



SEC Newgate Creative Services

Discover our team's exceptional work, from branding to video and animation. Find out how we make the creative process easy and effective for you.

PORTFOLIO & CREDENTIALS 2024



We deliver **effective,** **strategic creative.**

IDEATION • CONCEPT DESIGN • VISUAL STORYTELLING • CONTENT DEVELOPMENT • GRAPHIC DESIGN • ART DIRECTION • REPORT AND PUBLICATION DESIGN • LOGO DESIGN • BRAND DEVELOPMENT • VISUAL IDENTITY • INFOGRAPHICS AND DATA VISUALISATION • VIDEO PRODUCTION • MOTION GRAPHICS AND ANIMATION • MARKETING AND PROMOTION • CONTENT PRODUCTION • DIGITAL ASSET CREATION • WEBSITE AND MICROSITE DESIGN AND DEVELOPMENT

Creative Solutions



Our multidisciplinary team are a trusted pair of hands; we have the knowledge and experience to effectively connect creativity with strategic insight. With expertise across various industries, we craft tailored solutions that will resonate with your audiences.



Working with us means gaining a creative partner that's committed to delivering exceptional results.

Why our clients choose us:



Creative That Delivers Where It Matters

Our team has crafted impactful creative for national campaigns, public policy advocacy, crisis communication and brand reputation projects. Our creative excels on the projects that matter.



Extensive Industry Expertise

With strong experience across corporate and government sectors, we know how to work with you and how to closely align creative with your business and brand.



Diverse and Adaptable Skillset

Our creative capabilities span branding, video, and data visualisation, catering to all your creative needs.



Tailored Solutions

We deliver customised creative solutions, tackling any brief with best practices and scaling services to meet specific needs.



Seamless Integration and Collaboration

We seamlessly integrate into your workflow, valuing client input and ensuring responsive, collaborative engagement.



Speed and Efficiency

We provide rapid, high-quality project delivery, maintaining budget and timeline commitments.

Our Clients

We partner with clients across a diverse range of sectors. Our adaptable portfolio showcases excellence across various collaborations and briefs.



Our Capabilities

01



Corporate Communications and Reporting

02



Positioning and Campaign

03



Branding and Visual Identity

04



Video, Motion Graphics and Animation

05



Digital Applications

06



Infographics and Data Visualisation

01

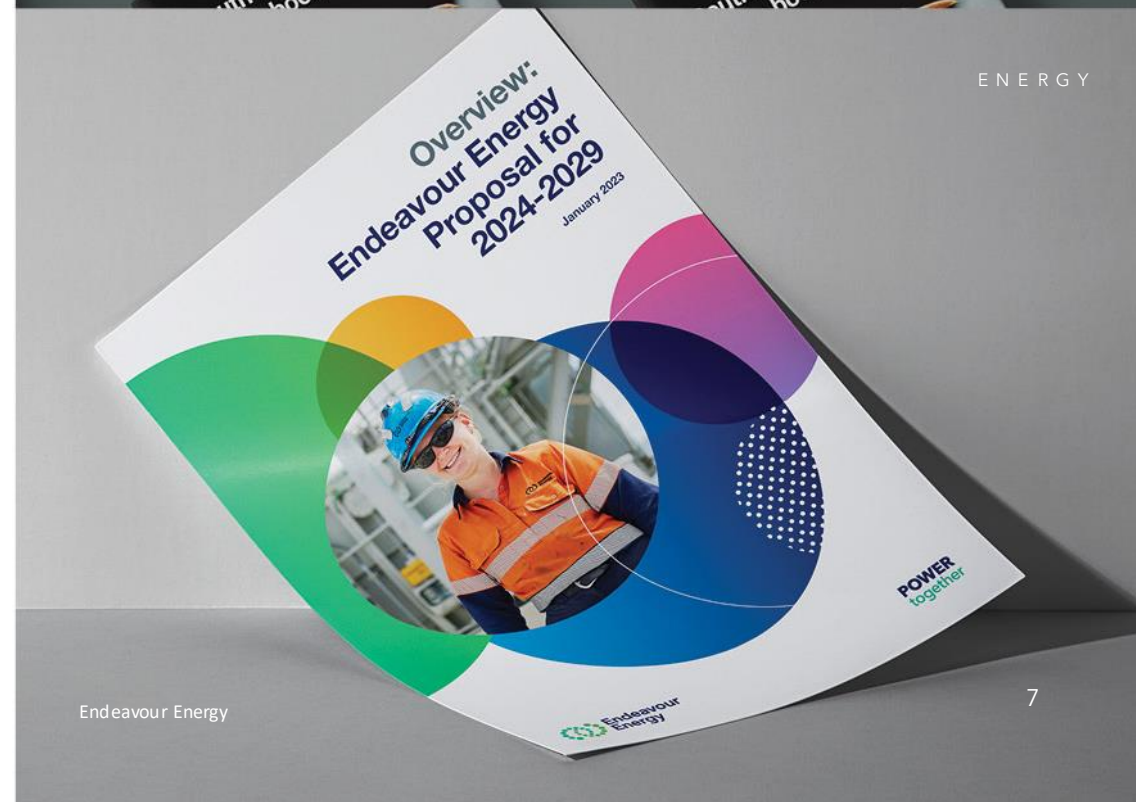
Corporate Communications and Reporting

In today's corporate landscape, clear and impactful communication is crucial for maintaining transparency and trust.

