



ANZ'S MONEY-MINDED KIT - FOR PEOPLE WHO AREN'T

MoneyMinded is a financial education program developed by ANZ which helps people make informed decisions about the use and management of their money.

Marcus Lee Design came to us with some beautiful illustrations and a brief to produce something different. We created a binder and slipcase set using clear-frosted Turtlene. Its natural warmth and solidity meant it was perfect for the job, and allowed us to make the most of the four-colour illustrations.

We printed them on the inside, backed with white, and added a spot warm grey on the outside to give the whole package extra depth and dimension.

