

DESIGN PORTFOLIO

Stonyfell

Michael Blake Stonyfell Design

Hello

The following is a short collection of projects showcasing work produced for my Bachelor of Design.

It's really just a taste, but should give you a good idea of what I can do.

If you like what you see please visit my website for more details and projects.

Please enjoy.

Michael Blake

Bystander Distillery

Low Alcohol Spirits Reimagined

The Brief

This fictional brief was written as if one of South Australia's leading distilleries was looking to enter the reduced alcohol spirit market. The new brand had to match the quality of their current ranges while also having a design that would appeal to a slightly younger age than their traditional customer base.

The Challenge

To design a low alcohol spirit brand that could hold its own against traditional strength spirits in a crowded market.

The Solution

The Bystander name was chosen to represent the fact that a low alcohol spirit would have to stand alone in the category.

The heart of the bottle design is the typeface, inspired by the beautiful Bifur typeface, created by Adolphe Cassandre in the 1930s. A custom Bifur-style typeface was created using Brandon Grotesk, which was used as a decorative element across both the bottles and marketing material. Colours for each variation were chosen to have familiarity with each respective spirit subcategory.

Advertising material was designed to be light-hearted, cheeky, and to remind customers of the benefits of a low-alcohol spirit.



Home

Spirits

BYSTANDER
DISTILLERY

Story

Contact

Reduced Alcohol Spirits

BREAK THE RULES. NOT THE RITUAL.



MacBook Pro



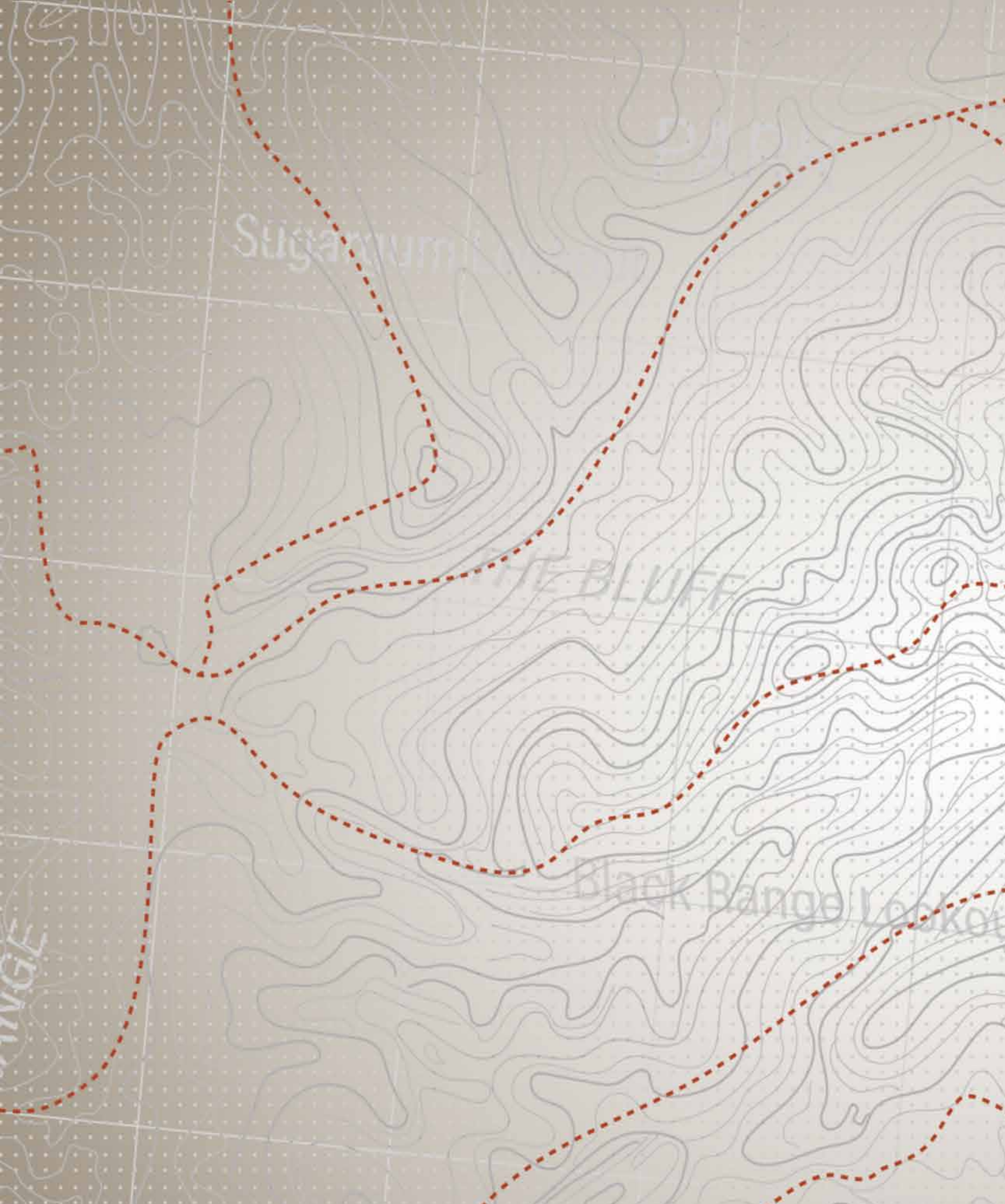
PARTY LIKE THERE'S TOMORROW



Bold, uncompromising flavour with less alcohol compared to traditional spirits.



