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Brand and Visual Identity Design from

PRESENCE

Year One of Presence began with the thinking “let’s create a brand that people expect to see in a design business.”

Now we’re cutting that. Now we’re striving for indulgence. We’re living up to our name, so that whenever and wherever your brand is presented, it commands a presence.

Let’s give our clients and their customers what they didn’t know they wanted. Let’s create designs and imagery that businesses can look at and say:

“Wow. That is exactly us.”

Simply stunning brand and graphic designs that are unabashedly you. But how could Presence claim to create these designs for you and not enact it for ourselves?

The new Presence Design is unabashedly us. Exploring the pieces, places, and creatures of our world and beyond. Diving into designs of beautiful astronomical events and endangered species.

We cannot tell you where your road will take you, but we hope to help you along your way to looking the best and securing your ideal customers. Let’s start together.

BHIM
the Red Panda



ATATŪ
the Kea

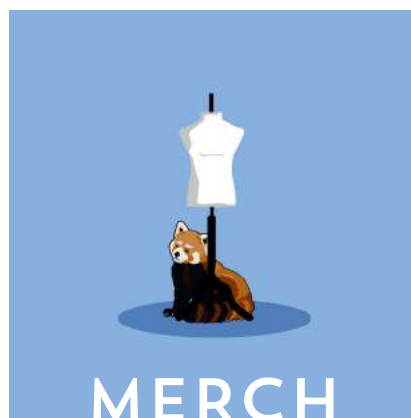
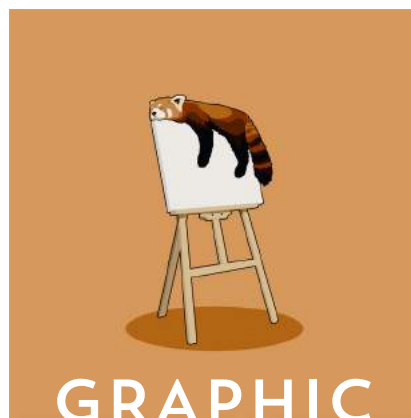


VISCOSA
the Keel-Billed Toucan



IROH
the Snow Leopard





"I am so stoked with the custom logo that Ben [from Presence Design] created for me. Thanks for making a dream a reality. I reckon this is the most unique and customised logo one could possibly ask for! Thanks Ben!"

- Sara Kulins

"Ben Cooper of Presence Design has built a website for me for my cottage industry. He listened to my vision and did a fantastic job of creating a cohesive, easy to use website that is both beautiful and has great functionality. Thank you Ben, you did an amazing job."

- Jo-Anne Songhurst

"Ben [from Presence Design] helped me design, set up and run my website as well as design my logo and several gift cards. He is professional, fast, his work is of great quality and he was always really helpful and informative. I would 100% recommend Ben and I will continue to use him in the future!"

- Emma Smith

"Sustainable Coastlines highly recommends Ben from Presence Design! We're super happy with what we got back — Ben knew how to capture the media and edit it perfectly to meet our needs."

- Helen Adams-Blackburn

HOW WE HELP YOU BUILD YOUR BUSINESS.

We know you make great products and provide amazing services. But how do you show people that when you aren't in the room?

The answer is branding.

Sales and marketing can be two of the most difficult parts of running a business. It becomes a whole lot easier when your brand combines what your target demographic wants with what your business does and values.

Because your business doesn't just sell products and provide services. It fosters idyllic lifestyles and helps people solve problems.

Your brand is the support team that your sales and lead generation needs. How your business looks from the outside

often amounts to a significant portion of a customer's choice to use your business over another.

Although it can be pretty difficult to measure how many people chose you because of your logo, plenty of people are willing to admit that they chose you because you look more professional, or more playful, or more down-to-earth and effective than your competitors.

Marketing is an investment that you will see a return on, and your branding is the first step on the road to getting that return. With cohesive branding, you will be well on the road to building a business that customers didn't know they wanted, but wouldn't go anywhere else.

Presence gives your business a presence, a voice, and an appeal, even when you aren't in the room. Let's get started.

BRANDING PACKAGES

Feel free to enquire about customising any package options. We're more than happy to quote bits and pieces from multiple packages to suit your needs the best.

