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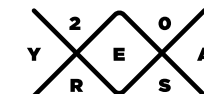
# Graphic design all the time.

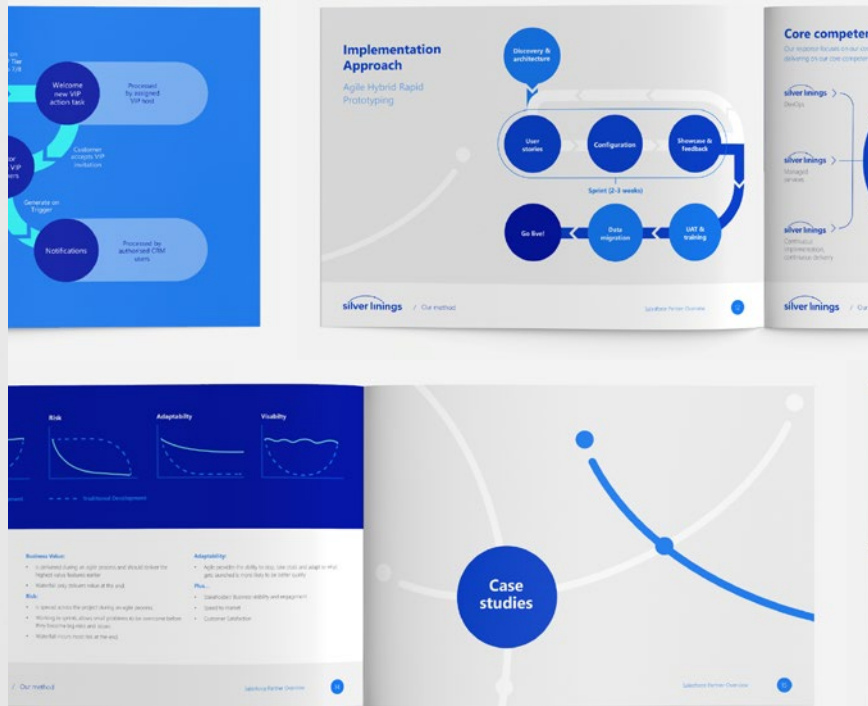
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 **Lloyd Design Co.**

**Email:** [matt@lloyddesign.com.au](mailto:matt@lloyddesign.com.au)

**Website:** [lloyddesign.com.au](http://lloyddesign.com.au)





## Business, meet cloud

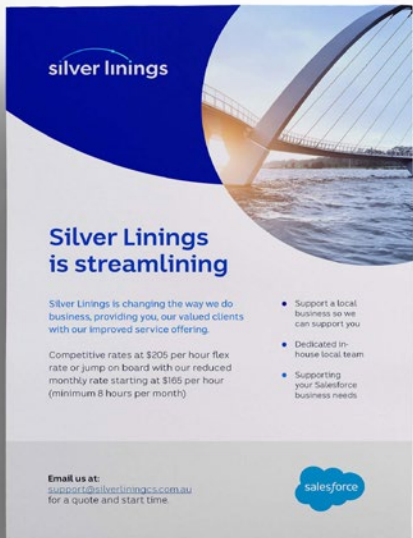
**CLIENT:** SILVER LININGS

Logo Identity Stationery PPT Templates

**Studio:** Lloyd Design

“Our branding was looking tired and desperately needed a reboot. Matt’s work has brought consistency and a new level of quality to our communications. He asks all the right questions to produce effective and meaningful design work and he’s committed to understanding the bigger picture.”

**Stuart Goodreid**  
Director, Silver Linings





## Curious city

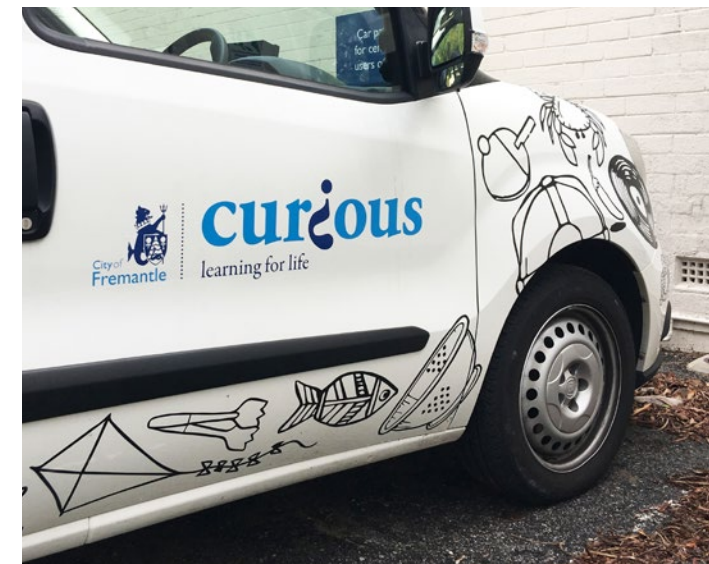
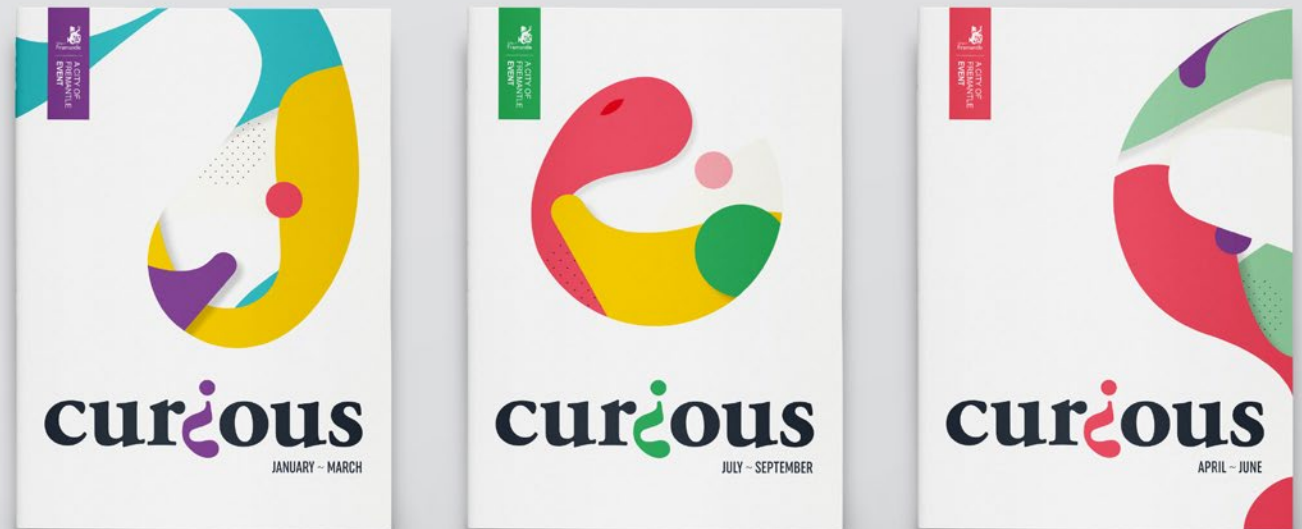
CLIENT: CITY OF FREMANTLE

