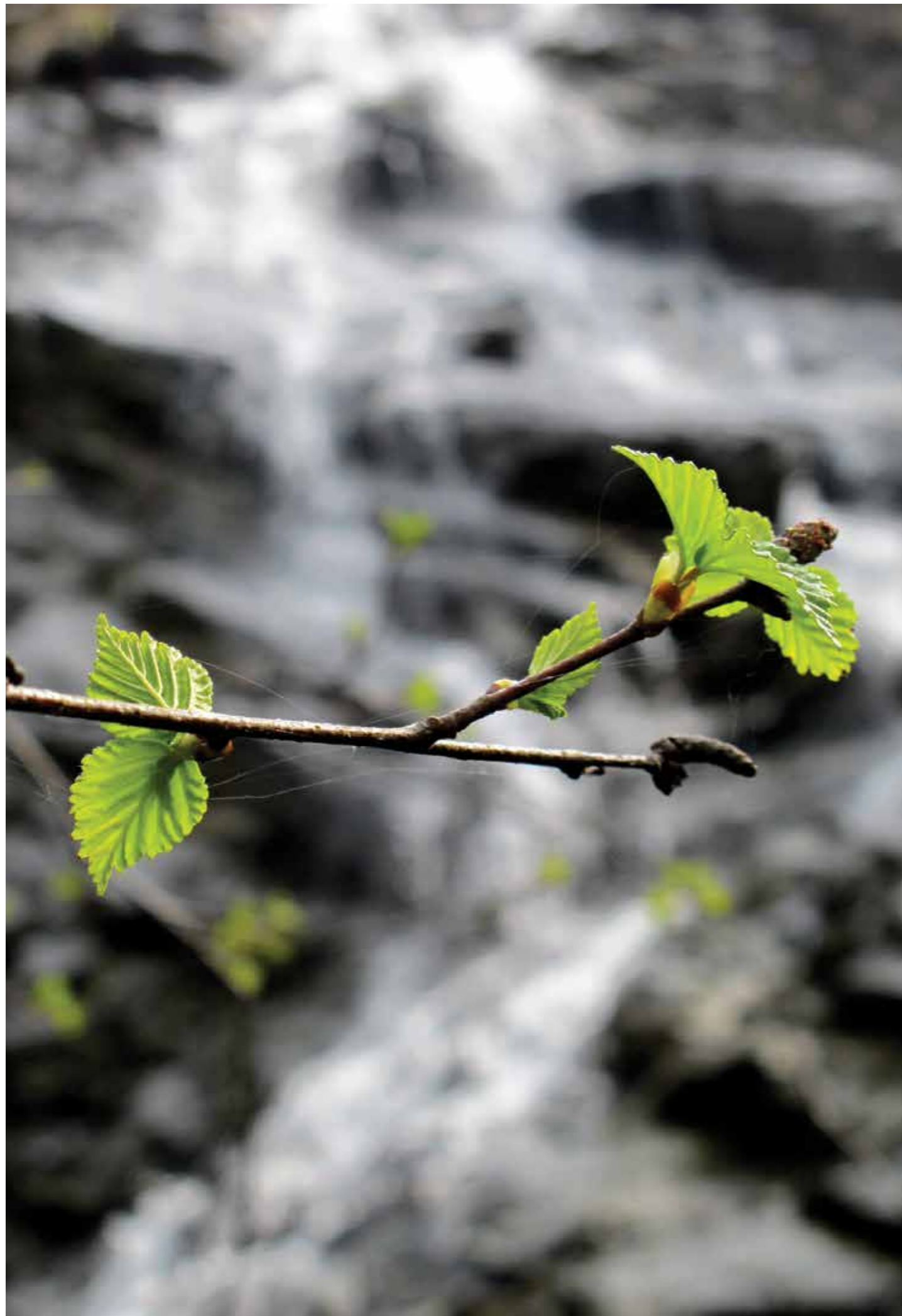


Introducing White Fusion.



