





HELLO!

I'm Sarah Linklater, aka Slinky. I'm a graphic designer based in Melbourne who loves travel, reading, eating and my cats, Toby and Babs. I have been known as Slinky since I was 10 years old.

Much like my toy counterpart, I am bouncy, springy, and once I get going, I can be hard to stop. I specialise in developing brands, reports and related marketing collateral for public and private sector organisations who are making a difference in the world.

I believe that design is a collaborative process. I work with you to explore the ideas, innovations and quirks that make you unique and determine the best way to represent you in your marketplace.

For design that makes a difference, please drop me a line, I'd love to get to know you!

www.slinkydidit.com.au

sarah@slinkydidit.com.au / 0422 476 001

A stylized, handwritten signature in black ink that reads "Slinky". The letters are thick and fluid, with a large, looping 'y' at the end.

2017 HEYWIRE PROGRAM BRANDING & COLLATERAL

ABC Heywire creates an opportunity for young, regional Australians to stand up and make a difference. Heywire annually selects a group of forty 16-22 year olds from across regional, rural and remote Australia to attend the Heywire Youth Summit in Canberra where they workshop ideas to meet challenges facing their local communities. The ideas are then published and distributed across Australia. Local organisations can apply for grants to implement these ideas within their communities.

Each year Heywire create a different look and feel for their program. Heywire wanted their 2017 branding to explore the idea of 'having a voice' as a young, regional Australian. They also wanted it to capture the infectious, youthful, vibrance of the summit.



Jagdish Singh, Teacher, McGuire College

HEYWIRE

Heywire in your classroom

Heywire is a **personal narrative competition** for students in years 10, 11 and 12 from regional Australia. Your students could be among 40 Heywire winners who will have their story featured on the ABC and win a trip to Canberra for the Heywire Regional Youth Summit.

GIVE YOUR STUDENTS A VOICE

The Heywire competition is about telling the stories about life as a young person in regional Australia. From growing up on a remote cattle station, to experiencing disaster as a school leaver, to becoming more than a statistic, Heywire showcases the diversity of regional experience.

Support us under the Heywire logo. Register in your curriculum, encourage your students to create a story that affects their life. Stories can be anything for most.

Text: 400 words
Video: 2-4 minutes
Photo: 10 images
Audio: 2-4 minutes

TEACHING RESOURCES AND SCHOOL VISITS FROM ABC JOURNALISTS ARE AVAILABLE

New teaching resources and expertise are shared in having an ABC journalist present at your assembly by visiting abc.net.au/heywire/teachers

WHY USE HEYWIRE?

- It's not the best for your students
- Teaching costs is variable
- It's not in your curriculum
- It's not in your school ABC cap
- It's not in your school and has experience
- It's not in your school and has experience

THE COMPETITION IS OPEN NOW AND CLOSES 16 SEPTEMBER

HEYWIRE
abc.net.au/heywire/teachers

ABC
ABC
ABC

What Slinky did

Exploring the idea of what it means to have a 'voice' as a young person today, the final design plays on social media 'shareables' through the use of a polaroid type imagery. A bright colour palette captures the atmosphere of the summit, whilst bold, contemporary text represents the way Heywire gives young Australians a voice and empowers them to create change in their local communities.



Tell your story... change your world

Enter Heywire now! Forty winners will have their stories featured on the ABC and win a trip to the Heywire Regional Youth Summit in Canberra. Competition closes 16 September.

HEYWIRE
abc.net.au/heywire

ABC
ABC
ABC

HEYWIRE

2017 Youth Innovation Grants Guide

ABOUT HEYWIRE

7 Ideas from the Heywire Regional Youth
\$100,000 IN GRANTS - APPLICATIONS



TRAILBLAZERS

Approximately twenty outstanding young leaders who are creating positive change in regional Australia are chosen annually to attend the Heywire Summit, and have their work featured on the ABC. This year they will share the solutions they have used to improve education, tourism and indigenous health.

Find out more on page 26.

THE ABC HEYWIRE COMPETITION

The annual Heywire competition is designed to enable regional youth to tell their stories in a high-quality TV or radio piece. This year's stories showcase the diversity and talent of young people living in regional, rural and remote Australia.

Who will you encourage to enter?

