

# branding



“ BE BOLD → GET NOTICED

# via

the talented digital branding agency with big ideas



## We are Liquid Pixels

A Digital Branding agency with a real difference.

When you work with us your brand becomes our brand, your challenges become our challenges.

Our creative speaks for itself; our clients are never short of support and our ideas are never short of options with vision. As a specialist branding agency we expect to build brand awareness on every project, every ad, every microsite and digital application.

We act as your brand guardians and continuously manage the process of consistency, visual ID and delivering a clear message that's not only 'on brand', but effective and creative as well. We start with a brand analysis of your business and a set of goals, targets and expected results.

Next is the research behind our initial proposal. We'll present you with a breakdown of your strengths and weaknesses, areas to develop and build upon and some immediate actions we can take to begin the process of brand stabilisation.

We'll put a strategy in place led by core objectives that will drive your business needs, stick to your budget and deliver a solution with a highly positive outcome and expected ROI.

Our team is built from talented creatives with a skill-set that strategically complements each other.

### If you're still unsure what a branding agency does, here's a quick breakdown:

If you want to develop a logo/ID, create a website, produce an email campaign and support this with a brochure and media release, you'd call us.

We'll make sure your logo has a strong strategy behind it. We will never give you a template logo; it goes against everything we represent.

We'll make sure your website uses core elements of our initial strategy. We create for you a corporate style guide to follow to the letter. Your website, business card, letterhead, microsite, eDM, social media presence, signage and merchandise is aligned perfectly. This is your branding.

The next step is your public interaction or 'brand interface'. We show you how to present your brand to the world, from media releases and presentation kits to how you interact with your clients and the public.

**'So now you know what a branding agency does, check out our work or even call one of our clients; they stand by us as much as we stand by them.'**

Branding is visual and lives in the sub-conscious of the market. It's what people instantly think of when your name is mentioned. We can boost your brand awareness and set your company apart from the rest.

## Our list of services.

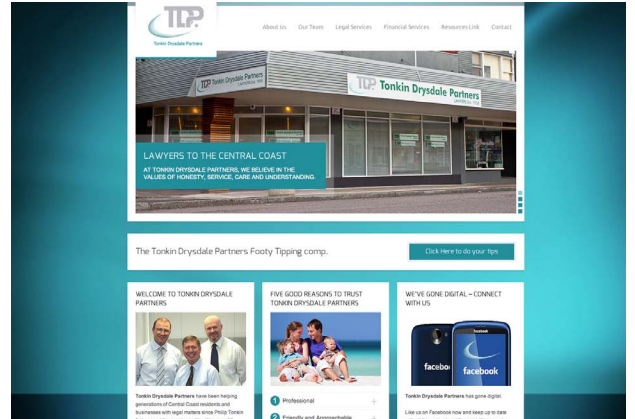
- › Logo design, style guide & development
- › Graphic design & corporate branding
- › Interactive, accessible documents for visually impaired
- › Web design, development & ECommerce Solutions
- › Digital & video
- › Social media - setup, support and management
- › Annual Reports
- › General Administration including document formatting, forms and word templates, data entry
- › Events & outdoor/environment
- › Transit - Bus, Taxi, Rail
- › Photography - Staff, Real Estate and Product Photography
- › ENewsletter Design and Management
- › Copywriting, Content Writing, article and blog writing
- › Internet Research
- › Media buying / press & online
- › 3D modelling & rendering
- › Virtual Tours

## We can handle it all for you

- › We can manage your social media on a daily, weekly or monthly basis.
- › We can organise content and design of your weekly, fortnightly or monthly newsletter.
- › We can also handle all your printing needs.



Peninsula Living website featuring a navigation bar with 'Home', 'Corporate Profile', 'Careers - Job Vac', 'Location', and 'Contact Us'. A prominent banner reads 'Award Winning' with the tagline 'At the Peninsula Village Group our Resident's needs come first'. Below the banner are three columns of services: Residential Assisted Care, Lifestyle Living, and Home Community Care. A footer includes the slogan 'Life's Better, When You're Living With Friends'.



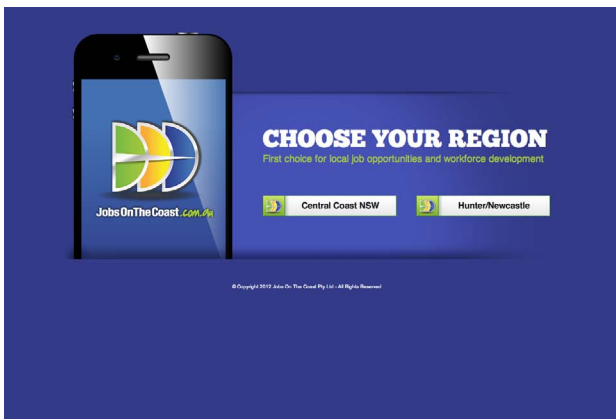
Tonkin Drysdale Partners website with a navigation bar including 'About Us', 'Our Team', 'Legal Services', 'Financial Services', 'Resources', and 'Contact'. The main content area features a large image of the office building and the text 'LAWYERS TO THE CENTRAL COAST'. Below this is a section titled 'The Tonkin Drysdale Partners Footy Tipping comp.' with a 'Click here to do your tips' button. Further down are three columns of text and images related to the firm's services and community involvement.



