

north **BRANDING
& DESIGN**

showcase
four



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taking brands
beyond business

North Branding & Design
is a branding and visual
communications agency
known for our personalised,
innovative and results-
focused approach.

We help clients build value, growth and
engagement through their brand.

Find out how we can help your brand
perform better.



PROK

GURTEC

ROXXON



PROK

Our Vision

To be the industry leader who is making a significant difference for our customers. To be the conveyor company that customers prefer to do business with.

Our Capabilities

We are an expert conveyor components and conveyor systems OEM, with manufacturing facilities in Australia, Germany, Sweden, Finland, South Africa and Brazil, servicing 66 countries.

Our Purpose

We are passionate about our customers and our employees' success and together we create working partnerships that make a significant long-term difference.

To impress customers and generate good returns on invested capital. Our unique way of working and culture known as NEPEAN DNA creates competitive advantage.

Why NEPEAN Conveyors

- We are extremely customer focussed. Our customers success is our number one priority.
- We aspire to be much better than our competitors in every way. We are better to work with.
- Our employees are the best experts in the industry.
- Our passionate employees share a common culture of success and service to deliver a significant difference for our customers over the long term.
- We operate a lean organisation structure, with empowered local management.
- Our products and systems perform better as a result of leading engineering, manufacturing and innovation.
- We are competitively priced.
- We make big investments in our people and tangible innovations to lower our customers operating costs.
- We are a strong, prosperous and growing private company. Stakeholders can be confident we will be there for you.



prokco.com

ROXON

Visionimme

Olemme toimialamme markkinajohtaja, josta myös asiakkamme saavat merkittävän hyödyn.

Haluamme olla kuljetinalan yritys, jonka kanssa asiakkamme haluaa tehdä kauppaa.

Kykymme

Olemme kuljetinkomponenttien ja kuljetinjärjestelmien alkuperäisvalmistaja, jolla on tuotantotilat Australiassa, Saksassa, Ruotissa, Suomessa, Etelä-Afrikassa ja Brasiiliassa, ja joista palvelimme 66 maata.

Tuotokuksemme

Olemme innoissamme asiakkaidemme ja työntekijöidemme menestyksestä ja yhteistyönne tuottaa heille merkittävää etua pitkällä tähtäimellä.

Teemme hyvän vaikutuksen asiakkaisiimme ja saamme investoinnit tuottamaan nopeasti.

Ainutlaatuinen työtämme ja kulttuurimme, jotka tunnetaan NEPEAN DNA:na, luovat kilpailuedun.

Miksi NEPEAN Conveyors

- Olemme äärimmäisen asiakassuuntautuneita; asiakkaidemme menestys on ykkösprioriteetti.
- Tavoittemme tulevamme kaikín tavoin paljon paremmiksi kuin kilpailijamme. Meidän kanssamme on parempi työskennellä.
- Työntekijämme ovat toimialamme parhaita asiantuntijoita.
- Omistautuneet työntekijämme jakavat saman menestyksen ja palvelun kulttuurin saavuttaakseen asiakkaillemme merkittävää etua pitkällä tähtäimellä.
- Organisaatorakenteemme on matala ja sillä on vahva paikallinen johto.
- Tuotteemme ja järjestelmämme ovat suorituskykyiltään parhaimpia, johtuen ylivoimaisesta suunnittelusta, valmistuksesta ja innovatiivisuudesta.
- Hintamme ovat kilpailukykyisiä.
- Teemme suuria investointeja ihmisillemme, joiden innovatiivisuudella asiakkamme saavat alennettua tuotantokustannuksia.
- Olemme vahva, menestyvä, kasvava yksityinen yritys ja sitoudumme voivat luottaa siihen, että olemme olemassa sinua varten.



roxon.fi

GURTEC

Unsere Vision

Wir wollen der Marktführer sein, der seinen Kunden einen entscheidenden Mehrwert bietet.

Wir wollen das Unternehmen im Bereich Fördertechnik sein, mit dem Kunden bevorzugt zusammenarbeiten wollen.

Unsere Kompetenz

Wir sind der kompetente Hersteller von Förderkomponenten und Förderbandsystemen mit Produktionsstätten in Australien, Deutschland, Schweden, Finnland, Südafrika und Brasilien, der mehr als 66 Länder weltweit beliefert.

Unser Ziel

Wir sind mit Leidenschaft am Erfolg unserer Kunden und Mitarbeiter interessiert und zusammen schaffen wir funktionierende Partnerschaften, die langfristig den entscheidenden Unterschied ausmachen.

Wir wollen unsere Kunden beeindrucken und ihnen einen wirtschaftlichen Mehrwert liefern.

Unsere einzigartige Arbeitsweise und Kultur, bekannt als NEPEAN DNA, schafft Wettbewerbsvorteile.

