

We're more than a
Branding Agency

BRANDING • DESIGN • PRINT • PACKAGING • DIGITAL

FRANKIE & BOYD
BRANDING & DESIGN

Ideas bring brands to life.
Bright ideas bring brands success.

We Believe, that at the heart of
every successful brand, you'll
find a bright idea.

You can't start a fire without the ⚡ SPARK ⚡



Your Brand is More Than a Logo!

1

It stands for all the
BRAND ENCOMPASSES

2

It must be **DISTINCTIVE
AND MEMORABLE**

3

It needs to **POSITIVELY
INFLUENCE** across all
touchpoints

4

Whilst it can be easily
recognisable, **IT'S ONLY ONE
BRAND EXPRESSION**



It should be based on a
**STRONG STRATEGIC
FOUNDATION**

5

**IT NEEDS AN IDENTITY
AND PERSONALITY**
that resonates with
the audience

6

IT'S YOUR REPUTATION
– how people talk
about your brand

7

Meet The Team



GLENYS CAREY

Marketing & Project Director

Glenys is an established professional with exceptional experience in marketing, advertising, packaging design, 360° brand activations, shopper marketing, promotional marketing and sales & category management. Combining a unique blend of experience in Client & Agency businesses across a range of disciplines for a multitude of blue chip brands, Glenys will help you achieve your brand's potential.



KATRINA FRANKLIN

Creative Director *(Frankie)*

Katrina is a passionate award-winning creative who has worked in design & advertising for more than 18 years, working with brands such as Nestle, Unilever, Uncle Tobys, Diageo, Canon, Toyota & McDonalds. Katrina, together with Jill McMahon, co-founded their own branding and digital studio in 2011 named Frankie & Boyd. Katrina is inspired to continue building beautiful and successful brands.



JILL MCMAHON

Digital Director *(Boyd)*

After working as a freelance designer, Jill founded the 'Pretty Pollution' Agency in 2005. In 2011, Jill co-founded Frankie & Boyd with a shared vision to focus on projects that push boundaries and deliver results for her Clients. Excited about technology, Jill is experienced in managing large and technical digital projects from start to finish and takes advantage of any opportunity to try something new.



ROGERIO PINTO

Senior Web Developer

Rogerio brings a wealth of knowledge in Front End and Back End development with CMS tools such as Wordpress and Business Catalyst. A valuable resource who has a passion for Frankie & Boyd, Rogerio has a passion for web standards, user experience and a particular interest in interactive projects that put his skills to the test. Rogerio was born and bred in Brazil, has a Bachelor of Multimedia design and some exceptional coding experience with the likes of Commonwealth Bank.

**WORKING WITH
AGENCY PRINCIPALS**

who have a vested interest
in the project's success

EXTENSIVE EXPERIENCE

across all required disciplines,
successfully operating in the
marketing, advertising and
creative industries for more
than 25yrs

CONFIDENCE

to challenge the brief to
achieve best outcomes

Why Us

We are collaborators!

We strategise.

We create.

We deliver.

APPROACHABLE,
transparent, ethical
and hard-working

Always striving to
ACHIEVE GREATNESS
through ultimate quality, expert
qualifications, fresh ideas and
innovative thinking
at all times

A talented and
DEDICATED CORE TEAM
who are passionate with a
strong team spirit and
recognised as an extension
to client's marketing teams.

Our Services

We can offer activation across the following services.



BRANDING & DESIGN

Brand Strategy
Rebrand & Logo Design
Stationery Design
Brand Style Guide
Brand Guardianship
Graphic Design
Publishing Design
Packaging Design
Print Production
Illustration
Photography
Retouching



DIGITAL

Consulting & Workshops
Design
Development
Responsive Design
Strategy & Marketing
(inc. Social Media & Email Marketing)
User Experience (UX):
User Research & Profiling
User Flow
Wireframing
Prototyping & User Testing



ADVERTISING

Ad Campaigns:
(magazine, online,
viral & outdoor)
Copywriting
Point-Of-Sale
Art Direction
Merchandising



MARKETING

Strategy
Marketing Plan
Research
Copywriting



PROJECT MANAGEMENT

Overall management & workflow
of the project
Financial Management
Timelines
Preparation & writing of briefs

Our Process is Simple & Genuine

We get to know you and your brand inside and out,
no rock remains unturned. There's no tricks to the trade,
just passion and hard work.



