



BrandAudits™

Portfolio of work

ICC World Twenty20 England 2009—Event identity

The brief

Twenty20 is a condensed format of Cricket that today enjoys a popularity with crowds for its fast-paced action and more accessible length of play. 2009 sees the running of the second International Cricket Council (ICC) World Twenty20 Championship.

The outcome

The identity for the event, held in England in June 2009, is based on the premise of a cricket-literate audience that is well versed with the dynamism of this format of the game. The event symbol consists of a T20 wordmark with a stylised cricket ball, the forms related to both the game of cricket and the colours and iconography of the host nation. Specialist supporting graphics and colour schemes are modern and avoid clichés to form a smart look for a maturing format of the game.



International Cricket Council Champions Trophy

The brief

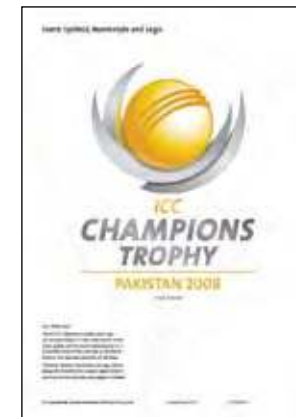
The ICC Champions Trophy is a One Day International cricket tournament, second only to the Cricket World Cup. It was inaugurated as the ICC Knock Out tournament in 1998 and has been played every two years since.

The outcome

Brand Audits worked in collaboration with Whitestone Branding in the United Kingdom in creating the brand identity. The Event symbol is derived from the Event trophy, developing the three reflective panels into dynamic metallic wreaths. The focus is placed strongly on the hyper-real golden cricket ball—an emblem of the pinnacle of achievement in the sport.

This perpetual Event symbol is used for every ICC Champions Trophy in conjunction with specially modified Event namestyle artwork.

The 2008 ICC Champions Trophy in Pakistan was postponed to late 2009 as several countries were reluctant to visit Pakistan for security reasons. It took place in South Africa.



ICC Women's World Cup Australia 2009—Event identity



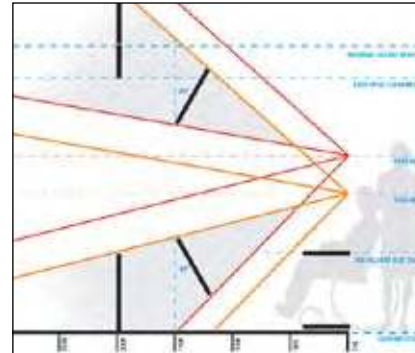
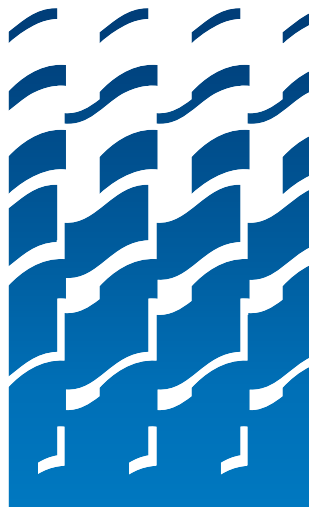
The brief

The inaugural International Cricket Council (ICC) Women's World Cup was held in Australia in 2009. The newly realised event required a visual identity to successfully reflect the celebrational character of the event.

The outcome

The visual branding of the ICC Women's World Cup Australia 2009 took cues from both the male event equivalent (which has a successful and colourful history) and from the notion of promoting the host nation to the world. A unique identity that captured the cultural celebration of the event, marrying a modern image of Australia's international attraction with the classic iconography of cricket, suitably reflected the festive nature of the tournament. The event saw eight nations converge on Sydney and was hailed as 'a fantastic success'.

Gold Coast City Council—Identity revision and Signage Masterplan



The brief

To ratify and refresh the Gold Coast City Council identity without losing the inherent equity present in recognition of the existing 20+ year old symbol.

The core GCCC shape was deemed to be relatively timeless with high recall from the public. The problem was in the preceding decades the display and incorporation of the underlying council name had been inconsistent and piecemeal. The typeface 'Meta' in use at the time had been appropriated and dominated by the Queensland Government and was no longer unique to council in co-sponsor situations.

