



# Portfolio

2023



# Welcome



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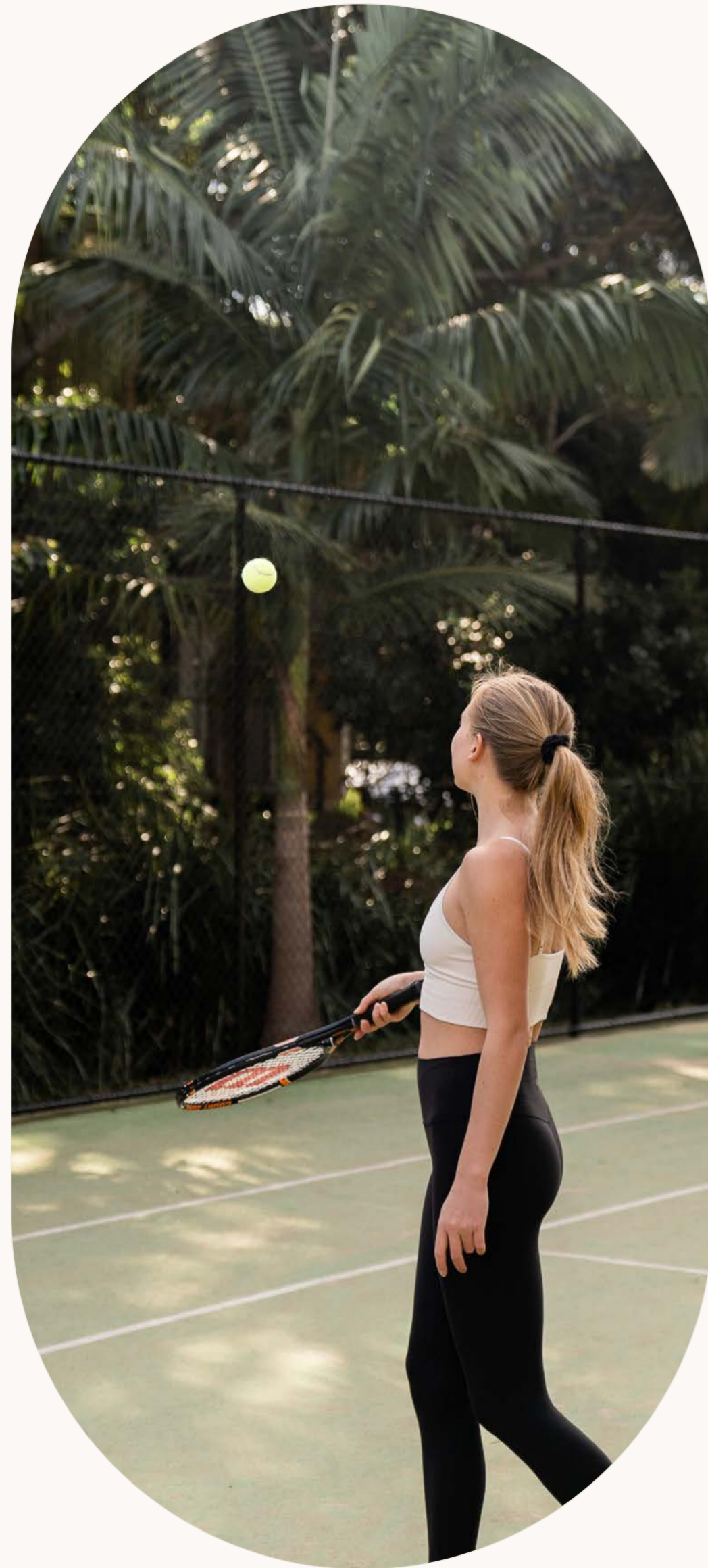
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Elements of Byron



