

DESIGN-DAILY

AMS - A look at why Anglo Medical Scheme decided to refresh their corporate branding **Page 3**



Bayer - Bayer head office in Johannesburg decided to revamp their canteen developing the space into their employees go to spot **Page 8**

Anglo American - Designing a publication providing an overview of what climate change means to Anglo American **Page 7**

Saint-Gobain - A catalogue design and development showcasing Saint-Gobain's vast range of products **Page 14**

Lima Food Machinery Marketing campaign developed for UK food machinery business **Page 15**



From the portfolio of Wayne Rietveldt

JUNE 2021

Addressing **complex research issues** and **global challenges**

THE SWISS-SOUTH AFRICA JOINT RESEARCH PROGRAMME



Since initiating its first four-year funding period in 2008, the Swiss-South Africa Joint Research Programme (SSAJRP) has been enabling knowledge creation and dissemination, transfer of knowledge to society, and innovation in industry and policy in both Switzerland and South Africa.

It was felt that it would be appropriate to put together a coffee table publication that would tell the story, encompassing the many research projects and include the people who have contributed to this important research programme.

TO READ MORE GO TO **PAGE 12**

HOT off the press



Pull-up banners for Bayer South Africa

Bayer, the trusted brand around the world, has implemented a refresh on its branding. To stay competitive, they have been through an identity development process and branding refresh using typography, colour and graphics for building marketing awareness in this ever-changing environment. The identity while creating a modern feel has kept true to Bayer's traditional colours of blue and green and goes a long way in maintaining Bayer's iconic status worldwide through a consistent branding strategy. The corporate office in Johannesburg has implemented this new identity starting off with pull-up banners for their offices, laboratories and production facilities.

THINK AND DO GREAT THINGS



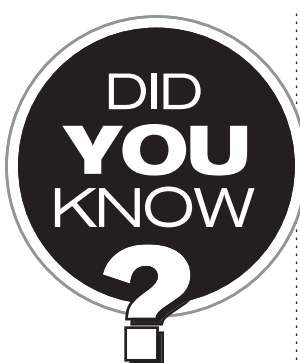
Seth Godin's sweet spot is marketing but his quotes easily span business, change, greatness, innovation, leadership, mediocrity, and strategy.

Seth's quotes teach us that the individual is a powerful force, that multiplies when we dare to be different, take action, test our ideas, stay true to our authentic self, tell inspiring stories, make things meaningful, and lead tribes of like minds and shared values.

Perhaps the most important lesson we learn from Seth Godin is this:

Think and do great things. And do the tough stuff, because it's worth it.

WHY A COFFEE TABLE BOOK?



A coffee table book, also known as a cocktail table book, is an oversized, usually hard-covered book whose purpose is for display on a table intended for use in an area in which one entertains guests and from which it can serve to inspire conversation or pass the time. Subject matter is predominantly non-fiction and pictorial (a photo-book). Pages consist mainly of photographs and illustrations, accompanied by captions and small blocks of text, as opposed to long prose. Since they are aimed at anyone who might pick up the book for a light read, the analysis inside is often

more basic and with less jargon than other books on the subject. Because of this, the term "coffee table book" can be used pejoratively to indicate a superficial approach to the subject. In the field of mathematics, a coffee table book is usually a notebook containing a number of mathematical problems and theorems contributed by a community meeting in a particular place, or connected by a common scientific interest. An example of this was the Scottish Book created by mathematicians at Lviv University in the 1930s and 1940s.



Employment History

2000-2021	SELF EMPLOYED - DESIGN AND MARKETING BUSINESS	<p>Responsibilities Managing business, working with clients, design, layout and branding</p> <p>Reasons for leaving Slow down in business</p> <p>Notes Numerous awards for design including excellence in internal and external corporate communication media</p>
1998-2000	FOX STRATEGIC PUBLISHING - SENIOR DESIGNER	<p>Responsibilities Manage studio and work on large corporate communication projects design programmes</p> <p>Reasons for leaving Start my own business</p>
1997-1998	SHINE DESIGN - SENIOR DESIGNER	<p>Responsibilities Branding and design, worked with interior as well as industrial designers</p> <p>Reasons for leaving Better position and wanted to learn more</p>
1996-1997	SL GRAPHICS AND PRINT - DESIGNER - DTP DEPARTMENT	<p>Responsibilities Design and layout, finished art, printing ink and paper make ready, finishing</p> <p>Reasons for leaving Owner relocating to Australia</p>
1994-1996	TIMESQUARE ADVERTISING - JUNIOR DESIGNER	<p>Responsibilities Assisting the creative team with concept, design and implementation</p> <p>Reasons for leaving Better position and wanted to learn more</p>

REFERENCES

References are available on request

CURRICULUM VITAE

Wayne Rietveldt



Personal Details

Name Wayne Rietveldt
Address 6 Casa Grande 16 Spey Drive Vereeniging
Contact number 082 634 5295
Email address wayne@propella.co.za
Nationality South African
Gender Male
Languages spoken English and Afrikaans
Date of birth 26 November 1966



Education

1986 High school
Athlone Boys' High School

1993 Tertiary Education
University of Johannesburg

2019 Elite Inc
Digital Marketing Course



Achievements

PAST

Athlone Boys' High School Prefect
South African Sea Cadets Petty Officer
South African Navy 1987-1988
University of Johannesburg Tertiary Studies in Graphic Design - 1991-1993
University of Johannesburg Lecturer at Faculty of Art, Design & Architecture - 2001
Elite Inc, Delaware, USA Advanced course in Digital Marketing - 2019

PRESENT

Marketing and Public Relations Consultant and Commissioned Officer South African Sea Cadets
Chairman of the Board of Directors Athlone Boys' High School Trust



Interests



TESTIMONIALS

I have worked with Wayne in various capacities and have always found him to be the consummate professional. In addition to his superior graphic design skills, he has a positive attitude, a strong work ethic and a pleasant disposition. I highly recommend him both as a person and as a service provider.
Sarah de Villiers
Director
Typostudio Corporate Publishing

For many years Wayne has been a trusted resource. Be it creative design or web needs we have found his team's expertise and turn around time excellent. Wayne also keeps us informed about trends in digital marketing and he is obviously keeping up to date in this ever evolving space.
Martin Deacon
President
Teach Every Nation

Wayne and I first worked together more than 20 years ago. Since then we've worked as colleagues, as well as client and supplier, and every project we do together confirms that he's one of the most reliable, versatile, knowledgeable, down-to-earth creatives in the industry. He's a great

communicator, is easy to work with, and he keeps on top of trends and developments. More than design, layout and illustration, Wayne is also adept at communication and marketing strategy, making him a fantastic generalist-specialist to have on your team.
Cathy Nolan
Head of Communications
King Price Insurance

I have had the privilege of working with Wayne for many years, on multiple award-winning projects. His combination of superior graphic design, artistic flair and pragmatism results in solutions that deliver real business value, and in a way that is as artistic as it is impactful. He is a true professional and master of the art.
Sophia Dower
Programme Manager
Strategy Enablement at Absa Group Limited

Wayne is a talented graphic designer and artist. I have worked with him for many years on a variety of publications and can recommend him for his creativity, professionalism, and cooperative and supportive temperament.
Charmain Lines
Director
Business Writing and Communication

Wayne and Words'Worth have enjoyed a two-decade working relationship in which he has committed, delivered and over-delivered. Wayne won't just walk the extra mile for you and with you, but he'll map out the most scenic route as well. Wayne is one of the most creative people I have worked with and also one of the nicest. He should clone himself.
Ingrid Clarke
Director
Wordsworth Publishing

Over a period of fifteen years, Wayne has been a go-to person on print project management, graphic design, promotions, brainstorming and so many more areas. Committed to customer satisfaction, Wayne goes the extra mile in making sure projects exceed expectations. Multi-skilled, eager, patient, knowledgeable – all wrapped in an encouraging sense of humour. Highest recommendations!
Lee Helling
General Manager
Walk Thru the Bible Southern Africa

We have been using the services of Wayne for our school marketing collateral since 2009. He has consistently matched or bettered competitive quotes for a

top-class product suited to the school's needs. His service is user friendly and the product delivered on time to specification.
Nicholas Greyling
Principal
Winchester Ridge Primary School

Wayne has put our advertising on a new level. From the onset the best interests of our school have always been put first. His professional approach and amazing ideas has brought about a high level of communication within our community.
Michelle Webster
Owner
Yellow Brick Road Pre Primary School

I have worked with Wayne for 21 years and have always found him to be reliable and professional. His work has won awards for clients over the years. He always met demanding deadlines and high expectations by going beyond the call of duty throughout the creative process and its implementation. I would most certainly recommend him to anybody.
Janet Marsden
Office Manager
Wordsworth Publishing

IDENTITY DESIGN | Client: Anglo American Medical Scheme

Rock-solid stability and trustworthiness

The new identity for AMS reinforces the gravitas of tradition, giving members the security that while the logo may have changed, the underlying fundamentals are rock-solid.

The Anglo American Corporation Medical Scheme was first registered as a restricted scheme in 1968 and in 2005 the name was changed to Anglo Medical Scheme (AMS). It was established for the benefit of employees of Anglo American and its associated businesses in South Africa.

To provide cost-effective benefits to its members, Anglo American and its associated businesses have provided significant funds resulting in a level of reserves that is by far the highest in South Africa. The Scheme aims to deliver exceptional services to its members at all times and designs its benefits accordingly.

