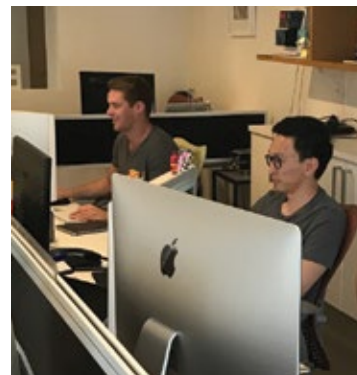


equation

# creative showcase

Selected work

# NSW and Australian Government



**making  
brands  
mean  
business**

**Equation is a branding  
and visual communications  
agency focused on helping  
clients build value, growth  
and engagement through  
their brand.**

Our approach combines creative  
and strategic thinking with technical  
expertise and personalised service,  
minus the inflated costs, which  
equals excellent results every time.

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Brand identity, guidelines and website.

# Northern Territory Government

Parrtjima light festival  
Brand identity, guidelines  
and website.







RED CARPETS  
WAYS LEAD TO  
SOMETHING  
SPECIAL



THERE'S NOTHING  
LIKE AUSTRALIA

COVER TIMELESS ULURU AT AUSTRALIA.COM

# PARRTJIMA

A FESTIVAL IN LIGHT

ALICE SPRINGS  
NORTHERN TERRITORY  
CENTRAL AUSTRALIA  
23 SEPT - 2 OCT 2016



Showcasing the oldest continuous culture  
on earth through the newest technology  
on a 300-million-year-old natural canvas.

PARRTJIMAAUSTRALIA.COM.AU

#PARRTJIMAAUSTRALIA

PROUDLY SUPPORTED BY



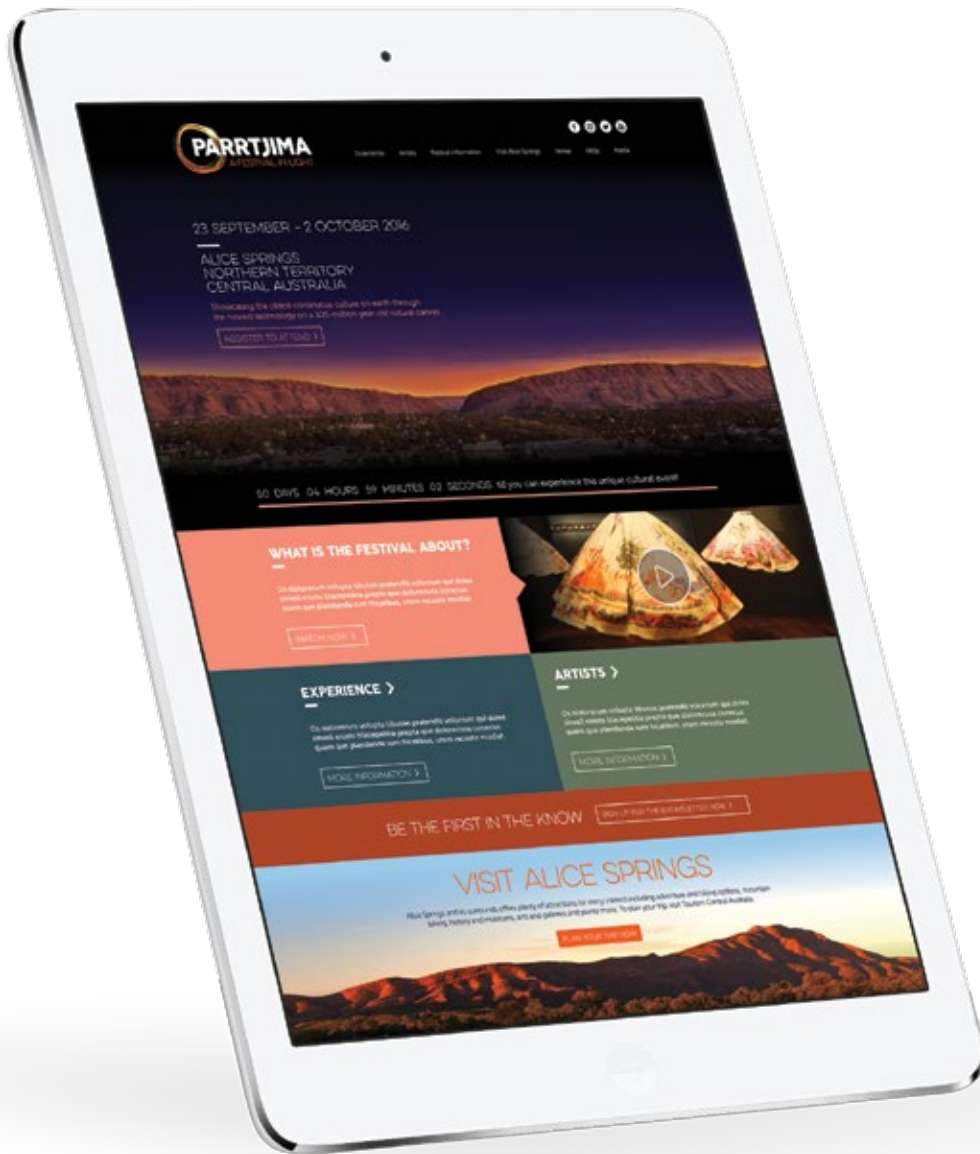
Showcasing the oldest continuous culture  
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PARRTJIMAAUSTRALIA.COM.AU