Brand Update

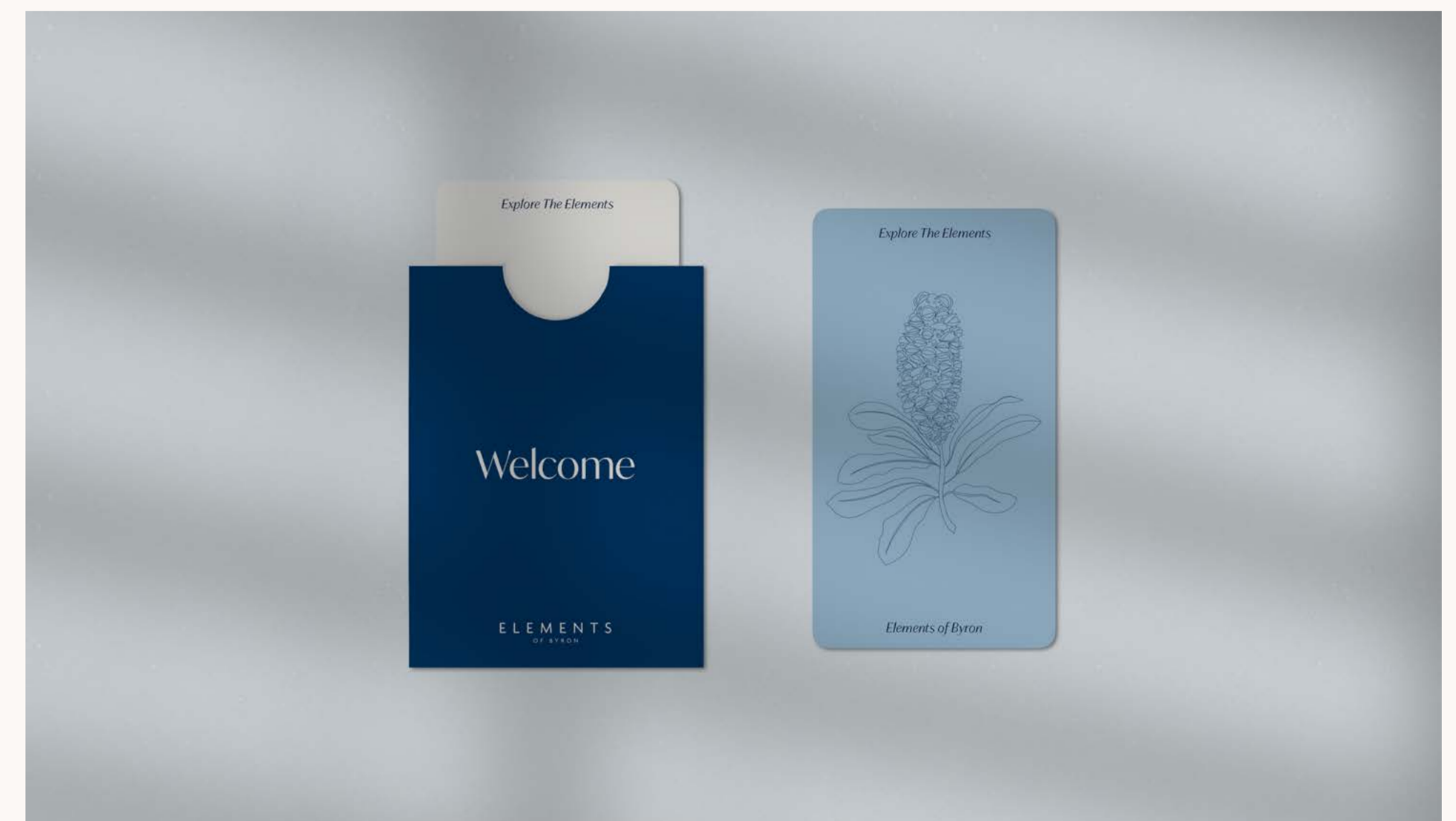
# Elements of Byron – Design Update

## Project

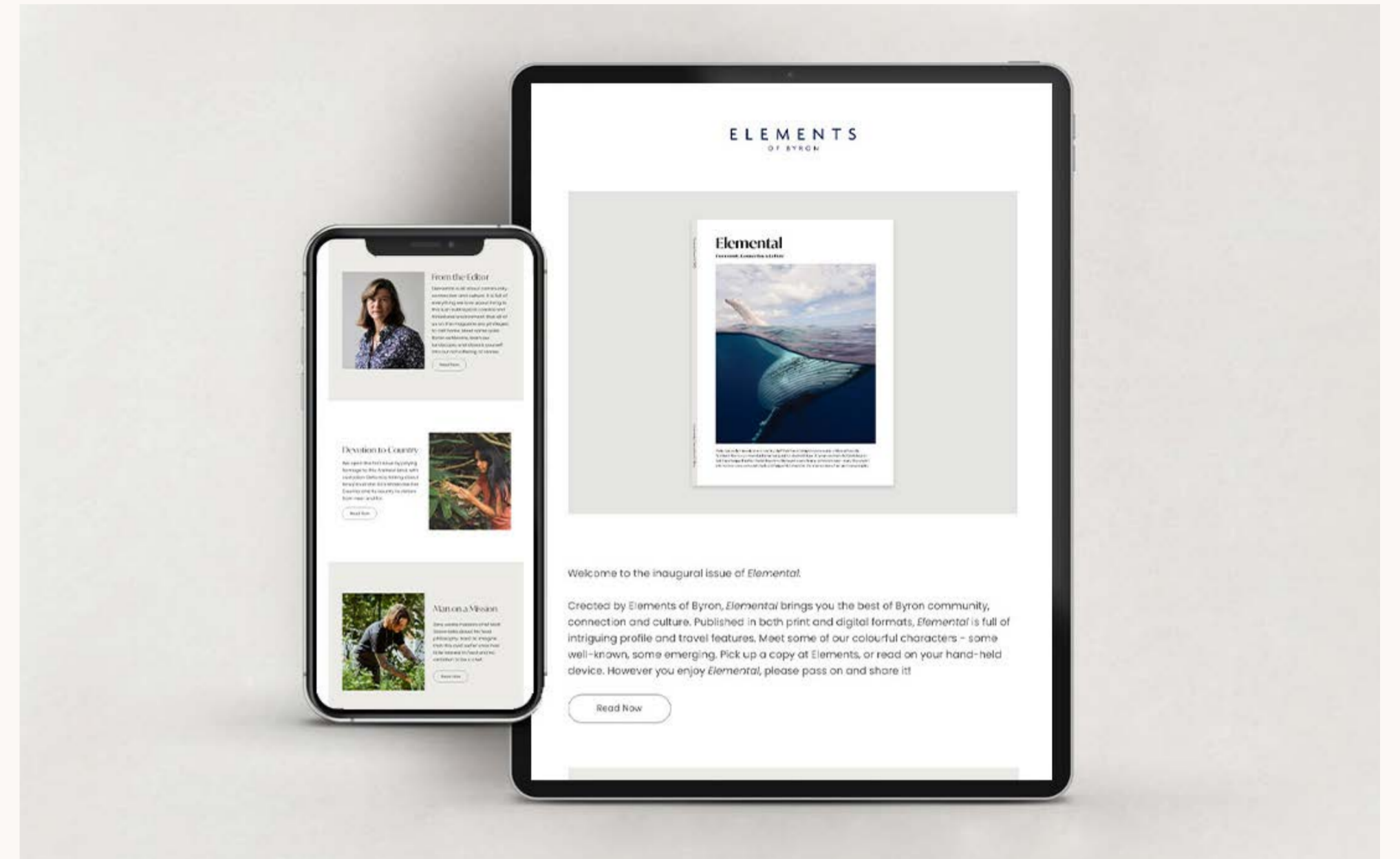
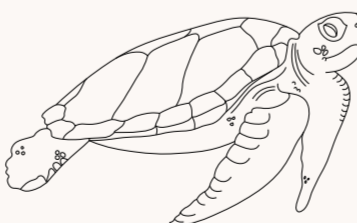
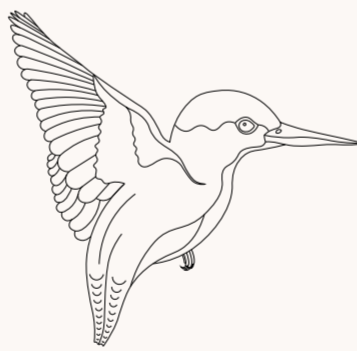
Elements of Byron is an award-winning Byron Bay beachfront resort. Luxury accommodation and world-class facilities hosting unforgettable experiences. Barefoot luxury. Absolute beachfront. Nature all around.

## Role; Design Lead

Ideate, execute and present a refreshed visual identity for Elements of Byron resort. Highlighting Byron's local flora & fauna along with an updated colour palette and typography pairing, I created a custom illustration suite to be used across print & digital brand collateral.









Elements of Byron



Elemental Magazine

## Elements of Byron – Elemental Magazine

### Project

Published by Elements of Byron, Elemental brings you the best of Byron community, connection, and culture. Available in both print and online formats, Elemental invites you into the many wonderfully rich and diverse worlds that make up our region.

### Role; Art Director

Direct and create the visual identity of Elemental Magazine. Responsibilities included industry research, ideate complete visual identity, manage photographers & imagery direction, liaise with copywriters, editors, publishers & printers.







Take Me Home

# Elemental

Community, Connection & Culture



Delta Kay on her devotion to Country, chef Matt Stone brings his zero waste philosophy to the Northern Rivers; our essential Elemental guides; Hanabeth Luke 20 years on from the fateful day in Bali that changed her life; David Ireweem's fliteboard soars; Emma Ashmere's short story, 'Elsewhere'; why we love our community halls and Angus McDonald on the intersection of art and human rights.



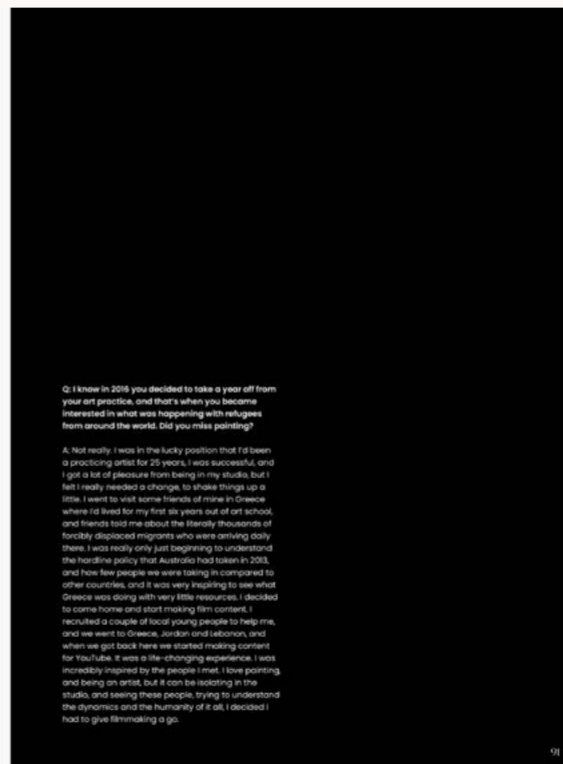
### In Their Own Words

## Devotion to Country

As an Aboriginal woman, Delta Kay was born and grew up in Byron Bay. She talks about how proud she is to showcase her Country and its beauty to visitors from everywhere, and of all ages.

"I grew up right here, at Ballina or Blungie, just a stone's throw away from the creek which fed us... The Blungie - pronounced 'bee-Long-gie' - means... One of my favourite childhood memories is watching my dad, who was a fisherman, untied the fishing nets full of crabs, fish and prawns, which country... I was a huge role of passage for me. I joined my sister and had with me some mother... the area in Byron Park with Uncle Archie (Doris) and Auntie... more kids. Our house was full with extra kids, and... husband calling me back to Byron, so we sold our house and moved our family home. All the things... moved home, and it was really special to be back with my mum."

International Union for the Conservation of Nature in South Africa... Today these lists include land, beaches and coastal waters between Brunswick Heads to the north, Ballumbrien and Bangalow to the west... I loved growing up here, but when I left school, I went to do an Aboriginal studies course in Melbourne and that is how it was. This was the first time, and I was a huge role of passage for me. I joined my sister and had with me some mother... the area in Byron Park with Uncle Archie (Doris) and Auntie... more kids. Our house was full with extra kids, and... husband calling me back to Byron, so we sold our house and moved our family home. All the things... moved home, and it was really special to be back with my mum."



### Editorial Team

**Editor**  
Cristina Eder

**Managing Editor**  
Tully Johnston

**Deputy Editor**  
Charlotte Hoggins

**Art Director**  
Daria Kelly

editor@magazineofbyron.com.au

### Contributors

Bonnie Ashmere  
Sarah Carter de Assis  
Sarah-Jane Goring  
Christine Hoggins  
Andrew Inby

### Images

Oliver Laffer & Julia Hargrett

### Publisher

Elements of Byron

**General Manager**  
Michael Stone

**Sales & Marketing Manager**  
David Stone

pubinfo@magazineofbyron.com.au  
141 Bayview St, Byron Bay NSW 2481  
elements@byron.com.au  
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### Creative

Creative Concept & Produced by: VIM-DEI  
vimedea.com

Elementary is printed by Dentsu using 100% Certified paper

### Editor's Letter

As you're in the final stages of planning, I wanted to say that the magazine is designed to inspire you into the world and share with you the things that are happening in the south coast region. We start by giving you a taste of the region's best beaches, and then we go on to explore the art and human rights scene here. We hope you'll find it all very inspiring and that it will give you a new perspective on the world around you. We're excited to see you in the magazine and to hear what you think of it. We'll be back in the next issue with more stories and photos from the region.

### Contents

06	16	20	22	26	30	36	42	46	50	55	60	66	72	80	82	86	88	96	
Devotion to Country	Take Me Home	Walloping Biscuits	Subculture Guide	Indigenous Guide	Elsewhere	In the Element	Elsewhere	Art About	Take Me Home	Walloping Biscuits	Subculture Guide	Indigenous Guide	Elsewhere	Art About	Take Me Home	Walloping Biscuits	Subculture Guide	Indigenous Guide	Elsewhere

### Coastal Guide

## Beaches

Life is a beach, they say, and nowhere in the world is that more true than in and around Byron Bay. If you're seeking sun, surf, and coastal scenery, you'll find the perfect beach somewhere between Brunswick Heads and Ballina. Here are just a few of the best beaches to explore.

