

# 40 years of creating iconic brands

**1982**  
Hulsbosch pioneers the concept of combining strategy, brand, advertising and design

**1985**  
Begins client partnership with Qantas and P&O Cruises

**1986**  
Implements worldwide Qantas signage system

**1987**  
Creates Airshows Downunder brand identity  
Creates Kidney Foundation brand identity

**1988**  
Designs and produces the Qantas Pavilion at World Expo in Brisbane  
Designs Tooheys Blue brand identity, label and packaging design

**1998**  
Creates International Works on Paper fair brand identity  
Creates Featherdale Wildlife Park brand identity

**1990**  
Redesigns Sydney's iconic tourist destination, The Rocks  
Creates new identity for P&O Fairstar  
Design commemorative posters for Qantas' 70 year celebration

**1991**  
Designs the first P&O Fairstar brochure  
Redesigns the Australian Air Force identity

**1992**  
Creates Karma Gourmet Cuisine Range logo and packaging design  
Packaging design for Glade sand shell air-fresheners  
Creates Environmental Protection Authority's 'Do the right thing' logo

**1993**  
Appointed Director of Graphic Design at the Design Institute of Australia  
Feature article on brand and design in *The Australian*, *The Bulletin* and *Sydney Morning Herald*  
National brand and advertising campaign for Princess Cruises

**1994**  
Creates the brand identity for Foxtel  
Creates packaging design for Thins, Doritos and Tostitos  
Creates packaging design for Kleenex and Huggies  
Redesigns Glade packaging range

**1995**  
Wins UK Mobius award for Thins packaging design  
Finalist in the New York Art Directors Club for Street Siesta Ice Cream packaging design  
Redesigns Toilet Duck packaging design  
Creates P&O Cruises Bali Sea Dancer identity

**1996**  
Creates the corporate identity for Colonial Group and the State Bank of NSW  
Wins Gold Award for Windex at the Australian Packaging Awards  
Redesigns Mr. Muscle packaging range  
Wins gold at the London Advertising Awards for Kleenex packaging design  
Redesigns Saltram Wine brand identity

**1997**  
Hans Hulsbosch wins Telstra's Federal Government 'Entrepreneur of the year' award  
Creates Gatorade packaging design, corporate comms, promotional and sponsorship branding  
Wins UK Mobius award for Kleenex packaging design  
Appointed 'Patron of the College' at Sydney Institute of Technology Design Centre

**1998**  
Creates MLC's 'Plum superannuation' brand identity  
Rebrands AMP's visual identity  
Design international brand and packaging for Disprin  
Wins 'Tourism brochure of the year' award for P&O World Voyages

**1999**  
Designs AMP's Olympic sponsorship identity manual  
Wins AdNews specialist agency of the year award  
Designs Australian Water Technologies identity manual  
Creates identity system for Qantas' First, Business and Economy classes

**Perpetual**  
Creates brand and advertising campaign for P&O's Pacific Sky

**Brampton Island**  
Repositions and rebrands Perpetual  
Designs and rebrands Brampton Island  
Launches 'Mosman is...' brand campaign  
Completes Sydney Water's brand identity manual

**2001**  
Redesign of Kleenex facial tissue range  
Creates P&O Cruises global visual identity  
Creates brand identity and logo for Qantas' international airline, Australian Airlines

**2002**  
Wins UK Mobius award for Australian Airlines brand identity  
Wins gold at the London Advertising Awards for Australian Airlines brand identity  
Wins AML award for marketing excellence in the Tourism and Leisure category for P&O campaign

**2003**  
Rebrand of MLC visual identity  
Redesigns Cheezels brand and packaging design  
Creates brand identity for the Bobby Goldsmith Foundation

**2004**  
Visual identity refresh for Zurich Insurance  
Designs Officeworks' business direct catalogues visual system  
Creates brand identity for Free TV  
Revitalises the Stockland brand identity system  
Wins the ADMA marketing effectiveness award for P&O Cruises campaign  
Redesigns Cool Charm packaging design  
Designs Manchester Unity brand identity

**2005**  
Creates national marketing campaign for Sofitel Hotel Group  
Redesigns Dettol's international hand and bar soaps  
Creates brand identity, tagline and integrated marketing campaign for Marbig office supplies

**2006**  
Creates identity for CreditCorp Group  
Redesigns Exit Mould brand identity and packaging design  
Wins B&T's specialist agency of the year award

