

equation

creative showcase



Issue



**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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Seven West Media

Annual report and photography

Kids Under Cover

Brand awareness campaign

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Brand identity, guidelines and website

New Forests

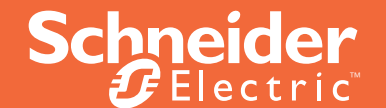
Brand Identity, sustainability report
and corporate collateral

Benojo

Brand refresh, website and
capabilities brochure

Our clients

From the first meeting through to design and production delivery, we work in a collaborative and inclusive way with our clients.



Seven West Media

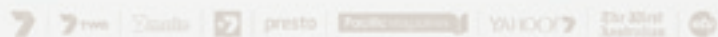
Annual report
and photography





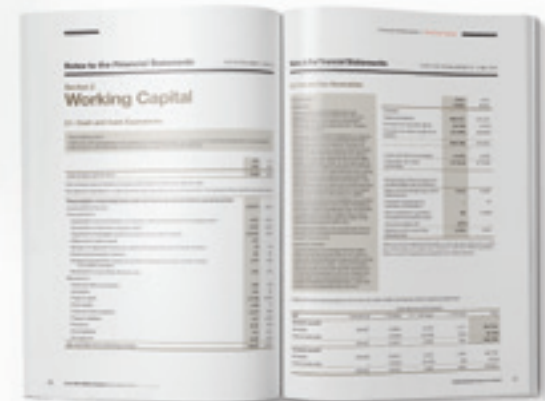
**Delivering
the future
of content.
Anywhere.
Any screen.
Anytime.**

