

**CO.**<sup>TM</sup>  
MARKETING

**PROFESSIONAL GRAPHIC DESIGN & BRANDING**

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**PROJECT HOME BUILDING GUIDE**

The project entailed the design and consolidation of the new 'Home Building Guide', a 130 Sided detailed catalogue for use by Don Russell Home's Clients. The catalogue contained an 'Information Guide' with technical references together with a 'Pre-start Meeting Guide', detailing all product & building specifications.

**PROJECT SERVICES**

**GRAPHIC DESIGN,  
BROCHURE DESIGN  
& TYPESETTING.**





Ground Support | Product & Sales | Installation | Project Management



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**PROJECT BRANDING & ASSOCIATED MEDIA**

New company image and brand for Garock Pty Ltd, formed as a Client liaison division for sister company, Garford™ Pty Ltd, providing full product and Client support for ground support systems and services, nationally and internationally.

**PROJECT SERVICES**

BRAND DESIGN & CONSULTING, **LOGO DESIGN**,  
PRINT DESIGN, TECHNICAL DATA SHEET DESIGN,  
**COPY WRITING & WEB DESIGN.**



## Prime Commercial Suites in the Heart of Ocean Keys

- Prime location with high traffic exposure
- Corner of Ocean Keys Blvd and Key Largo Drive providing direct access to Harmon Ave & Connolly Drive
- Adjacent to Ocean Keys Shopping Centre that will include Kmart, Coles, Woolworths, Target and over 120 speciality stores at completion of redevelopment in late 2014
- Short distance to Clarkson Train Station
- On the doorstep of residential population growth in Catalina, Clarkson, Mindarie, Jindalee & Butler
- Over 1700m<sup>2</sup> of net leasable area
- Ground and first floor suites available
- Ample under cover Er on grade parking
- Vibrant commercial and entertainment hub



Ground Floor  
Strata Titled Offices



Ground Floor  
Overall Site Project

First Floor  
Strata Titled Offices



Map Ref: 5. 2014



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### PROJECT KEY LARGO PROFESSIONAL CENTRE

### PROJECT SERVICES

A branding project to market 'Key Largo Professional Centre', a commercial complex offering strata suites in the heart of Ocean Keys, Clarkson. Marketing & media aimed at the professional, retail & boutique sectors.

BRAND DESIGN & CONSULTING, LOGO DESIGN, PRINT DESIGN, GRAPHIC DESIGN, COPY WRITING, SIGNAGE DESIGN & MANAGEMENT.



Imagine  
controlling your business,  
your investments,  
**your life**  
in a direction unique  
to you .... a destination where you fulfil  
your potential, your  
**goals.**

**Our Approach, Your Journey**

At Pursuit, we consider ourselves to be different.

We are financial consultants who consider everything. From the personal to the professional, from the big picture to the smallest detail. A team that enjoy helping you identify your short-term goals and your long-term aspirations. Helping you in the pursuit of your dream, your life goals.

We enjoy supporting you, your business, and your pursuits through a financial journey. We develop comprehensive strategies, delivering simple solutions to complex financial issues.

Our Client focused approach is based on clear and regular communication and genuine attention to our Clients best interests.

The Pursuit approach is built on 3 key areas:

To **Create**, to **Protect** and to **Realise**.

**Create**  
Identify and build what you need for success.

**Protect**  
Have measures in place to give you peace of mind.

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PROJECT RE-BRANDING & ASSOCIATED MEDIA

A re-branding project developed for an established financial services consultant based in Wangara, Western Australia. Project brief was to visually re-identify the organisation and portray a truer impression of the business's strong Client focus and its wide array of financial services.

PROJECT SERVICES

BRAND DESIGN & CONSULTING,  
LOGO DESIGN, PRINT DESIGN,  
STATIONERY DESIGN & COPY WRITING.



