



© Ratio Agency 2023

Ratio Agency

Capabilities

2023 Edition

Ratio



About Us

We are a branding and design agency. We work 1:1 with you, your team and your objectives to create, refresh or evolve your brand.

We provide the perfect ratio of strategy, creativity and commercial understanding. We plan, design and deliver exceptional brands for people, products and places.

We are ambitious for the growth of your business

We take a personalised approach to solving design, branding and marketing challenges. We work in collaboration with our clients, to create custom solutions, which deliver tangible results.



Big agency thinking, small studio agility

We bring our experience of working for big agencies, and incorporate the one-to-one attention which only a boutique studio can provide.



A true business partnership

We partner with ambitious people, products and projects, to produce high quality work that not only delivers on creativity, but also on business objectives.



We scale to meet your needs

We bring your project to life through our small dedicated team of graphic designers, and a network of trusted partners and specialists, who are driven to create the best outcome.



From ideation to completion

We start with the big idea, and bring your business to life across a range of digital-first applications as well as conventional print and environmental touch points

Branding services for every touch-point in your business

Brand Strategy

- Brand Strategy
- Brand Positioning
- Brand Architecture
- Content Strategy
- Narrative & Messaging
- Naming

Brand Creation

- Concept Design
- Logo Development
- Visual Identity Systems
- Brand Guidelines
- Tone of voice

Brand Delivery

- Digital design (UX/UI)
- Print & Editorial Design
- Art Direction
- Motion Graphics
- Packaging Design
- Publication design
- Internal Comms

Brand Activation

- Brand Campaigns
- Branded Environments
- Trade Stands
- Brand Video
- Social Content
- Exhibitions
- Signage & Wayfinding

A track record of high calibre creative

Leadership

Ratio is lead by Peter Craggs, a Creative Director with over fifteen years of experience. Peter has directed high-profile branding projects for Optus, London 2012 Olympics and the Virgin group, as well as a range of projects for small and medium sized businesses.

Awards & Recognition



We've worked with a range of clients, of all shapes and sizes

OPTUS

Jurlique

AMPCAPITAL 



Westfield



BRICKFIELDS[®]
CONSULTING

Selected projects completed in the property sector

33 Alfred Street

33 Alfred Street

33 Alfred Street

33 Alfred Street strategically repositions Sydney’s first freestanding skyscraper, previously known as the AMP Building, as a future-fit workplace for the high-performing business of today. Taking centre stage within Circular Quay for 60 years, the final element of Quay Quarter is undergoing an extensive transformation with our design and marketing campaign defining the next chapter in the remarkable story of this modernist icon.

