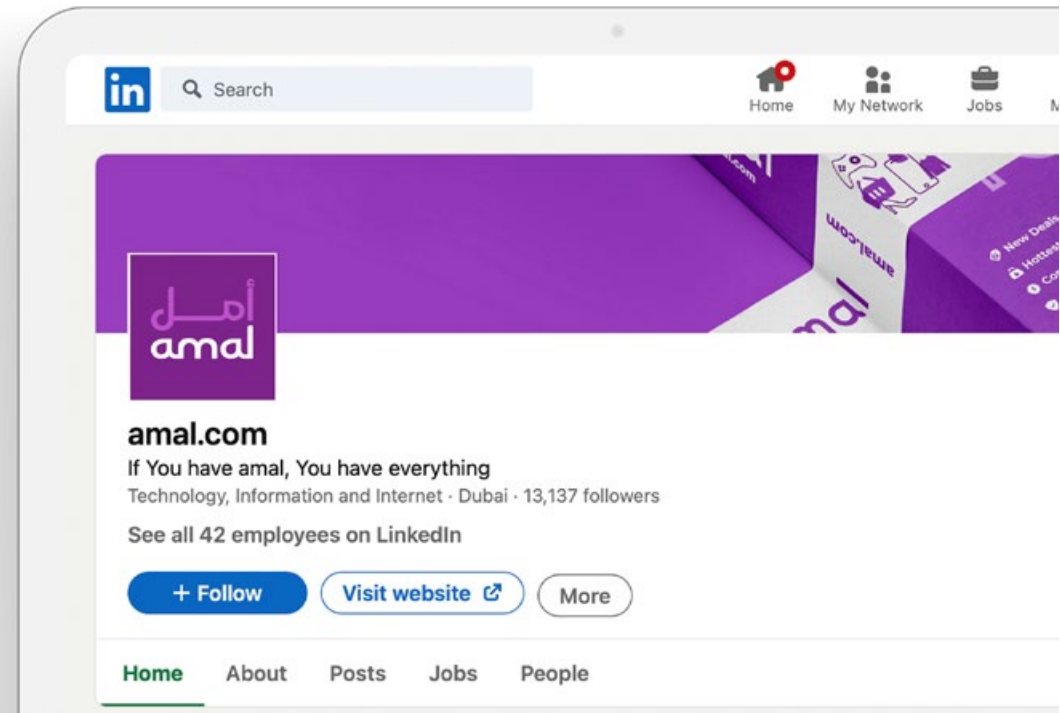
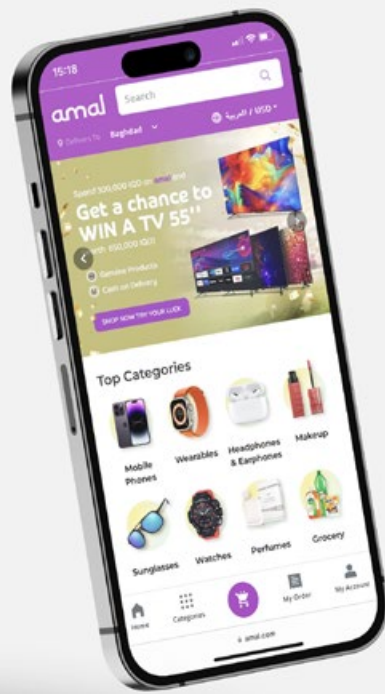
Get in the game.  
With Amal.

Delivering aspirations.  
As expected.



أمل  
amal





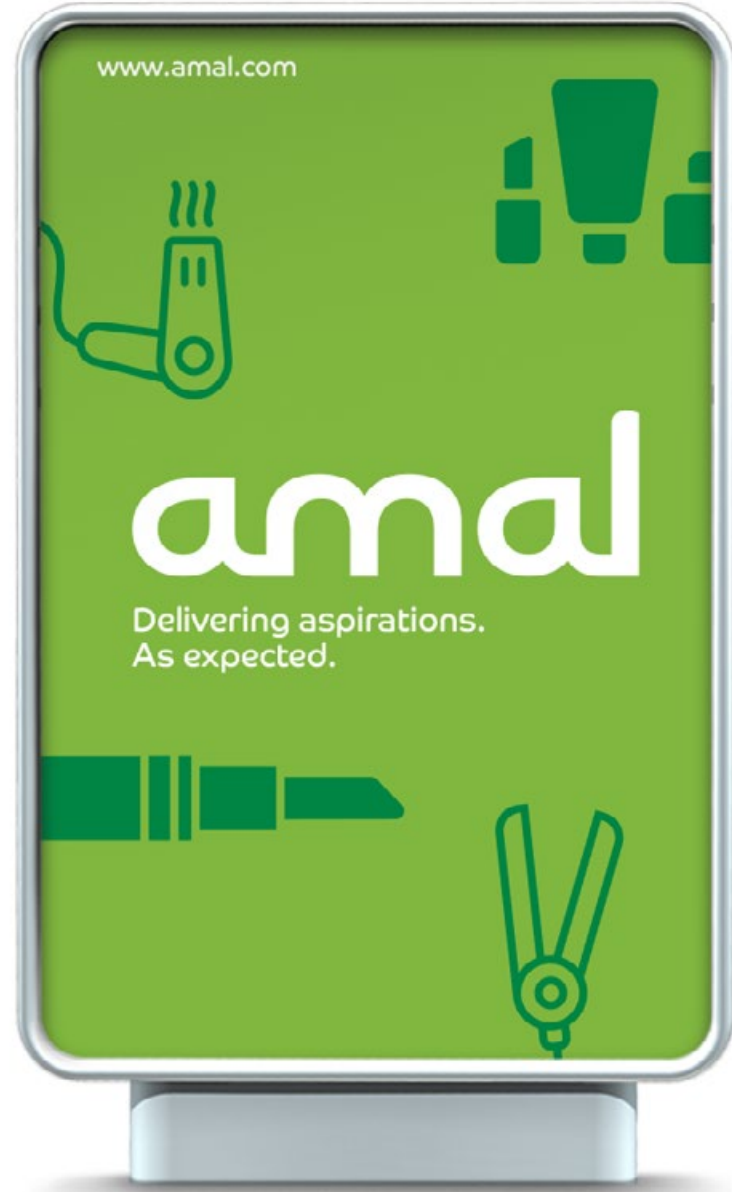


Sony bluetooth  
headphones  
310,000 Dinar



\*amal





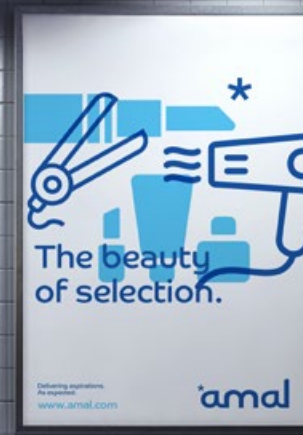
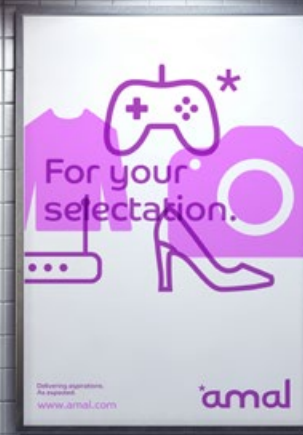
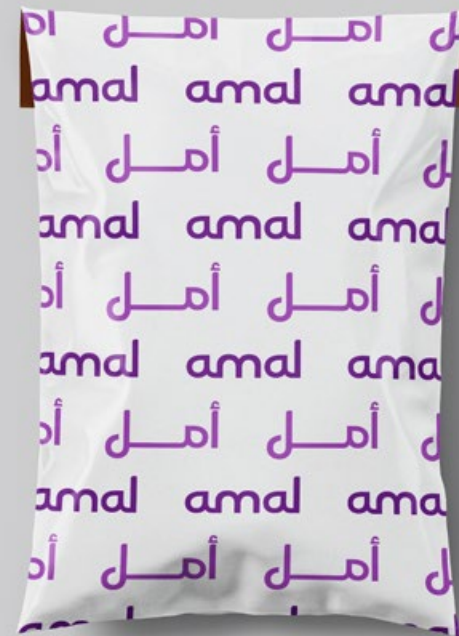


\*amal

Delivering aspirations.  
As expected.

[www.amal.com](http://www.amal.com)







## Coremont

Coremont is a new fintech brand and a spin-off of Brevan Howard, the renowned hedge fund.

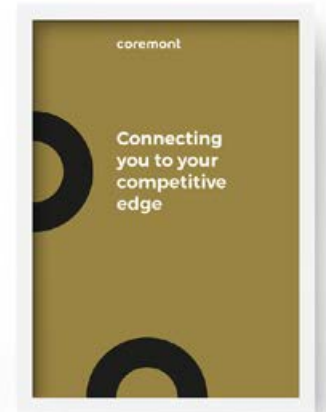
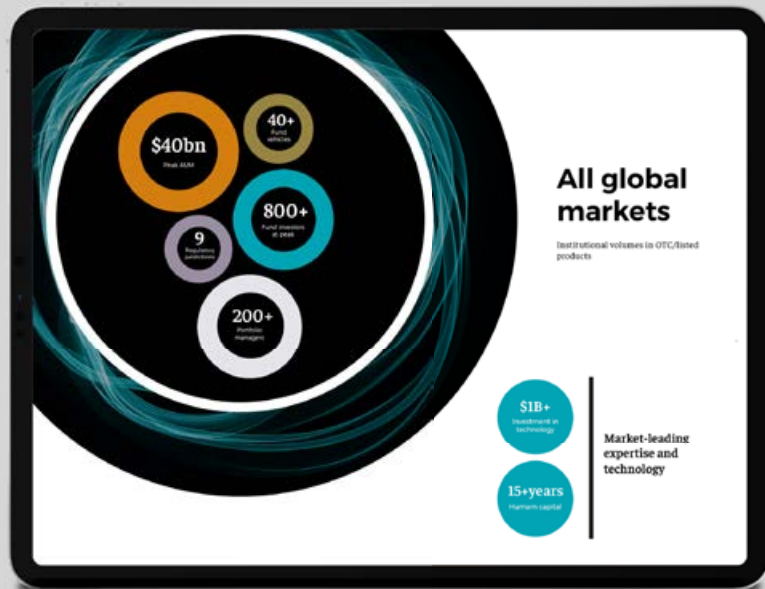
Coremont offers integrated front-to-back office services for rival investment managers and financial institutions.

