



**BRANDHERO**  
MAKE YOUR BUSINESS SOAR

**Every Business Branded Brilliantly**

*every*  
**business**  
**BRANDED**  
*Brilliantly*





# Signage, Print & Design **Specialists**

Based in Brisbane, Australia, Brand Hero is a branding agency supporting organisations across all sectors to create a professional corporate image that resonates with their audiences.

Specialists in the signage, print and design spaces, our skilled team and industry-leading technology produce high-quality brand and business collateral. With a commitment to creating consistency at every touchpoint for your organisation and a professional presence, we help you connect with your audience and instill pride in your teams.



Today we're known as Brand Hero, but it's only been that way for a little while. A lot has changed since Ron Edwards first opened the doors to 'RJ Edwards Printing' in 1996.

## FROM THE MOST HUMBLE OF BEGINNINGS

From a suburban garage in north Brisbane, the printing presses of RJ Edwards Printing first turned over in late 1996. Founder Ron Edwards was born with printing ink in his veins. He worked the newspaper industry in the UK for 2 decades, before moving to Australia and working as an estimator for one of Brisbane's largest signage companies. Along with his wife Anne, they quickly established a reputation for quality colour management and a strong customer focus.

The business soon grew beyond the walls of his humble garage and a commercial property was sought in nearby and newly booming Brendale. A name change to All About Print ensued, as did the appointment of his son Jonathan to the team, heading up the graphics department.

All About Print began to grow from a predominantly print-based offering to that of signage, digital print and design.

## WE DIDN'T START THE FIRE

Early 2019 saw huge changes in the company. A fire to a neighbouring business caused extensive damage to both the stocks and equipment of All About Print. Forced into a unplanned move, the business relocated to another Brendale location.

Like a forest fire removes the deadwood and allows new green shoots begin to spout, the fire enabled the company to move past a difficult period and onto new pastures. It forced us to think differently about our company, our offering and how we best serve our customers.

## A HERO IS BORN

In mid-2019, we changed our name to Brand Hero. We found this reflected our true direction. The 'Brand' is you. It's how you look and how you feel. The 'Hero' is not necessarily us, but it does sum up how we want to approach each project with you.

Printing, just like signage and design, is simply a tool we use to help Brisbane businesses soar to new heights, but we do way more than printing.

Over the years, we built a loyal and diverse client base built on quality work and honest communication and have added signage, website design and marketing to our product offerings.



# Products & Services

The Brand Hero team conceptualises and creates a variety of products for your brand and business collateral. It's how we produce cohesive and consistent brand identities that help your organisation connect and resonate with your target market.



Professional signage doesn't just create a cohesive space that makes the right impression. It invigorates your team and sends the right message to on-site visitors. No matter your requirements, the Brand Hero team are experts in signage.

- Office Signage
- Site Signage
- Safety Signage
- Vehicles and Equipment
- Banners and Display

**SIGNAGE**

Professional business cards for your team members to carry, brochures and capability statements, or smart hi-vis for on-site teams and visitors. Our design and print teams come together to produce excellent print collateral for your organisation.

- Business Cards
- Pre-Start Books
- Printed Stationery
- Brochures & Booklets
- Hi-Vis Safety Wear

**PRINT**

A brand new brand identity or a professional website to tie your digital presence with your offline appearance. The Brand Hero design team are branding experts and create cohesive and professional designs across the brand, print, and signage spaces.

- Graphic Design
- Web Design
- Logo Design

**DESIGN**

# Core *Competencies*



## Brand Hero supports companies across Australia & Asia-Pacific

Our branding agency supports organisations across a wide variety of sectors and industries. Having produced success for trade businesses, corporations in the mining and resources sector, as well as a variety of businesses spanning healthcare to hospitality, the Brand Hero team is experienced in creating cohesive brand identities, online and offline.



## Experienced staff with intelligent systems and processes

Having worked in this space since 1996, we have developed intelligent systems and processes for our delivery. It's how we produce efficient and effective results for our clients time and time again. Brand Hero holds a team of highly experienced staff in their specialties. With experts in each key aspect of our business, we are well-placed to exceed your expectations.