Because of the many changes within Anglo American, it was realised that the scheme needed to look at revising its branding.

RATIONALE BEHIND REVISED AMS BRANDING

- **Position AMS as a premium brand:** Not only is it a closed scheme available only 'by appointment' (upon employment), but future member companies will come on board by invitation only.
- **Offer stability and trustworthiness:**

While all is changing in members' world, their Scheme offers something secure to hold onto.

- **Modernise the brand:** While attracting new membership is not the motivating factor, the reassuring of members of ongoing evolution and enhancement.

- **Align Scheme to employer groups:**

Aspects of the members' employer groups needed to be included in a sophisticated manner.

FAST FACTS

- AMS membership is only by appointment or employment.
- AMS holds by far the highest level of reserves of any other scheme in South Africa.



Website



Newsletter



Business card



Benefit guide



Promotional banner

Simplicity is the ultimate sophistication



By appointment only

The AMS logo has been pared down to its absolute essentials: a logotype in basic black and white. This gives credence to that famous quote by Leonardo da Vinci: "Simplicity is the ultimate sophistication." This 'no-frills' approach underlines the simple, unequivocal vision of the Scheme: lifelong healthcare through high-quality products and services. Since 1968, the AMS brand has been perceived as stable, reliable and trustworthy – an anchor amidst changing regulations and financial uncertainty. The new logo reinforces the gravitas of this tradition, giving members the security that while the logo may have changed, the underlying fundamentals are rock-solid.

VISUAL STYLE

Style is an essential part of the AMS identity. It helps to illustrate the Schemes relationship with the real world in which real care to real people are provided. The visual language speaks to health and wellness issues in general communication, while the information tools, such as the website, carry

employer-related imagery to help all members identify with the Scheme. This style is unique, identifiable, and reduced to monochromatic use. Publications may apply sophisticated, avant-garde, artistic or subliminal imagery to transport a message. Visual style brings the spirit of Anglo Medical Scheme to life and can powerfully

express concepts that cannot always be put into words: genuine, caring, health, nurturing, joy, reliability. The photographs are inspirational – you want to share their lives and emotions – and leave a lasting impression that continues to engage the viewer long after the page has been turned or the computer shut down.

IDENTITY DESIGN | Client: CNG Holdings

Step on the gas

After extensive research a huge opportunity within the South African Compressed Natural Gas (CNG) sector was discovered.

CNG Holdings is a company that works with public and private sector partners to unlock the potential of our country's Compressed Natural Gas (CNG). In so doing, they provide industry with cleaner, more environmentally-friendly fuel, offer business and consumers a cost effective alternate energy source and stimulate job creation in the sector.

A corporate identity was developed that needed to work in many areas and extend across all media used for promotion and the support of sales and marketing of CNG Holdings products and services and that was congruent with the companies core values and personality.

LOGO

The logo design incorporates a flame symbolising power and the visible, gaseous part of a fire caused by a highly exothermic reaction that takes place.

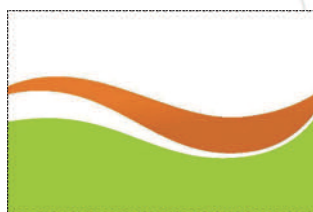


DID YOU KNOW?
Compressed natural gas is a fuel which can be used in place of petrol, diesel fuel and propane/LPG. CNG combustion produces fewer undesirable gases than the other fuels.

Business cards



Labels



Flame swirl holding device

VIBRANT

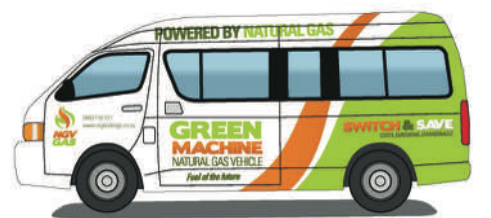
A palette of complementary colours that set NGV Gas apart from traditional fuel suppliers was decided upon. Their high contrast created a vibrant look especially when used at full saturation.



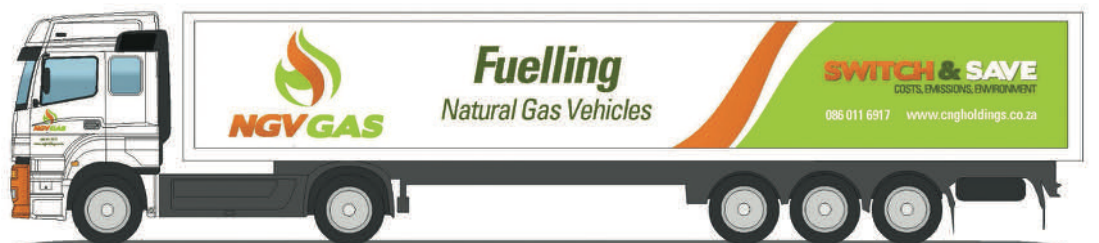
Promotional banners

HOLDING DEVICE

A flame swirl holding device was designed to extend the identities colour and presence.



Taxi



Skid

PHASE ONE

Phase 1 consisted of establishing a flagship filling station in Langlaagte, Johannesburg and funding the conversion of 1 000 taxis to convert to Natural Gas. This filling station also operates as a training and information centre. As a gas supplier, NGV Gas will expand its footprint by working with existing filling station owners to establish their suitability to be retro-fitted, as well as with fleet owners who wish to establish their own filling stations.



Forecourt dispenser



Station Totem

COFFEE TABLE PUBLICATION DESIGN | Client: Swiss-South Africa Joint Research Programme

Addressing complex research issues and global challenges

The Swiss-South Africa Joint Research Programme

On the 7 December 2007, a Science and Technology Agreement was signed between South Africa and Switzerland.

Since initiating its first four-year funding period in 2008, the Swiss-South Africa Joint Research Programme (SSAJRP) has been enabling knowledge creation and dissemination, transfer of knowledge to society, and innovation in industry and policy in both Switzerland and South Africa.

Since the inception of the SSAJRP in 2007, both Switzerland and South Africa have experienced exponential growth in their publication outputs, a clear indicator that progress has been made in creating new knowledge. There has been a significant increase especially in SA-Swiss co-authored papers over the period since the Agreement

was signed, demonstrating the keenness for scientific and technological exchanges among the researchers from both countries.

South Africa and Switzerland are strongly committed to extending and actively encouraging cooperation in the fields of science and technology in the years to come. The cooperation is valued as an important contribution towards addressing complex research issues and global challenges, not only for the benefit of the people of Switzerland and South Africa, but also for mankind as a whole.

It was felt that it would be appropriate to put together a publication that would tell the story, encompassing the many research projects and include the people who have contributed to this important research programme.



Cover

1 DEVELOPMENT OF SWISS-SOUTH AFRICAN RELATIONS 1988-2018
High-Level Collaboration between Switzerland and South Africa

2 The technical provided for collaboration is...
The Swiss-South Africa Joint Research Programme...
The SSAJRP is a unique opportunity...
The SSAJRP is a unique opportunity...
The SSAJRP is a unique opportunity...

Introductory spread for chapter one

Switzerland and South Africa in Education, Research and Innovation

Country comparison: Switzerland and South Africa
Key indicators in the Global Human Capital Report: World Economic Forum, 2017

Total population	14 Million	26.1 million
GDP	12,260	56,625
Human Development Index	87	3
Mean years of education	11.8	6.0
Labour force participation rate	54.6%	47.4%
Unemployment rate	25.2%	4.6%
Public spending on social security	6.0%	5.1%
Public spending on education (% of GDP)	4.1%	5.1%
Public spending on research and innovation (% of GDP)	2.7%	2.2%

Spread from chapter two

It was felt that it would be appropriate to put together a publication that would tell the story, encompassing the many research projects and include the people who have contributed to this important research programme.

DESIGN

To give the publication a different look and feel, a square format was chosen. A versatile five column grid was developed to force white space and let the design breathe. An important part of the brief was the use of large images specially showing projects. Another important feature was the development of a bold infographic style. These features were used extensively throughout the publication especially when it came to illustrating project information and data. The Avenir typeface was used and lends itself very well to the look, due to its extensive range of weights.

170 SWISS-SOUTH AFRICA JOINT RESEARCH PROGRAMME

Production and application of terbium radionuclides as a potential cancer diagnostic and treatment tool

This collaborative research project developed the technology to produce radioactive isotopes useful for medical purposes. It aimed to venture into the uncharted waters of the production and application of two extremely attractive tumour labelling molecules in the form of the Terbium radionuclides Tb-152 and Tb-155.

According to the WHO, 20% of deaths worldwide are a result of cancer. Early detection and diagnosis, followed by effective treatment, is paramount to the increased quality of life provided to cancer patients. The use of radiopharmaceuticals in the cancer diagnostic tools of single photon emission computed tomography (SPECT) and positron emission tomography renders them non-invasive, and their ability to safely deliver the aforementioned quality enhancers makes them indispensable and increasingly used in oncology.

The results of the project are contributing towards the development of new and effective radiodiagnostic and therapeutic for the management of cancerous diseases.

The researchers used state-of-the-art facilities that presented an outstanding environment to tackle this highly relevant, though thought-provoking scientific endeavour at both the unique cyclotron facilities at (Themba LABS (South Africa) and the Paul Scherrer Institute (Switzerland). The studies mutually profited from capabilities of these unique sites and the know-how of local experts in the field of radiochemistry and radiopharmacy.

