



from creating **corporate id,**
websites, brochures and
annual reports

– dunnart is always eager to
take on a new challenge, no
matter how big or small.

“of all the agencies I have worked with over the years, at last I’ve found a team that: listens to what we want, provides what we want”

Ross Pollock, Business Manager,
Aboriginal Air Services

WHY CHOOSE DUNNART?

Dunnart have gone from success to success because we know what works. Graphic design is all about using expertise to find the perfect creative solution. And in our consumer-driven society, where everything we see builds corporate identity – from stationery and signage, to packaging and the internet – the right design is vital. That’s where we come in.

DUNNART IS NOW OVER TEN YEARS OLD AND STILL GOING STRONG: BY INVESTING TIME, FORWARD PLANNING, LOVE OF DESIGN AND GOOD OLD HARD WORK.

We are a hands-on team, with one aim – to provide you with the highest level of quality and service. You get to work one-on-one with the Graphic Designer at all times. First-hand communication ensures there are no obstacles between your vision and the person doing the work. You get the result you want, on time (and to budget!) every time.

As our track record shows, we always exceed expectations!

HOW WE WORK...

If you need to review your job tomorrow, next week or years from

now, we can quickly retrieve it from our files. We store a copy of every job we do at our studio as well as off-site.

SERVICES TO YOU: We understand how important your project is, so at Dunnart we will be happy to make a graphic designer available after hours if you require.

PRIORITY: Whoops! If you have not allowed enough time to get your job done and “need it now” we offer a priority service for design and production. Just ask us how it all works.

CHARGES: The final bill for any job depends directly on time spent. You will find our prices highly competitive in the market place. We do not have different rates for different size or types of clients.

WE STRIVE FOR THE HIGHEST LEVEL OF QUALITY AND SERVICE. WE ARE A HANDS-ON TEAM. YOU GET TO WORK ONE-ON-ONE WITH THE GRAPHIC DESIGNER AT ALL TIMES.

PROJECT MANAGEMENT AND ESTIMATES: It is always difficult to give quotes, especially to new customers we haven’t work with before. We are always happy to provide a written estimate of what the job should cost. Jobs can change throughout their life, and we understand your need for budget

control and financial accountability, as well as flexibility, so to keep project management clear and concise, we keep “Work In Progress” sheets to track time spent on the job. Our clients can see these time sheets at any stage of development, and we can make clients aware if they are going over budget, ensuring any need for re-estimate gets discussed before the completion of the job.

SINCE 1994 OUR PROVEN TRACK RECORD AND GRAPHIC DESIGN QUALIFICATIONS PROVES DUNNART IS THE SMART CHOICE FOR YOUR NEXT BUSINESS PROJECT.

PRINTING & THE ENVIRONMENT

We manage the job from concept development to print with competitive quotes from our trusted suppliers. We always ask for print quotes from different suppliers, thus ensuring competitive prices for our clients. The most appropriate solution is then presented to client.

If we feel an alternative solution will achieve a better or more cost-effective result, we present it to the client as an option. We don’t keep it to ourselves in order to make a higher profit.

Wherever possible, Dunnart prefers recycled paper stocks and supports paper merchants who choose to support the environment. We can give you environmentally friendly print options as well dyes which are vegetable-based – meaning a happier, healthier world!

AUTHORS CORRECTIONS

If further alterations after sign-off are required, the cost will be in addition to the original estimated fee. Proper planning in briefing the job as well as having the client check their work thoroughly, will ensure these costs do not get added.

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“professional, accommodating and responsive... unstintingly cheerful and easy to work with”

Stuart Traynor, Interpretive Officer,
Parks & Wildlife Commission NT



tangentyere design



Alice Springs Reptile Centre

logo development



WIN AN INSTANT PROFESSIONAL EDGE

The right logo is worth a thousand words. And at Dunnart, we can create the perfect logo for you.

We're experts at capturing a unique business identity. And because the design is developed with your input, you get the logo that fits you exactly. We guarantee your logo will catch the eye, across all your graphic media. Whether it appears large or small, in black & white or bold colour, we make sure your logo works perfectly.