Annual Report 2015

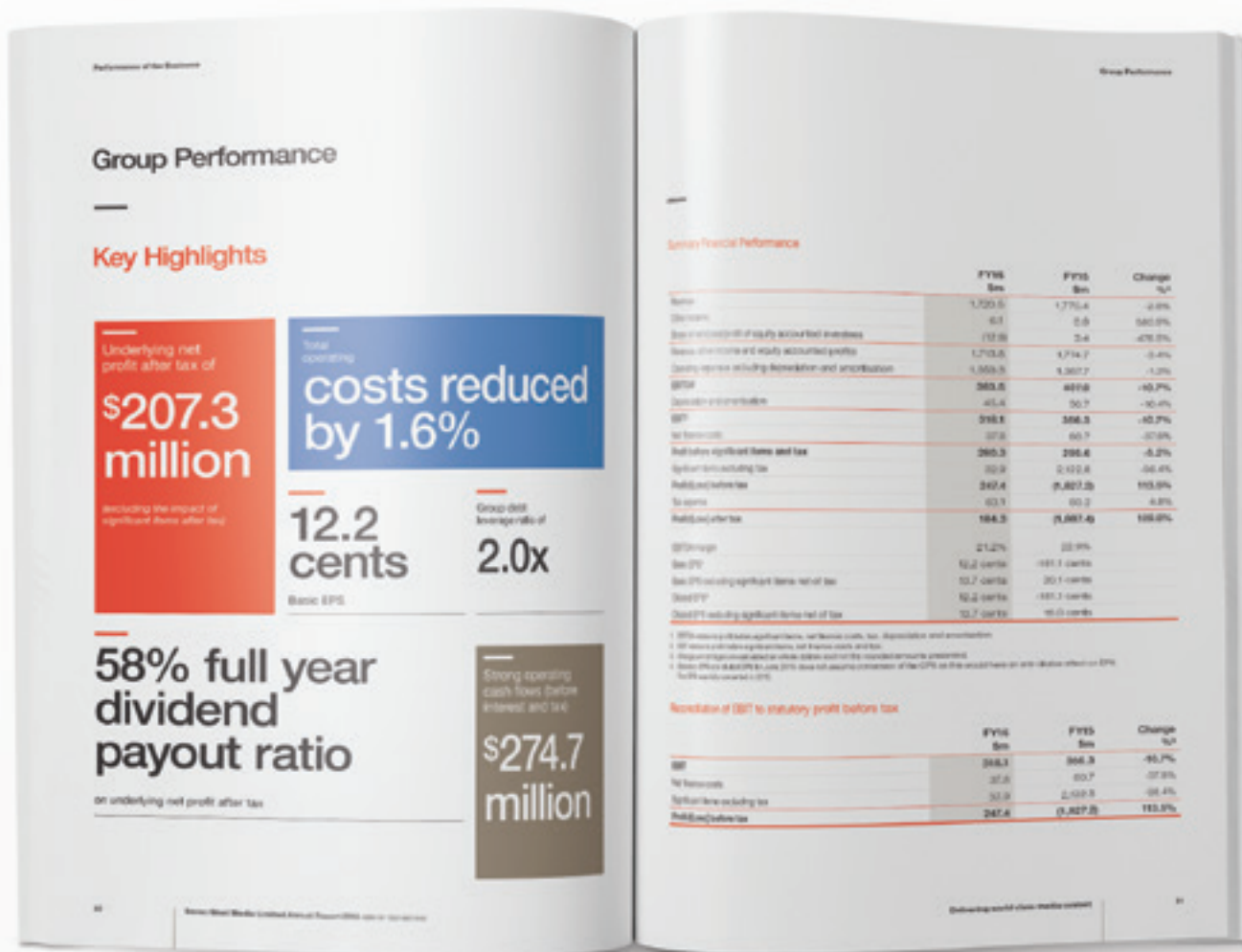


**Delivering
world class
media content**

Annual Report 2016







Creating our future

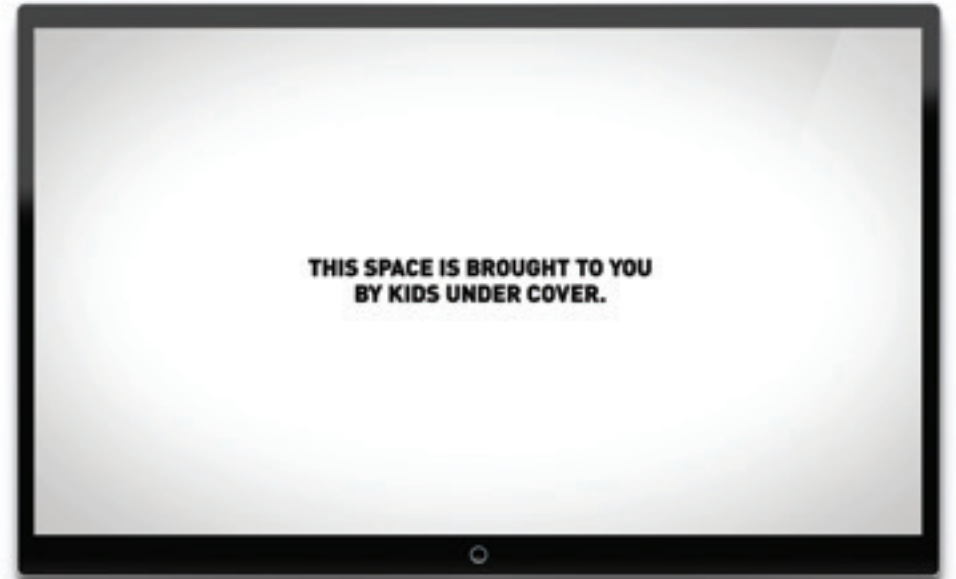
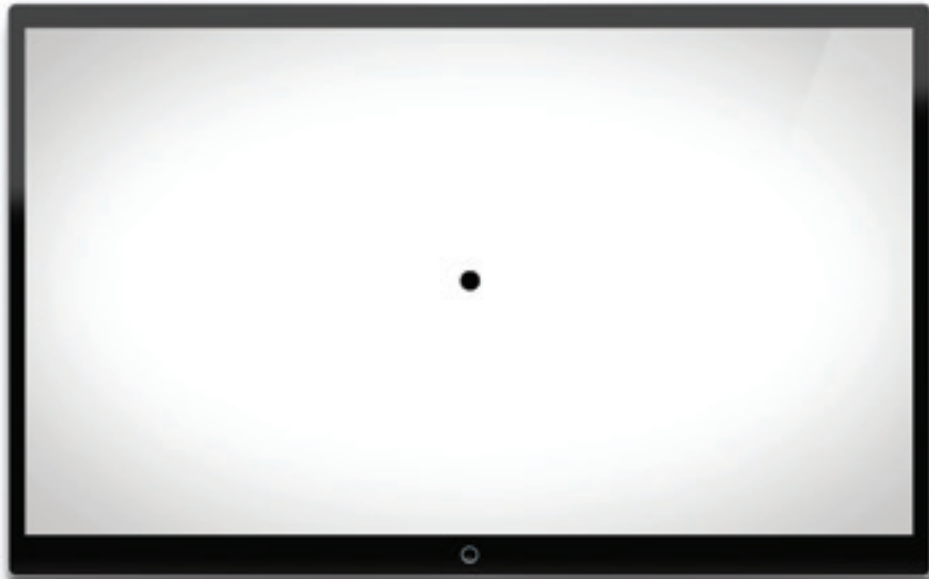
Cate and Bronte Campbell are on a journey. It is a journey to compete at the highest levels in swimming. It is a journey we will follow. Their commitment reflects ours to the Olympic Games. The Olympic Games have defined the development of our business since the first days of television. The Olympic Games will continue to define our business over the coming decade.



