



**REDD ARROW CREATIVE | WORK**

# REIMAGINING BRAND IDENTITIES AND ELEVATING STORIES

**Redd Arrow** is a **creative** that empowers brands through visual storytelling on all forms of their expression and achieving their full potential.

Powering brands through:

- Brand design**
- Creative direction**
- Communication design**
- Graphic design**
- Guidelines and design systems**
- Print and publication design**
- Typography**
- Visual identity**



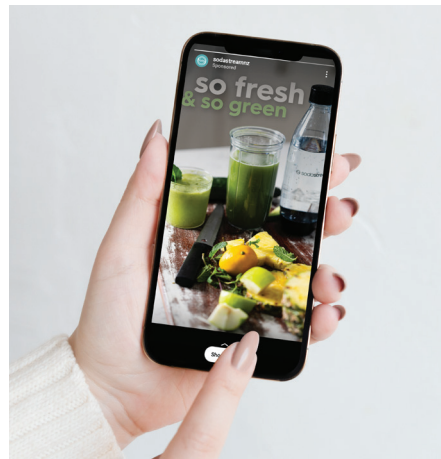
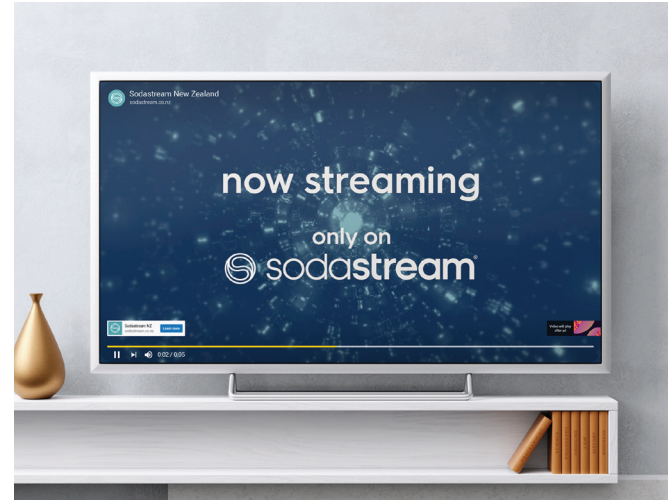
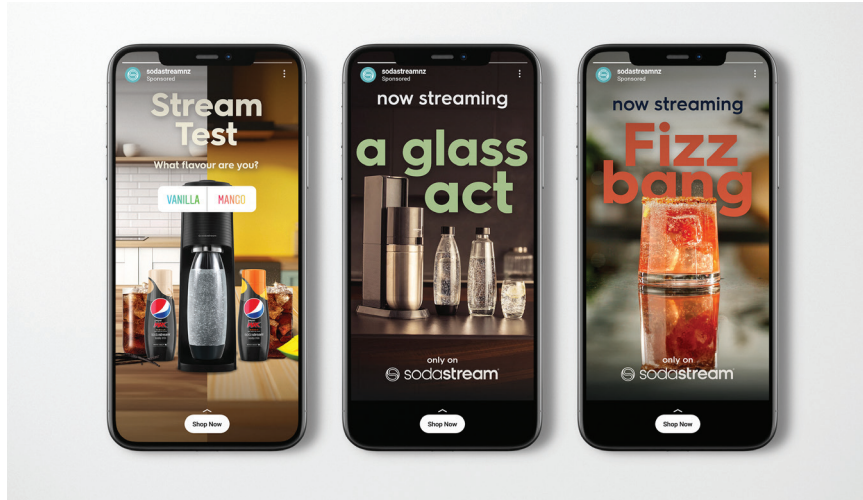
# SODASTREAM

Now Streaming

Client: Sodastream NZ

Art direction, digital ad campaign  
video production, graphic design

Digital campaign for Sodastream New Zealand to showcase the brand's new range of machine variations and drink flavours to coincide with the summer season.



# SMIDGECO

Launching an eco-friendly brand

Client: SmidgeCo AU

Visual Branding, Packaging Design, Illustration

Developing a visual brand system and product packaging for an Australia-based eco-friendly brand, SmidgeCo.



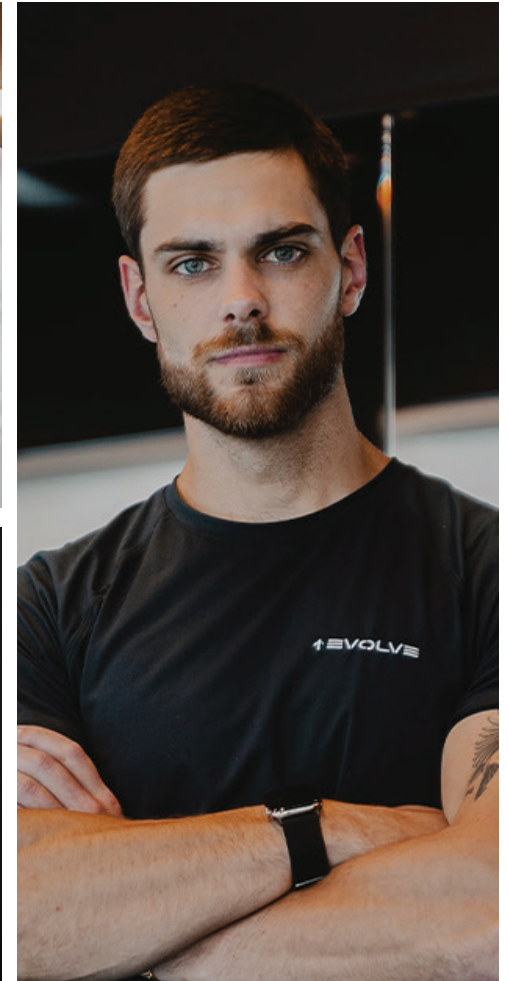
# 1EVOLVE

Building a modern fitness studio

**Client: 1Evoive USA**

Visual Branding, Creative Direction

To develop a brand identity for a state-of-the-art facility in Columbus, Ohio. Their goal is to empower people to reach their fitness goals and discover the best version of themselves.



# GENERATE KIWISAVER

Getting Kiwis where they want to be

Client: **Generate KiwiSaver**

Art Direction, Graphic Design, Out-of-home Advertising, Digital Campaign

To create a new integrated creative campaign for Generate KiwiSaver. The campaign is based on Generate coming first place in two key financial categories and the insight that this win helps to get Kiwis where they want to be.



# OKURA BAY VIEWS

Branding Long Bay living

**Client: Templeton Quality Projects**

Art Direction, Graphic Design, Out-of-home Advertising, Digital Campaign

Created a visual brand system for Okura Bay Views, a premium property development for Templeton Quality Projects, situated in Long Bay, New Zealand.



# IDENTITIES

It all starts with a mark.

Client: Various

Typography, logo design

A small selection of logos i've developed over the past few years focusing on symbols, wordmarks and everything in between.





**YEARS OF EXPERIENCE  
WORKING ON BRANDS  
OF ALL SCALES &  
INDUSTRIES**



**ISUZU**



**pbco.**

**smidgeco**

**SUPERX**

**Hunterhome**

**enable.me**

**Canon**



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This is just a small sample of the projects I've undertaken across visual identity and campaign design –**helping brands tell their story and make their mark.**



**LET'S MAKE SOME MAGIC.**

**Get in touch:**

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