White Fusion, freelance graphic design services.

White Fusion was established in 1997 by Steve White, a freelance graphic designer. Steve is passionate about helping clients achieve their goals through creative and effective design that is meaningful and relevant to their business and its consumers.

Experience with a mixture of small and large clients and budgets has given Steve the ability to understand the unique needs of each project, with the foresight to have them grow with the business. Working within the corporate, agency and individual fields has also given Steve the ability to work proficiently as an individual or within a group environment.

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### Our Services

- Branding and identity
- Concept Development
- Printed Materials
- Corporate Identity
- Digital Materials
- Style Guides
- Event & Exhibition
- Photography/Photo Retouching
- Web Design
- Advertising
- Annual Reports/Brochure
- And more

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### Steve White

Design & Art Direction

**E** [steve@whitefusion.com.au](mailto:steve@whitefusion.com.au)

**W** [whitefusion.com.au](http://whitefusion.com.au)







## Clients of White Fusion

Past & Present

Below are some of the long term companies White Fusion has worked with over the years. White Fusion strives to maintain a professional ongoing working relationship with all client.







White Fusion has been working with Scania Trucks Australia to produce marketing collateral and exhibition display material to further the companies consistency of brand throughout their fields of advertising, marketing, internal and external documents/forms and exhibition.

White Fusion continues to work on an ongoing basis with Scania Trucks Australia.







Graphic Design services for the Australian Pavilion at the 2010 World Expo Shanghai, China. White Fusion designed the transition graphics and text throughout the pavilion along with the chandelier decorations and wall graphics in the Pre-show area.

The transition graphics and descriptive text panels displayed both English and Chinese languages. These graphics, with the use of the central characters, told a story as people walked through the pavilion to the main show.

The chandelier decorations which incorporated aspects of the graphics used throughout the Pavilion. When lit, the chandelier shadows provided an inspired and artistic transition into the main show.

Contracted by Salted Caramel Studio & think OTS.