### Role

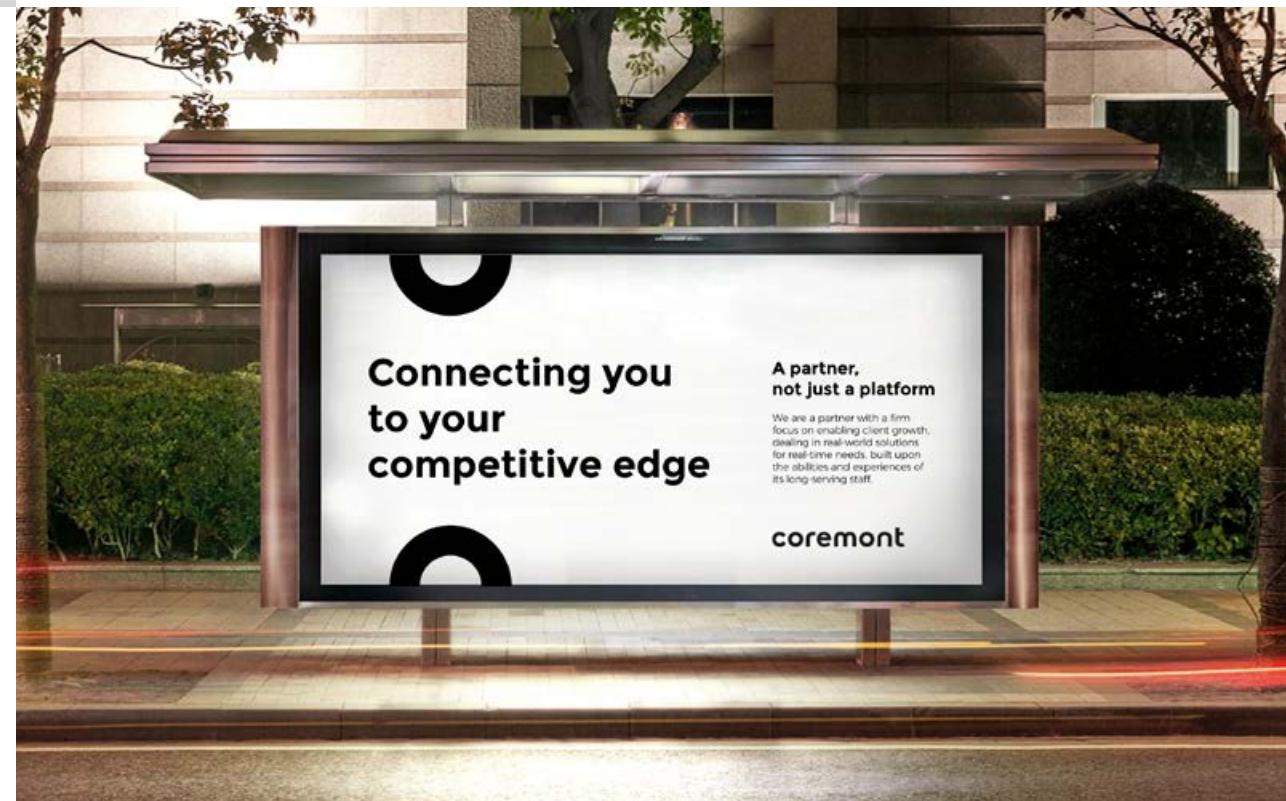
I developed the logotype and oversaw the brand creation and visual identity project as the Creative Director.

### Agency

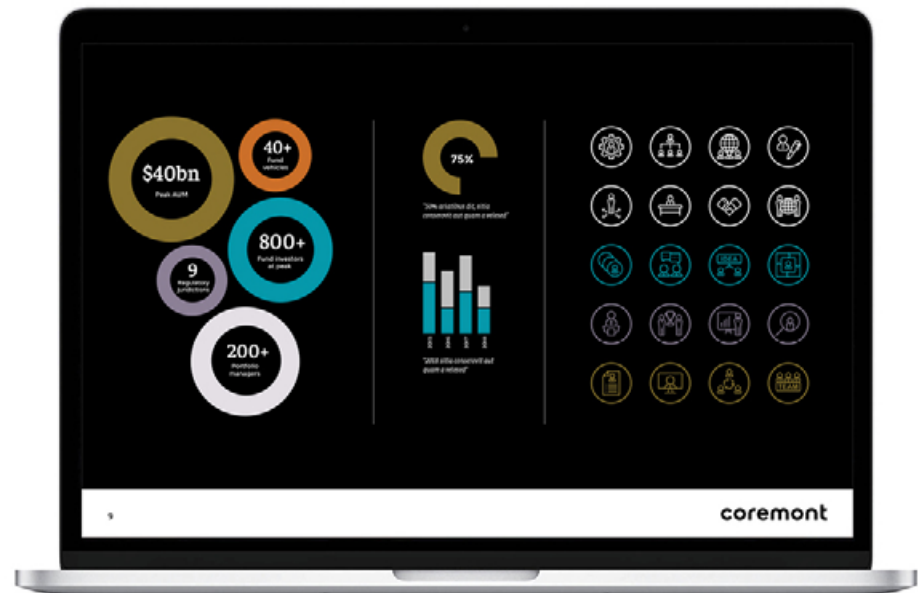
Fin International  
London



# coremont







## Surrey Research Park

Surrey Research Park (SRP), a science park closely associated with the University of Surrey, is a pioneer in its field. It has an enviable track record and a powerful foundation on which to build a world-class science park brand.

However, it lacked a clear brand proposition or identity and was out of step with its peer group, which have established more modern brands, in tune with their target audience.

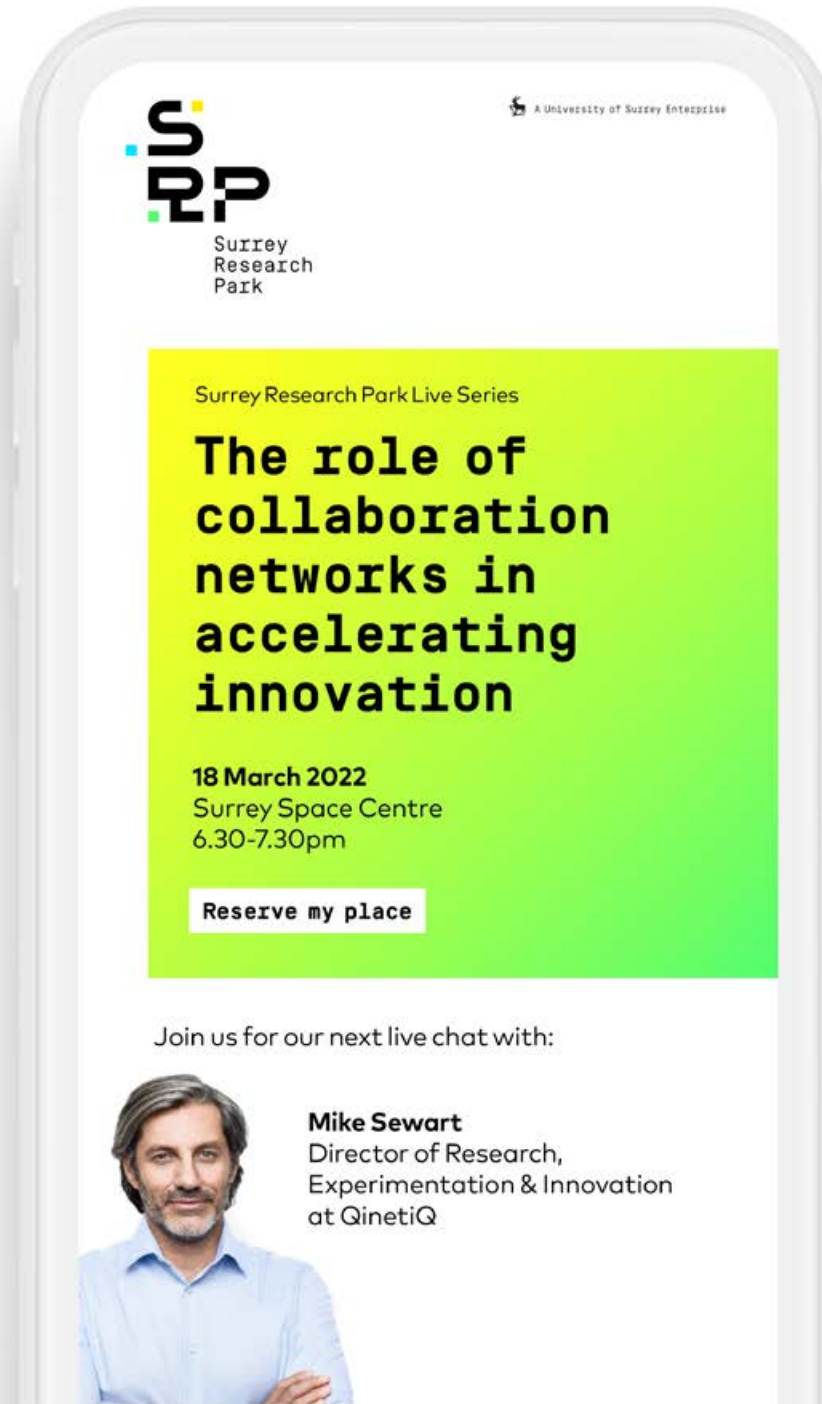
We developed a new positioning around the brand idea of 'Fuel your ambition', which envisions SRP as a place for entrepreneurs and global enterprise, and created a visual identity that allows to bring this positioning alive across all channels.