Terbium (Tb) is an element that has a number of radioisotopes that emit specific particles which can potentially provide a new dimension to the arsenal of cancer therapy. This element also has potential use in positron emission tomography and SPECT diagnostic methods due to the radioisotopes it possesses, and this necessitates the need to find effective extraction methods of these radionuclides from Gadolinium (Gd). The establishment of effective methods to acquire the radioisotopes Tb-152 and Tb-155 for potential cancer diagnosis and Tb-152 for therapy, can have a significant impact globally in the treatment of cancer.

This project used ion exchange chromatography and other extraction methods to separate and

ETH Zürich
Professor Dr Roger Schibli
The Cape Peninsula University of Technology
Professor Jaap Nicolaas van der Walt

171 SWISS-SOUTH AFRICA JOINT RESEARCH PROGRAMME

Clear-up view of a medicinal hot cell manipulator

obtain radionuclide nuclides from lanthanide elements such as Gadolinium and Dysprosium (Dy). Radioisotope separation from the lanthanides – a series of 15 metallic chemical elements that form part of the rare earth elements – required the completion of a highly shielded tight casing in which highly radioactive substances could be remotely handled, called a hot-cell, and the installation of the required equipment in a hot-cell at Themba LABS. The researchers investigated the labelling of organic compound, macromolecules, including monoclonal antibodies and peptides.

Significant advances in the field of radiotherapy were made with this project. Moreover, it served as a vehicle to capacitate Master's and Doctoral level students and junior faculty in the areas of radiochemistry, chemistry and biology. These scientists will serve to address the increasing demand of experts in these fields.

During the project, two key staff members left PSI in 2011 and 2012, thereby preventing development of chemical separations and practical work over the period. The issue was subsequently resolved when Dr N van der Meulen moved from Themba LABS to PSI to cover this shortfall in 2013.

Much work was done to ensure preclinical success, with the data gained being used for a first-in-human injection of ¹⁵²Tb-DOTAOC into a patient at Zentralklinikum Bad Nauha, Germany in 2016. This is currently paving the way for the introduction of the therapeutic ¹⁵²Tb into clinics.

TOTAL PROJECT BUDGET
CHF 588 790
ZAR 8 467 675

RESEARCH DOMAINS
Radiochemistry
Innovation Sector
Cross-cutting Domain
Knowledge

POSTGRADUATE
1 PhD
1 MSc
1 MPhil

PUBLICATIONS
7

EXCHANGES
2

COMMERCIAL & INDUSTRIAL
2

2008 - 2012

• SWITZERLAND • SOUTH AFRICA • ETH ZÜRICH • PSI

One of the many project spreads that includes research data shown in the form of an infographic

COFFEE TABLE PUBLICATION DESIGN | Client: MAC Consulting

Let's celebrate

A publication designed to celebrate the year and the accomplishments of people that work on life-changing projects with blue-chip clients.

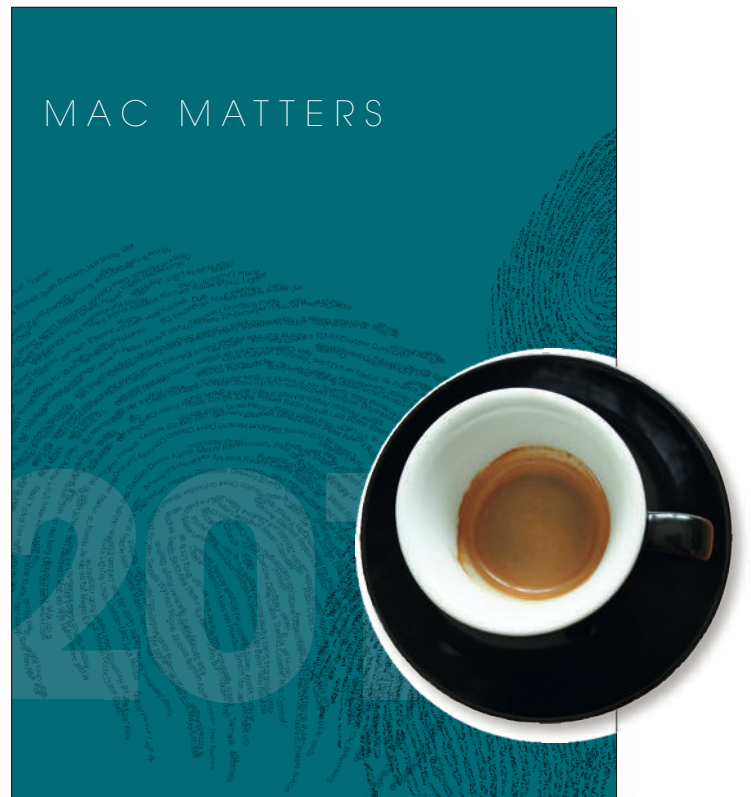
MAC Consulting is an Organisational Effectiveness consultancy, based in Johannesburg, South Africa, focused on Operational Excellence, Human Capital Excellence, Strategy Execution and Business Transformation. From humble beginnings in 1994, today MAC Consulting are proud to be one of the largest privately-owned players in the South African consulting industry, having created sustainable business value for our blue chip clients for over 25 years.

Celebration

To celebrate the year and their accomplishments MAC Consulting publishes a yearbook. It tells of their people and their unique stories. Some tell about the privilege of working on life-changing projects with blue-chip clients, extending their reach into the rest of South Africa, Africa, and beyond. Others are thought leadership pieces by people who make it their business to contemplate beyond the surface of things. Others are personal reflections by astute professionals, who take their destinies very seriously. In each case, there is a glimpse of the life at MAC, and the type of people that are invited to join the team. People that the company are honoured to associate with, and people who contribute to the unique DNA – the inimitable fingerprint – that MAC is.

DID YOU KNOW?

MAC Consulting has a range of clients that span many industries, including mining, oil and gas, financial services, the public sector, ICT, FMCG, manufacturing, retail, and construction.



Cover



Inside spreads

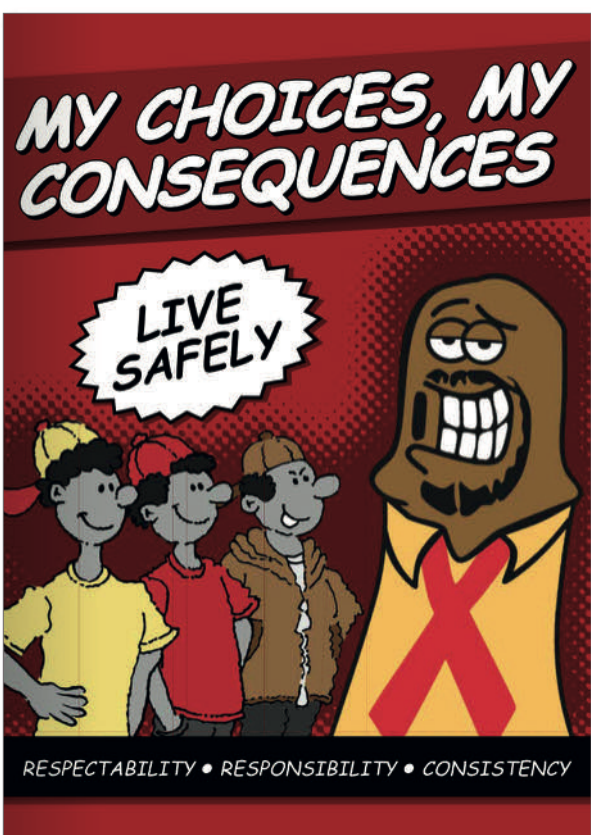
Cover

DESIGN

The design presented a challenge. An American sized format was chosen to create a unique size. It was important to reflect the companies identity. Working with their corporate colour palette, a flexible grid system and typographic style a design was developed. This, combined with the many interesting

photographs made available, created an attractive and easy-to-navigate publication that was well received by all. Making for an extra-special feel, the book's hard cover was spot UV varnished together with a dust jacket. The books were then slipped into rigid boxes designed for protection.

EDITORIAL DESIGN AND ILLUSTRATION | Client: Aurum Health Research



Cover

Comic book heroes

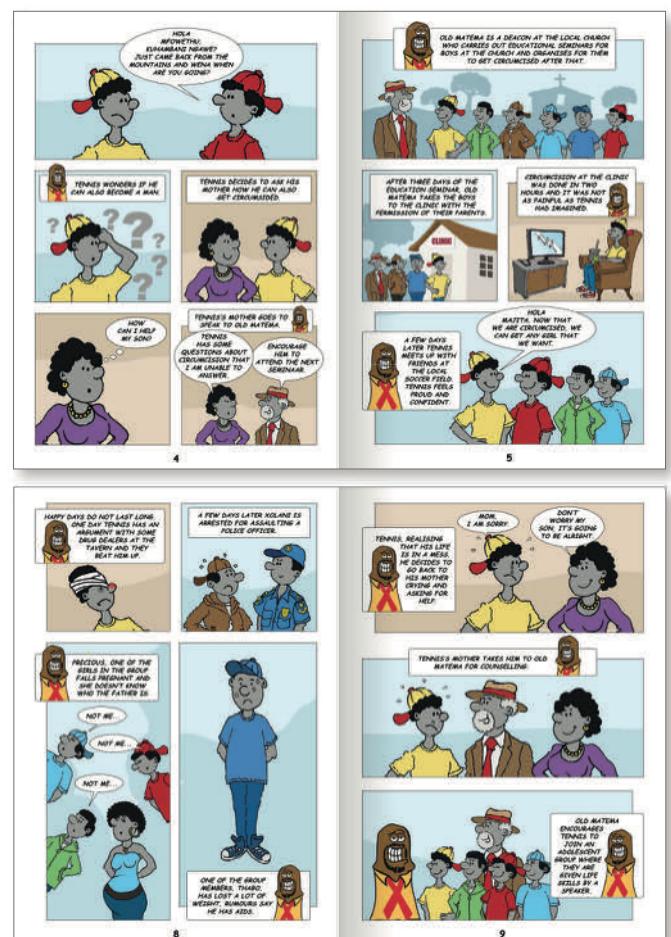
HIV/AIDS Research Among Adolescent & Young People

Aurum Health Research and Johns Hopkins researchers were funded by Sub-Saharan African Network for TB/HIV Research Excellence (SANTHE) to conduct an HIV prevention project to improve uptake of HIV testing services among adolescents and young adults. The aims of this study were to understand what would motivate adolescents and young adults to test for HIV and adhere to treatment.

