



D.CONCEPT

bringing ideas & design to life

PORTFOLIO

e: info@dconcept.com.au
w: www.dconcept.com.au



BRAND IDENTITY



Objective: To create a new look for the company's corporate image.

Concept: To incorporate the BrandExpress identity. To create a fresh and simple idea that re-establishes the company's image with its existing and new clients.

Work Task: Working together with marketing and creative to produce the current concept and design. Organizing and overseeing production of items with printers & suppliers.



Objective: Corporate Identity.

Concept: Stamp Your Brand.

Work Task: Client identity concept and design creation.

Required collateral includes:

- Logo
- Business cards
- Corporate stationery
- Internal templates design
- Website design



Tel: 02 8094 9180 | Fax: 02 8088 1276 | Mob: 0404 353 900
Email: info@brandedconcepts.com.au
Web: www.brandedconcepts.com.au
ABN 26 311 789 219



Website Design

BRANDED CONCEPTS

HOME ABOUT US OUR SERVICE FAQ CONTACT US

AUSTRALIA'S BRAND STAMPING SPECIALIST

Introduction

Branded Concepts was established to help you **Stamp Your Brand** in the market. Through access to a huge selection of promotional products, a commitment to customer service and highly trained promotional experts we are dedicated to your success.

Branded Concepts will help make your program a complete success from assistance with product selection and design work to final delivery. You make the decisions, Branded Concepts handles the details.

Few organisations are as committed to working as hard as Branded Concepts to earn your business. We can design and manufacture custom promotional items to your exact specifications and **Stamp Your Brand** for maximum impact.

Product of The Week

Sunrise Family Members receive a 10% discount

Simply show us your Sunrise Family Card to receive discounts on our great range of products.

Latest News

23 March 2010

Branded Concepts becomes part of the Sunrise Family Small Business Register

BRANDED CONCEPTS

HOME

> What We Do
> Our Approach
> How We Do It

Can't find a product listed? No problems. Please contact us and we will do everything we can to find the product you are after.

What We Do

At Branded Concepts, we have access to thousands of promotional product solutions. Below is a starting point for your branding journey.

- Apparel**
Apparel - Polo & Business Shirts, Tees Shirts, Uniforms
- Stationery**
Stationery - pens, pencils, highlighters
- Headwear**
Headwear - Caps, Visors, Beanies, wide brim hats, trucker caps
- Bags & Briefcases**
Bags & Briefcases - Back packs, sports bags, picnic packs, luggage, wet packs, luggage locks
- Leisure Items**
Leisure Items - Towels, Picnic Blankets, Coolers, Chairs, Picnic Sets
- IT Gadgets**
IT Gadgets- USB Flash Drive, Wireless Mice, Hubs, Webcam, Digital Photoframe

and more...

BRANDED CONCEPTS

HOME ABOUT US OUR SERVICE FAQ CONTACT US

Contact Us

Name:*

Email:*

Contact Number:*

Company:

Message:

Submit Clear

BRANDED CONCEPTS

Branded Concepts. All rights reserved.
ABN 26 311 799 219

Home | About Us | Our Service | FAQ | Contact Us



COLLATERAL

Objective: DL Flyers

Work Task: From concept idea to finish art design.

WIN A \$500 CASH PASSPORT FOR CHRISTMAS

SELL SELL SELL

The competition is open to all authorised Travelex agents. The winner will be advised on 22nd December just in time for Christmas so make sure all your contact details are up to date in our system.

DISCLAIMER:
Travelex Limited (ABN 36 004 179 903 AFSL 222 444) arranges for the issue of the Cash Passport Debit Card in conjunction with Heritage Building Society (ABN 22 087 652 024 AFSL 940 884). A Product Disclosure Statement ("PDS") is available at www.cashpassport.com.au. You should consider the PDS before deciding to acquire this product.

NSW PERMIT NUMBER: L2761-09-038633 ACT PERMIT NUMBER: TP 09-04200

and earn yourself a well deserved Christmas bonus from Travelex.
Terms and condition of this competition can be obtained by calling the Travelex Help Desk on 8000 873 453

COLLECT YOUR \$100 CASH PASSPORT TODAY

Congratulations on purchasing an APT Canada/Alaska holiday through Jetset.

