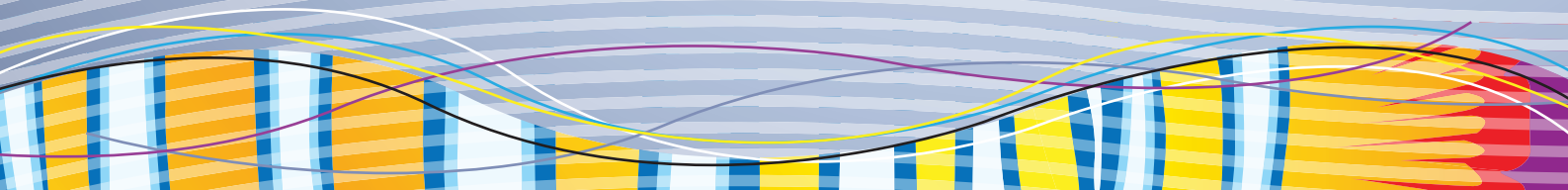


recent
projects



imagine
create communicate
identify



Our Vision

We are committed to excellence in the provision of visual communication, graphic design and printing services. We will:

- Ensure that premium quality is non negotiable
- Communicate with you to provide the very best customer service
- Strive for continual improvement
- Constantly seek new innovations to make your project better and our processes more efficient

Mission Statement

We will approach all client projects with complete creativity and flair in order to service our clients to the highest professional level.

Our innovative solutions are designed to ensure that our clients receive the product or service they require, on time, and to their specifications.

Examples of recent projects

Corporate Identity Design and creation of Corporate Style Guide

Client: Shire of Murray

Date: December 2010 to March 2011



The Shire of Murray put out a tender request late in 2010 for the re-branding of their organisation, as well as creating a suite of logos to tie in with the new Shire brand. The brief was that the logo had to reflect the look and feel of the Murray Shire which is located on the picturesque Darling Scarp and stretching along the length of the Murray river to the Peel Inlet.

The Shire logo has been designed to be a distinctive and unique image to represent what the Shire of Murray is about - the environment and the people of the shire as well as the values and vision of the organisation.

The Shire of Murray is the Centre of the Peel Region, and the free flowing design of the logo with the central element of the river winding through reflects that. The other key elements are the Darling Scarp in the background represented by a wavy blue line, and also the foothills and lower valleys of the Murray catchment - signified by the swooping green arches.

The logo is clean, simple and at the same time modern and dynamic. The use of bold wavy lines combined with the strong structure of the typography create a strong corporate look and feel, yet at the same time maintain the relaxed, laid back lifestyle enjoyed by so many locals.

In addition to creating the new Shire brand, ECDESIGN was also engaged to create logos for Murray Tourism and the new Murray Leisure Centre featuring an indoor 25m pool. The resultant style guide is a 32 page document that covers all usages of the logo from name badges and stationery right through to building and vehicle signage and all corporate collateral and promotional materials.



Examples of recent projects

Design & printing 32pp A5 Holiday Planner (desination guide)

Client: Rockingham Visitor Centre

Date: December 2010

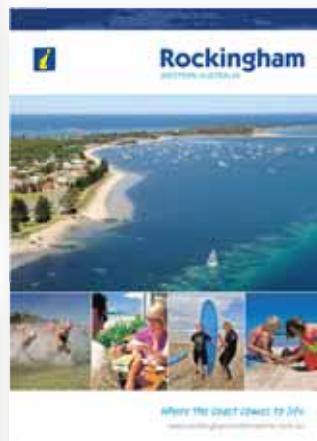
Category: Publications / Corporate Literature



2011 Cover



2008 Cover



2010 Cover

ECDESIGN has successfully tendered for the Rockingham Holiday Planner every year since 2002. The publication is funded entirely by advertising revenue and does not receive any funding from the local Council or WA Tourism, and yet is consistently considered within the industry as one of the best publications of its type. The brief is fairly simple, in that the primary purpose of the publication is to showcase all of the very best assets Rockingham has to offer in the best possible way to appeal to a wide demographic.

ECDESIGN has created a corporate style guide for the Rockingham Visitor Centre and since 2009 this document and other similar projects for the Visitor Centre have been designed within these guidelines.