STYLE-GUIDE YOUR LOGO

You can also receive a 'how-to' guide on using your logo, with instructions to ensure other businesses will use it with maximum impact. We can prepare a style guide which shows step-by-step how to use your logo, the pantone colours to correctly match in any print situation, and supply your logos on cd in various formats to suit any situation.

Take a look at some of the logos we've designed. We'd love to see yours out there too.





logo development



craft

Territory Craft

Watch or talk to any of the artists who work in the studio on a regular basis. Stroll through the June Market gallery and shop where members hold exhibitions and sell their work.

Yeperenye Sculpture

The Yeperenye (Yape-ayenye) Campfire is a major creative ancestor of Yeperenye (Alice Springs) and one of the most important of all Ansett totems. The sculpture is a community public art project with local metal sculptor Dan Murphy working with local indigenous participants. The project was undertaken with funding from the Grand Circle Foundation.

Memorial Cemetery

Wander through and examine some of the headstones. This is the resting place of many pioneers, including famous Aboriginal artist Albert Namatjira, member of the Cameron family, World War I hero, who died trying to find a lost gold reef and Miss Olive Pink, an early anthropologist. There is a special section devoted to the early 'Migrant' camels.

Also on the Precinct

- West End Cafe open 10:30am to 3:30pm daily. (There are no licensed bar yet)
- All attractions are within easy walking distance
- Precinct Shop featuring a range of books and other products
- Gallery with locally made arts and crafts for sale
- Shady rest areas
- Well equipped, modern playground and picnic area with free BBQ in Frank McKelvie Park adjacent to the Precinct
- Car and coach parking areas
- Wheelchair accessible with facilities for disabled persons

Precinct Pass

Adult: \$8
Child: (under 5 free) \$5
Concession: \$5
Family: (2 adults & 2 children) \$24
Press Centre to 11/01/2005

Opening hours
10 am to 5 pm daily
(closed Christmas Day and Good Friday). Please note: some attractions opening times may vary. Transfer services available to and from the Precinct. Please contact your hotel reception or the Visitor Information Centre on (08) 8952 1800.

Location
On Larapinta Drive and Memorial Avenue, Alice Springs. Just two minute drive from the town or an easy 25-30 minute walk. (Walking not recommended during summer).

PO Box 3521 Alice Springs NT 0871
Tel: 08 8951 1120 Fax: 08 8953 0259 Box Office: 08 8951 1122
Website: www.ascp.com.au Email: culturalprecinct.dam@nt.gov.au

culture

Eight fascinating attractions

One unique location

An essential experience encompassing visual and performing arts, Aboriginal culture, heritage and natural history

museums

arts

heritage

performance

Namatjira

About the Precinct

The Cultural Precinct is home to eight of the most interesting cultural and historical attractions in Alice Springs. There are also seven registered Aboriginal sacred sites and trees of significance forming part of the two women dreaming track. A walk around the Precinct and its attractions provides an understanding of the real outback, its history and the pioneers who helped build the town of Alice Springs and the Northern Territory.

artefacts

aviation

galleries

Aruluen Centre & Galleries

Visit the focal point of Alice Springs' performing and visual arts. The Centre has four art galleries, sculpture gardens and a multi-purpose theatre. The Aruluen Galleries specialise in Central Australian art. An exciting program of changing exhibitions feature fine art from many of the Aboriginal art centres of the Central Desert and contemporary art by Northern Territory and other Australian artists. Aruluen also houses an extensive collection with early works from Papunya Tula and the Hermannsburg School as well as recent works by well known Aboriginal artists including Daring Nanyang, Jagged and Mick Namarart Tjapaltjatji.

Albert Namatjira Gallery

A collection of original paintings by this famous Aboriginal artist as well as works by his relatives and contemporaries from the Western Ansett landscape painting tradition.

The Museum of Central Australia

Explore the unique features of the Central Australian environment through time and space, following the evolution of the landscape, and the creatures that inhabited it. Featured is a replica of a local palaeontological dig, an ancient outcave with some surprising megafauna, and possibly the largest land that ever lived *Dinosaur* (dinosaur) died at eight million years.

Strehlow Research Centre

Learn about the life and works of the late Professor Ted Strehlow, who from the early 1930s was a Patrol Officer and researcher among the Ansett people. Artifacts of a non-culturally sensitive nature are included in the display.