#PARRTJIMAAUSTRALIA

f /ParrtjimaAustralia  
t /Parrtjima  
i /ParrtjimaAustralia  
y /ParrtjimaAustralia





Northern Territory Government – Parrtjima light festival  
Digital applications.



# NSW Environment Protection Authority

Campaign implementation  
materials.

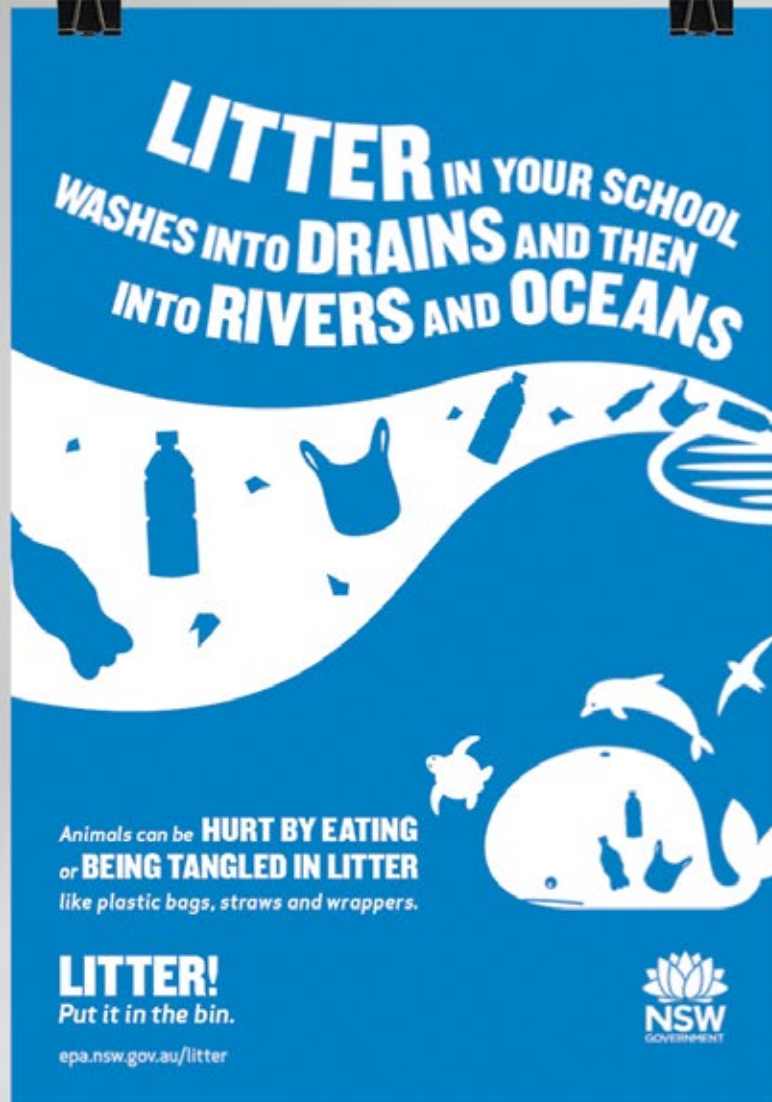












**DIRTY FACTS ON LITTER**

 **TAKE AWAY** containers  
can take from **10 TO 450**  
years to breakdown

Did you know that litter increases the likelihood of other anti-social behaviour like graffiti and vandalism?