1. DISCOVERY

Client Brief
Clarify Deliverables
Strategy & Goals



2. RESEARCH

Research & Strategy
Define Current Market
& Competitors



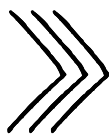
3. IDEA

Brainstorm Bright Idea
Exploration & Moodboard
Concept Rationale
Tone Of Voice



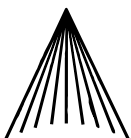
4. DESIGN

Develop Look & Feel
Define Essence;
Colour, Typography,
Graphics & Message
Hierarchy



5. IMPLEMENTATION

Rollout Design
Print Production

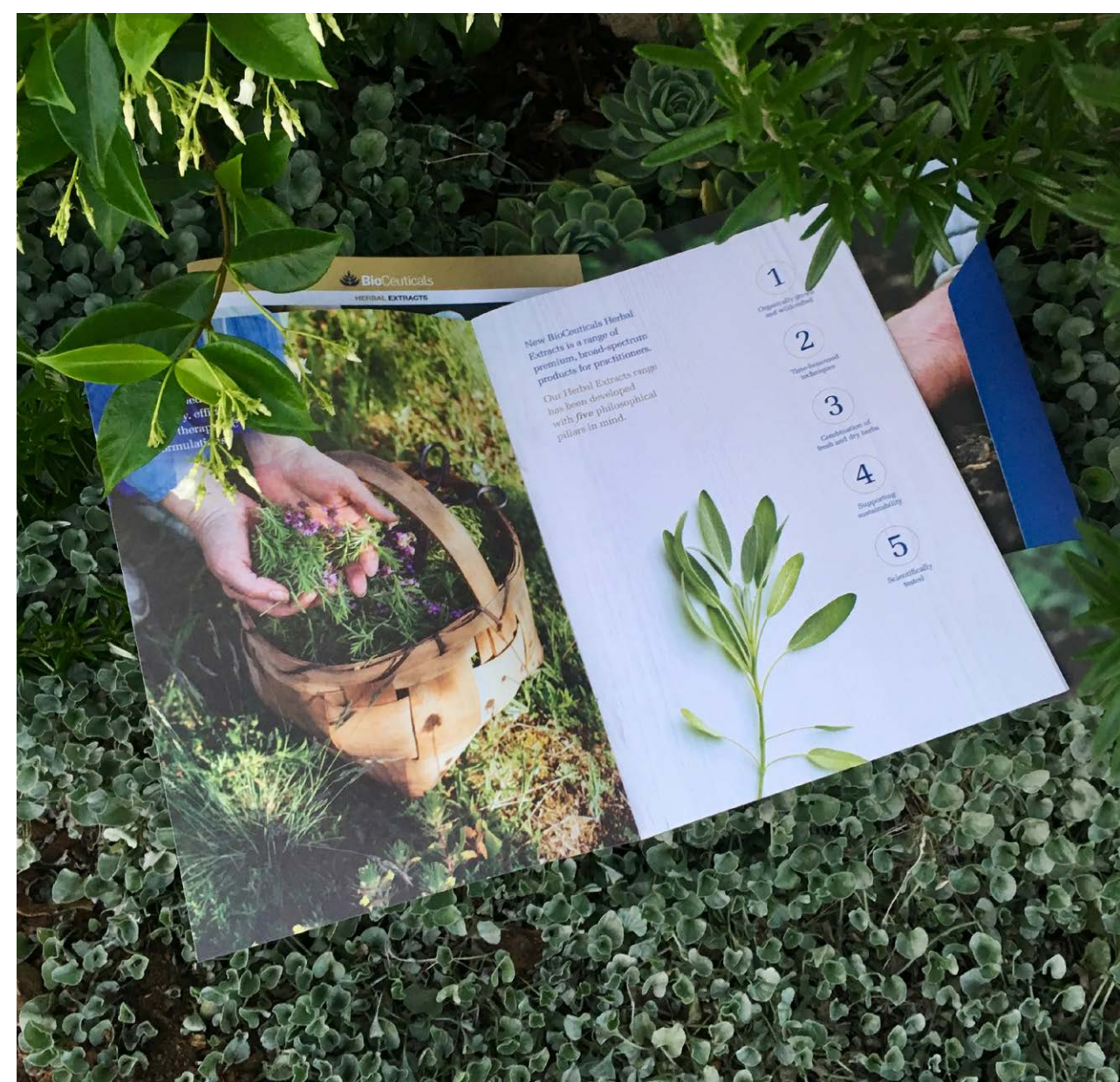


6. LAUNCH

Internal & External



A snapshot of our
WORK



YOUR BEST SHOT FOR IMMUNE SUPPORT

LACTOFERRIN
Powerful immune system protein

MANUKA HONEY
Valued for its mineral content, antioxidant and antibacterial properties

