

Andy Clover



GRAPHIC DESIGN

CREATIVE SERVICES

ART PROMOTION

Go Ahead Punk Ltd
Trading as Andy Clover

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→ With five years of tertiary art & design training and eight years in the business, Andy Clover offers a highly experienced, creative and deliberate approach to your business promotion and marketing strategy.

Clover

Andy is also a highly competent writer and editor, bringing to his work a number of years experience in the paper, printing and digital pre-press industries. In addition, his close relationships with offset and digital printers, advertising copywriters, and web and multi-media designers offer further benefits to your business:

- Accuracy and professionalism
- Print management expertise
- Responsive suppliers
- A coordinated approach
- Cost effective methods
- Better rates

Design Portfolio



BRANDING / IDENTITY DESIGN

ADVERTISING / PROMOTION

PRINT MATERIAL

SIGNAGE / BANNERS / VEHICLES



FITZGERALD

CONSTRUCTION

PLANNED WELL - BUILT BETTER

Client: Fitzgerald Construction

Job: Identity design for a family construction business that wanted to get across the message that their attention to careful planning and accurate finishing sets them apart.



***The Cellphone to Headset Interface
that's ready for take-off as soon as you are.***

Client: Flightcell International Ltd

Job: Identity and positioning for a cellular phone interface for aviation headsets. Its key features are that it's easy to use and quick to set up.



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Overview

Improvement in organisational performance requires behavioural change. The acquisition of knowledge alone does not deliver value to an organisation unless it is realised when people do things differently.

The Transformational Work Practices (TWP) programme provides front line management with the insight, communication skills and strategies they need to effectively manage the transformation of work teams towards a performance and learning style.

In particular, the TWP programme focuses on identifying specific behaviours to change, introducing an understanding of the human-social factors that drive those behaviours, and developing a plan to realise those changes. Coaching support is provided to generate confidence in applying the agreed strategies.

The TWP programme will provide front line management with:

- improved communication skills
- an understanding of relevant human-social factors and strategies for their use
- a clear understanding of current and preferred organisational performance
- a plan for applying new skills and strategies
- on-going coaching to support the introduction of new strategies.

Typically a TWP programme is delivered alongside an esCollate 2007 implementation. esCollate 2007 provides an objective analysis of plant performance, around which new behaviours can be developed and embedded.



Transformational Work Practices

An effective approach that delivers clear, practical strategies for improving individual, team and organisational performance.



understand people™



Client: TiMA Consulting Limited
 Job: Identity, positioning, business stationery and company profile brochure.

NEW ZEALAND RADIO AWARDS 2007



93.0

MORE FM

N E L S O N

REGIONAL STATION OF THE YEAR



ENTRY

Client: Radioworks Nelson (More FM)

Job: Radio Awards entry design (cover shown) for the New Zealand Radio Awards. More FM have now won Station of the Year twice in a row, the judges commenting that my work for them sets the standard.



GUY SALMON

LIST CANDIDATE

Client: Guy Salmon

Job: Identity design for a well known environmentalist making a foray into politics who needed to present a credible and professional image.



FUN ◉ FASHION ◉ FIT

A horizontal banner for a retail display. On the left is a purple square with the 'Kitts shoes' logo. Below it is the address: '240 Trafalgar St, Nelson' and 'Phone 03 548 3079'. The main text 'New Season' is in a large, handwritten font. Below this is a central image of three shoes: a pair of light green sandals and a black and white loafer. To the right of this is a purple rounded rectangle with the text 'New Styles'. Below this are four individual shoe images, each in a purple-bordered box with a label: 'Jolie' (a tan sandal), 'Kerry' (a black T-strap high heel), 'Skip' (a green and white polka-dot Mary Jane), and 'Amigo' (a red loafer).

Kitts shoes

240 Trafalgar St, Nelson
Phone 03 548 3079

New Season

new arrivals from
Kumfs
NEW ZEALAND

Jazz

New Styles

Jolie

Kerry

Skip

Amigo

Client: Kitts Shoes

Job: Identity, signage, stationery, advertising. This high profile retail footwear business was sick of being perceived as an old ladies' shoe shop. This fun, modern identity targeted their core demographic with great success, providing sales growth despite the sluggish retail economy.



Client: Keeley Racing Limited

Job: Identity, profile, clothing, race car graphics. Nicknamed the 'Smiling Assassin', Keely is a young, up and coming race driver. His branding references the danger markings of insects and animals.

B I O S E A



Client: Sealord / Biosea

Job: Identity design concept



The Cindy Mosey Island Odyssey



'Coming on board'
SPONSORSHIP PROPOSAL



Client: Cindy Mosey Island Odessey

Job: Triple World Champion kitesurfer Cindy Mosey needed a logo and sponsorship proposal for her concept of a women only 8 day kitesurfing adventure around a Pacific Island. The result is a bright and compelling visual identity that refelects both the action, location and gender focus of the event.



NELSON BAYS YOUTH WORKERS
COLLECTIVE

Client: Nelson Bays Youth Workers Collective

Job: Identity design for a collective that supports those that care for troubled youth. Result - an icon that reflects the idea of mutual support creating happiness, in Nelson's colours.



Client: Tim Royall - Jeweller

Job: Identity design and business cards for an emerging jeweller whose work is elegant, refined and superbly finished. Result - a luxurious brandmark that suggests quality.

Client Testimonials



→ Don't just take my word for it.

I encourage you to read what my clients say about working with me and the outstanding results I have achieved for them...

→ Client: Radioworks Nelson

“Andy always produces quality work that reflects our position in the marketplace extremely well. The award was an excellent example of graphic design and we won the award. The judges commented that the quality of our entry was well above anything else they had received.”

~ Dave Collier, Sales Manager

→ Client: Blanchett Fleming Accountants & Business Advisors

“I have really appreciated all your great service regarding our rebranding. Your professional attitude is to be respected.”

~ Alison Blanchett, Director

→ Client: Tasman Bays Heritage Trust

“We appreciated throughout the duration of the project your willingness to work a number of hours outside normal office hours in order to accommodate meetings with us and to ensure that our deadlines were met on time.”

~ Wayne P. Marriott, CEO

→ Client: Blanchett Fleming Accountants & Business Advisors

“Thank you so much for all the work that you do for us. It is so nice to have someone on the end of the phone who is so good to work with.”

~ Paula Fleming, Office Manager

→ Client: Kitts Shoes

“ Thank you for all the time and effort you put into our rebranding. Pretty much from the moment we presented ourselves under your new Kitts banner we started to see some action.

We have enjoyed excellent growth in a "quiet" market place and the logo has become a readily identifiable symbol both on the shop front and on all the promotional material we have used.

Many thanks.”

~ Roger Duncan, Owner

→ As you can see the range of visual solutions I can provide are many and varied. That's because I begin by talking with you to get an understanding of your business, your market, and the message you are trying to communicate. It's usually a different 'problem' each time, so a fresh approach is required.

One of my clients once recommended my services to an associate in these simple but eloquent terms. He said:

“Andy takes our stuff and makes it look good.”

Of course, design is not just about looking good. Effective design is honest, visually compelling and conceptually sound - and we know it when we see it. And when design communicates your proposition clearly to your audience, it's also very good for business.

When you want to talk about what good design can do for your business, I look forward to hearing from you.

