Luisa Franco

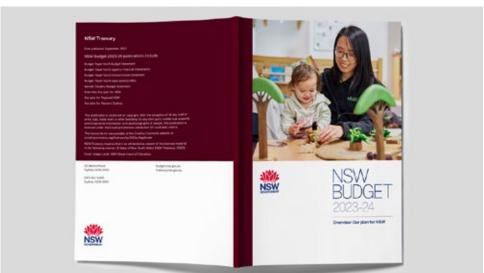
Visual Designer and Creative Thinker

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NSW BUDGET 2023-24

DIGITAL PRINTED PUBLICATION AND PDF



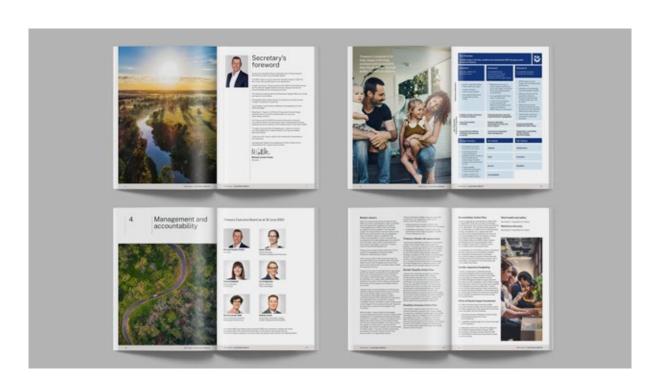




ANNUAL REPORT 2022-23

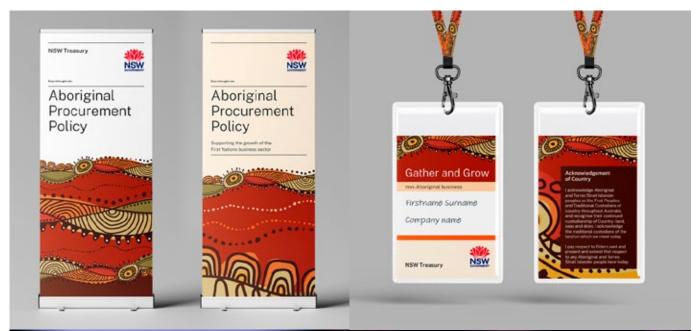
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GATHER AND GROW EVENT