VITAMIN C
A potent antioxidant

vitallifehealth.com.au



YOUR BEST SHOT FOR IMMUNE SUPPORT

NEW at coles

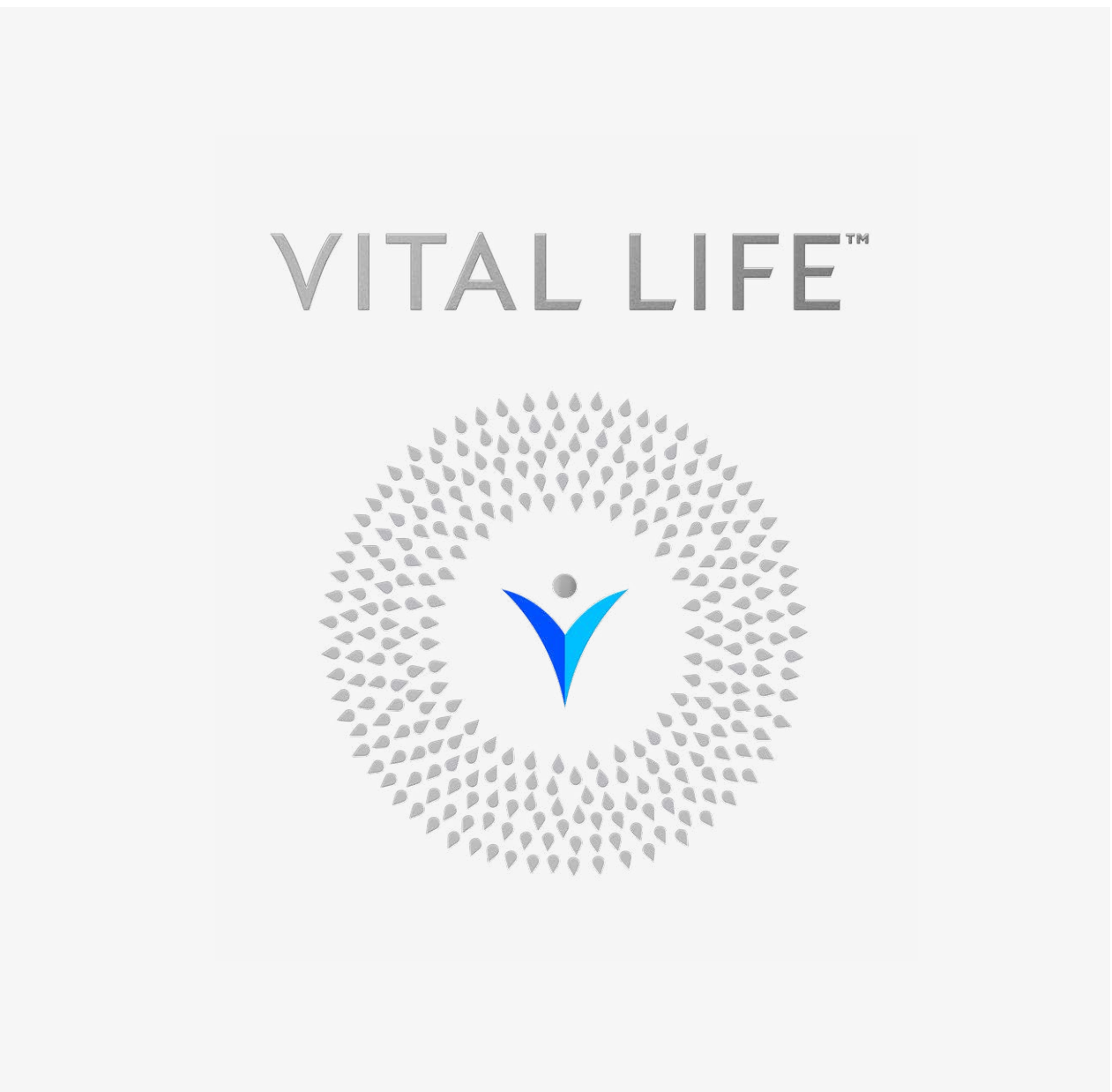
IMMUNE SHOT
Supports Immunity
With **LACTOFERRIN** + Manuka Honey + Vit C
7 X 5g LIQUID SERVES
For Daily Use 35g Net

