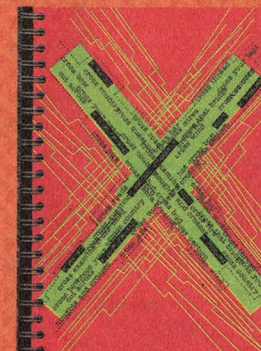
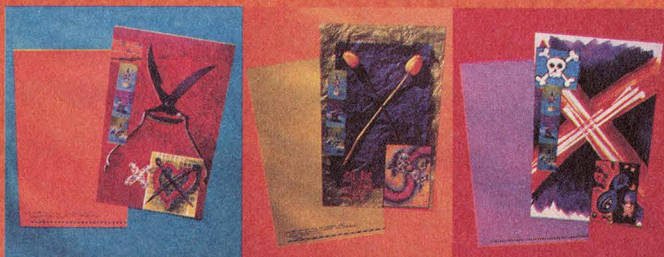


X Cross Colours ink

The corporate identity for Cross Colours a design and advertising company in Johannesburg, represents a refreshing departure from convention and encapsulates the adventurous spirit of its founding partners Adele Wapnick, Joanina Swart and Janine Rech, all multiple award winners who previously worked together at the agency Red Nail. Based on the premise that an identity need not have a uniform brand presence but offer a variety of different experiences to an audience, the identity is a visual and verbal exploration with infinitely variable manifestations. The word and image play on the meanings inherent in the company name and the mixing of various elements of the identity in different ways, suggest the ability to generate endless creative possibilities as well as an approach which is flexible, adaptable, interactive and fun.

The individual identities established for each of the three partners, and used on the business cards as well as the reverse side of select stationery items, convey not only the outer face of the company but also some of its inner resources. The identities reflect each partner's personal characteristics, individual strengths and functions within the company. So, accounts executive Wapnick is portrayed as 'the money lady'; Swart as the designer, 'sourcing junkie' and computer expert; while illustrator Rech's love for Gary Larson cows is conveyed by an appropriately patterned palette.



Cross Colours corporate brochure

According to Swart (1996), the partners' individual abilities and strengths are complementary and are integrated to form a synergistic team with members working in close co-operation. Conceptualisation on projects is always a team effort. Each member of the team is expected to keep herself fully informed about work in progress and be prepared to assume flexible roles and undertake overlapping duties at any stage of a project.



Cross Colours corporate identity and stationery



Logo for South African Beef

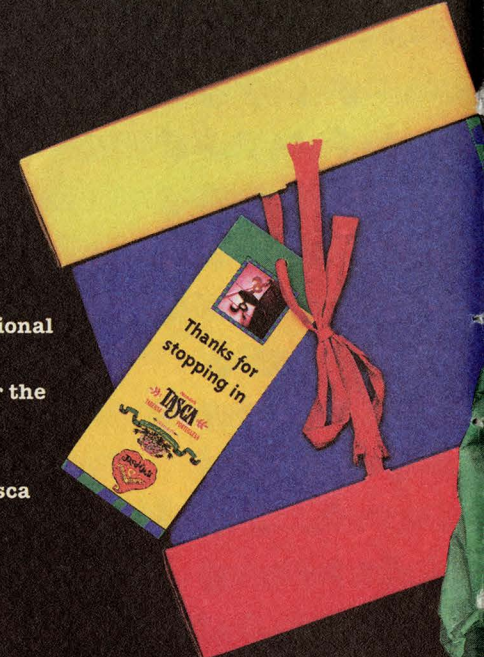
Nando's incentive programme:
Package for store managers.
Plaque for in-store display.
Pin for recognition of achievement

Nando's incentive programme, designed to assist store managers motivate their staff and benefit from stock exchange listing through improved performance, exemplifies many of the above concepts. Based on the idea of the staff as a family, the incentive programme includes a package containing a family album and scrapbook to help managers get to know their employees better and to document relevant incidents, experiences and achievements. A camera and roll of film enable the store manager to compile a visual record of people and events and a brochure, in the form of a roll of film, explains how to use the family album. A comprehensive information booklet details the incentive scheme and describes its implementation.