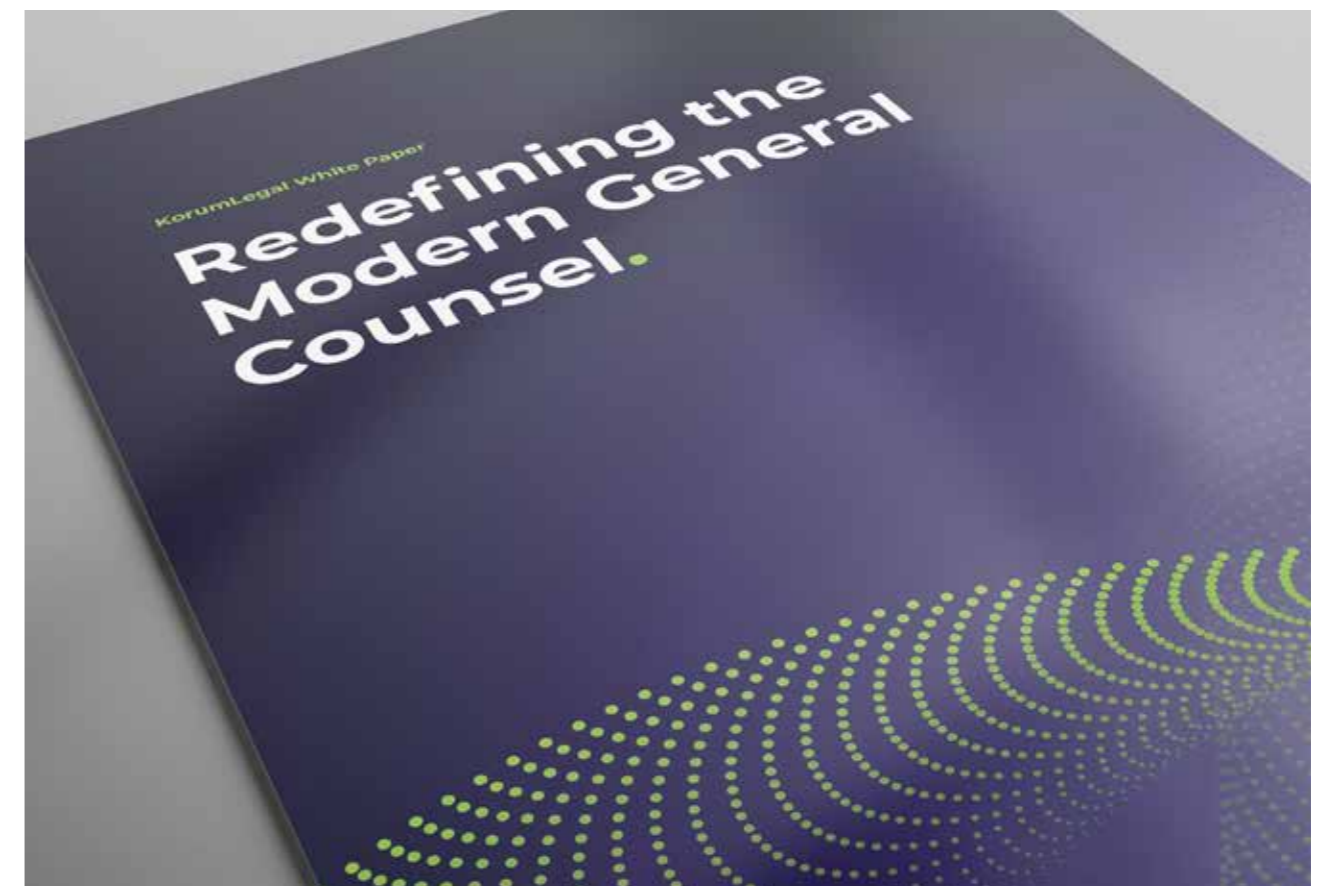


The KorumLegal Group is a legal solutions company, providing flexible, quality, value-driven legal solutions to meet our customers' needs.

White Fusion has been working with KorumLegal to develop their corporate brand identity. Prior to White Fusion's appointment Korum was using several different designers for it's needs and thus the brand consistence was suffering. Being the preferred supplier White Fusion has been able to develop the brand and insure consistence across collateral.

'Thank you so much for the great work!  
The team are in awe of the design, and the credit goes to you! Great job Steve! '

Satinder Sohal  
Growth Marketing Executive





White Fusion has been working with Mercer throughout its Asia markets for the past 2 years.

The partnership has seen White Fusion creatively push the boundaries of the Mercer corporate brand into non-standard publication such as Cookbooks and Award submission.

Recently White Fusion has begun working closely with the Singapore division in the digital field.





NEWS      WEDNESDAY, 12 FEB 2020 10:00 AM AEST 3

# Icy days on 'conveyor belt' from Antarctica

**By Peter Hudson**

The conveyor belt of ice from Antarctica is still flowing, but it's getting thinner and slower. The ice is melting faster than it's being replaced, and the sea level is rising. The ice is also getting more fragmented, and the chunks are smaller. The ice is also getting more saline, and the chunks are more likely to melt. The ice is also getting more fragmented, and the chunks are smaller. The ice is also getting more saline, and the chunks are more likely to melt.

**"We're seeing icy temperatures [but] overall, we still see far more record hot temperatures."**

The conveyor belt of ice from Antarctica is still flowing, but it's getting thinner and slower. The ice is melting faster than it's being replaced, and the sea level is rising. The ice is also getting more fragmented, and the chunks are smaller. The ice is also getting more saline, and the chunks are more likely to melt.

**DOES YOUR INVESTMENT PORTFOLIO BENEFIT FROM RISING RATES?**

When interest rates rise, your income should too. The Metrics Direct Income Fund seeks to generate monthly cash income of the RBA Cash Rate plus 3.25% p.a.\* through diversified portfolios of loans to Australian companies.