The outcome

The first step was to specify a new typeface. 'Frutiger' was chosen for its clean fresh appearance and proven track record in a wide range of applications. Its heritage as a signage typeface (originally designed for the Charles DeGaulle airport near Paris) also suited a broader GCCC signage masterplan in development at the time. The new look name was incorporated with the existing GCCC symbol with a blue background field that could expand beyond its original form as a logo block to a full page background on which the symbol and logo could appear.

Two new trademark configurations were also created. A horizontal configurations for wide and narrow applications and a stacked version that provided more prominence against neighbouring logos in co-sponsorship situations. The relatively straight forward change of typeface has radically rejuvenated the appearance of the Gold Coast City Council. Presenting a clean and efficient (yet still approachable) look to its constituents.

Red Magazine—Product identity, art direction and layout

The brief

Develop a magazine for Griffith University that aims beyond being just another marketing vehicle for the university—even if that is one of its secondary functions—to be a publication people are engaged by and look forward to reading each issue. It needed broad appeal beyond the campus.

The outcome

The name was developed in direct reaction to the corporate colour of Griffith University. Brand Audits were involved in the University re-branding in preceding years and knew the colour strategy stood it apart from other 'blue / sandstone' universities in South-East Queensland.

The name also has the advantage of being spoken as 'Red' or 'Read' giving opportunity for promotional campaigns that to date have not been necessary. The idea of RED is that it is a 'window on the world' provided by Griffith University—much like studying there makes the University a portal to the world for students.

The masthead features a simple frame device that also appears as a recurring visual theme through the magazine including a feature portrait on the coda page of the person interacting with a three dimensional red frame in some way. For the launch of the inaugural issue a large two metre tall version of the masthead was created that served as focal point in photo opportunities. The design of the magazine itself has been carefully crafted to establish a visual style that is recognisably consistent yet flexible and diverse within its framework to explore the themes of each article topic. Ongoing art direction and layout has ensured that every issue to date has matured over time into a cohesive suite of publications.



Australian Rivers Institute—Product identity, art direction and layout



The brief

To define a distinctive look and feel for this research group within the broader Griffith University identity standards. The challenge included conveying the diversity of research from upper catchments into rivers down to coastlines without bias.

The outcome

Brand Audits consulted on a number of lengthy strategic meetings with all stakeholders to initially define the identity through naming and a positioning statement.

A central identifying image was created along with an aquatic inspired colour palette to identify all material without the need for a logo (which is not permitted by sub-units within the University). The image itself is a carefully crafted photo manipulation that creates an 'R' letterform from source river imagery. The original image was also modified to remove any reference to a lake / cove in the background which better implies the watercourse heading out to sea.

When applied consistently to a package of materials that includes folders, brochures, fact sheets and a pull-up display banner the result is an identifiable entity under the Griffith University brand.

The success of the identity has led to many other research institutes with the University seeking to find similar visual solutions.

