

Paul Harfleet

Internal Communications
Brand Campaigns
Document Design
Illustration & Video





About Paul Harfleet

Paul Harfleet is a designer and illustrator specialising in internal communications and brand campaigns, with particular expertise in bespoke, hand-drawn illustration using pen, pencil and watercolour. With over twenty years' experience working both in-house and freelance, Paul has delivered design and communication projects for hospitality and retail.

His work translates complex information into clear, engaging visual assets, combining strategic thinking with illustration and storytelling to create design that is considered, human and effective at scale. Paul is highly experienced in working with multiple stakeholders, short lead times and high-volume rollouts. His background working front-of-house in restaurants across the UK has given him first-hand insight into how training and internal communications are received, informing a practical, clarity-focused approach to messaging and design.

Skills

- Marketing & campaign development and production
- Brand identity development and production
- Copywriting
- Illustration
- Printed material design
- Motion graphics
- Film production, editing
- Creative Cloud / InDesign, Photoshop, After Effects, Illustrator

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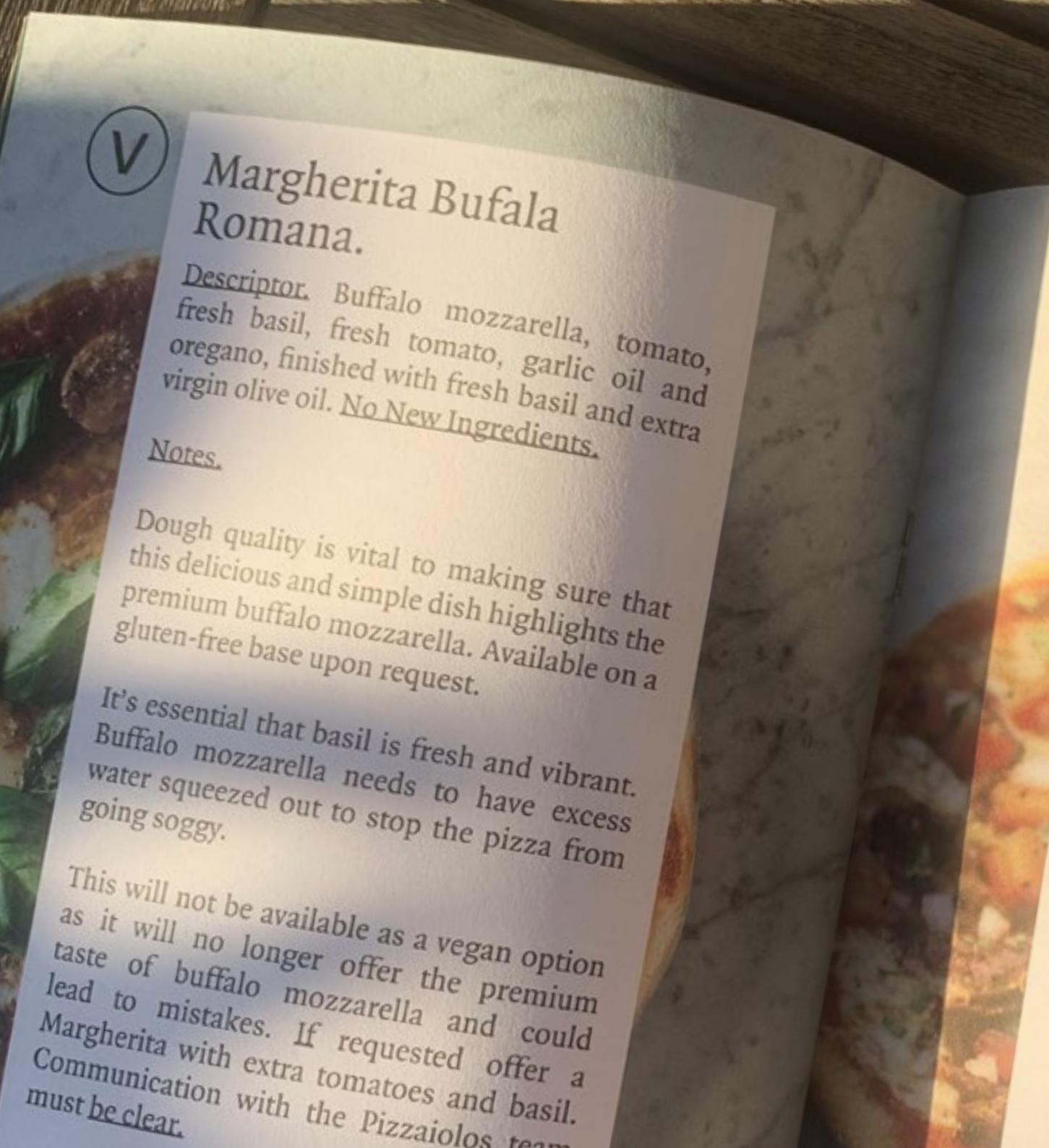