[www.metrics.com.au](http://www.metrics.com.au)

**METRICS**

FIND OUT MORE



Metrics is an Australian non-bank corporate lender and alternative asset manager specialising in fixed income, private credit, equity and capital markets.

Steve has been working with Metrics across all aspects of design and brand with the focus on brand consistency over a variety of media and uses.

**METRICS DIRECT INCOME FUND**

UNIQUE ACCESS TO THE KINGDOM OF AUSTRALIAN PRIVATE DEBT MARKET

**INVESTMENT HIGHLIGHTS**

- Monthly cash income
- Reduced capital volatility
- Access to high-yield private debt
- Superior performance over public debt

**WHO IS IT FOR?**

The Metrics Direct Income Fund is a diversified portfolio of private debt, offering a unique access to the Australian private debt market. It is designed to provide a steady stream of monthly cash income, making it an ideal choice for investors seeking a reliable and high-yield investment.

**INVESTMENT OBJECTIVE**

The Fund aims to provide steady cash income, low risk, liquidity and high returns, outperforming the public debt market, and to provide a diversified portfolio of private debt, offering a unique access to the Australian private debt market.

**INVESTMENT STRATEGY**

The Fund's investment strategy is to invest in a diversified portfolio of private debt, offering a unique access to the Australian private debt market. It is designed to provide a steady stream of monthly cash income, making it an ideal choice for investors seeking a reliable and high-yield investment.

**WHAT IS CORPORATE LEAD?**

As a corporate lender, Metrics is a leader in the Australian private debt market. We have a strong track record of providing high-quality private debt to Australian companies, and we are now offering this expertise to our investors through the Metrics Direct Income Fund.

**FUND TERMS**

Face Value	A\$100 million
Minimum Investment	A\$100,000
Subscription Period	12 months
Redemption Period	12 months
Management Fee	1.5% p.a.
Performance Fee	10% p.a.
Investment Objective	Monthly cash income
Asset Class	Private debt
Geography	Australia
Asset Allocation	100% Private Debt

**KEY PORTFOLIO FEATURES**

- ~230 Loans
- ~2 Years
- 100% A\$
- Highly diversified
- Highly liquid
- Highly transparent

**RESEARCH RATINGS & PLATFORMS**

**Zereth**

**USE TO GROW MONEY**

Use the Metrics Direct Income Fund to grow your money and generate a steady stream of monthly cash income. The fund is designed to provide a reliable and high-yield investment, making it an ideal choice for investors seeking a steady stream of monthly cash income.

**RESPONSIBLE INVESTMENT**

ENVIRONMENTAL, SOCIAL AND GOVERNANCE POLICY

1 September 2020

**WHO WE ARE**

Metrics is an Australian non-bank corporate lender and alternative asset manager specialising in fixed income, private credit, equity and capital markets. We have a strong track record of providing high-quality private debt to Australian companies, and we are now offering this expertise to our investors through the Metrics Direct Income Fund.





Since starting with Red23 in 2017, Steve has worked to continually grow the Red23 brand throughout the different departments. This has included work with various stake holders and supplier across a variety of media and applications for development rollouts.

Recently Steve has been working closely with the Managing Director to establish a Red23 Marketing Division to assist client with all marketing for their developments journey.