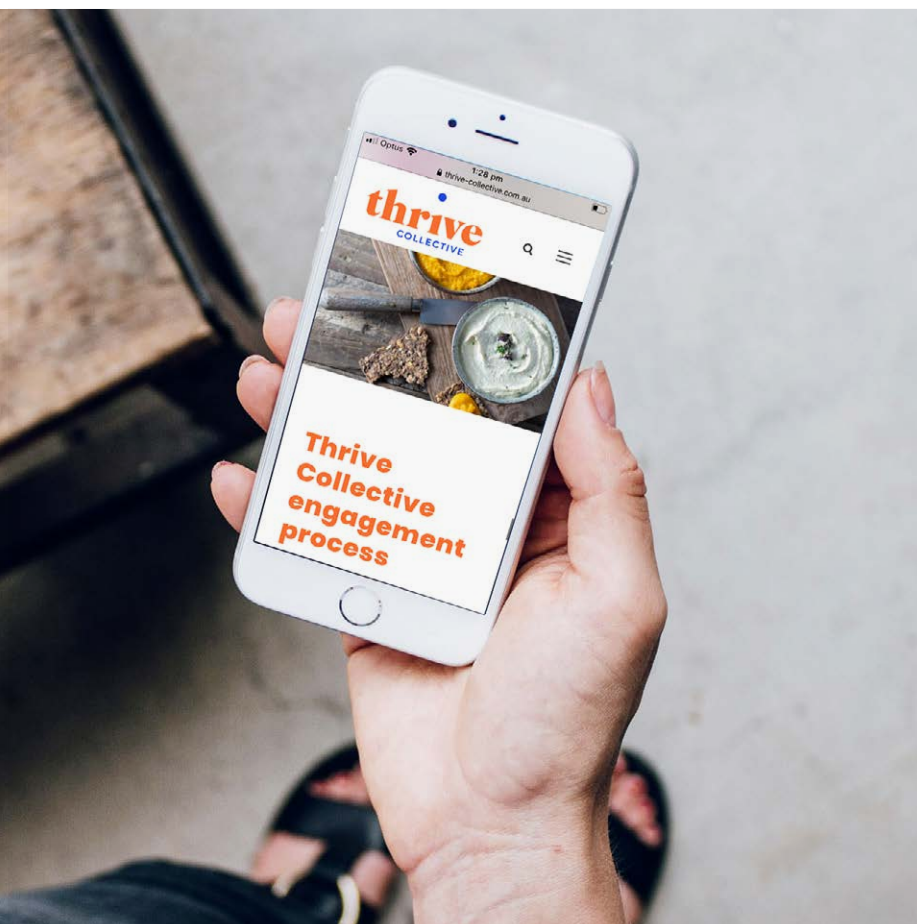
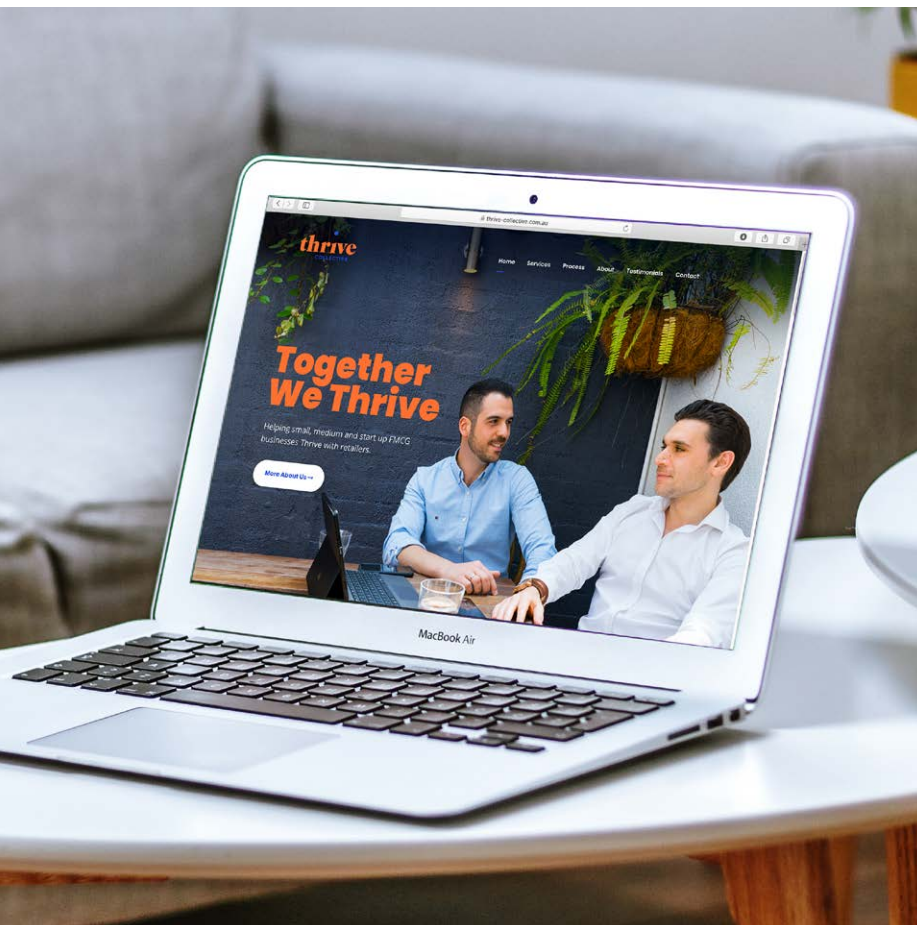
— Liquid shot with —
LACTOFERRIN + Manuka Honey + Vit C