Internal Communications
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Adding Value Saving Money

Paul Harfleet worked in-house at PizzaExpress for seven years, progressing from menu proofreader to a design role within Central Operations. Identifying an opportunity to bring training and communication design in-house, Paul helped significantly reduce production costs while improving the clarity, consistency and engagement of internal materials.

He went on to become a design lead for internal documents, creating training resources, communications, intranet assets, internal branding and supporting film production. Working closely with Internal Communications, IT and HR, Paul played a key role in maintaining and raising design standards, ensuring internal communications were clear, consistent and effective.

A photograph of a Margherita Bufala Romana pizza, showing a thin crust, fresh tomato sauce, melted buffalo mozzarella cheese, and fresh basil leaves. The pizza is set against a background of a city skyline at sunset.

V

Margherita Bufala Romana.

Descriptor. Buffalo mozzarella, tomato, fresh basil, fresh tomato, garlic oil and oregano, finished with fresh basil and extra virgin olive oil. No New Ingredients.

Notes.

Dough quality is vital to making sure that this delicious and simple dish highlights the premium buffalo mozzarella. Available on a gluten-free base upon request.

It's essential that basil is fresh and vibrant. Buffalo mozzarella needs to have excess water squeezed out to stop the pizza from going soggy.

This will not be available as a vegan option as it will no longer offer the premium taste of buffalo mozzarella and could lead to mistakes. If requested offer a Margherita with extra tomatoes and basil. Communication with the Pizzaiolos team must be clear.

Training Documents

Paul Harfleet developed a long-term design strategy for the rolling Manager's Implementation Guide, supporting multiple years of campaign and operational activity.

By adapting public-facing marketing campaign visuals into internal print and intranet-based training materials, he created a consistent visual language that directly linked customer campaigns with internal guidance. This approach ensured managers immediately understood the relevance of each training pack, reduced friction during launches and helped maintain engagement with internal communications over time.



PIZZAIOLOS
It's important that our Kitchen team builds practical kitchen training with your Pizzaiolos. This includes the preparation of the menu, the timing of the meeting or event in the afternoons, and the preparation of the menu for the evening of the meeting or event in the afternoons.

WAITERS
You, the Production Manager, should present the new menu to your team using the training session as an opportunity to go through the menu and make the dishes for tasting at the end of the session.

DELISTED
What's coming off the menu.

Dishes

- Starter: Pizza Arancina (Pasta & Spices only)
- Alforno
- Meat & Veg Risotto
- Pizza
- Garlic Bread
- Desert
- Salad
- Homemade Coleslaw
- Pasta
- Cream & Feta Mango Yoghurt Lolly

Ingredients

- Mozzarella
- Cheese & Bacon Puff Sausage
- Cheese & Tomato Cream Slice
- Meatball
- BBQ Bear
- Chorizo
- Chorizo & Bacon
- Mango & Mango Yoghurt Lolly
- Yoghurt & Honey
- Russian Standard Vodka

On holiday when the meeting happens?
Ensure that non-attendance complete the E-Learning course, available from Friday 8th June.

OTA Before Your Practical Training
Having your presentation prepared and ready to show at the meeting is crucial to having a successful training session. So as soon as it's available to download, please do.

