

PACKAGING

CORPORATE ID

PROMOTIONS

SIGNAGE

POINT OF SALE

BROCHURES

TONY GILMORE PORTFOLIO

finished art

design

retouching

rendering

PROMOTIONAL

CLIENT: Lend Lease

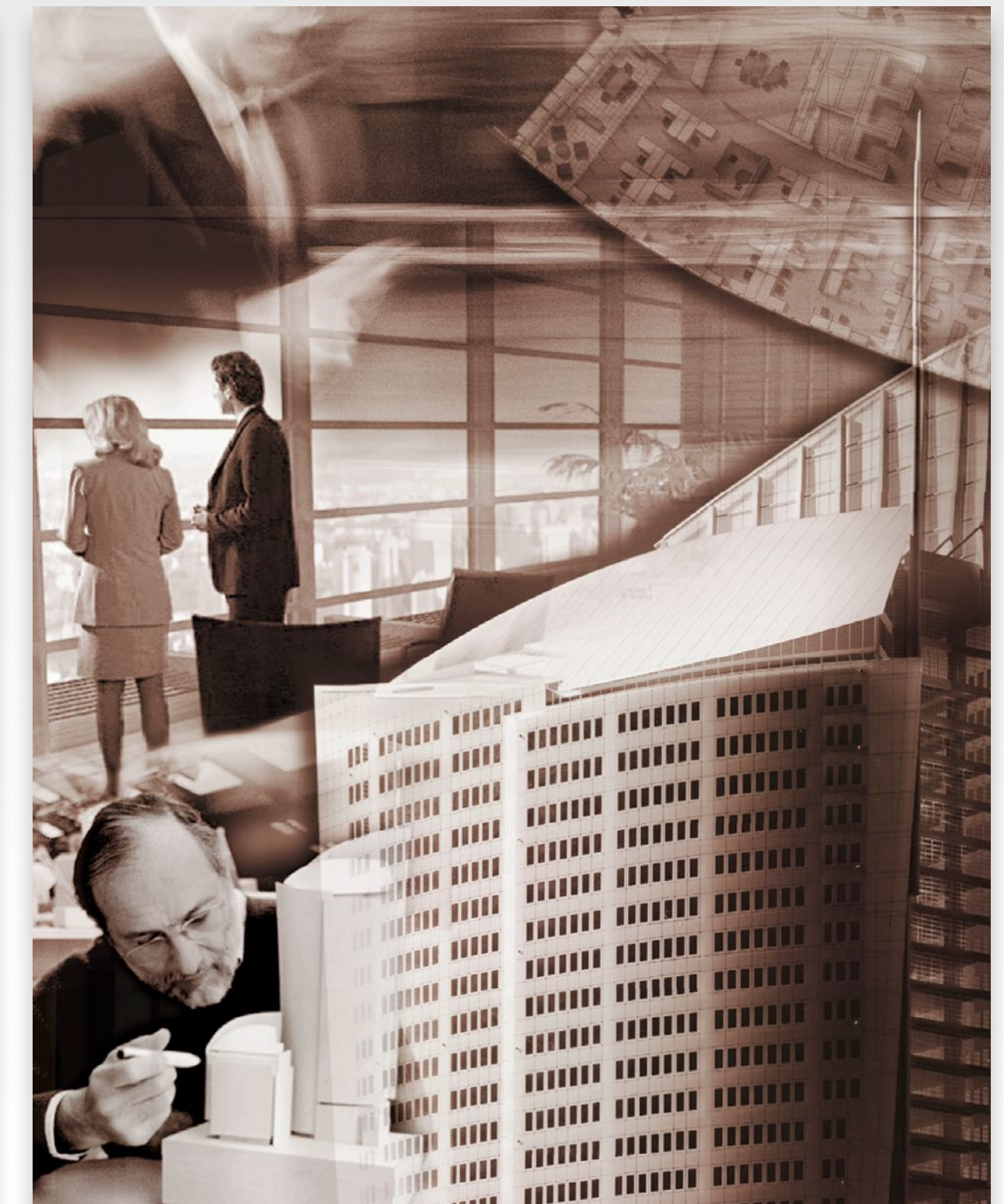
PROJECT: Aurora Place Promotional Materials

STUDIO: Kirby+Nolan

PRODUCTION: Finished Art / Retouching

When Lend Lease commenced construction of Renzo Piano's award-winning office tower, Aurora Place in Sydney, they engaged Kirby+Nolan to assist in producing design, artwork and image composite for all related sales collateral, including:

- a hard-cover promotional book
- stationery
- construction site hoardings
- a business centre mural
- advertising imagery for Fortune magazine.



