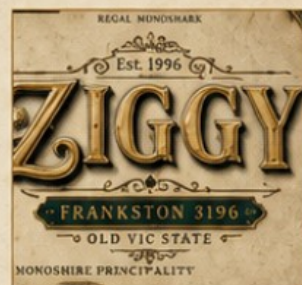




LETTERHEAD

Blank correspondence template



DATE

✦ ————— ✦

TO

✦ ————— ✦

SUBJECT

✦ ————— ✦

Use this page for ordinary correspondence.
The ornament stays in the furniture; the message should remain readable and human.

✦ ————— ✦

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✦ ————— ✦





ZIGGY

THE MONKEY SHOP • FRANKSTON 3196 • EST. 1996



MEMORANDUM / BRIEFING NOTE

WORKING CREATIVE OR ARCHIVE DECISION NOTE

FROM →  _____

TO →  _____

DATE →  _____

SUBJECT →  _____

STATUS →  DRAFT / FOR REVIEW / APPROVED

PURPOSE



KEY POINTS



DECISION / NEXT MOVE



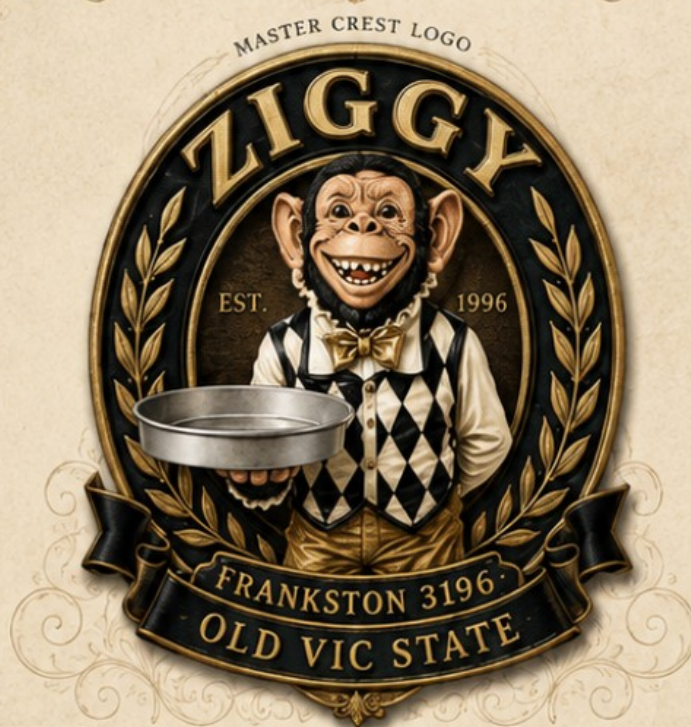


ZIGGY

THE MONKEY SHOP • FRANKSTON 3196 • EST. 1996

CERTIFICATE OF APPRECIATION

CEREMONIAL SPECIMEN



THIS CERTIFIES THAT

VALUED PATRON

is recognised with gratitude for being part of the living story around
The Monkey Shop, Frankston.

SIGNATURE



DATE

OLD VIC STATE — FICTIONAL CEREMONIAL LAYER



ZIGGY
THE MONKEY SHOP
FRANKSTON 3196 • EST. 1996



ARCHIVE INTAKE RECORD

NO HOMEWORK. ONE OBJECT, PHOTO, PAPER OR MEMORY AT A TIME.

ITEM / FILE

SOURCE

APPROX. PERIOD

PEOPLE SHOWN

RESTRICTIONS

EVIDENCE STATUS

DOCUMENTED / NEEDS CONFIRMING / LOCAL LORE / CREATIVE

WHAT IS IT?

WHY MIGHT IT MATTER?

CURATOR NOTE

FRANKSTON
ORIGINAL.

YOU CAME IN
FOR ONE THING.



GOOD FORTUNE
FAVOURS THE LOCAL.

STILL HERE.
STILL SMILING.