It was decided that a publication in the form of a comic book would be an effective starting point to incentivise and engage adolescents in HIV testing services. A story line was created around township life that young adults could relate to. This was developed into copy and comic book style illustrations.

The study was conducted in Ekurhuleni district of Gauteng.

Inside spreads



EDITORIAL DESIGN | Client: Altron

Talking to communicators



Altron, through its subsidiaries Allied Technologies, Bytes Technology Group and Power Technologies, is invested in the telecommunications, multi-media, information technology and power electronics industries. Being in the communication business, Altron realised the importance of talking to its shareholders, customers and staff. And so Altron Profile came into being.

The hallmark of Altron's strategic vision is sustainable growth – which differs from market-related growth because it is driven by the company's long-term commitment to improving internal efficiencies, growing organically through intelligent technology partnerships, and investing in its people and their businesses. For Altron, sustainable growth is underpinned by values and people, and reflected in the care it accords its staff and customers, and their communities – in equal measure.

Hence, a platform for communicating with all internal and external stakeholders, from

suppliers and customers to directors and entry-level trainee staff was needed. Working with award-winning corporate communication specialists Words'worth, a magazine called Profile was developed. Its aim is to profile the developments within, and successes and plans of, each of Altron's subsidiary groups and their staff.

Talking to so many stakeholders via one medium can be tricky, and so strict editorial guidelines were put in place. Each article is considered in terms of predetermined criteria before being selected for inclusion. The quality of the visual material is also paramount.

Deadlines required to produce this newsletter are certainly not fun. With up to 20 pages per issue, timing is tight and there is no leeway for mistakes. That Profile goes out (impeccably) on time, every time, is credit to an efficient partnership built over many years of working together. Altron is communicating loud and clear.

EDITORIAL DESIGN | Client: Anglo American

AIMING FOR AN A

This publication provides an overview of what climate change means to Anglo American, the actions that are currently being taken to address its causes and impacts, and the companies contribution into the future. It responds to society's calls for transparency around climate change, expressed by initiatives such as the 'Aiming for A' coalition and the recommendations of the Financial Stability Board's Task Force on Climate-related Financial Disclosures.

Design
Working within the corporate identity guidelines of Anglo American, a design structure was developed as a starting point for this publication. This corporate identity has catered for everything from



Cover

grid structures to the style of infographics.

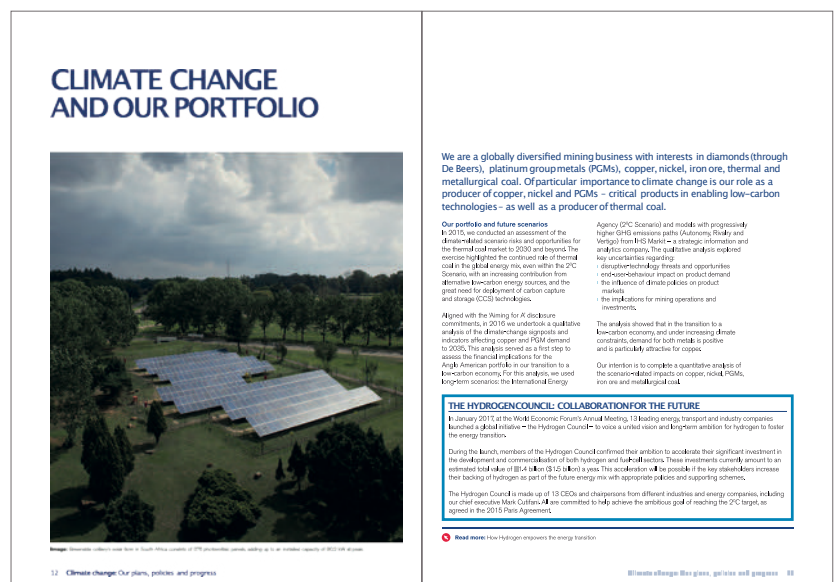
Many of these items can be found on their website which makes the design process much easier. Time spent on creating icons is not necessary due to the large library of graphics.

The company also has an extensive photographic library from their operations around the world. There are strict guidelines as to how to incorporate photographic elements. Again, this helps from a timing point of view.

Although many icons were available, a lot of work had to be done on infographics specific to this publication.



Spread incorporating Anglo American corporate identity icons used to construct infographic on climate change



Spread showing one of the images taken from the companies extensive photographic library

EXHIBITION DESIGN | Client: Bayer South Africa

Bayer employees go-to spot

Your work canteen needs to be your go-to spot, whether it's grabbing lunch on the go or enjoying drinks with friends at happy hour.

Bayer head office in Johannesburg seems to have understood this and decided to revamp their canteen developing the space into their employees go to spot.

The Bayer head office in Johannesburg was excited to announce that their canteen has opened its doors after a much-needed makeover. After an extensive renovation, the canteen has been transformed into a modern and inviting space with refreshed decor, new seating, and more. They are even serving up some more diverse menu options for our hungry patrons. With all these changes under their belt, it would be good to take some time to pop in.

The canteen is now Bayer employees go-to spot whether it's grabbing lunch on the

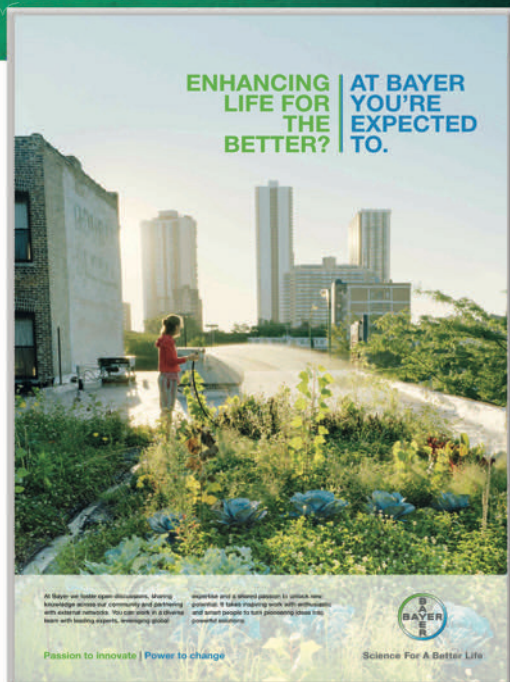
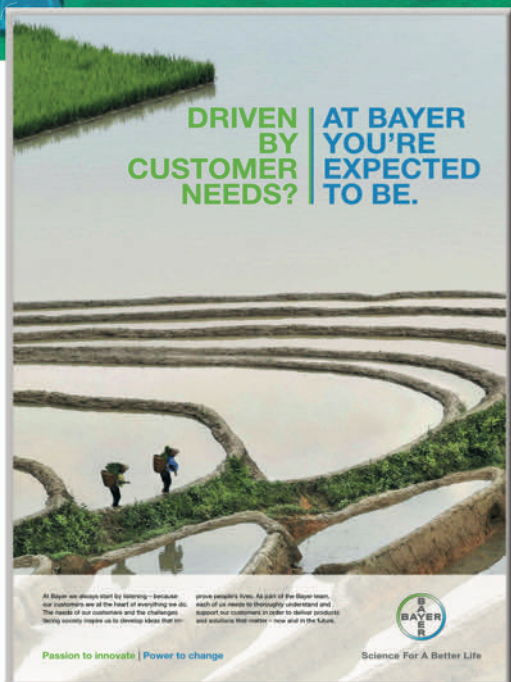
go or enjoying drinks with friends at happy hour. The staff can't wait to show you around!

The application includes wallpaper as well as stretched canvas frames. Typography, imagery and content have been used and taken from Bayer's corporate international internal communication branding system library. This includes adverts and concepts highlighting important points around the four areas that they specialise in being pharmaceuticals, consumer health, crop science and animal health.



Bayer's commitment to innovation and their passion for science has influenced the design of not only their products but also how they present themselves in both print and digital mediums.

Bayer's commitment to innovation and their passion for science has influenced the design of not only their products but also how they present themselves in both print and digital mediums. Bayer wants people who work with them or are considering working with the company to understand that they are a company where they can find fulfilment through creativity as well as purpose.



DID YOU KNOW?
Genuine Bayer Aspirin can provide pain relief from headaches, backaches, muscle pain, toothaches, menstrual pain and minor arthritis pain – and has for over 120 years.

EDITORIAL DESIGN | Client: Bayer South Africa

Fresh, modern and striking

Bayer is a leading global health care company. Their offices in Johannesburg, South Africa launched a new local magazine that is in line with the international global corporate identity project Bayer has undertaken.

