

IDEAS



/ Our Clients



/ Our People

MANAGING DIRECTOR
Jasmine Otto

SENIOR ACCOUNT MANAGER
Hayley Gayner

PRODUCTION MANAGER
Beverley Pugliese

DIGITAL PRODUCER/PROJECT MANAGER
Steve Richard-Preston

WEB & ECOMMERCE SOLUTIONS SPECIALIST
Holly Marshall

**SENIOR DESIGNER/
BUSINESS DEVELOPMENT MANAGER**
Karen Meissner

GRAPHIC/DIGITAL DESIGNER
Simon Tapson

DESIGNER
Larry Lim

COPYWRITER
Gina Smith

ADMIN ASSISTANT
Avril Buchanan

we are designers, writers and strategists brought together by one common goal:
to realise the full potential of your organisation.

advertising

/ Who We Are

OUR STUDIO

theroom is a Creative Agency specialising in branding and marketing for Queensland's leading corporate organisations.

Whether it's online, printed or electronic media formats, we have the know-how and the creative nous to deliver a superior finished product that will add value to your business. **theroom's** approach to visual communication is professional, comprehensive, and is underpinned by strategic methodologies.

/ Our Strengths

- **DESIGN** – high-quality innovative design
- **PEOPLE** – experienced, professional and friendly team
- **STYLE** – bold, colourful, corporate with an edge
- **CURRENT** – social media and tech savvy
- **PROCESSES** – allow high volume, flexibility and fast turnaround.

“

WE ENSURE YOUR MARKETING COLLATERAL MAKES YOU STAND OUT FROM YOUR COMPETITORS AND ACHIEVES MAXIMUM IMPACT FOR YOUR BUSINESS.

Jasmine Otto,
Managing Director

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OUR AWARDS INCLUDE

BRISBANE ADVERTISING AND DESIGN CLUB AWARD

Silver 'Ideas' – Magna Pacific

BRISBANE ADVERTISING AND DESIGN CLUB AWARD

Gold 'Graphic Design' – MS Society

AUSTRALIAN ANNUAL REPORT AWARDS

Finalist – Arrow Energy

AUSTRALASIAN REPORTING AWARDS

Bronze Award – Mackay Sugar

AUSTRALASIAN REPORTING AWARDS

Bronze Award – Mackay Sugar

AUSTRALASIAN REPORTING AWARDS

Silver Award – Mackay Sugar

/ Our Profile

ESTABLISHED REPUTATION

2004
Strong reputation for highly innovative, strategic design.

INDUSTRIES

Resources and Mining, Property, Health Care, Banking and Finance, Retail, Education.

GOVERNMENT MANAGING DIRECTOR STAFF

Local and State Government

Jasmine Otto

Our highly qualified and experienced team are dedicated to giving 100% to every project. No matter how big or small. This ensures all jobs come in on time, on brief and on budget.

TECHNICAL RESOURCES

Operates in both Mac & PC platforms
Operating systems include Windows XP, Mac OSX, latest Adobe Creative Cloud release that includes apps such as InDesign, Illustrator, Photoshop, Flash, Dreamweaver, Acrobat