Imagery is predominantly supplied by Tourism Rockingham as well as members and advertisers within the publication, and due to the availability of some excellent quality photographs, only a limited number of stock images need to be sourced.

The fast growing popularity of Rockingham as a day trip and short stay tourism option has been partially attributed to the success of the holiday planner publication and its independence from other similar documents. ECDESIGN has assisted the Rockingham Visitor Centre by helping the publication grow year by year as sceptical tourism related businesses are won over by the ongoing success of the publication, which in turn makes it a more comprehensive document once all of the relevant tourism operators have come on board as advertisers.



Internal spread 2003

Festive Season Events Program

Client: Client: The Westin Resort, Bali

Date: October 2008



Like all major 5-star hotels in Bali, The Westin Resort arranges a series of events over the Christmas & New Year period that are pre-sold to guests who will be staying at the property during the festive season. Guests from Russia are one of the biggest markets for the hotel at this time of year, so they required the program to be dual language, English & Russian.

As part of Starwood International, The Westin has a very thorough style guide that must be followed with regards to look & feel, and a comprehensive image library available through their international online archive. However, when suitable images could not be found in their own archive, we were required to source images from external libraries that conformed to their strict criteria for images.



Annual Report 2010/2011

Client: City of Rockingham

Date: February 2011

Category: Publications / Corporate Literature



The City of Rockingham have been utilising the services of ECDESIGN to create their Annual Report since 2004. As a local government organisation, they require a document to be designed within their style guidelines that has visual appeal and is also informative and easy to read. The design brief involved highlighting major achievements throughout the year which our team achieved by use of stylish yet simple layouts and a combination of professional commissioned photographs and high quality stock images to convey the appropriate messages.

The overall layout of the document utilises white space to remain clean and attractive to the eye. The space conscious design does use some of the space for high quality images that keep the reader interested in what is on the following page.



Examples of recent projects

Rockingham Musselfest 2011

Client: KEOS Events / Tourism Rockingham

Date: February 2011

Category: Events (advertising / signage / brochures)

ECDESIGN has been instrumental in assisting the Rockingham Musselfest grow from a virtually unknown event run by a small vounteer committee, into one of the largest free community festivals in the southern metropolitan area. The catalyst for this was design of the fun, colourful and vibrant logo which formed the cornerstone of all festival marketing materials.

ECDESIGN created an identity which was defined by stylish typography, bold shapes and use of primary colours. We managed the brand visuals and ensured consistency across all marketing material across the event.

ECDESIGN has created all promotional material for the event since 2006 including all press advertising, website design, outdoor signage and displays, as well as brochures and programs.



Seng Mah - Guns Up (Art Photography Book)

Client: Seng Mah (photographer)

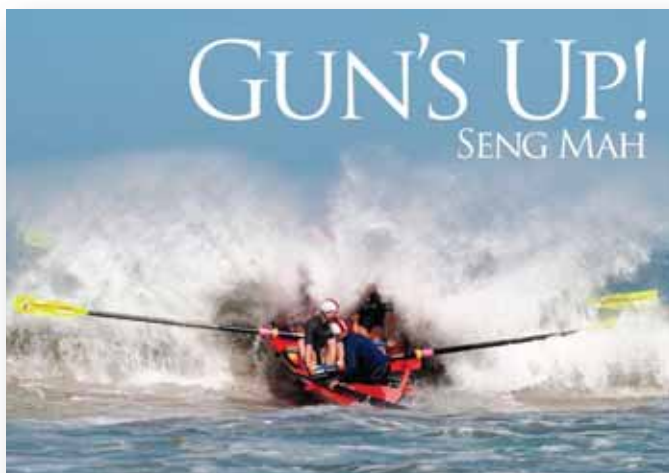
Date: March 2010

Category: Publications (artistic photography)

'Gun's Up' is a showcase for the artistic action photography of renowned Fremantle artist /photographer, Seng Mah.

The brief specified a classic, simple and understated design solution that would showcase the exceptional collection of photographs in an innovative way. The format selected to achieve this was A4 portrait size with a matt laminated and spot UV varnished cover.

The end result is a sublime combination of elegant design and award winning photography.