Brisbane Vision Centre—Identity, marketing diagrams and collateral

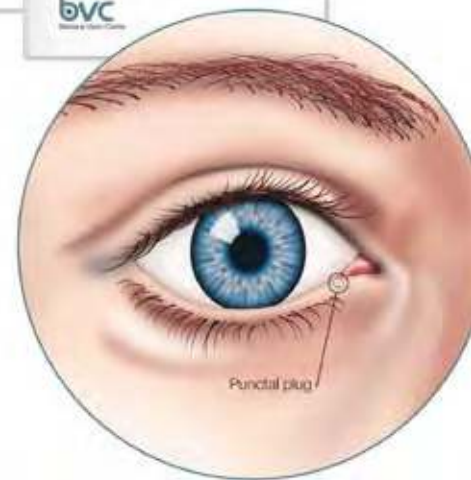
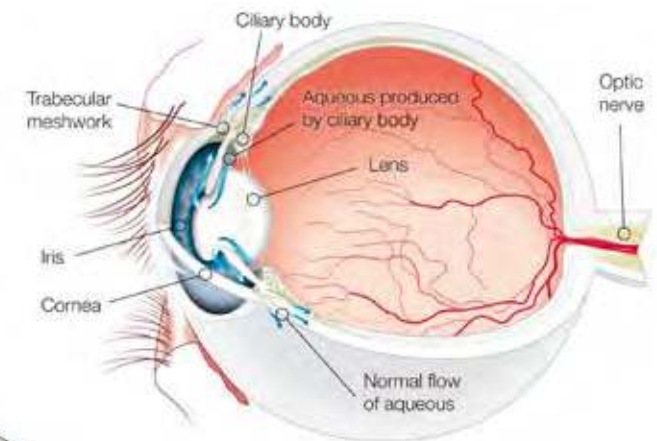
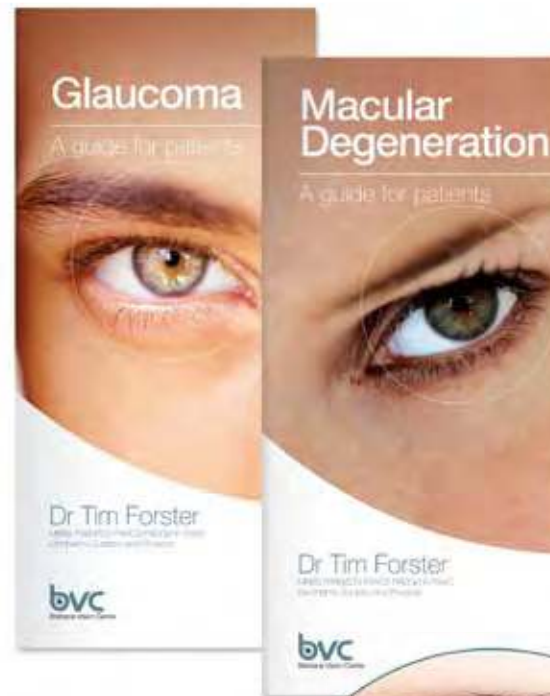
The brief

With the deregulation of the specialist medical services industry, Dr Timothy Forster (one of Queensland's most eminent ophthalmic surgeons) found it necessary to prepare for the expected influx of foreign-owned businesses to the industry. To do so, he needed to establish a clear identity and professional corporate material that would appeal to referring practitioners and patients alike.

The outcome

Brand Audits created a business name and identity for Brisbane Vision Centre that was both contemporary and professional. A simple and clean identity using metallic blue ink across stationery and marketing material helped to emphasise the practice's professionalism. Building on this identity, we created a suite of patient brochures for specific conditions and services. The brochures are used as both a marketing tool for referring practitioners, as well as informative guides for patients.

An overwhelmingly positive reaction from the medical community. The brochures were especially welcomed as they are most helpful in alleviating the concerns of patients with their clear illustrations, plain-english explanations and professional appearance. Not only have they increased referrals to the practice and raised its profile, the identity has strengthened the reputation of the business for future competition.



bvc
Brisbane Vision Centre

Convict Motorcycles—Identity



The brief

Convict Motorcycles are a new range of vintage-styled motorcycles for the avid enthusiast or weekend rider. They are designed for Australian conditions and a growing market of passionate professionals who don't want to be labelled with the stigma associated with 'black leather' motorcycle clubs.

The outcome

To capitalise on the 'vintage' theme extensive research was conducted into the historical symbols and badging for motorcycles and cars of the early 20th century. The typographic feel needed to look as authentic as possible rather than a modern interpretation or parody.

A 'shield' badge incorporating classically, hand-styled lettering was developed for a range of applications including clothing, stationery, vehicle badging and key rings. Reaction to this new motoring brand name has been stronger than expected and we are sure that the vehicles will continue to turn heads wherever they go.



