



Stream
ART DESIGN

Graphic design & website services

NEW PACKAGES

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QUALIFIED GRAPHIC DESIGNERS

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



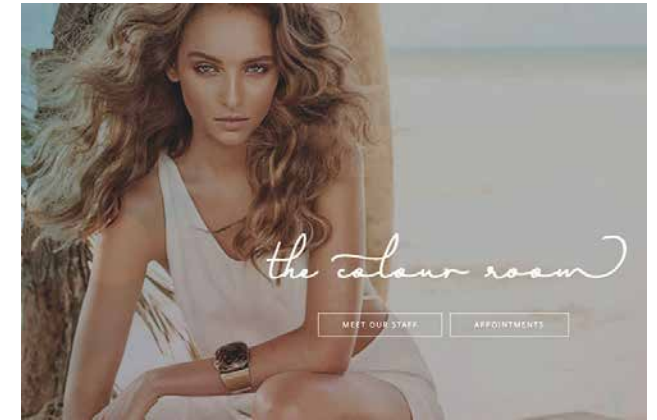
Branding

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..

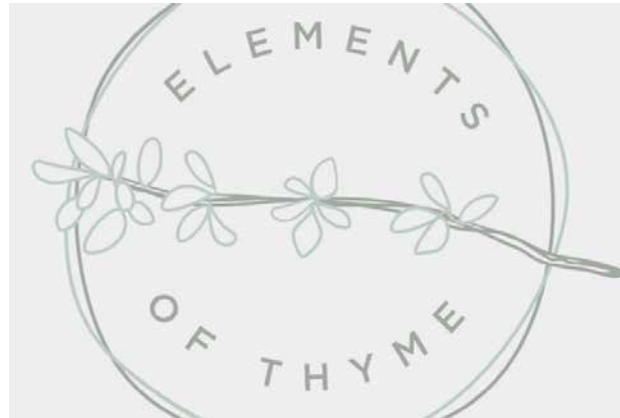
STRATEGY AND INTEGRITY

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..

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 your 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

\$900

+ 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

\$1,100

+ 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

\$1,900

+ GST

Two 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



ADD-ON: STATIONERY

\$725

+ GST

Business card design

Printing of 1,000 standard*
business cards

Letterhead design

Supply of digital letterhead
(built in Microsoft word)



PRINTED MATERIALS

TARGET AUDIENCE, SIZE AND DESIGNS

Is your brochure or flyer a keepsake, or something short lived?
The design, content and choice of paper will all reflect these questions.

Printed materials

Putting ourselves in the shoes of your customers, is a good starting point.
What information will they need to know? And what questions will they be asking next? If we follow a logical train of thought to communicate your business products and/or services, understanding what your customers need to know, and providing them with a way to either purchase your product or book your professional services, this will translate to sales for you.



Design is the intermediary between information and understanding. HANS HOFFMAN

The amount of information is an important consideration. Consider a brochure or pamphlet as a mini poster – it can be confusing to tell your customers ‘everything at once’, as becomes an information overload. An integrated approach is also important to strengthen your brand with a consistent look-and-feel. Consistent typefaces, colours, and photographic styling, is a great way to present your business with the professionalism it deserves.

GOOD DESIGN

What message do you wish to convey? There is an expression I’ve always loved, which is to “sell the sizzle, and not the sausage”. By this, I mean that we should communicate the benefits of your product/service, rather than all of the features straight up.

Products and services are important pieces of information, but they’re not necessary the first questions a customer will ask. By communicating the benefits to your customers – i.e. what good things will happen to them when they purchase or consume your product? Is it a food product that is healthy and beneficial for them? Is it a service that will make their life easier? This is the ‘sizzle’ that I’m talking about.

If they like the sound of the sizzle, then they’ll probably want to know more about the sausage – and this becomes the right time to talk about all your product’s features or services on offer.

WEBSITES & SHOPPING CARTS

PEOPLE RECOGNISE PATTERNS

Patterns are the brain's way of grouping liked things together. This is exemplified in the order of content displayed on your website pages, or the way you present content and include a call-to-action each time. Patterns also connect the content on your website pages, and content that you choose to group together.

PREPARATION IS KEY

5 essential steps to consider when planning your website:

- 1 – what is it you want your website to do for you? What is your strategy?
- 2 – do you have the ability to create it yourself, or is it better to contact a professional (like us) who knows what they are doing.
- 3 – what do you need your website to do? Is it resource of information, or do you wish to sell products online.
- 4 – set goals to measure the performance of your website. Your SEO will be an important consideration here.
- 5 – what if something catastrophic happens? How do you save your website?

Website navigation

The structure and navigation of your pages can be inspired by patterns too – patterns of behaviour. For example, on a desktop computer, people are used to the navigation bar running across the top of your page, with the 'home' button being the first item (or hyperlinked to your logo). It's ok to change this, but you must be wary as it's a pre-existing method that people are used to.

