

THE NEXT
CHAPTER
OF YOUR BRAND STORY
BEGINS
NOW.

INSPIRING
BRAND
SUCCESS





BRAND DESIGN IS AN ART,
THE ART OF CREATING A VISUAL LANGUAGE THAT IS
DISTINCT, MEMORABLE
AND TELLS A STORY
YOUR CUSTOMERS IDENTIFY WITH.

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PSD was formed in 2006 on the back of 3 guiding principals; Passion, Strategy and Dedication.

Passion.

Passion for design and inspiring focused results. Passion for striving for better outcomes for our clients. Passion for Brands.

Strategy.

Strategic thinking to differentiate the ordinary to become extraordinary. Discovering new ways to create, enhance and promote. Thinking in new ways to inspire change, both inside a business and to its clients.

Dedication.

Dedicated to our clients and the intricacies that enable business growth. Dedicated to prompt, efficient and reliable service. Dedicated to providing education and ideas to enhance a result and not just to satisfy it.

Our business is your experience, an experience that delivers outcomes to succeed expectations, that drives results and promotes positive reinforcements. It is our simple philosophy - your business growth is our business success.



OUR APPROACH
IS BASED ON CONSULTATION & COLLABORATION
MEETING EXPECTATIONS
AND CREATIVITY.



At PSD, from the initial planning stages, through to final implementation, we provide you with the expertise at every step of the branding process.

1. Collaboration

During this stage of the process we work closely with you to identify the desired outcomes for your brand. This stage is particularly important as it will set the tone for the rest of the brand development process. Collaboration is ongoing throughout the brand project and beyond.

2. Discovery

Brand discovery will help to define all aspects of the brand prior to creative development. The discovery process is not only to uncover details no one previously recognised, but also to gather information so we can catch up with you, to thoroughly appreciate your brand and create successful outcomes.

3. Creative

The creative process always consists of more research, physical sketching, planning, thinking, computer designing, client and team collaboration. It is never a lick and stick solution. PSD push and pull design, turn it upside down, sideways and inside out, and then start all over again until the creative is on brand.

4. [re] Create

[Re] Create involves working closely with you to test the effectiveness of the brand creative. During this time, we will review messages, tone, voice and reconsider some of the decisions we have made. Upon revisions and finishing touches the design are made ready for final approvals.

5. Implementation

This is possibly the most exciting stage of the whole process, as it represents the moment at which the design comes to life - distributed, printed, placed, coordinated... and you can see the positive effect it is having on your audience.