Working with the corporate communications department, a flexible design template and outline was established and included corporate typefaces, colours and photographic styles.

The redesign will help them stay on top of their game and will be a step in the right

direction when it comes to communicating to readers in need of their products. In an effort to better serve stakeholders, the magazine has also been restructured adding new exciting content encompassing every area that Bayer's vast range of products are used and where they touch lives. This includes research and product information from around the world.

The new look is fresh, modern and striking – designed with a focus on clarity of purpose for an audience that includes investors, employees and clients alike.



Cover



Inside spreads

MARKETING AND SALES | Client: Bayer South Africa

The power to engage

Bayer South Africa recognised that the world is evolving and the demands of customers are increasing they need to be open to changing their ways of working in the digital era.

A new marketing and sales platform was identified and needed to be introduced and promoted to all parties involved.

The platform is an integrated system that offers marketing and sales teams a holistic view of their customers.

The capabilities of the platform needed to be worked through over a period of time that included a series of workshops.

The platform includes Multi-Channel Planning which is a process of customer and market analysis that defines optimal strategies and channels to engage customers for maximum impact.

A content factory which is a new single platform for all Bayer brands and where they can be managed, approved, distributed and where promotional materials and study publications can be accessed.

Digital Channels which is a set of digital channels that deliver tailored information and services to healthcare professionals.

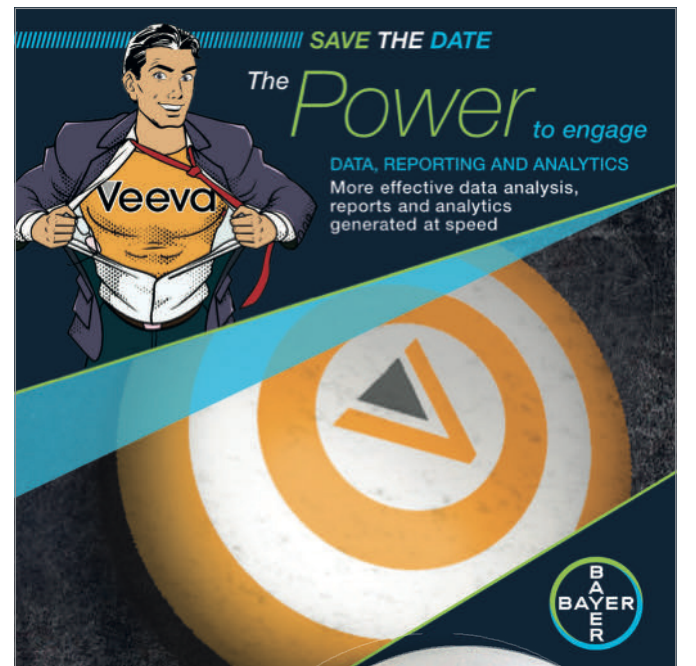
A customer relationship management system where information can be captured and shared and that helps customer-

facing teams engage most effectively with their clients.

And, a data, reporting and analytics tool to track marketing and sales performance and measure channels returns on investment.

DESIGN

A superhero theme was decided upon and incorporated into the branding of the new platform. This was integrated with the Bayer international corporate branding system guidelines using specified typography, corporate colour palette, graphic elements and photography. Formats were developed for an automated email campaign as well as a mobile phone application.



EXHIBITION DESIGN | Client: Bayer South Africa

Bayer IT Department Roadshow

The Bayer corporate communications department was tasked with teaming up with the Bayer IT department in developing a roadshow showcasing technologies and support structures available to Bayer employees across the country.

A campaign was developed based on the companies international corporate communications identity guidelines. The team developed different items for the rollout that included promotional material and exhibition elements from interactive tasks to games to develop a more friendly, warm and accessible



perception of the IT department within the company.

One employee shared with us that following the exhibition, he was able to see how many innovative technologies are available at employees fingertips. Converged networks and storage systems have taken a front seat in IT departments across all industries.

The exhibition provided him with valuable insight into what is needed for an efficient digital workplace of tomorrow that will be reliable and secure regardless of where you work or travel. He said that the roadshow has been one experience that he won't forget anytime soon!

Baylab on the move



Bayer is convinced that scientific knowledge is essential to face future challenges. For this reason, the company focuses not only on its own research activities but also on the general promotion and strengthening of education and research. The aim is to get young people interested in and excited about our topics, and to encourage them to take part in these disciplines. To enable them to have

their first contact with this world, to promote their joy of discovery and to support them in developing their individual skills.

Working with Bayer and Penreach Education, branding was developed for a mobile Baylab program reaching schools and used at events that included science kits for teachers and opportunities for teacher training.

EXHIBITION DESIGN | Client: Bayer South Africa

A HOT SPOT at Johannesburg office

Bayer Corporations specialist areas displayed at Johannesburg office

Working with Bayer Corporations corporate communications department at their head office in Johannesburg, an exhibition within the reception area was created that showcased the German pharmaceuticals and materials giants range of products. Various sections were identified so as to include the four areas that they specialise in being pharmaceuticals, consumer health, crop science and animal health. Design and branding was developed drawing on their corporate identity guidelines and included displays of their products and as well as market related silhouette cutouts in greens and blues combined with typographic headlines and descriptions.



DID YOU KNOW?

In 1912, Bayer introduced synthetic rubber by showcasing two tires that had driven 2500 miles – without a single blowout. Burnin' (Bayer) rubber, 1900s style.



DIGITAL DESIGN AND ILLUSTRATION | Client: Bayer South Africa

Health and Safety have the highest priority at Bayer



Safety management and the continuous development of a safety culture are a cornerstone of corporate responsibility in the Bayer Group. Preventing accidents and incidents in day-to-day work, when operating production facilities, and on work-related travel and transportation routes where people or the environment may suffer harm or damage has top priority for us.

Safeguarding the occupational health and safety of our employees, and of the employees of contractors under the direct supervision of Bayer, involves preventing work-related accidents and occupational illnesses, assessing potential hazards, ensuring comprehensive risk management and creating a healthy working environment.

Working with the Bayer corporate communications team at their head office in Johannesburg, it was noted that mobile phone safety was a major concern. A campaign was developed that included specific messaging that address specific issues. The look and feel was taken from Bayer Corporate branding system and the campaign was rolled out via monitors in various spaces that included reception areas, laboratories, production facilities and canteens.



PACKAGING DESIGN | Client: Ericsson

Sharing an adventure through calm waters and dangerous seas

Established in 1973 as the Whitbread Round the World Race, the Volvo Ocean Race is the world's premier global yachting race. The race is the longest race in the world, covering 37 000 nautical miles and taking over nine months to complete. The teams cross some of the most treacherous seas on earth in their bid to be first across the finish line. Onboard communication is becoming more and more advanced and this is reflected in the sophistication of the reporting tools being used to relay information back to fans all over the world.

Ericsson has participated directly in the race since 2005. As long-term partners the pair have developed a strong relationship and as such Ericsson was the perfect partner to help Volvo Ocean Race deliver the next level of service. Ericsson's role is to make sure no Volvo Ocean Race fan ever had to leave the race. Volvo Ocean Race's role was to make sure nobody ever wanted to.

Ericsson South Africa Corporate Communications Department were all onboard. One of the stops being Cape Town. Ericsson's waterside presence took the shape of a two-storey, 312 square meter pavilion. The impressive structure packs into eight shipping containers and journeys across five continents before being assembled in the ten stopover ports.

DID YOU KNOW?

All-male teams will be limited to seven sailors for this edition, but teams can also name 7 men plus 1 or 2 women; 5 men and 5 women; or 11 women on an all-female crew.

Bottles of champagne and water were especially designed and Ericsson personnel were on hand to distribute these as well as guide guests through the pavilion's different zones, where the atmosphere was created by an inventive use of lights, sounds and imagery.

Visitors can share the adventure through calm waters and dangerous seas, capture the experience through the eyes of the crew and even endure a bout of seasickness. The 10-meter video wall of the wave tunnel is a graphic depiction of the calm beauty and perilous treachery of the world's waters.



CATALOGUE DESIGN | Client: Tiffy Safety

Safety and peace of mind

Helping companies save lives and livelihoods

With its vast inventory of safety equipment, Tiffy Safety is a one-stop-shop for any job.

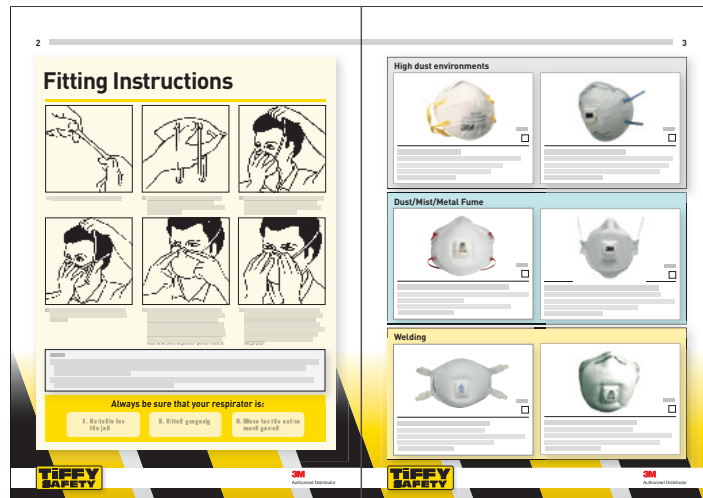
From head to toe and everything in between, they offer an array of top quality gear that will suit your needs no matter what industry you're working in.

