

CORPORATE PORTFOLIO

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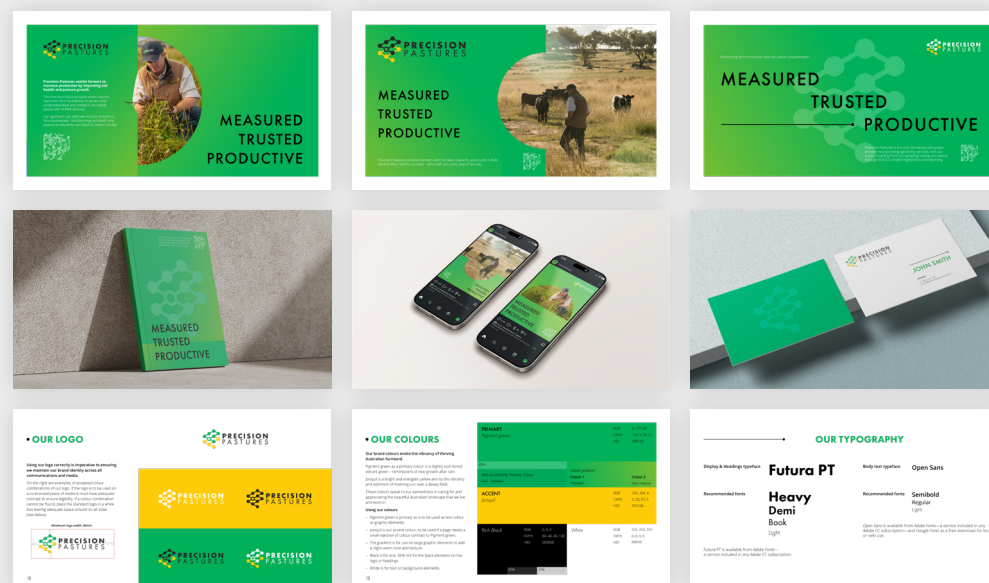
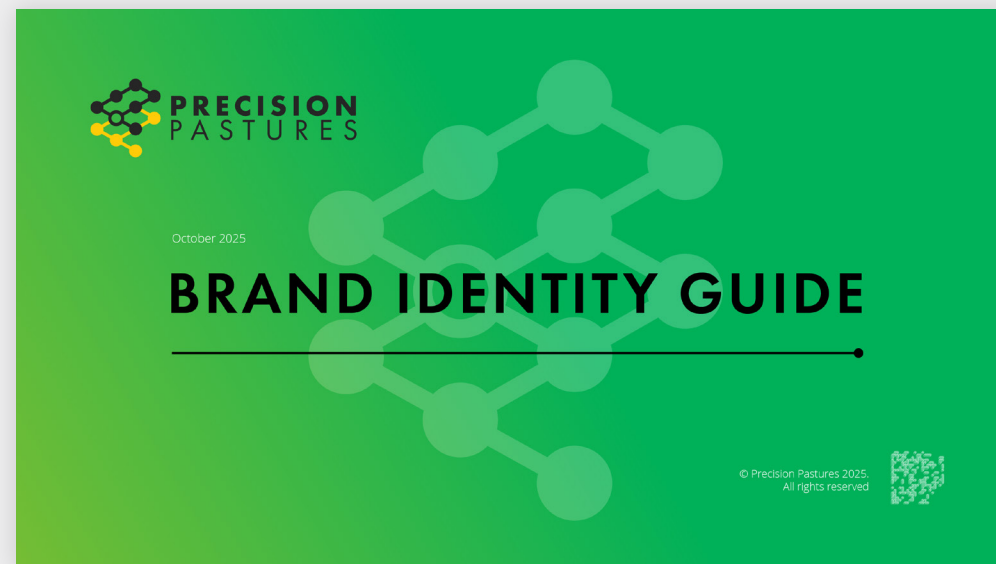
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Style guide

PRECISION PASTURES

Precision Pastures is a soil testing and management company, that provides support and advice for agricultural producers in improving soil quality and carbon sequestration for the purpose of creating ACCUs.

I audited and performed a complete overhaul of their existing brand identity. I produced a style guide that gives guidance on brand principles, examples of on-brand collateral in different mediums, developed brand graphical devices for use on assets, correct logo use, use of brand colours, web accessibility of their colours, brand fonts and an example text hierarchy for typographic work.



Brand Identity

SILKY WINE CO.

Silky Wine Co. is a wine import and distribution business.

I developed the entire brand identity, including the logotype, icon logo, brand colours, brand graphics and style, font selection, style guide and wine folio template development.

SWC.

SILKY WINE CO.



Label Design

DCB WINES

DCB Wines is a wine label based in the Yarra Valley.

For DCBs 2025 vintage they approached me to do a redesign of their labels. The goal was to elevate, while still communicating the bright, cheerful and reasonably priced brand identity.

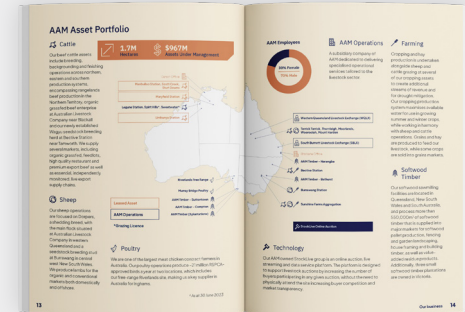


Editorial Design

AAM

AAM is a large-scale, wholly Australian-owned operator and provider of strategic investment, asset management and operational management services.

I was supplied imagery and brand guidelines from the client, which I used to produce a large document outlining their sustainability credentials. This included typographic and layout design and infographic production.



Social Media

As part of my permanent job I regularly have to produce social media assets for our clients to use across their social media channels.