Central Australian Aviation Museum

See early flying doctor clinics, a restored DC3 and other historical aircraft and aviation memorabilia. View the remains of the "Kookaburra", and learn the tragic story of its crew.

USER-FRIENDLY FAVOURITE

The popular A3 folded brochure for **Alice Springs Cultural Precinct** has been reprinted many times over the years, and can be found all round the Alice region. Dunnart also produced a similar A4 mono brochure and large-scale signage in keeping with the style of this series.

What's involved?

Landscape's Bushcare Program

The Bushcare program is a volunteer-based program that focuses on the restoration and preservation of natural areas for the purpose of improving biodiversity and ecological sustainability.

Bushcare

The same biodiversity refers to the variety of different plant and animal species that are present in an area. Having diverse species is important for the long-term survival of our native plants and animals.

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Contacts

1. Kingsford Park Bushcare

Phone: 08 941 1111 (see list of members on page 2)

2. Bushcare High Bushcare

Phone: 08 941 1111 (see list of members on page 2)

3. King George Park Bushcare

Phone: 08 941 1111 (see list of members on page 2)

4. Colton Park Bushcare

Phone: 08 941 1111 (see list of members on page 2)

5. Highbury Bushcare

Phone: 08 941 1111 (see list of members on page 2)

6. Friends of White Swan

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Leichhardt Council's Friends of the Park Bushcare Program

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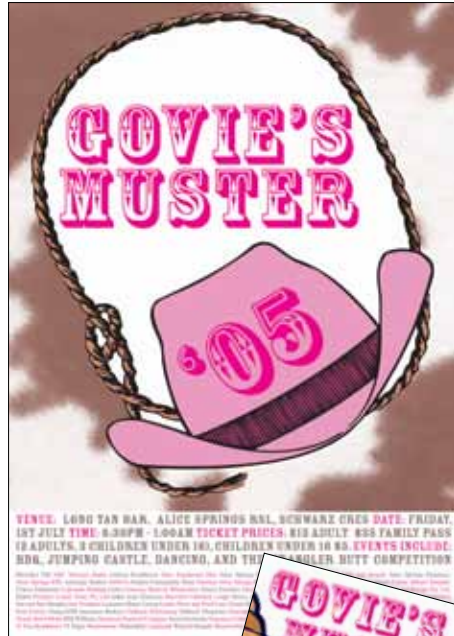
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BUSHCARE IN THE CITY

Dunnart produced a beautiful A3 folded to DL brochure for **Leichhardt Municipal Council** in the inner west suburbs of Sydney. This brochure, 'Friends of the Park Bushcare Program', is aimed at gaining volunteer interest in the community to regenerate bush areas throughout the metropolitan area.

This brochure was designed using natural colours, photography by the volunteers, and produced on 100% recycled paper.



A3 + A4 poster as seen around Alice Springs



YEE HAW!

The 2005 **Govies Muster** is a fund-raising event for governess gals off the cattle stations throughout Central Australia. Each year they hold this annual event to raise money, they bring the kids in off the stations and have a good shin-dig!

Dunnart sponsored them in design of ticket and poster to push their profile to the next level. The clients LOVED their new look and we are already thinking what could be next years theme... hmmm!



A2 + A3 poster



A4 brochure highlighting events over Law Week 2005

KIDS LAW

Law Society Northern Territory contacted Dunnart in early 2005 to create a look across their promotional material for 2005 Law Society Week. This included posters, brochure, illustration work and newspaper advertisements. It was aimed at kids in the NT and what the law means to them, we updated the poster and flyer for them in 2006.



from top: A3 poster for 2003 promotion; postcard; square brochure that folds out which was printed on beautiful 100% recycled stock.

FUN THEME WITH LOCAL FLAVOUR

Dunnart created the 2003 & 2004 Christmas Promotion for **Yeperenye Shopping Centre**, Alice Springs, with an illustration based on the beauty of local flora and fauna, using the colour scheme of the shopping centre. **Design included:** 2 different posters, A3 and large 750mm x 1000mm, huge display vinyl stickers, entry forms, postcards, newspaper advertisements and other print material. A photoshoot was done with Santa at Alice Springs' Clay pans, and these images were used across the promotional material.

