

# Concepts that became brands

Daniel Cracroft-Rice

# ADVNTR Media

Type, Logo, Palette, Print, Website

# ADVNTR Media

## Client

ADVNTR Media is a mountain biking brand agency operating across event promotion, ecommerce, and the wider cycling industry.

## Challenge

The existing brand had grown without direction and no longer reflected the company's ambition or market position. ADVNTR needed an identity that felt bold, modern, and unapologetic - one that could hold its own across digital platforms, physical event environments, and commercial partnerships.

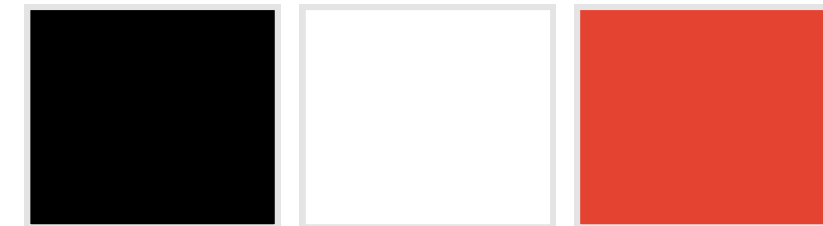
## Deliverables

Brand evolution including a reworked logomark, refined colour palette, and updated type system. Website design and supporting brand assets.

## Personality

Impactful, Unapologetic, Professional, Bold, Current

## Palette



## Typography

**abcdefghijkl**  
**mnopqrstuv**  
**wxyz**  
**0123456789**

Gibson

**Andrew Phillips.**  
ADVNTR MEDIA GROUP



Email: [andrew@advntr.cc](mailto:andrew@advntr.cc)  
Office: +44 (0)1223 631 301  
Tel/WhatsApp: +44 (0)7545 641 049  
Visit: [advntr-media.com](http://advntr-media.com)



**MAKE IT REAL.**

**MAKE IT REAL.**



# Rural Coffee Project

Type, Logo, Palette, Print, Website

# Rural Coffee Project

## Client

The Rural Coffee Project was founded by Hannah and Andy Clarke, a community-focused mobile coffee business built around their classic Land Rover and a belief in bringing people together across rural communities.

## Challenge

A new business with no brief beyond the Land Rover itself and a wish to feel authentic and rooted in the countryside. The palette was anchored by Windjammer Blue - lifted directly from the vehicle - with everything else built around it.

## Deliverables

Full brand identity from scratch including logo and colour palette. Website design and build, print design, vehicle graphics, and merchandise.

Daniel Cracroft-Rice

## Personality

Honest, Rooted, Vintage, Communal, Characterful

## Palette





FREE

The Rural  
Coffee  
Project

Andy: 07904 922173

Hannah: 07754 363647

www.ruralcoffeeproject.co.uk

The Rural  
Coffee  
Project

The Rural  
Coffee  
Project

The Rural  
Coffee  
Project

# Great & Small Animal Care

Type, Logo, Palette, Print

# Great & Small Animal Care

## Client

Great & Small Animal Care is a one-person animal welfare business run by Verity, covering everything from alpaca husbandry to dog walking across rural Cambridgeshire.

## Challenge

A new business with no existing brand, operating across a wide range of animals and environments. The brand needed to feel warm and approachable while holding its own in rugged, outdoor contexts. Practically, it needed to work across print collateral and a vehicle wheel cover - recognisable at a glance from the road.

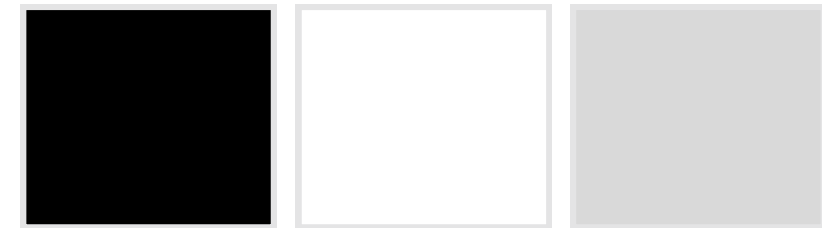
## Deliverables

Full brand identity from scratch, including logo and illustrated mark, colour palette, and typography system. Print collateral including business cards and flyers, designed to a grey palette at the client's request - a deliberate choice given the (often dirty) hands-on nature of the work.

## Personality

Friendly, Warm, Cute, Rugged, Current

## Palette



## Typography

abcdefghijklmnopqrstuvwxyz  
0123456789

Sofia Pro



Great & Small  
Animal Care

25 years of experience caring for domestic  
& farm animals of all sizes.

Dogsitting & Walking services also available.

**Contact:**

verity@greatandsmallanimalcare.co.uk  
07969 031893  
greatandsmallanimalcare.co.uk



# Investor Insight

Type, Logo, Palette, Print, Website

# Investor Insight

## Client

Investor Insight is an independent boutique founded in 2006, providing bespoke shareholder analysis to publicly listed companies across the UK, Europe, and the Far East.