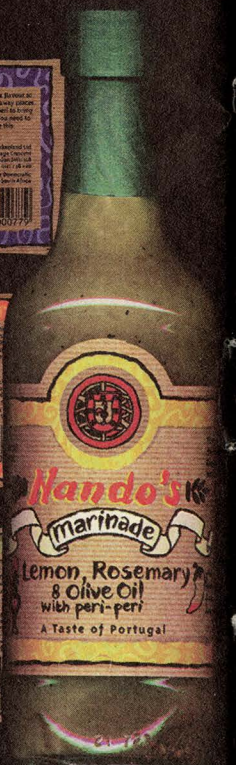
Cross Colours refuses to categorise or describe itself as any 'type' of agency or consultancy, but prefers to see itself as a multifocused group which is able to identify the needs of the client and then to develop an appropriate strategy and design holistic communications solutions to meet those particular needs. Client relationships are considered paramount. The partners interface directly and work very closely with a client throughout a project. They like clients who are prepared to be adventurous like themselves and who prefer to operate in an informal and interactive environment. A wide knowledge of South African suppliers has been systematically acquired and extraordinary lengths are taken to identify suppliers who are able to meet specifications and deliver a product which answers to exacting standards.

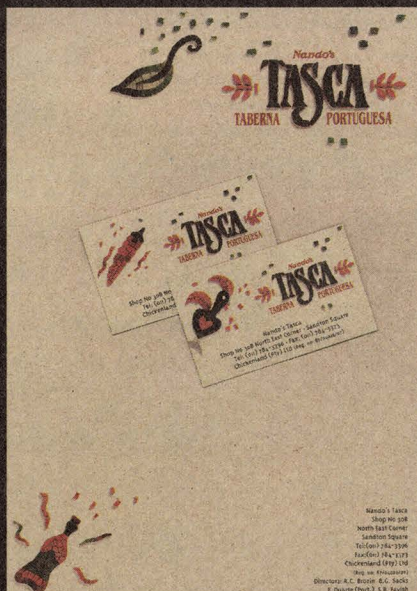
A review of the group's work since the time of its formation in July 1995, reveals the consistent establishment and reflection of a number of core characteristics. These include: strong conceptual thinking, an element of surprise and the drive to carry an idea right through to the end; the exploitation of stock and the manipulation of unusual materials in both functional and symbolic ways; the innovative use of processes like binding and die cutting; sensitivity to trends and fashions; abundant and vivacious application of colour; careful attention to technical detail and finish; and the creation of novel items which are fun, interactive and memorable.

Invitation and promotional gift (door stopper) for the opening function of Nando's Tasca Portuguesa



Labels for Nando's marinade and sauce variants

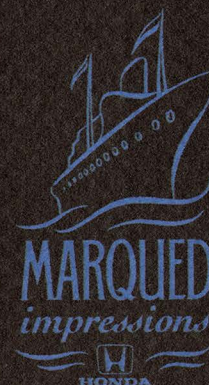




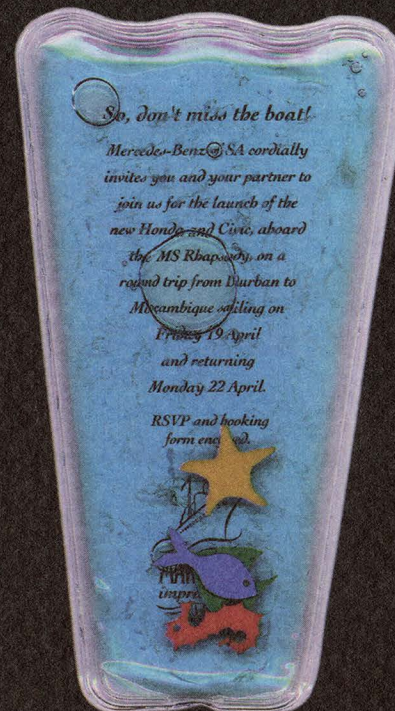
Identity and stationery for
Nando's Tasca Taberna
Portuguesa

The package is accompanied by a plaque which identifies the store manager as the 'head of the house'. Finally, a series of gold, silver and bronze pins recognise levels of achievement by store managers.