You are one of our lucky winners. See details over leaf on what you need to do to collect your Cash Passport card which has been preloaded with AU\$100.

IT'S EASY TO USE

- Both cards immediately available to you.
- A 2nd card in safe place as a back up.
- Access local currency from any Visa ATM worldwide for a flat transaction fee of \$3.75 or foreign currency equivalent.
- Change your pin, view your transaction statement and find the closest ATM to your destination on at www.cashpassport.com.au

Please refer to the Terms & Conditions as outlined in the document back enclosed.
Travelex Limited (ABN 36 004 179 903 AFSL 222 444) arranges for the issue of the Cash Passport Debit Card in conjunction with Heritage Building Society (ABN 22 087 652 024 AFSL 940 884).
A Product Disclosure Statement (PDS) is available in-store or at www.cashpassport.com.au. We should consider the PDS before deciding to acquire the product.

COLLECT YOUR \$100 CASH PASSPORT TODAY

Congratulations on purchasing an APT Canada/Alaska holiday through Travelexworld.

You are one of our lucky winners. See details over leaf on what you need to do to collect your Cash Passport card which has been preloaded with AU\$100.

IT'S EASY TO USE

- Both cards immediately available to you.
- A 2nd card in safe place as a back up.
- Access local currency from any Visa ATM worldwide for a flat transaction fee of \$3.75 or foreign currency equivalent.
- Change your pin, view your transaction statement and find the closest ATM to your destination on at www.cashpassport.com.au

Please refer to the Terms & Conditions as outlined in the document back enclosed.
Travelex Limited (ABN 36 004 179 903 AFSL 222 444) arranges for the issue of the Cash Passport Debit Card in conjunction with Heritage Building Society (ABN 22 087 652 024 AFSL 940 884).
A Product Disclosure Statement (PDS) is available in-store or at www.cashpassport.com.au. We should consider the PDS before deciding to acquire the product.

Objective: Posters

Work Task: Artwork designed according to clients brief and requirement.

Travelex worldwide money

THE WORLD'S TRUSTED SOURCE OF FOREIGN EXCHANGE

CASH PASSPORT™
PREPAID CURRENCY CARD

FOREIGN CURRENCY

Choice of over 100 currencies in a range of denominations

The secure and convenient way to travel overseas with money.

- Available in up to 7 currencies
- Choose from ATM or Debit

SIMPLY PREPAY AND GO!

AVAILABLE

DISCLAIMER: There are two types of Cash Passport card: (1) Point2Share enabled Debit card, and (2) ATM only Debit card. (MFR: 20 024 173 823, 4812, 202044) enquiries for the issue of the Cash Passport Product Disclosure Statement (PDS) for the Cash Passport Debit card is available at www.cashpassport.com.au

From 1st March to 30th June 2010 every time you successfully refer a merchant application to Travelex, you will automatically receive a \$20 Coles Express Gift Card from Travelex.

The card can also be used in conjunction with the Coles Express 4c fuel discount card, please refer to the Coles Express terms and conditions on www.giftcards.com.au/corporate

If you would like to "Shop, top up and go!" at your local Shell or Coles Express location, why not refer your next merchant acquiring customer to Travelex for our evaluation and processing.

For more details please talk to your Travelex Representative.

*A SUCCESSFUL application is defined as Travelex approving the merchant application and the merchant accepts the Travelex logo of offer. For TERMS & CONDITIONS of the offer please visit www.travelex.com.au

Objective: Training Guide Booklet

Work Task: Layout/typesetting design. To compile data from client and combine all these data into a 30 page Training Guide for internal sales force use.