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PROJECT BRANDING & ASSOCIATED MEDIA

PROJECT SERVICES

'Empat', a product and technology developed by Alfa Wassermann. The branding project entailed the visual concept and marketing of 'Empat' as a 'standalone' product, a mobile pharmaceutical testing station suitable for operation in cleanroom and pharmaceutical manufacturing environments.

LOGO DESIGN, BROCHURE DESIGN, BRAND GUIDE, TECHNICAL DATA SHEETS, EXHIBITION SIGNAGE, ADVERTISING DESIGN & WEB DESIGN.

Hey my name is Latoya.

It is important that adults in our community look out for kids and make sure that we are safe.

My name is Junior.

We all have the right to feel safe at all times.

Do you want to meet some of my mob?



at the same time.

Some kids might get Early Warning Signs like butterflies in their tummies or their heart beating really fast, just before a footy game. Running onto the oval in front of lots of people can feel scary and fun at the same time.

Kids might also get Early Warning Signs when they are doing something scary but really important, like getting a needle at the clinic. We need to have needles, called immunizations to grow up strong. So it is worth 'risking on purpose' even though it can be

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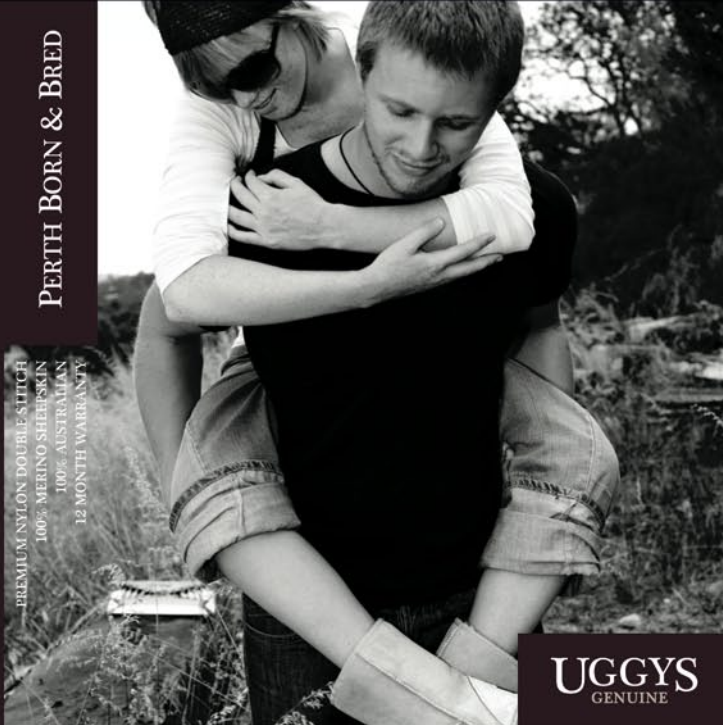


# UGGYS

GENUINE

PERTH BORN & BRED

PREMIUM NYLON DOUBLE STITCH  
100% MERINO SHEEPSKIN  
100% AUSTRALIAN  
12 MONTH WARRANTY



UGGYS  
GENUINE

PERTH BORN & BRED



A  
PIECE OF  
AUSTRALIA  
THIS  
CHRISTMAS



ne to the UGGYS CLUB.

UGGYS GENUINE product  
of the UGGYS CLUB.

stralian UGG BOOTS,  
an product made from

BY THE

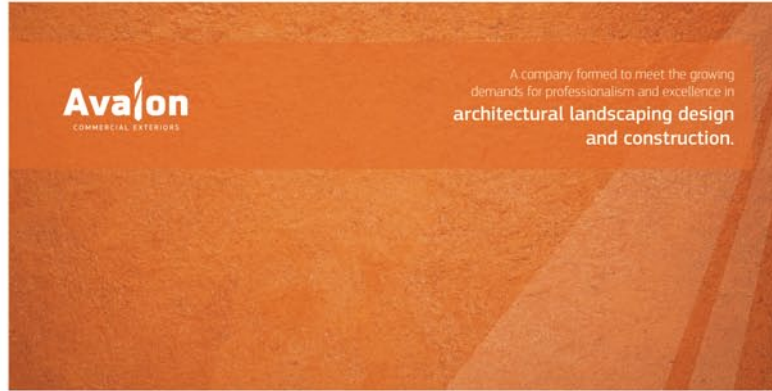
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## PROJECT RE-BRANDING & ASSOCIATED MEDIA