- Art Direction

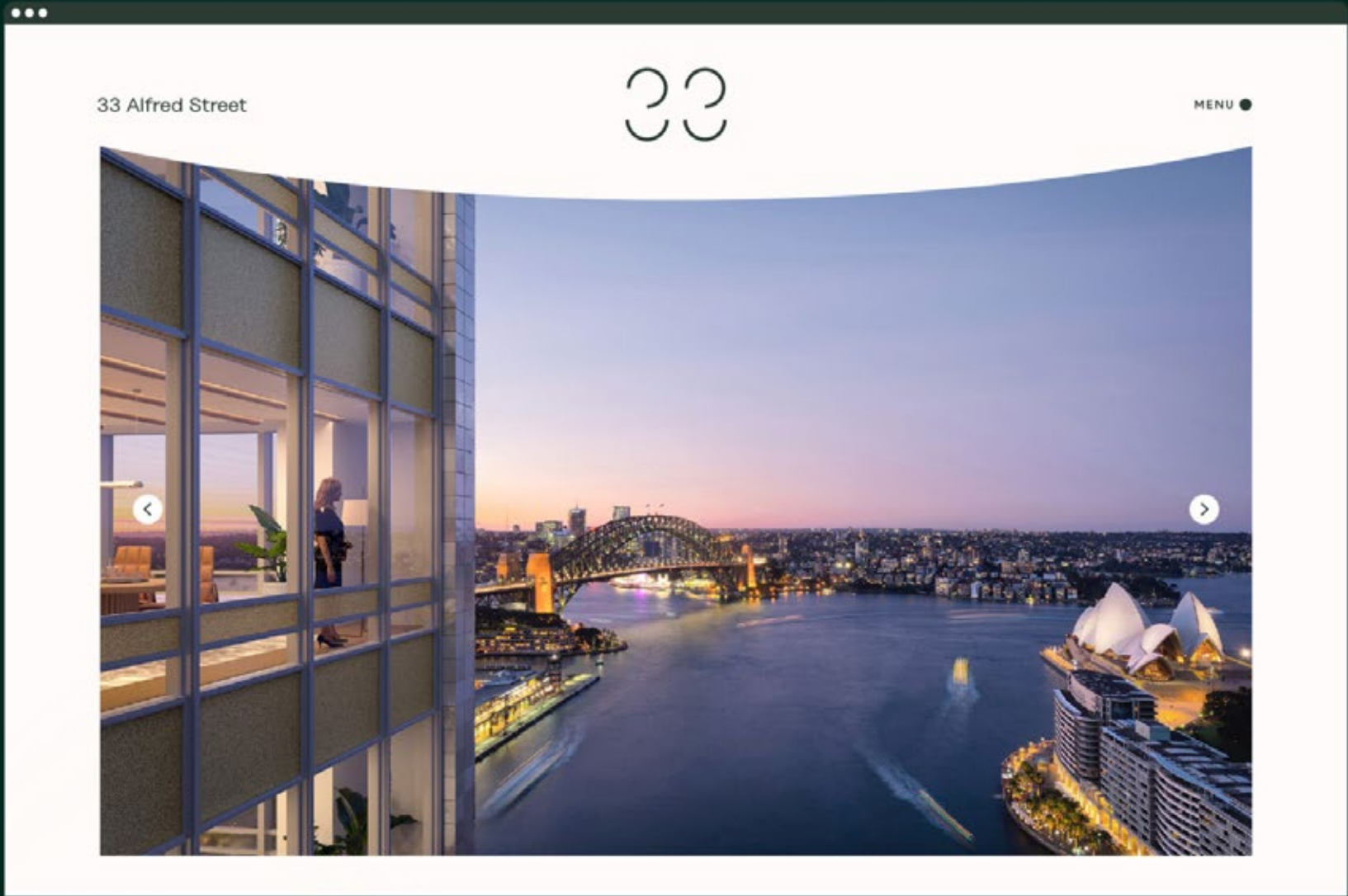
Branding

Copywriting

Photography
- Print Collateral

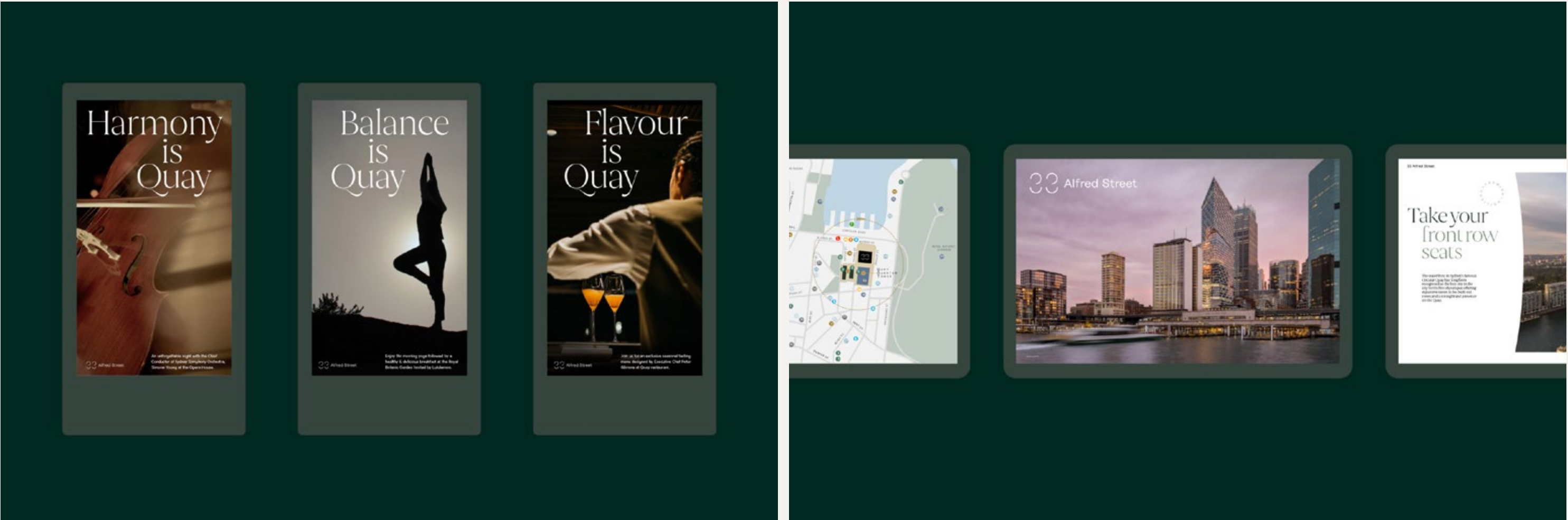
Social Media

Digital Design





33 Alfred Street



33 Alfred Street



101 Collins Street
Melbourne



101 Collins Street Melbourne

As an iconic landmark on the Melbourne skyline, 101 Collins Street is arguably Australia's pre-eminent workplace community. For over 30 years, it has retained its premium status as a home to some of the city's most prestigious and high profile tenants. It features a spectacular entry foyer, elegant artwork and classic architecture.

