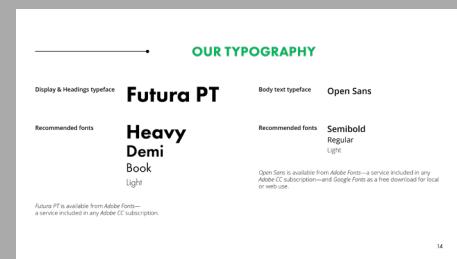
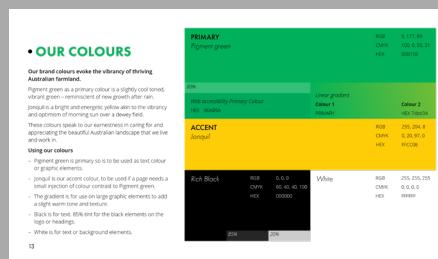
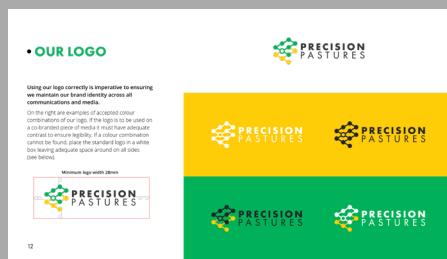
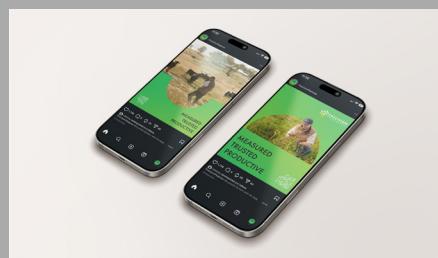


CORPORATE FOLIO

BRANDING & IDENTITY

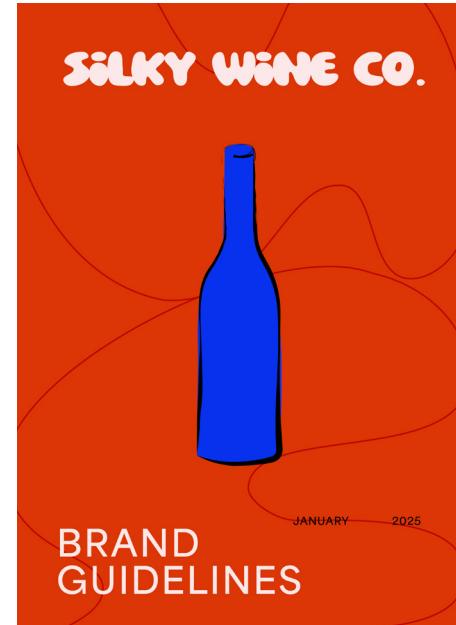
1 | STYLE GUIDE

This brand had a logo but required a brand refresh and development of a new brand identity.



2 | BRAND AND STYLE GUIDE

Complete branding and style guide package developed for the client.



Primary logo

The Silky Wine Co. identity blends a playful aesthetic with a clean presentation, describing the sophistication of wine culture along with its joyful nature. The logo should be used boldly and clearly.

The logo has three main colour ways, the brand Red (or Primary Colour), the brand Dark Red (or Supporting Colour) and the brand Off-white. It can be used in monochrome if required but is not preferred.

SILKY WINE CO.

SILKY WINE CO.

SILKY WINE CO.

PRI
MARY LOGO P.1

Icon logo

When there isn't adequate space for the primary logo the icon logo can be utilised e.g. social media profile pictures or tiles.

SWC.

SWC.

SWC.

ICON LOGO P.2

Brand colours

PRIMARY COLOURS
SUMMER / WINTER

Primary Colour Bright Red CIR M92 Y00 K1 #920000 B6 #B60000	Supporting Colour Dark Red C16 M00 Y00 K8 #000000 B3 #B0B0C3
--	---

SPRING

Primary Colour Bright Orange C0 M61 Y00 K0 #006100 B0 #FFB000	Supporting Colour Dark Orange C0 M76 Y00 K0 #007600 B0 #F0E68C
--	---

AUTUMN

Primary Colour Bright Magenta C15 M00 Y88 K5 #000088 B0 #A929E8	Supporting Colour Dark Magenta C24 M00 Y00 K20 #000000 B0 #A929E8
--	--

PRI
MARY COLOURS P.4

Brand colours

SECONDARY COLOURS

Accent Colour Blue C19 M76 Y0 K0 #995599 B0 #000000	Heading Colour White C0 M0 Y0 K0 #000000 B0 #FFFFFF
--	--

These secondary colours apply to all seasonal colour ways.

