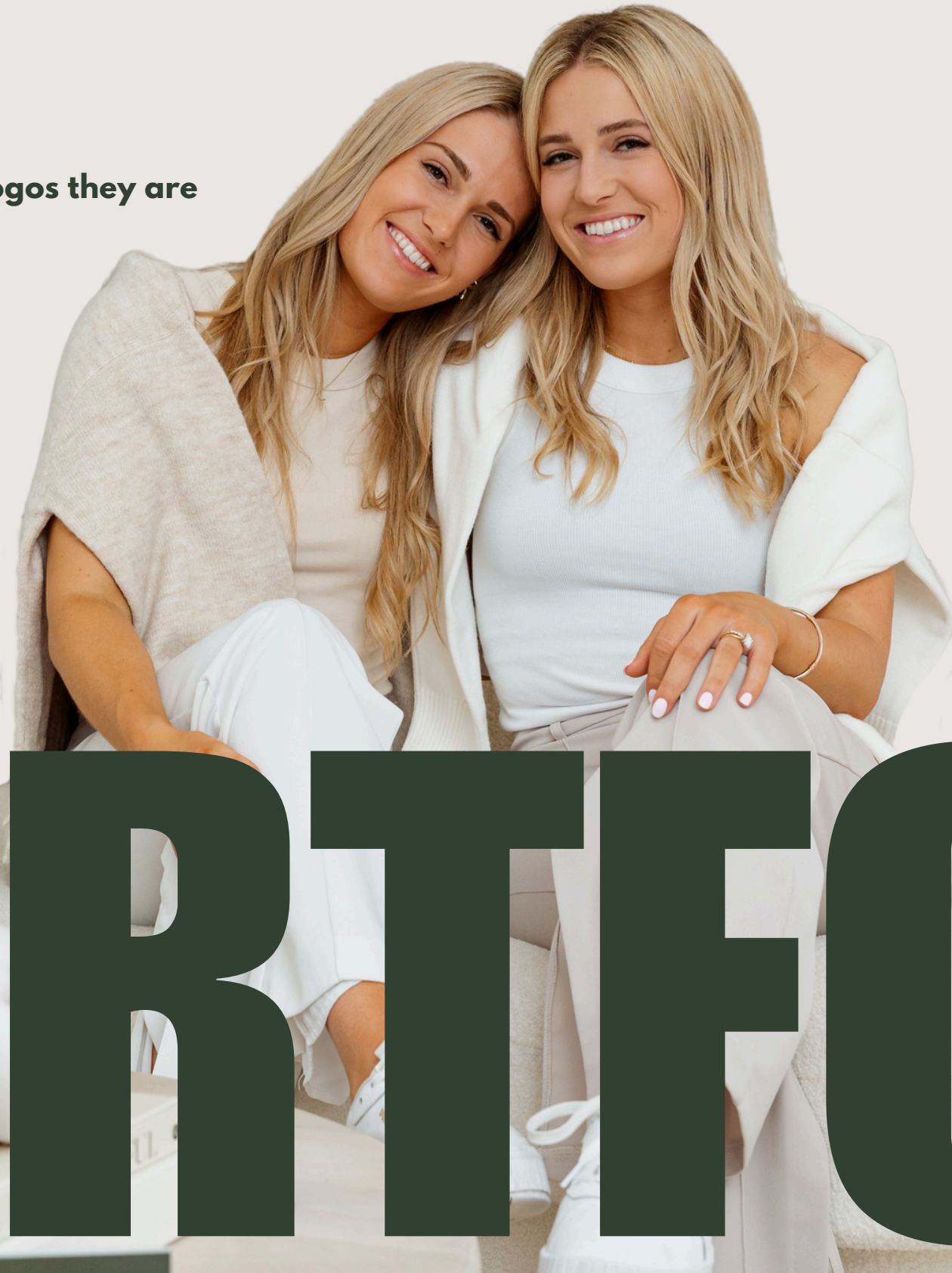




Iconic brands are not just built on logos they are built on identities



An outgoing small business that inspires funded start ups, small businesses, and corporations to be expressive through their brand identity

PORTFOLIO

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Design lifecycle

DESIGNED BY SLADE

WELCOME TO DBS

a little bit about us

DESIGNED BY

SLADE

Who are we?

