



LEADING VISUAL BRAND
NARRATIVE & CREATIVE
SOLUTIONS WITH PASSION,
BUSINESS EFFICIENCY &
MEANINGFUL PURPOSE.

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PORTFOLIO SAMPLE
2025

CURRICULUM
VITAE

01 BRAND REFRESH: CORPORATE BRAND

CLIENT:
Cushman & Wakefield

PROJECT OVERVIEW:
In 2015, DTZ acquired the Cushman & Wakefield brand, initiating a fast-paced global re-branding effort. The objective was to create a new visual identity for the unified Cushman & Wakefield brand and roll it out to 45,000 employees across the globe—all within just six weeks.

An external agency was engaged to modernise the master brand logo, while internal design teams across various regions reworked all supporting brand assets. I led the European business in close collaboration with regional leads from the Americas and APAC to deliver a cohesive, global visual identity.

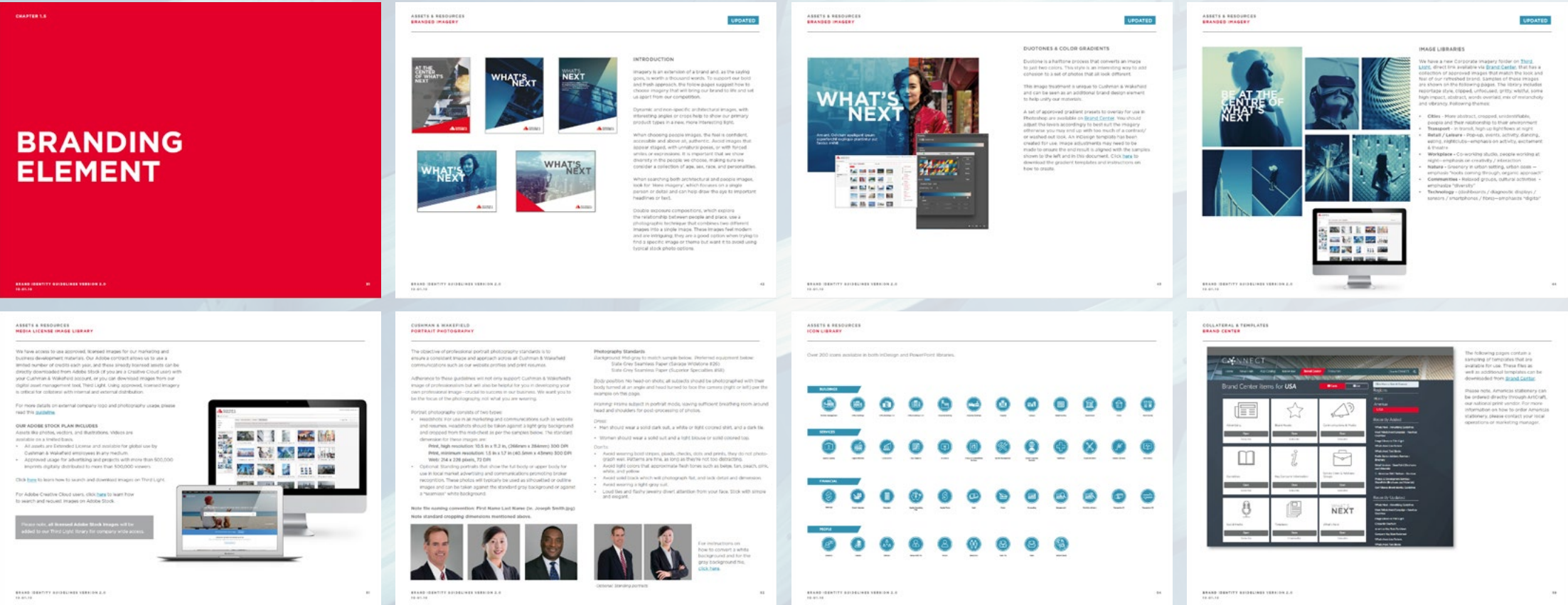
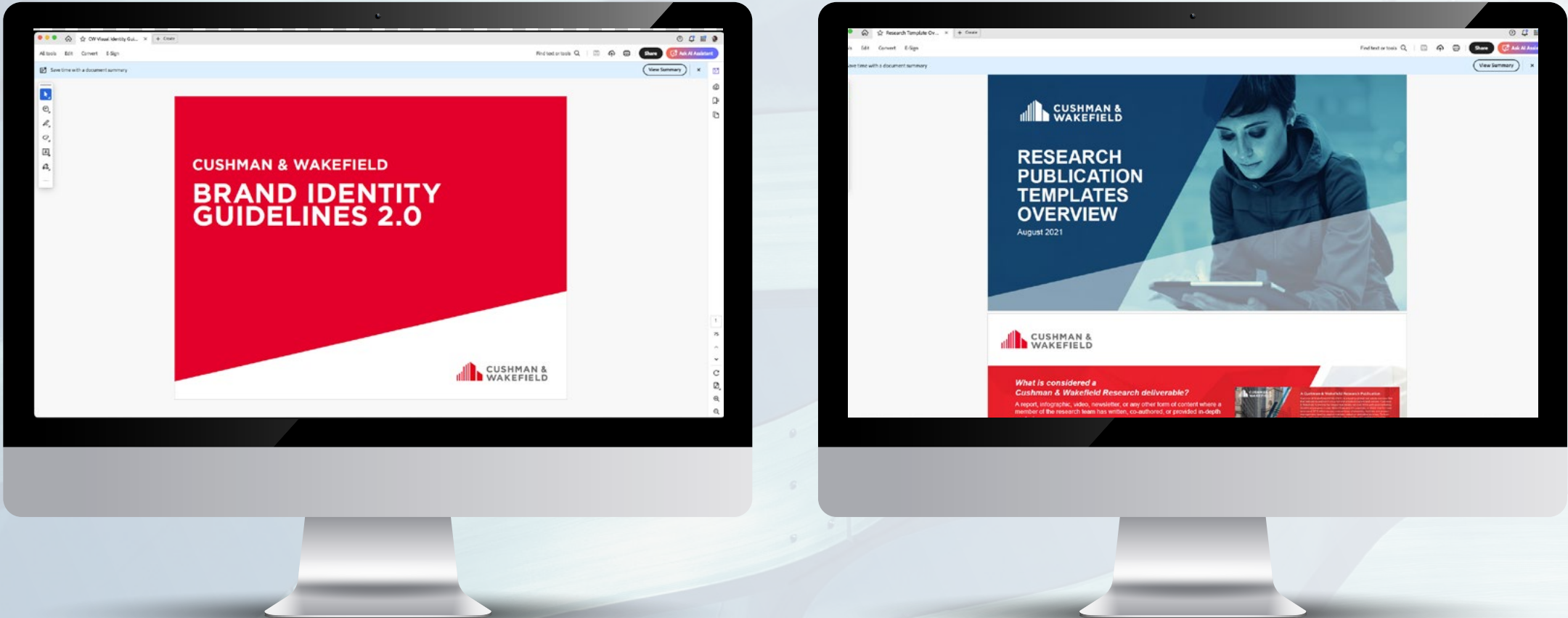
DELIVERABLES:
All corporate brand assets post merger

DELIVERABLES INCLUDED:
We developed a comprehensive set of guidelines, including:

- Corporate brand identity guidelines
- Alliance and affiliate brand guidelines
- Sub-brand visual systems
- Research presentation guidelines
- A brand positioning ‘Playbook’
- “What’s Next” brand positioning tools

We also created and distributed content across global platforms to ensure consistency.

The re-brand was delivered in phases. Core brand assets were prioritised and launched within the initial six-week period, enabling teams to operate effectively. Additional assets followed post-merger, allowing for alignment and refinement across all markets.



CORPORATE POSITIONING: WHAT'S NEXT

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

The goal was to embed the What's Next proposition into all brand touch points and consistently communicate Cushman & Wakefield's messaging, core values, and key talking points. A playbook was developed to support business leaders and professionals in presenting a unified message about the firm's identity and value proposition to clients.

The What's Next brand positioning statement, which reflected the firm's role in helping clients navigate change, was used across campaigns, advertising, exhibitions, and marketing materials as a consistent brand message.

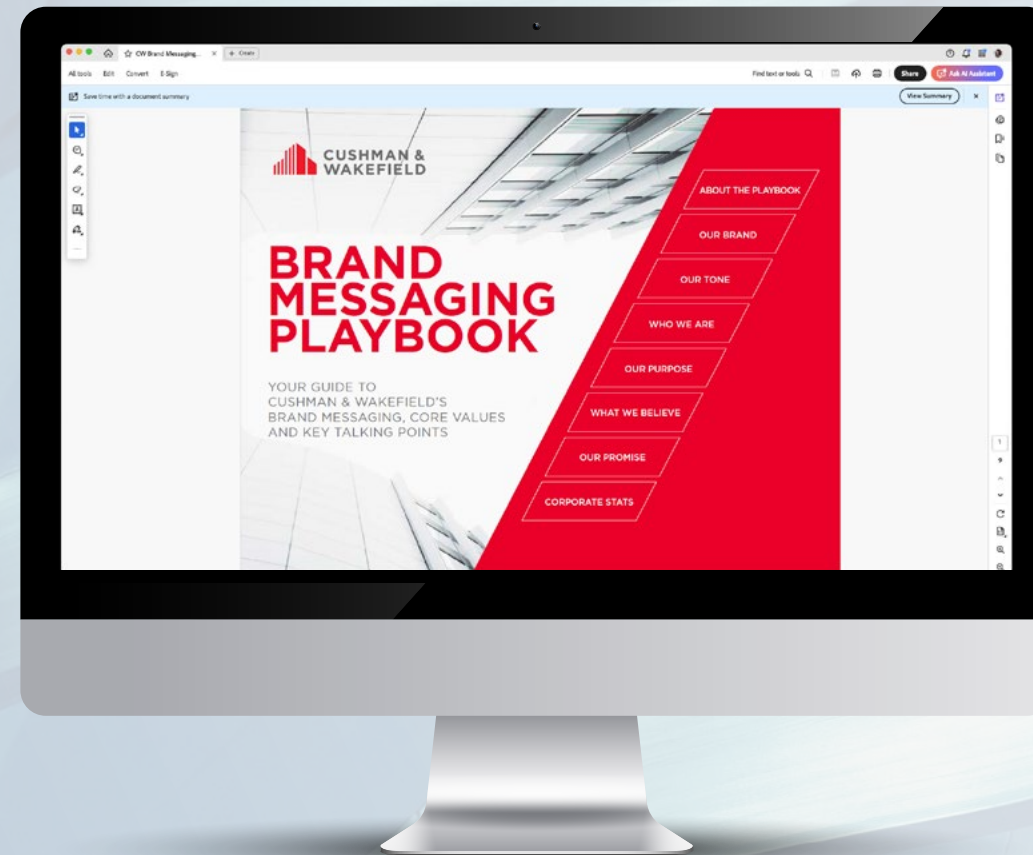
To further reinforce this positioning, the Meet What's Next campaign was launched. It showcased employees across different sectors, regions, and markets, highlighting how individuals within the firm were driving change in real estate. This helped localise the messaging and demonstrate the brand's impact through its people.

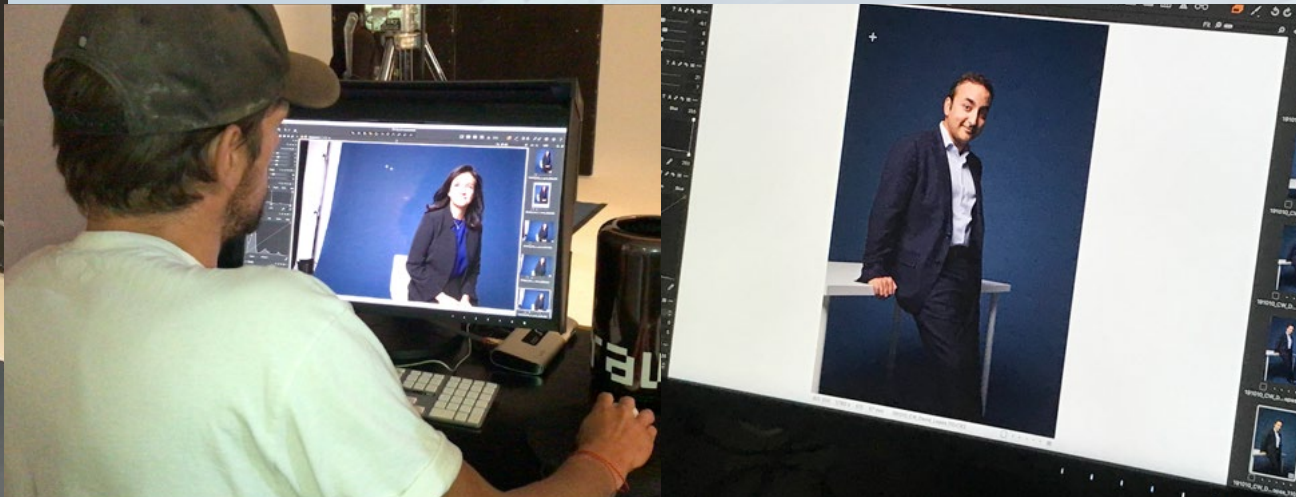
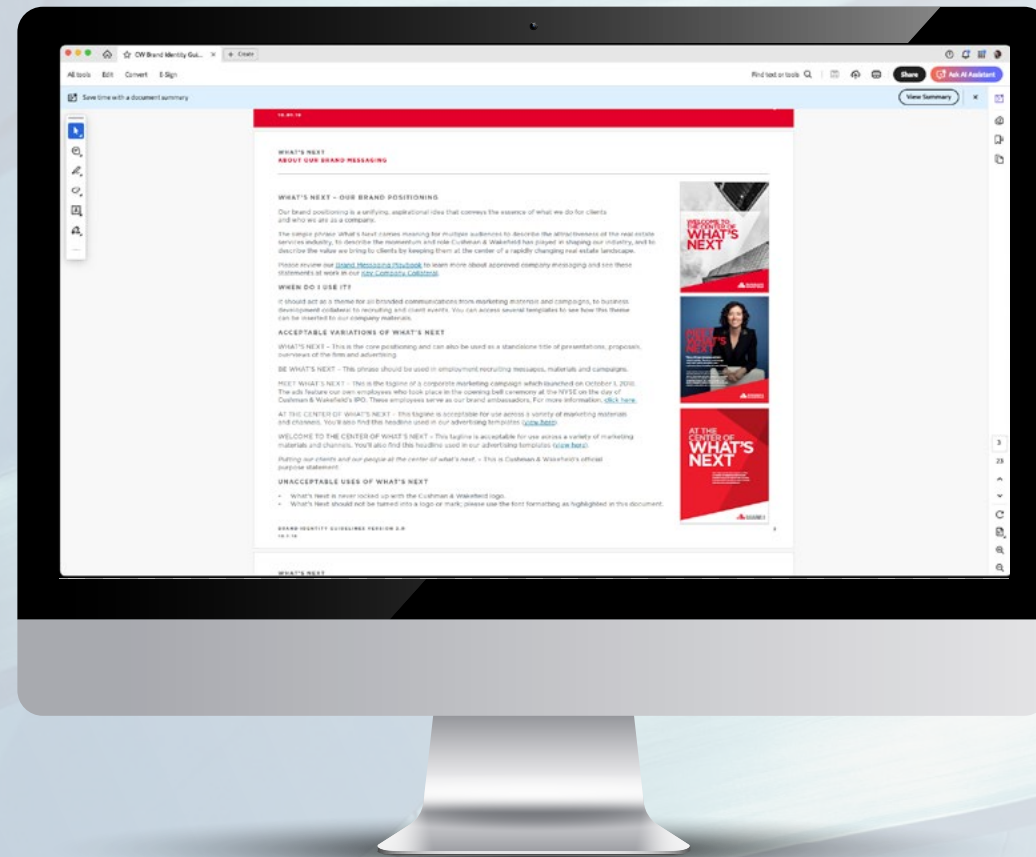
DELIVERABLES:

Positioning of the Cushman & Wakefield brand

DELIVERABLES INCLUDED:

- Playbook
- Event graphics for all major exhibitions and events
- Advertising graphics for print, social media, website and launch events
- Localised graphics for service lines and sectors





CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

The objective was to develop a visual identity for the launch of a new service focused on exploring the future of the real estate industry. A key Cushman & Wakefield stakeholder, known for a strong personal brand in the industry, led the initiative—providing an opportunity to showcase best practices in client engagement within the real estate community.

The platform aimed to highlight how future trends in the real estate market would affect clients, while also offering tailored insights relevant to their specific sectors and geographies.

DELIVERABLES:

Positioning of a Cushman & Wakefield specialist service

DELIVERABLES INCLUDED:

- A full visual identity system
- Brand guidelines to support internal engagement with the program
- A website, developed in collaboration with an external digital agency
- Video content for both the website and presentations
- Event graphics in both print and digital formats

Building a brand architecture to support the service

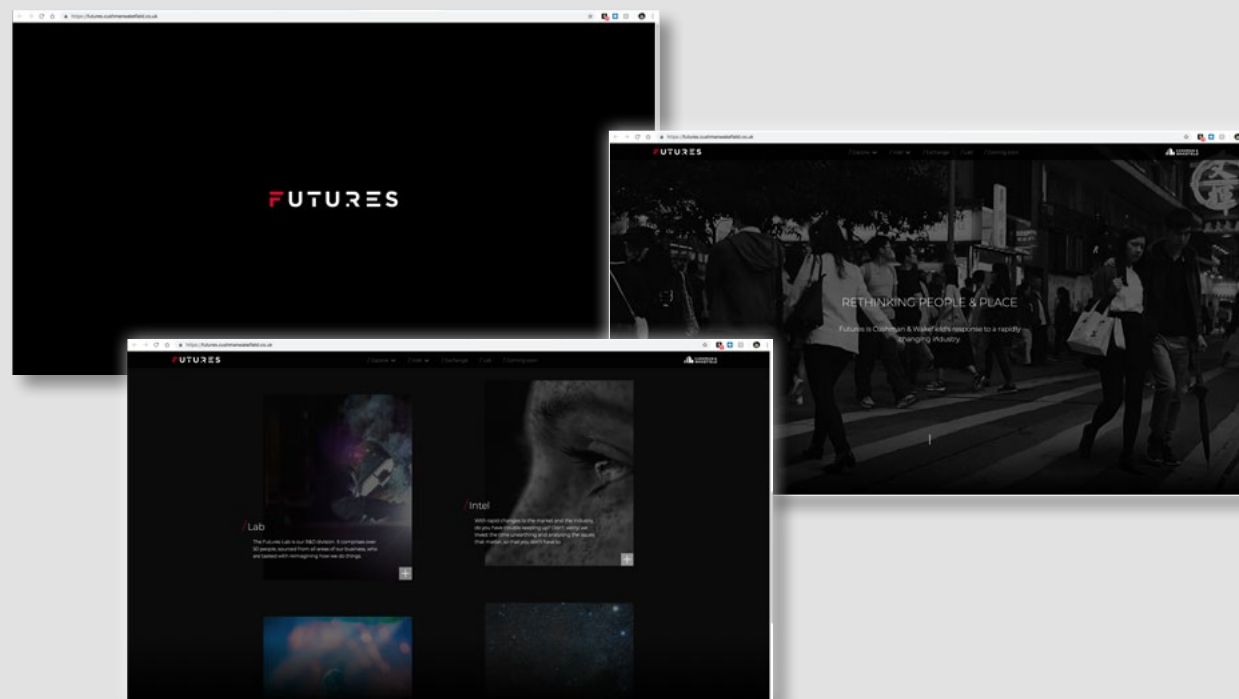
FUTURES

Rethinking people and place

Digital assets to bring life to the service



Website to support the service

VISUAL EXPRESSION GUIDELINES
FUTURES PROGRAMME

AUGUST 2018 V1

FUTURES
INTRODUCTION

Futures

Rethinking people and place

A comprehensive programme exploring the future of the real estate industry. Bringing together expertise from inside and outside our business to review and shape what's next.

We want to own the future of our industry and implementing the Futures programme consistently and well will help ensure that we do.

A name system and a visual expression - including wordmarks - has been developed to help us tell the Futures story and ensure that it stands out. This document contains a summary of the wordmarks for the programme and a quick overview of how they should be used.