B Y S T A N D E R
D I S T I L L E R Y



Archie Road Wines

Premium Bag-in-a-Box Wine

The Brief

As a sustainably oriented winery in the Southern Flinders Ranges, Archie Road Wines was looking to launch a premium bag-in-a-box wine to market. This fictional brief required the design of the brand identity and the wine box.

The Challenge

To design a bag-in-a-box solution that could be easily stocked in the traditional bottled wine section in a retail liquor store.

The Solution

The packaging design for this project was driven by the requirement to place the boxed wine in the bottled wine section at retail. This requirement dictated the box's maximum dimensions. But boxes are boring, right?

The solution was to create a box with an angled side section removed and wraparound labels that evoke the familiarity of a wine bottle. The curvy line brand identity was based on the unique profile of Mount Remarkable when seen from Archie Road.

The final design was a 1L bag-in-a-box that fits on the shelf with bottled wine, incorporating many characteristics of a wine bottle while also reflecting the unique features of the beautiful Flinders Ranges landscape.





Archie
ROAD

Explore generous
flavours inspired by the
stunning mountain ranges
and dramatic gorges of
the Flinders Ranges

riesling

Michael Blake
Senior Winemaker

2024

1.5 L

MT REMARKABLE
Southern Flinders Ranges

A fragrant white wine known for
its aromatic bouquet of floral and
fruity notes, including ripe apricot,
peach, and citrus. Our riesling is
not too dry or sweet, with a level of
refreshing acidity.

Archie
ROAD

Explore generous
flavours inspired by the
stunning mountain ranges
and dramatic gorges of
the Flinders Ranges

chardonnay

Michael Blake
Senior Winemaker

2024

1.5 L

MT REMARKABLE
Southern Flinders Ranges

Our most popular white wine that
ranges from crisp and citrusy to
rich and buttery, with flavors like
apple, pear and tropical fruits.
Often has a creamy texture with
hints of oak.

Archie
ROAD

grenache

2024

MT REMARKABLE
Southern Flinders Ranges

Archie Road Wines aspire to bring out
your adventurous side and delight
those who appreciate the elegance of
classic wines from vineyards based on
sustainable practices.

Based on time-honoured practices
passed down through generations,
Archie Road is a celebration of the rich
history of wine making in the Southern
Flinders Ranges with a passion for the
environment blended into every bottle.

13.5% Alc/Vol

Wine of Australia. Produced by Archie
Wines, 303 Archie Rd, Murray Town,
Mt Remarkable 5335

www.archieroad.com.au

PREGNANCY WARNING
Alcohol can cause lifelong
harm to your baby





City of Mitcham

Rebranding and Wayfinding

The Brief

As South Australia's second-oldest Local Area Council, Mitcham has a lot to talk about. Stretching across the rolling foothills and encompassing Belair National Park, Flinders University and numerous heritage-listed buildings, it is home to many of Adelaide's finest suburbs. However, the identity has changed little in 172 years, with a Coat of Arms still in use and minimal, consistent brand elements available for communications.

The Challenge

To create a brand identity that allows Mitcham to be positioned for the future while still being respectful of the past.

The Solution

A significant amount of research was conducted to create a contemporary brand positioning, slogan, and identity system for use across signage, print, and digital communications.

A modern shield-style logo was designed, incorporating many iconic elements from the current heraldic-style coat of arms. The colour palette was designed to closely resemble the original colours for familiarity, but with a few tweaks to make it pop.

For flexibility, an additional vibrant colour palette and stylish serif typeface were chosen to enable the development of dynamic marketing material as required.

