

graphic design  
branding  
corporate identity  
packaging

DG

**daniel grey** portfolio. 



## PRINT

Horse of the Year (HOY) Sponsors pack

The die cut rearing horse frames key sponsors attending one of the biggest equestrian events on the planet



## LAYOUT/DESIGN

NetGuide

A5 size mag

**WIN PRIZES**  
This month in NetGuide, we've got some great giveaways for our loyal readers, guaranteed to get you excited.

- 2x D-LINK WIRELESS N NETWORK CAMERAS**  
Thanks to D-Link, we've got two Wireless N Network Cameras on for grabs. This camera comes with everything you need to quickly set up a surveillance camera to your home or small office network.
- 3x STAR WARS GAMES**  
From Microsoft we have three Kinect Star Wars games on offer. Kinect Star Wars brings Star Wars to life like never before. Harnessing the controller-free power of Kinect for Xbox 360, Kinect Star Wars allows fans to hone their Jedi skills with the ultimate Force in their hands, pilot iconic ships and unleash damage as a vicious Rancor monster or even dance with iconic Star Wars characters.
- 1x GEAR4 ANGRY BIRDS SPEAKER**  
One lucky winner will get home with an Angry Birds Dead Speaker. The world's most famous birdies-themed comes with a 2.0m jack and can be used with all music players, smartphones, and tablets. Thanks Gear4!
- 1x FUJIFILM ZOE DIGITAL CAMERA**  
From Fujifilm we have the Zoe Digital Camera available. ZOE is the ZOE that everyone knows, with her two unique personalities: "Blue Eye Mode" (able with Envy) "No Shutter/Voice" (Priority in the Back) and "White Balance" (there's room to be one for you!
- 1x HP OFFICEJET PRO**  
Finally, we've got one HP OfficeJet Pro 8500 Plus on offer. This printer is ideal for small to medium size businesses. Energy Star qualified, it offers professional quality color printing but costs 50% less to run and uses up to 50% less energy than comparable smart and adaptive page use by using automatic double sided printing.

**NetGUIDE GIVEAWAYS JUNE 2012**  
Enter online from 1st June at [www.netguide.co.nz](http://www.netguide.co.nz)  
Code: pp00y&j3

**SHARE YOUR DATA ACROSS ALL OF YOUR DEVICES!**

We've come a long way since the days when everyone owned just one household desktop computer and one bulky mobile phone - used exclusively for emergencies, computers) if not several. For tech-lovers and those of us in the industry, it's not uncommon to own up to five gadgets. For example, a work phone, a personal phone, a work laptop, a personal laptop, and a tablet.

2degrees has realised this and has launched a new data-sharing service that lets users connect up to five devices to the same data account, provided each device has a 2degrees SIM card.

In a New Zealand first, 2degrees Shared Data signals the end of multiple, expensive data plans. Shared Data lets you make the most of your Pay Monthly data spins you can share it across your tablet, USB modems, and even with another mobile.

2degrees Chief Executive Eric Hertz says "Shared Data" stems from a simple principle: you should get what you pay for.

"Pay Monthly customers can now cover up to five mobile devices from one data plan, allocating their data to any smartphone, tablet, USB modem or games device that uses the 2degrees network. Unused data no longer goes to waste.

"Data can also be shared with any other 2degrees customer - including Prepaid customers - so your family, friends or colleagues can use the same data quota without needing multiple, complex plans," says Mr Hertz.

Mobile data use on the 2degrees network has increased by more than 200% over the last year. In a nationwide survey undertaken prior to launching Shared Data, 2degrees found that almost three-quarters of New Zealanders (72%) have unused data at the end of the month.

It's not surprising then, that almost three-quarters of those surveyed felt their data plans did not offer good value for money.

The survey also found fewer than 50% of New Zealanders think mobile data plans are simple to understand. With users' spend on mobile data rising more than \$50 a week, the demand for better and fewer mobile data is clear.