We are Emma and Rachel, identical twin sisters and the co-founders of Designed by Slade, an Australian-based design business located in Brisbane.

After discovering our passion for design, we decided to create a company that helped others display the true meaning behind their businesses.

Our mission

Our business goal is to help your company craft a unique and compelling image—one that is clear, targeted, and grounded in a solid positioning strategy. We specialise in transforming complex ideas into cohesive brand identities that directly reflect your business's mission. As an independent design company we are able to bring agency-level design and expertise to the same project that would attract a higher cost elsewhere.



Prior experience

After completing our associates in pre-engineering we both decided our passion sat in the creative design space. We knew we wanted to start a design business but wanted to do our research first. Starting work experience at a Brisbane based architect, we learned the ins and outs of adobe. From there we completed our college course in Microsoft suite and Em spent a few years as an in home designer. All this experience led us to our passion of design but in the digital space!

Our skills

Branding
Rebranding
Logos
Digital design
Marketing
Pattern & print design
Social media design
Social media management
& more



OUR SKILLS



OUR WORK



[01 WOODY'S COLLECTIVE]



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PROJECT 01

Woodys Collective

Woodys offers social media management to boutique small businesses, with a goal of elevating their visual identity and brand perception on socials

Objective

Elegant yet creative with a simple clean look. Wanting to incorporate a butterfly that will tie in well with a thicker text

Review

"I can't recommend these talented designers highly enough! Their dedication and attention to detail were outstanding from the moment we began working together. They took the time to deeply understand my brand, creating a logo that perfectly embodies my vision and identity. Their creativity and expertise transformed my ideas into a design that feels uniquely 'me'" - Josh Woodworth (owner of Woodys Collective)



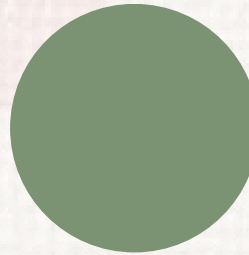
PROJECT TWO

Bugsy the Label

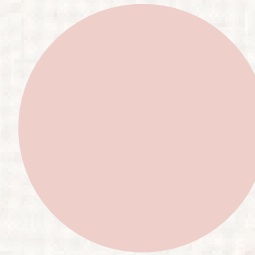
A thoughtfully designed collection of premium children's clothing. Our goal at Bugsy is to redefine girls occasional wear that always stands out in a crowded market.

Objective

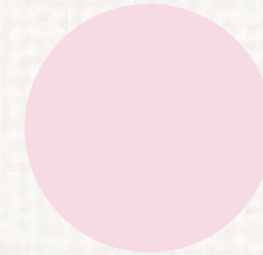
Clients will choose bugsy due to its unique design, on trend yet unique designs, quality materials, price point and customer service. We want the design to be playful, unique, and colourful



