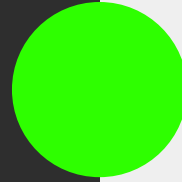


Nathan James Tee

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Projects

Harcourts International

Blue Friday campaign execution
Brand suite template projects
Canva enterprise

Maake

Unearth Greatness campaign and activation

Nathan James Studio

Hastings Place Residential Development

Wilson Architects

Interactive and web redesign including all UX and UI design
Social Media + digital
Re-write brand guidelines

Harcourts International

Blue Friday national campaign
Design direction
+ campaign execution

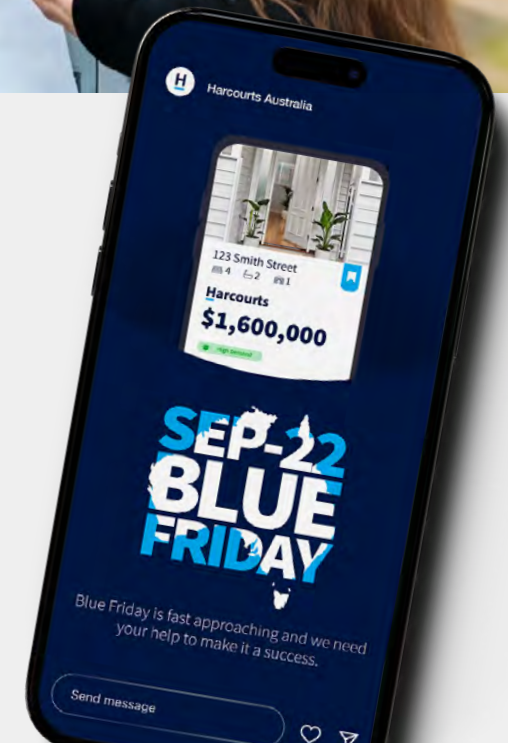
Led design direction with a focus
on brand compliance and strategic
positioning within the real estate
sector



Harcourts International

Blue Friday national campaign
Design direction
+ campaign execution

Sign boards and digital asset
application for social media



Harcourts International

Harcourts x brand suite template services

Delivered 1,000+ print templates
to streamline marketing resources
across the network. Images show an
example in use



Harcourts
Harbour View

Contemporary
comfort in a
coveted address

4 Bed 3 Bath 1 Car
Auction 11:00am 27/12/26



Katarina Van Der Meer
0412 345 678

Katarina Van Der Meer
0412 345 678

Real Estate Pty Ltd (RA 1219638)