2degrees is the first mobile company to address this issue. Shared Data is free until the 7th December, 2012 and, aiming there is a priority to share, everyone who joins gets 1GB of Bonus Data free every month for one year. From December there will be a charge of \$5 per month, and

1GB of Bonus Data FREE every month for 2 years. Great for sharing.

\$1 a month per gadget you share with (e.g. if you are sharing your data with your iPad, then you would pay \$5 that and your USB Modem, then you would pay \$1 per month).

If the customer's monthly data limit is exceeded, any data used by any gadget on the plan will be charged at the standard per MB rate. For customers who may be worried about over-spending under the new scheme, 2degrees also offers a tool called Spend Control that limits tabs on data 10% of their limit.

To start sharing simply head to 247 from the SIM your Pay Monthly account is on with the mobile number 0202020202 to 747.

To stop sharing, all you have to do is send a text from your SIM with the mobile number you want to stop sharing with, e.g. "Stop 0202020202" to 747. If you are sharing someone else's data, just send "Stop" to 747.

Easy peasy! This new plan is well worth considering if you're juggling multiple different devices and plans at the moment.

**To find out more about 2degrees Shared Data, please visit [www.2degreesmobile.co.nz/shared-data](http://www.2degreesmobile.co.nz/shared-data)**

**FAQ FROM 2degrees**

- Where do I find the mobile number of the gadget I want to share with?**  
Once your gadget has a 2degrees SIM there are two quick ways to find the mobile number 1) Call \*1018 # 2) Text \*text to 233.
- What types of data can I share?**  
When you activate Shared Data, all data on your account, including your plan data (including bonus data) and any Data Value Packs you may have, will be shared with the gadgets you choose. Once all the data is gone you are charged per MB at our Standard Rate. Any devices you are set up to share with will use its own data before it uses yours.

10 NETGUIDE

**NEW & IMPROVED** ONLY \$6 per copy techday

**NetGUIDE** NEW ZEALAND

JUNE 2012

**SOCIAL MEDIA SPECIAL**

FACEBOOK, TWITTER, LINKEDIN & EVERYTHING IN BETWEEN - HOW TO TAKE ADVANTAGE OF SOCIAL MEDIA FOR BUSINESS AND PLEASURE

HOW TO BUY A **HANDS-FREE HEADSET**

THE BEST OF **DAMN YOU AUTOCORRECT.COM**

AMERICAN PIE REUNION MOVIE REVIEW

DONATE YOUR DESKTOP TO CHARITY

**PLUS ALL YOUR REGULAR FAVOURITES!**

# design

## PRINT

### Synlait Milk Supply Packs

Through a combination of dynamic geometric designs and photography, a unique feel has been created with agricultural cues to the dairy farmer audience



### Ten real-world scenarios where DCIM matters

Data centre infrastructure management, DCIM, is becoming an increasingly crowded conversation. Businesses need to ground their decisions with real world scenarios.

To help, here are 10 real-world scenarios where DCIM matters.

**Scenario 1**  
**How do you know when it's safe to move a server rack?**  
Consider the difference between the data centre of a 1997 '88 Buick Wildcat and that of a Toyota Prius. The latter has a fuel injection system that can be monitored and adjusted in real time. Similarly, a DCIM system can monitor and adjust the power, cooling and airflow of a server rack in real time.

**Scenario 2**  
**How do you know when it's safe to move a server rack?**  
IT departments have all the data they need to know about the power and cooling of a server rack. The challenge is to get the data into one tool and access to information from that tool.

**Scenario 3**  
**How do you know what impact a data centre event will have?**  
DCIM monitors utility and allows you to model the impact of a data centre event on your business. This allows you to plan for the impact of a data centre event on your business.

**Scenario 4**  
**How do you get against running out of capacity?**  
DCIM can dynamically record capacity usage and alert you when you are running out of capacity. This allows you to plan for the impact of a data centre event on your business.

