



“Tell impressed us from day one by creating a fantastic board presentation that showcased their vision and left little doubt these were the people we wanted to manage the refresh. Always responsive, flexible and easy-going, I would work with Tell again.”

Lorraine Moss-Smith
Marketing Director, Maunsell

Maunsell provides design engineering, planning, economic, scientific and management services to various private and public clients. Maunsell's brand needed refreshment for company and marketing collateral for the Australian, New Zealand and Asian markets.

Tell was selected for the creation of Maunsell's new visual communications strategy. Tell's recommendations included the introduction of new design elements, page grid and typography.

Tell designed templates for a wide range of printed material including brochures, report covers, proposals, newsletters, advertising and presentation folders. Other items designed included email banners, PowerPoint slides and screensavers.

Comprehensive style and photography guidelines were developed by Tell to ensure consistent use of the new brand throughout the company and marketing collateral across all offices.

