

ALTO

Brand Transformations



Australian Government

Australian Skills Quality Authority

Australian Skills Quality Authority

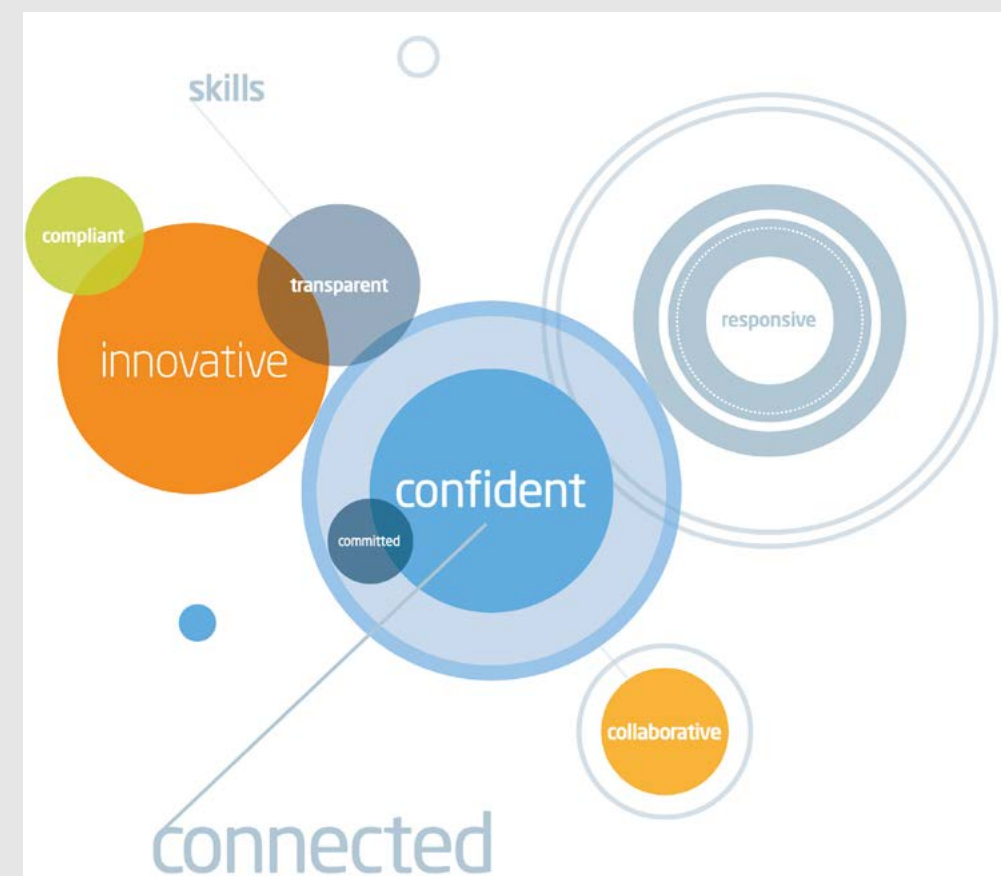
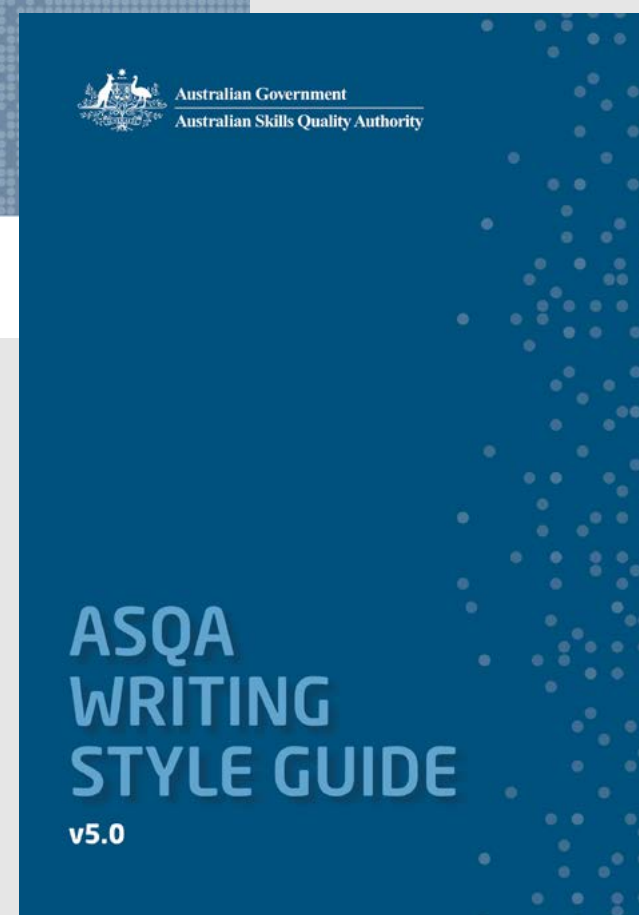
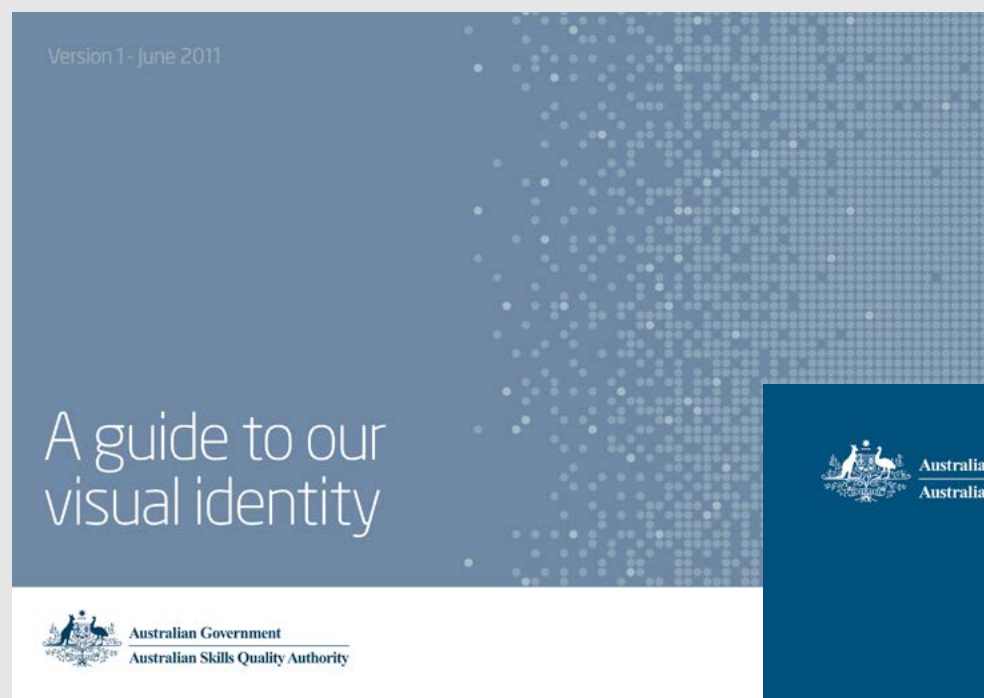
Problem

Australia's Vocational Education and Training (VET) sector is currently undergoing reform, focusing on strengthening the sector. Alto was engaged to align a brand refresh with ASQA's vision for the future and the sectors as a whole – a mutual understanding of shared responsibility for quality.

What we did

- Brand Transformation
- Brand Vision, Mission, Values
- Brand Tone of Voice
- Brand Narrative
- Communication Collateral

Before



After

ASQA



Australian Government
Australian Skills Quality Authority



[Play brand narrative video](#)







A consistent
brand visual
identity





Working together for better regulation

Consultation Paper
Version 1.0
February 2020



Working together towards a quality VET sector

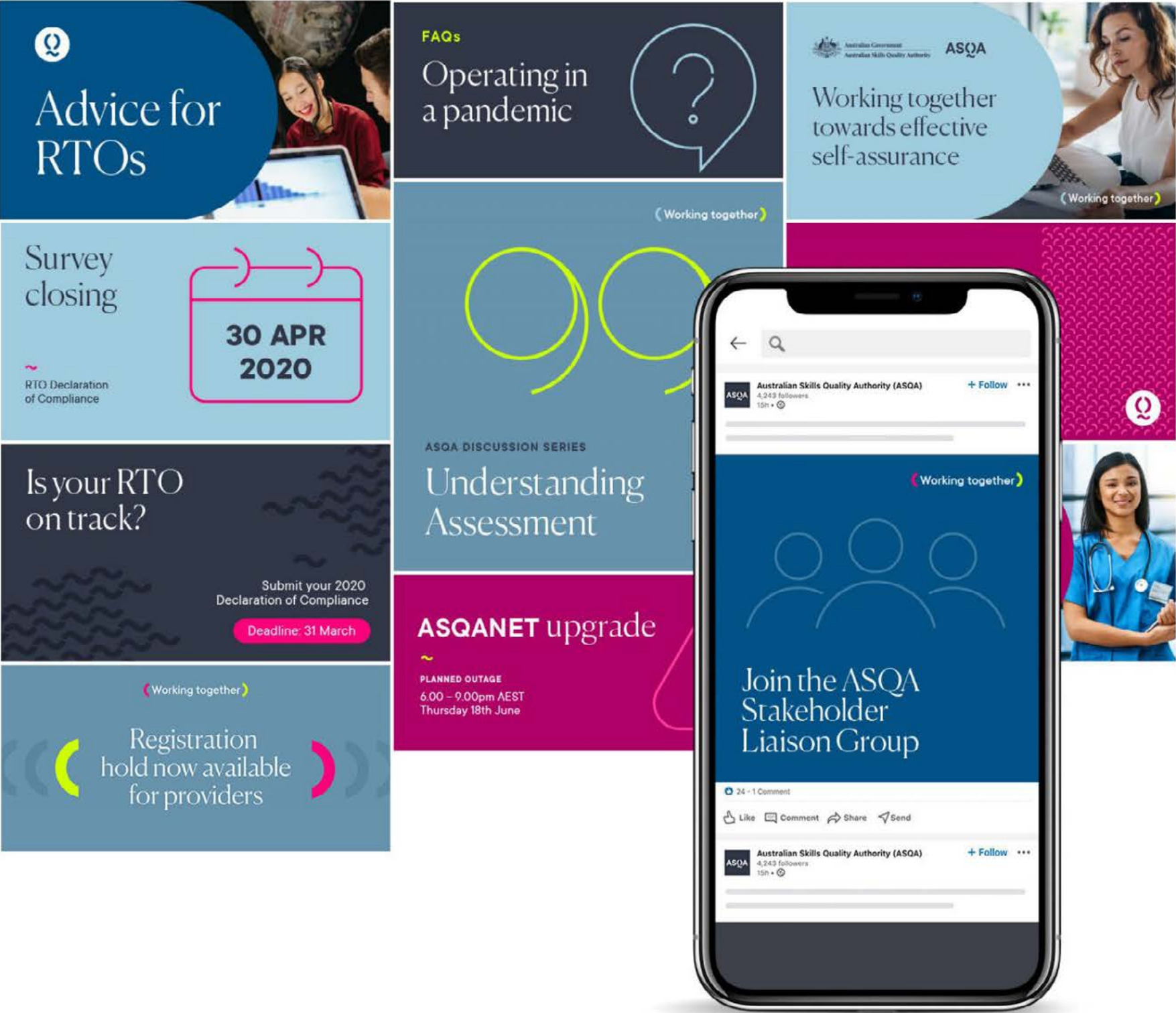
Consultation Paper
Version 1.0
February 2020



Working together towards effective self-assurance

Consultation Paper
Version 1.0
February 2020





A grounded
but modern
colour palette

Australian Government
Australian Skills Quality Authority

Search

RTOs

CRICOS

Course accreditation

Students

Decisions

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About

We are the national
regulator for vocational
education and training

Latest news

Regulatory decisions

Education resources

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→

We register training providers and accredit VET courses to ensure nationally approved standards are met

Working together for
better regulation

Information and updates on
ASQA reform activities.

