

On the March

March can be a strange month.

With luck, most of us have adjusted to writing '05 instead of '04, but somehow those memories of much silliness during the festive sojourn just refuse to fade away!

March is also the month to kick-start our 'irregular' update from REB, and what better way to do that than with wine, wine and more wine.

This issue focuses on 'Australia West' for the Wine Industry Association of Western Australia; the creation of 'Prendiville Reserve', an ultra premium brand for Sandalford Wines; and, the development of a new brand under the steerage

of Michael Goundrey (yes, the original!) for Arrowfield Wines in the Hunter Valley.

Also, to temper things somewhat, we're also airing our very recent, and very contemporary corporate branding for Shearn HR Legal.



WINE INDUSTRY ASSOC OF WA



JOT - CHAPTER TWO



SHEARN HR LEGAL



PRENDIVILLE RESERVE

australia west
dominion of wine



Australia West

The mark of a better drop - 'Australia West - Dominion of Wine', is an innovative marketing brand recently developed for the Wine Industry Association of Western Australia, to generate greater global awareness of West Australian wines and to leverage off the region's unique attributes.

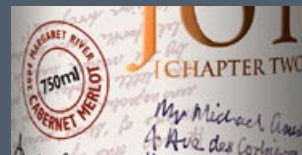
The arresting purple brand mark, reminiscent of a wine drop (on the floor, or wherever!), is cunningly crafted to mimic the shape of the greater Australian land mass - the 'Dominion of Wine' unabashedly pinpointed with an 'X'.



**CHECK OUT
THE AD!**



WINE INDUSTRY ASSOC OF WA



JOT - CHAPTER TWO



SHEARN HR LEGAL



PRENDIVILLE RESERVE

Taking ownership of the colour purple was seen as fundamental to the brand's success. The application of the colour and the brand to a surreal advertising campaign gives the brand enormous potential, particularly with its ability to leverage off the state's world renowned pristine environment.

In the words of Sue Vidovich, CEO of WIAWA, "Enhancing unity within the West Australian wine industry and the promotion of Wine Brand WA are fundamental to the success and longevity of our industry. This brand not only gives our association an enormous footing with its marketing, it also gives it a much needed adrenalin rush!"

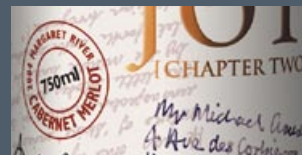
an ancient land, a new world, a western edge...



australia west
dominion of wine



WINE INDUSTRY ASSOC OF WA



JOT - CHAPTER TWO



SHEARN HR LEGAL



PRENDIVILLE RESERVE

AN IRREGULAR UPDATE FROM REB



JOT.

[CHAPTER TWO]

JOT

JOT. [Chapter Two] is an innovative wine series created for Arrowfield Wines in the Hunter Valley. Born of Michael Goundrey, one of the more respected names in the 'art of great wine', the range touches on his hidden years amongst the vines of southern France, and his recent yet passionate return to Australia, the land of his origin. Full of fruit, full of life, and potentially full of bravado, these wines celebrate contemporary Australian lifestyle and its tongue in cheek attitude against convention.

Worth a purchase. Jot the name down.



WINE INDUSTRY ASSOC OF WA



JOT - CHAPTER TWO



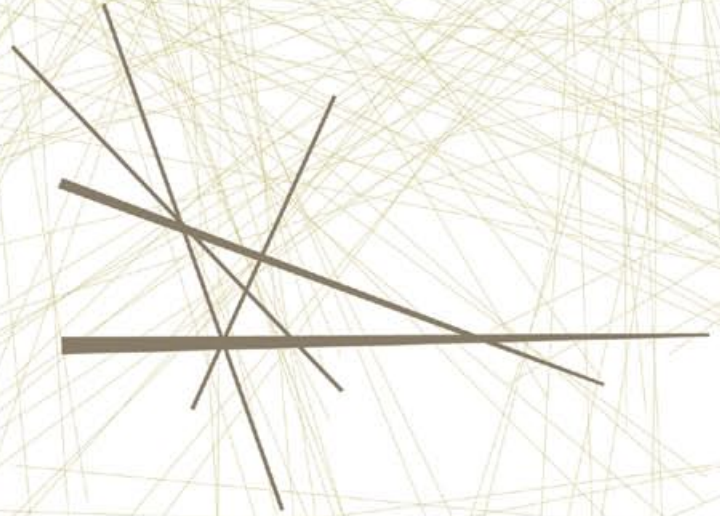
SHEARN HR LEGAL



PRENDIVILLE RESERVE

SHEARN | HR LEGAL

human resource + recruitment



Shearn

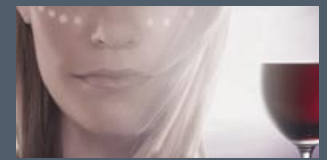
To be at the forefront of recruitment in the law profession, not only requires astute assessment skills, but also a sound understanding as to how a law firm operates.

Shearn HR Legal pride themselves on their all-encompassing human resource services. Their investment in new offices designed by Marshall Kusinski Design Consultants, was a timely catalyst to re-think their existing corporate branding.

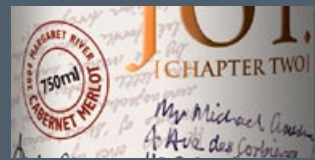
The finished result is very contemporary and strong, yet elegant, with its graphic interpretation of 'crossing paths', which all Shearn's clients and candidates experience in the advancement of either their career or their business.



WINE INDUSTRY ASSOC OF WA



JOT - CHAPTER TWO



SHEARN HR LEGAL



PRENDIVILLE RESERVE

Prendiville Reserve

Producing an icon wine is not only a rare challenge for the winemaker, but also for the company entrusted with the development of its brand.

The recent release of Sandalford Wines 'Prendiville Reserve,' celebrates the development of a limited release ultra premium wine, which is destined to set a benchmark within the Australian wine industry.

Proud yet refined, the elegant label with its exquisite typography and subtle embellishments pays testimony to the Prendiville family, who acquired Sandalford Wines in the early 1990's.

Press ESCAPE on keyboard to exit



WINE INDUSTRY ASSOC OF WA



JOT - CHAPTER TWO



SHEARN HR LEGAL



PRENDIVILLE RESERVE