Our team specialises in corporate communications and reporting, providing tailored solutions such as captivating annual reports and comprehensive market research reports. Through visual storytelling and strategic design, we effectively articulate your message, developing narratives that transform strategic communications into engaging marketing pieces.

We Deliver

- Investor relations materials (annual reports)
- Financial reports
- Sustainability strategies and reports
- Market research reports
- Compliance and regulatory (policy manuals, disclosures)
- Crisis communication plans and materials
- Prospectus documents
- High-end proposals and presentations
- Internal materials (employee newsletters, videos)
- External materials (press releases, media pitches)





Port of Brisbane - Master Plans



Council on the Ageing (COTA)



Animal Medicines Australia



Sydney Business Chamber



au Domain Administration Limited (auDA)



Bowdens Silver Project



BHP



Council on the Ageing (COTA)

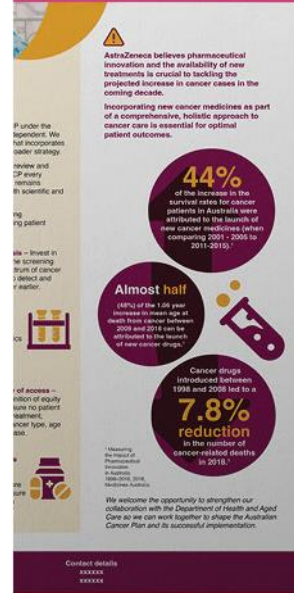
02 Positioning and Campaign

Crafting a strong brand presence and launching successful marketing campaigns are essential for staying competitive.

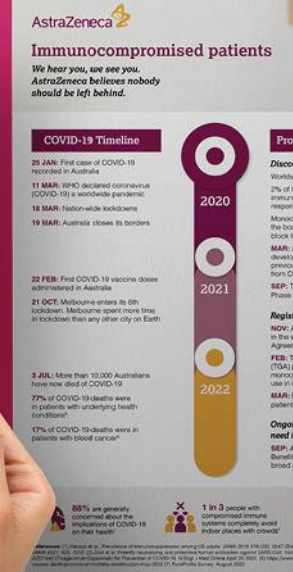
Our team excels in positioning and campaign development, delivering print and digital assets like eye-catching print collateral and compelling video content. Leveraging innovative design and compelling storytelling, we engage your target audiences effectively, bringing your brand or campaign to life with dynamic animated digital ads that vividly communicate the value of your proposition.

We Deliver

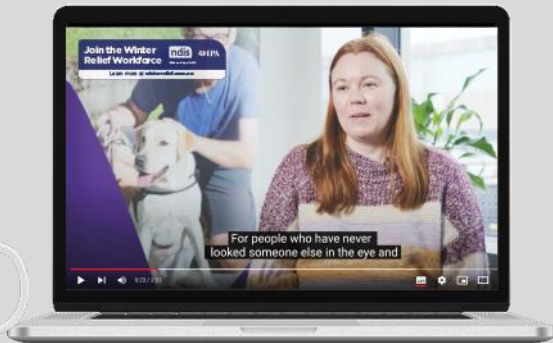
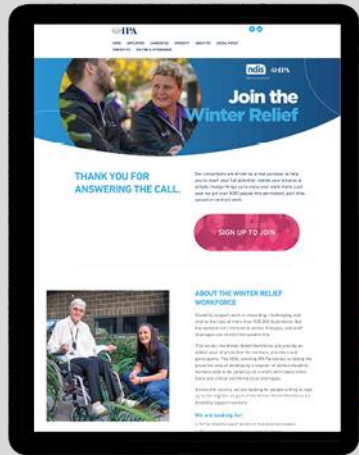
- Print collateral (flyers, leave-behinds, brochures, posters)
- Digital advertisements (banners, social media ads)
- Email marketing campaigns (design and copywriting)
- Video content creation (animated videos, infographics)
- Social media content curation and post templates
- Public relations materials (press releases, media kits)
- Event marketing materials (invitations, signage)
- Merchandise and promotional items (t-shirts, stickers)

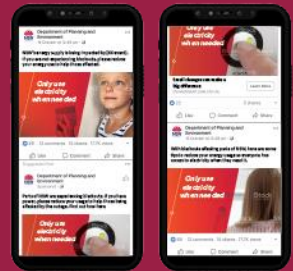


Astrazeneca



American Express





Easy steps to save big on power

During a heat wave, everyone needs to do their bit to reduce the load on the State's electricity system to make sure everyone can access power when they need it.

There is no need to turn off the A/C altogether. If everyone makes some small changes to their electricity consumption, particularly in peak hours, it makes a big difference to the availability and stability of the network.

It will also help you save money on your power bills!

