

Lucy Baker

Portfolio 2022

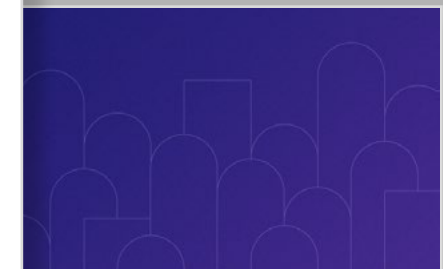
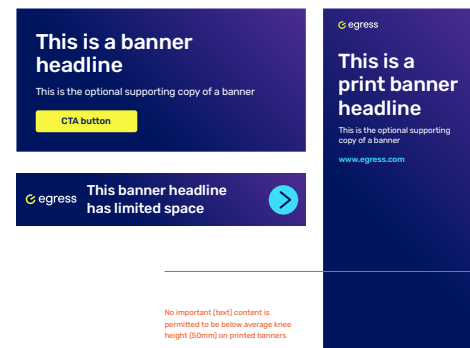
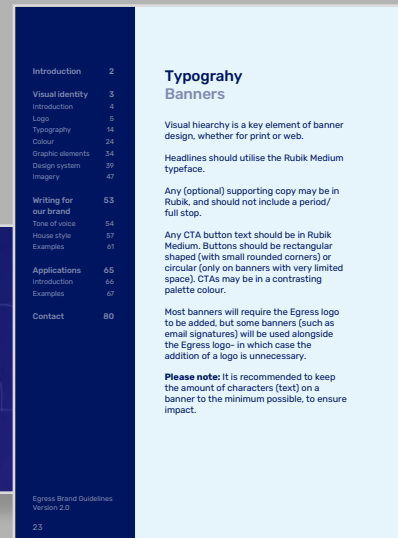
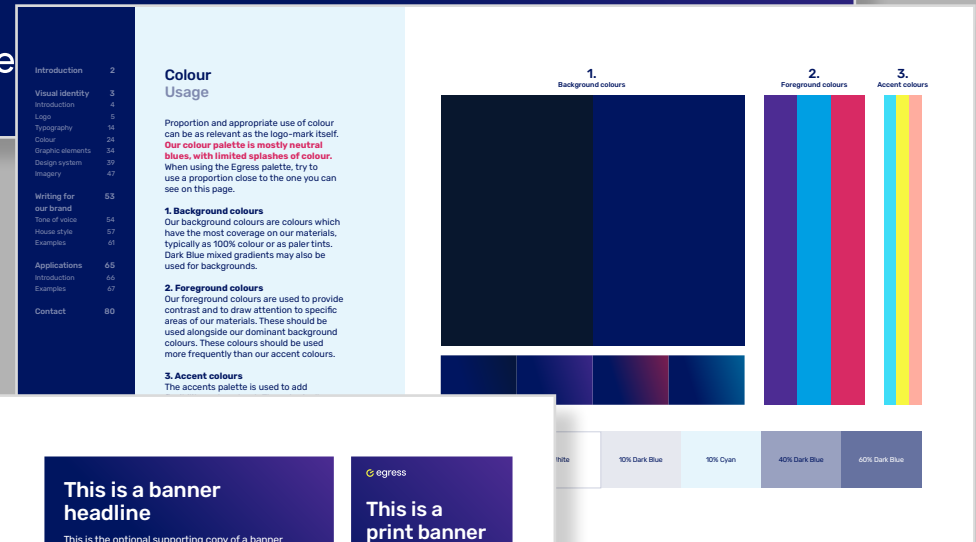
Brand identity design

Project goals:

1. To respond to data gathered from our audience regarding the way they consume media and their preferences
2. To build a more 'sophisticated' brand identity

The Egress brand underwent another refresh at the beginning of 2022. The requirements for the brand had been updated, where the brief was to make the brand feel 'sophisticated'.

This was achieved by restricting wider colour usage across materials, where CTAs would be permitted that wider range only, and increasing the amount of white space used. The line element from the previous design was replaced with lightweight lines and patterns, which did not encroach on the effect of the white space.



Fighting phishing: The IT leader's view

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Reduce human activated risk

Stop inbound and outbound email threats

123

Egress Protect

Intelligently secure email and larger files with the appropriate level of security.