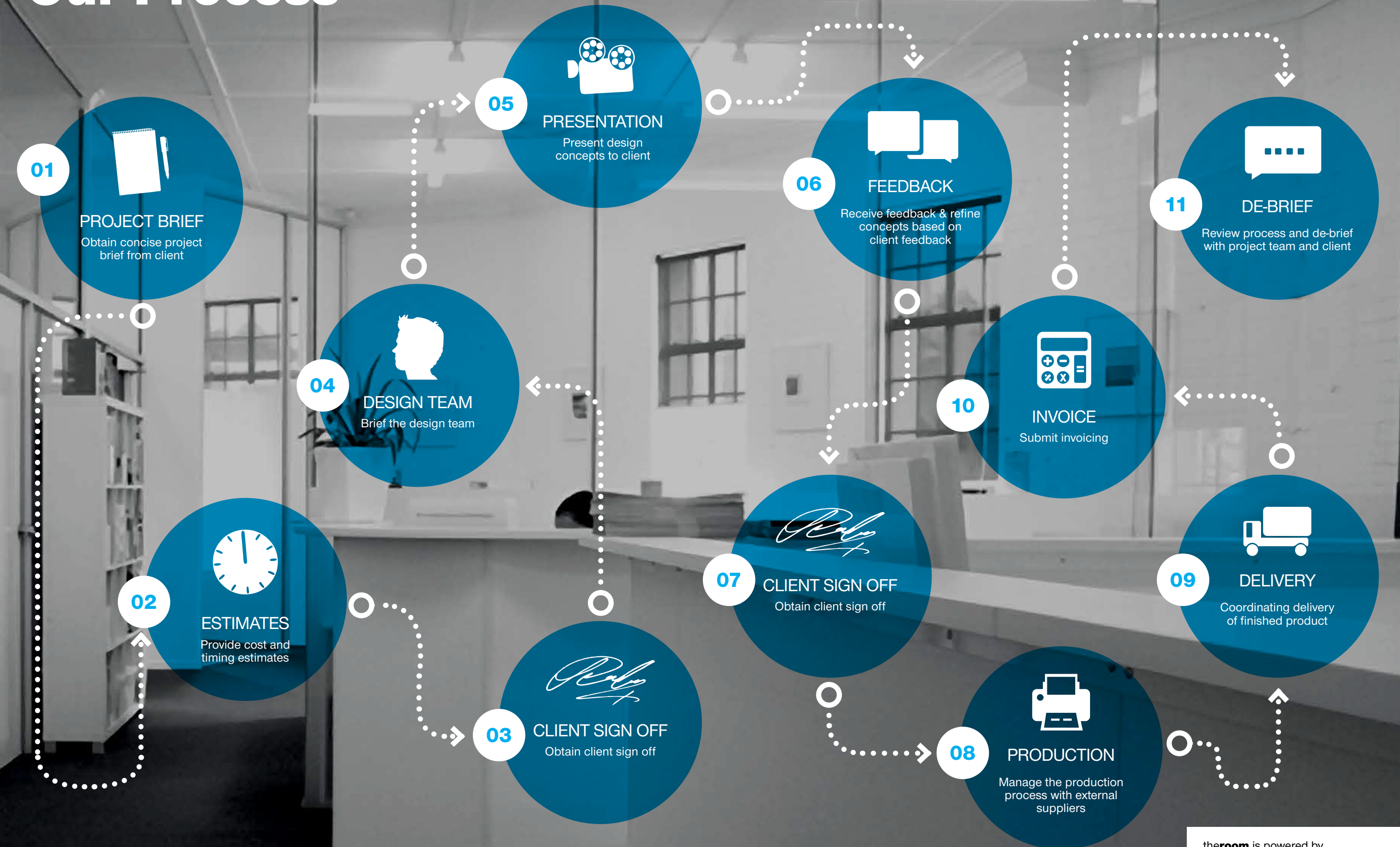
QUALITY SYSTEM

Our Streamtime total studio management system allows us to have complete visibility of project status ensuring delivery outcomes are timely and deadlines are always met.

SERVICES

- corporate identity and branding
- styleguides
- annual reports
- environmental impact statements
- multipage documents
- print management
- distribution management
- strategic media planning and buying
- campaigns for TV, radio, print, electronic and outdoor media
- copywriting, proofing and editing
- websites
- web hosting

/ Our Process



theroom is powered by



branding

Lawndromat

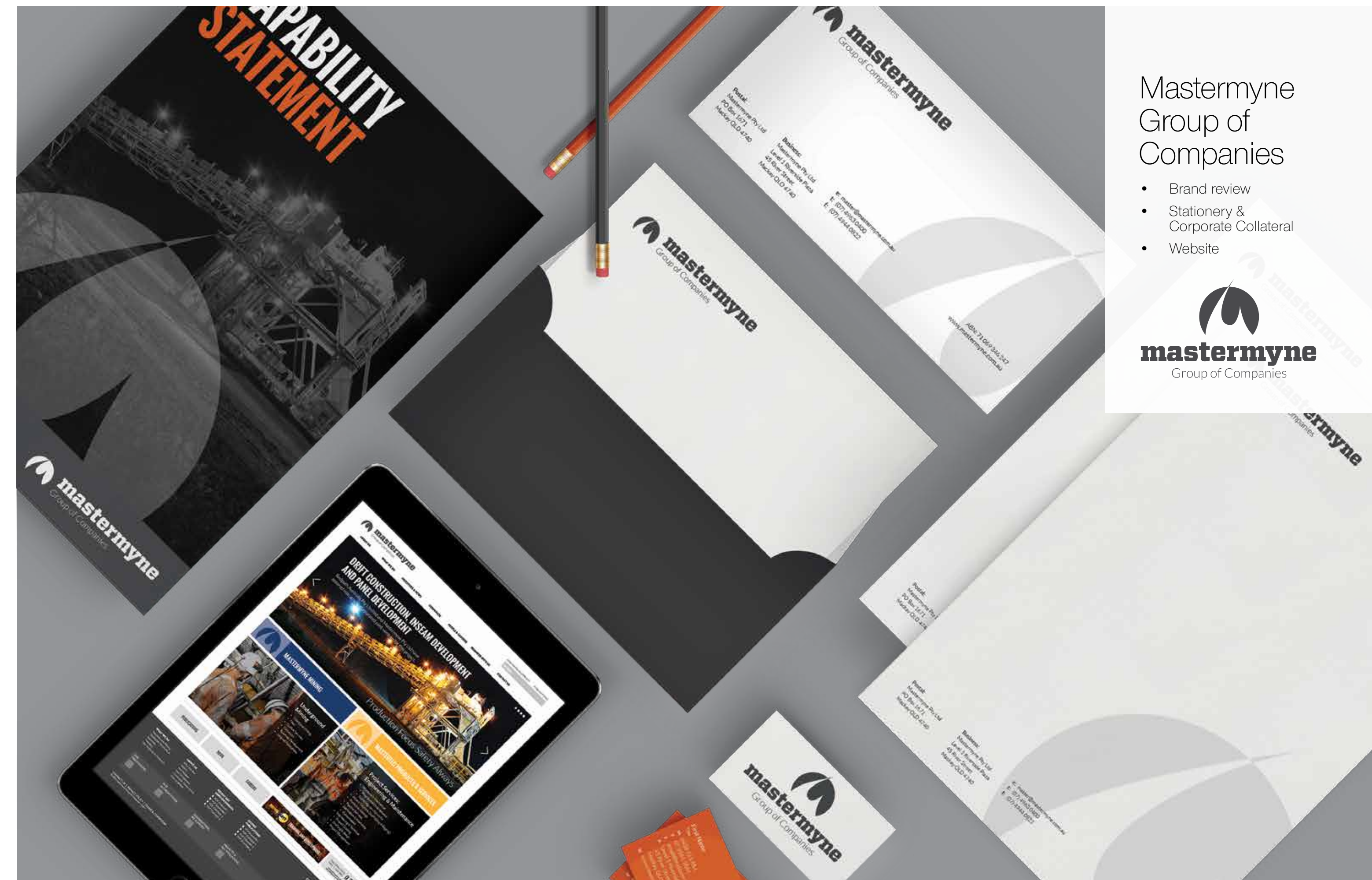
- Brand development
- Stationery
- Merchandise and signage



/ engage. captivate. inspire.

Mastermyne Group of Companies

- Brand review
- Stationery & Corporate Collateral
- Website



MYAHC

- Brand Development
- Stationery
- eSignatures



Mater
young adult
health centre
brisbane.