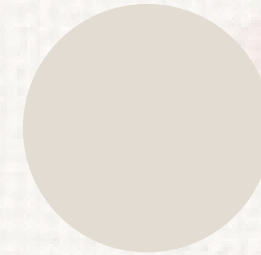
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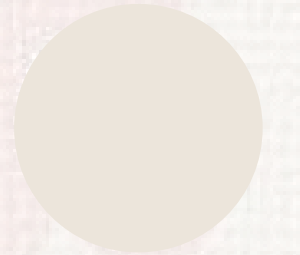
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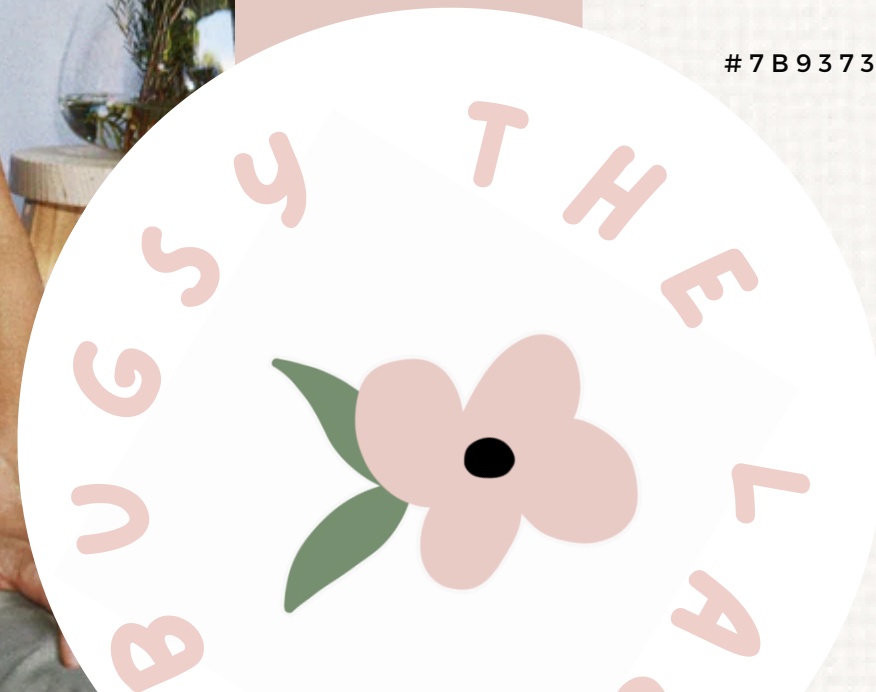
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E3DCD2



#ECE5DB



PROJECT 03



Playwise

Samantha's vision is to create a welcoming and playful space for young children and their carers to move, play and grow together.

Objective

A colourful fun logo that attracted attention while following a minimalistic trend



ASK COLLECTIVE

CREATIVES / EMMA SMITH & RACHEL OKAMURA

PROJECT

FOUR

(09)

EST. 2024



BASK

COLLECTIVE

THE BASK COLLECTIVE



Bask

At Bask Collective, we are passionate about blending sustainability with craftsmanship. Based in Australia and proudly family-run, we specialise in creating handmade baskets. Our baskets are not only a testament to our commitment to environmental responsibility but are also designed to be waterproof, washable, and durable.

Objective

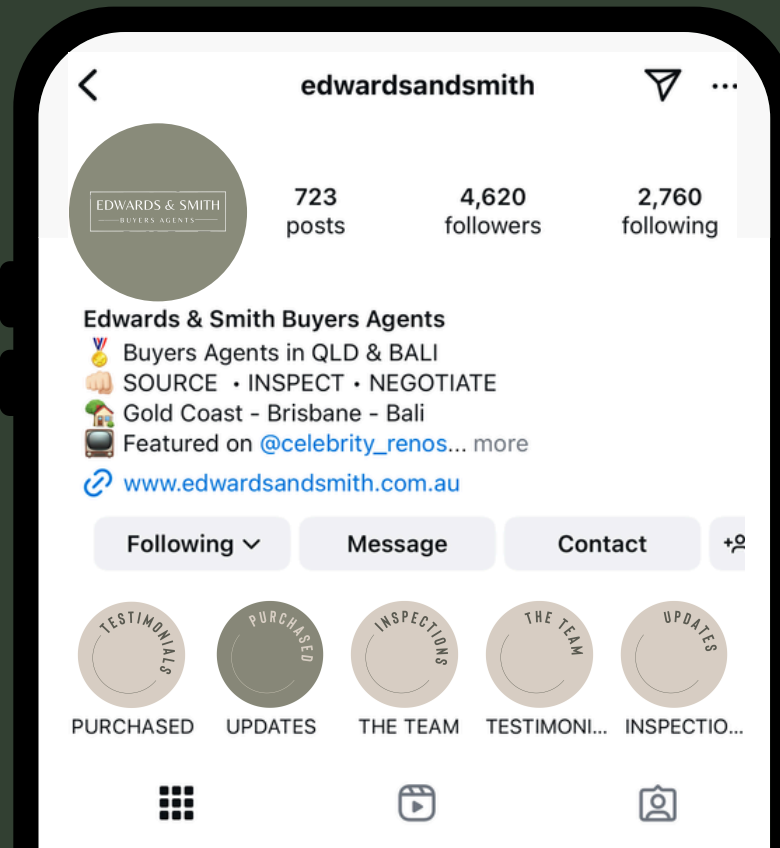
To create a luxury, timeless, brand package that effectively communicated the companies mission of sustainability.

