



**Design**  
**w Zach**

→ [www.designwithzach.com.au](http://www.designwithzach.com.au)

# Welcome

**Design With Zach is a Gippsland based design studio lead by Creative Director, Zach Jacobs.**

Whether it's a new business venture, new product idea, or taking your existing business to the next level, I partner with you to reach existing and potential customers through meaningful design solutions that tell your story and add value to your brand.



# About

With a passion to help build businesses through results-driven design concepts and creative marketing materials, Design With Zach fills a unique place in the market, being able to work efficiently and effectively as part of your team.

Being a musician and artist myself, there is nothing more rewarding than forging long-term creative relationships with clients. This could be with business owners, leaders, individuals, educators or designing with kindness to help meaningful organisations make a real difference. I love to partner with real people with aligned values.

Based out of a design studio in Gippsland I have been fortunate enough to work in collaboration with amazing creatives, small family start-ups, National and International companies and local businesses thinking big, to exceed their design needs and push their ideas into the spotlight.

Founded as Imprint Marketing & Design over 10 years ago and winning various awards in the meantime, the business has evolved, and like everything around us, will continue to evolve, meeting the needs of businesses large and small.



# Creating **w** Curiosity

Behind every project is the opportunity to create something truly unique; something that speaks clearly and directly to your audience. Through curious thinking, research and development, no stone is left unturned.

This is where big ideas begin.



## Milk'n Cows, Not Farmers!



# Engaging w Purpose

In day-to-day business there are leaders with big ideas, game changers on a mission to break the mould and people willing to give their time to make a difference.

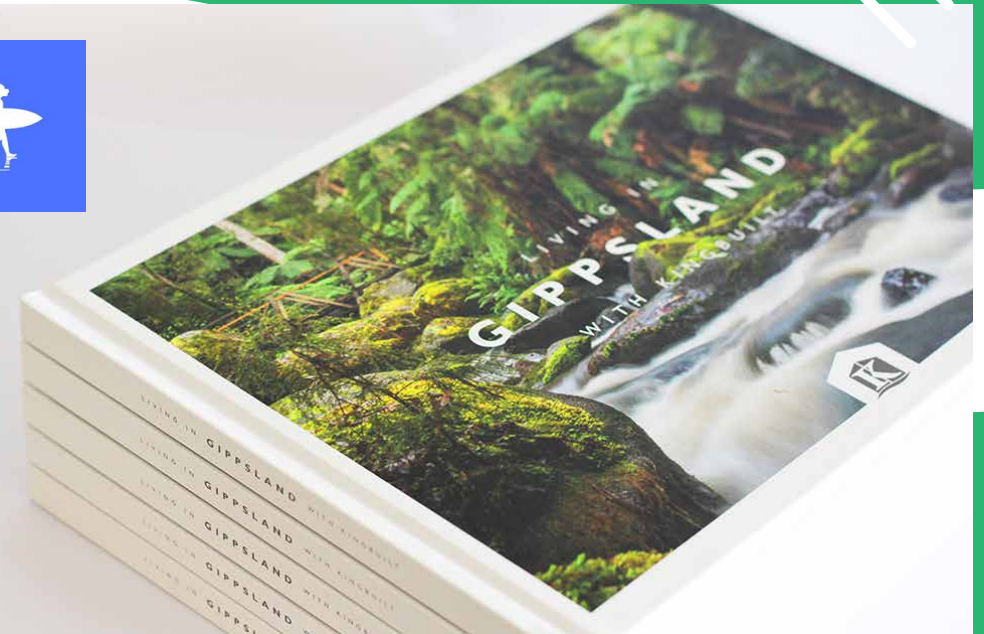
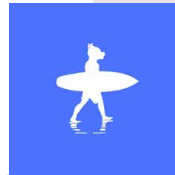
There is nothing more rewarding than working alongside these inspirational companies and organisations.



# Collaborating w Value

Everything can be better through good design.

When brands evolve seamlessly through ongoing support, trusting relationships, collaboration, clear communication and design efficiency – big ideas become big business.



Swedish Midsummer SALE



craig currie.



# Capabilities

- Graphic Design
- Brand Identity Design
- Business Rebranding
- Publication Design
- Business Naming & Development
- Packaging Design
- Design Review & Audits
- Web UX Design
- Photography & Video Direction
- Print Advice & Management

# Process

Every project is unique and needs to be approached as such, however, these are the key areas always focused on:

## → Discovery

Review the industry, competitors, industry trends and current place in the market, then look at how all of your current material stacks up to this.

## → Think Like a Client

Isolate what the client wants, needs and expects from your business.

## → Concept Development

Explore how this can look, sound or feel to the identified audience and present a range of design directions for your consideration.

## → Execute Solutions

Once a direction has been refined and approved, roll out the design solutions to all print, digital and brand-related outcomes agreed upon.

## **craigcurrie.**

"I was absolutely knocked out with delight and so excited with Zach's work. What was amazing and indicative of how he gets it, was the lack of changes required to the designs; he nailed it practically first time every time. While he was very open to make changes they simply weren't required; he was bang on for each and every part of the branding, website and marketing designs.

Nothing was too much trouble for Zach, from assisting setup of email addresses, stationary, printing, registering domains... the list goes on.

Beyond this, and now the most important factor, is the unsolicited feedback that I receive from the marketplace in regards to my branding and easy-to-use website.

Zach absolutely nailed the brief, execution, budget and after care follow up.

An outstanding company and professional that has provided my tools to ensure success in business and an edge in my marketplace."

Craig Currie – Craig Currie Real Estate Agent

## **LEAH METHER**

"I approached Zach to help me with a full re-brand of my established business. While I had a rough idea of what I wanted, I left the project in Zach's capable hands to come up with what he thought would work best. I trusted his advice completely and am so glad that I did because he nailed the new visual branding on the first go! Zach got to know me, my values, my style and my preferences and this was all reflected in his design. I was absolutely thrilled with the result and Zach was a pleasure to work with at every turn. I would highly recommend Zach to anyone wanting the highest quality visual branding and design for their business. Five stars and if I could give more, I would!"

Leah Mether – Speaker, Trainer, Coach, Facilitator, Author

## **ASKO** Inspired by Scandinavia

"Zach is very efficient, reliable and a pleasure to work with.

Since we started working with Zach we have been able to produce a vast range of promotional content, often to tight deadlines which are always met.

Being a premium brand, it is essential that we produce high quality creative content as often our marketing material is displayed in over 400 stores nationally.

Zach has proved that no job is too big or too small and is an integral contribution to our brand."

Kristy Dalton – Marketing Coordinator, ASKO Appliances

# Contact



If you have any questions,  
or a project in mind that  
you'd like to discuss,  
please reach out:

Drouin Studio  
By Appointment Only

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