Art Direction
Branding
Copywriting
Photography

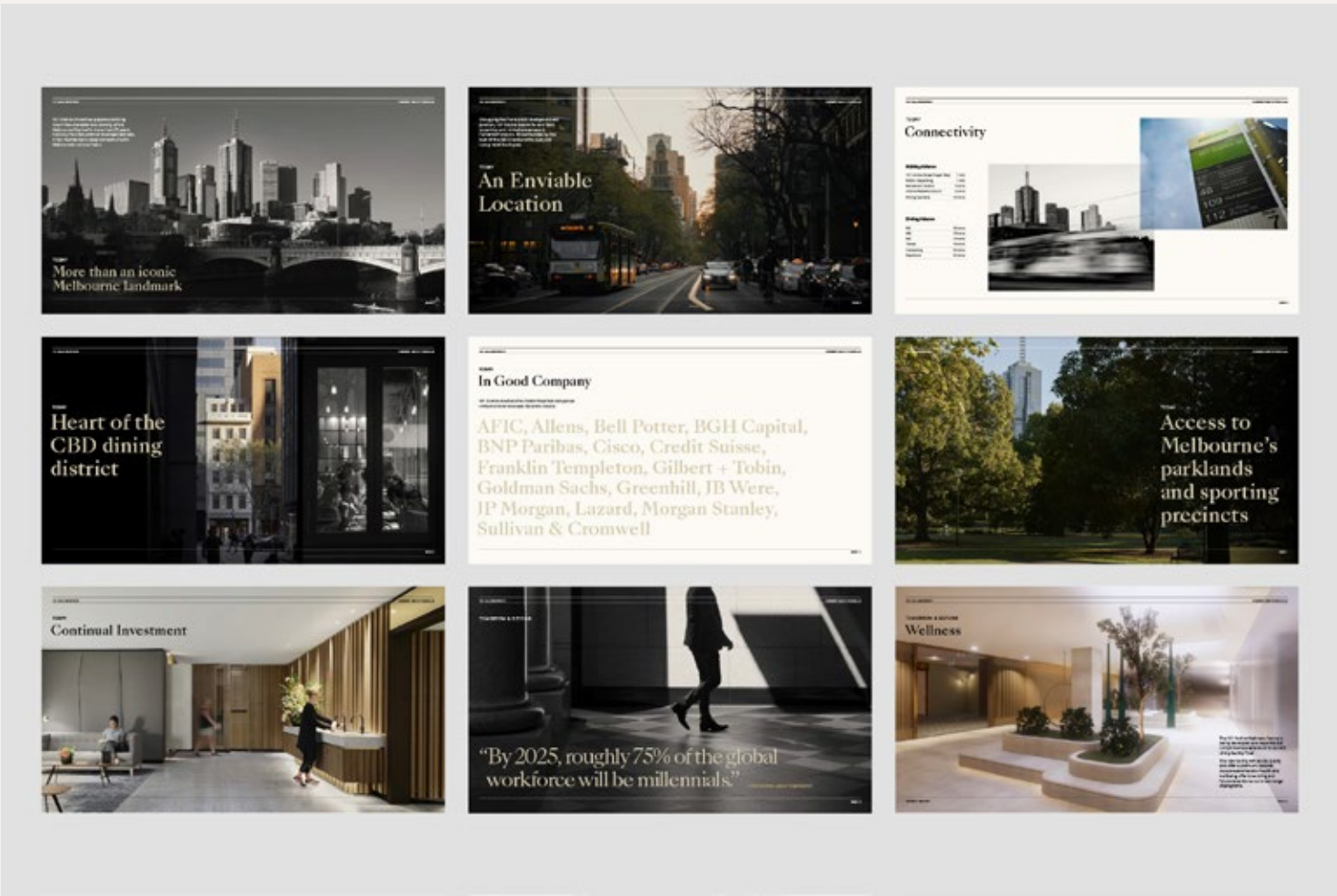
Print Collateral
Social Media
Digital Design



