

## Face and deliver.

Be it big or be it small, the development of a brand is somewhat akin to the development of a 'personality', for someone other than oneself – a difficult task at the best of times.

In this issue of e'ssence we cover the gamete - from the delivery of a new face for a fledgling start-up business, to that for a large, well established and internationally recognised enterprise. In between, we've laced it with projects as diverse as the creation of an identity for a 'new' Stone Henge and packaging to tempt those who love some spice in their lives.

We also shape yet another 'face', within the brand hierarchy of one of Western Australia's more notable premium wine producers.

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THE PERTH MINT



JANGO



THE HENGE



SANDALFORD



34°SOUTH DUKKAH

## The Perth Mint

Tradition, craft, heritage and value. These words underpin the recently completed re-branding strategy for The Perth Mint, Australia, which has an enviable international reputation for its minted products and its precious metal depository.

Central to the program was a new identity, a stylised image of a majestic swan, which maintains strong visual links with the organisation's original marque.

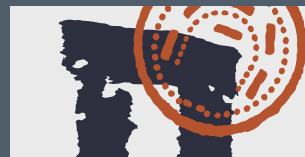
The all-encompassing re-branding program, which took the better part of twelve months to be realised, included a brand audit and analysis, the styling of a broad range of communication material and the development of a comprehensive style guide to ensure consistent brand management in the years ahead.



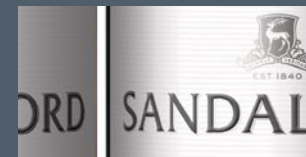
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## Jango

'Gourmet' and 'food on the run' may have an uneasy kinship for some, but for James 'Jango' Webster, a highly successful international chef, freshly produced succulent food for the city worker on the run, was a model worth striving for.

The result is Jango - Gourmet Express. The branding program required a strong collaboration with award winning retail design consultancy, Carol Anne Cassidy & Associates, which was responsible for the contemporary interior.

Jango is a food lover's delight, which boasts a sharp brand identity, visual culture and packaging that can be applied to further outlets as they come on stream in the not too distant future.



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## The Henge

Think of left field thinkers and you automatically think of Ross Smith – the creator of the highly successful Colonial Brewing Co. in Margaret River.

'The Henge' is his latest entrepreneurial vision – an accurate replica of Stone Henge before it fell into ruin a millennium or so ago! "Build it and they will come" is very much part of the marketing strategy, which will see the massive structure accurately orientated to impress visitors during the summer solstice.

The first stage of the branding program was the development of an identity, which is immediately recognisable and appealing to a contemporary audience. Following in step is the development of marketing material and apparel, as well as a multi-media installation to inform and fascinate history lovers and sceptics alike!



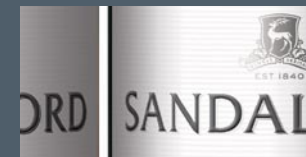
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AN IRREGULAR UPDATE FROM REB



## Sandalford

In our last issue of e'ssence, we showcased the brand development work for Sandalford's 'Estate Reserve' wine range.

Following in its footsteps is the recent re-branding program for the company's mid priced Margaret River series, which now completes the overarching branding strategy for the multi-tiered stable of still wines under the Sandalford banner.

The revitalised range maintains the classic-contemporary cues common to both the 'Estate Reserve' and the iconic 'Prendiville Reserve', and boasts the use of platinum colourways on the label and the capsule to guarantee easy recognition by both consumers and the trade alike.



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## 34°South – Dukkah Range

For those who relish the culinary joys associated with extra virgin olive oil, the recent release of a range of dukkah seasonings by 34°South is guaranteed to whet the appetite.

Reb designed the elegant packaging for the company's Margaret River olive oil range in 2005, and this recent commission builds upon a culture, which has successfully positioned the brand in the premium category.

Development of simple proprietary packaging, which allows the contents to be displayed in a manner that would not devalue the brand, was fundamental to the exercise.

As with the olive oil range, the ethos that 'less is more' allows the dukkah range to have a strong shelf presence and individuality in the highly competitive gourmet market.



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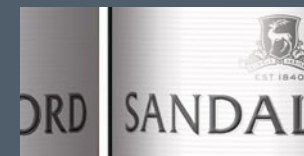
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