EVENT COLLATERAL





GIPA ACT

INTERNAL COMMUNICATIONS





HALF-YEARLY REVIEW

DIGITALLY PRINTED AND PDF

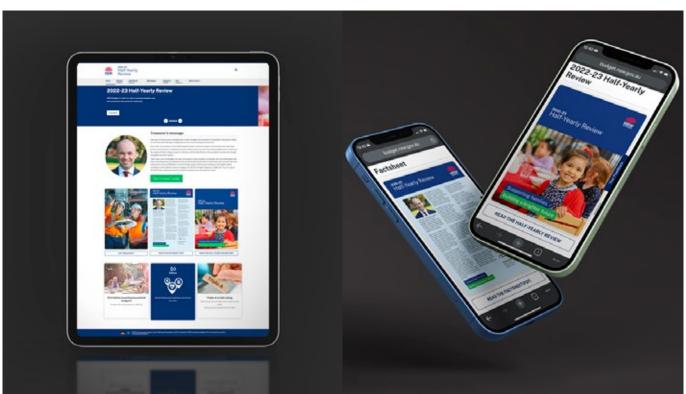




HALF-YEARLY REVIEW

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INTERNAL COMMUNICATIONS

LGBTIQA+ | DIVERSITY, INCLUSTION, AND BELONGING RESOURCE





RAP - RECONCILIATION ACTION PLAN

ANNUAL PROGRESS REPORT 2022-23





INTERNAL COMMUNICATIONS

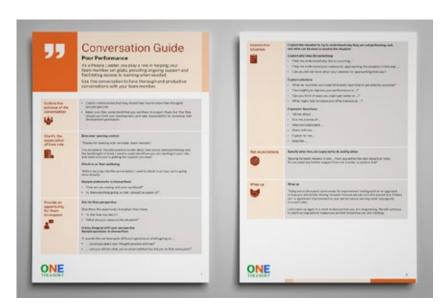
POSTER TEMPLATE DEVELOPMENT

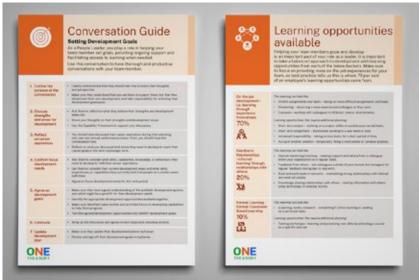




INTERNAL COMMUNICATIONS

BRAND COLLATERAL









UNIVERSITY OF NEW SOUTH WALES

STUDENT COMMUNICATIONS

BRAND COLLATERAL





UNIVERSITY OF NEW SOUTH WALES

STUDENT COMMUNICATIONS

SCAMPER VIDEO EXPLAINER



is a strategy for generating ideas and brainstorming.