YOUNG VOICES ON THE ABC

Approximately forty winners from across the nation work with ABC Radio to transform their story into a high-quality TV or radio piece. This year's stories showcase the diversity and talent of young people living in regional, rural and remote Australia.

Enjoy them all at abc.net.au/heywire

THE HEYWIRE REGIONAL YOUTH SUMMIT

Competition winners and Trailblazers are awarded with an all-expenses paid trip to the Heywire Summit. Trailblazers build skills to enable them to communicate their solutions to regional challenges to the nation. The winners develop leading new solutions to regional issues of young people in regional Australia.

These ideas are showcased from page 6.

FRRR ABC HEYWIRE YOUTH INNOVATION GRANTS

Community organisations around Australia are invited to apply for a share in \$100,000 from our grants program per year 2016/17. To make them share a really if you think your community could benefit, apply for a grant of up to \$10,000.

Full details on page 32 or at abc.net.au/heywire



4 2017 YOUTH INNOVATION GRANTS GUIDE

2017 YOUTH INNOVATION GRANTS GUIDE 5



Get more stories, ABC, and Heywire here!

Tell your story...
change your world

ENTER HEYWIRE

April 16-22 and from regional Australia! Tell your story for the Heywire Competition.

YOUR STORY ON THE ABC

Forty winners will work with ABC producers to have their story featured on the ABC.

BE HEARD IN CAMERERA

Winners will appear on ABC's Camerera for the Heywire Regional Youth Summit.

CHANGE YOUR WORLD

The ideas you develop at the Summit get funded, become a reality and make a real difference in regional Australia.

Competition closes 16 September



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EUROPEAN UNION

EU-AUSTRALIA LEADERSHIP FORUM PUBLICATION, INFOGRAPHIC AND IMAGE DEVELOPMENT



SPOWERS

E-FLYERS, COLLATERAL & TENDER TEMPLATE DESIGN / DELIVERY





Australian Tanzanian Service Foundation (ATSFI) approached Slinky Did It to design their brand and come up with a slogan to encourage people to donate to and help with their cause. The brief was to represent ATSFI as a bold and fearless aid organisation that was not afraid to get things done, and whose ultimate aim was to give sustainable aid that continued to give after the initial donation.

What Slinky Did

The concept uses aid crosses, immortalised by the Red Cross, to 'build' Tanzania using the colours of its flag. This represents ATSFI's ambitions to help build a better life for Tanzanians through sustainable developments in healthcare, education

and medical exchange programs. It is both a bold and brave representation of the organisation, aimed at increasing awareness to a broader audience through its contemporary design. A round and open was chosen to symbolise the goodwill of ATSFI and the opportunities it provides to the people of Tanzania. The slogan 'Building a better life for Tanzanians' was developed to support the logo and brand.

Collateral was designed to support the brand rollout.



at

australian—tanzanian services fo

CARLTON CONNECT INITIATIVE

CONFERENCE BRAND DESIGN & ROLLOUT (INCLUDING WAYFINDING)

The Carlton Connect Initiative (CCI) is a University of Melbourne organisation who are creating Australia's premier innovation precinct. They curate partnerships between people of diverse disciplines to create impactful solutions for the range of challenges facing the Australasian region.

Carlton Connect Initiative engaged Slinky Did It to create a sub-brand and supporting collateral for CCI's inaugural 2014 conference, held in October at the Sidney Myer Asia Centre at the University of Melbourne.

What Slinky did

Using the Carlton Connect parent brand as the driver, Slinky developed a sub-brand that embraced Carlton Connect's diverse colour palette and circular forms from their logo.

The sub-brand was applied to all event collateral, including:

- Subversive street poster campaign
- Event app branding
- EDM template
- Conference Program brochure
- Staff T-shirts
- Banners
- Stage set
- Social Media Skins
- Wayfinding
- USBs & Lanyards

The branding for the event was so successful, Carlton Connect decided to use it as their permanent event branding.





CARLTON CONNECT INITIATIVE

TOWER PROSPECTUS



The Carlton Connect Initiative (CCI) is a University of Melbourne organisation who are creating Australia's premier innovation precinct. They curate partnerships between people of diverse disciplines to create impactful solutions for the range of challenges facing the Australasian region.