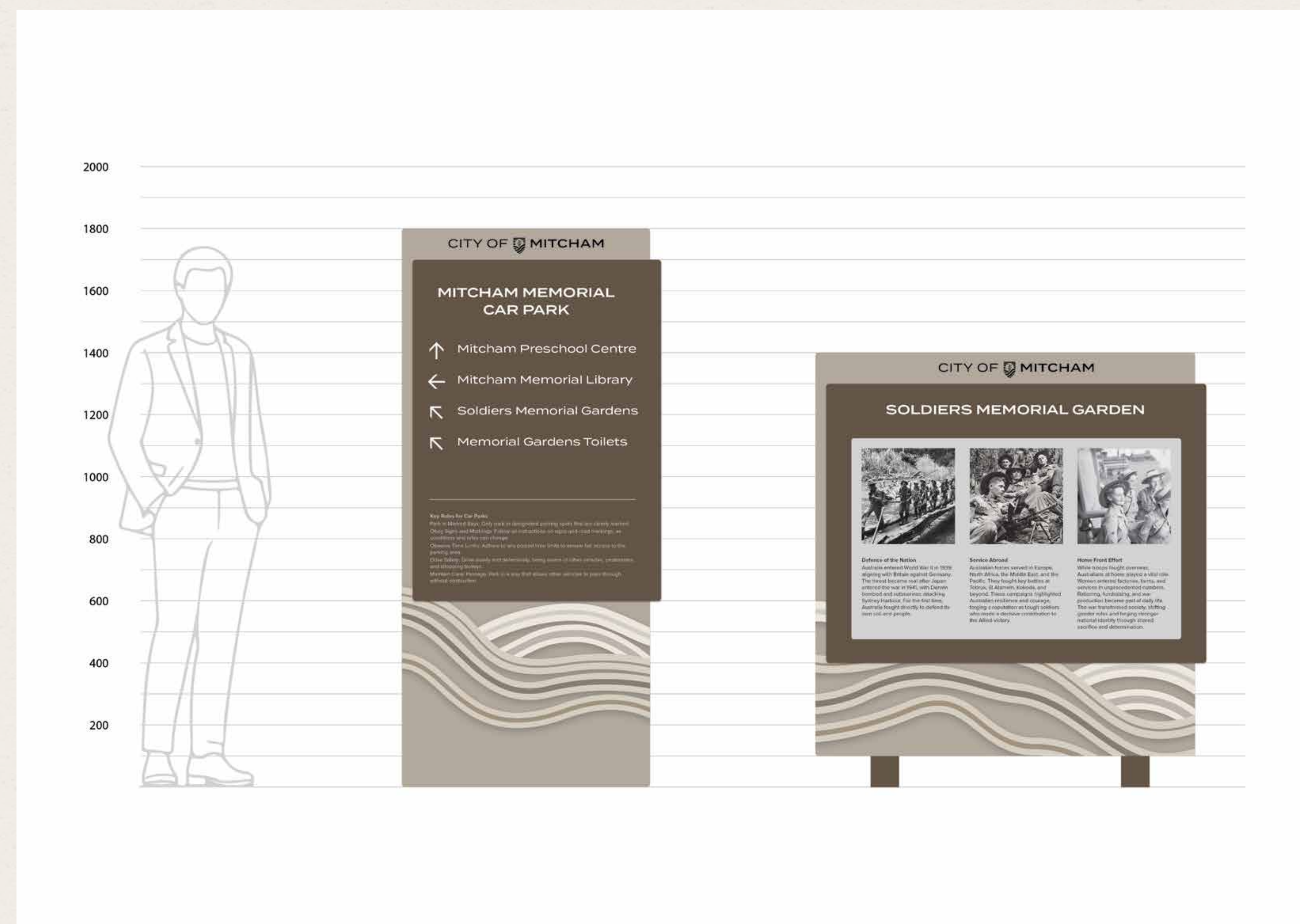
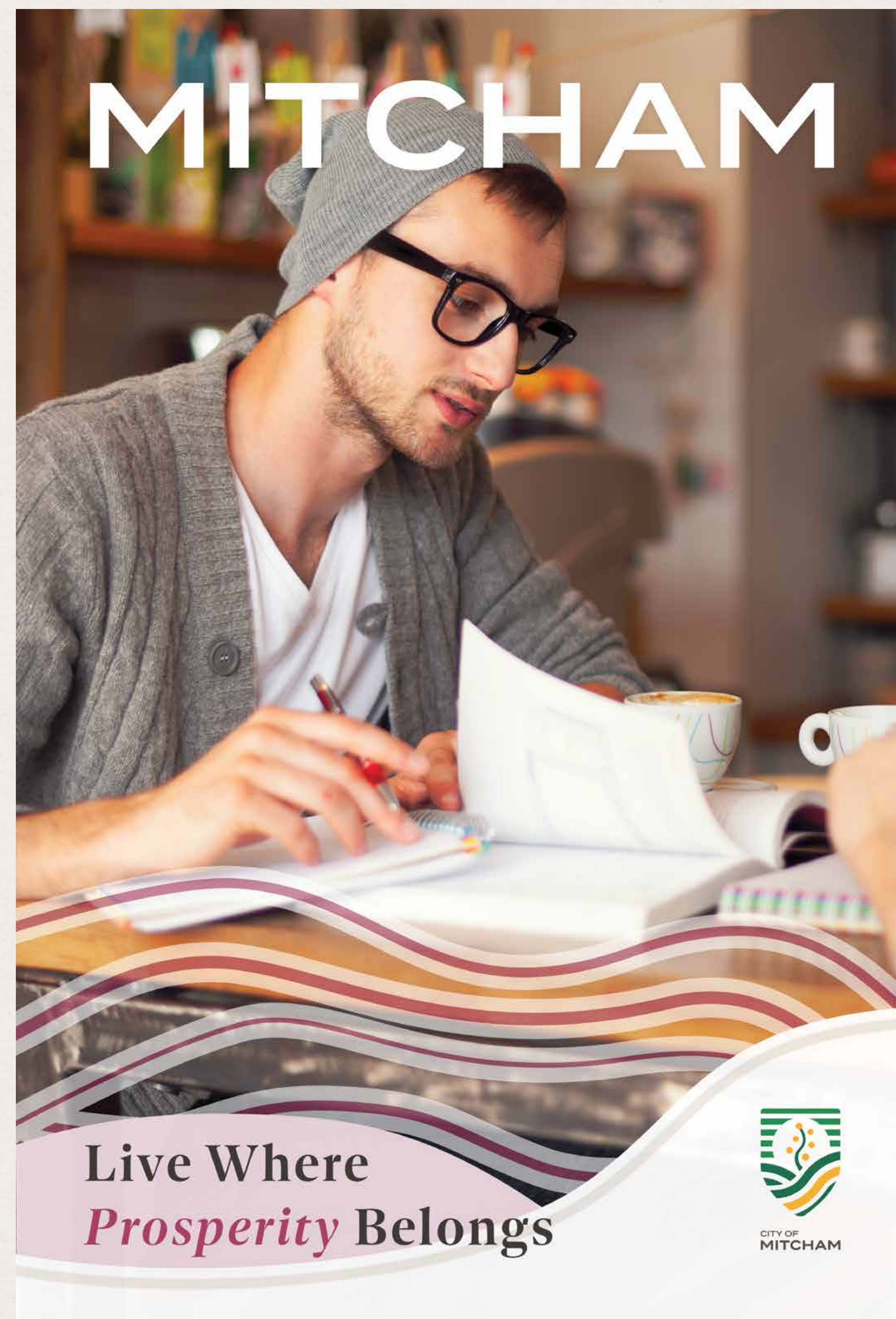