### Role

Lead creative

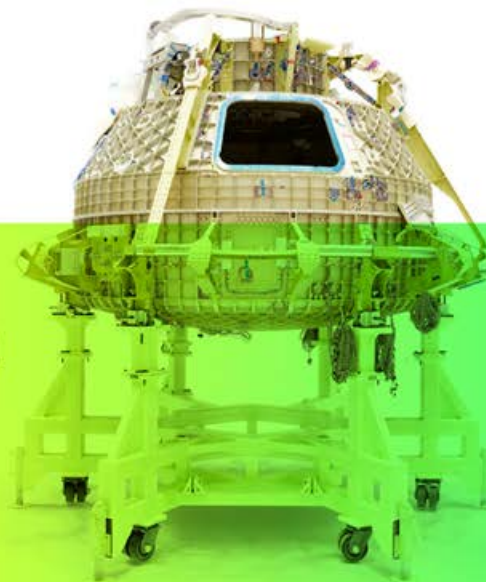
### Agency

Industry Branding  
London



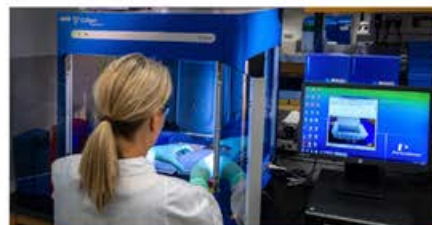
# Fuel your ambition

This is a place where those with drive, grit and determination turn ideas into innovations, a place where people come to roll-up their sleeves and get things done.



## Start-up

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## Scale-up

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## Lorem ipsum dolor

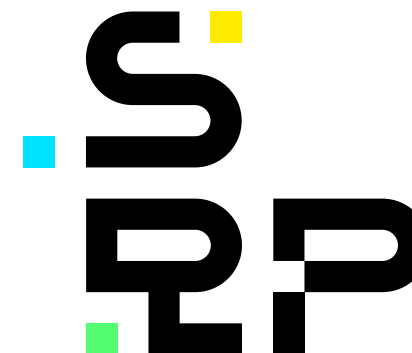
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## Lead

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Surrey  
Research  
Park





## hunu

hunu started out with a revolutionary collapsible, reusable coffee cup and only took a month to become one of the most successful crowdfunding projects in history. It can now be found in over 70 countries around the world.

In 2021, hunu is relaunching as a full-blown lifestyle brand, promoting sustainable living with a number of new products in the pipeline.

### Role

I was brought in to develop the brandmark, visual identity and brand guidelines for this client.

### Agency

Perq Studio  
London





110501

@wearshunu • wearshunu.com

## Rullo's Pizze

*Rido's Pizzeria*

**Starters**

- AUBERGINE PARMIGIANI £5
- BEEF CARPACCIO £8
- CHICKEN SALAD £3.5

**Fresh pasta**

- TIRAMISU BOLONNESE £9
- RAVOLI RICOTTA & SPINACH £7
- Gnocchi Sapporinos £4.5

→ Wood Oven Pizza ←  
• Rollo's chunky tomato, buffalo sauce  
and melted cheddar

• YEGAN  
• CAZONE NAPOLITANO

**TWINUS** **HOW** **MORE**  
**TO** **OPTIONS**

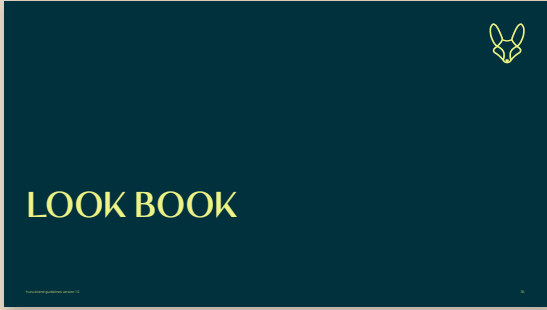
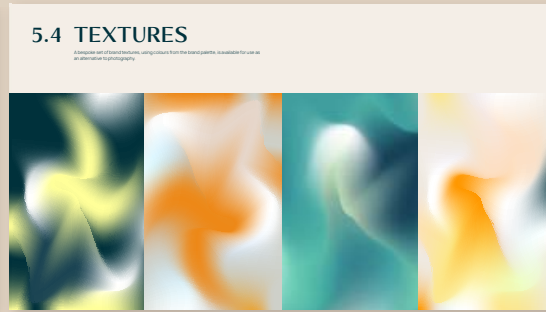
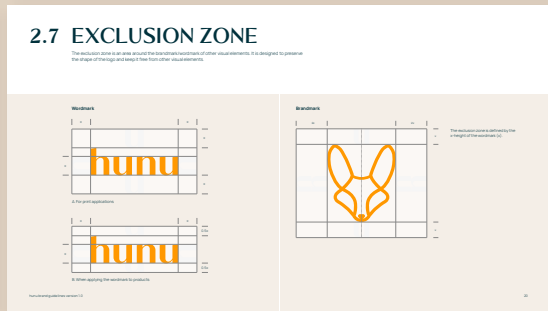
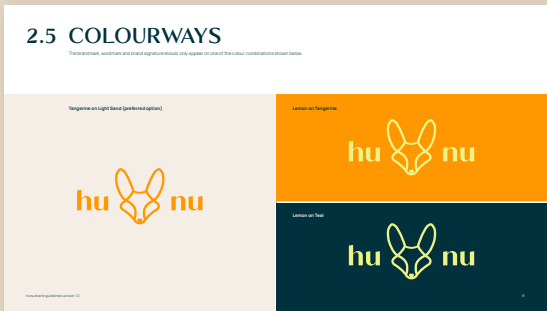
JOIN ~~FREE~~ TO SUN OPTIONS INSIDE!

RULLO'S PIZZERIA.











Bruised in the financial crisis, the RBS has re-emerged driven by the bold ambition to become the UK's number one banking group for customer service, trust and advocacy.

In order to deliver on this ambition, a new bank-wide rallying call – Determined to make a difference – was launched across the group's employees. It's how the bank brings its purpose to life, and how colleagues live their values.

**Role**

As Creative Lead, I led the design team and developed the idea of using emoticons to communicate 'the many faces of determination'.

**Agency**

The Team  
London





#### The many faces of determination

RBS people are determined to make a difference because they are proud about themselves as individuals, as professionals and as the 'faces' of the bank.

Determination means many things to different people and it inspires many different emotions. We use our faces – in the shape of emoticons – to communicate our individual emotions when we talk about being determined to make a difference.

Determined to make a difference provides an opportunity to share pride and put a face to those people who show positivity and determination, whatever the challenge.

Our suite of emoticons all feature the 'D' of determination and they portray the range of powerful emotions that are harnessed by colleagues to make a real and lasting difference.

### Video pod

These D-shaped video booths provide employees with the opportunity to contribute ideas that will help shape the bank's strategy.



#ExpensiveInefficiency  
#EnergySavings  
#Determined



Craig Edmondson  
Manager, Retail Mortgage  
Retail customer, 10 years

#ShiftPerceptions  
#NoConditionsNoCaps  
#Determined



Judith Crickhead  
UK Head of Finance, 10 years

#ComputerAmbition  
#CareerBuilt  
#Determined



David Lambert  
Retail customer

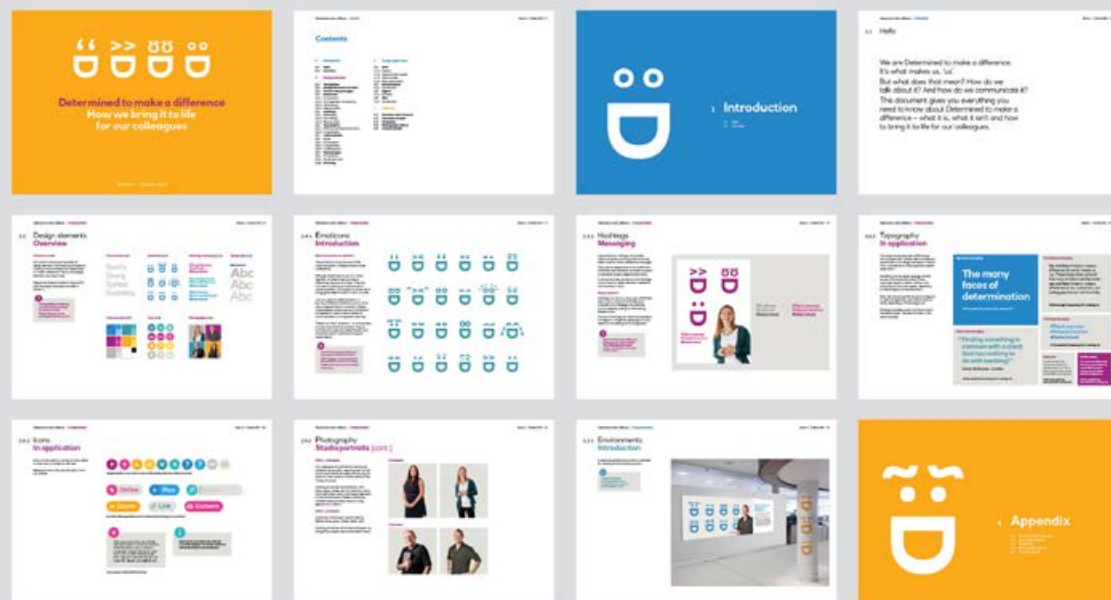
#DebtCrisis  
#SympatheticSolution  
#Determined