INDEX




CASH PASSPORT
PREPAID CURRENCY CARD

SECURE CONVENIENT RELOADABLE

CASH PASSPORT™
PREPAID CURRENCY CARD

TRAINING GUIDE

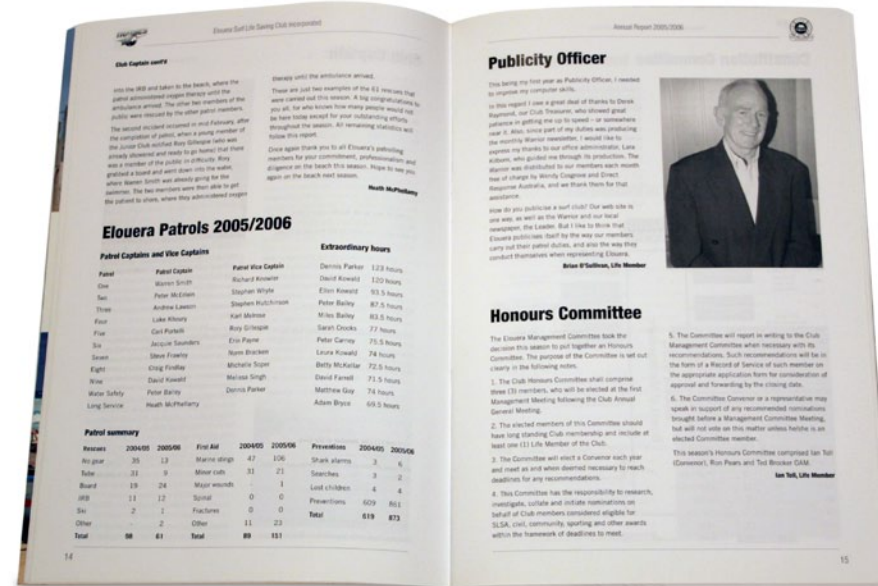
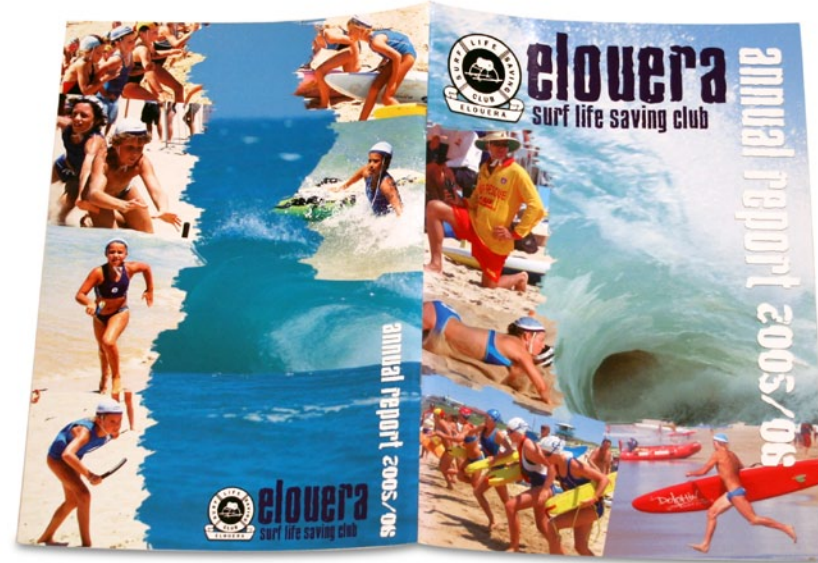


The Travelex Cash Passport is a great way to travel overseas with money

Travelex worldwide money

Objective: Elouera Surf Life Saving Club yearly annual report.

Work Task: Layout/typesetting design. To compile data from various person in-charge and combine all these data into a 90 to 100 pages annual report. Report was printed with CMYK cover and greyscale inner gloss pages. A full colour PDF version was also provided for website downloading.