Warum NEPEAN Fördertechnik

- Wir sind außerordentlich kundenorientiert; der Erfolg unserer Kunden hat für uns oberste Priorität.
- Wir streben danach, in jeder Hinsicht besser zu sein als unsere Marktbegleiter. Mit uns können die Kunden effizienter zusammenarbeiten.
- Unsere Mitarbeiter sind die erfahrensten Experten in der Branche.
- Unsere passionierten Mitarbeiter teilen eine gemeinsame Erfolgs- und Servicekultur, die unseren Kunden auf lange Sicht entscheidende Vorteile bietet.
- Wir haben eine schlanke Organisationsstruktur mit einem starken, lokalen Management.
- Durch unsere Stärke in Konstruktion, Fertigung und Innovation, sind unsere Produkte und Systeme die besten am Markt.
- Wir haben konkurrenzfähige Preise.
- Wir investieren viel in unsere Mitarbeiter, die durch ihre Innovationen die Betriebskosten unserer Kunden senken.
- Wir sind ein starkes, erfolgreiches, wachstumsorientiertes Privatunternehmen und Sie können sich darauf verlassen, dass wir jederzeit für Sie verfügbar sind.



gurtec.com





6.2 Secondary icons

These icons are available as block colour or outlined.



2.1 The logo

OVERVIEW
The Taylor logo is a combination of the word 'TAYLOR' in a bold, sans-serif font, with a stylized 'T' that incorporates a yellow square.

TAYLOR



2.2 Logo formats

OVERVIEW
The Taylor logo is a combination of the word 'TAYLOR' in a bold, sans-serif font, with a stylized 'T' that incorporates a yellow square.



3.1 Primary colour palette

OVERVIEW
The Taylor brand uses a primary colour palette consisting of black, white, and yellow.



3.2 Secondary colour palettes

OVERVIEW
The Taylor brand uses a secondary colour palette consisting of teal, blue, and grey.



8.0 Brand identity implementation

8.1 Stationery

OVERVIEW
The Taylor brand stationery includes business cards, letterheads, and envelopes, all featuring the Taylor logo and brand colors.



7.1 Photography – Taylor people

OVERVIEW
The Taylor brand photography features images of Taylor people working on various projects, showcasing the company's commitment to excellence and innovation.