Harcourts International

Harcourts x brand suite template for luxury sector



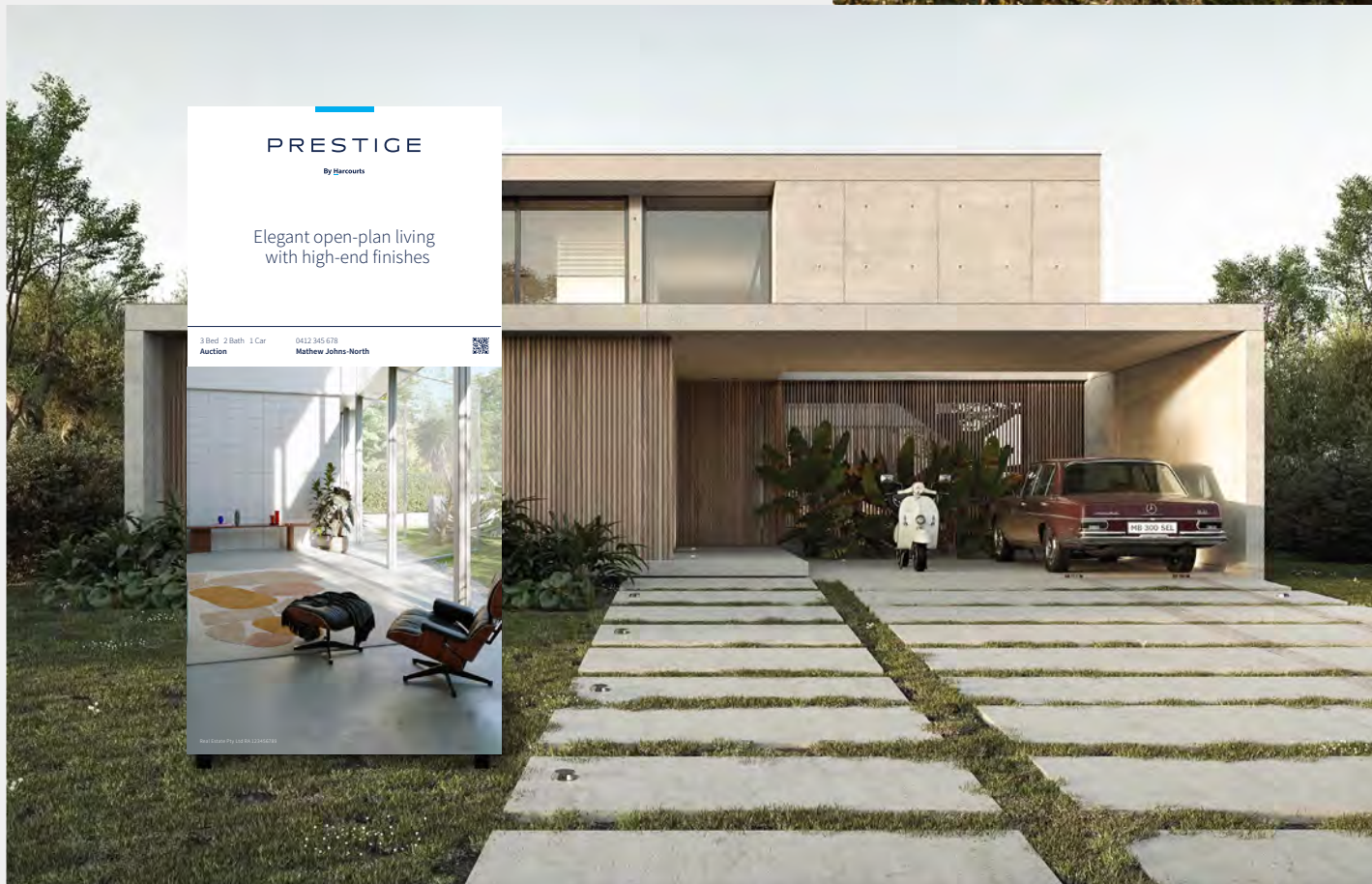
PRESTIGE

By Harcourts

Private Sale
3 BED 2 BATH 1 CAR



Mathew Johns-North
0412 345 678



PRESTIGE
By Harcourts

Elegant open-plan living
with high-end finishes

3 Bed 2 Bath 1 Car
Auction 0412 345 678
Mathew Johns-North

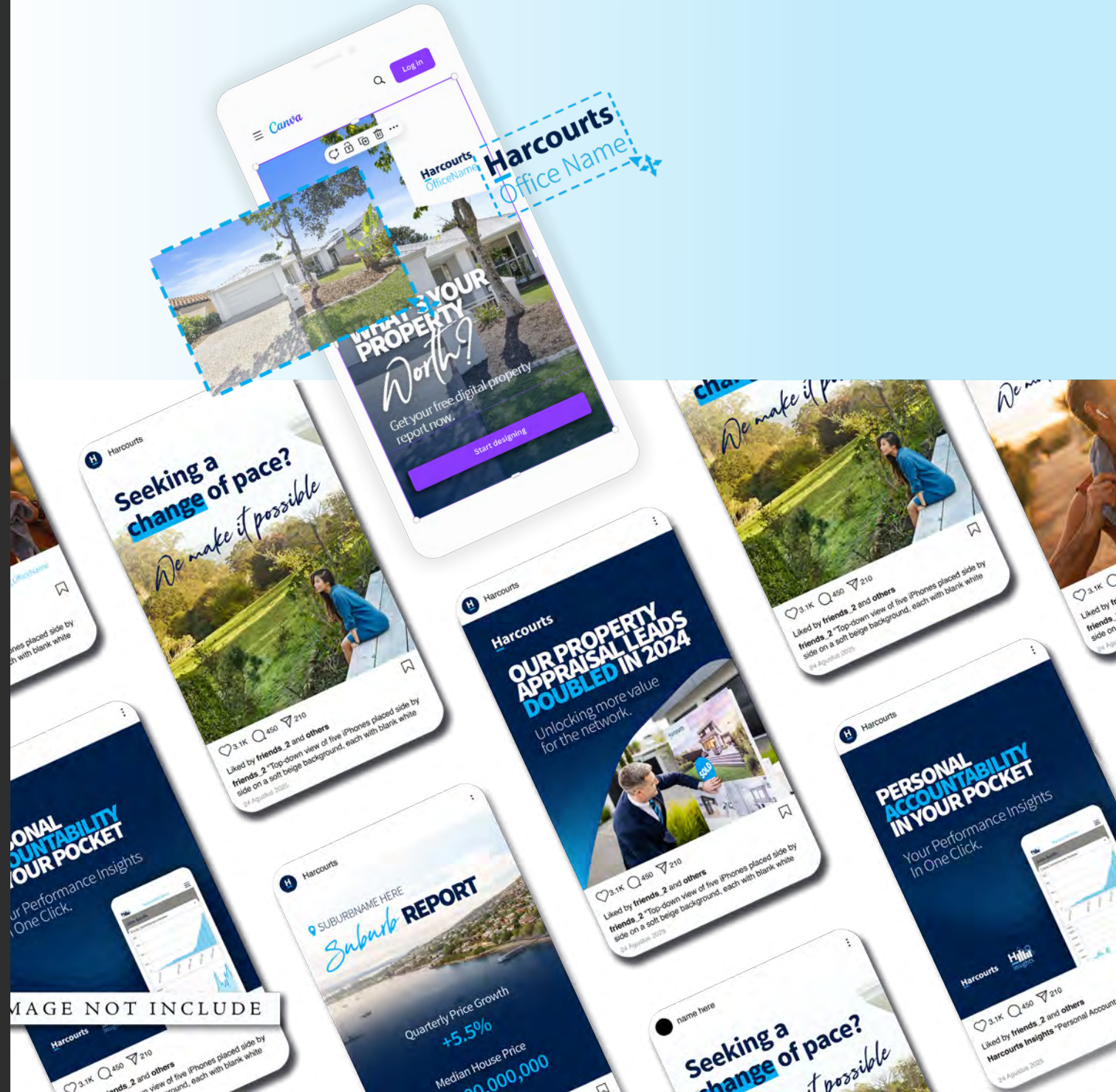


Real Estate Pty Ltd RA 123456789

Harcourts International

Canva Enterprise digital asset execution

Developed, tested, and rolled out 600+ social and digital assets to streamline campaign delivery across the network



Maake

Seppelt Wines

Executed design for the *Unearth Greatness* campaign across print and outdoor activations



Maake

Seppelt Wines

Unearth Greatness outdoor activation showcasing key branding visuals



Maake

Seppelt Wines

Unearth Greatness outdoor activation showcasing key branding visuals



Nathan James Studio

Hastings Place residential Identity

Developed branding and identity concepts, executing campaigns across key touchpoints including print, signage and digital assets





Hastings *Multi Residential* Place

SALES OFFICE & INFORMATION
Dunmore Terrace, Auchenflower Q 4066
By private appointment only.
info@hastingsplace.com.au



Hastings *Multi Residential* Place

Timeless
Architectural
Design

SALES OFFICE & INFORMATION
Hastings Road, NSW
By private appointment only.
info@hastingsplace.com