Contents

- 03 Futures programme name system
- 04 Overview of wordmarks
- 05 Level 1 - Futures wordmark
- 06 Level 1 - Strapline, vertical wordmark and clearspace
- 07 Level 2 - Initiative wordmarks
- 08 Level 4 - Active words
- 09 Principles applied
- 11 Summary of assets - digital
- 12 Summary of assets - print

FUTURES PROGRAMME GUIDELINES AUGUST 2018 V1

2

FUTURES
LEVEL 1 - FUTURES WORDMARKPrimary version
colourway 1FUTURES
FUTURESSecondary version
colourway 2FUTURES
FUTURESPrimary version
colourway 3FUTURES
FUTURESSecondary version
colourway 4FUTURES
FUTURES

Primary and secondary versions

Four key colourways of the Futures wordmark have been created. The primary version uses the red F. We have also provided a secondary single colour version. This should only be used when legibility is an issue.

FUTURES PROGRAMME GUIDELINES AUGUST 2018 V1

3

FUTURES
LEVEL 2 - INITIATIVE WORDMARKSThe six initiatives
colourway 01FUTURES/Exchange
FUTURES/Lab
FUTURES/Collider
FUTURES/Bench
FUTURES/Intel
FUTURES/HubOne initiative
colourway 04/Collider /Collider
/Collider /Collider

Primary version

Secondary version

Initiative wordmark A
This is a fixed lookback to the Futures wordmark. These have been specifically created as the forward slash affects the angle of the C&W brand element. The Edge and should not be altered. All six initiatives can appear in all four colourways.

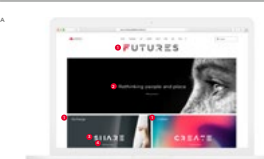
Initiative wordmark B
When the Futures wordmark appears elsewhere it is appropriate to use this version of the initiative wordmark. All six initiatives can appear in all four colourways.

FUTURES PROGRAMME GUIDELINES AUGUST 2018 V1

7

FUTURES
PRINCIPLES APPLIED

A

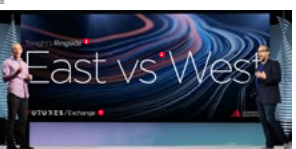


A. This example shows:

- 1 The initiative wordmarks uncropped from the Futures wordmark
- 2 The strapline being used as a lead marketing message
- 3 The active words are used to draw you in to the initiative and are supported by...
- 4 ...the simple explanation for the initiative

(The imagery is being finalized)

B



B. This example shows:

- 1 The initiative wordmark locked to the Futures wordmark
- 2 Marketing messages should be punchy, engaging and lead the communication. The light weights of the Gotham family should be used
- 3 The named event within an initiative should appear with a capital letter and in a font weight that is one level bolder than the marketing message

positioning of the C&W logo must always conform to guidelines

FUTURES PROGRAMME GUIDELINES AUGUST 2018 V1

6

FUTURES
PRINCIPLES APPLIED

A



A. This example shows:

- 1 An event, where the active words are used in an impactful and intriguing way. An animated background - details to follow
- 2 This example shows:
- 3 The named event within the initiative leads the communication
- 4 The strapline is used as the lead message

B



C



C. This example shows:

- 4 The initiative wordmark locked to the Futures wordmark
- 5 The named event within the initiative leads the communication
- 6 The exploration that supports the communication appears in the lighter weights of the Gotham family

positioning of the C&W logo must always conform to guidelines

FUTURES PROGRAMME GUIDELINES AUGUST 2018 V1

10

SERVICE BRAND:
FUTURE OF CITIES

CLIENT:
Cushman & Wakefield

PROJECT OVERVIEW:
The objective was to develop a visual identity for the launch of a new service focused on exploring the future of cities and the change of our metropolitan areas within the UK, that encompassed our economies, our infrastructure, our communities and our real estate which are all built on the foundation of our cities.

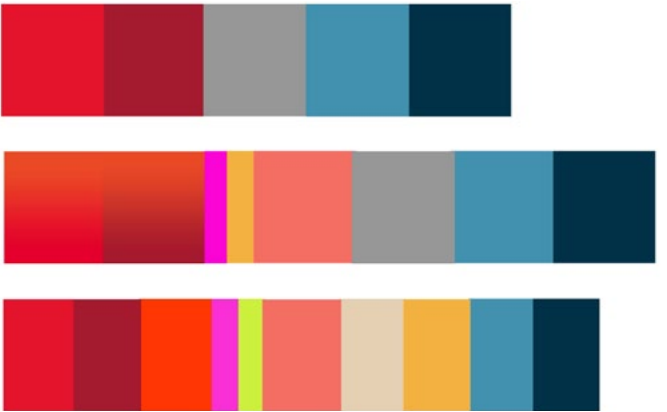
The platform aimed to highlight how future trends in the real estate market would affect clients, while also offering tailored insights relevant to their specific sectors and geographies.

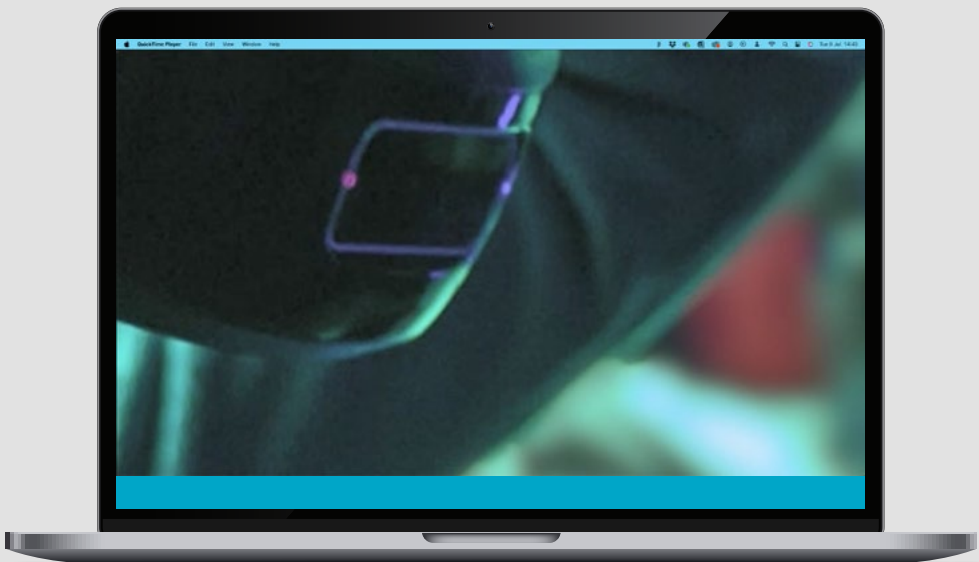
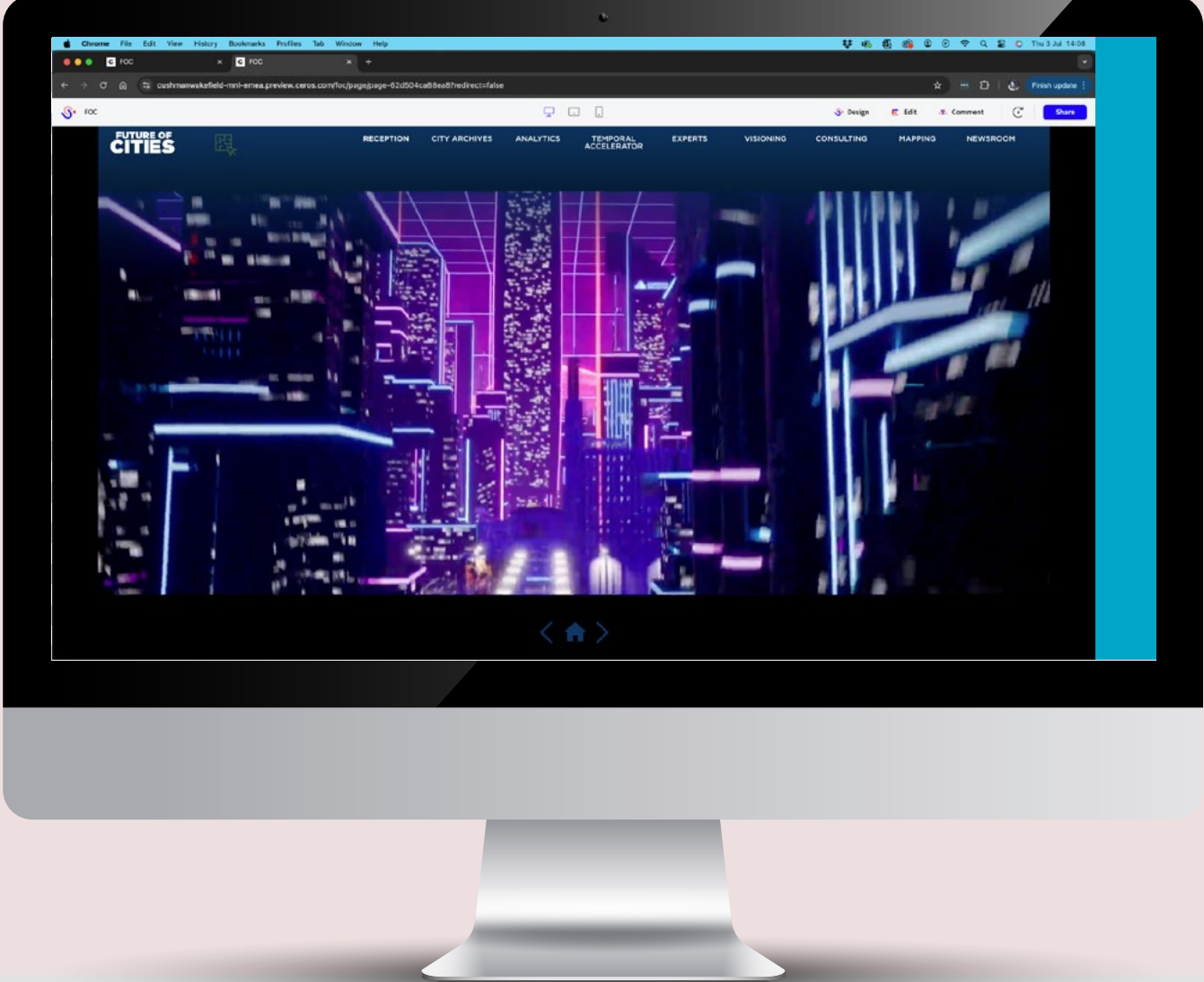
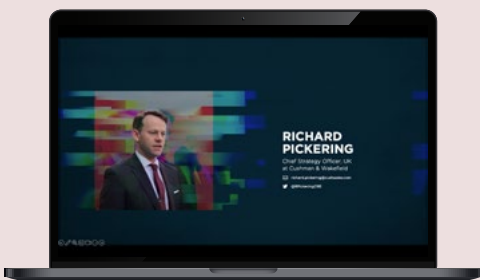
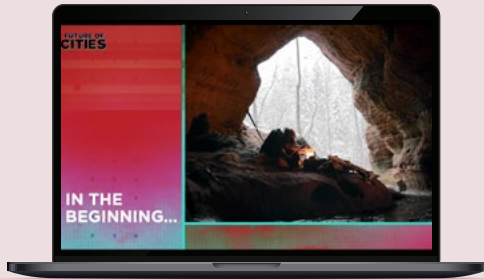
This project was delivered as a partnership with an external agency. My role, to align the Cushman & Wakefield brand to the ideas of the lead partner, whilst pushing to the limits to sell in the new service.

DELIVERABLES:
Positioning of the Cushman & Wakefield brand

- DELIVERABLES INCLUDED:
- A full visual identity system
 - Brand guidelines to support internal engagement with the program
 - A website, developed in collaboration with an external digital agency
 - Video content for both the website and presentations
 - Event graphics in both print and digital formats

FUTURE OF
CITIES





STRATEGIC ALIGNMENT: UK & IRELAND 3 YEAR PLAN

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

The objective was to create a visual identity to support the launch of the UK & Ireland CEO's new three-year business plan, ensuring alignment with the broader EMEA and global business strategies.

The goal was to design a visual language that simplified complex business changes and effectively engaged employees. This was achieved through a range of channels including environment graphics, films, presentations, and a dedicated intranet site designed to serve as the central hub for information and engagement throughout the three-year period.

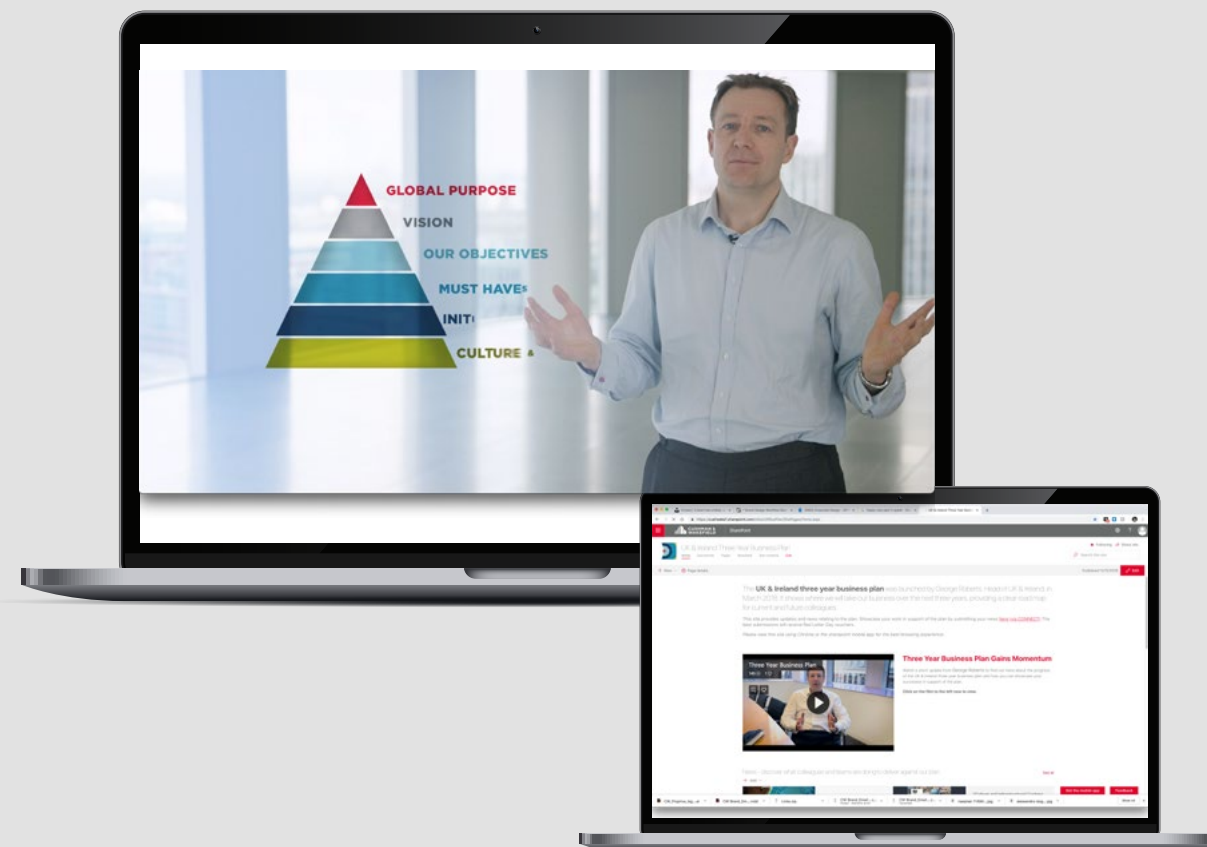
The project was delivered in close collaboration with the UK Internal Communications team and the UK & Ireland CEO.

DELIVERABLES:

Positioning of the UK & Ireland 3 Year Business Plan to engage internal staff

DELIVERABLES INCLUDED:

- A visual identity to represent the core pillars of the business plan
- A launch film introducing the plan's purpose, followed by a series of videos detailing individual components of the strategy
- A dedicated intranet site for ongoing internal communication and engagement
- Environment graphics implemented across all UK & Ireland offices



PURPOSE

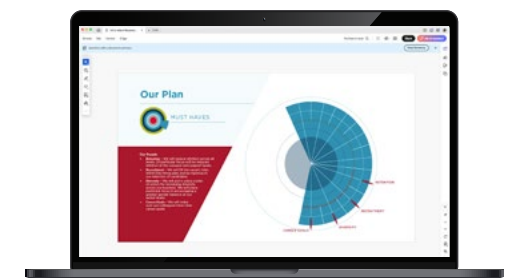
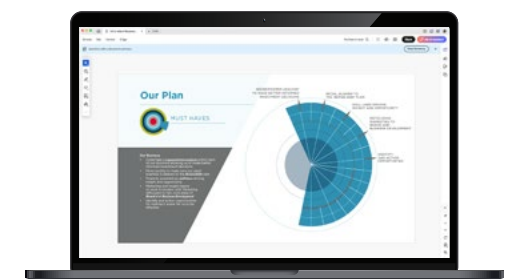
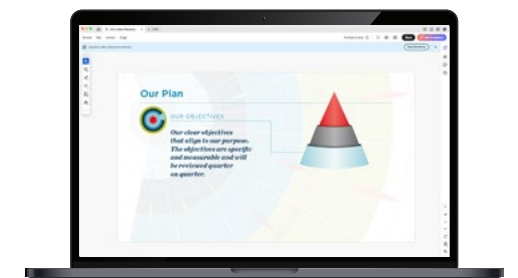
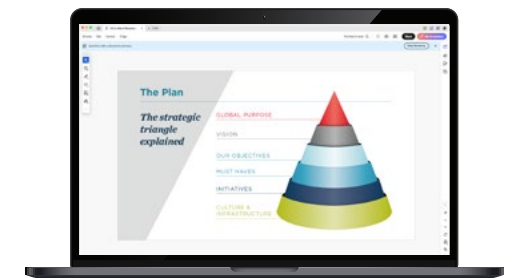
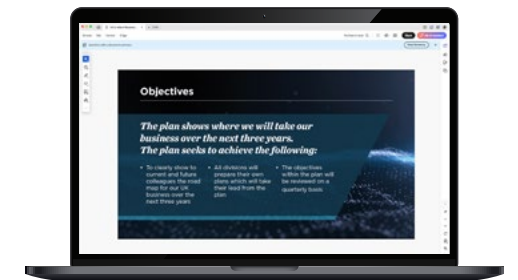
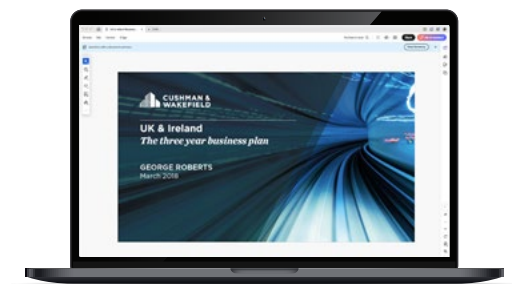
VISION

OBJECTIVES

MUST HAVES

INITIATIVES

CULTURE & INFRASTRUCTURE



CORPORATE CAMPAIGN: IWD2022

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

Cushman & Wakefield's IWD 2022 centred on celebrating women's achievements, spotlighting female role models and reinforcing a company-wide commitment to equality and inclusion—all under the unifying message of #BreakTheBias.

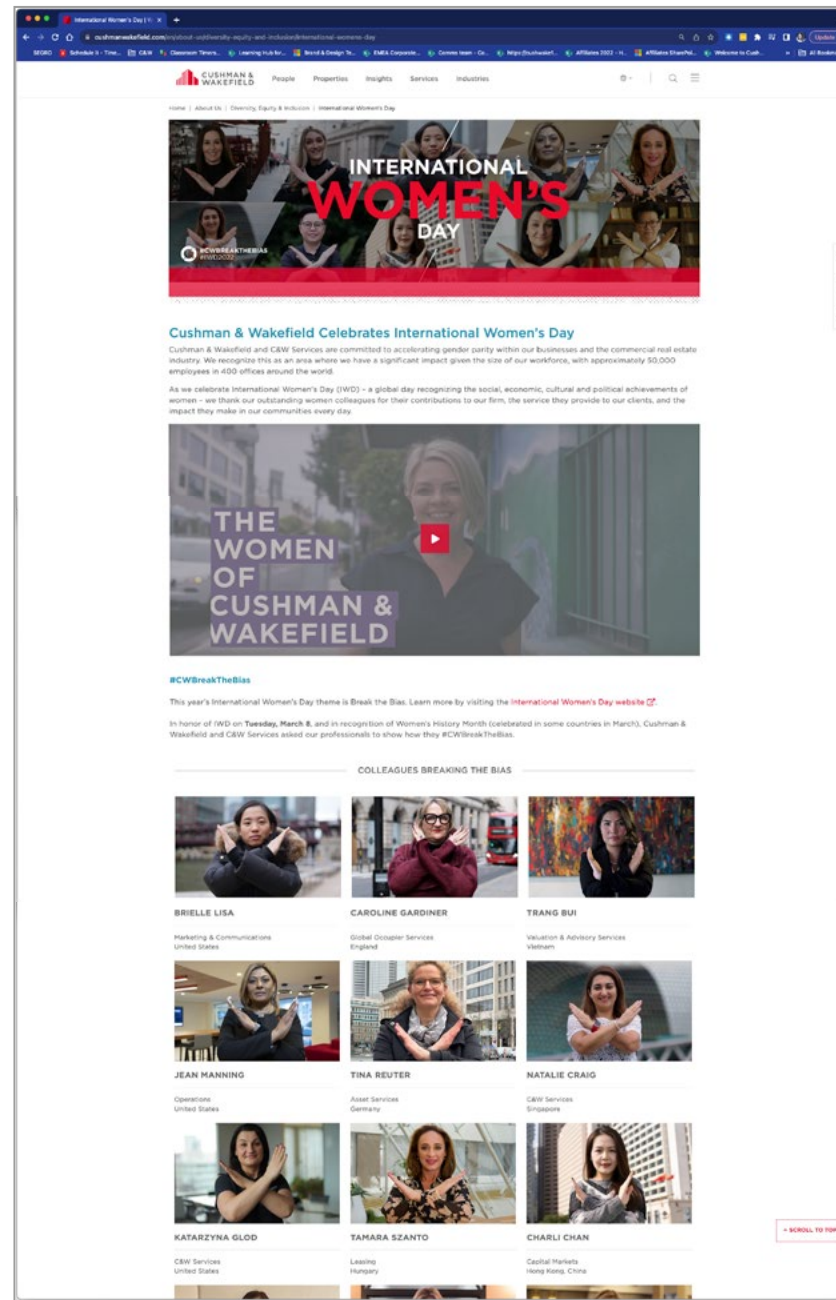
The campaign publicly acknowledged and thanked the dynamic women at Cushman & Wakefield who embody the spirit of #BreakTheBias through internal and external communications.

