

point >

design solutions



about us.



Welcome, I'm Gary Jones the director of point>design solutions, the Fresh Ideas Guy!

I increase my clients brand awareness in the market. I provide **tactical marketing**, I come up with "Fresh Ideas", I organise the design, and due to my experience, I manage the printing, the whole production from start to finish.

I am your point of contact, your dedicated account manager so I can review the strategic outcome.

I am part of an amazing team of specialists which enables us to offer a multitude of solutions, keep up with the pace of change in the digital age and forward thinking environment, to offer a major competitive advantage. Our innovative culture, agility, and passion for reinvention, provides the capacity, the skills to adapt and thrive.



Predominantly I manage the graphic design for most of my clients, and for that reason I have three local designers available and another two that specialise in word/PowerPoint. This provides great flexibility regarding turn around and most importantly provides diversity in designs.

I have over 37 years experience in the print & design industry which enables me to be good at tactical marketing, which as I said, I come up with "Fresh Ideas", organise the design and then I can provide you with the best, cost effective solution, the whole production from start to finish.

I appreciate not every project needs a Fresh Idea, so I am here to support your business for all of your graphic design , printing and marketing requirements that includes everything from stationery, order books, business cards, brochures, press ads, digital and printed, expo material, signage and so on.

My mission statement sums up what is important to me, and my clients,

"By delivering Fresh creative ideas with integrity, sharing a laugh along the way, our clients know they can rely on us to get results and start to breathe easier with peace of mind, knowing that we manage the whole production".

I pride myself on customer service, I am always your point of contact , so I can review your growth, maintain brand consistency and make it easy for you to just have one person to talk to. What my clients love is that I'm not an employee that knocks off at 6pm, your dealing with the business owner and my dedication, my integrity is what you can rely on.

Enjoy some examples of my services and feel free to visit my website which show cases a lot more.

If you're not happy with your current graphic designer or haven't got a designer, then I'd love to catch up!

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A FRESH IDEA

DIFFERENT APPROACH

REFRESHENING

Monji

We created a box, showcasing a local artist and re-invented how the client attached the tea bags. We designed four unique tags that all had an inspiring message on, and through an origami approach, made it easy, clean to construct.

fresh ideas.

I always like to add value wherever possible, predominantly through graphic design but I have been in the print and the design industry's for over 37 years and my experience especially working closely with the trade suppliers has exposed me to different techniques, processes to fuel me with the understanding to support my suggestions. Fresh Ideas don't have to be huge but can make a campaign so much more memorable to the target market. Fresh Idea comes in many forms, a twist to the approach, a way to deliver the message, the ability to identify something that I believe will help differentiate your business to stay ahead of your competitors. Once the concept has been created we can support the idea with creative illustrations of how to go to market and then I can suggest cost effective solutions to execute it.

Watch this space grow, I can see the potential in the future to run some brain storming sessions.



Sushi WAWA

When creating the brand we suggested introducing a character like, "Bob" our fit sumo. We produced this artwork on a number of items and within the restaurant including on the doors to the toilets and you always saw a smile on peoples faces as they came back.



OH&S Manual

The way this was going to be successful was if the leaders could access all the material in one location. Easier said than done, but despite some doubt from manufacturers, we managed to produce an 8 page, slim binder with pockets, sleeves to house, pads and brochures.

We also produced a pocket size condensed version for the employees.

Cockburn Cement

The client wanted a visual device on top of their computer software to ensure every precaution measure was made for their employees safety.

This was a complete off the shelf custom made fabricated construction, two paddles which displayed yellow, red and green was on the backing piece. The front had white board laminate so they can write the people on the shift.



People buy...
from people they trust



A BRAND IS
SO MUCH MORE THAN
JUST A LOGO

HazRad

We introduced the Indigenous colours throughout the brand to compliment endorse the proud Supply Nation Certified company that they are. The strong colours are also associated with Hazardous waste.

branding.

I love being part of creating a companies brand, representing what the company stands for, it's beliefs, its mission, vision, making sure every day their organisation presents itself in the manner and professionalism that represents their core values.