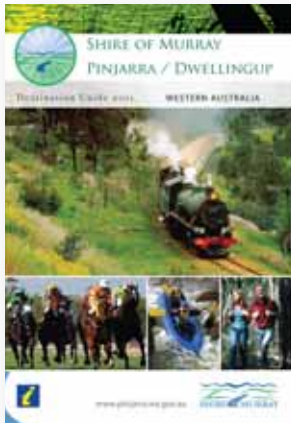


Murray Region Destination Guide 2011

Client: Shire of Murray (Tourism)

Date: December 2010

Category: Corporate / tourism publications



The Shire of Murray decided to produce their own destination guide instead of continuing to be part of the Peel Region planner. ECDESIGN was commissioned to create a booklet to showcase the unique appeal of the Murray region.

The design of the entire publication features a smooth streamline look with a simple grid to help information flow from one page to the next, leading the eye from left to right and highlighting the selection of images designed to enhance the appeal of the document.

Formatting involved editing a large amount of supplied images, ranging from happy snaps supplied by advertisers through to high resolution professional photos.



Resort Compendium

Client: Smiths Beach Resort, Margaret River

Date: December 2010

Category: Corporate Literature

Smiths Beach Resort offers a range of accommodation choices, from modern 3 bedroom villas and beach houses, through to the more casual beach "shacks". The in-room compendium needed to cover all aspects of staying at the property, from the activities on offer to guests down to the more basic information about operating the kitchen appliances provided in each level of accommodation.



Smiths Beach Resort had already established a modern and crisp visual style that had to be carried through to the compendium, and as a member of Small Luxury Hotels of the World it was important that these high standards were maintained as well as being clear and informative.



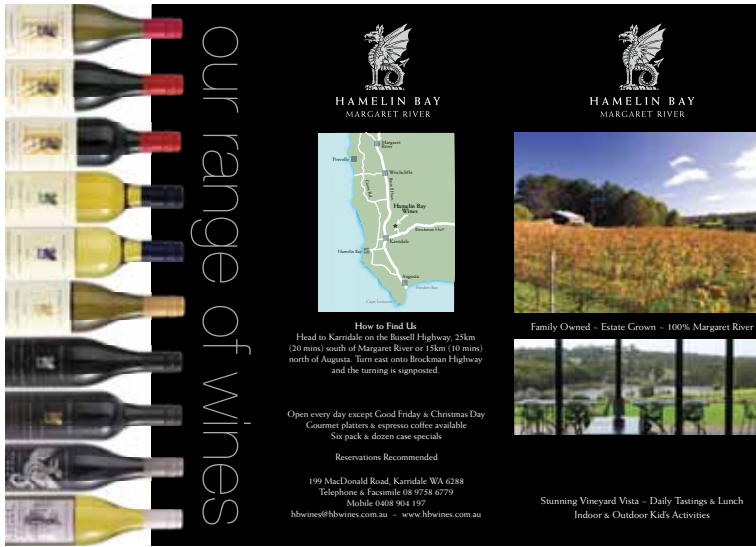
Examples of recent projects

Brochures and display / exhibition design

Client: Hamelin Bay Wines, Margaret River

Date: November 2010

Category: Corporate Literature / Environmental Design



Hamelin Bay Wines are producers of premium award winning wines in the Margaret River region. The family owned vineyard dates back to the original settlers in the region and the exquisite produce of the vineyard is exported throughout south east Asia and also all over the world.

Hamelin Bay Wines wanted to upgrade the design of all of their corporate collateral to cater for the premium / high end wine market. They wanted a design and graphic style that would distinguish their brand from the myriad of competition both in the Margaret River region and also in international markets.

The outcome was a range of stylish, upmarket print collaterals and point of sale designs that had an understated class through the use of foiled metallic silver on black and clever use of typography and images.

The design was also applied to a range of outdoor advertising materials, exhibition stands and displays as well as all printed promotional materials such as brochures, flyers, posters and table talkers.

Kwinana Festival

Client: Town of Kwinana

Date: September 2010

Category: Events (advertising / signage / booklets)

ECDESIGN has been involved with creating marketing materials for the Kwinana Festival since 2006. Throughout that period the festival itself and also the Kwinana area has undergone a radical transformation with the introduction of a fast rail link to the CBD. The event has grown dramatically due to the easy proximity to Perth and the generous sponsorship of some of the large multinational companies located in the area.

