



SOLIDCO SERVICES

Graphic & Brand Design

Distinctive brand systems and visual assets that bring clarity, consistency and character to every touchpoint - online and off.

ABOUT SOLIDCO

We are SolidCo, a full-service digital studio crafting clean, high-performance experiences that feel intentional, fast and built to last.

We design, build and refine websites, applications and digital systems for businesses that want to stand out and move fast. With one clear point of contact, straightforward communication and experienced designers and developers behind every project, we keep the process focused and the details considered. From the first idea through to launch, support and everything that follows, every project is built on solid thinking and made to leave a lasting impression.

We also believe good work means staying connected to the industry that shapes it. SolidCo is a member of the Australian Web Industry Association (AWIA) and the .au Domain Administration (auDA), a Microsoft AI Cloud Partner, and part of the Amazon Web Services (AWS) Partner Network. Behind the scenes, we subscribe to industry alerts for security vulnerabilities (CVEs) and stay across the Australian Cyber Security Centre's (ACSC) cyber threat alerts - so the work we ship stays current, secure and supported.





HOW WE WORK

Bold ideas, solid delivery

01 Discover

We learn your goals, audience and constraints, then map a clear plan with real priorities.

02 Design

We shape the structure, brand and interface – refining together until it feels right.

03 Build

We develop with clean, tested code and prepare for a smooth, confident launch.

04 Support

After launch we keep improving – updates, new features and support.

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OVERVIEW

Distinctive brand systems and visual assets that bring clarity, consistency and character to every touchpoint – online and off.

A brand is more than a logo. It is the complete toolkit that makes your business instantly recognisable wherever it shows up. We design brand systems that are practical to use and easy to keep consistent, then create the assets you need to bring them to life across web, social, print and campaigns.

WHAT'S INCLUDED

- | | |
|---------------------------------|-------------------------------|
| ✦ Brand identity systems | ✦ Logo design & variations |
| ✦ Colour & typography systems | ✦ Brand guidelines |
| ✦ Marketing & campaign creative | ✦ Social media assets |
| ✦ Print & collateral | ✦ Pitch & presentation design |

The result: A brand that looks the part everywhere and is easy to keep consistent.

How we deliver it

01 Discover

We learn your audience, positioning and personality to ground the design.

02 Explore

We develop directions for the mark, palette and type, then refine with you.

03 System

We build a coherent identity system with clear rules for how it is used.

04 Roll out

We produce the assets and guidelines your team needs to stay consistent.

GOOD TO KNOW

Do I get brand guidelines?