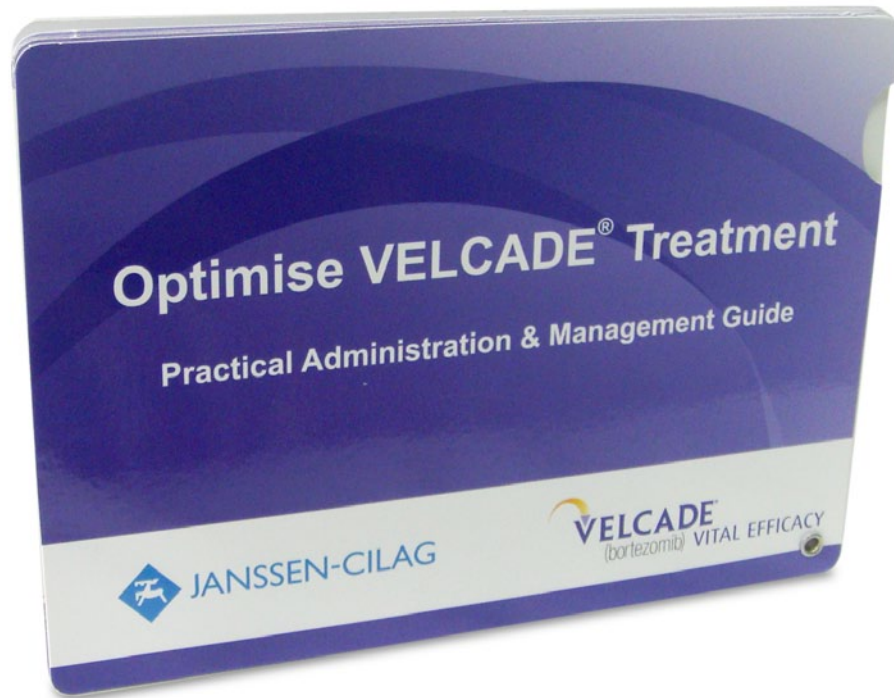


Objective: Gift ideas catalogue. Catalogue was distributed to client by a joint alliance of promotional agencies with each agency having its own custom cover.

Concept: Expressing the message that its fill with great gift ideas.

Work Task: Designing the layout & typesetting.





Objective: Medical Info Card.

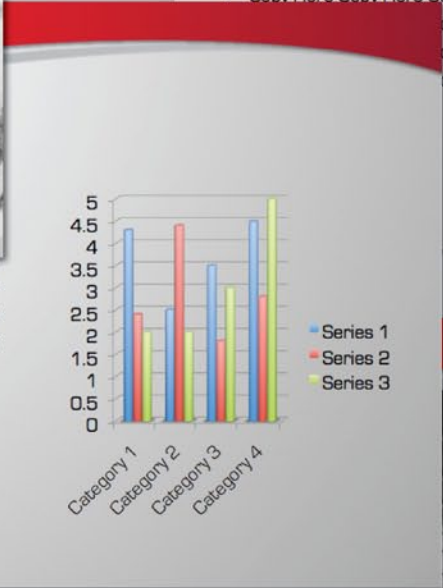
Concept: To create an easy and simple to read medical info cards for Velcade treatment.

Work Task: Layout and typesetting from raw data provided by the client's medical team. The info card was printed on to glossy stock approx 250-300gsm thickness.





TEMPLATE DESIGN



TITLE

HEADING HERE



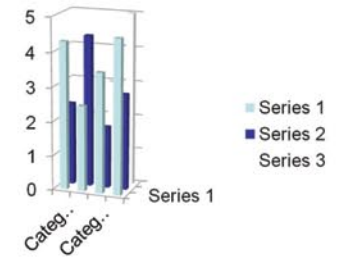
MISION STATEMENT HERE

COPY COPY COPY COPY COPY
COPY COPY COPY COPY COPY
COPY COPY COPY COPY COPY
COPY

- Dual Column
- Dual Column
- Dual Column

HEADING HERE

- COPY HERE
- COPY HERE
- COPY HERE
- COPY HERE
- COPY HERE
- COPY HERE
- COPY HERE



- Dual Column
- Dual Column
- Dual Column
- Dual Column
- Dual Column
- Dual Column

- COPY HERE
- COPY HERE
- COPY HERE
- COPY HERE



D.CONCEPT

HEADING HERE
HEADING HERE

Sub Heading

D.CONCEPT

HEADING HERE

- Dual Column
- Dual Column
- Dual Column
- Dual Column
- Dual Column
- Dual Column
- Dual Column
- Dual Column
- Dual Column
- Dual Column

D.CONCEPT

Category	Series 1	Series 2	Series 3
Categ..	2.5	4.5	3.5
Categ..	4.5	2.5	3.5

D.CONCEPT


HEADING HERE

- COPY HERE
- COPY HERE
- COPY HERE
- COPY HERE
- COPY HERE
- COPY HERE
- COPY HERE
- COPY HERE

HEADING
HERE TITLE

D.CONCEPT

- Single column with image
- Single column with image
- Single column with image



HEADING
HERE TI

D.CONCEPT
bringing ideas & design to life

TITLE HERE

July 2009

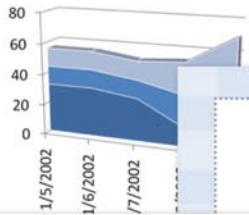
A presentation for:
XXXXXX

- NOTES for Double column
- NOTES for Double column
- NOTES for Double column
- NOTES for Double column