Simply **bend, snap and squeeze!**

Find me in the vitamin aisle

Connect with us [f](#) [i](#) [t](#) vitallifehealth.com.au



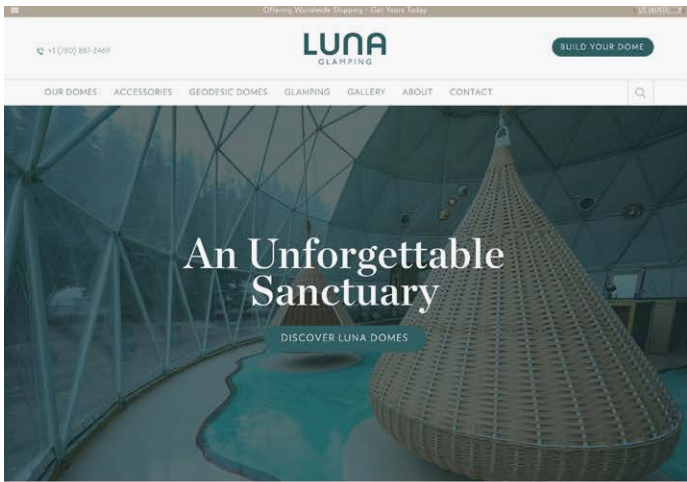








[Link to website](#) ▶



An Unforgettable Sanctuary

DISCOVER LUNA DOMES

Build A Luna Dome

As a Canadian based company, our team at Luna Glamping knows the true meaning of Glamping. We hold the highest quality standards within our certified dome products. Today, people across the USA and Canada are finding Luna domes are a cost effective solution for countless applications from glamping, and resorts to additional workplaces and outdoor events.



Stargazer Geodesic Dome 5m

Our smallest stargazer sized comfortably as a one bedroom or small office.

[READ MORE](#)



Stargazer Geodesic Dome 6m

Our mid sized stargazer. Ideal for glamping couples, a studio space or office.

[READ MORE](#)



Stargazer Geodesic Dome 8m

Midsize stargazer. Small family glamping, a workshop or small event space.

[READ MORE](#)



Stargazer Geodesic Dome 10m

Our largest dome for an all-weather home, studio, events, vacation property.

[READ MORE](#)

[VIEW ALL DOMES](#)

Endless Opportunities

Applications for Geodesic Domes Kits

[READ MORE](#)

- Glamping Tents
- Parties
- Weddings
- Hotels & Resorts
- Backyard Gazebos
- Events & Exhibitions
- Sports Events
- Vacation Properties

R★ REVIEWS

“Can’t beat the view!”

Very trusting, easy to work with and responsive to questions - they make set-up a simple process.

★★★★★
Ralph Holloway, North Carolina



“Amazing to work with!”

Luna Glamping has been amazing! They helped us every step of the way from supplies to advice on how to install.

