

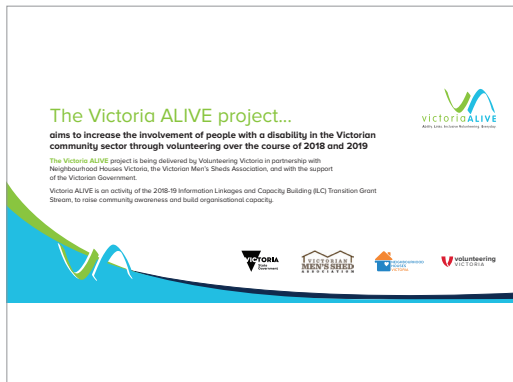


Michelle Moodie
Graphic Designer ~ Portfolio

2022



Volunteering Victoria - Victoria Alive bookmark design



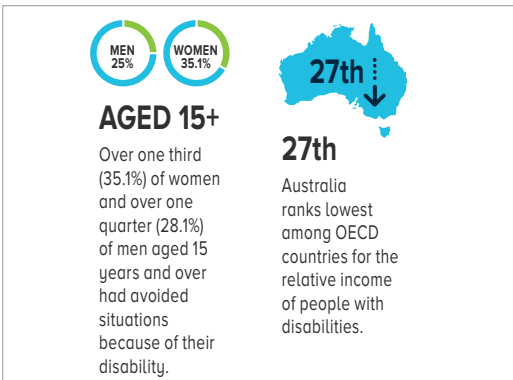
Volunteering Victoria - Victoria Alive DL Postcard



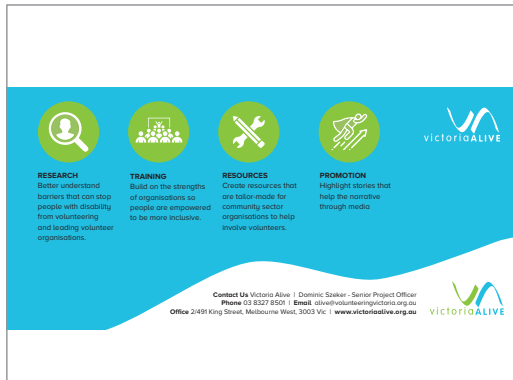
Volunteering Victoria - Business Card



Volunteering Victoria - Business Card



Volunteering Victoria - Victoria Alive infographic design



Volunteering Victoria - Victoria Alive DL Postcard



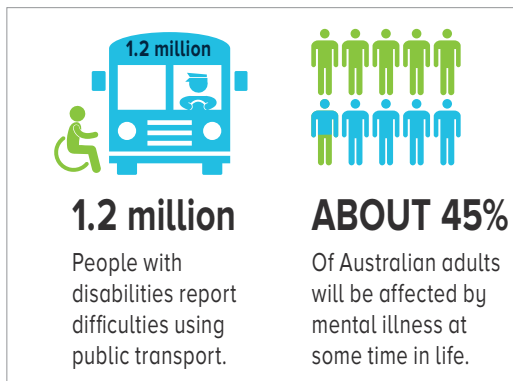
Volunteering Victoria - Victoria Alive Business Card



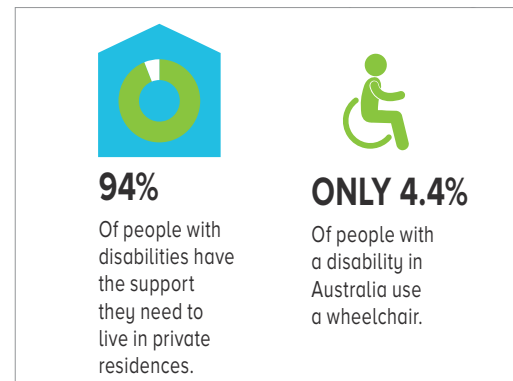
Volunteering Victoria - Business Card



Volunteering Victoria - Victoria Alive infographic design



Volunteering Victoria - Victoria Alive infographic design



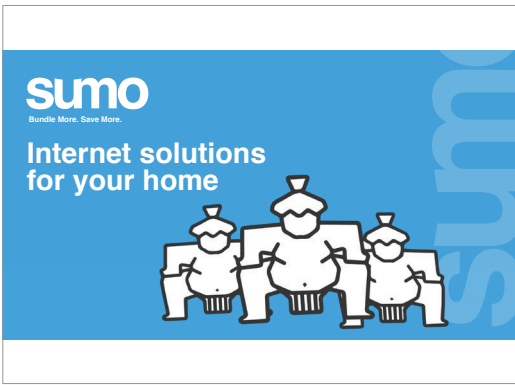
Volunteering Victoria - Victoria Alive infographic design



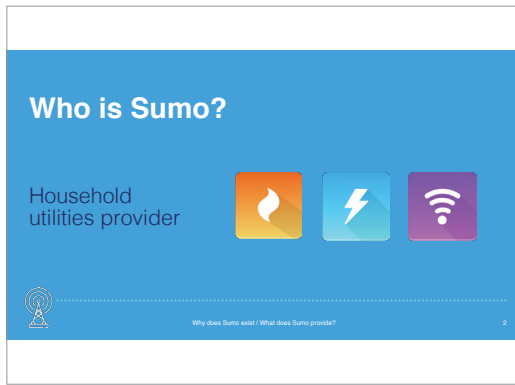
Volunteering Victoria - Pull Up Banner

Victoria Alive Launch prepared for Volunteering Victoria as a contractor

Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!



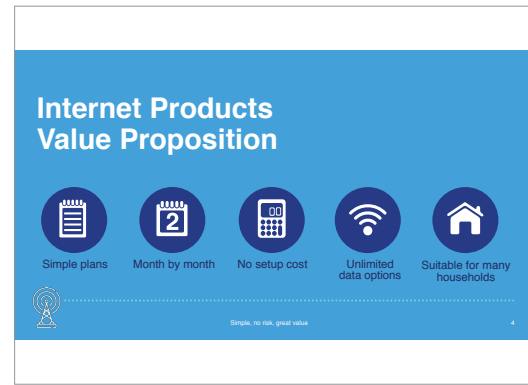
Sumo animated PowerPoint presentation



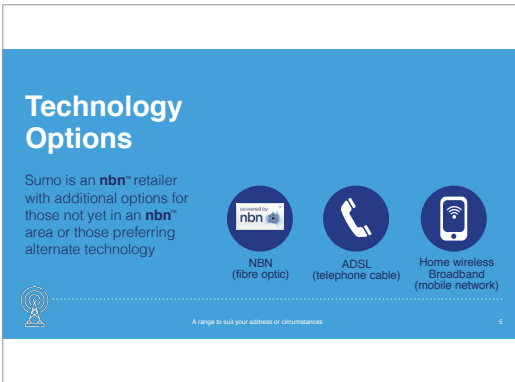
Sumo animated PowerPoint presentation



Sumo animated PowerPoint presentation



Sumo animated PowerPoint presentation



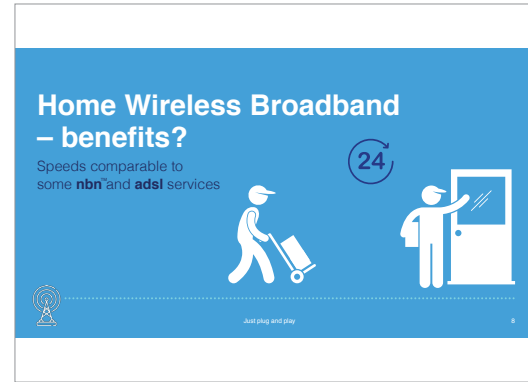
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Sumo animated PowerPoint presentation



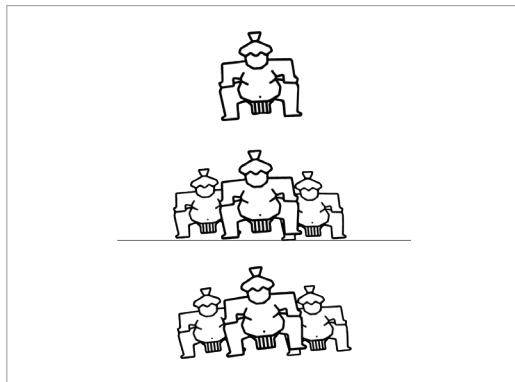
Sumo animated PowerPoint presentation



Sumo animated PowerPoint presentation



Sumo animated PowerPoint presentation



Sumo animated PowerPoint presentation



Sumo animated PowerPoint presentation



Sumo animated PowerPoint presentation

Animated Sumo PowerPoint prepared while contracting for VIP

Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!