Having recently completed the first phase of redevelopment for the old Women's Hospital at Parkville, CCI needed a prospectus to promote second phase tenancy opportunities. The document needed to be Carlton Connect branded, with

a clean and minimalist aesthetic to engage broad target markets, including commercial businesses, start-ups and government clients.

What Slinky did

Using the Carlton Connect parent brand as the driver, Slinky developed a clean yet engaging document utilising minimalist copy and bold infographics.

BRAND DEVELOPMENT & ROLLOUT, MULTIPLE COLLATERAL ITEMS

The Centre for Workplace Leadership (CWL) is a joint initiative of the Australian Government and the University of Melbourne's Faculty of Business and Economics to improve the quality of leadership in Australian workplaces.

The Centre for Workplace Leadership required further development and extension of their new brand in order to build the brand across a wide range of collateral.

What Slinky did

By taking the existing CWL brand elements, Slinky Did It extended them further through the development of a supporting 'ribbon' graphic to provide more scope for branding across the required collateral. This graphic represents the forward movement of the Centre and provided more flexibility to the brand itself.

Slinky Did It worked closely with the CWL's marketing team to devise comprehensive brand guidelines that included specific

fonts, colours, imagery guidelines and templates for research projects, digital communications and their annual report.

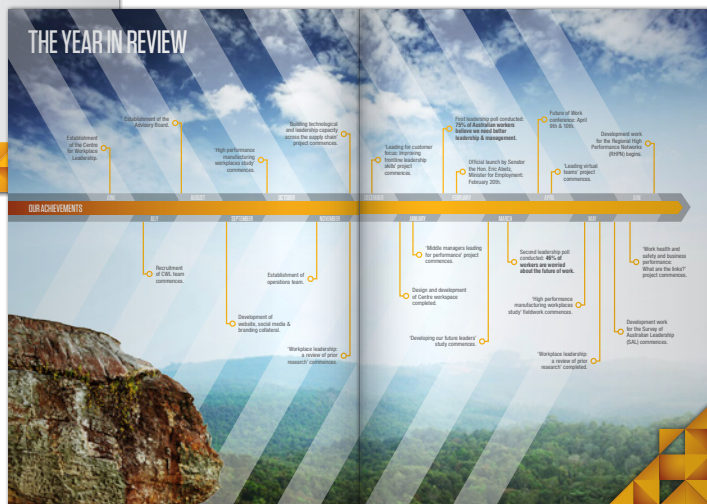
This work also enabled Slinky Did It to provide solutions to problematic co-branding elements that incorporated a variety of stakeholders at differing hierarchies.

This initial brand work has now been extended across large scale Government projects such as the Survey of Australian Leadership, and the annual Future of Work conference.

Slinky Did It also acted as brand advisor to the Centre from January 2014 until the end of their funding period in June 2016 and worked across a variety of unique projects from event concept and design to report and collateral design.



ANNUAL REPORT 2013-2014



2016 CONFERENCE BRAND DESIGN & ROLLOUT

The Association for Learning Environments (A4LE) advocates continual improvement in the built learning environment, reflecting advances in learning methodology and pedagogy. Their annual conference, held in Victoria in 2016, is a key event that enables its members and associates to share and learn about the developments in the design and use of learning environments.

A4LE required bold, engaging new branding that reflected the conference's 2016 Melbourne location and theme of 'Ex (change)'. Attendees explored what they could and needed to trade/exchange with each other in order to discuss and ultimately bring about 'change' and growth within the physical educational learning space.

What Slinky did

Slinky's solution was found within Melbourne's graffiti covered laneways. The identity developed explores the idea of graffiti and the way it is often painted over by other artists - creating a visual 'exchange' - but in a clean, sophisticated, contemporary way. A font was chosen that had a stencil art effect, which also played on the city grid and the physical building blocks that are used to construct buildings and education spaces such as bricks, stone, concrete and so on.

The 'x' and 'c' were joined to symbolise collaboration between attendees and also create a standalone 'tag' or 'brand mark'.

A suite of 5 different colours - sampled directly





FILM VICTORIA

ARCHITECTURAL GRAPHICS / WAYFINDING

Film Victoria is a State Government agency that provides strategic leadership and assistance to the film, television and digital media sectors of Victoria.

Having recently moved to a new home, Film Victoria was looking for a way to brand their new space that would showcase their contribution to the Australian and International film industry.