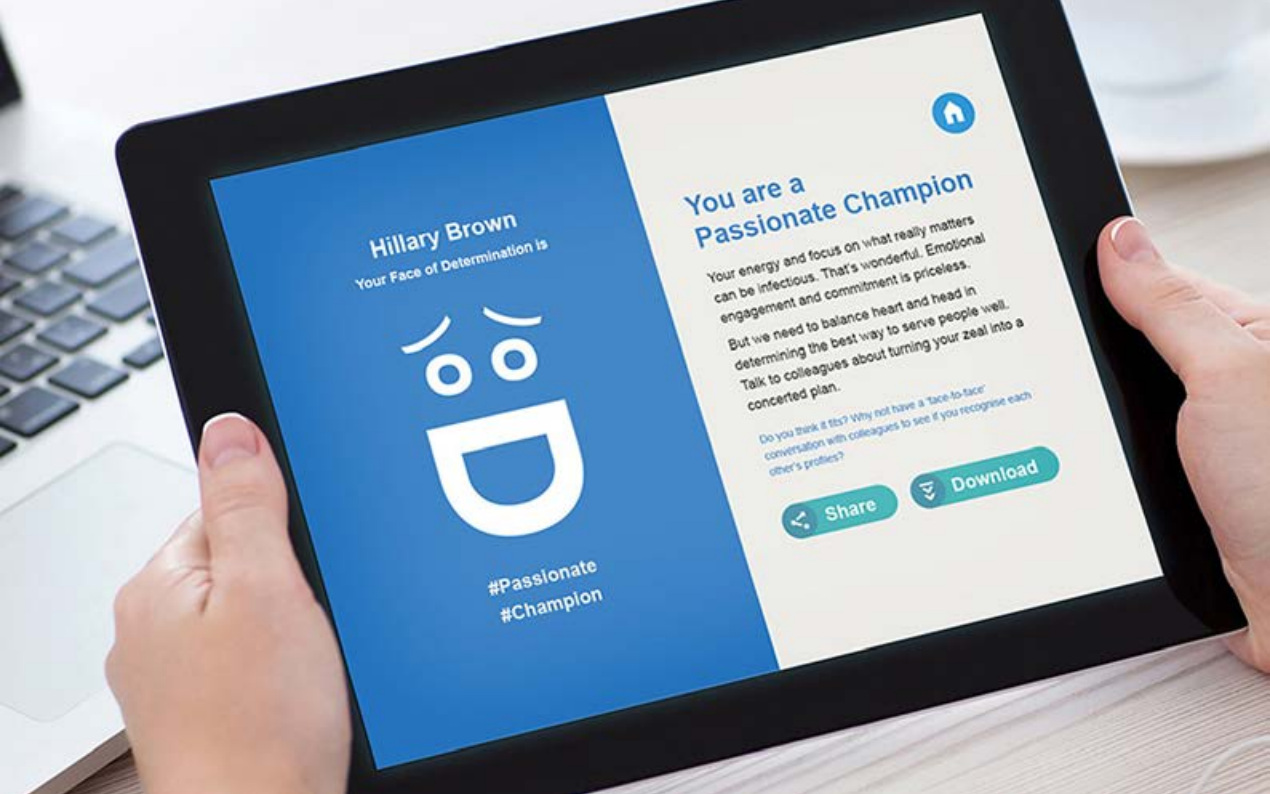
Joanne Martin  
Specialist support,  
Debt Management Operations

#BoldAmbition  
#RallyingCall  
#Determined









#### Determination profiler

An online psychometric quiz, developed with the University of Cambridge. The profiler was designed to give you your 'Face of determination' – one of 12 different profiles.

Over 40,000 employees have completed the determination profiler and found their face of determination.



Watch the Determined to make difference video  
<https://vimeo.com/200592915>  
Use password: rbsvideo



Watch the RBS employee trailer video  
<https://vimeo.com/203893248>  
Use password: rbsvideo



**Passionate  
Champion**



**Team-building  
Champion**



**Influential  
Champion**



**Radical  
Challenger**



**Visionary  
Challenger**



**Curious  
Challenger**



**Methodical  
Perfectionist**



**Clear-thinking  
Perfectionist**



**Focused  
Perfectionist**



**Tenacious  
Trouper**



**Decisive  
Trouper**



**Brave  
Trouper**

## Ctrllo

UK's insurers win over 80% of their new customers through price comparison websites and 90% of sales come from the top three ranked (cheapest) prices.

Most insurers lie outside these rankings 99% of the time because precise pricing is difficult and even a 1% difference from the top three quotes matters.

Ctrllo's smart pricing platform works at the interface between comparison websites and insurers, using data from both, to provide insurers with the diagnosis tools, pricing information and the portfolio control to be competitive.

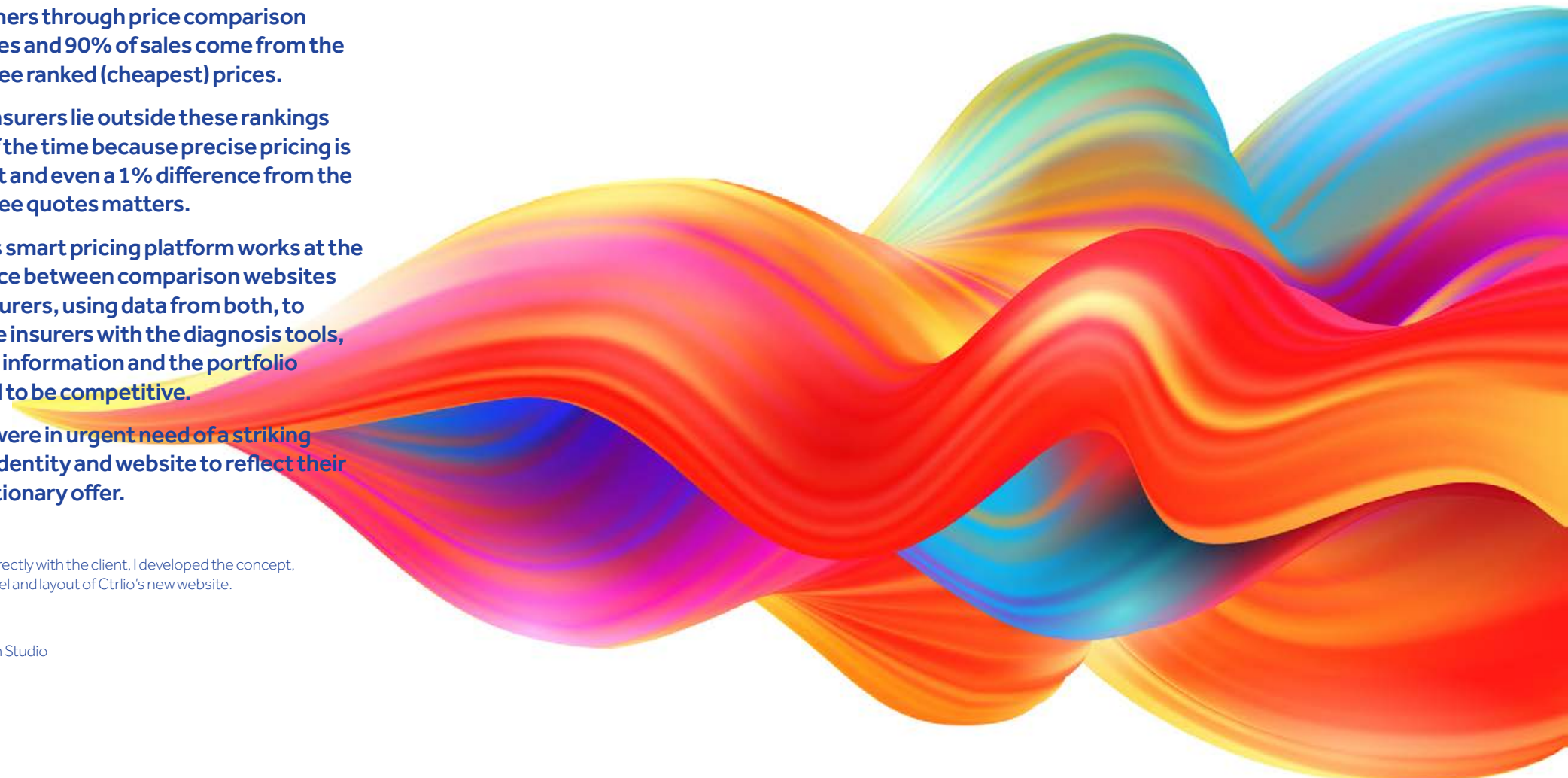
Ctrllo were in urgent need of a striking visual identity and website to reflect their revolutionary offer.