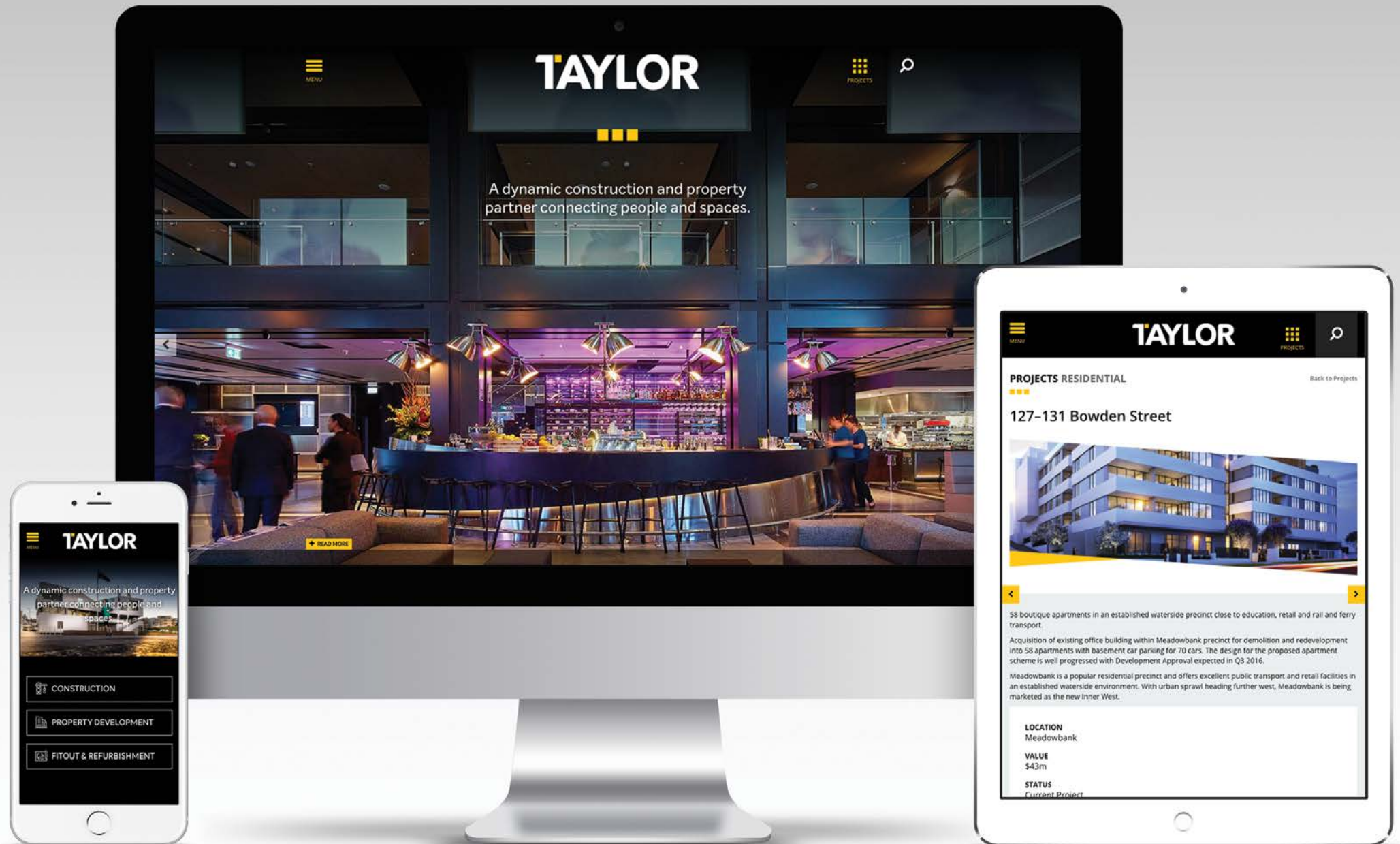


7.2 Photography – Taylor people

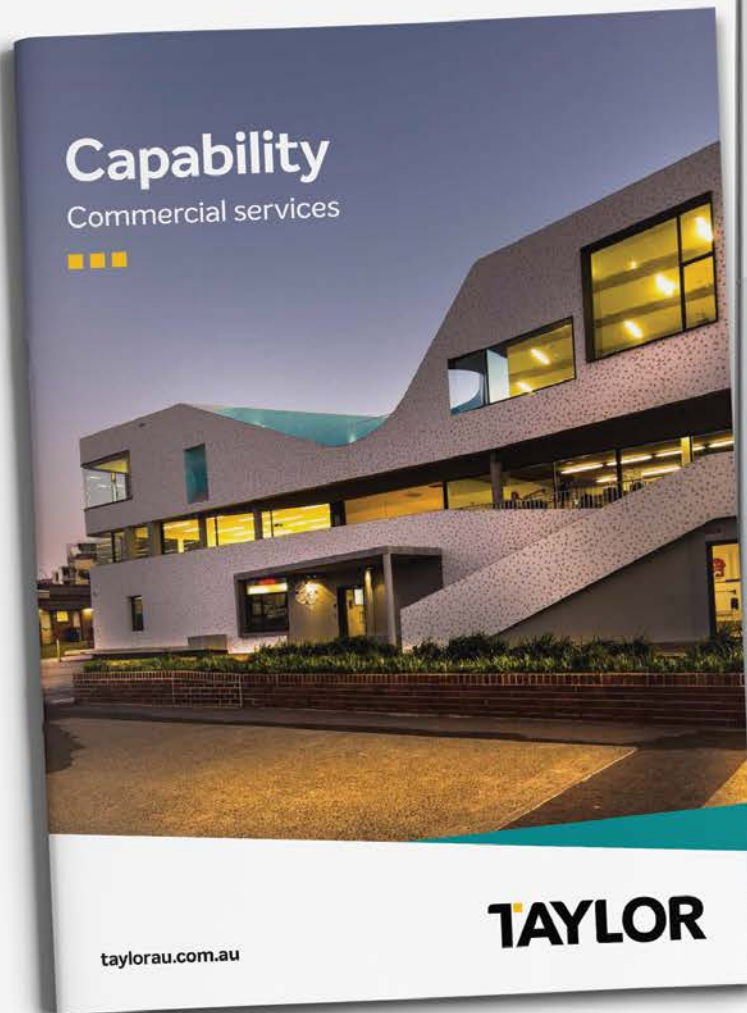
OVERVIEW
The Taylor brand photography features images of Taylor people working on various projects, showcasing the company's commitment to excellence and innovation.











About Taylor

Tailored to deliver

Our clients experience the value we create. We enhance their built environment through a deep understanding of innovation and technique.

ABOUT TAYLOR

Taylor was established by Mark Taylor in 1994 and now provides its clients with a holistic building experience aimed at creating and delivering projects which enhance their environments, add value and ensure quality outcomes to owners and occupiers.

Mark's belief in strong relationships continues to underpin the Taylor culture. Relationships among staff, with clients, architects, industry partners and investors are valued and nurtured.

FINANCIAL

The company has enjoyed steady growth with turnover forecast at \$550m for FYE 2017, the result of its considered selection of projects and strong partnerships through its divisions.

With more than 200 employees across the business, the company has the resources and capability to deliver across all sectors of the market.

PHILOSOPHY

At Taylor, we do things differently. We believe that completing quality projects on time and on budget is a given. We strive to deliver more.