DOWNLOAD
Thursday 9th November

Antenor's RECIPE NOTES

christmas Specials

Your Mini Guide to our Specials

WINE...

Guests will often ask what wine you recommend with which dish. We've matched a wine for all 3 pizzas.

Porchetta Natale:
Sauvignon Blanc

Works with our slightly acidic tomato passata. A red fan? Our Chianti.

Cauliflower Cheese:
Malbec

Perfect for the cold winter months.

Cauliflower e Carne Romana:
Prosecco D.O.C.G.

Works with the salty pancetta. Remember this only comes by the bottle.

TERRINA FESTA

Your Mini Guide to our Specials

WINE...

Guests will often ask what wine you recommend with which dish. We've matched a wine for all 3 pizzas.

Porchetta Natale:
Sauvignon Blanc

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Cauliflower Cheese:
Malbec

Perfect for the cold winter months.

Cauliflower e Carne Romana:
Prosecco D.O.C.G.

Works with the salty pancetta. Remember this only comes by the bottle.

SUMMER MANAGER'S GUIDE

Go Live Tuesday 19th June

Menu Design

A recent example of a simple and effective menu design, adapting a previous seasonal version and bringing it inline with the relevant seasonal offerings for Coaching Inn Group.



Autumn Cocktail Collection
Limited Edition

Autumn Soda
Rhubarb Soda Sicilian lemon, rhubarb syrup and soda £4.75

Autumn Spritz
Rhubarb & Custard Spritz JJ Whitley vanilla vodka, rhubarb syrup and Fever-Tree white grape and apricot soda £10.50 Bartender's Pick

Morello Cherry Margarita
Cazcabel Blanco tequila, lime juice and morello cherry syrup £10.50

Wild Strawberry Margarita
Cazcabel Blanco tequila, lime juice and wild strawberry syrup £10.50

Cherry Bakewell Sour
Disaronno amaretto, lemon juice, morello cherry syrup and a dash of bitters £10.50

Black Raspberry & Morello Cherry Spritz
Chambord black raspberry liqueur, Whitley Neill distillers cut gin, lemon juice, morello cherry syrup and Fever-Tree ginger ale £10.50

Be Inn the Know
Get all the latest news and offers for The Coaching Inn Group delivered to your inbox! Simply scan the code and add your details to sign up.

Project Harrier & PMO Branding

Two client projects requiring internal branding solutions that combined existing brand identities with new visual elements, creating a recognisable system that effectively communicated internal messaging to employees.



YO! Film Production

Production and editing of film for YO! Working with a film maker to assist and produce a short film to promote career opportunities within the company and beyond. Combined with an internal brand identity for internal communications.

YO!

In 2025 Paul Harfleet covered maternity leave as a temporary Internal Comms & Engagement Producer, there he produced digital content and assisted in film production and editing.

CÔTE
BRASSERIE



CÔTE
BRASSERIE

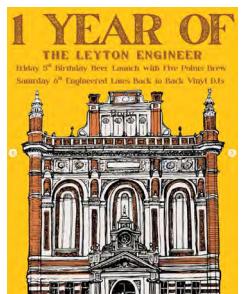


Brand Asset Production
Marketing Campaigns
Bespoke Illustrations



Brand Assets

The Leyton Engineer team requested a detailed illustration of their iconic building, this would be used for the social branding and their bespoke Leyton Pilsner product. Once signed off and agreed the assets were made available to the marketing team at The Leyton Engineer so they were able to produce their own materials in multiple contexts, from print to digital.



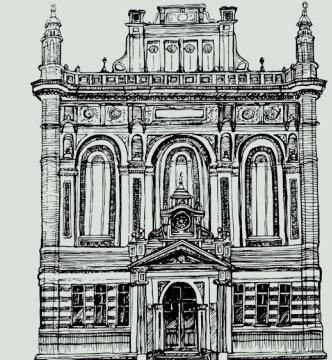
Above, Materials produced by The Leyton Engineer adopting Paul's illustration as the hero image.