What Slinky did

The architects had identified a particular wall within the new space as a 'problem area' as visitors would exit the lift without being able to see reception. Slinky was able to design a graphics package to help brand the space that included a wall graphic for the main foyer which used multiple scales of 'pixels'.

By selecting key imagery found in Film Victoria's archives, Slinky Did It was able to build an 11 metre graphic that, when combined with continuous lyrical lighting unravelling like a reel of film, was designed to subtly draw visitors to reception. The graphic was accompanied by decals for the office fronts and further branding of the reception area.

Slunky Did It was recently engaged to update the entry wall graphic to imagery that reflects Film Victoria's current projects.

Shortlisted for the IDEA Awards, 2013.

With Spowers Architects





FUTURE OF WORK

CONFERENCE BRAND DESIGN & ROLLOUT

The Future of Work (FOW) is an annual conference run by the Centre for Workplace Leadership (CWL). The conference brings together business leaders, influencers and thinkers, to examine the changing nature of work, new workplace innovations and how we can best prepare for the future. The inaugural Future of Work: People, Place, Technology conference was held in 2014 and the event team required new branding that would position the conference as the key leadership event in Australia. The aim was to ensure attendees left the conference with the skills to build 'people', 'place' and technology' within their workplace.

What Slinky did

Working closely with the CWL marketing and events team, Slinky devised a brand mark that drew direct inspiration from the CWL's branding. A supporting graphic was also developed to demonstrate the conference's ability to 'strengthen the business from the inside out' through a pattern of triangles that gradually develops, slowly filling in the gaps. The multitude of triangles represents the collaborative nature of the conference.

The colours and pattern were designed to be contemporary, engaging, accessible, and ultimately 'not too corporate'.

CWL then asked Slinky Did It to continue to develop the brand across the 2015, 2016 and 2017 Melbourne conferences as well as the inaugural Future of Work conference in Sydney in 2015 (part of the Vivid Ideas festival).

The project included the rollout of the brand across multiple collateral items such as t-shirts, digital and print communications and collateral, lanyards, t-shirts, presentation material, social media skins, event app imagery, banners, stage set and venue wayfinding.

"It became clear very quickly that Sarah was very much in sync with the campaign, and was able to deliver designs quickly and on-brand. She was able to offer suggestions across multiple collateral channels that I was rolling out, and her sharp eye for creativity meant each piece not only looked absolutely fantastic individually, but also worked across the full suite effortlessly.

Sarah's friendly and engaging manner made her a treat to deal with. Even though she was based in the US throughout the entire campaign, her communication was flawless. She was always quick to respond, worked to deadline and nothing was ever too much trouble.

In short, she was a an event manager's dream."

- Penny Wedesweiler, 2017 Event Co-Ordinator



JOBS AUSTRALIA

ANNUAL REPORT

Jobs Australia is the national peak body for not-for-profit organisations (Jobs Australia's members) that assist unemployed people to prepare for and find employment. They advocate and act as a voice for their members, allowing them to provide support, training and services to those looking for work. Jobs Australia's mission is to advance positive social change and ultimately achieve a fairer and more equitable Australia through its support of its members.

Jobs Australia approached Slinky Did It to produce their 2015-16 Annual Report. They needed it communicate the organisation's role, its achievements and activities to its stakeholders, members, government agencies and the broader public. The brief was to create a bolder, more contemporary and visual design than previous years.

What Slinky did

Instead of a bound booklet, Slinky designed the annual report as a series of oversized postcards, with each card representing one section. The Jobs Australia blue was offset by a vibrant, contemporary yellow. Images were treated with a circular graphic effect to create visual impact, harken back to the dots in the Jobs Australia logo and represent the impact that Jobs Australia has through its member network.





KENNEDY'S

BRAND DESIGN, COLLATERAL ROLLOUT, ARCHITECTURAL, WEBSITE DESIGN

Kennedy's are a boutique produce shop in Essendon, Melbourne. They're all about bringing the best ethically sourced and produced Victorian produce to your table.

Kennedy's wanted to build a reputation as a convenient place to get quality fresh, local produce. They recognised the need for a brand with a fun, engaging persona to draw in their target market. The brief was to explore ways to pay homage to the historical inner city delis and butchers of New York and London.