Key benefits:

- Real-time protection against malware, ransomware, and phishing attacks.
- Secure email gateways for inbound and outbound email.
- Cloud-based architecture for easy integration with existing email systems.
- Comprehensive reporting and analytics.

Download and industry certified data security

Book a demo: www.egress.com/book-a-demo

Egress Protect

Small enterprises and the transfer trade key

Key features:

- Real-time protection against malware, ransomware, and phishing attacks.
- Secure email gateways for inbound and outbound email.
- Cloud-based architecture for easy integration with existing email systems.
- Comprehensive reporting and analytics.

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Egress Partner Programme

Egress for your law firm

Our intelligent email security solution protects law firms from both insider and data loss, and external and malicious data exfiltration.

Key features:

- Real-time protection against malware, ransomware, and phishing attacks.
- Secure email gateways for inbound and outbound email.
- Cloud-based architecture for easy integration with existing email systems.
- Comprehensive reporting and analytics.

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Four problems we solve for law firms

1. Reducing insider threats and data loss.
2. Reducing external threats and data loss.
3. Reducing human error and data loss.
4. Reducing email threats and data loss.

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Muckle protects sensitive legal client information with their email security approach

Key features:

- Real-time protection against malware, ransomware, and phishing attacks.
- Secure email gateways for inbound and outbound email.
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Partner roles

Managed Service Providers (MSPs)

Referral Partners

Value-add Resellers (VARs)

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See how Egress Defend stops sophisticated attacks: POV

The Egress Proof of Issue (POI) is a 21-day free trial that demonstrates sophisticated how Egress Defend stops the most sophisticated and targeted inbound email attacks.

Key features:

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Intelligent Email Security feature documentation

Key features:

- Real-time protection against malware, ransomware, and phishing attacks.
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Egress Prevent

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Product webpage design

Project goals:

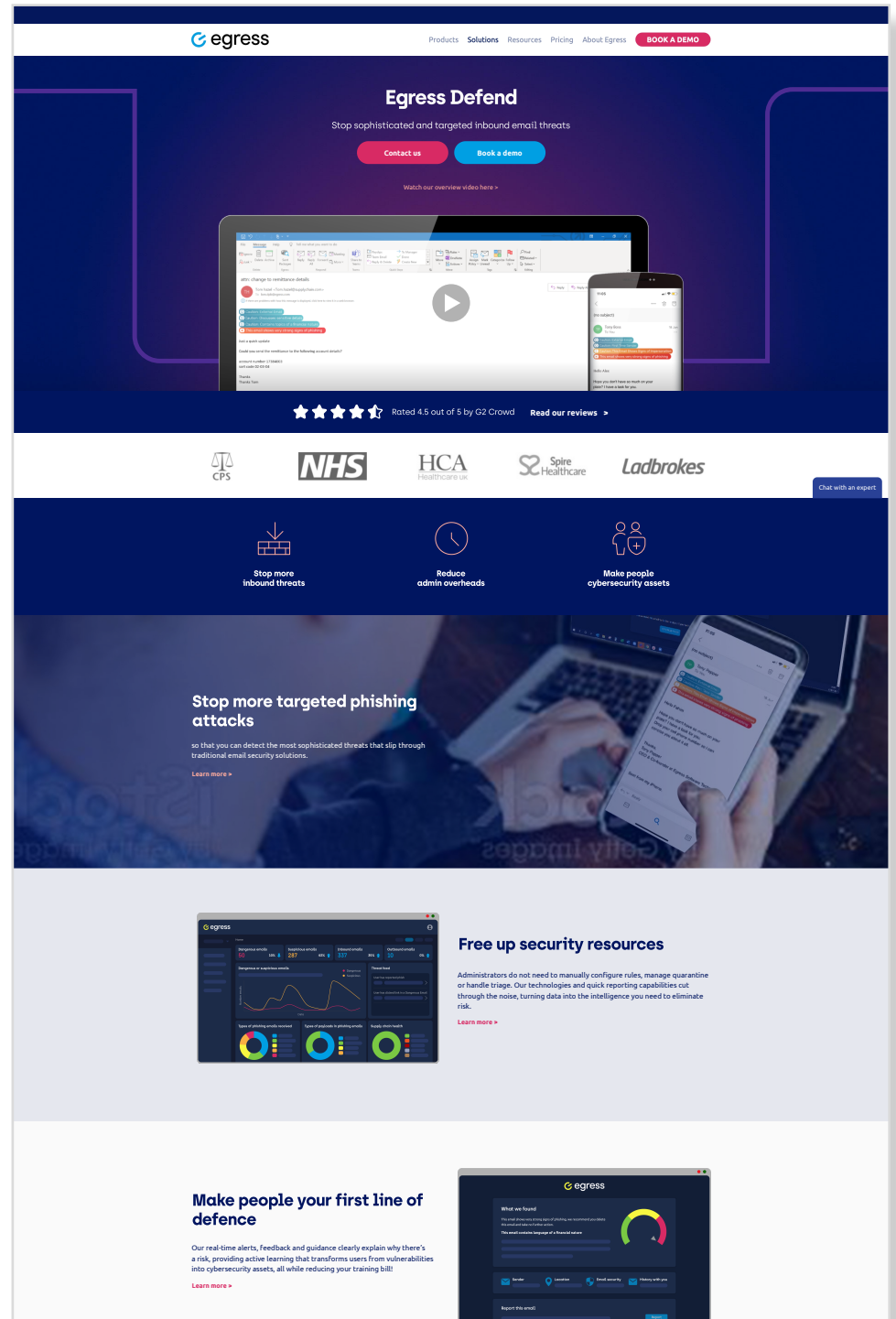
1. To increase conversions on product webpages by making information more easily accessible
2. To give a wow factor to visitors on the website