Relative MIRAIT website with a navigation bar: 'Home', 'Company', 'Capability', 'Management Systems', 'Partners', 'Latest News', 'Gallery', 'Contact'. The main image shows a hand holding a mobile phone. Text includes 'Material, Supply, Full Design & Construction' and 'Welcome to Relative MIRAIT Services'. A sidebar on the right lists 'CONNECTING THE FUTURE' and 'ISO CERTIFICATIONS'.



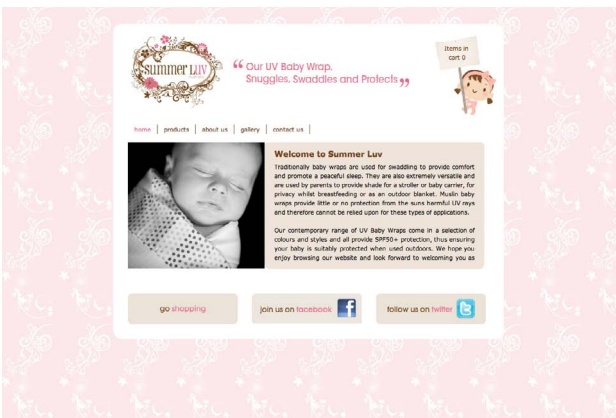
Job Centre Australia website with a navigation bar: 'HOME', 'JOBSEEKERS', 'EMPLOYERS', 'SERVICES', 'DIS', 'TTY', 'E-MENTORING', 'WORK WITH US', 'LINKS'. The main banner features a man's face and the text 'Don't DIS myABILITY' with a phone number '1800 466 046'. Below the banner are sections for 'Welcome to Job Centre Australia' and 'Latest News Feed'.



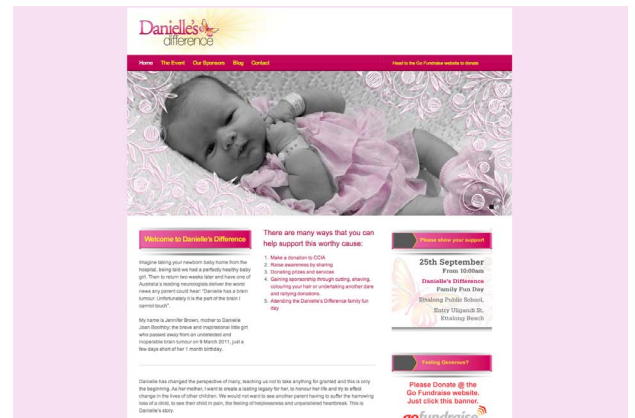
Jobs On The Coast website with a navigation bar: 'Home', 'About Us', 'Contact Us', 'FAQ', 'Privacy Policy'. The main image shows a smartphone displaying the logo. Text includes 'CHOOSE YOUR REGION' and 'First choice for local job opportunities and workforce development'. Two buttons for 'Central Coast NSW' and 'Hunter/Newcastle' are visible.



Karben Training Solutions website with a navigation bar: 'OUR COURSES', 'ABOUT US', 'OUR CALENDAR', 'BLOG', 'CONTACT'. The main banner features a group of people and the text 'FIRST AID COURSES'. Below the banner are four columns of course details: 'NATIONALLY REGISTERED', 'SET QUALIFIED', 'STUDY ALLOWANCE', and 'GUARANTEED'.



Summer Luv website with a navigation bar: 'Home', 'Products', 'About Us', 'Gallery', 'Contact Us'. The main image shows a baby wrapped in a blanket. Text includes 'Our UV Baby Wraps, Snuggles, Swaddles and Protects' and 'Welcome to Summer Luv'.



Danielle's Difference website with a navigation bar: 'Home', 'The Event', 'Our Reports', 'Blog', 'Contact'. The main image shows a baby in a pink dress. Text includes 'Welcome to Danielle's Difference' and 'There are many ways that you can help support this worthy cause:'. A date '25th September' is highlighted.

Westpac Rescue Helicopter Service



little **BOTTLER**  
Your local liquor specialist





# branding via digital

[liquidpixels.com.au](http://liquidpixels.com.au)

[studio@liquidpixels.com.au](mailto:studio@liquidpixels.com.au)

Studio: Central Coast

Mob: 0402 266 277