



Print and Digital 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

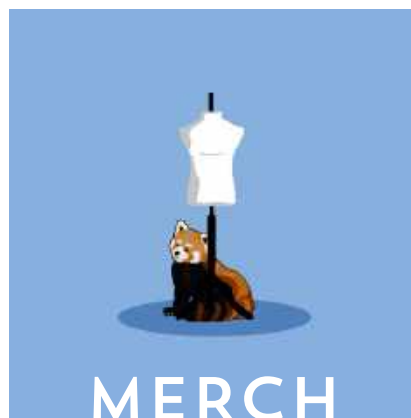
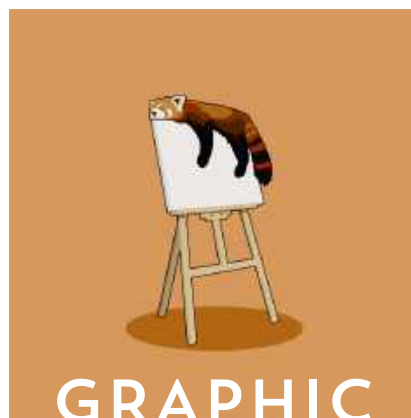


VISCOSA
the Keel-Billed Toucan



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.



Do people *really* still get things printed?

Absolutely. Tangible print advertising still reaches people in the form of recyclable print design and has two primary effective purposes, among an array of many more.

Always remember to use sustainable paper options.

SUPPORTING MEETINGS AND DISCUSSIONS

Having a tangible booklet or presentation folder can provide a visual reference for clients as you take them through what you offer their business in a meeting.

This comes with the added bonus of being able to leave the booklet or documents with the client, who then has your information sitting on their desk, even after you've left. This can help boost your rate of closing sales.

Let's chat about how we can really increase the level of conversions you receive with a booklet or presentation folder.

COMMUNICATING WITH EXISTING CUSTOMERS

Communicating what you do to new customers with a brochure when they pass your business or premises has been around for a long time, and works sometimes.

The real key to brochures is handing it to existing customers when they leave. These people have already used one of your services, and now they trust your business. When you hand them a brochure that shows off your services, they now have a better idea of the scope. They may want another on of your services that they were previously unaware of, or they can be advocates of your business for a service that is on your brochure.

Let's chat about how we can really increase the level of referred work you receive with a brochure.

Forgotten Arts Yarn

A local artisanal yarn-maker, Forgotten Arts Yarn uses fresh botanicals to dye their wool, and it's amazing. This artisanal method results in the highest quality wool, with the richest colours.

Forgotten Arts has worked with Presence a lot, including developing a sign to put on a custom easel when visiting large markets around the top of the North Island. This image was the mockup presented to Forgotten Arts for the sign project.



Covermania

A brochure for this brilliant small business that expertly crafts outdoor covers and restores furniture, including antiques.

After every piece of work is concluded and the client arrives for pickup, Covermania hands them a brochure and their customers always seem to notice a service that they didn't know Covermania provides.



MARINE PRODUCTS

Cover Mania has been manufacturing products for the marine and yachting sectors for over thirty years.

We make, repair, recover or replace:

- Spray Dodgers
- Boat Covers
- Boom Covers
- Stowing Bags
- Squabs, Cushions – Canvas and Leather
- Sail Covers
- Sail Bags
- Custom Products, designed as needed

We are able to install or assist with installation where required.

SUN PROTECTION & OUTDOOR FURNITURE

We can recover, repair or make new most exterior furniture and shade products, including:

- Shade Sails
- Patio Umbrellas
- Umbrella Storage Covers
- Awnings
- Drop Curtains, Screens, Partitions – clear PVC or Mesh
- Squabs, Outdoor Cushions
- Outdoor Bean Bags
- Devon, Eden, Konturest Chair Recovers
- Outdoor Furniture Storage Covers

In many instances we can bring new life into old shade sails and umbrellas, including fastenings, frames and ribs.

We provide a wide range of materials and fabrics to choose from (canvas, mesh, marine grade PVC).

All of our materials are carefully selected to stand test of time. Alternatively, we can work with a that you provide.