This was a project I initiated to improve how the company website communicated the benefits of our software. The original design had key information hidden behind tabs. This made for a limited user experience and was not good for effective communication.

I designed the new webpage as made up of widgets, which allowed for a more flexible layout depending on the product. Key points include:

- Clear CTAs
- A video front and centre to demonstrate the product
- Top benefits of the product stand out
- Clear, scannable use-case headlines and short text blocks
- Illustrations and mockups of the product in use
- Include a 'wow factor'

View the web archive here: <https://bit.ly/3QP27V7>



'Only Human' campaign

Project goals:

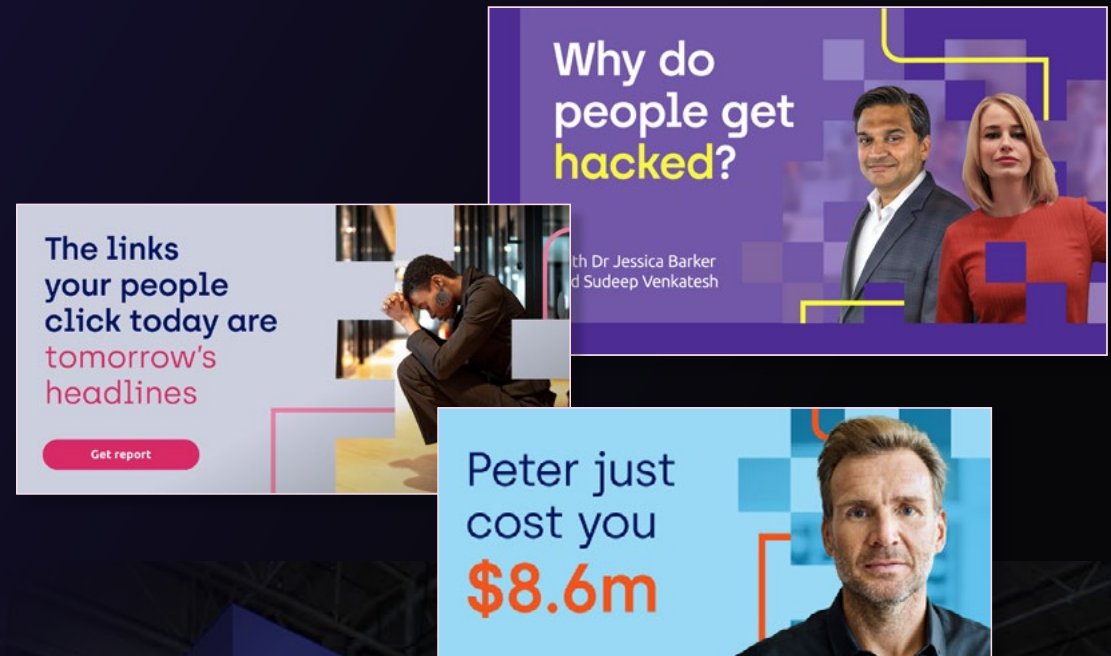
1. To create consistent branding for a campaign identity, which also supports the overall business brand identity
2. To communicate campaign messaging effectively
3. To communicate that the campaign is about everyday people

