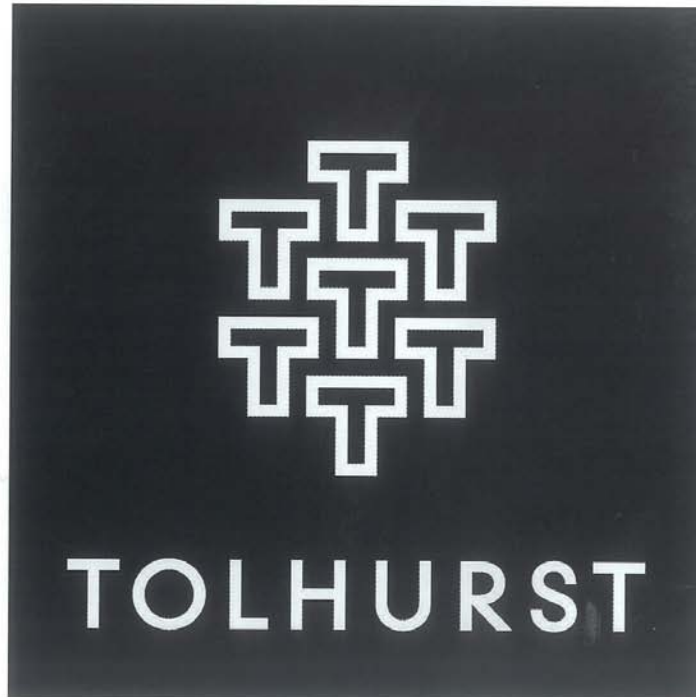


B&T Editorial Product – Brand Identity & Design
– Australia’s Brand Visionaries



People Richard Henderson, CEO. Maurice Lai, design director. Harley Augustine, business development manager.

Clients Tennis Australia, Tolhurst, ANZ OneDirect, Golf Australia, Finsia, Lustig&Moar and more.

Branding philosophy “By distilling ideas and empowering them as creative solutions, we assist our clients to strategically define their own purpose, communicate their differences, and enhance their business reputations,” says Richard Henderson. R-Co’s creative process involves a search for understanding. “We provide leadership on the journey towards clarity, which allows new ideas to be born,” says Henderson. It believes that return on imagination counts for just as much as ROI.

Recent project Creating a new brand identity and name for Tolhurst. “It positions the business with distinction and clarity – one name, one face, and one voice; and a brand identity that conveys the company’s key visions and values of security, intelligence, confidence, pride, and discipline,” Henderson says.