**Scenario 5**  
**How do you decide where the next server rack?**  
DCIM can help you decide where the next server rack should go. This allows you to plan for the impact of a data centre event on your business.

**Scenario 6**  
**How do you know when it's time to upgrade?**  
DCIM can help you know when it's time to upgrade your data centre. This allows you to plan for the impact of a data centre event on your business.

**Scenario 7**  
**How efficient is your data centre and how can you improve it?**  
DCIM can help you improve the efficiency of your data centre. This allows you to plan for the impact of a data centre event on your business.

**Scenario 8**  
**How do you communicate your data centre's critical metrics?**  
DCIM can help you communicate your data centre's critical metrics. This allows you to plan for the impact of a data centre event on your business.

**Scenario 9**  
**How do you stay connected when on the move?**  
DCIM can help you stay connected when on the move. This allows you to plan for the impact of a data centre event on your business.

**Scenario 10**  
**Do you have the time and resources to implement DCIM?**  
DCIM can help you implement DCIM. This allows you to plan for the impact of a data centre event on your business.




Paul Spivey, DCIM expert, shares his insights on the importance of DCIM in data centres.

### The rise of NFC-enabled smartphones for access control

A number of developing technologies are starting to surface in the access control market, all of which will bring new levels of security and efficiency to enabled smartphones. Perhaps the most visible of these is the NFC-computer using their mobile phone.

**R**ather than make people carry around keys, keys and tokens, the rise of NFC-enabled smartphones will enable access control systems to use mobile devices. This will allow organizations to use their smartphones as keys to access control systems. This will allow organizations to use their smartphones as keys to access control systems.

**J**ohn Galt, Director of Sales, NFC, shares his insights on the importance of NFC in access control.

**Multi-factor authentication will become a key and standard feature, with encrypted keys and tokens being used as a mobile device. The keys and tokens will be used to authenticate the user and the device. The keys and tokens will be used to authenticate the user and the device.**




John Galt, Director of Sales, NFC, shares his insights on the importance of NFC in access control.

# IT BRIEF

techday

JUNE 2013

The executive's guide to information technology.

## DATA CENTRES

### 11 experts weigh-in

Logistics and supply chain managers for the telecommunication industry  
www.rocpac.co.nz

ROC PAC INTERNATIONAL  
Delivering complete supply solutions



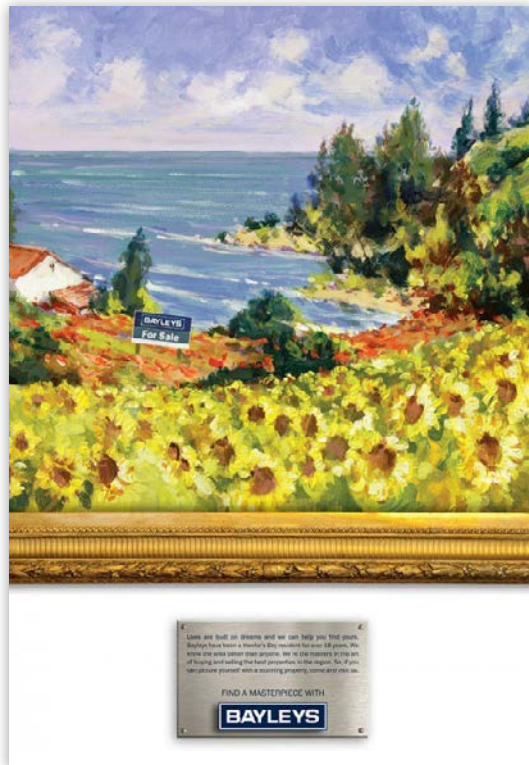


## BRANDING

Bayleys Find a Masterpiece

As the saying goes, "a picture says a thousand words" and what better way to illustrate Bayleys as the masters in the art of buying and selling dream properties

Billboards and print ads



## Brochure BNZ

Asset Finance Division.  
Created World class, future ready device.



