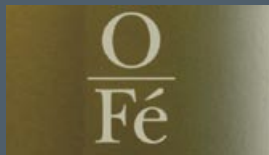


Up for air

We're in two minds as to whether we should call the past four months electrifying or downright exhausting. Some very large programmes, which have been hidden from prying eyes for almost ten months, are now 'out in the paddock'; the studio is over-run with an assortment of freshly completed packaging; and, our recent collaboration with Marshall Kusinski interior design consultants, has highlighted how clients can derive so much more for their dollar when like-minded design consultants mesh their ideas.

Awards for works well done are always a 'massive pat on the back', not only for the design teams, but also for the clients. 3 Drops Wines took out the Most Outstanding Packaging Award against

all contenders, be they big or small, at the Perth Royal Show, while Hawaiian Management's marketing material and Colonial Brewing's recent brand development received two Silver gongs each at the Perth Advertising and Design Awards - if they're not in this newsletter, check them out at our website.



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BREWING CO



JOOSE



MARGARET
RIVER VERJUICE



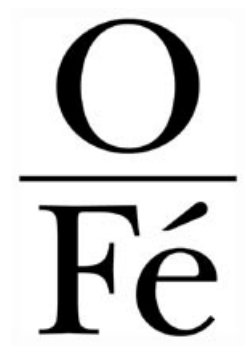
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WULURA

O Fé

O Fé - it say's it all, that's why we proposed the name. This signature brand which has been 'road tested' on a more intelligent food savvy demographic, has all the hallmarks of a winner in what is to become a very competitive olive oil market. The bottle shape was fundamental to the elegant look - a tall (but not too tall to fit on a shelf) bronze-green 'flask' sourced out of Italy. The graphics to the front face are directly printed to the glass, while the restrained labels in soft paper reinforce the 'less is more' brand message. Destined to become a gourmet classic, in a good food store near you very soon.



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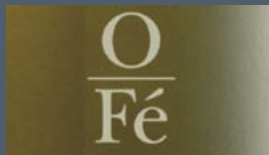
WULURA

Colonial Brewing Co

We thought we'd seen the end of retro design, and then a bloke by the name of Ross Smith pops his head in the door with his Colonial Brewing Co. concept. Ten points to the man – he had a bold vision, and the thrust of it was the development of a strong brand, which revolved around Australia's past. It's been a massive job, to say the least – ten months of hard yards in all. The scope of works included the development of eight sub-brands with associated tongue-in-cheek copywriting, site and bar signage, advertising posters, some very exciting collateral material and an over-the-top website - check it out at www.colonialbrewingco.com.au Just open, and we've won two Silver Awards for the brand already! Cheers for beers!



but wait, there's more!



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All year round



— DR QUICK —

BORN IN 1852, DR JOHN QUICK WAS A LAWYER AND PERSUASIVE POLITICAL LOBBYIST. HE COAXED, CAJOLED AND BULLIED THOSE OF INFLUENCE, OFTEN UNDER THE INFLUENCE, INTO HOLDING THE WATERSHED REFERENDUM WHICH LEAD TO FEDERATION IN 1901



and more!



— SPRUIKER'S CHALLENGE —

THE BOXING TENT AT THE ANNUAL SHOW WAS ALWAYS CROWDED, WITH THE SPRUIKER TAUNTING THE LOCAL LADS TO "HAVE A GO". A GLASS OR TWO OF DUTCH COURAGE SAW YOUNG FELLAHS UP FOR A FAST QUID, BUT FEW WON THE VICTOR'S SOVEREIGN.



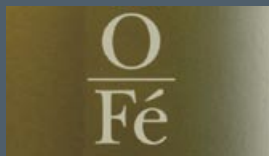
— PISTOL WHIP —

MANY A DANDY LEFT THE RACETRACK AFTER MORE THAN A FEW ALES, ONLY TO BE ACCOSTED BY ARMED ROBBERS. AS GUNS WERE LOUD, AND DANGEROUS TO BOTH SHOOTER AND TARGET, THE PUNTER OFTEN RECEIVED A DONG ON THE HEAD, KNOWN AS A PISTOL WHIP.