**Q: As you made this transition into a more political life, what was the most challenging part, and what was the most rewarding?**

**Q: It sounds as if you're finding several lives in one!**

**Q: How do you see the future of the region?**



*The Farmer's Daughter*



*Brand Identity*

## *The Farmer's Daughter – Brand Identity*

### **Project**

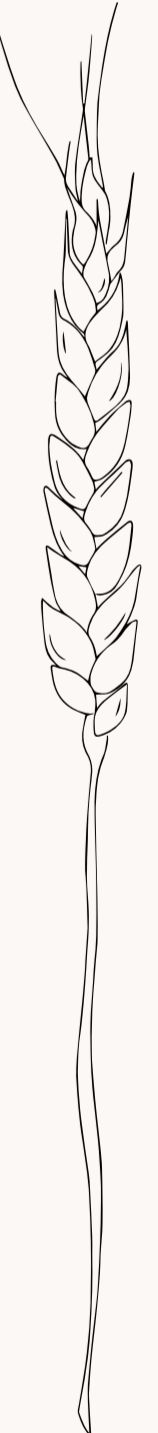
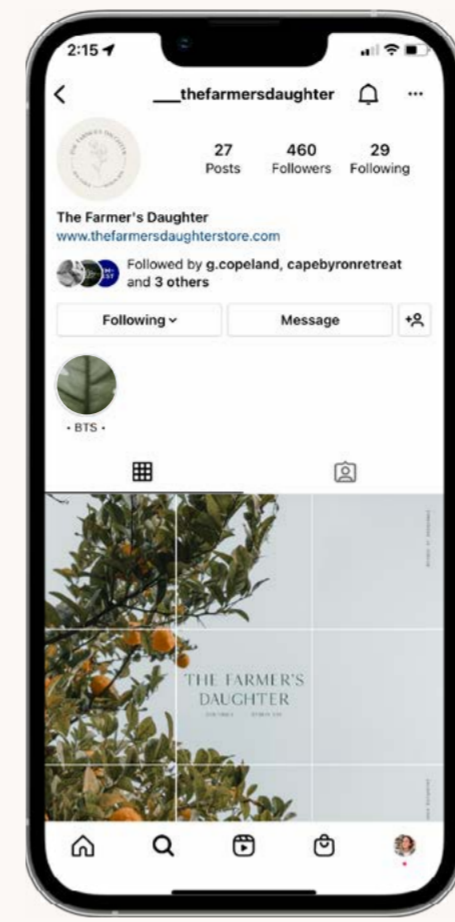
*The Farmer's Daughter is a provider of unique, bespoke, artisan homewares. The Farmer's Daughter supports both local & international crafters by uniting their art with homemakers everywhere.*

### **Role; Design Lead**

*Ideate & execute a brand-new visual identity for The Farmer's Daughter. Here the lineage of The Farmers Daughter and tell the story of its conception through warm rustic tones, eclectic farmhouse imagery & representational illustration.*









Interior Blank



Website Design

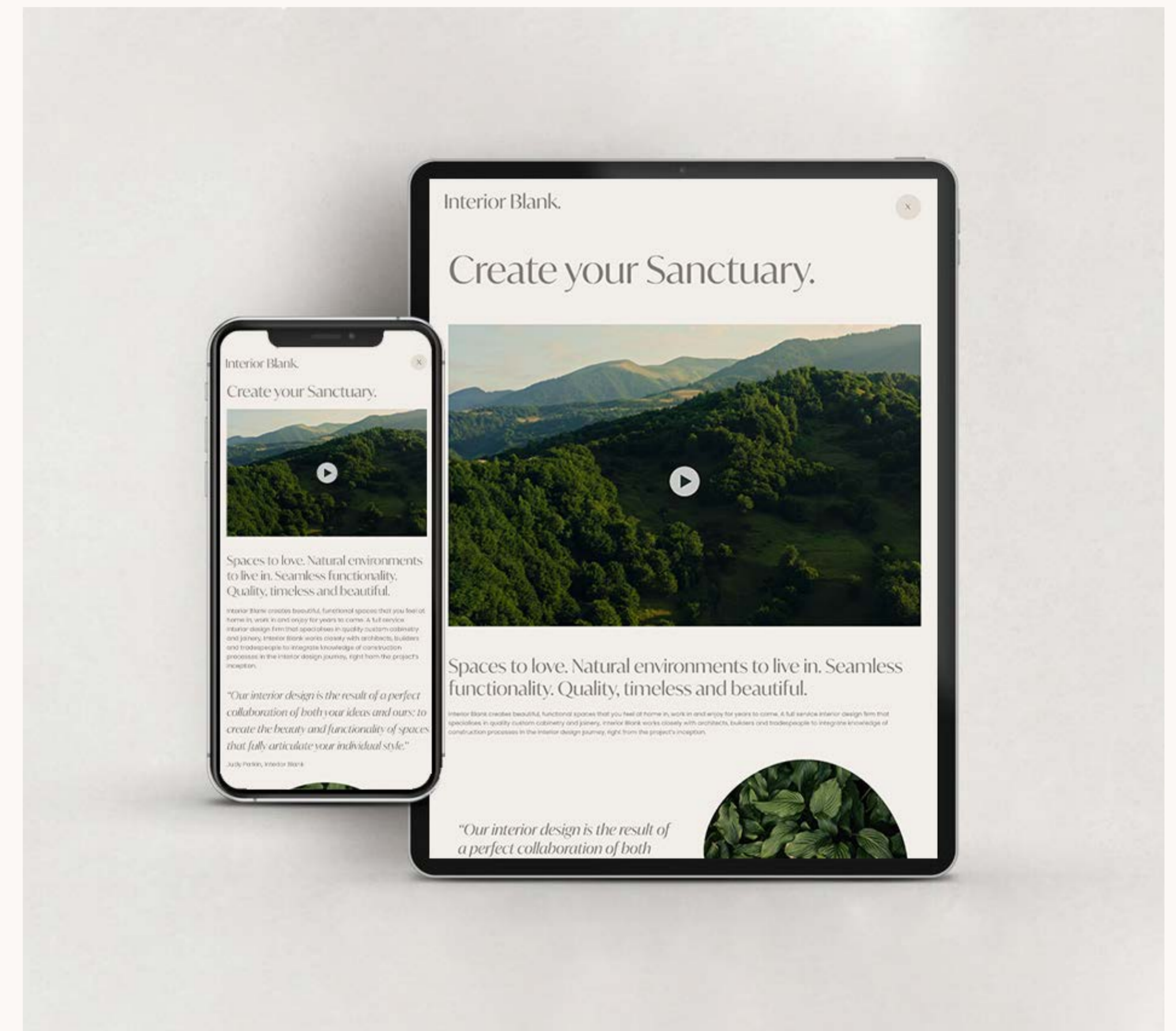
# Interior Blank – Website Design

## Project

A full-service interior design firm that specialises in quality custom cabinetry and joinery. Interior Blank works closely with architects, builders, and tradespeople to integrate knowledge of construction processes in the interior design journey, right from the project's inception.


## Role; Design Lead

Create a new visual identity for Interior Blank. Deliverables included a new colour palette, typeface, imagery style, website, and overall brand look & feel. The clients design challenges included the need to visually express the importance of natural elements & the use sustainable building materials.






Create your Sanctuary.



Spaces to love. Natural environments to live in. Seamless functionality. Quality, timeless and beautiful.

"Our interior design is the result of a perfect collaboration of both your ideas and ours to create the beauty and functionality of spaces that fully articulate your individual style."


Judy Parkin, Director and Founder, Interior Blank.



"When interior design is informed by wisdom, connection, knowledge and experience, the end result is both better design and a smoother construction journey."

Solving Design Complexity.


Interior Design Services: Cabinetry & Joinery Specialisation.









"My dedication to seeing happy, satisfied customers comes from a true love for what I do in creating individual, personalised designs."

Our Work: International Portfolio, Before and After Renovations.