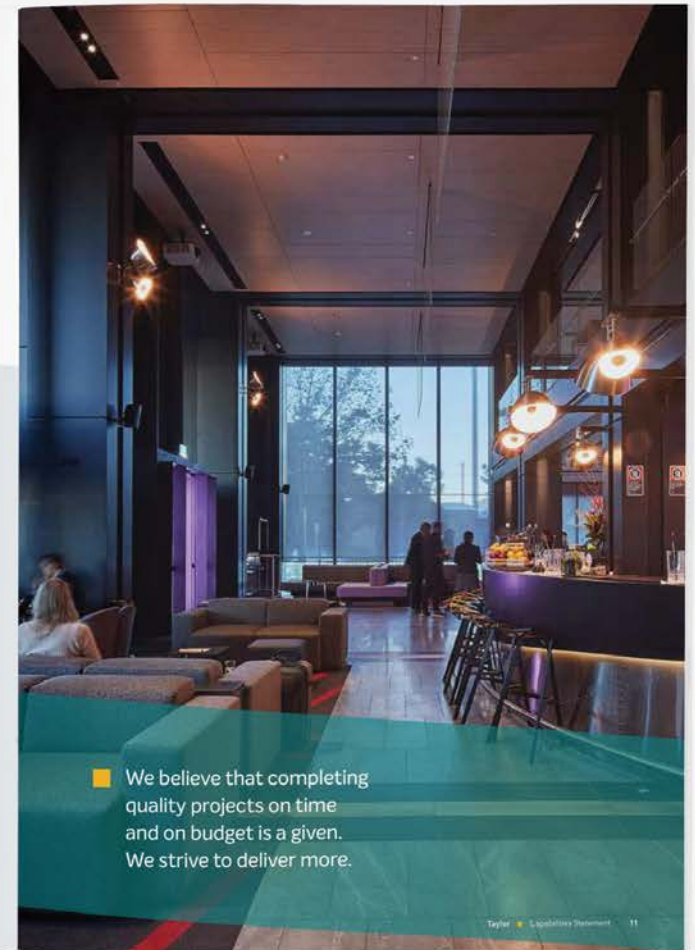
We focus on deeply listening and understanding the needs of our clients. We have the flexibility and dependability to deliver according to these goals. We are committed to integrity and excellence always working with the best people, ideas and materials.

Our clients experience the value we create. We enhance their built environment through a deep understanding of innovation and technique.

That's the Taylor difference.



10 Taylor Capability Statement



■ We believe that completing quality projects on time and on budget is a given. We strive to deliver more.

Taylor Capability Statement 11









POWERING POSSIBILITIES

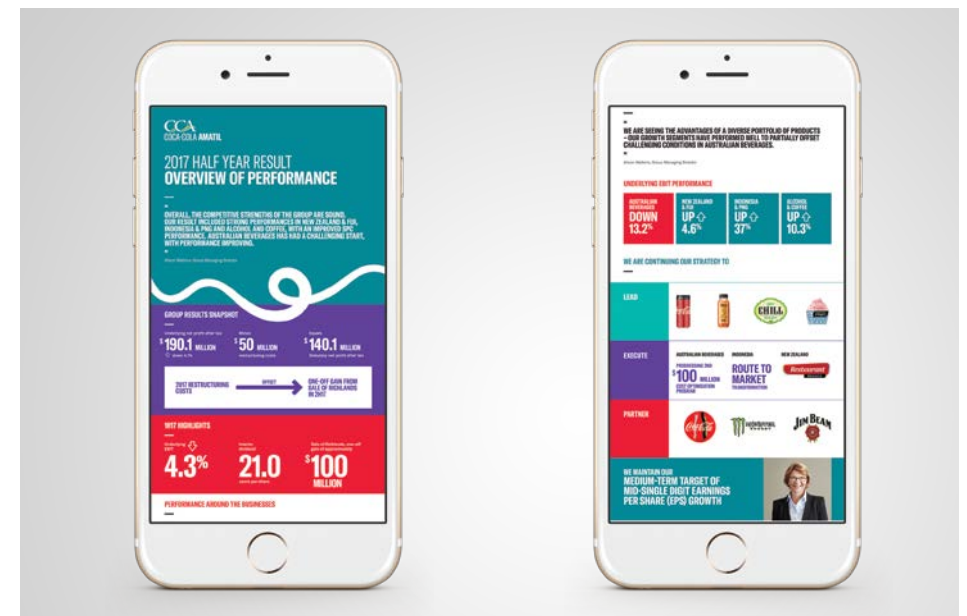
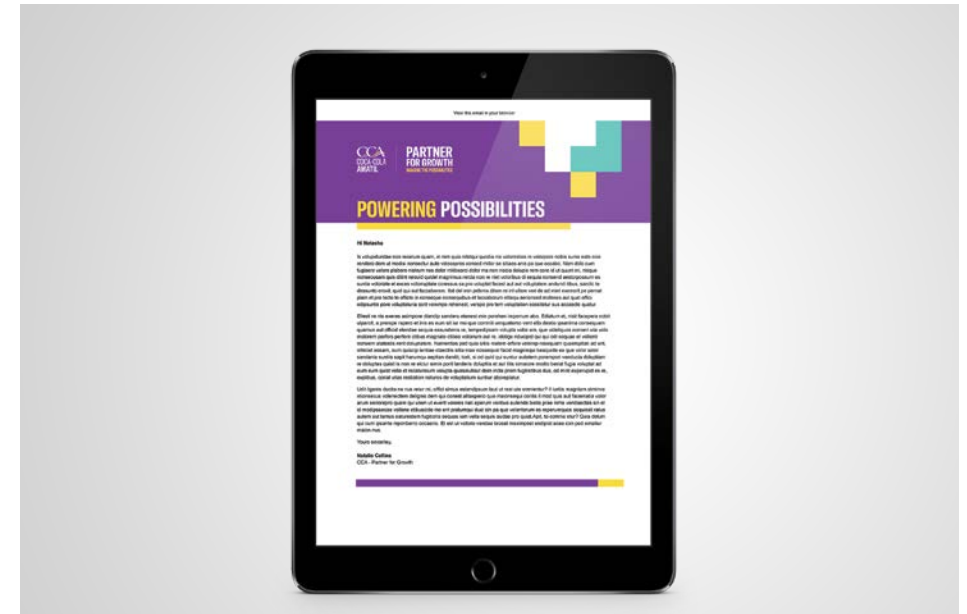
SUMMIT 2017