Around **50 MILLION** plastic bags  
enter the **AUSTRALIAN**  
litter stream every year 

For every Australian there  
are **5 PIECES** of litter  
on **BEACHES** 

Glass bottles take up to  
**ONE MILLION** years to breakdown,  
plastic bottles take up to **450 YEARS**  
to breakdown 

Did you know that plastic bags breakdown into microplastics that collect pollutants and transfer up the food chain ultimately to humans?

 **33%** of the world's turtles  
and **43%** of seabirds have  
**INGESTED PLASTICS**

**20%** of wildlife  
**ENTANGLEMENTS**  
are caused by **PLASTICS**  
such as plastic bag straps 

epa.nsw.gov.au/heytoasser

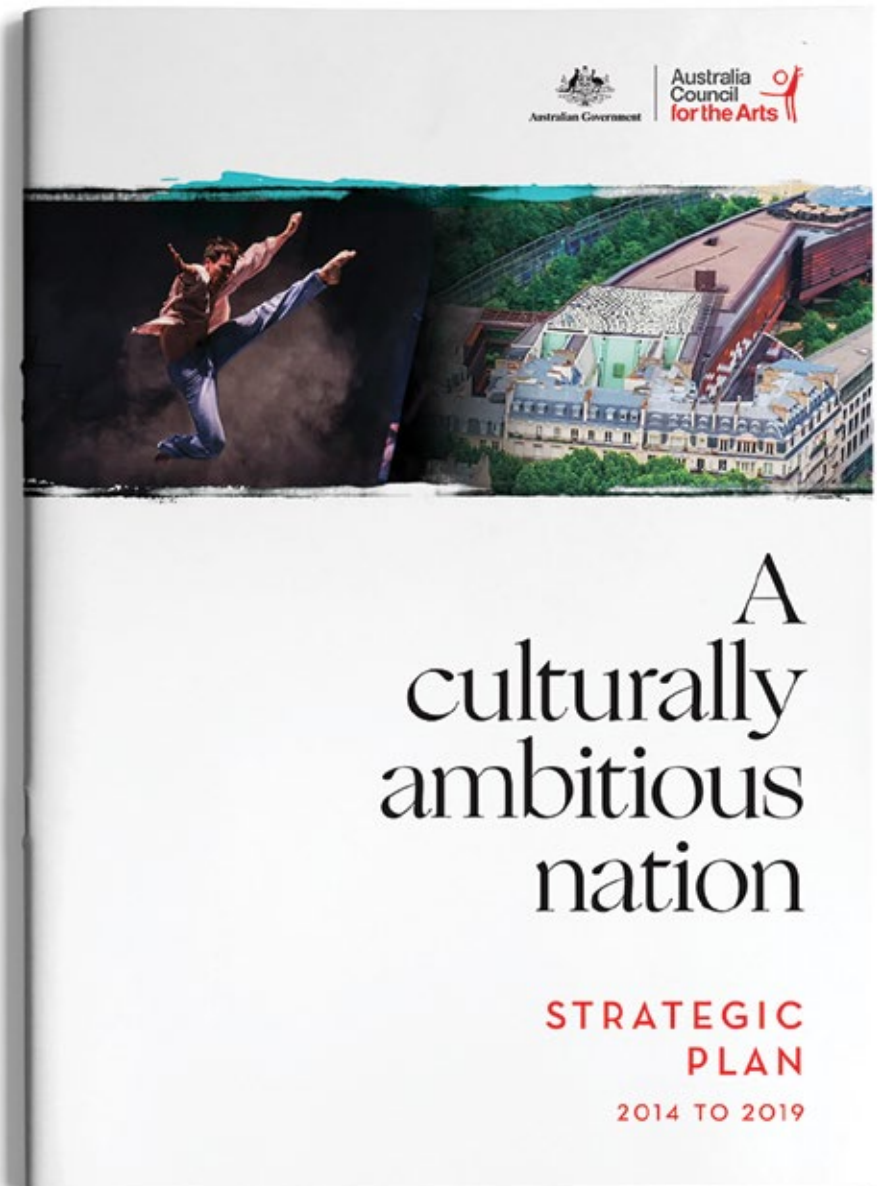
Source: The Ocean Cleanup; Hanley, B., Wilson, T., Lawson, M., and the Value (2014).  
Understanding the effects of marine debris on wildlife.