Send enquiries through to ben@presencedesign.co.nz

BASECAMP PACKAGE



Every ambitious sole trader, beginning startup and freelance professional needs a strong brand to support their efforts.

Everything you need to get started, or to forge a personal brand, this will get you ready for networking and digital visibility.

- Brand Discovery Meeting
- Industry & Concept Research
- 3 Logo Concepts + 2 Revisions
- Primary Logo, Submark & Favicon Design
- One-page Brand Guide
- All file types handed over - jpeg, png & eps.
- Social Media Digital assets - e.g. cover design, profile picture
- Complete Business Card design

\$1000

PIONEER PACKAGE



Established professional brands and startups will be able to make full use of this brand design.

Ready to achieve their branding vision, and provide plenty of assets for their online presence and professional conduct.

- Brand Discovery Meeting
- Industry & Concept Research
- 4 Logo Concepts + 2 Revisions
- Primary Logo, Submark & Favicon Design
- One-page Brand Guide
- All file types handed over - jpeg, png & eps.
- Social Media Digital assets - e.g. cover design, profile picture
- Complete Business Card design
- Letterhead Design
- Custom Iconography for Web & Social Media (6 icons)
- Contract Design (Interactive PDF)
- Presentation Folder Design

\$1800

EVOLUTION PACKAGE



For the business looking to refresh their branding or hit the ground running.

Businesses change and shift and pivot, and your brand can adapt to suit your current business. Let's keep your brand up-to-date and refresh the look of your business.

- 90min Brand Exploration Workshop
- Industry & Concept Research
- 5 Logo Concepts + 3 Revisions
- Primary Logo, Secondary Logo, Submark & Favicon Design
- 4 Page Brand Guide
- All file types handed over - jpeg, png & eps.
- Social Media Digital assets - e.g. cover design, profile picture
- Complete Business Card design
- Letterhead Design
- Custom Iconography (6 icons)
- Contract Design (Interactive PDF)
- Presentation Folder Design
- Additional Graphic Elements (Brand Patterning, Backgrounds & Graphics)
- 8 Page Booklet Design outlining your company, services, or products etc.

\$3000

APEX PACKAGE



For the business that is investing in their branding, to look both established and outstanding.

This package is the complete branding kit and digital asset collection for your business to standout online and in-person.

- 90min Brand Exploration Workshop
- Industry & Concept Research
- 6 Logo Concepts + 3 Revisions
- Primary Logo, Secondary Logo, Submark & Favicon Design
- 4 Page Brand Guide
- All file types handed over - jpeg, png & eps.
- Social Media Digital assets - e.g. cover design, profile picture
- Complete Business Card design
- Letterhead Design
- Custom Iconography (6 icons)
- Contract Design (Interactive PDF)
- Presentation Folder Design
- Additional Graphic Elements
- 8 Page Booklet Design outlining your company, services, or products etc.
- Professionally-written copy from an established career copywriter (approx. 1000 words, with multiple applications.)
- Up to 10 Info Sheets Design for Presentation Folder and Digital Use
- 4-Page Project Proposal Template (Editable on preferred program)
- Custom PowerPoint Design / Templates

\$5000

FINE PRINT: Brand work requires a 50% deposit to begin. Prices are GST exclusive. Print is not included, but we can find a great printer for you.

SEWING SUPPLIES LTD.

Business Brand

Presence was tasked with performing a brand update for Sewing Supplies Ltd., bringing a modern image to the business that has been operating since 2002 and has operated with the logo that they decided on when they first started. In the 19 years since they started, the business has developed and adapted, and their imagery has become quite recognisable in the NZ textile industries, supplying both industrial and retail businesses with premium products from around the globe.

Orange Blaze

F36C1F

C-0 M-72
Y-99 K-0

Rich Navy

0F1322

C-85 M-77
Y-56 K-73

Hunter Green

31572c

C-78 M-41
Y-97 K-38

Firefox Fur

8f250c

C-27 M-94
Y-100 K-29

Champagne Fade

FFF2E3

C-0 M-4
Y-9 K-0

Hazed Green

4E6E5d

C-70 M-40
Y-64 K-21

The business fits a natural colour palette. Natural colours have a depth that is very hard to match with colours that exist only in human-made designs, and so inspiration was taken from the Monarch Butterfly and the ecosystem in which the butterfly thrives.

