



This brand identity proposal for the Brain Stimulation and Neuroimaging Research team, composed of a symbol which consists of a stylised representation of two coils with the brain centred between them. It conveys a number of ideals that are central to this research stream.

- It is a stylised representation of a TMS coil
- The linking aspect of the logo graphic represents the connections made with patients. Such a partnership is one of equality, as is depicted by this equally balanced image
- Finally, the broken aspect of this image represents the aim of the research – to break the cycle of treatment resistance.



The Ian Parker Fund Identity utilises a floral symbol which represents how out of Ian's story this foundation has grown. The organic plant reflects human life, recovery and growth.

Within this floral symbol sits the letter 'i' and the letter 'p', the initials of Ian Parker. The 'i' acts as the stem with the dot of the i also the centre of the flower.

The petals are graded in colour starting from the lowest petal being black and gradually lightening to a bright colour. The black petal signifies the lows of bipolar affective disorder and the bright colour portrays the highs. Therefore, this gradual transition from dark to light reflects the mood spectrum of bipolar affective disorder.



The brand identity highlights the service provided by reinforcing the 'e' in kentera resembling a ribbon which helps identify with events. Hence the name kentera Events.



hamerACCESS

The Hamer Access identity uses the lower case 'a' in 'access' to form the logomark. The mark resembles a wheelchair and the 90° slice through the letter a signifies improved access via ramps and modifications which is the service Hamer Access offers.



The brand identity uses the type 'fityou' in such a way that visually represents a person keeping fit. Depending on how you look at the figure you can see the stylised person swimming, bike riding or running. These are common ways that people can keep fit and can also be seen as a representation of the stages of a triathlon. The lime green colour acts as a nice contrast to the darker green and also gives the logo a fun, energetic feel.



MOORABBIN BIN HIRE

The Moorabbin Bin Hire brand identity features a logo symbol using the first letter of Moorabbin stylistically representing a skip bin.



The Golf Sleeve's main idea here is a flame which represents warmth and the negative space it creates forms the shape of a golf club.



HARRY'SWORLD

This logo proposal for Harry O'Brien features an 'O' for O'Brien with a stylish silhouette of Harry within. Harry signs off as 'Harry O' this being the rationale behind this concept. Adding the apostrophe to the symbol makes it even more identifiable as the 'O' in O'Brien.

The 'O' may also be seen as a stylistic representation of the globe containing Harry's profile. Therefore, this logo concept also reflects 'Harry's World'.



The brand identity utilises a stylised representation of a clock face using the 4 numeral. It visually conveys how the health club member can easily balance their busy lifestyle with a workout thanks to the convenient 'round the clock' availability of the club.



The Polar Bear logo features a stylised polarbear which sits close together with the logotype to form this identity. The streamlined shapes in the polarbear symbol represent airflow and also reflects a slick and efficient service. The type face was chosen for it's friendly feel while still keeping a professional look.