SIGNAGE

CLIENT: AV Jennings

PROJECT: Billboard Signage

STUDIO: AV Jennings

PRODUCTION: Design / Finished Art

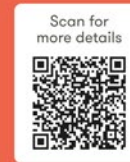
Design and artwork of billboard signage for turnkey solution homes in a recently developed AV Jennings community.



Turnkey home for sale.

13 Mawbey Way, Wollert.

3 2 1 1



Key Features

- Open plan kitchen/living/dining room
- Caesarstone® kitchen & bathroom benchtops
- Contemporary timber laminate flooring
- Large central bathroom
- Spacious main bedroom complete with ensuite
- Built in robes to all bedrooms
- Generous alfresco entertaining area
- Fully fenced and landscaped
- Remote control garage door & much more!

Speak to one of our friendly sales consultants:
Serpil Gurel - 0435 938 979
Suzan Jabbour - 0438 972 189

Search AVJennings Lyndarum North or call 131 878

AVJennings

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AVJennings

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BROCHURES

CLIENT: AV Jennings

PROJECT: Housing Construction Guidelines

STUDIO: AV Jennings

PRODUCTION: Design / Finished Art

Creating a brochure for a promotional guidelines document providing detailed information on the requirements for new property constructions and designs within an established AV Jennings housing community.



BROCHURES

CLIENT: Heemskerk Wines

PROJECT: Promotional Brochure

STUDIO: The Collective

PRODUCTION: Finished Art / Press Checking

Artwork layout was based on the design director's initial concepts. This large format brochure was printed using only two colours: a metallic Pantone and black on uncoated stock. It underwent thorough press checks to ensure the highest print quality standards were met.



BROCHURES

CLIENT: Metcash

PROJECT: Campbells

National Product Range Guide

STUDIO: TMA

PRODUCTION: Design / Finished Art

Working with the marketing department to design and artwork a range guide containing over 600 food service products, including related promotions for the Campbells wholesale division.



BROCHURES

CLIENT: Metcash

PROJECT: Campbells

Wholesale Food service Guide

STUDIO: TMA

PRODUCTION: Design / Finished Art

Design and press ready artwork for an information booklet to promote Campbells wholesaler's distribution and sourcing capabilities for trade stakeholders.



BROCHURES

CLIENT: Metcash

PROJECT: Metcash Range Guide 2024/25

STUDIO: TMA

PRODUCTION: Design

Proposed cover design options for the annual Metcash 2024/25 Private Label range guide.