- 1 If you have A/C set it between 23 - 26 degrees**
 - Make sure you have your doors and windows closed and your blinds down. If you don't have A/C, wear shorts and sandals and use fans.
 - Heating and cooling make up more than 50% of the average annual electricity consumption, so you can make small changes to stay comfortable and give your big savings while ensuring the stability of the network.
- 2 Use high energy consumption appliances outside of peak hours**
 - Big appliances like washing machines, clothes dryers and dishwashers use a lot of power so avoid using them during the peak period (usually 5pm to 8pm).
 - Pre-heating appliances provide a significant reduction in energy consumption during their normal use. Some energy savers during their normal use will also decrease the load on the grid.
- 3 Turn off appliances at the wall when you're not using them**
 - Appliances that are plugged in to an outlet will use power, even when they aren't in use. Turn your appliances off at the wall when you are not using them to save money and make sure there is enough power for everyone when they need it.
- 4 Limit hot water use**
 - Hot water makes up almost a third of the average annual electricity consumption!
 - Limiting your hot water usage can give you big savings. Switching to a cold cycle on your washing machine, or taking shorter showers can give you big savings.

REMEMBER THE BIG 4 SAVERS

For more information visit environment.nsw.gov.au

NSW Office of Environment & Heritage

And remember that, if you are suffering from a medical condition that means you or someone who lives in your home is unable to change air temperature, heat your home to the minimum required for you to be comfortable.

If you had a small, safe a Family member, friend or someone you trust to help.

The grid is under extreme pressure, causing blackouts in some parts of NSW.

We need you to reduce your energy use.

What can I do to help?

Where can I find out more?

Turn off your pool pump

Turn off your pool pump

The grid is under extreme pressure, causing blackouts in some parts of NSW.

We need you to reduce your energy use.

What is happening?

What is the Government doing?

REMEMBER THE BIG 4 SAVERS

Savers save big on Power

Check your air-con setting

Turn off hot water appliances

Daily Telegraph BUSH SUMMIT

Friday, 28 August 2020
Cooma Multifunction Centre
Cooma, New South Wales

This event is proudly sponsored by:

Daily Telegraph

W TransGrid newscast Santos red energy TAFEI

Daily Telegraph BUSH SUMMIT

#bushsummit2020

Welcome and Agenda

Local Cafes, Restaurants and Pubs

Daily Telegraph BUSH SUMMIT

At the Bush Summit we will hear from community leaders, industry farmers, policy makers and politicians. These groups will come together to discuss the threats to regional industry, agriculture, business and community leaders and propose practical solutions to give the bush a future chance of survival.

Thursday Dubbo Regional T

Key Findings

Daily Telegraph BUSH SUMMIT

Your Invitation

Live Stream Event

How to Join

Set a reminder

On the day

03 Branding and Visual Identity

Establishing a distinct brand identity is essential for standing out in a crowded marketplace.

Our focus on branding and visual identity offers practical and comprehensive solutions to logo design and brand identity needs. From business cards to email signatures, we develop cohesive brand elements that convey your unique personality and values, ensuring a lasting impression on your audience.

We Deliver

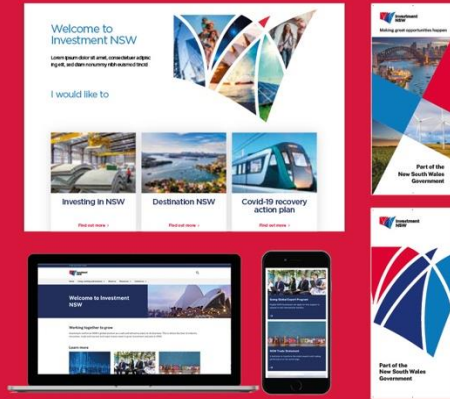
- Logo design and refinement
- Brand style guide / guidelines
- Brand personality and tone of voice guidelines
- Business cards
- Email signatures
- Stationery sets
- Word and PowerPoint templates
- Email templates



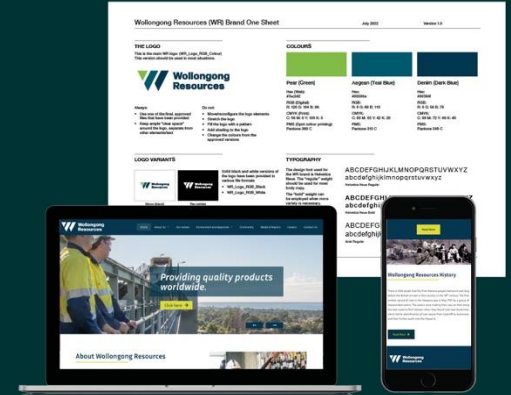
Wollongong Resources



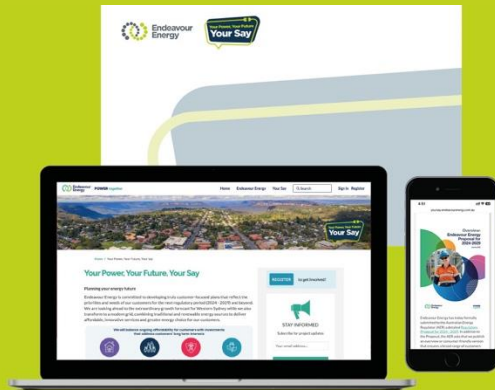
Australian Professional Government Relations Association (APGRA)



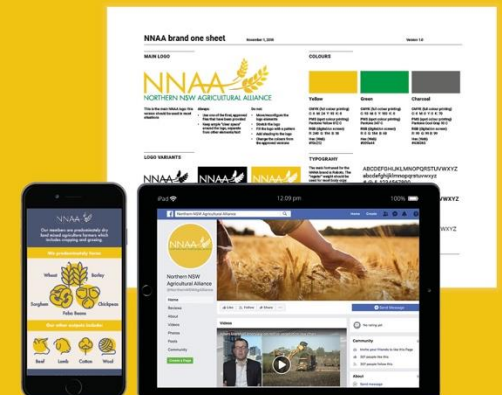
Investment NSW



Wollongong Resources



Endeavour Energy – Your Power, Your Future, Your Say



Northern NSW Agriculture Alliance (NNAA)



04 Video, Motion Graphics and Animation

In the digital age, compelling video content is paramount for engaging audiences.

