

ISSUE
08

DEC 05

e'ssence

MAKING A POINT OF DIFFERENCE

AN IRREGULAR UPDATE FROM REB

MOVING TO:

Suite 7, 281
Hay St, Subiaco

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e-mail, and then press SEND.

e'

We're back again. Back at the point where we wonder where the months went; where the money went; where our lives went!

We're back in December – the month that overflows with anxiety, excitement and possibly way too much 'bubbly'.

But December is also a milestone. It encourages us to look back and reflect upon the goals reached, the relationships developed and the friendships that grew of them.

December also sees us farewelling the studio we've spent a zillion hours in over the last ten years. We're moving on, or should we say down the road a kilometre or so - smack into the heart of Subiaco, a stone's throw from The Vic.

On that note, we toast you all well, wish you good fortune and look forward to seeing you at 281 Hay in 2006.

For further info - info@rebdesign.com.au



ICELY ROAD



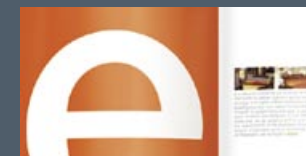
34° SOUTH



FRIENDS OF W.A. BALLET



PROTEGE



WESBEAM



Icely Road

Mayfield Vineyard is a cool vineyard. Literally. It happens to be located at a high altitude in Orange, New South Wales, which accounts for its ability to produce cool climate wines of an exceptional class and distinction.

Very few Australian vineyards encounter the extreme of snowfall in the winter months, so it seemed apt to juxtapose the highly recognisable snowflake with the equally recognisable vine leaf in the branding exercise.

Subtle paper embellishments, clear gloss foiling and silk-screening provide the cues that reflect the quality of wines within.



ICELY ROAD



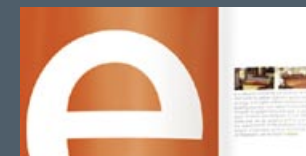
34° SOUTH



FRIENDS OF W.A. BALLET



PROTEGE



WESBEAM

34° South

Know where you're at and know where you're going.

34° South is a new face of gourmet extra virgin olive oil, which has its roots firmly grounded in the banks of the meandering Margaret River, at latitude 33° 55' 51" South and longitude 115° 12' 39" East.

Designed to appeal to a more contemporary food appreciative market, the package demands attention in a trapezoidal bottle, superbly dressed in a label tailored to reflect its price point.



ICELY ROAD



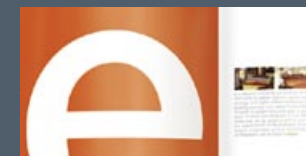
34° SOUTH



FRIENDS OF W.A. BALLET



PROTEGE



WESBEAM

AN IRREGULAR UPDATE FROM REB



Friends of West Australian Ballet

'Highway to China' is a prestigious fund raising gala co-ordinated by Friends of West Australian Ballet. Proceeds from this strictly limited black-tie event will allow the state's internationally renowned ballet company to tour China in 2006.

Designed to attract the attention of both corporations and influential individuals, the suite of invitations, posters and support material draw upon the art of Pam Brittain for inspiration and marries contemporary typography, graphics and colour with Brittain's fluid line drawings.



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34° SOUTH



FRIENDS OF W.A. BALLET



PROTEGE



WESBEAM

AN IRREGULAR UPDATE FROM REB

Protégé

Alfresco; friends; laughter; ambient grooves;
sea breezes; lazy Sundays; impromptu lunches
– extended lunches – never ending lunches!

Sandalford's Protégé is a reflection of what
most of us aspire to – a carefree, contemporary
lifestyle supported by enjoyable wines.

The arresting graphic of the young female
protégé amongst the vines is a virtual feast of
textures, colour and embellishments that add
value to the package and demand inquiry.



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34° SOUTH



FRIENDS OF W.A. BALLET



PROTEGE



WESBEAM

AN IRREGULAR UPDATE FROM REB

Wesbeam

This time last year we spoke of our branding works for Wesbeam, a multi-million dollar laminated veneer lumber plant north of Perth.

For many companies, maintenance of their identity can all too often wain after the initial flush of excitement, but Wesbeam have a sound marketing division that realises the importance of brand continuity.

Promoting their products to the larger customers in the marketplace was deemed as the next important step in their communication exercise. The arresting capability document clearly defines the company's roots, its investment in state of the art plant and equipment and the process used to build a better wood.



Press ESCAPE on keyboard to exit



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