**World class,  
future ready**



### BNZ Asset Finance Specialists



This is  
**Asset Finance...**



**North Island Auckland**  
1001 1001  
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**Auckland City & Central**  
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**West Auckland**  
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**South Auckland**  
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**Waikato**  
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**Tairāwhiti/Wairarapa**  
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**Bay of Plenty**  
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**Central North Island / East Coast Bay of Plenty**  
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**Wellington**  
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**Hawke's Bay/Northern Bay of Plenty**  
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**Canterbury, Nelson / Marlborough & West Coast**  
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**South Island**  
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### Asset Finance **bnz**

**Core AF Products**  
Asset Finance Agreement  
Hire Purchase Agreement  
Credit Plus  
Vehicle Finance  
Farm First Vehicle Finance

**The BNZ Advantage**  
Can cross-collateralise security  
Continuity of funding  
Flexible structuring  
Complete package  
Flexible options  
Credit Plus + Pricing  
One-stop-shop  
Ability to fund 100%  
AA rated bank

**Types of Clients and Industries**  
Civil and rural contractors • Shipping  
AgriBusiness • Forestry • Printing  
Construction • Transport • Aviation  
Medical • Industrial • Gaming



### Core Products

**Asset Finance Agreement (AFA)**  
Repayments can be structured to meet cash flow requirements  
Up to 100% funding (up to 5 years of age) for cars and light commercials  
Min \$10,000 facility (except Agri Farm First)  
1 - 5 year terms, fixed or variable

**Hire Purchase Agreement**  
BNZ owns the asset until it is paid in full and ownership is then transferred to the client  
Saving time, offering confidentiality

**Credit Plus**  
Available to owners of high cap equipment • Revolving business facility  
Min facility of \$500,000 • Interest rate review every 3 months  
Flexible cashflow management tool • No fixed term  
Drawdown and repayment via phone and internet

**Vehicle Finance**  
Borrow up to 100% of the GST inclusive price  
Up to five vehicles can be covered by one loan  
Vehicle provides its own security  
Fixed interest rates make budgeting easier

**Farm First Vehicle Finance**  
Matches the asset life to the financing terms, reducing risk  
Financing up to 100% of the value of:  
• Tractors (up to 120hp) up to 5 years old;  
• Motorbikes (up to 250cc) up to 2 years old;  
• All terrain vehicles and quad bikes (over 250 - 750cc) up to 2 years old