Our team specialises in video post-production and animation, delivering visually stunning content such as animated infographics and motion graphic social media ads. By leveraging the latest innovative and efficient techniques and platforms, we create dynamic videos that capture the energy of your business or project, fostering engaging connections with your audiences.

We Deliver

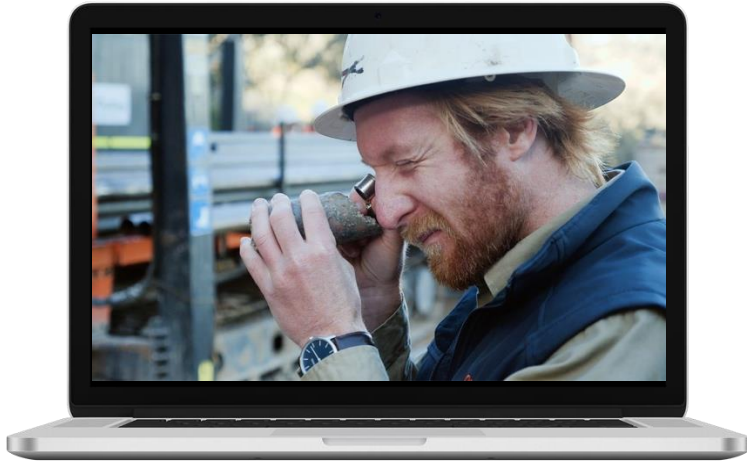
- Corporate communications (internal and external)
- Corporate interviews
- Vox pops - interviews, focus groups, testimonials and events
- Video executive summaries
- Corporate event videos
- Explainer videos
- Product demos and promotional videos
- Training and educational videos
- Media training
- Animated social media ads
- Motion graphics infographics and data visualisations
- Animated social media banners and graphics
- Animated logos and brand intros
- Motion graphics for title sequences and end credits



NSW Government - Parramatta Aquatic Centre Vox Pops

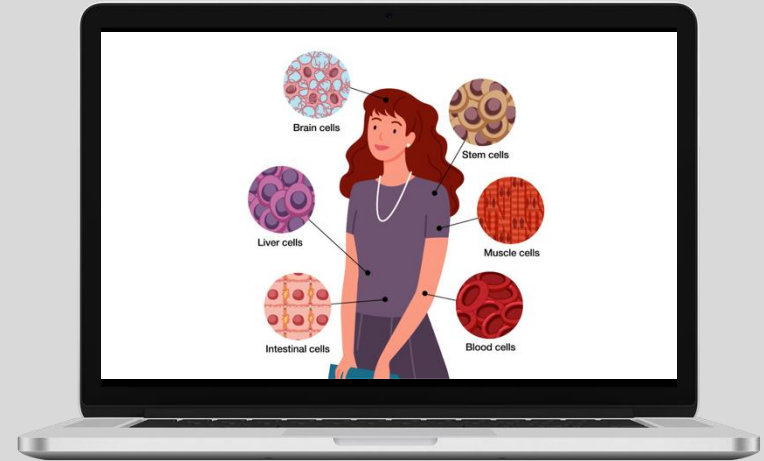


Snowy Hydro - "One Team" Campaign



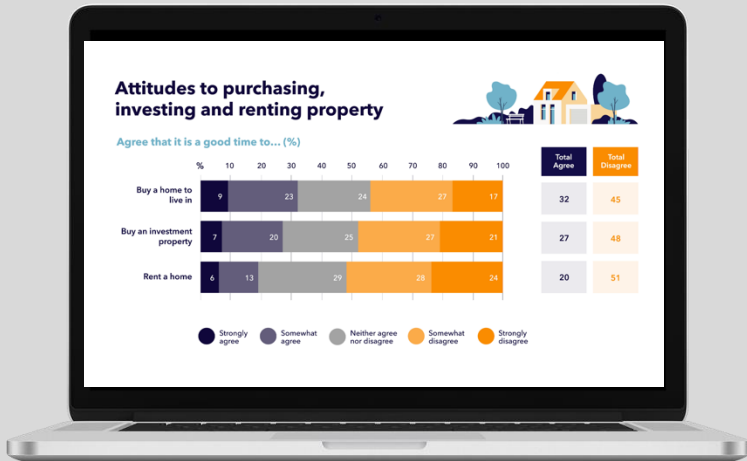
Bowdens Silver - Promotional Video

View



Bayer - Clinical Trials Explainer Animation

View



SEC Newgate – Mood of the Nation Animations

View



Melbourne Archdiocese Catholic Schools (MACS) - Australia's Best Teachers Campaign

View

05 Digital Applications

A strong online presence is crucial for reaching and captivating your target audiences.

