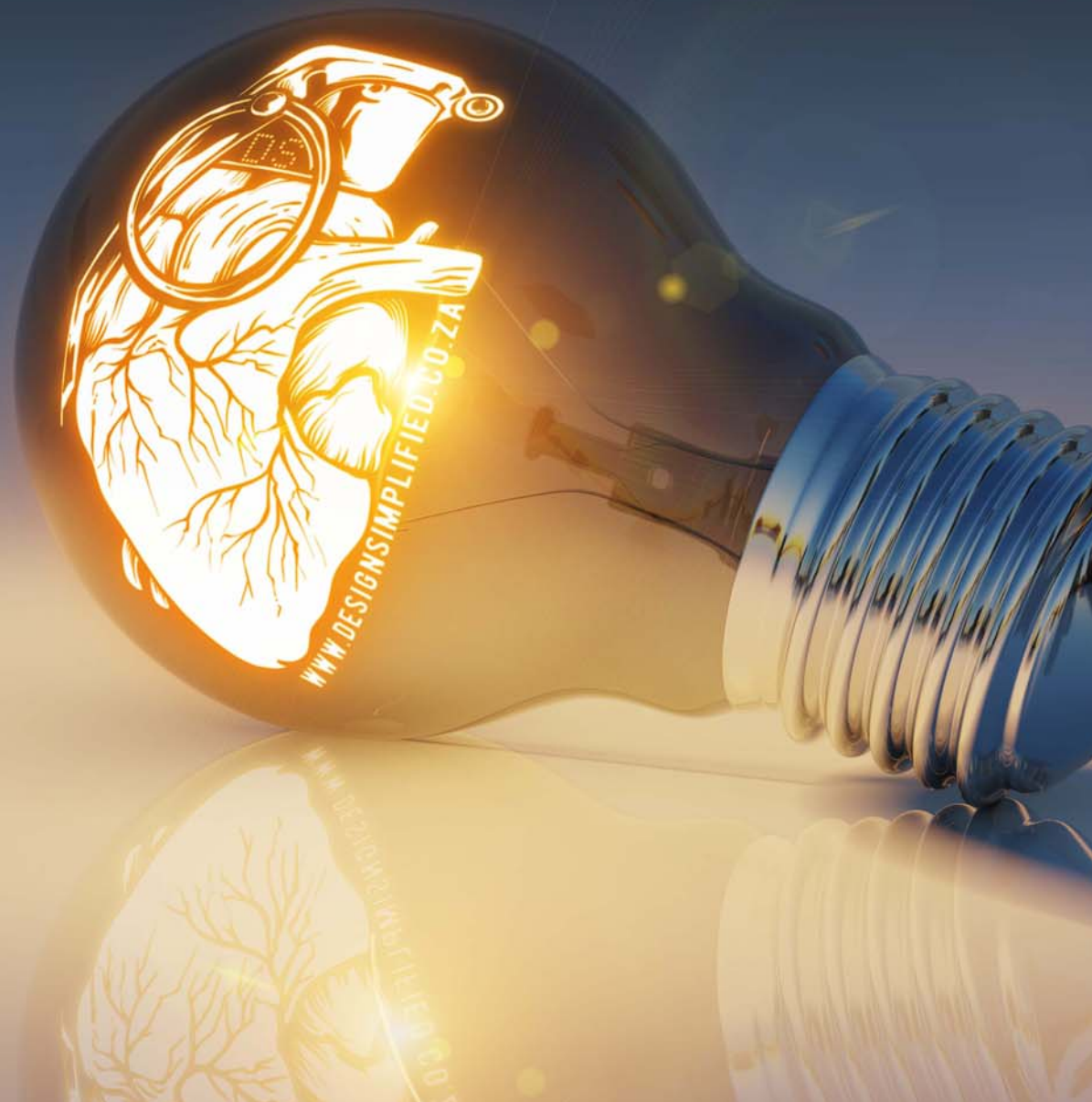


DESIGN SIMPLIFIED

PROFILE 2021

YOUR STRATEGIC  
CREATIVE &  
ONLINE PARTNER



## CLIENTS WE HAVE SERVICED

Over the last 5 years

Whether by developing brands or working with existing ones, I would like to give gratitude and appreciation to all the clients I have had the privilege of working with.

- |                                |  |                               |
|--------------------------------|--|-------------------------------|
| 1 Apparel                      | 10 Brochures, books only Incl Infographics | 19 Expo & large format design |
| 11 Branding and CI development | 11 Product development                     | 20 Print advertising          |
| 2 Social media marketing       | 12 Online communication/Emailers           |                               |
| 3 Social media marketing       | 13 Internal communication design           |                               |
| 4 Power Point                  | 14 Power Point                             |                               |







## HELLO WE ARE

Logo Design | Branding | Website Hosting |  
Website Design | Social Media Marketing | Training

---

Design Simplified is a full-service marketing and digital transformation agency.

Through strategy, creativity and design, we help businesses to do well, and with the right clients, we can do good. That is why we partner with purpose-driven companies to create brands that matter to the world.

We partner with individuals and small businesses to large, helping them create strategies, branding, and traditional/digital marketing solutions.

We build brands through identity design, packaging, website design and development, e-commerce, social media marketing, SEO, copywriting, video and photography.

If you are a bold enough brand to be different, authentic enough to make a real impact and sufficiently ambitious to grow sustainably, we are the partner for you because the world needs brands that serve a purpose. Brands that exist not only to do well but to do good.

---

## OUR VALUES



### KEEPING IT REAL

We are real people: down-to-earth, approachable, genuine and professional. We have worked and travelled the globe and returned to our roots to Africa. We care about the people we partner with, and this will never change.



### WE WORK DIFFERENTLY

We believe the world is like your imagination; it has no boundaries that is why our work environments are unique and different, making the world our office.



### DO WHAT YOU SAY YOU WILL DO

We have an internal philosophy of “no surprises”, which means we keep our word and aim to deliver on time. We understand your time is precious, and we will move heaven and earth to honour our agreement. We listen, we learn and we are at your service.



### UBUNTU

We are all one, and we believe collaboration holds the key to any business success. It's how we work within our team, and it's how we work with clients. This value extends to helping our community and its businesses. Our aim, to see all succeed.

# OUR SERVICE OFFERING

## BRAND DEVELOPMENT

Create your brand positioning, story, messaging and visual identity.

Build a brand that's customer focused. We design and develop engaging brands with a strategic approach that aligns customer needs with business strengths to create a unique market position.

**RESEARCH** Brand Workshops  
Competitor Analysis  
Customer Research and Insight

**STRATEGY** Brand Name  
Brand Positioning  
Brand Architecture  
Brand Messaging  
Brand Story  
Launch Strategy

**DESIGN** Visual Identity  
Design System  
Logo Development  
Guidelines  
Brand Photography

## CREATIVE DESIGN

Design your print, packaging, website and digital experiences. Map out and align every touchpoint that connects your customer to your product or service to create consistency and clarity. Invent new touchpoints that have never existed and truly differentiate.

**PRINT & PACKAGING** Stationery  
Brochures  
Books  
Publications  
Packaging Design

**DIGITAL** Web Design  
Mobile Apps  
Interactive Displays

**ENVIRONMENTAL** Signage  
Display Stands  
Trade Stands  
Point of Sale

**MOTION** Video and Motion Graphics

## SOCIAL MEDIA MARKETING

To develop a successful digital marketing plan, you need to be an expert at both "digital" and "marketing." We optimise your presence on the web through effective social media strategies, natural and paid SEO and targeted online ad campaigns.

**DIGITAL & SOCIAL** Social Media Planning  
Social Media Campaigns  
Email Marketing  
SEO and Analytics

**MARKETING** Marketing Strategy  
Marketing Planning  
Budget Management

**ADVERTISING** Media Planning  
Creative Campaigns

**COPYWRITING** Content Strategy  
We're designing the future with the brands who are building it.

## HOSTING/PROGRAMMING

### HOSTING

Websites need to have a dedicated platform where they live, to ensure that fast download speeds are maintained, that is why we have our dedicated high-security servers.

#### SIMPLE BUILDS

**RESEARCH** Select Design on WordPress | Customise design | Build | Test | SEO | Optimise | Tagging | Plugin Addons

#### CUSTOM BUILDS

**RESEARCH** Key platform and server selection | Strategy & Discovery | Strategy and Scope | User interface | Wire Frames | Coding Analysis | Visual Identity | Design System | Logo Development | Guidelines | Brand Photography

### DEVELOPMENT

Expert user-focused web design to help you dominate the competition. We create engaging experiences that place your business where your customer needs you most – in the palm of their hand.

---

## HOW WE DO IT

### DEFINING THE CHALLENGE

We do not believe in problems; we make them challenges, making it easier and fun to tackle. We kick-start your ideas and turn your dreams into reality. We work with emerging and established brands on “all of the things” to guarantee that the start is just right!

### OUR APPROACH

Framing the right challenge is the key to creating the perfect solution. We delve deep into your business, gather real insights from the start. It makes all the difference.

Our approach is solid, big or small; your business will have spectacular insight that leads to results.

We have a multi-skilled team that we have worked with and can draw on, strategists, content writers, marketers, graphic designers and digital experts craft innovative solutions that get results.

We focus on creating memorable experiences that engage and connect your customer to your business at every touchpoint.

---

### GROW

Partnering with us long-term delivers results, We help you shape, design and implement your growth targets. We provide support in mentoring, branding and marketing.

