



Elise Syme

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Graphic Design Portfolio.

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Kia ora, my name is Elise Syme.
I am a graphic designer with a special
interest in branding and identity.

I have been a creative in some respects my entire life with art being a big passion from a young age. As a school leaver I studied fine arts and began to immerse myself in the creative world in a whole new way. During my time at Whitecliffe College of art and design in Auckland, I was introduced to Adobe photoshop which is when I found my passion for digital design. Ever since, I have been constantly working at developing new skills in the latest Adobe software such as Photoshop, Illustrator and InDesign.

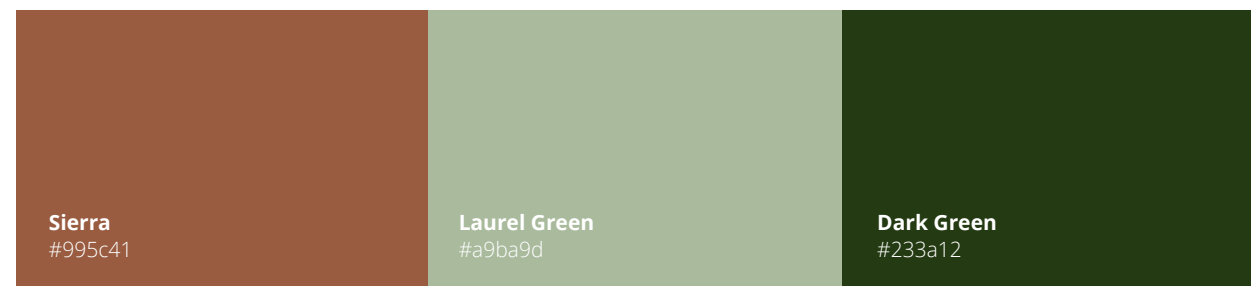
I have a special interest in branding and identity projects. I take a lot of pride in my ability to get to know my clients and their businesses well so as to really capture the personality and essence of each business through branding. It is a real honour to be a part of my clients new businesses as they start the exciting process of branding. I build strong relationships with my clients and continue to support them with their design needs as their business grows.



From the initial briefing session to the final delivery of the designs, Elise was incredibly professional, understood exactly what we were after and came up with a logo we are so happy with!

Proactive Chiropractic Care is a new business launching in Christchurch, New Zealand.

My client is the Chiropractor behind the brand. He hired me to design a logo for Proactive that reflected their mission to encourage their clients to be Proactive in their health. My client endeavours to educate and empower people with a focus on preventative chiropractic care.



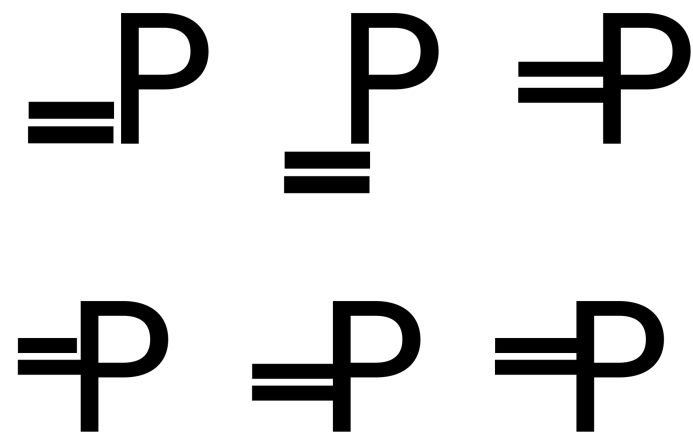
Concept 3

Lettermark

Concept 3 is a lettermark logo. The P has been made from arrow inspired geometric shapes. This logo has athletic and fitness vibes. The arrow imagery is designed to be motivational and reiterate the meaning of Proactive.

Matt and his partner Julia requested a clean and minimal aesthetic for their logo. They requested an original logo that stood out from other Chiropractor logos and moved away from representing the spine through iconography. After our branding consultation, Matt and Julia agreed to explore a linear inspired logo, letter mark and the use of an arrow in the imagery. I presented them with three concepts based on these ideas.

After reviewing the concepts, Matt and Julia decided on the letter mark logo to represent Proactive. They explained to me the arrow concept really captured their aspirations for Proactive Chiropractic Care.