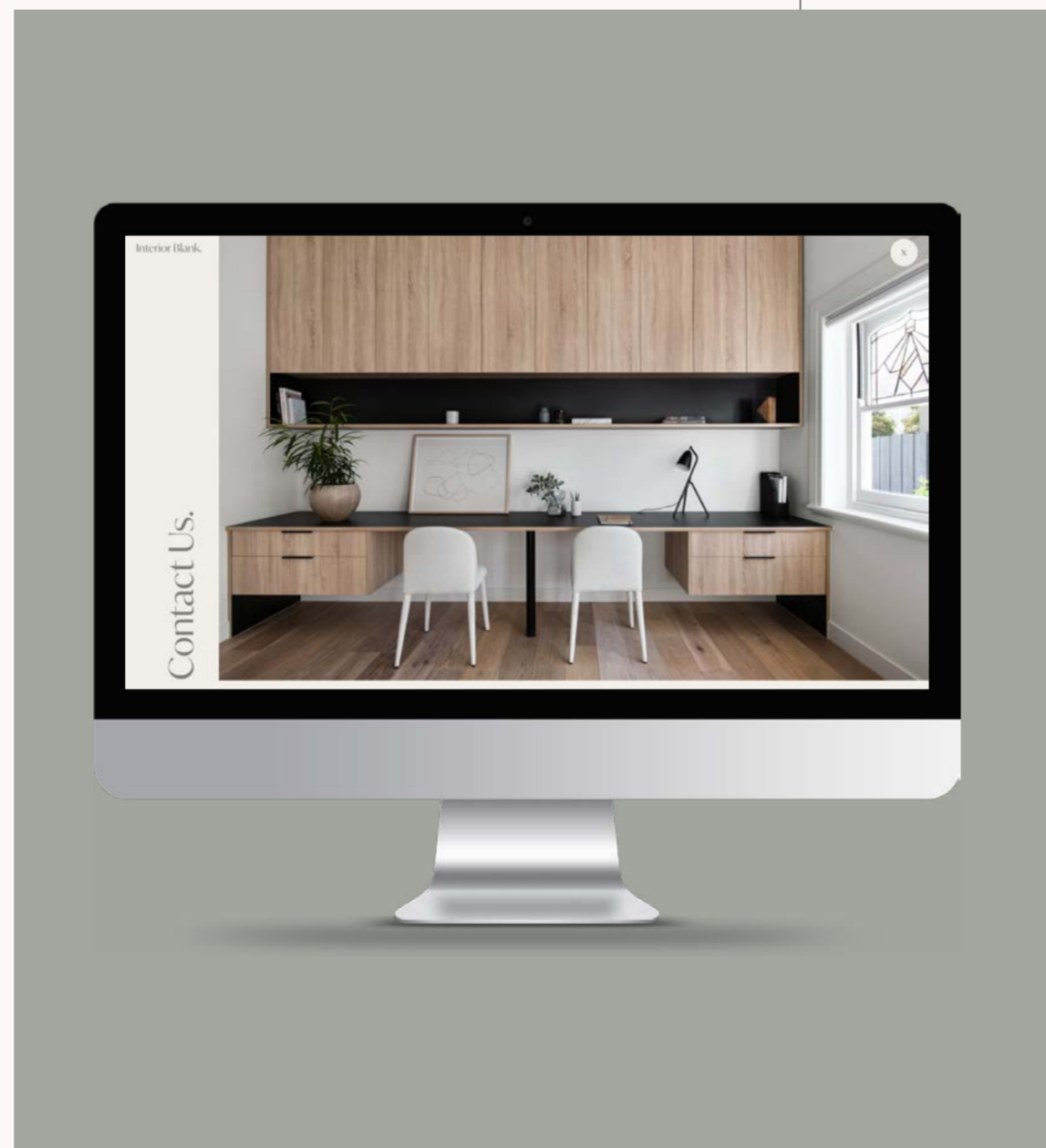
Celia Street



Lorem Ipsum Dolor Sit Amet.

Lorem Ipsum Dolor Sit Amet. Lorem Ipsum Dolor Sit Amet.



*Finding Calm Psychology*



*Brand Identity*

## *Finding Calm Psychology – Brand Identity*

### **Project**

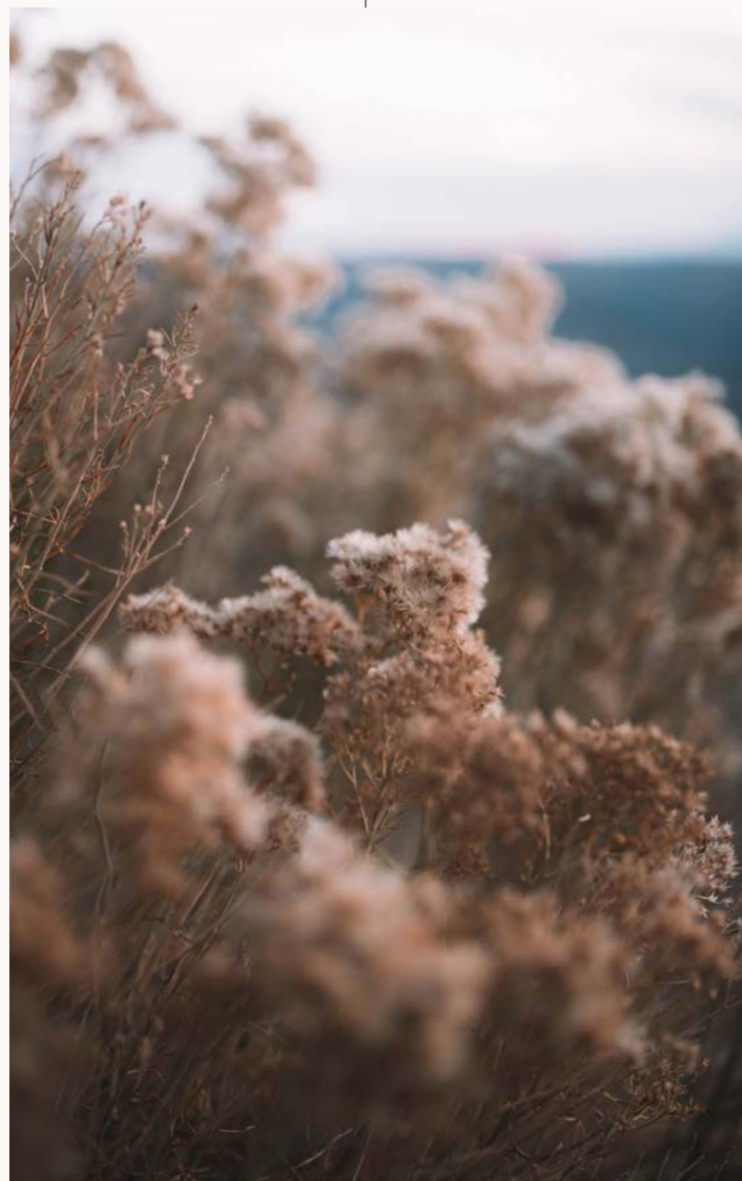
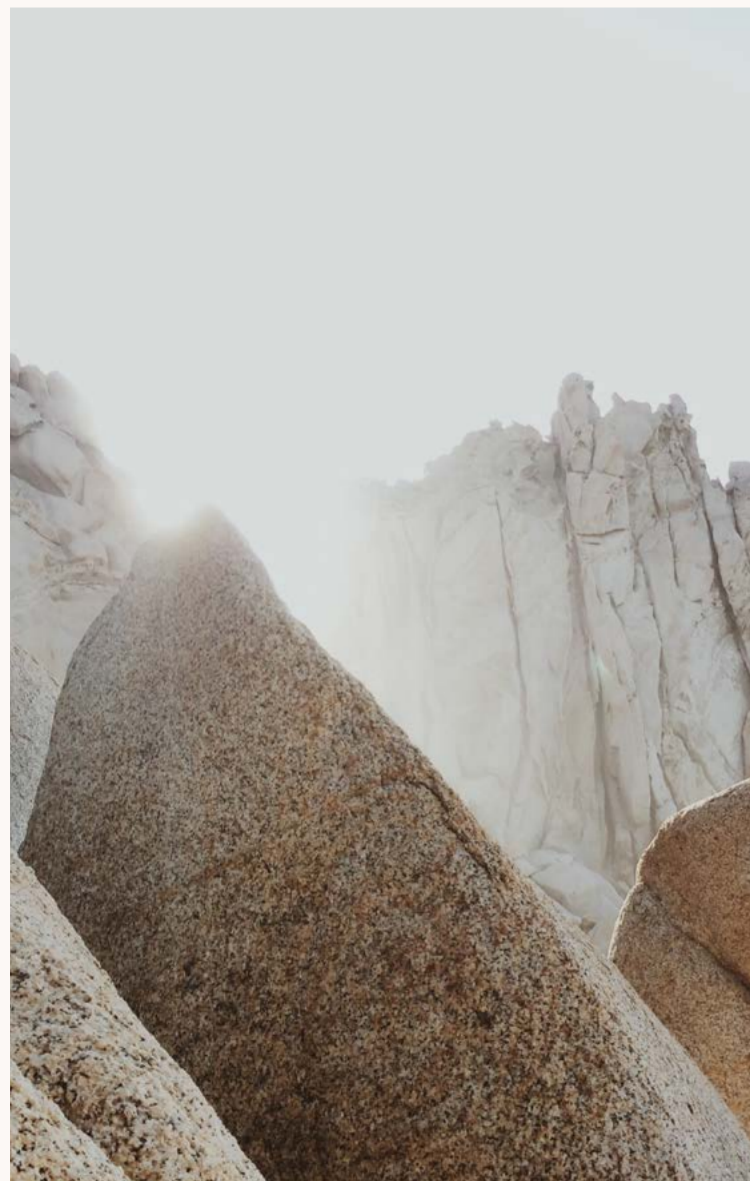
*A highly experienced clinical psychologist, Tracey Gamble, Founder of Finding Calm Psychology, offers a non-judgemental, supportive therapeutic environment in which clients can share and understand their experiences, develop effective coping strategies & build on existing strengths.*

### **Role; Design Lead**

*Create a new visual identity for Finding Calm Psychology. Focusing on natural Australian elements & textures, these brands visuals aim to relax clients and reduce overwhelm. These visuals also represent the authority of Tracey Gamble while allowing space for creativity.*