Logo Identity Programs Posters  
Banners Flags Library cards Signage  
Various web platforms

Studio: Flametree Creative

“Matt recently developed branding and marketing concepts that brought diverse City of Fremantle community groups together under one banner. This involved not only developing a logo and identity but adapting the design so it could be rolled out as printed collateral and across platforms for e-newsletters, ticketing, data collection software and social media. As an added challenge, this project also needed to be WCAG 2.0 AA compliant. Matt was fantastic at brainstorming ideas and researching industry trends to insure the design remained innovative in the face of many limitations.”

Sarah Dalziel  
City of Fremantle







## Designed to delight

**CLIENT:** DARLING & DOMAIN

Logo Identity Stationery Signage  
Email marketing Flyers Artworking

**Studio:** Lloyd Design Co

Darling & Domain are the intersecting streets that best friends, and homewares entrepreneurs, Simon and Kate lived on when they first met. The logo takes the shape of a vintage street sign from the area, forming part of an identity that reflects their values of quality, style and delightful customer service.



*"Matt Lloyd is an exceptionally talented graphic designer who always nails the brief! I have collaborated with Matt for more than 6 years on the creation of three brands and a multitude of client projects which has seen him create unique logos, amazing artwork and impressive marketing materials."*

**Simon Bailey**  
Darling & Domain





Various logos

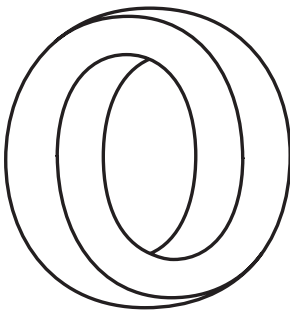
CLIENT: VARIOUS

Logo design

A collection of logos and symbols I've designed recently.



WESTERN PSYCHIATRY





# Bringing home the polony

CLIENT: D’ORSOGNA SMALLGOODS

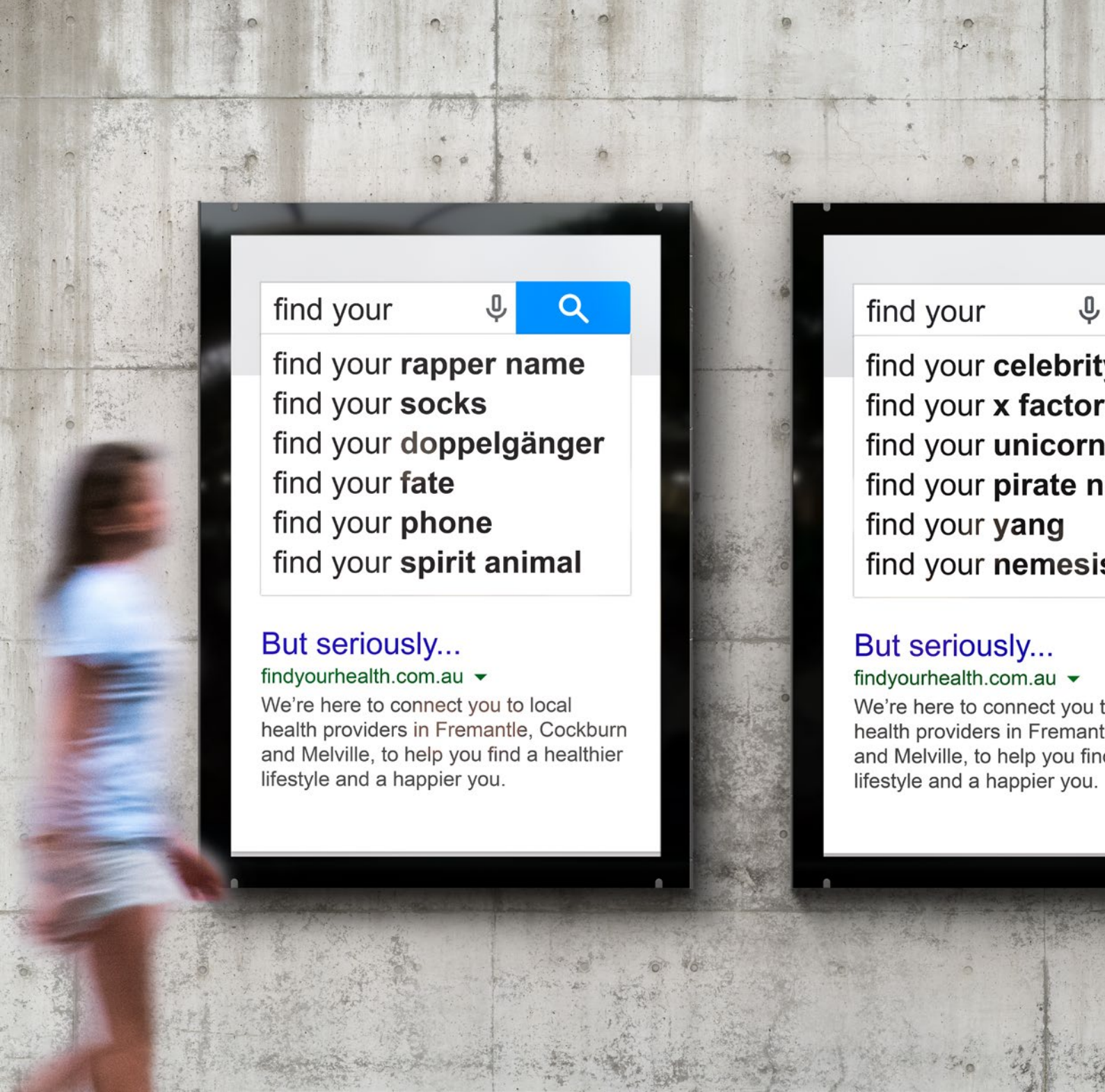
Identity   Artworking   Packaging design  
Photography   Image retouching

Studio: Flametree Creative

Using their existing brand guidelines and working closely with the marketing manager, I created artwork for much of D’Orsogna’s rebranded product range. Other deliverables included product photography, image retouching and additions to their identity.