DELIVERABLES:

Global corporate campaign to support International Women's Day

DELIVERABLES INCLUDED:

- Website and mobile landing graphics and social media graphics that were drip fed through the week 8th March
- Landing page that had stories from women across Cushman & Wakefield to recognise their contribution through their individual stories in real estate that demonstrated their professional impact
- Internal visuals for digital screens and MS Team backgrounds



Global corporate website - Campaign page



Website and mobile landing pages



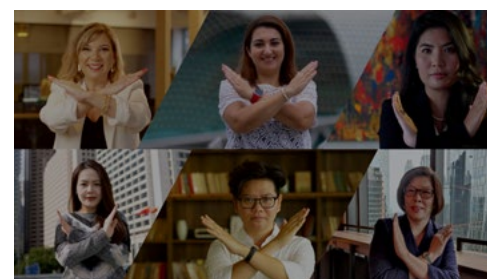
Connect banners - series ran, customised to local and global talent



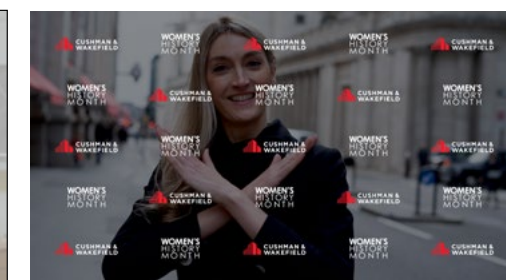
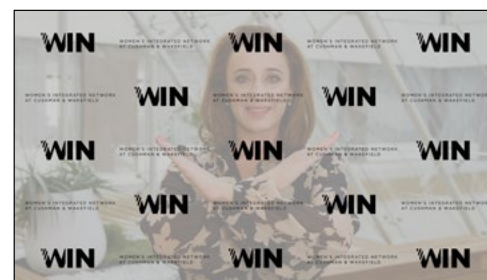
Social graphics to include Instagram, X (Twitter)



Communication graphics; banners; mobile; website landing page; social, MS Teams and internal digital screens



Digital screens



Microsoft Teams backgrounds

07

EVENT BRANDING & PROMOTION: 7 TOWERS IN 7 HOURS

CLIENT:

Cushman & Wakefiled

PROJECT OVERVIEW:

This campaign was hosted by the London Markets team who tackled climbs of seven of London's tallest buildings in a single day to raise funds for the charity XLP.

The team triumphantly ascended approximately 5,800 steps—equivalent in height to 1.17 km, or about four times the height of the Eiffel Tower.

By the end, they had surpassed their fundraising target:

- Raised around £70,000 via JustGiving
- Estates Gazette reported nearly £78,000 donated
- All funds supported XLP, a charity dedicated to mentoring young people from disadvantaged London estates via mobile community buses

DELIVERABLES:

7 Towers in 7 Hours

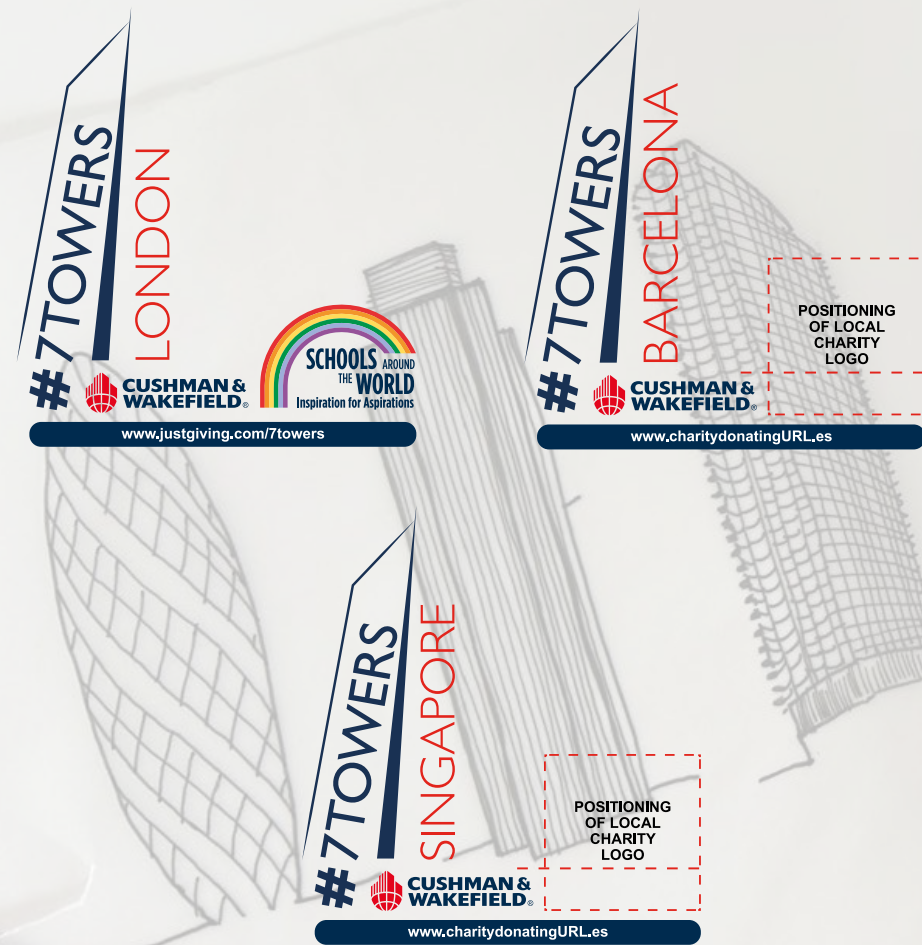
DELIVERABLES INCLUDED:

- Branding of event in London and identity to support similar activities in other global offices
- Merchandise to support the event on the day such as t-shirts, event banner graphics and signage for leading teams to destinations and around London
- Film to promote the partnership of Cushman & Wakefield and XLP, and the wider impact of the event to encourage donations

RECOGNITION:

- The team was personally congratulated in the evening by Sir Stuart Lipton, who is actively involved as the Mayor's Champion for Tottenham in developing Gladesmore School's community facilities

Branding for the event, extended to run in various countries with local charity.



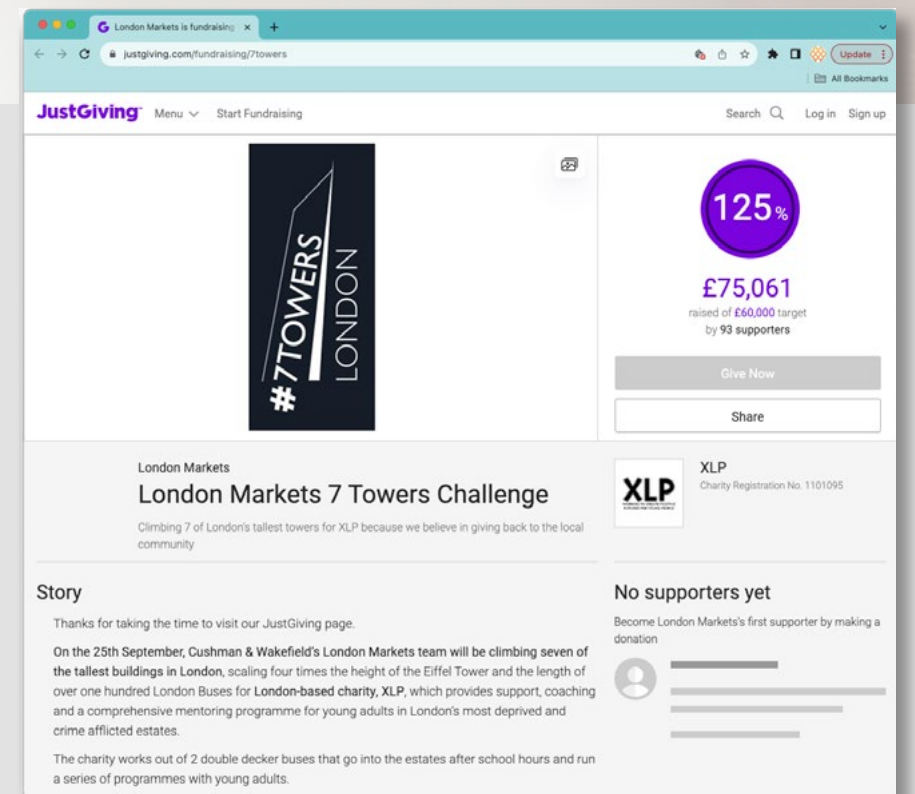
Video to communicate the vision for the plan



Promotional event merchandise



Just Giving



08 BRAND AWARENESS: CHRISTMAS GAMIFICATION

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

The objective was to engage clients in a way that enhanced their connection with the Cushman & Wakefield brand while demonstrating that, as a corporate real estate firm, we could communicate with a sense of creativity and approachability.

Instead of producing traditional printed Season's Greetings cards, which involved significant print and production costs, we opted for a more interactive and cost-effective alternative.

This initiative served as an opportunity to drive brand engagement through a more dynamic and memorable experience.

- Nearly 10 thousand people played the game in the 28 days it ran
- Just over half a million impressions on social media channels
- 511 shares on corporate social channels
- Increased time on the Cushman & Wakefield site for the game by 37% in comparison to the cushwake.com main pages

DELIVERABLES:

Brand Awareness/Engagement :
Gamification

DELIVERABLES INCLUDED:

- Visual treatment of game, packaging and card design for both print and digital, including social media graphics
- Game idea 'Smash the bauble-bauble'.
- Worked with a digital company to produce the online game for both desktop and mobile
- Created a prize element sent out to each winner of the game daily – a glass bauble-keepsake with the game visuals and a 'Season's Greetings' card



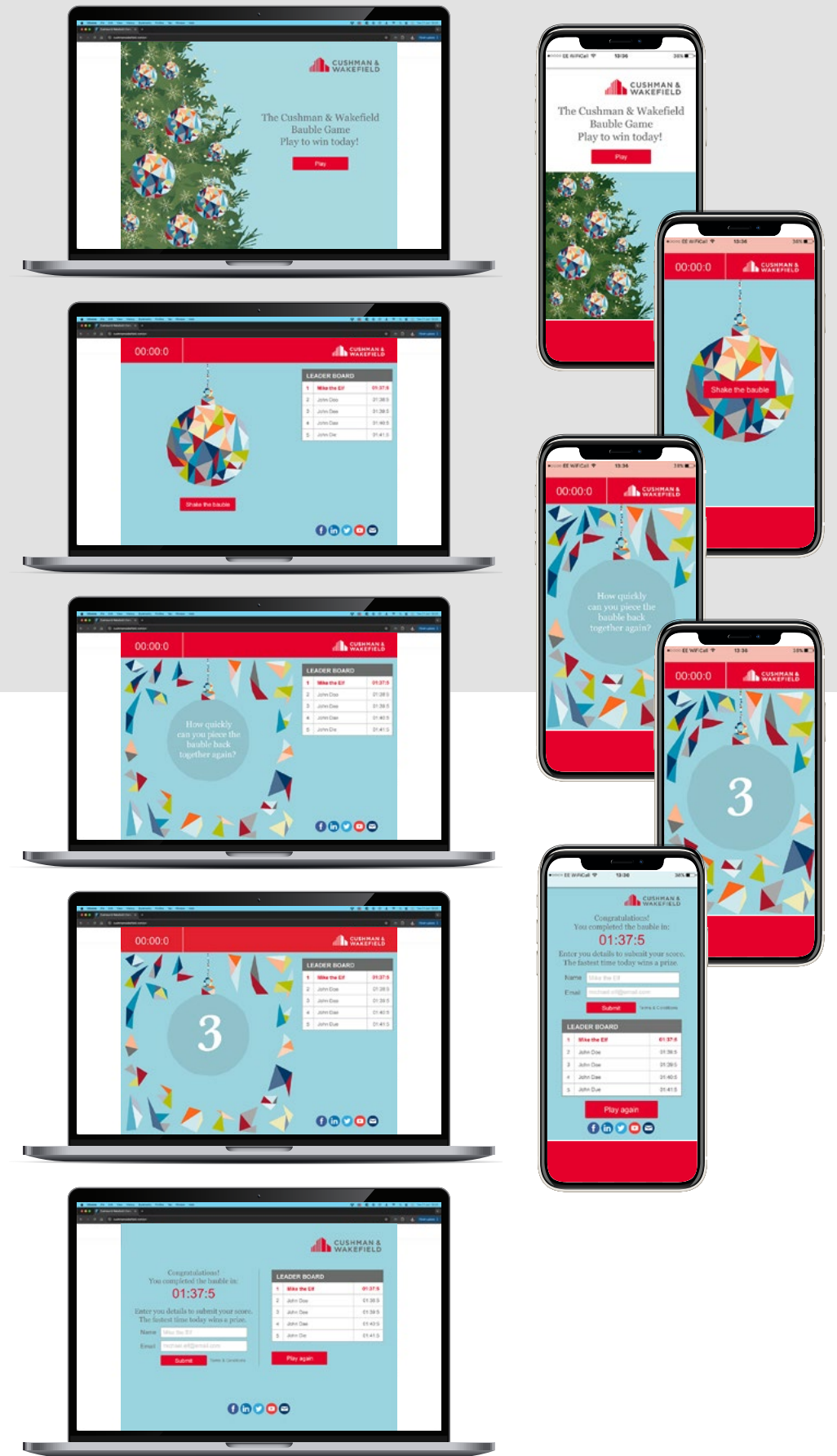
PRINTED CARD



WINNER PRIZE - BOXED BAUBLE KEEPSAKE



SUPPORTING
SOCIAL MEDIA &
EMAIL MARKETING
GRAPHICS



CONFERENCE: EUROPEAN PARTNERS' & DIRECTORS'

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

The Partners' and Directors' conference was to reinforce our wider European platform, to highlight the opportunity for cross-selling via the global platform, sector alignment and engage with new corporate messaging being developed to 700 senior members from our European and wider global firm.

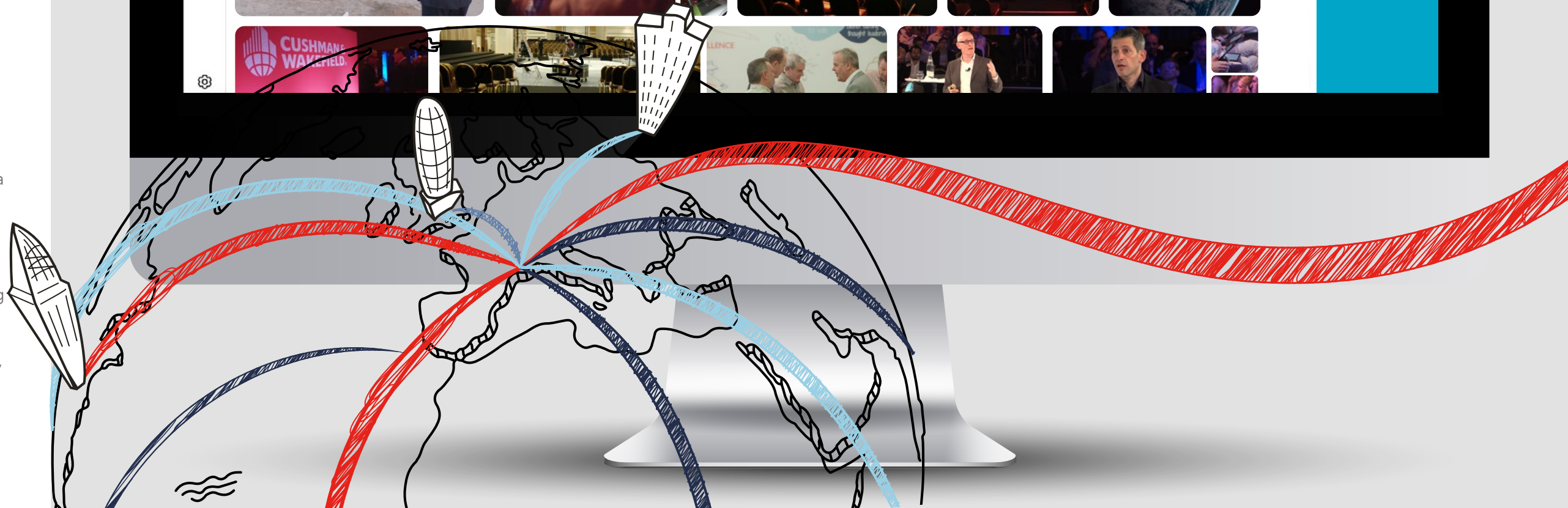
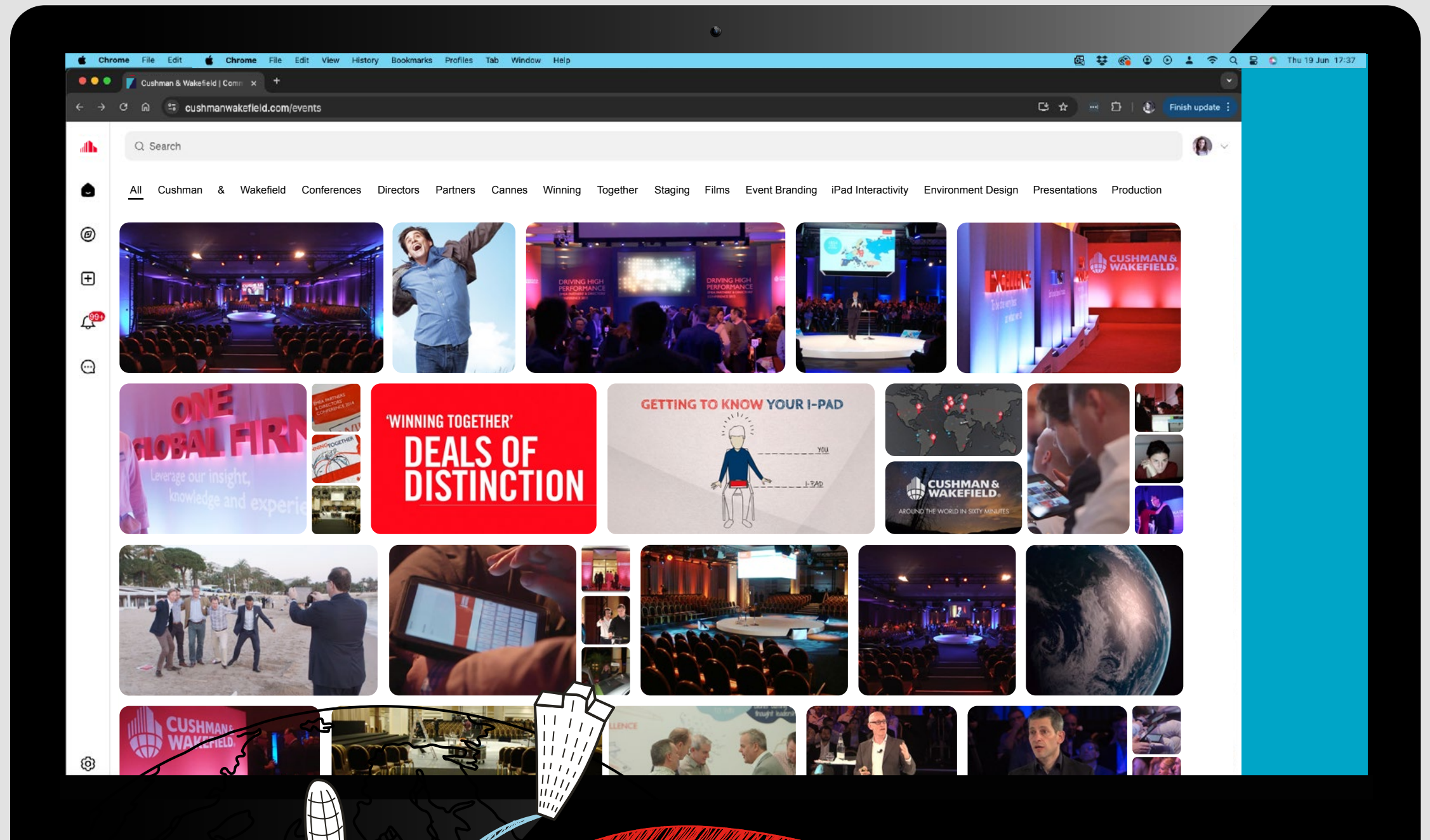
My role was to work with partners to bring the conference together from the visual treatment, reinforcing the messaging and delivery of the conference.