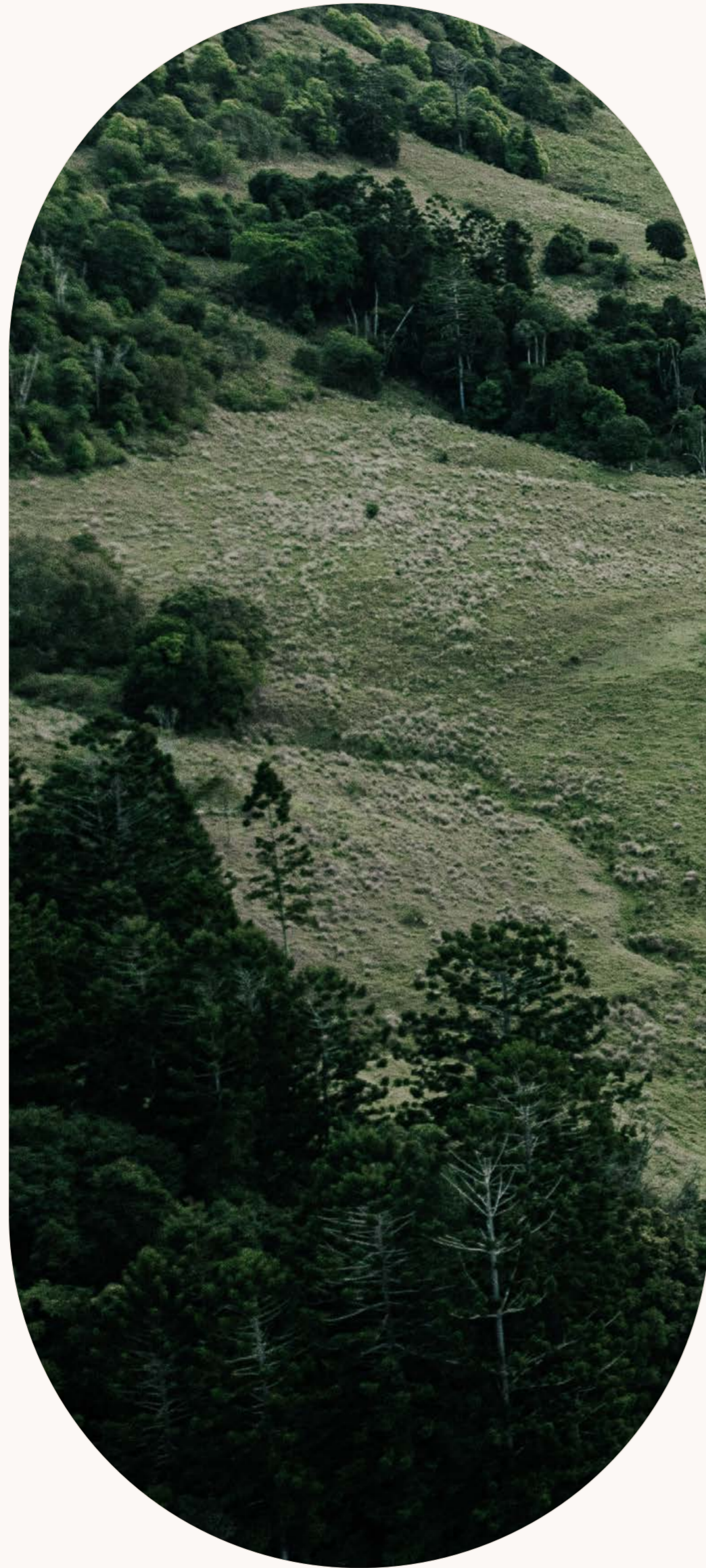








Cape Byron Retreat



Website Design

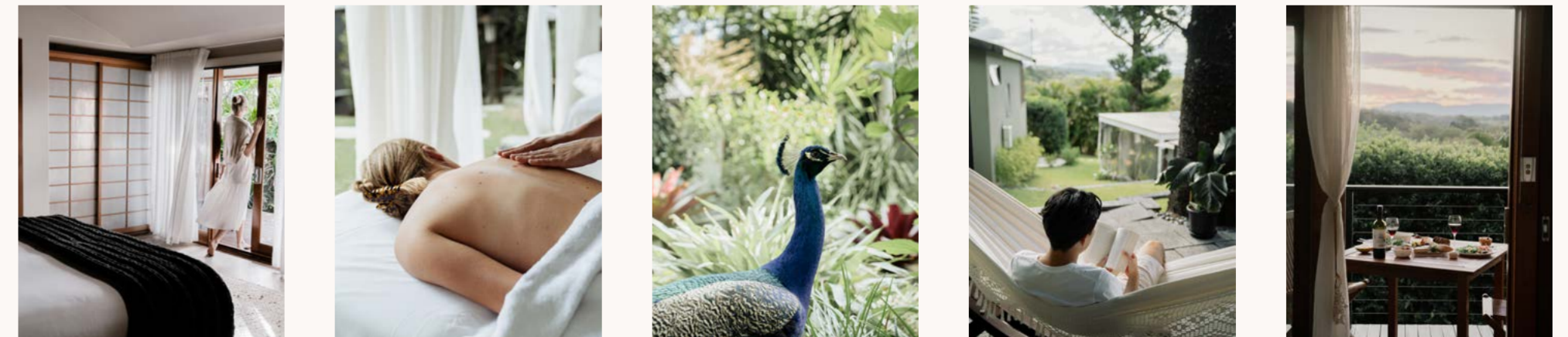
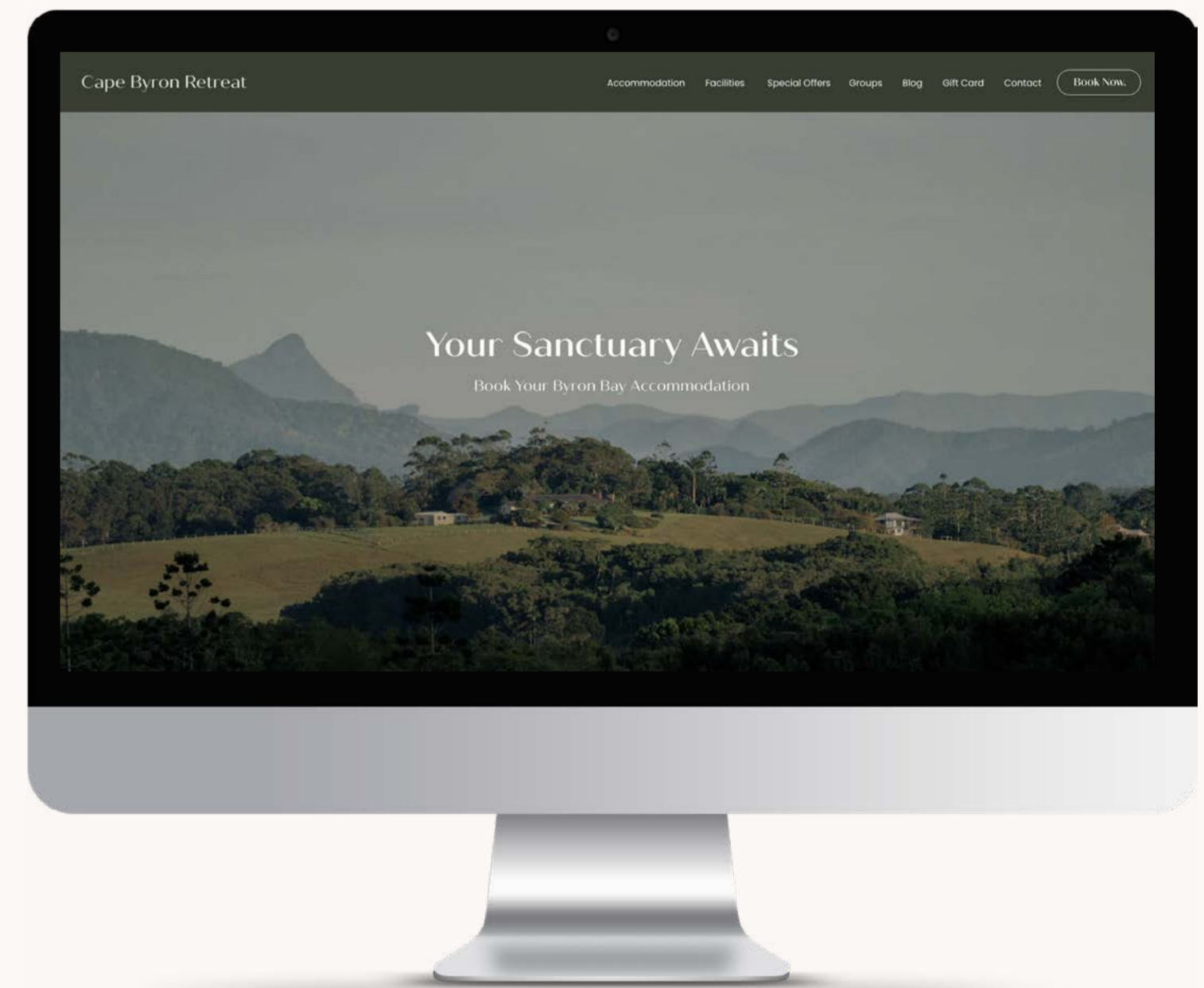
# Cape Byron Retreat – Website Design