HEADING
HERE TITLE

D.CONCEPT

- Single column with chart
- Single column with chart
- Single column with chart
- Single column with chart
- Single column with chart



HEADING
HERE TITLE

D.CONCEPT

Sub Heading

- NOTES for Double column double sub heading slide.
- NOTES for Double column double sub heading slide.

Sub Heading

- NOTES for Double column double sub heading slide.
- NOTES for Double column double sub heading slide.

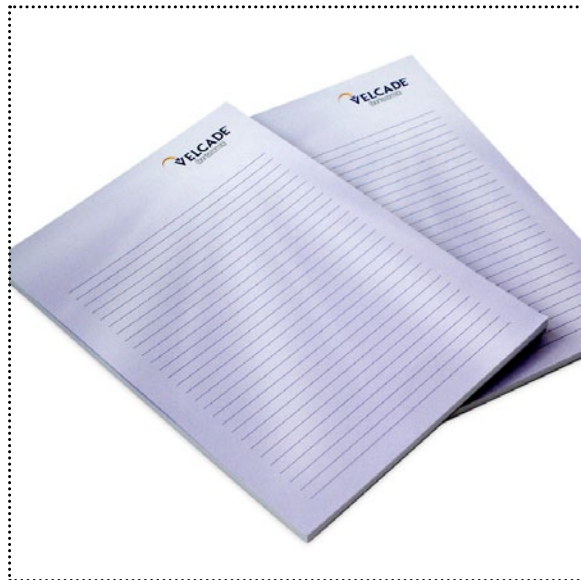
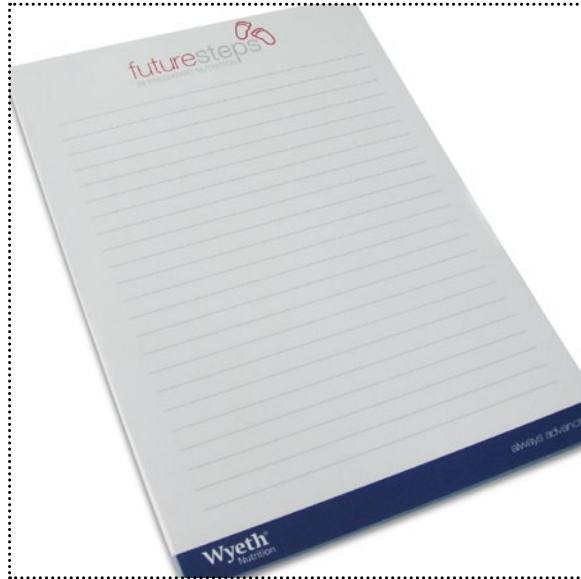
Thank You