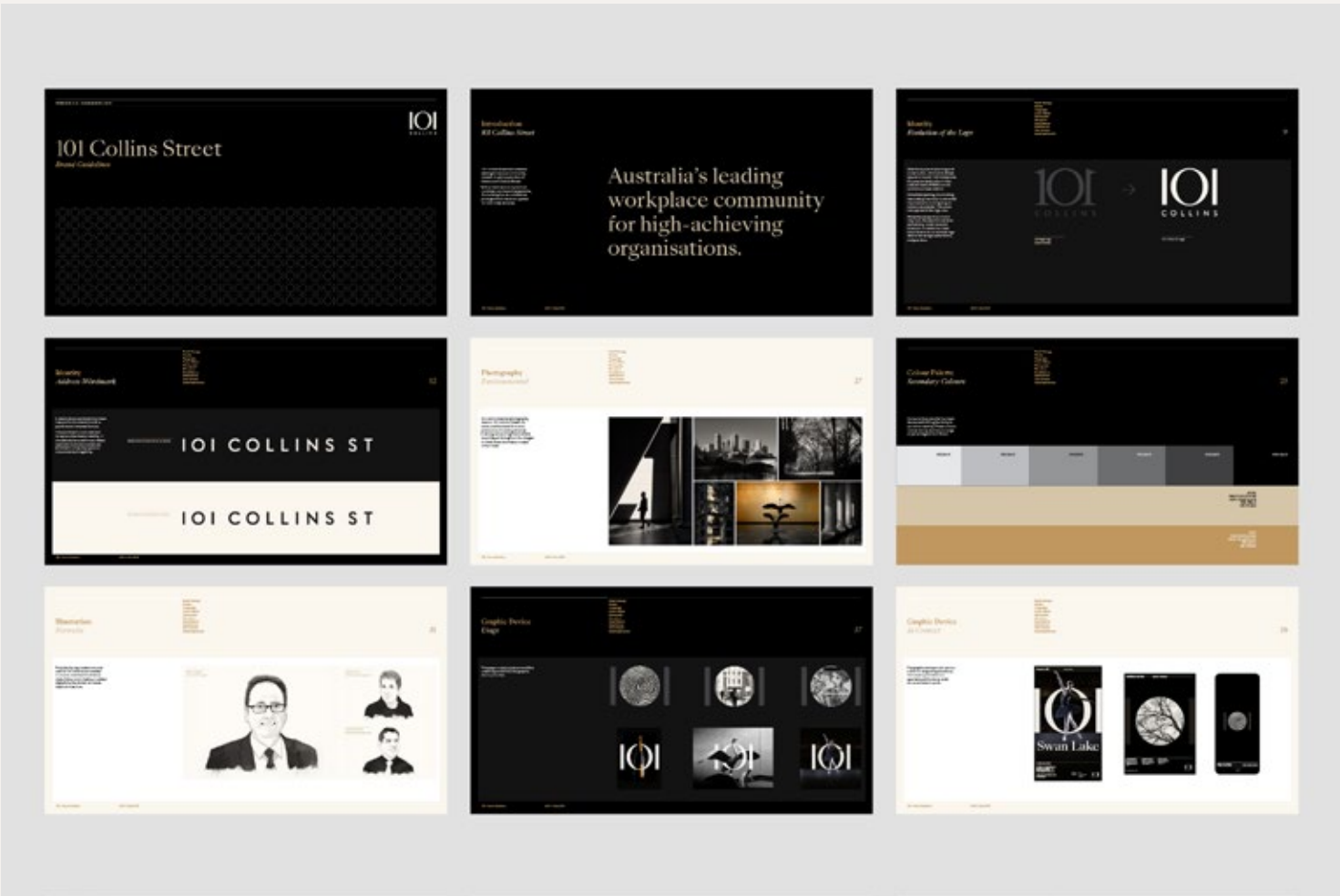
101 Collins Street Melbourne



101 Collins Street Melbourne



101 Collins Street Melbourne



Fitzroy Place London W1



Fitzroy Place London W1



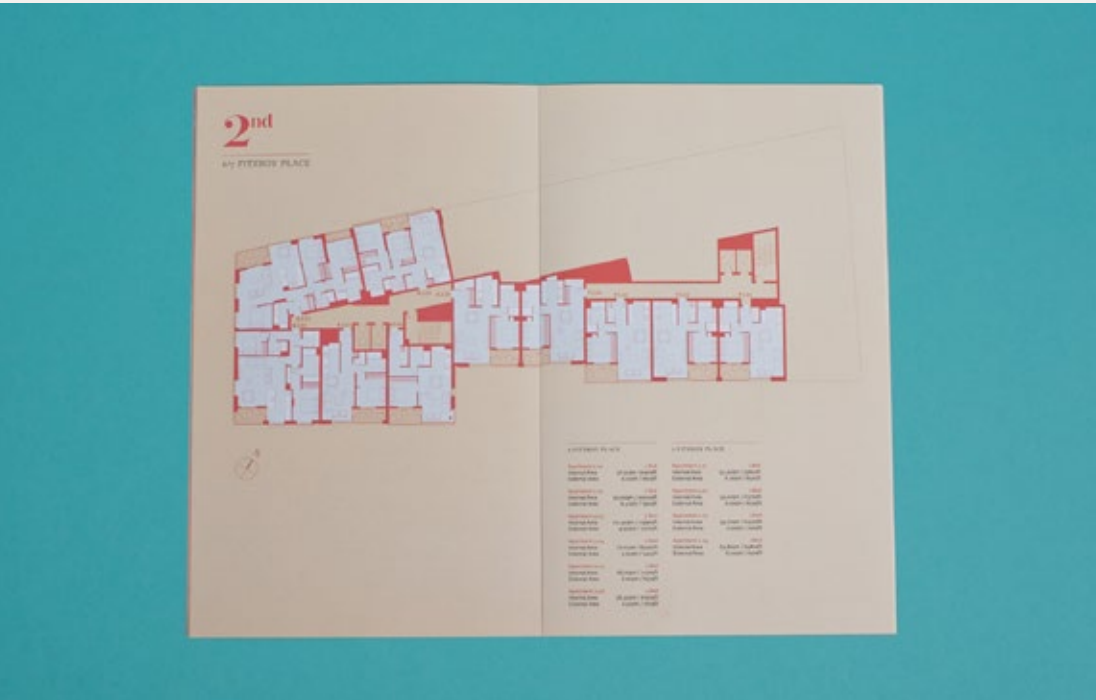
Fitzroy Place London W1

A place that has inspired George Bernard Shaw, Jimi Hendrix, Dylan Thomas and Virginia Woolf, Fitzrovia’s biography has a new storyteller.

Idea – Discover London’s most literary location. Here, creativity lives and works.
Initiatives – A 5-year, soup-to-nuts campaign to market the capital’s first residential square in over a century, including partnerships with the British Library, Royal College of Fashion and the FT.