THE BASK COLLECTIVE

BASK

COLLECTIVE

PROJECT 05

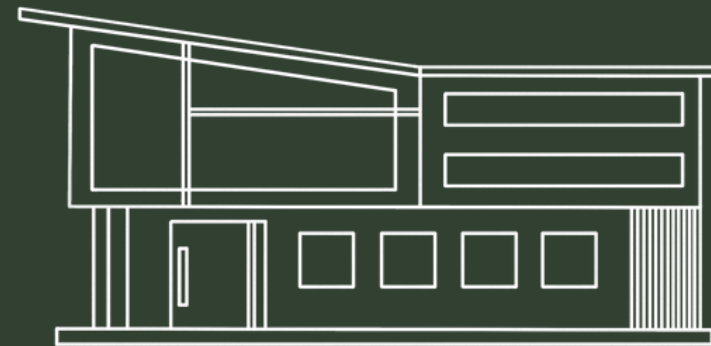


Edwards and Smith

Edwards & Smith Buyers Agents was founded by former listed AFL players Jake Edwards and Ely Smith. Edwards and Smith have quickly become one of the most respected, professional and trusted agencies operating out of Queensland and South Australia

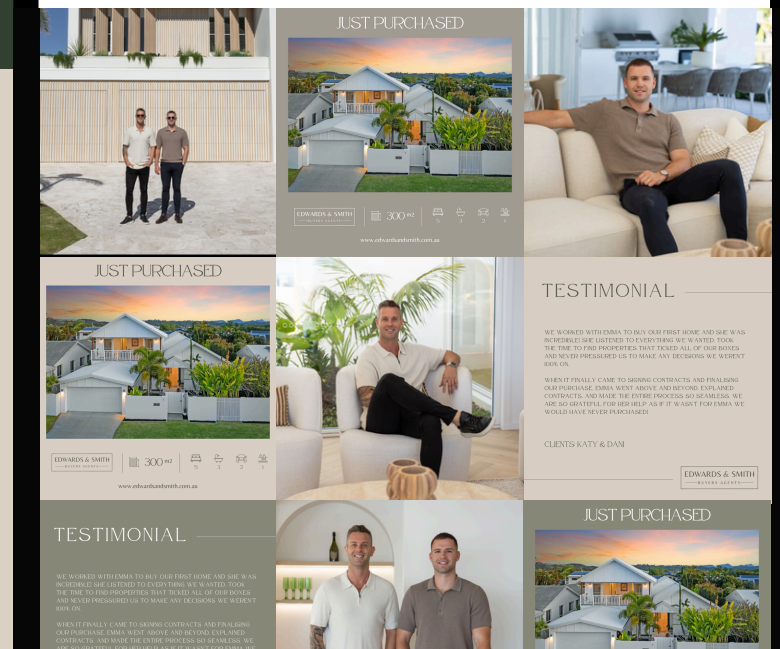
Objective

To create a luxury, timeless, brand package that effectively communicated the quality of the service



