

Scout Creative Pty Ltd
1 Wing Court
Maylands 6051
Western Australia

t +61 (0)8 9371 8257

f +61 (0)8 9371 7290

scout@scoutcreative.com.au

www.scoutcreative.com.au

scoutcreative

forward thinking // exceeding expectations //



Scout Creative is a Perth, Western Australia-based graphic design business, specialising in creative solutions to design, branding and communication conundrums, logos, presentations, advertising, marketing, brochures and magazines, packaging, displays, web and corporate image makeovers.

[hit escape at any time to return to normal screen mode]

how we think

Our slogan is: forward thinking // exceeding expectations //

Our aim is to offer creative answers to design and image conundrums.

Logos, presentations, marketing glossies and brochures, web design and corporate image makeovers delivered with attention to detail, budgets and deadlines. We are a team that values business outcomes ahead of artistic temperament.

So what can we do for you? It's all about your image, your brand, your product, your idea. We're here to help you push whatever it is you've got, build on it, fix it if it's broke, make it work harder for you, and ultimately put more dollars in your bank account.

It's a lot of work running a business. You know that, and boy, do we know that. And we can't all be experts in every field, or know all the angles. The image you portray as a company is part and parcel of the service you give.

It's human nature to judge a book by its cover, even though we can be mistaken when we jump to conclusions.

So why take the risk of giving the wrong impression by giving the wrong impression?

Would you like to:

- ✓ have a project that exceeds forecast sales targets?
- ✓ generate greater consumer loyalty?
- ✓ change customer perceptions?
- ✓ build market share?
- ✓ improve profitability?
- ✓ blow the socks off the competition?

It's our job to prove that design is an investment and not an expense, that design has the power to generate substantial returns on investment.

how we help

At Scout our primary product is ideas.

Like all service organisations our charges are based on the time we invest in a project. Project costs vary depending on our clients' needs and budgets. On request we will provide a detailed proposal and estimate for approval before starting. We adhere to our estimates unless project specifications change.

Our projects generally progress in three distinct parts:

Investigational time

This is the time we spend gathering information, conducting background research, looking at any competitors offerings and ensuring we have all the materials we will need to progress to the next stage.

Conceptual time

Now we spend time on creative thinking, searching for solutions and design ideas.

Executional time

Finally, we work out the exact details of the project, the 'nitty-gritty', and prepare artwork and whatever else is required to produce the project deliverables.

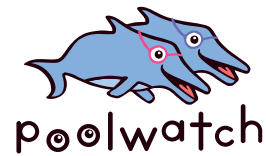
Despite popular misconceptions, good creative work doesn't often come in a flash of inspiration; usually it comes from lots of trial and error. We usually consider several approaches (concepts), work them through, and try them out. Then we revise them.

Our rough concepts can consist of hand-drawn sketches, or more finished computerised drawings presented as printouts or as PDF files. For magazines and brochures, we will generally submit designs of individual pages or spreads. They are adequate to convey what we believe is the best approach to take, taking into consideration the client's budget, schedule, objectives, and preferences. On the other hand, they are not so well-developed as to have wasted time and effort if we need a course correction. After presentation, we ask for comments. The more objective and specific the client can be, the better we will be able to respond. Comments are our input for revising the rough concepts into a more finished one, which we present at the next stage. From the input at this second presentation meeting, further minor refinements are made as necessary. We also finalise the production timetable, and the scheduling of any additional services (such as photography or illustration).

Once the work is complete and to your satisfaction we send the project to production and shortly thereafter you will take delivery.

how we've done

To check out samples from our portfolio, you can either progress sequentially or click on a client logo below to go straight to their section. Click the bubble to return to this page.



Who: Fremantle Dockers Football Club

What: Year Book 2012 and Docker – 2012 membership magazines

How: The official membership magazine of the Fremantle Dockers Football Club, issued three times a year at the start, middle and end of the AFL season and mailed direct to club members. Also the Year Book which takes a similar form to an annual report, noting the facts and figures from the season just gone.