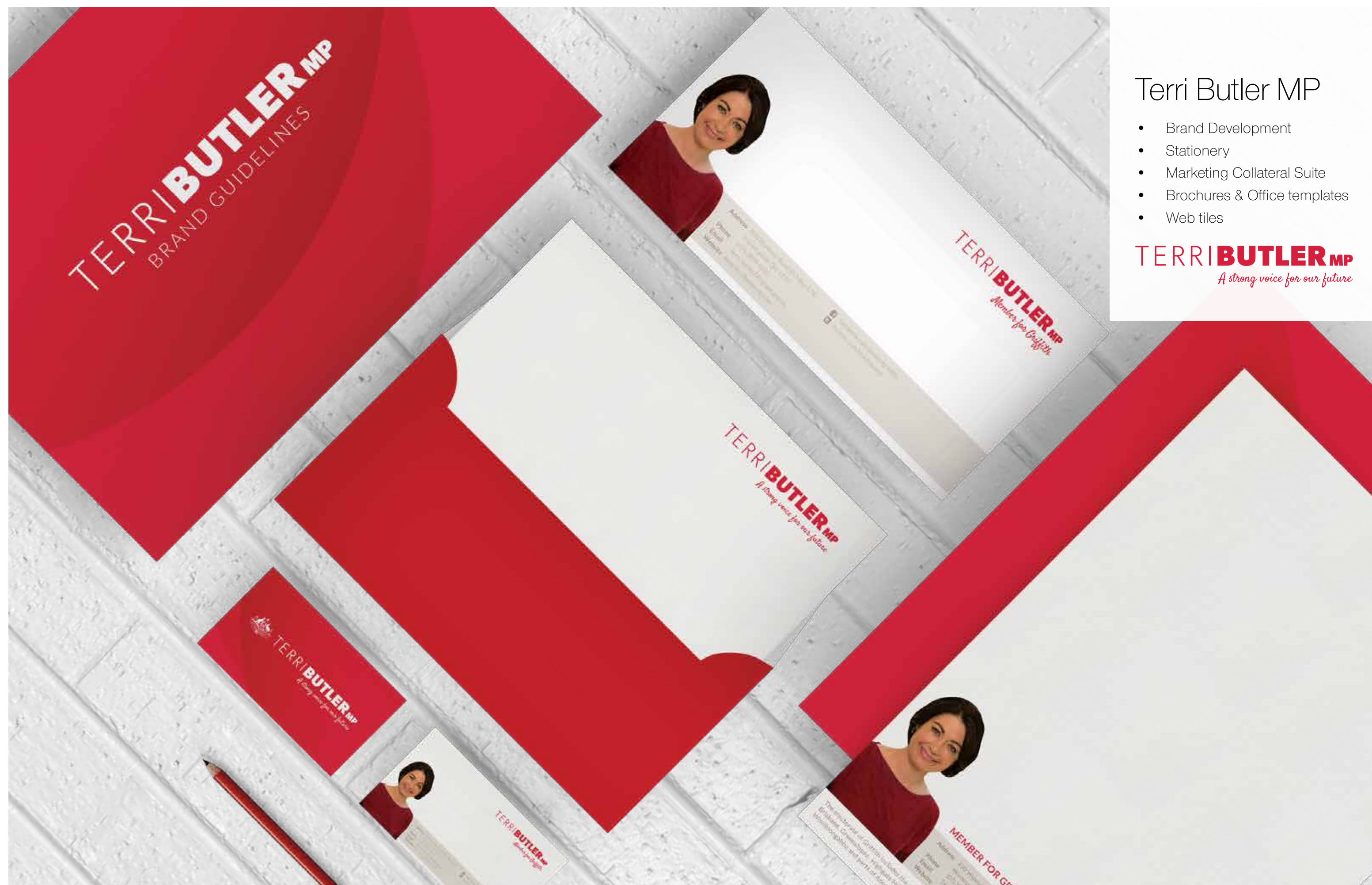


Terri Butler MP

- Brand Development
- Stationery
- Marketing Collateral Suite
- Brochures & Office templates
- Web tiles