We excel in digital strategy and content creation, offering services like social media campaign design and website development. With tailored solutions aligned with your brand or campaign, such as visually striking digital advertisements or informative campaign microsites, we help you engage and activate your audiences in today's digital world.

We Deliver

- Social media graphics and banners
- Website design and development
- Campaign microsites (marketing, education, awareness purposes)
- Interactive summaries (annual reports, year in review websites)
- Email marketing templates
- Digital advertisements (banners, display ads, etc.)
- Infographics for online distribution
- Digital newsletters and e-brochures



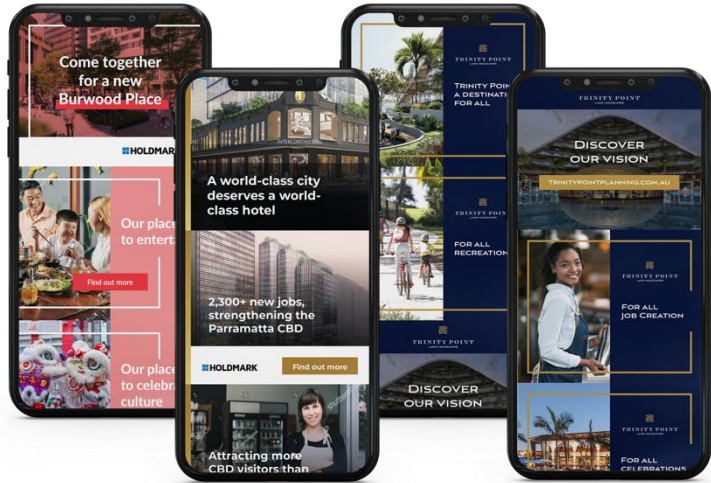
MACS - Melbourne Archdiocese Catholic Schools



Bayer

PROPERTY

GOVERNMENT



Holdmark / Trinity Point



Victorian Chambers of Commerce

HEALTH

MINING & RESOURCES



The Pharmacy Guild Of Australia NSW Branch



Malabar Resources

06 Infographics and Data Visualisation

Effectively communicating complex information is vital for engaging your audience.

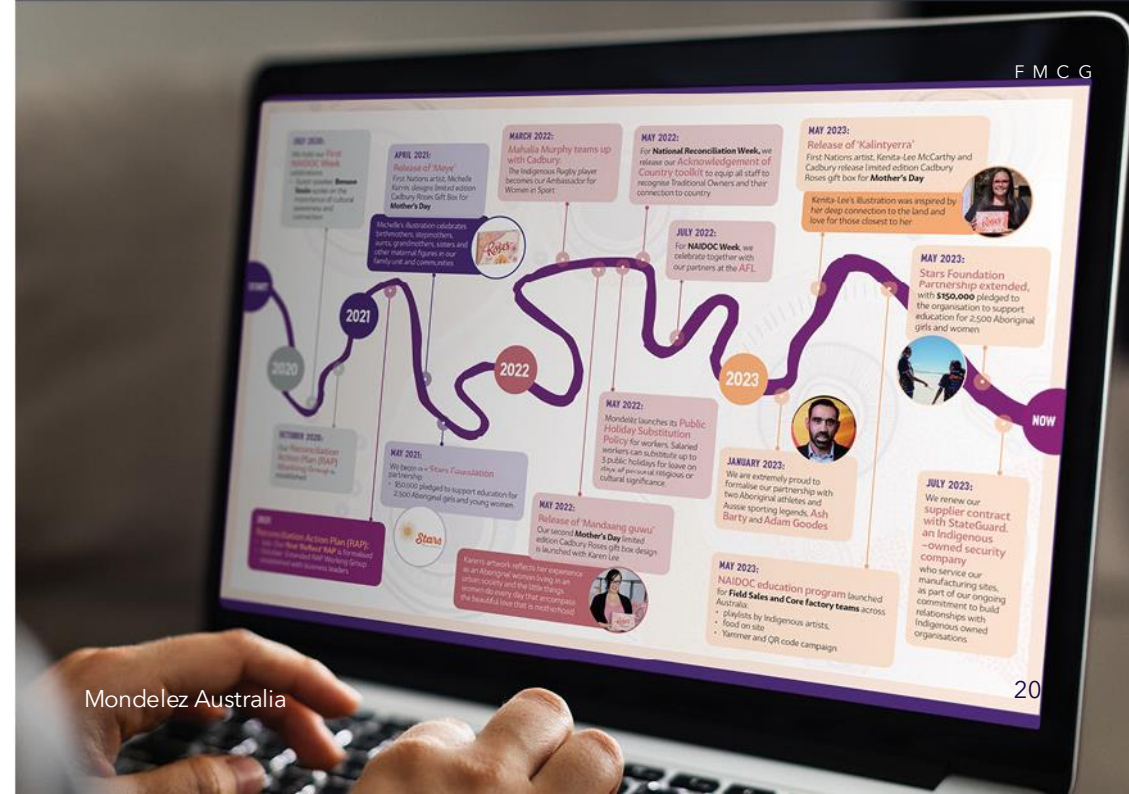
Our focus on infographic and data visualisation development offers custom solutions such as data-driven animations and illustrative charts and diagrams. We can distill complex data sets into understandable graphics and help you communicate key insights and trends in a visually compelling way, ensuring more impactful engagement with your audiences.