Who: Fremantle Dockers Football Club

What: Year Books 2002 to 2011 and *Turning it around*

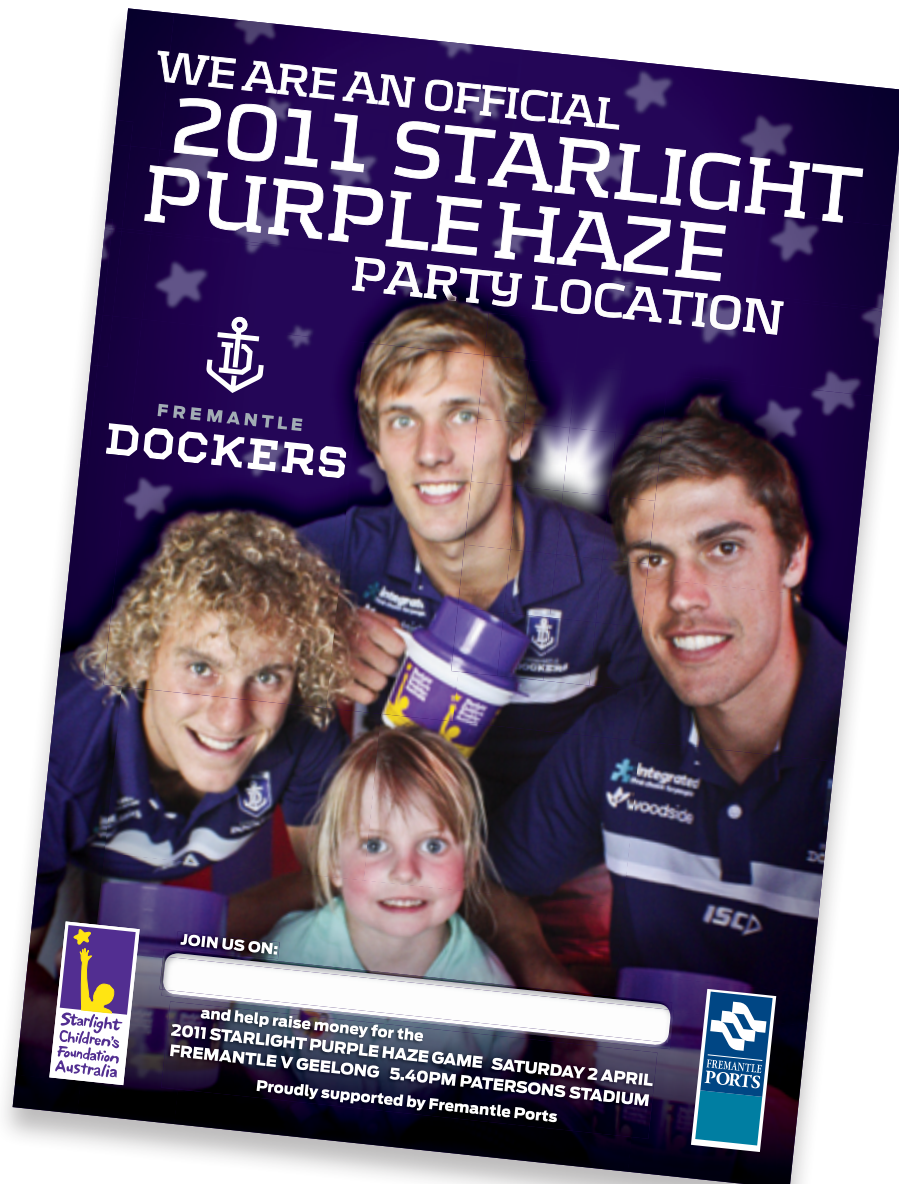
How: Further examples of the club's Year Book and *Turning it around*, a souvenir book produced to commemorate the team's inaugural finals appearance in 2003.



Who: Fremantle Dockers Football Club

What: 2011 Purple Haze Collateral

How: Posters and flyers promoting the 2011 Starlight Purple Haze game, encouraging recipients to hold a 'dress purple' party to raise money for the children's charity.



Who: Carlton & United Breweries

What: *What's Brewing* magazine

How: A direct mail magazine aimed at hotels, bottle shops, restaurants and other vendors of CUB's beverages. The magazine was a mix of sales, news, product information and stories that were likely to be of interest to the target markets. Three versions were produced – localised for WA, NSW and Tasmania.