Visual Identity
Art Direction
Copywriting
Brand Campaign

Publication Design
Social Media
Digital Design



The Oxford

THE
OXFORD
RESIDENCES

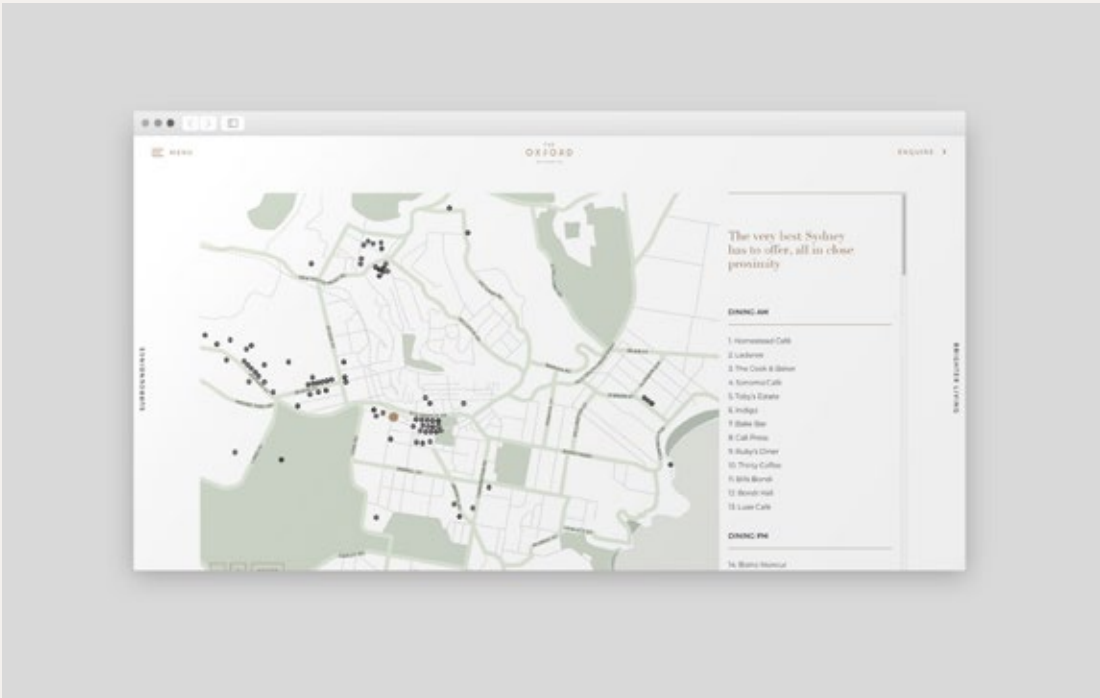
The Oxford



The Oxford

The Oxford Residences are a residential development in Bondi Junction, Sydney. Given the large volume of residential development in the immediate area, it was vital that the marketing collateral created a strong emotional link to the overall vision, the architecture, interior design and the developer's reputation.

- Visual Identity
Art Direction
Copywriting
- Publication Design
Social Media
Digital Design



Top Ryde City



Top Ryde City Information Memorandum

Top Ryde Shopping Centre was up for sale by the property investor Blackstone. We created a custom made IM presentation, case-bound with high quality dyed through textured paper and embellishments, contained an equally high-spec brochure. Featuring a large amount of photography, customised maps and statistics, the brochure created a compelling story to support the sale of the asset for figures around \$700m.

- Art Direction

Copywriting

Illustration

Packaging
- Photography

Print Publication

Artworking



Top Ryde City Information Memorandum



Brickfields

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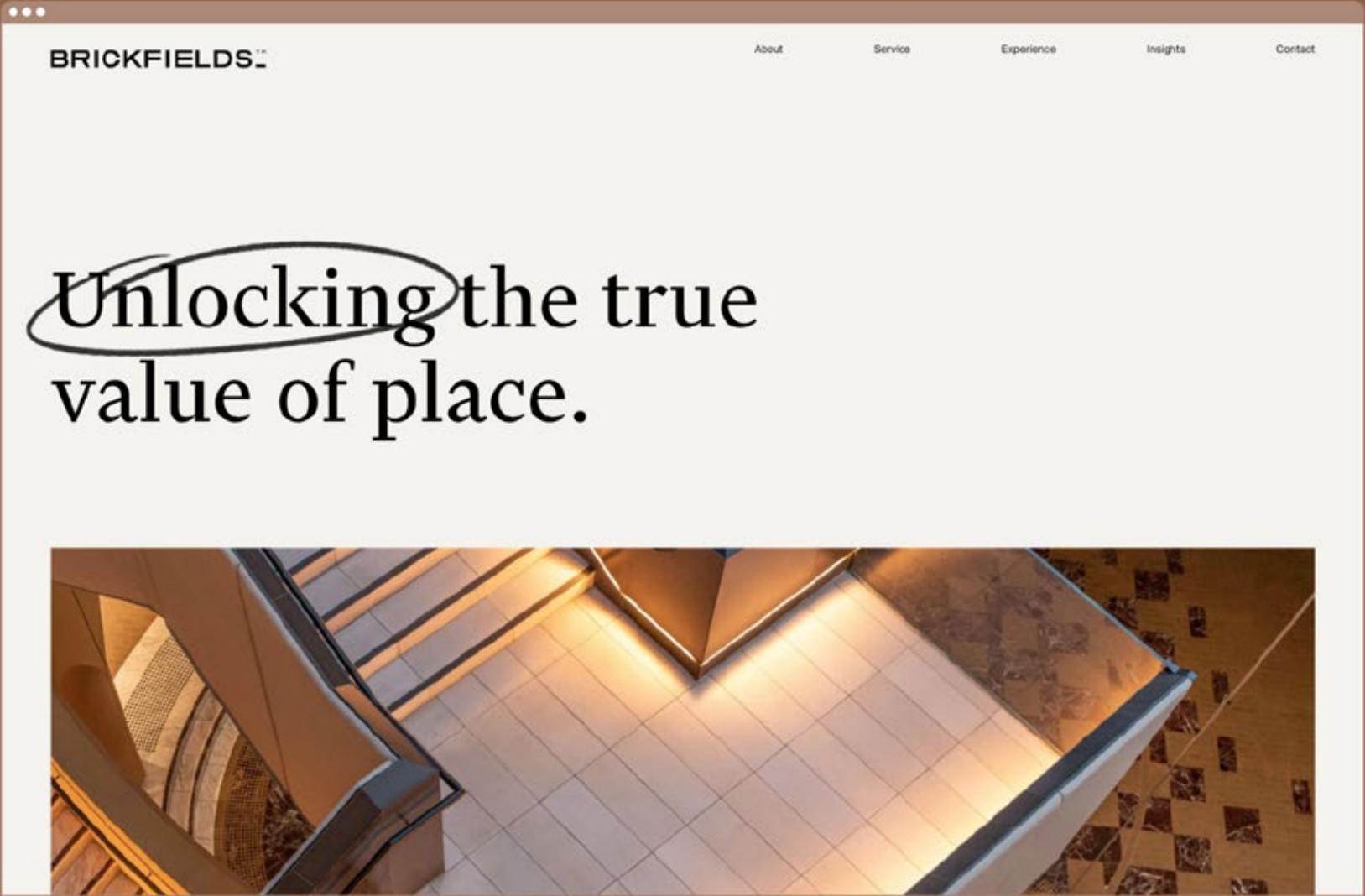
BRICKFIELDS™