Where Wonder Belongs



CITY OF
MITCHAM







Canberra Orchestra

Rebranding and Program Creation

The Brief

The Canberra Symphony Orchestra has established itself as a nationally recognised voice for Australian artists and composers, with a history stretching back over 75 years.

This fictional brief required updating the CSO's brand identity, creating a new program, and producing a collection of promotional posters.

The Challenge

The key challenge with this project was creating a program and a collection of promotional materials designed specifically to entice new listeners.

The Solution

For the identity, the focus was on the conductor, a unique element of symphony orchestras compared to other music performances. A simple graphic capturing the movement of the conductor's baton nestled within the C of Canberra was the answer and provided CSO with a unique wordmark.

For the new program, the focus was on the complexity and musical texture created by having so many performers within an orchestra.

A range of graphics inspired by fabric textures was created, allowing for a wide variety of designs, each with its own personality (just like the many music styles the CSO plays), while still looking like part of the same overall design family.



75 YEARS

The CSO has established itself as a nationally recognised voice for Australian artists and composers, while retaining its distinctly local flavour. Celebrating 75 years of music-making in the nation's capital: from small community orchestra to Canberra's largest professional performing arts organisation and a leading voice for Australian music.



2023 PROGRAM

01 Grace *upon* Grandeur

SEPTEMBER 21, 2005

OSWALDO: Beethoven's score for Violin Concerto No. 1, Op. 61, is the "Liedchen" (song) that sets forth the concerto's and its subsidiary soloist's character as *das Schöne*. Anna's sense of Austria's leading violinist, her "Liedchen," is the "Liedchen" that sets forth the concerto's and its subsidiary soloist's character as *das Schöne*. Anna's sense of Austria's leading violinist, her "Liedchen," is the "Liedchen" that sets forth the concerto's and its subsidiary soloist's character as *das Schöne*.

Artists

Conc. Artist: Conductor
Anne de Silva Chen Violin
Cynthia Burschorn Oboe

Report

MALRICE RAWEL *Ma Mère l'Oye*, Suite
LUDWIG VAN BEETHOVEN *Violin Concerto in D major, Op. 61*

Duration	Venue	Ticket Prices
Approximately 2 hours	Carbons LEDGEMAN HALL, ANGLICAN CHURCH OF MARIAC	• \$50 - \$124 Adults • \$28 - \$109 Concessions
Dates	Accessibility	
Wed 21 SEP at 7:30PM	H&M facilitated hearing	• \$25 - Under 10
Thu 22 SEP at 7:30PM	Wheelchair access	• \$16 - Student

MAURICE RAVEL & LUDWIG VAN BEETHOVEN

*Experience a lyrical embrace of childhood
magic and symphonic grandeur, bound by
elegance and imagination.*