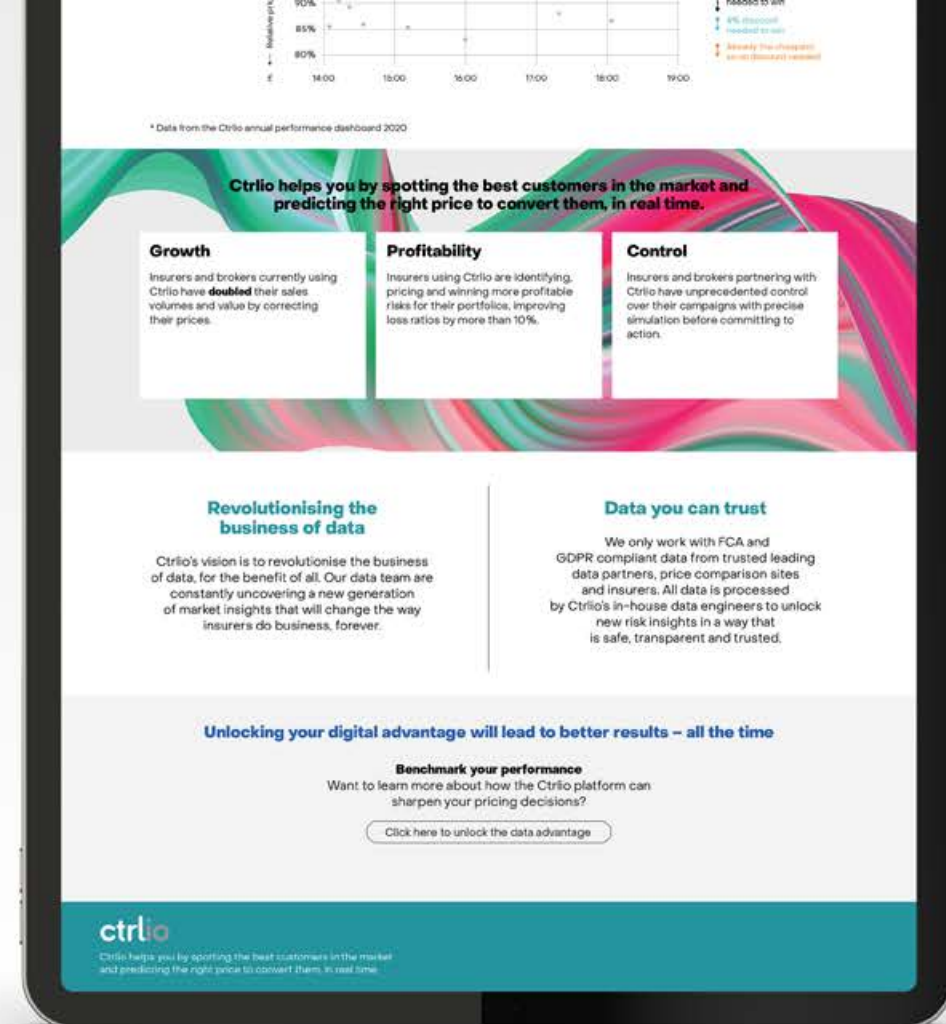
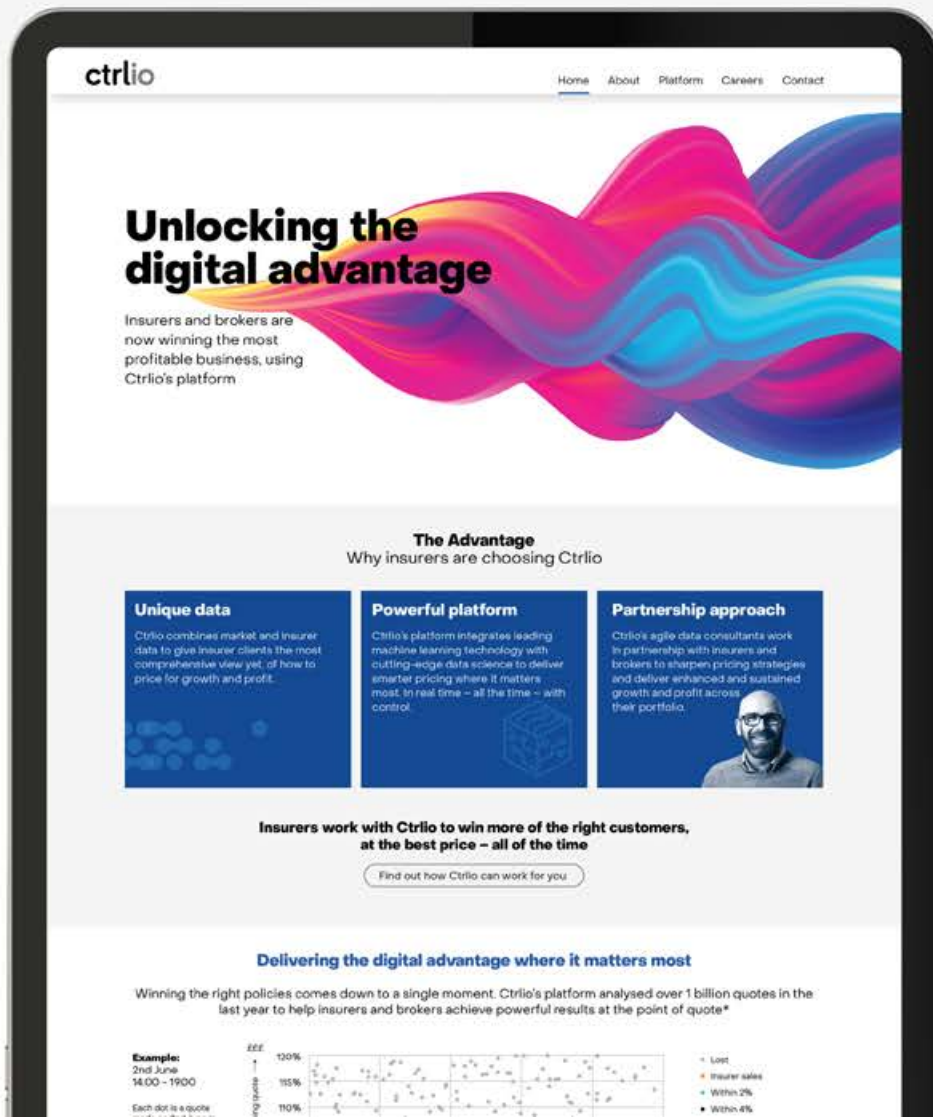
### Role

Working directly with the client, I developed the concept, look and feel and layout of Ctrllo's new website.

### Agency

Enkelmann Studio





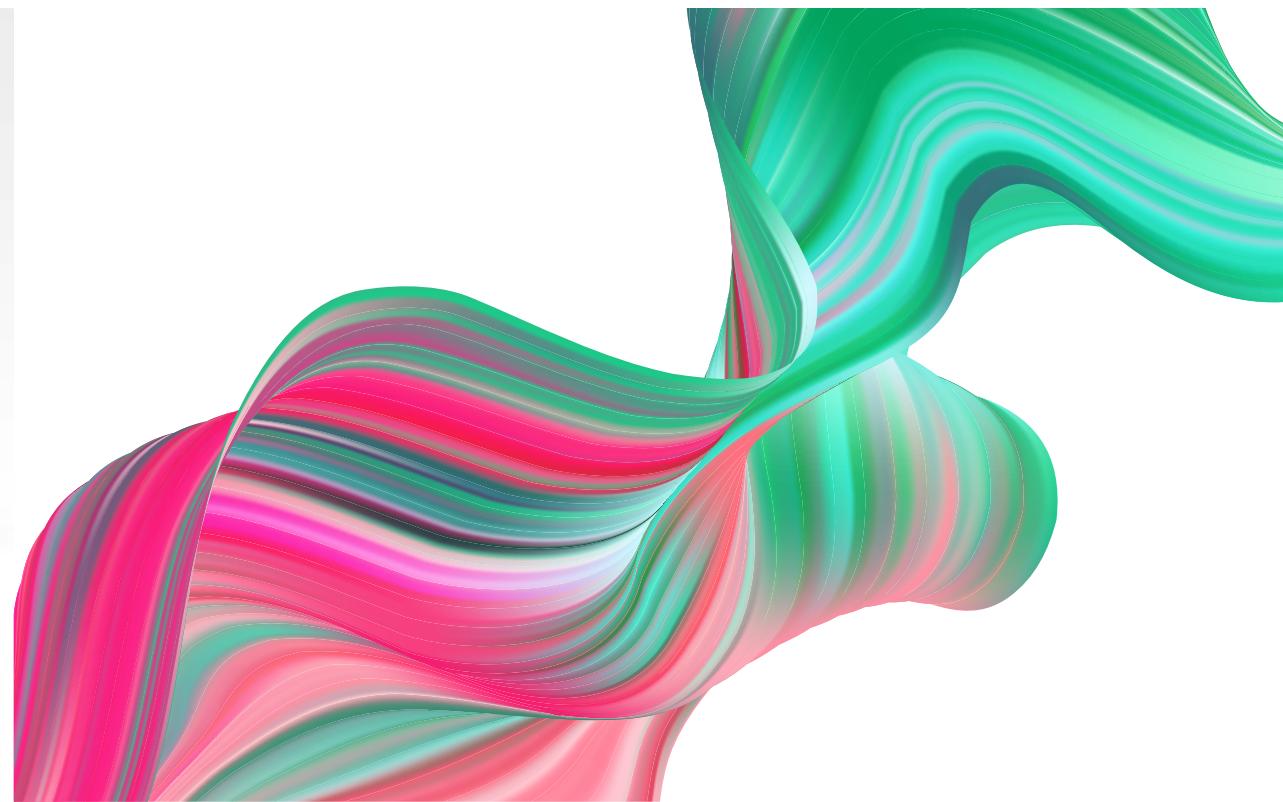
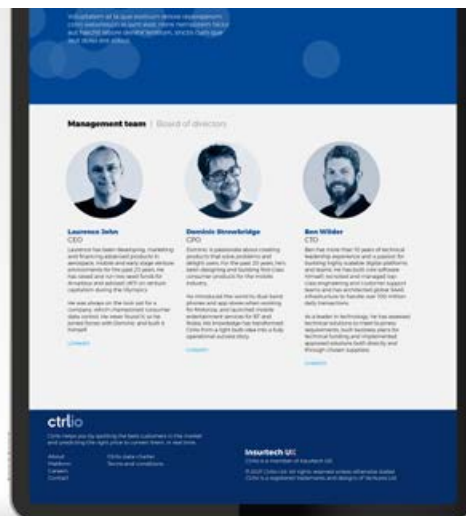
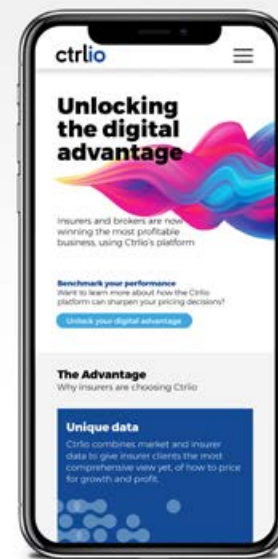
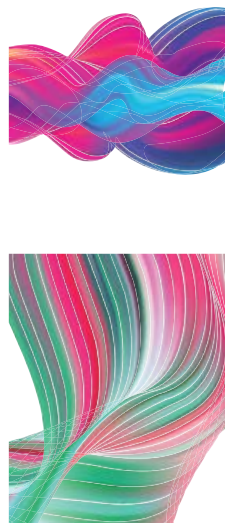
[www.ctrl.io](http://www.ctrl.io)





**AaAa**  
Unlocking the  
digital advantage

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## Q8

With only minor updates to the brand design since its launch in 1983, many aspects of Q8's brand and visual identity had become outdated.

While most of the other major oil brands had already modernised their look and feel as they repositioned themselves as energy companies (gearing up for a future less reliant on fossil fuels), Q8 was in urgent need to rethink its brand.

### Role

I oversaw the identity project at specialist design consultancy Circle Brands. I designed the new logo and defined the overall visual language.

### Agency

Circle Brands  
London





Deconstructing the logo



Previous logo



Original sail shape from previous logo



Shape chosen for further development as it was dynamic and gave it clear personality



Original watermark from previous logo



'Tail' of the Q extended, while retaining roundness



Slightly reduced from dynamic to more a direction of the sail



Slightly extended to give it more presence



For recognizability and portability



Too straight



More interesting, but difficult to read especially at small size



Slightly refined



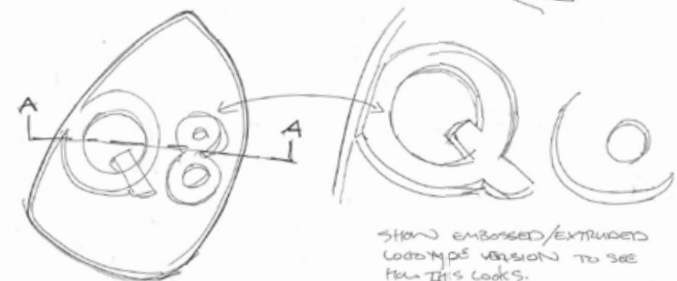
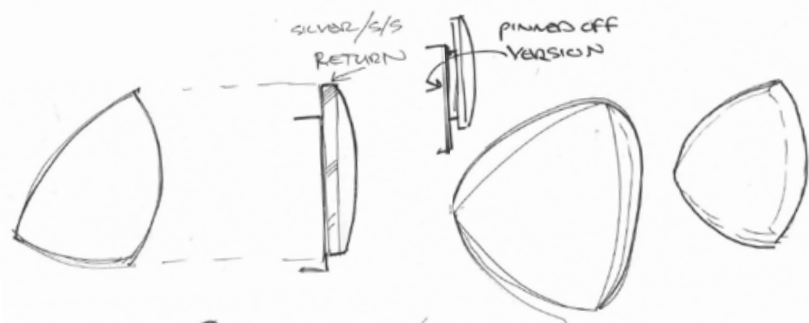
Just right! (and with a reference to the slightly ragged woodwork of the previous logo)



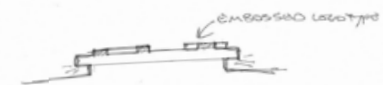
New logo

Q8 SAIL

EXPERIMENT  
WITH SAIL SHAPES



SHOW EMBOSSED/EXTRUDED  
LOGO TYPE VERSION TO SEE  
HOW THIS LOOKS.