Nathan James Studio

Hastings Place residential Identity

Developed branding and identity concepts, executing campaigns across key touchpoints including print, signage and digital assets

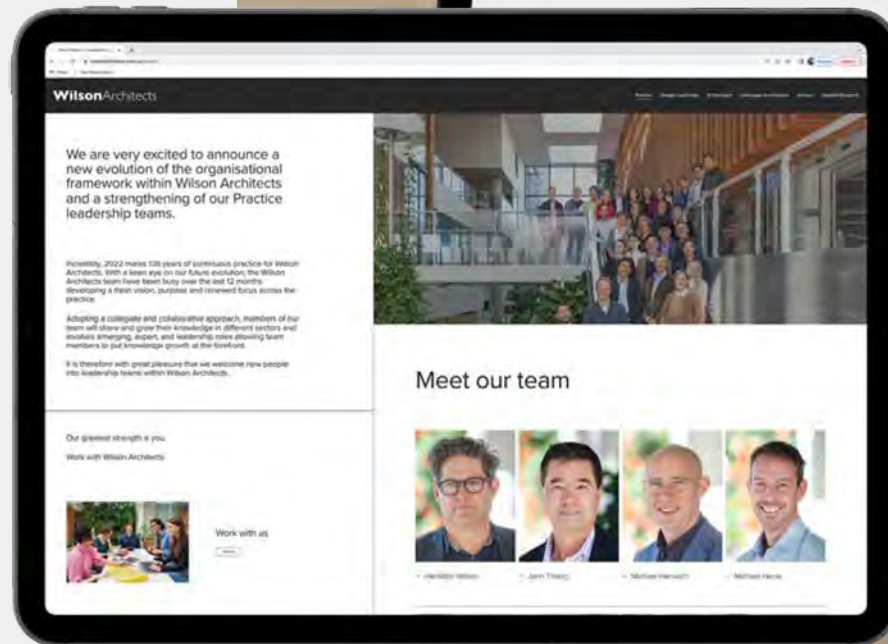
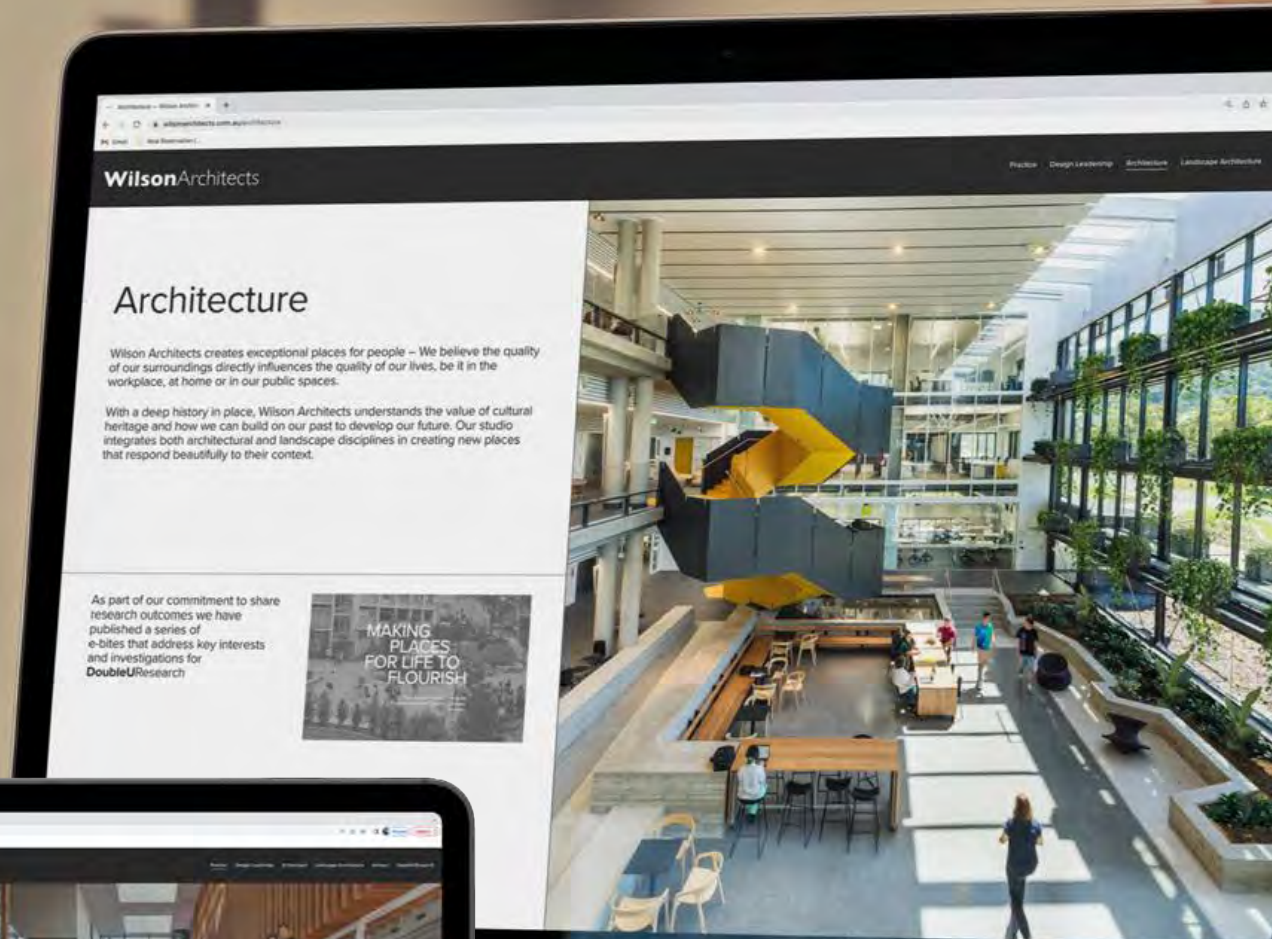