## Challenge

A highly specialised firm operating at the top of its field, but without a brand that reflected that standing. The identity needed to feel authoritative and precise while remaining approachable - reflecting the personal, relationship-led nature of the business.

## Deliverables

Full brand identity including logo, typography system, and colour palette. Business cards, printed pamphlet, and website design.

Daniel Cracroft-Rice

## Personality

Experienced, Global, Analytical, Confident, Approachable.

## Palette



## Typography

abcdefghijkl  
mnopqrstuv  
wxyz  
0123456789

Bookmania

abcdefghijkl  
mnopqrstuv  
wxyz  
0123456789

Proxima Nova





# The Stove, Bourn

Type, Logo, Palette, Print, Website

# The Stove Cafe

## Client

The Stove is a family-friendly café and events venue in the historic village of Bourn, Cambridgeshire, serving fresh food, home-baked goods, and hosting private events throughout the year.

## Challenge

An established business with an identity that no longer reflected where they were headed. The brand needed to feel warm and rooted in its rural surroundings - classic enough to honour the historic setting, with enough of a modern edge to attract visitors from nearby Cambridge.

## Deliverables

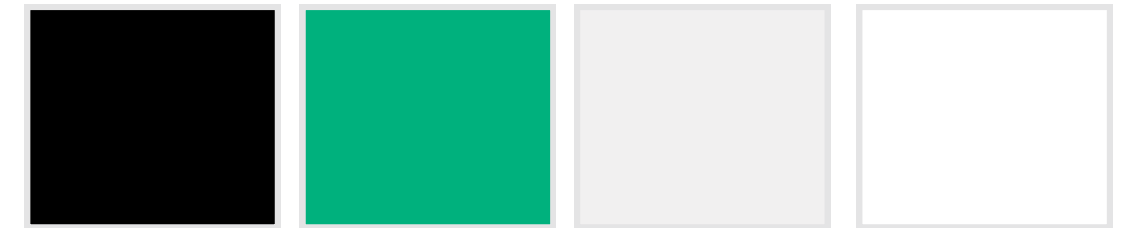
Full rebrand including logo, colour palette, and typography system. Menus, website design and build, and event gazebo branding.

Daniel Cracroft-Rice

## Personality

Welcoming, Rural, Family-friendly, Timeless.

## Palette



## Typography

abcdefghijklmnop  
lmnopqrstu  
vwxyz  
0123456789

Georgia

abcdefghijklmnop  
lmnopqrstu  
vwxyz  
0123456789

Karla



# 618 Insight

Type, Logo, Palette, Print, Website

# 618 Insight

## Client

618 Insight is a boutique leadership and advisory consultancy working across the energy, water, telecoms, and built environment sectors. The name references the golden ratio - a deliberate signal of the balance and precision at the heart of their approach.

## Challenge

A four-year-old business with a growing reputation but a brand that hadn't kept pace. They needed to move away from a generic corporate feel towards something more organic and partnership-led - reflecting the personal, embedded way they work with clients rather than the transactional model common in the sector.

## Deliverables

Full rebrand including logo, brand guidelines, and colour palette.  
Website design and build.

