

egg.

The egg is regarded throughout the world - and in many varied cultures - as a symbol of fertility - the essence of creation, new life, new ideas.

In ancient China a 'red egg and ginger party' was held to celebrate the birth of a child. It is a tradition that is still practiced in contemporary Chinese society; family and friends are presented with red eggs - symbolic of the luck and prosperity awaiting the new life.

egg.

McKeachie's Run is a residential development by Stockland in the Hunter River Country, NSW, and was an entrant in the 2007 HIA GreenSmart Awards.

The submission rated special mention from the judges with regard to its quality presentation and this submission is now a benchmark piece for future submissions from Stockland.

This award submission featured embossing and spot varnishing to raise the profile of the printed piece against other submissions.

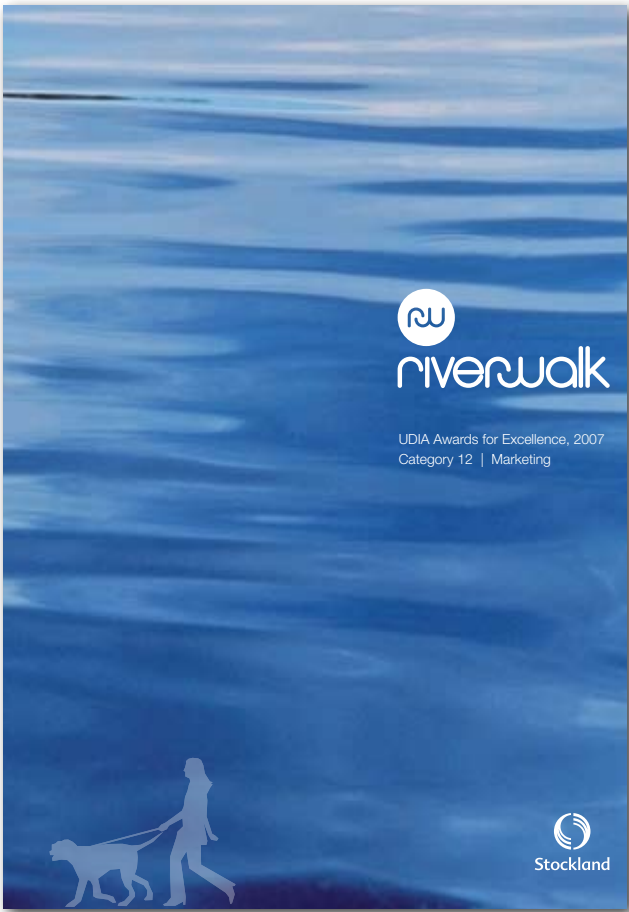

MCKEACHIE'S RUN



egg.

The Riverwalk award submission for the 2007 UDIA Awards for Excellence was a complex piece that included a custom debossed PVC box, debossed cover elements and half Canadian binding including a full set of custom cut tabs.

The final submission booklet was combined with a series of existing collateral pieces [consumer brochure, information DVD and direct marketing pieces] that truly set the submission apart from its rivals. Again it was highly praised by the judging panel for its innovative, eye catching design approach.



egg.

Freshwater pearls were the inspiration for the stationery and promotional collateral of contemporary jewellery designers Halliley & Danks.

Having a photographer on our design team ensures effective communication and consistency of design approach.

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halley & danks
CONTEMPORARY JEWELLERY

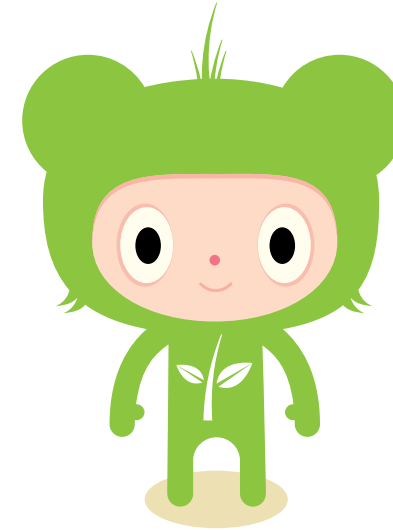


egg.

Sprouts. Growing Gardeners.

This innovative online gardening club has been developed to help germinate and foster a love of gardening in children. It is aimed at both parents and children alike and has a wide range of collateral including newsletters, stickers and apparel.

In creating this brand we also developed 'Sprout' as a mascot along with several other characters from around the garden. The ongoing development of these characters features animation and interactivity.



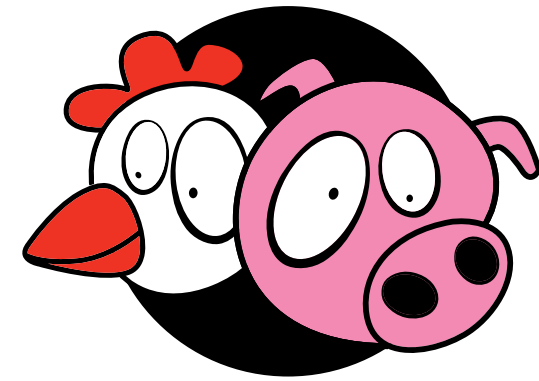
SPROUTS.
growing gardeners

egg.

Every now and then identity work presents some interesting challenges and our branding of Bacon and Eggs Media was no exception.

Our team's design response evolved from a fried egg and a pile of crispy bacon to a rather more attractive portrait of the protagonists!

Bacon and Eggs Media is a small publishing house specialising in children's literature. The client was delighted with the result - quirky and original.



Bacon & Eggs Media

egg.

The Australian Institute of Office Professionals
International Conference 2008 - Quasar.

A branding campaign incorporating print and electronic
media with international exposure inviting attendees
from around the globe and calling for sponsors and guest
presenters.

The collateral featured brochures, stationery, web design,
advertising material and event apparel.



egg.