**2007**  
Designs Nylex brand identity and packaging design  
Designs Wild Oats brand identity and wine labels  
Designs new Qantas brand identity, logo and implementation  
Creates global marketing campaign for Conventional Australia

**2008**  
Repositions and rebrands Taronga Conservation Society Australia  
Redesigns Australia's largest supermarket retailer, Woolworths brand identity  
Finalist at the Cannes Lion design award for Qantas brand identity  
Wins UK Mobius award for Woolworths brand identity

**2009**  
Designs 8000 SKU packaging designs for Woolworths private label  
Launches 'Feel Special' marketing and advertising campaign for Royal Caribbean Cruises  
Creates brand identity for Caltex's Star Mart

**2010**  
Wins AdNews specialist agency of the year award  
Refresh visual identity for Starlight Children's Foundation  
Creates national identity for Meals on Wheels

**2011**  
Repositions and rebrands Virgin Australia  
Redesigns Virgin Australia's livery, interiors, lounges, airport signage, uniforms, corporate collateral  
Creates brand identity for retail fashion brands Autograph and Millers  
Visual identity implementation of AMP  
Redesigns Woolworths instore retail environment

**2012**  
Woolworths and Qantas visual identity recognised in Desktop Magazine's Top 5 Australian logos of all time  
Renames, repositions and rebrands Australia's largest law firm, Allens Linklaters

**rebel**  
Repositions and rebrands Rebel, Australia's largest sports retailer  
Wins AML marketing excellence award for the brand revitalisation of Virgin Australia  
Wins AML marketing excellence award in B2B communications for Royal Caribbean Cruises

**2013**  
Designs the retail environment for Woolworths Beauty instore format  
Repositions and rebrands Budget Direct  
Creates world's first Instagram Film Festival campaign for Royal Caribbean Cruises

**2014**  
Rebrands Australian advisory firm, McGrathNicol and winning Gold at the Asia Transform Awards  
Rebrand Australia's largest gaming, wagering and lotteries company, Tatts Group  
Repositions and rebrands Supercars

**2015**  
Creates brand positioning, strategy and campaign launch for Royal Caribbean Cruises in China  
Rebrands ABC Kids channel identity, winning the AGDA award for redesign  
Wins 2x Sydney Design Awards for Supercars and ABC Kids logo  
Redesigns Virgin Australia's Business Class Interior Suites, and awarded RedDot International design award

**2016**  
Redesigns identity and packaging design for Homer Hudson ice cream  
Repositions and rebrands MTAA Super  
Naming and identity for Australia's official lotteries, The Lott  
Repositions and rebrands the McGrath Foundation

**2017**  
Repositions and rebrands the code of Football in Australia  
Brand refresh for Velocity, Virgin Australia's frequent flyer program  
Repositions and rebrands Australia's largest property group, Dexis  
Creates marketing campaign for The Royal Botanic Garden Sydney

**2018**  
Redesigns the Football Coat of Arms for Socceroos and Matildas  
Brands Australia's first digital neo-bank, 86400  
Repositions and rebrands Australia's business-only bank, Tyro  
Brand identity revitalisation for Australia's largest insurance group, IAG  
Creates packaging design for Coles Homebrand

**2019**  
Wins 2x Sydney Design Awards for Tyro and 86400 brand identity  
Creates brand strategy, positioning, identity and packaging design for Coles KOI Skincare Range  
Wins UK FAB Award and US Dieline Award for packaging redesign of Coles Confectionery range

**2020**  
Repositions and rebrands the Seven Network  
Creates new name and identity for the Australian Institute of Botanical Science  
Repositions and rebrands Starlight Children's Foundation  
Reposition and redesign of congenital heart disease foundation, HeartKids  
Creates logo identity and brand refresh for BlueScope  
Creates refreshed identity and store design for Liquorland

**2021**  
Creates new brand identity for eftpos  
Creates new brand identity for QMS Media  
Creates new name and identity for Spirit Super  
Creates refreshed logo identity and packaging for Nerada Tea  
Creates Programming Service Identity for SBS WorldWatch  
Wins 2x Vertex Gold Awards for Woolfin' Good and KOI brand identity  
Wins Vertex Publisher's Choice Award for KOI brand identity  
Wins 2x Transform ANZ Awards for Woolfin' Good and KOI brand identity  
Wins 2x Sydney Design Awards for eftpos and Spirit Super brand identity

**To be continued...**