**SOCIAL MEDIA REQUIRES THAT BUSINESS LEADERS START THINKING LIKE SMALL-TOWN SHOP OWNERS. THIS MEANS TAKING THE LONG VIEW AND AVOIDING SHORT-TERM BENCHMARKS TO GAUGE PROGRESS. IT MEANS ALLOWING THE PERSONALITY, HEART AND SOUL OF THE PEOPLE WHO RUN ALL LEVELS OF THE BUSINESS TO SHOW**

A white handwritten signature on a black background, consisting of a stylized 'J' followed by a series of loops and a long horizontal stroke.

Chairman of VaynerX, CEO of VaynerMedia,  
5-Time NYT Bestselling Author

# SOCIAL MEDIA

Client : Various Clients

## Visual Storie Telling

Social media is about conversations, community, connecting with the audience and building relationships. It is not just a broadcast channel or a sales and marketing tool. Authenticity, honesty and open dialogue are key. Social media not only allows you to hear what people say about you, but enables you to respond.

### DIGITAL & SOCIAL

Social Media Planning  
Social Media Campaigns  
Email Marketing  
SEO and Analytics

### MARKETING

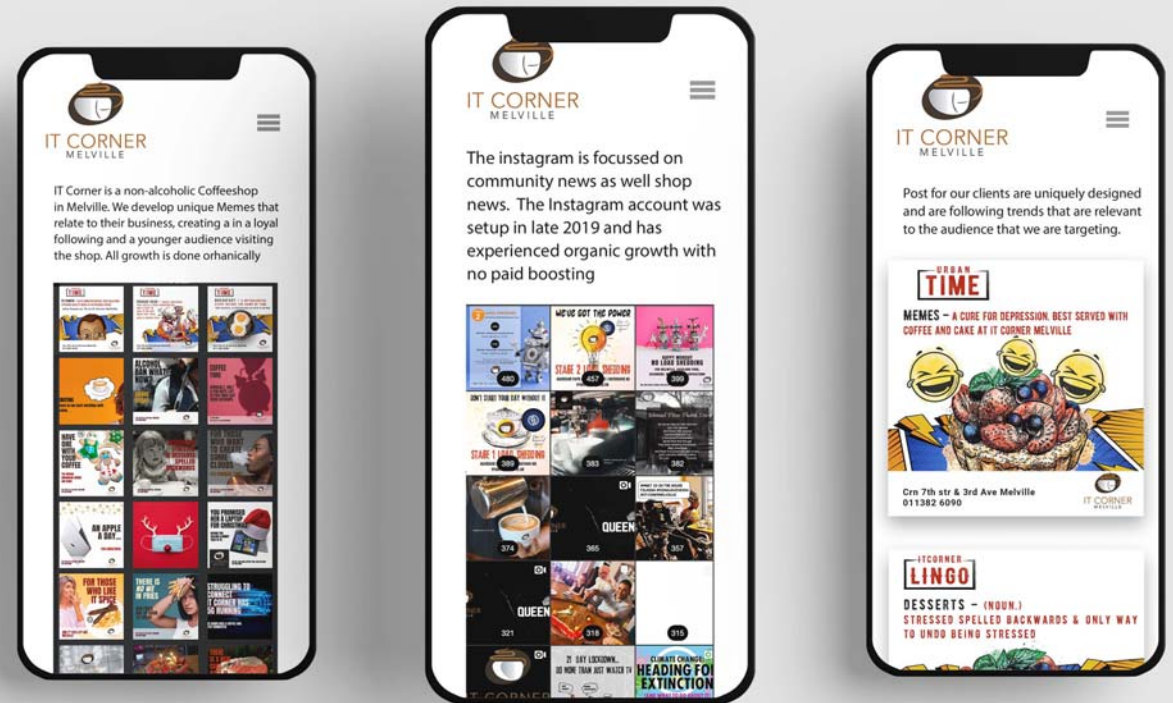
Marketing Strategy  
Marketing Planning  
Budget Management

### DESIGN & CREATIVE

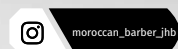
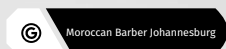
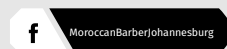
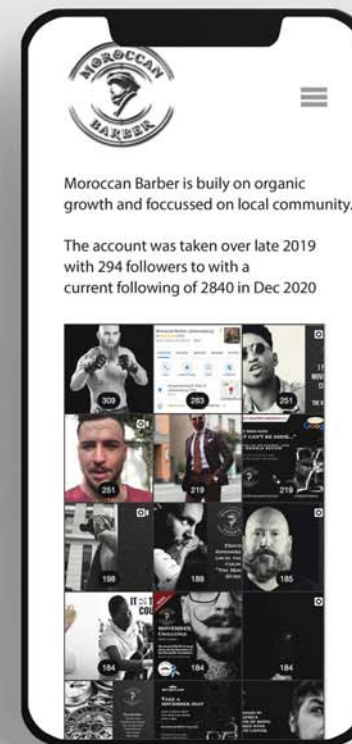
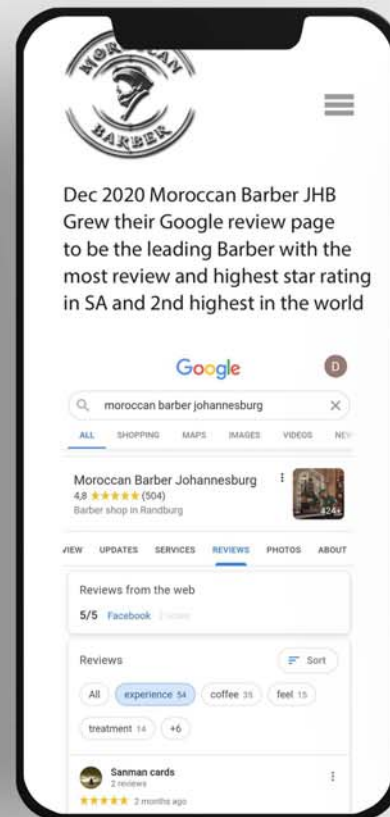
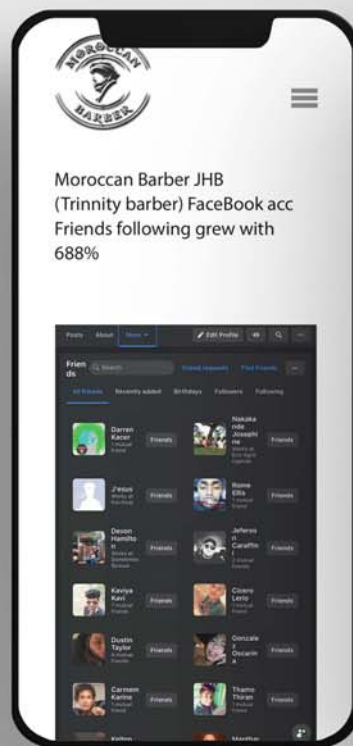
Trend and Market research  
Creative Campaign Development

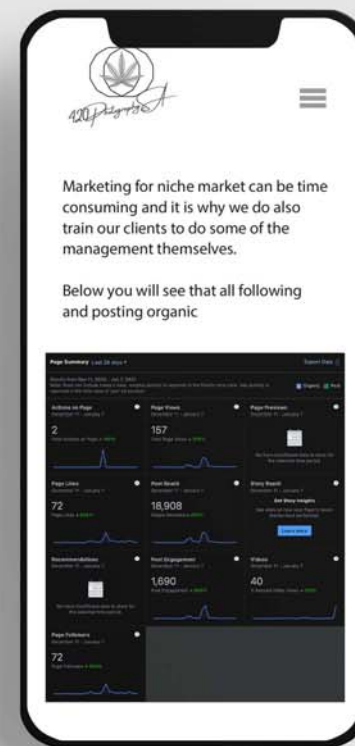
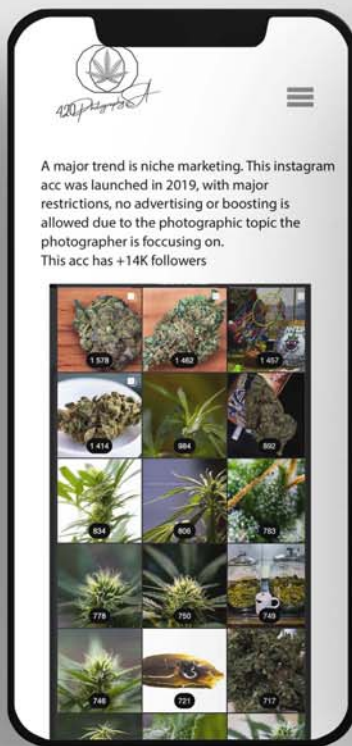
### CONTENT STRATEGY

We're designing the future with the brands who are building it.









