Arrivals

Responsible brand development - standing the test of time

Corporate Identity
City of Mitcham

I n 1988 we redesigned the City of Mitcham identity to increase the community's awareness of the Council's role and services and to raise the Council's visual presentation to a contemporary standard. Fifteen years later this still provides Mitcham with a striking, reproducible brand that retains its historical context.

Adaptable and reproducible
We retained and strengthened the elements of Mitcham's traditional heraldic shield and combined it with a bold, geometric ribbon motif. The identity has proven its adaptability to the many requirements of Council. It is seen here on the recently upgraded Council Chambers.

www.icarus.com.au

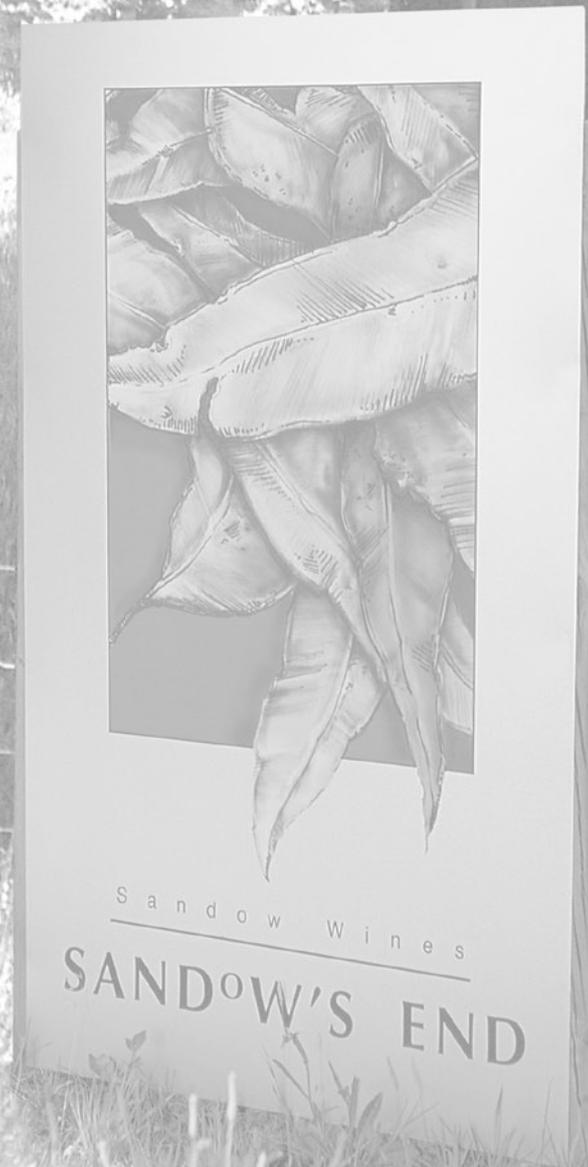## A reflection of quality and business values

Sandow's End Winery Identity
The Wenk Family

Sandow's End is a specialist producer of Pinot Noir wine. It's a family business nestled in the heart of the Adelaide Hills. The identity reflects the environment that surrounds the vineyard, the vines surrounded by stands of eucalypts. The starting point was the colour and texture of dry gum leaves which was richened and altered to produce a warmer more wine related tone. The contrast between the sickle shaped gum leaves and the rounded vine leaf is further enhanced by the use of foil.
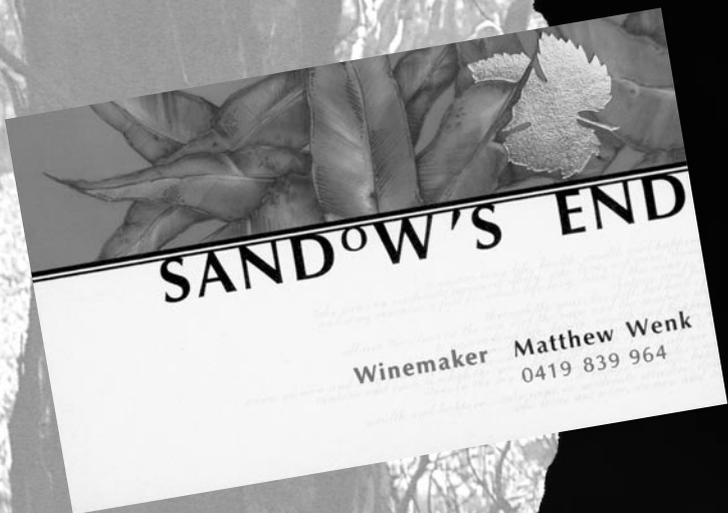
Reinforcing the identity with each communication
The identity presents the winery as a jewel hidden in the Australian landscape. Business communications reinforce the winery's attention to quality and detail by introducing the identity that features on their wines.

Instilling confidence in product quality

The identity presents a balance between traditional imagery and contemporary elements to reinforce customer confidence in the quality of the wine. The eye catching use of foil further enhances the attraction of the bottle.

SANDoW'S END

Winemaker Matthew Wenk
0419 839 964

SANDoW'S END

2001
Adelaide Hills
Pinot Noir

750ml

A self contained transportable module

The demonstrator and display panel folds into its own transport container. It features four levels of flooding and has thunderstorm sound effects and an electric train to draw crowds to each demonstration.

Design for community education

Urban Flooding Demonstrator
South Australian Government

South Australia is a dry state but still has frequent floods. They cause severe damage to buildings, infrastructure, agriculture and, from time to time, loss of life. To assist in the communication of issues associated with flooding we designed and built this demonstrator to illustrate the risk factors associated with types of urban development and flood modification measures. The presenter has control of four flood levels plus two flood alleviation means.