ASQA's approach to
compliance
consultation

Read the draft ASQA

Legislative changes

Changes to the National
Vocational Education and
Training Regulator Act.

COVID-19 (coronavirus)

Health, regulatory and visa
information for providers and
students.



Low Carbon Living Research Centre

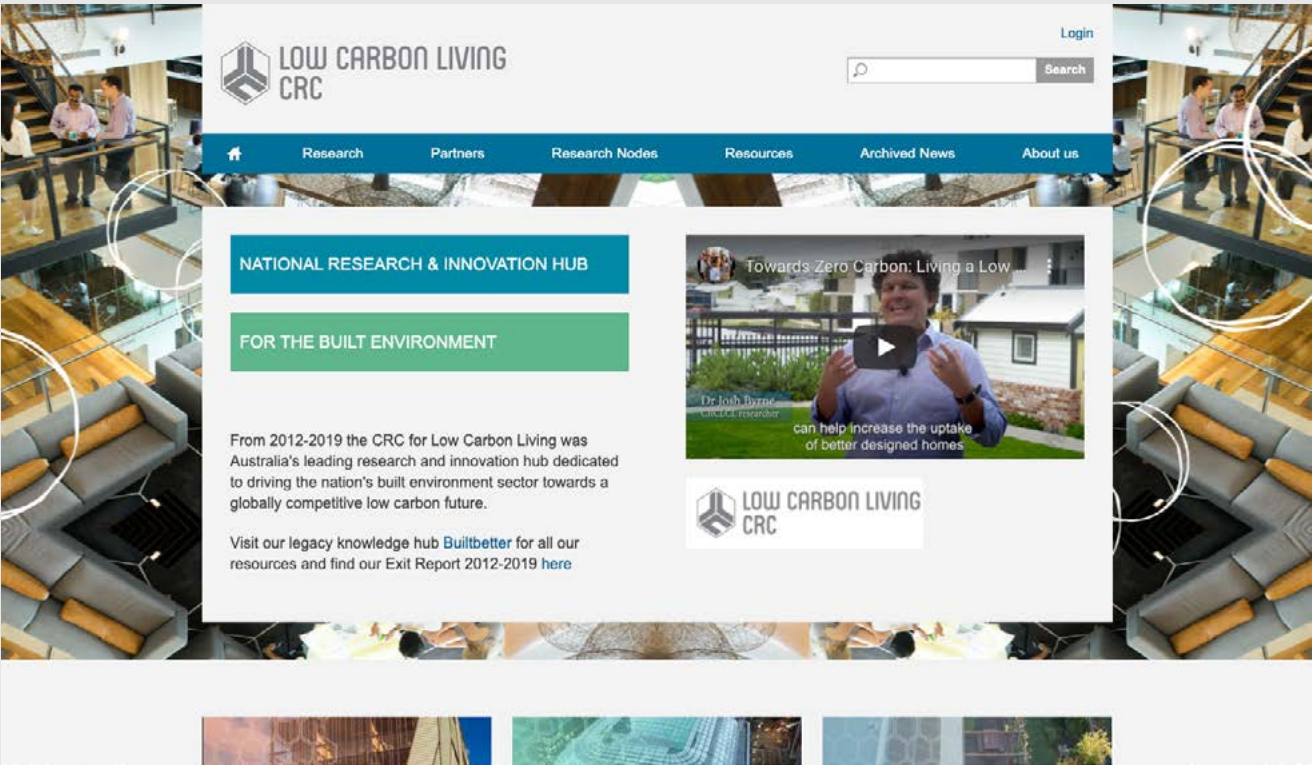
Problem

To better connect sustainable building best practices and research to industry, the Cooperative Research Centre for Low Carbon Living (CRCLCL), needed to transition from an academic research project to a user-friendly consumer brand.
And also have a name that wasn't such a mouth full.

What we did

- Naming
- Brand Transformation
- Brand Narrative
- Communication Collateral

Before



After

Better homes & workplaces



Better communities

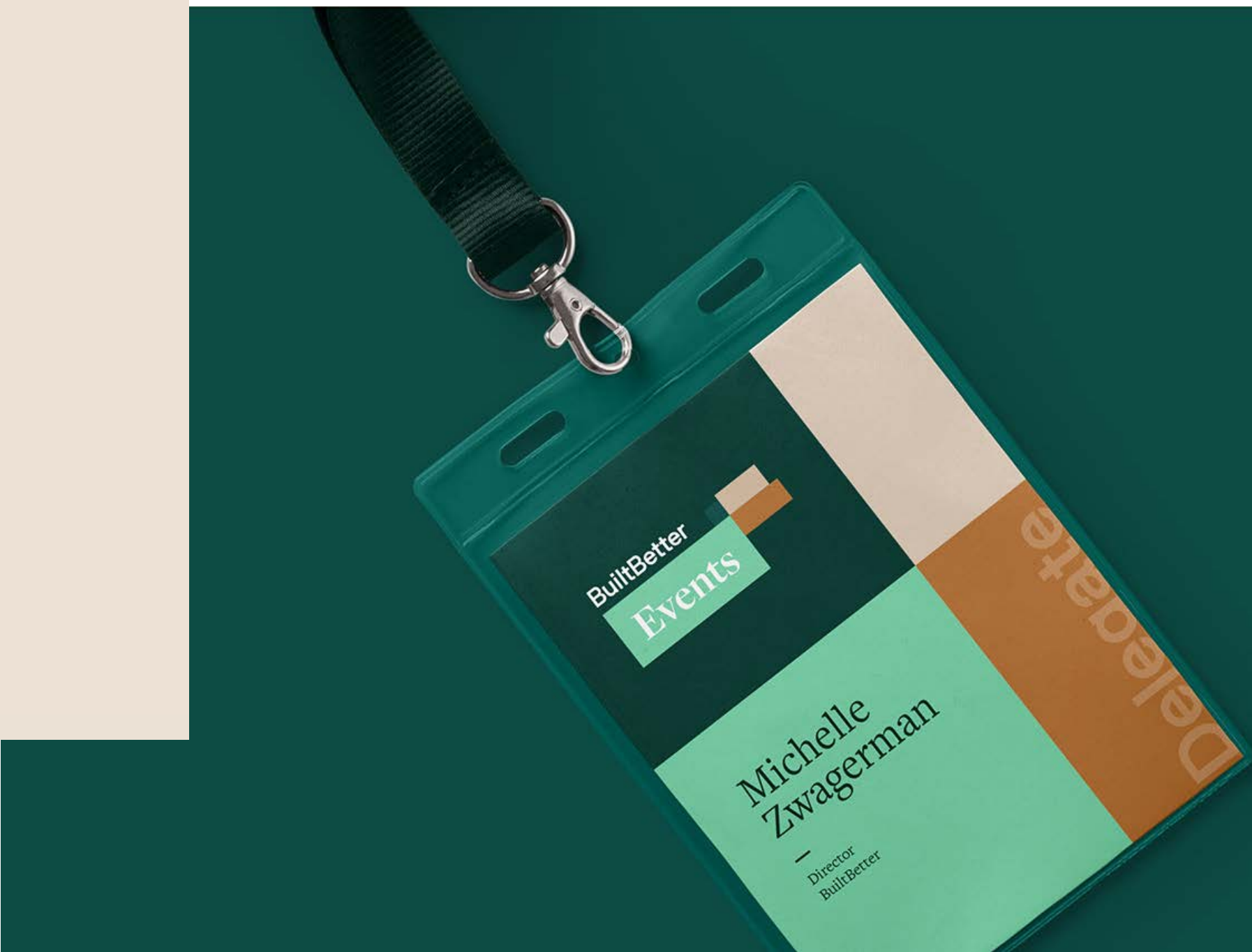
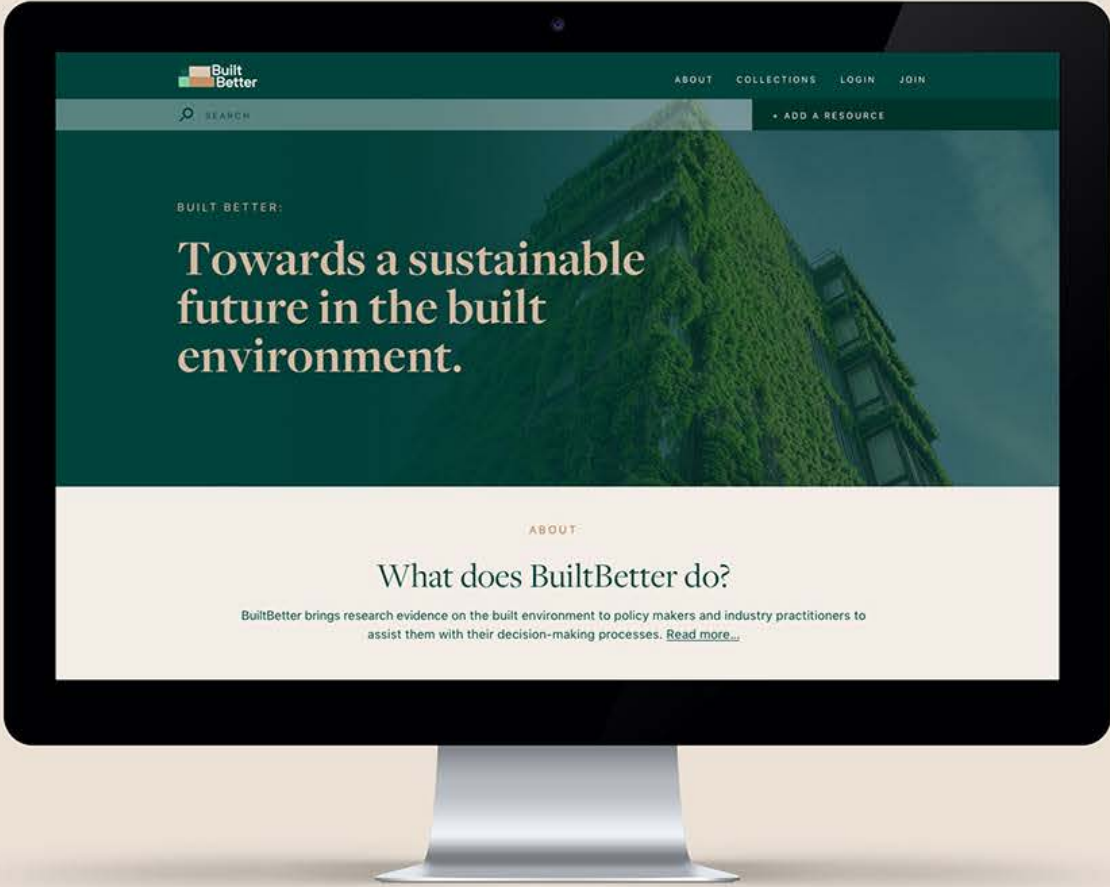


Better cities



[Play narrative video](#)







Facilitating a paradigm shift in

Social, Economic & Environmental Dimensions of Sustainable Development

 BuiltBetter builtbetter.org

Did you know?