## WEBSITE DESIGN/HOSTING

Client : Various Clients

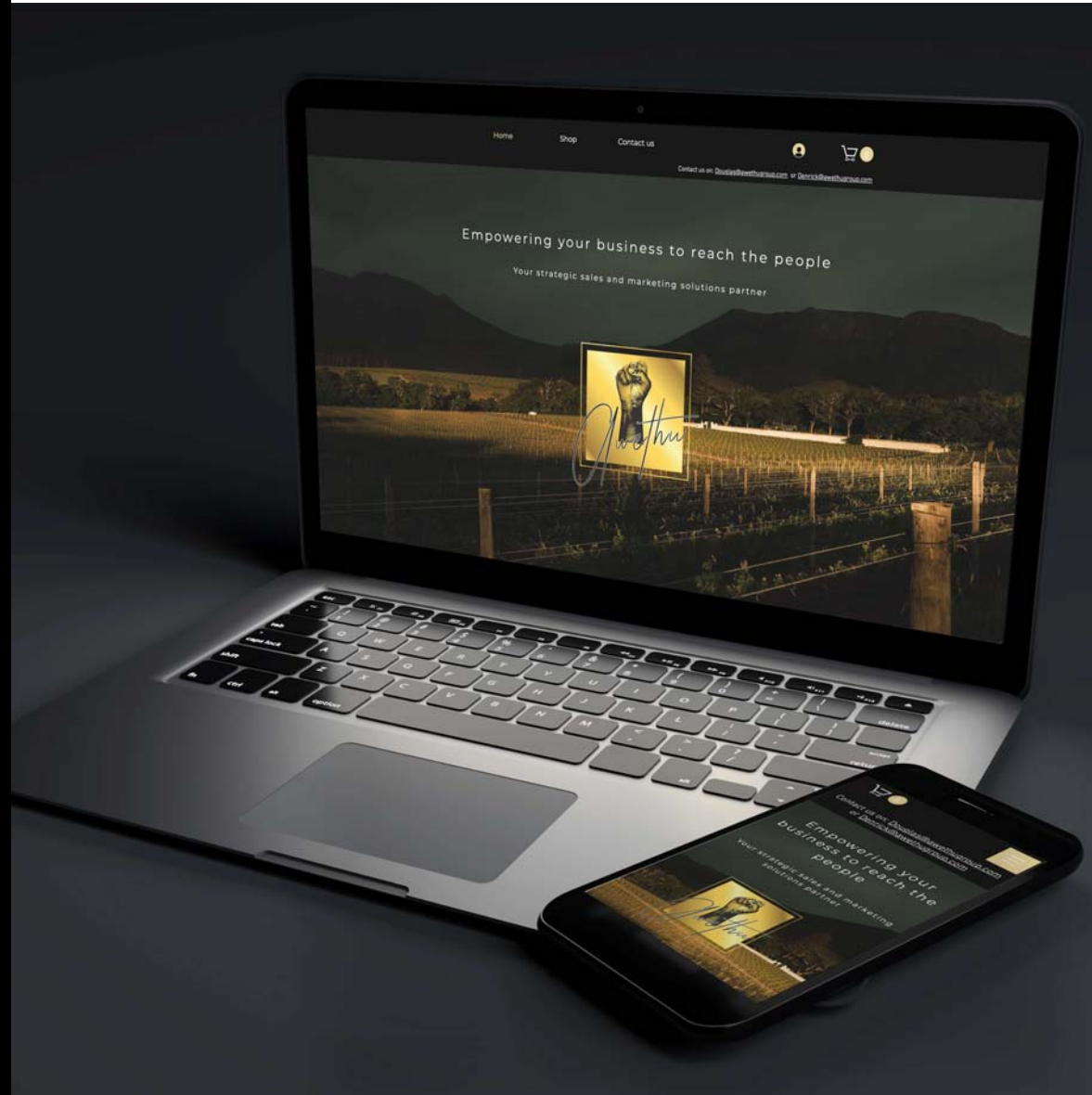
Building findable sites

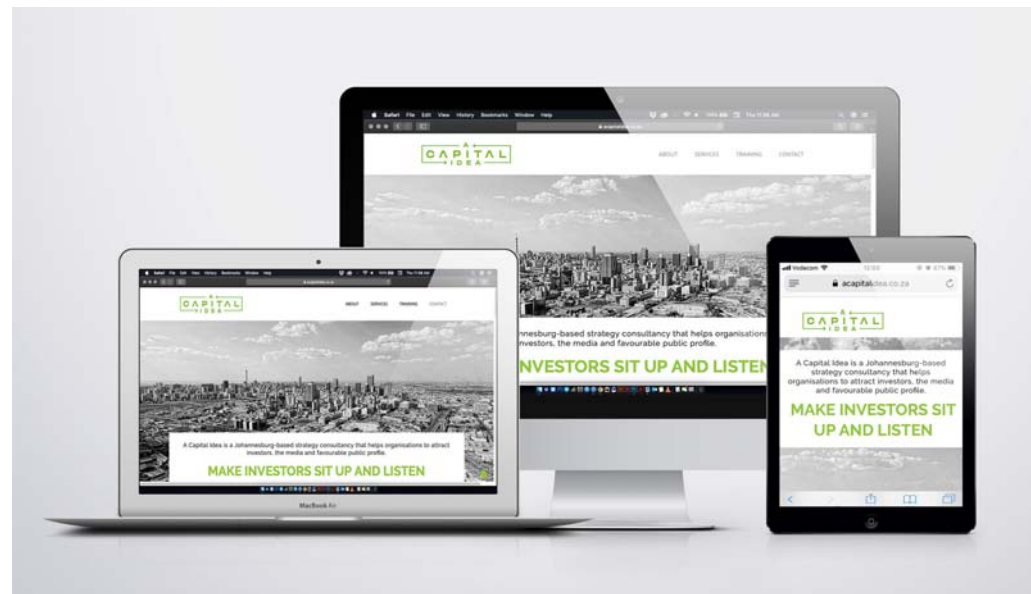
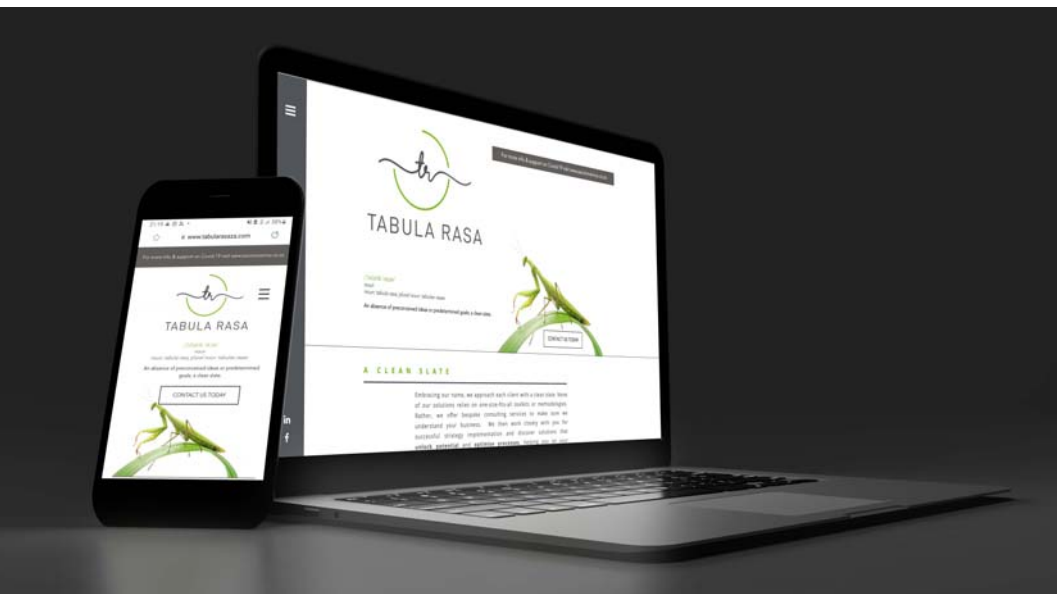
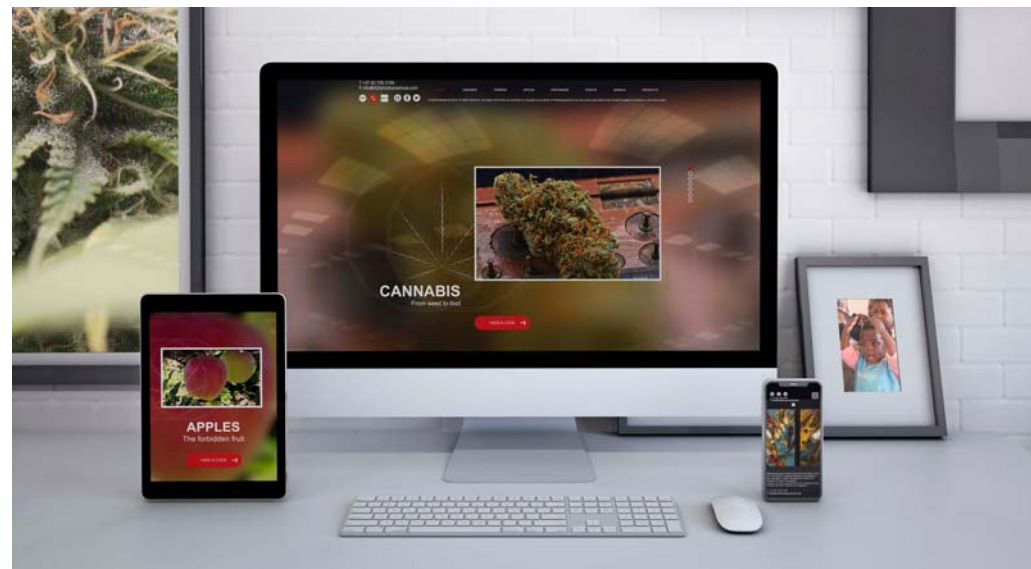
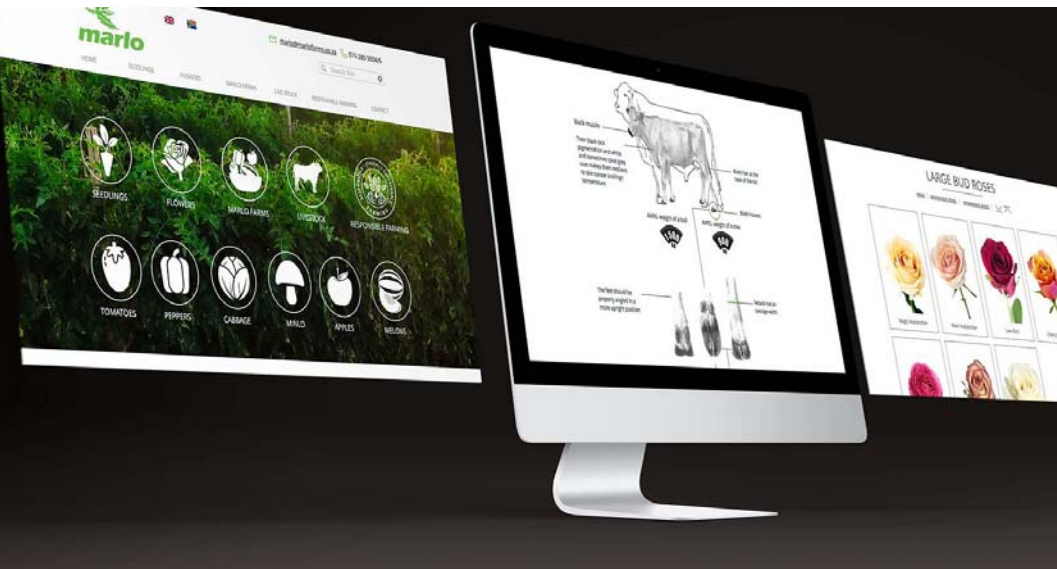
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**CUSTOM TO SMALL** – No site is too small or too big, we have a specialist team that will work with you.