The brand is much more than just the logo!

When I see some of the bigger companies style guides it talks about the language to be voiced, the mindset and so on, but for small to medium companies, once you have a having a good logo, started creating a few items, we can then make sure all advertising then follows your brand and is consistent. Consistency endorses a level of professionalism and makes all of your advertising more effective with a clear picture in your target markets mind as well as internally amongst staff.

Sushi WAWA

We had a lot of fun with this brand, starting with the creation of the logo with a fit looking sumo wrestler due to eating healthy, to whom we appropriately called Bob.

The logo has Bob stand in front of a creative square Sushi in the background and introducing this character enabled us to create a family friendly environment. The orange colour calls to mind feelings of excitement, enthusiasm and warmth.



Origin PM

We were fortunate to create the logo and then develop the brand. Origin is a Supply Nation Certified, Australian Veteran Owned company that provides professional project management, consultancy and advisory services. It is nice clean, modern brand that supports their innovative thinking and their professionalism.

Hilton Vet:

People's pets are so valued they want to make sure the person looking after them are going to take the best care of them. Introducing a consistency throughout their marketing material endorses the professionalism of Hilton Vet.

The other thing that really had a massive impact was the introduction of a range of animal illustrations and photography to show clients they look after much more than just dogs and cats, including reptiles, birds and rare animals.



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BRICKS AND MORTAR OF A CAMPAIGN

Brandconnect Promotional

We created a bunch of creative suggestions to promote the 0% fee. This one actually promoted having fresh doughnuts to hand out and another idea was a stress doughnut. The concept had the potential to flow through to media opportunity.



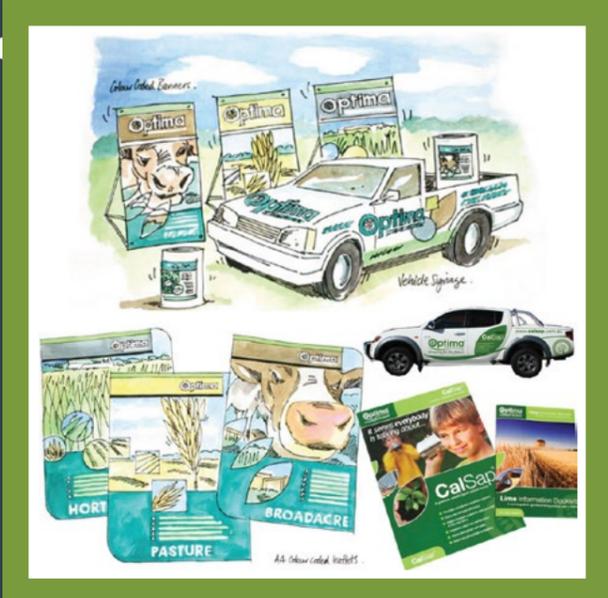
creative.

Sometimes it pays to get ideas down on paper to begin with, establish the bricks and mortar of the campaign. Visualise the campaign and see various different approaches to go to market. We can produce a story board to see the overall palette of the potential branding which assists the final creative design.

Producing creative visuals is particularly good if you want to incorporate a promotional product, creative concepts can match a tag line with a product to show the potential.

Optima Lime

This was the initial concepts to show how we include a hero image and then bullet point information. It showcased the brand awareness and in the bottom left corner are a couple of examples how these came to life. As you can see the concepts then transpired into the dual cab production and the flyers amongst other material.