The company was founded on and has always strived to provide a comprehensive service that would give clients the security and peace of mind they deserved and their mission focuses on protecting people from harm while upholding their dignity and individualism at all times - no matter how different one may be from another wearer or customer!

Tiffy Safety has always strived to keep service levels at their best because they believe that this is the crucial factor that separates them from the rest.

DID YOU KNOW?

A chevron is a V-shaped mark, often inverted and used in military or police uniforms to indicate rank or length of service, or in heraldry and the designs of flags.



Cover



Inside spreads

DESIGN

The company needed to develop a corporate identity system that could be implemented and incorporated into a template for their vast range of safety equipment. Working with the client a logo as well as a bold black and yellow safety chevron design feature was developed. This worked extremely well with their corporate typeface was developed into a template so they could extend the identity across their entire line of safety equipment.

INFOGRAPHICS DESIGN | Client: Bayer South Africa

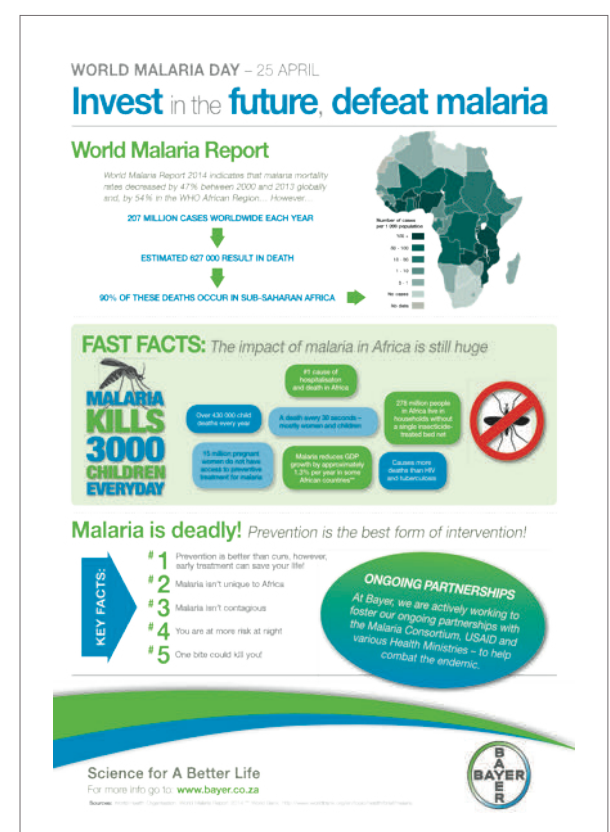
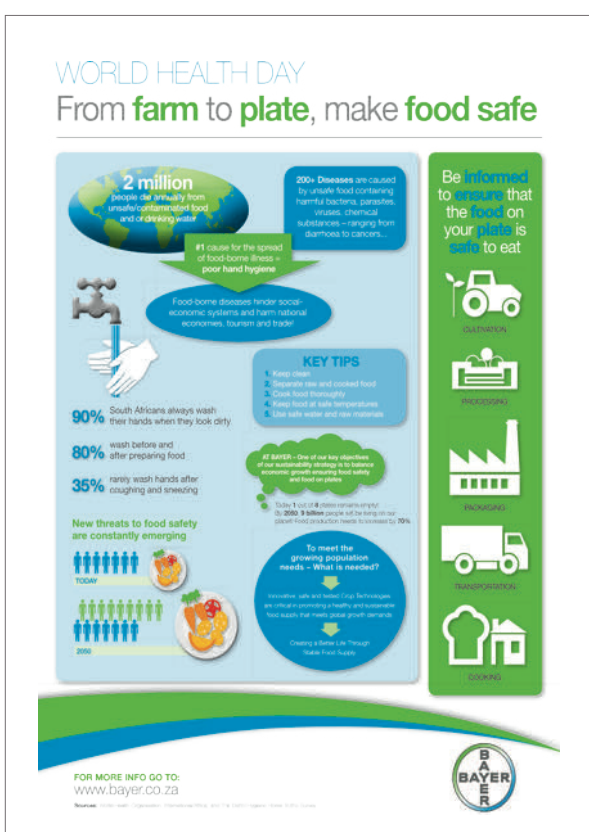
Visuals help readers process content more efficiently

Bayer South Africa wanted to communicate to and educate staff as well as clients with regard to the vast list of products used in the four areas that they specialise in being pharmaceuticals, consumer health, crop science and animal health and that brought solutions to the worlds extensive needs.

Infographics help cover "heavy" topics in an enjoyable way. People rather look at an infographic than read a lengthy text containing the same content. Facts and figures lend authority and give readers a tangible point of reference. Visuals help readers process the content more efficiently.

Design was taken from Bayer's corporate identity guidelines that included corporate colours, typography and photography styling.

“Infographics help cover “heavy” topics in an enjoyable way.





MENU DESIGN | Client: Con Gustos Restaurants

Delicious design

Inspiration from Italian village life



If you're looking for some good pizza, pasta, or other authentic Italian dishes then Con Gustos is the place to be. The restaurant has been around for a number of years and has been serving up delicious food ever since.

They have everything from traditional spaghetti and meatballs to lasagna with spinach and mushrooms! You can't beat that!

A revamp of the restaurant's identity and branding was the brief. Working with the owners of the restaurant branding and design was developed together with a set of illustrations showing Italian village life. These elements were incorporated into various items that included packaging design and menu design. Careful use of colour and typography were considered so as to bring the identity together.



Cover

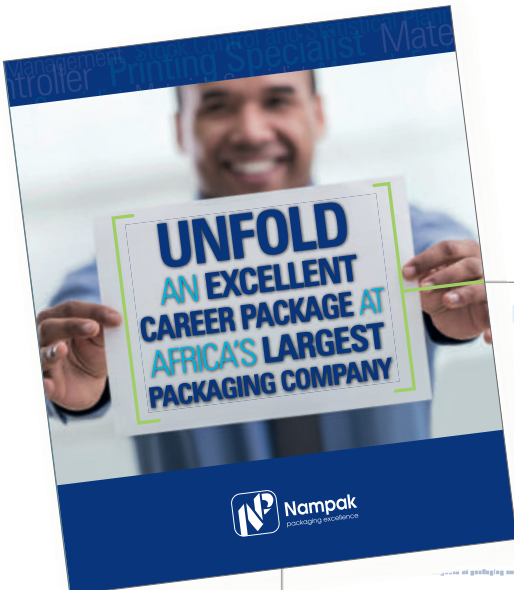


Text



PROMOTIONAL DESIGN | Client: Words'worth

Brochure excellence for packaging excellence



Cover



DESIGN

All the divisions within Nampak, Africa's largest packaging company, are leaders in their respective areas of expertise and were for potential leaders who can maintain their competitive edge and position the company in the vanguard of packaging excellence. A gatefold brochure was created and the companies corporate identity guidelines were observed as a starting point. The imagery was sourced from the companies vast library of stock images. Because it is a recruitment brochure liberty was taken in using a bright green to highlight important points and was included in graphics and headlines through the brochure. Much of the copy was broken up and used in an illustrative style. As they say, people rather look at an infographic than read a lengthy text containing the same content.

CATALOGUE DESIGN | Client: Saint-Gobain

Shaping the future of Africa

As a business, Saint-Gobain designs manufactures as well as distributes building and technical solutions.

Their collective strength and leadership address major challenges facing humanity, including climate change, resource protection and inclusion.