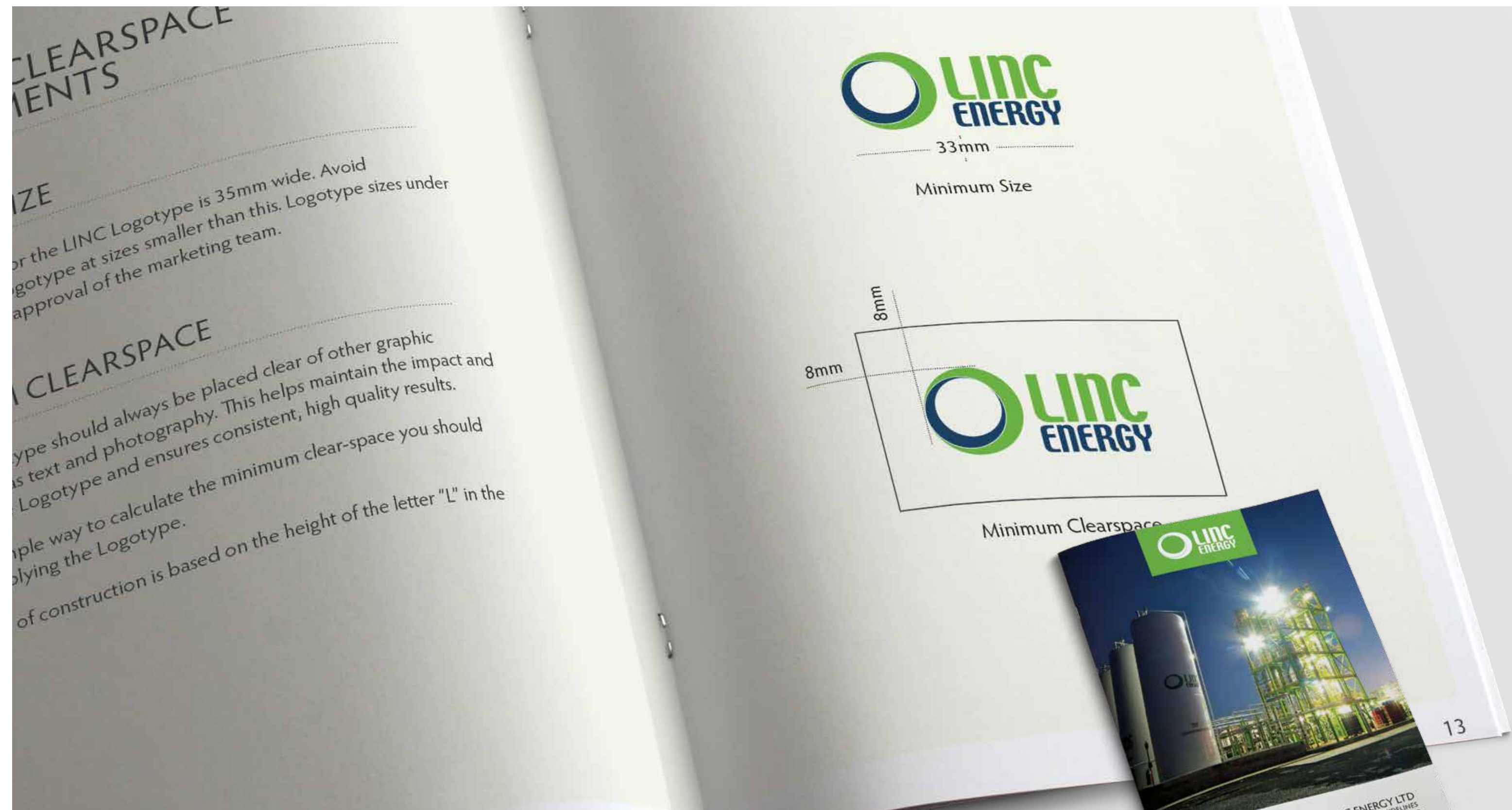
TERRIBUTLER^{MP}

A strong voice for our future.





Lean Field Developments



Linc Energy

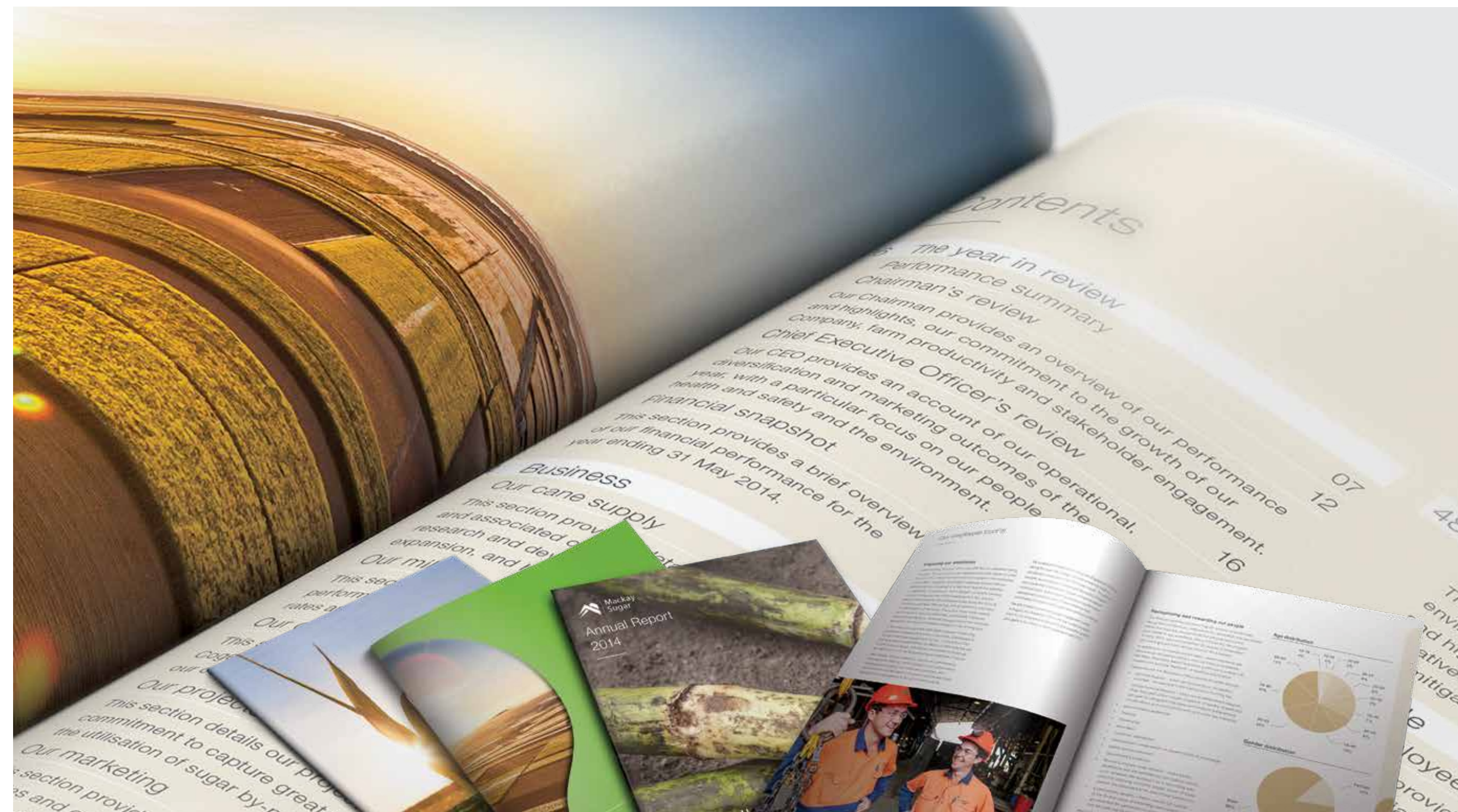


Logan MegaCentre



Wesley Mission

annual reports



Mackay Sugar

theroom has worked with Mackay Sugar to produce their Annual Report since 2011 and together have won 2 x bronze awards & a silver award at the Australasian Reporting Awards.

2012

2013

2014



Linc Energy

Another cherished and valued client, the room has worked on the Linc Energy Annual Report for a number of years.