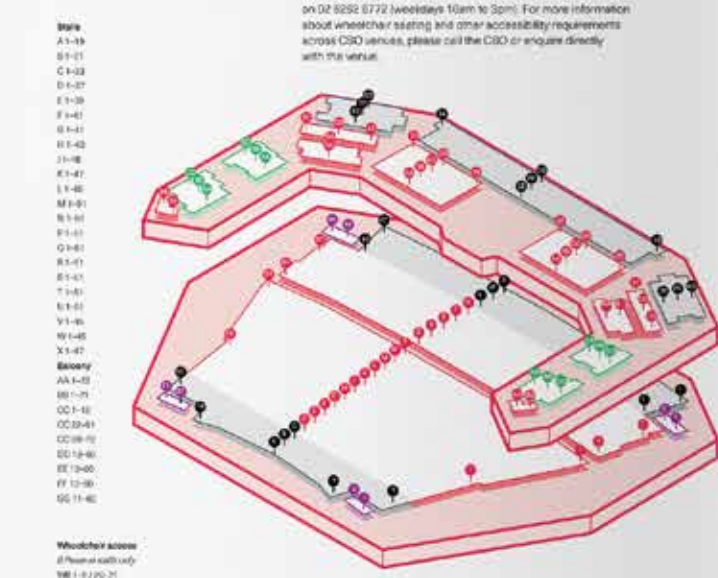
Seating & Accessibility

Llewellyn Hall Seating Plan

Nestled within the ANU School of Music, Llewellyn Hall stands as Canberra's premier concert venue, offering a refined and acoustically superb experience for discerning audiences. The hall features a thoughtfully structured continental layout with 960 plus acoustically-optimised seats in the stalls and 276 gallery seats, all designed to ensure comfort and clarity of sound.

Accessibility

FMJ radio-assisted feeding units are available in Jewell Hall. To reserve a unit, please call the CISO at least 24 hours in advance on 02 92 92 92 722 (Jewell days 9am to 5pm). For more information about wheelchair seating and other accessibility requirements across CISO venues, please call the CISO or enquire directly.



Woodchuck across
(A. Pennock and staff)
 1981-1-8 229-231
 1982-1-8 232-235

Pricing & Subscriptions

A-Russ adult	Subadult	\$157
A-Russ adult	Non-adult	\$124
A-Russ conspecific	Subadult	\$95
A-Russ conspecific	Non-adult	\$72
1-Russ adult	Subadult	\$93
1-Russ adult	Non-adult	\$155
1-Russ conspecific	Subadult	\$71
1-Russ conspecific	Non-adult	\$77
C-Russ adult	Subadult	\$88
C-Russ adult	Non-adult	\$77
C-Russ conspecific	Subadult	\$81
C-Russ conspecific	Non-adult	\$55
Under 15 years		
A-Russ adult	Subadult	\$15
A-Russ adult	Non-adult	\$20
Under 15 years (full passport admission)		
A-Russ	Subadult	\$40
A-Russ	Non-adult	\$40
Conspecific	Subadult	\$43
Conspecific	Non-adult	\$35
Student pass	General admission	\$35
Student pass	General admission	\$18
United States National Marine Mammal Society (U.S. Marine Mammal Society)		
A-Russ	Subadult	\$75
A-Russ	Non-adult	\$75
Conspecific	Subadult	\$75
Conspecific	Non-adult	\$59
Under 15 years	General admission	\$36
Under 15 years	General admission	\$36

How to Subscribe

There are four ways to ensure your subscription for CQO 2025:

Subscribe online via cdo.org.au/subscribe

Mail the enclosed subscription form to Carberra Symphony Orchestra GPO Box 1919 Canberra ACT 2601

Call our booking line on 02 6262 6772 (weekdays 10am to 5pm)

in person subscriptions are available weekdays between 10am and 3pm. Please call ahead to ensure the office will be staffed for your visit.

Payment options
Mastercard, VISA, EFTPOS and cheque.
A split payment option is available for returning subscribers: pay half at the time of booking and the balance on 20 January (credit card only, two card payment automatically charged). Tickets are posted following the second payment.