Review

“Since starting with Emma & Rach our marketing has been taken to another level. I constantly get feedback from clients about how amazing our digital marketing looks. They have been professional and always deliver.” - Jake Edwards & Ely Smith (Co-owners of Edwards and Smith)



#5A5B54



#898B7A



#A29B92



#DAD0C4

CREATIVES / EMMA SMITH & RACHEL OKAMURA

PROJECT SIX

B's Little Bakehouse

I have been baking sweet treats since I was at a young age. I am a qualified baker/pastry chef and ever since I was in year 7 I knew I wanted to be a pastry chef. I used to cook a lot with my Grandma growing up and the kitchen is definitely my happy place

Objective

Convey the words 'delicious, perfection, passionate.'
A retros style logo including pink and brown tones while incorporating a piping bag in the main logo

Review

" - Nicole Britcliffe (Owner and head pastry chef of B's Little Bakehouse)



PROJECT 07

Charlton the Label

Charlton the Label is an Australian based company that designs stylish, comfortable, and care free pjs. CTL features a lot of dainty pattern work which can be seen across many collections

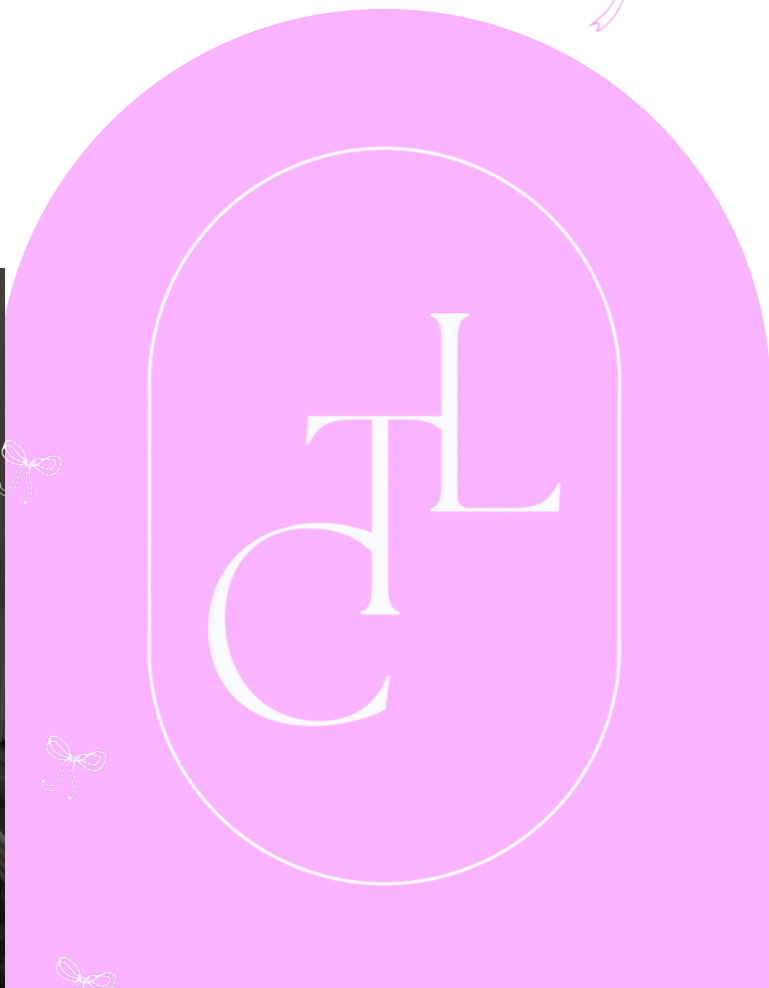
Objective

A dainty and simplistic design that would mold over multiple collections without outdated. Incorporating one main vibrant colour

Review

“Couldn't thank these ladies enough for their services! From helping me discover my brand identity to taking my social media to the next level, these ladies are the best in biz!!” - Robyn Charlton (owner of Charlton the Label)

CHARLTON
THE LABEL





LIFECYCLE

START

BLOCK 1: ONBOARDING & BRAND DISCOVERY (ESTIMATED WEEKS 1-2 FOR COMPLETION)

Week 1:
Client onboarding session to discuss the goals, vision, target audience, and competitors of the brand. We provide a client questionnaire and work through likes/ dislikes in overall branding.

