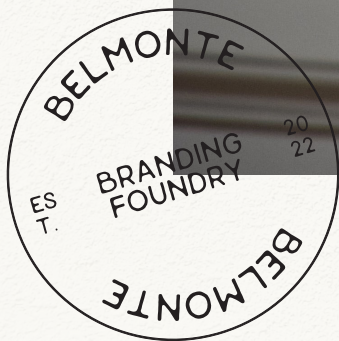


# Portfolio





**OCTEC**

Since 1976, Octec has strived to provide individuals with training and employment services that not only create thriving communities, but creates a window of opportunity for personal growth.

This mantra was the driving force behind the project.

To align the company's visual identity to this mantra, I designed a brand around one's personal journey. The new identity system is flexible to accommodate the company's various sub-brands and partnerships.

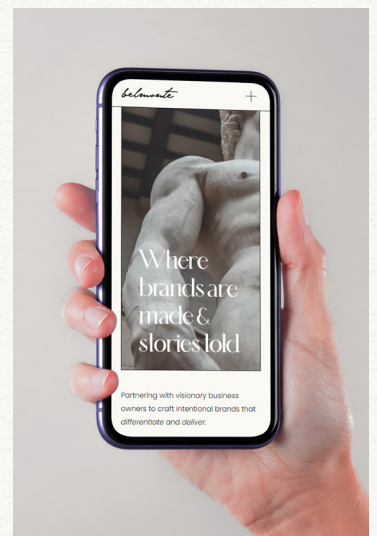


**BELMONTE FOUNDRY**

Belmonte Foundry is my personal design studio and is a personification of who I am as a person.

I set myself the challenge to create an identity that echoed the redolence of the rolling emerald hills of the Tuscan countryside.

A muted colour palette ensures that my work and portfolio pieces take centre stage.

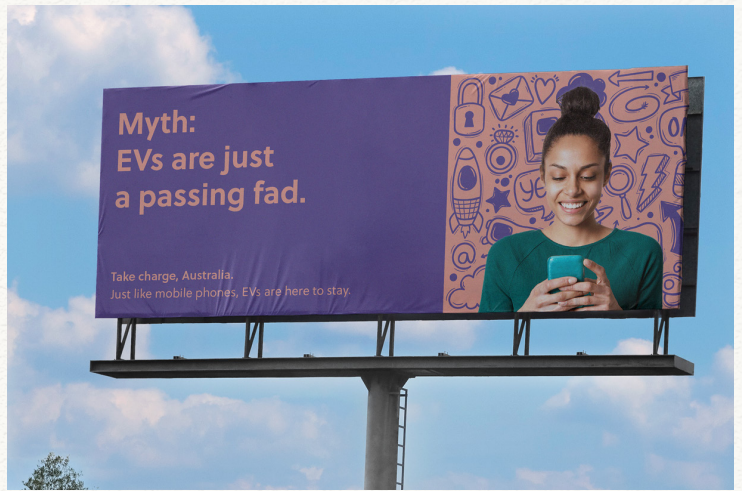
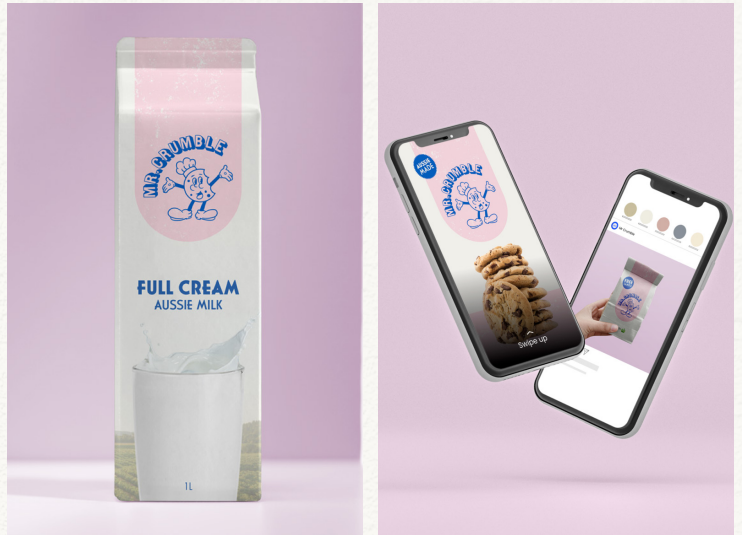




## MR CRUMBLE

Mr Crumble is Australia's newest range of sweet snacks. A new brand and packaging identity was required to introduce Mr Crumble to the Australian market.