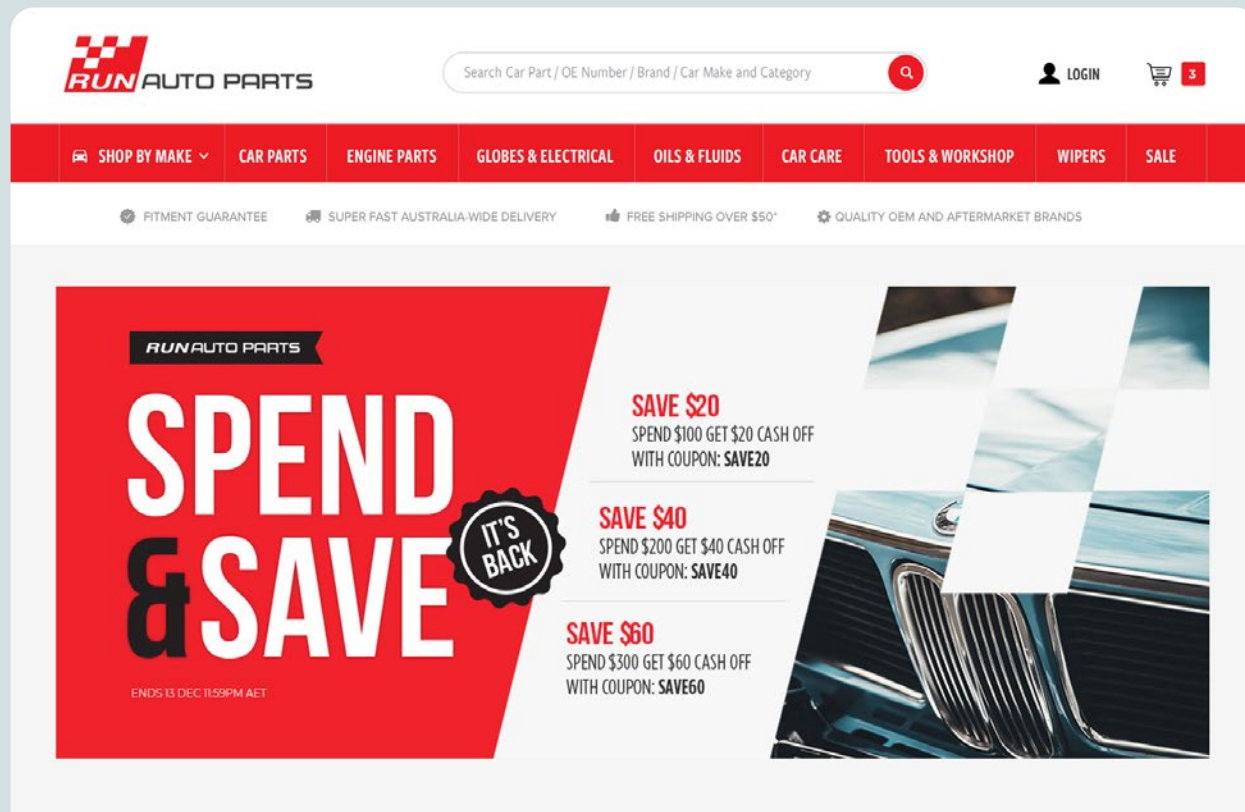
“D’Orsogna is a food manufacturer with \$210m plus in retail sales per annum. Our customers often demand packaging solutions quickly and Matt has saved our bacon (pun intended) many times. He is creative, accurate and accommodating, often adding value and better solutions without request. Matt is a pleasure to work with making every interaction a positive one.”