SALES OFFICE & INFORMATION
Hastings Road, NSW
By private appointment only
info@hastingsplace.com

Wilson Architects

Web redesign + brand refresh

Balanced UX development with brand redesign to deliver a cohesive refresh



Wilson Architects

Brand refresh
+ Updated guidelines

Development of stronger brand identity and positioning within local and national reach of architecture

Brand Guidelines



Lines indicate approximate safe space for Wilson Architects' logo application for portrait orientation.

Brand

The Wilson Architects' logo is the most important core brand identity element. Consistent placement, sizing, clearspace and colour usage remains recognisable on any surface it's presented on. When placing the logo, it's important that it's given enough space for the margins and other elements on the surface it's presented on.

The clearspace principle derives from the size of our initial Wilson Architects' logo placement system is simple and clear, but enough flexibility to accommodate various applications.

System Elements

The Wilson Architects' brand is designed to be flexible and consistent. It's a brand that can be applied to a wide range of media and contexts. The brand is designed to be consistent across all applications, ensuring that the brand remains recognisable and consistent across all applications.

Logo System
Wilson Architects

Colour
A palette of colors including red, green, blue, and yellow.

Typography
Over 120 years of design excellence.

Photography
A collection of architectural and landscape images.

Introduction

The branding of Wilson Architects has evolved and now takes another step at refining the visual representation of our practice of creatives, designers, projects managers, strategists and technologists. It is important to maintain brand consistency to built brand reputation and representation of services.

Introduction
Wilson Architects Brand Framework
Brand Characteristics
System Elements



- 1. Introduction**
Wilson Architects Brand Framework
Brand Characteristics
System Elements
- 2. Logo System**
Application of Logo
Location and minimum size
Backgrounds
Use in photos
Guidance
- 3. Colour**
Branding Colour
Extended Colour
Combining Colour
Guidance

