SLEEPLESS NIGHTS

GRAPHIC DESIGN STUDIO

DYLAN IBBERSON

PORTFOLIO26

SLEEPLESS NIGHTS Where Ideas Never Sleep!

Hello! I am Dylan, the face behind Sleepless Nights! Great graphic design should do more than look good, it should solve problems and tell stories of your brand that will attract customers and reel them in.

Every project is more than just a piece of artwork, more than a pretty logo, more than a nice colour pallet or font. Every project is a chance to tell a story, to turn a collection of lines and colours into a personal journey that each customer goes on, one that they will cherish and remember, from the logo, the menu, the instagram post they sent to their friends, it is all a journey your customers go through, and I love creating the path your customers take.

Throughout my portfolio you can see my work, my strategy, how I approach tasks and my final pieces. Each one crafted with the same care and joy as the last. Whether you're launching something new, after a refreshing new look or a quick one off project, I'm here to create your design that will stand out, even when your customers are having a sleepless night.





Welcome to Sleepless Nights!

My goal is to make you happy. Every project is treated with care, thoughtfulness and energy, so I need to understand who you are, what you do and who your audience is. Once I know this we can get the ball rolling.

I am not just your “designer for hire”. I think of your project as my project, I will sit with you in the tough and the good, figure things out with you and talk things through so you understand every stage.

This means strategy calls, design proposals and checkins so that you have full control over your project. The process we go through is what makes working with me unique. It isn’t the case of you ask and I deliver what I think you want, we share an experience.

We have laughs, moments, clarity and you get a brand identity we created that feels right.

The process gives you a brand identity that makes you and your customers feel good, a recognisable, memorable, personal identity that your brand can spread, and you will never have another sleepless night.

experience.

RED GORILLA - Multi Channel Marketing

During my apprenticeship at Red Gorilla I have developed a strong sense of marketing from SEO to social media, and I have developed my Graphic Design skills further.

NWSLC - Level 5 HND Graphic Design

At NWSLC I achieved a Level 5 HND, completing multiple case studies and competing in the World Skills competition twice.

I've had the pleasure of working alongside Dylan on a number of creative projects, and he's consistently one of the most reliable and inventive people to have in the room. He works incredibly hard and always brings fresh, original ideas to the table, but never at the expense of the client brief. He has a great instinct for creative work and I'd highly recommend him to anyone looking for talented creative support.

Rachel, Head of Marketing
Red Gorilla

01 Tooth and Nail
02 Tweed Clothing Store
03 Shy Boi Sounds

2026 Case Studies

Tooth and Nail.

Tooth and Nail are a local tattoo shop to me who do high quality tattoos ranging from fineline to realism. With profesional settings and friendly chats, Tooth and Nail are a first choice when looking to get a new tattoo.

