



Nicholas Eldridge

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Bachelor of Design, Visual Communication
University of South Australia

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Managing & Creative Director
Sector Communication Pty Ltd
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Nicholas Eldridge is a brand strategist who oversees the development of his clients' brands and leads the overall creative direction, marketing and copywriting of his studio's communication campaigns.

He holds considerable experience relating to corporate identity and brand management and has worked closely with clients to design and implement corporate identity systems, developing long term brand strategies for their organisations.

Over the past twenty years, Nic has delivered projects in multiple disciplines; graphic design, product design, environmental graphics, clothing & accessory design, interior design, furniture design, typography, illustration & photography; both internationally and locally.

He is a past President of Australian Graphic Design Association and is an occasional lecturer in Information Typography at UniSA. Nic is an active member of Australian Graphic Design Association, Design Institute of Australia, Australian Institute of Management and the New York Type Directors Club.

He is a keen traveller, an apprentice father, a novice snowboarder and is very passionate about good food and wine. He is also one third of the experimental noise outfit, The Trikonassona Attack!

Specific skill sets include:

- strategic direction & marketing,
- art direction,
- brand strategy & development,
- design & typography,
- image making,
- copywriting, and
- keynote speaking & workshop facilitation.

Summary of experience:

- over 25 years in the design industry
- over 10 years managing a boutique brand consultancy
- over 5 years as design industry spokesperson
- award winning designer in multiple disciplines
- successful delivery of projects on both international and local platforms

Current and past projects include:

mhm - a personal approach to business

Australia

Complete brand communication strategy beginning with the brand re-positioning and corporate identity design. Further implementation of the identity via website, environmental graphics and printed collateral that incorporated international offices and new global markets, specifically in Asia.

Port Adelaide Football Club

Australia

Develop brand and marketing communication campaign for the Power Future Fund. Advising the organisation on how best to leverage the brand of the club to promote the fund while still remaining distinctly separate from the parent brand. Worked with key directors to develop imagery that supports and communicates the key goals of the fund and present the link to the history of the club.

Bestec Engineering

Australia

Brand strategy involving workshops with key personnel and advisors. Development of positioning statement and repositioning of the brand based on current corporate goals and agendas. Brand imagery developed to reflect the new positioning statement in marketing collateral and advertising.

Shorts Film Festival

Adelaide, Australia

Work with the three directors to establish the brand strategy for the Shorts Film Festival, linking it to the generous patronage of the Visual Artist, Dave Bromley resulting in a stronger visual presence for the festival that stands apart from others of its ilk. Shorts remains a key date on the Australian film industry calendar.

Nihon Harmony Resorts

Niseko, Japan

Develop brand strategy and subsequent visual identities for Hanazono and the suite of services offered by a Japanese Ski Resort Developer. Continuing direction of branding and marketing communication campaigns, environmental graphics, trail signage and online video channel.

Ridley Agriproducts

Australia

National rationalisation of corporate brand that involved complete product restructuring and brand suite development. Developing strategies to overcome state based parochialism and inefficiencies along with the planning and documentation of a comprehensive packaging style guide for the organisation and its subsidiaries.