ZIGGY • FRANKSTON 3196 • EST. 1996



ZIGGY

— THE MONKEY SHOP —

FRANKSTON 3196 • EST. 1996



OWNER STEERING SHEET

— ONE PAGE. NO HOMEWORK. CIRCLE WHAT FEELS RIGHT. —



FULL / MILD / SUGAR-FREE
as the creative dial

☐

KEEP

☐

PARK

☐

CONFIRM



FRANKSTON 3196
as provenance

☐

KEEP

☐

PARK

☐

CONFIRM



OLD VIC STATE
as fictional ceremonial theatre

☐

KEEP

☐

PARK

☐

CONFIRM



AIR FRESHENER —
THE ZIG

☐

KEEP

☐

PARK

☐

CONFIRM



PLAYING-CARD DECK

☐

KEEP

☐

PARK

☐

CONFIRM



FRANKSTON CALENDAR

☐

KEEP

☐

PARK

☐

CONFIRM



STATIONERY /
EPHEMERA SYSTEM

☐

KEEP

☐

PARK

☐

CONFIRM





ZIGGY

THE MONKEY SHOP
FRANKSTON 3196 • EST. 1996



THE PEOPLE CHANGE.
THE MONKEY REMAINS.

PRODUCT DEVELOPMENT RECORD

Air freshener / "THE ZIG"

ZIGGY®
AIR FRESHENERS

RECOGNISE IT FROM A DISTANCE.
DISCOVER IT UP CLOSE.

DESIGNED TO WORK HARD.
• DISTINCTIVE SILHOUETTE
• PREMIUM MATERIALS
• METALLIC DETAIL
• MULTIPLE SCENTS
• DOUBLE SIDED STORY

3196

EAR CURVE GOLD KNOT SILVER TRAY CREAM DIAMOND OUR NUMBER

01 THE GOLD CROWN

02 THE GREAT LEADER PEAK 1

03 THE ORIGINAL JOVAL 1

04 THE JOCKER O CARD

05 THE B BIVE STAFF SIDE

06 THE SILVER TRAY REFLECTION

07 THE BOW TIE STATEMENT

08 ZIGGY CHECK PATTERN 18

BACK OF FABOR

ZIGGY FRANKSTON 3196

ZIGGY FRANKSTON 3196

ZIGGY FRANKSTON 3196

ZIGGY FRANKSTON 3196

ZIGGY FRANKSTON 3196

ZIGGY FRANKSTON 3196

ZIGGY FRANKSTON 3196

ZIGGY FRANKSTON 3196

BUILT TO BE SEEN.
MADE TO BE REMEMBERED.

THE SILHOUETTE THAT BECAME 3196.

ZIGGY MOTOR GOODS • FRANKSTON 3196 • EST. 1996

PREMIUM PACKAGING

ZIGGY AIR FRESHENER

MADE TO WORK.
MADE TO LAST.

ZIGGY

SCENTS

01. HERITAGE

02. COUNTRY LASSIE

03. MONKEY HOUSE

04. PUBLIC HOUSE

05. STILL MORE.

06. MONKEY FORTUNE

07. MONKEY FORTUNE

08. LUCKY MONKEY

WELCOME TO THE TROUPE.

PRIMARY JOB	Desirable object + learnable distance recognition
SILHOUETTE	Paired ear curves / proprietary dark body
CENTRE	Small gold knot
REFLECTION CUE	Shallow tray silver interruption
MICRO CUE	One cream diamond + 3196
FRONT	Restrained mystery / very little text
BACK	Reward: Ziggy / 3196 / scent / quiet line



FICTIONAL CEREMONIAL LAYER



FRANKSTON
ORIGINAL.

YOU CAME IN
FOR ONE THING.

GOOD FORTUNE
FAVOURS THE LOCAL.

RECORDED BY ORDER OF THE TROUPE

Ziggy



THE MONKEY SHOP • FRANKSTON 3196 • EST. 1996



ZIGGY

THE MONKEY SHOP
FRANKSTON 3196 • EST. 1996



WITH COMPLIMENTS

GOOD FORTUNE FAVOURS THE LOCAL.

HERALDIC SEAL



ZIGGY • FRANKSTON 3196 • EST. 1996



ZIGGY
THE MONKEY SHOP
FRANKSTON 3196 • EST. 1996



COMMEMORATIVE RECEIPT / ARCHIVE TICKET

Creative ephemera specimen

THE MONKEY SHOP

FRANKSTON 3196 • EST. 1996

ITEM	THIRTY YEARS OF LOCAL LIFE
QTY	1
PRICE	ALREADY PAID IN TIME
CHANGE	STILL HERE
STATUS	KEEP THE MONKEY

YOU CAME IN FOR ONE THING.

GOOD FORTUNE FAVOURS THE LOCAL.