Company re-brand for a leading ugg boot retailer. The project was developed with strong emphasis on “Australianism”, the genuine quality of the product and traditionalism with a modern ‘twist’.

## PROJECT SERVICES

BRAND & LOGO DESIGN, STYLE GUIDE, FLYER DESIGN, STATIONERY DESIGN, DIRECT MARKETING, RETAIL SIGNAGE, POINT OF SALE DESIGN, LABEL & PACKAGING DESIGN, SIGNAGE DESIGN & MANAGEMENT.



A holistic approach to landscaping construction with a clear understanding of how to successfully integrate the conceptual with the technical.



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PROJECT BRANDING & ASSOCIATED MEDIA

PROJECT SERVICES

New company image and brand concept for an architectural landscaping design and construction company, specialising in the commercial sector. The brand was built on the key values of the business including stability, professionalism and design construction excellence.

BRAND DESIGN & CONSULTING,  
 LOGO DESIGN, BROCHURE DESIGN,  
 STATIONERY DESIGN, VEHICLE SIGNAGE DESIGN.



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**\$149**  
YOU CAN'T GO WRONG



**YANCHEP**

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**PROJECT RE-BRANDING & ASSOCIATED MEDIA**

New company image / brand concept for an independent vehicle mechanic & services organisation. Project entailed the invention of a new visual image and marketing message using there existing trading name, with a strong emphasis on the company's 'locality', independence & experience.

**PROJECT SERVICES**

**LOGO DESIGN AND CONCEPT, PRINT DESIGN, DIRECT MARKETING, STATIONARY DESIGN, STICKERS & PROMOTIONAL PRODUCTS, SIGNAGE DESIGN.**



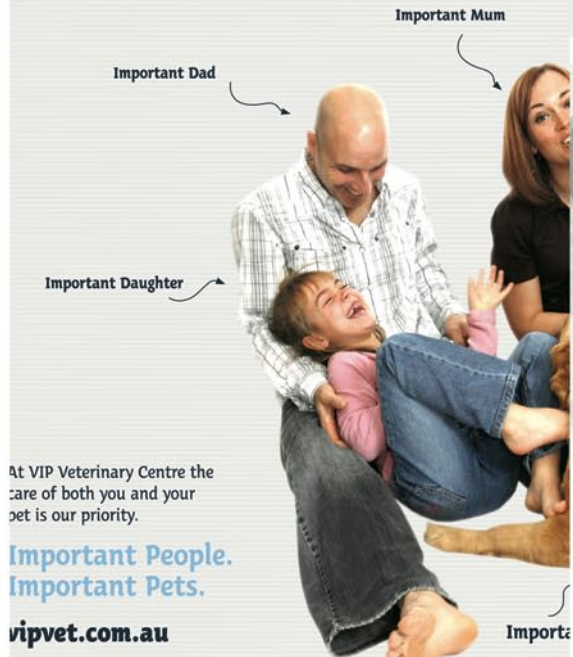
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PROJECT RE-BRANDING & ASSOCIATED MEDIA

PROJECT SERVICES

A re-branding project for Trisha McCagh, a leading Animal Whisperer based in Perth, Western Australia. Project objectives, to project a professional image to be used consistently across 'Animal Talk's' marketing media and publications including books, CD's and print.

LOGO DESIGN, PRINTING DESIGN, CD COVER & INTERNAL BROCHURE DESIGN, BANNER DESIGN & ADVERTISING DESIGN.