Corporate communications



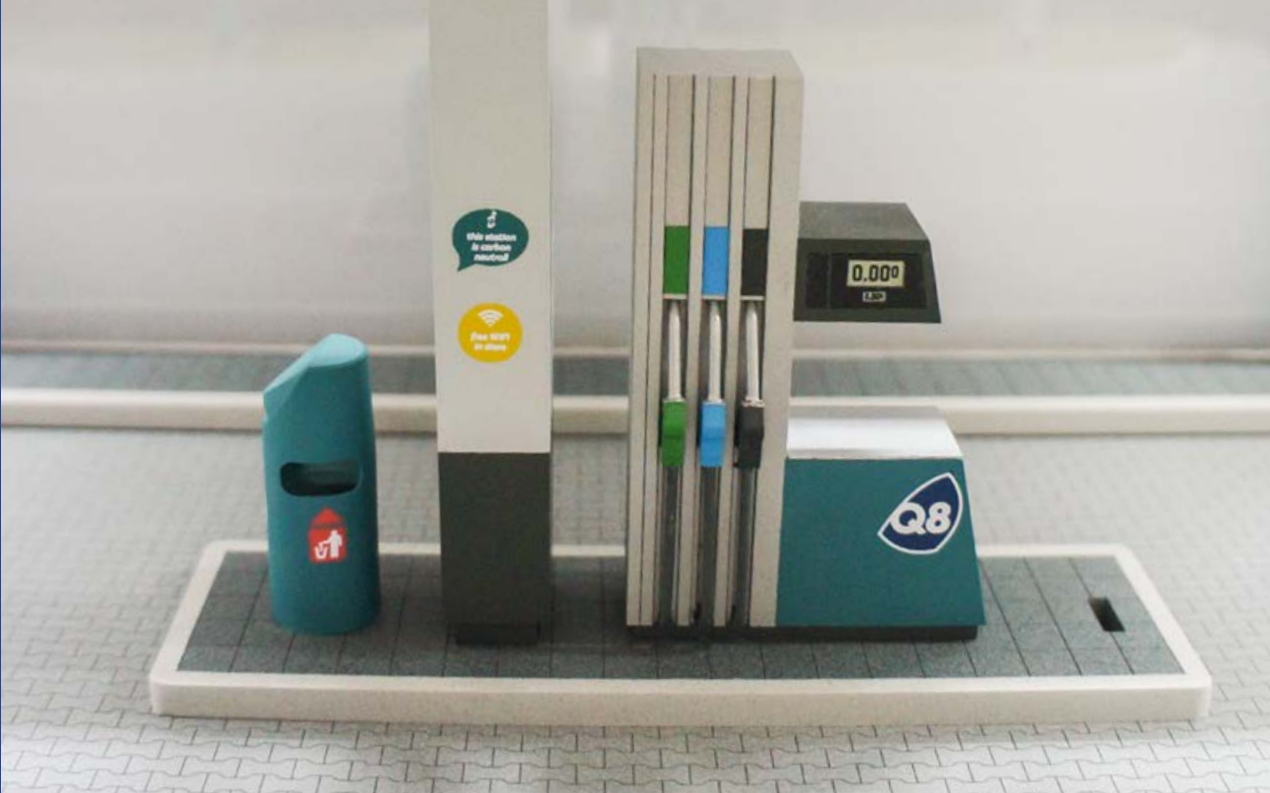
people to see,  
stuff to do?  
have a free drink on us first.

shop at Q8



Consumer communications

Brand guidelines





# STOXX

A leading global index provider and part of the Deutsche Börse Group, STOXX repositioned its brand offer from a benchmark provider to an 'Intelligent Investments Factory'.

We were tasked with developing a new agile 360 degree campaign concept to reflect this approach.

It proved to be the flexible and practical solution for a fast-paced brand and product campaign across digital and print platforms, as well as animated video.

## Role

As the Creative Director, I developed the overall layer-based campaign concept and oversaw the implementation of print, digital and animated executions.

## Agency

Fin International  
London







**STOXX**

INNOVATIVE. GLOBAL. INDICES.

**STOXX**

INNOVATIVE. GLOBAL. INDICES.

**STOXX**

STOXX is part of Deutsche Börse Group

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www.stoxx.com



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www.stoxx.com



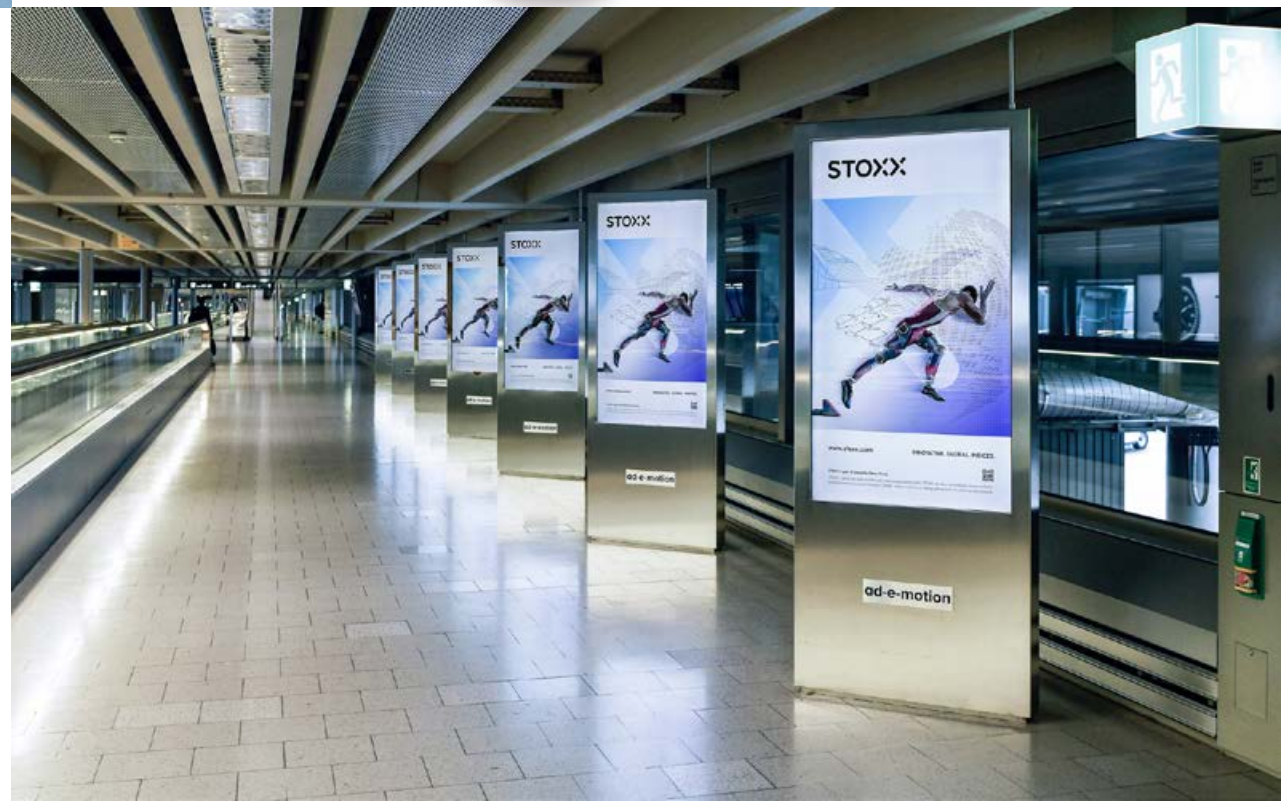
STOXX is part of Deutsche Börse Group

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USP and the STOXX brand itself) in the product name. The layers then form a rich background to a strong hero image, working with the campaign headline to reflect the product's core value proposition.





The STOXX Select Diversification Solutions (SDS) are strategy indices derived from leading STOXX blue-chips and benchmarks. They are engineered to allow for option price efficiency, enabling higher participation and greater protection.

For more information, please visit [www.etsxx.com/sds](http://www.etsxx.com/sds) and contact us for an in-depth discussion.

INNOVATIVE GLOBAL INDEXES

[illegible]

The explosion of data fuels the advance of AI. These technologies present an unrivalled investment opportunity. Yet it takes a clear-cut strategy to discern hype from opportunity and identify hot spots for a winning portfolio.

STOXX provides transparent AI concepts: a thematic approach based on revenue exposure and a progressive concept tracking AI innovators selected by AI technology.

Find out more on [www.stox.ai](http://www.stox.ai) and contact us for a discussion.

INNOVATIVE GLOBAL INDICES

[illegible]

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Find out more on [www.stox.com/eda](http://www.stox.com/eda) and contact us for a discussion.

INNOVATIVE GLOBAL INDICES

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Watch the STOXX brand video  
<https://vimeo.com/383046348>  
 Use password: stoxxvideo



## The Culture Hub

In 2022, employer branding and marketing communications agency WeLove9am were building their own workshop and conference centre next to their offices in Cirencester.

For the Culture Hub, they wanted a stand-alone brand but it had to be closely linked to the agency's established branding.

### Role

Working directly with the management at WeLove9am, I created the branding and visual language for the centre in 2022.

### Agency

Enkelmann Studio  
London



The  
Culture  
Hub







## UX

4Gon, a supplier of enterprise technology and one of the UK's leading WiFi and networking retailers, has been in existence since 2010.

