CASE STUDY 2

Corporate communication materials for a national R&D organisation

Client: Forest and Wood Products Australia

Forest&Wood Products Australia
Knowledge for a sustainable Australia

Designgrant's work for this client specifically demonstrates our capacity to design for a broad range of corporate communication projects, all of which need to clearly communicate the value of stakeholders' investment in R&D through industry levies and Australian Government funding, and the delivery of tangible services and outcomes.

Over the past six years, Designgrant has developed a strong corporate style for all FWPA reporting documents, as well as designing and developing promotional materials for FWPA's *Growing Careers* and *Forest Learning* campaigns.

Responding to recent budgetary constraints, we have been able to work with the client to design and deliver more cost-effective communication products, such as email direct mail templates, websites and interactive pdfs, as well as suggest alternative print solutions to significantly reduce the organisation's spend on four colour process printing.

FWPA has been a Designgrant client since 2007.

- FWPA Annual Reports: 2009/2010/2011/2012/2013
- FWPA Annual Operations Plans: 20110/2012/2013
- FWPA Strategic Plans: 20110/2012/2013
- Growing Careers:
  - Corporate Identity
  - Press Advertisements
  - Outdoor Posters
  - Website Design
- Forest Learning:
  - Promotional Posters
  - Website Design
  - Teaching Aids
- Trade Show Display Design
- Rollerbanners
- PowerPoint Presentations

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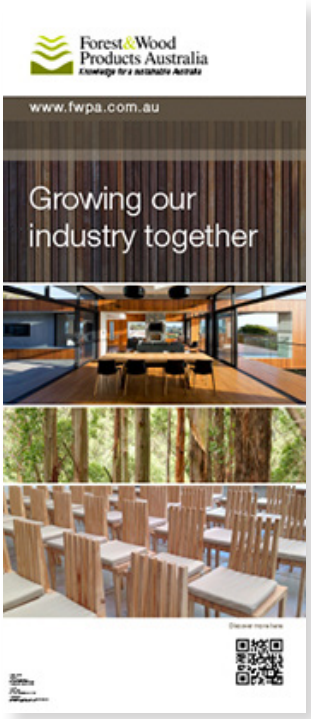

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