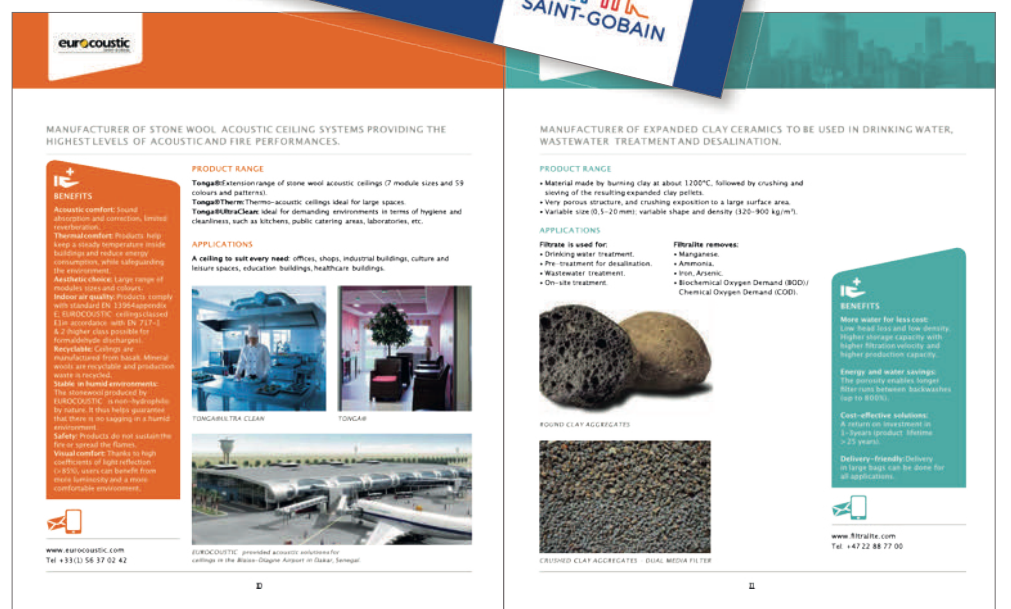
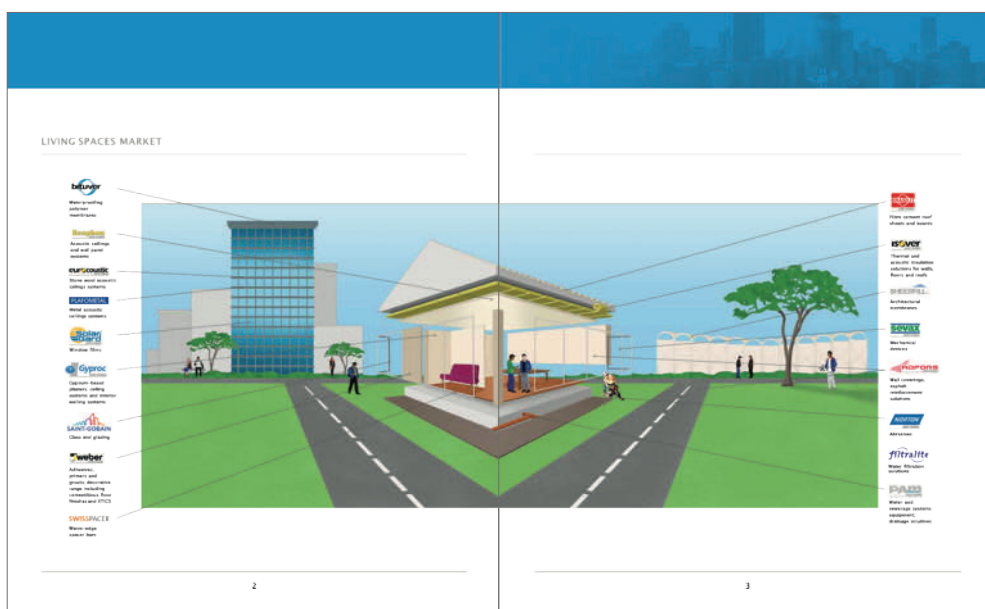
They operate both internationally and locally and are fully integrated within local communities supporting their vitality and help build a fairer and more sustainable world. Their purpose is to innovate openly, with the profound ambition to act every day to make the world a more beautiful and sustainable place to live.

This client looked at developing an online catalogue to showcase their range of products. The challenge was an intricate set of products that needed to fit into different categories. The international corporate identity guidelines that included typography and colours worked well in developing a catalogue and building out sections for an extensive range of product offerings.

The result was a clear and concise catalogue with colour-coded sections that made the purchasing process simple and easy to understand. The customer experience became one of simplicity, which contributed positively to their purchases.



Cover



Inside spreads

BILLBOARD DESIGN | Client: M4Jam

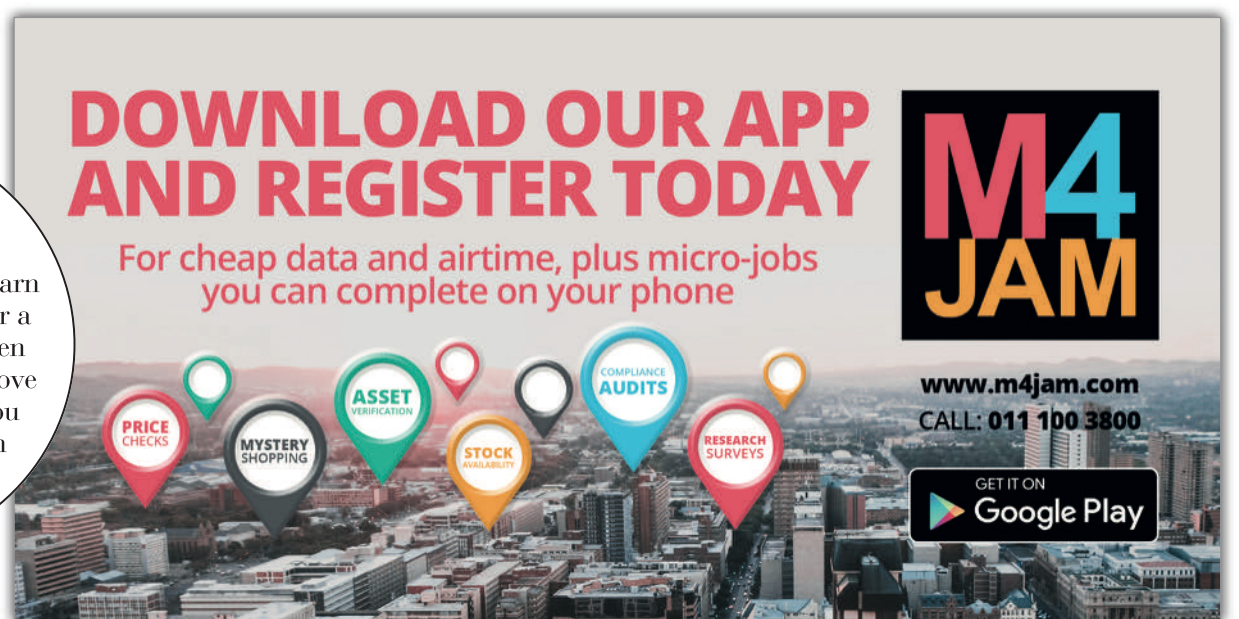
Revolutionising lives in Africa

M4Jam was founded in 2014 to reinvent work in a mobile world for the Gig Economy. M4JAM enables brands, start-ups, SMEs or big businesses, as well as NGOs and governments alike, to connect directly with the largest staff-on-demand community of real people in Southern African. Working with the M4Jam team, a set of billboards were conceptualised, designed and developed, to build awareness and connect with this audience.

Fondly known as Jobbers, this community is the evolution of the human cloud – they're the human mist, your cloud on the ground. They're everywhere and they're hungry to engage. Armed with smartphones, they're rewarded for completing tasks that we've broken down into smaller micro jobs, ranging from surveys, education and mystery shopping to product, advertising and concept testing and much more.

DID YOU KNOW?

M4Jam allows people to earn between R15 and R30 for a job that takes less than ten minutes, which is well above the minimum wage if you had to break it down in terms of time spent doing the work.



Working with the M4Jam team, a set of billboards were conceptualised, designed and developed, to build awareness and connect with this audience.



MARKETING | Client: Lima Food Machinery - United Kingdom

Robust and reliable

New campaign gains traction and builds client relationships for Lima Food Machinery



Website/landing page

Lima Food Machinery imports, supplies and services capital equipment to companies within the United Kingdom.

They are agents for Rühle Food Processing Machinery based in the Black Forest in the south of Germany.

They have one of the most advanced manufacturing plants in the world and are dedicated experts in assembling a range of machines.

Working with Lima Food Machinery, a campaign was developed that reached

out and connected with decision-makers, and included the development of a vast library of educational content that supported and educated engineers within the United Kingdom food industry.

A sales funnel was developed that included strategy, creative as well as copywriting. The audience were taken from a Google Ads campaign through to a landing page that collected prospects contact details. The campaign included an email nurturing campaign where leads were managed from a customer relationship management system.

MARKETING | Client: FLOE Education

Peace of mind for parents

Parent are struggling to find the tutors to fit all their child's educational needs.

FLOE Education offers a variety of educators from around the world to help children with all their learning needs including homework provision, assessments and extra offline help.

The campaign was developed using a PAS [Problem-Agitate-Solution] framework and included strategy, creative and copywriting.

This works extremely well because it is market-centric forcing one to think from the perspective of your audience.

The campaign included an email nurturing campaign and leads were managed from a customer relationship management system.

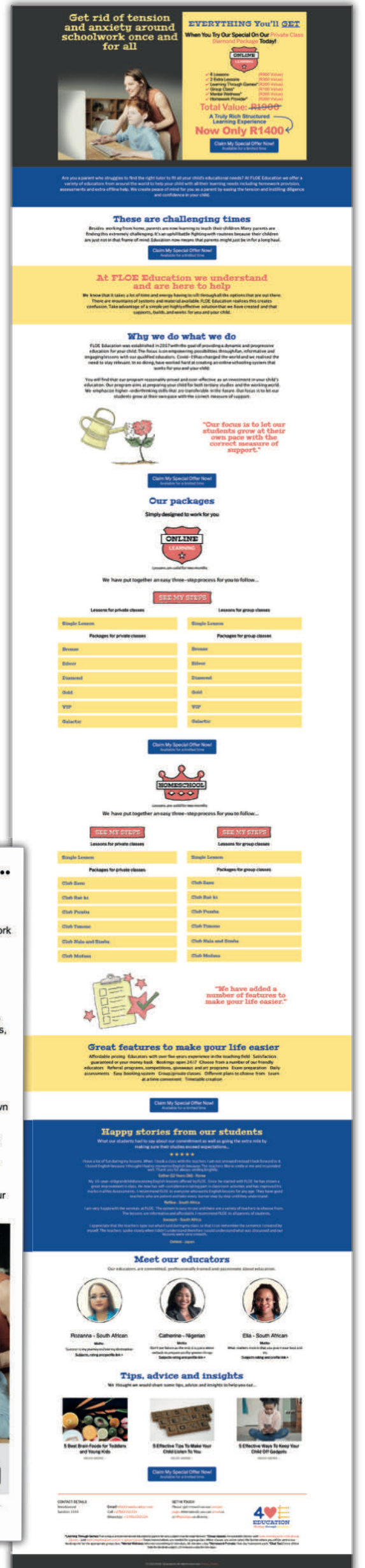
Design

FLOE Educations corporate identity is fun and colourful and their corporate typeface and colour palette was used throughout the campaign.

