



case study

incremental petroleum limited



**“Each year Indepth works with Incremental to update the Annual Report, striving always to increase shareholder interest”**

When ASX and Berlin Stock Exchange listed petroleum exploration company Incremental Petroleum needed a new image in order to better promote itself, Indepth Creative was there to help.

Incremental Petroleum was founded by a highly experienced team of oil industry professionals, including geologists, engineers and financiers, with the aim to build a significant oil production business for the benefit of the shareholders.

Indepth Creative re-vamped the company's old image, creating new branding applications from stationary to business cards, creating instantly recognisable visuals for Incremental to use in everyday communications. All re-designing was done in such a way that it retained the essence of the company's goals and motivations.

To complement the re-branding a new look website was designed for easier navigation, making information accessible to shareholders. With an ASX feed listing the company's current share price and recent news accessible from the front page, the shareholder can discover all they need to know straight from the company's website, from ASX announcements, to analyst's reports and profiles of the board of directors.

Each year Indepth Creative works with Incremental to update the Annual Report, striving always to increase shareholder interest by displaying the years' achievements in a manner that also creates visual impact.

Indepth Creative is committed to continually building up corporate branding for Incremental as the group itself grows.