40% of Victoria's state power will be derived from renewable energy by 2025

Understanding climate change perceptions

In order to better target government climate change policies to influence citizens, it is critical that we have a good understanding of current community attitudes to climate change. In late 2016, Sustainability Victoria undertook one of the most comprehensive surveys of Victorians in relation to their attitudes towards climate change, renewable energy, and energy efficiency.

Over 3,300 Victorians were surveyed with at least 1,500 responses from regional Victoria. These results are capable of being extrapolated to the total state population. These findings can help remove barriers and create motivators for general action and specific behaviours to make action easier and catalyse community behaviour change.

 BuiltBetter builtbetter.org

Paris Climate Agreement

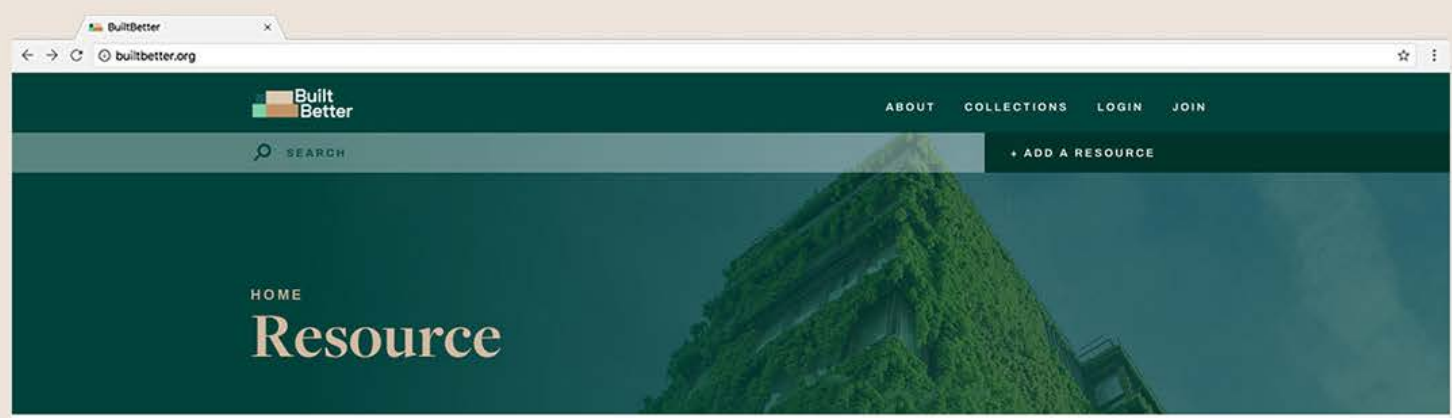


2030

To meet the Paris Climate Agreement goal of keeping global warming below 2C, our cities and towns will have to transition to climate neutral economies by 2030.

BuiltBetter assists policy-makers and architectural practitioners meet the needs of the present without compromising the ability of future generations to meet their own needs for a sustainable built environment.

 BuiltBetter builtbetter.org



2017 AEMC retail energy Competition review - final report

25 Jul 2017 ★★★★★

OVERVIEW

This review report makes a number of recommendations to make it easier for customers to take advantage of competition and make the best energy choices for their household or business.



DOWNLOAD

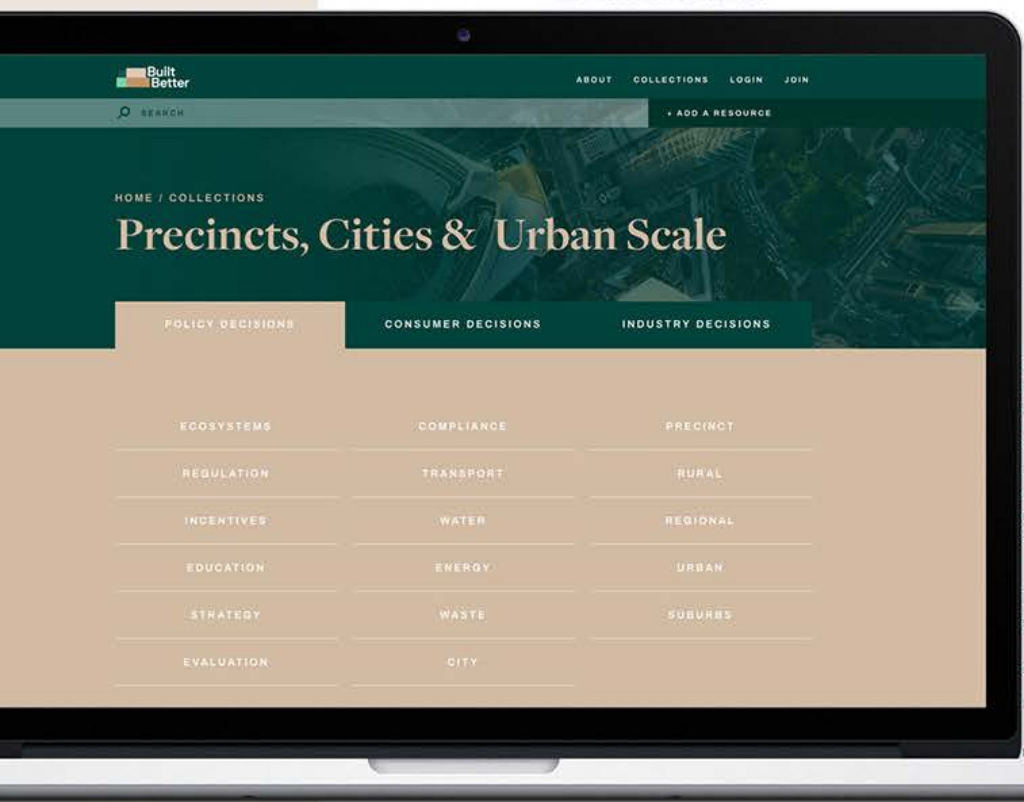


KEYWORDS

Energy competition
Retail energy pricing

GEOGRAPHY

Australia



its fourth annual review of the state of competition in retail energy in New South Wales, Victoria, South Australia, Tasmania and Western Australia. The report makes a number of recommendations to improve customer outcomes.

As more households and businesses become aware of their energy use and are looking to take up new technology, more households are likely to adopt battery storage in the next two years 18% are likely to. New retailers are entering the market with new business models and are introducing technology, digital platforms and software to help traditional retailers to compete not just on price, but with more value.

In jurisdictions with price deregulation, by shopping around some households could save 30% or \$285 on gas. These potential savings are larger than last year. More than 90% of energy consumers know that they can choose to switch their current energy offer.

However, if offers are not on, and consumers find it harder to compare energy offers, then the benefits of deregulation are reduced. Consumer awareness of the government's Energy Made Easy (link is in the footer) is a number of recommendations to make it easier for customers to take advantage of competition and make the best energy choices for their household or business.

PUBLICATION DETAILS

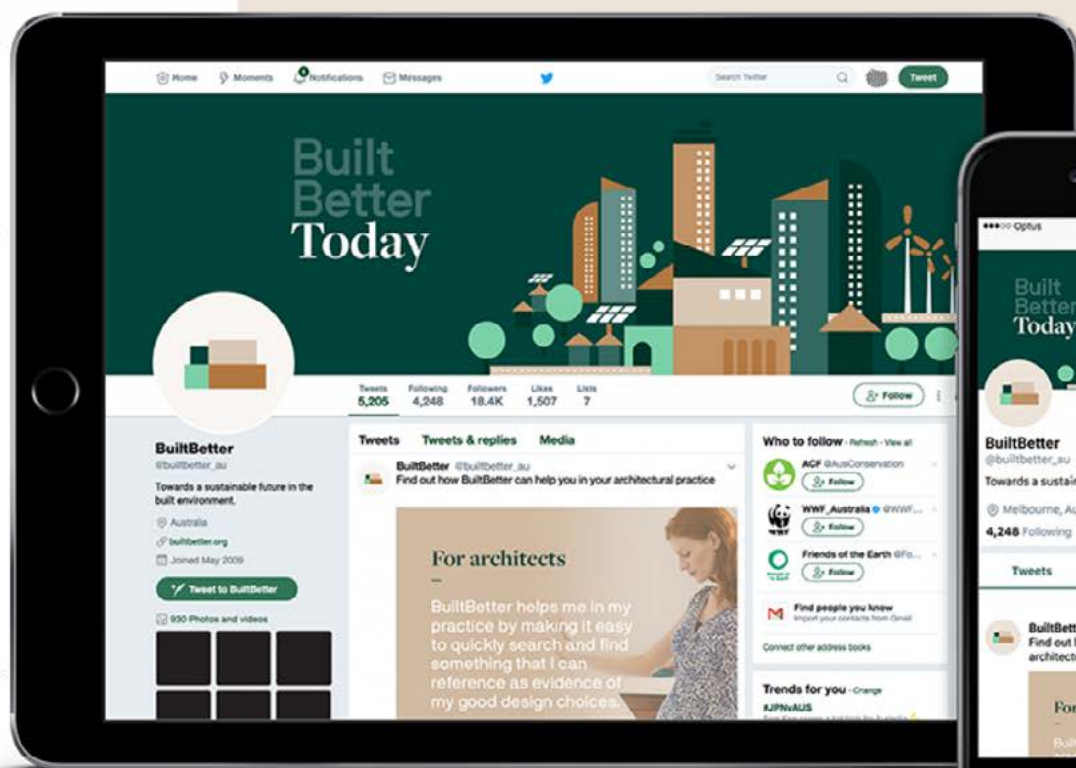
Resource Type: Report

APO URI: <http://apo.org.au/node/99791>

Publication Place: Sydney

Copyright: Australian Energy Market Commission (AEMC) 2017

DID YOU USE THIS?



LEARN MORE

Related content



RMIT 2020 Strategy

Problem

“Boring unis publish boring strategy docs.
RMIT is different – we take our strategic plan
to the streets! #shapeRMIT”

What we did

- Sub-brand Creation
- Engagement Campaign
- Communication Collateral
- Marketing Collateral

Before



STRATEGIC PLAN UPDATE

Progress towards RMIT 2010: Designing the future

RMIT is a global university of technology with its heart in the city. This description is about what RMIT aspires to be in 2010. The description also evokes the ways that RMIT will achieve its vision. In 2006 a five-year strategic plan RMIT 2010: Designing the Future was put in place to give direction and form to this description. In the third year of implementation of this plan, it is time to reflect on our progress to date.

We have already reached some of the targets we set in 2005, but this means there is more work to maintain as well as building on early successes. Other goals are still to be reached, but with continued focus and further improvement I am confident that they can be realised by 2010.

Throughout this journey RMIT has remained committed to those core values that define us as an institution of learning—that we are useful, creative, connected, fair and passionate.

