

Exit the Pig.

The Year of the Pig is nearing its end, but luckily, the opportunities to create strong packaging, branding and corporate identity programs haven't.

'Twice as Nice', a brand we developed a number of years past comes back with a revamped vengeance for the young and the young at heart. We also air works developed for Marble Group, a somewhat left-field recruitment agency, and 'The Trail', a visual strategy to promote 'culinary' tours throughout Western Australia's southwest.

A bottle or two always seems to be on our books, and this time around we present two re-branding programs for Sandalford Wines – Sandalford Estate Reserve and Element.

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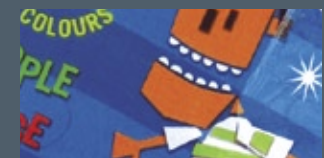
MARBLE GROUP



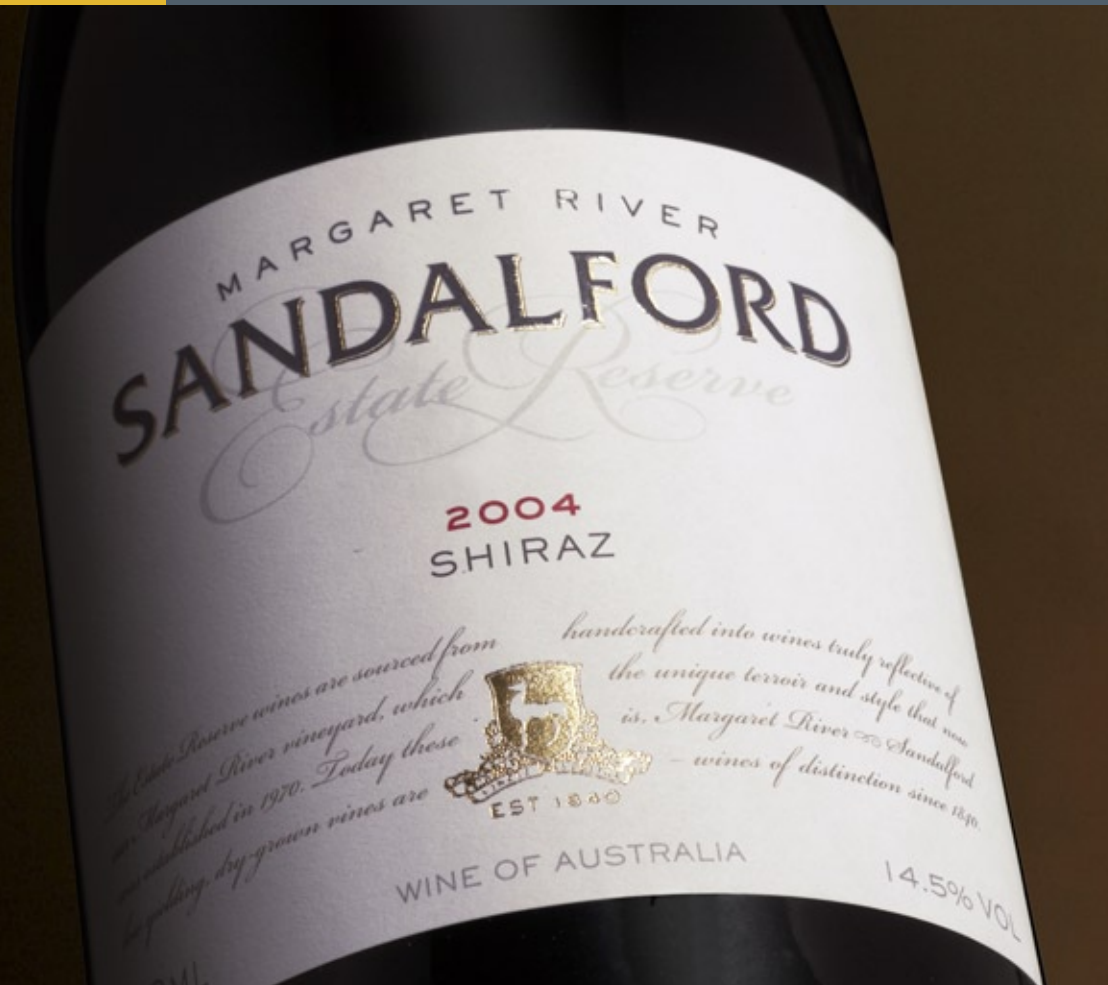
ELEMENT



THE TRAIL



TWICE AS NICE



Sandalford Estate Reserve

Following in the footsteps of the highly successful brand development of Sandalford's ultra premium Prendiville Reserve, is the recent re-branding of the company's premium Margaret River wine range. Now branded 'Sandalford Estate Reserve', the label series draws upon a combination of classic-contemporary cues, which include the use of elegant typography, subtle paper embellishments and a generosity of space.

