



## WCIG PUBLICATIONS AND BRANDING

HEINE JONES

Developing interesting editorial design has created a point of difference for this nonprofit organisation

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### OVERVIEW

HeineJones have collaborated with long time client - Westgate Community Initiative Group (WCIG), in developing several branding and publication projects. Established in 1986, WCIG has a long history in the delivery of innovative and high quality employment services for those in the community who experience the greatest levels of disadvantage. The organisation has

experienced steady growth in recent years and now has several offices and training facilities in the western and northern suburbs of Melbourne.

HeineJones developed a bold new identity and visual standards for WCIG in 2003 which established a platform for the future growth of the brand and provided the necessary tools for the development of an innovative suite of publications and brands.

Editorial design for publications such as annual reports; training guides and brochures; event invitations and marketing presentations, represents a small portion of the total scope of works HeineJones have produced for WCIG.

The editorial design approach taken by Heine Jones has evolved with the personality and growth of the organisation. From humble beginnings to industry leaders, the publications produced for WCIG have subtly mapped the journey taken by the organisation. Layout, font and colour palettes have evolved while retaining the core identity components of the organisation's brand. The innovative design initiated by HeineJones has ensured WCIG has remained relevant

and interesting in a rapidly changing industry. Printed publications remain an important tool of engagement for WCIG clients, employers and stakeholders. The use of subtle statements referring to the use of recycled papers and nontoxic inks on all WCIG publications, signals this organisations duty of care to the community and the environment, while providing printed material to those with limited access to online communications.

The overall body of editorial design has taken many forms and engaged with thousands of people. The design outcomes have successfully reflected the vision and aspirations of the organisation and those of their clients.

*Matt laminated marketing folder with UV gloss varnish*



*Matt laminated marketing cards with UV gloss varnish*



## KEY FACTS

**Client:** Westgate Community Initiatives Group Inc. (WCIG).

**Scope:** Branding and editorial design, including annual reports, training guides and brochures, collateral and marketing publications.

**Timeline:** Average project duration 4 weeks

**Location:** Head Office 151 Nicholson St, Footscray

**Team:** Steve Jones, Kim Beckers, Krista Malloch, Anthea Lemmer.

## CREATIVE APPROACH & METHODOLOGY

HeineJones have consulted closely with WCIG management to ensure the values and aspirations of the organisation are reflected in the design of the identity and publication suite.

A relaxed approach to editorial design while maintaining core identity elements ensured the brand personality remained vital and fresh when expressed through publications.

The intelligent use of colour coding creates a system for managing sub-division communication across a broad suite of publications.

HeineJones have worked with WCIG staff in the procurement of specialised skills, including the conducting and transcription of client and staff interviews for various publications. Utilising WCIG staff, skilled in these areas, extended project budgets and encouraged project ownership within WCIG.



**CHALLENGES**

HeineJones have worked through a range of challenges on WCIG projects:

- Rapid growth of the organisation. HeineJones have worked closely with senior management every step of the way during the expansion of the organisation;
- Conservative project budgets were seen by HeineJones as an opportunity to apply creative thinking to project briefs, this was highlighted by effective design solutions using two colour printing to maximum effect;
- Client servicing of multiple staff across several of WCIG's divisions was overcome with streamlined project management tools and experience.

**OUTCOMES**

- Engaging and dynamic publication design, that effectively communicates the organisations personality and vision;
- A brand identity and logo reinforced by consistent use of corporate colour palette, typography and brand graphics, has ensured positive brand recognition;
- Project management and creative by HeineJones senior designer on all WCIG projects has ensured the success of every project on a creative and budgetary level;
- Specification of sustainable materials, such as recycled papers and nontoxic inks communicates a responsible environmental message by the organisation;
- A long-term partnering between HeineJones and WCIG has resulted in a positive and productive exchange of ideas, knowledge and experience between the two organisations.

*Annual report page layout*





Annual report design with innovative pocket solution to accommodate a compact disc



**VALUE ADD**

Creating opportunities within design outcomes for staff and clients to tell their story in the context of their association with WCIG, provided an important forum for communication across the entire organisation. Focusing on people to tell the WCIG story, through interview and dialogue resonated with core principles and objectives. This approach has been a consistent method of communication throughout the publication design process.

**CLIENT REFEREE**

Mr Ron Miers, CEO, Westgate Community Initiatives Group, telephone 9689 3437.

**FORWARD BENEFITS**

WCIG editorial design demonstrate competencies HeineJones brings to the design of publications in employment sector.

- An inclusive approach to client capabilities, working with specialists within the client organisation;
- Creative thinking in communication problem solving and production methodologies;
- Specification of environmentally-sustainable materials, such as recycled papers, nontoxic inks and the establishment of reliable and printers and other suppliers;
- Practical and economical specification of materials for print;
- Capacity to take a project leadership role, ensuring the delivery of projects on time and budget.



Top: Suite of marketing brochures, Bottom: Annual report page layout





Annual report consisting of 14 double sided cards packaged in a printed transparent envelope