DELIVERABLES:

European Internal Staff Conference

DELIVERABLES INCLUDED:

- **Event theme and branding:** Created the visual treatment around the theme 'Working Together'
- **Stage building:** Worked with AV and stage company to build a 360° stage (in the round) and supply full AV support to produce the event
- **Film assets and production:** Worked with a film company to produce a set of 14 films and the producer to lead the filming of the event and live broadcast at the event that was being transmitted online, to the wider firm. Also produced a film wrap to encapsulate the value of the conference
- **Event production:** Worked with an app supplier to produce the delivery of the conference content and interactivity using individual iPads
- **Presentation documents:** Created and delivered numerous presentations for key speakers
- **Party event:** Delivery of an end of conference party at second location



10
COM
ASIA

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

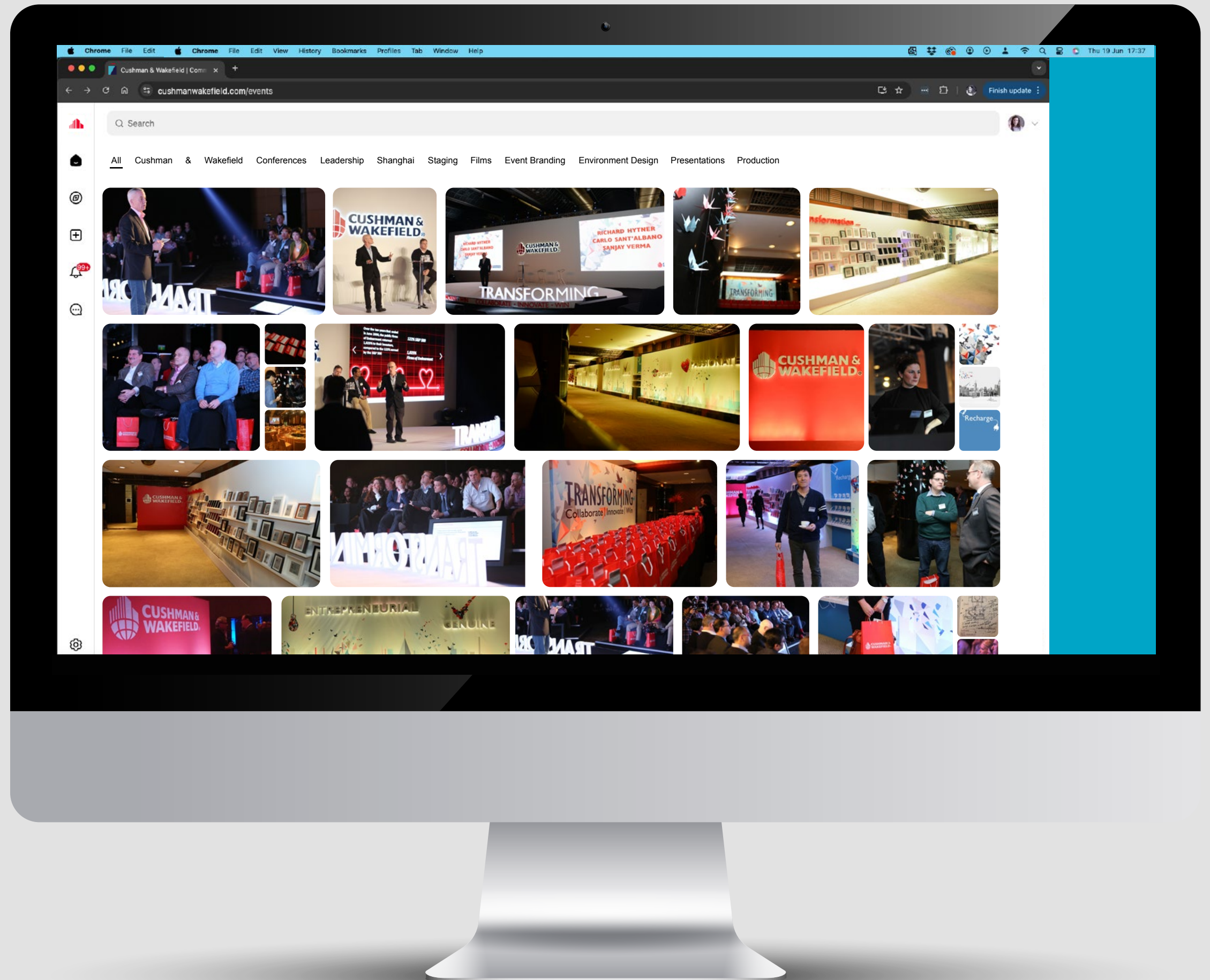
The Asia Leadership Conference was designed to bring together leadership teams from across the region and build on the messaging established at the European Partners' and Directors' Conference. With a new theme of 'Transformation,' the event focused on showcasing progress and developments since the European conference, while maintaining alignment in strategic messaging. My role involved collaborating with suppliers and partners in Asia to shape the visual identity of the event, reinforce key messages, and support the overall delivery of the conference.

DELIVERABLES:

Asia leadership internal staff conference

DELIVERABLES INCLUDED:

- **Event theme and branding:** Created the visual treatment around the theme 'Transformation' to include motion graphics for the screens
- **Stage building:** Worked with AV and stage company and supply full AV support to produce the event
- **Film assets:** Worked with a film company to produce follow on film tailored for the Asia market
- **AV production:** I was the live producer for the Asia Conference, calling and producing the live event alongside the AV team
- **Event production:** Worked with an app supplier and produced the delivery of the conference content and interactivity via mobile devices
- **Presentation documents:** Created and delivered numerous presentations for key speakers.
- **Party Event:** Delivery of an end of conference party.



CONFERENCE: GLOBAL LEADERSHIP 2020

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

The Global Leadership Conference was designed to bring together teams from across Cushman & Wakefield globally. Held during the COVID-19 pandemic, the event was delivered entirely online in response to restrictions, with the aim of strengthening internal relationships and reinforcing the importance of client connectivity.

My role involved collaborating with brand leads in the US and Asia, and providing key AV assets to support the event's delivery.

DELIVERABLES:

Global leadership internal staff conference

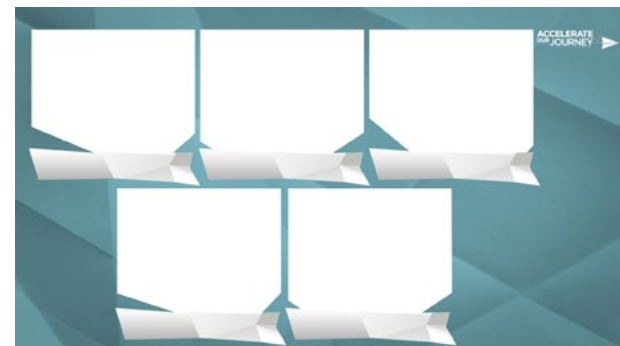
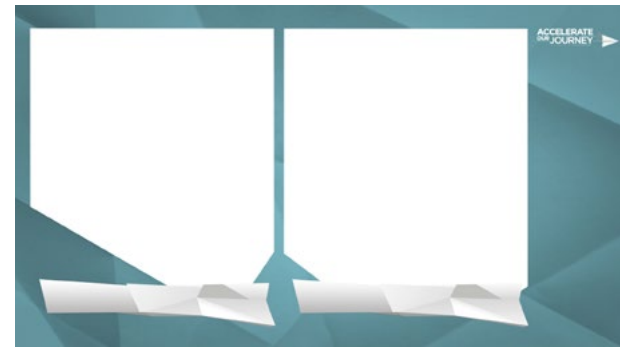
DELIVERABLES INCLUDED:

- Consulting on direction of the conference for European leads
- Presentations to support the European business
- Set of six EMEA client films produced in-house
- Animations of 'straps' for all speakers

Branding



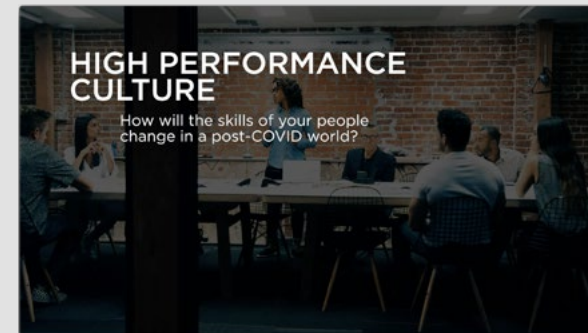
Picture in Picture for live camera feeds



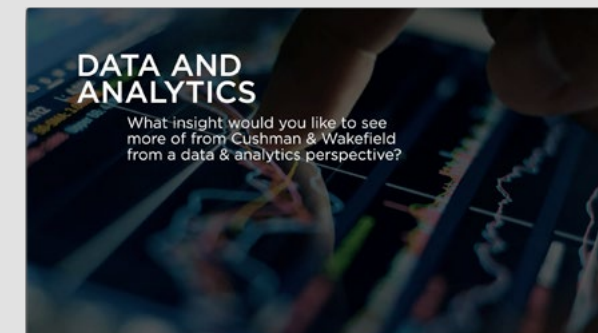
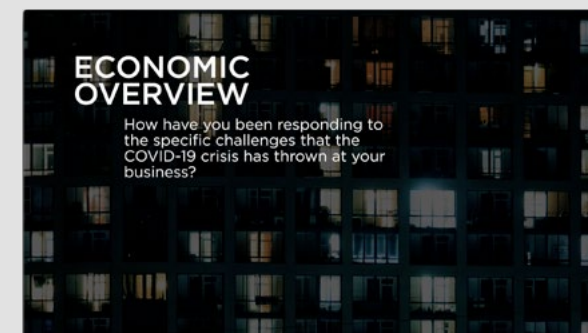
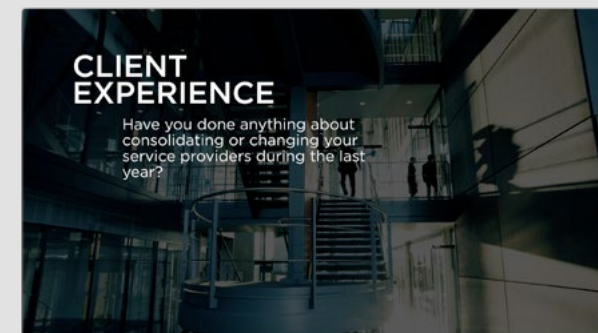
Straps - ready for overlay in production



PowerPoint Deck Template



EMEA Client films
from EMEA business



CONFERENCE: UK STRATEGY – DRIVING PERFORMANCE

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

The UK Strategy Conference was developed to realign the UK business around a new organisational approach.

I worked closely with the UK CEO, Head of UK Strategy, and Head of UK Operations to create communication assets that supported the launch of the new strategy. This included developing the visual identity for the conference under the theme 'Make an Impact.'

The event took place during the COVID-19 pandemic and was delivered online to all UK staff.

DELIVERABLES:

UK Strategy internal staff conference

DELIVERABLES INCLUDED:

- **Event theme and branding:** Created the visual treatment and animated sequences around the theme 'Make an Impact' to include motion graphics for the screens

Film Assets:

- Worked on a film with key stakeholders in the UK under the theme of Driving Performance - a theme discussed at the conference
- Worked on an explainer film to visually explain the strategy and how it would take effect using persona's
- Created a set of films to demonstrate where we were making an impact around four sub themes



13

ENVIRONMENT DESIGN

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

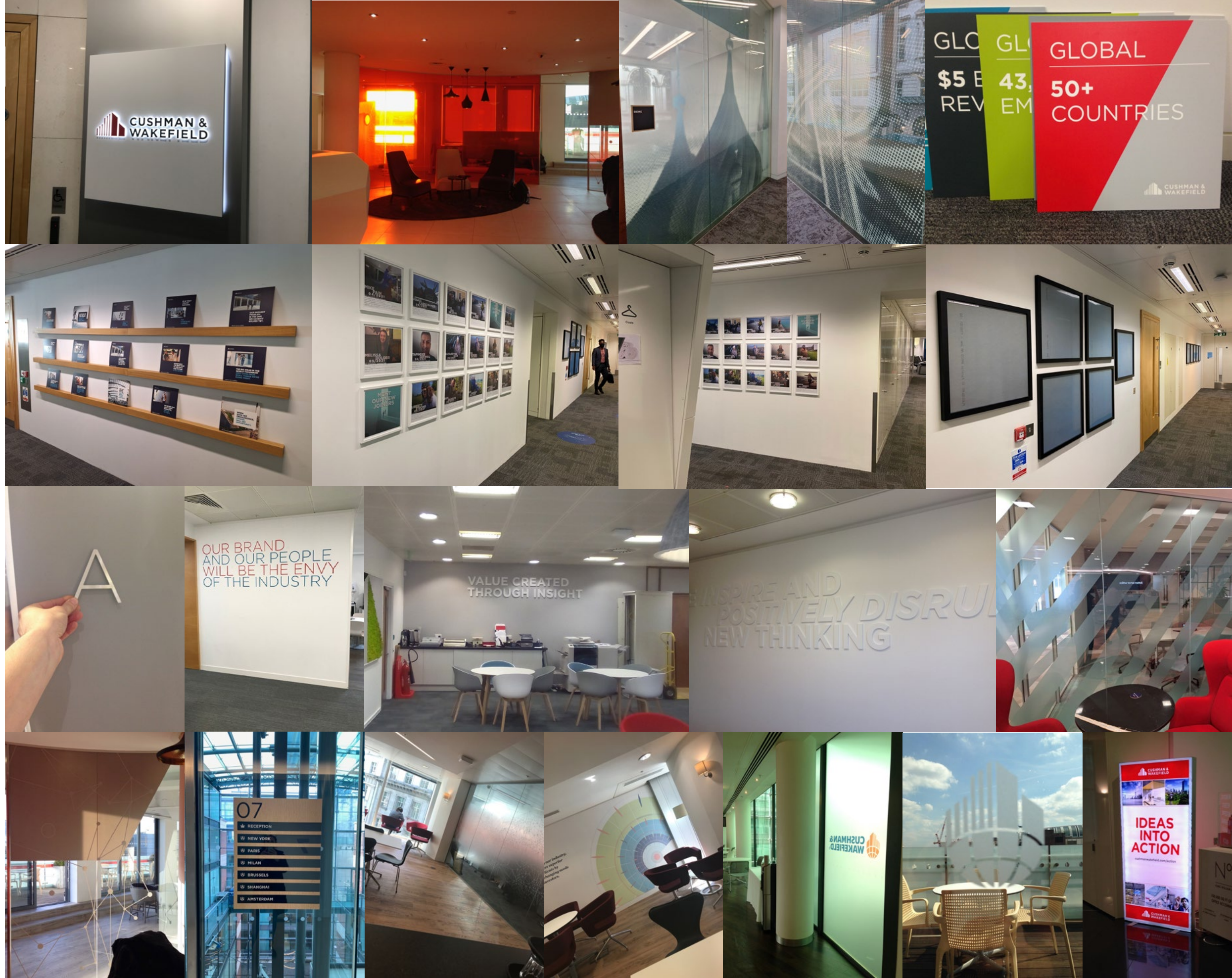
Over a period of several years, the global offices have gone through several changes of which messaging and engaging internal stakeholders with clear brand messaging and treatment has been a rewarding exercise.

DELIVERABLES:

Environment design across UK offices

DELIVERABLES INCLUDED:

- Built and installed lightboxes across our UK offices to unify the brand messaging
- Created messaging on walls around the new brand proposition, engaging with clients and internal staff
- With the move into new offices it was an opportunity to revamp and refresh tired spaces, unify the brand visually and message core brand elements
- Created campaign specific messaging using empty wall space – unifying current campaigns across print and digital
- Produced spaces for localised messaging in offices that were easy to manage and cost effective



PROPOSAL: LE MADELEINE

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

Developed a distinctive look and feel for the pitch, designed to demonstrate a deep understanding of the Le Madeleine area and its broader context within Paris.

Produced a brochure-style document that was both stylish and aspirational, which was very well received by the client.

The document served as a valuable reference tool for the client, extending its relevance beyond the pitch and providing insight into Le Madeleine and its investment potential.

DELIVERABLES:

Written Submission and Presentation

DELIVERABLES INCLUDED:

- Collaborated on-site in Paris with French teams, integrating expertise from retail, development, and investment teams for a mixed-use development proposal in central Paris
- Conducted original photography in and around Paris for use in the pitch materials
- Created all illustrations required for both digital and print formats

“Katie and her team provided exceptional support. The pitch was brought to life with impressive creativity and delivered with remarkable speed and precision.

Alain de la Bellière Head of France,
Cushman & Wakefield



15 PROPOSAL: THE CROWN ESTATE & OXFORD PROPERTIES

CLIENT:
Cushman & Wakefield

PROJECT OVERVIEW:
Developed a distinctive look and feel for the pitch, with a focus on simplifying complex charts and diagrams through a cohesive infographic-led visual approach.
Created a brochure-style document that balanced the client's brand with Cushman & Wakefield's, establishing a neutral and professional tone throughout.

DELIVERABLES:
Written submission and presentation

DELIVERABLES INCLUDED:

- Pitch book document
- Appendix document and supporting materials
- Presentation

“ Outstanding use of illustrative infographics to bring the pitch to life and provide easy understanding of complex aspects of the pitch.

Digby Flower, Head of UK&I,
Cushman & Wakefield



BROCHURE DESIGN: HR POLICIES

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

The Human Resources (HR) team required new materials to help elevate the visibility of key policies. We started by designing the maternity and adoption leave brochure, using it as a foundation to establish a new visual style aligned with the updated brand elements. This formed the basis for a broader suite of materials that the HR team could continue to develop.

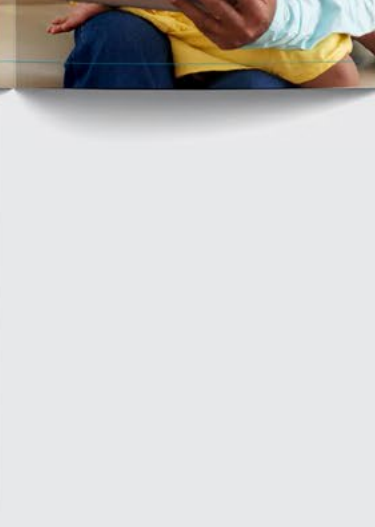
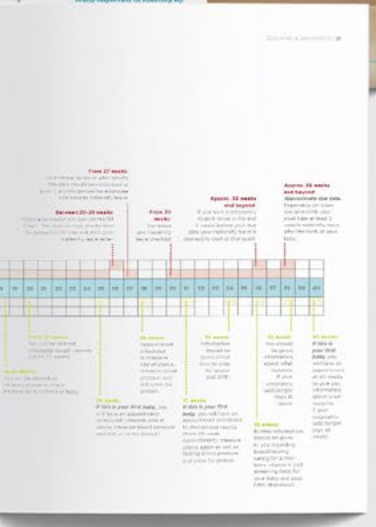
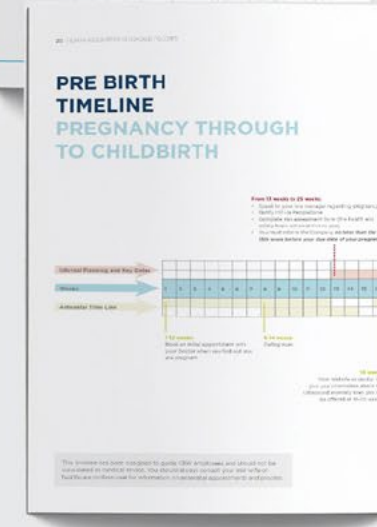
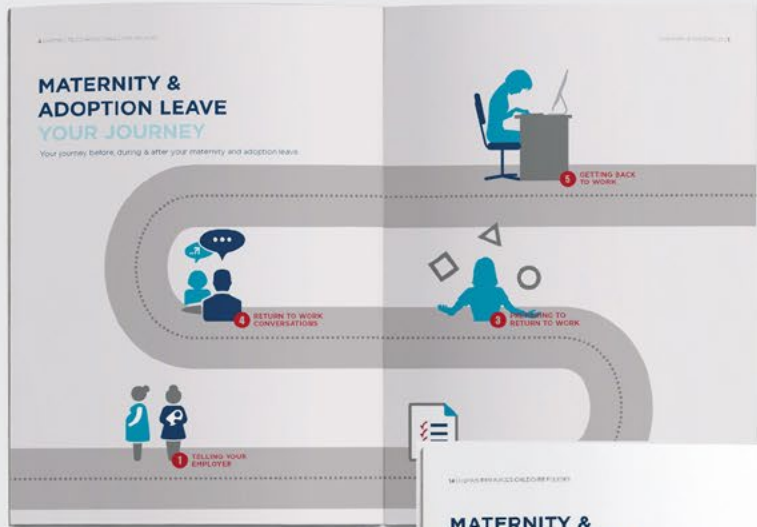
The design approach was intentionally people-focused and inclusive, ensuring the content was both accessible and engaging for all employees.