ZIGGY
FRANKSTON 3196
EST. 1996

OLD VIC STATE
— FICTIONAL CEREMONIAL LAYER —

KEEP THE MONKEY

Ziggy



ZIGGY

— THE MONKEY SHOP —
OLD VIC STATE — FICTIONAL CEREMONIAL LAYER
FRANKSTON 3196 • EST. 1996

BIRTH CERTIFICATE

TO ALL TO WHOM THESE PRESENTS SHALL COME:

Know Ye That in the Great Ledger of Old Vic State, under the watchful stewardship of The Monkey and by the authority vested in eternal tradition, the following entry has been duly made, recorded, sealed, and set in perpetuity.

BY ORDER OF THE MONKEY, THE RECORD SHALL STAND AS
EVIDENCE OF THE AUTHORITY BY WHICH THE MONKEY ORDERED
THE RECORD TO STAND.

THE MONKEY KEEPS THE LEDGER. THE LEDGER KEEPS THE MONKEY.

NAME ENTERED: ZIGGY

STYLE / DESIGNATION: The Monkey Shop

PLACE OF REGISTRATION: Frankston 3196

DATE ENTERED INTO THE LEDGER: Est. 1996

BOOK OF ORIGIN: Book of Local Life • Vol. I • Page 001

SEAL OF ENTRY: Official Seal of the Monkey Order

REGISTERED BY: The Monkey of Frankston

ATTESTED BY: Old Vic State Registrar

ARCHIVE NO.
OVS-MONKEY-001996



ROLL OF LOCAL LIFE
NEVER DELISTED.
ALWAYS REMEMBERED.

The Monkey

THE MONKEY
ETERNAL STEWARD OF THE LEDGER

Registrar O.V.S.

REGISTRAR OF OLD VIC STATE
KEEPER OF RECORD & RITE

THE PEOPLE CHANGE. THE MONKEY REMAINS.



ZIGGY

— THE MONKEY SHOP —

OLD VIC STATE — FICTIONAL CEREMONIAL LAYER
FRANKSTON 3196 • EST. 1996

BACHELOR DEGREE

DEGREE OF CEREMONIAL LEDGER AUTHORITY

TO ALL TO WHOM THESE PRESENTS SHALL COME:

Know ye That in the Great Ledger of Old Vic State, under the watchful
stewardship of The Monkey and by the authority vested in eternal tradition,
the following is hereby granted, declared, and sealed in dignity perpetual.

LET IT BE ENTERED INTO THE RECORD THAT THE MONKEY,
HAVING BEEN RECOGNISED BY THE RECORD, HEREBY RECOGNISES THE RECORD AS LAWFUL.

THE LEDGER RECORDS THE MONKEY WHO AUTHORISED THE LEDGER THAT RECORDED THE MONKEY.

THIS DEGREE IS HEREBY CONFERRED UPON

ZIGGY

for distinguished standing in local remembrance,
ceremonial bureaucracy, and the keeping of the ledger

BACHELOR OF MONKEY ADMINISTRATION

CONFERRAL SEAT:	Frankston 3196
FACULTY:	Faculty of Old Vic State Studies
DATE OF CONFERRAL:	Est. 1996
HONOURS:	Magna Ledger Cum Laudis
PLACE OF ORIGIN:	Book of Local Life • Vol. 1 • Page 001
SERIAL NO.:	OVS-BMA-0001996

TOGETHER WITH ALL RIGHTS, PRIVILEGES, AND CEREMONIAL HONOURS THERETO APPEITAINING.
IN WITNESS WHEREOF, THE GREAT SEAL OF OLD VIC STATE IS HEREUNTO AFFIXED,
AND THE SIGNATURES OF THE AUTHORISED OFFICERS ARE DULY SET.

CHANCELLOR

The Monkey

ETERNAL STEWARD OF THE LEDGER

DEAN OF LOCAL LIFE

Old Vic

KEEPER OF LOCAL REMEMBRANCE



REGISTRAR

Registra O.V.S.

REGISTRAR OF OLD VIC STATE
KEEPER OF RECORD & RITE

CERTIFIED & SEALED IN ORDER

Z. Ledger

OFFICIAL SEAL KEEPER

ROLL OF LOCAL LIFE
NEVER DELISTED.
ALWAYS REMEMBERED.

THIS DEGREE IS RECORDED
IN PERPETUITY
ON THE LOCAL LEDGER.

THE PEOPLE CHANGE. THE MONKEY REMAINS.