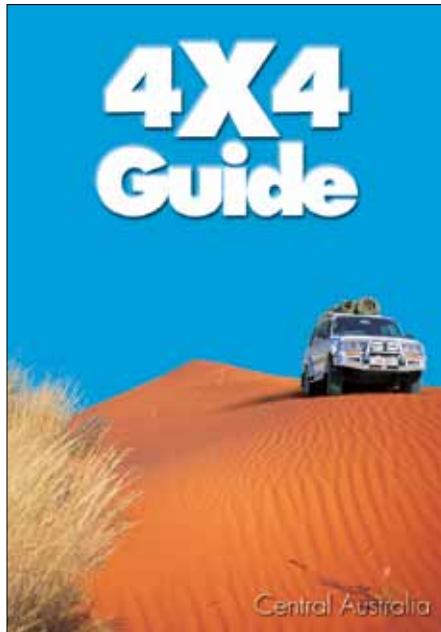


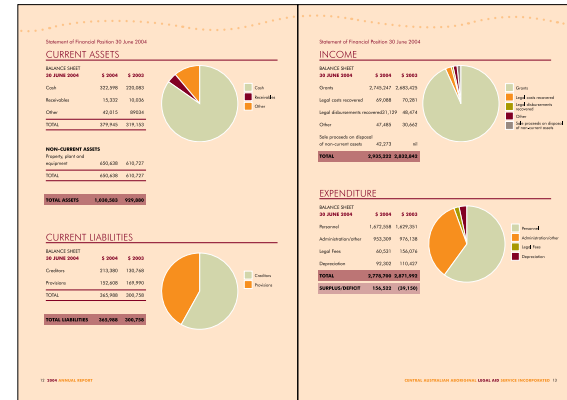
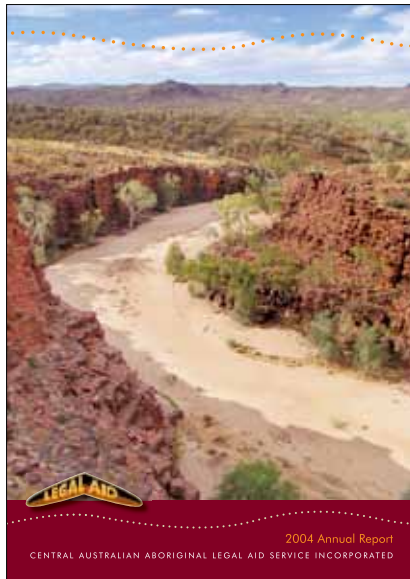
CREATING A FRESH NEW LOOK

This funky layout for **Land Right News** was revamped by Dunnart, replacing the out-of-date look of their newspaper-style publication. This new look was designed to be used on newsprint. The template was supplied to the client (in Indesign) for their artists to use which included a detailed style sheet system. As well as the template, a style guide showing font usage, layout rules and colours was produced.

TARGETING READERS

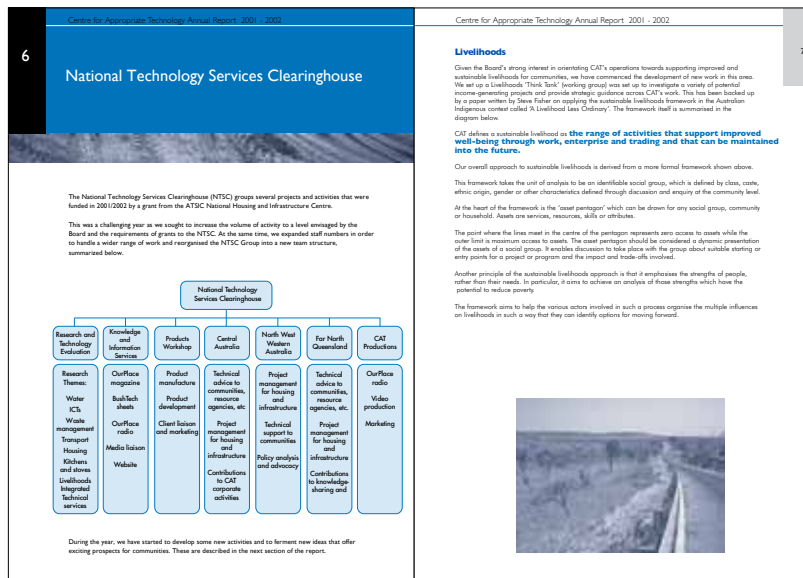
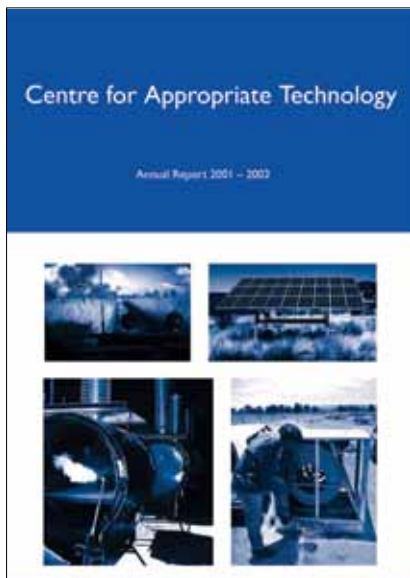
The **CATIA 4x4 Guide** highlights 4x4 activities in Central Australia, using 'rugged' colours and typography to attract readers. We also designed many adverts, icons, maps and evocative backgrounds. Other material created for CATIA includes website, co-op magazine ads, Motivational and Accommodation Guides.





