

The home stretch

It's no longer a pinprick on the end of the calendar. It's a bloody great square filled with too many things to do in too little time. Don't you just love Christmas!

Nonetheless, it's been a massive year.

Lots of works for new clients, and even more for old clients who realised we really care about what works for their respective enterprises.

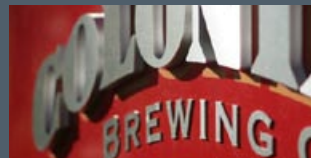
This issue of e'ssence speaks of longevity – how long-term relationships are good for everyone (viz CSBP); and how everyone benefits from like minded vision.

On a serious note (they all forced me to do it!), may you all prosper, be well and be happy. Life, the world and business are way too complex at the best of times, so enjoy where you can, set a good example to your kids; and remember to give your wife, husband, partner or whatever a cuddle.

Merry Xmas from all at REB.



CSBP FERTILISERS



COLONIAL SIGNAGE



WESBEAM



SUBIACO PRIMARY



GALLERY 360

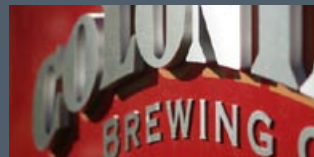
CSBP Fertilisers

Growth and CSBP are inseparable. This leading fertiliser producer is recognised as not only the largest supplier of nutrient products to thousands of farming enterprises across Western Australia, but also as a researcher and developer of innovative new fertilisers. The last few years have seen the company focus on the refinement of some tried and tested 'traditional' brands, as well as the development of an innovative generation of liquid fertilisers.

Over the past 12-months, REB Design in close consultation with CSBP's marketing department, has developed a strong stable of brand marks, which reflect each product's attributes, and in many cases, put a 'face' to what was only a well known name in years past.



CSBP FERTILISERS



COLONIAL SIGNAGE



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Colonial signage

In our last issue of e'ssence, we unveiled the tip of a very large branding programme recently completed for Colonial Brewing Co., a microbrewery nestled in the heart of Margaret River's renowned vino region.

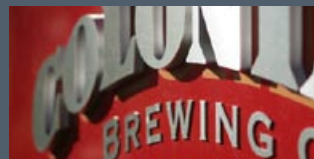
The project allowed the design team to 'push the envelope' somewhat, with the creation of all external and internal signage, as well as the centrepiece of the pub-brewery itself - the bar! (still to be leant up against, tested and re-tested by the creative team, I'm led to believe). The venue is a fabulous juxtaposition of contemporary materials, arresting colonial images, tabletops adorned with witty text and of course, manic brewers. Cheers for beers!



but wait,
there's more!



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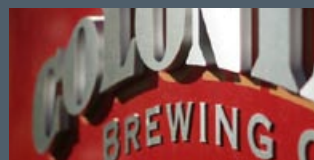
MAKING A POINT OF DIFFERENCE

AN IRREGULAR UPDATE FROM REB

photography by Robert Frith



CSBP FERTILISERS



COLONIAL SIGNAGE



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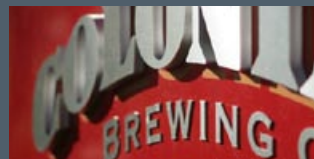
Wesbeam

"Building better wood." In a nutshell, that's what Wesbeam does at its recently commissioned \$85 million laminated veneer lumber plant, some 30 kilometres north of Perth.

The development of the company's logo, positioning statement, sub-brands, trade advertising and marketing material, is the first stage of a very strong and memorable branding strategy developed by REB Design for the pioneering enterprise. As with most clients, be they large or small, the creative team studied competitors in the marketplace and took time to understand Wesbeam's product attributes and USP's – "engineered to load, engineered to length, engineered to last ... end of story."



CSBP FERTILISERS



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SUBIACO PRIMARY



GALLERY 360

AN IRREGULAR UPDATE FROM REB

Subiaco Primary

What's flash? What's trash?

Well at REB Design, we've been brought up to speed as to what is and what isn't with 12 year olds!

Each year, the team at REB donate their expertise to a worthy non-profit association or institution. This year, we came to the aid of Subiaco Primary School, which was in dire need of help with the design and production management of its yearbook for the departing band of Year 7's.

Capturing a multitude of expressions of each student and their teachers and documenting each persons 'signature' item formed the basis of the concept.

Educational? No! Enlightening? Yes!



JAMES HARPER	
D.O.B.	23rd May 1992
Faction	Lowly (teacher)
Pets	One dog called Siva and a cat called Tommy
Hobbies	I like playing hockey, cricket, soccer, and I like the reading
Yrs at Subi	8 years

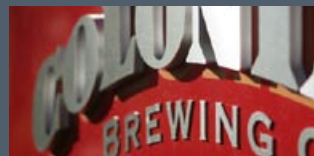
Highlights / memories
I will always remember my first day at school in year one when I was in Mrs Watson's class. I was really nervous but at the same time excited. Over the years I have always enjoyed the fortnightly assemblies. I also like the annual carnivals. But I will never forget my trip to see the ice cream factory in Mrs Fuller's class in Year 2 and 3, Mrs Hayward in Year 4, Miss Zelic in Year 5 and Mr T in year 6 and 7. I can always remember wanting to go to the upper block where the Years 4, 5, 6 and 7's were. The one thing I enjoyed most of all was the Year 7 camp where we went down to Margaret River for 5 days. We had lots of fun. On the last day of camp it was my birthday so on Thursday night we all had some cake which was really cool. I will always remember the teachers and students of Subi.

FELIX SILBERSTEIN	
D.O.B.	15th May 1992
Faction	Julie (girl - yay!)
Pets	Julie (dog)
Hobbies	Having fun (surfing etc...)
Yrs at Subi	4.25 years

Highlights / memories
The best run in my heart is always the longest one. No matter where I'm placed I always like to have at least accomplished one thing. That's why I love more than anything the 600, 1000 or 1600. This year I was the best 5/7 at all of them. I'm not sure about the 415's because I never read them but I thought they looked promising enough. In 2002 I came 4th against the year 6's and 7's. In 2003 I came 2nd to Tim Stone, at Year Seven, and in 2004 I came first and got named as boy of 2004. Best get champion boy and instead of first in the 100 I came 3rd. Though I was a bit disappointed I don't care I had some great fun. Though I must congratulate Brad. I will always literally look up to him.



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Gallery 360

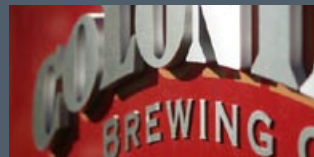
How often have you heard of a consultancy taking a brief to refresh a well-known brand, and completely loosing the plot? More the likely, way too often, but certainly not in this case. Gallery 360 are without a doubt, the people to see when it comes to framing anything and everything, from a sentimental treasure to a priceless art piece. The business name and its clever 'running-man' logo are well known across the depth and breadth of Perth's suburbs. But after nearly 10 years, Simon Walsh, the Head Franchisor, felt that the retro 50's styled character was in dire need of an update.

A flick of the brush (metaphorically speaking) and presto, another 'artistic' wonder by REB!

Press ESCAPE on keyboard to exit



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