## Project

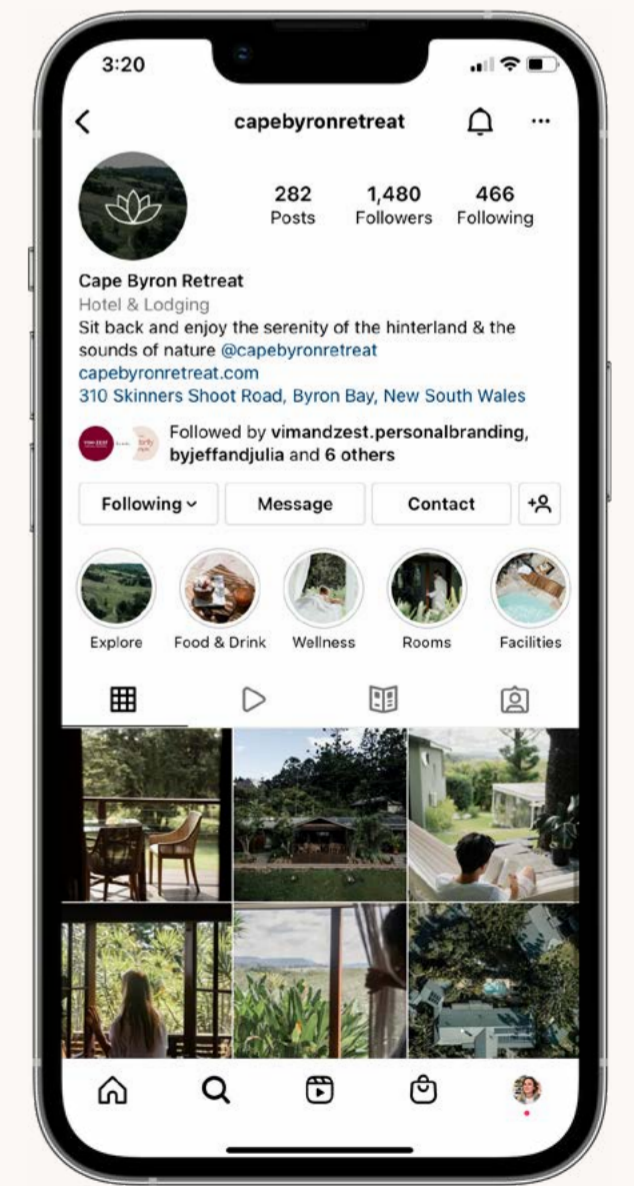
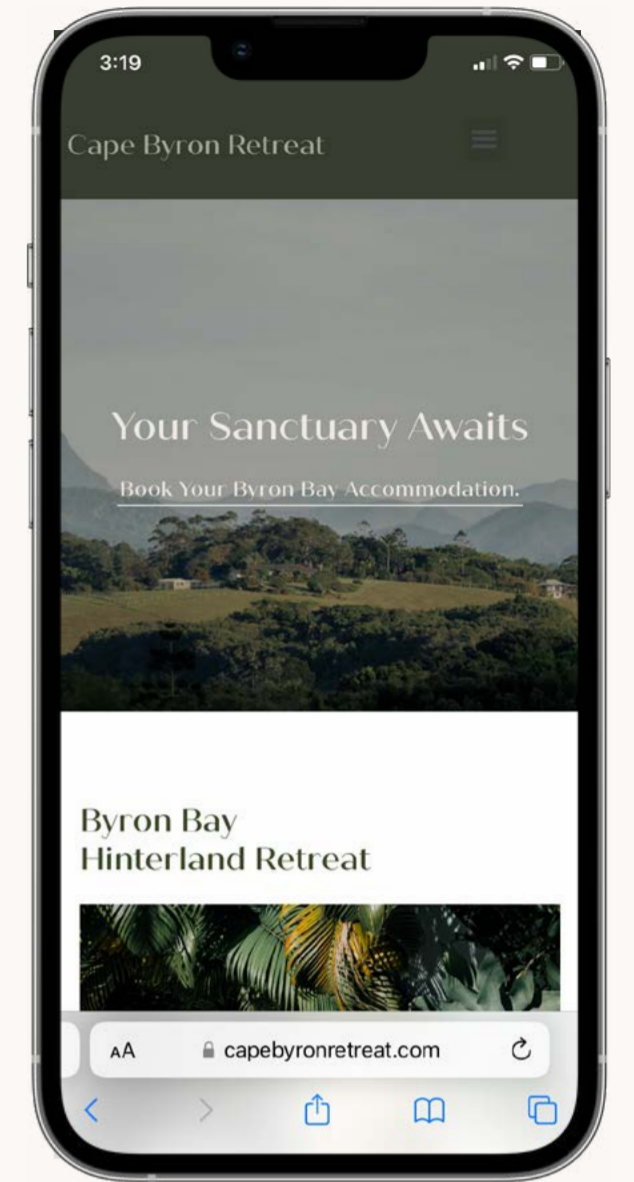
Cape Byron Retreat is a sanctuary in the shadow of Mt Warning just four minutes' drive from the hum of Byron Bay. Each room celebrates the beauty of the natural surroundings, welcoming serenity inside.

## Role; Design Lead

Refine Cape Byron Retreats existing brand visuals with a new photoshoot, website, colour palette & typeface. With a focus on hinterland comfort & wellness for couples, these brand visuals were revamped and modernised the brands offering in a saturated Byron Bay wellness market.