YOUR FLEET, YOUR WAY...

Maximise remarketing returns by upstream selling?



Philip Browne
Managing Director
Aurorola Australia, 2022

PowerPoint - Upstream Selling prepared for Aurorola

What is Upstream Selling?

Upstream Selling is the transferring of the remarketing processes to before de-fleeting, not after de-fleeting.



AUROROLA

PowerPoint - Upstream Selling prepared for Aurorola

Benefits of Upstream Selling?

- Faster turn-around Of asset funds** (Icon: 24h clock)
- Reduced remarketing cost** (Icon: Dollar sign)
- No asset price disadvantage** (Icon: Car with price tag)
- Reduce the de-fleeting vehicle holding cost by price an average of 25 days** (Icon: Calendar)
- Environmental reduce carbon emissions** (Icon: Leaf)

AUROROLA

PowerPoint - Upstream Selling prepared for Aurorola

Why Upstream Selling is growing in popularity?

Carbon Emissions – Greener Process

- A study conducted by 'Impact Sustainability' outlined the environmental benefits of eliminating unnecessary transport movements to auction sites.
- Each vehicle will on average be transported 141 kms less by not transporting to an auction location.

Per 1000 vehicles, there is a saving of 92.08 CO₂-e (tonnes)


Impact Sustainability

AUROROLA

PowerPoint - Upstream Selling prepared for Aurorola

Why is Upstream Selling growing in popularity?


- Online Buyers**: More vehicles are sold to online buyers than to buyers visiting a physical location. No longer do you need the vehicle at the auction location. You remain in control/possession of asset throughout the sales process.
- Online Monitoring**: Fleet Monitoring Systems have evolved to manage vehicles upstream.
- Inspection Anywhere**: Vehicle inspection company can inspect vehicle anywhere in Australia e.g. Vehicle Assessments Australia.



PowerPoint - Upstream Selling prepared for Aurorola

Why is Upstream Selling growing in popularity?


- Insurance Claim**: By inspecting assets early, any damage can be properly managed via an insurance claim.
- Prices Achieved**: Fleet Monitoring Systems have evolved to manage vehicles upstream.



PowerPoint - Upstream Selling prepared for Aurorola

International experience

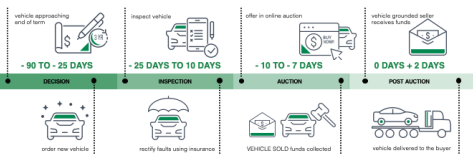
- Europe**: The last 10 years has seen a big shift to upstream selling. Physical auctions are closing.
- USA**: The last 5 years has seen more fleets move upstream selling.
- Australia**: The last 3 years has seen a steady growth particularly in the roadwrecker segment.



AUROROLA

PowerPoint - Upstream Selling prepared for Aurorola

Upstream Selling – Flow

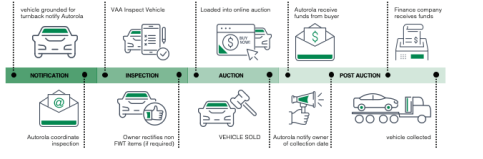


DECISION: - 90 TO - 25 DAYS
INSPECTION: - 25 DAYS TO 10 DAYS
AUCTION: - 10 TO - 7 DAYS
POST AUCTION: 0 DAYS + 2 DAYS

AUROROLA

PowerPoint - Upstream Selling prepared for Aurorola

Turnback Disposal Programme - Flow



AUROROLA

PowerPoint - Upstream Selling prepared for Aurorola

Benefits for fleets with fully maintained operating leases

Eliminate overcharge on repairs – after Handback!

- Inspect vehicles before they leave your control.
- Know the vehicle condition before handing back.
- Know what faults are outside Fair - Wear and Tear.
- Fix damage under your insurance policy.
- Receive a repair assessment from an assessing firm.

AUROROLA

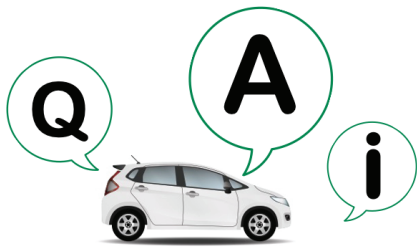
PowerPoint - Upstream Selling prepared for Aurorola

Remarketing costs?

	Traditional Auction	Upstream Selling
Transport	\$\$ YES	\$ NO
Rectification	\$\$ YES	\$ NO
Detailing	\$\$ YES	\$ NO
Inspection	\$\$ YES	\$ YES
Sell Fee	\$\$ YES	\$ YES
Buyer's Fee	\$\$ YES	\$ YES
Fixed Admin Fee	\$ YES	\$ NO
Days to Sale	25 - 30	ZERO!!

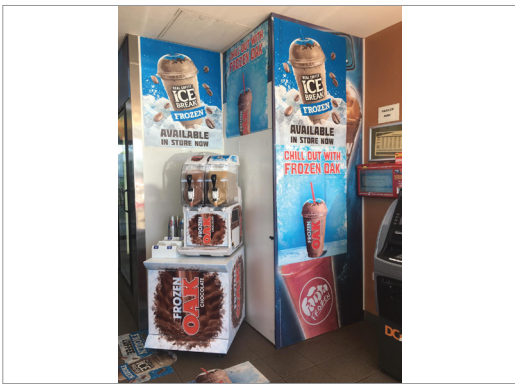
AUROROLA

PowerPoint - Upstream Selling prepared for Aurorola



AUROROLA

PowerPoint - Upstream Selling prepared for Aurorola



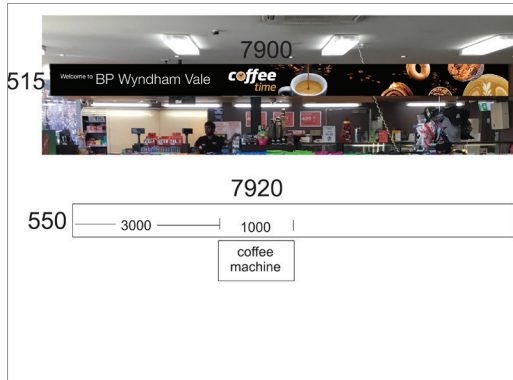
Client requested mock-up



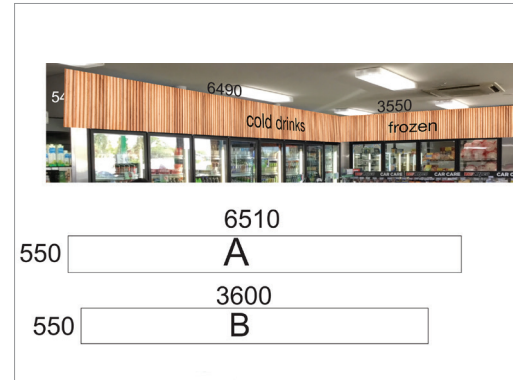
BP Wyndham Vale pelmet artwork 7920mm x 550mm



Mock-up and measurements completed



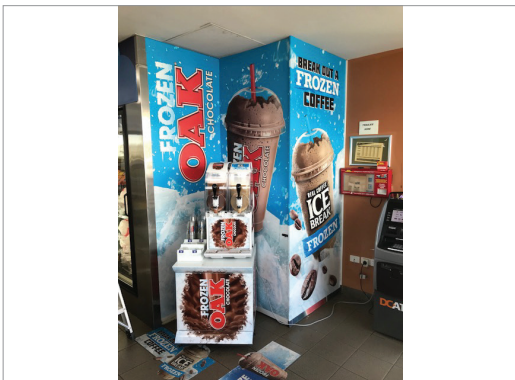
Pelmet mock-ups and measurements completed



