

Red Pony specialises in producing clear, concise and compelling content for traditional and new forms of communication.

Our services extend far beyond the written word - we take a holistic view of each project to recommend a strategy that will deliver the best possible result.

We offer a responsive and personalised approach backed by considerable experience and expertise to deliver targeted documentation for all requirements.



Red Pony | technical communications

Technical writing

Red Pony has more than ten years experience producing website content, applications and multimedia productions. We specialise in taking complex subject matter (whether it relates to systems, products, services or methodologies) and then documenting this information to ensure the meaning is communicated to your intended audience.

We focus on providing clarity, ensuring logic and reducing complexity in order to convey technical concepts without any loss of meaning.

Red Pony can assist you to develop all types of technical documentation for asset management strategies, employee manuals, product specifications and reference documentation, regulatory and compliance documentation, white papers and software specifications.

Information design & instructional material

Red Pony understands the fundamental principles of information design. We use our expertise to create intuitive, user-centric documents and systems.

We undertake a thorough analysis to identify the requirements, and design the information functional and presentation accordingly.

Red Pony can produce a range of educational materials designed to meet the specific needs of your staff, clients or users. We can ensure that the content addresses a range of learning styles (e.g. visual, auditory, kinesthetic or tactile) and help you select the best tools to develop your project (e.g. MS Word, MS Visio, Adobe RoboHelp).

Web content

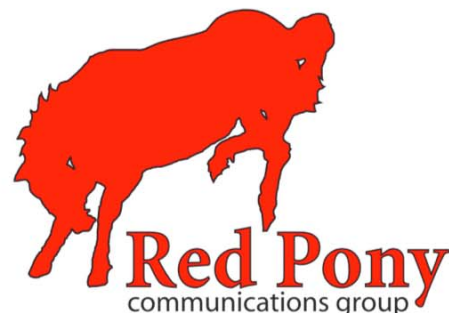
Depending on your requirements, Red Pony consultants can either produce new copy or adapt content from existing sources.

We can perform a segmentation of your target audience, survey the types of content available and clarify your overall objectives for the website. We review the content in terms of the overall information architecture to present a cogent, unified message across all pages within your site.

“I requested Red Pony’s services based on proven skills.

I have no hesitation in recommending Red Pony to other organisations.”

Content Manager
Parenting Research Centre



CONTACT

PHONE 1300 886 408 FAX 03 8080 6430 EMAIL mail@redpony.com.au WEB www.redpony.com.au
OFFICE Suite 401, Level 4, 282 Collins Street, Melbourne POST GPO Box 2299, Melbourne VIC 3001