

CORPORATE PORTFOLIO

JASPER FREE

jasper.l.free@gmail.com
@freej.freej.freej

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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.



OUR LOGO

Using our logo correctly is important to ensuring we maintain a strong identity across all communications.

On this page are examples of incorrect colour combinations and incorrect usage of the logo. These are examples of how not to use the logo. It is important to remember that the logo is a registered trademark and must not be used in any way that suggests it is associated with another company or product.

OUR COLOURS

Our brand colours are made up of the early days of farming. The colours represent the earth, the sky, the sun, the rain, the grass, - or elements of the great outdoors can also be used. The colours are: Primary, Secondary, Tertiary, and Neutral.

PRIMARY

Color	Hex	R	G	B
Primary Green	#008030	0	80	30
Secondary Yellow	#F0E68C	240	230	140
Tertiary Blue	#0070C0	0	70	192
Neutral Grey	#BDBDBD	18	18	18

SECONDARY

Color	Hex	R	G	B
Yellow	#F0E68C	240	230	140
Orange	#FF9933	255	153	51
Red	#FF3333	255	51	51

TERtiary

Color	Hex	R	G	B
Blue	#0070C0	0	70	192
Cyan	#00FFFF	0	255	255
Green	#008030	0	80	30

Neutral

Color	Hex	R	G	B
Grey	#BDBDBD	18	18	18
Black	#000000	0	0	0

OUR TYPOGRAPHY

Display & Headline Typeface: **Futura PT**
Body Text Typeface: **Open Sans**

Recommended fonts:

- Heavy**
- Demi**
- Book**
- Light**

Recommended from:

- Semibold**
- Regular**
- Light**

Futura PT is available from Adobe Fonts - a service included in any Adobe Creative Cloud subscription.

Open Sans is available from Adobe Fonts - a service included in any Adobe Creative Cloud subscription.

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 for all communications to ensure the brand is always present. It uses the same secondary colour palette as the primary logo.

Brand colours

PRIMARY COLOURS

- SUMMER / WINTER**
 - Primary Colour Bright Orange CIE X: 0.47 Y: 0.42 Z: 0.04 CMYK: 100/0/0/0 RGB: 255/140/0 Hex: #F79400
 - Supporting Colour Dark Magenta CIE X: 0.18 Y: 0.08 Z: 0.04 CMYK: 100/100/0/0 RGB: 0/0/100 Hex: #000064
- SPRING**
 - Primary Colour Bright Orange CIE X: 0.47 Y: 0.42 Z: 0.04 CMYK: 100/0/0/0 RGB: 255/140/0 Hex: #F79400
 - Supporting Colour Light Blue CIE X: 0.18 Y: 0.18 Z: 0.04 CMYK: 0/100/100/0 RGB: 0/100/255 Hex: #00A0F0
- AUTUMN**
 - Primary Colour Bright Magenta CIE X: 0.18 Y: 0.08 Z: 0.04 CMYK: 100/100/0/0 RGB: 0/0/100 Hex: #000064
 - Supporting Colour Dark Magenta CIE X: 0.18 Y: 0.08 Z: 0.04 CMYK: 100/100/0/0 RGB: 0/0/100 Hex: #000064

The brand identity includes three colour ways, each corresponding to a season. These are primarily used for all communications to ensure the brand is always present. It uses the same secondary colour palette as the primary logo.

The Summer/Winter colour scheme is the primary colour way. It is the only colour scheme used across all non-consumer facing documents.

Ensuring the folio and social media assets align with the brand's seasonal colour palette is important for maintaining consistency in the brand identity. Doing so references the brand's values and mission, as well as providing an opportunity to refresh the brand's online presence.

Graphical elements

When a graphic element needs to fit space the illustrations can be used with white stroke width. See examples e, f, g.

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	Grenache Blanc	2020, Barossa Valley	\$23.80
SOL	Grenache Blanc/Roussanne/Pinot Gris	2020	\$23.80
TAN FRESCA	Grenache Blanc	2020	\$19.80
TINTA BLANCA	Red Blend	2020, Barossa Valley	\$23.80
SAMSON	Cinsault	2020	\$23.80
Fleur De Lune	Grenache	2020	\$23.80
Black Hound	Red Blend	2020, Adelaid Hills	\$25.80

MCLAREN VALE

Harrison Riley Harrison

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Grenache Blanc
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SOL
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2020
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TAN FRESCA
Grenache Blanc
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Red Blend
2020, Barossa Valley
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Black Hound
Red Blend
2020, Adelaid Hills
\$25.80

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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.

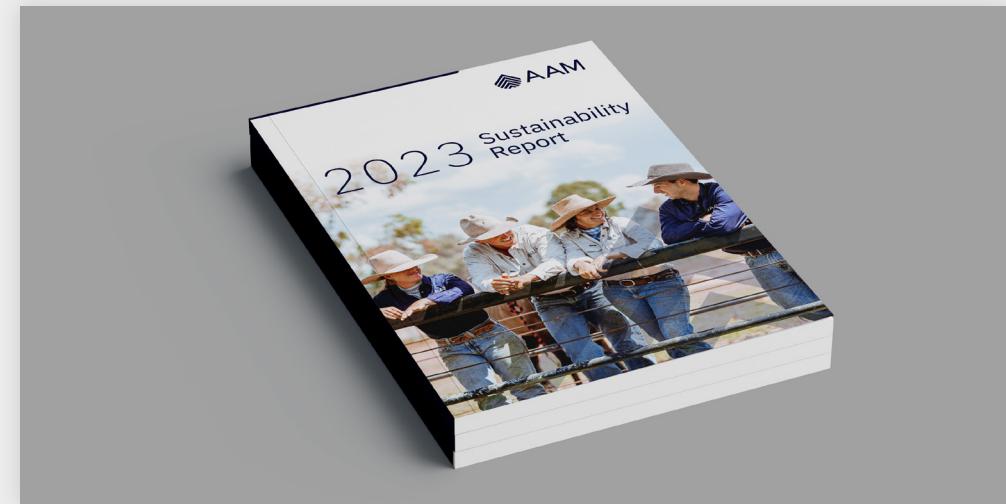


Editorial Design

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.

