

The *almanac*.

memorable design.

story.

almanac. was created from a simple belief.

Good design gives a business a sense of memory.

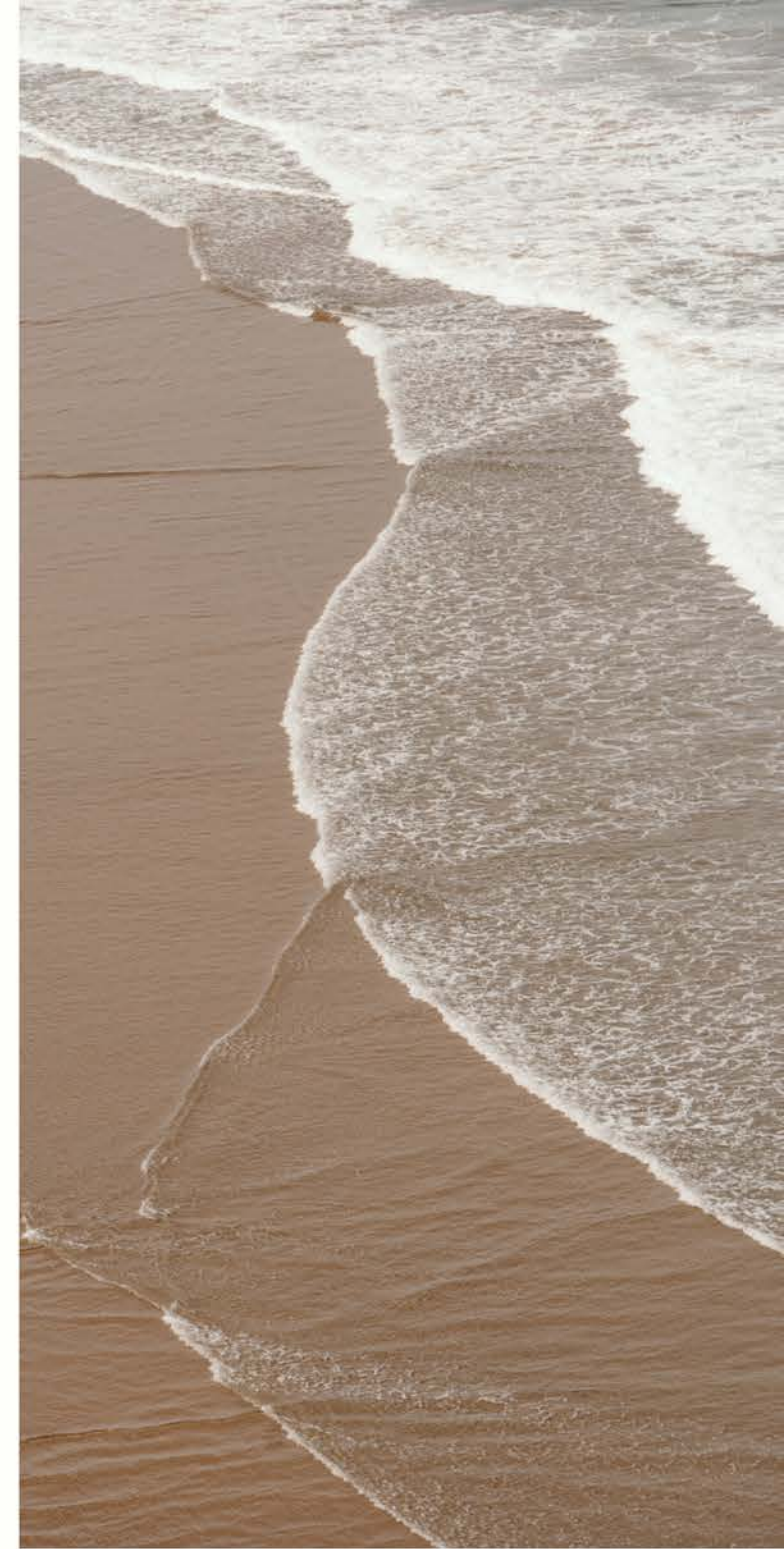
After more than 13 years working with businesses across the Sunshine Coast, I've learnt that the brands people remember aren't necessarily the loudest. They're the ones that communicate clearly, remain consistent and stay true to who they are.

That's where **almanac.** begins.

I help businesses create thoughtful brand identities, editorial design and creative assets that build recognition over time.

Every logo, publication, advertisement and campaign contributes to something much bigger than good design.

It helps create trust.



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a simple belief.

I believe good design gives a business a sense of memory.