The accent colour is primarily to be used for small graphical elements where it needs to stand out from the brand Off-white (e.g. the graphical element at the bottom of this page).

Rich Black
Black
C0 M0 Y0 K100
#000000 B0
#000000

Off-white
White
C0 M0 Y0 K0
#F5F5F5 B0
#F5F5F5

BRAND COLOURS P.5

Graphical elements

example c.

example d.

When a graphical element is needed to fill space the illustrations can be used with black stroke and white fill (see examples c & d).

example e.

example f.

example g.

When a page needs a textural element to fill space the illustrations can be used as white stroke with no fill (see examples e, f & g).

GRAPHICAL ELEMENTS P.7

Typography

The chosen brand font is "Area Normal". It is a minimal sans serif, chosen because of its legibility and precise aesthetic. It's available on Adobe Fonts.

PRIMARY FONT
Area Normal

Heading Level 1
Font size 48pt. Font weight Semibold. Leading Auto. Tracking 50

Heading Level 2
Font size 24pt. Font weight Semibold. Leading Auto. Tracking 50

Heading Level 3
Font size 16pt. Font weight Semibold. Alignment Full justification. Tracking 50

Introduction Paragraph
Font size 16pt. Font weight Normal. Leading 20pt. Tracking -20

Body Copy
Font size 14pt. Font weight Thin. Leading 18pt. Tracking 50

TYPOGRAPHY P.8

3 | SUSTAINABILITY REPORT

A PDF for digital use outlining the sustainability credentials of an Agriculture Investment Company. This project required infographic production as well as editorial design.



4 | INFORMATIONAL BROCHURES

PDFs for digital use providing industry information for beekeepers



Australian Honey Bee Industry Council

Managing your bee hive to prevent pests and diseases

Australia is currently one of the only countries in the world free from many of the serious honey bee pests found overseas. Preventing pests and diseases is central to keeping bees and hives healthy and minimising risks to the broader industry from any biosecurity threats. Follow these top tips to help minimise risks to Australia's honey bee industry.

Attend registered training **Know your bee hive** **Understand threats** **Conduct regular checks**

Understand threats

All beekeepers, regardless of whether they are hobbyists or commercial operators, moving hives around the country to manage different seasons and locations can pose a significant risk to Australia's honey bee industry. It is important to play a role in preventing honey bees from becoming pests and diseases.

Venom Mite is the most serious biosecurity threat to Australia's honeybee industry. While it is currently the only beekeeping pest or disease that has been identified as being able to cause significant impacts to our honeybees, there are other pests and diseases currently found in Australia that have the potential to become a threat.

Conduct regular checks

It is important that beekeepers conduct at least two full breed bee inspections every year. This will help you identify any issues with your bees and take action early to help strengthen your colony and to reduce losses.

Australian Honey Bee Industry Council

Bee and beekeepers play an invaluable role in producing what the world needs to eat. The Australian Honey Bee Industry Council (AHBC) is the national peak body for the Australian honey bee industry. AHBC works to protect the long-term economic viability of the industry, and to promote the relationship between the honey bee and healthy Australian agriculture. AHBC advocates for its members and the industry, and represents the interests of individuals and businesses from across the supply chain.

Become a friend of AHBC

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ahbc.org.au

[Facebook](https://www.facebook.com/australianhoneybeeindustrycouncil) [Instagram](https://www.instagram.com/australianhoneybeeindustrycouncil/) [Twitter](https://www.twitter.com/australianhoneybeeindustrycouncil) [LinkedIn](https://www.linkedin.com/company/australian-honey-bee-industry-council/)

honeybee.org.au





How bees make honey

Flowers provide two different food sources for a honey bee's survival. The first is nectar, the sugary juice collected from the flower's heart which is used to make honey and is a great source of energy for the honey bee. The second is pollen, the protein rich powdery substance made by flowering plants, trees and grasses.

300 bees **21 weeks** **450g honey**

Collecting pollen

Pollen is powder flowering plants, tree and grass make to ensure more of the flower's seeds are spread. When the honey bees collect pollen, they help to pollinate flowers. After a week of foraging and pollination once or twice a day, the seeds of the flower will begin to grow. In fact, one third of the food we eat has been made by a honey bee, which is then fed to the larvae.