**HOSTING** – Websites need to have a dedicated platform where they live, to ensure that fast download speeds are maintained, that is why we have our own dedicated high security servers.

**DEVELOPMENT** – Expert user-focused web design to help you dominate the competition. We create engaging experiences that place your business where your customer needs you most – in the palm of their hand.









## CORPORATE IDENTITY

Client : Awethu Group

Logo Design | CI Manual | Brand Strategy | Brand application | Website | Social Media Application

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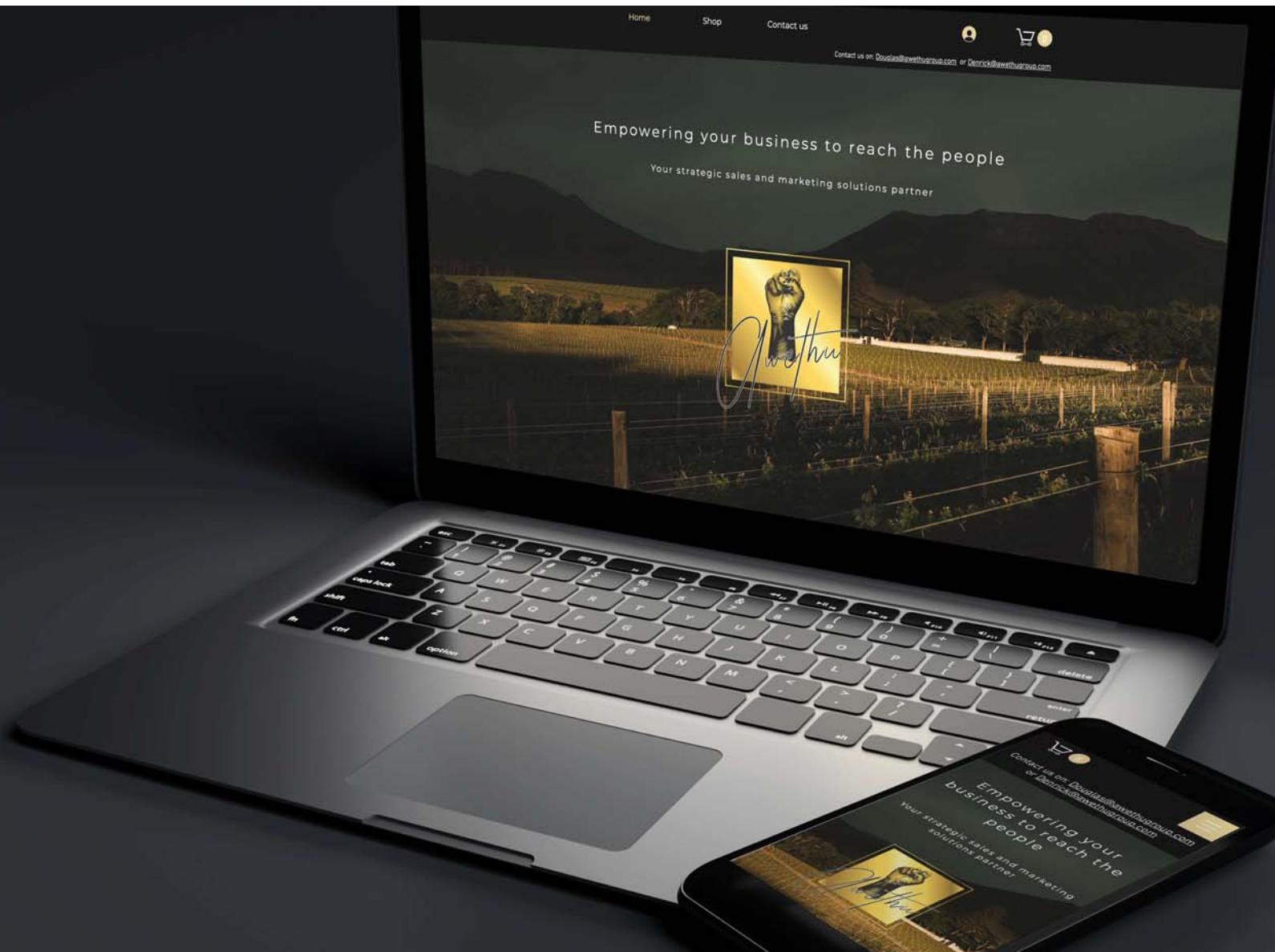
Four independent businessmen with experience covering every cornerstone of an FCMG Supply Chain Management Group in South Africa, specialising in helping their clients plan and simplify their product distribution into the retail and consumer market. For them, supply chain is about more than just the numbers – it's about client service on all levels, which is their most valuable offering. They make it their priority to really get to know their clients and suppliers and find out what motivates them.

As a company, they passionately believe that your product can be brought to the people, this is reflected in their company ideology and the company name “Awethu”, which means “For the People.”

---













## PETZONE BRANDING

Client : West Pack Lifestyle

Logo Design | CI Manual | Brand application

Image selection | Stationery | Advertising

---

The pet industry is one of the most lucrative markets in the world. West Pack Lifestyle saw a gap in the South African Market.

The branding concept for this business was created out of my own love for animals. The brand identity was designed to make the company express a more pet-friendly store appearance where all animals were welcome to visit. The chain store does not sell pets, but they do cater for a wide range of animal products, from the more conventional to the more exotic. The Corporate Identity was designed to be more playful, and the brand goals were achieved by comparing it to the target market and looking into competitors research.



**petzone**  
by WEST PACK LIFESTYLE

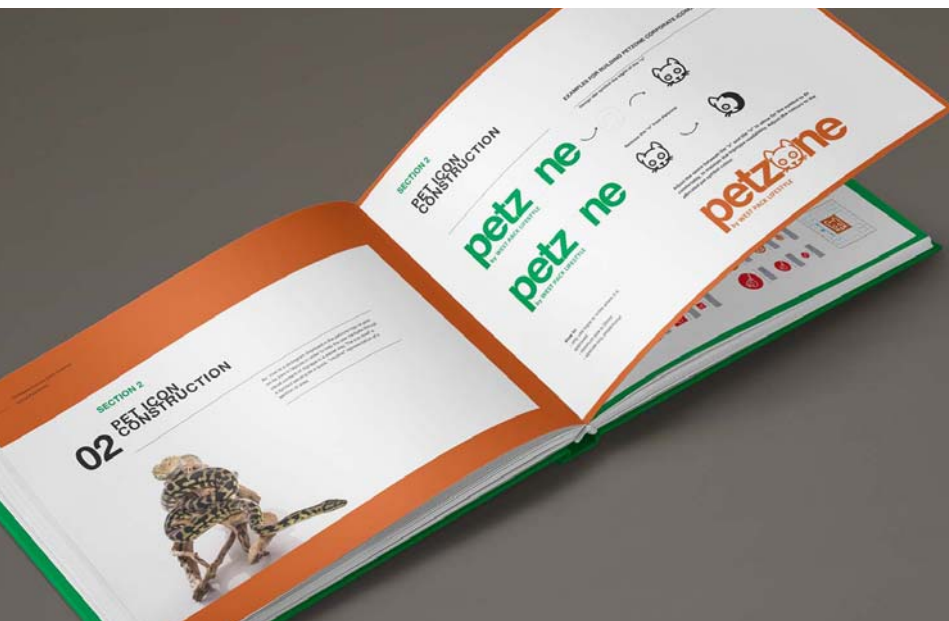
**DESIGN AND  
BRAND GUIDELINES**



**petzone**  
by WEST PACK LIFESTYLE

**DESIGN AND  
BRAND GUIDELINES**







**PETZONE BENONI**  
EAST RAND

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rhoncus eu, tempus ac ligula  
Sit amet hendrerit orci

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mi pellentesque. In viverra semper bibendum. Sed sed sem eleifend, efficitur  
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Præsent dui elit  
Id rhoncus eu