★★★★★
Hal F. Owner, Clear Sky Resorts

AT HOME WITH POMME

ONE • ON • ONE

DIGITAL

HAIR CONSULT

with Nicole

BOOK NOW! >

Shop > Hair Loss + Hair Growth

HAIR LOSS + HAIR GROWTH

Showing 1–16 of 22 results

Sort by popularity ▾

Filter Products ≡



KÉRASTASE
Genesis – Sérum Anti-chute Fortifiant
– 90ml

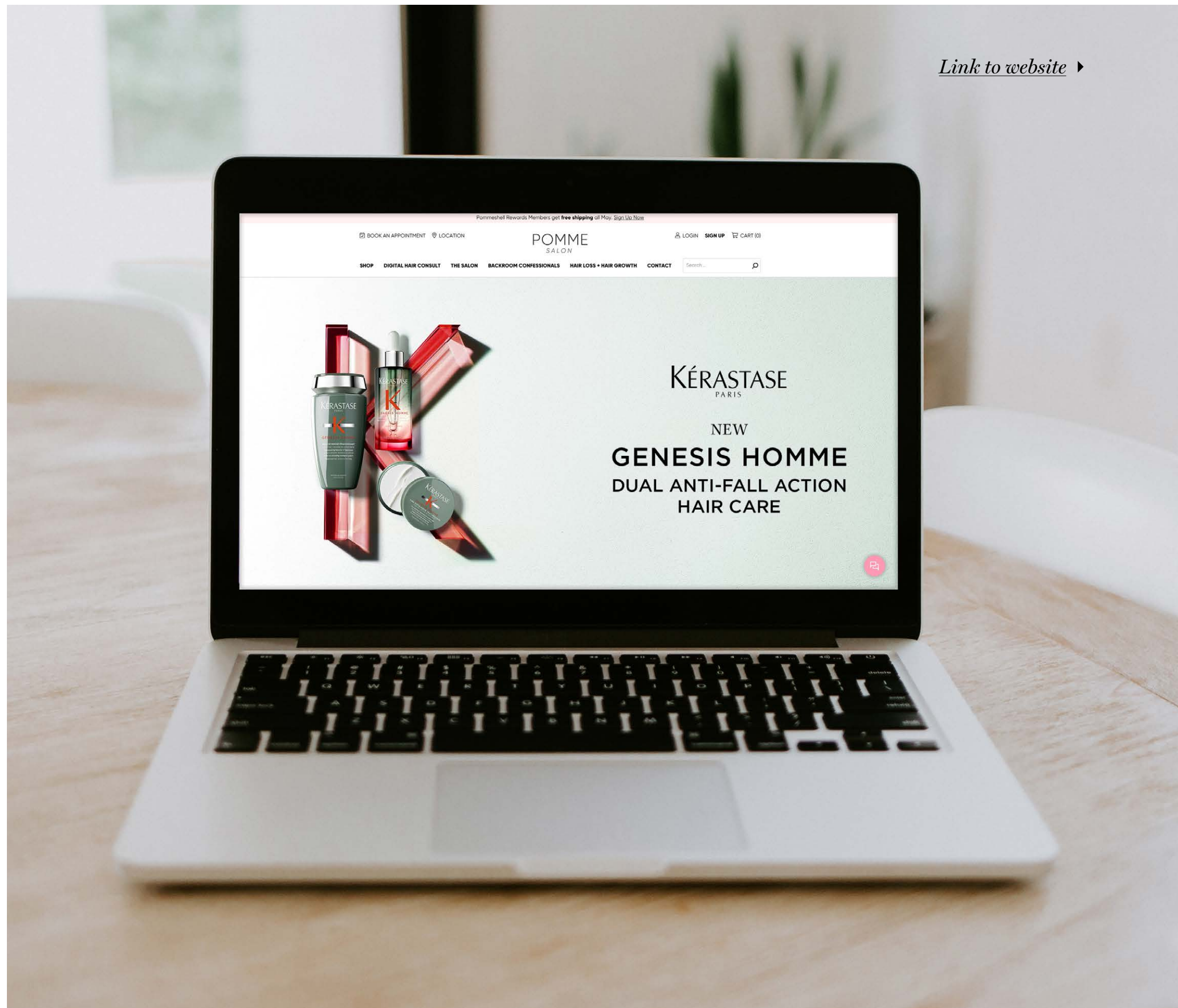
Hair Serum Strengthens Hair
& Prevents Hair Breakage