In 2010 the event was renamed to simply 'Live!' and was rebranded to cater for the month long celebration culminating in the Festival Fair Day and concert.

Since 2006 ECDESIGN has created event logo and graphic style, a multitude of marketing materials including extra large 3x1m street banners for display along the length of Gilmore Ave as well as posters, brochures, stickers, advertisements, flyers and programs.



Fairbridge Music Festival

Client: Fairbridge Festival Inc.

Date: March 2010

Category: Events (posters / t-shirts / merchandise)



Fairbridge Festival is an annual family-friendly celebration of folk, roots, blues, acoustic, Celtic, acapella and World music located in a laid back, traffic-free, self contained bushland site at the picturesque heritage site - Fairbridge Village located just 5km north of Pinjarra on the southwest highway. The event itself has been running since 1993 and despite it's continued growth is determined to remain eclectic and independent of corporate invasion. The organising committee has resisted many attempts to relocate to cater for larger crowds or to include premium VIP or corporate areas and maintains a dedicated band of volunteers to keep the wildly popular event as much as possible 'simple and accessible.

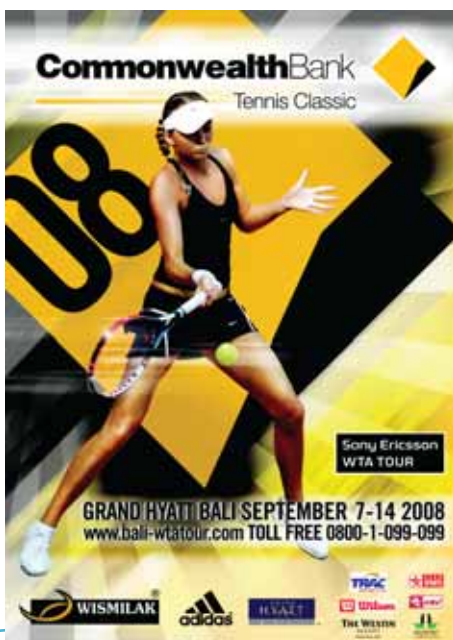
The design brief was to create marketing materials, t-shirts and merchandise that would appeal to the predominantly alternative and non-commercial audience. Many of the designs created by ECDESIGN from 2007 to 2010 have been very popular and sold out very quickly in the merchandise tents. Unfortunately with a change of personnel within the organising committee during 2010, ECDESIGN was not commissioned for any design work for the festival in 2011 temporarily ending a 4 year relationship with the Festival.

Commonwealth Bank Tennis Classic

Client: Wismilak International / Commonwealth Bank

Date: Sept 2008

Category: Events (All print collaterals & advertising, signage, outdoor advertising)



From 2005, Louise worked with the tournament directors of the annual Sony Ericsson Women's Tennis Association tournament in Bali to promote the event. Each year the scope of work covered Event identity, Press Advertising, Outdoor Advertising, Direct marketing, Vehicle graphics, Programmes, Press kits, Player invitations, Tickets etc.

In 2007, main sponsorship of the event transferred from Wismilak International to Commonwealth Bank (with Wismilak remaining a major co-sponsor) and we had to work closely with the Bank's marketing team to ensure that the concepts and visuals maintained the standards required by the Bank.

Year on year the event has grown in popularity, both with spectators and the players, and continues to draw increasing numbers and television coverage.

Examples of recent projects

Corporate Identity & Style Guide

Client: Rockingham Visitor Centre

Date: July 2008

Category: Logo Design & Corporate Collateral



The Rockingham Visitor Centre commissioned an upgrade of its previous logo which was based on the old 'WA brand' tourist icons. ECDESIGN was asked to create an icon that was distinct and unique to Rockingham and for this reason the Penguin was selected as Rockingham is home to the only community of dwarf fairy penguins in Western Australia and the rugged islands just off Rockingham's coast are a leading tourist attraction.

