



# Arrivals

DESIGN | PRODUCT GRAPHIC WEB | April 2005

## Branding the future

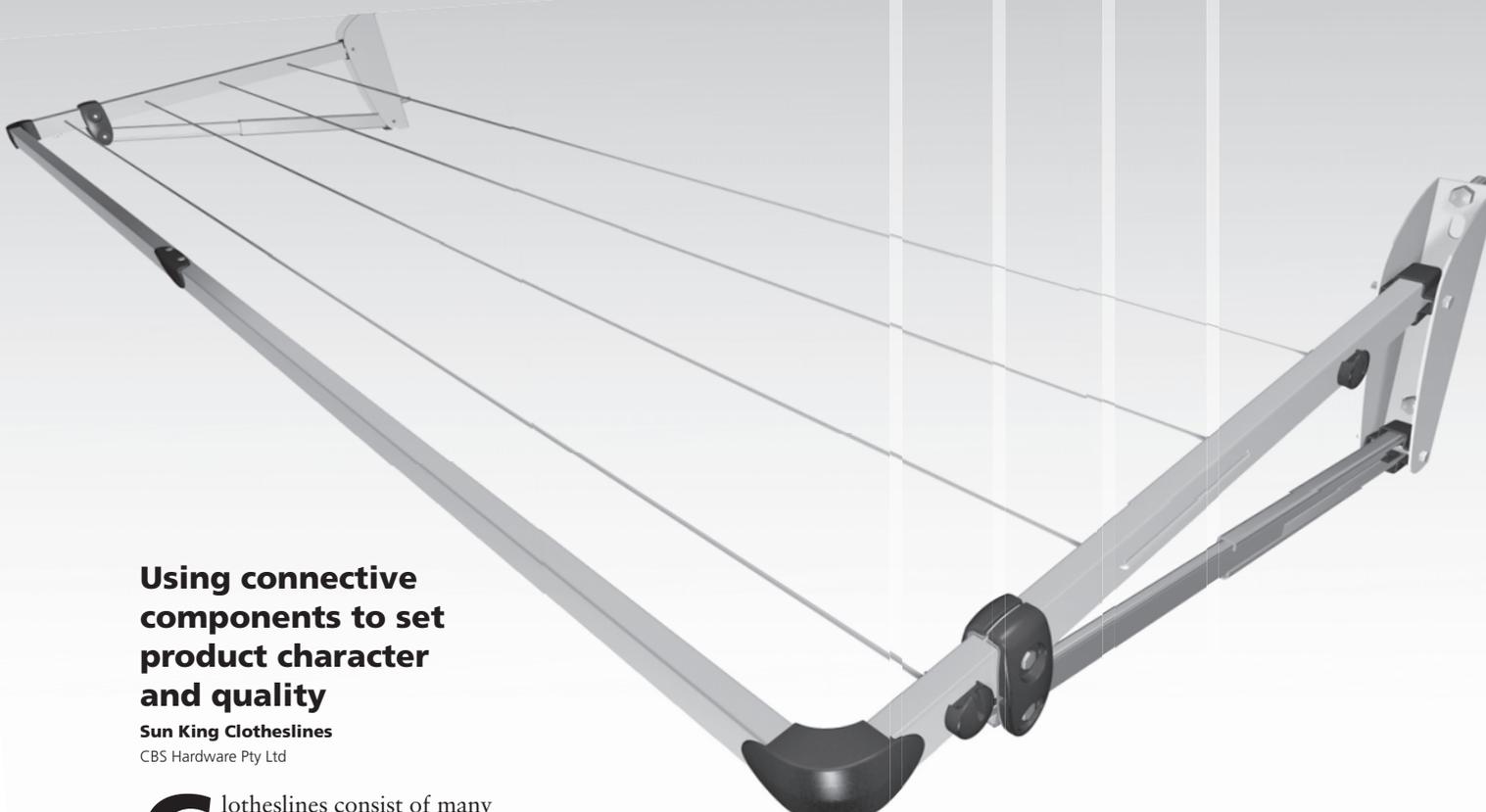
### ASMS Corporate Identity

Australian Science and Mathematics School

**M**aths, science, education, future, dynamic: how do you evoke the perception that an educational institution embodies a dynamic environment for the development of future minds? Embedded in this logo are images of astronomy, particle physics, mathematics and, at its core, the nurturing of a developing mind symbolised by the spinning internal circle emulating the more complex pattern of the outer circle.



