

WHAT THE FONT?

TABLE
NAME

TABLE
NUMBER

Herbaceous

Q1 IDENTIFY TYPEFACE USED ABOVE

- TIMES
- GARAMOND
- CASLON

Ubiquitous

Q2 IDENTIFY TYPEFACE USED ABOVE

- HELVETICA
- ARIAL
- UNIVERS

Martinis

Q3 IDENTIFY TYPEFACE USED ABOVE

- GOTHAM
- AVENIR
- CHALET

Carnival

Q4 IDENTIFY TYPEFACE USED ABOVE

- RUBBERSTAMP
- BLOCK BERTHOLD
- IMPACT

Midland

Q5 IDENTIFY TYPEFACE USED ABOVE

- SERIFA
- ROCKWELL
- CAECILIA

Suspect

Q6 IDENTIFY TYPEFACE USED ABOVE

- TYPEWRITER
- TRIXIE
- CLARENDON

Ludwig

Q7 IDENTIFY TYPEFACE USED ABOVE

- MINISTRY
- AFFAIR
- APHRODITE SLIM

Arsehole

Q2 IDENTIFY TYPEFACE USED ABOVE

- CHALKBOARD
- MARKER FELT
- COMIC SANS

pleasure

Q3 IDENTIFY TYPEFACE USED ABOVE

- P22 BAYER
- OCR A
- UNIBODY 8



STYLE IS KNOWING WHO YOU ARE

TABLE NAME		TABLE NUMBER	
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Q1 WHO AM I?
"It's about creativity, something that transcends all class and race boundaries."

Shepard Fairey



Q2 WHO AM I?
"The real issue is not talent as an independent element, but talent in relationship to will, desire, & persistence."

Milton Glaser



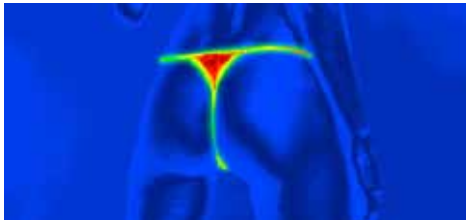
Q3 WHO ARE WE?
"We refuse to do the same thing over and over."

Block Branding



Q4 WHO ARE WE?
"The answer is in your question."

Public Creative



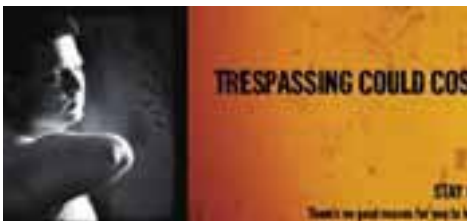
Q5 WHO ARE WE?
"Our strength lies in our unique attitude towards what we do and our relationship with all our clients."

Ad Impact



Q6 WHO ARE WE?
"We actively pursue new design connections through creative interaction, research, and involvement with ISTD."

Becky Chilcote



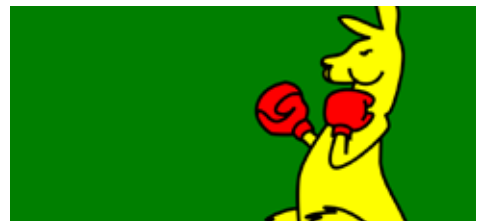
Q7 WHO ARE WE?
"...to tell their stories and promote their brand to employees, customers and any other audience."

Clarity Comms



Q8 WHO ARE WE?
"Our ambition is to make brands famous."

Brand Agency



Q9 WHO AM I?
"We do beautifully with skill, style and endless good humour."

Steve Castledine

LOVE YOUR NEW LOGO

TABLE
NAME

TABLE
NUMBER



Q1 WHO DESIGNED IT?
Included substantial changes to the store displays and graphics.

Hoyne



Q2 WHO DESIGNED IT?
We all know it's an apple – look decidedly “plastic”. Which is a very different proposition to “fresh”.

Hulsbosch



Q3 WHO DESIGNED IT?
The logo has proven so popular, it has been constructed in the gates located at the entrance of the garden!

Media on Mars



Q4 WHO DESIGNED IT?
City of Melbourne paid \$91,000 in “preliminary research for the new brand” & \$148,000 for the design itself.

Landor (Sydney)



Q5 WHO DESIGNED IT?
We gave it a little polish and allow it to be seen in its best light once again

Studio Bomba



Q6 WHO DESIGNED IT?
...effectively position our clients, connect with the target market & positively influence market perception.

Luminosity



Q7 WHO DESIGNED IT?
Develop a culture around a genuine authenticity that continues to see the company grow strongly...

Braincells



Q8 WHO DESIGNED IT?
Creative solutions to effectively communicate their brand for maximum impact & long term value.

Turner Designs



Q9 WHO DESIGNED IT?
Very thoughtful and strategic in his approach and a really lovely person who builds a great rapport...