CCA
COCA-COLA AMATIL

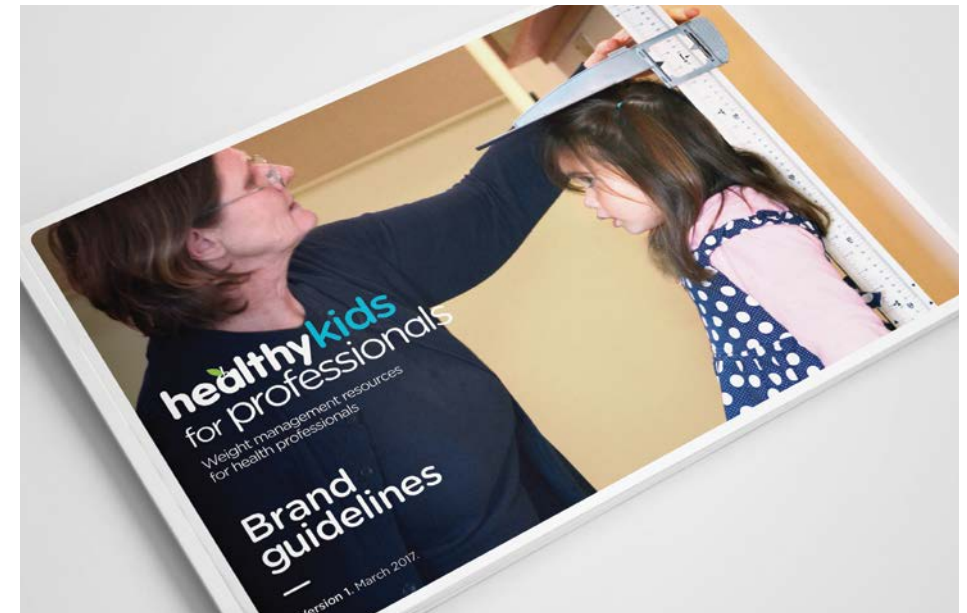
AGENDA DAY 2 GROW

GROUPS AND LEARNING LAB ORDER

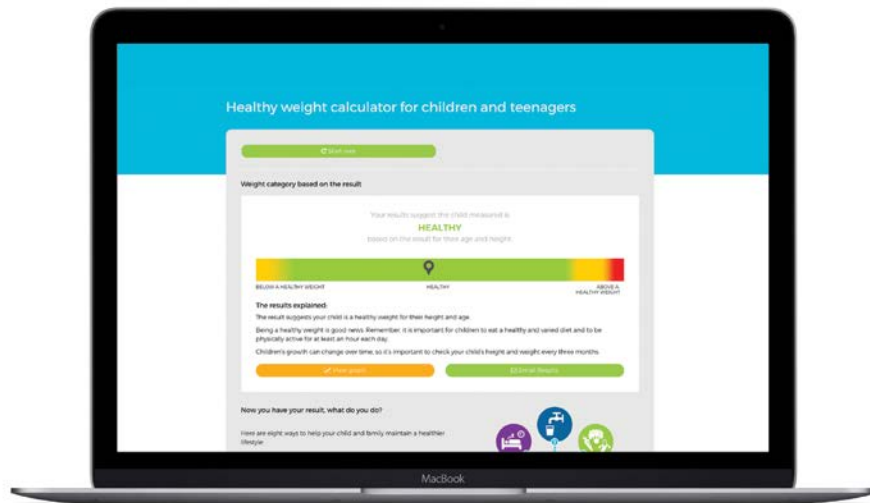
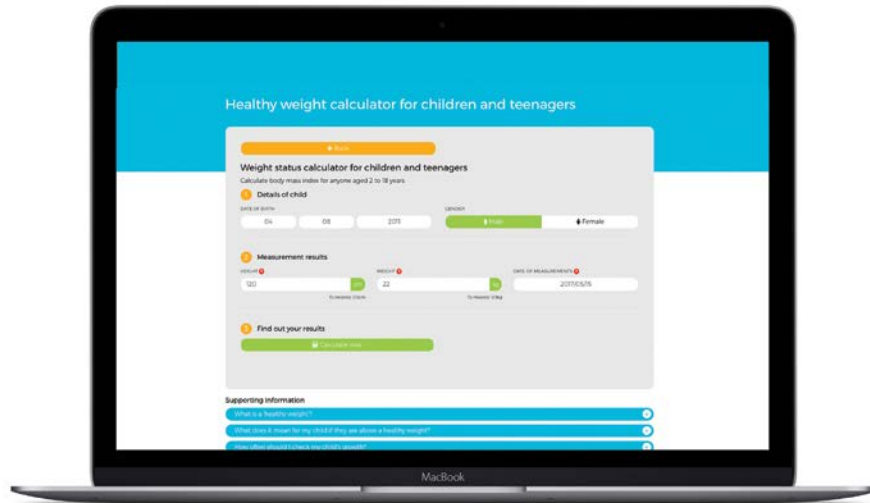
| GROUP 1 HOSTS: SHANE AND ALISON STARTING ROOM: AUDITORIUM | | GROUP 2 HOSTS: BETTY AND CHRIS STARTING ROOM: MISTY'S | | GROUP 3 HOST: CHRIS L STARTING ROOM: NORMAN LINDSAY | | GROUP 4 HOSTS: KADIN AND REG STARTING ROOM: CLUB | |
|---|--|---|---|---|---|--|---|
| TIME | | TIME | | TIME | | TIME | |
| 9:30 - 10:20am | Room 1 Auditorium | 9:30 - 10:20am | Room 1 Misty's | 9:30 - 10:20am | Room 1 Norman Lindsay | 9:30 - 10:20am | Room 1 Club |
| 10:20 - 10:45am | Break Pre-function area | 10:20 - 10:45am | Break Pre-function area | 10:20 - 10:45am | Break Pre-function area | 10:20 - 10:45am | Break Pre-function area |
| 10:45 - 11:30am | Room 2 Governors | 10:45 - 11:30am | Room 2 Club | 10:45 - 11:30am | Room 2 Auditorium | 10:45 - 11:30am | Room 2 Evans |
| 11:30 - 12:15pm | Room 3 Misty's | 11:30 - 12:15pm | Room 3 Evans | 11:30 - 12:15pm | Room 3 Governors | 11:30 - 12:15pm | Room 3 Oxley |
| 12:15 - 1:00pm | Room 4 Club | 12:15 - 1:00pm | Room 4 Oxley | 12:15 - 1:00pm | Room 4 Misty's | 12:15 - 1:00pm | Room 4 Norman Lindsay |
| 1:00 - 1:45pm | Lunch Jamison's Restaurant | 1:00 - 1:45pm | Lunch Jamison's Restaurant | 1:00 - 1:45pm | Lunch Jamison's Restaurant | 1:00 - 1:45pm | Lunch Jamison's Restaurant |
| 1:45 - 2:00pm | Group photo Pre-function area | 1:45 - 2:00pm | Group photo Pre-function area | 1:45 - 2:00pm | Group photo Pre-function area | 1:45 - 2:00pm | Group photo Pre-function area |
| 2:00 - 2:45pm | Room 5 Evans | 2:00 - 2:45pm | Room 5 Norman Lindsay | 2:00 - 2:45pm | Room 5 Club | 2:00 - 2:45pm | Room 5 Auditorium |
| 2:45 - 3:30pm | Room 6 Oxley | 2:45 - 3:30pm | Room 6 Auditorium | 2:45 - 3:30pm | Room 6 Evans | 2:45 - 3:30pm | Room 6 Governors |
| 3:30 - 4:00pm | Break Pre-function area | 3:30 - 4:00pm | Break Pre-function area | 3:30 - 4:00pm | Break Pre-function area | 3:30 - 4:00pm | Break Pre-function area |
| 4:00 - 4:45pm | Room 7 Norman Lindsay | 4:00 - 4:45pm | Room 7 Governors | 4:00 - 4:45pm | Room 7 Oxley | 4:00 - 4:45pm | Room 7 Misty's |