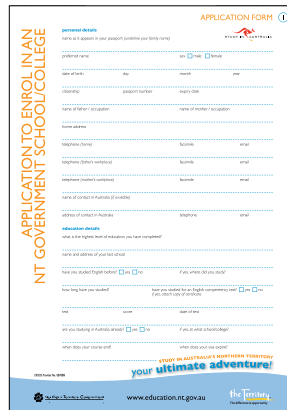
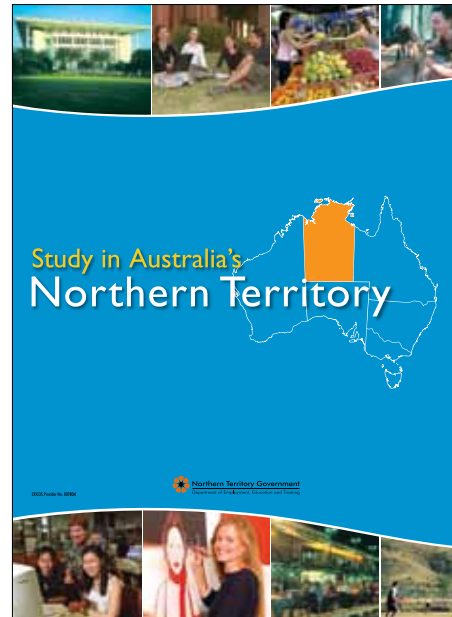
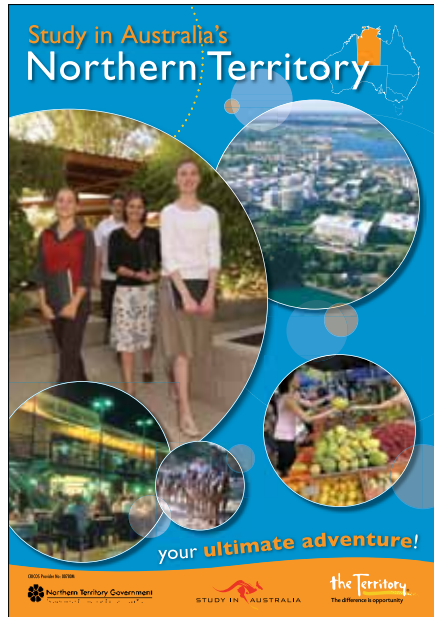
LOOKIN' GOOD LAW

The 2004 Central Australian Aboriginal Legal Aid Service (CAALAS) annual report has been taken to the next level from their previous reports, with clean graphs and tables, tidy layout and typography and a new cover shot of Trephina Gorge, NT – all produced and delivered to our client within an extremely tight deadline.



DYNAMIC DUO-TONE

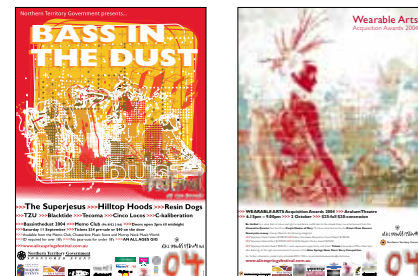
The 2002 Centre for Appropriate Technology (CAT) annual report took on a more simplistic, corporate approach from previous reports, it is simple yet bold. It uses two colours throughout the report and with duo toned photographs, graphs and charts.