We Deliver

- Tailored infographics (e.g., marketing, education)
- Storytelling via illustrations, icons, graphics
- Simplified data visualisation
- Chart and graph design (e.g., bars, pies, lines)
- Animated data insights
- Infographics with stats and analysis
- Industry-specific data solutions
- Heatmaps, geographic mapping
- Real-time data dashboards
- Customer journey maps
- Step-by-step instructional guides



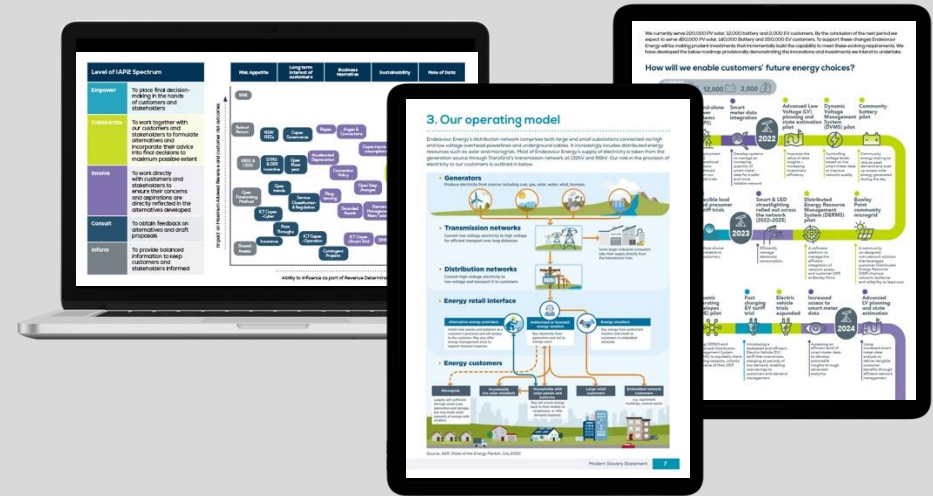
ASIC (Australian Securities and Investments Commission)



Mondelez Australia



eBay



Endeavour Energy



Mitsubishi Corporation



NSW Government – Roads and Maritime Services

Sample Case Studies



Industry Blueprint and Promotional Collateral

Consumer Goods & Food / Beverage Products



Distillers South Australia

(formerly known as the South Australian Spirit Producers Association (SASPA))

South Australia's Spirits Boom (2021)

Objectives: The SASPA Industry Blueprint aimed to chart a strategic course for South Australia's burgeoning spirits industry. The primary objective was to develop a comprehensive blueprint that would guide the growth and sustainability of the sector, fostering innovation, collaboration, and economic development within the region.

Approach: We began by thoroughly understanding South Australia's spirits industry, working closely with SASPA to blend their current branding with fresh ideas for the Industry Blueprint. Our team crafted a vibrant and bold creative concept, incorporating visual storytelling through case studies, and authentic photography to bring the Blueprint to life. We kept authenticity at the forefront, ensuring each image captured the essence of South Australia's distilling heritage with craftsmanship and innovation.

Outcomes: The Industry Blueprint achieved notable success, marked by a successful launch event and widespread industry awareness. Its engaging narrative and visually appealing presentation captivated stakeholders, fostering a deeper understanding of the industry's potential. The Blueprint continues to influence strategies within the spirits industry. Our partnership with SASPA underscores the effectiveness of our creative approach in delivering impactful solutions aligned with our client's objectives. For more information:

<https://distillerssa.org.au/south-australias-spirits-boom-industry-blueprint/>



Brand Identity, Positioning and Communication Materials

Government / Infrastructure



CULTURE IN
CONSTRUCTION

Construction Industry Culture Taskforce (CICT) CICT Brand, Communications Strategy and Campaign Development / Execution (2019 - 2021)

Objective: With Australia's infrastructure boom creating an urgent need for skilled workers, the Construction Industry Culture Taskforce (CICT)—a coalition of the NSW and Victorian Governments and the Australian Constructors' Association—sought to redefine the industry's image. The challenge was to craft a compelling brand and campaign to elevate the sector's appeal by promoting cultural diversity and inclusivity.

Approach: To achieve this, we built a dynamic brand identity that positioned the CICT as a leader in cultural transformation within the construction sector. The visual identity combined bold typography and a contemporary color palette to convey strength and progressiveness, while the logo symbolised unity and forward movement. The creative narrative centered on "Building a New Culture," highlighting the industry's commitment to evolving its values. A multi-layered campaign was developed, blending traditional and digital strategies. We launched an immersive digital experience, including a responsive website and a virtual consultation hub, to educate and engage stakeholders. A series of animated social media assets and email campaigns were crafted to drive interest and interaction, while compelling video content and infographics illustrated the benefits of the new Culture Standard.

Outcome: The creative strategy resonated, driving significant digital engagement and fostering widespread support. The innovative brand identity and campaign narrative helped position the CICT as a catalyst for change, enabling the successful piloting of the Culture Standard on six major projects in NSW and Victoria in 2022, setting the stage for a transformative shift in the construction industry's cultural landscape.