At VIP Veterinary Centre the care of both you and your pet is our priority.

**Important People.  
Important Pets.**

[vipvet.com.au](http://vipvet.com.au)



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**PROJECT BRANDING & ASSOCIATED MEDIA**

New company image and brand concept for a new independent veterinary centre. A strong emphasis on genuine care for the health and happiness of both the owners and the patients, together with the benefits of experience and the latest modern facilities.

**PROJECT SERVICES**

BRAND DESIGN & CONSULTING, LOGO DESIGN, PRINT DESIGN, STATIONERY AND PROMOTIONAL PRODUCTS, DIRECT MARKETING, SIGNAGE DESIGN AND MANAGEMENT.

more than fitness

**love our gym?**

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**\$30**

**Surge Dollars**  
For use on any Surge products;  
PT Sessions, Crêche, drinks & merchandise.

**Why Surge Fitness**

**No Joining Fees**  
No joining fees, no contracts, no hidden costs. Just a free trial to see if you love it. We'll even give you a \$30 Surge Dollars gift card to use on any Surge products.

**Unique 24 Hour Facilities**  
Surge Fitness is the only gym in the world that is open 24 hours a day, 7 days a week. So you can get your workout in whenever you want.

**Our Members are Supported by Professionals**  
Our members are supported by professional personal trainers, group fitness instructors, and nutritionists. So you can get the most out of your workout.

**We care more than fitness**  
We care about our members and their health. That's why we offer a variety of services to help you stay healthy and happy.

**Unique 24 Hour Facilities**

**FUR Community Program**

\* Member referred must join to be applicable for above rewards

Celebrating years of fitn



mon

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PROJECT CAMPAIGN CONCEPTS & MARKETING SUPPORT

Marketing & branding support including the launch of the new 24 Hour Centres in Clarkson and Wanneroo. Branding projects included the campaign launches, advertising, centre interior branding and accompanying media.

PROJECT SERVICES

CAMPAIGN CONCEPT AND ADVERTISING, PRINT DESIGN, DIGITAL INTERFACE DESIGN, CENTRE INTERIOR BRANDING & POINT OF SALE GRAPHICS, SIGNAGE DESIGN & MANAGEMENT.



## The story behind Chippy's Fish Cafe

**1905 The Great Great Grandmother**  
Susan Hannah opens a fish & chip shop in Calderbank, just outside of Glasgow, Scotland.

**1922 The Great Grandmother**  
Susan Hannah's daughter also named Susan Hannah started working in the shop in 1922 at the age of 11 and met her future husband while working there, John Mcquigan.

**1979 The Dad**  
Sandy Hutton, Susan Mcquigan's grandson opened his first fish & chip shop in Coatbridge, on the East End of Glasgow.

**1991 The Immigration**  
Sandy Hutton immigrated with his family to Australia and took over the fish & chip shop in Kingsley, Perth.

**2003 The Grandson**  
John Hutton, nick named 'Chippy', Sandy's son opened the first 'Chippy's Fish Cafe' store in Meckling, Perth.