What Slinky did

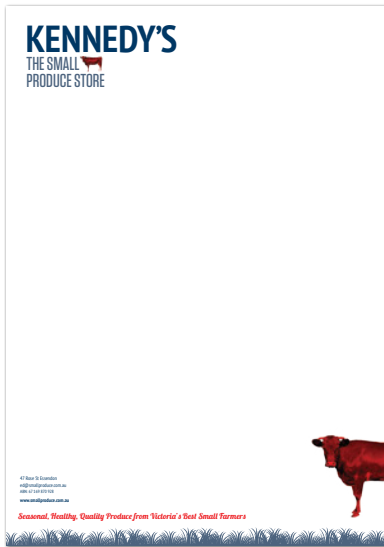
Slinky designed a contemporary take on traditional butcher iconography. The colour palette of blue, red and white is coupled with bold text and images of animals, which have been given a half-tone effect, harkening back to when

livestock were listed in the newspaper alongside images to show their health and quality.

These animals emphasised Kennedy's link to local farms, the freshness of their produce, and the fact their meat is 'as it should be.' Red is used to give the brand extra impact and an element of fun. This is further emphasised by the cow eating a tuft of grass: a playful reference to 'butchers grass' that again speaks to the freshness and seasonality of the produce. The fonts have been inspired by traditional butcher shop typography but are grounded and contemporary.

The brand was rolled out over a variety of collateral, including architectural graphics within the store, and the design of the website.





"Sarah spent time and energy draining my brand vision from my head. She came up with solutions I didn't even know I needed! She was helpful and treated my brand as if her own, as well as providing understanding budgets and clear avenues to keep everything within cost. I could not recommend her more. And, importantly, what she came up with is just so damn nice to look at! Sometimes I just want to come up with new business ideas to have an excuse to work with her again."

- Edmund Kennedy, Owner



LIBRARY QUEST

BRAND DESIGN & COLLATERAL ROLLOUT

Library Quest is an online game that helps orientate new tertiary students to their library and its resources. The game is quirky and humorous and strives to educate through engagement.

Library Quest needed a brand that established their game as professional, trustworthy, and tested whilst subtly communicating the fun and quirky elements of the game. It was important to tout robust, evidenced outcomes of the game. The brand also need to resonate with students and help libraries raise awareness and deliver their resources.

What Slinky did

Slinky chose a font which was bold and contemporary, which helped to convey Library Quest as a trustworthy tech product that creates evidenced impact within the tertiary library sector. The playfulness of the game was subtly brought through by turning the 'Q' in 'quest' into a magnifying glass, which could then be used as a supporting brand element across collateral. A monochromatic palette was used to allow for ultimate flexibility with the changing face of the game.



"Sarah's work has been instrumental in the development of my brand. I've benefited greatly from her ability to understand and develop my ideas and she is generous with offering new possibilities in addition to following the brief. Sarah has that rare combination of creativity and scrupulous professionalism that means she is a pleasure to work with while also producing excellent designs.."

- Rowan Mangan, Owner



WHY LIBRARY QUEST?

PROVEN

more than 5000 students have played Library Quest and it has been steadily improved according to feedback and research.

24/7 INTRODUCTION

teach your students about the library in a format they can engage with from any device at any time.

COST EFFECTIVE "ONE TO MANY" DELIVERY

libraries have reduced the resourcing costs of poorly-attended tours and classes by up to 70% by including Library Quest in their orientation package.

ENGAGING EXPOSURE TO THE LIBRARY

90% of students who play rate the game positively.

EXPANDS REACH

up to half the student body viewed Library Quest, where before the libraries were lucky to have small handfuls of students attend their tours.

BUILDS INFORMATION LITERACY

after playing Library Quest, students understand a search strategy and know how to further develop their info lit skills.

IMPROVES STUDENT EXPERIENCE

feedback from freshmen consistently indicates more confidence at college and a positive association with the library.

PROMOTES USE OF SERVICES

80% of students report more awareness of library services and concepts after playing; 90% say they intend to use the library services they have discovered in their degree.

LIFTS LIBRARY'S PROFILE IN THE UNIVERSITY

libraries have been lauded for increasing library use and engagement without increasing costs.