Fridge mock-up and measurements completed



Sandwich cabinet artwork 3850mm x 540mm



Frozen Oak machine and background completed job



BP Wyndham Vale Coffeetime pelmet completed job



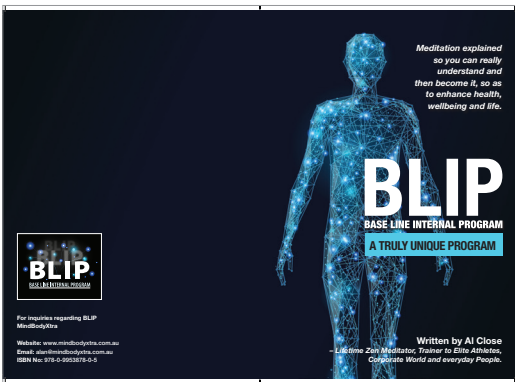
Above fridge new design completed job



Sandwich cabinet completed job

Digital large format artwork prepared for BP Wyndham Vale and Coffeetime

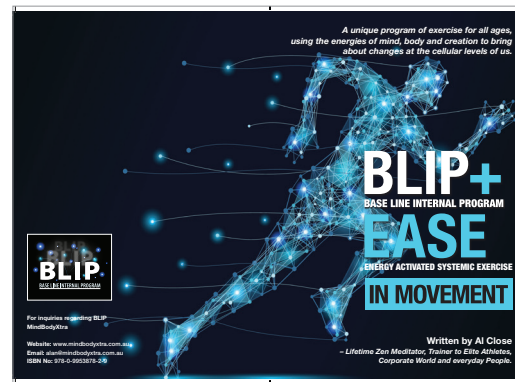
Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!



MindBodyXtra - Digital Electronic Book Cover Series



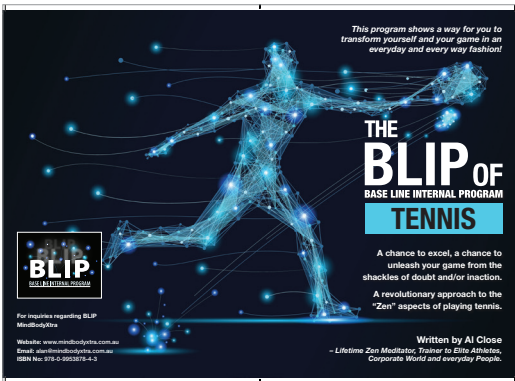
MindBodyXtra - Digital Electronic Book Cover Series



MindBodyXtra - Digital Electronic Book Cover Series



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MindBodyXtra - Digital Electronic Book Cover Series



MindBodyXtra - Digital Electronic Book Cover Series



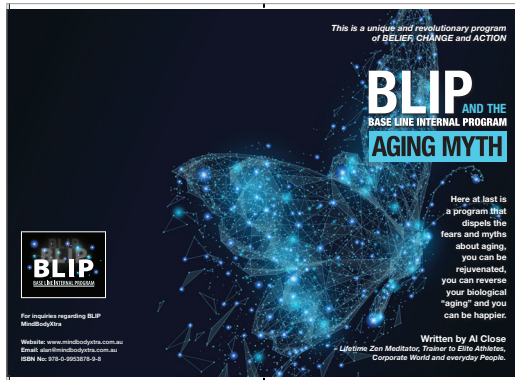
MindBodyXtra - Digital Electronic Book Cover Series



MindBodyXtra - Digital Electronic Book Cover Series



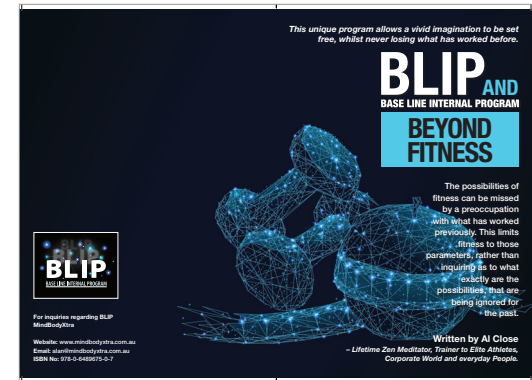
MindBodyXtra - Digital Electronic Book Cover Series



MindBodyXtra - Digital Electronic Book Cover Series



MindBodyXtra - Digital Electronic Book Cover Series



MindBodyXtra - Digital Electronic Book Cover Series

Book Cover Artwork designed & prepared for MindBodyXtra Electronic Publications

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JOIN OUR MBX ELITE+ MEMBERSHIP PROGRAM TODAY!

FOR LESS THAN THE COST OF A COFFEE & CAKE EACH MONTH!



MBX
MINDBODYXTRA

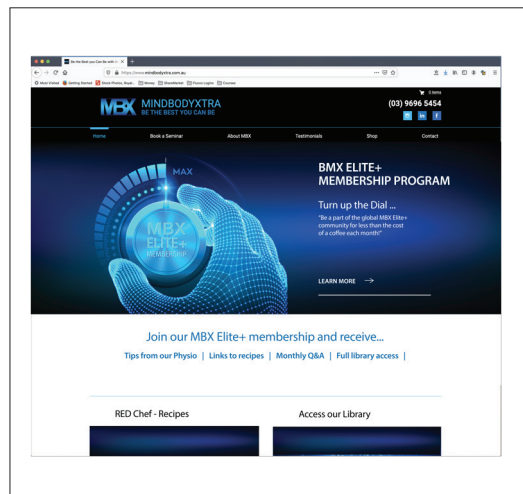
LIST OF PROGRAMS:

- BLIP
- BLIP 2 MEDITATIVE
- BLIP EASE IN MOVEMENT
- BLIP 2.1 CORPORATE
- THE BLIP OF TENNIS
- THE BLIP OF GOLF
- THE BLIP OF HEALTH
- BLIP 3 ADVANCED
- BLIP AND SPORTING EXCELLENCE
- BLIP AND THE AGING MYTH
- PLUS MANY OTHER APPLICATIONS, WILL FOLLOW...

WRITTEN BY AL CLOSE
LIFETIME ZEN MEDITATOR, TRAINER TO ELITE ATHLETES, CORPORATE WORLD AND EVERYDAY PEOPLE

WWW.MINDBODYXTRA.COM.AU

Pull Up Banners for Corporate Function



MindBodyXtra - Website & Mobile App Layouts

Pull-Up Banners Website & App Design Artwork prepared for MindBodyXtra Exhibition

Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!



BLIP+ BASE LINE INTERNAL PROGRAM EASE

ENERGY ACTIVATED SYSTEMIC EXERCISE

IN MOVEMENT

A unique program of exercise for all ages, using the energies of mind, body and creation to bring about changes at the cellular levels of us.

MindBodyXtra - Pull-Up Banners



THE BLIP OF BASE LINE INTERNAL PROGRAM TENNIS

A revolutionary approach to the "Zen" aspects of playing tennis.

This program shows a way for you to transform yourself and your game in an everyday and every way fashion!

MindBodyXtra - Pull-Up Banners

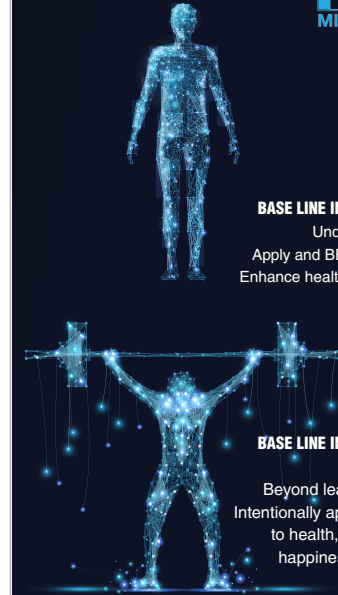


BLIP BASE LINE INTERNAL PROGRAM AND THE ART OF GARDENING

BLIP and the Art of Gardening is a way to capture the wonder of Nature, whilst gardening, and take this with you into every day.

So here is a program of conditioning oneself, to be better prepared physically and mentally to work in the garden, without the many injuries gardening can bring.