To construct a colour palette that was natural and also represented the diversity of their threads and products, a core palette of four colours was developed with two complimentary colours to use for highlighting and in cases where the others have been introduced excessively.



New Butterfly Concept



Primary Logo



"Stamp" Submark



Inverted Logo

A brand update is when you take an existing brand and, rather than changing the overall concept, you update the existing brand to better suit the changing business and/or to create a more modern version of your current brand.

In the case of Sewing Supplies Ltd., the business had become synonymous with their monarch butterfly imagery in their industry. Our job was to take their monarch butterfly logo, stylise it and give it a modern feel.

Presence took their butterfly and metamorphosed it into a collection of sewing supplies, stylised into the shape and colouration of a monarch butterfly. Quite a literal take on the name, our goal was to create a logo that would make people look twice. The first time, they would see the butterfly that is so iconic in the New Zealand industry, and in the second they would notice all of the details that make up the butterfly. We then introduced a natural colour palette that introduces the brilliant diversity of thread colouration and balances it with the concept of the butterfly.



DANIELLE ZHAO

Personal Brand

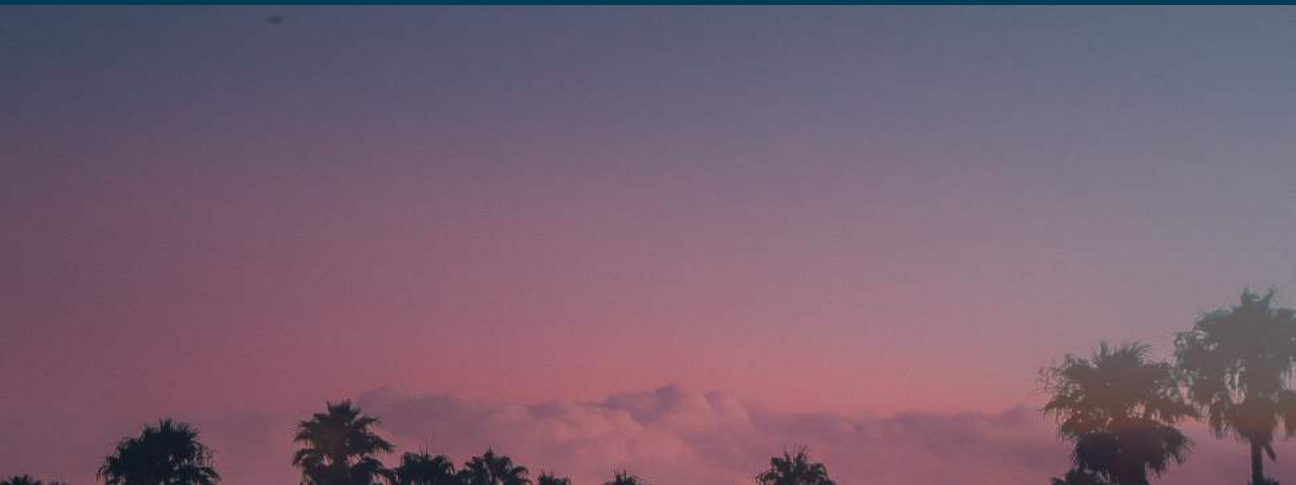
The first step is always exploration. After determining not just what Danielle does, but why, it became clear that Danielle entered the matchmaking and relationship coaching business because she loves to help people find, and remain, in love.

When developing branding like this, it can be tempting to use common symbols, such as hearts or sparks, to communicate Danielle's love for love. We aimed higher and sought to create scenes that tell stories, and the story we chose was one of a couple on their first or second date. This couple had gone out for lunch, but they found themselves starting to watch the sun go down, perhaps they are sitting in a car, perhaps they are at the beach. Wherever they've found themselves, it has dawned on them that time has flown by and they have spent hours together.

The challenge is to achieve this imagery. After the first round of conceptual development and visual direction determination, it was time to explore colours.



Hints of a sunset-style haze. Now to create the contextual imagery that achieves the feeling of time flying by and loving it.



The sun disappearing on a beach scene, with clouds to create a sense of haze and floating. Faded camera quality and trees for nostalgic effect and that sense of haze.

