

PORTFOLIO

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SIMON WILLIAM BAIRD

to Native Amer

Dr the u



AURENDA

to lead

the earth and a

This spirit offer

Aurenda are an injury management consultancy that required a revitalisation of their identity. The flowing ink concept represents the top down approach to implementing their methodology and the diffusion of their expertise throughout an organisation. The name Aurenda is derived from the guiding Native American spirit that flows through all things.

Americans,
unifying
people

Aurenda
BECAUSE INJURY COSTS

Brand

The bespoke logotype was based on Futura with the bar on the 'A' emphasizing a forward moving flow of ideas and a ying-yang like balance.

The brand was used on printed materials, signage and online.

Stationery

The stationery ranged from letterheads and business cards to marketing cards, envelopes and notebooks. Most items were printed using three colours with two PMS oranges used to create the vibrant colour but subtle detail of the spines. Letterheads and followers could be bound with a bellyband that interlocked with a diecut.

Each business cards featured an individual ink flow creating an unique calling card for each of the staff.

Website

The website uses a CMS backend with pages overlaid on individual ink backgrounds.

rs guidance,

MODUS OPERANDI

Modus Operandi are creative thinkers. They pride themselves on providing their clients solutions that combine strategic expertise, visual creativity and technologic innovation. The identity was based on a cloud concept. From daydreaming to a cartoon thought, the simple cloud was versatile and effective in representing ideas taking flight.

ave tasted
walk the
leaves
d
a
return.
mo

Promotional Poster

What do you see in the clouds? The poster was used as a promotional handout as well as being used as a backdrop for business conferences and industry talks.

Website

The website featured slowly drifting clouds as the background to Modus Operandi's invitation to 'Explore. Dream. Discover.' Viewing the work section of the website takes you skyward to view individual projects.

Stationery

Letterheads, comp slips and promotional cards were all printed with one colour both sides.

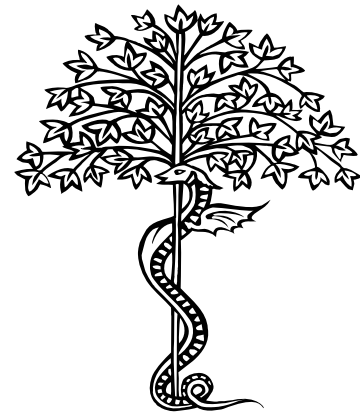
The business cards featured a clouded sky on the reverse with the MO logo as a spot UV.

10 craft wines

of great quality, character,

HOWARD PARK WINES

Howard Park have been one of the leading wine producers in Australia for over 20 years. Their vineyards in Margaret River and the Great Southern produce some of the country's finest wines. In promoting themselves to the international market, Howard Park needed a credentials document that reflected their high quality, craftsmanship and passion for wine.



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International Credentials Document

The document needed to express the passion Howard Park have for winemaking and present to the international market an organisation of exceptional quality.

The cover was printed with two licks of black on a textured uncoated cream stock. The brand was embossed then foil stamped with gold.

Photography on the internal pages were shot specifically for the document and printed in six colours using waterless printing. The finished document was sewn bound to further highlight the craftsmanship of the brand.

20th Anniversary Launch Movie

Howard Park celebrated their 20th anniversary with a vertical tasting beginning with their 2007 range. The event was celebrated with critics and distinguished guests enjoying gourmet food to accompany the fine wine.

The crescendo to the night was the launch movie covering the twenty year history of Howard Park. The opening featured the 'tree of life' brand growing in time with the classical strings that underpinned the movie.

Universal Bar

UNIVERSAL BAR

The Universal Bar is practically an institution. Established over 14 year ago, the bar is renowned for its live music, atmosphere and cocktails mixed with flair and, occasionally, flare.

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Brand

With shapes based on a conformal map of the globe, the design of the Universal Bar logo remains true to the bar's history. The custom typeface was inspired by the unique letterforms on the original signage.

Terrace Bar Campaign

The development of the new upstairs bar to the heritage listed building was a huge endeavour. The key concept in launching the new bar was to show that the much loved atmosphere and energy was also available at the Terrace Bar.