| 4:45 - 5:15pm | Lessons from the Learning Lab Room 7 Norman Lindsay | 4:45 - 5:15pm | Lessons from the Learning Lab Room 7 Governors | 4:45 - 5:15pm | Lessons from the Learning Lab Room 7 Oxley | 4:45 - 5:15pm | Lessons from the Learning Lab Room 7 Misty's |
| | | | | | | | |
| GROUP 5 HOST: LIBBI STARTING ROOM: GOVERNORS | | GROUP 6 HOST: MARTIN STARTING ROOM: OXLEY | | GROUP 7 HOST: POG STARTING ROOM: EVANS | | | |
| 9:30 - 10:20am | Room 1 Governors | 9:30 - 10:20am | Room 1 Oxley | 9:30 - 10:20am | Room 1 Evans | | |
| 10:20 - 10:45am | Break Pre-function area | 10:20 - 10:45am | Break Pre-function area | 10:20 - 10:45am | Break Pre-function area | | |
| 10:45 - 11:30am | Room 2 Misty's | 10:45 - 11:30am | Room 2 Norman Lindsay | 10:45 - 11:30am | Room 2 Oxley | | |
| 11:30 - 12:15pm | Room 3 Club | 11:30 - 12:15pm | Room 3 Auditorium | 11:30 - 12:15pm | Room 3 Norman Lindsay | | |
| 12:15 - 1:00pm | Room 4 Evans | 12:15 - 1:00pm | Room 4 Governors | 12:15 - 1:00pm | Room 4 Auditorium | | |
| 1:00 - 1:45pm | Lunch Jamison's Restaurant | 1:00 - 1:45pm | Lunch Jamison's Restaurant | 1:00 - 1:45pm | Lunch Jamison's Restaurant | | |
| 1:45 - 2:00pm | Group photo Pre-function area | 1:45 - 2:00pm | Group photo Pre-function area | 1:45 - 2:00pm | Group photo Pre-function area | | |
| 2:00 - 2:45pm | Room 5 Oxley | 2:00 - 2:45pm | Room 5 Misty's | 2:00 - 2:45pm | Room 5 Governors | | |
| 2:45 - 3:30pm | Room 6 Norman Lindsay | 2:45 - 3:30pm | Room 6 Club | 2:45 - 3:30pm | Room 6 Misty's | | |
| 3:30 - 4:00pm | Break Pre-function area | 3:30 - 4:00pm | Break Pre-function area | 3:30 - 4:00pm | Break Pre-function area | | |
| 4:00 - 4:45pm | Room 7 Auditorium | 4:00 - 4:45pm | Room 7 Evans | 4:00 - 4:45pm | Room 7 Club | | |
| 4:45 - 5:15pm | Lessons from the Learning Lab Room 7 Auditorium | 4:45 - 5:15pm | Lessons from the Learning Lab Room 7 Evans | 4:45 - 5:15pm | Lessons from the Learning Lab Room 7 Club | | |
| | | | | | | | |
| ALL GROUPS | | | | | | | |
| 5:15 - 6:15pm | Free time | | | | | | |
| 6:15 - 7:00pm | Pre-dinner drinks | | | | | | |
| 7:00pm | Gala Dinner "Show your superpower" | | | | | | |
| | | | | | | Pre-function area | |