Nexus Real Estate

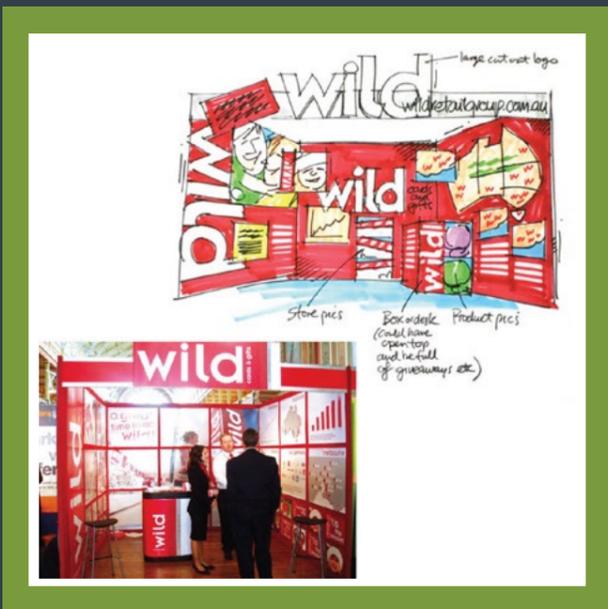
Creative ideas of various ways throughout the year that the real estate agency can reach out and be in the forefront of residents minds. It's all about timing in real estate and it is important to advertise and reach out to people on a regular basis.

Whilst these ideas were used on social media, a shift back to produce a physical DL flyer has made it's way back.

Wild Retail

Wild retail were promoting the franchise opportunity around Australia and so we created a visual of what the booth was to look like.

The creatives demonstrated a tile effect to which we lined the walls, because a lot of information would need updating. The actual photo shows this better, and the visual included a multi-compartment that the whole booth fit inside making it easy to transport. The display then transformed into a display counter table.



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FACE
OF YOUR
COMPANY



Move Physio

It is sometimes easier to design from scratch than to improve an existing design. Having said that sometimes when a logo is quite new and recognisable it is beneficial to try to give it a face lift. We selected and modified a new font and created an icon out of the "O" to emphasize motion.

logos.

To be honest logos can be challenging, it's probably why some agencies charge an arm and a leg, as it is super important to be the face of your company.

I find within 4-5 hours we usually are able to produce a good range of options to either select from and or to dissect to formulate something special.

I have created styles on my site for people to review and see what they like and what they don't like. The more feedback we get, the less time we need to spend and to be honest a lot of people can't put it into words what they like but seeing examples helps.

We have produced some amazing logos and unlike logos from overseas, we not only ensure they are vector, so scalable, but we provide the client with a mono version, reversed out version, and a range of other different formats.

DNA Equipment Services

My client was so happy with his new logo. We sourced a strong font and encapsulated into a shape to reflect an abstract caterpillar to reflect the kind of machinery that they service and have built a great reputation from.

We also incorporated a strong red which was actually called "Blood Red" which plays off the "DNA" name nicely.



HazRad Australia

Indigenous based waste management company. We wanted a strong logo so we created a bold icon incorporating the Indigenous colours. The separate elements in the icon symbolic to process motion, to treat and manage the waste, to protect our land.



FourLion Legal

Incorporating the lions head into the "O" has enabled us to create an icon and play on this element throughout their marketing. Fournalion are dispute resolution experts so we wanted a clean, strong font based logo that would represent how proud they are to help and achieve success and make a difference to their clientele. "Fournalion" is a direct English translation to the directors last name, so very important to them, making the new logo even more to be proud of.



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**PRINTING
HAS MADE A
COMEBACK**

Brookfields

This was challenging, my client wanted all of the OHS quality control, forms, procedures all in one item. We ended up producing a whopping 8 page A4 plus vinyl wallet that had 1 horizontal slit in the middle to place a pad, a vertical slit on the inside front cover to insert a brochure and we glued in a staggered brochure in on the inside back cover.



printing.

Print is in my blood, I started an apprenticeship at my family printing business called Kaleidoscope and was fortunate to not only become a minder, a printer, gained experience in production, estimation, and sales which still serves me well today.

Print is making its way back into advertising, online marketing is flooding the market that people actually love the tactile of the final product, however print as we know it has changed considerably. Now short runs are viable and with digital printing you can really personalise the printing with full colour variable data. Not only can you address the material to them you can personalise the actual image as well.

But also with the introduction of large format printing, the range of material that can be printed on is huge especially as some printers can print white down as a base.

Grease Direct Mail

This was clever, we produced a leather jacket looking invite that was glued together along the perforated zip. The outside of the jackets had each persons name arranged in the studs on the back to personalise it and when they open the perforated zip the rest of the content was presented. This is a classic example how digital print can be so effective, being able to personalise add variable data to each invite was so effective.



