



**DESIGN + BRANDING**

**LIQUIDITY**



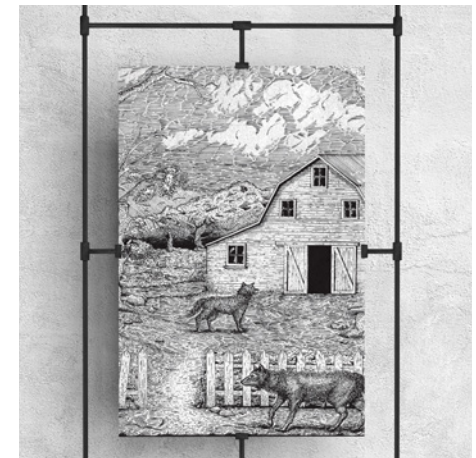
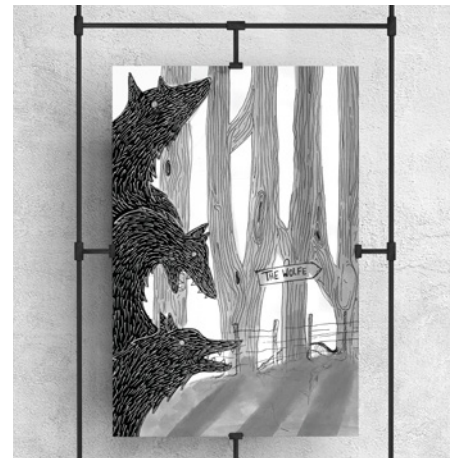
fredericks.



# FREDERICKS

LOGO, BRANDING & DESIGN | POP-UP CONCEPT | FOOD & BEVERAGE MANAGEMENT | SOCIAL MEDIA | CONTENT CREATION

Approached with devising a full brand rollout for this venue inspired by the Peters Ice Cream factory, Liquidity was inspired by the site's heritage and sweet associations in developing a logo, branded collateral, and social media imagery. Using historic imagery of its namesake, Frederick Peters, as well as sourced vintage photos, we created a cohesive design suite using retro photography and colourful illustrative elements to convey the fun but classy feel of the pop-up bar.



# THE WOLFE

LOGO, BRANDING & DESIGN | WEBSITE DESIGN & DEVELOPMENT | PUBLIC RELATIONS | PHOTOGRAPHY

Illustration by Barry P.

We worked with owner-operator Paul McGivern in developing a logo, brand applications, and menu that demonstrated a point of difference in Brisbane's dining scene. We then engaged illustrator Barry Patenaude to he create a stunning brand-based illustration that was used across The Wolfe's design collateral.





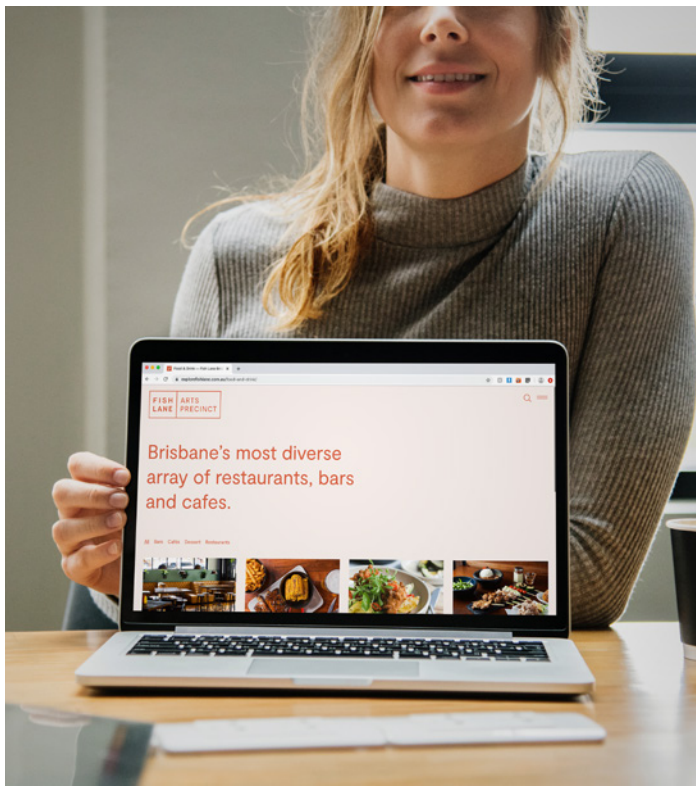
**THE  
KITCHENS**  
ROBINA TOWN CENTRE



## THE KITCHENS BY ROBINA

**BRANDING & DESIGN | EVENT CONCEPT & MANAGEMENT | SOCIAL MEDIA STRATEGY | PUBLIC RELATIONS | PHOTOGRAPHY**

Working with a gorgeous brand, we delivered a range of on- and off-site designs for this world-class group of foodie retailers. In the precinct, we designed signage and posters, packaging for retailers, and launch event-attendee merchandise including branded kitchen products. Off-site, billboards, posters and digital ads ensured a cohesive launch and presence for this exciting precinct.