INFOGRAPHICS

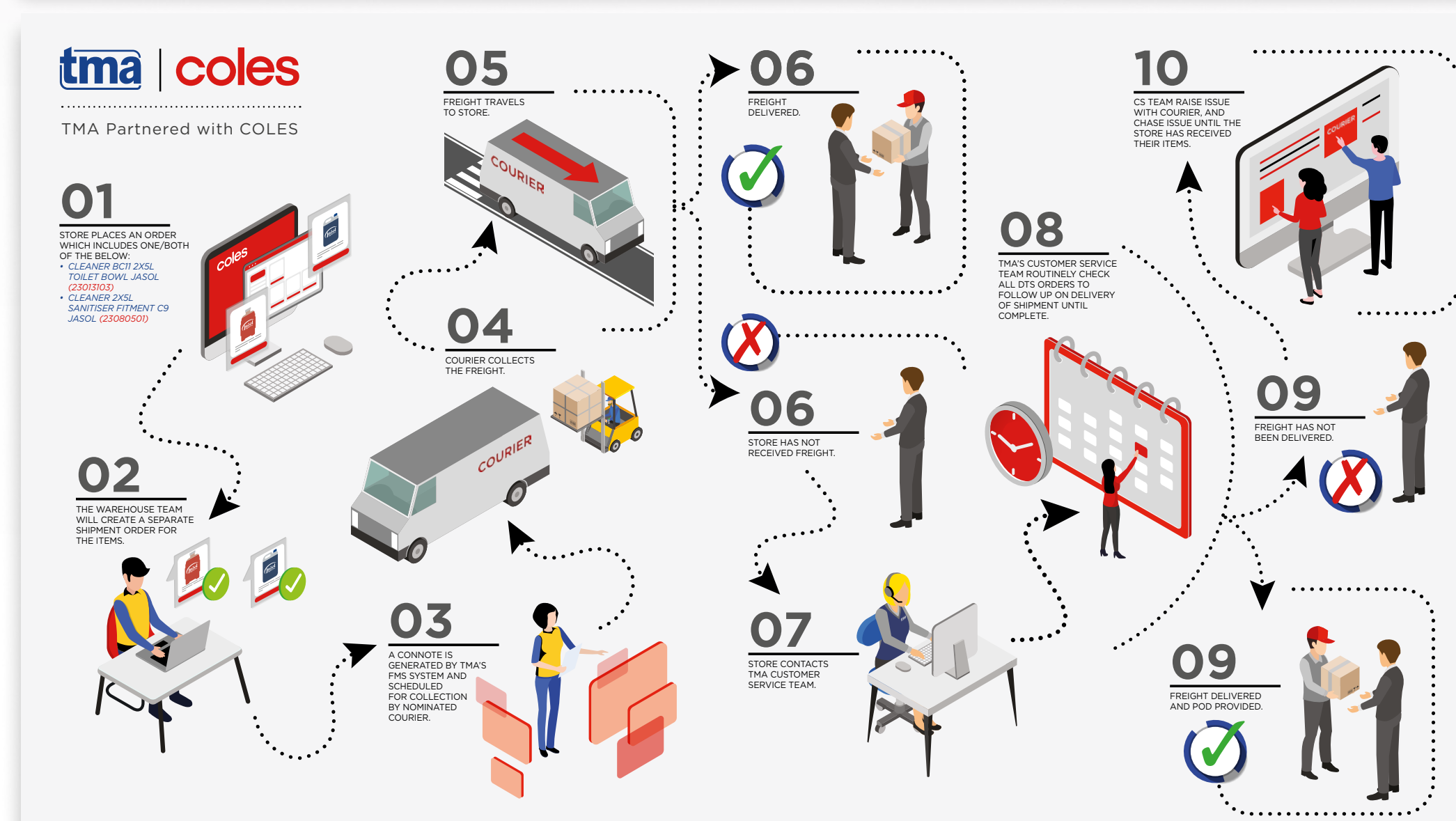