**Paul Butcher,**  
Marketing Manager  
D’Orsogna Limited.



ABOVE: MEDICARE LOCAL CONCEPT





## They know Euro

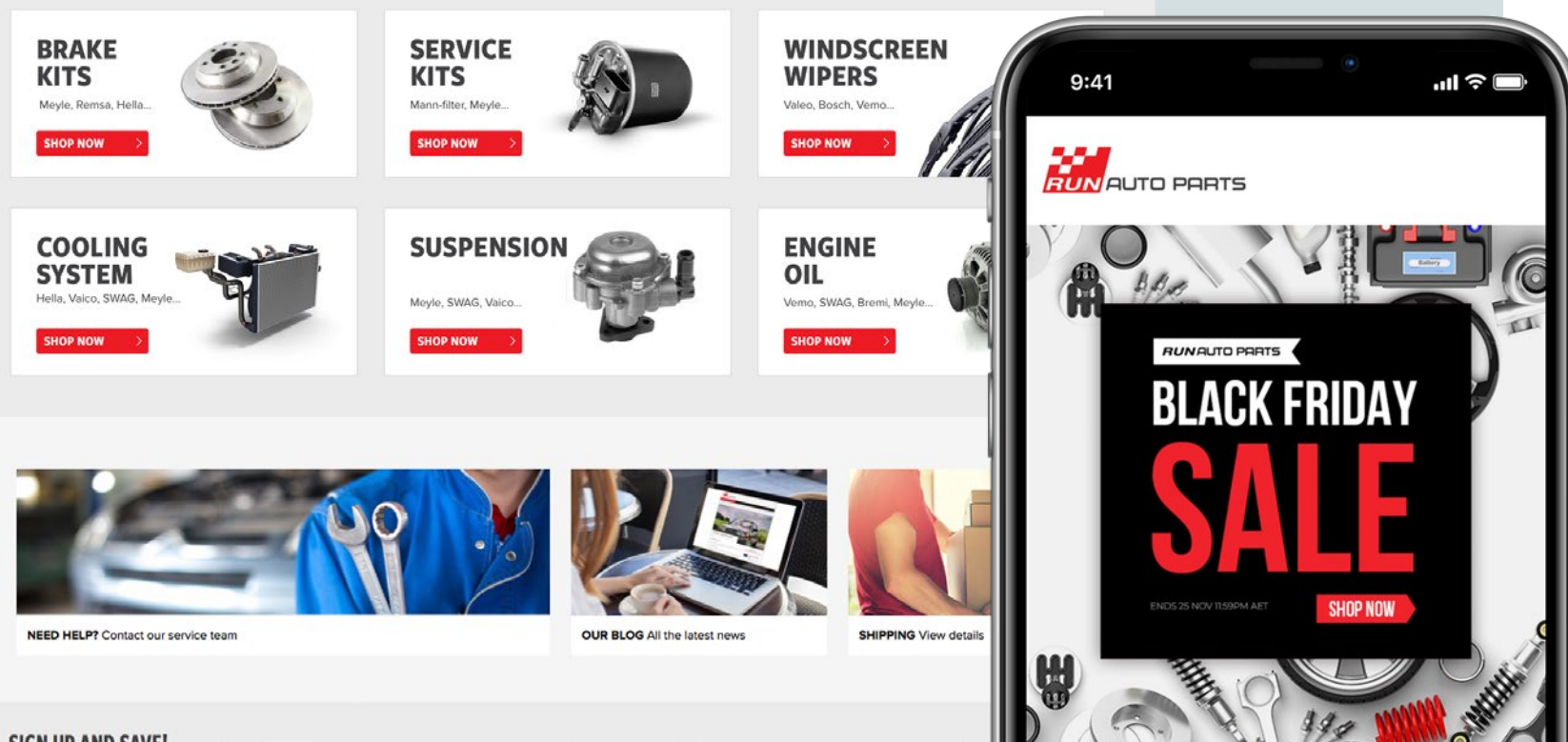
**CLIENT:** RUN AUTO PARTS

Website design Promotional campaigns  
Social media banners Flyers Signage  
Artworking

**Studio:** Lloyd Design Co

"We really find value in the work Matt does for us. He's experienced, thoughtful and conscientious. He always makes the effort to understand our needs and uses his experience to make the right decisions and come up with the best solutions. Our business engages a lot of people who work off-site, to do this, we need to develop a level of trust, which was there with Matt from day one."

**Fran Condon**  
Owner/Director, Run Auto Parts







## Small but mighty

**CLIENT:** SMALL BUSINESS DEVELOPMENT CORPORATION

Identity   Annual report   Posters  
Flyers   Booklets   Artworking

**Studio:** Lloyd Design Co

"We have worked with Matt on a range of design concepts, publications (including the 2017-18 & 2018-19 Annual Reports) and advertising campaigns and have found his work to be creative, intuitive and timely. Matt's input and feedback, including suggestions on fresh ways to apply our branding guidelines on marketing materials, has helped develop and enhance our brand. Working on a range of projects, many technically difficult and within a tight deadline, Matt has consistency delivered materials to a very high standard."

**Elisabeth Chieng**  
Marketing & Communications Officer







## No batteries required

**CLIENT:** MT BARKER CHICKEN

Packaging design Image retouching Flyers  
Artworking

A change in direction for Mt Barker, this packaging design uses bold, stacked type and strong, block colour while maintaining their traditional logo and branding elements.

**Studio:** Flametree Creative



WHITE  
HOUSE  
PROPERTY PARTNERS

**CLIENT:** WHITE HOUSE PROPERTY PARTNERS

Logo design Identity Signage Stationery

**Studio:** Lloyd Design Co





## Mondo de carne

CLIENT: MT BARKER CHICKEN

Packaging design

A couple of packing concepts designed for Mt Barker Chicken that never made it off the factory floor. Focus groups are a tough crowd.





## It's a Match

**CLIENT:** MATCH

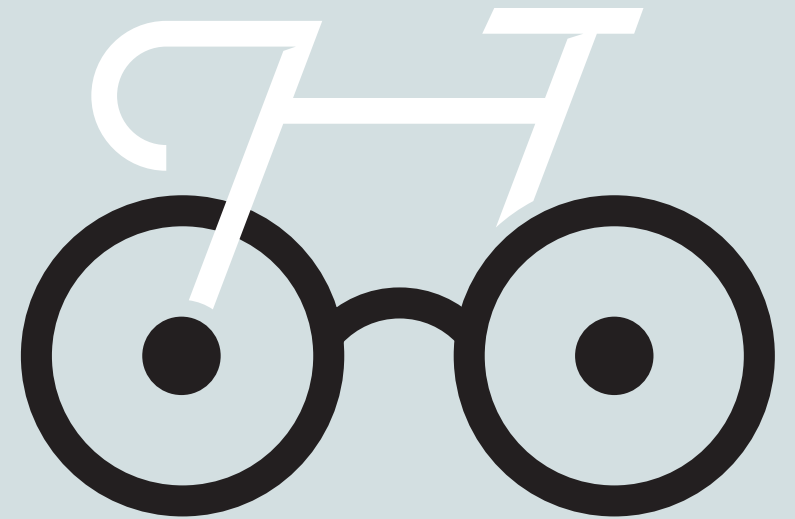
Signage design

**Studio:** Block Branding

**Creative direction:** Mark Braddock

A project with two purposes.

One: to design hoarding and banner mesh signage for Match's new M/28 development and two: to devise a signage strategy for Match projects that have reached the construction phase and must now include the branding of other M/Group companies.



## Smart(er) Rider

*n.* One who is rewarded for riding in Fremantle.