Kids Under Cover

Brand awareness
campaign







30 second radio script

(Lots of noise, hustle and bustle, traffic, people, chaos)

Every day, more young people become homeless due to poverty, conflict or overcrowding at home.

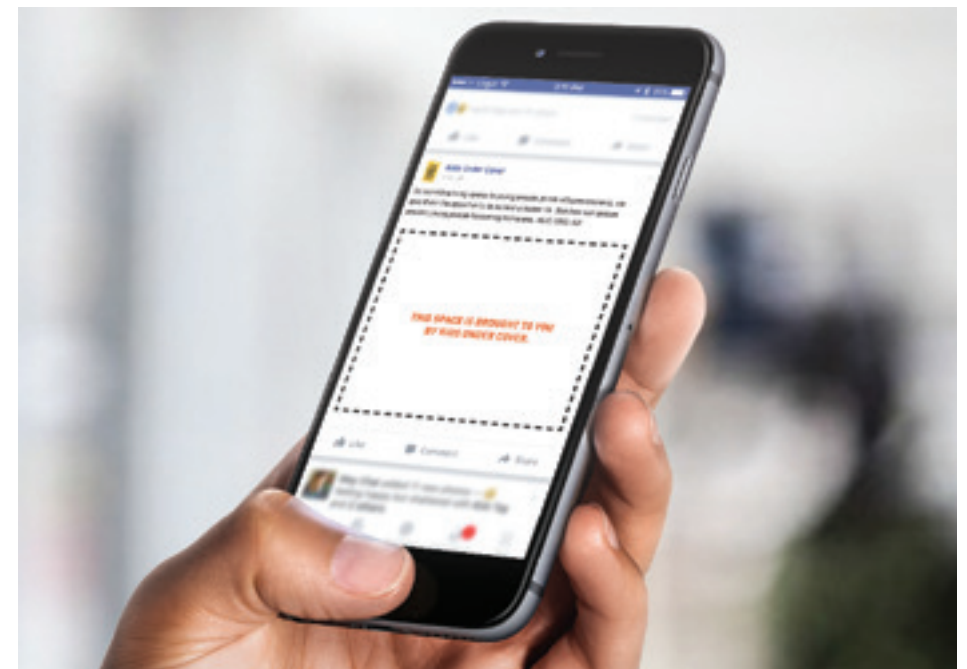
What kids really need to keep them off the streets is space... (echo)

(Dramatic pause/silence)

(Warm wholesome music kicks in)

Kids Under Cover gives disadvantaged young people space to thrive by providing studio accommodation in family backyards and education scholarships.

