

# CAPABILITY PROFILE

## WORKING IMAGES

We produce compelling business communication focused on strategic, client-side outcomes delivered consistently above client expectations – the result of a strong cooperative approach to all projects. We are engaged on projects nationally and have demonstrated specialist expertise in the portfolios of environmental, identity, information and digital design. We have a long working history within the corporate sector, cultural organisations, government and the architectural industry. Our work has been acknowledged recently with a number of peak industry accolades.

## PROCESS AND APPROACH

We work with a structured three stage approach to design ensuring a streamlined process that makes for straight forward project management. All key milestones, deliverables and fees are established prior to commencing a project and client feedback and signoff is required to proceed through each stage. At all times our clients know exactly the stage of their project development – what is being produced and when it will be delivered. Our working briefs are highly detailed, have great clarity and are developed in response to our client's specific communication requirements. The process is well honed, economical and efficient and the outcomes are on-brief. We are meticulous with all documentation, value critical feedback and are great listeners. We work *cooperatively*.

## PORTFOLIOS

Expertise is offered in four key disciplines. *Identity design* – Corporate identity design and implementation, strategic repositioning or brand revitalisation, logos and trademark development, brand opinion, product brand development, packaging, corporate design standards manuals and corporate stationery. *Environmental graphics* – Complete project design and delivery for interior and interpretive graphics, architectural and corporate signage and wayfinding programs; including signage master planning, signage design, documentation and subcontract commission. *Information design* – Business communication material encompassing corporate profiles, publications, annual reports, strategic plans, newsletters and general marketing collateral. *Digital design* – Translating brands into dynamic onscreen platforms across all media.

## PRINCIPAL & CREATIVE DIRECTOR

Drew Raia Joyce has over 30 years design industry experience and has worked across many facets of business in Australia, SE Asia and the United Kingdom. His approach to design is practical, systematic and driven by client outcomes with a focus on establishing good working relationships; a ground up approach. Drew is a previous South Australian Vice President of Australian Graphic Design Association (AGDA)

## CONTACT

For further information or to enquire how we can assist you with your communication requirements please contact us on the details below.

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A range of projects are available at [www.workingimages.com.au](http://www.workingimages.com.au)

We create value for business through innovative communication and compelling brand experiences through thoughtful engagement – ideas brought to life. It's your story.