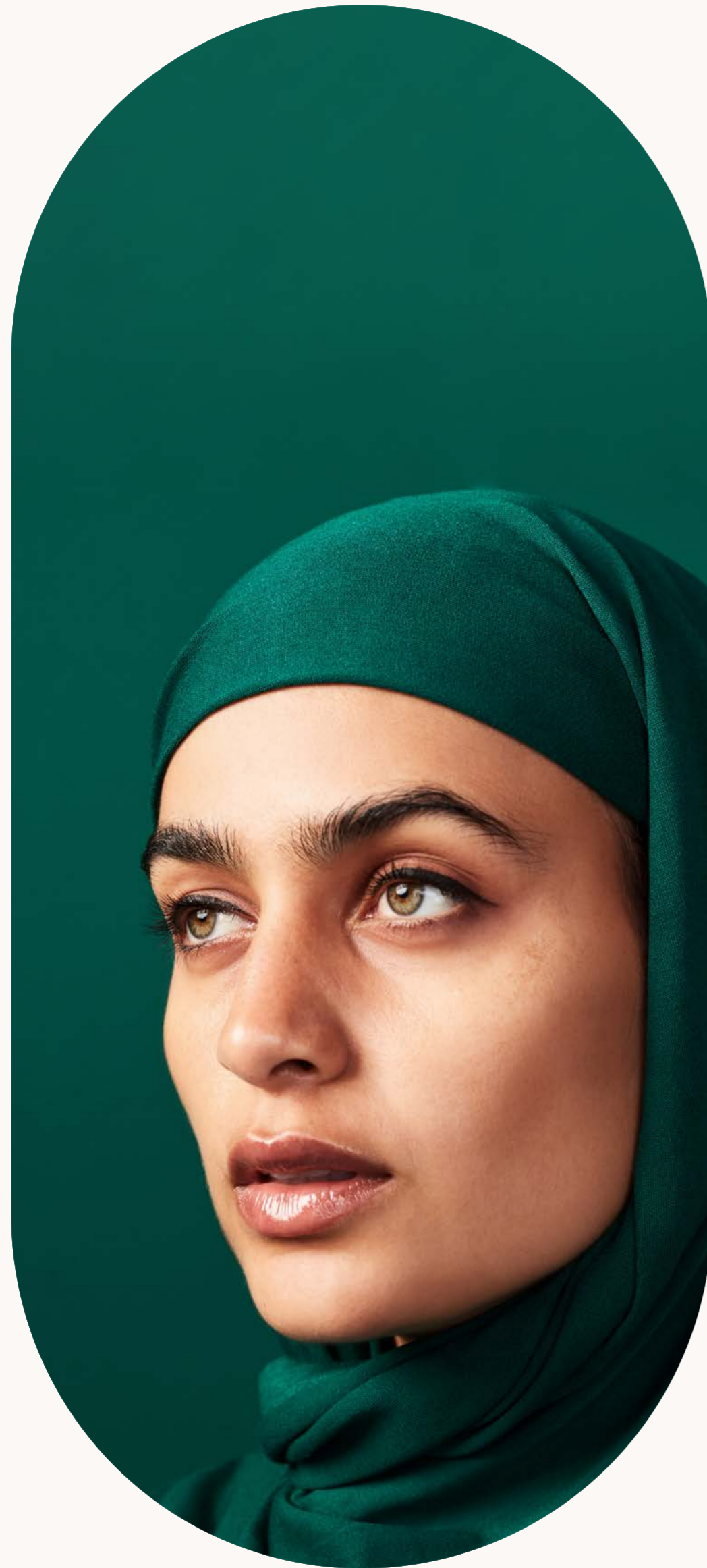








*The Butterfly Temple*



*Brand Identity*

## *The Butterfly Temple – Brand Identity*

### **Project**

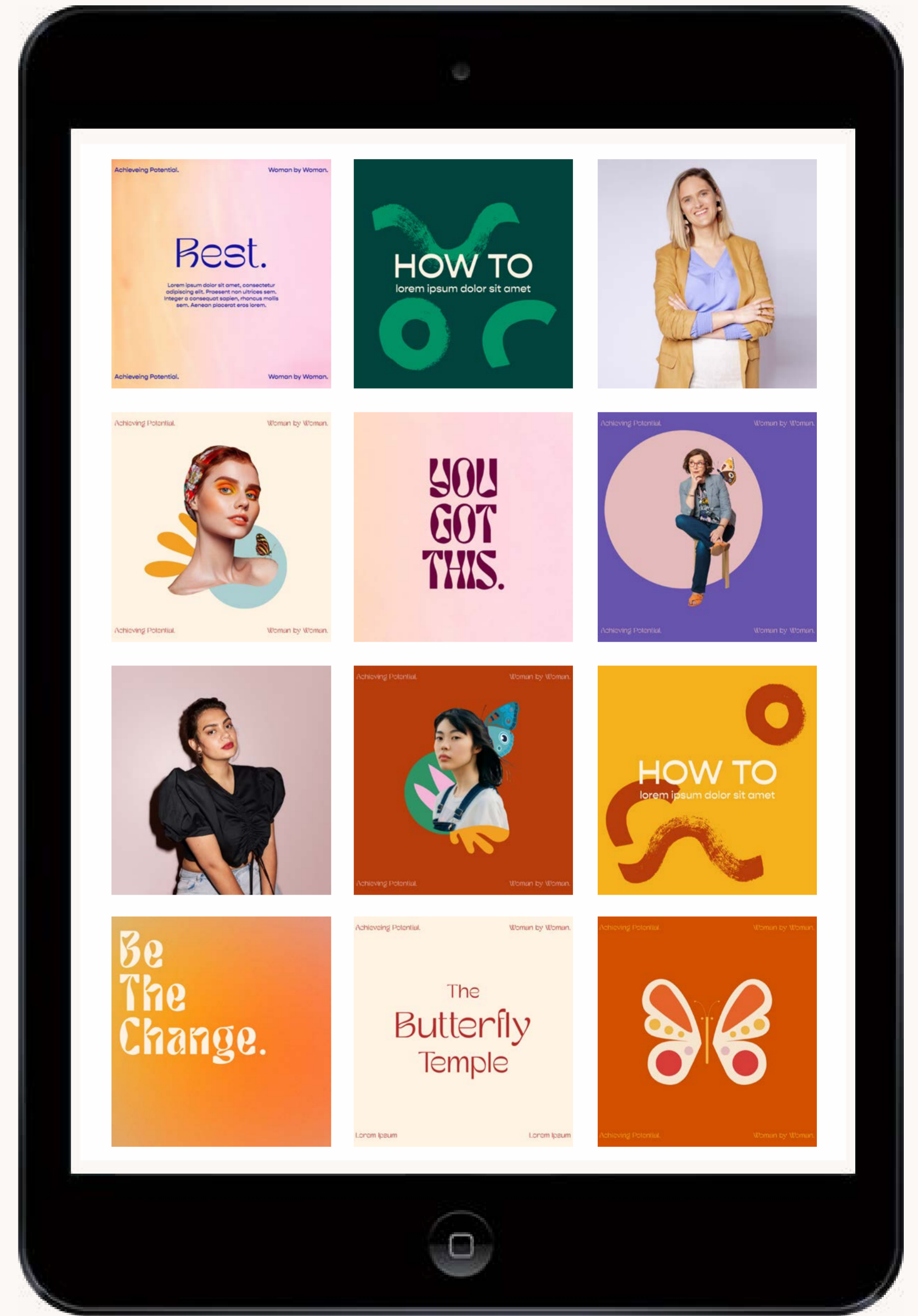
The Butterfly Temple is a Social Enterprise that supports women and girls to feel valued, respected, and purposeful. For many women, just putting food on the table each day is a win. Having self-worth feels remote. A sense of purpose is a luxury some can't afford. Through a series of donation programs and partnerships, The Butterfly Temple supports women with tools to break the cycle, find stability & live their best life.

### **Role; Design Lead**

Create a new visual identity for The Butterfly Temple. Focusing on bold colour, shape, texture & photography, these brand visuals emote confidence, inclusion & community. Important considerations included the appeal to a large age, financial, & social demographic.