Actimed Australia

We were ask to produce some new packaging for their knee, arm and ankle braces. They didn't want the box to be too bulky because they were aiming to approach chemists and shelf/wall space was scarce so we created a very modern and distinguished looking packaging. Each brace could be rolled and this enable not only something unique but also extremely compact.



Nexus Real Estate

We had the opportunity to do a cross promotion with the local Pizza shop. We not only branded the box to Nexus Real Estate the " For your slice of real estate contact....." tag line tied in nicely. It was great to get these printed properly and not have to put a sticker on. The ink coverage and final overall look was very impressive, better than the pizza shops existing boxes so people really noticed them. Great exposure for the Real Estate company in the area and good for the pizza company to get the boxes supplied. Win, win!



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PROFESSIONAL LOOKING TENDER TEMPLATES

Acosh

We produced a series of infographics for a viral campaign. Great quick and easy way to show some statistics but similar to the templates we develop, having a consistent structure makes it look very professional.

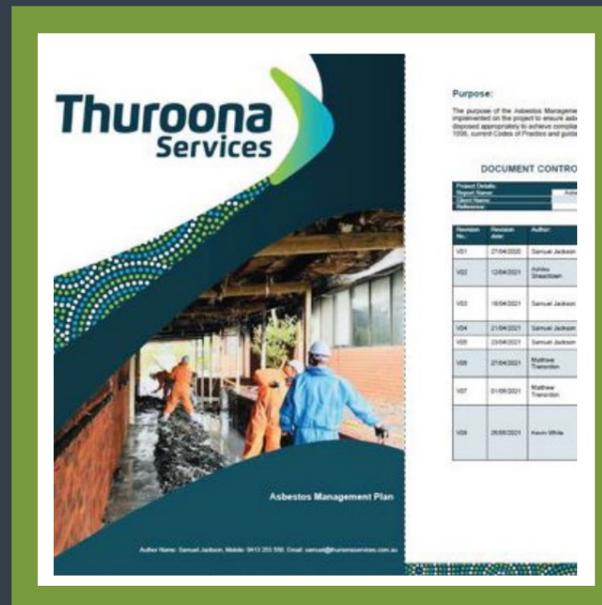
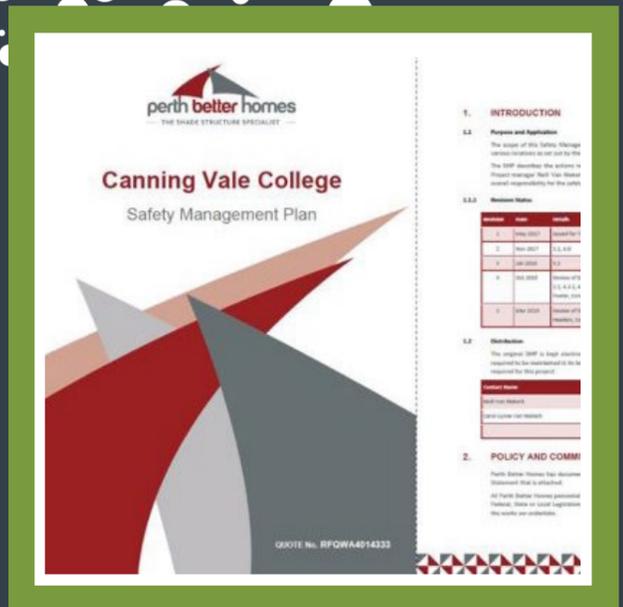
internal docs.

My clients received some great praise when we had the opportunity to brand a companies internal documentation. People went out of their way to tell our clients how impressed they were with their submission of the tender, proposal. The roll on effect is how much staff get excited now they have new professional templates to follow.

A lot of the time we think it is the content that is the most important thing, and it is, but when you take it to the next level and create a template, with a clean design, with consistent fonts, headings, nothing over the top but looks professional, not only can you expect positive comments it can actually also increase your gross margin elevating your companies profile.

