

Stream
ART DESIGN

Logos + branding

NEW PACKAGES

1 JUNE 2018



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BRANDING & LOGO DESIGN

LOGOS DESCRIBE A MESSAGE ABOUT YOUR BUSINESS, IN THE SIMPLEST METHOD POSSIBLE

Your logo and branding reflect the personality of your business.

If you think of some of the most famous and recognisable brands, they are Coca-Cola, McDonalds and a little blue pill called Viagra! No one remembers the Viagra logo, but they remember the colour of the pill.

The power of colour

Colours are fascinating as they can help ignite an emotional response to your business. It's for a very good reason that most logo designs for professional/business services have the colour blue incorporated, and adventure sports and energy drinks such as Red Bull, utilise the power of the colour red. We like to get to know your business and your customers, and select a colour palette that will help present your business in a way that makes sense to your customers.

Typography

Typography (i.e. fonts and typefaces) are another important element for you logo, this is where the personality of your business is exemplified. A vineyard might choose a classic 'serif' typeface, where a gymnasium might select an angular modern 'sans serif' one, and a café might choose a friendlier 'handwritten' typeface. If a law firm chose a handwritten font for their logo, we might question their capability in a professional sense.

THE DESIGN BRIEF

Whether you are just starting a business endeavour and require a new logo, or a complete new corporate identity – we have the knowledge and award-winning experience to guide you with every step of the journey.

We begin the logo design process by firstly speaking with you and learning about your customer-base. We then research your competitors and start our creative brainstorming phase. After which, we commence work on designing a number of logo designs for you – sometimes our clients know what they want, but often they don't, which is why presenting a number of designs for you to choose from can be vital. It's after this point that we short list our designs and present them to you as our customer.



Type design is about function. Drawing pretty shapes isn't enough. JAMES TODD



TYPOGRAPHICAL

\$800

+ GST

Up to three typographical designs presented
(i.e. logo is created from letters/text only)

Uniquely created – this means you can
trademark your logo design

Multiple file formats supplied, for graphic
designers, signwriters, web developers and
for your social media requirements
(.eps, .ai, .pdf, .jpeg and .png)

Once you've paid for it,
you retain all intellectual property



SINGLE

\$900

+ GST

A single logo design concept
(i.e. logo includes graphics and text)

Uniquely created – this means you can
trademark your logo design

Multiple file formats supplied, for graphic
designers, signwriters, web developers and
for your social media requirements
(.eps, .ai, .pdf, .jpeg and .png)

Once you've paid for it,
you retain all intellectual property



MULTIPLE

\$1,100

+ GST

Three or more logo design concepts
(i.e. logo includes graphics and text)

Uniquely created – this means you can
trademark your logo design

Multiple file formats supplied, for graphic
designers, signwriters, web developers and
for your social media requirements
(.eps, .ai, .pdf, .jpeg and .png)

Once you've paid for it,
you retain all intellectual property

ADDITIONAL SERVICES



ADD-ON: STATIONERY

\$525

+ GST

Business card design

Printing of 1,000 standard*
business cards

Letterhead design

Supply of digital letterhead
(built in Microsoft word)

OTHER SERVICES AVAILABLE:

Graphic design, finished artwork, illustrations, programming work: \$100+GST per hour

Website design: POA

Larger project work: \$90+GST per hour

Please ask us for a quote specific to your needs.



QUALIFIED GRAPHIC DESIGNERS

Our experience spans a wide range of graphic design and website projects for government, Australian and international clients.



Branding

Your logo and branding reflect the personality of your business, and are an important milestone for your stationery and other livery.



Printed materials

Is your print work a keepsake, or something short-lived? The right design, content and materials will reflect this.



Websites

We'll keep you on track, when planning your website and/or online shopping cart requirements..

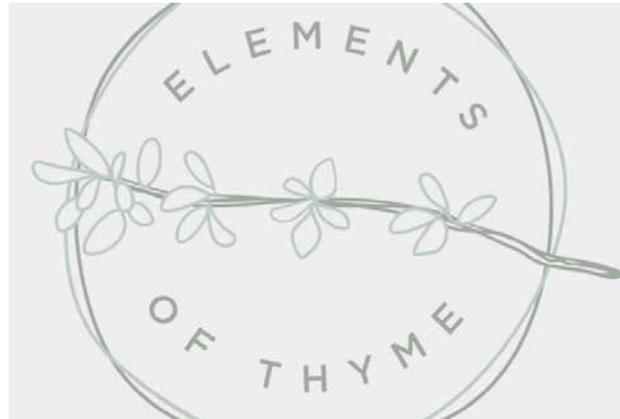
STRATEGY AND INTEGRITY

We focus on your business strategy and brand integrity, providing you with effective design solutions – no matter what graphic design service you require.



Packaging

Who is the product for, and what is the brand behind it? We answer these questions by identifying who your customers are and what are their needs.



Illustrations

Illustrations not only reflect the character of your business – but they can assist in communicating an idea visually and quickly.