The Rest is History



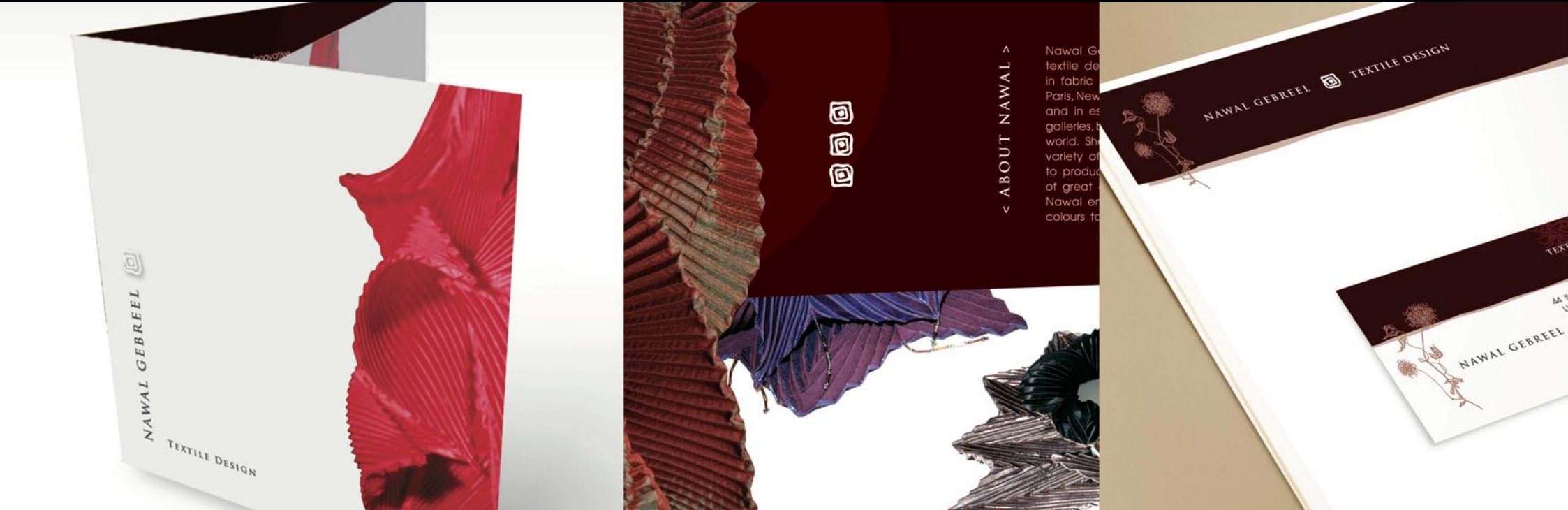
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PROJECT RE-BRANDING & ASSOCIATED MEDIA

PROJECT SERVICES

Project entailed a complete re-branding of the existing company image with a new marketing strategy, new company visuals including a new logo & supporting graphics. Design concept, based on the family company's long standing reputation with the 'Fish & Chip' trade, dating as far back as 1905 Glasgow, Scotland.

BRAND DESIGN & CONSULTING, LOGO DESIGN, PRINT DESIGN, POINT OF SALE GRAPHIC DESIGN, COPY WRITING, SIGNAGE DESIGN & MANAGEMENT.



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PROJECT BRANDING & PRINT DESIGN

Branding and concept development for 'Nawal Gebreel', a UK based textile designer who exhibits around the world including London, New York and Tokyo.

PROJECT SERVICES

GRAPHIC DESIGN, TYPESETTING,  
FLYER DESIGN  
& STATIONERY DESIGN.



# OUR DESIGN SERVICES

## LOGO & BRAND DESIGN

Logo Design  
Motif Design  
Wordmarks  
Mini Brand Guides  
Style Guides

## PRINT DESIGN

Brochures  
Flyers  
Corporate Stationery  
Catalogues  
Display Folders  
Annual Reports  
Newspaper Advertising Design  
Magazine Advertising Design  
Book Design & Typesetting  
Newsletter Design

## INTERACTIVE & DIGITAL DESIGN

Website Planning  
Interface & Web Design  
Website Management  
Content Management Systems

## SIGNAGE & ENVIRONMENTAL DESIGN

Onsite Consulting  
Retail Branding Design  
Retail & Point of Sale Design  
Environmental Planning  
2D Architectural Schematics  
3D Visuals  
Material Specifications  
Signage Management

## ADVERTISING

Text & Copy writing  
Advertising Management  
Scheduling

## BRAND PLANNING & CONSULTANCY

Brand Consulting  
Colour Analysis  
Brand Design Briefs  
Competitor Research & Analysis  
Brand Values & Context  
Brand Strategy

OUR DESIGN SERVICES



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