6. Support

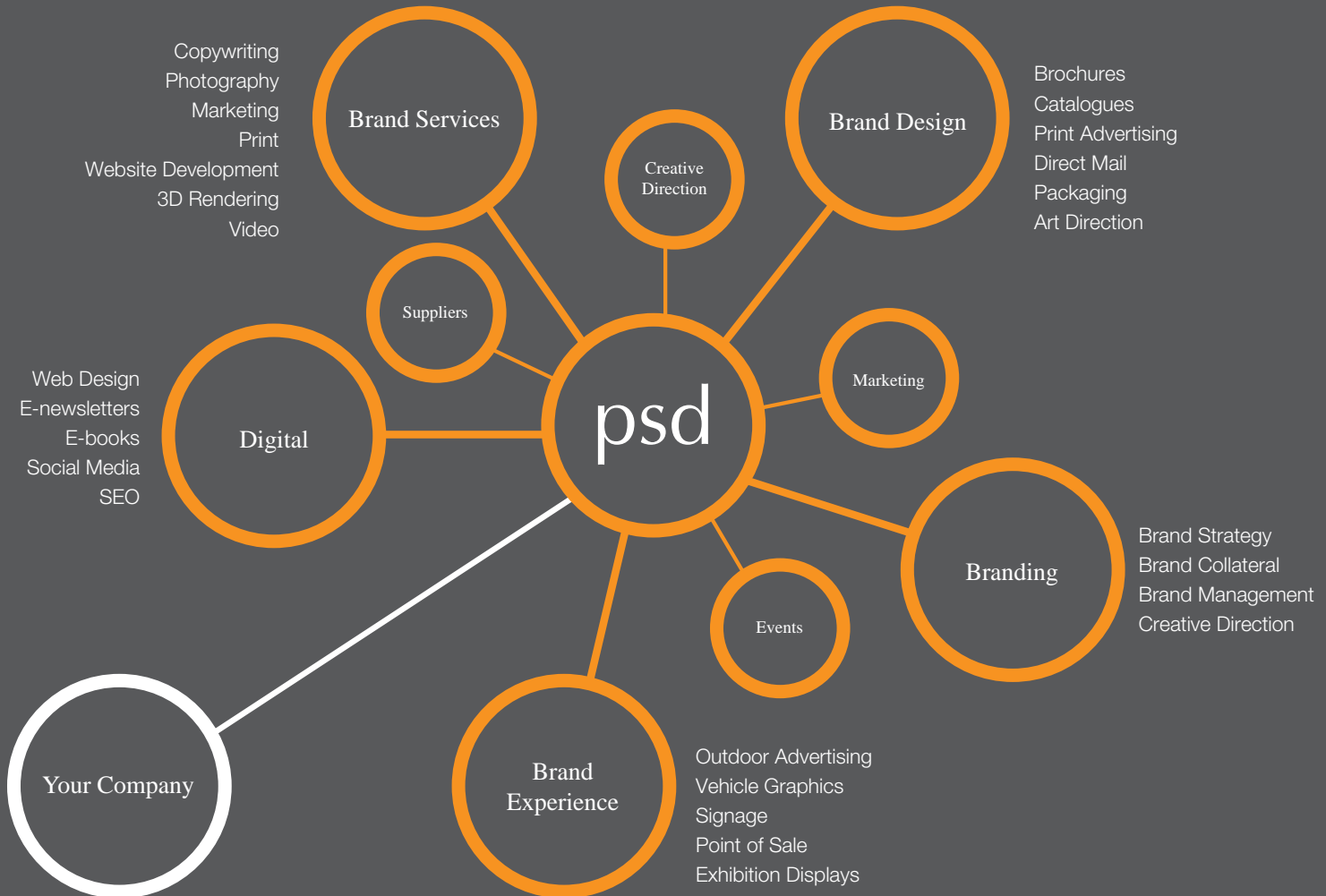
Of course once a brand project is completed that is not the end of the brand cycle. PSD provide support to our clients brand by continually offering advise, added services and new ideas to continually look for improvements.

A woman wearing a dark flat cap and a light-colored, patterned coat is sitting on a wooden stool on a rooftop. She is holding a red balloon string that extends upwards and to the left. The background shows a cityscape and mountains under a clear sky.

A BRAND IS THE SUB-TOTAL OF
ALL THE EXPERIENCES
YOUR CUSTOMERS HAVE WITH YOUR BUSINESS.
AS A BRAND DESIGN AGENCY WE HELP
SHAPE THIS PERCEPTION THROUGH VISUAL COMMUNICATIONS.

SERVICE STRUCTURE

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A black and white photograph of a sneaker hanging from a bare tree branch. The sneaker is positioned in the upper left quadrant, suspended by a thin branch. The rest of the image is filled with a dense network of bare, dark tree branches against a light, overcast sky. The overall mood is stark and minimalist.

ONE SHOE FITS ALL?
OUR TEAM ARE AS INDIVIDUAL AS
THE CAMPAIGNS THEY WORK ON!



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Our Team.

The team at PSD are made up of dedicated specialists. From Art Direction, Design, Copywriting, Video Production and Marketing, each fills a role required to deliver exceptional results for our clients brands.

Creative.

Our main objective is to ensure our clients marketing activities are effective and deliver the desired goals that meet or exceed expectations.

Our creative team both internal and external are industry experts in their fields. We are continually looking to evolve and ensure our clients have access to cutting edge technologies, best creative practices and specialist talent to best compliment and deliver exceptional creative solutions for our clients brands.

Reliable.

PSD pride ourselves on being reliable, efficient and offering exceptional customer service.

Our internal service platform means you have access to a dedicated project manager who not only understands marketing and design but also ensures your brief is received and communicated effectively.

Our fast turnaround of critical projects ensures we never miss a deadline.

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