

DELIVERING DESIGN EXCELLENCE



STRATEGY | DESIGN | COMMUNICATION

## OUR VISION OF VERSA



versa

Versa delivers design excellence through...

**the Vision to focus our strategic communication;**

**the Values to assure that we'll deliver more than we promise;**

**the Versatility to combine creativity with technical expertise.**

## VERSA'S FORM FOR THE FUTURE



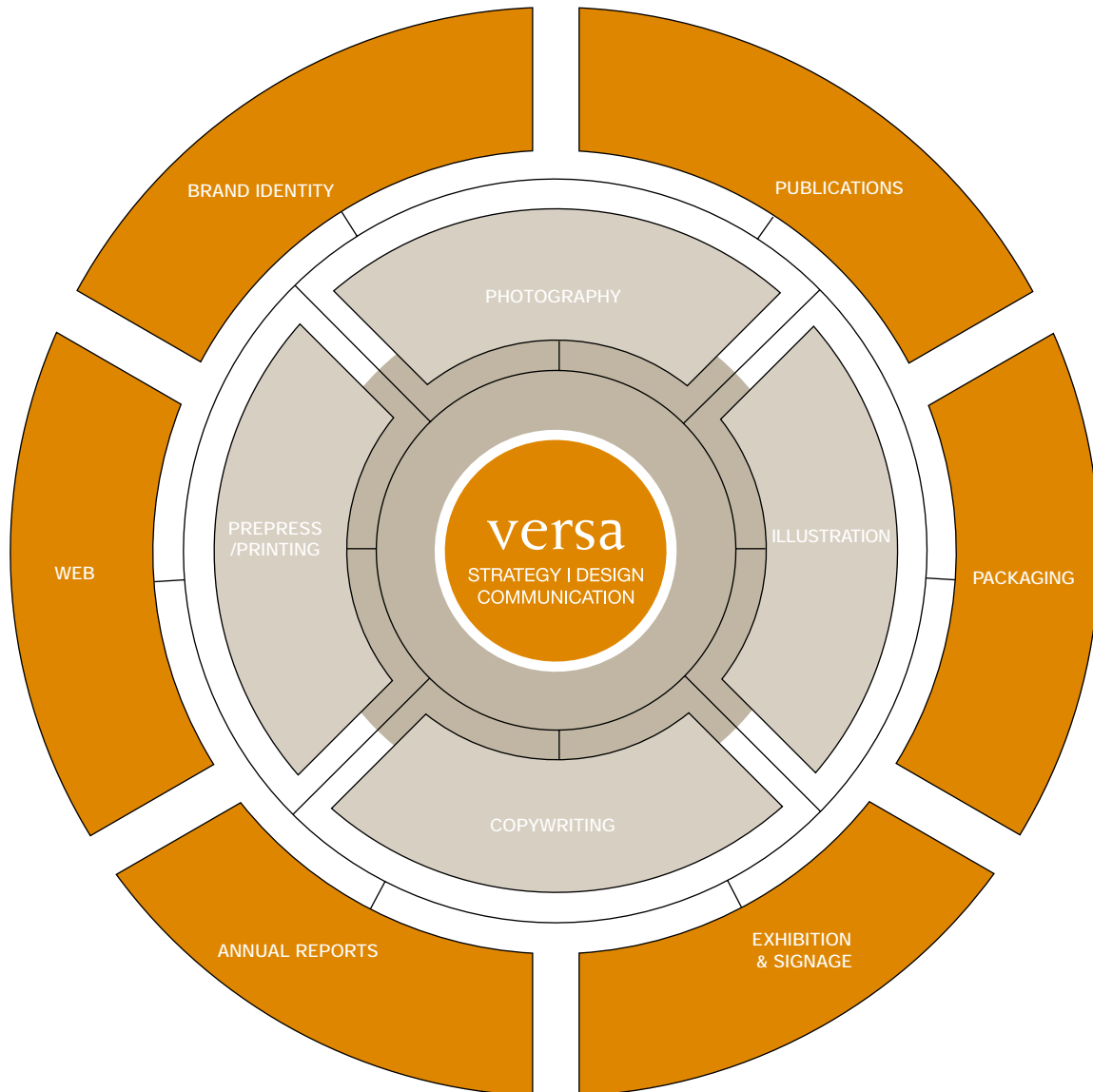
Versa specialises in design excellence supported by tried and tested systemised processes that work across the board.

Add to this a reliable, creatively versatile team who have the experience to understand what you require strategically. And the result will be a creative communications solution that meets your objectives and respects your brand criteria.

*“Versa understands the importance of balance in a good partnership.”*

But Versa doesn't finish there. We have the expertise to assist your team in integrating your new communications solution throughout your organisation in order to ensure commitment at all levels through education.

# WHAT WE CAN DO FOR YOU



## OUR PRIORITY IS TO ENSURE YOUR SUCCESS



Versa has listened to, and partnered with our clients to provide powerful design-driven communication solutions for over 15 years. Many of these clients have worked with us over a number of years and this, we believe, is the best evidence of our successful portfolio.

We begin all design projects with a thorough understanding of your business and communication requirements. This we do through a client needs analysis which provides us with a strong grasp of your overall brand image as well as your key marketing and communication objectives.

*“Versa believes good design is an art and science – excellent creative complimented by excellent systemised processes.”*

Versa then works with you through the strategy, evolves the creative to provide design-driven solutions.

No campaign ends there, Versa then manages your project to ensure that it integrates perfectly into all the relevant communication elements throughout your organisation to achieve effective results.

All of these steps are supported by regular reporting procedures to guarantee that your campaign is delivered on time and on budget.

## WHAT OUR CLIENTS THINK



*"...Under very tight deadlines Versa brought the projects in on time, to specifications and within budget. You can't ask for too much more! We are happy to recommend the company for similar projects."*

**John N. Tulloch, Managing Director, IDEAS INTERNATIONAL**

*"...A combination of your teams's skill and expertise in graphic design, client service and business management resulted in an end product that met and exceeded my expectations. It was a pleasure working with such a talented team who are knowledgeable, approachable and client friendly..."*

**Clair Nichols, Publications Consultant, Corporate Communications,  
NSW ATTORNEY GENERAL'S DEPARTMENT**

*"...I have found the team to be extremely responsive to the brief provided, which has always resulted in exemplary design work and service. Some of the budgetary requirements or time frames we placed on them could have been considered unworkable, however, they continue to work with a smile and great effort"*

**Jaqueline Weiley, Head of Marketing, THREE SIXTY**

*"...We are impressed by the quality of service provided by Versa, delivering high quality work on time and on budget, but in particular, the way in which a partnership with the client is fostered. I am happy to recommend Versa as an agency that is easy to work with and is able to provide a first class product"*

**Peter Matthews, Manager - Operations Support, GOLDFIELDS LIMITED**

# SOME VERSA WORK



**Company** Goldfields  
**Project** 2000/01 annual report



**Company** Godfrey Pembroke (*MLC group of companies*)  
**Project** Outlook company newsletter



**Company** Australian Stock Exchange (ASX)  
**Project** Brochures and information packs



**Company** General Electric  
**Project** Online newsletter website

# SOME VERSA WORK



**Company** Westfield Shoppingtown  
**Project** Retail brochure



**Company** Garvan *(MLC group of companies)*  
**Project** Rebranding/printed collateral



**Company** Brazier Motti  
**Project** Company website



**Company** Ideas International  
**Project** Branding/printed collateral



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#### FURTHER INFORMATION

For more information or to make an appointment,  
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