Kevin Finn

BOARDING PASS

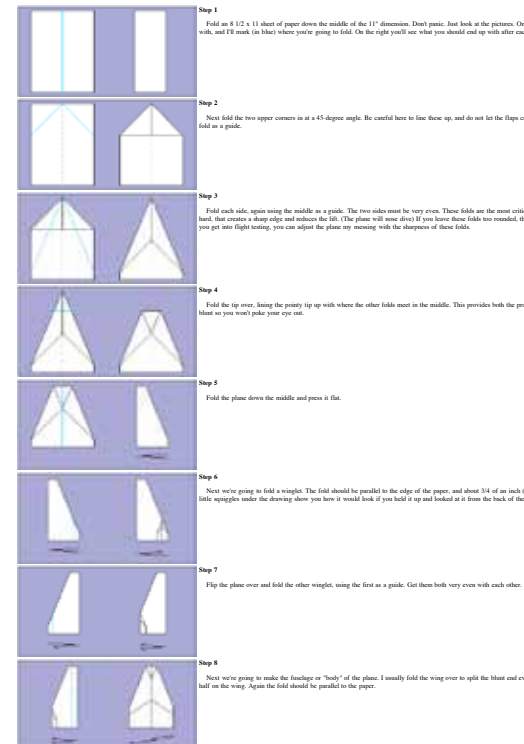
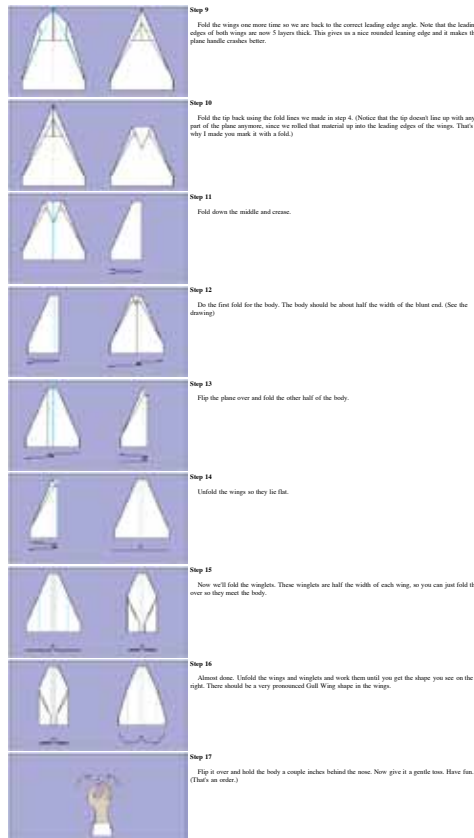
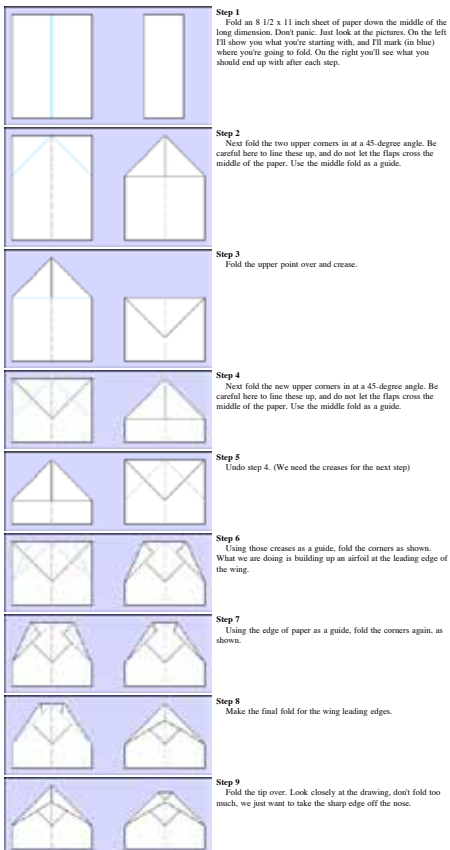
YOUR
 NAME

**PAY BEFORE
 YOU FLY**

RULES

1. Pay your airfares.
2. Write you name on your craft.
3. Fold any type of paper aeroplane you wish.
4. Await boarding call.
5. Distance is the key.
5. Longest flight wins a prize.

SUGGESTED FOLDING TIPS



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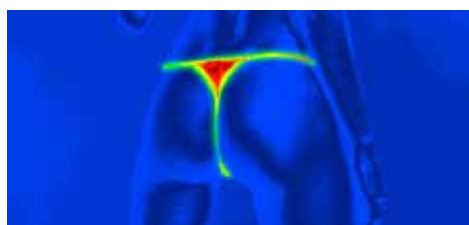
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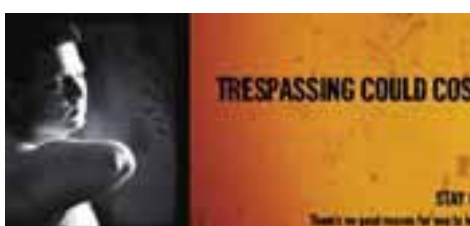
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