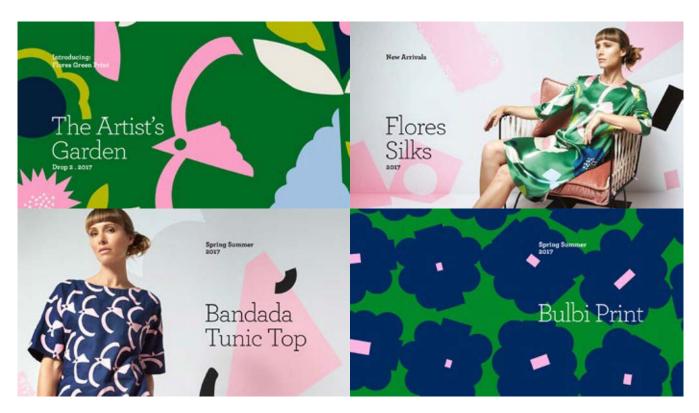
MADGE GOODS

CLOTHING AND LIFESTYLE

BRAND IDENTITY & TEXTILE DESIGN AND MARKETING COLLATERAL

madge





MADGE GOODS

CLOTHING AND LIFESTYLE

BRAND COLLATERAL, SHOP AND EVENT SPACE DESIGN
INSTORE SIGNAGE DISPLAYS, POINT OF SALE MATERIAL, SHOP FITOUT

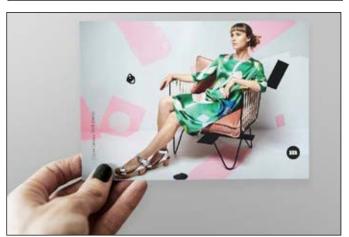












MADGE GOODS

CLOTHING AND LIFESTYLE

CLOTHING PATTERN DESIGN AND TEXTILE DESIGN ART DIRECTION



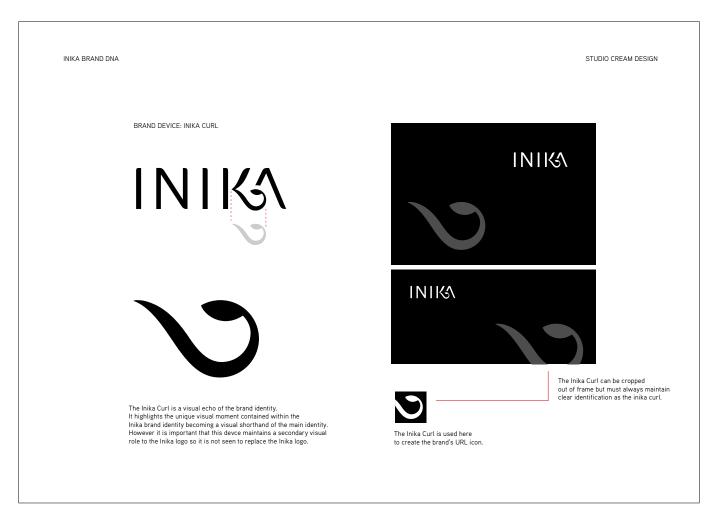




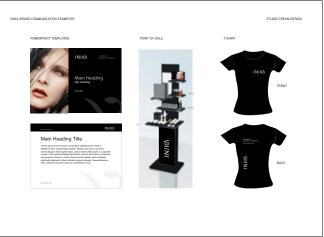
INIKA COSMETICS

BRANDING

BRAND IMAGE STYLE GUIDE



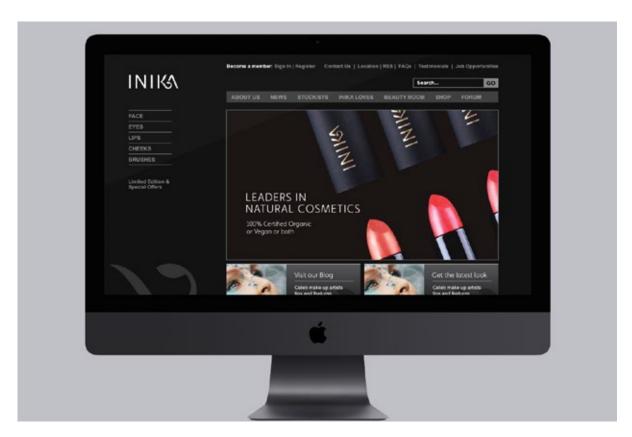




INIKA COSMETICS

BRANDING

WEBSITE LOOK DESIGN BRAND AND MARKETING COLLATERAL







INIKA COSMETICS

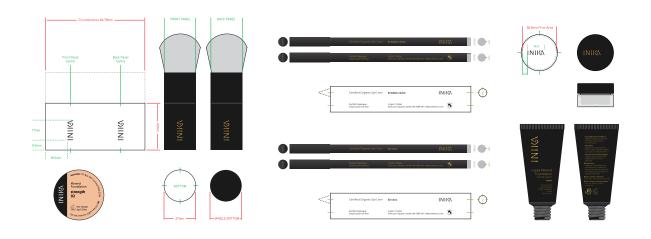
BRANDING

PRODUCT PACKAGING AND LABELING, WEBSITE AND MARKETING COLLATERAL









NAPOLEON PERDIS

BRAND BIBLE

70 PAGE BRAND BIBLE DOCUMENT







NAPOLEON PERDIS

POINT OF SALE COLLATERAL

INSTORE RETAIL COUNTER DISPLAY BROCHURE









NAPOLEON PERDIS

NAPOLEON INDEPENDENT QUARTER (IQ)

MARKETING MATERIAL NEWSLETTER FOR STOCKISTS





THE FISH MARKET AT MAROUBRA

RETAIL BRAND IDENTITY

BRAND MARK AND LOGO TYPE

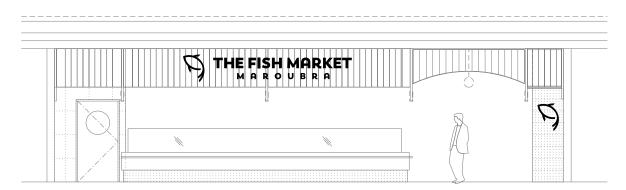


THE FISH MARKET AT MAROUBRA

RETAIL BRAND IDENTITY

MERCHANDISE, PRODUCT, BRAND COLLATERAL, SIGNAGE, MENU





LIT & SCOTT

HAIR COLOURIST

SALOON BRAND IDENTITY AND MARKETING MATERIAL













SAVING OUR SPECIES REPORT

REPORT DESIGN LAYOUT AND PRODUCTION



SAVING OUR SPECIES

Securing Success 2021–26

Cost-effective, evidence-based, long-term conservation of threatened species and ecological communities for the people of NSW $\,$



environment.nsw.gov.au/sos



Saving our Species for the long term

We are on track to secure a future for our threatened plants and animals, but the hard work of SoS and our partners must continue. Real, tangible results for our threatened species will take time, and more help is needed.

Saving our Species: Securing Success 2021–26 will build on our existing, effective framework, cement partnerships and prioritise areas where we can have the greatest impact for the long term.

Priority areas



Identifying hotspots
Prioritisation of areas where investment benefits the maximum number of species



Reporting and transparency
Public reporting to better
demonstrate the benefits being
achieved for threatened species.