Perth Better Homes

This was a big proposal and we created a very professional branded word doc for them. It was well known that to be part of the panel it took time, you have to almost proof year after year that your still interested, that you're still a major player. My client said the feedback they got from submitting this new design was very positive. The judging panel were extremely impressed and client had never received such positive feedback before.



Thuroona Reports

The content in these reports need updating so they are produced in word. Our client receive positive feedback regarding the overall look and feel of these reports, they notice the difference. Quite often we can just concentrate on the content but by delivering a well branded presentable report it speaks volumes about the organisation. You can see on this spread how appealing the cover is whilst technically it only needs the ref number and title, straight away it shows innovation and then a nice consistent layout for the content, making even a table look good, easy to read.

HazRad Proposal

We created a really nice Power Point presentation, enabling the client to modify and re-use internally for other proposals. Once again though, the layout the look and feel is outstanding and when you're competing with other proposals why not make yours stand out and stack the odds in your favour.





**GREAT WAY
TO GET TRAFFIC FLOW
ATTENTION**

Fortlocks

Mobile signage is such a great way to draw attention especially when it looks like the door is open and a fire inside! Playing off the medieval knight we photo shopped the door open and a fire forging in this case a key. Great impact!

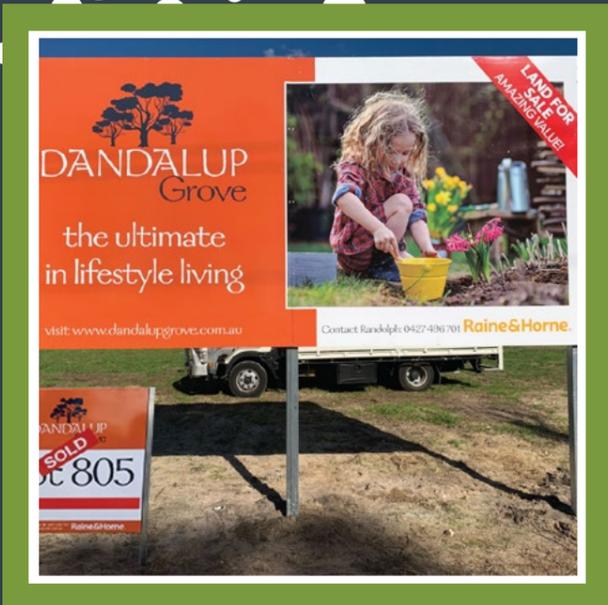
signage.

Really there are two ways sign makers nowadays go about their work. They either use vinyl or large format printers which print in UV stable inks in full colour direct or on to a self adhesive sticker and then apply to material .

Good premium vinyl can last 10-12 years before fading however whilst there is a big range of colours, it can still be limited. If you want to incorporate an image or cannot find a vinyl to match then large format is the option lasting 3-5 years before fading commences pending how much direct sun is exposed to.

What is incredible now with large format is the range of different materials and applications with a selected few sign makers being able to print white down as a base. I've seen amazing artwork on wood and the heads in these good machines can also reach depths enough to print directly on say a door, corrugation metal. Then there are fabric printing for flags, trestle tables but also some incredible tent like configuration structures that a car could fit under.

Dandalup Grove
New development signage, the big 6x3m road sign and 1.2x1.2m lot signs. These are big lots so the lot signs need to be bigger than normal and the big sign was on a busy road. We used bold colours to grab attention whilst including lifestyle images to relate too. We evaluated the traffic flow and also produced some directional signs as well as a stage plan sign with a weather proof brochure holder affixed to it for people to grab the brochure, stage plan, after hours.



Sushi WAWA

We created the brand for Sushi WAWA which included a healthy looking character, we called, "Bob". We wanted a person to be symbolic with eating healthy sushi. Bob was used throughout the internal signage to add fun, including promoting the pricing of each dish.

Rock Engineering

Standard 3x3m booth, not only did we produce a floor graphic to add to the experience we produced some promotional stress rocks. The multi-compartment stored all of the graphics on the walls and doubled as a display unit once empty. These units also make a good place to store either personal belongings and or additional material to hand out.