MCCORMACK PROPERTY

BRAND DESIGN, COLLATERAL ROLLOUT, WEBSITE DESIGN

A family owned company established over 46 years ago, McCormack is one of Victoria's leading building services companies and a nationally recognised leader in best practice. They provide specialist services across commercial, education, government, industrial and residential environments.

McCormack approached Slinky Did It to review their existing branding and re-invent the way they present themselves to clients.

What Slinky did

The existing branding had some strength in its concepts: the insignia represents the 'M' from the name as well as their business activity within the building industry. The font, logo and colour palette, however, were outdated.

Slinky designed a brand that alludes to McCormack's business activities as well as their dependability. The font is structured and block like, representing the building industry, whilst still being personable. The blue has been contemporised into a friendly and approachable aqua grounded by dark grey. The original triangular roof idea has been expanded and multiplied to represent McCormack's reliability and dependability. This also expresses their ability to develop a project into an ongoing client relationship: one project (or triangle) becomes many. The line work aspect reflects construction working drawings and gives the graphic a three dimensional quality, providing a secondary connection to McCormack's ability to take a project from concept through to built form.



STUDIO 103

BRAND DESIGN & ROLLOUT, WEBSITE DESIGN

Studio 103 is group of architects and interior designers based in Melbourne. They're dedicated to creating inspirational spaces.

Studio 103 wanted to find a way to showcase their architectural (exterior) and interior (internal) design services through a new brand that also demonstrated their trustworthiness, client focus and passion for project delivery.

The new brand then needed to be applied across a dynamic and engaging website and range of marketing collateral.

What Slinky did

The concept for this project started with a cube to reflect their entire business. Then it was disassembled to represent the dualities of the work they're doing. The name of the business surrounded by the broken cube line drawings, shaped almost like hands, represented trustworthiness. A supporting graphic was developed from the starting 'cube' shape.

Slinky was able to bring in their quirkiness and friendliness in the 'pop' of yellow shining out from the screen print effect of the rest of the design.

A font with rounded edges that delivered a friendly, approachable feel to Studio 103's overall brand was also utilised.



STUDY OF AUSTRALIAN LEADERSHIP

BRAND / COLLATERAL

Study of Australian Leadership (SAL) is a study of the management and leadership capabilities of all levels of management within Australian workplaces. The scope and depth of the study represent an Australian first. SAL aims to provide benchmark data for leadership and management capability in Australian workplaces that will inform future government policies and practice.

SAL needed a brand that demonstrated it is a credible, rigorous and impactful study. It also needed to appear approachable and official to help managers engage with the study.

Key aspects of the brief included ensuring that the brand stood on its own, whilst remaining supportive of the Centre for Workforce Leadership and University of Melbourne co-brand. It also needed to demonstrate that the study examines all levels of management. This meant steering away from the idea of a pyramid shaped hierarchy to demonstrate that every level of management is equally important.

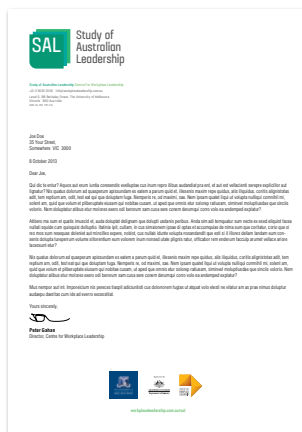
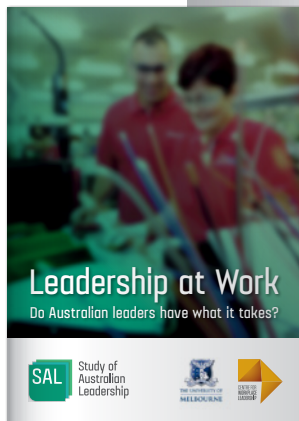
What Slinky did

Slinky utilised a square shape with one rounded corner to show the study is rigorous yet approachable. Positioning the soft corner at the bottom left, allows for the opposite corner to point upwards, representing the goals of the study to ultimately improve leadership capability.

The shape is simultaneously reminiscent of speech or thought bubble and a page turning a new leaf. It has been replicated to represent multiple levels of management and overlaid to show the interconnectedness of each level.

The selected font is serious and robust, yet friendly. It is shown in a combination of uppercase and title case to represent the credibility of the study while positioning it as approachable and useful.