2014

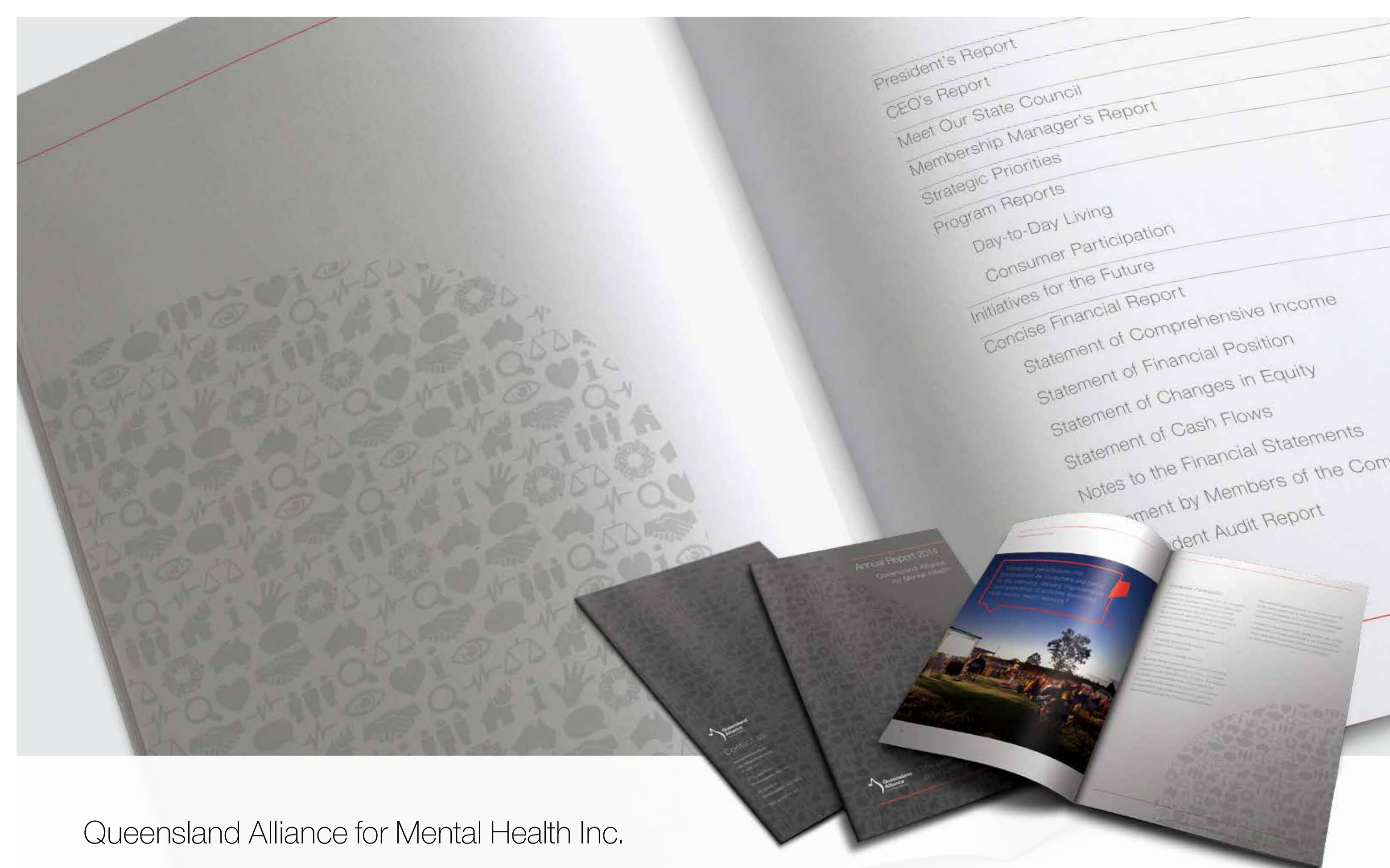
2013

2012

2011

/ innovate. communicate. deliver.







AMMA: Australian Mines and Metals Association



Jackie Trad MP

- Anniversary Mailer
- Letterbox drops & Flyers
- Postcard/Direct Mail pieces

Arrow Energy

- Annual Reports
- Corporate stationery & collateral
- Styleguide & templates
- Newsletters & investor comms
- Brochures, posters & flyers
- Campaigns



Linc Energy

- Annual Reports
- Brochures & collateral
- Campaign work
- Press & Newsletters
- Signage & large format



Cape
Alumina

- Branding & stationery
- Magazines & newsletters
- Annual Reports
- Styleguide & Templates
- Campaign
- Website



Wesley
Mission

- Annual Reports
- Shareholder comms & reports
- Website
- Stationery & collateral
- Styleguide