## Simple not dumb

**CLIENT:** CITY OF FREMANTLE

Logo

Loyalty cards

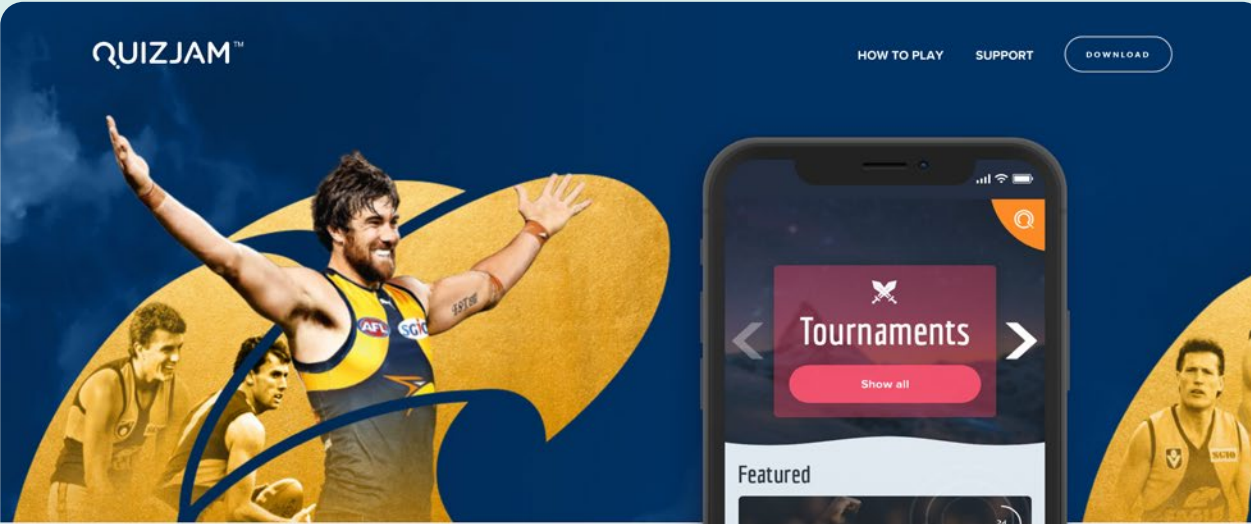
Flyers

Artworking









# QUIZJAM™

[HOW TO PLAY](#)
[SUPPORT](#)
[DOWNLOAD](#)

## The world's first massively multiplayer trivia experience

Our platform allows the everyday person the opportunity to be crowned a world champion at their chosen quiz topic. We create targeted bespoke trivia tournaments relevant to your brand and connect you with a highly targeted and engaged audience.

## Benefits

- A new and unique way for your brand to engage with customers
- Dedicated, actionable advertising space within your tournament
- Revenue share opportunities
- A new marketing channel to amplify sales / marketing goals
- A source of exciting and dynamic digital content for social media
- Educate your consumers through the use of bespoke questions
- A measurable ROI
- An opportunity to raise substantial cash for a cause with very little effort and low cost
- Potential PR opportunities

## Your costs

## How it works

# QUIZJAM™

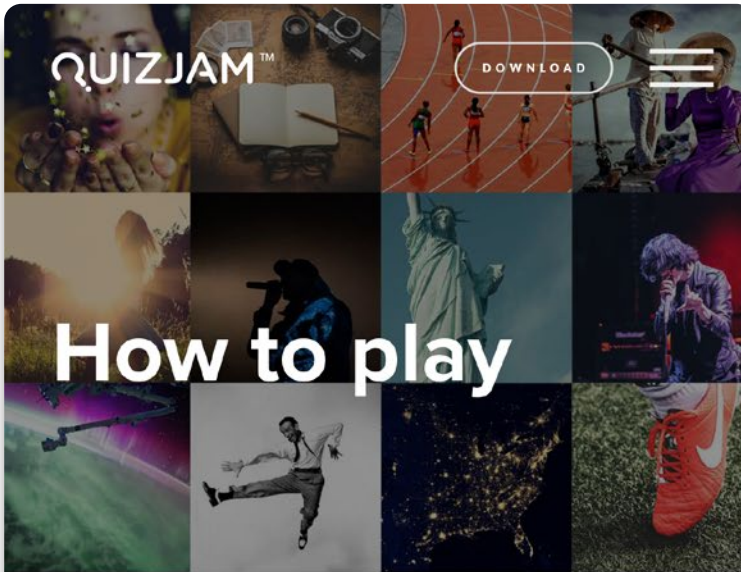
## Party at the front, business out the back

CLIENT: GRAVY GAMING

[Logo design](#)
[Identity](#)
[Brand Guidelines](#)
[Stationery](#)
[Website design](#)
[Artworking](#)

Studio: Flametree Creative

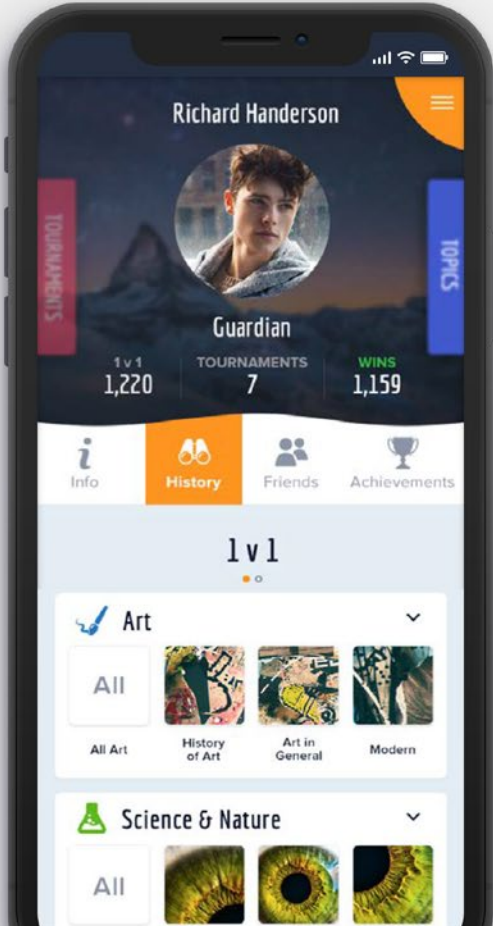
Quizjam launched their trivia app not only to rival to category leader QuizUp, but also as a white labeled app that businesses can use to generate leads and engage teams. I created a versatile app icon, wordmark and brand guide which I then applied to their initial website design and stationery.