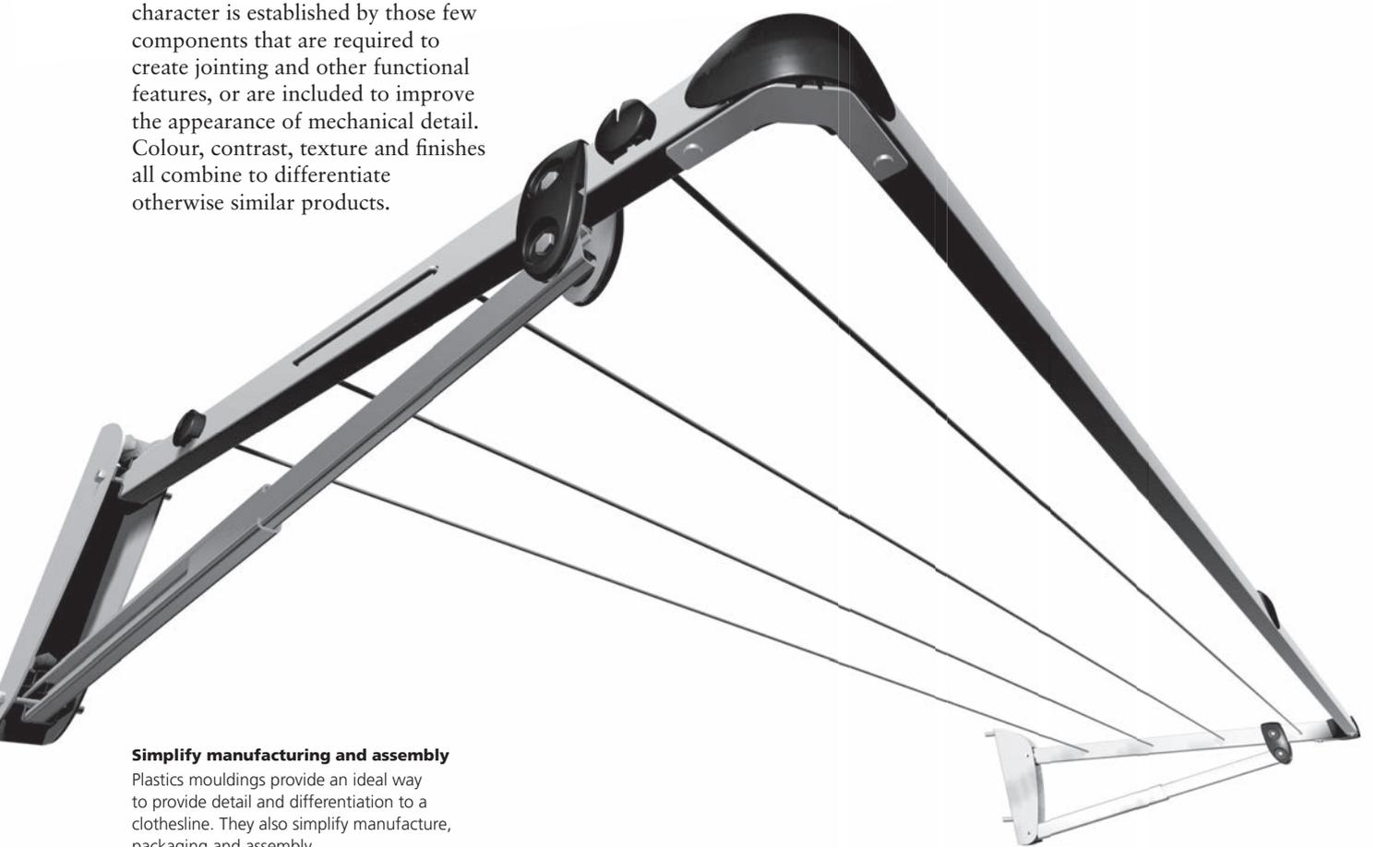
AUSTRALIAN  
SCIENCE &  
MATHEMATICS  
SCHOOL



## Using connective components to set product character and quality

**Sun King Clotheslines**  
CBS Hardware Pty Ltd

Clotheslines consist of many metres of featureless extruded commodity materials. Product character is established by those few components that are required to create jointing and other functional features, or are included to improve the appearance of mechanical detail. Colour, contrast, texture and finishes all combine to differentiate otherwise similar products.



### Simplify manufacturing and assembly

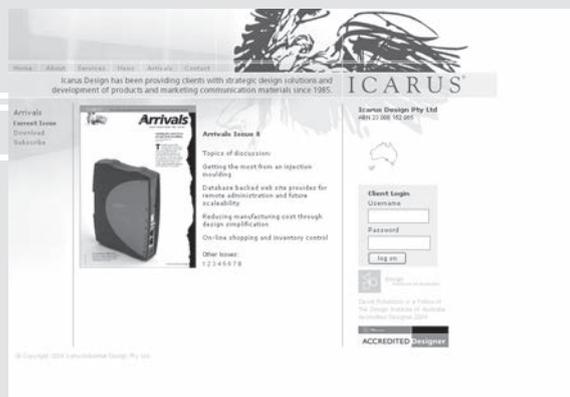
Plastics mouldings provide an ideal way to provide detail and differentiation to a clothesline. They also simplify manufacture, packaging and assembly.

# Websites must evolve with changing industry standards

Icarus Design Website  
Icarus Industrial Design Pty Ltd

Websites change to reflect changes in the business they promote, but they also need to change to keep pace with changing standards in this evolving communication medium. Changing standards are both expectations of appearance and features, and the programming methods used to deliver information and provide for website upgrading.

www.icarus.com.au



## Dynamic flexible website

Today's corporate websites are far removed from simple HTML brochures in most cases. Dynamic websites with database and cascading style sheet features simplify the addition of new material and permit a wide range of customer and administrative features.

# High impact display cuts through the trade show clutter

**Sliver Cell Trade Display**  
Origin Energy

**D**igital large format printing and compact self-erecting display systems have made it easier for companies to present their products at trade shows and conferences. It's now harder than ever to get impact and attention with the limited booth space affordable for many businesses. The answer is still in the simplification of the message and developing a strong visual that will reinforce the key message. Colour impact, clarity of message, strong branding and avoiding clutter all add to effectiveness.



**Flexibility, portability, impact**  
Designed for use in a 3m x 3m booth but also flexible enough to be used as a 9m display wall. The display consists of a collapsible frame and sections of rollable digital printing. It folds into two cases suitable for air travel.