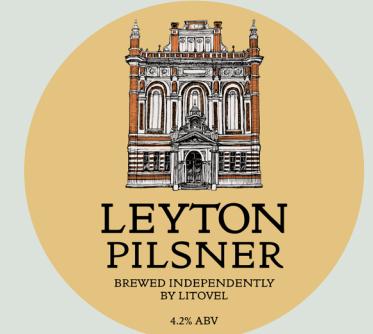
THE LEYTON
ENGINEER
PUBLIC HOUSE



THE LEYTON
ENGINEER
PUBLIC HOUSE



THE LEYTON
ENGINEER
PUBLIC HOUSE



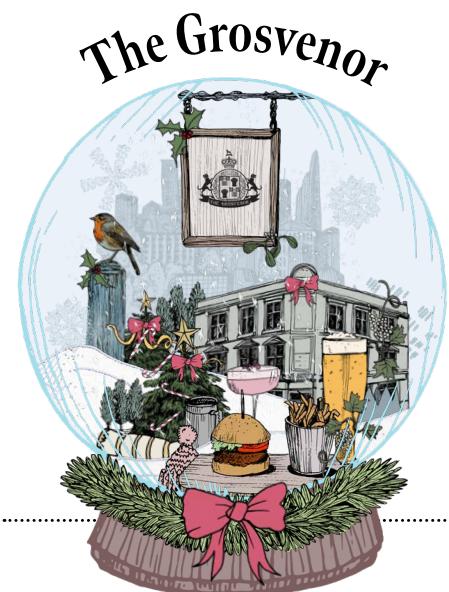
Marketing Campaigns

Creating character illustration assets to support a range of campaigns, working in collaboration with Feature Design Ltd and RedCat Independent Pubs. Contributing to copy and marketing ideas to develop campaigns for special events and promotions.



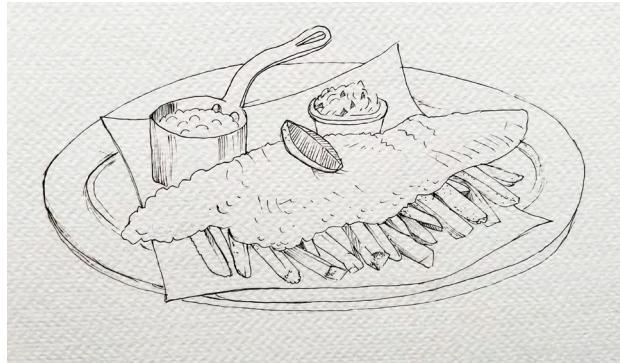
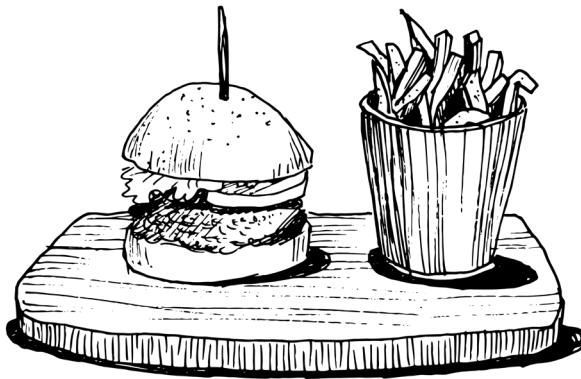
Christmas Marketing Campaigns

Paul Harfleet worked with Feature Design Ltd and RedCat Independent Pubs to deliver Christmas marketing campaigns over several years, contributing copywriting, illustration, training materials and customer-facing launch assets.



Food & Drink Illustrations

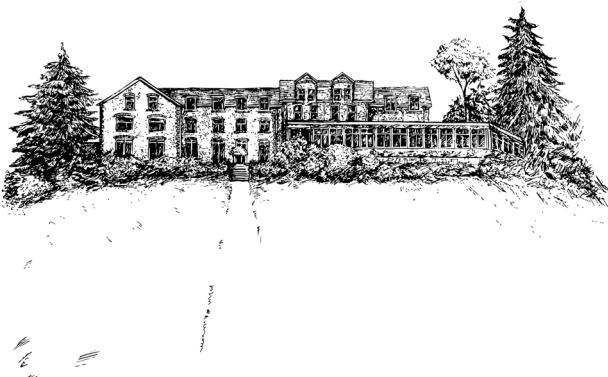
Food and drink illustrations produced across multiple briefs and styles, delivered with speed, accuracy and a strong understanding of brand tone. Designed to add warmth, clarity and personality to commercial communications, from menu design to marketing assets.