Lachlan Wilson



Brand Identity

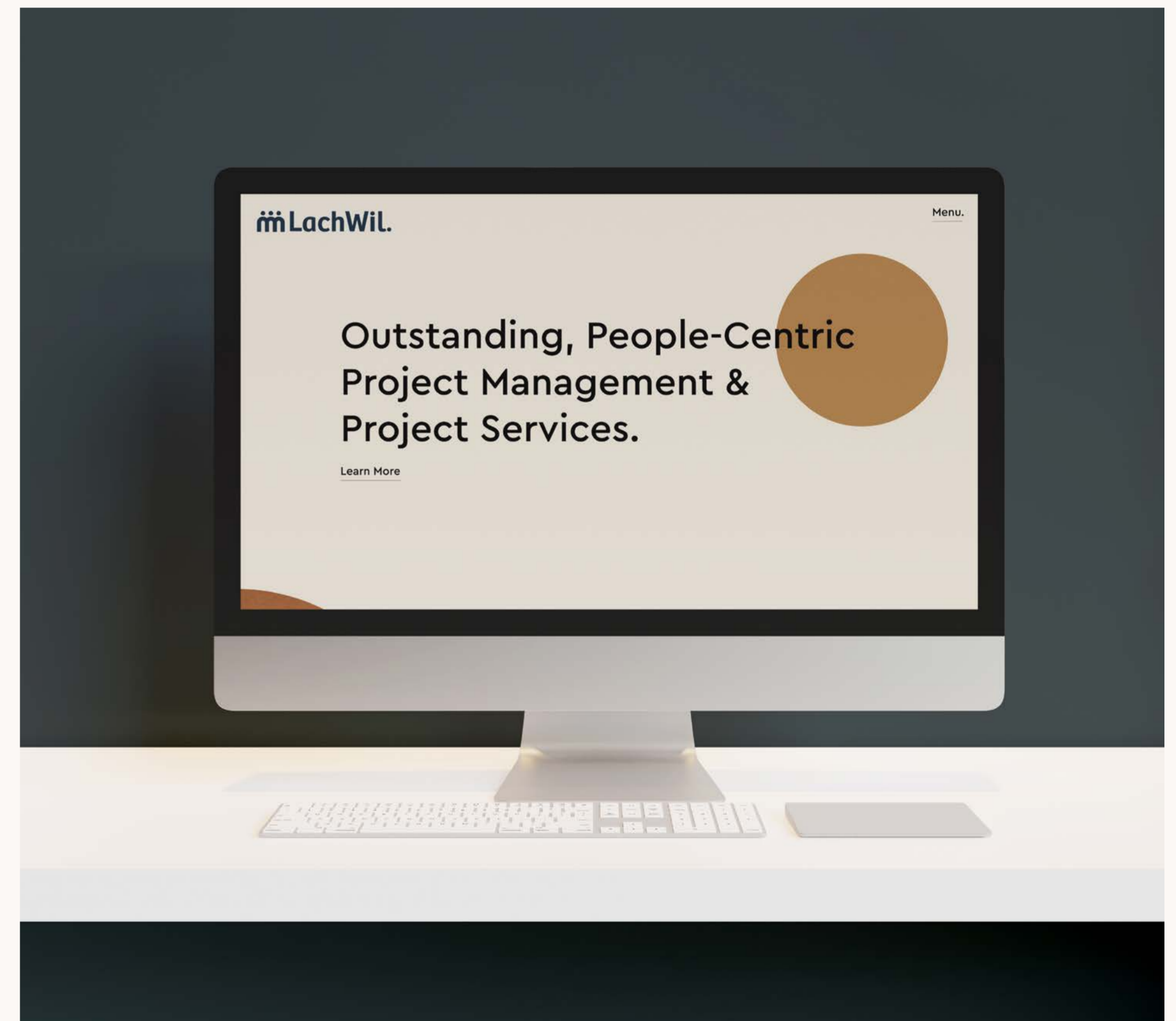
## LachWil – Brand Identity

### Project

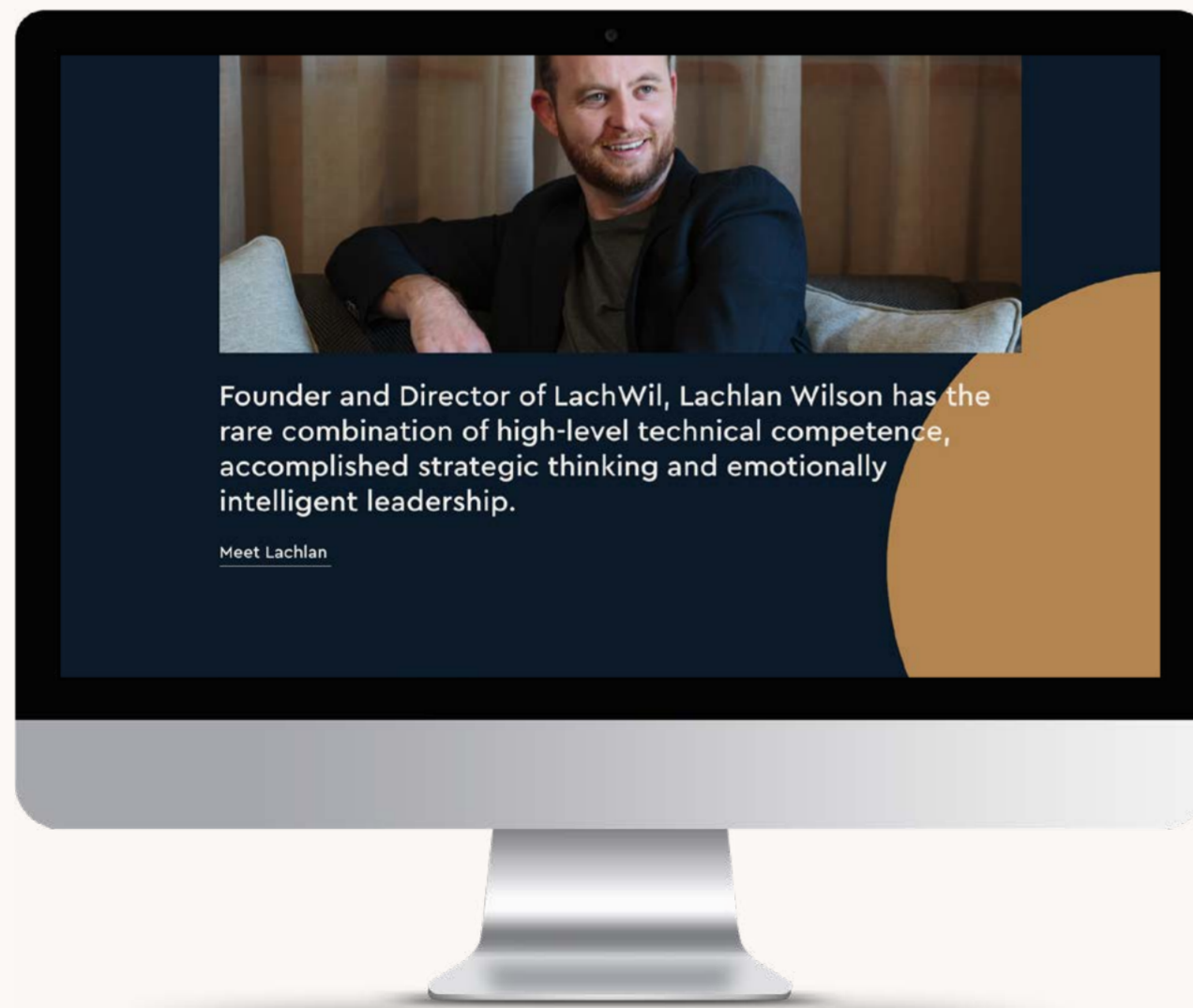
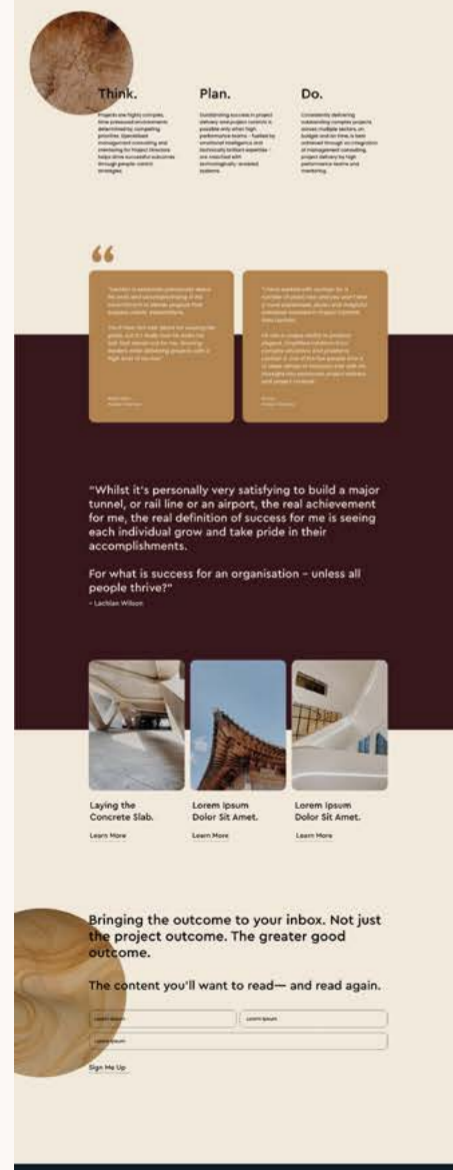
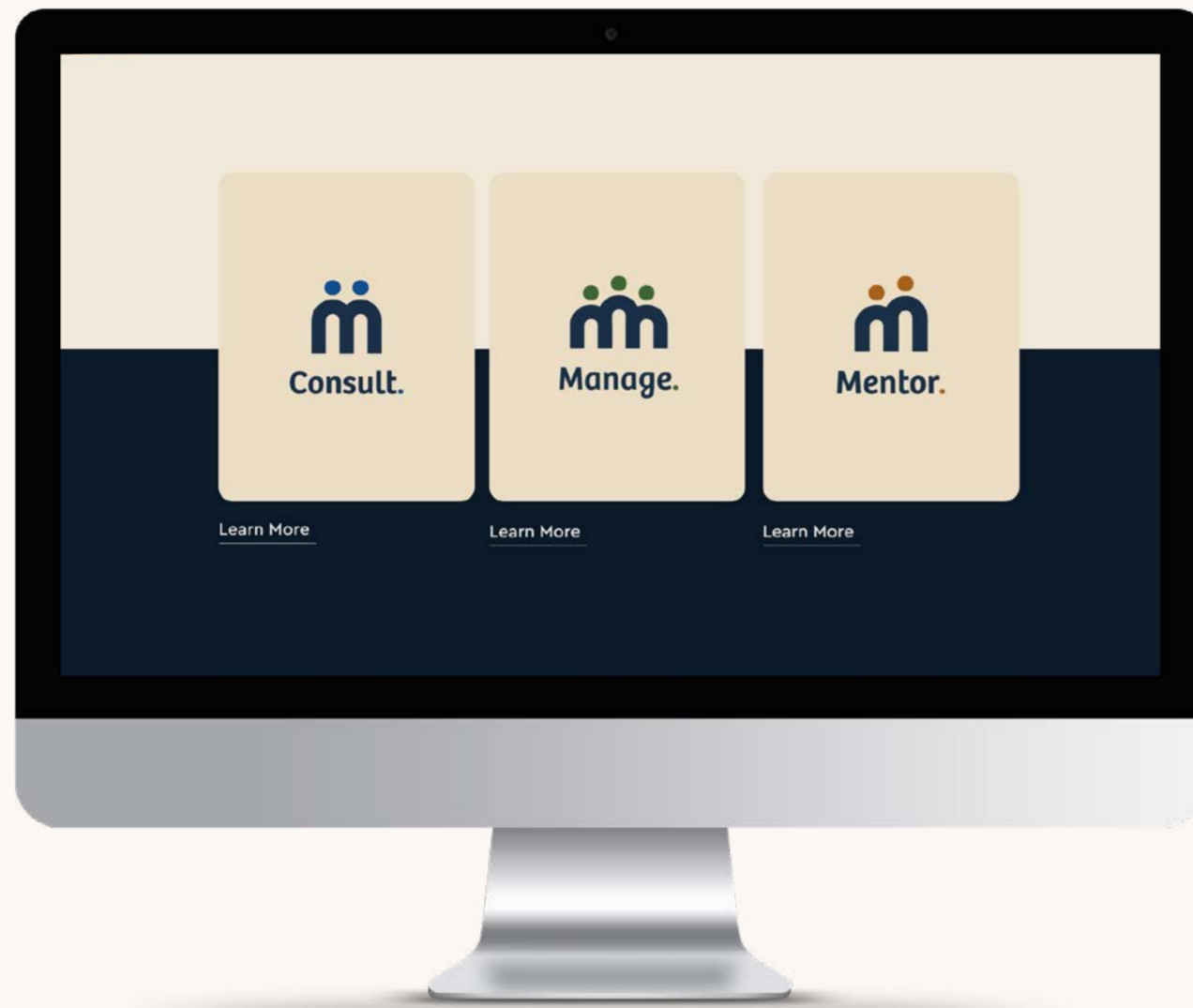
Lachlan Wilson is a business consultant that delivers outstanding project outcomes for clients in challenging, time-stressed environments by simplifying complexity and leading with a people-centric management approach.

### Role; Design Lead

Create a new visual identity for LachWil. Focusing on an authoritative colour palette while including luxury textures to appeal to a wider, wealthier market. Deliverables included new master & sub brand logos, colour palette, imagery style, business cards, letterhead, iconography, proposal template, website, & style guide.











# Thank you