A template was also developed for organic posts on social media and lent itself many options and subject material.



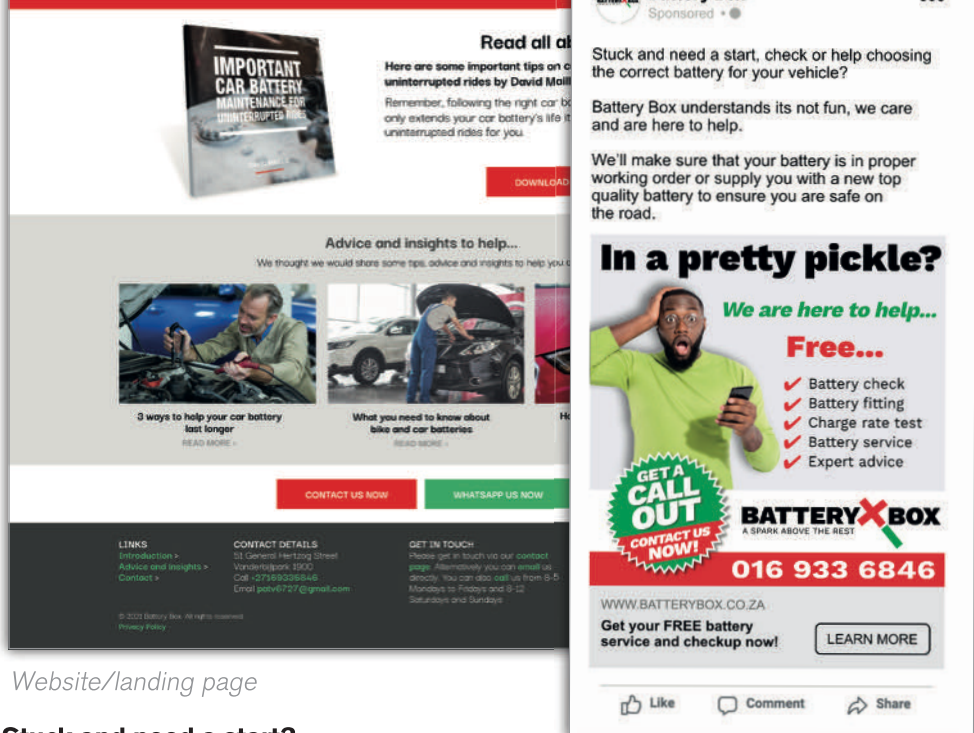
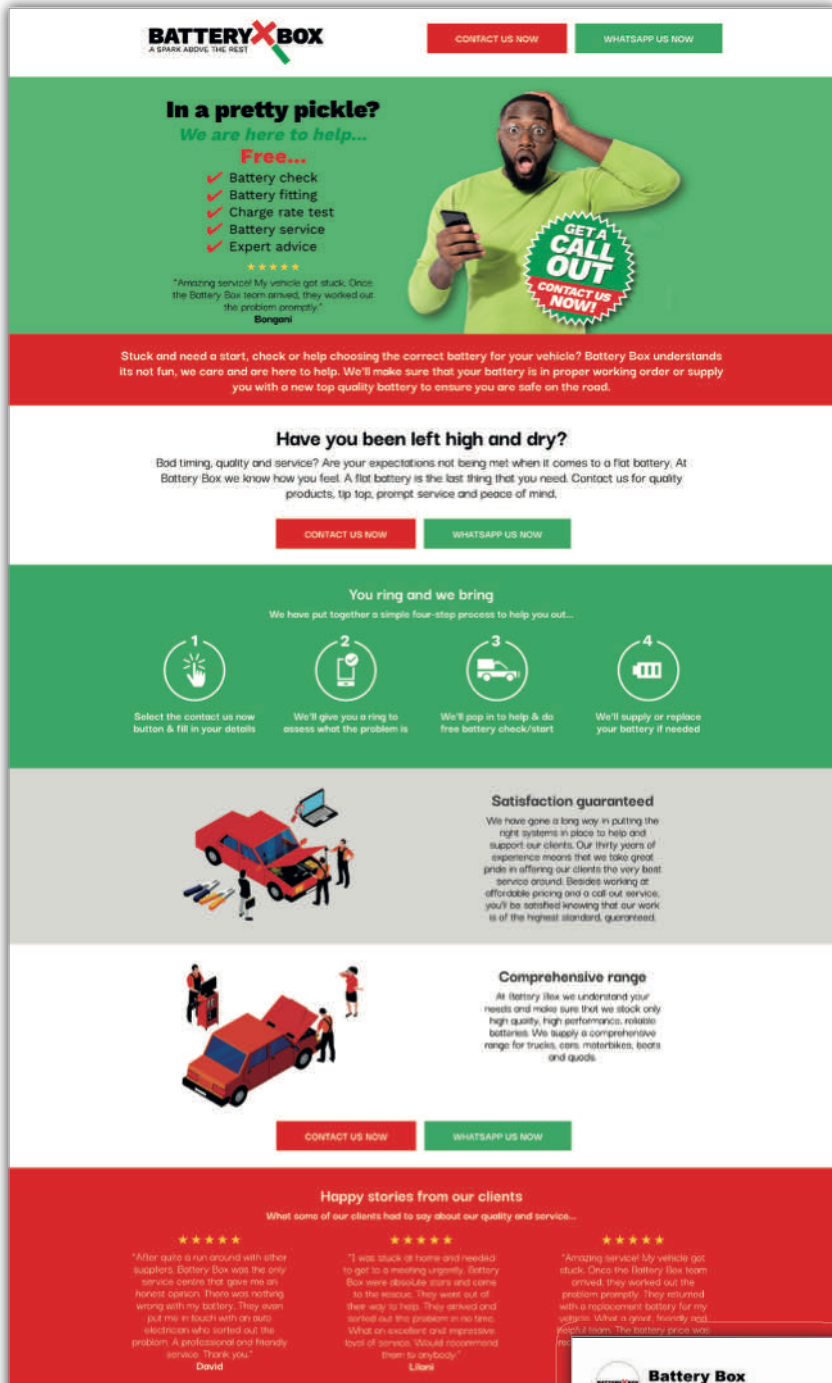
Facebook Conversion Campaign



Website/landing page

MARKETING | Client: Battery Box

Strategic jumpstart for Battery Business



Website/landing page

Stuck and need a start?

Stuck and need a start, check or help choosing the correct battery for your vehicle? Battery Box understands its not fun, and they are here to help. They will make sure that your battery is in proper working order or supply you with a new top quality battery to ensure you are safe on the road.

A campaign was put together that reached out and connected with this audience. The campaign used a sales funnel and included strategy, creative and copywriting. A PAS [Problem-Agitate-Solution] framework was

developed in structuring messages and worked extremely well being market-centric forcing one to think from the perspective of your audience.

The audience was taken from a Facebook Ads campaign through to a landing page that collected data. The campaign included an email automated campaign and leads were managed from a customer relationship management system.

Facebook Conversion Campaign

MARKETING | Client: MEMS Beauty Academy

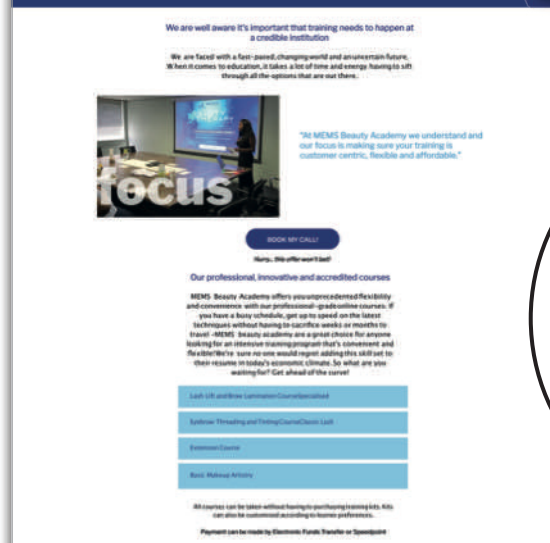
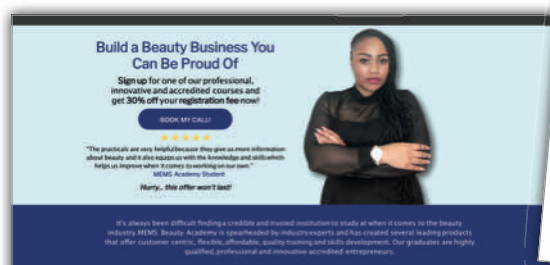
Getting the word out

It's always been difficult to find a credible and trusted institution to study at when it comes to the beauty industry.

MEMS is a Beauty Academy is spearheaded by industry experts and has created several leading products that offer customer-centric, flexible, affordable, quality training and skills development. Their graduates are highly qualified, professional and innovative accredited entrepreneurs.

MEMS needed to get the word out.

“Customer relationship management system was vital in managing leads.”



Website/landing page



Facebook Conversion Campaign



The AIDA model was used to develop the campaign looking at four stages a consumer goes through before making a purchasing decision. During these four stages, the content was developed that attracted attention to the brand, generated interest, stimulated a desire and spurred the targeted audience into action.

A campaign was put together and used a sales funnel that included strategy, creative and copywriting.

The audience was taken from a Facebook Ads campaign through to a landing page that collected data and the campaign included an email nurturing campaign as well as a customer relationship management system that was vital in managing leads.