Who: Carlton & United Breweries

What: VB Racing Promotional poster and postcard

How: Following a very successful poster/postcard project the previous year, a similar scenario was undertaken in 2003 to promote the sponsorship of the meeting in Perth with promotional 'grid girls' attending hotels ahead of the race day, handing out the collateral to raise awareness for the event.



scout: to find answers
 finding
 scout: trailblazing
 scout: reconnaissance
 of others
 scout: act of seeking information
 scout: to search
 scout: reconnaissance
 scout: research
 scout: to find answers
 scout: pathfinding
 scout: investigate
 scout: explore
 scout: going forward ahead of others
 scout: pathfinding
 scout: to search
 scout: to search
 scout: to search
 scout: to find answers
 scout: to search

How: A special label to commemorate the tenth anniversary of the West Coast Eagles inaugural Grand Final victory on bottles of Carlton Midstrength.



How: Collateral used to promote a unisex 'beauty' contest.



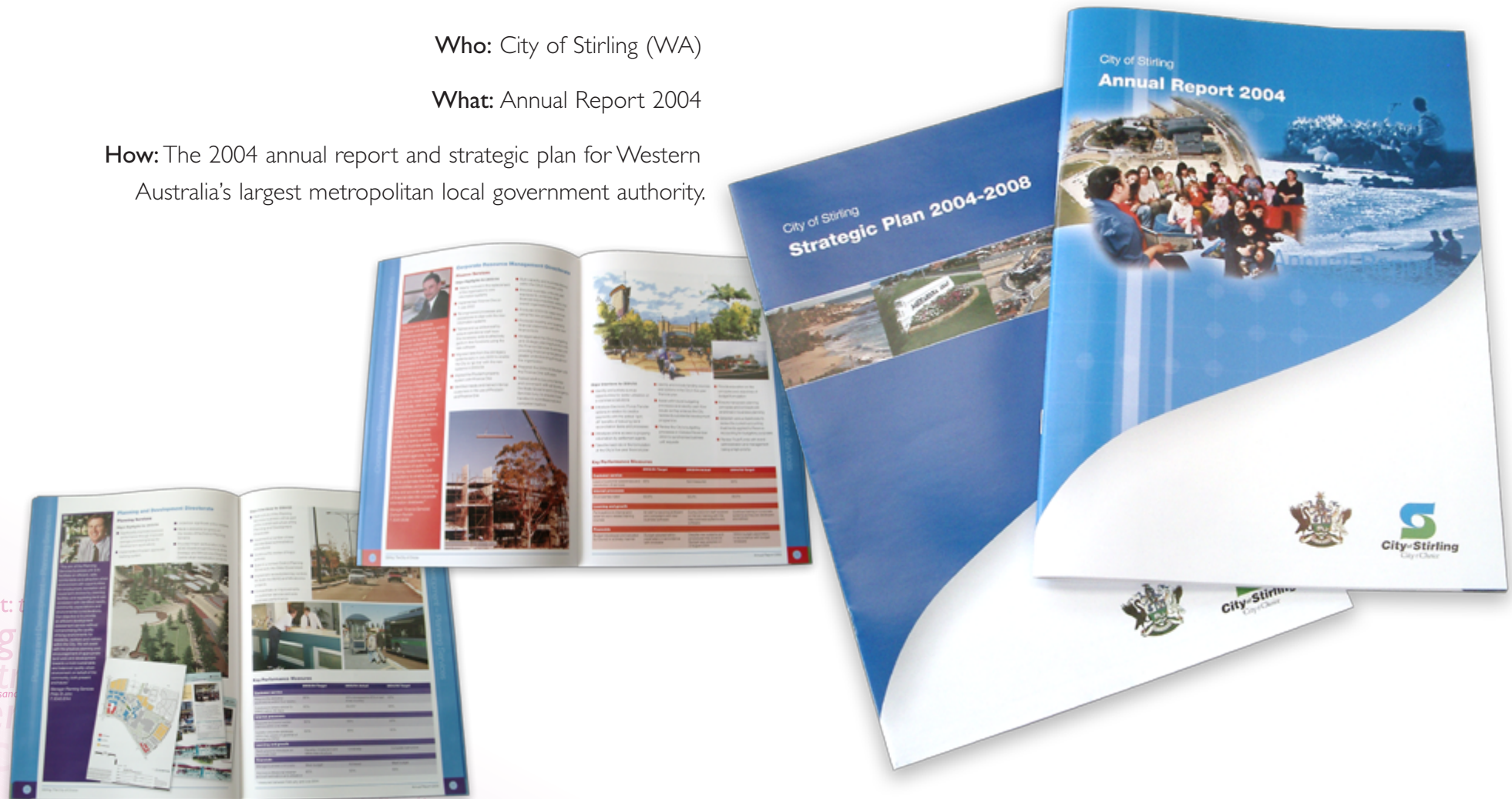
How: Assorted promotional items distributed at clubs and events to promote CUB brands.



