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The background is a dark charcoal gray. A large, light gray 'W' shape is composed of several overlapping geometric forms, including rectangles and triangles, creating a layered effect. In the bottom right corner, there is a dark gray semi-circle.

Portfolio of work



MALENY
ADDITIONS



Become International

Corporate and product identity,
packaging and collateral materials



The brief

Become™ is the brain-child of the brand custodians for Dr Lewinn's Private Formula range. *Become™* products are high-quality cosmeceuticals sold through direct sales networks throughout the USA. They offer comparable quality to some of the world's leading brands for less and have been designed in Australia for the world's harshest environment.

The outcome

Moody.BrandAdvisors staff collaborated with the executive staff, sales and marketing teams to develop an identity and product design with assured appeal for the American market. A 'roundel' graphic and trademark logotype were refined through research and the identity extended to product packaging (including bottles, jars, tubes and cartons); print material and electronic media (including DVD graphics and website creation).

Since launching the range in the USA in April 2007, sales targets have been exceeded and growing interest is expanding on a weekly basis. Customer reaction has exceeded the expectations of the client and given them the confidence to expand the range of products ahead of schedule.





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'.

ICC World Twenty20 England 2009 Event identity

The brief

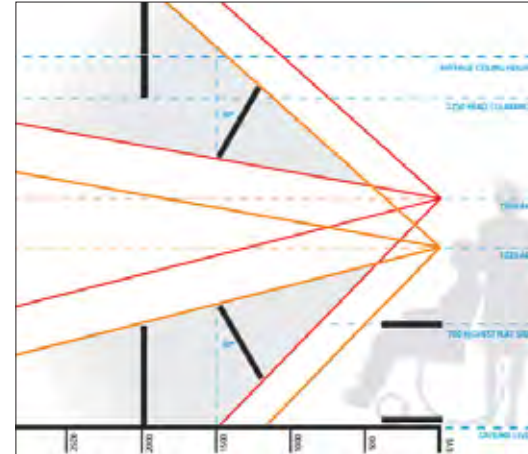
Twenty20 is a condensed format of Cricket that today enjoys a popularity with crowds for its fast-paced action and more accessible length of play. 2009 sees the running of the second International Cricket Council (ICC) World Twenty20 Championship.

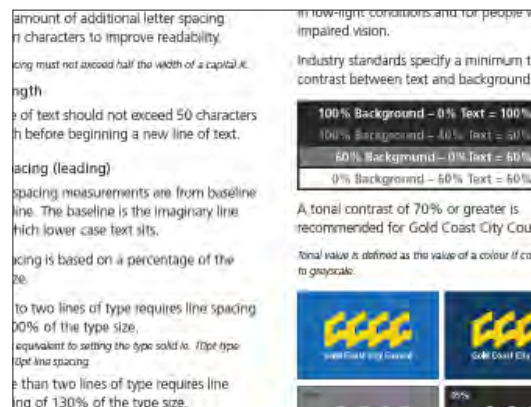
The outcome

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.



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 configuration 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.

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

Moody.BrandAdvisors senior design staff 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.



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. Key staff at **Moody.BrandAdvisors** 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.



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.