This successful campaign described how employees posed a security risk to businesses in three key ways.

This was a six month campaign which required a unique visual identity, whilst still clearly needing to relate to existing brand identity. This design was presented to senior members of the executive team before use.

The chosen campaign visuals showed blocks breaking the 'secure layer' line graphic and also the image itself. These breaks represented the gaps in security, which are a part of any business.

The portrait imagery used on key materials showed people looking directly at the viewer. The imperfect and serious characters feel more relatable than those with perfect hair and skin. These people needed to feel genuine.

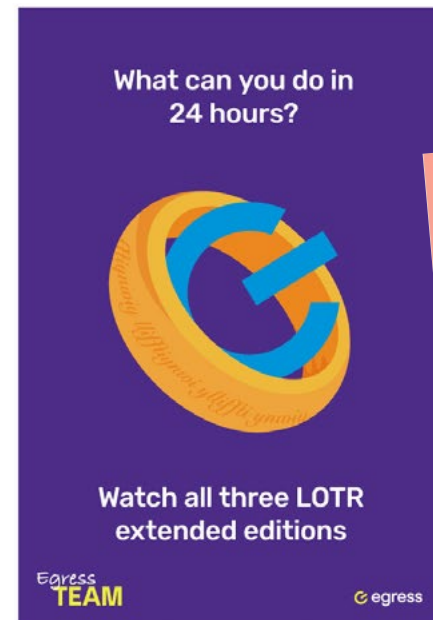
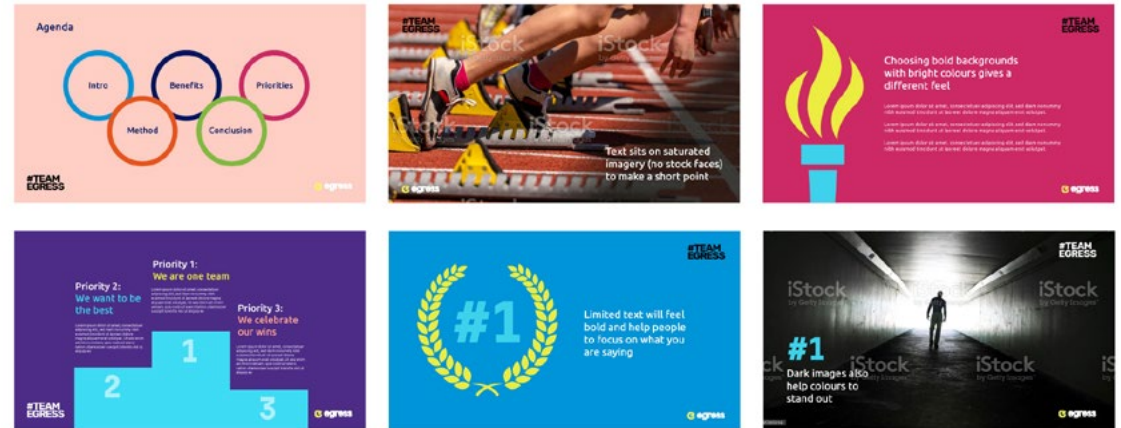


Employee focus

Project goals:

1. To create consistent internal campaigns
2. To show that the business cares about its employees

These designs were concepts for internal promotions. They showcased a bolder illustrative style and made greater use of the range of colours available in the brand, in order to feel more fun and be more appealing than the main brand. This project also showcases some of my illustration skills.



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For more work examples, please click the red button below.