Signage

Careful consideration is needed to design attention grabbing signage. And, importantly your message needs to be clear and easy to read..

YOUR GRAPHIC DESIGN TEAM

We are a graphic design studio, offering logo design, corporate identity, graphic design and website design. Looking after government, local, national and international clients, we approach every project with consideration and focus on your business strategy and brand integrity. Our goal is to provide you with an effective and strategic graphic design solution – no matter what medium you require.

OUR DESIGN PHILOSOPHY

01. Our focus is you and your customers

We put ourselves into the shoes of your customers, and think about their point of view. Our approach is to become familiar with the needs of your business, so that you can count on us to produce any communication piece required. Our aim is to grow your business with you, and work with you for a long time.

02. Flexible working structure

Anita Pava founded Stream Art Design in 2009, and has always believed in a flexible and supportive working environment for her staff. "It's all part of looking after our Stream team at work and play, and it works both ways – the result is a hard-working and happy team that are dedicated to achieving the best design solution for your business."



03. Continued learning practices

Technology plus the wants and desires of consumers, is forever changing. We aim to continue our own learning and awareness, so that we are agile, aware of online and social practices and statistics, and as cutting-edge as possible.

04. Design that works

Our team of qualified graphic designers aim to produce the highest standard of design work for your business. And our colleagues think so too, as shown in our award-winning work.



2009
Established



5
Core Team Members



50
Design Years

PERSONALISED SERVICE, ON TIME AND ON BUDGET

**We take great pride in our work
to ensure your brand is presented
with the highest level of professionalism
for your target market.**

I have found the team to be a pleasure to work with and strongly believe that they have grown our business through making our marketing material look professional and modern.

SHANNON WELLS
PAR AVION

Despite working for us on a pro bono basis, you treated us with the same level of dedication as you would a high level client. Your work is efficient and immaculate in every way and has certainly exceeded my expectations

SUSAN MURRAY
(FORMER) CEO, NATIONAL BREAST CANCER
FOUNDATION

We would highly recommend Stream Art Design to any business, group or individual who wants fantastic, quality designs produced promptly and with a personal touch.

AMANDA PASKE
MOVING MIND MOUNTAINS



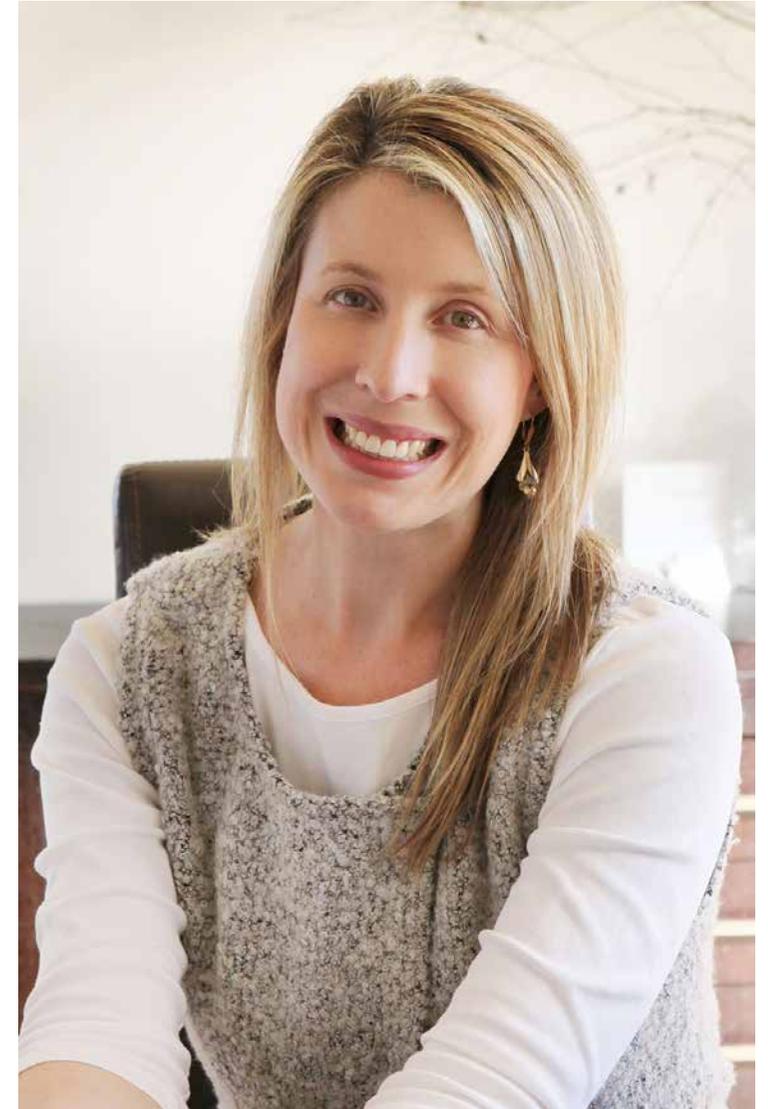
**OUR GOAL IS TO PROVIDE YOU WITH
AN EFFECTIVE AND STRATEGIC GRAPHIC
DESIGN SOLUTION – NO MATTER WHAT
MEDIUM YOU REQUIRE.**

We aim to be considerate to your budget, and approach any project with your customers in mind. We put ourselves into their shoes, and think from their point of view. We aim to become familiar with the needs of your business, so that you can count on us to produce any communication material required. We also want you to feel as though you're our only client – and have an 'in house' graphic design team available at your disposal.