Who: City of Stirling (WA)

What: Annual Report 2004

How: The 2004 annual report and strategic plan for Western Australia's largest metropolitan local government authority.



City of Stirling
City of Choice



City of Stirling
City of Choice

Who: City of Stirling (WA)

What: Services brochures

How: Assorted flyers, brochures and pamphlets publicising the facilities and services on offer from the City.



What: Community Services Directory

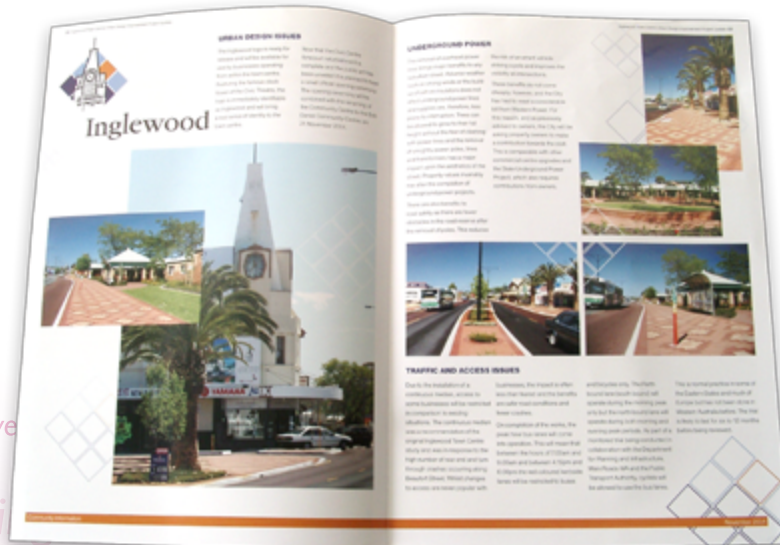
Distributed to every household in the council area.



Who: City of Stirling (WA)

What: Brochures/newsletters

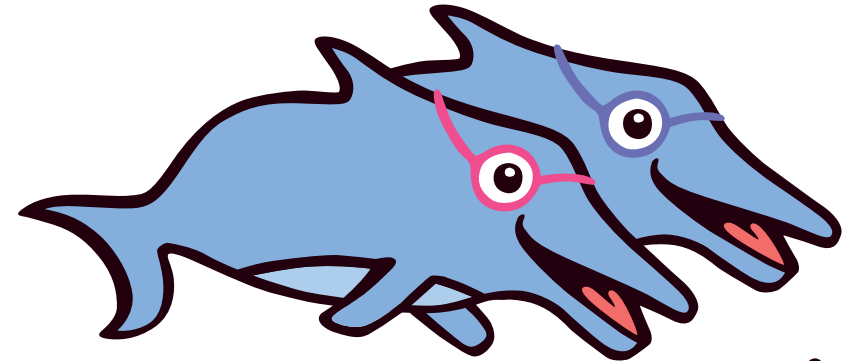
How: Various brochures and newsletters communicating different plans and initiatives within the City.



Who: Beatty Park Leisure Centre

What: PoolWatch logo

How: Logo developed to brand a safety campaign run at the leisure centre to highlight the need for bathers to be vigilant, to look out for their companions, and be aware of accident and emergency procedures.



poolwatch

Who: Beatty Park Leisure Centre

What: PoolWatch campaign

How: Posters and leaflets designed to publicise the PoolWatch campaign.