**RMIT**
UNIVERSITY



Realising strategy through high performing people 2011-2015



- ▶ RMIT Strategy and business objectives
- ▶ Legislative environment
- ▶ Competitive staff market
- ▶ Staff contribution and engagement

- ▶ Strategic outcomes
- ▶ High performing university
- ▶ Employer brand
- ▶ Effective relationships

Human Resources

8

People Plan to 2015 Realising strategy through high performing people

RMIT Council Briefing
Marcia Gough

**RMIT**
UNIVERSITY

www.rmit.edu.au

After



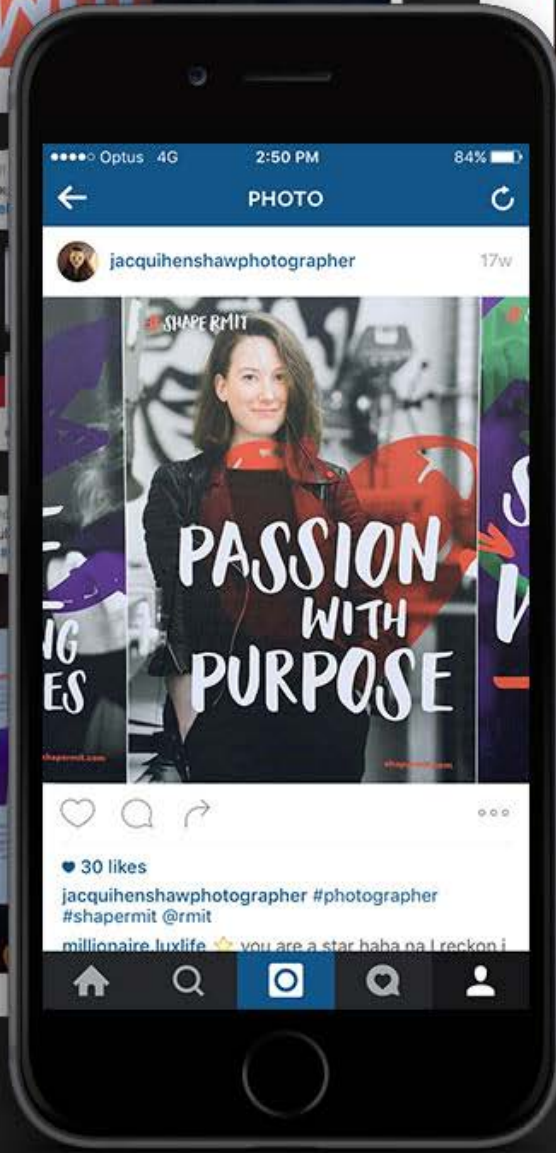






LIFE CHANGING EXPERIENCES









PASSION WITH PURPOSE







Monash Science Faculty

Problem

Science. Quiet labs. White coats.
Hours spent solving complex equations... yawn.
We built the dynamite that Monash Science
needed to explode the myths around
careers in science.

What we did

- Faculty Sub-Brand Creation
- Market Repositioning
- Awareness Campaign
- Communication Collateral

Before

Faculty of Pharmacy and Pharmaceutical Sciences Bursary

A one-off A\$4,000 bursary will help students settle into Australia

The bursary will be offered to international students who commence an undergraduate coursework degree with the Faculty of Pharmacy and Pharmaceutical Sciences in Semester 1, 2013*.

Ranked number 1 in Australia and 6th in the world for pharmacy and pharmacology (QS World University Rankings by Subject 2012) Monash offers contemporary pharmacy programs at Monash's inner city Parkville campus.

Find out more about the faculty and its courses today at www.pharm.monash.edu.

* Students who have already received a scholarship, have completed MUFY or are applying via VTAC are not eligible for the bursary.



Apply now for our two new scholarship programs

Monash is proud to announce two new exciting scholarship programs for coursework students:

Monash International Leadership Scholarship – 100% course fee remission

Monash International Merit Scholarship – A\$10,000 per year.

Terms and conditions apply

www.monash.edu/international-scholarships

Two new scholarship programs for international students

Monash is proud to announce two new exciting scholarship programs* for international coursework students:


Monash International Leadership Scholarship

- 100% course remission for high achieving international coursework students
- Selection is based on academic achievements, application statement and the student's potential to be a Monash University ambassador.
- Selection rounds are open for Semester 1 and Semester 2, 2013


Monash International Merit Scholarship

- A\$10,000 paid per year to high achieving international coursework students
- Selection is based on academic achievements
- Selection rounds are open for Semester 1 and Semester 2, 2013

*Terms and conditions apply




MONASH University



Faculty of Science

2012 Orientation – Semester 2

How to Survive & Succeed in Science



- Teaching

Depending on the unit, your contact hours may consist of any of the following:

 - Lectures
 - Laboratory Classes
 - Tutorials
 - Computer labs
 - Workshops
 - Field Trips
 - Online Tools



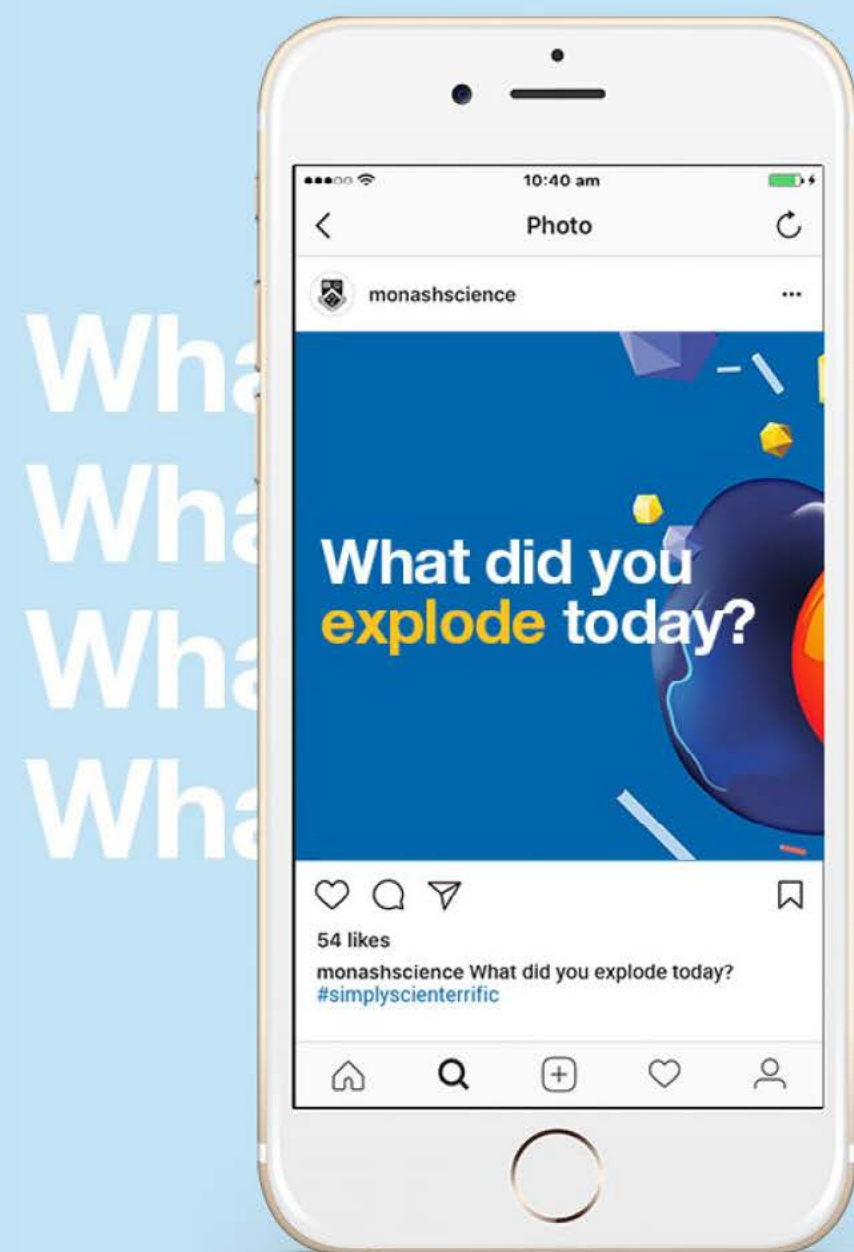
After









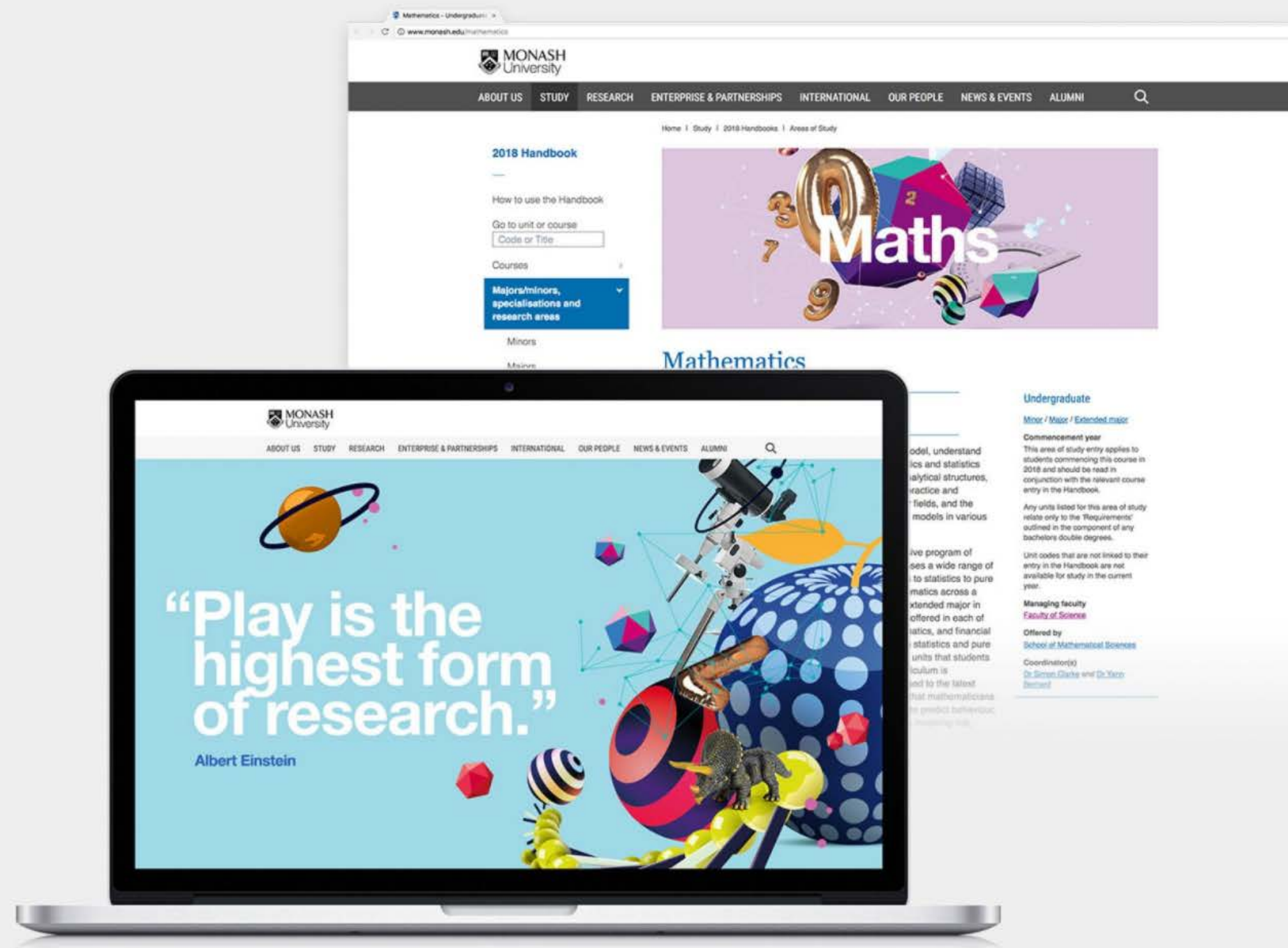


What
What
What
What

explode today?
discover today?
dissect today?
invent today?