Did you know?

The honey bee can fly up to 5 km per hour using its wings. It can fly at 15 km/hour, but it can only take off with a load one quarter of its own weight.

Collecting nectar and making honey

Nectar comes from flowers, which means there are hundreds of different types of flowers that can produce nectar. When the honey bees collect pollen, they help to pollinate flowers. After a week of foraging and pollination once or twice a day, the seeds of the flower will begin to grow. In fact, one third of the food we eat has been made by a honey bee, which is then fed to the larvae.

Before returning to the flower again for nectar, the honey bee will clean its legs and claws to remove any pollen. It will then bring the nectar to one of the indoor bees. The nectar is stored in the bee's crop until the moisture content is reduced to about 18%, then the honey bee will start collecting nectar again. The nectar is stored immediately in the honey bee's crop. The nectar is then heated to about 37°C, some evaporation is caused by the heat, and the temperature inside the hive.

Did you know?

It takes approximately 1000 flowers to produce 1 gram of honey. It takes about 2000 flowers to produce 1 gram of pollen. The honey bee can carry a load of pollen that is twice its own weight, while today's modern airplane can only take off with a load one quarter of its own weight.

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ahbc.org.au

[Facebook](https://www.facebook.com/australianhoneybeeindustrycouncil) [Instagram](https://www.instagram.com/australianhoneybeeindustrycouncil/) [Twitter](https://www.twitter.com/australianhoneybeeindustrycouncil) [LinkedIn](https://www.linkedin.com/company/australian-honey-bee-industry-council/)

honeybee.org.au



COLLATERAL DESIGN

5 | MEAL/EXERCISE PLAN CARDS

Physical trading cards that were given out as part of a marketing campaign for Australian Organic Limited. Each card has a meal and exercise plan for each day of the week.



**Anthony Minichiello's
Organic Wellness Plan – MONDAY**

**Australian Organic
AWARNESS MONTH**

MiniFit

BREAKFAST Organic black coffee from 'bean ground & drunk', 3 fried eggs, avocado & mushrooms.

LUNCH Mixed organic salad: lettuce, spinach, cucumber, tomato, carrot, organic grilled chicken, walnuts, extra virgin olive oil.

DINNER Slow cooked Cleaver's lamb shoulder, fermented sauerkraut, organic brussel sprouts & sweet potato. Salad: lettuce, tomato, cucumber, avocado, extra virgin olive oil and apple cider vinegar.

CARDIO WORKOUT

WARM UP Dynamic stretching: 10 reps of leg swings, calf raises, air squats and side lunges. Walk for 2 min, run for 5 min. Finish warmup with a 50m sprint.

ACTIVITY 30 x 100m sprints. After each sprint, walk for 50m and jog for 50m before repeating sprint.

COOL DOWN Walk for 3 min, light stretching.

All ingredients in the meal plan use certified organic produce. Card production authorised by Australian Organic Limited. For more information visit whyorganic.com.au. For further information on recommended workouts visit minifit.com.au

**Anthony Minichiello's
Organic Wellness Plan – WEDNESDAY**

**Australian Organic
AWARNESS MONTH**

MiniFit

BREAKFAST Black coffee from 'bean ground & drunk'. A green smoothie with organic ingredients: coconut water, a handful of baby spinach, 1 banana, 1/2 Coles avocado, 1 tablespoon collagen powder.

LUNCH Salad: lettuce, cucumber, tomato, avocado, anchovies, sesame seeds, extra virgin olive oil, apple cider vinegar.

DINNER Slow cooked Cleaver's beef ribs, steamed sweet potato, zucchini & cauliflower with salad of lettuce, cucumber, tomato and avocado.

SPORT WORKOUT

ACTIVITY Pick a sport! One of tennis, padel, squash, touch footy, Oztag, long walk/run, or golf (with no cart).

COOL DOWN Stretching.

All ingredients in the meal plan use certified organic produce. Card production authorised by Australian Organic Limited. For more information visit whyorganic.com.au. For further information on recommended workouts visit minifit.com.au

**Anthony Minichiello's
Organic Wellness Plan – FRIDAY**

**Australian Organic
AWARNESS MONTH**

MiniFit

BREAKFAST Choc berry smoothie with organic ingredients: coconut water, mixed berries, 1 tbsp raw cacao powder, 1 tbsp collagen powder.