What: PoolWatch campaign

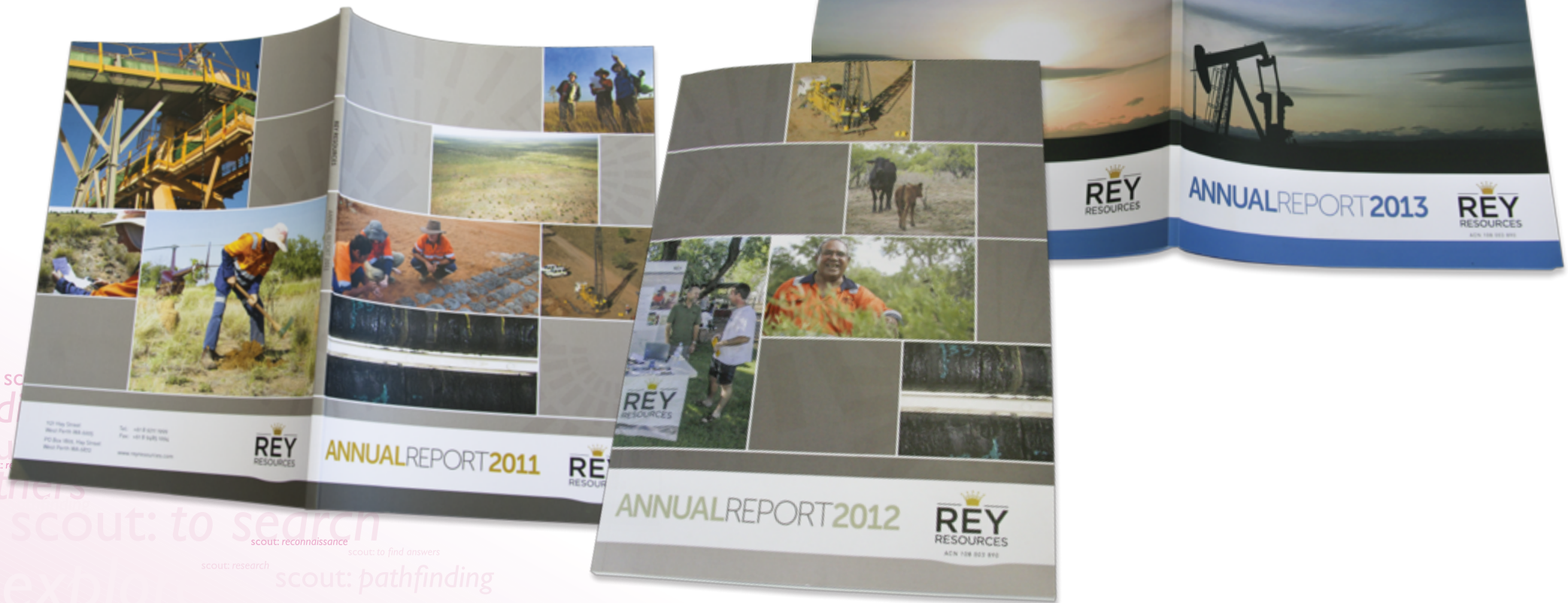
How: Large format poster on display within the leisure centre.



Who: Rey Resources

What: Annual Reports 2011-2013

How: The annual report for an Australian Stock Exchange listed resource exploration and development company.



Who: Rey Resources

What: Fact Sheets

How: A series of fact sheets outlining various aspects of the resource projects that the client is working on, aimed at stakeholders and the community in the region in which the client operates.