Follow Up Campaign







Biomedicine

A vibrant blue background featuring a central illustration of a human muscular system in purple. To the left is a laboratory flask with a scale. To the right is a molecular model with yellow spheres and black rods. The word 'Biomedicine' is written in large white letters across the center.



Earth,
Atmosphere &
Environment

A dark grey background with a central illustration of a globe. Surrounding the globe are various elements: a yellow hot air balloon, a yellow cone, and several colorful geometric shapes like triangles and diamonds. The text 'Earth, Atmosphere & Environment' is written in white across the center.



Physics &
Astronomy

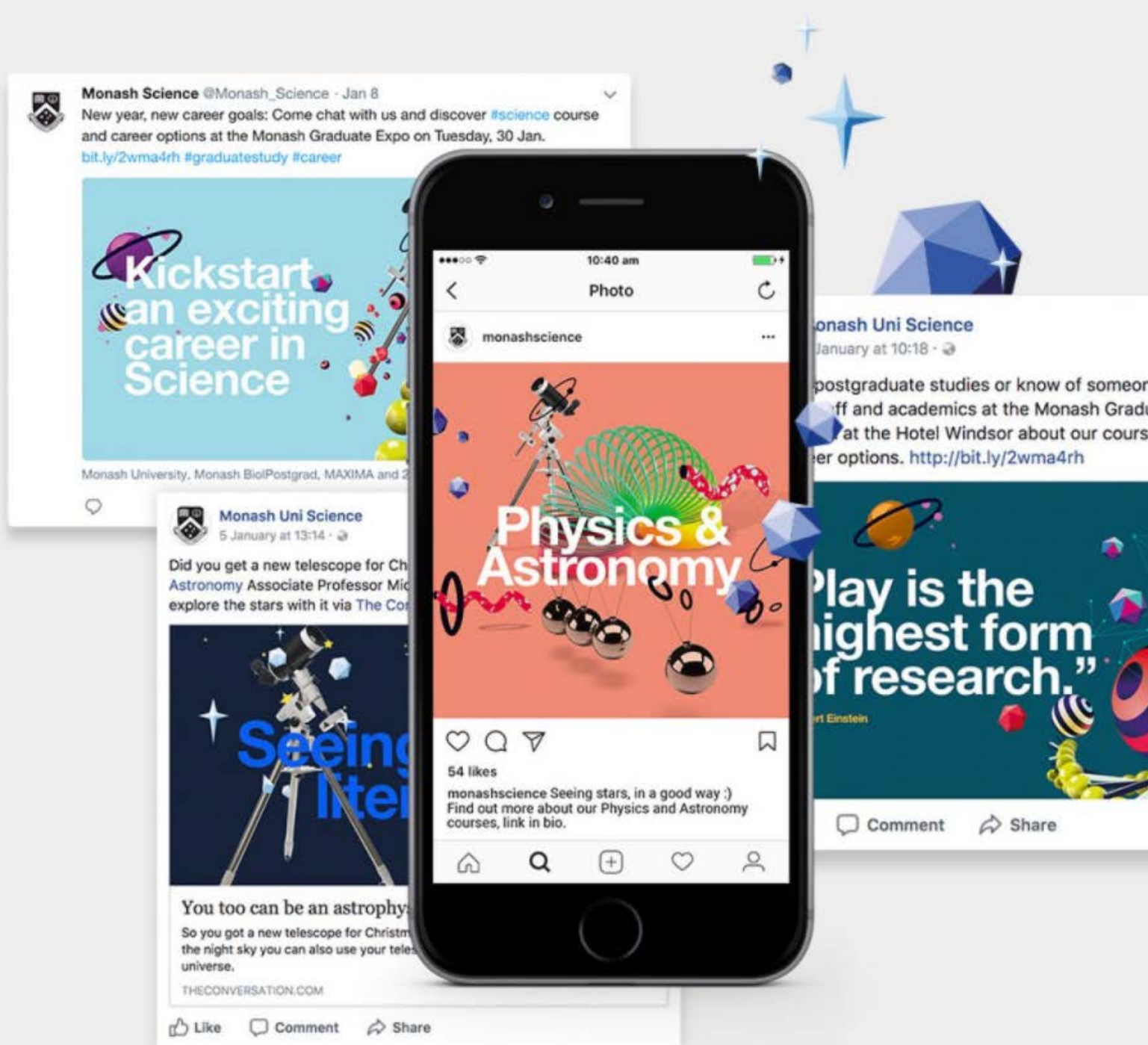
An orange background with a central illustration of a Newton's cradle with five silver spheres. To the left is a telescope on a tripod. To the right is a green wireframe sphere and a red wavy line. The text 'Physics & Astronomy' is written in white across the center.



Maths

A light purple background with a central illustration of a large gold number '10'. Surrounding it are various mathematical symbols and shapes: a blue cube, a green pyramid, a yellow sphere, and several numbers like 3, 7, and 9. The word 'Maths' is written in large white letters across the center.







William Angliss Institute

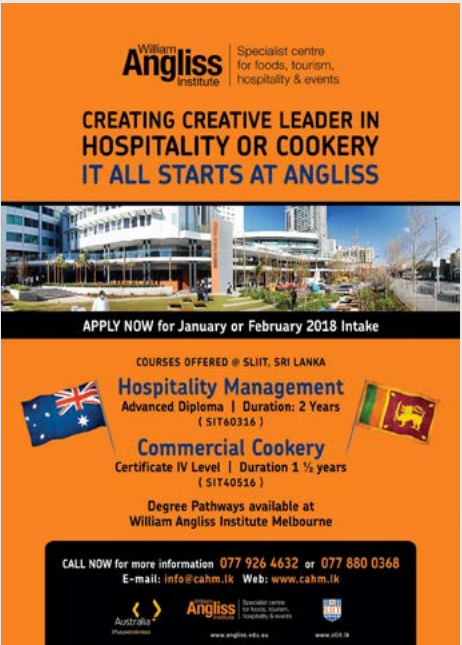
Problem

Angliss's need to shift the perception of a 'conservative service-based institute' was long overdue. It was finally time to be known as the vibrant, exciting, experience-led brand that Angliss really is.

What we did

- Campaign Brand Creation
- Awareness Campaign
- Campaign Narrative
- Communication Collateral
- Marketing Collateral

Before



After

ANGLISS. EXPERIENCE EXPERTS





Angliss Institute

TASTE
TOURISM
HEAR
EVENTS
SEE.