## CI MANUAL Auckland Zoo

Initial layout of the new brand guidelines for the Auckland Zoo

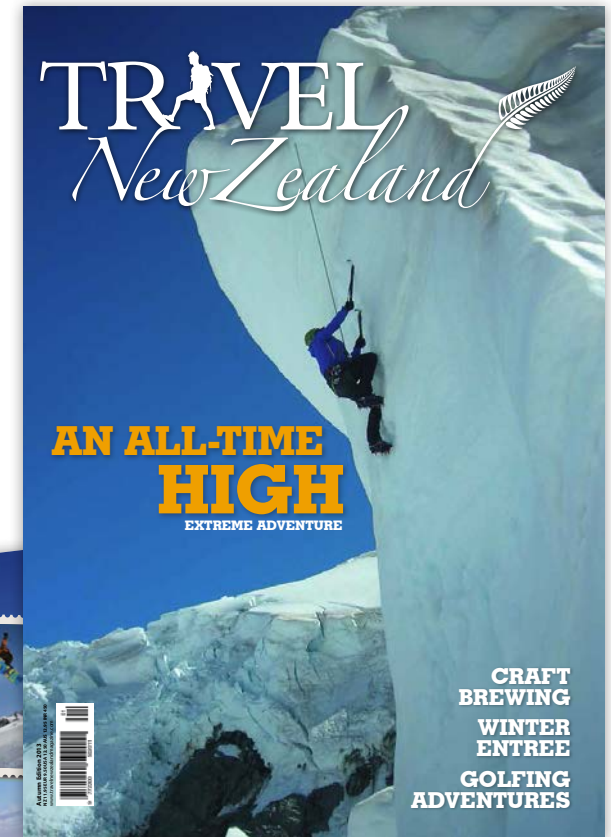
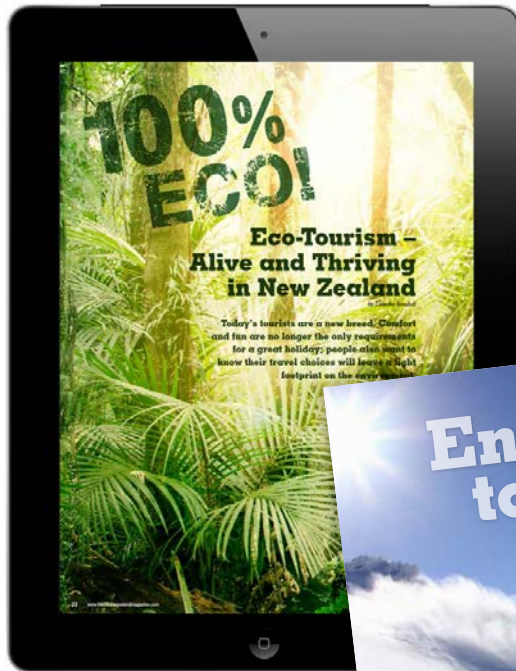


# layout

## LAYOUT/DESIGN

Travel NZ

Print version and JetStar International in-flight magazine available on iPad



# digital

## FRONT-END UI CRM Software

Web-based ipad apps.



## eDM

Banking

bnz partners programme.

4 eDMs in series.

Don't leave your **future** to chance...



**Review your Success Profile,  
then do the Capability Survey**

*(it's coming your way in F11:Q2)*

For all Senior Partners, Sector Partners, Partners and  
Senior Associates (Phase 1)