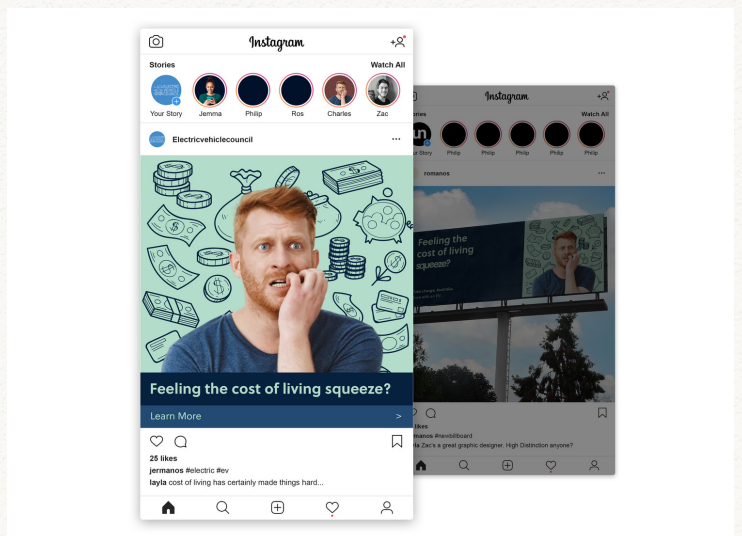
The objective of the project was to create a brand that would win the hearts of Australians and inject fun onto supermarket shelves. From chocolate-chip cookies to strawberry cupcakes, Mr Crumble offers a wide range of tasty sweets and snacks. The brand identity had to work across all packaging mediums.



## TAKE CHARGE, AUSTRALIA

An amalgamation of poor attitudes towards Electric Vehicles (EVs) and a lack of Federal Government policy has contributed to the environment seen today where the supply of EVs in Australia is low and prices not affordable for most.

The Take Charge, Australia campaign aims to bust the common myths about EV technology.

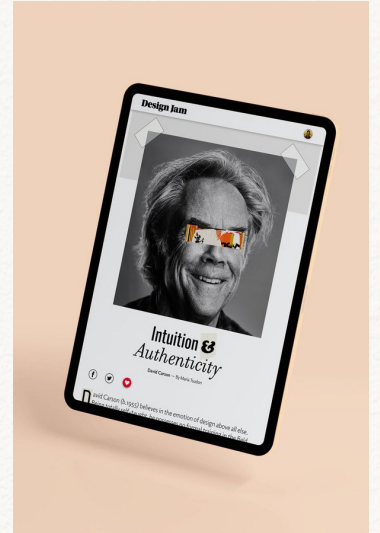
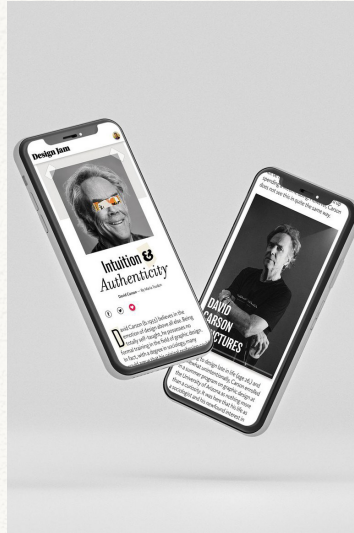




### DESIGN JAM

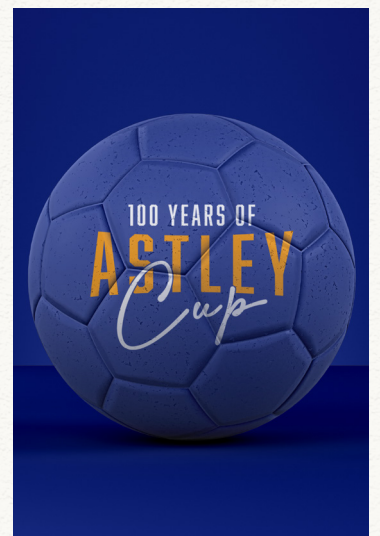
Design Jam is a magazine showcasing the world of arts to an Australian audience. The publication required 2 carefully designed articles on Takenobu Igarashi and David Carson. The articles ready for print had to be translated into the digital realm. The articles had to be crafted to suit the needs of varying sized devices.

The brief was to apply the principles of page architecture and typesetting, extending your knowledge to explore more advanced and unexpected solutions.



### ASTLEY CUP

The Astley Cup is a long-standing competition between Bathurst, Dubbo and Orange High Schools and has become an iconic event in the Central West calendar. However, for almost 100 years, the event has lacked a visual identity that represents the prestige, mateship and honour that the cup is known for. A logo that can not only represent the event in it's 100th year, but for years to come in media, on merchandise and on facilities will ensure the competition thrives for another century.



*belmonte foundry*

**Thank you for supporting local designers.**

Zac Belmonte

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