ANGLISS.EDU.AU/EXPERIENCE

Angliss Institute

**TASTE
THE
FLAVOUR.**

STUDY FOODS AT
ANGLISS.EDU.AU/EXPERIENCE

Angliss Institute

FOODS
EXPERIENCE
IS
HOSPITALITY
EVERYTHING.
EVENTS

ANGLISS.EDU.AU/EXPERIENCE

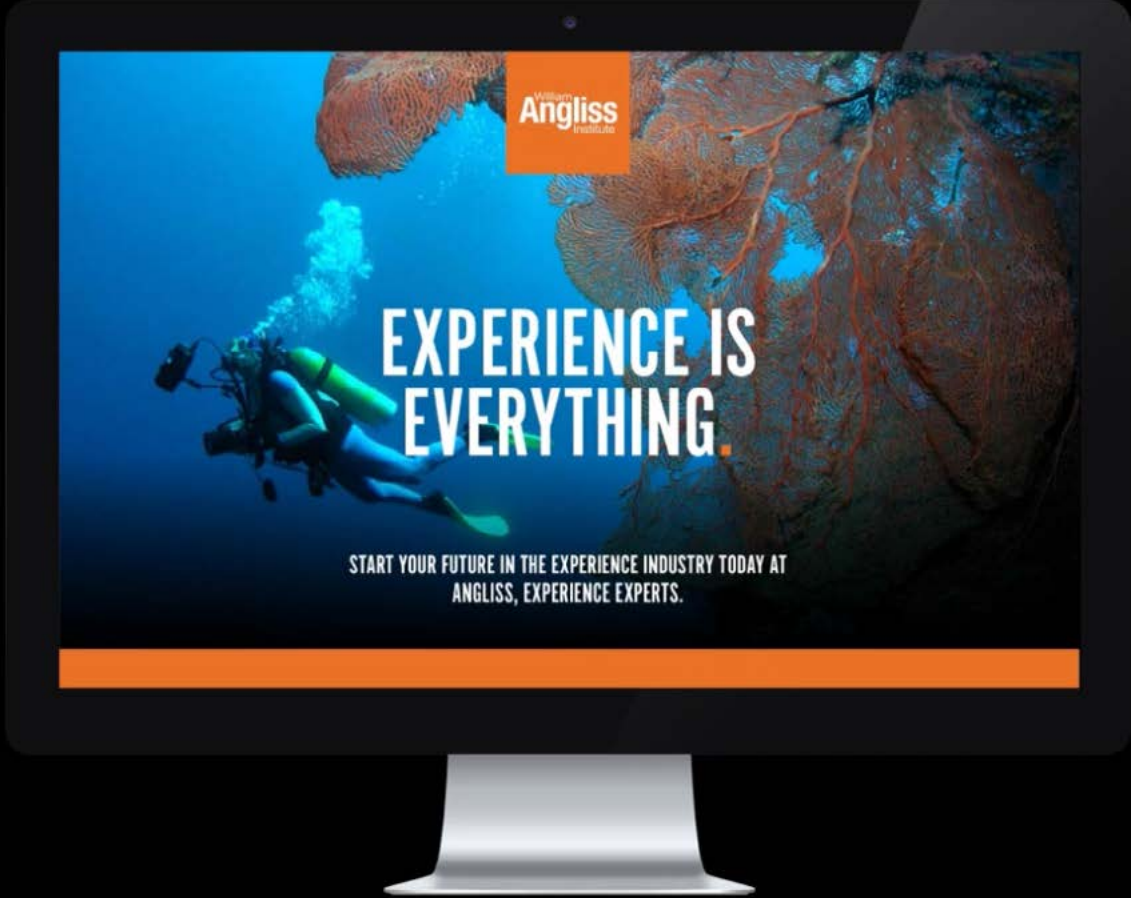
Angliss Institute

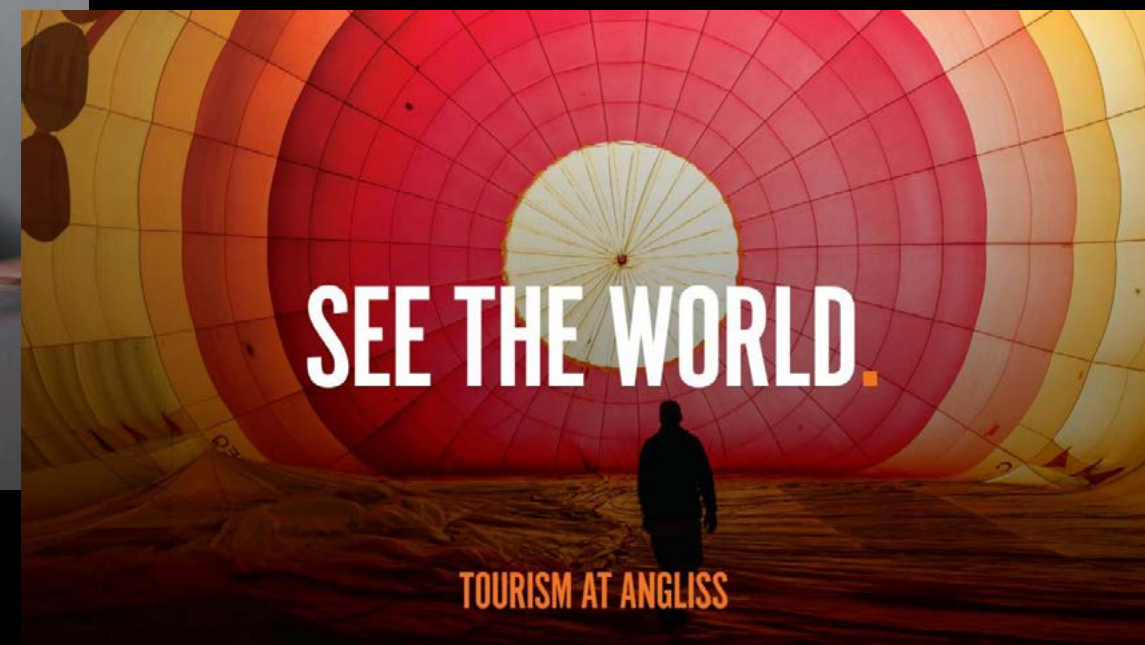
**SEE
THE
WORLD**

STUDY TOURISM AT
ANGLISS.EDU.AU/EXPERIENCE



[Play brand narrative video](#)





[illegible][illegible]

WELCOME TO THE FUTURE OF COOKING

COMMERCIAL COOKERY

BREADS

White Bread

Ingredients

100g plain flour
100g strong white bread flour
100g water
100g yeast
100g salt

Method

1. Mix the flour and yeast together in a large bowl.
2. Add the water and salt, and mix to form a dough.
3. Knead the dough for 10 minutes.
4. Roll the dough into a long, thin shape.
5. Cut the dough into small pieces.
6. Bake the pieces in a hot oven for 10 minutes.

Yield

100g

PASTRIES

White Bread

Ingredients

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100g strong white bread flour
100g water
100g yeast
100g salt

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5. Cut the dough into small pieces.
6. Bake the pieces in a hot oven for 10 minutes.

Yield

100g

MEAT PROCESSING

BREADS

White Bread

Ingredients

100g plain flour
100g strong white bread flour
100g water
100g yeast
100g salt

Method

1. Mix the flour and yeast together in a large bowl.
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Yield

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5. Cut the dough into small pieces.
6. Bake the pieces in a hot oven for 10 minutes.

Yield

100g

RETAIL BAKING

BREADS

White Bread

Ingredients

100g plain flour
100g strong white bread flour
100g water
100g yeast
100g salt

Method

1. Mix the flour and yeast together in a large bowl.
2. Add the water and salt, and mix to form a dough.
3. Knead the dough for 10 minutes.
4. Roll the dough into a long, thin shape.
5. Cut the dough into small pieces.
6. Bake the pieces in a hot oven for 10 minutes.

Yield

100g

PASTRIES

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100g strong white bread flour
100g water
100g yeast
100g salt

Method

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3. Knead the dough for 10 minutes.
4. Roll the dough into a long, thin shape.
5. Cut the dough into small pieces.
6. Bake the pieces in a hot oven for 10 minutes.

Yield

100g

FURTHER STUDY

BREADS

White Bread

Ingredients

100g plain flour
100g strong white bread flour
100g water
100g yeast
100g salt

Method

1. Mix the flour and yeast together in a large bowl.
2. Add the water and salt, and mix to form a dough.
3. Knead the dough for 10 minutes.
4. Roll the dough into a long, thin shape.
5. Cut the dough into small pieces.
6. Bake the pieces in a hot oven for 10 minutes.

Yield

100g

PASTRIES

White Bread

Ingredients

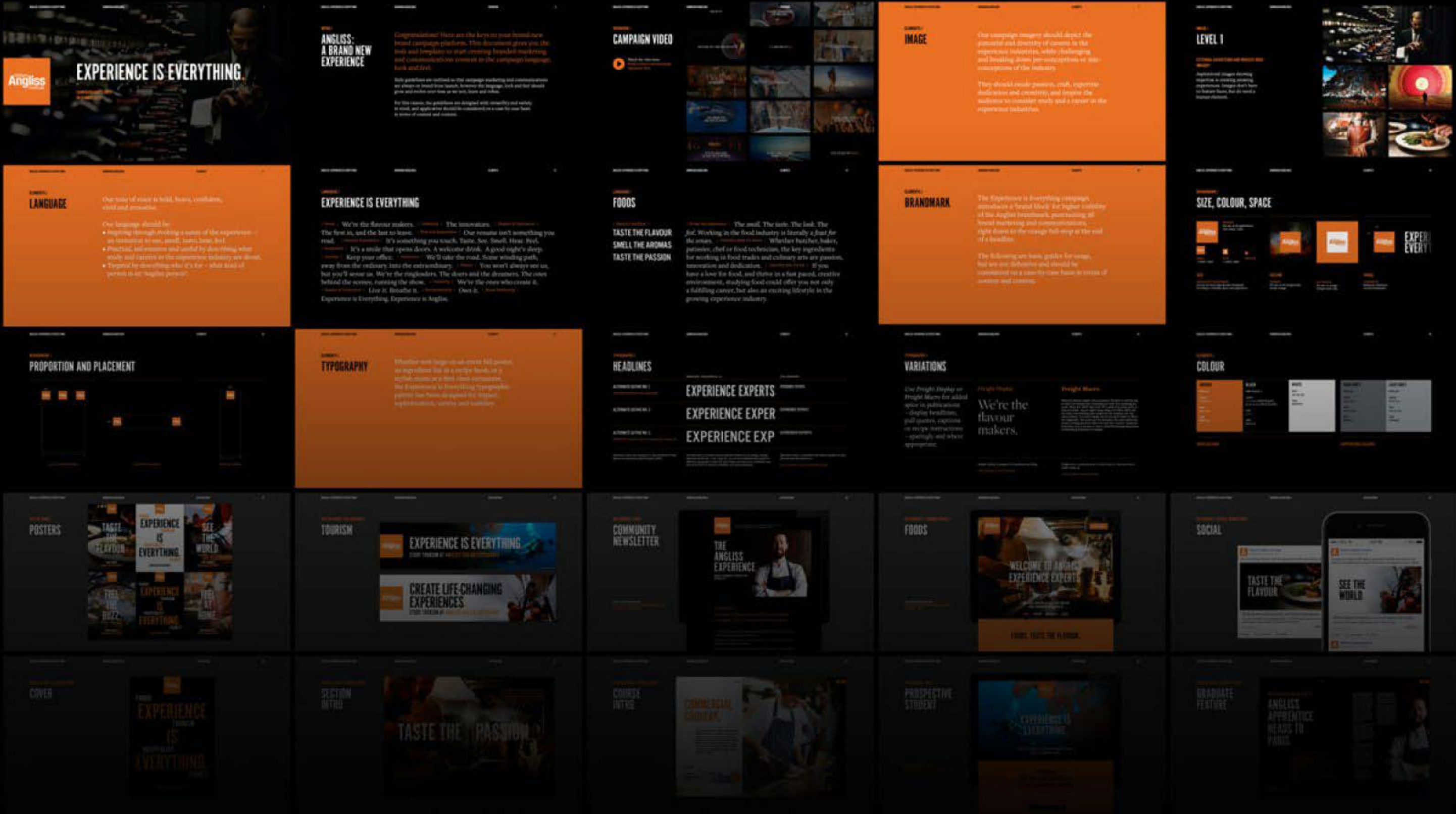
100g plain flour
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100g water
100g yeast
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Method

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3. Knead the dough for 10 minutes.
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5. Cut the dough into small pieces.
6. Bake the pieces in a hot oven for 10 minutes.

Yield

100g





“This is the campaign
that industry has
been talking about
creating for years”

Karen Hook, Angliss Chief Marketing Officer



APO Analysis & Policy Observatory

Problem

APO is a vital knowledge hub for those who develop policy. However, this award-winning not-for-profits existing brand did not reflect the passion, purpose and drive of the people and culture that surrounds good policy.

What we did

- Brand Transformation
- Brand Narrative
- Awareness Campaign
- Communication Collateral
- Marketing Collateral

Before



APO Australian PolicyOnline

Inquiry into Australia’s Intellectual Property Arrangements

Submission by Australian Policy Online (APO) to the Productivity Commission Draft Report *Intellectual Property Arrangements*

3 June 2016

Amanda Lawrence
Research and Strategy Manager, Australian Policy Online (APO)

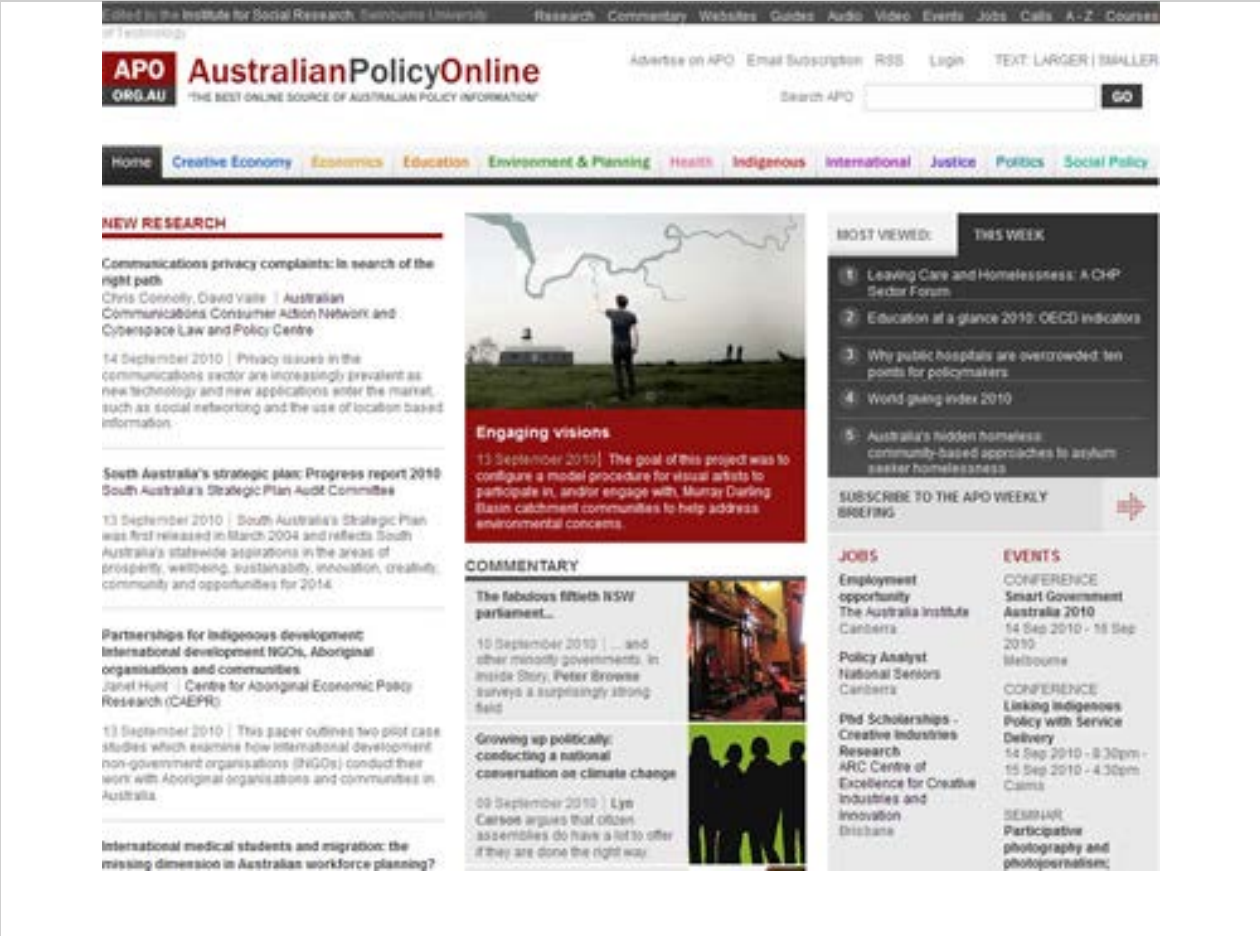
Professor Julian Thomas
Director, Swinburne Institute for Social Research, Swinburne University of Technology
Chair, APO Advisory Board