On-ground conservation action A focus on practical on-ground interventions that can really make a difference.



Emergency response capability Improved capacity to respond to emergencies and unexpected,



Powerful partnerships

Partnerships to mobilise support, including for aspirational and urgent projects.



Public involvement
Greater collaboration
with volunteers, increased
volunteering opportunities for
young people, and expanded
engagement with citizen
scientists.



Scientific leadership Investment in science, research and innovation that will generate insights for continuous improvement.



Aboriginal engagement

Deeper and broader engagemen with Aboriginal communities on conservation actions.

Saving our Species: Securing Success 2021-26

Case studies

Bellinger River snapping turtle

The Bellinger River snapping turtle lives in only one place on earth – the Bellinger River on the NSW's mid north coast.

mid north coast. In 2015, a virus wiped out 90% of the turtle's population in a matter of weeks. SoS launched a rescue operation and collected about 20 virus-free turtles from the river. The species received a lifetine in the form of a captive breeding program at Taronga 200. Since then, we have returned \$5 of the captive bred turtles to their natural habitat. Citizen scientistic including residents and school groups, are helping in the ongoing monitoring of the wild turtles by collecting data on the health of local waterways. Recent reports reveal the species is doing well.

The Bellinger River Snapping Turtle Conservation Program is a partnership between SoS and many partners including Symbio Wildlife Park, Regional NSW, Bellinger Landcare, OzGREEN and Western Sydney University.



Superb parrot

The beautiful superh parrot is a much-loved threatened woodland bird that has galvanised community action to help protect and re-establish key habitats. With most of the superb parrot's habitat occurring on private land, habitat protection and restoration depends on willing landholders.

restoration depends on willing landholders. SoS is working with partners - including five local Landcare groups, Cowra Woodland Birds Program, NPWS and Greening Australia - to support farmers and land manegers in central and southern NSW to look after nesting trees and to plant new trees and shrubs for shelter and feeding. So far through the Saving our Superb Parrot Project, we have joined landholders in planting thousands of new habitat trees and protecting mature paddock trees. An estimated five-fold investment has been added through in-kind partner contributions such as materials and labour.