MindBodyXtra - Pull-Up Banners



BLIP 1

BASE LINE INTERNAL PROGRAM

*Understand meditation
Apply and BECOME meditation
Enhance health, well-being & life.*

BLIP 2

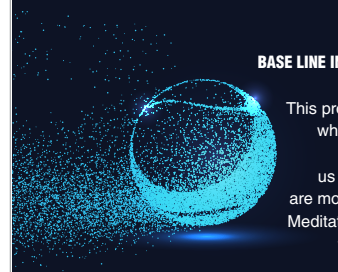
**BASE LINE INTERNAL PROGRAM
- APPLIED**

*Beyond learning meditation.
Intentionally applying meditation to health, creativity, fitness, happiness and success in work, sport & life.*

BLIP 3

**BASE LINE INTERNAL PROGRAM
- ADVANCED**

This program is for those who have completed BLIP 1 & 2 with us previously, and/or are more experienced at Meditation. This program will enlighten you.



MindBodyXtra - Pull-Up Banners

Pull-Up Banners designed & prepared for MindBodyXtra Exhibition

Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!



DET's Values Campaign Poster | Vic Govt DET



DET's Values Campaign | Vic Govt DET



Education State Banner | Vic Govt DET



Education State | Vic Govt DET



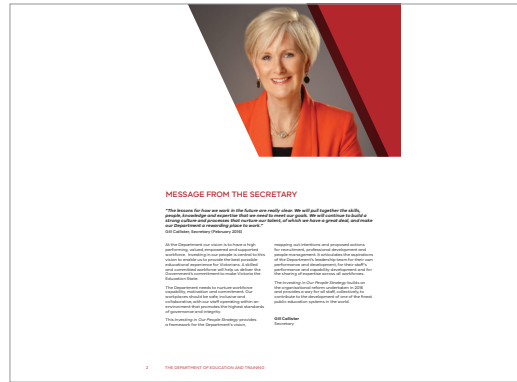
DET's Values Campaign | Vic Govt DET



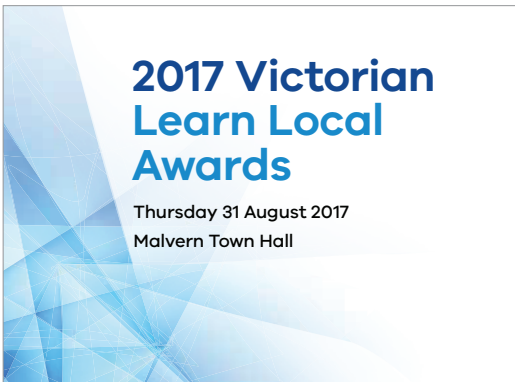
DET's Values Response Cards | Vic Govt DET



People Strategy Report | Vic Govt DET



People Strategy Report | Vic Govt DET



Learn Local Booklet | Vic Govt DET



Learn Local Social Media Tile | Vic Govt DET



Learn Local Website Banner | Vic Govt DET



Learn Local merged certificate | Vic Govt DET

Social media, web & print files prepared for Department of Education and Training

Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!



Personalised Certificates | Snap



CBD Smoothies Menu | Snap



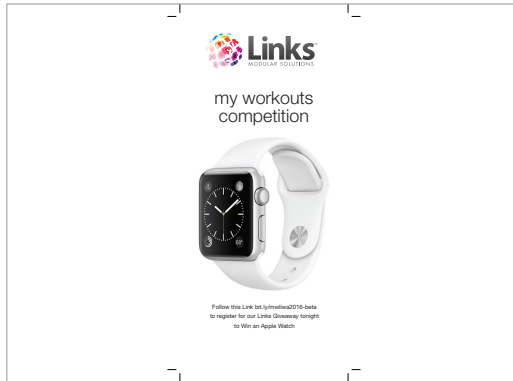
Creole Menu Poster | Snap



CBRE Pull up Banner | Snap



CBA Christmas Card | Snap



Links DL | Snap



ECT Annual Report | Snap



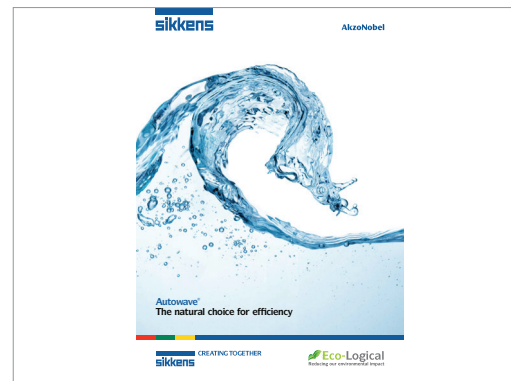
CBRE Networking Event Invite | Snap



Wall Signage | Snap



Logo Design | Snap



Sikkens Poster | Snap



Gift Voucher | Snap

Design, large format and artwork prepared for Snap - West Melbourne

Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!

The logo for 'café | kinetic' features the word 'café' in a red serif font, followed by a vertical bar and the word 'kinetic' in a black sans-serif font, all contained within a thin black rectangular border.

cafe kinetic Logo Design



Ivy Logo ReDrawn



Lashed Logo Design



FJP Logo Design



Macedon Ranges Hotel & Spa Logo Design



Nasco Logo Design



The day spa Logo Design



Premiair Logo Design



Brighton Public Golf Course Logo Redesign



Edge Logo Design



Yarrachem Logo Design



Oleum Logo Design



Dulux logo design



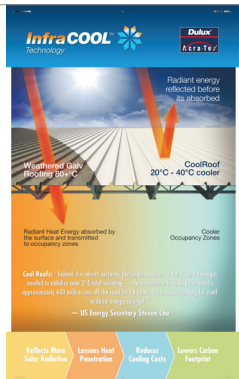
Dulux packaging



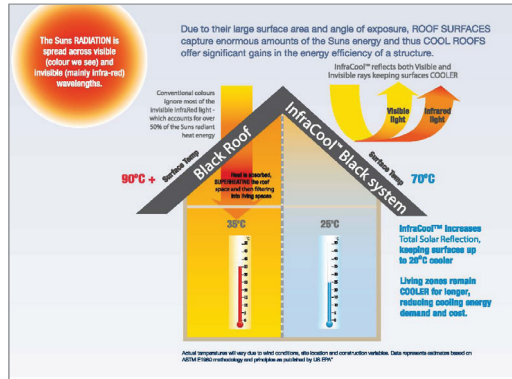
Dulux web & print support graphic



Dulux sales rep polo



Dulux web & print support graphic



Dulux web & print support graphic



Dulux trade brochure



Dulux product brochure



Dulux product colour sample brochure



Dulux product brochure



Dulux product DVD



Dulux sales folder

Total design and production of Dulux new product launch as a contractor

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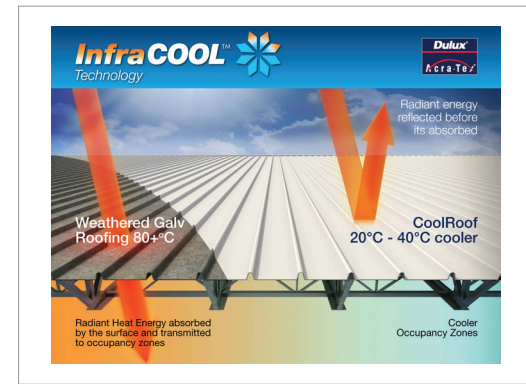
Dulux website banner flash ads



