PORTFOLIO
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Understanding Mutuality

Mutuals, when provided with the same or alternatively viewed as insurance, are becoming significantly popular. For individuals or organisations that have not been involved in a mutual before, the concept can be confusing.

Mutuality has been a common feature of the financial sector and the insurance industry. If a group of individuals or organisations work in harmony to meet the needs of members, they contribute to the financial success of the organisation. The benefits of mutuals include better returns to members, lower expenses due to lower overheads, and a more direct and personal approach to the members. In essence, the members are not just policyholders but owners of the organisation.

What is a Mutual?

A mutual is an organisation that is owned and controlled by its members, who are also its customers or policyholders. The profits made by the mutual are distributed to its members, who can receive dividends or participate in the surplus.

Blues and warm greys have been used to portray confidence, simplicity and intelligence.

It's all about the members

Mutuals provide a unique and beneficial way for members to invest in the insurance industry. The members are owners of the company, and their interests are aligned with the company's success. This results in a better understanding of the members' needs and a more personal approach to their insurance.

The client required a brochure explaining the benefits of its services to its corporate clients. Blues and warm greys have been used to portray confidence, simplicity and intelligence.
Our client required a vivid, energetic aesthetic associated with nightlife and entertainment for its partnership package. A photograph of Perth City was super-imposed with digital elements to fulfill this purpose.
Targeted towards wealthy holiday homemakers, an elegantly casual outcome was pursued with sparse graphical flourishes adding an element of sophistication; the overall effect alluding to the soothing, summer style of the property.
Event materials were developed for the occasion marking the opening of a major academic facility. An understated approach was taken to suggest heritage, forward thinking and excellence.
Shelano, an NGO in India, empowers women from the poorest communities through sustainable and meaningful employment. My responsibility was to plan and build a new website in consultation with the client, which included providing photography and copywriting support.
BIOWOOD has created a technologically advanced plywood veneers from ecologically sustainable sources, for application in interiors and furniture. Both identities contain traits of technology and aesthetical beauty in line with the product’s aesthetic selling point.
An identity was developed to reflect our client’s work in community advocacy and human rights. A jewel image was created to suggest valuable insight and the many views within community. The colour scheme suggests contemplation and resolve.
A series of pamphlets highlighted our client’s engine technology. The steel-like colours serve to heighten the notion of pin-point precision that the brand is known for. Photographs of the 4WDs were extracted from their backgrounds, to create the impression of a test lab.
An established author commissioned a number of concept paintings for a story being pitched to his publisher. An aesthetic was crafted from the unique grandeur and colour rich palette of the Australian landscape.
Supporting activity related industries, our client required a logo that called upon ideas of physicality, teamwork and logistical care. These are a selection of website concepts that were presented to the client.
This website was developed for a client specialising in shipping and logistics. The minimalist layout was chosen to convey a sense of simplicity, while the ‘route chart’ graphics convey familiarity and expertise.
An author commissioned a quirky website to address his readers. Leon Hendroff lent his creative touch with playful caricatures of the author. The website was then coloured and built around a textured aesthetic.
An illustrative component for a memento pack that was to be presented to participants in state youth cricket clubs. The vintage colour scheme recalls faded memories, while the watercolour execution lends a crisp freshness.
Large photographic section openers, coloured pull quotes and calculative use of white space, assisted in making this copy-heavy document unintimidating for its audience of investors and benefactors.
FEEL WELCOME TO CALL AT ANY TIME VIA THE DETAILS BELOW. DON’T HESITATE TO CONTACT ME AFTER HOURS AT YOUR CONVENIENCE.

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