



Eyre Iron Case Study

Logo and Brand Development

Quote

"Deadline understood our needs and our tight schedule, they provided a solution that communicated exactly what we're about to our stakeholders, effectively and efficiently."

Ben Hammond Chief Operating Officer

Project Snapshot

- Eyre Iron is a new joint venture management company that needed to quickly build a strong corporate identity, credibility and profile in the mining industry
- A recognisable brand was essential to help aid recognition to ensure successful community engagement
- Brand roll out has covered electronic and print collaterals and allows for consistent yet flexible execution to accommodate information in Chinese and English
- Success of this project has seen Deadline also undertake graphic design work for the ASX listed joint venture partner, Centrex Metals

Project Description

Eyre Iron is a joint venture management company formed in 2010 by Centrex Metals Limited and Wugang Australia Resources Investment Pty Ltd. The company manages five exploration licenses on the southern Eyre Peninsula. Within four to five years, the joint venture aims to establish two, five million tonne per annum magnetite iron ore operations.

Deadline was engaged to create a brand for Eyre Iron. The brand needed to immediately convey the credibility and professionalism of the business and rapidly build awareness of the name whilst also enabling consistent and flexible application of the brand across stationery and collaterals in both English and Chinese.

The branding was applied to a wide range of material from business cards, letterhead, PowerPoint and Word templates through to stickers, pull-up banners and note pads.

Eyre Iron operates in areas where the local community is generally unfamiliar with exploration and mining activities and is sensitive to development. It was extremely important for the brand to become quickly recognisable in order to facilitate the company's community engagement strategy and a policy of early and open communication with all interested parties.

Following the brand development, Deadline produced a website for Eyre Iron which includes information in both Chinese and English and a focus on providing community based information such as upcoming events and consultation sessions.

The successful brand development and rollout have quickly positioned Eyre Iron as a leader in its industry. The client has been so pleased with the work produced by Deadline that the company has now been commissioned to handle graphic design projects for Centrex Metals as well.

Visit the website (*go live date scheduled for December 2010*)

www.eyreiron.com.au