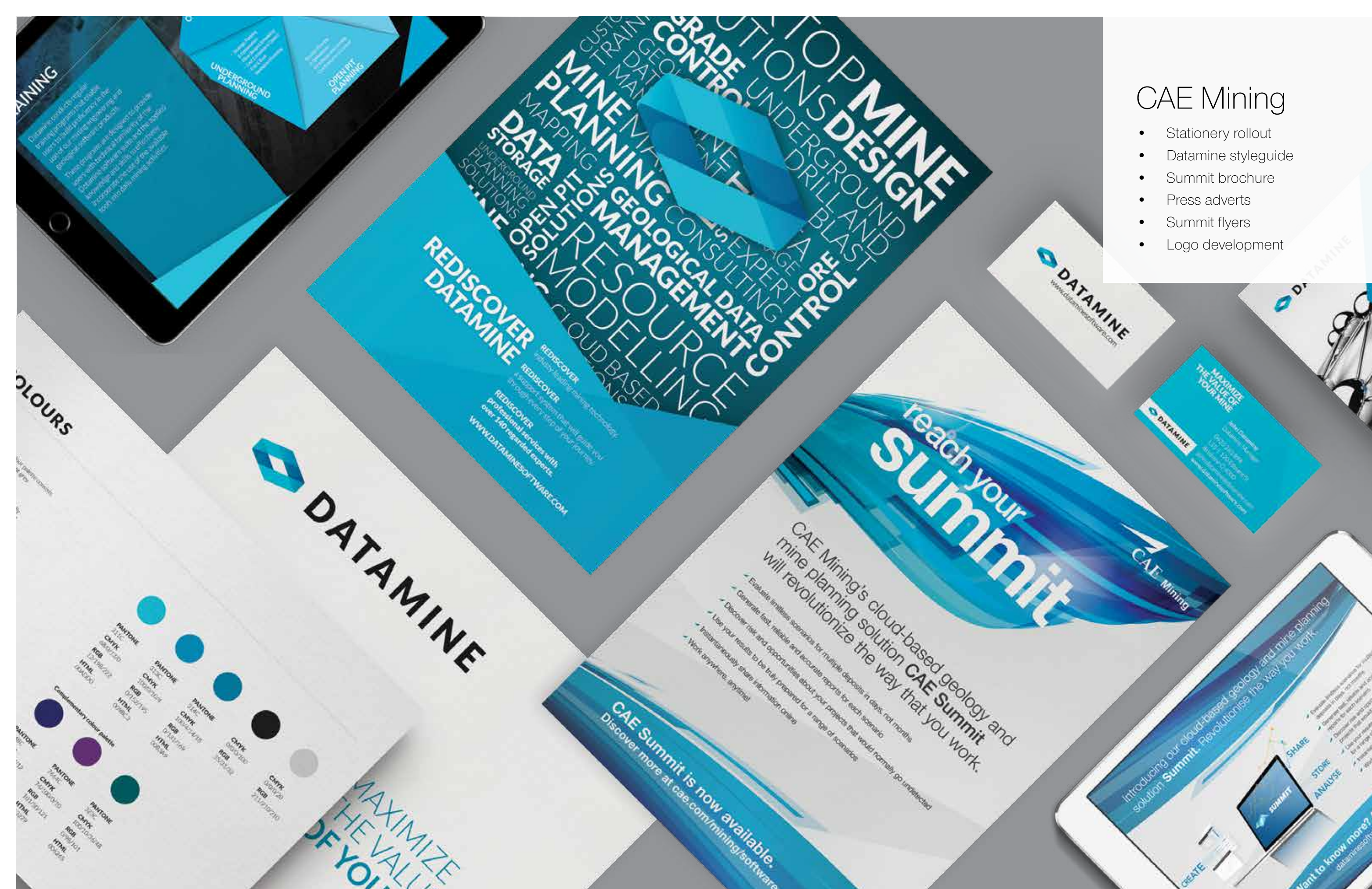
Santos
GLNG

2014 Consultation report forming
part of the Environmental Impact
(EIS) Reports



CAE Mining

- Stationery rollout
- Datamine styleguide
- Summit brochure
- Press adverts
- Summit flyers
- Logo development



Progen Pharmaceuticals

- Corporate branding
- Corporate stationery
- Styleguide
- Newsletters
- Website design and build
- Signage
- Annual Reports
- Posters

The collage includes various Progen Pharmaceuticals branding materials:

- Corporate Stationery:** Brochures and documents featuring the Progen logo and corporate branding.
- CD-ROM:** A blue CD-ROM labeled "Progen Pharmaceuticals" and "DISK 1".
- Posters:** Scientific posters such as "HEPARAN SULFATE MIMETICS, PG500 SERIES, BLOCK ANGIOGENESIS" and "ANTITHROMBOTIC".
- Brochures:** Various brochures including "PROGEN'S NEW TECHNOLOGY", "PROGEN PHARMACEUTICALS", and "PROGEN LIGHT BLUE".
- Styleguide:** A document titled "OUR VERSIONS" showing color and font specifications.
- Financial Overview:** A document titled "FINANCIAL OVERVIEW" with a bar chart showing the inhibition of HUVEC tube formation.

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- The collage features various branding materials for Progen Pharmaceuticals, all utilizing a consistent blue and white color scheme with the company logo. The items include:
- Corporate Stationery:** A letterhead with the Progen logo and the text "CORPORATE STATIONERY".
 - Brochures:** Several brochures are visible, including one titled "HEPARAN SULFATE MIMETICS, PG500 SERIES, BLOCK ANGIOGENESIS" which features a bar chart showing the inhibition of HUVEC tube formation. Another brochure is titled "CORPORATE OVERVIEW".
 - CD:** A blue CD with the Progen logo and the text "DISK 1".
 - Posters:** A poster titled "HEPARAN SULFATE MIMETICS, PG500 SERIES, BLOCK ANGIOGENESIS" featuring a bar chart and the text "ANTITHROMBOTIC".
 - Other Materials:** A "PROGEN LIGHT BLUE" color guide, a "PROGEN DARK BLUE" color guide, and a "PROGEN SILVER" color guide are also visible.



The collage features several items related to Kids Helpline:

- A large poster titled "KIDS HELPLINE INSIGHTS 2014" with a girl jumping in front of a colorful paint splash. It includes contact information: "14 Sep - 2014, 11:00 - 12:00 E - 80th Street - City Name - Country Name".
- A booklet titled "About Kids Helpline" with the subtitle "We respond to children and young people in a number of ways". It lists contact methods: "Direct Contacts 4000+", "Indirect Contacts 1775", and "Virtual Contacts 11:207". It also mentions "Every 10 seconds a young person contacts Kids Helpline".
- A tablet displaying the Kids Helpline website with the headline "Please HELP answer the call" and a "WATCH NOW" button.
- A tablet displaying a "Thank You" message: "Thank you, your donation makes a real and positive difference to the lives of our young people who reach out to Kids Helpline for support".
- A small booklet titled "KIDS HELPLINE INVITATION" for "KIDS HELPLINE INSIGHTS 2014". It mentions "The Report on Australian Young People" and "Australia's 80th Anniversary".
- Two pencils, one blue and one pink, are placed at the bottom.