DELIVERABLES:

Maternity brochure for UK & Ireland

DELIVERABLES INCLUDED:

- Written document to be available in digital format
- Set a style for Human Resources



BROCHURE DESIGN: SELF STORAGE REPORT

CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

Cushman & Wakefield partners with the Self Storage Association UK (SSA UK) to produce the annual SSA UK Self-Storage Industry Report, providing comprehensive insights into the UK self-storage market.

The report contains numerous interesting insights and was presented using a professional yet engaging illustrative style. This approach effectively balanced charts, diagrams, and infographics, resulting in a clear and easily actionable presentation.

DELIVERABLES:

Creative styling and content management

DELIVERABLES INCLUDED:

- Written document to be available in digital format
- Invitation for the launch event



CLIENT:

Cushman & Wakefield

PROJECT OVERVIEW:

Cushman & Wakefield's "20 Things You Need to Know About Sustainability and Property" is an insightful resource that delves into the intersection of sustainability and commercial real estate.

We delivered highlights online using Ceros so that we could create localised language versions of the highlights that could be embedded on local country landing pages.

DELIVERABLES:

Online interactive highlights

DELIVERABLES INCLUDED:

- Produced in Ceros
- Local language versions





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WITH A PASSION FOR FILM
AND ANIMATION, I HAVE BEEN
INVOLVED IN SEVERAL PROJECTS
FROM EDITING TO PRODUCTION
AND CREATIVE DIRECTION. [CLICK
TO VIEW FILM EXAMPLES.](#)

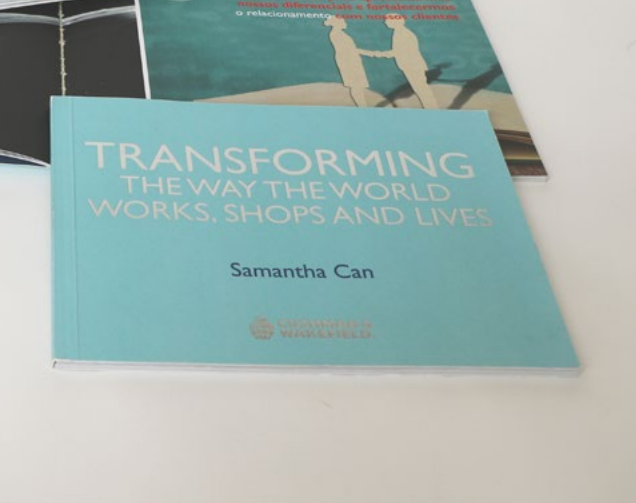
20 PRINTED WORKS

CLIENT:

Cushman & Wakefield

DELIVERABLES:

Various print works



21 WEBSITE DESIGN AND BUILD

CLIENT:

Threatproof

PROJECT OVERVIEW:

I was commissioned by Threatproof, a UK-based cybersecurity firm, to design and develop their website. As a newly established business, they required a professional online presence to introduce the company, showcase their products and services, and provide insight into their team and company culture.

DELIVERABLES:

Website

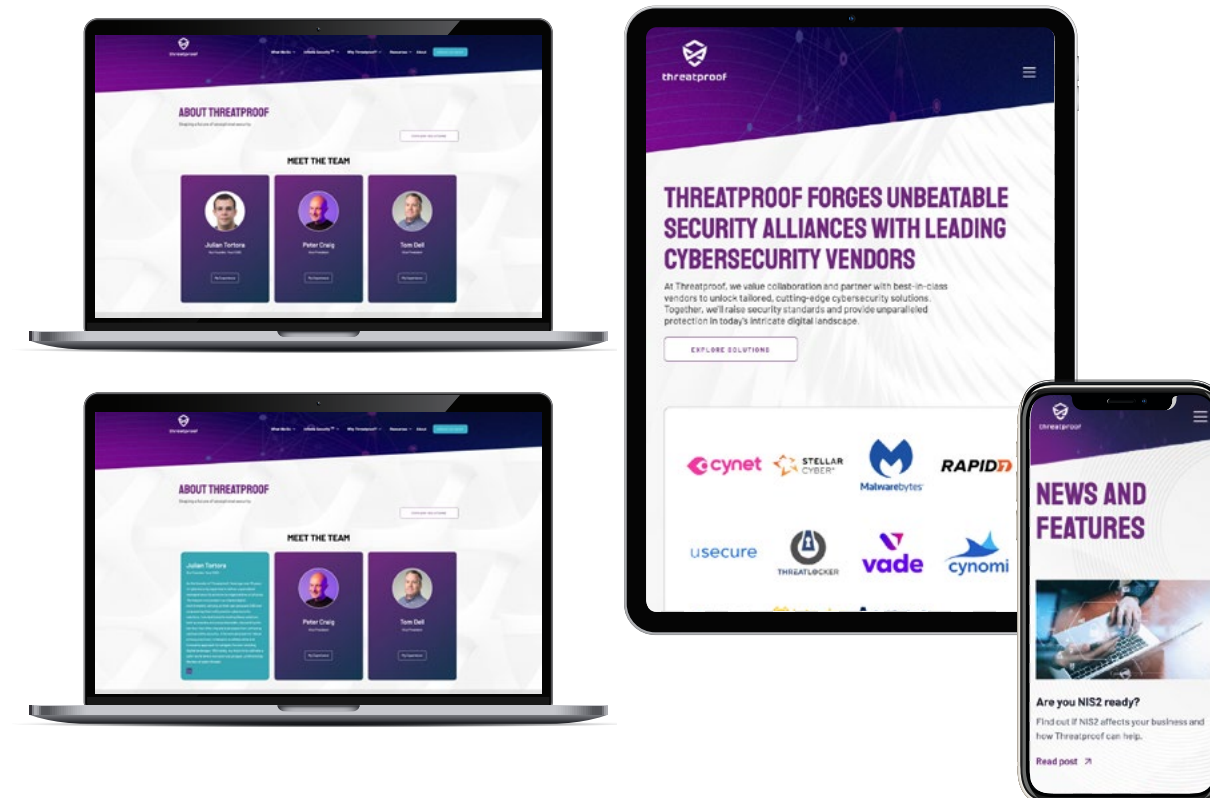
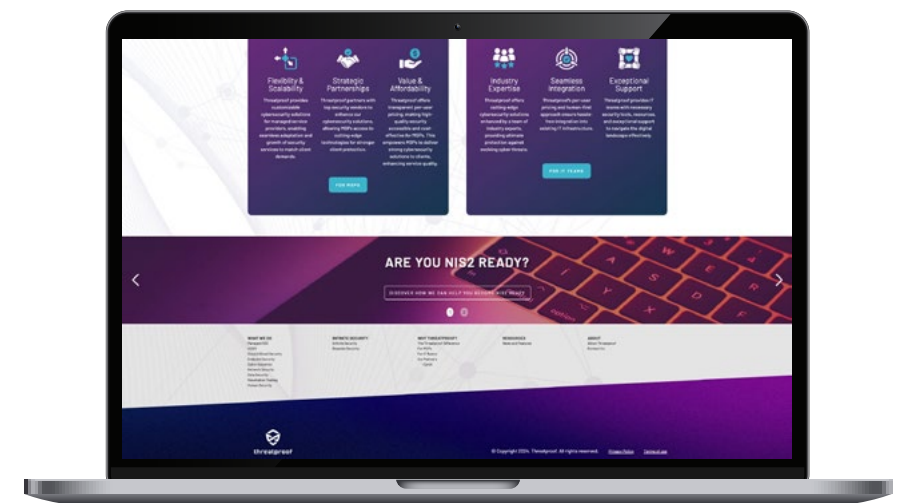
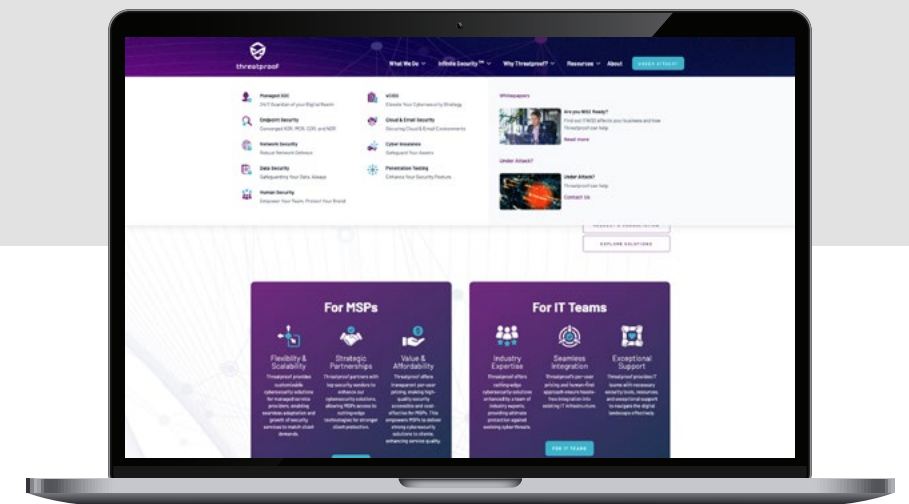
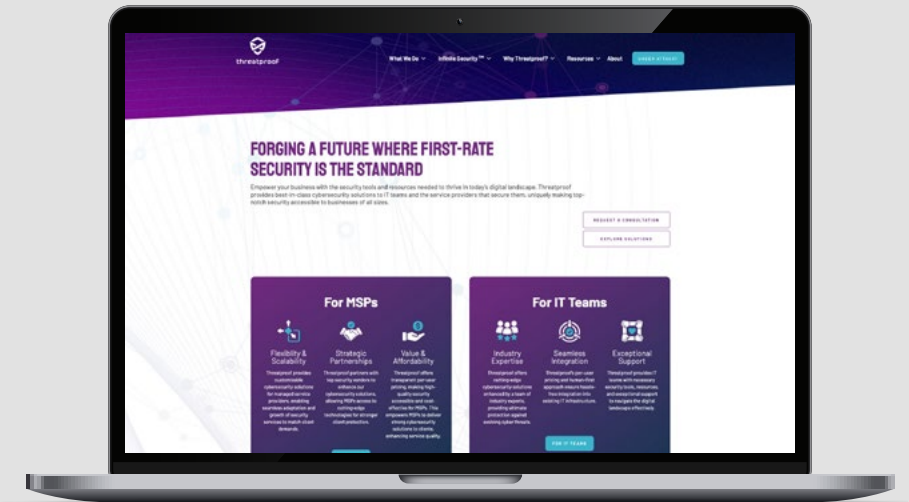
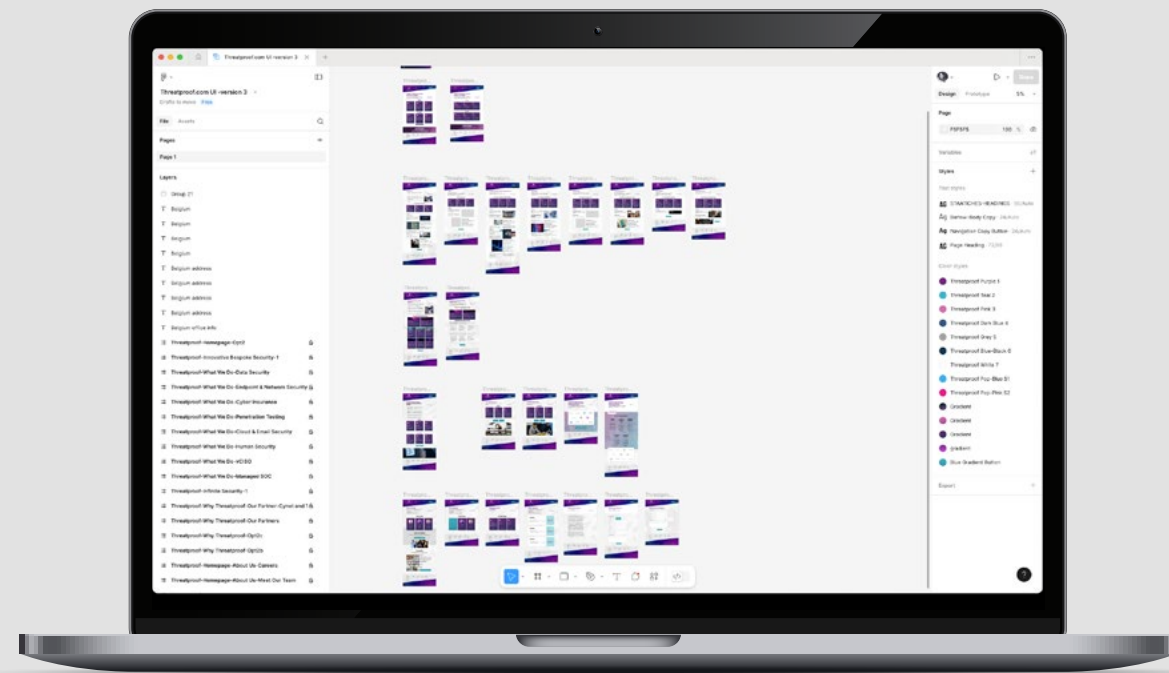
DELIVERABLES INCLUDED:

- Produced site layouts in Figma
- Produced site in Webflow per the request of the client
- Generated their visual online look and feel

“We worked with Katie on the Threatproof website and event materials and were really pleased with the results. Katie was creative, reliable, and easy to work with — delivering everything on time and making the process smooth and stress-free. We’d happily recommend her.”

Peter Craig, VP Marketing.

Threatproof.



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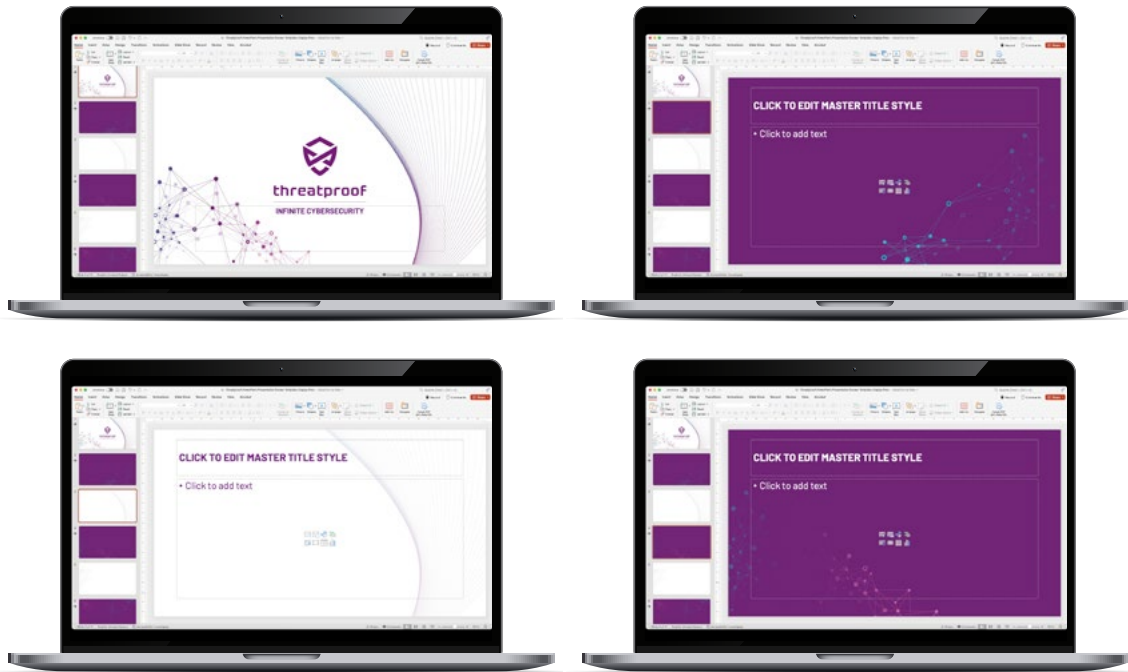
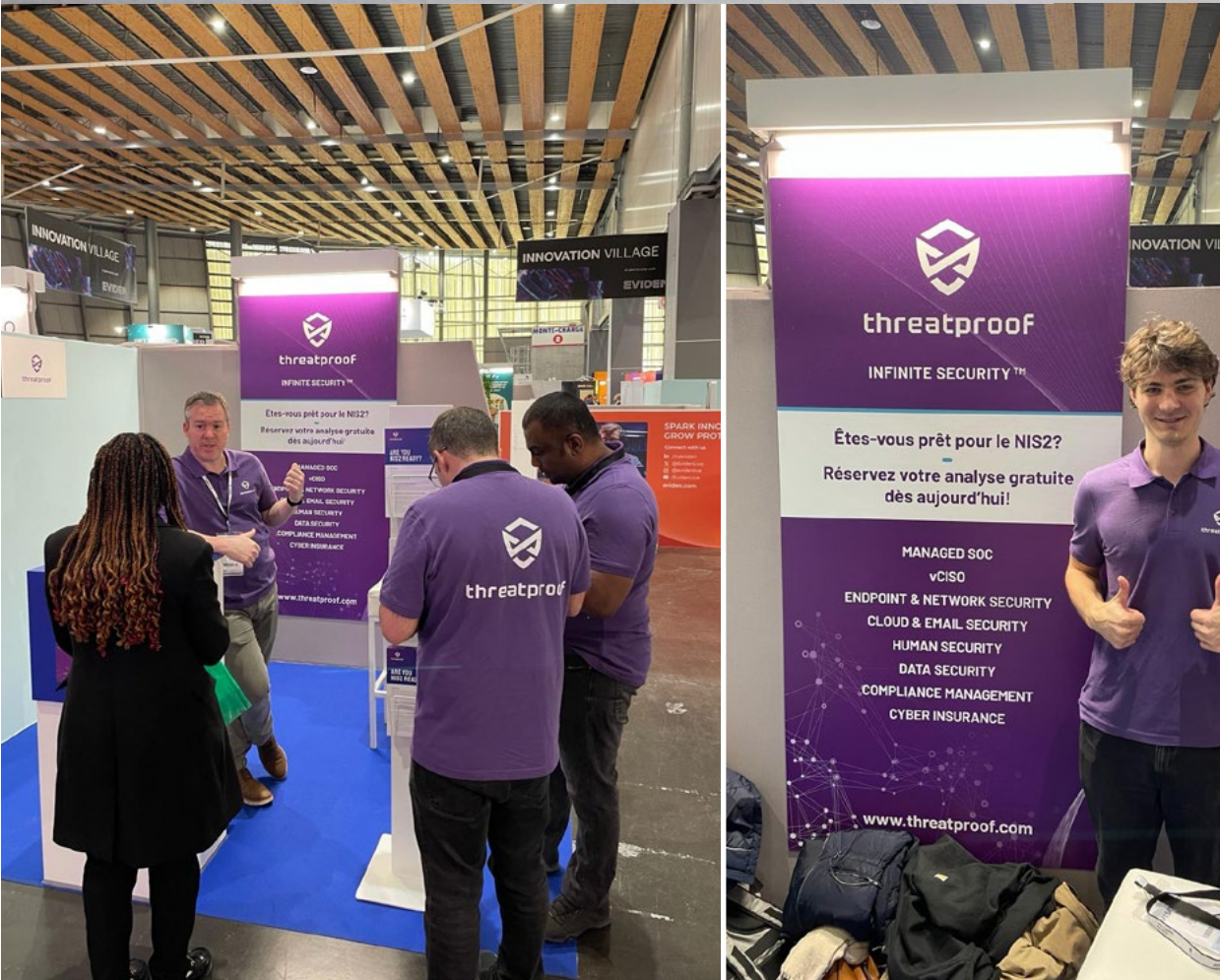
BRAND ASSETS