PROJECT: Logo Package

DELIVERABLES: Logo/Supporting Graphics

TIMELINE: 4 WEEKS



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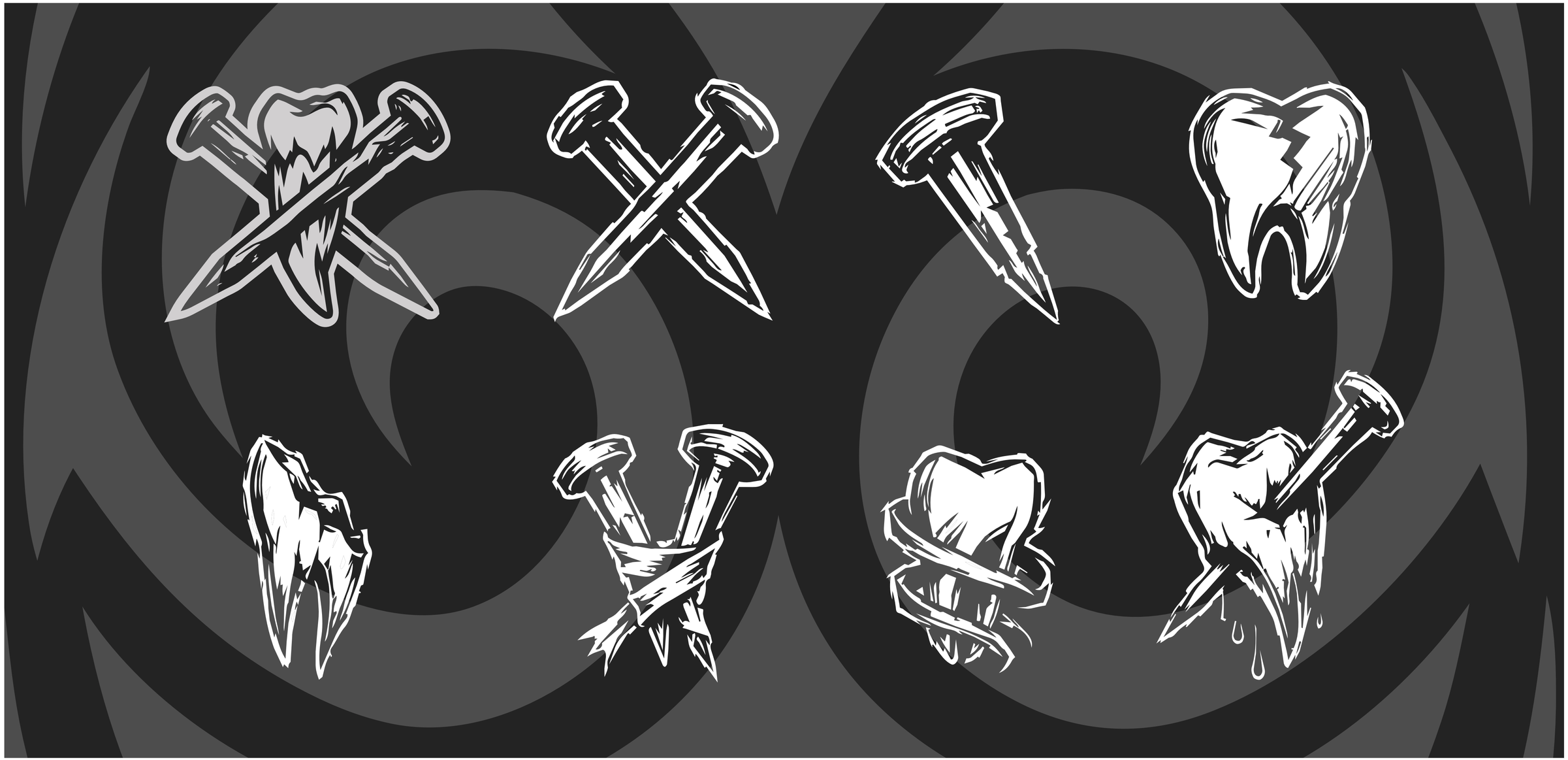







The Stencil.

The challenge of creating a visually unique identity in a competitive local market without losing the charm of the tattoo studio was a fun one.

The aim was to stay clear of the average tattoo gun/ink logo and animals and create an identity that reflects the name.

The identity needed to be flexible enough to work across multiple platforms, such as logo, social media and clothing.


delete
return
shift
command
option
TOOTH AND NAIL

The Tattoo.

The logo was created to be used both small and large, and I wanted it to link directly to the name, rather than use the typical tattoo logos with tattoo guns and ink.

I explored shapes of teeth and nails and created a visual symbol.

I then decided on the type face, I kept it clean and strong to complement the graphic symbol.

Finally, I developed supporting graphics that can be used on vinyls prints and T-shirts. The supporting graphics are in a similar style to the logo to stay on theme.




Instagram
toothandnail
Liked by chittco and 94 others
username Post title here... more
View all 10 comments
joe.simpson




TOOTH AND NAIL
TOOTH AND
NAIL

Tweed.

Tweed believe that University students should be able to afford quality clothing without spending a fortune.

As they start their mission, they wanted an identity that represents their belief of quality clothing while still being a respectable brand.

PROJECT: Tweed

DELIVERABLES: Brand Identity

TIMELINE: 5 WEEKS

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The Material.

Tweed needed an identity that reflects Tweeds focus on quality clothes at affordable prices.

The brand needed to stand out from the typical trend driven affordable clothing options while not looking overly premium that will scare the target audience away.