KÉRASTASE
Fusio Scrub – Scrub Energisant

Oily Hair Shampoo Scrub –
Hair Treatment For Oily Scalp
& Dandruff

[Link to website](#) ▶



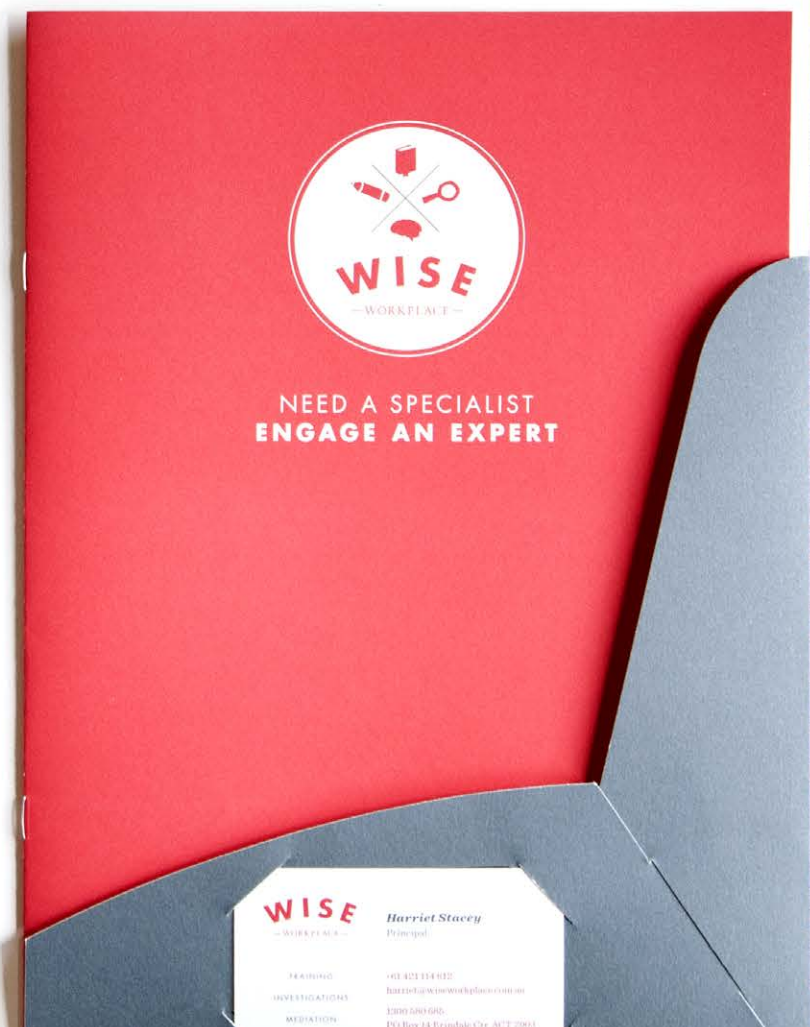


Qualified. Experienced. Professional.

WISE Workplace is a multidisciplinary organisation specialising in the management of workplace behaviour. We investigate matters of corporate and professional misconduct, resolve conflict through mediation and provide consultation services for developing effective people governance.

Through the delivery of professional development opportunities and self published practitioner guides, we are the centre of excellence for the ongoing professionalisation of workplace investigations across Australia.

Our team of qualified investigators, accredited mediators, HR professionals and lawyers have the experience and qualifications to achieve the best outcome for your organisation and your people.



BARRISTERS

New Chambers fosters exceptional talent and promotes diversity and inclusion across its membership. Our Barristers are some of Australia’s most respected.