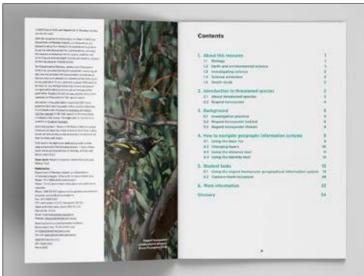


Saving our Species: Securing Success 2021-

DEPARTMENT OF PLANNING, INDUSTRY AND ENVIRONMENT ENVIRONMENT, ENERGY AND SCIENCE

STUDENT AND TEACHER WORKBOOK DESIGN LAYOUT AND PRODUCTION

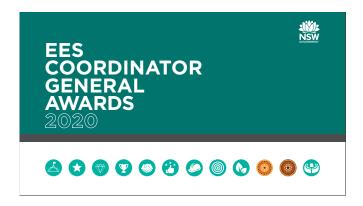


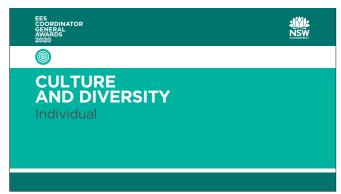




ENVIRONMENT, ENERGY AND SCIENCE

ANNUAL AWARDS ONLINE PRESENTATION GRAPHICS PACKAGE DESIGN







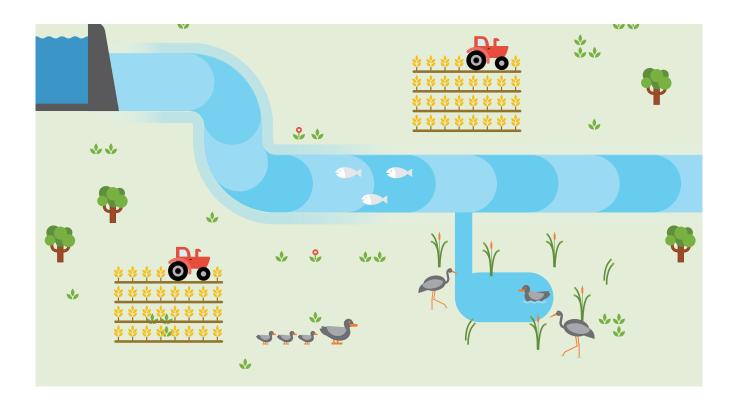






ENVIRONMENT, ENERGY AND SCIENCE | GWYDIR WATERING PRINCIPLES

X4 INFORMATIONAL GRAPHIC EXPLAINERS

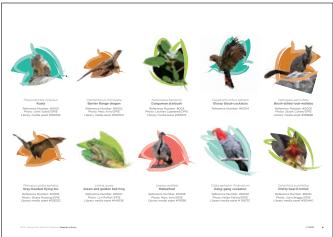




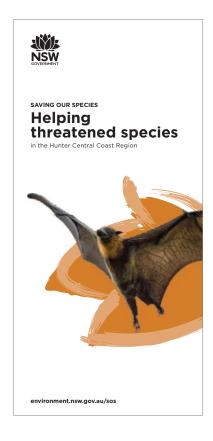
SAVING OUR SPECIES

SPECIES CATALOGUE BROCHURE DESIGN











SAVING OUR SPECIES

EXHIBITION STAND DESIGN AND MARKETING COLLATERAL BOOKMARK









NSW NATIONAL PARKS AND WILDLIFE SERVICE

CONSUMER DESIGN



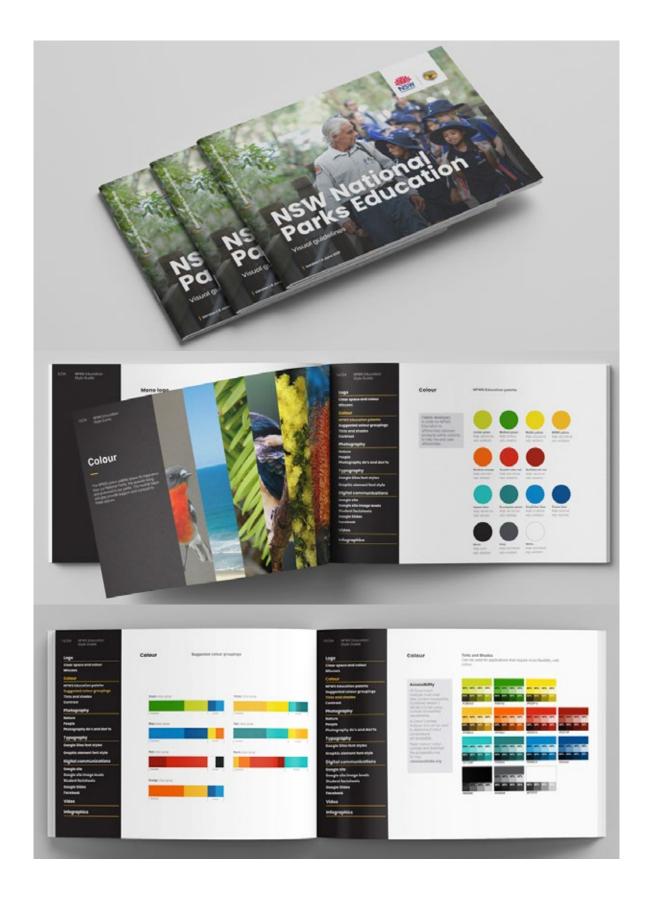






NSW NATIONAL PARKS EDUCATION