**petzone**  
by WEST PACK LIFESTYLE

BENONI EAST RAND

**petzone**  
by WEST PACK LIFESTYLE

NAME SURNAME

A | 32 Great North Road, Brentwood Park, Benoni T | +27 11 234 5678 & | email@petzone.co.za  
W | www.petzone.co.za

**petzone**  
by WEST PACK LIFESTYLE



A | 32 Great North Road, Brentwood Park, Benoni T | +27 11 234 5678 & | email@petzone.co.za  
W | www.petzone.co.za



**petzone**  
by WEST PACK LIFESTYLE



**OUR STORES**

<p><b>BEL AIR SHOPPING CENTER</b> Malibongwe &amp; Bellairs Drive Northriding Tel: 010 005 3285</p> <p><b>BENONI</b> Great North Centre, 32 Great North Road, Brentwood Park, Benoni Tel: 010 005 3395</p> <p><b>PETZONE RYNFIELD</b> Rynfield Terrace Shopping Centre, Cnr Pretoria &amp; Vlei Streets, Rynfield, Benoni Tel: 010 003 6554</p> <p><b>PETZONE BOKSBURG</b> East Rand Value Mall, Rietfontein Road-Hughes - Boksburg Tel: 010 005 3282</p>	<p><b>PETZONE COLUMBINE</b> (Mondor) 82 Swartgoud Street, Suideroord, Johannesburg Tel: 010 003 0059</p> <p><b>PETZONE WITBANK</b> (Mpumalanga) Witbank Retail City - Shop 14, Cnr OR Tambo &amp; Nelson Mandela Drive, Emalahleni, Mpumalanga Tel: 010 003 5399</p> <p><b>PETZONE MEGA</b> (Windhoek) Mega Lifestyle Centre, Chasie street, Klein Kuppe, Windhoek Tel: 0026461248256</p> <p><b>PETZONE GREENSTONE</b> Greenstone Shopping Centre, Modderfontein Rd, Greenstone Hill, Edenvale. 010 003 6552</p>	<p><b>PETZONE ISLANDS</b> The islands shopping Centre, R512, Hartbeespoort Tel: 010 003 6556</p> <p><b>PETZONE 14TH AVENUE</b> 14th Avenue District Shop Nr 18, Cnr William Nicol &amp; Hendrik Potgieter Drive, Constantia Kloof, Roodepoort Tel: 010 005 3396</p> <p><b>PETZONE LITTLE FALLS</b> Lifestyle Crossing Shop 50, Hendrik Potgieter Drive &amp; Nic Diederichs Boulevard, Wilgeheuwel, Roodepoort Tel: 010 005 3399</p> <p><b>PETZONE GERMISTON</b> (The Reef) The Reef Shopping Centre, Shop 44, Black Reef Road, Albermarle, Germiston Tel: 010 005 3286</p>
---	--	---

Our pet family stores are growing follow us on  



**Ball and chain  
seeks playmate.  
Don't leave me  
hanging.**



**Ridgeway Shopping Centre**  
Accessories | Bedding | Habitat | Toys | Food | Snacks  
[www.westpacklifestyle.co.za](http://www.westpacklifestyle.co.za)  

**petzone**  
by WEST PACK LIFESTYLE







## CORPORATE IDENTITY

Client: The Black Door

Logo Design | CI Manual | Brand Strategy |  
Brand application |

Opulence is the word that would best describe the brief. The high-class Shisha Lounge and restaurant is based in Sandton, South Africa. They wanted a mysterious logo, represented the richness and would appeal to a high-end market and the music industry.

The client had an obsession with Medusa, the challenge was to create the logo so that the hair still had that rope feeling, representing the shisha pipes.

The logo was designed in a single colour with gold as the main application, however, the logo colour can be adjusted for multiple finishes.









## EXTERNAL SIGNAGE MANUAL

Client : York Timber

Logo Application | CI Manual | Brand Strategy |

Brand application

---

York Timbers is South Africa largest timber supplier, The logo had at the time of this project gone through a transition. With multiple offices through Southern Africa, the Logo application needed to be standardised. This required me to travel to various offices and investigate the best possible solution for signage.

The signage also needed to reflect icons for tourism as well as work. The guidelines are designed with formulas to accurately create all possible variations of signage with an in-depth colour breakdown which was drawn from the newly written CI brand guidelines.







## CORPORATE IDENTITY

Client : Ignis Jewellers

Logo Design | CI Manual | Brand Application

Packaging

---

Chris is an extraordinarily talented jeweller and designer, who designs and handcrafts jewellery for selected clients.

With every piece designed and handcrafted personally by Chris, he offers an exclusive collection that can't be found elsewhere.

Inspired by the historical and mythical tales of gods and silver that is reflected in his signature range, DS came up with the name "Ignis". The logo was developed to reflect Chris's style.

DS created an identity which set the expectation for a brand that's all about incredible quality and fine craftsmanship.









TABULA RASA

## CORPORATE IDENTITY

Client : Tabula Rasa

Logo Design | CI Manual | Website

Key symbol pray mantis is part of their mission but not of their logo. The logo reflex a 360° and seamless approach to business solutions.

Usually the mantis makes an appearance when we've flooded our lives with so much business, activity, or chaos that we can no longer hear the still small voice within us because of the external din we've created.

This team of women are just that, a consultancy agency that look at business and/or projects with a clean slate and assess processes objectively, finding solutions that create a balanced and clean approach.





# TABULA RASA

*/ˌtæbjʊlə ˈreɪsə/*  
noun  
noun: tabula rasa; plural noun: tabulae rasae

An absence of preconceived ideas or predetermined goals; a clean slate.



CONTACT US TODAY

## A CLEAN SLATE

Embracing our name, we approach each client with a clean slate. None of our solutions relies on one-size-fits-all toolkits or methodologies. Rather, we offer bespoke consulting services to make sure we understand your business. We then work closely with you for successful strategy implementation and discover solutions that unlock potential and optimise processes, helping you on your

21:19 38%  
www.tabularasaza.com

For more info & support on Covid-19 visit [www.sacoronavirus.co.za](http://www.sacoronavirus.co.za)



# TABULA RASA

*/ˌtæbjʊlə ˈreɪsə/*  
noun  
noun: tabula rasa; plural noun: tabulae rasae

An absence of preconceived ideas or predetermined goals; a clean slate.

CONTACT US TODAY





## CORPORATE IDENTITY

Client : Eggonomics

Logo Design | CI Manual | Brand Strategy |  
Brand Application

Imagine a company that promises fresh free-range and organic eggs delivered to your doorstep within 48 hours of being laid.

The client wanted a name for the company as well as logo and brand development. The name came to mind when sitting with the client and listening to their conversation, numbers kept coming up whether it was how many eggs were laid daily to the cost to market.

The writing style is cheeky with a sense of humour, complemented with visual creativity, hedging a brand with personality.











## CORPORATE IDENTITY

Client : West Pack Lifestyle

Logo Design | CI Manual | Brand Strategy |  
Brand Application | Website

West Pack Lifestyle/Express, a national retail/franchise chain store. Previously the logo was altered in various applications, creating inconsistency in the brand affecting the visual brand identity. I was asked to look to create a consistent logo that could be applied through multiple uses. As part of the brief, I was asked to create a CI manual that would reflect how the logo would be used.

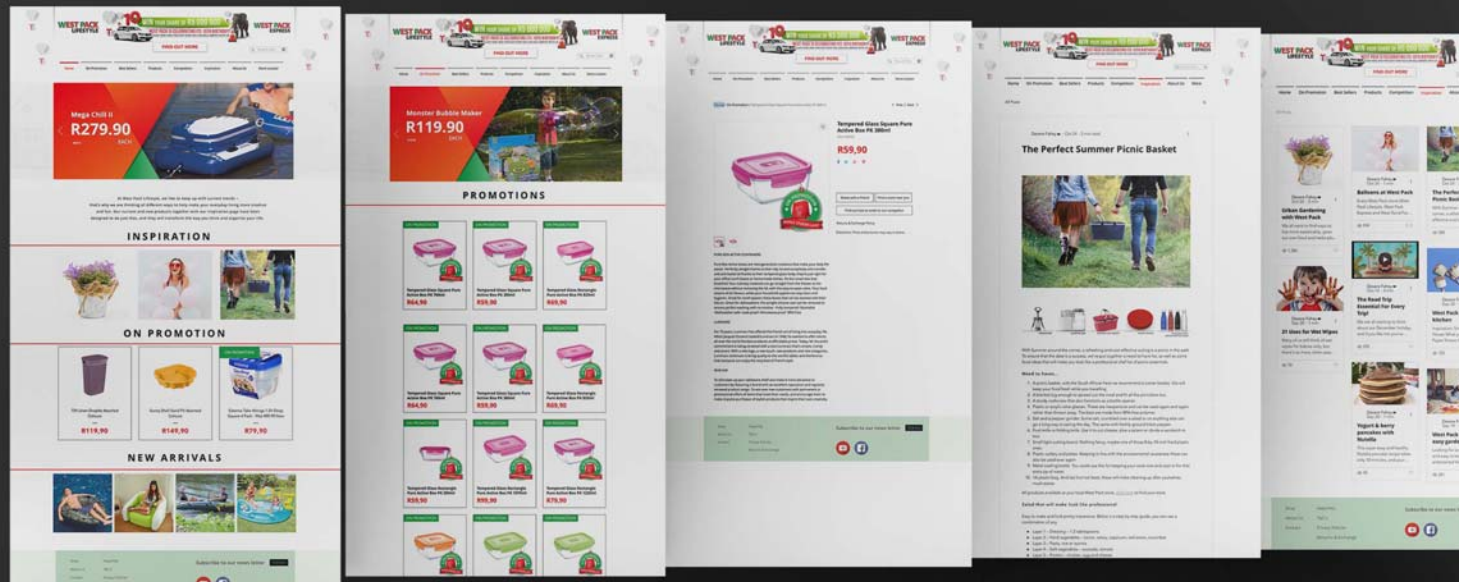
I cleaned up the logo and colours, creating a cleaner and brighter look for the company. The red and Green are now reflecting the nationality of the owners, which is Portuguese.