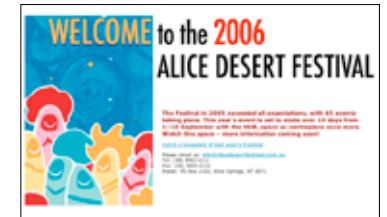
FUNKY INTERNATIONAL KIT

Items produced for Department of Employment, Education & Training Information Services Kit included die cut folder, brochure, application forms, 9 die cut forms and other elements. This campaign included a photo shoot at the local school, graphs and map work.

All was kept to strict colour scheme and designed to be funky yet conservative. The kit is aimed at the local Asian market for students wishing to study final years at high school within the Northern Territory.



2004 - various A2 posters (above)
2004 - festival business card (left)
2004 - festival DL program (right)



2005 - festival website

DESERT FESTIVAL FUN

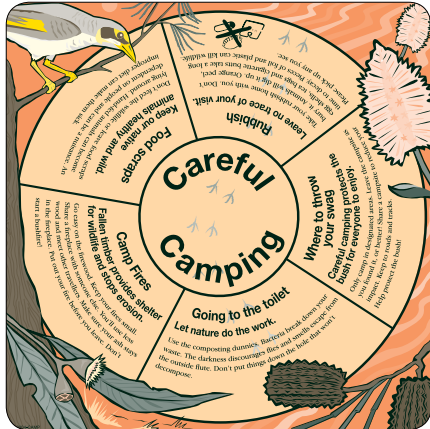
The 2004 Alice Springs Festival campaign was given a very artistic style, in keeping with the Festivals flavour.

Included was: A2 posters series, website, postcard series, 32 page DL brochure, business cards, business plan, case study, photography and t-shirts.

Dunnart has worked closely with the Alice Springs Festival for a few years now, designing and photographing the event — and we also worked on the 2005 Festival campaign... once again it was an amazing result!

The above designs are from the Alice Springs 2005 Festival website, which we updated on a regular basis during the festival activities.



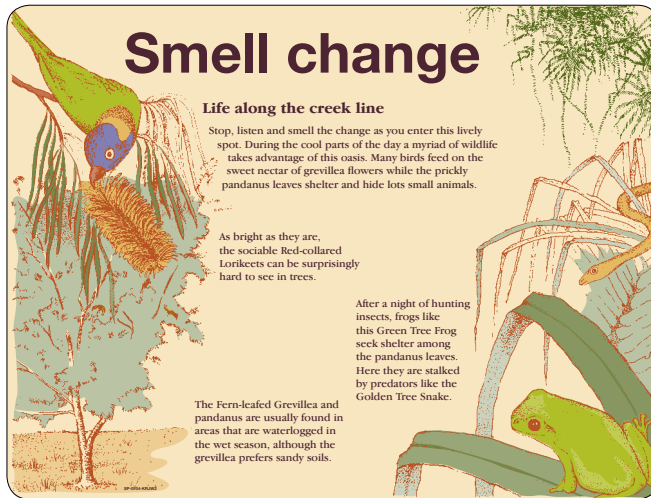


Electronic illustration was done for this 430mm x 430mm "Camping with Care" sign. These signs are affixed on top of eating tabletops in Parks throughout Central Australia.

GETTING OUT AMONGST IT

Dunnart have won several tenders to create large-scale signage for **Parks & Wildlife Service NT** in the **Katherine and Alice Springs region**. These jobs require attention to detail, comprehensive art skills and ability to follow strict design guidelines. Our designers researched the jobs in depth, exploring the Parks, photographing sites, and working closely with Rangers, Interpretative Officers and Indigenous Elders to gain a thorough understanding of the land and cultural history.