Brickfields

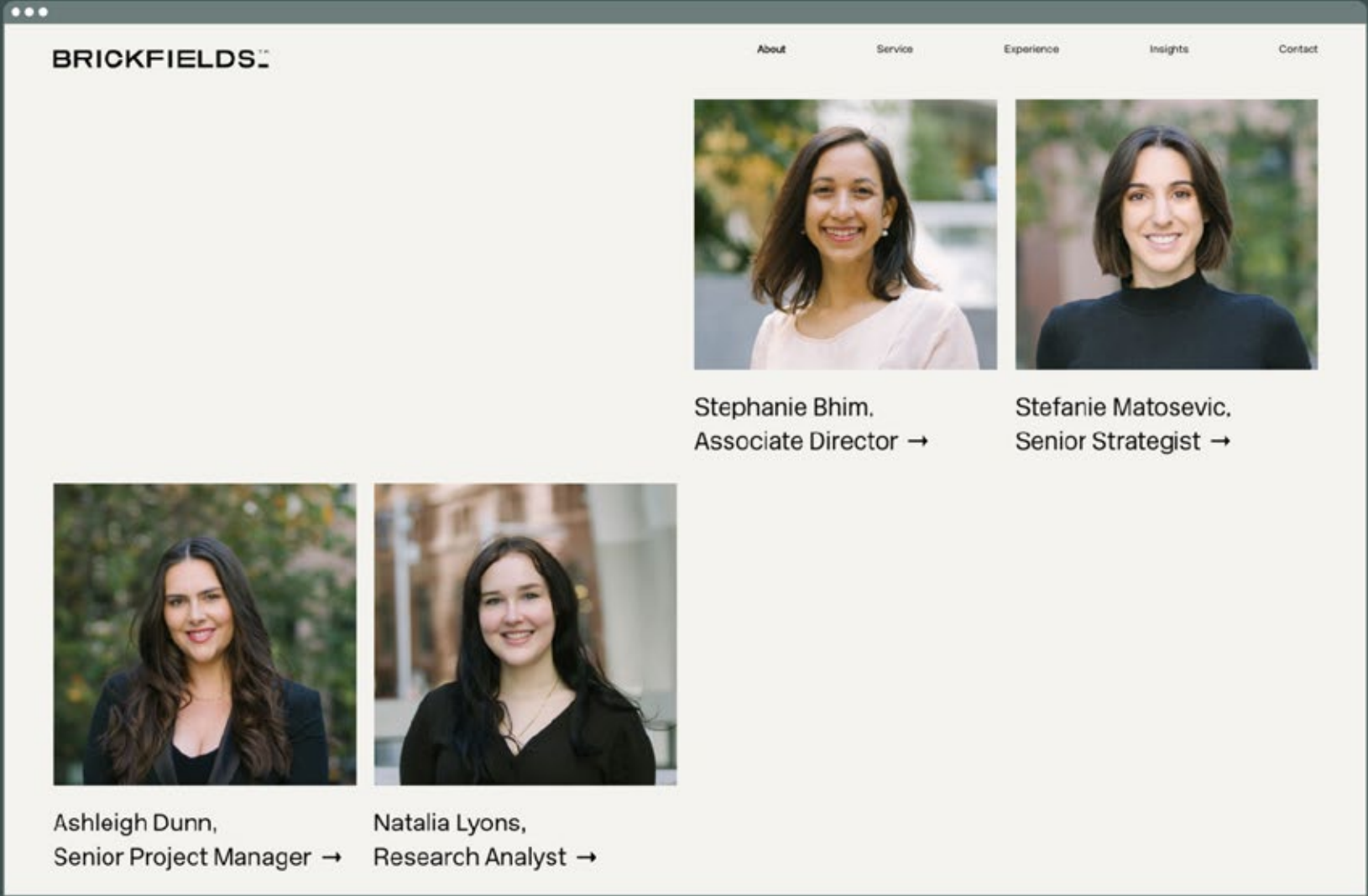
Brickfields Consulting are a specialist property research and strategy consultancy. After a decade providing advice to a long list of clients, a strategic review process highlighted the need for a brand evolution. By differentiating from competitors, developing a new set of values and clearly communicating their brand positioning, Brickfields were able to build upon their already outstanding reputation for innovative property solutions and deep expertise.