LUNCH Bone broth.

DINNER Grass fed Cleaver's Scotch fillet steak, fermented sauerkraut, steamed asparagus and a salad of lettuce, cucumber, cherry tomato, avocado, carrot, olive oil and apple cider vinegar, topped with sunflower kernels.

STRENGTH WORKOUT

WARM UP Very light bench press, seated row and deadlifts.

ACTIVITY Circuit of bench press, seated row and deadlifts. 6 reps of each for the first two sets, 4 reps of each for the next two sets, and 3 reps of each for final set.

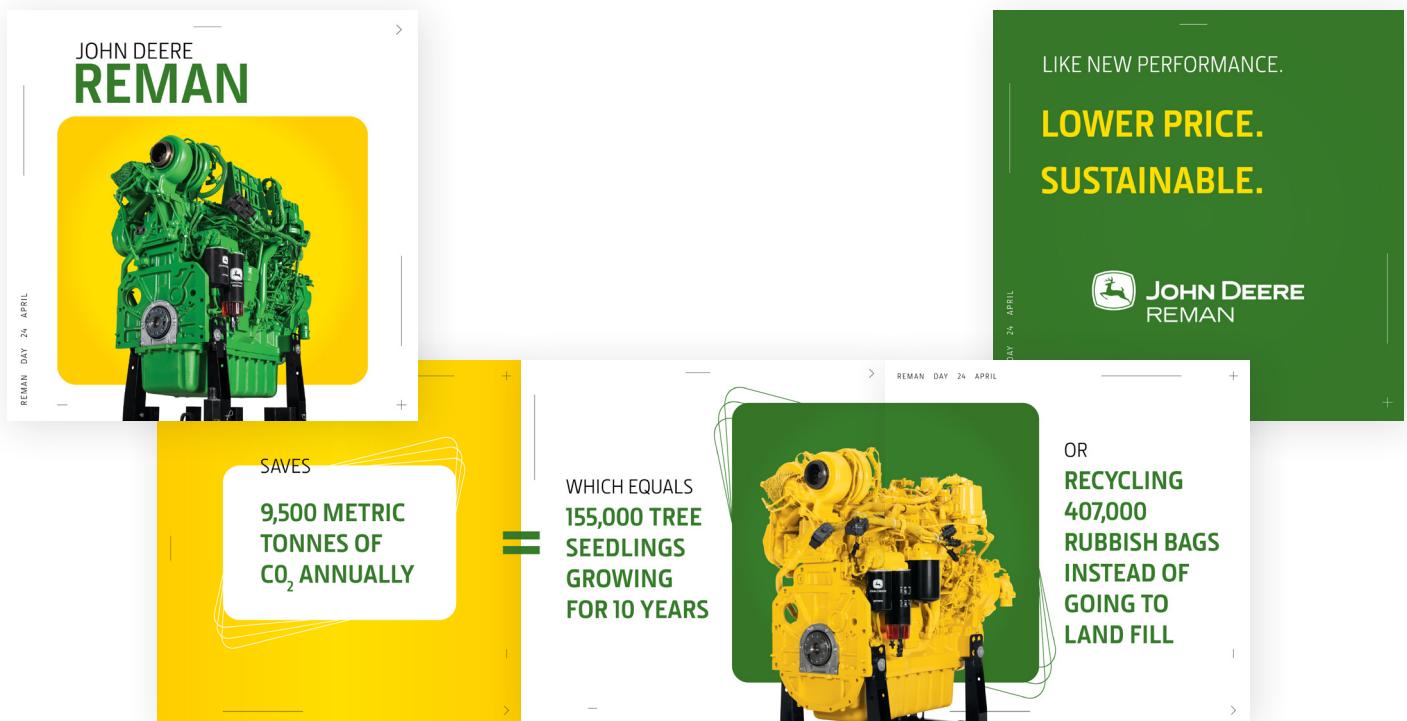
COOL DOWN Core stability 5 min. Side bridge for 1 min each side, 1 min front bridge, 1 min back bridge. Repeat once.

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SOCIAL MEDIA DESIGN

6 | SOCIAL MEDIA CAROUSEL

A carousel of social media images to promote 'Reman Day' for a client.



7 | SOCIAL MEDIA POST

A social media post celebrating beekeeping in Australia.