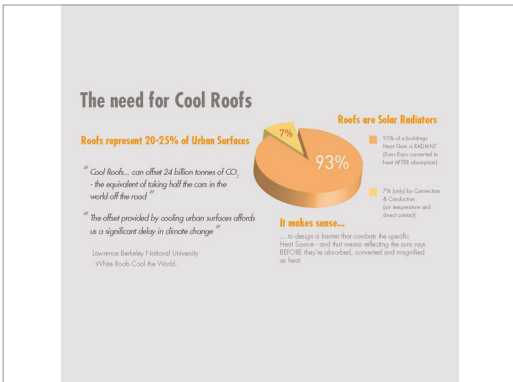
Dulux website banner flash ads



Dulux website banner flash ads



Dulux web & print support graphic



Dulux web & print support graphic



Dulux web & print support graphic



Dulux website user interface



Dulux website user interface



Dulux website user interface



Dulux website user interface



Dulux website user interface



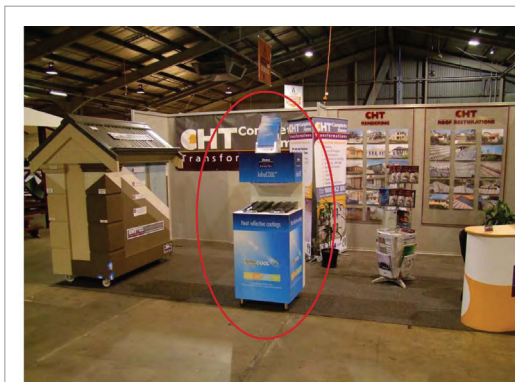
Dulux website user interface

Website designs for Dulux new product launch as a contractor

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Dulux display stand artwork



Dulux display stand finished product



Dulux trade poster



Dulux instore billboard



Dulux instore display stand finished product



Dulux instore display stand mock-up



Dulux trade brochure



Dulux advertising award



Dulux product information flyer



Dulux smart phone quoting app



Dulux building photo editing work before



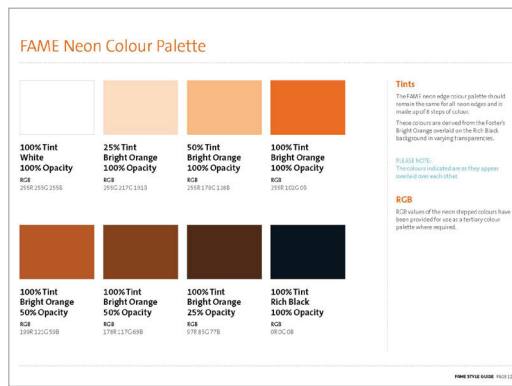
Dulux building photo editing work before

Instore wall display stands, app design, POS prepared for Dulux new product launch

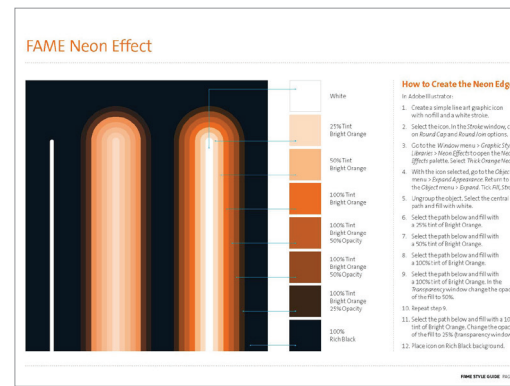
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Foster's style guide



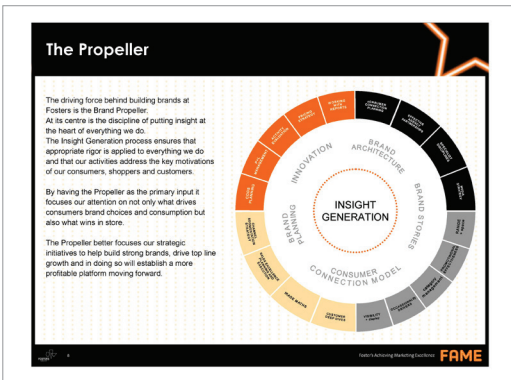
Foster's style guide



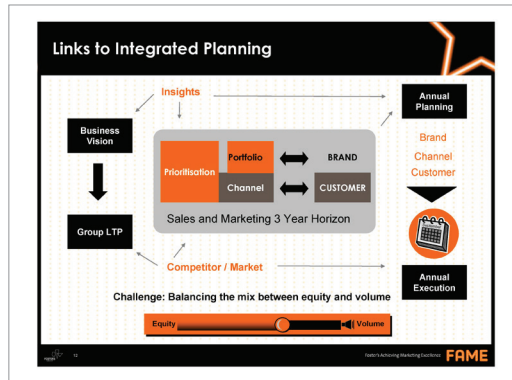
Foster's style guide



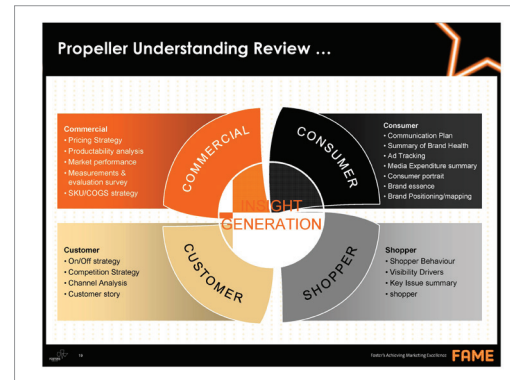
Foster's powerpoint marketing presentation



Foster's powerpoint marketing presentation



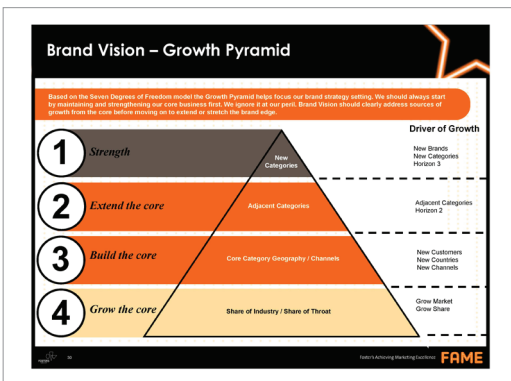
Foster's powerpoint marketing presentation



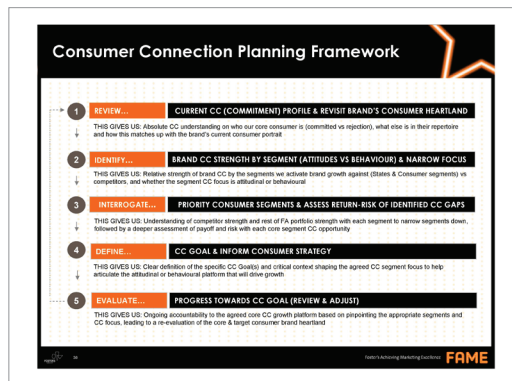
Foster's powerpoint marketing presentation



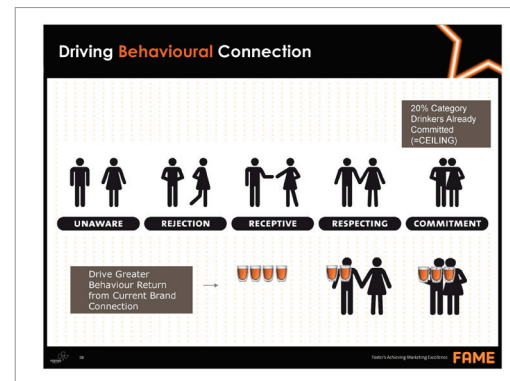
Foster's powerpoint marketing presentation



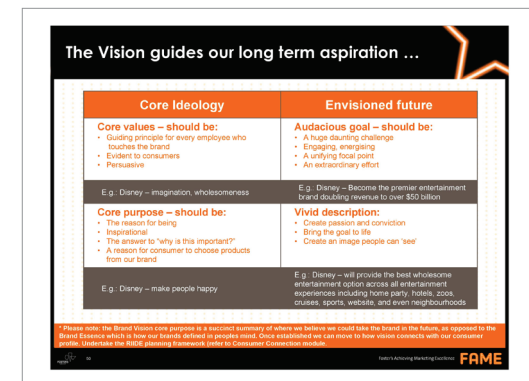
Foster's powerpoint marketing presentation



Foster's powerpoint marketing presentation



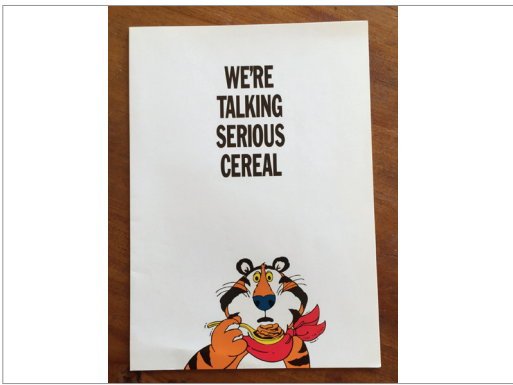
Foster's powerpoint marketing presentation



Foster's powerpoint marketing presentation

Work completed for Fluid Design as a contractor

Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!