Proposals, Reporting and Communication Materials

Energy



Endeavour Energy Regulatory Reset Proposal (2021 - 2023)

Objectives: Endeavour Energy engaged our team to develop a visually engaging set of documentation and collateral for their Regulatory Proposal for 2024-2029. The goal was to communicate complex regulatory information clearly and effectively to regulatory audiences, stakeholders and the public, fostering transparency and engagement.

Approach: Diving deep into Endeavour Energy's regulatory goals and messaging, we leveraged our expertise in art direction and visual storytelling to craft compelling creative directions to improve communication of the rich content. We conceptualised vibrant and colourful themes to visually articulate each segment of their strategy, ensuring clarity and impact. Authenticity was infused through candid imagery sourced from focus groups, vividly showcasing the depth and breadth of engagement while detailed infographics were meticulously tailored to distil complex regulatory data into easily understandable visuals. Clear and concise typography, coupled with intuitive layouts for graphs, charts, and data, ensured seamless communication across all collateral materials, including presentation decks and digital assets.

Outcomes: The art direction of the proposal documentation, presentation and promotional collateral played a pivotal role in facilitating stakeholder engagement, leading to a cultural shift in Endeavour's approach to engagement. Positive feedback from key stakeholders, including regulatory groups, affirmed the effectiveness of the visual communication. Endeavour's selection for the AER's Early Signal Pathway process underscores the impact of the proposal's design in conveying priorities. Customer panel members lauded the design's clarity, with 90% endorsing its consumer-centric approach and alignment with their preferences. For more information:

<https://yoursay.endeavourenergy.com.au/your-power-your-say-your-future>



Reports and Promotional Collateral

Technology, Media & Telecommunications

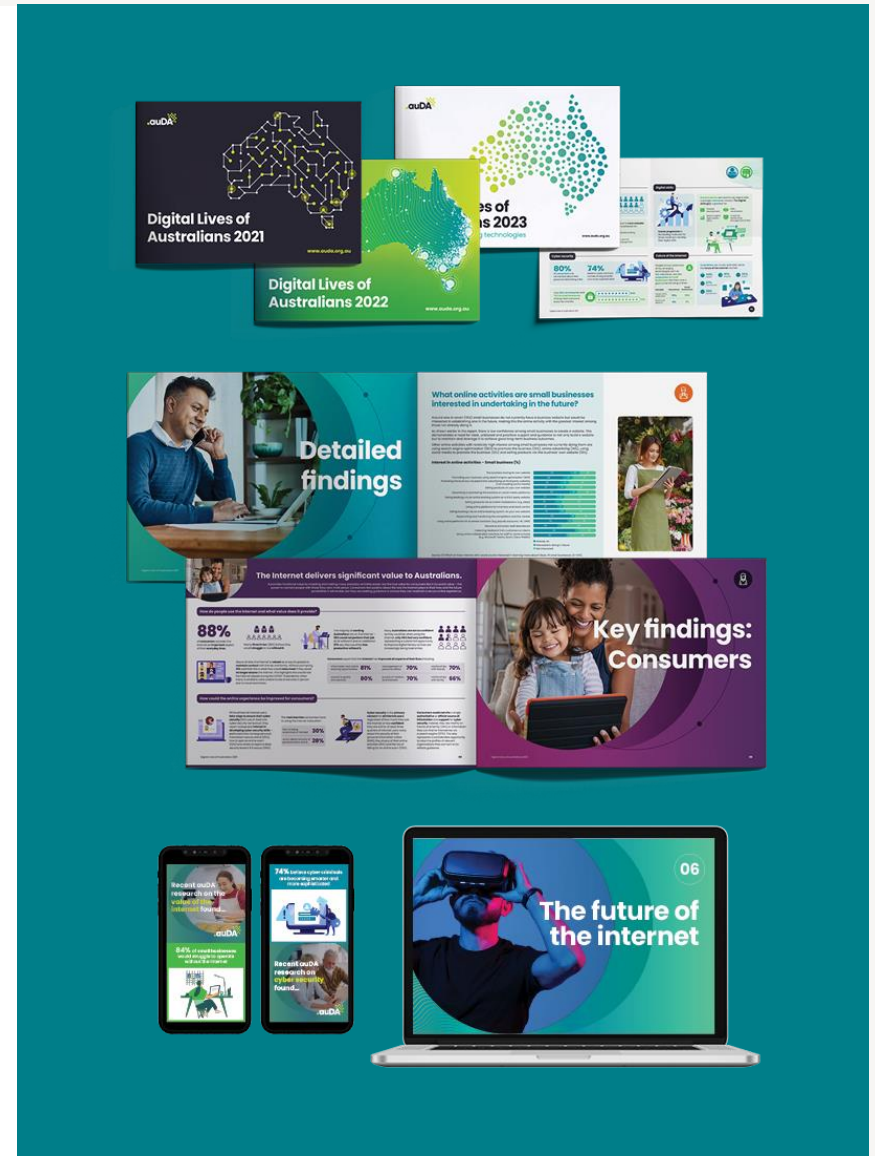


auDA Digital Lives of Australians (2021 - on-going)

Objectives: auDA approached our research team with the brief of delve into the Digital Lives of Australians. Our research team conducted extensive studies, gathering valuable insights into digital behaviours and trends. Leveraging these insights, we've meticulously designed these sets of research reports annually since 2021, engaging audiences effectively while providing actionable data-driven insights.