— 18 HANDS —

FOR SOME OBSCURE REASON, EQUINE HEIGHT IS MEASURED IN 'HANDS'. THAT MAKES A CLYDESDALE ABOUT 18 HANDS OR 6 FOOT AT THE SHOULDER - A HELLUVA LOT TALLER THAN THE AVERAGE BLOKE OF THE DAY, WHO WAS ABOUT 5'5" WITH HIS BOOTS OFF.



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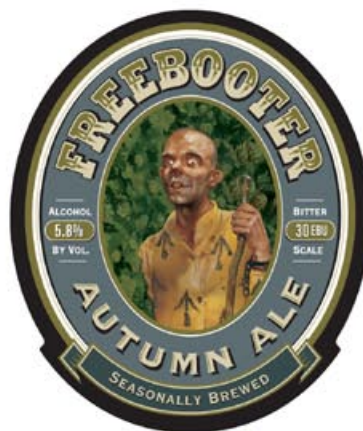


WULURA

Seasonal



— **BACK BREAKER** —
THE BENDIGO GOLD STRIKE IN THE 1850s ATTRACTED PROSPECTORS IN THEIR DROVES. OTHERS, MORE CANNY, SET UP SHOPS TO HELP THE MINERS SPEND THEIR NEWFOUND WEALTH. PUBS PROVIDED COLD BEER, SQUARE MEALS, SOFT BEDS - AND MORE.



— **FREEBOOTER** —
AS AN ENGLISH PENAL COLONY IN THE 1770s, AUSTRALIA WAS FIRST POPULATED BY ENDLESS BOATLOADS OF POMMY CROOKS. NOT BEING THE WORKING TYPE, HORDES OF CONVICTS ESCAPED, TAKING THEIR CHANCES AS 'FREEBOOTERS' IN THE BUSH.



— **GULLY WASHER** —
IN AUSTRALIA, THE TERM 'GULLY WASHER' MEANS A 'FLASH FLOOD' OUT OF THE BLUE. THE TERM GULLY WASHER ALSO DESCRIBED THAT FIRST, CHILLED BEER A BLOKE THROWS DOWN AFTER A LONG DAY'S HARD YAKKA. BOTH WASH THE DUST AWAY.



— **BIG BLOW** —
IN THE EARLY DAYS, TRANSPORT OF PASSENGERS AND PROVISIONS WAS DIFFICULT, SO ANYTHING THAT FLOATED PASSED FOR A SHIP. DESPITE HIGH SEAS, SKIPPERS FOUGHT THEIR WAY PORT TO PORT, OFTEN UNDER THE INFLUENCE, AGAINST THE BIG BLOW.



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AN IRREGULAR UPDATE FROM REB



Joose

Ever wanted to knock back a whole bottle of wine over lunch with a friend and not get plastered? Now you can do it. The Berry Farm's Eion Lindsay has struggled with the development of a low alcohol, slightly spritzig wine for ages. Finally, he came good, and the result is a stylish little duo called 'Joose'. Very much aimed at the fairer (and generally more responsible) sex, the labels' whimsical illustration draws upon the art and graphics of a century ago – the golden geometric brilliance of paintings by Gustav Klimt, and the alluring 1920's graphic posters by Vogue. Sensible taste prevails!



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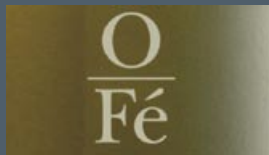
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Margeret River Verjuice

If you're a half decent cook, you'll run out and buy one of these. If you're not, buy one for someone that is! Margaret River Cabernet and Semillon Verjuices will enhance (without overpowering) everything from asparagus to spare ribs. Great chefs of the world have used verjuice (or verjus) for centuries, and the romantic notion of its origins is beautifully captured in the elegantly illustrated labels. Very much a winner and very much a complimentary part to an ever growing stable of gourmet products from The Berry Farm. www.berryfarm.com.au