XX
XX@XXXXXX.XX.XX
XXXX XXXX
XX XXX XXX

D.CONCEPT



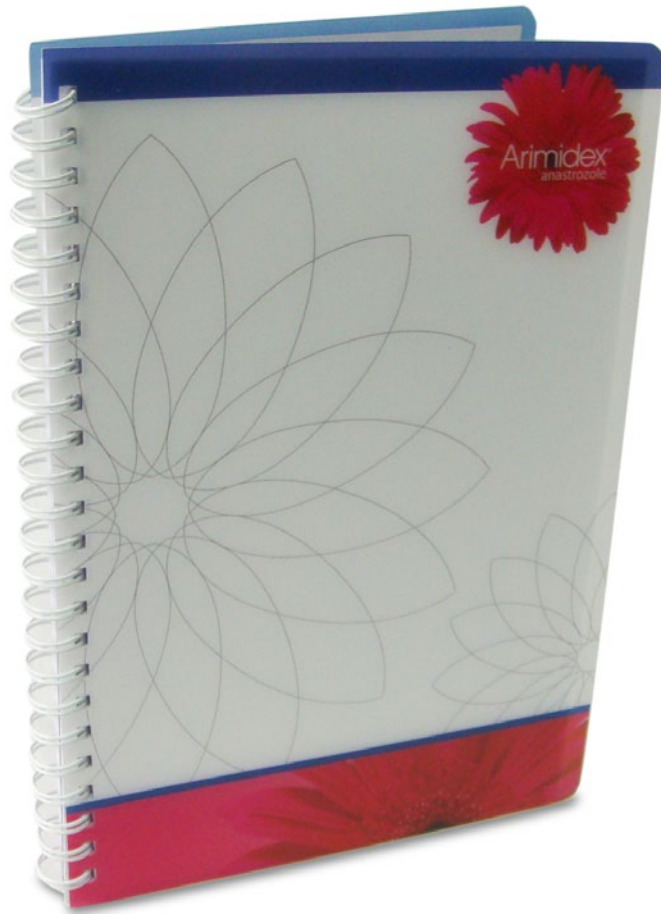
STATIONERY



Objective: Stationery and conference pack.

Concept: Each individual brand was to match up with current marketing direction and theme.

Work Task: Layout design and finish art creation. Task also consists of sourcing and liaising with printers and organizing press proofing before mass production.



Objective: Writing booklet with PVC cover.

Concept: To highlight the AstraZeneca Arimidex Icon (the gerbera)

Work Task: Layout design and finish art creation. Task also consists of liaising with overseas printers (from CHINA) and organizing samples for proofing before mass production.



Work Task: Designing of sticky notepad for various clients.

These sticky pads are produced in Singapore from a specialize company. The stocks used are pre-adhesive German imported stock. They are structurally more durable for multicolor printing and whiter than any 3M paper stock.

D.Concept also had the privilege to train with their production team in Singapore and obtained a better understand on the strength and limitation of the supplier's capability which in turn expanded our understanding when designing the artwork.



CONFERENCE ITEMS DESIGN



Objective: GenRx Conference Items.

Work Task: Designing a series of custom conference items as a give away. The paper bags were printed with gloss finish. The ties and scarves customize by local suppliers based on presented artwork.

Objective: Sevorane Re-Launch.

Concept: Promoting the re-launch of the product and incorporating their current image of the fighter pilot.

Work Task: Layout and designing of mouse mat. Mouse mat fabric was dyed to match brand's PMS colour



Objective: Philips Medical Launch Item.

Concept: Promoting the launch of their new website.

Work Task: Layout and designing of mouse mat and coaster set.





Objective: Artistry Umbrella (AVON).

Concept: Fashionable ladies umbrella.

Work Task: D.Concept was tasked to design an umbrella as a promotional gift from Artistry.





PACKAGING DESIGN



Objective: Boehringer Ingelheim Merchandiser. (Gift with Purchase)

Concept: To incorporate current packaging design on to the merchandiser display unit.

Work Task: To design and develop the box structure. My first step was to work along side with the box maker to create a die-cut that will allow the display unit to be packed flat and assembled within 3 steps. The merchandisers also needs to be able to sit alongside each other or as individual unit. After preparation of final artwork upon approval we organized for the involved stakeholders to attend a press proofing before mass production.



Objective: Nestle Annual Christmas Gift.

Concept: To suit the festive season.

Work Task: Our task was to design and develop a packing solution that will fit the current gift from Nestle.





PRODUCT DESIGN



Objective: Nestle Maggi Pencil Case. Giveaway with every purchase of 10 packs Maggi noodles.

Concept: To portray the pencil case as a pack of Maggi noodle.

Work Task: To work with Nestle's packaging department in organizing current Maggi noodle pack artwork. We then turn the pack artwork into the pencil case that you see from the image.





Objective: Nestle Butter Menthol Bear Lanyard

Concept: To incorporate the Butter Menthol Bear and the tartan look on to the design.

Work Task: To create a custom printed tartan pattern that matches the Butter Menthol design. Redraw of the Butter Menthol bear for PVC badge mould creation.