Poppy Cakes—Identity, marketing materials and retail fit-out consultancy

The brief

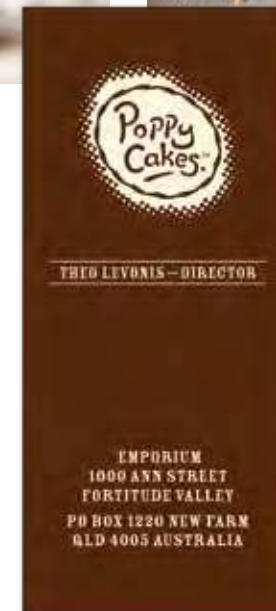
Develop an identity for a cupcake shop that reflected a home-kitchen love of baking. Given the proprietor was a man who was bringing 'New York-style' cupcake sophistication to Australia, the identity avoided the amateurish feminine approaches taken by cake shops already in the marketplace.

The outcome

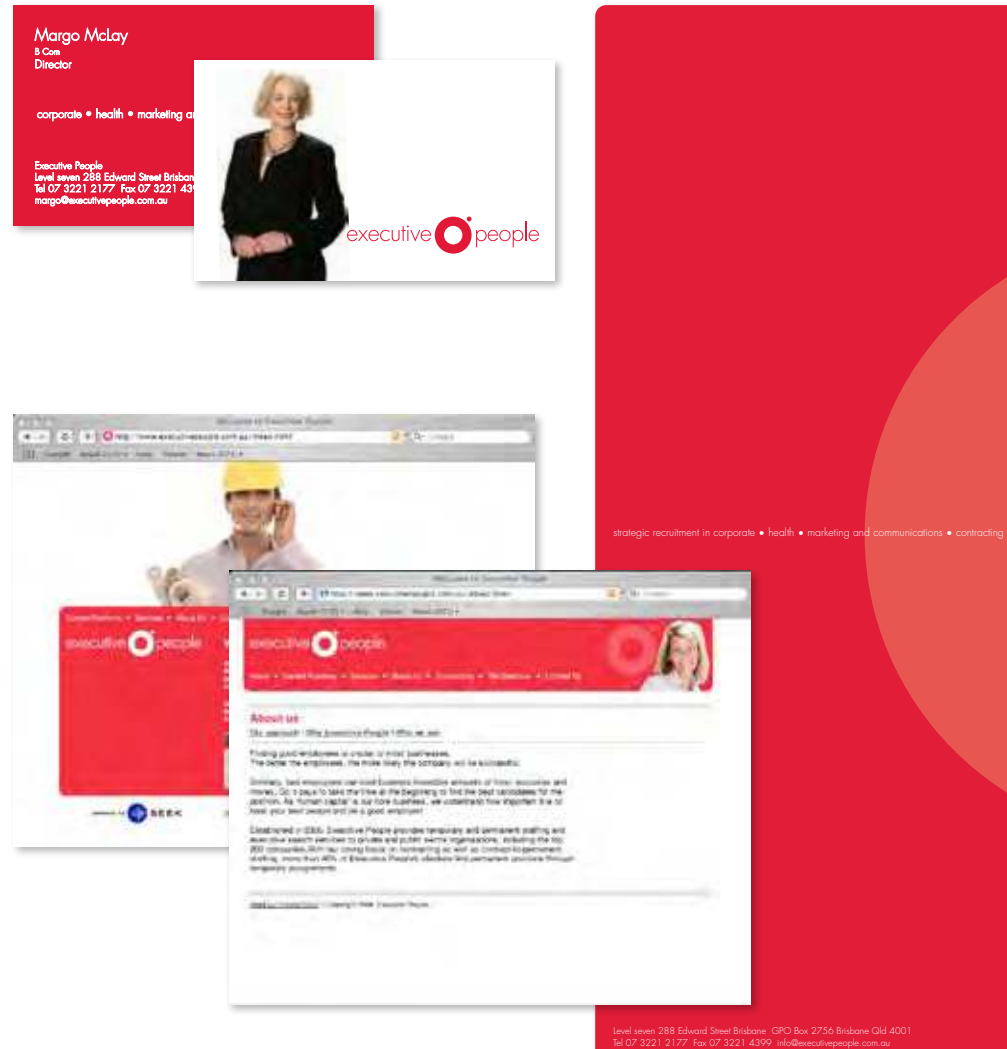
The trademark uses customised letterforms inspired by piped icing positioned on an irregular background that bubbled and popped in a pattern of dots.