8 | SOCIAL MEDIA POST

A social media post introducing a new channel of communication for a client.



9 | SOCIAL MEDIA POST

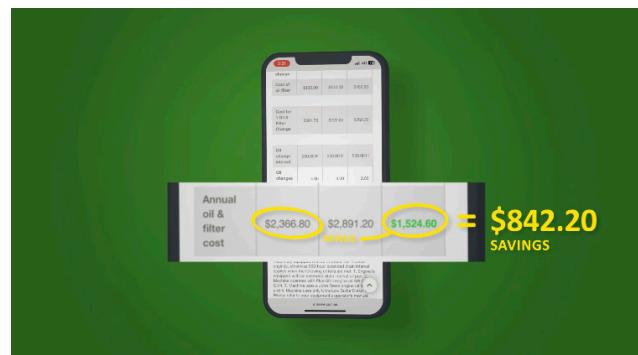
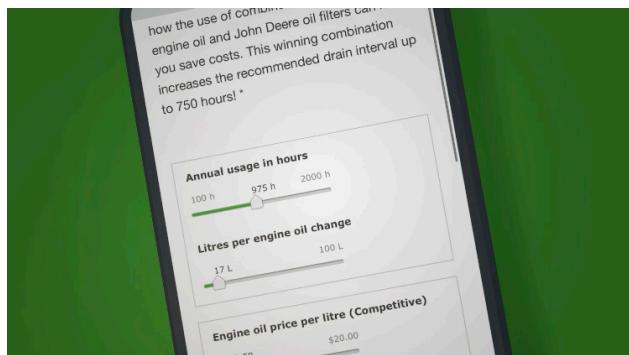
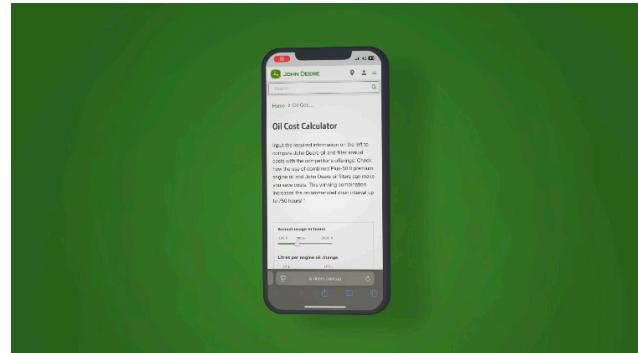
A social media post celebrating an award winner.



SOCIAL REEL PRODUCTION

10 | DISPLAY ADVERTISEMENT

An animation advertising a web app for calculating business costs for agricultural machinery use.



[WATCH HERE](#)

11 | DISPLAY ADVERTISEMENT

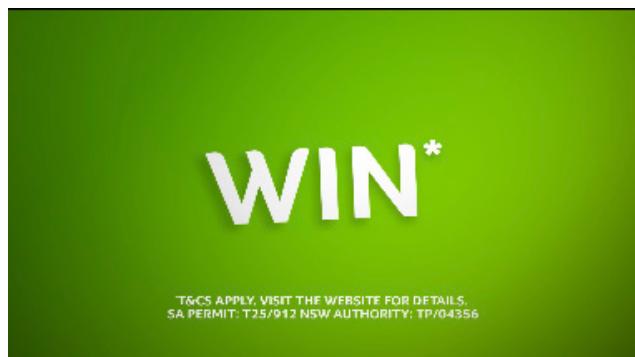
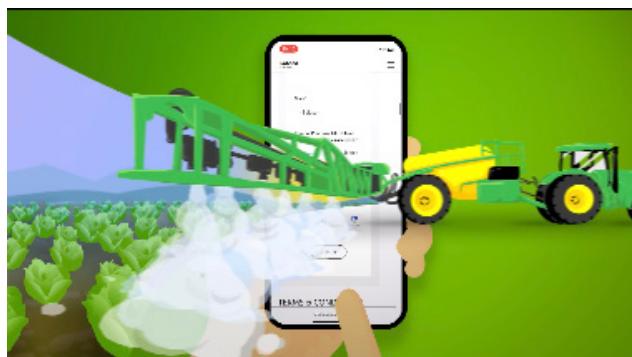
An animation advertising a service for customers.



[WATCH HERE](#)

10 | DISPLAY ADVERTISEMENT

An animation advertising a marketing campaign for a client.



[WATCH HERE](#)