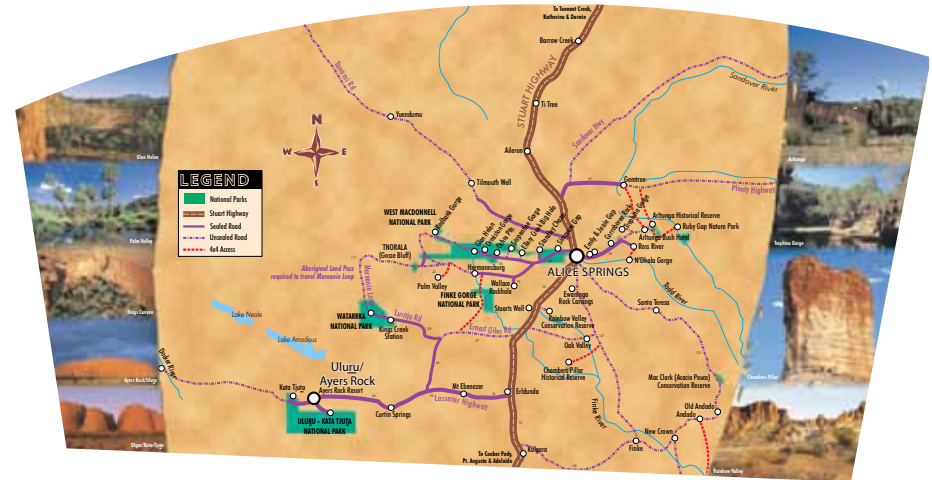
Finished signage design included both digital prints (run out on vinyl with adhesive backing to aluminium) and traditional screen printed signage, they required expertise in design, layout and illustration (drawings were done with pen and ink and on the computer).



This 380mm x 500mm sign was designed as part of a series for Gregory National Park near the Western Australia/Northern Territory border. It was designed 'out of season' and our designer had to visit during the wet season with stormy tropical weather to ensure the signs were printed and installed in time for opening of the Park in peak visitor season.



900mm x 900mm Orientation Sign which includes hand drawn aerial oblique map, pen and ink illustrations of various fauna and flora.



DISPLAYING THE HIGHLIGHTS

Dunnart has designed a lot of **Central Australian Tourism Industry Association (CATIA)** artwork over the years, including their logo. This was an unusually shaped 1100mm x 1700mm map with detailed design and photos from NT Tourist Commission. It was laminated on sticky vinyl and block mounted to MDF board, and is now in CATIA's foyer.



NOT JUST TRADITIONAL FORMATS...

To fit with the look of their business, Dunnart designed bright and energetic signage for **Melanka Backpackers** buses. They wanted vibrant designs to grab attention — and they weren't disappointed. We created digitally printed designs which were then stuck onto the buses.



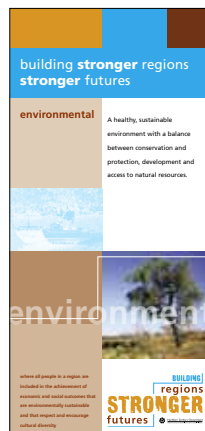
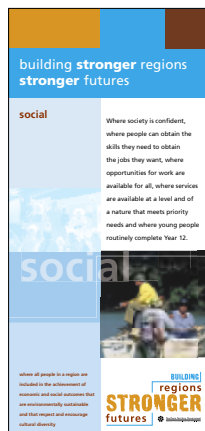


CONFERENCE GIVEN A BOOST

This set of four pull-up banners for a government conference in Alice Springs, late 2004, was created working with staff based in Darwin.

Other items included: A4 program of events, various registration forms for delegates, t-shirts, calico carry bags, A5 note pads, name tags, forms, website and interactive cd.

Stock photography was provided by Dunnart — including this shot (left) of The Ghan freight train making its epic journey from Adelaide to Darwin.



These A2 posters were original artworks that were photographed and then blown up and reproduced onto aluminium.



Large 5m drop banners printed double-sided sit in the foyer windows with feature lighting.

signage + displays

FANTASTIC FOYER

The foyer for **Central Australian Aboriginal Media Association (CAAMA)** was under production for a couple of years, and in May 2005, was completed with a grand opening.

Dunnart designed large-scale vinyl displays, reproduced numerous historical posters outpuffed onto A2 aluminum, three 5 metre drop banners printed double-sided with information about CAAMA shops, radio and productions.

The design was loud and vibrant, funky with strong indigenous identity. Dunnart had tons of fabulous old photos to work with and reproduced them large-scale onto these printed materials.





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