Kellogg's retail advertising product brochure



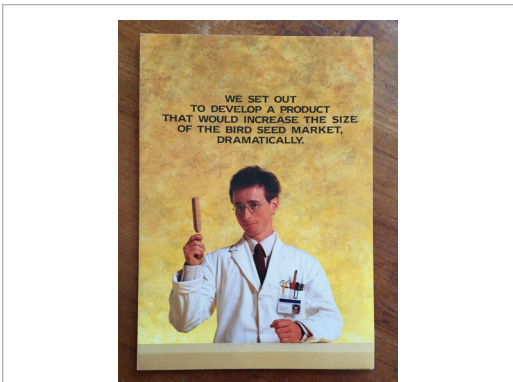
Kellogg's product brochure inside



Kellogg's product back



Sportspower retail direct marketing



Excelpet Trill retail brochure



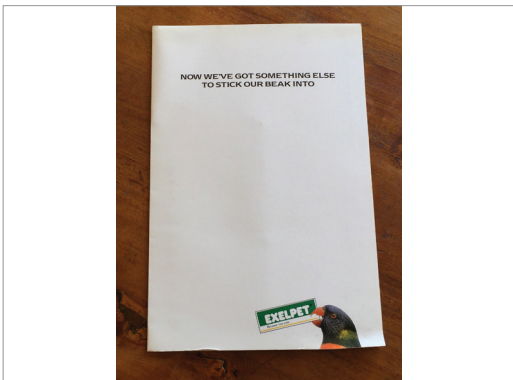
Excelpet Trill brochure inside



Excelpet Trill brochure back



Uncle Bens Pal retail promotional flipbook



Excelpet Trill retail brochure



Excelpet Trill brochure inside



Excelpet Trill brochure back



Sportspower retail brochures

Design and art direction while working for George Patterson Advertising Agency

Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!



St George Oven brochure



Colliers Jardine property brochure



101 On Collins Property sale campaign



Colliers Jardine property brochure - front



St George Oven brochure inside



MFB CFA - brochure - cover



101 On Collins Property sale campaign



Colliers Jardine property brochure - inside



MFB CFA - brochure - inside spread



MFB CFA - brochure - inside spread



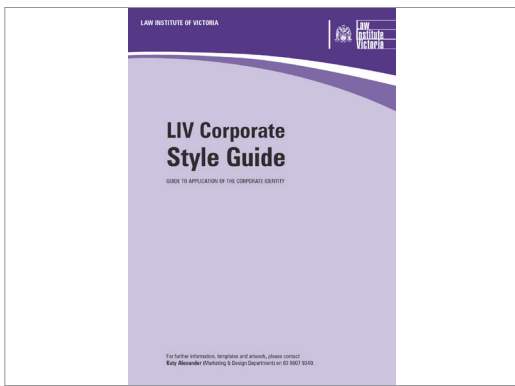
101 On Collins Property sale campaign



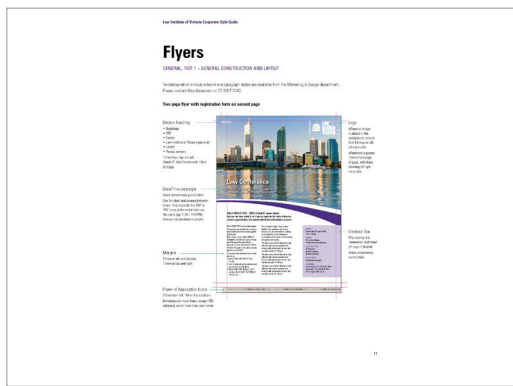
Colliers Jardine property brochure - spread

Work completed while working at Nicholson Gurthrie Advertising Agency

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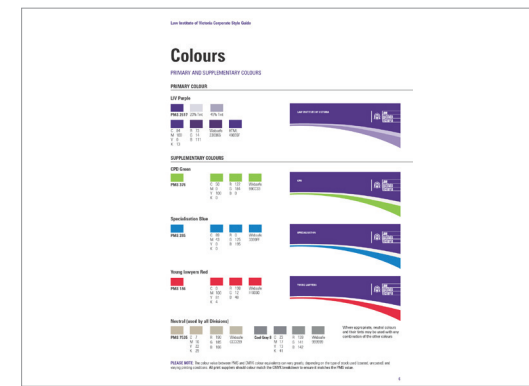
LIV Style Guide