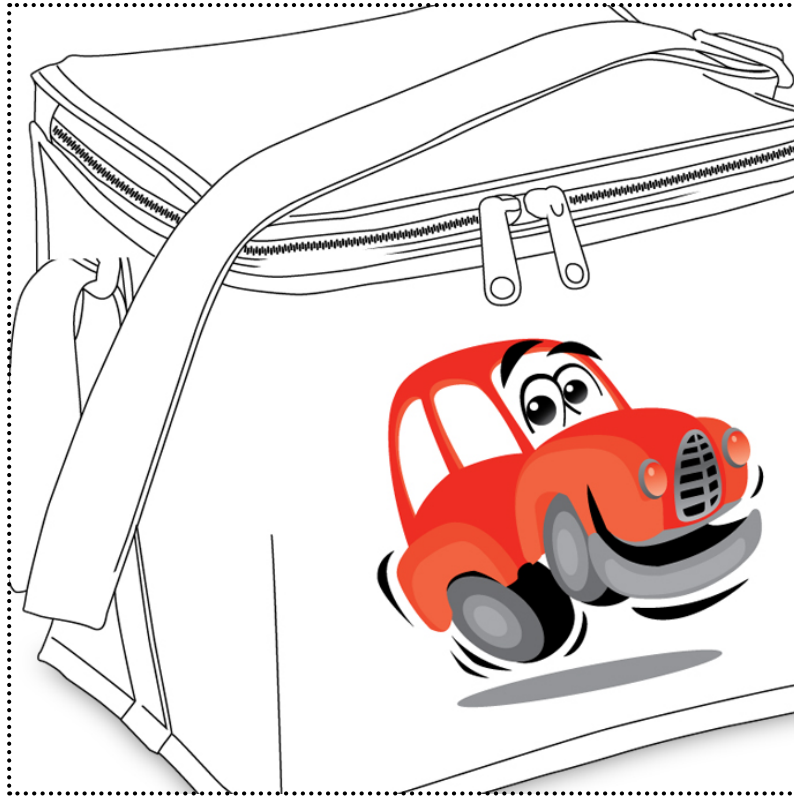


Objective: Merial Starter Kit Document Folder

Concept: Simple and user friendly document holder for your flurry friends.

Work Task: To create initial design of the folder's sizing and construction. (Eg: Measurement, number of pocket and its sizing, etc.)
To organize fabric and colour matching with overseas factory for final production.





Objective: Wyeth Children Cooler Bag.

Concept: Fun and cheerful.

Work Task: To create a character print for a cooler bag that will suit boys from age 5 to 10. Character was created in Illustrator. Print method used was a transfer print to give the character a shiny glossy effect.

Objective: Wyeth S26 Toddler Drinking Cup.

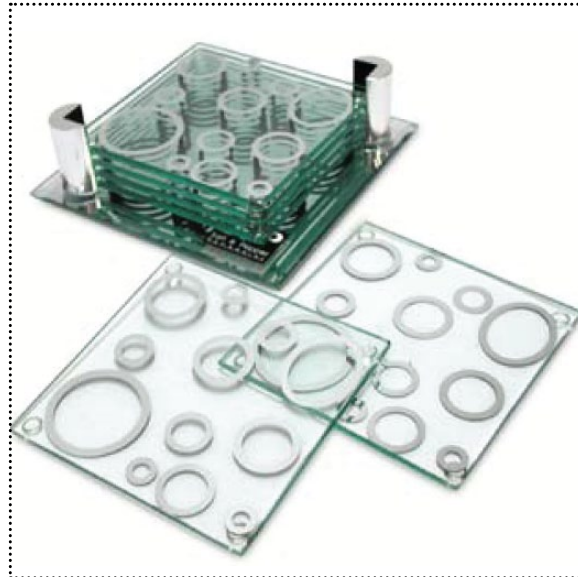
Concept: Colorful and attractive to children.

Work Task: The challenge was to design and develop a drinking cup from brief. The job was to create a drinking cup that appeals to toddlers. Item started from the drawing board as a draft design and later on went to computer rendering. Main concern was to have a safe and durable design that is usable for a toddler. Item was then molded for sample creating. Final product was then mass produced after various tests were carried out that its safe for toddler and food consumption use.





PHOTOGRAPHY



Work Task:

Photography for various media. (Eg: Print, Web & TV)



D.CONCEPT

bringing ideas & design to life

THANK YOU

e: info@dconcept.com.au
w: www.dconcept.com.au