About APO (apo.org.au)
Australian Policy Online (APO) is the largest open access repository for public policy related documents, data, audio, video and other resources from Australia, New Zealand and internationally. Most of the 30,000 plus collection is grey literature sourced from over 4000 organisations including university research centres and departments (one third), government departments and agencies, NGOs, think tanks and consultants. Wherever copyright permits, APO hosts full text documents and data adding extensive metadata on resources, organisations and authors including issuing Digital Object Identifiers (DOIs) for documents and data and integrating ORCID identifiers.

APO is used by researchers, policy makers and analysts, advocacy groups, think tanks and professional associations, practitioners and industry across all sectors with annual visitor numbers at over one million visits. APO is recognised by researchers and research organisations as a key means of disseminating and communicating with key audience groups to achieve both engage and have impact.

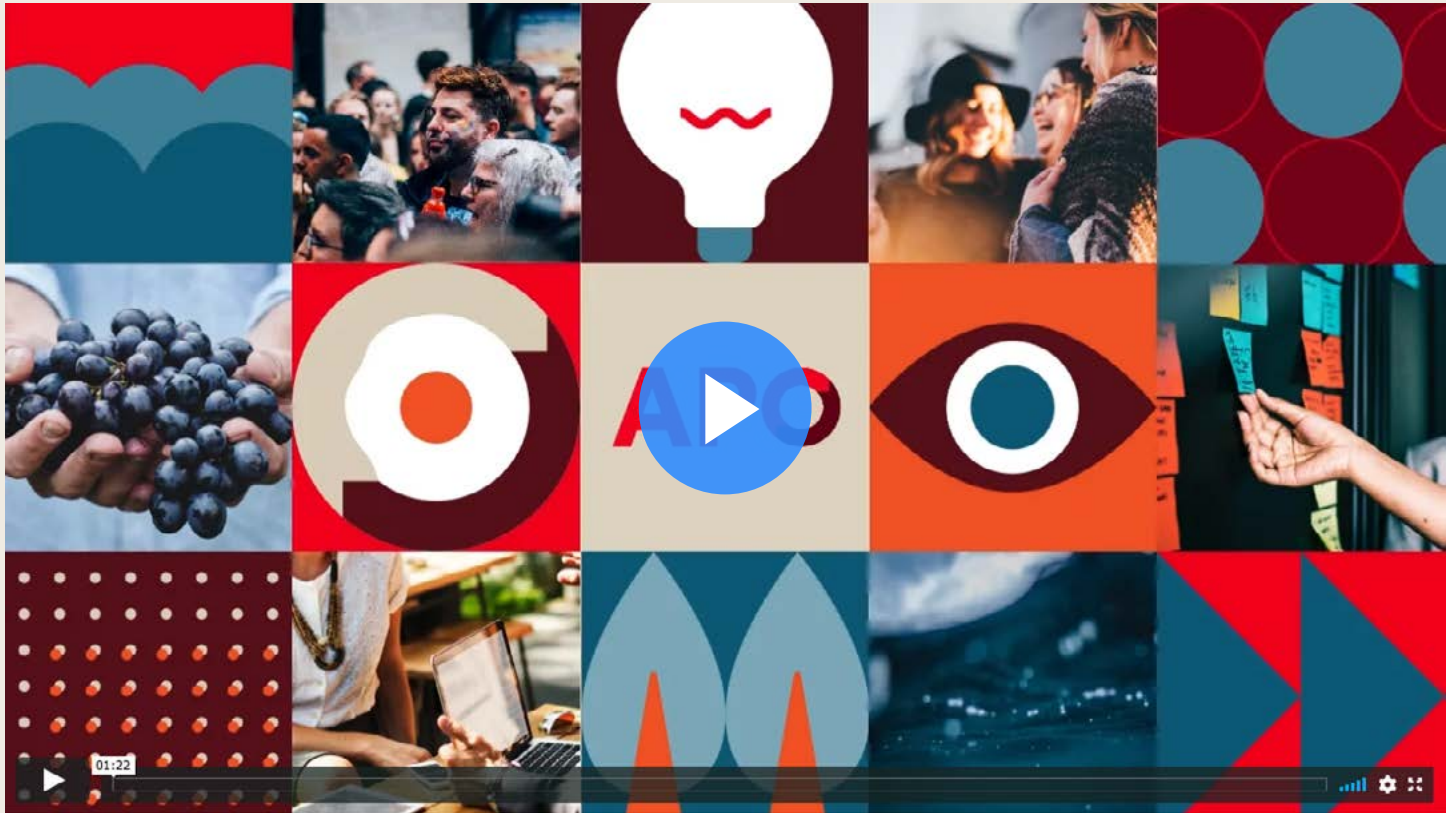
APO was established in 2002 by researchers at the Swinburne Institute for Social Research, Swinburne University of Technology, to bring together and make discoverable research and resources on public interest issues, particularly digital grey literature.

National investment in APO amounts to over \$5 million with funding secured through National Competitive Grants Schemes including seven ARC LIEF and two Australian National Data Service grants, as well as contributions from universities and organisations including University of South Australia, University of Canberra, Australian National University, University of Melbourne, University of Sydney, Queensland University of



After

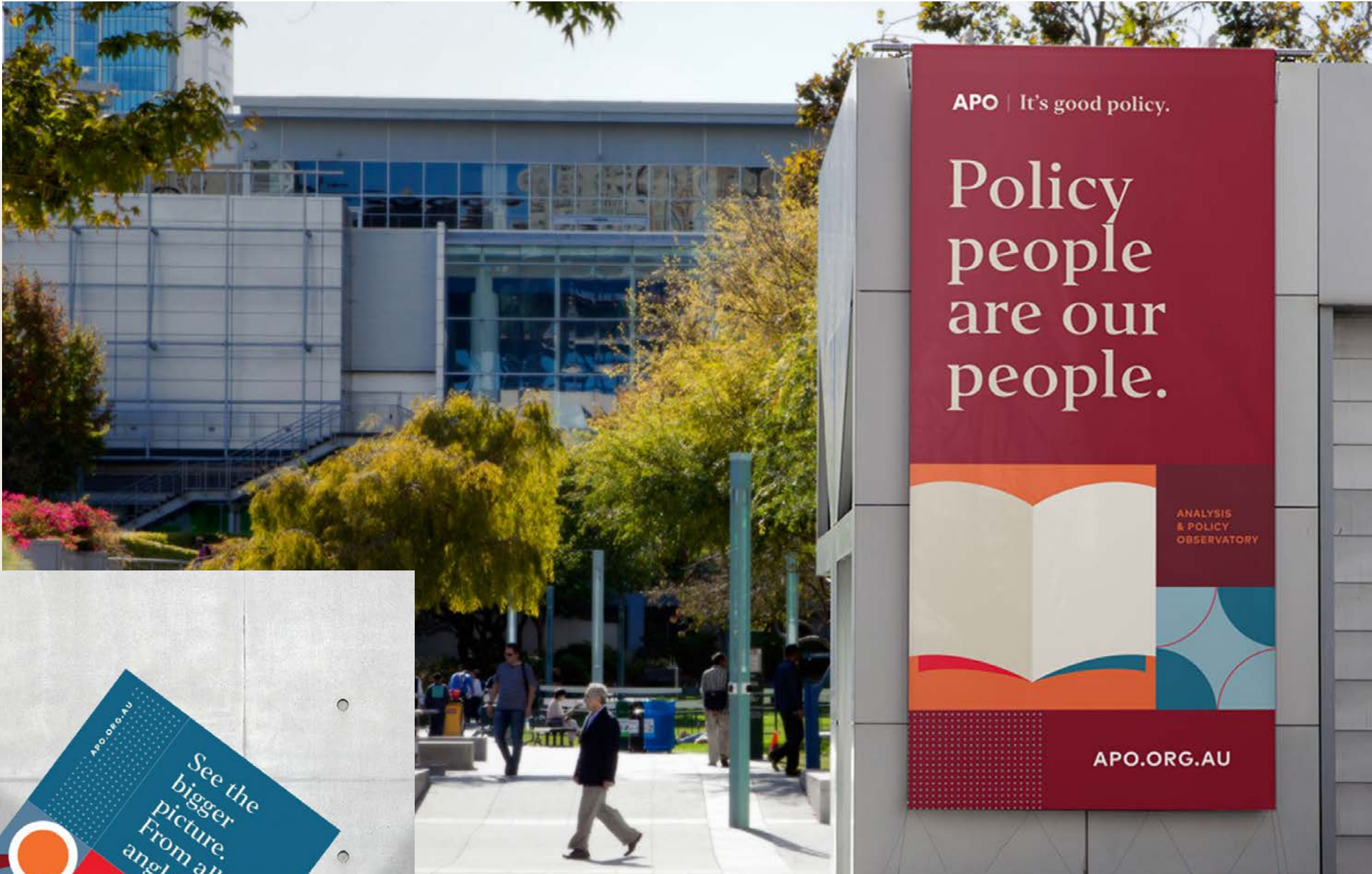
APO | It's good policy.