Filter

Senior Counsel

Sort by: Seniority ▾



☆

DAVID JACKSON AM QC



☆

NEIL YOUNG QC



☆

GEOFFREY WATSON SC



☆

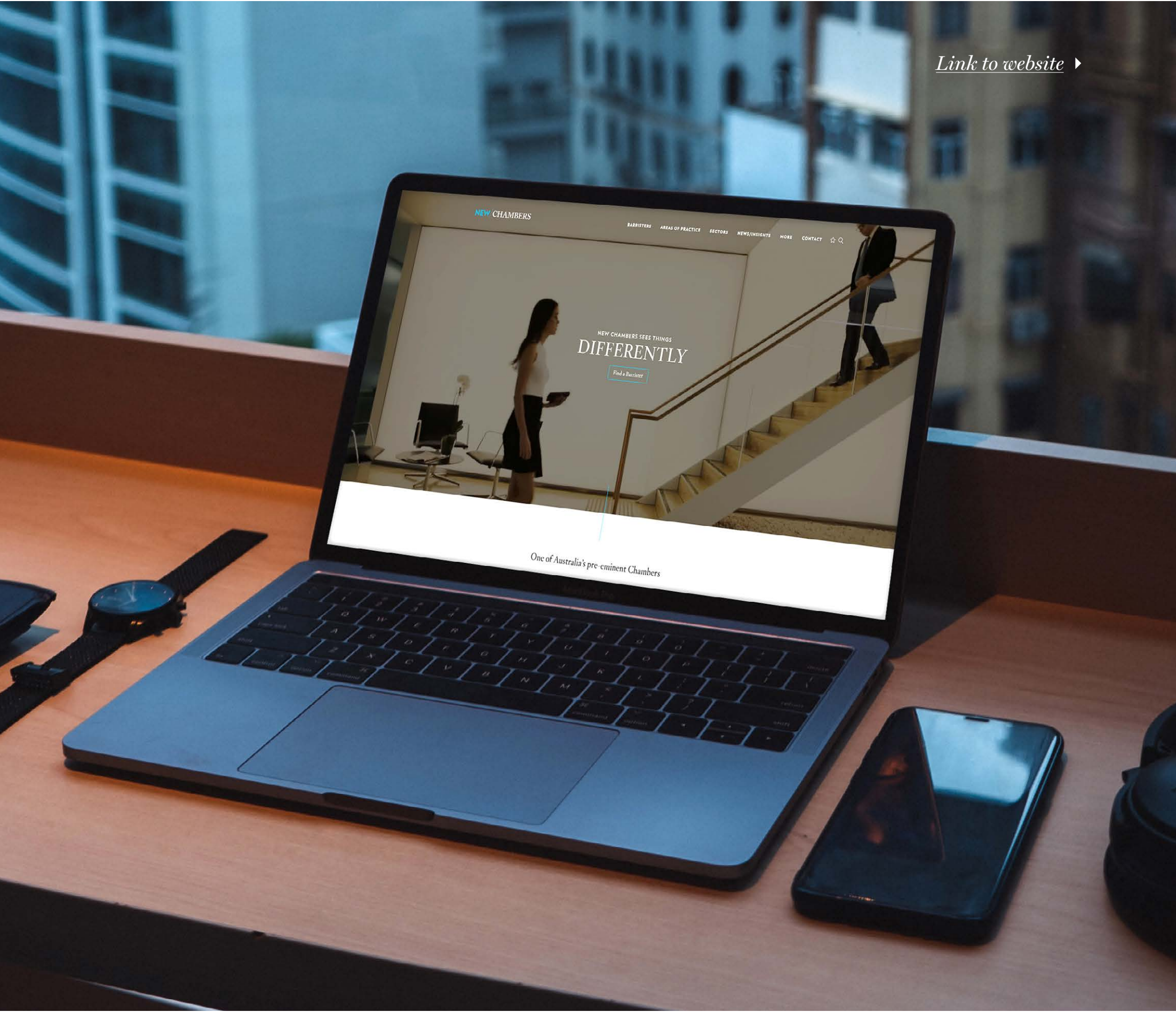
ADAM BELL SC



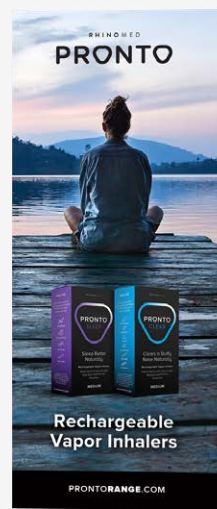
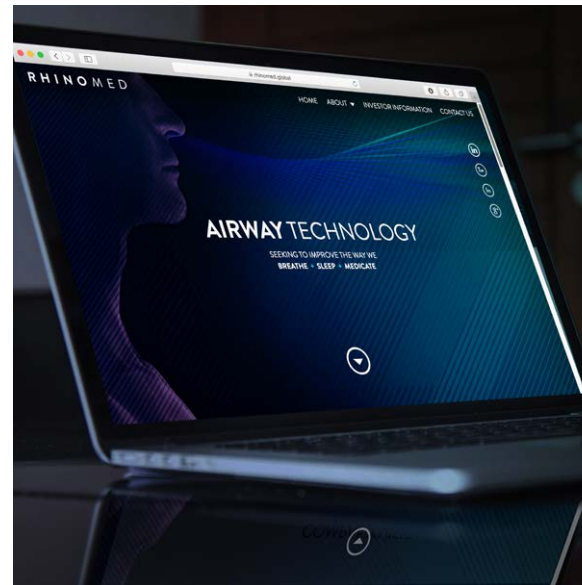
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☆



[Link to website](#) ▶





Clients We've Worked With



FRANKIE & BOYD

www.frankieandboyd.com