The challenge was to create an identity that found the balance between affordable and quality.



tweed

CLOTHING COMPANY

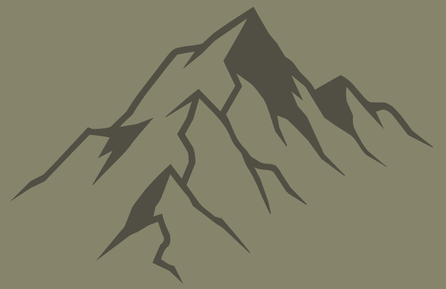
twd

The Style.

The creative direction stems from Tweed getting its name from a scottish River.

I started with a rough sketch of the a mountain located in the scottish highlands, Heather, which is what tweed is made from and the stags antlers, as the stag is the national animal of scotland.

I decided on a handwritten script font for the primary typeface that shows premium quality and a body typeface that reflects the confidence of the identity.



SCOTTISH HIGHLANDS



HEATHER



STAGS ANTLERS

CCSpills
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890..?!/()

ADORN CONDENSED SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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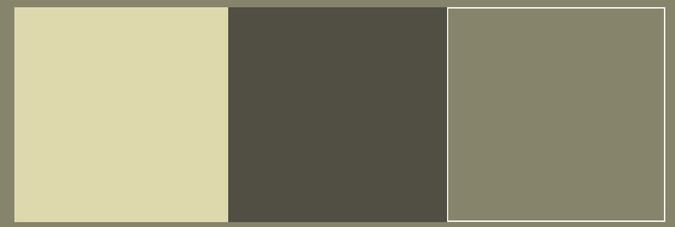


twd


tweed

The Fashion.

Once I had the brand, I applied it consistently across the Tweed marketplace, creating product concepts, social media concepts and banner concepts to give real world examples.

The identity was created around the idea that anyone should have access to quality clothes that will last, and we carried that identity across the brand. This project challenged me to think how I can use a brand to communicate its values.






“THE DIFFERENCE BETWEEN STYLE AND FASHION IS QUALITY”
-GIORGIO ARMANI
tweed



twd



FOREST GREEN PUFFER

~~£30.00~~ £25.00

twd








“FASHION FADES,
STYLE IS
ETERNAL”
-YVES SAINT
LAURENT


twd
tweed


tweed
LOG IN
CREATE AN ACCOUNT

10% off

JUMPERS AND JACKETS

tweed








tweed

Shy Boi Sounds.

Shy Boi Sounds is a local DJ hosting a jungle event. He believes that music should be authentic and real, and he carries that philosophy into his marketing. He came to me after a human marketing campaign that has no AI involvement and stands out from the saturated business.