Important Dates

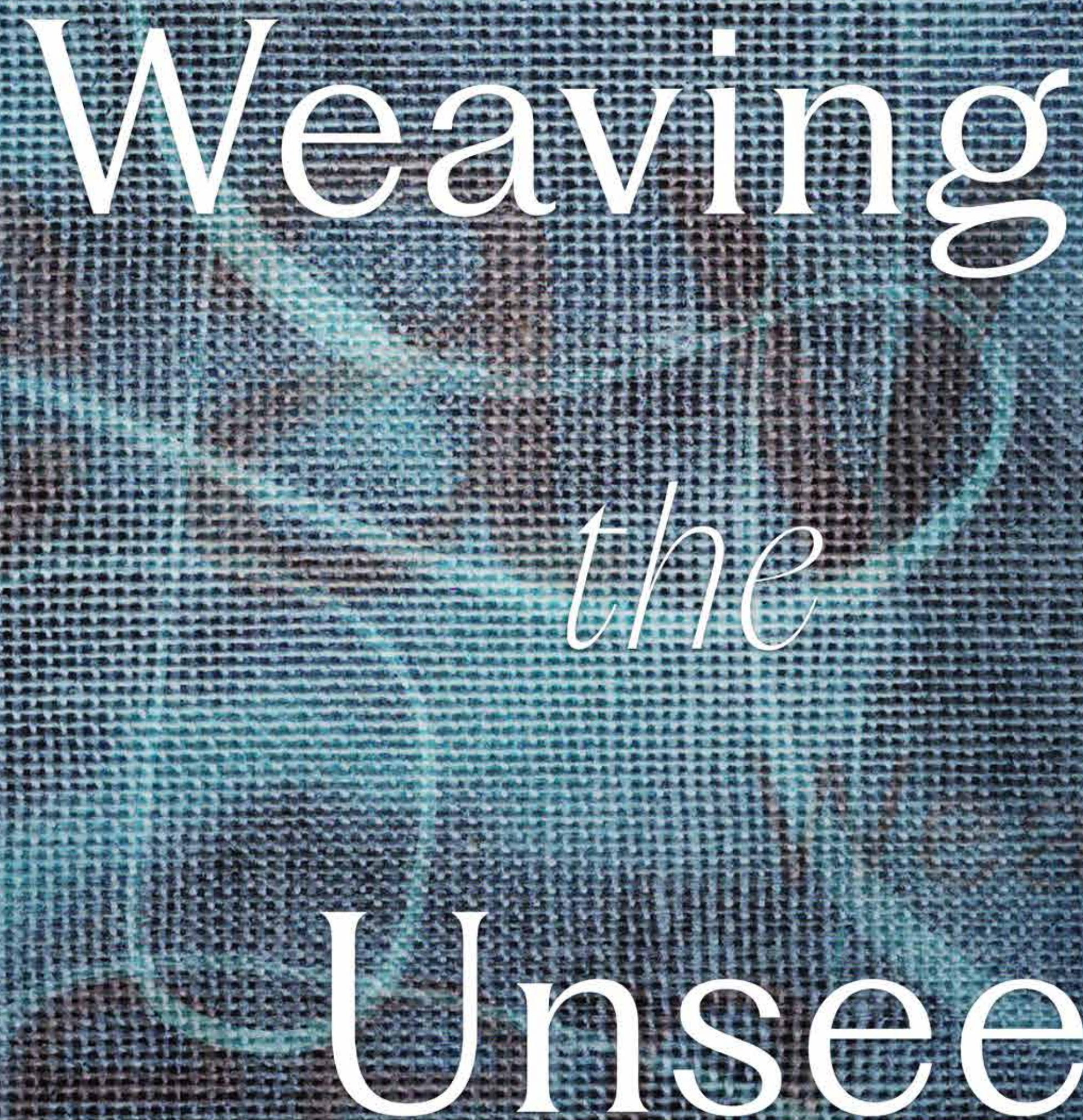
12 August 2004

25 October 2024

— Last day to renew Uxwelyn Series subscriptions
— before seat hold ends (seats released to the
general public)