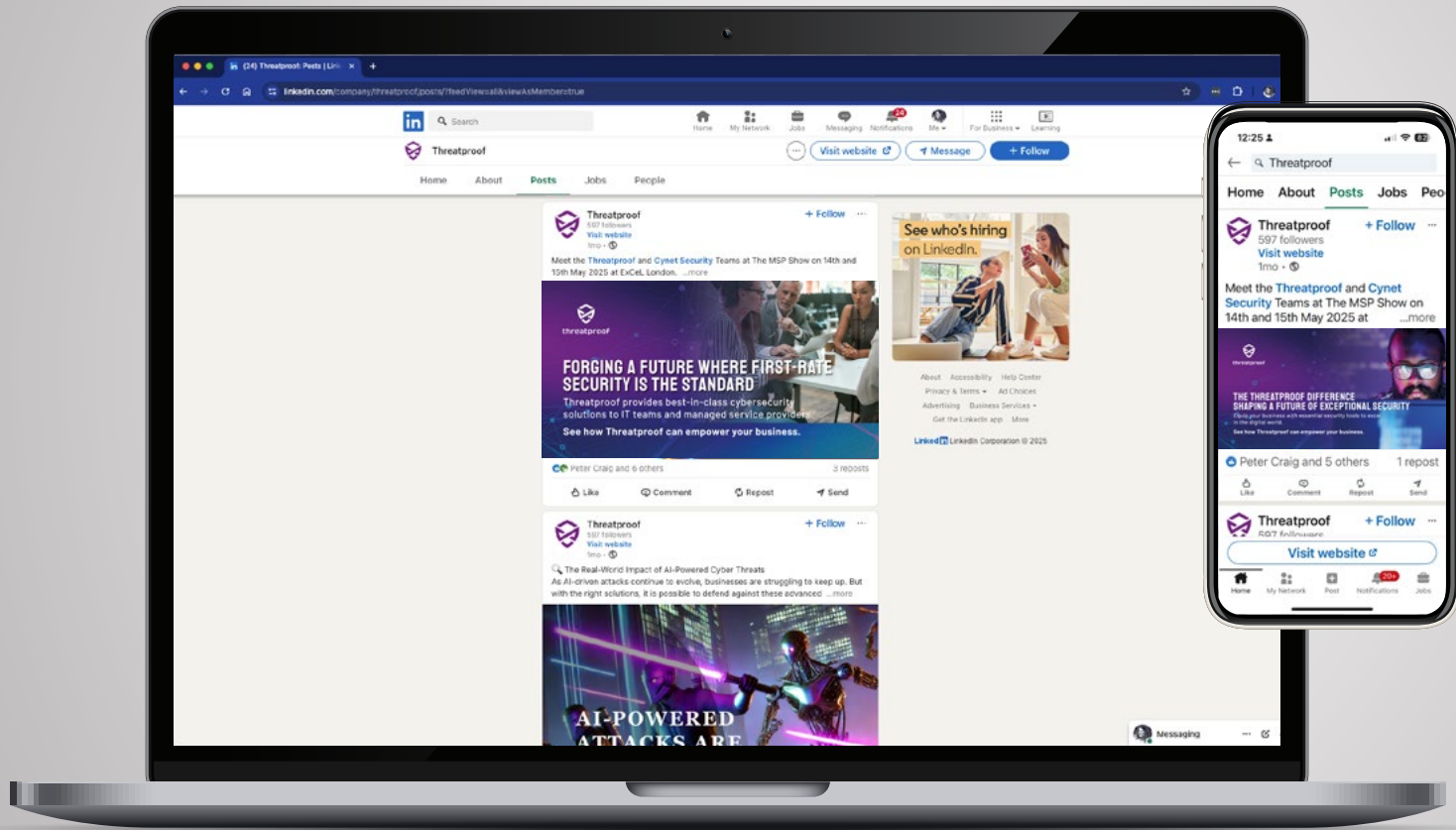
CLIENT:
Threatproof

PROJECT OVERVIEW:
Threatproof requested additional services to unify their brand for trade events and presentations to potential new clients.

DELIVERABLES:
Brand assets

- DELIVERABLES INCLUDED:
- Stationery set including business cards, comp slips, letterhead, invoicing and quote digital templates
 - Iconography set for use in materials and online (website)
 - PowerPoint deck template
 - Event banners for various trade shows and pop up stand graphics





THREATPROOF SOLUTION BRIEF

THREATPROOF INFINITE SECURITY™

www.threatproof.com

Best-in-class cybersecurity solutions for MSPs and IT teams that makes top-notch security accessible to businesses of all sizes.

With Threatproof Infinite Security first-rate security is a standard and we offer clear, per-user pricing options. We've built a team of industry experts and cultivate strong partnerships to continuously improve and expand our cybersecurity offerings. Threatproof ensures a human first approach in delivering cybersecurity solutions, emphasizing exceptional support and assistance for our clients. We empower businesses with the security tools and resources they need to thrive in today's digital landscape.

Managed SOC

24/7 Guardian of Your Digital Realm

Experience the assurance of 24/7 vigilance with our Security Operations Center (SOC), manned by a team of highly qualified experts and equipped with industry-leading solutions to proactively detect, analyze, and respond to threats.

vCISO

Your Cybersecurity Strategy elevated

Virtual Chief Information Security Officer (vCISO) services provide strategic cybersecurity leadership led by certified professionals. We guide you in making informed security decisions, strengthening your defenses, and ensuring adherence to industry standards.

Endpoint Security

Comprehensive threat detection and response

Enjoy unrelenting security with our EDR solution, harnessing the best industry-leading resources for managed EDR, MDR, and EDR, ensuring unparalleled resilience.

Network Security

Robust network defense

Security Service Edge (SSE), NDR, Secure Web Gateway, Zero-Trust Network Access (ZTNA), Firewall as a Service and IPS as a Service providing robust protection and advanced threat detection capabilities to effectively safeguard networks against cyber threats.

Data Security

Securing Your Data, Always

Secure backup services to ensure data protection against disasters and cyber threats. With robust encryption and automated backups, your information remains safe, recoverable, and easily accessible, enabling you to prioritize your business.

Human Security

Empowering Your Team, Protecting Your Brand

Our Human Security offering combines security awareness and identity protection to empower your team with the knowledge and tools needed to defend against cyber threats.

Cloud & Email Security

Secure Cloud & Email Environments

Robust protection for your organization, safeguarding crucial cloud infrastructure and communications. Extending against sophisticated threats, including those originating from email, we ensure the security of your Microsoft 365, Azure and AWS environments.

Penetration Testing

Enhance Your Security Posture

Comprehensive Penetration Testing services offered through assessments conducted by expert ethical hackers. By identifying vulnerabilities proactively, we help fortify your defenses and safeguard your systems.

Cyber Insurance

Cyberward Your Assets

Financial protection against cyber threats. Backed by reliable coverage tailored to your needs, we offer peace of mind in an ever-evolving digital landscape.

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www.threatproof.com

02. Digital Service Providers (DSPs):

Digital Service Providers are entities that provide online services essential for the functioning of society and the economy. DSPs include:

- Online marketplaces
- Cloud service providers
- Search engines
- Social networking platforms
- Domain name system (DNS) service providers
- Content delivery network providers

Businesses that must comply with NIS2 typically fall into one of the following categories:

- Large Entities:** Entities with 250 or more employees or annual revenues exceeding €50 million fall under the scope of NIS2 as operators of essential services.
- Medium Entities:** Entities with more than 50 employees or annual revenues exceeding €10 million are considered operators of essential services under NIS2.
- Small and Micro Entities:** Businesses that do not meet the size criteria for medium or large entities may also fall under the directive's scope if identified as essential or important by national authorities due to their impact on society or the economy.

Legal Requirements: Compliance with the NIS2 Directive is mandatory for OES and DSPs within the EU to ensure the security and resilience of critical infrastructure and digital services.

Risk Mitigation: By adhering to NIS2 requirements, businesses can enhance their cybersecurity measures, mitigate cyber threats, and reduce the risk of disruption to essential services.

Customer Trust: Demonstrating compliance with NIS2 enhances customer trust and confidence in an organization's ability to protect sensitive information and critical services.

Avoidance of Penalties: Failure to comply with NIS2 can result in significant fines and penalties, underscoring the importance of adhering to the directive's requirements.

Demonstrating compliance with NIS2 requirements can also enhance the credibility and trustworthiness of a business. Proactive cybersecurity measures not only protect the organization but can also attract partners, clients, and customers who prioritize data security and privacy.

How can Threatproof help with NIS2 Compliance?

Threatproof Infinite Security delivers best-in-class cybersecurity solutions for MSPs and IT teams that makes top-notch security accessible to businesses of all sizes. With Threatproof first-rate security is a standard and we offer clear, per-user pricing options. We've built a team of industry experts and cultivate strong partnerships to continuously improve and expand our cybersecurity offerings, emphasizing exceptional support and assistance for our clients. We empower businesses with the security tools and resources they need to thrive in today's digital landscape.

Threatproof can assist an organization with NIS2 compliance in several ways:

Risk Assessment and Gap Analysis:

- Conduct a comprehensive risk assessment to identify vulnerabilities and gaps in the organization's cybersecurity posture concerning NIS2 requirements.
- Perform a gap analysis to compare existing security measures with NIS2 guidelines and determine areas that need improvement.

Security Monitoring and Incident Response:

- Implement continuous security monitoring to detect and respond to security incidents promptly as required by NIS2.
- Offer incident response services to help organizations mitigate and recover from cybersecurity breaches effectively and report incidents in line with NIS2 regulations.

Security Controls Implementation:

- Aid in implementing and managing security controls and measures to meet NIS2 compliance standards.
- Deploy and maintain security technologies such as firewalls, intrusion detection systems, and antivirus solutions to enhance cybersecurity resilience.

Compliance Documentation and Reporting:

- Help document security policies, procedures, and controls to align with NIS2 requirements.
- Support in preparing and submitting compliance reports and documentation to regulatory authorities as mandated by NIS2.

Security Awareness Training:

- Provide cybersecurity awareness training to employees to ensure they understand their roles in maintaining security and complying with NIS2 regulations.
- Conduct tailored training sessions on cybersecurity best practices, data protection, and incident response protocols.

ARE YOU NIS2 READY?

Overview

NIS2, which stands for the NIS Directive 2, is a European Union directive aimed at enhancing cybersecurity across critical infrastructure sectors. It requires essential service operators and digital service providers to implement robust cybersecurity measures, report incidents, and adhere to specific requirements to ensure the security and resilience of their networks and information systems. By partnering with Threatproof, organizations can leverage our expertise, resources, and technologies to navigate the complexities of NIS2 compliance effectively.

Categories of Entities Affected

The NIS2 Directive (Directive (EU) 2022/2554) also known as the EU Directive on Security of Network and Information Systems, aims to enhance cybersecurity measures across critical infrastructure sectors within the European Union (EU). The directive applies to two main categories of entities:

01. Operators of Essential Services (OES):

Operators of Essential Services are organizations that provide services essential for maintaining critical societal and economic activities. These are typically services operating in sectors crucial for society and the economy. Examples of OES include:

- Energy providers (e.g., electricity, gas)
- Transport operators (e.g., air, water, rail, road)
- Banking and financial institutions
- Healthcare providers
- Digital infrastructure providers (e.g., internet service providers)
- Water supply and distribution companies
- Public sector entities (e.g., emergency services)

By partnering with Threatproof, organizations can leverage our expertise, resources, and technologies to navigate the complexities of NIS2 compliance effectively. Threatproof Infinite Security provides a comprehensive cybersecurity solution delivering proactive monitoring, incident response capabilities, and ongoing support to help organizations maintain a strong security posture to meet and exceed the regulatory requirements of NIS2.

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CYBERSECURITY ICON SET

CLIENT:
Sian’s Fitness and Nutrition

PROJECT OVERVIEW:

Sian initially approached me to create a website. During our discussions, it became clear that her brand needed a refresh — her existing logo and visual identity felt outdated. We took the opportunity to modernise her brand, developing a look and feel that could be applied consistently across all aspects of Sian’s Fitness and Nutrition. The goal was to maintain engagement with her existing fitness clients while repositioning the business to attract new nutrition-focused clients, an area she was keen to expand into.

We also created a membership website and developed a social media strategy aimed at promoting the brand and engaging both existing clients and new audiences, with a particular focus on growing the nutrition side of the business.

DELIVERABLES:

New Logo

Brand assets

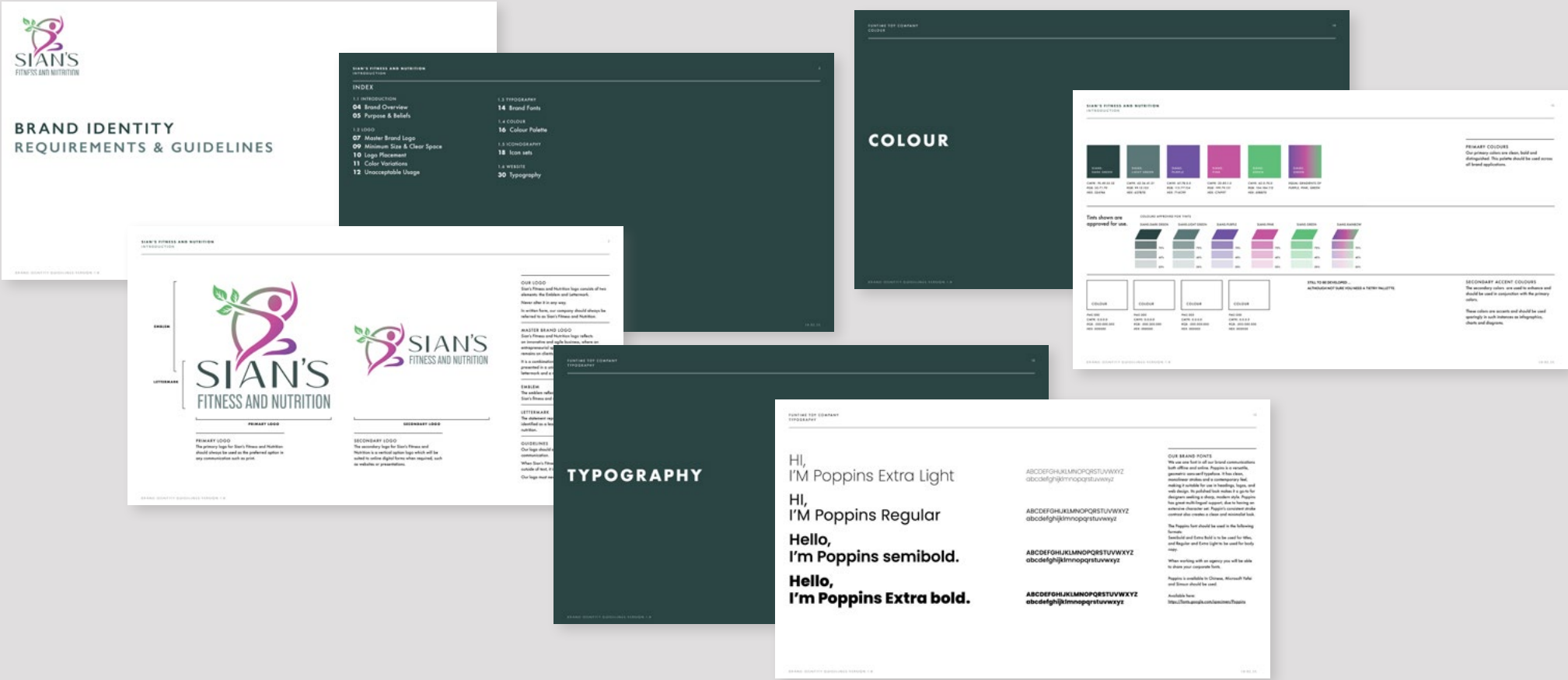
Website

DELIVERABLES INCLUDED:

- Refreshed logo
- Brand guidelines to include logo, typography, revised colour palette, iconography and visual photography treatment
- Brochure and various flyers for print and new website
- New website
- Social media graphics
- Photography for website and social media
- Films for website and social media

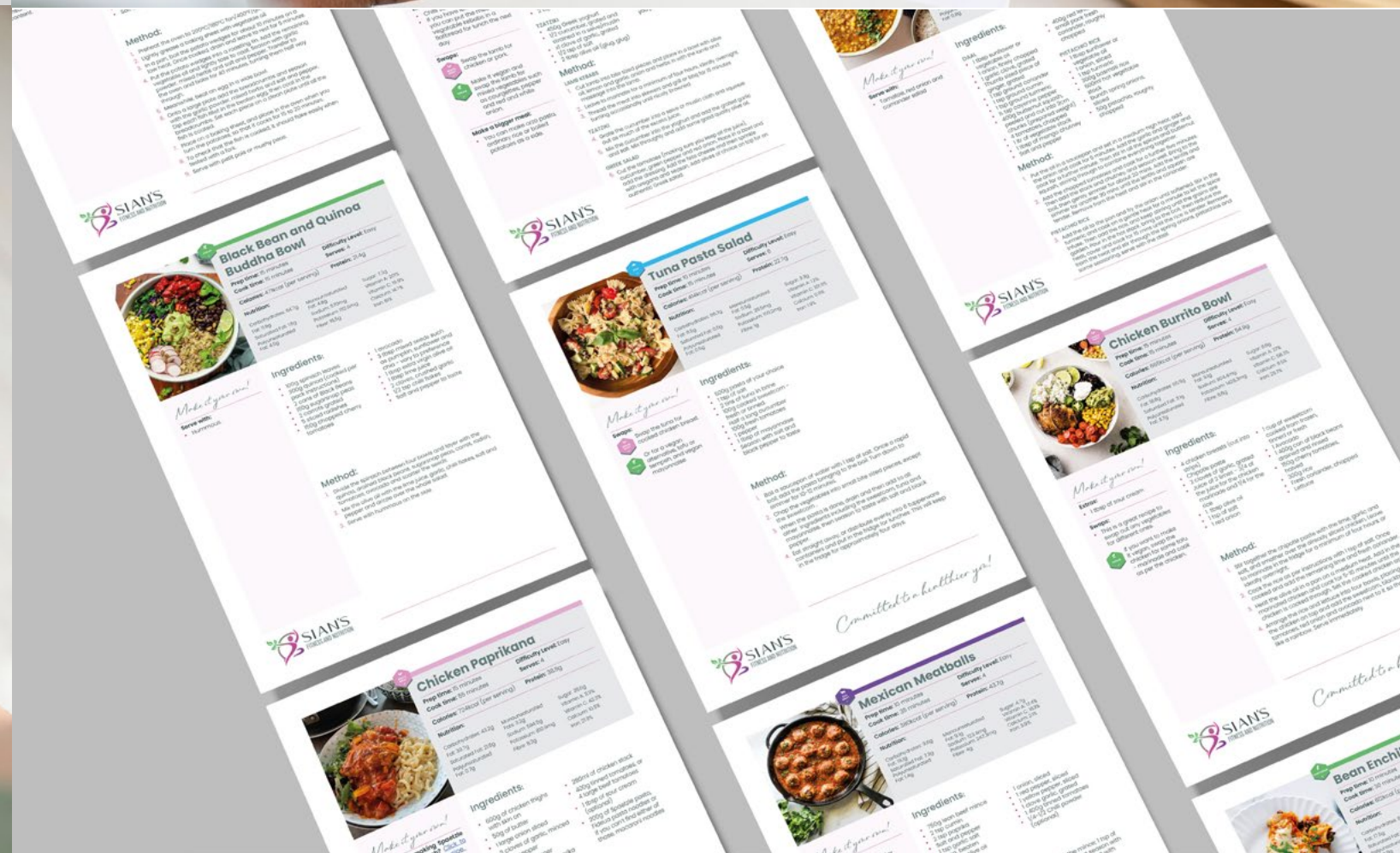


- Sian had created the logo herself when she started her fitness business ten years ago.
- Her logo was dated and only included fitness, not the nutrition part of her current proposition.
- The logo was a flat jpg and had not been produced so that it could be used across various media.
- Looked at various options to modernise the logo, introduce nutrition but keep elements that related to Sian’s personality.
- Simplifying the multicolour aspect of the logo and unifying a brand colourway to inform the overall brand architecture in print and online.