By the time you have a couple of people running the booth and then add visitors the 3x3m ends up quite a tight fit.

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ONLINE
PROFESSIONAL
PRESENCE

Lock It locksmiths

This website was for a mobile locksmith, it was very important to look professional, established, whilst promoting the personalised service that they receive.



websites/digital.

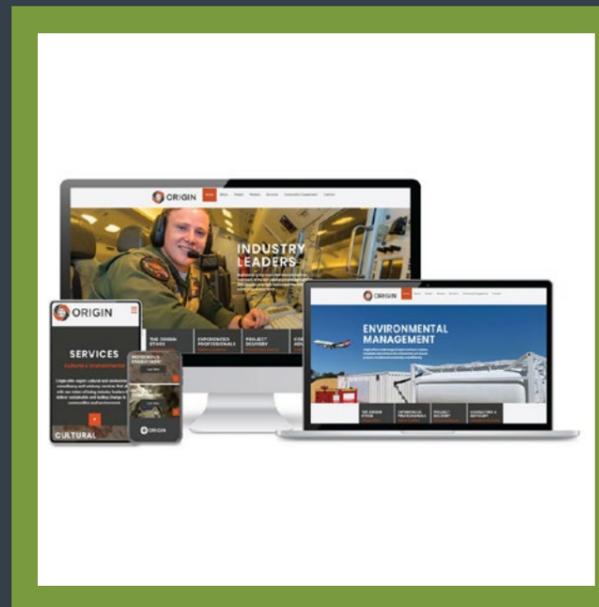
The website and digital ads need to convey a consistency, reflecting the companies brand. We can recommend people to manage your social media but most of our clients tend to do it themselves. We produce templates to maintain a professional appearance and clarity straight away, so the target market has no confusion, they simply focus on the message that we are promoting.

Regarding websites, I tend to produce two kinds of website, Wix based platform and Word Press/unique coding websites. They both have their place but as a quick guide, Word Press or unique coding is probably better for SEO, and you have more scope to create specific tasks or unique features to suit your business. I just love Wix because it is more cost efficient, no ongoing fees, it is secure, it does have good SEO, in built Social media capabilities and the main love is that they are easy for you to manage!

Kingston Fields & Dandalup Media Banners

We supplied a media company the banner ads for an ongoing marketing plan promoting the benefit of the rural lifestyle whilst still close to the CBD.

Having a recognisable consistent brand is so important so the second time they receive the content they are not questioning where it is from, they are focussed on the message that we are directing them to be aware of.



ORIGIN PM Pty Ltd

Origin is a Supply Nation Certified, Australian Veteran owned business that provides professional project management, consultancy and advisory services to assess, remediate and enhance the environment. They also represent the Australian Governments as members of the ADF, and as private consultants with specific and high-level exposure within their areas of technical remit.

Fortlocks

We supplied Fortlocks the banner ads for ongoing marketing plan promotions. You can see the consistency in the branding, it looks professional which is exactly what you want when promoting security.



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VIDEOS
INTERACT &
COMMUNICATE

point>design solutions
 Our clients get excited when we say every new client gets an IFAD! Sure they may be thinking we said iPad, but our IFAD is even better - Incredible Fantastical Animation Device. Whilst this video is home made it shows the need to demonstrate how it works and how creative we are.

video.

I work with a couple of videographers, that work local, and regional. When I worked with a media company, it opened my eyes to the possibility of hiring a talent, to be an ambassador for the brand. Some retiring sports person can certainly make a good income after their sporting career has stopped.

All my videographers shoot Hi res, TV quality and also have the ability to incorporate a production manager that can ensure the correct information is captured. We try and make the conversation as natural as possible but we do have iPad prompts to assist the person keep on track.

Videos are a great way to educate, to show the scope of work carried out. I've carried out monthly training videos for managers to release internally, providing staff with updates and direction, videos for websites, videos for social media exposure and they are great for instructional purpose.