Pleased with the work done, I was asked to design packaging, Trucks signage and various other retail touch points. The project was then handed back to the internal team.









**CHELSEA CHAIR**  
Assorted Colours

**R159.<sup>90</sup>** EACH

**WEST PACK LIFESTYLE**  
More store. More value.

**Grand Opening**  
**WALVIS BAY**

**WEST PACK LIFESTYLE**  
More store. More value.

**25 JUNE TO 07 JULY 2019**  
WHILE STOCKS LAST





## CORPORATE IDENTITY

Client : Marlo Farms

Logo Design | CI Manual | Brand Strategy | Brand Application | Packaging | Website

Marlo Farms, one of the largest farms in the Limpopo, approached me to assist them with the re-design of their logo. Their brief was to create a brand identity that would stand out in the market.

The Lark that was used was on the endangered species list and had been absent from the area. In the last couple of years the Lark has migrated back to the region, showing a healthy ecosystem in the area.

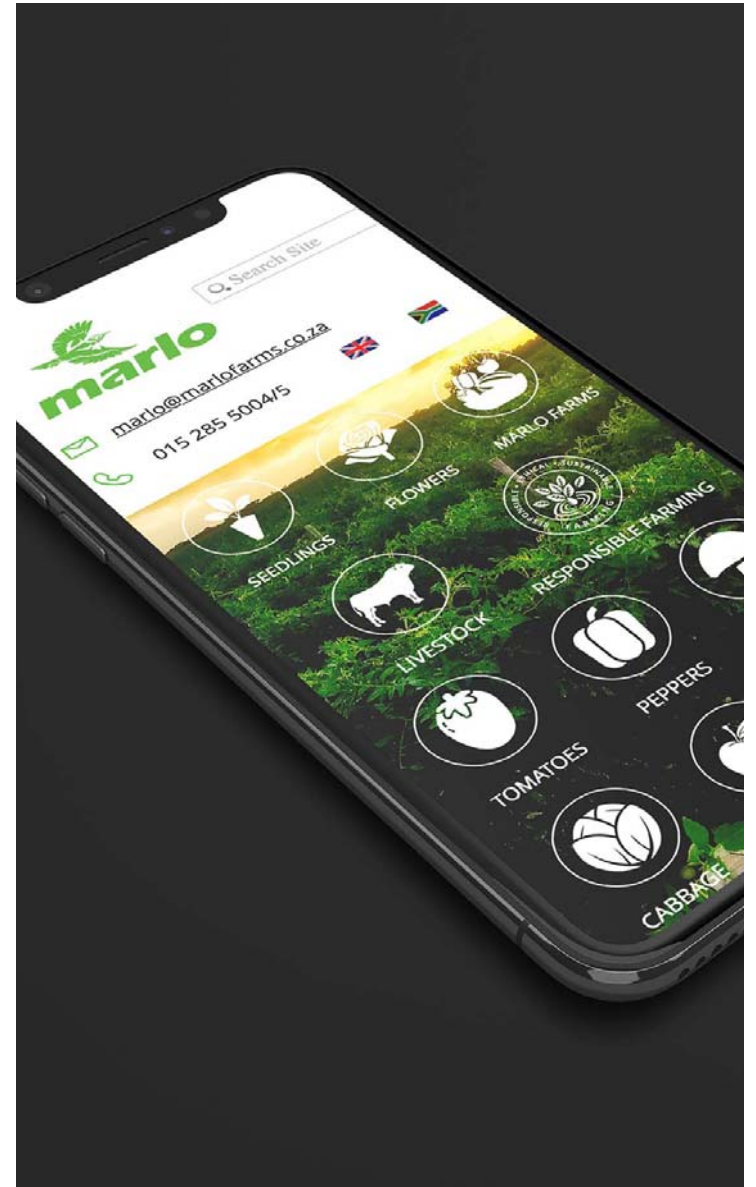
The farm, a large scale operation is spread over multiple farms. They produce roses, seedlings, cattle, tomatoes, apples, cabbage, melons and peppers, which are processed through their own packaging plant.

The project required site visits as well as photography.

















Jenus hippo.co.za  
advisory services

tiH TELESURE  
INVESTMENT  
HOLDINGS

## INTERNAL COMMUNICATIONS

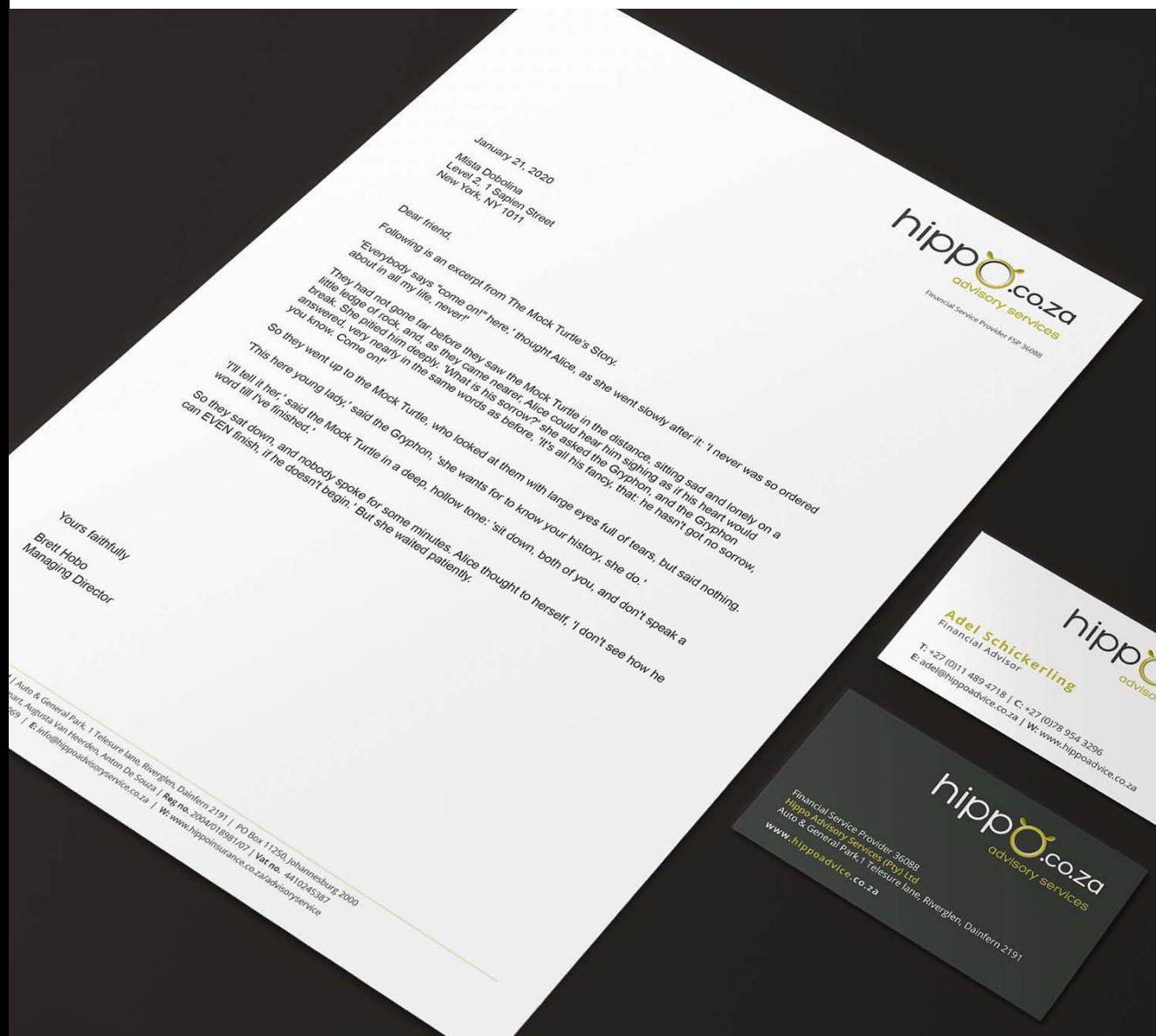
Client : Jenus/Hippo/Telesure

Brochures | Campaings | Infographics | Rewards  
| Posters | Gift Sourcing | Emailers | Websites