Development of letter mark



Concept 1

Linear

Concept 1 is a simple, minimalist logo with linear inspiration. The two lines bring in a feeling of momentum, motivation and activity.



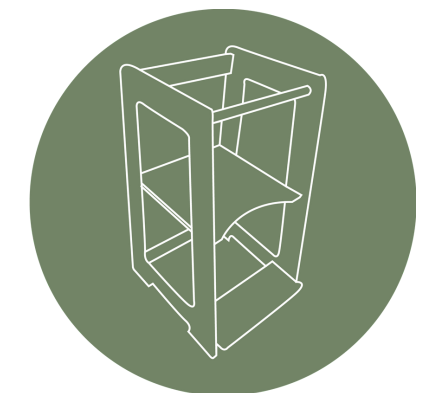
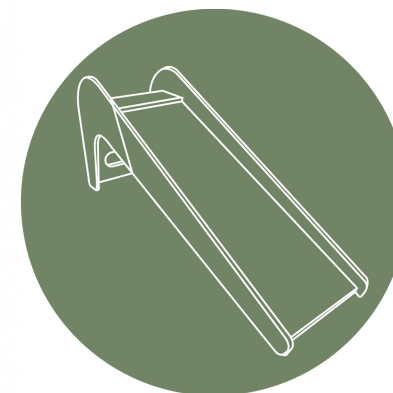


LITTLE SOLDIER

Little Soldier is a small business building and selling wooden play equipment for young children such as wooden climbing frames, learning towers and slides. The Aldersons are the creative family behind Little Soldier. They named their business Little Soldier after their Son whose name means 'Soldier'.

The Aldersons hired me to consult on their branding and design a logo for their business. My work for this project included full logo design, illustrations of their products and social media branding.

In our discussions, I learned the Aldersons felt a clean, simple and modern design would represent their brand the best. They were interested in incorporating illustration in to the logo. The Aldersons came up with the idea of a boy and his teddy bear with an element to represent the word 'soldier'. In the final design, the boy is wearing a soldier's helmet while holding hands with his parent and teddy bear.



Product illustrations



LITTLE SOLDIER



We are in love with our branding! I cannot thank Elise enough for her support, hard work and creativity in bringing our ideas to life! She really brought our vision to reality!



Concept 2 was one of the initial concepts presented to the client

Secret Fern

“ Elise did a fantastic job!
She listened and understood the
essence of my brand giving it a new
dimension.

Secret Fern is an established small business selling handmade semi-precious Jewellery & Cork bags. They primarily sell their goods online and travel to markets all around New Zealand to build their clientele and sales.

Melanie is the owner of Secret Fern. She hired me to consult and design on the rebrand for her business. This included designing her new logo and branding materials such as a banner and business card.