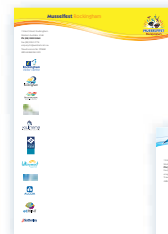
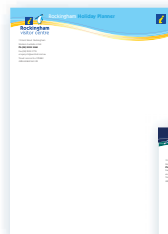
In addition to creating the logo, ECDESIGN formulated a 28 page style guide to ensure the new tourism branding was implemented and used correctly for everything from business cards, name badges and stationery right through to building and vehicle signage and all corporate collateral and promotional materials.

1.3.4 Examples - Publications



ROCKINGHAM VISITOR CENTRE BRANDING

Version 1.0 2008 12



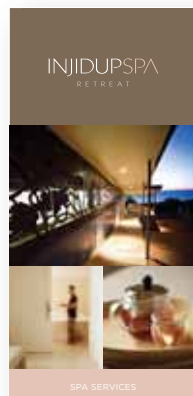
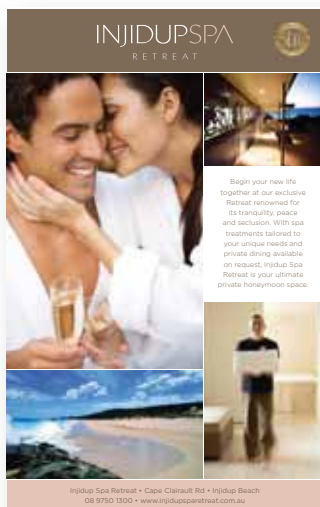
Spa Menu

Client: Indijup Spa Retreat, Dunsborough

Date: June 2010

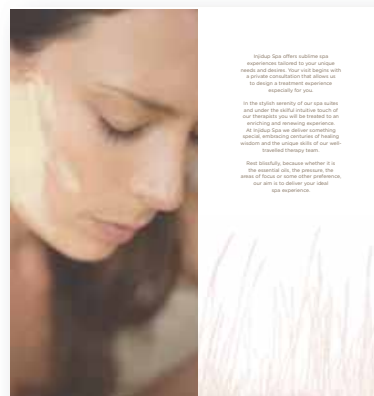
Category: Corporate Literature

With just 10 luxury villas, Injidup Spa Retreat is a luxury hideaway that most may not have heard of. However, the Spa at the Retreat is building a reputation as one of Australia's best and therefore attracts clients from outside of those staying at the property. Although the villas contain details of the Spa treatments available within the Compendium, the client required a smaller, more cost effective Spa Menu that could be used to promote the Spa outside of the Retreat.



With the Retreat being voted one of the Top New 30 Hotels in the World shortly after it opened, and the Spa being voted one of the World's best by Tatler,

their marketing collaterals have to meet their high standards and style.

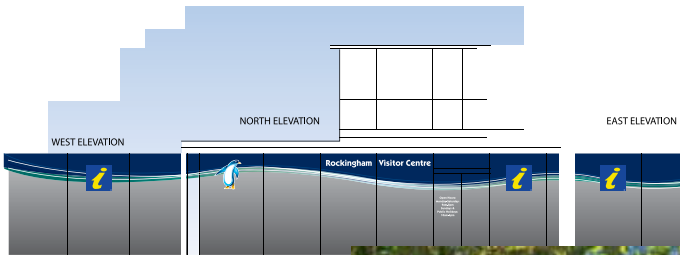


Environmental Design

Client: Rockingham Visitor Centre

Date: November 2008

Category: Signage & environmental design



The Gary Holland Community Centre, the exciting new facility built as part of the Rockingham Waterfront Village, was officially opened in 2008. The Centre offered residents and visitors a multi-purpose venue for business, leisure and community-based activities but importantly was the new home for the Rockingham Visitor Centre after moving from its long term premises at 16 Kent St. The Centre featured modern architecture and design and had strict guidelines put in place by the architects in relation to street signage and internal fitout.

ECDESIGN was commissioned by Tourism Rockingham to create appropriate environmental design to brand and fitout the new premises. The difficult task was that the

design brief from the client required that visitor centre was highly visible to make it accessible for visitors and at the same time the constraints from the Council and architects were that the signage should be subtle and not overpowering on the building facade. After a difficult consultation and creative process, all key stakeholders were extremely happy with the end result which is visually enticing and in keeping with the internal and external design of the building.