Highly applauded by the trade and consumers alike, the re-branding marks a significant milestone in Sandalford's marketing strategy in its domestic and international markets, and underscores a visual culture that is unquestionably, 'Sandalford'.



ESTATE RESERVE



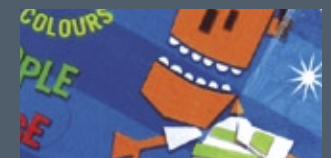
MARBLE GROUP



ELEMENT



THE TRAIL



TWICE AS NICE



Marble Group

Recruitment has become very much a part of the employment landscape in recent years, so much so, that it has also become a very competitive industry. Marble Group made its entry into the market some eighteen months ago, bringing with it a lateral approach, as well as a wealth of knowledge on the part of the directors, particularly from expertise developed in the UK.

After just twelve, highly successful months of operation, the company elected to engage REB Design to develop a new visual strategy, which would better reflect its point of difference, unique services and ever growing reputation. What evolved was a comprehensive program inclusive of the development of the corporate identity and associated positioning statement, website styling and promotional literature.

The humble marble is no longer.

Your move... www.marblegroup.com.au



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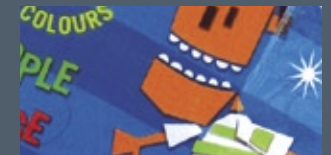
MARBLE GROUP



ELEMENT



THE TRAIL



TWICE AS NICE

Element

'Element of Sandalford' marks the revitalisation of a highly recognisable brand for Sandalford Wines, one of Western Australia's more applauded wine producers. The brand had lost some of the contemporary 'edge' it originally possessed almost a decade before, and in the eyes of the board of management, was in need of invigoration.

The revitalised series of labels pay homage to the success of the past and the wants of the future. The distinctive iconic symbols, representative of the earth's elements, now reinterpreted on fields of vibrant colour, have generated greater consumer appeal, particularly amongst a younger, more discerning, wine savvy demographic.



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MARBLE GROUP



ELEMENT



THE TRAIL



TWICE AS NICE

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MAKING A POINT OF DIFFERENCE

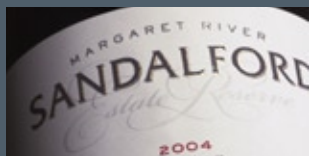
AN IRREGULAR UPDATE FROM REB



The Trail wine

Western Australia's south-west is world renowned for its stunning beaches, majestic forests and premium wines, but few from fields afar would have little notion of the area's culinary delights! As part of a 'recipe' to remedy this lack of knowledge, Australia's South West, commissioned REB Design to create a visual identity to promote a range of unique, 'culinary' self drive tours throughout the region.

The result is 'The Trail', which included the development of the brand name, the brand signature and its associated positioning statement, art-direction of the photography, and the development of a style guide, inclusive of advertising guidelines. Highly received in the UK and eastern Australia, the strategy is well 'on track' to whet the appetite!



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MARBLE GROUP



ELEMENT



THE TRAIL



TWICE AS NICE

Twice As Nice

It's been some seven years since REB Design developed the somewhat naive, but highly successful Twice as Nice ice confectionary packaging. But, like with many FMCG brands, which are specifically designed to appeal to 'little people', it was recently deemed high time to revamp the visual style to maintain consumer interest.

The new graphics adopt a somewhat edgier persona so as to appeal to a broader, slightly 'older' demographic, but still retain the intensity of colour, which was the hallmark of the original range. Designed as part of a series, the re-invigorated brand is available in supermarkets nationally and is guaranteed to appeal to the sweet tooth of many!



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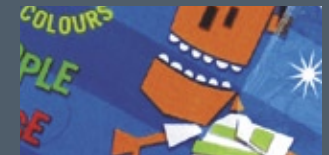
MARBLE GROUP



ELEMENT



THE TRAIL



TWICE AS NICE