KREATIVATION

DESIGN//BRANDING//IDEAS//ILLUSTRATION

WHO IS JONNO COHEN?

A quick background on me and my work

MY BACKGROUND

A little about me

After graduating in 2004, I set out to learn my trade at two small agencies where I conceptualised and delivered design work for brands including American Express, Nedbank, L'Oréal Professionel and BHP Billiton. Fast forward a little to 2007, when I founded my solo design practice, Kreativation.

A little about my company

In my studio I design logos and identities, I co-ordinate marketing and branding efforts, and I illustrate posters and brochures. I'm increasingly working in the digital realm too, developing Wordpress CMS-based websites and helping organisations establish an online presence that gets measurable results.

In all my work, I aim for it to speak to my clients' markets and stand out. But above all, it must look great doing so, because good design is good for business, and it's more fun to produce too. Win-win for you and me.

KREATIVATION

WHY WORK WITH me?

- Tailor-made solutions
  I treat every project on its own merits, creating a bespoke finished product that suits you and your clients.
- Best of both worlds
  I'm proficient with the tools of both print and online design. I also know when and why to best use those tools to effectively achieve your goals.
- Left and right brain combo
  Attention to detail and a thorough process combine with a passion for fun, beautiful imagery to deliver creative results that work in the real world.

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MY WORK

Eskimo Thermal Workwear

Logo and brochure design

Logo, art direction and brochure concept and design for a range of protective thermal-wear.

MY WORK

S Cubed

Logo and identity

Logo, identity guidelines and stationery for an operations and strategy consultancy.

The company's name is derived from its three-part process in analysing clients' operations, 'Systems/ Strategy/Solutions'.

MY WORK

Dariel Solutions

Brochure design

Design, illustration and layout of a brochure for a software development and IT architecture firm.

MY WORK

Rainbow Skylight

Leaflet design

Layout and redesign of product spec sheets for a skylight manufacturer.

The redesign is part of an overall update to the brand, with a new website due to launch in July 2010.

rainbow skylight

rainbow tubelite and supertube

A revolutionary product that will brighten up any area

The **Rainbow Tubelite and Supertube** is a maintenance-free, leak-proof and dust-proof, top quality product. It has been specially designed to provide a highly efficient cost-effective and quick installation product, designed to withstand harsh weather conditions — it is UV-resistant and hail-resistant.

Advantages of the Rainbow Tubelite and Supertube

- Cost and hassle reduced due to easy and quick installation
- No roof structural change needed
- The silver coating inside the tube intensifies and transmits light, even with a long and bent tube
- Can be installed in awkward places
- Available in kit form or DIY with step-by-step manual instructions
- Leak-proof and maintenance-free
- Light performance: Up to 9m² (Tubelite) – 12m² (Supertube)

Rainbow Skylight S.A. (Pty) Ltd.
14 Staal Street, Kya Sand, Randburg P.O. Box 1291 Northriding 2162, South Africa
Tel: +27 11 462 4448/9 Fax: +27 11 462 4431 Email: info@rainbowskylight.co.za Web: www.rainbowskylight.co.za

rainbow tubelite and supertube

Typical application for Rainbow Tubelite unit

Typical application for Rainbow Supertube unit

Main components of the Rainbow Tubelite and Supertube system

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MY WORK

See more...

These are just a few projects. Have a look at a more comprehensive portfolio at http://www.coroflot.com/jonnocohen

wanna chat?

Give me a call, let's discuss your project. If it involves drawing and free coffee I'll be double excited.

You can also find me on Twitter, email me or look for me running on the streets of Joburg.

Jonno Cohen

Call +27 82 802 5534

Mail jonno@kreativation.co.za

Read www.kreativation.co.za

Follow twitter.com/jonnocohen