Coca Cola Surf Assault 1999

Client: Surf Life Saving Western Australia

Date: Sept 1999

Category: Promotional Material



Surf Life Saving Western Australia created a new long distance event on its surf sports calendar in 1999 as an additional income stream and a way of raising the profile of the organisation and providing a highly visual and challenging event for competitors, paddling surf ski's and boats from Leighton Beach to Rottnest.

As Coca Cola was a major sponsor their corporate colour and logo had to be prominent in the design, but the design also needed to create excitement for the competitors and spectators alike. A military 'assault' theme was proposed and implemented throughout all promotional materials from website through to posters, entry forms, t-shirts and competitors rash shirts.

The client and other stakeholders were so pleased with the design that a range of commemorative merchandise was created such as T-shirts, stubby holders, mugs and caps all of which sold out either prior to or just after the completion of the event.

Recreation Centre programs & Gym Member Kits

Client: YMCA Aqua Jetty (Warnbro Aquatic Centre)

Date: June 2004

Category: Programs / booklets



ECDESIGN created a great deal of corporate collateral and promotional material for the newly built Warnbro Aquatic Centre (named Aqua Jetty) within the YMCA style guide. These included business cards, complete stationery range as well as a multitude of flyers, posters, brochures, programmes and advertising.

in 2004 ECDESIGN was given a brief to create new gym programmes and member kits designed to inspire new members and motivate existing members to make the most of their gym and centre membership. The centre has a distinctive architectural design internally and externally with use of elongated rectangular windows and tiles as well as a bright blue, green and turquoise colour palette. The folders containing the member diaries were printed and embossed with the centre logo on semi opaque bright green polypropylene. The kits were very effective

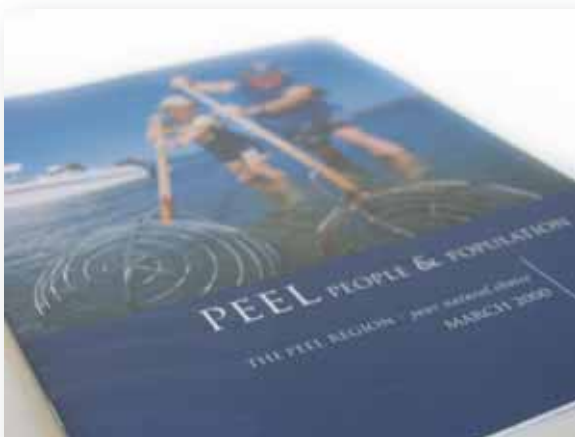
for their purpose and have been re-ordered several times since 2004.

Peel People and Population

Client: Peel Development Commission

Date: March 2000

Category: Corporate Literature



The Peel Development Commission produces numerous corporate documents regularly to inform the public of not only it's activities, but also it's involvement with projects and the community, industry and environment. The design of all documents for the organisation must fit with strict corporate style guidelines and feature a smooth streamline look with smart, subtle use of colour palettes and a vast library of stock images.

The internal pages also feature customised diagrams, tables, graphs and charts to help convey the information easier whilst at the same time make the document look aesthetically pleasing.



Examples of recent projects

Mandurah Peel Region Holiday Planner

Client: Mandurah Peel Region Tourism Association

Date: Oct 2002

Category: Corporate Literature



The Peel region of Western Australia is a rich and diverse holiday destination. Each sub-region of Peel has something different to offer visitors, so all tastes can be accommodated. The Peel region is located just a one-hour drive south from metropolitan Perth. Peel is a delight for naturalists, who will enjoy the white sands of the carpet, the salt water estuary pools, and the forest that borders all sides except the coast. Some of the major attractions such as the Yalgorup National Park and the Thrombolite formations have received international attention and draws tourists in from across the world. For those who prefer city life, the metropolitan areas of the Peel region are filled with history, art and fine establishments.

ECDESIGN was commissioned by the Peel Region Tourism Association to create a document that would highlight the many tourist attractions in the region and attract day trip and short stay visitors to the region through distribution in Visitor Centres statewide and throughout Australia. The bright colours and spectacular montage of images cleverly arranged on the cover and throughout the document assisted the publication to achieve some of the best visitor responses in the history of the organisation. Advertisers and members were very pleased with the publication and the outcomes achieved.