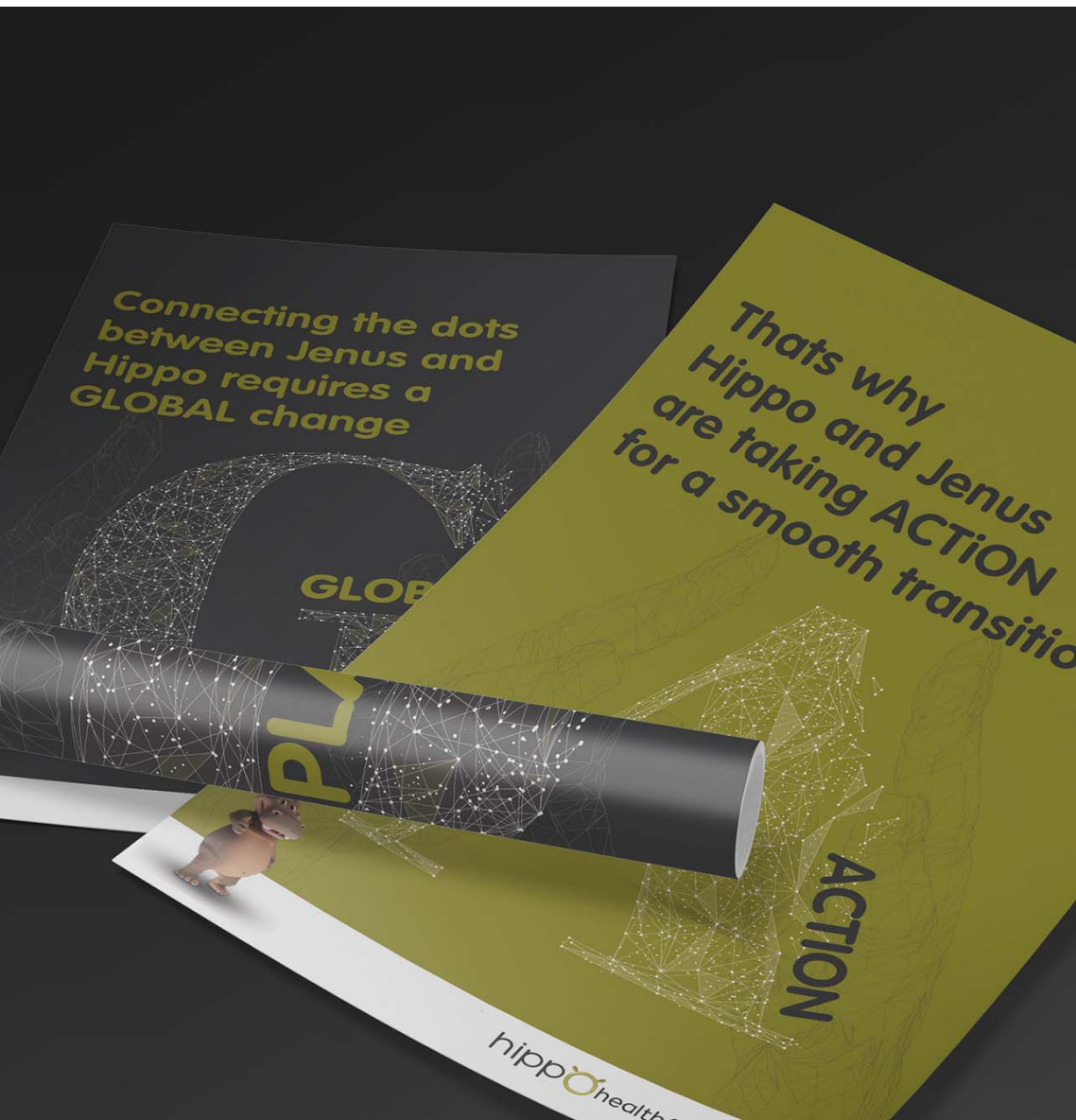
The Telesure Group is made up of various companies. I have assisted Jenus for over 4 years. Part of my retainer contract was to create internal and external brochures and infographics to communicate the different product offerings they have in their division. The agreement then expanded to various other creative platform development.

Jenus changed in 2018 to Hippo advisory Services. The transition created unease between the Hippo team and the Jenus team with a fear of loss of jobs after the merger. I was asked to create a campaign that would help the employees to connect the dots and bridge the gap of the transition.

I have worked on numerous internal and external communication projects that include logo designs, print designs, gift sourcing, marketing, presentations and digital communication.







*Did you Know...*

Did you know that regardless of which medical aid plan you are on, a majority of the time you will experience short-payments on hospitalisation costs?

**100% is not 100%**

Make sure you are not caught short....Indwe, in partnership with Jenus provides PSA members with a competitive Gap cover solution for **R196 per single or family per month** up to the end Of December. The rate from 1 January 2019 will increase to **R222**.

Just because your plan says that you are covered at 100% of the medical aid rates, does not mean that you have 100% cover. To the contrary, 100% medical aid rate cover is in fact the lowest level of cover in relation to what the specialists charge for in-hospital expenses.

**100%**

Go to [www.hippoadvice.co.za/psa](http://www.hippoadvice.co.za/psa) for our easy-to-use online benefits information and application process or

**CLICK HERE**

for us to call you.

Terms and conditions apply. Jenus is a registered FSP 36088.  
\*The rates for applicants over the age of 60 will be R800pm over



Lets get moving

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**EAT RIGHT**



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WE CAN  
DO IT!



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**GET RELIEF**



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**utemporem ipsunt, audi, et dolortas conse porem qui**  
**dant et qui sed.**

**VISIT 5 WELLNESS  
PROVIDERS &  
COLLECT  
5 STICKERS.**

**Write your name, surname  
& contact details on this card and place  
it in the lucky draw box at the  
Wellness Centre reception  
to stand the chance to win  
R300 loaded to your  
access card!**





# WELLNESS DAY

GREAT  
PRIZES  
UP FOR GRABS

EAT  
RIGHT



**5-9 MARCH** DO YOUR HEALTH CHECK  
PIAZZA, MEZZANINE, LEVEL 2 (UNDER THE ESCALATORS)

**Jeaus**  
Independently different

# WELLNESS DAY

GREAT  
PRIZES  
UP FOR GRABS

WE CAN  
DO IT!

Quit bad habits  
(smoking, alcohol,  
substances)



**5-9 MARCH** DO YOUR HEALTH CHECK  
PIAZZA, MEZZANINE, LEVEL 2 (UNDER THE ESCALATORS)

**Jeaus**  
Independently different









# #MYTIMEISNOW

## THE QUIT SMOKING REVOLUTION

Have your cotinine levels assessed after one month to prove you have quit and to receive a prize.

Make an appointment with the doctor to discuss medicinal support, take all the help you can get.

Get assigned an email buddy to support you throughout the journey. Accountability is key.

Read Alan Carr's Easy way to Stop Smoking book which has a proven 80% success rate to help you quit.

Free lung function and blood pressure assessments. Let's see where you stand.

Get educated about your health. If you are informed you will deliver.

Receive a nifty starter kit & calendar to help you track your daily progress.

4thel addiction and stress based counselling is available to you to address the triggers.

Open a savings account and deposit all the money you saved from quitting.

Research suggests that if you kick the habit for a month, you have an 80% chance of being smoke free for the next 6 months or more!

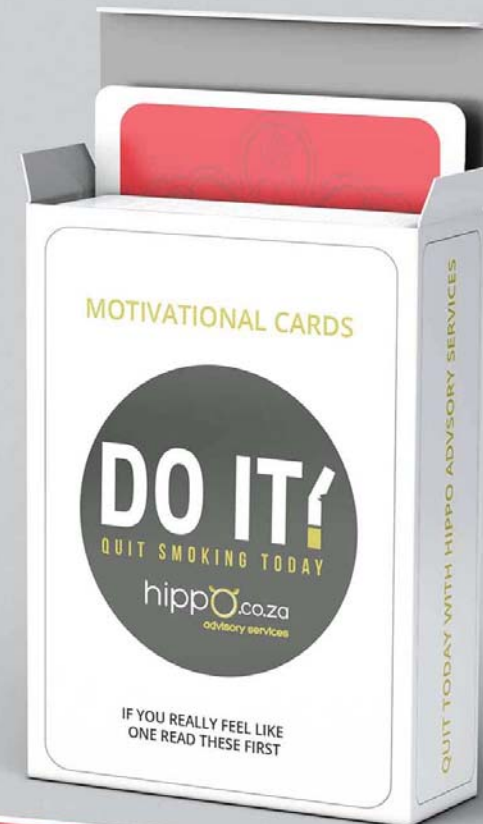
Just remember smoking can cause serious health risks.

In 2017, 35 of the 150 smoking cessation participants proved to kick the habit for good.