Illustrations shown include commissioned, exploratory and campaign-led work.

Pub & Hotel Illustrations

Working with RedCat Independent Pubs and Coaching Inn Group, illustrations of the full pub and hotel estate were created for online and print marketing, providing an authentic visual interpretation of each venue.



Landmark Illustrations

Working with RedCat Independent Pubs and Coaching Inn Group, bespoke landmark illustrations transformed an online map into a functional and visually engaging tool.



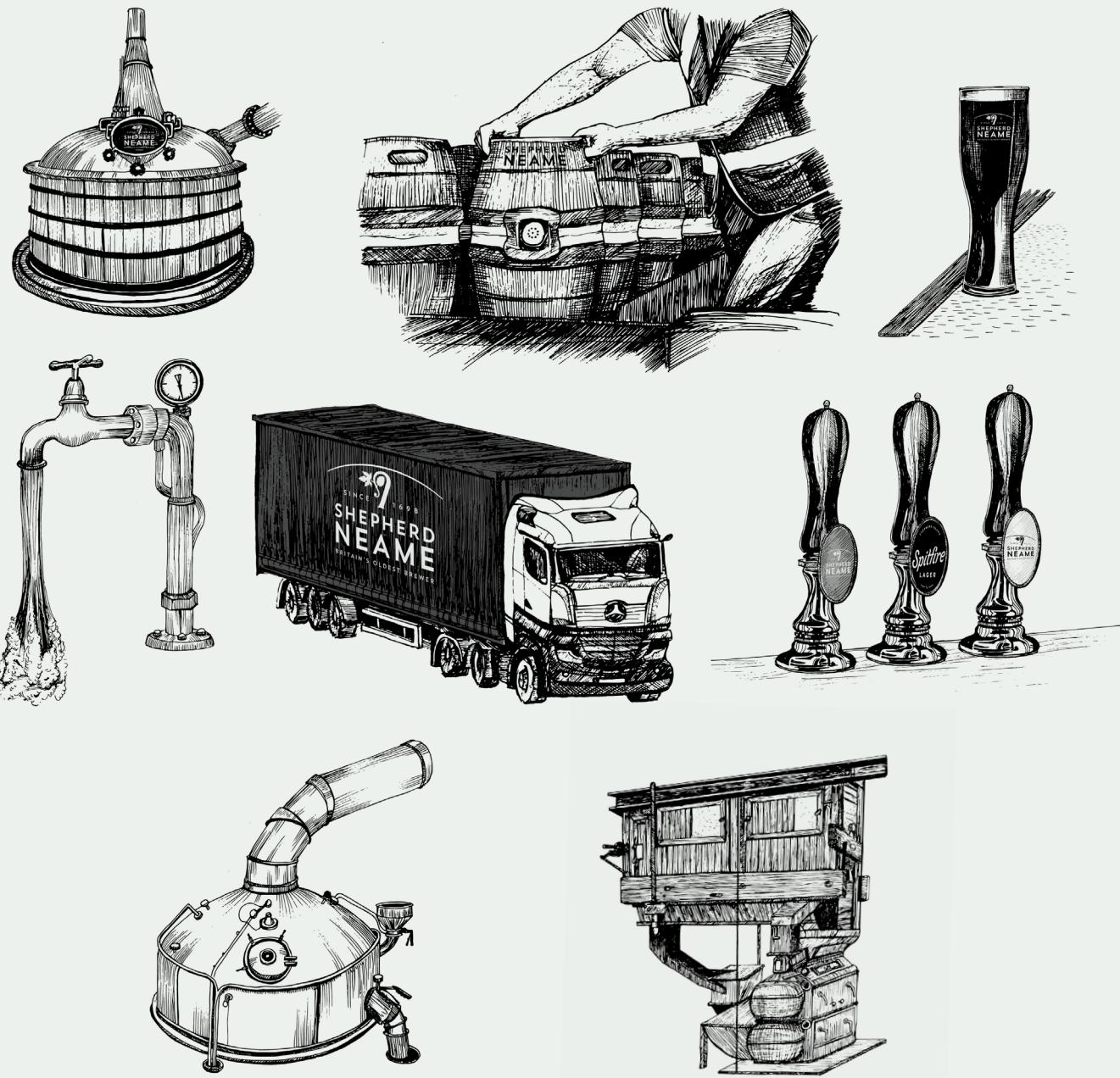
PowerPoint Illustration Assets

A client required a range of medical-themed illustrations for a PowerPoint presentation. Working from detailed reference material, Paul interpreted the existing style to deliver a suite of 150 illustrations within a fast turnaround.