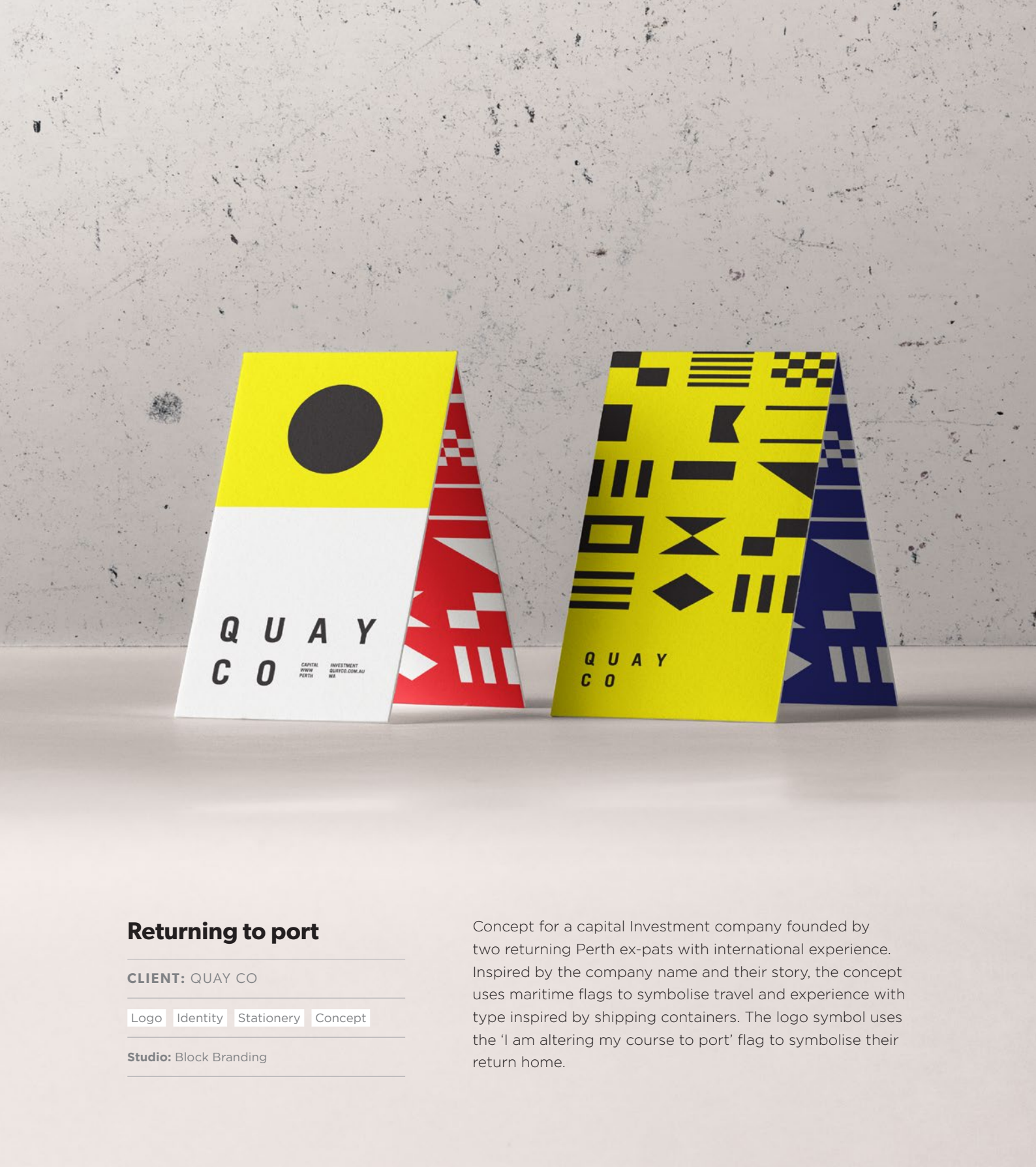


# QUIZJAM™

[DOWNLOAD](#)

## How to play





## Returning to port

CLIENT: QUAY CO

Logo Identity Stationery Concept

Studio: Block Branding

Concept for a capital Investment company founded by two returning Perth ex-pats with international experience. Inspired by the company name and their story, the concept uses maritime flags to symbolise travel and experience with type inspired by shipping containers. The logo symbol uses the 'I am altering my course to port' flag to symbolise their return home.



ABOVE: GADABOUTS LOGO CONCEPT





## Consultants of the Oracle

**CLIENT:** FUSION APPS

Logo Identity Stationery Signage  
Website Email marketing Brand guidelines  
Artworking

**Studio:** Lloyd Design Co

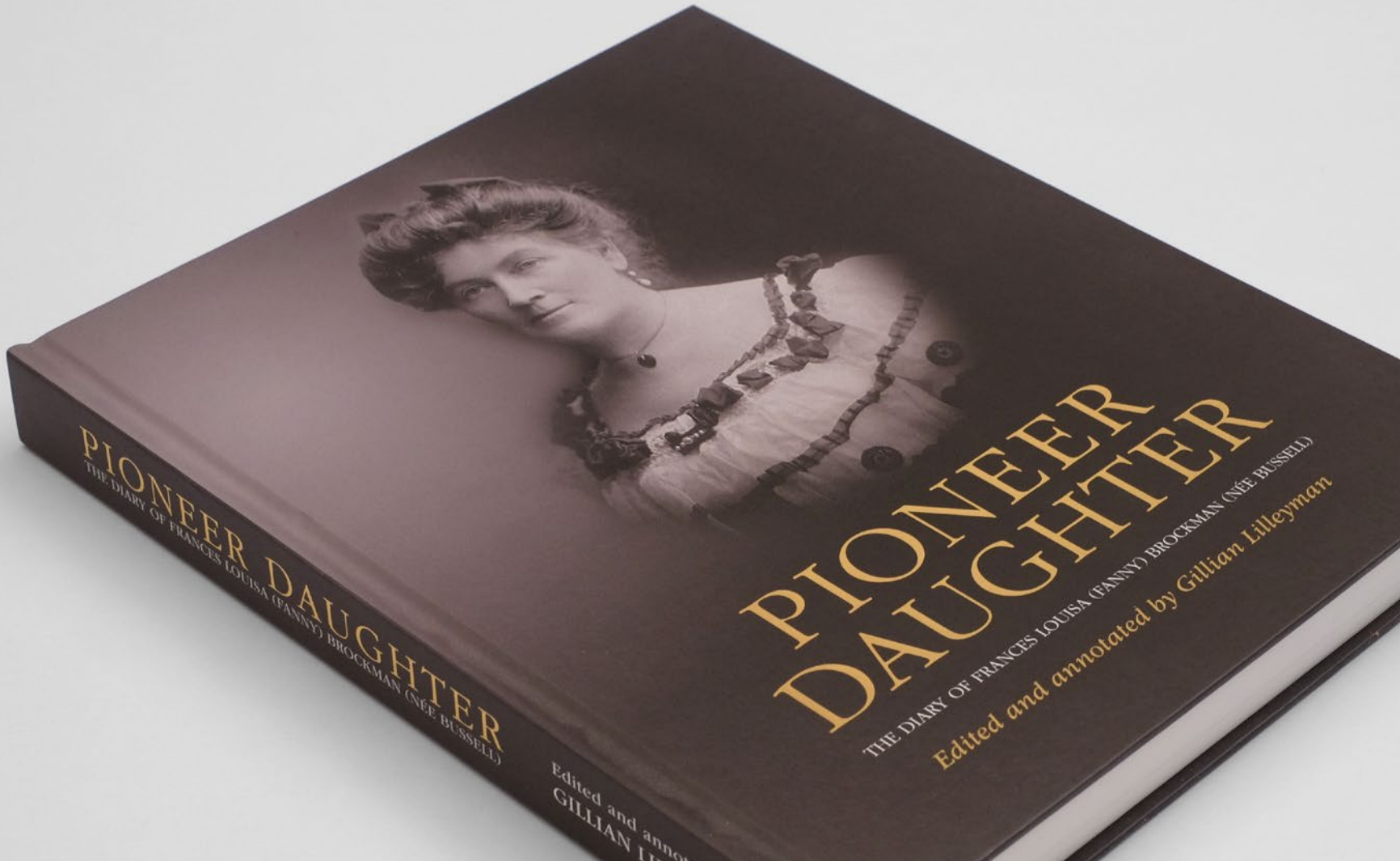
Fusion Apps are a leading Perth Oracle partner with over a decade of project delivery success. The identity was designed from the ground up to place them firmly in the cloud software industry and to sit comfortably alongside their industry partners.