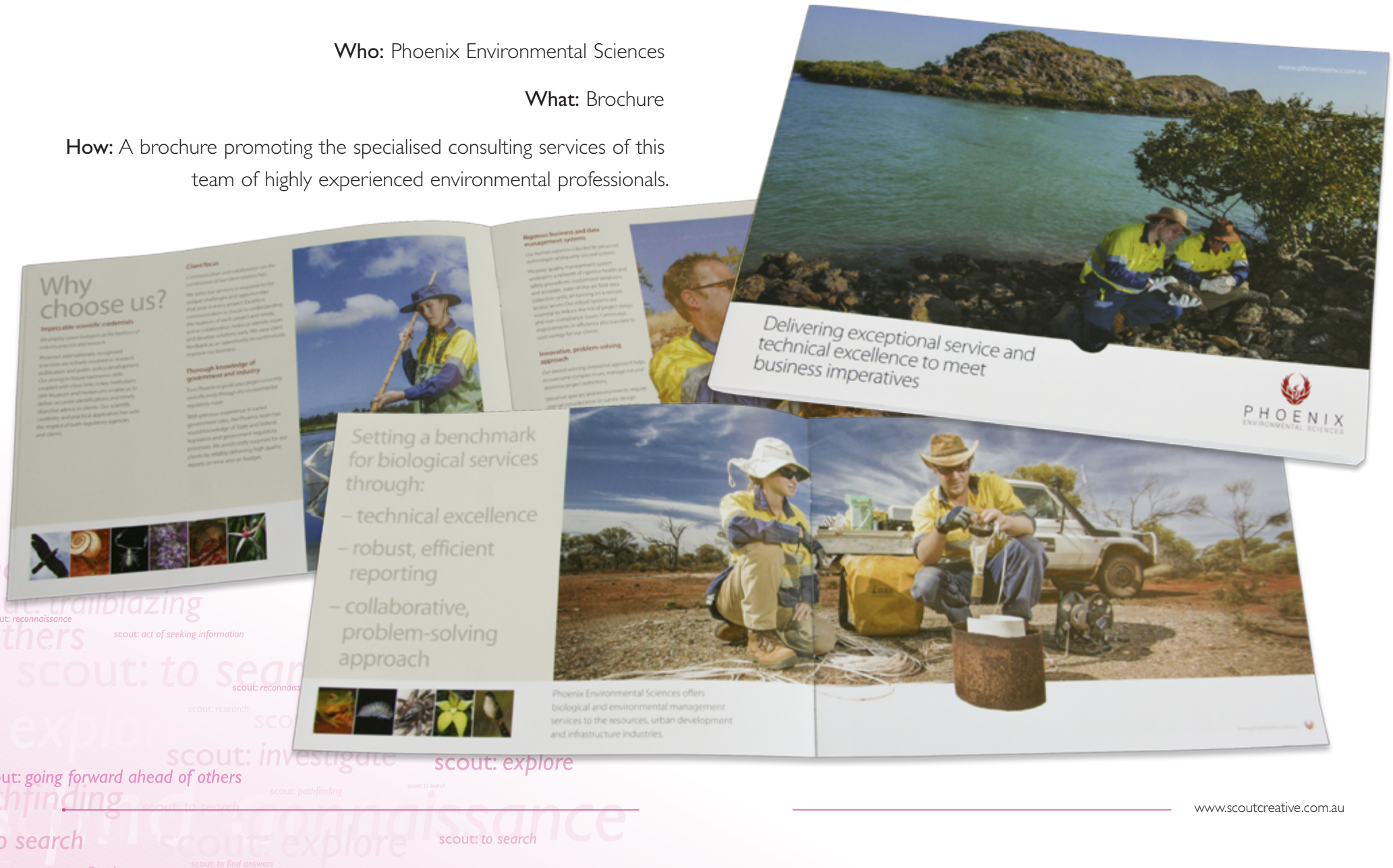


scout: to find answers
finding
scout: trailblazing
scout: reconnaissance
scout: act of seeking information
scout: to search
scout: reconnaissance
scout: research
scout: to find answers
scout: pathfinding
scout: investigate
scout: explore
scout: going forward ahead of others
pathfinding
scout: to search
scout: explore
scout: to search

Who: Phoenix Environmental Sciences

What: Brochure

How: A brochure promoting the specialised consulting services of this team of highly experienced environmental professionals.



Who: Compass Financial Group

What: Corporate identity

How: A logo for Compass Business Consultants (subsequently Compass Financial Group), a company that offered accountancy and financial planning.

COMPASS

scout: to find answers
finding
scout: trailblazing
scout: reconnaissance
of others
scout: act of seeking information
search
scout: to search
scout: reconnaissance
scout: research
scout: to find answers
scout: pathfinding
scout: investigate
scout: explore
scout: going forward ahead of others
pathfinding
scout: to search
scout: explore
scout: to search
scout: to find answers
scout: to search

How: Stationery set for Compass Business Consultants.



Who: Compass Financial Group

What: Newsletters

How: TaxWise – a newsletter aimed at individuals and businesses and designed to keep them up-to-date with changes in legislation and accounting practices.



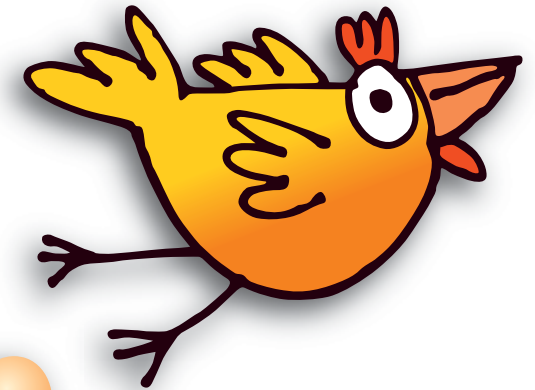
scout: to find answers
finding
scout: trailblazing
scout: reconnaissance
scout: act of seeking information
scout: to search
scout: reconnaissance
scout: research
scout: to find answers
scout: pathfinding
scout: investigate
scout: explore
scout: going forward ahead of others
scout: pathfinding
scout: to search
scout: to find answers
scout: to search
scout: to find answers
scout: to search

Who: Just Chicken

What: Corporate identity

How: A logo for a butcher specialising in healthy and free-range chicken products. Also some counter-top flyers.