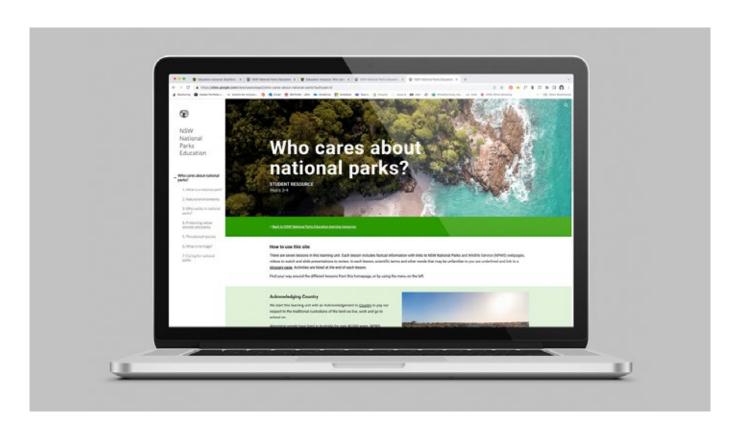
DEVELOPED SUB-BRAND VISUAL SYSTEM VISUAL STYLE GUIDE



DEPARTMENT OF PLANNING, INDUSTRY AND ENVIRONMENT

NSW NATIONAL PARKS EDUCATION

GOOGLE SITE DESIGN





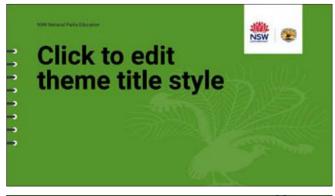


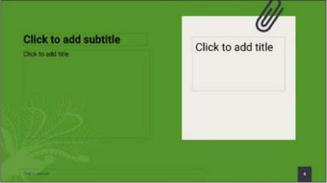
DEPARTMENT OF PLANNING, INDUSTRY AND ENVIRONMENT

NSW NATIONAL PARKS EDUCATION

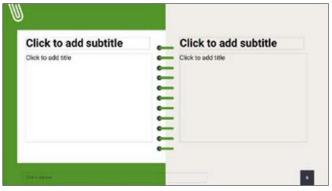
GOOGLE SITE DESIGN
GOOGLE SLIDE TEMPLATE DESIGN











NSW NATIONAL PARKS EDUCATION

FACTSHEET TEMPLATE DESIGN













NSW NATIONAL PARKS AND WILDLIFE SERVICE

MINISTERIAL ANNOUNCEMENT VIDEO, SHANES PARK : CONCEPT, DESIGN & MOTION

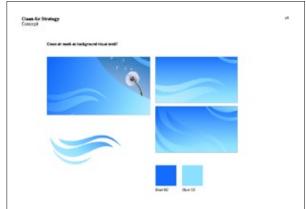


CLEAN AIR STRATEGY

VISUAL DESIGN IDENTITY: MOTIF, ASSETS AND TEMPLATES











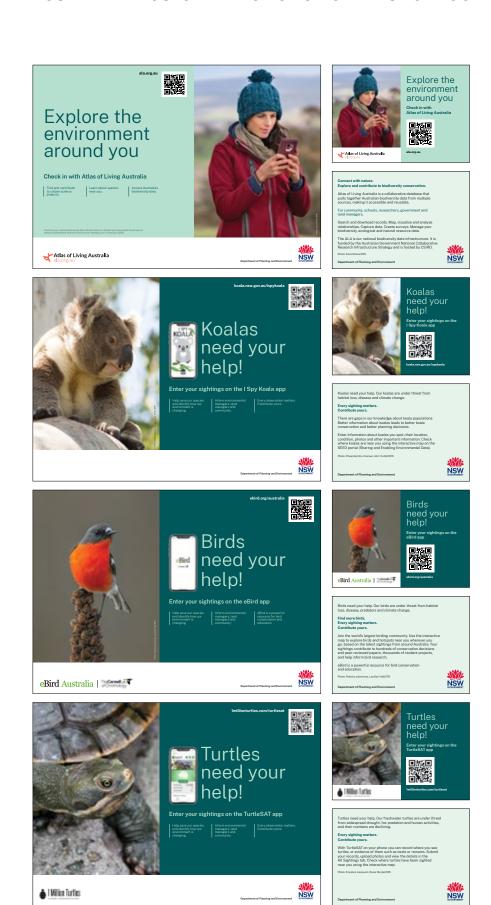






CITIZEN SCIENCE

POSTER AND POSTCARD PROMOTION OF APPS FOR TOCAL FIELD DAY



CITIZEN SCIENCE

POSTER AND POSTCARD PROMOTION OF APPS FOR TOCAL FIELD DAY