*"We approached Matt with a blank canvas and he helped get our brand off to an amazing start. From day one we looked professional, competent and much more substantial than we actually were! We thoroughly appreciate the personal interaction and attention to detail Matt provided, over such a broad array of internal collateral."*

**Craig Wood**  
Director







## Fanny's Diary

CLIENT: GILLIAN LILLEYMAN

Book design   Typesetting   Artworking

Studio: Flametree Creative





# Annual Report microsite

CLIENT: AIR NEW ZEALAND

Graphic design UI design HTML CSS

Studio: Heywood Innovation

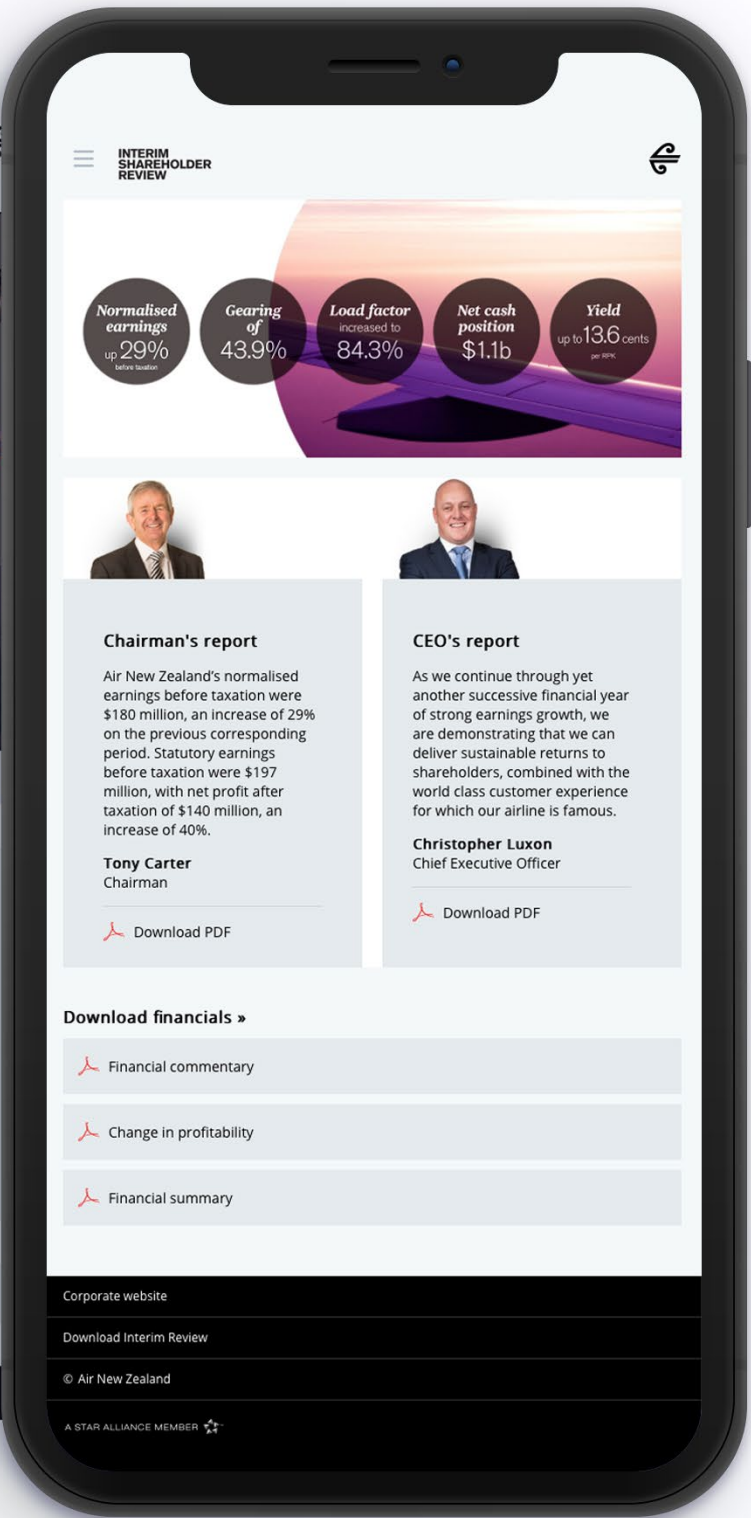
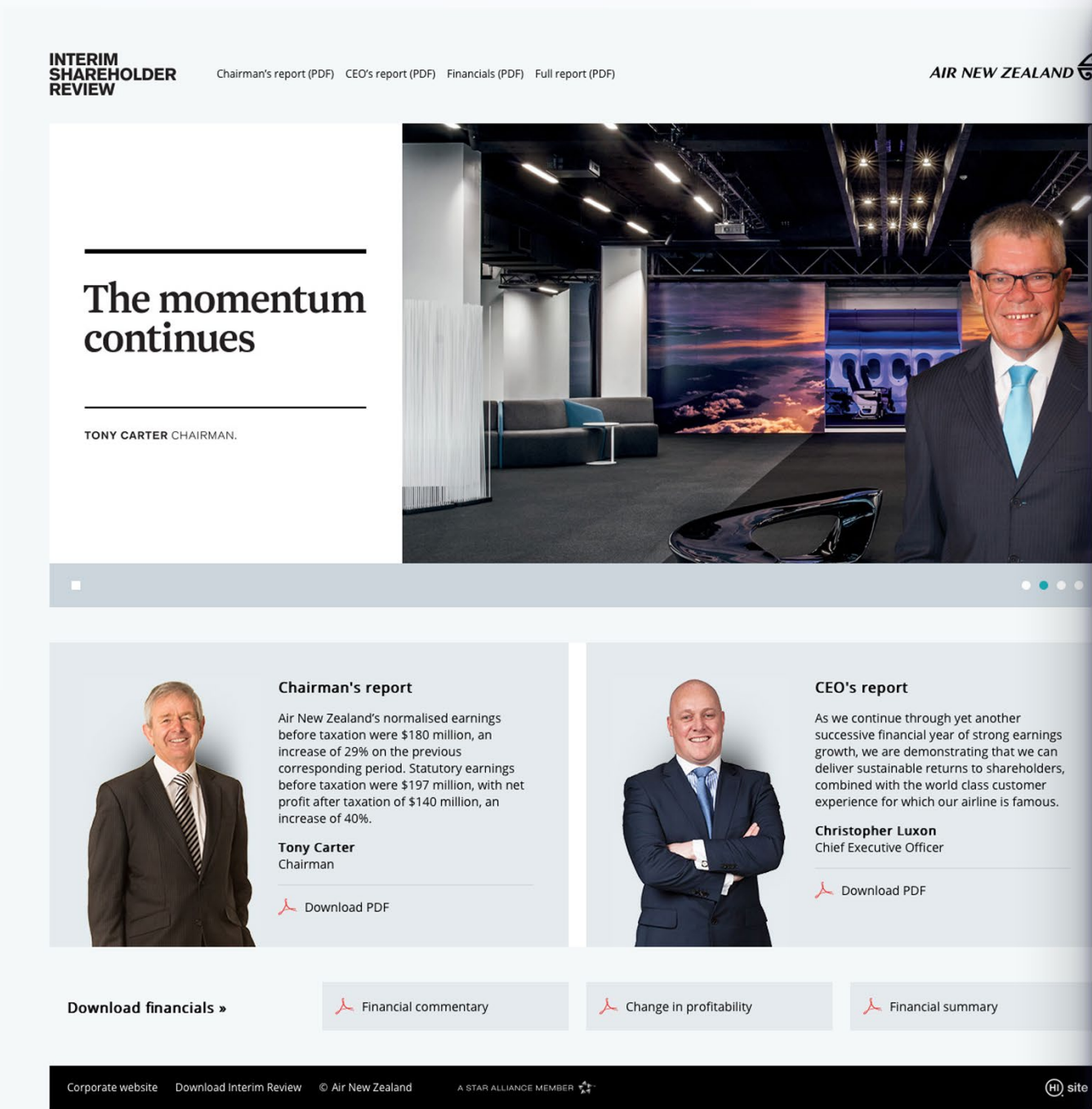