In 2006 Jakob Nielsen's research team recorded the results of how 232 people looked at thousands of website pages. A pattern of behaviour for where their eyes looked at something on a page and for how long, and it was evident in the results that the more popular parts of a web page formed the shape of a capital letter "F". This knowledge is useful as it can be translated to help your potential customers, and present your most important information and messages in these places.

Navigation is quite different on smartphones and tables, where people (majority being right handed) are using their thumbs to scroll down your website pages. The most common place for eyes to examine your pages is right down the middle. And the most common place for your navigational menu is to sit in the top-right spot of your pages. This is another helpful pattern to consider, as it will be an expectation of your potential customers.



Design is a plan for arranging elements in such a way, as best to accomplish a particular purpose. CHARLES EAMES



MINI
\$3,417
+ GST

- Up to 3 standard* pages
- WordPress CMS
- Web-responsive layouts
- Off-the-shelf template design
- Blog (e.g. for latest news)
- Contact page with Google map + enquiry form
- Links to social media pages
- Setup/integration of Google Analytics
- Domain name purchase + 12 months of website hosting



STANDARD
\$5,667
+ GST

- Up to 10 standard* pages
- WordPress CMS
- Web-responsive layouts
- Off-the-shelf template design
- Blog (e.g. for latest news)
- Photo gallery
- Contact page with Google map + enquiry form
- Links to social media pages
- Setup/integration of Google Analytics
- Domain name purchase + 12 months of website hosting



LARGE
\$7,717
+ GST

- Up to 20 standard* pages
- WordPress CMS
- Web-responsive layouts
- Custom design, or off-the-shelf template design
- Blog (e.g. for latest news)
- Photo gallery
- Contact page with Google map + enquiry form
- Links to social media pages
- Setup/integration of Google Analytics
- Domain name purchase + 12 months of website hosting



ADD-ON: SHOPPING CART

\$2,012.50

+ GST

Up to 10 standard* products

4 categories / catalogues

WordPress CMS + WooCommerce

Web-responsive shopping layouts

Setup of 'related products' feature

https secure pages (requires an SSL)

Integration of PayPal payments

Setup of flat rate shipping, or
Australia Post integrated shipping

OTHER SERVICES AVAILABLE:

Audit of existing website: \$140+GST per hour

Product photography: \$220+GST per hour

Programming, design, finished artwork and illustrations: \$120+GST per hour

Larger project work: \$100+GST per hour

Please ask us for a quote specific to your needs.



PACKAGING

Memorable Patterns

People recognise patterns, as it's the brain's way of grouping liked things together. Patterns of recognition are often stronger than recalling a memory of what your company's logo looks like. They will remember colour in more cases, that what your logo looks like. So when we design packaging, we do this with the mindset of designing something that will resonate and become a memorable and appealing design style, for your target audience.

Paper (stock)

Is your packaging containing food? If so, a food-safe paper is an important part of your packaging. If your product will be opened and closed multiple times over the course of it's lifetime – for example a box of chocolates, then a durable stock choice and construction will be important. Or perhaps your product is a beverage such as a craft beer, then we can assume that the beer label's glue will be in a wet-environment, either when the product is inserted into your bottles or when your customers keep their coldies in a bath full of ice at their bbq. These are all important factors to consider when we choose the right stock for your product.

Clarity and Simplicity. It's important your customers quickly gain a sense of what your product is all about. Who is the product for, and what is the brand behind it. We start by identifying who are your customers, what is their need, and is there

a language barrier? For example, if you have a tourism-based product and English isn't your customers first language, then the imagery will be even more important than words. An example I often tell, is when my husband moved to South Africa for one-year, and realised the delicious sausages he was enjoying from the local supermarket were actually 'dog food' – they were cheap! But alas the packaging text was written in African, which he couldn't understand.

AUTHENTICITY & CONSIDERED DESIGN

Your packaging should stand out, be original and full of memorable character

It's important that your packaging design is unique and really stands out on the display shelf. We like to visit your retail environment, to research and consider the type of competitors you're up against. The impact of good design, colours, shapes and sizes will all affect how customers will perceive your product over another. If shelf-space is limited, a retailer will prefer a 'narrow' product design over a wider package, to maximise how many products they can stack on the shelves for sale. If you're considerate of your retailers, this can determine if your product is for sale at the front of the shop (or the back shelves), which will directly translate into your sales.



Design can be art. Design can be aesthetics. Design is so simple, that's why it is so complicated. PAUL RAND

ILLUSTRATIONS & ARTWORK

Illustrative style

There are many types of illustrators and illustrative styles. Over the years we've applied illustrations to café walls, cushions, packaging, websites and printed materials such as greeting cards, brochures and posters for our clients..

Taking time to consider what type of illustration styling is suitable for your project, is essential. Illustrations can reflect the personality of your business – just as a logo design or choice of font can do.

Is something realistic desired, or would you prefer a cartoon-like figure? Should you go with bright colours or perhaps something more subdued? Do you require illustrations that are three-dimensional or two?

