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**The Brief**

The Lip Lab is an up and coming business that takes the idea of a perfect lipstick and brings it to life. This business was after a sophisticated logo and website to match their idea of custom blended lipstick.

**The Job**

The project was challenging as we had to bring together 2 very different ideas, fun in the idea of "choose - mix - apply" but also had to have a high end feel to it. The logo is simple and modern with the website following suit with its class.

**The Features**

- Sophisticated Logo
- Mobile Ready Website
- Modern Typography

**Visit Here!**

[www.theliplab.com.au](http://www.theliplab.com.au)



**THE LIP LAB**  
C H O O S E - M I X - A P P L Y



**The Brief**

This assignment was to give a travel agent an inviting logo and travel magazine, that would engage customers and keep them interested with easily read information.

**The Job**

Both the logo and business cards are super simple and modern with bright eye catching colours that pecks consumer interest. The magazine was based around the idea, of showing the audience what they could have and then showing them how to get it all at a simple glance of the pages.

**The Features**

- Easy to Read Layout
- Eye Catching Colours
- Appeals to All Ages



## The Brief

RWBC asked us to give them an up to date website, that would help them stand out from the pack as they launched their junior baseball program once again in 2013.

## The Job

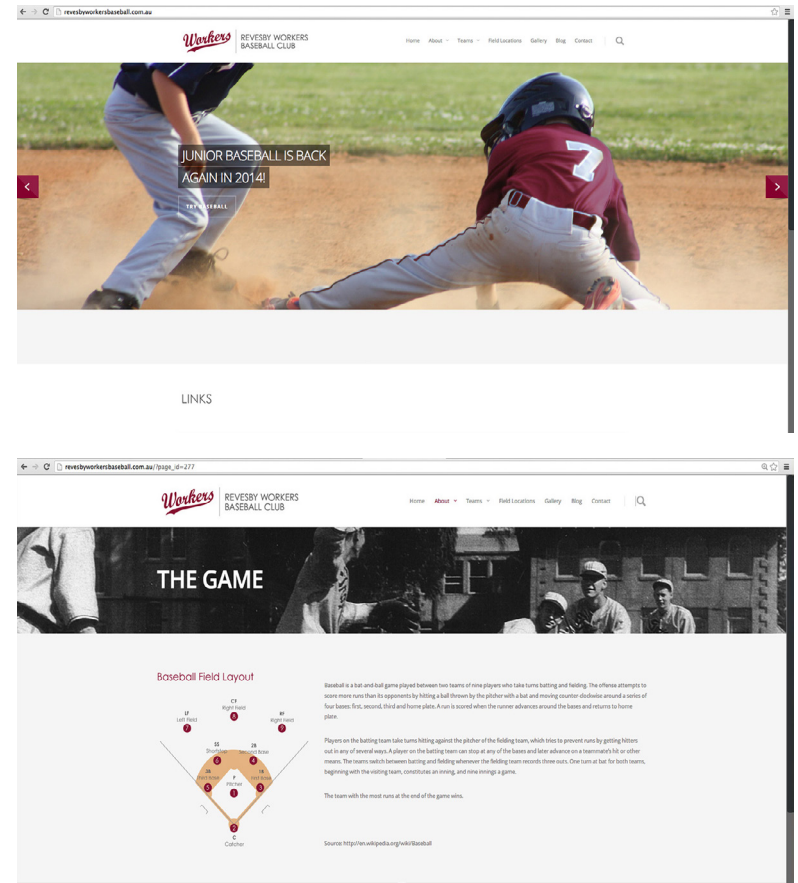
This job entailed not only creating a stylish and user friendly website but to help create a new identity for a club with so much history and character which they were eager not to lose hold off.

## The Features

- Fully Responsive
- Fullpage Slider
- Extremely User Friendly

## Visit Here!

[www.revesbyworkersbaseball.com.au](http://www.revesbyworkersbaseball.com.au)





The Brief

Create a logo and branding strategy (app design, street advertisement ideas, poster design, pin design) for Campbelltown Council, to promote part of there Fisher's Ghost Festival - "Fisher's Gig 2014".

The Job

The target market for this event was for ages 12-25 and had an interest in music. The branding for this logo was based solely around the Fishers Ghost Festival, with the ghost being an icon for Fisher's Gig 2014 and the colour choice relating back to Fisher's Ghost Festival logo.

The Features

- Modern App Design
- Easy to Read Street Advertisement
- Appeal to All Ages of the Target Market





# WEB DESIGN AND DEVELOPMENT - CASHED APPAREL

## The Brief

Cashed Apparel is a small business that asked for a showcase website with a fresh and modern looking website, while reaching people across all digital platforms.