general practice

1

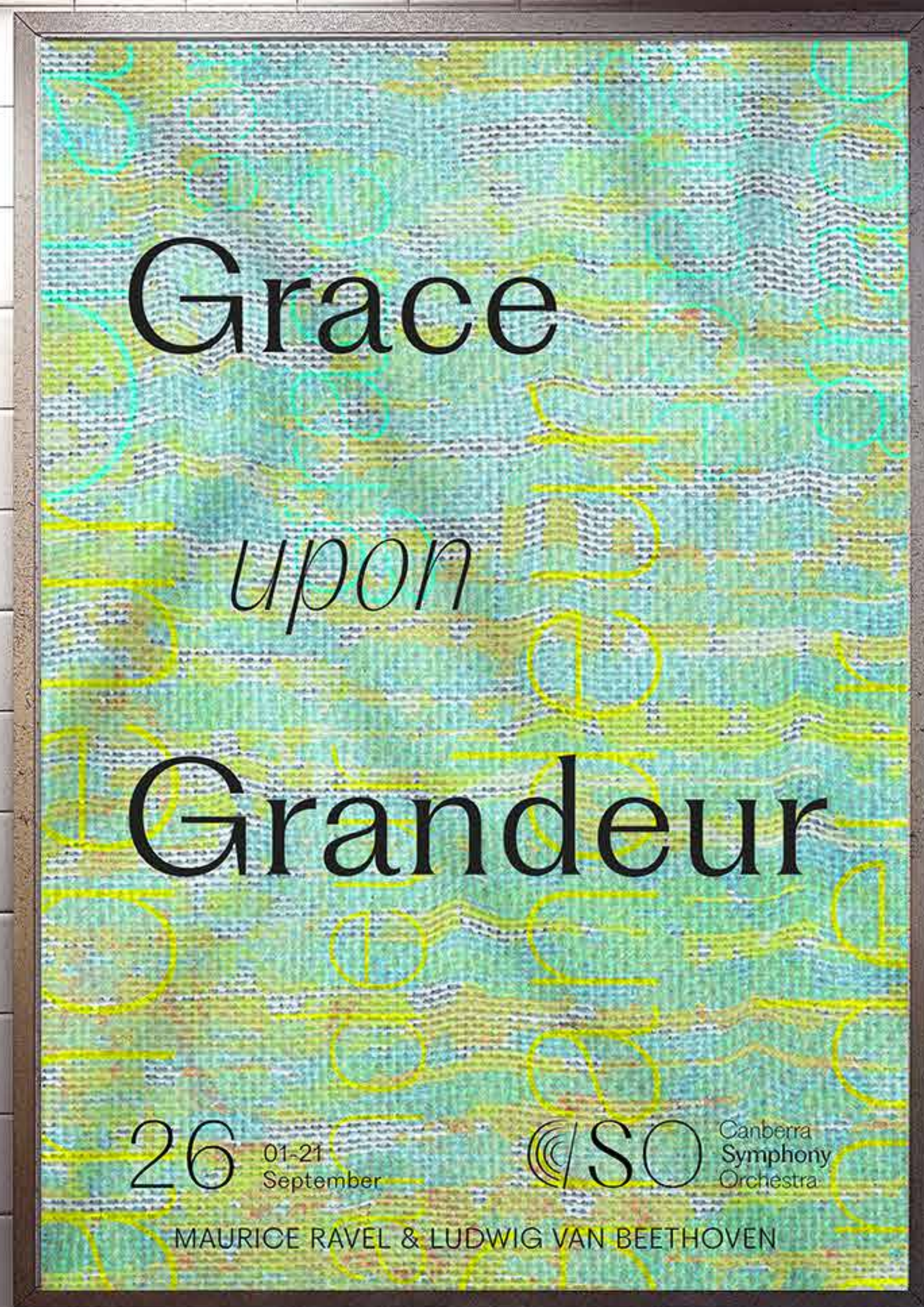


Weaving *the* Unseen

26 September
October
November



Canberra
Symphony
Orchestra

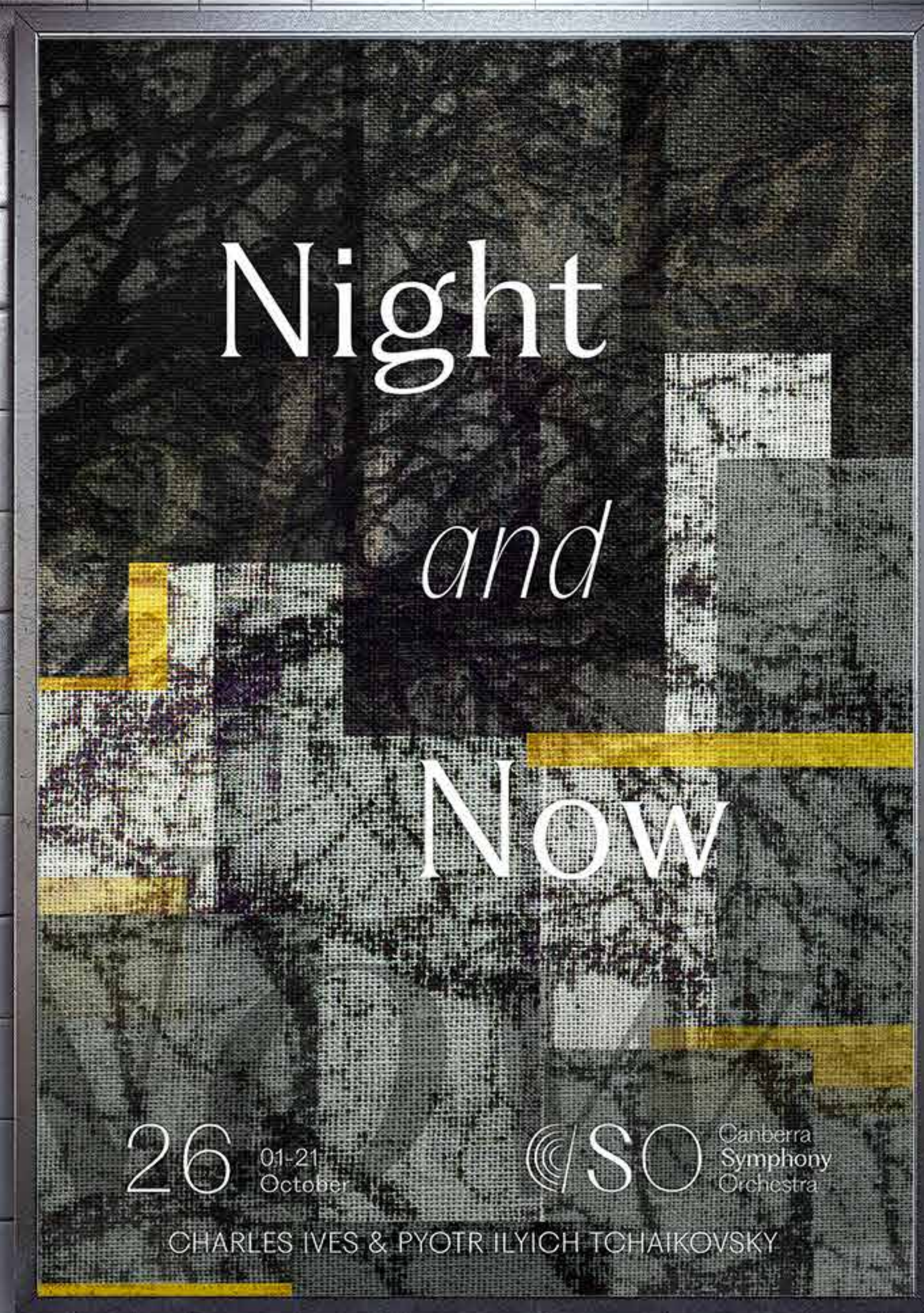


Grace *upon* Grandeur

26 01-21 September

 Canberra Symphony Orchestra

MAURICE RAVEL & LUDWIG VAN BEETHOVEN