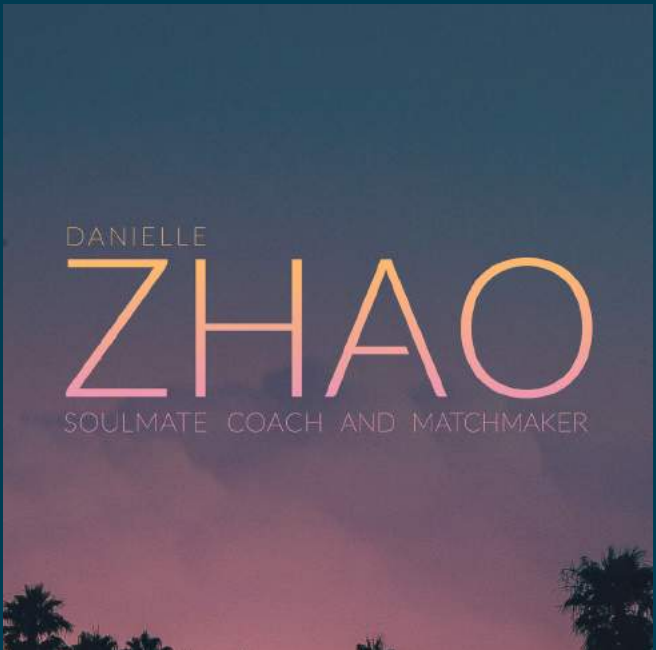
Final Product



Business Card Design



Submark



Primary Logo used in-context
- Social Media Cover Photos



Submark used in-context
- Social Media Profile Images



SOME FREQUENTLY ASKED Q's

What if the items that I'm looking for aren't in the branding package that I'm interested in?

We know that your business is unique, and requires its own approach to marketing, branding and business, so feel free to treat these as a starting point. If there are other pieces of branding or graphic design. If you are interested in something that either is in a different package, or isn't offered in any of them, we are happy to send you a free quote.

If you're unsure about what design pieces would benefit your business, we can sit down and develop some strategies with you to reach your customers as a part of a brand discovery workshop or a strategy session.

Why would I need all of the file types you offer?

The files that we hand over are files that allow you to get the greatest usage of the piece of design we have developed. In the case of the logo, .png and .jpg files are both different image files used for different purposes, so you get both. The .eps file is a vector file, which can be scaled to whatever size you will need when opened using a particular set of programs. Having a vector file version of your logo is important for printing, embroidery, signage, vehicle wrapping and frees you up to use whatever designer you would like in future.

Isn't a brand just a logo?

This is a pretty common thought, but a brand is so much more than a logo. Many designers have different ideas about how many pieces make up a brand, but I have eight that I condense it down to:

1. Values
2. Market Position
3. Voice and Language
4. Colour
5. Typography
6. Logo
7. Iconography
8. Photography

All of these pieces are important to making your business look established, quality and worth spending money on. A complete brand is consistent across all of your marketing and adds value to your business in a way that a logo alone does not.

Isn't complete branding just for big businesses?

Brands are for businesses that want to look effective. It's true that large businesses can spend hundreds of thousands on brand development and management, but SME's can stick to spending a few thousand and still look better than the big businesses.

It entirely depends on where you are with your business and what your budget is for investing back into your business, which is why Presence offers different levels of branding packages, everyone from freelancers to people with 100 staff will benefit from branding.