It's more than a logo, a colour palette or a well-designed advertisement. *It's the feeling people have when they recognise your brand, trust your business and choose you with confidence.*

Thoughtful design creates clarity. It communicates what makes your business different and ensures every customer touchpoint works together with purpose and consistency.

That's why every project begins with understanding your business before designing for it.

Because the most successful brands aren't always the loudest.

They're the ones people remember.

Designed to be remembered.



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the almanac process.

Every project starts with conversation. Before opening Illustrator or InDesign, I want to understand your business, your customers and your ambitions. From there, I develop creative work that feels authentic to your business and meaningful to the people you're trying to reach.

When every customer touchpoint works together, your brand becomes easier to recognise, easier to trust and easier to remember.



what I can do for you:

- Brand Identity
- Logo Design
- Editorial Design
- Publications
- Print Design
- Advertising Design
- Digital Advertising Creative
- Content Creation
- Creative Direction
- Ongoing Brand Support

I don't develop websites or manage social media accounts.

Instead, I create the visual assets that bring those platforms to life and work alongside trusted specialists whenever additional expertise is required.

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services & investments

Brand Identity

A complete visual identity for businesses ready to build a brand with purpose and longevity.

Includes:

- Discovery Workshop
- Brand Positioning
- Logo Suite
- Colour Palette
- Typography Selection
- Supporting Brand Elements
- Brand Guidelines
- Business Card Design
- Email Signature

Investment from \$3,500

Brand Refresh

An evolution of your existing identity while preserving the recognition and trust you've already built.

Ideal for businesses that have grown, changed direction or simply need their brand to better reflect who they are today.

Investment from \$2,500

Digital Creative

Creative assets designed specifically for digital platforms.

Services include:

- Social Media Graphics
- Carousel Posts
- Facebook Advertising Creative
- Instagram Advertising Creative
- Google Display Advertising
- Email Marketing Graphics
- Website Banners
- Digital Campaign Assets

Creative asset design only.

Project investment from \$450

Logo Identity

A professionally designed logo package for businesses looking to establish a strong visual identity without a complete branding project.

Includes:

- Discovery Session
- Logo Concepts
- Primary & Secondary Logos
- Colour Palette
- Basic Logo Usage Guide
- Final Artwork Files

Investment from \$1,800

Editorial & Publication Design

Thoughtfully designed publications that communicate with clarity and purpose.

Services include:

- Magazines
- Annual Reports
- Company Profiles
- Capability Statements
- Catalogues
- Newsletters

Project investment from \$900

Advertising & Marketing Design

Creative designed to connect your brand across every customer touchpoint.

Services include:

- Print Advertising
- Campaign Creative
- Brochures
- Signage
- Point of Sale Material
- Packaging
- Marketing Collateral
- Event Material

Project investment from \$350

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brand

A consistent brand creates recognition.

Brand Stewardship is designed for businesses wanting an ongoing creative partner rather than a designer for one-off projects.

Whether it's advertising, publications, campaign creative or ongoing brand support, I'll ensure every piece of communication remains consistent and aligned with your brand.



stewardship

foundation

5 hours per month

\$700

Ideal for occasional creative support and smaller projects.

growth

10 hours per month

\$1,350

Perfect for businesses with regular advertising, marketing and campaign requirements.

legacy

20 hours per month

\$2,600

A dedicated creative partnership with priority scheduling, creative direction and ongoing brand support across print and digital.

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working together

Every project begins with understanding your business, your goals and the people you're trying to reach.

Clear communication, collaboration and attention to detail are at the heart of every project.

Discovery

Every branding project begins with a discovery session where we'll discuss your business, audience, goals and creative direction.

Understanding your business is just as important as designing for it.

Investment & Payment

A 50% deposit is required to secure your project and allows work to commence.

The remaining balance is payable before final artwork is supplied.

For larger projects exceeding \$5,000, a staged payment schedule may apply.

Refinements

Every project includes two rounds of refinements to ensure the final outcome reflects your business and objectives.

Additional revisions or work outside the original project scope are charged at \$120 per hour.

Timeframes

Estimated project timelines will be discussed before work begins.

Prompt feedback and approval help keep projects moving efficiently.

Website Development

While I design digital assets and website graphics, I do not build or develop websites. I'm happy to collaborate with your chosen developer or recommend trusted professionals where required.

Collaboration

I regularly collaborate with photographers, copywriters, website developers, printers and marketing professionals to deliver the best outcome for every project.



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Every business has a story worth telling.

My role is to uncover it, shape it and create a visual identity that feels authentic, consistent and enduring.

Thoughtful design isn't measured by how it looks on launch day. It's measured by how well it continues to represent your business for years to come.

If you're ready to build something meaningful, I'd love to start the conversation.

Morgan,

almanac.

memorable design.

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