

# DATATHON

## Building a brand for Queen's first multidisciplinary data challenge.

Queen's Business School was launching the first Datathon of its kind as part of the Global Innovation Summit 2024, bringing together 100+ students to tackle real-world sustainability challenges with industry partners including Alteryx and Kainos.

### My brief was to give the event an identity of its own.

Starting with a blank canvas, I created the complete visual system, from the logo and creative direction to digital campaigns, merchandise, presentations, signage and the physical event environment.

Queen's Business School • Freelance Creative Project • Brand Identity & Creative Direction • 2024



### 01 CREATIVE DIRECTION

## The creative problem was bigger than a logo.

A first-time event has no visual memory. Nobody knows what it should look like yet, which is liberating until you remember that every choice becomes the precedent.

The Datathon needed to feel energetic enough for students, credible enough for an industry-backed data challenge, and distinct enough to have its own presence inside the much larger Global Innovation Summit.

#### ENERGY

Approachable, competitive and student-led without looking like a classroom exercise.

#### SUBSTANCE

Data, sustainability and real-world problem solving without defaulting to generic 'tech' visuals.

#### BALANCE

A recognisable Datathon identity that could coexist with Queen's, GIS, Alteryx and Kainos.

#### THE TEST I KEPT COMING BACK TO

The Datathon had to be recognisable before you reached the sponsor logos, and still feel balanced once every partner mark was added.

### 02 BUILDING THE SYSTEM

## One identity. A lot of places it had to work.

As the sole designer and creative lead, I created the logo and lockups, colour palette, typography, graphic language and application rules. The visual system then had to stretch across web, social, print, presentations, merchandise and room-scale event graphics without losing its character.

The identity used a dark, data-led visual language with restrained burgundy, blue and purple accents. Network forms gave it movement and technical texture, while the display typography gave the event enough confidence to hold its own beside established institutional brands.



### 03 FROM IDENTITY TO EXPERIENCE

## Then the brand had to survive the real world.

Once the system was set, I applied it across the full participant journey. That meant designing for very different constraints: a social tile needs instant recognition; a presentation template needs flexibility; a lanyard has almost no room; a stage wall has far too much.

#### WEB & DIGITAL

Hero assets, email banners, promotional graphics and digital screens.

#### PRINT & EVENT

Brochures, posters, signage, certificates, stage and screen graphics.

#### PRESENTATIONS

Flexible presentation templates and participant-facing materials.

#### SOCIAL

Launch, sponsor, reminder, last-call and winner-announcement templates.

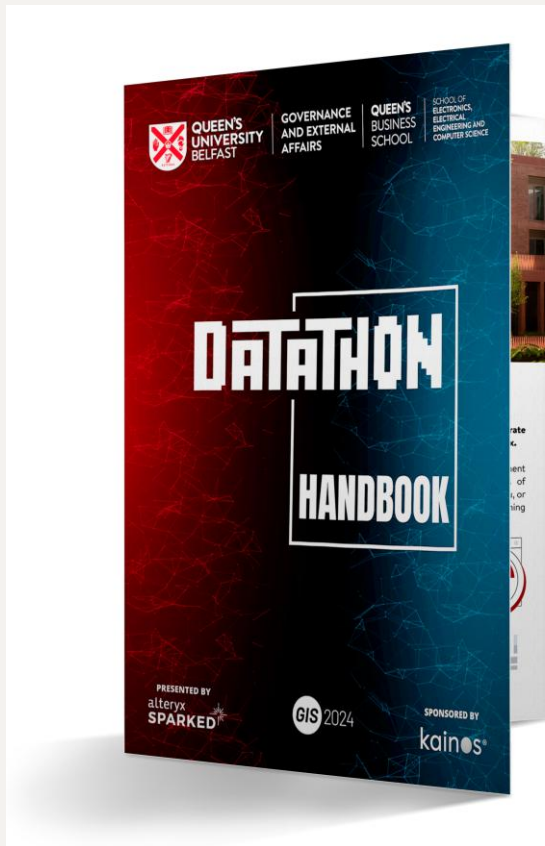
#### MERCHANDISE

T-shirts, hoodies, tote bags, badges and lanyards.

#### HANDOVER

Reusable assets that internal teams could adapt without rebuilding the brand.

**The goal was simple: wherever the Datathon appeared, it felt like the same event.**



#### 04 EVENT ENVIRONMENT

## The room was part of the brand.

The final test was physical. The identity needed to work at scale, hold its hierarchy in a busy event environment and give sponsors the visibility they required without turning the room into a collection of unrelated logos.

I translated the system into welcome displays, large-format graphics, digital screens, signage and event collateral, maintaining the same visual logic participants had already seen online.



## 05 CREATIVE GOVERNANCE

# Multiple brands. One coherent experience.

The event brought together Queen's Business School, EEECS, Governance and External Affairs, the Global Innovation Summit, Alteryx and Kainos. I worked closely with the event project manager for content, approvals and practical requirements while owning the creative direction and design decisions.

### CREATIVE OWNERSHIP

I was the sole designer and creative lead across the project: one visual system, multiple stakeholders, and a long list of applications that all needed to feel intentional rather than assembled.

## 06 IMPACT

# A first-time event that arrived looking anything but first-time.

**The Datathon received an exceptional reception from participants, attendees and partners, with the branding itself repeatedly praised as part of the event experience.**

What began as a new competition with no established identity landed as a polished, recognisable event brand across the entire experience, from the first promotional touchpoint to the physical environment on the day.

The visual identity gave the Datathon enough presence to stand confidently within the Global Innovation Summit while still feeling coherent alongside Queen's and its industry partners. Participants encountered the same brand across promotion, merchandise, presentations, signage and the event space, creating a much stronger sense of occasion than a one-off student competition.

The response mattered because this was the first edition. The brand helped the event make a mark not only on the students taking part, but also on attendees, university stakeholders and the partners supporting it. The design was noticed, talked about and lauded, giving the Datathon a recognisable personality from day one.

**100+**

participants

**FIRST**

event of its kind

**FULL**

brand + event system

**REUSABLE**

creative foundation

### THE RESULT

We gave a first-time event enough identity, presence and consistency to feel established from day one.

## PORTFOLIO SPACE

# Selected creative work