LIV Style Guide



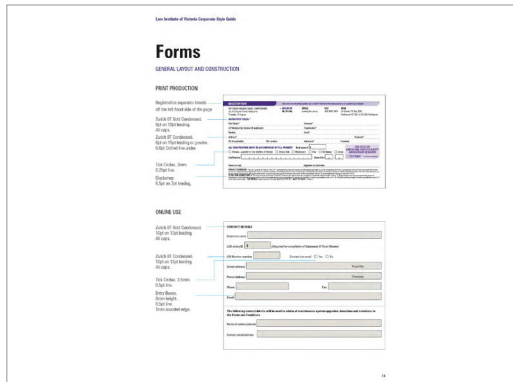
LIV Style Guide



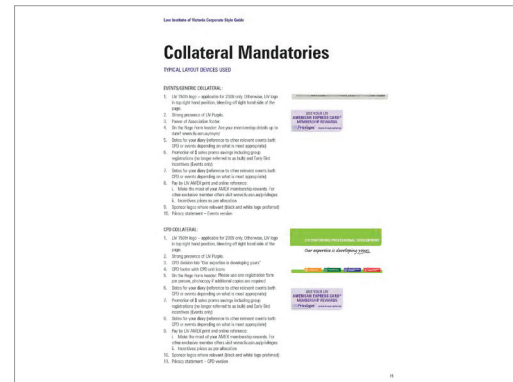
LIV Style Guide



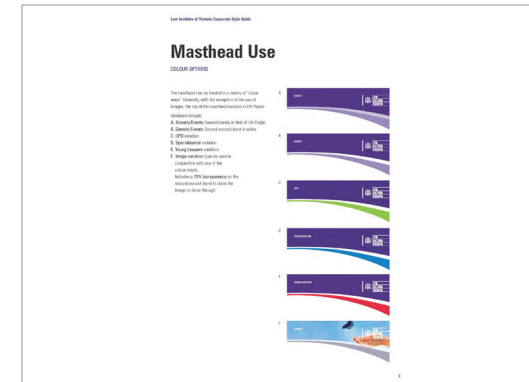
LIV Style Guide



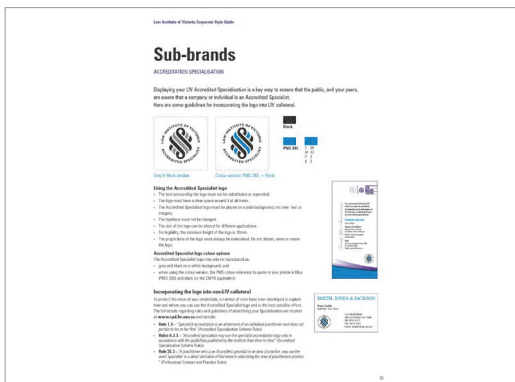
LIV Style Guide



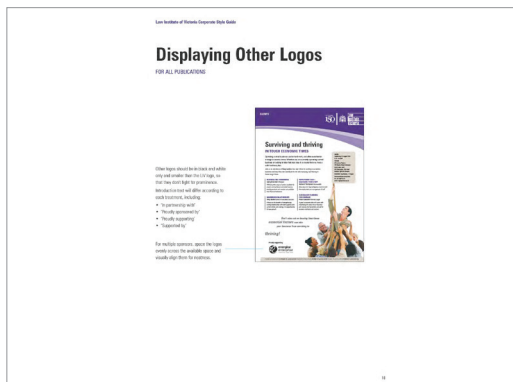
LIV Style Guide



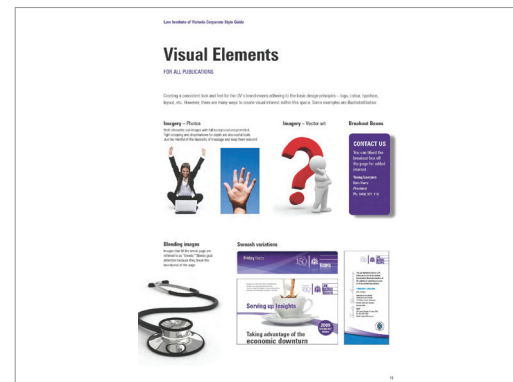
LIV Style Guide



LIV Style Guide



LIV Style Guide



LIV Style Guide



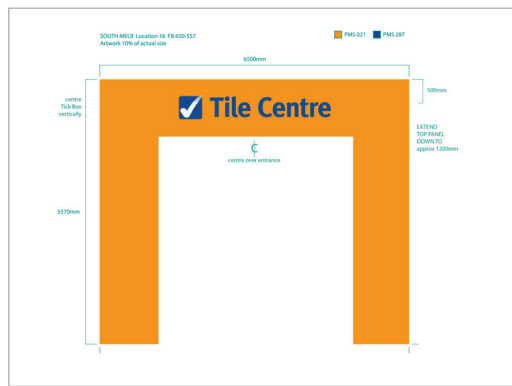
LIV Style Guide

Work completed for Law Institute of Victoria as a contractor

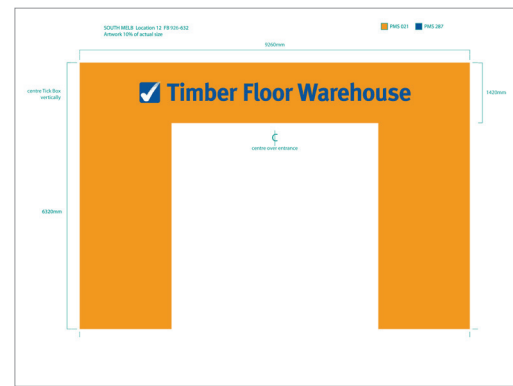
Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!



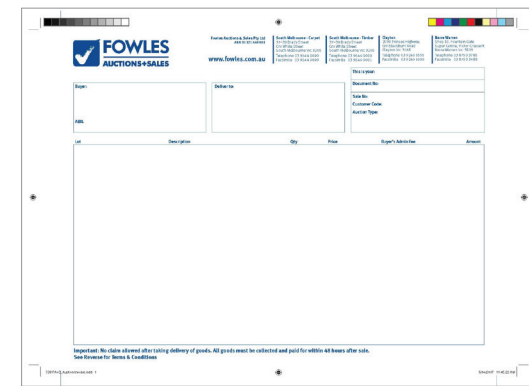
FA+S External signage



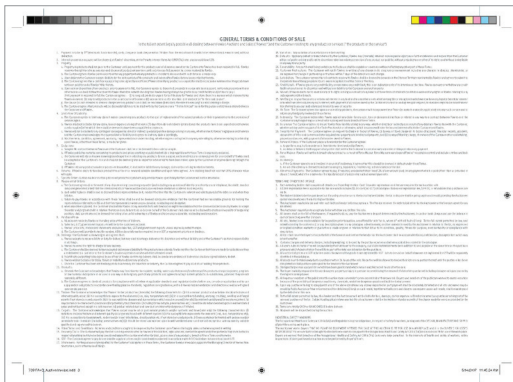
FA+S External signage



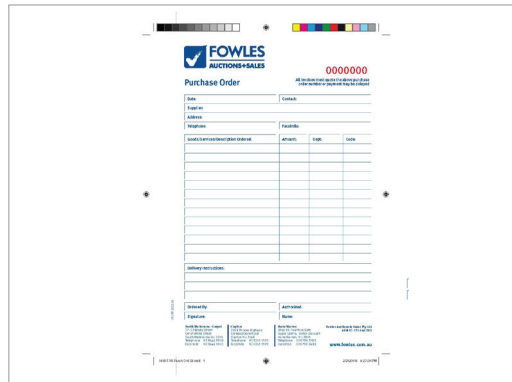
FA+S External signage



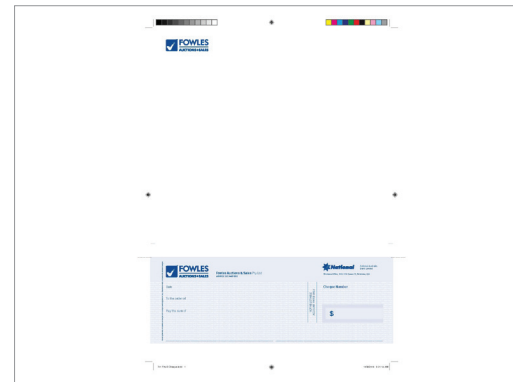
FA+S Invoice



FA+S Terms & Conditions



FA+S Purchase Order



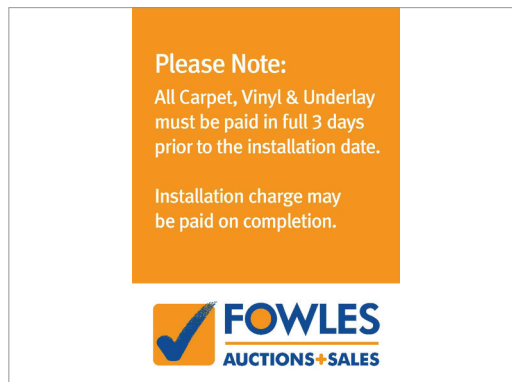
FA+S Remittance Advice & Cheque



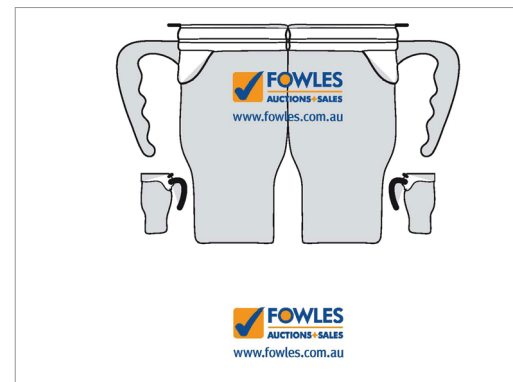
FA+S Sales contract



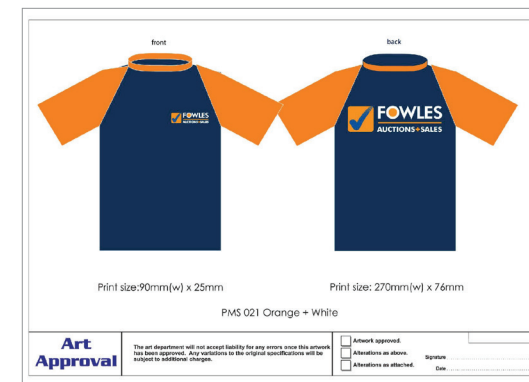
FA+S Letterhead



FA+S Internal signage



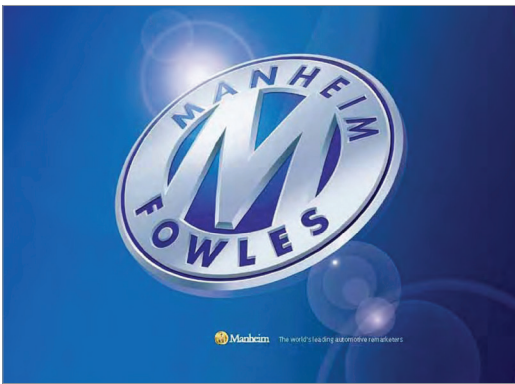
FA+S Coffee Travel Mug



FA+S Uniform Shirts

Work completed for
Fowles Auction + Sales

Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!