HazRad Australia Pty Ltd

This was a corporate promo for HazRad, in a couple of hours we captured enough data for the current project at hand and then a few months later we were able to splice more captured footage to produce another video.



Thuroona Services Pty Ltd

Thuroona were nominated as one of the few companies to clean up the asbestos after the Wooroloo Bushfire. This speaks volumes about their business, their services. A video captures more than what a photo or words could.

The video is an effective way to remind us of the devastation that occurred.

Thuroona Services Pty Ltd

This was for an asbestos conference, to play on a loop in the back ground. Thankfully we muted the dramatic music the editor applied. We were pushed to turn this around quickly but it was a great way to show people Thuroona's capability, that they were Supply Nation Registered and the new branding. Thuroona is now proudly certified.



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A PICTURE IS WORTH A THOUSAND WORDS

Bell Art Studio

It was quite challenging to not only capture the essence of these gift tags but to also manage the depth of field. Trying to keep the focus across a wide shot wasn't easy.



photography.

I don't proclaim to be a photographer I work closely with some photographers I can recommend, so don't panic, but I do have the complete light source, background drops, Canon 5D digital camera that I like to dabble in.

Apart from the usual lighting issues in the setup, preparation, orientation of the product is what can be very consuming. There is a good reason there are people who are stylist, and different people specialise in a range of shots from product catalogue to modelling to food.

Still I quite enjoy capturing a great shot and have learnt a lot of tricks of the trade along the way. I tether my photo shoots where possible to a Mac and through lightroom edit and enhance the image and save the image accordingly.

Bell Art Studio

Adding props into the photo is time consuming but it is the best way to make people understand how effective the Tea Towel can be, as a gift or to use personally.



Southern Kung Fu

I like this depth of field with the logo in the background and the punching bags in the foreground. Taking the time to play with different angles and depths can really make the difference.

Sushi WAWA

Food is extremely challenging, the reflections the ability to make the food look eatable can be harder than you think. There are tricks of the trade, like believe it or not applying hair spray to make it look fresh but thankfully these were taken straight out of the kitchen. The biggest issue is arrangement, that is a whole next level. These photos were taken thankfully in conjunction with the head chef.



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**MEMORABLE
PROMOTIONAL
ITEM**

Plumgrove

This was a very successful campaign, the client was entertaining farmers with Japanese buyers. We sourced some tea bags, put it in a beautiful packaging, found some chopsticks in the corporate colour and we pad printed "Plumgrove" on to the chopsticks. Boom!

promotional.

I was fortunate to be the design company for a promotional company which opened my eyes to the incredible range of products available. A promotional product is a great way for a company to leave something behind for their target market to consistently think of them. Thinking about how you deliver the message is so important, take my pen holder to the right, rather than give clients a Bic pen I attached it to a card with a medieval concept with me on the front cover riding a wild stallion. Everyone I give this to have a laugh and they remember it, despite just being a pen!

Most products come in a plain white box, quite often I used to design and create the external packaging not only to personalise the item but to make the experience of receiving a gift more memorable.

There are a lot of items available in Australia, bigger quantity's are worth indenting from overseas but you need to have the time.



OH&S wallet & pen

We can produce pocket size vinyl wallets to a number of configurations. To hold a pad, a safety matrix, and pen. I've actually also produced some flip top vinyl wallets just with A6 pads inside which are very popular. To reprint the pads doesn't cost a lot.

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DoT

These takeaway cups with silicon lids, bands, came in various colours. Offering staff a useful product was a good way for them to get their message out and retained.

point> pen

A bit of photoshop, a die cut card so the pen slipped under my arm, and clever design with the text in medieval language, and tag line,, "The pen is mightier than a sword, but a lance?" "was a great example of applying a bit of creativity to make a basic pen, memorable and effective.

A lot of promotional products from China come in the standard white packaging, replacing this with a branded box can add value as well.





TACTILE
BOOKS ARE STILL
ENJOYED

Plumgrove

The client produced this beautiful case bound book as a joint venture with the local farming community. It incorporate secret old family recipes and was a pleasure to design and print. We could have saved an online version but the client was quite happy to have a physical publication.

publishing.

