

CORPORATE PORTFOLIO

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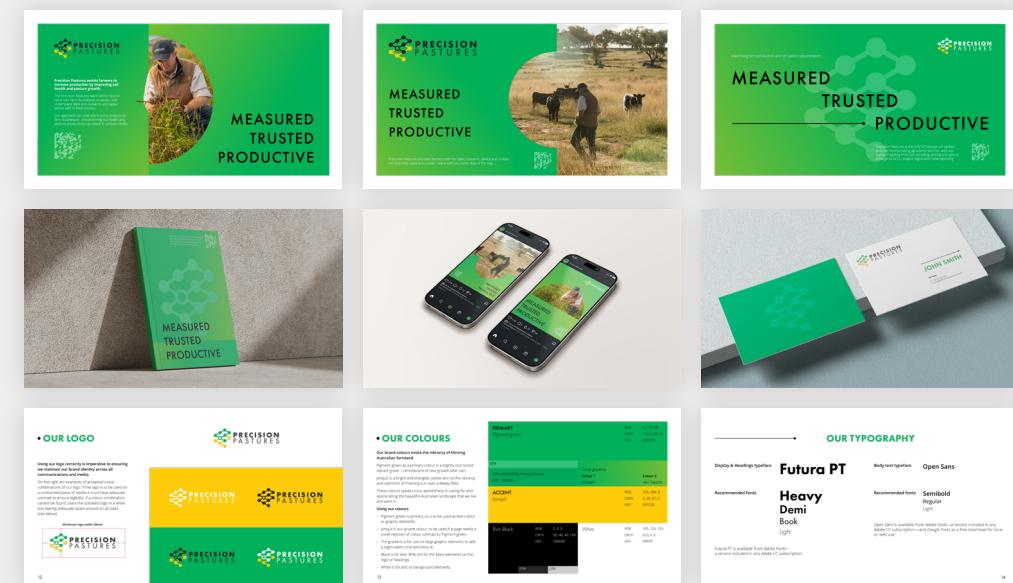
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Style guide

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.

Icon logo
When there isn't adequate space for the primary logo, the icon logo can be used as a social media profile picture or title.

Brand colours

PRIMARY COLOURS
SUMMER / WINTER
Primary Colour Dark Magenta #A80020
Supporting Colour Dark Magenta #C81800
SPRING
Primary Colour Orange #D85010
Supporting Colour Orange #E89000
AUTUMN
Primary Colour Bright Magenta #E80020
Supporting Colour Dark Magenta #F80020

The brand identity includes three colour ways, each corresponding to a season. These are to be used for all communications to consumers. The primary colour palette has been developed for use in non-consumer facing documents.

The Summer/Winter colour scheme is the primary colour way. It is the only colour palette that is used individually and are not intended to be used together.

Ensuring the folio and social media assets align with the brand identity is important for the brand's success. This is achieved by using the primary colour palette as well as providing an opportunity to refresh the brand's online presence.

Graphical elements
When a graphical element is needed to fill space the illustrations can be used with the logo and white fill (see examples 4, 5, 6).

example c:

example d:

example e:

example f:

example g:

BRAND COLOURS P.4

GRAPHICAL ELEMENTS P.7

SILKY WINE CO.

SUMMER FOLIO 2026
Fraser Brown Fraser@silkywineco.com 0466 222 175

MCLAREN VALE

Harrison Riley Harrison

PIEL	Granache Blend	2020, Barossa Valley	\$23.80
SOL	Granache Blend/Roussanne/Picpoul	2020	\$23.80
TAN FRESCA	Granache Blend	2020	\$19.80
TINTA BLANCA	Red Blend	2020, Barossa Valley	\$23.80
SAMSON	Chardonnay	2020	\$23.80
Fleur De Lune	Sparkling	2024	\$23.80
Black Hound	Red Blend	2023, Adelaide Hills	\$25.80

MCLAREN VALE

Harrison Riley Harrison

Harrison Wine deftly balances the convention and constraint of a nine-five job with the freedom of a wine bottle. He started in 2015, with a humble tonne of grapes from his parents' vines in McLaren Vale and Barossa Valley. In pursuit of purity, texture, and complexity, Riley crossed regional boundaries to secure small parcels of the most interesting vines from across the state. His wines are a reflection of the wine's terroir, and in the bottle, they're a reflection of the wine's maker. The resulting creatively charged wines are bold, expressive, and complex. Riley's wines are a reflection of his personal expression. Riley's winemaking style is a balance between the lines of conventional and innovative winemaking.

SILKY WINE CO.

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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.

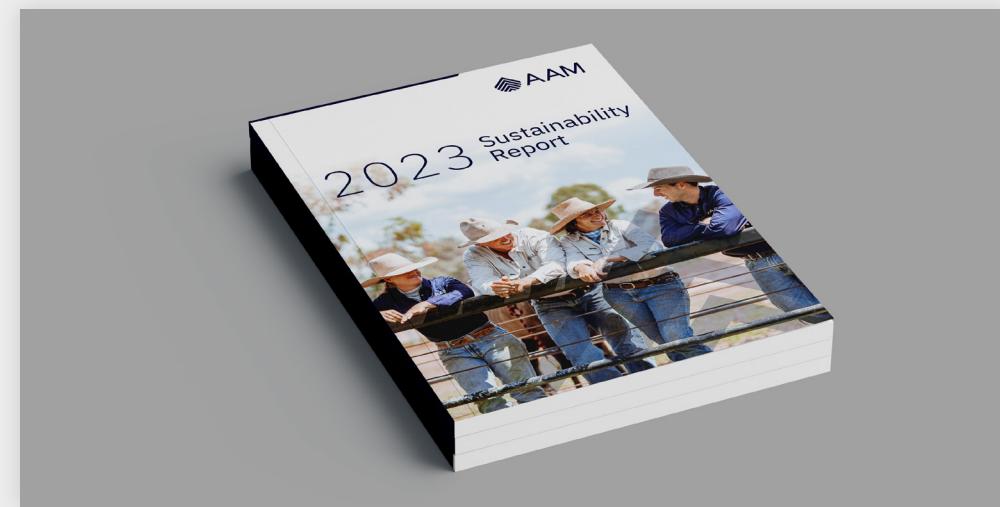


Editorial Design

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.

