

# The founders – Pat Dyer



## About

Pat Dyer is Sperm Creative's Co-Founder and Studio Director. He is happiest bringing great ideas to life. Pat Dyer began his design education in Cornwall at Falmouth College of Arts, graduating with an honours degree in branding and design.

## Work

Pat Dyer has been involved in a broad range of sectors, with a specific focus on business to business. His background covers branding, advertising, copywriting, graphic design, art-direction, artworking, retouching, 3d rendering, web and animation.

## Play

Growing up in the Isle of Wight, Pat Dyer was heavily into windsurfing, and this shifted to surfing, once he moved down to Cornwall to start his foundation and then design degree. Along with yoga, golf and surfing, Pat Dyer also enjoys running and is currently in training for his first marathon.

## Client list

Pat Dyer has enjoyed working with a diverse range of brands, most of which are business to business. Here are a few of the brands that Pat Dyer has worked on.

Akzo Nobel	Johnson Matthey
Cinesite	Morgan Sindall
EDF Energy	NCP
Economist Conferences	Shell

## Awards

### 2011

Cream Awards  
The Business Awards

Best Use of Illustration – Winner  
Best Young Business of the Year – Runner up

### 2010

Design Week's Benchmarks Awards  
Cream Awards

Branding programme – Commendation  
Copy writing – Finalist

### 2009

Marketing Industry Network Awards

Best New Agency in the UK – Commendation  
Best South West Agency – Commendation  
Best Start-up Business of the Year – Runner up  
Communicator of the Year – Runner up