Brisbane Vision Centre Identity, marketing diagrams and collateral

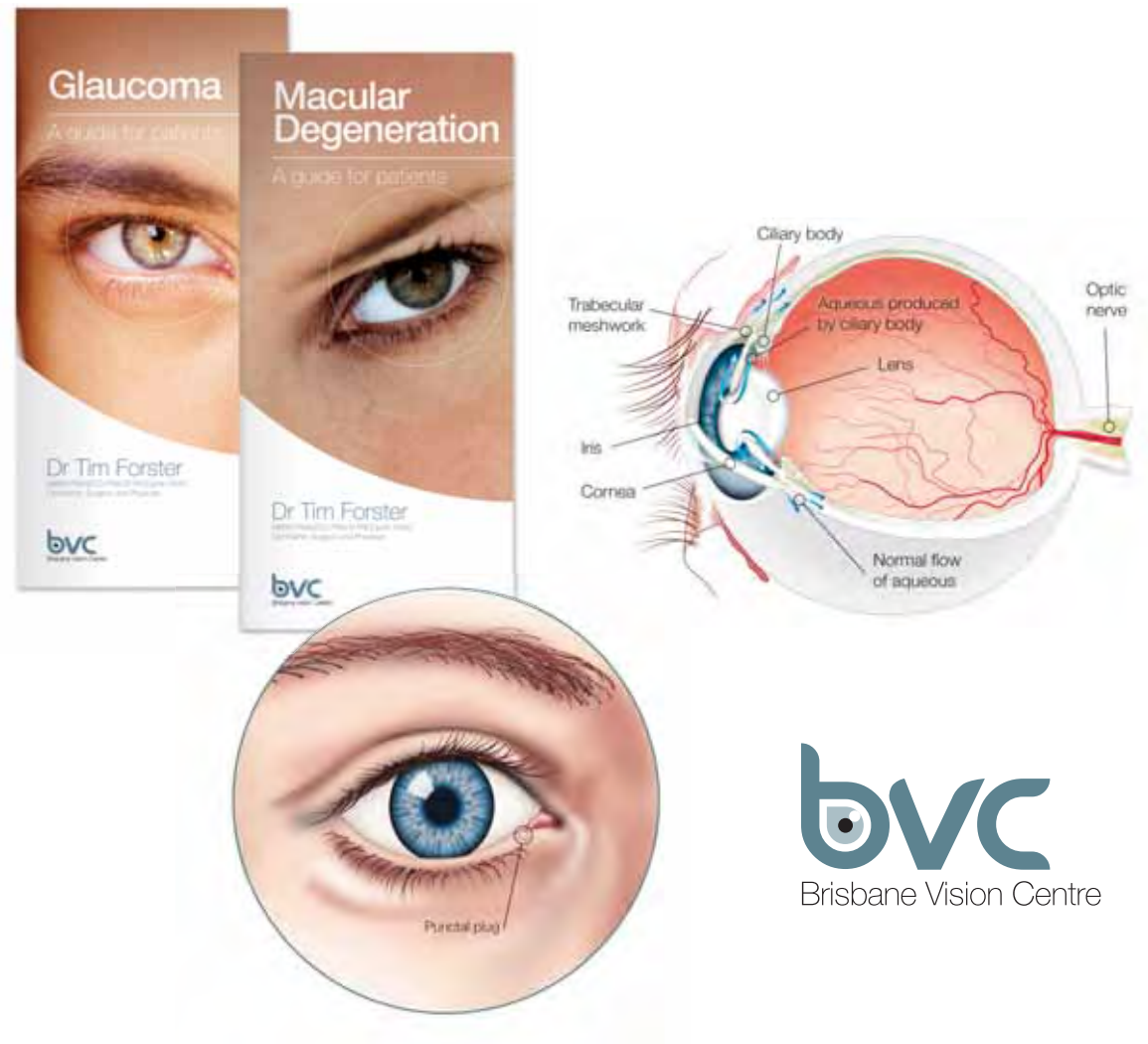
The brief

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.

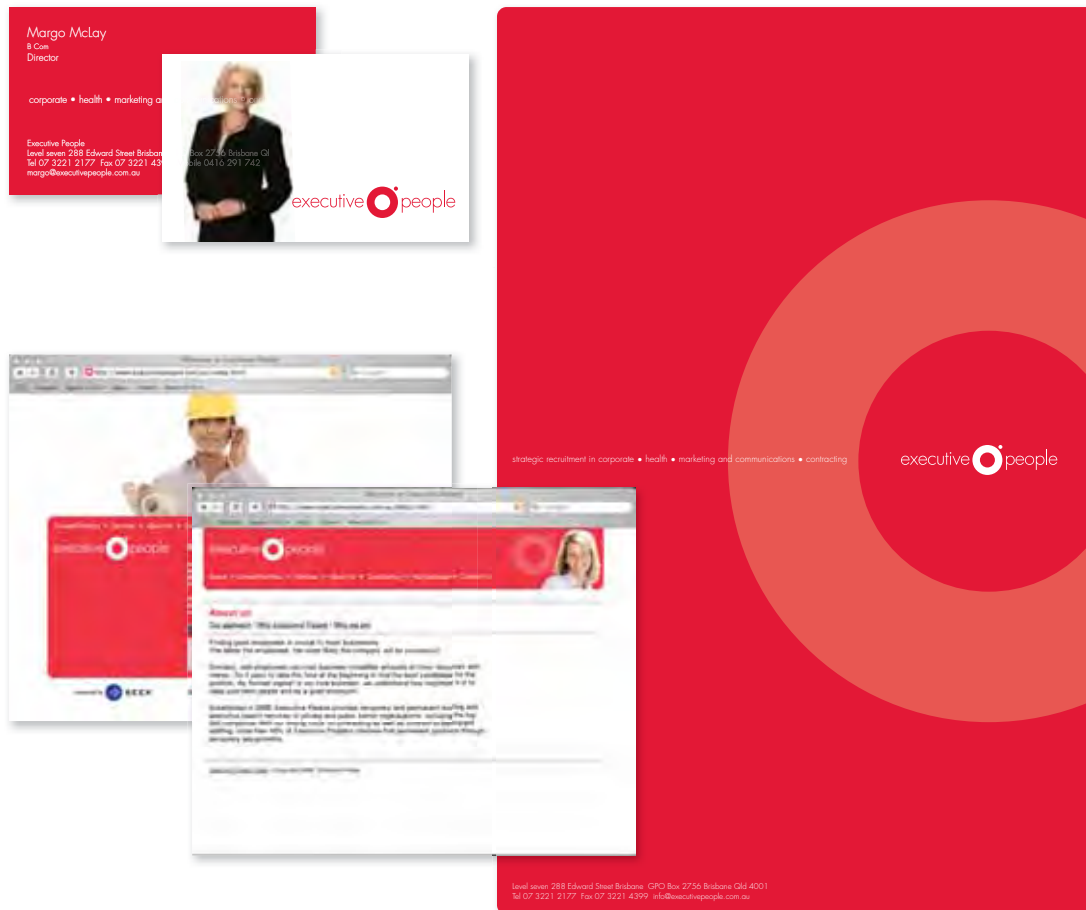
The outcome

Moody.BrandAdvisors 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.



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.

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.

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.

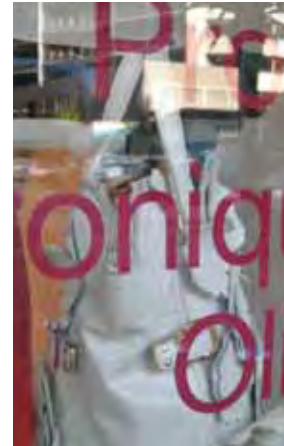
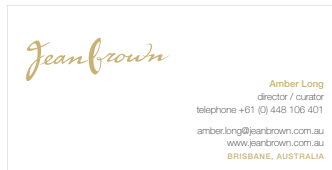
The outcome

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



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.

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