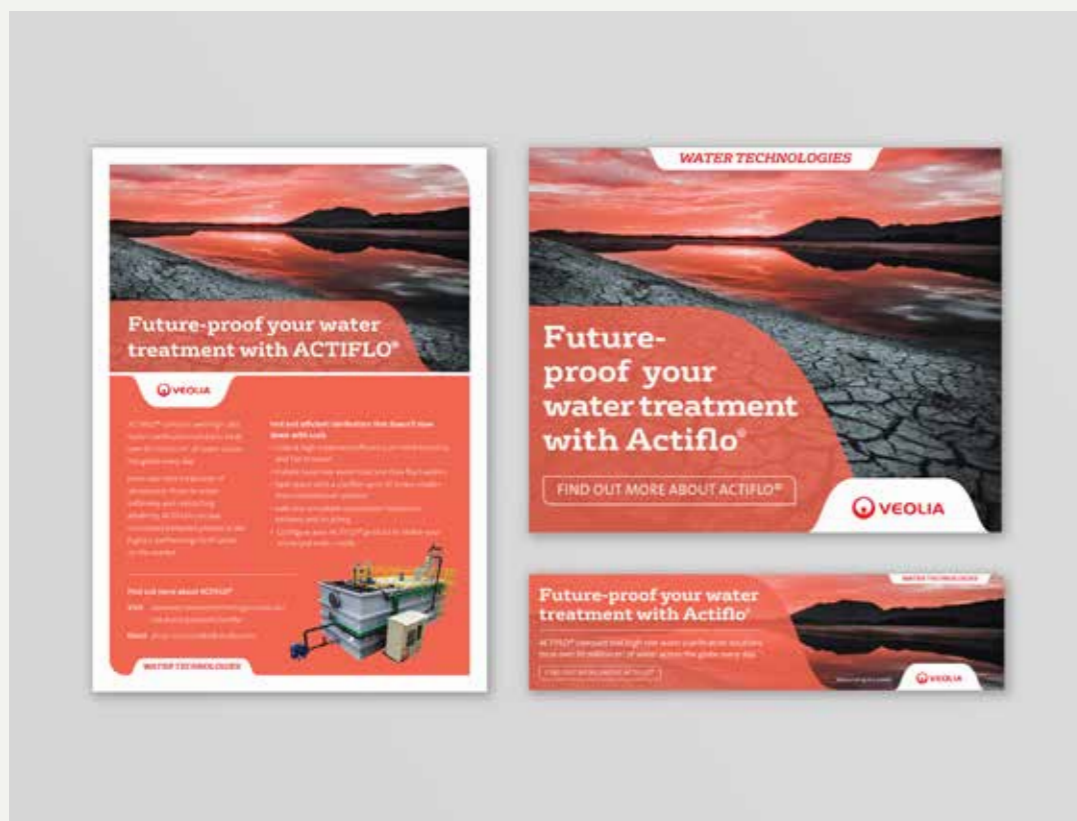




White Fusion has been working with Veolia to produce marketing collateral material to further the companies consistency of brand throughout their fields of advertising, marketing, EDMs and social media.

White has also worked with Veolia in creating and rolling out the 'We Deliver' campaign through all Veolia divisions.

White Fusion continues to work on an ongoing basis with Veolia contracted by Top Marques.







White Fusion has been working with Civitas Services (Civitas) to develop their corporate identity, logo and brand for today's market. Being a new company, Civitas wanted to convey a strong message along with the use of their three key ideals; Empower, Lead, Connect.

White Fusion continues to work with Civitas for all corporate collateral and events as needed throughout the journey.





**ALLANVALE**  
CRANBOURNE EAST

Allanvale Estate is a 270 lot development in Cranbourne East being developed by Artemis Hotel Group.

Steve has been across design, preparation and installation of all Allanvale Estate marketing material since the beginning and continues to be involved with all creative and maintenance for the estate.







Top Marques is a company specialising in exhibition, conference and on screen productions.

White Fusion developed the logo for Top Marques based around the client brief, which was to subtly show a tick shape within the logos icon.

The final result not only showed the subtle tick shape but also gave the impression of a wall being lit up from the bottom by a spot light.