Research and analysis to develop the brand foundation (Analysing market trends, and research into competitors). Estimated to take about 3 days

Week 2:
We then move to defining brand objectives and drafting a creative brief to work from.

We then present branding timelines and milestones for approval from the client

BLOCK 2: LOGO DESIGN & BRAND KIT (ESTIMATED WEEKS 3-4 FOR COMPLETION)

Week 3:
We begin by creating what we call a 'page' of logo concepts, kind of like a vision board to depict initial concepts.

We then have a feedback discussion with the client to determine their thoughts on the initial concepts. What they like/ dislike etc.

From there, we refine the specific elements the client is drawn towards

Week 4:
We then move forward to finalising the logo and developing a full brand kit around the logo's elements, this includes:

- Full branded colour palette
- Branded Typography (headings, body text and accent fonts)
- Any developed patterns or icons that can be drawn from the logo
- Any additional logos, so secondary logos or icons (depending on the chosen package)

BLOCK 3: BRAND PILLARS & MESSAGING STRATEGY (ESTIMATED WEEKS 5-6 FOR COMPLETION)

Week 5:
If we don't have all the information we need from the initial discussion we then scope out the business's core brand values, mission, brand personality, tone of voice, key messaging for various platforms, etc.

Week 6:
From there we finalise the brand narrative to utilise in internal and external communication

BLOCK 4: SOCIAL MEDIA STRATEGY & DESIGN (ESTIMATED WEEKS 7-8 FOR COMPLETION)

Week 7:
We then move into the development of a social media strategy including your targeted platforms and content pillars, as well as posting schedule and strategies for engagement of your audience.

We then draft up the initial posting concepts for client review

Week 8:
We then finalise the social media post designs and gain feedback from the client, these templates are custom to the business, so for a Perfume Company for example we would suggest: Product highlight graphics, review templates, sale blocks and any additional templates that would be relevant to the company specifically based off the previous information gathered.

We then create a minimum of 20 pre-launch and launch posts (with graphics and captions)
These would include the build up pre launch (highlighting signature scents, website launch details, a bit about the company, who's behind the brand, creating a connection to your target market etc. As well as details when the website will be live, and launch sales, inventory updates, what's selling/ what's hot!

KEY Deliverables:

1. Logo and Full Brand Kit
2. Brand Pillars
3. Social Media Strategy and Content Plan
4. Fully Functional Website
5. Pre-Launch and Launch Campaign Materials
6. Post-Launch Strategy and Support

BLOCK 8: POST-LAUNCH OPTIMISATION & GROWTH STRATEGY (ONGOING)

Analyse performance metrics (social media insights, website analytics). We would then adjust strategies where needed to optimise engagement and reach.

Continue producing monthly social media calendars and campaigns depending on the chosen package.

BLOCK 7: OFFICIAL BRAND & WEBSITE LAUNCH (ESTIMATED WEEK 15 FOR COMPLETION)

Week 15:
Launch the brand across all platforms and align the website with the social media campaign for unity

Post launch content rolled out following the launch, including live updates, stories and thank-you posts

We would then monitor the engagement across all platforms and respond to comments, messages, questions etc.

BLOCK 6: PRE-LAUNCH SOCIAL MEDIA CAMPAIGN

Week 13:
Launch teaser campaigns to build anticipation (e.g., countdowns, behind-the-scenes content, product sneak peaks of the perfumes, etc.).

We will then bring the targeted audience into engagements with polls, Q&As and potential giveaways

Week 14:
Pre-launch posts to continue. We will then announce the official launch date and build anticipation.