Daniel Cracroft-Rice

## Personality

Authoritative, Organic, Precise,  
Partnership-led, Grounded

## Palette



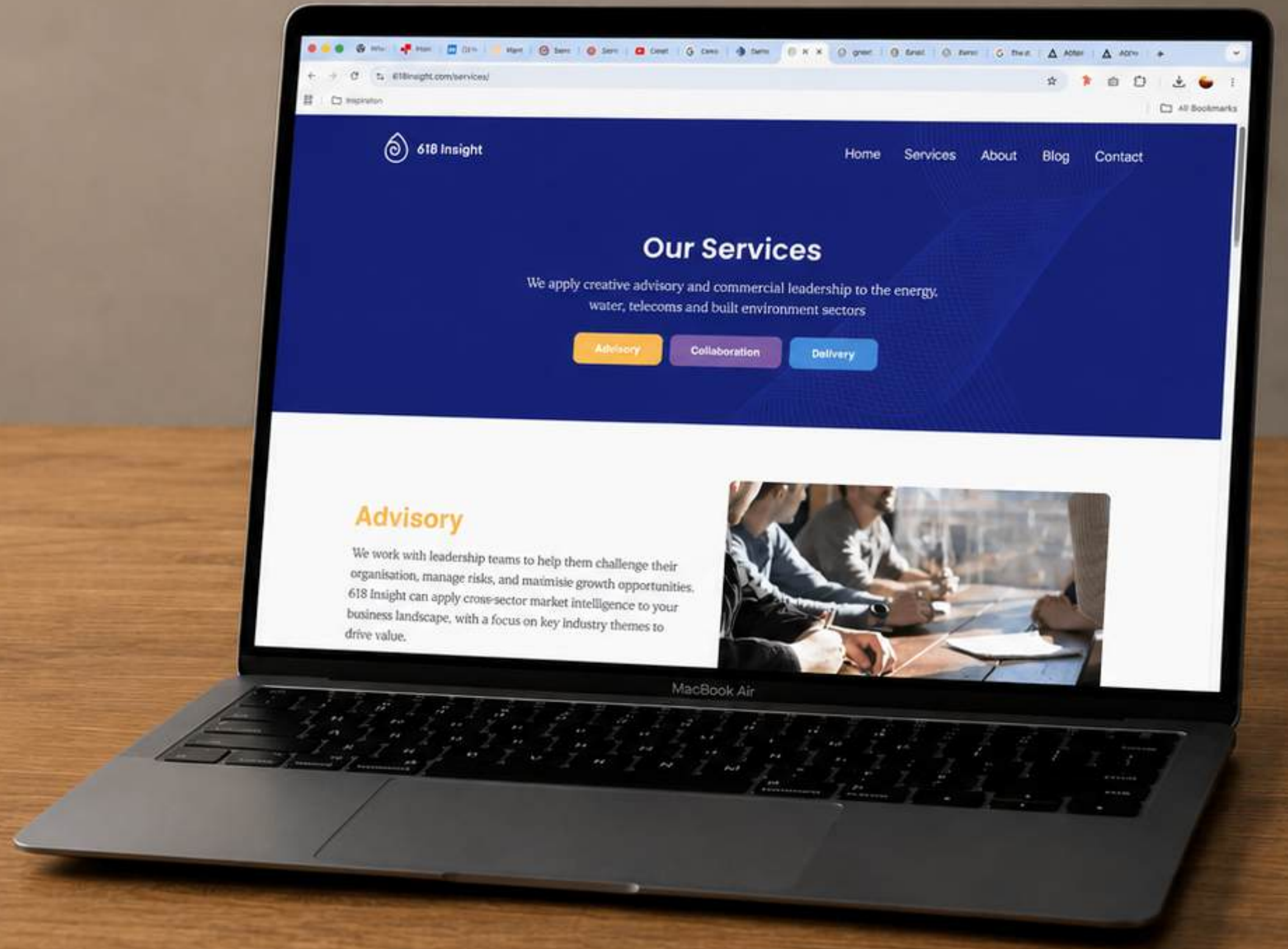
## Typography

**abcdefghijklmnop  
qrstuvwxyz  
0123456789**

Poppins

abcdefghijklmnop  
mnopqrstu  
vwxyz  
0123456789

Cooper



# DD Festival

Type, Logo, Palette, Print, Website

# DD Festival

## Client

Alexandra and James wanted their wedding weekend to be more than a single day. The DD Festival was a two-day celebration combining a luxury wedding with a full outdoor music festival for their guests.

## Challenge

A one-off event with a strong personality that needed a brand to match. Bold, joyful, and unapologetically celebratory - with a rave-influenced energy that still had to sit comfortably alongside a luxury wedding. Neon pink was a fixed starting point; everything else had to build around it.

## Deliverables

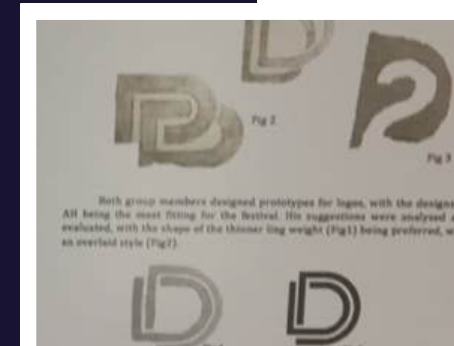
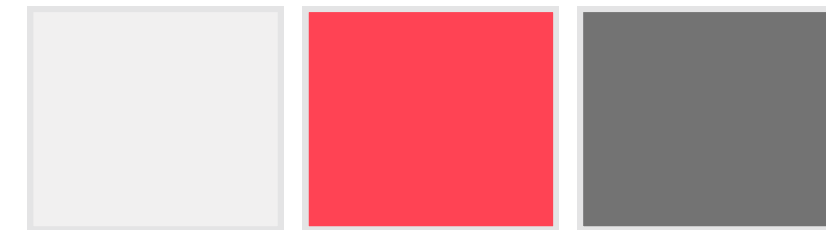
Full brand identity from scratch including logo design. Invitations, orders of service, lanyards, signage, and website.

Daniel Cracroft-Rice

## Personality

Rave, Celebratory, Bold, Joyful, Unapologetic

## Palette





## Other works

For information on the below, please reach out.

**Richardson Tree Surgery**

**Y.A.T.B.**

**Flyway With Us (Campaign)**

**Manor Farm**

**Simple Talk**

**Cambridge Tent Company**

**Eden Coffee House**

**Hay & Rice**

**Cavendish House Office**

**Now Is A Long Time (Web)**

**The Kitchen Bakery**

Under NDA conditions I've also contributed design to various international cycling and events and e-commerce projects

**Feast & Frolic**

**The Willow Tree**

**Eltisley**

**No.77 Restaurant**

## Contact:

Email: [hello@danielcrice.co.uk](mailto:hello@danielcrice.co.uk)

Call: 07747631737