Varying shades of emerald green were utilised to represent abundance and wealth in all its forms: material, intellectual, emotional and creative. This ties in to what this study hopes to help ultimately achieve for Australian workplaces. Gradients of the green were used within collateral to show integration of different levels within organisation. There is also subtle reference to the Australian 'green and gold.'



THINK TALK EAT GROW

2015 MELBOURNE UNIVERSITY FARMERS MARKET LAUNCH EVENT BRANDING & ROLLOUT

Think Eat Talk Grow was an event held on Wednesday 4th March 2015 to launch the 'ready to eat' farmers market at the University of Melbourne. A variety of different events run throughout the day aimed to engage and inspire the local community to eat and learn about local, fresh, sustainable food. The event created collaboratively by the Carlton Connect Initiative, the University of Melbourne and the City of Melbourne and was publicised as part of the Melbourne Food & Wine Festival.

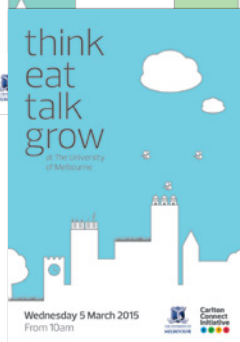
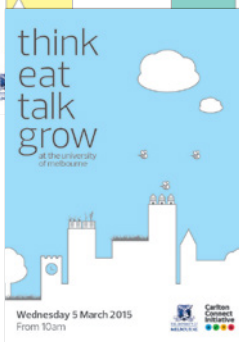
Think Eat Talk Grow needed a unique brand developed for the launch that conveyed the Carlton Connect Initiative and the University of Melbourne's public spirit and demonstrated their engagement with the broader community's health, wellbeing and relationship with food. The brand also needed to represent them as leaders in the fields of food technology, innovation and education.

The brief was to create a vibrant, engaging, inviting brand that played on the ideas of urban farming and fresh produce being available within the city. They wanted a brand that felt optimistic about contemporary healthy living.

What Slinky did

Slinky developed a playful, light-hearted, contemporary illustration to connect the University of Melbourne with urban farming and a healthy, inner city lifestyle. This was combined with a light weight version of Carlton Connect's brand font to foster a sense of connection to the organiser. It was executed in lower case to appear friendly and community spirited.

Using the green of Carlton Connect's food sub-brand with yellow (the colour thought to stimulate appetite) as a base, Slinky developed a friendly and optimistic colour palette.



CLIENTS

SOME OF MY PEEPS

I have completed a diverse range of graphic design work for a variety of clients, including:

AECOM

- Wayfinding graphic concepts for major transport projects

Alibaba Group

- Melbourne Office graphics package
- Australia / NZ launch event collateral
- 2017 Small Business Conference Collateral

Australian Broadcasting Commission (ABC)

- Brand development & collateral, 2016 Heywire
- Brand development & collateral, 2017 Heywire
- Brand development & collateral, 2018 Heywire
- Brand development & collateral Trailblazer program
- Brand development & printed collateral for ABC Rural 70th Anniversary celebrations

Australian Unity

- Brand development, wayfinding and signage package 20 Smith Street, Paramatta

Australian Tanzanian Services Foundation Inc. (ATSFI)

- Brand design & rollout

Carlton Connect Initiative, University of Melbourne

- 2014 conference brand & roll out
- Think Eat Talk Grow Farmers Market Launch Event
- Tower Prospectus

Centre for Workplace Leadership, The University of Melbourne

- Brand update & roll out
- 2014 Melbourne, 2015 Melbourne, 2015 Sydney, 2016 Melbourne, 2017 Melbourne Future of Work conference brand & roll out
- Study of Australian Leadership brand design & rollout
- Annual Reports 2014, 2015, 2016

Association for Learning Environments (Formerly CEFPI) Australasia Region

- 2016 Melbourne Conference brand design & rollout

European Union

- EU- Australia Leadership Forum Publication, Infographic and image development

Law Architects

- Brand design & rollout

McCormack (Construction & Property Services)

- Brand design & rollout
- Website design

Studio 103 (Interior & Architectural Designers)

- Brand design & rollout
- Website design & Development

To see examples of these or any of my other work, please contact me. References are available on request.



Slinky Did It
71 Lambeth Street
Kensington VIC 3031
0422 476 001

slinkydidit.com.au
sarah@slinkydidit.com.au

ABN: 99 282 819 669