NSW  
GOVERNMENT



# Australia Council for the Arts

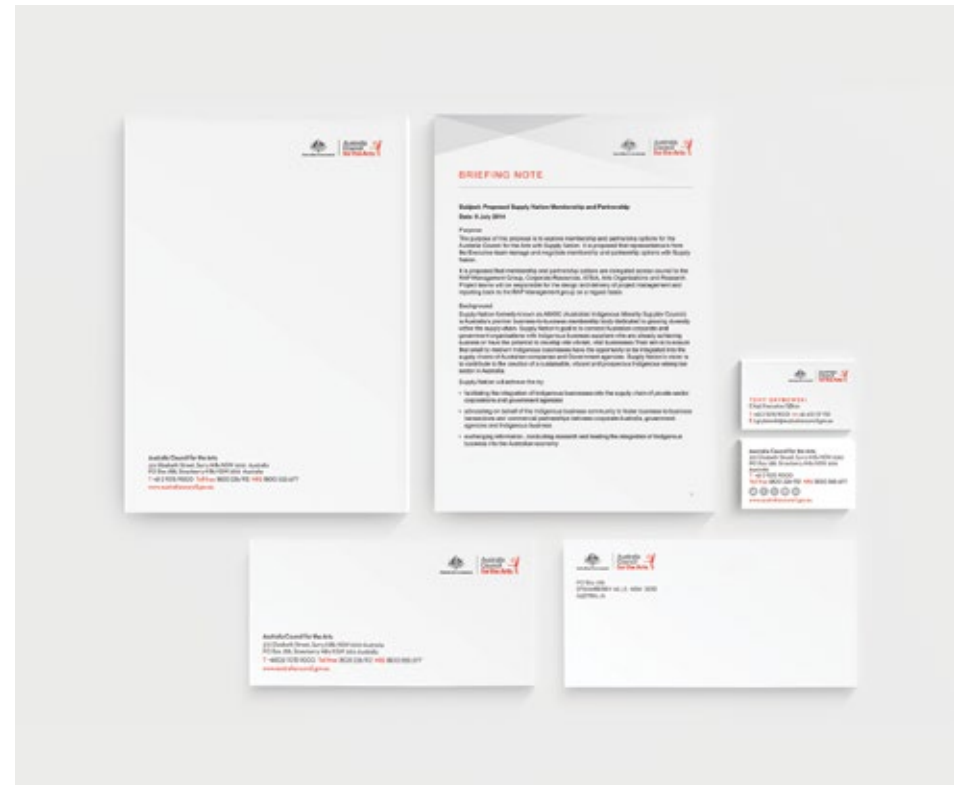
Brand identity, corporate  
communications material  
and website.