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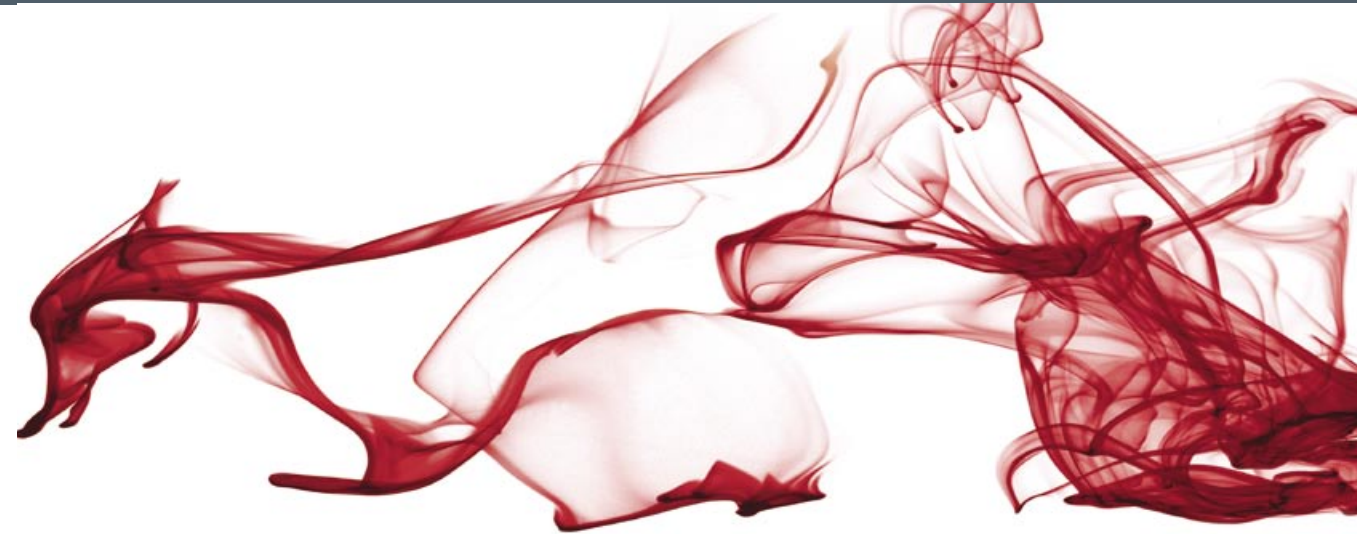
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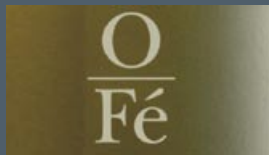
Recent changes to the Legal Practice Act in Western Australia, as to how lawyers can operate and promote a company in the marketplace have thrown the gates open for Maxim Litigation Consultants.

Market Equity recommended that REB Design manage the name development, branding and interior graphic applications, in conjunction with Marshall Kusinski Design Consultants, one of Perth's pre-eminent names in corporate interior design. Working closely with MKDC was critical to the implementation of the programme and, as one would expect, the successful marriage of ideas. Very distinctive, very contemporary and very memorable - as you'd expect from a REB - MKDC 'partnership'.

Check out their credentialed website at www.mkdc.com.au



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AN IRREGULAR UPDATE FROM REB

Interior graphics



photography by Robert Frith



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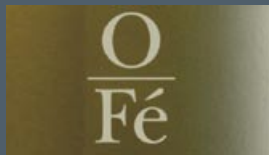
WULURA



Wulura

The recent release of the Wulura 'Black' range of wines builds upon the brand and packaging developed for the company's 'First Shiraz' four years ago. The client's brief was to design a second tier range which would have appeal in both Western, and Eastern markets, without devaluing the elegant, contemporary simplicity for which the parent brand had become known. Response to the packaging, particularly in China, has justified the investment, and encouraged Wulura to consider even broader offers to the marketplace.

Press ESCAPE on keyboard to exit



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