The chocolate colour was selected for its natural association with delicious—and slightly decadent—treats accented by a fresh sky blue.

The palette was further broadened into pale timber colours and vibrant reds that infiltrate a wide variety of applications from the website to the shop fitout itself. The result is a very unified visual persona that is approachable, friendly and looks as delicious as the product itself.



Executive People—Identity and collateral



The brief

As new independent, executive recruitment specialists Executive People were keen to establish an identity that put them in the forefront of the minds of both candidates and potential business customers alike. Something easily identifiable with a contemporary feel and bold colours.

The outcome

The inclusion of a circular graphic has been left open to interpretation, helping the client to reach across both existing and future sectors. A simple, yet bold logotype was created to feature the name of this new player in the market. The strong use of red helps emphasise the boldness and bravery of the team.

The logotype was adapted for stationery, office signage and a new web site. In keeping with their philosophy, the web site was designed to include loads of information crucial to businesses and candidates, and to encourage frequent visits. It also incorporates a live search function through their partnership with Seek. Staff images were included on business cards to emphasise the personal nature of their skills.

Industrea—Identity and collateral

The brief

GPS Online approached us to design a new identity for their name change from GPS Online to Industrea. Having prospered and evolved, they were eager to consolidate and revise their public perception in line with their new business strategy. They have expanded from a core business of global positioning technology to offer a host of services to the defence and mining industries.

The outcome

Through client consultation, we developed a logo symbol to represent the multiple industries and cooperative stakeholdings covered by the Industrea network across the mining and defence industries. Strong utilitarian colours were chosen for practical applications in the field and applied under simple but effective guidelines that allow for future interpretations and controls.

An iconic graphic and customised type allow the new logo to be interpreted in many different ways—ideal for a corporation dealing with various industries. We also designed the inaugural annual report as an introduction of the new identity to stakeholders—a document that has been received with great applause, especially since the corporation has grown from a \$2 million to a \$78 million company in three years.



Jean Brown—Identity and retail proposal



Jean Brown



The brief

Inspired by the opulence of concept fashion boutiques in Europe and Asia, the creators of Jean Brown set about to introduce Brisbane to a high fashion boutique specialising in hand bags and shoes. Combining Australia's first historical museum of hand bags, the store offers a range that has never before been available in this country.

The outcome

Named after the proprietor's grandmother, Jean Brown is the embodiment of feminine sophistication and style for women. Through the use of signature lettering and a customised hallmark, we created an identity that will remain unaffected by fashion trends to act as an identifiable device for now and into the future.

Opened in May 2007, the boutique is situated at Emporium, Fortitude Valley and has attracted national media attention that has extended into healthy sales figures and fast-growing customer loyalty.

Terry White Chemists—Identity, store design, and collateral

The brief

As part of an identity and point-of-sale audit for Terry White Chemists, the internal perfume sales departments for Terry White Chemists stores were found to have a poor brand presence in an increasingly competitive environment. The identity for Perfume Place was revised and updated from the ground up.

The outcome

New store fitouts were developed in consultation with Clui Urban interior design and Terry White Chemists internal marketing staff. The result is a bold yet elegant retail experience that has increased customer traffic and sales above the clients' expectations, and allowed them to expand to external kiosks in major shopping centres.



Silk Telecom—Identity and collateral



The brief

Silk Telecom combines the businesses of ETSA Telecoms and Powercor Telecom. Their core business is telecommunications infrastructure, primarily through fibre optics and 'dark-fibre' networks.

The new company operates in South Australia, western Victoria, Melbourne CBD and inner suburbs. Our partner in this project was Robyn Robins from Cardinalbrand. Together our role was to create a brand rather than just a new 'name'.