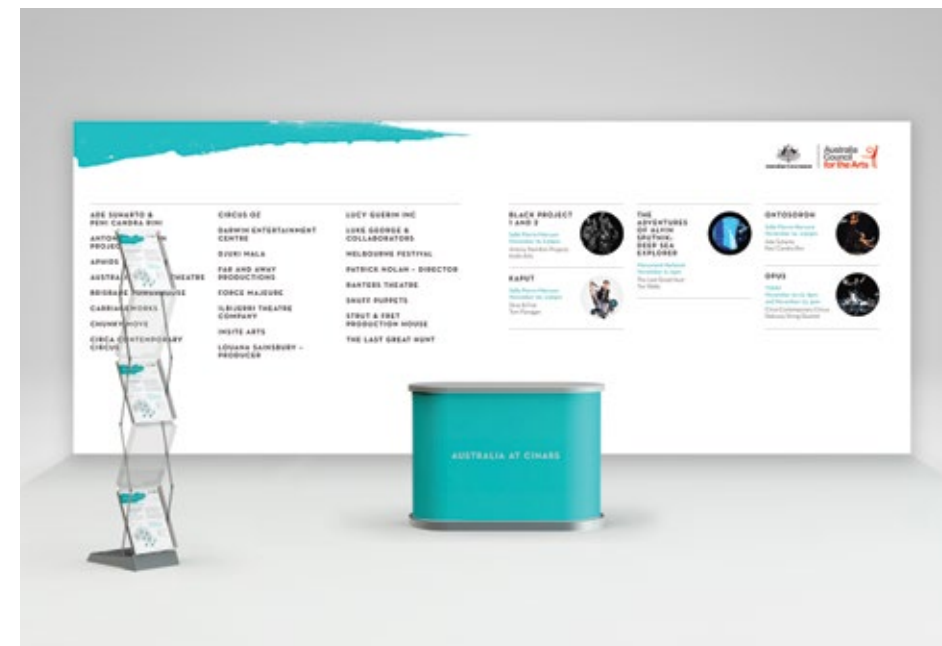
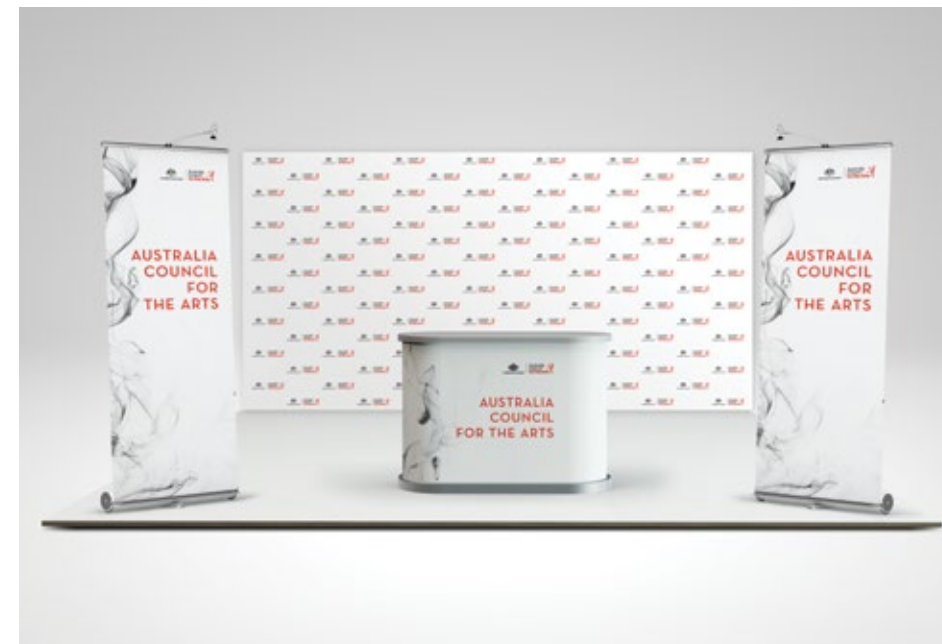