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- A large poster titled "KIDS HELPLINE INSIGHTS 2014" with a girl jumping in front of a colorful paint splash. It includes contact information: "14 Sep - 2014, 11:00 - 12:00 E - 80th Street - City Name - Country Name".
 - A booklet titled "About Kids Helpline" with a background image of hands holding a heart. It lists contact numbers: "Direct Contacts 4000+", "Indirect Contacts 1775", and "Virtual Contacts 11:207". It also mentions "We respond to children and young people in a number of ways".
 - A tablet displaying the Kids Helpline website with the headline "Please HELP answer the call" and a "WATCH NOW" button.
 - A tablet displaying a "Thank You" message from Kids Helpline, stating: "Every dollar your donation makes a real and positive difference to the lives of our young people who reach out to Kids Helpline for support".
 - A small card titled "KIDS HELPLINE INVITATION" for the "KIDS HELPLINE INSIGHTS 2014" event, dated "Monday 15 Sep 2014" and "Tuesday 16 Sep 2014".
 - Two colored pencils (blue and pink) are placed at the bottom of the collage.

Booval Fair

- 30x40 Poster
- Press
- Web and Social Elements



/ convey. resonate. excite.

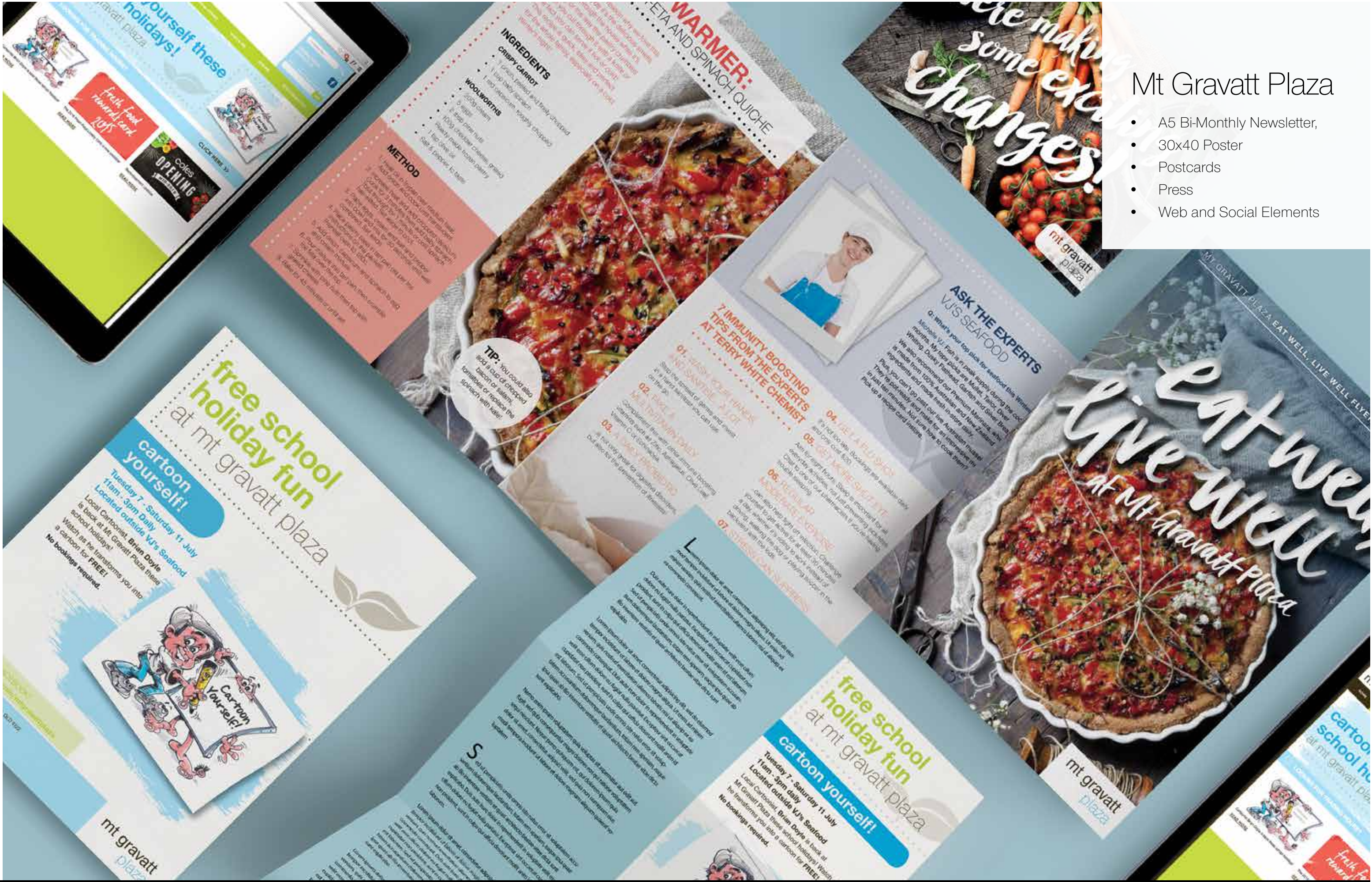
Cannon Hill Kmart Plaza

- A5 Flyer
- 30x40 Posters
- Press
- Web and Social Elements



Fairfield
Garden

- A5 Flyer
- 30x40 Posters
- Press
- Web and Social Elements



Mt Gravatt Plaza

- A5 Bi-Monthly Newsletter,
- 30x40 Poster
- Postcards
- Press
- Web and Social Elements