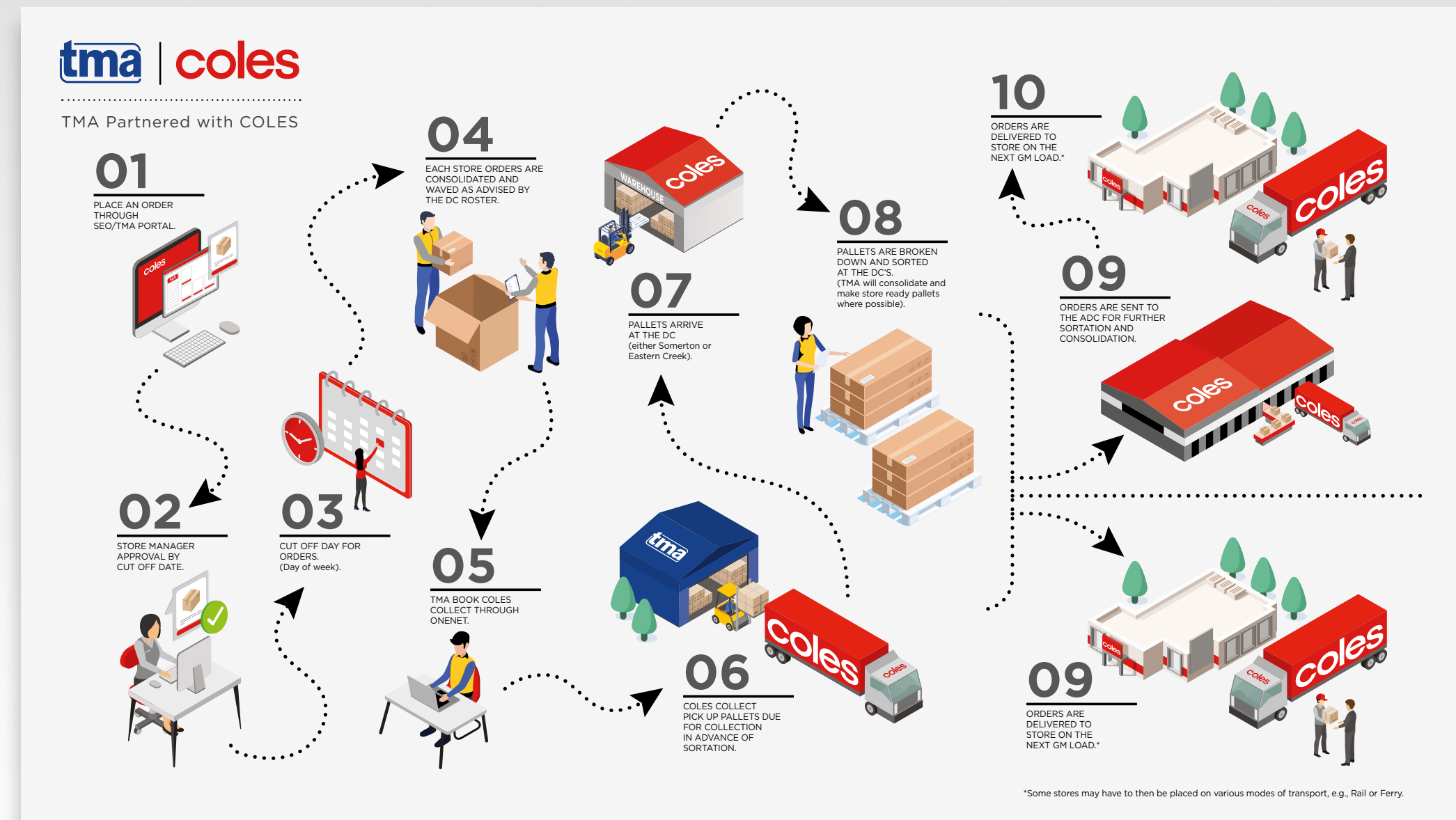
CLIENT: Coles