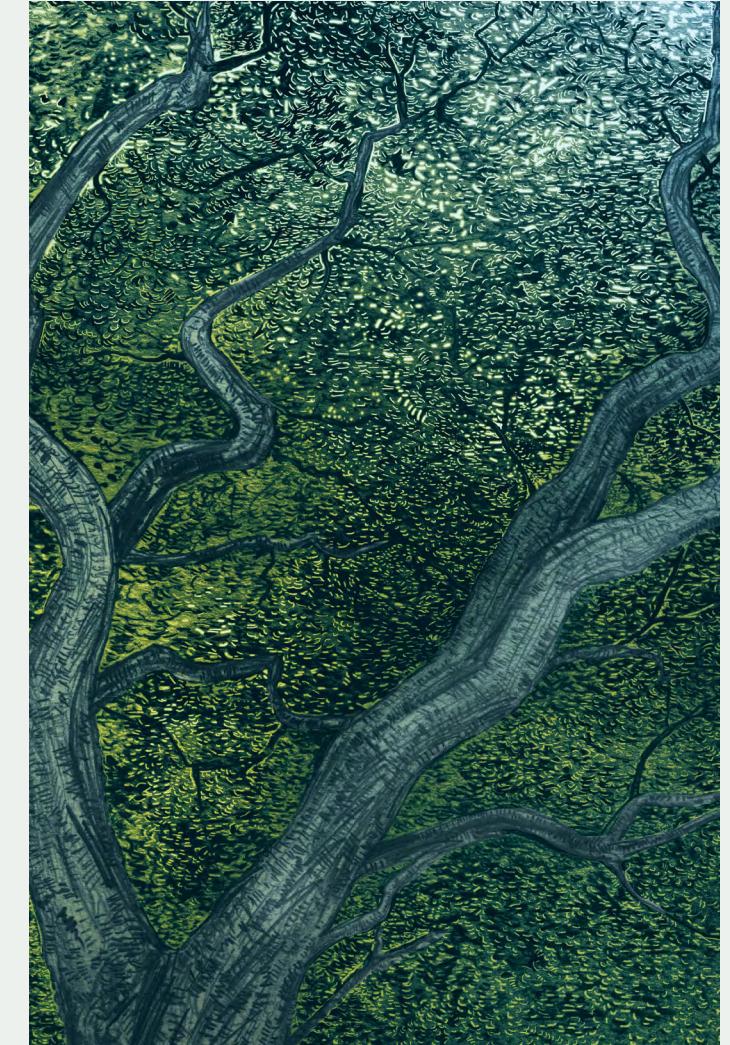
Commissioned Illustrations

Shepherd Neame commissioned a series of illustrations revealing their production processes, reproduced on large-scale banners to add clarity and visual interest to a corporate event.



Natural History Illustrations

Alongside core brand and communications work, Paul produces a range of illustrative outputs across different styles and formats. Shown here are selected examples that demonstrate versatility and adaptability to brief, while remaining focused on clarity and commercial use.



Evidence of Paul Harfleet's artistic practice can be found; [here](#) and [here](#).