In 2021, 4Gon is rebranding as UX (short for 'Unified Experience'), as the name 4Gon (pronounced 'foregone') caused some confusion and is associated with now superseded 4G technology.

The brief was to create a logo and visual identity that is as iconic and memorable as the new brand name and URL ([ux.co.uk](https://ux.co.uk)).

The bold new look will help UX to achieve stand-out amongst a multitude of competitors that provide similar products, and enable them to broaden their product and service portfolio in the future.

### Role

I developed the brandmark and visual identity, working directly with the client, CDGL.

### Agency

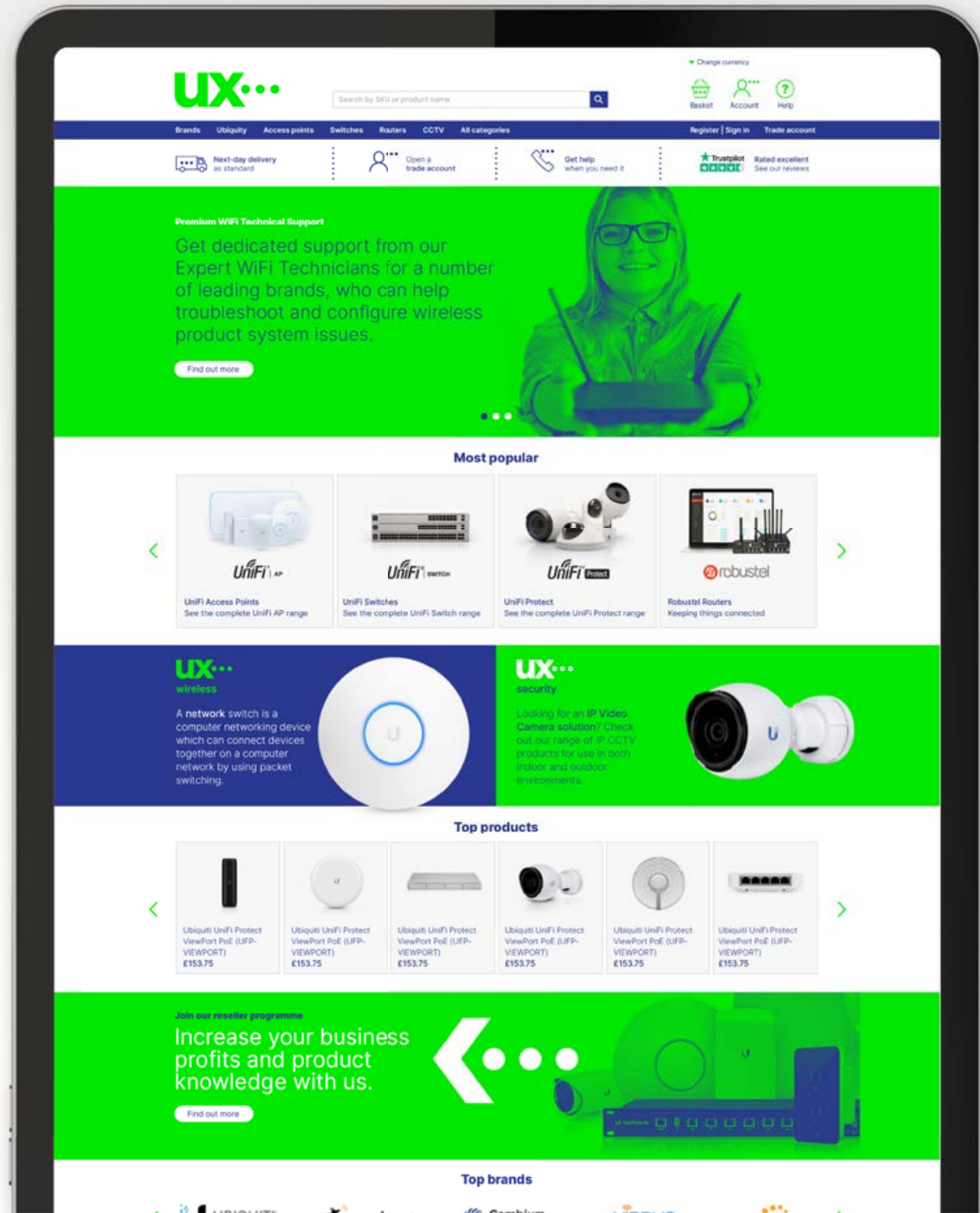
Enkelmann Studio

# UX...

**UX...**  
unified  
networking  
experience

**UX...**  
unified  
wireless  
experience

**UX...**  
unified  
security  
experience





ux...



Inter

AaAa

## The standard for high performance Wi-Fi

Founded in 2010, UX started with a plan to be a one-stop-shop for wireless resellers, installers, and all those who need access to wireless communications.

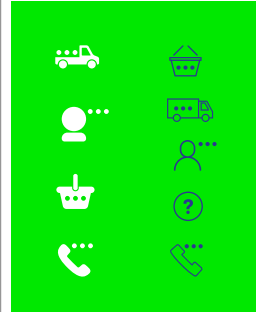
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1234567890?@£\$%&(),\_.

ux.co.uk

Inter is a free-to-use Google font.





nationalgrid

Naming / brand creation / visual identity

nationalgrid

power  
responsive

nationalgrid

More power  
to business.

Being Power Responsive  
will reduce energy costs  
and carbon footprints.

power  
responsive

nationalgrid

Knowledge is power.

Being Power Responsive  
means learning new,  
intelligent ways to use  
electricity and reduce  
energy costs.

power  
responsive

nationalgrid

Collective power.

Being Power Responsive  
is a collaborative approach  
to evolving energy now  
and for the future.

power  
responsive

## Power Responsive

The energy world is changing. The move to a low carbon economy, coupled with rapid advances in technology and innovation, are transforming electricity supply. But supply is only half the story. The challenge now is to exploit new opportunities by changing the way we use electricity.

National Grid sits at the heart of the UK's energy system. Power Responsive is an initiative to get major corporations on board to decrease or shift their electricity consumption.

### Role

I oversaw the creative process as Creative Lead at The Team. I also designed the logo and developed the wider visual language.

### Agency

The Team  
London





Our world is changing. So is the energy system that powers it.

Power Responsive is a collaborative approach to turn debate into action and realise the possibilities created by demand side solutions.

national**grid**



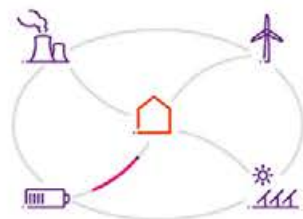
HOME POWER RESPONSIVE THE EVENT CASE STUDIES FAQ

GET INVOLVED

## Collective Power

Our world is changing. So is the energy system that powers it. Together, we can shape and share the possibilities a demand responsive system has to offer.

▶ PLAY THE VIDEO



### Our world is changing

The move to a low carbon economy coupled with rapid advances in technology and innovation are transforming electricity supply. But supply is only half the story. The challenge now is to unlock new opportunities by changing the way we use electricity.

National Grid sits at the heart of the UK's energy system. We know the way energy is managed is changing. And we see the value demand side solutions will bring. We want to play our part and help facilitate the rapid growth of demand side solutions.

### Demand side response

Demand side response is intelligent energy usage. By knowing when to increase, decrease or shift their electricity consumption, businesses and consumers will save on total energy costs and can reduce their carbon footprint.

Although in its infancy, demand side response is a reality. Together we can shape and share the possibilities created by demand side solutions.

What is Power Responsive?

Why Power Responsive?

Power Responsive into action

Power Responsive into action

## Demand side response: Being Power Responsive

18 June, Altitude, London

This summer we're bringing together senior business leaders, decision makers, policy creators and energy experts to discuss the issues crucial to achieving the business benefits of a more flexible energy system.

Together at the event we will be collaboratively exploring the opportunities for business, the incentives and barriers to growth, and seeking solutions to deliver demand side solutions at scale by 2030.

A synopsis on the discussion and call to action will be available here soon. In the meantime, you can sign up for updates and information about future events using the form below.

### Get ready for the event

You can read Steve Holliday's speech prior to the event.

[Read Steve Holliday's Speech in full](#)

You can also download the full event agenda and speaker biographies here.

↓ [DOWNLOAD EVENT PACK](#)

## Case studies

The real strength of Power Responsive is in the collective. Here, businesses and organisations involved in realising the potential of demand side solutions tell their stories.



### On track to support DSR

The Tube is the biggest power consumer in London, and has the largest private power network in the country.

[READ THE FULL STORY](#)



### Aenean eget rutrum nisi

In id feugiat diam. Cras tur conmodo congue aliquam ut venenatis. Moris eu viverra idem, ac cursus justo.

[READ THE FULL STORY](#)



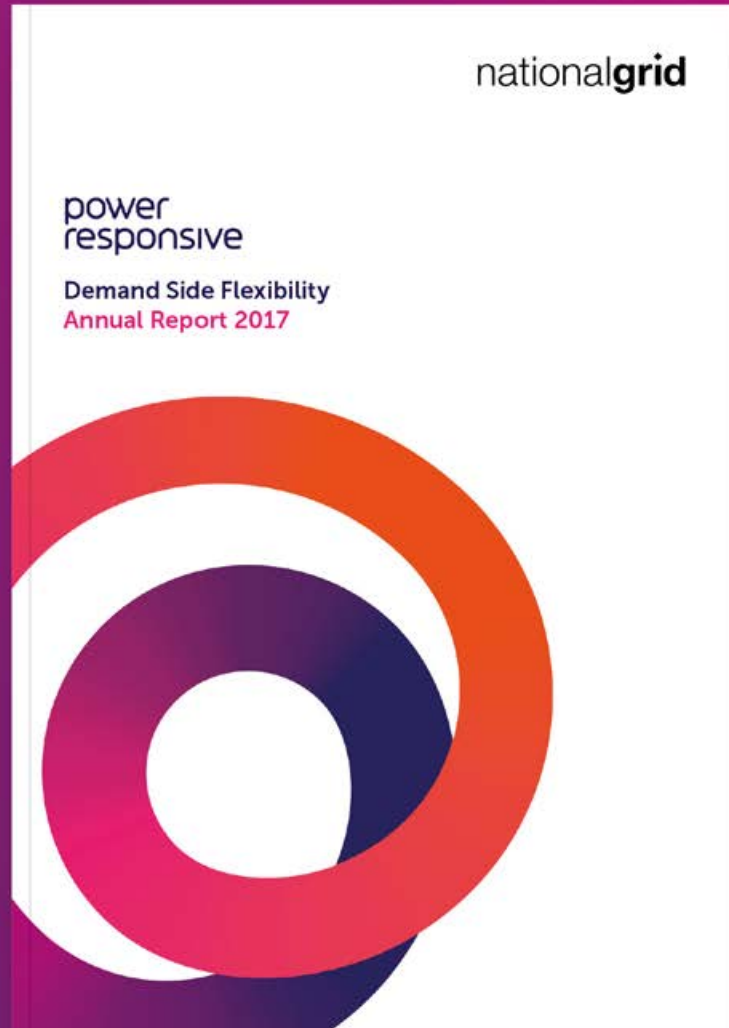
### Pro tamen consectetur congue

Consectetur congue enim a elitend. Maecenas varius mi ut justo solvamus dictum. Donec ornare malesuada.