Our close working partnership with Brickfields enabled us to articulate their unique offer and develop a more cohesive and approachable brand identity system, a customised website and a full suite of communication material.

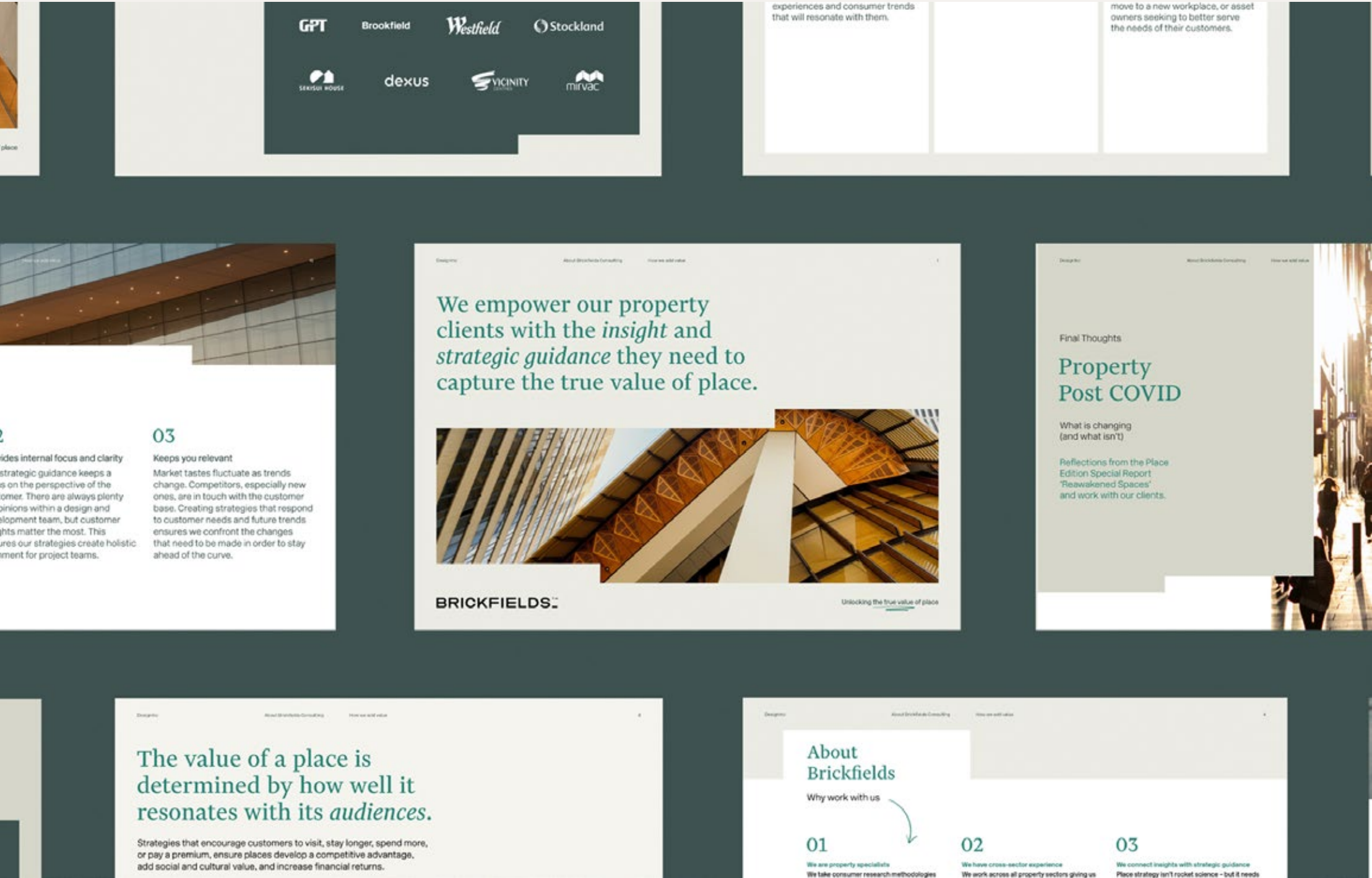
- Logo Design
Visual Identity
Website
- Stationery
Business Cards