# FISH TALES



## FISH TALES

NICHE PUBLICATION | BRANDING & DESIGN | COPYWRITING | PHOTOGRAPHY

Liquidity pitched a one-of-a-kind, mini-magazine to showcase everything on offer in Aria Property Group's buzzing Fish Lane precinct. We devised content, took photography, designed and produced a beautifully polished mini-magazine, which was then distributed to more than 7000 homes across South Brisbane, West End and Highgate Hill.





ROSÉ  
*Revolution*

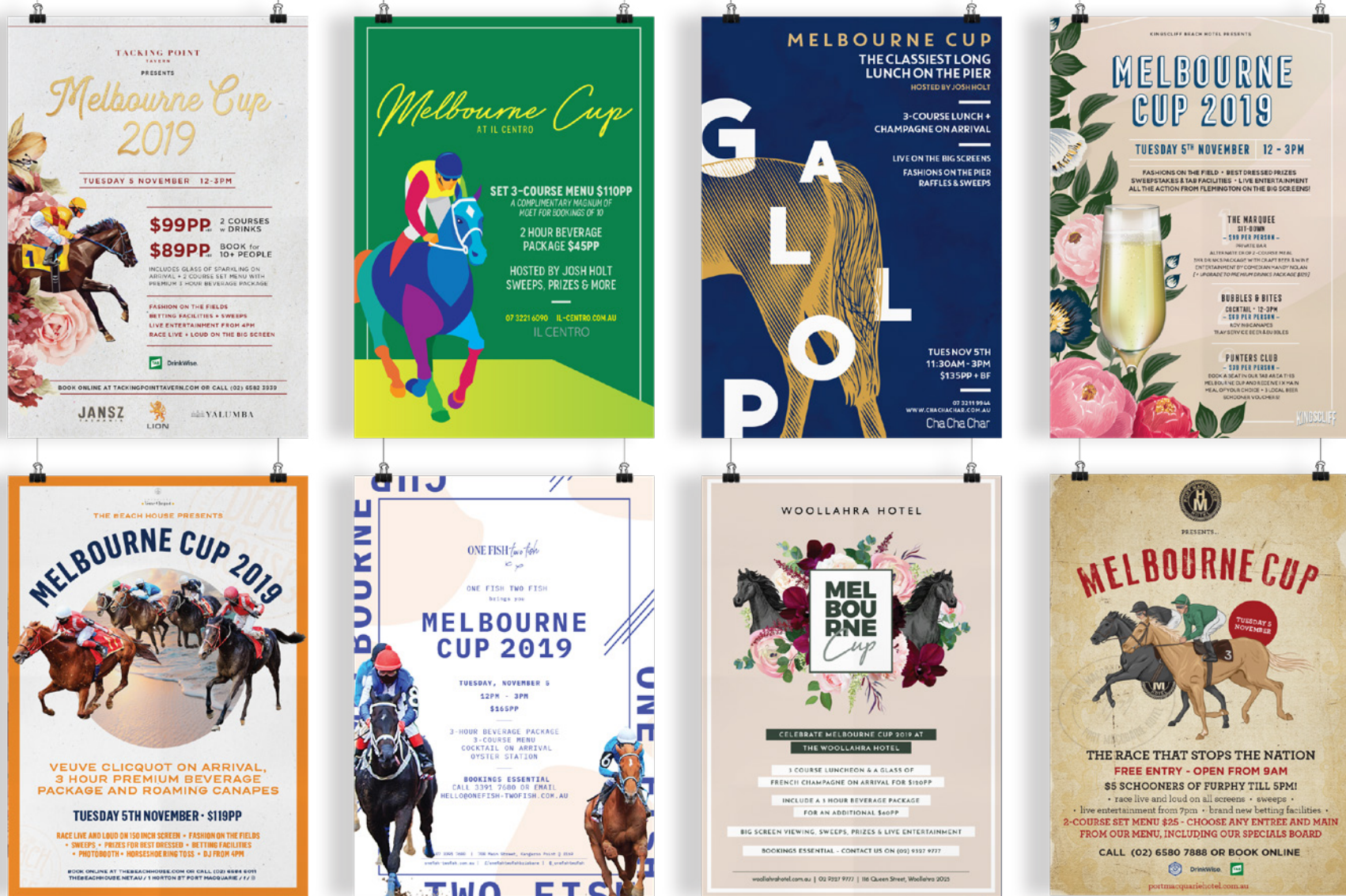


## ROSÉ REVOLUTION

### BRANDING | EVENT & DIRECTIONAL SIGNAGE | DESIGN FOR DIGITAL

In 2021, we refreshed the brand for our signature event to make it more unique and better reflect the changes in attendee demographics we've welcomed over six years of hosting the event. The new brand uses an attractive modern palette contrasting the requisite pink elements with a deep green that can be easily applied to everything from glassware to a MINI!





# MELBOURNE CUP

BRANDING & DESIGN | EVENT CONCEPT & MANAGEMENT

Liquidity’s design team created a series of on-brand, diverse design suites for our clients for one of the nation’s busiest days in hospitality. From event concepts and design to ticketing, marketing, and event management, we ensured all of our clients’ Melbourne Cup events were beautifully presented and highly attended.