The outcome

A number of workshops with key senior management were conducted to provide an insight for the new brand such as its personality, style, tone, construction and visual treatments. From these workshops and subsequent reports, a new identity based on the image of 'silk' was developed. The name is derived from the silk of a spider's web. This remarkably strong material has a tensile strength comparable to that of high grade steel, flexibility woven into intricate networks, a clear reflection of how they work with their customers and partners.

A flexible identity system was created to assist the new entity in building a strong market presence in a very competitive marketplace. The identity captures the essence of silken webs and fibre optics, and their structure and dynamism. The official launch was held in February 2006 with positive reaction from clients, suppliers and staff. This heralds a bright new beginning for all at Silk Telecom.

Ports Corporation of Queensland—Identity, stationery, signage, and office fitout

The brief

To develop a new visual identity that projected a clear and consistent personality for the Corporation. Confusion between the Ports Corporation of Queensland and the Port of Brisbane led to a strategic decision to emphasise the PCQ acronym and avoid the obvious palette of blues used by the Port of Brisbane.

The outcome

A key point of difference to other port authorities is that PCQ operates multiple ports across the state.

The trademark was constructed from three flowing lines that lead down to each letter of the acronym to reflect this diversity. The bend in the lines created a stylised shape of the state of Queensland.

The flowing lines were further developed into a supporting graphic that wove its way through most applications. The colour palette was inspired by the transfer of goods from land to sea, green to aqua.

The identity system was applied to a diverse range of materials over a three month period leading up to its launch in the new financial year. These materials included a full suite of stationery, website re-skin, signage standards and report styles, including the concept for the 2005 annual report. The foyer was also designed to integrate the visual elements as a strong initial statement of identity as part of a larger office refurbishment project.



Cardno Limited—Identity application and collateral



Toyota Prius—Green Livery Concept
Illustrative only & not to scale



The brief

Cardno are an internationally recognised firm responsible for many major sporting stadiums around the world, including Sydney's Stadium Australia. Cardno required the skills of a design firm to implement their identity across a wide variety of applications. The focus for the identity applications is to ensure a strong market presence and clearly establish a visual language that can be built upon in the future.

Brand Audits have been instrumental in creating visual style guides for stationery, signage, vehicle livery and corporate publications such as annual reports. A strong focus on consistency in colours, typography and imagery, together with formal documentation for all future applications are the necessary components that combine all material together within the identity.

The outcome

A bold market presence and identity able to compete with rivals in an ever-changing industry. The formalised identity puts Cardno Limited in good stead to compete in the international market with confidence and pride.

Growcom—Identity, logo design, positioning statement, and style guide

The brief

Growcom (formerly Queensland Fruit and Vegetable Growers—QFVG) provides influential representation, strong leadership and smart solutions for the success of horticulture businesses. With the deregulation of the horticultural industry, QFVG found it necessary to reinvent themselves for a national market. Brand Audits were asked to create a new brand that would position the new organisation as a serious market leader for a wide variety of members in the horticulture sector.

The outcome

The solution for Growcom was a friendly yet business-like look-and-feel that would appeal to both farmers, marketers and all ancillary members. A visual style guide was developed that would allow Growcom's marketing department to manage external studios and print suppliers in a clear and uniform manner.

The identity and positioning statement was overwhelmingly received by all members of the Board. Feedback from members and other stakeholders was extremely positive. This was a complete turnaround from the initially negative reaction to the idea of change.



SignatureBrisbane—Identity, website, and promotional material



The brief

As part of Brisbane City Council's strategic plan, a trust was created to aid in the development of projects for the arts and environment of the city. Brand Audits worked with the members of the Board to visually articulate their 'strategic focus' and vision for the City of Brisbane Arts and Environment with the mission statement 'to initiate and foster cultural and environmental signature concepts and projects unique to Greater Brisbane'—SignatureBrisbane.

After much deliberation, we selected the five petal flower icon as it combines the flower and brush strokes that signify arts and environment. The hand rendered and bespoke letter form is the signature of SignatureBrisbane. The handcrafted logotype reflects the casualness of Brisbane and the individual culture / identity of the city.