Approach: Our creative process began by crafting vibrant colour-curated themes tailored to the two distinct segments of small business and consumers, enriching the narrative of the reports. We incorporated lively and captivating creative accents inspired by the motion of data that harmonised seamlessly with auDA's brand guidelines for a more polished and professional execution that speaks to industry. Employing a range of data visualisation techniques, we transformed static graphs and charts into more visually compelling and easily understandable formats, heightening audience engagement. Additionally, we developed a dynamic digital campaign to amplify the reports' reach across auDA's social media platforms. Through a series of animated posts, we effectively conveyed key data points in an accessible and immersive manner, fostering deeper engagement and heightened awareness.

Outcomes: The reports have consistently achieved success in effectively communicating insights and fostering engagement. Praised for their clarity, visual appeal, and actionable insights, they have become a valuable resource for stakeholders across various sectors. The follow-up digital campaign has amplified the reach and impact of the reports, further solidifying auDA's position as a leader in digital research. Our ongoing partnership with auDA underscores the success of our collaboration and the enduring value of our creative services in delivering impactful research communications year after year.



A vibrant, stylized illustration of a diverse crowd of human heads in profile, facing right. The heads are rendered in various colors including blue, orange, yellow, and purple, set against a background of soft, colorful bokeh. The overall composition is dense and layered, creating a sense of a large, multi-cultural group.

Our Team

About Us

We are SEC Newgate Creative Services, a dynamic team within our award-winning strategic communications group. Specialising in corporate design and visual storytelling, our multidisciplinary graphic designers collaborate with digital experts to elevate your communications.

Passionate about crafting effective, tailored solutions, we deliver positive business outcomes through purpose-driven design and strategic thinking. Our comprehensive capabilities cover brand development, printed and digital media, and post-production services for videos and animations.

Led by an experienced art director with 15+ years' expertise, we ensure creativity and professionalism across diverse sectors. With over 200 successful projects spanning industries like Government, finance, and health, we're committed to excellence and quick turnaround times. **Let's partner on your next project.**



Our Creatives



Simon Tapson
Art Director

Simon is a highly skilled and strategic art director, with more than 15+ years of experience in in-house and agency environments.

Simon has led and worked in multi-disciplinary teams to design and execute a wide variety of successful print and digital design projects and campaigns. He specialises in brand identity development and his portfolio covers art direction, concept design, logo design, print, digital and web design.

Simon has designed effective communication collateral for multiple high-profile SEC Newgate clients for government projects and client advertising and marketing campaigns, within a variety of sectors ranging from agriculture to transport. Simon has also brought valuable knowledge and a dedicated creative direction to the SEC Newgate Australia and SEC Newgate brands.



Lena Todorovski
Senior Graphic Designer

Lena is a talented graphic designer who produces intelligent design solutions that have a lasting impact. She has well-rounded expertise in print, digital, web, video and animation. She has the ability to translate complex information into simple and accessible communication tools for diverse clients and stakeholders. Her wide-ranging skills allow her to transform ideas into eye-catching visuals and effective campaigns.

Lena has worked with a variety of industries across the corporate and government sectors, including clients such as Bayer, COTA Australia, and NSW Department of Education.

Lena is a committed team player who works in collaboration with her clients. As a creative problem solver, she's always on the lookout for new trends and emerging technologies to deliver innovative solutions.

Lena holds a Bachelor of Arts in Communication, as well as a Diploma in Graphic Design.



Rebecca Chong
Graphic Designer

Rebecca is an enthusiastic graphic designer whose work has spanned over various sectors ranging from print and advertising media to non-profit.

Her experience ranges from print and publication to campaign and concept design. She has designed effective campaigns that communicate with accessibility and inclusion in mind across web, print and social media. As a brand guardian she works to ensure that SEC Newgate maintains a consistent voice in its internal and external communications.

Rebecca holds a Bachelor Degree in Visual Communications, as well as a Diploma in Graphic Design.

Full-service offering.

Financial Communications	Corporate Affairs	Public Affairs	Crisis and Issues Management	Digital Insights	Market & Social Research	Community & Stakeholder Engagement
<ul style="list-style-type: none"> Financial reporting Government financial transaction IPO (initial public offerings) Investor relations M&A (mergers and acquisitions) Shareholder engagement 	<ul style="list-style-type: none"> Corporate and policy positioning ESG and social licence advisory Internal communications Media training 	<ul style="list-style-type: none"> Advocacy and issues campaigning Government relations Message and narrative development Stakeholder mapping and engagement 	<ul style="list-style-type: none"> Crisis preparation and management Cybersecurity communications Litigation support Media and issues management 	<ul style="list-style-type: none"> Social media analysis and training Strategic digital positioning Infographics and data visualisation Video production and web design 	<ul style="list-style-type: none"> Behavioural insights for effective strategies Campaign development and evaluation expertise Testing communications for impact Assessing community opinion Utilising data science analytics Conducting deliberative and crisis research Understanding stakeholder and employee perceptions 	<ul style="list-style-type: none"> Community workshop facilitation Deliberative engagement Directly impacted communities Engagement training Regional issues and communities Tendering support Vulnerable and niche audiences

Let's partner on your next project.

artwork@secnewgate.com.au