Healthy habits and a healthy weight: Tips for your child and family

More children than ever are above a healthy weight, but there's plenty you can do to help your child and family eat well, be more active and stay healthy.

What is a 'healthy weight'?
Children need to grow, but they are healthiest if they stay within a certain weight range as they grow. This is called a healthy weight for their age.

Why is a healthy weight important?
Children who grow at a healthy weight tend to be fitter, healthier, and are often happier. They are also likely to have more self-esteem and confidence and less likely to have problems at school.

How can I tell if my child is a healthy weight?
Around one in four children in Australia are above a healthy weight, so it's not always easy to tell if your child is a healthy weight for their age.

Ask your doctor or nurse to measure your child's height and weight, and plot it on a growth chart to check whether your child is a healthy weight for their height and age.

Is it likely my child will just grow out of their extra weight?
No. Most children do not grow out of their extra weight as they get older, unless you make changes to their eating and activity habits.

The habits your child learns now are the habits they will have as an adult. If your child is already above a healthy weight, you may need to make some changes to your whole family's lifestyle.

But there's good news: You can do a lot to help your whole family develop healthier eating habits, and keep them active.



BE A GOOD ROLE MODEL

Children learn by example. One of the best ways to help your child be active and eat well is for you and your family to do it too.

Show your family that being active is fun by going for a walk or a play in the park, instead of playing on screens or watching TV.

Your child can't do it without you. If the whole family makes healthy food choices and gets active, it's easier for your child to stay healthy over the long term.

Why is my child above a healthy weight?

