



# PORTFOLIO

EVENT & MARKETING DESIGN

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Reanne Brine

# Deloitte

## EXPERIENCE TRANSFORMATION 2024

A cityscape theme unified the experience and helped people navigate the space. It sparked ideas, such as a newsstand where people could download content, a bandstand bringing to life Deloitte's core services and a chocolate vending machine that rewarded participation. We worked with brand partners to bring additional audience value, for example, a serenity garden sponsored by Google Cloud.



Previous event



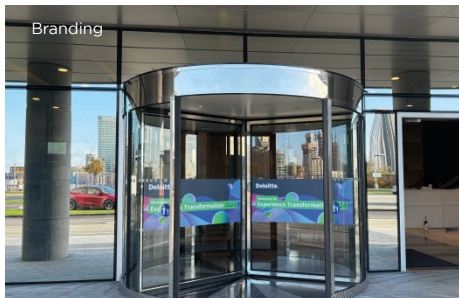
Plenary



# Deloitte

EXPERIENCE  
TRANSFORMATION 2024

Branding



Activations



Insights Warehouse



Branding



Branding



Breakouts





# Google

## EXPERIENCE TRANSFORMATION 2024

Google were the headline sponsor for the Deloitte event. As a brief they wanted their partner stand to be prominent in a busy space and be true to their brand. An activation was designed to bring a sense of a calm to the space and for people to feel relaxed whilst connecting. The design incorporated raw materials to add authenticity to the space as well as bold contrasting colours - characteristics associated with Google.

The wellness space featured a living wall, relaxed seating and immunity boosting juice shots for a self care boost.

I designed the graphics for the partner stand, including colour and material recommendations, as well as the juice packaging, menus and branding print for the wellness area.

Partner stand



Partner stand



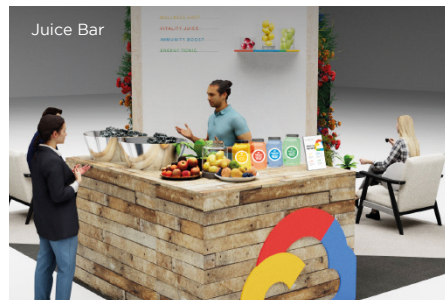
Partner stand





Google

EXPERIENCE  
TRANSFORMATION 2024



# Google

## EXPERIENCE TRANSFORMATION 2025

Google returned to EXT25 and wanted even more brand presence for this event. The brief was bigger and bolder! This meant upping the scale and creativity of the stand.

Incorporating their new Google AI branding, the design was packed with energy through the use of gradients and 3D Graphics. I chose to balance the contrast between the white banners for the presentation area and black for the lounge area.

The stand also featured digital totems where the graphics continued to flow using fluid motion graphics.



# Veolia

## SPARK 2025

The brief - create a media-rich environment that would open new ways to share ideas in a live setting. This became the concept of 'tuned into change' creating a real life TV studio for the delegates.

The event identity and branding was tailored to this, using spotlight shapes and gradients to give everything a media feel, from the digital content all the way through to environmental graphics.

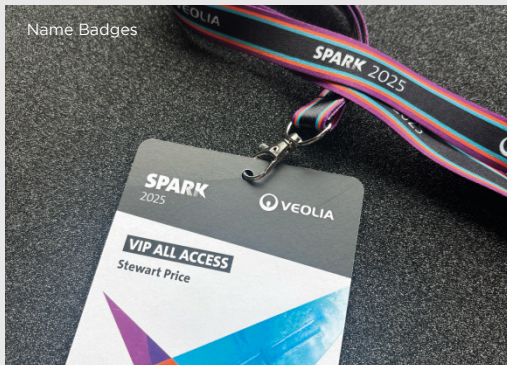
Event Identity



Media Tower



Name Badges



Signage



Previous event



Plenary Entrance Tunnel



Game Show



Talk Show



## J.P. Morgan

### INTERNATIONAL TRAINING MEETING

J.P. Morgan wanted a fresh take on their usual annual training meeting. This meant a new location, Doha, as well as a new audience - bringing two divisions together. The event identity was inspired by the landmark of the Al Wahda arches which unite the city. These represented the connections to be made by both audiences and was incorporated at every moment from the plenary (featuring fishing nets) to the wayfinding.



### Event Identity

J.P.Morgan  
ASSET MANAGEMENT

### International Training Meeting 2026



### Plenary



# J.P Morgan

INTERNATIONAL  
TRAINING MEETING

Branding



Branding



Wristbands



Registration Desk



Branding



Stationery





## Amazon

### AMAZON HOUSE 2025

The event identity was simple - a celebration of fabrics. This became the core of the fluid design language, paired with a luxurious mediterranean colour palette of sage and terracotta. A digital invitation was created using AI where this fabric unravelled to reveal text behind.

My involvement ranged from the event identity all the way through to the dressing and decor of the evening gala dinner.



Previous event



Plenary

# Amazon

AMAZON HOUSE 2025

Wayfinding



Name Badges



Evening Dinner



Branding



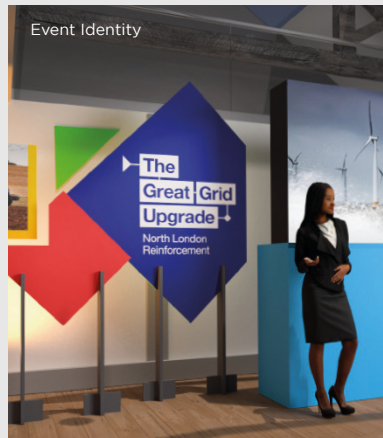
Menus



# National Grid

## THE GREAT GRID UPGRADE

A smaller event to promote the launch of The Great Grid Upgrade in North London. Through the creation of the visual design system using the connection of shapes, I created a puzzle structure that signified growth and development. Each one of the staging shapes fit into one another to create one large piece to be mindful of sustainability in the sector.





# National Grid

## SENIOR LEADERSHIP 2025

This senior leaders event was centered around the theme of focus. The visual identity was inspired by the four corners of a digital camera frame. This framing technique not only brought text and imagery into sharp focus but also highlighted the key topics and challenges the company would face in the coming year. The frame motif was integrated into video content, dynamically zooming in and out, and was also used to capture and emphasise the stunning landscapes.



Plenary



Visual



Event Identity



# National Grid

SENIOR LEADERSHIP 2025



# THANK YOU

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