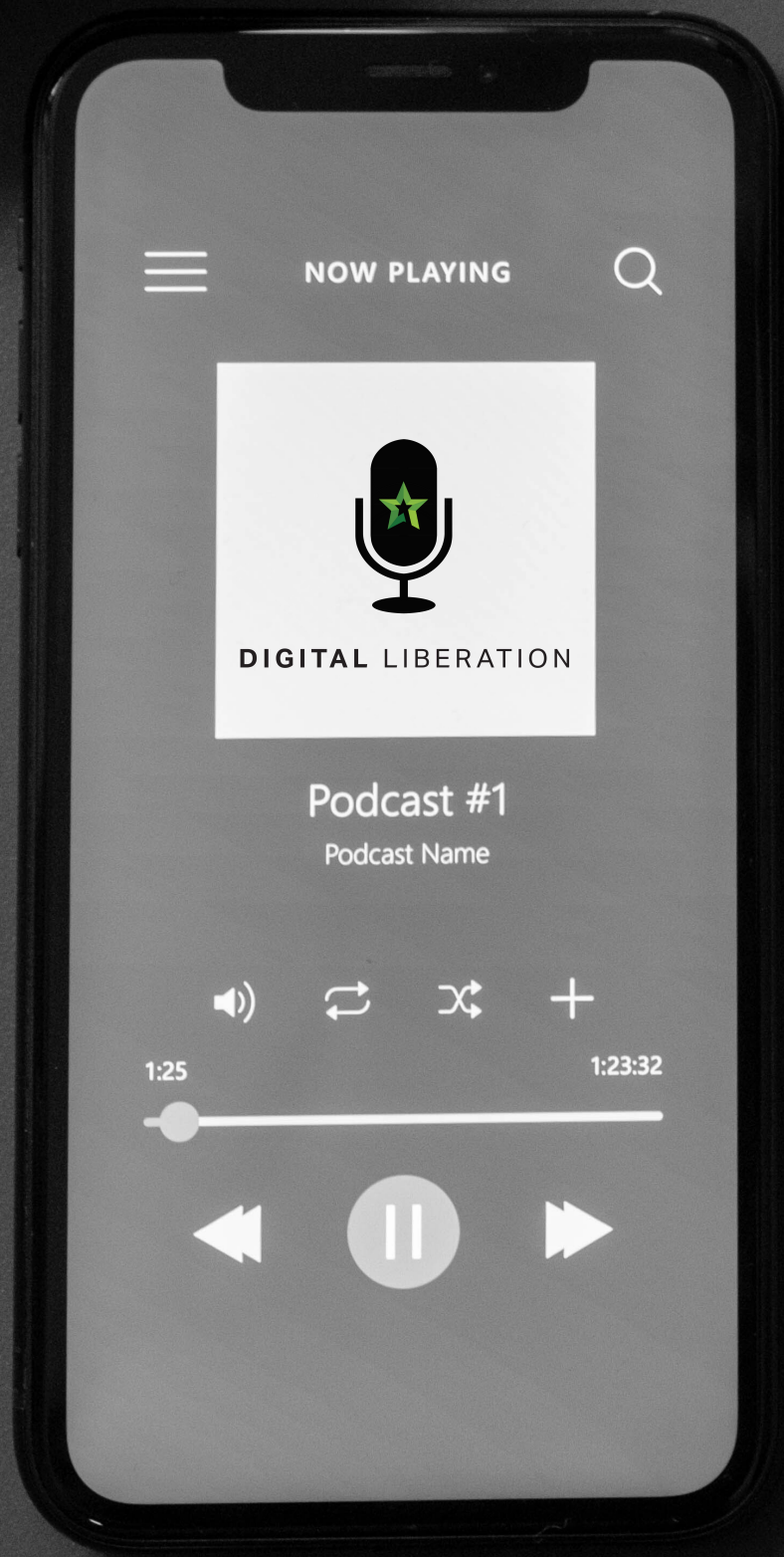




The final logo depicts a woman wearing a fern crown. The illustration is inspired by Melanie's target customers who are often women attending markets with interests in yoga and health. The fern crown brings in the nature element of Melanie's brand. Melanie has a strong focus on sustainable practices such as sourcing fair trade materials and using earth friendly packaging. The arch shape is inspired by Mediterranean architecture and is a nod to Melanies heritage.

In my conversations with Melanie I learned that she wanted her new branding to portray Secret Fern as boutique, artisan and high quality. Melanie also wanted to have a personal connection to her branding and bring in her Mediterranean heritage in some way.





DIGITAL LIBERATION



Elise is very skilled at her craft and brings a lot of expertise to a branding project.

Digital Liberation is a podcast presented by Liberate I.T. and hosted by Julius Haralampou. Julius interviews business heavy weights about running a business in a covid world. Topics covered include unpacking digital transformation trends, change management, ERP, cloud finance and everything in between.

I was hired by Liberate IT to design a logo for their new podcast. They requested three concepts including one that was aligned with their branding for Liberate IT.



DIGITAL LIBERATION

Navy
#202a44

Blush
#f9cde2

Dove Grey
#f1f1f3



Elise is very skilled at her craft and brings a lot of expertise to a branding project.

My Planner Love is a small business selling stationery. Their customers are mostly women many of who are raising a young family. My Planner Love exists to make organisation simple, stylish and fun through their range of planners.

Hannah is the business woman behind My Planner Love. She initially hired me to design a logo for My Planner Love which turned in to the full branding experience. I have since designed, stickers, business cards, thank you cards and branded pens. I have also done the social media branding for My Planner Love to give the business a cohesive, professional presence online.



Elise's background in Fine Arts is a real plus for extra attention to details and creating illustrations.

Melanie C.



We are very happy with the outcome. We will definitely work together again on future branding and design projects.

Hannah B.



This woman works so hard. She's happy to listen and as a customer you know you are 'heard'. She meets your needs and exceeds them.

Amba M.



Elise was incredibly professional and understood exactly what we were after. She came up with a logo we are so happy with!

Julia R.