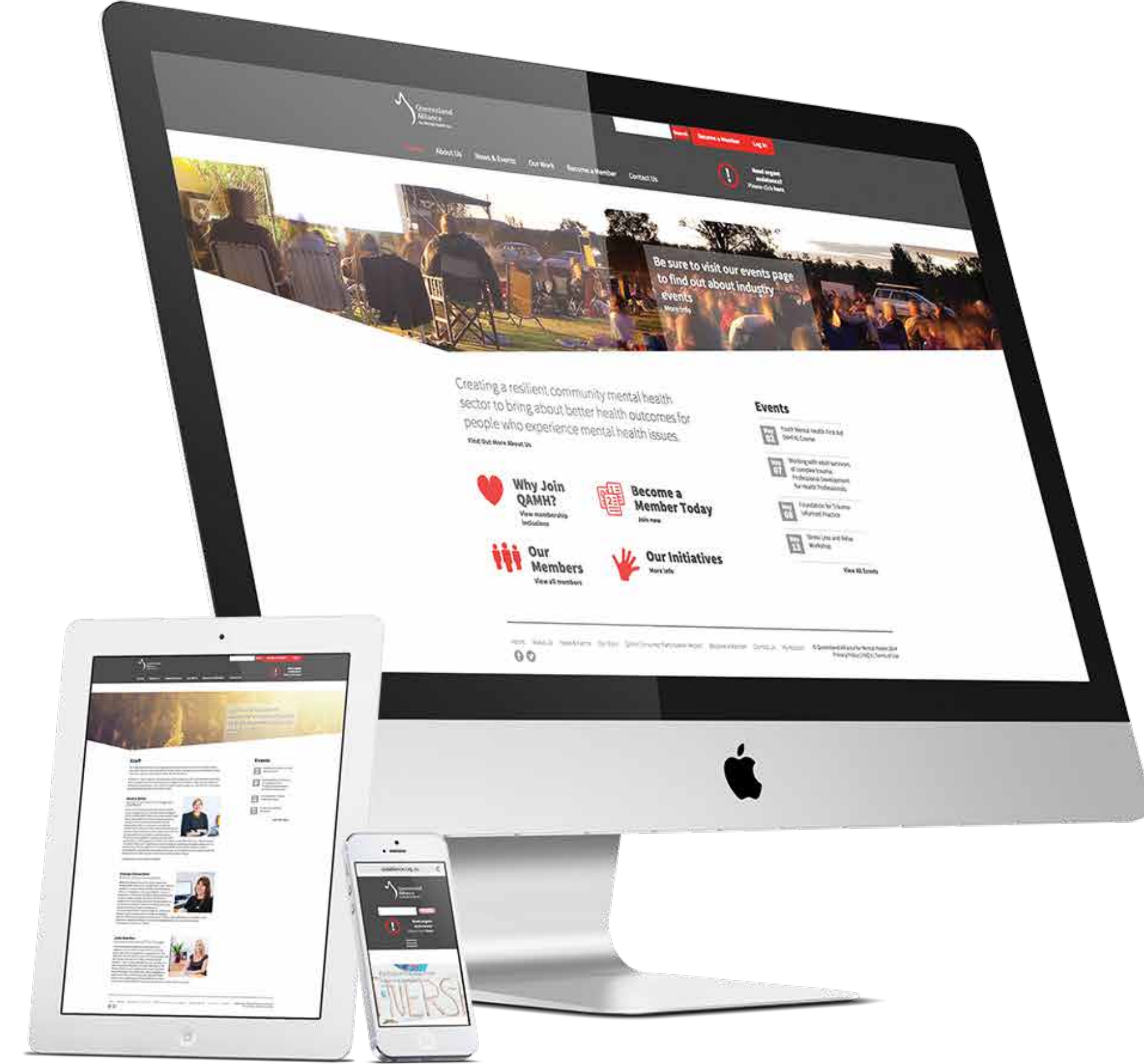
Mastermyne Group of Companies

www.mastermyne.com.au



Queensland Alliance for Mental Health Inc.

www.qldalliance.org.au



PresCare

 www.prescare.org.au

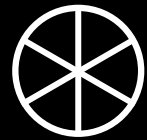


Pinnacle Practice

 www.pinnaclepractice.com.au



/ Our Services and Capabilities



Curatawebsolutions

WEB DESIGN

- Web Design & Development
- Consultancy
- Web Hosting
- Support & Maintenance Packages
- SEO & PPC

WEB SOLUTIONS BY CURATA

Curata is our web agency partner specialising in business and eCommerce website development. Based in our West End office and working closely with **theroom** team, Curata offers a suite of services to satisfy your digital needs. From consultancy to build, hosting, SEO & PPC and ongoing support post project – it is a true end-to-end web solutions service.

At the heart of Curata web development is our consultation service, during which the requirements of your business and website goals will be explored and clearly identified. Being a results focused partner agency, your business needs are always central to the development process – from content strategy and then design through to build. We take a goal oriented approach to the design process. Whether you want your customers to pick up the phone, complete a contact form or download and share some content, we'll ensure the call to action is targeted, loud and clear. The effectiveness to generate leads and sales, ease of use to maintain and quality of the website build are the key indicators upon which successful web projects are measured.

WEBSITES FOR BUSINESS

To ensure your website effectively conveys your brand and message, we take the time and effort to understand your business up front through our requirements workshop. We then match up your business's goals with the web solution, while respecting and working within your budget objectives.

CURATA BUSINESS WEBSITE KEY FEATURES & BENEFITS

- Custom designed for maximum impact
- SEO optimised – we build with best practice in mind
- Mobile optimised to reach your customers wherever they are
- Easy to update – be in control of your content at all times
- Flexible and powerful WordPress CMS provides a platform for custom functionality

ECOMMERCE WEBSITES

Curata team members have a range of experience as owner/operators of multiple, successful eCommerce stores. Knowing the ins and outs of actually running eCommerce contributes significantly to the success of our projects and client satisfaction.

CURATA ECOMMERCE WEBSITE KEY FEATURES & BENEFITS

- Scalable to meet the demands of your business into the future
- Feature rich functionality and highly customisable Magento platform
- Comprehensive training and documentation
- Open source platform

Our ongoing support and maintenance packages are available to provide this hassle free help when you need it.

theroom

CORPORATE IDENTITY

- Stationery
- Branding
- Packaging

CORPORATE COMMUNICATION

- Brochures
- Flyers
- Books
- Annual Reports
- Information Kits

PRINT PRODUCTION

- Preparation & Project Management

ENVIRONMENTAL GRAPHICS

- Signage
- Wayfinding
- POS

WEB DESIGN

- Splash pages
- Microsites
- Business sites
- eCommerce
- Electronic Marketing

HOSTING

- Full range of hosting services

Like what you've seen?

Find out how we
can make **your**
business better.

CONTACT US TODAY:

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design.print.advertising.web.hosting.media placement.

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design studio