Created as an alternative to a simple PDF download link, the Air New Zealand reporting microsites provide a snapshot of the year for investors with the convenience of being able to download sections of the annual report.



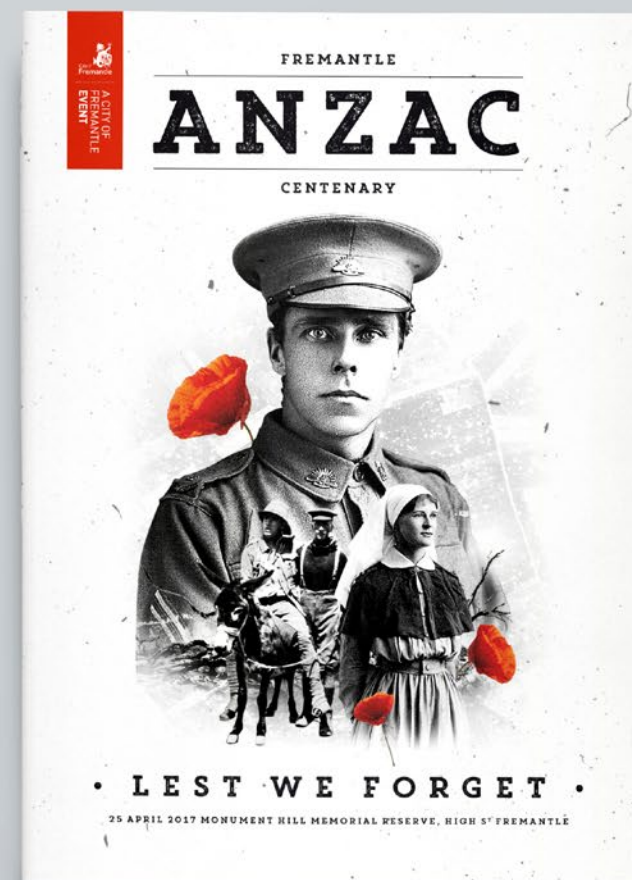
“Matt is an outstanding designer. His cross-media talents underpinned by a ‘can do attitude’ combine strong strategic and creative flair with advanced online development skills.”

**Tony Heywood**

Director, Heywood Innovation







## Fremantle's finest

CLIENT: CITY OF FREMANTLE

Posters Flyers Programs Logo Press ads Adshells Artworking

Studio: Flametree Creative

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# Thank you

 **Lloyd Design Co.**

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**Website:** [lloyddesign.com.au](http://lloyddesign.com.au)