PROJECT: Shy Boi Sounds - Jungle Never Sleeps

DELIVERABLES: Promotional Material

TIMELINE: 6 WEEKS

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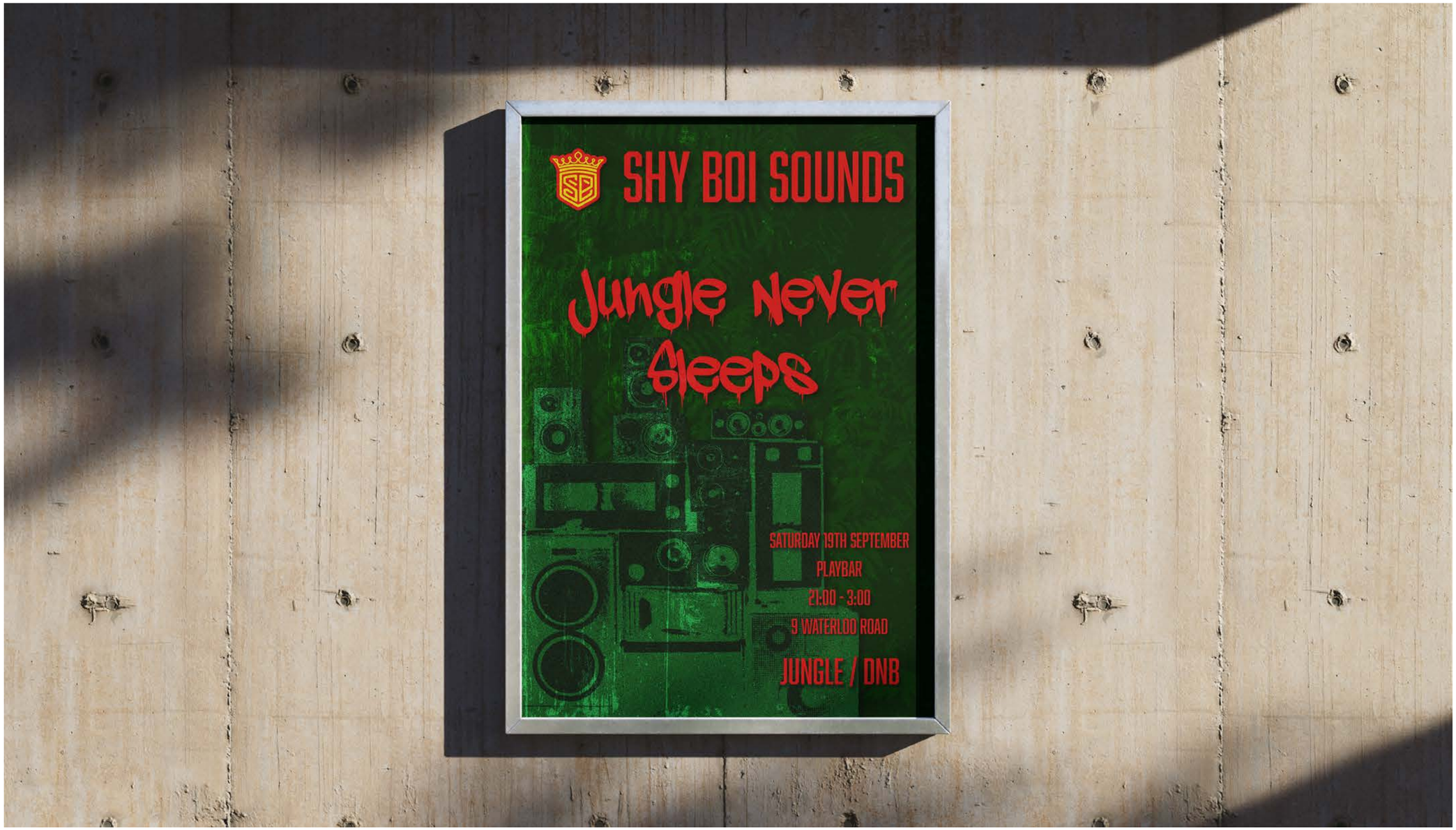
SHY BOI SOUNDS
Jungle Never Sleeps
SATURDAY 19TH SEPTEMBER
PLAYBAR
21:00 - 3:00
9 WATERLOO ROAD
JUNGLE / DNB



The danger of the Jungle

Meeting with DJ Shy Boi gave me the chance to discuss his needs and what he wanted.

With his event approaching, he wanted a set of promotional material that can be used across print posters and socials posts.

With event posters currently being drowned with AI slop, he wanted something that stands out from the competition.

The challenge arose with trying to create unique supporting graphics and a colour scheme that worked while still holding an independant identity.


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The map of the Jungle

We started with creating the main poster, coming up with a name and a typeface we liked that could make the name stand out.

We then found an image of a speaker system and began looking at ways to edit the photo to create a style. We decided on a high threshold colour halftone filter.

Then we decided for the support posters and social media posts, we wanted jungle animals using the same photo style to stick on theme.

Through this process, we created a unique identity that people can see now and for any future event and recognise as Shy Boi Sounds.




SHY BOI SOUNDS
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Dylan delivered high quality content that has done the job I wanted him to do. His designs stood out and has generated me the most sales I have ever had from an event, and he kept me in the loop with what he was doing at all times. I will recommended Dylan to all my connections as he is exactly what you want from a graphic designer.

DJ Shy Boi
Shy Boi Sounds

Lets make something worth losing sleep over!

SLEEPLESS NIGHTS

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Have a project, brand or idea that needs bringing to life?

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Dylan is exactly the kind of creative you want on a project, hard-working, full of fresh ideas, and always sharp on the client brief. A genuine pleasure to work with, and someone I'd recommend without hesitation!

Mike Hill
The Moss Consultancy