Anita.

Anita Pava

Director / Graphic Designer



OUR TEAM



ANITA PAVA
DIRECTOR / DESIGNER



RACHEL EH RAT
SENIOR DESIGNER



KATE STOKES
DESIGNER



ASHLEE GRIFFITHS
DESIGNER



JUDY OLIVER
ACCOUNTS



DR CALIN PAVA
HEALTH CARE CONSULTANT



GRAHAM BROWN
APP DEVELOPER

Design and work ethics

01. Good design product

Our team of qualified graphic designers, have over 50 combined years of design experience in a variety of disciplines.

02. Intellectual property

If you've commissioned us and paid us for it, we consider it to be yours – you thereby own the intellectual property.

03. Insurance

We are fully covered via Hesketh McCrimmon Insurance brokers for professional indemnity insurance, for up to AUD \$10 million.

OUR CLIENTS *We are proud to work with the following organisations...*

Tourism

Adventure Bay Retreat, Bruny Island, TAS
Bruny Island House of Whisky, TAS
Earl's Anchorage, Lord Howe Island, QLD
Experience Tasmania, TAS
Gray Line, TAS
Norfolk Online News, NORFOLK IS.
Par Avion, TAS
Sidecar Tours Tasmania, TAS
Southwest Wilderness Camp, TAS
Tas Live Abalone, TAS/QLD

Government and City Councils

Albion Centre, Department of NSW Health
Cradle Coast Authority, TAS
Department of Treasury and Finance,
State Revenue Office, TAS
Glenorchy City Council, TAS
Kentish Council, TAS
Latrobe City Council, TAS
Tas Aboriginal Centre Inc, TAS
TasTAFE, TAS

Professional

Accelerate Evolution, Dubai, UAE
Alexandra Nea Illustrator, NSW
Allegro Funds, NSW
Amanda O'Rourke Recruitment, AUS
Blissful Way, NSW
Bradfield Dumpleton, illustrator, AUS
B&H Real Estate, TAS
Cake a Hike, TAS
Cann Legal, TAS
Crossfit 42°S, TAS
Crossfit MSD, TAS
Devil Wipes, TAS
Financial Counselling Tasmania, TAS
Gardners Bay Blueberries, TAS
Harcourts Ulverstone, TAS
Jill Harper, celebrant, TAS
Jen Evans Consulting, TAS
Law Cooper, financial advisors, NSW
LeGrew Design, Jo and Daryl LeGrew, INT
Leven Equine Veterinary
Lifestyle Images, Alex Grimshaw, AUS

Lotus Waters, TAS

Love Your Guts Co, TAS

Moving Mind Mountains, life coaches, TAS

Mutts Be Luv Barkery, TAS

Organic Trader, NSW

Nationwide Advertising (Zulu8), NSW

Peak Solutions, NSW

Ponti Rossi, ITALY

Raadas Property, TAS

Revolution Home Finance, TAS

Rhuby Innovations, TAS

Seigan Commercial, TAS

Shearwater Hair Studio, TAS

The Green Room, TAS

Valentine Interiors + Design, TAS

Not-for-profit

Crop Swap Sydney, NSW

Hunter Island Press, TAS

Scouts Australia, TAS

The Fragile X Association, AUS

Virtuosi Tasmania, TAS

Health Care

Burnie GP Superclinic, TAS

Diverge Consulting, VIC

Ian Frame Optometrist, TAS

Langwarrin Medical Clinic, VIC

Liverpool Eye Surgery, NSW

Mindfulness MiCBT Institute, TAS

Norwest Day Hospital, NSW

Northwest Dental, TAS

Synapse Medical Services, AUS/UAE

Sydney Surgical Centre, NSW

Tasmania Vein Clinic, TAS

Tindale Family Practice, NSW

Industry and trade

After Glow on Liverpool, TAS

Central Roofing Supplies, TAS

Cherry Hill Coolstores, TAS

JD Finsnickeri, SWEDEN

MJ Miller Electrical, TAS

The Colour Room, NSW

Total Kit Homes, TAS

Warbird Aviation Services, TAS & VIC

WE'D LOVE TO SPEAK WITH YOU

We look forward to discussing your requirements further, should our skills and experience suit your direction for 2018-19.

Kindest regards,
Anita Pava
Principal / Designer
Stream Art Design

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Running a design studio is not only about graphic design ... it's about delivering a service that's beneficial for our clients and their customers.

ANITA PAVA