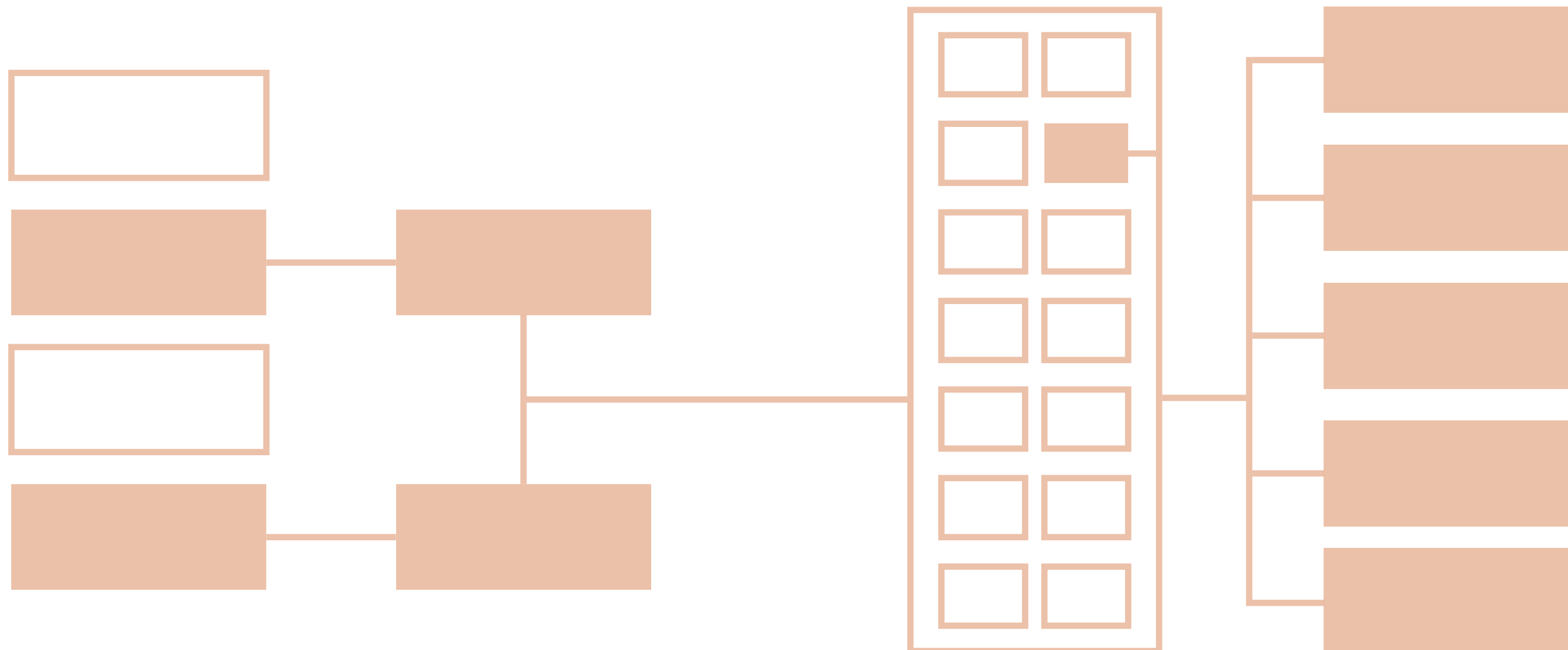
Why should I update my brand or logo, when it is already good enough?

Often business owners start their business with a logo, and while that logo worked excellently at the time, your business has progressed, the industry has progressed and/or a long list of external events have happened that shift the logo to no longer representing your business as effectively as it can.

Businesses change and brands can be updated to match this. Even if it means keeping certain aspects of your current logo that you like, or the pieces that make your business recognisable in your industry. It's important to evaluate your branding, even if you do eventually stick with your current branding, to avoid becoming complacent.

How long does a brand design usually take?

It comes down to a lot of variables. The process can be a few weeks to a few months depending on how long it takes to get feedback, how many designs you've ordered and how complex the designs are in the visual style. For more information on the whole process, have a look at the next pages.



1

Research & Concepts

The process begins with an initial brand exploration to find the roots of your business and ambitions.

The meeting leads to the creation of a several concepts that take very different, but still applicable, directions for the visual stylisation of your business.

This concludes with a feedback session to come up with ideas and ways to move forwards with the concept.

2

Direction Refinery

With feedback and general directions created, from one or two initial concepts, refinements occur.

We discuss what you did or did not like about the initial concepts, and further concepts are developed from there.

The visual direction becomes the basis for the rest of the branding.

3

Feedback & Revisions

Upon choosing the visual direction, you are presented with a multitude of variations on the chosen direction, to refine the logo and accompanying art style.

One concept is then chosen by you, and we can proceed with the final steps where we revise and define the final image for your brand.

With the final logo and imagery defined, we push forward!

4

Brand Deliverables

Presence hands over everything that you will need. This includes the image, print and vector files so that you own everything that makes up your businesses brand, and can take it to whoever you wish from here.

We also provide further deliverables based on the branding package you have asked for, or your own custom order. This can include business card designs ready to print and social media imagery ready to upload!

"It seems to me that the Natural World is the greatest source of excitement, of visual beauty... It is the greatest source of what makes life worth living."

- Sir David Attenborough

PRESENCE

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