Just Chicken



Who: Metso

What: Inside Metso News & brochures

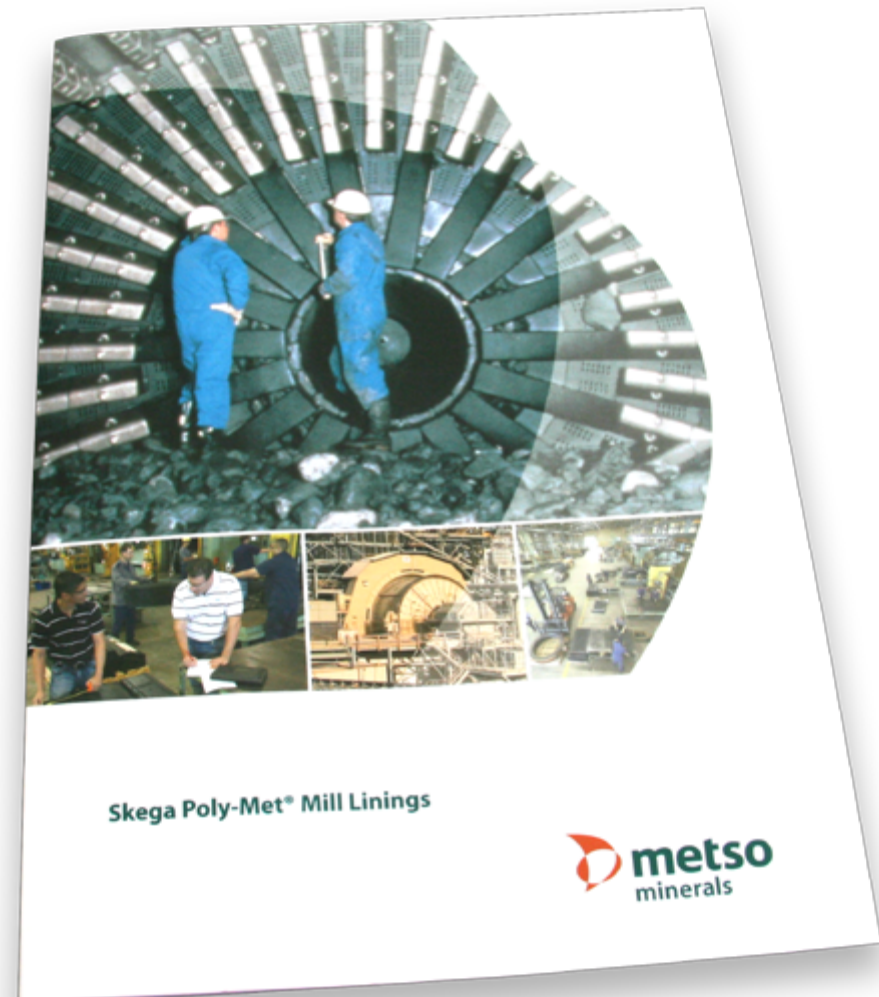
How: The Australia-Pacific staff magazine and miscellaneous brochures giving news and information on the products and activities of this global supplier of mining technology and services.



Who: Metso

What: Mill Linings Brochure

How: A brochure promoting the mill lining products and services that Metso offers to its customers.



Who: Mediterranean Woodfired Ovens

What: Corporate identity

How: A logo for a company that manufactures and sells wood fired ovens to restaurants and consumers.



What: Stationery

How: Stationery range incorporating product shots.



How: Logo and branding system for a commercial builder.