PROJECT: Explainer Infographic

STUDIO: TMA

PRODUCTION: Design / Artwork

Design and artwork to produce a visually compelling explainer infographic for Coles, illustrating the streamlined process of ordering services via the TMA portal with clear and easy to understand graphics.



ADVERTISING

CLIENT: Snack Brands

PROJECT: Kettle Chunky Chips

STUDIO: The Scarlet Design Group

PRODUCTION: Finished Art

Pack rendering and finished art for all promotional campaign advertising, including artwork for press ads, billboards, posters, and bus-side advertisements.



ADVERTISING

CLIENT: Metcash

PROJECT: Aquench Water

STUDIO: TMA

PRODUCTION: Design / Finished Art

Design and finished art for a private label water bottle packaging label to be sold through Campbells wholesale warehouses.

Additional design and artwork to produce complimentary collateral related to the promotion including; EDM's, Facebook assets, posters and leaflets.



ADVERTISING

CLIENT: Foster's Group

PROJECT: Beer Promotion

STUDIO: The Collective

PRODUCTION: Finished Art / Retouching

Poster artwork for two Strongbow variants. Bottles were photographed and heavily retouched to ensure branding stand out.



PACKAGING

CLIENT: Various

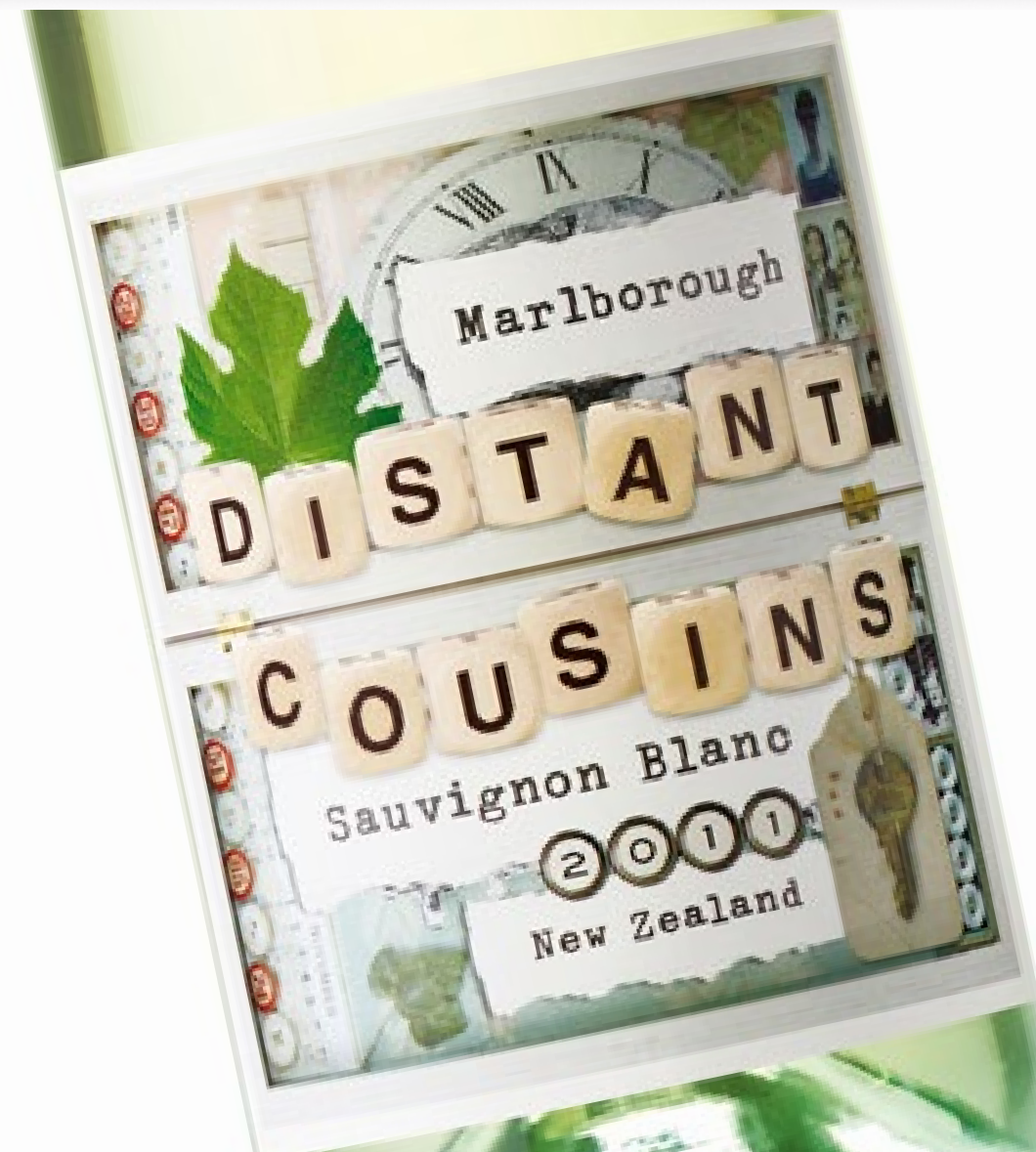
PROJECT: Wine Labels

STUDIO: Denomination

PRODUCTION: Finished Art / Retouching

Specialising in wine label design, Denomination (formerly the Collective) produced a variety of label packaging designs for De Bortoli, Taylor's, Treasury Wine Estates, and many smaller independent wineries. Each label file was prepared as press-ready artwork, incorporating foiling, varnishes, and embossing as needed. Each label underwent a press check to ensure quality.

Product rendering and retouching were required for presentation purposes, point of sale and advertisements.