FURNITURE REPAIRS & RESTORATION

With over 3 decades of hands-on experience in Europe and New Zealand, the range of work we can help with includes:

- Manufacturing, recovering, repairing: Bay Window Seat, Squabs
- Bench Seat, Cushions
- Dining Chairs, Seats, Cushions
- Custom-made Headboards

- Furniture refurbishments: Re-upholstering
- Sanding, Stripping
- Repainting, Staining

Working on heirloom or antique furniture is a great passion for us – we're honoured to help you restore something that may hold sentimental value for you. We do all of our work on-site in our own studios, so you can rest assured your items will be carefully looked after.



Oh So Beautiful

Beauty Therapy

Oh So Beautiful

This was a recovery job, as Oh So Beautiful unfortunately found themselves needing to recreate - from scratch - some design files for signage due to unfortunate circumstances from a previous designer, including their logo.

Presence recreated the logo based on a very low-resolution jpeg image, as well as some collateral, in a short time frame as our client had already booked in with the sign maker. From this, we developed the final designs and handed over all files so that she has everything she will need for future ongoing use. Image is a mockup design.



Gerty Brown

A small business of stunningly designed furnishings and accessories, Gerty Brown is a fantastic business that travels to plenty of collective markets around New Zealand to sell their goods.

Presence was commissioned to create some illustrations that sum up the feeling of Gerty Brown, which were developed into cards. The inspiration for these designs comes from the mixed-stylisations that form early feminist artwork and a woman who is simply content with her own being.



Prime Massage

Gift certificate design for Prime Massage Therapy. Presence developed a complete set of Gift Certificates, Business Cards and Brochures for their print advertising.

The logo was updated, and new branding collateral was developed for the back of the certificates, to really create a brand that people remember.



Social Media is time consuming.

Not just for those who browse it, but for those who want to use it as a platform for advertising. Having plenty of streams for leads can be really beneficial to your business, and havng plenty for streams for leads that are so accessible by your audience is even better.

HOW PRESENCE CAN HELP

As a small graphic design business, we love to know your brand inside and out, so who better to develop new designs for social media posts, or update your social media pages with stunning new designs?

Presence usually works with the best three for business marketing: Facebook, Linkedin and Instagram, and will recommend platforms for your business based on your target audience.

Here's what Presence can do for you:

DESIGN POSTS

Design visually appealing social media posts just for you. If you have an idea for a post or story that may be a bit difficult to pull off, or would simply like to save time, fire it through to us and we can develop it for you, to get more people checking out your pages and your business.

EDIT PHOTOS

Edit photos that you take to look brilliant and consistent, or create a custom preset for you to use in the free lightroom app, so when you go to post something you can edit the image yourself in two clicks.

If you're interested in a professional photographer, let us know and we can put you in touch!

CREATE TEMPLATES

Develop a set of templates that we can give to you to use in Photoshop, Illustrator (or equivalent program) or even editable in Canva, the free browser design program. This will allow you to have consistent, on-brand posts for the future.

IMPROVE PAGE DESIGN

Create assets for your various pages (see next page) that make you look amazing when people visit to find out more.

This includes profile pictures, cover photos and highlights for your business. Take a look at the next page for examples of consistent formatting for each platform.

SOME PRINT DESIGN & ILLUSTRATION PRICE GUIDES

BOOKLET DESIGN

Booklets are an effective way of selling your business to customers. Whether it's a catalogue, a service booklet used as a tool in your client meetings, or a portfolio of past works, having a tangible booklet in your customer's hands goes a long way.

8-Page Booklet Designs starting at
\$500

16-Page Booklet Design starting at
\$900

BROCHURE DESIGN

A must-have for conferences and events, or just to have at the business, brochures quickly communicate the key parts of your business, while allowing time for customers to read more if they are interested.

Brochures can show new customers what you do and introduce existing customers to other offered services.

Brochure Design starting at
\$300

THANK YOU CARD DESIGN

Thank your customers and clients properly with a custom card that really communicates your brand to them.

This can include further services, or simply say "thanks for purchasing from us!". Whatever you want to communicate, say it better than just an email. Let's put in the effort to show your appreciation.

Custom Card Designs starting at
\$100

BESPOKE ILLUSTRATION

Create a brand that is more than just a logo. Presence can design a mascot, custom brand collateral or any other forms of illustration that really speak to your customers.

Show people that you are truly one-of-a-kind in your industry and inject some personality into your business.

Bespoke Illustrations starting at
\$200

These prices are to serve as a guide to give you an idea of what Presence charges. If you have a specific or complex request, or are looking for a different service, let us know and we can create a free quote to suit your business' needs.