## Driving business & success through intelligent brand design

We understand business and what matters most to leaders in these organisations. The Brand Hero team uses a combination of print, design, and signage to help brands meet their target audience, sell their products and services, and establish themselves as prominent players in their respective markets.



## In-house production using state-of-the-art equipment

Our impressive lead times are a product of our in-house production team and state-of-the-art equipment. With modern print and signage equipment, we are able to produce large runs quickly and with impeccable quality, particularly in the realm of colour consistency.



## Large workshop & office space for large runs & tight turnaround times

We understand our clients will often need large print runs, and often, tight turnaround times are unavoidable. As your reliable partner across all aspects of brand design and printing, we work hard to meet your requirements with leading facilities.



## A professional appearance

Create a sense of pride in your brand with a professional and consistent appearance. It's the key to feeling confident in your brand, organisation, and offers.



# Your *Team*



## **Jonathan Edwards**

### **DIRECTOR**

Jonathan is the director and founder of Brand Hero. He's passionate about making an impact on businesses and business owners' lives through intelligent branding collateral. An experienced design professional, Jonathan has worked in the industry for more than two decades and understands the importance of design to connect with your audience.



## **Angela Shaw**

### **OFFICE MANAGER**

Angela is our Office Manager and is responsible for all of the administration and accounting tasks at Brand Hero. Ensuring the office and workshop run to our stringent processes, Angela contributes to the success of each of our projects with her expert management.



## **Gerry De Wet**

### **MARKETING, BUSINESS DEVELOPMENT & SALES**

Hailing from South Africa, Gerry is our newest team member. A marketing and sales wizz from way back, Gerry takes care of our business development, ensuring Brand Hero is always engaging with it's audience now and into the future.



## **Erin Kelly**

### **DESIGN SUPERVISOR, SENIOR DESIGNER**

Erin is our Senior Graphic Designer and leads our brand identity projects. Passionate about supporting our clients and their success, Erin enjoys creating logos that make them proud of their businesses. Erin's experience is integral to our branding projects and the success of many of our clients.



## **Karen Johnston**

### **SENIOR DESIGNER**

Karen is our Senior Designer and holds a wealth of knowledge across all aspects of brand design. Responsible for a variety of our logo creations, Karen is experienced in understanding businesses and translating them into attention-grabbing brands. Karen takes the lead on many of our vehicle wrap designs, setting your company vehicles apart.



## **Brad Wootton**

### **PRODUCTION & INSTALLATION SPECIALIST**

Brad is a signage installation specialist with over 30 years of industry experience. Brad has a wealth of knowledge and expertise in the field, having worked with all types of signs and installations throughout his career. He takes great pride in his work and ensures that every project is completed to the highest standards.



## **Lyn Cunningham**

### **PRODUCTION SPECIALIST**

Lyn works in our production team and holds years of experience in the print and signage production industry. With expert knowledge of our modern equipment and a commitment to producing results, Lyn's experience is paramount in our production team.



## **Natalie Bridge**

### **CUSTOMER SERVICE**

Natalie is a Customer Service Specialist. With more than 20 years of customer service experience, Natalie brings a wealth of service knowledge to our team and our clients. Her diverse skill set and reliable communication provide our clients with a second-to-none experience, every time.



# OUR VALUES

## **COURAGEOUS**

### **Be Courageous**

We embrace change and take the hard road where necessary. Both can lead to better things and unexpected results.



### **Be Passionate**

We are passionate about what we do, and supporting our customers' professional appearances is what motivates us.



### **Be Confident**

We are good at what we do – we can take the hard road knowing we have the skills and talent to succeed.



### **Have Fun**

We recognise a sense of humour is integral to relationship building, as is having a positive attitude to work and life.



### **Leave An Impact**

We aim to leave our customers in a better position than when they arrived – we lift them up and ensure they're branded brilliantly.



### **Focus on the End Goal**

We focus on the end goal and achieving exceptional results for our clients. Not personal glory.