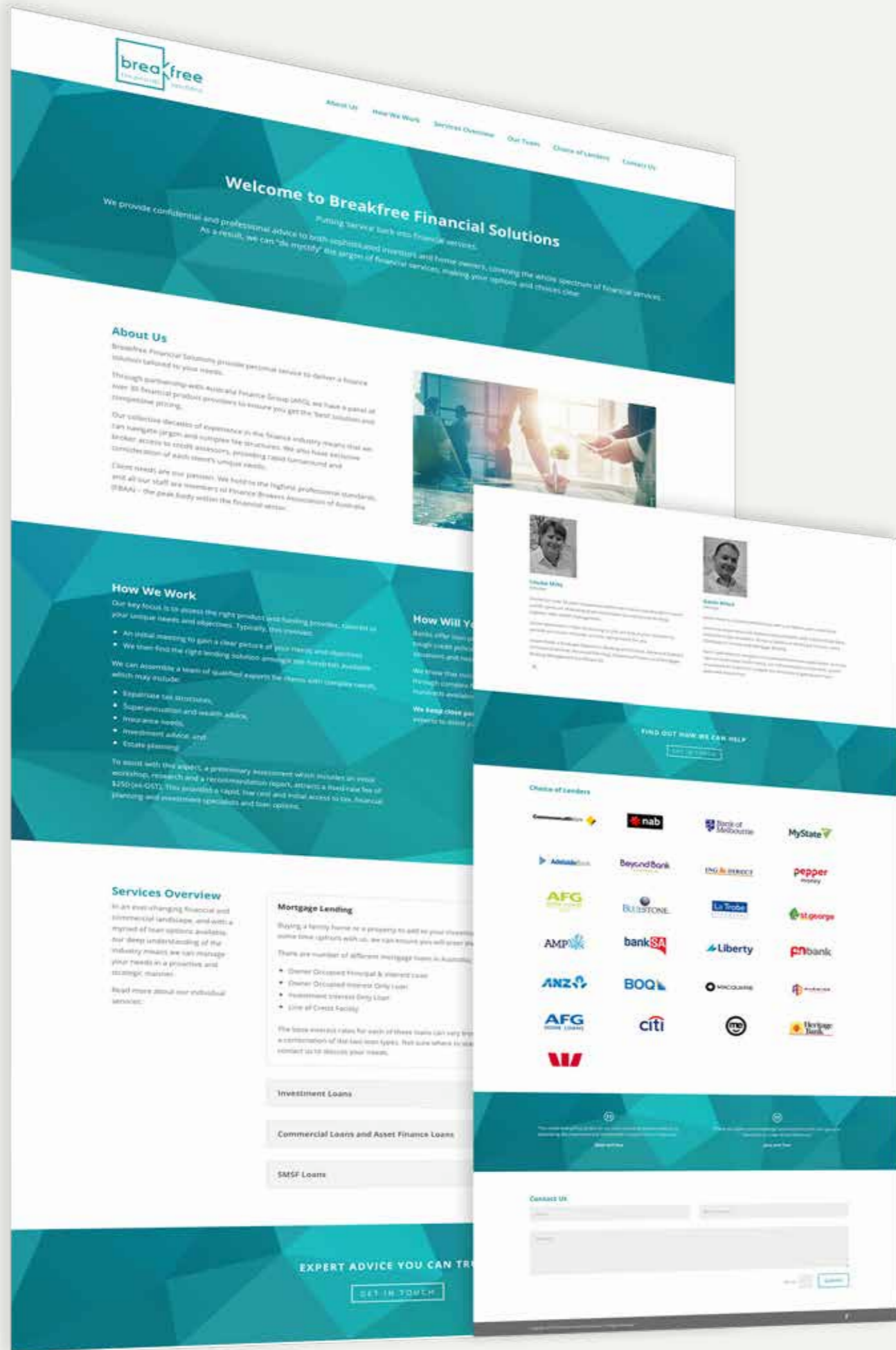
Jago is an app that allows business to attract and keep more customers. The app allows the user to know the experience they have provided to each customer, gathering and organise the feedback and do something about it.

White Fusion worked closely with Salted Caramel Studio to achieve the branding design, concept and development of UX/UI for version 1.0.