If you are a local charity or non-profit organisation, get in touch and we can discuss how we can help promote your events and actions.

Send email enquiries to ben@presencedesign.co.nz

DIGITAL CONTENT PRICE PACKAGES

SOCIAL MEDIA POST CONTENT

Purpose-driven visual designs for your social media posts, designed specifically for your business, brand and strategy.

These visual creations are designed for posting on whichever platform you choose, with purposes based on upcoming events, sales or interim designs to maintain and grow awareness of your brand.

10 bespoke designs from
\$225

PROFESSIONAL PHOTO EDITING

Photos that are edited and match the style of your brand perform better on digital platforms.

Presence edits photos using the full Classic Lightroom suite that can derive edits from any presets you find, or we can create some for you.

25 photos edited
\$150

Bespoke Lightroom Preset
\$75

SOCIAL MEDIA STORY CONTENT

Social media stories and highlights are a great way to quickly communicate engaging content to the right audience.

Presence's static story content is designed for posting on whichever platform you choose, with purposes based on upcoming events, sales or interim designs to maintain and grow awareness of your brand.

10 static story designs from
\$225

SOCIAL MEDIA POST TEMPLATES

Templates for social media posts that can be edited by you!

Presence will develop appealing backgrounds to suit your business that can be edited using Canva, Photoshop or Illustrator (or equivalent program). Having these ready to go will ensure ongoing and relevant content for the future.

12 bespoke templates from
\$300

These prices are to serve as a guide and a starting point. If you are looking for a different service, let us know and we can create a free quote to suit your business' needs.

Send email enquiries to ben@presencedesign.co.nz



Does Presence write copy or should I be providing the wording?

We don't, but believe us when we tell you, we know some fantastic people that we love working with that do. We work with these people often to create the best writing for your designs and to really create an effective result from your investment. If you'd like to provide your own writing for these designs, then by all means, feel free. If you are interested in investing in getting a career copywriting specialist for a very reasonable sum, let us know!

What social media platforms do you design for?

Realistically, we can design for any social media platform, but static imagery and designs are definitely our wheelhouse, so if it's static images you're after, we can do it.

We mostly work with LinkedIn, Facebook and Instagram as these are effective for business marketing and are greatly enhanced by great visual designs.

What is Canva and why do you offer templates for it?

Canva is a free design platform that you can access through your internet browser that has better design capability than something like Microsoft Word or PowerPoint, but is restricted when compared to the expensive design programs used by Presence and other designers.

Canva allows us to upload designs that we create in those expensive design programs for you to be able to add and edit wording to and access whenever you would like in the future, allowing you to benefit from Presence's ability to make some great designs for you, while still being able to edit aspects for your future posts.

What is Lightroom and what are the presets?

Lightroom is a free photo editing application for both desktop and smartphones that is used by professional photographers around the world to edit the lighting and colours on their photos to take them from good to great.

A 'Preset' for Lightroom is a pre-made set of editing options that will give your photos a similar look whenever you apply it to your photos. Once you have a preset, you can use it to give your photos certain lighting and colourations, so your photos for social media will look consistent, and all it will take is pressing a button to apply the preset. Done! It's a lot easier than editing photos everytime you take one, and it looks a lot better than no edits.

How do I know what print designs or social media platforms are right for my business?

Presence will let you know if we think an idea may not be super effective for your business, and we are happy to help you come up with ideas. We are pretty up to date on social media platforms and how you can use them for business marketing, and we definitely know print media inside and out.

If you have any questions or you'd just like a sounding board for your ideas, do feel free to email Presence at ben@presencedesign.co.nz

SOME FREQUENTLY ASKED Q's

Does Presence do Professional Photography?

We don't, but we know some fantastic people that we love working with that do Professional Photography. Let us know if this is something you're interested in!

Does Presence do Social Media Management?

We don't, but we know some fantastic people that we love working with that do Social Media Management. Let us know if this is something you're interested in!

Does Presence create social media strategies?

Not as such, we do have branding workshops that dive into reaching your ideal audience and we're happy to sit down with you to help figure out the right platforms for you and brainstorm approaches that will help you be seen by the right people, but we don't create complete campaign strategies.

As a design business, we are at our best when pulling off ideas that you may have had or helping you create the ideas before turning them into a reality. We do know some fantastic people in the social media strategy business, as well as the management business, so let us know if that is something you are after and we can put you in touch!

"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

ben@presencedesign.co.nz

www.presencedesign.co.nz