With my print background I have been fortunate to work with a number of local and overseas authors and publishing companies. Years ago Australia offered people a book bounty which provided some financial assistance which made us very competitive with the rest of the world.

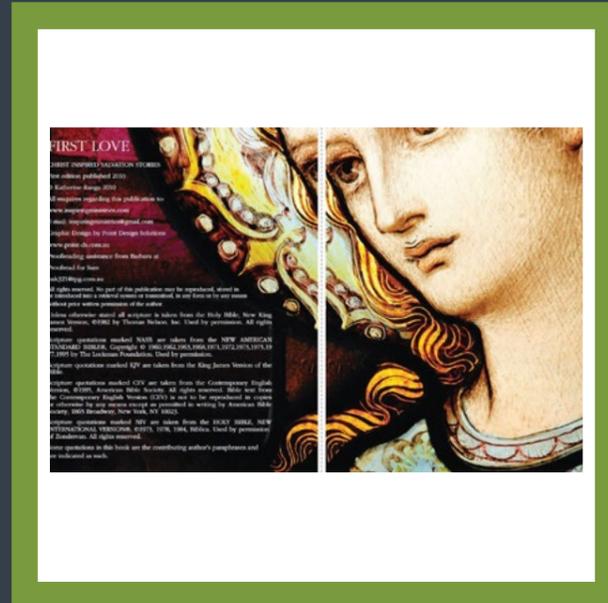
The paper come from Europe, we printed in Perth, and if it needed to be case bound or section sewn which is the strongest binding we used to send to Melbourne and then we used to ship to places like USA, New Caledonia.

Now with the introduction of digital printing, shorter runs are viable and so autobiographies, memoires can be achieved to pass down to family and become part of a legacy.

We work with a couple of copywriters that can polish the content, then I can design and print the final book for you. If you want to promote the book further I can put you in touch with some publishers, we can create a shopify/website to give you an online presence and away you go!

Plum Grove

This just shows a beautiful section break, nice artwork and complimentary colours throughout. My client invested in some beautiful stock images which really took it to a new level. Apart from being a practical cook book, the quality of the design, print and binding made it a wonderful coffee table publication.

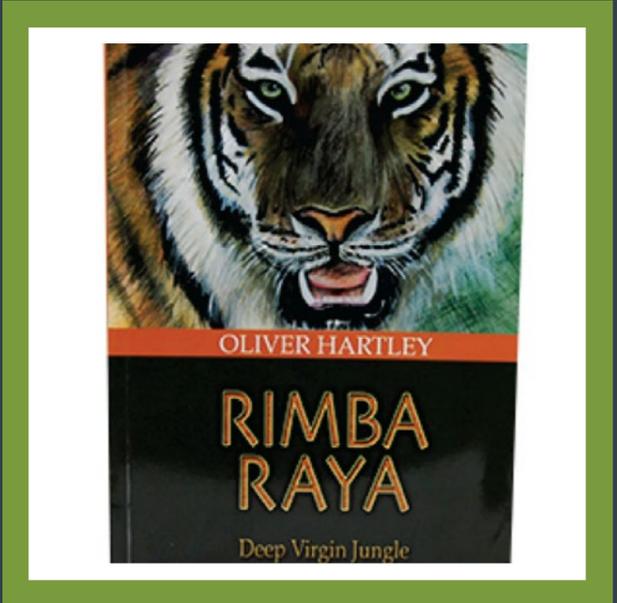


Inspiring Ministry

We enjoyed creating this publication, the artwork was stunning and we designed and printed in Perth. It was a beautiful job, each chapter captured individuals experience when they allowed God into their life. We were allowed to create an edgy design to appeal to both mature edge and the younger demographic.

Rimba Raya

I worked closely with the publisher and managed the printing of this book. It made me realise how fantastic it is for someone like this gentleman to record his life and death adventures. To publish a book to pass to the family as a legacy. This is a classic publication that we can help you with. We can review your copy with a copy writer, design and now with digital print, short runs are viable.



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contact me.



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