

“Take nothing but pictures. Leave nothing but footprints. Kill nothing but time.”

Fresco's Green Philosophy

- We never encourage wasteful marketing tactics such as letterbox drops or gimmicky promotions
- We aim to educate all our clients on the recycled and **alternative fibre paper** options available to them for their printing needs
- We use **Finsbury Printing** wherever possible, Finsbury Printing have converted completely to vegetable based inks; run directly from computer to plate (eliminating the need for film); are the first printer in Australia to take on the **Greenhouse Challenge** and have had ISO14001 **Environmental Certification** since 2002. Their target for 2005 was to become the first printing company in Australia to become **carbon neutral**
- We refuse business that is irresponsible in any way to social and environmental sustainability
- We **re-use** and **recycle absolutely everything** we can think of, from paper and plastics to old cds, ink cartridges and broken computer monitors
- Our studio uses **natural light** and **ventilation to save energy** – come and visit us!
- Our cleaner uses biodegradable cleaning products, disposes waste **sustainably**, doesn't use plastic bags and participates in recycling programs
- Our in-house printing is kept to a minimum and is done on paper that is **100% recycled**, 100% post consumer waste with TCF certification
- Our main correspondence with clients on design jobs is via PDFs rather than printouts
- We suggest **Australian Ethical Investments** as a superannuation company. Australian Ethical Investment is well known for the unique ethical selection criteria of this investment portfolio. It also **regularly donates 10% of its profits to non-profit charity, benevolent and conservation organisations**
- We put our computers and printers into **energy saving** mode when unattended
- Each staff member is personally committed to refusing excess packaging, plastic cutlery, junk mail, to **recycling and composting** at home, using low energy light bulbs, biodegradable cleaning products and keeping aware of the impact of the everyday small things
- We regularly do work pro bono for deserving organisations such as the **Sydney Children's Hospital**.



Fresco Creative is a boutique design studio located in the creative hub of Surry Hills, with a balance of fresh ideas and a well-established reputation for consistency and quality.

Our philosophy extends beyond ourselves into the social and environmental impact of graphic design. We individually, and collectively as a studio, have an understanding of our responsibility. We have enjoyed working with organisations whose focus is to challenge and inspire the government and society on every level to create change for the better.

We aim to mirror the effectiveness, order and creativity found in the natural environment – no mess, no fuss just beauty and abundance.

Our design philosophy is to consistently focus on crafting compelling and contemporary design solutions that are relevant and strategic to the requirements outlined in each job brief, with a focus on each step having as little impact as possible.

We do this through internal policies and procedures, personal commitments from staff members and outsourcing through suppliers who share our passion for considering the ecological impact of our industry and who are doing something about it.

Clients

Sydney Childrens Hospital - Invitations and Programmes, Newsletters, Donation forms, and stationary

Cancer Council - Reports

WWF - Logo and Branding, Annual Reports, Posters

Clean Energy Future Group – Annual Report

Farm Institute of Australia – Policy Journal Report

Trees for Life – Logo and Brand Identity

Purves Enviromental – Reports and Website