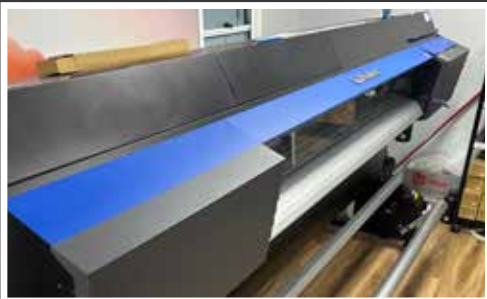
# Key **Equipment**

**Industry-leading  
equipment  
Industry-leading  
results**



## **Roland Wide Format Roll Printer**

Ideal for long lasting graphics such as building and reception signs and vehicle wraps, the Roland 640 Roll Printer is a leader in the printing industry. It produces stunning colours and definition for amazing results.



## **Fujifilm Flatbed Printer**

Ideal for building and safety signs that last, the Fujifilm Acuity Flatbed offers consistently superior print quality on a massive scale. It's how we produce clear and vibrant colours on our signage.



## **Fujifilm Small Format Printer**

For high-quality printing on a smaller scale, Brand Hero utilises the Fujifilm V80 printer. This printer offers superb quality in colour, contrast, and consistency for materials such as business cards, stationery, and promotional materials.



## **General Finishing Equipment**

As part of our commitment to providing you with a superior printing experience (and protecting your privacy), we complete a majority of our print finishing in-house. Brand Hero holds a suite of equipment, including guillotines, paper drills and heat presses.



# Corporate Branding **Specialists**

Across all aspects of our service offering,  
the Brand Hero team has delivered exceptional results

**WE ARE LUCKY WE GET TO WORK WITH THESE ORGANISATIONS**



## Insurances

Brand Hero holds all necessary licenses and insurance  
to protect our team and yours.

<b>Business</b>	Fortem Underwriting Pty Ltd	Policy no. AUS0514800BUS
<b>Equipment</b>	Sura Engineering Pty Ltd	Policy no. LAT-EQBI-555851
<b>Accidental</b>	WorkCover Queensland	Policy no. WCA081103858

# Community *Involvement*



2019

*The team at Brand Hero is proud of our involvement in our local and international community. We are always looking for opportunities to contribute and support those less fortunate than us.*

## Breast Cancer Awareness Morning Tea

Breast Cancer Awareness is a topic close to the hearts of our team. In 2019, we held our first annual Pink Ribbon Morning Tea to support this awareness and raised funds for the National Breast Cancer Foundation and its ongoing research.



2020

## Bushfire Appeal

In the 2019-2020 summer, much of Australia was devastated by bushfires. In an effort to support the impacted Australian communities, in February 2020, we raised funds for the New South Wales Rural Fire Service.

## Ekka Ice Cream Sundaes

In 2020, our local community, like many others, had all felt the sting of the COVID-19 pandemic and its subsequent lockdowns. The community was devastated by the cancellation of the annual Ekka. Brand Hero ran a Sundae Fundae, selling Ekka-style strawberry sundaes and raising money for The Common Good Australia.



## Signs for Local Cafes

In the midst of the first COVID-19 lockdown in Brisbane, Brand Hero saw many small businesses struggling. In particular, local cafes. In a time when these businesses needed to pivot and quickly, Brand Hero saw an opportunity to give back to the community. We provided free corflute signs to local cafes in the area, so they could promote takeaway food and coffee through the lockdown.

2021

## Breast Cancer Online Auction

After the success of our 2019 Breast Cancer Awareness Morning Tea, we ran an online auction, again raising funds for the National Breast Cancer Foundation. Auctioning off a range of fantastic contributions from the local businesses within our community, we donated 100% of the proceeds to the National Breast Cancer Foundation.

2023

## Toys for Joy in Papua New Guinea

In 2022 and 2023, our team had the pleasure of working in the Western Province of Papua New Guinea. On our return to Australia, we dedicated some time to running a toy drive in our local community to help provide toys to the wonderful children of rural PNG. We received more than 1300 toys, which Ok Tedi Mining Limited helped transport to PNG.





 07 3881 3211

 hello@brandhero.com.au

 brandhero.com.au

ABN 74 353 886 641