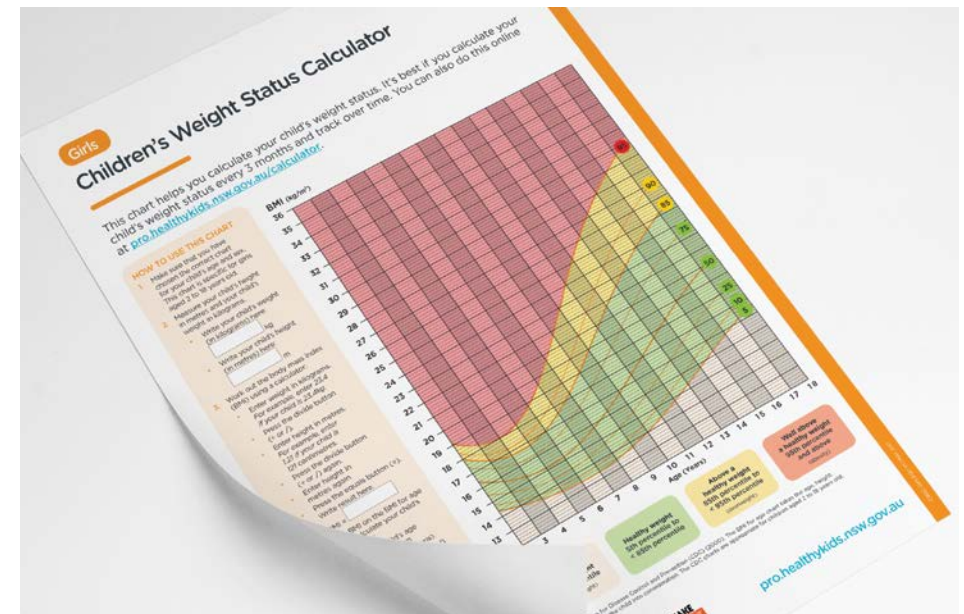
All children are different, and some are more likely to gain weight than others. If your child puts on weight easily, then it's even more important for them to eat well and be more active.

Have a good look at how much your child is eating, as young children don't need nearly as much food as older children and adults.

What does it mean for my child if they are above a healthy weight?

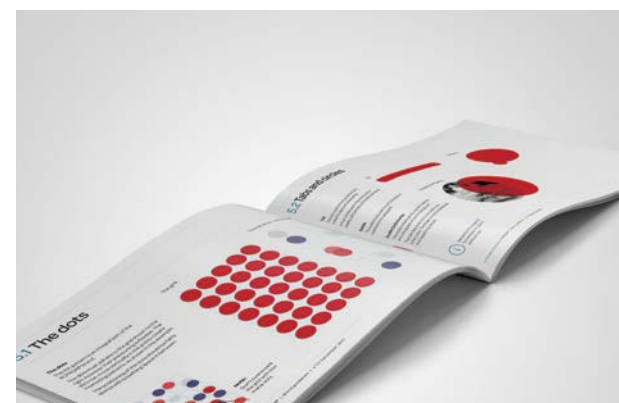
Children who are above a healthy weight may develop health problems in childhood such as asthma, sleep problems, joint problems, high blood pressure and liver disease.

Children who are above a healthy weight are also much more likely to become overweight adults, with increased risk of heart disease, diabetes and cancer.



RCPAQAP

The Royal College of Pathologists of Australasia
Quality Assurance Programs



Commutability of a selection of endocrine analytes in native and spiked serum samples

Figure 6.17+17-hydroxyprogesterone

17-Hydroxyprogesterone

Log10(Sample amount)

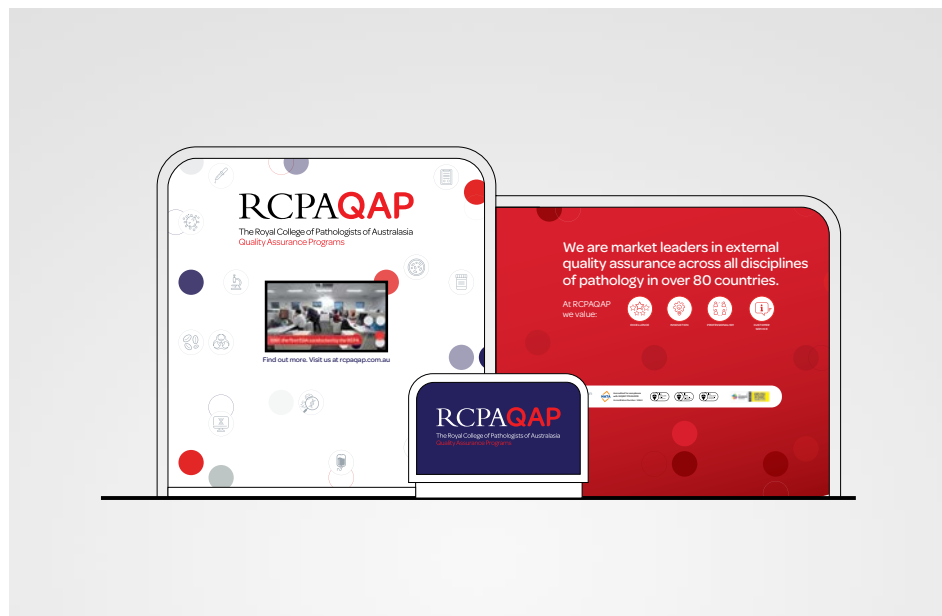
Precise Sample amount

$R^2 = 0.9750$
 $S.E.E. = 0.0002$
 $F = 0.5027$

Station Syringe Dilution







taking brands beyond business

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