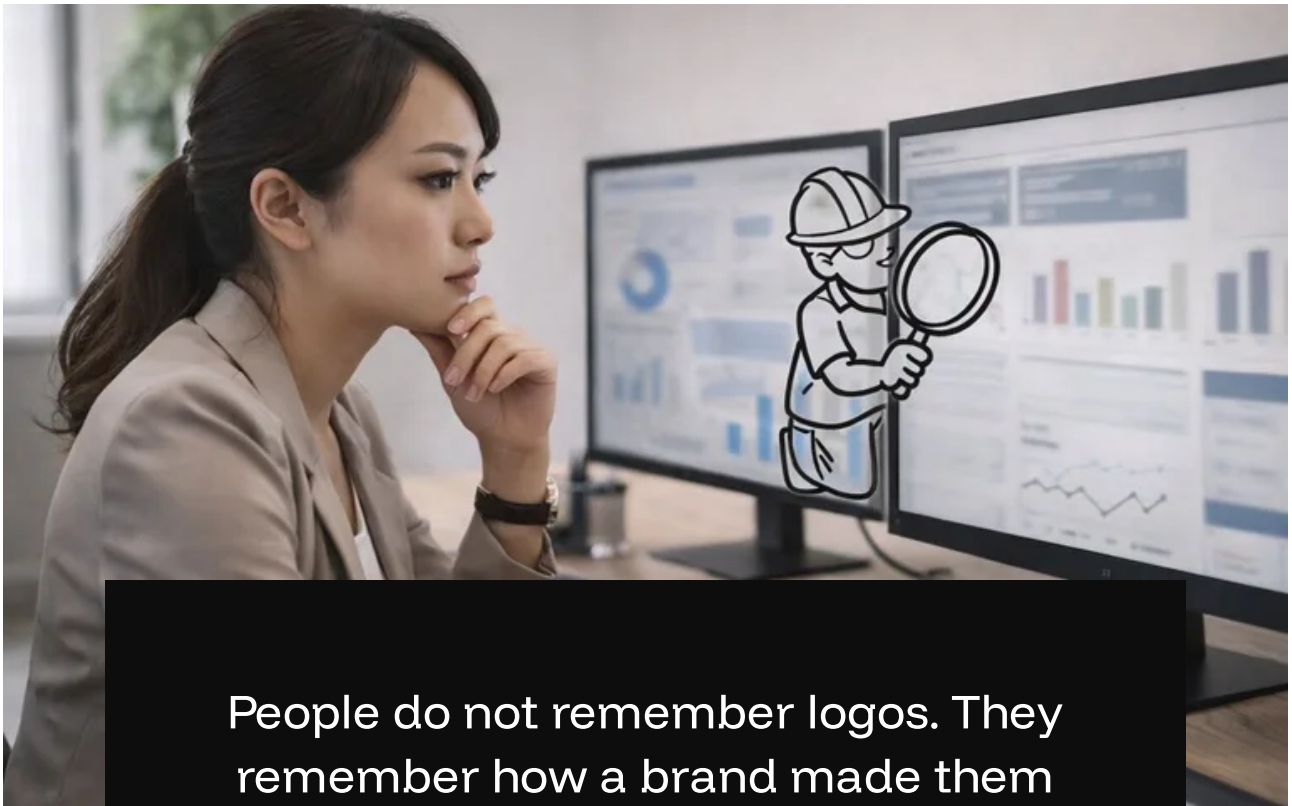
Yes. We provide clear guidelines so your brand stays consistent as your team and materials grow.

Can you refresh our existing brand?

Absolutely. We can evolve what you have or start fresh, depending on what serves your goals.

Do you design print as well as digital?

We do - from business cards and collateral to social assets and presentations.



People do not remember logos. They remember how a brand made them feel - again and again.

MORE THAN A LOGO

A brand is a promise people can recognise from across the room

Your logo is the handshake. Your brand is everything that happens after – the tone, the colour, the feeling someone gets three seconds before they have read a single word.

MORE THAN A LOGO

We think of a brand as a system, not a picture. A picture is one moment; a system is every moment. It is how your invoice looks, how your social grid feels, the exact shade that makes someone think of you and not the competitor two doors down. When those pieces agree with each other, your business starts to feel bigger, steadier and more trustworthy than its size alone would suggest.

Great design is not decoration bolted on at the end – it is decision-making made visible. Every choice of typeface, spacing and colour is quietly telling your audience who you are: careful or playful, premium or approachable, established or upstart. We make those choices on purpose, grounded in who you are actually trying to reach, so the impression is deliberate rather than accidental.

The real test of a brand is not the launch reveal. It is the Tuesday six months later when someone on your team needs to make a social tile at 4:55pm. If the system is good, they can – fast, and on-brand, without ringing a designer. That is why we hand over more than files. We hand over the rules, the reasoning and the reusable pieces, so consistency survives contact with real life.

Consistency, done right, compounds. Every touchpoint that looks like it belongs to the same confident company adds a little interest to the account.

MORE THAN A LOGO

Miss it, and you are quietly withdrawing trust every time your materials look like they came from four different businesses. We build identities that make the compounding work in your favour.

A strong brand also does quiet commercial work you rarely see on a balance sheet. It lets you charge a little more because you look like you are worth it. It makes hiring easier because good people want to be associated with something that feels considered. It shortens the distance between a stranger and a sale, because familiarity does half the persuading before your pitch even begins. Design, in that sense, is not a cost centre - it is one of the cheapest forms of leverage a small business has, and we treat it that way.



LET'S TALK

Have a project in mind? Let's build something solid.

Tell us what you're after and we'll get straight back to you with clear next steps and an honest estimate, no pressure, no jargon.

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