Australian Government  
Australia Council  
for the Arts

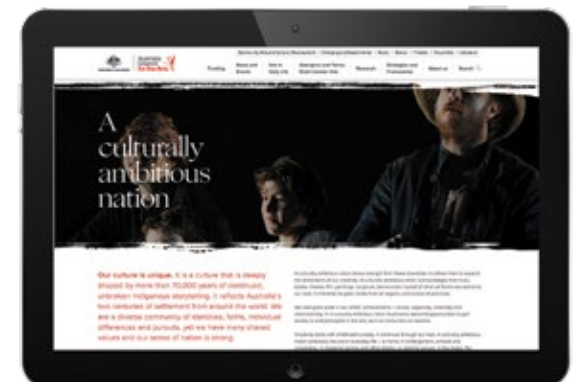
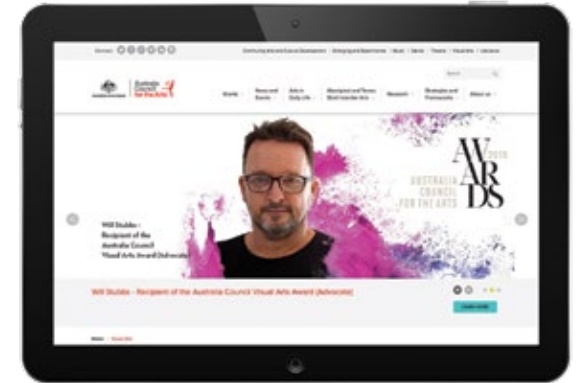
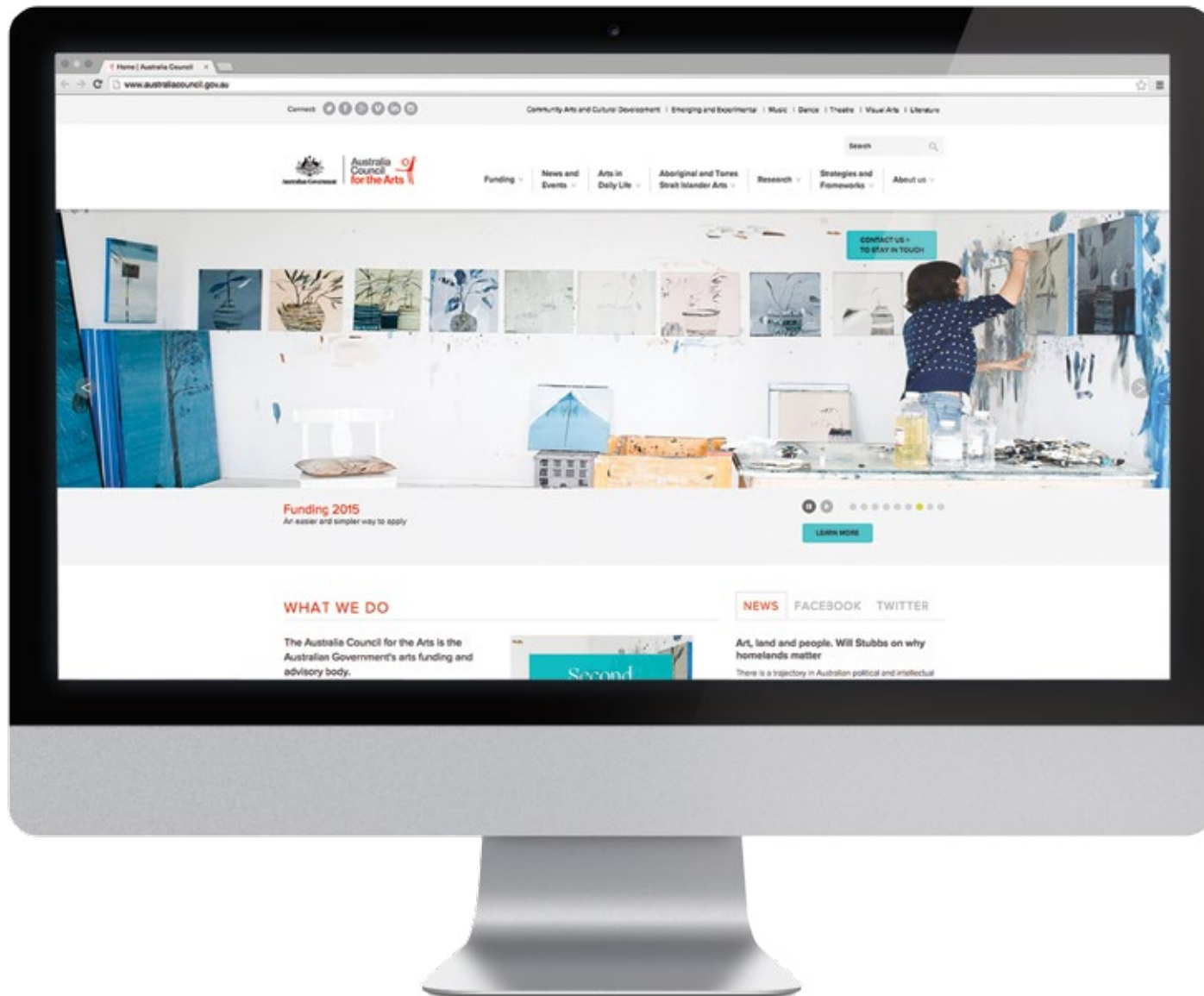
# BRAND GUIDELINES

December 2014









**Australia Council for the Arts**  
Responsive website.

# NSW Public Service Commission

Brand material development  
and guidelines.









NSW Public Service Commission  
Responsive website and report design.



# NSW Health

Healthy Kids for  
Professionals

Brand identity,  
guidelines and website.





# healthykids for professionals

Weight management resources  
for health professionals







NSW Health – Healthy Kids for Professionals  
Responsive website.



Equation cares for the environment.  
This brochure is printed on ecoStar, an environmentally responsible, carbon-neutral stock manufactured from 100% post consumer recycled paper in a process chlorine free environment under the ISO 14001 environmental management system.



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## Get in touch.

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