Advertising

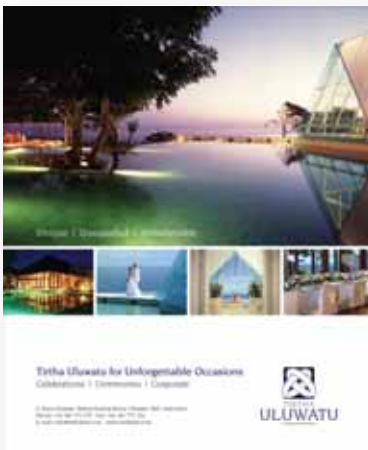
Client: Tirtha Bali

Date: 2002-2008

Category: Graphic Design & Advertising

Tirtha Bali began with the aim of creating unique and unrivalled weddings in Bali. Beginning with just two staff, the company has expanded to employ more than 80 specialized personnel handling various wedding, function and accommodation ventures.

In 2003 Tirtha Bali opened the first purpose built venue of its kind in Bali, a magnificent 6,000sqm, 15 pavilion Wedding Resort named Tirtha Uluwatu set on the breathtaking clifftops of southern Bali.



Working closely with the Tirtha team from the start of their venture, Louise worked on all aspects of their design and advertising requirements from the initial logo design to art directing photo shoots, designing brochures, websites, wedding stationery that could be personalised for each couple and working with their PR consultant on promotional campaigns.

Digital Production:

- Konica BizHub Pro 65HC Hi Croma SRA3 digital press with in-line folding & stitching
- Konica Minolta Bizhub Pro 6500 & KM451 (self service with card reader) A3 Digital presses
- Xerox 5065 SRA3 digital press
- Automatic Business Card Cutter, SRA3 sheet size
- Epson 9880 Wide format printer
- Digital Booklet Maker (auto fold and stitch) A3 & A4 booklets
- Range of Print finishing equipment - various folding, stitching and scoring machines
- 2 x 1000mm roll fed gloss laminators & 1 x 380mm matte laminator
- A3 Laminator GNS 320D
- 2x 1100mm wide format Neolt trimmers
- Paper Drill & Die sub printer with Mug press
- Various computers - both Mac and PC

Design software:

- Adobe CS4 Suite including:
 - InDesign - page layout / publications and general design work including variable data (VDP)
 - Illustrator - logo design, illustrations, and general vector design work
 - Photoshop - image manipulation, colour corrections, photo work (raster)
 - Dreamweaver - web design and ePublishing
 - Final Cut Pro - sound editing
- Print Shop Mail - VDP (variable data and mail merge bulk print software for digital press)

Other Human Resources:

In addition to our full time design, production and administration staff, we also have flexibility to increase our work-load significantly through utilising a number of flexible casual and freelance designers.

We have 2 or 3 casual production artists we are able to utilise for non-creative or non-specialised graphic design tasks.

We also utilise the services of 5 or 6 qualified, freelance graphic designers with a wide range of specialities depending on workloads and project requirements at the time. This flexibility enables us to survive during quieter times but also cope with extreme workloads when the demand for our services is particularly high, keeping in mind our mission of providing a premium service at the best possible price.

Price Information

DISCOUNTS

ECDESIGN offers discount for companies requiring large volumes of graphic design and other associated services based on the following tables:

Discounts applicable for prompt settlement of accounts:

Payment method	Applicable discount
COD payment or full payment up front or in advance	2% discount on invoice amount
Payment within agreed trading terms (30 days of invoice)	No discount applicable

Volume Discounts:

Ordering volume	Applicable discount
Monthly volume up to \$5k per month	No discount
Monthly volume \$5-10k per month	1% discount on contract hourly rate
Monthly volume \$10-20k per month	2% discount on contract hourly rate
Monthly volume above \$20k per month	3% discount on contract hourly rate