PACKAGING

CLIENT: Treasury Wine Estates

PROJECT: Penfolds Wine Box Packaging

STUDIO: Denomination

PRODUCTION: Finished Art / Retouching

Artwork for Penfolds gift box packaging,
and retouching final photographic image for
promotional purposes.



PACKAGING

CLIENT: Endeavour Group

PROJECT: Nam Nam Vietnamese Alcohol Project

STUDIO: Creative Platform

PRODUCTION: Finished Art

Finished art for an imported premium larger alcohol project including can, wrap pack and shipper carton.

The design team generated the design and illustrations, it was my responsibility to modify the initial layouts in order to ensure their compatibility with the printing process.



PACKAGING

CLIENT: Endeavour Group

PROJECT: Vasto Mexican Style Beer

STUDIO: Creative Platform

PRODUCTION: Finished Art

Finished art for a Mexican style larger alcohol project including bottle label, 6 pack wrap and shipper carton.

The design team produced the designs and illustrations; my role was to adapt the initial layouts by producing press ready finished art.



PACKAGING

CLIENT: Endeavour Group

PROJECT: Spice Parlour

STUDIO: Creative Platform

PRODUCTION: Finished Art

Press ready finished art for a ginger beer cocktail project including can and 4 pack wrap.



PACKAGING

CLIENT: Creative Platform

PROJECT: Company Promotion

STUDIO: Creative Platform

PRODUCTION: Finished Art

Creative Platform commemorated their 10th year in business by creating a limited edition Shiraz Gin to gift to their clients. The labels were produced in a short print run, showcasing gold foil and high-build gloss components.

*World Brand Design Society
Silver Award – 2022/23.*

Shortlisted in the 2023 Pentawards.



PACKAGING

CLIENT: LMA - TMA

PROJECT: Hand Sanitiser

STUDIO: TMA

PRODUCTION: Design / Finished Art

Design and artwork for a hand sanitiser brand produced internationally and marketed across Asian markets during the COVID-19 pandemic. The project focused on creating a visually appealing product with standout shelf presence, in a competitive market.



PACKAGING

CLIENT: Metcash

PROJECT: IGA Private Label Community Co

STUDIO: TMA

PRODUCTION: Finished Art / Retouching /
Rendering Promotion Image

Working in collaboration with an external design agency to produce print ready finished art for a plant based vegan pizza. Minor retouching and colour adjustments were required to enhance the supplied pack photography.



PACKAGING

CLIENT: Metcash

PROJECT: IGA Private Label Black & Gold and Community Co

STUDIO: TMA

PRODUCTION: Finished Art /
Rendering Promotion Image

Working in collaboration with an external design agency to produce print ready finished art for a range of desserts for IGA Black & Gold and Community Co.



PACKAGING

CLIENT: Metcash

PROJECT: IGA Private Label Community Co

STUDIO: TMA

PRODUCTION: Design / Finished Art

Design and print ready artwork for two new fresh bakery pudding products.



PACKAGING

CLIENT: Metcash

PROJECT: IGA Private Label Community Co

STUDIO: TMA

PRODUCTION: Design / Finished Art /
Photographic Art Direction

Pack design, print ready artwork and
photographic art direction for a range
of private label IGA ready meals.



RETOUCHING

CLIENT: Channel 7

PROJECT: Publicity Shots

STUDIO: Channel 7 Sydney

PRODUCTION: Retouching

Assigned to retouch all Channel 7 talent imagery prior to media release. These two samples shown are typical of required retouching projects.

Download the file to roll over image to view original photograph.

RETOUCHING

CLIENT: Metcentre

PROJECT: Promotions

STUDIO: There

PRODUCTION: Deep Etching / Retouching /
Colour Correction

Image required to be cleaned up for use on billboard advertising, deep-etched while maintaining shadows for use on different coloured backgrounds, colour corrected and retouched.

Download the file to roll over image to view original photograph.

RETOUCHING

CLIENT: Fosters

PROJECT: Strongbow Re-Branding

STUDIO: The Collective

PRODUCTION: Finished Art / Retouching

As well as producing the finished artwork for Strongbow labels, shippers and cartons, all bottle imagery needed retouching and cleaning up prior to external use for advertising, trade and sales material.

Download the file to roll over image to view original photograph.



Thank You