7 DAY NUTRITION PLAN FOR SPORTS NUTRITION						ACTIVITY
	BREAKFAST	LUNCH	DINNER	SNACKS	DRINKS	
MONDAY	30g porridge with banana and 15g walnuts made with semi-skimmed milk	Chicken and hamous wrap with red cabbage and carrot slaw, kale crisps	Black bean burgers and sweet potato fries served with a green salad	Yogurt 25g mixed nuts Pear or apple	Water Herbal tea	
TUESDAY	Mango, banana and spinach smoothie, made with 150g of yogurt	Tuna pasta with sweet corn, cucumber and salad. Milky coffee	Sweet and sour chicken with noodles, Peppers, mushrooms and sweet corn	Fruit salad and yogurt	Water Herbal tea	
WEDNESDAY	2 scrambled eggs on 1 slice of whole meal toast and mushrooms	Sweet and sour chicken noodles left overs. Banana	Vegetable and chickpea tagine with roasted vegetable couscous	25g nuts Homemade flapjack	Water Herbal tea	
THURSDAY	Bowl of miso, yogurt and berries	Left over vegetable tagine and couscous	Lentil mousakka Served with a green salad	Yogurt	Water Herbal tea	
FRIDAY	Smoked salmon and poached egg on an avocado	Baked potato and beans with coleslaw and salad	Chicken parmigiana with potato wedges and roasted veggies	Homemade flapjack	Water Herbal tea	
SATURDAY	Grilled breakfast of 1 sausage, 1 bacon, 1 egg, beans, mushrooms and grilled tomatoes	Cream cheese bagel and fruit salad Mixed nuts	Salmon pasta with courgettes and spinach	Homemade rice pudding with steamed apple	Water Herbal tea	
SUNDAY	Spinach, pancakes and cottage cheese, fresh tomatoes, cucumber and avocado					





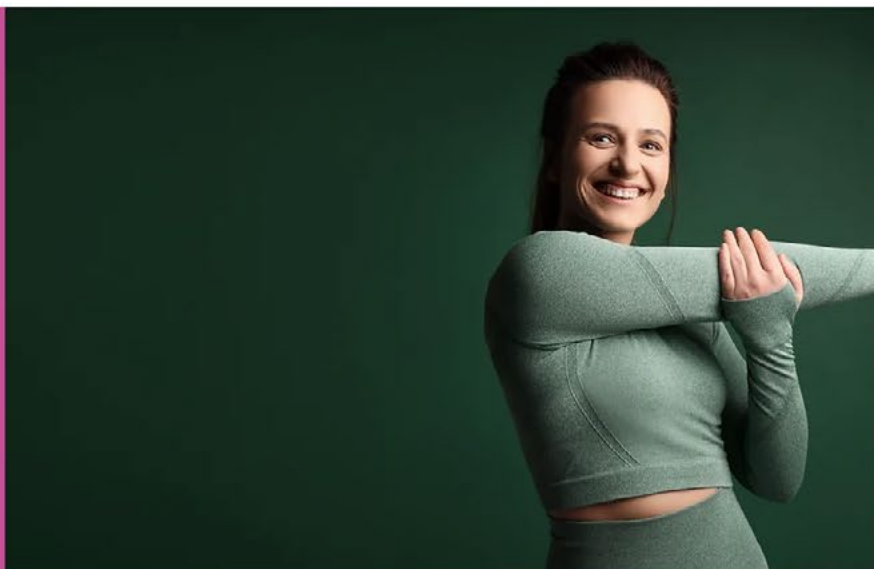
HOME TRAINING NUTRITION PLANS AND PRICING FAQ ABOUT CONTACT

+44 7709 552585



GET STRONGER. FEEL BETTER!

Strength training is important. Improving muscle mass will speed up your metabolism, you'll improve your bone strength and improve your ability to do everyday activities.



FITNESS SHOULD BE FUN!

Passionate about making fitness enjoyable and empowering for all. With a focus on personalised training programs and nutrition guidance, Sian's Fitness and

“ Kate transformed my website after years of struggling on my own. She organised everything seamlessly, from design to payment integration and video content. The result is professional, cohesive, and by far the best outcome to move my business forward.

*Sian Prior-Bennett, Owner
Sian's Fitness & Nutrition*

Website going live August 2025

BRAND CREATION, PROMO MATERIALS & PHOTOGRAPHY

CLIENT:

New Era Event Management LLP

PROJECT OVERVIEW:

New Era Events Management was established by Emma, Rachael, and Alex as they launched their own event management business focused on property-related events. Having worked together for over a decade within a professional services firm, they recognised the strong synergy between them and wanted a brand that reflected both their close working relationship and the collaborative partnerships they build with clients.

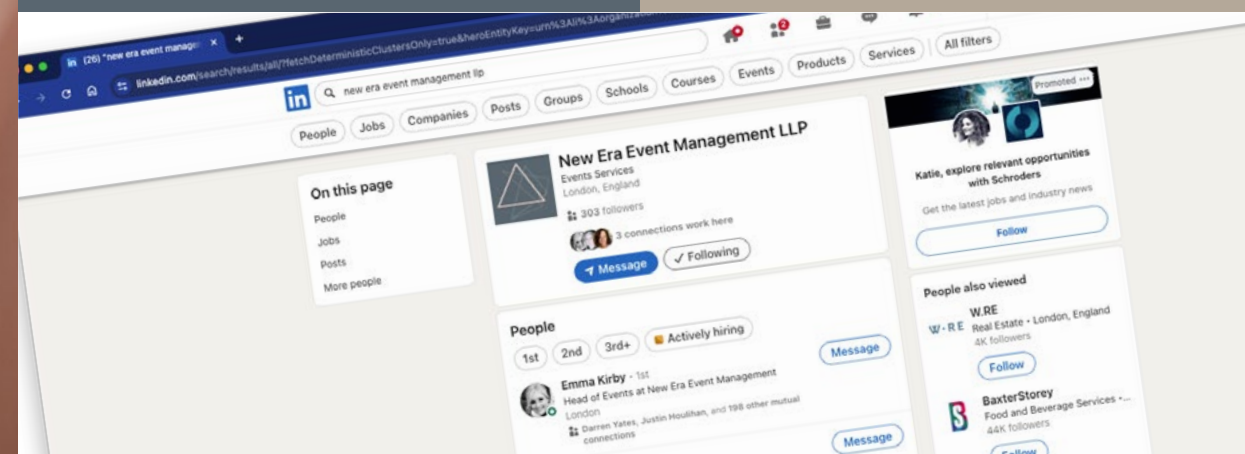
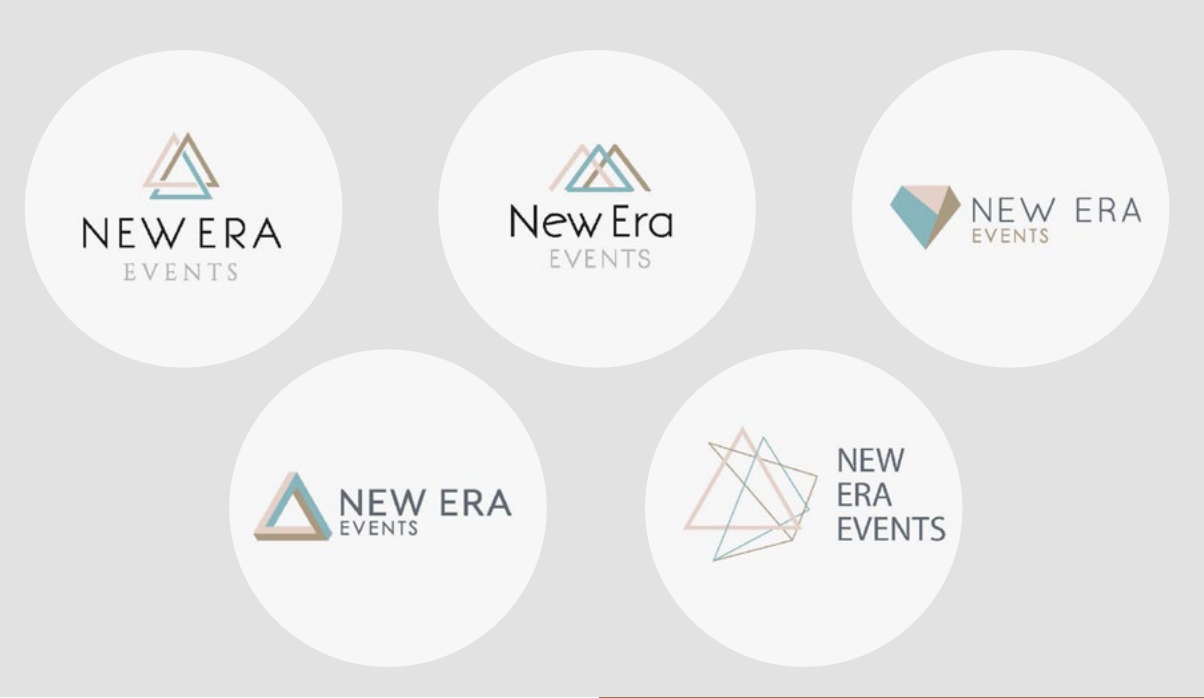
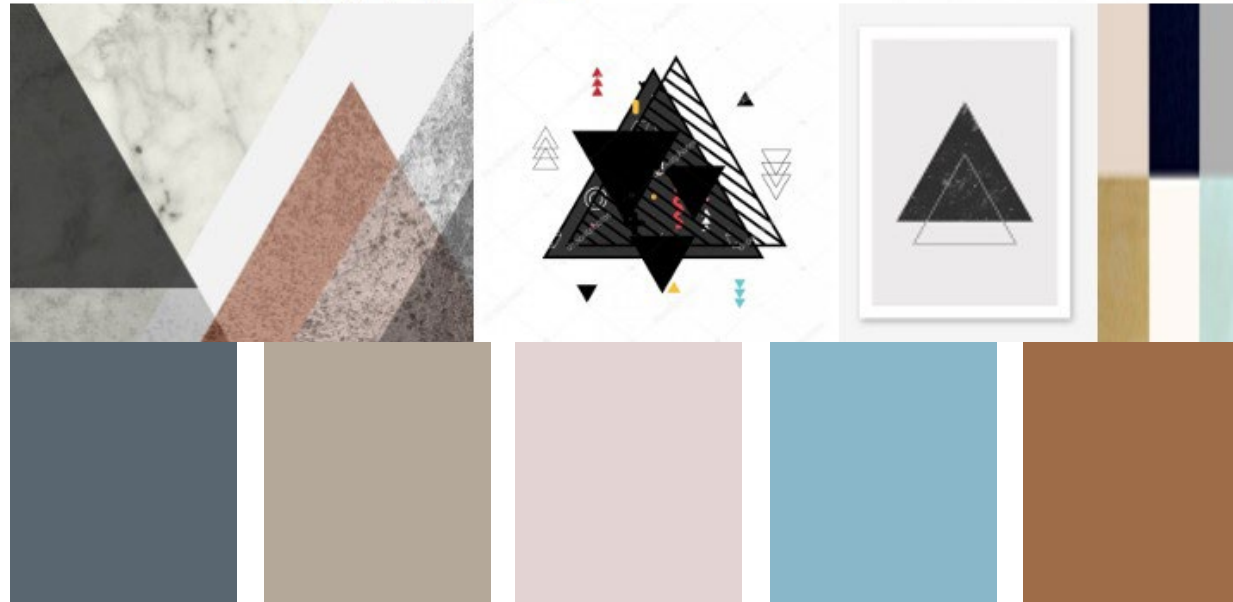
They had a clear vision for how they wanted their new brand to be visually represented and provided a mood board to guide the creative process. I interpreted their ideas and developed a range of logo concepts that captured the essence of their connection and partnership, ultimately creating an identity that embodied their shared approach.

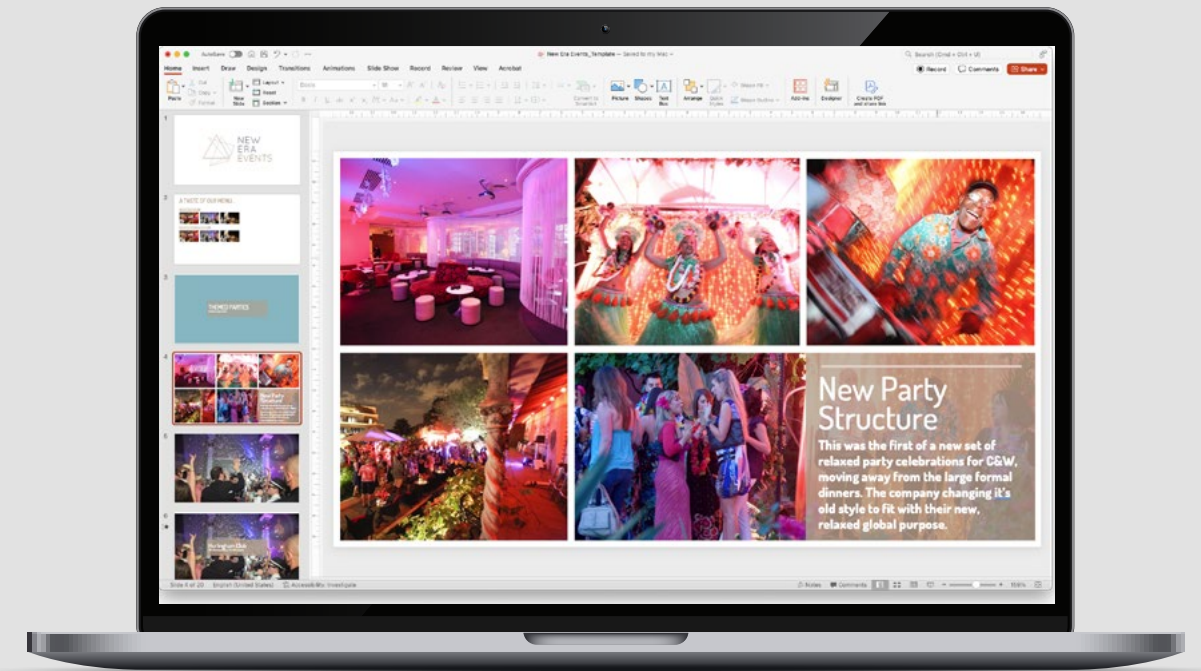
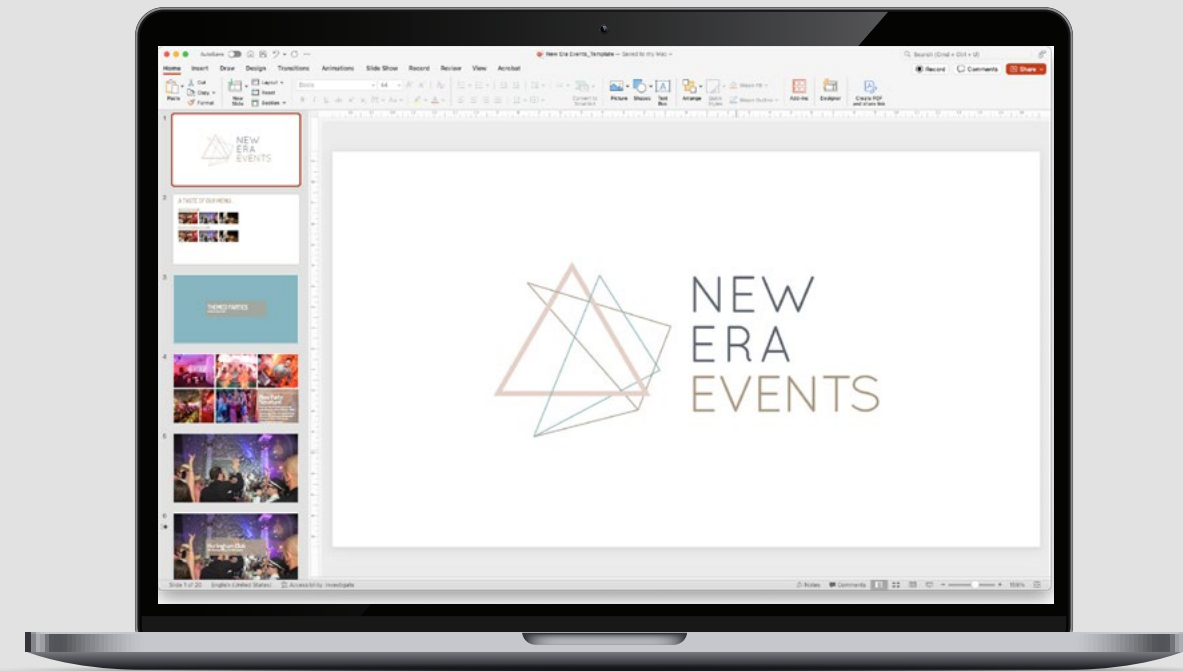
DELIVERABLES:

Brand assets

DELIVERABLES INCLUDED:

- New Logo, stationery, PowerPoint deck
- Merchandise
- Promotional film and event photography







Photography assignment for New Era Events Management at a West End Office Agents Summer Party 2025 at Forza Wine, The National Theatre

CLIENT:

VAS Interior Spaces

PROJECT OVERVIEW:

Valerie needed a set of essential visual assets to launch her company and be client-ready within a five-day turnaround. She had clear requirements: her brand identity for VAS Interior Spaces needed to reflect adaptability and agility, while maintaining a vibrant, modern feel that would appeal to corporate professionals in the commercial real estate sector.

We collaborated to develop a brand starter kit, which included a logo, business cards, letterhead, and financial stationery templates. These assets were designed for digital use, enabling Valerie to engage professionally with potential clients right from the outset.

DELIVERABLES:

New start up brand

DELIVERABLES INCLUDED:

- New Logo
- PowerPoint Deck
- Stationery

“Katie delivered exceptional branding for my new business. She was creative, collaborative, and responsive — the results have already impressed clients and partners. I’d highly recommend her to anyone looking to elevate their brand.

Valerie Sandiford, Director
VAS Interior Spaces



CLIENT:

Lucidity Marketing Services

PROJECT OVERVIEW:

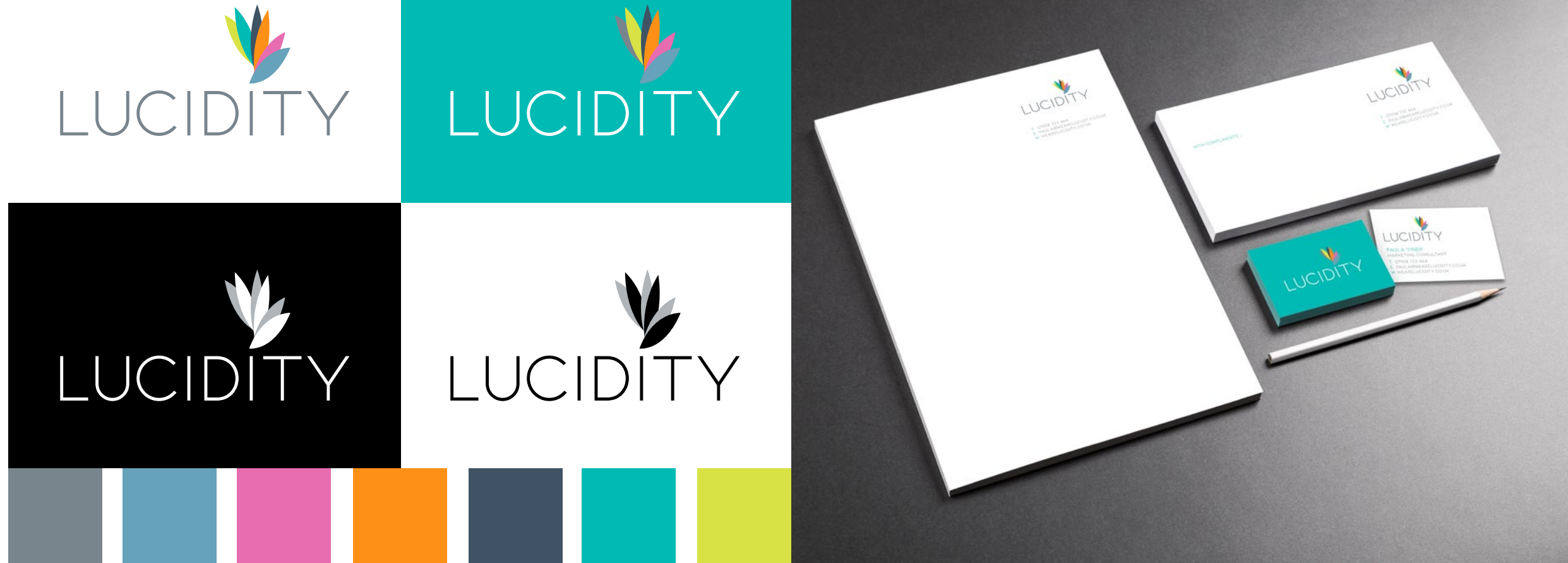
Lucidity Marketing Services needed a brand identity and launch materials for their new property-focused marketing business. They wanted a bright yet professional look that reflected their adaptability and creativity, aligned with their tagline, 'Reimagining Marketing.' The visual brand was designed to capture this ambition within their niche sector.