ManheimFowles promotional brochure



ManheimFowles promotional brochure spread



ManheimFowles form



ManheimFowles Prestige Auction



ManheimFowles marketing flyers



ManheimFowles marketing flyers



ManheimFowles marketing flyers



ManheimFowles marketing flyers



ManheimFowles marketing flyers



ManheimFowles mousemat



ManheimFowles certificates



ManheimFowles cheque

Work completed for the rebrand of ManheimFowles

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Fowles Auction Group Direct marketing



Fowles Auction Group Corporate invitation



Fowles Auction Group Direct marketing



Fowles Auction Group Direct marketing



Fowles Auction Group Direct marketing



Fowles Auction Group Direct marketing



Fowles Auction Group Direct marketing



Fowles Auction Group Direct marketing



Fowles Auction Group Direct marketing



Fowles Auction Group Direct marketing



Fowles Auction Group Direct marketing



Fowles Auction Group Direct marketing

Work completed for
Fowles Auction Group

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Wise Presentation folder



www.wiseproperty.co.nz | 09 268 9473

Wise Logo design



Wise Vehicle Signage



Wise Website design & graphics



Fisher Jenkin Logo design & business card



Fisher Jenkin Building signage



Fisher Jenkin Folder Cover



Fisher Jenkin Vehicle signage



Autorola Business card



Autorola Foyer design



Autorola Design guide



Autorola Display stand mock-up

Work completed for
Desktop Design

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cafe kinetic uniform



cafe kinetic paper bag



cafe kinetic menu



cafe kinetic brand guidelines



cafe kinetic brochure



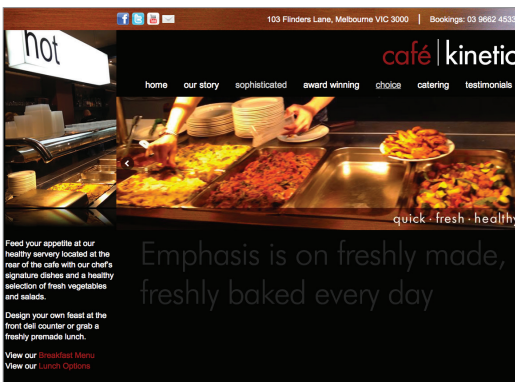
cafe kinetic website design, photography & production



cafe kinetic website design, photography & production



cafe kinetic website design, photography & production



cafe kinetic website design, photography & production



Edge Logo design



Edge Web banner ad



Edge Business card

Work completed for Desktop Design

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Boutique Logo



Boutique Direct mailer



Boutique Logo guide

Logo file formats explained

Which logo do I use?

Print
ai - files are native Illustrator and are vector files. They are usually CMYK but can be print colour formatted files. They are intended for use as artwork by professional print purposes.

Screen
jpg - files are joint photograph group files. They are usually RGB colour format files and have been extremely compressed they are intended for use in web pages and office applications such as Microsoft Word® and PowerPoint®.

Transparent
png - files are RGB colour format files with a transparent background. They are intended for use in web pages and in applications such as Microsoft Word® and PowerPoint®.

Portable Document file
pdf - files are supplied so the user can view the logo.

Logo's supplied

- BOUTIQUE BW
- BOUTIQUE Circle
- BOUTIQUE_Logo_Rev_01.ai
- BOUTIQUE_Logo_Rev_02.ai
- BOUTIQUE_Logo_Rev_03.ai
- BOUTIQUE_Logo_Rev_04.ai
- BOUTIQUE_Logo_Rev_05.ai
- BOUTIQUE_Logo_Rev_06.ai
- BOUTIQUE_Logo_Rev_07.ai
- BOUTIQUE_Logo_Rev_08.ai
- BOUTIQUE_Logo_Rev_09.ai
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- BOUTIQUE_Logo_Rev_98.ai
- BOUTIQUE_Logo_Rev_99.ai
- BOUTIQUE_Logo_Rev_100.ai

Boutique Styleguide

Logo

The symbol of Boutique and file names



Boutique Logo guide

Colours

Boutique colour pallet

Boutique Logo is a black & white logo.
An accent colour of orange & shades of black are used to enhance the logo.

Pantone Matching System 021 Orange was chosen, along with 20% Black & 75% Black are preferred

Of course other colours can also be used in special circumstances but any additional colours should be used with care.

Orange	PMS 021 Orange CMYK: 00, 100, 0, 0 RGB: #FF8C00 Vibrant Orange - Bright Orange
Black	20% Black CMYK: 00, 100, 0, 0 RGB: #333333 Vibrant Orange - Bright Orange
White	75% Black CMYK: 00, 100, 0, 0 RGB: #FFFFFF Vibrant Orange - Bright Orange
Light Grey	20% Black CMYK: 00, 100, 0, 0 RGB: #CCCCCC Vibrant Orange - Bright Orange
Dark Grey	75% Black CMYK: 00, 100, 0, 0 RGB: #333333 Vibrant Orange - Bright Orange

Boutique Colour guide

Valuable Asset

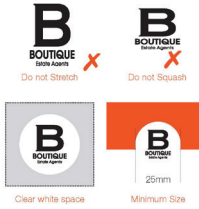
Our logo is a very valuable asset

We must treat our logo nicely. Never abuse them, they don't have arms and legs and cannot fight back. Our logo should not be squashed or stretched. Please give our logo lots of space, do not place elements too close together.

When you use our logo please keep clear white space around our logo. This clear white space allows our logo to have breathing space and helps our logo have a bigger impact.

Clear white space:
Draw an imaginary force field around our logo - this is as known as the clear white space. Do not place objects closer than this space.

Minimum Size:
The Boutique logo should be reproduced with the circle measuring no less than 25mm in width.



Boutique Logo guide

White Reverse Logo

This logo is designed to be placed on background colour when needed.

Our logo has been designed to be used on a background colour. The logo should be placed so it is half an inch off the background colour, the exact position is the bottom of the B, see samples below.



Boutique Logo guide

Logo

Our logo is High Resolution and Online

Our logo has been designed to create a sense of depth. It can be used online and on high resolution printed media on an orange, light grey or white background is preferred.



Boutique Styleguide

Property Boards

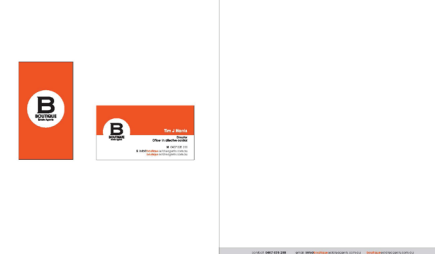
Private Sale & Lease Boards



Boutique Styleguide

Stationery

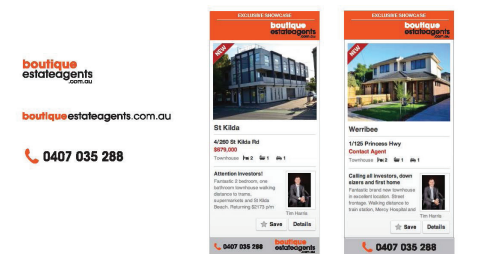
Letterhead & Business Card



Boutique Styleguide

Web address logo tag

To be used only where our logo cannot be used



Boutique Styleguide

Work completed for
Snaps as a contractor

Michelle Moodie ~ Creative, Interactive, Results, Task and People Oriented, Supportive, Friendly, Kind and Helpful!



20th Man Foundation 2014 Annual report



20th Man Foundation 2014 Annual report



20th Man Foundation Marketing brochure



20th Man Foundation Marketing brochure



20th Man Foundation 2014 Annual report



20th Man Foundation 2014 Annual report



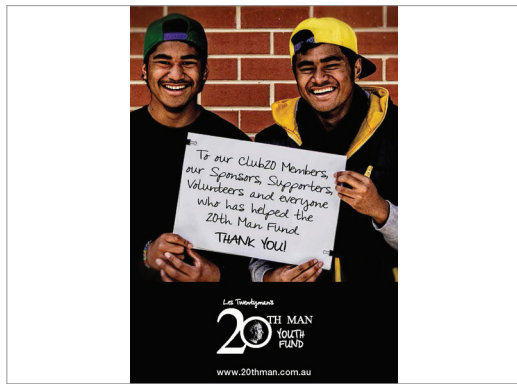
20th Man Foundation 2013 Annual report



20th Man Foundation 2013 Annual report



20th Man Foundation 2014 Annual report



20th Man Foundation 2014 Annual report



20th Man Foundation 2013 Annual report



20th Man Foundation 2013 Annual report

Charity work completed for 20th Man Foundation as a volunteer

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