The logo for CERCON BUILDING. The word "CERCON" is in large, bold, blue capital letters. The word "BUILDING" is in smaller, bold, blue capital letters, positioned to the right of "CERCON". The background of the logo features a collage of construction-related images, including a close-up of a tire, a construction worker, and a building under construction.[illegible]

www.scoutcreative.com.au

What: Brochure and business cards

[illegible]

Peninsula Tea Gardens
Equisite morning and
afternoon teas
Menu

Peninsula Tea Gardens
Equisite morning and
afternoon teas
Asian Afternoon Tea
Menu

Peninsula Tea Gardens
Elegant Tea & Gourmet Lunches
Tea Room (Peninsula Tower)
Johnson Road, Maryland 9624 60351
035 9272 8894
Gift Voucher
Two

Peninsula Tea Gardens
Elegant Tea & Gourmet Lunches
Tea Room (Peninsula Tower)
Johnson Road, Maryland 9624 60351
035 9272 8894

Peninsula Tea Gardens
Elegant Tea & Gourmet Lunches
Tea Room (Peninsula Tower)
Johnson Road, Maryland 9624 60351
035 9272 8894

Who: Samson Express Offshore

What: Presentation folder and expo display stand

How: A presentation folder and fact sheets to promote the vessels and services on offer from the client plus an expo display stand demonstrating wall displays, pull up banners and various marketing collateral.



Who: HWE Maintenance Services

What: Vehicle wrap

How: Wrap of a Ford Falcon ute with the brief to make it look as eye catching as possible. The client required that the vehicle act as a mobile billboard for its training services.



Who: Bugs Life Pest Solutions

What: Corporate identity and stationery

How: An identity and business card for a start-up pest control company.



"WE HAVE YOUR PESTS UNDER CONTROL"
BUGS LIFE
PEST SOLUTIONS



Who: Bugs Life Pest Solutions

What: Marketing flyer

How: A marketing flyer, in the shape of a door hanger, distributed door-to-door in the client's target suburbs. Intended not only to promote the client's services and contact details, but also to have novelty value as a keepsake, such that the recipient is more likely to retain it for longer.



Who: Regents Garden

What: Aged care facility brochure

How: A brochure targeting existing residents of other facilities under the Regents Garden brand, and potential new clients, to publicise the (then) new Regents Garden facility being built in Joondalup, Western Australia. Purposely intended to look as *unlike* an 'old peoples home' brochure as possible.



scout: to find answers

finding

scout: trailblazing

scout: reconnaissance

f others

scout: act of seeking information

search scout: to search

scout: reconnaissance

ssance

scout: research

scout: to find answers

scout: pathfinding

scout: going forward ahead of others

pathfinding

ut: to search

ad of others

scout: to search

scout: explore

scout: to find answers

scout: explore

scout: to search

Who: The Sunday Times (WA)

What: Country Pubs WA brochure for Tourism WA

How: A colour newspaper pull-out celebrating some of the more interesting pubs and hotels to be found beyond the Perth metropolitan area. Designed to blend with an ongoing advertising campaign created for Tourism WA by Marketforce.



scout: to find answers

finding

scout: trailblazing

scout: reconnaissance

f others

scout: act of seeking information

search

ssance

t. explo

scout: investigate

scout: explore

pathfinding

ut: to search

scout: to search

scout: explore

scout: to search

Who: Western Australian Railways Institute (WARI)

What: Corporate identity

How: New logo and revised branding system for the staff recreation organisation of employees within the WA railways industry.



scout: to find answers
finding
scout: trailblazing
scout: reconnaissance
of others
scout: act of seeking information
scout: to search
scout: reconnaissance
scout: research
scout: to find answers
scout: pathfinding
scout: investigate
scout: explore
scout: going forward ahead of others
scout: pathfinding
scout: to search
scout: reconnaissance
scout: to search
scout: to find answers

Who: Western Australian Railways Institute (WARI)

What: OnTrack magazine, membership folder, signage, display banner

How: Various items designed as part of the revised branding system for the client, including the quarterly member magazine.



Who: Therapy Focus

What: Annual reports 2004-2006, 2009-2013

How: The annual report of a charity that focuses on children with disabilities and their parents and carers.



Who: aaNet

What: Corporate identity

How: A logo for an Australia-wide internet service provider.

The logo for 'aanet' features the text 'aanet' in a blue, rounded, sans-serif font. To the right of the text are two green, stylized, curved shapes that resemble the greater-than sign (>) or a double chevron.

Who: Bob Liddelow

What: *A Guide to Native Orchids of South Western Australia*

How: A lavishly illustrated guide to some of the wild flowers of Western Australia, complete with 'mud maps' of locations in which to find them and how to identify the many different species and varieties.



Who: Dr Mary Bremner (retired)

What: *Nature & Nurture – Our Paediatric Heritage*

How: A book written to document and celebrate the history of Princess Margaret Hospital for Children in Perth, as seen through the eyes of one of its longest serving medical staff, and intended to raise funds for the hospital through its sale.