DELIVERABLES:

New start up brand

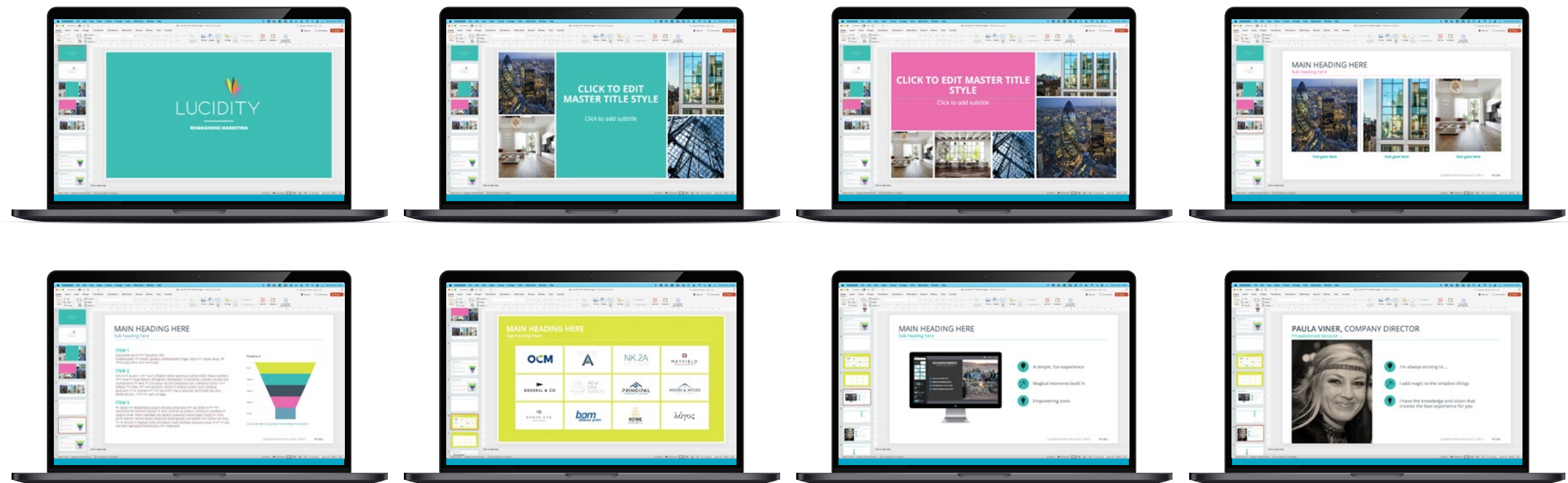
DELIVERABLES INCLUDED:

- New Logo
- PowerPoint Deck
- Stationery



“Katie’s personable approach and creative delivery of my brand was fantastic. She listened to the brief and brought it to life over a number of different assets and I was delighted with the results.

*Paula Viner, Director and Owner
Lucidity Marketing Services*



27 NEW BRAND CREATION

CLIENT:

Borgo Tech

PROJECT OVERVIEW:

Borgo Tech, a property technology company in the real estate sector, required a visual identity for both its corporate brand and its first product, PropT.

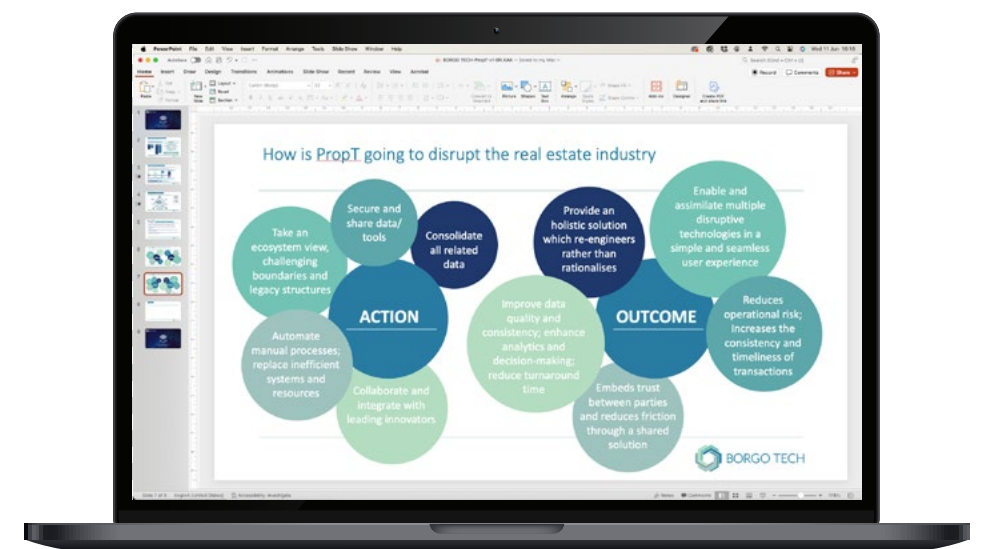
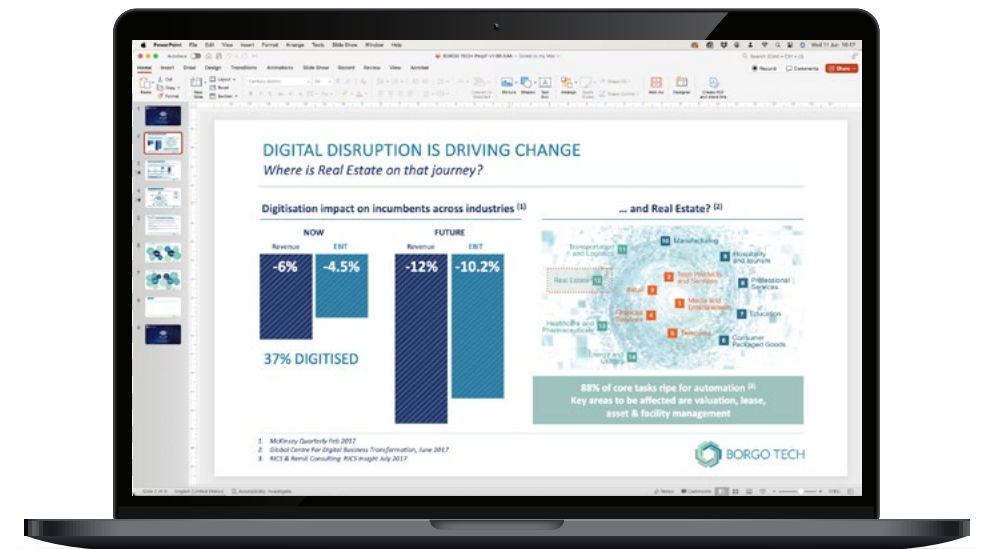
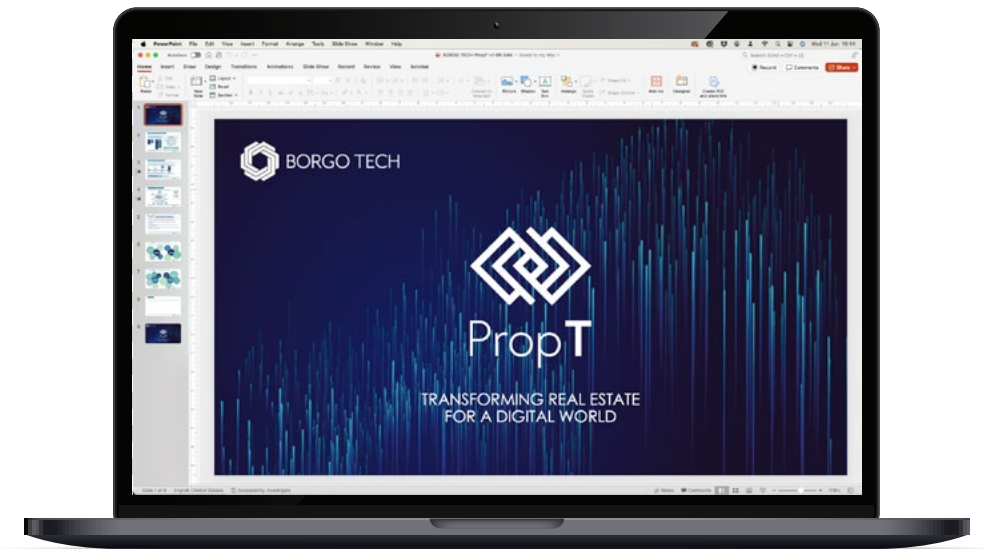
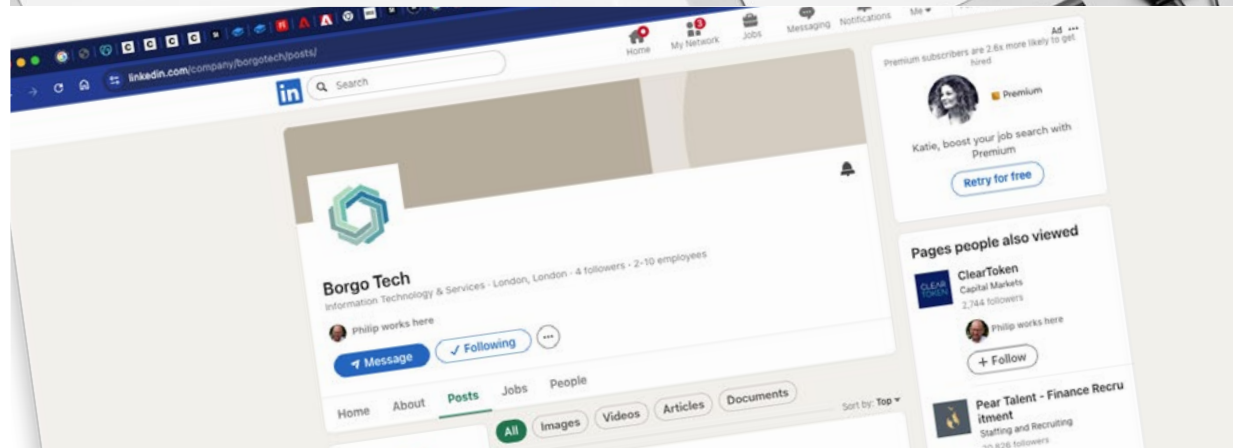
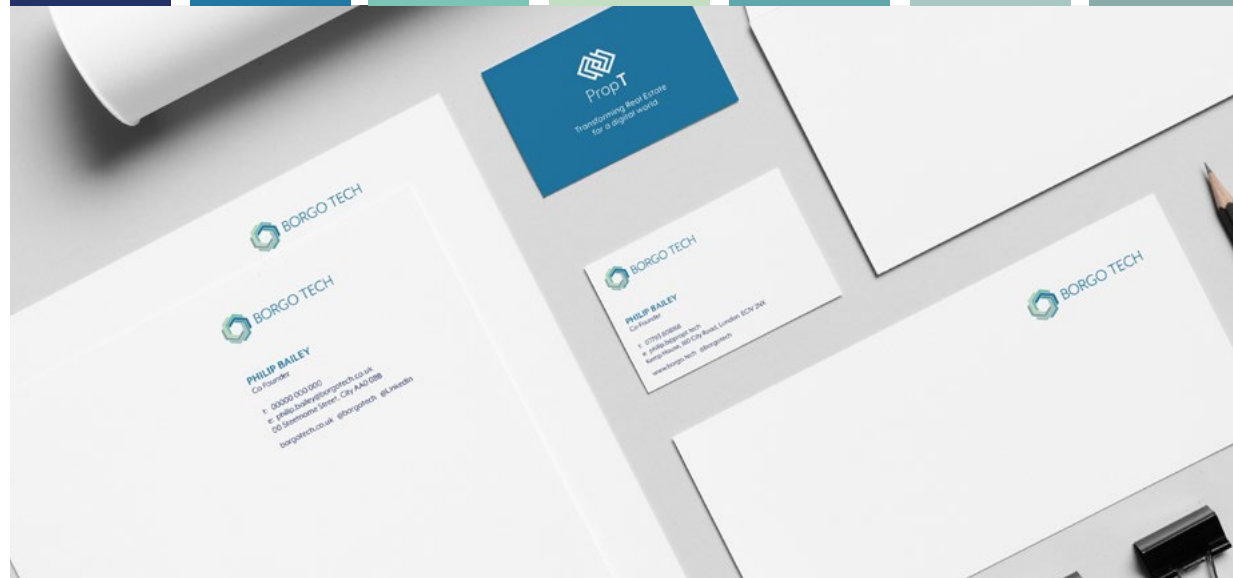
The brief emphasised reflecting the tech sector and illustrating the connected transaction life-cycle, incorporating technologies such as blockchain, AI, and IoT — all key elements guiding the creative direction.

DELIVERABLES:

New start up brand

DELIVERABLES INCLUDED:

- New Logo
- PowerPoint Deck
- Stationery



28

NEW BRANDING & PROPOSALS

CLIENT:

Work.Place.Create.

PROJECT OVERVIEW:

Work.Place.Create, a contemporary architectural and interior design practice, needed a logo and essential brand materials as a new start-up. With a focus on quickly engaging clients, they required a logo, fonts, colour palette and a proposal template for a live client bid. The materials were designed to be easily adapted by their in-house team for future use.

DELIVERABLES:

New start up brand

DELIVERABLES INCLUDED:

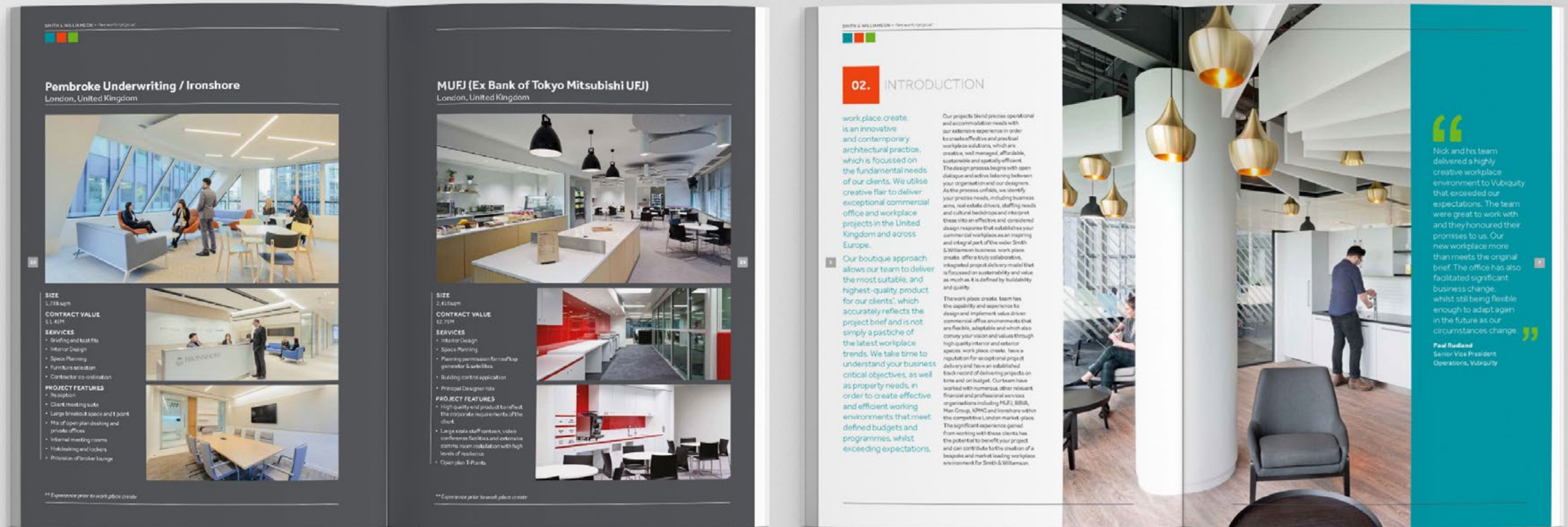
- New Logo, fonts and colour palette
- Client Proposal

work.place.create.
Creating space where people thrive

work.place.create.
Creating space where people thrive

work.place.create.
Creating space where people thrive

work.place.create.
Creating space where people thrive



CLIENT:

ProMor

PROJECT OVERVIEW:

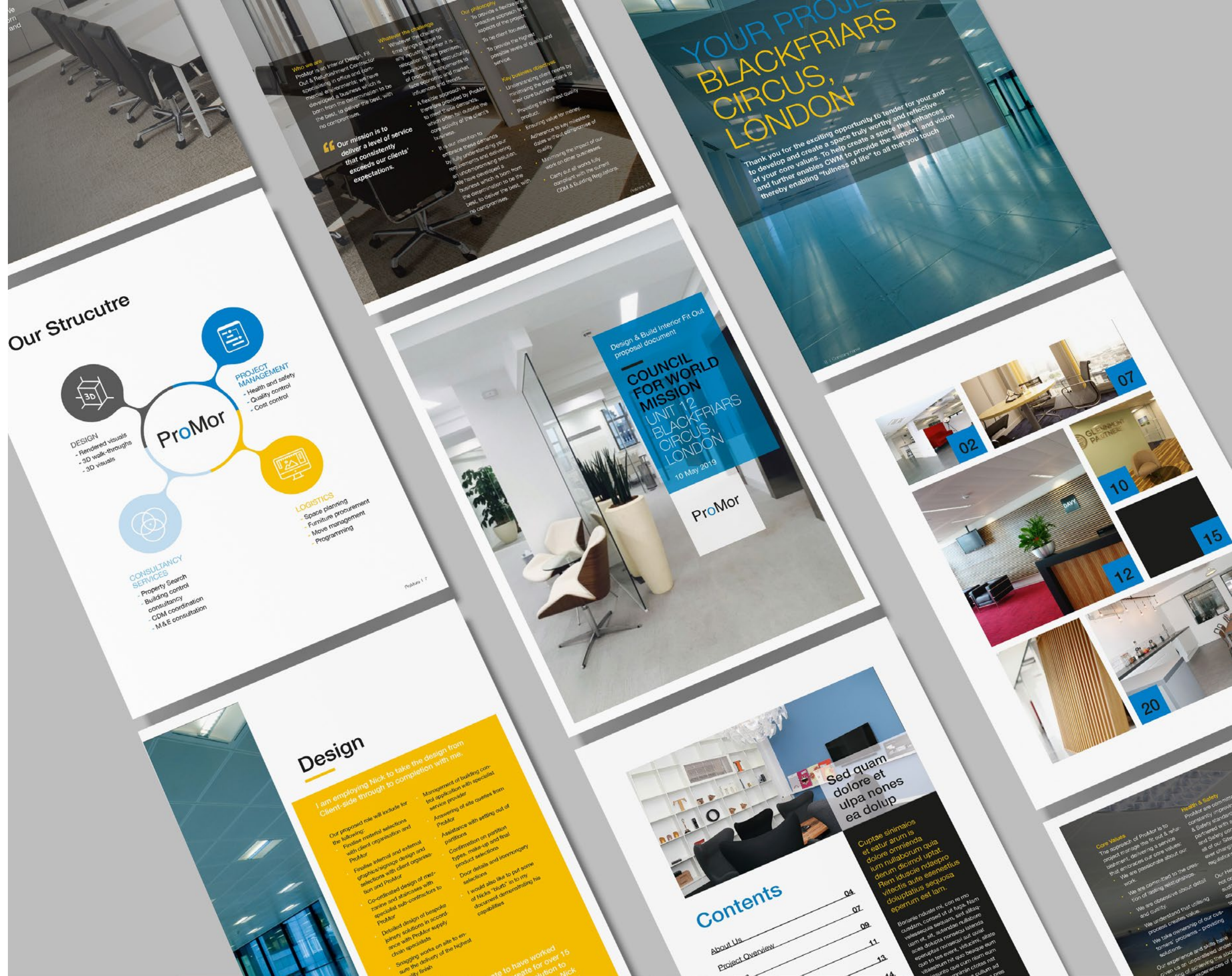
ProMor, a specialist in interior design, fit-out, and refurbishment for office and commercial spaces, needed a fast and flexible solution for client pitches. We developed a core proposal template that could be easily customised to align with client branding, helping ProMor save time and reduce costs while maintaining consistency in their proposals.

DELIVERABLES:

Business development

DELIVERABLES INCLUDED:

- New proposal template
- Client proposals



KATIE
ANNE
KAKINDIROS

BRAND&DESIGNLEAD

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KATIE.KAKINDIROS@GMAIL.COM
LONDON, UNITED KINGDOM

PORTFOLIO SAMPLE
2025



THANK YOU FOR TAKING THE
TIME TO VIEW MY PORTFOLIO OF
WORK. I HOPE WE GET TO WORK
TOGETHER SOME TIME.

CURRICULUM
VITAE