## The Job

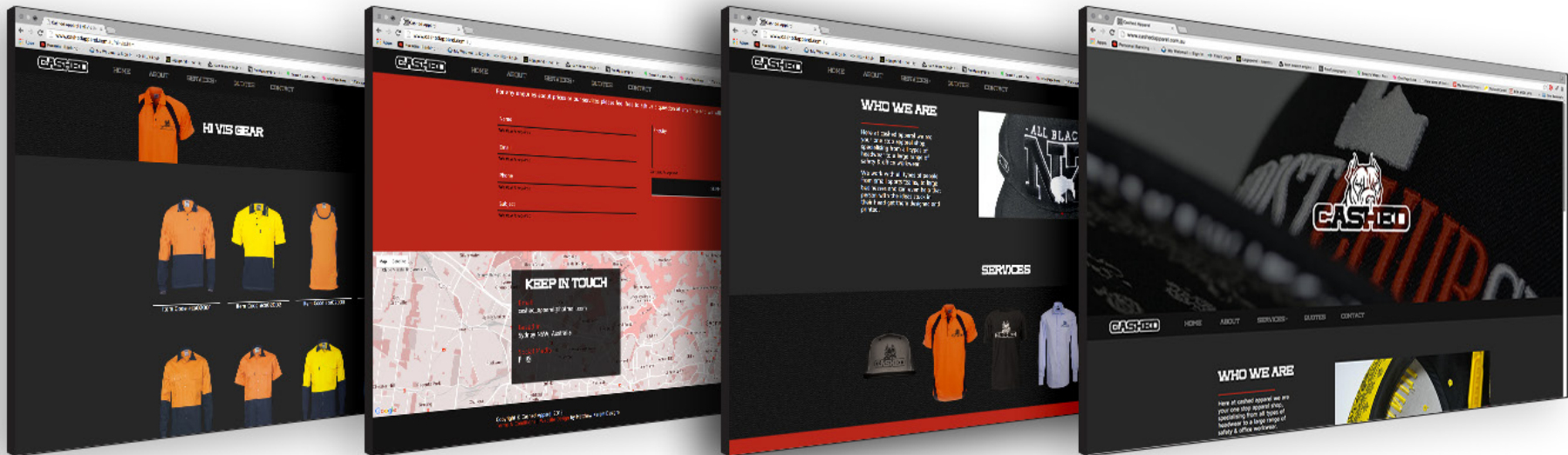
The aim was to create a stand out website that would be user friendly and be a stage for the world to see the work Cashed Apparel does. I used colours that caught they eye and helped make certain areas stand out, as well as large bold images that screamed style.

## The Features

- Responsive Website
- Ajax Web Form Integration
- Vertical and Horizontal Slider

## Visit Here!

[www.cashedapparel.com.au](http://www.cashedapparel.com.au)



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### The Brief

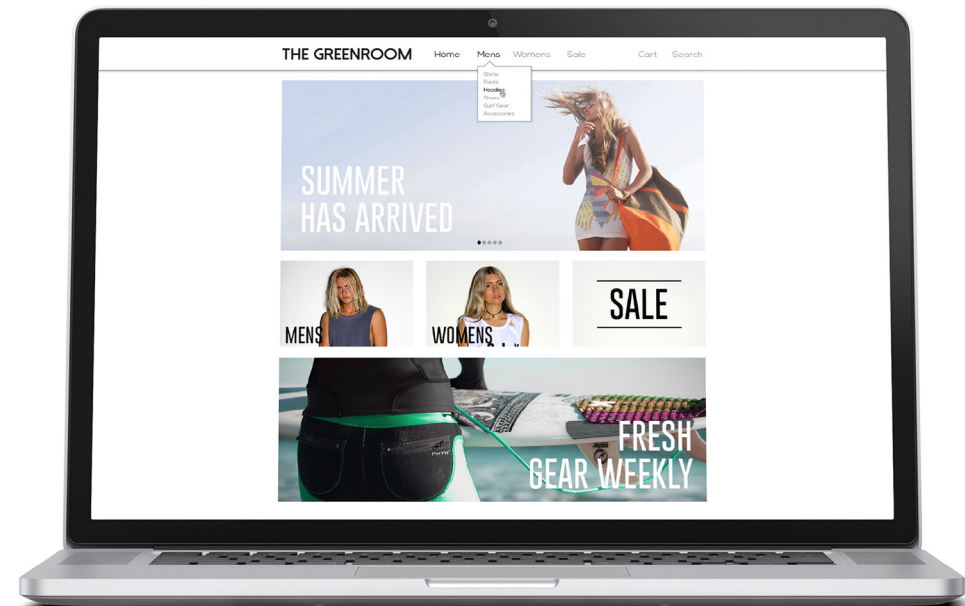
I had to design a logo and social media branding for a newly starting company, that would like a modern look to establish their identity in the market.

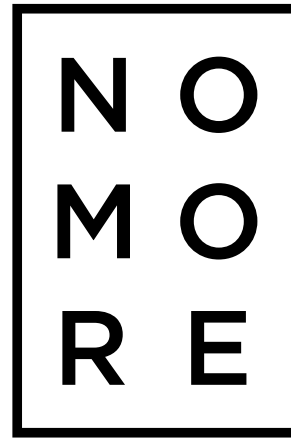
### The Job

The logo is very modern and simple, which sets a great platform for the company to build from in the future. After branding, TGR then asked me to also design t-shirts and other clothing items for their sales line.

### The Features

- Stylish Clothing
- Easily Recognisable Shopping Bag
- Modern Logo





HAIR



Maverick Entertainment