Schedule of Rates

GRAPHIC DESIGN PANEL - SCHEDULE OF FEES

Charges	Price per hour inc. GST
Print design and creative services	\$120
Web design / Construction	\$95
Illustration	\$120
Print Production co-ordination / press checks	\$80
Authors changes (client changes to the agreed brief)	\$80
Archive retrieval and CD/ DVD burning	\$95
Sourcing & selection of *Stock photos and images or from City of Fremantle CD library	\$80
<p>*Additional royalties payable to copyright holders apply (depending on image selection) These fees will be quoted on a job by job basis as the fee applicable varies depending depending on the Stock Library used and their scale of applicable rates</p>	<p>quoted on job by job basis (depending on usage & licencing requirements)</p>
Courier Charges (same day service)	\$120
<p>Other: Express service 'get out of jail free' For extremely urgent jobs or out of regular business hours requirements surcharges may apply such as penalty rates or additional charges for meeting extremely tight or urgent deadlines. In such instances, we will provide a quote at the time (if we are able to assist) before commencing with any such work. We have in-house high volume digital print capabilities and we are frequently able to meet design and print deadlines that our clients believe to be almost impossible. We only offer this express 'get out of jail' service to contract or VIP clients.</p>	<p>quoted on request (applicable surcharge varies depending on how much work is involved and by how many staff)</p>

Environmental Policy



ECDESIGN is ethically motivated in promoting sound environmental policies within the company and thus pledging to play a positive role in protecting the environment for future generations.

ECDESIGN is committed to managing its business activities by reducing harmful effects on the environment.

We aspire to comply with all environmental legislation and Industry best practice. We will maintain and oversee waste minimisation, recycling and promote environmentally friendly waste disposal. We prefer to use suppliers who set high standards for recycling and sustainable business practices.



As part of our commitment to environmental sustainability, we donate to the **Carbon Neutral** organisation to offset the greenhouse gas emissions generated during the production process, to help fund tree planting projects Australia wide thereby reducing our carbon footprint.



We source our power through '**Greenpower**' and have plans to take this further by installing wind turbines and solar panels on our roof (pending costings and Council approvals).



Enviro Essentials

ECDESIGN is PIAA **Greenstamp certified** Print Service Provider for both Digital and Offset print production.

ECDESIGN is also an approved collection point for **Planet Ark** - recycling used print and toner cartridges, thereby reducing the amount of this type of material going to landfill and providing a place within the community to dispose of such items.



Other Benefits



We believe that ECDESIGN is in a very strong position to offer the rate payers of Fremantle excellent value for money for this tender and that the benefits of appointing the works to ECDESIGN will also benefit the community in a number of ways.

- Our business is very lean and efficiently run. We employ four people full time as well as a number of casual and part time staff.
- Our company is a strong supporter of many local non-profit organisations. We highly value our place in the Rockingham community. We are proud to be long time supporters of:
 - Secret Harbour Surf Life Saving Club (since 2002)
 - MusselFest Rockingham (since 2006)
 - Kwinana Festival (since 2007)
- Through our annual Christmas cards fundraising, we have supported the following charitable organisations:
 - Heart Foundation
 - Amnesty International
 - Australia Zoo Wildlife Warriors
 - Australian Cancer Research Foundation
 - Cancer Council WA
 - Children's Cancer Institute Australia
 - National Breast Cancer Foundation
 - Royal Society for the Prevention of Cruelty to Animals
 - Surf Life Saving Foundation
 - Royal Flying Doctor Service

In addition to the above long term sponsorships, we have also supported a number of other non profit organisations and events over the years including the Peel Football League, South Coast Chamber of Commerce Small Business Awards, Mandurah and Peel Region Chamber of Commerce Business Awards, Rockingham Spring Festival, Surf Beach Boardriders Pro/Am and the Peel Waterpolo Association.

Over the years, we have done a great deal of design and print work for various local and state government departments and have developed a strong appreciation for the culture and processes of the various organisations. As professional graphic designers, we are very passionate about this tender and trust you will see the love and talent we have for graphic communication and print evident in this document, and the enclosed attachments.

We hope and trust that you will find our submission as the best value of money for the people of Fremantle, whilst still providing a world class design and print solution.

Since 1997, eCPRINT has been nominated for a large number of awards including design awards, regional business awards and service awards and has been fortunate to win several awards, as well as being finalists in the Telstra WA Small Business Awards in 1998 & 2001



imagine
create communicate
identify

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eCDESIGN