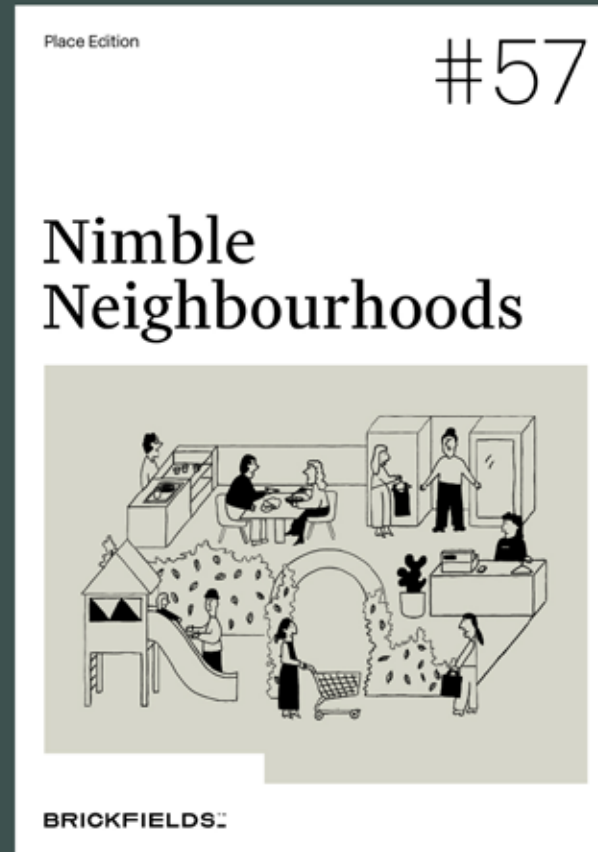
Brickfields



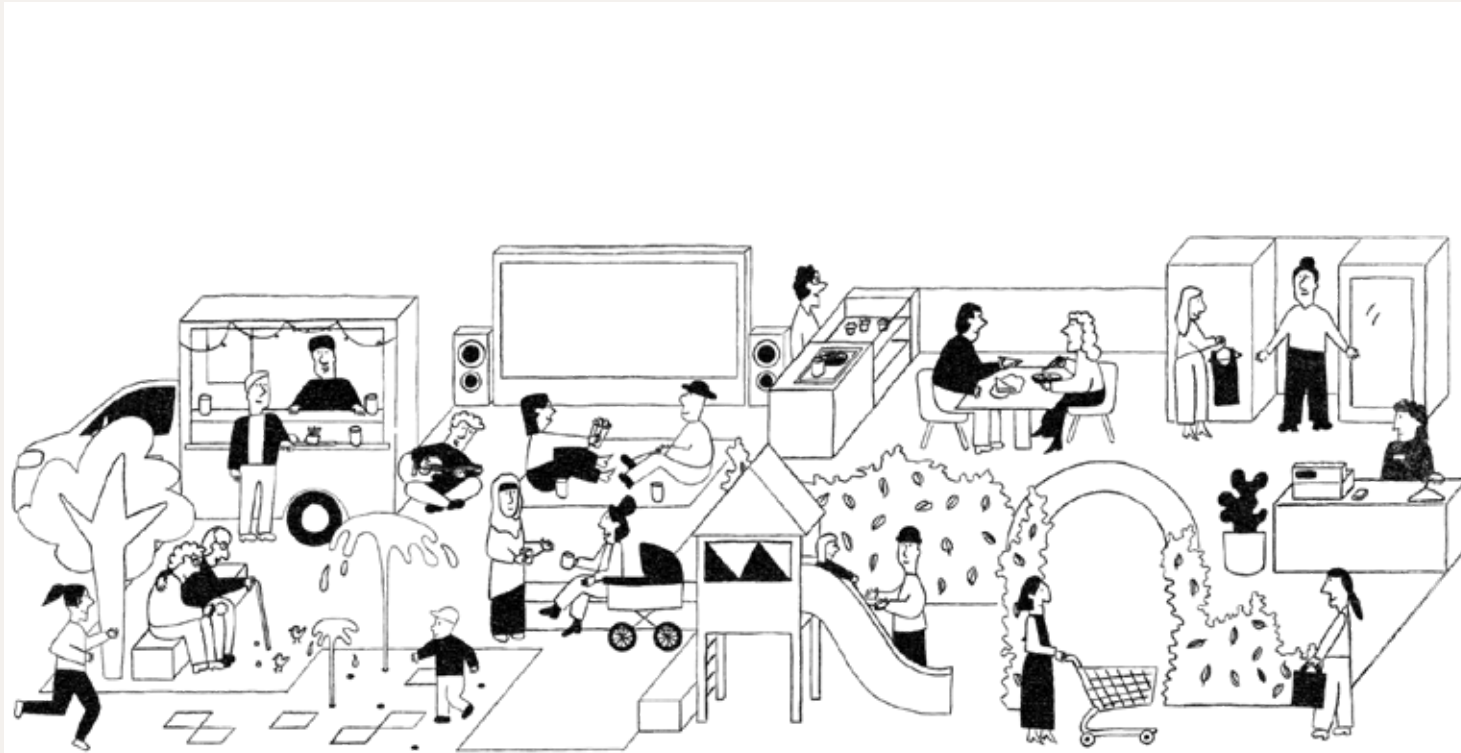
Brickfields



Brickfields



Brickfields



Sekisui House Continuum



For each and every person,
for society, and
environment,
company that
A future where
people and society
harmony with the
As a world leader in
residential design
committed
and

Sekisui House Continuum



Sekisui House Continuum



Sekisui House Continuum

Continuum is a comprehensive guide to Sekisui House, their history, evolution, philosophies and accomplishments. More than just environmental considerations, this edition represents their holistic economic and social values, making the company a world leader in sustainable residential development.

Art Direction
Copywriting
Photography

Publication Design
Print Production





Starting a new project? Let's talk.

Peter Craggs
Founder & Creative Director

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