These are all questions that we can talk through with you, to ensure your project is suitable for your business and your customer-base.

BUDGETS AND GUIDELINES

We like to start at the finish

By this I mean that we start with the end result in mind – where is your illustration going? What size and format is suitable?

If you are releasing a range of homewares such as cushions, you might designate a 40x40cm space for the illustrations, and that your budget allows printing of 2-colours.

By ascertaining any restrictions that are required, we can create your illustrations and artwork in a way that will suit your budget and the printing process, thereby allowing you and your customers to enjoy the finished result.



Good design is good business. THOMAS WATSON JR.

SIGNAGE & WALLART

Interior and exterior signage

Exterior signage is viewed by people of all ages, day and night, good weather and bad, on foot or from their car.

It's important your message is clear and easy to read.

What is appropriate

Appropriate sizes and locations, fonts and colours, are all good ingredients into helpful signage for your customers. If your aim is navigation, then a clear and easy to read typeface is crucial.

If you have a café and require hanging menu's, then considering their placement in relation to your workflow and where your customers should stand to order, will help determine the placement and amount of content on display.

You might require external signage for a building or entrance, or perhaps you're re-fitting out shop and require some wall artwork designed?

We have extensive signage and fit out experience, for our local and national clients.

PLACES AND SPACES

We like to start at the finish

By this I mean that we start with the end result in mind – where is your signage going? What size and format is suitable?

If you have a café and require some quirky wall art that your customers will enjoy, then we need to look at where it is situated in relation to your customers and their movements. Do you need to wipe the surface clean every day? Is there direct sunlight on the wall?

By answering these questions, we can ensure that you and your customers will enjoy your finished result.



Vision is the art of seeing what is invisible to others. JONATHAN SWIFT

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



60+
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.

A handwritten signature in blue ink that reads "Anita Pava".

Anita Pava

Director / Graphic Designer



OUR TEAM



ANITA PAVA
DIRECTOR / DESIGNER



RACHEL EHRA
SENIOR DESIGNER



ASHLEE GRIFFITHS
ILLUSTRATOR



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

Belly's Bar and Grill, TAS

Bruny Island House of Whisky, TAS

Bungalow Co, NSW

Experience Tasmania & GrayLine, TAS

Gray Line, TAS

Norfolk Online News, NORFOLK IS.

Par Avion, TAS

Pooseum, TAS

Government and City Councils

Camp Banksia & The Banksia Centre, TAS

Cradle Coast Authority, TAS

Kentish Council, TAS

Latrobe City Council, TAS

Professional

Ability Hearing, TAS

AdaptXion, NSW

Australian Institute of Medical Administration and Compliance, AUS

Accelerate Evolution, Dubai, UAE

Alexandra Nea Illustrator, NSW

Allegro Funds, NSW

Armoured Contracting, TAS

Aurora Energy, TAS

Bungalow Co, NSW

Cake a Hike, TAS

Cann Legal, TAS

Damon Signs, TAS

Devil Wipes, TAS

Flowers on Gilbert, TAS

Gardners Bay Blueberries, TAS

Grandlee Cottage Soap, TAS

Grosvenor Performance Group, NSW

Hired Style, TAS

Leven Equine Veterinary, TAS

Lifestyle Images, Alex Grimshaw, AUS

Lotus Waters, TAS

Louise Bernardi Image Consultant, NSW

Miles Felstead Realty, NSW

Mountford Berries, TAS

Moving Mind Mountains, life coaches, TAS

MSD Fitness, TAS

Nationwide Advertising (Zulu8), NSW

North Shore Coaching College, NSW

Not Just Books, TAS

Organic Trader, NSW

Peak Solutions, NSW

Premier Five Star Carpet Care, TAS

Revolution Home Finance, TAS

The Colour Room, NSW

SixtiSix Solutions, TAS

St Patrick's Catholic School, TAS

Sustainable Population Australia, AUS

toodle®, Dubai UAE

Valentine Interiors + Design, TAS

Video Tradie, TAS

Not-for-profit

Civic, NSW

Hannah Foundation, TAS

Hunter Island Press, TAS

New Horizons, TAS

Scouts Australia, TAS

Sustainable Population Australia

Health Care

Australian Pharmacy Council, AUS

Burnie GP Superclinic, TAS

Diverge Consulting, VIC

Genpar Medical Services, WA

Ian Frame Eye Care, TAS

Norwest Day Hospital, NSW

Synapse Medical Services, AUS/UAE

Tasmania Vein Clinic, TAS

Tindale Family Practice, NSW

Industry and trade

After Glow on Liverpool, TAS

Cherry Hill Coolstores, TAS

Hirt Quarries, TAS

JACS Engineering, TAS

Kelpomix Tasmania, TAS

INTL Handyman Services, NSW

MJ Miller Electrical, TAS

Own-a-home, TAS

Tasmanian Seed Potatoes, TAS

The Colour Room, NSW

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 2024-25.

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