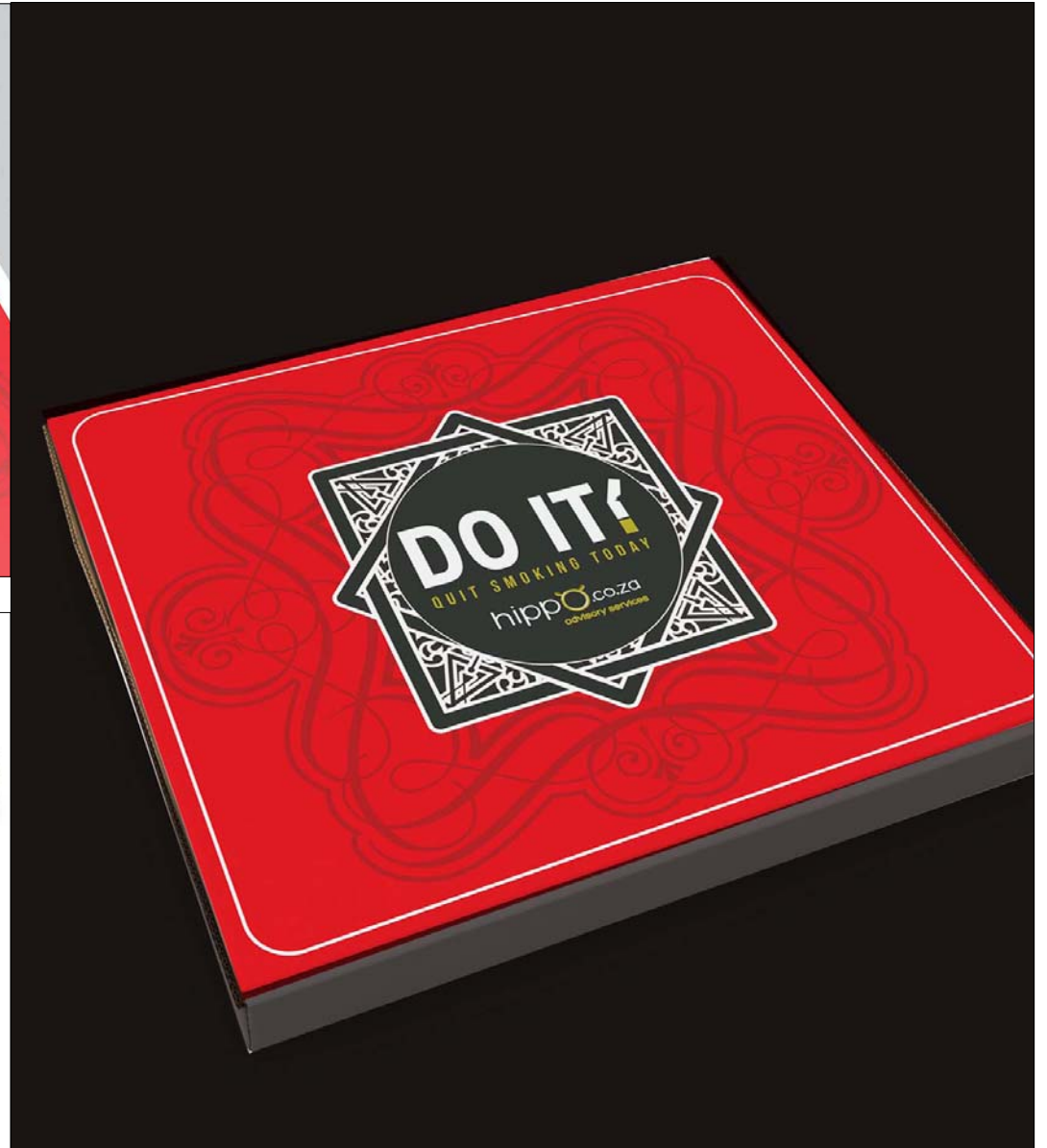
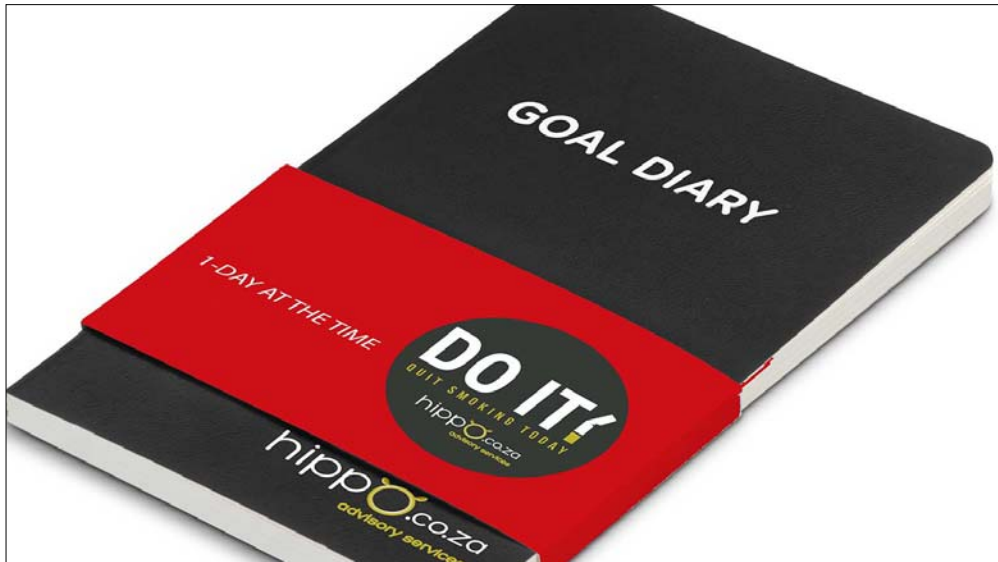
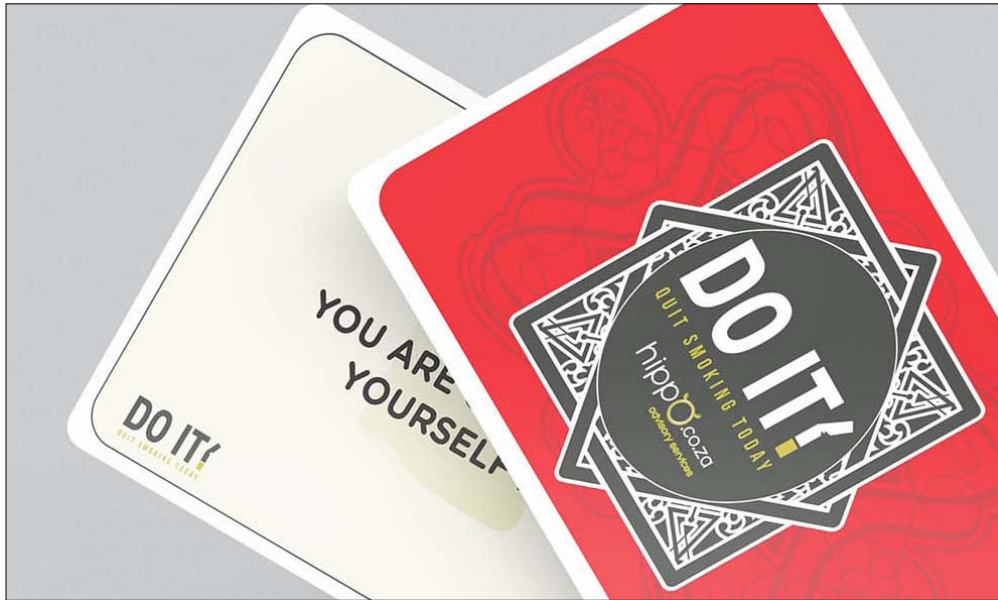
This year, in line with World No Tobacco Day, we invite you to participate in a month-long smoking cessation programme where we aim to support you in your journey towards becoming smoke-free, for good.

**DO IT!**  
QUIT SMOKING TODAY  
hippo.co.za  
advisory services

For more information, contact Justin Fiddes on justinfi@telesure.co.za







# INFOGRAPHICS

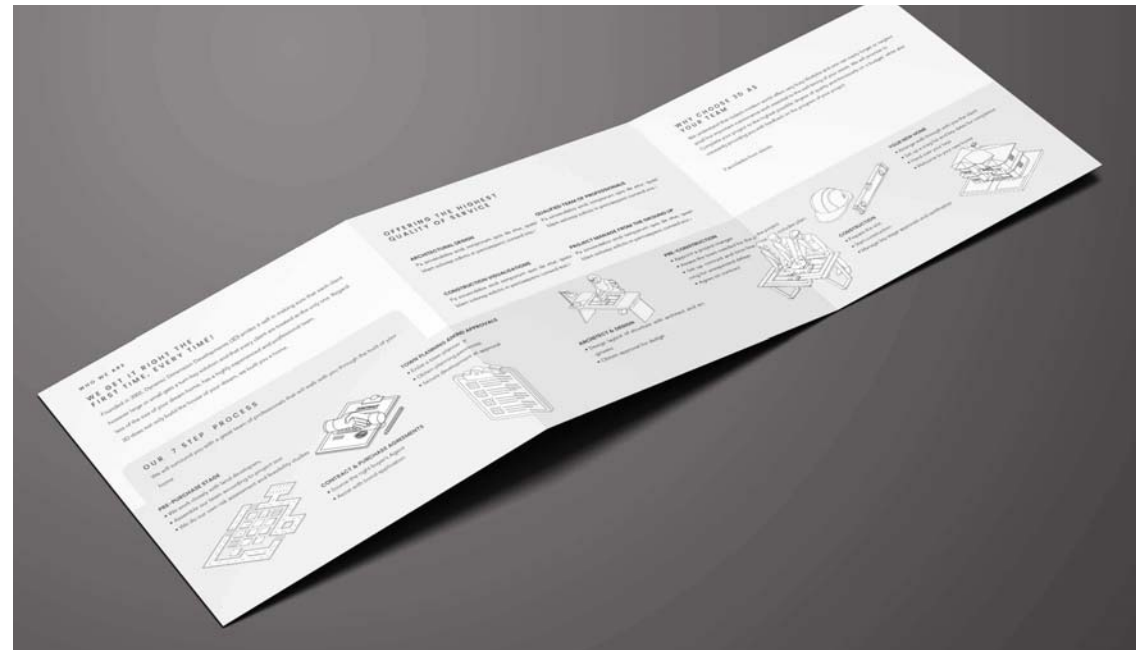
Client : Various Clients

Brochures | Posters

I am often commissioned to assist with infographics. This requires me to gain knowledge of how systems and/or operations flow. Most times, you can sit with a client and sometimes you have to work with multiple individuals across multiple continents to get the detail correct. This was the case with Dimension data. They needed four infographic brochures explaining four different product offerings.







## PACKAGING

Client : Various Clients

### Packaging

The packaging requires you to visualise the design in multiple dimensions. To ensure that the model works on a 3D level, one needs to generate a view of the finished product before printing

We have worked on various packaging projects, helping clients and agencies design and visualise product from concept to shelf.











**WE HOPE YOU ENJOYED  
OUR PROFILE AS MUCH  
AS US CREATING YOUR  
CLIENTS WORK**

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