brought to you by **BNZ Partners**

**Partners Capability Framework**

know > develop > direct your own future

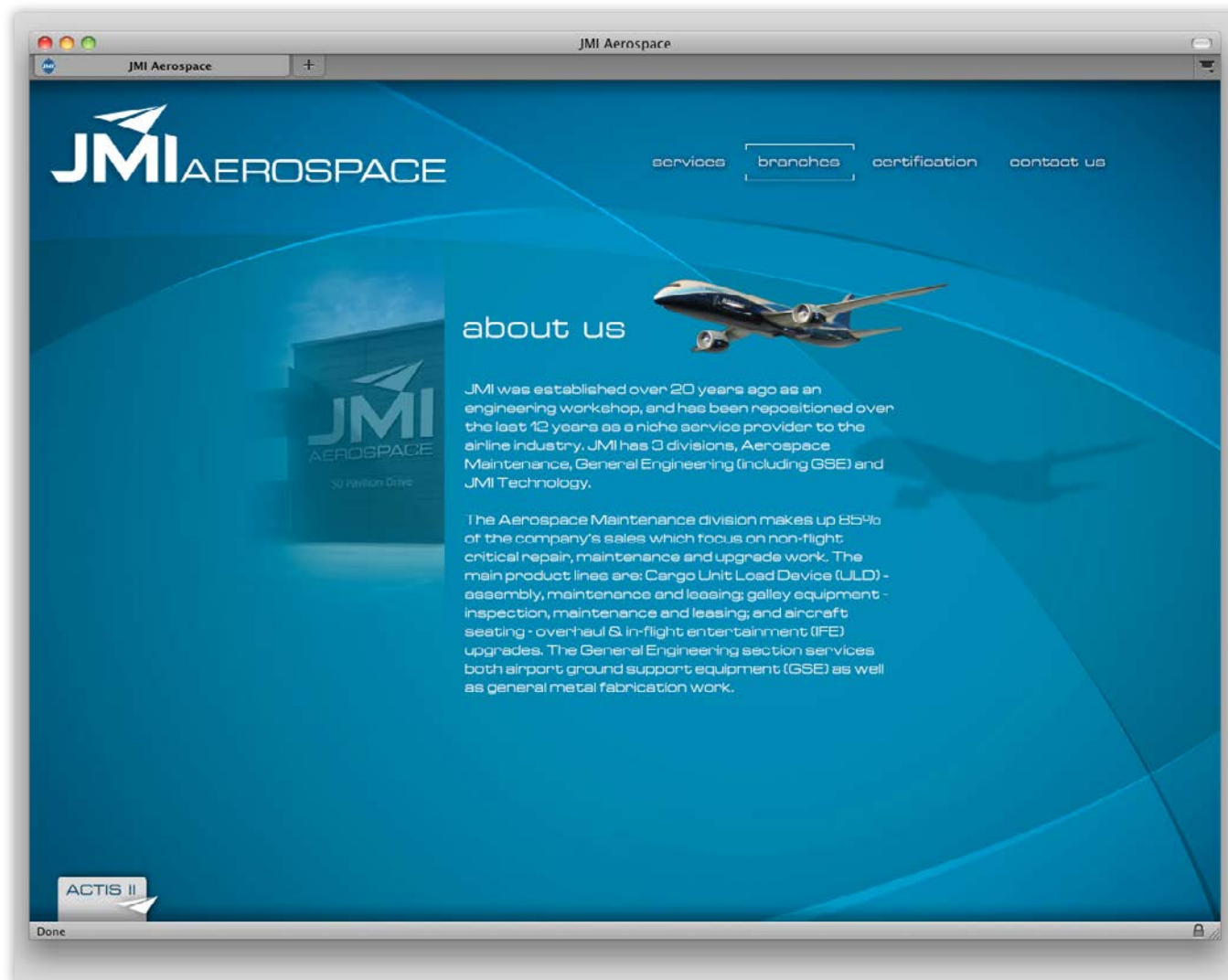
# web

## JMI REBRAND

JMI Aerospace

New identity implemented

Website proposal



Previous identity.

# packaging

## KOOLJUICE

Minifi Beverages

New isotonic drink

# Kool Juice



# daniel grey CV

## Citizenship

New Zealand

## Date of birth

21 Jan 1972

## Email

danmgrey@gmail.com

## Education

1989 Matriculate Paul Roos Gymnasium Secondary School - Stellenbosch  
1995 BA Degree. University of Pretoria, South Africa. Majors: Fine Art, Art History, Psychology

## Work Experience

1992 - 1993 4Images Reprographic Bureaux - Graphic Designer. Pretoria, South Africa  
1994 - 1995 Prodata Advertising - Graphic Designer and Mac Trainer. Pretoria, South Africa  
1995 - 1997 Grey Graphics - Freelancer/Owner. Pretoria, South Africa  
1997 - 1999 Alphabetsoup Ltd - Art Director/Studio Manager. Auckland, New Zealand  
2000 - 2001 Pure Creative DMB&B - Australian Satellite Office Studio Manager/Creative Director. Auckland, New Zealand  
2001 - 2002 Pure Graphics - Freelancer/director. Auckland, New Zealand  
2002 - 2003 Umhlaba Graphics - Senior Designer/Partner. Pretoria, South Africa  
2003 - 2009 South African Revenue Service - Brand Implementation Specialist/Art Director. Pretoria, South Africa  
2009 - 2013 DMG Advertising Ltd - Freelancer/director. Auckland, New Zealand

## Skills

Highly proficient senior mac operator/senior graphic designer/art director/studio manager/creative director  
Projects from concept to production  
Creative thinker and team player, deadline driven  
Works well under pressure, efficient and super fast

## Software

Adobe InDesign, PhotoShop, Illustrator, Flash (Adobe CS Creative Cloud)  
Apple platform since 1988