See how our spaces prevent young people becoming homeless and learn more about Kids Under Cover at kuc.org.au



Parrtjima light festival

Brand identity,
guidelines and website



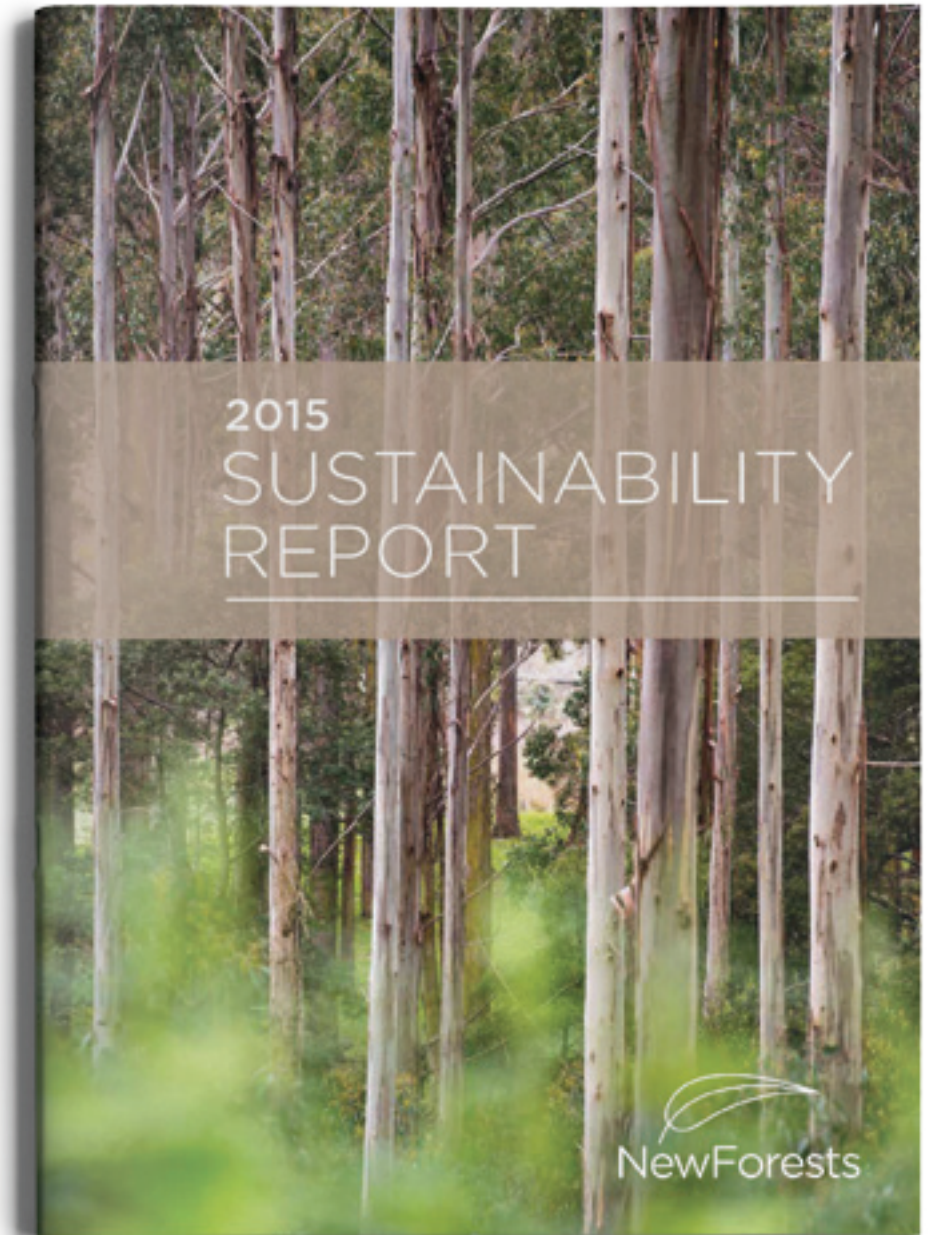






New Forests

Brand Identity,
sustainability report
and corporate collateral







Benojo

Brand refresh, website
and capabilities brochure





Benojo
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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