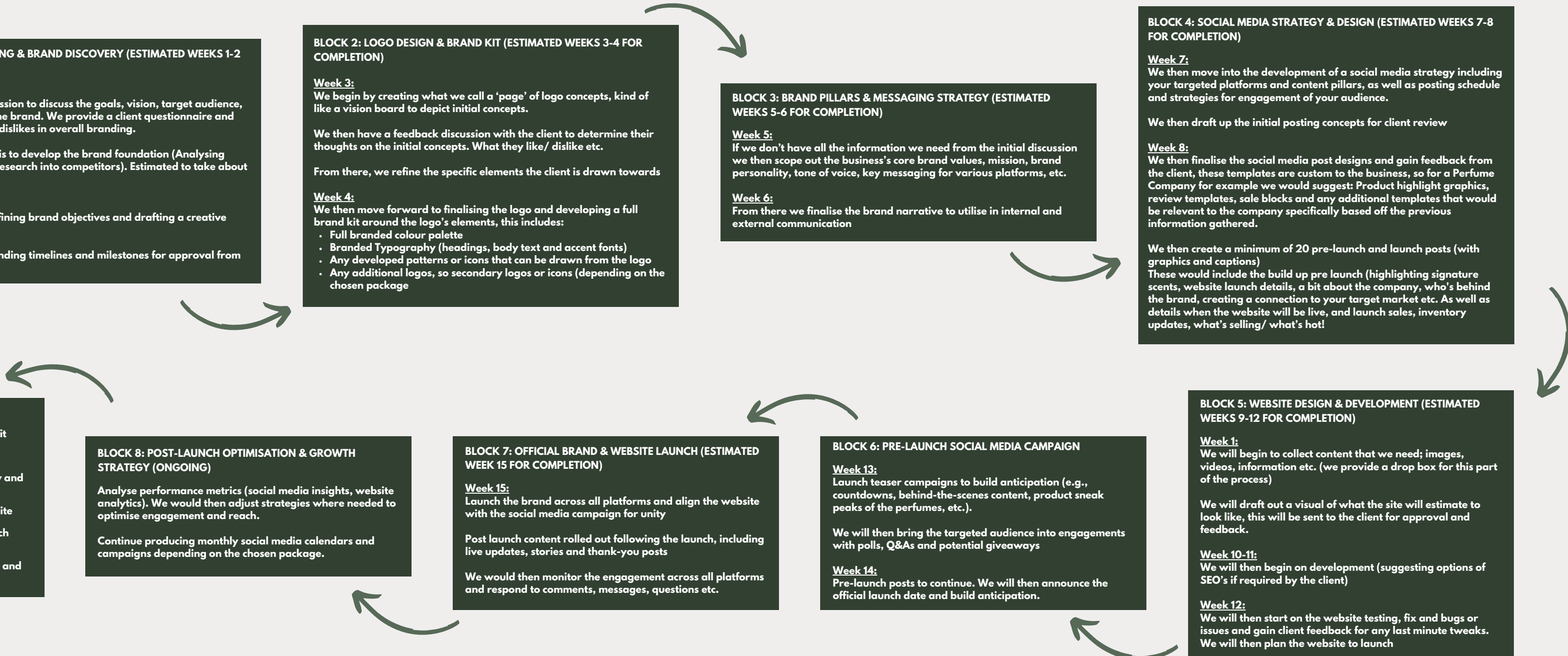
BLOCK 5: WEBSITE DESIGN & DEVELOPMENT (ESTIMATED WEEKS 9-12 FOR COMPLETION)

Week 1:
We will begin to collect content that we need; images, videos, information etc. (we provide a drop box for this part of the process)

We will draft out a visual of what the site will estimate to look like, this will be sent to the client for approval and feedback.

Week 10-11:
We will then begin on development (suggesting options of SEO's if required by the client)

Week 12:
We will then start on the website testing, fix and bugs or issues and gain client feedback for any last minute tweaks. We will then plan the website to launch





LET'S WORK *together*

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