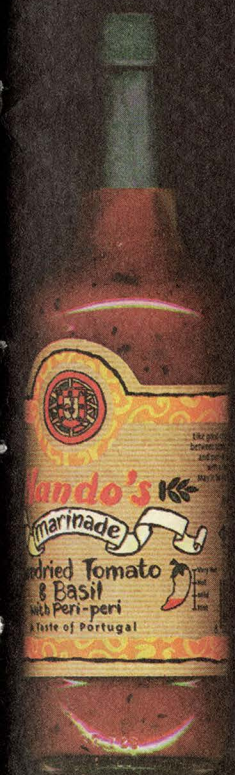
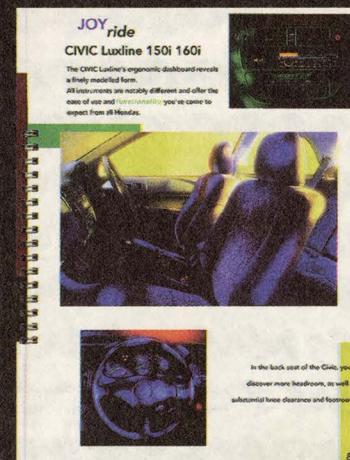
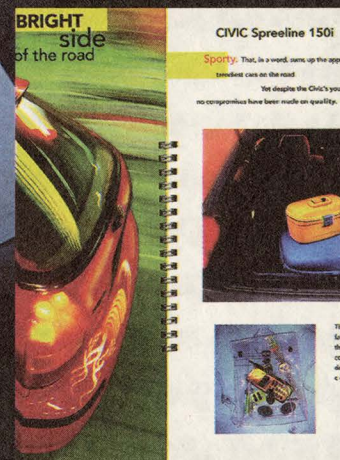
The brochure and portfolio case designed to introduce the new Honda Ballade and Civic to dealers and the public, uses plastic, ball bearings, tubing, bolts, binding and rivets to convey some of the characteristics and contrasting features of the two variants. Characteristics and contrasting features are also emphasised by means of photographic techniques, colour usage and music associations. The invitation to the vehicle launch, held on an ocean liner, appropriately encapsulates water and plastic fish in a pouch.

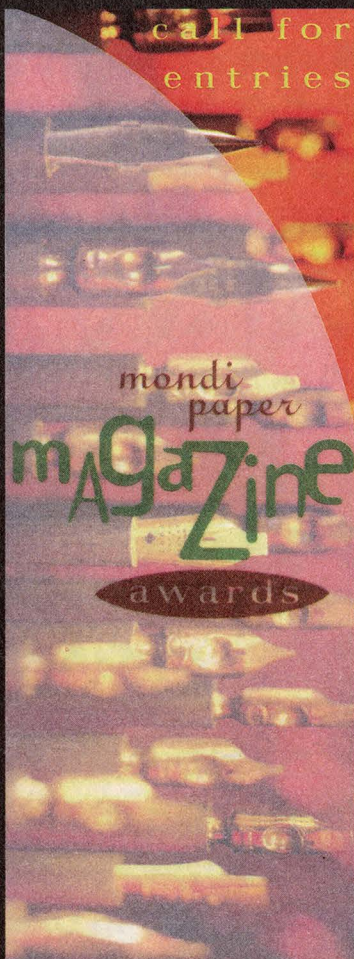


Logo and invitation
to the Honda Ballade
and Civic launch



Introductory brochure and portfolio case for
Honda Ballade and Civic





Call for entries, Mondipaper Magazine Awards

The Mondipaper invitation to a bush braai, held during a conference at Sun City, assigns multiple interpretations to the concept 'game'. The invitation, which incorporates a set of unusual 'bush' dominos entirely manufactured from and packaged in Mondipaper and board, successfully captures the natural, African and fun connotations of the event while communicating Mondipaper's commitment to environmental issues.

The company's creative innovation has received both international and national recognition. The Cross Colours corporate identity was the recipient of a statue at the London Advertising Awards and the winner of the 1996 SPADA Prima Exemplar Award. The introductory brochure for the Honda Ballade and Civic achieved finalist status at the London Advertising Awards in 1996. Although Cross Colours has received a number of offers to amalgamate with major agencies, its members intend to remain independent, continue to enjoy new challenges and produce design which stretches the limits of their creativity.

REFERENCE

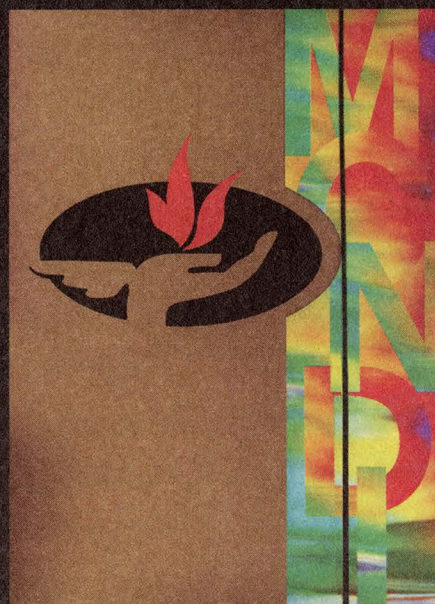
Swart, J. 1996. Personal communication. Pretoria.



Invitation to a Mondipaper bush braai



Briefcase and stationery for Mondipaper Spirit of Excellence Conference



Loerie Awards Catalogue