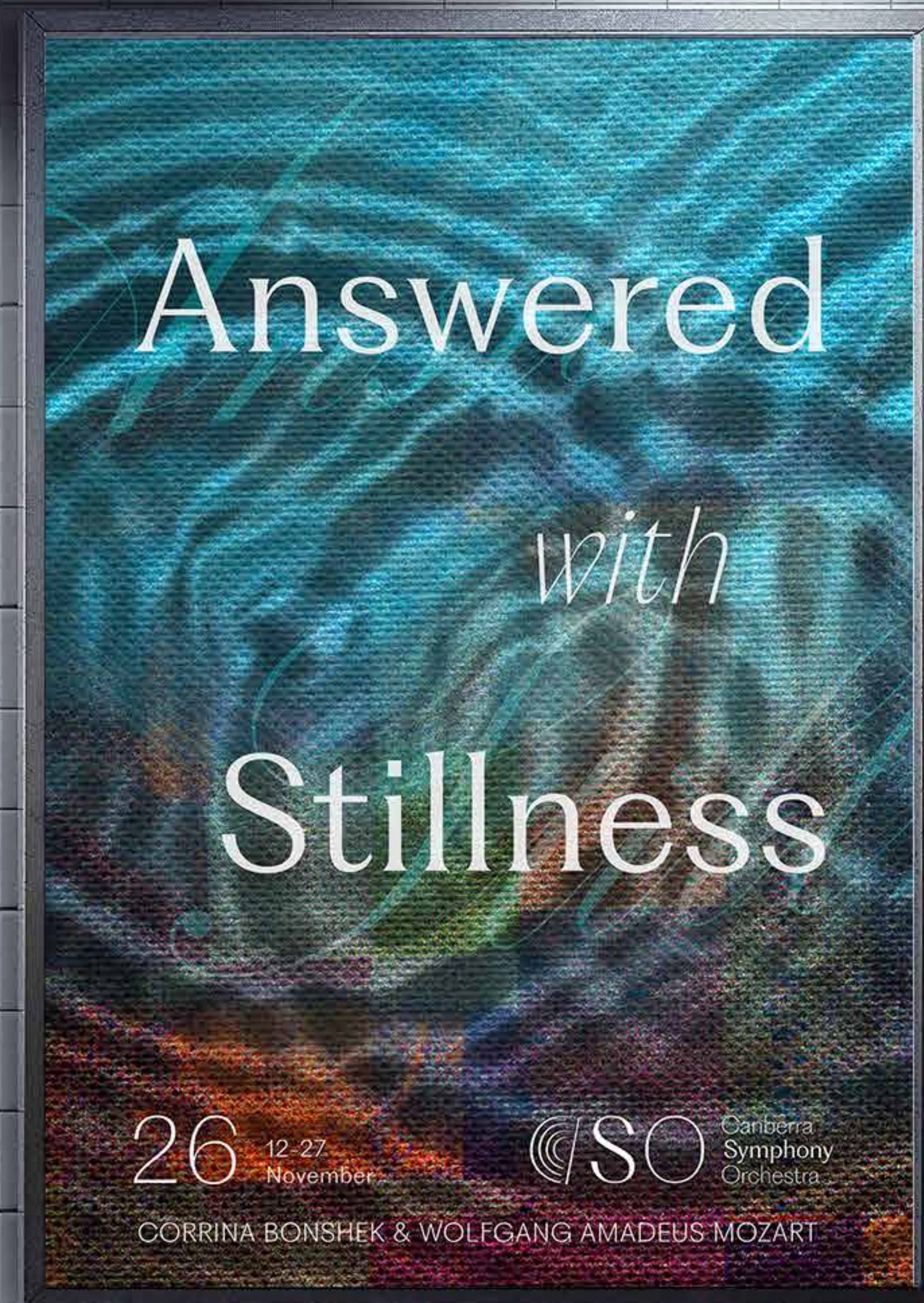


Night *and* Now

26 01-21 October

 Canberra Symphony Orchestra

CHARLES IVES & PYOTR ILYICH TCHAIKOVSKY



Answered *with* Stillness

26 12-27 November

 Canberra Symphony Orchestra

CORRINA BONSHK & WOLFGANG AMADEUS MOZART

Contact

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