From photos of the original bar, cross sections were stretched and mirrored to show an upward movement of the bars energy and atmosphere. Information was kept minimal to encourage intrigue and generate word of mouth.

The opening night was a huge success with a second launch party organised just to meet the demand.

Website

The Universal Bar website utilises a simple content management system allowing frequent updates to gig guides, features, menus and promote upcoming events.



THE HOUSE OF JAZZ & BLUES

THE GREAT WINE ESTATES OF WESTERN AUSTRALIA

The Great Wine Estates of Western Australia are a group of the eleven most prestigious wineries in the state. They hold an annual event with the most recent being the En-Primeur Auction. The winery collective needed a revision of their brand and an online presence that demonstrated the excellence of each member and the significance of winemaking in Western Australia.

Lair Howard

Estate

Brand

With the need to express elegance, prestige and the highest quality, a typeface based on the handwriting of a 19th century calligrapher was used and adapted with custom ligatures.

Website

The challenge for the website was to highlight each winery's qualities whilst representing them as a cohesive group. The solution took advantage of the labelling on the top of the wine bottles. A wine crate was photographed then enhanced in photoshop. Clicking on a bottle top opens a short flash movie on the winery selected. The twelfth bottle promotes the winemaking history of WA.

Invitation

In keeping with the elegance of the website, the invitation for the En-Primeur Auction uses understated imagery.

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ARMADALE

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Armadale

Armadale is a residential and commercial region that acts as a gateway to the Southwest and to the Eastern States. The redevelopment of the area has a strong water management agenda. Houses and businesses will be up to 70% more water efficient and the expansion of infrastructure includes the Champion Lakes Aquatic Centre with an Olympic standard rowing facility.

pace to grow

Brand

The Armadale region is made up of a series of developing sites. These growing areas intersect in the same way as expanding ripples from droplets in water. The brand for Armadale was created from the convergence of these expanding rings. The marque echoes the natural environment, ties closely to the letterform of an 'A' and represents the future of the region; growing outward and upward from strength to strength.

The unique shape allowed for a versatile colour scheme based on hues of the region. The colour could change depending on the application.

Multimedia Business Prospectus

The constant developments to the area meant that print wasn't economical or environmentally feasible. The Multimedia Business Prospectus was developed to keep content up to date with use of an internet connection.

The CDROM featured movies and information on each development precinct along with an analysis section using flash graphs to present statistics on demographics, dwellings, and employment.

Each section of the prospectus was modular allowing sections to be selected and ordered to create a personal presentation.

The interface used colours from the region to create distinct sections and had revolving background elements in the same style as the Armadale brand.

The intersecting circles theme was continued through to the transitions in the section movies.

MISCELLANEOUS

Adjective.
(of items gathered or considered together)
of various types or from different categories.

Miscellaneous
the largest category

Spicers Paper Promotion

The foldout poster promoted two free movie tickets from purchasing stock. The 'seats' were created cheek by cheek from an A4 scanner. Some guys were disturbed to discover that the ass on the right was actually not a chick!

Otis Website

The corporate site for Otis Eyewear utilized a strict grid that allowed content to 'roll through.' The flash site contained their latest range and took advantage of online applications like Flickr and YouTube.

International Diamond Investments Ltd.

The brand was based on the reflection created from a diamond. The cover used a holographic foil stamp to emulate a diamond light spectrum.

Innate Wisdom

The practice of network chiropractic relies on touch invoking the natural disposition of the body. Lines of energy embossed onto the business card create the tactile sensation used in the treatment of patients.

Buzka

The online application allows users to capture and share websites. The bespoke logotype was designed specifically to be used at small sizes on screen.

The branding expanded into the application's interface design and the creation of a character to introduce features.

McHenry Hohnen Website Concept

The renowned winemakers opened the boutique winery embracing old-fashioned 'common sense' farming philosophies. The site design combined classically styled typography with collage elements from the winemaking process.

Galway Identity

Galway specialise in providing Oracle trained consultants to fill positions. The logo design shows the empty space of the Oracle 'O' being filled by the Galway 'G'.

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