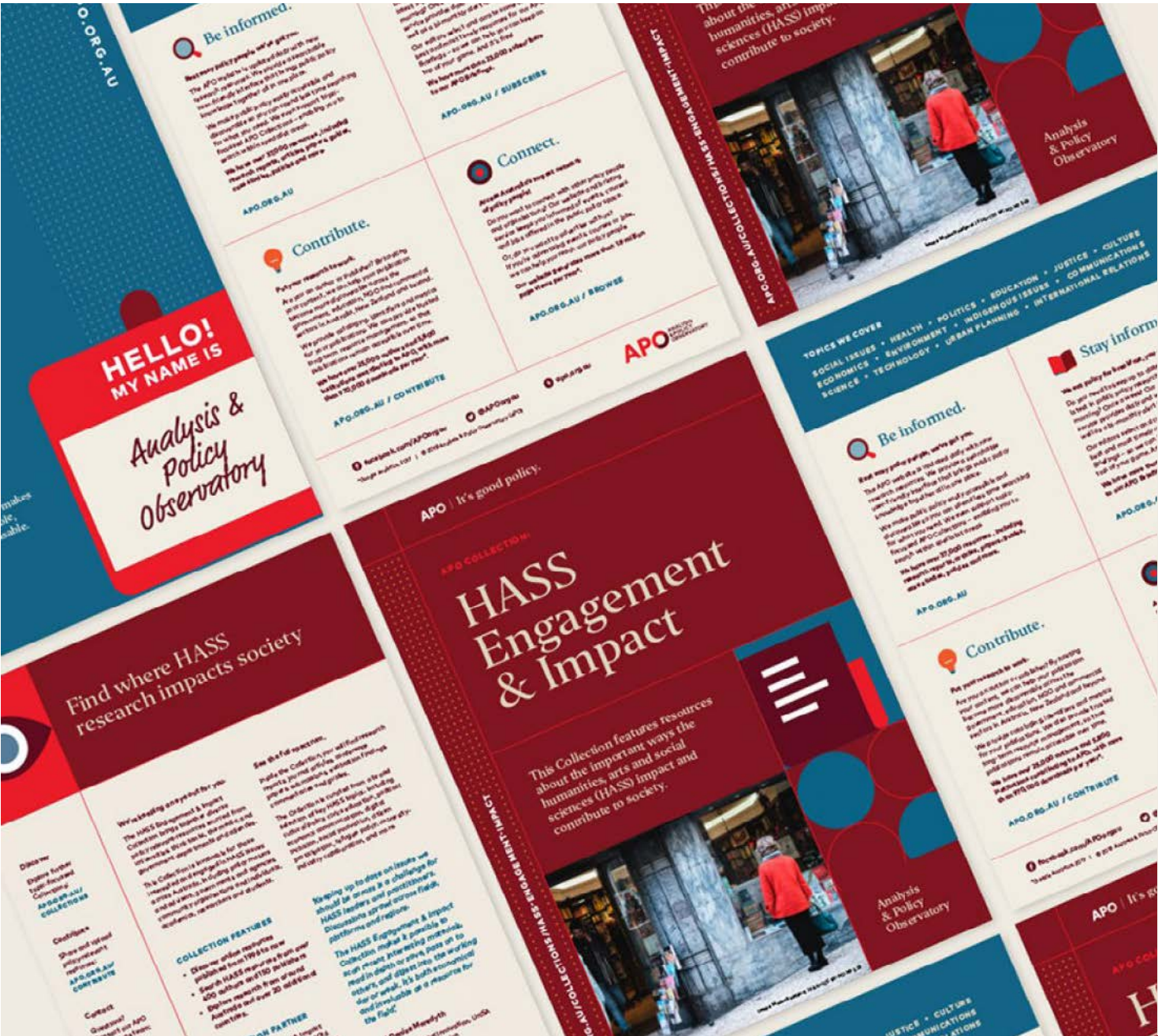


Play brand narrative video

APO

Be informed.
Stay informed.





APO | It's good policy.

Arc Public

Opportunity

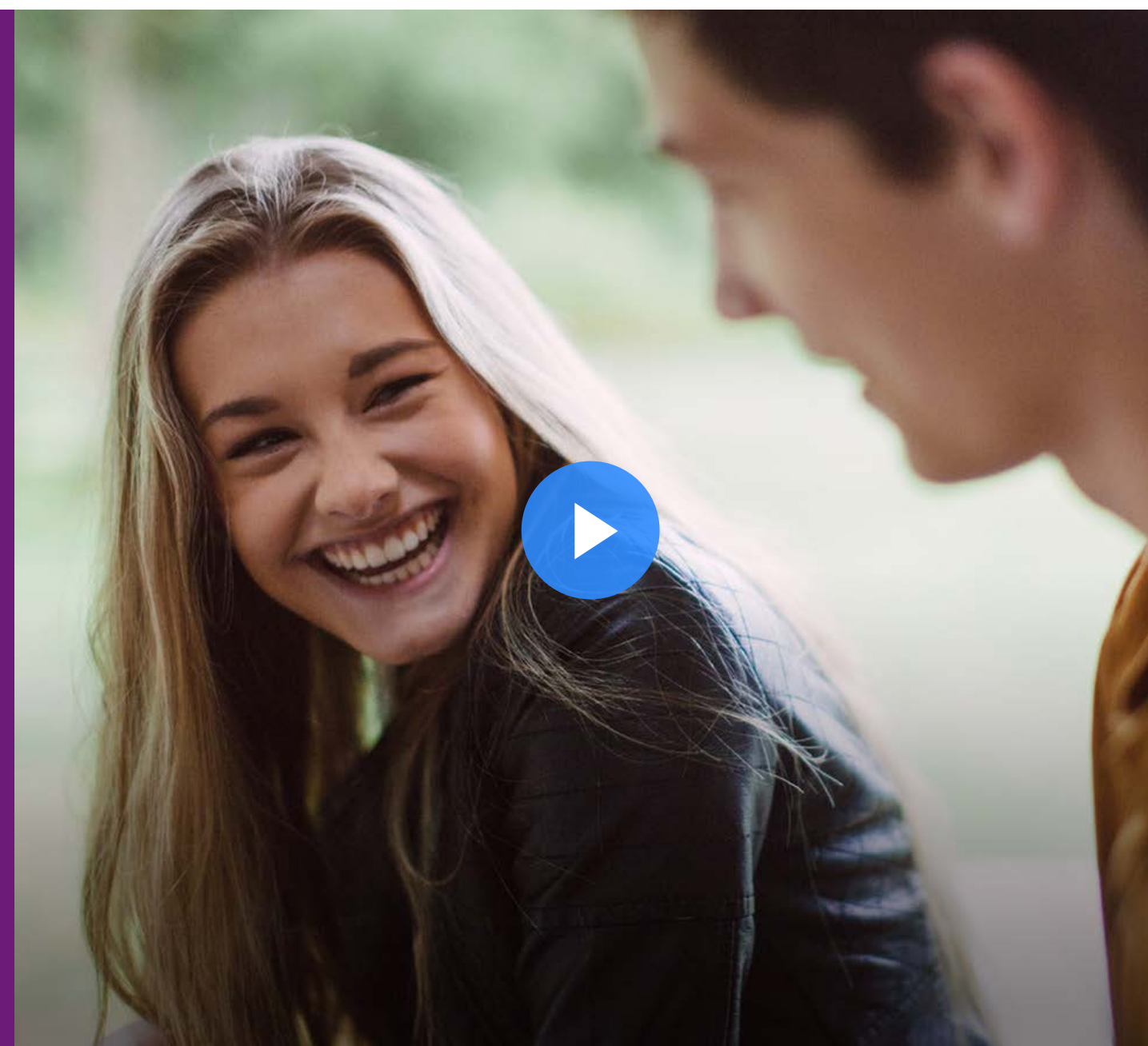
Essential Media needed to develop a brand new name and visual identity for their government practice, with a vision to do public engagement for government in a considered, effective way.

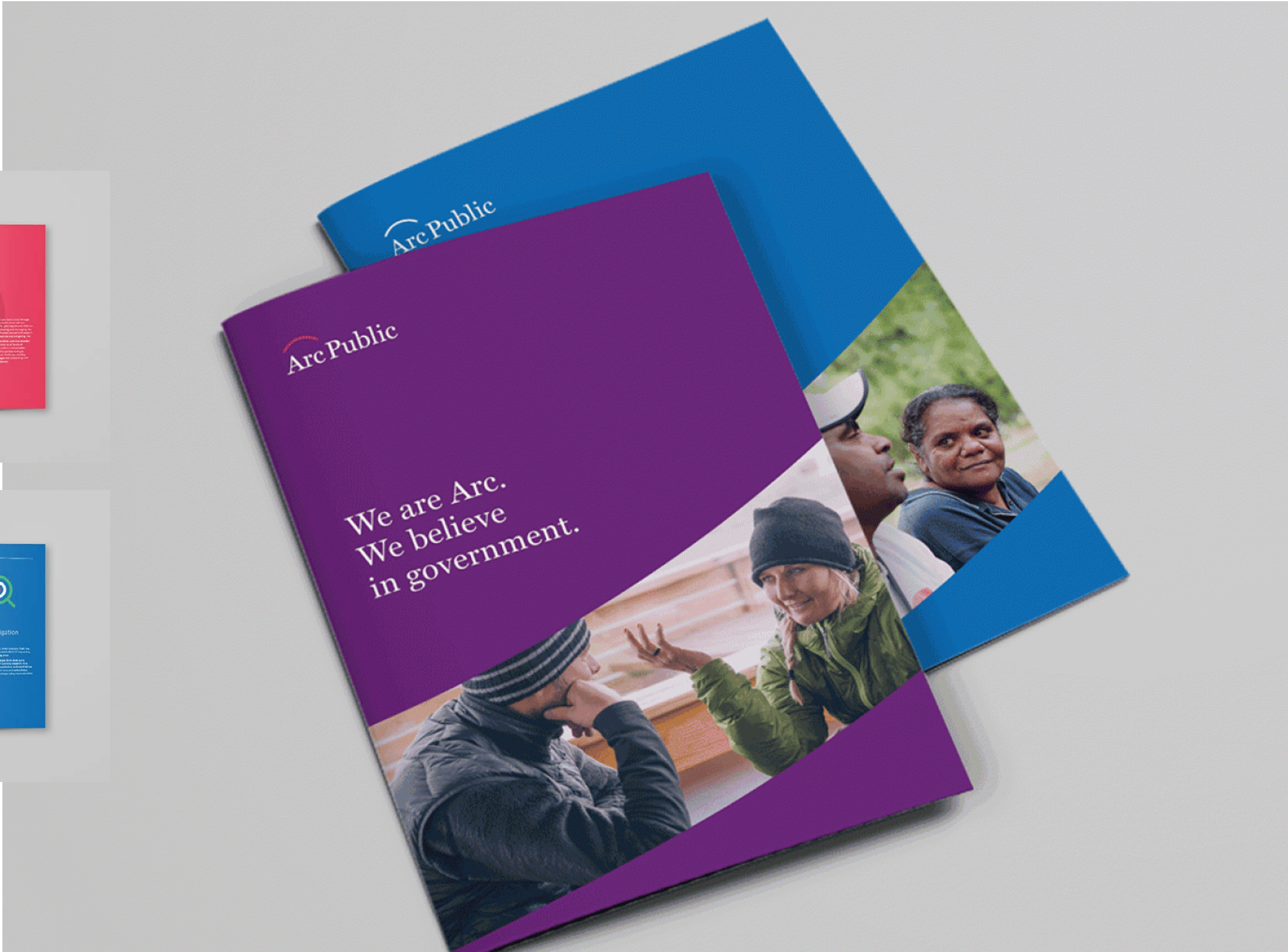
What we did

- Brand Visual Identity
- Brand Narrative
- Communication Collateral
- Marketing Collateral



Connecting Government with Community









Arc Public



Definition



Investigation



Direction



Execution



Evaluation



studioalto.com/our-work