One of the things that makes Brisbane, Brisbane, is the colour of the jacaranda trees that appear throughout the city in mid-spring. We all know we are living in Brisbane when these appear in full bloom.

The outcome

Launched on 3 May 2007 by Lord Mayor, Campbell Newman, before an audience of distinguished guests at the Brisbane Town Hall, SignatureBrisbane was received with much applause and we look forward to seeing the many projects as they enliven the city in the future.

Queensland Government—Environmental Protection Agency (EPA)—Great Walks brand strategy and identity

The brief

'Great Walks of Queensland' is a \$10 million State Government initiative that is creating world-class walking tracks around Queensland. Six distinct walks were planned for Fraser Island, Gold Coast Hinterland, Mackay Highlands, Sunshine Coast Hinterland, Wet Tropics, and Whitsunday area. These walks highlight some of Queensland's best parks and forests.

The outcome

Working within the State Government's corporate style guidelines, the brand was developed around the fact that each walk is 'Great!' in its own unique way—from tropical rainforest to beautiful beaches. The target market is diverse and the brand was designed to attract everyone from recreational 'bush walkers' to holiday makers, both intrastate, interstate and international. The solution lay in the naming text of the initiative and the visual pictorial material that made each walk unique to the five senses.

As well as the primary brand 'great!walks queensland', sub-brands are created for each individual walk. Through the use of imagery and colours, and the consistent application of the identity across a range of materials, a consistent yet unique identity is achieved for each individual and distinct walk.

great!walks queensland

great!walk
gold coast

great!walk
wet tropics

great!walk
mackay

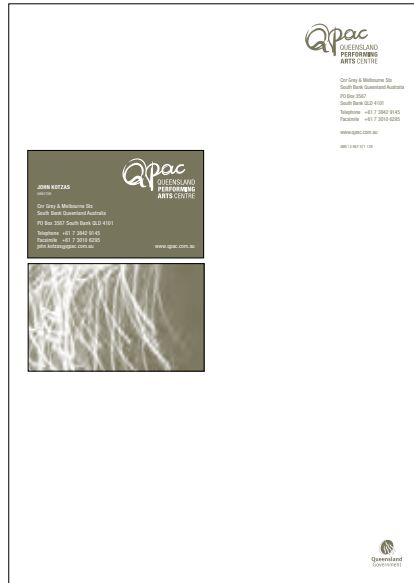
great!walk
whitsundays

great!walk
fraser island

great!walk
sunshine coast



Qpac—Queensland Performing Arts Centre strategy and rebranding



The Brief

Develop a visual approach that aligned to the Queensland Performing Arts Centre's (QPAC) personality as a place of dynamism and energy.

The Outcome

The new trademark was inspired by light writing—a photographic technique that traces a light source over a long exposure—to convey time and movement.

The name block and other supporting graphics were developed to correlate with the dominant forms of the venue's architecture.

A flexible colour palette keyed off recent refurbishment of the interiors allows the identity to align with seasons, events and promotions.

Asia Pacific Screen Awards—Marketing collateral, advertising, and promotional material

The brief

Queensland Events Corporation are the organisers of the Asia Pacific Screen Awards on behalf of UNESCO and FIAPF.

This annual event seeks to encourage and award the finest films produced throughout the Middle-East, Asia and Pacific regions—covering a third of the globe and more than half the world's film output.

Together with Minale Bryce Design Strategy staff, **Brand Audits** were responsible for the design, implementation and rollout of marketing material and event design direction over two years.

The outcome

The creation of a unique identity and its application featured extensive use of silver metallic inks and foils across printed programs, award certificates, packaging, and other marketing material. The design and production of displays and multimedia graphics for the event and website have helped to give this spectacular annual affair the sophistication it requires for an international event of its stature.



ASIA PACIFIC SCREEN AWARDS™



WINNER
BEST PERFORMANCE BY AN ACTRESS
ASIA PACIFIC SCREEN
AWARDS 2007



Looking forward to working as part
of the team that is planning on staging
a great Commonwealth Games on
Australia's Gold Coast in 2018.