Contracted by Salted Caramel Studio.



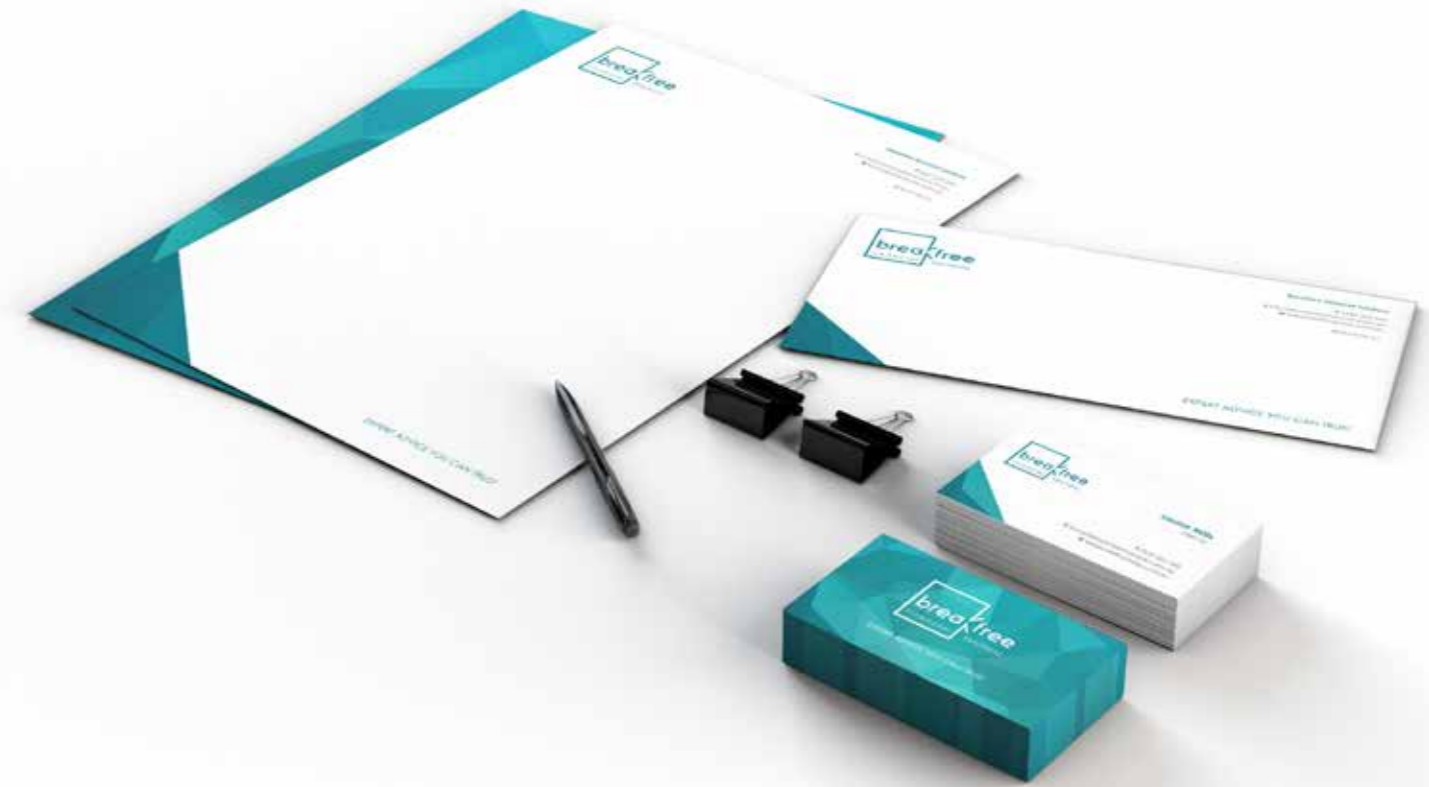




White Fusion was approach by Breakfree Financial Solutions, following a referral to assist in the creation of the companies corporate identity and branding.