[READ THE FULL STORY](#)





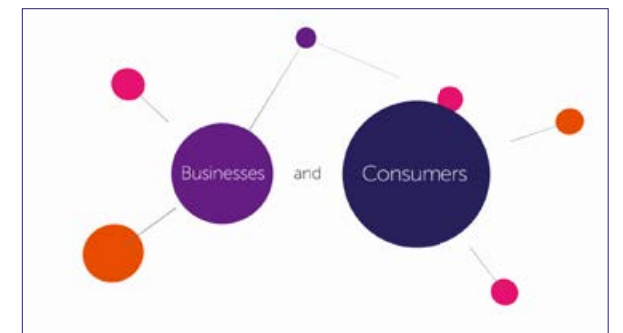


#### Video

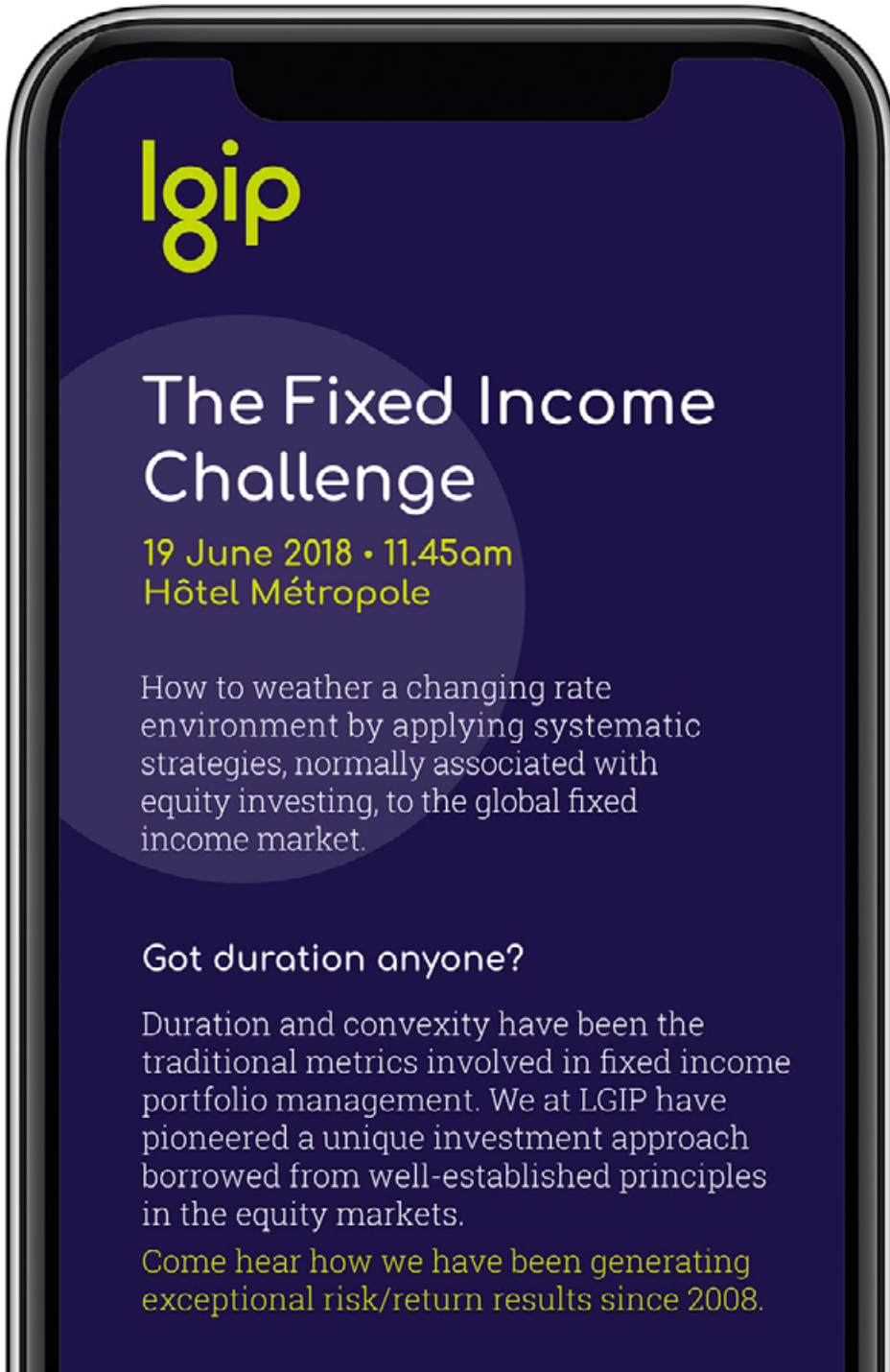
For the launch of the brand, we created an animated video which explains the principles of Demand Side Response and what Power Responsive set out to achieve.



Watch the animated launch film  
<https://vimeo.com/201742751>  
Use password: nationalgrid







Re-brand

## LGIP

**LGIP is a Geneva-based hedge fund. Like most small fund managers, LGIP didn't have a brand to speak of. Their new positioning and visual identity has become a major differentiator that has helped them stand apart in their field.**

### **Role**

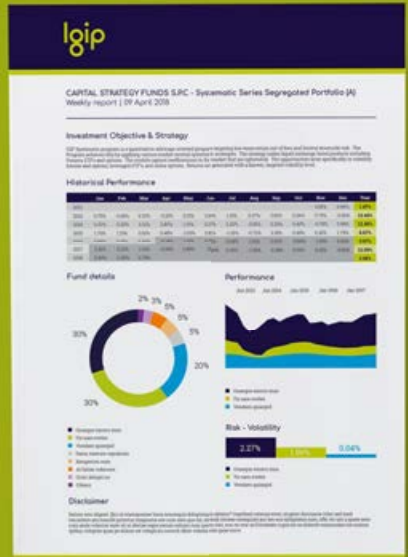
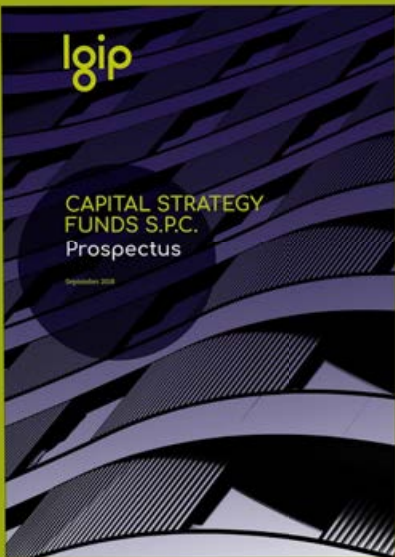
I led the re-brand as Creative Director at Fin International in 2018

### **Agency**

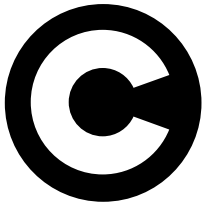
Fin International  
London







Brandmarks



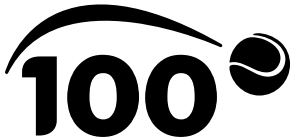
**Go-Ahead Bahn & Bus**  
British rail and bus operator winning rail contracts in Germany (2016)

**Allianz 125 years**  
Celebrating 125 years (2014)

**Dialogue**  
A2P SMS software solutions (2016)

**Congestion Charge**  
London traffic charging scheme (2001)

**IPM**  
Stockholm-based hedge fund (2017)



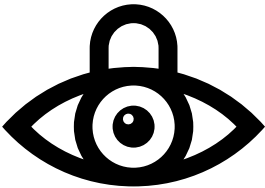
**The Culture Hub**  
Conference Centre (2022)

**Vestey Foods**  
Fine foods and farming business (2007)

**International Tennis Federation**  
Centenary (2012)

**CMS**  
Global law firm (2000)

**Olympic Tennis Event**  
London 2012 (2011)



**Darzi**  
Healthcare consultancy (2013)

**Jordan International Bank**  
London-based bank with Middle Eastern origins (2011)
















**ARAG**  
Legal insurance company (2002)

**Moscow Exchange**  
Stock exchange (2011)

**Diageo**  
Internal cyber security awareness campaign (2017)



Brandmarks

				
<p><b>Audentia</b> Three-dimensional finance (2017)</p>	<p><b>Q8</b> Petrol retailer (2012)</p>	<p><b>LGIP</b> Swiss hedgefund (2018)</p>	<p><b>Russian Trading System</b> Moscow stock exchange (2008)</p>	<p><b>Blue Watch</b> Property safety scheme (2013)</p>
				
<p><b>UX</b> Electronics retailer (2021)</p>	<p><b>Pare-Balles Conseils</b> Bullet-proof glass (2020)</p>	<p><b>Manoto TV</b> London-based Iranian language TV channel (2010)</p>	<p><b>Re</b> Joint venture between Capita and the London Borough of Barnet (2013)</p>	<p><b>hunu</b> Reusable coffee cups (2021)</p>
				
<p><b>Power Responsive</b> National Grid bringing industry and energy users together (2015)</p>	<p><b>Bluefin</b> Business consultancy (2013)</p>	<p><b>Amal</b> Online retailer (2022)</p>	<p><b>Coremont</b> Fintech technology platform (2018)</p>	<p><b>Transtelekom</b> Russian telecomms (2008)</p>

More work samples at **[www.enkelmann.studio](http://www.enkelmann.studio)**