Without a clear direction from the client, White Fusion set to work at created a company logo. The idea behind that logo was using the 'k' within 'Breakfree' to illustrate breaking free from an square. The client feel in love with the concept and idea behind the logo. White Fusion then created the company stationery and WordPress Theme based website.

White Fusion is working closely with Breakfree Financial Solutions to further their standing in the Finance Industry and keep a consistent brand throughout the collateral.





Accuteque is a Melbourne and Sydney based company specialising in advisory consultancy.

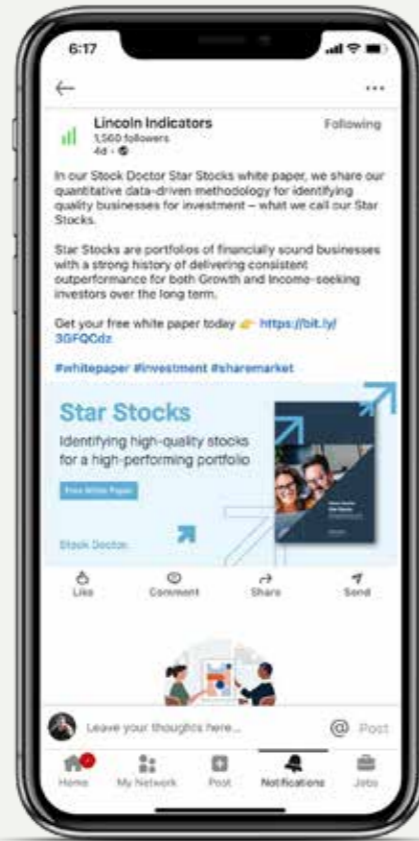
White Fusion was tasked with developing a corporate style that was clean and professional and could be adapted to a vast era of marketing collateral and company branding. Introduction of new colour palate and specific imagery the new corporate style has assisted with accuteque's continued growth in the industry. The new corporate style has been developed into a Brand Guidelines document covering all aspects of the accuteque marketing collateral, all produced by White Fusion.

'The final products have been practical and beautiful.'

Veronica Strachan, Accuteque P/L







## Lincoln Indicators

Lincoln Indicators specialise in fund management and premier DIY share market research membership platform, Stock Doctor.

White Fusion has been working with Lincoln Indicators to roll-out their new corporate brand and style across multiple platforms and media, from social media to print, EDMs to websites and everything in between.

White Fusion continues to work on an ongoing basis with Lincoln Indicators.





Concept and graphic design services for the Resolution Independent document to promote the films and TV series on the companies slat.

The brief was that the design could not detract from the already existing graphics for each feature. The use of abstract lines gave different options for the page layouts whilst not detracting from the existing graphics.

Contracted by Salted Caramel Studio.







**L2EVOLUTION**

L2 Evolution is a company that specialised in the installation of green energy electrical solutions.

Being a green energy company the colour of the logo spoke for it's self. The icon graphic was developed to be an artistic L2 that resembled the shape of a solar panel.







**JETTY NORTH**  
BELLARINE

Jetty North was a 60 lot development on the Bellarine Peninsula.

Steve worked with Red23 to develop the name and branding of the Jetty North development which was received very well by the client and broader community.

The Jetty North brand was then rolled out across the development for the life of the project with all design, presentation and installation aspects undergone by Steve.







Consultum Financial Advisers (Consultum) worked together with White Fusion to maintain the creative integrity of their Corporate Style over a broad range of dual branded and sole branded marketing collateral. This relationship lasted many years before the decision was made to take the role in-house.

With an Australia-wide network of financial advisers, Consultum has required everything from brochure to signage, flyers to newsletters, invitations to logos.





**Steve White**  
Design & Art Direction

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**W** [www.whitefusion.com.au](http://www.whitefusion.com.au)